



Carterton District Council

Annual Residents Survey
December 2017



CARTERTON
DISTRICT COUNCIL



KEYRESEARCH

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Introduction, objectives and method

Introduction

- The Carterton District Council has an ongoing need to measure how satisfied residents are with resources, facilities and services provided by the Council, and to prioritise improvement opportunities that will be valued by the community

Research Objectives

- To assess satisfaction among residents in relation to services, facilities and other activities of the Carterton District Council
- To set a benchmark for performance in relation to key service deliverables, against which future years can be compared
- To identify opportunities for improvement that would be valued by residents and how these should be prioritised

Method

- A statistically robust survey conducted online and via postal survey with a sample of 1,061 residents across the Carterton District Council area
- Post data collection the sample has been weighted to align it with known population distributions for the Carterton District, as per the 2013 Census, based on age, gender and ethnicity
- At an aggregate level the sample has an expected 95% confidence interval (margin of error) of +/- 3.0%
- Data collection took place between 6th November and 8th December 2017
- The questionnaire provides a holistic review of residents' perceptions of Council including performance, reputation and value for money
- All performance scores have been calculated excluding '*don't know*' responses, unless otherwise stated
- Results have been rounded to the nearest whole number. Charts that summarise results on the 1-10 scale used for evaluating performance may therefore sum to plus or minus one percentage point due to rounding

Executive summary

1

Carterton residents are mostly satisfied with the various services, infrastructure and facilities provided and maintained by Council. At an overall level, 67% of residents are either satisfied or very satisfied (%7-10) with Council's overall performance

2

While satisfaction with services and facilities is high (74%), residents are not recognising that rates and other fees represent value for money. Value for money has a high impact on overall perceptions (29%), so demonstrating value has the greatest potential to improve the overall performance assessment

3

Governance and reputation is another key driver of overall performance that offers an opportunity for improvement, with public access to decision-making the main area to focus on within this. More than a third (35%) of residents feel that there could be greater clarity around how they can get involved with decision making

4

Māori are less satisfied than residents of other ethnicities across a range of measures, but governance and reputation is the area where this disparity is greatest. Greater visibility of the efforts being made to involve marae and iwi groups in decision making may help improve perceptions

5

Roading, footpaths and cycle ways are a lower performing area, but its current low impact on overall satisfaction makes it a lesser priority. However, a cluster of low scores relating to provision and maintenance of cycleways and footpaths suggests there may be some appetite for a review of the district's walking and cycling strategy

6

There is potential for Council to further improve perceptions by promoting the various services and facilities where its performance is high. These aspects currently have a moderate level of impact, but additional promotion could encourage greater usage and also serve to communicate what Council is already doing well - which may help improve perceptions of value



Summary of key indicators

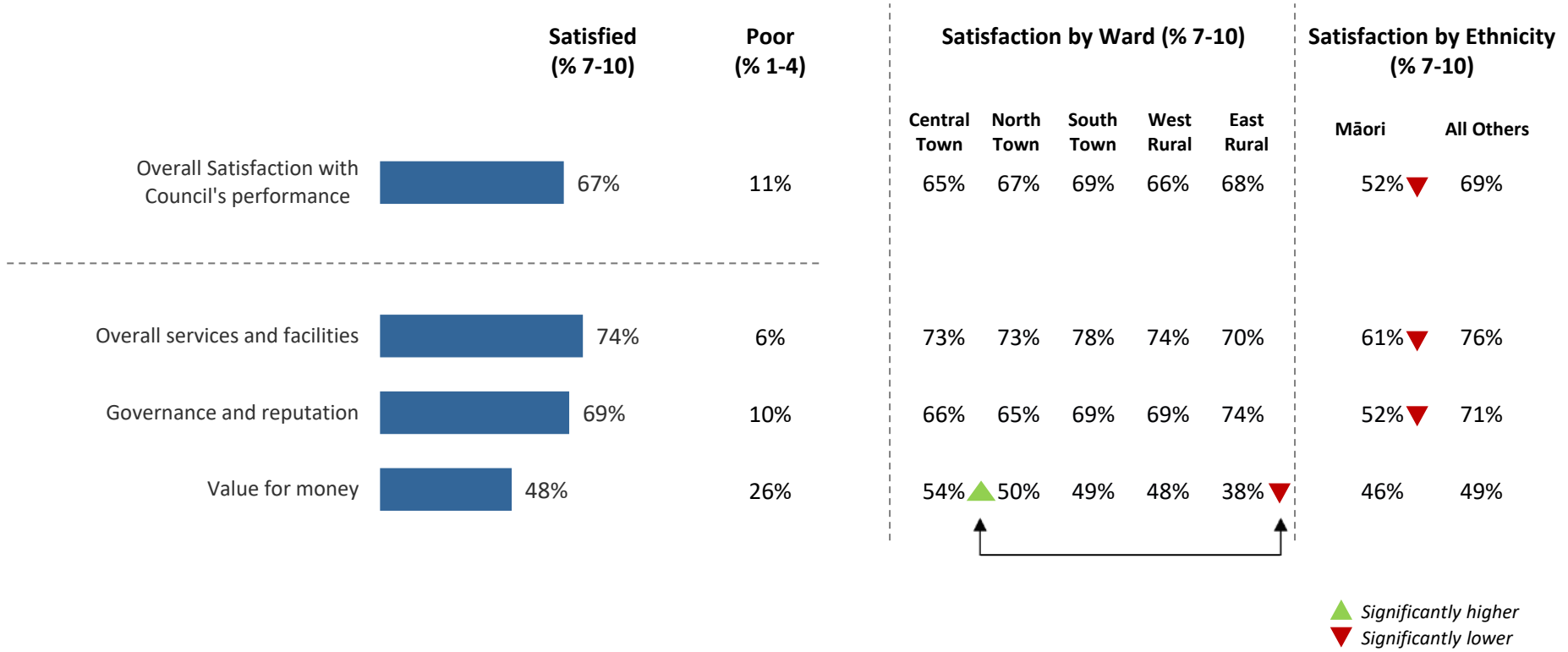
Carterton residents are mostly very satisfied with the various services, infrastructure and facilities that are provided and maintained by Council

Overall performance: Summary

	Satisfied (% 7-10)	Poor (% 1-4)		Satisfied (% 7-10)	Poor (% 1-4)
Waste management			Roading		
- Cleanliness of the streets	81%	6%	- Condition of roads in town	71%	12%
- Kerbside recycling	78%	12%	- Maintenance of footpaths	57%	18%
- Kerbside rubbish collection	76%	15%	- Provision of walk/cycleways	38%	34%
Water management			Parks, reserves and open spaces		
- Water supply	83%	7%	- Playgrounds	87%	2%
- Sewerage system	83%	3%	- Parks and reserves	87%	2%
- Effectiveness of storm water system	64%	14%	- Cemeteries	86%	4%
			- Street gardens	84%	4%
			- Sportsgrounds	83%	3%
Public facilities					
- Library	89%	3%			
- The Events Centre	87%	4%			
- Swimming pool	72%	10%			

Council is evaluated well for its various services and facilities, but is not necessarily recognised as providing value for money

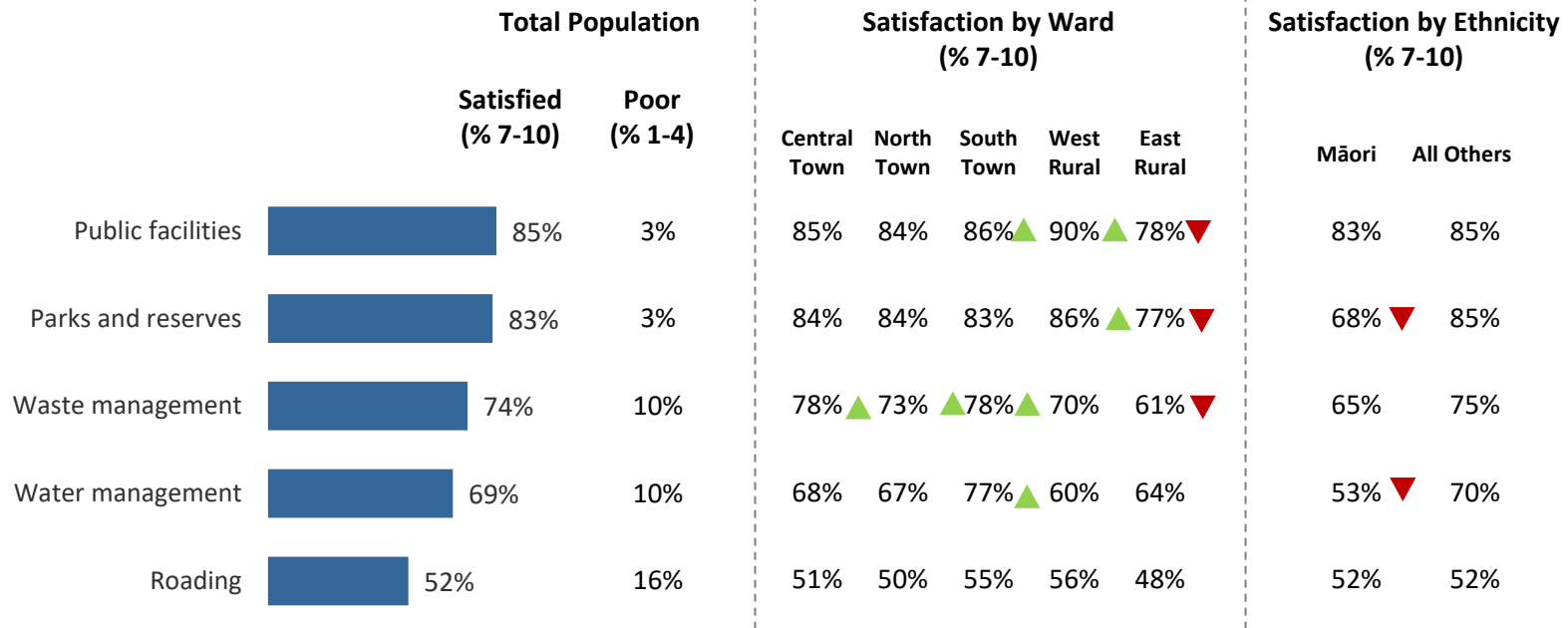
Overall performance



NOTES:
 1. Sample: n=1,061; Central n=318, North n=121, South n=252, West n=189, East n=146; Māori n=56; All Others n=1,005. Excludes 'Don't know' and missing responses.
 2. OP1: Everything considered; reputation, services provided, and value for money, how satisfied are you with the performance of the Carterton District Council?
 3. OVLS: Thinking about all the services, facilities and infrastructure that we have discussed so far... so the likes of roading, water management facilities, and other services. Overall, how would you rate your satisfaction with Council's performance in relation to all of these types of services that it provides for the community?
 4. REP6: So considering leadership, trust, financial and risk management, quality of services provided, and the opportunity to contribute to decision-making, how would you rate the Council for its overall governance and reputation?
 5. VM2: 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?

Residents are satisfied with facilities and parks and reserves, but roading presents an opportunity for improvement

Overall performance: Services and facilities



▲ Significantly higher
▼ Significantly lower

NOTES:

1. Sample: n=1,061; Central n=318, North n=121, South n=252, West n=189, East n=146; Māori n=56; All Others n=1,005. Excludes 'Don't know' and missing responses.
2. CF7 When you consider all the public facilities that are provided by Carterton District Council including how well they are maintained, the opening hours, and where applicable the cost to use these, how would you rate your overall satisfaction with the public facilities that are provided?
3. PR3. Still using the 1 to 10 scale where 1 means 'very dissatisfied' and 10 means 'very satisfied', how would you rate your level of satisfaction with the provision of open space, amenities, and gardens?
4. WR4. How would you rate your satisfaction with the Carterton District Council overall for its waste disposal services?
5. TW6: And overall, when you think about the supply of water, the management and disposal of storm water and disposal of sewage, how would you rate your satisfaction with Council overall for its management of the three waters in the town?
6. RF2. Overall how satisfied are you with the district's roads, cycleways, footpaths, and walkways?



Drivers of overall satisfaction



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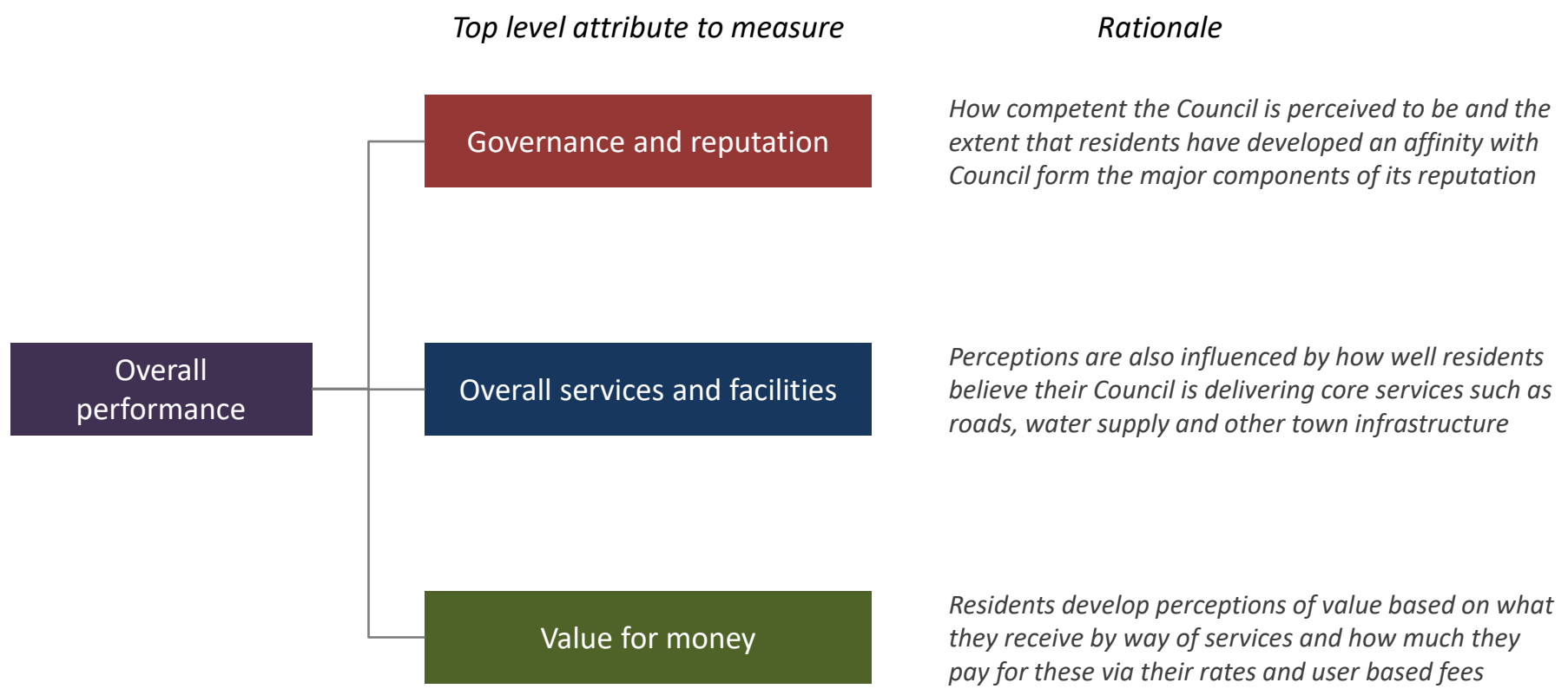
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A Customer Value Management model (CVM) has been used to determine how residents evaluate what they receive by way of services and facilities for their rates and other fees paid

Overview

The model is essentially concerned with determining the relationships that exist between a set of independent measures and an overall level performance measure for which we want to understand the outcome

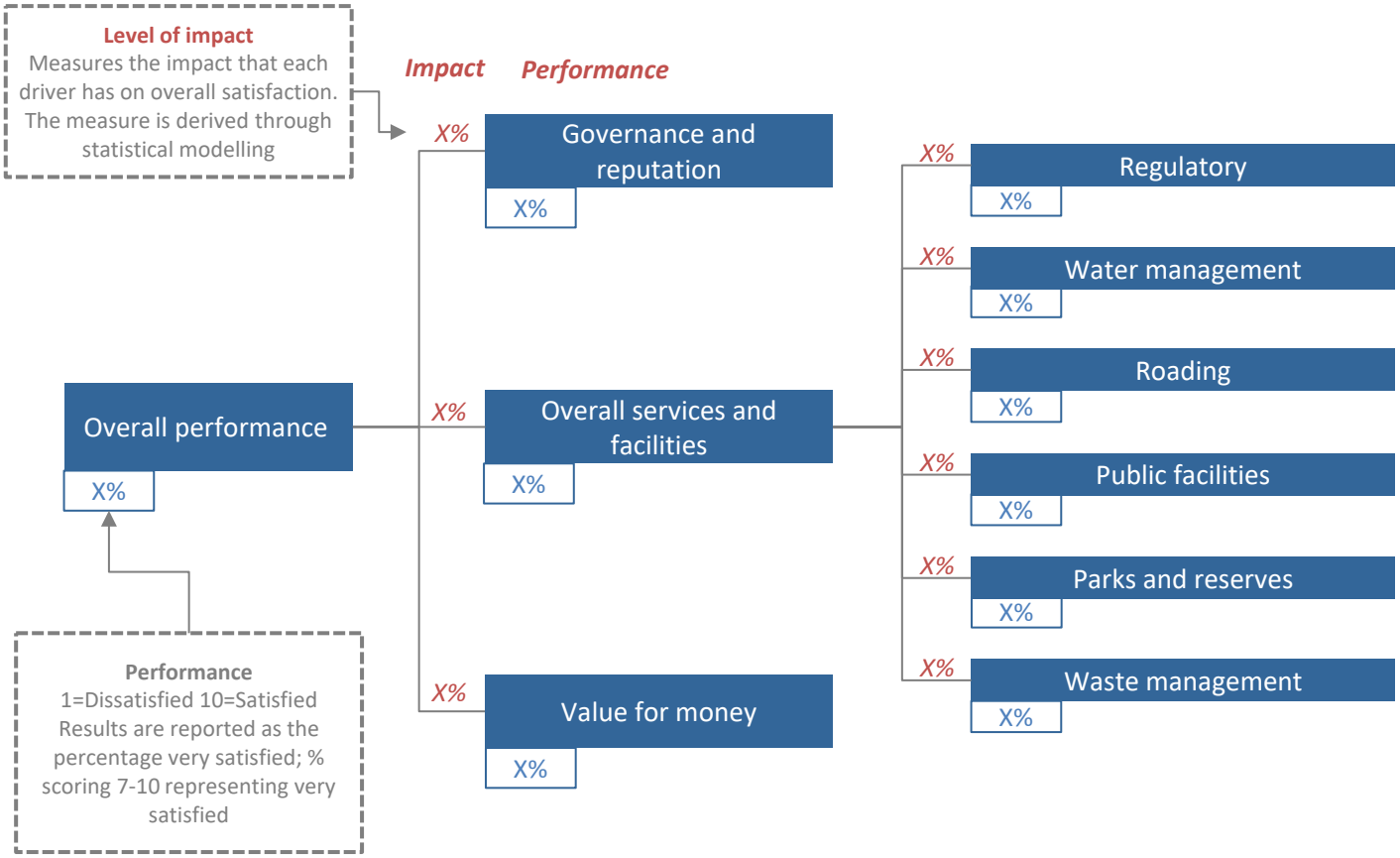


Residents are asked to rate their Council on the drivers of value with these processes aligning with those over which Council has control to ensure that outputs are actionable

Introduction to the CVM driver model

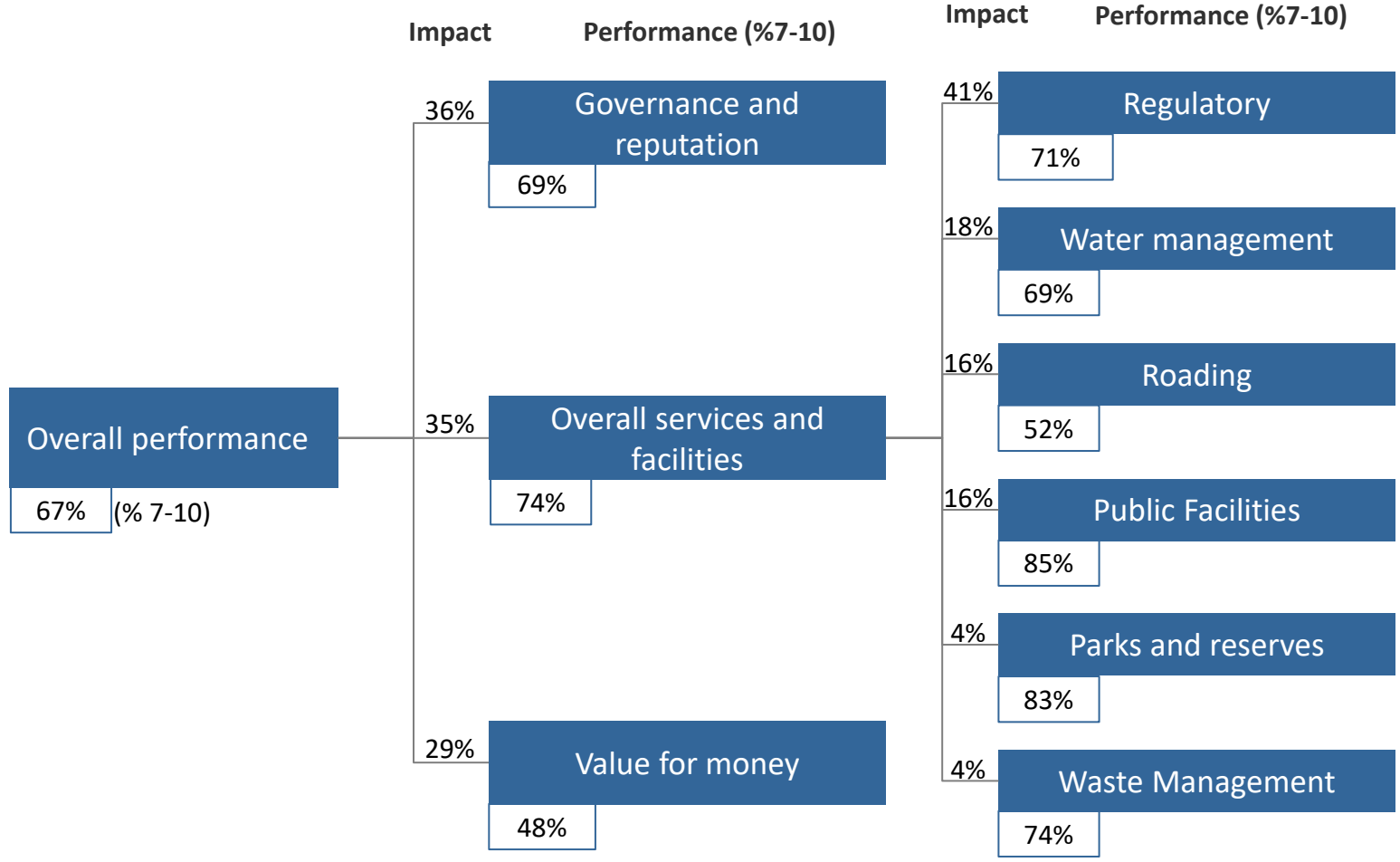
Illustrative

- Overview of our driver model**
- Residents are asked to rate their perceptions of Council’s performance on the various elements that impact overall satisfaction with public services, facilities and activities that Council provides
 - Rather than asking respondents what is important, we use statistics to derive the impact each element has on the overall perception of the Council’s performance



The overall performance evaluation for Carterton District Council is fairly equally influenced by governance and reputation, services and facilities, and value for money

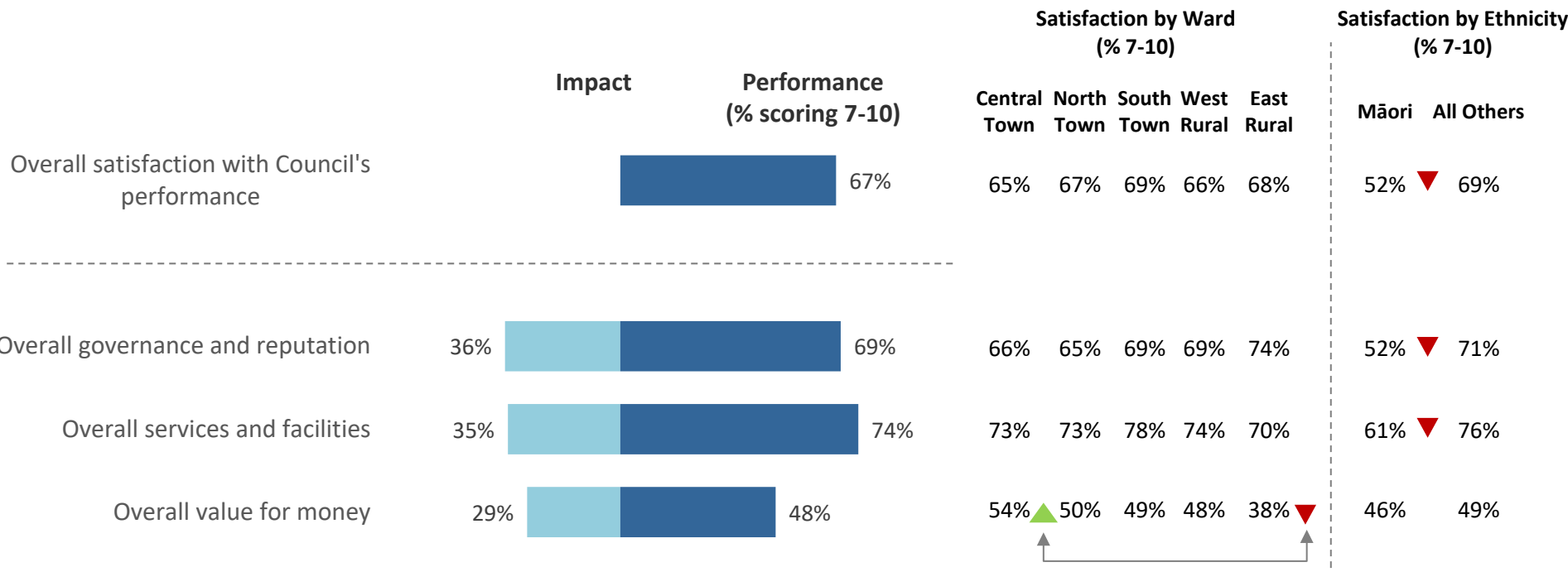
Driver analysis: Overall level drivers



NOTES:
1. Sample: n=1,061. Excludes 'Don't know' and missing responses.

