

**KAIPARA DISTRICT COUNCIL**

**COMMUNITRAK™ SURVEY**

**AUGUST/SEPTEMBER 2004**

# **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 2004**



**AUCKLAND**

**PHONE (09) 630-0655**

**FAX (09) 638-7846**

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**NB: Please note the following explanations for this report:**

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

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

Arrows, whenever shown, depict a directional trend.

In general, where bases are small (<30), no comparisons have been made. For small bases, the estimates of results are not statistically reliable due to the high margins of error.

## **A. SITUATION AND OBJECTIVES**

The Mission Statement for 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, August/September 2003 and August/September 2004.

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 2004 study also sought to obtain Kaipara District residents views on the following:

- how residents rate the community spirit of their community,
- how residents rate the quality of life in the Kaipara District overall.

\* \* \* \* \*

## **B. COMMUNITRAK™ SPECIFICATIONS**

### **Sample Size**

This Communitrak™ 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	72
Dargaville	80
Otamatea	92
West Coast	59
<b>Total</b>	<b>303</b>

### **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 last 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 27 August and Sunday 5 September 2004.

### **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

	<b>Kaipara 2004</b>		<b>Kaipara 2003</b>	
	Very/fairly satisfied %	Not very satisfied %	Very/fairly satisfied %	Not very satisfied %
Parks & reserves	84	9	83	8
Litter control	79	17	79	16
Public libraries	75	7	73	4
Information Centres for tourists and local residents	74	7	79	5
Street lighting	74	13	80	7
Public halls	72	11	73	13
Roads	71	28	70	28
Dog control	68	20	70	20
Public toilets	66	19	71	17
Council's efforts to attract and expand business in the District	60	23	58	24
Town planning (planning and inspection services)	50	11	53	9
Stormwater services	43	16	46	23
Water supply	40	11	44	12
Wastewater, i.e. the sewerage system	37	12	41	17

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

Summary Table - Satisfaction With Roads

	<b>Kaipara 2004</b>	
	Very/fairly satisfied %	Not very satisfied %
The alignment of Council roads	77	18
The safety of Council roads	72	26
The surface of Council roads	48	51
<b>Roads overall</b>	<b>71</b>	<b>28</b>

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%
• Council's efforts to attract and expand business in the District	23%	29%	24%
• dog control	20%	25%	26%
• litter control	17%	24%	21%
• stormwater services	16%	22%	20%
• street lighting	13%	20%	21%
• water supply	11%	22%	16%
• town planning (planning and inspection services)	11%	15%	22%
• Information Centres for tourists and local residents	7%	*17%	*16%

† Ratings are based on reading for sewerage systems.

\* Ratings are based on reading for tourism promotion.

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>
• public toilets	19%	23%	21%
• wastewater	12%	†13%	†12%
• public halls	11%	14%	8%
• parks and reserves	9%	7%	4%
• public libraries	7%	6%	4%

### **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**

	<b>Usage In The Last Year</b>		
	<b>Three times or more %</b>	<b>Once or twice %</b>	<b>Not at all %</b>
Parks or reserves	49	23	28
Public toilets	51	18	31
Public halls	28	32	40
Public libraries	47	11	42
Visitor Information Centres	13	26	61
Planning, building or inspection services	8	20	72
Contacted Council about dogs	4	18	78

% read across

Parks or reserves, 72%,  
public toilets, 69%, and  
public halls, 60%,

... 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, decision or management in mind they approve of or like (31% in 2003). This is below the Peer Group and National Averages.

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

- gardens/parks and reserves/beautification, mentioned by 11% of all residents,
- promote area/encourage tourism, 3%
- other specified services and facilities, 2%,
- the wharf/jetty, 2%,
- do a good job/good service from staff/Mayor does a good job, 2%,
- good consultation/keep us informed, 2%,
- encourage business/create employment, 2%,
- improved roading, 2%,
- upgrading/improving the town, 2%.

31% of residents have an action, decision or management in mind they disapprove of or dislike (31% in 2003).

This is below the Peer Group and National Averages.

Disapproval focused on ...

- roading issues, mentioned by 4% of all residents,
- subdivisions/land development issues, 4%,
- improve performance/service, 4%,
- sewerage issues, 3%,
- rubbish/recycling/dump issues, 2%,
- wasting ratepayers' money, 2%,
- handling of Kaihu River Scheme, 2%,
- environmental issues, 2%,
- flood bank/stopbank issues, 2%,
- GE issue, 2%.

## **Ratepayers**

83% of residents identify themselves as ratepayers (81% in 2003).

## **Contact With Council**

85% of residents are likely to contact Council offices or staff first if they have a matter to raise with Council (76% in 2003). 10% would make contact with a Councillor first, with 3% first contacting the Mayor.

24% of residents have contacted a Councillor or the Mayor by phone, in person, in writing or by email in the last 12 months (21% in 2003).

45% of residents have contacted Council offices by phone in the last year (49% in 2003), while 37% visited a Council office in person (33% in 2003) and 12% contacted Council in writing (11% in 2003).

78% of residents who have contacted Council offices by phone in the last 12 months are satisfied (81% in 2003), with 83% of residents satisfied when visiting a Council office in person (88% in 2003). 63% of residents who have contacted Council in writing in the last 12 months are satisfied with their contact (65% in 2003).

Overall, 56% of residents have contacted a Council office by phone, in person or in writing (62% in 2003). 85% of these residents are satisfied with the service received (86% in 2003).

## **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**

60% of residents want consultation on major issues (43% in 2003). This is slightly above the Peer Group Average and similar to the National Average.

Major issues arising are ...

- roading, mentioned by 12% of all residents,
- sewerage system/wastewater, 7%,
- expenditure/major spending, 7%,
- flood protection/flooding problems, 4%,
- any changes/anything affecting residents, 3%,
- rubbish issues, 3%,
- water supply issues, 3%,
- sand mining/dredging, 3%,
- drainage/stormwater, 3%.

### b. **Performance Rating of the Mayor and Councillors**

63% of residents rate the performance of the Mayor and Councillors as very good or fairly good (59% in 2003). On this aspect of performance, Kaipara District is slightly above the Peer Group and National Averages.

6% of residents rate their performance as not very good or poor (8% in 2003).

### c. **Performance Rating of the Council Staff**

72% of residents rate the performance of the Council staff as fairly good or very good (67% in 2003). On this aspect of performance, Kaipara District is above the Peer Group and National Averages.

3% of residents rate Council staff performance as not very good or poor (4% in 2003).

## Local Issues

### Rating Community Spirit

Very good	40% of all residents
Good	41%
Neither good nor bad	11%
Not very good	6%
Poor	2%

### Quality of Life

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

Very good	42% of all residents
Good	44%
Fair	13%
Poor	-%
Don't know	1%

\* \* \* \* \*



## **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

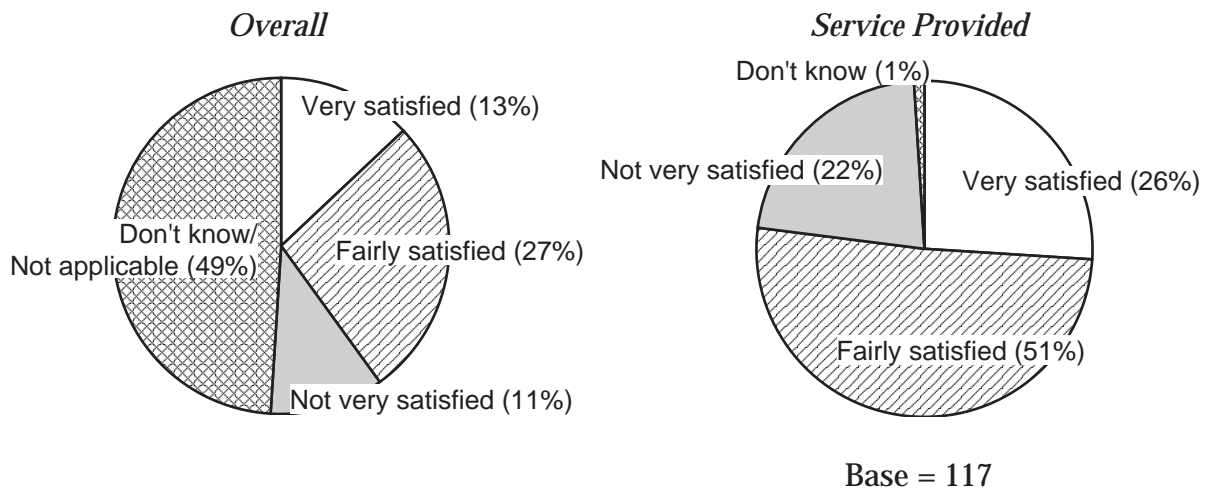


**1. Council Services/Facilities**

## 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



40% of Kaipara District residents are satisfied with their water supply (44% in 2003), while 11% are not very satisfied.

A significant percentage, 49%, are unable to comment, and this is probably due to only 39% of residents having a piped water supply. 99% 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 both satisfied (77%) and not very satisfied (22%), compared to residents overall.

Residents more likely to be not very satisfied with the District's water supply are ...

- residents aged 18 to 39 years,
- residents who live in a three or more person household.

### Satisfaction With Water Supply

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<b><u>Overall</u></b>					
Total District 2004	13	27	<b>40</b>	11	49
2003	20	24	<b>44</b>	12	44
2002	17	23	<b>40</b>	12	48
2001	18	22	<b>40</b>	10	50
2000	17	29	<b>46</b>	12	42
Service Provided	26	51	<b>77</b>	22	1
<b><u>Comparison*</u></b>					
Peer Group (Rural)	18	37	<b>55</b>	22	23
National Average	38	38	<b>76</b>	16	8
<b><u>Ward</u></b>					
Central	8	19	<b>27</b>	10	63
Dargaville	30	52	<b>82</b>	14	4
Otamatea	4	18	<b>22</b>	13	65
West Coast	9	18	<b>27</b>	4	69
<b><u>Age</u></b>					
18 to 39 years	6	25	<b>31</b>	19	50
40 to 59 years	15	24	<b>39</b>	9	52
60+ years	17	35	<b>52</b>	4	44
<b><u>Household Size</u></b>					
1-2 person household	14	31	<b>45</b>	4	51
3+ person household	11	23	<b>34</b>	18	48

% read across

*Reasons They Are Not Very Satisfied*

32 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,

*"It's the quality of the water, you can't drink it from the tap, it's terrible, central Dargaville, the water at the meatworks is shocking too."*

*"The water gave my family upset stomachs until we put a filter in."*

*"Looks white sometimes."*

*"Sometimes it's dirty."*

*"Quality is bad, the colour is brown."*

- water rates/cost issues,

*"Price of water is very high."*

*"The price is exorbitant."*

*"Too dear, it's doubled."*

*"Too expensive."*

- too much chlorine/chemicals,

*"Smells overdone with chemicals."*

*"Too much chlorine in Dargaville, it's tempermental, you can tell when it's been treated."*

*"Tastes chlorinated."*

- tastes bad.

*"Tastes like (chlorinated) swamp water, I only buy bottled water."*

*"Very bad taste."*

*"Has a bad taste in Dargaville."*

*"Horrible taste."*

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

	<b>Total District 2004 %</b>	<b>Ward</b>			
		Central %	Dargaville %	Otamatea %	West Coast %
<u>Percent Who Mention ...</u>					
Dirty water/discoloured/poor quality	<b>3</b>	5	2	4	-
Water rates/cost issues	<b>3</b>	3	5	2	-
Too much chlorine/chemicals	<b>2</b>	4	3	2	-
Tastes bad	<b>2</b>	3	-	2	3

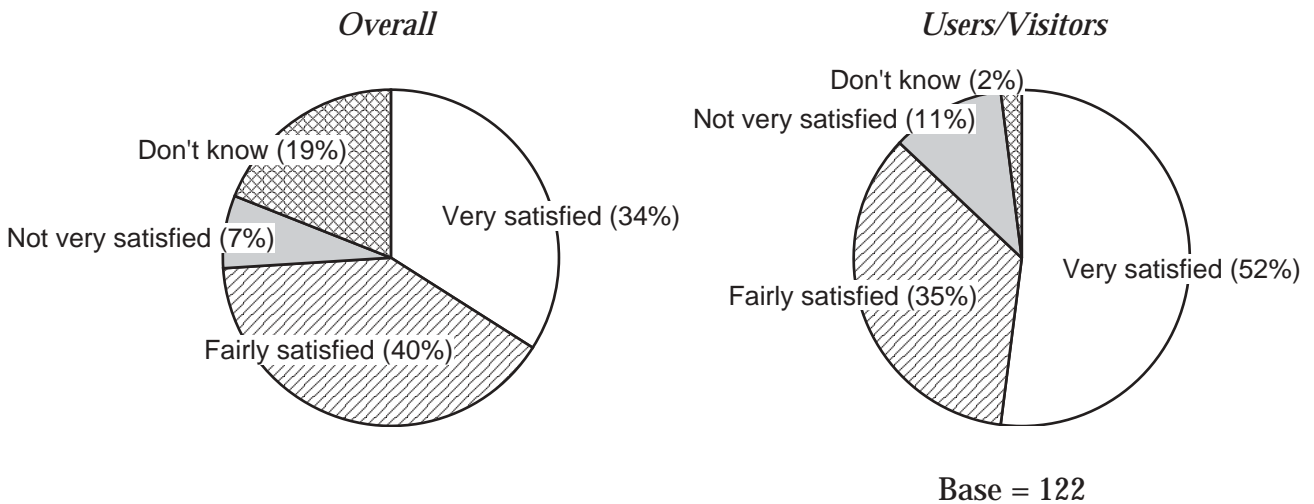
\* multiple responses allowed

**Recommended Satisfaction Measure For Reporting Purposes:**

Total District = 40%

Receivers of Service = 77%

*ii. Information Centres For Tourists & Local Residents*



74% of Kaipara District residents overall are satisfied with the Information Centres for tourists and local residents, including 34% who are very satisfied (40% in 2003), while 7% are not very satisfied.

