

KAIPARA DISTRICT COUNCIL

COMMUNITRAK™ SURVEY

AUGUST/SEPTEMBER 2003

COMMUNITRAK™ SURVEY

PUBLIC PERCEPTIONS AND INTERPRETATIONS OF COUNCIL SERVICES AND REPRESENTATION

PREPARED AS PART OF THE PUBLIC FEEDBACK PROGRAMME FOR:

KAIPARA DISTRICT COUNCIL

AUGUST/SEPTEMBER 2003



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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.

A. SITUATION AND OBJECTIVES

The Mission Statement for the Kaipara District Council reads:

"We will work with the community to preserve our heritage, enhance our environment, and provide the best possible services and facilities to make the Kaipara an excellent place to live."

Council has engaged a variety of approaches both to seeking public opinion and to communicating its decisions and programmes to people resident in the District. One of these approaches was to commission the National Research Bureau's Communitrak™ survey in August/September 2000, August/September 2001, August/September 2002 and August/September 2003.

The advantages and benefits are that Council has the National Average and Peer Group Average comparisons against which to analyse perceived performance in Kaipara District, as well as the results from Communitrak™ surveys undertaken in past years. The 2003 study also sought to obtain Kaipara District residents view on how they feel about the future of the District.

* * * * *

B. COMMUNITRAK™ SPECIFICATIONS

Sample Size

This survey utilises 300 telephone interviews amongst residents of the Kaipara District.

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

Sampling and analysis were based on four Wards, and the interviews spread as follows:

Central	71
Dargaville	78
Otamatea	90
West Coast	61
Total	300

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 relevant white pages of the telephone directory were used as the sample source, with every xth number being selected.

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 an Ward-by-Ward basis.

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

Respondent Selection

Respondent selection within the household was also randomised, with the eligible person being the man or woman normally resident, aged 18 years or over, who had the next birthday and who was not employed by the Kaipara District Council or who was not a District Councillor.

Call Backs

Three call backs, i.e. 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, i.e. at least four hours later.

Sample Weighting

Weightings were applied to the sample data, to reflect the actual gender, age group and ethnic group proportions in the District as determined by Statistics New Zealand's 2001 Census data. The result is that the total figures represent the adult population's viewpoint as a whole across the entire Kaipara 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 between Friday 29 August and Sunday 7 September 2003.

Comparison Data

Communitrak™ offers to Councils the opportunity to compare their performance with those of Local Authorities across all New Zealand as a whole and with similarly constituted Local Authorities.

The Communitrak service includes ...

- comparisons with a national sample of 1000 interviews conducted in September 2002.
- comparisons with other rural norms (the Peer Group Average).

The survey methodology for the comparison data is similar in every respect to that used for your Council's Communitrak™ reading.

Weightings have been applied to this comparison data to reflect the actual populations in Local Authorities as determined by Statistics NZ 2001 Census data.

It is important to bear in mind that this is a 'yardstick' only, to provide an indication of typical resident perceptions. The performance criteria established by Council for themselves are of particular relevance, and thus are the emphasis of the survey.

Margin Of Error

The survey is a scientifically prepared service, based on a random probability sample. The maximum likely error limits occur when the sample is split 50/50 on an issue, but often the split is less, and an 80/20 split is shown below, as a comparison. Margins of error, at the 95 percent level of confidence, for different sample sizes are:

	<u>50/50</u>	<u>80/20</u>
n = 500	±4.4%	±3.5%
n = 400	±4.9%	±3.9%
n = 300	±5.7%	±4.5%
n = 200	±6.9%	±5.5%

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. The results in 95 of these samples are most likely to fall close to those obtained in the original survey, but may, with decreasing likelihood, vary by up to plus or minus 5.7%, for a sample of 300.

Significant Difference

Significant differences, at the 95 percent level of confidence, for different sample sizes are:

	<u>Midpoint is 50%</u>	<u>Midpoint is 80% or 20%</u>
n = 500	±6.2%	±4.9%
n = 400	±6.9%	±5.5%
n = 300	±8.0%	±6.4%
n = 200	±9.8%	±7.8%

The significant difference figures above refer to the boundary, above and below a result, whereby one may conclude 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 300 respondents, is plus or minus 8.0%, given a 95 percent level of confidence, where the midpoint of the two results is 50%.

* * * * *



C. EXECUTIVE SUMMARY

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

The Kaipara District Council commissioned Communitrak™ as a means of measuring their effectiveness in representing the wishes and viewpoints of their residents. Understanding residents' and ratepayers' 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

Summary Table - Satisfaction With Services/Facilities

	Kaipara 2003		Kaipara 2002	
	Very/fairly satisfied %	Not very satisfied %	Very/fairly satisfied %	Not very satisfied %
Parks & reserves	83	8	*86	*7
Street lighting	80	7	77	8
Information Centres for tourists and local residents	79	5	77	6
Litter control	79	16	76	16
Public libraries	73	4	74	5
Public halls	73	13	71	13
Public toilets	71	17	68	21
Dog control	70	20	76	14
Roads	70	28	69	31
Council's efforts to attract and expand business in the District	58	24	56	22
Town planning (planning and inspection services)	53	9	53	7
Stormwater services	46	23	49	17
Water supply	44	12	40	12
Wastewater, i.e. the sewerage system	41	17	40	13

NB: The balance, where figures don't add to 100%, is a "don't know" response.

* Asked in a separate parks and reserves survey in 2002.

Summary Table - Satisfaction With Roads

	Kaipara 2003	
	Very/fairly satisfied %	Not very satisfied %
The alignment of Council roads	74	16
The safety of Council roads	70	26
The surface of Council roads	51	47
Roads overall	70	28

NB: The balance, where figures don't add to 100%, is a "don't know" response.

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

The percent not very satisfied is lower than the Peer Group Average and/or the National Average for the following ...

	<u>Kaipara</u>	<u>Peer Group</u>	<u>National Average</u>
• roads	28%	35%	27%
• dog control	20%	25%	26%
• public toilets	17%	23%	21%
• litter control	16%	24%	21%
• public halls	13%	14%	8%
• water supply	12%	22%	16%
• town planning (planning and inspection services)	9%	15%	22%
• street lighting	7%	20%	21%
• Information Centres for tourists and local residents	5%	*17%	*16%

Kaipara District Council performs on par for all other services or facilities measured when compared to the Peer Group and National Averages.

	<u>Kaipara</u>	<u>Peer Group</u>	<u>National Average</u>
• Council's efforts to attract and expand business in the District	24%	29%	24%
• stormwater services	23%	22%	20%
• wastewater	17%	†13%	†12%
• parks and reserves	8%	7%	4%
• public libraries	4%	6%	4%

† Ratings are based on reading for sewerage systems.

* Ratings are based on reading for tourism promotion.

Spend Emphasis and Priority

The top priorities in terms of spend are the surface of Council roads, attracting and expanding business in the District, Council roads overall and the safety of Council roads with street lighting, Visitor Information Centres, public libraries, and planning and inspection services being of least priority in terms of spend.

Frequency Of Household Use - Council Services And Facilities

	Usage In The Last Year		
	Three times or more %	Once or twice %	Not at all %
Public toilets	50	22	28
Public halls	31	32	37
Public libraries	48	14	38
Visitor Information Centres	14	31	55
Planning, building or inspection services	7	18	75
Contacted Council about dogs	2	19	79

% read across

Public toilets, 72%, and
public halls, 63%,

... are the facilities or services surveyed which have been most frequently used by residents 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 or communication strategies on particular topics if it is felt necessary to lead the public to fulfil Council's legitimate community leadership role.

31% of residents have an action or decision in mind they approve of or like (29% in 2002). This is below the Peer Group and National Averages.

The main Council actions or decisions gaining resident approval are ...

- promote area/encourage tourism, mentioned by 5% of all residents,
- encourage business/create employment, 5%
- do a good job/good service from staff/Mayor does a good job, 3%,
- gardens/public gardens, 3%,
- other specified services and facilities, 3%,
- good consultation/keep us informed, 3%.

31% of residents have an action or decision in mind they disapprove of or dislike (26% in 2002).

This is below the Peer Group and National Averages.

Disapproval focused on ...

- lack of consultation/information/don't listen, mentioned by 6% of all residents,
- rates issues/too high/increases, 5%,
- roading issues, 4%,
- wasting ratepayers' money, 4%,
- improve performance/service, 3%,
- handling of Kaihu River Scheme, 3%.

Ratepayers

81% of residents identify themselves as ratepayers (83% in 2002).

Contact With Council

76% of residents are likely to contact Council offices or staff first if they have a matter to raise with Council (79% in 2002). 13% would make contact with a Councillor first, with 6% first contacting the Mayor.

21% of residents have contacted a Councillor or the Mayor by phone, in person, in writing or by email in the last 12 months (31% had spoken to a Councillor or the Mayor in 2002).

49% of residents have contacted Council offices by phone in the last year (48% in 2002), while 33% visited a Council office in person (36% in 2002) and 11% contacted Council in writing (11% in 2002).

81% of residents who have contacted Council offices by phone in the last 12 months are satisfied (79% in 2002), with 88% of residents satisfied when visiting a Council office in person (89% in 2002). 65% of residents who have contacted Council in writing in the last 12 months are satisfied with their contact (80% in 2002).

Overall, 62% of residents have contacted a Council office by phone, in person or in writing (62% in 2002). 86% of these residents are satisfied with the service received.

Representation

The success of democracy in the Kaipara District Council depends on the Council both influencing and encouraging the opinions of its citizens and representing these views and opinions in its decision making.

a. Consultation

43% of residents want consultation on major issues (48% in 2002). This is below the Peer and National Averages.

Major issues arising are ...

- roading, mentioned by 11% of all residents,
- rates issues/increases, 6%,
- sewerage system/wastewater, 6%,
- drainage/stormwater, 5%,
- expenditure/major spending, 5%,
- flood protection/flooding problems, 5%.

b. Performance Rating of the Mayor and Councillors

59% of residents rate the performance of the Mayor and Councillors as very good or fairly good (62% in 2002). On this aspect of performance, Kaipara District is similar to the Peer Group Average, and on par with the National Average.

8% of residents rate their performance as not very good or poor (9% in 2002).

c. Performance Rating of the Council Staff

67% of residents rate the performance of the Council staff as fairly good or very good (70% in 2002). On this aspect of performance, Kaipara District is above the Peer Group and National Averages.

4% of residents rate Council staff performance as not very good or poor (3% in 2002).

The Future Of The Kaipara District

Thinking about the Kaipara community in general, residents were asked to rate how they feel about the future of the District, on a scale of zero to ten. A zero rating means that they are extremely concerned, while a rating of ten means they are not at all concerned.

Extremely concerned	0	1% of all residents
	1	-
	2	2%
	3	5%
	4	6%
Neither/neutral	5	29%
	6	13%
	7	19%
	8	16%
	9	3%
Not at all concerned	10	6%

This mean is 6.1.

The main reasons* why residents+ didn't rate the future of the District as a **ten** are:

- need more business/industry/employment opportunities 28% of residents+ who didn't rate the future of the District as a ten
- improve roading 12%
- encourage tourism/more advertising/promotion 9%
- community/social issues 9%
- town is dying/empty shops/small businesses closing 8%
- Council performance needs to improve/more proactive 8%

+ 94% of all residents

The main reasons* why residents++ didn't rate the future of the District as a **zero** are:

- tourism is a positive aspect for the future 29% of residents++ who didn't rate the future of the District as a zero
- encouraging business/industry/more employment 22%
- good lifestyle/nice environment 17%
- population growth 14%
- Council do a good job 9%
- good community spirit/friendly 8%

++ 99% of all residents

* multiple responses allowed



D. MAIN FINDINGS

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

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

NRB has defined the Rural Peer Group as those Territorial Authorities where less than 68% of meshblocks belong within an urban area, as classified by Statistics New Zealand's 2001 Census data.

In this group are ...

Ashburton District Council	Rangitikei District Council
Banks Peninsula District Council	Ruapehu District Council
Buller District Council	Selwyn District Council
Carterton District Council	South Taranaki District Council
Central Hawke's Bay District Council	South Wairarapa District Council
Central Otago District Council	Southland District Council
Clutha District Council	Stratford District Council
Far North District Council	Tararua District Council
Franklin District Council	Tasman District Council
Hauraki District Council	Thames Coromandel District Council
Hurunui District Council	Waimate District Council
Kaikoura District Council	Wairoa District Council
MacKenzie District Council	Waitaki District Council
Manawatu District Council	Waitomo District Council
Matamata Piako District Council	Western Bay of Plenty District Council
Opotiki District Council	Westland District Council
Otorohanga District Council	Whakatane District Council

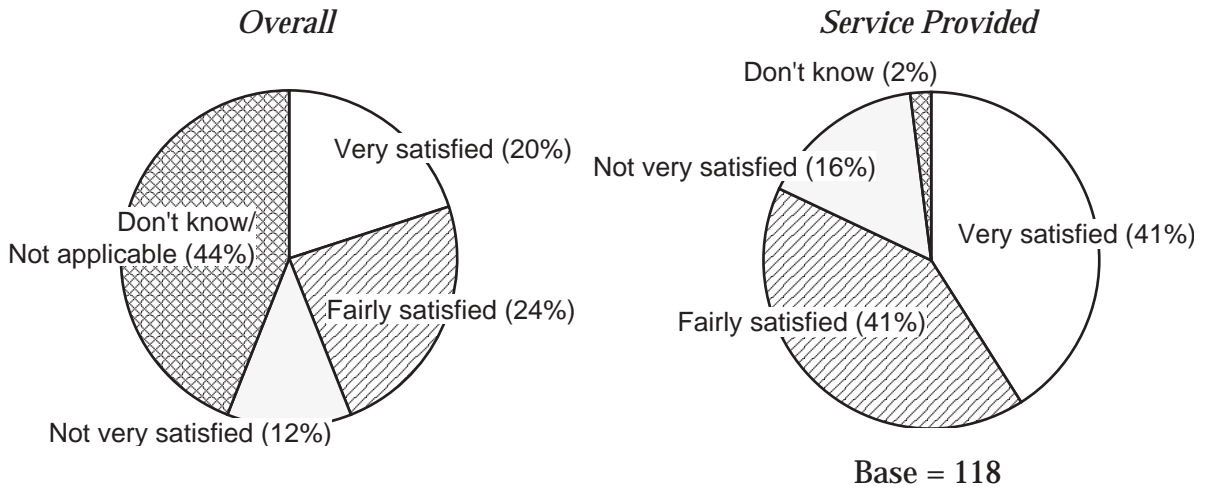


1. Council Services/Facilities

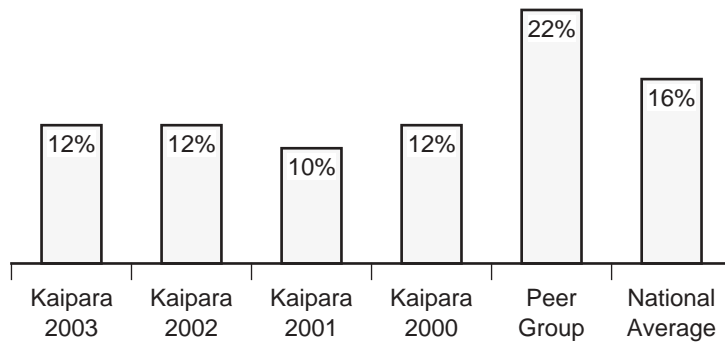
a. Satisfaction With Council Services/Facilities

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.

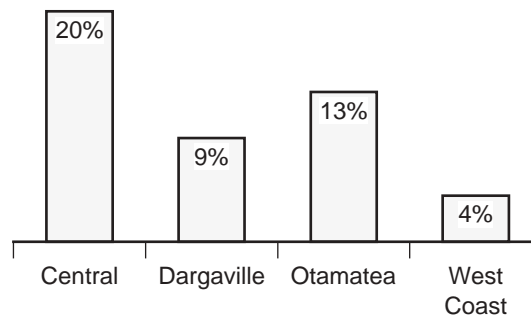
i. Water Supply



Percent Not Very Satisfied - Comparison



Percent Not Very Satisfied - By Ward



44% of Kaipara District residents are satisfied with their water supply (40% in 2001), while 12% are not very satisfied.

A significant percentage, 44%, are unable to comment, and this is probably due to only 40% of residents having a piped water supply (33% in 2002). 96% of residents who are unable to comment are not provided with a piped water supply.

Kaipara residents are below Peer Group residents and on par with the National Average, in terms of those not very satisfied.

Those residents with a piped supply are more likely to be satisfied (82%), compared to residents overall. 16% of residents with a piped supply are not very satisfied with their water supply.

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

Reasons They Are Not Very Satisfied

35 residents are not very satisfied with the water supply in the Kaipara District. The main reasons for being not very satisfied are ...

- dirty water/discoloured/poor quality,

"Not clean enough."

"Water is dirty from the dam - Firth Rd RD2, Dargaville."

"Northern Waiwai river water supplied to the town - not clean at all."

"Ruawai township water is poor - turbidity - bad colour."

"Town water supply comes out dirty all the time."

"Water is yellow, our washing ends up brown - we pay \$300 per year for this poor standard - paid to Kaiwaka Water Services - we have asked for it to be tested as we don't think it's fit for human consumption, our neighbours have the same problem - we have complained about this to Kaiwaka Water Services - they didn't ring us back and there's been no improvement."

"My family in Kaiwaka township have brown water, not nice to drink, most people avoid drinking it - could probably get better quality water from a bore at Pukekaroro."

"We get brown water when it's raining - when water is muddy we have to go into town and bring water to drink, water is sometimes not even good to use in showers and washing machines, pressure is good, quality is not good."

"Discussion to improve quality of water in Ruawai - Wharf Rd."

"The water is not good, they haven't done anything about it for years."

- tastes bad,

"Tastes terrible."

"Town water supply tastes awful, sometimes it tastes smoky, sometimes tastes dirty like dirty water."

"The water has a funny taste, I always boil it."

"Tastes different from day to day - bitter."

"It's disgusting! We have three filters in our house, it tastes bad."

"The filtering is no good, sometimes the water tastes horrible."

"Ruawai township water tastes bad."

"The water from the tap is putrid, taste is very bad - Normanby St."

- too much chlorine/chemicals,

"Water has a lot of chlorine in it."

"Tastes like chlorine, I'm on rain water so I notice it, it feels like I'm drinking a swimming pool."

"Ruawai water is over chlorinated."

"Some days the water stinks because of the chemicals used - River Rd."

"Too many chemicals in the water."

"Over treated water."

- shortage of water/restrictions.

"We ran out of water this summer because of the drought."

"Shortage of water in Maungaturoto from November for about 2 or 3 months, I couldn't obtain household water in close vicinity, I had to go to Ruakaka which is 35 kms from Maungaturoto township so that probably doubled the cost."

"We often have no water at our end of the street i.e. far end from water tank in town."

"Water cuts in some areas - better planning needed."

"People should have tanks to store water for the summer time."

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

	Total District 2003 %	Ward			
		Central %	Dargaville %	Otamatea %	West Coast %
<u>Percent Who Mention ...</u>					
Dirty water/discoloured/poor quality	4	8	3	4	-
Tastes bad	3	10	2	1	-
Too much chlorine/chemicals	3	5	3	-	2
Shortage of water/restrictions	2	-	1	6	-

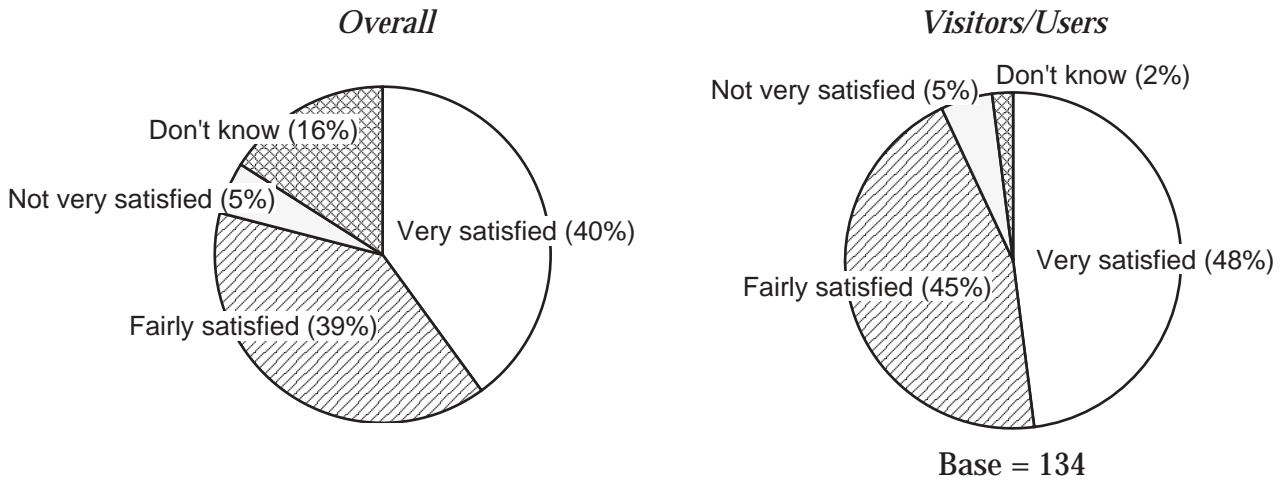
* multiple responses allowed

Recommended Satisfaction Measure For Reporting Purposes:

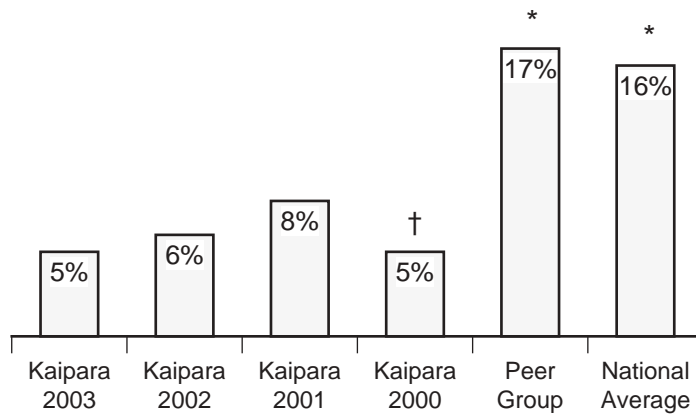
Total District = 44%

Receivers of Service = 82%

ii. Information Centres For Tourists And Local Residents



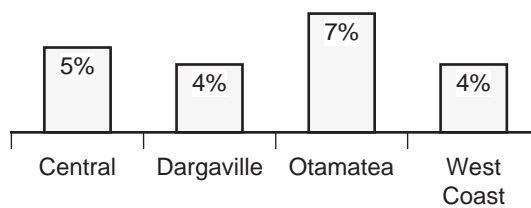
Percent Not Very Satisfied - Comparison



† 2000 reading relates to ratings for Visitor Information Centres.

* Peer Group and National Averages are based on ratings for tourism promotion.

Percent Not Very Satisfied - By Ward



79% of Kaipara District residents overall are satisfied with the Information Centres for tourists and local residents, including 40% who are very satisfied, while 5% are not very satisfied.

16% are unable to comment, with 96% of these having not used/visited the Visitor Information Centres in the last 12 months.

45% of residents have used/visited a Visitor Information Centres in the last 12 months. 93% of these "users/visitors" are satisfied and 5% are not very satisfied.

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

Reasons They Are Not Very Satisfied

15 residents are not very satisfied with Information Centres for tourists and local residents, and the main reasons* given for this are ...

- not enough information/could be better, mentioned by 3% of all residents,

"Don't think there's enough - as people arrive into Dargaville there's lots of signage to get up north but not what's available here and on the east coast."

"Could be better - more pamphlets etc on small businesses in the community."

"Really lax on information side of things - even if it's one big clear map (where they can stop), telling tourists where they are and where they're going. There are tourist routes but I wonder how many actually know where they are in relation to those maps."

"We don't know what's going on, especially rural people. Maybe they can do more eg put out newsletters for locals to keep us informed of what's on in the area, things to do, attractions."

"No information available in my area - need more attention to Paparoa."

- need more facilities/operate better/more promotion, 2%,

"We have no Information Centres in the smaller districts, only major towns."

"Not enough around - pretty hard to phone them."

"The Council should have a building or annex to the hall all the time."

"It closes down when tourists are coming through in the evening - when it's most needed."

"Can do more promotion, I don't know where they are."

- need more support from Council, 1%.

"This is run by local community and no support from Council."

"Council needs to support the residents financially."

