

**WESTLAND DISTRICT COUNCIL
COMMUNITRAK™ SURVEY
JANUARY 2018**

COMMUNITRAK™ SURVEY

PUBLIC PERCEPTIONS AND INTERPRETATIONS OF COUNCIL SERVICES & REPRESENTATION

PREPARED AS PART OF THE PUBLIC FEEDBACK PROGRAMME FOR:

WESTLAND DISTRICT COUNCIL

JANUARY 2018



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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

A. 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 and January 2018.

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.

* * * * *

B. COMMUNITRAK™ SPECIFICATIONS

Sample Size

This Communitrak™ survey was conducted with 401 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	135
Hokitika	146
Southern	120
	<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 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.

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 100 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 next birthday.

Call Backs

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

Sample Weighting

Weightings were applied to the sample data, to reflect the actual Ward, gender and age group proportions in the area as determined by Statistics New Zealand's 2013 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 19th January to Sunday 28th January 2018.

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 1,000 interviews conducted in July 2016,
- 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 July 2016 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 2018 Westland District Council was **65%**, 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.

* * * * *



C. 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



73% of residents have personally used or visited a park or reserve in the District, in the last 12 months. Of these, 94% are satisfied with the District parks and reserves.



In 2018, 88% of residents have personally used an unsealed road in the District. Of these residents, 26% are not very satisfied with the standard and safety of Council's unsealed roads.



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



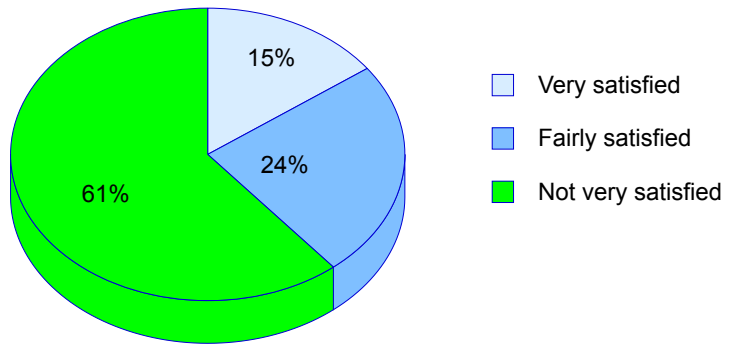
68% of residents feel Westland District is definitely a safe place to live.

COUNCIL SERVICES/FACILITIES/ACTIVITIES

a. Satisfaction With Services/Facilities

Dogs Or Wandering Stock

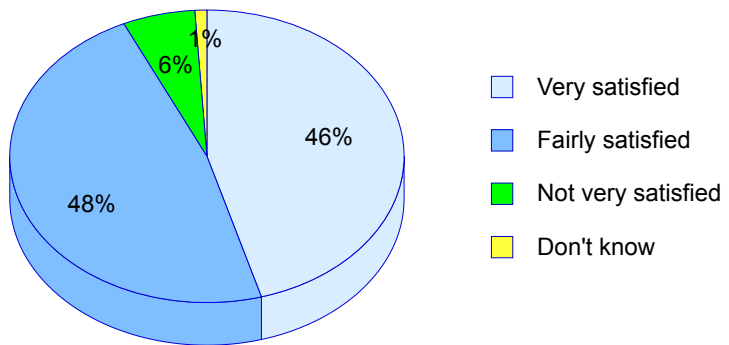
Satisfaction With The Protection Provided From Dogs And Wandering Stock - Contacted Council



Base = 31

Parks And Reserves

Users/Visitors

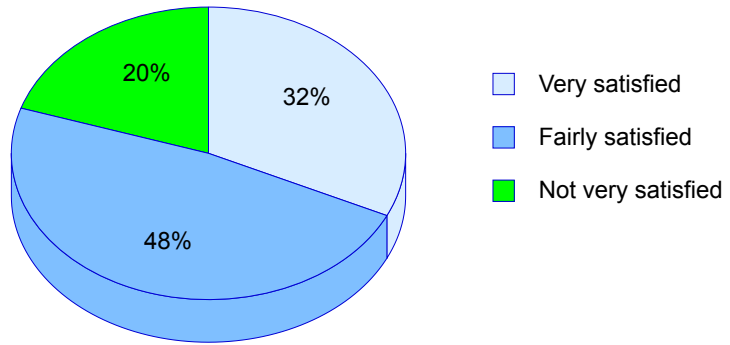


Base = 272

(Does not add to 100% due to rounding)

Public Toilets

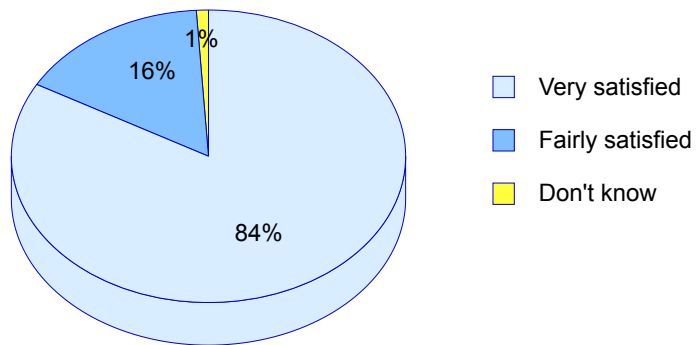
Users



Base = 232

Public Library Services

Users/Visitors

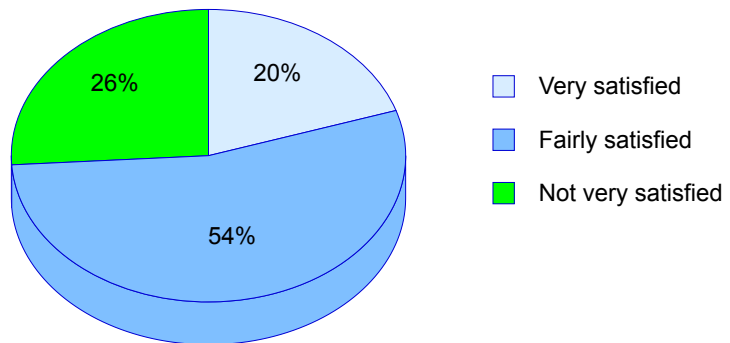


Base = 178

(Does not add to 100% due to rounding)

Unsealed Road

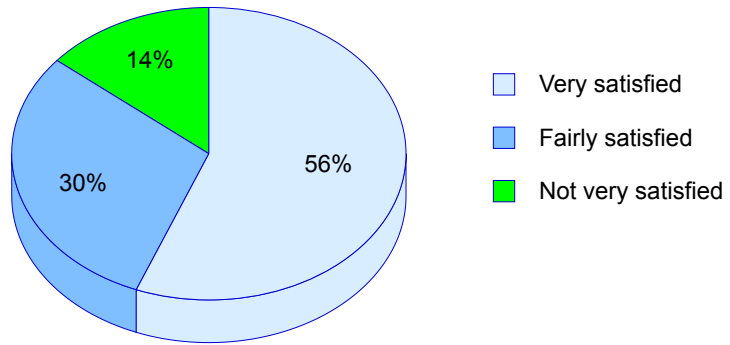
Satisfaction With The Standard And Safety Of Council's Unsealed Roads - Users



