

**TASMAN DISTRICT COUNCIL
COMMUNITRAK™ SURVEY
MAY / JUNE 2012**

COMMUNITRAK™ SURVEY

PUBLIC PERCEPTIONS AND INTERPRETATIONS OF COUNCIL SERVICES/FACILITIES AND REPRESENTATION

PREPARED AS PART OF THE PUBLIC FEEDBACK PROGRAMME FOR:

TASMAN DISTRICT COUNCIL

MAY / JUNE 2012



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NB: Please note the following explanations for this report:

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

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

Arrows, whenever shown, depict a directional trend.

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

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

A. SITUATION AND OBJECTIVES

The mission statement for Tasman District Council reads:

To enhance community wellbeing and quality of life

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

Council has engaged a variety of approaches, both to seeking public opinion and to communicating its decisions and programmes to the people resident in the area. One of these approaches was to commission the National Research Bureau's Communitrak™ survey in October 1996, in September 1999, in October 2002, in October 2005, in June/July 2008, July/August 2009, June 2010, May/June 2011 and now again in May/June 2012.

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

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

* * * * *

B. COMMUNITRAK™ SPECIFICATIONS

Sample Size

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

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

Interviews were spread across the five Wards as follows:

| | |
|-----------------|------------|
| Lakes-Murchison | 40 |
| Golden Bay | 40 |
| Motueka | 99 |
| Moutere-Waimea | 100 |
| Richmond | 121 |
| Total | <u>400</u> |

Interview Type

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

Sample Selection

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

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

A target of interviewing 120 residents aged 18 to 44 years was also set.

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

Respondent Selection

Respondent selection within the household was also randomised, with the eligible person being the man/woman normally resident in the household, aged 18 years or over, who had the last birthday.

Call Backs

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

Sample Weighting

Weightings were applied to the sample data, to reflect the actual Ward, gender and age group proportions in the area as determined by the Statistics New Zealand 2006 Census data. The result is that the total figures represent the adult population's viewpoint as a whole across the entire Tasman District. Bases for subsamples are shown in the Appendix.

Where we specify a "base", we are referring to the actual number of respondents interviewed.

Survey Dates

All interviews were conducted from Friday 25th May to Wednesday 6th June 2012 (excluding Queen's Birthday).

Comparison Data

Communitrak™ offers to Councils the opportunity to compare their performance with those of Local Authorities across all of New Zealand as a whole (National Average) and with similarly constituted Local Authorities (Peer Group Average), through a National Survey of 1,003 residents carried out in November 2010.

The Communitrak™ service provides ...

- comparisons with a national sample of 1,003 interviews conducted in November 2010 (the National Average),
- comparisons with other provincial Council norms (the Peer Group Average).

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

Weightings have been applied to this comparison data to reflect the actual adult population in Local Authorities as determined by Statistics NZ 2006 Census data.

Comparisons With National Communitrak™ Results

Where survey results have been compared with Peer Group and/or National Average results from the November 2010 National Communitrak™ Survey, NRB has used the following for comparative purposes, for a sample of 400 residents:

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

Margin Of Error

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

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

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

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

The margin of error figures above refer to the **accuracy** of a result in a survey, given a 95 percent level of confidence. A 95 percent level of confidence implies that if 100 samples were taken, we would expect the margin of error to contain the true value in all but five samples. At the 95 percent level of confidence, the margin of error for a sample of 400 respondents, at a reported percentage of 50%, is plus or minus 4%.

Significant Difference

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

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

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

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

* * * * *



C. EXECUTIVE SUMMARY

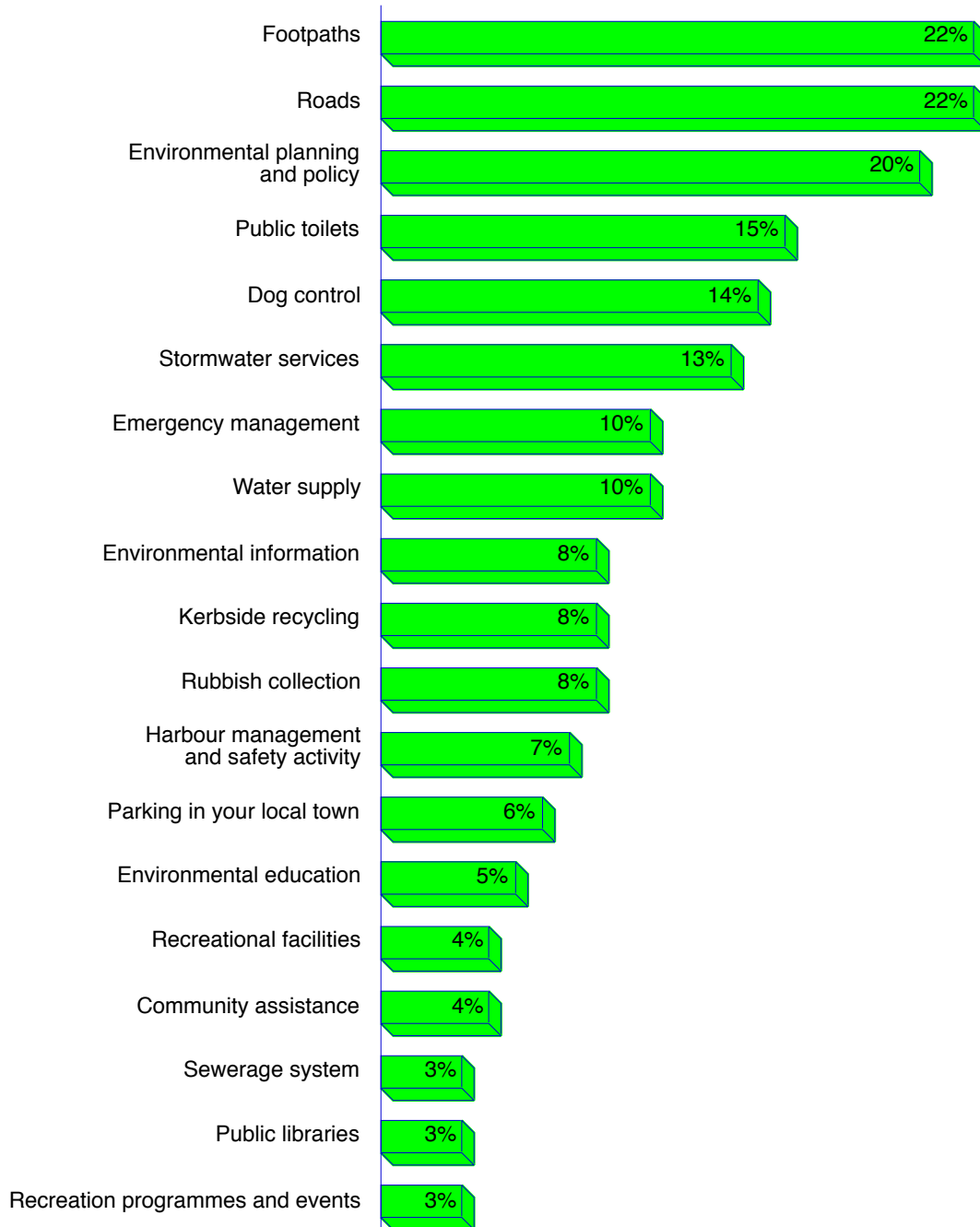
This report summarises the opinions and attitudes of Tasman District Council residents, to the services provided for them by their Council and their elected representatives.

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

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

COUNCIL SERVICES/FACILITIES

Percent Saying They Are Not Very Satisfied With ...



There are no instances where the percent not very satisfied in Tasman District is higher than the Peer Group and/or National Averages.

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

| | Tasman 2012 % | Peer Group % | National Average % |
|------------------------------|---------------------|--------------------|--------------------------|
| • public toilets | 15 | 16 | 20 |
| • water supply | 10 | 18 | 6 |
| • kerbside recycling | 8 | +16 | +13 |
| • rubbish collection | 8 | 13 | 10 |
| • parking in your local town | 6 | 15 | 31 |
| • sewerage system | 3 | 8 | 7 |

† these percentages are the readings for recycling in general

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

| | | | |
|---------------------------|----|-----|-----|
| • roads | 22 | *25 | *21 |
| • footpaths | 22 | 22 | 21 |
| • dog control | 14 | 17 | 16 |
| • stormwater services | 13 | 11 | 12 |
| • emergency management | 10 | 9 | 8 |
| • recreational facilities | 4 | **8 | **5 |
| • community assistance | 4 | 6 | 6 |
| • public libraries | 3 | 5 | 2 |

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

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

** these percentages are the **averaged** readings for sportsfields and playgrounds **and** parks and reserves, as these were asked separately in the 2010 National Communitrak™ Survey

Comparison Between 2011 and 2012 (Not Very Satisfied Reading)

| Service/Facility | 2012 % | 2011 % | Comparison |
|--|-----------|-----------|------------|
| Footpaths | 22 | 20 | = |
| Roads | 22 | 18 | = |
| Environmental planning and policy | 20 | 17 | = |
| Public toilets | 15 | 12 | = |
| Stormwater services | 13 | 13 | = |
| Emergency management | 10 | 11 | = |
| Water supply | 10 | 11 | = |
| Environmental information | 8 | 9 | = |
| Kerbside recycling | 8 | 9 | = |
| Rubbish collection | 8 | 8 | = |
| Harbour management and safety activity | 7 | 4 | = |
| Parking in your local town | 6 | 7 | = |
| Environmental education | 5 | 5 | = |
| Recreational facilities | 4 | 5 | = |
| Sewerage system | 3 | 5 | = |
| Public libraries | 3 | 5 | = |

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

Frequency Of Use - Council Services And Facilities

| | Usage In The Last Year | | |
|--------------------------------------|------------------------|--------------------|-----------------|
| | 3 times or more % | Once or twice % | Not at all % |
| Recreational facilities | 77 | 9 | 14 |
| Council's kerbside recycling service | 82 | - | 18 |
| Public library | 69 | 12 | 19 |
| Public toilets [†] | 47 | 23 | 29 |
| Dog control | 3 | 16 | 81 |

% read across

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

Recreational facilities, 86% and

Council's kerbside recycling service, 82%,

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

COUNCIL POLICY AND DIRECTION

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

43% of Tasman District have in mind a recent Council action, decision or management they **approve** of. This is similar to the Peer Group and National Averages and the 2011 reading.

The main actions/decisions mentioned are ...

- stance of amalgamation with Nelson/kept us informed, mentioned by 14% of all residents,
- the cycleway/bike trails, 8%,
- beautification/upgrades/upkeep of parks, reserves, public areas, 5%,
- do a good job/good service/good leadership, 3%,
- good consultation/communication/keep us informed/listen, 3%,
- river/flood management/improving stopbanks, 3%.

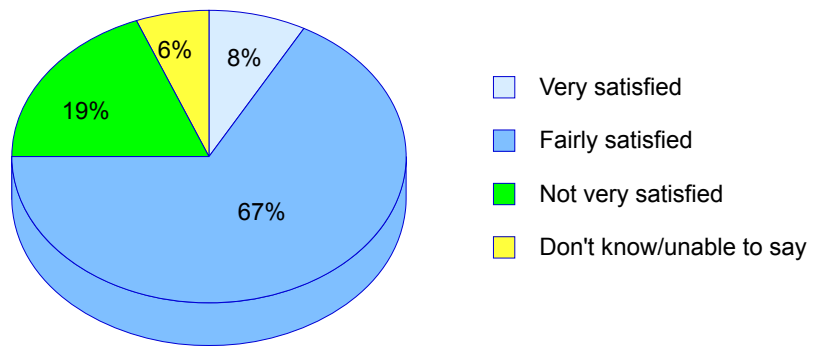
44% of residents have in mind a recent Council action, decision or management they **disapprove** of (51% in 2011). This is similar to the Peer Group Average and above the National Average.

The main actions/decisions mentioned are ...

- amalgamation issues, mentioned by 9% of all residents,
- rates increases/rates too high/rates issues, 4%,
- water supply issues, 4%,
- environmental issues/flooding, 4%.

RATES

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



The main reasons* given by those who are not very satisfied are ...

- Rates too high/ increases/ too high for services received/ not value for money, mentioned by 8% of all residents
- Money wasted/ not spent wisely/ excessive expenditure 5%
- Water supply issues 3%
- Unfair allocation of rates/ money/ not being spent in area 3%

* multiple responses allowed

CONTACT WITH COUNCIL

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

| | |
|-----------------------------|---------------------|
| A Councillor | 7% of all residents |
| The Council offices / staff | 79% |
| A Community Board member* | 5% |
| Depends on the matter | 2% |
| The Mayor | 1% |
| Don't know | 5% |

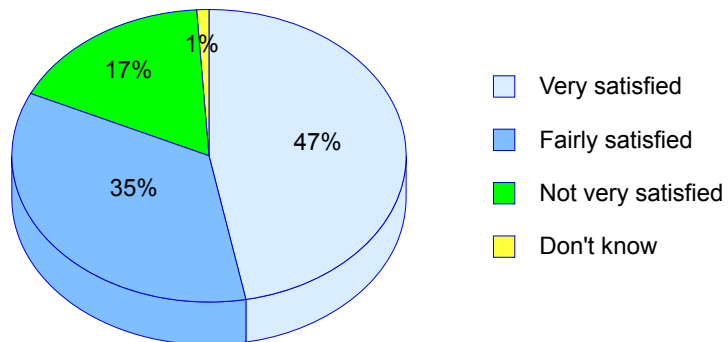
* only read out to Motueka and Golden Bay Ward residents
(does not add to 100% due to rounding)

Type Of Contact

42% of residents have contacted the Council offices in the last 12 months by phone (37% in 2011), with 47% contacting the Council offices in person (39% in 2011) and 6% contacting the Council offices in writing (9% in 2011). 12% of residents have contacted Council offices by email (9% in 2011) and one resident by Fix-O-Gram.

Overall, 66% of residents have contacted the Council offices in the last 12 months (56% in 2011).

Satisfaction With Service Received When Contacted The Council Offices



Base = 259

INFORMATION

Main Source Of Information About Council

| | | |
|--|-----|--------------------------------|
| Newsline - The Mag | 58% | of all residents (66% in 2011) |
| Newspapers | 27% | |
| Newsletter / TDC newsletter | 3% | |
| From other people / hearsay | 3% | |
| Personal contact | 2% | |
| Radio | 1% | |
| The Council's website | 1% | |
| Others | 2% | |
| Not aware of any | 1% | |
| (does not add to 100% due to rounding) | | |

Seen, Read Or Heard Information From Council

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

| | | |
|--|-----|--|
| Newsline - The Mag | 95% | of these residents [†] (95% in 2011) |
| Council advertisements in newspapers | 70% | (66% in 2011) |
| Long-Term Plan | 51% | (42% in 2011)** |
| The Annual Plan | 48% | (40% in 2011) |
| Information available from the Council offices or libraries | 37% | (40% in 2011) |
| Council advertisements on the radio | 36% | (35% in 2011) |

[†]Base = 379 (residents who have seen / read or heard
information from the Council)

** 2011 reading relates to '10 Year Plan' or 'Long-Term Council Community Plan'

Satisfaction With Recreation Publications

| | Very Satisfied % | Fairly Satisfied % | Very/Fairly Satisfied % | Not Very Satisfied % | Don't Know % |
|--|---------------------|-----------------------|------------------------------------|-------------------------|-----------------|
| Walk or Bike Tasman | 36 | 31 | 67 | 3 | 30 |
| Other recreation publications [†] | 31 | 33 | 64 | 3 | 34 |

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

Internet Publications

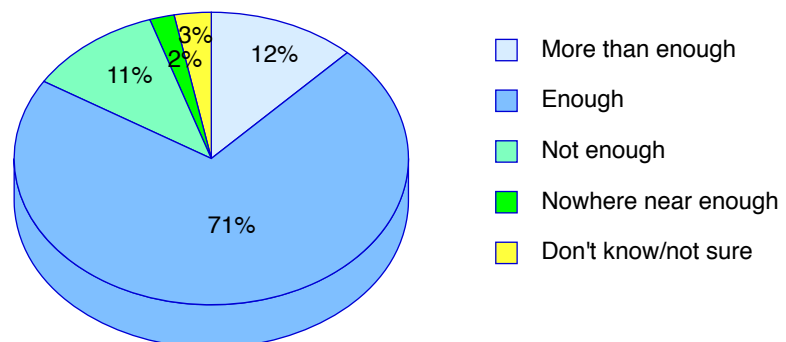
87% of residents say they have access to the internet.

Usage

| | Yes % | No % |
|-------------------------|----------|---------|
| Council's website | 49 | 51 |
| Council's Facebook page | 2 | 98 |
| Council's Twitter site | 1 | 99 |

Base = 334 (residents who have access to the internet)

Sufficiency Of Information Supplied By Council



(Does not add to 100% due to rounding)

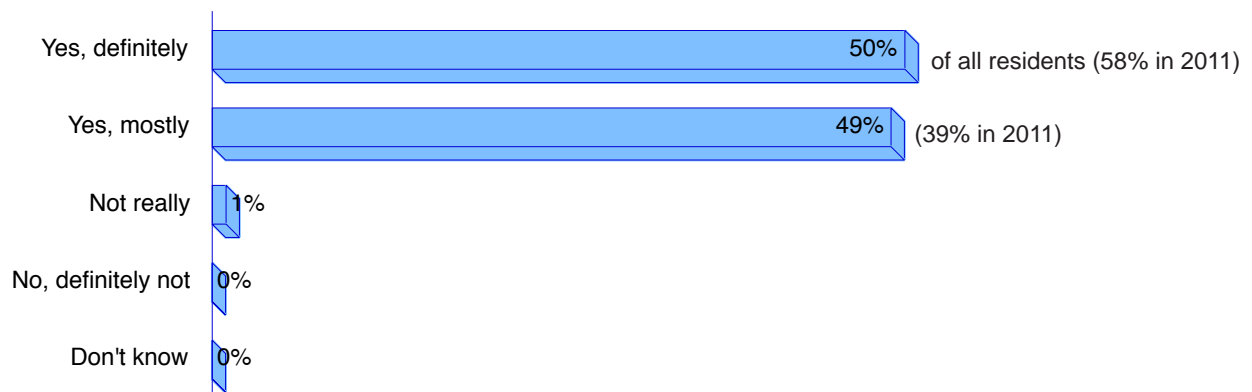
LOCAL ISSUES

Place To Live

36% of residents think Tasman District is better, as a place to live, than it was three years ago (39% in 2011), while 54% feel it is the same (50% in 2011) and 6% say it is worse (7% in 2011). 4% are unable to comment (4% in 2011).

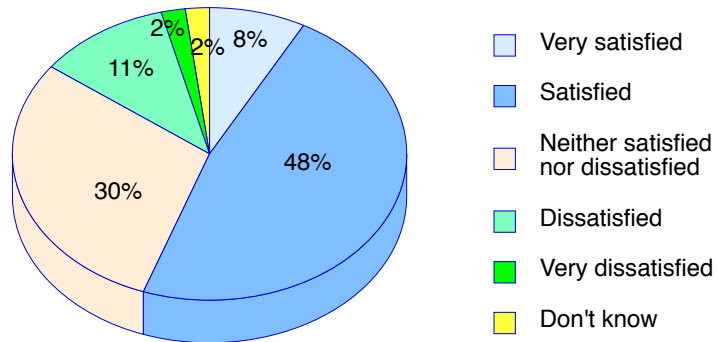
Perception Of Safety

Is Tasman District generally a safe place to live?



Council Consultation And Community Involvement

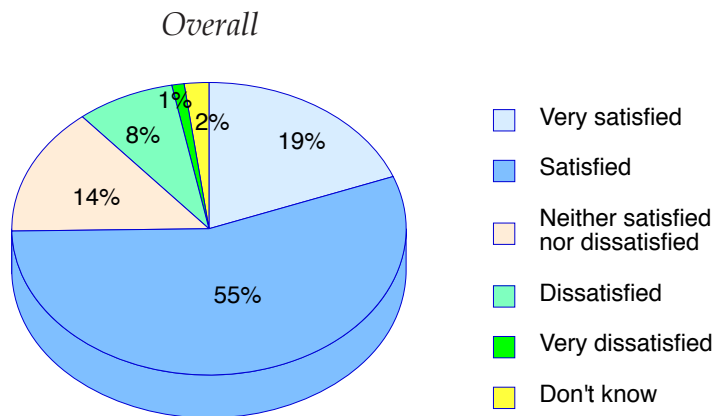
Satisfaction with the way Council consults the public in the decisions it makes ...



(Does not add to 100% due to rounding)

Natural Environment

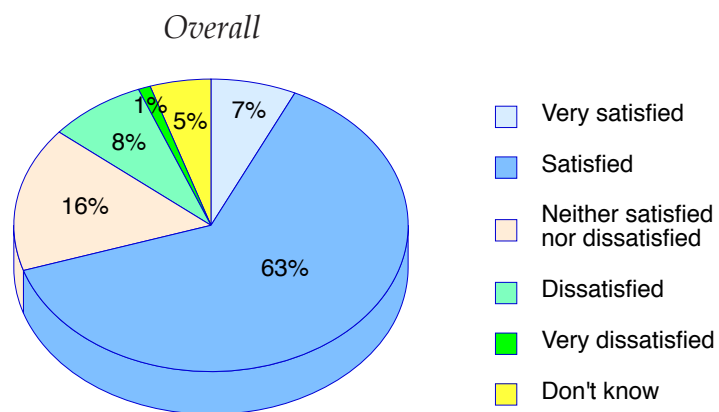
Satisfaction that the natural environment in the Tasman District is being preserved and sustained for future generations ...



(Does not add to 100% due to rounding)

Built Or Urban Environment

Level of satisfaction ...



Connection To The Community

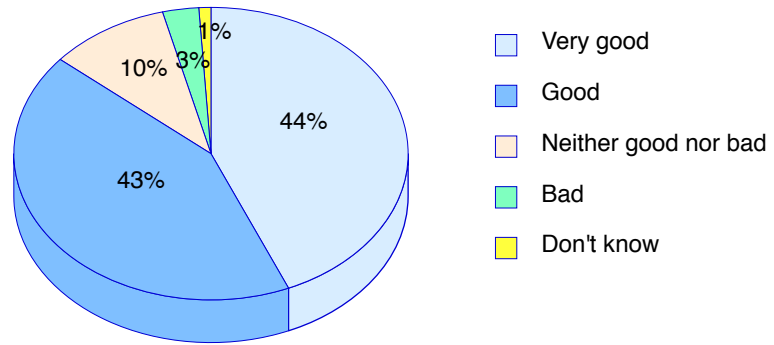
Residents were asked to say how connected they feel to their community, in terms of their sense of belonging or sense of place ...

| | |
|-----------------------------------|------------------------------------|
| Very connected | 24% of all residents (33% in 2011) |
| Well connected | 54% (49% in 2011) |
| Neither well nor poorly connected | 18% |
| Poorly connected | 3% |
| Very poorly connected | 1% |
| Don't know | 1% |

(Does not add to 100% due to rounding)

Tourism

Residents think the overall benefit of tourism in the region is ...



(Does not add to 100% due to rounding)

* * * * *



D. MAIN FINDINGS

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

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

NRB has defined the Rural Peer Group as those Territorial Authorities where less than 66% of meshblocks belong within an urban area, as classified by Statistics New Zealand's 2006 Census data.

In this group are ...

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

Otorohanga District Council
 Rangitikei District Council
 Ruapehu District Council
 Selwyn District Council
 Southland District Council
 South Taranaki District Council
 South Wairarapa District Council
 Stratford District Council
 Tararua District Council
 Thames Coromandel District Council
 Waimate District Council
 Wairoa District Council
 Waitaki District Council
 Waitomo District Council
 Western Bay of Plenty District Council
 Westland District Council

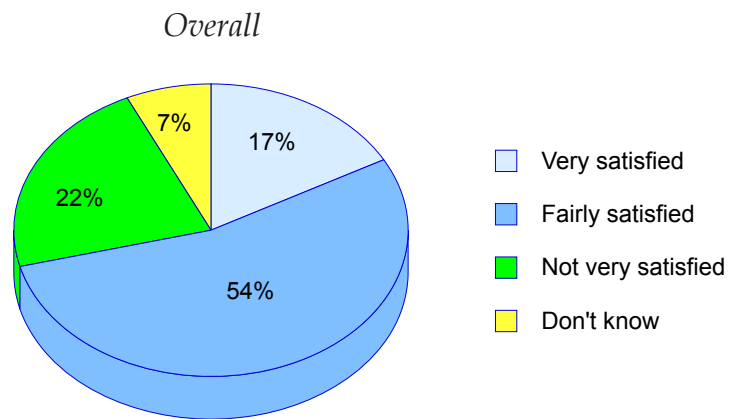


1. Council Services/Facilities

a. Satisfaction With Council Services/Facilities

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

i. Footpaths



71% of Tasman residents are satisfied with footpaths in their District, while 22% are not very satisfied. These readings are similar to the 2011 results.

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

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

- women,
- residents aged 65 years or over.