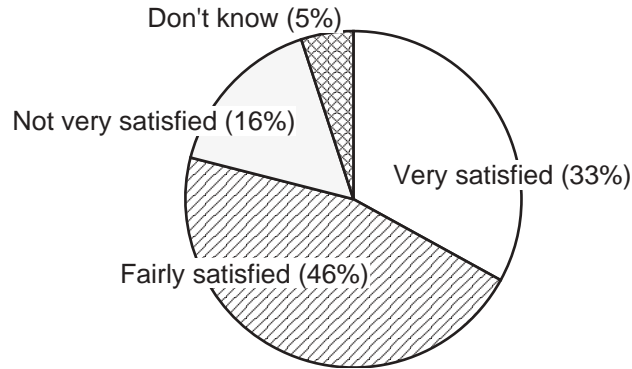
"Did not help the Trout Fishing Contest this year. It was a very important event in the district. Should be looked at because this contest is organised by residents."

* multiple responses allowed

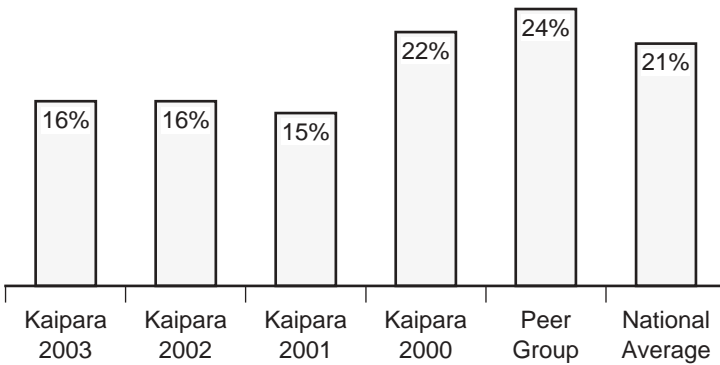
Recommended Satisfaction Measure For Reporting Purposes:	
Total District	= 79%
Visitors/Users	= 93%

iii. Litter Control

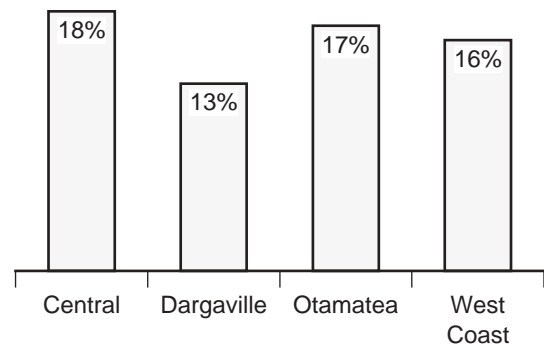
Overall



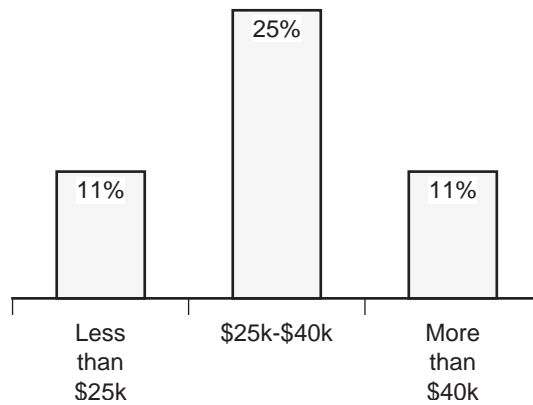
Percent Not Very Satisfied - Comparison



Percent Not Very Satisfied - By Ward



Percent Not Very Satisfied - Comparing Different Types Of Residents



79% of District residents expressed satisfaction with litter control (76% in 2002), including 33% who are very satisfied. 16% are not very satisfied.

The percent not very satisfied is below the Peer Group Average, on par with the National Average, and similar to last year's reading.

Residents with an annual household income of \$25,000 to \$40,000, are more likely to be not very satisfied with litter control, than other income groups.

Reasons They Are Not Very Satisfied

48 residents are not very satisfied with the Kaipara District's litter control. The main reasons mentioned are ...

- too much litter lying around,

"Te Kopuru is fairly bad for rubbish lying around in the drains and along fence lines - went for a walk the other day and there was rubbish everywhere as if no one knows where the rubbish bins are."

"Lots of litter about - in town and sides of the road."

"Main highways are littered - there's rubbish everywhere."

"Main street can be messy at times."

"There are some deep drains into which litter collects."

"Litter on the side of the road - SH12."

"Rubbish on beaches - rubbish washes down from other areas - perhaps need volunteers to clean it up - Council not to be blamed."

- people dumping rubbish/throwing rubbish out of cars,

"People dump rubbish illegally on the side of the road - Franklin Rd, Paparoa."

"There are lots of rubbish bags dumped in drains and on the sides of the road."

"Rubbish should be paid for in the rates - the current system of user pays encourages dumping on the side of the road."

"Ruawai people dump rubbish over banks."

"People throw rubbish on the sides of the road, they throw rubbish out the windows of cars."

"People throw rubbish and broken bottles out of car windows on the reserve in Waka St."

"Kids roaming around dropping ice cream packets, soft drink bottles and fish and chip papers - Council took the bins because the townsfolk were abusing them putting in household rubbish to save \$1.20 a week for a bag - bins were overflowing, dogs were scavenging and the contractors were annoyed for having to do what wasn't in their contract - I don't blame the Council."

- could be improved/need more control,

"Could be cleaned up better overall in the district."

"Could be better in the small towns like Dargaville - could be picked up - there could be less of it."

"Council does not remove the rubbish dumped - Franklin Rd Paparoa."

"More litter control needed in the country areas."

"Council needs to control the litter problem - Riverview Pl."

"People should be fined for dropping things out of their cars."

"Council is very slow in taking action."

"People are not using the rubbish bin provided by the Council, rubbish deposited everywhere should do something about that"

- costs involved.

"We pay an awful lot for our rubbish collection."

"It's costing us too much - we pay rates to Council, shouldn't have to pay again, to take rubbish to the tip at Dargaville is too expensive."

"Should be free to recycle."

"Residents have to buy coupons to stick on rubbish bags - Baylys Beach/Redhill Rd."

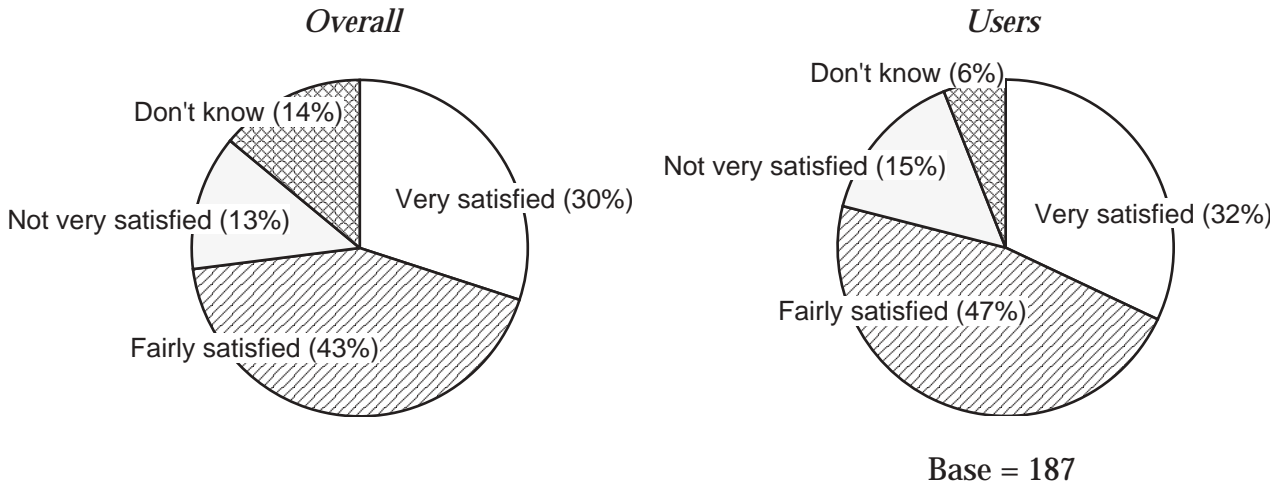
Summary Table - Main Reasons* For Being Not Very Satisfied With Litter Control

	Total District 2003 %	Ward			
		Central %	Dargaville %	Otamatea %	West Coast %
<u>Percent Who Mention ...</u>					
Too much litter lying around	5	5	4	7	5
People dumping rubbish/throwing rubbish out of cars	4	5	3	6	3
Could be improved/need more control	3	7	-	3	3
Costs involved	2	5	2	1	2

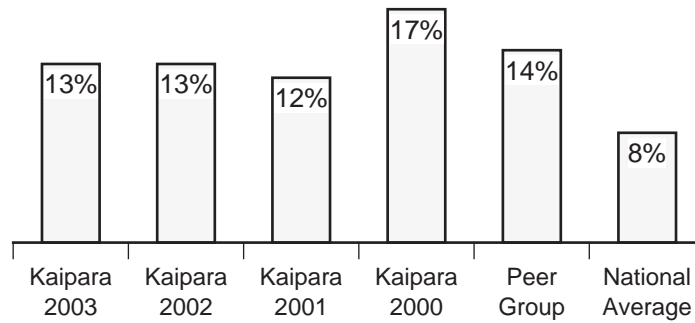
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<p>Recommended Satisfaction Measure For Reporting Purposes: Total District = 79%</p>
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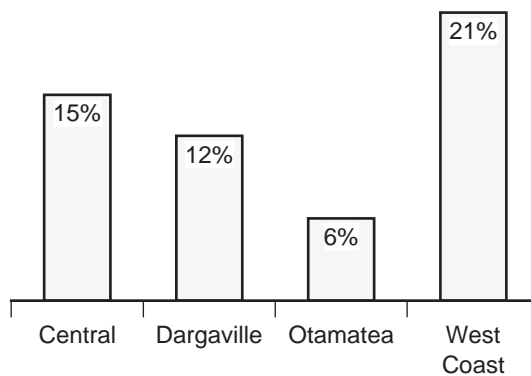
iv. Public Halls



Percent Not Very Satisfied - Comparison



Percent Not Very Satisfied - By Ward



73% of Kaipara District residents are satisfied with public halls, including 30% who are very satisfied. 13% are not very satisfied and 14% are unable to comment. Of those unable to comment, 73% have not used a public hall in the last 12 months.

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

63% of households have used a public hall in the last 12 months. These "users" are slightly more likely to be satisfied (79%), than residents overall, similarly likely to be not very satisfied (15%) and less likely to be unable to comment (6%).

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

Reasons They Are Not Very Satisfied

38 residents are not very satisfied with public halls in the District. The main reasons offered are ...

- poor layout/not well planned/poor job done,

"Didn't listen to experts. Acoustics - not right, kitchen - silly pokey area. Not very well planned."

"War Memorial Hall - kitchen is dangerous. Layout around the oven - it took an hour to heat, the bench is right behind the oven and with people working behind you it's not safe. OSH wouldn't be happy. Also acoustics not good."

"Town Hall in Dargaville - lots of complaints, kitchen not that functional."

"The Town Hall is badly designed - not useful for some purposes."

"Dargaville - didn't even get the kitchen right. Still adding and doing things to it, then painted it PINK! Catastrophe!!"

"Spent 100's of 1000's on it and didn't even straighten the floor so you can't play bowls on it."

"It's awkward to get into the hall at Dargaville - I'm disabled."

"The main hall in Dargaville hasn't got enough facilities to have conferences."

"The layout of the facilities does not cater for the public - 2nd Avenue, Ruawai."

- under utilised/white elephant,

"The Hokianga Rd public hall is a white elephant. It is very nice, there was a lot of money spent on it but it's not used enough."

"The Dargaville Town Hall is not being used enough."

"Can do a lot to attract people into towns, somebody should plan these things to utilise halls and to do stage productions. Maybe hire out or do things to get money to the community."

"Under utilised - they can be put to more use and in that way can generate money for the Council."

"Council should give people a chance to own these places and then they will be used - utilised more."

"Not used enough - could have more activities, social functions and stalls in halls. Use to raise funds for charities."

- amount of money spent/cost to ratepayers/waste of money,

"Spent too much money on the Town Hall - 'Epicentre'."

"Town Hall in Dargaville - lots of complaints, could have spent money elsewhere."

"Cost for what was done on the Town Hall. Huge cost put into it but it's not cost effective. After done they did more alterations on the kitchen. That was originally done 2-3 years ago and we are still paying for it. I also pay for it a second time through my beach house rates."

"Dargaville - they already had a Town Hall, a modest one that worked."

"When they originally put the hall up they spent money on acoustics - a lot of money spent for not much gain."

"Council upgraded Dargaville Town Hall - it's not being used enough to justify the expense."

"There was a lot of money spent on the Hokianga public hall."

"Pay for but don't use it."

- improvement needed/more money spent.

"District halls need more attention and upgrading."

"Some of the local halls are not in very good condition - Te Kopuru hall major structural problems. Council and local community groups are working on it."

"The way they're mucking around, the ones they've taken over haven't been very satisfactory, let them run down eg Te Kopuru."

Summary Table - Main Reasons* For Being Not Very Satisfied With Public Halls

	Total District 2003 %	Ward			
		Central %	Dargaville %	Otamatea %	West Coast %
<u>Percent Who Mention ...</u>					
Poor layout/not well planned/ poor job done	3	5	4	-	5
Under utilised/white elephant	3	2	3	2	5
Amount of money spent/cost of ratepayers/waste of money	3	1	6	-	5
Improvement needed/more money spent	2	5	2	-	3

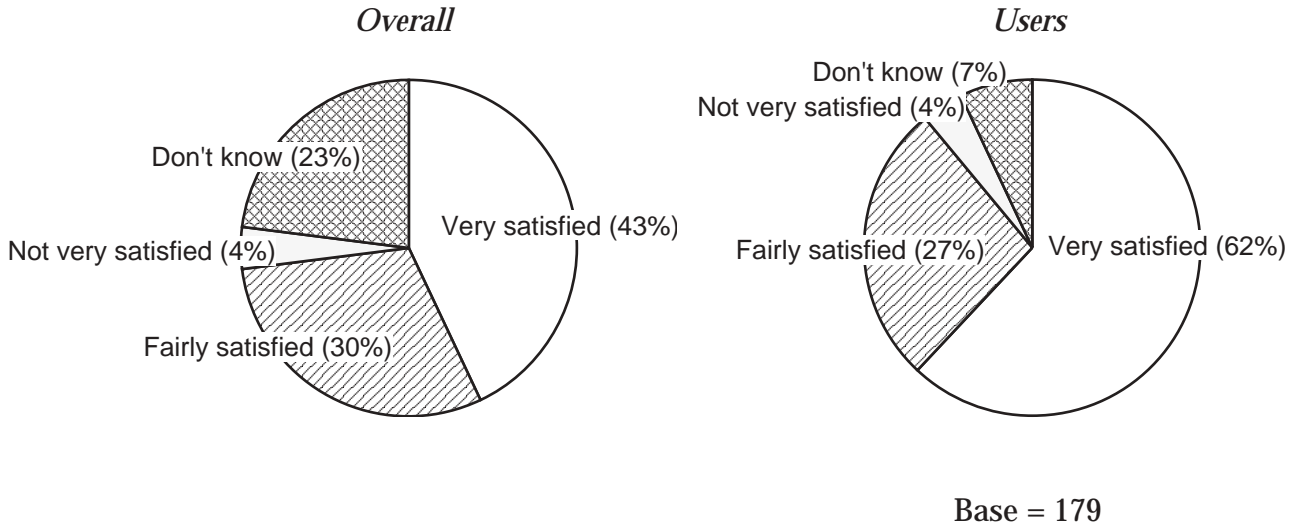
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Recommended Satisfaction Measure For Reporting Purposes:

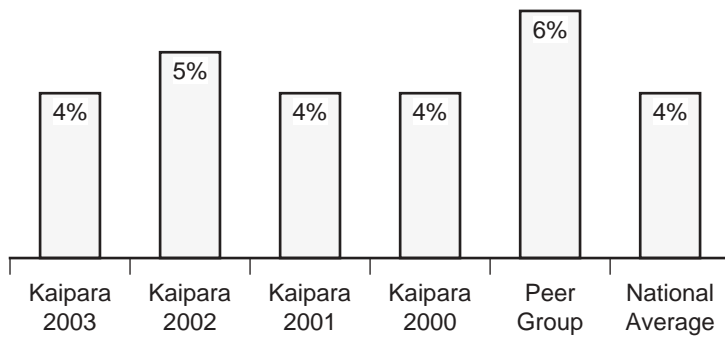
Total District = 73%

Users = 79%

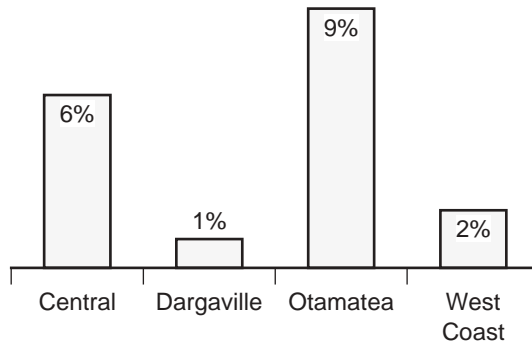
v. Public Libraries



Percent Not Very Satisfied - Comparison



Percent Not Very Satisfied - By Ward



73% of all residents are satisfied with the District's public libraries, including 43% who are very satisfied. 4% are not very satisfied and 23% are unable to comment. Of those unable to comment, 81% have not used a District library in the last 12 months.

In terms of those not very satisfied, Kaipara is similar to the Peer Group and National Averages and last year's reading.

62% of households have used a public library in the last 12 months. Of these "users", 89% are satisfied and 4% are not very satisfied.

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

Reasons They Are Not Very Satisfied

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

- need to improve the books mentioned by 2% of all residents,

"Our public library is quite abysmal. I have used it - poor selection, old books, seems to have no Council input."

"Don't usually have what I want, I'm talking about adults - needs upgrading - new age material, non-fiction, motivational books. For kids it's alright."

"No reference material."

"Not enough in them - from Auckland, used to better service."

"Need more books and study in library."

- need to improve facilities/expand the building, 2%,

"Size - like to see it enlarged in Mangawhai Heads."

"Too small a library."

"Needs bigger space, it is cramped up - Awakino Point."

"The facilities are not there for me to go to the library, I cannot stand very long. It would be good to have some chairs to sit on. I would like it if they would provide chairs."

"Could do with a better one - Mangawhai."

- need more promotion/advertising, 1%,

"Like to see it promoted a lot more than it is."

"No advertising to make reading habits more popular."

- cost involved, 1%.

"Because you have to pay to be a member."

"We have to pay for books."

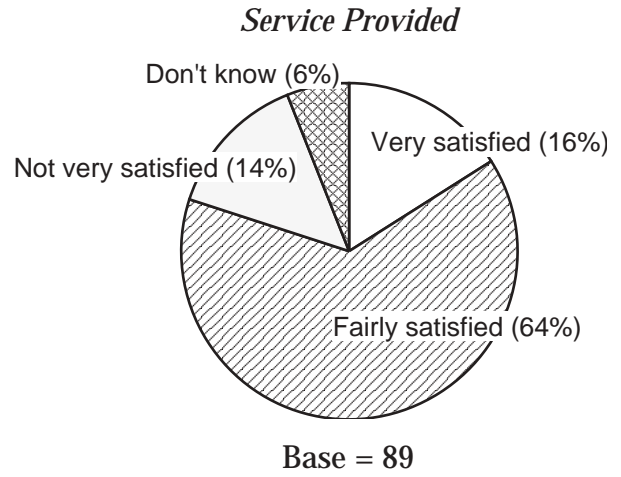
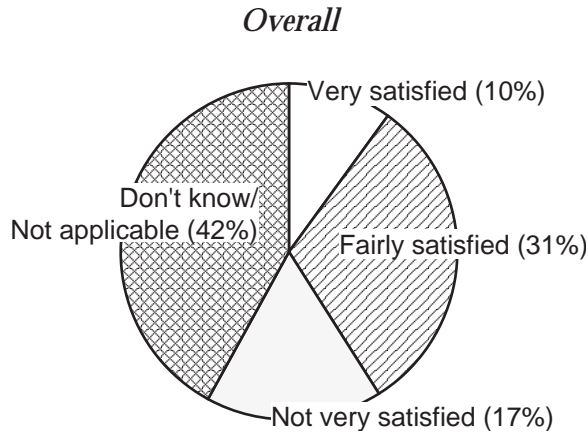
* multiple responses allowed

Recommended Satisfaction Measure For Reporting Purposes:

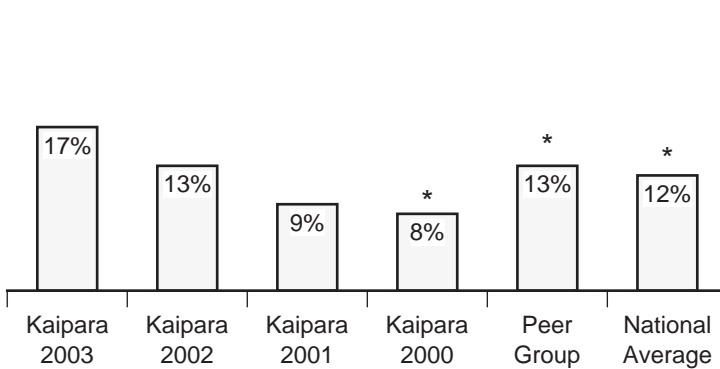
Total District = 73%

Users = 89%

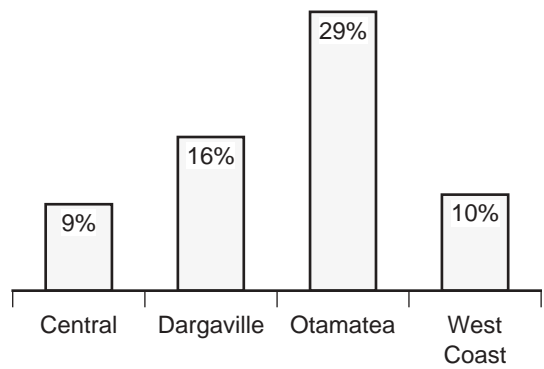
vi. Wastewater; i.e. The Sewerage System



Percent Not Very Satisfied - Comparison

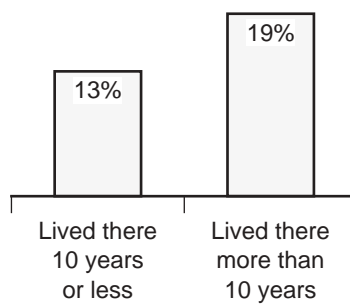


Percent Not Very Satisfied - By Ward



* Figures are based on readings for the sewerage system.

Percent Not Very Satisfied - Comparing Different Types Of Residents



41% of all residents are satisfied with the wastewater, that is, the District's sewerage system, while 17% are not very satisfied (13% in 2002).

A large percentage (42%, compared to 47% in 2002) are unable to comment, and this is probably due to 66% of residents not being provided with a sewerage system. Of the 42% unable to comment, 94% are not provided with a sewerage system.

Of those who have this service provided, 80% are satisfied, 14% are not very satisfied (8% in 2002) and 6% are unable to comment (14% in 2002).

In terms of those not very satisfied, Kaipara is on par with the Peer Group and National Averages, and last year's reading.

Otamatea Ward residents are more likely, than other Ward residents, to be not very satisfied with the sewerage system.

It also appears that longer term residents, those residing in the District more than 10 years are slightly more likely than shorter terms residents, to be not very satisfied with the sewerage system.

Reasons They Are Not Very Satisfied

50 residents are not very satisfied with wastewater, and give the following main reasons for this ...

- no sewerage system/need sewerage/delays with new system,

"I live in rural area of Dargaville and have own system - we have to empty it ourselves."

"We haven't got a system - ongoing discussion with the community."

"Useless - we need a proper scheme in Mangawhai."

"Many new houses are being built without consideration for a proper sewerage system in Mangawhai."

"Waste water management system needed at Bayllys Beach."

"District needs a good system regardless of cost, maybe Council can cut down on other areas and put money towards these more important things, that way they don't have to increase rates."

"No action, it's been talked about for years, nothing has been done - there are some very old septic tanks and there are new subdivisions."

"I feel the sewerage kerfuffle has dragged on too long, Council should get on with it - Mangawhai Heads."

"Technicians and experts have visited many times but they haven't done anything for 20 years - Mangawhai."

- environmental issues/pollution/health risk,

"Really bad in Mangawhai - harbours should be clear of sewerage, all beaches should be safe to swim in - that should be Council's main priority."

"Very concerned about it, I think the sewerage is discharged into the sea."

"Fair bit running into the Wairoa River in Dargaville."

"Just read in the Rodney Times about raw sewerage running out into the sea in the Mangawhai area."

"Current system should not be discharged into the Kaipara Harbour, prefer land based treatment to keep the harbour clean."

"Baylys Beach is polluted and it's a holiday spot, waste water gets into the water, it's a health risk."

- overflows/seepage/flooding,

"Every time it rains the stormwater enters the sewerage system and sewerage overflows into properties in Titarau St, Dargaville - raw untreated sewerage ends up in our neighbour's property and they have young kids."