Value for money offers the greatest opportunity for improvement, as satisfaction in this area is notably lower, at 48%

Driver analysis: Overall level drivers

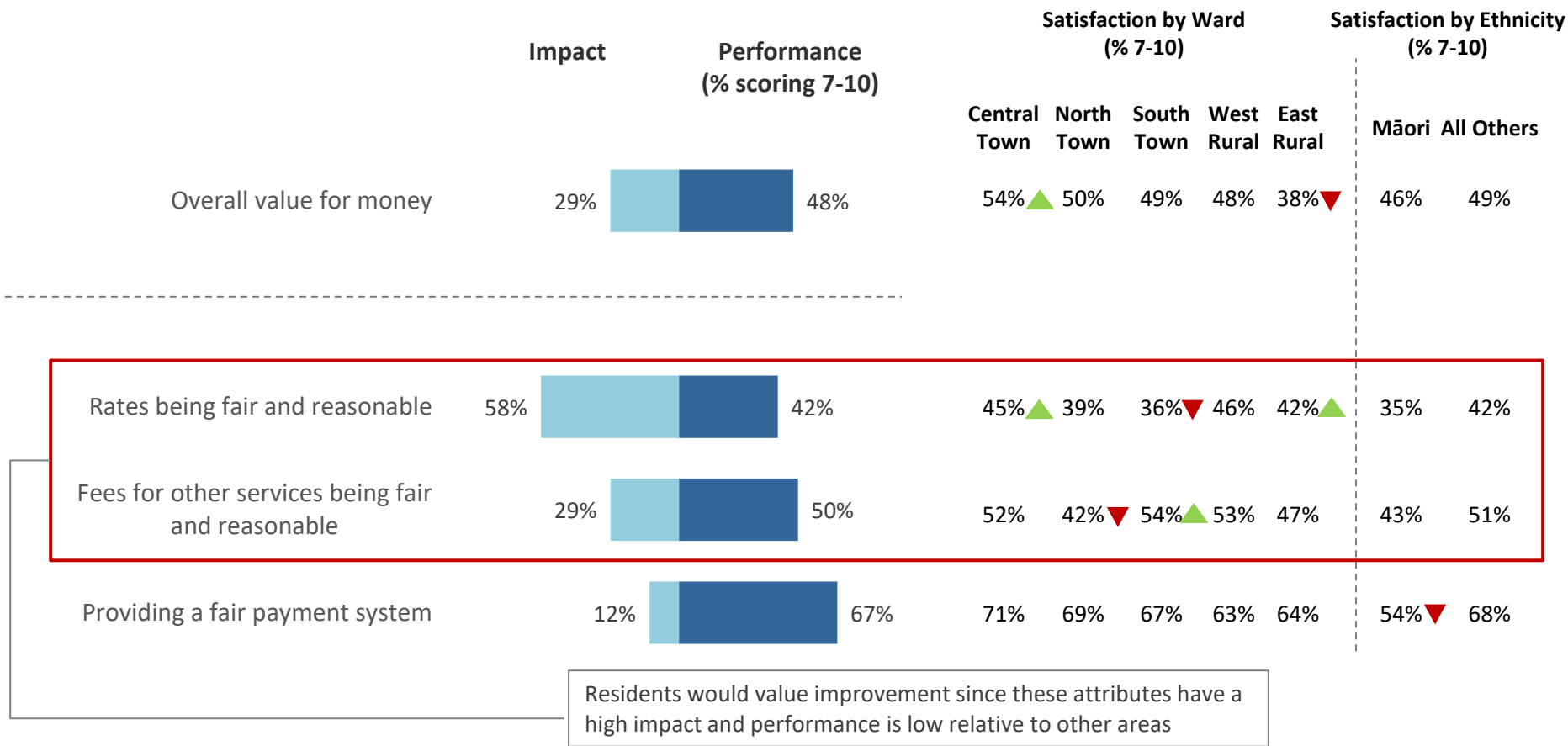


▲ Significantly higher
▼ Significantly lower

NOTES:
 1. Sample: n=1,061; Central n=318, North n=121, South n=252, West n=189, East n=146; Māori n=56; All Others n=1,005. Excludes 'Don't know' and missing responses.
 2. OP1: Everything considered: reputation, services provided, and value for money, how satisfied are you with the performance of the Carterton District Council?
 3. REP6: So considering leadership, trust, financial and risk management, quality of services provided, and the opportunity to contribute to decision-making, how would you rate the Council for its overall governance and reputation?
 4. OVLS: Thinking about all the services, facilities and infrastructure that we have discussed so far... so the likes of roading, water management facilities, and other services. Overall, how would you rate your satisfaction with Council's performance in relation to all of these types of services that it provides for the community?
 5. VM2: 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?

Demonstrating that rates and fees are reasonable are the key opportunities as these strongly influence overall perceptions and performance is weaker relative to other areas

Driver analysis: Value for money









NOTES:
 1. Sample: n=1,061; Central n=318, North n=121, South n=252, West n=189, East n=146; Māori n=56; All Others n=1,005. Excludes 'Don't know' and missing responses.
 2. VM2: 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?
 3. VM1A: How would you rate your satisfaction with Carterton District Council for...? Providing a fair payment system
 4. VM1B: How would you rate your satisfaction with Carterton District Council for...? Rates being fair and reasonable
 5. VM1: How would you rate your satisfaction with Carterton District Council for...? Fees for other services being fair and reasonable



Governance and reputation is the area with highest overall impact on satisfaction (36%), and improving perceptions of public access to decision-making will help improve performance

Driver analysis: Governance and reputation

	Impact	Performance (% scoring 7-10)	Satisfaction by Ward (% 7-10)					Satisfaction by Ethnicity (% 7-10)	
			Central Town	North Town	South Town	West Rural	East Rural	Māori	All Others
Overall governance and reputation	36%	 69%	66%	65%	69%	69%	74%	52% ▼	71%
Public access to decision-making	29%	 58%	54%	59%	60%	59%	62%	44% ▼	59%
Quality of services and deliverables	21%	 66%	60% ▼	68%	70% ▲	71% ▲	64%	56%	67%
Financial and risk management	18%	 60%	57%	52% ▼	65% ▲	62%	59%	43% ▼	62%
Trust	17%	 66%	64% ▼	63%	64%	67%	73% ▲	52% ▼	67%
Leadership	15%	 68%	67%	66%	69%	65%	74%	56% ▼	70%

NOTES:

- Sample: n=1,061; Central n=318, North n=121, South n=252, West n=189, East n=146; Māori n=56; All Others n=1,005. Excludes 'Don't know' and missing responses.
- REP1: Leadership is being committed to creating a great district, promoting a healthy economy, being in touch with the community and setting clear direction... overall how would you rate the Council for its leadership?
- REP2: Next I'd like you to think about how open and transparent Council is, how council can be relied on to act honestly and fairly, and their ability to work in the best interests of the district? Overall how would you rate the Council in terms of the trust and confidence you have in them?
- REP3: Now thinking about the Council's financial and risk management – how appropriately it invests in the district, how wisely it spends and avoids waste, its transparency around spending and how well it manages risk. How would you rate the Council overall for its financial and risk management?
- REP4: And thinking about all the services and infrastructure the Council provides, how would you rate them for the quality of the services they provide?
- REP5: And lastly, how well does the Council provide opportunities for residents and ratepayers to contribute to its decision-making?
- REP6: So considering leadership, trust, financial management and quality of services provided, how would you rate the Council for its overall reputation?

▲ Significantly higher
▼ Significantly lower

While services, facilities and infrastructure perform well overall, the performance of roading should be monitored as its lower score could become an issue in the future

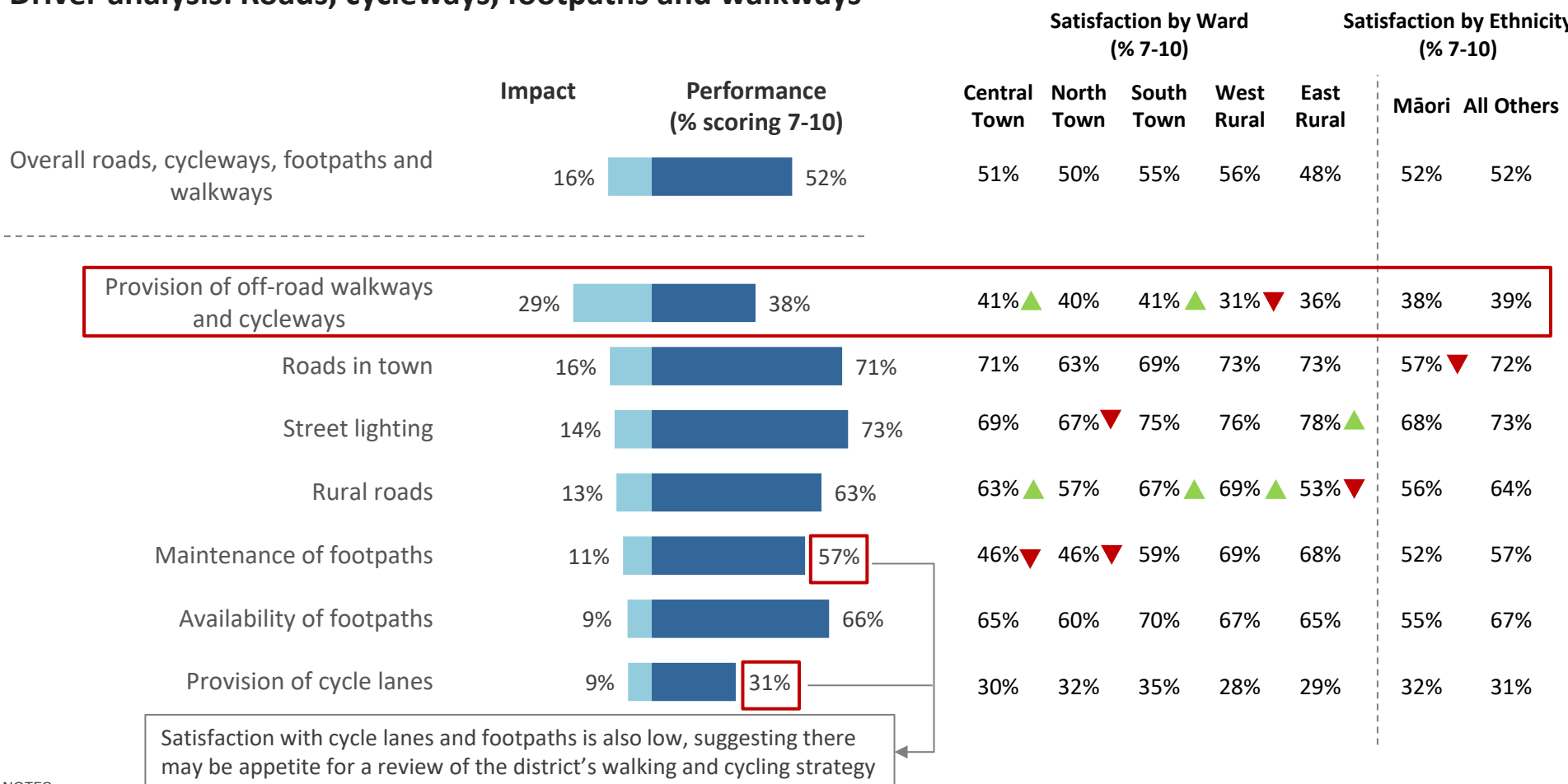
Driver analysis: Services and facilities

	Impact	Performance (% scoring 7-10)	Satisfaction by Ward (% 7-10)					Satisfaction by Ethnicity (% 7-10)	
			Central Town	North Town	South Town	West Rural	East Rural	Māori	All Others
Overall services and facilities	35%	74%	73%	73%	78%	74%	70%	61% ▼	76%
Regulatory services	41%	71%	68%	63% ▼	74% ▲	77% ▲	73%	62%	72%
Water management	18%	69%	68%	67%	77% ▲	60% ▼	64%	53% ▼	70%
Roading	16%	52%	51%	50%	55%	56%	48%	52%	52%
Public facilities	16%	85%	85%	84%	86% ▲	90% ▲	78% ▼	83%	85%
Parks and reserves	4%	83%	84%	84%	83%	86% ▲	77% ▼	68% ▼	85%
Waste Disposal	4%	74%	78% ▲	73% ▲	78% ▲	70%	61% ▼	65%	75%

- NOTES:
1. Sample: n=1,061; Central n=318, North n=121, South n=252, West n=189, East n=146; Māori n=56; All Others n=1,005. Excludes 'Don't know' and missing responses.
 2. OVLS: Thinking about all the services, facilities and infrastructure that we have discussed so far... so the likes of roading, water management, facilities, and other services. Overall, how would you rate your satisfaction with Council's performance in relation to all of these types of services that it provides for the community?
 3. TW6: And overall, when you think about the supply of water, the management and disposal of storm water and disposal of sewage, how would you rate your satisfaction with Council overall for its management of the three waters in the town?
 4. WR4: How would you rate your satisfaction with the Carterton District Council overall for its waste disposal services?
 5. RF2: Overall how satisfied are you with the district's roads, cycleways, footpaths and walkways?
 6. PR3: Still using the 1 to 10 scale where 1 means 'very dissatisfied' and 10 means 'very satisfied', how would you rate your level of satisfaction with the provision of open space, amenities, and gardens?
 7. CF7: When you consider all the public facilities that are provided by Carterton District Council, including how well they are maintained, the opening hours and where applicable, the cost to use these, how would you rate your overall satisfaction with the public facilities that are provided?
 8. OS2: Council provides a range of others services such as the management of consents, animal control and health licenses as examples. And how would you rate the Carterton District Council overall for how well it provides these types of regulatory services?
 9. NCI means 'no current impact'; i.e. at the current level of performance this is not influencing perceptions

Within the roading category, the provision of off-road walkways and cycleways is the main contributor to this area's relatively low performance

Driver analysis: Roads, cycleways, footpaths and walkways



NOTES:
 1. Sample: n=1,061; Central n=318, North n=121, South n=252, West n=189, East n=146; Māori n=56; All Others n=1,005. Excludes 'Don't know' and missing responses.
 2. RF1: Still using the 1 to 10 scale where 1 means 'very dissatisfied' and 10 means 'very satisfied', how would you rate your overall satisfaction with each of the following...?
 3. RF2: Overall how satisfied are you with the district's roads, cycleways, footpaths and walkways?



The good performance of regulatory services will need to be maintained, due to its high impact, and performance of building control and land use may need monitoring to achieve this

Driver analysis: Regulatory services

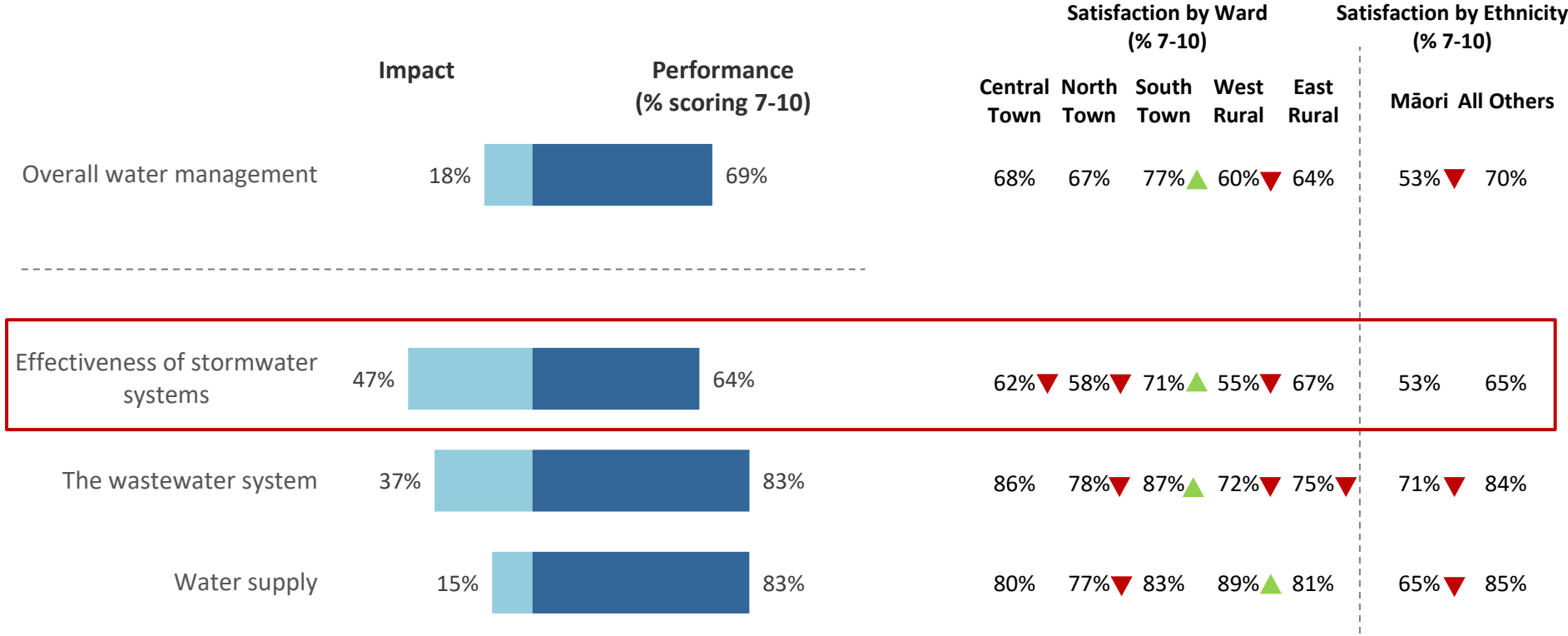
	Impact	Performance (% scoring 7-10)	Satisfaction by Ward (% 7-10)					Satisfaction by Ethnicity (% 7-10)	
			Central Town	North Town	South Town	West Rural	East Rural	Māori	All Others
Overall regulatory services	41%	71%	68%	63% ▼	74% ▲	77% ▲	73%	62%	72%
Building control / inspection processes	27%	71%	74% ▲	59% ▼	73% ▲	76% ▲	70%	56% ▼	74%
Licensing of premises such as cafes, restaurants and hairdressers	27%	81%	81% ▼	76% ▼	85%	89% ▲	72% ▼	69% ▼	83%
Land use and subdivision matters	21%	64%	67%	61%	64%	68%	62%	64%	64%
Enforcement of parking requirements in the town centre	13%	68%	61%	63%	69%	83% ▲	69%	46% ▼	72%
Control of dog nuisances within town	12%	67%	68%	64%	63% ▼	74% ▲	66%	62%	68%
Managing liquor licensing	NCI	75%	74%	75%	72%	87% ▲	66% ▼	61% ▼	78%

NOTES:
 1. Sample: n=1,061; Central n=318, North n=121, South n=252, West n=189, East n=146; Māori n=56; All Others n=1,005. Excludes 'Don't know' and missing responses.
 2. OS2: And how would you rate the Carterton District Council overall for how well it provides these types of regulatory services?
 3. OS1: Based on your experience and impressions, how would you rate the Council's performance in providing each of these services? Use the 1 to 10 scale where 1 means 'poor' and 10 means 'excellent'.
 4. NCI means 'no current impact'; i.e. at the current level of performance this is not influencing perceptions

▲ Significantly higher
 ▼ Significantly lower

Stormwater is identified as an opportunity for improvement within water management but overall performance in this area is high, relative to its overall importance

Driver analysis: Water management

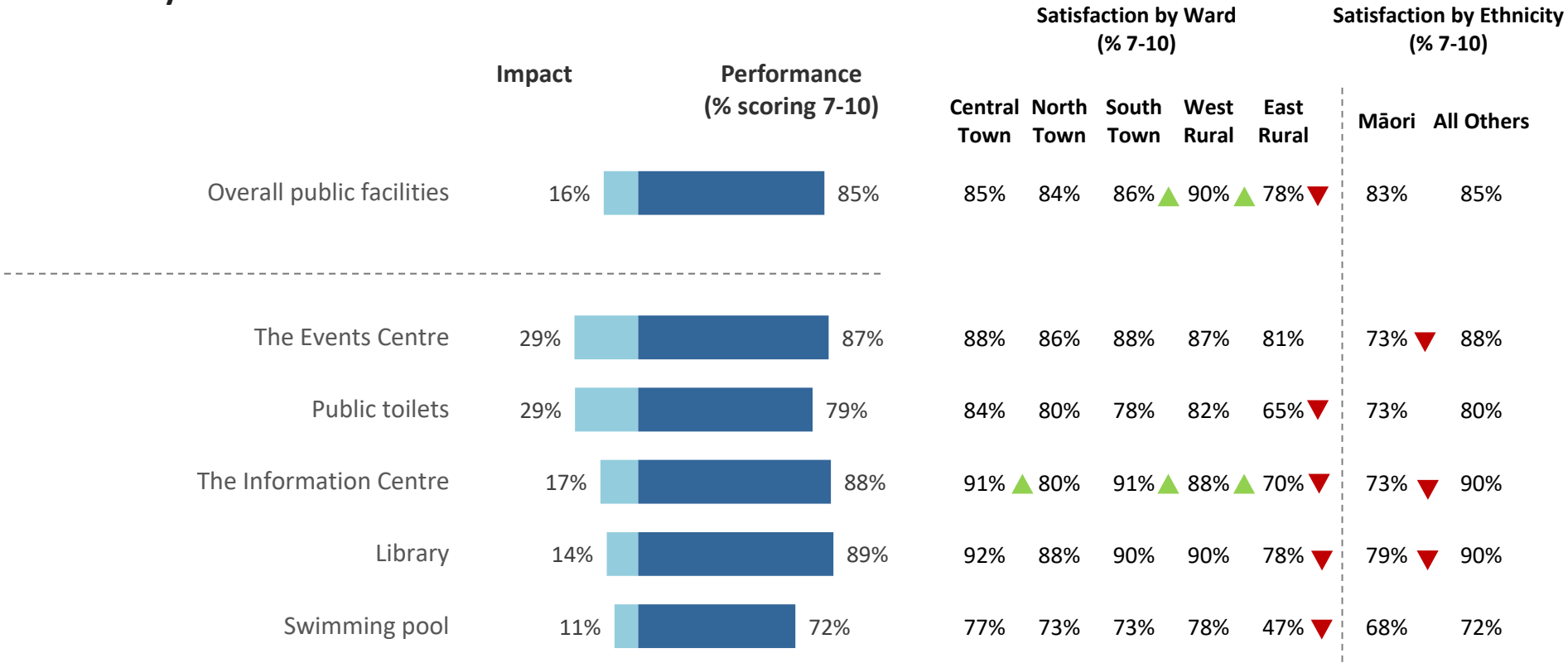


NOTES:
 1. Sample: n=1,061; Central n=318, North n=121, South n=252, West n=189, East n=146; Māori n=56; All Others n=1,005. Excludes 'Don't know' and missing responses.
 2. TW1: Which of the following best describes your household's water supply connection?
 3. TW6: And overall, when you think about the supply of water, the management and disposal of storm water and disposal of sewage, how would you rate your satisfaction with Council overall for its management of the three waters in the town?
 4. TW2: On the scale of 1-10, how would you rate your satisfaction with...? Overall satisfaction with your household water supply
 5. TW4: On the scale of 1-10, how would you rate your satisfaction with...? Overall satisfaction with the town's sewerage system
 6. TW5: On the scale of 1-10, how would you rate your satisfaction with...? Overall satisfaction with the town's storm water systems

▲ Significantly higher
 ▼ Significantly lower

Satisfaction with public facilities is high, but as this area currently has a low overall impact on satisfaction, Council’s performance may benefit from increased promotion of these services

Driver analysis: Public facilities



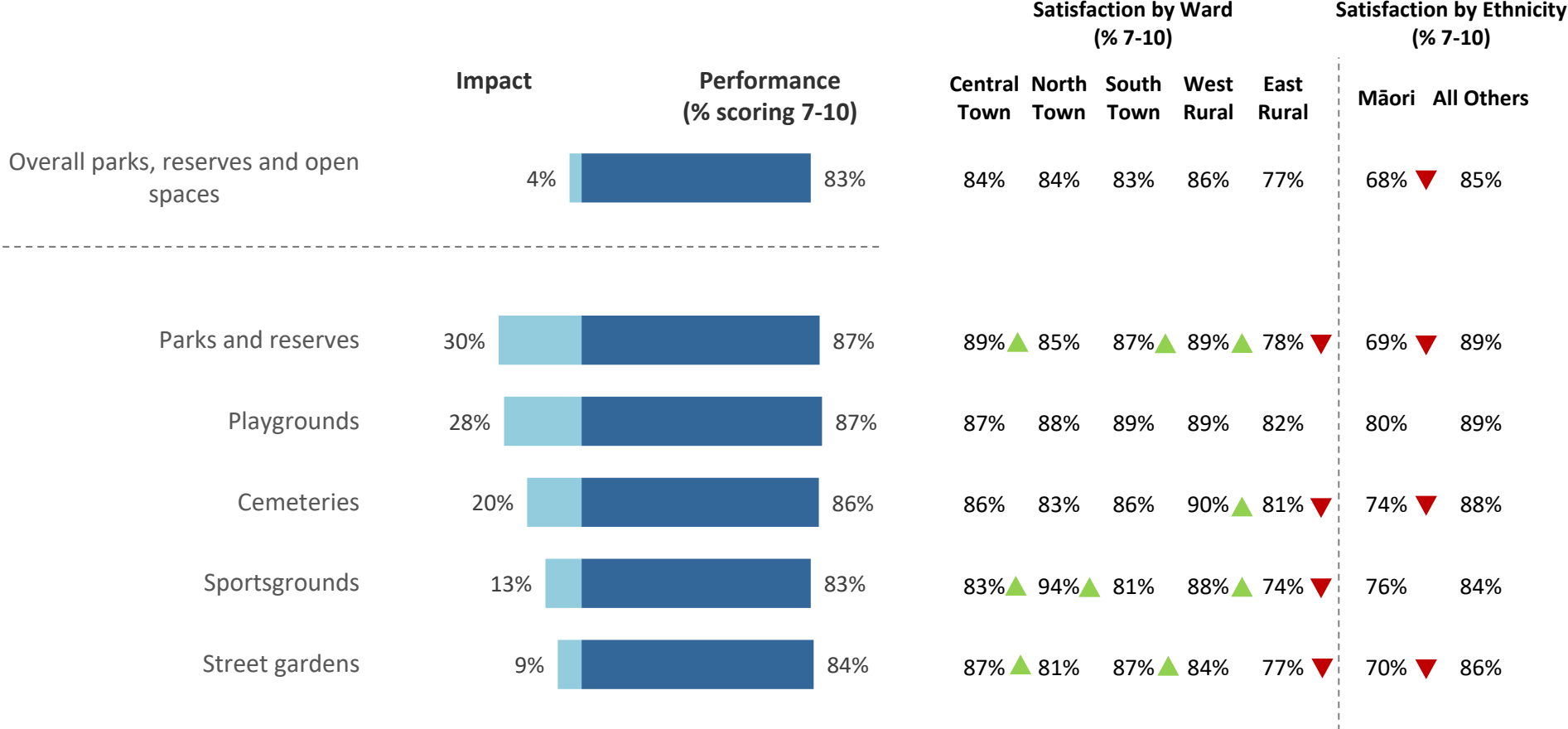
East Rural residents are less satisfied with all facilities, except the Events Centre

▲ Significantly higher
▼ Significantly lower

NOTES:
 1. Sample: n=1,061; Central n=318, North n=121, South n=252, West n=189, East n=146; Māori n=56; All Others n=1,005. Excludes 'Don't know' and missing responses.
 2. CF2: Thinking about these facilities, how would you rate your satisfaction with...?
 3. CF7: When you consider all the public facilities that are provided by Carterton District Council, including how well they are maintained, the opening hours and where applicable, the cost to use these, how would you rate your overall satisfaction with the public facilities that are provided?
 4. NCI means 'no current impact'; i.e. at the current level of performance this is not influencing perceptions

Parks, reserves and open spaces is another area of high performance but low impact, so Council may benefit by promoting the quality of these facilities

