

**TASMAN DISTRICT COUNCIL  
COMMUNITRAK™ SURVEY  
JUNE 2010**

# **COMMUNITRAK™ SURVEY**

## **PUBLIC PERCEPTIONS AND INTERPRETATIONS OF COUNCIL SERVICES/FACILITIES AND REPRESENTATION**

**PREPARED AS PART OF THE PUBLIC FEEDBACK PROGRAMME FOR:**

**TASMAN DISTRICT COUNCIL**

**JUNE 2010**



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**NB: Please note the following explanations for this report:**

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

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

Arrows, whenever shown, depict a directional trend.

In general, where bases are small (<30), no comparisons have been made.

For small bases, the estimates of results are not statistically reliable due to the high margins of error.

## A. SITUATION AND OBJECTIVES

The mission statement for Tasman District Council reads:

Enhance community wellbeing and quality of life

- Objective 1: To implement policies and financial management strategies that advance the Tasman District.
- Objective 2: To ensure sustainable management of natural and physical resources and security of environmental standards.
- Objective 3: To sustainably manage infrastructural assets relating to Tasman District.
- Objective 4: To enhance community development and the social, natural, cultural and recreational assets relating to Tasman District.
- Objective 5: To promote sustainable economic development in the Tasman District.

Council has engaged a variety of approaches, both to seeking public opinion and to communicating its decisions and programmes to the people resident in the area. One of these approaches was to commission the National Research Bureau's Communitrak™ survey in October 1996, in September 1999, in October 2002, in October 2005, in June/July 2008, July/August 2009 and now again in June 2010.

Communitrak™ determines how well Council is performing in terms of services/facilities offered and representation given to its citizens.

The advantages and benefits are that Council has the National Average and Peer Group Average comparisons against which to analyse perceived performance in Tasman District, as well as the results from the previous Communitrak™ surveys.

\* \* \* \* \*

## B. COMMUNITRAK™ SPECIFICATIONS

### Sample Size

This Communitrak™ survey was conducted with 400 residents of the Tasman District.

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

Interviews were spread across the five Wards as follows:

Lakes-Murchison	40
Golden Bay	40
Motueka	100
Moutere-Waimea	100
Richmond	120
Total	<u>400</u>

### Interview Type

All interviewing was conducted by telephone, with calls being made between 4.30pm and 8.30pm on weekdays and 9.30am and 8.30pm weekends.

### Sample Selection

The white pages of the telephone directory were used as the sample source, with every "xth" number being selected; that is, each residential (non-business) number selected was chosen in a systematic, randomised way (in other words, at a regular interval), in order to spread the numbers chosen in an even way across all relevant phone book pages.

Quota sampling was used to ensure an even balance of male and female respondents, with the sample also stratified according to Ward. Sample sizes for each Ward were predetermined to ensure a sufficient number of respondents within each Ward, so that analysis could be conducted on a Ward-by-Ward basis.

A target of interviewing 90 residents aged 18 to 39 years was also set.

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

### Respondent Selection

Respondent selection within the household was also randomised, with the eligible person being the man/woman normally resident in the household, 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 the Statistics New Zealand 2006 Census data. The result is that the total figures represent the adult population's viewpoint as a whole across the entire Tasman 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 11th June to Sunday 20th June 2010.

## Comparison Data

Communitrak™ offers 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 1,004 interviews conducted in December 2008 (the National Average),
- comparisons with other rural norms (the Peer Group Average).

Comparisons are made with this data, and with previous readings, when applicable.

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.

It is important to bear in mind that this is a 'yardstick' only to provide an indication of typical resident perceptions. The performance criteria established by Council are of particular relevance, and thus are the emphasis of the survey.



## Margin Of Error

The survey is a scientifically prepared service, based on a random probability sample. The maximum likely error limits occur when the sample is split 50/50 on an issue, but often the split is less, and an 80/20 split is shown below, as a comparison. Margins of error, at the 95 percent level of confidence, for different sample sizes are:

	<u>50/50</u>	<u>80/20</u>
n = 500	±4.4%	±3.5%
n = 400	±4.9%	±3.9%
n = 300	±5.7%	±4.5%
n = 200	±6.9%	±5.5%

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. The results in 95 of these samples are most likely to fall close to those obtained in the original survey, but may, with decreasing likelihood, vary by up to plus or minus 4.9%, for a sample of 400.

## Significant Difference

Significant differences, at the 95 percent level of confidence, for different sample sizes are:

	<u>Midpoint</u> <u>is 50%</u>	<u>Midpoint is</u> <u>80% or 20%</u>
n = 500	±6.2%	±4.9%
n = 400	±6.9%	±5.5%
n = 300	±8.0%	±6.4%
n = 200	±9.8%	±7.8%

The significant difference figures above refer to the boundary, above and below a result, whereby one may conclude 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 plus or minus 6.9%, given a 95 percent level of confidence, where the midpoint of the two results is 50%.

\* \* \* \* \*



## C. EXECUTIVE SUMMARY

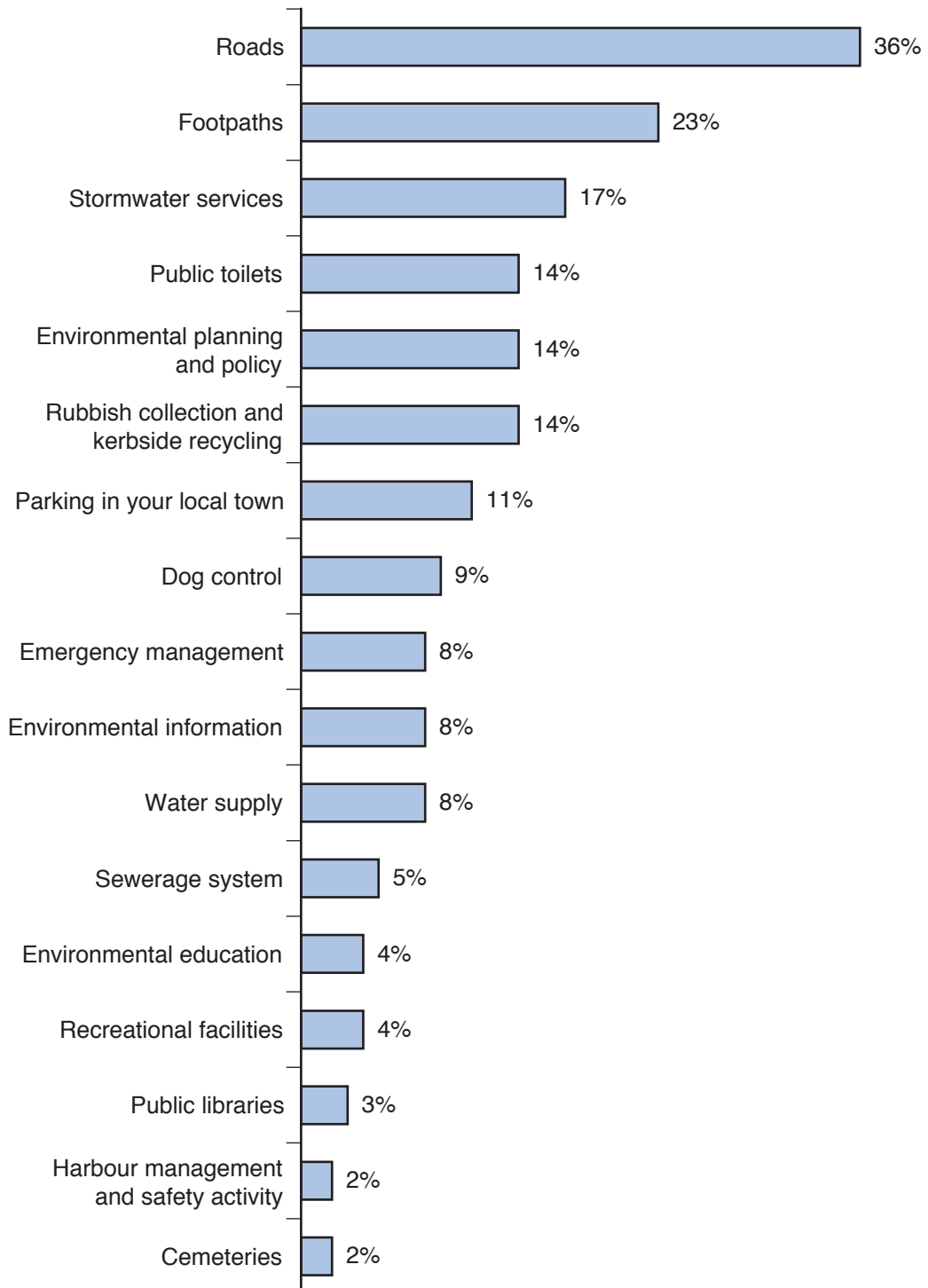
This report summarises the opinions and attitudes of Tasman District Council residents, to the services provided for them by their Council and their elected representatives.

The Tasman District Council commissioned Communitrak™ as a means of measuring their effectiveness in representing the wishes and viewpoints of their residents. Understanding residents' opinions and needs will allow Council to be more responsive towards its citizens.

Communitrak™ provides a comparison for Council on major issues, on their performance relative to the performance of their Peer Group of similarly constituted Local Authorities, and to Local Authorities on average throughout New Zealand.

## Council Services/Facilities

### Percent Saying They Are Not Very Satisfied With ...



The percent not very satisfied in Tasman District is higher than the Peer Group and National Averages for ...

	Tasman 2010 %	Peer Group Average %	National Average %
• roads	36	*26	*24

The percent not very satisfied in Tasman District is lower than the Peer Group and/or National Average for ...

• public toilets	14	23	25
• parking in your local town	11	22	30
• dog control	9	21	19
• water supply	8	17	10

The comparison for the following show Tasman on par with both the Peer Group and National Average ...

• footpaths	23	26	25
• stormwater services	17	14	14
• rubbish collection and kerbside recycling	14	†15	†12
• emergency management	8	6	6
• sewerage system	5	7	7
• recreational facilities	4	**5	**5
• public libraries	3	3	3
• cemeteries	2	3	4

There are no comparative Peer Group and National Averages for recreation programmes and events, environmental planning and policy, environmental information, environmental education, harbour management and safety activity and management of coastal structures.

\* these percentages are the readings for roads, excluding State Highways

\*\* these percentages are the averaged readings for sportsfields and playgrounds and parks and reserves, as these were asked separately in the 2008 National Communitrak™ Survey

† these percentages are the averaged readings for rubbish collection and recycling, as these were asked separately in the 2008 National Communitrak™ Survey

### Frequency Of Use - Council Services And Facilities

	Usage In The Last Year		
	3 times or more %	Once or twice %	Not at all %
Recreational facilities	74	11	15
Council's kerbside recycling service	76	5	19
Public library	69	11	20
Public toilets	48	26	26
Cemetery	31	24	45
Local museums	10	31	59
Dog control	1	12	87

% read across

Recreational facilities, 85%,

Council's kerbside recycling service, 81% and

Public libraries, 80%,

... are the facilities or services surveyed which have been most frequently used by residents, or members of their household, in the last year.

## Council Policy And Direction

It is important for Council to understand where public sentiment presently lies in terms of Council policy and direction. Council is, of course, not forced to adopt the most "popular" policies or direction. Rather, through understanding where people's opinions and attitudes lie, Council is able to embark on information, education, persuasion and/or communication strategies on particular topics on which it is felt necessary to lead the public, to fulfil Council's legitimate community leadership role.

41% of Tasman District have in mind a recent Council action, decision or management they **approve** of (37% in 2009). This is on par with the Peer Group Average and similar to the National Average.

The main actions/decisions mentioned are ...

- sports and recreation facilities, mentioned by 6% of all residents,
- beautification/upkeep of parks, reserves, public areas, 5%,
- do a good job/good service/good leadership, 4%,
- improved roading/traffic flow/road safety, 4%,
- footpaths/walkways, 4%.

51% of residents have in mind a recent Council action, decision or management they **disapprove** of (38% in 2009). This is slightly above the Peer Group and National Averages.

The main actions/decisions mentioned are ...

- relocating hall at Hope Domain, mentioned by 11% of all residents,
- water supply issues, 5%,
- roading, 4%,
- roadworks - disruption/taking too long, 4%.

## Rates Issues

Overall, 76% of Tasman District residents are satisfied with the way rates are spent on services/ facilities provided by Council (72% in 2009), while 19% are not very satisfied (23% in 2009).

The percent not very satisfied is below the Peer Group Average and slightly below the National Average.

## Contact With Council

Residents are likely to contact Council offices or staff (85%) first if they have a matter to raise with Council. 7% of residents would make contact with a Councillor. These readings are similar to the 2009 reading.

42% of residents have contacted the Council offices in the last 12 months by phone (38% in 2009), with 41% visiting them in person (45% in 2009) and 11% contacting Council in writing (16% in 2009). 11% have contacted the Council offices by email (6% in 2009) and 1% contacted them by Fix-O-Gram.

84% of residents who contacted the Council by phone in the last 12 months are satisfied with the service they received (74% in 2009), with 87% of residents visiting a Council office in person and 62% of residents contacting a Council office in writing being satisfied (75% in 2009). 69% of residents contacting a Council office by email are satisfied (79% in 2009). Of the three respondents who contacted Council by Fix-O-Gram, one was very satisfied and two fairly satisfied.

Of the 62% of residents who have contacted Council in the last 12 months, 86% are satisfied with the service they received (88% in 2009).

## Information

### Main Source Of Information About Council

Newsline - The Mag	63%	of all residents (55% in 2009)
Newspapers	27%	(35% in 2009)
Personal contact	2%	
Radio	2%	
From other people/hearsay	1%	
The Council's website	1%	
Public meetings	0%	
Others	1%	
Not aware of any	4%	

(does not add to 100% due to rounding)

### Seen, Read Or Heard Information From Council

95% of residents say they have seen, read or heard information from the Council, specifically for the community, in the last 12 months in the form of:

Newsline - The Mag	92%	of these residents <sup>†</sup>
Council advertisements in newspapers	75%	(81% in 2009)
Information sent with the rates demand	59%	(64% in 2009)
'10 Year Plan' or Long-Term Council Community Plan	56%	
The Annual Plan	49%	
Council advertisements on the radio	43%	
Information available from the Council offices or libraries	38%	(44% in 2009)
The Council's website	26%	

<sup>†</sup>Base = 374 (residents who have seen, read or heard information from the Council)



## Sufficiency Of Information Supplied By Council

More than enough	9% of all residents
Enough	72%
Not enough	13%
Nowhere near enough	1%
Don't know / not sure	6%

(does not add to 100% due to rounding)

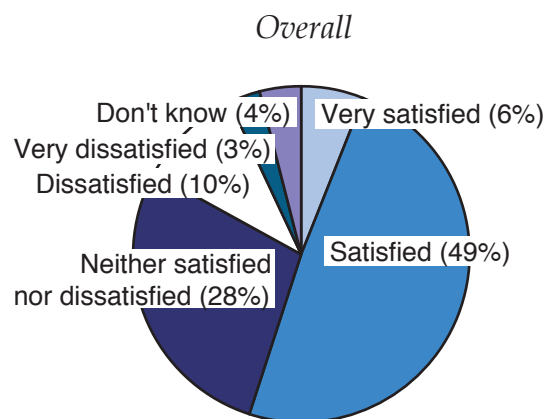
## Local Issues

### Internet Access

83% of residents say they have access to the Internet (86% in 2009).

### Council Consultation And Community Involvement

Satisfaction with the way Council involves the public in the decisions it makes ...



## Environment

### How Urgent Is It To Take Steps To Take Care Of The Environment?

Very urgent	40% of all residents
Somewhat urgent	50%
Not at all urgent	9%

(does not add to 100% due to rounding)

### Who Is Responsible\* For Doing Something About This?

All New Zealanders / everyone	72% of all residents
Regional / local Councils / Mayor	45%
NZ Government	18%
All business and industry in NZ in general	6%
The international community	6%
Farmers	5%
Others	4%

\* multiple responses allowed

### Thinking About Council And Community Involvement In Sustainability, How Much Do Residents Agree/Disagree With The Following Statements?

	Strongly agree %	Agree %	Strongly agree/ Agree %	Neither agree nor disagree %	Disagree %	Strongly disagree %	Disagree/ Strongly disagree %	Don't know %	Refused %
Council actions dealing with sustainability issues have been excellent	-	35	<b>35</b>	29	23	3	<b>26</b>	10	-
I would pay more rates or taxes to improve our sustainability performance	3	18	<b>21</b>	10	46	19	<b>65</b>	4	-
I trust the authorities to make the right decisions for the community	3	50	<b>53</b>	19	22	5	<b>27</b>	1	-
I feel confident that I can influence decisions made by the Council that affect my local area <sup>†</sup>	1	34	<b>35</b>	15	41	5	<b>46</b>	3	-
I would participate in local issues the Council is working on but don't know how <sup>†</sup>	1	33	<b>34</b>	12	47	3	<b>50</b>	2	1
In times of difficulty, I believe the community would pull together and cope	20	70	<b>90</b>	5	4	1	<b>5</b>	-	-
Generally speaking most people in my local area can be trusted	19	70	<b>89</b>	7	4	-	<b>4</b>	-	-
I feel a sense of community with others in my area	21	67	<b>88</b>	6	5	1	<b>6</b>	-	-

<sup>†</sup> does not add to 100% due to rounding

\* \* \* \* \*



## D. MAIN FINDINGS

Throughout this Communitrak™ report comparisons are made with the National Average of all Local Authorities and with the Peer Group of similar Local Authorities.

For Tasman District Council this Peer Group of Local Authorities are those comprising a large 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 meshblocks belong within an urban area, as classified by Statistics New Zealand's 2006 Census data.

In this group are ...

Ashburton District Council  
 Banks Peninsula District Council  
 Buller District Council  
 Carterton District Council  
 Central Hawke's Bay District Council  
 Central Otago District Council  
 Clutha District Council  
 Far North District Council  
 Franklin 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  
 Southland District Council  
 South Taranaki District Council  
 South Wairarapa District Council  
 Stratford District Council  
 Tararua District Council  
 Thames Coromandel District Council  
 Waimate District Council  
 Wairoa District Council  
 Waitaki District Council  
 Waitomo District Council  
 Western Bay of Plenty District Council  
 Westland District Council

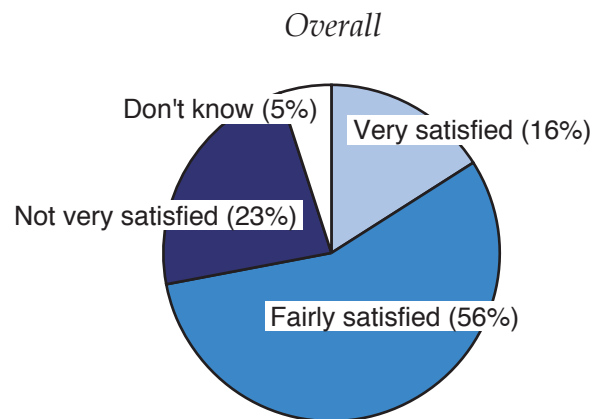


## **1. Council Services/Facilities**

## a. Satisfaction With Council Services/Facilities

Residents were read out a number of Council functions and asked whether they are very satisfied, fairly satisfied or not very satisfied with the provision of that service/facility.

### i. Footpaths



72% of Tasman residents are satisfied with footpaths in their District (77% in 2009), while 23% are not very satisfied.

The percent not very satisfied is on par with the Peer Group Average, similar to the National Average and 6% above the 2009 reading.

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

- women,
- residents aged 40 years or over,
- residents who live in a one or two person household,
- longer term residents, those residing in the District more than 10 years.

## Satisfaction With Footpaths

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<b>Overall</b>					
Total District 2010	16	56	72	23	5
2009	20	57	77	17	6
2008	18	53	71	21	8
2005	16	55	71	22	7
2002	15	56	71	18	11
1999	9	59	68	24	8
1996	17	47	64	25	11
<b>Comparison</b>					
Peer Group (Rural)	17	46	63	26	11
National Average	20	51	71	25	4
<b>Ward</b>					
Lakes-Murchison <sup>†</sup>	8	66	74	14	13
Golden Bay	3	59	62	35	3
Motueka	20	53	73	26	1
Moutere-Waimea <sup>†</sup>	12	52	64	26	11
Richmond	23	57	80	18	2
<b>Gender</b>					
Male <sup>†</sup>	18	60	78	15	6
Female	14	51	65	32	3
<b>Age</b>					
18-39 years	20	69	89	8	3
40-59 years	15	51	66	27	7
60+ years	12	46	58	37	5
<b>Household Size</b>					
1-2 person household	14	51	65	29	6
3+ person household	18	60	79	18	4
<b>Length of Residence</b>					
Lived there 10 years or less	22	61	83	14	3
Lived there more than 10 years	13	52	65	29	6

% read across

<sup>†</sup> does not add to 100% due to rounding



94 residents are not very satisfied with footpaths. Main reasons given for being not very satisfied are ...

- uneven/cracked/rough/bumpy/potholes,
- no footpaths/lack of footpaths,
- poor condition/need maintenance/upgrading.