"Ruawai is absolutely atrocious, the seepage on my property is unhealthy, I haven't got enough drainage to let it run away - it's my own septic tank - there's a little drain at the back but it's forever clogging up."

"Ranfurlly St - lot of wet patches, overflows on footpaths, filthy."

"Rain water blocks drains, water doesn't go down - Riverview Pl."

"Wastewater from 12 houses collects on my property and Council is not doing anything about it."

"A lot of problems on the section through flooding - Station Rd."

- cost involved,

"The cost - what it costs ratepayers - too much for what we get."

"They are trying to bring in a scheme that's too expensive, we've got a high proportion of retired people - Mangawhai."

"Not happy about the cost of the new sewerage system, we should all have eco systems, we've built a brand new home, put in our own sewerage system, now we have to pay for this new system - we're in Mangawhai Heads Rd and this new sewerage system is going into Cove Rd, people past there don't get it so don't have the extra cost."

"We were approached about the new sewerage system but it was outvoted because the cost was prohibitive."

- system needs upgrading/maintenance.

"I live in a unit - there are sewerage lines and drains - the Ruawai town system is poor - it should be closed up and upgraded - drainage is not good in the town."

"Our system is not very good - we would like Council's attention to this issue in rural areas - system could be upgraded to make it more reliable."

"Our system is not lasting the way it should, already requiring a lot of maintenance."

"Sometimes rats come out of Jervois St - need proper maintaining."

"They are not doing anything in my area - Snells Beach."

Summary Table - Main Reasons* For Being Not Very Satisfied With Wastewater

	Total District 2003 %	Ward			
		Central %	Dargaville %	Otamatea %	West Coast %
<u>Percent Who Mention ...</u>					
No sewerage system/need sewerage/ delays with new system	5	1	2	9	5
Environmental issues/pollution/ health risk	4	-	4	8	-
Overflows/seepage/flooding	2	1	2	2	3
Cost involved	2	3	-	5	-
System needs upgrading/ maintenance	2	3	3	2	-

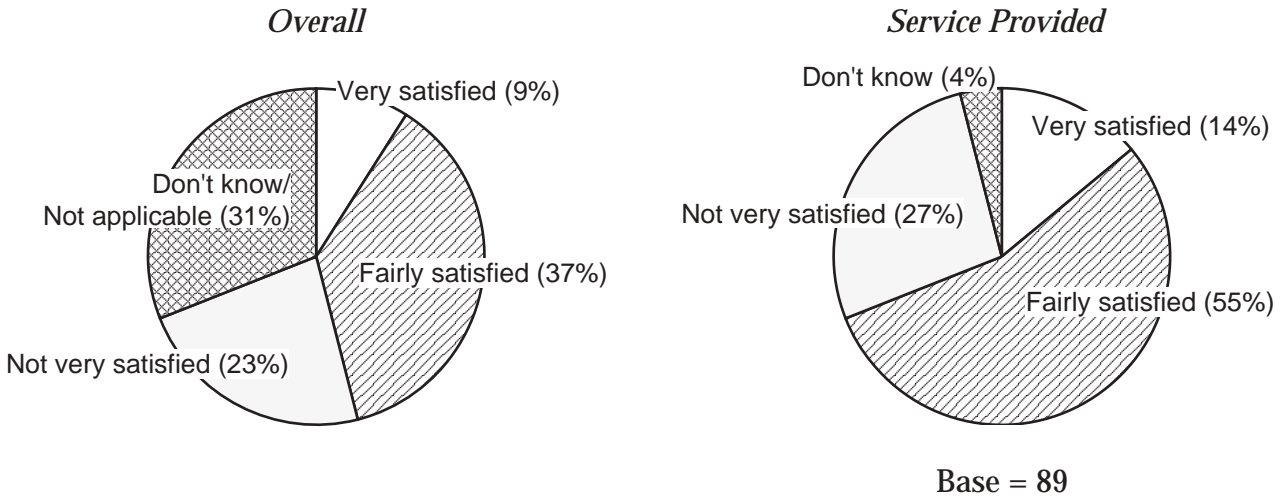
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Recommended Satisfaction Measure For Reporting Purposes:

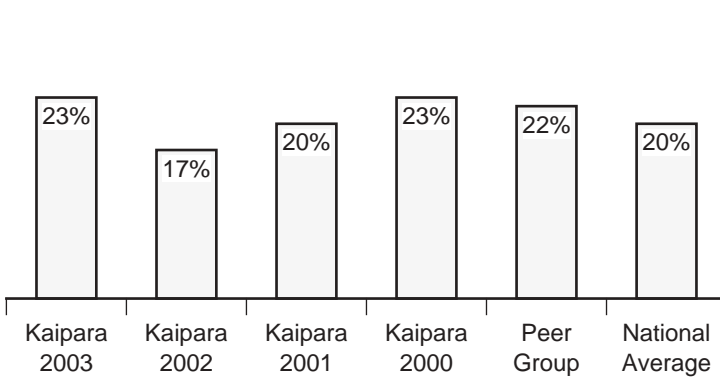
Total District = 41%

Receivers of Service = 80%

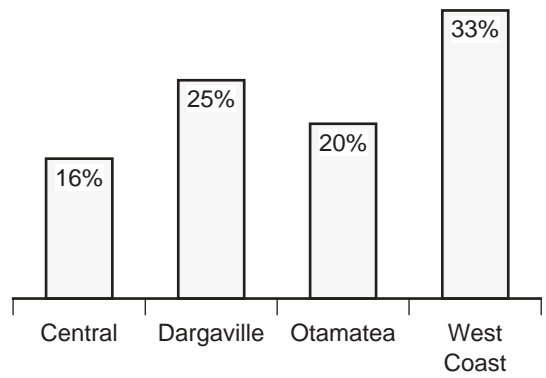
vii. Stormwater Services



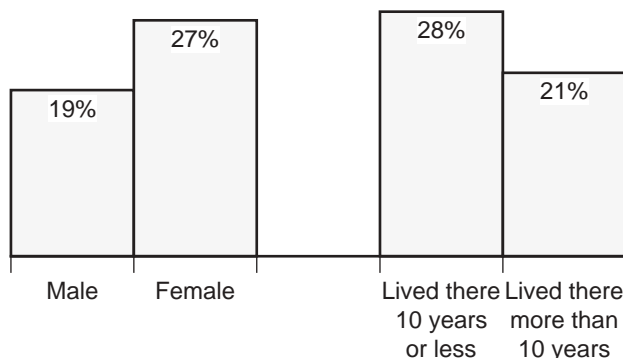
Percent Not Very Satisfied - Comparison



Percent Not Very Satisfied - By Ward



Percent Not Very Satisfied - Comparing Different Types Of Residents



46% of all residents are satisfied with the stormwater services in the District, with 23% being not very satisfied (17% in 2002) and 31% being unable to comment. Of those unable to comment, 88% are not provided with a piped stormwater collection.

Kaipara District is similar to the Peer Group Average, on par with the National Average, and slightly above last year's reading, in terms of those not very satisfied.

30% of residents receive a piped stormwater collection. Of these, 69% express satisfaction, while 27% are not very satisfied (23% in 2002).

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

However, it appears that women are slightly more likely to be not very satisfied, than men. Shorter term residents, those residing in the District for 10 years or less, are slightly more likely to be not very satisfied, than longer term residents.

Reasons They Are Not Very Satisfied

69 residents are not very satisfied with stormwater services, giving the following main reasons for this ...

- poor drainage/inadequate/needs upgrading,

"Stormwater drains put in wrong place (Kaiwaka township) and water runs down our driveway before it reaches the drain."

"Every time it rains the stormwater enters the sewerage system."

"Not an adequate pipe under road - happened over 10 years ago."

"When there has been a lot of rain the water sits on my section and runs down my section - perhaps the pipes aren't big enough to take the water."

"Drainage could be better - Poutu Rd."

"Stormwater comes back up into our front yard after big high tides or lots of rain - River Rd area of Dargaville."

"Hokianga Rd they have awful trouble when it rains."

"A little bit more long range planning needs to be done to replace old systems."

"Mangawhai Heads Rd - the drain is too small, it's amazing the amount of water that builds up."

"Lack of drainage for residential area - Te Kopuru village."

"They don't seem to work, place is underwater all the time."

"A good solution should be planned to get the drains to work as they did a few years back - drains should be deep enough to handle stormwater."

"Drains are 100 years old, need more work."

"Problems - overflow - friends had to move out in Ranfurly St."

"In Te Kopuru, the drains smell, they are not draining away."

- flooding/surface flooding,

"Dargaville gets flooded quite easily downtown."

"My section is like a pool with all the rain we've had, it's atrocious - Ruawai. I know there are a lot around here who have the same thing."

"Live in Te Kopuru - my section floods."

"Mangawhai - village floods for the last 3 years."

"Floods our underground tank water supply, fire brigade has to pump us out."

"Section slopes towards the road, there is no drain and it floods."

"McLean Rd has a drainage problem, get flooding at the bottom of the road."

"I rang to complain that our property and the one across the road were flooding so bad we can't get to the next place."

"We get floods often and it would be very useful to have long term flood control plan for the district."

"Flooding in our area - we are right next to the river - Aoroa."

"Portland St - there is a build up of water on our property when it rains."

"Ruawai township usually floods when there is heavy rainfall."

"Kauri St, lower sections flood."

- blockages/drains not cleaned,

"Storm drain is blocked, flood gates also blocked."

"Culverts near our property at Mangawhai Rd, Kaiwaka, block up and we sometimes clear them ourselves."

"Rubbish and overgrown, therefore sort of blocks - Te Kopuru."

"We have drains full of rubbish and a few weeks back heavy rain, stormwater overflowing but Council doesn't take any steps, Bickers Rd, Te Kopuru."

"Block up - Ranfurly St."

"Mangawhai - village, big monsoon drains are not being cleaned properly and they don't flow. Council have done some work but drains are not cleared properly, still the problems are here."

"It took 2-3 years to put a new culvert under road which was blocked - Mahuta Rd."

"The way the weed control around drains is not kept up."

"Big drain still blocked - Wallace Rd."

"We live north of Dargaville and have a problem with drain not taking run-off, it builds up, I think the drain is blocked, not clear."

- problems with run-off.

"Keeps flowing from the hills to bottom sections - Wintle St."

"We have water coming to our garden from the road. Stormwater should not go through our properties. There should be some sort of drainage system planned for this type of situation."

"Bottom of road, get run-off because of lowest point in road."

"Coming down the hill - Mamaranui Main Highway by Waihue Intersection."

"Water running off Hospital Rd onto our section, makes it very wet, very bad this winter."

"We've got water flooding onto our land from the road - between Dargaville and Waipoua."

"At the time of raining season the water from hills flows into my lawn - Normanby St."

"Te Kopuru - all water collects in my property from 12 houses and Council is not ready to take care of it."

"Kaihu - rainwater runs to the Kaipara Harbour - all the run-off from farms which is not good. Farmers want river cleaned - Council don't think it needs it."

Summary Table - Main Reasons* For Being Not Very Satisfied With Stormwater Services

	Total District 2003 %	Ward			
		Central %	Dargaville %	Otamatea %	West Coast %
<u>Percent Who Mention ...</u>					
Poor drainage/inadequate/needs upgrading	8	1	16	6	10
Flooding/surface flooding	8	6	14	5	8
Blockages/drains not cleaned	5	1	3	6	10
Problems with run-off	5	-	6	5	9

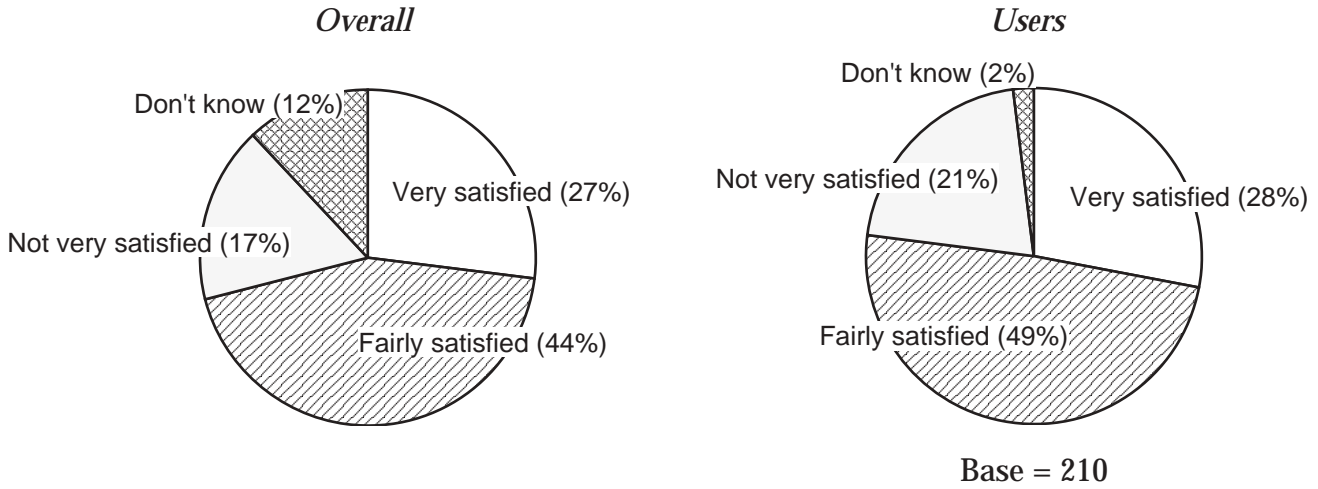
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Recommended Satisfaction Measure For Reporting Purposes:

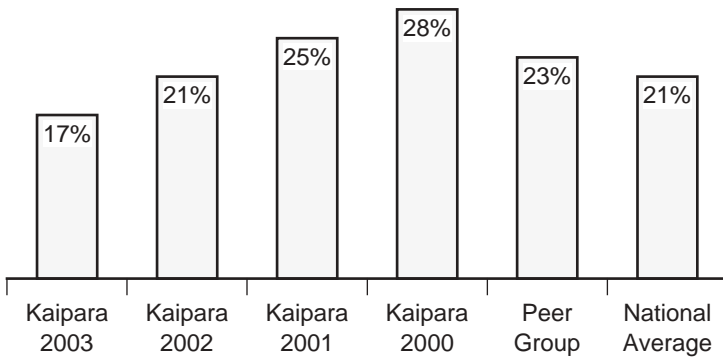
Total District = 46%

Receivers of Service = 69%

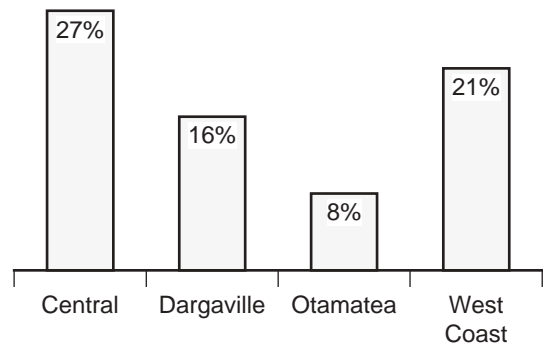
viii. Public Toilets



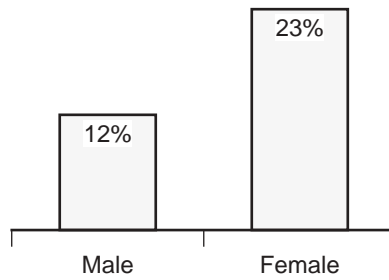
Percent Not Very Satisfied - Comparison



Percent Not Very Satisfied - By Ward



Percent Not Very Satisfied - Comparing Different Types Of Residents



Overall, 71% of residents are satisfied with the District's public toilets, including 27% who are very satisfied. 17% are not very satisfied (21% in 2002).

12% of residents are unable to comment. Of these, 86% have not used a public toilet in the last 12 months.

The percent not very satisfied is slightly below the Peer Group Average, and on par with the National Average and the 2002 reading.

72% of households have used a public toilet in the past year, with 77% of these "users" being satisfied and 21% not very satisfied.

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

Reasons They Are Not Very Satisfied

52 residents are not very satisfied with public toilets. There are five main reasons for this ...

- not up to standard/need upgrading/improving,

"Not up to standard - Riverview Rd."

"The public toilets by the band stand near the river are in very poor condition - I've been complaining about them for a long time, the tourists use them all the time - they're a bad advertisement for the district."

"They are not up to standard for a tourist town, they need to be flasher."

"Toilets at Mangawhai Heads need updating - very, very old, haven't done anything for 40 years."

"Renovating/facelift needed - main street, Dargaville."

"The one at the beach by the Surf Club is very basic."

"They are shocking in Dargaville and Bayleys Beach."

"Mangawhai Heads toilets badly need improving."

"They should be improved regularly."

"They need higher pans and handles on both sides for the disabled."

- not very clean/smelly,

"Should be kept clean especially in Dargaville township."

"They are just disgusting, don't look like they are cleaned often enough, the coin operated one by the river is okay, the only good thing about the concrete ones in Dargaville is the murals painted on the them."

"On the west side of town they are very dirty - Victoria St."

"Main street - not cleaned often enough."

"Near RSA, Hokianga Rd - public toilets not clean."

"I haven't been to them much but I've heard people say they are not cleaned very often, they smell - the ones by the band rotunda and the new ones by the Boat Club, Hokianga Rd and the riverfront near Victoria St."

"Grotty and stink - can smell them in the summer time."

- poor/wrong location/inconvenient location.

"We have one at either end of town, one is too grotty and the other too far away."

"Location - not very considerate when you have young children or for the elderly."

"They gave us a nice toilet but it's not in the middle of town."

"New toilets on the foreshore are great but tourists cannot find them so they go into the local dairy to find out where they are and the people get very annoyed when they are told where they have to go - you have to drive there, couldn't send a 9 year old on their own - would be a 5 minute walk. Also there's a massive tidal river there with a rip in it and a wharf where children would be at risk."

"Not good when the tide is in - Ruawai."

"Because of the location of the new toilets by the Boating Club, should have been near the wharf."

- not enough toilets/need more,

"No public toilets in Ruawai town now."

"Need another public toilet in the middle of Mangawhai Heads Shopping Centre in Wood St for tourists and visitors."

"Not enough in Dargaville - there's only one at one end of the street - would like to see more down the other end of the street where there are more businesses going in."

"Mall has only one toilet which is not sufficient."

- toilets closed down/relocated.

"They took one toilet away, we need more for older folk."

"Toilets have been shifted to wharf area so we need a public toilet in the township itself."

"We had a local toilet that needed improving - they reckon it wasn't going to function."

"The Council bulldozed down the ones in the centre of Ruawai town that were very accessible despite a huge petition and relocated them on the foreshore."

"Relocation of toilets in Dargaville."

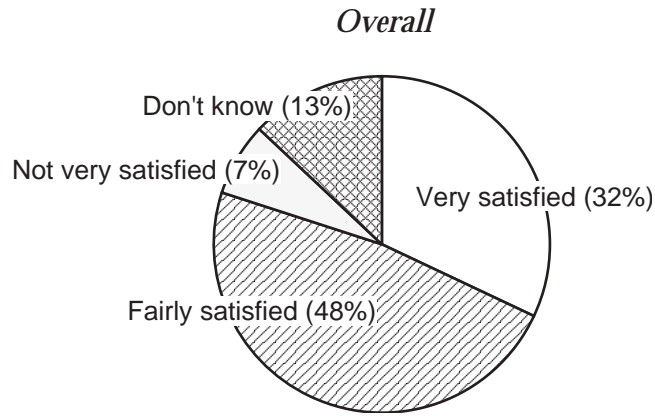
Summary Table - Main Reasons* For Being Not Very Satisfied With Public Toilets

	Total District 2003 %	Ward			
		Central %	Dargaville %	Otamatea %	West Coast %
<u>Percent Who Mention ...</u>					
Not up to standard/need upgrading/improving	6	1	4	7	14
Not very clean/smelly	6	7	10	2	5
Poor/wrong location/inconvenient location	5	9	9	-	-
Not enough toilets/need more	4	5	5	1	7
Toilets closed down/relocated	4	13	2	-	2

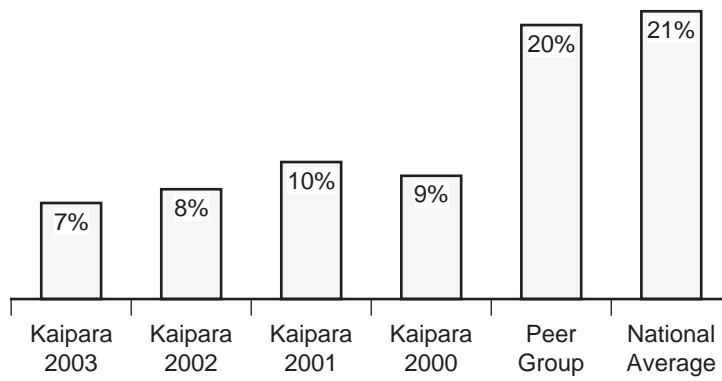
* multiple responses allowed

<p>Recommended Satisfaction Measure For Reporting Purposes: Total District = 71% Users of Service = 77%</p>
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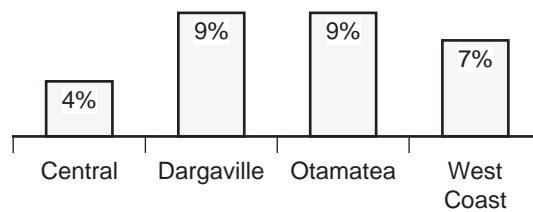
ix. Street Lighting



Percent Not Very Satisfied - Comparison



Percent Not Very Satisfied - By Ward



80% of residents are satisfied with street lighting in the District, including 32% who are very satisfied, while 7% are not very satisfied.

The percent not very satisfied is below the Peer Group and National Averages and similar to the 2002 reading.

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

Reasons They Are Not Very Satisfied

22 residents are not very satisfied with street lighting and give the following main reasons* for this ...

- need more lights/no lights, mentioned by 5% of all residents,

"Clem St - should have a light. "

"No street light - I wrote a letter but Council didn't take any notice. "

"Need another light at camping ground. "

"We don't have a street light - Beach Rd. "

"Parore St extension - I wrote to Council and they replied the work would be done. "

They did but put only one street light. "

"Station Rd needs more lighting. "

"Out of town on major junctions they should put more lighting, especially on main highways. "

"Could do with more light - I have been asking for the last 14 yrs. "

"Asking for light outside property - people could fall into drains. "

"More needed in Ranfurly St. "

- poor lighting, 2%,

"Quite dark at end of cul-de-sac. "

"Poor quality of lighting in Maungaturoto, not well lit up, I wouldn't like my wife to walk down the street at night. "

"Station Rd - a dark place. "

"Te Kopuru does not have great street lighting up our street. "

- too bright/overdone, 1%.

