



# Kāpiti Coast District Council

Resident Opinion Survey 2016

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## ***Objectives and methodology***

### **Introduction**

Kāpiti Coast District Council commissioned Key Research to undertake the 2016 Resident Opinion Survey of residents within its area of jurisdiction. The purpose of this survey is to assess the Council's performance across a wide range of services and activities, to determine satisfaction with these services and to provide accurate information about opportunities to improve services including how these should be prioritised.

### **Research Objectives**

The research objectives are summarised as:

- To measure satisfaction with key activities that the Council is responsible for
- To identify changes in residents' perceptions and evaluation of Council's performance relative to prior years
- Provide insights into how Council can best invest its resources to improve service levels and resident's satisfaction in the future, particularly in relation to its core activities

### **Methodology**

- This study consisted of 399 interviews with residents in the Kāpiti Coast District. The interviews were conducted by telephone and took place between the 8th March and 1st April 2016. The overall results have a margin of error of +/- 4.9% at the 95% confidence level
- Quota targets were established by age group, ward and ethnicity to achieve a sample that is closely aligned with known population distributions. Prior to analysis the sample was weighted so the sample exactly resembles population distributions within the 2013 Census
- The following additional steps were taken to ensure that the data collected and subsequent report are of a high quality and can be relied upon for decision making:
  - The questionnaire was subjected to a review with Kāpiti Coast District Council executives to ensure that the questions remained appropriate and aligned with information needed to measure performance relative to current targets
  - Prior to conducting the survey a small pilot phase was used to test the questionnaire with a total of 22 respondents. Feedback from the interviewers was reviewed and data checked to ensure that the logic within the questionnaire was working as intended
  - Interviewing has been undertaken by experienced interviewers with a minimum of 10% of interviews being checked by a supervisor
  - Prior to analysis the data was carefully checked by an experienced analyst to identify any missing or unusual values
  - The analysis has been undertaken by an experienced and suitably qualified analyst and results checked by a senior researcher

## Key point Summary

1

The Kapiti District Council has continued to improve its overall performance with 51% of residents indicating that they are satisfied with the services received. This compares with 45% of residents being satisfied in 2015 and 38% in 2014

2

Performance improvements have been observed across a number of Council's services and activities with the most notable being:

- Pathways for cycling, walking and bridleways (+18)
- Water supply (+11)

3

Although satisfaction with the water supply shows a marked improvement relative to last year; 49% satisfied vs 37% in 2015, this remains an improvement priority with 73% of residents stating that this is '*very important*'. The combination of importance and moderate performance means that it is ranked as one of the most important aspects of service delivery for Council to address

4

Other improvement opportunities and areas to monitor closely relate to:

- Roading: aspects relating to condition and ease of movement are priorities, plus performance relating to footpaths and cycle ways should be monitored
- Development management, particularly in relation to preserving the character of the district should be monitored
- Service in relation to public toilets also need to be monitored as this remains very important to residents and satisfaction has declined; 61% satisfied vs 70% in 2015

5

Council continues to be evaluated very well for its library (89% satisfied) its beach access (82% satisfied) and waste collection services (79% satisfied). Performance in relation to the library, pathways for walking and cycling, beach access and swimming pools all represent opportunities for Council to promote what it is doing well since performance is strong but this is not necessarily seen as important relative to other services and activities



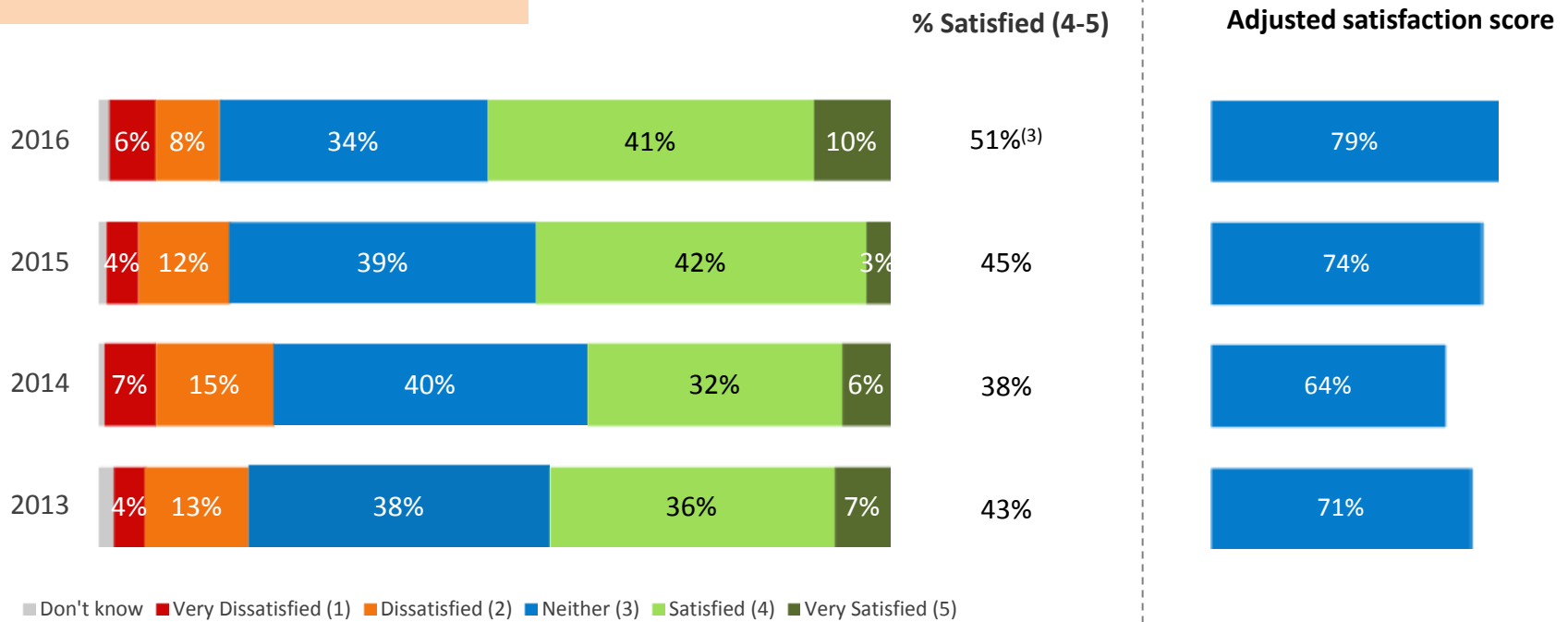
# Executive Summary

# Executive Summary

- Overall performance page 7
- Responsiveness to issues raised page 8-9
- Overall value of services and facilities page 10
- Satisfaction performance ranked by importance page 11
- Satisfaction with services page 12
- Importance of services page 13
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- Improvement priorities (Quadrant chart) page 16
- Adjusted satisfaction scores page 17

Overall satisfaction with Council’s performance shows an improvement over the 2015 result and is significantly better than recorded in 2014

**Overall performance<sup>(1)(2)</sup>**



$$\text{Adjusted satisfaction score} = \frac{\% \text{ scoring 4-5 (satisfied / very satisfied)}}{\text{Population excluding 'don't know' and 'neutral' (3)}}$$

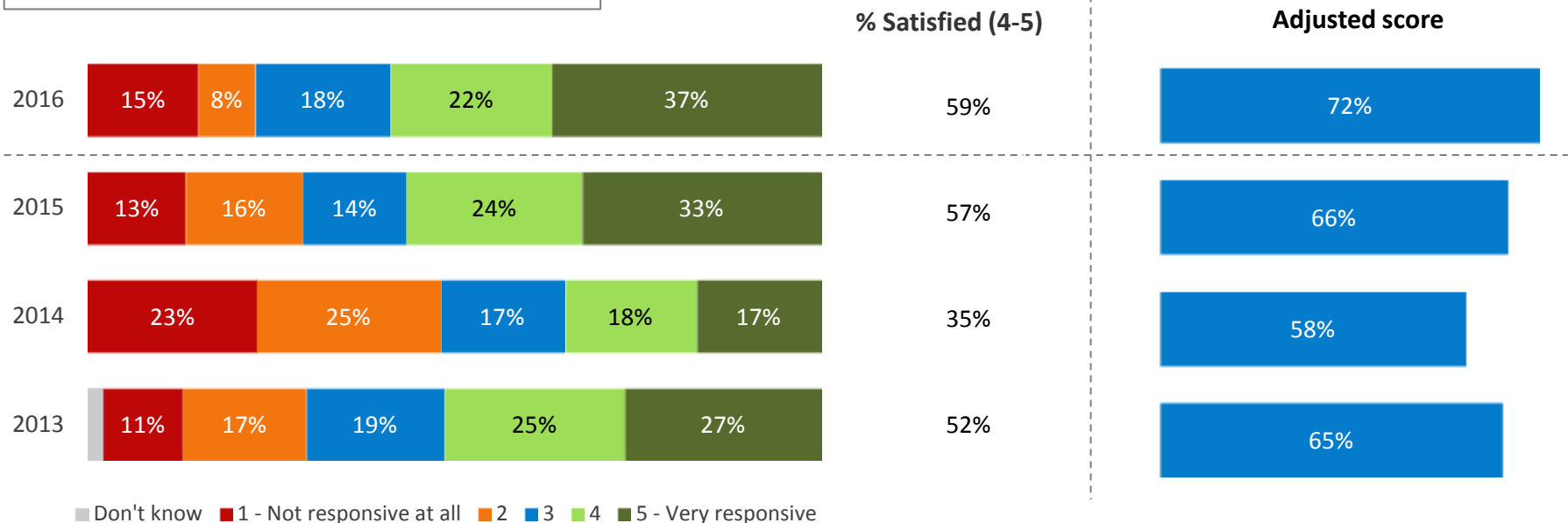
NOTES:

1. OVL1 Thinking about everything Kāpiti District Council has done over the past 12 months and what you have experienced of its services and facilities, how satisfied or dissatisfied are you with the overall performance of Council?
2. 2013 n=400, 2014 n=400, 2015 n=474, 2016 n=399
3. Result is statistically significant at the 90% confidence interval relative to the 2015 result and significantly higher than the 2014 result at a 95% confidence interval

Results for overall satisfaction with the interaction are not directly comparable due to a questionnaire change, but appear to be in line with prior results

## Satisfaction with response to issues raised<sup>(1)(2)(3)</sup>

The question was changed slightly for 2016 so results are not directly comparable with prior years



$$\text{Adjusted satisfaction score} = \frac{\% \text{ scoring 4-5 (satisfied / very satisfied)}}{\text{Population excluding 'don't know' and 'neutral' (3)}}$$

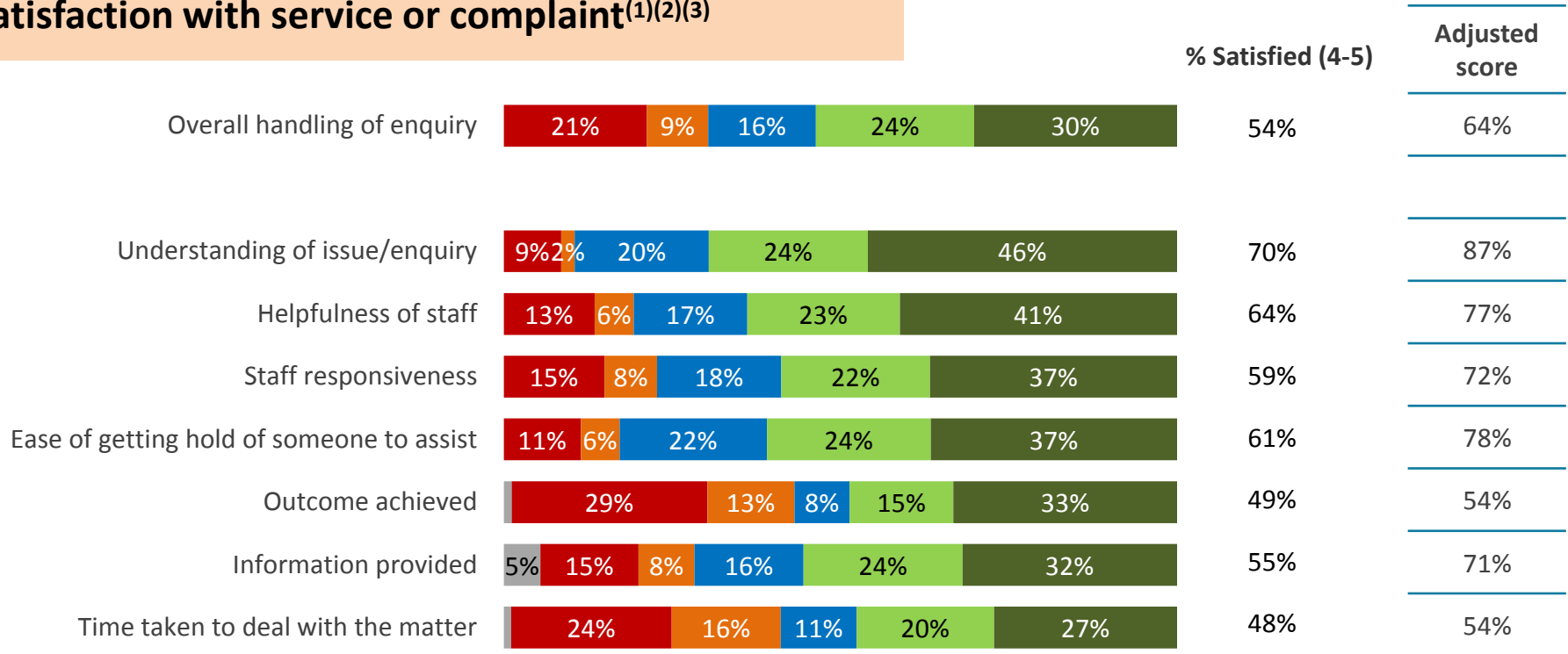
**NOTES:**

- RS1. Have you made a request for service or complaint about a Council service during the past 12 months?
- RS5. Still thinking back to your most recent contact or request, how would you rate your satisfaction with each of the following? [ How responsive were staff to your request?]
- 2015 question wording: 6. Using a 1-5 scale where 1 means not responsive at all, and 5 means very responsive, overall how responsive was the Council to the service issue or issues you raised?
- 2013 n=400, 2014 n=400, 2015 n=474, 2016 n=399



Residents who have an interaction are most happy with understanding of the issue and the helpfulness of staff, but are less satisfied with the outcome, information provided and timeliness

### Satisfaction with service or complaint<sup>(1)(2)(3)</sup>



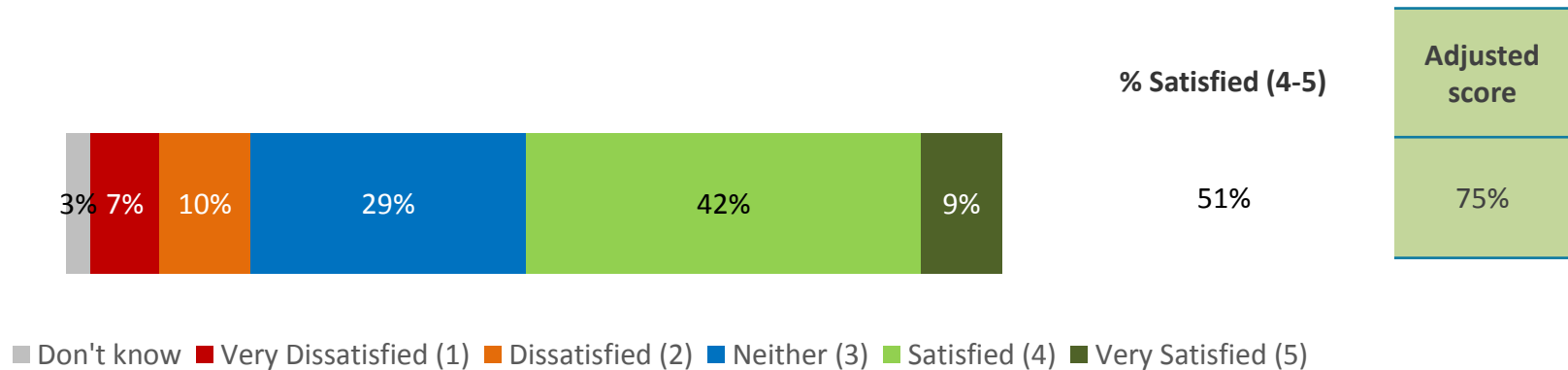
■ Don't know ■ Very Dissatisfied (1) ■ Dissatisfied (2) ■ Neither (3) ■ Satisfied (4) ■ Very Satisfied (5)

**NOTES:**

1. RS1. Have you made a request for service or complaint about a Council service during the past 12 months?
2. RS5. Still thinking back to your most recent contact or request, how would you rate your satisfaction with each of the following? (Note: there are no prior year results for comparison – these questions were introduced for the first time this year)
3. 2016 n=399; Requested service/complaint n=119

Overall, about half of Kapiti’s residents consider that they receive good value for what they pay in rates and other fees. Discounting those who had no response or had no opinion either way this proportion rose to three-quarters.

**Overall value<sup>(1)(2)(3)</sup>**



NOTES:

1. VM1. Considering all the services and facilities that the Council provides. Overall how satisfied are you that you receive good value for the money you spend in rates and other fees?
2. Adjusted satisfaction score is based on ratings of 4 to 5 excluding don't know and neither
3. 2016 n=399

Residents state that water supply, public toilets, roading related infrastructure and waste collection are most important to them and of note, satisfaction with water supply has improved

### Satisfaction with Council services: stated importance <sup>(1)</sup>

|  | Stated importance<br>(% scoring 5) | Performance<br>(% scoring 4-5) | Performance<br>2015 | Change |
|--|------------------------------------|--------------------------------|---------------------|--------|
| Water supply                                 | 74%                                | 49%                            | 38%                 | 11%    |
| Public toilets                               | 67%                                | 61%                            | 70%                 | -9%    |
| Council roads allow for easy movement        | 58%                                | 41%                            | 45%                 | -4%    |
| Condition of Council roads                   | 55%                                | 54%                            | 50%                 | 4%     |
| Kerbside collection services                 | 54%                                | 81%                            | 83%                 | -2%    |
| Street lighting                              | 49%                                | 69%                            | 63%                 | 6%     |
| Condition of footpaths                       | 48%                                | 45%                            | 43%                 | 2%     |
| Development management                       | 47%                                | 39%                            | 44%                 | -5%    |
| Libraries                                    | 46%                                | 91%                            | 90%                 | 1%     |
| Access points to beaches                     | 44%                                | 84%                            | 83%                 | 1%     |
| Pathways for cycling, walking and bridleways | 43%                                | 77%                            | 59%                 | 18%    |
| Swimming pools                               | 38%                                | 69%                            | 80%                 | -11%   |
| Safety and availability of cycle lanes       | 38%                                | 32%                            | -                   | -      |
| Council's community support services         | 36%                                | 62%                            | 65%                 | -4%    |
| Waste minimisation                           | 34%                                | 55%                            | 62%                 | -7%    |

**NOTES:**

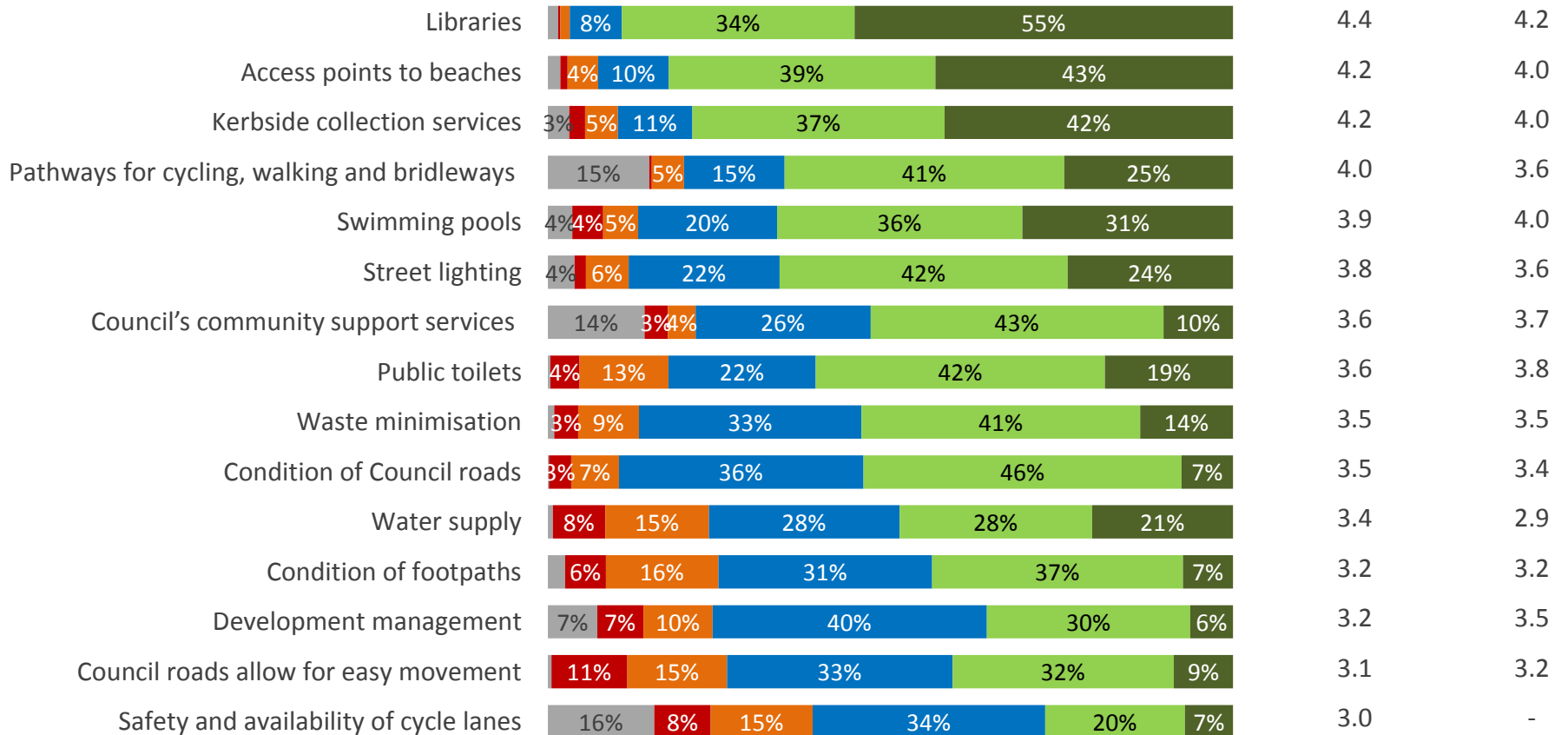
1. 2016 n=399 Excludes don't know

Residents are most satisfied with libraries, beach access, waste collection services and pathways and bridleways but are less satisfied with roading and how the district is developing

## Satisfaction with Council services

Mean rating (max. 5)