19% are unable to comment, with 95% of these having not used/visited the Visitor Information Centres in the last 12 months.

39% of residents have used/visited a Visitor Information Centres in the last 12 months (45% in 2003). 87% of these "users/visitors" are satisfied and 11% 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.

Satisfaction With Information Centre For Tourists & Local Residents

	Very Satisfied %	Fairly Satisfied %	<b>Very/Fairly Satisfied</b> %	Not Very Satisfied %	Don't Know %
<b><u>Overall</u></b> <sup>†</sup>					
Total District 2004	34	40	<b>74</b>	7	19
2003	40	39	<b>79</b>	5	16
2002	43	34	<b>77</b>	6	17
2001	43	29	<b>72</b>	8	20
2000	41	28	<b>69</b>	5	26
Users/Visitors	52	35	<b>87</b>	11	2
<b><u>Comparison</u></b> *					
Peer Group (Rural)	27	46	<b>73</b>	17	10
National Average	30	44	<b>74</b>	16	10
<b><u>Ward</u></b>					
Central	30	34	<b>64</b>	12	24
Dargaville	36	51	<b>87</b>	2	11
Otamatea	28	40	<b>68</b>	9	23
West Coast	45	36	<b>81</b>	4	15

% read across

<sup>†</sup> 2000 reading relates to ratings for Visitor Information Centres

\* Peer Group and National Averages are based on ratings for tourism promotions

### *Reasons They Are Not Very Satisfied*

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

- need more/better facilities/operating longer, mentioned by 4% of all residents,

*"Nothing in Ruawai. "*

*"Operates in summer only, should operate all year round. "*

*"Operates out of the hall in Mangawhai so very limited availability, a stand alone staffed building would be more practical. "*

*"Not open long enough. "*

*"Tried to ring and no reply, they're never there. "*

*"Need one at Mangawhai Heads. "*

*"Not enough of them. "*

*"Needs to be upgraded all the time for tourists and ourselves. "*

*"A fair one at the beach, the best place to go is at the hall in the village, need bigger premises. "*

- more prominence/better signposted/better advertised, 1%,

*"Information Centres need to be more prominent positions, more in the public eye. "*

*"It is not very well signposted and pointed out in Dargaville. "*

*"More advertising to say where they are and what they do, especially Council ones. "*

- not enough information/staff better trained/more knowledge, 1%.

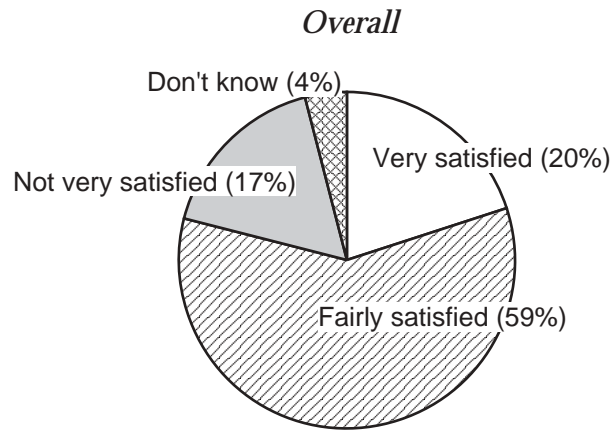
*"More staff training needed. "*

*"Do not mention Glinks Gully, Kellys Bay and Poutu Point, three areas that could be promoted more. "*

*"Tending to provide cheap jobs so staff are not well versed in tourism matters. "*

\* multiple responses allowed

Recommended Satisfaction Measure For Reporting Purposes:	
Total District	= 74%
Visitors/Users	= 87%

*iii. Litter Control*

79% of District residents expressed satisfaction with litter control, including 20% who are very satisfied (33% in 2003). 17% are not very satisfied.

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

Ratepayers are more likely to be not very satisfied with litter control, than non-ratepayers.

### Satisfaction With Litter Control

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<b><u>Overall</u></b>					
Total District 2004	20	59	<b>79</b>	17	4
2003	33	46	<b>79</b>	16	5
2002	28	48	<b>76</b>	16	8
2001	29	51	<b>80</b>	15	5
2000	28	43	<b>71</b>	22	7
<b><u>Comparison</u></b>					
Peer Group (Rural)	21	50	<b>71</b>	24	5
National Average	25	51	<b>76</b>	21	3
<b><u>Ward</u></b>					
Central	17	62	<b>79</b>	20	1
Dargaville	23	58	<b>81</b>	14	5
Otamatea	14	66	<b>80</b>	17	3
West Coast	30	48	<b>78</b>	16	6
<b><u>Ratepayer?</u></b>					
Ratepayer	20	57	<b>77</b>	①9	4
Non-ratepayer	19	⑦1	⑨0	6	4

% read across

### *Reasons They Are Not Very Satisfied*

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

- too much litter lying around,

*"Lots of litter on roadsides."*

*"Litter in streets and school grounds, terrible mess, Hokianga Street etc."*

*"Rubbish all along Opunake Road."*

*"The amount of rubbish on Hokianga Road."*

*"Too much rubbish on Tangawahine Valley Road."*

*"Can be untidy in Te Kopuru, lots of litter around."*

*"Main Street very untidy."*

*"Deep stormwater drains have rubbish in them, Insley Street."*

*"Lots on the road, Tangawahine Road."*

*"Throughout rural areas there's rubbish on road verges."*

- could be improved/need more control,

*"Victoria Street needs keeping cleaner on the footpaths."*

*"No litter control at Aranga Beach, we do it."*

*"Needs to be improved, need more cleaners."*

*"Not very satisfied in gardens and parks, but streets are very presentable."*

*"Main Street Dargaville needs cleaning up."*

*"Long weekends are very bad, this is a holiday area, Mangawhai."*

*"Could be stepped up in the Kaipara area."*

*"Holiday time is worse."*

- people dumping rubbish/throw rubbish out of cars,

*"Kids throw bottles in Kauri Street on their way to school."*

*"Logan Street, broken bottles on the road and people's front lawns thrown out by drivers-by."*

*"People just dump it on the road."*

*"A lot of stuff has been dumped in the river."*

*"People dump their rubbish on the side of the roads."*

- no rubbish collection/improve rubbish collection.

*"Kai Iwi Lakes, also town centre, more collections needed."*

*"Dogs get into rubbish and spread all over the road."*

*"A number of rubbish bags left in heaps on the edge of the public roads through the week."*

*"Rubbish piled up if missed the truck, along the straights just before Dargaville, Ruawai end."*

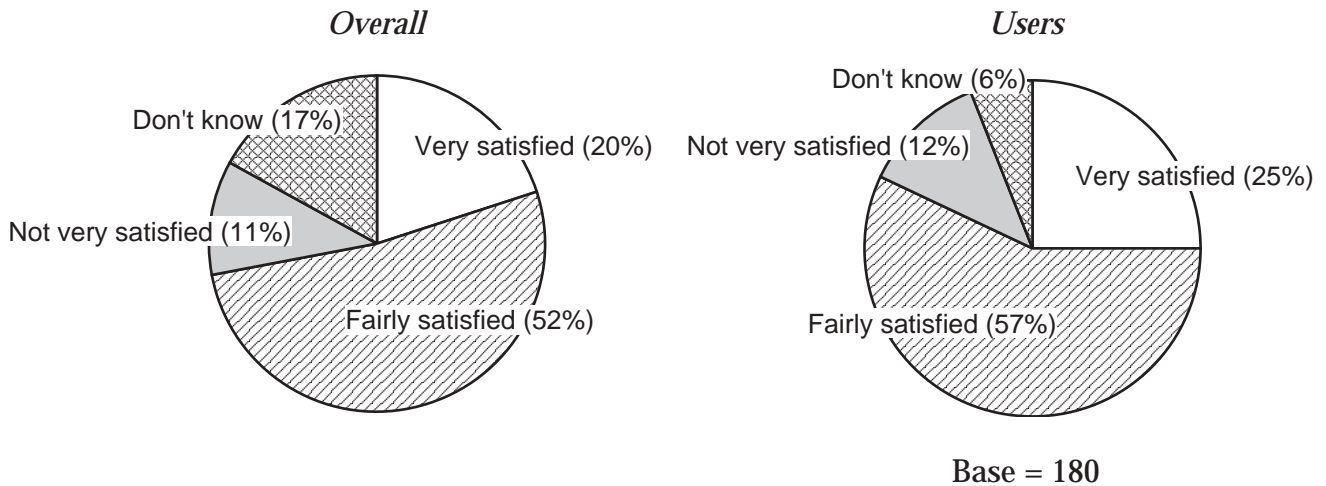
Summary Table - Main Reasons\* For Being Not Very Satisfied With Litter Control

	<b>Total District 2004 %</b>	<b>Ward</b>			
		Central %	Dargaville %	Otamatea %	West Coast %
<u>Percent Who Mention ...</u>					
Too much litter lying around	<b>7</b>	7	5	7	10
Could be improved/need more control	<b>5</b>	4	5	6	4
People dumping rubbish/throw rubbish out of cars	<b>3</b>	5	5	1	1
No rubbish collection/improve rubbish collection	<b>3</b>	8	2	1	-

\* multiple responses allowed

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



72% of Kaipara District residents are satisfied with public halls, including 20% who are very satisfied (30% in 2003). 11% are not very satisfied and 17% are unable to comment. Of those unable to comment, 78% have not used a public hall in the last 12 months.

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

60% of households have used a public hall in the last 12 months. These "users" are more likely to be satisfied (82%), than residents overall, similarly likely to be not very satisfied (12%) 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.

However, it appears that the following residents are slightly more likely to feel this way...

- residents aged 40 years or over,
- NZ European residents.

### Satisfaction With Public Halls

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<b><u>Overall</u></b>					
Total District 2004	20	52	<b>72</b>	11	17
2003	30	43	<b>73</b>	13	14
2002	27	44	<b>71</b>	13	16
2001	30	36	<b>66</b>	12	22
2000	27	37	<b>64</b>	17	19
Users	25	57	<b>82</b>	12	6
<b><u>Comparison</u></b>					
Peer Group (Rural)	30	45	<b>75</b>	14	11
National Average	25	41	<b>66</b>	8	26
<b><u>Ward</u></b>					
Central	19	45	<b>64</b>	13	23
Dargaville	14	54	<b>68</b>	16	16
Otamatea	26	58	<b>84</b>	5	11
West Coast	20	50	<b>70</b>	13	17
<b><u>Age</u></b>					
18 to 39 years	22	60	<b>82</b>	5	13
40 to 59 years	23	51	<b>74</b>	13	13
60+ years	13	44	<b>57</b>	17	<b>26</b>
<b><u>Ethnicity</u></b>					
NZ European	20	52	<b>72</b>	13	15
NZ Maori	18	54	<b>72</b>	4	24

% read across

### *Reasons They Are Not Very Satisfied*

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

- under utilised/white elephant,

*"Need to use often, rather than once a year."*

*"Need more use - Main Hall, Dargaville."*

*"The Town Hall is under utilised."*

*"Not used enough."*

- too expensive to hire,

*"Need to be a lot more reasonable cost - Main Hall, Dargaville."*

*"Cost of hiring halls."*

*"Because it's too expensive to hire, people go elsewhere."*

*"Over charging for people that use the hall regularly, should be subsidised by one-off users."*

*"Maungaturoto Hall rate is far too expensive."*

- poor condition/allowed to run down/improvement needed,

*"The upkeep of the halls in Dargaville is terrible."*

*"A shambles at Ruawai, broken windows, tidy up needed."*

*"Matakohe Hall is shocking, it's dowdy, it needs to be done up."*

*"Needs upgrading, Mangawhai."*

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

*"The kitchen is not good for catering, Dargaville War Memorial Hall."*

*"Acoustics not the best."*

*"Little motivation to change, don't listen to advice, design is poor, poor acoustics and planning, stage too low, rooms unsatisfactory shape."*

*"The plan of the hall, Town Hall is a disgrace, can't have two functions at once, the kitchen can only service one area, can't use the bar for two functions at the same time."*

*"New part is cold, lighting terrible, paint in old part of hall."*

*"The one in Dargaville is silly, smoke alarm is near the kitchen, trouble with running the cooker, no-one knows how to use it."*

*"They didn't do anything to the RSA floor which made it impossible to play bowls, the floor was uneven."*

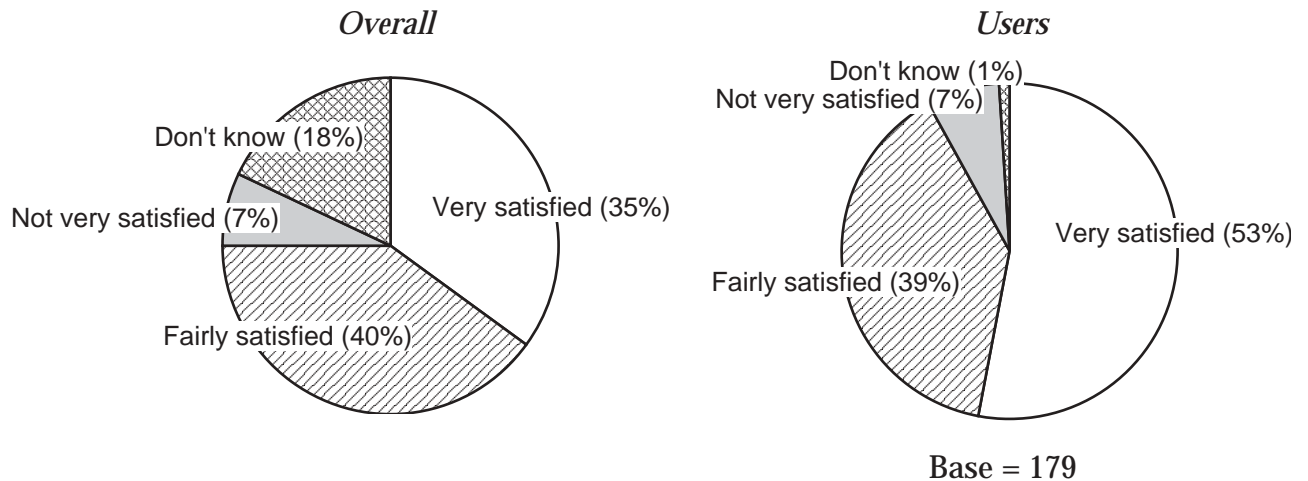
**Summary Table - Main Reasons\* For Being Not Very Satisfied With Public Halls**

	<b>Total District 2004 %</b>	<b>Ward</b>			
		<b>Central %</b>	<b>Dargaville %</b>	<b>Otamatea %</b>	<b>West Coast %</b>
<u>Percent Who Mention ...</u>					
Under utilised/white elephant	3	-	10	-	3
Too expensive to hire	3	2	6	2	1
Poor condition/allowed to run down/ improvement needed	3	4	2	2	3
Poor layout/not well planned/poor job done	3	2	5	-	4

\* multiple responses allowed

<b>Recommended Satisfaction Measure For Reporting Purposes:</b>	
<b>Total District</b>	<b>= 72%</b>
<b>Users</b>	<b>= 82%</b>

v. Public Libraries



75% of all residents are satisfied with the District's public libraries, including 35% who are very satisfied (43% in 2003). 7% are not very satisfied and 18% are unable to comment. Of those unable to comment, 96% 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 Average and on par with the National Average and last year's reading.