"I think it's a waste of power in some areas. "

"Awakino St is lit up like Piccadilly - far too bright at night. "

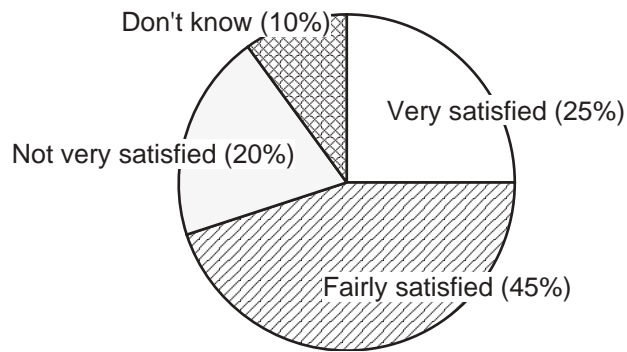
"Feel there is too much street lighting, it's overdone. We are only a little place - Mangawhai. "

* multiple responses allowed

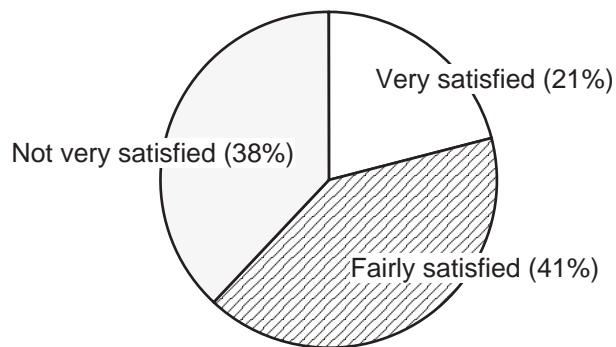
<p>Recommended Satisfaction Measure For Reporting Purposes: Total District = 80%</p>
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x. Dog Control

Overall

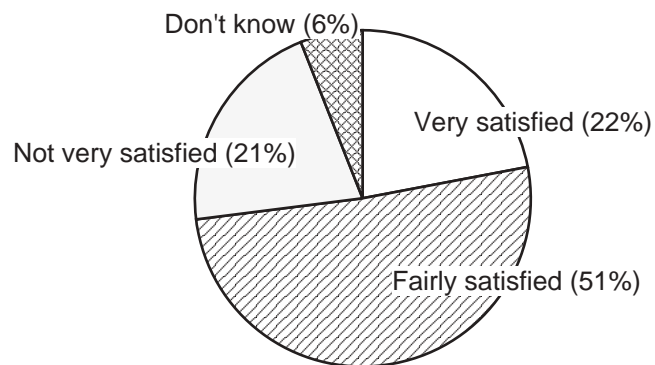


*Contacted Council About Dog Control
In Last 12 Months*

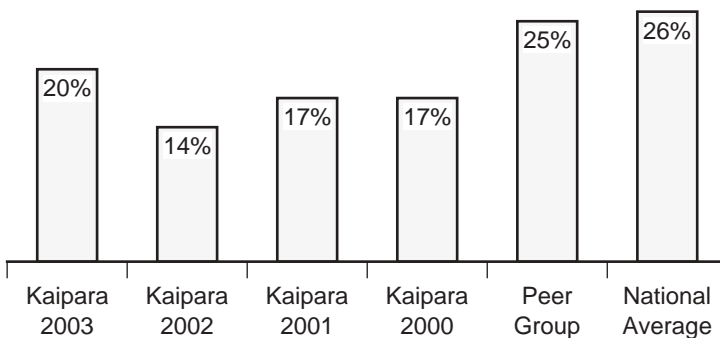
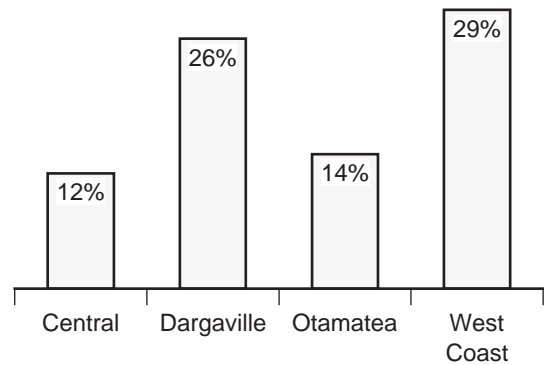
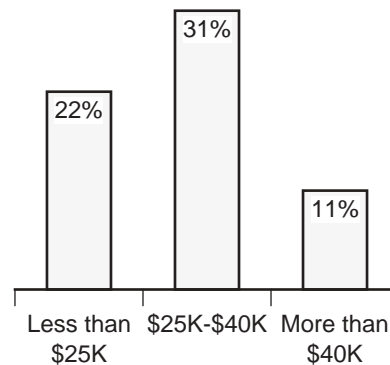


Base = 62

Dog Owners



Base = 154

Percent Not Very Satisfied - Comparison*Percent Not Very Satisfied - By Ward**Percent Not Very Satisfied - Comparing Different Types Of Residents*

70% of residents are satisfied with the District's dog control (76% in 2002), including 25% who are very satisfied, while 20% are not very satisfied (14% in 2002).

The percent not very satisfied is on par with the Peer Group Average, slightly below the National Average and slightly above last year's reading.

22% of households have contacted Council in the last twelve months regarding dog control, with 52% of residents identifying themselves as dog owners.

Compared to residents overall, households who have contacted Council are slightly less likely to be satisfied (62%) and more likely to be not very satisfied (38%), while dog owners are similarly likely to be satisfied (73%), and similarly likely to be not very satisfied (21%).

Dargarville and West Coast Ward residents are more likely, than other Ward residents, be not very satisfied with dog control.

It also appears that residents with an annual household income of \$40,000 or less are slightly more likely than other income groups, to feel this way.

Reasons They Are Not Very Satisfied

60 residents are not very satisfied with dog control and give the following main reasons ...

- too many roaming dogs/uncontrolled dogs,

"So many dogs around, run into my section - Normanby St. "

"Too many dogs roaming the streets in Dargaville. "

"Lots of dogs roaming about. Lots of stray dogs in the farm land - West Coast Rd village area. "

"Often have stray dogs in our garden, damage our gardens. Have rung owners, not Council - Ruawai area. "

"Too many stray dogs - Station Rd. "

"Roaming dogs in Te Kopuru. "

"Lots of dogs straying in our area - Ruawai township and countryside. "

"I have a 90 year old lady living across the road and she cannot leave the door open because dogs keep running into her house. "

- no control/more control needed,

"Dogs shouldn't be allowed in town. "

"Dog control has not got a high profile. "

"It should be better controlled - people should have adequate fencing. "

"There doesn't seem to be anybody controlling the situation, I think you should be able to walk around the streets and feel safe. "

"Should be signs on streets and parks. "

"No one available to contact after 5pm. "

"Can't get hold of them on weekends. "

- danger to other people and other animals,

"In Te Kopuru it's a big problem, my neighbour was attacked by 2 dogs, they came after him, he now walks with a great big stick. These same dogs jumped a fence when I was walking my dog, it's a Jack Russell terrier and now won't pass these dogs, I have to pick him up. My friend and I were walking our dogs when a big black thing came out and wrapped its teeth around my friend's dog. "

"A lot of dogs roaming the streets are pitbulls which are dangerous dogs. "

"I've had cattle chased and I've had to shoot dogs. "

"We had a lady about a month ago - stray dog attacked her dog. "

"We're afraid to take our dog for a walk. It's been attacked twice and nearly killed. "

"Dogs worrying stock. "

"Our dog control man went into hospital because the dogs took to him, they tore his arm somehow. "

- Ranger could improve.

"Targeting the easy dogs that they can catch easily, not the dangerous dogs."

"Dog rangers should seize dogs that are out of control."

"Person used to make sure dogs were okay, not roaming - now dog ranger isn't as good."

"Dog control man should do patrols."

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

	Total District 2003 %	Ward			
		Central %	Dargaville %	Otamatea %	West Coast %
<u>Percent Who Mention ...</u>					
Too many roaming dogs/uncontrolled dogs	10	8	13	5	13
No control/more control needed	7	6	10	3	8
Danger to other people and other animals	4	6	4	1	5
Ranger could improve	3	2	3	1	6

* multiple responses allowed

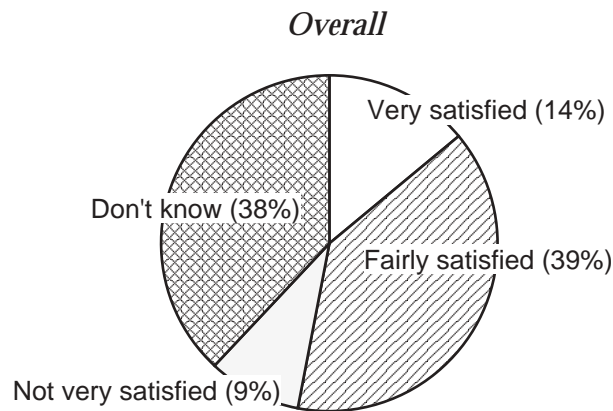
Recommended Satisfaction Measure For Reporting Purposes:

Total District = 70%

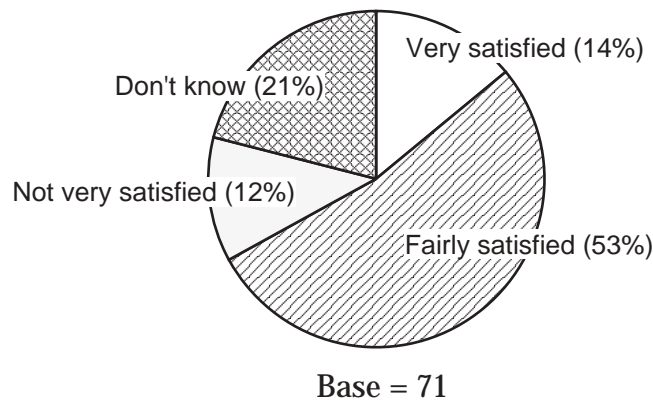
Contacted Council about dog control = 62%

Dog Owners = 73%

xi. Town Planning (i.e. planning and inspection services)

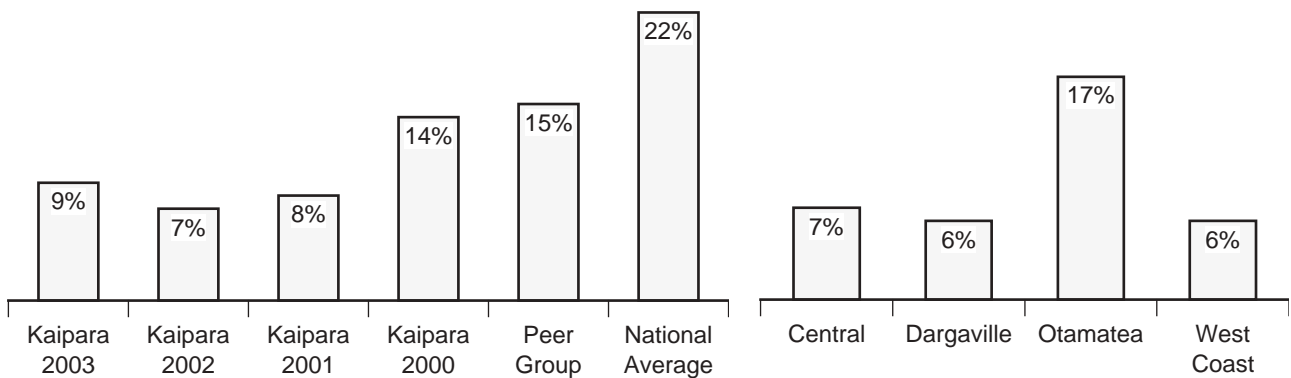


*Used Council's Planning, Building Or Inspection Services
In Last 12 Months*



Percent Not Very Satisfied - Comparison

Percent Not Very Satisfied - By Ward



53% of Kaipara District residents are satisfied with town planning, with 9% who are not very satisfied.

A notable percentage (38%) are unable to comment, and this is probably due to only 25% of households having used Council's planning, building or inspection services in the last 12 months. Of these "users", 67% are satisfied and 12% are not very satisfied. 87% of those residents unable to comment have not used Council's planning, building or inspection services in the last 12 months.

The overall percentage not very satisfied (9%) is slightly below the Peer Group Average, below the National Average and similar to the 2002 reading.

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

Reasons They Are Not Very Satisfied

28 residents are not very satisfied with town planning, and give the following main reasons* for this ...

- poor performance/inefficient, mentioned by 2% of all residents,

"They change their mind - one day it's fine and next day it's not because someone has left the Council and basically had to start all over again."

"LIM reports not accurate - several times it showed no house on the property when there was, in fact, records weren't kept after a certain amount of time but they must be there because people have to get permits."

"Tinopai - didn't follow processes over an extension."

"Inspection services are not good, contractors are getting money whether they finish work or not."

"I didn't receive enough help when I contacted Council staff, they could have done something to resolve my property issue."

"You get the information together and get it to them for a permit, then wait for months for an answer."

- poor planning, 2%,

"They have got big city ideas for a country town that services a rural area - things not finished off, entranceways to town not good."

"Built concrete boats in the middle of the street - town that has a tendency to flood - stupid, poles sticking out of each one in Victoria St."

"Because of the upside down boats/islands. Not happy about the location of the new toilets way down by the Boat Club, should have been by the wharf where people park."

"Beautiful causeway, now with light industry buildings and tin sheds on it - the Norfolk Pines were cut down for the other ghastly things to go up."

"Building industry - Council should control the standards of buildings and businesses."

- lack of communication/information, 2%.

"There has been no consultation with the residents."

"Very distressed about previous experience - unsure if Council will take property - Esplanade Reserve part of property - no consultation - matter involved Maori."

- too many houses/subdivisions/sections too small, 1%,

"Too many houses approved."

"Subdivisions increasing."

"The sections where I'm living are too narrow - there's no space on either side of the houses to get a vehicle down and section goes down to a steep gully - Godfrey Ave."

"Sections too small in Mangawhai and each section has to have a septic tank etc."

- costs involved/expensive, 1%.

"When subdividing we have to provide a "notional section value" to the Council for recreational/park services and pay the Council a contribution based on this notional value - this may be a legal requirement which Council has to enforce."

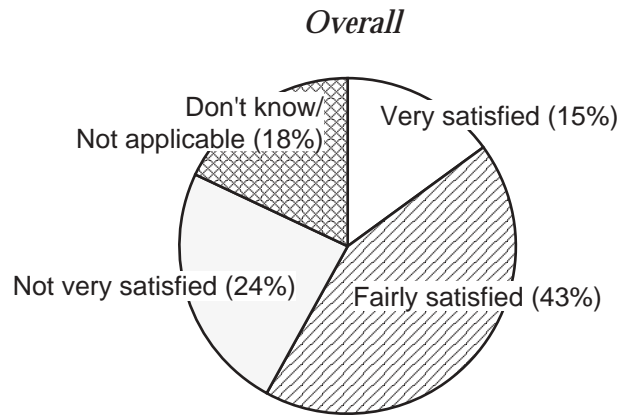
"The vendors have to pay the Council or inspectors for a Safety Report which seems to be a sneaky way of gathering revenue - Maungaturoto."

"I find it's often long winded - takes a lot of getting to, there are so many people involved - gets expensive, it's dead money."

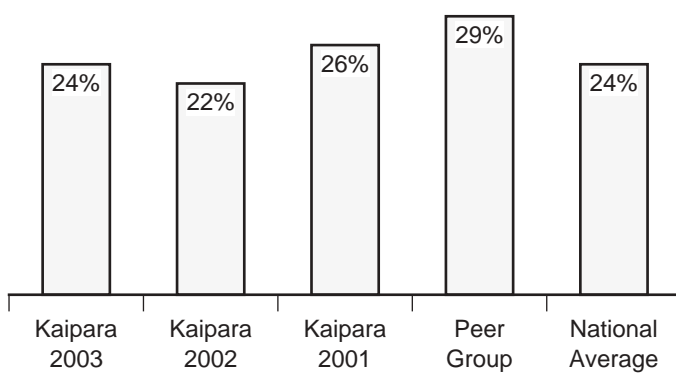
* multiple responses allowed

Recommended Satisfaction Measure For Reporting Purposes:	
Total District	= 53%
Used Council's Planning, Building or Inspection Services	= 67%

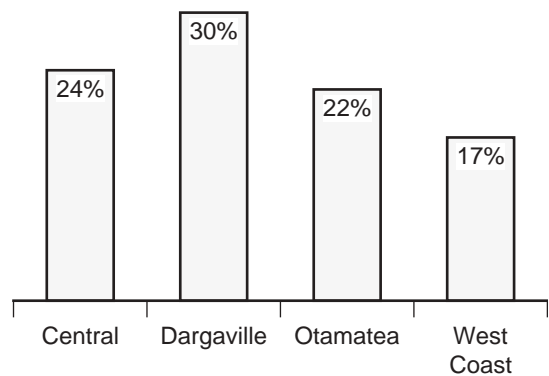
xii. Council's Efforts To Attract And Expand Business In The District



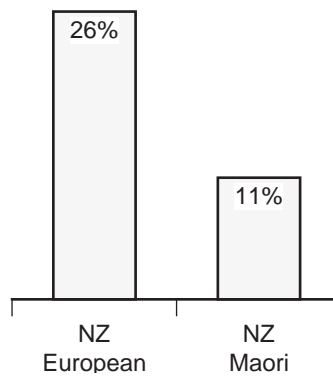
Percent Not Very Satisfied - Comparison



Percent Not Very Satisfied - By Ward



Percent Not Very Satisfied - Comparing Different Types Of Residents



58% of residents are satisfied with Council's efforts to attract and expand business in the District, while 24% are not very satisfied. A large percentage (18%, down from 22% in 2002) are unable to comment.

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

New Zealand European residents are more likely than New Zealand Maori residents, to be not very satisfied with Council's efforts to attract and expand business in the District.

Reasons They Are Not Very Satisfied.

71 residents are not very satisfied with Council's efforts to attract and expand business in the District and give the following main reasons ...

- no effort being made/could do more,

"Because they haven't done much for Ruawai although they have for the district."

"Haven't seen any initiatives, haven't been doing a lot."

"The Council needs to do more about it - more businesses should be started in the district."

"Non active - it's all voluntary work in Mangawhai."

"There's been no major businesses developed in the area."

"It doesn't seem to happen in Dargaville, it's time Dargaville moved on - the Council should push to have new businesses come into the area."

"Could do more to attract industry to the area as a whole especially the Dargaville area to create more employment."

- shops/businesses closing down/town is getting smaller,

"There are shops closing down in Dargaville."

"Ruawai - small town - shops closing."

"Little shops are closing down because they cannot compete with bigger ones."

"Some shops and even the Chemist has shut down recently."

"They are closing down a few things - closed the Post Office - nothing for anyone to do in Te Kopuru."

"Businesses are leaving - not many working people, mostly young kids and retired people."

"Dargaville town is getting smaller rather than expanding."

- more encouragement/support and help for businesses.

"More support should be given to people."

"Don't believe they are encouraging small businesses, can't see any initiatives."

"Don't seem to help people to get going - seem a bit slow."

"Council don't get behind some suggestions of new businesses."

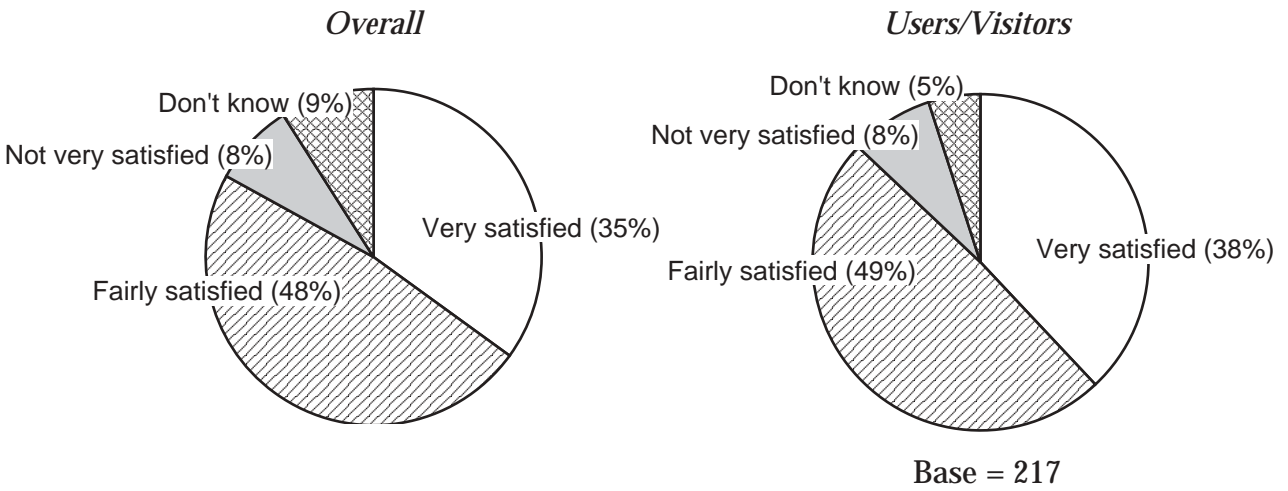
Summary Table - Main Reasons* For Being Not Very Satisfied With Council Efforts To Attract And Expand Business In The District

	Total District 2003 %	Ward			
		Central %	Dargaville %	Otamatea %	West Coast %
<u>Percent Who Mention ...</u>					
No effort being made/could do more	9	9	11	9	6
Shops/businesses closing down/town is getting smaller	3	4	3	2	3
More encouragement/support and help for businesses	3	4	4	3	-

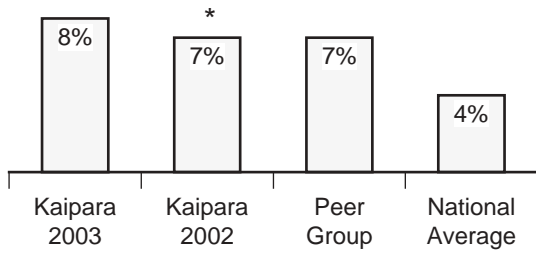
* multiple responses allowed

<p>Recommended Satisfaction Measure For Reporting Purposes: Total District = 58%</p>
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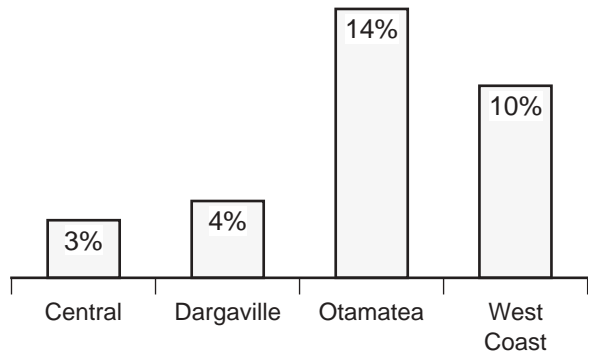
xiii. Parks & Reserves



Percent Not Very Satisfied - Comparison



Percent Not Very Satisfied - By Ward



* asked in a separate parks and reserves survey in 2002.

83% of Kaipara District residents are satisfied with parks and reserves (86% in 2002), including 35% who are very satisfied and 8% who are not very satisfied.

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

74% of households have used a park or reserve in the last 12 months. These "users" are similarly likely to be satisfied (87%), than residents overall, and similarly likely to be not very satisfied (8%).

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

Reasons They Are Not Very Satisfied

23 residents are not very satisfied with parks and reserves in the District. The main reasons offered are ...

- could do more/need better maintenance, mentioned by 4% of all residents,

"Not enough being spent on them, they need tidying up."

"The park in Te Kopuru is mowed but the sides are not made tidy. It really needs a bit of a tidy up."

"In comparison to other cities we have slack maintenance."

"Parks in Dargaville could be maintained better, eg they are mown in the rain and mowers get stuck - churn up ground."

"They probably need more maintenance plan - getting people involved also. Local community could become involved in maintaining parks, take ownership of the maintenance of parks, don't leave it all up to Council."

"Parks and reserves run by another committee - Council won't take care of them."

"Getting dominated by wild ginger."

"Litter around Maungaturoto playground."

- need to improve facilities, 3%,

"Should be more tables for visitors to use - concreted in."

"Would be nice if there were better facilities at beaches/parks and clean toilets."

"No toilet facilities in them."

"The park in Te Kopuru is not very good, I don't think people call it a park anymore, it has a broken swing and a see saw thing in it."

"Not good - main beach (Mangawhai Heads) there aren't any facilities for families to have a picnic or spend the day. Need new good toilets, changing rooms, barbeque areas. It's a nice surf beach, nothing for kids."

"What is here could be much better - like to see the Mangawhai Heads park established."

"Parks can be improved, better management needed to give facilities to children."

"Nothing done on Domain - we have only one domain in Te Kopuru - I think Council could manage one playground so that small kids can play there."

"Need skateboard or BMX ramps - Heads area, for kids and teenagers, not just play parks for little children."

- not enough areas, 1%,

"Took only reserve we had - Council sold it so have nothing now as a real reserve."

"Not enough of them, there is only the estuary and beach reserves and that's probably the Queens's chain."

"Need facilities for dogs as well."

Recommended Satisfaction Measure For Reporting Purposes:

Total District = 83%

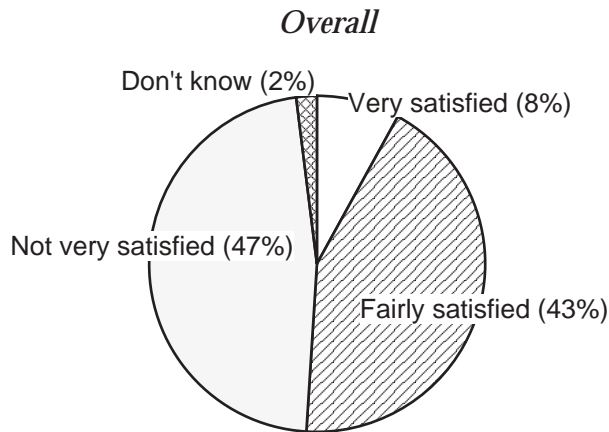
Users/Visitors = 87%

b. Satisfaction With Council Roads

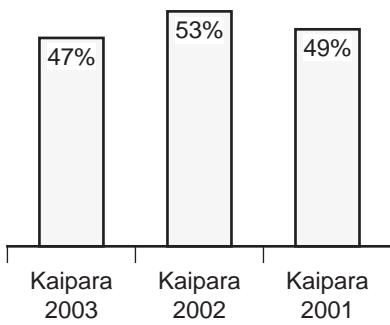
Residents were asked to say for each of the following aspects of Council roads, whether they are very satisfied, fairly satisfied or not very satisfied.

They were advised to exclude State Highways 1, 12 and 14 from their answers as they are not Council roads.