2016 2015



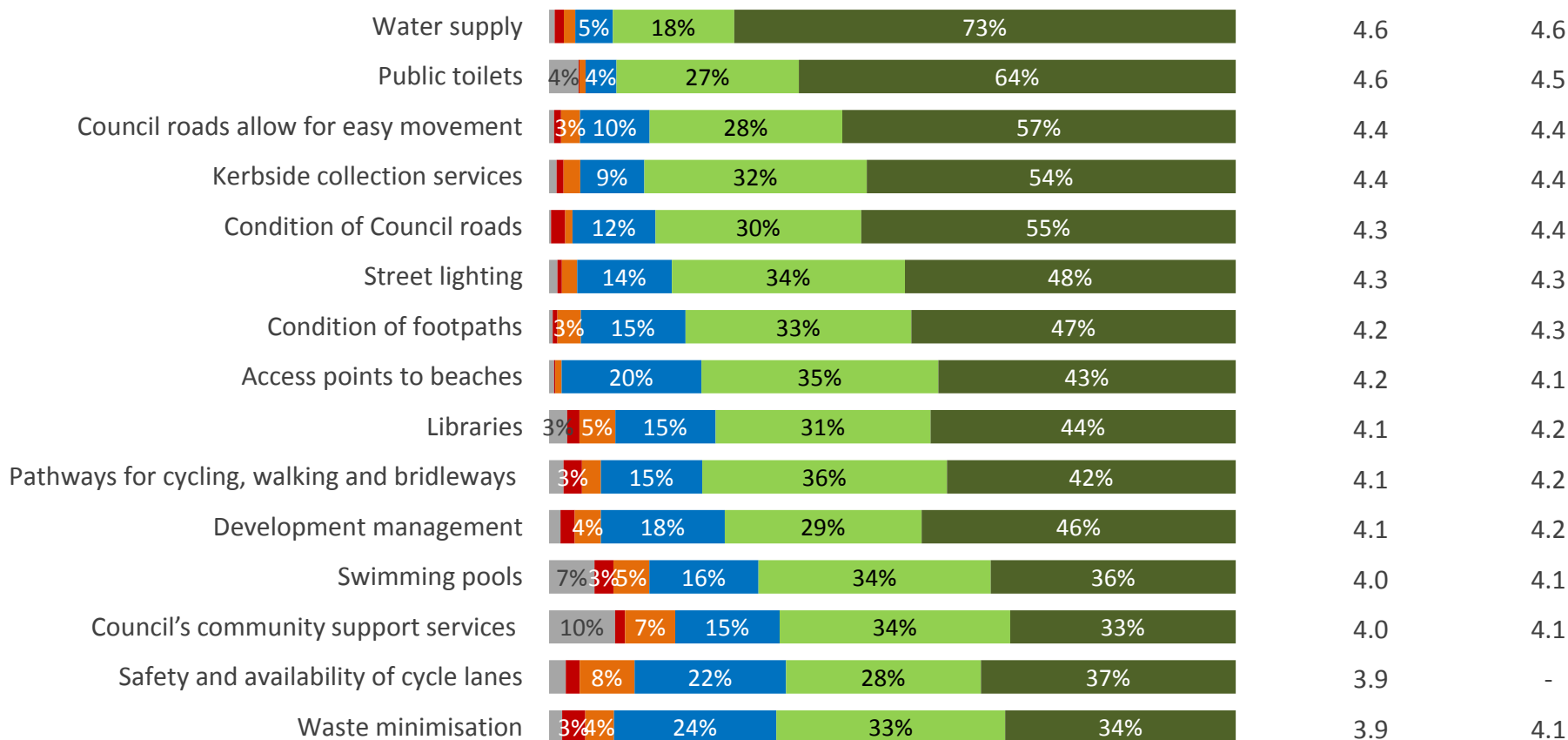
■ Don't know ■ Very Dissatisfied (1) ■ Dissatisfied (2) ■ Neither (3) ■ Satisfied (4) ■ Very Satisfied (5)

Residents consider water supply, public toilets and roading related infrastructure to be most important and support services, cycle lanes and waste minimisation to be of lesser importance

## Stated importance of Council services

Mean rating

2016 2015



Don't know
  Not at all important (1)
  2
  3
  4
  Very important (5)

## Service Performance Index

### Service Performance Index<sup>(1)</sup>

In addition to providing an evaluation of Council's performance, residents also indicated how important the various Council services and activities are to them. The importance information was captured using a 1-5 stated importance scale where 1 means '*not important*' and 5 means '*very important*'. Bringing the analysis together combining both performance and importance scores enables us to identify improvement opportunities and priorities. The Service Performance Index (SPI) identifies the services and activities with the greatest need for focus from Council. The services and activities with the highest Service Performance Index's are:

#### **Council roads allow for easy movement (SPI = 1.4)**

Council roads allowing for easy movement around the district continues to be a focus for improvement. Stated importance remains high with 57% of respondents indicating that this is '*very important*', however only 41% are satisfied. Few specific comments were made directly in relation to ease of movement

#### **Water supply (SPI = 1.4)**

Overall, 92% of residents are connected to a Council water supply and while the satisfaction has increased relative to last year; i.e. 49% are now '*satisfied*' vs 37% in 2015, this service continues to have the highest stated importance; 73% say it is '*very important*'

#### **Condition of footpaths (SPI = 1.3)**

A total of 42% of residents stated that the condition of footpaths is '*very important*' but satisfaction is low with only 44% being satisfied. Comments relate to footpaths being in a poor state of repair, not being level and their being insufficient footpaths

#### **Development management (SPI = 1.3)**

Overall, 46% of residents consider the development of the district to be '*very important*', however satisfaction on this measure has declined from 44% in 2015 to 36% being '*satisfied*'. Comments express concern about the loss of character of the area

#### **Safety and availability of cycle lanes (SPI = 1.3)**

While the stated importance of cycle lanes is lower relative to other measures with 37% stating that this is '*very important*', satisfaction is particularly low with just 27% of residents indicating that they are satisfied

#### **Public toilets (SPI = 1.3)**

Public toilets are rated as being '*very important*' by 64% of residents, however satisfaction has declined from 70% being '*satisfied*' in 2015 to 61% in 2015. Issues mostly relate to a lack of cleanliness

#### NOTES:

1. The Service Performance index was calculated using the importance mean ratings and performance (satisfaction and agreement) mean ratings.  $SPI = \text{Importance of X} \div \text{Performance of X}$ . Thus, the higher the index score, the greater the need for focus from Council

Roads allowing easy movement around the district and water supply represent the improvement opportunities that would be most valued by residents

## Service Performance Index <sup>(1)(2)</sup>

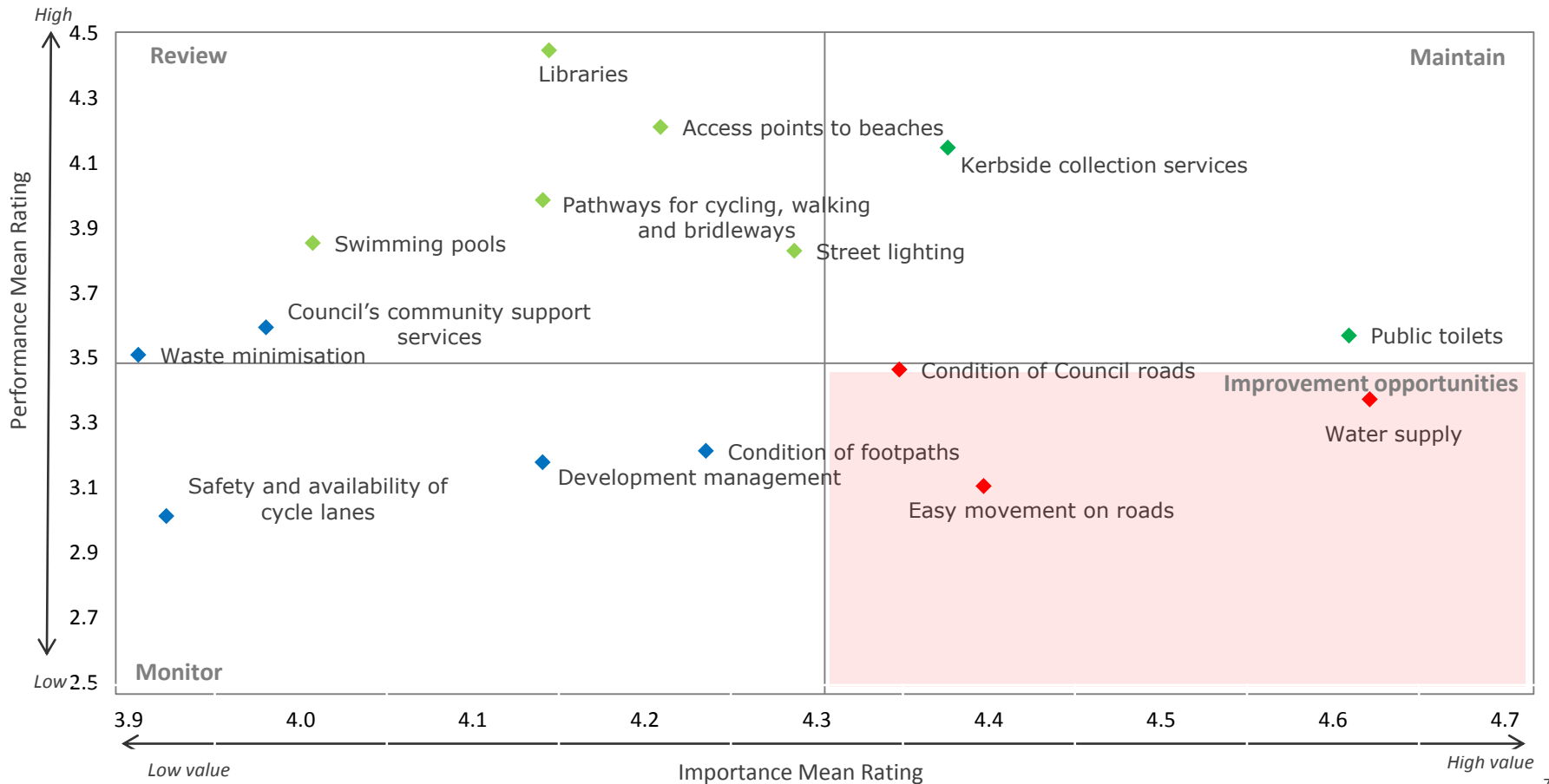
| Service Attribute                            | Index Score |
|--|-------------|
| Council roads allow for easy movement        | 1.4         |
| Water supply                                 | 1.4         |
| Condition of footpaths                       | 1.3         |
| Development management                       | 1.3         |
| Safety and availability of cycle lanes       | 1.3         |
| Public toilets                               | 1.3         |
| Condition of Council roads                   | 1.2         |
| Street lighting                              | 1.1         |
| Waste minimisation                           | 1.1         |
| Council's community support services         | 1.1         |
| Kerbside collection services                 | 1.1         |
| Swimming pools                               | 1.0         |
| Pathways for cycling, walking and bridleways | 1.0         |
| Access points to beaches                     | 1.0         |
| Libraries                                    | 0.9         |

**NOTES:**

1. The Service Performance Index is calculated using the importance mean ratings and performance (satisfaction and agreement) mean ratings. SPI = Importance of X/Performance of X.
2. 2016 n=399

Combining stated importance scores and performance, illustrates improvements that would be most valued by residents; roading related performance and water supply

## Improvement priorities





Adjusted satisfaction scores also show a marked improvement in satisfaction with the water supply

## Adjusted satisfaction scores

| Service Attribute                            | 2015<br>Adjusted<br>satisfaction score | 2016<br>Adjusted<br>satisfaction score | Percentage point<br>increase/decrease |
|--|--|--|---------------------------------------|
| Libraries                                    | 97%                                    | 98%                                    | 1%                                    |
| Access points to beaches                     | 98%                                    | 94%                                    | -4%                                   |
| Pathways for cycling, walking and bridleways | 85%                                    | 93%                                    | 8%                                    |
| Kerbside collection services                 | 92%                                    | 92%                                    | 0%                                    |
| Street lighting                              | 85%                                    | 89%                                    | 4%                                    |
| Council's community support services         | 94%                                    | 88%                                    | -6%                                   |
| Swimming pools                               | 93%                                    | 87%                                    | -6%                                   |
| Condition of Council roads                   | 79%                                    | 84%                                    | 5%                                    |
| Waste minimisation                           | 80%                                    | 81%                                    | 1%                                    |
| Public toilets                               | 87%                                    | 78%                                    | -9%                                   |
| Water supply                                 | 51%                                    | 68%                                    | 17%                                   |
| Development management                       | 75%                                    | 68%                                    | -7%                                   |
| Condition of footpaths                       | 68%                                    | 66%                                    | -2%                                   |
| Council roads allow for easy movement        | 67%                                    | 61%                                    | -6%                                   |
| Safety and availability of cycle lanes       | -                                      | 54%                                    | -                                     |

NOTES:

1. The adjusted satisfaction score is based on the percentage satisfied/agreed (4-5) excluding don't know and neither (neither agree/disagree or neither satisfied/not satisfied)
2. 2016 n=399



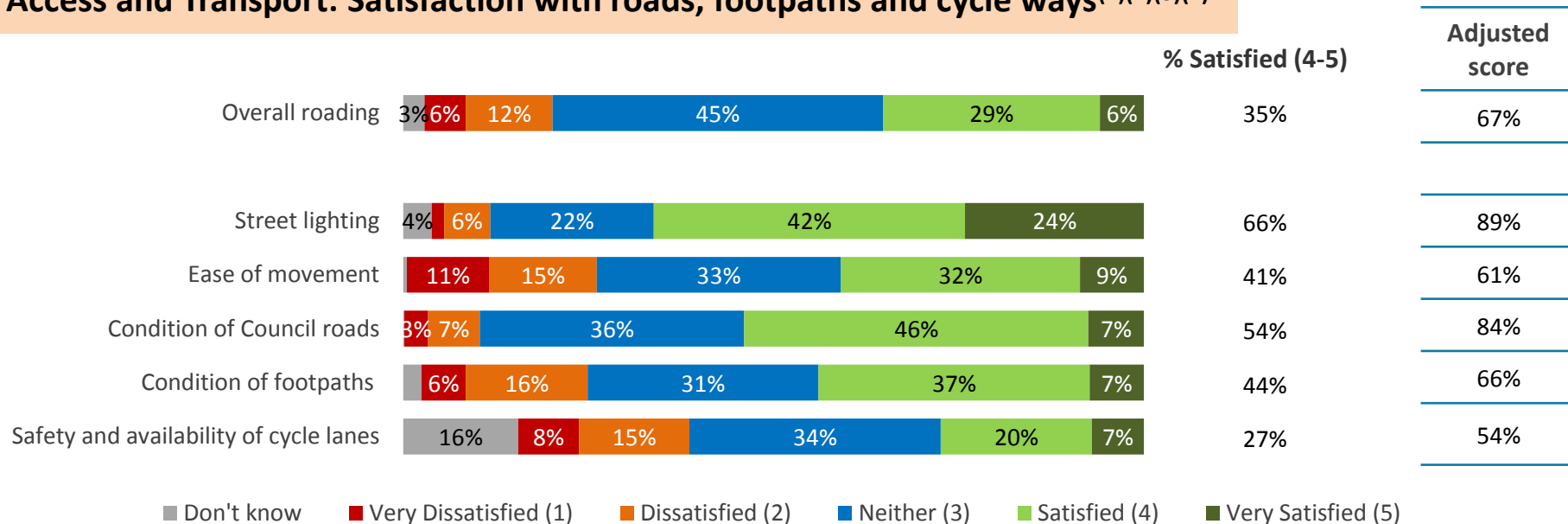
# Council Services and Activities

# Infrastructure

- Access and transport page 20
  - Council roads allow ease of movement page 21
  - Street lighting page 22
  - Condition of roads page 23
  - Condition of footpaths page 24
- Solid waste page 25
  - Waste minimisation page 26-27
  - Kerbside collection services page 28-29
- Water page 30-32
- Stormwater page 33

Residents tend to be most satisfied with street lighting and less satisfied with the other aspects of roading infrastructure in the district

### Access and Transport: Satisfaction with roads, footpaths and cycle ways<sup>(1)(2)(3)(4)</sup>



Selected reasons for satisfaction:

*"Glad there is an express lane going in."*

*"I think overall the roads are satisfactory."*

*"Roading is going to be good for the area relating to the convenience of getting in and out of Wellington with more roads. It's been bad. It's been terrible over the years, getting out of Wellington. They've done the best they can. I'm very happy with the expressway. You can already see how good and efficient it will be."*

Selected reasons for dissatisfaction:

*"Condition is terrible, seem to be always working on it but not improving it."*

*"We do not need 5 sets of traffic lights on Kapiti Road. This adds 10 minutes to my journey to the station and my return journey home as well."*

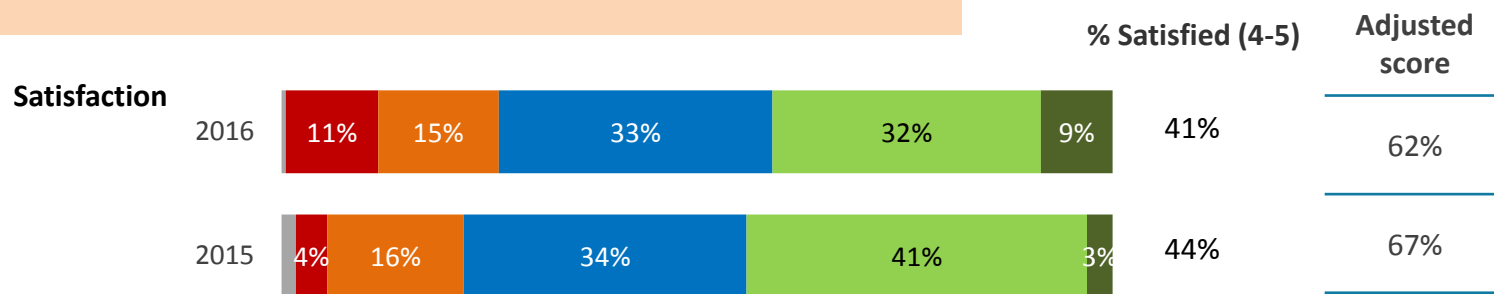
*"The roading is not bad, it's the footpaths that I have a problem with. They are no good for walking on or for mobile scooters. The footpaths aren't level and makes walking difficult for me or the people with scooters."*

NOTES:

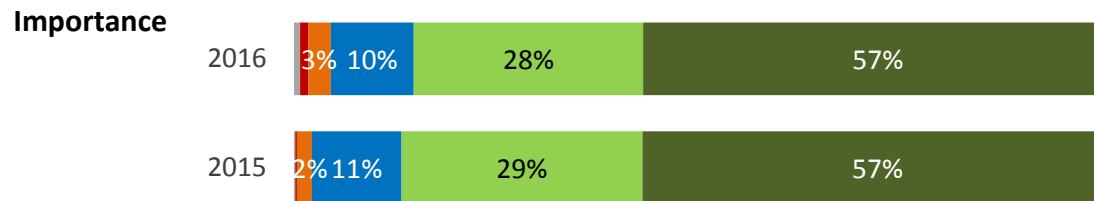
1. RF1. Using a 1 to 5 scale where 1 means 'very dissatisfied' and 5 means 'very satisfied', how would you rate your overall satisfaction with each of the following...
2. RF2. And using a different scale where 1 means 'strongly disagree' and 5 means 'strongly agree' how much do you agree or disagree that the existing roads allows easy movement around the district?
3. RF3. And overall, how satisfied are you with Council's performance in relation to managing roads, footpaths and cycle lanes? (Note: The question about on-road cycle lanes was introduced this year).
4. RF4. Are there any comments that you would like to make about roading in the district?
5. 2016 n=399

Stated importance for 'ease of movement' is similar to 2015, however there has been an increase in the proportion of residents who are very dissatisfied

**Satisfaction with ease of movement around the district<sup>(1)(2)(3)(4)</sup>**



■ Don't know ■ Very Dissatisfied (1) ■ Dissatisfied (2) ■ Neither (3) ■ Satisfied (4) ■ Very Satisfied (5)



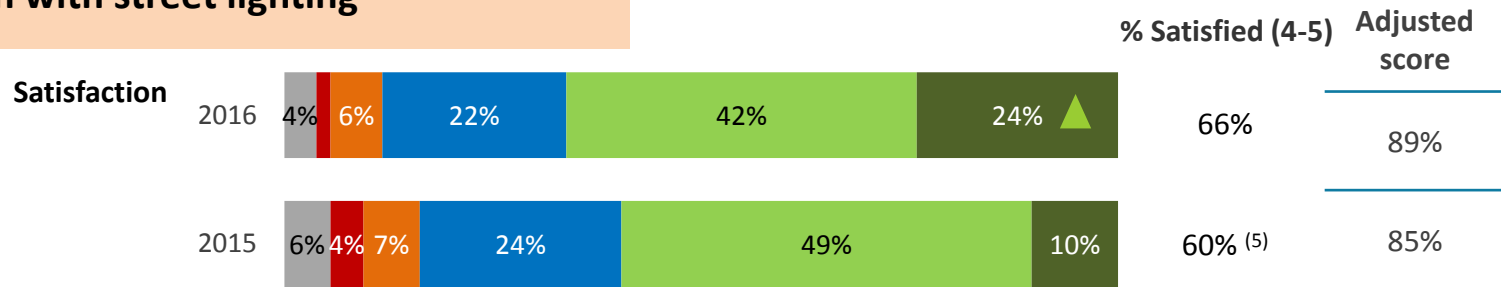
■ Don't know ■ Not at all important (1) ■ 2 ■ 3 ■ 4 ■ Very important (5)

NOTES:

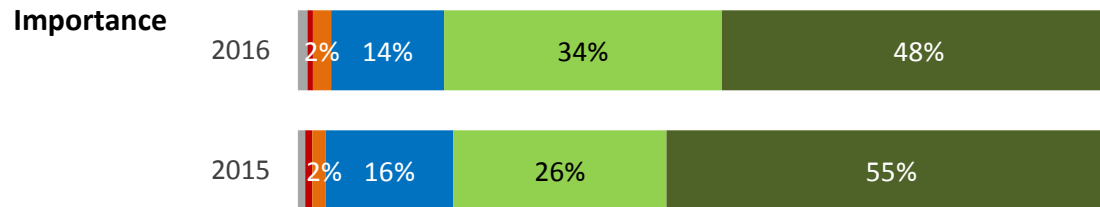
- RF2. And using a different scale where 1 means 'strongly disagree' and 5 means 'strongly agree' how much do you agree or disagree that the existing roads allows easy movement around the district?
- SI1. Using a scale of 1 to 5 where 1 is not important at all and 5 is very important, how important are the following...
- Adjusted satisfaction score is based on ratings of 4 to 5 excluding don't know and neither
- 2015 n=474, 2016 n=399

Stated importance of street lighting is similar to 2015 but the proportion who are very satisfied (24%) is higher than in 2015 (10%)

**Satisfaction with street lighting<sup>(1)(2)(3)(4)</sup>**



■ Don't know ■ Very Dissatisfied (1) ■ Dissatisfied (2) ■ Neither (3) ■ Satisfied (4) ■ Very Satisfied (5)



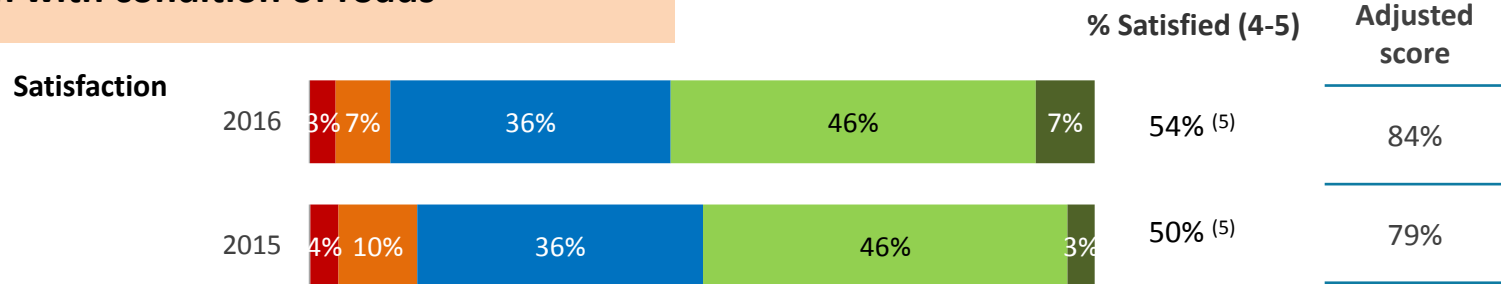
■ Don't know ■ Not at all important (1) ■ 2 ■ 3 ■ 4 ■ Very important (5)

NOTES:  
 1. RF1. Using a 1 to 5 scale where 1 means 'very dissatisfied' and 5 means 'very satisfied', how would you rate your overall satisfaction with each of the following...  
 2. SI1. Using a scale of 1 to 5 where 1 is not important at all and 5 is very important, how important are the following...  
 3. Adjusted satisfaction score is based on ratings of 4 to 5 excluding don't know and neither  
 4. 2015 n=474, 2016 n=399  
 5. The apparent difference is due to rounding

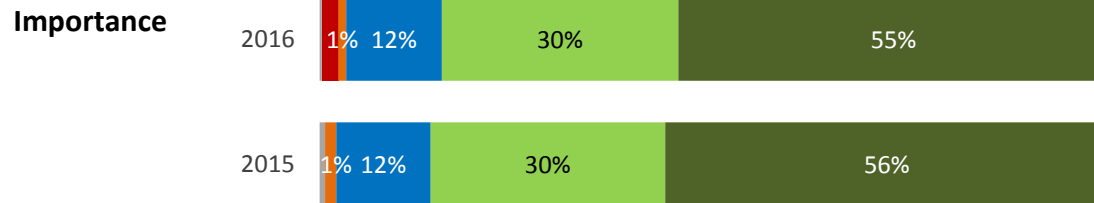
▲ Significantly higher  
▼ Significantly lower

The stated importance of the condition of the roads is similar to 2015, as is the level of satisfaction...