58% of households have used a public library in the last 12 months. Of these "users", 92% are satisfied and 7% are not very satisfied.

Otamatea Ward residents are more likely to be not very satisfied with the District's public libraries, than other Ward residents. It also appears that NZ European residents are slightly more likely, than NZ Maori residents, to feel this way.

### Satisfaction With Public Libraries

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<b><u>Overall</u></b>					
Total District 2004	35	40	<b>75</b>	7	18
2003	43	30	<b>73</b>	4	23
2002	44	30	<b>74</b>	5	21
2001	50	24	<b>74</b>	4	22
2000	44	25	<b>69</b>	4	27
Users	53	39	<b>92</b>	7	1
<b><u>Comparison</u></b>					
Peer Group (Rural)	55	32	<b>87</b>	6	7
National Average	65	24	<b>87</b>	4	7
<b><u>Ward</u></b>					
Central	36	46	<b>82</b>	3	15
Dargaville	39	45	<b>84</b>	4	12
Otamatea	23	34	57	15	28
West Coast	49	33	<b>82</b>	3	15
<b><u>Ethnicity</u></b>					
NZ European	35	38	<b>73</b>	9	18
NZ Maori	36	52	<b>88</b>	-	12

% read across

### *Reasons They Are Not Very Satisfied*

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

- need to improve the books, mentioned by 3% of all residents,

*"Not a very good range of books at Maungaturoto, more for older people and children, none for in-between ages 30+."*

*"Books require an update."*

*"More updated childrens books required."*

*"Books need upgrading and updating in Dargaville."*

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

*"Too crowded, room is too small."*

*"Maungaturoto Library could be bigger."*

*"It's too small, Kaiwaka Library."*

*"Reading room only, two tables, not satisfactory, books jammed in."*

- joined library outside District/a private library at a cost, 1%,

*"We have joined Whangarei Library at a cost."*

*"Have joined the North Shore Library, costs \$100 a year."*

*"Have to pay \$35 to belong to a private library."*

- Mangawhai needs a proper library, 1%.

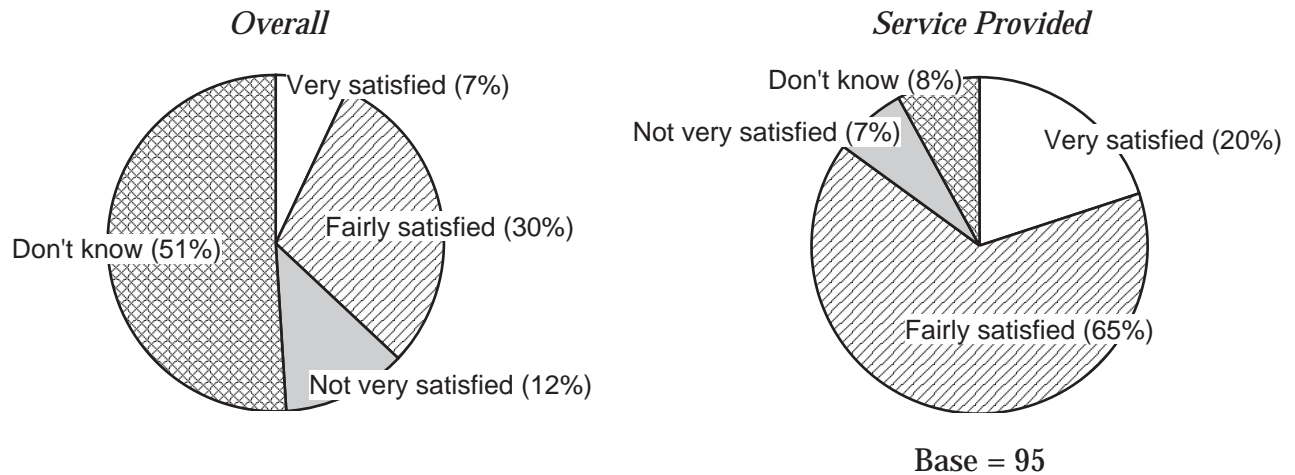
*"Do not have a proper library in the Mangawhai area."*

*"Would like one in Mangawhai, could be combined with a museum."*

\* multiple responses allowed

Recommended Satisfaction Measure For Reporting Purposes:	
Total District	= 75%
Users	= 92%

vi. Wastewater; i.e. The Sewerage System



37% of all residents are satisfied with the wastewater, that is, the District's sewerage system (41% in 2003), while 12% are not very satisfied (17% in 2003).

A large percentage (51%, compared to 42% in 2003) are unable to comment, and this is probably due to 68% of residents not being provided with a sewerage system. Of the 51% unable to comment, 93% are not provided with a sewerage system.

Of those who have this service provided, 85% are satisfied, 7% are not very satisfied (14% in 2003) and 8% are unable to comment.

In terms of those not very satisfied, Kaipara is similar to the Peer Group and National Averages, and 5% below last year's reading.

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

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

### Satisfaction With Wastewater

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<b><u>Overall</u></b>					
Total District 2004	7	30	<b>37</b>	12	51
2003	10	31	<b>41</b>	17	42
2002	13	27	<b>40</b>	13	47
2001	10	29	<b>39</b>	9	52
2000	14	27	<b>41</b>	8	51
Service Provided	20	65	<b>85</b>	7	8
<b><u>Comparison*</u></b>					
Peer Group (Rural)	17	40	<b>57</b>	13	30
National Average	35	43	<b>78</b>	12	10
<b><u>Ward</u></b>					
Central	-	22	<b>22</b>	6	<b>72</b>
Dargaville	15	<b>61</b>	<b>76</b>	7	<b>17</b>
Otamatea	1	16	<b>17</b>	<b>23</b>	60
West Coast	17	19	<b>36</b>	9	55
<b><u>Household Size</u></b>					
1-2 person household	7	<b>35</b>	<b>42</b>	7	51
3+ person household	8	24	<b>32</b>	<b>19</b>	49

% read across

\* Figures are based on readings for the sewerage system

*Reasons They Are Not Very Satisfied*

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

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

*"Looking at Mangawhai, population is growing, need a sewerage system to handle future growth, this is urgent."*

*"Most on septic tanks, no reticulation system."*

*"At Mangawhai the sewerage issue is still not resolved."*

*"I believe Baylys Beach needs its own sewerage system."*

*"We don't have a sewerage system."*

*"Nothing provided in Ruawai."*

- overflows/seepage/flooding,

*"Poor at Tinopai camping ground because of bad sewerage system, thus causing it to be closed."*

*"In Ranfurly Street sewage was leaking into a neighbour's pool."*

*"Because of sewage going into drains."*

- system needs upgrading/maintenance.

*"Methods for processing are not adequate, i.e. freezing works and dairy effluent discharge poor, alternative methods could be used more effectively."*

*"Issuing of permits for housing and farms is increasing the strain on systems, need to keep up with growing population."*

*"Too much stormwater in Maungaturoto sewerage."*

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

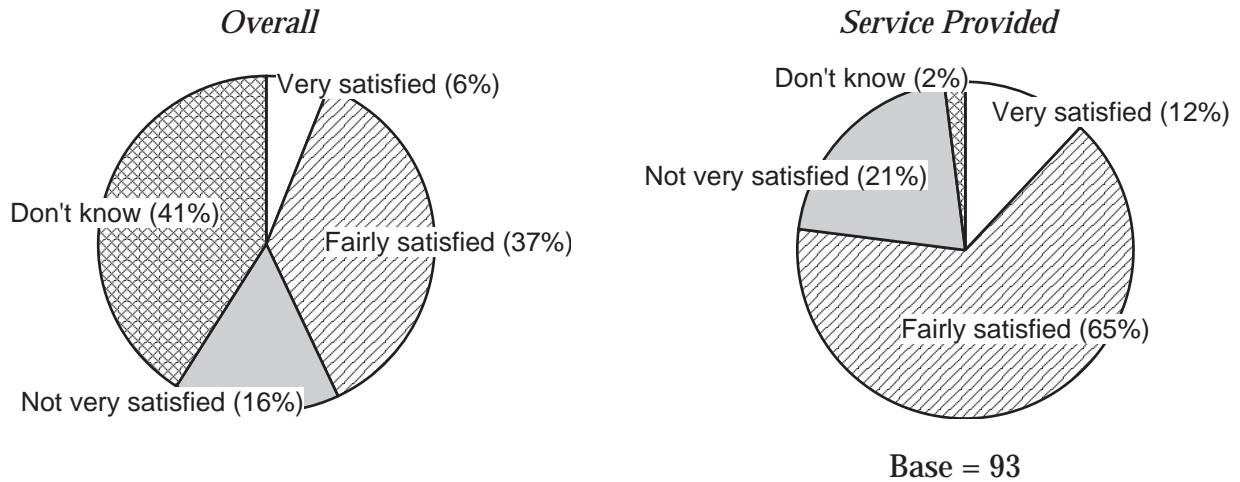
	<b>Total District 2004 %</b>	<b>Ward</b>			
		Central %	Dargaville %	Otamatea %	West Coast %
<u>Percent Who Mention ...</u>					
No sewerage system/need sewerage/ delays with new system	<b>4</b>	1	-	10	4
Overflows/seepage/flooding	<b>2</b>	4	4	1	-
System needs upgrading/maintenance	<b>2</b>	1	-	6	-

\* multiple responses allowed

**Recommended Satisfaction Measure For Reporting Purposes:**

Total District = 37%  
Receivers of Service = 85%

*vii. Stormwater Services*



43% of all residents are satisfied with the stormwater services in the District, with 16% being not very satisfied and 41% being unable to comment (31% in 2003). Of those unable to comment, 98% are not provided with a piped stormwater collection.

Kaipara District is slightly below the Peer Group Average, on par with the National Average, and 7% below last year's reading, in terms of those not very satisfied.

32% of residents receive a piped stormwater collection. Of these, 77% express satisfaction (69% in 2003), while 21% are not very satisfied (27% in 2003).

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 Dargaville Ward residents are slightly more likely to be not very satisfied, than other Ward residents.

Satisfaction With Stormwater Services

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<b><u>Overall</u></b>					
Total District 2004	6	37	<b>43</b>	16	41
2003	9	37	<b>46</b>	23	31
2002	9	40	<b>49</b>	17	34
2001	12	28	<b>40</b>	20	40
2000	14	34	<b>48</b>	23	29
Service Provided	12	65	<b>77</b>	21	2
<b><u>Comparison</u></b>					
Peer Group (Rural)	13	42	<b>55</b>	22	23
National Average	23	46	<b>69</b>	20	11
<b><u>Ward</u></b>					
Central	-	36	<b>36</b>	11	53
Dargaville	9	<b>56</b>	<b>65</b>	25	<b>10</b>
Otamatea	3	29	<b>32</b>	15	53
West Coast	14	22	<b>36</b>	13	51

% read across

### *Reasons They Are Not Very Satisfied*

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

- flooding/surface flooding,

*"Flooding causes lots of problems in Dargaville township. "*

*"Road 2nd Avenue floods. "*

*"Flooding into section, Clean Street, Te Kopuru. "*

*"Te Kopuru, flood past front gate, West Coast Road. "*

*"Floods at the bottom of my drive, Ranfurly Street. "*

*"Hurndill Street, some flooding. "*

*"Excess water in our street, Jervois Street, it's on sections. "*

*"Get flooding down Station Road. "*

*"Liverpool Street, when raining it floods, it comes across from Colville Road. "*

*"When it rains it all comes down over my place, Montgomery Avenue. "*

- poor drainage/inadequate/needs upgrading,

*"Stormwater services lacking in Maungaturoto. "*

*"In heavy downpours the CBD does not drain well. "*

*"Water not draining away, Kauri Street. "*

*"Pipes aren't big enough, River Road collapsed. "*

*"These are inadequate, Baylys Beach. "*

*"Wallace Road Ruawai, drains caving in. "*

*"They are taking too long in upgrading Dargaville. "*

*"We need a culvert at the end of the drive, Oneiri Road. "*

*"Areas around town that don't drain away very well - Selwyn Park - centre of Dargaville. "*

- problems with run-off.

*"Hurndill Street, all stormwater from Main Road runs across our property, roof run-off from houses on Main Road goes across our property. "*

*"All the water runs across our place from off the road, Lorne Street, needs kerbing and channelling. "*

*"Gordon Street and Grey Street, Dargaville - road water runs onto properties, no kerbing and channelling. "*

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

	<b>Total District 2004 %</b>	<b>Ward</b>			
		Central %	Dargaville %	Otamatea %	West Coast %
<u>Percent Who Mention ...</u>					
Flooding/surface flooding	<b>6</b>	5	11	4	1
Poor drainage/inadequate/needs upgrading	<b>4</b>	1	6	5	4
Problems with run-off	<b>2</b>	1	5	1	3

\* multiple responses allowed

**Recommended Satisfaction Measure For Reporting Purposes:**

Total District = 43%

Receivers of Service = 77%

viii. *Public Toilets*



Overall, 66% of residents are satisfied with the District's public toilets (71% in 2003), while 19% are not very satisfied.

