

**TASMAN DISTRICT COUNCIL
COMMUNITRAK™ SURVEY
MAY 2015**

COMMUNITRAK™ SURVEY

PUBLIC PERCEPTIONS AND INTERPRETATIONS OF COUNCIL SERVICES/FACILITIES AND REPRESENTATION

PREPARED AS PART OF THE PUBLIC FEEDBACK PROGRAMME FOR:

TASMAN DISTRICT COUNCIL

MAY 2015



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CONTENTS

	Page No.
A. SITUATION AND OBJECTIVES	1
B. COMMUNITRAK™ SPECIFICATIONS	2
C. EXECUTIVE SUMMARY	6
D. MAIN FINDINGS	19
1. Council Services/Facilities	20
a. Satisfaction With Council Services And Facilities	21
i. Footpaths	21
ii. Roads, Excluding State Highways (eg, High Street, Motueka or Commercial Street, Takaka)	25
iii. Water Supply	29
iv. Sewerage System	33
v. Stormwater Services	36
vi. Kerbside Recycling	40
vii. Council's Rubbish Collection Service	44
viii. Public Libraries	48
ix. Public Toilets	51
x. Recreational Facilities (such as playing fields and neighbourhood reserves)	55
xi. Community Programmes And Events (for example the Positive Ageing programmes, Walk, Run and Cycle programmes, or events like Outdoor Movies, Jazz in the Park, Carols by Candlelight)	58
xii. Community Assistance (ie, grants to community organisations and general support to community groups, including assisting service agencies in meeting and identifying community needs)	61
xiii. Emergency Management (that is education and preparation for a Civil Defence emergency and co-ordinating response after an event)	64
xiv. Education For Sustainability, that includes Enviroschools and events like Arbor Day and Secondhand Sunday	68
xv. Environmental Planning And Policy (that is planning and managing the natural resources like water, air quality, zoning land for various uses)	71
xvi. Environmental Information (that includes monitoring and providing information on the state of our natural resources, like water quality)	75
xvii. Council's Management Of Coastal Structure (eg, ports, wharves, rock protection works)	79
2. Council Policy And Direction	83
a. Recent Council Actions, Decisions Or Management Residents Approve Of	84
b. Recent Council Actions, Decisions Or Management Residents Disapprove Of	87

CONTENTS (continued)

	Page No.
3. Contact With Council.....	90
a. Who They Approach First If They Have A Matter To Raise With Council..	91
b. Levels Of Contact.....	93
c. Satisfaction When Contacting The Council Offices By Phone.....	95
d. Satisfaction When Contacting The Council Offices In Person.....	97
e. Satisfaction When Contacting The Council Offices In Writing	99
f. Satisfaction When Contacting The Council Offices By Email.....	101
g. Satisfaction When Contacting The Council Offices By Online Contact Form	103
h. Satisfaction With Service Received When Contacted Council	104
4. Information.....	107
a. Main Source of Information About Council.....	108
b. Readership Of Published Information Provided By Council	110
c. Types Of Published Information Residents Have Seen Or Read In The Last 12 Months.....	111
d. Satisfaction With Recreation Publications	113
i. Walking And Cycling Pathways Maps/Great Taste Trail Maps	113
ii. Other Community Publications, eg, Mud Cakes And Roses, Boredom Busters, Summer In Tasman Guide	115
e. The Sufficiency Of The Information Supplied	117
5. Local Issues.....	119
a. Words Associated With Council.....	120
b. Statements	123
i. Tasman District Council Leads On Matters Of Importance To Its Communities.....	123
ii. Overall Tasman District Council Makes The Right Decisions	124
iii. Tasman District Council Listens To The Needs Of Residents.....	125
iv. Council Managers And Staff Do A Good Job	126
v. Tasman District Council Is Effective.....	127
vi. Tasman District Council Provides Good Value For Rates Dollars Spent.....	128
vii. Summary Table: Level Of Agreement Regarding The Following Statements	129
c. How Likely Would Residents Be To Talk Favourably About Tasman District Council?	130
E. APPENDIX	132

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:

To 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 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, June 2010, May/June 2011, May/June 2012, May 2013, May 2014 and now again in May 2015.

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 402 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	102
Richmond	120
Total	<u>402</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 100 residents aged 18 to 44 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 next birthday.

Call Backs

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

Sample Weighting

Weightings were applied to the sample data, to reflect the actual Ward, gender and age group proportions in the area as determined by the Statistics New Zealand 2013 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 1st May to Sunday 10th May 2015.

Comparison Data

Communitrak™ offers to Councils the opportunity to compare their performance with those of Local Authorities across all of New Zealand as a whole (National Average) and with similarly constituted Local Authorities (Peer Group Average), through a National Survey of 1,003 residents carried out in November 2014.

The Communitrak™ service provides ...

- comparisons with a national sample of 1,003 interviews conducted in November 2014 (the National Average),
- comparisons with other provincial Council norms (the Peer Group Average).

Where comment has been made regarding respondents more or less likely to represent a particular opinion or response, the comparison has been made between respondents in each socio-economic group, and not between each socio-economic group and the total.

Weightings have been applied to this comparison data to reflect the actual adult population in Local Authorities as determined by Statistics NZ 2013 Census data.

Comparisons With National Communitrak™ Results

Where survey results have been compared with Peer Group and /or National Average results from the November 2014 National Communitrak™ Survey, NRB has used the following for comparative purposes, for a sample of 400 residents:

above / below	±7% or more
slightly above / below	±5% to 6%
on par with	±3% to 4%
similar to	±1% to 2%

Margin Of Error

The survey is a quota sample, designed to cover the important variables within the population. Therefore, we are making the assumption that it is appropriate to use the error estimates that would apply to a simple random sample of the population.

The following margins of error are based on a simple random sample. The maximum likely error limits occur when a reported percentage is 50%, but more often than not the reported percentage is different, and margins of error for other reported percentages are shown below. The margin of error approaches 0% as a reported percentage approaches either 100% or 0%.

Margins of error rounded to the nearest whole percentage, at the 95 percent level of confidence, for different sample sizes and reported percentages are:

Sample Size	Reported Percentage				
	50%	60% or 40%	70% or 30%	80% or 20%	90% or 10%
500	±4%	±4%	±4%	±4%	±3%
450	±4%	±4%	±4%	±4%	±3%
400	±5%	±5%	±5%	±4%	±3%
300	±6%	±6%	±5%	±5%	±3%
200	±7%	±7%	±6%	±6%	±4%

The margin of error figures above refer to the **accuracy** of a result in a survey, given a 95 percent level of confidence. A 95 percent level of confidence implies that if 100 samples were taken, we would expect the margin of error to contain the true value in all but five samples. At the 95 percent level of confidence, the margin of error for a sample of 400 respondents, at a reported percentage of 50%, is plus or minus 5%.

Significant Difference

This is a test to determine if the difference in a result between two separate surveys is significant. Significant differences rounded to the nearest whole percentage, at the 95 percent level of confidence, for different sample sizes and midpoints are:

Sample Size	Midpoint				
	50%	60% or 40%	70% or 30%	80% or 20%	90% or 10%
500	6%	6%	6%	5%	4%
450	7%	7%	6%	6%	4%
400	7%	7%	6%	6%	4%
300	8%	8%	7%	6%	5%
200	10%	10%	9%	8%	6%

The figures above refer to the difference between two results that is required, in order to say that the difference is significant, given a 95 percent level of confidence. Thus the significant difference, for the same question, between two separate surveys of 400 respondents is 7%, given a 95 percent level of confidence, where the midpoint of the two results is 50%.

Please note that while the Communitrak™ survey report is, of course, available to residents, the Mayor and Councillors, and Council staff, it is not available to research or other companies to use or leverage in any way for commercial purposes.

* * * * *



C. EXECUTIVE SUMMARY

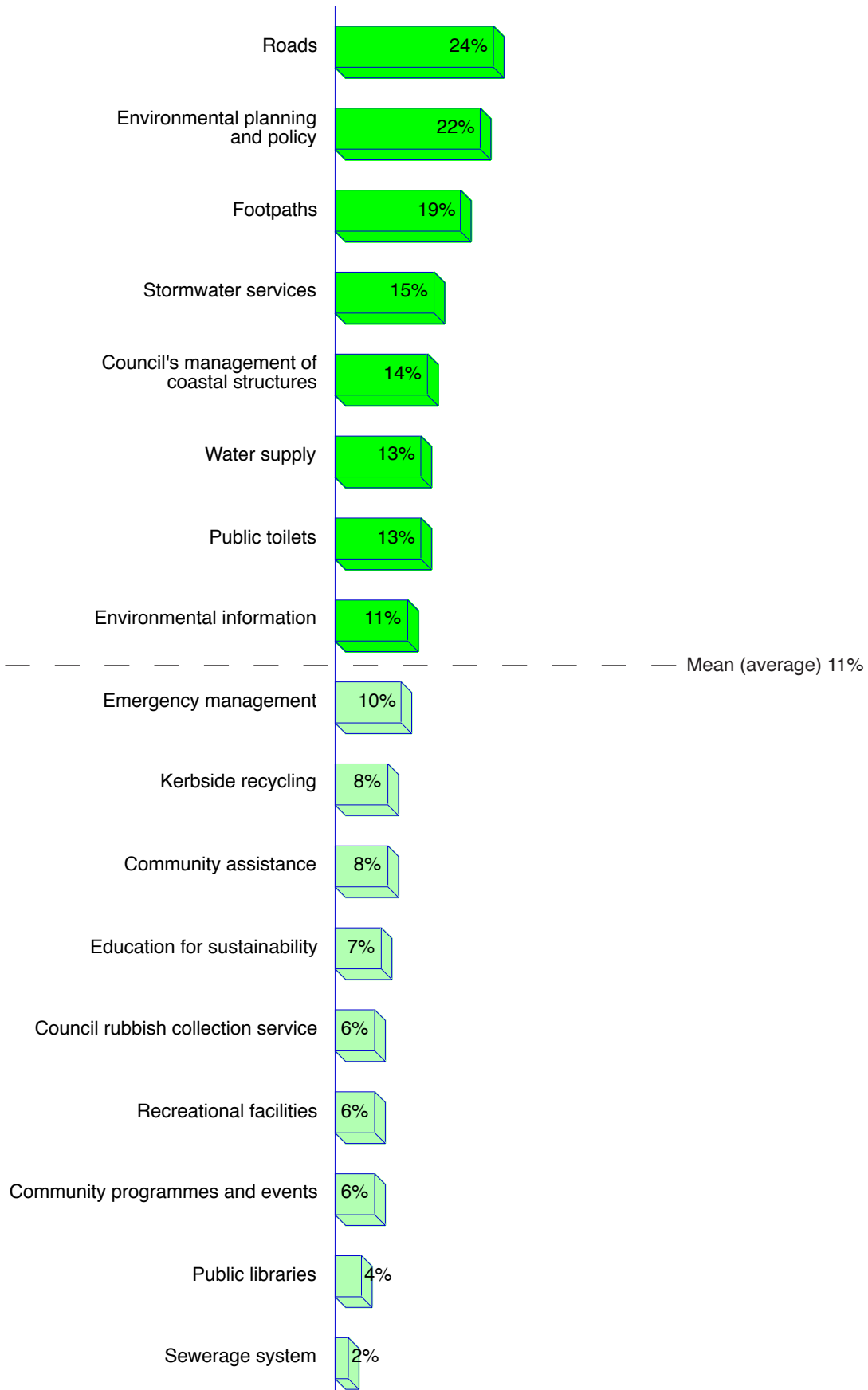
This report summarises the opinions and attitudes of Tasman District Council residents, to the services provided for them by their Council and their elected representatives.

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.

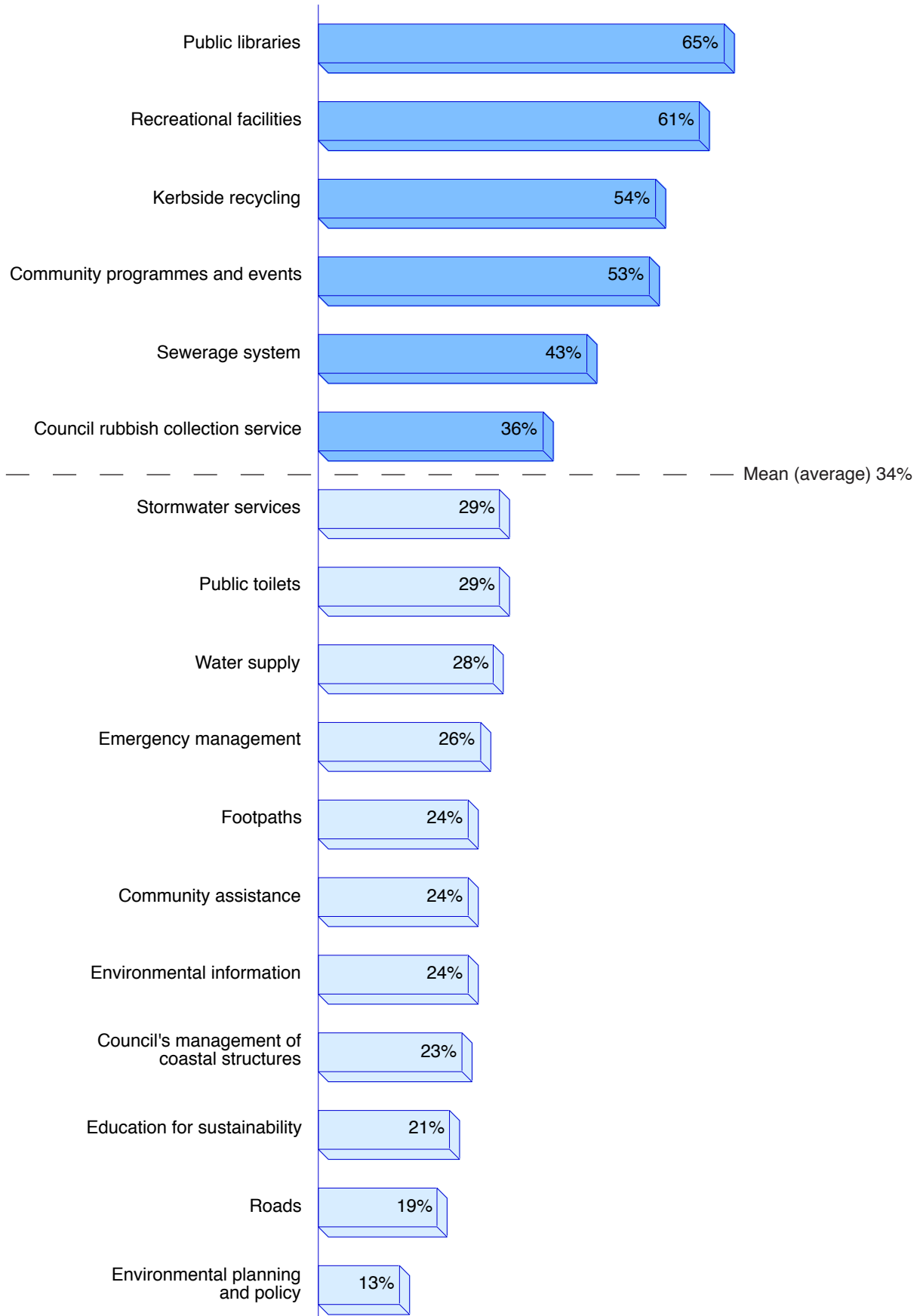
Communitrak™ provides a comparison for Council on major issues, on their performance relative to the performance of their Peer Group of similarly constituted Local Authorities, and to Local Authorities on average throughout New Zealand.

COUNCIL SERVICES/FACILITIES

Percent Saying They Are Not Very Satisfied With ...



Percent Saying They Are Very Satisfied With ...



The percent not very satisfied in Tasman District is slightly higher than the Peer Group Average for ...

	Tasman 2015 %	Peer Group %	National Average %
• emergency management	10	5	8

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

• public toilets	13	15	19
• Council rubbish collection service	6	11	11

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

• roads	24	27	21
• footpaths	19	19	23
• stormwater services	15	13	13
• water supply	13	12	9
• community assistance	8	6	8
• kerbside recycling	8	+10	+12
• recreational facilities	6	*4	*4
• public libraries	4	3	2
• sewerage system	2	6	6

There are no comparative Peer Group and National Averages for environmental planning and policy, environmental information, education for sustainability, Council's management of coastal structures and community programmes and events.

† these percentages are the readings for recycling in general

* these percentages are the **averaged** readings for sportsfields and playgrounds **and** parks and reserves, as these were asked separately in the 2014 National Communitrak™ Survey

Summary Table: Satisfaction With Services/Facilities

	Tasman 2015		Tasman 2014	
	Very / fairly satisfied %	Not very satisfied %	Very / fairly satisfied %	Not very satisfied %
Recreational facilities	90 =	6 =	87	7
Public libraries	81 =	4 =	82	4
Kerbside recycling	79 =	8 =	78	7
Roads	75 ↑	24 ↓	70	30
Footpaths	73 =	19 =	70	23
Public toilets	72 =	13 =	76	14
Environmental information	66 =	11 =	70	13
Sewerage system	65 =	2 ↓	67	7
Council's management of coastal structures	65 =	14 =	65	13
Emergency management	60 ↓	10 =	69	12
Stormwater services	57 =	15 ↓	57	27
Environmental planning and policy	56 ↓	22 =	63	22
Water supply	54 =	13 =	54	15
Council's rubbish collection service	53 =	6 =	54	7
Education for sustainability [†]	51 ↓	7 =	65	7

[†] 2014 reading related to environmental education

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

Frequency Of Use - Council Services And Facilities

	Usage In The Last Year		
	3 times or more %	Once or twice %	Not at all %
Recreational facilities (ie, playing fields and neighbourhood reserves)	75	10	15
Council's kerbside recycling service	81	1	18
Public library/library website	60	17	23
Public toilets	48	26	26
Council's rubbish collection service	45	4	51

% read across

Recreational facilities, 85%, and

Council's kerbside recycling service, 82%,

... 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.

37% of Tasman District have in mind a recent Council action, decision or management they **approve** of (43% in 2014). This is below the Peer Group Average and on par with the National Average.

The main actions/decisions mentioned are ...

- the cycleway /bike trails, mentioned by 9% of all residents,
- good consultation / communication / keep us informed / listen, 4%,
- community involvement / events / community centre, 4%,
- sports and recreation facilities, 3%,
- beautification / upgrades / upkeep of parks / reserves / public areas, 3%,
- do a good job / good service / provide good services / facilities, 3%.

47% of residents have in mind a recent Council action, decision or management they **disapprove** of (46% in 2014). This is above the Peer Group Average and similar to the National Average.

The main actions/decisions mentioned are ...

- Lee Valley dam issues, mentioned by 13% of all residents,
- roading / roadworks / road safety / footpaths / traffic, 5%,
- rates increases / rates too high / rates issues, 4%,
- Council spending / overspending / money wasted, 4%,
- planning issues / rezoning / subdivisions, 3%,
- Council performance / attitude, 3%.

CONTACT WITH COUNCIL

Who Is Contacted First If Residents Need To Raise A Matter With Council?

A Councillor	10% of all residents
The Council offices / staff	82%
A Community Board member*	4%
Depends on the matter	1%
The Mayor	0%
Don't know	2%

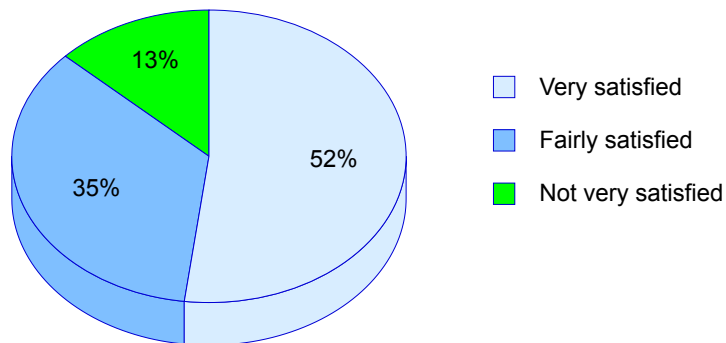
* only read out to Motueka and Golden Bay Ward residents
(does not add to 100% due to rounding)

Type Of Contact

36% of residents have contacted the Council offices in the last 12 months by phone (43% in 2014), with 40% contacting the Council offices in person (49% in 2014) and 9% contacting the Council offices in writing (6% in 2014). 14% of residents have contacted Council offices by email and 4% have contacted them by online contact form, with both readings being similar to the 2014 results.

Overall, 58% of residents have contacted the Council offices in the last 12 months (67% in 2014).

Satisfaction With Service Received When Contacted The Council Offices

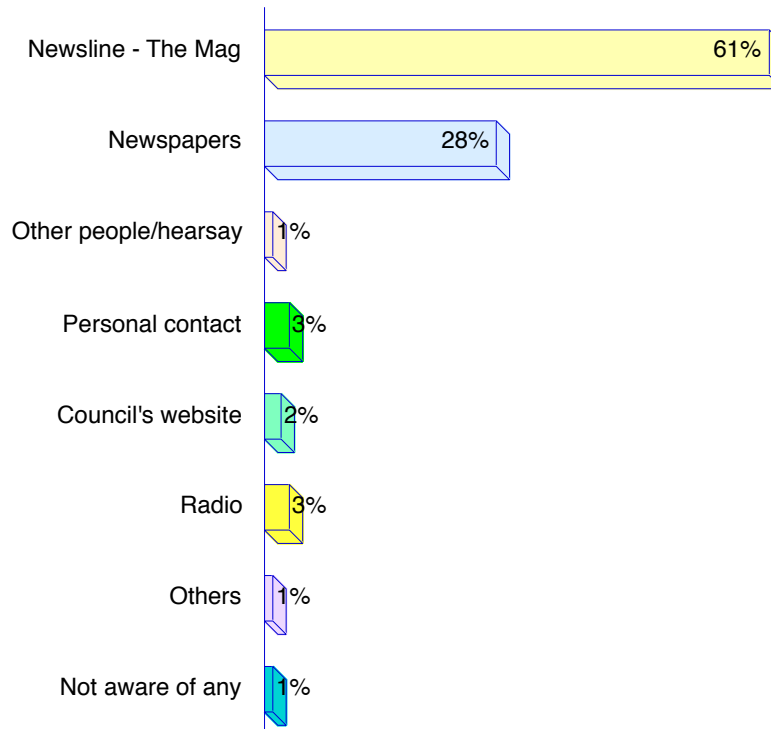


Base = 238

(2014 results do not add to 100% due to rounding)

INFORMATION

Main Source Of Information About Council



Seen, Read Or Heard Information From Council

94% 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	95%	of these residents [†] (94% in 2014)
Council advertisements in newspapers	66%	(72% in 2014)
Long-Term Plan	57%	(49% in 2014)
The Draft Annual Plan or the Draft Annual Plan Summary	48%	(53% in 2014)
Council website	37%	(37% in 2014)
Council advertisements on the radio	36%	(36% in 2014)
Information available from the Council offices or libraries	35%	(39% in 2014)
Council's library website	19%	(21% in 2014)

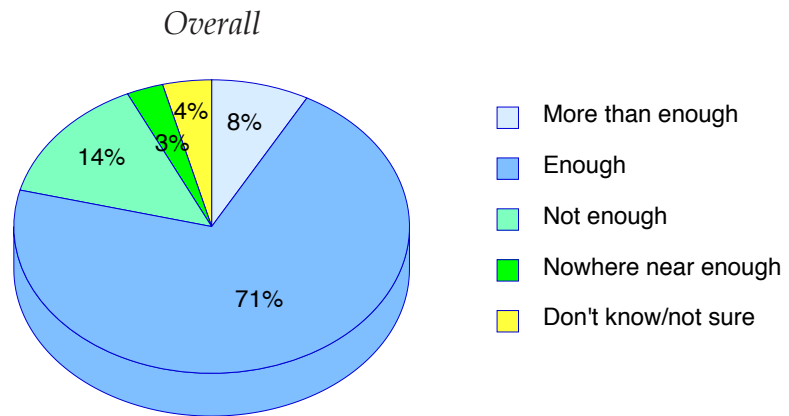
[†]Base = 374 (residents who have seen/read or heard information from the Council)

Satisfaction With Recreation Publications

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Other community publications [†]	45	25	70	2	27
Walking and cycling pathways maps / Great Taste Trail maps	46	20	66	3	31

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

Sufficiency Of Information Supplied By Council



LOCAL ISSUES

Words Associated With Tasman District Council

When asked to say what words* they would associate with the Council, 43% had positive word associations and 37% had negative word associations.