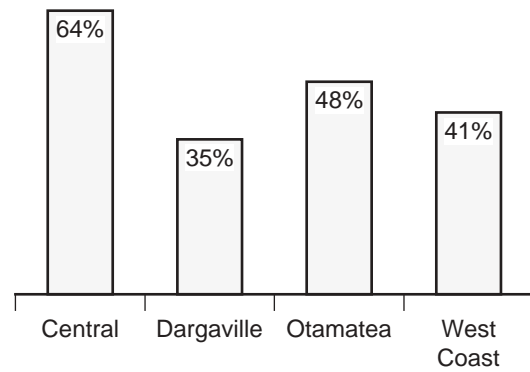
i. The Surface Of Council Roads



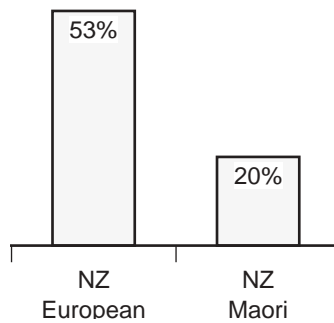
Percent Not Very Satisfied - Comparison



Percent Not Very Satisfied - By Ward



Percent Not Very Satisfied - Comparing Different Types Of Residents



51% of residents are satisfied with the surface of Council roads (46% in 2002), while 47% are not very satisfied (53% in 2002).

Residents more likely to be not very satisfied with the surface of Council roads are...

- Central Ward residents,
- New Zealand European residents.

Reasons They Are Not Very Satisfied

The 141 residents who are not very satisfied give the following main reasons for feeling this way ...

- potholes/uneven/rough,

"To go up to the hospital you have great potholes. Once you leave the main road to go up to the hospital from Awakino Point."

"Full of potholes. Ridged in middle at times, cars run aground on ridges etc - Poyner Rd, Birch Rd, Lindquist Rd, Ararua Rd to Waitotira area. I had to get a 4WD to cope with roads, too rough for a Falcon."

"Coming into Dargaville before cemetery - bumps, not flat."

"Potholes - for people who ride a motorcycle they'd have to be pretty brave - Normanby St in Dargaville."

"Hoanga Rd, sometimes got potholes."

"Full of potholes - Marohemo and Batley Rds, Maungaturoto area, also Ford Rd."

"Huge potholes - King Rd."

"Normanby St - potholes in middle of street. Potholes on Brynderwyn Rd."

"The Pouto to Dargaville road has potholes in it."

"Maungaturoto to Ruawai is sealed but very bumpy."

"Te Kowhai Rd is very uneven."

"Babylon Coast Rd is normally very corrugated."

"Roads are not smooth - Pouto Rd."

"Plenty of potholes - Hukatere, Tinopai Rd."

"Lots of potholes - Settlement Rd, Oneriri Rd and Gibbons Rd."

"Bickerstaff Rd - surface uneven."

"Huge potholes - Waihue Rd."

"Too many potholes - Moya Point Rd."

"Most roads are bumpy, have potholes, including tarsealed ones in Dargaville, especially Plunket St."

"Uneven surface, both metal and tarsealed roads eg Dunn Rd and Tramline Rd."

"Hoanga Rd, Tokatoka Rd - potholes."

"Potholes at Normanby St, Tuna St and Day St."

"Arapohue Rd - disgrace, tarseal road, it's very rough."

"Tangowahine Valley Rd has potholes and rough surfaces."

"Bad after rain, potholes - Mangawhai-Wellsford Rd."

"Potholes - road to Turiwiri."

"Mangawhai-Kaiwaka Rd, very uneven."

"Shocking - I travel to and from Wellsford-Ruawai - potholes, unevenness, sunken with the weather."

"Mahuta Rd - lots of potholes."

"Metal roads full of potholes - Access Rd in Ruawai."

"Horniblow Rd - potholes."

"Potholes - Apawa Rd."

"A lot of roads out our way pothole and seal is lifting esp on corners eg Waihue Rd."

"Robertson Rd is full of shocking holes."

- roads need sealing/too many unsealed roads,

"More of the main rural roads should be tarsealed - a lot of traffic bypasses Ruawai through Access Rd and Wallace Rd - these should be addressed - tarsealed."

"They are nearly all metal, there is a lot of tarsealing to be done in the District, it seems to be low priority - Dunn Rd, Inch Rd, Arapohue Rd, down to Pouto. Dunn Rd is 8 km's long, it's mostly tarsealed, they leave a stupid windy bit unsealed."

"Roads out back of Dargaville unsealed."

"Lots are unsealed ie Gibbons Rd."

"Still metal roads, all the funding is going into Dargaville, I think they have gold plated roads there."

"Unsealed roads should be sealed. Substantial costs in repairs on motor vehicles due to greater wear and tear. It becomes dangerous to drive on these roads."

"Should seal all the side roads, ie Bull Rd."

"Road through Donnelly's Crossing to Katui is metal and shouldn't be as it's a tourist road."

"I'm 5 km's out of town and 2 km's of it is metal road. They promised years ago to tarseal it."

"Unsealed roads must be sealed - Awakino Point."

"Main road between Kaikohe and Dargaville is all metal, needs money spending on it - tarseal."

"Ford Rd, Maungaturoto, the surface needs sealing."

- lack of maintenance,

"Rural areas need some attention eg Paparoa Oakleigh Rd."

"They don't maintain roads very well once they start to cut up - don't get onto it straight away. Metal roads, let them get into such a state they become dangerous."

"Road maintenance in winter - all main roads, not good."

"Whakapirau Rd - metal roads not well maintained."

"Ruawai to Paparoa - roads need maintenance."

"They could be maintained better, some parts of the year ie Omamari."

"Te Kopuru is not good - maintenance is a problem."

"Little maintenance on local metal roads eg Tokatoka, Rehia, Tramline Rds etc."

"Ararua - not really looked after at all, it only gets looked at when it gets so bad that the tanker can't come and get the milk."

"Horniblow Rd needs work."

"Paparoa Rd needs more upkeep."

- lack of metal on roads,

"There's not enough metal on the surface for the traffic volume - they're putting the metal on but it's not staying on the road."

"Metal roads - they become dangerous. I had to ask for metal to be put on, only a slight sprinkling was put on and it needed more on the very damp areas which go real slushy, I was worried about the school bus using it."

"After rally they waited two months before metalling."

"Lack of metal McLean Rd."

"Can usually see clay, it's bare, there's no metal, the metal is stripped - any metal road, particularly Old Golden Stairs Rd."

"Mangawhai-Kaiwaka Rd, we're in clay here."

- poor quality of work/repairs don't last/patching,

"Even if it is fixed it only lasts for a few days."

"Stuff is thrown in the potholes but there's rain and it's gone - Tangowahine Valley Rd."

"They keep patching them up."

"The Pouto to Dargaville Rd has only been tarsealed for a few months but it already has potholes in it."

"Poor repair of potholes - need over-filling, not levelling eg in Settlement Rd (Tangowahine)."

"There are big patches on roads - Tramline Rd, Inch Rd."

- logging trucks/tankers etcetera causing problems,

"Repairs don't last long because we get tankers, school buses on our road - Hukatere, Karakanui-Tinopai Rd."

"Mangawhai-Kaiwaka Rd, with traffic, trucks and tankers it's slowly deteriorating."

"Mititai Rd through to Monganui Bridge - lots of heavy trucks and tractors."

"Robertson Rd is used a lot by milk tankers."

"Arapohue Rd, it's a busy road with trucks."

"Trucks - heavy traffic on Tekawhai Rd."

"Gibbons Rd - lots of heavy traffic and lots more people live there now and walk along the road."

"Metal and tarseal roads being cut by heavy logging trucks, Pouto Rd in particular."

"Our roads are not suitable for some of the heavy traffic that's on them and the monitoring of the speed of the heavy traffic. The big truck and trailer units steaming along, particularly in wet weather, the trucks are too wide for some of the roads."

- problems with metal roads/type of metal used.

"After rally they just dropped metal down middle of road."

"Poor quality of metal used."

"Mainly roads are made in small metal - in rainy season roads become very dangerous."

"Sharp stones puncture even 4WD tyres, maybe metal is from Hukatere Quarry."

"Hoanga Rd - sometimes they stick on great big metal, it's hard to drive on."

"The grade of metal used has caused numerous car tyres to be destroyed every time they re-metal. Had experience of placing new tyres (5 of them) on the car - Tokatoka Rd, Ruawai."

"Our road has sharp metal, causes lots of flat tyres - in Marlborough Rd and Mangatu Rd."

Summary Table -

Main Reasons* For Being Not Very Satisfied With The Surface Of Council Roads

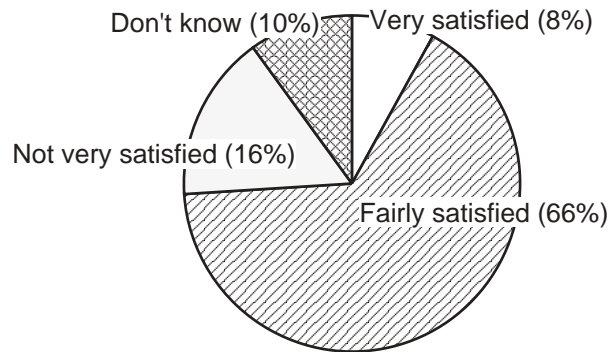
	Total District 2003 %	Ward			
		Central %	Dargaville %	Otamatea %	West Coast %
<u>Percent Who Mention ...</u>					
Potholes/uneven/rough	27	36	22	27	24
Roads need sealing/too many unsealed roads	11	17	9	12	7
Lack of maintenance	11	16	9	10	7
Lack of metal on roads	7	16	4	7	2
Poor quality of work/repairs don't last/patching	6	10	4	4	5
Logging trucks/tankers etcetera causing problems	5	9	3	4	7
Problems with metal roads/type of metal used	5	7	2	7	4

* multiple responses allowed

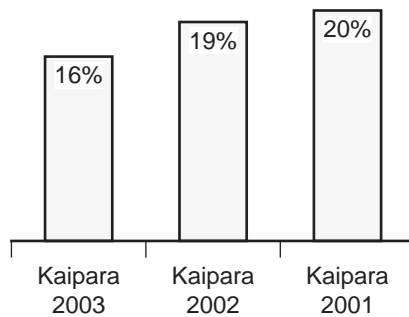
<p>Recommended Satisfaction Measure For Reporting Purposes: Total District = 51%</p>
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ii. The Alignment Of Council Roads

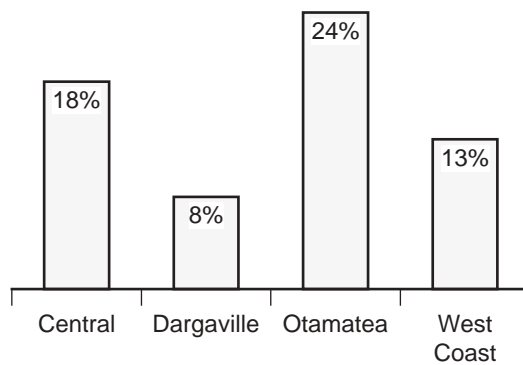
Overall



Percent Not Very Satisfied - Comparison



Percent Not Very Satisfied - By Ward



74% of residents are satisfied with the alignment of Council roads, while 16% are not very satisfied. These readings are on par with the 2002 results.

There are no notable differences between Wards and socio-economic groups, in terms of those not very satisfied with the alignment of Council roads.

Reasons They Are Not Very Satisfied

48 residents who are not very satisfied with the alignment of Council roads.

The main reasons mentioned are ...

- poor condition/surface of roads/need maintenance/upgrading,

"General maintenance, very uneven, humps and hollows, it's sunk here and there eg Paparoa Oakleigh Rd, Central Rd."

"With the rain there are sunken bits."

"Full of potholes."

"Vehicles getting stuck - Notorious Rd. Winter, tankers get stuck because not enough metal on the roads."

"Down to clay base of road."

"Lot of maintenance needs doing."

"Too much patching up done. Not done properly. Better jobs needed, not just patching."

"Corrugation bad on many of them."

"Most of the edges are soft and worn away."

"Soft and very hard to drive on."

"Need to be sealed."

- sharp corners/need straightening/too many corners,

"Certain corners could be removed ie McLean Rd."

"Too many bends and bad bends on road between Paparoa and Oakleigh."

"Bad corner on Wellsford-Mangawhai road."

"Major botch-up Waihue Parore turnoff - ruined the whole corner."

"Lots of corners which could be smoothed out eg in road from Trounson Park to Tutamoe and to Waimatenui area."

"Corners are too sharp for big trucks though Ministry of Transport allows them on these roads."

"Lots of very sharp corners and S bends - dangerous when cars meet on corners. Applies to many Kaipara D.C. roads."

"The roads are dangerous because of visibility."

- camber is wrong,

"Pouto Rd/Cochran's corner - they haven't done the camber right. They've fixed the camber on one side but the other side is bad."

"Camber run the wrong way - Dunn Rd, Arapohue Rd down to Pouto."

"Roads out in Ruawai, out in the hills - the road slopes far too much."

"A lot of cambers are wrong, not steady cornering, dangerous."

"Camber on metal roads is faulty - cars run aground on ridges or on metal heaped by graders."

"In Dunn Rd the camber is terrible, it's got drains each side, it just drifts off."

"The camber no longer exists - has been graded roughly."

"Could be made better, some of the corners that have no camber on them - between Ruawai and Dargaville, Donovan's Bluff, Ruawai - Paparoa."

"Balance of road is very poor - Tramline Rd, Inch Rd."

- poor alignment/needs improving.

"Hopeless, overall roads are not good. Alignment of roads is not good at all. We are in the 21st century and we are getting roads like that!"

"They have been following the same pattern for 200 years."

"Alignment - room for improvement."

"I feel as if the roads around Kaipara are the worst in the North Island."

"Mangawhai Village to SH1 to Te Hana, badly needs work, needs realignment."

Summary Table -

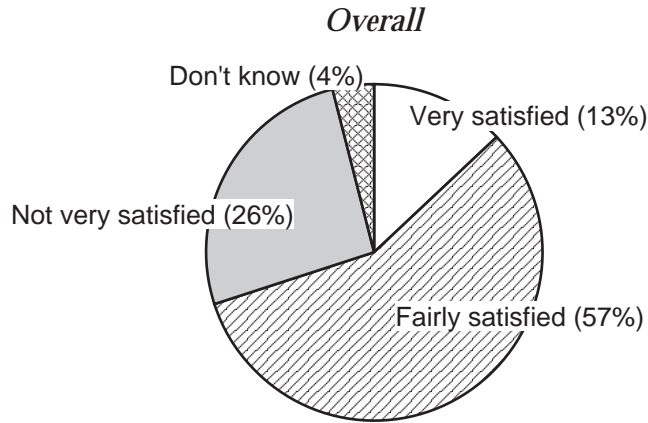
Main Reasons* For Being Not Very Satisfied With The Alignment Of Council Roads

	Total District 2003 %	Ward			
		Central %	Dargaville %	Otamatea %	West Coast %
<u>Percent Who Mention ...</u>					
Poor condition/surface of roads/ need maintenance/upgrading	7	10	1	9	7
Sharp corners/need straightening/ too many corners	4	3	4	9	-
Camber is wrong/no camber	4	5	1	4	6
Poor alignment/needs improving	4	3	2	4	5

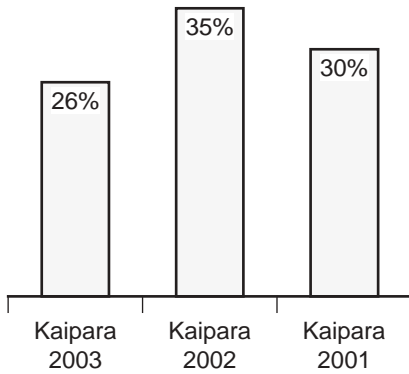
* multiple responses allowed

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

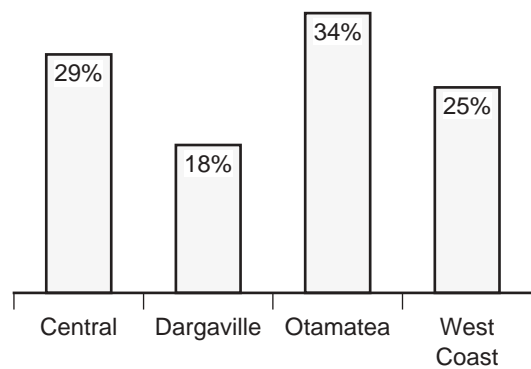
iii. The Safety Of Council Roads



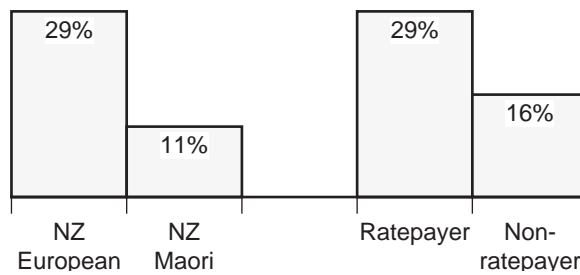
Percent Not Very Satisfied - Comparison



Percent Not Very Satisfied - By Ward



Percent Not Very Satisfied - Comparing Different Types Of Residents



70% of residents are satisfied with the safety of Council roads (65% in 2002), while 26% are not very satisfied (35% in 2002).

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

- New Zealand European residents,
- ratepayers.

Reasons They Are Not Very Satisfied

79 residents are not very satisfied with the safety of Council roads.

The main reasons mentioned are...

- metal roads/need more metal/grading/tarsealing,

"Most are unsafe because they are unsealed."

"Whangarei's metal roads are a lot better than up here. Pipiwai to Kawakawa - those roads have more metal on them than some of the main roads here."

"Grading is not right."

"Big chip metal weakens tyres, can get a bulge or blow out on main roads and patches of mud can be slippery and boggy."

"Gravel road surface is corrugated - out of town, Arapohue."

"Metal roads - when they're remetalled quite dangerous, people can easily slide out."

"Would like tarsealed roads because dust is a big danger."

"There is no metal, there is mud."

"Drivers drive on middle of metal, build up on the side of road, can't move over on it. Grader doesn't fill up corrugations, fill up holes, nothing else."

- too many potholes/rough/poor surface,

"The condition of the surface not good."

"Horniblow Rd is bad - potholes."

"Normanby St, potholes in middle of street."

"Potholes at Normanby St, Tuna St and Day St."

"Te Kopuru Rd was done recently but now has potholes - planning and engineering should be upgraded."

"Below average, too many potholes, night driving becomes dangerous."

- too narrow,

"Not wide enough, especially Bull Rd (Paparoa area), dangerous if you meet stock trucks."

"Narrowness of metal roads especially when cars meet big heavy trucks eg milk tankers, stock trucks etc. No place to pass eg cars have to give way (going in opposite direction). Applies to most metal roads in Kaipara District."

"Roads too narrow, must be widened especially difficult corners - Sea View Rd, Baylys Beach."

"Golden Stairs Rd is very narrow at the end of Taipuha Rd."

"Cnr of Dunn Rd/State Highway is poor - State Highway needs widening so it's safe to turn on Dunn Rd."

"A lot of our metal roads are too skinny heading out from Ruawai."

- lack of maintenance/slow to repair,

"Not maintained well enough."

"Roads should be maintained properly eg Paparoa and Oakleigh roads."

"Horniblow Rd is bad, needs work."

"In rural areas they should keep up with maintenance, especially after floods."

"A lot of the edges fall away and are left for months before any action taken."

- dangerous corners/windy roads,

"Blind corners - can't see past, there are lots of them."

"Mangawhai Heads to Kaiwaka, winding roads. It doesn't have to be like that, they should be straightening them out."

"They're very windy."

"Too many bends and corners."

- slips/subsidence.

"The slips, if an already narrow road and part of it slips and don't fix it."

"Temporary work eg slips, Tinopai Rd, not always completed satisfactorily."

"Edge of road on Tramline Rd has disintegrated - easy to slip into ditch."

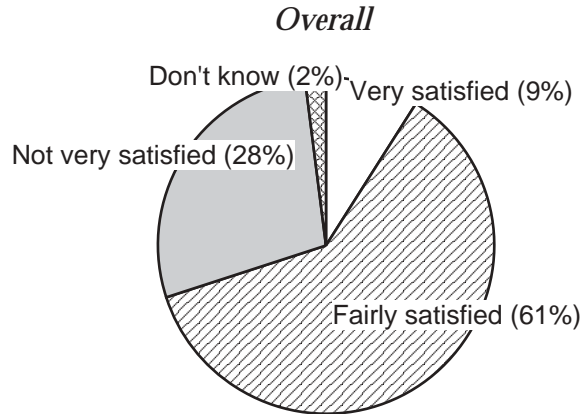
Summary Table -
Main Reasons* For Being Not Very Satisfied With The Safety Of Council Roads

	Total District 2003 %	Ward			
		Central %	Dargaville %	Otamatea %	West Coast %
<u>Percent Who Mention ...</u>					
Metal roads/need more metal/grading/tarsealing	6	9	6	3	8
Too many potholes/rough/poor surface	5	1	5	8	6
Too narrow	5	7	3	5	3
Lack of maintenance/slow to repair	4	7	3	7	-
Dangerous corners/windy roads	3	7	-	3	4
Slips/subsidence	3	7	1	4	2

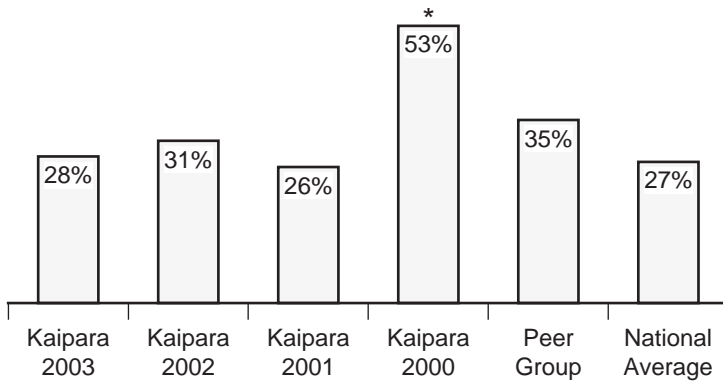
* multiple responses allowed

<p>Recommended Satisfaction Measure For Reporting Purposes: Total District = 70%</p>

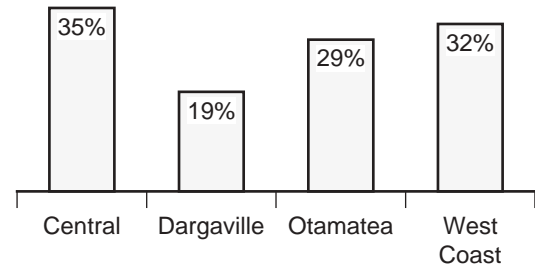
iv. Roads Overall



Percent Not Very Satisfied - Comparison



Percent Not Very Satisfied - By Ward



* In 2000, residents were asked for satisfaction with roads in general. They were not advised to exclude State Highways and were not asked for their opinions on the surface, alignment and safety of Council roads.

Percent Not Very Satisfied - Comparing Different Types Of Residents



70% of Kaipara District residents are satisfied with roads overall, while 28% are not very satisfied.

The percent not very satisfied is slightly below the Peer Group Average, similar to the National Average and on par with the 2002 reading.

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

- New Zealand European residents,
- residents with an annual household income of \$25,000 or more,
- residents who live in a three or more person household.

Residents not very satisfied with roads in general were not asked for their reasons for dissatisfaction, as reasons were given for being not very satisfied with the surface, alignment and safety of Council roads.

<p>Recommended Satisfaction Measure For Reporting Purposes: Total District = 70%</p>
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c. Spend Emphasis On Services/Facilities

Residents were asked if they would like to see more, about the same or less spent on each of the following services/facilities, given that more cannot be spent on every service or facility, without increasing rates and/or user charges.

