

**WHANGAREI DISTRICT COUNCIL
RESIDENTS SURVEY – SUMMARY REPORT
MAY 2009**

ROADING & TRANSPORT

Overall Satisfaction With ...

	Very / fairly satisfied %	Not very satisfied %	Don't know %
Cleanliness of the streets and gutters in the urban area	85	13	2
Street lighting	73	14	13
Footpaths in urban areas only	73	22	5
Footpaths overall	72	21	7
The safety of roads in the District	71	28	1
Roading network overall	71	28	1
The quality of sealed roading	56	43	1
Parking in the CBD	51	44	5
The maintenance of unsealed roads	41	26	33

Satisfaction With Movement In & Around The District

	Very / fairly satisfied %	Not very satisfied %	Don't know %
Ease of moving in and around the District's streets in the off-peak	93	5	2
The way the District is managing its morning and evening traffic flow peaks	40	54	6

Transport Usage

93% of residents normally move about the District by motor vehicle, while 5% normally walk, 1% take a bus, 1% ride a motorbike and 1% cycle. (Does not add to 100% due to rounding).

How safe is riding a bicycle in Whangarei District?

Very safe	3%	of residents who cycle/own a cycle* (1% in 2008)
Safe	18%	(18% in 2008)
Neither safe nor dangerous	10%	(26% in 2008)
Dangerous	45%	(42% in 2008)
Very dangerous	23%	(13% in 2008)
No opinion/Don't know	1%	(- in 2008)

*Base = 144

PARKS & RECREATION

User/Visitor Satisfaction With ...

	Base	Very / fairly satisfied %	Not very satisfied %	Don't know %
Neighbourhood, City and District parks	286	98	2	-
The Conservatory & Fernery	139	95	5	-
Council cemeteries	206	94	4	2
Natural areas and trails in the District	243	94	6	-
Sports parks	267	92	7	1
Council playgrounds	198	91	8	1
District's beaches and coastal facilities	363	91	9	-
District swimming pools	168	89	9	2

WASTE MANAGEMENT

a. Overall Satisfaction With ...

	Very / fairly satisfied %	Not very satisfied %	Don't know %
Kerbside rubbish collection (excluding recycling services)	88	7	5
Kerbside recycling service and collection	85	10	5
Litter control	78	17	5
The transfer stations and Re:Sort facility	70	10	20
Stormwater drainage service	52	29	19
Wastewater service (the sewerage system)	43	34	23

b. User satisfaction with Council Toilets

Very satisfied 34% of residents who have used a Council toilet
in the last 2 years

Fairly satisfied 49%

Not very satisfied 17%

Base = 314

COMMUNITY DEVELOPMENT SERVICES

Overall Satisfaction With ...

	Very / fairly satisfied %	Not very satisfied %	Don't know %
Council's support of and involvement in arts and cultural activities	64	10	26
Council's support of and involvement in people with disabilities	60	8	32
Council's support of and involvement in new initiatives to create a safe and crime-free District	58	16	26
Council's support of and involvement in community initiatives by way of funding	47	8	45
Council's support of and involvement in issues relating to the District's aging population	46	7	47
Council's support of and involvement in youth initiatives	40	12	48
Council's support and involvement in social issues	74	8	18

27% of residents are aware of the 'Settlement Support' service for new migrants, while 71% are not and 2% are unable to comment.

Of those who are aware, 64% are very / fairly satisfied with Council's support of and involvement in helping new migrants to settle in the District, while 5% are not very satisfied and 31% are unable to comment.

QUALITY OF LIFE

Thinking of their overall sense of freedom from crime, residents were asked to say how safe or unsafe they feel ...

	Very safe %	Safe %	Very safe/ Safe %	Neither safe nor unsafe %	Unsafe %	Very unsafe %	Unsafe/ Very unsafe %	Don't know %
In parks and sportsfields during the daytime	28	53	81	9	5	-	5	5
In the CBD during the daytime	23	60	83	9	7	-	7	1
In the CBD after dark	1	14	15	12	38	27	65	8

% read across

Is Whangarei District generally a safe place to live ...?

Yes, definitely	23%	of all residents (22% in 2008)
Yes, mostly	68%	(66% in 2008)
Not really	8%	(11% in 2008)
No, definitely not	1%	(1% in 2008)

Overall, the quality of life in the Whangarei District is ...

Very good	46%	of all residents (32% in 2008)
Good	47%	(52% in 2008)
Fair	6%	(13% in 2008)
Poor	1%	(2% in 2008)
Don't know	-	(1% in 2008)

Rating community spirit of the District:

Very good	25%	of all residents (25% in 2008)
Good	51%	(47% in 2008)
Neither good nor bad	16%	(18% in 2008)
Not very good	5%	(6% in 2008)
Poor	2%	(3% in 2008)
Don't know	1%	(1% in 2008)

How big a problem is graffiti in the District ...?

Very big problem	31%	of all residents
Fairly big problem	45%	
Small problem	20%	
Not a problem at all	4%	

How well is the local economy going ...?

Very well	5%	of all residents
Well	37%	
Neither well nor badly	35%	
Badly	16%	
Very badly	1%	
Don't know	6%	

FORUM NORTH

In the last 12 months, 62% of households have attended a function, conference or event at Forum North Performance Conference and Expo Centre (69% in 2008).

User Satisfaction With ...