Base = 340

Transfer Stations

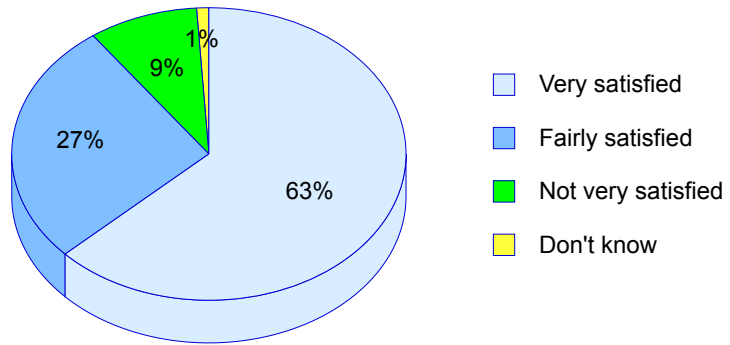
Satisfaction With The Reliability Of The Transfer Station - Users



Base = 226

Refuse And Recycling Collection Service

*Satisfaction With Service Received:
Regular Refuse And Recycling Collection Service Provided By Council*



Base = 293

b. Percent Not Very Satisfied - Comparison Summary

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

	Westland %	Peer Group %	National Average %
• protection provided from dogs and wandering stock	61	†35	†38

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

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	20	17
• reliability of the transfer station service	14	*14	*20
• refuse and recycling collection service	9	**13	**9
• parks and reserves	6	4	4
• library services	-	3	3

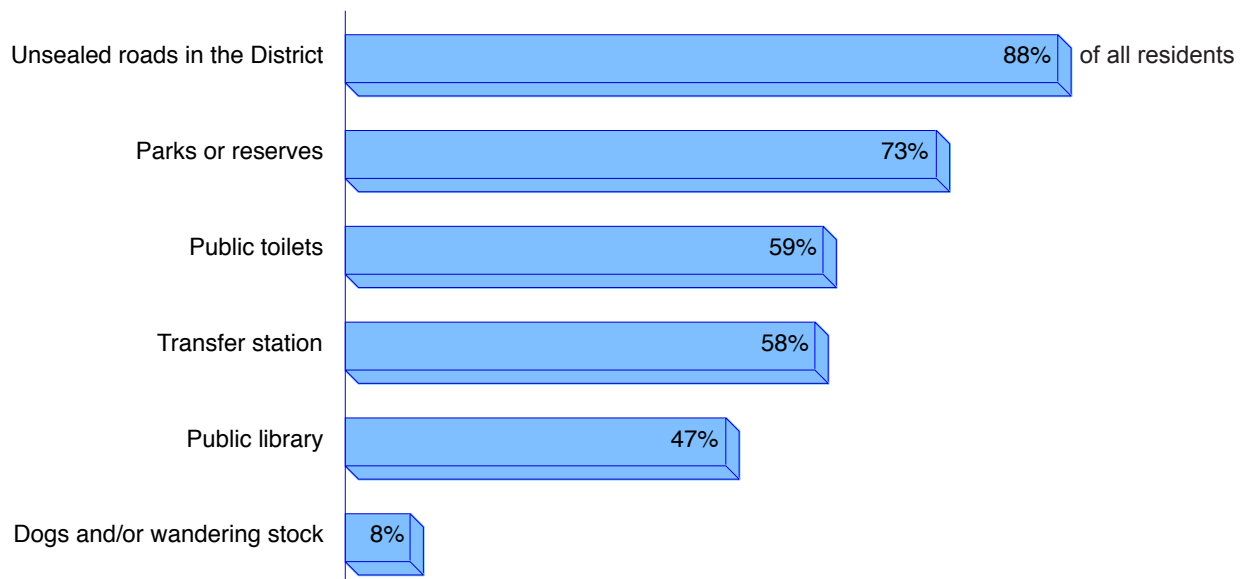
* Peer Group and National Average readings refer to households user ratings for **refusal disposal in general (ie, landfill sites)**.

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

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

c. Frequency Of Personal Use - Council Services And Facilities

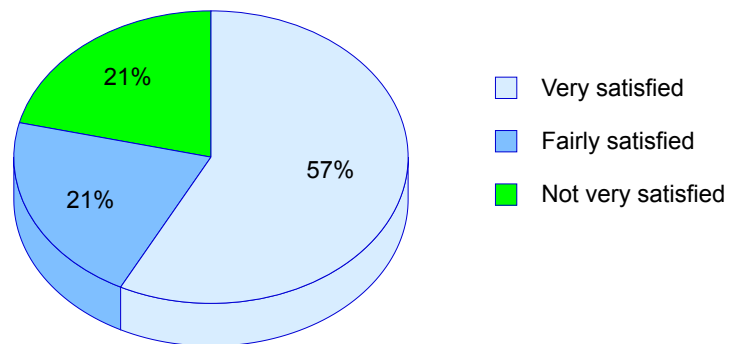
*Percentage Of Residents Who Have Personally Used/Visited The Following Services/Facilities
In The Last Year ...*



d. Customer Services Centre

25% of residents say they have personally contacted the new Customer Services Centre, either in person, by phone and/or by email.

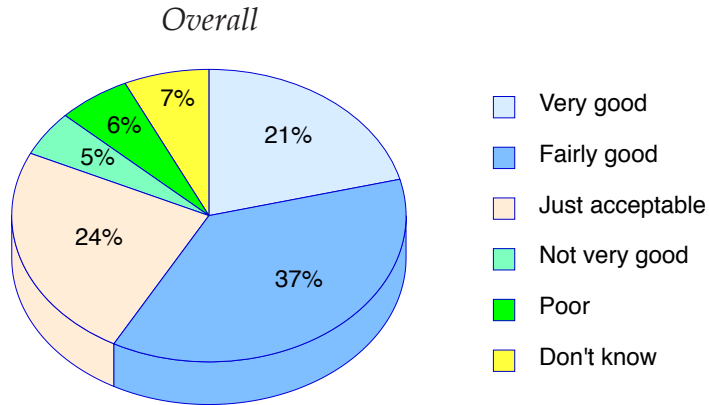
Satisfaction With Service Received: Customer Services Centre



Base = 100
(Does not add to 100% due to rounding)

LOCAL ISSUES

Leadership

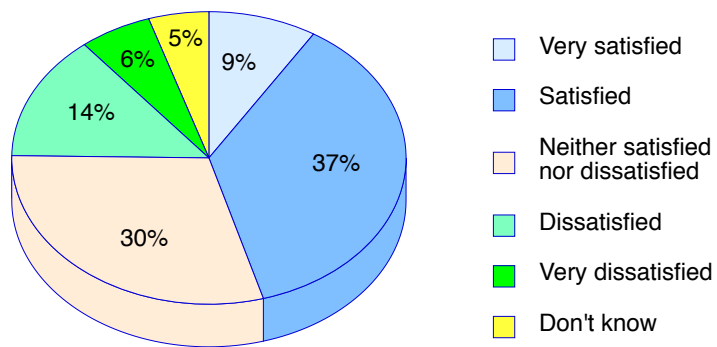


Westland District residents rate the performance of the Mayor and Councillors similar to the Peer Group Average (60%) and above the National Average (49%), in terms of their performance being very / fairly good.