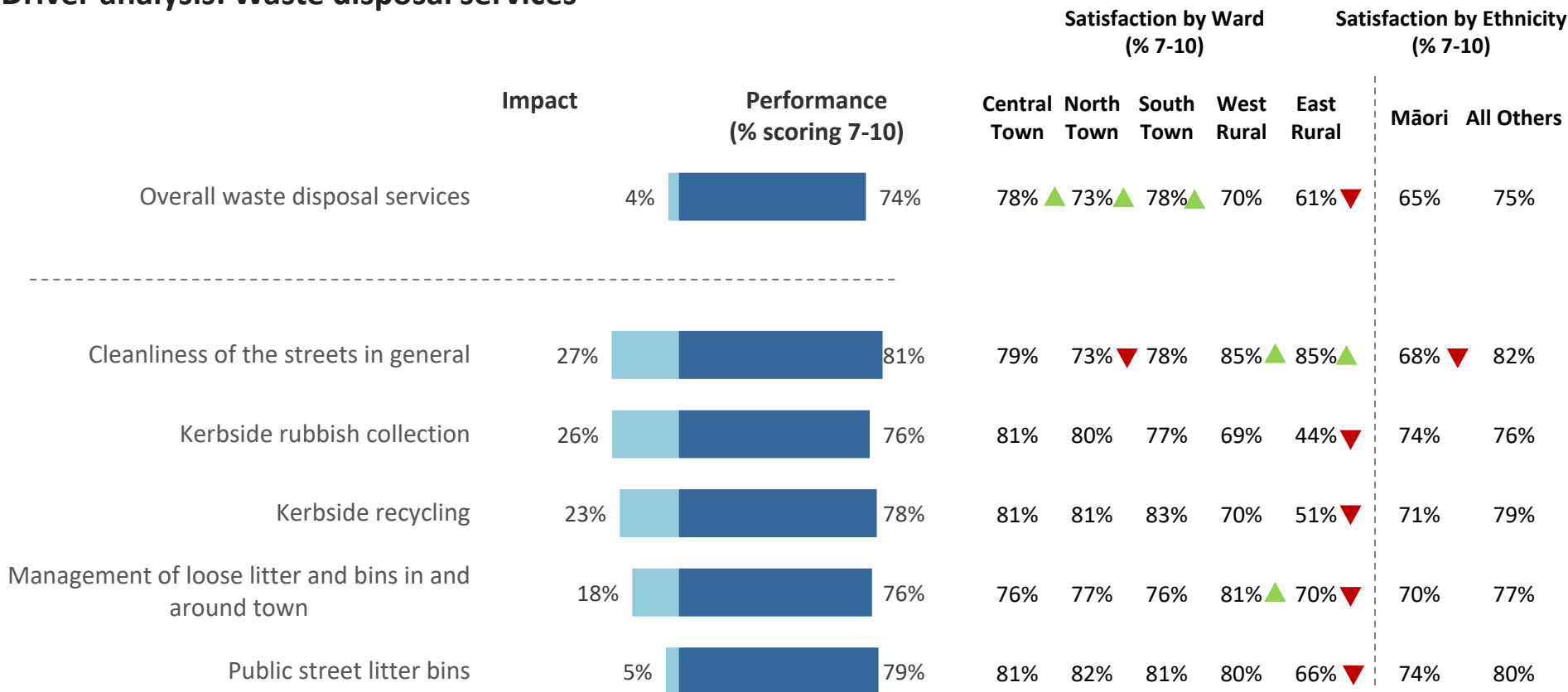
Driver analysis: Parks, reserves and open spaces



NOTES:
 1. Sample: n=1,061; Central n=318, North n=121, South n=252, West n=189, East n=146; Māori n=56; All Others n=1,005. Excludes 'Don't know' and missing responses.
 2. PR2: Based on your experience or impressions, how would you rate your overall satisfaction with each of the following outdoor facilities?
 3. PR3: Still using the 1 to 10 scale where 1 means 'very dissatisfied' and 10 means 'very satisfied, how would you rate your level of satisfaction with the provision of open space, amenities, and gardens? **Page 21**

Waste disposal services are living up to ‘*hygiene factor*’ expectations – impact can be expected to remain low as long as a good level of performance is maintained

Driver analysis: Waste disposal services



Lower satisfaction from East Rural residents most likely due to lack of service availability

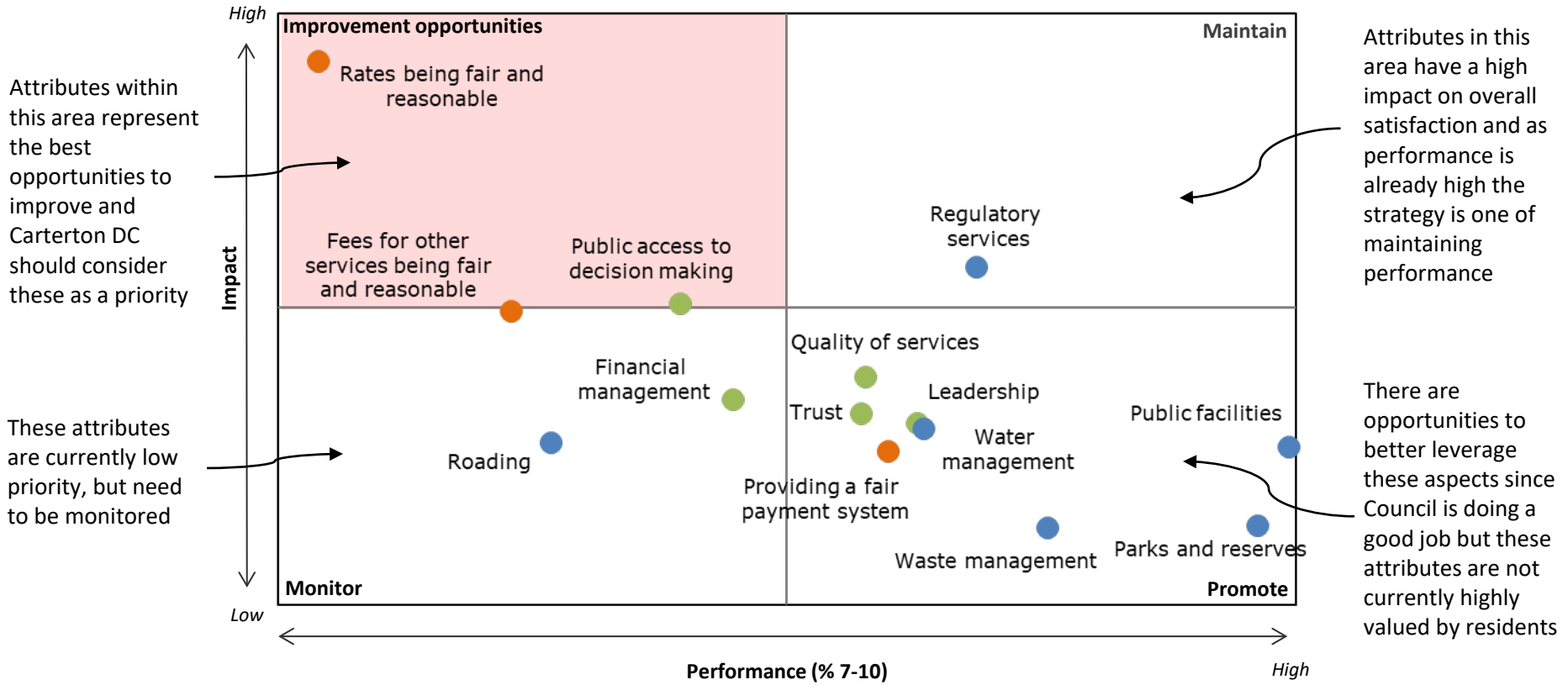
NOTES:
 1. Sample: n=1,061; Central n=318, North n=121, South n=252, West n=189, East n=146; Māori n=56; All Others n=1,005. Excludes 'Don't know' and missing responses.
 2. WR3: How satisfied are you with each of the following services that are provided by Council?
 3. WR4: How would you rate your satisfaction with the Carterton District Council overall for its waste disposal services?

▲ Significantly higher
 ▼ Significantly lower

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The greatest opportunities relate to demonstrating value delivered in return for rates and fees, and improving perceptions of public access to decision-making

Priority Matrix

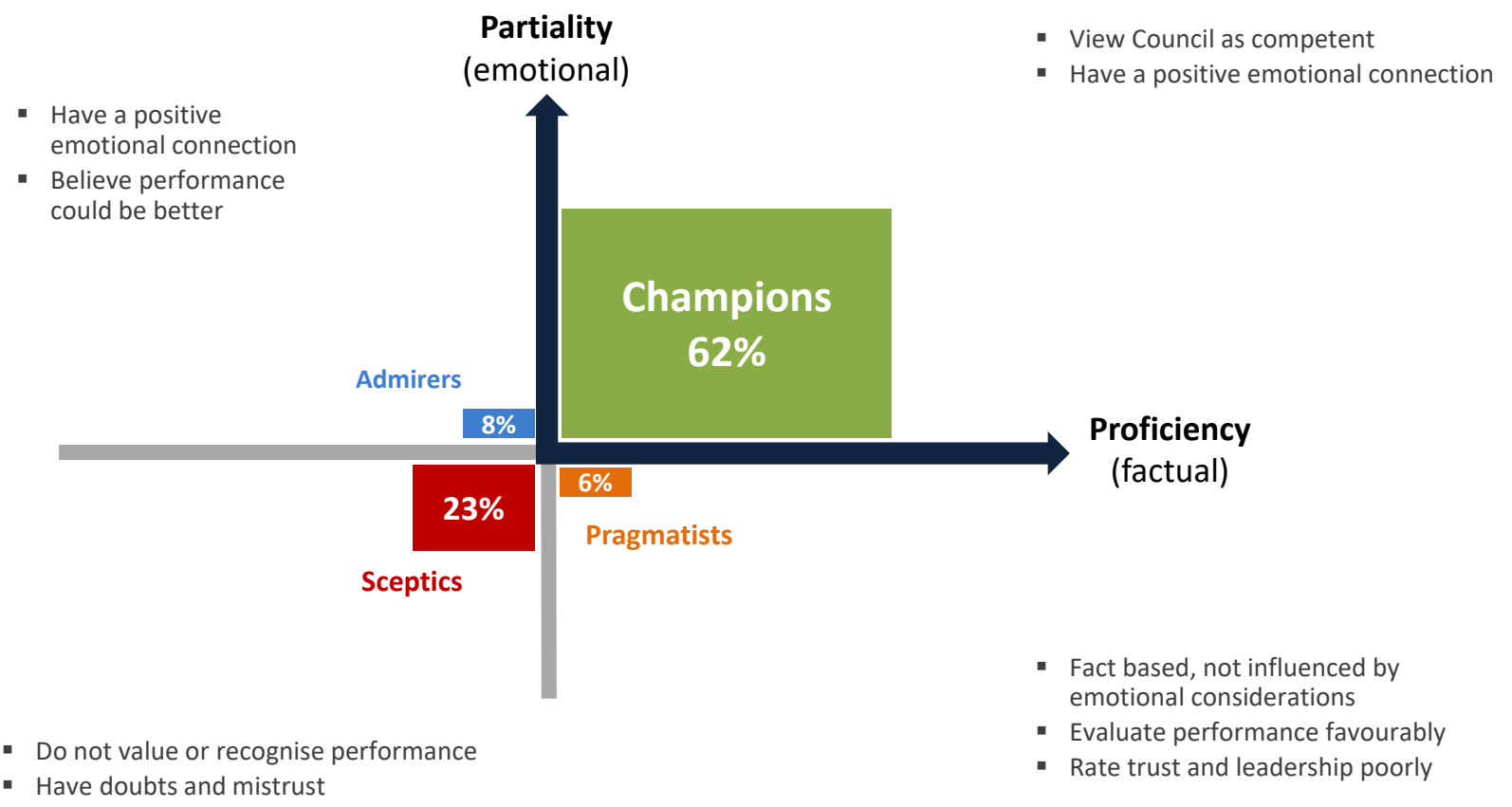




Understanding reputation

Carterton District Council has a high proportion of 'Champions', with 62% of residents believing that Council is doing a good job

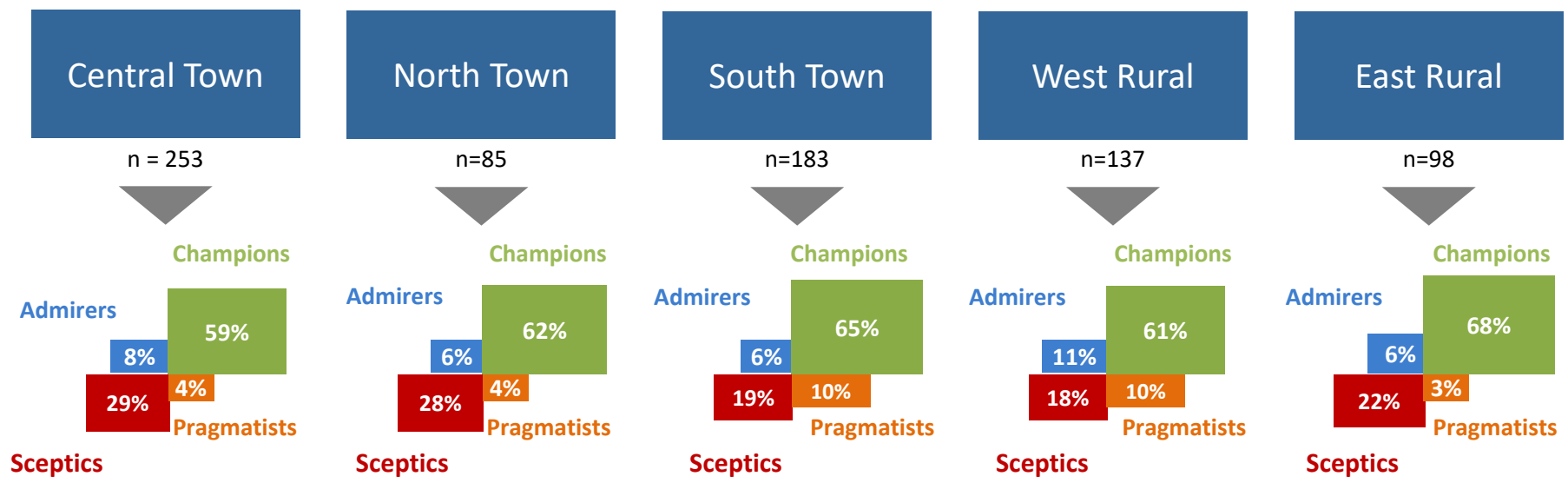
Reputation profile



NOTES:
 1. Sample: n=1,061. Excludes 'Don't know' and missing responses.
 2. Segments have been determined using the results from a set of five overall level questions
 3. REP1 leadership, REP2 trust and confidence, REP3 financial and risk management, REP4 quality of services, REP6 overall reputation

South Town and East Rural residents have the most positive profile while Central Town has the highest proportion of 'Sceptics' and the lowest proportion of 'Champions'

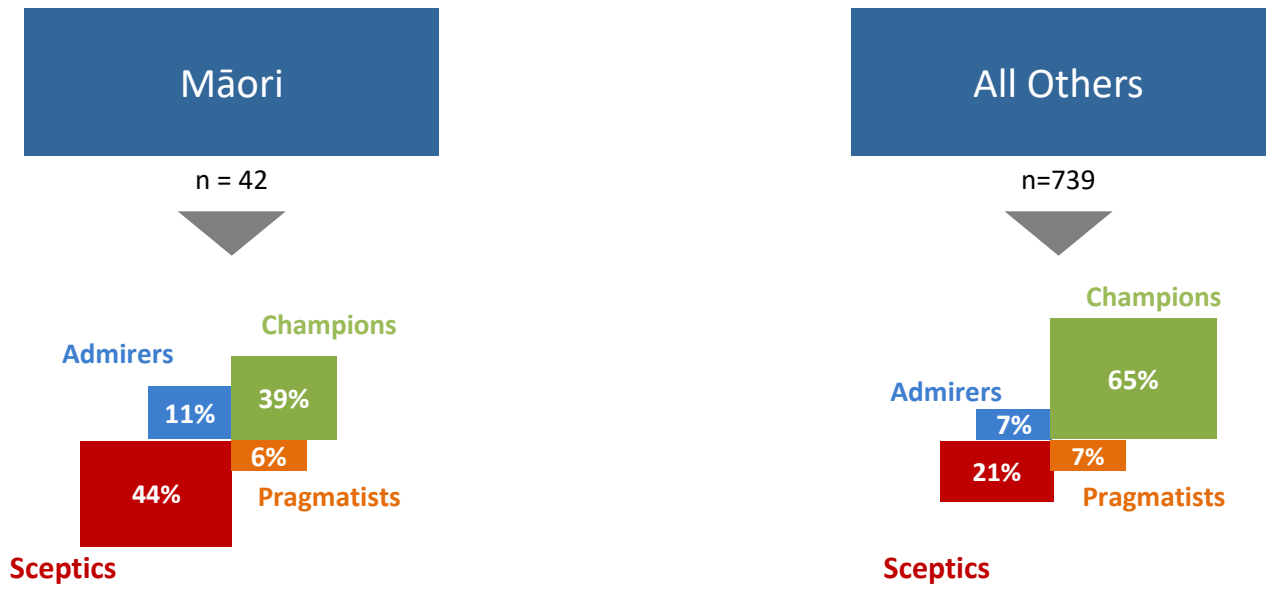
Reputation profile: Wards



NOTES:
 1. Sample: n=1,026. Excludes 'Don't know' and missing responses.
 2. Segments have been determined using the results from a set of five overall level questions
 3. REP1 leadership, REP2 trust and confidence, REP3 financial and risk management, REP4 quality of services, REP6 overall reputation

Māori residents are more likely to be ‘*Sceptics*’ (44%) whereas the majority (65%) of other residents are ‘*Champions*’

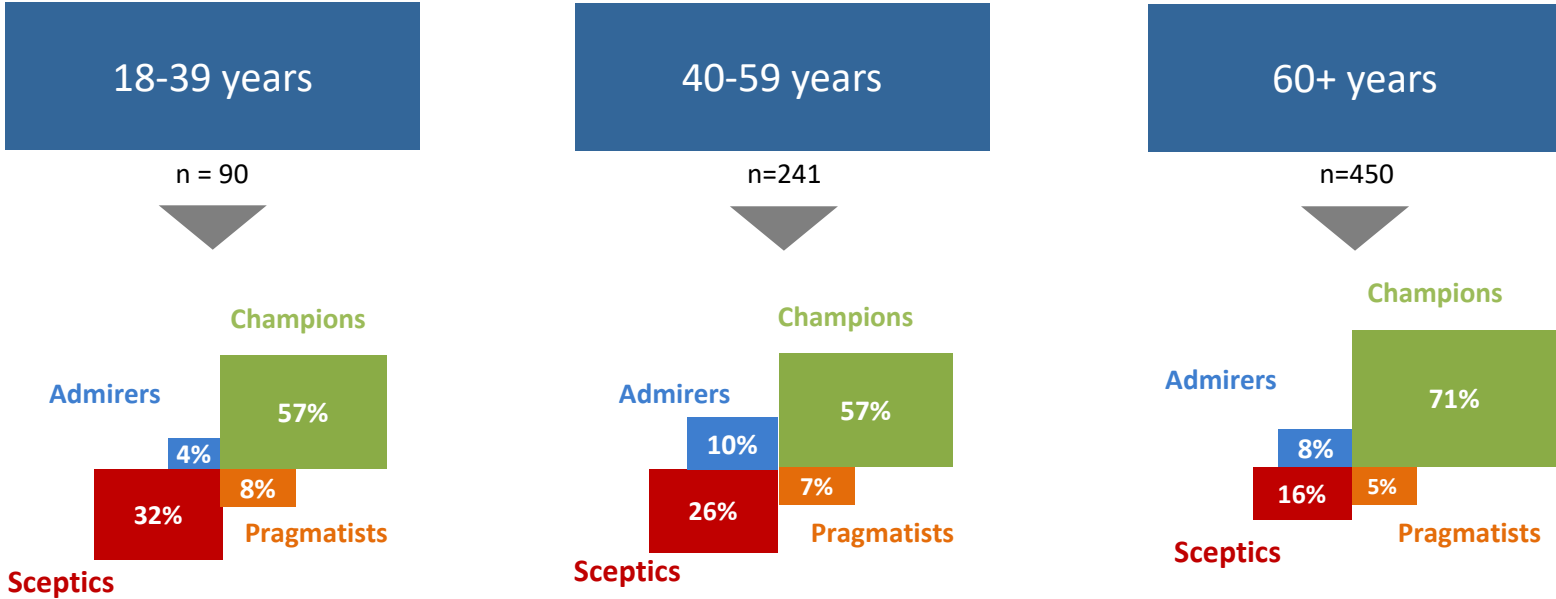
Reputation profile: Ethnicity



NOTES:
 1. Sample: n=1,056. Excludes 'Don't know' and missing responses.
 2. Segments have been determined using the results from a set of five overall level questions
 3. REP1 leadership, REP2 trust and confidence, REP3 financial and risk management, REP4 quality of services, REP6 overall reputation

Over 60s are the most positive age group, with the highest proportion of 'Champions' and the lowest proportion of 'Sceptics'

Reputation profile: Age group



NOTES:
 1. Sample: n=1,056. Excludes 'Don't know' and missing responses.
 2. Segments have been determined using the results from a set of five overall level questions
 3. REP1 leadership, REP2 trust and confidence, REP3 financial and risk management, REP4 quality of services, REP6 overall reputation



Satisfaction with infrastructure



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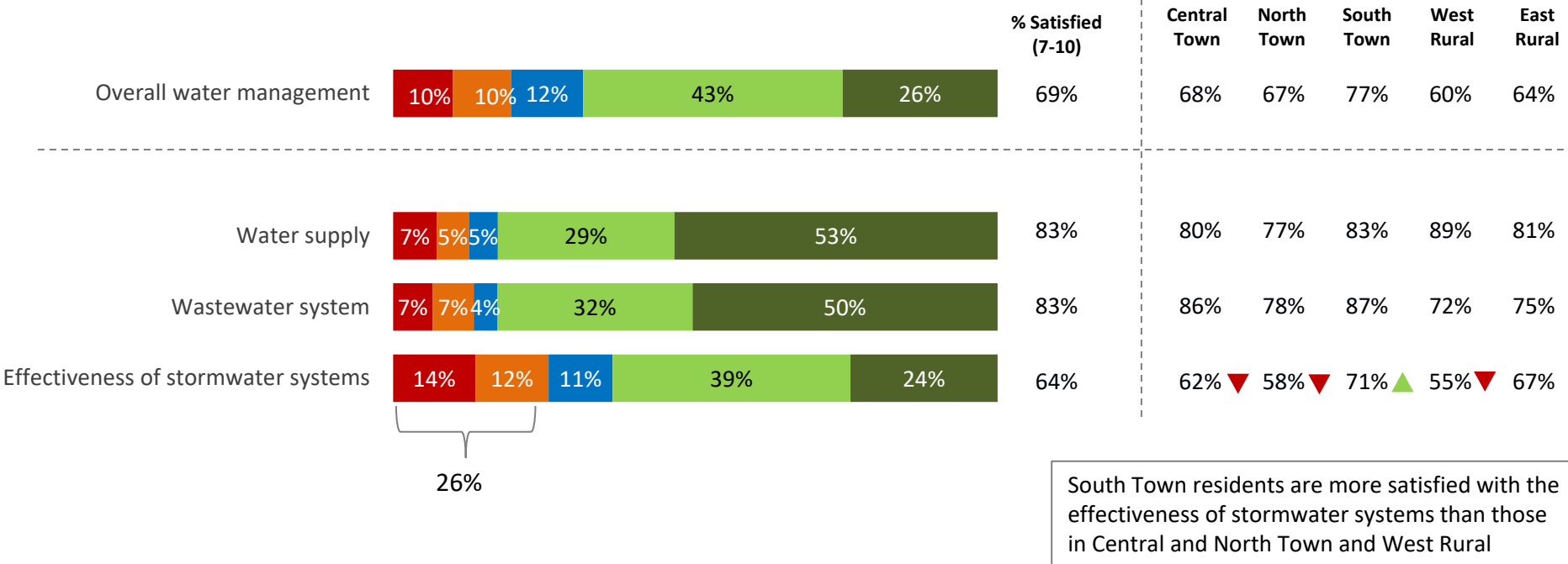
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Residents are satisfied with the water supply and wastewater system, but effectiveness of stormwater systems is cause for concern for some, with a quarter (26%) dissatisfied

Water management

■ Very dissatisfied (1-4)
 ■ Somewhat dissatisfied (5)
 ■ Somewhat satisfied (6)
 ■ Satisfied (7-8)
 ■ Very satisfied (9-10)

Satisfaction by ward (% 7-10)



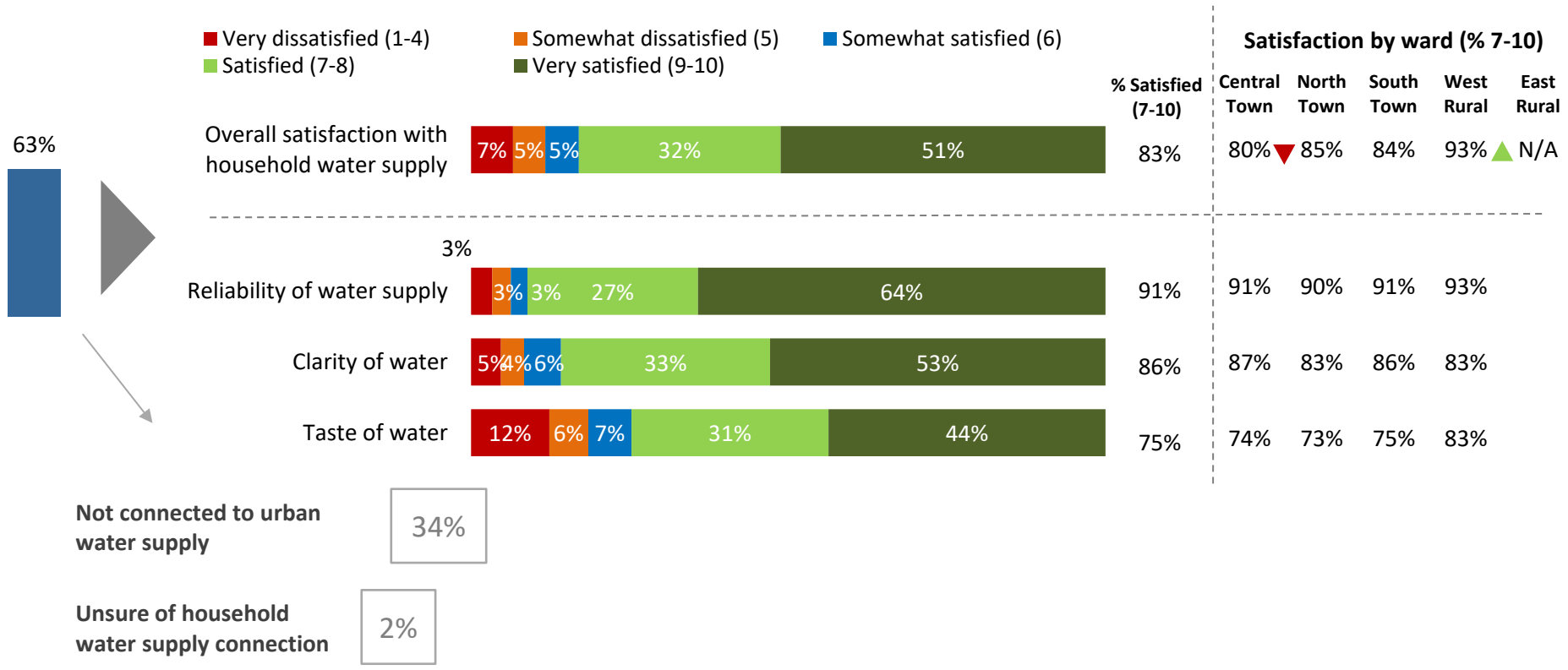
NOTES:
 1. Sample: n=1,061; Central n=318, North n=121, South n=252, West n=189, East n=146; Excludes 'Don't know' and missing responses.
 2. TW2: On the scale of 1-10, how would you rate your satisfaction with...? Overall satisfaction with your household water supply
 3. TW4: On the scale of 1-10, how would you rate your satisfaction with...? Overall satisfaction with the town's sewerage system
 4. TW5: On the scale of 1-10, how would you rate your satisfaction with...? Overall satisfaction with the town's storm water systems
 5. TW6: And overall, when you think about the supply of water, the management and disposal of storm water and disposal of sewage, how would you rate your satisfaction with Council overall for its management of the three waters in the town?