15% of residents are unable to comment. Of these, 91% have not used a public toilet in the last 12 months.

The percent not very satisfied is on par with the Peer Group Average and similar to the National Average and the 2003 reading.

69% of households have used a public toilet in the past year, with 76% of these "users" being satisfied and 22% not very satisfied.

Residents more likely to be not very satisfied with public toilets are ...

- West Coast Ward residents,
- residents who live in a three or more person household,
- longer term residents, those residing in the District more than 10 years.

### Satisfaction With Public Toilets

	Very Satisfied %	Fairly Satisfied %	<b>Very/Fairly Satisfied</b> %	Not Very Satisfied %	Don't Know %
<b><u>Overall</u></b>					
Total District 2004	19	47	<b>66</b>	19	15
2003	27	44	<b>71</b>	17	12
2002	27	41	<b>68</b>	21	11
2001	17	45	<b>62</b>	25	13
2000	18	42	<b>60</b>	28	12
Users	24	52	<b>76</b>	22	2
<b><u>Comparison</u></b>					
Peer Group (Rural)	27	41	<b>68</b>	23	9
National Average	21	42	<b>63</b>	21	16
<b><u>Ward</u></b>					
Central	(24)	42	<b>66</b>	17	17
Dargaville	12	46	<b>58</b>	22	20
Otamatea	(28)	54	<b>(82)</b>	8	10
West Coast	13	40	<b>53</b>	(35)	12
<b><u>Household Size</u></b>					
1-2 person household	20	46	<b>66</b>	15	(19)
3+ person household	19	47	<b>66</b>	(24)	10
<b><u>Length of Residence</u></b>					
Lived there 10 years or less	(30)	48	<b>(78)</b>	13	9
Lived there more than 10 years	15	46	<b>61</b>	(22)	(17)

% read across

### *Reasons They Are Not Very Satisfied*

59 residents are not very satisfied with public toilets. There are four main reasons for this ...

- not enough toilets/need more,

*"Not enough, none out West Coast, need more in Dargaville township, if a child needs to go to the toilet you have to go all the way to the other end of town."*

*"There is only one at Mangawhai Heads, need more."*

*"Need more toilets near The Warehouse next to Woolworths."*

*"Not enough in summer time."*

*"Need more toilets."*

*"There should be one at Dalmar Crescent."*

- not up to standard/need upgrading/improving,

*"The toilet needs to be upgraded, Baylys Beach."*

*"Red Hill centenary toilet is a bucket with a little shed over it."*

*"Need improving, Poutu."*

*"Need better toilets at Mangawhai Heads."*

*"Need to be upgraded and more user friendly, toilets next to Town Hall."*

*"Shabby, wharf in Dargaville."*

*"Toilets in RSA park grotty."*

*"Disgraceful, Kai Iwi Lakes, a long drop, inadequate for the volume of visitors."*

*"We have very old toilets in the Tinopai area, we need new ones."*

*"Old one opposite video shop is grotty."*

*"Aranga Beach toilet is only a hole in the ground, well below standard."*

*"One in Victoria Street could be improved."*

- not very clean/disgusting,

*"By rotunda in Dargaville, is disgusting."*

*"Need attending to after lunch, clean in the mornings but very messy by afternoon."*

*"Not very clean, not looked after properly even now, the ones by the boats."*

*"Not cleaned enough."*

*"A mess at times, next to RSA and one down by the band rotunda."*

*"Not satisfactory, suggest a notice in the toilet stating the time of the last cleaning and to include a phone number for contacting if not satisfactory."*

*"Early Monday morning there was blood on the walls, Paranga Street car park."*

*"Dargaville Town Hall and rotunda ones are disgusting."*

- poor/wrong location/inconvenient location.

*"The toilet needs to be taken out because it gets buried in the sand, Baylys Beach."*

*"In the wrong place at Ruawai."*

*"Not private enough, too open to the public, needs to be prettied up a bit, people can see inside."*

*"Too far out of Ruawai, down by the wharf."*

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

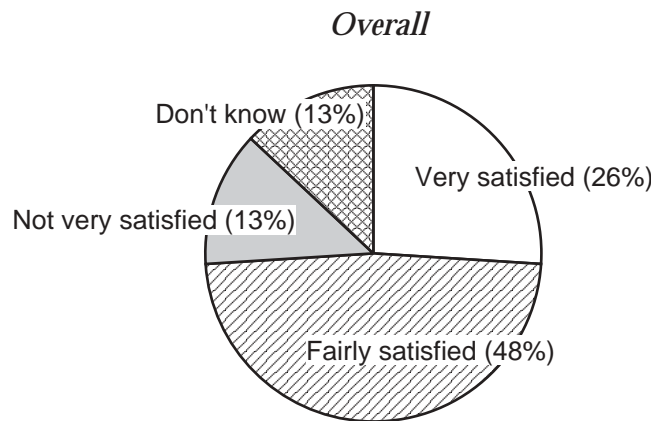
	<b>Total District 2004 %</b>	<b>Ward</b>			
		Central %	Dargaville %	Otamatea %	West Coast %
<u>Percent Who Mention ...</u>					
Not enough toilets/need more	<b>6</b>	5	7	7	5
Not up to standard/need upgrading/improving	<b>6</b>	7	2	3	13
Not very clean/disgusting	<b>5</b>	1	7	-	16
Poor/wrong location/inconvenient location	<b>2</b>	4	1	-	1

\* multiple responses allowed

**Recommended Satisfaction Measure For Reporting Purposes:**

Total District = 66%

Users of Service = 76%

*ix. Street Lighting*

74% of residents are satisfied with street lighting in the District (80% in 2003), including 26% who are very satisfied (32% in 2003), 13% are not very satisfied and 13% are unable to comment.

The percent not very satisfied is slightly below the Peer Group Average, below the National Average and 6% above the 2003 reading.

Residents more likely to be not very satisfied with street lighting are ...

- NZ Maori residents,
- shorter term residents, those residing in the District 10 years or less.

### Satisfaction With Street Lighting

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<b><u>Overall</u></b>					
Total District 2004	26	48	<b>74</b>	13	13
2003	32	48	<b>80</b>	7	13
2002	31	46	<b>77</b>	8	15
2001	32	47	<b>79</b>	10	11
2000	36	40	<b>76</b>	9	15
<b><u>Comparison</u></b>					
Peer Group (Rural)	31	42	<b>73</b>	20	7
National Average	30	47	<b>77</b>	21	2
<b><u>Ward</u></b>					
Central	23	45	<b>68</b>	16	16
Dargaville	31	47	<b>78</b>	16	6
Otamatea	21	50	<b>71</b>	10	19
West Coast	30	50	<b>80</b>	10	10
<b><u>Ethnicity</u></b>					
NZ European	22	(53)	<b>75</b>	11	14
NZ Maori	(46)	22	<b>68</b>	(24)	8
<b><u>Length of Residence</u></b>					
Lived there 10 years or less	22	47	<b>69</b>	(19)	12
Lived there more than 10 years	29	48	<b>77</b>	10	13

% read across

### *Reasons They Are Not Very Satisfied*

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

- need more lights/no lights,

*"Some streets need more lighting, Dargaville."*

*"Not any in Wintle Road."*

*"Only one light at the top of the hill, View Street."*

*"Normanby Road and Hokianga Road need more lighting, there are no lights on these roads."*

*"Corner of SH 12 and Arapohue Road, need some sort of lighting."*

*"Logan Street, there are not enough lights."*

*"Liverpool Street and Colville Road need more lights."*

*"What street lighting? In Kaiwaka we need more."*

*"Main Street needs more street lighting."*

*"Tower Road Mangawhai needs more lighting."*

*"Like to see the underbridge lit up and used more, SH 1, it would let people know the underbridge is there, no one knows now."*

- lights faulty/not working,

*"Packing up in the Main Street."*

*"Within Dargaville CBD there are always some lights not working."*

*"Montgomery Avenue, Hokianga Road and River Road, lights are faulty."*

*"Cranley Street area, lights don't work."*

- poor lighting,

*"Poor in some streets, i.e. dead end streets."*

*"Streets in Dargaville itself are very dark."*

*"Lights changed to orange and they're not bright enough, Parore Street."*

*"Fairly poor, Gordon Street and Grey Street, that part of town."*

*"Very poor lighting in the Mangawhai village area."*

- too bright/overdone.

*"Too bright, spoils the view at night at Kellys Bay."*

*"Put a light right outside my house, I live in the country to get away from street lights."*

*"I find it a nuisance, it destroys my night vision."*

\* multiple responses allowed

Summary Table - Main Reasons\* For Being Not Very Satisfied With Street Lighting

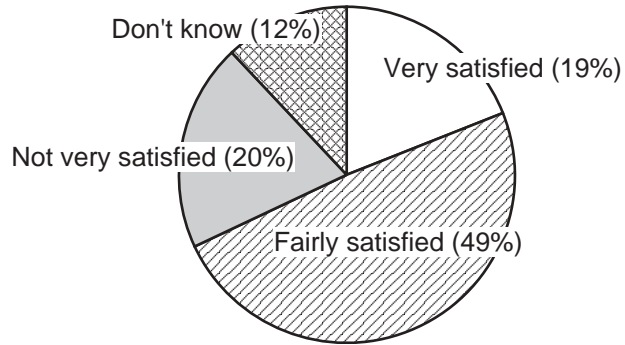
	<b>Total District 2004 %</b>	<b>Ward</b>			
		Central %	Dargaville %	Otamatea %	West Coast %
<u>Percent Who Mention ...</u>					
Need more lights/no lights	<b>6</b>	11	5	7	2
Lights faulty/not working	<b>3</b>	2	7	-	4
Poor lighting	<b>3</b>	2	5	1	4
Too bright/overdone	<b>1</b>	-	-	2	1

\* multiple responses allowed

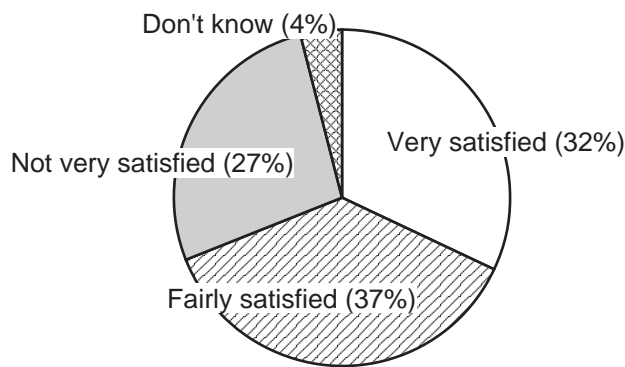
<p><b>Recommended Satisfaction Measure For Reporting Purposes:</b>  <b>Total District = 74%</b></p>
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x. Dog Control

*Overall*

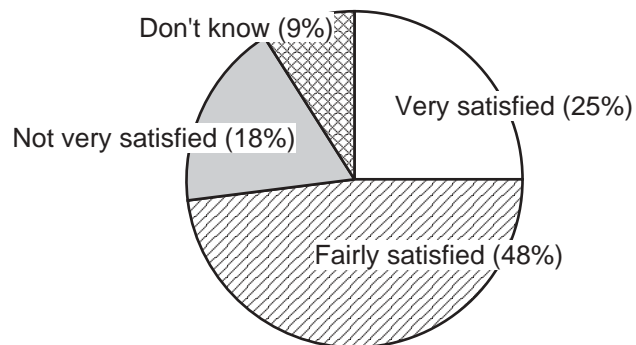


*Contacted Council About Dog Control  
In Last 12 Months*



Base = 56

*Dog Owners*



Base = 153

68% of residents are satisfied with the District's dog control, while 20% are not very satisfied.

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

22% of households have contacted Council in the last twelve months regarding dog control, with 54% of residents identifying themselves as dog owners.

Compared to residents overall, households who have contacted Council are similarly likely to be satisfied (69%) and on par, in terms of being not very satisfied (27%), while dog owners are similarly likely to be satisfied (73%), and similarly likely to be not very satisfied (18%).

There are no notable differences between Wards and socio-economic groups, in terms of those not very satisfied with dog control. However, it appears that NZ European residents are slightly more likely to feel this way, than NZ Maori residents.

Satisfaction With Dog Control

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<b><u>Overall</u></b>					
Total District 2004	19	49	<b>68</b>	20	12
2003	25	45	<b>70</b>	20	10
2002	29	47	<b>76</b>	14	10
2001	29	43	<b>72</b>	17	11
2000	30	44	<b>74</b>	17	9
Contacted Council	32	37	<b>69</b>	27	4
Dog Owners	25	48	<b>73</b>	18	9
<b><u>Comparison</u></b>					
Peer Group (Rural)	24	43	<b>67</b>	25	8
National Average	25	44	<b>69</b>	26	5
<b><u>Ward</u></b>					
Central	21	44	<b>65</b>	16	19
Dargaville	15	50	<b>65</b>	22	13
Otamatea	18	53	<b>71</b>	21	8
West Coast	26	46	<b>72</b>	20	8
<b><u>Ethnicity</u></b>					
NZ European	16	50	<b>66</b>	21	13
NZ Maori	(37)	43	(80)	12	8

% read across

### *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,

*"Wandering dogs in Maungaturoto and outskirts."*

*"Too many stray dogs roaming the streets in the village of Te Kopuru."*

*"Dogs running loose, Montgomery Avenue."*

*"Too many dogs running loose in the whole of Dargaville township."*

*"Heaps of dogs roaming all over the place up on Awakino Road."*

*"I've seen a few loose dogs around, Clanly Street mainly."*

*"Too many roaming loose, Mangawhai Heads, Wintle Road area."*

- no control/more control needed,

*"Need more dog control on the beach at Mangawhai."*

*"Not enough control, there shouldn't be dogs in town."*

*"Dog control needs to be more stringent in Awaroa."*

*"Could be more strict or tougher, Awakino Road."*

*"No such thing as dog control, nobody does anything."*

- Ranger service could improve/poor response to complaints,

*"Should have dog ranger closer than Whangarei."*

*"Have handed to consultants who are an hour away."*

*"Never see rangers at Tokatoka."*

*"Inadequate action by Council regarding dog registration and feral dogs."*

*"No response from dog handler at all to attacks on our dog."*

*"Had rangers out frequently to dogs at Te Kopuru, but problems never solved."*

- danger to other people and other animals.