Council Consultation and Community Involvement

In general 77% of residents understand how Council makes decisions (69% in 2016).

*Satisfaction With The Way Council Involves The Public In The Decisions It Makes:
Overall*

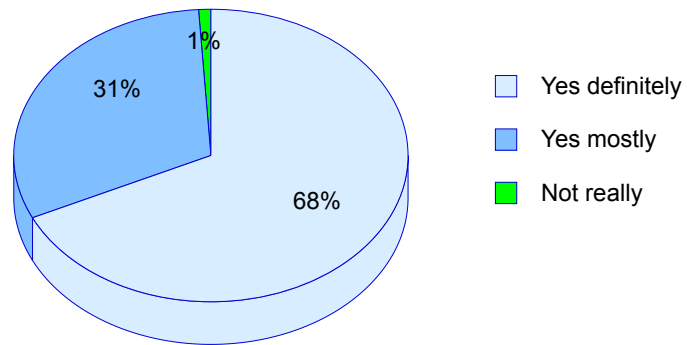


(Does not add to 100% due to rounding)

The very satisfied / satisfied reading (46%) is similar to the Peer Group (45%) and National (45%) Averages.

Public Safety

*Is Westland Generally A Safe Place To Live?
Overall*



The percent saying 'Yes definitely' is above the Peer Group Average (51%) and National Average (36%).

* * * * *

D. 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
 Tararua 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



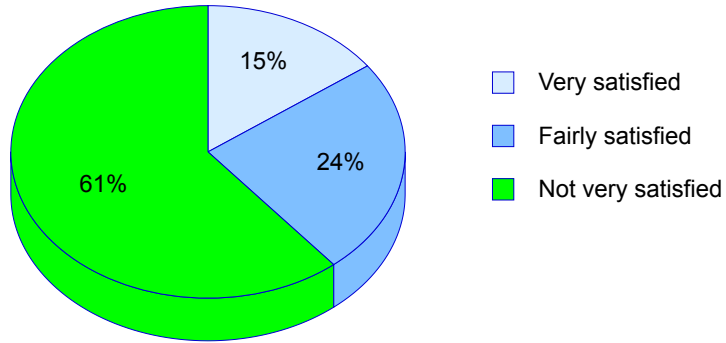
1. COUNCIL SERVICES/FACILITIES

A. 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 = 31

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

The percent not very satisfied is above 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					
2018	15	24	39	61	-
2016 [°]	9	20	29	71	-
Comparison*					
Peer Group Average (Rural)	28	34	62	35	3
National Average [†]	25	35	60	38	2
Ward**					
Northern	27	10	37	63	-
Hokitika	-	34	34	66	-
Southern	24	24	48	52	-

% read across

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

** caution 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 reason mentioned by residents[†] who are very/fairly satisfied is good service/efficient, mentioned by 31% of residents who are very/fairly satisfied (caution: small base N=12).

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

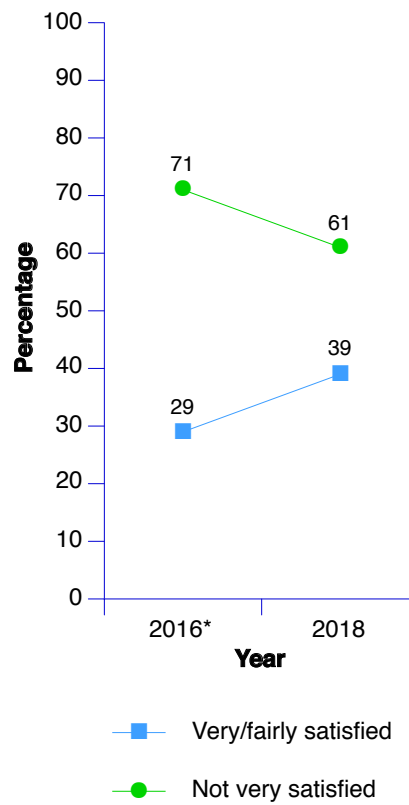
- poor service/response to complaints/poor service from ranger mentioned by 55% of residents who are not very satisfied,
- need more control/more enforcement/need to be stricter, 35%,
- dangerous dogs/danger to people and other animals, 35%.

(caution: small base, N=19)

* multiple responses allowed

[†] residents who have personally contacted Council about dogs or wandering stock (N = 31)

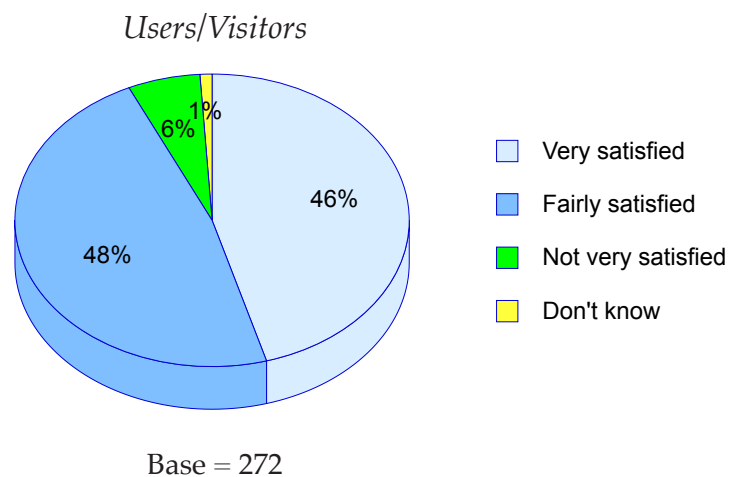
Protection Provided From Dogs And Wandering Stock - Personally Contacted Council



* 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 = 39%

ii. Parks And Reserves



73% of residents have personally used or visited a park or reserve in the last year.

Of these, 94% are satisfied with parks and reserves, including 46% who are very satisfied. 6% are not very satisfied, and 1% are unable to comment.

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

Residents[†] who live in a one or two person household are more likely to be not very satisfied with the District's parks and reserves, than those[†] who live in a three or more person household.

[†] those residents who have personally used / visited a park or reserve in the last 12 months, N=272

Satisfaction With Parks And Reserves

	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
Users/Visitors					
2018 [†]	46	48	94	6	1
2016 [*]	40	47	87	12	1
Comparison*					
Peer Group Average (Rural) [†]	55	38	93	4	2
National Average	61	34	95	4	1
Ward					
Northern [†]	49	45	94	4	1
Hokitika	46	46	92	8	-
Southern	40	57	97	3	-
Household Size					
1-2 person household	42	46	88	11	1
3+ person household [†]	49	50	98	1	-

Base = 272

% 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 57% of residents[†] who are very satisfied,
- good facilities, 21%,
- lovely facility/trees and gardens/beautiful scenery, 19%.