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

Satisfaction With Footpaths

| | Very Satisfied % | Fairly Satisfied % | Very/Fairly Satisfied % | Not Very Satisfied % | Don't Know % |
|------------------------------|------------------|--------------------|-------------------------|----------------------|--------------|
| Overall | | | | | |
| Total District 2012 | 17 | 54 | 71 | 22 | 7 |
| 2011 | 20 | 51 | 71 | 20 | 9 |
| 2010 | 16 | 56 | 72 | 23 | 5 |
| 2009 | 20 | 57 | 77 | 17 | 6 |
| 2008 | 18 | 53 | 71 | 21 | 8 |
| 2005 | 16 | 55 | 71 | 22 | 7 |
| 2002 | 15 | 56 | 71 | 18 | 11 |
| 1999 | 9 | 59 | 68 | 24 | 8 |
| 1996 | 17 | 47 | 64 | 25 | 11 |
| Comparison | | | | | |
| Peer Group (Rural) | 25 | 42 | 67 | 22 | 11 |
| National Average | 26 | 49 | 75 | 21 | 4 |
| Ward | | | | | |
| Lakes-Murchison [†] | 18 | 56 | 74 | 8 | 19 |
| Golden Bay | 18 | 43 | 61 | 20 | 19 |
| Motueka | 17 | 55 | 72 | 26 | 2 |
| Moutere-Waimea | 13 | 53 | 66 | 25 | 9 |
| Richmond | 18 | 58 | 76 | 22 | 2 |
| Gender | | | | | |
| Male [†] | 16 | 60 | 76 | 18 | 5 |
| Female | 18 | 48 | 66 | 26 | 8 |
| Age | | | | | |
| 18-44 years | 18 | 58 | 76 | 19 | 5 |
| 45-64 years | 19 | 50 | 69 | 21 | 10 |
| 65+ years | 9 | 52 | 61 | 33 | 6 |

% read across

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

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

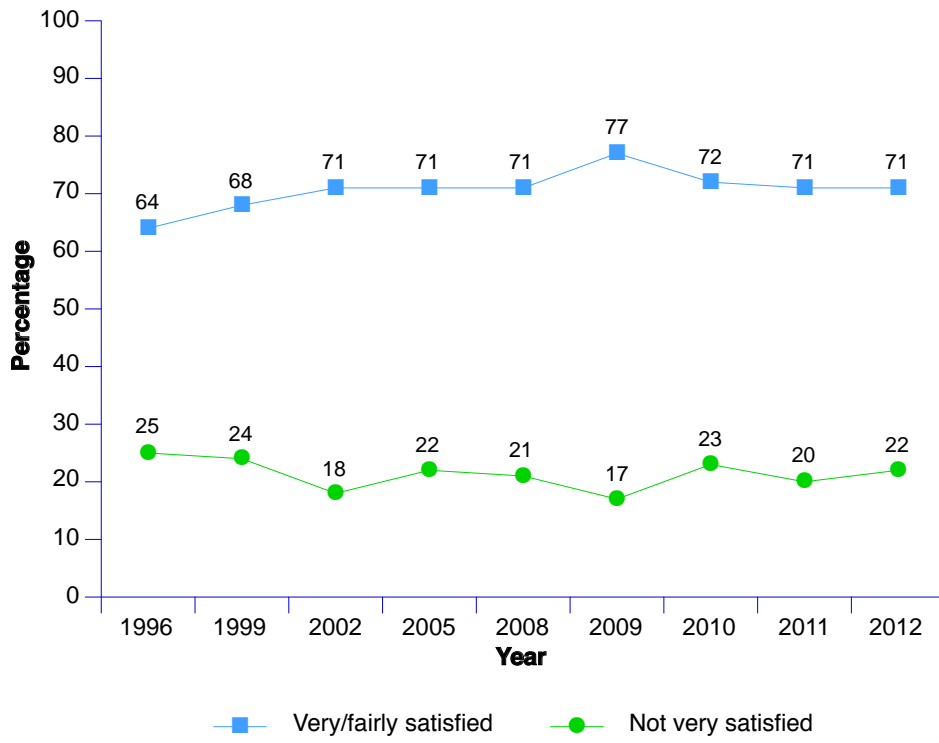
- uneven/cracked/rough/bumpy/potholes,
- no footpaths/lack of footpaths/only on one side,
- poor condition/need maintenance/upgrading,
- poor design/too narrow/poor access/difficult for mobility scooters.

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

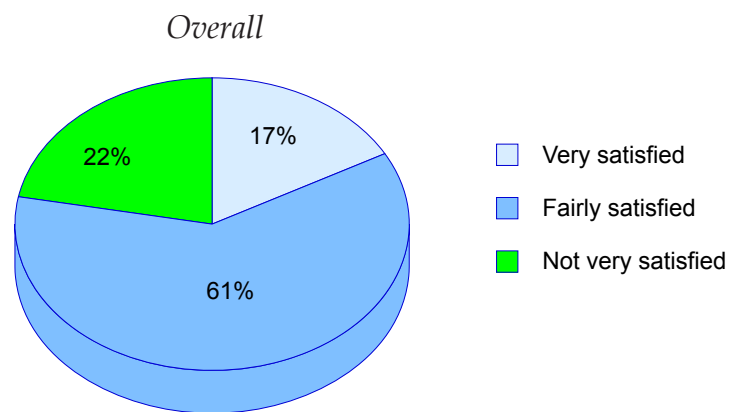
| | Total District 2012 % | Ward | | | | |
|--|--------------------------------|--------------------------|--------------------|--------------|-------------------------|---------------|
| | | Lakes- Murchison % | Golden Bay % | Motueka % | Moutere- Waimea % | Richmond % |
| Percent Who Mention ... | | | | | | |
| Uneven/cracked/rough/ bumpy/potholes | 8 | 5 | - | 10 | 6 | 12 |
| No footpaths/lack of footpaths/ only on one side | 8 | 3 | 16 | 6 | 14 | 4 |
| Poor condition/need maintenance/ upgrading | 3 | - | - | 6 | 4 | 3 |
| Poor design/too narrow/poor access/ difficult for mobility scooters | 3 | - | 4 | 5 | 1 | 3 |

* multiple responses allowed

Footpaths



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

ii. Roads

78% of residents are satisfied with roading in the District (81% in 2011), while 22% are not very satisfied with this aspect of the District.

The percent not very satisfied is on par with the Peer Group Average and 2011 reading, and similar to the National Average.

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

Satisfaction With Roads

| | Very Satisfied % | Fairly Satisfied % | Very/Fairly Satisfied % | Not Very Satisfied % | Don't Know % |
|---------------------|---------------------|-----------------------|----------------------------|-------------------------|-----------------|
| Overall | | | | | |
| Total District 2012 | 17 | 61 | 78 | 22 | - |
| 2011 | 18 | 63 | 81 | 18 | 1 |
| 2010 | 8 | 56 | 64 | 36 | - |
| 2009 | 11 | 62 | 73 | 27 | - |
| 2008 | 16 | 60 | 76 | 23 | 1 |
| 2005 | 12 | 64 | 76 | 24 | - |
| 2002 | 10 | 54 | 64 | 35 | 1 |
| 1999 | 9 | 61 | 70 | 30 | - |
| 1996 | 14 | 51 | 65 | 35 | - |
| Comparison* | | | | | |
| Peer Group (Rural) | 19 | 54 | 73 | 25 | 2 |
| National Average | 22 | 57 | 79 | 21 | - |
| Ward | | | | | |
| Lakes-Murchison | 13 | 62 | 75 | 25 | - |
| Golden Bay | 16 | 74 | 90 | 10 | - |
| Motueka | 13 | 51 | 64 | 36 | - |
| Moutere-Waimea | 17 | 59 | 76 | 24 | - |
| Richmond | 22 | 65 | 87 | 13 | - |

% read across

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

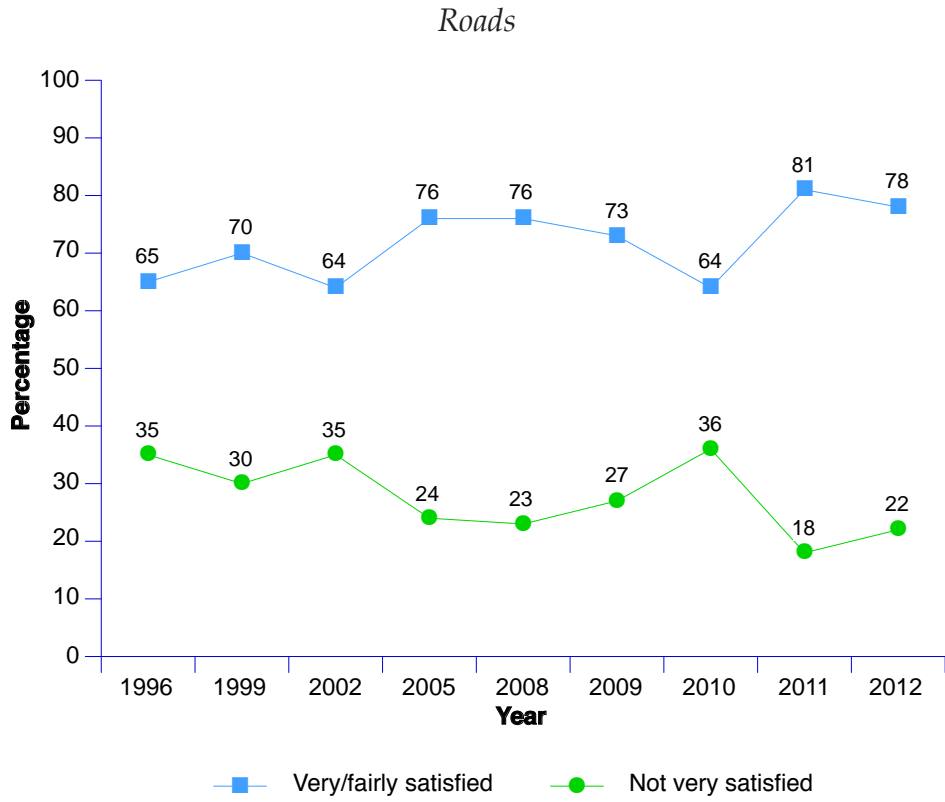
The main reasons residents are not very satisfied with roading are ...

- potholes/uneven/rough/bumpy,
- poor quality of work/patching,
- ongoing roadworks/always digging up/uncoordinated work/takes too long,
- lack of maintenance/slow to maintain.

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

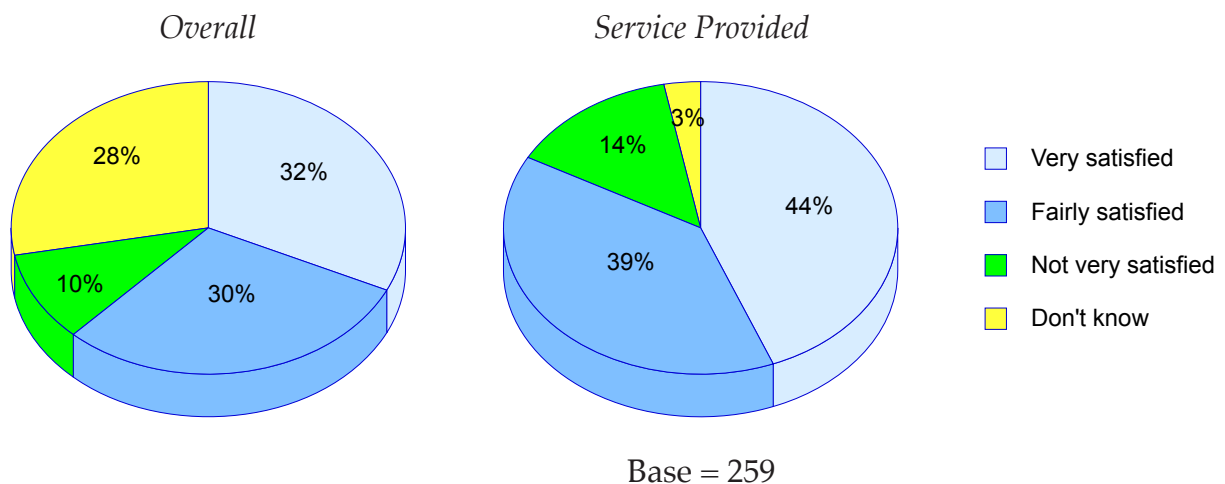
| | Total District 2012 % | Ward | | | | |
|---|-----------------------|-------------------|--------------|-----------|------------------|------------|
| | | Lakes-Murchison % | Golden Bay % | Motueka % | Moutere-Waimea % | Richmond % |
| Percent Who Mention ... | | | | | | |
| Potholes/uneven/ rough/bumpy | 8 | 13 | - | 17 | 8 | 3 |
| Poor quality of work/patching | 6 | 5 | 3 | 5 | 8 | 6 |
| Ongoing roadworks/ always digging up/ uncoordinated work/takes too long | 5 | 3 | - | 10 | 6 | 3 |
| Lack of maintenance/slow to maintain | 4 | 6 | 6 | 5 | 5 | 1 |

* multiple responses allowed



Recommended Satisfaction Measure For Reporting Purposes:
Total District = 78%

iii. Water Supply



62% of residents are satisfied with the water supply (57% in 2011), including 32% who are very satisfied (25% in 2011). 10% are not very satisfied and 28% are unable to comment (33% in 2011).

Tasman District residents are below their Peer Group counterparts, on par with residents nationwide, and similar to the 2011 reading, with regards to the percent not very satisfied with the water supply.

65% of residents receive a piped supply (57% in 2011). Of these, 83% are satisfied and 14% are not very satisfied.

Women are more likely to be not very satisfied with the water supply, than men.

Satisfaction With Water Supply

| | Very Satisfied % | Fairly Satisfied % | Very/Fairly Satisfied % | Not Very Satisfied % | Don't Know % |
|-------------------------|---------------------|-----------------------|----------------------------|-------------------------|-----------------|
| Overall | | | | | |
| Total District 2012 | 32 | 30 | 62 | 10 | 28 |
| 2011 [†] | 25 | 32 | 57 | 11 | 33 |
| 2010 | 32 | 35 | 67 | 8 | 25 |
| 2009 | 27 | 38 | 65 | 9 | 26 |
| 2008 | 23 | 33 | 56 | 15 | 29 |
| 2005 | 22 | 41 | 63 | 15 | 22 |
| 2002 | 25 | 30 | 55 | 9 | 36 |
| 1999 | 19 | 35 | 54 | 15 | 31 |
| 1996 | 23 | 29 | 52 | 14 | 34 |
| Service Provided | 44 | 39 | 83 | 14 | 3 |
| Comparison | | | | | |
| Peer Group (Rural) | 32 | 29 | 61 | 18 | 21 |
| National Average | 49 | 36 | 85 | 6 | 9 |
| Ward | | | | | |
| Lakes-Murchison | 16 | 38 | 54 | 15 | 31 |
| Golden Bay [†] | 3 | 10 | 13 | 1 | 87 |
| Motueka [†] | 31 | 17 | 48 | 8 | 43 |
| Moutere-Waimea | 28 | 41 | 69 | 14 | 17 |
| Richmond | 49 | 37 | 86 | 11 | 3 |
| Gender | | | | | |
| Male | 35 | 29 | 64 | 6 | 30 |
| Female [†] | 29 | 31 | 60 | 15 | 26 |

% read across

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

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

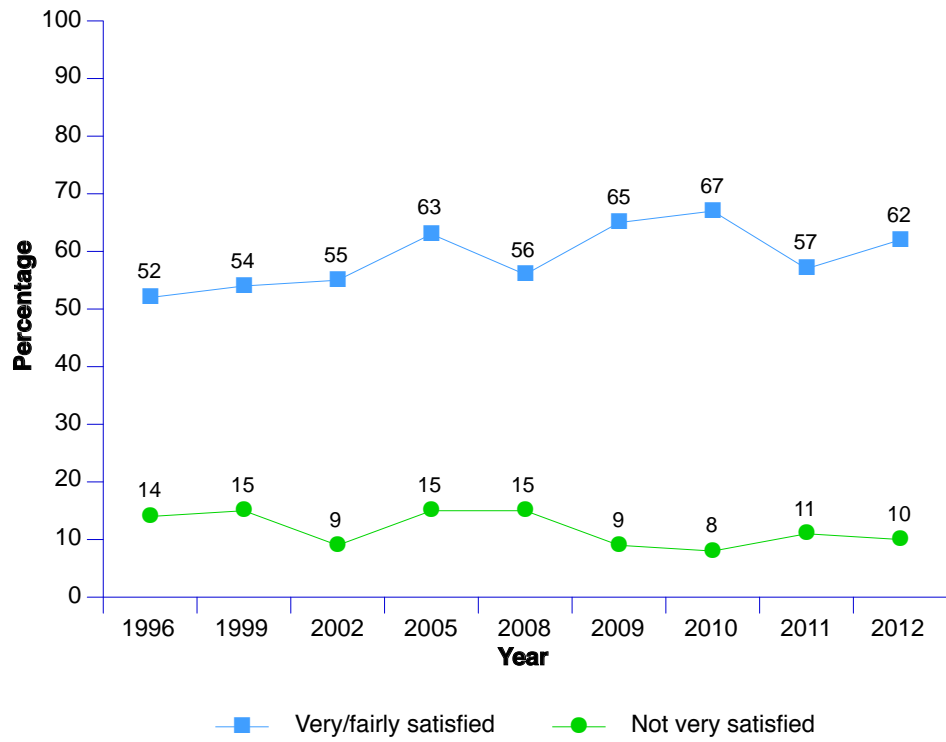
- cost/ too expensive/ increased charges/ paying for other areas,
- inadequate supply/ restrictions,
- poor quality of water/ poor taste.

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

| | Total District 2012 % | Ward | | | | |
|--|--------------------------------|--------------------------|--------------------|--------------|-------------------------|---------------|
| | | Lakes- Murchison % | Golden Bay % | Motueka % | Moutere- Waimea % | Richmond % |
| Percent Who Mention ... | | | | | | |
| Cost/ too expensive/ increased charges/ paying for other areas | 5 | 3 | 1 | 5 | 4 | 10 |
| Inadequate supply/ restrictions | 2 | - | - | - | 7 | 1 |
| Poor quality of water/ poor taste | 2 | 2 | - | 2 | 3 | 1 |

* multiple responses allowed

Water Supply

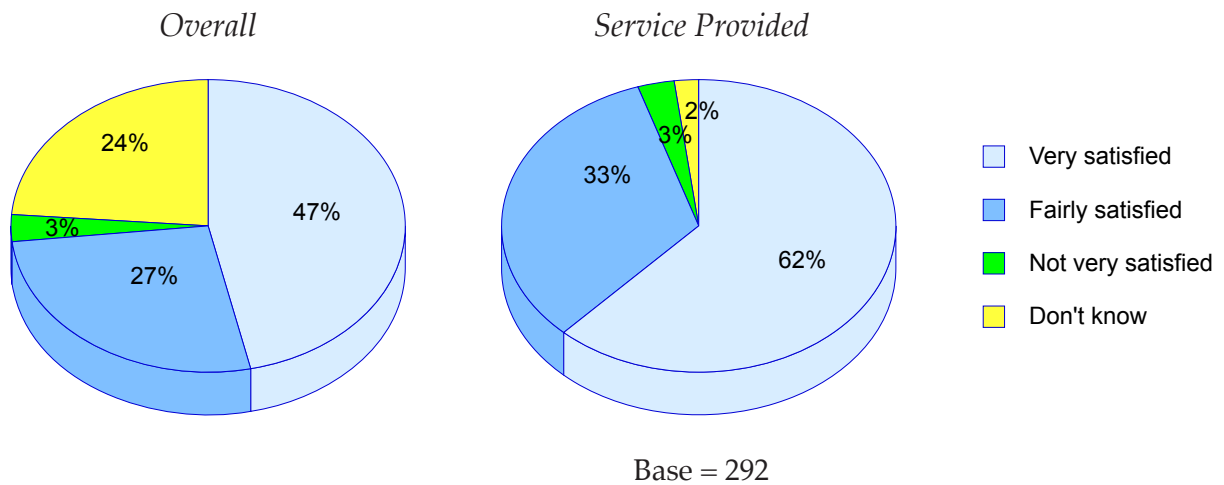


Recommended Satisfaction Measure For Reporting Purposes:

Total District = 62%

Receivers of Service = 83%

iv. Sewerage System



74% of residents are satisfied with the District's sewerage system (64% in 2011), including 47% who are very satisfied (38% in 2011). 3% are not very satisfied, while 24% are unable to comment (31% in 2011).

The percent not very satisfied (3%) is slightly below the Peer Group, on par with the National Average and similar to the 2011 reading.

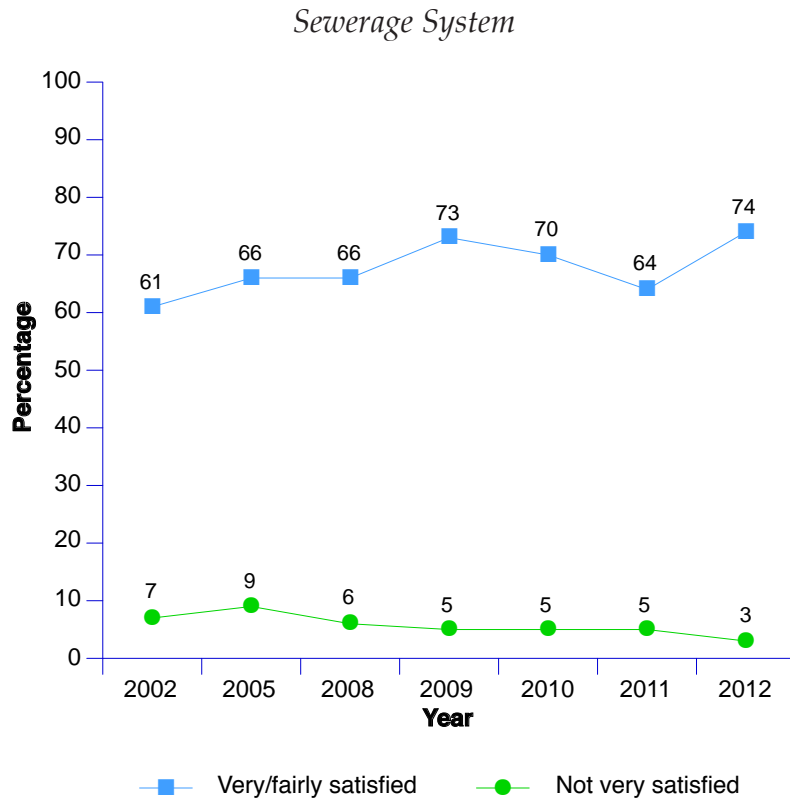
73% of residents are provided with a sewerage system (64% in 2011). Of these, 95% are satisfied and 3% are not very satisfied.

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

The main reasons* residents are not very satisfied with the District's sewerage system are ...

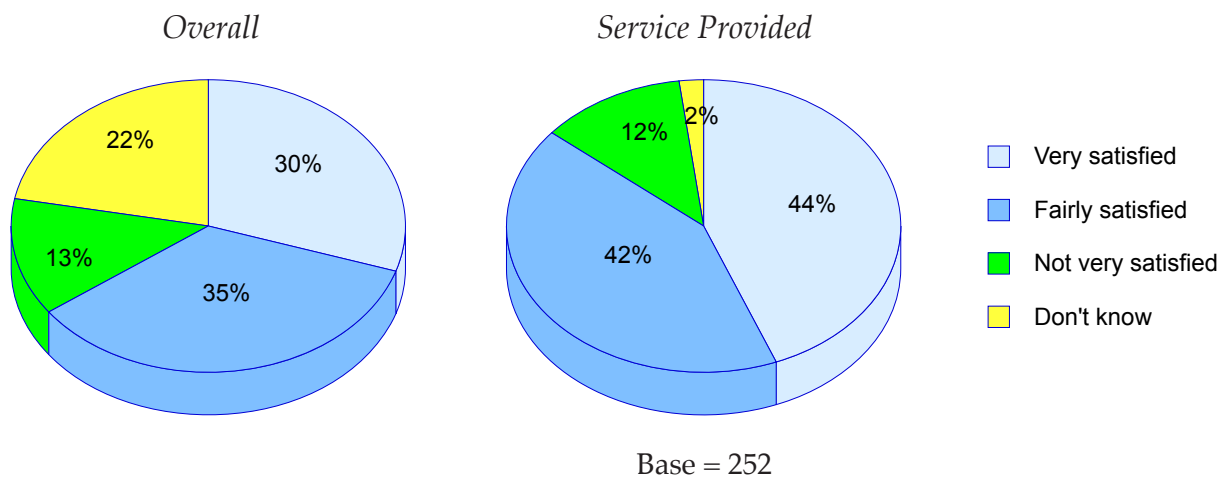
- blockages/overflows, mentioned by 1% of all residents,
- inadequate/not coping with growth of area, 1%.

* multiple responses allowed



Recommended Satisfaction Measure For Reporting Purposes:
 Total District = 74%
 Receivers of Service = 95%

v. Stormwater Services



65% of residents are satisfied with stormwater services (59% in 2011), including 30% who are very satisfied (22% in 2011), while 13% are not very satisfied. 22% are unable to comment (28% in 2011).

The percent not very satisfied (13%) is similar to the Peer Group and National Averages and the 2011 reading.

63% of residents are provided with a piped stormwater collection (57% in 2011) and, of these, 86% are satisfied and 12% not very satisfied.

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

Satisfaction With Stormwater Services

| | Very Satisfied % | Fairly Satisfied % | Very/Fairly Satisfied % | Not Very Satisfied % | Don't Know % |
|------------------------------|---------------------|-----------------------|----------------------------|-------------------------|-----------------|
| Overall* | | | | | |
| Total District 2012 | 30 | 35 | 65 | 13 | 22 |
| 2011 | 22 | 37 | 59 | 13 | 28 |
| 2010 [†] | 30 | 31 | 61 | 17 | 23 |
| 2009 | 26 | 41 | 67 | 14 | 19 |
| 2008 | 22 | 41 | 63 | 11 | 26 |
| 2005 | 20 | 41 | 61 | 15 | 24 |
| Service Provided | 44 | 42 | 86 | 12 | 2 |
| Comparison | | | | | |
| Peer Group (Rural) | 28 | 37 | 65 | 11 | 24 |
| National Average | 38 | 40 | 78 | 12 | 10 |
| Ward | | | | | |
| Lakes-Murchison [†] | 5 | 38 | 43 | 19 | 39 |
| Golden Bay | 7 | 23 | 30 | 22 | 48 |
| Motueka [†] | 37 | 37 | 74 | 11 | 16 |
| Moutere-Waimea | 23 | 31 | 54 | 12 | 34 |
| Richmond | 45 | 39 | 84 | 12 | 4 |

% read across

* not asked prior to 2005

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

Satisfaction With Sewerage System

| | Very Satisfied % | Fairly Satisfied % | Very/Fairly Satisfied % | Not Very Satisfied % | Don't Know % |
|----------------------------------|---------------------|-----------------------|----------------------------|-------------------------|-----------------|
| Overall* | | | | | |
| Total District 2012 [†] | 47 | 27 | 74 | 3 | 24 |
| 2011 | 38 | 26 | 64 | 5 | 31 |
| 2010 [†] | 42 | 28 | 70 | 5 | 24 |
| 2009 | 35 | 38 | 73 | 5 | 22 |
| 2008 | 29 | 37 | 66 | 6 | 28 |
| 2005 | 25 | 41 | 66 | 9 | 25 |
| 2002 | 25 | 36 | 61 | 7 | 32 |
| Service Provided | 62 | 33 | 95 | 3 | 2 |
| Comparison | | | | | |
| Peer Group (Rural) | 36 | 29 | 65 | 8 | 27 |
| National Average | 50 | 32 | 82 | 7 | 11 |
| Ward | | | | | |
| Lakes-Murchison | 38 | 15 | 53 | 1 | 46 |
| Golden Bay [†] | 18 | 24 | 42 | 5 | 54 |
| Motueka [†] | 57 | 23 | 80 | 3 | 18 |
| Moutere-Waimea | 37 | 26 | 63 | 3 | 34 |
| Richmond [†] | 59 | 34 | 93 | 4 | 4 |

% read across

* not asked in 1996 and 1999

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

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

- flooding / surface flooding,
- poor drainage / inadequate system / needs upgrading / improving,
- run-off onto property,
- drains / culverts blocked / need cleaning.