	Very / fairly satisfied %	Not very satisfied %	Don't know %
The services, shows and events	95	3	2
The staff	88	1	11
The facilities, ie, The Capitaine Bougainville Theatre, rehearsal room, kitchen	77	6	17

Base = 245

76% of residents are aware of Whangarei's Endless Summer events and activities held in late summer.

LIBRARY

64% of residents have used a District library in the last 12 months (67% in 2008).

Usage in the last 12 months

Daily	1% of residents who have used a District Library in the last 12 months (1% in 2008)
Weekly	33% (26% in 2008)
Monthly	34% (39% in 2008)
2 or 3 times a year	24% (28% in 2008)
Yearly	7% (6% in 2008)

(Does not add to 100% due to rounding)
Base = 252

User satisfaction with ...

	Very / Fairly satisfied %	Not very satisfied %	Don't know / No opinion %
Resources	99	1	-
Customer service	96	3	1

Base = 252

WATER

68% of residents say their household is connected to the Whangarei District Council water supply.

Households Not Connected*

Source** of Water ...

Rain water	86% of residents*
Bore water	18%
Spring water	9%
Elsewhere	2%

* Base = 144

** multiple responses allowed

13% of residents, whose household is not connected to the Whangarei District Council water supply, have concerns about the quality of their water.

Satisfaction With Aspects Of The Water Residents[†] Get From Their Tap

	Very / fairly satisfied %	Not very satisfied %	Don't know %
The continuity of the water supply	99	1	-
The colour	97	3	-
The flow and pressure	96	4	-
The smell of water	90	10	-
The taste	82	16	2
The District's water supply overall	98	2	-

44% of residents[†] say they further treat the water supplied before consumption.

[†] residents whose household is connected to the Whangarei District Council water supply N = 258

Water is affordable ...?

Strongly agree	5% of residents [†]
Agree	61%
Neither agree nor disagree	10%
Disagree	16%
Strongly disagree	3%
Don't know	5%

60% of residents[†] say they, or a member of their household, have done something to save water in the past year (64% in 2008).

The main things* these residents have done to save water in the past year are ...

- shower rather than bath/less time in shower/bath, mentioned by 36% of residents whose household is connected to the Whangarei District Council water supply and say they have done something to save water in the past year^{††},
- used less water in the garden/recycled water on the garden, 28%,
- be careful/conservative/don't waste water, 23%.

^{††}Base = 155

* multiple responses allowed

Importance of an unrestricted water supply

Very important	33% of all residents [†] (40% in 2008)
Important	42% (37% in 2008)
Neither important nor unimportant	15% (13% in 2008)
Unimportant	8% (9% in 2008)
Very unimportant	-% (-% in 2008)
Don't know	2% (1% in 2008)

[†] residents whose household is connected to the Whangarei District Council water supply, N = 258

COUNCIL PERFORMANCE

Satisfaction with the fairness of the Council's rates spending

Very satisfied	5% of all residents (11% in 2008)
Fairly satisfied	56% (50% in 2008)
Not very satisfied	26% (25% in 2008)
Don't know	13% (14% in 2008)

Satisfaction with the way rates are spent on the services and facilities provided by the Council (excluding fairness)

Very satisfied	6% of all residents (9% in 2008)
Fairly satisfied	57% (53% in 2008)
Not very satisfied	24% (25% in 2008)
Don't know	13% (13% in 2008)

Satisfaction With Aspects Of Council Performance

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not very Satisfied %	Don't Know %
Council's accountability to the public	7	45	52	37	11
Council's decision-making processes	4	44	48	35	17
Conduct of Council meetings	3	24	27	18	55
Fairness of Council's tender procedures	4	30	34	11	55

COMMUNICATION

Satisfaction with the quality of information Council regularly provides in the 'Council News' page in the Whangarei Leader

Very satisfied	21% of all residents
Fairly satisfied	45%
Not very satisfied	7%
Don't know	27%

Satisfaction with the quality of information overall that the Council provides to the public

Very satisfied	15% of all residents
Fairly satisfied	58%
Not very satisfied	14%
Don't know	13%

ENVIRONMENTAL PLANNING

26% of residents have used the Whangarei District Plan. Of these, 53% found the policies and rules in the District plan very easy/easy to understand, 24% said it was hard/very hard and 21% said it was neither easy nor hard. 2% were unable to comment.

Satisfaction that the natural environment in Whangarei District is being preserved and sustained for future generations

Very satisfied	16% of all residents
Satisfied	53%
Neither satisfied nor dissatisfied	15%
Dissatisfied	11%
Very dissatisfied	3%
Don't know	2%

COUNCIL'S WEBSITE

81% of residents have access to the Internet (80% in 2008). Of these, 49% have visited the Council's website in the last 12 months (40% in 2008).

COUNCIL CONSULTATION & COMMUNITY INVOLVEMENT

Level of Consultation with Maori residents of the District

More than enough	26% of all residents
Enough	27%
Not enough	7%
Nowhere near enough	3%
Don't know / no opinion	37%

Relationship Council has with Maori residents of the District

Very good	13% of all residents (16% in 2008)
Fairly good	33% (26% in 2008)
Just acceptable	13% (13% in 2008)
Not very good	2% (3% in 2008)
Poor	4% (2% in 2008)
Don't know	35% (40% in 2008)

Satisfaction with Council's collaboration with other agencies in the Northland Region

Very satisfied	13% of all residents (12% in 2008)
Fairly satisfied	47% (43% in 2008)
Not very satisfied	6% (6% in 2008)
Don't know	34% (39% in 2008)