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

- clean/tidy/well maintained, mentioned by 30% of residents[†] who are fairly satisfied,
- alright/okay/good/happy with them, 12%.

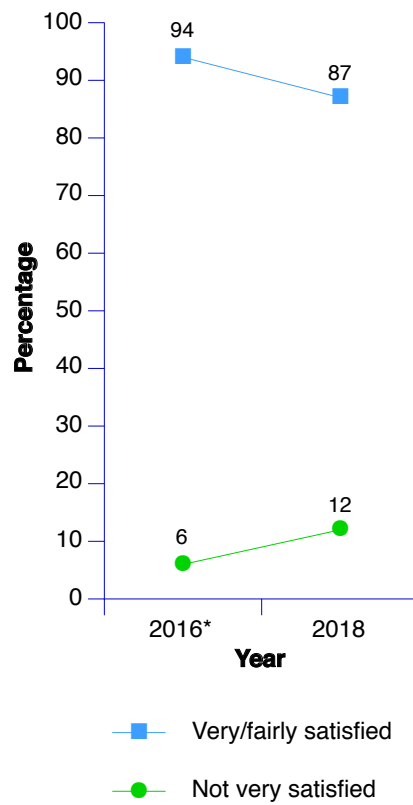
The main reasons* residents[†] say they are not very satisfied are ...

- well maintained/need better upkeep/beautification, mentioned by 29% of residents[†] who are not very satisfied,
- better facilities/need improving, 21%,
- better facilities for children/playgrounds need upgrading, 16%.

* multiple responses allowed

[†] those residents who have personally used/visited a park or reserve in the last year (N = 272)

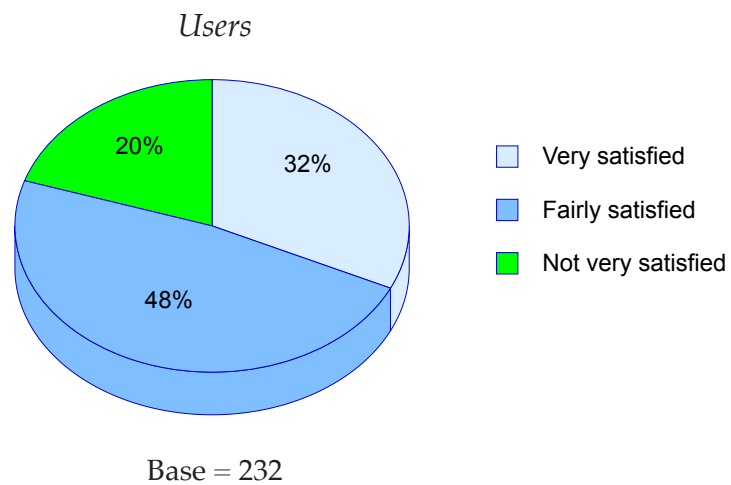
Parks And Reserves - Personal Users/Visitors



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

Recommended Satisfaction Measures For Reporting Purposes:
Users/Visitors = 94%

iii. Public Toilets



59% 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 and National Averages for household users.

Hokitika Ward residents[†] are less likely to be not very satisfied with the public toilets, than other Ward residents[†].

It also appears that residents[†] aged 70 years or over are less likely to be not very satisfied, than other age groups[†].

[†] residents who have personally used a public toilet in the last year, N=232

Satisfaction With Public Toilets

		Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
Users	2018	32	48	80	20	-
	2016 [†]	17	52	69	31	1
Comparison*						
Peer Group Average (Rural) [†]		37	41	78	20	3
National Average		31	48	79	17	4
Ward						
Northern		34	41	75	25	-
Hokitika		33	58	91	9	-
Southern		29	45	74	26	-
Age						
18-44 years		22	56	78	22	-
45-69 years		37	42	79	21	-
70+ years [†]		52	40	92	9	-

Base = 232

% 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 74% of residents[†] who are very satisfied,
- good standard of toilets / good condition, 12%.

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

- clean / tidy / well maintained, mentioned by 27% of residents[†] who are fairly satisfied,
- okay / adequate / alright / average, 17%.

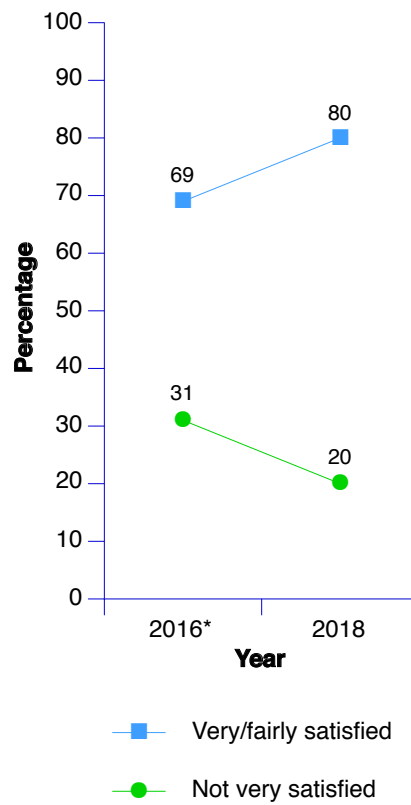
The main reasons* residents[†] are not very satisfied are ...

- dirty / smelly / need cleaning more often, mentioned by 85% of residents[†] who are not very satisfied,
- need more toilets / not enough for tourist numbers, 19%,
- poor standard / outdated / need upgrading / improvements, 15%.

* multiple responses allowed

[†] residents who have personally used a public toilet in the last 12 months, N=232

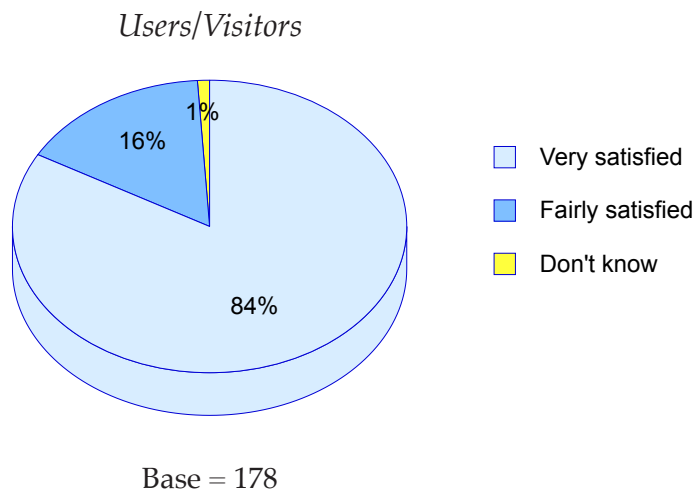
Public Toilets - Personal Users



* 2016 reading refers to household users of public toilets

Recommended Satisfaction Measures For Reporting Purposes:
Personal = 80%

iv. The Library Services



47% of residents say they have personally used or visited a public library in the District, in the last year. Of these "users/visitors", 99% are satisfied.

