

COMMUNITRAK™ SURVEY

PUBLIC PERCEPTIONS AND INTERPRETATIONS OF COUNCIL SERVICES AND REPRESENTATION

PREPARED AS PART OF THE PUBLIC FEEDBACK PROGRAMME FOR:

WESTLAND DISTRICT COUNCIL

JANUARY / FEBRUARY 2020



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NB: Please note the following explanations for this report:

☐ Figures that are comparably lower than percentages for other respondent types.

☐ Figures that are comparably higher than percentages for other respondent types.

Arrows, whenever shown, depict a directional trend.

Please note that unusual or one-off occurrences, such as climatic events, can affect ratings.

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.

Icons used in this report made by Freepik from www.flaticon.com

SITUATION AND OBJECTIVES

Council has engaged a variety of approaches both to seeking public opinion and to communicating its decisions and programmes to residents and ratepayers. One of these approaches was to commission the National Research Bureau's Communitrak™ survey in July/August 2009, March 2016, January 2018 and January/February 2020.

The advantages, and benefits of this are twofold ...

- Council has the National Average and Peer Group Average comparisons against which to analyse, where applicable, perceived performance,
- Council introduced questions reflecting areas of interest to Westland District.

COMMUNITRAK™ SPECIFICATIONS

Sample size

This Communitrak™ survey was conducted with 403 residents of the Westland District.

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

Sampling and analysis was based on the three Wards and the interviews spread as follows:

Northern	141
Hokitika	161
Southern	101
	<hr/>
	403

Interview type

All interviewing was mainly 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 relevant 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.

This year 20 face-to-face interviews were done in the Hokitika Ward with residents aged 18 to 44 years, as this group is increasingly difficult to obtain by phone.

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 determined 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 80 residents, aged 18 to 44 years, was also set.

Households were screened to ensure they fell within the Westland 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 had 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 2018 Census data. The result is that the total figures represent the adult population's viewpoint as a whole across the entire Westland 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 from Friday 24th January to Sunday 9th February 2020.

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 750 interviews conducted in October/November 2018,
- 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 2013 Census data.

Comparisons with National Communitrak™ results

Where survey results have been compared with Peer Group and/or National Average results from the October/November 2018 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%
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%.

Response rate

The response rate for the 2020 Westland District Council was **70%**, which is much higher than seen typically in web or mail-out surveys (often in the 5%-30% range). With a decreasing response rate there is an increasing likelihood that the sample is less and less representative of the District.

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%
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.

EXECUTIVE SUMMARY

This report summarises the opinions and attitudes of Westland District Council residents and ratepayers to the services and facilities provided for them by their Council and their elected representatives.

The Westland District Council commissioned Communitrak™ as a means of measuring their effectiveness in representing the wishes and viewpoints of their residents. Understanding residents' and ratepayers' 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.

SNAPSHOT



71% of residents have personally used or visited a park or reserve in the District, in the last 12 months. Of these, 90% are satisfied with the District parks and reserves.



In 2020, 81% of residents have personally used an unsealed road in the District. Of these residents, 24% are not very satisfied with the standard and safety of Council's unsealed roads.



In general, 77% of residents understand how Council makes decisions.



60% of residents feel Westland District is definitely a safe place to live.

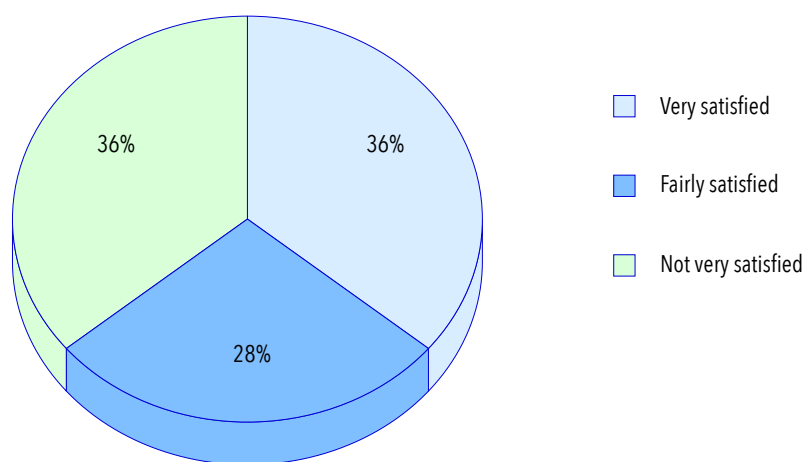
COUNCIL SERVICES/FACILITIES/ACTIVITIES

Satisfaction with services/facilities

Dogs or wandering stock

8% of residents have personally contacted Council about dogs or wandering stock in the last year.

Satisfaction with the protection provided from dogs and wandering stock - contacted Council

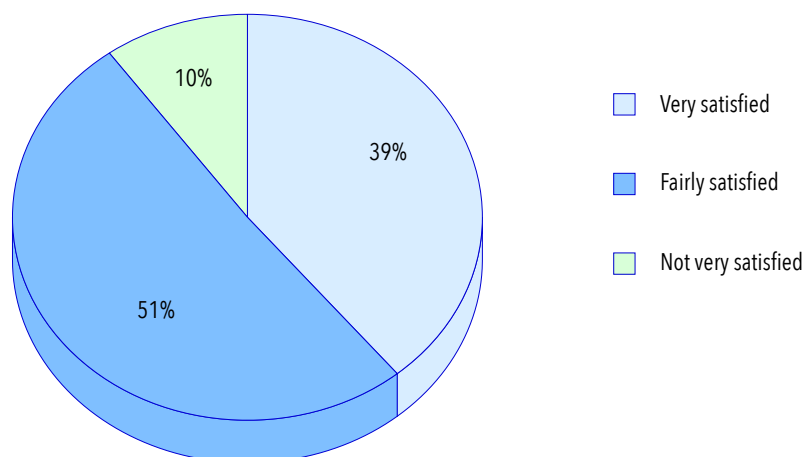


Base = 33

Parks and reserves

In the last year, 71% of residents have personally used or visited a park or reserve.

Users/visitors

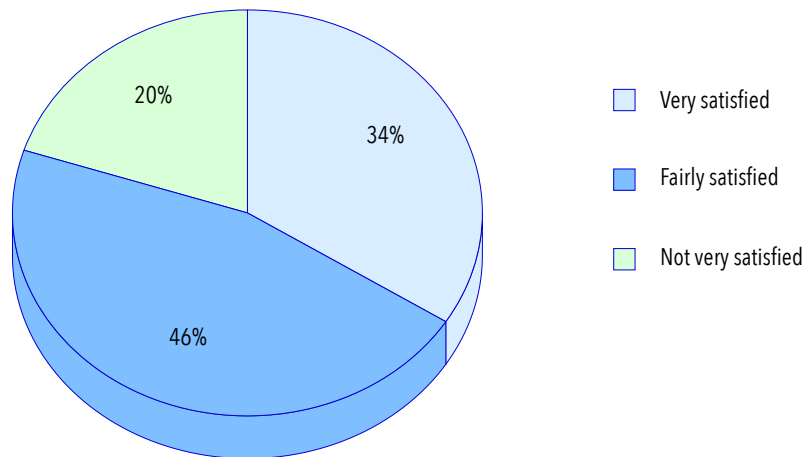


Base = 264

Public toilets

53% of residents have personally used a public toilet in the District, in the last year.

Users

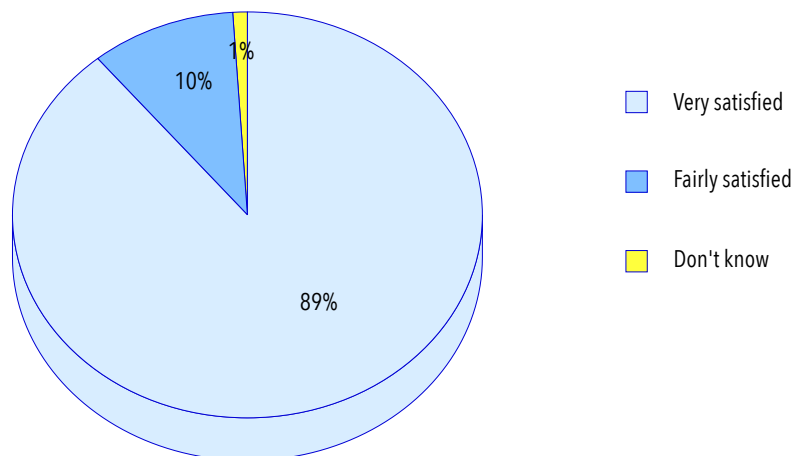


Base = 200

Public library services

In the last year, 44% of residents have personally used any Westland library service in the District.

Users

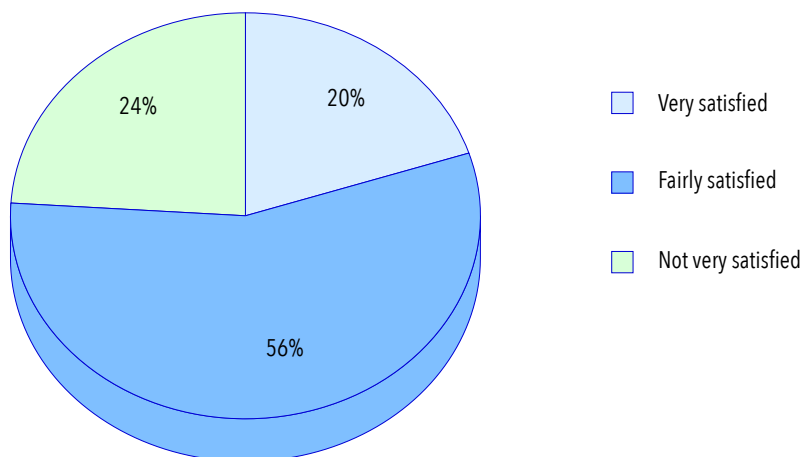


Base = 170

Unsealed road

81% of residents have personally used an unsealed road in the District, in the last year.