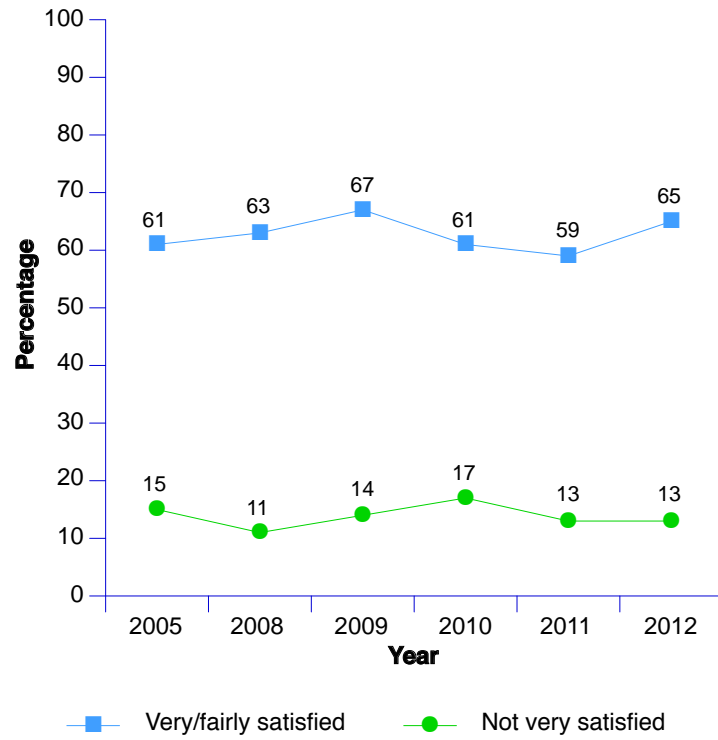
Summary Table:

Main Reasons* For Being Not Very Satisfied With Stormwater Services

| | Total District 2012 % | Ward | | | | |
|--|--------------------------------|--------------------------|--------------------|--------------|-------------------------|---------------|
| | | Lakes- Murchison % | Golden Bay % | Motueka % | Moutere- Waimea % | Richmond % |
| Percent Who Mention ... | | | | | | |
| Flooding / surface flooding | 6 | 9 | 12 | 6 | 6 | 4 |
| Poor drainage / inadequate system / needs upgrading / improving | 3 | - | - | 2 | 4 | 4 |
| Run-off onto property | 2 | 4 | 6 | - | - | 3 |
| Drains / culverts blocked / need cleaning | 2 | 3 | - | 3 | 1 | 2 |

* multiple responses allowed

Stormwater Services

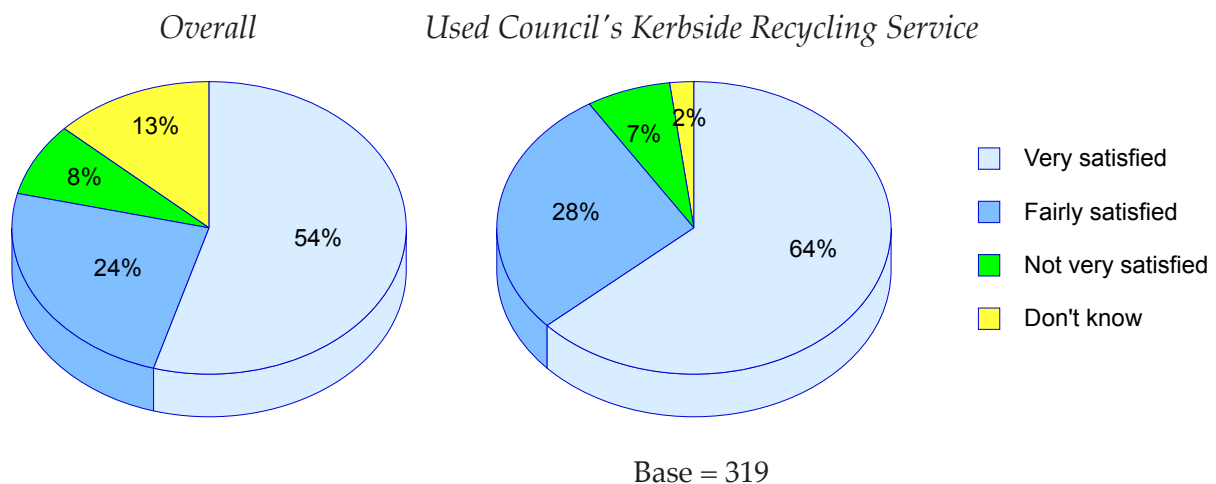


Recommended Satisfaction Measure For Reporting Purposes:

Total District = 65%

Service Provided = 86%

vi. Kerbside Recycling



78% of residents are satisfied with kerbside recycling, including 54% who are very satisfied. 8% are not very satisfied and 13% are unable to comment. These readings are similar to the 2011 results.

The percent not very satisfied (8%) is below the Peer Group Average and slightly below the National Average (the Peer Group and National Averages refer to ratings for recycling in general).

82% of households have used the Council's kerbside recycling services in the last 12 months. Of these 'users', 92% are satisfied and 7% are not very satisfied.

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

Satisfaction With Kerbside Recycling

| | Very Satisfied % | Fairly Satisfied % | Very/Fairly Satisfied % | Not Very Satisfied % | Don't Know % |
|--------------------------------------|---------------------|-----------------------|----------------------------|-------------------------|-----------------|
| Overall | | | | | |
| Total District 2012* | 54 | 24 | 78 | 8 | 13 |
| 2011** | 53 | 24 | 77 | 9 | 13 |
| 2010 | 51 | 24 | 75 | 14 | 11 |
| 2009 | 43 | 32 | 75 | 16 | 9 |
| 2008 | 39 | 30 | 69 | 17 | 14 |
| 2005 | 32 | 29 | 61 | 29 | 10 |
| 2002† | 15 | 56 | 71 | 18 | 11 |
| Users of kerbside recycling service* | 64 | 28 | 92 | 7 | 2 |
| Comparison** | | | | | |
| Peer Group (Rural) | 50 | 24 | 74 | 16 | 10 |
| National Average | 55 | 29 | 84 | 13 | 3 |
| Ward | | | | | |
| Lakes-Murchison | 17 | 6 | 23 | 29 | 48 |
| Golden Bay | 37 | 23 | 60 | 7 | 33 |
| Motueka | 68 | 21 | 89 | 6 | 5 |
| Moutere-Waimea | 51 | 25 | 76 | 7 | 17 |
| Richmond | 59 | 32 | 91 | 7 | 2 |

% read across

* does not add to 100% due to rounding

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

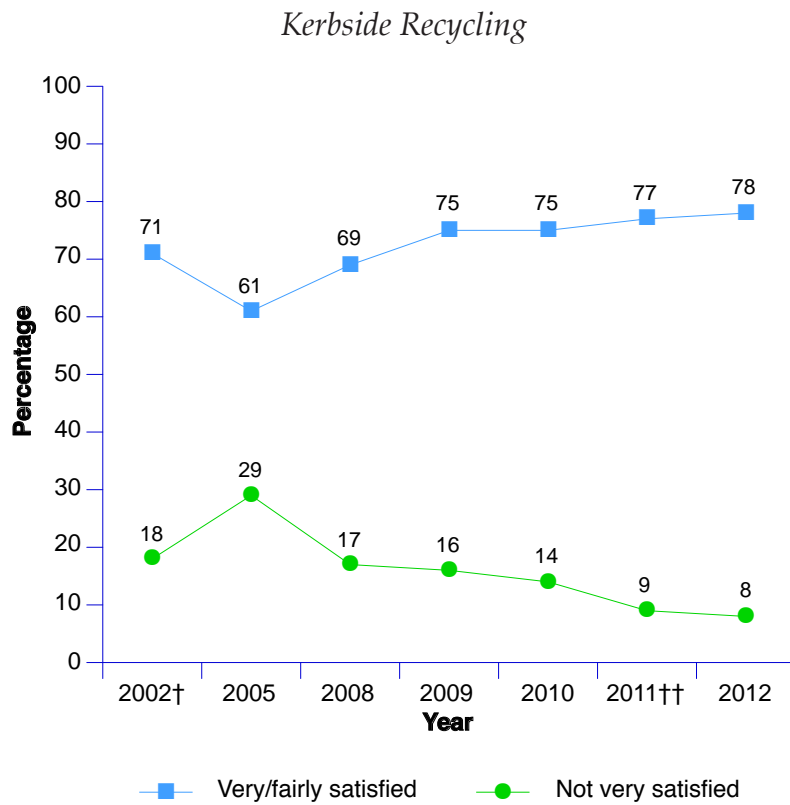
† 2002 readings refer to recycling only

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

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

- no kerbside recycling, mentioned by 2% of all residents,
- bins are too small/need more/better bins, 2%.

* multiple responses allowed



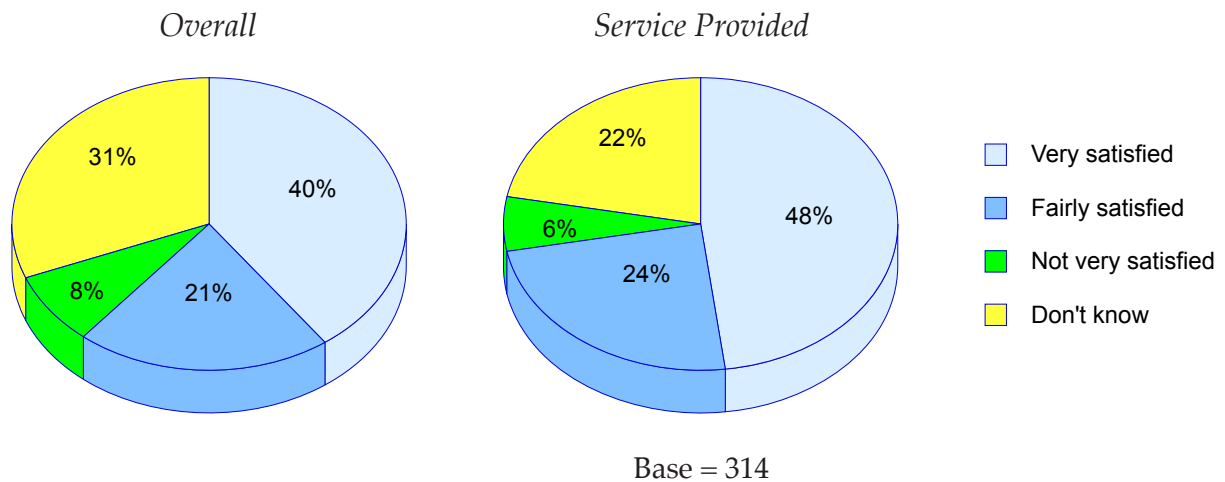
† 2002 readings refer to recycling only

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

Recommended Satisfaction Measure For Reporting Purposes:

| | | |
|-------------------------------------|---|-----|
| Total District | = | 78% |
| Users of kerbside recycling service | = | 92% |

vii. Rubbish Collection



61% of residents are satisfied with the rubbish collection (57% in 2011), including 40% who are very satisfied. 8% are not very satisfied and a large percentage (31%) are unable to comment (35% in 2011).

The percent not very satisfied (8%) is slightly below the Peer Group Average and similar to the National Average and the 2011 reading.

80% of residents say they are provided with a regular rubbish collection (77% in 2011), with 72% being satisfied with rubbish collection and 6% not very satisfied.

Lakes-Murchison Ward residents are more likely to be not very satisfied with the rubbish collection, than other Ward residents. It also appears that men are slightly more likely, than women, to feel this way.

Satisfaction With Rubbish Collection

| | Very Satisfied % | Fairly Satisfied % | Very/Fairly Satisfied % | Not Very Satisfied % | Don't Know % |
|---------------------|---------------------|-----------------------|----------------------------|-------------------------|-----------------|
| Overall | | | | | |
| Total District 2012 | 40 | 21 | 61 | 8 | 31 |
| 2011** | 40 | 17 | 57 | 8 | 35 |
| 2010 | 51 | 24 | 75 | 14 | 11 |
| 2009 | 43 | 32 | 75 | 16 | 9 |
| 2008 | 39 | 30 | 69 | 17 | 14 |
| 2005 | 32 | 29 | 61 | 29 | 10 |
| 2002 [†] | 15 | 56 | 71 | 18 | 11 |
| Service Provided | 48 | 24 | 72 | 6 | 22 |
| Comparison | | | | | |
| Peer Group (Rural) | 45 | 26 | 71 | 13 | 16 |
| National Average | 55 | 29 | 84 | 10 | 6 |
| Ward | | | | | |
| Lakes-Murchison | 21 | 9 | 30 | 22 | 48 |
| Golden Bay | 40 | 22 | 62 | 8 | 30 |
| Motueka* | 44 | 25 | 69 | 8 | 22 |
| Moutere-Waimea* | 40 | 15 | 55 | 8 | 38 |
| Richmond | 41 | 24 | 65 | 4 | 31 |
| Gender | | | | | |
| Male* | 38 | 20 | 58 | 11 | 32 |
| Female | 42 | 22 | 64 | 5 | 31 |

% read across

* does not add to 100% due to rounding

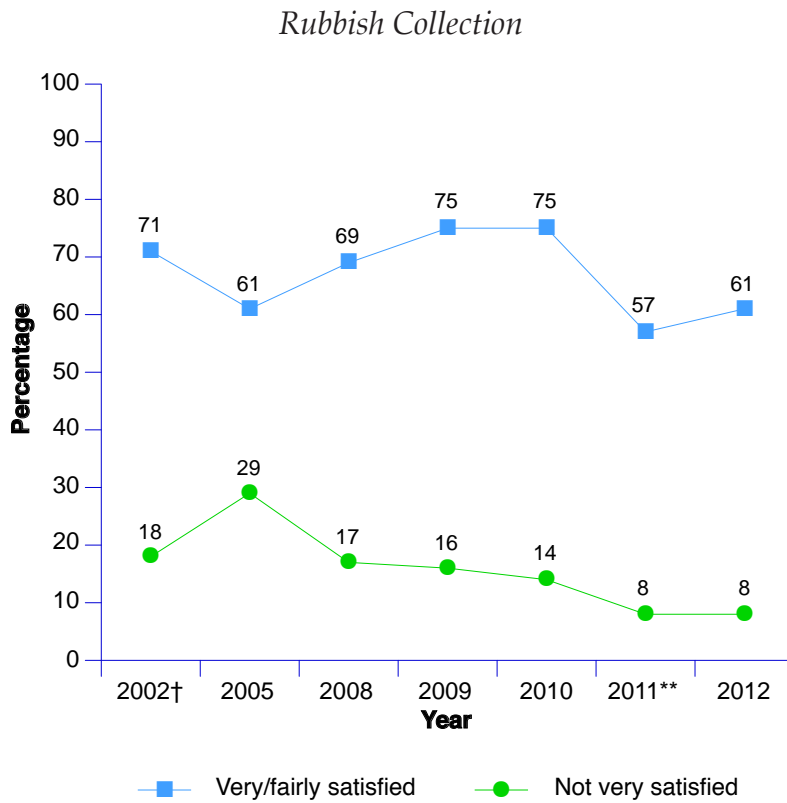
** readings prior to 2011 refer to rubbish collection and kerbside recycling

[†] 2002 readings refer to recycling only

The main reasons* residents who are not very satisfied with the rubbish collection are ...

- use private contractor / pay for own, mentioned by 4% of all residents,
- too expensive / extra costs on top of rates, 3%,
- no rubbish collection, 2%.

* multiple responses allowed

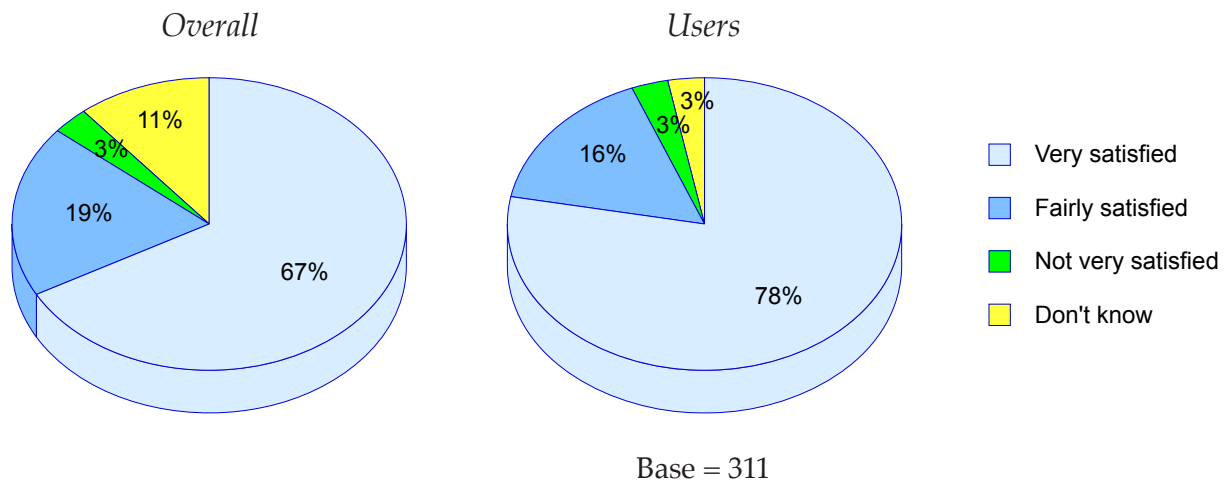


† 2002 readings refer to recycling only

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

Recommended Satisfaction Measure For Reporting Purposes:
 Total District = 61%
 Service Provided = 72%

viii. Public Libraries



86% of residents are satisfied with the District's public libraries (82% in 2011), including 67% who are very satisfied. 3% are not very satisfied and 11% are unable to comment.

The percent not very satisfied is similar to the Peer Group and National Averages and the 2011 reading.

81% of households have used a public library in the last 12 months. Of these, 94% are satisfied and 3% not very satisfied.

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

Satisfaction With Public Libraries

| | Very Satisfied % | Fairly Satisfied % | Very/Fairly Satisfied % | Not Very Satisfied % | Don't Know % |
|-----------------------------|---------------------|-----------------------|----------------------------|-------------------------|-----------------|
| Overall* | | | | | |
| Total District 2012 | 67 | 19 | 86 | 3 | 11 |
| 2011 | 68 | 14 | 82 | 5 | 13 |
| 2010 | 66 | 18 | 84 | 3 | 13 |
| 2009 | 60 | 24 | 84 | 1 | 15 |
| 2008 | 52 | 30 | 82 | 4 | 14 |
| 2005 | 53 | 29 | 82 | 4 | 14 |
| 2002 | 55 | 31 | 86 | 5 | 9 |
| Users | 78 | 16 | 94 | 3 | 3 |
| Comparison | | | | | |
| Peer Group (Rural) | 62 | 21 | 83 | 5 | 12 |
| National Average | 66 | 24 | 90 | 2 | 8 |
| Ward | | | | | |
| Lakes-Murchison | 31 | 37 | 68 | 9 | 23 |
| Golden Bay | 69 | 22 | 91 | 5 | 4 |
| Motueka [†] | 65 | 17 | 82 | 4 | 13 |
| Moutere-Waimea [†] | 62 | 23 | 85 | 1 | 13 |
| Richmond | 81 | 12 | 93 | 1 | 6 |

% read across

* not asked in 1996 or 1999

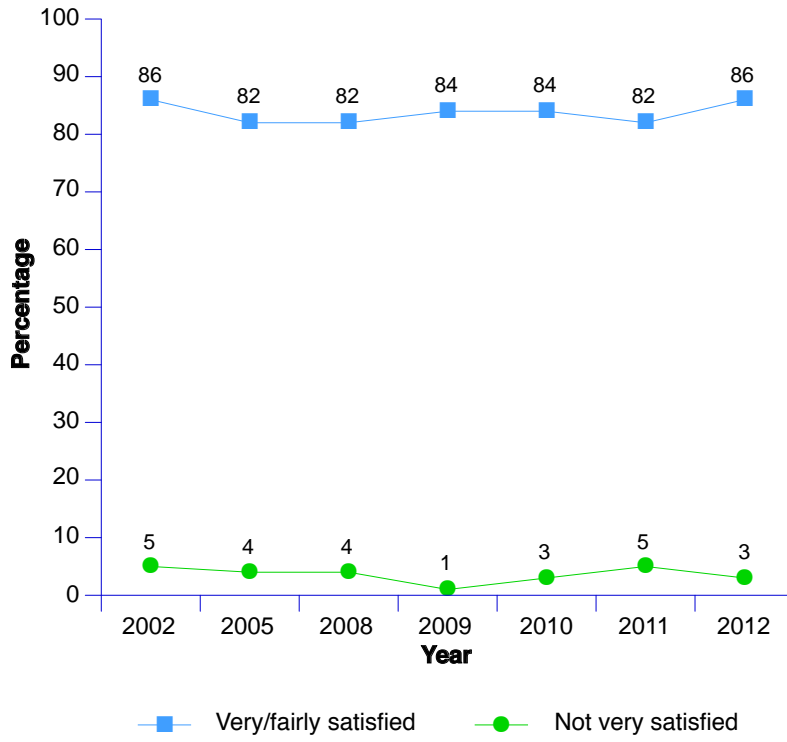
[†] does not add to 100% due to rounding

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

- need more books/better variety of books, mentioned by 1% of all residents,
- need upgrading/too small, 1%.

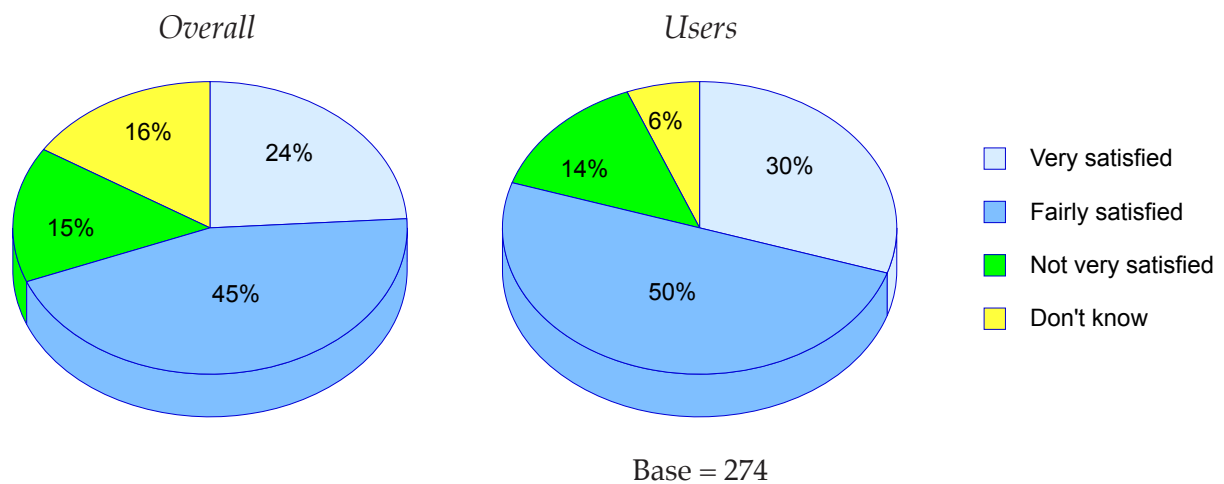
* multiple responses allowed

Public Libraries



Recommended Satisfaction Measure For Reporting Purposes:
 Total District = 86%
 Users = 94%

ix. Public Toilets



69% of residents are satisfied with public toilets in the District. 15% are not very satisfied and 16% are unable to comment (20% in 2011).

The percent not very satisfied is similar to the Peer Group Average, slightly below the National Average and on par with the 2011 reading.

70% of households have used a public toilet in the last 12 months. Of these, 80% are satisfied and 14% are not very satisfied.