*"Had dogs worrying sheep."*

*"Dogs not on leads when I walk on the beach jump on me and scratch my legs and make them bleed."*

*"Animals at Aranga have been savaged."*

*"Some block owners have dogs (not typical farm dogs) that stray and cause problems worrying livestock, Valley Road, Kaiwaka."*

*"A roaming dog came and attacked our dog three times."*

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

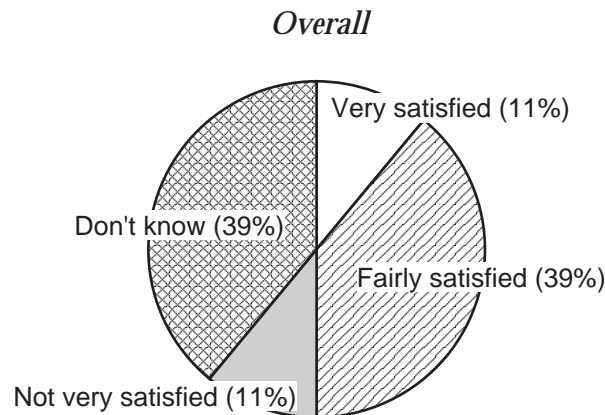
	<b>Total District 2004 %</b>	<b>Ward</b>			
		Central %	Dargaville %	Otamatea %	West Coast %
<u>Percent Who Mention ...</u>					
Too many roaming dogs/uncontrolled dogs	<b>7</b>	4	10	3	12
No control/more control needed	<b>4</b>	-	8	4	5
Ranger service could improve/poor response to complaints	<b>3</b>	6	2	4	1
Danger to other people and other animals	<b>3</b>	4	2	5	1

\* multiple responses allowed

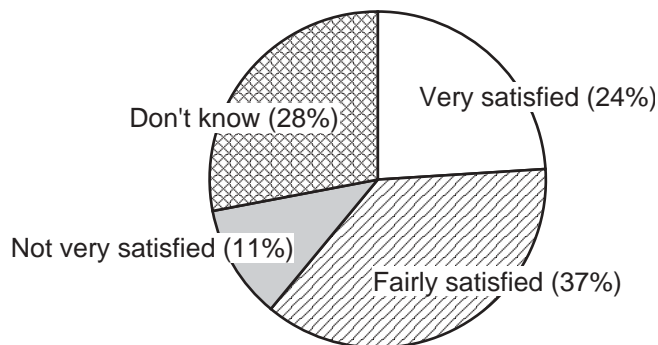
**Recommended Satisfaction Measure For Reporting Purposes:**

Total District	= 68%
Contacted Council about dog control	= 69%
Dog Owners	= 73%

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



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



Base = 82

50% of Kaipara District residents are satisfied with town planning (53% in 2003), with 11% who are not very satisfied.

A notable percentage (39%) are unable to comment, and this is probably due to only 28% of households having used Council's planning, building or inspection services in the last 12 months. Of these "users", 61% are satisfied and 11% are not very satisfied. 80% 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 (11%) is on par with the Peer Group Average, below the National Average and similar to the 2003 reading.

Residents more likely to be not very satisfied with Town Planning are ...

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

### Satisfaction With Town Planning

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<b><u>Overall</u></b>					
Total District 2004	11	39	<b>50</b>	11	39
2003	14	39	<b>53</b>	9	38
2002	12	41	<b>53</b>	7	40
2001	15	33	<b>48</b>	8	44
2000	11	38	<b>49</b>	14	37
Users	24	37	<b>61</b>	11	28
<b><u>Comparison</u></b>					
Peer Group (Rural)	14	50	<b>64</b>	15	21
National Average	10	43	<b>53</b>	22	25
<b><u>Ward</u></b>					
Central	8	29	<b>37</b>	14	49
Dargaville	11	48	<b>59</b>	11	30
Otamatea	11	43	<b>54</b>	11	35
West Coast	18	30	<b>48</b>	7	45
<b><u>Gender</u></b>					
Male	14	45	<b>59</b>	15	26
Female	9	32	<b>41</b>	7	52
<b><u>Household Size</u></b>					
1-2 person household	11	39	<b>50</b>	6	44
3+ person household	12	38	<b>50</b>	16	34

% read across

### *Reasons They Are Not Very Satisfied*

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

- no planning/not enough planning, mentioned by 3% of all residents,

*"No forward thinking for future growth."*

*"Seems higgledy piggledy, not planned."*

*"Doesn't seem to be much town planning happening."*

*"Stuff hasn't been done especially around town."*

*"Strategic Management Plan for a small settlement at Glinks Gully, more planning for future."*

- poor performance/inefficient, 2%,

*"Not happy with the building inspector, gave no information when needed."*

*"No continuity from one group to another, records pathetic as regards drainage etc."*

*"Area has grown too quickly and Council can't cope, not enough experienced staff."*

*"Could do with a make-over."*

- subdivisions/zoning issues, 1%,

*"Too many 10 acre blocks, lifestyle blocks."*

*"Town planning has too much emphasis on residential, should allow more for commercial activities."*

*"The riverside properties should be made residential."*

*"They don't know what they've zoned residential and what's commercial."*

*"Huge amount of improvement needed in subdivision bylaws, just chaos and needs sorting out, get it up to date."*

- poor planning, 1%,

*"More care and attention needs to be paid to detail, Ruawai."*

*"Too much money spent in wrong directions."*

*"After revamp in town centre it's a bit difficult to find parking spaces, Dargaville."*

*"Boats in the middle of town takes up parking places."*

- lack of communication/information, 1%,

*"Don't know a great deal about it, need to be informed."*

*"Consultation about subdivision has to happen."*

*"We are so isolated at Glinks Gully, should consult with various Glinks Gully committees."*

- long winded process/over regulated/bureaucratic, 1%.

*"The forms are gibberish, they could be more user friendly and in everyday language."*

*"Poke their noses in too much."*

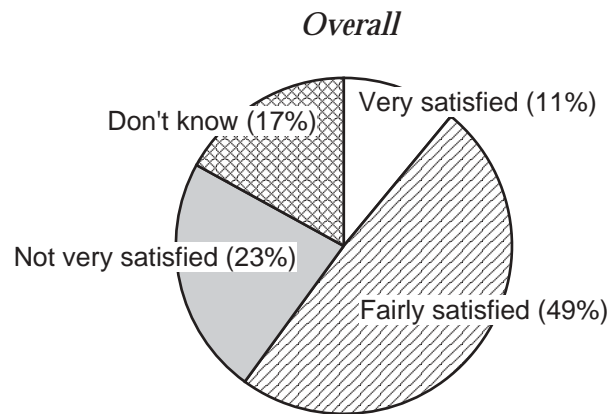
*"Bureaucracy."*

*"Takes too long to get an answer."*

\* multiple responses allowed

Recommended Satisfaction Measure For Reporting Purposes:	
Total District	= 50%
Used Council's Planning, Building or Inspection Services	= 61%

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



60% of residents are satisfied with Council's efforts to attract and expand business in the District, while 23% are not very satisfied. 17% are unable to comment.

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

Residents more likely to be not very satisfied with Council's efforts to attract and expand business in the District are ...

- men,
- residents with an annual household income of \$30,000 to \$50,000.

**Satisfaction With Council's Efforts To Attract & Expand Business In The District**

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<b>Overall<sup>†</sup></b>					
Total District 2004	11	49	<b>60</b>	23	17
2003	15	43	<b>58</b>	24	18
2002	9	47	<b>56</b>	22	22
2001	9	36	<b>45</b>	26	29
<b>Comparison</b>					
Peer Group (Rural)	15	36	<b>51</b>	29	20
National Average	14	38	<b>52</b>	24	24
<b>Ward</b>					
Central	4	46	<b>50</b>	26	24
Dargaville	17	50	<b>67</b>	25	8
Otamatea	7	49	<b>56</b>	19	25
West Coast	14	53	<b>67</b>	21	12
<b>Gender</b>					
Male	10	45	<b>55</b>	<b>28</b>	17
Female	11	<b>53</b>	<b>64</b>	17	19
<b>Household Income</b>					
Less than \$30,000 p.a.	11	52	<b>63</b>	23	14
\$30,000 to \$50,000 p.a.	11	<b>32</b>	<b>43</b>	<b>35</b>	22
More than \$50,000 p.a.	11	<b>66</b>	<b>77</b>	<b>10</b>	13

% read across

<sup>†</sup> not asked in 2000

*Reasons They Are Not Very Satisfied.*

68 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,

*"There is no evidence of this in Ruawai. "*

*"No evidence of Council input, only private operators in evidence. "*

*"More needs to be done in Mangawhai. "*

*"More effort required - Pouto. "*

*"Could do a lot more, especially business-wise. "*

*"Non-existent. "*

*"No input in my area - Maungaturoto. "*

*"Not enough is being done to attract small businesses to Dargaville. "*

- poor Council performance,

*"Living in the past, a bit slow to embrace new issues. "*

*"Think Councillors don't know how or who to attract, they don't know whether they want commercial, industrial or retail services. "*

*"The Council hasn't been pro-active, the town has not progressed at all and neither has tourism. "*

*"Not knowing what they are doing when they zone somewhere residential and then commercial and then residential again and they're trying to close a store. "*

*"Some of the planning hasn't even been started. "*

- need more businesses/specific types of business.

*"Need major industries in Dargaville. "*

*"More diversification into the natural environment, e.g. dairy industry. "*

*"More training areas. "*

*"Need fisheries business. "*

*"Need outside help for the growth of the community - Awaroa. "*

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

	<b>Total District 2004</b> %	<b>Ward</b>			
		Central %	Dargaville %	Otamatea %	West Coast %
<u>Percent Who Mention ...</u>					
No effort being made/could do more	<b>10</b>	8	7	9	17
Poor Council performance	<b>3</b>	4	6	2	1
Need more businesses/specific types of businesses	<b>3</b>	6	4	-	3

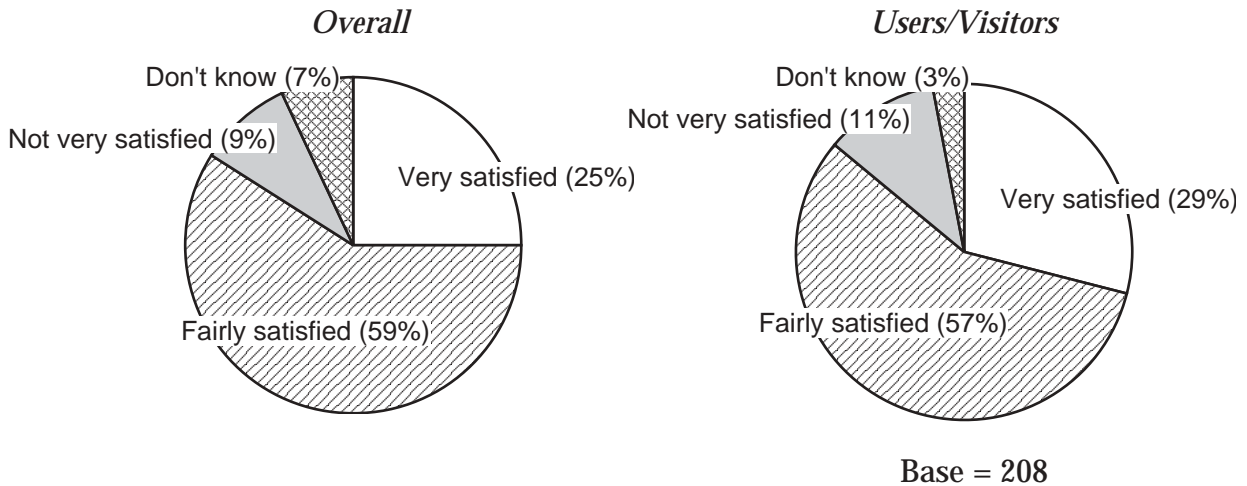
\* multiple responses allowed

Other reasons mentioned by 2% of residents are ...

- shops/businesses closing down/town struggling/no work,
- need improvements to area,
- need more advertising/promotion,
- make it difficult/too much red tape.

<p><b>Recommended Satisfaction Measure For Reporting Purposes:</b> Total District = 60%</p>
---

*xiii. Parks & Reserves*



84% of Kaipara District residents are satisfied with parks and reserves, including 25% who are very satisfied (35% in 2003) and 9% 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.

72% of households have used or visited a park or reserve in the last 12 months. These "users/visitors" are similarly likely to be satisfied (86%), as residents overall, and similarly likely to be not very satisfied (11%).

There are no notable differences between Wards and socio-economic groups, in terms of those not very satisfied with parks and reserves. However, it appears that the following residents are slightly more likely to feel this way ...

- Otamatea Ward residents,
- NZ European residents.