**Satisfaction with condition of roads<sup>(1)(2)(3)(4)</sup>**



■ Don't know ■ Very Dissatisfied (1) ■ Dissatisfied (2) ■ Neither (3) ■ Satisfied (4) ■ Very Satisfied (5)

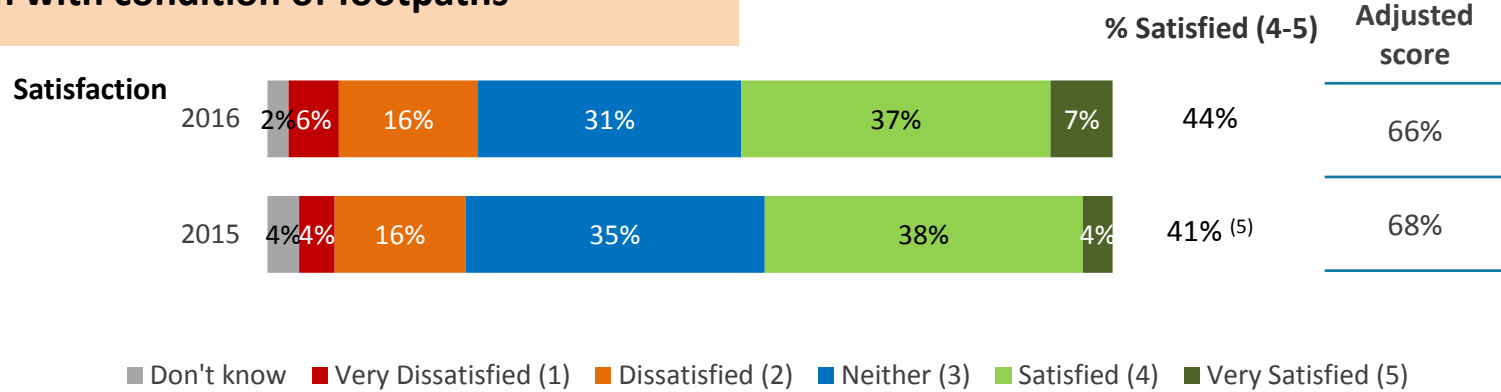


■ Don't know ■ Not at all important (1) ■ 2 ■ 3 ■ 4 ■ Very important (5)

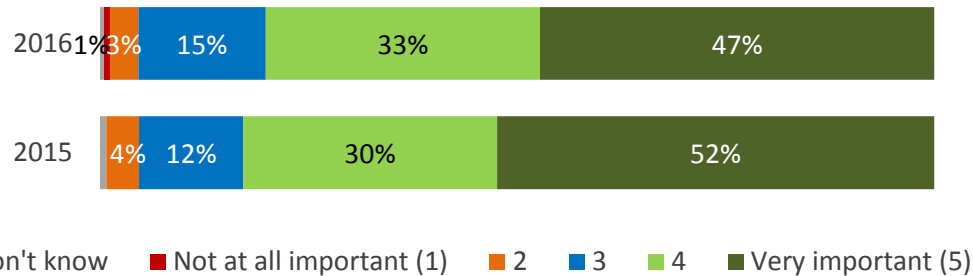
- NOTES:
- RF1. Using a 1 to 5 scale where 1 means 'very dissatisfied' and 5 means 'very satisfied', how would you rate your overall satisfaction with each of the following...
  - SI1. Using a scale of 1 to 5 where 1 is not important at all and 5 is very important, how important are the following...
  - Adjusted satisfaction score is based on ratings of 4 to 5 excluding don't know and neither
  - 2015 n=474, 2016 n=399
  - The apparent difference is due to rounding

...and results for footpaths are also very comparable with 2015

**Satisfaction with condition of footpaths<sup>(1)(2)(3)(4)</sup>**



**Importance**

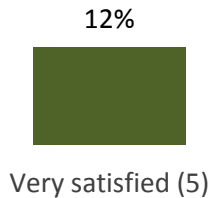
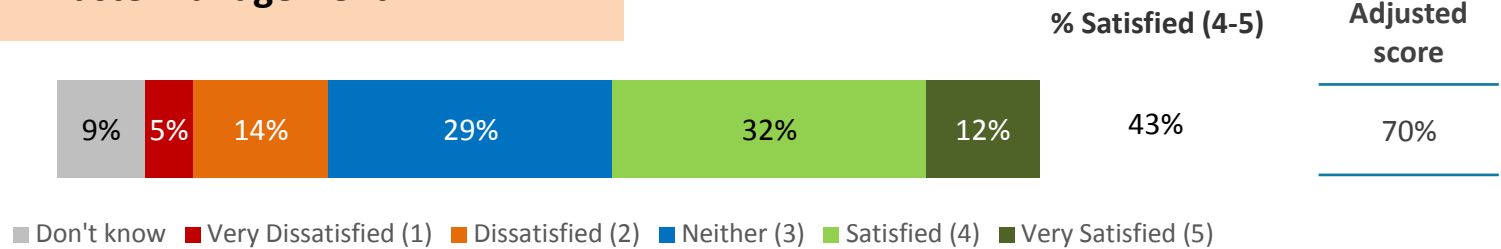


- NOTES:
- RF1. Using a 1 to 5 scale where 1 means 'very dissatisfied' and 5 means 'very satisfied', how would you rate your overall satisfaction with each of the following...
  - SI1. Using a scale of 1 to 5 where 1 is not important at all and 5 is very important, how important are the following...
  - Adjusted satisfaction score is based on ratings of 4 to 5 excluding don't know and neither
  - 2015 n=474, 2016 n=399
  - The apparent difference is due to rounding



Residents are reasonably satisfied with waste management services with 43% being satisfied and relatively few (5%) are 'very dissatisfied'

**Solid waste: Overall waste management<sup>(1)(2)(3)</sup>**



Selected reasons for satisfaction:

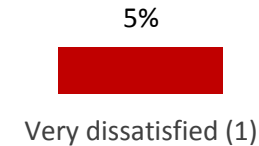
*"Good they've got a drop off area at the Otaihanga Waste disposal area. You can drop your recycling and they don't charge. I can take carloads of bottles and drop it off and don't get charged. Would like free rubbish drop off."*

*"I think they need to publicize it more. I didn't know they gave grants. They should put that in the papers."*

*"I like that you can recycle a broad range of plastics."*

*"It's a great service and that they constantly work on that."*

*"They put notices in the local papers. The services are good and we have access to them."*



Selected reasons for dissatisfaction:

*"Its a bit frustrating when rubbish blows around when its out for collection and this loose rubbish isn't collected by the rubbish guys and just gets left there."*

*"I don't think the Council promotes any waste minimisation. I see people putting stuff down the drains. I see supermarkets sell tones of plastics and no one to rid of them. They allow people to use solvent in their backgrounds. They allow people to pollute the air and drains and people to burn rubbish plastics in domestics fireplaces."*

*"There should have free green drop off like they did before the tip fee. It shouldn't be so expensive and they should have a TV dropping point or a six monthly collection where a truck picks up for free."*

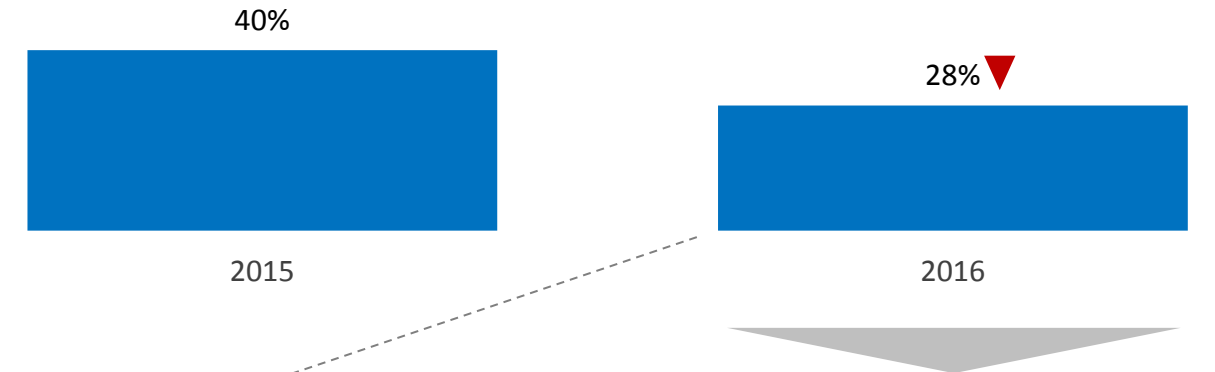
NOTES:

1. WR5. And overall, how satisfied are you with how waste and recycling are managed in the district and how Council works with the community to minimize waste?
2. WR6. And do you have any comments about how the Councils manages waste or promotes waste minimization?
3. 2016 n=399; Very satisfied n=47, Very dissatisfied n=16

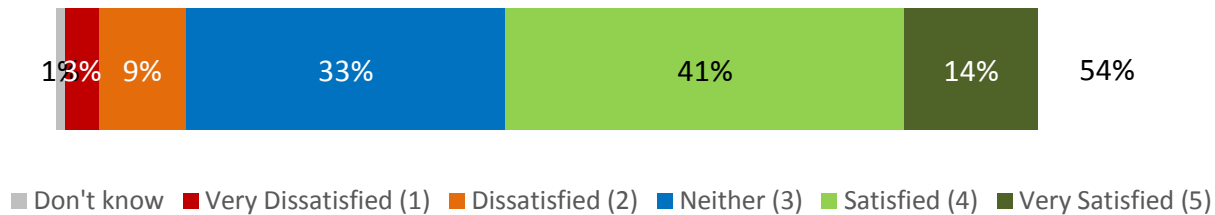
There has been a decline in the proportion of residents aware of Council's waste minimisation activities; 28% down from 40% being aware last year

**Aware of Council waste minimisation activities<sup>(1)(2)(3)</sup>**

**Yes – aware of Council's waste minimisation**



**Satisfaction with education and promotion of waste minimisation % Satisfied (4-5)**

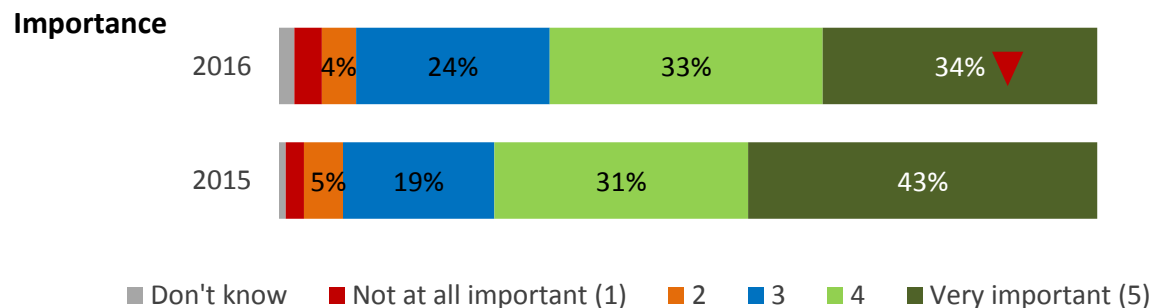
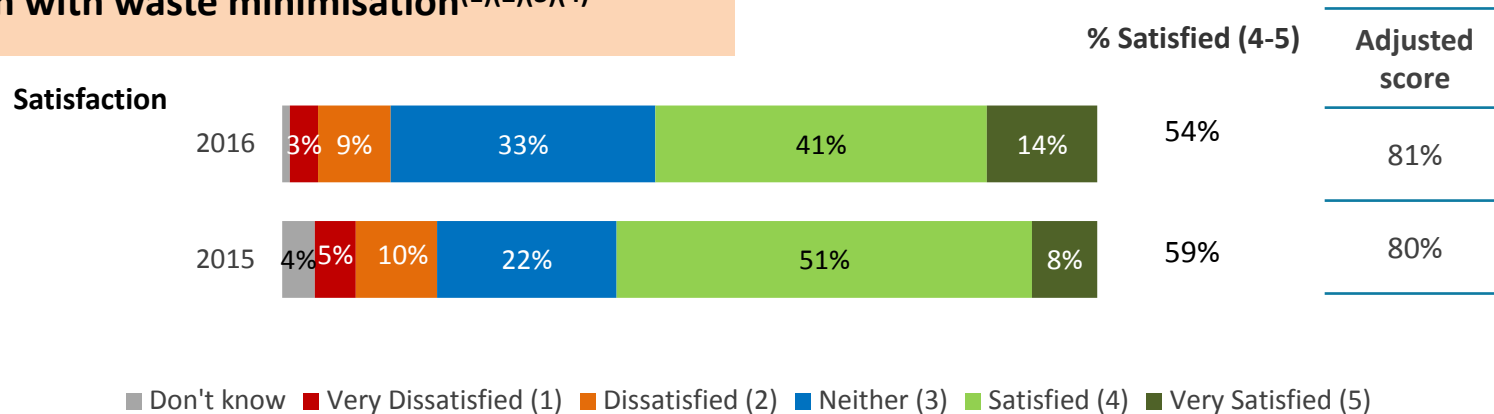


▲ Significantly higher  
▼ Significantly lower

NOTES:  
1. WR3. Are you aware of the Council's waste minimisation activities?  
2. WR4. How satisfied are you with the way Council is educating, informing and advising residents on ways to minimise waste?  
3. 2016 n=399

There has also been a reduction in the level of stated importance of waste minimisation activities

**Satisfaction with waste minimisation<sup>(1)(2)(3)(4)</sup>**

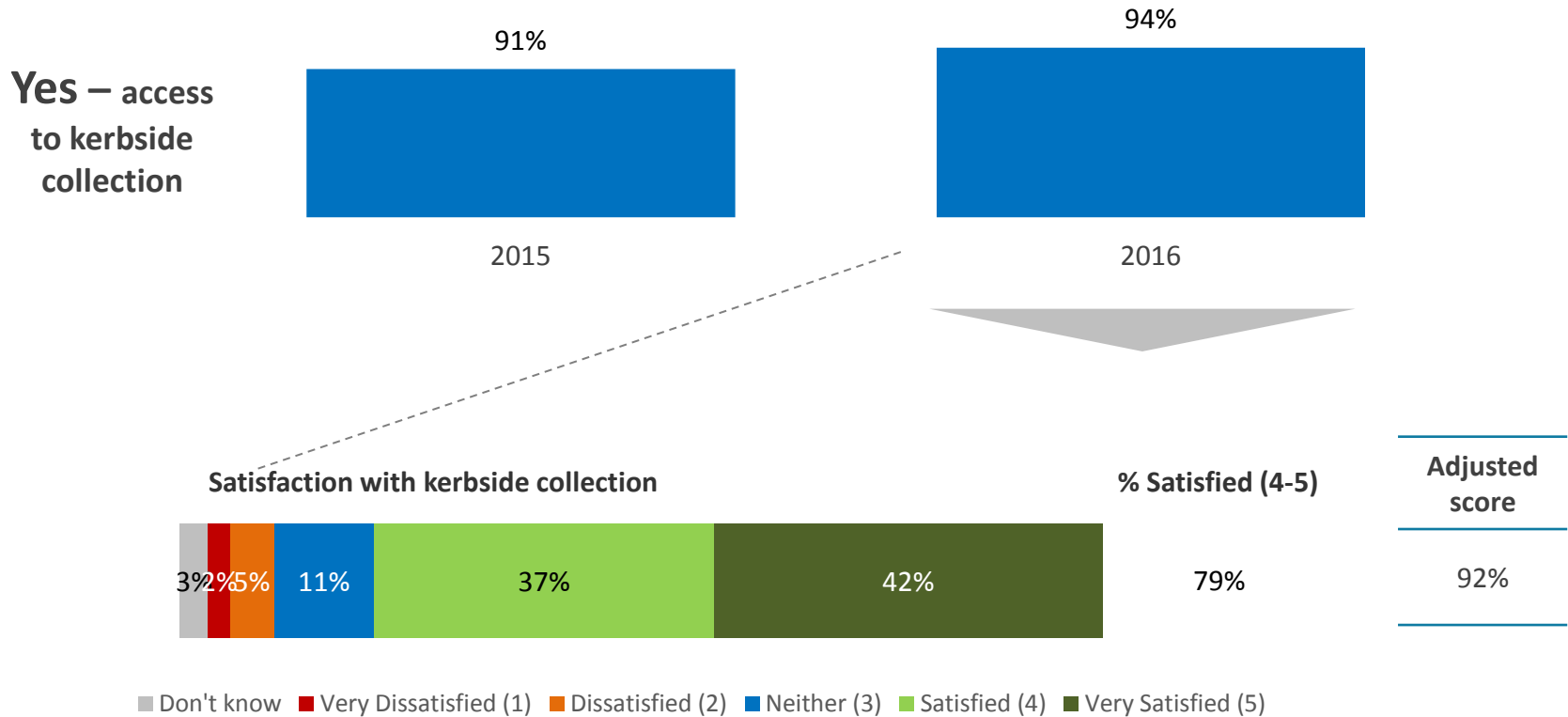


NOTES:  
 1. WR4. How satisfied are you with the way Council is educating, informing and advising residents on ways to minimise waste?  
 2. S11. Using a scale of 1 to 5 where 1 is not important at all and 5 is very important, how important are the following...  
 3. Adjusted satisfaction score is based on ratings of 4 to 5 excluding don't know and neither  
 4. 2015 n=474, 2016 n=399

▲ Significantly higher  
▼ Significantly lower

Most residents recognise that they have access to a kerbside collection service (94%) with a high level of satisfaction among users (92% satisfied)

**Access to kerbside collection services<sup>(1)(2)(3)</sup>**

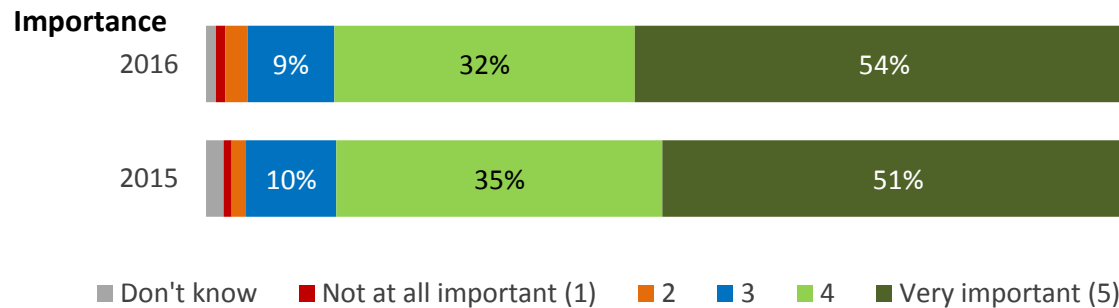
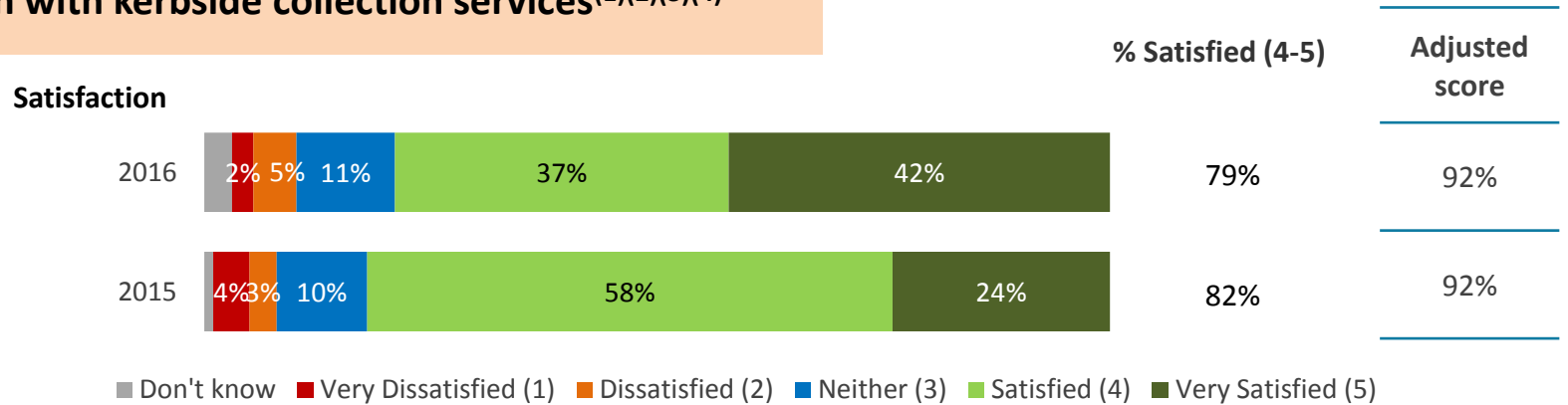


NOTES:

- WR1. Do you have access to kerbside collection services?
- WR2 How satisfied are you with the standard of kerbside collection services?
- 2016 n=399

The kerbside collection service has a high stated importance so the high satisfaction score will therefore contribute positively to overall perceptions