▲ Significantly higher
▼ Significantly lower

Residents who are connected to the urban water supply are highly satisfied with it (51% very satisfied)

Water management: Water supply

Connected to urban water supply



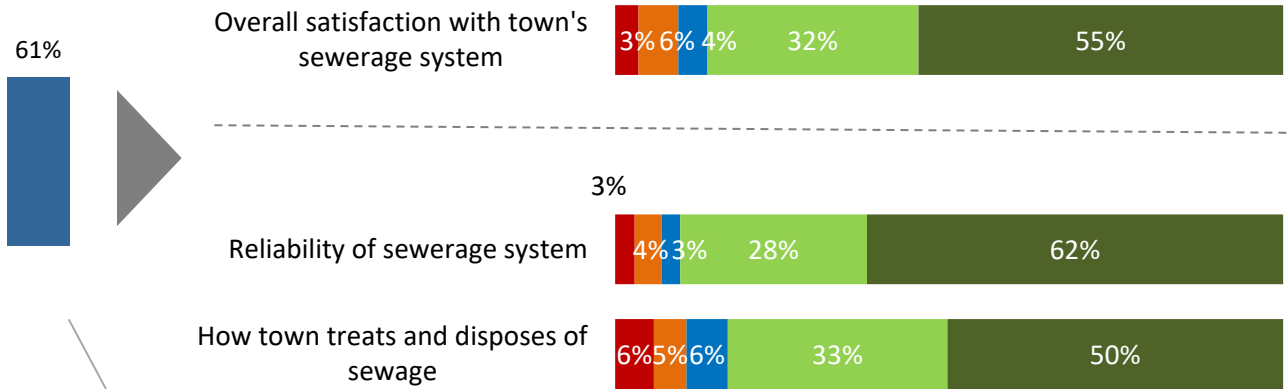
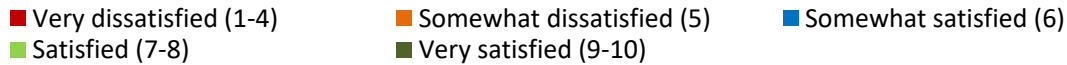
NOTES:
 1. Sample: n=1,061; Connected to urban water supply n=710, Not connected to urban water supply n=335, Unsure of household water supply connection n=16;
 2. Connected to urban water supply: Central n=306, North n=112, South n=231, West n=42, East n=2 (not shown). Excludes 'Don't know' and missing responses.
 3. TW1: Which of the following best describes your household's water supply connection?
 4. TW2: On the scale of 1-10, how would you rate your satisfaction with...? Overall satisfaction with your household water supply

▲ Significantly higher
 ▼ Significantly lower

The vast majority of residents are satisfied with the town's sewerage system (86%)

Water management: Sewerage system

Connected to town sewerage system



% Satisfied (7-10)	Satisfaction by ward (% 7-10)				
	Central Town	North Town	South Town	West Rural	East Rural
86%	87%	82%	87%	93%	N/A
90%	91%	87%	91%	91%	N/A
83%	86%	77% ▼	82%	86% ▲	N/A

Not connected to town sewerage system

37%

Unsure if connected to town wastewater system

2%

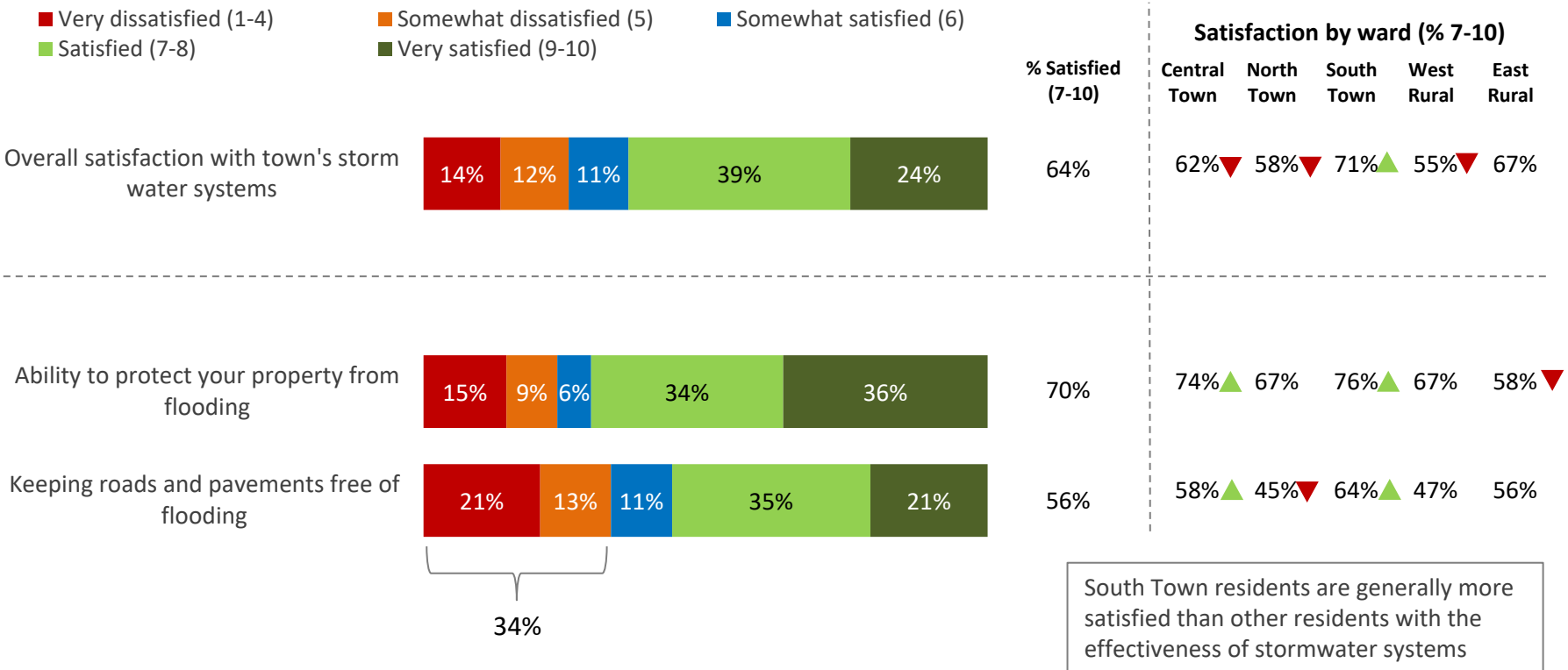
NOTES:
 1. Sample: n=1,061; Connected to town sewage n=672, Not connected n=370, Unsure if connected n=14;
 2. Connected to town sewage: Central n=300, North n=108, South n=221, West n=22, East n=1 (not shown). Excludes 'Don't know' and missing responses
 3. TW1: Which of the following best describes your household's water supply connection?
 4. TW3: Which of the following best describes the sewerage system that your property is connected to?
 5. TW4: On the scale of 1-10, how would you rate your satisfaction with...? Overall satisfaction with the town's sewerage system

▲ Significantly higher
 ▼ Significantly lower



Keeping roads and pavements free of flooding is the area of storm water management that a third (34%) of residents feel could be improved

Water management: Storm water management

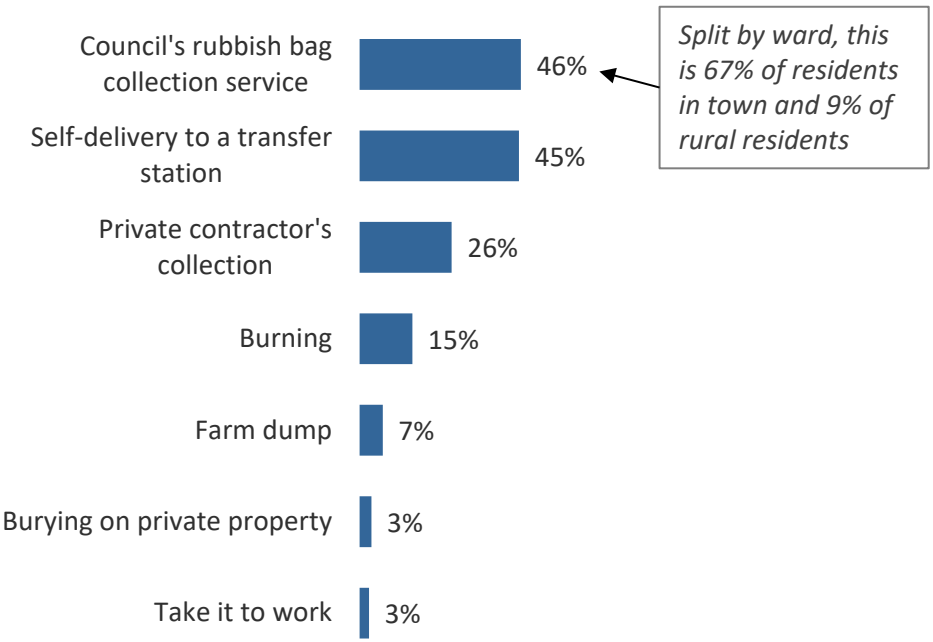


NOTES:
 1. Sample: n=1,061; Central n=318, North n=121, South n=252, West n=189, East n=146. Excludes 'Don't know' and missing responses.
 2. TW5: On the scale of 1-+10, how would you rate your satisfaction with the storm water system in terms of...?

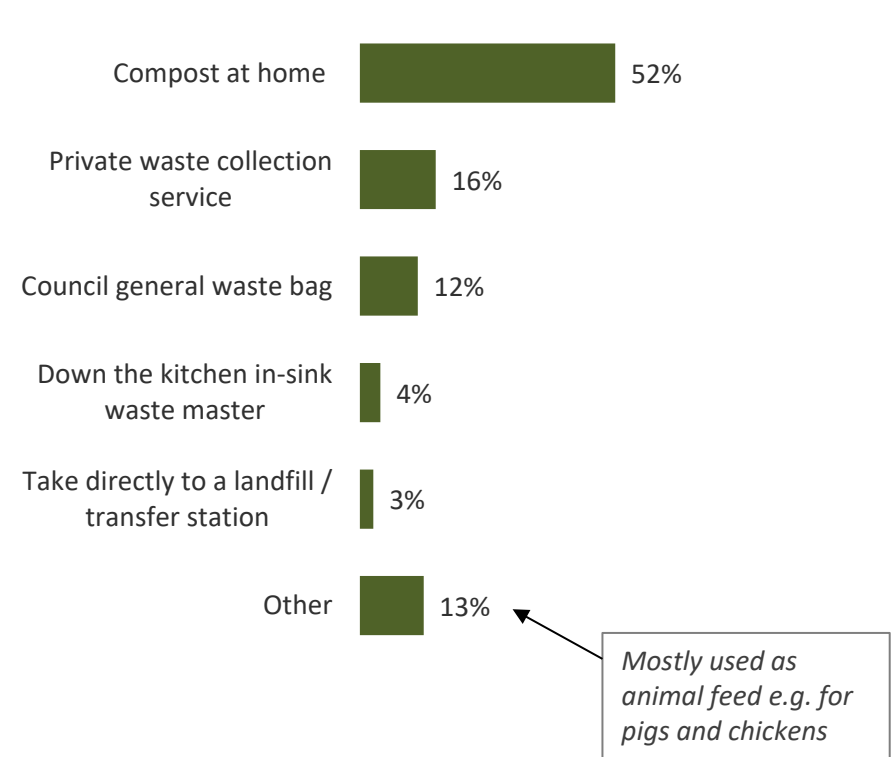
A large proportion of residents use the transfer station (45%) – almost as many as use the council’s rubbish bag collection service (46%)

Waste and rubbish disposal

Methods used for disposal of non-recyclable waste



Usual method for disposing of organic kitchen waste



NOTES:

1. Sample: n=1,061. Excludes 'Don't know' and missing responses.
2. WR1: Which of the following methods does your household use for disposal of non-recyclable waste?
3. WR2: Could you tell me how you usually dispose of your organic kitchen waste, fruit and vegetable matter not including green waste such as trees and leaves? Do you usually...?

Residents are satisfied with waste and rubbish disposal services, but lower scores from East Rural residents suggest public litter bins are a source of some dissatisfaction locally

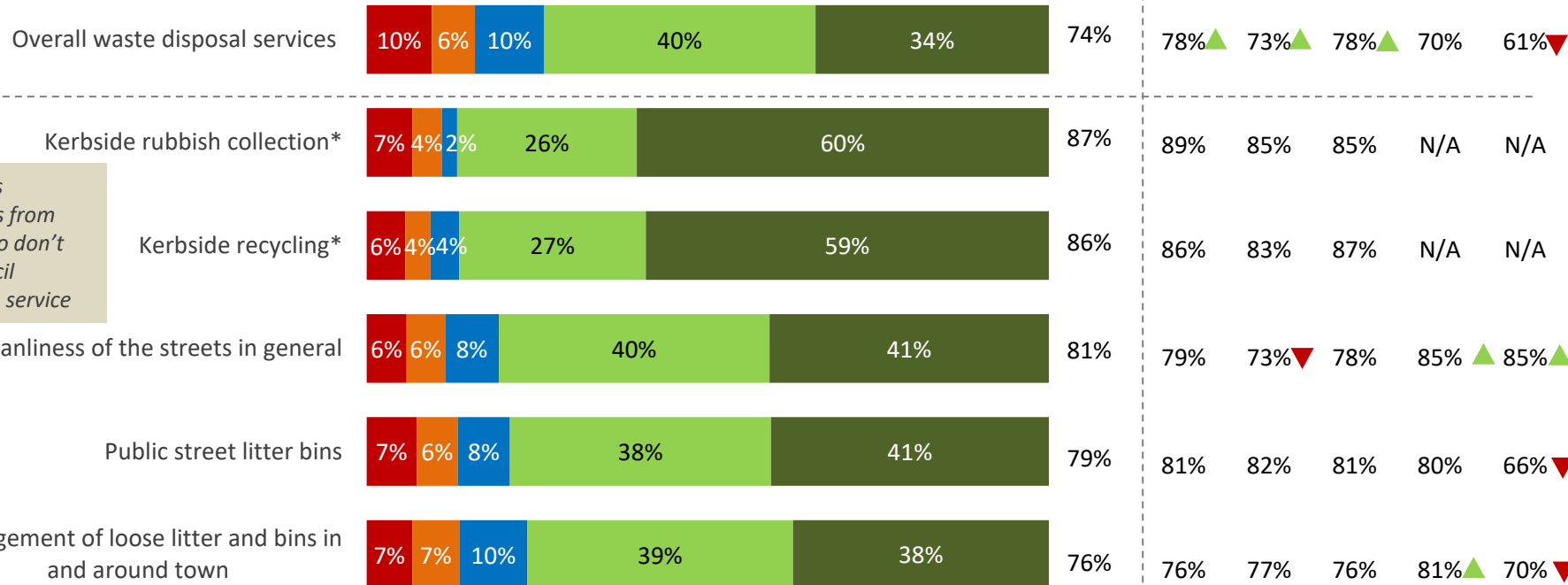
Waste and rubbish disposal



% Satisfied (7-10)

Satisfaction by ward (% 7-10)

Central Town North Town South Town West Rural East Rural



*excludes responses from those who don't use council collection service

NOTES:

- Sample: n=1,061; Central n=318, North n=121, South n=252, West n=189, East n=146. Excludes 'Don't know' and missing responses.
- WR3: How satisfied are you with each of the following services that are provided by Council?
- WR4: How would you rate your satisfaction with the Carterton District Council overall for its waste disposal services?

▲ Significantly higher
▼ Significantly lower



Rubbish and recycling was a frequent area of focus in free-form comments from residents

"The opening hours of the landfill are terrible. This includes the ability to drop off recycling.

Any time we want to use this service on a weekend (which is when most working people would like to use it) we have to arrive 15 minutes before opening and start the queuing process. It takes around 45 minutes for what should be a 10 minute job. Very frustrating and numerous residents I have spoken with agree. As Carterton is such a big area, opening for two hours on Saturday and Sunday is no longer sufficient to deal with the waste and recycling this town produces."

[West rural resident]

"Hours and price of the rubbish dump. It may stop a lot of rubbish being dumped on river banks and back roads."

[South town resident]

"Allow 24/7 access for recycling station. Reduce rates for Rural residents where majority of services are not available [...]."

[East rural resident]

"Have a free household rubbish collection in a wheelie bin and a free collection for green waste in a wheelie bin. Dispense with two recycling boxes and just have the one wheelie bin for all recycling goods. (These can be sorted at the dump depot like what happens everywhere else I have lived in NZ. As a consequence of what I consider to be a poor rubbish collection I additionally say that our rates are miles too high in Carterton."

[South town resident]

"More free or larger recycling bins should be provided, at no cost, to help with the rubbish issues. For what we are paying now for rates the cost of disposal of rubbish (especially green waste which I think should be free) at the tip needs to be seriously looked at. Opening times are absolutely ridiculous, especially at weekends. I also feel strongly about trying to keep the rates increases under control. My family are struggling, trying to make mortgage payments, without having rates increasing so much so often. A new sports hub etc. might be wonderful but not if it means more increases and young families more out of pocket."

[Central town resident]

"Wheelie bins included in rates or council bags like how it was years ago. Lower charges for green waste."

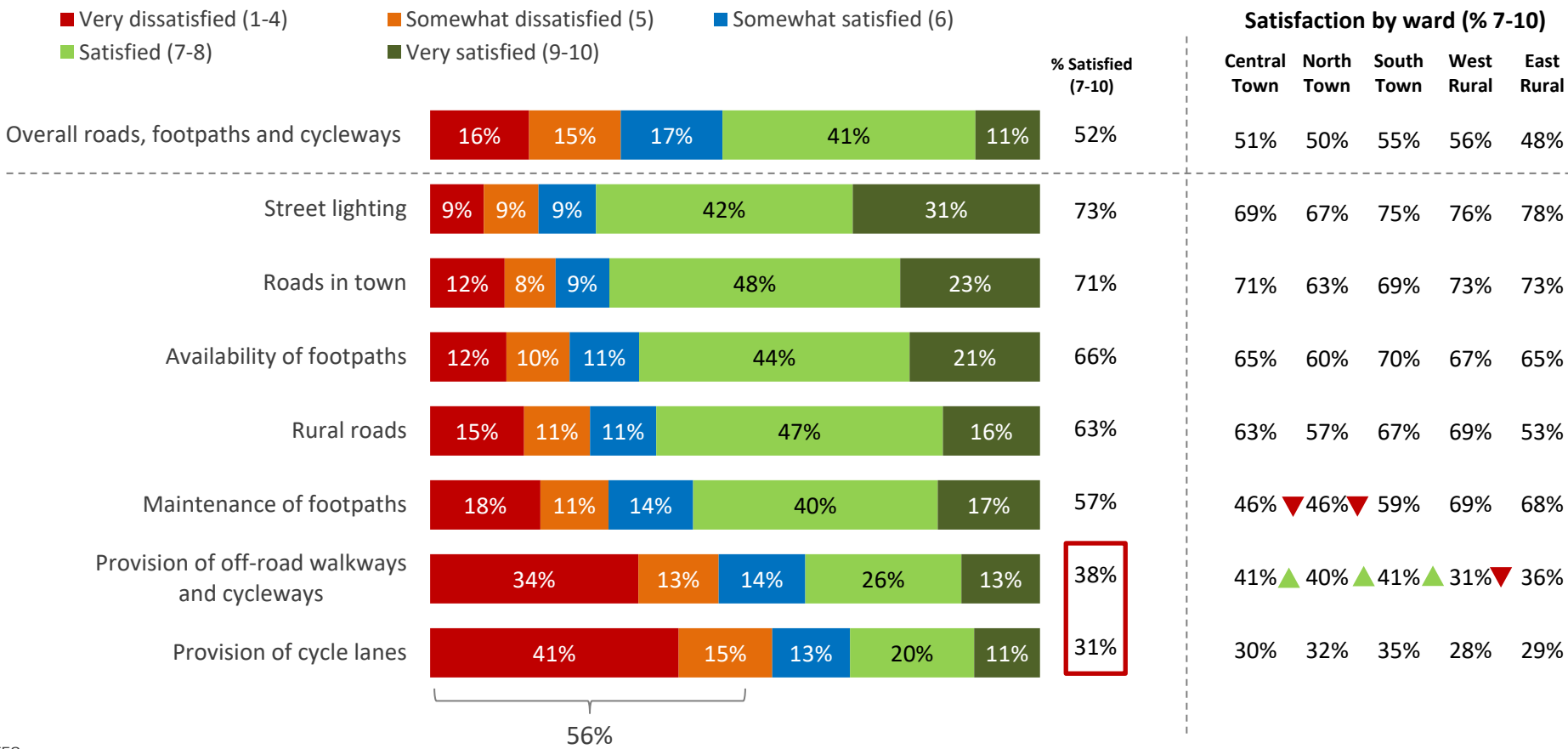
[North town resident]

"Transfer station hours need looking at. Not user friendly during the weekend. Suggest a 10-4pm operation and reduction in week days."

[Central town resident]

Roading is the lowest scoring area within 'Services and Facilities', with provision of cycle lanes a particular area of dissatisfaction for 56% of residents

Roads, footpaths and cycleways



NOTES:
 1. Sample: n=1,061; Central n=318, North n=121, South n=252, West n=189, East n=146. Excludes 'Don't know' and missing responses.
 2. RF1: Still using the 1 to 10 scale where 1 means 'very dissatisfied' and 10 means 'very satisfied', how would you rate your overall satisfaction with each of the following...
 3. RF2: Overall how satisfied are you with the district's roads, cycleways, footpaths, and walkways?



Satisfaction with public facilities



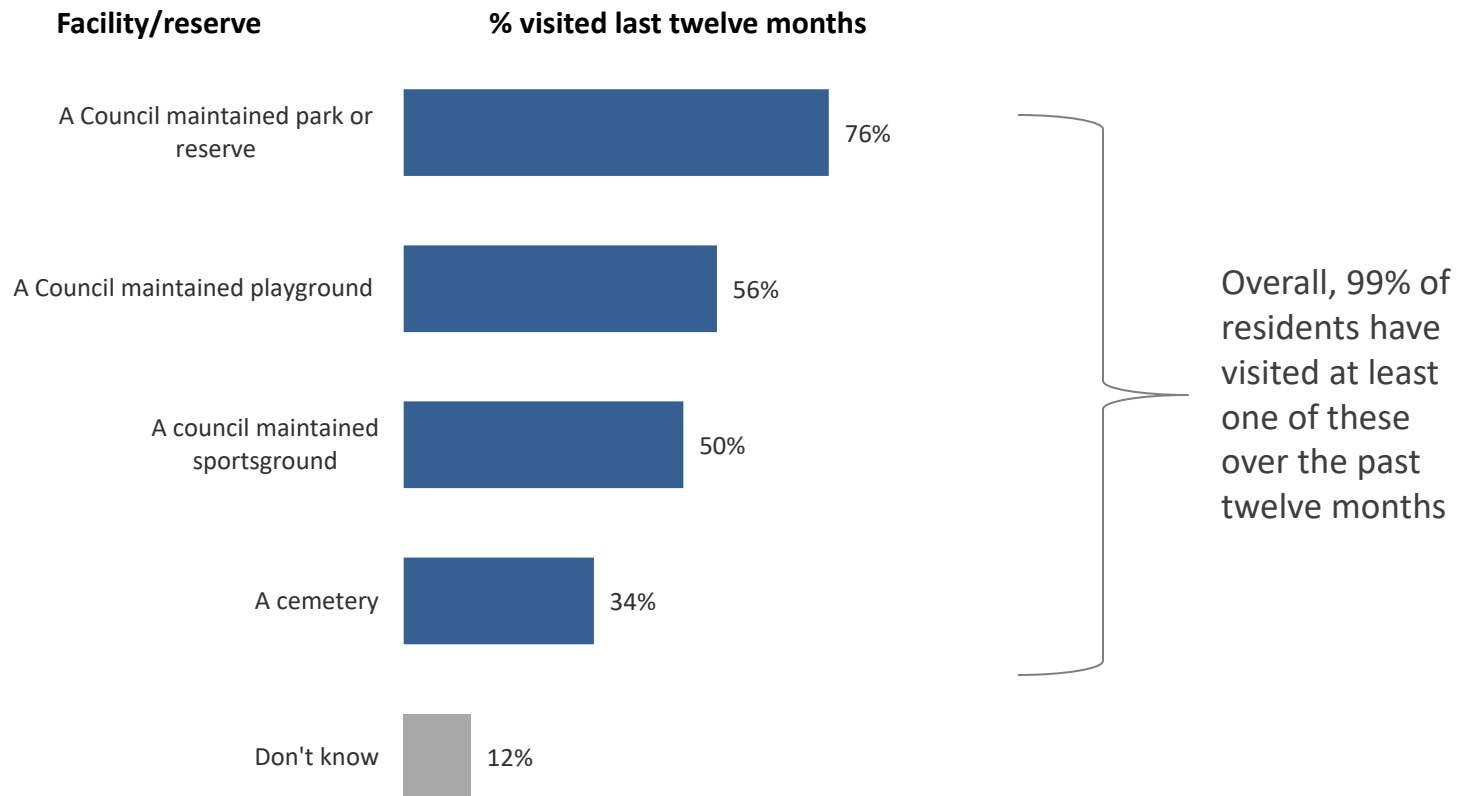
CARTERTON
DISTRICT COUNCIL



KEYRESEARCH

Nearly all residents have visited at least one council maintained reserve/facility in the past twelve months

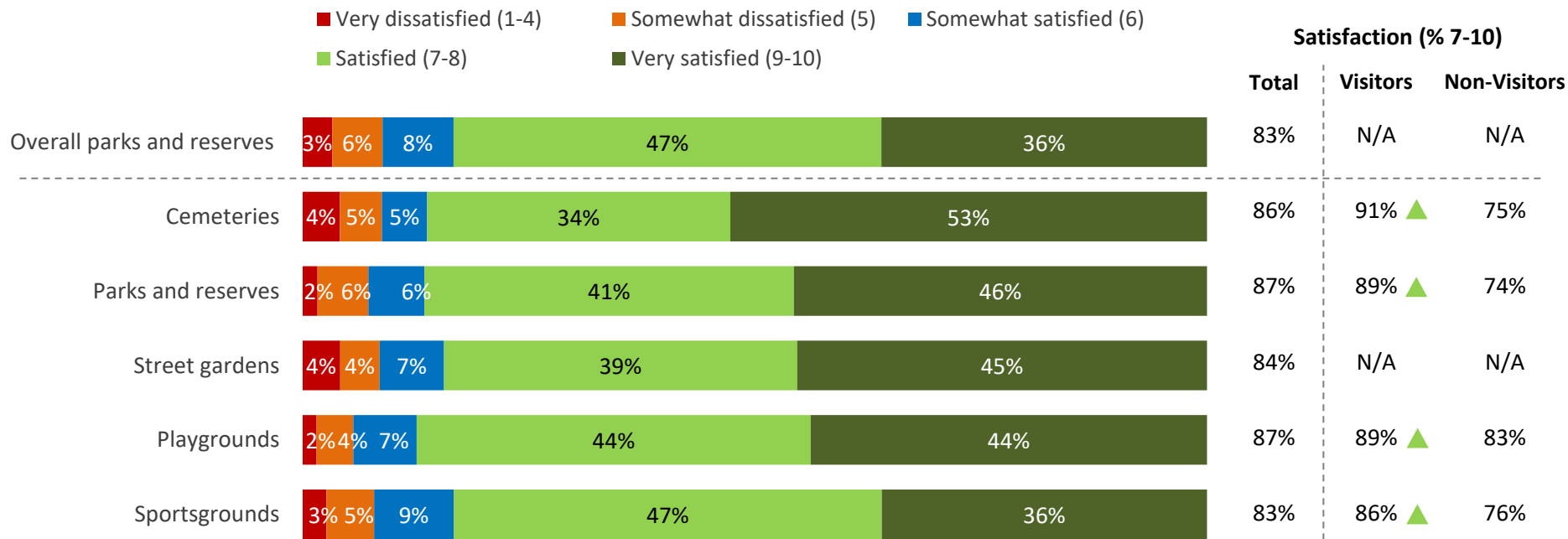
Parks, reserves and open spaces: Visitation



NOTES:
 1. Sample: n=1,061 (multiple response question)
 2. PR1: In the last year, which of the following have you visited?