The percent not very satisfied (0%), is on par with 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 56% of residents[†] who are very satisfied,
- excellent library/good range of service/well run/do a good job, 27%,
- good range/selection of books/new books/resource material, 22%.

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

- staff are good/helpful/friendly/good customer service from staff, mentioned by 29% of residents[†] who are fairly satisfied,
- children's area/activities/programmes, 19%,
- lovely facility/clean and tidy/attractive and welcoming, 17%.

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=178

Satisfaction With The Library Services

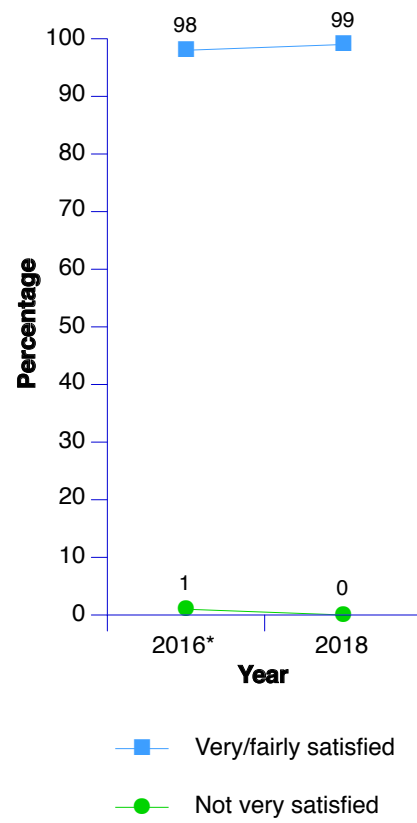
	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
Users/Visitors					
2018	84	16	99	-	1
2016*	84	14	98	1	1
Comparison*					
Peer Group Average (Rural) [†]	71	23	94	3	4
National Average	79	17	96	3	1
Ward					
Northern	81	18	99	-	-
Hokitika [†]	82	16	98	-	1
Southern	92	8	100	-	-

Base = 178

% read across

* 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

* 2016 reading refers to household users of public libraries

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

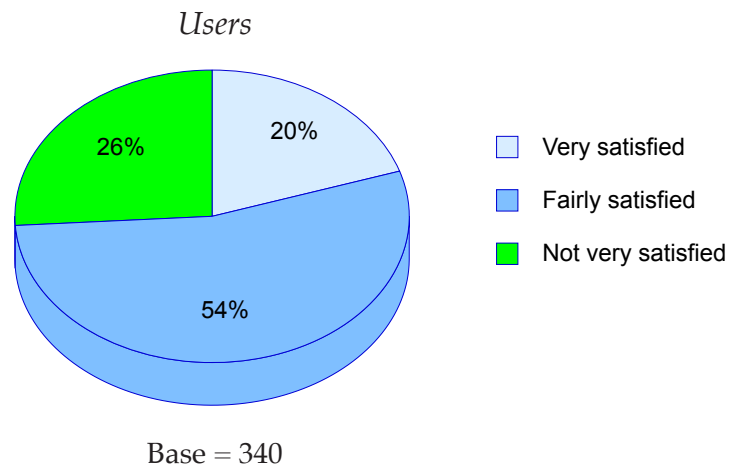
- too busy / do other things / don't have time, mentioned by 21% of residents†,
- don't read / not a reader / don't read very often, 17%,
- no need / don't use a library, 17%,
- don't have a library / too far away, 15%,
- buy books / have own books / get from another source / get books online, 15%.

* multiple responses allowed

† those residents who say they **have not** personally used or visited a library in the District in the last year, N=223

Recommended Satisfaction Measures For Reporting Purposes:
Users/Visitors = 99%

v. Standard And Safety Of Council's Unsealed Roads



88% of residents have personally used an unsealed road in the District.

Of these, 74% of residents[†] are satisfied with the standard and safety of Council's unsealed roads, while 26% are not very satisfied.

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

Residents[†] with an annual household income of more than \$100,000 are **less** likely to be not very satisfied with the standard and safety of Council's unsealed roads, than other income groups[†].

[†] residents who have personally used an unsealed road in the District, in the last year, N=340

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	2018	20	54	74	26	-
	2016*	11	59	70	27	3
Ward						
	Northern	14	57	71	29	-
	Hokitika	27	54	81	19	-
	Southern	21	48	69	31	-
Household Income						
	Less than \$40,000 pa	21	52	73	27	-
	\$40,000-\$60,000 pa	13	55	68	32	-
	\$60,001-\$100,000 pa [†]	20	49	69	32	-
	More than \$100,000 pa	16	(71)	(87)	13	-

Base = 340

% 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 38% of residents[†] who are very satisfied,
- good condition, 22%,
- happy with them / fine / okay, 20%.

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

- happy with them / fine / okay, mentioned by 18% of residents[†] who are fairly satisfied,
- good condition, 12%,
- well maintained, 9%.

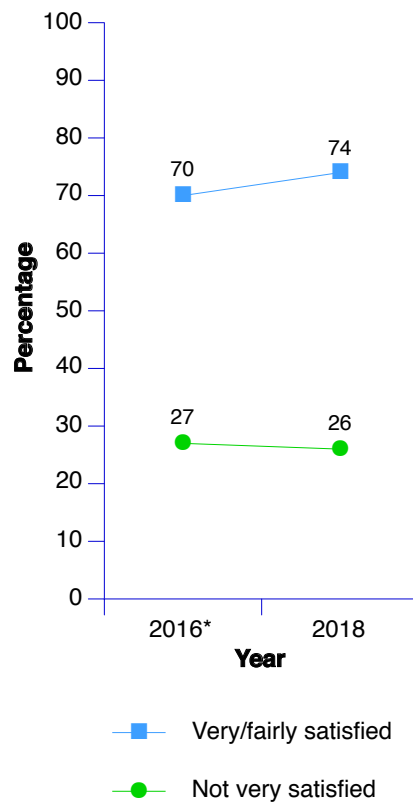
The main reasons* residents[†] are not very satisfied are ...

- poorly maintained / need better maintenance / slow to repair, mentioned by 46% of residents[†] who are not very satisfied,
- potholes / rough / uneven / corrugations, 45%.