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

Satisfaction With Public Toilets

| | Very Satisfied % | Fairly Satisfied % | Very/Fairly Satisfied % | Not Very Satisfied % | Don't Know % |
|--------------------|---------------------|-----------------------|----------------------------|-------------------------|-----------------|
| Overall* | | | | | |
| Total District | 24 | 45 | 69 | 15 | 16 |
| 2012 | 24 | 45 | 69 | 15 | 16 |
| 2011 | 27 | 41 | 68 | 12 | 20 |
| 2010 | 26 | 41 | 67 | 14 | 19 |
| 2009 | 21 | 46 | 67 | 16 | 17 |
| 2008 | 23 | 45 | 68 | 13 | 19 |
| 2005 | 26 | 36 | 62 | 14 | 24 |
| 2002 | 17 | 48 | 65 | 18 | 17 |
| Users | 30 | 50 | 80 | 14 | 6 |
| Comparison | | | | | |
| Peer Group (Rural) | 30 | 39 | 69 | 16 | 15 |
| National Average | 21 | 44 | 65 | 20 | 15 |
| Ward | | | | | |
| Lakes-Murchison | 36 | 47 | 83 | 17 | - |
| Golden Bay | 40 | 43 | 83 | 10 | 7 |
| Motueka | 23 | 44 | 67 | 16 | 17 |
| Moutere-Waimea | 26 | 46 | 72 | 15 | 13 |
| Richmond | 15 | 44 | 59 | 16 | 25 |
| Gender | | | | | |
| Male | 25 | 46 | 71 | 11 | 18 |
| Female | 24 | 43 | 67 | 19 | 14 |

% read across

* not asked in 1996 or 1997

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

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

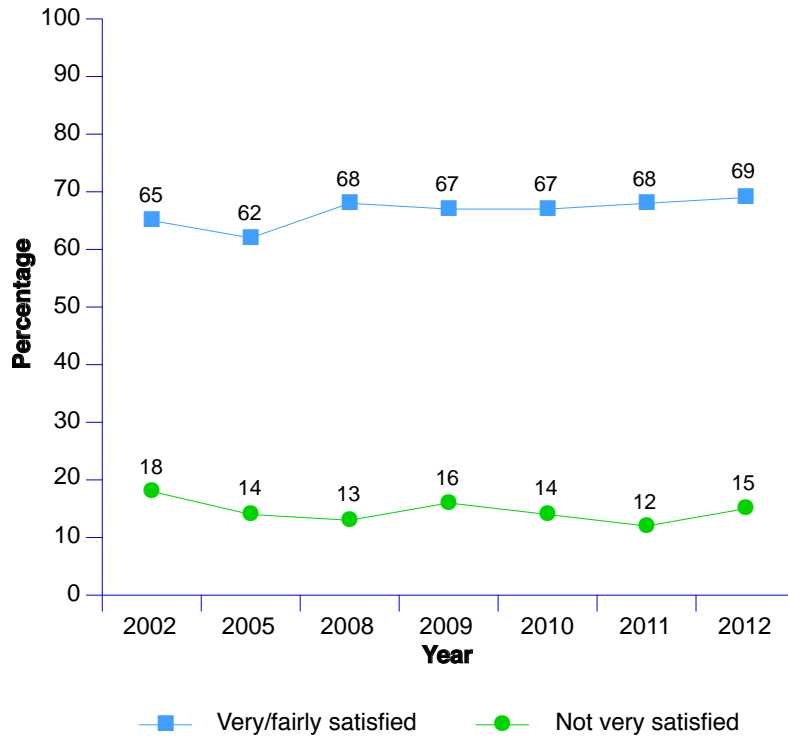
Summary Table: Main Reasons* For Being Not Very Satisfied With Public Toilets

| | Total District 2012 % | Ward | | | | |
|---|--------------------------------|--------------------------|--------------------|--------------|-------------------------|---------------|
| | | Lakes- Murchison % | Golden Bay % | Motueka % | Moutere- Waimea % | Richmond % |
| Percent Who Mention ... | | | | | | |
| Dirty / disgusting / smell / need cleaning more often | 7 | - | - | 12 | 12 | 5 |
| Old / grotty / need upgrading / maintenance / improve facilities | 5 | - | 3 | 9 | 5 | 5 |
| Need more toilets / not enough | 5 | 6 | 6 | 4 | 4 | 7 |

* multiple responses allowed

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

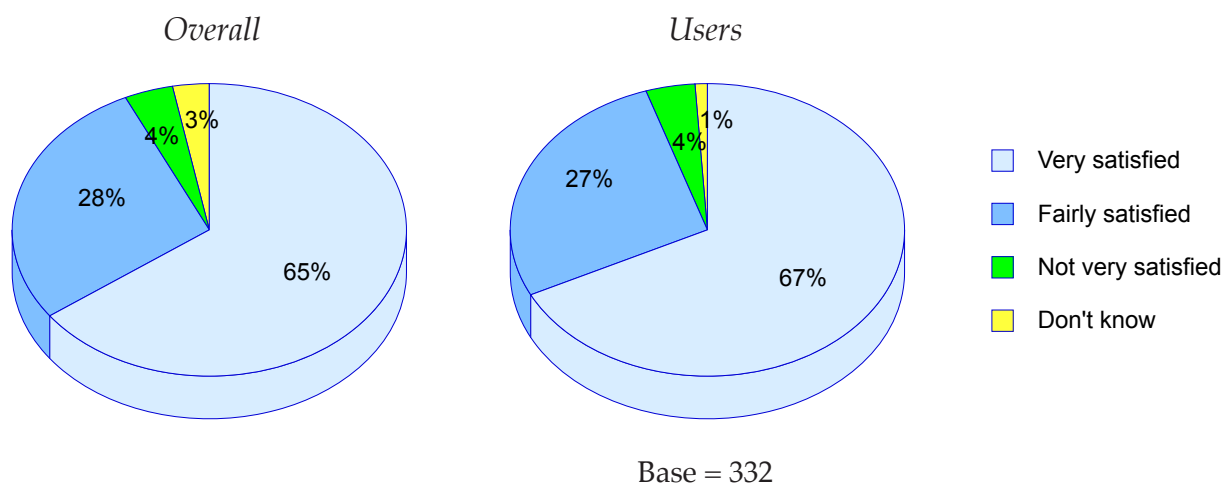
Public Toilets



Recommended Satisfaction Measure For Reporting Purposes:

Total District = 69%
 Users = 80%

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



93% of residents overall are satisfied with the District's recreational facilities, including 65% who are very satisfied (61% in 2011), with 4% being not very satisfied. 3% are unable to comment.

The percent not very satisfied is on par with the **averaged** Peer Group reading and similar to the **averaged** National reading for sportsfields and playgrounds **and** parks and reserves.

86% of households have used recreational facilities in the District in the last 12 months. Of these residents, 94% are satisfied with these facilities and 4% are not very satisfied.

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

Satisfaction With Recreational Facilities

| | Very Satisfied % | Fairly Satisfied % | Very/Fairly Satisfied % | Not Very Satisfied % | Don't Know % |
|-----------------------------|---------------------|-----------------------|----------------------------|-------------------------|-----------------|
| Overall* | | | | | |
| Total District 2012 | 65 | 28 | 93 | 4 | 3 |
| 2011 | 61 | 30 | 91 | 5 | 4 |
| 2010 | 66 | 27 | 93 | 4 | 3 |
| 2009 | 59 | 36 | 95 | 3 | 2 |
| 2008 | 35 | 41 | 76 | 16 | 8 |
| 2005 | 36 | 42 | 78 | 12 | 10 |
| Users [†] | 67 | 27 | 94 | 4 | 1 |
| Comparison** | | | | | |
| Peer Group (Rural) | 53 | 32 | 85 | 8 | 7 |
| National Average | 56 | 34 | 90 | 5 | 5 |
| Ward | | | | | |
| Lakes-Murchison | 82 | 9 | 91 | 5 | 4 |
| Golden Bay | 36 | 46 | 82 | 14 | 4 |
| Motueka | 67 | 29 | 96 | 1 | 3 |
| Moutere-Waimea [†] | 68 | 25 | 93 | 5 | 1 |
| Richmond | 66 | 28 | 94 | 3 | 3 |

% read across

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

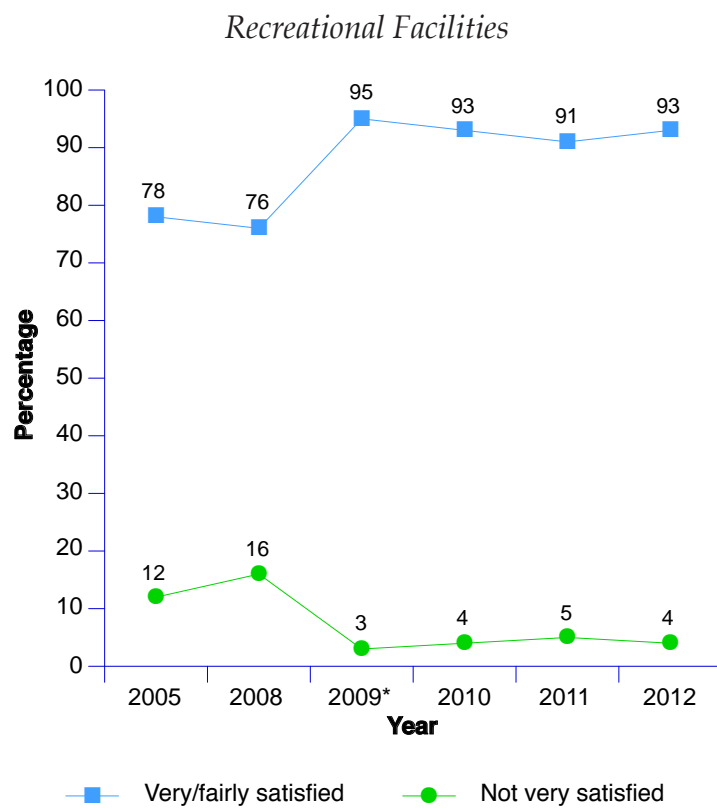
[†] does not add to 100% due to rounding

** the Peer Group and National Averages are the **averaged** readings for sportsfields and playgrounds **and** parks and reserves and these were asked separately in the 2010 National Communitrak Survey

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

- not enough/ need more facilities, mentioned by 2% of residents,
- improve facilities, 2%.

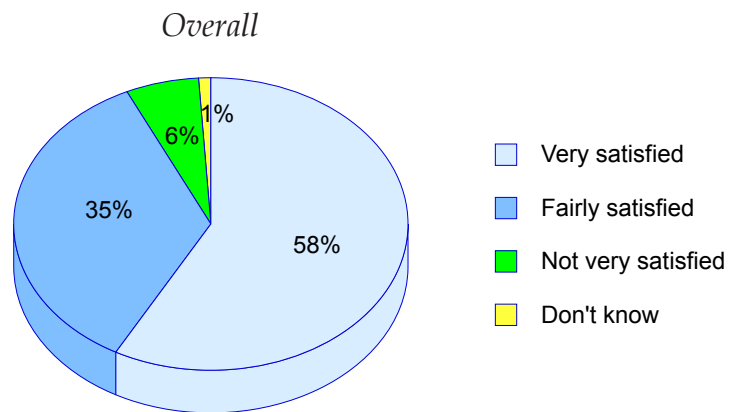
* multiple responses allowed



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

Recommended Satisfaction Measure For Reporting Purposes:

Total District = 93%
 Users = 94%

xi. Parking In Your Local Town

93% of residents are satisfied with parking in their local town, including 58% who are very satisfied (55% in 2011). 6% are not very satisfied.

The percent not very satisfied is below the Peer Group and National Averages and similar to last year's reading.

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

Satisfaction With Parking In Your Local Town

| | Very Satisfied % | Fairly Satisfied % | Very/Fairly Satisfied % | Not Very Satisfied % | Don't Know % |
|-------------------------|---------------------|-----------------------|----------------------------|-------------------------|-----------------|
| Overall* | | | | | |
| Total District 2012 | 58 | 35 | 93 | 6 | 1 |
| 2011 | 55 | 36 | 91 | 7 | 2 |
| 2010 | 53 | 35 | 88 | 11 | 1 |
| 2009 | 53 | 39 | 92 | 8 | - |
| 2008 | 49 | 40 | 89 | 10 | 1 |
| 2005 | 38 | 47 | 85 | 14 | 1 |
| Comparison | | | | | |
| Peer Group (Rural) | 41 | 42 | 83 | 15 | 2 |
| National Average | 23 | 43 | 66 | 31 | 3 |
| Ward | | | | | |
| Lakes-Murchison | 48 | 45 | 93 | 7 | - |
| Golden Bay [†] | 31 | 50 | 81 | 18 | - |
| Motueka | 48 | 46 | 94 | 6 | - |
| Moutere-Waimea | 60 | 33 | 93 | 5 | 2 |
| Richmond | 76 | 20 | 96 | 2 | 2 |

% read across

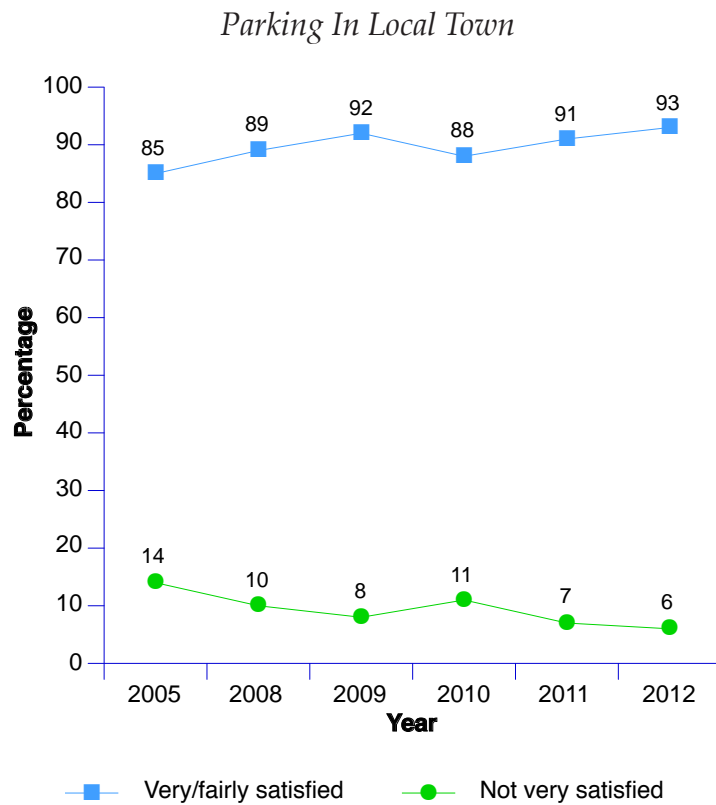
* not asked in prior to 2005

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

The main reasons* residents are not very satisfied with parking in their local town are ...

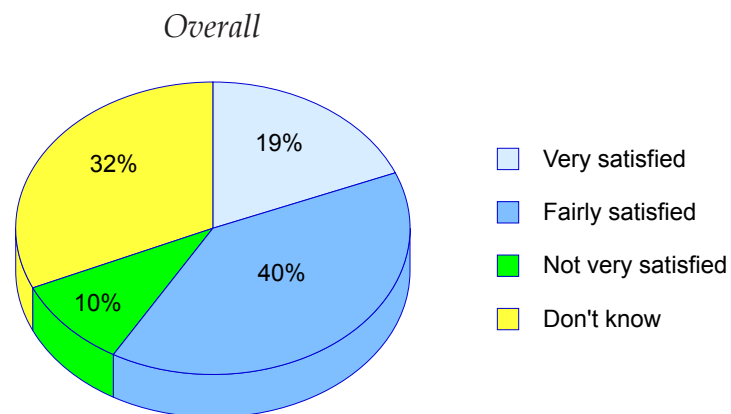
- not enough parking / not enough during summer / need more, mentioned by 4% of all residents,
- narrow roads / congestion / dangerous in main street, 1%,
- parking is difficult / poor visibility, 1%.

* multiple responses allowed



Recommended Satisfaction Measure For Reporting Purposes:
Total District = 93%

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



59% of Tasman residents are satisfied with emergency management (53% in 2011), while 10% are not very satisfied. A large percentage, 32%, are unable to comment (36% in 2011).

The percent not very satisfied is similar to the Peer Group and National Averages and the 2011 reading.

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

Satisfaction With Emergency Management

| | Very Satisfied % | Fairly Satisfied % | Very/Fairly Satisfied % | Not Very Satisfied % | Don't Know % |
|----------------------------------|---------------------|-----------------------|----------------------------|-------------------------|-----------------|
| Overall* | | | | | |
| Total District 2012 [†] | 19 | 40 | 59 | 10 | 32 |
| 2011 | 20 | 33 | 53 | 11 | 36 |
| 2010 [†] | 19 | 37 | 56 | 8 | 37 |
| 2009 | 18 | 40 | 58 | 10 | 32 |
| 2008 | 15 | 35 | 50 | 16 | 34 |
| Comparison | | | | | |
| Peer Group (Rural) | 30 | 32 | 62 | 9 | 29 |
| National Average | 25 | 33 | 58 | 8 | 34 |
| Ward | | | | | |
| Lakes-Murchison | 24 | 31 | 55 | 13 | 32 |
| Golden Bay | 29 | 47 | 76 | 13 | 11 |
| Motueka [†] | 11 | 42 | 53 | 10 | 38 |
| Moutere-Waimea [†] | 13 | 39 | 52 | 12 | 35 |
| Richmond | 24 | 38 | 62 | 7 | 31 |

% read across

* not asked prior to 2008

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

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

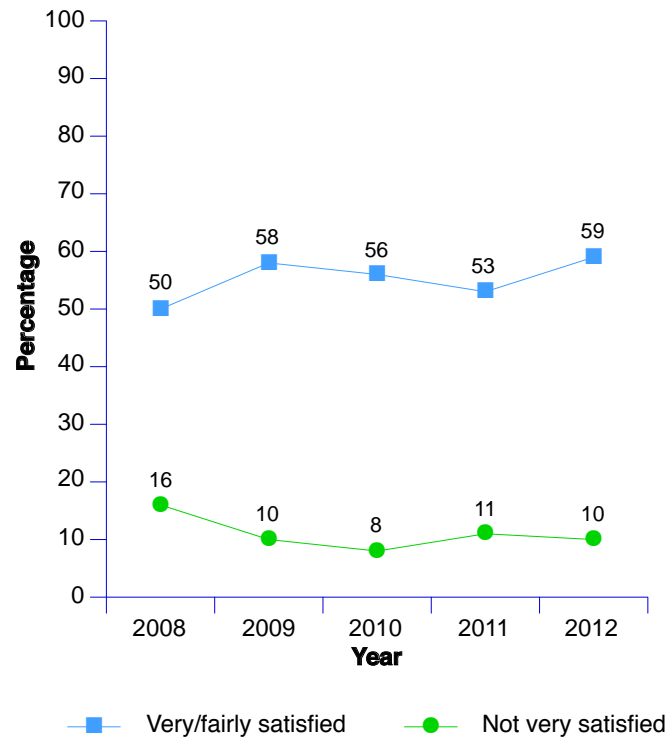
- non-existent/not aware of any emergency plan,
- lack of information/not enough publicity/knowledge,
- not prepared/organised/delays in response/little help/no follow-up,
- need more education/training.

Summary Table:

Main Reasons* For Being Not Very Satisfied With Emergency Management

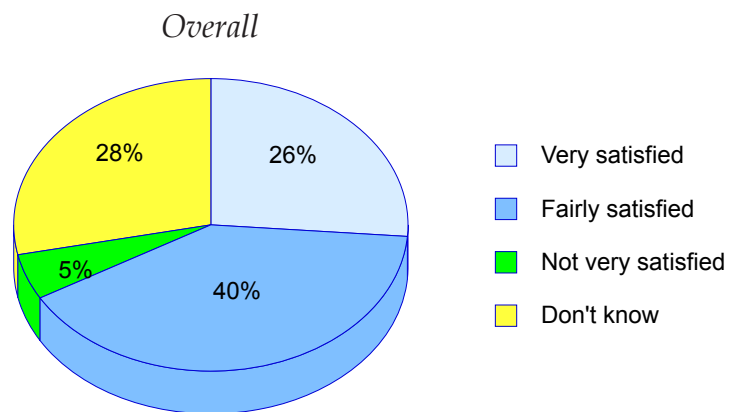
| | Total District 2012 % | Ward | | | | |
|--|--------------------------------|--------------------------|--------------------|--------------|-------------------------|---------------|
| | | Lakes- Murchison % | Golden Bay % | Motueka % | Moutere- Waimea % | Richmond % |
| Percent Who Mention ... | | | | | | |
| Non-existent/not aware of any emergency plan | 4 | 4 | 2 | 4 | 6 | 2 |
| Lack of information/not enough publicity/knowledge | 3 | 7 | 6 | 6 | 1 | 2 |
| Not prepared/organised/delays in response/little help/no follow-up | 3 | 4 | 11 | - | 4 | 3 |
| Need more education/training | 1 | 3 | - | 3 | 1 | 1 |

* multiple responses allowed

Emergency Management

Recommended Satisfaction Measure For Reporting Purposes:
Total District = 59%

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



66% of residents are satisfied with environmental education, including 26% who are very satisfied (29% in 2011). 5% are not very satisfied and 28% are unable to comment.

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

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

Satisfaction With Environmental Education

| | Very Satisfied % | Fairly Satisfied % | Very/Fairly Satisfied % | Not Very Satisfied % | Don't Know % |
|----------------------------------|---------------------|-----------------------|----------------------------|-------------------------|-----------------|
| Overall* | | | | | |
| Total District 2012 [†] | 26 | 40 | 66 | 5 | 28 |
| 2011 | 29 | 39 | 68 | 5 | 27 |
| 2010 | 36 | 38 | 74 | 4 | 22 |
| 2009 | 33 | 42 | 75 | 4 | 21 |
| Ward | | | | | |
| Lakes-Murchison | 26 | 38 | 64 | 6 | 30 |
| Golden Bay [†] | 24 | 43 | 67 | 7 | 25 |
| Motueka | 30 | 38 | 68 | 6 | 26 |
| Moutere-Waimea [†] | 20 | 45 | 65 | 7 | 27 |
| Richmond [†] | 29 | 38 | 67 | 3 | 31 |

% read across

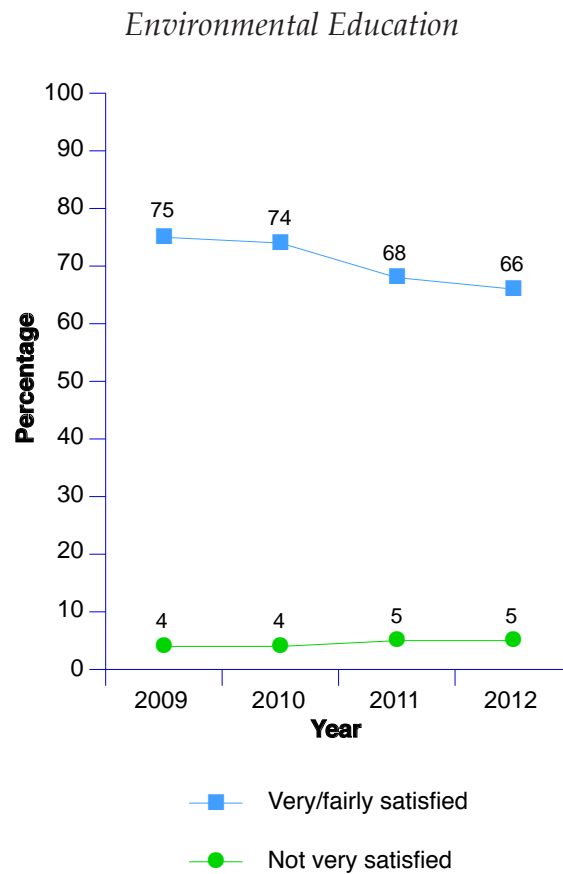
* not asked prior to 2009

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

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

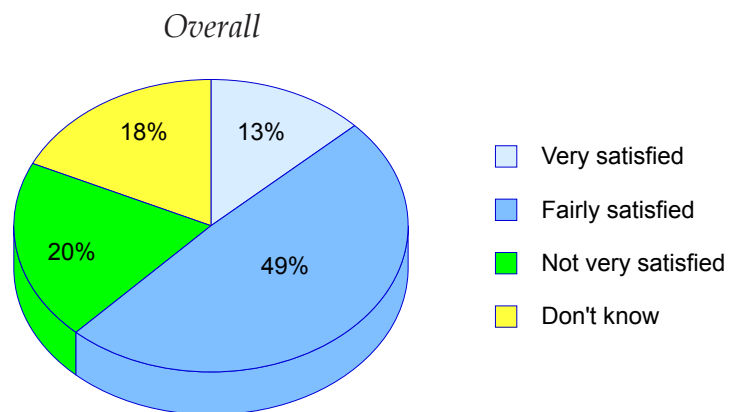
- not enough education/ not publicised enough/ not aware of any, mentioned by 3% of all residents,
- not tough enough/ toxic substances poisoning, 1%.

* multiple responses allowed



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

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



62% of Tasman residents are satisfied with environmental planning and policy (58% in 2011), while 20% are not very satisfied (17% in 2011) and 18% are unable to comment (25% in 2011).

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

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

Satisfaction With Environmental Planning And Policy

| | Very Satisfied % | Fairly Satisfied % | Very/Fairly Satisfied % | Not Very Satisfied % | Don't Know % |
|-----------------------------|---------------------|-----------------------|----------------------------|-------------------------|-----------------|
| Overall* | | | | | |
| Total District 2012 | 13 | 49 | 62 | 20 | 18 |
| 2011 | 15 | 43 | 58 | 17 | 25 |
| 2010 | 22 | 49 | 71 | 14 | 15 |
| 2009 | 19 | 50 | 69 | 20 | 11 |
| 2008 | 13 | 49 | 62 | 22 | 16 |
| Ward | | | | | |
| Lakes-Murchison | 16 | 34 | 50 | 28 | 22 |
| Golden Bay | 11 | 51 | 62 | 29 | 9 |
| Motueka | 10 | 46 | 56 | 25 | 19 |
| Moutere-Waimea [†] | 12 | 58 | 70 | 17 | 14 |
| Richmond [†] | 17 | 49 | 66 | 12 | 23 |
| Gender | | | | | |
| Male | 13 | 53 | 66 | 23 | 11 |
| Female | 13 | 46 | 59 | 16 | (25) |

% read across

* not asked prior to 2008

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

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

- water supply / management / allocation,
- poor planning / management / decisions,
- zoning (in general),
- waterways / poor river management / flooding / pollution,
- housing developments / subdivisions,
- inflexible / too bureaucratic / change rules.