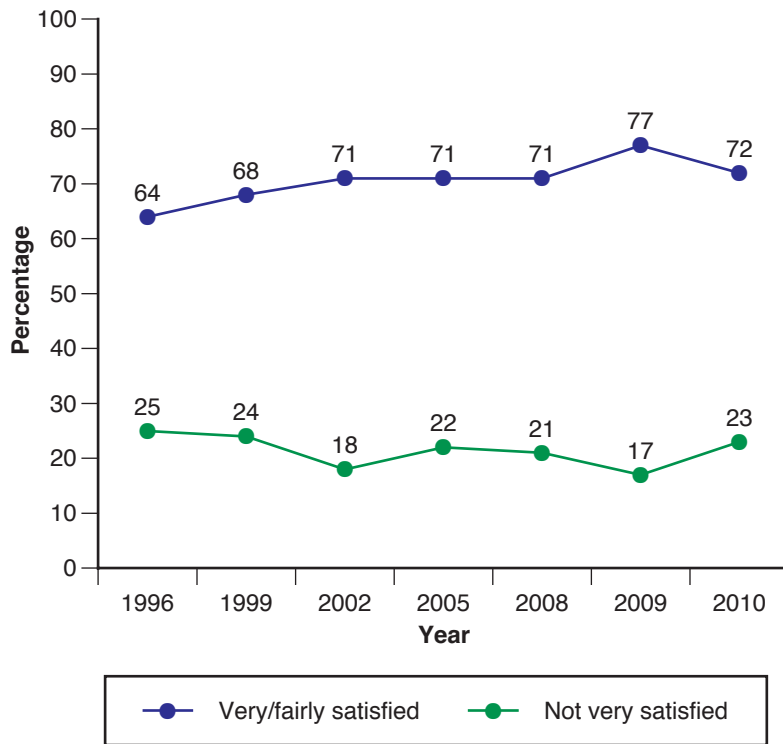
**Summary Table: Main Reasons\* For Being Not Very Satisfied With Footpaths**

	<b>Total District 2010 %</b>	<b>Ward</b>				
		Lakes- Murchison %	Golden Bay %	Motueka %	Moutere- Waimea %	Richmond %
<b>Percent Who Mention ...</b>						
Uneven/cracked/rough/ bumpy/potholes	<b>10</b>	7	4	11	10	12
No footpaths/lack of footpaths	<b>7</b>	-	16	5	11	2
Poor condition/need maintenance/ upgrading	<b>6</b>	7	8	6	6	5

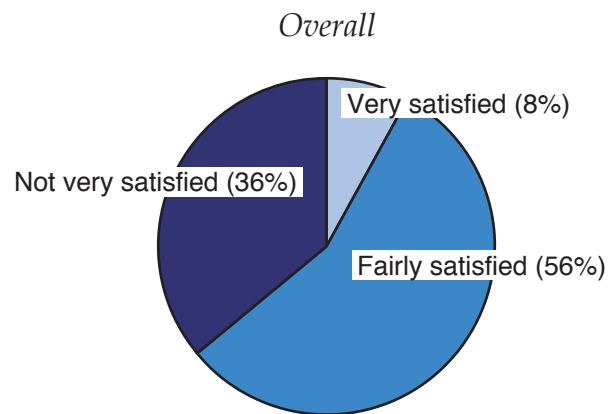
\* multiple responses allowed

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

*Footpaths*



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

*ii. Roads*

64% of residents are satisfied with roading in the District (73% in 2009), while 36% are not very satisfied with this aspect of the District.

The percent not very satisfied is above the Peer Group and National Averages and 9% above the 2009 reading.

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

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

## Satisfaction With Roads

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<b>Overall</b>					
Total District 2010	8	56	64	36	-
2009	11	62	73	27	-
2008	16	60	76	23	1
2005	12	64	76	24	-
2002	10	54	64	35	1
1999	9	61	70	30	-
1996	14	51	65	35	-
<b>Comparison*</b>					
Peer Group (Rural)	17	57	74	26	-
National Average	18	58	76	24	-
<b>Ward</b>					
Lakes-Murchison <sup>†</sup>	10	49	59	42	-
Golden Bay <sup>†</sup>	8	55	63	36	-
Motueka <sup>†</sup>	2	34	36	63	-
Moutere-Waimea <sup>†</sup>	11	54	65	34	-
Richmond	10	74	84	15	1
<b>Length of Residence</b>					
Lived there 10 years or less	11	63	74	26	-
Lived there more than 10 years	7	51	58	42	-

% read across

<sup>†</sup> does not add to 100% due to rounding

\* the Peer Group and National Averages refer to ratings for roads, excluding State Highways

The 144 residents who say they are not very satisfied with roading, give the following main reasons ...

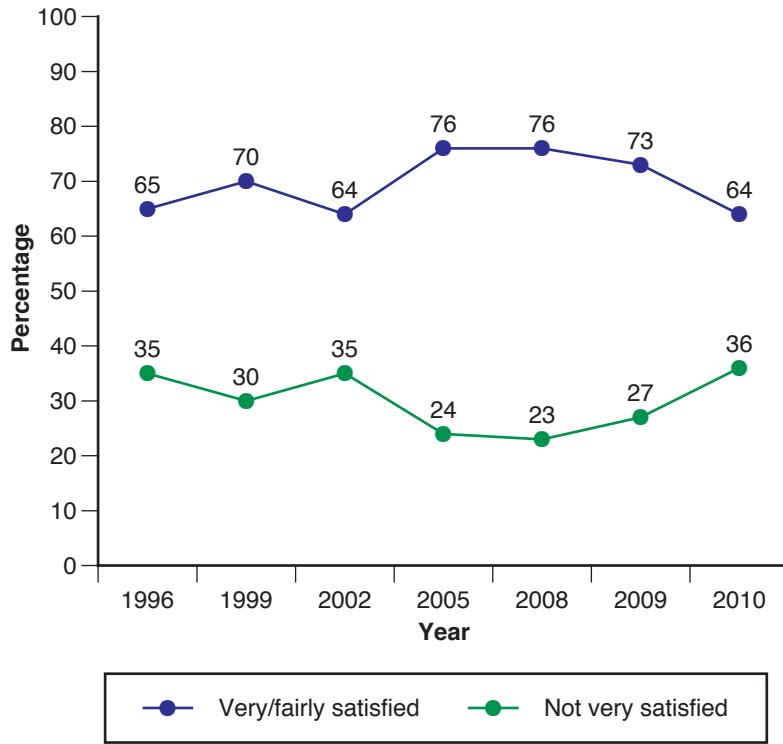
- roadworks - ongoing/take too long,
- poor quality of work/patching/don't clean up afterwards,
- potholes/uneven/rough/bumpy,
- lack of maintenance,
- traffic congestion/poor traffic flow.

**Summary Table: Main Reasons\* For Being Not Very Satisfied With Roads**

	<b>Total District 2010 %</b>	<b>Ward</b>				
		Lakes- Murchison %	Golden Bay %	Motueka %	Moutere- Waimea %	Richmond %
<b>Percent Who Mention ...</b>						
Roadworks - ongoing/take too long	<b>14</b>	7	-	44	5	3
Poor quality of work/patching/ don't clean up afterwards	<b>9</b>	18	17	14	7	1
Potholes/uneven/ rough/bumpy	<b>7</b>	10	8	11	7	4
Lack of maintenance	<b>5</b>	12	9	6	6	1
Traffic congestion/poor traffic flow	<b>3</b>	-	2	6	1	2

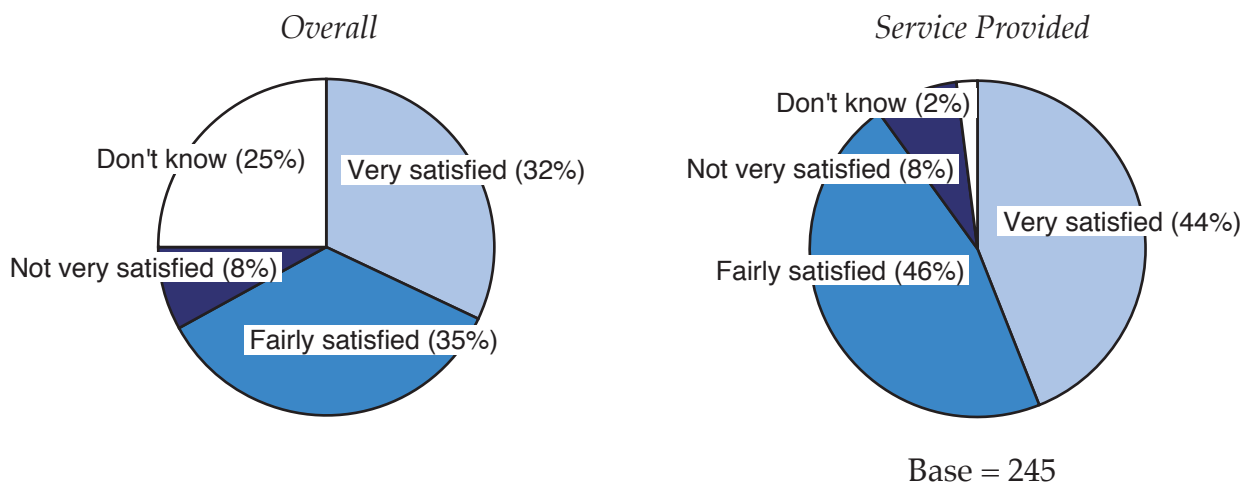
\* multiple responses allowed

*Roads*



Recommended Satisfaction Measure For Reporting Purposes:  
 Total District = 64%

### iii. Water Supply



67% of residents are satisfied with the water supply, including 32% who are very satisfied (27% in 2009). 8% are not very satisfied and 25% are unable to comment.

Tasman District residents are below their Peer Group counterparts and similar to residents nationwide, and the 2009 reading, with regards to the percent not very satisfied with the water supply.

61% of residents receive a piped supply. Of these, 90% are satisfied and 8% 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 water supply.

## Satisfaction With Water Supply

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<b>Overall</b>					
Total District 2010	32	35	67	8	25
2009	27	38	65	9	26
2008	23	33	56	15	29
2005	22	41	63	15	22
2002	25	30	55	9	36
1999	19	35	54	15	31
1996	23	29	52	14	34
Service Provided	44	46	90	8	2
<b>Comparison</b>					
Peer Group (Rural)	25	34	59	17	24
National Average	39	43	82	10	8
<b>Ward</b>					
Lakes-Murchison	7	43	50	7	43
Golden Bay <sup>†</sup>	-	18	18	7	74
Motueka <sup>†</sup>	40	24	64	7	28
Moutere-Waimea	26	38	64	10	26
Richmond	49	44	93	7	-

% read across

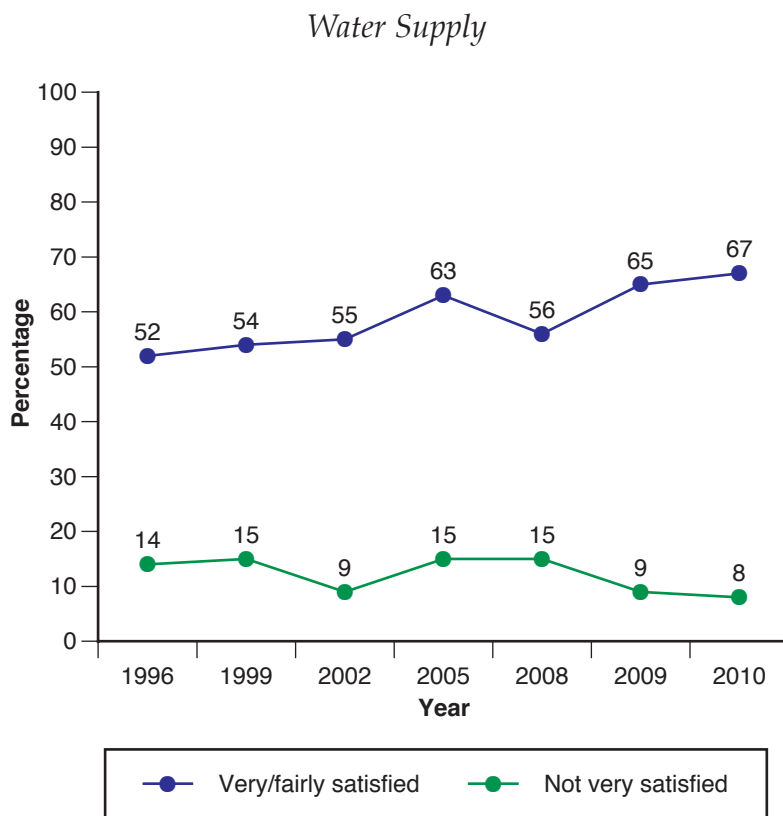
<sup>†</sup> does not add to 100% due to rounding



31 residents are not very satisfied with the water supply in Tasman District, and the main reasons\* given for being not very satisfied are ...

- inadequate supply / restrictions, mentioned by 2% of all residents,
- not on town supply, 2%,
- poor quality of water / bad taste / smell, 2%.

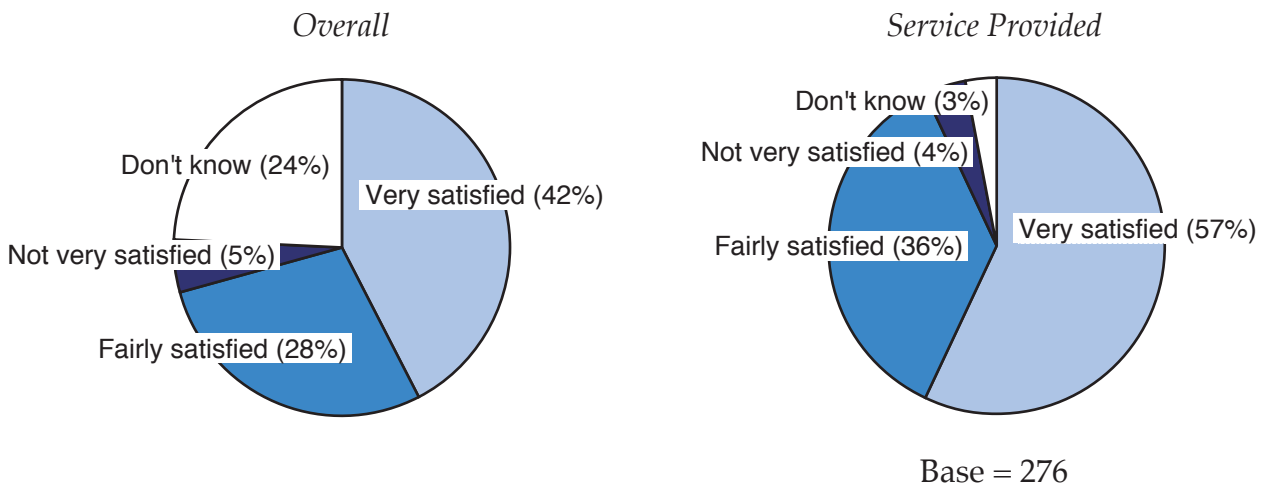
\* multiple responses allowed



Recommended Satisfaction Measure For Reporting Purposes:

Total District	= 67%
Receivers of Service	= 90%

*iv. Sewerage System*



70% of residents are satisfied with the District's sewerage system (73% in 2009), including 42% who are very satisfied (35% in 2009). 5% are not very satisfied, while 24% are unable to comment.

The percent not very satisfied (5%) is similar to the Peer Group and National Averages and the 2009 reading.

70% of residents are provided with a sewerage system. Of these, 93% are satisfied and 4% 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 sewerage system.

### Satisfaction With Sewerage System

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<b>Overall*</b>					
Total District 2010 <sup>†</sup>	42	28	<b>70</b>	5	24
2009	35	38	<b>73</b>	5	22
2008	29	37	<b>66</b>	6	28
2005	25	41	<b>66</b>	9	25
2002	25	36	<b>61</b>	7	32
Service Provided	57	36	<b>93</b>	4	3
<b>Comparison</b>					
Peer Group (Rural)	30	33	<b>63</b>	7	30
National Average	40	42	<b>82</b>	7	11
<b>Ward</b>					
Lakes-Murchison	14	29	<b>43</b>	4	53
Golden Bay	19	34	<b>53</b>	3	44
Motueka	51	29	<b>80</b>	5	15
Moutere-Waimea	28	25	<b>53</b>	8	39
Richmond	61	28	<b>89</b>	4	7

% read across

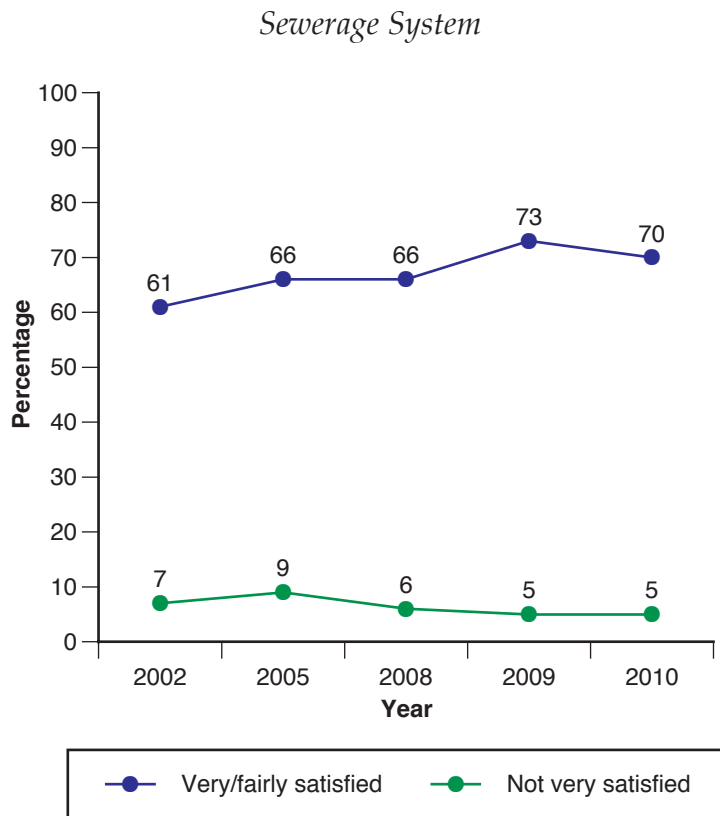
\* not asked in 1996 and 1999

<sup>†</sup> does not add to 100% due to rounding

21 residents are not very satisfied with the District's sewerage system and give the following main reasons\* for feeling this way ...

- no sewerage/ pay for it but no sewerage, mentioned by 2% of all residents,
- problems with system/ needs improving/ upgrading, 1%,
- inadequate system, 1%.

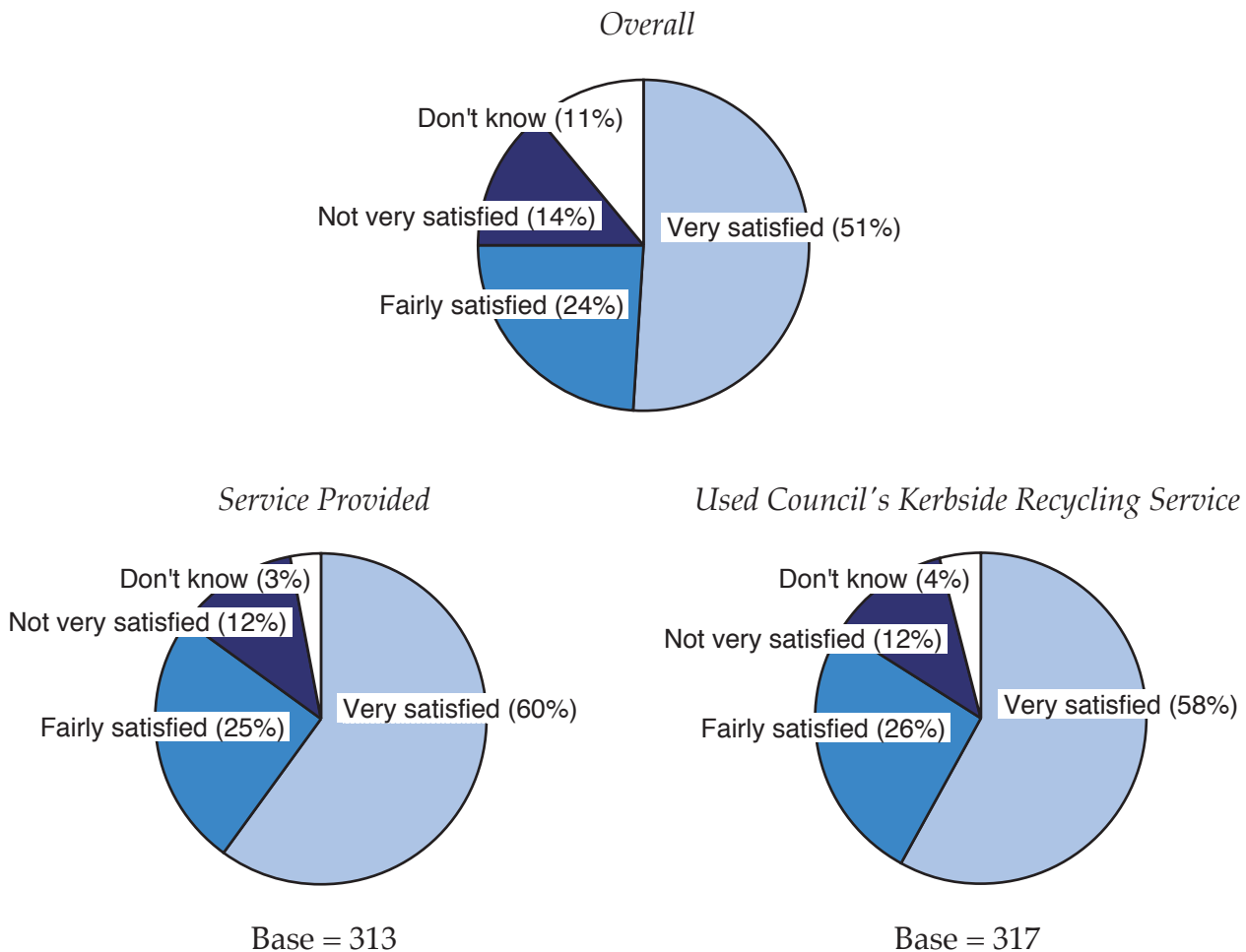
\* multiple responses allowed



Recommended Satisfaction Measure For Reporting Purposes:

Total District = 70%  
 Receivers of Service = 93%

## v. Rubbish Collection And Kerbside Recycling



75% of residents are satisfied with rubbish collection and kerbside recycling, including 51% who are very satisfied (43% in 2009). 14% are not very satisfied and 11% are unable to comment.