The main positive word associations related to the following groupings ...

- good / do a good job, mentioned by 16% of residents,
- friendly / approachable, 7%,
- efficient / competent, 6%,
- community minded, 5%.

The main negative word associations related to these groupings ...

- overpaid / waste money, mentioned by 8% of residents,
- poor management / planning / no confidence in them, 6%,
- inefficient / ineffective / useless, 6%,
- expensive / charge too much / rates issues, 5%.

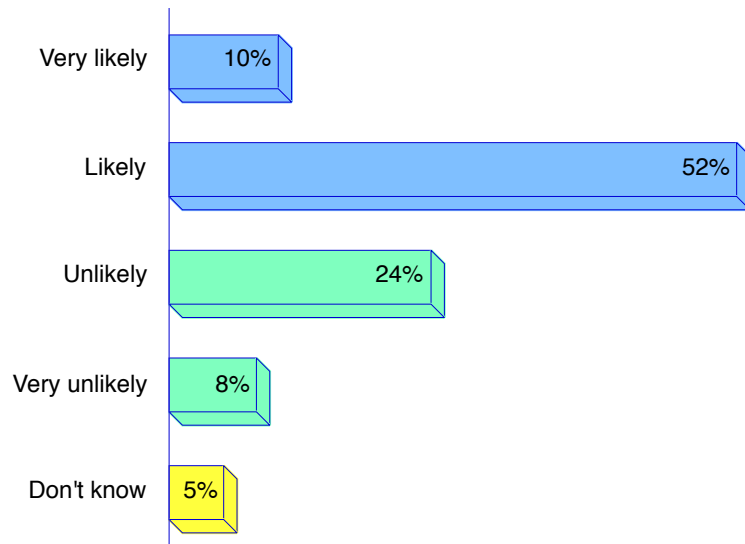
* multiple responses allowed

Level Of Agreement Regarding The Following Statements

	Mean	1 Strongly disagree %	2 %	3 %	4 %	5 Neither agree nor disagree %	6 %	7 %	8 %	9 %	10 Strongly agree %	Don't know %
Tasman District Council leads on matters of importance to its communities [†]	6	2	2	3	5	30	20	19	12	1	3	2
Overall Tasman District Council makes the right decisions [†]	6	3	4	5	9	21	22	19	13	2	2	2
Tasman District Council listens to the needs of residents	5	5	4	5	11	24	20	17	8	2	2	2
Council managers and staff do a good job	7	1	2	3	6	15	18	22	19	4	6	4
Tasman District Council is effective [†]	6	1	3	2	7	20	16	24	18	4	3	3
Tasman District Council provides good value for rates dollars spent [†]	5	8	8	7	12	17	17	20	6	2	1	3

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

How Like Would Residents Be To Talk Favourably About Tasman District Council?



† does not add to 100% due to rounding

* * * * *

D. MAIN FINDINGS

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

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

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

Included in this Peer Group are ...

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

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

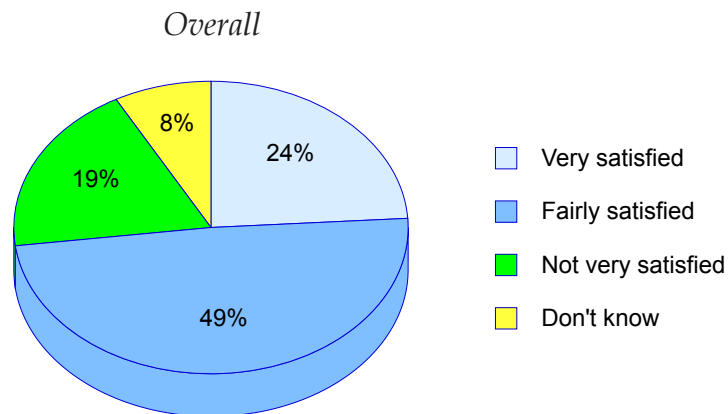


1. COUNCIL SERVICES/FACILITIES

A. SATISFACTION WITH COUNCIL SERVICES AND FACILITIES

Residents were read out seventeen Council functions and asked whether they are very satisfied, fairly satisfied or not very satisfied with the provision of that service or facility. Those residents not very satisfied were asked to say why they feel this way.

i. Footpaths



73% of Tasman residents are satisfied with footpaths in their District (70% in 2014), while 19% are not very satisfied.

The percent not very satisfied is similar to the Peer Group Average and on par with the National Average and the 2014 reading.

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

- Motueka Ward residents,
- women,
- 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 %
Overall					
Total District 2015	24	49	73	19	8
2014	19	51	70	23	7
2013	19	57	76	19	5
2012	17	54	71	22	7
2011	20	51	71	20	9
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
Comparison					
Peer Group (Rural)	18	55	73	19	8
National Average	21	52	73	23	4
Ward					
Lakes-Murchison [†]	22	50	72	17	12
Golden Bay [†]	29	46	75	15	11
Motueka	15	46	61	32	7
Moutere-Waimea	30	42	72	15	13
Richmond	25	59	84	14	2
Gender					
Male	25	53	78	15	7
Female	23	46	69	23	8
Length of Residence					
Lived there 10 years or less	31	55	86	11	3
Lived there more than 10 years	22	48	70	21	9

% read across

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

The main reasons given for being not very satisfied are ...

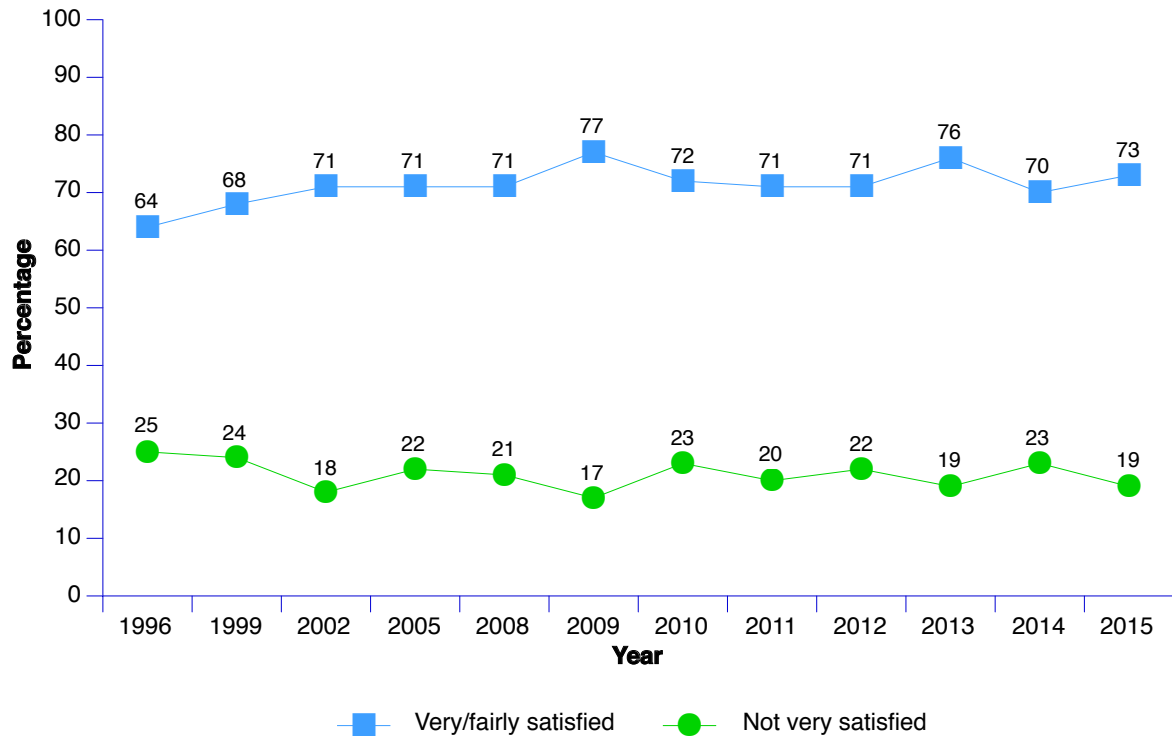
- uneven/cracked/rough/bumpy/potholes,
- no footpaths/lack of footpaths/only on one side,
- poor design/narrow/difficult access at crossings,
- poor condition/need maintenance/upgrading.

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

	Total District 2015 %	Ward				
		Lakes- Murchison %	Golden Bay %	Motueka %	Moutere- Waimea %	Richmond %
Percent Who Mention ...						
Uneven/cracked/rough/ bumpy/potholes	7	2	2	14	2	10
No footpaths/lack of footpaths/ only on one side	6	7	7	6	11	-
Poor design/narrow/ difficult access at crossings	3	7	3	6	1	3
Poor condition/need maintenance/ upgrading	3	-	-	5	3	3

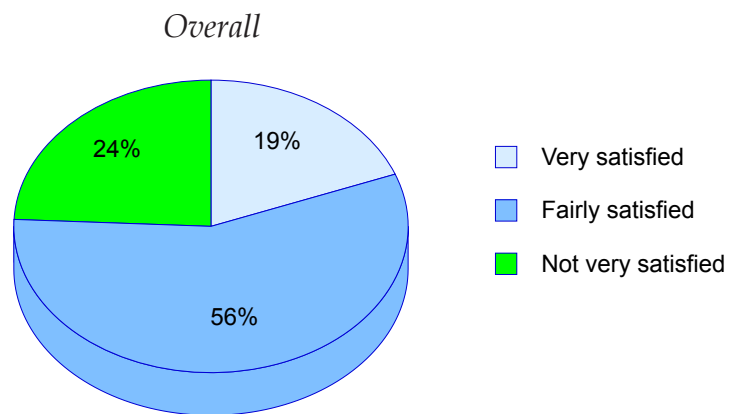
* multiple responses allowed

Footpaths



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

ii. Roads, Excluding State Highways (eg, High Street, Motueka or Commercial Street, Takaka)



75% of residents are satisfied with roading in the District (70% in 2014), while 24% are not very satisfied with this aspect of the District.

The percent not very satisfied is on par with the Peer Group and National Averages and 6% below the 2014 reading.

Men are more likely to be not very satisfied with roads, than women.

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

Satisfaction With Roads, Excluding State Highways

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall					
Total District 2015	19	56	75	24	1
2014	21	49	70	30	-
2013**	16	63	79	20	-
2012	17	61	78	22	-
2011	18	63	81	18	1
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	-
Comparison					
Peer Group (Rural) [†]	18	55	73	27	1
National Average	20	58	78	21	1
Ward					
Lakes-Murchison [†]	4	55	59	40	2
Golden Bay [†]	28	45	73	23	3
Motueka	17	57	74	24	2
Moutere-Waimea	25	47	72	28	-
Richmond [†]	16	65	81	18	-
Gender					
Male [†]	21	51	72	29	-
Female	18	60	78	20	2

% read across

* readings prior to 2013 do not exclude State Highways

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

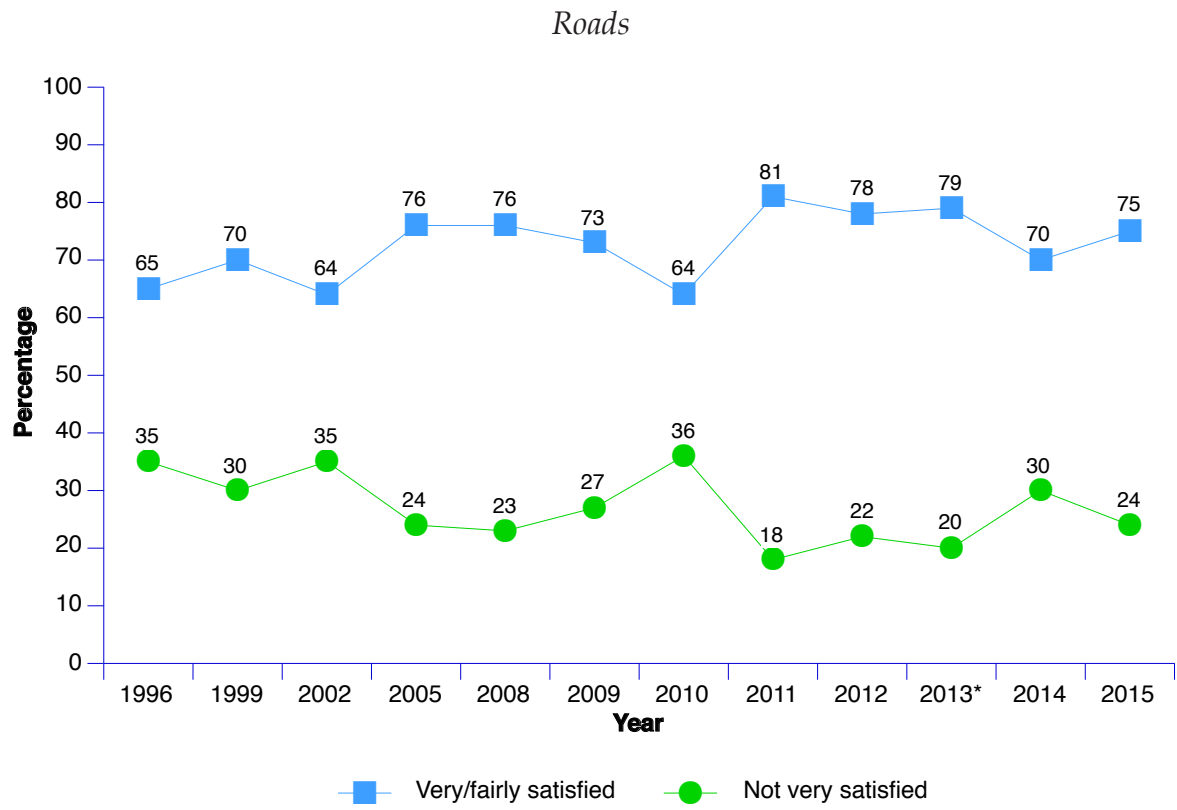
The main reasons residents are not very satisfied with roads in the District are ...

- potholes/uneven/rough/bumpy,
- poor quality work/materials used/patching/unfinished,
- poor condition/need upgrading/improving,
- roadsides need attention.

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

	Total District 2015 %	Ward				
		Lakes- Murchison %	Golden Bay %	Motueka %	Moutere- Waimea %	Richmond %
Percent Who Mention ...						
Potholes/uneven/ rough/bumpy	6	22	9	7	4	2
Poor quality work/materials used/ patching/unfinished	5	4	-	6	5	4
Poor condition/need upgrading/ improving	4	5	6	3	5	3
Roadsides need attention	4	2	3	2	10	1

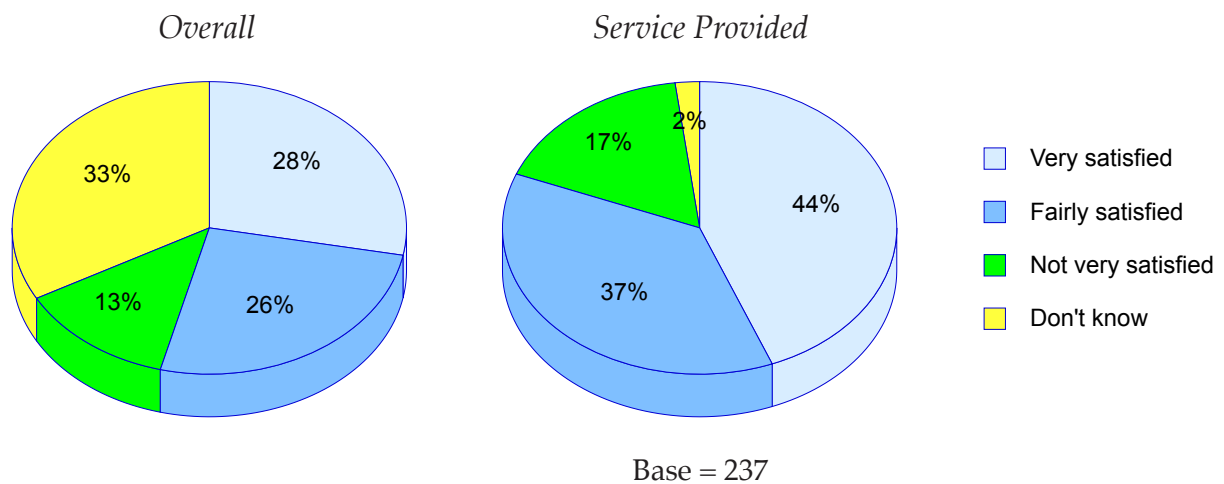
* multiple responses allowed



* readings prior to 2013 do not exclude State Highways

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

iii. Water Supply



54% of residents are satisfied with the water supply, including 28% who are very satisfied. 13% are not very satisfied and 33% are unable to comment. These readings are similar to the 2014 results.

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

59% of residents receive a piped supply. Of these, 81% are satisfied and 17% are not very satisfied.

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

Satisfaction With Water Supply

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %	
Overall						
Total District	2015	28	26	54	13	33
	2014	28	26	54	15	31
	2013	31	27	58	11	31
	2012	32	30	62	10	28
	2011 [†]	25	32	57	11	33
	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	37	81	17	2
Comparison						
Peer Group (Rural)		32	34	66	12	22
National Average		48	35	83	9	8
Ward						
Lakes-Murchison		18	7	25	20	55
Golden Bay		14	10	24	-	76
Motueka [†]		23	21	44	9	46
Moutere-Waimea		28	26	54	17	29
Richmond		39	42	81	15	4
Household Size						
1-2 person household		29	23	52	17	31
3+ person household		28	30	58	8	34

% read across

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

The main reasons residents are not very satisfied with the water supply in Tasman District are ...

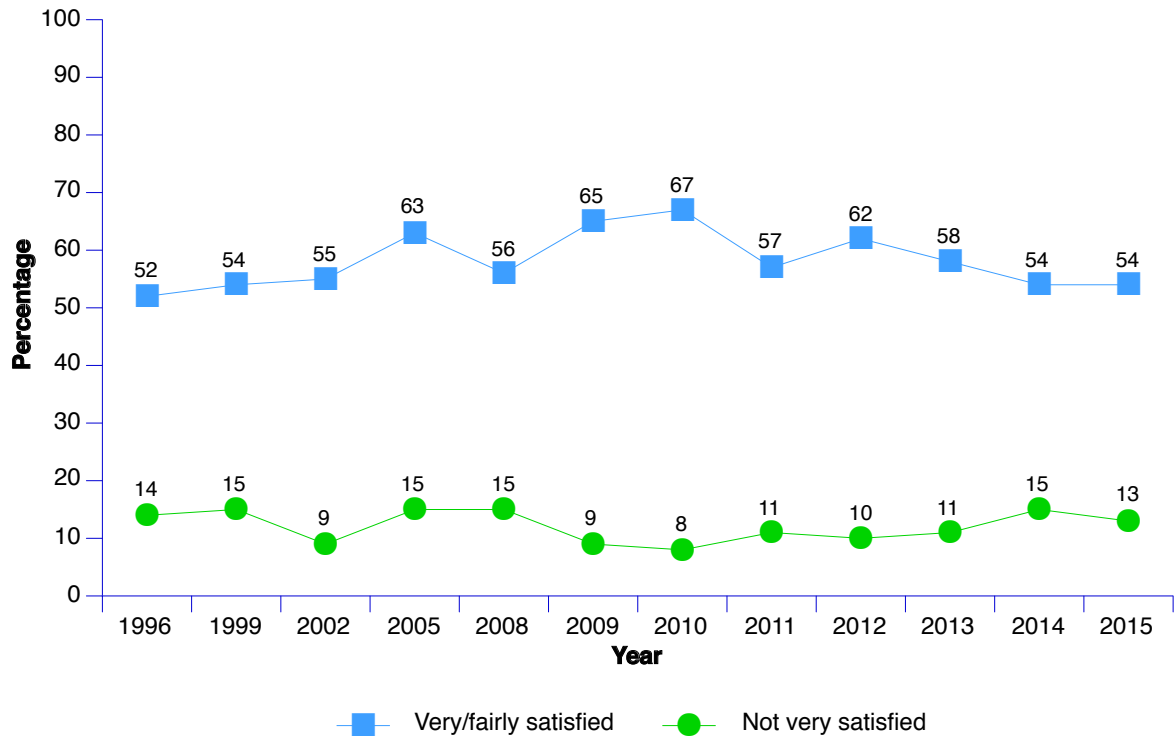
- cost issues/too expensive/proposed water meters,
- poor quality of water/poor taste/smells,
- water supply needs upgrading/inadequate/more dams,
- water shortage/restrictions.

Summary Table: Main Reasons* For Being Not Very Satisfied With Water Supply

	Total District 2015 %	Ward				
		Lakes-Murchison %	Golden Bay %	Motueka %	Moutere-Waimea %	Richmond %
Percent Who Mention ...						
Cost issues/too expensive/proposed water meters	5	2	-	4	4	10
Poor quality of water/poor taste/smells	2	-	-	2	5	2
Water supply needs upgrading/inadequate/more dams	2	-	-	-	4	2
Water shortage/restrictions	2	-	-	2	1	3

* multiple responses allowed

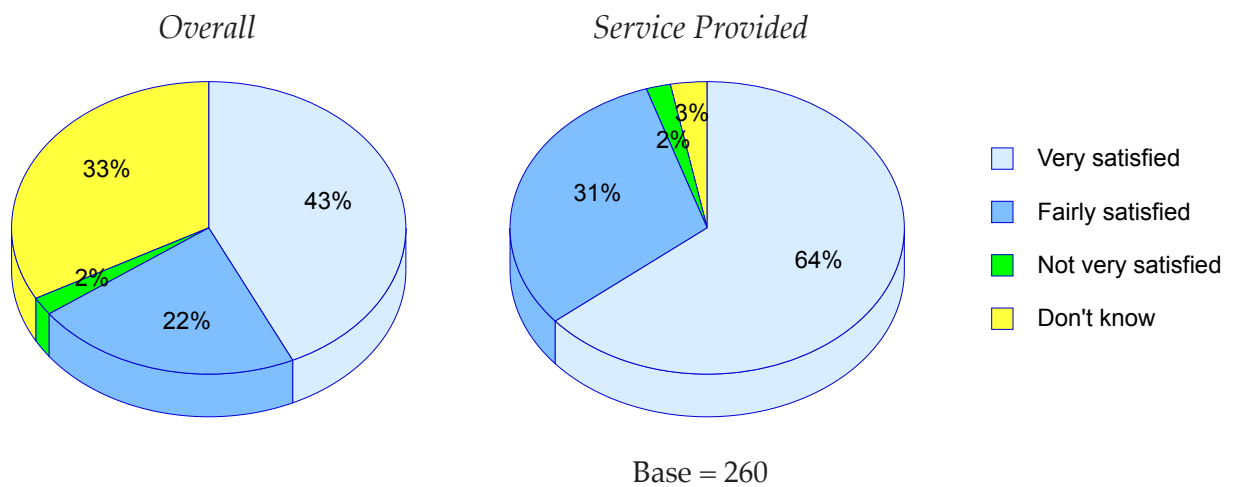
Water Supply



Recommended Satisfaction Measure For Reporting Purposes:

Total District = 54%
 Receivers of Service = 81%

iv. Sewerage System



65% of residents are satisfied with the District's sewerage system, including 43% who are very satisfied (34% in 2014). 2% are not very satisfied, while 33% are unable to comment (26% in 2014).