Satisfaction with facilities is high, regardless of use, but higher among those who have visited in the past twelve months

Parks, reserves and open spaces



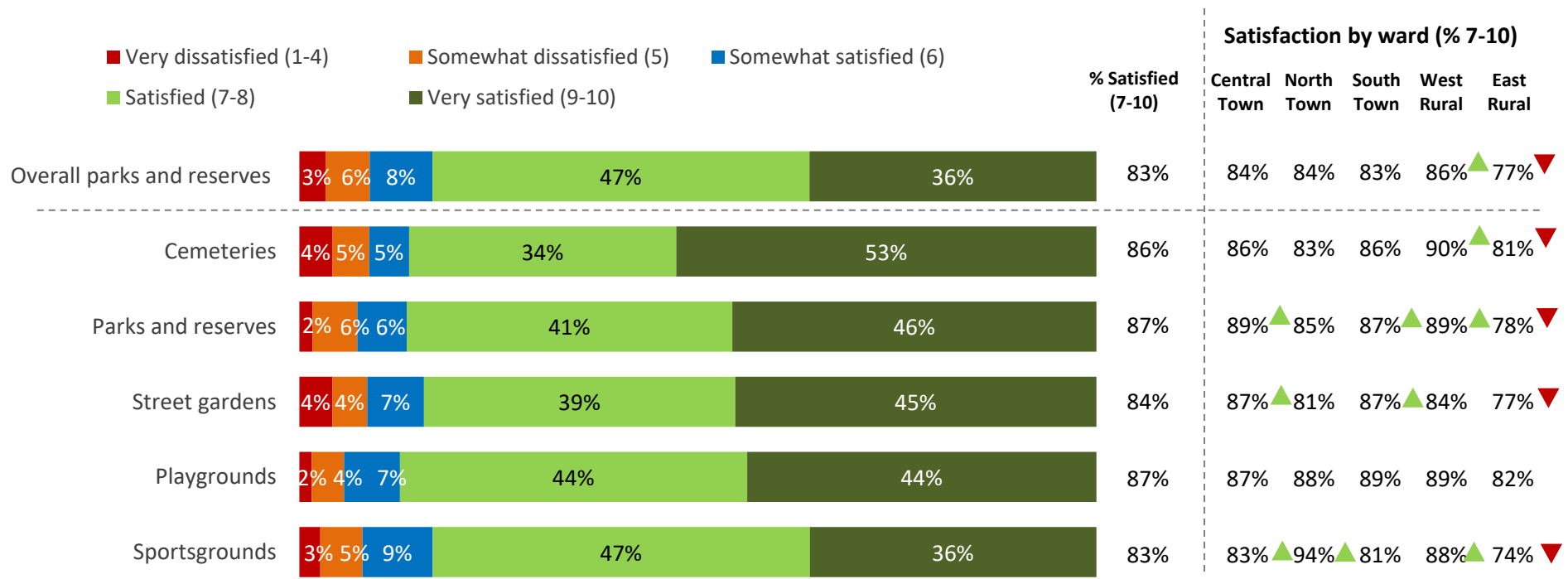
NOTES:

1. Sample: n=1,061. Excludes 'Don't know' and missing responses.
2. PR1: In the last year, which of the following have you visited?
3. PR2: Based on your experience or impressions, how would you rate your overall satisfaction with each of the following outdoor facilities?
4. PR3: Still using the 1 to 10 scale where 1 means 'very dissatisfied' and 10 means 'very satisfied', how would you rate your level of satisfaction with the provision of open space, amenities, and gardens? **Page 40**

▲ Significantly higher
▼ Significantly lower

Satisfaction is high across the board, but residents in East Rural areas are less satisfied with nearly all outdoor facilities

Parks, reserves and open spaces



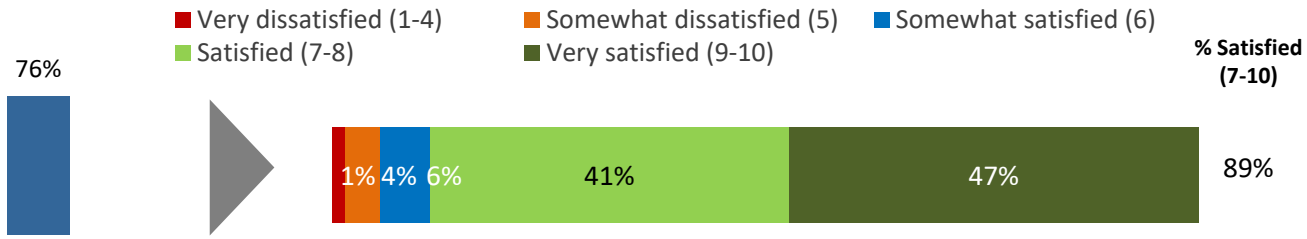
NOTES:
 1. Sample: n=1,061; Central n=318, North n=121, South n=252, West n=189, East n=146. Excludes 'Don't know' and missing responses.
 2. PR2: Based on your experience or impressions, how would you rate your overall satisfaction with each of the following outdoor facilities?
 3. PR3: Still using the 1 to 10 scale where 1 means 'very dissatisfied' and 10 means 'very satisfied', how would you rate your level of satisfaction with the provision of open space, amenities, and gardens?

▲ Significantly higher
 ▼ Significantly lower

Parks and reserves are the most visited outdoor facility, and nearly half (47%) of those who visited one in the past year were *'very satisfied'*

Parks and reserves: Parks and reserves

Visited in last 12 months



Satisfaction by ward (% 7-10)

Ward	Central Town	North Town	South Town	West Rural	East Rural
n	n= 275	n= 102	n= 197	n= 115	n=94
% Satisfied (7-10)	90%	84%	88%	93%	83%

Not visited in last 12 months



Ward	Central Town	North Town	South Town	West Rural	East Rural
n	n= 25*	n= 9**	n= 36	n= 40	n=24*
% Satisfied (7-10)	74%	N/S	76%	77%	62%

Scores exclude 'don't know' responses. 42% of non-visitors provided a 'don't know' response to this question.

*NB: Low base size <30 - bear in mind when making comparisons with other scores
**Base <10, data not shown

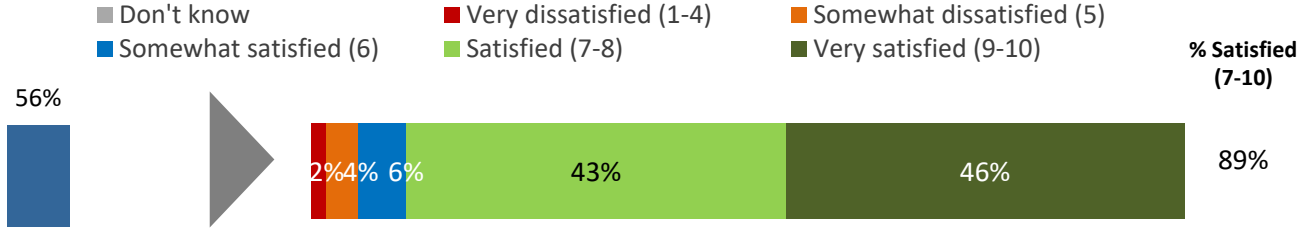
▲ Significantly higher
▼ Significantly lower

NOTES:
1. Sample: n=1,061, visited n=812, not visited n=249; Central n=318, North n=121, South n=252, West n=189, East n=146. Excludes 'Don't know' and missing responses.
2. PR2: Based on your experience or impressions, how would you rate your overall satisfaction with each of the following outdoor facilities?

Across all wards, residents who visited a playground in the past twelve months are highly satisfied with them

Parks and reserves: Playgrounds

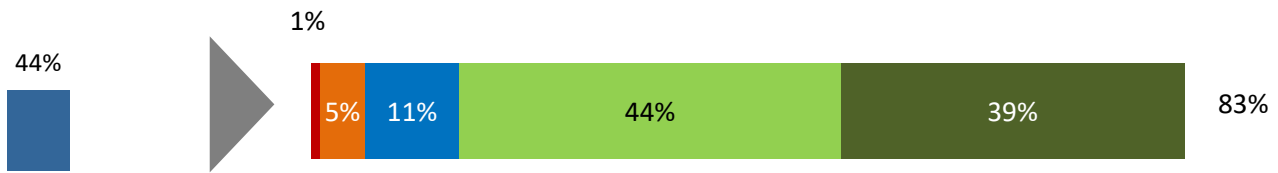
Visited in last 12 months



Satisfaction by ward (% 7-10)

Central Town	North Town	South Town	West Rural	East Rural
n= 191	n= 74	n= 134	n= 77	n=64
90%	87%	87%	92%	87%

Not visited in last 12 months



Central Town	North Town	South Town	West Rural	East Rural
n= 64	n= 22*	n= 62	n= 44	n=30
75%	90%	94%	83%	72%

Scores exclude 'don't know' responses. 50% of non-visitors provided a 'don't know' response to this question.

*NB: Low base size <30 - bear in mind when making comparisons with other scores

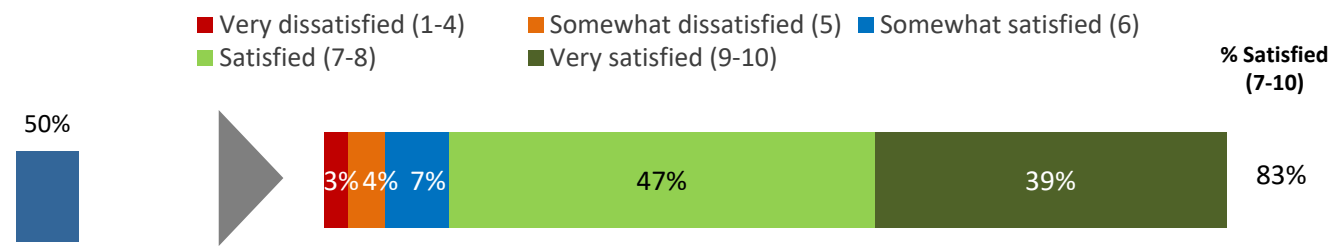
▲ Significantly higher
▼ Significantly lower

NOTES:
1. Sample: n=1,061, visited n=565, not visited n=496; Central n=318, North n=121, South n=252, West n=189, East n=146. Excludes 'Don't know' and missing responses.
2. PR2: Based on your experience or impressions, how would you rate your overall satisfaction with each of the following outdoor facilities?

While satisfaction is high for Sportsground users, residents of East Rural areas are less satisfied than those in other neighbourhoods

Parks and reserves: Sportsgrounds

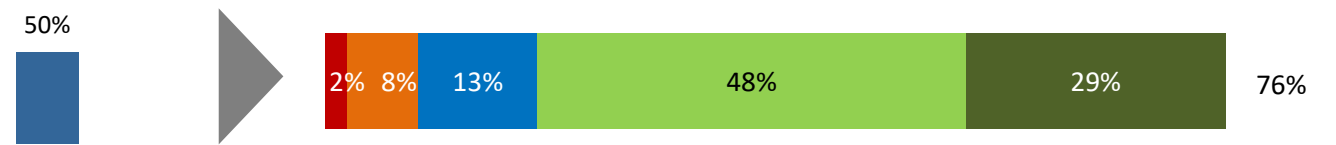
Visited in last 12 months



Satisfaction by ward (% 7-10)

Ward	n	% Satisfied (7-10)
Central Town	n= 166	86%
North Town	n= 71	97%
South Town	n= 112	86%
West Rural	n= 67	90%
East Rural	n=66	73% ▼

Not visited in last 12 months



Ward	n	% Satisfied (7-10)
Central Town	n= 70	74%
North Town	n= 17*	81%
South Town	n= 63	72%
West Rural	n= 42	86%
East Rural	n=25*	77%

*NB: Low base size <30

Scores exclude 'don't know' responses. 57% of non-visitors provided a 'don't know' response to this question.

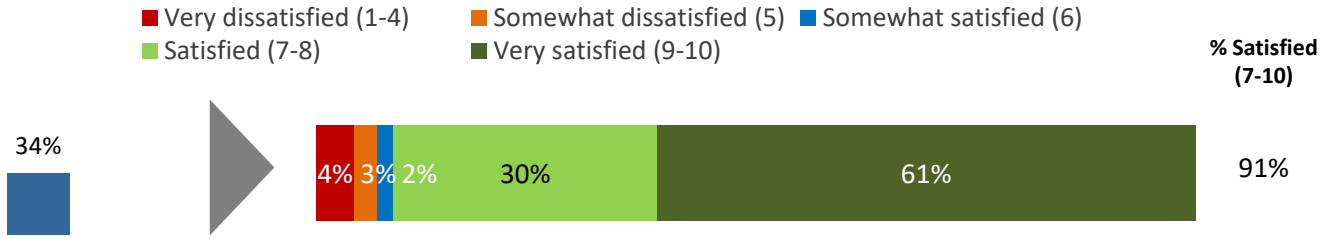
▲ Significantly higher
▼ Significantly lower

NOTES:
1. Sample: n=1,061, visited n=506, not visited n=555; Central n=318, North n=121, South n=252, West n=189, East n=146. Excludes 'Don't know' and missing responses.
2. PR2: Based on your experience or impressions, how would you rate your overall satisfaction with each of the following outdoor facilities?

Just over a third (34%) of residents had visited a cemetery in the past twelve months, with satisfaction among this group being extremely high (91%)

Parks and reserves: Cemeteries

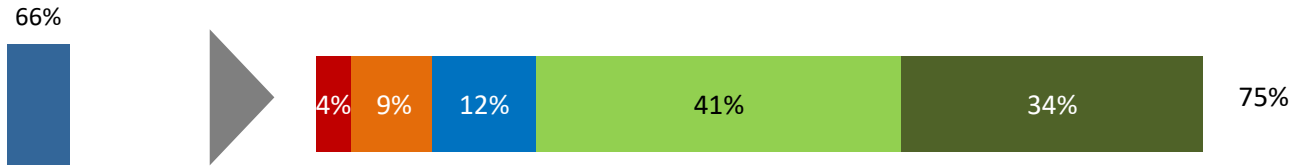
Visited in last 12 months



Satisfaction by ward (% 7-10)

Central Town	North Town	South Town	West Rural	East Rural
n= 136	n= 42	n= 85	n= 59	n=41
91%	83%	92%	93%	93%

Not visited in last 12 months



Central Town	North Town	South Town	West Rural	East Rural
n= 40	n= 17*	n= 44	n= 36	n=24*
73%	83%	74%	84%	61%

*NB: Low base size <30

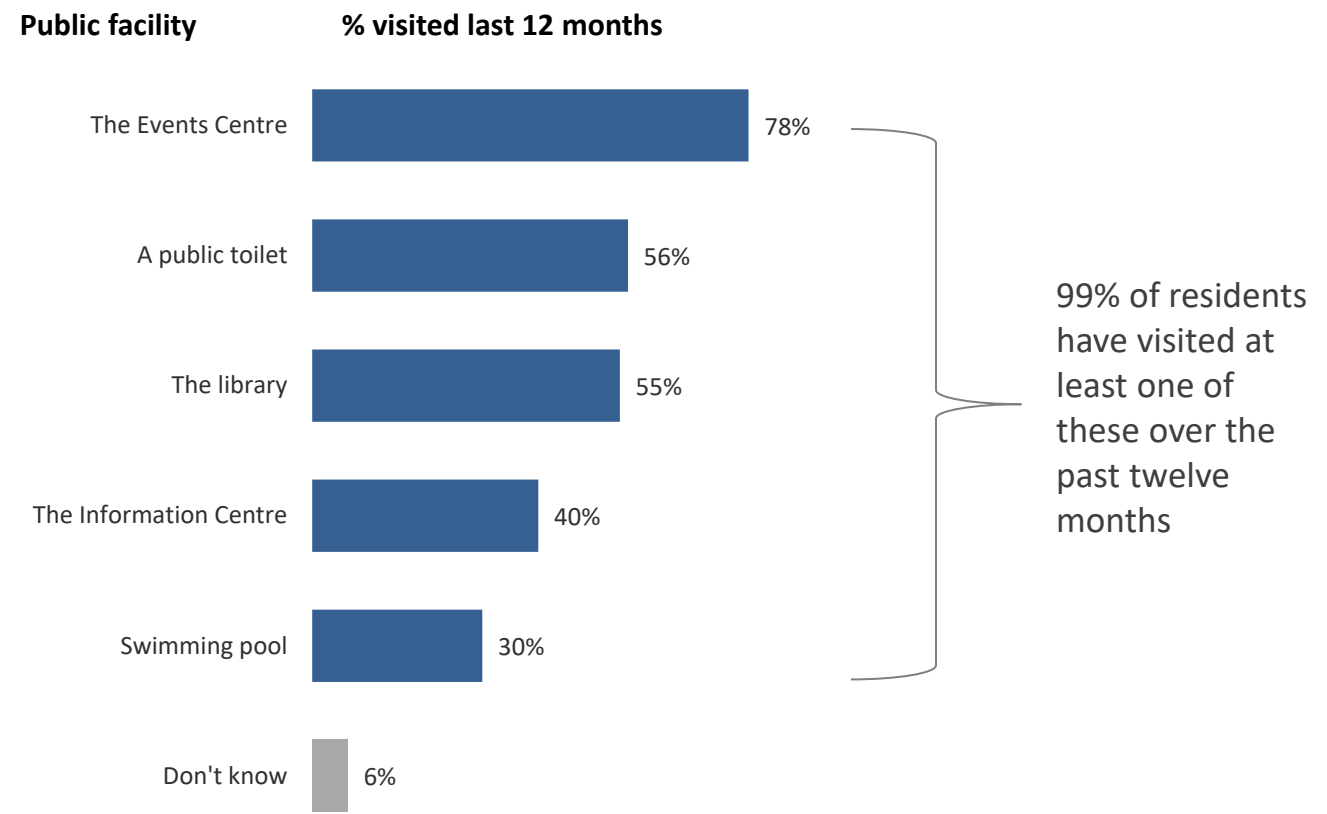
Scores exclude 'don't know' responses. 76% of non-visitors provided a 'don't know' response to this question.

▲ Significantly higher
▼ Significantly lower

NOTES:
1. Sample: n=1,061, visited n=375, not visited n=686; Central n=318, North n=121, South n=252, West n=189, East n=146. Excludes 'Don't know' and missing responses.
2. PR2: Based on your experience or impressions, how would you rate your overall satisfaction with each of the following outdoor facilities?

Nearly all residents have visited at least one public facility in the past twelve months, with The Events Centre being the most visited (78%)

Public facilities: Utilisation

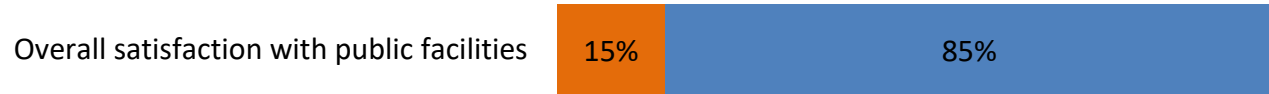


NOTES:
 1. Sample: n=1,061
 2. CF1: Which of the following facilities have you visited in the last year?

Residents who have higher satisfaction with public facilities are significantly more likely to have used the events centre or information centre in last year than residents with lower satisfaction

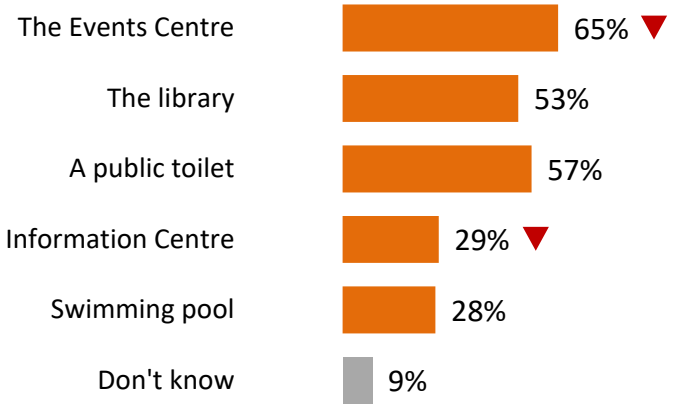
Public facilities: Usage and satisfaction

■ Less satisfied (1-6%) ■ Satisfied (7-10%)



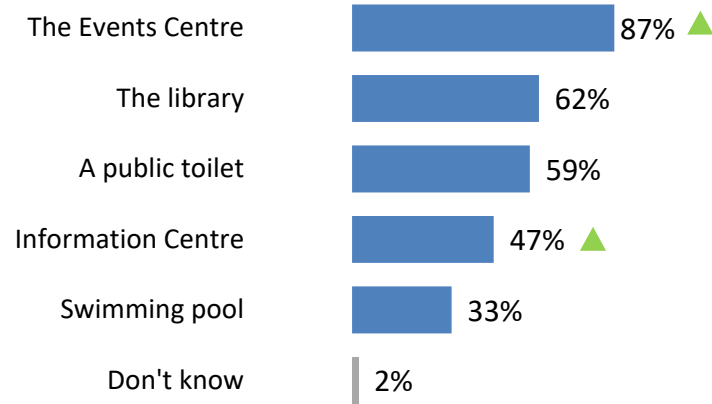
Usage of public facilities

Less Satisfied with public facilities (%1-6)



Usage of public facilities

Satisfied with public facilities (%7-10)



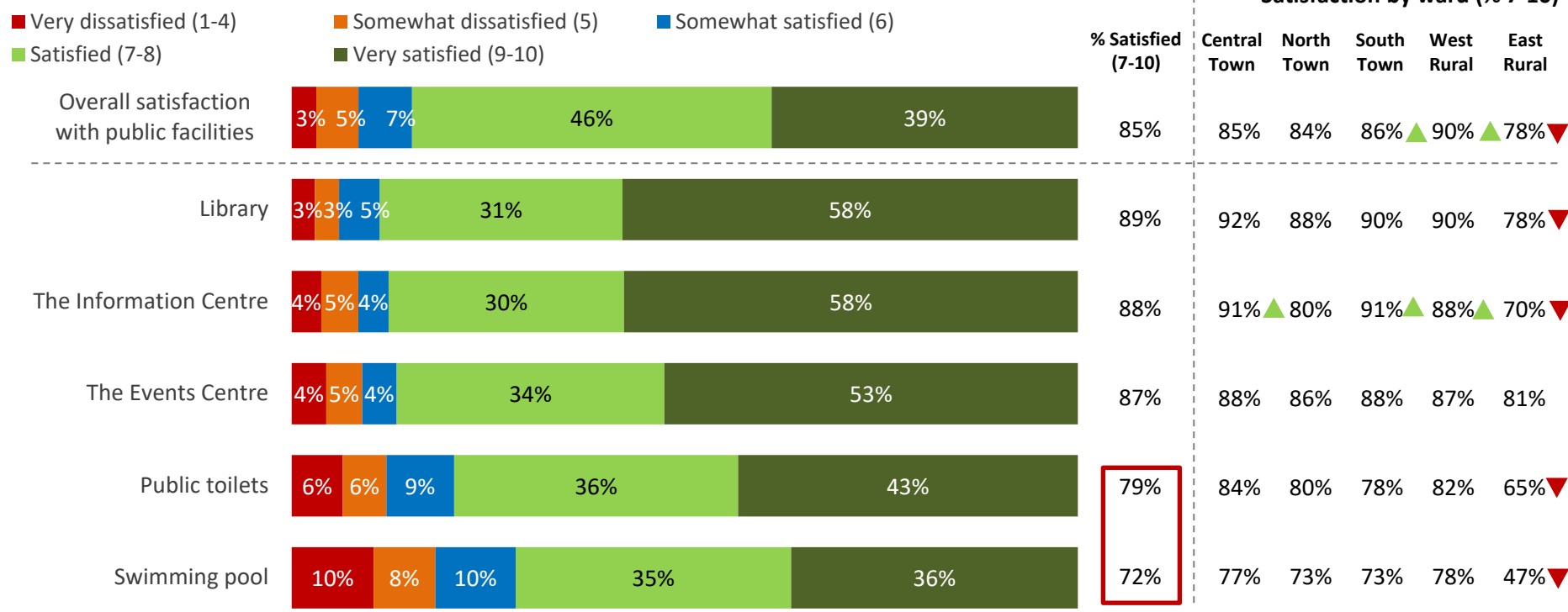
NOTES:

1. Sample: n=1,061; Satisfied with public facilities n=799; Less satisfied n=131
2. Excludes 'Don't know' responses from CF7
3. CF1: Which of the following facilities have you visited in the last year?
4. CF7: When you consider all the public facilities that are provided by Carterton District Council including how well they are maintained, the opening hours, and where applicable the cost to use these, how would you rate your overall satisfaction with the public facilities that are provided?