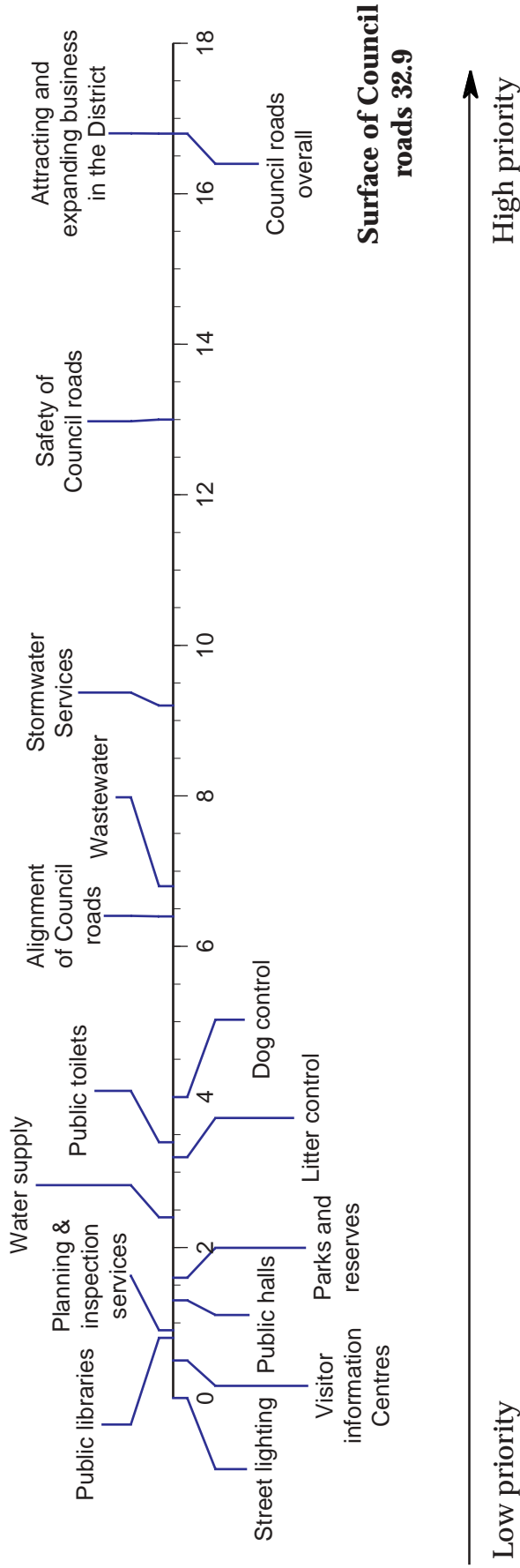
Summary Table - Spend Emphasis For Services/Facilities

	More %	About the Same %	Less %	Don't Know %
<u>Percent Who Mention ...</u>				
The surface of the Council roads	67	31	-	2
Attracting & expanding business in the District	65	26	2	7
Roads overall	60	37	-	3
The safety of Council roads	51	45	-	4
The alignment of Council roads	42	51	-	7
Stormwater services	32	47	1	20
Wastewater	28	46	1	25
Public toilets	25	65	4	6
Dog control	25	64	5	6
Parks & reserves	22	69	3	6
Litter control	22	69	3	6
Water supply	18	55	4	23
Public libraries	18	70	2	10
Visitor Information Centres	12	72	6	10
Public halls	12	72	6	10
Planning and inspection services	12	59	7	22
Street lighting	12	70	11	7

Summary Table - Ward Breakdown For The Five Services/Facilities With The Highest 'Spend More' Readings

	Total District 2003 %	Ward			
		Central %	Dargaville %	Otamatea %	West Coast %
<u>Percent Who Mention ...</u>					
The surface of Council roads	67	77	50	71	70
Attracting and expanding business in the District	65	70	65	62	64
Roads overall	60	68	48	58	68
The safety of Council roads	51	65	44	51	46
The alignment of Council roads	42	56	27	44	41

d. Spend Priority For Services/Facilities



Spend Priority Factor

(Spend priority = mean spend x percentage not very satisfied).

This graph shows the priorities for spending for Council.

The spend priority factor is gained by multiplying the mean spend (where spend more = +1, spend about the same = 0 and spend less = -1) by the percentage not very satisfied.

The surface of Council roads, attracting and expanding business in the District, Council roads overall, and the safety of Council roads are the top priorities for Council in terms of spend, with street lighting, Visitor Information Centres, public libraries and planning and inspection services being of lowest priority in terms of spend.



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 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 is any recent Council action, decision or management that they ...

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

This is asked in order to gauge the level of support Kaipara District residents and ratepayers had for Council's actions and decisions. "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/management.

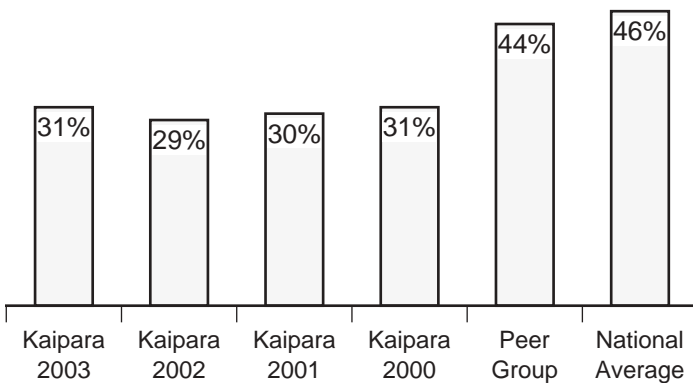
a. Recent Actions, Decisions Or Management Approve Of

Overall, 31% of Kaipara District residents have in mind a recent Council action, decision or management they approve of. This is below the Peer Group and National Averages, but similar to the 2002 reading.

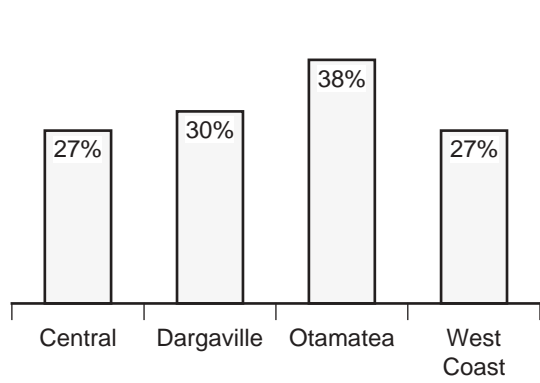
There are notable differences between Wards and socio-economic groups, in terms of those having in mind a recent Council action, decision or management they approve of.

However, it appears that shorter term residents, those residing in the District 10 years or less, are slightly more likely than longer term residents, to voice approval of some recent Council decision, action or management.

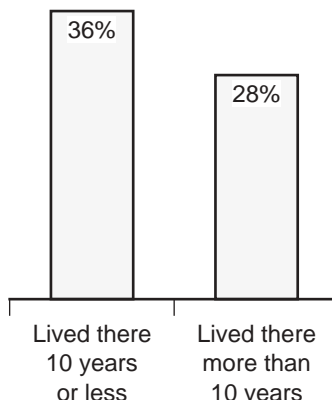
Percent Approving - Comparison



Percent Approving - By Ward



Percent Approving - Comparing Different Types Of Residents



Actions/Decisions/Management Approve Of

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

- promote area/encourage tourism,

"Promoting the area - got Kaipara work vans - Council cars, pictures of our beaches. "

"Want to put Dargaville on the map - maps of the actual Kaipara district - all the little place names - seems to be a promotional brochure. "

"Appointed a new Manager for Tourism. "

"Starting a new campaign to develop Dargaville to encourage tourism and employment should come out of this. "

"The new advertising logo - it looks good and is a good promotion. "

"New branding of Kaipara - a good way to promote the area. "

"Information centre does a good job in promoting the District, helpful when we needed information. "

- encourage business/create employment,

"Their involvement in bringing The Warehouse to Dargaville - we need The Warehouse. "

"Getting behind Richmond Meat Works - creates employment. "

"Seem to be proactive with promoting local business - keeps the town spirit going. "

"Council paying attention to developing business in the district - it will create more job opportunities. "

"Appointed a new Manager for business sector - he is getting on with things and getting them done. "

"Development of business has started. "

- do a good job/good service from staff/Mayor does good job,

"They are doing a reasonable job, trying to do their best with the budget they've got. "

"They are accountable for what they say and do instead of hiding behind each other and their titles. "

"The friendly attitude at the Council offices - I found them to be courteous and helpful. "

"Good service when requested maps - very helpful and efficient. "

"I complained about some bad culverts and they fixed them in a week, it was really prompt and good work. "

"They are helpful and listen to our problems - whenever I've approached the Mayor he always gives me a good response, he listens and solves my problem. "

"The Mayor is doing a very good job - he's always onto anything that needs doing, he mixes well. "

"The way the Mayor has worked at getting Councillors to work for a common goal. "

- gardens/public gardens,

"Created a new garden complex in Dargaville - it's a good project adds to the quality of life."

"Public garden opened in Dargaville - Council helped volunteers to develop this park/garden - previously McKays Park."

"I like the new parks and gardens - another place to take visitors."

"Development of the Memorial gardens in town - it's the only public garden in Dargaville - nice place for kids to play and for us to sit in the sun."

- other specified services and facilities,

"New street lights at Mangawhai are good, they help holiday makers and make camping safer."

"Recycling bins - good for the environment."

"They put in drains in our road - road was pretty bad before with lots of water not draining, now it's better."

"The horrible toilet has gone from the Village and built a new one."

"Improving the boating facilities on the river - better for tourism - makes the place look better."

"They've renovated the public halls."

- good consultation/keep us informed.

"The letters they send to let us know what's happening, it keeps everyone in touch and invites comments."

"Seem to be consulting a bit more - they are making the effort to get out there and explain what they are trying to do."

"Being open, people know what they are planning and what they are doing."

"Their effort to communicate with ratepayers."

"It's good that they are getting feedback from surveys like this so they can give the community better service."

"Council going into schools and discussing the future plan - kids get involved - they are going to be the future ratepayers."

"Public information - keeping the public up to date with what they are doing - in the papers, every Marae in the local district has meetings with the Council, there's good attendances and if people don't approve they let the Council know."

"Map of the district sent in the mail - lets the residents know what's going on."

Summary Table - Main Actions/Decisions /Management Approve Of

	Total District 2003 %	Ward			
		Central %	Dargaville %	Otamatea %	West Coast %
<u>Percent Who Mention ...</u>					
Promote area/encourage tourism	5	7	8	2	5
Encourage business/create employment	5	2	11	3	4
Do a good job/good service from staff/ Mayor does good job	3	2	-	5	7
Gardens/public gardens	3	4	4	-	7
Other specified services and facilities	3	2	3	6	-
Good consultation/keep us informed	3	3	1	6	2

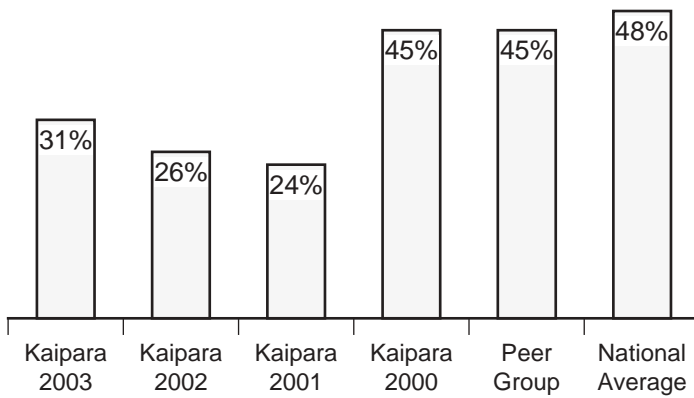
b. Recent Actions, Decisions or Management Disapprove Of

Overall, 31% of Kaipara District residents have in mind a recent Council action, decision or management they disapprove of. This is below both the Peer Group and National Averages, but on par with the 2002 reading.

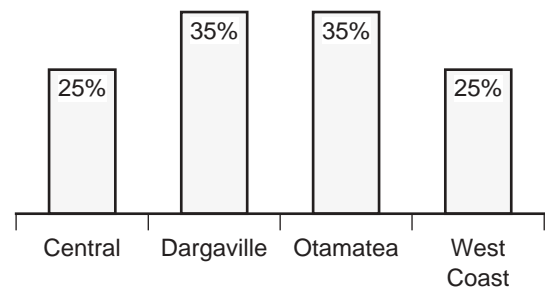
Residents more likely to disapprove of a recent Council action, decision or management are ...

- NZ European residents,
- residents with an annual household income of \$25,000 or more.

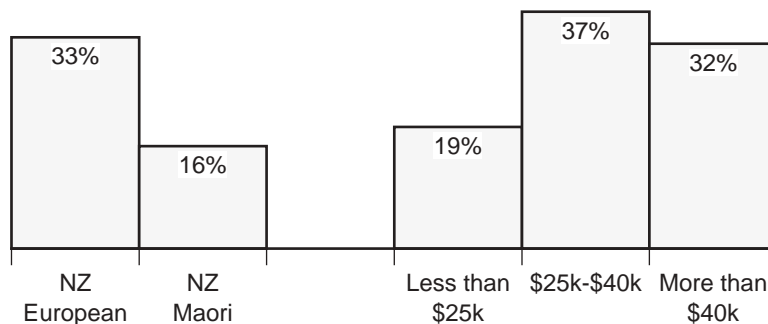
Percent Disapproving - Comparison



Percent Disapproving - By Ward



Percent Disapproving - Comparing Different Types Of Residents



Actions/Decisions/Management Disapprove Of

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

- lack of consultation/information/don't listen,

"Need a referendum for major issues."

"They should come out and visit the towns to see what needs to be done."

"Lack of information in the papers - it's just a total lack of communication."

"Things have gone ahead without informing locals - matters to do with the Resource Management Act - got told we weren't allowed to know - would like to know what's going on - something might not be acceptable to someone i.e. if a neighbour built something and it was an obstruction."

"Inspectors are not being available to discuss harbour pollution and other issues, they are not approachable and not easy to contact."

"They seem to ask your opinion and ignore them - they come and ask you about wastewater, sewerage and what you want in the District but they don't take much notice - it's all cosmetic, they spend a lot of money on their image and very often it comes to nothing."

"I don't believe they take enough notice of ratepayers, don't consult enough."

- rates issues/too high/increases,

"We own a property in Auckland and we get water, rubbish collection, inorganic rubbish collection twice a year and good roads - pay the same rates here don't get anything."

"Rates are too high for the property, hard to afford to live here when the rates keep increasing."

"Pay \$4000 in rates and don't have sealed roads, footpaths, water or rubbish collection."

"Mangawhai is rated too highly."

"System of charging rates - should be the same amount for all - some people will use some services more than others and pay less rates whereas some people will use services less and pay more."

"Regional Council rates - I don't understand how they've defined the two in our rates account - there are things in there I feel we shouldn't be paying, don't understand why we are paying twice, also Land Management rate and Fixed Environment rate - why should we have to pay for these when we're already paying general rates."

"Rates are very high - they went up 50% and we didn't get anything."

"Disapprove of them putting up rates - as a result our rents at the Masonic Lodge had to be increased."

"Paying rates on roads that we're not using."

- roading issues,

"It seems to take so long for the roads to get fixed - they just patch sealed roads and not fix them properly - they seem to wait until the roads are falling away down the bank before they fix them."

"Metal roads - they don't maintain the roads and in winter they become worse."

"Rural areas are still having problems with roads - they are not constructed properly and not connected to the town - countryside people are not getting any business from town."

"One lane bridges."

"Only patching up roads - poor workmanship - need new surface on roads, they're wasting money - water channels in the middle of the road - should have resealed all the road instead of patching up."

"They shut down River Rd - they spent mega bucks on fixing it up and then shut it down so only residents can use it."

"Tarsealing of Pouto roads for logging trucks - logging firms should pay for it."

"Forestry logging trucks damage the roads - Council hasn't done anything - lack of proper planning."

"Took 9 months to get Marohemo Bridge fixed after it collapsed - people had to take detours - inconvenienced a lot of people who had to travel a longer distance via Bickerstaff Rd which is very rough - made longer journeys for school children."

- wasting ratepayers' money,

"The wharf was a big expense - it won't increase traffic on the river, most boats stay around the harbour."

"Rebranding of Kaipara area as "Two harbours, two oceans" etc and "GE free" zoning by Council - a waste of money - will have very limited effect, better to improve roads and attract tourists to particular attractions like Matakohe Museum and Waipoua forest."

"Far too much money spent on management and consultants."

"They should be watching contractors more closely on pricing - they should make sure they get a low price to leave money for other things."

"The new look Council - bought new cars, put photos on them - unnecessary - waste of ratepayers' money."

"They spend a lot of money on themselves and parties."

"Councillors get paid too much - money should be spent on better wastewater treatment etc to keep the beaches clean."

- improve performance/service,

"Too many reports or research when they already know the answers, why don't they just get on with the job."

"There's one rule for one lot of people and another for others - they're inconsistent."

"Inspectors appear not to take matters like harbour pollution seriously."

"When I crashed my car, I wrote to the Council complaining about the roads, they didn't do anything about it, I didn't get a reply."

"When you lay a complaint they are very nice and polite but nothing happens."

"LIMS' have been introduced but I think Council people are not accessing the records that they've got, it seems to me that if you push them they can find the information, if you don't push they want you to get a Safety and Sanitary Report - all the relevant information about properties hasn't yet been loaded and it has to be done manually, maybe they're understaffed and don't get you the the information unless you really push them."

- handling of Kaihu River Scheme.

"The way they are administering the Kaihu River Scheme - call for public comment but disparage suggestions they disapprove of - if Kaihu River is not dredged it will flood Dargaville."

"Not enough consultation over the Kaihu River Drainage Project, they didn't take enough notice of what people said during their consultations."

"Kaihu River Project - do not have enough feedback or information on it."

"Council management of the Kaihu River Scheme - ruling made to pull down illegal stopbanks and nothing has been done about it."

"Flood control in Kaihu area is not good - Council dredges the upper part of Kaihu River but don't dredge the outlet near Kaihu bridge - causes flooding in or near Dargaville and further north as well."

Summary Table - Main Actions/Decisions/Management Disapprove Of

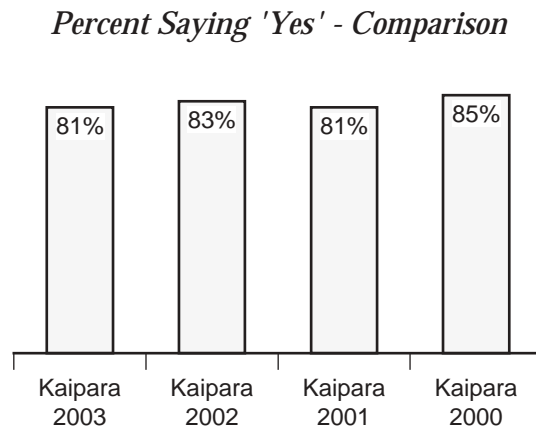
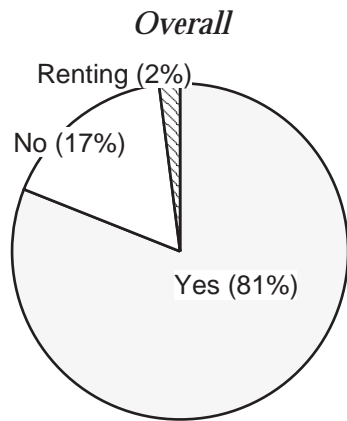
	Total District 2003 %	Ward			
		Central %	Dargaville %	Otamatea %	West Coast %
<u>Percent Who Mention ...</u>					
Lack of consultation/information/don't listen	6	3	6	8	6
Rates issues/too high/increases	5	1	4	9	3
Roading issues	4	10	-	6	2
Wasting ratepayers' money	4	3	4	4	4
Improve performance/service	3	4	2	5	-
Handling of Kaihu River Scheme	3	3	3	-	7

N.B: Do a good job/good service from staff/Mayor does a good job (3%) and good consultation/keep us informed (3%) are main actions/decisions/management residents approve of (see pages 77 to 79).

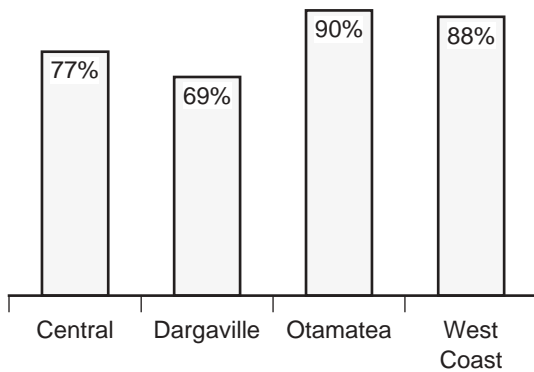


3. Ratepayers

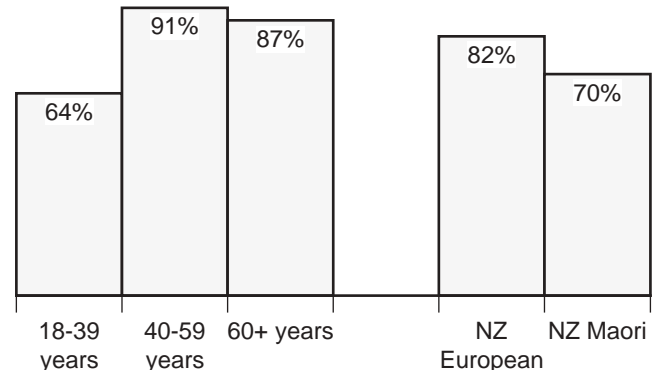
a. Do Residents Pay Rates On A Property In The Kaipara District?



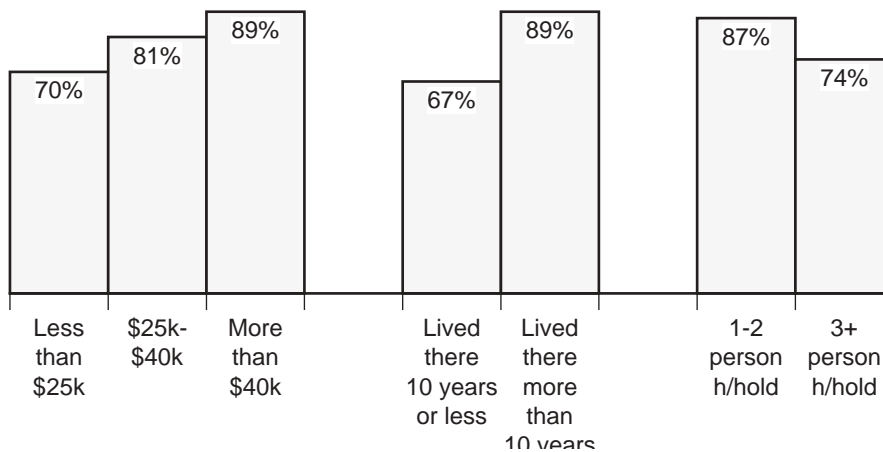
Percent Saying 'Yes' - By Ward



Percent Saying 'Yes' - Comparing Different Types Of Residents



Percent Saying 'Yes' - Comparing Different Types Of Residents



81% of residents identify themselves as ratepayers (83% in 2002).

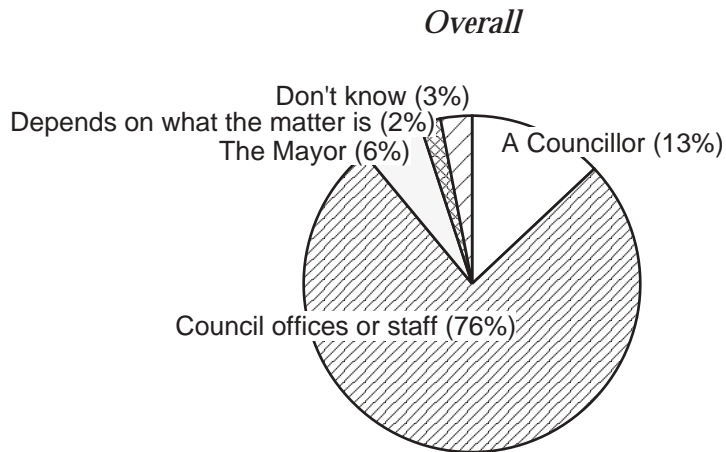
Residents more likely to be ratepayers are ...

- residents aged 40 years or over,
- NZ European residents,
- residents with an annual household income of \$25,000 or more,
- longer term residents, those residing in the District more than 10 years,
- residents who live in a one or two person household.



4. Contact With Council

a. **Who Residents 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 2003 %	Total District 2002 %	Ward			
			Central %	Dargaville %	Otamatea %	West Coast %
<u>Percent Who Mention ...</u>						
The Council offices or staff	76	79	71	76	77	80
A Councillor	13	11	17	8	18	9
The Mayor	6	6	8	9	2	7
Depends on what the matter is	2	2	-	2	3	-
Don't know	3	2	4	5	-	4
Total	100	100	100	100	100	100

76% of residents would contact the Council offices or staff first if they had a matter to raise with Council, followed by a Councillor (13%) and then the Mayor (6%).

There are no notable differences between Wards and socio-economic groups, in terms of those who say they would contact Council offices or staff first.

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

Contact A Councillor

"People grazing stock on Council reserves."

"To talk about a hall."

"General policy."

"Major issues."

"Concerns."

Contact The Offices

"Small issues."

"Roads."

"Fixing a road or something."

"About a permit."

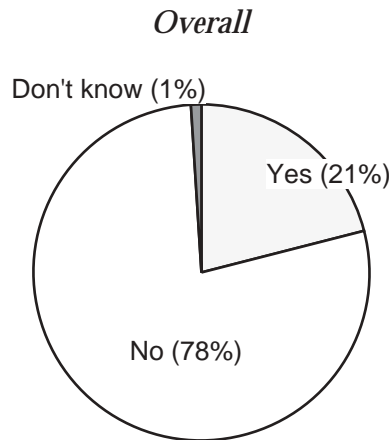
"With queries about historical drainage problems."