The percent not very satisfied (14%) is similar to the Peer Group Average and National Average readings (the Peer Group and National Averages are the averaged readings for rubbish collection and recycling).

81% of households have used the Council's kerbside recycling services in the last 12 months. Of these 'users', 84% are satisfied and 12% are not very satisfied.

79% of residents say they are provided with a regular rubbish collection, with 85% being satisfied with rubbish collection and kerbside recycling and 12% 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 rubbish collection and kerbside recycling.

## Satisfaction With Rubbish Collection And Kerbside Recycling

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<b>Overall</b>					
Total District 2010	51	24	75	14	11
2009	43	32	75	16	9
2008	39	30	69	17	14
2005	32	29	61	29	10
2002 <sup>†</sup>	15	56	71	18	11
Service Provided	60	25	85	12	3
Users of kerbside recycling service	58	26	84	12	4
<b>Comparison*</b>					
Peer Group (Rural)	39	33	72	15	13
National Average	43	41	84	12	4
<b>Ward</b>					
Lakes-Murchison	18	16	34	7	59
Golden Bay	52	20	72	14	14
Motueka	51	26	77	14	9
Moutere-Waimea	49	23	72	19	9
Richmond	61	26	87	11	2

% read across

<sup>†</sup> 2002 readings refer to recycling only

\* Peer Group and National Averages are the averaged readings for rubbish collection and recycling, as these were asked separately in the 2008 National Communitrak Survey

The 55 residents who are not very satisfied with rubbish collection and kerbside recycling give the following main reasons for feeling this way ...

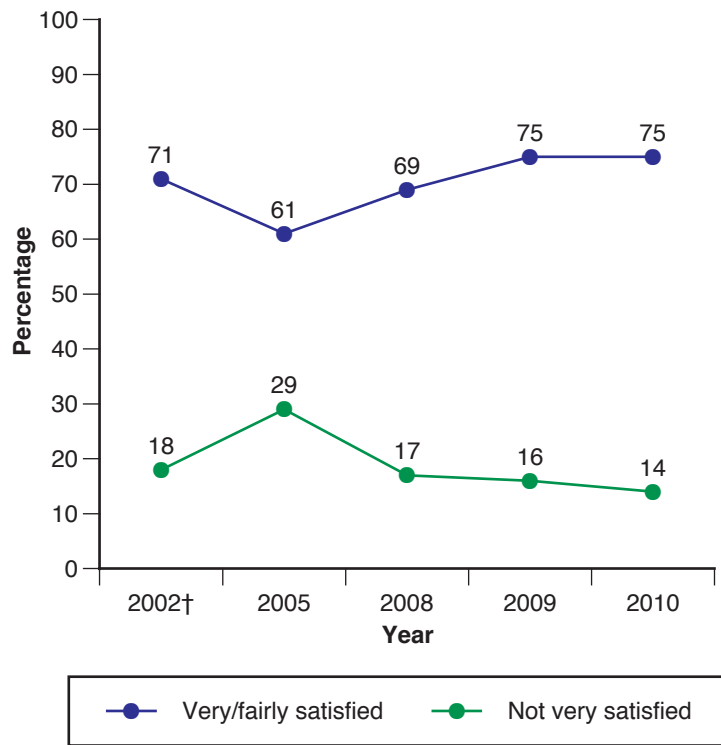
- too expensive/not value for money/extra costs and rates,
- no rubbish collection/kerbside recycling,
- not always picked up/irregular pick-up times,
- more effort into recycling/extend the range/too selective,
- use private contractor/pay for own/private wheelie bins,
- contractors/service could improve.

### Summary Table: Main Reasons\* For Being Not Very Satisfied With Rubbish Collection And Kerbside Recycling

	Total District 2010 %	Ward				
		Lakes-Murchison %	Golden Bay %	Motueka %	Moutere-Waimea %	Richmond %
<b>Percent Who Mention ...</b>						
Too expensive/not value for money/extra costs and rates	<b>3</b>	7	8	2	4	-
No rubbish collection/kerbside recycling	<b>3</b>	-	3	1	7	1
Not always picked up/irregular pick-up times	<b>2</b>	-	3	5	1	2
More effort into recycling/extend the range/too selective	<b>2</b>	-	-	3	3	2
Use private contractor/pay for own/private wheelie bins	<b>2</b>	-	-	1	2	4
Contractors/service could improve	<b>2</b>	-	-	3	1	2

\* multiple responses allowed

*Rubbish Collection And Kerbside Recycling*



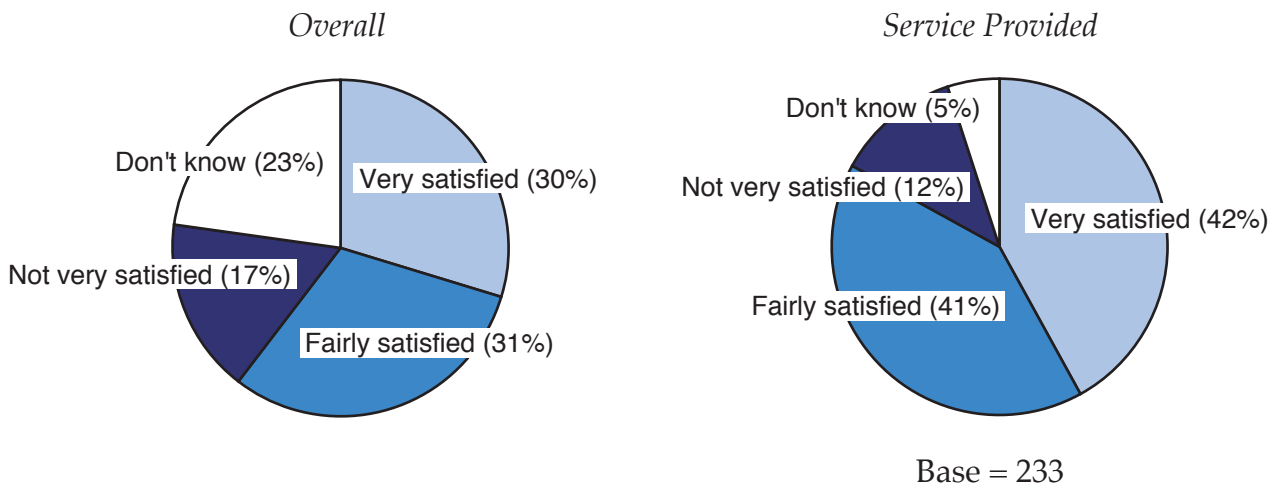
† 2002 readings refer to recycling only

**Recommended Satisfaction Measure For Reporting Purposes:**

Total District	=	75%
Service Provided	=	85%
Users of kerbside recycling service	=	84%



## vi. Stormwater Services



61% of residents are satisfied with stormwater services (67% in 2009), including 30% who are very satisfied (26% in 2009). 17% are not very satisfied and 23% are unable to comment (19% in 2009).

The percent not very satisfied (17%) is on par with the Peer Group and National Averages and the 2009 reading.

59% of residents are provided with a piped stormwater collection (62% in 2009) and, of these, 83% are satisfied and 12% not very satisfied.

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

## Satisfaction With Stormwater Services

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<b>Overall*</b>					
Total District 2010 <sup>†</sup>	30	31	61	17	23
2009	26	41	67	14	19
2008	22	41	63	11	26
2005	20	41	61	15	24
Service Provided	42	41	83	12	5
<b>Comparison</b>					
Peer Group (Rural)	22	42	64	14	22
National Average	28	49	77	14	9
<b>Ward</b>					
Lakes-Murchison	21	26	47	7	46
Golden Bay	4	25	29	31	40
Motueka	31	29	60	27	13
Moutere-Waimea	22	26	48	16	36
Richmond <sup>†</sup>	45	40	85	7	9

% read across

\* not asked prior to 2005

<sup>†</sup> does not add to 100% due to rounding

The 67 residents who are not very satisfied with stormwater services give the following main reasons ...

- flooding / surface flooding,
- inadequate system,
- needs improving / upgrading,
- no stormwater service.

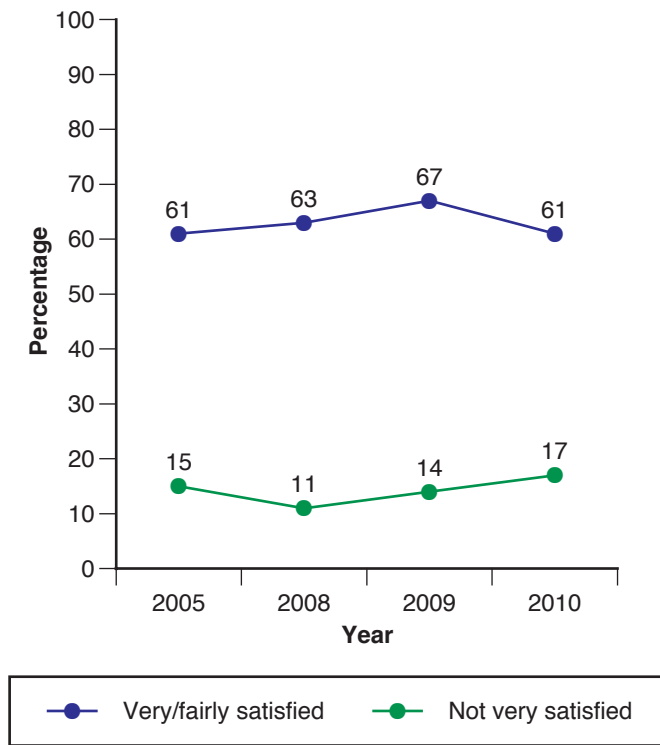
**Summary Table:**

**Main Reasons\* For Being Not Very Satisfied With Stormwater Services**

	<b>Total District 2010 %</b>	<b>Ward</b>				
		Lakes- Murchison %	Golden Bay %	Motueka %	Moutere- Waimea %	Richmond %
<b>Percent Who Mention ...</b>						
Flooding / surface flooding	<b>8</b>	3	15	15	4	3
Inadequate system	<b>3</b>	-	3	6	5	1
Needs improving / upgrading	<b>3</b>	-	8	4	2	1
No stormwater service	<b>3</b>	3	2	1	5	2

\* multiple responses allowed

*Stormwater Services*

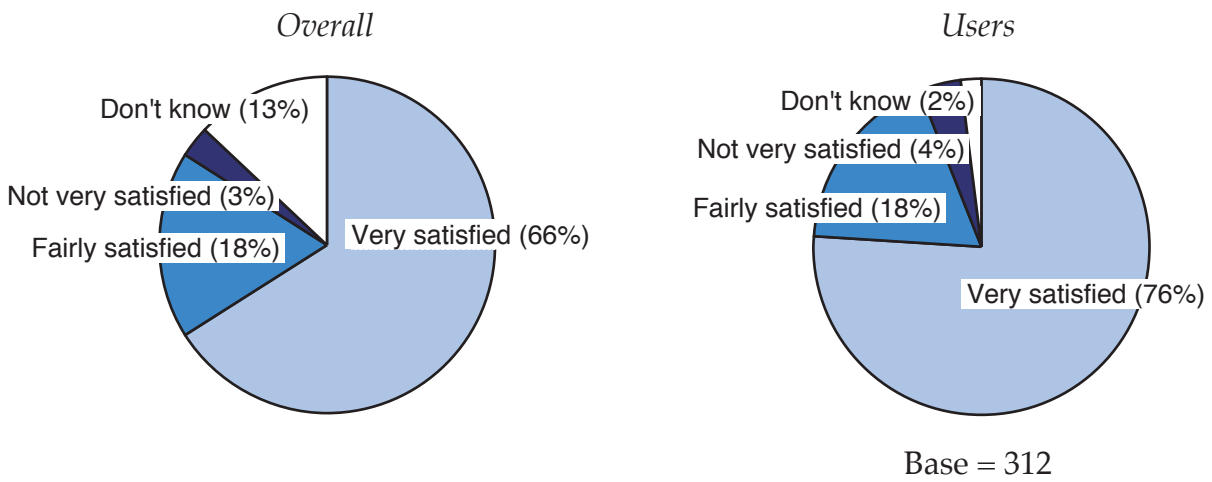


Recommended Satisfaction Measure For Reporting Purposes:

Total District = 61%

Service Provided = 83%

### vii. Public Libraries



84% of residents are satisfied with the District's public libraries, including 66% who are very satisfied (60% in 2009). 3% are not very satisfied and 13% are unable to comment.

The percent not very satisfied is similar to the Peer Group and National Averages and the 2009 reading.

80% of households have used a public library in the last 12 months. Of these, 94% are satisfied and 4% not very satisfied.

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

## Satisfaction With Public Libraries

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %	
<b>Overall*</b>						
Total District	2010	66	18	<b>84</b>	3	13
	2009	60	24	<b>84</b>	1	15
	2008	52	30	<b>82</b>	4	14
	2005	53	29	<b>82</b>	4	14
	2002	55	31	<b>86</b>	5	9
Users		76	18	<b>94</b>	4	2
<b>Comparison</b>						
Peer Group (Rural)		61	27	<b>88</b>	3	9
National Average		60	29	<b>89</b>	3	8
<b>Ward</b>						
Lakes-Murchison		50	21	<b>71</b>	-	29
Golden Bay		73	8	<b>81</b>	3	16
Motueka		68	15	<b>83</b>	10	7
Moutere-Waimea		65	21	<b>86</b>	-	14
Richmond		68	18	<b>86</b>	-	14

\* not asked in 1996 or 1999

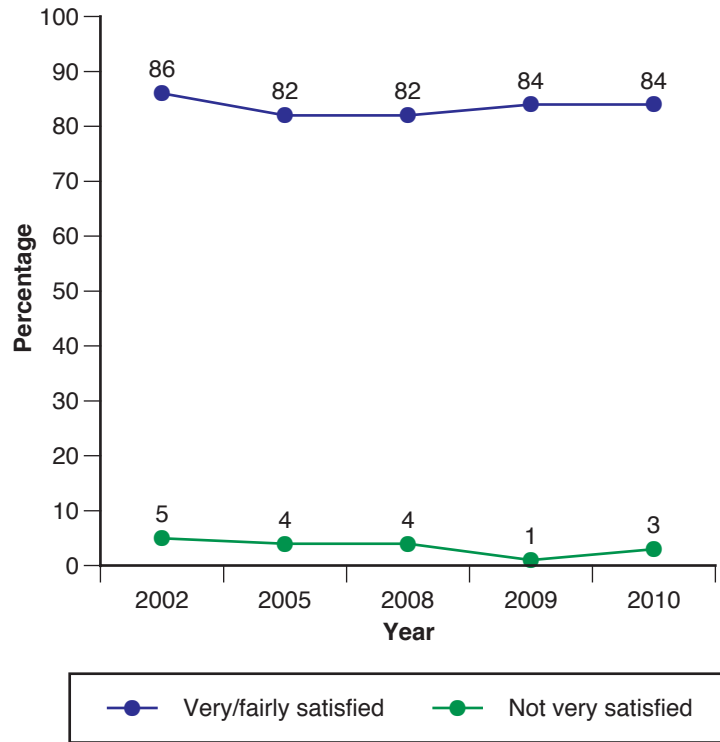
% read across

The 11 residents who are not very satisfied with public libraries give the following main reasons\* for feeling this way ...

- tourists using free Internet at library, mentioned by 1% of all residents,
- need larger selection/more books, 1%,
- library too small and cramped, 1%.

\* multiple responses allowed

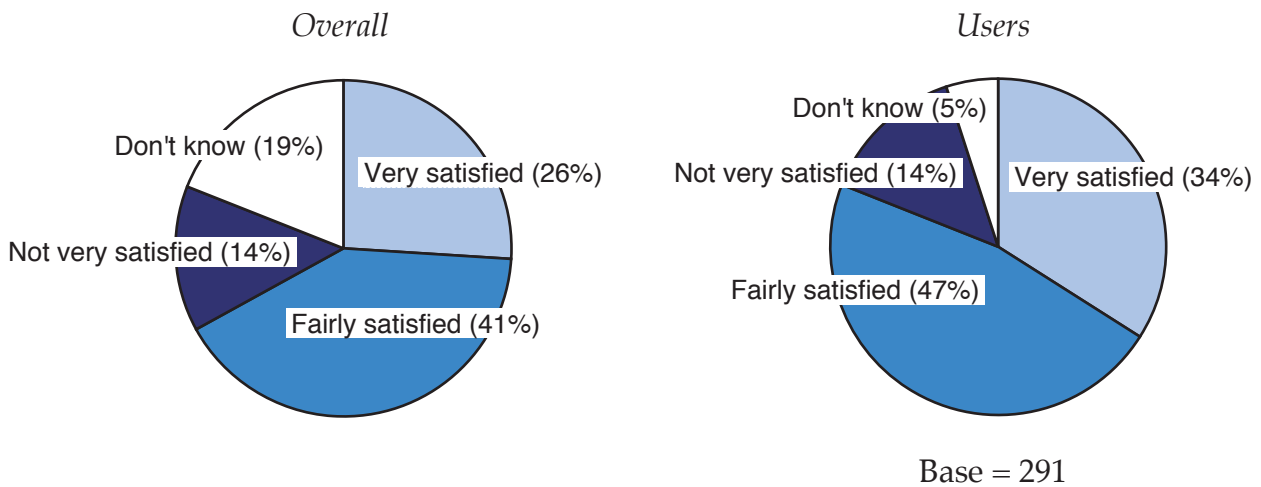
*Public Libraries*



Recommended Satisfaction Measure For Reporting Purposes:

Total District = 84%  
 Users = 94%

### *viii. Public Toilets*



67% of residents are satisfied with public toilets in the District. 14% are not very satisfied and 19% are unable to comment. These readings are similar to the 2009 results.

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

74% of households have used a public toilet in the last 12 months. Of these, 81% are satisfied (77% in 2009) and 14% are not very satisfied (18% in 2009).

Women are more likely to be not very satisfied with public toilets, than men.



## Satisfaction With Public Toilets

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<b>Overall*</b>					
Total District	26	41	67	14	19
2010	21	46	67	16	17
2009	23	45	68	13	19
2008	26	36	62	14	24
2005	17	48	65	18	17
2002					
Users	34	47	81	14	5
<b>Comparison</b>					
Peer Group (Rural)	25	39	64	23	13
National Average	18	41	59	25	16
<b>Ward</b>					
Lakes-Murchison†	40	38	78	9	14
Golden Bay	34	40	74	10	16
Motueka	31	32	63	17	20
Moutere-Waimea†	22	50	72	15	14
Richmond	22	40	62	12	26
<b>Gender</b>					
Male†	24	49	73	7	21
Female	29	33	62	20	18

% read across

\* not asked in 1996 or 1997

† does not add to 100% due to rounding

The 54 residents who are not very satisfied with public toilets give the following main reasons for feeling this way ...

- in poor condition/not maintained,
- unclean/dirty/need cleaning more often,
- need more toilets/not enough,
- need upgrading/improve facilities.