* multiple responses allowed

[†] residents who have personally used a sealed road in the last year, N=340

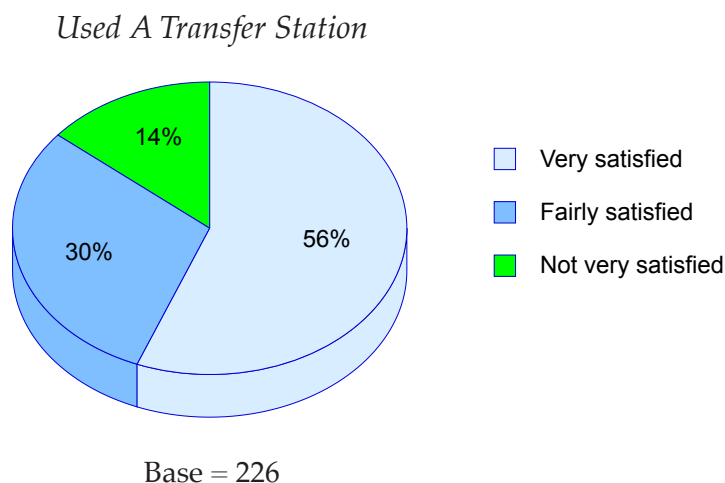
Standard And Safety Of Council's Unsealed Roads - Personal Users



* 2016 reading relates to **all** residents

Recommended Satisfaction Measures For Reporting Purposes:
Users = 74%

vi. *Reliable Transfer Station Service*



58% of households say they have personally used a transfer station in the last year. Of these "users", 86% are satisfied with the reliability of the transfer station and 14% are not very satisfied.

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

Residents[†] more likely to be not very satisfied with the reliability of the transfer station service are ...

- men,
- residents aged 18 to 44 years.

It appears that Hokitika Ward residents[†] are slightly less likely to feel this way, than other Ward residents[†].

[†] residents who have personally used a transfer station, in the last year, N=226

* readings refer to household users ratings for **refusal disposal**

Satisfaction That Transfer Station Service Is Reliable

		Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
Users	2018	56	30	86	14	-
	2016**	36	40	76	21	3
Comparison*						
Peer Group Average (Rural)		40	40	80	14	6
National Average		36	39	75	20	5
Ward						
Northern		64	18	82	18	-
Hokitika		58	37	85	5	-
Southern		42	36	78	22	-
Gender						
Male		59	22	81	19	-
Female		54	38	92	8	-
Age						
18-44 years		48	28	76	24	-
45-69 years		60	31	91	9	-
70+ years		65	31	96	4	-

Base = 226

% read across

* Peer Group and National Average readings are household user ratings for refuse disposal in general (ie, landfill sites)

** 2016 result relates to household satisfaction with the reliability of the transfer station service

The main reasons* residents[†] are very satisfied with the reliability of the transfer station service are ...

- good service/well run/excellent, mentioned by 52% of residents[†] who are very satisfied,
- good staff/friendly service, 24%,
- clean and tidy/well kept, 23%,
- easy to use/accessible, 22%.

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

- good service/well run/excellent, mentioned by 32% of residents[†] who are fairly satisfied,
- good staff/friendly service, 10%.

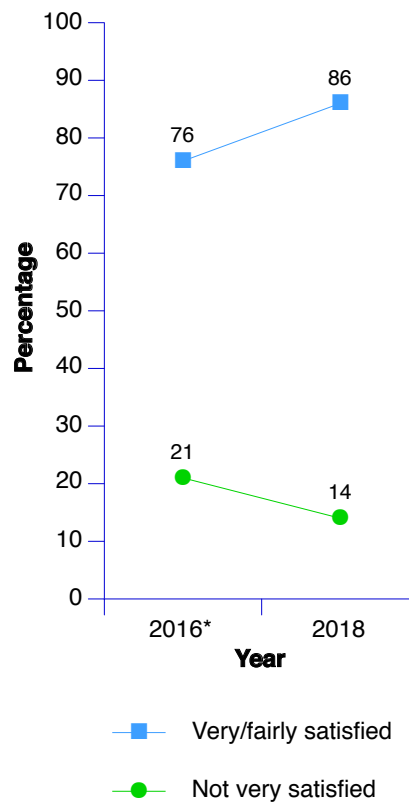
The main reasons* residents[†] are not very satisfied are ...

- too expensive/have to pay, mentioned by 62% of residents[†] who are not very satisfied,
- poor service, 19%.

* multiple responses allowed

[†] residents who have personally used a transfer station in the District, in the last year, N=226

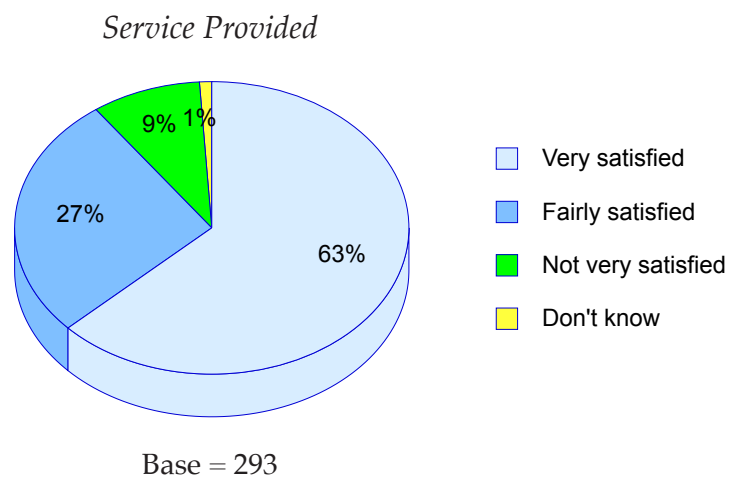
Transfer Station Service Is Reliable - Personal Users



* 2016 result relates to household satisfaction with the reliability of the transfer station service

Recommended Satisfaction Measures For Reporting Purposes:
Users = 86%

vii. Refuse And Recycling Collection Service



73% of residents say Council provides them with a regular refuse and recycling collection service. Of these, 90% are satisfied and 9% are not very satisfied.

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

There are no notable differences between Wards and between socio-economic groups, 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=293

Satisfaction With Refuse And Recycling Collection Service

	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
Service Provided 2018	63	27	90	9	1
2016 [†]	56	32	88	12	1
Comparison*					
Peer Group Average (Rural)	50	33	83	13	4
National Average	58	30	88	9	3
Ward					
Northern [†]	58	33	91	9	1
Hokitika [†]	68	24	92	9	-
Southern	64	20	84	14	2

Base = 293

% 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, mentioned by 46% of residents[†] who are very satisfied,
- good service/do a good job/good standard/well run, 32%,
- wonderful/excellent/very happy with service/no issues/no problems, 27%.

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

- wonderful/excellent/very happy with service/no issues/no problems, mentioned by 13% of residents[†] who are fairly satisfied,
- regular/reliable, 9%.

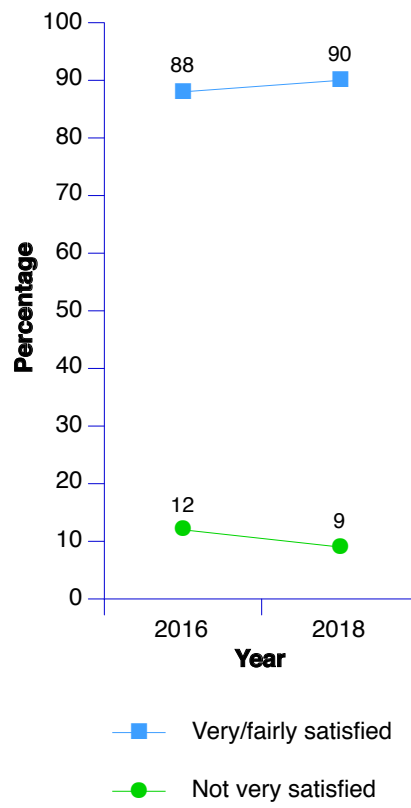
The main reasons* residents[†] are not very satisfied are ...