Contact The Mayor

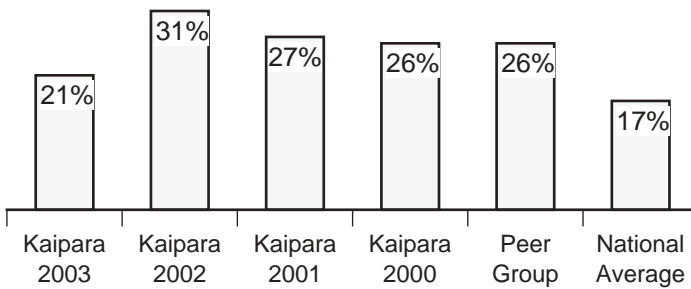
"I'd be happy to talk to him about general issues."

"To open a Community House."

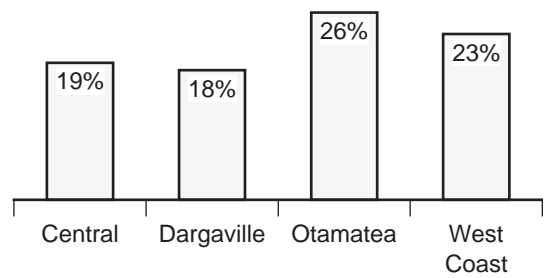
b. Have Residents Contacted A Councillor Or The Mayor By Phone, In Person, In Writing Or By Email In The Last 12 Months?



Percent Saying 'Yes' - Comparison

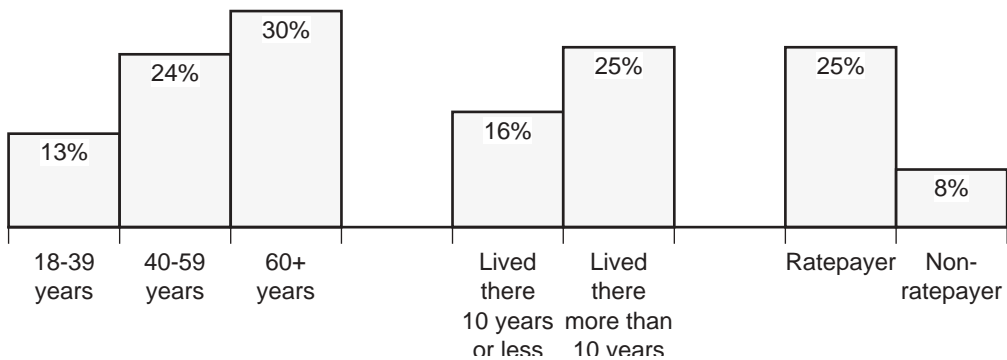


Percent Saying 'Yes' - By Ward



+ Prior to 2003, residents were asked if they had spoken to a Councillor or the Mayor.

Percent Saying 'Yes' - Comparing Different Types Of Residents



21% of Kaipara residents have contacted a Councillor or the Mayor by phone, in person, in writing or by email in the last 12 months (31% had spoken to a Councillor or the Mayor in 2002).

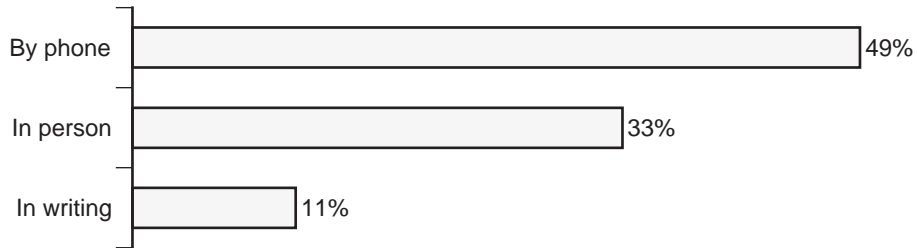
This is on par with the Peer Group and National Averages and below last year's reading.

Residents more likely to have contacted a Councillor or the Mayor are ...

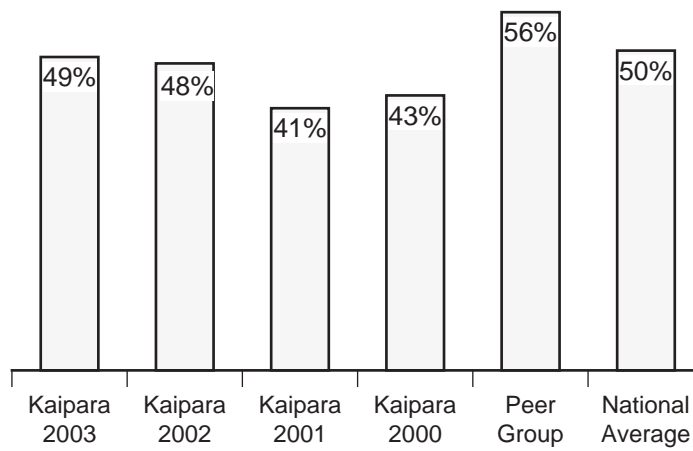
- residents aged 40 years or over,
- longer term residents, those residing in the District more than 10 years,
- ratepayers.

c. Levels Of Contact

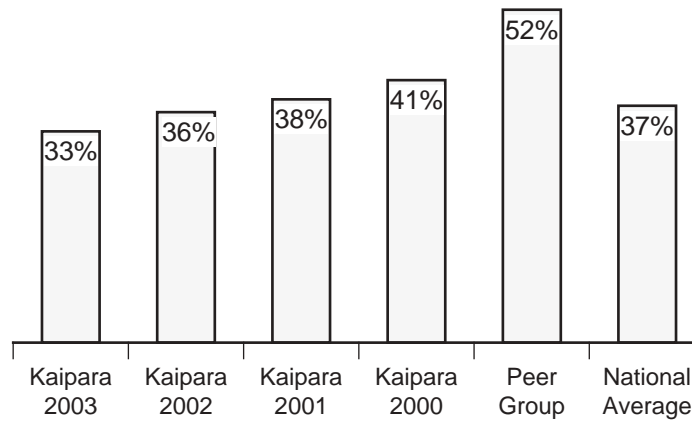
2003 - Yes, Have Contacted Council Offices ...



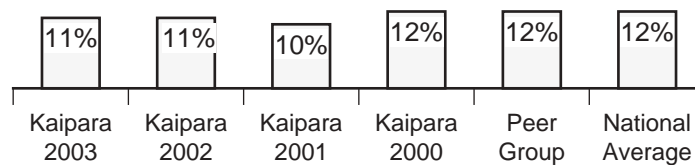
Percent Saying 'Yes - By Phone' - Comparison



Percent Saying 'Yes - In Person' - Comparison



Percent Saying 'Yes - In Writing' - Comparison



49% of residents have contacted Council offices by phone in the last year, while 33% visited a Council office in person and 11% contacted Council in writing.

Residents are slightly less likely than Peer Group residents and similarly likely as residents nationwide to have contacted Council by phone.

Kaipara residents are on par with the National Average, and below the Peer Group Average, in terms of contacting Council in person.

Kaipara residents are similarly likely as Peer Group residents, and residents nationwide to have contacted Council in writing.

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

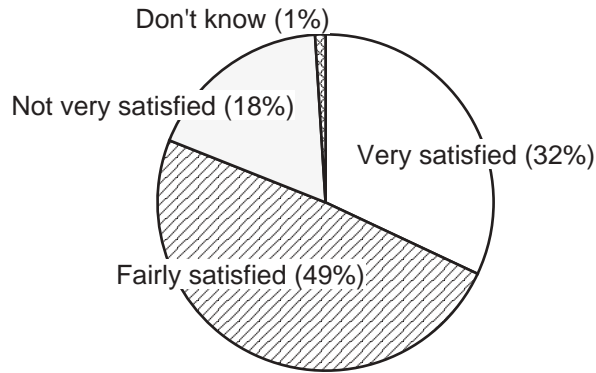
- NZ European residents,
- ratepayers,
- residents who live in a three or more person household.

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

- residents aged 40 years or over,
- longer term residents, those residing in the District more than 10 years,
- ratepayers,
- residents who live in a one or two person household.

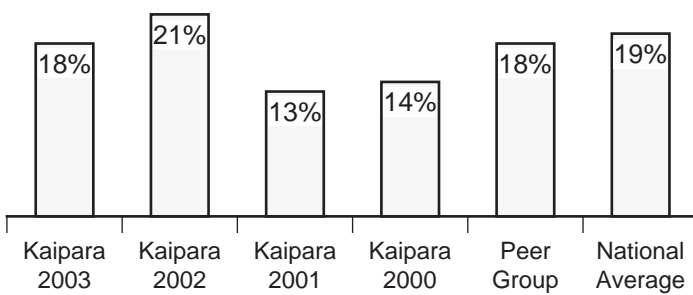
Ratepayers are slightly more likely, than non-ratepayers, to contact Council in writing.

d. Satisfaction When Contacting The Council Offices By Phone

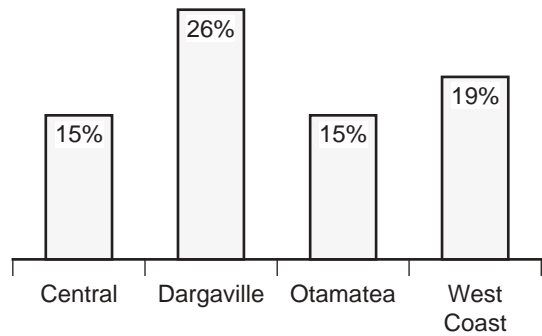


Base = 151

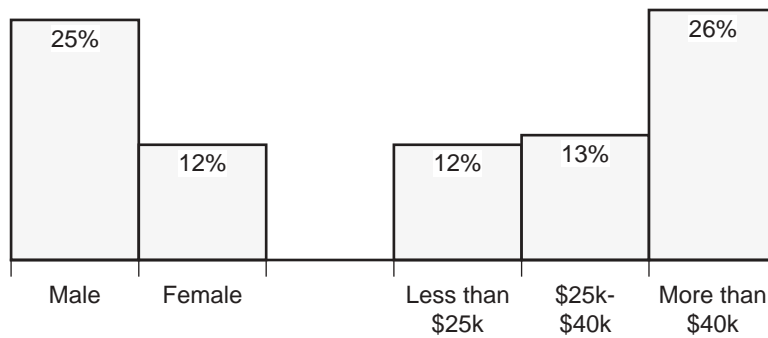
Percent Not Very Satisfied - Comparison



Percent Not Very Satisfied - By Ward



Percent Not Very Satisfied - Comparing Different Types Of Residents



81% of residents contacting the Council Offices by phone in the last 12 months are satisfied, including 32% who are very satisfied, while 18% are not very satisfied.

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

The following residents are more likely to be not very satisfied when contacting the Council offices by phone ...

- men,
- residents with an annual household income of more than \$40,000.

Reasons They Are Not Very Satisfied

27 residents contacting Council Offices by phone are not very satisfied and give the following main reasons ...

- poor service/inefficient, mentioned by 7% of residents contacting Council by phone (10 respondents),

"Because the person couldn't give me an answer at the help desk -about rubbish collection."

"Couldn't help me - involved citizenship."

"Wanted invoice but wouldn't send me one - needed it as a Farm Manager - different address."

"Phoned to confirm something - no one seemed to know much about it."

"Just the follow up on a complaint - no written confirmation, nothing about what happened."

"The rapid numbering system - they haven't got back to me."

"They seem to be sending letters to the wrong address instead of the postal address."

- slow to act/lack of action, 7% (10 respondents),

"Phoned for six months about a particular problem - 10 months later something was done."

"I rang 6 weeks ago because I was concerned about the safety of our metal road - the school bus uses it - had to ring a second time before we got results."

"Mouth of Kaihu River not cleaned for many years, creating flooding higher up the river and it will eventually flood Dargaville - lack of action on this - Council is required by law to consult community but they don't like what they are told - action is very slow."

"We weren't very satisfied the first time we rang but we rang the second time and we got some action."

"I had a problem, rang the Council and the receptionist only passed the message, didn't get any results, got my work done after a long time."

"The staff are very polite but nothing happens for a long time, sometimes it's not recorded when you ring - they told me that it goes on their Annual Plan, if there's something like broken glass it gets cleaned up first, anything bigger has to go on the plan for next year or the year after."

"We had a rubbish bin outside our office - it had not been emptied for about 3 weeks, then someone was sick all over it, I rang - it took 3 days before they got there in which time my boss rang again - they emptied it but didn't clean it so I rang again."

"I have a house with some problems, contacted the Council and nothing much happened, because of my health I had to give up proceeding with this matter, not happy with the way I was treated."

"Do not respond, said they were coming to fix trees but did not."

"Nothing was done - said they would but wasn't done."

- unsatisfactory outcome/problem not solved, 2% (3 respondents),

"Somebody hit my drainage, contacted Council but they said we can't do anything. Wastewater collects in my property from 12 houses and Council said it was none of our business."

"Regarding the road frontage at the entrance to Mangawhai - we said if Council could cut down and tidy the bushes and gorse we would keep the frontage tidy to give a good impression coming into the area - had to wait a long time for an answer - they said "No"."

"I contacted the Council office but one lady passed the message to another and my problem has not been solved."

"Not very satisfied with result regarding cleaning of drains, they just cleared it and threw it back on the bank and it washed back in."

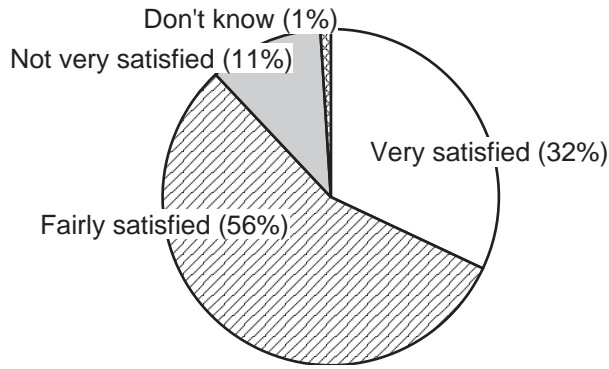
- poor attitude of staff, 2% (3 respondents).

"Phoned to confirm something and the guy was pretty short about it."

"Not satisfied with unco-operative staff member."

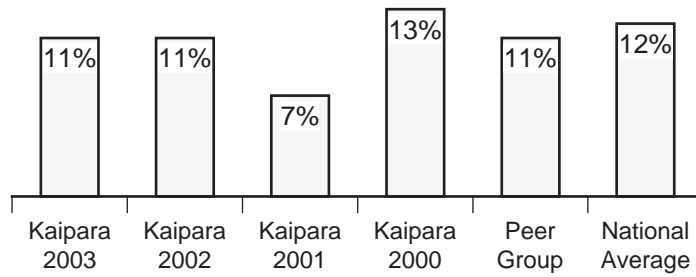
"Attitude of Council worker who cleaned the bin."

e. Satisfaction When Contacting The Council Offices In Person

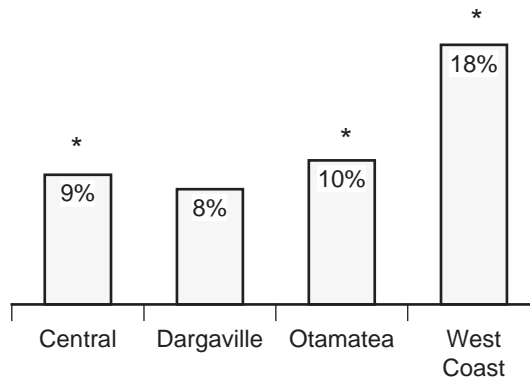


Base = 104

Percent Not Very Satisfied - Comparison



Percent Not Very Satisfied - By Ward



* Caution: small bases

88% of residents contacting a Council office in person in the last 12 months are satisfied, including 32% who are very satisfied (47% in 2002). 11% are not very satisfied.

The percent not very satisfied is similar to the Peer Group and National Averages and the 2002 reading.

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

Reasons They Are Not Very Satisfied

11 residents contacting a Council office in person are not very satisfied, and give the following reasons ...

- poor/inefficient/slow service, mentioned by 8% of residents who contacted a Council office in person (8 respondents),

"They cannot handle the questions we ask."

"Went to the Council office but staff member didn't listen to me."

"Felt they should have had a road map of Dargaville area - didn't have a clue, not very helpful about where to obtain a good road map for the local area."

"Went and asked number of house, they wouldn't give it, Council doesn't know my number."

"Shouldn't have to go in, job should have been done following phone call."

"They didn't pass on the messages."

"They seem to be sending letters to the wrong address instead of the postal address."

"They told me someone had gone out to inspect tree, I waited for him, he didn't arrive."

"Took 4 months to get hawkers licence."

- other, 3% (3 respondents).

"Mouth of Kaihu River not cleaned for many years, creating flooding higher up the river and it will eventually flood Dargaville - lack of action on this - Council is required by law to consult community but they don't like what they are told - action is very slow."

"A drainage issue in Normanby St."

"Regarding my neighbours' rates - I wanted to know whether they needed to be paid."

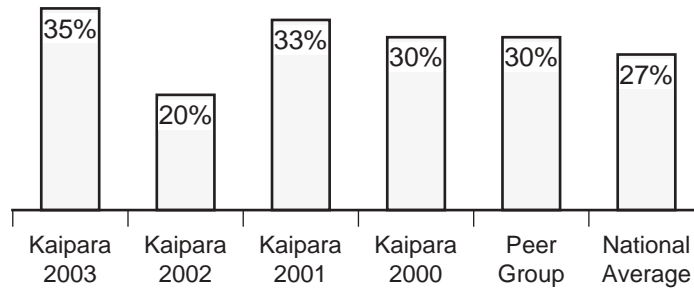
f. Satisfaction When Contacting The Council Offices In Writing



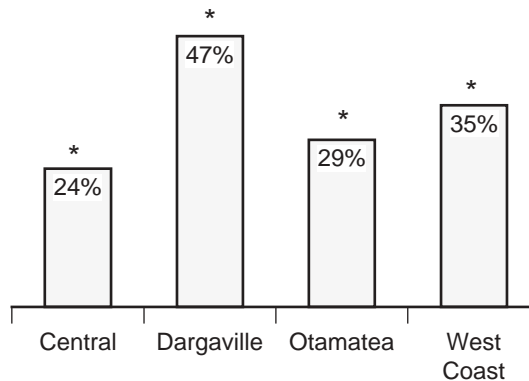
Base = 36

(Margin of error ±16.3%)

Percent Not Very Satisfied - Comparison



Percent Not Very Satisfied - By Ward



* Caution: very small bases

65% of residents contacting the Council offices in writing in the last 12 months are satisfied (80% in 2002), while 33% are not very satisfied (20% in 2002).

The percent not very satisfied is on par with the Peer Group Average, and above the National Average and last year's reading.

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

Taking into account the varying bases, residents contacting a Council office in writing are more likely to be not very satisfied, than residents who contact Council either by phone or in person.

Reasons They Are Not Very Satisfied

12 residents contacting Council Offices in writing are not very satisfied and give the following reasons ...

- inefficient/poor service, mentioned by 15% of residents contacting Council Offices in writing (5 respondents),

"Trying to find out things about property - I'm a Real Estate agent - it's not great - the unavailability of records - they don't keep them for very long, they must be in the archives because they seem to appear if you really need them."

"System leaves a bit to be desired - re housing permit - person wrote receipt but didn't say what it was for."

"We've applied to have an extra property put on our land, we got garbled info back, no facts, it wasn't accurate - it was all hypothetical - we specified what building we were going to put where and what we got back was general info. When you make a planning application it needs to be specific."

"We got a late penalty but we didn't receive a reminder - we tried to resolve the matter by explaining but they did not accept our explanation - can't understand that."

"Wrote in - was told to come in - received nothing in writing."

- no reply/feedback, 9% (3 respondents),

"Haven't got a reply."

"I haven't had an answer to a letter I wrote 18 months ago - I thought the Council made a very foolish move in cutting out three parking areas in front of the Church - I am very, very dissatisfied - it was a good letter, very polite but made a number of clear points about issues at Kaiwaka and I haven't had a reply."

"When I first wrote they didn't respond at all, a few months went by before the Mayor was contacted."

- lack of action, 9% (3 respondents),

"Mouth of Kaihu River not cleaned for many years, creating flooding higher up the river and it will eventually flood Dargaville - lack of action on this - Council is required by law to consult community but they don't like what they are told - action is very slow."

"The issue I took up was the flooding of Kaihu River and the matter is still pending."

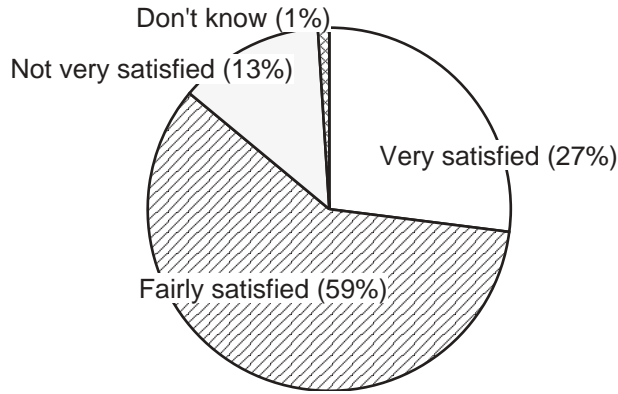
"Problem with tree - they told me they were coming to fix it but didn't - had to cut tree myself and clear the road."

- others, 3% (1 respondent).

"Fairly satisfied with the feedback but not with the end result."

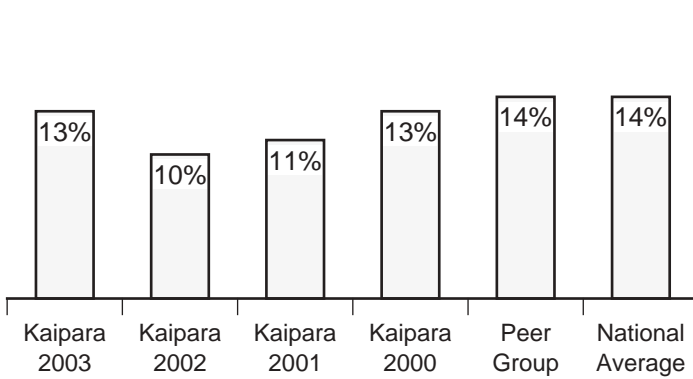
g. Overall Satisfaction With Contact With Council Offices

Contacted A Council Office In Last 12 Months

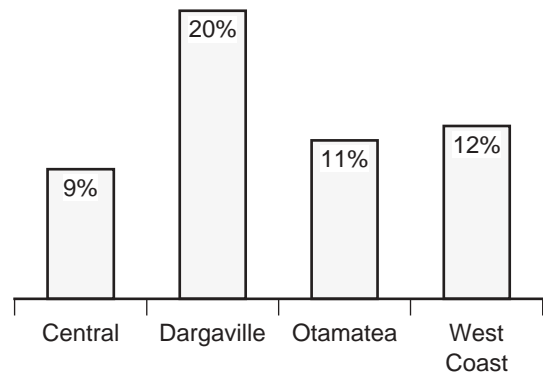


Base = 187

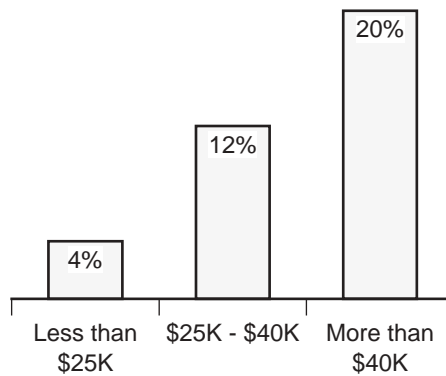
Percent Not Very Satisfied - Comparison



Percent Not Very Satisfied - By Ward



Percent Not Very Satisfied - Comparing Different Types Of Residents



Of the 62% of residents who contacted the Council offices by phone, in person or by writing in the last 12 months (62% in 2002), 86% are satisfied (90% in 2002), with 13% who are not very satisfied.

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

Taking into account the various bases, there are no notable differences in terms of those not very satisfied, when comparing the different Wards and socio-economic groups. However, it appears that residents with an annual household income of more than \$40,000, who have contacted Council, are slightly more likely, than other income groups, to feel this way.