▲ Significantly higher
▼ Significantly lower

Residents are mostly very satisfied with the public facilities, but public toilets and the swimming pool have slightly lower levels of satisfaction, particularly in East Rural areas

Public facilities

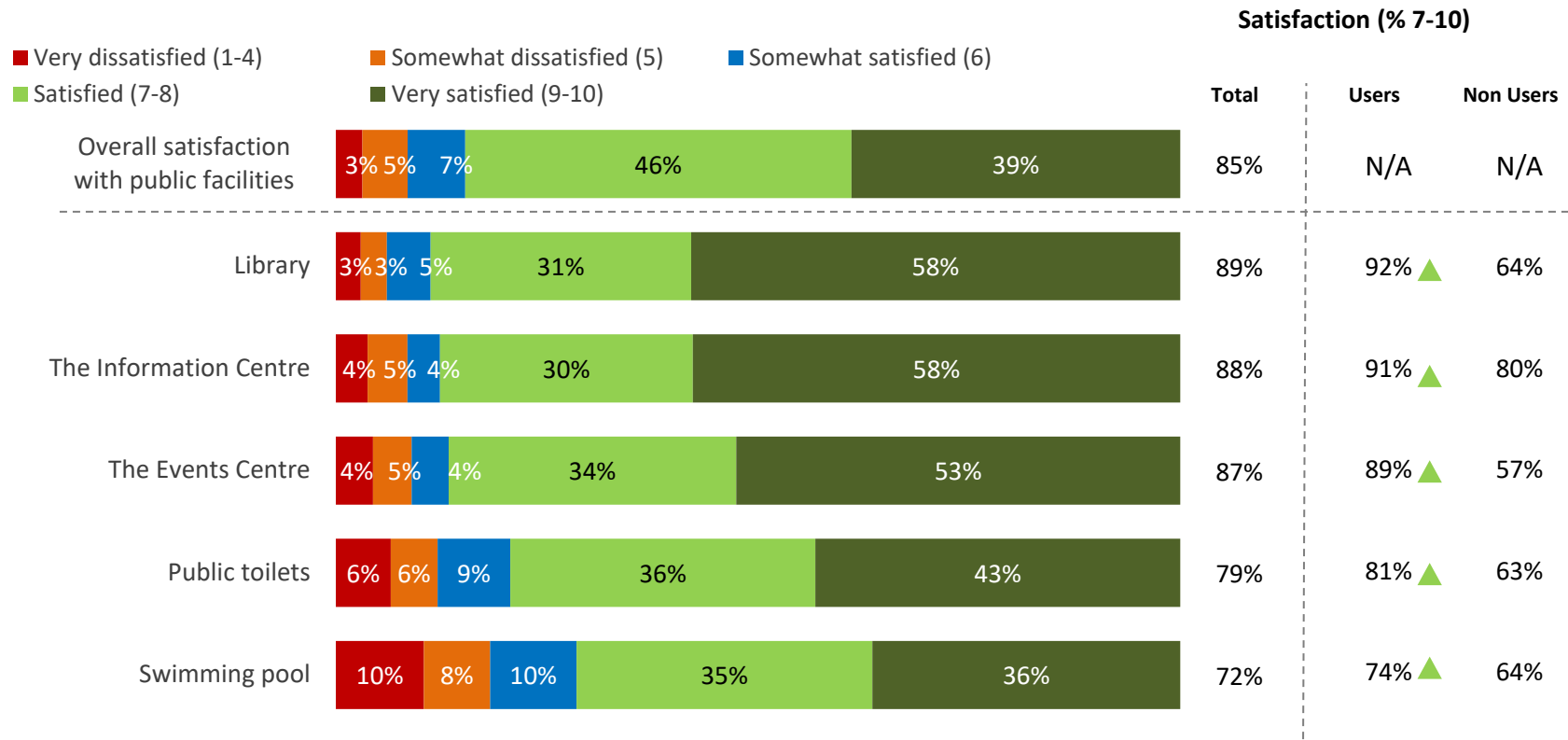


NOTES:
 1. Sample: n=1,061; Central n=318, North n=121, South n=252, West n=189, East n=146. Excludes 'Don't know' and missing responses.
 2. CF2: Thinking about these facilities, how would you rate your satisfaction with...?
 3. CF7: When you consider all the public facilities that are provided by Carterton District Council including how well they are maintained, the opening hours, and where applicable the cost to use these, how would you rate your overall satisfaction with the public facilities that are provided?

▲ Significantly higher
 ▼ Significantly lower

Facilities were rated significantly higher by residents who had used them within the past year

Public facilities



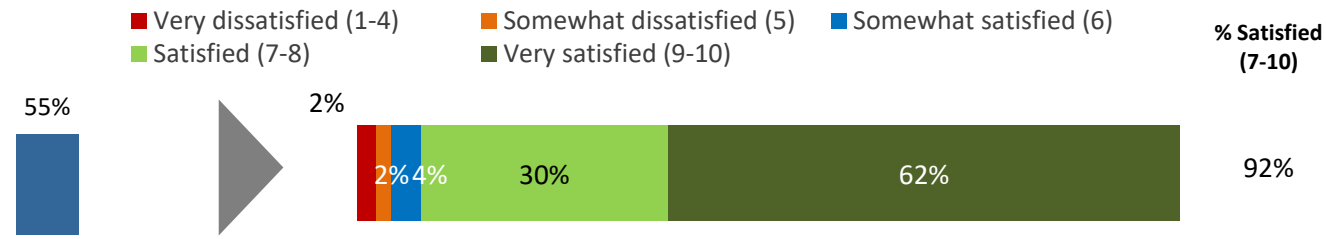
NOTES:
 1. Sample: n=1,061. Excludes 'Don't know' and missing responses.
 2. CF2: Thinking about these facilities, how would you rate your satisfaction with...?
 3. CF7: When you consider all the public facilities that are provided by Carterton District Council including how well they are maintained, the opening hours, and where applicable the cost to use these, how would you rate your overall satisfaction with the public facilities that are provided?

▲ Significantly higher
 ▼ Significantly lower

The majority (62%) of residents who visited the library during the past twelve months were ‘very satisfied’ with the facility

Public facilities: The library

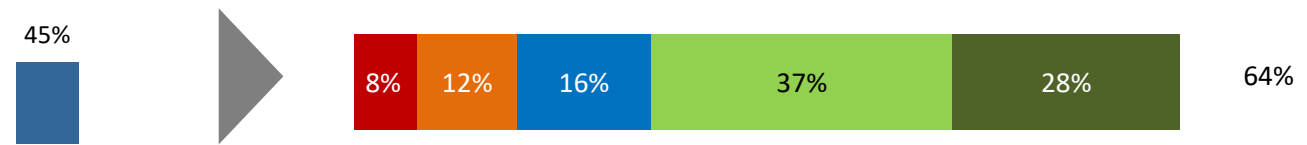
Visited in last 12 months



Satisfaction by ward (% 7-10)

Ward	Sample Size (n)	% Satisfied (7-10)
Central Town	n=217	95%
North Town	n= 75	89%
South Town	n= 143	91%
West Rural	n= 92	94%
East Rural	n=54	88%

Not visited in last 12 months



Ward	Sample Size (n)	% Satisfied (7-10)
Central Town	n=20*	62%
North Town	n= 10*	77%
South Town	n= 26*	80%
West Rural	n= 17*	67%
East Rural	n=9**	N/S

Scores exclude ‘don’t know’ responses. 82% of non-visitors provided a ‘don’t know’ response to this question.

*NB: Low base size <30
**Base <10, data not shown

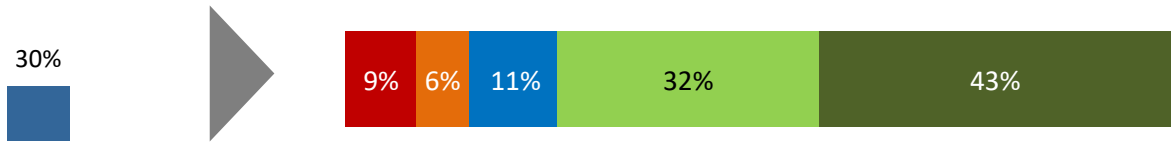
NOTES:
 1. Sample: n=1,061, visited n=586, not visited n=475; Central n=318, North n=121, South n=252, West n=189, East n=146. Excludes ‘Don’t know’ and missing responses.
 2. CF1: Which of the following facilities have you visited in the last year?
 3. CF2: Thinking about these facilities, how would you rate your satisfaction with...?

Swimming pool users from East Rural areas are less satisfied than users from other areas

Public facilities: Swimming pool

Visited in last 12 months

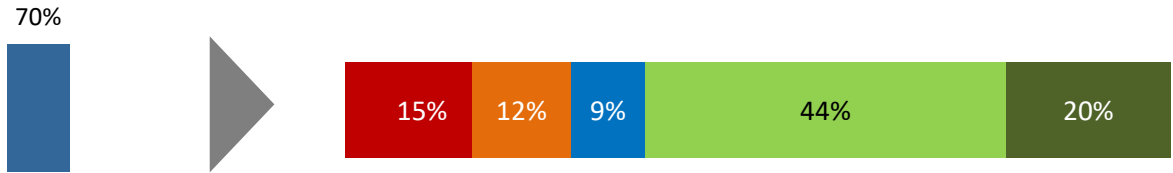
■ Very dissatisfied (1-4)
 ■ Somewhat dissatisfied (5)
 ■ Somewhat satisfied (6)
 ■ Satisfied (7-8)
 ■ Very satisfied (9-10)



Satisfaction by ward (% 7-10)

% Satisfied (7-10)	Central Town n=93	North Town n=38	South Town n=72	West Rural n=43	East Rural n=30
	80% ▲	72%	74% ▲	83% ▲	52% ▼

Not visited in last 12 months



% Satisfied (7-10)	Central Town n=43	North Town n=17*	South Town n=30	West Rural n=13*	East Rural n=15*
	69%	75%	72%	63%	34%

Scores exclude 'don't know' responses. 83% of non-visitors provided a 'don't know' response to this question.

*NB: Low base size <30

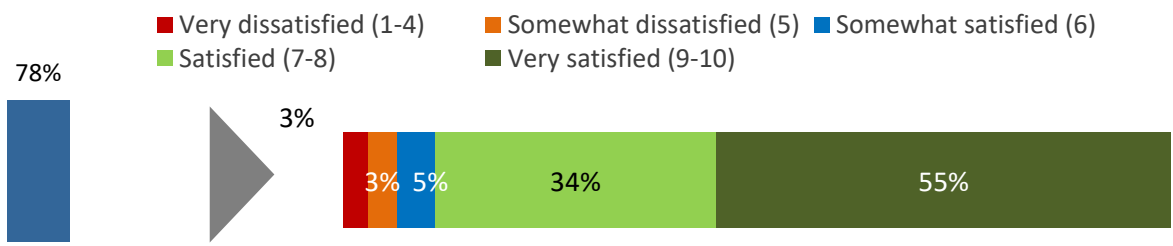
▲ Significantly higher
▼ Significantly lower

NOTES:
 1. Sample: n=1,061, visited n=318, not visited n=743; Central n=318, North n=121, South n=252, West n=189, East n=146. Excludes 'Don't know' and missing responses.
 2. CF1: Which of the following facilities have you visited in the last year?
 3. CF2: Thinking about these facilities, how would you rate your satisfaction with...?

The majority (55%) of residents who have visited the Events Centre over the past twelve months are 'very satisfied' with this facility

Public facilities: The Events Centre

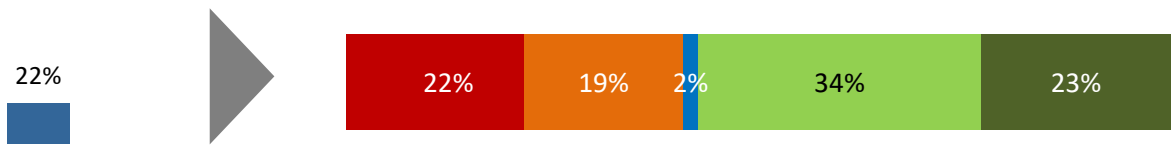
Visited in last 12 months



Satisfaction by ward (% 7-10)

% Satisfied (7-10)	Central Town n=250	North Town n=96	South Town n=191	West Rural n=137	East Rural n=106
89%	91% ▲	88%	91%	88%	83% ▼

Not visited in last 12 months



% Satisfied (7-10)	Central Town n=23*	North Town n=4**	South Town n=10*	West Rural n=8**	East Rural n=7**
57%	57%	N/S	44%	N/S	N/S

Scores exclude 'don't know' responses. 73% of non-visitors provided a 'don't know' response to this question.

*NB: Low base size <30
**Base <10, data not shown

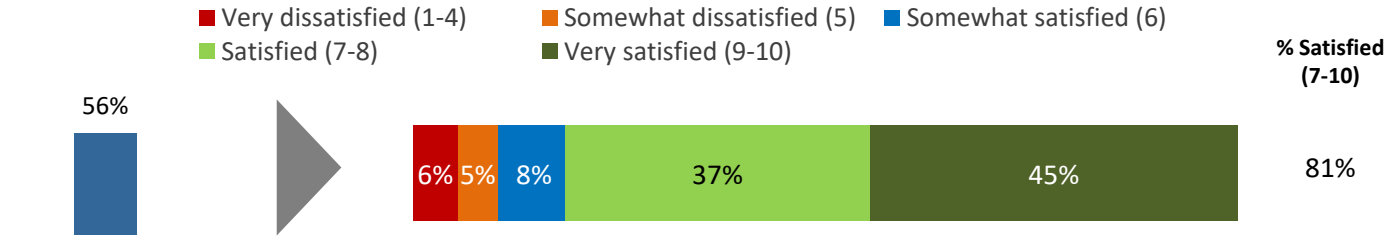
▲ Significantly higher
▼ Significantly lower

NOTES:
1. Sample: n=1,061, visited n=824, not visited n=237, Central n=318, North n=121, South n=252, West n=189, East n=146. Excludes 'Don't know' and missing responses.
2. CF1: Which of the following facilities have you visited in the last year?
3. CF2: Thinking about these facilities, how would you rate your satisfaction with...?

Overall, users of public toilets are satisfied with the facilities

Public facilities: Public toilets

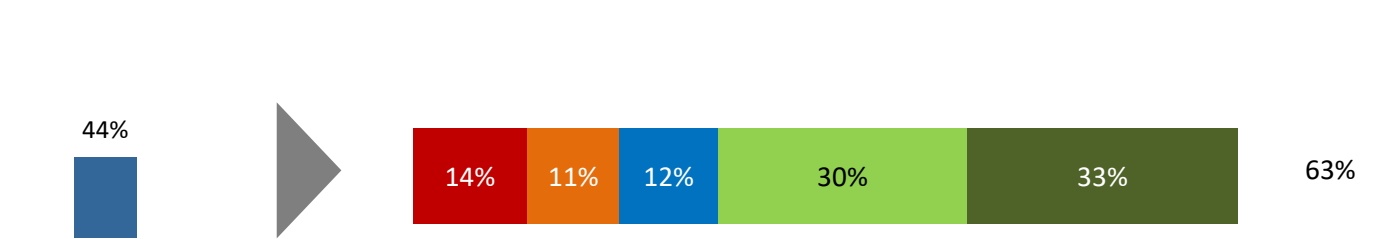
Visited in last 12 months



Satisfaction by ward (% 7-10)

Ward	Sample Size (n)	% Satisfied (7-10)
Central Town	n=176	86%
North Town	n=61	84%
South Town	n=135	80%
West Rural	n=97	82%
East Rural	n=76	71%

Not visited in last 12 months



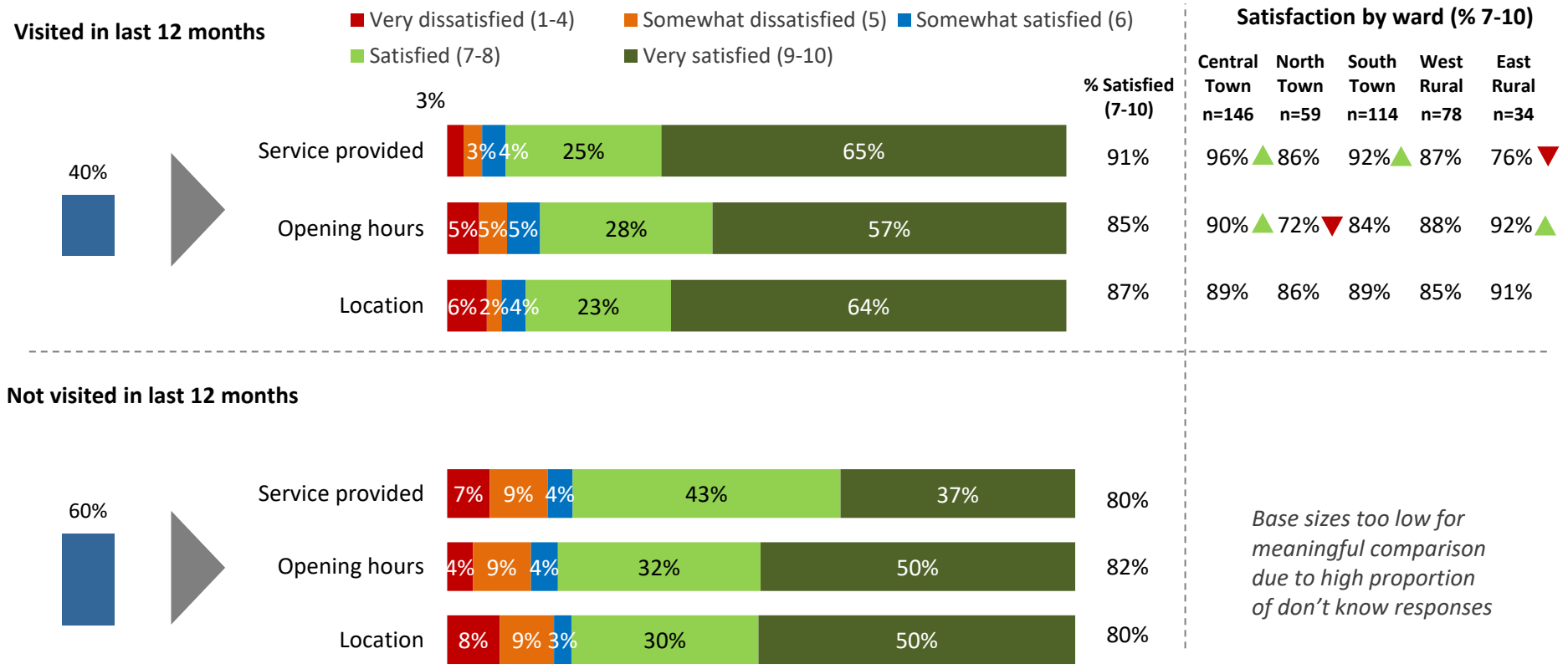
Ward	Sample Size (n)	% Satisfied (7-10)
Central Town	n=29*	72%
North Town	n=10*	56%
South Town	n=25*	67%
West Rural	n=9**	N/S
East Rural	n=9**	N/S

Scores exclude 'don't know' responses. 83% of non-visitors provided a 'don't know' response to this question.

*NB: Low base size <30
**Base <10, data not shown

The Information Centre is rated highly for service, opening hours and location

Public facilities: The Information Centre



NOTES:

- Sample: n=1,061, visited n=423, not visited n=638; Central n=318, North n=121, South n=252, West n=189, East n=146. Excludes 'Don't know' and missing responses.
- CF1: Which of the following facilities have you visited in the last year?
- CF2: Thinking about these facilities, how would you rate your satisfaction with...?
- CF3: The current hours of the Information Centre and the Events Centre are Monday–Friday 9.30am–5.00pm, Saturday 10.00am–4.00pm, and closed Sunday. How satisfied are you with these opening hours?
- CF4: The Information Centre is currently located at the Events Centre. How satisfied are you with the location of the Information Centre?

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While the library is the most used facility overall (61%), the information centre has the highest proportion of repeat visitation (38%)

Public facilities: The Events Centre

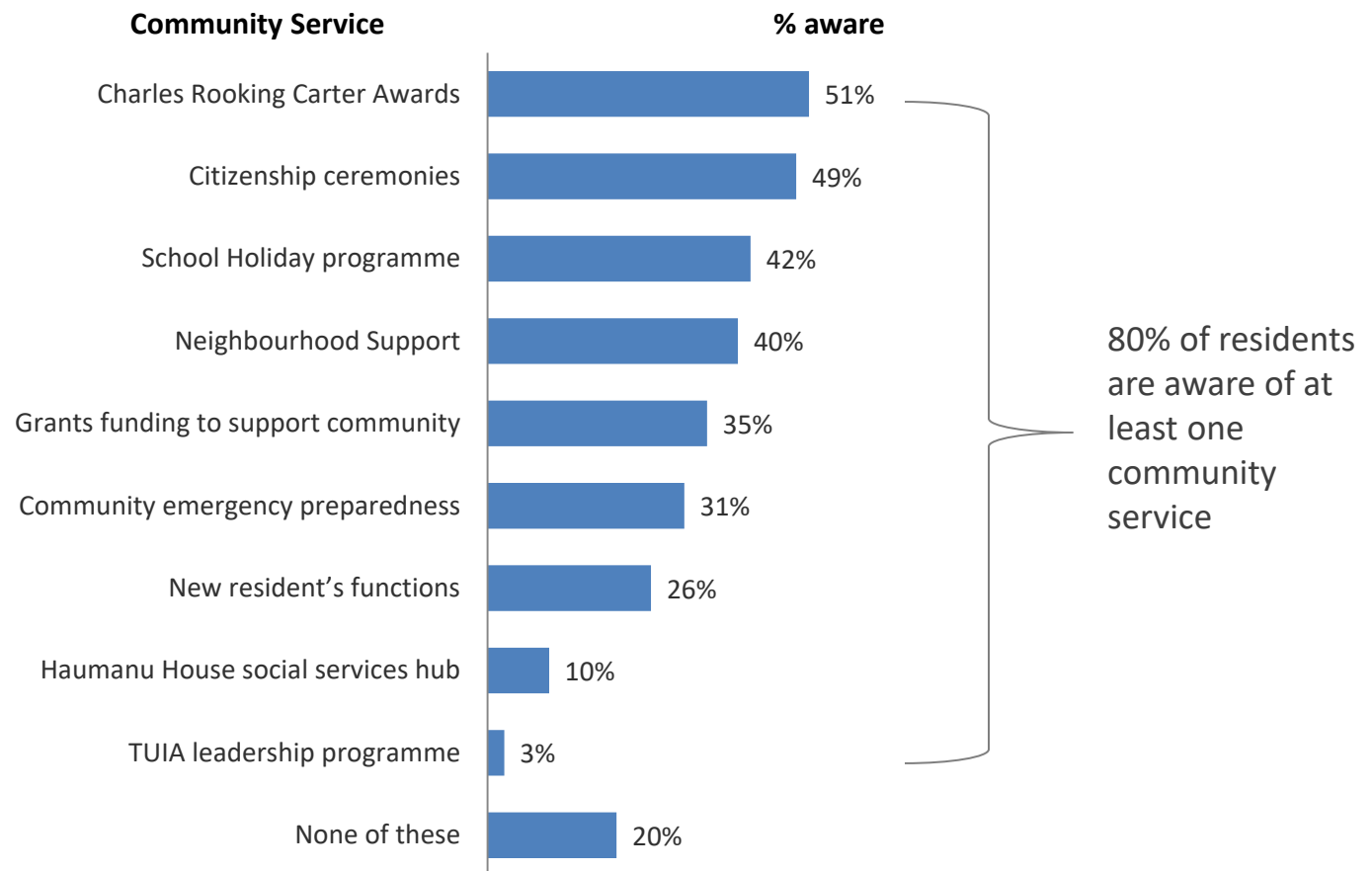
Facility	Frequency		% Used	% Used or visited in past 12 months										
	Once or twice	Three times or more		Age Group			Ethnicity		Ward					
				18-39	40-59	60+	Māori	Other	Central Town	North Town	South Town	West Rural	East Rural	
Library	37%	23%	61%	58%	60%	63%	53%	62%	72%▲	66%▲	63%▲	53%	46%▼	
Information Centre	12%	38%	50%	36%	53%	57%	48%	50%	58%	52%	55%	50%	25%▼	
Taratahi Auditorium	12%	22%	34%	26%	35%	38%	32%	34%	36%▲	44%▲	33%	32%	25%▼	
Meeting rooms	9%	18%	27%	18%	28%	34%	23%	28%	30%	25%	30%	26%	22%	
Plunket or Ron Wakelin Wing	5%	8%	8%	21%	4%	2%	16%	7%	7%	4%▼	10%▲	10%▲	9%	
Toy library	4%	8%	8%	16%	5%	4%	15%	7%	9%	2%▼	6%	8%	14%	
Rangatahi Hub / Youth Centre	4%	7%	7%	10%	8%	4%	11%	7%	9%	5%	10%	7%	5%	
Food bank	3%	5%	5%	6%	4%	3%	15%▲	3%	7%▲	1%▼	7%▲	4%	1%▼	

East rural residents are less likely to use the top three public facilities, which may be contributing to their lower perceptions of value for money



Eight out of ten residents (80%) are aware of at least one community service

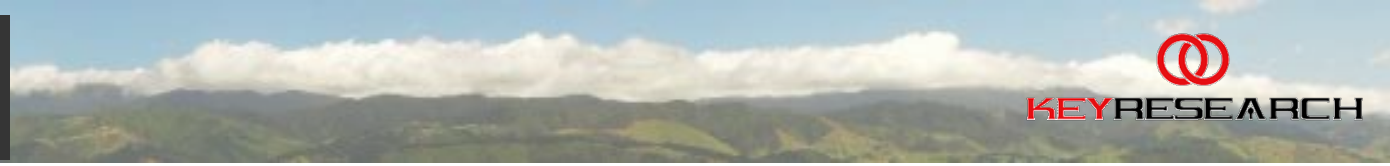
Community Services: Awareness



NOTES:
 1. Sample: n=1,061. Excludes missing responses.
 2. CF5: Of the following community services provided by the Council which are you aware of?