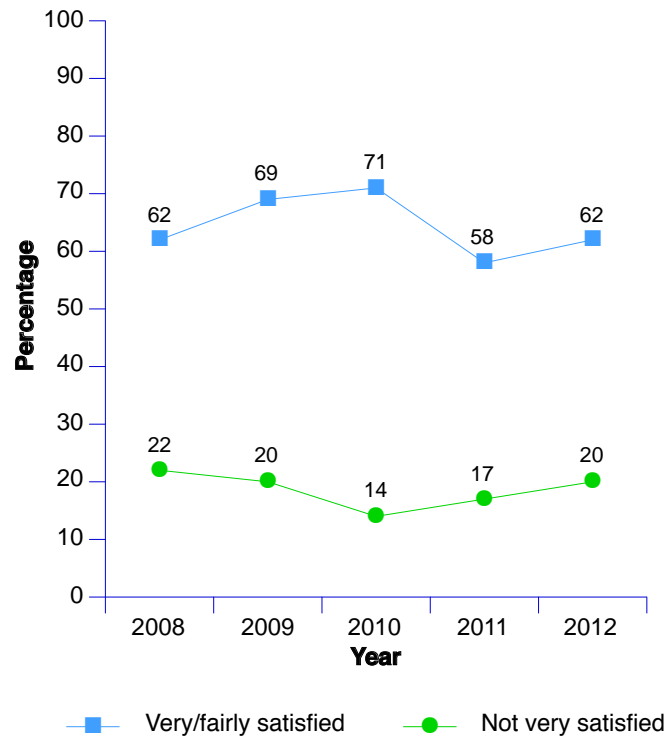
Summary Table:

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

| | Total District 2012 % | Ward | | | | |
|--|-----------------------|-------------------|--------------|-----------|------------------|------------|
| | | Lakes-Murchison % | Golden Bay % | Motueka % | Moutere-Waimea % | Richmond % |
| Percent Who Mention ... | | | | | | |
| Water supply / management / allocation | 5 | 5 | 5 | 11 | 5 | 2 |
| Poor planning / management / decisions | 3 | 3 | 9 | 4 | 1 | 2 |
| Zoning (in general) | 2 | 3 | - | 2 | 4 | 2 |
| Waterways / poor river management / flooding / pollution | 2 | 5 | 4 | 3 | 1 | 2 |
| Housing developments / subdivisions | 2 | - | 5 | 2 | 1 | 2 |
| Inflexible / too bureaucratic / change rules | 2 | - | 2 | 1 | 3 | 1 |

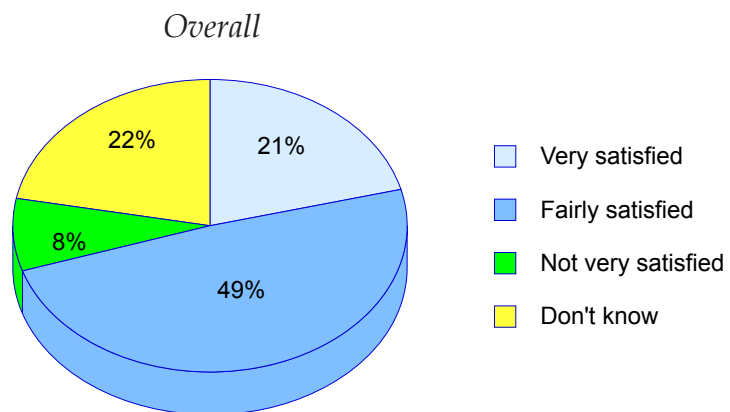
* multiple responses allowed

Environmental Planning And Policy



Recommended Satisfaction Measure For Reporting Purposes:
Total District = 62%

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



70% of Tasman residents are satisfied with environmental information, while 8% are not very satisfied and 22% are unable to comment. These readings are similar to the 2011 results.

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

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

Satisfaction With Environmental Information

| | Very Satisfied % | Fairly Satisfied % | Very/Fairly Satisfied % | Not Very Satisfied % | Don't Know % |
|------------------------------|---------------------|-----------------------|----------------------------|-------------------------|-----------------|
| Overall* | | | | | |
| Total District 2012 | 21 | 49 | 70 | 8 | 22 |
| 2011 [†] | 22 | 46 | 68 | 9 | 24 |
| 2010 | 25 | 47 | 72 | 8 | 20 |
| 2009 | 25 | 50 | 75 | 9 | 16 |
| 2008 | 20 | 52 | 72 | 8 | 20 |
| 2002 | 14 | 49 | 63 | 16 | 21 |
| Ward | | | | | |
| Lakes-Murchison [†] | 23 | 31 | 54 | 11 | 36 |
| Golden Bay | 13 | 51 | 64 | 5 | 31 |
| Motueka [†] | 19 | 52 | 71 | 7 | 21 |
| Moutere-Waimea | 19 | 55 | 74 | 10 | 16 |
| Richmond | 27 | 46 | 73 | 6 | 21 |

% read across

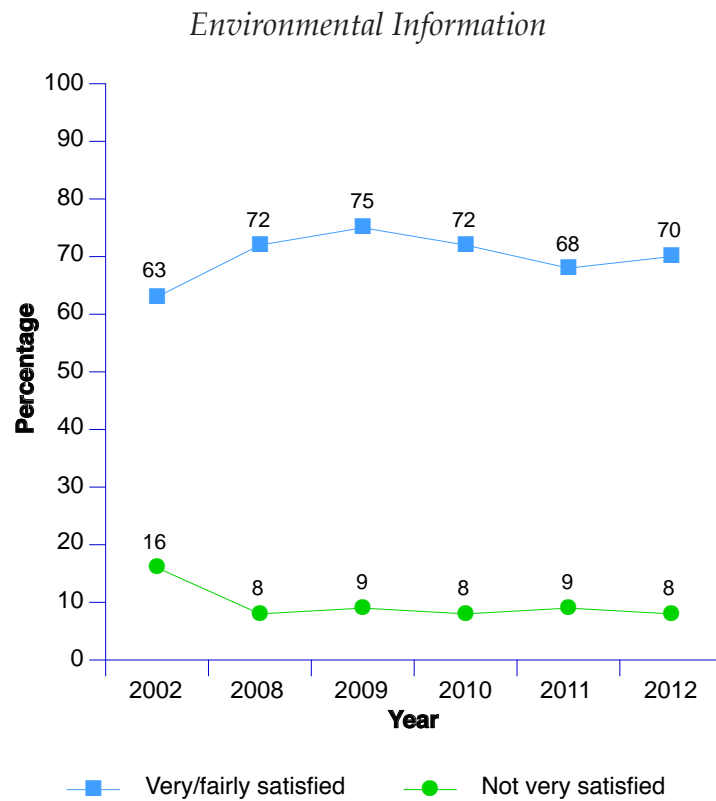
* not asked in 2005 or prior to 2002

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

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

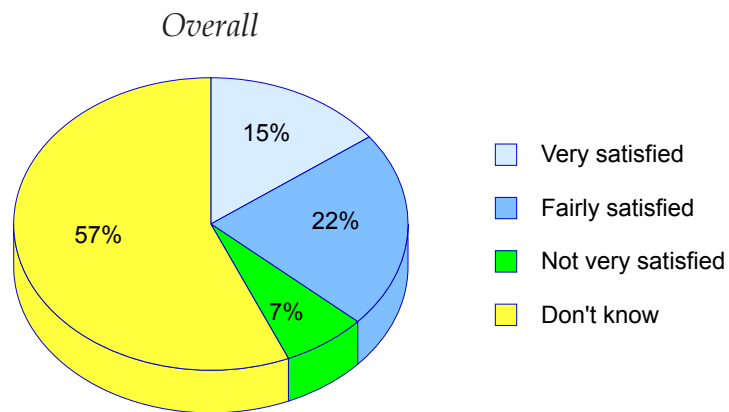
- lack of information/ would like more/ haven't seen any, mentioned by 4% of all residents,
- no notification of problems, 1%,
- concerns about contaminated water, 1%,
- don't tell the truth/ don't want to know, 1%.

* multiple responses allowed



Recommended Satisfaction Measure For Reporting Purposes:
Total District = 70%

xvi. Harbour Management And Safety Activity (eg, Harbour master activities)



37% of Tasman residents are satisfied with harbour management and safety activity (47% in 2011), while 7% are not very satisfied (4% in 2011). A significant percentage, 57%, are unable to comment (49% in 2011).

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

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

Satisfaction With Harbour Management And Safety Activity

| | Very Satisfied % | Fairly Satisfied % | Very/Fairly Satisfied % | Not Very Satisfied % | Don't Know % |
|----------------------------------|---------------------|-----------------------|----------------------------|-------------------------|-----------------|
| Overall* | | | | | |
| Total District 2012 [†] | 15 | 22 | 37 | 7 | 57 |
| 2011 | 19 | 28 | 47 | 4 | 49 |
| 2010 [†] | 19 | 31 | 50 | 2 | 49 |
| Ward | | | | | |
| Lakes-Murchison | 7 | 6 | 13 | 3 | 84 |
| Golden Bay | 14 | 22 | 36 | 14 | 50 |
| Motueka [†] | 19 | 25 | 44 | 12 | 44 |
| Moutere-Waimea | 19 | 21 | 40 | 6 | 54 |
| Richmond | 10 | 23 | 33 | 2 | 65 |

% read across

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

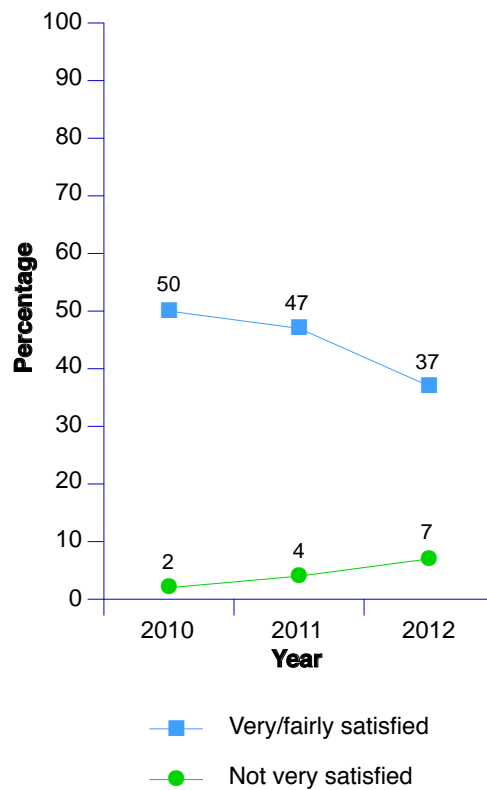
* not asked prior to 2010

The main reasons* residents are not very satisfied with harbour management and safety are ...

- poor facilities/ more needs to be done, mentioned by 2% of all residents,
- too many restrictions/limitations, 1%,
- Motueka Harbour a disgrace, 1%,
- safety issue, 1%,
- Jackett Island issue, 1%,
- comments about harbour master, 1%.

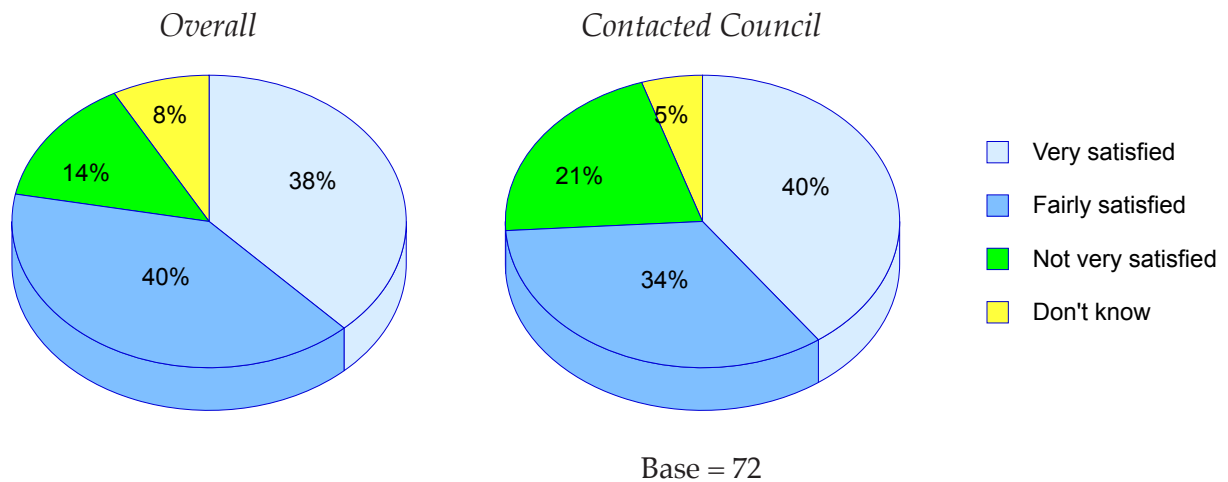
* multiple responses allowed

Harbour Management And Safety Activity



Recommended Satisfaction Measure For Reporting Purposes:
Total District = 37%

xvii. Dog Control



78% of Tasman District residents express satisfaction with the Council's efforts in controlling dogs, including 38% who are very satisfied. 14% are not very satisfied and 8% are unable to comment (14% in 2010).

The percent not very satisfied is on par with the Peer Group Average, similar to the National Average and 5% above the 2010 reading.

19% of households have contacted the Council about dog control (13% in 2010). Of these, 74% are satisfied (86% in 2010) and 21% are not very satisfied (12% in 2010).

Lakes-Murchison Ward residents are more likely to be not very satisfied with the control of dogs, than other Ward residents.

Satisfaction With Dog Control

| | Very Satisfied % | Fairly Satisfied % | Very/Fairly Satisfied % | Not Very Satisfied % | Don't Know % |
|-----------------------------|---------------------|-----------------------|----------------------------|-------------------------|-----------------|
| Overall* | | | | | |
| Total District 2012 | 38 | 40 | 78 | 14 | 8 |
| 2010 | 37 | 40 | 77 | 9 | 14 |
| 2009 | 30 | 50 | 80 | 12 | 8 |
| 2008 | 36 | 39 | 75 | 12 | 13 |
| 2005 | 26 | 47 | 73 | 12 | 15 |
| Contacted Council | 40 | 34 | 74 | 21 | 5 |
| Comparison | | | | | |
| Peer Group (Rural) | 36 | 38 | 74 | 17 | 9 |
| National Average | 35 | 42 | 77 | 16 | 7 |
| Ward | | | | | |
| Lakes-Murchison | 16 | 44 | 60 | 33 | 7 |
| Golden Bay | 22 | 51 | 73 | 16 | 11 |
| Motueka | 48 | 36 | 84 | 11 | 5 |
| Moutere-Waimea [†] | 41 | 40 | 81 | 9 | 11 |
| Richmond | 39 | 38 | 77 | 14 | 9 |

% read across

* not asked prior to 2005 and not asked in 2011

† does not add to 100% due to rounding

The main reasons* residents are not very satisfied with dog control are ...

- need more control/policing/need to be stricter,
- too many roaming/uncontrolled dogs,
- dogs barking,
- poor service/rangers could do a better job,
- owners are not responsible.

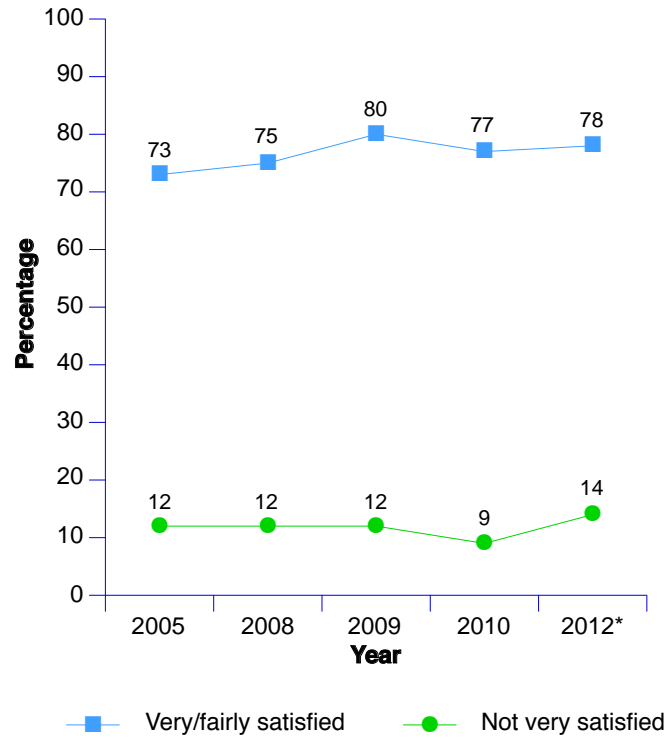
* multiple responses allowed

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

| | Total District 2012 % | Ward | | | | |
|--|--------------------------------|--------------------------|--------------------|--------------|-------------------------|---------------|
| | | Lakes- Murchison % | Golden Bay % | Motueka % | Moutere- Waimea % | Richmond % |
| Percent Who Mention ... | | | | | | |
| Need more control/policing/ need to be stricter | 4 | 8 | 7 | 2 | 2 | 6 |
| Too many roaming/uncontrolled dogs | 4 | 23 | 5 | 3 | 2 | 2 |
| Dogs barking | 2 | 7 | - | 1 | 1 | 4 |
| Poor service/ rangers could do a better job | 2 | 7 | - | 4 | 1 | - |
| Owners are not responsible | 2 | 1 | 4 | 2 | - | 2 |

* multiple responses allowed

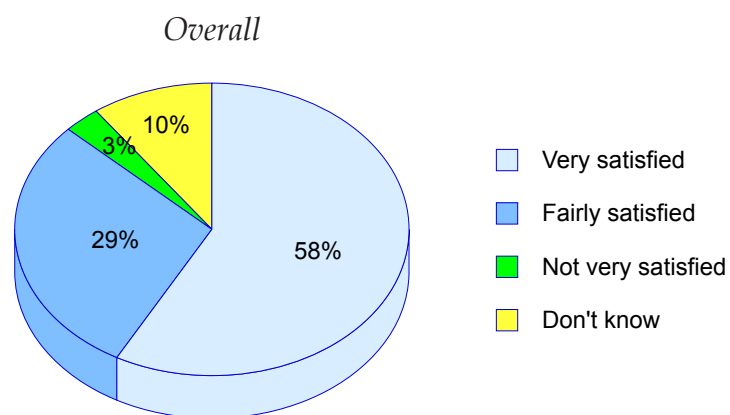
Dog Control



* not asked prior to 2005 and not asked in 2011

Recommended Satisfaction Measure For Reporting Purposes:
 Total District = 78%
 Contacted Council = 74%

xviii. Recreation Programmes And Events (for example the school holiday programmes, "Way to Go" programmes, or events like Carols in the Park)



87% of Tasman residents are satisfied with recreation programmes and events in their District (74% in 2009), including 58% who are very satisfied (39% in 2009). 3% are not very satisfied and 10% are unable to comment (23% in 2009).

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

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

Satisfaction With Recreation Programmes And Events

| | Very Satisfied % | Fairly Satisfied % | Very/Fairly Satisfied % | Not Very Satisfied % | Don't Know % |
|------------------------------|---------------------|-----------------------|----------------------------|-------------------------|-----------------|
| Overall* | | | | | |
| Total District 2012 | 58 | 29 | 87 | 3 | 10 |
| 2009 | 39 | 35 | 74 | 3 | 23 |
| 2008 | 43 | 38 | 81 | 3 | 16 |
| Ward | | | | | |
| Lakes-Murchison [†] | 69 | 20 | 89 | 6 | 6 |
| Golden Bay | 53 | 33 | 86 | - | 14 |
| Motueka | 64 | 23 | 87 | 5 | 8 |
| Moutere-Waimea [†] | 49 | 35 | 84 | 3 | 12 |
| Richmond | 60 | 30 | 90 | 1 | 9 |

% read across

* not asked prior to 2008 and in 2010-2011

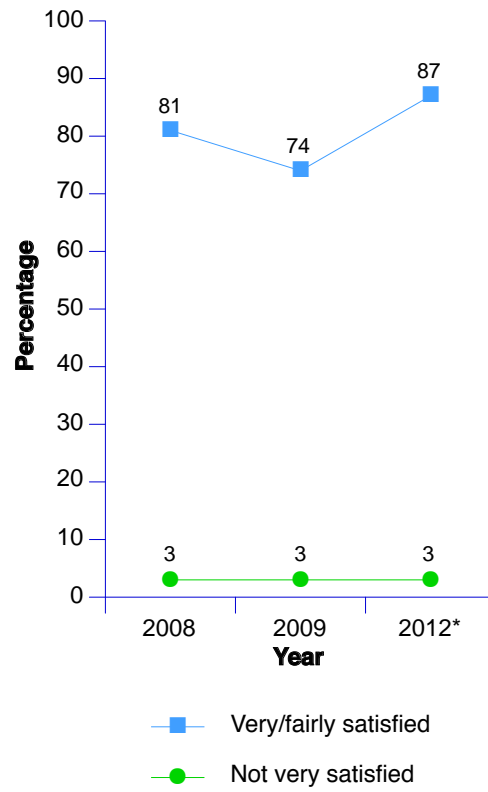
[†] does not add to 100% due to rounding

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

- not Council responsibility, mentioned by 1% of all residents,
- need more/better activities, 1%,
- poorly advertised/not informed, 1%.

* multiple responses allowed

Recreation Programmes And Events

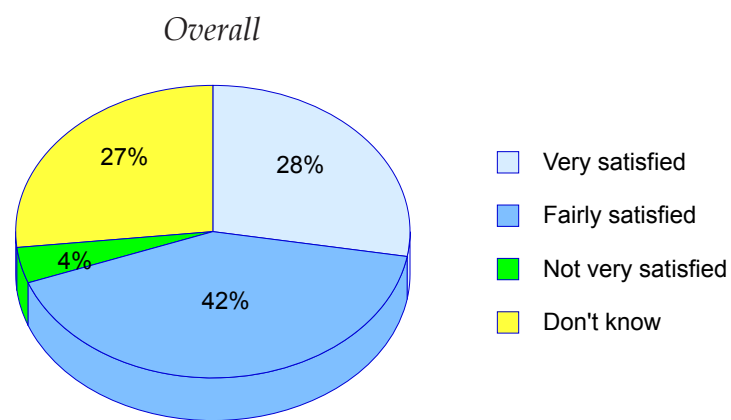


* not asked prior to 2008 and in 2010-2011

Recommended Satisfaction Measure For Reporting Purposes:
Total District = 87%

xix. Community Assistance

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



70% of Tasman residents are satisfied with community assistance (61% in 2009), while 4% are not very satisfied.

The percent not very satisfied is similar to like Districts and residents nationwide and the 2009 reading.

A significant percentage (27%) are unable to comment (35% in 2009).

There are no notable differences between Wards and between socio-economic groups, in terms of those not very satisfied with community assistance. However, it appears that men are slightly more likely, than women, to feel this way.

Satisfaction With Community Assistance

| | Very Satisfied % | Fairly Satisfied % | Very/Fairly Satisfied % | Not Very Satisfied % | Don't Know % |
|----------------------------------|---------------------|-----------------------|----------------------------|-------------------------|-----------------|
| Overall* | | | | | |
| Total District 2012 [†] | 28 | 42 | 70 | 4 | 27 |
| 2009 | 23 | 38 | 61 | 4 | 35 |
| 2008 | 24 | 44 | 68 | 7 | 25 |
| 2005 | 22 | 42 | 64 | 4 | 32 |
| 2002 | 17 | 43 | 60 | 5 | 35 |
| 1999 | 16 | 41 | 57 | 7 | 36 |
| Comparison | | | | | |
| Peer Group (Rural) | 27 | 37 | 64 | 6 | 30 |
| National Average | 21 | 36 | 57 | 6 | 37 |
| Ward | | | | | |
| Lakes-Murchison | 37 | 44 | 81 | 4 | 15 |
| Golden Bay | 32 | 58 | 90 | 1 | 9 |
| Motueka [†] | 32 | 43 | 75 | 2 | 24 |
| Moutere-Waimea | 22 | 44 | 66 | 6 | 28 |
| Richmond | 26 | 33 | 59 | 4 | 37 |
| Gender | | | | | |
| Male | 24 | 43 | 67 | 7 | 26 |
| Female | 31 | 40 | 71 | 1 | 28 |

% read across

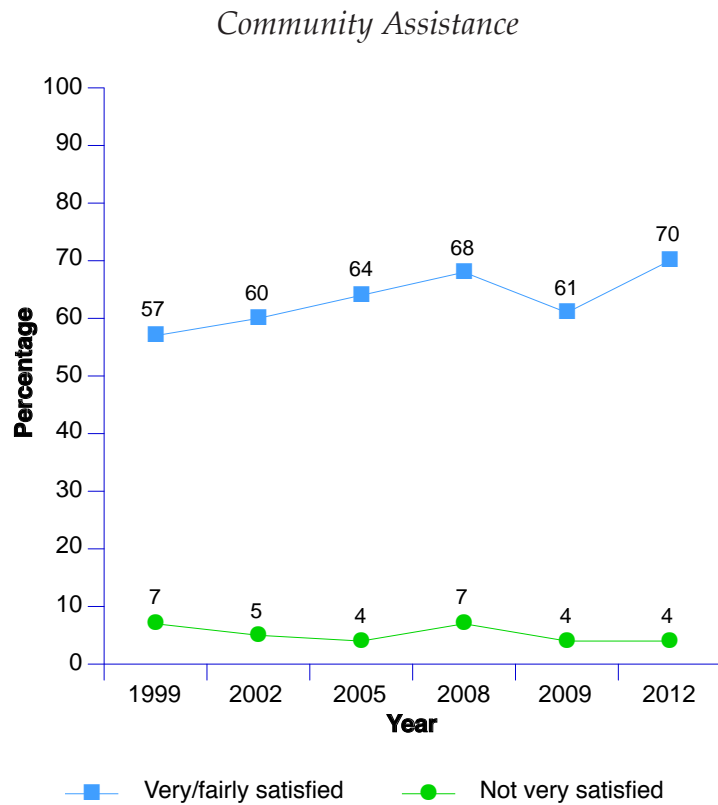
* not asked in 1996 and 2010, 2011

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

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

- not enough support/Council not interested/not listening, mentioned by 2% of all residents,
- too much assistance/too much money handed out, 1%,
- need tighter criteria to access grants, 1%,
- Council reluctant to support/charge fees for help, 1%.