Recommended Satisfaction Measure For Reporting Purposes:

Contacted Council	=	86%
Contacted Council by phone	=	81%
Contacted Council in person	=	88%
Contacted Council in writing	=	65%



5. Representation

The success of democracy for the Kaipara District Council depends on the Council both influencing and encouraging the opinions of its citizens and representing these views and opinions in its decision making. Council wishes to understand the perceptions that its residents have on how easy or how difficult it is to have their views heard. It is understood that people's perceptions can be based either on personal experience or on hearsay.

a. Expected Degree Of Consultation

Summary Table - Expected Degree Of Consultation

	Get on with job, keep informed %	Consult on major issues %	Consult on most issues %	No opinion %
Total District 2003	23	43	33	1
Total District 2002	23	48	29	-
Total District 2001	25	44	29	2
Total District 2000	21	53	25	1
<u>Comparison</u>				
Peer Group	18	54	27	1
National Average	15	59	26	1
<u>Ward</u>				
Central	24	47	27	2
Dargaville	20	32	47	1
Otamatea	20	51	28	1
West Coast	30	45	25	-
<u>Gender</u>				
Male	27	48	24	1
Female	20	39	41	-
<u>Ethnicity</u>				
NZ European	22	48	29	1
NZ Maori	27	20	53	1
<u>Household Income</u>				
Less than \$25,000 p.a.	35	33	31	1
\$25,000 - \$40,000 p.a.	11	44	44	1
More than \$40,000 p.a.	25	52	23	-

% read across

When asked how much consultation they would like the Mayor and Councillors to have with its citizens, 43% opted for Council consulting with people on major issues only, otherwise getting on with the job they are elected to do (48% in 2002). This percentage is below the Peer Group and National Averages.

23% of Kaipara residents want Councillors to get on with the job, but keep the public informed, whilst 33% want consultation on most issues.

Residents more likely to want Council to consult on major issues only are ...

- all Ward residents, except Dargaville Ward residents,
- men,
- NZ European residents,
- residents with an annual household income of \$25,000 or more.

Those who expressed a desire for consultation on major issues, 43% overall, were asked what they considered to be major issues. Main issues arising are ...

- roading, mentioned by 11% of all residents,
- rates issues/increases, 6%,
- sewerage system/wastewater, 6%,
- drainage/stormwater, 5%,
- expenditure/major spending, 5%,
- flood protection/flooding problems, 5%.

Summary Table - Major Issues Requiring Consultation

	Total District 2003 %	Ward			
		Central %	Dargaville %	Otamatea %	West Coast %
<u>Percent Who Mention ...</u>					
Roading	11	18	8	12	7
Rates issues/increases	6	7	2	5	12
Sewerage system/wastewater	6	4	1	12	5
Drainage/stormwater	5	3	6	2	12
Expenditure/major spending	5	6	3	6	7
Flood protection/flooding problems	5	7	7	-	5

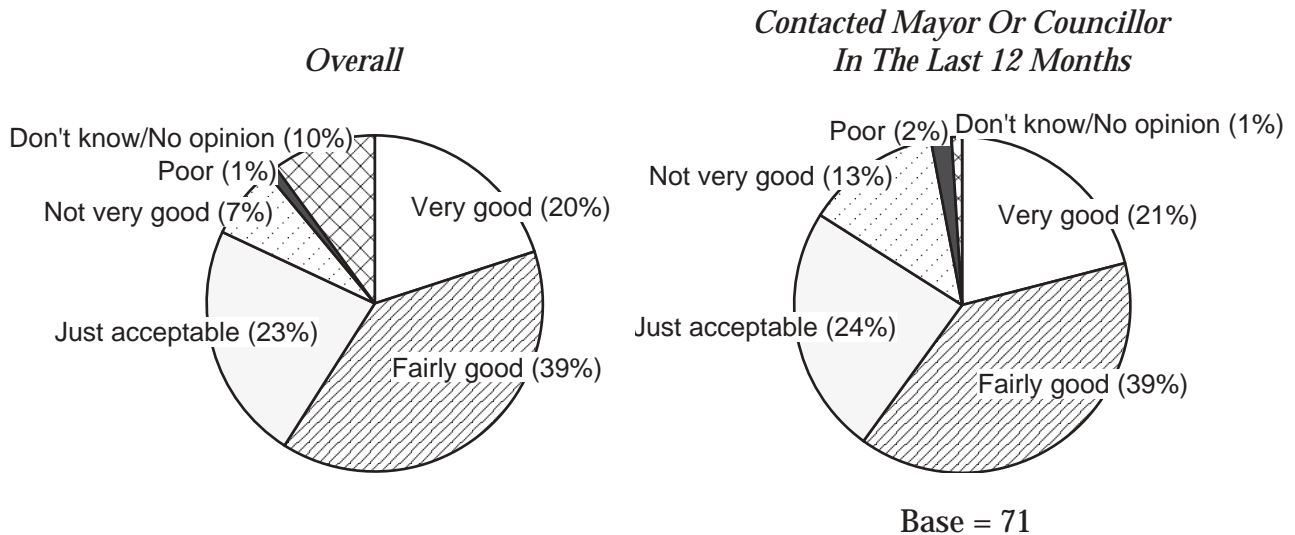
Other major issues, mentioned by 3% of all residents, are:

- environmental issues,
- planning/zoning,
- public services/facilities.

By 1%:

- any changes/anything affecting residents,
- GE issue/GE free,
- rubbish issues,
- water supply issues,
- footpaths.

b. Performance Rating Of The Mayor And Councillors In The Last Year



In 2003, 59% of residents rate the performance of the Mayor and Councillors over the past year as very/fairly good. Kaipara District residents' rating of the performance of their Councillors and the Mayor is similar to the Peer Group Average, and on par with the National Average.

Of the 71 residents who have contacted the Mayor or Councillors in the last 12 months, 60% rate their performance as very/fairly good (77% in 2002), while 15% rate their performance as not very good/poor.

Residents more likely to rate the performance of the Mayor and Councillors as very/fairly good are ...

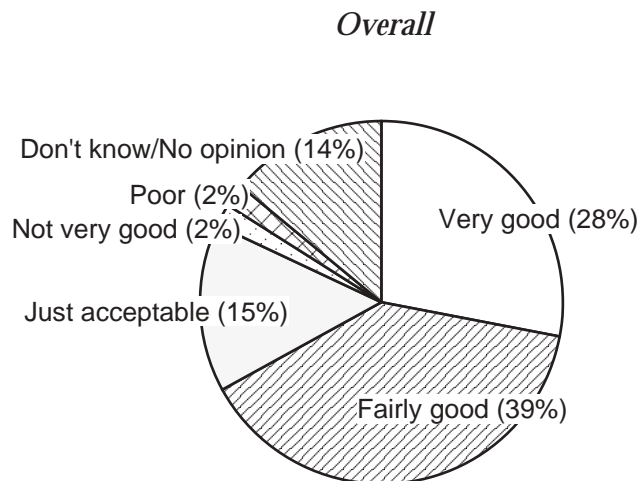
- women,
- residents who live in a three or more person household.

Summary Table - Performance Rating Of The Mayor And Councillors In the Last Year

	Rated as ...			
	Very good/ fairly good %	Just acceptable %	Not very good/poor %	Don't know %
Total District 2003	59	23	8	10
Contacted Mayor or Councillor 2003	60	24	15	1
Total District 2002	62	21	9	8
Total District 2001	62	20	7	11
Total District 2000	53	27	11	9
<u>Comparison</u>				
Peer Group Average	57	24	14	5
National Average	56	27	13	4
<u>Ward</u>				
Central	65	18	4	13
Dargaville	59	19	8	14
Otamatea	52	29	10	9
West Coast	62	25	6	7
<u>Gender</u>				
Male	53	28	8	11
Female	65	18	7	10
<u>Household Size</u>				
1-2 person household	54	24	10	12
3+ person household	64	22	5	9

% read across

c. **Performance Rating Of The Council Staff In The Last Year**



67% of residents rate the performance of the Council staff as very/fairly good (70% in 2002). Kaipara residents rate Council staff performance in the past year above Peer Group residents and residents nationwide.

Residents more likely to rate the performance of the Council staff as very/fairly good are...

- women,
- NZ Maori residents,
- residents who live in a three or more person household.

Summary Table - Performance Rating of the Council Staff in the Last Year

	Rated as ...			
	Very good/ fairly good %	Just acceptable %	Not very good/poor %	Don't know %
Total District 2003	67	15	4	14
Total District 2002	70	14	3	13
Total District 2001	65	12	4	19
Total District 2000	64	16	4	16
<u>Comparison</u>				
Peer Group Average	56	22	10	12
National Average	58	20	6	16
<u>Ward</u>				
Central	74	8	3	15
Dargaville	66	17	4	13
Otamatea	63	21	4	12
West Coast	68	13	5	14
<u>Gender</u>				
Male	62	19	5	14
Female	72	11	4	13
<u>Ethnicity</u>				
NZ European	65	16	4	15
NZ Maori	79	14	2	5
<u>Household Size</u>				
1-2 person household	61	17	5	17
3+ person household	74	13	3	10

% read across



6. The Future Of The Kaipara District

a. Residents Ratings Regarding The Future Of The District

All respondents were asked the following question...

"Now we are at the end of the Council part of the survey, and for the next question, I would like you to think about the Kaipara community in general.

For the first time, central government agencies and organisations that serve the Kaipara District are all working together to plan ahead for the future of the District, and they need your input.

Thinking about the Kaipara community in general, how do you feel about the **future** of the District, on a scale of zero to ten? Would you give a rating of zero, which means that you are extremely concerned, or would you give a rating of ten, which means that you are not at all concerned? Of course, you can give a rating anywhere from zero to ten."

The results are shown in the table below.

	Total District %	Central %	Dargaville %	Otamatea %	West Coast %
Extremely concerned 0	1	2	1	1	2
1	-	-	-	-	2
2	2	5	1	1	-
3	5	1	8	8	-
4	6	7	7	7	5
Neither/neutral 5	29	31	36	19	28
6	13	11	12	9	19
7	19	16	17	18	25
8	16	23	7	23	12
9	3	2	2	5	3
Not at all concerned 10	6	2	9	9	4
Total	100	100	100	100	100
Mean	6.1	6.0	5.9	6.5	6.2
Base	300	71	78	90	61

N.B. Percent read down.

b. Reasons For Their Ratings

*i. Reasons For Not Rating The Future Of The District As A **Ten***

The 94% of respondents who gave a rating of zero to nine were asked...

"Can you tell me why you didn't rate the future of the District as a **ten**? In other words, what needs to happen for you to rate the future of the District as the best it could possibly be?"

Main reasons for not rating the future of the District as a ten are ...

- need more business/industry/employment opportunities,
 - "Employment, mainly seasonal in this area so area struggles, needs to be more businesses and employers. Northland has the highest unemployment rate."*
 - "Forestry could be giving employment - the forests are overseas owned, they could have NZ owned forests."*
 - "Try harder to get more industry here - there's a rail system."*
 - "Good potential for flax oil seeds so provide finance facility so that people will start business."*
 - "There's a new factory Delta Park which is giving more jobs but meat factory has laid off people. It needs new businesses with new ideas and just push it forward. There's high unemployment which is a problem because a lot don't want to work. If the community is thriving then people catch onto the idea."*
 - "Need more employment in the area, encourage small businesses so they can take on apprentices and provide employment for young people in the area."*
 - "There needs to be more jobs. There are two major employers, Forestry and Meat Works and Forestry isn't looking too good at present - that's where I work."*
 - "Need more employment, young people have to leave to get employment. We want to keep young people here. More places like the Warehouse in Dargaville to get more employment opportunities."*
 - "Need a shop like the Warehouse - terrible amount of unemployment in Dargaville - can't buy cheap shoes in Dargaville. Poorer people need to get things cheaper. Not a lot of incentive for young people to stay in Dargaville."*
 - "More promotion for outside businesses to come to the area to stop monopoly of local businesses - to be competitive for local dollar, mainly to Dargaville area."*
 - "We have only one supermarket, there is no place we can go to buy little middle of the range things, e.g. a friend couldn't find a pot mit and had to go to Whangarei to get it. She was looking for terry tea towels and they were too expensive here - picked up some quite reasonably in Whangarei."*
 - "We have lost the Dairy Company, lot of jobs lost. We didn't get the Wood Chip Plant we thought might come to us. Dargaville needs something that offers employment."*
 - "There needs to be more permanent employment - businesses that have white collar people not here."*
 - "Due to travel it is difficult for people to start new business in Dargaville - not close to ports and international airports."*
 - "Business and wealth generation in the area. Attracting business. More employment required. Red tape and compliance cost should be reduced. Local Government needs to look into it."*
 - "A lot more business, a bit more growth. We need a Bank - having Banks makes a place look more prosperous."*

- improve roading,

"Main thing is to improve the roads - they are full of potholes, need to be sealed and constantly maintained."

"Need to improve road conditions, sealing all the side roads, Bull Rd."

"Put their money into roading, it's shocking, some of the roads school buses travel on are absolutely shocking."

"Closing River Road has made it more confusing."

"The road improved, main highway to Mangawhai Heads - dangerous corners need removing, realigning."

"The roading needs better surfaces. I'd like to see more seal on the metal/gravel roads instead of sealing the roads in the holiday home areas."

"Roads in some parts are dangerous and need general upgrading. It is dangerous for locals and tourists."

"A lot of subdivisions are opening up, they are going to have to do more for roads etc."

"The trucks are knocking the roads about."

"It's out of the hands of the Council but they can put pressure on, the motorway needs to be extended past Orewa and this District will then grow. The traffic situation through Kaiwaka needs to be given thought as it is growing year by year and gets pretty hectic sometimes."

- encourage tourism/more advertising/promotion,

"Try to improve the towns so we can get more tourists stopping and improving the economy."

"I think they should develop the tourist industry. Should attract more people to the District."

"Advertising Kaipara area for tourism, i.e. both coasts, West and East. The Matakoho Museum and Waipoua Forest, i.e. tourism leads to a better future."

"Apart from Dargaville there is nothing for anyone to come for, should have attractions."

"Invite outside money, invest in development of tourism."

"Council should spend more on tourism on the whole. If raining, not a lot for tourists to do. Paihia, Aquariums etc for tourists to go to but Dargaville up SH12 to Waipoua, if raining that's a long journey without anything to do. They should put some sort of tourist attraction in the middle. We get so many tourists coming past, if it's raining there's nothing for them to do."

"It needs to be advertised more to the Auckland region and rest of New Zealand in general."

- community/social issues,

"Social issues - a lot of families with a lot of problems, break down of families, teenage pregnancies. An ongoing problem, families falling apart, social problems."

"We need to see people caring for people more."

"People's attitudes - the people in the area are very apathetic and I don't think Council can change that."

"Auckland is getting closer - less of a community feel."

"Change the attitude of local people. People are lazy and most of them are on benefits."

"Endeavour to look after Maori - no clubs, meeting places for Samoans and other minority cultures."

"All New Zealanders working together without colour distinctions."

"I'm a widow and I wanted a chimney sweep this year - I couldn't find one. We need more assistance about where to look for help when you need it."

"The community seem to look after themselves, like the businesses doing their own beautification scheme, the rock and rollers are a strong group in themselves, the Christmas Parade with floats, the rally - the Council could do with helping these sorts of things to become a real plus for the community, help these things keep going, supporting community groups."

- town is dying/empty shops/small businesses closing,

"I am concerned about the businessmen in the town. Big supermarket opens in the town so small businesses close. They can't survive in this market. Clothing, jewellery - their income is too low and they close business."

"Ruawai is a dying little town."

"The preservation of small townships should be helped. Council should help the shops to keep it alive and should be ongoing."

"Need to preserve local businesses, they're part of the character of the area."

"Don't see town as going ahead. Nothing done over previous years and need to catch up now."

"Need to attract more business but not the Warehouse, that will take away from the electrical and stationery stores plus others. Our little community will feel taken over. We are easily affected by even a slight recession."

"Shopping out of District which is not benefiting the district."

"Businesses are ripped off - very high rents."

"As the largest town in the District, Dargaville slowly dying, now jobs are disappearing, shops are closing - economy is decreasing."

"Not much variety in shops in Dargaville."

- Council performance needs to improve/be more proactive.

"Council has got to give us a hand, be proactive. Decisions for the District, they're not out leading the charge."

"I think that they lack foresight and innovation - (the Council and Government Agencies that is)."

"Lots of bureaucracy over a Council matter."

"Council organisation - efficiency improved. They must have a vision and need to be efficient for the vision to happen."

"The Council needs to plan a little better rather than be disjointed about everything."

"Council hasn't done all the work it has to do - needs some planning for rural areas."

"I understand Councils should plan 10 years ahead and if work is not planned now, it will NOT be carried out in future."

"Council isn't doing enough to make a better place."

"Now we have become a Twin Coast Discovery Town we've got the cart before the horse. Trying to run before we can crawl. Kaipara must get over the idea we are a country town - we function as if we are a country town. Need to get back to basics then build on that."

Summary Table - Main Reasons* For Not Rating The Future Of The District As A Ten

	Total District 2003 %	Ward			
		Central %	Dargaville %	Otamatea %	West Coast %
<u>Percent Who Mention ...</u>					
Need more business/industry/employment opportunities	28	31	37	9	40
Improve roading	12	16	6	21	4
Encourage tourism/more advertising/promotion	9	12	12	4	10
Community/social issues	9	11	7	10	6
Town is dying/empty shops/small businesses closing	8	13	12	2	7
Council performance needs to improve/be more proactive	8	6	8	10	8

* multiple responses allowed. Mentioned by the 94% of respondents who gave a rating of zero to nine.

N.B.: Encouraging business/industry/more employment, tourism is a positive aspect for the future, good community spirit/friendly, and Council do a good job are main reasons for not rating the future of the District as a zero (see pages 117 to 120).

ii. *Reasons For Not Rating The Future Of The District As A **Zero***

The 99% of respondents who gave a rating of one to ten were asked...

"Can you tell me why you didn't rate the future of the District as a **zero**? In other words, what is it that you think looks positive for the future of the District?"

Main reasons for not rating the future of the District as a zero are ...

- tourism is a positive aspect for the future,

"They have the Kauri Museum which is a really good tourist facility, it's a place of interest and the tourists need to be directed to Dargaville instead of going to Whangarei."

"The District has got a lot of natural resources, fairly untapped as far as tourism goes - the river could be developed a lot more."

"It's got water, fishing, beaches, the Museum and the forest, there is plenty to see, lots of natural highlights."

"The Kauri Clock place opening their new cafe will be great - we need touristy things - make it easier to attract tourists."

"Tourism and employment go hand in hand and both need to be remembered and the District will be positive and go ahead."

"They are setting up more tours/routes and getting Kaipara known."

"River is good for tourism - a weir across it would be nice."

"Many local attractions that would appeal to tourists like Waipoua Forest and the local beaches, that would bring money for the District."

"Tourism is where the future is."

"Nice area, scenic, by the river, by the sea - harbour and sea good for tourism."

"Council is promoting the area which brings in tourists and money."

"We've had a 19 to 20% increase in tourists."

"They are helping to make things better for tourism - more stops in Dargaville, tearooms and things."

"It's got a strong future in tourism but it wants pushing more - tourism overall, e.g. Kaipara Harbour isn't a well known spot for tourists, there's some beautiful spots on it, also up through forests, lakes, all that area."

"Lot of potential for tourism - with the motorway upgrade tourism can be improved."

"We are getting a lot of tourists in Dargaville now, the tourist side has picked up quite a bit. We have the lakes, Trounson Park and the Maritime Museum, there is a lot going for the District."

- encouraging business/industry/more employment,

"The way the Council is promoting the District for small businesses."

"With incentives new businesses can be attracted to this area - timber products, high quality cheeses for export market, these areas should be studied."

"New things always coming in. Chemist shut down and now they are getting another. I like that there is a chance to improve and develop if Council and people work together. Dairy factories are doing well."

"Businesses in the District - encouraging sign. I expect to see a growth in the economy."

"Keeping business in the town, preferably giving assistance to local businesses to set up. Providing work for people to stay in the District."

"They are opening a new butcher's shop which is good, we are getting a new bacon factory, we have a newly married couple opening up a small gymnasium, we have a fairly new print shop and they do a lot of printing for the District and he puts out a monthly newspaper."

"A lot of young people coming in with home businesses which is helping."

"Competition in supermarkets is good for business."

"They have upgraded the freezing works and that should be there for a number of years to come, most of the shops in town are full which is a good sign the town is doing well."

"Forest industry is getting into a big way up here now and employing a lot of guys. People are concerned about looking after the environment and looking after the future."

"Forest industry should mature soon and should provide employment."

"The Warehouse coming to the area (x 13)."

- good lifestyle/nice environment,

"Good rural area to bring up families."

"It's a good place for retirement."

"I think a lot of people wanting lifestyle changes are shifting to the area, they have had enough of the big smoke."

"Natural beauty should be preserved - I love the place."

"Good place to live, out of the hurly-burly."

"I like the District to live in and it is far enough away from the rat race."

"It's less hectic than Auckland or Hamilton."

"Not over-populated which is very good. It is a relaxed and laid back place."

"The good environment, not too much crime here."

"Good living conditions and more."

"It's got a beautiful seaside and countryside."

"The natural environment, the mixture of ocean and rural areas, lifestyle of people."

"The environment is very beautiful, still a lot of open space compared to a city."

"There are wonderful boating and surf beaches and beaches for the children. The drives are wonderful."

"Plenty of recreation and fishing."

"Clean and green."

"It's a dynamic place to live in NZ because environment is an important part of Northland and the Council is involved in this process."

- population growth,

"There is a lot of subdividing going on which is bringing new talent and new people into the area which means a more buoyant element here."

"Growing area, it's not stagnant, land value increasing."

"The amount of people we've got coming in here - where there's people there's hope but everything has got to be right for them, e.g. stormwater and sewerage, can't have septic tanks if there's too many people, they'll have to look at putting sewerage in some of the beach places."

"The area is growing, especially around water - growing in population and popularity."

"New housing, new subdivisions."

"Cheap living up here, older people will sell up in Auckland and buy in the area."

"We already have people from Auckland starting to buy in the area, house-wise cheaper."

"Area is growing in popularity, people from cities like Auckland coming to settle here - young families who could bring new skills, create wealth for the District."

"People coming in, it's going to increase the population which brings more money into the area - once you have got more money you have more rates so money should be spent in the area."

"Influx of new people, new ideas, in another 5 to 10 years this area will be a showcase for the Council with the new homes being built."

"Growth in the area and Kaipara Council is realising people are moving into the area. Council is making plans to manage growth. Maybe people will be commuting to work in Auckland from Kaipara area."

- Council do a good job,

"I think the Council are doing a good job. We are progressing slowly."

"I have faith in people of District, I have faith in Council, they are doing a very good job."

"The Mayor and Councillors are doing their best for everyone."

"Council is trying to improve District. They are doing very hard work."

"Everything is good and improved. They are doing very well where they must improve so I don't have to worry about that."

"There's no squabbling."

"The Mayor seems to be good, people are trying and doing their best."

"They're a better Council than others in the country, more open to discretionary activities than other Councils, e.g. subdivisions, they don't stick rigidly to 4 hectare subdivisions, they can use their discretion, this allows for growth."

"I've never seen such a good set up with the Mayor and Councillors, they're really good."

"I have dealings with the Council who are excellent and very supportive - the Council is one of the better ones in NZ. I deal with Councils all over NZ."

- good community spirit/friendly.

"You know your neighbours, people care about each other."

"Small town, kids know each other, people look out for each other a bit more in a small town."

"People are not just numbers."

"Nice community and people all get on well together."

"People are friendly, warm people around, people have good ideas about the future."

"The friendly community may attract visitors and encourage people to become part of the community long term."

"Great community spirit."

"Community strength is good, holds everything together."

"The community morale is good."

"I see people do try."

"There is a community here still, supplying the voluntary labour we need. Despite my fears we still do have a willing community but I still feel frightened we might lose it."

"Atmosphere in the District is very good. People are very friendly, have very good community spirit."

"It's the service you get from our shops - people smile, people are friendly."

"Volunteers at Bayllys Beach, there's been a lot of crime, people have got together and turned it to a positive rather than a negative - community working with police."

Summary Table - Main Reasons* For Not Rating The Future Of The District As A **Zero**

	Total District 2003 %	Ward			
		Central %	Dargaville %	Otamatea %	West Coast %
<u>Percent Who Mention ...</u>					
Tourism is a positive aspect for the future	29	39	27	15	41
Encouraging business/industry/ more employment	22	24	20	20	26
Good lifestyle/nice environment	17	10	20	19	20
Population growth	14	16	8	21	9
Council do a good job	9	2	12	14	8
Good community spirit/friendly	8	6	11	6	11

* multiple responses allowed. Mentioned by the 99% of respondents who gave a rating of one to ten.

E. APPENDIX

Base by Sub-sample

	Actual respondents interviewed	*Expected numbers according to population distribution
Gender: Male	149	147
Female	151	153
Age†: 18 - 39 years	75	104
40 - 59 years	122	117
60+ years	101	77
† Two respondents (unweighted) refused to give details of their age.		
Ethnicity*: NZ European	261	249
NZ Maori	36	48
* 2 respondents (unweighted) identified their ethnic origin as Pacific Islander, and one respondent (unweighted) refused to give details of their ethnicity.		

- * Interviews were intentionally conducted in proportion to the overall population in each of the four Wards (see page 2) and with an even gender spread overall. Post-stratification (weighting) was then applied to adjust back to population proportions for gender, age groups and ethnic groups, in order to yield correctly balanced overall percentages. This is accepted statistical procedure.

* * * * *