Satisfaction with the standard and safety of Council's unsealed roads - users

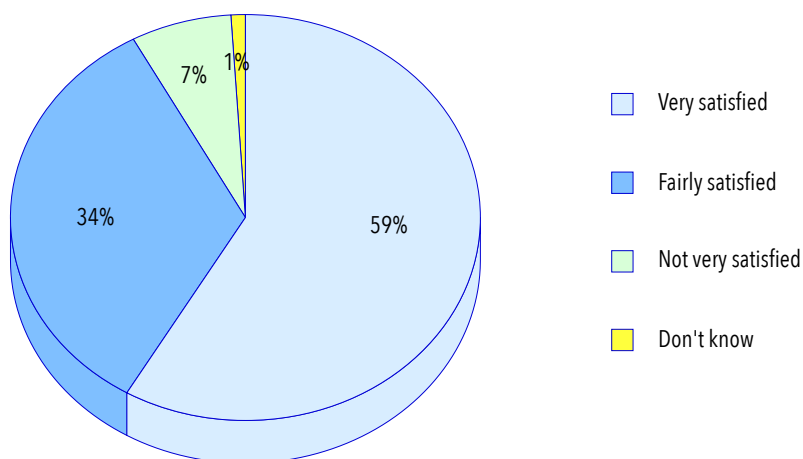


Base = 313

Community halls

In the last year, 45% of residents have personally used a community hall in the District.

Satisfaction with the standard of the community halls- users



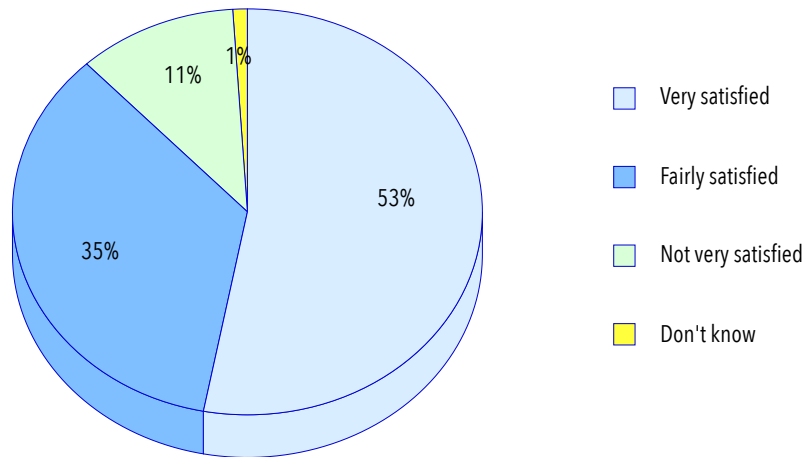
Base = 175

(Does not add to 100% due to rounding)

Refuse and recycling collection service

73% of residents are provided, where they live, with a regular refuse and recycling collection service, by Council.

Satisfaction with service received - regular refuse and recycling collection service provided by Council



Base = 304

Percent not very satisfied - comparison summary

The percent not very satisfied is **slightly higher** than the Peer Group Average for ...

	Westland %	Peer Group %	National Average %
• parks and reserves	10	3	5

For the remaining services or facilities for which comparative data is available, Westland District performs **on par with/similar to** other like Local Authorities and Local Authorities nationwide on average for the following ...

• public toilets	20	19	16
• reliability of the transfer station service	14	*14	*20
• refuse and recycling collection service	11	**8	**9
• library services	-	3	3
• protection provided from dogs and wandering stock	36	†37	†40
• standard of community halls	7	††5	††7

* Peer Group and National Average readings refer to households user ratings for **refusal disposal in general (ie, landfill sites)**.

** Peer Group and National Average readings relate to satisfaction with **rubbish collection** for households provided with the service.

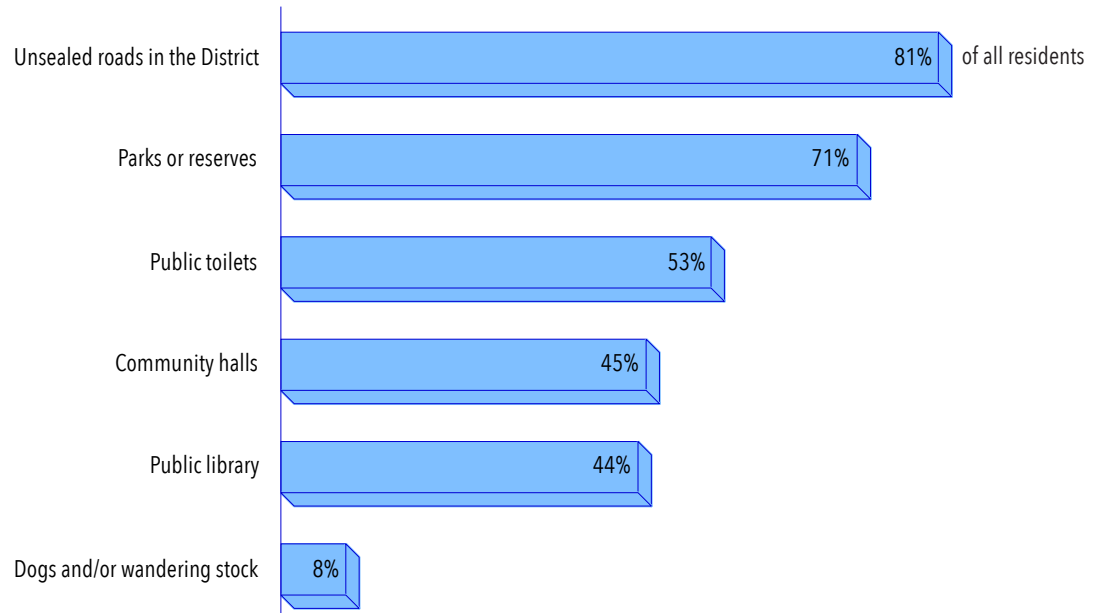
† Peer Group and National Average readings refer to households who have contacted Council about **dogs**.

†† Peer Group and National Average readings relate to household satisfaction with **public halls**.

NB: Peer Group and National Averages refer to **household** users/visitors

Frequency of personal use - Council services and facilities

Percentage of residents who have personally used/visited the following services/facilities in the last year ...

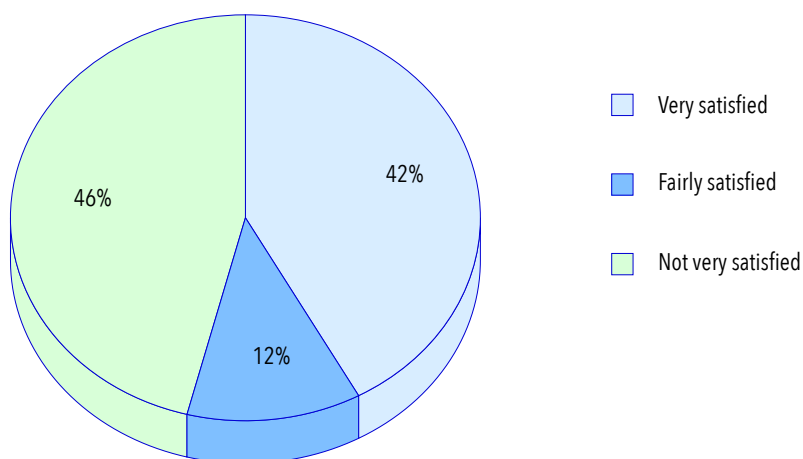


CONTACTED COUNCIL

Environmental health

8% of residents have contacted Council regarding environmental health, in last year.

Satisfaction with the quality of the advice received - contacted Council

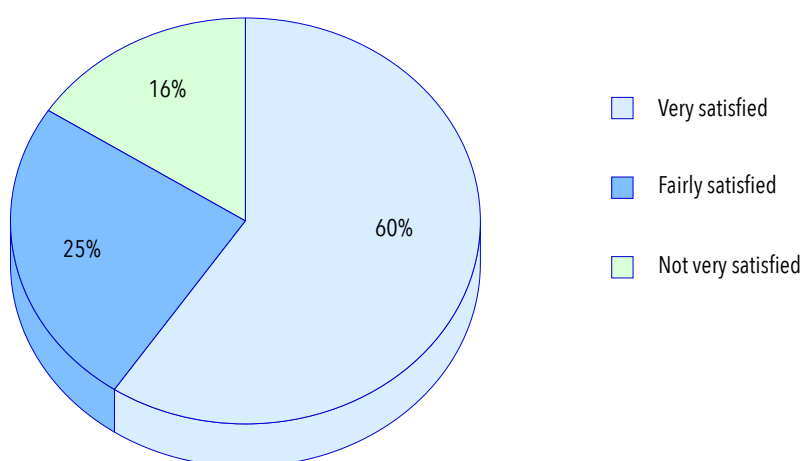


Base = 33

Liquor licencing

In the last year, 2% of residents have contacted Council regarding liquor licences matters.

Satisfaction with the quality of the advice provided - contacted Council



Base = 9*

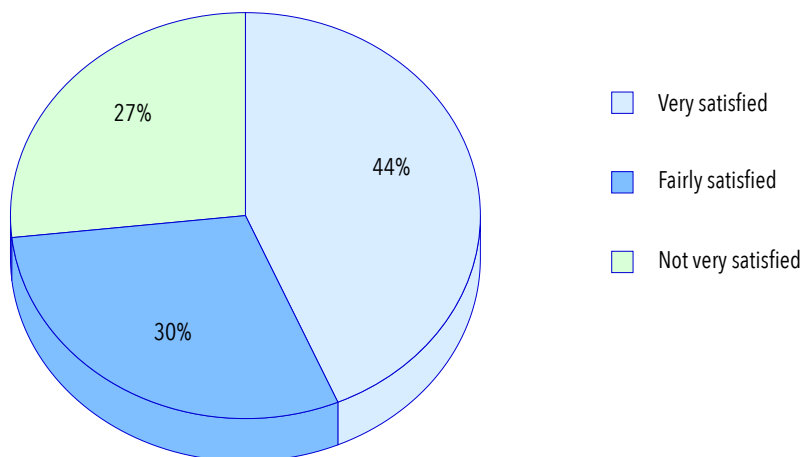
* caution: very small base

(Does not add to 100% due to rounding)

Customer services centre

Excluding environmental health or liquor licencing issues, 34% of residents say they personally have contacted the Customer Services Centre, either in person, by phone and/or by email.