* multiple responses allowed



Recommended Satisfaction Measure For Reporting Purposes:
Total District = 70%



2. Council Policy And Direction

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

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

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

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

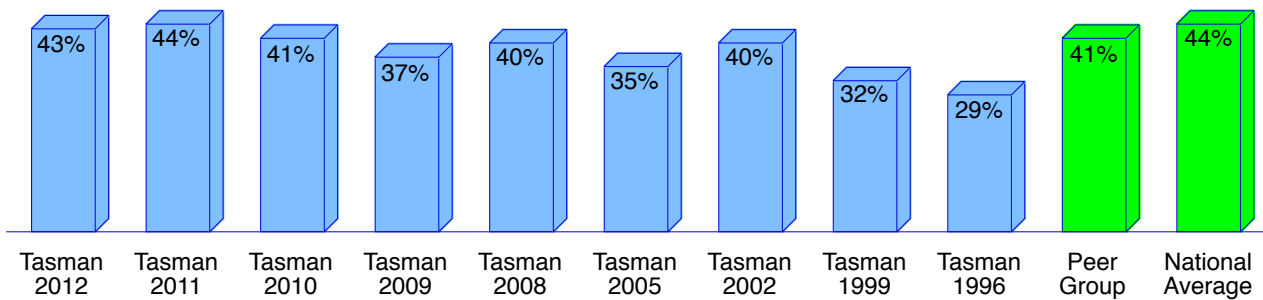
a. Recent Council Actions, Decisions Or Management Residents Approve Of

Overall, 43% of Tasman District residents have in mind a recent Council action, decision or management they approve of. This is similar to the Peer Group and National Averages.

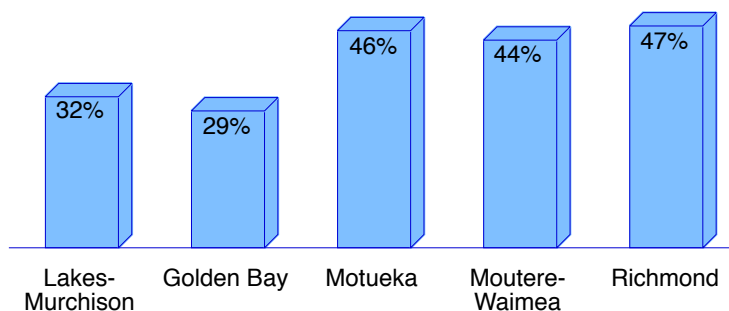
There are no notable differences between Wards and between socio-economic groups in terms of those residents who are more have in mind a Council action, decision or management they approve of. However, it appears that the following are slightly more likely to feel this way ...

- Motueka, Moutere-Waimea and Richmond Ward residents,
- men.

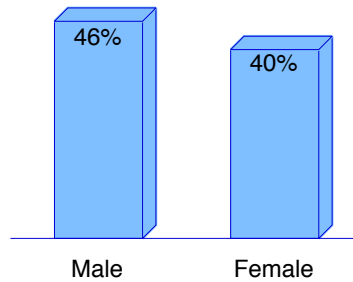
Percent Approving - Comparison



Percent Approving - By Ward



Percent Approving - Comparing Different Types Of Residents



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

- stance on amalgamation with Nelson/kept us informed,
- the cycleway/bike trails,
- beautification/upgrades/upkeep of parks, reserves, public areas,
- do a good job/good service/good leadership,
- good consultation/communication/keep us informed/listen,
- river/flood management/improving stopbanks.

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

| | Total District 2012 % | Ward | | | | |
|---|-----------------------|-------------------|--------------|-----------|------------------|------------|
| | | Lakes-Murchison % | Golden Bay % | Motueka % | Moutere-Waimea % | Richmond % |
| Percent Who Mention ... | | | | | | |
| Stance on amalgamation with Nelson/kept us informed | 14 | 16 | 4 | 10 | 14 | 20 |
| The cycleway/bike trails | 8 | 4 | - | 7 | 12 | 8 |
| Beautification/upgrades/upkeep of parks, reserves, public areas | 5 | - | - | 8 | 7 | 3 |
| Do a good job/good service/good leadership [†] | 3 | 3 | 2 | 5 | 3 | 1 |
| Good consultation/communication/keep us informed/listen | 3 | - | 1 | 3 | 3 | 3 |
| River/flood management/improving stopbanks | 3 | 1 | 12 | 1 | - | 3 |

NB: refer to page 92

[†] 3% of residents mention "Council staff performance/attitude/communication" as an issue they **disapprove** of

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

- community involvement/ financial help/ support community events,
- sports and recreation facilities,

by 1% ...

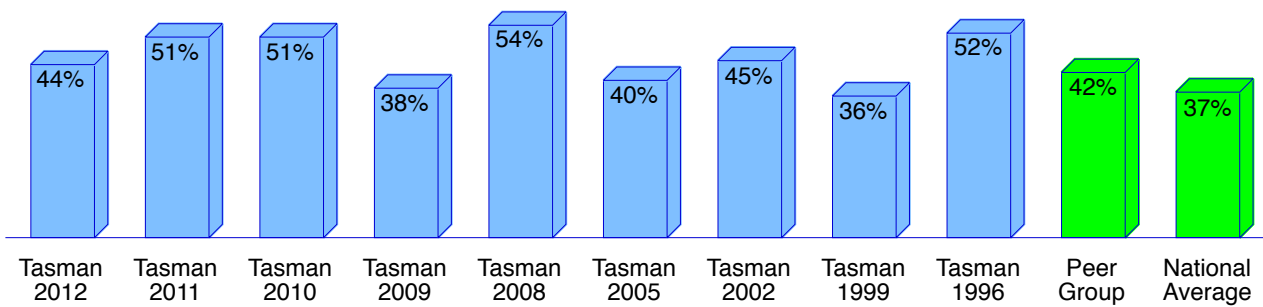
- improved roading/ traffic flow/ road safety,
- library facilities,
- rubbish/ recycling issues,
- debt reduction/ rates decrease,
- walkways.

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

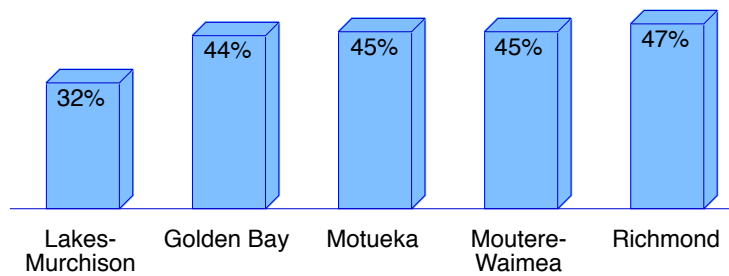
Overall, 44% of Tasman District residents have in mind a recent Council action, decision or management they disapprove of (51% in 2011). This is similar to the Peer Group Average and above the National Average.

Men, are more likely to have in mind a recent Council action, decision or management they disapprove of, than women. It appears that Lakes-Murchison Ward residents are slightly less likely than other Ward residents, to feel this way.

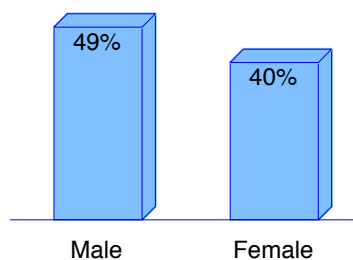
Percent Disapproving - Comparison



Percent Disapproving - By Ward



Percent Disapproving - Comparing Different Types Of Residents



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

- amalgamation issues,
- rates increases/rates too high/rates issues,
- water supply issues,
- environmental issues/flooding.

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

| | Total District 2012 % | Ward | | | | |
|--|--------------------------------|--------------------------|--------------------|--------------|-------------------------|---------------|
| | | Lakes- Murchison % | Golden Bay % | Motueka % | Moutere- Waimea % | Richmond % |
| Percent Who Mention ... | | | | | | |
| Amalgamation issues [†] | 9 | 4 | 4 | 4 | 10 | 14 |
| Rates increases/rates too high/ rates issues* | 4 | 2 | 3 | 7 | 3 | 4 |
| Water supply issues | 4 | - | - | 8 | 6 | 3 |
| Environmental issues/flooding** | 4 | 5 | 11 | 2 | 5 | 1 |

NB: refer to page 89

[†] 14+% of residents mention "stance on amalgamation with Nelson/kept us informed" as an issue they approve of

* 1% of residents mention "debt reduction/rates decrease" as an issue they approve of

** 3% of residents mention "river/flood management/improving stopbanks" as an issue they approve of

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

- consent/permit process/slow/too many rules/expensive,
- Council performance/attitude/communication,
- new Council building,
- planning issues/zoning/subdivisions,

by 2% ...

- Council spending/overspending/money wasted/spend on themselves,
- roading/roadworks/traffic issues,
- recreational issues,

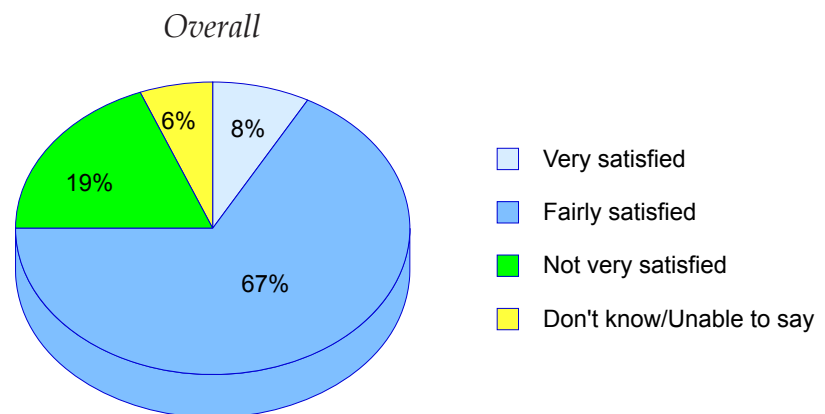
by 1% ...

- relocating hall at Hope Domain,
- early appointment of CEO before amalgamation decision,
- freedom camping bylaw.



3. Rates Issues

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



Overall, 75% of Tasman District residents are satisfied with the way rates are spent on services/ facilities provided by Council, while 19% are not very satisfied (22% in 2011).

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

There are no notable differences between Wards and between socio-economic groups, in terms of those residents not very satisfied with the way rates are spent on services and facilities provided by Council. However, it appears that the following residents are slightly more likely to feel this way ...

- Golden Bay Ward residents,
- residents with an annual household income of less than \$30,000.

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

| | Very Satisfied % | Fairly Satisfied % | Very/Fairly Satisfied % | Not Very Satisfied % | Don't Know % |
|-------------------------|---------------------|-----------------------|----------------------------|-------------------------|-----------------|
| Overall | | | | | |
| Total District 2012 | 8 | 67 | 75 | 19 | 6 |
| 2011 | 10 | 63 | 73 | 22 | 5 |
| 2010 | 11 | 65 | 76 | 19 | 5 |
| 2009 | 9 | 63 | 72 | 23 | 5 |
| 2008 | 9 | 61 | 70 | 27 | 3 |
| 2005 | 9 | 62 | 71 | 22 | 7 |
| 2002 | 6 | 68 | 74 | 21 | 5 |
| 1999 | 4 | 62 | 66 | 27 | 7 |
| 1996 | 6 | 58 | 64 | 25 | 11 |
| Comparison | | | | | |
| Peer Group (Rural) | 9 | 55 | 64 | 29 | 7 |
| National Average | 9 | 63 | 72 | 21 | 7 |
| Ward | | | | | |
| Lakes-Murchison | 8 | 69 | 77 | 20 | 3 |
| Golden Bay | - | 65 | 65 | 33 | 2 |
| Motueka [†] | 5 | 68 | 73 | 20 | 6 |
| Moutere-Waimea | 14 | 67 | 81 | 17 | 2 |
| Richmond [†] | 7 | 65 | 72 | 16 | 12 |
| Household Income | | | | | |
| Less than \$30,000 pa | 6 | 59 | 65 | 34 | 1 |
| \$30,000 - \$50,000 pa | 7 | 68 | 75 | 17 | 8 |
| \$50,001 - \$100,000 pa | 7 | 73 | 80 | 15 | 5 |
| More than \$100,000 pa | 13 | 60 | 73 | 22 | 5 |

% read across

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

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

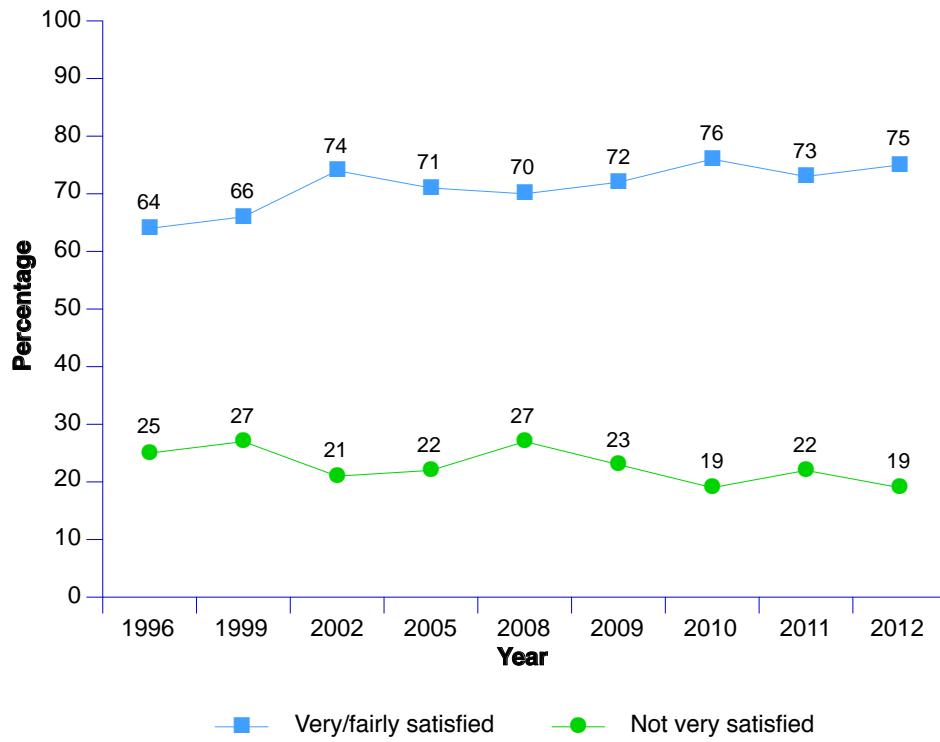
- rates too high/increases/ too high for services received/not value for money,
- money wasted/not spent wisely/excessive expenditure,
- water supply issues,
- unfair allocation of rates money/not being spent in area.

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

| | Total District 2012 % | Ward | | | | |
|--|-----------------------------|--------------------------|--------------------|--------------|-------------------------|---------------|
| | | Lakes- Murchison % | Golden Bay % | Motueka % | Moutere- Waimea % | Richmond % |
| Percent Who Mention ... | | | | | | |
| Rates too high/increases/ too high for services received/not value for money | 8 | 5 | 10 | 10 | 6 | 8 |
| Money wasted/not spent wisely/excessive expenditure | 5 | 5 | 4 | 6 | 5 | 4 |
| Water supply issues | 3 | 5 | 13 | 2 | - | 1 |
| Unfair allocation of rates money/not being spent in area | 3 | - | 7 | 3 | 3 | 1 |

* multiple responses allowed

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

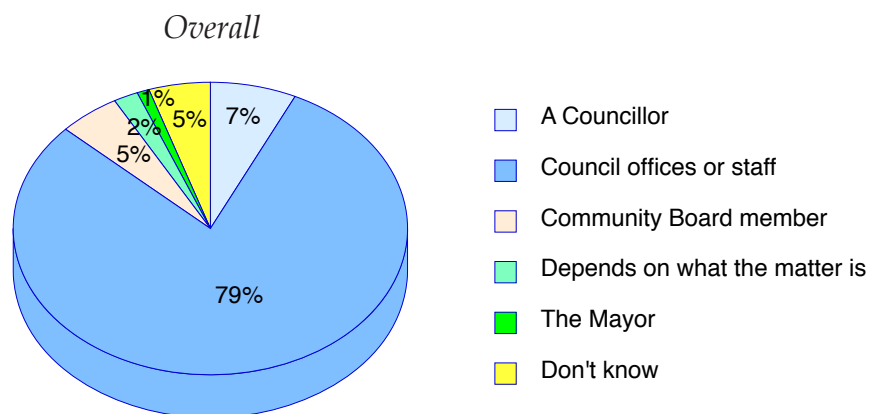


Recommended Satisfaction Measure For Reporting Purposes:
 Total District = 75%



4. Contact With Council

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



Summary Table:

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

| | Total District 2012 % | Total District 2011 % | Ward | | | | |
|--------------------------------|-----------------------|-----------------------|-------------------|--------------|-----------|------------------|-----------------|
| | | | Lakes-Murchison % | Golden Bay % | Motueka % | Moutere-Waimea % | Richmond % |
| <i>Percent Who Mention ...</i> | | | | | | | |
| The Council offices or staff | 79 | 82 | 66 | 61 | 75 | 85 | 87 |
| A Councillor | 7 | 10 | 27 | 6 | 9 | 5 | 3 |
| A Community Board member* | 5 | 3 | 1 | 15 | 12 | 1 | - |
| Depends on what the matter is | 2 | 1 | 3 | 8 | 2 | 1 | 2 |
| The Mayor | 1 | - | - | - | - | 3 | 1 |
| Don't know | 5 | 4 | 3 | 10 | 2 | 6 | 6 |
| Total | [†] 99 | 100 | 100 | 100 | 100 | [†] 101 | [†] 99 |

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

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

79% of residents would contact Council offices or staff first if they had a matter to raise with Council (82% in 2011), followed by a Councillor, 7% (10% in 2011).

Residents more likely to say they would contact Council staff and offices first are ...

- women,
- residents aged 18 to 64 years.

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

Contact A Councillor

"Happy to talk for particular interest."

"If a political question."

"State of road."

"Something serious needing urgent action."

"When it is something important the office could not deal with."

"With regard to some of the issues with rates and stuff."

"If I was going nowhere with the Council staff."

"Political type issues."

"Rates complaints."

"Query about Long Term Plan or rates increases."

"Waste of money."

"Important not trivial."

Contact The Offices

"If they can fix it easily."

"If direct answer required, eg, watermain broken."

"Anything small they could deal with."

"Ongoing roading problem."

"Boundary adjustment."

"A problem with overhanging vegetation on the streets."

"Regarding roading or general licensing."

"Day to day nuts and bolts, rubbish, etc."

"Vegetation overgrown complaints."

"Administration matter."

"Depends how trivial it is or not."

"I would normally contact the Council offices."

Contact A Community Board member

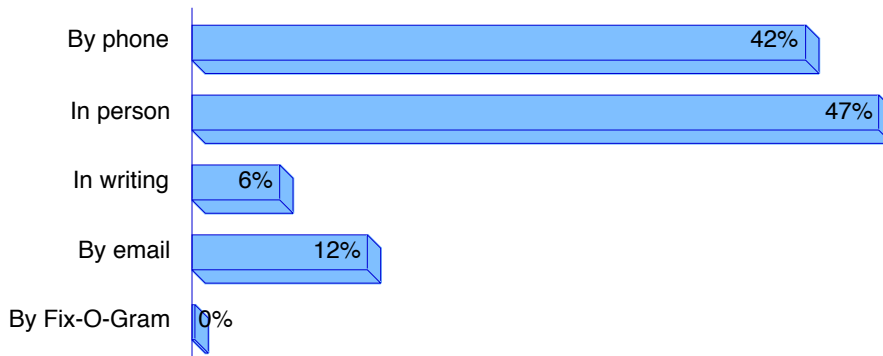
"If a political question."

"Something political."

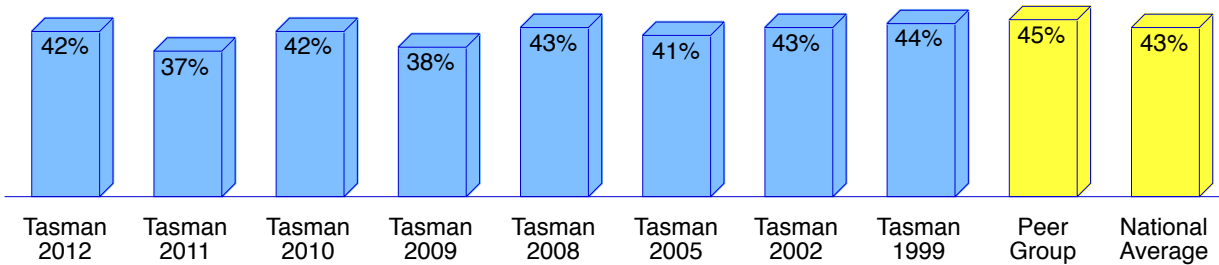
"Something serious needing urgent action. I know all the Board members and most Councillors."

b. Levels Of Contact

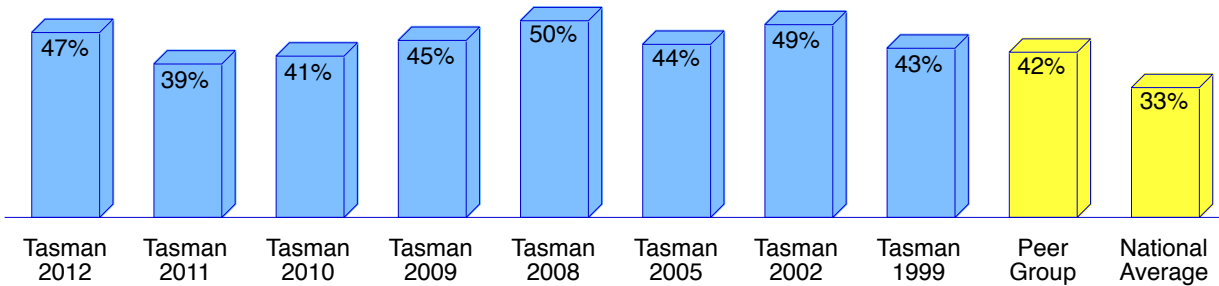
2012 - Yes, Have Contacted Council Offices ...



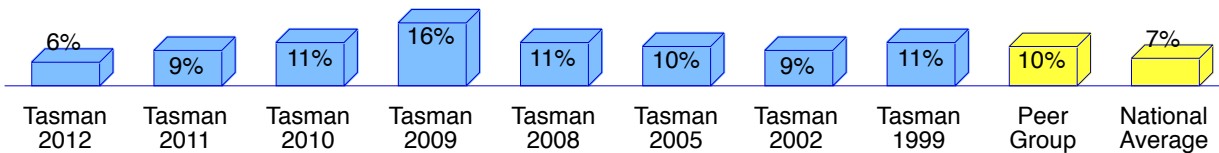
Percent Saying 'Yes - By Phone' - Comparison



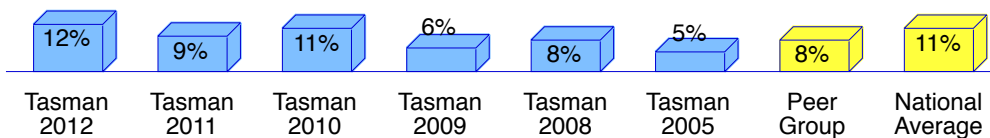
Percent Saying 'Yes - In Person' - Comparison



Percent Saying 'Yes - In Writing' - Comparison



Percent Saying 'Yes - By Email' - Comparison



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



42% of residents have contacted Council offices by phone in the last year (37% in 2011), while 47% visited a Council office in person (39% in 2011) and 6% contacted Council in writing (9% in 2011). 12% have contacted Council offices by email (9% in 2011) and one resident contacted them by Fix-O-Gram.

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

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

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

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

Residents more likely to contact Council **by phone** are ...

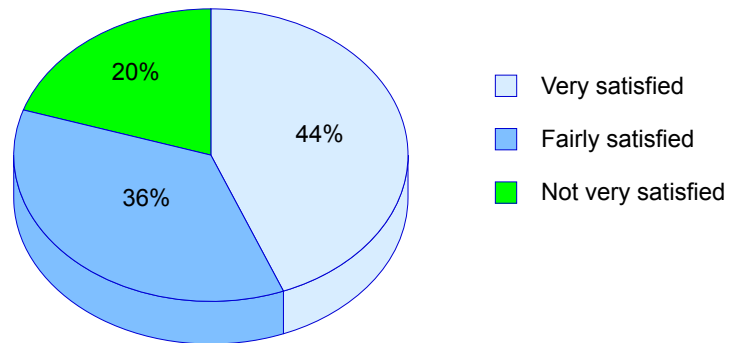
- residents aged 18 to 64 years,
- residents with an annual household income of \$50,001 or more,
- residents who live in a three or more person household.

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

- all Ward residents, except Lakes-Murchison Ward residents.

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

c. Satisfaction When Contacting The Council Offices By Phone



Base = 164

80% of residents contacting the Council Offices by phone in the last 12 months are satisfied, including 44% who are very satisfied (37% in 2011), while 20% are not very satisfied.

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

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

[†] those residents who have contacted the Council offices by phone (N = 164)

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

- poor service/lack of knowledge/slow, mentioned by 6% of residents contacting Council by phone (10 respondents),
- fobbed off/not interested/poor attitude, 5% (9 respondents),
- unsatisfactory outcome/not resolved, 4% (7 respondents).