### Satisfaction With Parks & Reserves

	Very Satisfied %	Fairly Satisfied %	<b>Very/Fairly Satisfied</b> %	Not Very Satisfied %	Don't Know %
<b><u>Overall</u></b>					
Total District 2004	25	59	<b>84</b>	9	7
2003	35	48	<b>83</b>	8	9
2002*	22	64	<b>86</b>	7	7
Users/Visitors	29	57	<b>86</b>	11	3
<b><u>Comparison</u></b>					
Peer Group (Rural)	45	44	<b>89</b>	7	4
National Average	53	41	<b>94</b>	4	2
<b><u>Ward</u></b>					
Central	21	71	<b>92</b>	1	7
Dargaville	25	61	<b>86</b>	9	5
Otamatea	28	47	<b>75</b>	18	7
West Coast	24	61	<b>85</b>	4	11
<b><u>Ethnicity</u></b>					
NZ European	23	60	<b>83</b>	10	7
NZ Maori	32	58	<b>90</b>	-	10

% read across

\* asked in a separate parks & reserves survey in 2002 (not asked prior to 2002)

### *Reasons They Are Not Very Satisfied*

27 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,

*"Memorial Park, lots of rubbish in the bush. "*

*"They don't look attractive, Selwyn Park in Dargaville. "*

*"Needs maintenance, the children's playground just behind the kindergarten and football fields. "*

*"More maintenance and tender loving care, Poutu. "*

*"They sometimes are not mowed and edges not done. "*

*"Need to get rid of graffiti. "*

*"Council could be more involved in the Nikau Grove, Mangawhai. "*

*"Kaiwaka rest area is full of rubbish. "*

*"Rubbish bins not cleared enough. "*

- need to improve facilities, 3%,

*"Car parks don't have enough litter bins, Mangawhai Heads Surf Beach. "*

*"Not enough picnic tables and chairs. "*

*"Not enough rubbish bins. "*

*"Very bare, nothing to attract people. "*

*"Security cameras in strategic position, particularly riverside gardens. "*

*"Not enough walkways in the parks for walkers. "*

*"Spend more money on treeplanting, also landscaping needs more spent on it too. "*

*"Reserve at end of Wharf Road needs developing. "*

- not enough areas, 3%,

*"Could be more parks. "*

*"Not enough decent parks and playgrounds for kids. "*

*"Not enough, Browns Road, more rest areas, walking areas, small parks with native trees, need to plan for growth and expansion. "*

*"No areas for children and dogs in view of the growth happening in the area. "*

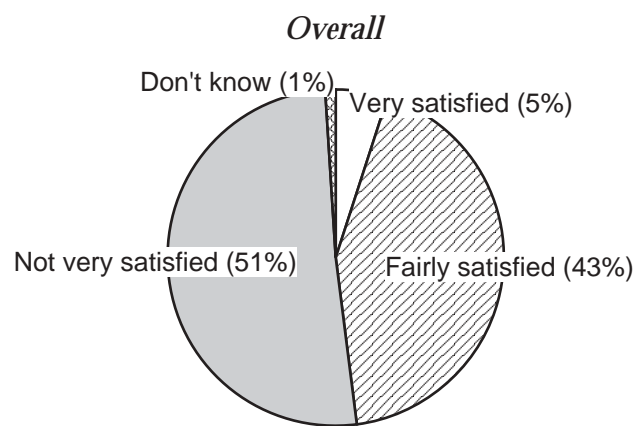
Recommended Satisfaction Measure For Reporting Purposes:		
Total District	=	84%
Users/Visitors	=	86%

## **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*



48% of residents are satisfied with the surface of Council roads (51% in 2003), while 51% are not very satisfied (47% in 2003).

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

- NZ European residents,
- residents with an annual household income of \$30,000 or more,
- non-ratepayers.

### Satisfaction With The Surface Of Council Roads

	Very Satisfied %	Fairly Satisfied %	<b>Very/Fairly Satisfied</b> %	Not Very Satisfied %	Don't Know %
<b><u>Overall*</u></b>					
Total District 2004	5	43	<b>48</b>	51	1
2003	8	43	<b>51</b>	47	2
2002	5	41	<b>46</b>	53	1
2001	8	40	<b>48</b>	49	3
<b><u>Ward</u></b>					
Central	2	41	<b>43</b>	55	2
Dargaville	2	49	<b>51</b>	46	3
Otamatea	7	41	<b>48</b>	51	1
West Coast	7	42	<b>49</b>	51	-
<b><u>Ethnicity</u></b>					
NZ European	4	38	<b>42</b>	56	2
NZ Maori	8	66	<b>74</b>	26	-
<b><u>Household Income</u></b>					
Less than \$30,000 p.a.	4	50	<b>54</b>	44	2
\$30,000 to \$50,000 p.a.	1	43	<b>44</b>	55	1
More than \$50,000 p.a.	8	34	<b>42</b>	57	1
<b><u>Ratepayer?</u></b>					
Ratepayer	5	45	<b>50</b>	49	1
Non-ratepayer	4	34	<b>38</b>	59	3

% read across

\* not asked prior to 2001

### *Reasons They Are Not Very Satisfied*

The 154 residents who are not very satisfied give the following main reasons for feeling this way ...

- potholes/uneven/rough,

*"Potholes on Porritt Street, Ruawai."*

*"Long Road, Ruawai and Tokatoka Hill Road have potholes."*

*"Pouto Road, Norton Street and side roads very rough and potholes."*

*"Roads around Dargaville have potholes."*

*"Lots of potholes Paparoa to Maungaturoto, 70k area is very bad."*

*"Tangawahine Valley Road has big potholes."*

*"Lots of potholes - Paradise Road, Avoca District."*

*"Lots of potholes - Garbalino Road."*

*"Too many potholes - West Coast to Pouto."*

*"Potholes - Omamari and Kaihu roads."*

*"Potholes in areas around Maungaturoto - Bickerstaff, Huarau and Marehemo Roads."*

*"Waimata Road full of potholes."*

*"Potholes - Normby Road and Gladstone Road."*

*"The surfaces are full of potholes - Waihue Road, Araphue Road and Pukehui Road."*

*"Batley to Maungaturoto bad corrugations."*

*"Potholes on side roads - Te Maire Road."*

*"Back road from Mangawhai to Wellsford, back road from Mangawhai to Waipu, lots of potholes, corrugated."*

*"Potholes - Molesworth Drive."*

*"Potholes - Wilkins Road."*

*"Potholes and corrugations - Hakaru Road and Moir Pt Road."*

*"Too many potholes in Kaiwaka area."*

*"Gibbons Road corrugated."*

*"Potholes in Katui Road are bad."*

*"Tutamoe Road full of potholes and corrugation."*

*"Hoanga Road has lots of potholes."*

*"Road to Glinks Gully has potholes."*

*"Potholes - Awakino East Road, Scottys Camp Road."*

*"Waihue Road bumpy, potholes."*

- lack of maintenance/slow to repair,

*"Lack of maintenance north of Dargaville."*  
*"Mamari Beach Road needs more maintenance."*  
*"They need more maintenance - Tokatoka Road."*  
*"Lack of regular maintenance - Omamari and Kaihu Roads."*  
*"Metal roads around Kaihu area need more maintenance."*  
*"Bump in Waihue Road not been fixed."*  
*"Tramline Road and Blong Road - urgent need for maintenance."*  
*"Need a few more repairs - Gladstone Road and Normanby Street."*  
*"Tara Road, Mangawhai - link-up with Brown Road poorly maintained."*  
*"Doctors Hill Road and Gorge Road lacking maintenance."*  
*"Rural roads around Maungaturoto not resurfaced as often as necessary - Bickerstaff, Huarau and Marehemo Roads."*  
*"Not maintained - Pouto."*  
*"Upkeep of metal roads - Rehutahi Road, Scottys Camp Road and Waihue-Avoca Road."*  
*"Road to Glinks Gully need potholes fixed."*  
*"They need to be quicker doing repairs."*  
*"Potholes left too long before repairs - Tangawahine Valley Road."*

- poor condition/need improving/upgrading,

*"Generally metal roads in poor condition in Kaipara District."*  
*"Lots of metal roads in very poor condition in Mangawhai."*  
*"Shocking, dangerous to drive on - Gibbons Road."*  
*"Some old metal roads need upgrading e.g Browns Road is shocking."*  
*"Very poor condition in Tokatoka."*  
*"Room for improvement on country roads."*  
*"Valley Road at Kaiwaka - surface needs attention, entry and exit to bridge severely eroded."*  
*"Tokatoka Road not very good."*  
*"Porrirt Street, Ruawai terrible."*  
*"Hakaru Road and Moir Pt Road leave a lot to be desired."*  
*"Tramline Road and Blong Road are the two worst roads in the District."*  
*"Arapohue Road, Pukehuia Road and Bee Bush Road need strengthening and straightening and lots of limestone for base material."*

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

*"Repairs don't last long."*  
*"Resealing potholes doesn't fix them - Pouto Road, Norton Street and side streets."*  
*"Tarseal repairs on Pouto Road always breaking up."*  
*"Continually worked on but doesn't last, a lot of patching going on."*  
*"Should fix potholes properly the first time instead of filling them in and having to do them again 3 weeks later - Normanby and Gladstone Roads."*  
*"Gibbons Road, Kaiwaka left a mess by contractors."*  
*"Pouto Road North - they keep re-doing it, then patching it up again."*

- roads need sealing/too many unsealed roads,

*"Mamari Beach Road needs to be all sealed."*

*"Woods Road needs to be tarsealed right through."*

*"Te Kowhai Road only partly sealed."*

*"Metal roads need sealing in Dargaville area."*

*"Bickerstaff Road is metal and needs to be sealed."*

*"Some rural roads are not sealed e.g. Golden Stairs Road and Gorge Road in particular."*

*"Pouto Road could do with sealing."*

*"Garbalino Road needs sealing."*

*"Turiwiri West Road - metal, no seal."*

*"Gravel road by Tomarata Rugby Club, needs sealing so more traffic could use it, then able to avoid Wellsford."*

*"Tarseal Tutamoe Road down to Kellys Bay."*

*"Should tarseal Browns Road, waste of money grading all the time."*

*"Road to Redhill cemetery, Dargaville, needs to be tarsealed."*

- lack of metal on roads,

*"Insufficient metal - Omamari and Kaihu Roads."*

*"Not much metal on Te Kowhai Road at times."*

*"Very little metal - Golden Stairs Road and Gorge Road."*

*"Not much metal on Temare Road."*

*"Not enough metal on Shephard Oaks Road."*

*"Pouto Road need more metal."*

*"Doctors Hill Road and Gorge Road lack metal."*

*"Not enough metal on roads in Maungaturoto, turns to mud."*

*"Ruawai Flat - lack of metal on the roads."*

*"Metal not put on unless residents complain - Katui Road."*

*"No gravel on rural roads - area around Maungaturoto - Bickerstaff, Huarau and Marehemo Roads."*

- not graded enough/not graded properly/graded at wrong times.

*"Grader has only been twice in the last year - Valley Road, Kaiwaka."*

*"Wilkins Road never sees a grader."*

*"Omarere Road not graded enough."*

*"Not graded enough in the Matakohe area."*

*"More grading, do more with metal - Waihue Road."*

*"Franklyn-Weymouth Road needs to be graded more."*

*"Some barely see a grader in a year. When they grade them, they need to drop the blade and cut deep, otherwise the corrugations stay."*

*"Shephard Oaks Road not graded enough."*

*"Grader comes at the wrong times - Te Kowhai Road."*

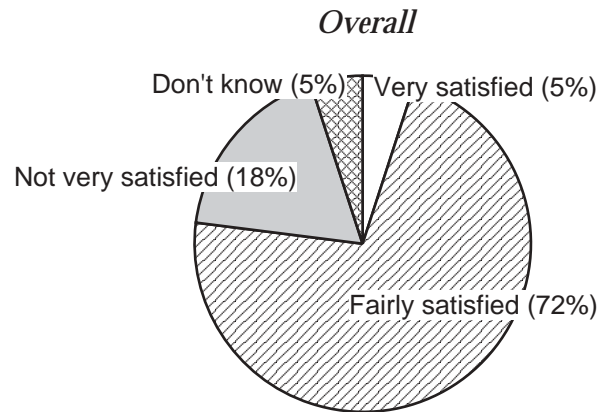
Summary Table -  
Main Reasons\* For Being Not Very Satisfied With The Surface Of Council Roads

	<b>Total District 2004 %</b>	<b>Ward</b>			
		Central %	Dargaville %	Otamatea %	West Coast %
<u>Percent Who Mention ...</u>					
Potholes/uneven/rough	<b>23</b>	26	20	22	25
Lack of maintenance/slow to repair	<b>13</b>	11	14	8	20
Poor condition/need improving/upgrading	<b>10</b>	8	9	17	5
Poor quality of work/repairs don't last/patching	<b>10</b>	10	5	11	14
Roads need sealing/too many unsealed roads	<b>10</b>	11	13	7	8
Lack of metal on roads	<b>6</b>	9	1	6	8
Not graded enough/not graded properly/ graded at wrong times	<b>5</b>	5	3	8	5

\* multiple responses allowed

<p>Recommended Satisfaction Measure For Reporting Purposes:  Total District = 48%</p>
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*ii. The Alignment Of Council Roads*



77% of residents are satisfied with the alignment of Council roads, while 18% are not very satisfied. These readings are on par with the 2003 results.

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

- men,
- residents with an annual household income of \$30,000 or more,
- longer term residents, those residing in the District more than 10 years.

### Satisfaction With The Alignment Of Council Roads

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<b><u>Overall*</u></b>					
Total District 2004	5	72	<b>77</b>	18	5
2003	8	66	<b>74</b>	16	10
2002	8	66	<b>74</b>	19	7
2001	8	64	<b>72</b>	20	8
<b><u>Ward</u></b>					
Central	3	71	<b>74</b>	21	5
Dargaville	4	76	<b>80</b>	12	8
Otamatea	8	67	<b>75</b>	20	5
West Coast	6	74	<b>80</b>	18	2
<b><u>Gender</u></b>					
Male	5	66	<b>71</b>	26	3
Female	6	77	<b>83</b>	10	7
<b><u>Household Income</u></b>					
Less than \$30,000 p.a.	6	76	<b>82</b>	10	8
\$30,000 to \$50,000 p.a.	3	74	<b>77</b>	21	2
More than \$50,000 p.a.	9	63	<b>72</b>	22	6
<b><u>Length of Residence</u></b>					
Lived there 10 years or less	5	80	<b>85</b>	10	5
Lived there more than 10 years	6	68	<b>74</b>	21	5

% read across

\* not asked prior to 2001

*Reasons They Are Not Very Satisfied*

53 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,

*"Some roads are shocking - Tangowahine Road - should get a good contractor and do it in summer."*

*"Gravel roads are shocking - Waimata Road."*

*"Could tidy them up a bit more in Kaiwaka area."*

*"Te Maire, Red Hill area needs more work."*

*"Not enough work being done, some are still in the 1930 state - Monteith Road area."*

*"Need constant maintenance - Dargaville area."*

*"Upgrade road to a better standard."*

- poor alignment/need improving,

*"If you want to see some badly aligned roads come to Mangawhai."*

*"Shocking, not put in the right place - Onewere Road."*

*"Not always good - Simpkin Road."*

*"Alignment not satisfactory in rural areas."*

*"Terrible - Arapohue Road."*

- sharp corners/need straightening/windy roads,

*"Arapohue Road corners."*

*"Too sharp, too many bends - Kaiwaka."*

*"Some bends need taking out, i.e. Lawrence Road."*

*"Causeway at Mangawhai Heads to Moir Pt Road - very dangerous corner."*

*"Corners are a bit tight mainly on Bickerstaff Road."*

*"Bit too windy - back road from Mangawhai to Wellsford and back road from Mangawhai to Waipu need to be straightened."*

- camber is wrong/no camber.