Satisfaction with service received - customer services centre

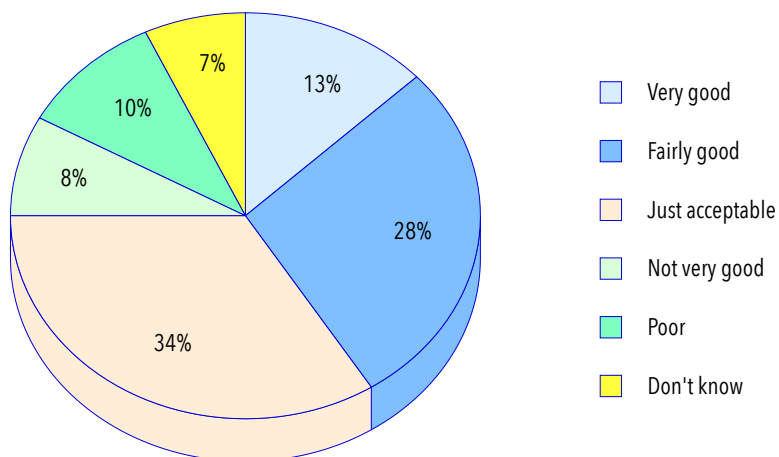


Base = 139

(Does not add to 100% due to rounding)

Leadership

Overall



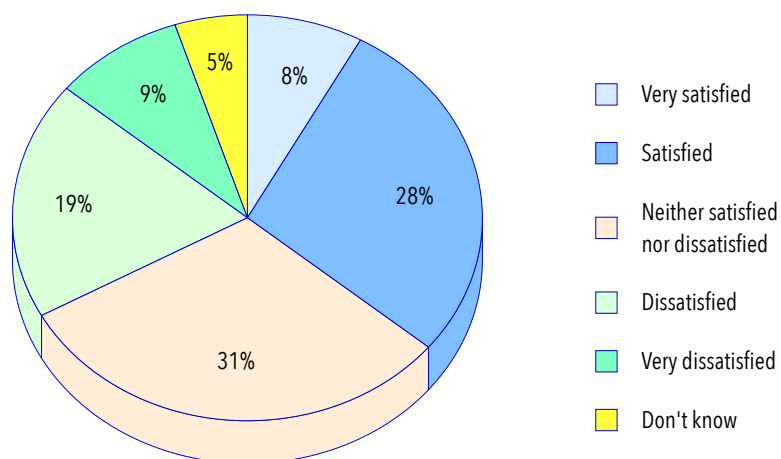
Westland District residents rate the performance of the Mayor and Councillors below the Peer Group Average (56%) and the National Average (51%), in terms of their performance being very/fairly good.

LOCAL ISSUES

Council consultation and community involvement

In general 77% of residents understand how Council makes decisions.

Satisfaction with the way Council involves the public in the decisions it makes: Overall

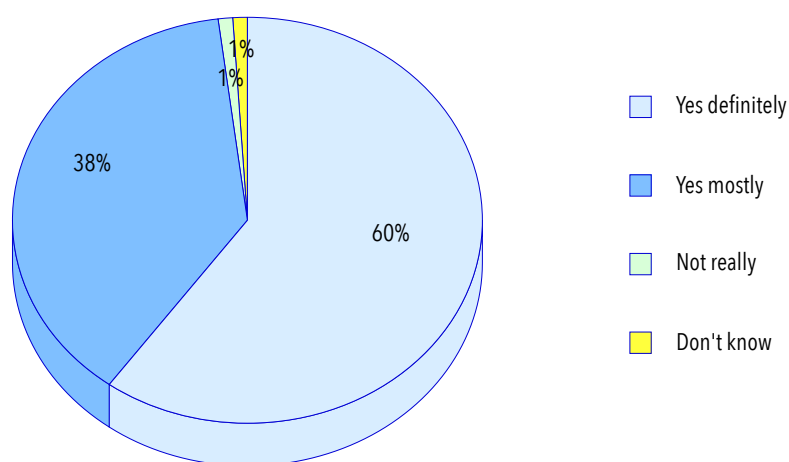


(Does not add to 100% due to rounding)

The very satisfied/satisfied reading (36%) is below the Peer Group (53%) and National (44%) Averages.

Public safety

Is Westland generally a safe place to live? Overall



The percent saying 'Yes definitely' is above the Peer Group Average (49%) and National Average (35%).

MAIN FINDINGS

Throughout this Communitrak™ report comparisons are made with figures for the National Average of Local Authorities and the Peer Group of similar Local Authorities, where appropriate.

For Westland District Council, this Peer Group of similar Local Authorities are those comprising a rural area, together with a town(s) or urban component.

NRB has defined the Rural Peer Group as those Territorial Authorities where less than 66% of dwellings are in urban meshblocks, as classified by Statistics New Zealand's 2013 Census data.

Included in this Peer Group are ...

Buller District Council
Carterton District Council
Central Hawke's Bay District Council
Central Otago District Council
Clutha District Council
Far North District Council
Hauraki District Council
Hurunui District Council
Kaikoura District Council
Kaipara District Council
MacKenzie District Council
Manawatu District Council
Matamata Piako District Council
Opotiki District Council
Otorohanga District Council
Rangitikei District Council

Ruapehu District Council
Selwyn District Council
South Taranaki District Council
Southland District Council
South Wairarapa District Council
Stratford District Council
Taranua District Council
Tasman District Council
Waikato District Council
Waimakariri District Council
Waimate District Council
Wairoa District Council
Waitaki District Council
Waitomo District Council
Western Bay of Plenty District Council

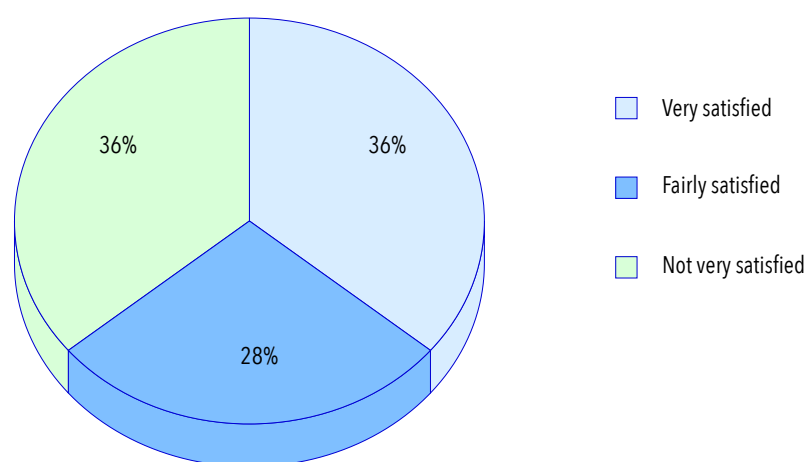
COUNCIL SERVICES/FACILITIES

RESIDENTS OVERALL

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 or facility. Those residents not very satisfied were asked to say why they felt this way.

i. *Protection provided from dogs and wandering stock*

Personally contacted Council in last 12 months



Base = 33 (margin of error $\pm 17.1\%$)

8% of residents have personally contacted Council about dogs and wandering stock in the last year. Of these, 64%, are satisfied with the protection provided from dogs and wandering stock (39% in 2018), while 36% are not very satisfied (61% in 2018).

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

As the bases for all Wards and socio-economic groups are small no comparisons have been made.

[†] readings refer to **households** who have contacted Council about **dogs**

Satisfaction with the protection provided from dogs and wandering stock

	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
Contacted Council					
2020	36	28	64	36	-
2018	15	24	39	61	-
2016°	9	20	29	71	-
Comparison*					
Peer Group Average (Rural)	30	29	59	37	4
National Average	28	28	56	40	4
Ward**					
Northern	39	34	73	27	-
Hokitika	32	25	57	43	-
Southern	69	-	69	31	-

% read across

* Peer Group and National Average readings refer to households who have contacted Council about **dogs**

** caution small/very small bases

° 2016 reading relates to satisfaction with protection provided from dogs and wandering stock for **households** who have contacted Council

† does not add to 100% due to rounding

The main reasons mentioned by residents[†] who are very/fairly satisfied are ...

- good service/efficient, mentioned by 65% of residents[†] who are very/fairly satisfied,
- quick/prompt service, 25%.

(caution: small base, N=21)

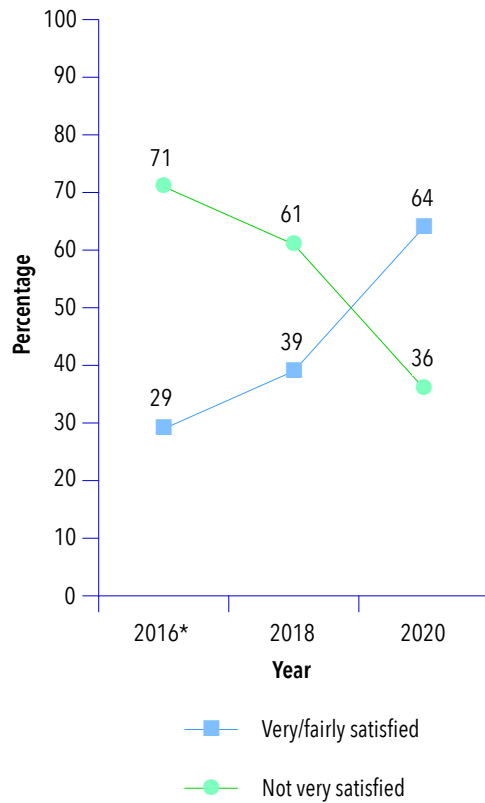
The main reasons* residents[†] are not very satisfied with the protection provided from dogs and wandering stock are ...

- poor service/response to complaints/poor service from ranger, mentioned by 46% of residents who are not very satisfied,
- too hard on owners, 16%,
- need more control/more enforcement/need to be stricter, 11%.