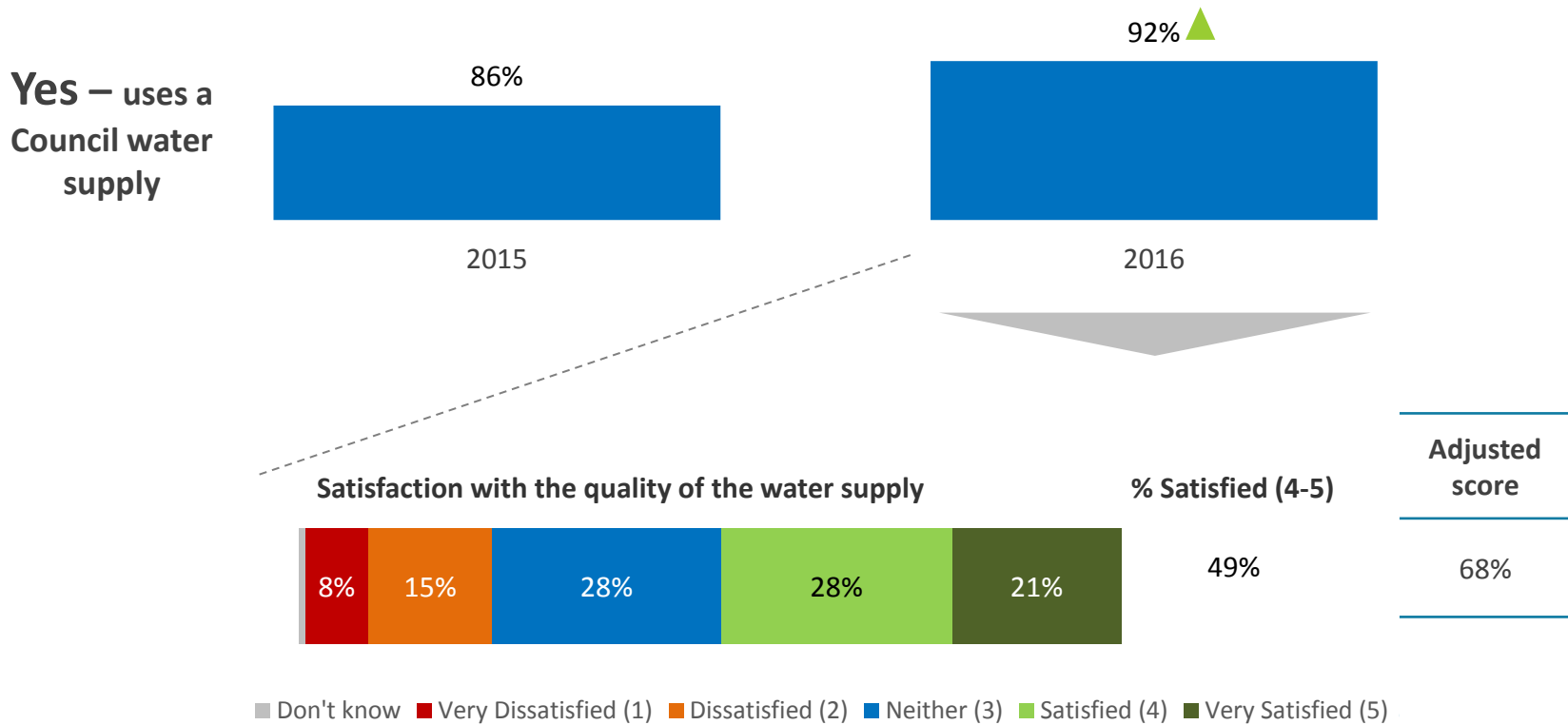
**Satisfaction with kerbside collection services<sup>(1)(2)(3)(4)</sup>**



NOTES:  
 1. WR2 How satisfied are you with the standard of kerbside collection services?  
 2. SI1. Using a scale of 1 to 5 where 1 is not important at all and 5 is very important, how important are the following...  
 3. Adjusted satisfaction score is based on ratings of 4 to 5 excluding don't know and neither  
 4. 2014 n=400, 2015 n=474, 2016 n=399

There has been an increase in the proportion of residents who indicate that they are connected to a Council water supply (92%) with over two thirds (68%) of those connected being satisfied

**Water management: Supply of household drinking water from Council supply<sup>(1)(2)(3)</sup>**



NOTES:

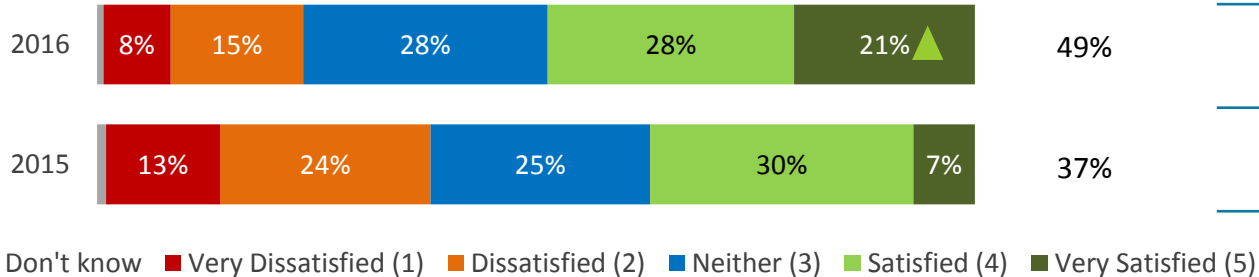
1. TW1. Does your household get its drinking water from the Council supply?
2. TW3. And overall, how satisfied are you with the quality of the Council's water supply, by quality I mean the taste, odour, and clarity of the water?
3. 2015 n=474, 2016 n=399

▲ Significantly higher  
▼ Significantly lower

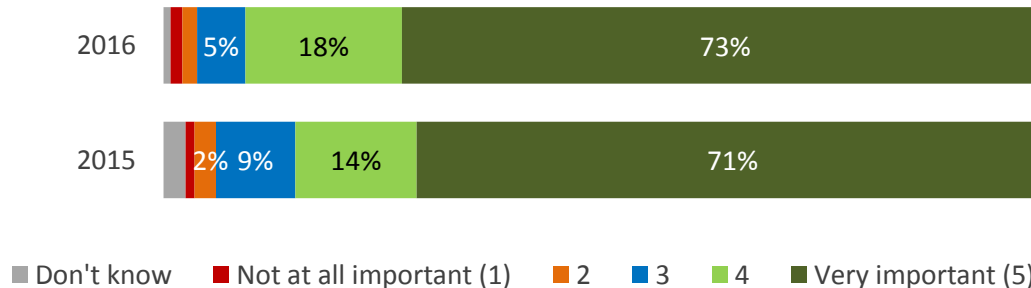
The quality of the water supply remains very important with about three quarters (73%) of residents stating that this is 'very important' and of note, satisfaction has improved

**Satisfaction with the quality of the Council's water supply<sup>(1)(2)(3)(4)</sup>**

**Satisfaction**



**Importance**



NOTES:

1. TW3. And overall, how satisfied are you with the quality of the Council's water supply, by quality I mean the taste, odour, and clarity of the water?
2. S11. Using a scale of 1 to 5 where 1 is not important at all and 5 is very important, how important are the following...
3. Adjusted satisfaction score is based on ratings of 4 to 5 excluding don't know and neither
4. 2015 n=474, 2016 n=399

▲ Significantly higher  
▼ Significantly lower

Among those who are ‘*very satisfied*’ (21%), most mention taste and clarity of the water as reasons for their satisfaction

## Reasons for satisfaction/dissatisfaction with the quality of the Council’s water supply<sup>(1)(2)(3)(4)</sup>

21%



Very satisfied (5)

### Reasons for satisfaction



#### Selected reasons for satisfaction:

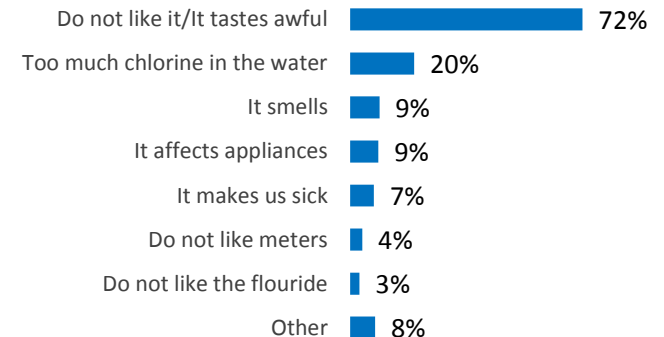
- “I have never had any problems with it. It is clean and clear.”
- “It’s clean, well filtered, and a good ready supply. The water meter installation meant they found a lot of leaks and repaired them.”
- “It tastes okay. It is not dirty. It seems clean to me and tastes fine.”
- “It’s good drinking water, and has a pleasant taste.”

8%



Very dissatisfied (1)

### Reasons for dissatisfaction



#### Selected reasons for dissatisfaction:

- “It tastes horrible. It tastes dirty, and I wouldn’t drink water straight from the tap. I have a filter on the fridge.”
- “It calcifies our jugs. I’ve had to replace kettles because of it. It tastes dirty.”
- “We are getting charged for bore water. The water is muddy. It’s terrible. I buy bottled water, as no one in my house will drink it.”

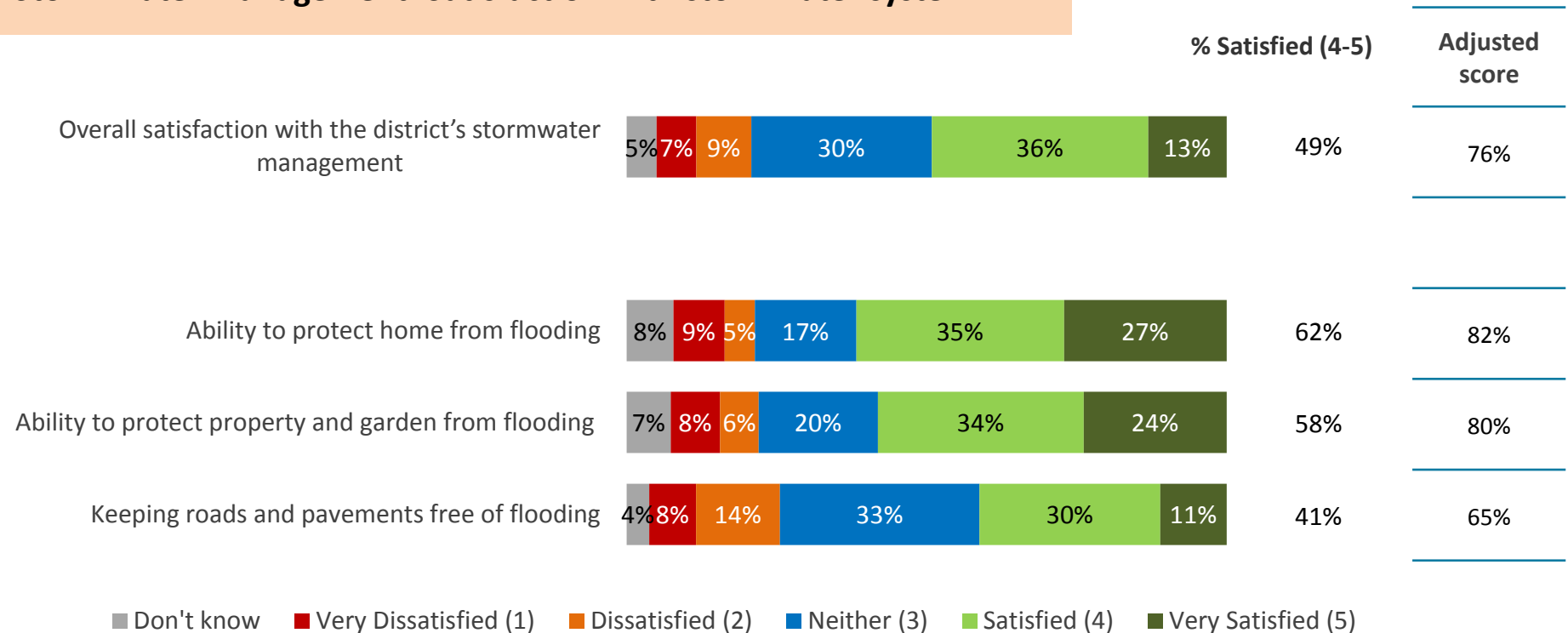
#### NOTES:

1. TW3. And overall, how satisfied are you with the quality of the Council’s water supply, by quality I mean the taste, odour, and clarity of the water?
2. TW4. Why are you very dissatisfied with the quality of the Council’s water supply?
3. TW5. Why are you very satisfied with the quality of the Council’s water supply?
4. 2016 n=399; Very satisfied n=69, Very dissatisfied n=24



Residents are quite satisfied that the stormwater systems will protect their properties but are less satisfied with how well these systems prevent surface flooding on pavements

**Storm water management: Satisfaction with stormwater system<sup>(1)(2)</sup>**



NOTES:

1. TW6. On the scale of 1- 5, how would you rate your satisfaction with the stormwater system in terms of...
2. 2016 n=399

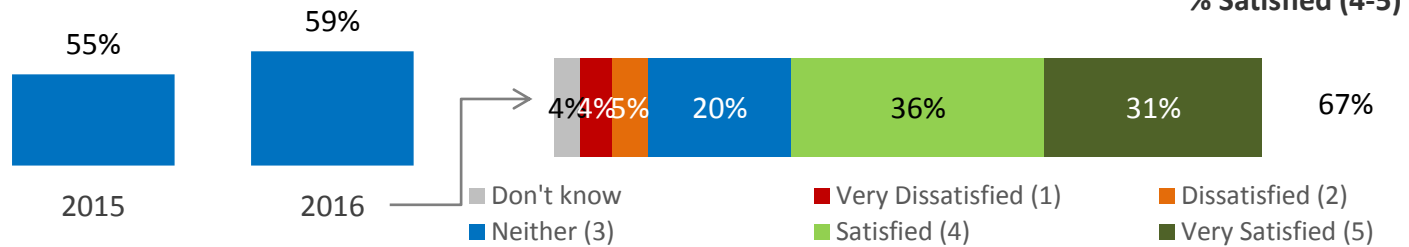
# Community Services

- Recreation and leisure
  - Swimming pools page 35-37
  - Libraries page 38-40
- Community facilities
  - Public toilets page 41-43
- Parks and open space page 44
  - Parks and reserves page 45
  - Access points to beaches page 46
  - Pathways for cycling, walking and bridleways page 47
  - Overall parks and reserves page 48
- Community support page 49-50

A little over half of residents (59%) state that they or their family members use one of the three swimming pools in the district and of these most (87%) are satisfied with the pools

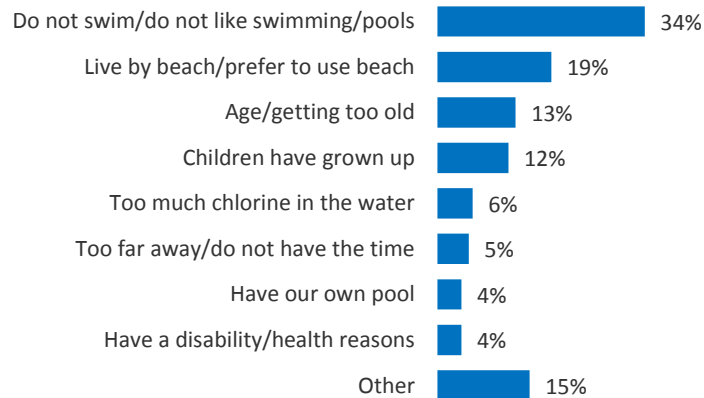
**Recreation and Leisure: Use of Council swimming pools<sup>(1)(2)(3)</sup>**

**Yes – used the Council’s swimming pools**



**41%**  
Do not use Council pools

**Reasons for not using pools**



Selected reasons for not using pools:

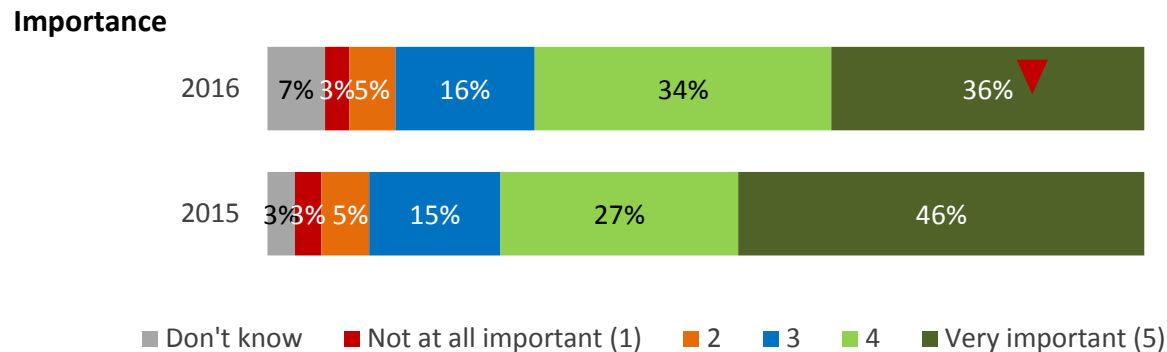
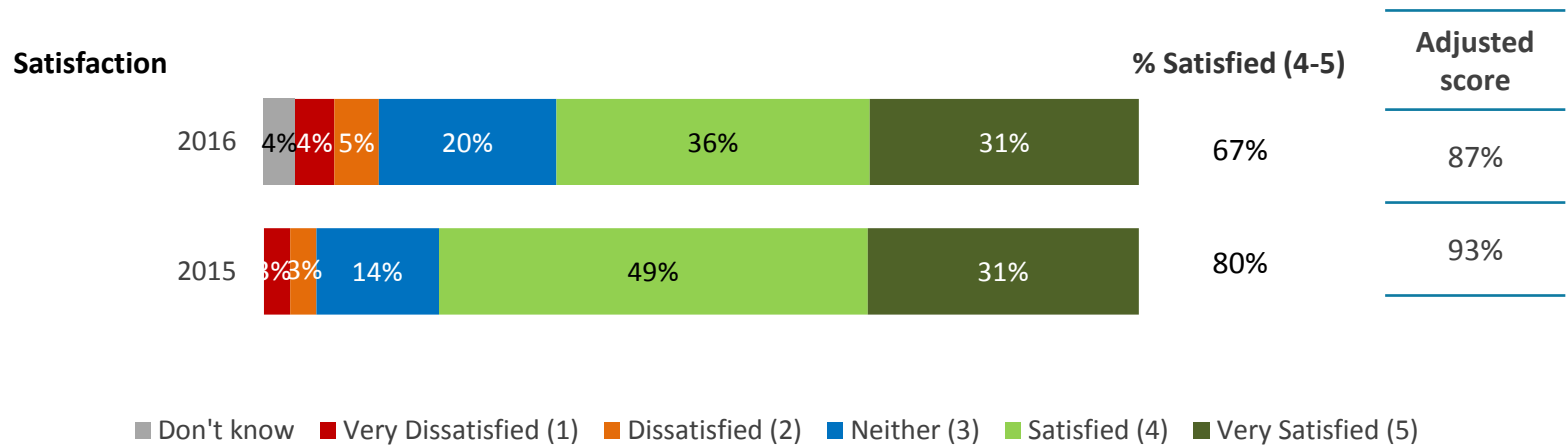
*"I don't swim. I can use the sea if I want to, or the stream that goes through my property."*  
*"My daughter has very bad psoriasis. I work in Petone and the round trip takes up to four hours, so I do not have time."*  
*"Our kids are grown up and have left the house."*  
*"It is an age thing. The kids were older when we moved here, and we live right near the beach."*

**NOTES:**

1. RL1. The Council has three swimming pools, an open air pool in Waikanae, an enclosed pool in Otaki and the aquatic centre in Paraparaumu. Do you or your family use the Council’s swimming pools?
2. RL2. Why don't you use the pools in the district?
3. 2015 n=474, 2016 n=399

Stated importance of the swimming pools is lower relative to the 2015 survey; 36% stating it as 'very important' versus 46% in 2015. Satisfaction has fallen as well although from a high base.

**Satisfaction with Council swimming pools<sup>(1)(2)(3)(4)</sup>**



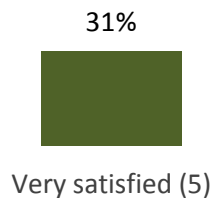
▲ Significantly higher  
▼ Significantly lower

NOTES:

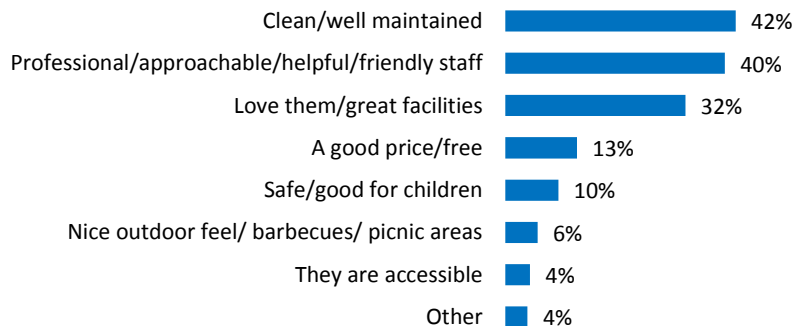
1. RL3. How satisfied are you with the services and facilities at our swimming pools in the district? (Note, the question in 2015 was about satisfaction with the standard of swimming pools.)
2. S11. Using a scale of 1 to 5 where 1 is not important at all and 5 is very important, how important are the following...
3. Adjusted satisfaction score is based on ratings of 4 to 5 excluding don't know and neither
4. 2015 n=474, 2016 n=399

Those who are most satisfied cite the quality of maintenance of the pools, cleanliness, the helpfulness of staff and overall quality of the facilities as reasons for their evaluation

## Reasons for satisfaction/dissatisfaction with Council swimming pools<sup>(1)(2)(3)(4)</sup>



### Reasons for satisfaction

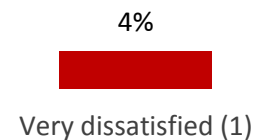


#### Selected reasons for satisfaction:

*“Waikanae has a beautiful area around it for a picnic. It is lovely. I’m so very satisfied.”*

*“Cleanliness. Staff are approachable, and it is a really good facility.”*

*“I have young children under the age of six, and the facilities are good. Friendly staff, clean and warm water and it is affordable at the Otaki pool.”*



#### Reasons for dissatisfaction:

*“Pools are brown and cannot use in the afternoon after school. Refused entry to the pool as 4 year old children did not have nappies on.”*

*“Too expensive. Not safe for the young ones. Too slippery and it's falling apart. The paper is talking about what's happening and friends have complained too. They have a water slide that can't be used. The facilities are very poor and they cost a lot of money.”*

*“Enclosed pool is noisy. No area to put valuables, shallow pool in Waikanae. Changing sheds are awful. No lockers. Definitely need to change this.”*

*“I think it is absolutely ludicrous that they did not install an Olympic Pool on the Paraparumu pool. I think the Council could have raised the additional funds to construct an Olympic sized pool.”*

*“The cleanliness at the Kapiti aquatic centre could be better, it's quite dirty. I don't think the hydra slide is going and it's poorly designed. The aquatic centre: not happy with it at all, nor the design. It's just lots of things. The design of the changing rooms is not very practical and it's dirty. And it's expensive for what you're getting.”*

*“The pool care could be improved and I like to do aqua jogging so be good to have more lanes. Waikanae pool is only open in summer and hard to use. The only deep pool is in Paraparumu.”*

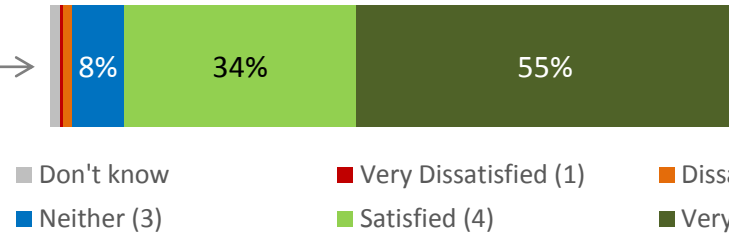
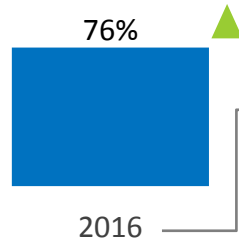
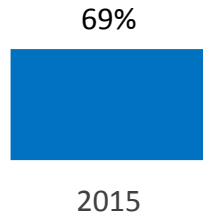
#### NOTES:

1. RL3. How satisfied are you with the services and facilities at our swimming pools in the district?
2. RL4. Why are you very dissatisfied with the standard of pools in the district?
3. RL5. Why are you very satisfied with the standard of pools in the district?
4. 2016 n=399; Very satisfied n=76, Very dissatisfied n=6