- needs to be more frequent, mentioned by 33% of residents[†] who are not very satisfied,
- bins not big enough/size of bins, 33%,
- would like glass collected, 30%.

* multiple responses allowed

[†] those residents who say Council provides them with a regular refuse and recycling collection service, N=293

Refuse And Recycling Collection Service - Service Provided



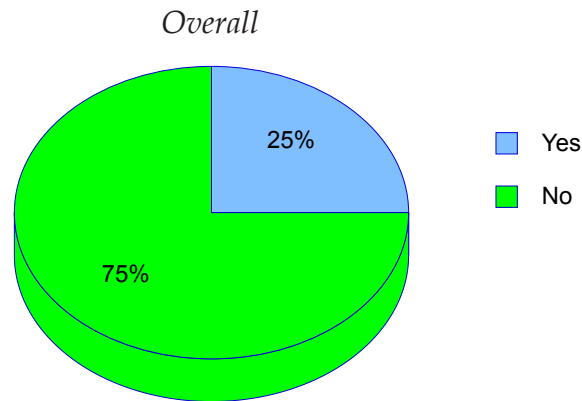
Recommended Satisfaction Measures For Reporting Purposes:
Service Provided = 90%



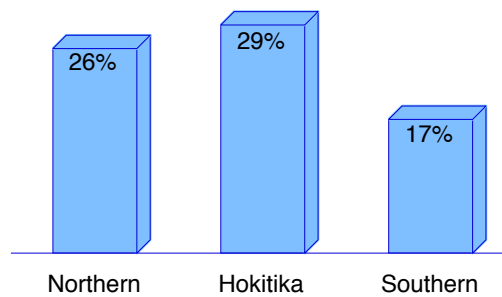
2. CUSTOMER SERVICES CENTRE

A. CUSTOMER SERVICES CENTRE

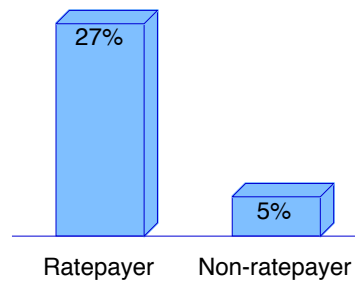
i. Contacted?



Percent Saying 'Yes' - By Ward



Percent Saying 'Yes' - Comparing Different Types Of Residents



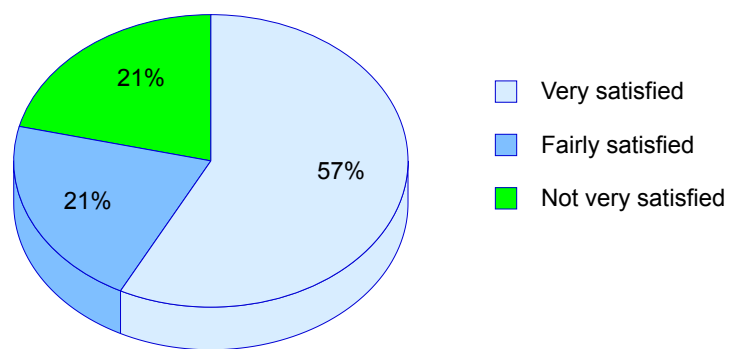
25% of residents say they have personally contacted the new Customer Services Centre, either in person, by phone and/or by email.

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

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

ii. Level Of Satisfaction

Personally Contacted New Customer Services Centre



Base = 100

78% of residents[†] are satisfied with the service they received, including 57% who are very satisfied. 21% are not very satisfied.

Residents[†] who live in a one or two person household are more likely to be not very satisfied, than those[†] who live in a three or more person household.

[†] the 25% of residents who say they, or a member of their household, have contacted the new Customer Services Centre, N=100

Satisfaction With Service

	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
Contacted New Customer Services Centre - Personally 2018 [†]	57	21	78	21	-
Contacted <i>i</i> -SITE/ Customer Service Centre - Household 2016	76	18	94	5	1
Ward					
Northern	57	18	75	25	-
Hokitika	66	23	89	11	-
Southern*	38	25	63	37	-
Household Size					
1-2 person household	48	21	69	31	-
3+ person household	69	23	92	8	-

Base = 100

% read across

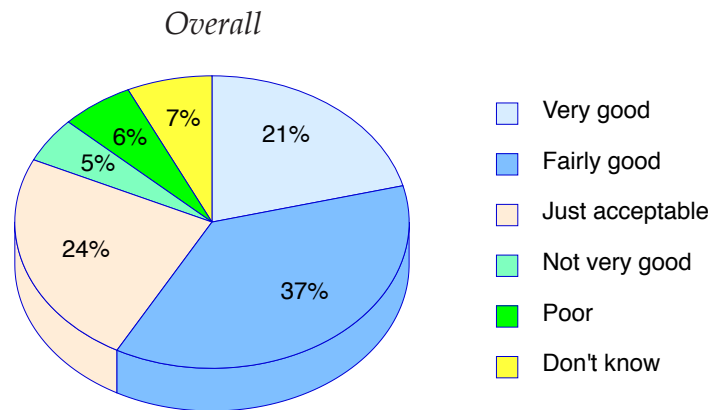
* caution: small base

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



3. LEADERSHIP

A. PERFORMANCE RATING OF THE MAYOR AND COUNCILLORS IN THE LAST YEAR



58% of Westland District residents rate the performance of the Mayor and Councillors over the past year as very or fairly good (31% in 2016), while 24% rate their performance as just acceptable (35% in 2016). 11% rate the performance of the Mayor and Councillors as not very good / poor (31% in 2016) and 7% are unable to comment.

Westland District residents rate the performance of the Mayor and Councillors similar to the Peer Group Average and above the National Average, in terms of their performance being very / fairly good.

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

- Northern and Hokitika Ward residents,
- Māori / other residents,
- residents aged 18 to 44 years or those aged 70 years and over.