(caution: small base, N=12)

* multiple responses allowed

[†] residents who have personally contacted Council about dogs or wandering stock (N = 33)

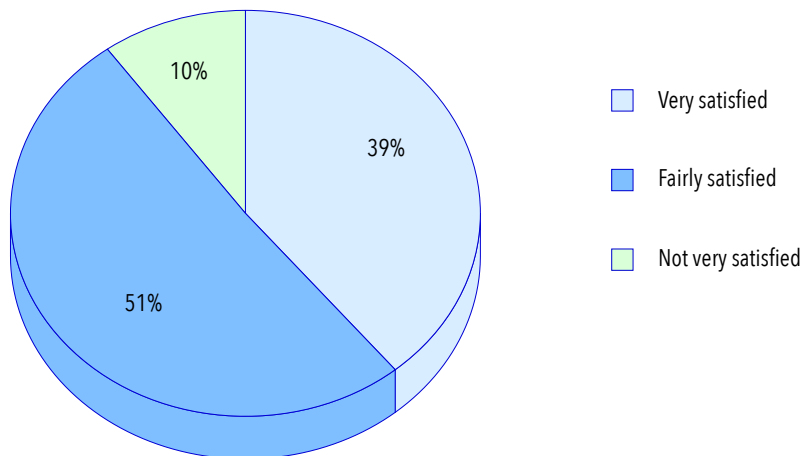
Protection provided from dogs and wandering stock - personally contacted Council

* 2016 reading relates to satisfaction with protection provided from dogs and wandering stock for **households** who have contacted Council

Recommended satisfaction measures for reporting purposes:
Contacted Council = 64%

ii. Parks and reserves

Users/visitors



Base = 264

71% of residents have personally used or visited a park or reserve in the last year.

Of these, 90% are satisfied with parks and reserves, including 39% who are very satisfied (46% in 2018). 10% are not very satisfied (6% in 2018).

The percent not very satisfied is slightly above the Peer Group Average and on par with the National Average (household users).

Residents[†] with an annual household income of \$40,000 to \$60,000 are more likely to be not very satisfied with the District's parks and reserves, than other income groups[†].

[†] those residents who have personally used/visited a park or reserve in the last 12 months, N=264

Satisfaction with parks and reserves

	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
Users/visitors					
2020	39	51	90	10	-
2018†	46	48	94	6	1
2016*	40	47	87	12	1
Comparison*					
Peer Group Average (Rural)	56	40	96	3	1
National Average	64	30	94	5	1
Ward					
Northern†	43	47	90	11	-
Hokitika	45	48	93	7	-
Southern	21	64	85	15	-
Household Income					
Less than \$40,000 pa†	51	44	95	6	-
\$40,000-\$60,000 pa	39	37	76	24	-
\$60,001-\$100,000 pa	38	53	91	9	-
More than \$100,000 pa	31	66	97	3	-

Base = 264

% read across

* 2016 reading and Peer Group and National Average readings refer to household users/visitors of parks and reserves

† does not add to 100% due to rounding

The main reasons* residents† say they are very satisfied with District parks and reserves are ...

- clean/tidy/well maintained, mentioned by 64% of residents† who are very satisfied,
- good place for kids/families/playgrounds, 14%,
- lovely facilities/trees and gardens/beautiful scenery, 11%.

The main reasons* residents† say they are fairly satisfied are ...

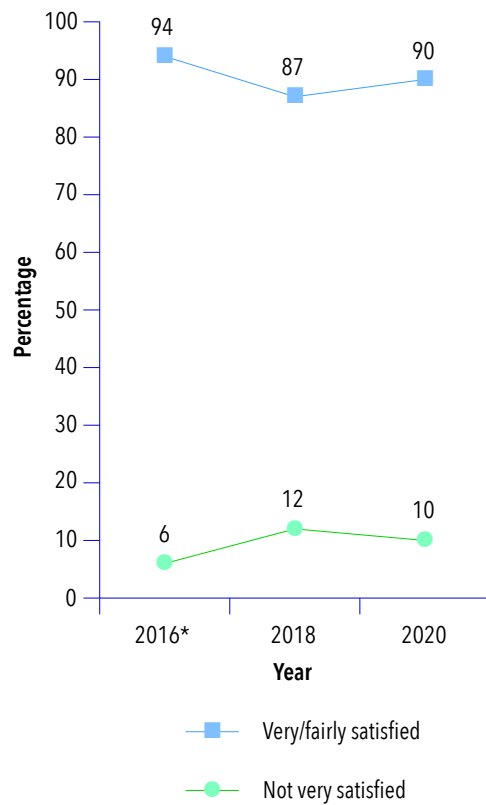
- clean/tidy/well maintained, mentioned by 40% of residents† who are fairly satisfied,
- better facilities for children/playgrounds need upgrading/fencing, 10%,
- good facilities/good range of facilities/plentiful, 9%,
- good place for kids/families/playgrounds, 7%.

The main reasons* residents† say they are not very satisfied are ...

- better facilities for children/playgrounds need upgrading/fencing, mentioned by 43% of residents† who are not very satisfied,
- better facilities/need improving, 28%,
- not well maintained/need better upkeep/beautification, 24%.

* multiple responses allowed

† those residents who have personally used/visited a park or reserve in the last year (N = 264)

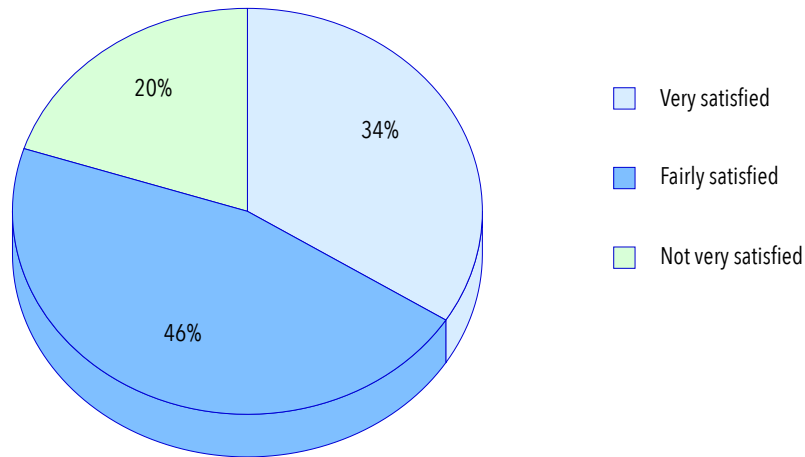
Parks and reserves - personal users/visitors

* 2016 reading refers to household users/visitors of parks and reserves

Recommended satisfaction measures for reporting purposes:
Users/visitors = 90%

iii. Public toilets

Users



Base = 200

53% of residents have personally used a public toilet in the District in the last year. Of these, 80% are satisfied and 20% are not very satisfied.

The percent not very satisfied is similar to the Peer Group Average and on par with the National Average for household users.

Residents[†] more likely to be not very satisfied with public toilets are ...

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

[†] residents who have personally used a public toilet in the last year, N=200

Satisfaction with public toilets

	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
Users					
2020	34	46	80	20	-
2018	32	48	80	20	-
2016 [†]	17	52	69	31	1
Comparison*					
Peer Group Average (Rural)	30	45	75	19	6
National Average [†]	29	51	80	16	5
Ward					
Northern [†]	38	48	86	15	-
Hokitika	30	46	76	24	-
Southern	34	46	80	20	-
Age					
18-44 years [†]	20	49	69	32	-
45-69 years	45	46	91	9	-
70+ years [†]	51	38	89	10	-
Household Size					
1-2 person household	40	47	87	13	-
3+ person household	29	46	75	25	-

Base = 200

% read across

* 2016 reading and Peer Group and National Averages refer to household users of public toilets

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

The main reasons* residents† are very satisfied with public toilets are ...

- clean/tidy/well maintained, mentioned by 84% of residents† who are very satisfied,
- good standard of toilets/good condition/modern, 16%.

The main reasons* residents† are fairly satisfied are ...

- clean/tidy/well maintained, mentioned by 50% of residents† who are fairly satisfied,
- dirty/smelly/need cleaning more often/floors wet, 26%,
- poor standard/out dated/need upgrading/improvements, 23%.

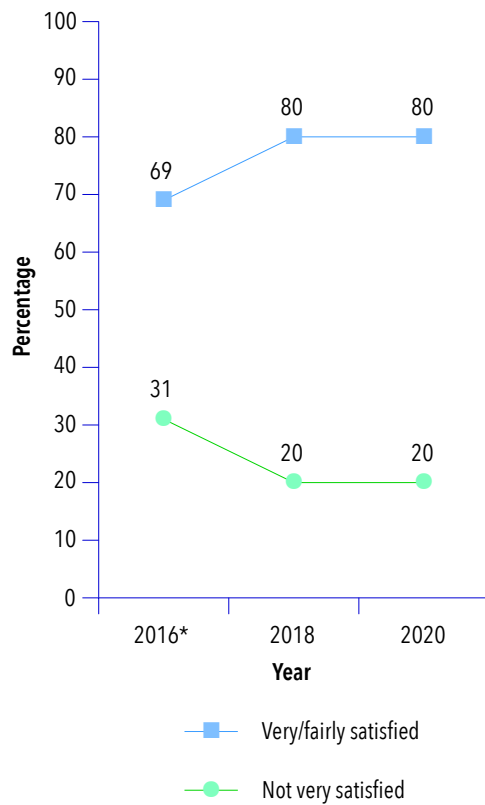
The main reasons* residents† are not very satisfied are ...

- dirty/smelly/need cleaning more often, mentioned by 79% of residents† who are not very satisfied,
- poor standard/outdated/need upgrading/improvements, 26%,
- need more toilets/not enough for tourist numbers, 9%.

* multiple responses allowed

† residents who have personally used a public toilet in the last 12 months, N=200

Public toilets - personal users

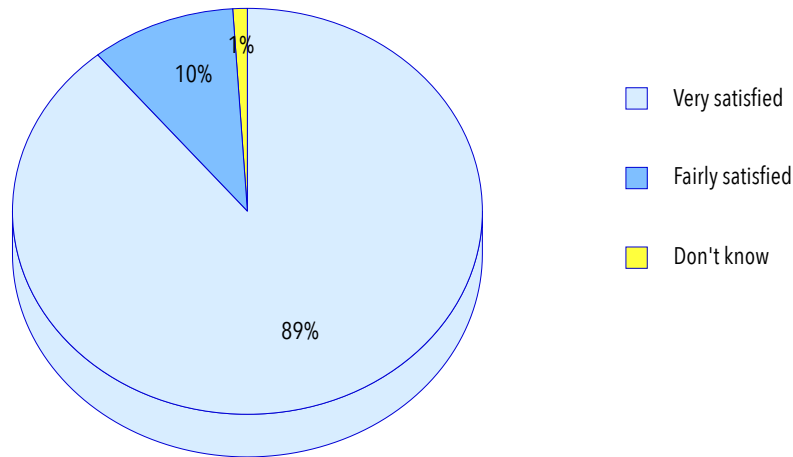


* 2016 reading refers to household users of public toilets

Recommended satisfaction measures for reporting purposes:
Personal = 80%

iv. The library services

Users



Base = 170

44% of residents say they have used any Westland library service, in the last year. Of these "users", 99% are satisfied with library services.