The percent not very satisfied (2%) is on par with the Peer Group and National Averages and 5% below the 2014 reading.

65% of residents are provided with a sewerage system. Of these, 95% are satisfied (89% in 2014) and 2% are not very satisfied (7% in 2014).

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 %
Overall*					
Total District 2015	43	22	65	2	33
2014	34	33	67	7	26
2013	42	24	66	6	28
2012 [†]	47	27	74	3	24
2011	38	26	64	5	31
2010 [†]	42	28	70	5	24
2009	35	38	73	5	22
2008	29	37	66	6	28
2005	25	41	66	9	25
2002	25	36	61	7	32
Service Provided	64	31	95	2	3
Comparison					
Peer Group (Rural) [†]	34	31	65	6	30
National Average	51	32	83	6	11
Ward					
Lakes-Murchison	24	17	41	-	59
Golden Bay	30	11	41	3	56
Motueka	46	21	67	4	29
Moutere-Waimea	35	17	52	2	46
Richmond	57	31	88	-	12

% read across

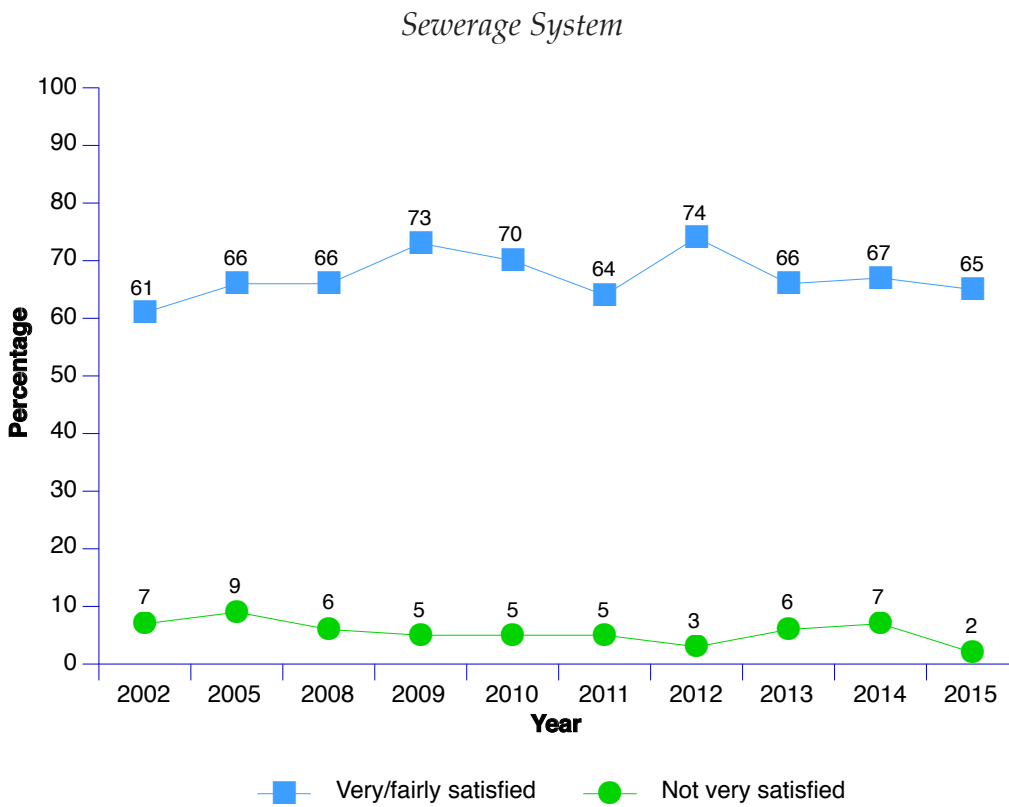
* not asked in 1996 and 1999

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

The reasons* residents are not very satisfied with the sewerage system are ...

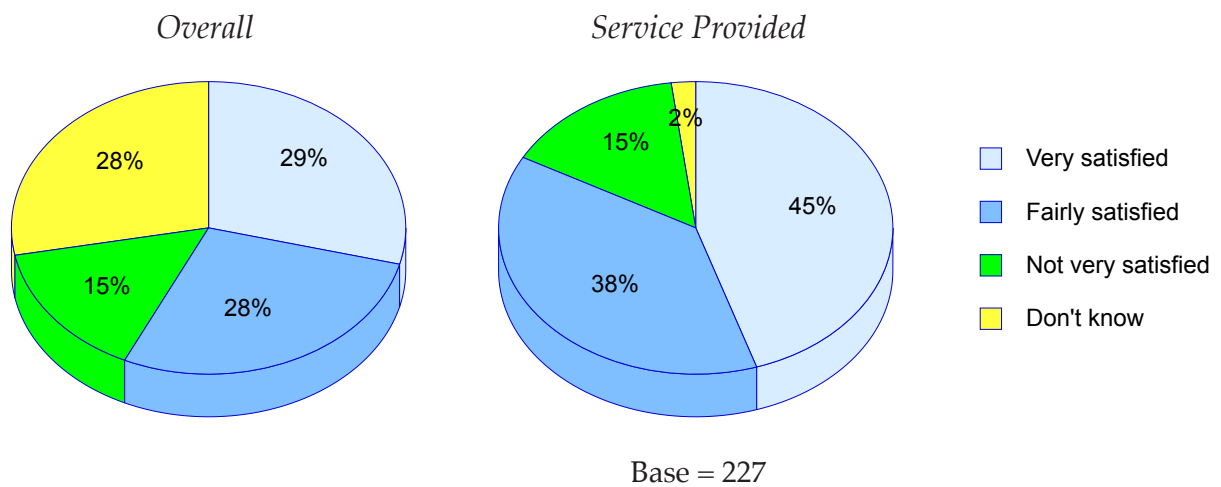
- need upgrading/improving/inadequate, mentioned by 1% of all residents,
- others, 1%.

* multiple responses allowed



Recommended Satisfaction Measure For Reporting Purposes:
 Total District = 65%
 Receivers of Service = 95%

v. Stormwater Services



57% of residents are satisfied with stormwater services, including 29% who are very satisfied, while 15% are not very satisfied and 28% are unable to comment (16% in 2014).

The percent not very satisfied (15%) is similar to the Peer Group and National Averages, while being 12% below the 2014 reading.

57% of residents are provided with a piped stormwater collection and, of these, 83% are satisfied (76% in 2014) and 15% not very satisfied (23% in 2014).

Residents with an annual household income of more than \$100,000 are more likely to be not very satisfied with stormwater services, than other income groups.

Satisfaction With Stormwater Services

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall*					
Total District 2015	29	28	57	15	28
2014	21	36	57	27	16
2013 [†]	17	38	55	26	18
2012	30	35	65	13	22
2011	22	37	59	13	28
2010 [†]	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	45	38	83	15	2
Comparison[†]					
Peer Group (Rural)	28	35	63	13	23
National Average	35	40	75	13	11
Ward					
Lakes-Murchison [†]	12	17	29	2	68
Golden Bay	34	12	46	9	45
Motueka [†]	32	29	61	21	19
Moutere-Waimea [†]	28	19	47	12	40
Richmond	30	43	73	18	9
Household Income					
Less than \$30,000 pa	25	32	57	13	30
\$30,000-\$50,000 pa	39	20	59	15	26
\$50,000-\$100,000 pa [†]	29	32	61	10	28
More than \$100,000 pa	21	27	48	26	26

% read across

* not asked prior to 2005

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

The main reasons residents are not very satisfied with stormwater services are ...

- flooding in street/area/surface flooding,
- poor drainage/inadequate system/needs upgrading/improving,
- drains/culverts blocked/need cleaning/maintenance.

Summary Table:

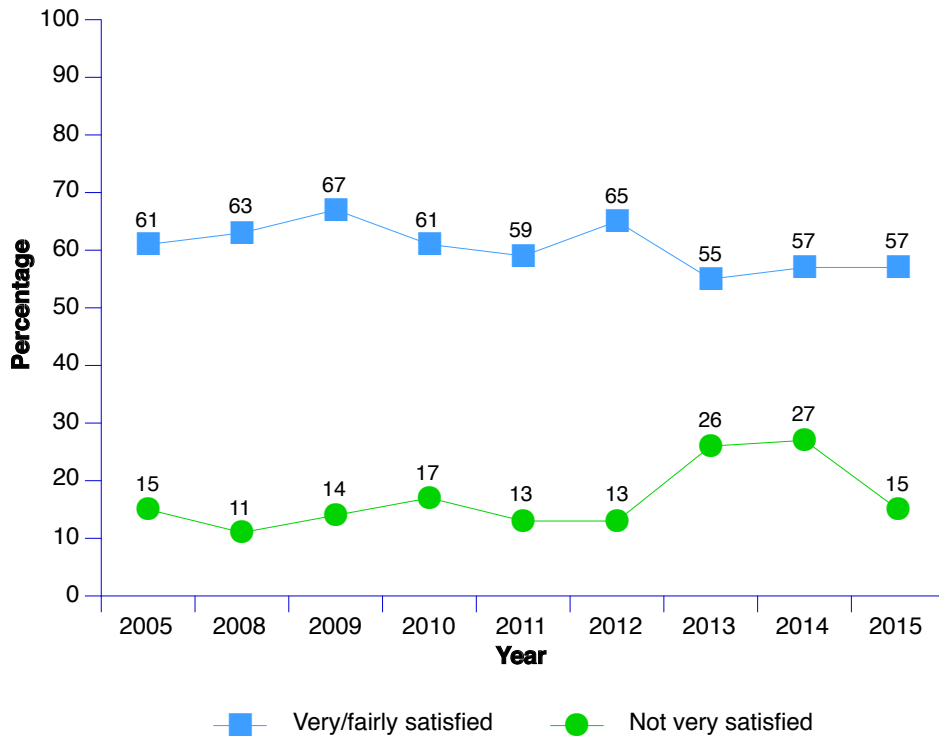
Main Reasons* For Being Not Very Satisfied With Stormwater Services

	Total District 2015 %	Ward				
		Lakes- Murchison %	Golden Bay %	Motueka %	Moutere- Waimea %	Richmond %
Percent Who Mention ...						
Flooding in street/area/ surface flooding	6	2	5	8	2	9
Poor drainage/inadequate system/ needs upgrading/improving	4	-	2	3	5	5
Drains/culverts blocked/ need cleaning/maintenance	3	-	2	6	1	2

* multiple responses allowed

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

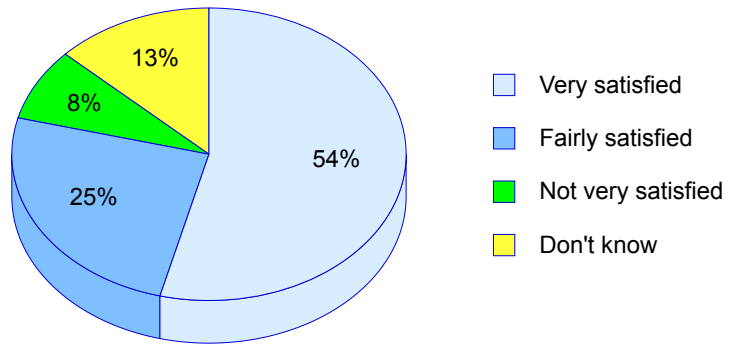
Stormwater Services



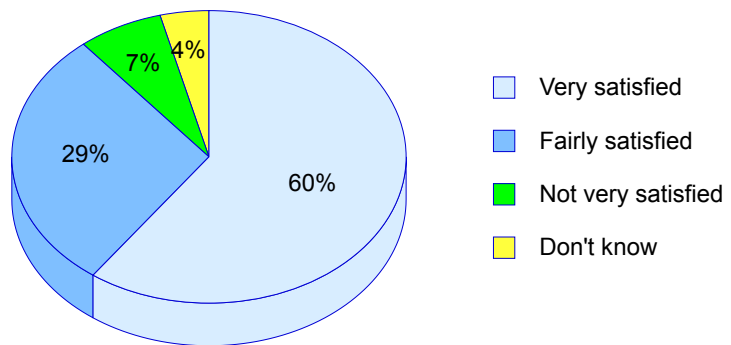
Recommended Satisfaction Measure For Reporting Purposes:
 Total District = 57%
 Service Provided = 83%

vi. Kerbside Recycling

Overall

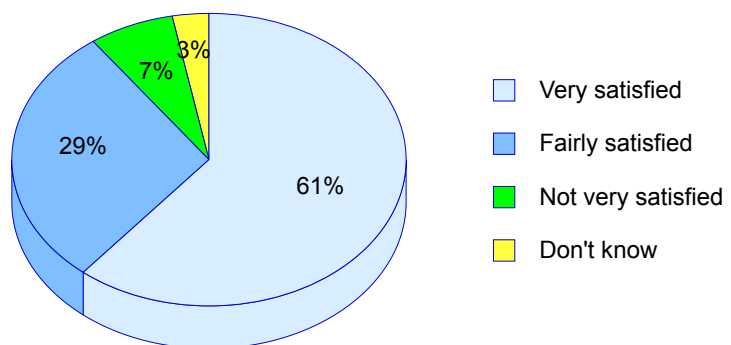


Receivers Of Service



Base = 349

Used Council's Kerbside Recycling Service



Base = 321

79% of residents are satisfied with kerbside recycling, including 54% who are very satisfied (48% in 2014). 8% are not very satisfied and 13% are unable to comment.

The percent not very satisfied (8%) is similar to the Peer Group Average[†] and on par with the National Average and similar to the 2014 reading.

88% of residents say that where they live, Council provides a regular recycling service (84% in 2014). Of these 89% are satisfied and 7% not very satisfied.

82% of households have used the Council's kerbside recycling services in the last 12 months. Of these 'users', 90% are satisfied and 7% 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 kerbside recycling.

[†] the Peer Group and National Averages refer to ratings for recycling in general

Satisfaction With Kerbside Recycling

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall					
Total District 2015	54	25	79	8	13
2014	48	30	78	7	15
2013 [†]	62	19	81	8	12
2012 [†]	54	24	78	8	13
2011 [◇]	53	24	77	9	13
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*	15	56	71	18	11
Receivers of kerbside recycling service	60	29	89	7	4
Users of kerbside recycling service	61	29	90	7	3
Comparison**					
Peer Group (Rural)	50	33	83	10	7
National Average	57	28	85	12	3
Ward					
Lakes-Murchison	23	18	41	6	53
Golden Bay	60	10	70	13	17
Motueka	49	33	82	8	10
Moutere-Waimea [†]	55	18	73	15	13
Richmond	62	33	95	2	3

% read across

* 2002 readings refer to recycling only

** Peer Group and National Averages refer to ratings for recycling in general

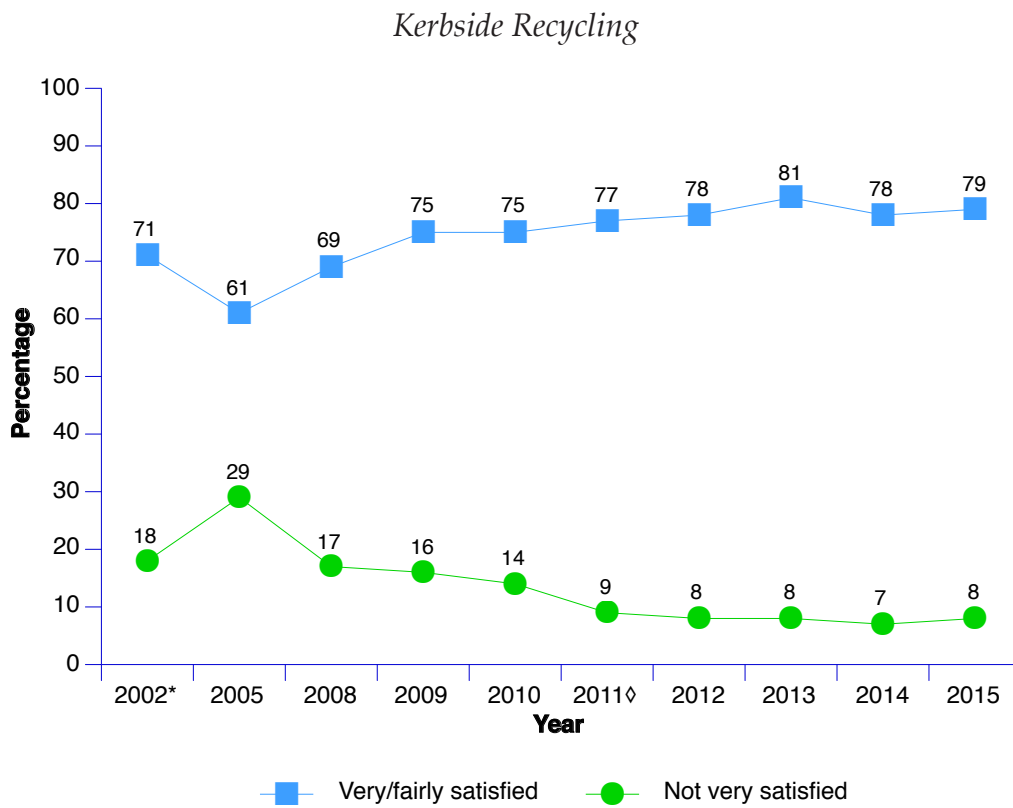
◇ readings prior to 2011 refer to rubbish collection and kerbside recycling

† does not add to 100% due to rounding

The main reasons* residents are not very satisfied with kerbside recycling are ...

- no kerbside recycling / our road not on route, mentioned by 2% of all residents,
- recycling bins too small / issues with bins, 2%,
- sometimes not collected / collection times inconsistent, 2%.

* multiple responses allowed



* 2002 readings refer to recycling only

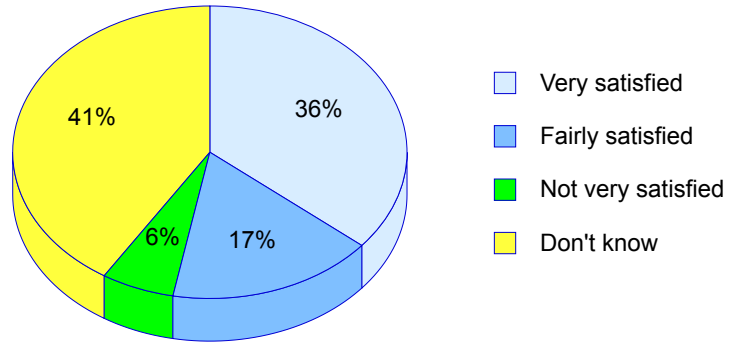
[◇] readings prior to 2011 refer to rubbish collection and kerbside recycling

Recommended Satisfaction Measure For Reporting Purposes:

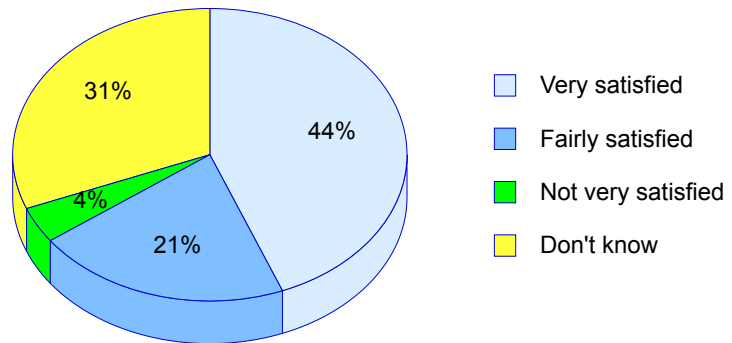
Total District	= 79%
Receivers of kerbside recycling service	= 89%
Users of kerbside recycling service	= 90%

vii. Council's Rubbish Collection Service

Overall

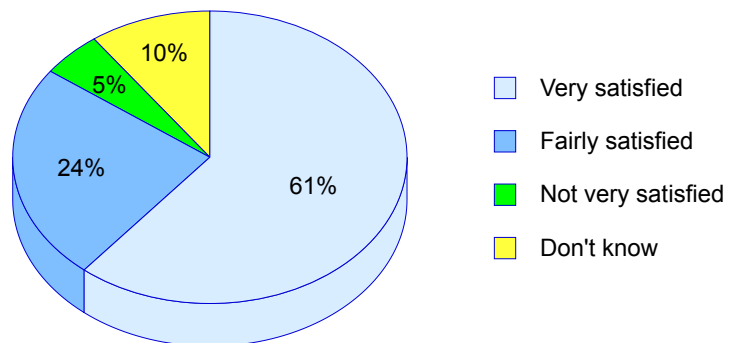


Service Provided



Base = 319

Users



Base = 208

53% of residents are satisfied with the Council's rubbish collection service, including 36% who are very satisfied (32% in 2014). 6% are not very satisfied and a large percentage (41%) are unable to comment.

The percent not very satisfied (6%) is slightly below the Peer Group and National Averages and similar to the 2014 reading.

79% of residents say they are provided with a regular rubbish collection by Council (73% in 2014), with 65% being satisfied with rubbish collection (69% in 2014) and 4% not very satisfied.

46% of residents say they, or a member of their household, have used Council's rubbish collection services, in the last 12 months (53% in 2014). Of these, 85% are satisfied and 5% not very satisfied.

There are no notable differences between Wards and between socio-economic groups, in terms of those residents not very satisfied with Council's rubbish collection service.