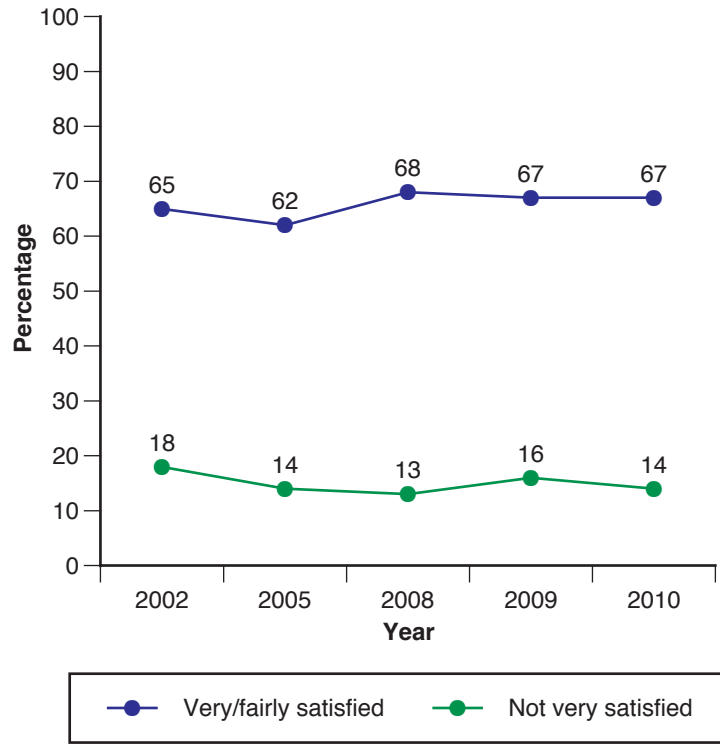
**Summary Table: Main Reasons\* For Being Not Very Satisfied With Public Toilets**

	<b>Total District 2010 %</b>	<b>Ward</b>				
		Lakes- Murchison %	Golden Bay %	Motueka %	Moutere- Waimea %	Richmond %
<b>Percent Who Mention ...</b>						
In poor condition/not maintained	<b>5</b>	1	6	4	5	6
Unclean/dirty/ need cleaning more often	<b>4</b>	4	3	3	6	3
Need more toilets/not enough	<b>4</b>	-	3	6	4	4
Need upgrading/improve facilities	<b>3</b>	1	3	3	4	4

\* multiple responses allowed

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

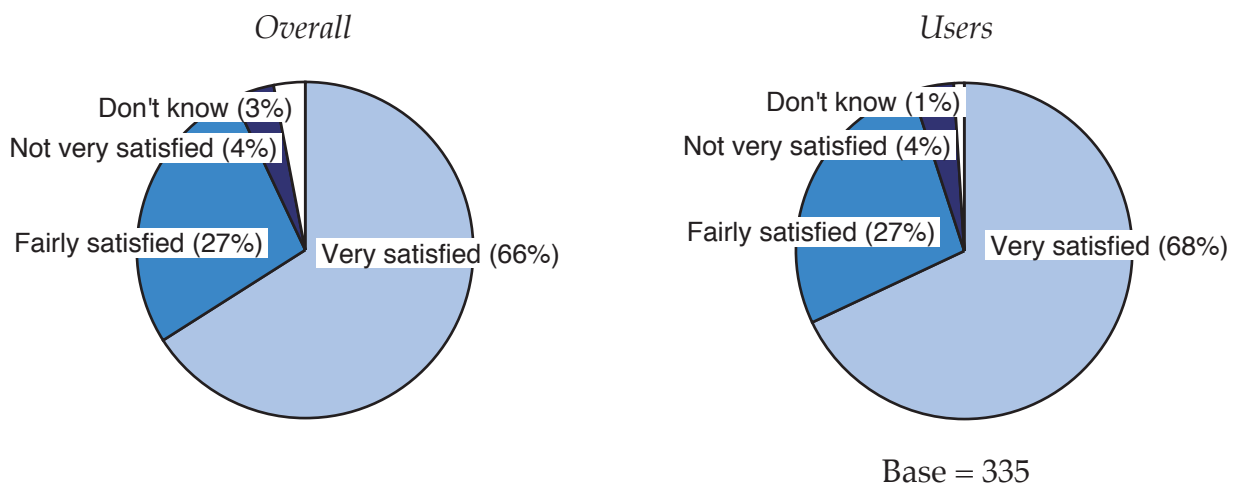
*Public Toilets*



Recommended Satisfaction Measure For Reporting Purposes:

Total District = 67%  
 Users = 81%

*ix. Recreational Facilities (such as playing fields and neighbourhood reserves)*



93% of residents overall are satisfied with the District's recreational facilities, including 66% who are very satisfied (59% in 2009), with 4% being not very satisfied. 3% are unable to comment.

The percent not very satisfied is similar to the averaged Peer Group and National readings for sportsfields and playgrounds and parks and reserves.

85% of households have used recreational facilities in the District in the last 12 months. Of these residents, 95% are satisfied with these facilities and 4% are not very satisfied.

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

## Satisfaction With Recreational Facilities

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<b>Overall*</b>					
Total District 2010	66	27	<b>93</b>	4	3
2009	59	36	<b>95</b>	3	2
2008	35	41	<b>76</b>	16	8
2005	36	42	<b>78</b>	12	10
Users	68	27	<b>95</b>	4	1
<b>Comparison**</b>					
Peer Group (Rural)	45	45	<b>90</b>	5	5
National Average	52	40	<b>92</b>	5	3
<b>Ward</b>					
Lakes-Murchison†	72	23	<b>95</b>	3	3
Golden Bay	47	41	<b>88</b>	10	2
Motueka	74	21	<b>95</b>	3	2
Moutere-Waimea	62	31	<b>93</b>	2	5
Richmond	67	26	<b>93</b>	4	3

% read across

\* readings prior to 2009 refer to recreational facilities, such as parks, playing fields, community halls and sports complexes. 2009 reading refers to other recreational facilities.

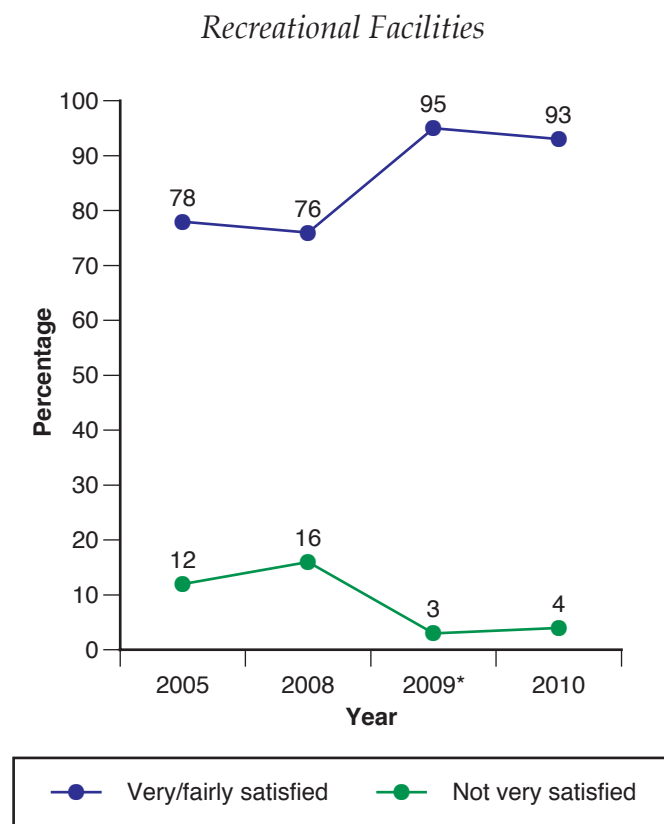
† does not add to 100% due to rounding

\*\* the Peer Group and National Averages are the averaged readings for sportsfields and playgrounds and parks and reserves and these were asked separately in the 2008 National Communitrak Survey

The main reasons\* given by the 16 residents not very satisfied with the District's recreational facilities are ...

- lack of maintenance, mentioned by 2% of residents,
- improve / complete facilities, 2%.

\* multiple responses allowed

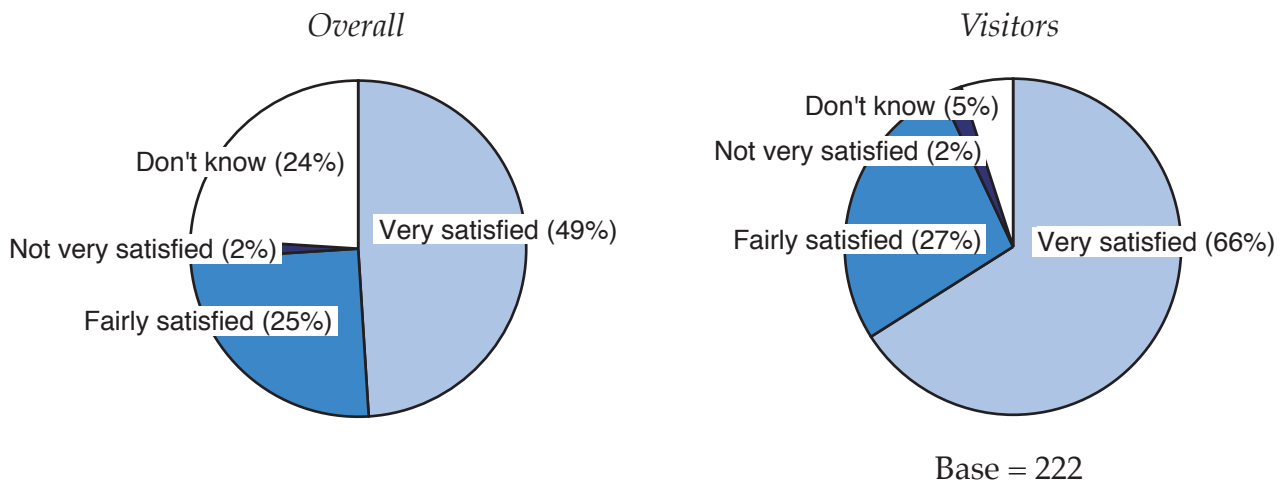


\* readings prior to 2009 refer to recreational facilities, such as parks, playing fields, community halls and sports complexes. 2009 reading refers to other recreational facilities. (In 2009 residents were also asked satisfaction with swimming pools).

Recommended Satisfaction Measure For Reporting Purposes:

Total District	=	93%
Users	=	95%

## x. Cemeteries



74% of residents are satisfied with cemeteries in the District, including 49% who are very satisfied (42% in 2009). 2% are not very satisfied and 24% are unable to comment (20% in 2009).

The percent not very satisfied is similar to the Peer Group and National Averages and the 2009 reading.

55% of households have visited a cemetery in the last 12 months. Of these, 93% are satisfied and 2% are not very satisfied.

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

### Satisfaction With Cemeteries

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<b>Overall*</b>					
Total District 2010	49	25	<b>74</b>	2	24
2009	42	36	<b>78</b>	2	20
Visitors	66	27	<b>93</b>	2	5
<b>Comparison</b>					
Peer Group (Rural)	43	39	<b>82</b>	3	15
National Average	34	40	<b>74</b>	4	22
<b>Ward</b>					
Lakes-Murchison	41	25	<b>66</b>	3	31
Golden Bay	55	38	<b>93</b>	1	6
Motueka <sup>†</sup>	57	21	<b>78</b>	2	19
Moutere-Waimea	44	26	<b>70</b>	2	28
Richmond	47	23	<b>70</b>	1	29

% read across

\* not asked prior to 2009

<sup>†</sup> does not add to 100% due to rounding



Eight residents are not very satisfied with cemeteries and give the following reasons\* for feeling this way ...

*"Could tidy up older graves."*

*"Could have more spent – lawns mowed more often and tidied more often."*

*"East Takaka is overgrown."*

*"Time to start another site."*

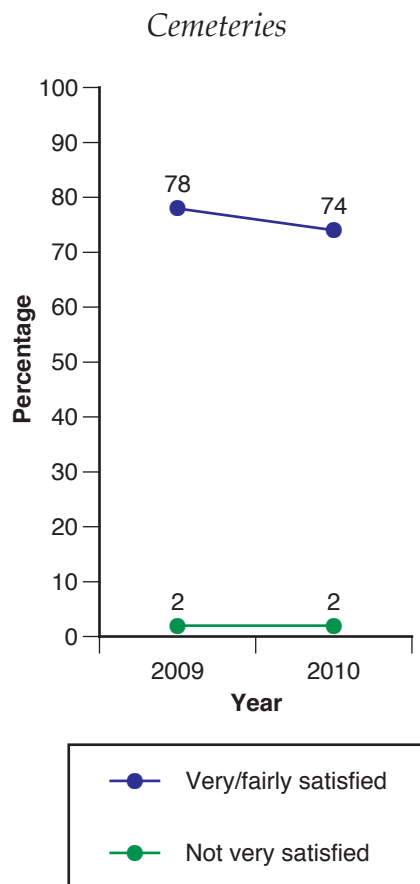
*"Too expensive and they will need to open up more of them in the future as a number are now full."*

*"Theft of plaques from headstones – Wakefield."*

*"They are tidy but I'm not all that impressed because they have horrible wire fences. New fences would help."*

*"Wakatu being changed roadwise."*

\* multiple responses allowed

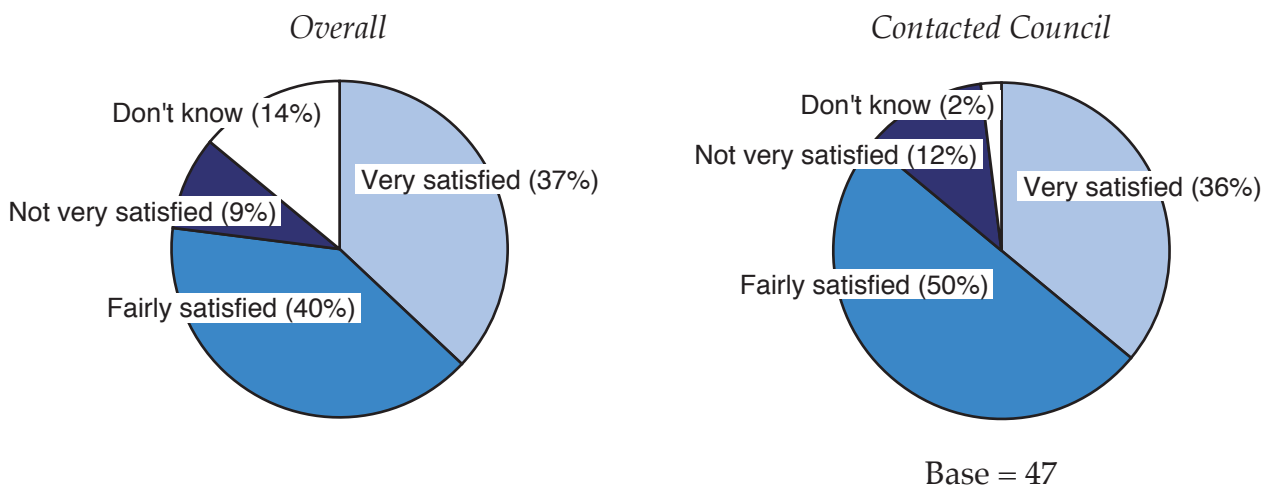


Recommended Satisfaction Measure For Reporting Purposes:

Total District = 74%

Visitors = 93%

### *xi. Dog Control*



77% of Tasman District residents express satisfaction with the Council's efforts in controlling dogs (80% in 2009), including 37% who are very satisfied (30% in 2009). 9% are not very satisfied and 14% are unable to comment (8% in 2009).

The percent not very satisfied compares favourably with both the Peer Group and National Averages and is on par with the 2009 reading.

13% of households have contacted the Council about dog control (19% in 2009). Of these, 86% are satisfied (72% in 2009) and 12% are not very satisfied (26% in 2009).

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

## Satisfaction With Dog Control

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<b>Overall*</b>					
Total District 2010	37	40	77	9	14
2009	30	50	80	12	8
2008	36	39	75	12	13
2005	26	47	73	12	15
Contacted Council	36	50	86	12	2
<b>Comparison</b>					
Peer Group (Rural)	35	39	74	21	5
National Average	31	46	77	19	4
<b>Ward</b>					
Lakes-Murchison	18	45	63	16	21
Golden Bay†	37	47	84	2	15
Motueka	37	40	77	16	7
Moutere-Waimea	38	34	72	8	20
Richmond	41	41	82	4	14

% read across

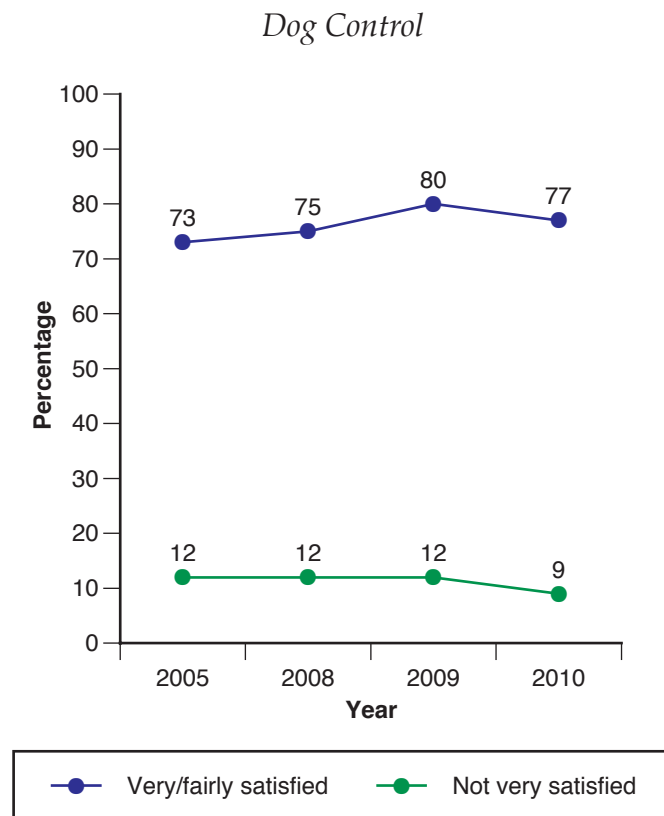
\* not asked prior to 2005

† does not add to 100% due to rounding

The 34 residents who are not very satisfied with Tasman District Council's dog control efforts give the following main reasons\* ...

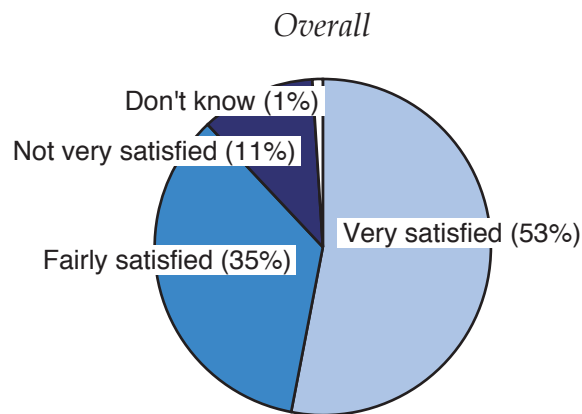
- too many roaming/uncontrolled, mentioned by 3% of all residents,
- dogs fouling, 3%,
- need more control/more enforcement, 2%,
- owners are not responsible/need educating, 2%.

\* multiple responses allowed



Recommended Satisfaction Measure For Reporting Purposes:

Total District	=	77%
Contacted Council	=	86%

*xii. Parking In Your Local Town*

88% of residents are satisfied with parking in their local town (92% in 2009), including 53% who are very satisfied. 11% are not very satisfied.

The percent not very satisfied is below the Peer Group and National Averages and on par with last year's reading.

Golden Bay residents are more likely to be not very satisfied with parking in their local town, than other Ward residents. It also appears that longer term residents, those residing in the District more than 10 years, are slightly more likely to feel this way, than shorter term residents.

## Satisfaction With Parking In Your Local Town

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<b>Overall*</b>					
Total District 2010	53	35	88	11	1
2009	53	39	92	8	-
2008	49	40	89	10	1
2005	38	47	85	14	1
<b>Comparison</b>					
Peer Group (Rural)	40	35	75	22	3
National Average	25	42	67	30	3
<b>Ward</b>					
Lakes-Murchison	62	32	94	3	3
Golden Bay <sup>†</sup>	21	36	57	39	3
Motueka	41	44	85	15	-
Moutere-Waimea	60	31	91	9	-
Richmond <sup>†</sup>	66	31	97	3	1
<b>Length of Residence</b>					
Lived there 10 years or less	56	38	94	5	1
Lived there more than 10 years	51	33	84	15	1

% read across

\* not asked in prior to 2005

<sup>†</sup> does not add to 100% due to rounding

The 46 residents not very satisfied with parking in their local town give the following main reasons ...

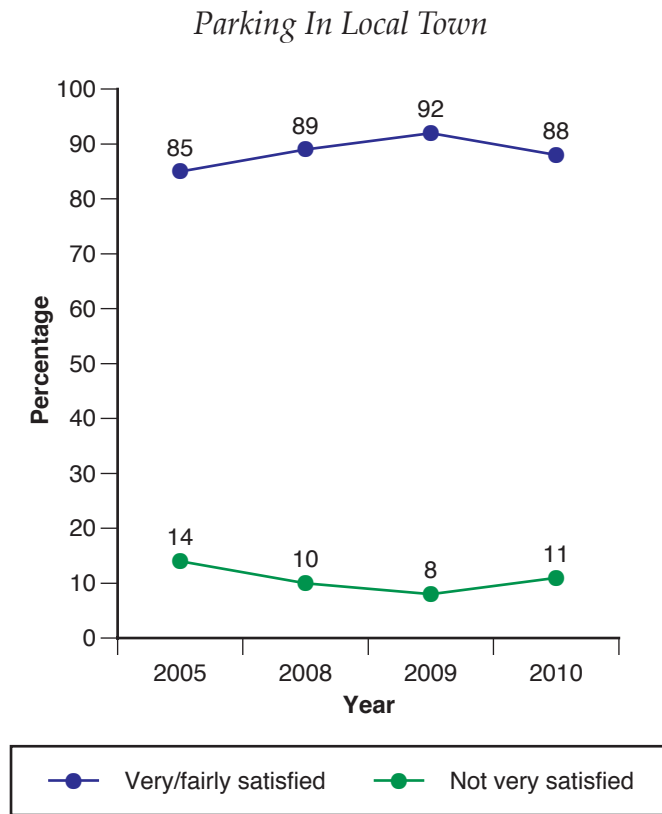
- not enough parking / need more,
- not enough in summer months,
- narrow roads.