*"Camber is all wrong - Kaiwaka."*

*"Corners have no camber."*

*"Camber too steep on Aranga Coast Road."*

*"Simpkin Road - the metal builds up high and is dangerous on corners."*

*"Tara Road, Mangawhai - have changed the camber and the angle of the corners."*

*"Gibbons Road and Oneriri Road, Kaiwaka - wrong cambers."*

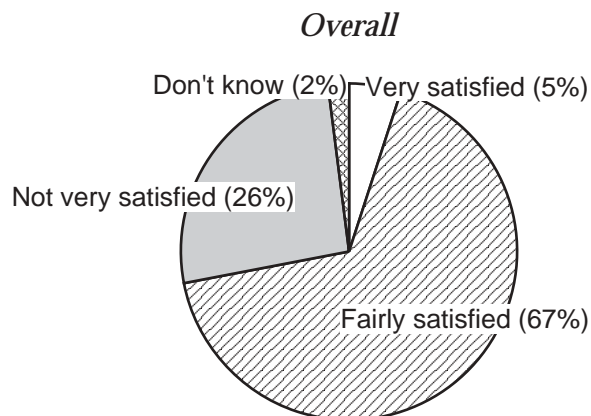
Summary Table -Main Reasons\* For Being Not Very Satisfied With The Alignment Of Council Roads

	<b>Total District 2004 %</b>	<b>Ward</b>			
		Central %	Dargaville %	Otamatea %	West Coast %
<u>Percent Who Mention ...</u>					
Poor condition/surface of roads/ need maintenance/upgrading	<b>5</b>	6	6	3	6
Poor alignment/need improving	<b>5</b>	8	3	5	4
Sharp corners/need straightening/windy roads	<b>4</b>	6	2	6	2
Camber is wrong/no camber	<b>3</b>	6	1	2	1

\* multiple responses allowed

<p>Recommended Satisfaction Measure For Reporting Purposes: Total District = 77%</p>
--

*iii. The Safety Of Council Roads*



72% of residents are satisfied with the safety of Council roads, while 26% are not very satisfied. These readings are similar to last year's results.

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

- all Ward residents, except Dargaville Ward residents,
- NZ European residents,
- ratepayers,
- residents with an annual household income of \$30,000 or more.

### Satisfaction With The Safety Of Council Roads

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<b><u>Overall*</u></b>					
Total District 2004	5	67	<b>72</b>	26	2
2003	13	57	<b>70</b>	26	4
2002	8	57	<b>65</b>	35	-
2001	7	61	<b>68</b>	30	2
<b><u>Ward</u></b>					
Central	3	65	<b>68</b>	29	3
Dargaville	5	80	<b>85</b>	<b>14</b>	1
Otamatea	9	<b>54</b>	<b>63</b>	34	3
West Coast	3	70	<b>73</b>	27	-
<b><u>Ethnicity</u></b>					
NZ European	5	64	<b>69</b>	<b>30</b>	1
NZ Maori	8	<b>80</b>	<b>88</b>	11	1
<b><u>Household Income</u></b>					
Less than \$30,000 p.a.	6	<b>78</b>	<b>84</b>	<b>14</b>	2
\$30,000 to \$50,000 p.a.	3	65	<b>68</b>	31	1
More than \$50,000 p.a.	9	57	<b>66</b>	32	2
<b><u>Ratepayer?</u></b>					
Ratepayer	6	65	<b>71</b>	<b>28</b>	1
Non-ratepayer	1	<b>77</b>	<b>78</b>	18	4

% read across

\* not asked prior to 2001

### *Reasons They Are Not Very Satisfied*

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

The main reasons mentioned are ...

- too many potholes/corrugations/poor surface,

*"Gladstone Road has some big holes."*

*"Potholes and corrugations on rural roads - area around Maungaturoto - Bickerstaff, Huarau and Marehemo Roads."*

*"Paparoa to Ruawai roads have lots of bad dips and bridges have big potholes each side of them."*

*"Gibbons Road, Kaiwaka corrugated."*

*"All rural metal roads are corrugated and terrible to drive on."*

*"Parakoa Road badly corrugated."*

*"Pouto Road surface so bad it is not safe."*

- metal roads/need tarsealing,

*"Insufficient metal on Omamari and Kaihu Roads."*

*"Hoanga Road and Pukehuia Road - in winter it's all mud, dangerous."*

*"Tramline Road, Ruawai - loose metal is a hazard, Pukehuia Road is muddy and slippery."*

*"Huarau Road - school bus route is hazardous - there's no gravel."*

*"Not graded enough - Matakohe area."*

*"Metal on Tramline Road and Blong Road too large."*

*"All bridge approaches are metal roads - were supposed to have been sealed some years ago and they haven't been, there's no safety there."*

*"Mamari Beach Road needs to be all sealed."*

*"Should be a tarsealed strip just before and after each one-way bridge."*

- lack of maintenance,

*"Lack of maintenance on Omamari and Kaihu Roads."*

*"Further out in the country not maintained to safety standards."*

*"Mamari Beach Road needs more maintenance."*

*"Lack of maintenance north of Dargaville."*

*"Upkeep of metal roads - Rehutahi Road, Scottys Camp Road and Waihue Avoca Road."*

*"Urgent need for maintenance on Tramline Road and Blong Road."*

- unsafe roads/accidents,

*"A big concern - Whaka Road."*

*"Omamari and Kaihu Roads unsafe."*

*"Frightened when crossing roads e.g. corner of Logan and River Road, Dargaville."*

*"Tara Road has had lots of accidents since it's been changed."*

*"Lots of accidents up here in Aranga."*

- speeding traffic/speed limits too high.

*"Judder bars - slow traffic down."*

*"Traffic goes too fast past schools - unsafe for children to cross roads."*

*"Speeding through the village - too few 50 kph signs."*

*"Tara Road-Kaiwaka Road intersection speed too high - now 70 kph should be 50 kph."*

*"Speed limits too high on metal roads."*

*"Speed limits are far too high - notices need to be put out on roads to slow traffic, especially where driveways are on bends."*

### Summary Table -

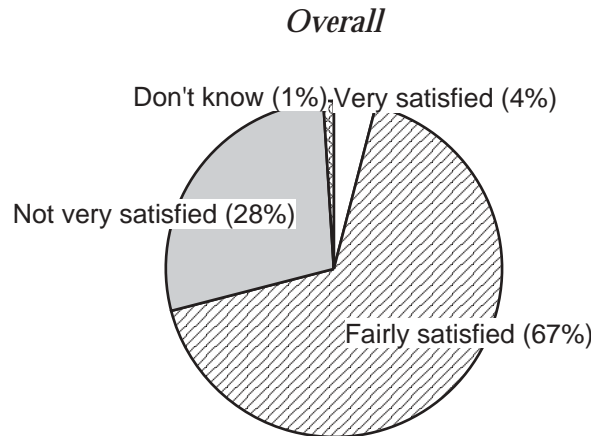
### Main Reasons\* For Being Not Very Satisfied With The Safety Of Council Roads

	Total District 2004 %	Ward			
		Central %	Dargaville %	Otamatea %	West Coast %
<u>Percent Who Mention ...</u>					
Too many potholes/corrugations/poor surface	<b>6</b>	9	3	4	11
Metal roads/need tarsealing	<b>5</b>	5	2	9	4
Lack of maintenance	<b>4</b>	4	3	5	4
Unsafe roads/accidents	<b>4</b>	1	1	7	4
Speeding traffic/speed limits too high	<b>3</b>	5	3	3	1

\* multiple responses allowed

<p>Recommended Satisfaction Measure For Reporting Purposes: Total District = 72%</p>
--

iv. Roads Overall



71% 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 and similar to the National Average and the 2003 reading.

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

- Central and Otamatea Ward residents,
- NZ European residents,
- residents with an annual household income of \$30,000 or more.

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.

### Satisfaction With Roads Overall

	Very Satisfied %	Fairly Satisfied %	<b>Very/Fairly Satisfied</b> %	Not Very Satisfied %	Don't Know %
<b><u>Overall*</u></b>					
Total District 2004	4	67	<b>71</b>	28	1
2003	9	61	<b>70</b>	28	2
2002	6	63	<b>69</b>	31	-
2001	4	69	<b>73</b>	26	1
2000	7	40	<b>47</b>	53	-
<b><u>Comparison</u></b>					
Peer Group (Rural)	15	50	<b>65</b>	35	-
National Average	13	60	<b>73</b>	27	-
<b><u>Ward</u></b>					
Central	2	60	<b>62</b>	(37)	1
Dargaville	1	79	<b>80</b>	18	2
Otamatea	8	61	<b>69</b>	(30)	1
West Coast	3	71	<b>74</b>	26	-
<b><u>Ethnicity</u></b>					
NZ European	3	65	<b>68</b>	(31)	1
NZ Maori	6	(78)	(84)	16	-
<b><u>Household Income</u></b>					
Less than \$30,000 p.a.	2	77	<b>79</b>	18	3
\$30,000 to \$50,000 p.a.	2	68	<b>70</b>	30	-
More than \$50,000 p.a.	7	55	<b>62</b>	37	1

% read across

\* 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.

<p>Recommended Satisfaction Measure For Reporting Purposes: Total District = 71%</p>
--

**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.

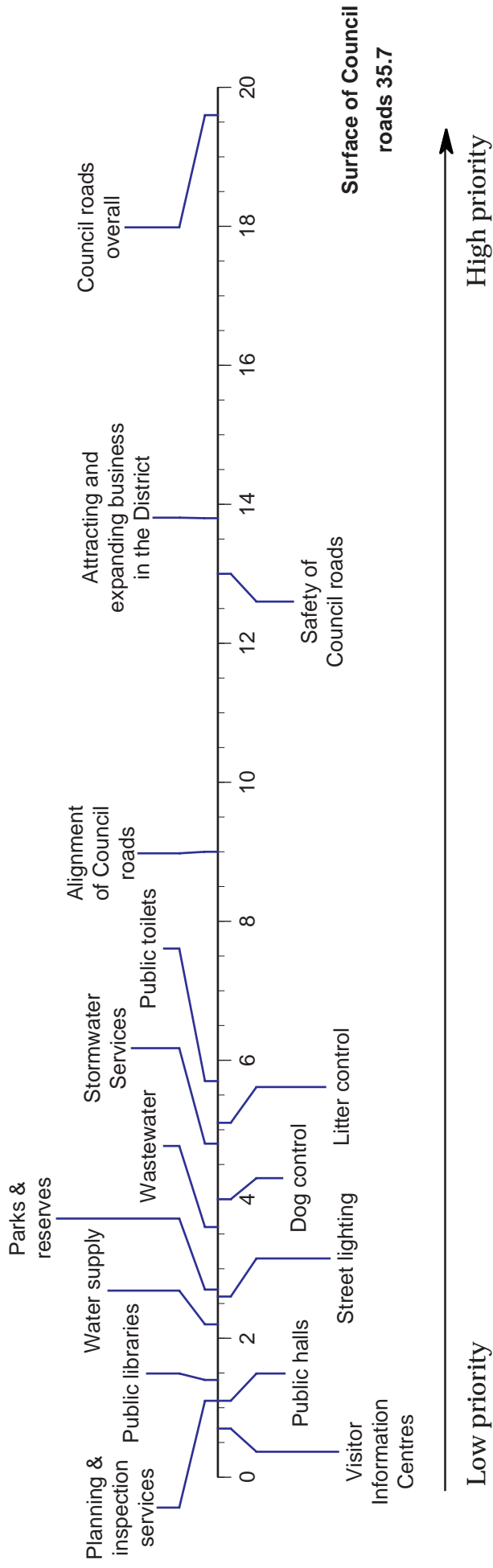
Summary Table - Spend Emphasis For Services/Facilities

	More %	About the Same %	Less %	Don't Know %
<u>Percent Who Mention ...</u>				
The surface of the Council roads	68	30	1	1
Roads overall	66	33	-	1
Attracting & expanding business in the District	59	34	2	5
The safety of Council roads	53	45	-	2
The alignment of Council roads	44	53	-	3
Public toilets	31	61	1	7
Parks & reserves	27	68	1	4
Litter control	25	71	1	3
Dog control	25	64	4	7
Stormwater services	24	53	-	23
Wastewater	23	51	1	25
Public libraries	19	73	1	7
Street lighting	19	72	5	4
Water supply	17	57	-	26
Visitor Information Centres	14	75	1	10
Public halls	14	74	6	6
Planning and inspection services	12	65	3	20

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

	<b>Total District 2004</b> %	<b>Ward</b>			
		Central %	Dargaville %	Otamatea %	West Coast %
<u>Percent Who Mention ...</u>					
The surface of Council roads	<b>68</b>	78	62	63	71
Roads overall	<b>66</b>	73	57	65	68
Attracting and expanding business in the District	<b>59</b>	61	53	56	67
The safety of Council roads	<b>53</b>	60	45	56	52
The alignment of Council roads	<b>44</b>	48	32	46	51

**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, Council roads overall, attracting and expanding business in the District, and the safety of Council roads are the top priorities for Council in terms of spend, with Visitor Information Centres, public halls, planning and inspection services and public libraries 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**

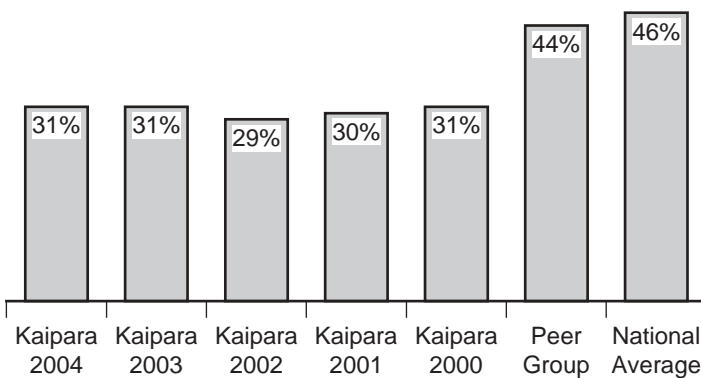
Overall, 31% of Kaipara District residents have in mind a recent Council action, decision or management they approve of. This is below the Peer Group and National Averages, but similar to the 2003 reading.