Satisfaction With Council's Rubbish Collection Service

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall					
Total District 2015	36	17	53	6	41
2014	32	22	54	7	39
2013	39	17	56	7	37
2012**	40	21	61	8	31
2011 [◇]	40	17	57	8	35
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*	15	56	71	18	11
Service Provided	44	21	65	4	31
Users	61	24	85	5	10
Comparison					
Peer Group (Rural) [†]	43	30	73	11	17
National Average	55	27	82	11	7
Ward					
Lakes-Murchison	18	19	37	4	59
Golden Bay	44	-	44	16	40
Motueka	34	18	52	6	42
Moutere-Waimea	37	12	49	9	42
Richmond [†]	36	26	62	2	35

% read across

* 2002 readings refer to recycling only

** 2012 readings refer to rubbish collection

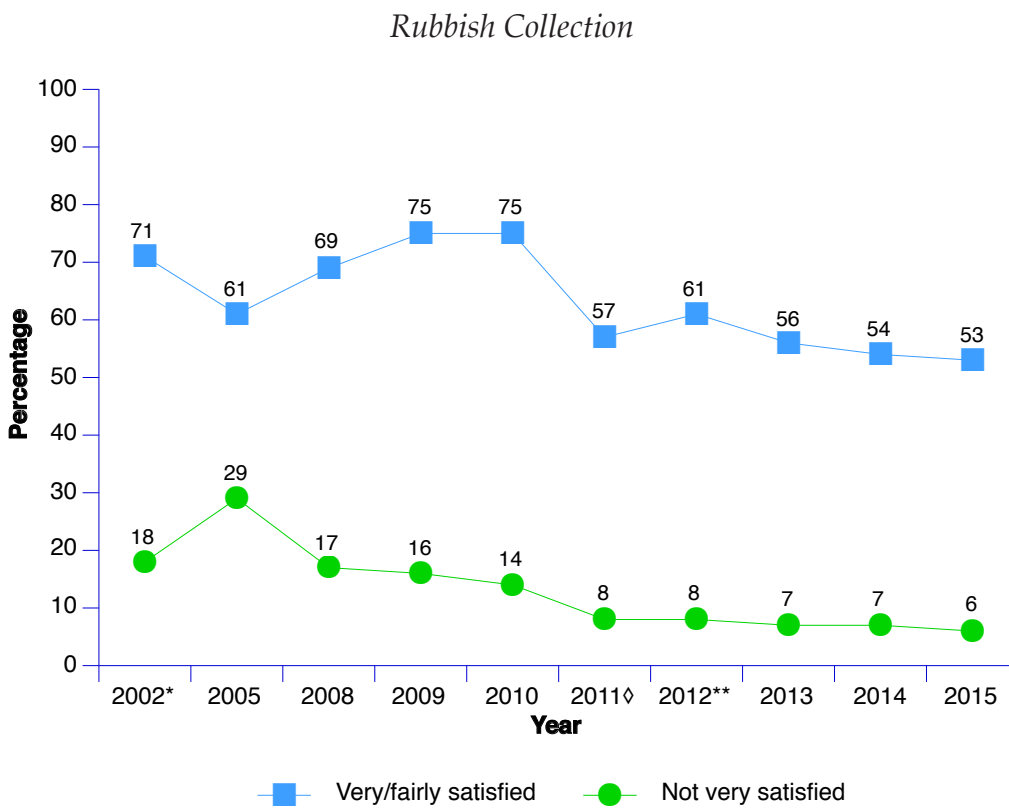
[◇] readings prior to 2011 refer to rubbish collection and kerbside recycling

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

The main reasons* residents are not very satisfied with Council's rubbish collection service are ...

- no service, mentioned by 2% of all residents,
- have to pay / too expensive, 2%.

* multiple responses allowed



* 2002 readings refer to recycling only

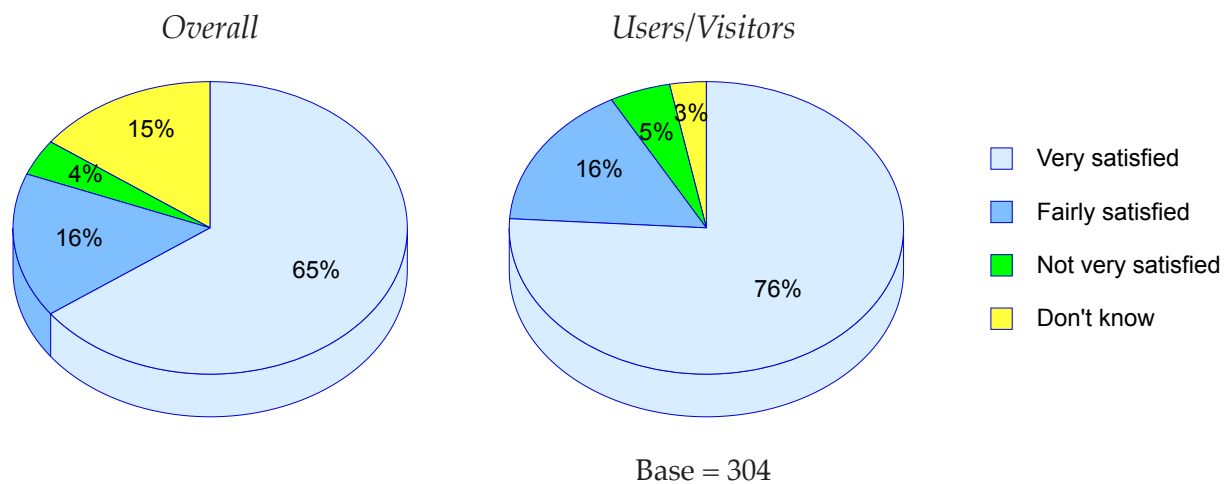
** 2012 readings refer to rubbish collection

[◇] readings prior to 2011 refer to rubbish collection and kerbside recycling

Recommended Satisfaction Measure For Reporting Purposes:

Total District	=	53%
Service Provided	=	65%
Users	=	85%

viii. Public Libraries



81% of residents are satisfied with the District's public libraries, including 65% who are very satisfied. 4% are not very satisfied and 15% are unable to comment. These readings are similar to the 2014 results.

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

77% of households have used / visited a public library or library website in the last 12 months (81% in 2014). Of these, 92% are satisfied and 5% 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 %
Overall*					
Total District 2015	65	16	81	4	15
2014	64	18	82	4	14
2013	67	16	83	4	13
2012	67	19	86	3	11
2011	68	14	82	5	13
2010	66	18	84	3	13
2009	60	24	84	1	15
2008	52	30	82	4	14
2005	53	29	82	4	14
2002	55	31	86	5	9
Users/Visitors	76	16	92	5	3
Comparison					
Peer Group (Rural)	62	23	85	3	12
National Average	69	21	90	2	8
Ward					
Lakes-Murchison†	31	33	64	8	27
Golden Bay	79	9	88	-	12
Motueka	55	19	74	11	15
Moutere-Waimea	64	13	77	2	21
Richmond	76	13	89	2	9

% read across

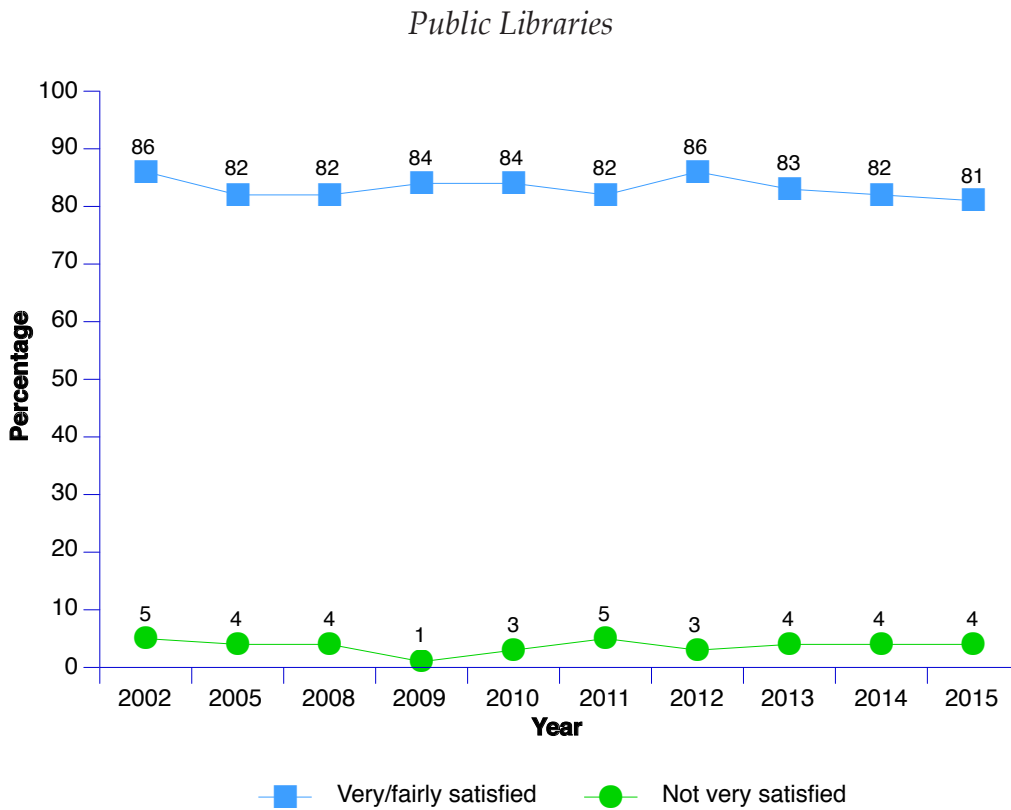
* not asked in 1996 or 1999

† does not add to 100% due to rounding

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

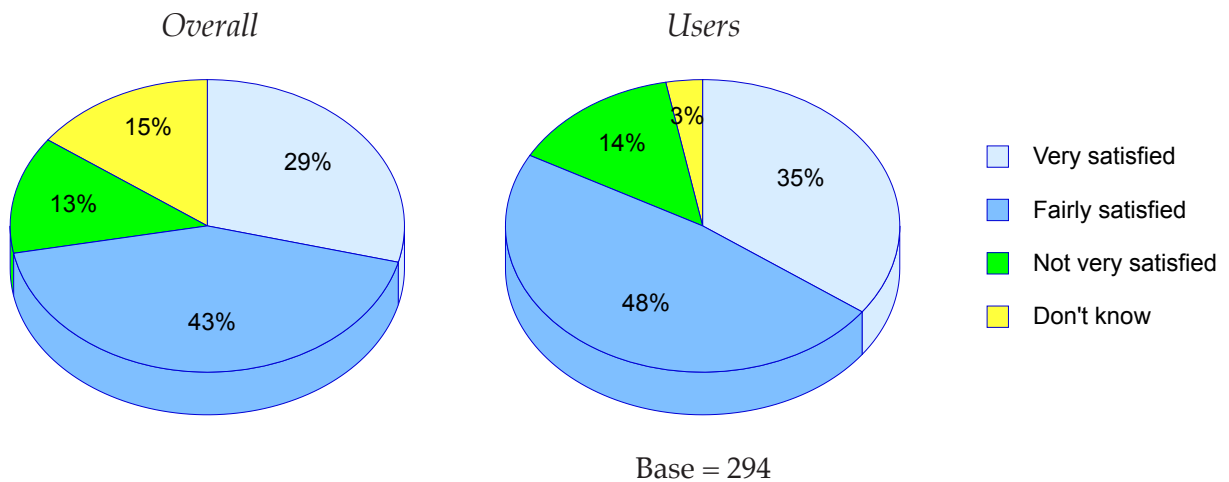
- too small, mentioned by 1% of all residents,
- issues with free wi-fi access, 1%,
- needs upgrading, 1%,
- no more money spent on them/waste of money / don't use, 1%,
- poor service, 1%.

* multiple responses allowed



Recommended Satisfaction Measure For Reporting Purposes:
 Total District = 81%
 Users/Visitors = 92%

ix. Public Toilets



72% of residents are satisfied with public toilets in the District (76% in 2014), including 29% who are very satisfied. 13% are not very satisfied and 15% are unable to comment (9% in 2014).

The percent not very satisfied is similar to the Peer Group Average, and the 2014 reading, and slightly below the National Average.

74% of households have used a public toilet in the last 12 months (77% in 2014). Of these, 83% are satisfied and 14% are not very satisfied.

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 %
Overall*					
Total District 2015	29	43	72	13	15
2014 [†]	29	47	76	14	9
2013 [†]	24	44	68	13	18
2012	24	45	69	15	16
2011	27	41	68	12	20
2010	26	41	67	14	19
2009	21	46	67	16	17
2008	23	45	68	13	19
2005	26	36	62	14	24
2002	17	48	65	18	17
Users	35	48	83	14	3
Comparison					
Peer Group (Rural) [†]	33	41	74	15	12
National Average	22	44	66	19	15
Ward					
Lakes-Murchison	42	41	83	4	13
Golden Bay [†]	56	25	81	20	-
Motueka	23	59	82	13	5
Moutere-Waimea	34	38	72	10	18
Richmond	19	41	60	15	25
Gender					
Male [†]	32	46	78	7	16
Female	27	40	67	19	14

% read across

* not asked in 1996 or 1997

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

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

- dirty / disgusting / smell / need cleaning more often,
- need more toilets / not enough,
- old / grotty / need upgrading / maintenance.

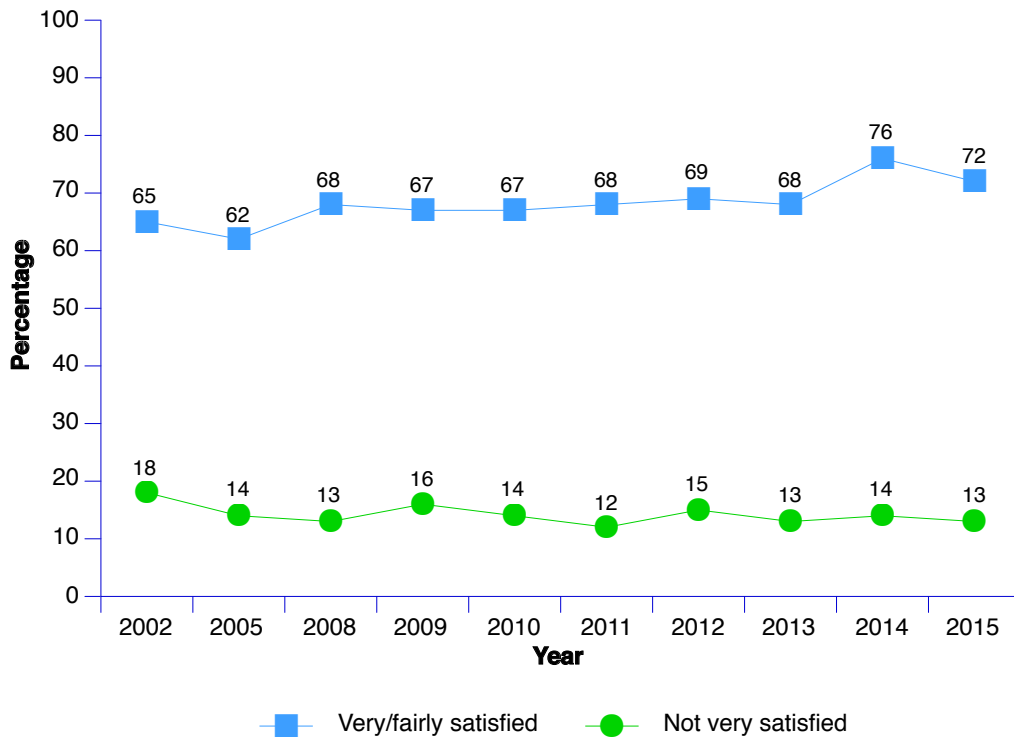
Summary Table: Main Reasons* For Being Not Very Satisfied With Public Toilets

	Total District 2015 %	Ward				
		Lakes- Murchison %	Golden Bay %	Motueka %	Moutere- Waimea %	Richmond %
Percent Who Mention ...						
Dirty / disgusting / smell / need cleaning more often	5	2	5	7	5	4
Need more toilets / not enough	5	2	9	3	5	5
Old / grotty / need upgrading / maintenance	3	-	9	3	1	4

* multiple responses allowed

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

Public Toilets

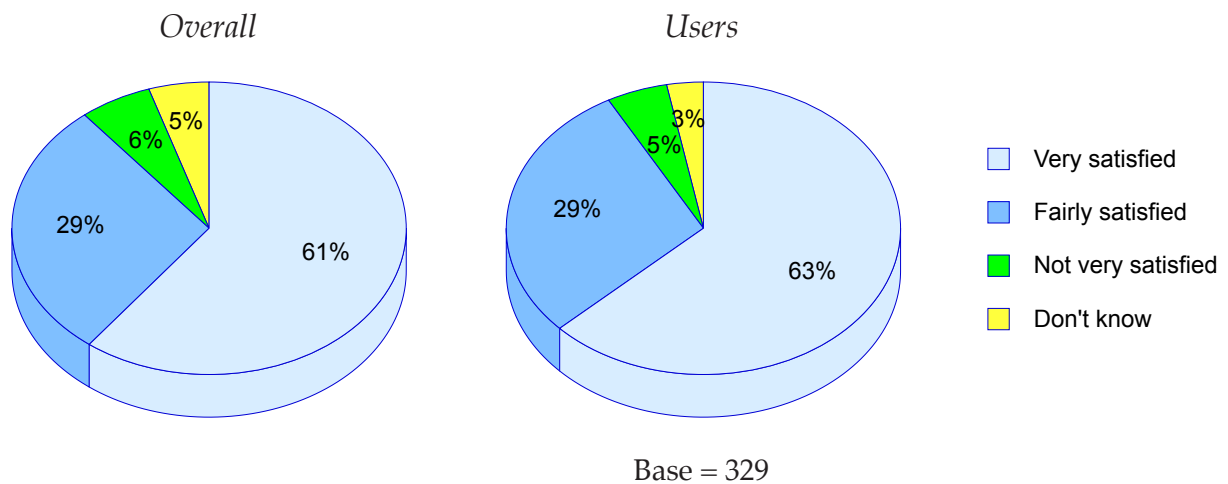


Recommended Satisfaction Measure For Reporting Purposes:

Total District = 72%

Users = 83%

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



90% of residents overall are satisfied with the District's recreational facilities (87% in 2014), including 61% who are very satisfied (53% in 2014), with 6% being not very satisfied. 5% are unable to comment.

The percent not very satisfied is similar to the **averaged** Peer Group and the **averaged** 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, 92% are satisfied with these facilities and 5% 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 %
Overall*					
Total District 2015 [†]	61	29	90	6	5
2014	53	34	87	7	6
2013	65	26	91	5	4
2012	65	28	93	4	3
2011	61	30	91	5	4
2010	66	27	93	4	3
2009	59	36	95	3	2
2008	35	41	76	16	8
2005	36	42	78	12	10
Users	63	29	92	5	3
Comparison**					
Peer Group (Rural)	54	36	90	4	6
National Average	58	33	91	4	5
Ward					
Lakes-Murchison [†]	69	24	93	3	5
Golden Bay	50	29	79	14	7
Motueka	51	37	88	7	5
Moutere-Waimea [†]	64	28	92	4	5
Richmond [†]	67	25	92	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.

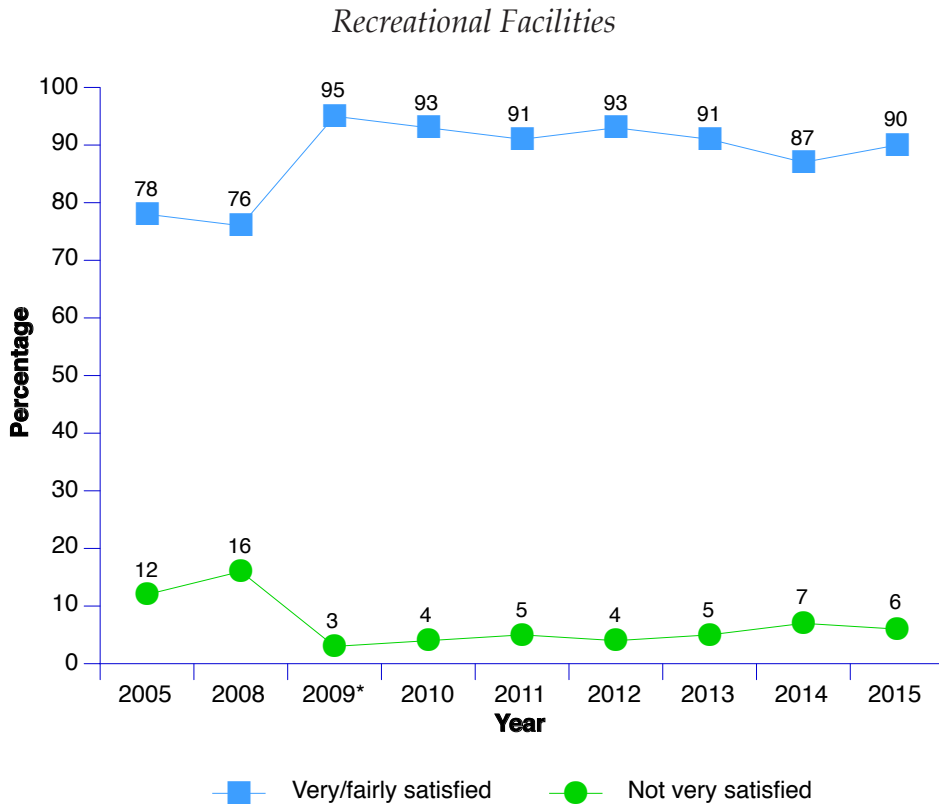
[†] does not add to 100% due to rounding

** 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 2014 National Communitrak Survey

The main reasons* residents are not very satisfied with recreational facilities are ...

- facilities needed, mentioned by 2% of all residents,
- don't have any / need more, 2%,
- playgrounds / none / unsafe / too safe, 2%.

* multiple responses allowed

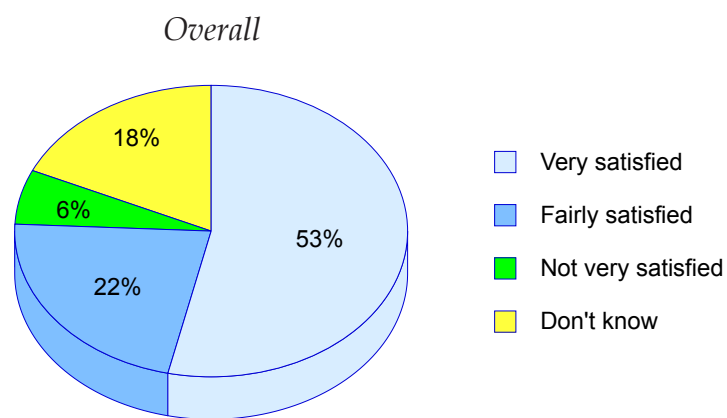


* readings prior to 2009 refer to recreational facilities, such as parks, playing fields, community halls and sports complexes. 2009 reading refers to **other** recreational facilities. (In 2009 residents were also asked satisfaction with swimming pools).

Recommended Satisfaction Measure For Reporting Purposes:

Total District	=	90%
Users	=	92%

xi. Community Programmes And Events (for example the Positive Ageing programmes, Walk, Run and Cycle programmes, or events like Outdoor Movies, Jazz in the Park, Carols by Candlelight)



75% of Tasman residents are satisfied with community programmes and events in their District, including 53% who are very satisfied. 6% are not very satisfied and 18% 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 community programmes and events. However, it appears that Golden Bay Ward residents are slightly more likely to feel this way, than other Ward residents.

Satisfaction With Community Programmes And Events

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall*					
Total District 2015 [†]	53	22	75	6	18
2012	58	29	87	3	10
2009	39	35	74	3	23
2008	43	38	81	3	16
Ward					
Lakes-Murchison	32	10	42	10	48
Golden Bay [†]	46	12	58	21	22
Motueka [†]	54	29	83	6	10
Moutere-Waimea [†]	55	20	75	6	20
Richmond [†]	60	25	85	2	14

% read across

* not asked prior to 2008, 2010-2011 and 2013-14. Readings prior to 2015 refer to recreation programmes and events (for example the school holiday programmes "Way To Go" programmes or events like Carols in the Park).