The percent not very satisfied (0%), is similar to the Peer Group and National Averages for household users.

The main reasons* residents† are very satisfied are ...

- staff are good/helpful/friendly/good customer service from staff, mentioned by 61% of residents† who are very satisfied,
- good range/selection of books/new books/resource material, 41%,
- children's area/activities/programmes, 23%.

The main reasons* residents† are fairly satisfied are ...

- staff are good/helpful/friendly/good customer service from staff, mentioned by 51% of residents† who are fairly satisfied,
- good range/selection of books/new books/resource material, 37%.

The reason* the one resident† is not very satisfied with the library service is ...

"Hokitika library, I couldn't get onto their computer or join the library because I cannot get online from the library. I don't have a computer."

* multiple responses allowed

† residents who have personally used/visited a public library in the last year, N=170

Satisfaction with the library services

	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
Users					
2020	89	10	99	-	1
2018*	84	16	99	-	1
2016**	84	14	98	1	1
Comparison**					
Peer Group Average (Rural)†	67	22	89	3	7
National Average	78	17	95	3	2
Ward					
Northern	92	8	100	-	-
Hokitika†	90	8	98	-	1
Southern	81	19	100	-	-

Base = 170

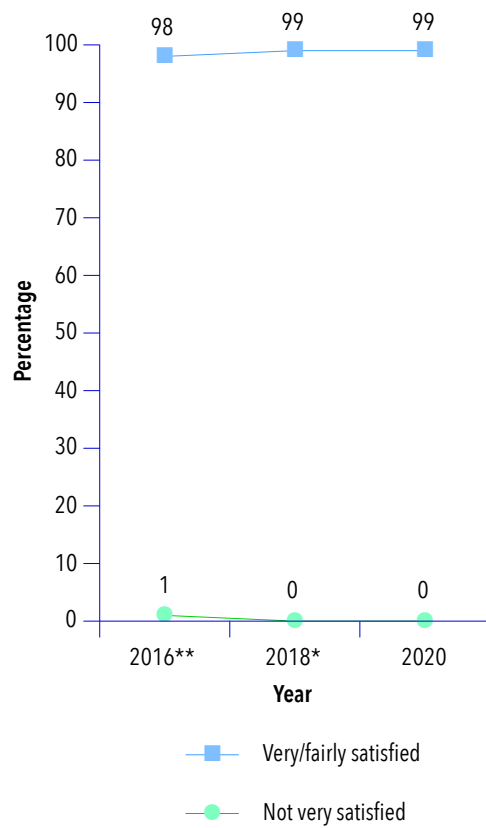
% read across

* 2018 reading refers to those residents who have personally used/visited a public library in the District in last year

** 2016 reading and Peer Group and National Averages refer to **household** users of public libraries

† does not add to 100% due to rounding

Library services - personal users



* 2018 reading refers to those residents who have personally used/visited a public library in the District in last year

** 2016 reading and Peer Group and National Averages refer to **household** users of public libraries

The main reasons* residents† say they have not used any library service or visited a library in the District in the last year are ...

- buy books/have own books/get from another source/get books online, mentioned by 22% of residents†,
- don't read/not a reader/don't read very often, 18%,
- too busy/do other things/don't have time, 17%,
- don't have a library/too far away, 12%,
- read other material/newspapers/magazines/internet/computer, 11%.

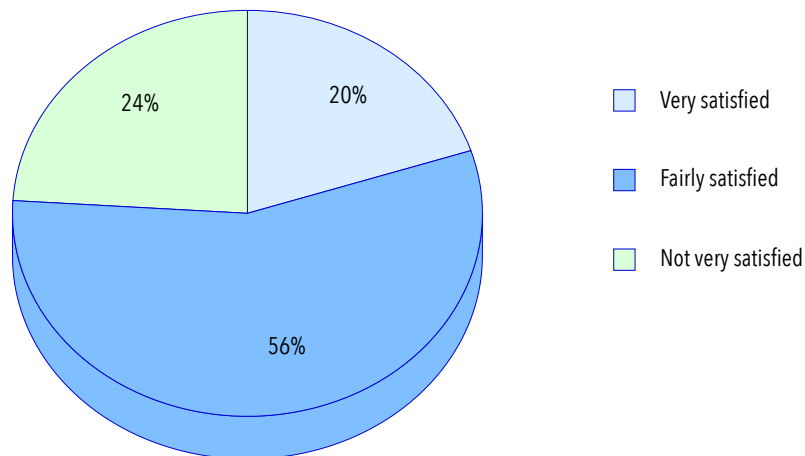
* multiple responses allowed

† those residents who say they **have not** personally used a library in the District in the last year, N=233

Recommended satisfaction measures for reporting purposes:
Users = 99%

v. *Standard and safety of Council's unsealed roads*

Users



Base = 313

81% of residents have personally used an unsealed road in the District.

Of these, 76% of residents[†] are satisfied with the standard and safety of Council's unsealed roads, while 24% are not very satisfied. These readings are similar to the 2018 results.

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 standard and safety of Council's unsealed roads. However, it appears that the following residents are **slightly less likely** to feel this way ...

- men,
- residents with an annual household income of \$60,001 to \$100,000.

[†] residents who have personally used an unsealed road in the District, in the last year, N=313

Satisfaction with the standard and safety of Council's unsealed roads

	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
Users					
2020	20	56	76	24	-
2018	20	54	74	26	-
2016*	11	59	70	27	3
Ward					
Northern	22	51	73	26	1
Hokitika	23	57	80	20	-
Southern	13	61	74	26	-
Gender					
Male	20	59	79	20	1
Female†	20	53	73	28	-
Household Income					
Less than \$40,000 pa	17	53	70	30	-
\$40,000-\$60,000 pa	19	51	70	28	2
\$60,001-\$100,000 pa	22	62	84	16	-
More than \$100,000 pa†	20	52	72	27	-

Base = 313

% read across

* 2016 readings relate to **all** residents

† does not add to 100% due to rounding

The main reasons* residents† are very satisfied with the standard and safety of Council's unsealed roads are ...

- well maintained, mentioned by 42% of residents† who are very satisfied,
- good/reasonable condition, 19%,
- happy with them/fine/okay/what you expect, 15%.

The main reasons* residents† are fairly satisfied are ...

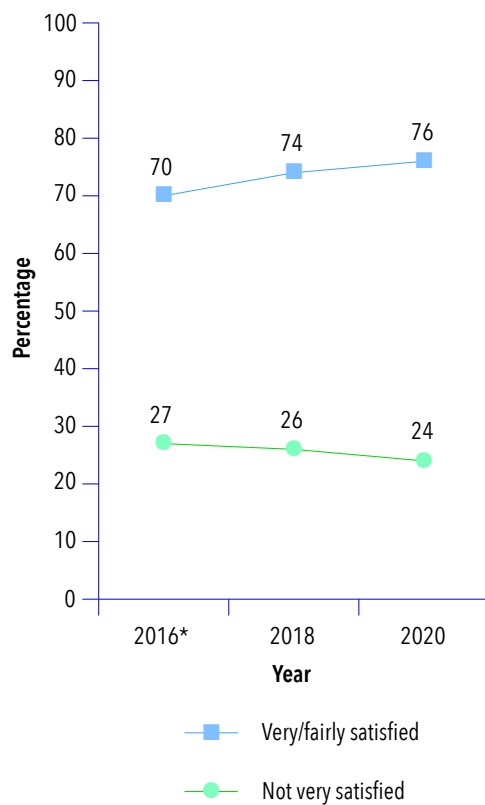
- do the best they can/good in view of weather conditions, mentioned by 17% of residents† who are fairly satisfied,
- well maintained, 12%,
- happy with them/fine/okay/what you expect, 11%.

The main reasons* residents† are not very satisfied are ...

- potholes/rough/uneven/corrugations/poor condition, mentioned by 55% of residents† who are not very satisfied,
- poorly maintained/need better maintenance/slow to repair/needs grading, 44%,
- need sealing/dust problems, 18%.

* multiple responses allowed

† residents who have personally used a sealed road in the last year, N=313

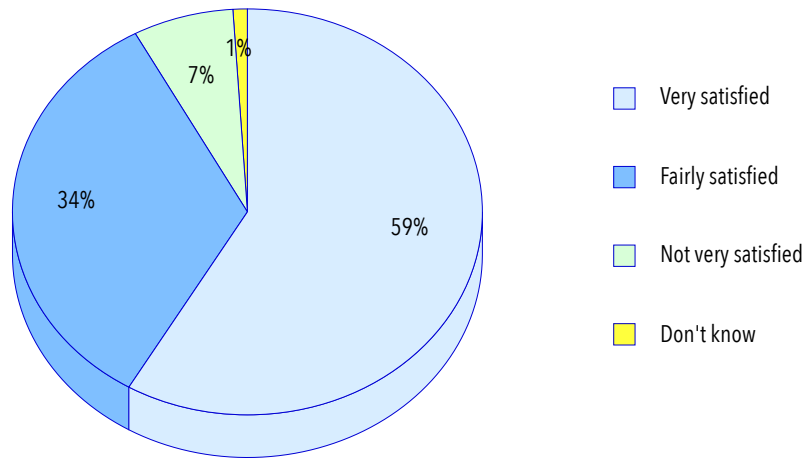
Standard and safety of Council's unsealed roads - personal users

* 2016 reading relates to **all** residents

Recommended satisfaction measures for reporting purposes:
Users = 76%

vi. Community halls

Users



Base = 175

45% of residents say they have used a community hall in the last year. Of these, 93% are satisfied with the standard of the community halls and 7% are not very satisfied.

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

There are no notable differences between Wards and between socio-economic groups, in terms of those residents[†] not very satisfied with the standard of community halls.