There has been an increase in the proportion of residents indicating that they or their family members use the libraries (76%) with satisfaction levels being particularly high among users

**Recreation and Leisure: Use of Council libraries<sup>(1)(2)(3)</sup>**

**Yes – used the Council’s libraries**

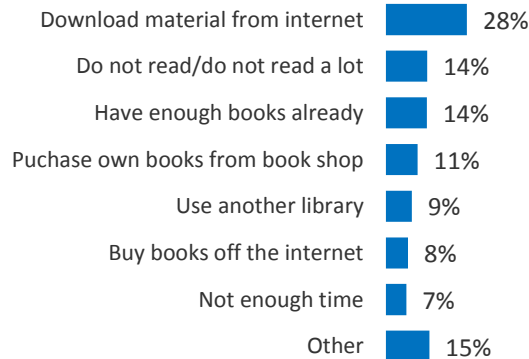


| % Satisfied (4-5) | Adjusted score |
|-------------------|----------------|
| 89%               | 98%            |

**Do not use Council libraries**



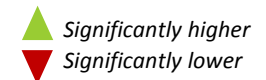
**Reasons for not using libraries**



Selected reasons for not using libraries:

*"I buy my books to read, or they are given to me."  
"I'm not a big reader, and only read magazines. I like motor racing magazines."  
"We use internet and bookshops for our reading."  
"I buy books of my own. I don't have time to get them out and take them back."*

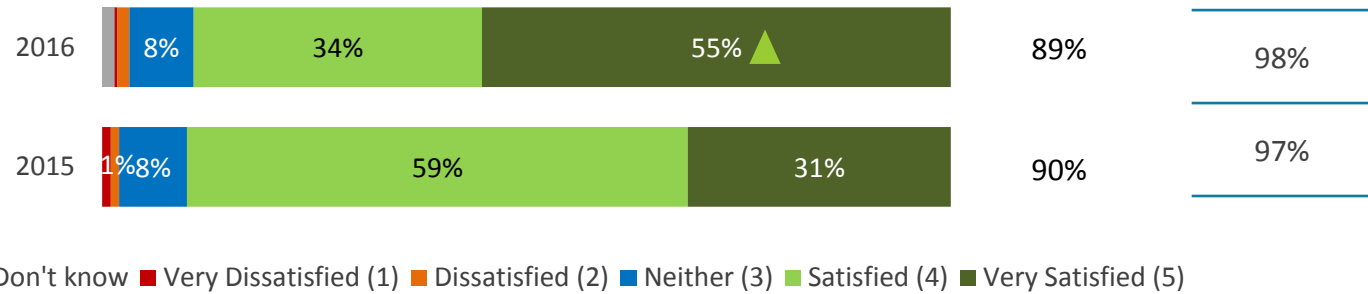
NOTES:  
1. RL6. The Council has libraries in Waikanae, Otaki and Paraparaumu. Do you or your family use the Council's libraries?  
2. RL7. Why don't you use the district's libraries?  
3. 2016 n=399; Do not use libraries n=91



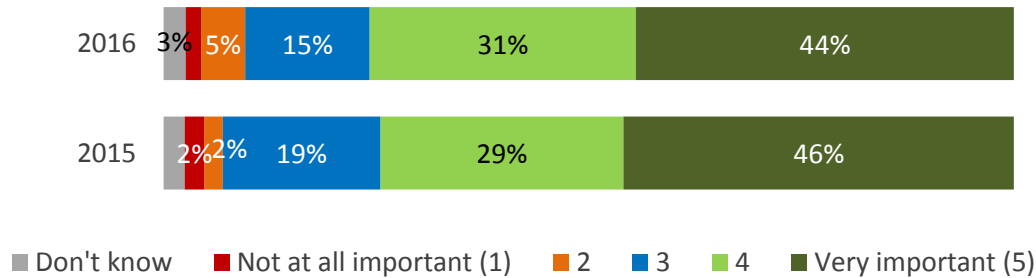
Both the level of stated importance of the libraries and satisfaction are broadly unchanged relative to 2015; however the proportion 'very satisfied' has gone up significantly

**Satisfaction with Council libraries<sup>(1)(2)(3)(4)</sup>**

**Satisfaction**



**Importance**

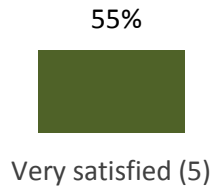


NOTES:  
 1. RL8. How satisfied are you with the services at our district's libraries?  
 2. S11. Using a scale of 1 to 5 where 1 is not important at all and 5 is very important, how important are the following...  
 3. Adjusted satisfaction score is based on ratings of 4 to 5 excluding don't know and neither  
 4. 2014 n=400, 2015 n=474, 2016 n=399

▲ Significantly higher  
▼ Significantly lower

The friendliness and helpfulness of staff, the range of books and general facilities are the major stated reasons for being *'very satisfied'*

## Reasons for satisfaction/dissatisfaction with Council libraries<sup>(1)(2)(3)(4)</sup>



### Reasons for satisfaction

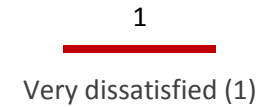


#### Selected reasons for satisfaction:

*"They order books and let you know when they have arrived."*

*"I like the staff's efficiency and friendliness."*

*"They have a great variety of books that are clearly labelled. The staff are always available. They have the ability for you to scan out your own books. There is never any cost."*



#### Reason for dissatisfaction:

*"Because they have no decent books in the libraries."*

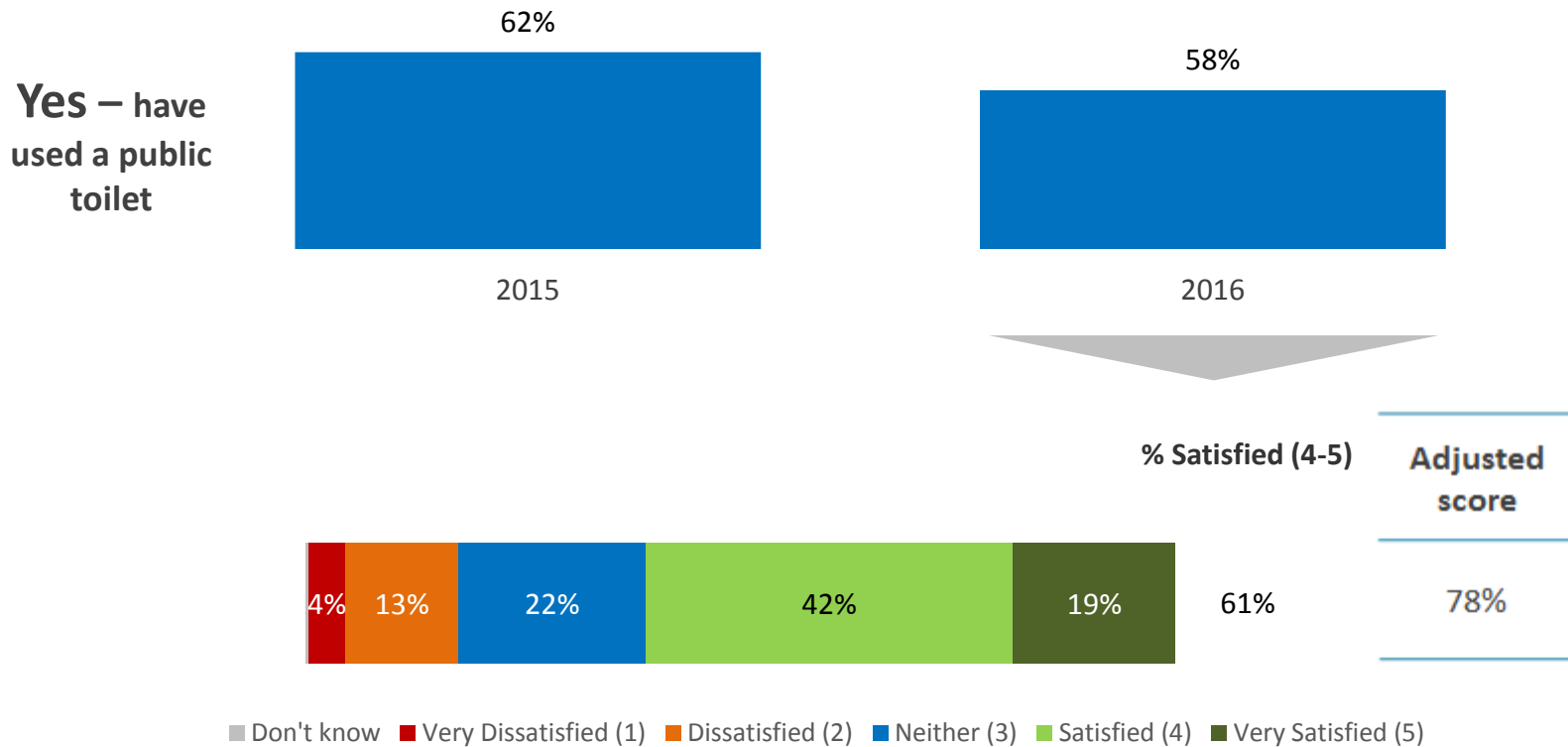
#### NOTES:

1. RL8. How satisfied are you with the services at our district's libraries?
2. RL9. Why are you very dissatisfied with the standard of libraries in the district?
3. RL10. Why are you very satisfied with the standard of libraries in the district?
4. 2016 n=399; Very satisfied n=171, Very dissatisfied n=1



Use of public toilets is essentially unchanged with around 60% of residents indicating that they have used a public toilet within the last year with satisfaction being reasonably high (78%)...

**Community facilities: Use of district's public toilets<sup>(1)(2)(3)</sup>**

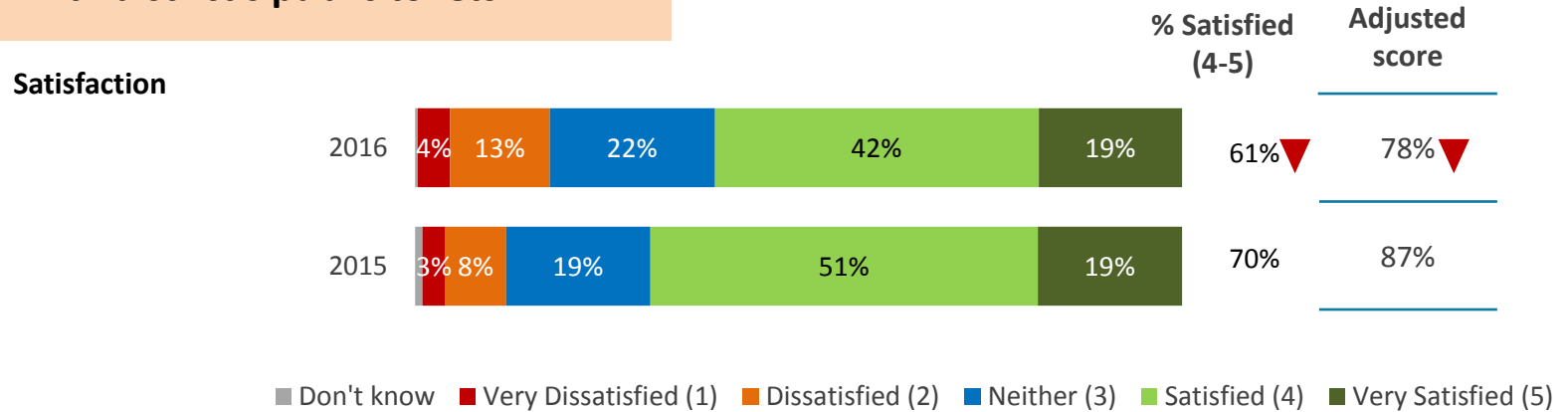


NOTES:

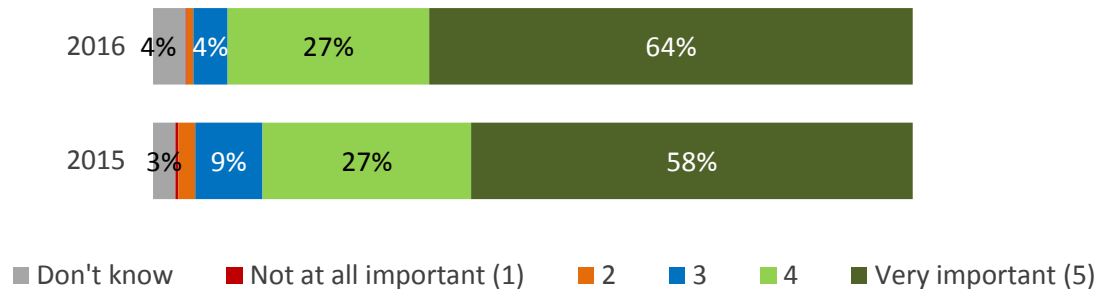
1. CF1. Have you used one of the district's public toilets in the last 12 months?
2. CF2. Using the same 1 to 5 scale, how satisfied are you with public toilets in the district?
3. 2016 n=399

...however the level of satisfaction is lower than in 2015 which is of some concern given the high stated importance; 64% state that public toilets are 'very important' to them

**Satisfaction with district's public toilets<sup>(1)(2)(3)(4)</sup>**



**Importance**



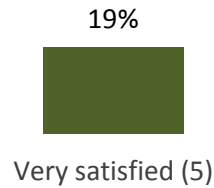
NOTES:

1. CF2. Using the same 1 to 5 scale, how satisfied are you with public toilets in the district? Please think about how well maintained they are, their cleanliness and how safe they are.
2. S11. Using a scale of 1 to 5 where 1 is not important at all and 5 is very important, how important are the following...
3. Adjusted satisfaction score is based on ratings of 4 to 5 excluding don't know and neither
4. 2014 n=400, 2015 n=474, 2016 n=399

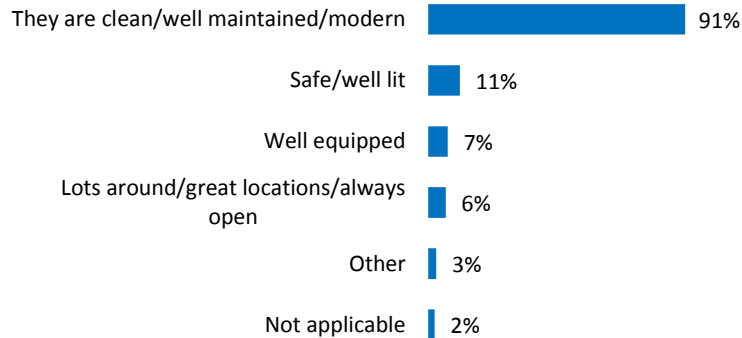
▲ Significantly higher  
▼ Significantly lower

The facilities being modern and clean are the most frequently cited comments supporting high satisfaction scores

### Reasons for satisfaction/dissatisfaction with district's public toilets<sup>(1)(2)(3)(4)</sup>



#### Reasons for satisfaction

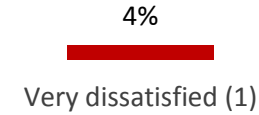


Selected reasons for satisfaction:

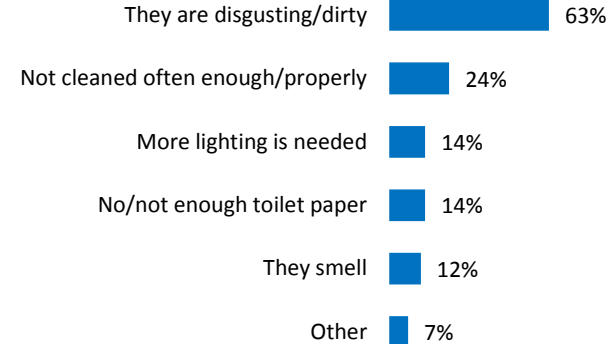
*"They are kept well, and they are clean and open. They are well spaced through the area."*

*"They're always kept clean and tidy. You can't plan for the occasional idiot who goes in there and causes chaos. They are well maintained."*

*"They are clean, accessible and well lit."*



#### Reasons for dissatisfaction



Selected reasons for dissatisfaction:

*"They smell, there is never enough toilet paper, and they are never clean."*

*"They need to be modernised. They are not cleaned properly and are rather disgraceful."*

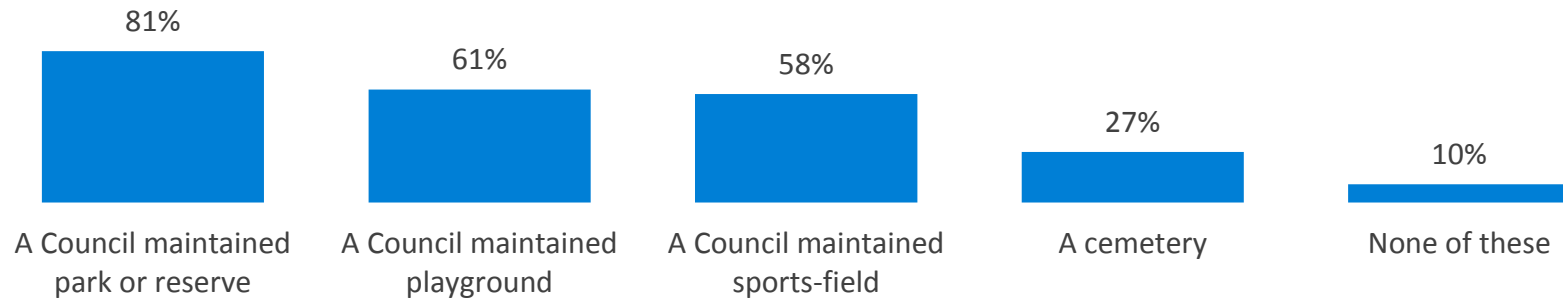
*"Poorly designed, for example at the public toilet at Te Horo, the structure is built too low, and is poorly ventilated. When I used it, it was gross and there was no toilet paper."*

NOTES:

1. CF2. Using the same 1 to 5 scale, how satisfied are you with public toilets in the district? Please think about how well maintained they are, their cleanliness and how safe they are.
2. CF3. Why are you very dissatisfied with public toilets?
3. CF4. Why are you very satisfied with public toilets?
4. 2016 n=399; Very satisfied n=49, Very dissatisfied n=12

Parks and reserves are being well used with 81% stating that they have visited in the last year, following by playgrounds (61%) and sports-fields (58%)

**Parks and open spaces: Visited in last year<sup>(1)(2)</sup>**

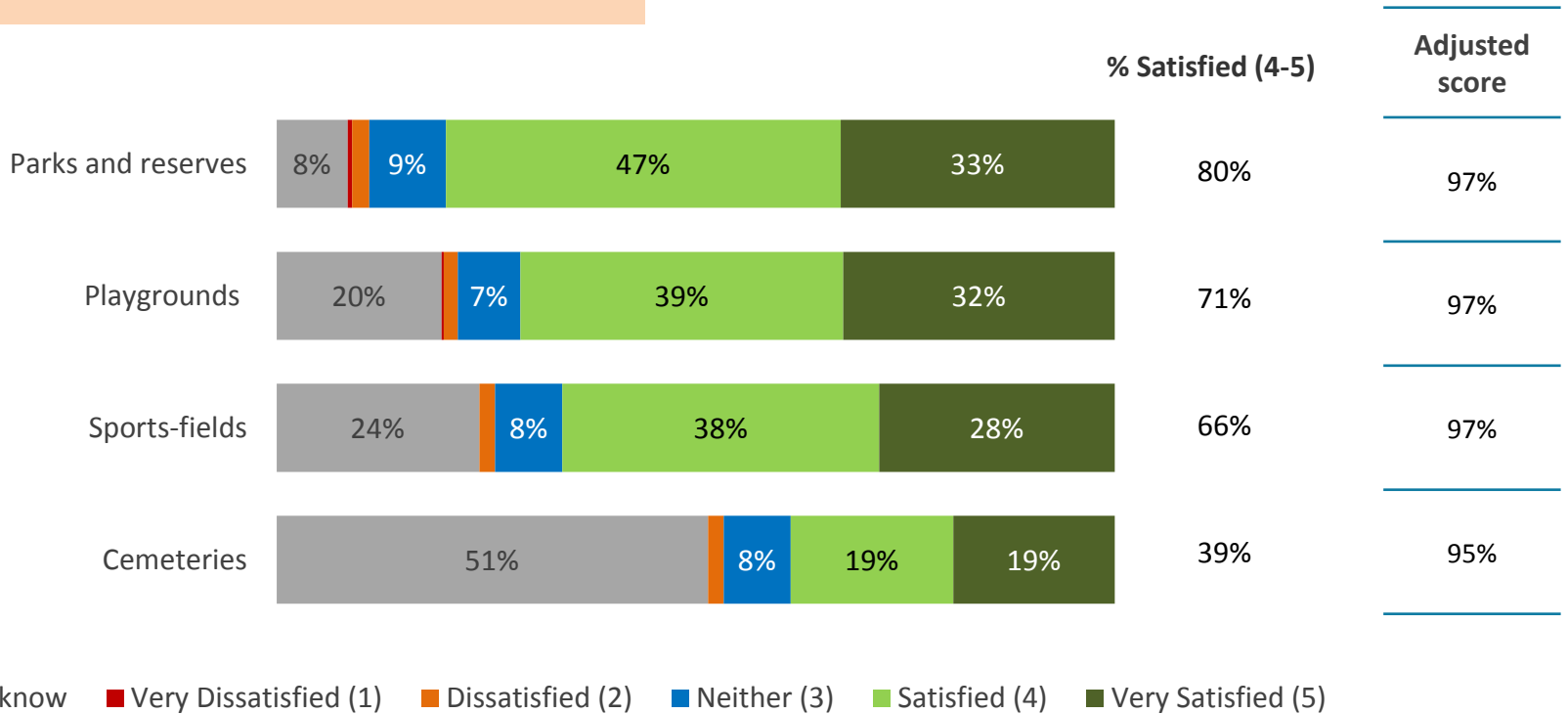


NOTES:

1. PR1. In the last year, which of the following have you visited?
2. 2016 n=399

There is a high level of satisfaction with parks, reserves and other outdoor spaces

**Satisfaction with parks and reserves<sup>(1)(2)</sup>**

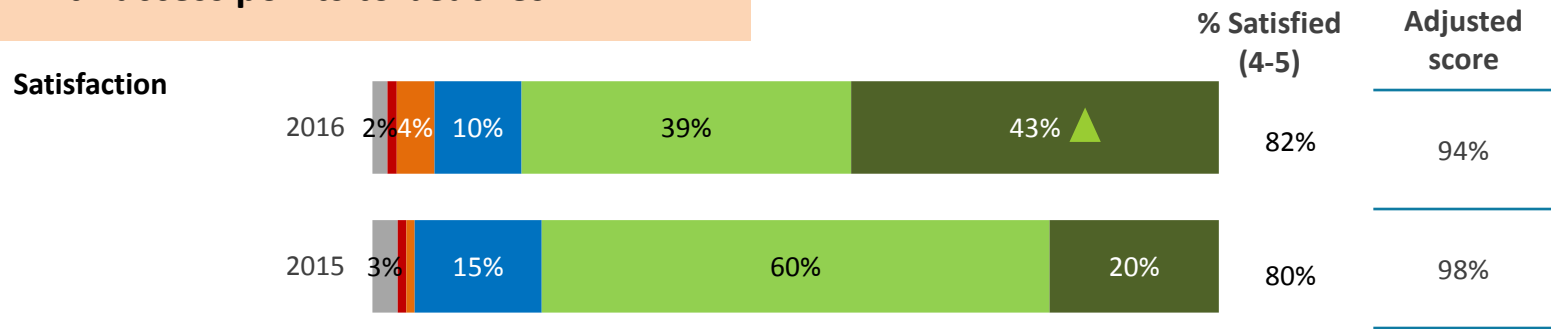


NOTES:

1. PR2. Still using the 1 to 5 scale where 1 means 'very dissatisfied' and 5 means 'very satisfied', how would you rate your satisfaction with Council's performance in maintaining its...
2. 2016 n=399

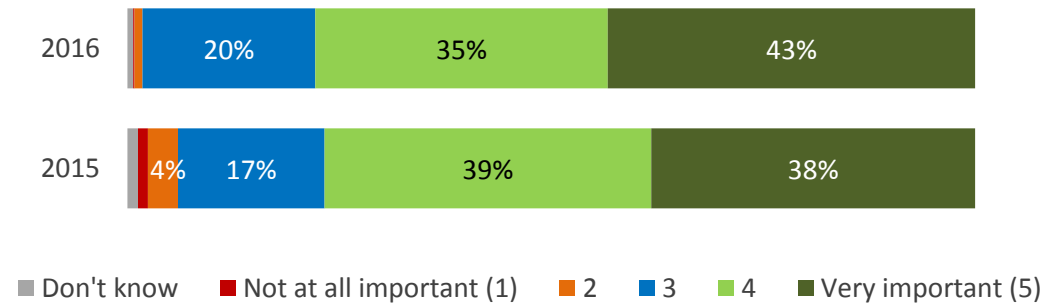
The stated importance of beach access points and satisfaction with these is in line with the results in the 2015 survey, although the 'very satisfied' proportion has increased

**Satisfaction with access points to beaches<sup>(1)(2)(3)(4)</sup>**



■ Don't know ■ Very Dissatisfied (1) ■ Dissatisfied (2) ■ Neither (3) ■ Satisfied (4) ■ Very Satisfied (5)

**Importance**

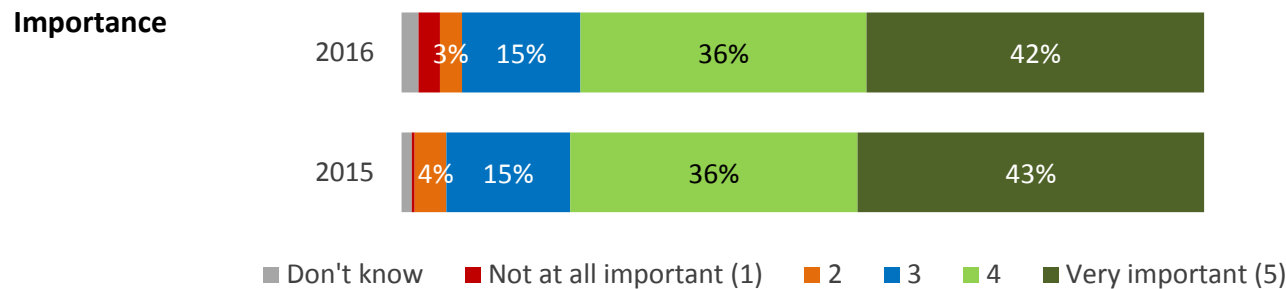
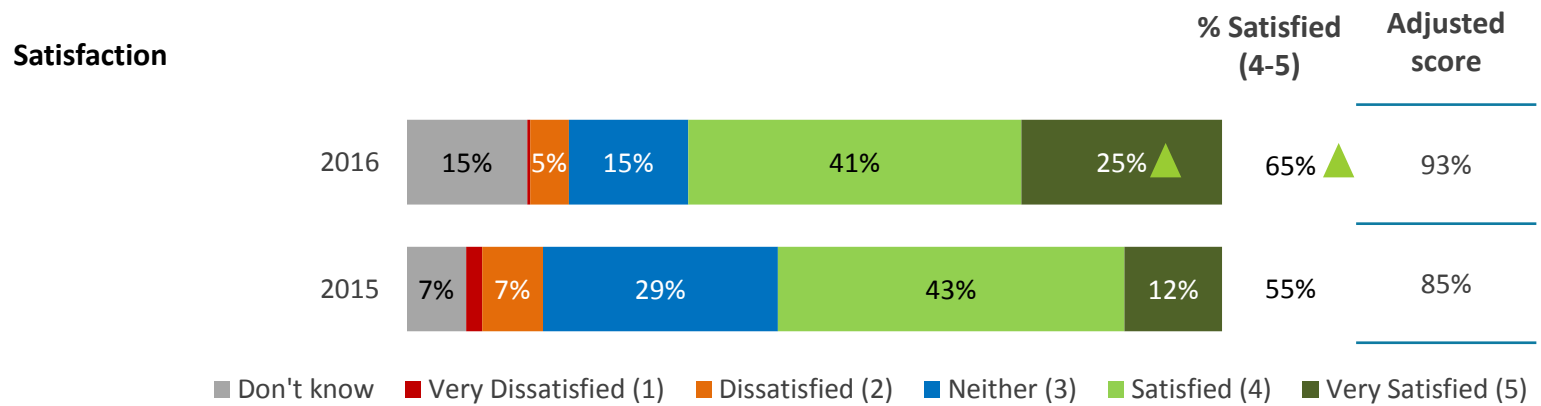


NOTES:  
 1. PR3. Using the same 1 to 5 scale, how satisfied are you with access points to beaches?  
 2. S11. Using a scale of 1 to 5 where 1 is not important at all and 5 is very important, how important are the following...  
 3. Adjusted satisfaction score is based on ratings of 4 to 5 excluding don't know and neither  
 4. 2015 n=474, 2016 n=399

▲ Significantly higher  
▼ Significantly lower

There has been an increase in the level of satisfaction with the district's pathways and bridle ways with 25% being 'very satisfied' versus 12% last year

**Satisfaction with pathways for cycling, walking and bridle ways<sup>(1)(2)(3)(4)</sup>**

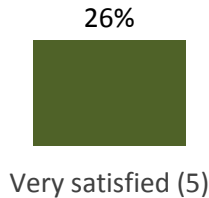
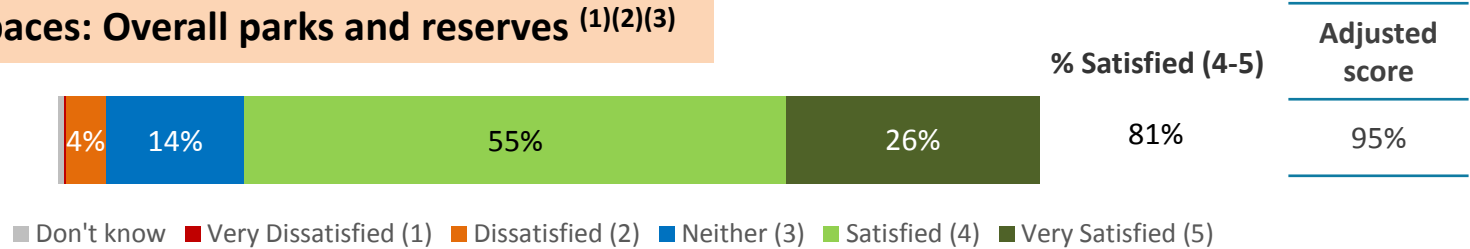


NOTES:  
 1. PF4. Still using the 1 to 5 scale, how satisfied are you with the pathways for cycling, walking and bridle ways?  
 2. S11. Using a scale of 1 to 5 where 1 is not important at all and 5 is very important, how important are the following...  
 3. Adjusted satisfaction score is based on ratings of 4 to 5 excluding don't know and neither  
 4. 2014 n=400, 2015 n=474, 2016 n=399

▲ Significantly higher  
 ▼ Significantly lower

Overall satisfaction with parks, reserves and open spaces is high (95% satisfied) with particular mention made about website updates and how staff maintain the district's parks

**Parks and open spaces: Overall parks and reserves (1)(2)(3)**



Selected reasons for satisfaction:

*"Generally I think it's really awesome: I follow the Facebook page for Kapiti Council and go to their website and it's always updated regularly so you know which parks are closed due to weather conditions."*

*"I think they do a very good job. Their staff are very professional."*

*"I think they do a very good job with it. I am very impressed with the amount of park benches I can sit on when I watch my grand kids at the park and I have noticed they are improving access ways to the beach. I am impressed with how they are thinking about public safety while using them e.g. ropes down paths and rubber mats on sand to prevent slipping."*

*"The parks and open spaces have really been developed and the Council has been very clever: good leadership. But the cycle paths aren't signposted at all. There's no maps. Not the condition of the paths, just can't find where they are."*



Reasons for dissatisfaction:

*"I believe that work place safety (OSH) has too much influence on Councils' planning: consequently they avoid some improvements and activities that they could be offering - e.g. not sure if water slide is working? I believe that there were some planning and financial errors made and this has had an impact on operations. I live rurally and there has not been sufficient thought gone into cycle ways, camping etc. Our local camping ground has been closed, rather than upgraded because it was easier and cheaper for Council? While I am focusing on the surrounds of my home I also believe that my rural road has a speed limit that is too high, which works against the opportunities our local area offers for recreation. It's being used, but there is no real provision for recreational users to have their own access for mountain bike users, horse riders and cyclists (Valley Road."*

*"Not enough parking for horse floats and Otaki Beach boat ramp is not maintained. We got stuck on a number of occasions. They have not reduced the sand built up which causes cars to get stuck and the Otaki river at the beach access way end has always got enormous pot holes. With the bridle ways, we need better access to bridle ways."*

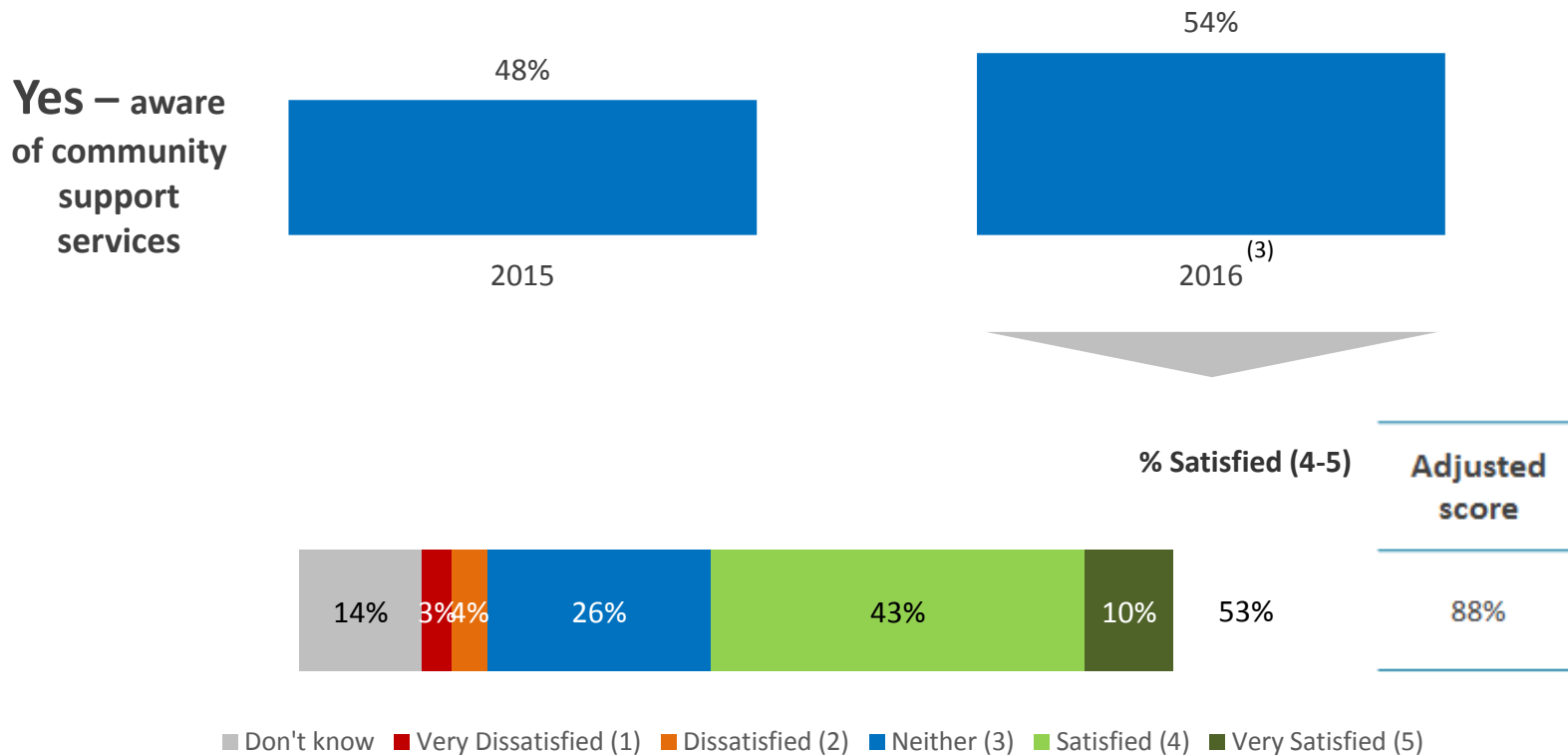
NOTES:

1. PF5. And overall, how satisfied are you with how well Council maintains parks, reserves, beach access, pathways and other open spaces in the district?
2. PF6. Do you have any general comments about how the Council manages its parks, reserves, open spaces and beach access, including pathways for walking, cycling and horse riding?
3. 2016 n=399; Very satisfied n=97, Very dissatisfied n=2



There has been an increase in the level of awareness of Council’s community support services; 54% aware versus 48% aware in 2015 with good satisfaction levels among those aware

**Community support: Aware of Council’s community support services<sup>(1)(2)</sup>**

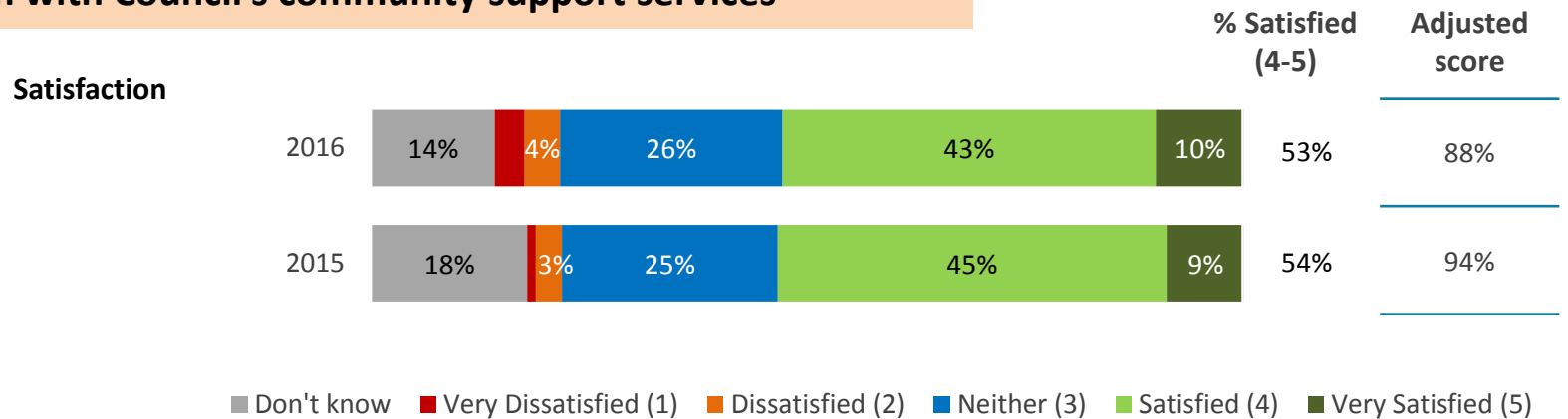


NOTES:

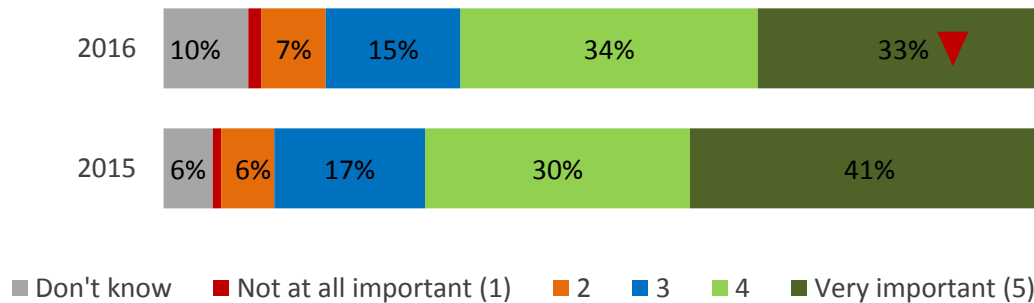
1. CS1. Are you aware of Council’s community support services?
2. CS2. How satisfied are you with the Council’s community support services?
3. 2015 n=474, 2016 n=399
4. Result is statistically significant at a 90% confidence interval but not at a 95% confidence interval

Stated importance of community support services is lower than in 2015, as is the level of satisfaction (88% down from 94%)

**Satisfaction with Council's community support services<sup>(1)(2)(3)(4)</sup>**



**Importance**



NOTES:  
 1. CS2. How satisfied are you with the Council's community support services?  
 2. S11. Using a scale of 1 to 5 where 1 is not important at all and 5 is very important, how important are the following...  
 3. Adjusted satisfaction score is based on ratings of 4 to 5 excluding don't know and neither  
 4. 2015 n=474, 2016 n=399

▲ Significantly higher  
 ▼ Significantly lower

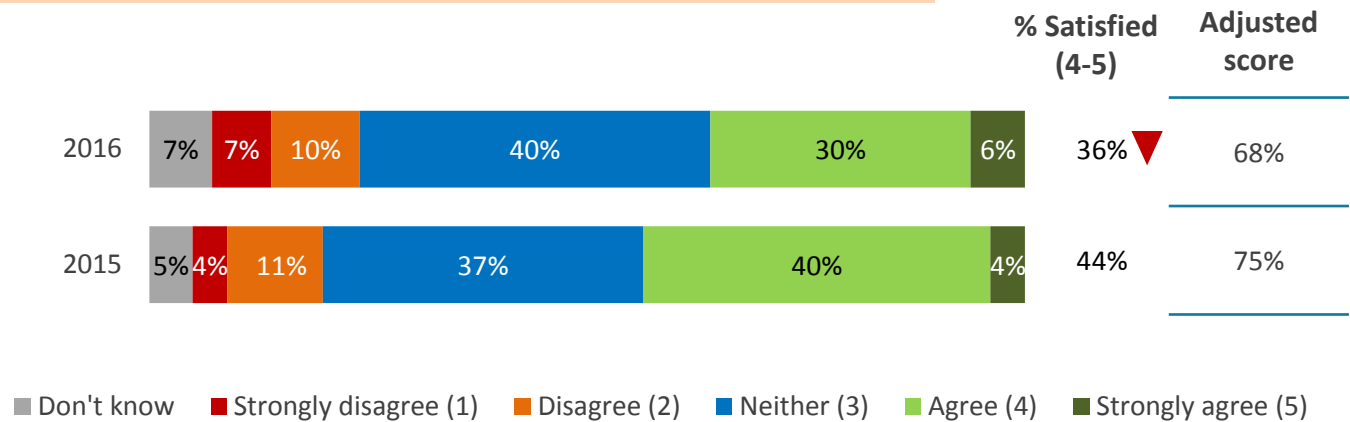
# Planning and regulatory

- Districtwide planning
  - Development of the district page 52
  - Reasons for satisfaction / dissatisfaction page 53

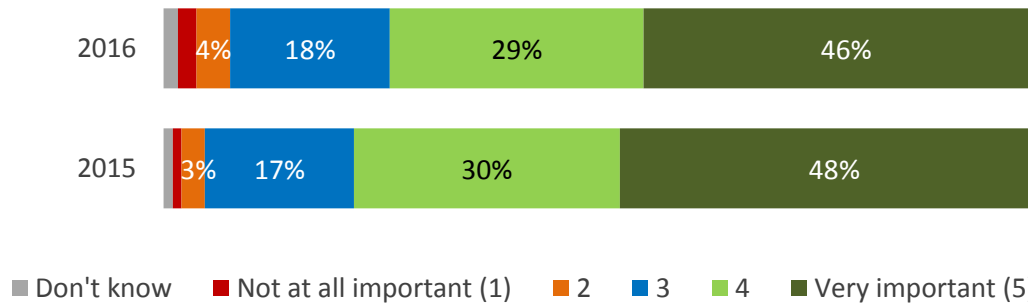
The overall level of satisfaction with how the district's development is being managed is lower (36%) relative to the 2015 result (44%), however the level of stated importance is unchanged

**Districtwide planning: Satisfaction with development of the district<sup>(1)(2)(3)(4)</sup>**

**Satisfaction**



**Importance**

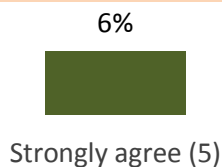


NOTES:  
 1. DM1. How much do you agree that the District is developing in a way that takes into account its unique character and natural environment?  
 2. S11. Using a scale of 1 to 5 where 1 is not important at all and 5 is very important, how important are the following...  
 3. Adjusted satisfaction score is based on ratings of 4 to 5 excluding don't know and neither  
 4. 2015 n=474, 2016 n=399

▲ Significantly higher  
 ▼ Significantly lower

Those who are satisfied with the district’s development frequently cite environmental consideration and community involvement while loss of character is a reason for dissatisfaction

### Reasons for satisfaction/dissatisfaction with district’s development <sup>(1)(2)(3)(4)</sup>



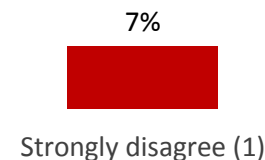
#### Reasons for satisfaction



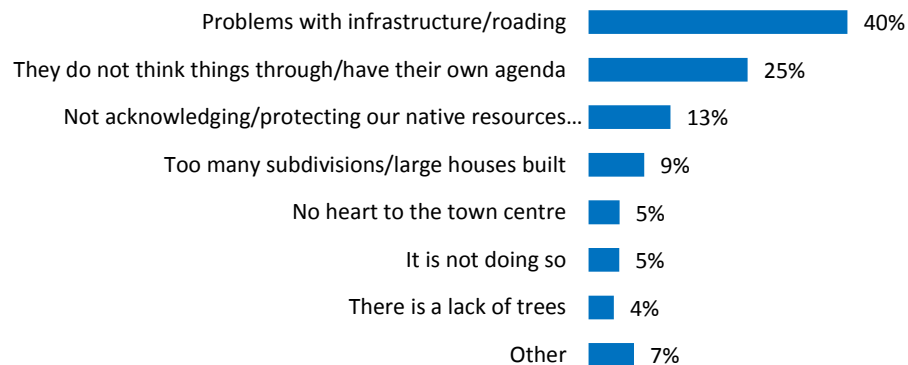
Selected reasons for satisfaction:

*“When they’re developing things, they make sure they are not damaging or taking away from the community. They are doing wonderfully in the Waikanae Estuary.”*

*“The way the expressway is blending into the environment is amazing. I am also pleased that it is a local firm that is doing the work.”*



#### Reasons for dissatisfaction



Selected reasons for dissatisfaction:

*“Especially around the old beach area and Waikanae Village, where they are trying to make this bigger. Letting huge subdivisions through, and these areas are rapidly losing their character and charm.”*

*“Infrastructure and roading is not correct. It is not working.”*

*“They have their own philosophy. Every area needs new development. Ocean Parade needs a huge boardwalk.”*

NOTES:

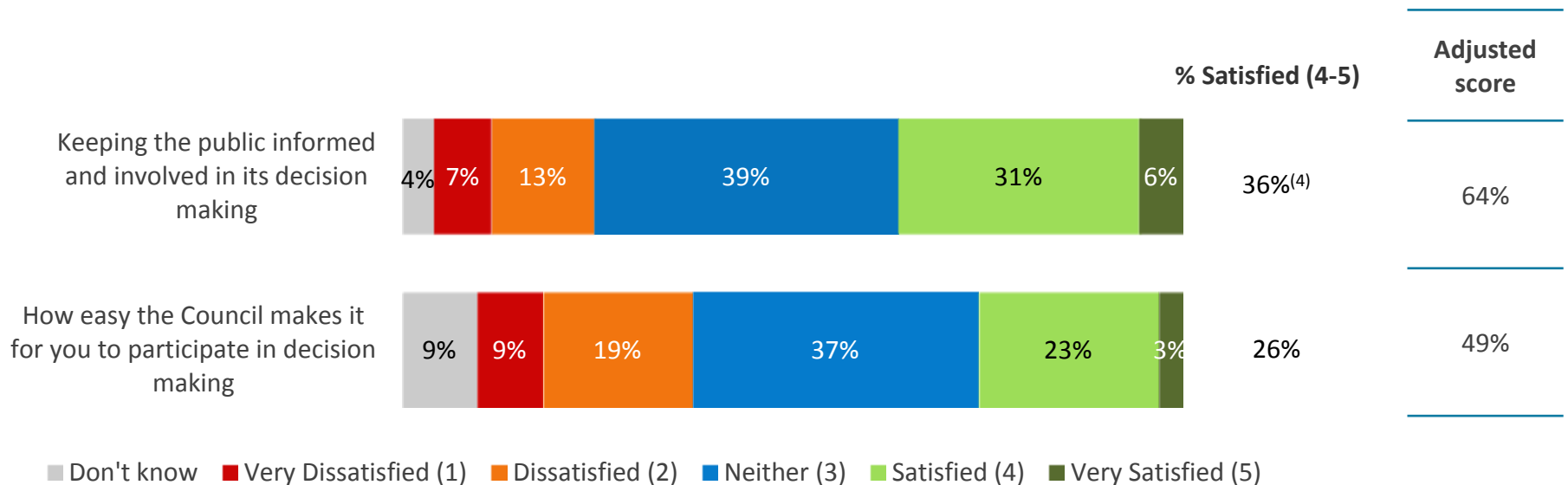
- DM1. How much do you agree that the District is developing in a way that takes into account its unique character and natural environment?
- DM2. Why do you strongly disagree that the District is developing in a way that takes into account its unique character and natural environment?
- DM3. Why do you strongly agree that the District is developing in a way that takes into account its unique character and natural environment?
- 2016 n=399; Strongly agree n=26, Strongly disagree n=24

# Corporate services

- Communication
  - Keeping the public informed page 55
  - Ease of participation page 55
  - Methods of contacting council page 56
  - Sources of information about council page 57
- Emergency management page 58

A large proportion of residents are neither satisfied nor dissatisfied with how well Council keeps them informed or makes it easy to participate in decision making.