**Summary Table:**

**Main Reasons\* For Being Not Very Satisfied With Parking In Local Town**

	<b>Total District 2010 %</b>	<b>Ward</b>				
		Lakes- Murchison %	Golden Bay %	Motueka %	Moutere- Waimea %	Richmond %
<b>Percent Who Mention ...</b>						
Not enough parking/need more	<b>6</b>	3	7	9	6	2
Not enough in summer months	<b>3</b>	-	18	4	-	-
Narrow roads	<b>1</b>	-	3	1	1	-

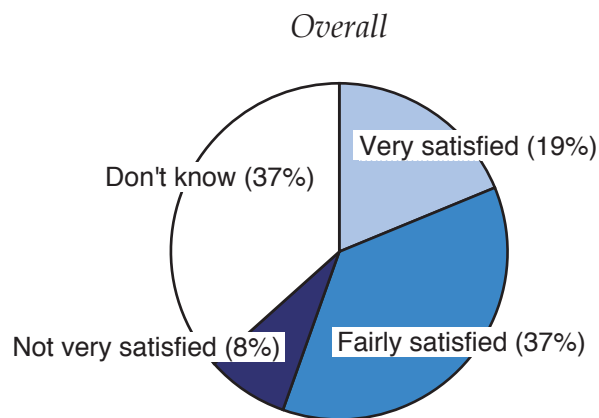
\* multiple responses allowed



Recommended Satisfaction Measure For Reporting Purposes:  
Total District = 88%



*xiii. Emergency Management (that is education and preparation for a Civil Defence emergency and co-ordinating response after an event)*



56% of Tasman residents are satisfied with emergency management, while 8% are not very satisfied. A large percentage, 37%, are unable to comment (32% in 2009).

The percent not very satisfied is similar to the Peer Group and National Averages and the 2009 reading.

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

## Satisfaction With Emergency Management

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<b>Overall*</b>					
Total District 2010 <sup>†</sup>	19	37	56	8	37
2009	18	40	58	10	32
2008	15	35	50	16	34
<b>Comparison</b>					
Peer Group (Rural)	28	32	60	6	34
National Average	21	36	57	6	37
<b>Ward</b>					
Lakes-Murchison	33	40	73	3	24
Golden Bay	17	43	60	11	29
Motueka	12	34	46	7	47
Moutere-Waimea	16	41	57	9	34
Richmond	25	32	57	7	36

% read across

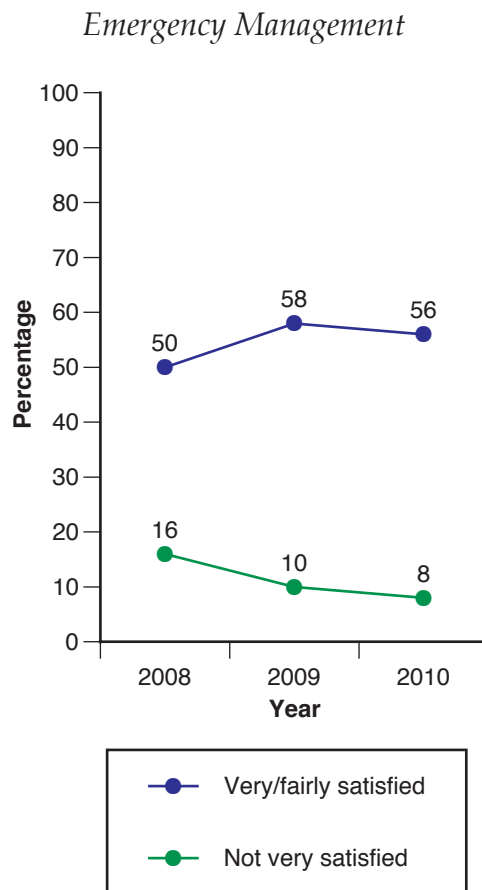
\* not asked prior to 2008

<sup>†</sup> does not add to 100% due to rounding

The 31 residents not very satisfied with emergency management give the following main reasons\* ...

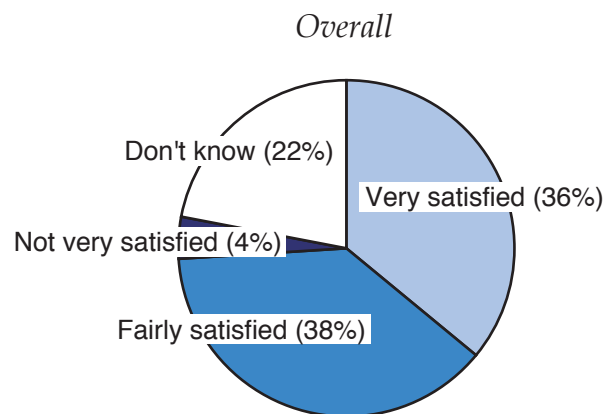
- lack of information/ not enough publicity/ knowledge, mentioned by 5% of all residents,
- needs improving/ need to be more prepared, 2%,
- need more education, 1%,
- non-existent/ not aware of any emergency plan, 1%.

\* multiple responses allowed



Recommended Satisfaction Measure For Reporting Purposes:  
Total District = 56%

*xiv. Environmental Education (that includes running Ecofest and Arbor Day events and the environment awards)*



74% of residents are satisfied with environmental education, including 36% who are very satisfied (33% in 2009). 4% are not very satisfied and 22% are unable to comment.

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

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

### Satisfaction With Environmental Education

	Very Satisfied %	Fairly Satisfied %	<b>Very/Fairly Satisfied %</b>	Not Very Satisfied %	Don't Know %
<b>Overall*</b>					
Total District 2010	36	38	<b>74</b>	4	22
2009	33	42	<b>75</b>	4	21
<b>Ward</b>					
Lakes-Murchison	24	44	<b>68</b>	2	30
Golden Bay <sup>†</sup>	31	41	<b>72</b>	8	21
Motueka	42	32	<b>74</b>	6	20
Moutere-Waimea	41	35	<b>76</b>	3	21
Richmond	33	42	<b>75</b>	3	22

% read across

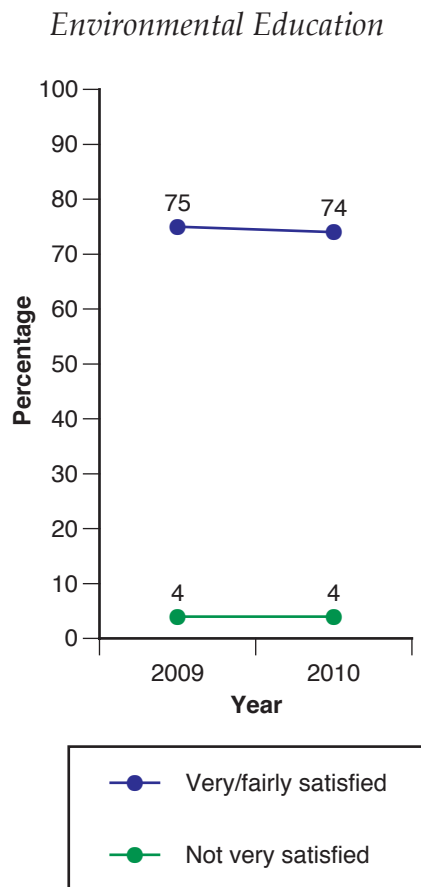
\* not asked prior to 2009

<sup>†</sup> does not add to 100% due to rounding

The 15 residents who are not very satisfied with environmental education give the following main reasons\* for feeling this way ...

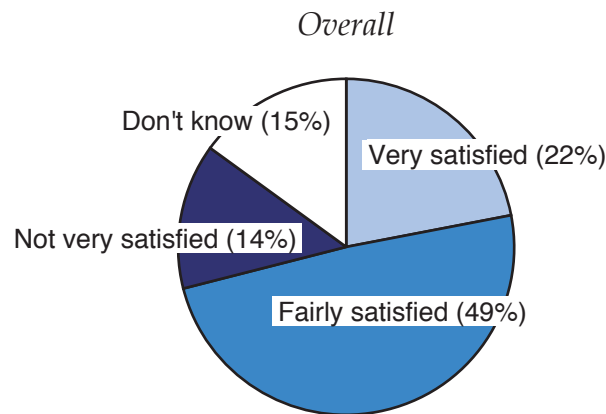
- not enough education / not publicised enough / not aware of any, mentioned by 2% of all residents,
- waste of time / money / not Council function, 1%.

\* multiple responses allowed



Recommended Satisfaction Measure For Reporting Purposes:  
Total District = 74%

*xv. Environmental Planning And Policy (that is planning and managing the natural resources like water, air quality, zoning land for various uses)*



71% of Tasman residents are satisfied with environmental planning and policy, while 14% are not very satisfied (20% in 2009) and 15% are unable to comment (11% in 2009).

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 environmental planning and policy.

### Satisfaction With Environmental Planning And Policy

	Very Satisfied %	Fairly Satisfied %	<b>Very/Fairly Satisfied %</b>	Not Very Satisfied %	Don't Know %
<b>Overall*</b>					
Total District 2010	22	49	<b>71</b>	14	15
2009	19	50	<b>69</b>	20	11
2008	13	49	<b>62</b>	22	16
<b>Ward</b>					
Lakes-Murchison	5	65	<b>70</b>	8	22
Golden Bay <sup>†</sup>	12	59	<b>71</b>	17	13
Motueka	24	48	<b>72</b>	15	13
Moutere-Waimea <sup>†</sup>	23	44	<b>67</b>	22	12
Richmond	29	46	<b>75</b>	8	17

% read across

\* not asked prior to 2008

<sup>†</sup> does not add to 100% due to rounding



56 residents are not very satisfied with environmental planning and policy. Main reasons given for being not very satisfied are ...

- poor planning/management/could be improved,
- water supply/management/allocation,
- housing developments/subdividing land.

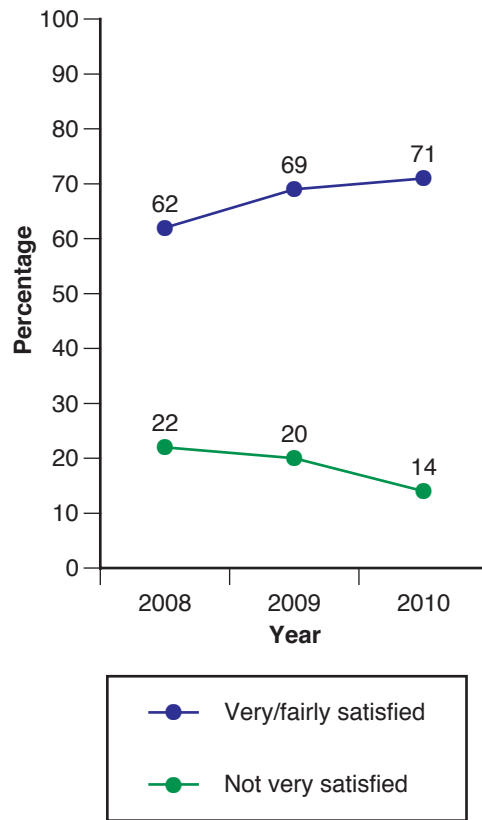
### Summary Table:

#### Main Reasons\* For Being Not Very Satisfied With Environmental Planning And Policy

	Total District 2010 %	Ward				
		Lakes- Murchison %	Golden Bay %	Motueka %	Moutere- Waimea %	Richmond %
Percent Who Mention ...						
Poor planning/management/ could be improved	3	3	3	3	2	3
Water supply/management/allocation	2	-	2	6	3	-
Housing developments/ subdividing land	2	3	-	3	2	2

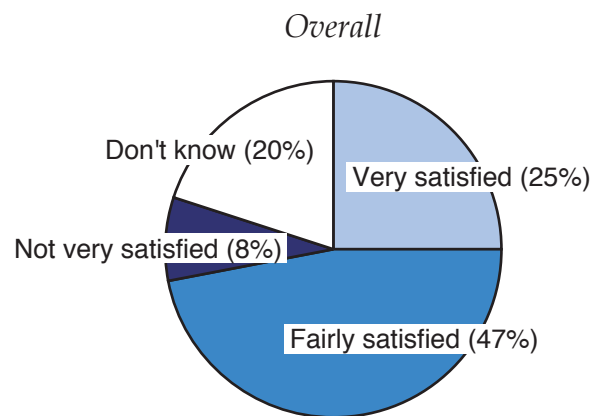
\* multiple responses allowed

*Environmental Planning And Policy*



Recommended Satisfaction Measure For Reporting Purposes:  
Total District = 71%

*xvi. Environmental Information (that includes monitoring and providing information on the state of our natural resources, like water quality)*



72% of Tasman residents are satisfied with environmental information (75% in 2009), including 25% who are very satisfied. 8% are not very satisfied and 20% are unable to comment (16% in 2009).

There are no comparative Peer Group or 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 environmental information.

### Satisfaction With Environmental Information

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<b>Overall*</b>					
Total District 2010	25	47	72	8	20
2009	25	50	75	9	16
2008	20	52	72	8	20
2002	14	49	63	16	21
<b>Ward</b>					
Lakes-Murchison†	19	55	74	5	20
Golden Bay	22	28	50	18	32
Motueka	22	53	75	8	17
Moutere-Waimea†	21	50	71	7	22
Richmond	34	44	78	6	16

% read across

\* not asked in 2005 or prior to 2002

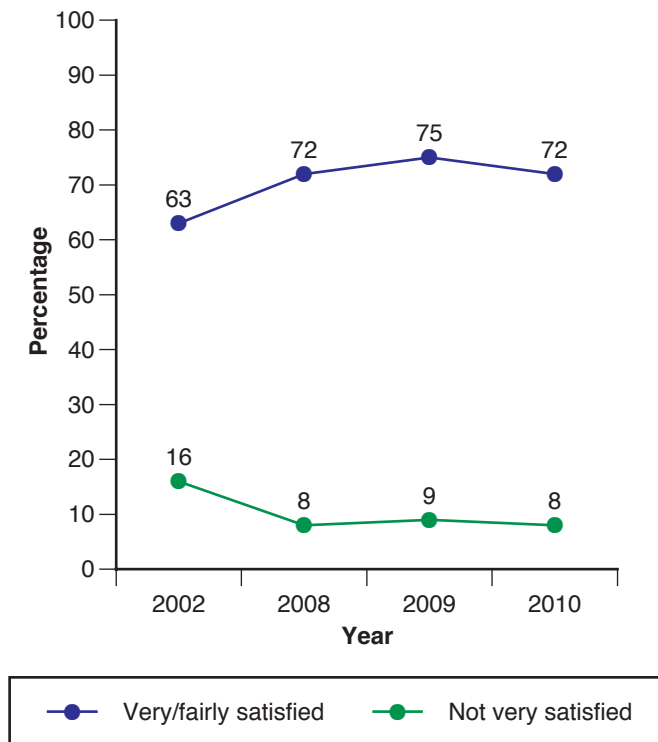
† does not add to 100% due to rounding

The 32 residents not very satisfied with environmental information give the following main reasons\* ...

- lack of information/hard to access, mentioned by 4% of all residents,
- need more control/concerns about contaminated water, 1%,
- no follow up from work done/no results from tests, 1%.
- water quality, 1%.

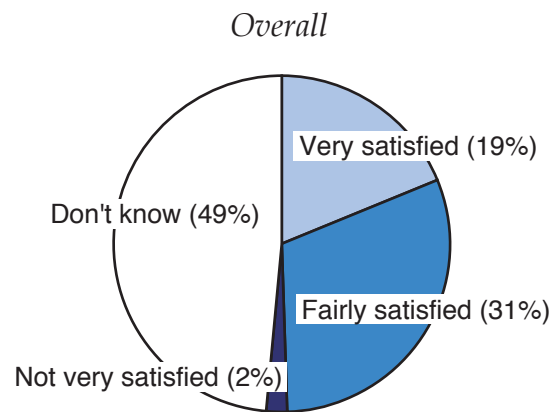
\* multiple responses allowed

*Environmental Information*



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

*xvii. Harbour Management And Safety Activity (eg, Harbourmaster activities)*



50% of Tasman residents are satisfied with harbour management and safety activity, while 2% are not very satisfied. A significant percentage, 49%, are unable to comment.

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

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

### Satisfaction With Harbour Management And Safety Activity

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<b>Overall*</b>					
Total District 2010	19	31	50	2	49
<b>Ward</b>					
Lakes-Murchison	3	17	20	-	80
Golden Bay <sup>†</sup>	15	38	53	6	40
Motueka <sup>†</sup>	26	32	58	2	39
Moutere-Waimea	18	38	56	1	43
Richmond	19	24	43	1	56

% read across

<sup>†</sup> does not add to 100% due to rounding

\* not asked prior to 2010

The six residents not very satisfied with harbour management and safety activity give the following reasons\* ...

*"Need to up management. Lots of jet skis etc."*

*"Too many uncontrolled speed boats at Kaiteriteri mixed amongst swimmers."*

*"Not at all organised – Mapua area."*

*"Too much effort on name instead of doing job."*

*"River – seven knots and told to go three knots – arrogant harbourmaster."*

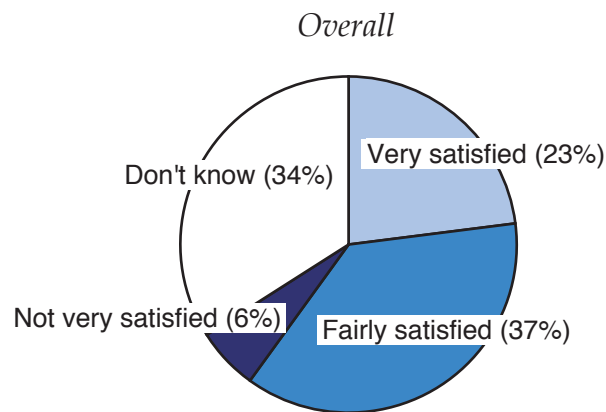
*"We need more free boat access down at the wharf."*

\* multiple responses allowed

Recommended Satisfaction Measure For Reporting Purposes:  
Total District = 50%



*xviii. Management Of Coastal Structures (eg, parks, wharves, rock protection work)*



60% of residents are satisfied with the management of coastal structures, while 6% are not very satisfied and a significant percentage, 34% are unable to comment.

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

There are no notable differences between Wards and between socio-economic groups in terms of those residents not very satisfied with the management of coastal structures.

## Satisfaction With The Management Of Coastal Structures

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<b>Overall*</b>					
Total District 2010	23	37	60	6	34
<b>Ward</b>					
Lakes-Murchison	6	23	29	-	71
Golden Bay <sup>†</sup>	16	39	55	16	30
Motueka	28	37	65	11	24
Moutere-Waimea	24	42	66	5	29
Richmond	25	35	60	3	37

% read across

\* not asked prior to 2010

<sup>†</sup> does not add to 100% due to rounding

The 26 residents who are not very satisfied with the management of coastal structures give the following main reasons\* for feeling this way ...

- need to do more / no forward planning, mentioned by 3% of all residents,
- rock protection works, 2%,
- coastal erosion, 1%.

\* multiple responses allowed

Recommended Satisfaction Measure For Reporting Purposes:  
Total District = 60%



## 2. Council Policy And Direction

It is important for Council to understand where public sentiment presently lies in terms of Council policy and direction. Council is, of course, not forced to adopt the most "popular" policies or direction, rather by understanding where people's opinions and attitudes currently lie, Council is able to embark on information, education, persuasion and/or communication strategies on particular topics if it is felt necessary to lead the public to fulfil Council's legitimate community leadership role.

Residents were asked whether there was any recent Council action, decision or management that they ...

- like or approve of,
- dislike or disapprove of.

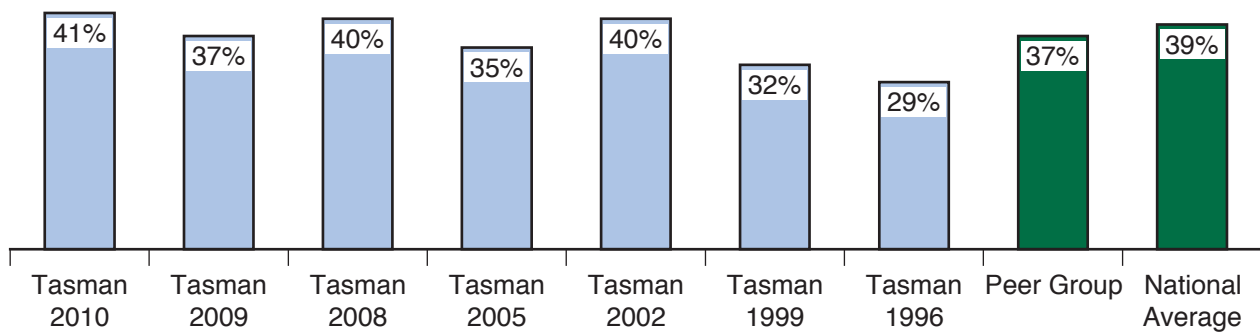
This was asked in order to gauge the level of support Tasman District residents have for Council's actions, decisions and management. "Support" is a mixture of agreement with the activity or decision, and/or whether District residents have been adequately informed of the proposed action/decision.

### a. Recent Council Actions, Decisions Or Management Residents Approve Of

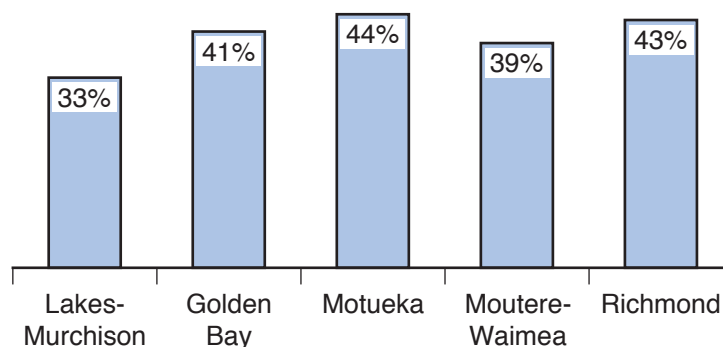
Overall, 41% of Tasman District residents have in mind a recent Council action, decision or management they approve of (37% in 2009). This is on par with the Peer Group Average and similar to the National Average.