[†] those residents who say their household has used a community hall in the last year, N=175

Satisfaction with the standard of the community halls

	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
Users					
2020**†	59	34	93	7	1
Comparison*					
Peer Group Average (Rural)	41	45	86	5	9
National Average	35	45	80	7	13
Ward					
Northern	56	33	89	11	-
Hokitika	62	36	98	1	1
Southern†	58	33	91	9	1

Base = 175

% read across

* Peer Group and National Average readings relate to household satisfaction with public halls

** not asked prior to 2020

† does not add to 100% due to rounding

The main reasons* residents† are very satisfied with the standard of community halls are ...

- neat and tidy/clean, mentioned by 30% of residents† who are very satisfied,
- great/very good facilities (unspecified), 23%,
- brings community together/well utilised, 19%,
- well maintained/very good standard/good condition, 18%,
- new facility/renovated/been/being upgraded, 18%.

The main reasons* residents† are fairly satisfied are ...

- well maintained/very good standard/good condition, mentioned by 24% of residents† who are fairly satisfied,
- okay/no problems/serve purpose, 12%,
- new facility/renovated/been/being upgraded, 12%.

The main reasons* residents† are not very satisfied are ...

- needs maintenance/showing age/rundown, mentioned by 62% of residents† who are not very satisfied (caution small base N=11),
- underfunded/community looks after it, 27%,
- needs cleaning/tidying, 22%.

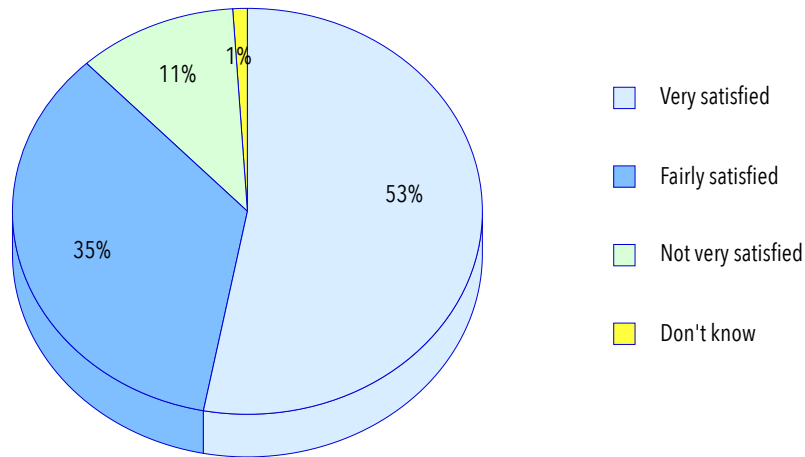
* multiple responses allowed

† residents who have personally used a community hall, in the last year, N=175

Recommended satisfaction measures for reporting purposes:
Users = 93%

vii. Refuse and recycling collection service

Service provided



Base = 304

73% of residents say Council provides them with a regular refuse and recycling collection service. Of these, 88% are satisfied, including 53% who are very satisfied (63% in 2018) and 11% are not very satisfied.

The percent not very satisfied is similar to the Peer Group and National Averages for **rubbish collection** (service provided).

Residents[†] who live in a three or more person household are more likely to be not very satisfied with the refuse and recycling collection service, than those who live in a one or two person household, in terms of those residents[†] not very satisfied with refuse and recycling collection.

[†] those residents who say Council provides them with a regular refuse and recycling collection service, N=304

Satisfaction with refuse and recycling collection service

	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
Service provided					
2020	53	35	88	11	1
2018	63	27	90	9	1
2016†	56	32	88	12	1
Comparison*					
Peer Group Average (Rural)	52	36	88	8	4
National Average	59	29	88	9	3
Ward					
Northern	58	33	91	9	-
Hokitika	49	36	85	14	1
Southern	59	36	95	5	-
Household Size					
1-2 person household†	60	32	92	6	1
3+ person household	42	40	82	18	-

Base = 304

% read across

* Peer Group and National Average readings relate to satisfaction with rubbish collection for households provided with the service

† does not add to 100% due to rounding

The main reasons* residents† are very satisfied with refuse and recycling collection service are ...

- regular/reliable/consistent, mentioned by 53% of residents† who are very satisfied,
- good service/do a good job/good standard/well run/no problem, 35%.

The main reasons* residents† are fairly satisfied are ...

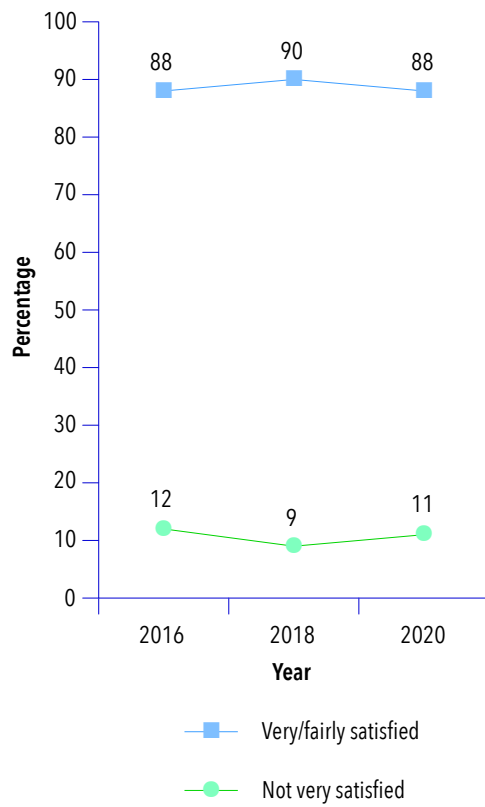
- regular/reliable/consistent, mentioned by 25% of residents† who are fairly satisfied,
- bins not big enough/size of bins/need more bins, 20%,
- good service/do a good job/good standard/well run/no problems, 16%,
- would like glass collected, 16%.

The main reasons* residents† are not very satisfied are ...

- bins not big enough/size of bins/need more bins, mentioned by 37% of residents† who are not very satisfied,
- needs to be more frequent/more frequent over holiday period, 34%,
- would like glass collected, 33%.

* multiple responses allowed

† those residents who say Council provides them with a regular refuse and recycling collection service, N=304

Refuse and recycling collection service - service provided

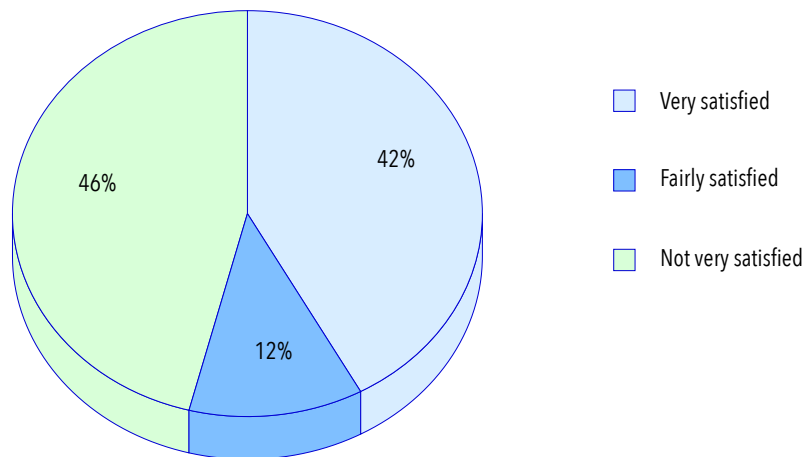
Recommended satisfaction measures for reporting purposes:
Service provided = 88%

CONTACT WITH COUNCIL

ENVIRONMENTAL HEALTH (IE, FOOD PREMISES, CAMPING GROUNDS, HAIRDRESSERS AND FUNERAL DIRECTORS AND DEALING WITH NUISANCES SUCH AS NOISE (DAYTIME) AND LITTER

i. Satisfaction with quality of advice

Personally contacted Council re environmental health issues



Base = 33

8% of households say they have personally contacted Council regarding environmental health. Of these, 54% are satisfied with the quality of the advice received and 46% are not very satisfied.

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

As the bases for all Wards and most socio-economic groups are small no comparisons have been made.

† residents who personally contacted Council regarding environmental health

Satisfaction with quality of advice re environmental health issues

	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
Contacted Council					
2020*	42	12	54	46	-
Ward**					
Northern	31	17	48	52	-
Hokitika	22	17	39	61	-
Southern	75	3	78	22	-

Base = 33

% read across

* not asked prior to 2020

** caution small/very small base

The main reasons* residents[†] are very satisfied/fairly satisfied** are ...

- did what was asked/good service/good advice, mentioned by 76% of residents[†] who are very/fairly satisfied,
- quick/prompt response, 22%.

** caution: small base N=16

The main reasons* residents[†] are not very satisfied[‡] are ...

- nothing done/rules not enforced, mentioned by 30% of residents[†] who are not very satisfied,
- don't like response/outcome, 22%.

[‡] caution: small base N=17

* multiple responses allowed

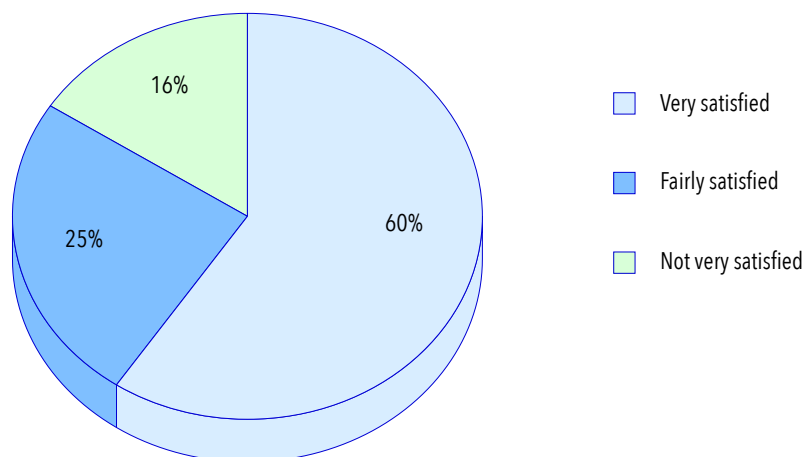
[†] residents who have personally contacted Council regarding environmental health, in the last year, N=33

Recommended satisfaction measures for reporting purposes:
Contacted Council = 54%

LIQUOR LICENCING ISSUES

i. Satisfaction with quality of advice

Personally contacted Council re liquor licencing issues



Base = 9

Caution: very small base

2% of households say they have personally contacted Council regarding liquor licencing issues. Of these, 85% are satisfied with the quality of the advice received and 16% not very satisfied.