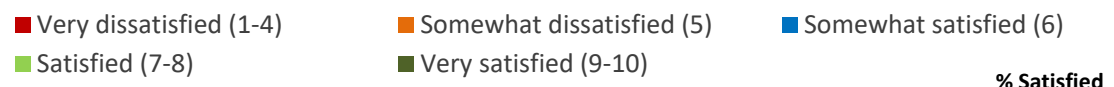


Satisfaction with other council services



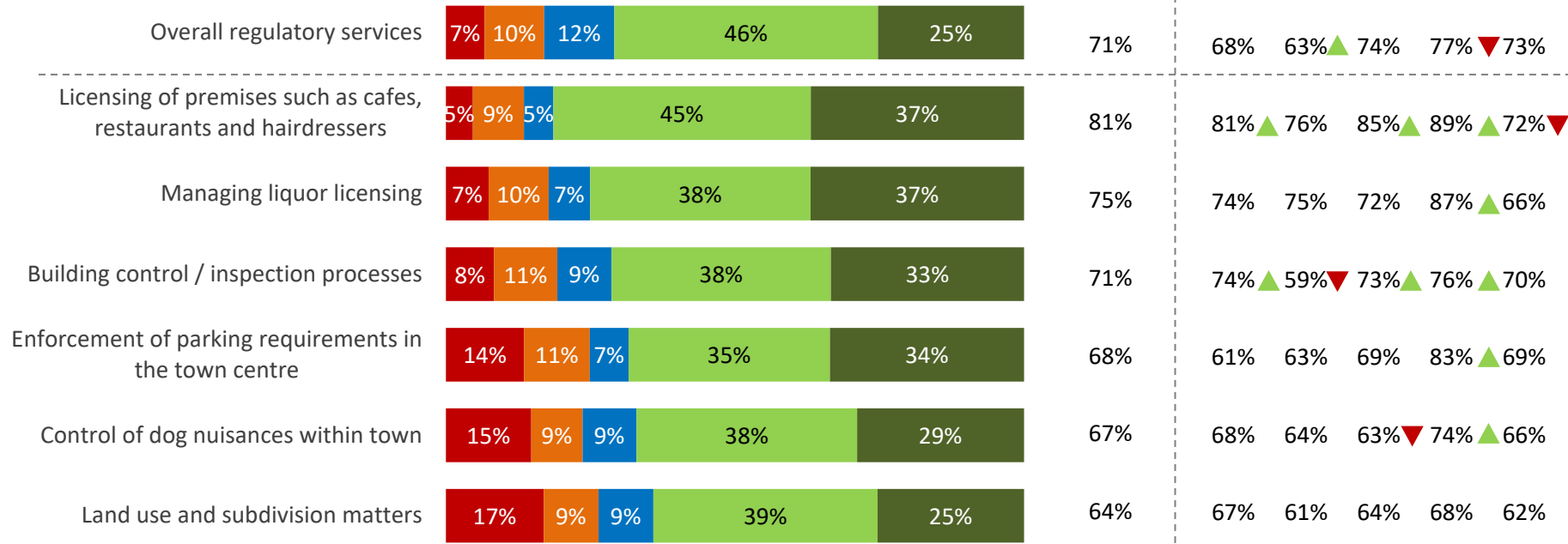
Land use and subdivision matters is the lowest scoring area within regulatory services

Regulatory services



Satisfaction by ward (% 7-10)

	Central Town	North Town	South Town	West Rural	East Rural
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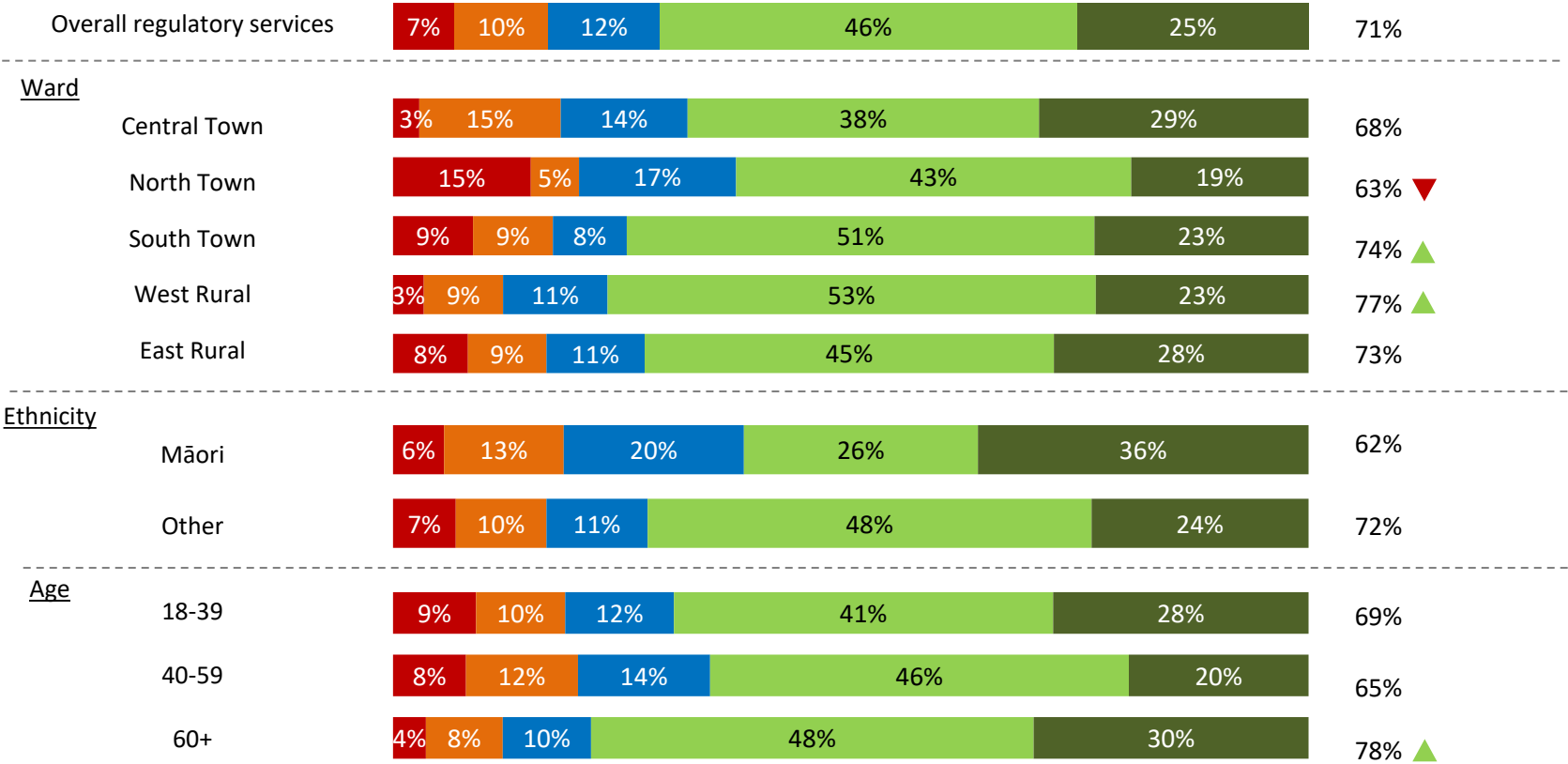
▲ Significantly higher
▼ Significantly lower

NOTES:
 1. Sample: n=1,061; Central n=318, North n=121, South n=252, West n=189, East n=146. Excludes 'Don't know' and missing responses.
 2. OS2: And how would you rate the Carterton District Council overall for how well it provides these types of regulatory services?
 3. OS1: Based on your experience and impressions, how would you rate the Council's performance in providing each of these services? Use the 1 to 10 scale where 1 means 'poor' and 10 means 'excellent'

Although Maori residents are less satisfied with regulatory services than others, a higher proportion of this group are 'very satisfied' (36% vs. 24%)

Regulatory services

■ Very dissatisfied (1-4)
 ■ Somewhat dissatisfied (5)
 ■ Somewhat satisfied (6)
 ■ Satisfied (7-8)
 ■ Very satisfied (9-10)
 % Satisfied (7-10)



NOTES:
 1. Sample: n=1,061; Central n=318, North n=121, South n=252, West n=189, East n=146; Māori n=56; All Others n=1,005; 18-39 n=145; 40-59 n=326; 60+ n=590.
 2. Excludes 'Don't know' and missing responses.
 3. OS2: And how would you rate the Carterton District Council overall for how well it provides these types of regulatory services?
 4. OS1: Based on your experience and impressions, how would you rate the Council's performance in providing each of these services? Use the 1 to 10 scale where 1 means 'poor' and 10 means 'excellent'.

▲ Significantly higher
 ▼ Significantly lower



Satisfaction with interactions



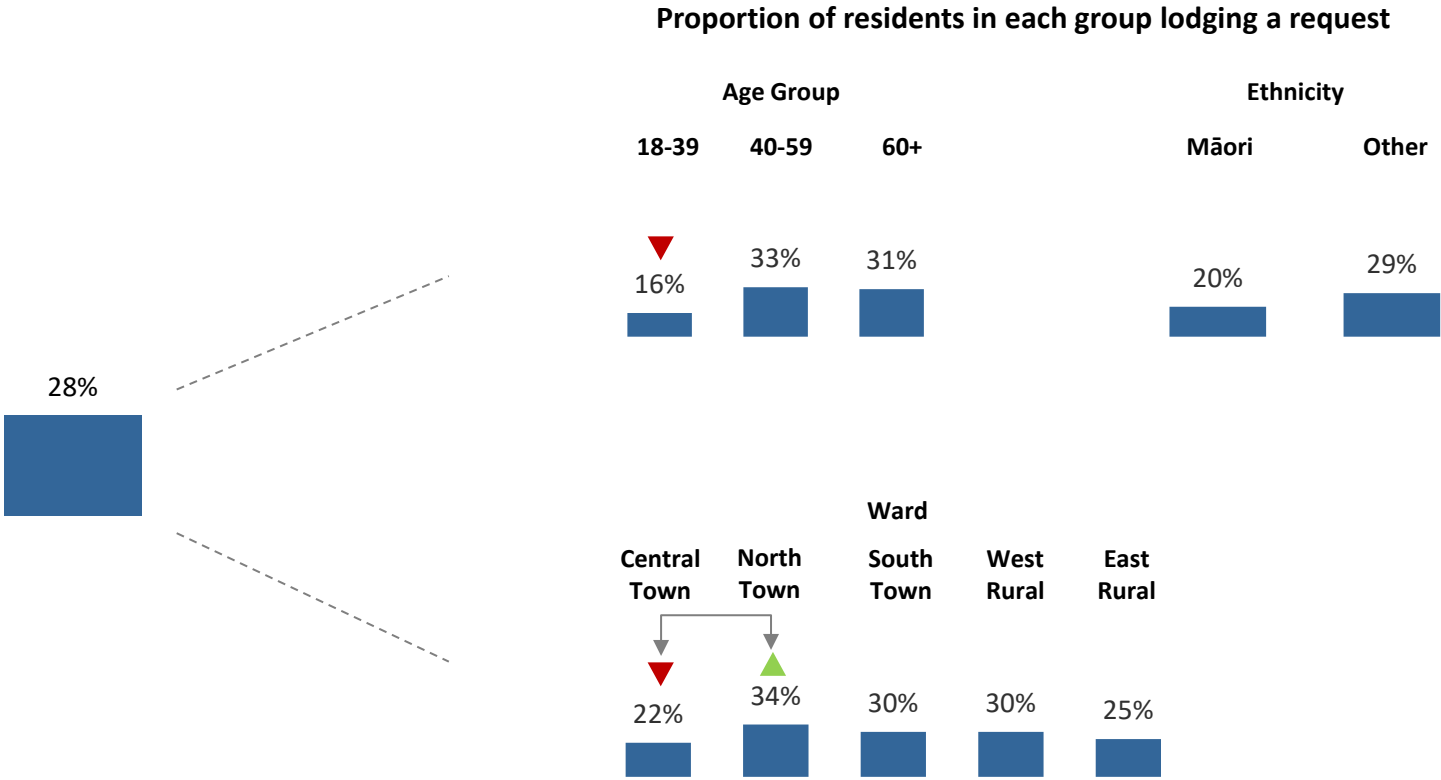
CARTERTON
DISTRICT COUNCIL



KEYRESEARCH

Overall, more than a quarter of residents (28%) have lodged a complaint or request for service during the past twelve months

Interactions: Requests for services and complaints

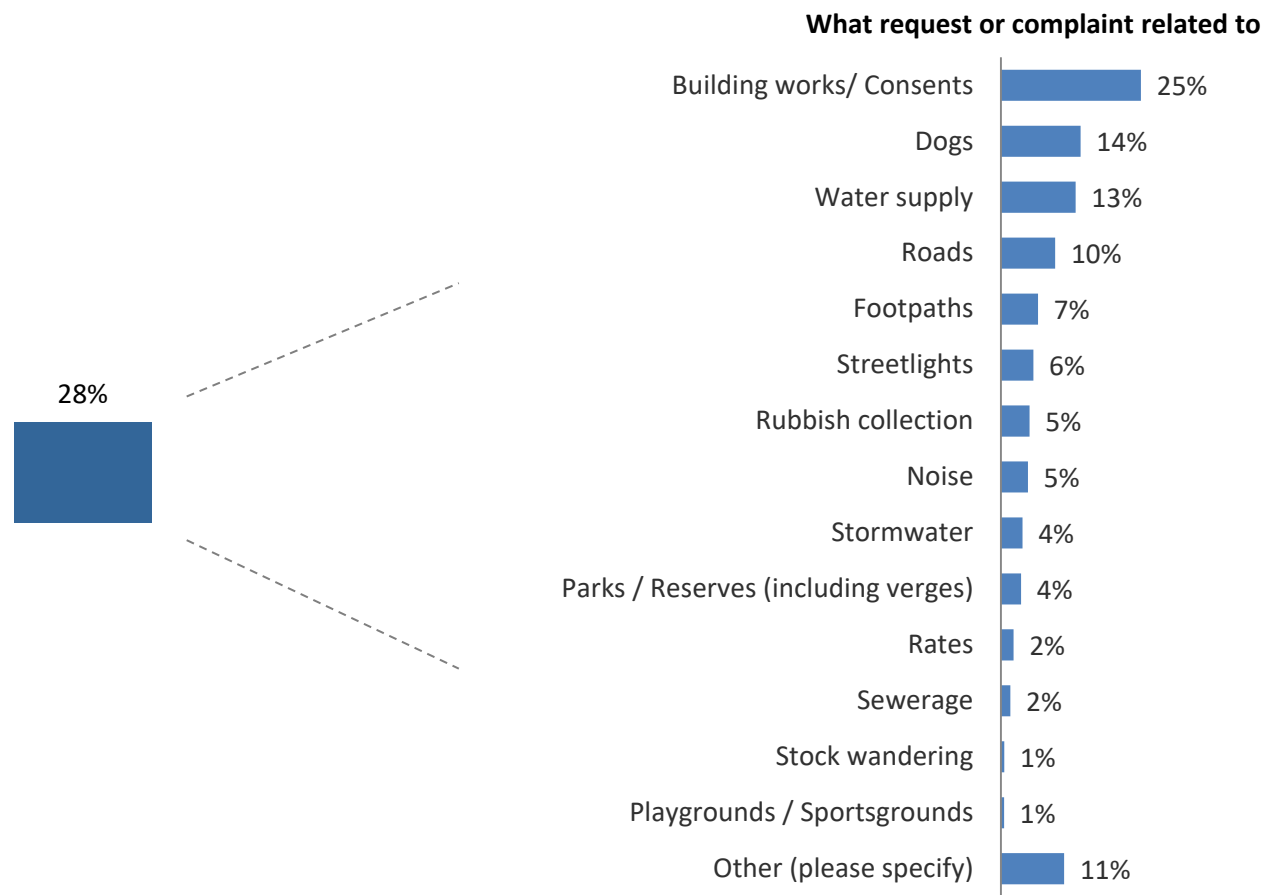


▲ Significantly higher
▼ Significantly lower

NOTES:
 1. Sample: n=1,061; Central n=318, North n=121, South n=252, West n=189, East n=146; Māori n=56; All Others n=1,005; 18-39 n=145; 40-59 n=326; 60+ n=590.
 2. Excludes 'Don't know' and missing responses.
 3. RS1: Have you made a request for service or a complaint about a Council service during the past 12 months?

Building works/consents accounted for the highest proportion of requests/complaints (25%)

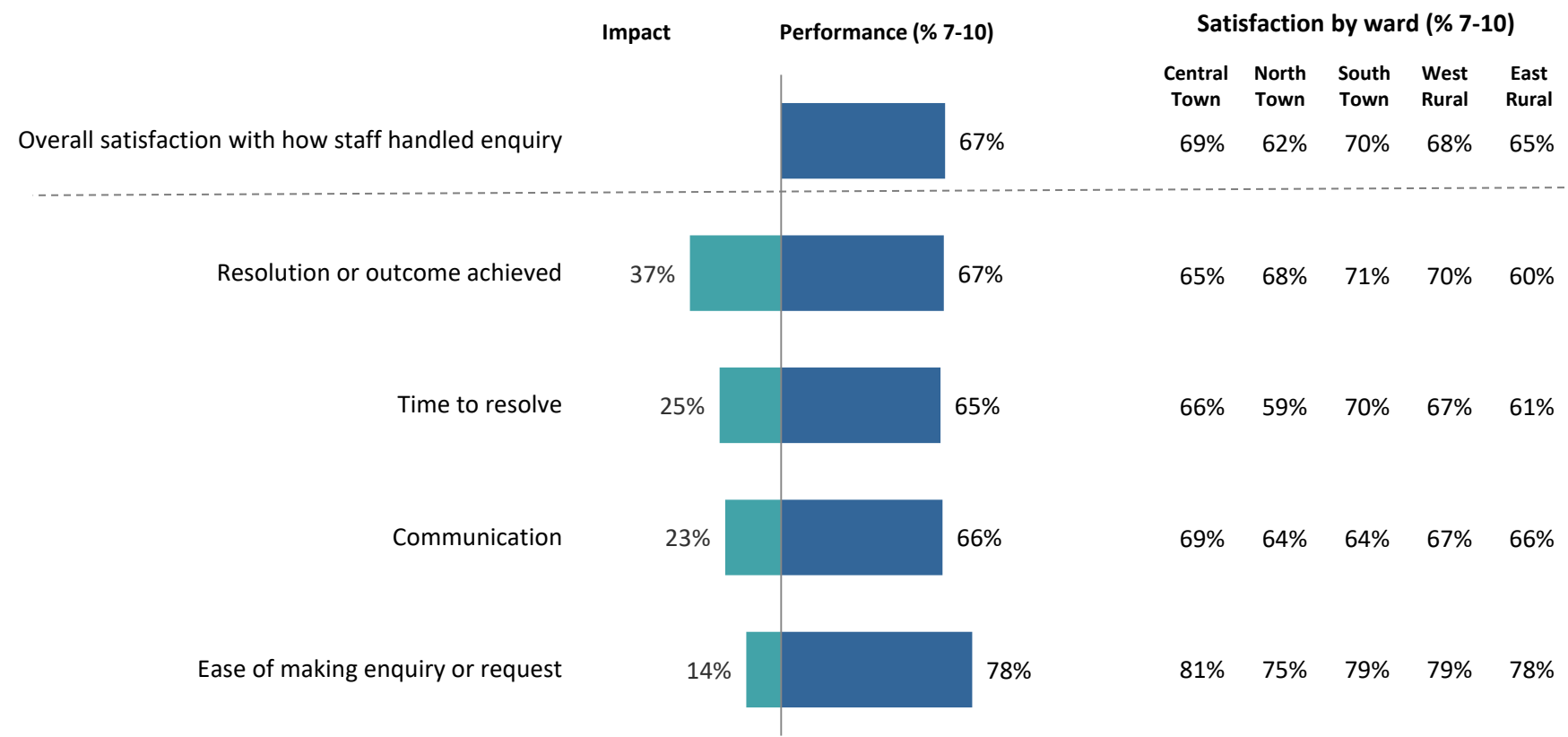
Interactions: Requests for services and complaints



NOTES:
 1. Sample: n=1,061; Made a request for service/complaint n=312; Did not make a request for service/complaint n=739. Excludes 'Don't know' and missing responses.
 2. RS1: Have you made a request for service or a complaint about a Council service during the past 12 months? [Multiple responses permitted]
 3. RS2: Thinking about your most recent request or complaint, what did it relate to?

The majority (67%) of residents were satisfied with how staff handled their enquiry

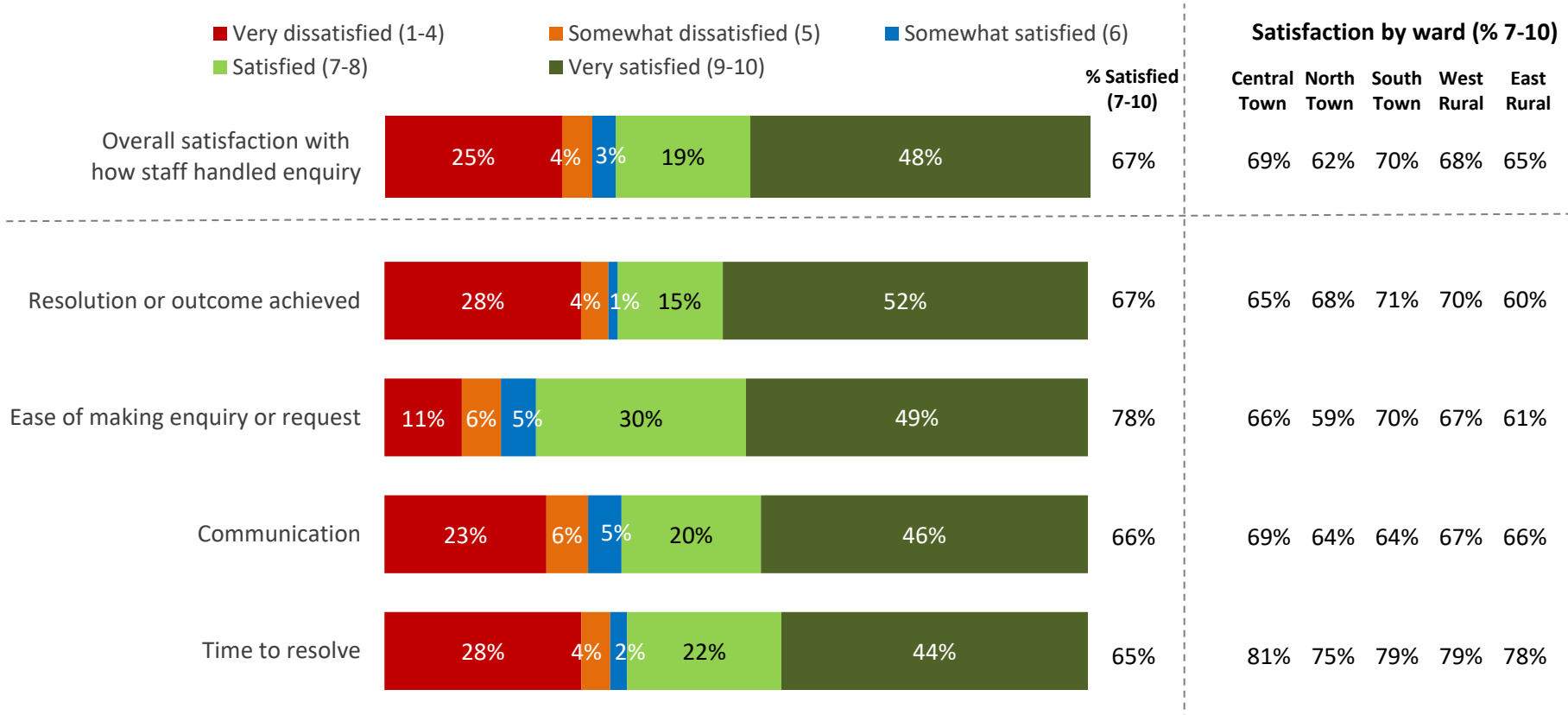
Interactions: Enquiries, requests for services and complaints



NOTES:
 1. Sample: n=312; Central n=79, North n=41, South n=77, West n=63, East n=40; Excludes 'Don't know' and missing responses.
 2. RS3: Thinking back to your most recent request, how would you rate your satisfaction with each of the following?

While the majority were satisfied overall, a notable proportion were ‘*very dissatisfied*’ with the outcome achieved (28%), time taken to resolve (28%), and communication (23%)

Interactions: Enquiries, requests



NOTES:
 1. n=312; Central n=79, North n=41, South n=77, West n=63, East n=40; Excludes ‘Don’t know’ and missing responses.
 2. RS3: Thinking back to your most recent request, how would you rate your satisfaction with each of the following?

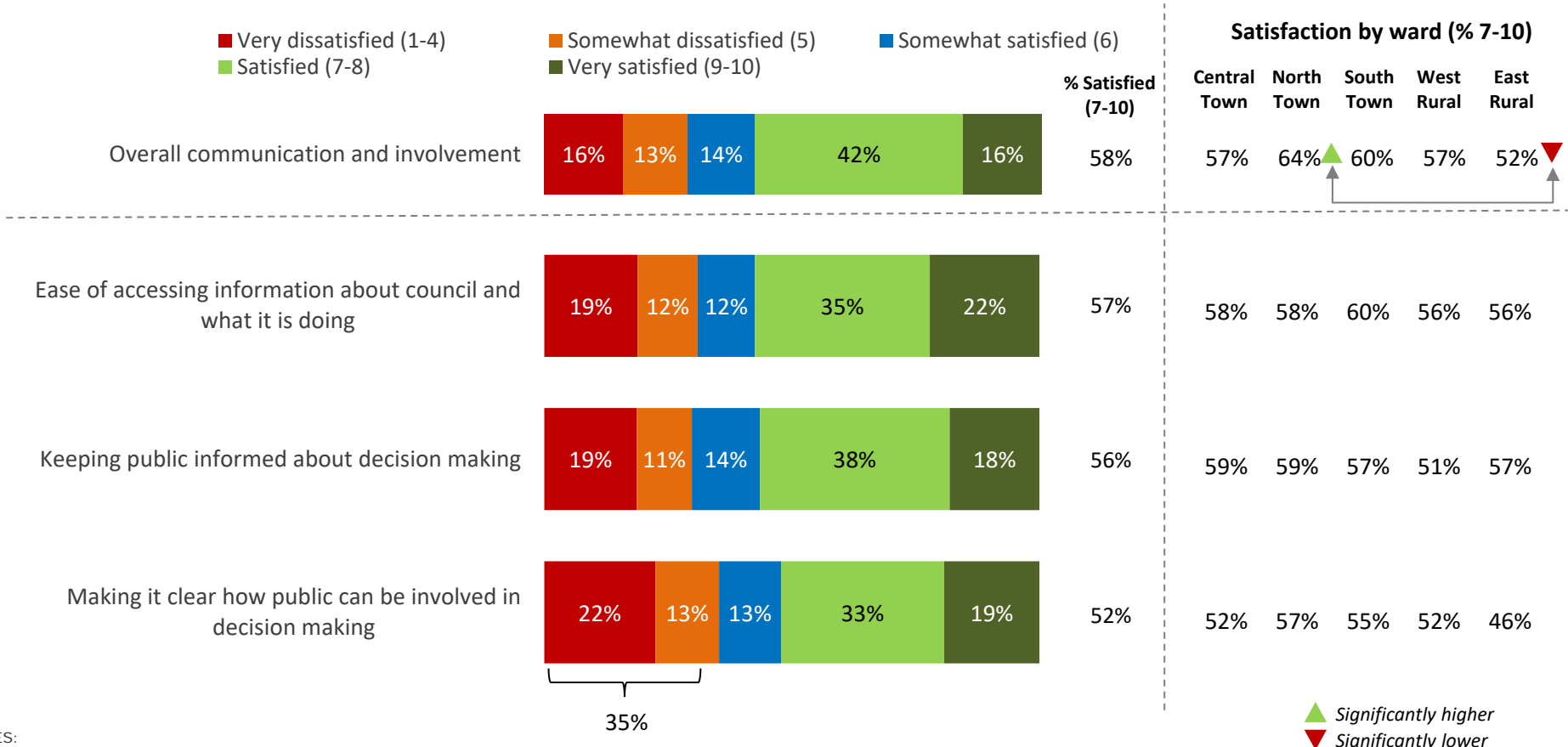


Communications



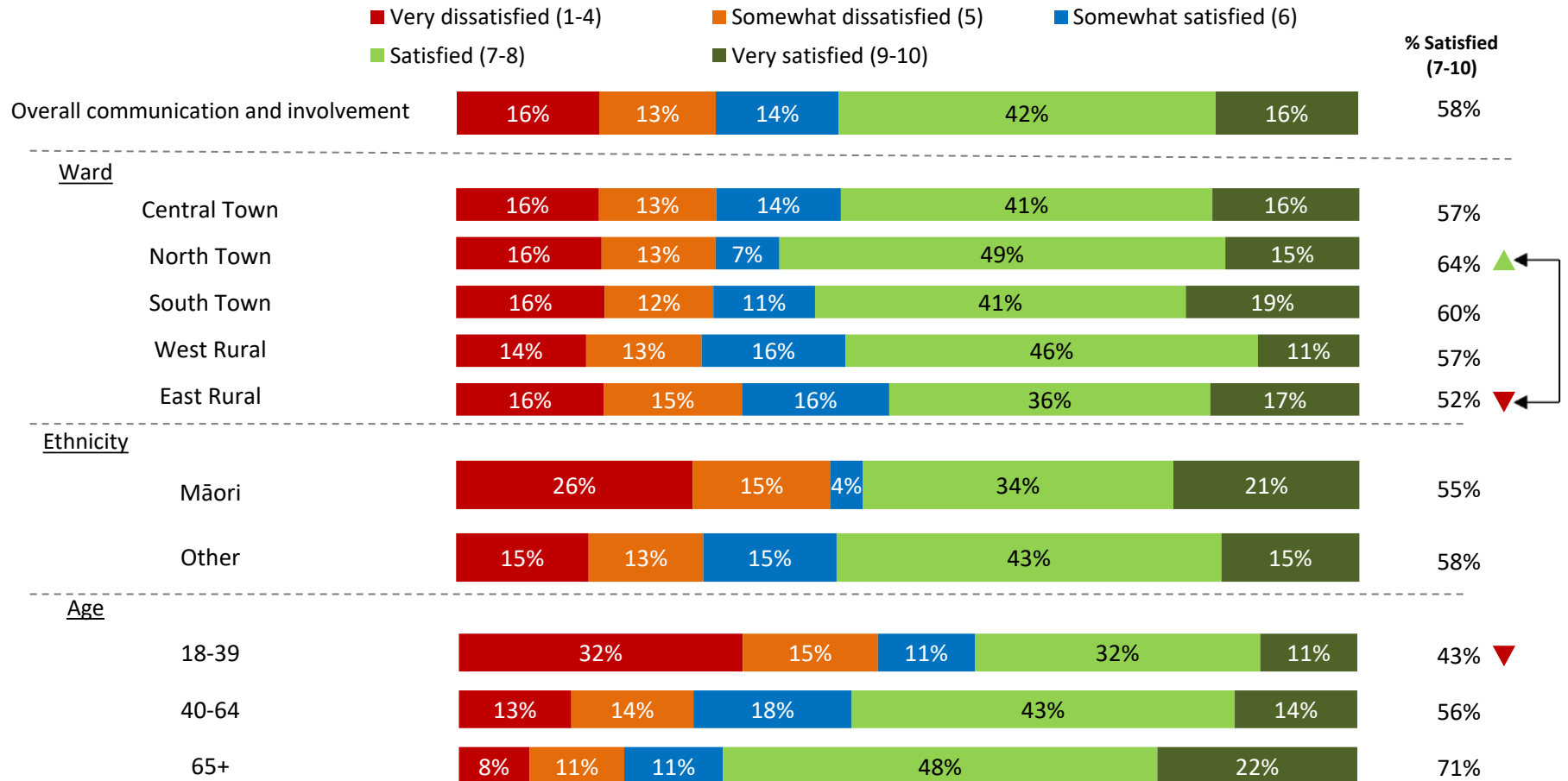
While residents are mostly satisfied (58%), more than a third (35%) would like greater clarity around how they can get involved with decision making