There are no notable differences between Wards and between socio-economic groups in terms of those residents who have in mind a Council action, decision or management they approve of.

*Percent Approving - Comparison*



*Percent Approving - By Ward*



Main actions/decisions/management residents approve of are...

- sports and recreation facilities,
- beautification/upkeep of parks, reserves, public areas,
- do a good job/good service/good leadership,
- improved roading/traffic flow/road safety,
- footpaths/walkways.

**Summary Table: Main Council Actions/Decisions/Management Residents Approve Of**

	Total District 2010 %	Ward				
		Lakes- Murchison %	Golden Bay %	Motueka %	Moutere- Waimea %	Richmond %
<b>Percent Who Mention ...</b>						
Sports and recreation facilities	<b>6</b>	10	4	13	2	3
Beautification/upkeep of parks, reserves, public areas	<b>5</b>	4	-	5	6	7
Do a good job/good service/ good leadership <sup>†</sup>	<b>4</b>	7	6	5	3	2
Improved roading/traffic flow/ road safety	<b>4</b>	-	4	2	8	2
Footpaths/walkways	<b>4</b>	4	9	3	3	2

NB: refer to page 83

<sup>†</sup> 3% of residents mention "Council staff performance/service/attitude" as an issue they disapprove of

Other actions/decisions/management finding approval amongst 3% of residents are ...

- library facilities,
- cycleways/bike tracks,
- good consultation/communication/keep us informed/listen,
- stance on amalgamation with Nelson,

by 1% ...

- Sundial Square,
- building a dam/Lee Valley dam,
- rock protection work/coastal erosion,
- environmental issues,
- District planning/zoning,
- community involvement/events,
- recycling issues.

## b. Recent Council Actions, Decisions Or Management Residents Disapprove Of

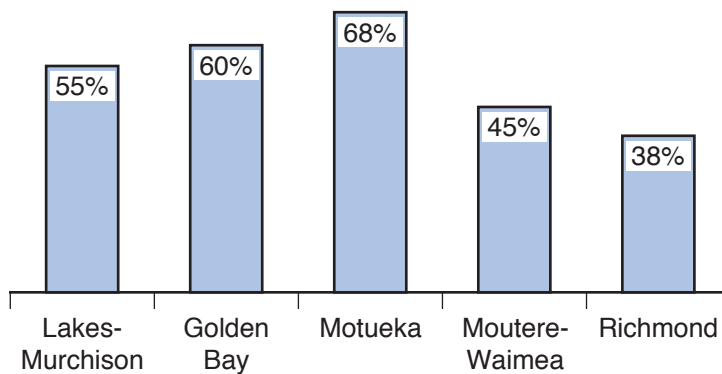
Overall, 51% of Tasman District residents have in mind a recent Council action, decision or management they disapprove of (38% in 2009). This is slightly above the Peer Group and National Averages.

Longer term residents, those residing in the District more than 10 years, are more likely to have in mind a recent Council action, decision or management they disapprove of, than shorter term residents.

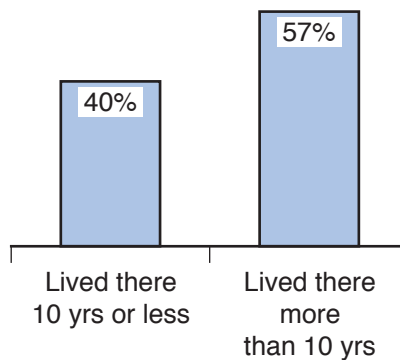
*Percent Disapproving - Comparison*



*Percent Disapproving - By Ward*



*Percent Disapproving - Comparing Different Types Of Residents*



Main actions/ decisions/ management residents disapprove of are ...

- relocating hall at Hope Domain,
- water supply issues,
- roading,
- roadworks - disruption/ taking too long.

**Summary Table:**

**Main Council Actions/Decisions/Management Residents Disapprove Of**

	<b>Total District 2010 %</b>	<b>Ward</b>				
		Lakes- Murchison %	Golden Bay %	Motueka %	Moutere- Waimea %	Richmond %
<b>Percent Who Mention ...</b>						
Relocating hall at Hope Domain	<b>11</b>	10	3	4	16	15
Water supply issues*	<b>5</b>	-	-	13	5	1
Roading <sup>†</sup>	<b>4</b>	-	8	7	1	3
Roadworks - disruption/ taking too long	<b>4</b>	4	-	11	1	1

NB: refer to page 80

<sup>†</sup> 4% of residents mention "improved roading/ traffic flows/ road safety" as an issue they approve of

\* 1% of residents mention "building a dam/ Lee Valley dam" as an issue they approve of



Other actions/decisions/management finding disapproval among 3% of residents are ...

- consent and permit process/slow/too many rules/bureaucracy,
- rates increases/rates too high/rates issues,
- Council staff performance/service/attitude,
- environmental issues,

by 2% ...

- traffic issues/traffic lights,
- amalgamation issue,
- lack of communication/consultation/don't listen,

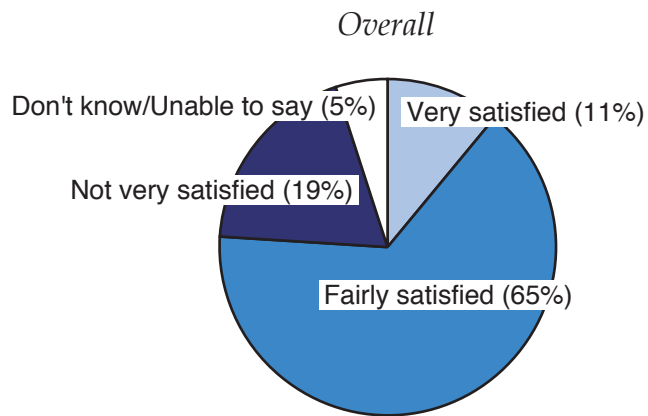
by 1% ...

- money spent/overspending/money wasted,
- stormwater drainage,
- Motueka swimming pool,
- planning/10 Year Plan/zoning,
- rubbish/recycling issues.



### **3. Rates Issues**

**a. Satisfaction With The Way Rates Are Spent On Services And Facilities Provided By Council**



### Satisfaction With The Way Rates Are Spent On Services And Facilities Provided By Council

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<b>Overall</b>					
Total District 2010	11	65	76	19	5
2009	9	63	72	23	5
2008	9	61	70	27	3
2005	9	62	71	22	7
2002	6	68	74	21	5
1999	4	62	66	27	7
1996	6	58	64	25	11
<b>Comparison</b>					
Peer Group (Rural)	8	58	66	29	5
National Average	8	63	71	24	5
<b>Ward</b>					
Lakes-Murchison	4	46	50	46	4
Golden Bay	-	56	56	30	14
Motueka	5	75	80	18	2
Moutere-Waimea	10	64	74	18	8
Richmond	20	67	87	12	1
<b>Gender</b>					
Male	11	63	74	24	2
Female <sup>†</sup>	10	68	78	14	7
<b>Length of Residence</b>					
Lived there 10 years or less <sup>†</sup>	15	68	83	11	7
Lived there more than 10 years	8	64	72	24	4

% read across

<sup>†</sup> does not add to 100% due to rounding

Overall, 76% of Tasman District residents are satisfied with the way rates are spent on services/ facilities provided by Council (72% in 2009), while 19% are not very satisfied.

The percent not very satisfied is below the Peer Group Average, slightly below the National Average and on par with the 2009 reading.

Residents more likely to be not very satisfied with the way rates are spent on services and facilities provided by Council are ...

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

The 77 residents who are not very satisfied give the following main reasons ...

- rates too high/increases/ too high for services received/ not value for money,
- money wasted/ not spent wisely/ excessive expenditure,
- too much/more spent in other areas/ bigger towns/ not being spent in our area.

**Summary Table: Main Reasons For Being Not Very Satisfied With The Way Rates Are Spent On Services And Facilities Provided By Council**

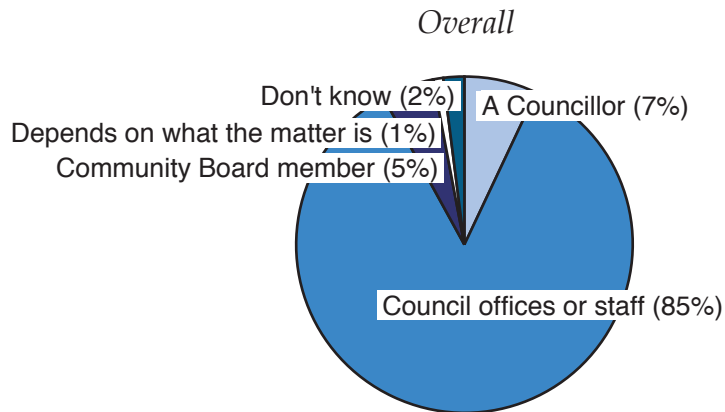
	Total District 2010 %	Ward				
		Lakes-Murchison %	Golden Bay %	Motueka %	Moutere-Waimea %	Richmond %
<b>Percent Who Mention ...</b>						
Rates too high/increases/ too high for services received/ not value for money	<b>9</b>	28	19	6	9	4
Money wasted/ not spent wisely/ excessive expenditure	<b>5</b>	-	11	2	2	7
Too much/more spent in other areas/ bigger towns/ not being spent in our area	<b>3</b>	9	-	8	1	1

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



#### **4. Contact With Council**

**a. Who They Approach First If They Have A Matter To Raise With Council**



**Summary Table:**

**Who They Approach First If They Have A Matter To Raise With Council**

	Total District 2010 %	Total District 2009 %	Ward				
			Lakes-Murchison %	Golden Bay %	Motueka %	Moutere-Waimea %	Richmond %
<b>Percent Who Mention ...</b>							
The Council offices or staff	<b>85</b>	84	83	72	80	84	94
A Councillor	<b>7</b>	7	17	7	8	8	2
A Community Board member*	<b>5</b>	6	-	18	11	2	-
Depends on what the matter is	<b>1</b>	2	-	3	-	2	1
The Mayor	-	-	-	-	-	1	-
Don't know	<b>2</b>	1	-	-	1	4	3
Total	100	100	100	100	100	*101	100

\* only read out to Motueka and Golden Bay Ward residents, two respondents from Moutere-Waimea Ward volunteered this information

† does not add to 100% due to rounding

85% of residents would contact Council offices or staff first if they had a matter to raise with Council, followed by a Councillor, 7%. These readings are similar to the 2009 results.

There are no notable differences between Wards and between socio-economic groups, in terms of those residents who say they would contact Council staff and offices.

Residents who say it depends on what the matter is, were asked to give examples of what they would contact a Councillor, the offices, or a Community Board member for ...

#### Contact A Councillor

*"If you have had them recommended."*

*"Hazardous ground grit – approached Councillor."*

*"An issue about say the local airport – want to put point of view across."*

*"Larger issues – issues of a greater scale."*

#### Contact The Offices

*"If we didn't know who to speak to."*

*"More simple matters."*

*"General enquiry."*

*"Football – Engineer, over specific areas."*

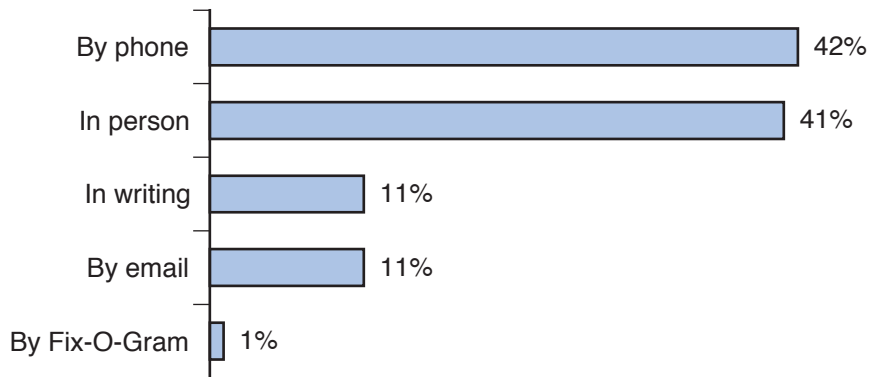
#### Contact A Community Board member

*No comments.*



**b. Levels Of Contact**

*2010 - Yes, Have Contacted Council Offices ...*



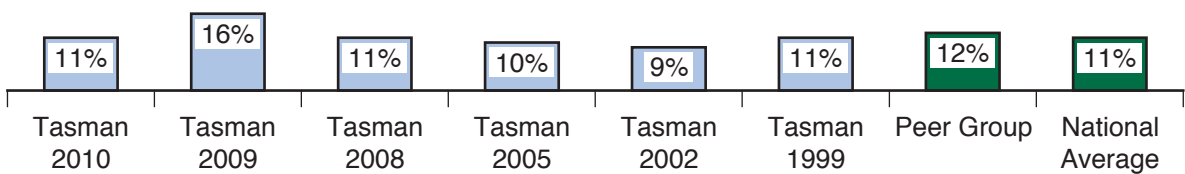
*Percent Saying 'Yes - By Phone' - Comparison*



*Percent Saying 'Yes - In Person' - Comparison*



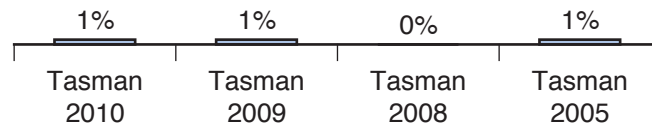
*Percent Saying 'Yes - In Writing' - Comparison*



*Percent Saying 'Yes - By Email' - Comparison*



*Percent Saying 'Yes - By Fix-O-Gram' - Comparison*



42% of residents have contacted Council offices by phone in the last year (38% in 2009), while 41% visited a Council office in person (45% in 2009) and 11% contacted Council in writing (16% in 2009). 11% have contacted Council offices by email (6% in 2009) and 1% contacted them by Fix-O-Gram.

Residents are less likely than like residents and on par with residents nationwide to say they have contacted Council offices by phone.

Residents are more likely to say they visited in person, than residents nationwide, and similar to Peer Group residents in this respect.

Tasman District residents are similar to the Peer Group and National Averages, in terms of contacting Council in writing, while being on par with the Peer Group Average and similar to the National Average in terms of email contact.

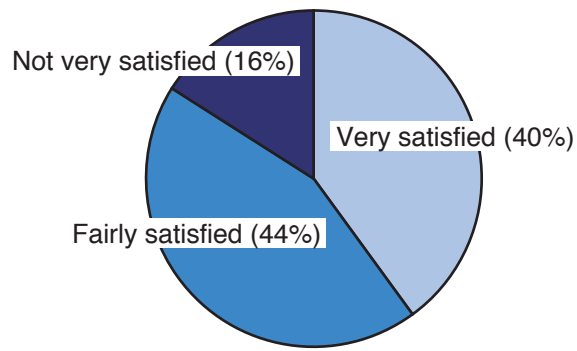
There are no Peer Group and National Averages for contact by Fix-O-Gram.

Residents more likely to visit a Council office in person are ...

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

There are no notable differences between Wards and between socio-economic groups, in terms of those residents who have contacted Council offices in person, in writing, by email and/or Fix-O-Gram.

**c. Satisfaction When Contacting The Council Offices By Phone**



Base = 172

### Satisfaction When Contacting Council Offices By Phone

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<b>Contacted Council Offices By Phone</b>					
2010	40	44	84	16	-
2009	38	36	74	26	-
2008	32	42	74	26	-
2005	37	42	79	21	-
2002	32	48	80	20	-
<b>Comparison</b>					
Peer Group (Rural)	37	39	76	23	1
National Average	44	40	84	16	-
<b>Ward</b>					
Lakes-Murchison*	35	32	67	33	-
Golden Bay*	41	48	89	11	-
Motueka	41	44	85	15	-
Moutere-Waimea	37	51	88	12	-
Richmond	45	37	82	18	-
<b>Gender</b>					
Male	35	41	76	24	-
Female	45	47	92	8	-
<b>Length of Residence</b>					
Lived there 10 years or less	36	62	98	2	-
Lived there more than 10 years	42	34	76	24	-

Base = 172

% read across

\* caution: small bases

84% of residents contacting the Council Offices by phone in the last 12 months are satisfied (74% in 2009), including 40% who are very satisfied, while 16% are not very satisfied (26% in 2009).

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

Residents<sup>†</sup> more likely to be not very satisfied are ...

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

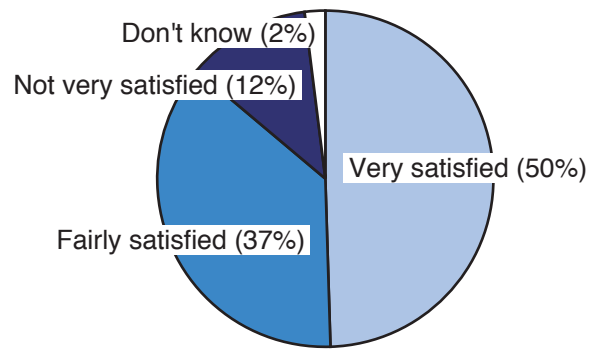
<sup>†</sup> those residents who have contacted the Council offices by phone (N = 172)

27 residents contacting Council Offices by phone are not very satisfied and give the following main reasons\* ...

- poor service/inefficient/slow, mentioned by 7% of residents contacting Council by phone (11 respondents),
- don't return calls/didn't get back to me, 3% (5 respondents),
- unhelpful/poor attitude, 3% (5 respondents),
- lack of action, 2% (3 respondents).

\* multiple responses allowed

**d. Satisfaction When Contacting The Council Offices In Person**



Base = 166

### Satisfaction When Contacting Council Offices In Person

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<b>Contacted Council Offices In Person</b>					
2010 <sup>†</sup>	50	37	87	12	2
2009	48	37	85	15	-
2008	36	43	79	21	-
2005	34	48	82	18	-
2002	34	53	87	12	1
<b>Comparison</b>					
Peer Group (Rural)	53	35	88	12	-
National Average	49	39	88	12	-
<b>Ward</b>					
Lakes-Murchison*	48	42	90	10	-
Golden Bay*	60	26	86	4	10
Motueka	41	46	87	11	2
Moutere-Waimea	50	31	81	19	-
Richmond	55	35	90	10	-
<b>Gender</b>					
Male	43	39	82	17	1
Female	57	34	91	6	3

Base = 166

% read across

\* caution: small bases

<sup>†</sup> does not add to 100% due to rounding

87% of residents contacting a Council office in person in the last 12 months are satisfied, including 50% who are very satisfied. These readings are similar to the 2009 results.

The percent not very satisfied is similar to the Peer Group and National Averages and the 2009 reading.

There are no notable differences between Wards and between socio-economic groups, in terms of those residents<sup>†</sup> not very satisfied. However, it appears that men are slightly more likely, than women, to feel this way.

<sup>†</sup> those residents who have contacted Council offices in person (N = 166)

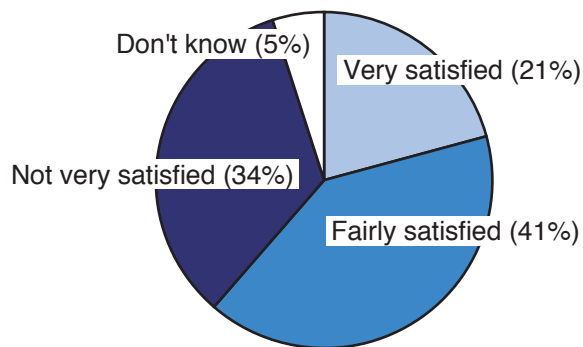
19 residents contacting a Council office in person are not very satisfied, and give the following main reasons\* ...

- poor attitude / unfriendly / unhelpful, mentioned by 4% of residents who contacted a Council office in person (6 respondents),
- lack of action, 3% (6 respondents),
- poor service / slow, 3% (5 respondents),
- don't get back to you, 1% (2 respondents).

\* multiple responses allowed



### e. Satisfaction When Contacting The Council Offices In Writing



Base = 44  
Margin of error  $\pm 14.8$

62% of residents contacting the Council offices in writing in the last 12 months are satisfied (75% in 2009) and 34% are not very satisfied (21% in 2009).

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

As the bases for all Wards and most socio-economic groups are small, <30, no comparisons have been made.

### Satisfaction When Contacting The Council Offices In Writing

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<b>Contacted Council Offices In Writing</b>					
2010 <sup>†</sup>	21	41	<b>62</b>	34	5
2009	46	29	<b>75</b>	21	4
2008	14	45	<b>59</b>	41	-
2005	20	39	<b>59</b>	37	4
2002	21	49	<b>70</b>	28	2
<b>Comparison</b>					
Peer Group (Rural)	20	32	<b>52</b>	43	5
National Average	31	28	<b>59</b>	36	5
<b>Ward*</b>					
Lakes-Murchison	-	100	<b>100</b>	-	-
Golden Bay	-	-	<b>-</b>	42	58
Motueka	38	15	<b>53</b>	47	-
Moutere-Waimea	11	58	<b>69</b>	31	-
Richmond	25	54	<b>79</b>	21	-

Base = 44

% read across

\* caution: small/very small bases

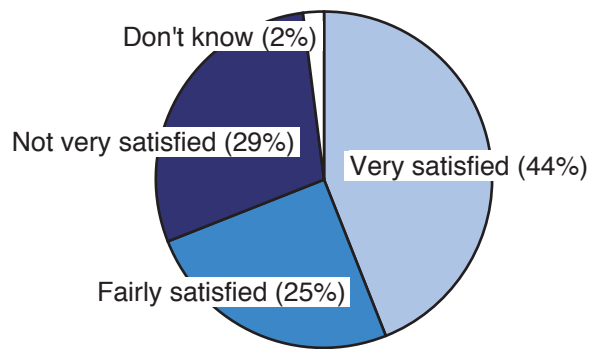
<sup>†</sup> does not add to 100% due to rounding

14 residents contacting Council Offices in writing are not very satisfied and give the following main reasons\* ...