* multiple responses allowed

Satisfaction When Contacting Council Offices By Phone

| | Very Satisfied % | Fairly Satisfied % | Very/Fairly Satisfied % | Not Very Satisfied % | Don't Know % |
|---|---------------------|-----------------------|----------------------------|-------------------------|-----------------|
| Contacted Council Offices By Phone | | | | | |
| 2012 | 44 | 36 | 80 | 20 | - |
| 2011 | 37 | 40 | 77 | 23 | - |
| 2010 | 40 | 44 | 84 | 16 | - |
| 2009 | 38 | 36 | 74 | 26 | - |
| 2008 | 32 | 42 | 74 | 26 | - |
| 2005 | 37 | 42 | 79 | 21 | - |
| 2002 | 32 | 48 | 80 | 20 | - |
| Comparison | | | | | |
| Peer Group (Rural) | 49 | 33 | 82 | 18 | - |
| National Average | 49 | 34 | 83 | 17 | - |
| Ward | | | | | |
| Lakes-Murchison* | 83 | 17 | 100 | - | - |
| Golden Bay* | - | 64 | 64 | 36 | - |
| Motueka [†] | 45 | 40 | 85 | 16 | - |
| Moutere-Waimea | 41 | 31 | 72 | 28 | - |
| Richmond | 51 | 32 | 83 | 17 | - |

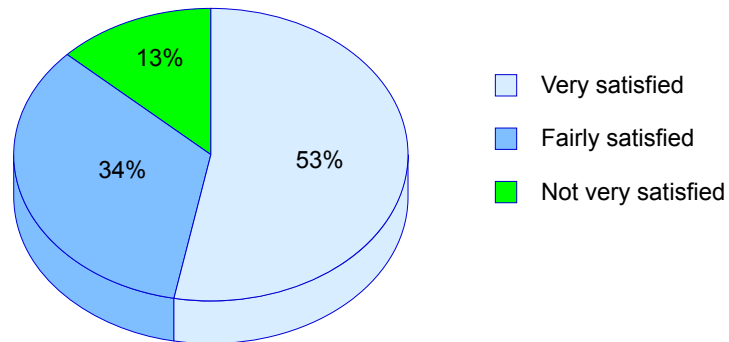
Base = 164

% read across

* caution: small bases

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

d. Satisfaction When Contacting The Council Offices In Person



Base = 184

87% of residents contacting a Council office in person in the last 12 months are satisfied, including 53% who are very satisfied (47% in 2011).

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

Men[†] are more likely to be not very satisfied, than women[†].

[†] those residents who have contacted Council offices in person (N = 184)

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

- poor service / slow / inefficient, mentioned by 4% of residents who contacted a Council office in person (8 respondents),
- poor attitude / unfriendly / unhelpful, 3% (6 respondents),
- unsatisfactory outcome, 2% (4 respondents),
- lack of action, 1% (2 respondents),

* multiple responses allowed

Satisfaction When Contacting Council Offices In Person

| | Very Satisfied % | Fairly Satisfied % | Very/Fairly Satisfied % | Not Very Satisfied % | Don't Know % |
|--|---------------------|-----------------------|----------------------------|-------------------------|-----------------|
| Contacted Council Offices In Person | | | | | |
| 2012 | 53 | 34 | 87 | 13 | - |
| 2011 | 47 | 39 | 86 | 14 | - |
| 2010 [†] | 50 | 37 | 87 | 12 | 2 |
| 2009 | 48 | 37 | 85 | 15 | - |
| 2008 | 36 | 43 | 79 | 21 | - |
| 2005 | 34 | 48 | 82 | 18 | - |
| 2002 | 34 | 53 | 87 | 12 | 1 |
| Comparison | | | | | |
| Peer Group (Rural) | 58 | 31 | 89 | 11 | - |
| National Average | 54 | 29 | 83 | 17 | - |
| Ward | | | | | |
| Lakes-Murchison ^{**} | 67 | 18 | 85 | 16 | - |
| Golden Bay [*] | 32 | 45 | 77 | 23 | - |
| Motueka | 58 | 37 | 95 | 5 | - |
| Moutere-Waimea | 55 | 24 | 79 | 21 | - |
| Richmond | 54 | 37 | 91 | 9 | - |
| Gender | | | | | |
| Male | 50 | 30 | 80 | 20 | - |
| Female [†] | 56 | 38 | 94 | 7 | - |

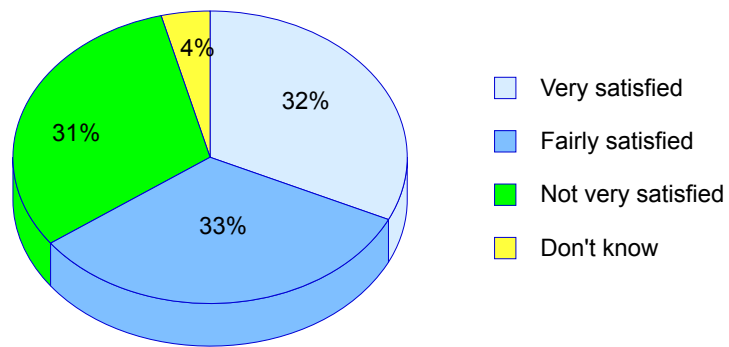
Base = 184

% read across

* caution: small bases

† does not add to 100% due to rounding

e. Satisfaction When Contacting The Council Offices In Writing



Base = 28[†]
 Margin of error ±18.5%
[†] caution: small base

65% of residents contacting the Council offices in writing in the last 12 months are satisfied (74% in 2011) and 31% are not very satisfied (20% in 2011).

The percent not very satisfied is below the Peer Group Average and on par with the National Average (caution is required as the base is small).

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

Satisfaction When Contacting The Council Offices In Writing

| | Very Satisfied % | Fairly Satisfied % | Very/Fairly Satisfied % | Not Very Satisfied % | Don't Know % |
|---|---------------------|-----------------------|----------------------------|-------------------------|-----------------|
| Contacted Council Offices In Writing | | | | | |
| 2012 | 32 | 33 | 65 | 31 | 4 |
| 2011 | 17 | 57 | 74 | 20 | 6 |
| 2010 [†] | 21 | 41 | 62 | 34 | 5 |
| 2009 | 46 | 29 | 75 | 21 | 4 |
| 2008 | 14 | 45 | 59 | 41 | - |
| 2005 | 20 | 39 | 59 | 37 | 4 |
| 2002 | 21 | 49 | 70 | 28 | 2 |
| Comparison | | | | | |
| Peer Group (Rural) | 33 | 25 | 58 | 42 | - |
| National Average | 18 | 39 | 57 | 39 | 4 |
| Ward** | | | | | |
| Lakes-Murchison | 70 | - | 70 | 30 | - |
| Golden Bay | - | 45 | 45 | 55 | - |
| Motueka | 46 | 43 | 89 | 11 | - |
| Moutere-Waimea | 36 | 38 | 74 | 26 | - |
| Richmond | 29 | 16 | 45 | 42 | 13 |

Base = 28*

% read across

* caution: small base

** caution: very small bases

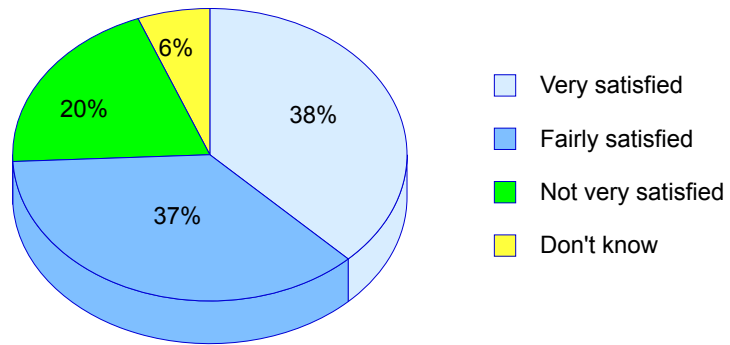
[†] does not add to 100% due to rounding

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

- unsatisfactory outcome, mentioned by 17% of residents contacting Council Offices in writing (4 respondents),
- unreasonable/wouldn't listen, 10% (3 respondents),
- slow to respond, 4% (1 respondent).

* multiple responses allowed

f. Satisfaction When Contacting The Council Offices By Email



Base = 49
Margin of error ±14.0%

75% of residents contacting the Council offices by email in the last 12 months are satisfied (80% in 2011), while 20% are not very satisfied.

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

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

Satisfaction When Contacting The Council Offices By Email

| | Very Satisfied % | Fairly Satisfied % | Very/Fairly Satisfied % | Not Very Satisfied % | Don't Know % |
|---|---------------------|-----------------------|----------------------------|-------------------------|-----------------|
| Contacted Council Offices By Email | | | | | |
| 2012 [†] | 38 | 37 | 75 | 20 | 6 |
| 2011 | 42 | 38 | 80 | 20 | - |
| 2010 | 44 | 25 | 69 | 29 | 2 |
| 2009 | 42 | 37 | 79 | 21 | - |
| 2008 | 23 | 48 | 71 | 29 | - |
| Comparison | | | | | |
| Peer Group (Rural) | 47 | 30 | 77 | 23 | - |
| National Average | 34 | 44 | 78 | 22 | - |
| Ward* | | | | | |
| Lakes-Murchison | - | 100 | 100 | - | - |
| Golden Bay | - | 68 | 68 | 32 | - |
| Motueka [†] | 41 | 30 | 71 | 24 | 4 |
| Moutere-Waimea | 53 | 26 | 79 | 21 | - |
| Richmond | 24 | 43 | 67 | 16 | 17 |

Base = 49

% read across

* caution: very small bases

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

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

- no response/unresolved, mentioned by 9% of residents contacting Council offices by email (4 respondents),
- poor service/slow, 8% (4 respondents).

* multiple responses allowed

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

The one resident contacting the Council offices by Fix-O-Gram in the last 12 months is not very satisfied.

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

The reason the one resident gave for being not very satisfied is ...

"Awfully confusing."

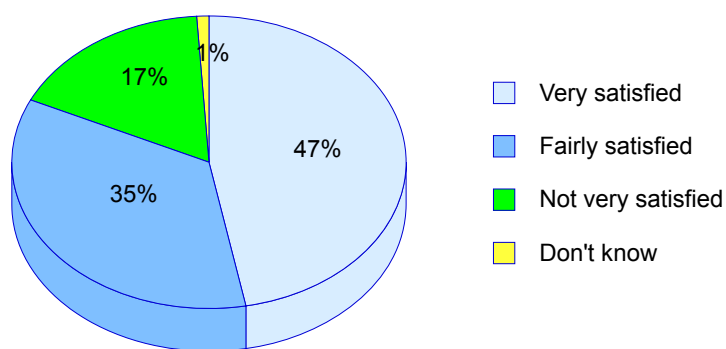
h. Satisfaction With Service Received When Contacted Council

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

| | Had Contact 2012 % | Ward | | | | |
|-------------------------|--------------------|-------------------|--------------|-----------|------------------|------------|
| | | Lakes-Murchison % | Golden Bay % | Motueka % | Moutere-Waimea % | Richmond % |
| Percent Who Mention ... | | | | | | |
| Richmond | 67 | 77 | 25 | 23 | 91 | 98 |
| Motueka | 21 | - | - | 77 | 7 | - |
| Takaka | 9 | - | 75 | - | - | - |
| Murchison | 2 | 23 | - | - | - | - |
| Unsure | 1 | - | - | - | 2 | 2 |
| Total | 100 | 100 | 100 | 100 | 100 | 100 |
| Base | 259 | *25 | *27 | 62 | 71 | 74 |

* caution: small base

Contacted A Council Office In Last 12 Months



Base = 259

Of the 66% residents who contacted the Council offices by phone, in person, in writing, by email and / or by Fix-O-Gram in the last 12 months (56% in 2011), 82% are satisfied, including 35% who are very satisfied, with 17% being not very satisfied.

The percent not very satisfied is similar to the Peer Group and National Averages and the 2011 reading.

67% of residents who have contacted the Council in the last 12 months, have contacted the Richmond Office (63% in 2011), while 21% have contacted the Motueka Office (26% in 2011).

Men[†] are more likely to be not very satisfied, than women[†].

[†] those residents who have contacted Council in the last 12 months (N=259)

Satisfaction When Contacting Council

| | Very Satisfied % | Fairly Satisfied % | Very/Fairly Satisfied % | Not Very Satisfied % | Don't Know % |
|--------------------------|---------------------|-----------------------|----------------------------|-------------------------|-----------------|
| Contacted Council | | | | | |
| 2012 | 47 | 35 | 82 | 17 | 1 |
| 2011 | 40 | 42 | 82 | 17 | 1 |
| 2010 | 41 | 45 | 86 | 13 | 1 |
| 2009 | 42 | 46 | 88 | 12 | - |
| 2008 | 36 | 47 | 83 | 17 | - |
| 2005 | 32 | 51 | 83 | 17 | - |
| 2002 | 35 | 50 | 85 | 14 | 1 |
| 1999 | 31 | 53 | 84 | 16 | - |
| 1996 | 36 | 44 | 80 | 18 | 2 |
| Comparison | | | | | |
| Peer Group (Rural) | 41 | 42 | 83 | 17 | - |
| National Average | 39 | 44 | 83 | 17 | - |
| Ward | | | | | |
| Lakes-Murchison* | 58 | 38 | 96 | 4 | - |
| Golden Bay* | 22 | 62 | 84 | 16 | - |
| Motueka† | 50 | 36 | 86 | 12 | 1 |
| Moutere-Waimea | 45 | 32 | 77 | 23 | - |
| Richmond | 54 | 26 | 80 | 17 | 3 |
| Gender | | | | | |
| Male | 39 | 38 | 77 | 22 | 1 |
| Female† | 55 | 33 | 88 | 12 | 1 |

Base = 259

% read across

* caution: small bases

† does not add to 100% due to rounding

Recommended Satisfaction Measure For Reporting Purposes:

| | | |
|---|---|-----|
| Contacted Council In The Last 12 Months | = | 82% |
| Contacted By Phone | = | 80% |
| Contacted In Person | = | 87% |
| Contacted In Writing* | = | 65% |
| Contacted By Email | = | 75% |
| Contacted by Fix-O-Gram** | = | 0% |

* caution: small base (N=28)

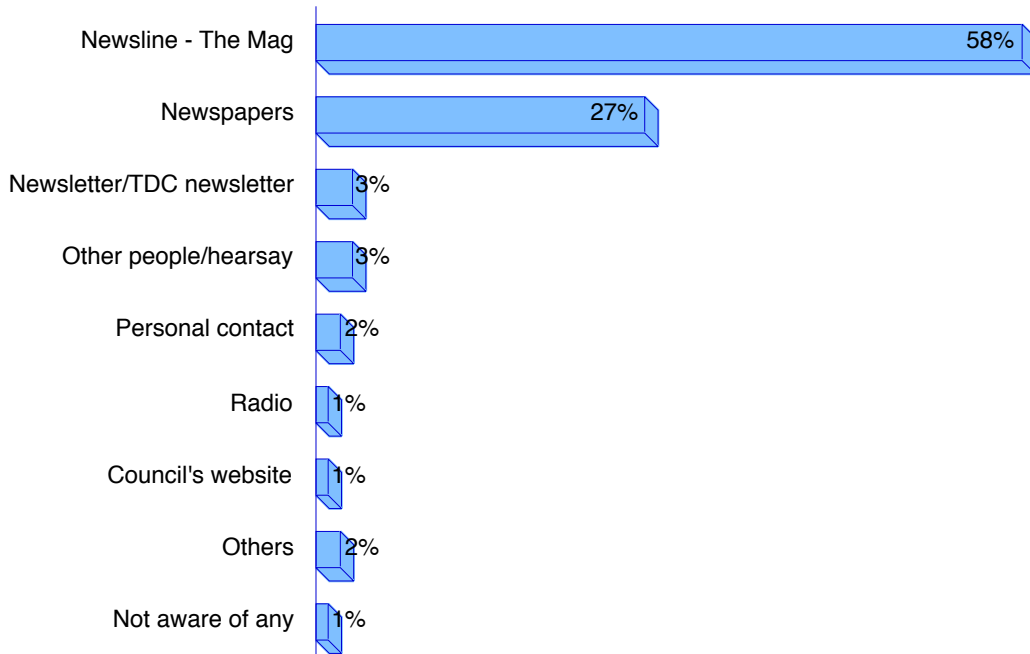
** caution: very small base (N=1)



5. Information

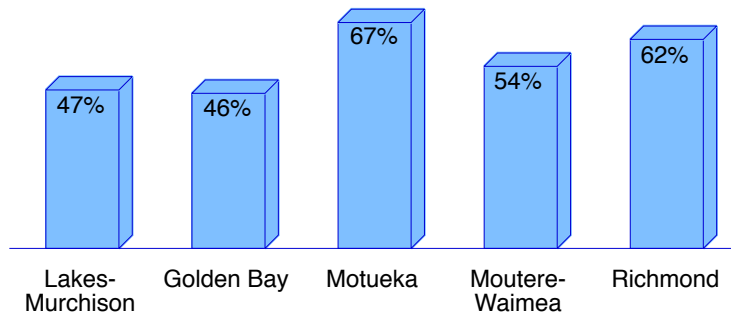
a. Main Source of Information About Council

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



(does not add to 100% due to rounding)

Percent Saying "Newsline - The Mag" - By Ward

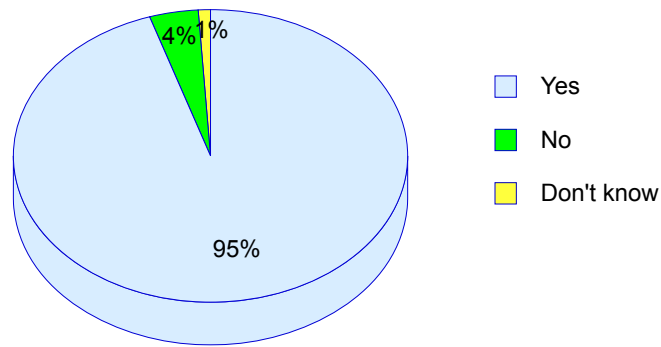


"Newsline - The Mag" is mentioned by 58% of residents as their main source of information about the Council (66% in 2011), while 27% mention newspapers.

There are no notable differences between Wards and between socio-economic groups, in terms of those residents who mention "Newsline - The Mag" as their main source of information.

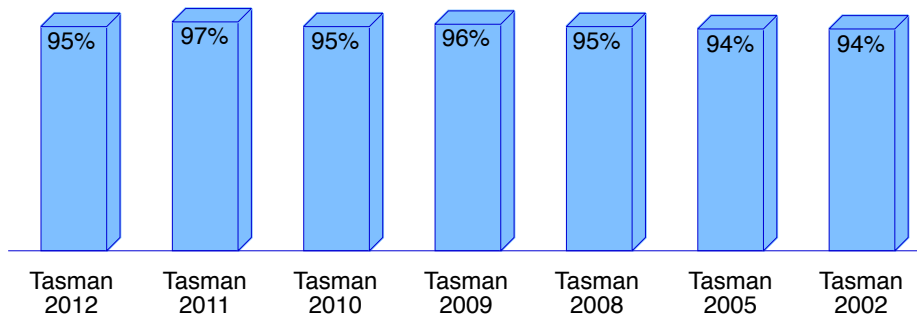
b. Readership Of Published Information Provided By Council

Residents Who Are Aware Of Information About Council

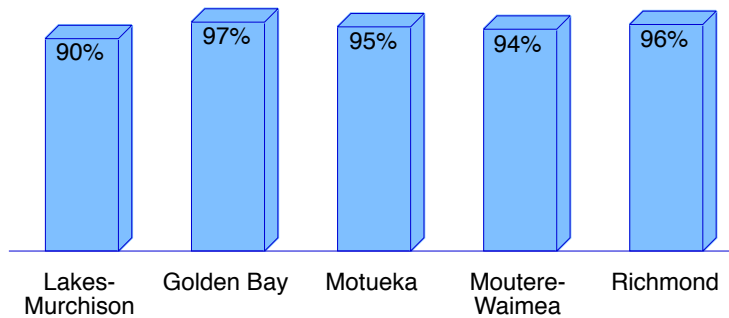


Base = 396

Percent Saying "Yes" - Comparison[†]



Percent Saying "Yes" - By Ward[†]



95% of Tasman residents who are aware of information about Council say they have seen, read or heard, in the last 12 months, information Council publishes specifically for the community. This is similar to the 2011 result.

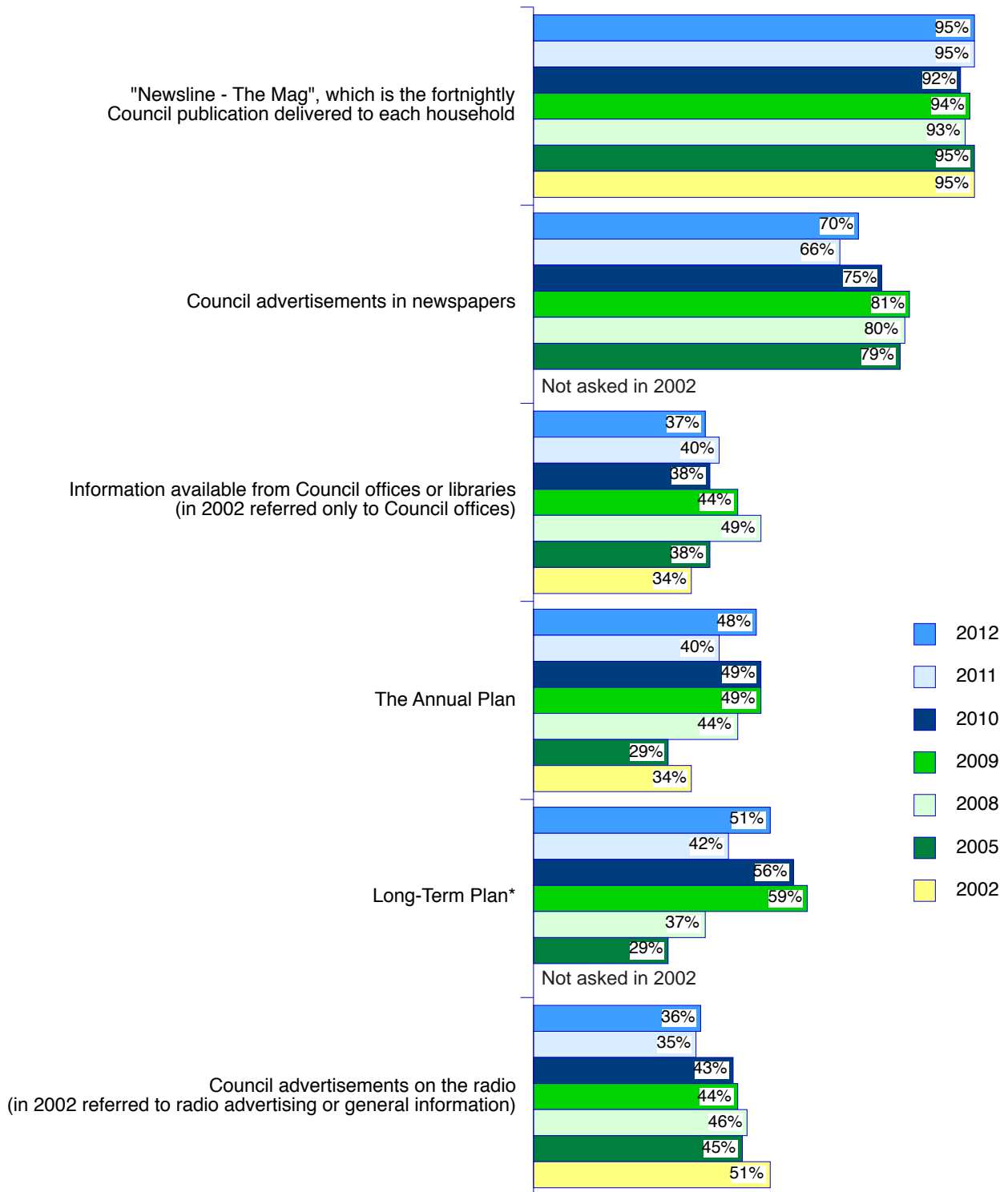
There are no notable differences between Wards and between socio-economic groups, in terms of those residents[†] who have seen, read or heard, in the last 12 months, information Council publishes specifically for the community.

[†] residents who are aware of information about Council, N=396

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

Those residents (N=379) who have seen, read or heard any information, were asked to consider what types these were.

Yes, Have Seen Or Read - 2012



Base = 379

* prior to 2009 readings refer to 'The Long-Term Council Community Plan' only. 2010-2011 readings relate to 'Ten Year Plan' or 'Long-Term Council Community Plan' (LTCCP).

Of those who have seen, read or heard information produced by Council in the last 12 months, the majority have seen/read "Newsline - The Mag" (95%) and/or Council advertisements in newspapers (70%, compared to 66% in 2011).

There are no notable differences between Wards and between socio-economic groups, in terms of those residents[†] who have seen or read "**Newsline - The Mag**" and/or **Long-Term Plan**.

Golden Bay and Motueka Ward residents[†] are more likely to have seen or read **Council advertisements in newspapers**, than other Ward residents[†].

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

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

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

- residents aged 65 years or over.

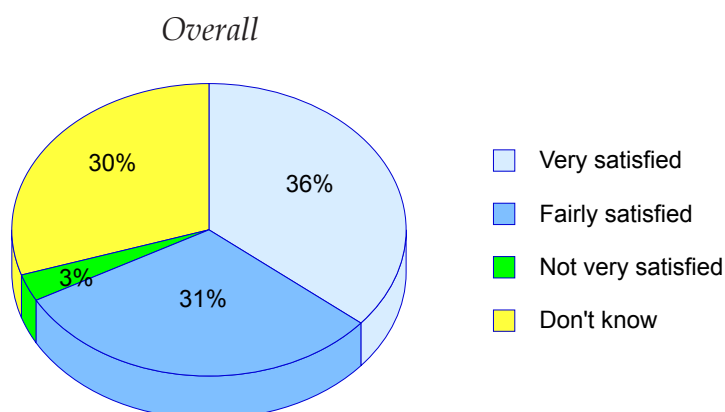
Residents[†] more likely to have seen or read the **Annual Plan** are ...

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

[†] residents who have seen, read or heard information published or broadcast by Council N=379

d. Satisfaction With Recreation Publications

i. *Walk Or Bike Tasman*



67% of residents are satisfied with the recreation publication 'Walk or Bike Tasman', while 3% are not very satisfied. 30% of residents are unable to comment.

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

The main reasons* residents are not very satisfied with 'Walk or Bike Tasman' are ...

- cycle trail issues, mentioned by 1% of residents,
- don't see it / don't know how to access it, 1%,
- waste of money, 1%.