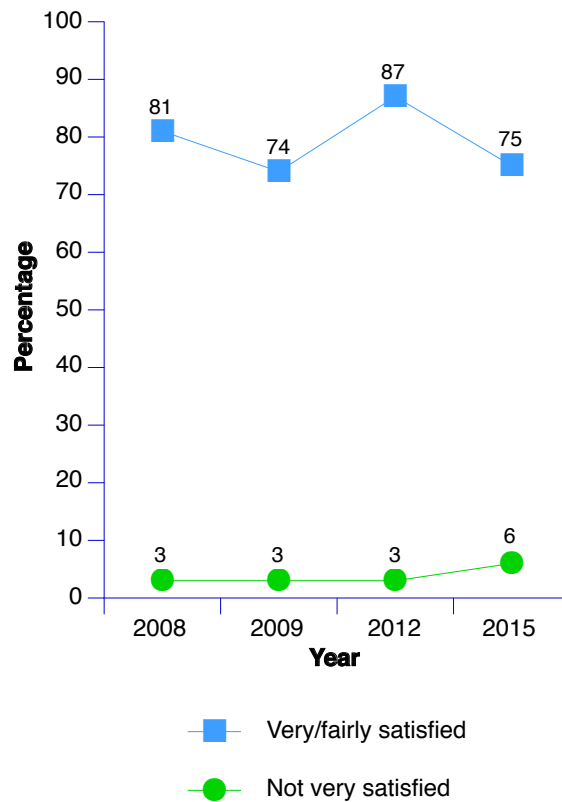
[†] does not add to 100% due to rounding

The main reasons* residents are not very satisfied with community programmes and events are ...

- waste of money / should be involved / should be user pays, mentioned by 2% of all residents,
- don't get programmes / would like more, 2%.

* multiple responses allowed

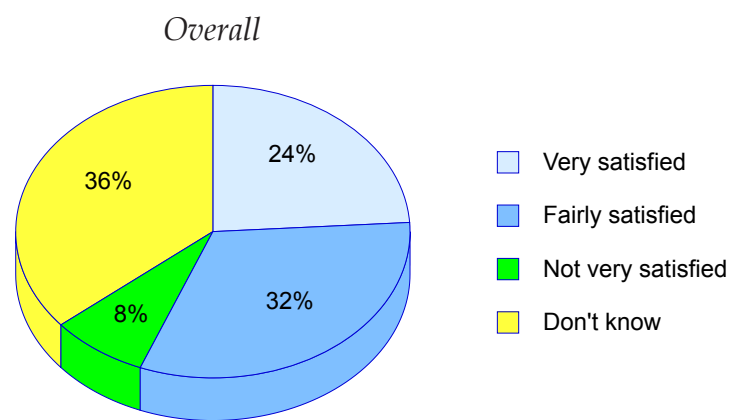
Community Programmes And Events



* not asked prior to 2008, 2010-2011 and 2013-14. Readings prior to 2015 refer to recreation programmes and events.

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

xii. Community Assistance (ie, grants to community organisations and general support to community groups, including assisting service agencies in meeting and identifying community needs)



56% of Tasman residents are satisfied with community assistance (70% in 2012), while 8% are not very satisfied (4% in 2012).

The percent not very satisfied is similar to like Districts and residents nationwide.

A significant percentage (36%) are unable to comment (27% in 2012).

Lakes-Murchison and Golden Bay Ward residents are more likely to be not very satisfied with community assistance, than other Ward residents.

Satisfaction With Community Assistance

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall*					
Total District 2015	24	32	56	8	36
2012 [†]	28	42	70	4	27
2009	23	38	61	4	35
2008	24	44	68	7	25
2005	22	42	64	4	32
2002	17	43	60	5	35
1999	16	41	57	7	36
Comparison					
Peer Group (Rural)	23	39	62	6	32
National Average	18	40	58	8	34
Ward					
Lakes-Murchison [†]	17	27	44	20	35
Golden Bay	39	18	57	28	15
Motueka	26	41	67	4	29
Moutere-Waimea	20	25	45	6	49
Richmond	22	38	60	3	37

% read across

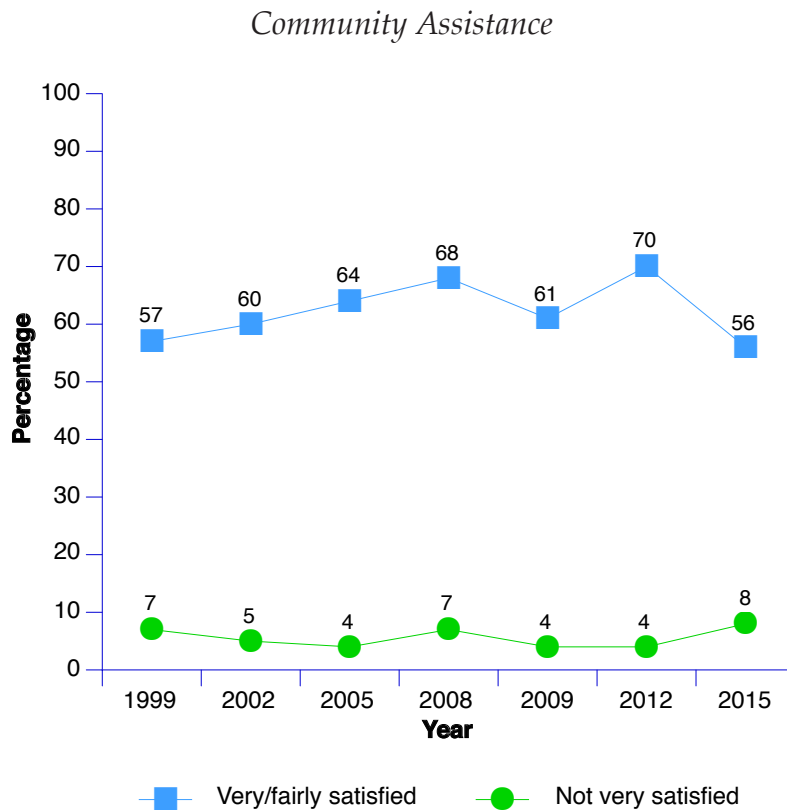
* not asked in 2001, 2003-2004, 2006-2007, 2010, 2011, 2013 and 2014

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

The main reasons* residents are not very satisfied with community assistance are ...

- don't know about them / promotion required mentioned by 2% of all residents,
- don't get programmes / would like more, 2%,
- funding issues / cut back / need more, 2%.

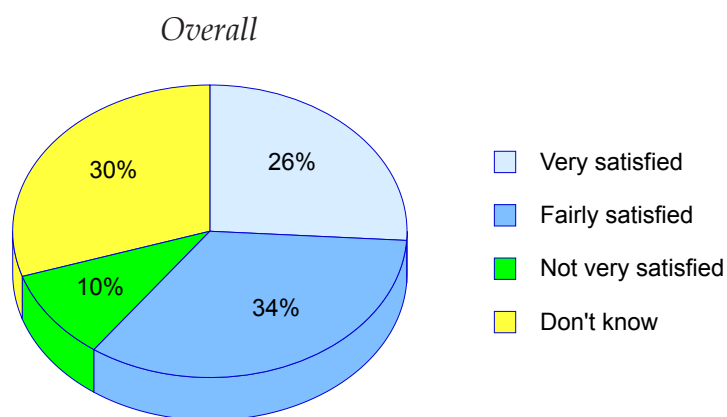
* multiple responses allowed



Not asked in 2001, 2003-2004, 2006-2007, 2010, 2011, 2013 and 2014

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

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



60% of Tasman residents are satisfied with emergency management (69% in 2014), including 26% who are very satisfied, while 10% are not very satisfied. 30%, are unable to comment (19% in 2014).

The percent not very satisfied is slightly above the Peer Group Average and similar to the National Average and the 2014 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 %
Overall*					
Total District 2015	26	34	60	10	30
2014	25	44	69	12	19
2013	22	37	59	14	27
2012 [†]	19	40	59	10	32
2011	20	33	53	11	36
2010 [†]	19	37	56	8	37
2009	18	40	58	10	32
2008	15	35	50	16	34
Comparison					
Peer Group (Rural)	29	34	63	5	32
National Average	27	36	63	8	29
Ward					
Lakes-Murchison	34	23	57	9	34
Golden Bay [†]	34	25	59	18	24
Motueka	21	33	54	16	30
Moutere-Waimea [†]	27	33	60	8	31
Richmond	23	41	64	4	32

% read across

* not asked prior to 2008

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

The main reasons residents are not very satisfied with emergency management are ...

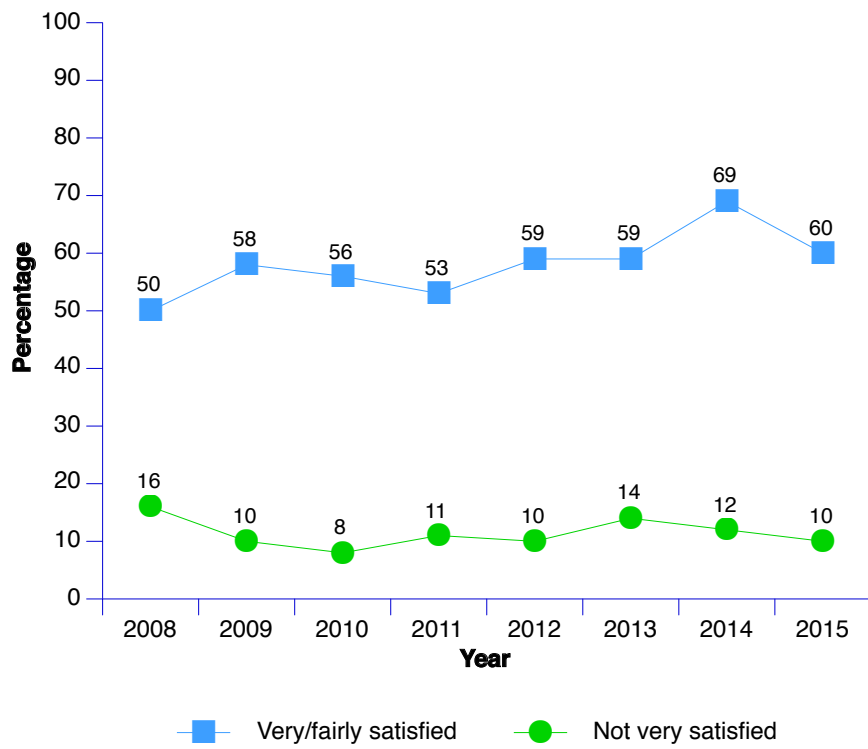
- lack of information/ not enough publicity/knowledge,
- non-existent/ not aware of any emergency plan,
- need more education/training.
- not prepared/organised/ delays in response/little help.

Summary Table:

Main Reasons* For Being Not Very Satisfied With Emergency Management

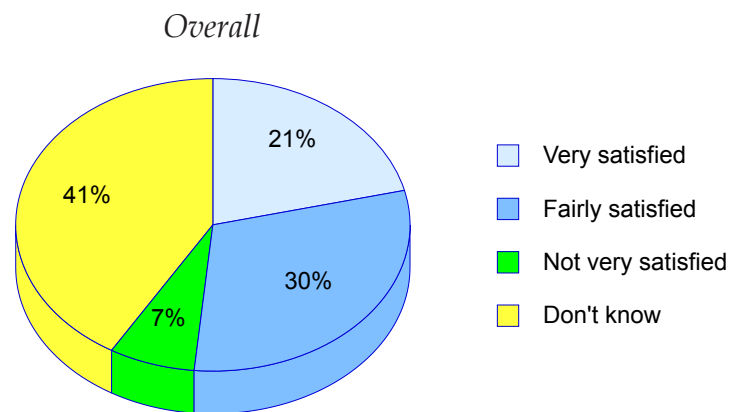
	Total District 2015 %	Ward				
		Lakes- Murchison %	Golden Bay %	Motueka %	Moutere- Waimea %	Richmond %
Percent Who Mention ...						
Lack of information/not enough publicity/knowledge	4	-	2	11	2	3
Non-existent/ not aware of any emergency plan	3	-	5	5	4	2
Need more education/training	2	-	5	1	-	3
Not prepared/organised/ delays in response/little help	2	4	6	1	2	-

* multiple responses allowed

Emergency Management

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

xiv. Education For Sustainability, that includes Enviroschools and events like Arbor Day and Secondhand Sunday



51% of residents are satisfied with education for sustainability, while 7% are not very satisfied and a large percentage, 41% 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 education for sustainability.

Satisfaction With Education For Sustainability

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall*					
Total District 2015 [†]	21	30	51	7	41
2014	24	41	65	7	28
2013 [†]	24	38	62	6	33
2012 [†]	26	40	66	5	28
2011	29	39	68	5	27
2010	36	38	74	4	22
2009	33	42	75	4	21
Ward					
Lakes-Murchison [†]	9	21	30	6	65
Golden Bay	44	25	69	13	18
Motueka	16	31	47	7	46
Moutere-Waimea	21	27	48	11	41
Richmond	21	36	57	3	40

% read across

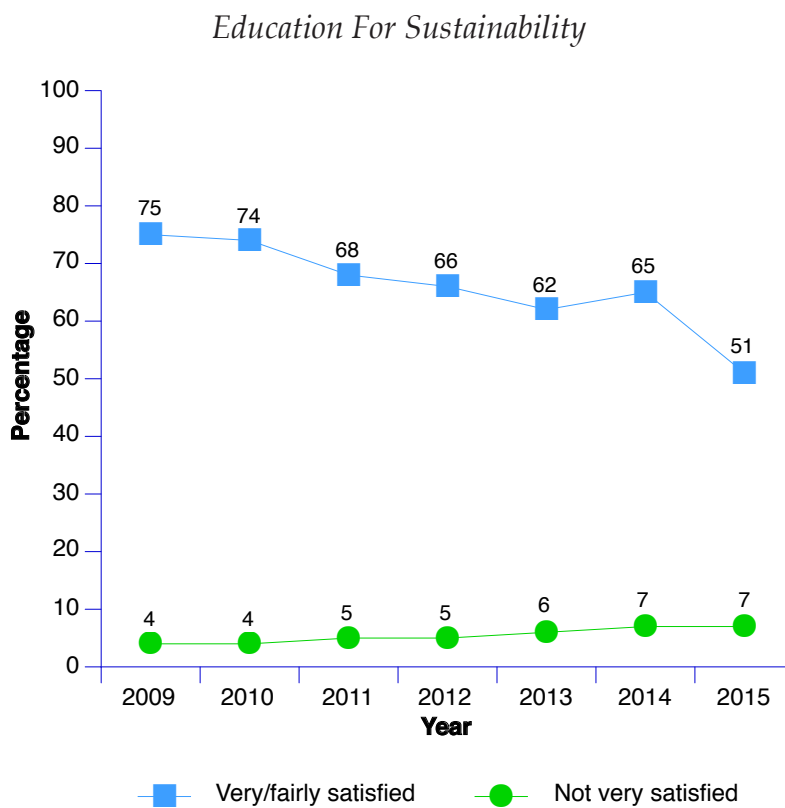
* not asked prior to 2009. Readings prior to 2015 refer to Environmental Education.

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

The main reasons* residents are not very satisfied with education for sustainability are ...

- don't have it/could do more, mentioned by 2% of all residents,
- need more information/promotion/education, 2%.

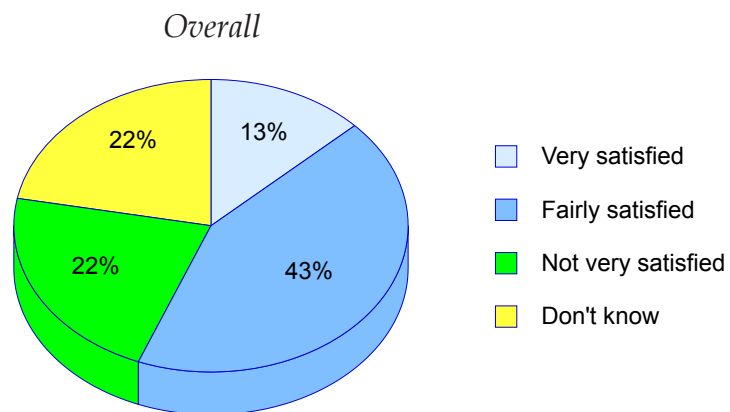
* multiple responses allowed



* not asked prior to 2009. Reading prior to 2015 refer to Environmental Education.

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

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



56% of Tasman residents are satisfied with environmental planning and policy (63% in 2014), while 22% are not very satisfied and 22% are unable to comment (15% in 2014).

There are no comparative Peer Group and National Averages for this reading, but the not very satisfied reading is similar to the 2014 result.

Men are more likely to be not very satisfied with environmental planning and policy, than women.

Satisfaction With Environmental Planning And Policy

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall*					
Total District 2015	13	43	56	22	22
2014	13	50	63	22	15
2013	12	46	58	24	18
2012	13	49	62	20	18
2011	15	43	58	17	25
2010	22	49	71	14	15
2009	19	50	69	20	11
2008	13	49	62	22	16
Ward					
Lakes-Murchison	10	40	50	26	24
Golden Bay	8	46	54	32	14
Motueka	11	36	47	20	33
Moutere-Waimea	13	44	57	24	19
Richmond	18	47	65	16	19
Gender					
Male	14	44	58	26	16
Female	12	42	54	18	28

% read across

* not asked prior to 2008

The main reasons residents are not very satisfied with environmental planning and policy are ...

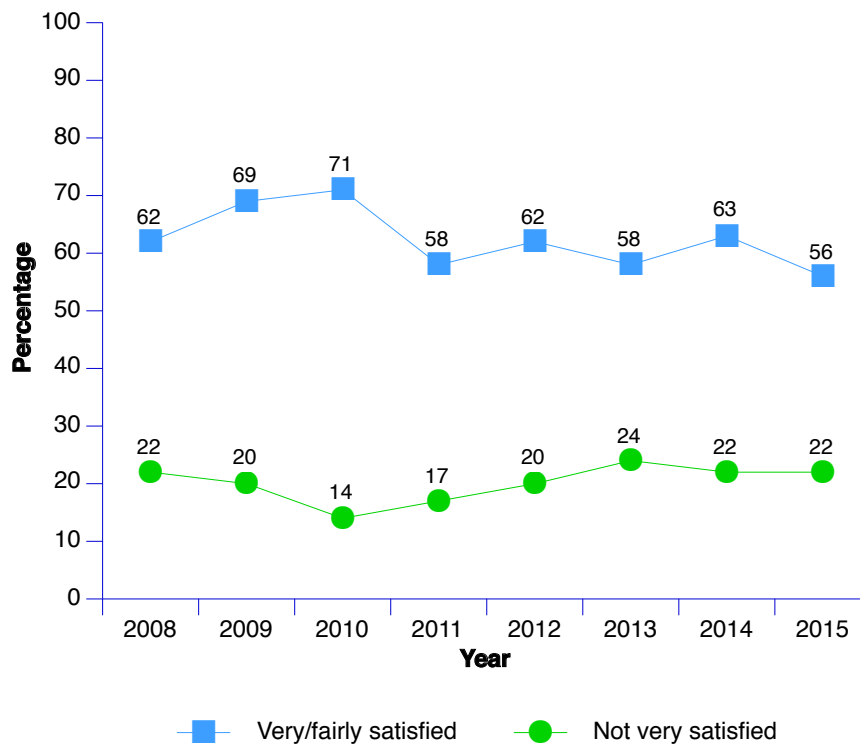
- Lee Valley Dam/issues with dams,
- too restrictive/slow/costly/over regulated,
- poor planning/future planning/management decisions.

Summary Table:

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

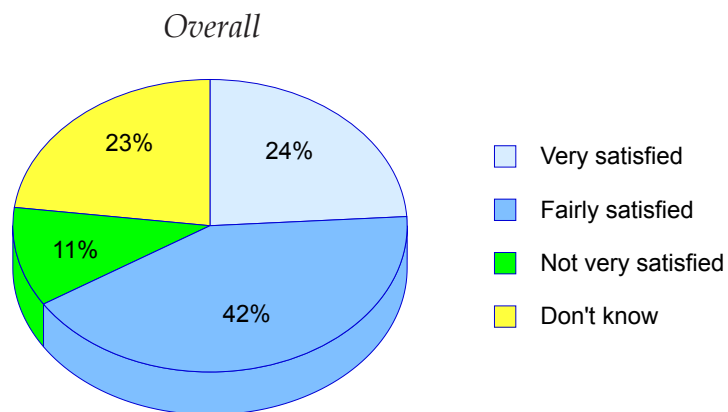
	Total District 2015 %	Ward				
		Lakes-Murchison %	Golden Bay %	Motueka %	Moutere-Waimea %	Richmond %
Percent Who Mention ...						
Lee Valley Dam/issues with dams	5	-	-	3	6	7
Too restrictive/slow/costly/over regulated	4	-	11	3	4	3
Poor planning/future planning/management decisions	3	4	6	2	2	3

* multiple responses allowed

Environmental Planning And Policy

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

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



66% of Tasman residents are satisfied with environmental information (70% in 2014), while 11% are not very satisfied and 23% are unable to comment (17% in 2014).

There are no comparative Peer Group or National Averages for this reading, however this year's not very satisfied reading is similar to the 2014 result.

There are no notable differences between Wards and between socio-economic groups, in terms of those residents not very satisfied with environmental information. However, it appears that Lakes-Murchison and Golden Bay Ward residents, are slightly more likely, than other Ward residents, to feel this way.

Satisfaction With Environmental Information

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall*					
Total District 2015	24	42	66	11	23
2014	20	50	70	13	17
2013	20	50	70	13	17
2012	21	49	70	8	22
2011 [†]	22	46	68	9	24
2010	25	47	72	8	20
2009	25	50	75	9	16
2008	20	52	72	8	20
2002	14	49	63	16	21
Ward					
Lakes-Murchison	13	28	41	30	29
Golden Bay	29	30	59	21	20
Motueka	18	43	61	10	29
Moutere-Waimea	22	43	65	7	28
Richmond	31	49	80	7	13

% read across

* not asked in 2005 or prior to 2002

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

The main reasons residents are not very satisfied with environmental information are ...

- lack of information/ would like more/ haven't seen any,
- concerns about water quality/ contamination,
- no notification of problems/ need direct communication.