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

As the bases for all Wards and socio-economic groups are very small no comparisons have been made.

Satisfaction with quality of advice re liquor licencing issues

	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
Contacted Council					
2020*†	60	25	85	16	-
Ward**					
Northern	100	-	100	-	-
Hokitika	50	39	89	11	-
Southern	53	-	53	47	-

Base = 9**

% read across

* not asked prior to 2020

** caution: very small bases

† does not add to 100% due to rounding

The main reasons* residents† are very/fairly satisfied with the quality of advice provided on liquor licence matters are ...

"Advice re a club was quicker than before and strict and fair."

"The rules we are governed by work in our favour."

"Have had no hassles in last few years."

"Straightforward process carried out satisfactorily."

"Mission accomplished, I got my liquor license."

"There is a staff member who is not up to it. The inspector of licensed premises is not particularly helpful."

"Doesn't think that it is really enforced like it should be."

The main reasons* residents† are not very satisfied are ...

"Not being addressed adequately."

"The person we had to deal with was unnecessarily difficult, in the end we got a license for the community hall, becoming more of hassle every year, dealing with person who makes each year difficult even though no changes in the law to warrant extra questioning."

* multiple responses allowed

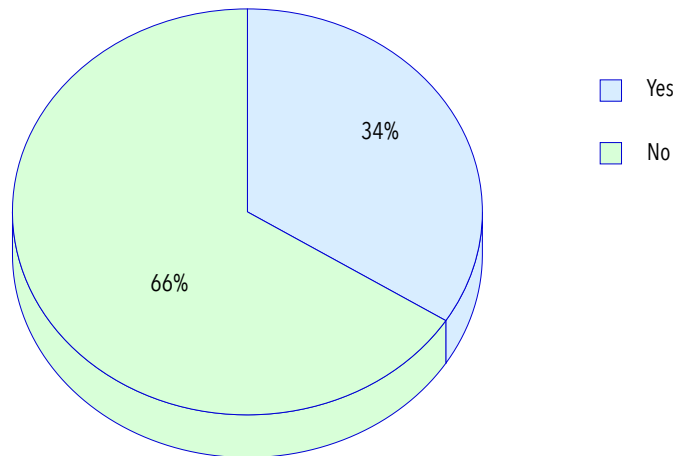
† residents who have personally contacted Council regarding liquor licencing issues, in the last year, N=9 (caution: very small base)

Recommended satisfaction measures for reporting purposes:
Contacted Council = 85%

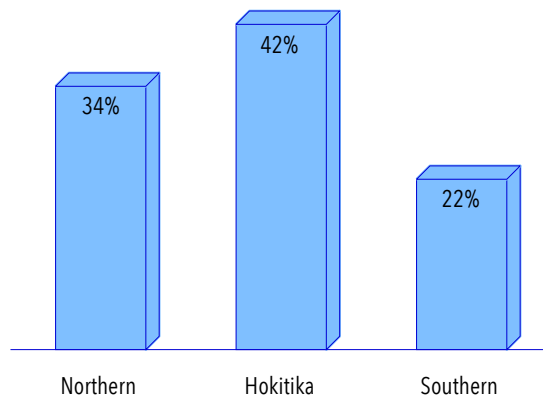
CUSTOMER SERVICES CENTRE

i. Contacted?

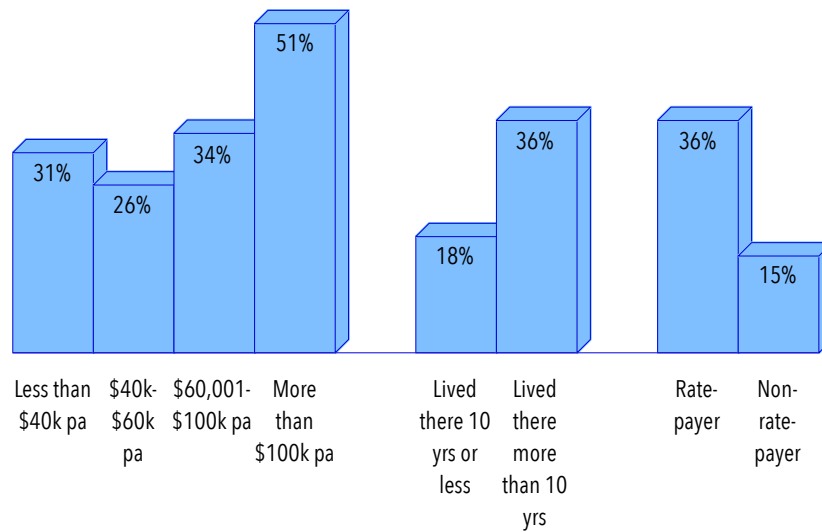
Overall



Percent saying 'yes' - by Ward



Percent saying 'yes' - comparing different types of residents



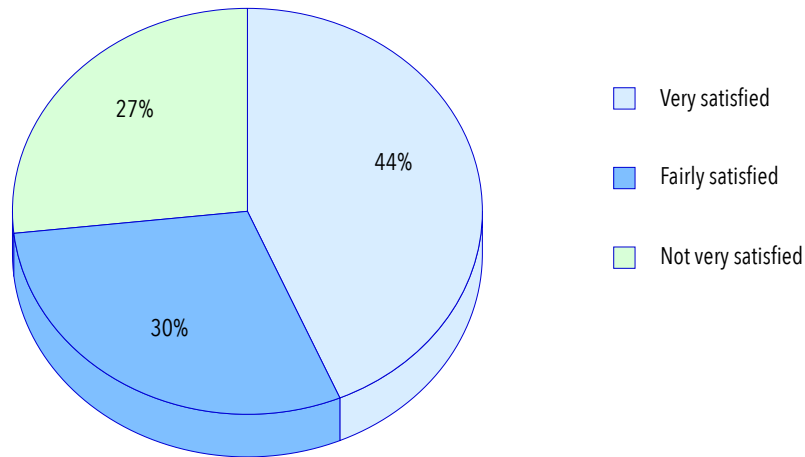
Excluding environmental and liquor licencing issues, 34% of residents say they have personally contacted the Customer Services Centre, either in person, by phone and/or by email.

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

- Northern and Hokitika Wards,
- residents with an annual household income of more than \$100,000,
- longer term residents, those residing in the District more than 10 years,
- ratepayers.

ii. Level of satisfaction

Personally contacted customer services centre



Base = 139

74% of residents[†] are satisfied with the service they received, including 44% who are very satisfied. 27% are not very satisfied.

There are no notable differences between Wards and between socio-economic groups, in terms of those residents[†] who are not very satisfied with the service received.

[†] the 34% of residents who say they, or a member of their household, have contacted the Customer Services Centre, N=139

Satisfaction with service

	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
Contacted customer service centre - personally					
2020	44	30	74	27	-
2018	57	21	78	21	-
Contacted i-SITE/customer service centre - household					
2016	76	18	94	5	1
Ward					
Northern	39	34	73	27	-
Hokitika [†]	44	29	73	26	-
Southern*	50	24	74	26	-

Base = 139

% read across

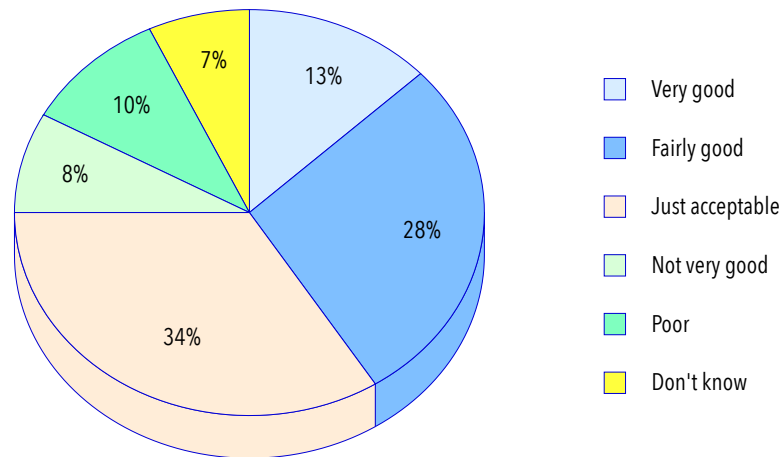
* caution: small base

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

LEADERSHIP

PERFORMANCE RATING OF THE MAYOR AND COUNCILLORS IN THE LAST YEAR

Overall



41% of Westland District residents rate the performance of the Mayor and Councillors over the past year as very or fairly good (58% in 2018), while 34% rate their performance as just acceptable (24% in 2018). 18% rate the performance of the Mayor and Councillors as not very good/poor (11% in 2018) and 7% are unable to comment.

Westland District residents rate the performance of the Mayor and Councillors below the Peer Group and National Averages, in terms of their performance being very/fairly good.

Residents **less likely** to rate the performance of the Mayor and Councillors over the past year as very/fairly good are ...