Level Of Satisfaction With "Walk Or Bike Tasman"

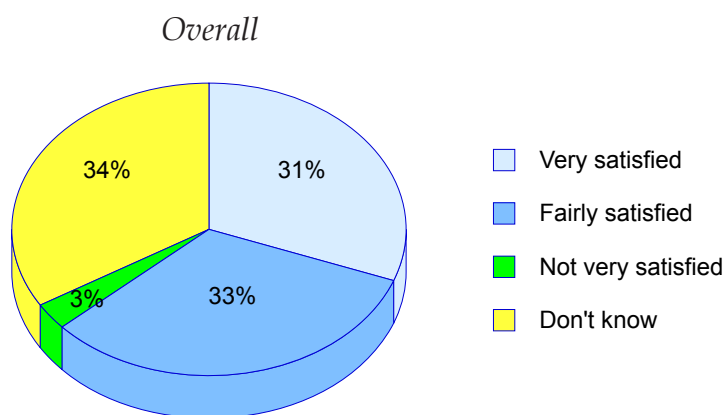
| | Very Satisfied % | Fairly Satisfied % | Very/Fairly Satisfied % | Not Very Satisfied % | Don't Know % |
|---------------------|---------------------|-----------------------|----------------------------|-------------------------|-----------------|
| Overall* | | | | | |
| Total District 2012 | 36 | 31 | 67 | 3 | 30 |
| Ward | | | | | |
| Lakes-Murchison | 27 | 27 | 54 | 4 | 42 |
| Golden Bay | 17 | 24 | 41 | 4 | 55 |
| Motueka | 42 | 29 | 71 | 4 | 25 |
| Moutere-Waimea† | 32 | 37 | 69 | 3 | 27 |
| Richmond | 42 | 32 | 74 | 2 | 24 |

% read across

* not asked prior to 2012

† does not add to 100% due to rounding

ii. *Other Recreation Publications, eg, Mud Cakes And Roses, Boredom Busters, Hummin' In Tasman*



64% of residents are satisfied with other recreation publications, such as Mud Cakes and Roses, Boredom Busters, Hummin' in Tasman, while 3% are not very satisfied. 34% are unable to comment.

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

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

- not very interesting/informative/made it smaller, mentioned by 1% of residents,
- have not seen, 1%.

* multiple responses allowed

Level Of Satisfaction With Other Recreation Publications

| | Very Satisfied % | Fairly Satisfied % | Very/Fairly Satisfied % | Not Very Satisfied % | Don't Know % |
|----------------------------------|---------------------|-----------------------|------------------------------------|-------------------------|-----------------|
| Overall* | | | | | |
| Total District 2012 [†] | 31 | 33 | 64 | 3 | 34 |
| Ward | | | | | |
| Lakes-Murchison | 39 | 31 | 70 | 1 | 29 |
| Golden Bay | 27 | 33 | 60 | 1 | 39 |
| Motueka | 32 | 30 | 62 | 4 | 34 |
| Moutere-Waimea | 30 | 37 | 67 | 2 | 31 |
| Richmond | 32 | 31 | 63 | 2 | 35 |

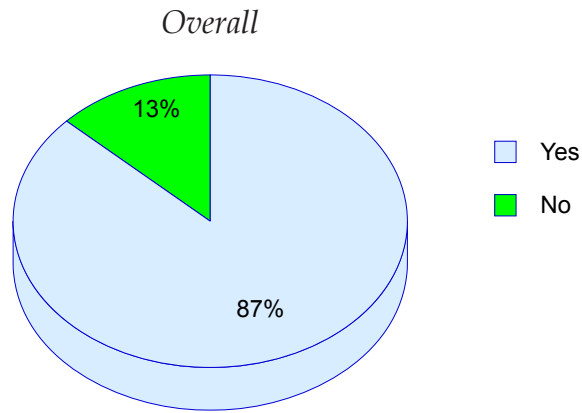
% read across

* not asked prior to 2012

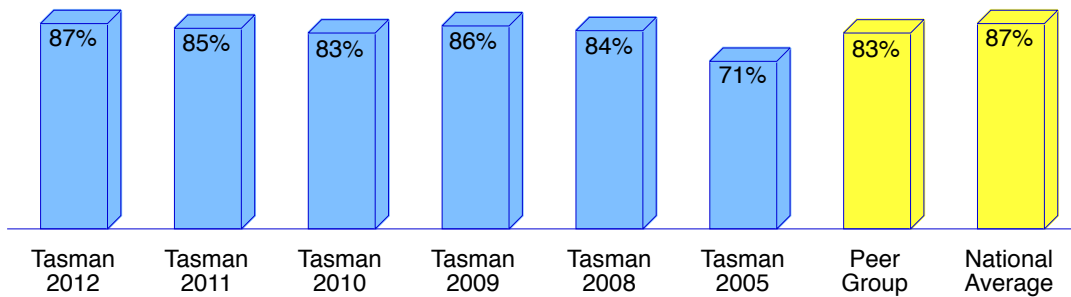
† does not add to 100% due to rounding

e. Information Via The Internet

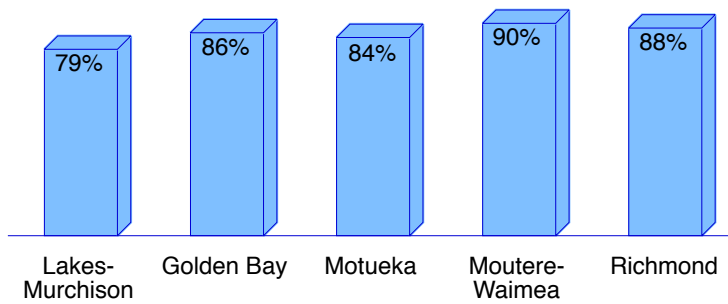
i. Internet Access



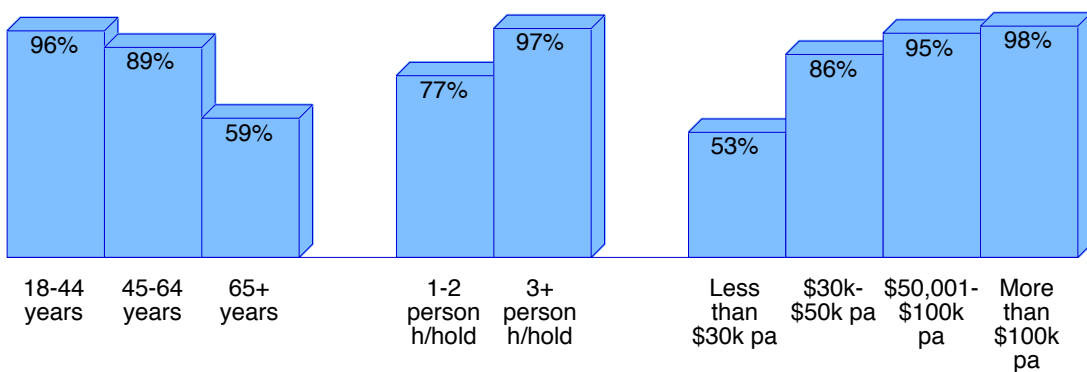
Percent Saying 'Yes' - Comparison



Percent Saying 'Yes' - By Ward



Percent Saying 'Yes' - Comparing Different Types Of Residents



87% of Tasman District residents say they have access to the Internet. This is on par with the Peer Group Average and similar to the National Average and the 2011 reading.

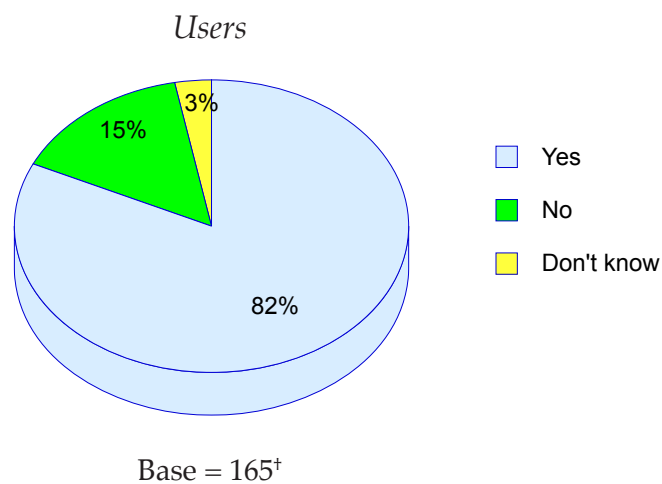
Residents more likely to say 'Yes' are ...

- residents aged 18 to 64 years,
- residents with an annual household income of \$30,000 or more,
- residents who live in a three or more person household.

ii. Level Of Satisfaction

49% of residents who have access to the internet have used the Council's website.

1. Council's Website



82% of residents[†] are satisfied with the information provided on the Council's website, while 15% are not. 3% are unable to comment.

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

[†] residents who have access to the internet and have used the Council's website in the last 12 months

Summary Table: Are Residents Satisfied With Information Provided?

| | Yes % | No % | Don't Know % |
|--|----------|---------|-----------------|
| Used Council's Website In Last 12 Months [†] | 82 | 15 | 3 |
| Ward | | | |
| Lakes-Murchison* | 100 | - | - |
| Golden Bay* | 85 | 3 | 12 |
| Motueka | 84 | 16 | - |
| Moutere-Waimea | 76 | 18 | 6 |
| Richmond | 81 | 19 | - |

Base = 165[†]

% read across

* caution: small bases

[†] residents who have access to the internet and have used the Council's website in the last 12 months

2. Council's Facebook Page

2% of residents who have access to the internet have used the Council's Facebook page in the last 12 months.

Of the five residents who have used the Council's Facebook page in the last 12 months, four are satisfied with the information provided and two are not.

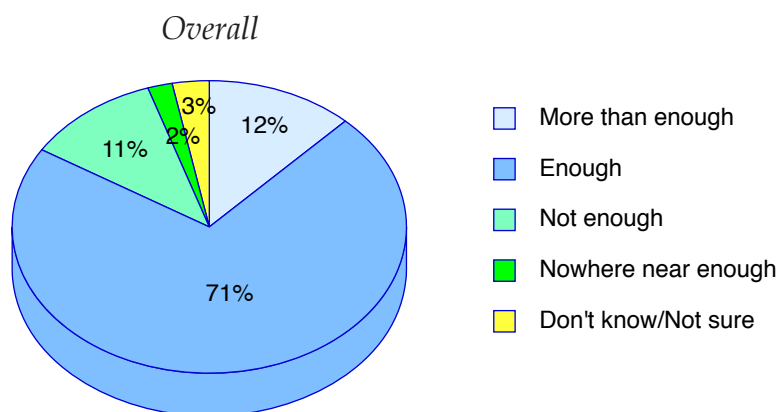
3. Council's Twitter Site

1% of residents who have access to the internet say they have used the Council's Twitter site in the last 12 months.

Of those, three say they are satisfied with the information provided and one is not.

f. The Sufficiency Of The Information Supplied

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



Summary Table: Comparisons

| | Total District 2012 % | Total District 2011 % | Peer Group % | National Average % | Ward | | | | |
|----------------------------------|-----------------------|-----------------------|--------------|--------------------|-------------------|--------------|-----------|------------------|------------|
| | | | | | Lakes-Murchison % | Golden Bay % | Motueka % | Moutere-Waimea % | Richmond % |
| Percent Who Mentioned ... | | | | | | | | | |
| More than enough | 12 | 10 | 6 | 7 | 8 | 15 | 8 | 17 | 13 |
| | 83 | 79 | 65 | 65 | | | | | |
| Enough | 71 | 69 | 59 | 58 | 65 | 70 | 75 | 61 | 76 |
| Not enough | 11 | 14 | 25 | 26 | 8 | 9 | 9 | 18 | 10 |
| | 13 | 16 | 31 | 31 | | | | | |
| Nowhere near enough | 2 | 2 | 6 | 5 | 7 | 1 | 3 | 3 | 1 |
| Don't know/Not sure | 3 | 5 | 4 | 4 | 12 | 5 | 5 | 2 | 1 |
| Total | [†] 99 | 100 | 100 | 100 | 100 | 100 | 100 | [†] 101 | 100 |

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

83% of residents feel that there is more than/enough information supplied (79% in 2011), while 13% feel there is not enough/nowhere near enough information supplied (16% in 2011).

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

There are no notable differences between Wards and between socio-economic groups, in terms of those residents who say there is enough/more than enough information.



6. Local Issues

a. Place To Live

Residents were asked to think about the range and standard of amenities and activities which Council can influence. With these in mind, they were then asked to say whether they think Tasman District is better, about the same, or worse, as a place to live, than it was three years ago.

| | Better % | Same % | Worse % | Unsure % |
|----------------------------|-------------|-----------|------------|-------------|
| Overall* | | | | |
| Total District 2012 | 36 | 54 | 6 | 4 |
| 2011 | 39 | 50 | 7 | 4 |
| 2009 | 42 | 46 | 4 | 8 |
| 2008 | 36 | 52 | 5 | 7 |
| 2005 | 38 | 48 | 6 | 8 |
| Comparison | | | | |
| Peer Group Average (Rural) | 34 | 54 | 7 | 5 |
| National Average | 40 | 51 | 6 | 3 |
| Ward | | | | |
| Lakes-Murchison | 39 | 57 | 4 | - |
| Golden Bay | 25 | 67 | 4 | 4 |
| Motueka | 41 | 48 | 7 | 4 |
| Moutere-Waimea | 30 | 58 | 8 | 4 |
| Richmond | 39 | 50 | 5 | 6 |

% read across

* not asked in 2010 and prior to 2005

36% of residents think their District is better, as a place to live, than it was three years ago (39% in 2011), 54% feel it is the same (50% in 2011) and 6% say it is worse. 4% are unable to comment.

The percent saying better (36%) is similar to the Peer Group Average and on par with the National Average.

There are no notable differences between Wards and between socio-economic groups, in terms of those residents who feel their District is better than it was three years ago.

b. Perception Of Safety

Is Tasman District Generally A Safe Place To Live?

| | Yes, definitely % | Yes, mostly % | Not really % | No, definitely not % | Don't know % |
|----------------------------------|-------------------------|---------------------|--------------------|----------------------------|--------------------|
| Overall* | | | | | |
| Total District 2012 | 50 | 49 | 1 | - | - |
| 2011 | 58 | 39 | 2 | - | 1 |
| 2009 | 58 | 40 | 2 | - | - |
| Comparison | | | | | |
| Peer Group (Rural) | 50 | 43 | 6 | 1 | - |
| National Average | 33 | 57 | 8 | 1 | 1 |
| Ward | | | | | |
| Lakes-Murchison | 54 | 46 | - | - | - |
| Golden Bay | 44 | 56 | - | - | - |
| Motueka | 62 | 38 | - | - | - |
| Moutere-Waimea [†] | 55 | 45 | 1 | - | - |
| Richmond | 39 | 58 | 3 | - | - |
| Gender | | | | | |
| Male [†] | 54 | 46 | 1 | - | - |
| Female | 47 | 51 | 2 | - | - |
| Household Size | | | | | |
| 1-2 person household | 54 | 44 | 2 | - | - |
| 3+ person household [†] | 46 | 53 | - | - | - |

% read across

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

* not asked in 2010 and prior to 2009

50% of residents feel that generally Tasman District is definitely a safe place to live (58% in 2011), 49% say it is mostly (39% in 2011) and 1% of residents think the District is not really a safe place to live.

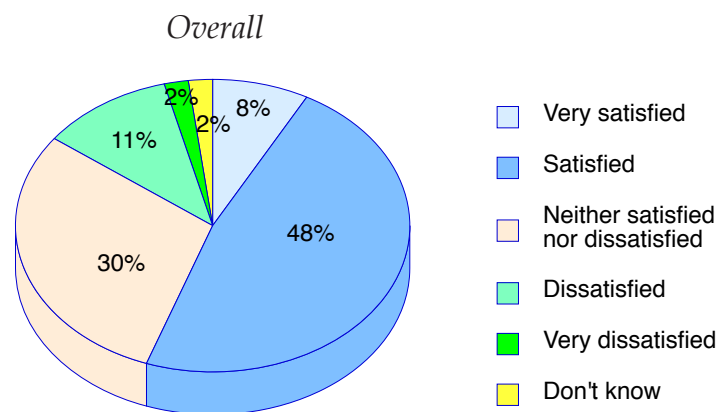
The percent saying 'yes, definitely' (50%) is similar to the Peer Group Average and above the National Average.

There are no notable differences between Wards and between socio-economic groups, in terms of those residents who feel that Tasman District is **definitely** a safe place to live. However, it appears that the following residents are slightly more likely to feel this way ...

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

c. Council Consultation And Community Involvement

Satisfaction With The Way Council Consults The Public In The Decisions It Makes:



56% of residents are very satisfied/satisfied with the way Council consults the public in the decisions it makes, while 13% are dissatisfied/very dissatisfied (20% in 2011). 30% are neither satisfied nor dissatisfied (24% in 2011) and 2% are unable to comment.

The very satisfied/satisfied reading (56%) is on par with the Peer Group Average and above the National Average. The latter readings refer to satisfaction with the way Council **involves** the public.

Residents more likely to be **very satisfied/satisfied** are ...

- all Ward residents, except Golden Bay Ward residents,
- residents aged 65 years or over.

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

| | Very satisfied / satisfied % | Neither satisfied, nor dissatisfied % | Dissatisfied / very dissatisfied % | Don't know % |
|----------------------------------|------------------------------------|---|--|--------------------|
| Overall* | | | | |
| Total District 2012 [†] | 56 | 30 | 13 | 2 |
| 2011 | 54 | 24 | 20 | 2 |
| 2010 | 55 | 28 | 13 | 4 |
| 2009 | 64 | 20 | 13 | 3 |
| 2008** | 53 | 24 | 20 | 3 |
| 2005 | 61 | 21 | 15 | 3 |
| Comparison** | | | | |
| Peer Group (Rural) | 52 | 23 | 19 | 6 |
| National Average | 49 | 27 | 19 | 5 |
| Ward | | | | |
| Lakes-Murchison [†] | 56 | 29 | 16 | - |
| Golden Bay | 35 | 49 | 16 | - |
| Motueka | 63 | 26 | 11 | - |
| Moutere-Waimea [†] | 52 | 26 | 20 | 3 |
| Richmond | 60 | 30 | 7 | 3 |
| Age | | | | |
| 18-44 years | 52 | 36 | 10 | 2 |
| 45-64 years | 54 | 28 | 17 | 1 |
| 65+ years | 66 | 19 | 12 | 3 |

% read across

* not asked prior to 2005

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

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

e. Natural Environment

i. How Satisfied Are Residents That The Natural Environment Is Being Preserved/Sustained?

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

| | Very satisfied % | Satisfied % | Very satisfied/ Satisfied % | Neither Satisfied nor Dissatisfied % | Dis- satisfied % | Very dissatisfied % | Dissatisfied/ Very dissatisfied % | Don't know % |
|----------------------------------|---------------------|----------------|-----------------------------------|---|------------------------|---------------------------|--|--------------------|
| Overall* | | | | | | | | |
| Total District | | | | | | | | |
| 2012 [†] | 19 | 55 | 74 | 14 | 8 | 1 | 9 | 2 |
| 2011 [†] | 17 | 58 | 75 | 13 | 10 | 1 | 11 | 2 |
| 2009 | 25 | 54 | 79 | 10 | 9 | 1 | 10 | 1 |
| 2008 | 19 | 56 | 75 | 13 | 10 | 1 | 11 | 1 |
| 2005 | 17 | 59 | 76 | 11 | 9 | 3 | 12 | 1 |
| Comparison | | | | | | | | |
| Peer Group | 22 | 52 | 74 | 14 | 9 | 2 | 11 | 1 |
| National Average [†] | 22 | 53 | 75 | 14 | 9 | 2 | 11 | 1 |
| Ward | | | | | | | | |
| Lakes- Murchison [†] | 30 | 48 | 78 | 13 | 4 | - | 4 | 6 |
| Golden Bay [†] | 22 | 42 | 64 | 23 | 14 | - | 14 | - |
| Motueka | 21 | 53 | 74 | 14 | 10 | 2 | 12 | - |
| Moutere- Waimea | 12 | 59 | 71 | 11 | 14 | 2 | 16 | 2 |
| Richmond | 19 | 60 | 79 | 15 | 2 | 1 | 3 | 3 |
| Gender | | | | | | | | |
| Male | 21 | 58 | 79 | 13 | 8 | - | 8 | - |
| Female | 17 | 52 | 69 | 16 | 8 | 3 | 11 | 4 |

% read across

* not asked in 2010 and prior to 2005

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

74% of residents are very satisfied/satisfied that the natural environment in the Tasman District is being preserved and sustained for future generations. This is similar to the Peer Group and National Averages and the 2011 reading.

9% are dissatisfied/very dissatisfied, while 14% are neither satisfied nor dissatisfied. These readings are similar to last year's results.

Men are more likely to be very satisfied/satisfied, than women.

f. Built Or Urban Environment

How Satisfied Are Residents With The Built Or Urban Environment In The Tasman District?

| | Very satisfied % | Satisfied % | Very satisfied/ Satisfied % | Neither Satisfied nor Dissatisfied % | Dis- satisfied % | Very dissatisfied % | Dissatisfied/ Very dissatisfied % | Don't know % |
|-----------------------------|---------------------|----------------|-----------------------------------|---|------------------------|---------------------------|--|--------------------|
| Overall* | | | | | | | | |
| Total District | | | | | | | | |
| 2012 | 7 | 63 | 70 | 16 | 8 | 1 | 9 | 5 |
| 2011 [†] | 11 | 59 | 70 | 15 | 9 | 1 | 10 | 4 |
| 2009 | 13 | 64 | 77 | 14 | 6 | 1 | 7 | 2 |
| Ward | | | | | | | | |
| Lakes-Murchison | - | 59 | 59 | 16 | 4 | - | 4 | 21 |
| Golden Bay [†] | 12 | 57 | 69 | 25 | 3 | - | 3 | 4 |
| Motueka | 3 | 68 | 71 | 20 | 6 | - | 6 | 3 |
| Moutere-Waimea [†] | 5 | 62 | 67 | 12 | 17 | 1 | 18 | 4 |
| Richmond [†] | 12 | 65 | 77 | 13 | 7 | 1 | 8 | 3 |
| Age | | | | | | | | |
| 18-44 years | 10 | 65 | 75 | 13 | 8 | 1 | 9 | 3 |
| 45-64 years [†] | 3 | 60 | 63 | 21 | 10 | - | 10 | 5 |
| 65+ years [†] | 8 | 68 | 76 | 11 | 4 | 1 | 5 | 7 |

% read across

* not asked in 2010 and prior to 2009

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

70% of residents are very satisfied/satisfied with the built or urban environment in Tasman District. 9% are dissatisfied/very dissatisfied, while 16% are neither satisfied nor dissatisfied. These readings are similar to the 2011 results.

Residents aged 45 to 64 years are **less** likely to be very satisfied/satisfied, than other age groups.

g. How Connected Do Residents Feel To Their Community (in terms of their sense of belonging or sense of place)?

| | Very connected % | Well connected % | Very connected/ well connected % | Neither well nor poorly connected % | Poorly connected % | Very poorly connected % | Poorly/ very poorly connected % | Don't know % |
|-----------------------|------------------------|------------------------|--|---|--------------------------|----------------------------------|---|--------------------|
| Overall* | | | | | | | | |
| Total District | | | | | | | | |
| 2012 [†] | 24 | 54 | 78 | 18 | 3 | 1 | 4 | 1 |
| 2011 | 33 | 49 | 82 | 15 | 2 | - | 2 | 1 |
| 2009 | 32 | 48 | 80 | 16 | 3 | - | 3 | 1 |
| Ward | | | | | | | | |
| Lakes- Murchison | 42 | 45 | 87 | 10 | 3 | - | 3 | - |
| Golden Bay | 37 | 40 | 77 | 23 | - | - | - | - |
| Motueka | 19 | 57 | 76 | 22 | 1 | 1 | 2 | - |
| Moutere- Waimea | 25 | 54 | 79 | 12 | 8 | - | 8 | 1 |
| Richmond [†] | 19 | 58 | 77 | 21 | 1 | 1 | 2 | 1 |

% read across

* not asked in 2010 and prior to 2009

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

78% of residents feel very connected/well connected to their community (82% in 2011), while 4% feel poorly connected/very poorly connected. 18% think they are neither well nor poorly connected (15% in 2011) and 1% are unable to comment.

There are no notable differences between Wards and between socio-economic groups in terms of those residents who feel very connected/well connected.

h. Tourism

Overall Benefit

| | Very good % | Good % | Very good/ Good % | Neither good nor bad % | Bad % | Very bad % | Bad/ Very bad % | Don't know % |
|----------------------------------|----------------|-----------|-------------------------|------------------------------|----------|---------------|-----------------------|-----------------|
| Overall* | | | | | | | | |
| Total District 2012 [†] | 44 | 43 | 87 | 10 | 3 | - | 3 | 1 |
| Ward | | | | | | | | |
| Lakes-Murchison | 55 | 40 | 95 | 5 | - | - | - | - |
| Golden Bay | 32 | 49 | 81 | 15 | 4 | - | 4 | - |
| Motueka | 49 | 42 | 91 | 7 | 1 | - | 1 | 1 |
| Moutere-Waimea | 43 | 40 | 83 | 11 | 4 | - | 4 | 2 |
| Richmond | 43 | 44 | 87 | 10 | 2 | - | 2 | 1 |

% read across

* not asked prior to 2012

† does not add to 100% due to rounding

87% of residents think the overall benefit of tourism in the region is very good/good, including 44% who say it is very good.

3% of residents feel the overall benefit is bad and 10% say it is neither good nor bad.

There are no notable differences between Wards and between socio-economic groups in terms of those residents who think the overall benefit of tourism in the region is very good/good.

* * * * *

E. APPENDIX

Base By Sub-sample

| | | Actual respondents interviewed | *Expected numbers according to population distribution |
|---------------|-----------------|--------------------------------------|---|
| Ward | Lakes-Murchison | 40 | 30 |
| | Golden Bay | 40 | 44 |
| | Motueka | 99 | 99 |
| | Moutere-Waimea | 100 | 100 |
| | Richmond | 121 | 128 |
| Gender | Male | 200 | 195 |
| | Female | 200 | 205 |
| Age | 18 - 44 years | 119 | 173 |
| | 45 - 64 years | 172 | 154 |
| | 65+ years | 109 | 73 |

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

* * * * *