Communication and involvement



The age group 18-29 year olds are the least satisfied with how well Council keeps the public informed and involved in its decision making (43% satisfied)

Communication: Satisfaction with how well Council keeps residents informed and involved



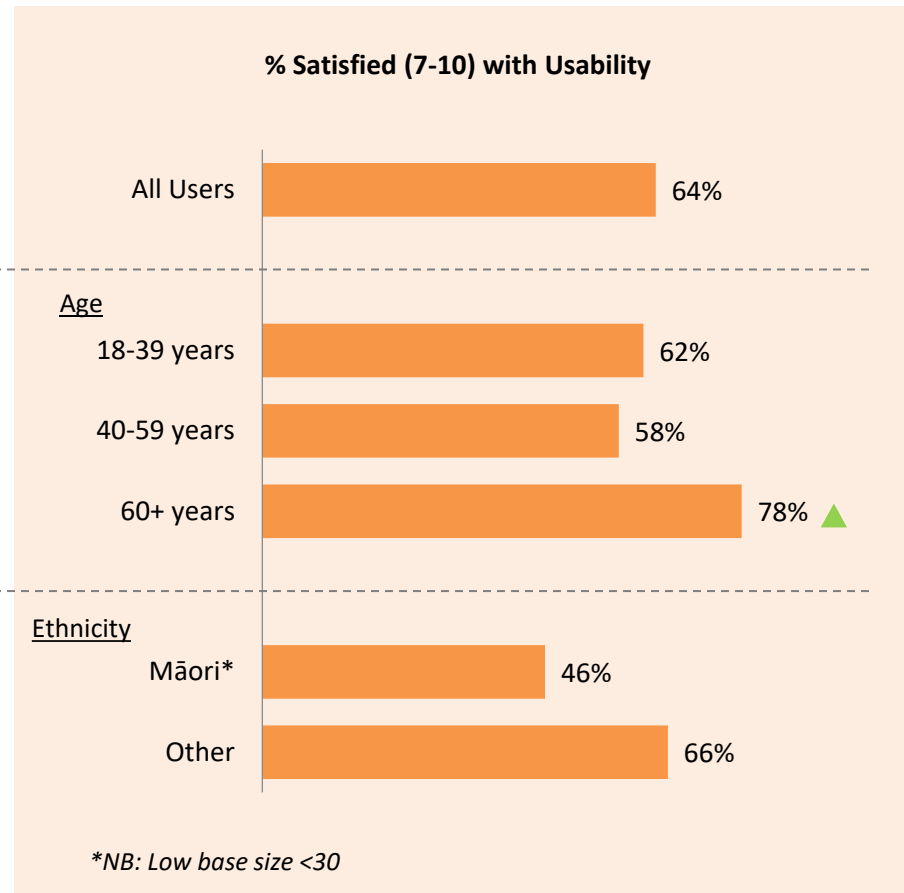
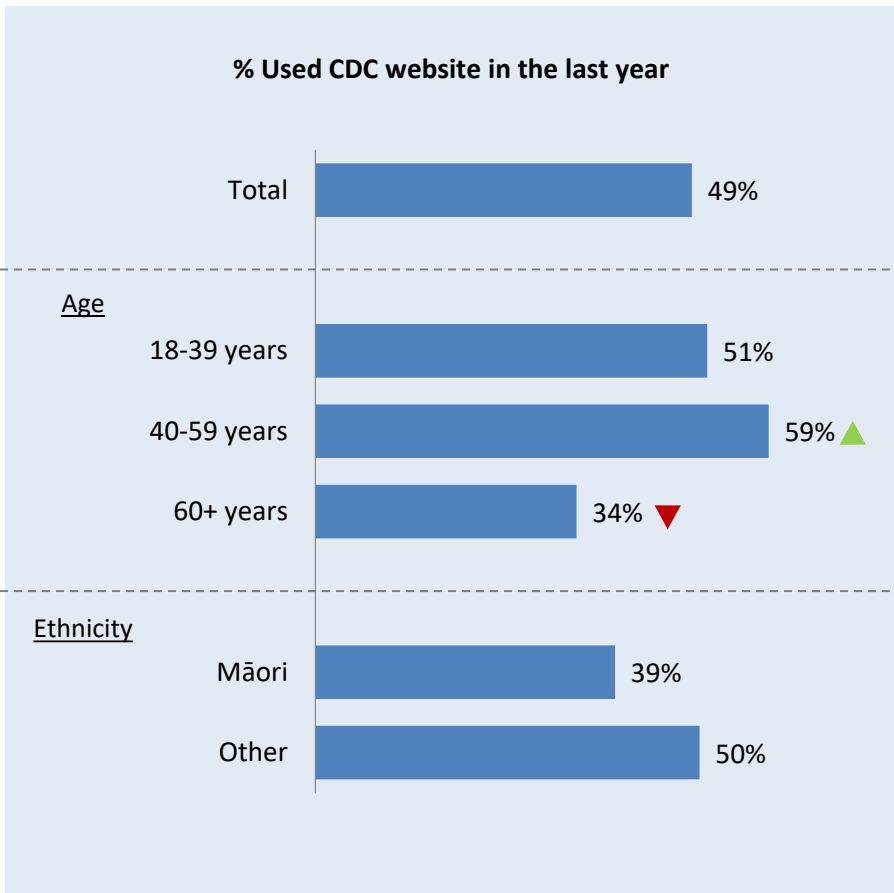
NOTES:

- Sample: n=1,061; Central n=318, North n=121, South n=252, West n=189, East n=146; Māori n=56; All Others n=1,005; 18-39 n=145; 40-59 n=326; 60+ n=590.
- Excludes 'Don't know' and missing responses.
- COM5: How would you rate Council overall for keeping the public informed and involved in its decision making?

▲ Significantly higher
▼ Significantly lower

While the over 60s is the age group least likely to have used the website (34%), they are the most satisfied with its usability (78%)

CDC Website: Usage and Satisfaction



NOTES:
 1. Total Sample: n=1,061; Central n=318, North n=121, South n=252, West n=189, East n=146; Māori n=56; All Others n=1,005; 18-39 n=145; 40-59 n=326; 60+ n=590.
 2. Website users sample: n=459; 18-39 n=77; 40-59 n=188; 60+ n=194; Māori n=18*; Other n=441; 18-39 n=78; 40-59 n=192; 60+ n=202. Excludes 'Don't know' and missing
 3. COM2: Have you used the Council website in the last year?
 4. COM3: How would you rate your level of satisfaction with the ease of navigating and using the Council website?

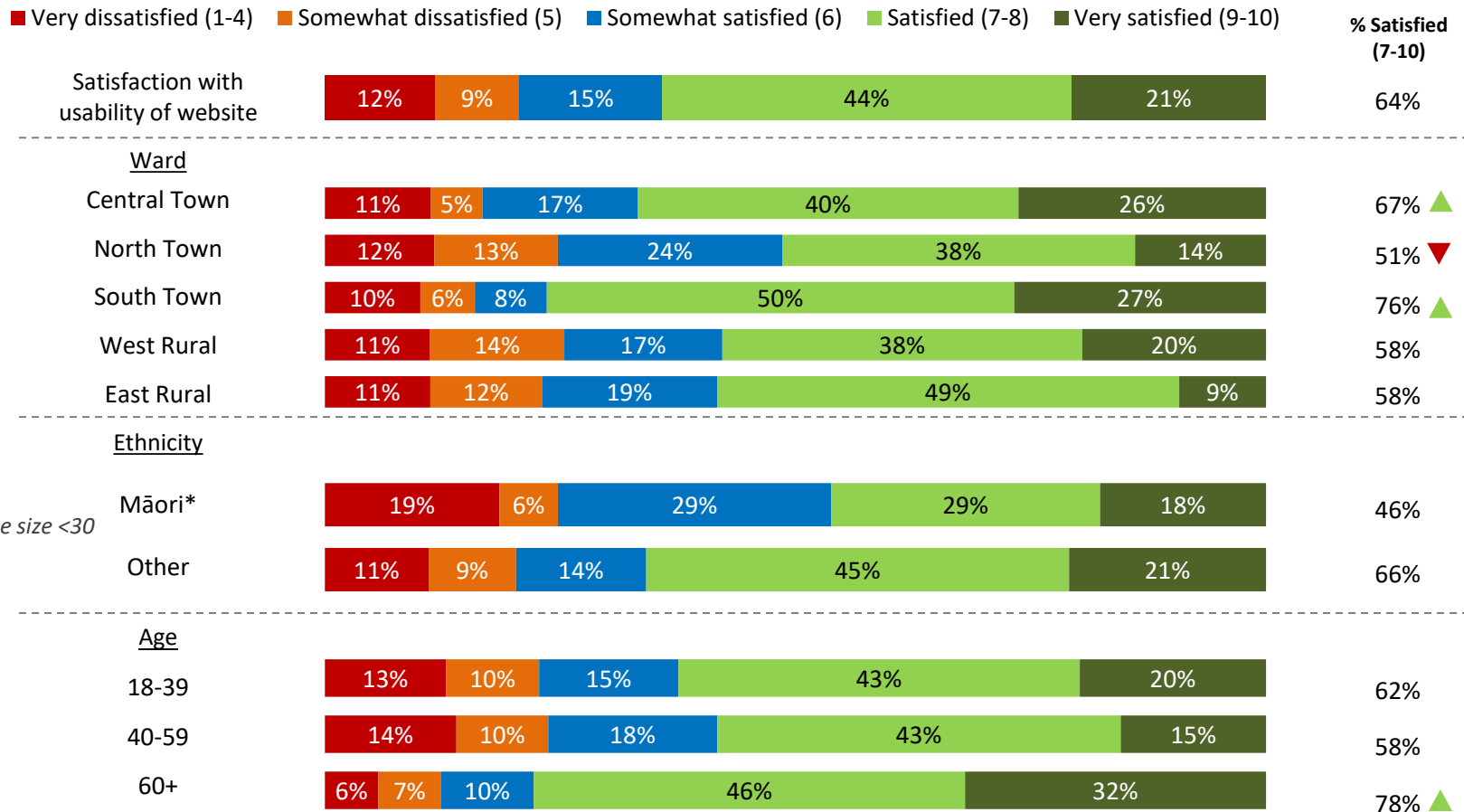
▲ Significantly higher
 ▼ Significantly lower

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Overall, two thirds of those who have used the website are satisfied with navigation and usability of the site

Communication: Usability of Council website – Users



*NB: Low base size <30

NOTES:

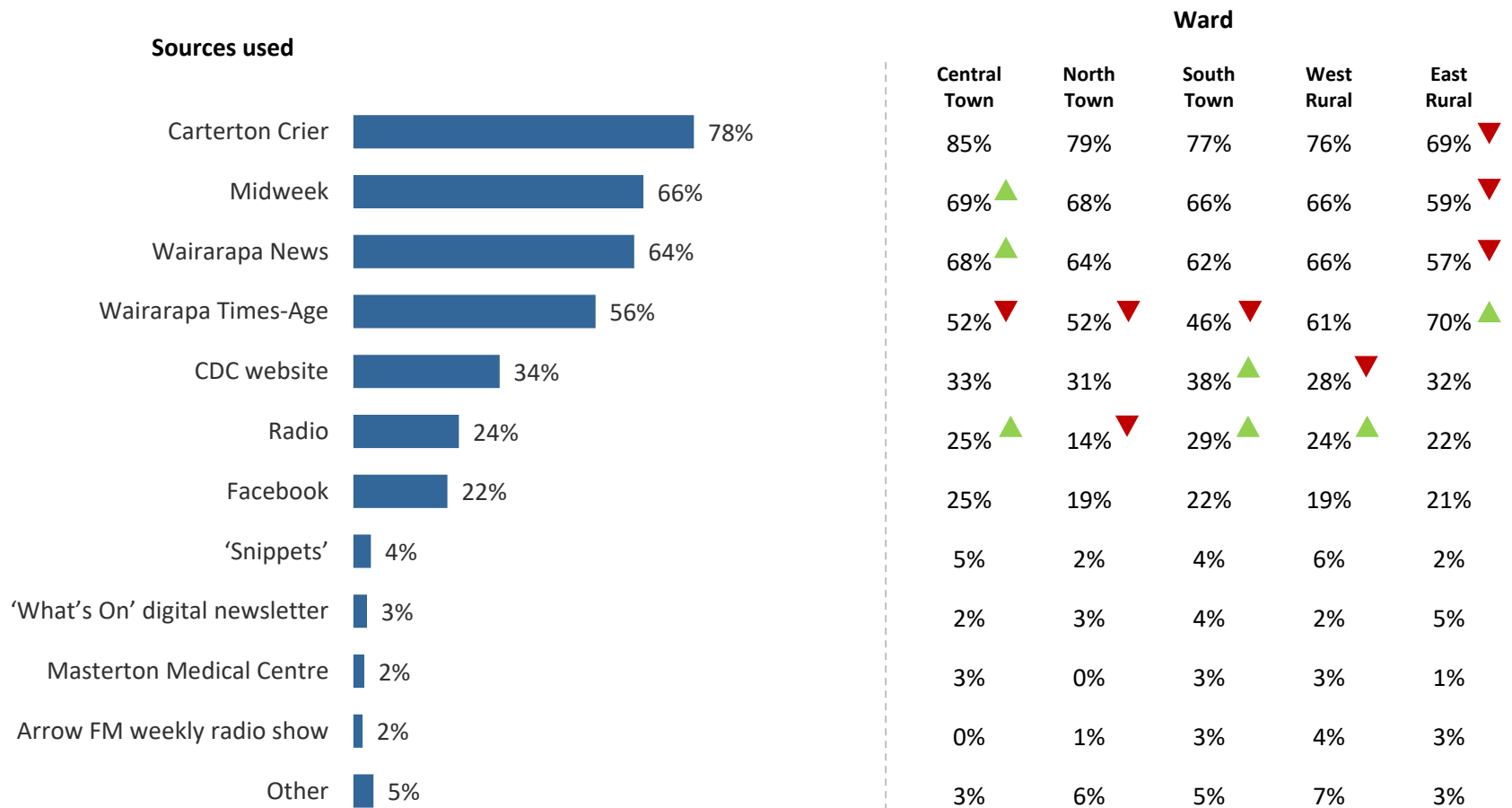
1. Sample: n=512; Central n=131, North n=52, South n=122, West n=94, East n=59; Māori n=21; Other n=451; 18-39 n=78; 40-59 n=192; 60+ n=202
2. Excludes 'Don't know' and missing responses.
3. COM3: How would you rate your level of satisfaction with the ease of navigating and using the Council website

▲ Significantly higher

▼ Significantly lower Page 69

The Carterton Crier is the source most relied upon to keep up-to-date with Council’s news and activities (78%) followed by the Midweek (66%) and the Wairarapa News (64%)

Communication: Sources used to keep up to date with Council



NOTES:

1. Sample: n=1,061; Central n=318, North n=121, South n=252, West n=189, East n=146. Excludes ‘Don’t know’ and missing responses.

2. COM4: How do you get information about council's news and activities?

▲ Significantly higher

▼ Significantly lower Page 70



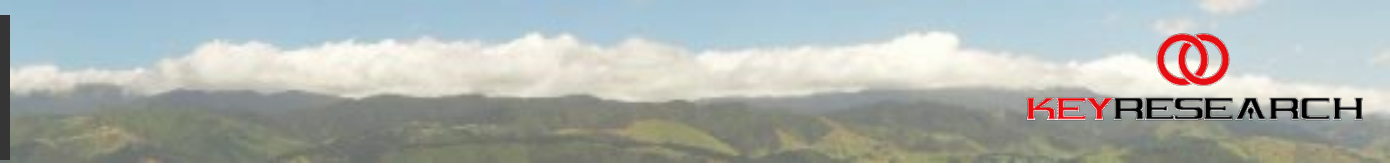
General comments



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DISTRICT COUNCIL

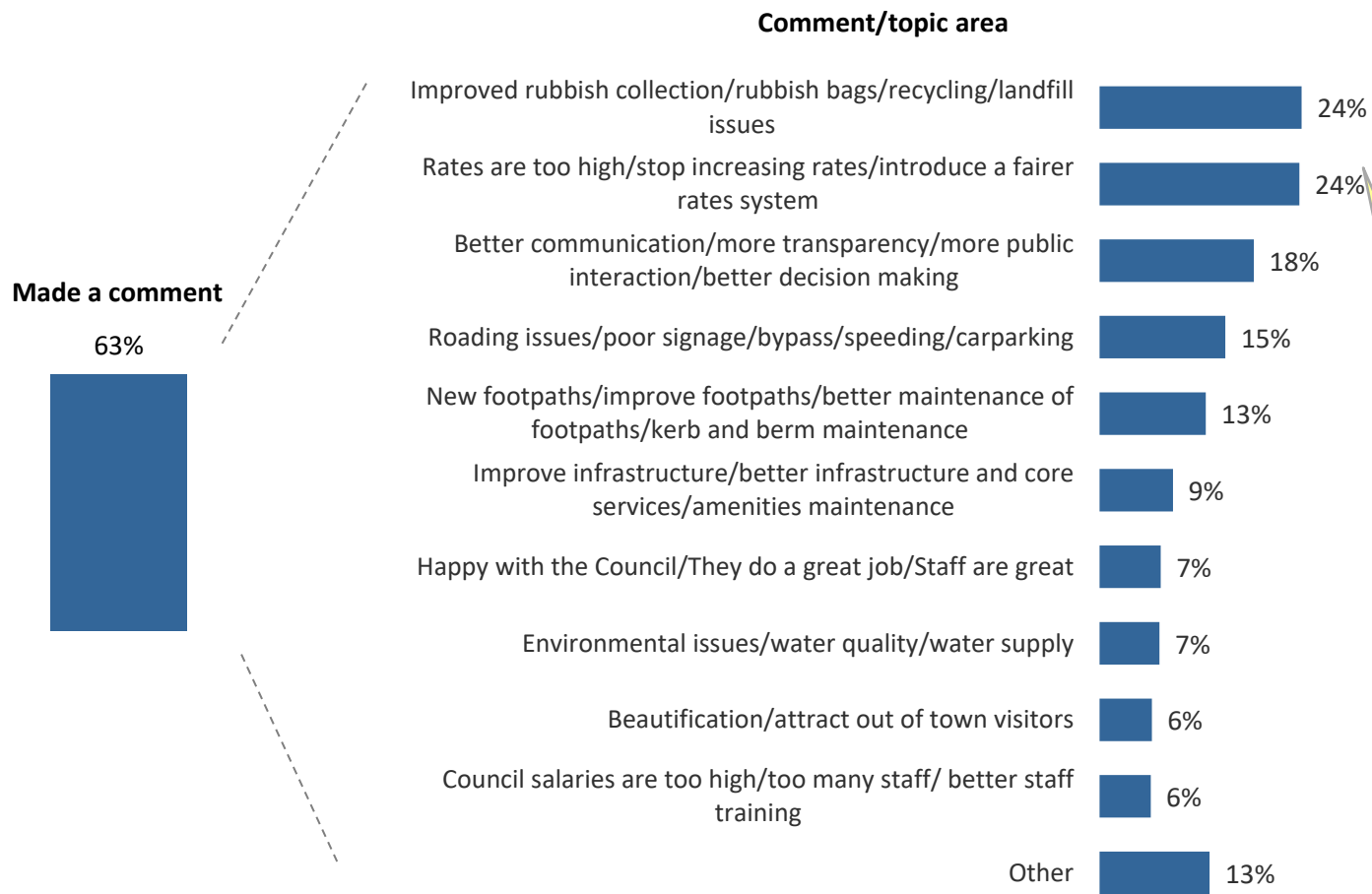


KEYRESEARCH



Service improvement relating to waste collection/disposal and concerns about rates are the two areas that residents most frequently mentioned when asked about potential improvements

General comments

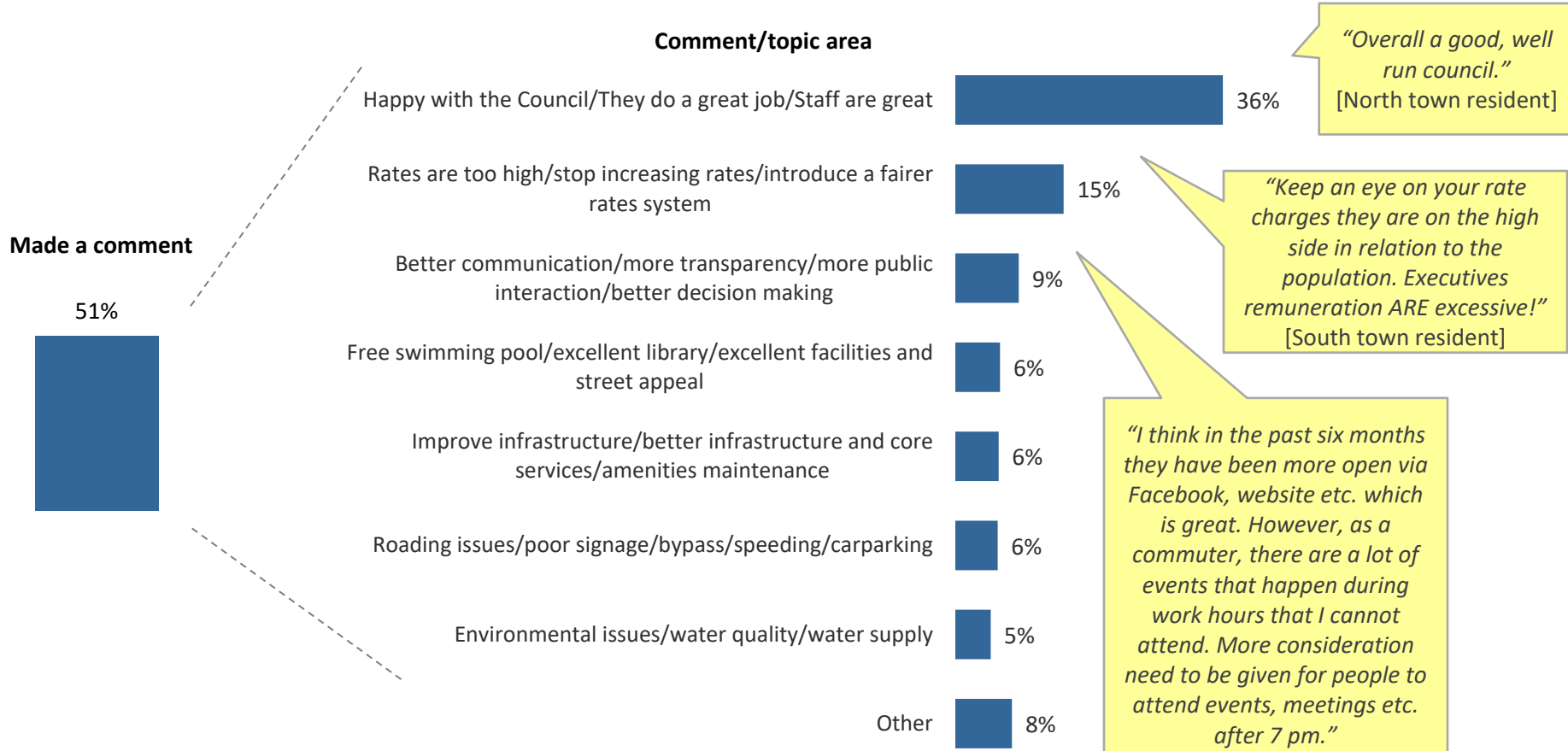


“Carterton rates are more than double the average rates in other NZ cities. If I lived by myself I could not afford to pay the rates and would have to move elsewhere.”
[Central town resident]

NOTES:
 1. Sample: n=1,061
 2. Excludes Don't know' and 'No comment' responses
 3. Responses <5% not shown
 4. OP2: How could the Council improve any of its services to residents and ratepayers?

Respondents who specifically commented about the Council were largely complimentary

General comments



NOTES:
 1. Sample: n=1,061
 2. Excludes Don't know' and 'No comment' responses
 3. Responses <5% not shown
 4. OP3: Are there any other comments that you would like to make about the Council?



Sample profile

Sample profile: Total n=1,061

Demographics

Age

	Weighted %	Sample size	
		Weighted	Unweighted
18-39	26%	278	145
40-59	39%	417	326
60+	34%	366	590

Ethnicity (Prioritised)

	Weighted %	Sample size	
		Weighted	Unweighted
Māori	11%	120	56
All others	89%	941	1005

Wards

	Weighted %	Sample size	
		Weighted	Unweighted
Central Town	28%	294	318
North Town	11%	112	121
South Town	25%	261	252
West Rural	19%	199	189
East Rural	16%	165	146
Other	3%	29	32

Completion Methodology

	Weighted %	Sample size	
		Weighted	Unweighted
Online	72%	765	721
Postal	28%	296	340



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