### Satisfaction with communication<sup>(1)(2)(3)</sup>

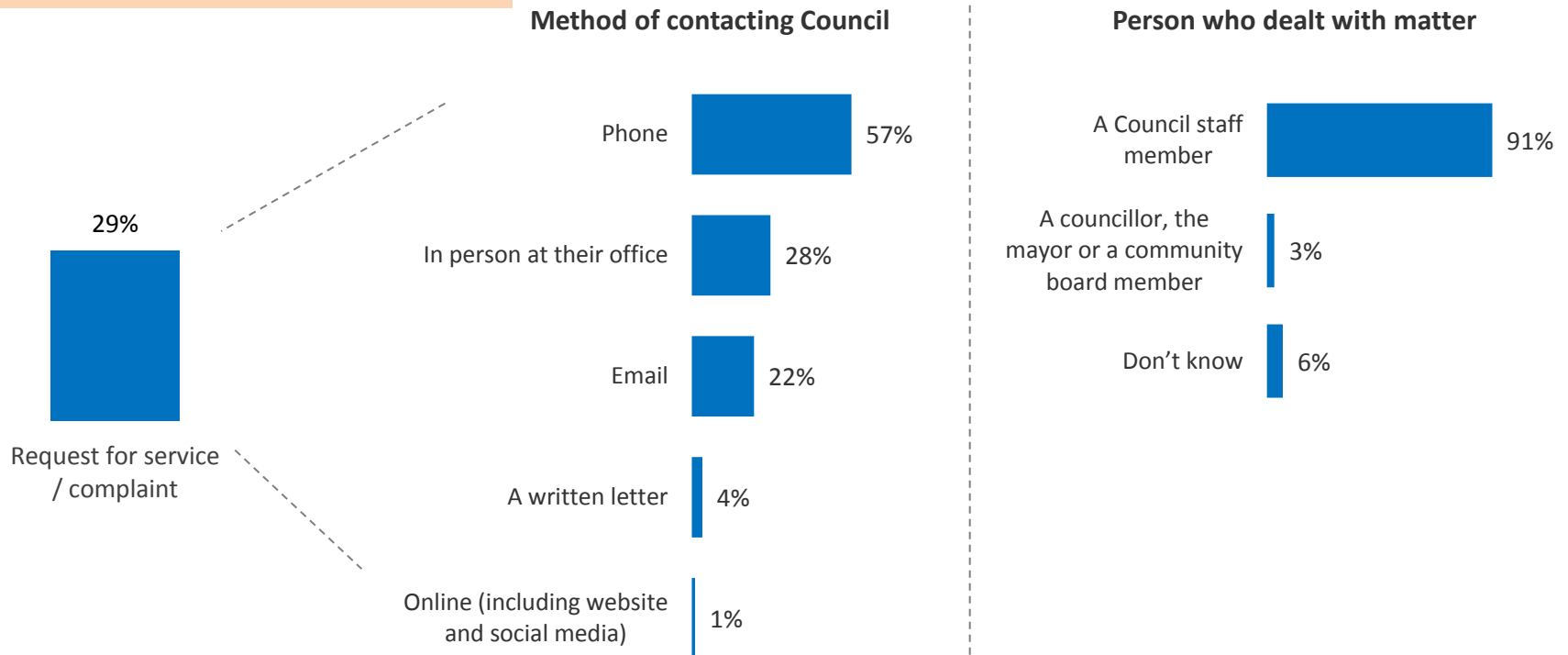


Note: These questions were introduced for the first time this year

NOTES:  
 1. CM2. How would you rate Council for keeping the public informed and involved in its decision making?  
 2. CM3. How satisfied are you with how easy the Council makes it for you to participate in decision making that affects the Kāpiti district?  
 3. 2016 n=399  
 4. The apparent difference is due to rounding

Close to a third of residents (29%) have contacted Council in the last year with the majority using telephone to interact with a staff member

**Contacting the Council<sup>(1)(2)(3)(4)</sup>**



NOTES:  
 1. RS1. Have you made a request for service or complaint about a Council service during the past 12 months?  
 2. RS2. In relation to your most recent contact with the Council, what best describes how you contacted them? [multiple responses]  
 3. RS4. And who did you primarily deal with on this matter?  
 4. 2016 n=399; Requested service/complaint n=119



Residents mostly rely on newspaper to keep them informed about what Council is doing or planning, however the website is also an important source

**Sources of information: Main sources of information to keep up-to-date with Council activities<sup>(1)(2)</sup>**

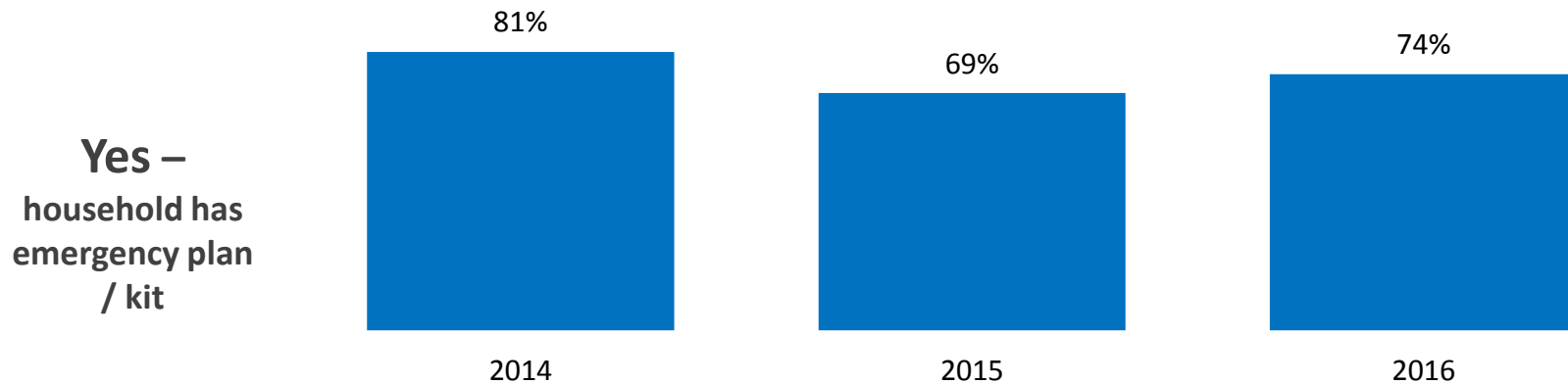
|                                    | First mention | Other mentions |
|------------------------------------|---------------|----------------|
| Newspaper                          | 62%           | 17%            |
| Council website                    | 14%           | 16%            |
| Social Media (including Facebook)  | 6%            | 13%            |
| Word of mouth (friends and family) | 3%            | 24%            |
| Radio                              | 3%            | 15%            |
| Print newsletter from the Council  | 2%            | 6%             |
| Information on the rates bill      | 2%            | 8%             |
| Council notices in public places   | 2%            | 7%             |
| Direct mail from the Council       | 1%            | 8%             |
| Email newsletter                   | 1%            | 2%             |
| Phoning the Council                | 0%            | 3%             |
| Public meetings                    | 0%            | 1%             |
| Stuff                              | 0%            | 1%             |
| None/nothing else                  | 2%            | 23%            |
| Other                              | 1%            | 6%             |

NOTES:

1. CM1. What are your main sources of information to keep up-to-date with what Council is doing or planning?
2. 2016 n=399

Relative to prior years the proportion of residents who are prepared for an emergency remains at around three quarters (74% in 2016)

**Emergency management: Emergency plan/kit to survive 3 days after an emergency event<sup>(1)(2)</sup>**



NOTES:

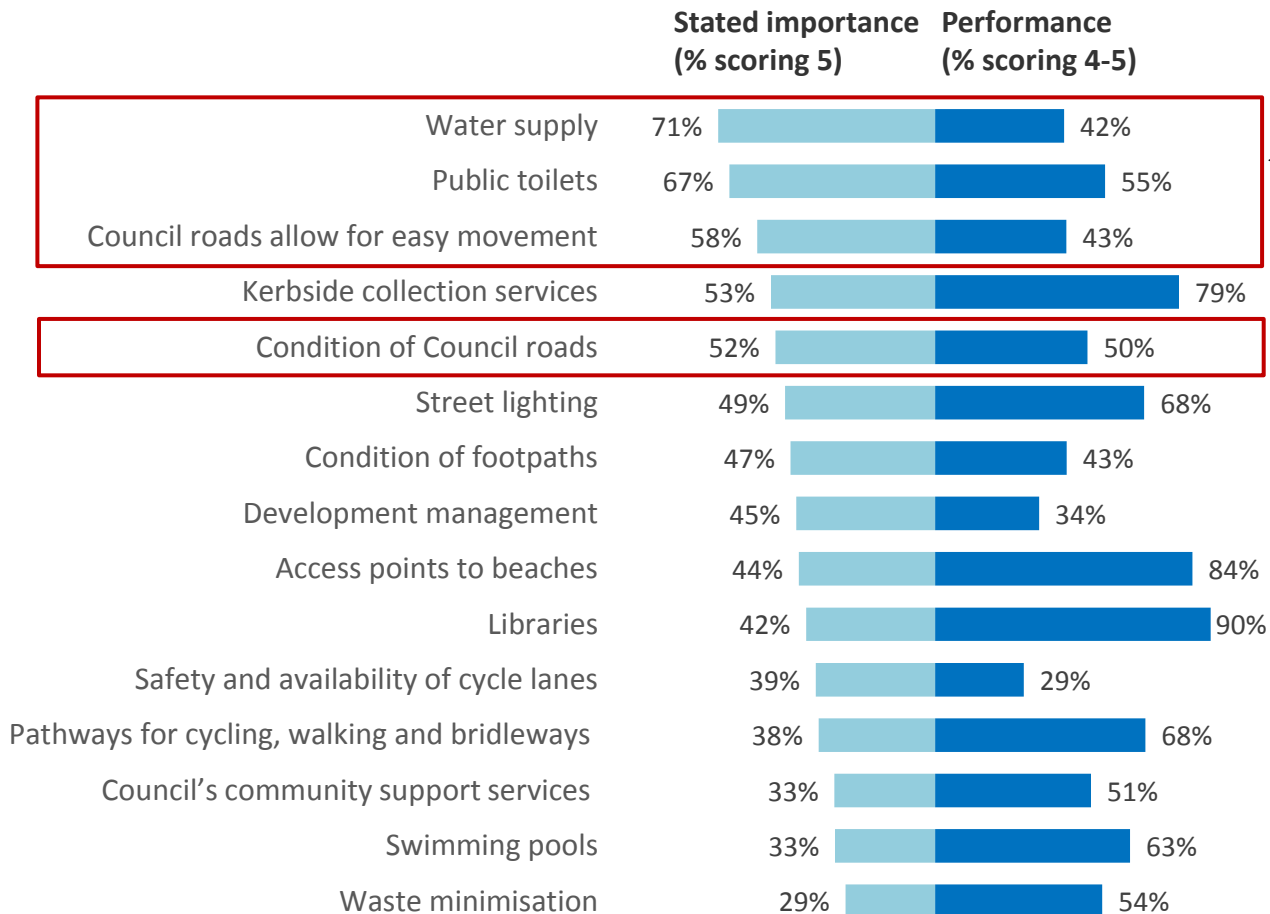
1. EM1. Does your household have an emergency plan and a kit that includes stored food, water and survival items sufficient to get you through three days following an emergency event?
2. 2014 n=400, 2015 n= 474, 2016 n=399



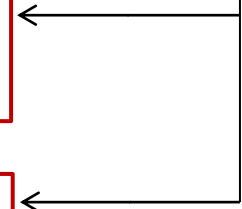
## Appendix I: Performance by community board

Water supply, public toilets, and roading all have relatively high stated importance scores but performance is low indicating that residents would value improvements on these attributes

**Satisfaction with Council services (stated importance): Paraparaumu-Raumati**

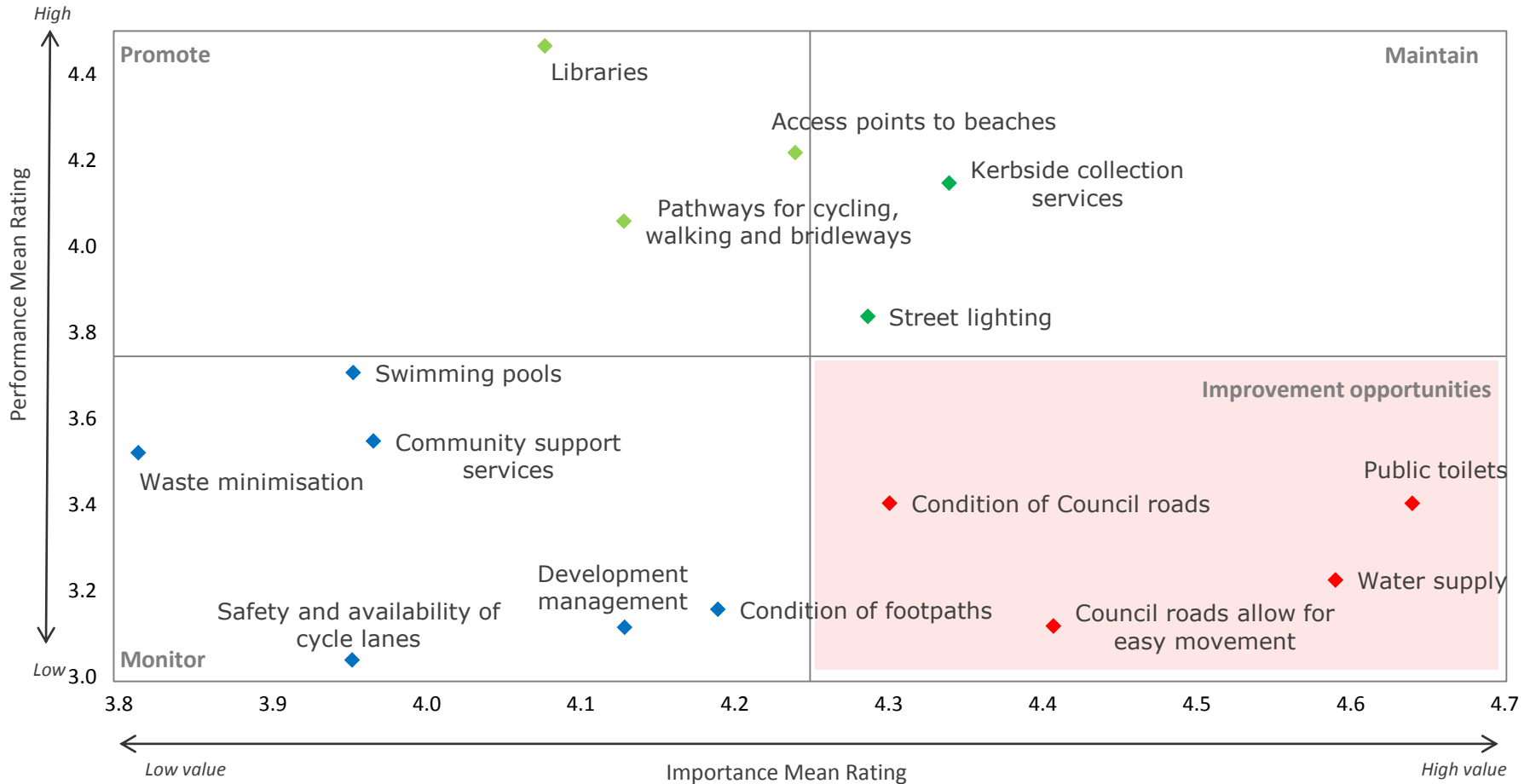


Improvement opportunities – see following slide



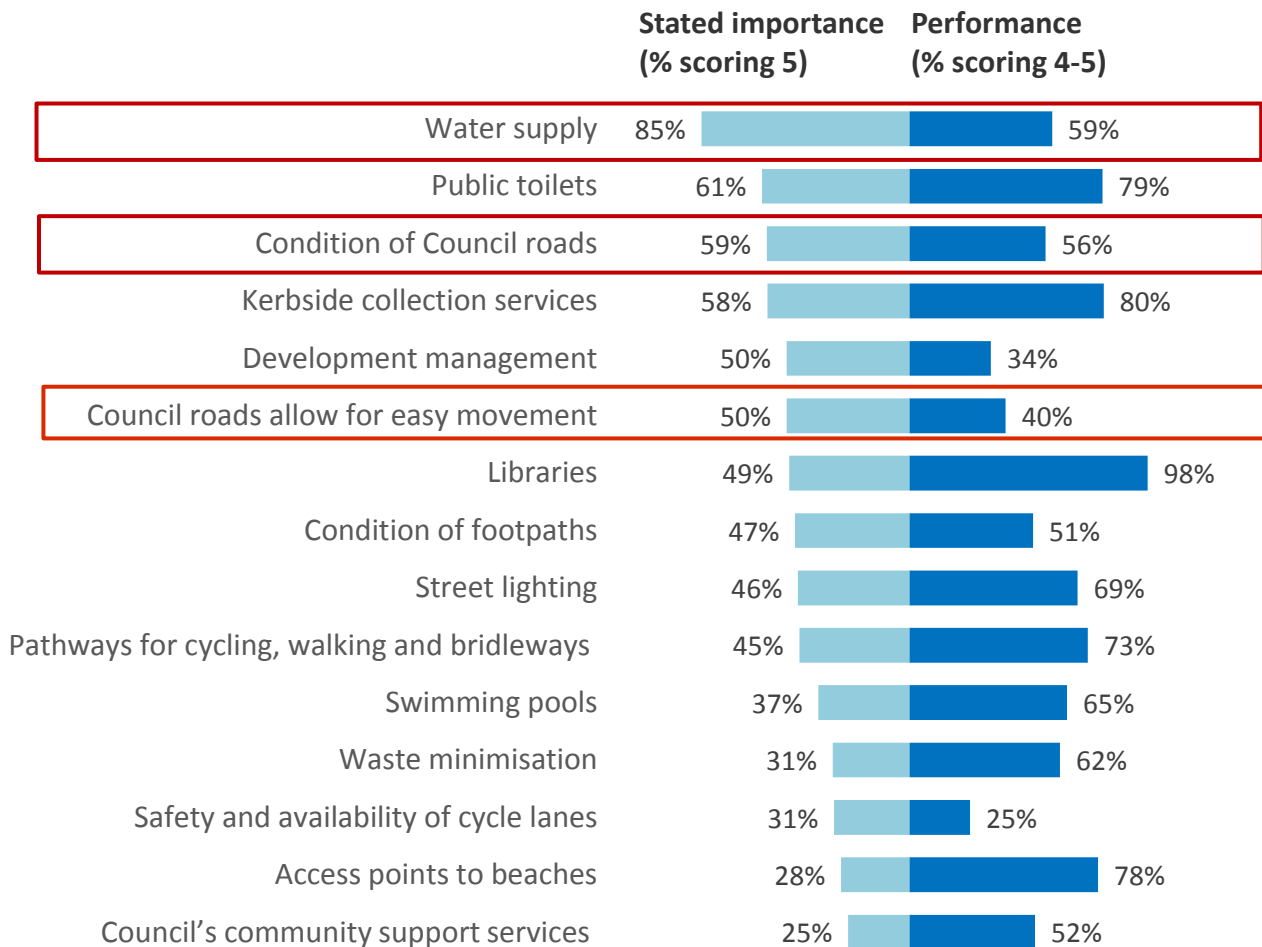
In addition to improvement opportunities, Council would benefit from promoting its high performance with libraries and walkways since importance is relatively low

**Improvement priorities: Paraparaumu-Raumati**

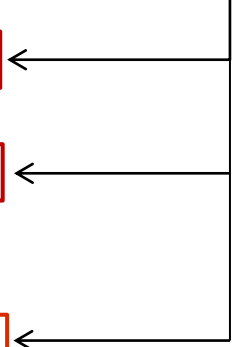


Water supply and roading infrastructure represent the most valued improvement opportunities among residents in Paekakariki