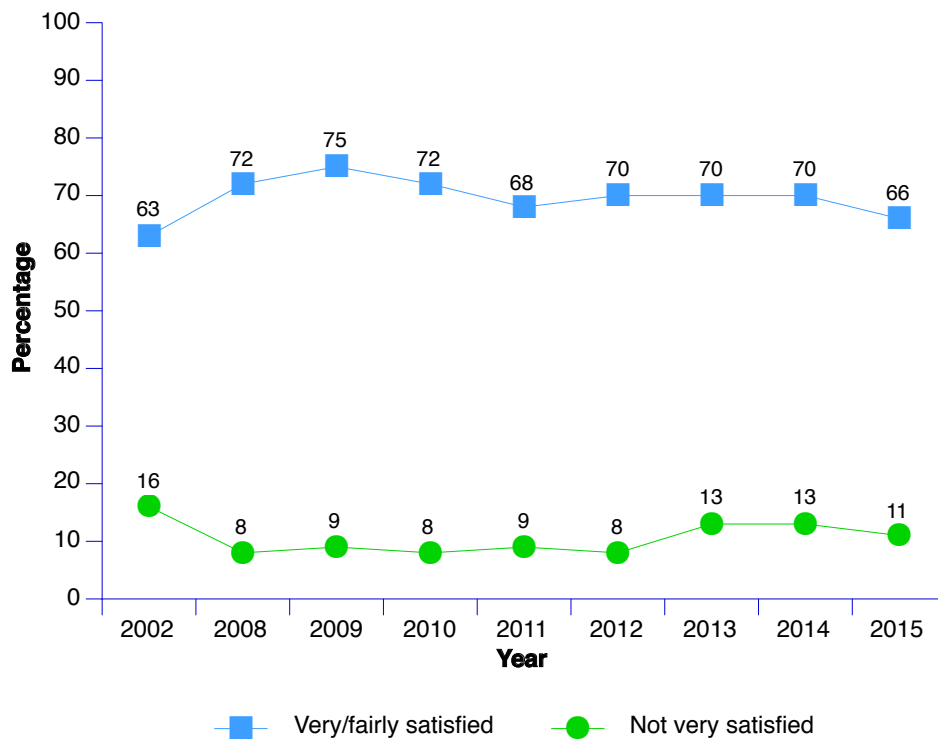
Summary Table:

Main Reasons* For Being Not Very Satisfied With Environmental Information

	Total District 2015 %	Ward				
		Lakes- Murchison %	Golden Bay %	Motueka %	Moutere- Waimea %	Richmond %
Percent Who Mention ...						
Lack of information/ would like more/ haven't seen any	4	4	6	5	3	3
Concerns about water quality/ contamination	3	13	11	1	3	-
No notification of problems/ need direct communication	2	6	-	2	-	2

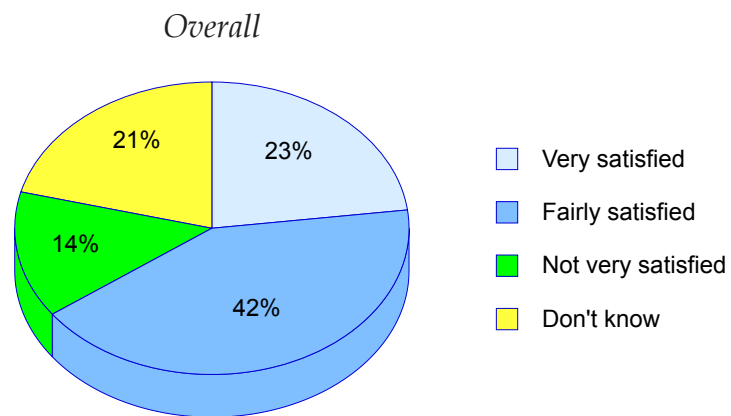
* multiple responses allowed

Environmental Information



Recommended Satisfaction Measure For Reporting Purposes:
 Total District = 66%

xvii. Council's Management Of Coastal Structure (eg, ports, wharves, rock protection works)



65% of Tasman residents are satisfied with Council's management of coastal structures, while 14% are not very satisfied and 21% are unable to comment. These readings are similar to the 2014 results.

There are no comparative Peer Group and National Averages.

Golden Bay and Motueka Ward residents are more likely to be not very satisfied with Council's management of coastal structures, than other Ward residents.

Satisfaction With Council's Management Of Coastal Structures

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall*					
Total District 2015	23	42	65	14	21
2014 [†]	23	42	65	13	21
Ward					
Lakes-Murchison	13	28	41	8	51
Golden Bay [†]	18	33	51	31	17
Motueka [†]	17	42	59	24	16
Moutere-Waimea	32	41	73	10	17
Richmond	25	48	73	5	22

% read across

* not asked prior to 2014

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

The main reasons residents are not very satisfied with Council's management of coastal structures are ...

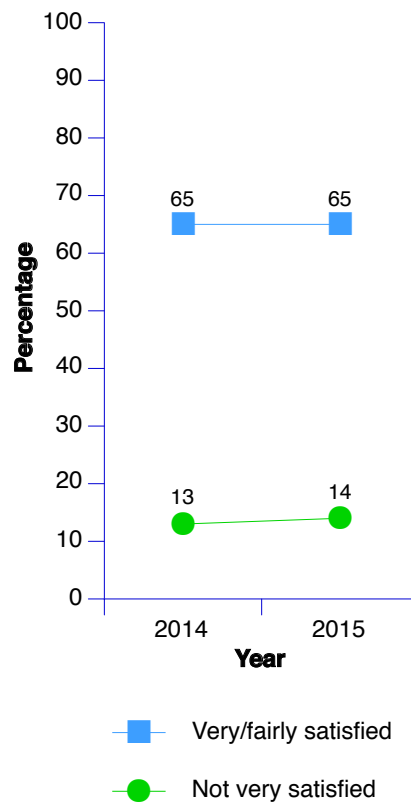
- coastal protection/ foreshore/ sea frontages/ rock walls,
- needs improvement/ not enough being done/ take too long,
- financial issues,
- erosion issues,
- need to listen/ communicate.

Summary Table: Main Reasons* For Being Not Very Satisfied With Council's Management Of Coastal Structures

	Total District 2015 %	Ward				
		Lakes-Murchison %	Golden Bay %	Motueka %	Moutere-Waimea %	Richmond %
Percent Who Mention ...						
Coastal protection/ foreshore/ sea frontages/ rock walls	4	3	7	9	3	2
Needs improvement/ not enough being done/ take too long	2	-	8	6	-	-
Financial issues	2	2	3	3	2	1
Erosion issues	2	-	6	2	1	1
Need to listen/ communicate	2	-	5	2	2	-

* multiple responses allowed

Council's Management Of Coastal Structures



Recommended Satisfaction Measure For Reporting Purposes:
Total District = 65%



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.

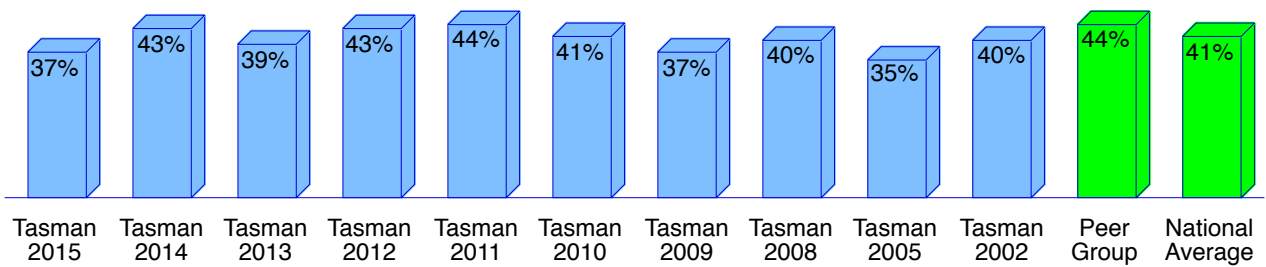
A. RECENT COUNCIL ACTIONS, DECISIONS OR MANAGEMENT RESIDENTS APPROVE OF

Overall, 37% of Tasman District residents have in mind a recent Council action, decision or management they approve of (43% in 2014). This is below the Peer Group Average and on par with the National Average.

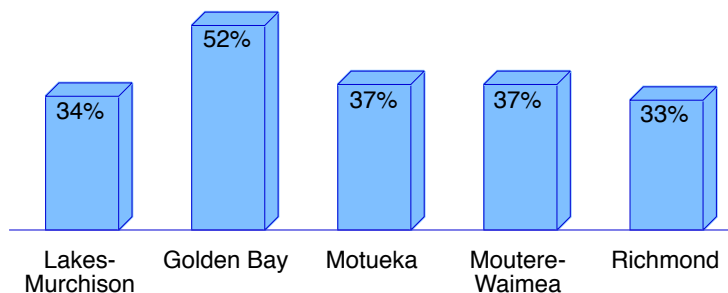
Residents more likely to have in mind a Council action, decision or management they approve of are ...

- Golden Bay Ward residents,
- residents with an annual household income of more than \$100,000.

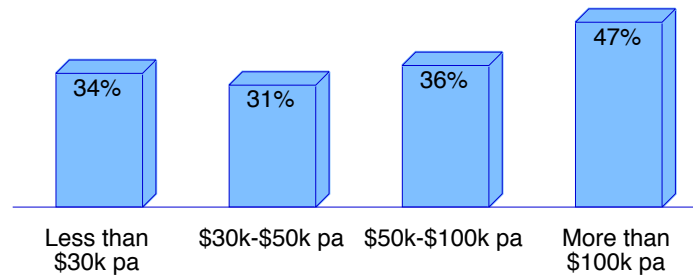
Percent Approving - Comparison



Percent Approving - By Ward



Percent Approving - Comparing Different Types Of Residents



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

- the cycleway /bike trails,
- good consultation/communication/keep us informed/listen,
- community involvement/events/community centre,
- sport and recreation facilities,
- beautification/upgrades/upkeep of parks/reserves/public areas,
- do a good job/good service/provide good services/facilities.

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

	Total District 2015 %	Ward				
		Lakes-Murchison %	Golden Bay %	Motueka %	Moutere-Waimea %	Richmond %
Percent Who Mention ...						
The cycleway /bike trails [†]	9	9	8	8	15	4
Good consultation/communication/keep us informed/listen	4	2	5	5	1	4
Community involvement/events/community centre	4	-	9	2	-	6
Sport and recreation facilities	3	2	8	2	4	3
Beautification/upgrades/upkeep of parks/reserves/public areas	3	-	-	4	3	4
Do a good job/good service/provide good service/facilities	3	5	13	3	1	-

NB: refer to page 88

[†] 1% of residents mention "cycleways/bike lanes" as an action/decision/management they disapprove of

Other actions/decisions/management finding approval amongst 2% of residents are ...

- walkways,
- rubbish collection/recycling services,
- improved roading/traffic flow/road safety,
- provision of services/upgrade,
- issues with dams/Lee Valley Dam,
- performance of Councillors/Mayor,
- planning/long term plan,
- cutting down on debt/reducing costs,

by 1% ...

- environmental issues,
- upgrade of Richmond.

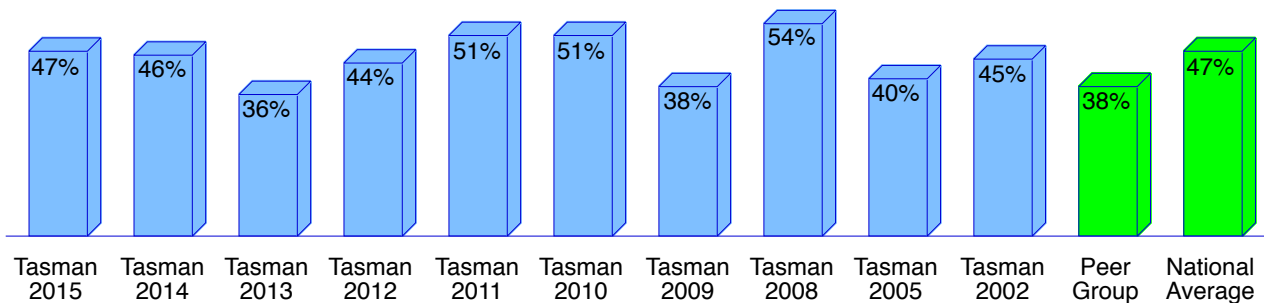
B. RECENT COUNCIL ACTIONS, DECISIONS OR MANAGEMENT RESIDENTS DISAPPROVE OF

Overall, 47% of Tasman District residents have in mind a recent Council action, decision or management they disapprove of. This is above the Peer Group Average and similar to the National Average and the 2014 reading.

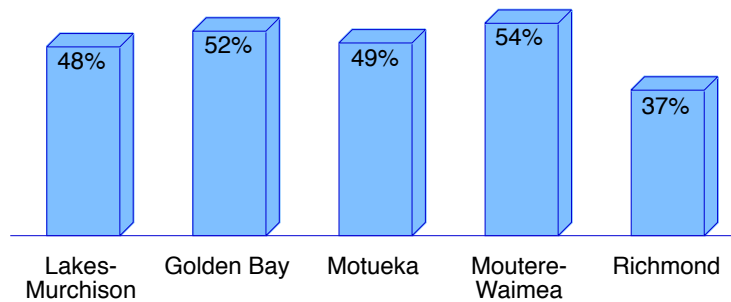
Men are more likely to have in mind a recent Council action, decision or management they disapprove of, than women.

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

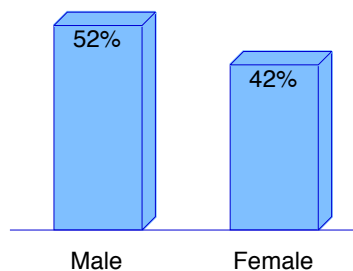
Percent Disapproving - Comparison



Percent Disapproving - By Ward



Percent Disapproving - Comparing Different Types Of Residents



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

- Lee Valley Dam issues,
- roading/roadworks/road safety/footpaths/traffic,
- rates increases/rates too high/rates issues,
- Council spending/overspending/money wasted,
- planning issues/rezoning/subdivisions,
- Council performance/attitude.

Summary Table:

Main Council Actions/Decisions/Management Residents Disapprove Of

	Total District 2015 %	Ward				
		Lakes- Murchison %	Golden Bay %	Motueka %	Moutere- Waimea %	Richmond %
Percent Who Mention ...						
Lee Valley Dam issues*	13	4	19	6	17	16
Roading/roadworks/road safety/ footpaths/traffic ^{††}	5	2	3	8	7	1
Rates increases/rates too high/ rates issues	4	2	-	7	4	4
Council spending/overspending/ money wasted [°]	4	10	5	-	3	6
Planning issues/rezoning/ subdivisions ^{**}	3	4	-	3	5	3
Council performance/attitude [†]	3	-	5	3	2	3

NB: refer to page 85

[†] 2% of residents mention "performance of Councillors/Mayor" as an issue they approve of

^{††} 2% of residents mention "improved roading/traffic flow/road safety" as an issue they approve of

* 2% of residents mention "issues with dams/Lee Valley Dam" as an issue they approve of

** 2% of residents mention "planning/long term plan" as an issue they approve of

° 2% of residents mention "cutting down on debt/reducing costs" as an issue they approve of

Other actions/decisions/management finding disapproval among 2% of residents are ...

- flooding/flood management/stopbanks/stormwater/erosion,
- consent and permit process/slow/expensive,
- Council communication/lack of consultation/not listening,
- rubbish collection/recycling centres,

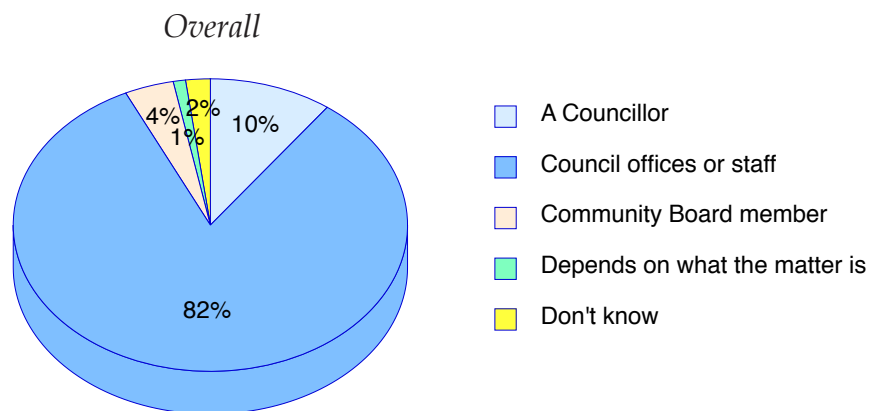
by 1% ...

- swimming pools,
- water supply issues,
- policy on fires/burners,
- closure of Information Centre in Murchison,
- library issues,
- cycleways/bike lane,
- low flying aircraft/noise,
- freedom camping,
- amalgamation with Nelson Council.



3. 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 2015 %	Total District 2014 %	Ward				
			Lakes-Murchison %	Golden Bay %	Motueka %	Moutere-Waimea %	Richmond %
<i>Percent Who Mention ...</i>							
The Council offices or staff	82	79	61	56	71	91	96
A Councillor	10	9	33	24	14	5	2
A Community Board member*	4	5	4	18	9	-	-
Depends on what the matter is	1	4	-	-	2	2	2
The Mayor	-	-	-	-	-	-	1
Don't know	2	2	3	2	5	2	1
Total	+99	+99	+101	100	+101	100	+101

* only read out to Motueka and Golden Bay Ward residents, one respondent from Lakes-Murchison Ward volunteered this information

† does not add to 100% due to rounding

82% of residents would contact Council offices or staff first if they had a matter to raise with Council (79% in 2014), followed by a Councillor, 10%.

Moutere-Waimea and Richmond Ward residents are more likely to say they would contact Council staff and offices first, than other Ward residents.

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

"Roading in area. Coastal area."

"An issue, ie, venting opinion on policy, ie, zoning."

"Local issue, our area."

"Services, planning."

"To do with what is relative to them."

"Roads, the dam, footpaths."

Contact The Offices

"Rates. Dog control."

"Roading."

"Richmond issues."

"Cemetery layout."

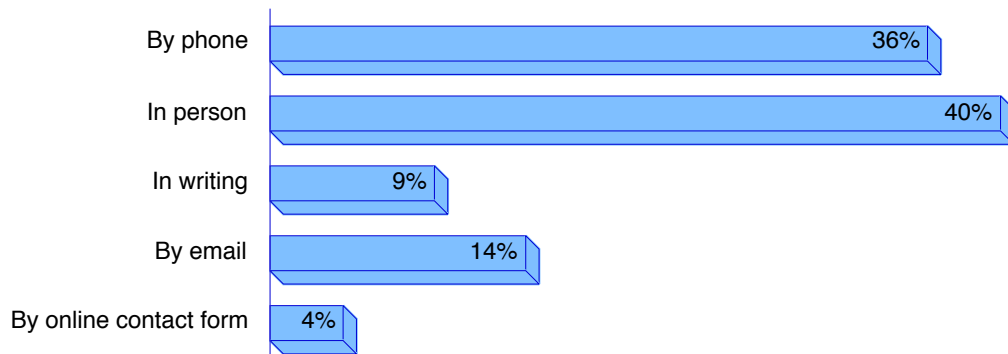
"Dog licences, extensions to house, swimming pools."

"Rates, dog control."

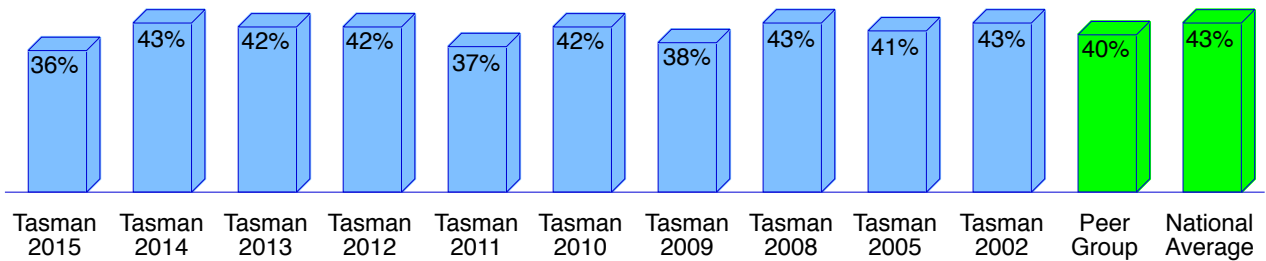
NB: no respondents who said it depended on what the matter was gave an example of when they would contact a Community Board member.

B. LEVELS OF CONTACT

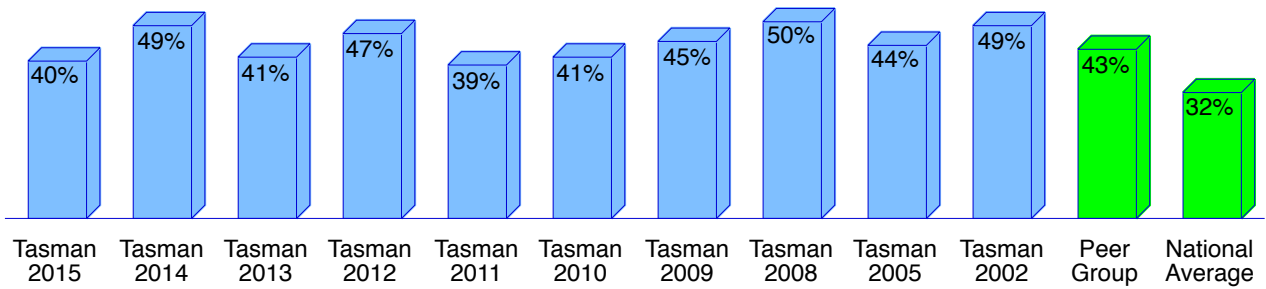
2015 - Yes, Have Contacted Council Offices ...



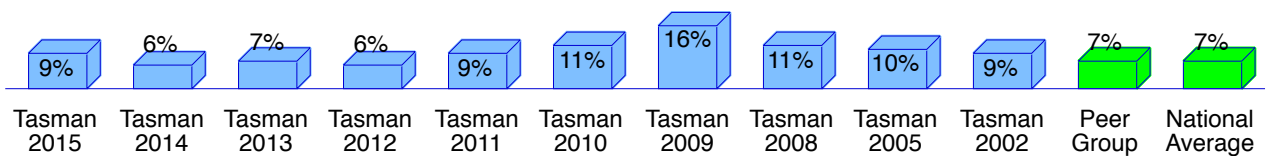
Percent Saying 'Yes - By Phone' - Comparison



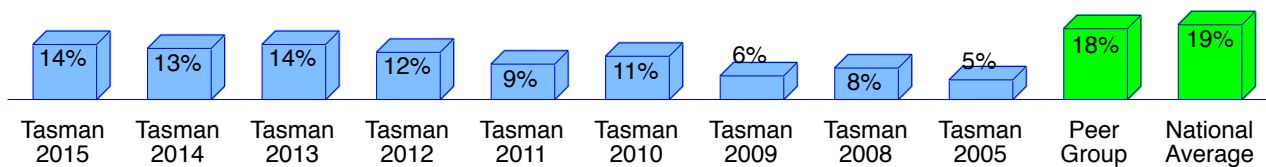
Percent Saying 'Yes - In Person' - Comparison



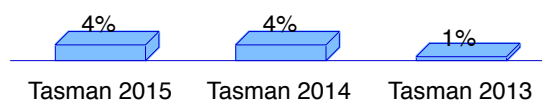
Percent Saying 'Yes - In Writing' - Comparison



Percent Saying 'Yes - By Email' - Comparison



Percent Saying 'Yes - By Online Contact Form' - Comparison



36% of residents have contacted Council offices by phone in the last year (43% in 2014), while 40% visited a Council office in person (49% in 2014) and 9% contacted Council in writing (6% in 2014). 14% have contacted Council offices by email and 4% contacted them by online contact form.

Residents are on par with like residents and below 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 on par with Peer Group residents in this respect.

Tasman District residents are similar to the Peer Group residents and the National Average, in terms of contacting Council in writing and on par with the Peer Group Average and slightly below the National Average, in terms of contacting Council by email.

There are no Peer Group and National Averages for contact by online contact form.