- poor service/slow, mentioned by 14% of residents contacting Council Offices in writing (6 respondents),
- unsatisfactory outcome/matter not resolved, 12% (5 respondents),
- no reply/no response/not heard back, 5% (2 respondents).

\* multiple responses allowed

## f. Satisfaction When Contacting The Council Offices By Email



Base = 41  
Margin of error  $\pm 15.3\%$

69% of residents contacting the Council offices by email in the last 12 months are satisfied (79% in 2009), while 29% are not very satisfied (21% in 2009).

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

As the bases for all Wards and socio-economic groups are small, <30, no comparisons have been made.

### Satisfaction When Contacting The Council Offices By Email

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<b>Contacted Council Offices By Email</b>					
2010	44	25	69	29	2
2009	42	37	79	21	-
2008	23	48	71	29	-
<b>Comparison</b>					
Peer Group (Rural)	44	37	81	19	-
National Average	49	37	86	13	1
<b>Ward*</b>					
Lakes-Murchison	-	33	33	67	-
Golden Bay	78	-	78	22	-
Motueka <sup>†</sup>	32	20	52	42	7
Moutere-Waimea	46	35	81	19	-
Richmond <sup>†</sup>	51	24	75	24	-

Base = 41

% read across

\* caution: small/very small bases

<sup>†</sup> does not add to 100% due to rounding

13 residents contacting Council Offices by email are not very satisfied and give the following reasons\* ...

- no response/no reply, mentioned by 17% of residents contacting Council offices by email (8 respondents),
- others, 12% (5 respondents).

\* multiple responses allowed

**g. Satisfaction When Contacting The Council Offices By Fix-O-Gram**

One resident contacting the Council offices by Fix-O-Gram in the last 12 months is very satisfied and two residents are fairly satisfied.

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

## h. Satisfaction With Service Received When Contacted Council

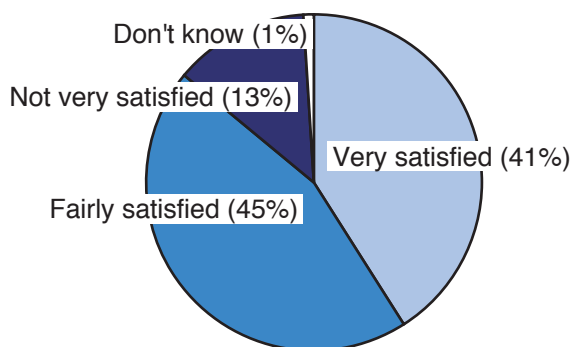
The Council office or service centre residents mainly deal with is the office in their Ward or close to their Ward.

	Had Contact 2010 %	Ward				
		Lakes-Murchison %	Golden Bay %	Motueka %	Moutere-Waimea %	Richmond %
Percent Who Mention ...						
Richmond	61	84	16	11	87	100
Motueka	27	-	-	89	12	-
Takaka	10	-	84	-	-	-
Murchison	1	16	-	-	-	-
Unsure	-	-	-	-	1	-
Total	*99	100	100	100	100	100
Base	250	*27	*25	66	69	63

\* caution: small base

† does not add to 100% due to rounding

*Contacted A Council Office In Last 12 Months*



Base = 250

Of the 62% residents who contacted the Council offices by phone, in person, in writing, by email or by Fix-O-Gram in the last 12 months, 86% are satisfied, including 41% who are very satisfied, with 13% being not very satisfied.

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

61% of residents who have contacted the Council in the last 12 months, have contacted the Richmond Office (65% in 2009), while 27% have contacted the Motueka Office (20% in 2009).

There are no notable differences between Wards and between socio-economic groups in terms of those residents<sup>†</sup> who are not very satisfied. However, it appears that the following residents<sup>†</sup> are slightly more likely to feel this way ...

- residents aged 40 years or over,
- longer term residents, those residing in the District more than 10 years.

<sup>†</sup> those residents who have contacted Council in the last 12 months (N=250)

## Satisfaction When Contacting Council

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<b>Contacted Council</b>					
2010	41	45	86	13	1
2009	42	46	88	12	-
2008	36	47	83	17	-
2005	32	51	83	17	-
2002	35	50	85	14	1
1999	31	53	84	16	-
1996	36	44	80	18	2
<b>Comparison</b>					
Peer Group (Rural)	38	42	90	19	1
National Average	37	47	84	16	-
<b>Ward</b>					
Lakes-Murchison*	32	33	65	35	-
Golden Bay*	38	48	86	7	7
Motueka	46	44	90	10	-
Moutere-Waimea	40	49	89	11	-
Richmond	41	46	87	13	-
<b>Age</b>					
18-39 years	37	60	97	3	-
40-59 years	47	38	85	15	-
60+ years	37	40	77	20	3
<b>Length of Residence</b>					
Lived there 10 years or less	40	53	93	7	-
Lived there more than 10 years	41	41	82	17	1

Base = 250

% read across

\* caution: small bases

### Recommended Satisfaction Measure For Reporting Purposes:

Contacted Council In The Last 12 Months	=	86%
Contacted By Phone	=	84%
Contacted In Person	=	87%
Contacted In Writing	=	62%
Contacted By Email	=	69%
Contacted by Fix-O-Gram*	=	100%

\* caution: very small base (N=3)

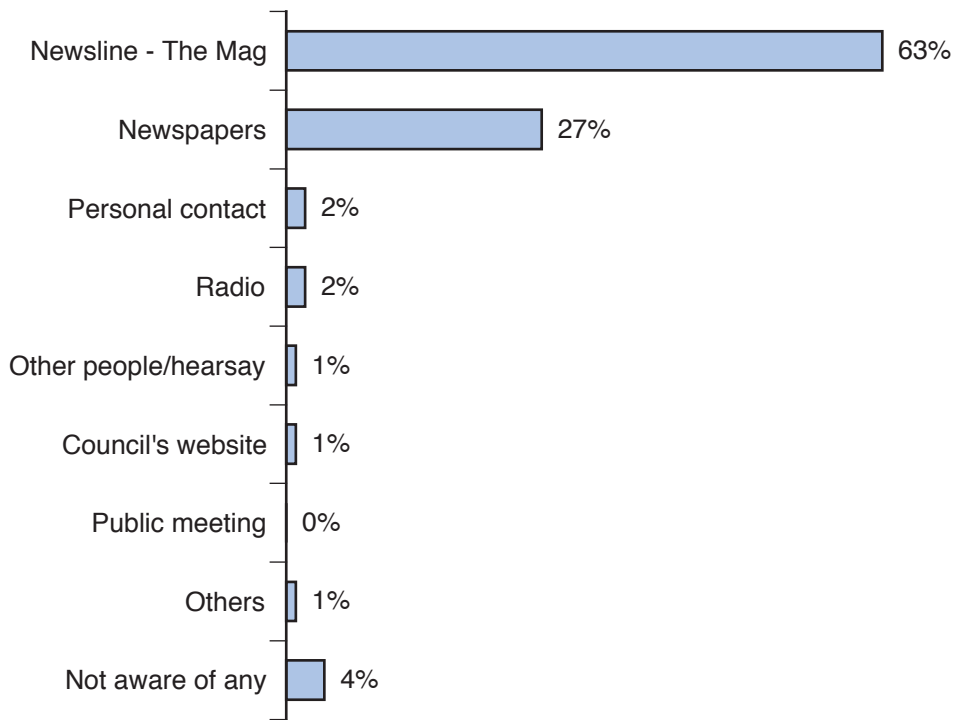




## **5. Information**

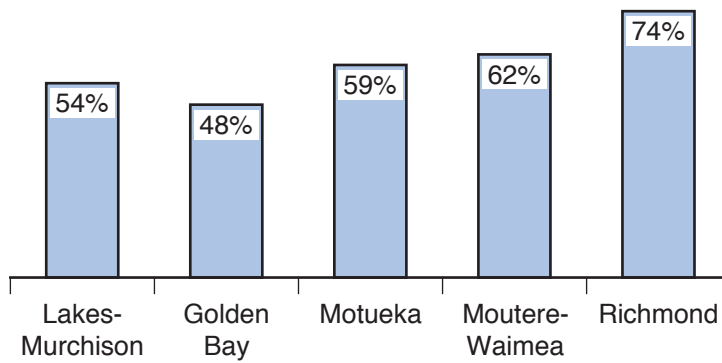
**a. Main Source of Information About Council**

*Where Or From Whom Do You Mainly Get Your Information About Council?*

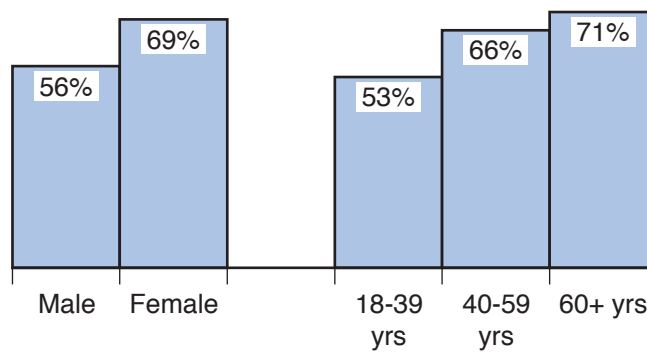


(does not add to 100% due to rounding)

*Percent Saying "Newsline - The Mag" - By Ward*



*Percent Saying "Newsline - The Mag" - Comparing Different Types Of Residents*



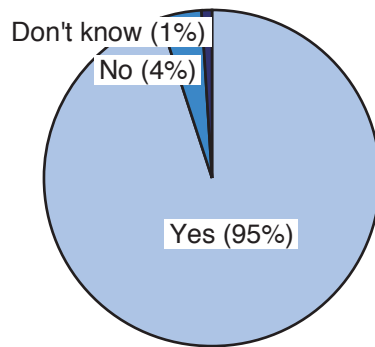
"Newslines - The Mag" is mentioned by 63% of residents as their main source of information about the Council (55% in 2009), while 27% mention newspapers (35% in 2009).

Residents more likely to see "Newslines - The Mag" as their main source of information are ...

- women,
- residents aged 40 years or over.

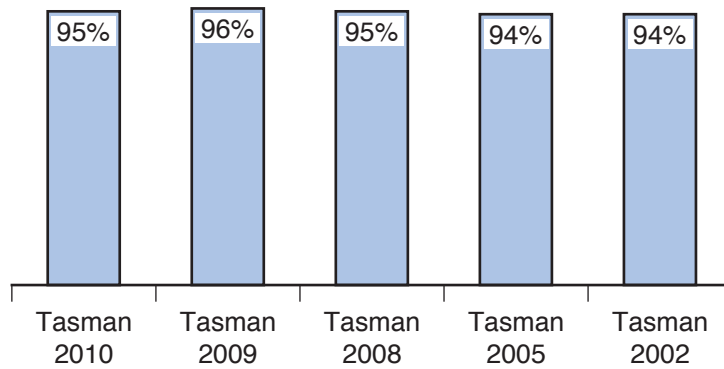
**b. Readership Of Published Information Provided By Council**

*Residents Who Are Aware Of Information About Council*

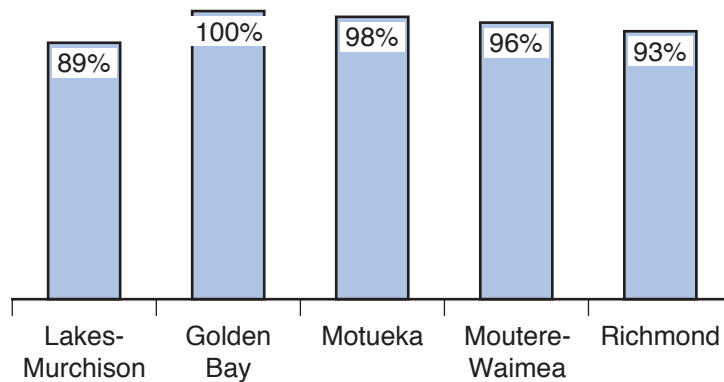


Base = 391

*Percent Saying "Yes" - Comparison*



*Percent Saying "Yes" - By Ward*



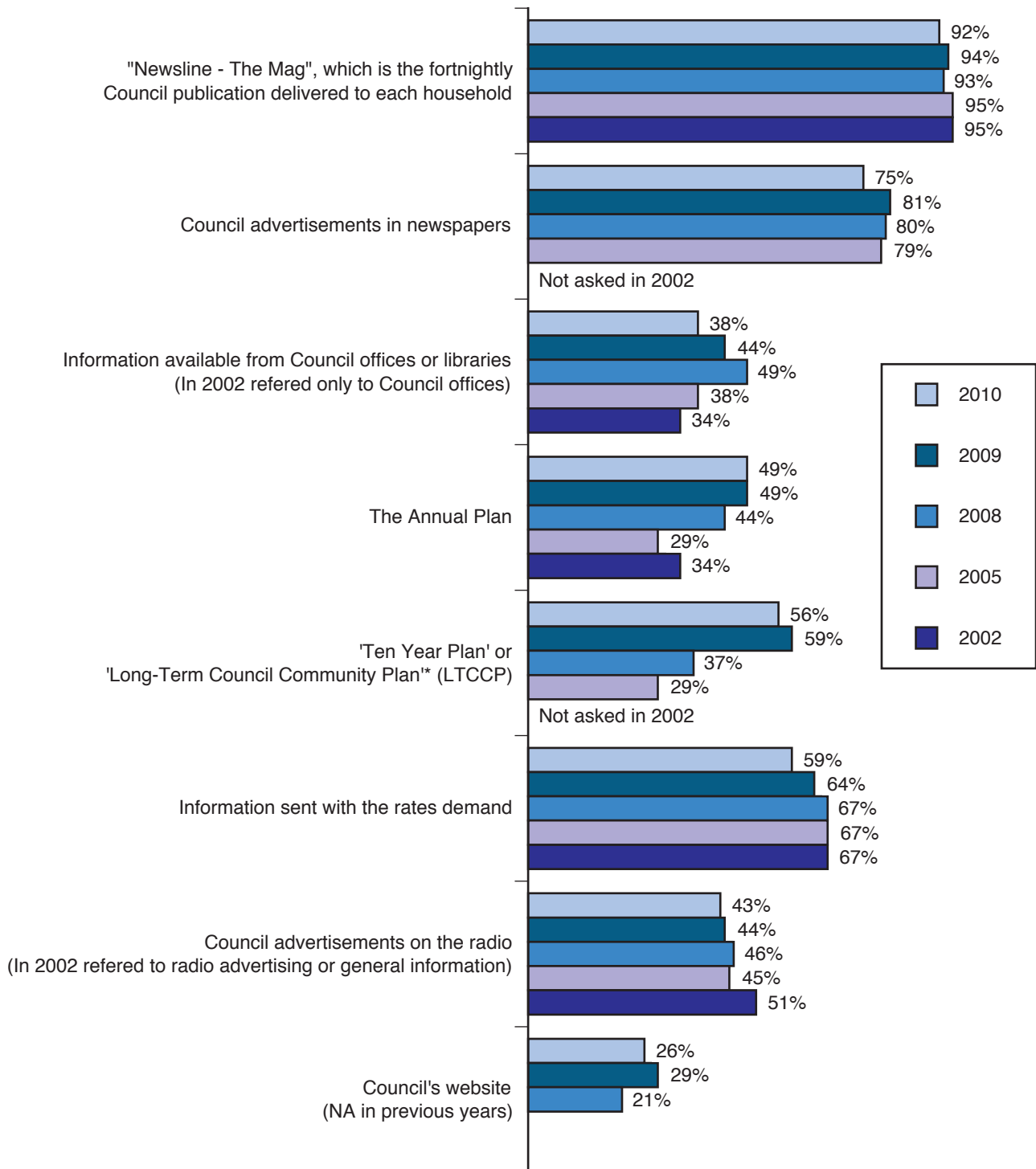
95% of Tasman residents who are aware of information about Council say they have seen, read or heard, in the last 12 months, information Council publishes specifically for the community. This is similar to the 2009 results.

There are no notable differences between Wards and between socio-economic groups, in terms of those residents who have seen, read or heard, in the last 12 months, information Council publishes specifically for the community.

### c. Types Of Published Information Residents Have Seen Or Read In The Last 12 Months

Those residents (N=374) who have seen, read or heard any information, were asked to consider what types these were.

*Yes, Have Seen Or Read - 2010*



Base = 374

\* prior to 2009 readings refer to 'The Long-Term Council Community Plan' only

Of those who have seen, read or heard information produced by Council in the last 12 months, the majority have seen/read "Newslite - The Mag" (92%) and/or Council advertisements in newspapers (75%).

There are no notable differences between Wards and between socio-economic groups, in terms of those residents<sup>†</sup> who have seen or read "Newslite - The Mag". However, it appears that residents who live in a one or two person household are slightly more likely, to have done so, than those who live in a three or more person household

There are no notable differences between Wards and between socio-economic groups in terms of those residents<sup>†</sup> who have seen or read Council advertisements in newspapers. However, it appears that Lakes-Murchison Ward residents are slightly less likely, than other Ward residents, to have done so.

Residents<sup>†</sup> more likely to have seen or read the information sent with the rates demand are ...

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

Men<sup>†</sup> are more likely to have heard Council advertisements on the radio, than women<sup>†</sup>.

Men<sup>†</sup> are more likely to have seen or read the Annual Plan, than women<sup>†</sup>.

There are no notable differences between Wards and between socio-economic groups, in terms of those residents<sup>†</sup> who have seen or read information available from Council offices and libraries. However, it appears that Golden Bay Ward residents are slightly more likely, than other Ward residents, to have done.

There are no notable differences between Wards and between socio-economic groups, in terms of those residents<sup>†</sup> who have seen or read the 'Ten Year Plan' or LTCCP. However, it appears that men are slightly more likely to have done so, than women.

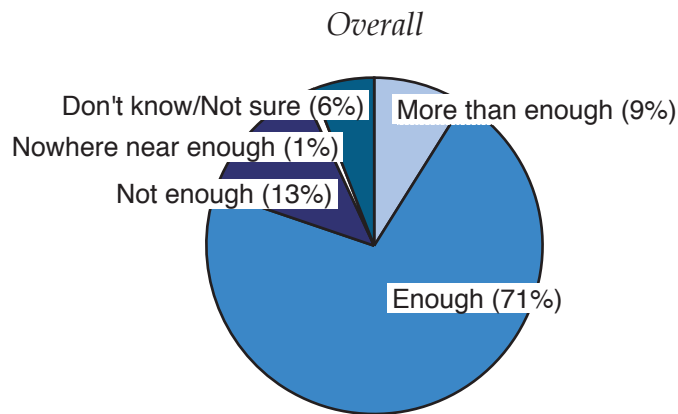
Residents<sup>†</sup> more likely to have seen or read the Council's website are ...

- residents with an annual household income of \$30,000 or more,
- shorter term residents, those residing in the District 10 years or less.

<sup>†</sup> residents who have seen, read or heard information published or broadcast by Council N=374

### d. The Sufficiency Of The Information Supplied

All residents were asked whether they considered the information supplied by Council to be sufficient.



#### Summary Table: Comparisons

	Total District 2010 %	Total District 2009 %	Peer Group %	National Average %	Ward				
					Lakes-Murchison %	Golden Bay %	Motueka %	Moutere-Waimea %	Richmond %
<b>Percent Who Mentioned ...</b>									
More than enough	9	11	5	8	8	6	5	9	12
Enough	72	70	54	56	60	52	76	74	76
Not enough	13	14	25	25	20	33	9	10	8
Nowhere near enough	1	1	12	8	3	-	2	2	-
Don't know/Not sure	6	4	4	3	8	8	8	5	4
Total	<sup>†</sup> 101	100	100	100	99	99	100	100	100

<sup>†</sup> does not add to 100% due to rounding

81% of residents feel that there is more than/enough information supplied, while 14% feel there is not enough/nowhere near enough information supplied. These readings are similar to the 2009 results.

Tasman District residents are more likely to feel there is enough/more than enough information supplied to the community, than like residents and residents nationwide.

There are no notable differences between Wards and between socio-economic groups, in terms of those residents who say there is enough/more than enough information. However, it appears that the following residents are slightly more likely to feel this way ...

- Motueka, Moutere-Waimea and Richmond Ward residents,
- shorter term residents, those residing in the District 10 years or less.