**Satisfaction with Council services (stated importance): Paekakariki**

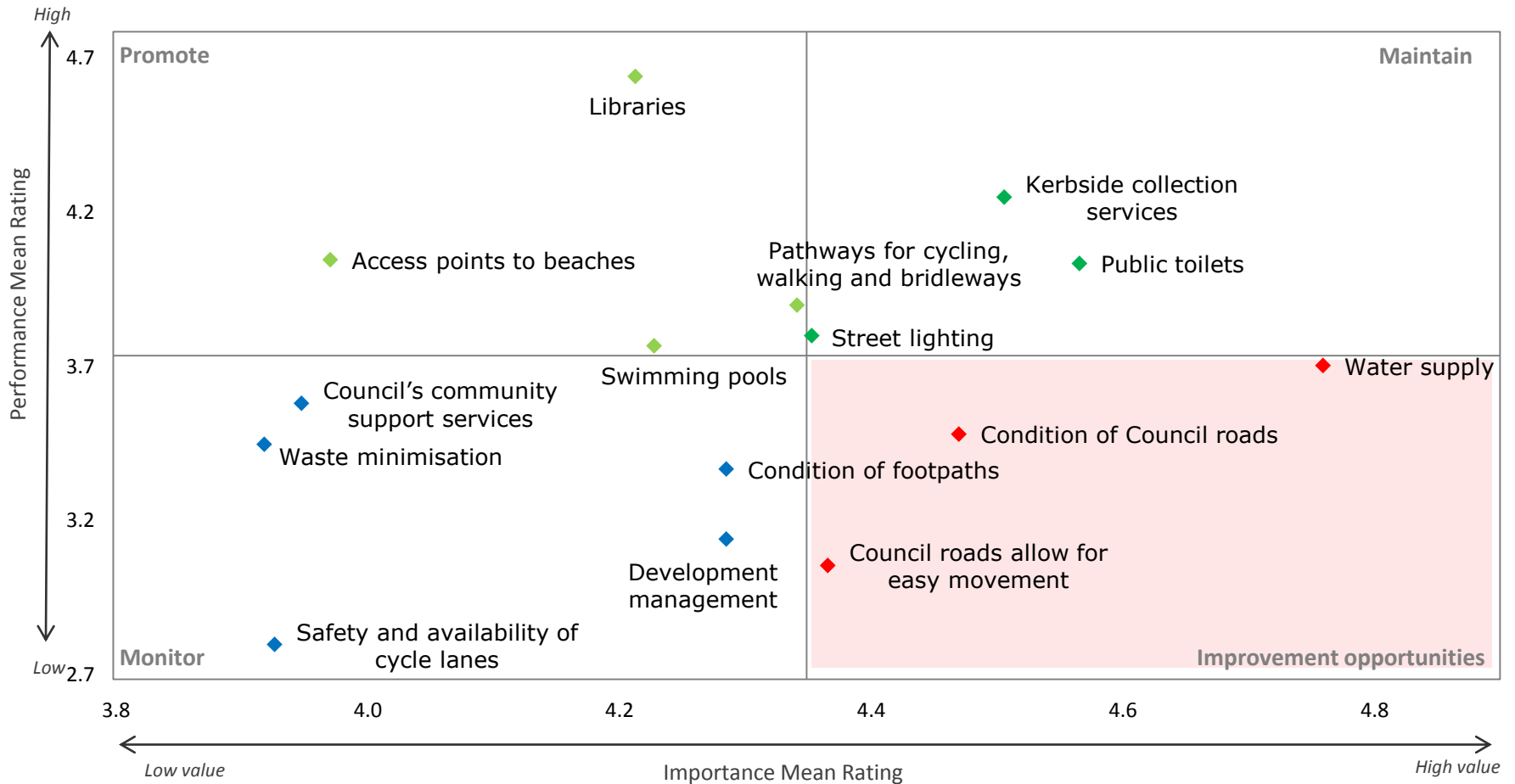


Improvement opportunities – see following slide



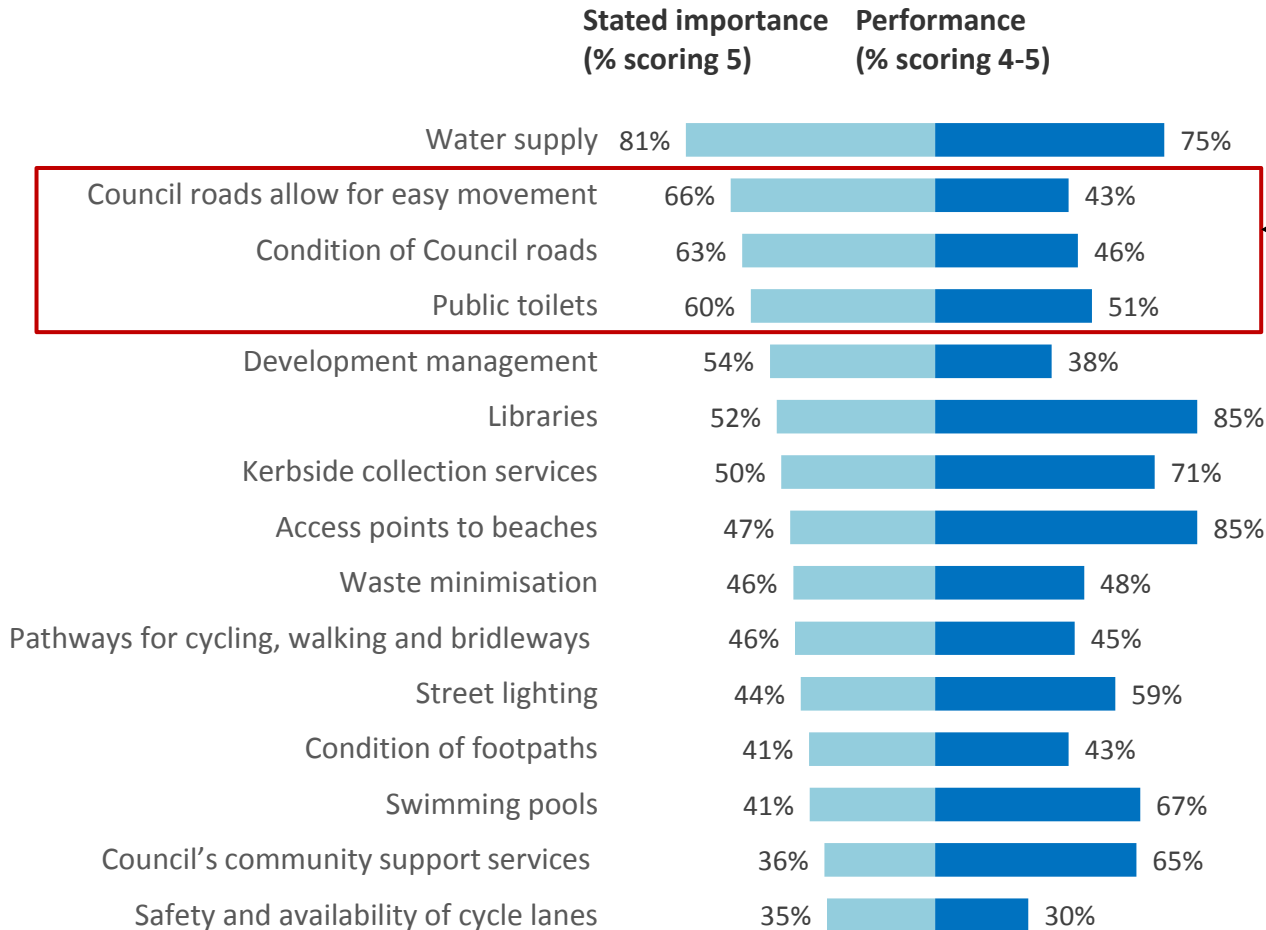
Council would also benefit from promoting its library and swimming pool services among residents in Paekakariki since performance is high but these have a relatively low importance

### Improvement priorities: Paekakariki



## Improvement to roads and to public toilets would be valued by Otaki residents

### Satisfaction with Council services (stated importance): Otaki



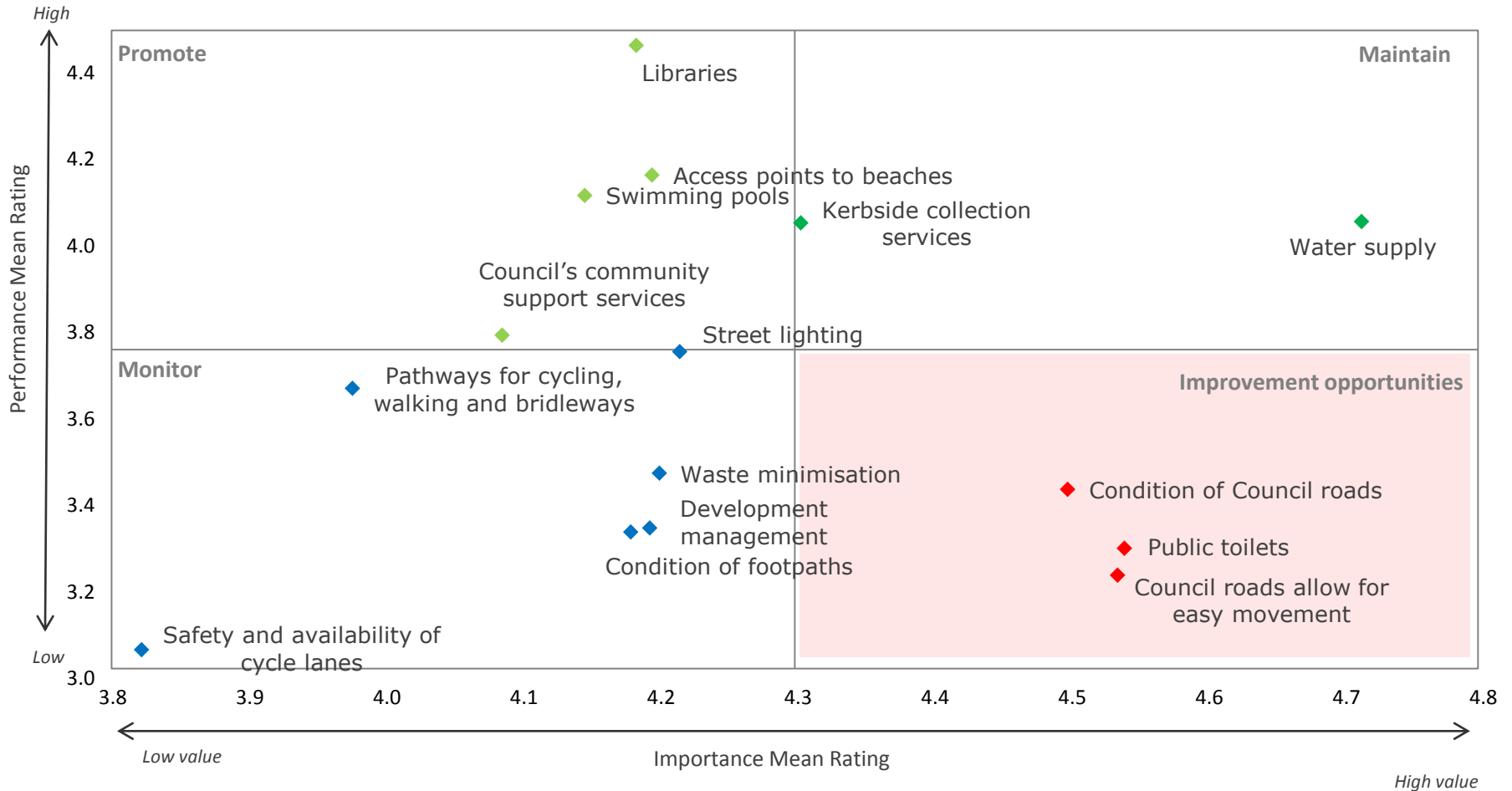
Improvement opportunities  
– see following slide





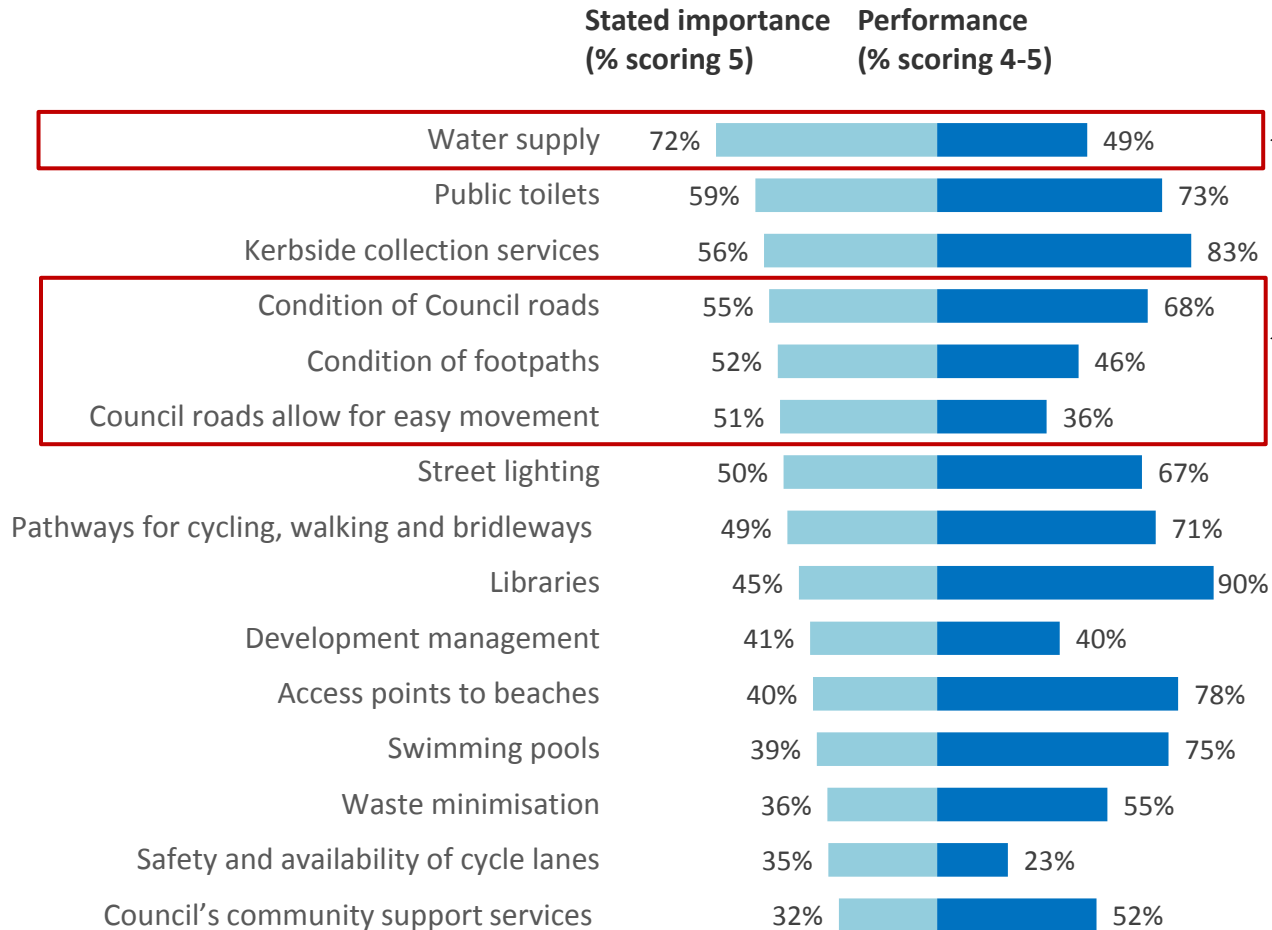
Pools and libraries also represent a promotional opportunity within the Otaki community

**Improvement priorities: Otaki**



Waikanae residents would value an improvement in their water supply and to roading related infrastructure

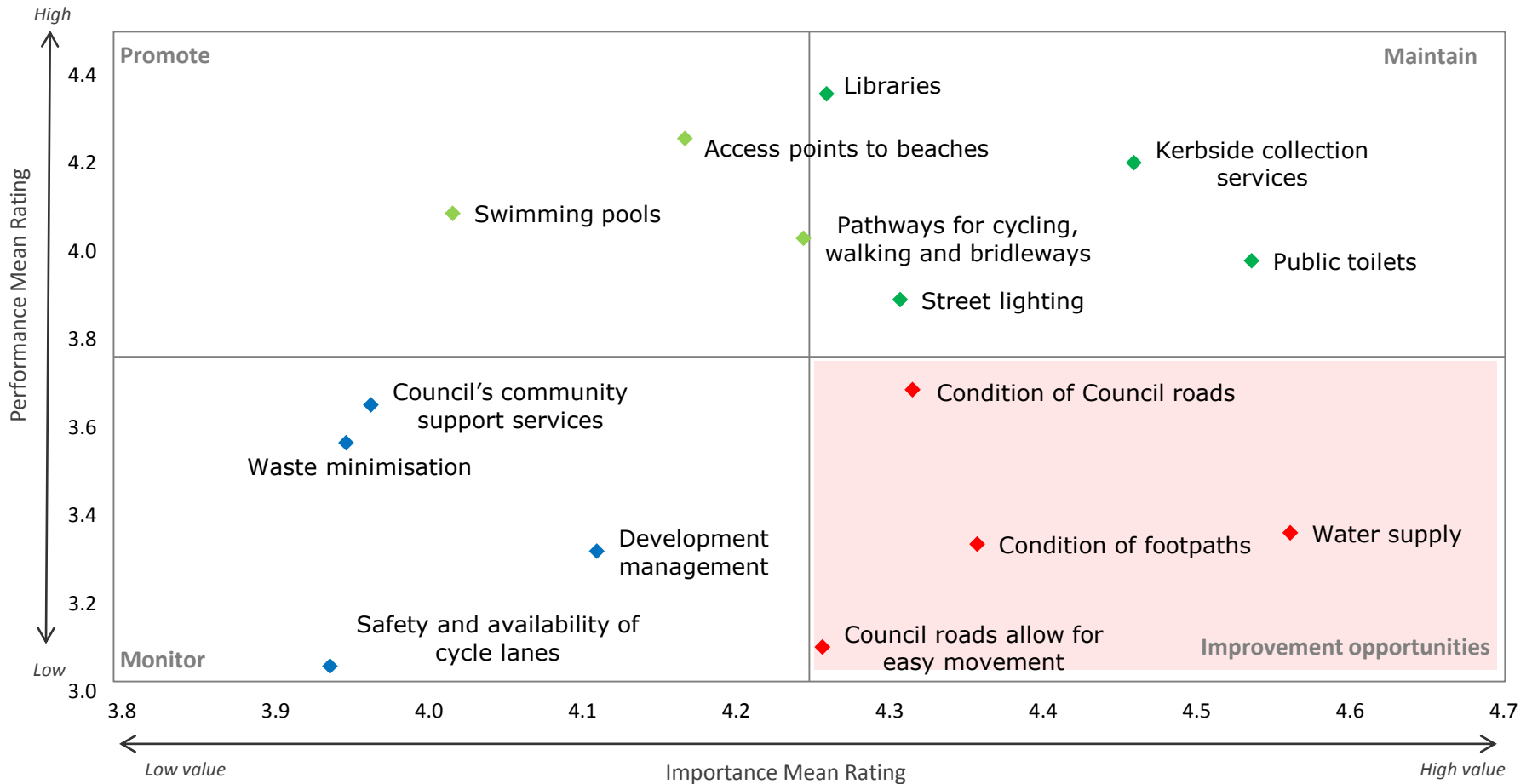
**Satisfaction with Council services (stated importance): Waikanae**



Improvement opportunities – see following slide

Water supply represents a priority since it has a high stated importance and the overall performance rating is low

**Improvement priorities: Waikanae**





## Appendix II: Sample profile

## Demographics

| <i>Total Sample</i>    | <i>Actual</i> | <i>Weighted</i> | <i>Proportion</i> |
|------------------------|---------------|-----------------|-------------------|
| <i>Gender</i>          |               |                 |                   |
| Male                   | 167           | 182             | 46%               |
| Female                 | 232           | 217             | 54%               |
|                        | 399           | 399             | 100%              |
| <i>Community board</i> |               |                 |                   |
| Paraparaumu-Raumati    | 173           | 224             | 56%               |
| Paekakariki            | 44            | 12              | 3%                |
| Otaki                  | 87            | 64              | 16%               |
| Waikanae               | 95            | 99              | 25%               |
|                        | 399           | 399             | 100%              |
| <i>Age</i>             |               |                 |                   |
| 18 to 29 years         | 16            | 48              | 12%               |
| 30 to 39 years         | 35            | 46              | 11%               |
| 40 to 49 years         | 90            | 73              | 18%               |
| 50 to 59               | 93            | 70              | 18%               |
| 60+ years              | 165           | 162             | 41%               |
|                        | 399           | 399             | 100%              |

## Demographics

| <i>Total Sample</i>       | <i>Actual</i> | <i>Weighted</i> | <i>Proportion</i> |
|---------------------------|---------------|-----------------|-------------------|
| <i>Ethnicity</i>          |               |                 |                   |
| Maori                     | 26            | 37              | 9%                |
| European and others       | 373           | 362             | 91%               |
| -----                     |               |                 |                   |
|                           | 399           | 399             | 100%              |
| <i>Ratepayers</i>         |               |                 |                   |
| Ratepayer                 | 374           | 356             | 89%               |
| Don't pay rates           | 25            | 43              | 11%               |
| -----                     |               |                 |                   |
|                           | 399           | 399             | 100%              |
| <i>Dependent children</i> |               |                 |                   |
| Dependent children        | 112           | 114             | 29%               |
| No dependent children     | 287           | 285             | 71%               |
| -----                     |               |                 |                   |
|                           | 399           | 399             | 100%              |

## **Residence**

| <i>Total Sample</i>                            | <i>Actual</i> | <i>Weighted</i> | <i>Proportion</i> |
|--|---------------|-----------------|-------------------|
| <i>Type of residence</i>                       |               |                 |                   |
| I am renting and looking to buy                | 3             | 4               | 1%                |
| I am renting and not looking to buy            | 8             | 8               | 2%                |
| I own, or jointly own, my home freehold        | 209           | 195             | 49%               |
| I own, or jointly own, my home with a mortgage | 161           | 157             | 39%               |
| I live at home with parents                    | 14            | 31              | 8%                |
| Other  | 4             | 4               | 1%                |
| -----  |               |                 |                   |
|  | 399           | 399             | 100%              |
| <i>Number of people in household</i>           |               |                 |                   |
| One  | 79            | 78              | 20%               |
| Two  | 241           | 225             | 56%               |
| Three  | 50            | 57              | 14%               |
| Four   | 23            | 26              | 6%                |
| Five or more                                   | 5             | 12              | 3%                |
| -----  |               |                 |                   |
|  | 399           | 399             | 100%              |

## ***Income***

| <i>Total Sample</i>                        | <i>Actual</i> | <i>Weighted</i> | <i>Proportion</i> |
|--|---------------|-----------------|-------------------|
| <i>Combined income before tax income</i>   |               |                 |                   |
| \$20,000 or less                           | 23            | 23              | 6%                |
| \$20,001-30,000                            | 35            | 33              | 8%                |
| \$30,001-40,000                            | 32            | 29              | 7%                |
| \$40,001-50,000                            | 22            | 21              | 5%                |
| \$50,001-70,000                            | 46            | 50              | 13%               |
| \$70,001-100,000                           | 57            | 50              | 12%               |
| More than \$100,000                        | 93            | 83              | 21%               |
| Refused                                    | 55            | 54              | 13%               |
| Don't know                                 | 36            | 55              | 14%               |
| <hr style="border-top: 1px dashed #000;"/> |               |                 |                   |
|  | 399           | 399             | 100%              |



## ***Income***

| <i>Total Sample</i>  | <i>Actual</i> | <i>Weighted</i> | <i>Proportion</i> |
|--|---------------|-----------------|-------------------|
| <i>Personal income, including income support, before tax</i> |               |                 |                   |
| \$15,000 or less   | 40            | 41              | 10%               |
| \$15,001-25,000  | 62            | 63              | 16%               |
| \$25,001-30,000  | 27            | 28              | 7%                |
| \$30,001-40,000  | 25            | 23              | 6%                |
| \$40,001-50,000  | 30            | 30              | 8%                |
| \$50,001-70,000  | 41            | 41              | 10%               |
| More than \$70,000   | 58            | 51              | 13%               |
| Income was nil/or made a loss                                | 8             | 10              | 3%                |
| Refused  | 70            | 65              | 16%               |
| Don't know   | 38            | 47              | 12%               |
| <hr style="border-top: 1px dashed black;"/>                  |               |                 |                   |
|  | 399           | 399             | 100%              |