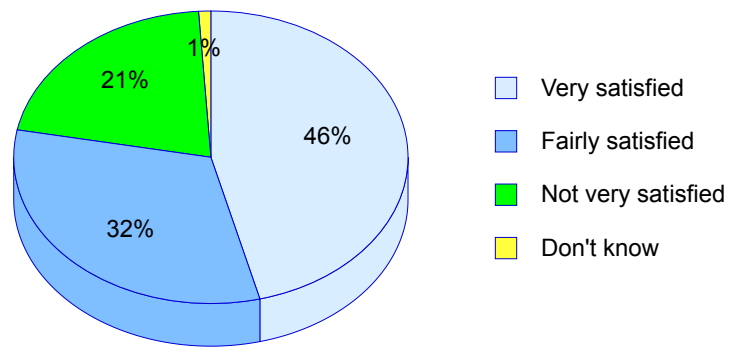
There are no notable differences between Wards and between socio-economic groups, in terms of those residents who have contacted a Council office **by phone** and/or **in person**.

However, it appears that the following residents are slightly more likely to visit a Council office **in person** ...

- all Ward residents except Lakes-Murchison Ward residents,
- 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 writing, by email** and/or by **online contact form**. However, it appears that shorter term residents, those residing in the District 10 years or less are slightly more likely to contact Council **email**, than longer term residents.

C. SATISFACTION WHEN CONTACTING THE COUNCIL OFFICES BY PHONE



Base = 153

78% of residents contacting the Council Offices by phone in the last 12 months are satisfied, including 46% who are very satisfied (41% in 2014), while 21% are not very satisfied.

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

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

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

[†] those residents who have contacted the Council offices by phone (N = 153)

The main reasons* residents contacting Council Offices by phone are not very satisfied are ...

- poor service/efficient/slow, mentioned by 6% of residents contacting Council by phone,
- poor attitude/rude/unhelpful, 4%,
- unsatisfactory outcome/problem not resolved, 5%.

* multiple responses allowed

Satisfaction When Contacting Council Offices By Phone

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Contacted Council Offices By Phone					
2015	46	32	78	21	1
2014 [†]	41	40	81	19	1
2013	47	40	87	13	-
2012	44	36	80	20	-
2011	37	40	77	23	-
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	-
Comparison					
Peer Group (Rural)	49	34	83	17	-
National Average [†]	40	41	81	18	-
Ward					
Lakes-Murchison*	30	38	68	32	-
Golden Bay*	61	25	86	14	-
Motueka	41	38	79	22	-
Moutere-Waimea	51	24	75	23	2
Richmond [†]	45	39	84	15	-
Gender					
Male	44	28	72	28	-
Female [†]	49	37	86	13	2
Length of Residence					
Lived there 10 years or less	52	43	95	5	-
Lived there more than 10 years	45	29	74	25	1

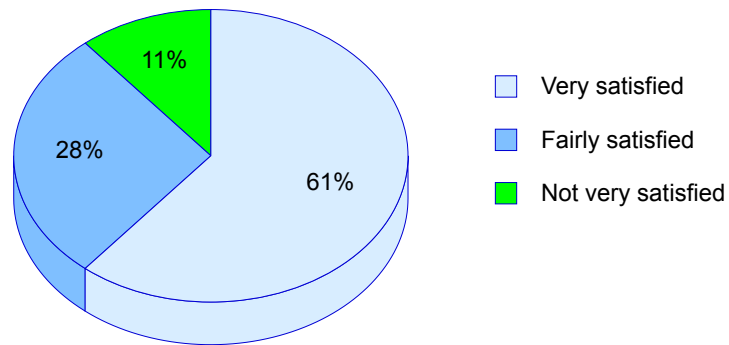
Base = 153

% read across

* caution: small bases

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

D. SATISFACTION WHEN CONTACTING THE COUNCIL OFFICES IN PERSON



Base = 160

89% of residents contacting a Council office in person in the last 12 months are satisfied, including 61% who are very satisfied (54% in 2014).

The percent not very satisfied (11%) is on par with the Peer Group Average and similar to the National Average and the 2014 reading.

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

[†] those residents who have contacted Council offices in person (N = 160)

The main reasons* residents contacting a Council office in person are not very satisfied are ...

- poor attitude/rude/fobbed off/unhelpful, mentioned by 4% of residents who contacted a Council office in person,
- poor service/slow/inefficient/inconsistent information given, 3%.

* multiple responses allowed

Satisfaction When Contacting Council Offices In Person

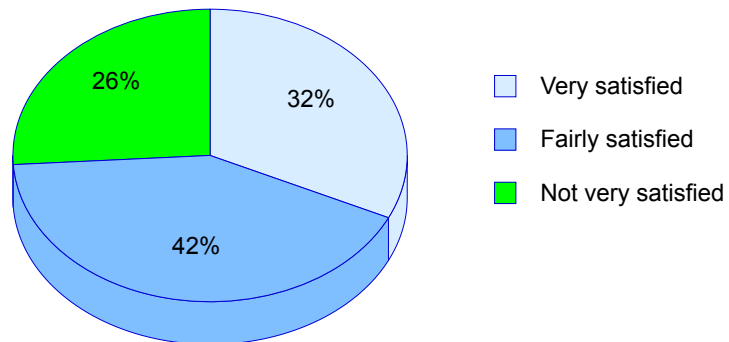
	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Contacted Council Offices In Person					
2015	61	28	89	11	-
2014	54	38	92	8	-
2013 [†]	54	30	84	16	1
2012	53	34	87	13	-
2011	47	39	86	14	-
2010 [†]	50	37	87	12	2
2009	48	37	85	15	-
2008	36	43	79	21	-
2005	34	48	82	18	-
2002	34	53	87	12	1
Comparison					
Peer Group (Rural) [†]	55	40	95	6	-
National Average	52	37	89	11	-
Ward					
Lakes-Murchison ^{*†}	22	40	62	39	-
Golden Bay [*]	65	30	95	5	-
Motueka	55	36	91	9	-
Moutere-Waimea	76	12	88	11	1
Richmond	58	30	88	12	-

Base = 160

% read across

* caution: small bases

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

E. SATISFACTION WHEN CONTACTING THE COUNCIL OFFICES IN WRITING

Base = 38

Margin of error $\pm 15.9\%$

74% of residents contacting the Council offices in writing in the last 12 months are satisfied and 26% are not very satisfied.

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

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 %
Contacted Council Offices In Writing					
2015	32	42	74	26	-
2014*	37	30	67	33	-
2013**	35	42	77	20	4
2012*	32	33	65	31	4
2011	17	57	74	20	6
2010†	21	41	62	34	5
2009	46	29	75	21	4
2008	14	45	59	41	-
2005	20	39	59	37	4
2002	21	49	70	28	2
Comparison					
Peer Group (Rural)	35	53	88	12	-
National Average	29	35	64	36	-
Ward**					
Lakes-Murchison	50	-	50	50	-
Golden Bay	51	38	89	12	-
Motueka	13	76	89	11	-
Moutere-Waimea	28	17	45	55	-
Richmond	30	43	73	26	-

Base = 38

% read across

* caution: small bases

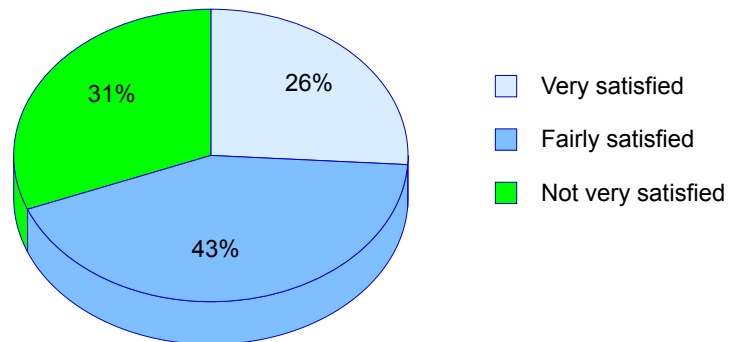
** caution: very small bases

† does not add to 100% due to rounding

The main reasons* residents contacting Council Offices in writing are not very satisfied are ...

- lack of action/slow to resolve, mentioned by 10% of residents contacting Council Offices in writing,
- poor attitude/poor service, 10%.

* multiple responses allowed

F. SATISFACTION WHEN CONTACTING THE COUNCIL OFFICES BY EMAIL

Base = 56
Margin of error $\pm 13.1\%$

69% of residents contacting the Council offices by email in the last 12 months are satisfied (86% in 2014), while 31% are not very satisfied (15% in 2014).

The percent not very satisfied is above 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 By Email

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Contacted Council Offices By Email					
2015	26	43	69	31	-
2014 [†]	47	39	86	15	-
2013	46	35	81	17	2
2012 [†]	38	37	75	20	6
2011	42	38	80	20	-
2010	44	25	69	29	2
2009*	42	37	79	21	-
2008	23	48	71	29	-
Comparison					
Peer Group (Rural)	44	42	86	12	2
National Average	26	46	72	28	-
Ward*					
Lakes-Murchison	14	48	62	38	-
Golden Bay	11	64	75	25	-
Motueka	37	63	100	-	-
Moutere-Waimea	44	11	55	45	-
Richmond	-	67	67	33	-

Base = 56

% read across

* caution: very small/ small bases

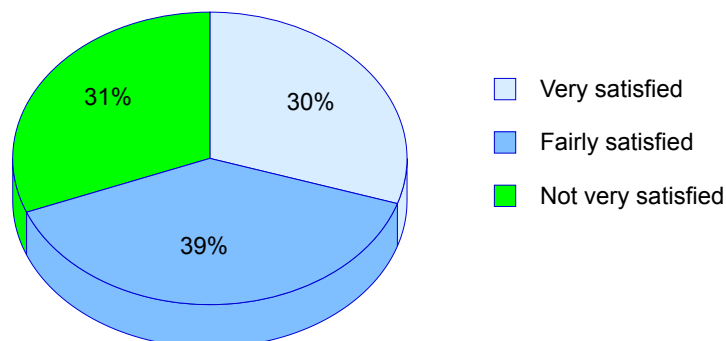
[†] does not add to 100% due to rounding

The main reasons* residents contacting Council Offices by email are not very satisfied are ...

- no reply/slow response, mentioned by 14% of residents contacting Council offices by email,
- lack of action/slow to resolve, 11%.

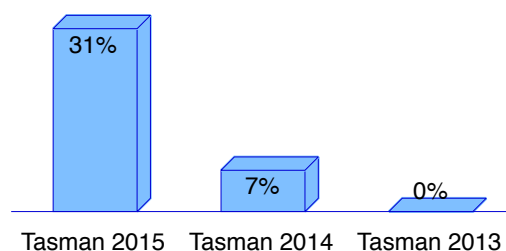
* multiple responses allowed

G. SATISFACTION WHEN CONTACTING THE COUNCIL OFFICES BY ONLINE CONTACT FORM



Base = 15[†]

Percent Not Very Satisfied - Comparison[†]



69% of residents contacting the Council offices by online contact form in the last 12 months are satisfied, while 31% are not very satisfied. Caution required as base is **very** small.

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

The reasons* residents contacting Council offices by online contact form are not very satisfied are ...

- no action/slow response/no reply, mentioned by 26% of residents contacting Council by online contact form,
- others, 5%.

[†] caution: very small bases

* multiple responses allowed

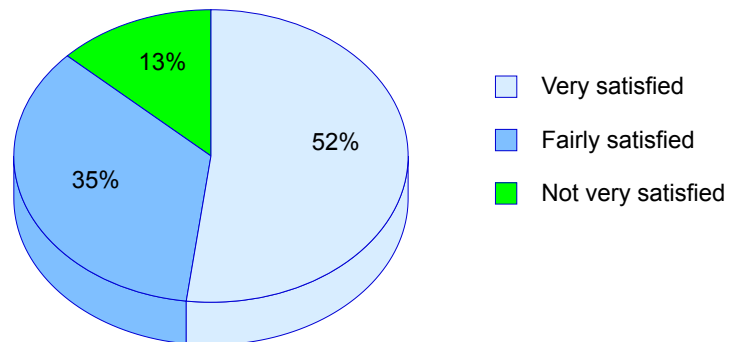
H. SATISFACTION WITH SERVICE RECEIVED WHEN CONTACTED COUNCIL

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

	Had Contact 2015 %	Ward				
		Lakes-Murchison %	Golden Bay %	Motueka %	Moutere-Waimea %	Richmond %
<i>Percent Who Mention ...</i>						
Richmond (Queen Street)	68	90	31	12	96	100
Motueka (Hickmott Place)	22	-	-	88	4	-
Takaka (Junction Street)	9	-	69	-	-	-
Murchison (Fairfax Street)	1	10	-	-	-	-
Unsure	-	-	-	-	-	-
Total	100	100	100	100	100	100
Base	238	24	*28	55	65	66

* caution: small base

Contacted A Council Office In Last 12 Months



Base = 238

Of the 58% residents who contacted the Council offices by phone, in person, in writing, by email and/or by online contact form in the last 12 months (67% in 2014), 87% are satisfied, including 52% who are very satisfied (48% in 2104), with 13% being not very satisfied.

The percent not very satisfied is similar to the Peer Group and National Averages and the 2014 reading.

68% of residents who have contacted the Council in the last 12 months, have contacted the Richmond Office (62% in 2014), while 22% have contacted the Motueka Office (26% in 2014).

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

[†] those residents who have contacted Council in the last 12 months (N = 238)

Satisfaction When Contacting Council

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Contacted Council					
2015	52	35	87	13	-
2014 [†]	48	39	87	12	-
2013	49	37	86	13	1
2012	47	35	82	17	1
2011	40	42	82	17	1
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
Comparison					
Peer Group (Rural)	45	42	87	13	-
National Average	40	45	85	15	-
Ward					
Lakes-Murchison*	25	46	71	29	-
Golden Bay [†]	67	26	93	8	-
Motueka	52	28	80	19	1
Moutere-Waimea [†]	52	33	85	14	-
Richmond [†]	51	43	94	7	-

Base = 238

% read across

* caution: small base

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

Recommended Satisfaction Measure For Reporting Purposes:

Contacted Council In The Last 12 Months	=	87%
Contacted By Phone	=	78%
Contacted In Person	=	89%
Contacted In Writing	=	74%
Contacted By Email	=	69%
Contacted by Online Contact Form*	=	69%

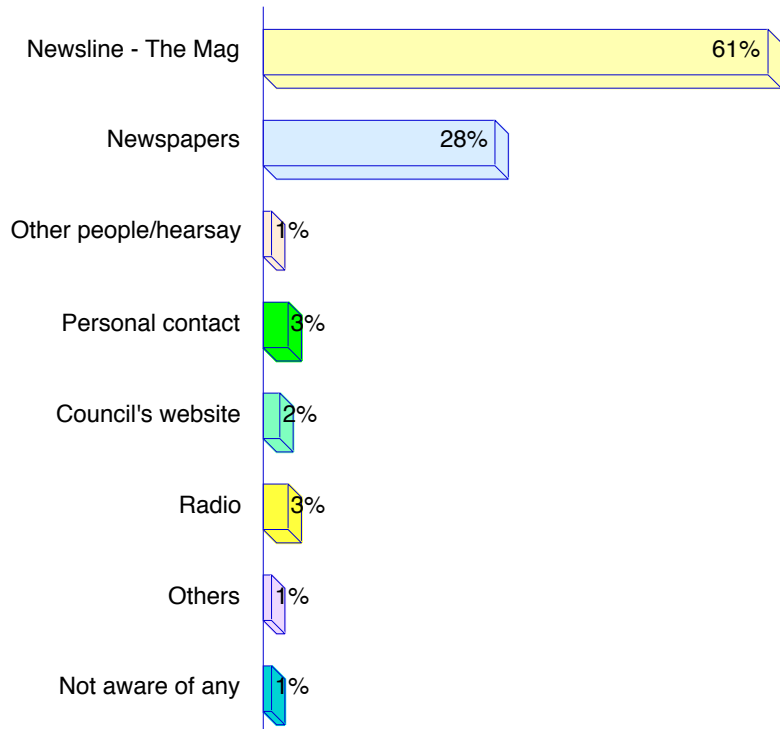
* caution: very small base (N = 15)



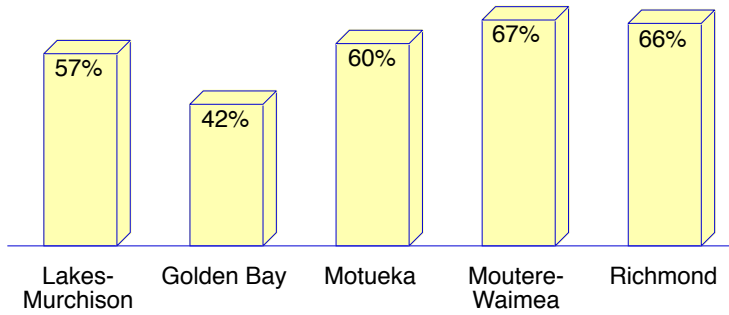
4. INFORMATION

A. MAIN SOURCE OF INFORMATION ABOUT COUNCIL

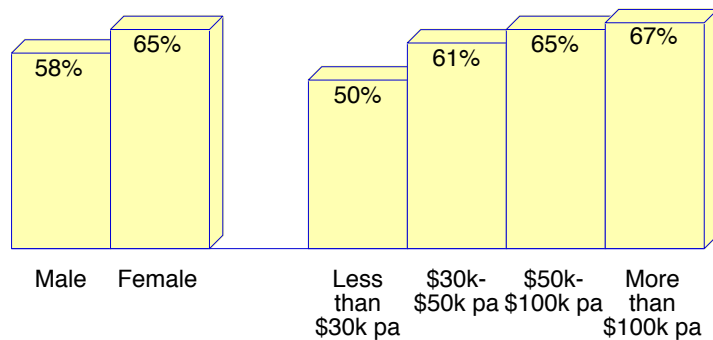
Where Or From Whom Do You Mainly Get Your Information About Council?



Percent Saying "Newsline - The Mag" - By Ward



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



"Newsline - The Mag" is mentioned by 61% of residents as their main source of information about the Council (56% in 2014), while 28% mention newspapers.

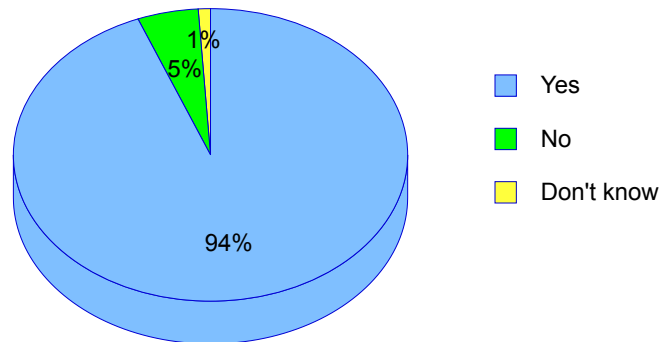
Golden Bay Ward residents are **less** likely to mention "Newsline - The Mag" as their main source of information, than other Ward residents.

It also appears that the following residents are slightly more likely to do so ...

- women,
- residents with an annual household income of \$30,000 or more.

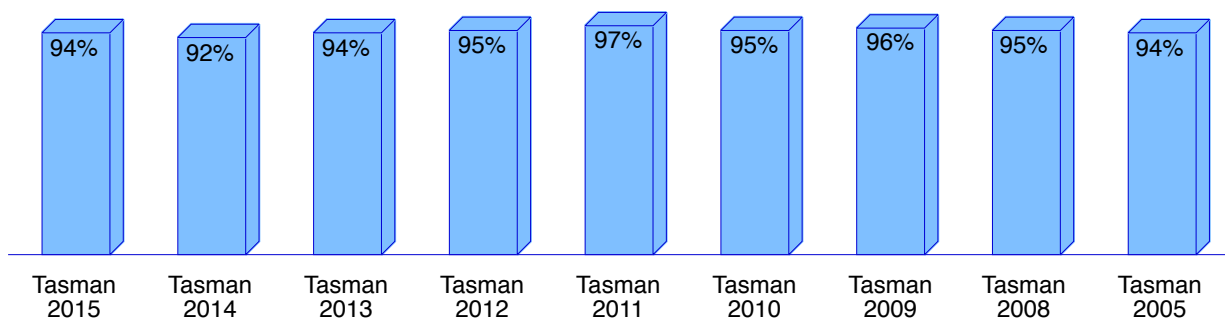
B. READERSHIP OF PUBLISHED INFORMATION PROVIDED BY COUNCIL

Residents Who Are Aware Of Information About Council

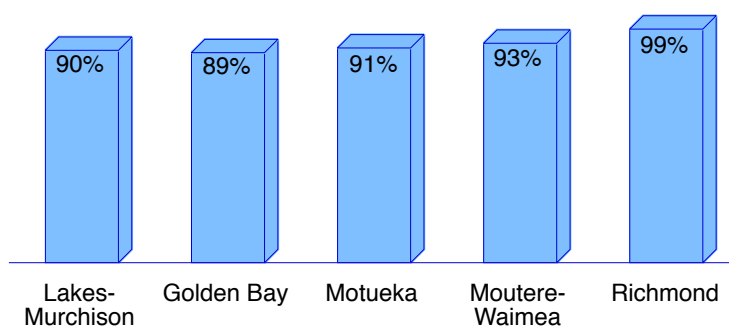


Base = 399

Percent Saying "Yes" - Comparison[†]



Percent Saying "Yes" - By Ward[†]



94% 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 2014 result.

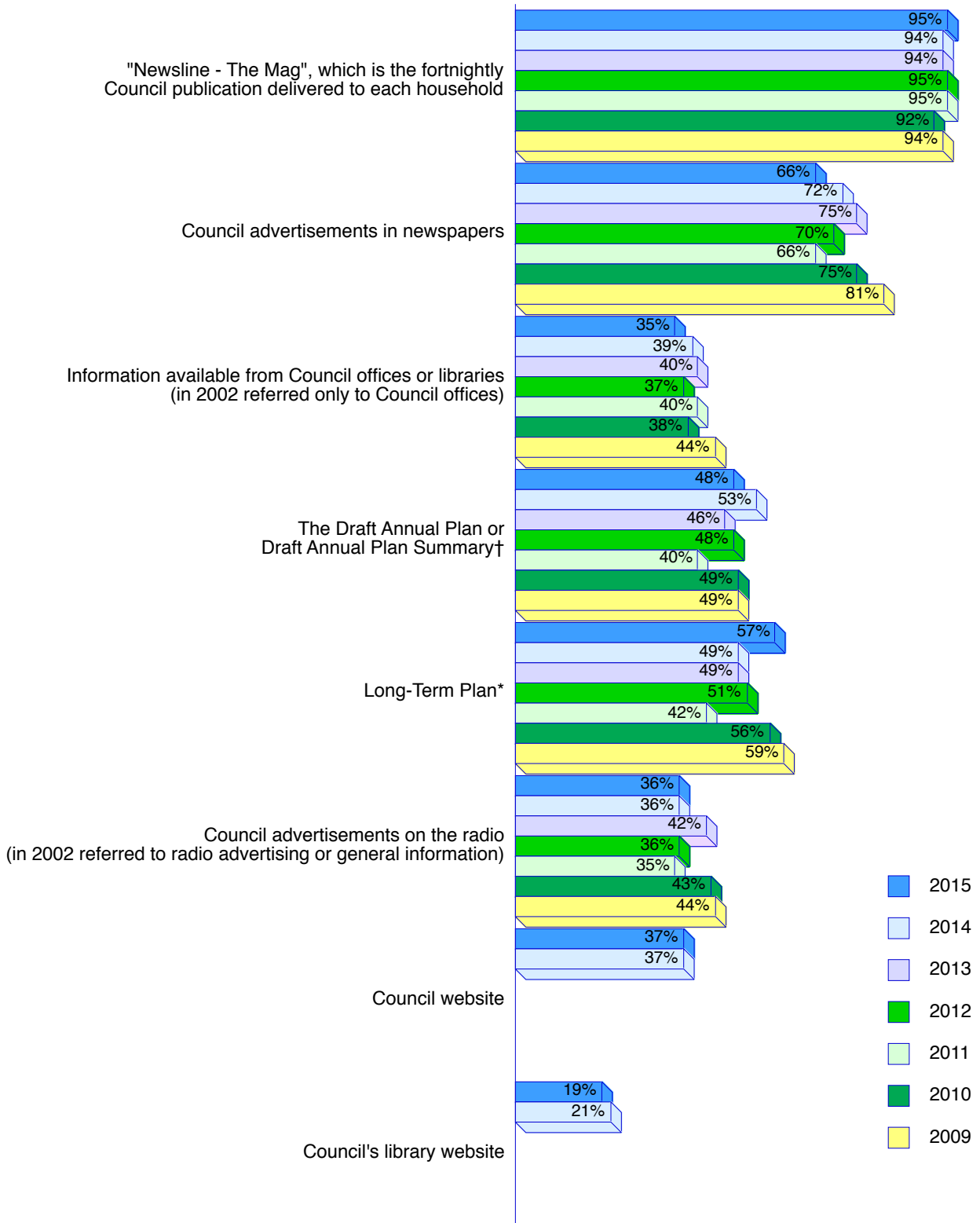
There are no notable differences between Wards and between socio-economic groups, in terms of those residents[†] who have seen, read or heard, in the last 12 months, information Council publishes specifically for the community.