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 2018	58	24	11	7
2016 [†]	31	35	31	4
Comparison				
Peer Group Average (Rural)	60	26	8	6
National Average	49	27	17	7
Ward				
Northern	60	30	7	3
Hokitika [†]	68	20	10	3
Southern [†]	41	22	18	18
Age				
18-44 years	63	20	7	10
45-69 years [†]	52	29	14	6
70+ years	63	17	16	4
Ethnicity				
NZ European	56	25	12	7
Māori/other [†]	72	17	6	4

% read across

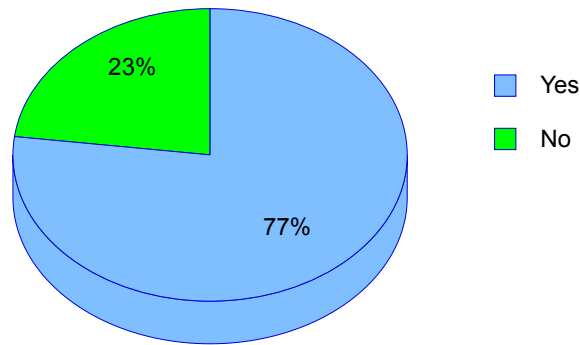
[†] does not add to 100% due to rounding



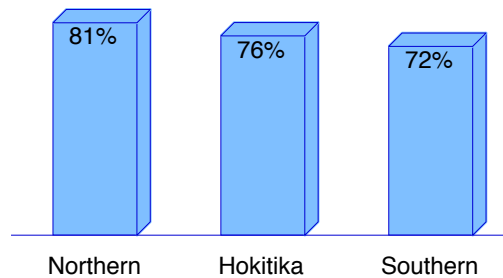
4. CONSULTATION AND COMMUNITY INVOLVEMENT

A. DO RESIDENTS UNDERSTAND HOW COUNCIL MAKES DECISIONS

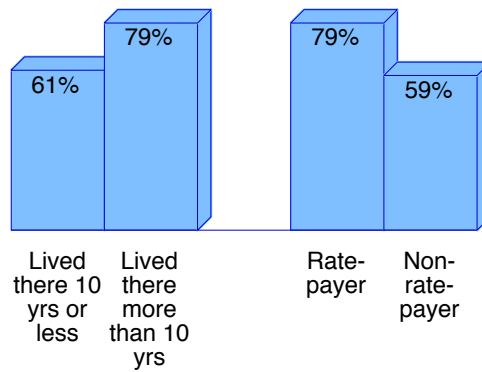
Overall



Percent Saying 'Yes' - By Ward



Percent Saying 'Yes' - Comparing Different Types Of Residents

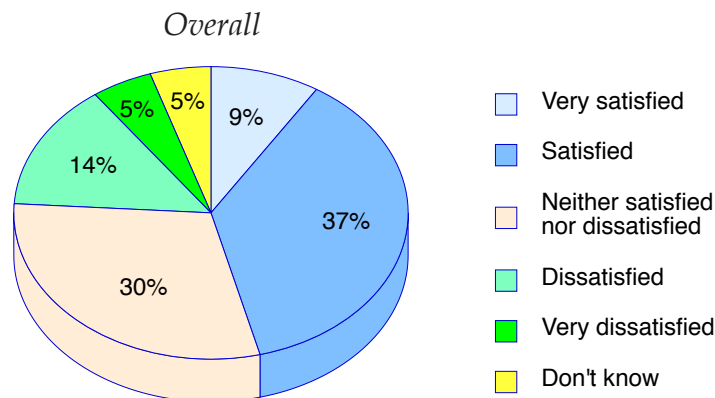


77% of Westland District residents say that in general, they understand how Council makes decisions (59% in 2016).

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

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

B. SATISFACTION WITH THE WAY COUNCIL INVOLVES THE PUBLIC



46% of residents are very satisfied/satisfied with the way Council involves the public in the decisions it makes (29% in 2016), while 20% are dissatisfied/very dissatisfied (39% in 2016). 30% are neither satisfied nor dissatisfied and 5% are unable to comment.

The very satisfied/satisfied reading (46%) is similar to the Peer Group and National Averages.

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

- Hokitika Ward residents,
- NZ Māori/other residents,
- longer term residents in the District more than 10 years,
- residents with an annual household income of more than \$100,000.

Summary Table: Level Of Satisfaction With The Way Council Involves The Public In The Decisions It Makes

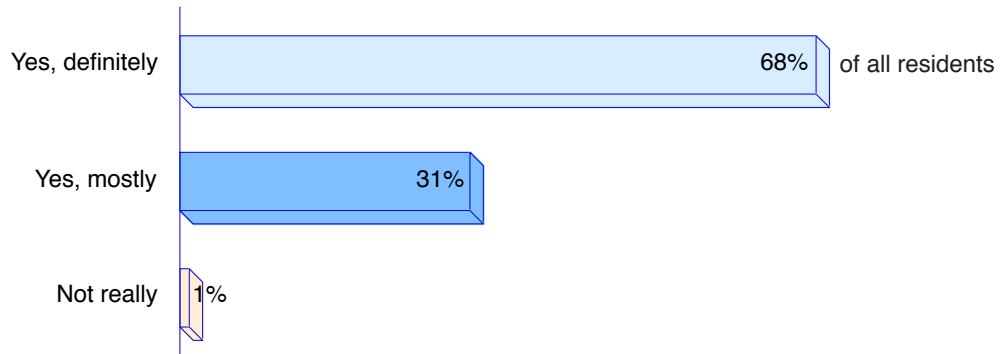
	Very satisfied/ Satisfied %	Neither satisfied nor dissatisfied %	Dissatisfied/ Very dissatisfied %	Don't know %
Overall				
Total District 2018 [†]	46	30	20	5
2016	29	28	39	4
2009	53	22	22	3
Comparison				
Peer Group Average (Rural) [†]	45	31	16	7
National Average	45	28	22	5
Area				
Northern	39	32	24	5
Hokitika [†]	58	29	11	1
Southern	39	27	26	8
Ethnicity				
NZ European	44	29	22	5
NZ Māori/other [†]	57	38	6	-
Length of Residence				
Lived there 10 years or less	29	41	17	13
Lived there more than 10 yrs	49	28	20	3
Household Income				
Less than \$40,000 pa	47	25	26	2
\$40,000-\$60,000 pa	47	27	22	4
\$60,001-\$100,000 pa [†]	35	41	20	5
More than \$100,000 pa [†]	60	22	12	5

% read across

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

C. 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 2018	68	31	1	-	-
Comparison					
Peer Group (Urban)	51	45	4	-	-
National Average	36	54	7	2	1
Ward					
Northern	60	39	1	-	-
Hokitika	70	30	-	-	-
Southern	76	22	2	-	-
Age					
18-44 years	62	37	1	-	-
45-69 years	71	28	1	-	-
70+ years	76	24	-	-	-

% read across

† does not add to 100% due to rounding

Not asked prior to 2018

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

The percent saying "Yes, definitely" is above the Peer Group Average (51%) and the National Average (36%).

There are no notable differences between Wards and between socio-economic groups, in terms of those residents who say "Yes, definitely". However, it appears that the following residents are **slightly less** likely to feel this way ...

- Northern Ward residents,
- residents aged 18 to 44 years.

E. APPENDIX

Base By Sub-sample

		Actual residents interviewed	*Expected numbers according to population distribution
Ward	Northern	135	146
	Hokitika	146	145
	Southern	120	110
Gender	Male	200	199
	Female	201	202
Age	18-44 years	101	164
	45-69 years	201	189
	70+ years	99	48

* 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.

* * * * *