- Southern Ward residents,
- shorter term residents, those residing in the District 10 years 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				
2020	41	34	18	7
2018	58	24	11	7
2016 [†]	31	35	31	4
Comparison				
Peer Group Average (Rural) [†]	56	25	9	9
National Average	51	27	13	9
Ward				
Northern	44	33	16	7
Hokitika	45	32	16	7
Southern [†]	32	38	24	7
Length of Residence				
Lived there 10 years or less [†]	29	30	23	19
Lived there more than 10 years	43	34	17	6

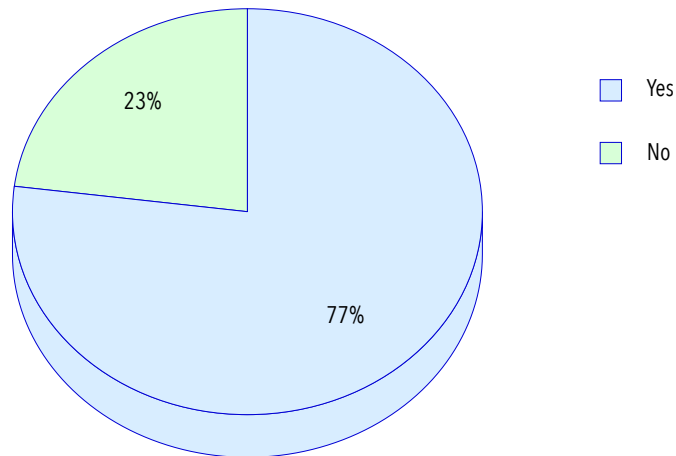
% read across

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

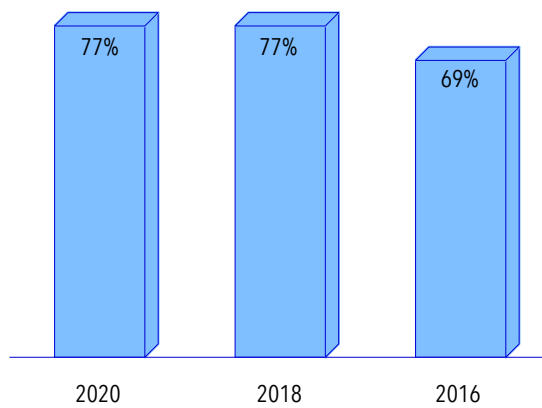
CONSULTATION AND COMMUNITY INVOLVEMENT

DO RESIDENTS UNDERSTAND HOW COUNCIL MAKES DECISIONS

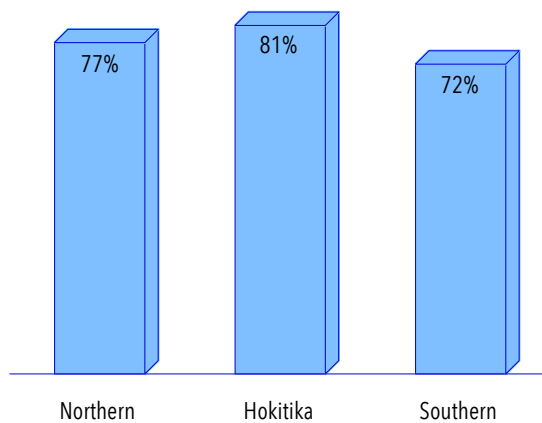
Overall

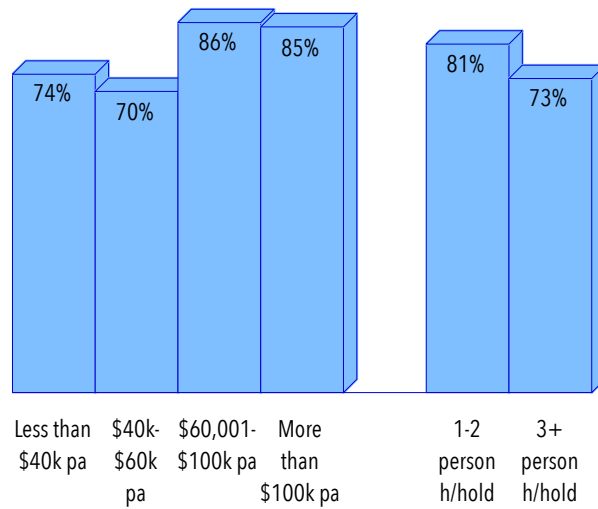


Percent saying 'yes' - comparison



Percent saying 'yes' - by Ward



Percent saying 'yes' - comparing different types of residents

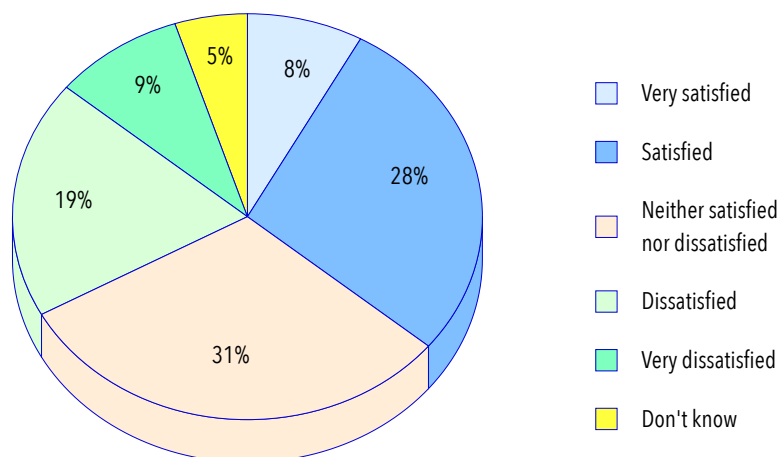
77% of Westland District residents say that in general, they understand how Council makes decisions. This is similar to the 2018 reading.

There are no notable differences between Wards and between socio-economic groups, in terms of those residents who say 'Yes'. However, it appears that the following residents are slightly more likely to do so ...

- residents with an annual household income of \$60,001 or more,
- residents who live in a one or two person household.

SATISFACTION WITH THE WAY COUNCIL INVOLVES THE PUBLIC

Overall



36% of residents are very satisfied/satisfied with the way Council involves the public in the decisions it makes (46% in 2018), while 28% are dissatisfied/very dissatisfied (20% in 2018). 31% are neither satisfied nor dissatisfied and 5% are unable to comment.

The very satisfied/satisfied reading (36%) is below the Peer Group and National Averages.

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

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

Summary table: level of satisfaction with the way Council involves the public in the decisions it makes

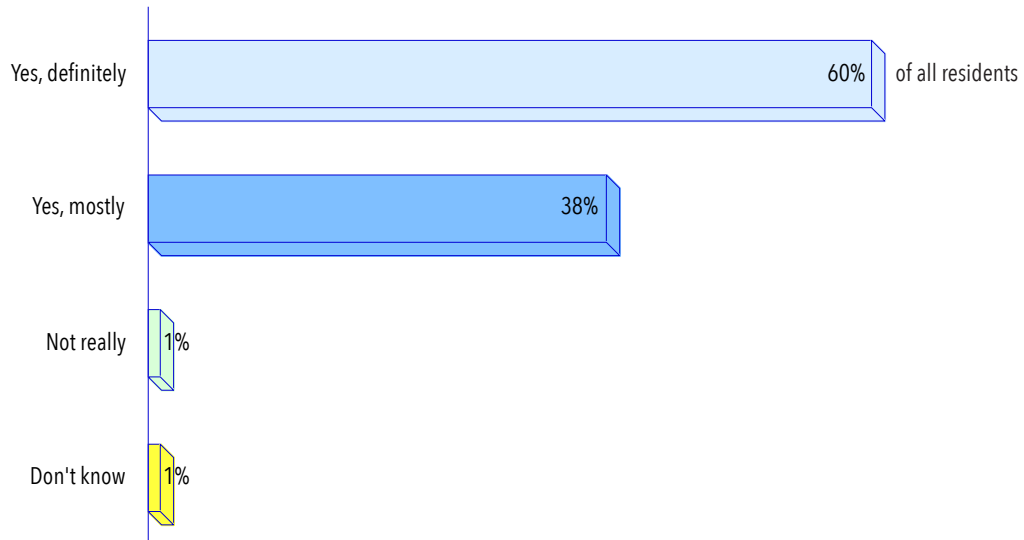
	Very satisfied/ Satisfied %	Neither satisfied nor dissatisfied %	Dissatisfied/ very dissatisfied %	Don't know %
Overall				
Total District				
2020	36	31	28	5
2018 [†]	46	30	20	5
2016	29	28	39	4
2009	53	22	22	3
Comparison[†]				
Peer Group Average (Rural)	53	22	19	7
National Average	44	29	19	7
Ward				
Northern	38	29	27	6
Hokitika	38	28	29	5
Southern [†]	31	39	25	4
Ethnicity[†]				
NZ European	39	30	27	5
NZ Māori/other	23	39	32	5
Length of Residence				
Lived there 10 years or less [†]	25	42	23	11
Lived there more than 10 years	38	30	28	4

% read across

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

PERCEPTION OF SAFETY

Do residents feel their District is generally a safe place to live?



Perception of safety

	Yes, definitely %	Yes, mostly %	Not really %	No, definitely not %	Unsure %
Overall					
Total District					
2020	60	38	1	-	1
2018	68	31	1	-	-
Comparison					
Peer Group Average (Rural)	49	45	5	1	-
National Average	35	57	6	1	1
Ward					
Northern	59	40	1	-	-
Hokitika	60	37	2	-	1
Southern	61	38	-	1	-
Gender[†]					
Male	66	30	2	-	1
Female	53	46	-	-	-
Ethnicity					
NZ European	58	40	1	-	1
NZ Māori/other	71	24	5	-	-

% read across

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

Not asked prior to 2018

60% of all residents feel Westland District is definitely a safe place to live (68% in 2018), while 38% say it mostly is (31% in 2018) and 1% think it is not really a safe place to live.

The percent saying "Yes, definitely" is above the Peer Group Average (49%) and the National Average (35%).

Residents more likely to say "Yes, definitely" are ...

- men,
- NZ Māori/other ethnicity.

The main reasons* residents feel Westland District is definitely a safe place to live are ...

- friendly community/people look after each other/everybody knows each other, mentioned by 33% of residents who say Westland District is definitely a safe place to live,
- low crime/not much crime, 22%,
- size of the place/small population/rural/isolation, 14%.

The main reason* residents feel Westland District is mostly a safe place to live is ...

- not as safety as it used to be/a bit more crime/have to lock doors, mentioned by 19% of residents who say Westland District is mostly a safe place to live.

The main reasons* residents feel Westland District is not really/definitely not[†] a safe place to live are ...

- not as safe as it used to be/a bit more crime/have to lock doors, mentioned by 37% of residents who say Westland District is not really/definitely not a safe place to live,
- need better policing/better police presence, 24%.

[†] caution: small base N=6

APPENDIX

Base by sub-sample

	Actual residents interviewed	*Expected numbers according to population distribution
Ward		
Northern	141	131
Hokitika	161	170
Southern	101	102
Gender		
Male	192	203
Female	211	200
Age		
18-44 years	82	157
45-69 years	188	187
70+ years	133	59

* Post stratification (weighting) has been applied to adjust back to population proportions in order to yield correctly balanced overall percentages. This is accepted statistical procedure. Please also pages 2 to 5.