[†] residents who are aware of information about Council, N = 399

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 - 2015



Base = 374

* 2010-2011 readings relate to 'Ten Year Plan' or 'Long-Term Council Community Plan' (LTCCP)

† prior to 2013 readings refer to 'Annual Plan'

Of those who have seen, read or heard information produced by Council in the last 12 months, the majority have seen/read "Newline - The Mag" (95%) and/or Council advertisements in newspapers (66%, compared to 72% in 2014).

There are no notable differences between Wards and between socio-economic groups, in terms of those residents[†] who have seen or read "**Newline - The Mag**" and/or the **Council's library website**.

Residents[†] who live in a one or two person household are more likely to have seen or read **Council advertisements in newspapers**, than those who live in a three or more person household.

Residents[†] more likely to have heard **Council advertisements on the radio** are ...

- Lakes-Murchison Ward residents,
- residents who live in a three or more person household.

There are no notable differences between Wards and between socio-economic groups, in terms of those residents[†] who have seen or read the **Long-term Plan**. However, it appears that residents[†] aged 65 years or over are **slightly more** likely to have done so, than other age groups.

Residents[†] **less** likely to have seen or read the **information available from the Council offices or libraries** are ...

- Lakes-Murchison and Golden Bay Ward residents,
- residents aged 65 years or over,
- residents who live in a one or two person household.

Residents[†] **less** likely to have seen or read the **Draft Annual Plan** or **Draft Annual Plan Summary** are ...

- Moutere-Waimea Ward residents.

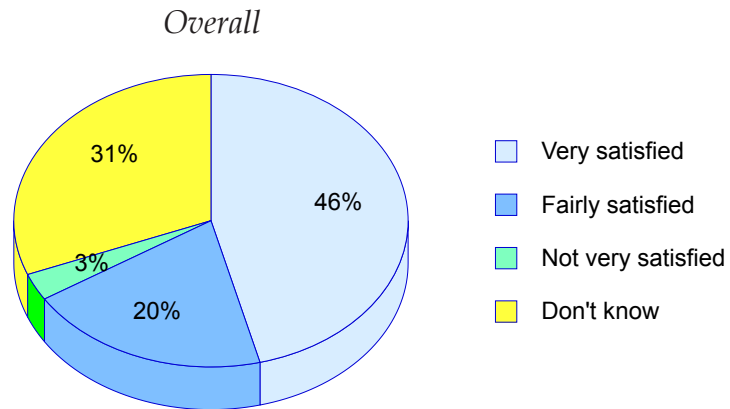
Residents[†] more likely to have seen or read **Council's website** are ...

- residents aged 18 to 64 years,
- residents with an annual household income of \$50,001 or more,
- shorter term residents, those residing in the District 10 years or less.

[†] residents who have seen, read or heard information published or broadcast by Council N = 374

D. SATISFACTION WITH RECREATION PUBLICATIONS

i. *Walking And Cycling Pathways Maps/Great Taste Trail Maps*



66% of residents are satisfied with the recreation publications 'Walking And Cycling Pathways Maps/Great Taste Trail Map', while 3% are not very satisfied. 31% of residents are unable to comment.

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

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

- haven't seen them/ didn't know they existed, mentioned by 1% of residents,
- waste of money, 1%.

Level Of Satisfaction With "Walking And Cycling Pathways Maps/Great Taste Trail Maps"

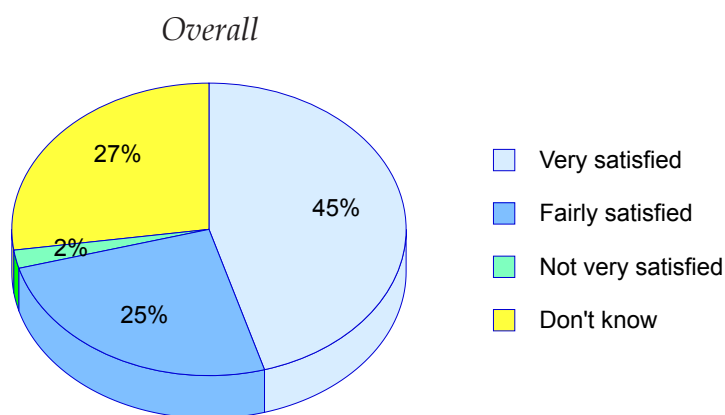
	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall*					
Total District 2015	46	20	66	3	31
2012	36	31	67	3	30
Ward					
Lakes-Murchison	28	21	49	6	45
Golden Bay [†]	24	5	29	2	68
Motueka	53	20	73	4	23
Moutere-Waimea	50	18	68	4	28
Richmond	51	25	76	1	23

% read across

* not asked prior to 2012. 2012 reading refers to "Walk or Bike Tasman" publication. Not asked 2013 and 2014.

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

ii. *Other Community Publications, eg, Mud Cakes And Roses, Boredom Busters, Summer In Tasman Guide*



70% of residents are satisfied with other recreation publications, such as Mud Cakes and Roses, Boredom Busters, Summer in Tasman Guide, , including 45% who are very satisfied (31% in 2012). 2% are not very satisfied and 27% are unable to comment (34% in 2012).

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

The main reasons* residents are not very satisfied with other community publications are ...

- waste of money, mentioned by 1% of residents,
- haven't seen them/ didn't know they existed, 1%.

* multiple responses allowed

Level Of Satisfaction With Other Community Publications

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall ^{*†}					
Total District 2015	45	25	70	2	27
2012	31	33	64	3	34
Ward					
Lakes-Murchison	24	18	42	4	54
Golden Bay	50	22	72	3	25
Motueka	37	30	67	2	31
Moutere-Waimea [†]	41	27	69	2	29
Richmond	58	22	80	2	18

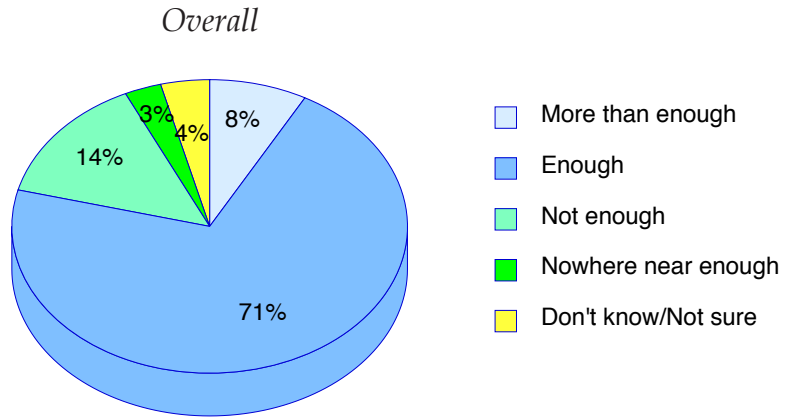
% read across

* not asked prior to 2012. 2012 reading refers to recreation publications. Not asked 2013 and 2014.

† does not add to 100% due to rounding

E. 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 2015 %	Total District 2014 %	Peer Group %	National Average %	Ward				
					Lakes-Murchison %	Golden Bay %	Motueka %	Moutere-Waimea %	Richmond %
Percent Who Mentioned ...									
More than enough	8	9	8	8	17	9	6	8	6
Enough	71	72	60	54	51	65	73	70	77
Not enough	14	14	20	26	11	15	15	15	12
Nowhere near enough	3	3	10	9	19	5	2	3	1
Don't know/Not sure	4	3	3	4	2	7	5	4	4
Total	100	[†] 101	[†] 101	[†] 101	100	[†] 101	[†] 101	100	100

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

79% of residents feel that there is more than/enough information supplied, while 17% feel there is not enough/nowhere near enough information supplied. These readings are similar to the 2014 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.

Women are more likely to say there is enough/more than enough information, than men.



5. LOCAL ISSUES

A. WORDS ASSOCIATED WITH COUNCIL

Thinking about Tasman District Council, residents were asked to say which words do they associate with Council.

43% of residents gave positive word associations, while 37% were negative.

14% of residents were unable to comment.

There are no notable differences between Ward and between socio-economic groups, in terms of those residing who gave **positive** word associations. However, it appears that residents aged 18 to 44 years are slightly more likely to do so, than other age groups.

Residents more likely to give **negative** word associations are ...

- men,
- residents aged 45 to 64 years.

We have grouped the responses as follows:

Full responses are recorded in the separate Verbatim Report.

Positive Associations 43%	
Good / do a good job	16%
Friendly / approachable	7%
Efficient / competent	6%
Community minded	5%
Helpful	4%
Good services	4%
Communicate well	3%
Proactive	3%
Hardworking / brilliant / great people	3%
Honest / open	2%
Environmental	2%
Innovative / forward thinking	1%
Other positives	4%

Negative Associations 37%	
Overpaid / waste money	8%
Poor management / planning / no confidence in them	6%
Inefficient / ineffective / useless	6%
Expensive / charge too much / rates issues	5%
Bureaucratic	4%
Incompetent / under-handed	3%
Could do better	3%
Don't listen	2%
Old fashioned	2%
Biased to certain areas / some areas miss out	1%
Lack of consultation	1%
Grandstanding	1%
Not approachable	1%
Other negative associations	4%

Okay/average/adequate 12%	
Adequate / okay job	4%
Satisfactory	3%
Fair / alright / quite good	3%
Average	2%
Other	1%

General Associations 9%	
Local Body / Governing Body	3%
Other	7%

14% of residents were unable to comment.

* multiple responses allowed

Summary Table: Main Responses Group*

	Positive comments %	Okay/ Average comments %	General association comments %	Negative %
Total	43	12	9	37
Ward				
Lakes-Murchison	45	4	11	45
Golden Bay	31	8	12	51
Motueka	37	16	4	44
Moutere-Waimea	46	11	12	34
Richmond	48	15	8	27
Gender				
Male	40	12	7	45
Female	45	12	10	30
Age				
18-44 years	52	8	10	26
45-64 years	35	14	10	50
65+ years	42	16	6	33

* multiple responses allowed

B. STATEMENTS

i. *Tasman District Council Leads On Matters Of Importance To Its Communities*

	1 Strongly disagree %	2 %	3 %	4 %	5 Neither agree nor disagree %	6 %	7 %	8 %	9 %	10 Strongly agree %	Don't know %
Overall*											
Total District 2015 [†]	2	2	3	5	30	20	19	12	1	3	2
Ward											
Lakes-Murchison	6	-	5	8	23	17	25	11	3	-	2
Golden Bay	-	7	8	13	25	23	14	10	-	-	-
Motueka [†]	1	1	6	4	41	16	18	4	2	3	5
Moutere-Waimea [†]	2	4	1	5	30	26	18	13	1	1	-
Richmond [†]	2	1	2	3	26	19	23	18	1	4	2

% read across

* not asked prior to 2015

† does not add to 100% due to rounding

35% of residents agree (rating 7-10) with the statement 'Tasman District Council leads on matters of importance to its communities', while 12% disagree (rating 1-4). The average rating is 6.

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

ii. Overall Tasman District Council Makes The Right Decisions

	1 Strongly disagree %	2 %	3 %	4 %	5 Neither agree nor disagree %	6 %	7 %	8 %	9 %	10 Strongly agree %	Don't know %
Overall*											
Total District 2015 [†]	3	4	5	9	21	22	19	13	2	2	2
Ward											
Lakes-Murchison [†]	5	1	7	14	21	9	35	5	2	-	3
Golden Bay	2	8	14	20	23	15	13	5	-	-	-
Motueka [†]	2	4	5	9	22	25	15	10	2	1	4
Moutere-Waimea [†]	5	4	6	11	20	23	17	11	1	3	-
Richmond	1	2	1	3	19	24	23	21	2	2	2
Gender[†]											
Male	3	5	8	9	18	20	20	13	2	1	2
Female	2	2	3	10	23	24	19	13	1	2	2
Household Size											
1-2 person household	3	3	6	11	24	20	17	9	2	2	3
3+ person household [†]	2	4	4	7	17	24	21	17	1	1	1
Household Income											
Less than \$30,000 pa	3	3	1	12	23	19	17	9	1	6	6
\$30,000-\$50,000 pa [†]	5	4	11	14	22	18	11	12	-	2	-
\$50,001-\$100,000 pa [†]	1	5	5	6	18	25	25	13	1	-	2
More than \$100,000 pa [†]	3	2	1	8	22	21	20	16	5	-	-

% read across

* not asked prior to 2015

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

36% of residents agree (rating 7-10) with the statement 'Overall Tasman District Council makes the right decisions', while 21% disagree (rating 1-4). The mean is 6.

Residents who live in a three or more person household are more likely to **agree** (7-10) (40%) with the statement, than those who live in a one or two person household (30%).

Residents more likely to **disagree** are ...

- Golden Bay Ward residents, 44%,
- men, 25%,
- residents with an annual household income \$30,000 to \$50,000 pa, 35%.

iii. Tasman District Council Listens To The Needs Of Residents

	1 Strongly disagree %	2 %	3 %	4 %	5 Neither agree nor disagree %	6 %	7 %	8 %	9 %	10 Strongly agree %	Don't know %
Overall*											
Total District 2015	5	4	5	11	24	20	17	8	2	2	2
Ward											
Lakes-Murchison†	9	-	7	8	35	10	15	13	4	-	-
Golden Bay	11	5	15	5	21	24	10	7	2	-	-
Motueka†	5	8	4	17	29	13	16	4	1	2	2
Moutere-Waimea	7	4	6	15	17	19	19	6	2	2	3
Richmond†	1	2	2	5	22	27	19	12	3	4	2
Gender											
Male†	7	7	5	13	24	18	13	9	1	2	1
Female	3	2	5	9	23	22	21	6	3	3	3
Length of Residence											
Lived there 10 yrs or less	3	3	6	5	24	25	20	9	2	1	2
Lived there more than 10 years	6	5	5	12	23	18	16	8	2	3	2

% read across

* not asked prior to 2015

† does not add to 100% due to rounding

29% of residents agree (rating 7-10) with the statement 'Tasman District Council listen to the needs of residents', while 25% disagree (rating 1-4). The mean is 5.

Women are more likely to **agree** (7-10) (33%) with the statement, than men (25%).

Residents more likely to **disagree** are ...

- men, 32%,
- longer term residents, those residing in the District more than 10 years, 28%.

It appears that Richmond Ward residents are slightly less likely to disagree (10%), than other Ward residents.

iv. Council Managers And Staff Do A Good Job

	1 Strongly disagree %	2 %	3 %	4 %	5 Neither agree nor disagree %	6 %	7 %	8 %	9 %	10 Strongly agree %	Don't know %
Overall*											
Total District 2015	1	2	3	6	15	18	22	19	4	6	4
Ward											
Lakes-Murchison	6	-	5	11	15	22	4	22	5	4	6
Golden Bay [†]	2	-	7	8	14	22	23	20	5	-	-
Motueka	-	6	4	5	16	16	18	17	3	7	8
Moutere-Waimea	2	2	2	6	15	18	22	17	5	7	4
Richmond [†]	-	2	1	3	16	16	31	21	3	6	2
Gender											
Male [†]	2	4	3	6	16	15	25	17	2	5	4
Female	-	1	3	5	15	20	20	21	5	6	4
Length of Residence											
Lived there 10 yrs or less	1	2	2	4	11	19	22	27	7	3	2
Lived there more than 10 years [†]	1	2	3	6	17	17	23	17	3	6	4

% read across

* not asked prior to 2015

† does not add to 100% due to rounding

51% of residents agree (rating 7-10) with the statement 'Council managers and staff do a good job', while 12% disagree (rating 1-4). The mean is 7.

Shorter term residents, those residing in the District 10 years or less, are more likely to **agree** (7-10) (59%) with the statement, than those longer term residents (49%).

Lakes-Murchison Ward residents are slightly less likely to agree (35%), than other Ward residents.

Men are slightly more likely to **disagree** (15%) with the statement than women (9%).

v. Tasman District Council Is Effective

	1 Strongly disagree %	2 %	3 %	4 %	5 Neither agree nor disagree %	6 %	7 %	8 %	9 %	10 Strongly agree %	Don't know %
Overall*											
Total District 2015 [†]	1	3	2	7	20	16	24	18	4	3	3
Ward											
Lakes-Murchison	2	6	-	8	13	30	17	19	-	2	3
Golden Bay [†]	-	4	5	15	26	12	26	13	-	-	-
Motueka	-	2	2	10	27	14	21	14	3	2	5
Moutere-Waimea [†]	1	5	2	7	13	19	20	21	7	3	3
Richmond	1	1	-	2	22	13	30	19	5	5	2

% read across

* not asked prior to 2015

† does not add to 100% due to rounding

49% of residents agree (rating 7-10) with the statement 'Tasman District Council is effective', while 13% disagree (rating 1-4). The mean is 6.

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

vi. Tasman District Council Provides Good Value For Rates Dollars Spent

	1 Strongly disagree %	2 %	3 %	4 %	5 Neither agree nor disagree %	6 %	7 %	8 %	9 %	10 Strongly agree %	Don't know %
Overall*											
Total District 2015 [†]	8	8	7	12	17	17	20	6	2	1	3
Ward											
Lakes-Murchison [†]	18	6	6	4	28	10	18	7	-	2	2
Golden Bay [†]	12	4	12	21	12	17	21	2	-	-	-
Motueka [†]	8	12	7	14	23	11	15	5	1	1	4
Moutere-Waimea	7	11	8	11	15	16	16	9	3	-	4
Richmond	5	4	5	9	13	23	26	6	4	1	4
Gender											
Male [†]	11	11	6	13	14	17	17	6	1	1	4
Female	6	5	8	10	20	16	21	7	4	1	2
Length of Residence											
Lived there 10 yrs or less	4	8	3	16	13	14	32	7	-	1	2
Lived there more than 10 years	9	8	8	11	18	17	16	6	3	1	3

% read across

* not asked prior to 2015

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

29% of residents agree (rating 7-10) with the statement 'Tasman District Council provides good value for rates dollars spent', while 35% disagree (rating 1-4). The mean is 5.

Residents more likely to **agree** with the statement are ...

- women, 33%,
- shorter term residents, those residing in the District 10 years or less, 40%.

Men (41%) are more likely to disagree, than women (29%). It appears that Richmond Ward residents are slightly **less** likely to disagree (23%), than other Ward residents.

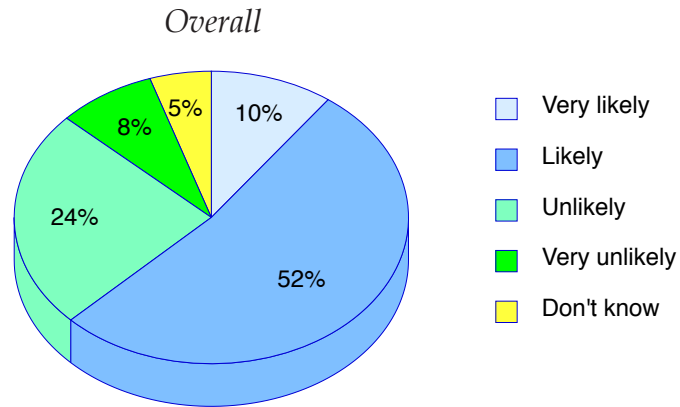
vii. Summary Table: Level Of Agreement Regarding The Following Statements

	Mean	1 Strongly disagree %	2 %	3 %	4 %	5 Neither agree nor disagree %	6 %	7 %	8 %	9 %	10 Strongly agree %	Don't know %
Tasman District Council leads on matters of importance to its communities [†]	6	2	2	3	5	30	20	19	12	1	3	2
Overall Tasman District Council makes the right decisions [†]	6	3	4	5	9	21	22	19	13	2	2	2
Tasman District Council listens to the needs of residents	5	5	4	5	11	24	20	17	8	2	2	2
Council managers and staff do a good job	7	1	2	3	6	15	18	22	19	4	6	4
Tasman District Council is effective [†]	6	1	3	2	7	20	16	24	18	4	3	3
Tasman District Council provides good value for rates dollars spent [†]	5	8	8	7	12	17	17	20	6	2	1	3

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

c. HOW LIKELY WOULD RESIDENTS BE TO TALK FAVOURABLY ABOUT TASMAN DISTRICT COUNCIL?

All residents were asked "How likely would you be to talk favourably about Tasman District Council, if asked by a friend or colleague?"



62% of residents say that it is very likely / likely they will talk favourably about Tasman District Council, if asked by a friend or colleague, while 32% say it is unlikely / very unlikely.

Richmond Ward residents are more likely to talk favourably about Tasman District Council, than other Ward residents.

How Likely Are Residents To Talk Favourably About Tasman District Council?

	Very likely %	Likely %	Very likely/ Likely %	Unlikely %	Very unlikely %	Unlikely/ Very unlikely %	Don't Know %
Overall*							
Total District 2015 [†]	10	52	62	24	8	32	5
Ward							
Lakes-Murchison	11	47	58	21	15	36	6
Golden Bay	-	42	42	40	15	55	3
Motueka	8	45	53	33	8	41	6
Moutere-Waimea	11	51	62	25	10	35	3
Richmond	15	62	77	13	3	16	7

* not asked prior to 2015

* * * * *

E. APPENDIX

Base By Sub-sample

		Actual respondents interviewed	*Expected numbers according to population distribution
Ward	Lakes-Murchison	40	30
	Golden Bay	40	44
	Motueka	100	99
	Moutere-Waimea	102	103
	Richmond	120	126
Gender	Male	200	195
	Female	202	207
Age	18 - 44 years	101	144
	45 - 64 years	156	163
	65+ years	145	95

* 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.

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