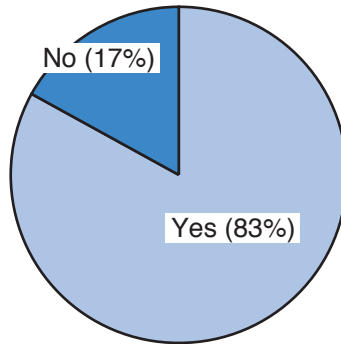




## 6. Local Issues

**a. Internet Access**

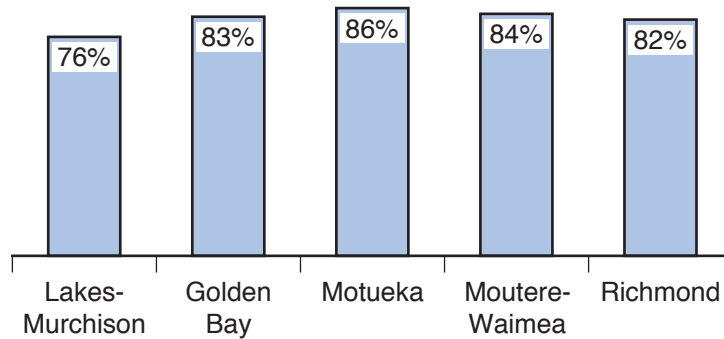
*Overall*



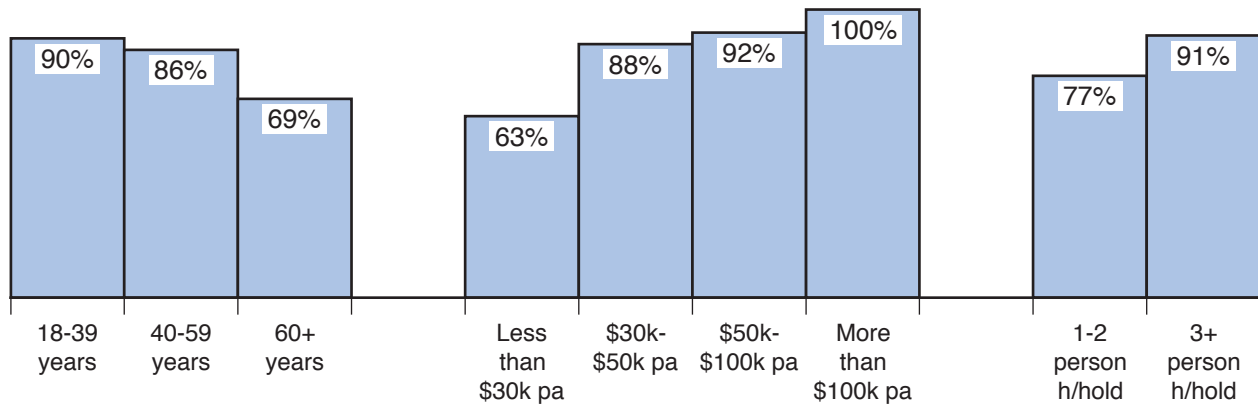
*Percent Saying 'Yes' - Comparison*



*Percent Saying 'Yes' - By Ward*



*Percent Saying 'Yes' - Comparing Different Types Of Residents*



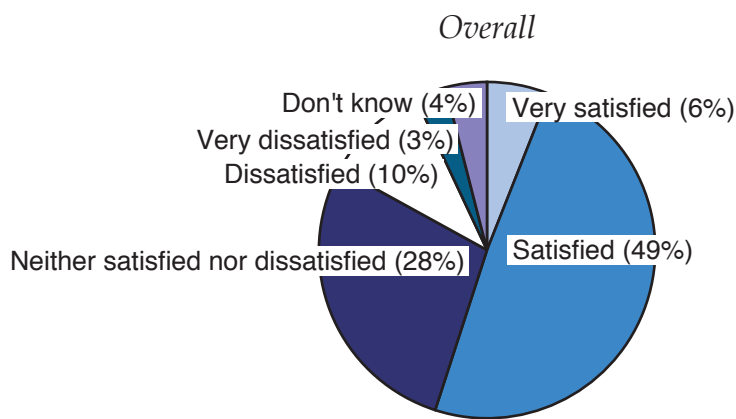
83% of Tasman District residents say they have access to the Internet (86% in 2009). This is slightly above the Peer Group Average and similar to the National Average.

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

- residents aged 18 to 59 years,
- residents with an annual household income of \$30,000 or more,
- residents who live in a three or more person household.

## b. Council Consultation & Community Involvement

*Satisfaction with the way Council consults the public in the decisions it makes:*



55% of residents are very satisfied/satisfied with the way Council consults the public in the decisions it makes (64% in 2009), while 13% are dissatisfied/very dissatisfied. 28% are neither satisfied nor dissatisfied (20% in 2009) and 4% are unable to comment.

The very satisfied/satisfied reading (55%) is slightly above the Peer Group Average and above the National Average. The latter readings refer to satisfaction with the way Council involves the public.

Residents aged 18 to 39 years are less likely to be very satisfied/satisfied, than other age groups.

It also appears that Lakes-Murchison and Golden Bay Ward residents are slightly less likely to feel this way, than other Ward residents.

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

	Very satisfied/ satisfied %	Neither satisfied, nor dissatisfied %	Dissatisfied/ very dissatisfied %	Don't know %
<b>Overall*</b>				
Total District <b>2010</b>	<b>55</b>	<b>28</b>	<b>13</b>	<b>4</b>
2009	64	20	13	3
2008**	53	24	20	3
2005	61	21	15	3
<b>Comparison**</b>				
Peer Group (Rural)	50	23	17	10
National Average	45	31	20	4
<b>Ward</b>				
Lakes-Murchison	40	42	15	3
Golden Bay	31	43	23	3
Motueka	56	29	13	2
Moutere-Waimea	58	25	13	4
Richmond†	65	23	8	5
<b>Age</b>				
18-39 years	44	41	12	3
40-59 years	59	26	11	4
60+ years†	64	18	15	2

% read across

\* not asked prior to 2005

† does not add to 100% due to rounding

\*\* Peer Group and National Average readings and readings prior to 2009 refer to satisfaction with the way Council involves the public in the decision it makes

## c. Natural Environment

### i. How Urgent Is It To Take Steps To Take Care Of The Environment?

Residents were asked to say how satisfied they are that the natural environment in the Tasman District is being preserved and sustained for future generations.

	Very urgent %	Somewhat urgent %	Not at all urgent %	Don't know %
<b>Overall*</b>				
Total District 2010 <sup>†</sup>	40	50	9	-
<b>Ward</b>				
Lakes-Murchison	25	58	17	-
Golden Bay	39	39	19	3
Motueka	44	46	10	-
Moutere-Waimea <sup>†</sup>	36	57	6	-
Richmond <sup>†</sup>	43	50	6	-
<b>Gender</b>				
Male	32	56	11	1
Female <sup>†</sup>	48	45	8	-

% read across

\* not asked prior to 2010

<sup>†</sup> does not add to 100% due to rounding

40% of residents feel it is very urgent that steps are taken to care for the environment, while 50% say it is somewhat urgent and 9% say it is not at all urgent.

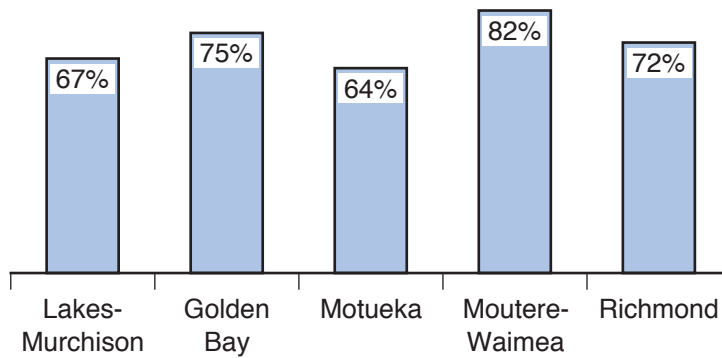
Women are more likely, than men, to feel it is 'very urgent'.

*ii. Who Is Responsible\* For Doing Something About This?*

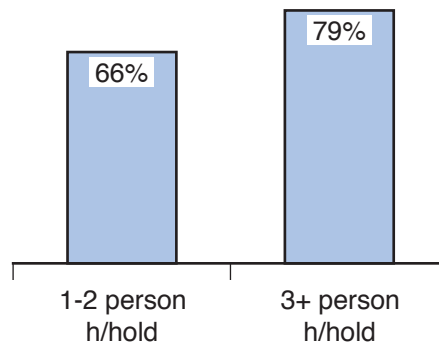
All New Zealanders/everyone	72%	of all residents
Regional/local Councils/Mayor	45%	
NZ Government	18%	
All business and industry in NZ in general	6%	
The international community	6%	
Farmers	5%	
Others	4%	

\* multiple responses allowed

*Percent Saying "All New Zealanders/Everyone" - By Ward*



*Percent Saying "All New Zealanders/Everyone" - Comparing Different Types Of Residents*



72% of residents feel it is all New Zealanders/everyone's responsibility to take steps to take care of the environment, while 45% feel it is the Regional/Local Councils/Mayor's responsibility.

Residents who live in a three or more person household are more likely to mention 'all New Zealanders/everyone', than those who live in a one or two person household.

The 'other' people/groups mentioned are ...

- DOC (x10),
- Greenpeace,
- environmentalists/environmental groups (x2),
- ratepayers/landowners/local people,
- Forest and Bird,
- the Forestry Company because we are in a forestry area.

Those who did not mention 'all New Zealanders/everyone' were asked "And what about ordinary New Zealanders like yourself?"

91% of these residents<sup>†</sup> said that 'Yes' New Zealanders, like themselves, were also responsible.

<sup>†</sup> the 28% of residents who did not mention 'All New Zealanders/everyone' N=119



## d. Sustainability

Thinking about Council and community involvement in sustainability (covering environment, social and economic matters), residents were asked to say how much they agree or disagree with the following statements:

### i. Council Actions Dealing With Sustainability Issues Have Been Excellent

	Strongly agree %	Agree %	Strongly agree/ Agree %	No feeling either way %	Disagree %	Strongly disagree %	Disagree/ Strongly disagree %	Don't know %
<b>Overall*</b>								
Total District 2010	-	35	35	29	23	3	26	10
<b>Ward</b>								
Lakes-Murchison	-	33	33	29	18	6	24	14
Golden Bay	-	18	18	26	46	-	46	10
Motueka	-	34	34	30	23	2	25	11
Moutere-Waimea	1	34	35	30	19	3	22	13
Richmond†	1	42	43	30	18	3	21	7
<b>Length of Residence</b>								
Lived there 10 years or less	-	42	42	27	15	2	17	14
Lived there more than 10 years	-	31	31	31	27	3	30	8

% read across

† does not add to 100% due to rounding

\* not asked prior to 2010

35% of residents agree with the statement 'Council actions dealing with sustainability have been excellent', while 26% disagree/strongly disagree and 29% neither agree nor disagree. 10% are unable to comment.

Residents more likely to disagree/strongly disagree are ...

- Golden Bay Ward residents,
- longer term residents, those residing in the District more than 10 years.

ii. *I Would Pay More Rates Or Taxes To Improve Our Sustainability Performance*

	Strongly agree %	Agree %	Strongly agree/ Agree %	No feeling either way %	Disagree %	Strongly disagree %	Disagree/ Strongly disagree %	Don't know %
<b>Overall*</b>								
Total District <b>2010</b>	3	18	<b>21</b>	10	46	19	<b>65</b>	4
<b>Ward</b>								
Lakes-Murchison	-	14	<b>14</b>	12	47	25	<b>72</b>	2
Golden Bay	-	14	<b>14</b>	5	41	35	<b>76</b>	5
Motueka <sup>†</sup>	2	18	<b>20</b>	11	50	16	<b>66</b>	2
Moutere-Waimea	6	14	<b>20</b>	13	49	13	<b>62</b>	5
Richmond	1	25	<b>26</b>	9	43	18	<b>61</b>	4
<b>Age</b>								
18-39 years	4	22	<b>26</b>	7	49	16	<b>65</b>	2
40-59 years	2	21	<b>23</b>	14	43	15	<b>58</b>	5
60+ years <sup>†</sup>	1	10	<b>11</b>	8	48	<b>30</b>	<b>78</b>	4
<b>How Urgent Is It To Take Care Of The Environment</b>								
Very urgent	5	27	<b>32</b>	13	37	15	<b>52</b>	3
Somewhat urgent <sup>†</sup>	1	14	<b>15</b>	9	50	22	<b>72</b>	5
Not at all urgent <sup>†</sup>	3	3	<b>6</b>	6	63	21	<b>84</b>	3

% read across

<sup>†</sup> does not add to 100% due to rounding

\* not asked prior to 2010

21% of residents strongly agree/agree with the statement 'I would pay more rates or taxes to improve our sustainability performance', while 65% disagree/strongly disagree and 10% neither agree nor disagree.

Residents more likely to disagree/strongly disagree are ...

- residents aged 60 years or over,
- residents who feel it is somewhat urgent or not at all urgent to take steps to take care of the environment.

iii. *I Trust The Authorities To Make The Right Decisions For The Community*

	Strongly agree %	Agree %	Strongly agree/ Agree %	No feeling either way %	Disagree %	Strongly disagree %	Disagree/ Strongly disagree %	Don't know %
<b>Overall*</b>								
Total District 2010	3	50	53	19	22	5	27	1
<b>Ward</b>								
Lakes-Murchison	1	50	51	20	22	7	29	-
Golden Bay	2	36	38	22	35	5	40	-
Motueka <sup>†</sup>	1	50	51	17	23	7	30	1
Moutere-Waimea	6	45	51	27	17	3	20	2
Richmond <sup>†</sup>	3	60	63	13	20	4	24	1
<b>Gender</b>								
Male	2	48	50	18	22	8	30	2
Female <sup>†</sup>	3	53	56	20	21	1	22	1

% read across

<sup>†</sup> does not add to 100% due to rounding

\* not asked prior to 2010

53% of residents agree with the statement 'I trust the authorities to make the right decisions for the community', while 27% disagree/strongly disagree and 19% neither agree nor disagree.

There are no notable differences between Wards and between socio-economic groups, in terms of those residents who disagree/strongly disagree. However, it appears that men are slightly more likely to feel this way, than women.

*iv. I Feel Confident That I Can Influence Decisions Made By The Council That Affect My Local Area*

	Strongly agree %	Agree %	Strongly agree/ Agree %	No feeling either way %	Disagree %	Strongly disagree %	Disagree/ Strongly disagree %	Don't know %
<b>Overall*</b>								
Total District 2010 <sup>†</sup>	1	34	35	15	41	5	46	3
<b>Ward</b>								
Lakes-Murchison	-	29	29	13	53	5	58	-
Golden Bay	3	16	19	14	58	6	64	3
Motueka	2	33	35	17	40	5	45	4
Moutere-Waimea	2	32	34	14	40	9	49	3
Richmond	-	45	45	14	35	3	38	3

% read across

<sup>†</sup> does not add to 100% due to rounding

\* not asked prior to 2010

35% of residents agree with the statement 'I feel confident that I can influence decisions made by the Council that affect my local area', while 46% disagree/strongly disagree and 15% neither agree nor disagree.

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

v. *I Would Participate In Local Issues The Council Is Working On But Don't Know How*

	Strongly agree %	Agree %	Strongly agree/ Agree %	Neither agree nor disagree %	Disagree %	Strongly disagree %	Disagree/ Strongly disagree %	Don't know %	Refused %
<b>Overall*</b>									
Total District 2010 <sup>†</sup>	1	33	34	12	47	3	50	2	1
<b>Ward</b>									
Lakes-Murchison	-	47	47	3	41	9	50	-	-
Golden Bay	-	31	31	9	55	3	58	-	2
Motueka <sup>†</sup>	1	35	36	15	41	4	45	4	1
Moutere-Waimea <sup>†</sup>	1	24	25	16	53	2	55	4	1
Richmond	1	39	40	10	46	2	48	1	1

% read across

<sup>†</sup> does not add to 100% due to rounding

\* not asked prior to 2010

34% of residents agree with the statement 'I would participate in local issues the Council is working on but don't know how', while 50% disagree/strongly disagree and 12% neither agree nor disagree.

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

*vi. In Times Of Difficulty, I Believe The Community Would Pull Together And Cope*

	Strongly agree %	Agree %	Strongly agree/ Agree %	No feeling either way %	Disagree %	Strongly disagree %	Disagree/ Strongly disagree %	Don't know %
<b>Overall*</b>								
Total District <b>2010</b>	20	70	<b>90</b>	5	4	1	<b>5</b>	-
<b>Ward</b>								
Lakes-Murchison	27	73	<b>100</b>	-	-	-	<b>-</b>	-
Golden Bay	31	57	<b>88</b>	3	5	4	<b>9</b>	-
Motueka	30	63	<b>93</b>	4	3	-	<b>3</b>	-
Moutere-Waimea	13	75	<b>88</b>	6	4	1	<b>5</b>	1
Richmond	13	75	<b>88</b>	6	5	-	<b>5</b>	1

% read across

\* not asked prior to 2010

90% of residents agree with the statement 'In times of difficulty, I believe the community would pull together and cope', while 5% disagree/strongly disagree and 5% neither agree nor disagree.

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

*vii. Generally Speaking Most People In My Local Area Can Be Trusted*

	Strongly agree %	Agree %	Strongly agree/ Agree %	No feeling either way %	Disagree %	Strongly disagree %	Disagree/ Strongly disagree %	Don't know %
<b>Overall*</b>								
Total District <b>2010</b>	19	70	<b>89</b>	7	4	-	<b>4</b>	-
<b>Ward</b>								
Lakes-Murchison	26	64	<b>90</b>	5	5	-	<b>5</b>	-
Golden Bay	25	67	<b>92</b>	-	8	-	<b>8</b>	-
Motueka	25	61	<b>86</b>	11	2	-	<b>2</b>	1
Moutere-Waimea <sup>†</sup>	12	77	<b>89</b>	7	3	1	<b>4</b>	1
Richmond	16	74	<b>90</b>	5	5	-	<b>5</b>	-

% read across

<sup>†</sup> does not add to 100% due to rounding

\* not asked prior to 2010

89% of residents agree with the statement 'Generally speaking most people in my local area can be trusted', while 4% disagree and 7% neither agree nor disagree.

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

*viii. I Feel A Sense Of Community With Others In My Area*

	Strongly agree %	Agree %	Strongly agree/ Agree %	No feeling either way %	Disagree %	Strongly disagree %	Disagree/ Strongly disagree %	Don't know %
<b>Overall*</b>								
Total District <b>2010</b>	21	67	<b>88</b>	6	5	1	<b>6</b>	-
<b>Ward</b>								
Lakes-Murchison	27	69	<b>96</b>	3	1	-	<b>1</b>	-
Golden Bay	31	66	<b>97</b>	3	-	-	<b>-</b>	-
Motueka	27	60	<b>87</b>	4	7	2	<b>9</b>	-
Moutere-Waimea	18	71	<b>89</b>	4	4	3	<b>7</b>	-
Richmond	14	70	<b>84</b>	10	5	-	<b>5</b>	1
<b>Age</b>								
18-39 years <sup>†</sup>	16	64	<b>80</b>	10	6	3	<b>9</b>	-
40-59 years	25	67	<b>92</b>	5	3	-	<b>3</b>	-
60+ years	22	70	<b>92</b>	3	4	-	<b>4</b>	1

% read across

<sup>†</sup> does not add to 100% due to rounding

\* not asked prior to 2010

88% of residents agree with the statement 'I feel a sense of community with others in my area', while 6% disagree/strongly disagree and 6% neither agree nor disagree.

There are no notable differences between Wards and between socio-economic groups, in terms of those residents who disagree/strongly disagree with this statement.

It does appear however that residents aged 18 to 39 years are slightly less likely to strongly agree/agree, than other age groups.



*ix. Summary Table*

**Thinking About Council And Community Involvement In Sustainability, How Much Do Residents Agree/Disagree With The Following Statements?**

	Strongly agree %	Agree %	<b>Strongly agree/ Agree %</b>	Neither agree nor disagree %	Disagree %	Strongly disagree %	<b>Disagree/ Strongly disagree %</b>	Don't know %	Refused %
Council actions dealing with sustainability issues have been excellent	-	35	<b>35</b>	29	23	3	<b>26</b>	10	-
I would pay more rates or taxes to improve our sustainability performance	3	18	<b>21</b>	10	46	19	<b>65</b>	4	-
I trust the authorities to make the right decisions for the community	3	50	<b>53</b>	19	22	5	<b>27</b>	1	-
I feel confident that I can influence decisions made by the Council that affect my local area <sup>†</sup>	1	34	<b>35</b>	15	41	5	<b>46</b>	3	-
I would participate in local issues the Council is working on but don't know how <sup>†</sup>	1	33	<b>34</b>	12	47	3	<b>50</b>	2	1
In times of difficulty, I believe the community would pull together and cope	20	70	<b>90</b>	5	4	1	<b>5</b>	-	-
Generally speaking most people in my local area can be trusted	19	70	<b>89</b>	7	4	-	<b>4</b>	-	-
I feel a sense of community with others in my area	21	67	<b>88</b>	6	5	1	<b>6</b>	-	-

<sup>†</sup> does not add to 100% due to rounding

Of the eight statements residents are more likely to strongly agree / agree with ...

- 'In times of difficulty, I believe the community would pull together and cope', 90%,
- 'Generally speaking most people in my local area can be trusted', 89% and,
- 'I feel a sense of community with others in my area'.

\* \* \* \* \*

## E. APPENDIX

### Base By Sub-sample

		Actual respondents interviewed	*Expected numbers according to population distribution
<b>Ward</b>	Lakes-Murchison	40	29
	Golden Bay	40	44
	Motueka	100	99
	Moutere-Waimea	100	100
	Richmond	120	128
<b>Gender</b>	Male	199	195
	Female	201	205
<b>Age</b>	18 - 39 years	93	128
	40 - 59 years	161	169
	60+ years	146	104

\* Interviews are intentionally conducted to give a relatively robust sample base within each Ward. Post-stratification (weighting) is then applied to adjust back to population proportions in order to yield correctly balanced overall percentages. This is accepted statistical procedure. Please also refer to pages 2 to 4.

\* \* \* \* \*