Residents more likely to have in mind a recent Council action, decision or management they approve of are ...

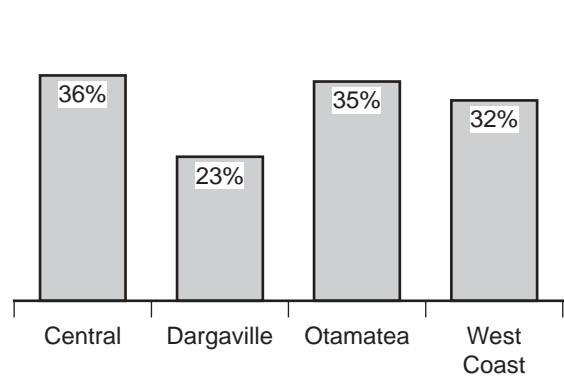
- women,
- ratepayers,
- residents aged 18 to 59 years.

It appears that Dargaville Ward residents are slightly less likely, than other Ward residents, to have in mind a recent Council action, decision or management they approve of.

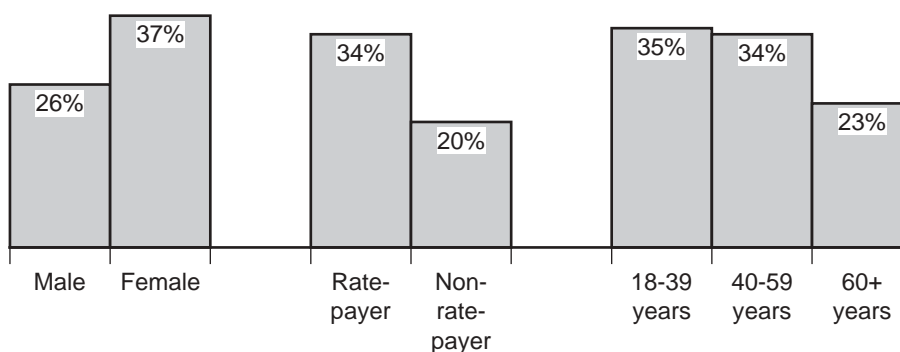
*Percent Approving - Comparison*



*Percent Approving - By Ward*



*Percent Approving - Comparing Different Types Of Residents*



*Actions/Decisions/Management Approve Of*

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

- gardens/parks and reserves/beautification,

*"Opening the gardens in Dargaville, makes the area more attractive to new people."*

*"Beautifying of the Maungaturoto park, looks good."*

*"Garden out the back of Woolworths, looks good."*

*"Beautification of the foreshore in the CBD of Dargaville, looks good."*

*"Community garden riverside park thing, where family or community can enjoy it."*

*"The new park/garden by Woolworths, lovely to walk through, ideal for children, unlike the park behind the Ruawai Rugby Club."*

*"Park and gardens opened up in Dargaville, good for tourism, town is now more interesting."*

*"The public gardens, they've done an excellent job of them."*

*"The parks, they have improved them so much, I take my grandchildren there and it's a pleasure."*

- promote area/encourage tourism,

*"Attracting tourists which is great for the whole of the Kaipara."*

*"Push that is being made to publicise the Kaipara, a definite improvement, notice more people in the area and an improvement in house prices."*

*"The Information Centre is good, lets us know what's happening in Northland."*

*"The Information Centre, the previous one was an eyesore, much improved now."*

*"Kaipara logo, promotes the area."*

*"Promotion of Dargaville."*

- other specified services and facilities,

*"Recycling, most appropriate for the environment."*

*"Carpark upgraded."*

*"Toilets in the village, never toilets there before."*

*"Street lighting is great, they have improved the street lighting recently and it's great."*

*"Street signs, they replaced them."*

*"The proposed swimming pool in Dargaville, I am involved a lot with the pool and feel it is in need of upgrading and it is a necessary facility in the town."*

- the wharf/jetty,

*"The Dargaville wharf and covered walkway, it improves things for the people and tourists."*

*"The new town wharf, it's quite stylish, it looks good and will be great when it is finished."*

*"Wharf at Hokianga Road, an asset, gives access to the river."*

*"The new wharf, they've done an excellent job of it."*

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

*"New Mayor's changing Council staff to be more customer focused, trying to listen to the ratepayers and action ideas put forward."*

*"Counter staff at Council office Kaiwaka, their customer relations are excellent."*

*"My son was chased by a dog when we went running, we phoned up and the guy came as soon as he could, promptly, and it was sorted out."*

*"Regarding a noise problem, was dealt with promptly and satisfactorily after contacting the noise people, no further noise."*

*"The help from the planning service department, because the job was done efficiently and now the shed is up."*

*"The Mayor, he always attends any function throughout the District."*

*"They are very aware of the community, approachable, they listen to people's concerns."*

- good consultation/keep us informed,

*"Consultation regarding upgrading the town area, took residents' opinions into consideration."*

*"Do like the information in with the rates notices about upcoming elections etc, the Mayor's newsletter, keeps me up to date."*

*"Consulting with the people, like their discussions about roads and footpaths etc."*

*"Appear to consult with the public, makes them appear to be more honest."*

*"Newsletter, gives access to Councillors."*

- encourage business/create employment,

*"Putting more into the District for development, it's good for Te Kopuru."*

*"Doing a lot to improve business in Ruawai."*

*"Opening The Warehouse in Dargaville, presume the Council encouraged this, good range and affordability of products."*

- improved roading,

*"New road in my town Te Kopuru, it was a mess before."*

*"King Road was sealed, excellent to finally have a road I use tarsealed."*

*"They did the roads beautifully, Murray Hill - Batley Road, they did a beautiful job."*

*"The roading is kept well, it's good, potholes are fixed, it's a large area."*

- upgrading/improving the town.

*"Upgrading town."*

*"Improving the image of the town, looks better and attracts people."*

*"Trying to improve and upgrade the township in Pouto area, helps to keep the young people in the area."*

*"Work done in the main street, Victoria Street, made the town look more presentable to visitors."*

Summary Table - Main Actions/Decisions /Management Approve Of

	<b>Total District 2004 %</b>	<b>Ward</b>			
		Central %	Dargaville %	Otamatea %	West Coast %
<u>Percent Who Mention ...</u>					
Gardens/parks and reserves/beautification	<b>11</b>	20	8	5	10
Promote area/encourage tourism	<b>3</b>	4	-	6	3
Other specified services and facilities	<b>2</b>	-	1	5	2
The wharf/jetty	<b>2</b>	-	4	-	5
Do a good job/good service from staff/Mayor does a good job	<b>2</b>	2	1	4	1
Good consultation/keep us informed†	<b>2</b>	2	1	3	1
Encourage business/create employment	<b>2</b>	3	-	3	2
Improved roading	<b>2</b>	2	-	2	3
Upgrading/improving the town	<b>2</b>	1	2	-	5

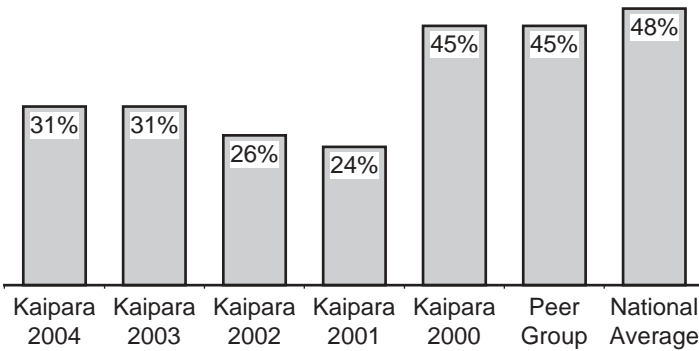
† 1% of residents mention "lack of consultation/information/don't listen" as an action/decision/  
management they disapprove of

**b. Recent Actions, Decisions or Management Disapprove Of**

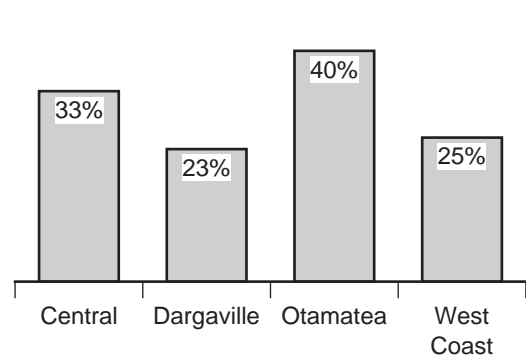
Overall, 31% of Kaipara District residents have in mind a recent Council action, decision or management they disapprove of. This is below both the Peer Group and National Averages, but similar to the 2003 reading.

Ratepayers are more likely to disapprove of a recent Council action, decision or management, than non-ratepayers.

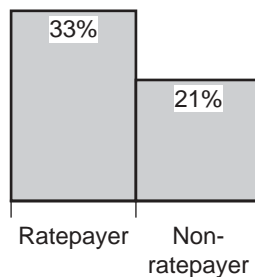
*Percent Disapproving - Comparison*



*Percent Disapproving - By Ward*



*Percent Disapproving - Comparing Different Types Of Residents*



## *Actions/Decisions/Management Disapprove Of*

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

- roading issues,

*"Lime on roads, took too long over Poutu Road resealing."*

*"Baylys Beach intersection, didn't need to be widened, waste of funds."*

*"Bulldozing dirt away, taking away my land for a two-way street for the school."*

*"The Council don't check the quality of the work of roading contractors, the road surfaces don't last very long."*

*"Patching roads isn't great, not completing the roads and footpaths on Herndale Road."*

*"The way they focus on which roads they do up, there's a huge void here in the standard of roading, believe roads made for tourists, really not for us locals, our rural roads are shocking."*

*"Petition on a section of road - will they do anything about it?"*

*"North Avenue in Mangawhai Heads, need to finish repairs, unsightly mess at the moment."*

*"Spending money to tarseal outside a Marae, it's dangerous and a waste of ratepayers' money."*

- subdivisions/land development issues,

*"Issuing of too many permits and subdividing farm areas, not good for the environment."*

*"In the area of land development, very few on the Council with expertise in the area of subdivisions etc."*

*"All the subdivision in Mangawhai, puts too much strain on facilities and services."*

*"When some of the big farms are subdivided the public need more input, not enough public say on subdivisions close to the harbour, a precious resource that needs to be cared for."*

*"Not allowing subdivision on Echo, they are penalising us for something that was not a right decision in the beginning."*

*"Titles have not been issued, it's been over two years, fifteen properties are waiting for their titles."*

*"Regarding subdivisions, not happy about interest being paid on the reserve contribution as bond that's placed on the title."*

- improve performance/service,

*"Disapprove of a person who can't write a business letter properly. I feel as a letter writer representing the Council, the grammar is poor and disjointed."*

*"In-house bickering, not over public issues, unnecessary."*

*"Could have handled the Mangawhai fire party better, I believe it was done in a poor way."*

*"Poor dog control, no action when needed, many roaming, savage dogs."*

*"Forget the warm fuzzies, get on with basics in the District."*

*"Digger cleaner through front canal, made a huge mess, should have been done in summer, killed some cattle from bugs."*

*"Giving the responsibility of caretaking of the pensioner flats to contractors and the excessive rent that is charged, I feel this is Council's responsibility, you can rent a pensioner flat in Whangarei for \$30 less."*

*"Handling of the Information Centre, their approach to taking it over."*

*"Handling of neighbours land, lack of support to land owners on a problem that was Council's fault, the Council would not come to an agreement or acknowledge their involvement in the issue."*

- sewerage issues,

*"The sewerage scheme, water lies in stratas and becomes polluted, need a sewerage scheme soon."*

*"The Mangawhai sewerage, there is no confirmation or settlement about what is happening, residents are quite concerned about how it will affect them."*

*"Not enough information regarding sewerage, need to know how much it will cost."*

*"High cost of sewerage system at the top of Gorge Road, having residents pay so much for it is not on."*

*"Get moving on the sewerage, lots of new housing and building being done and current facilities can't cope."*

*"Sewerage, subdividers should help meet costs."*

*"Duck shoved the whole Mangawhai sewerage issue."*

- rubbish/recycling/dump issues,

*"Inorganic collection, it was stopped."*

*"The price increase for rubbish collection, feel there should be a rubbish dump at Dargaville instead of taking it all to Whangarei, it wouldn't be so costly."*

*"We would like a rubbish collection at Oneriri Road, we don't have a rubbish collection."*

*"Lack of progress with recycling, would like to see a proper set up for waste, sectioned areas for different things instead of being dumped in together, employ someone to sort and section areas."*

*"Used cars not collected (wrecks), contract not renewed, old cars are just being dumped anywhere, not a nice sight."*

*"Dumping of rubbish on main roads."*

- wasting ratepayers' money,

*"Recently there was an article in the local paper regarding reckless spending, I'd like to see this cleared up."*

*"More money put into studying a project instead of doing it, just not cost effective."*

*"Disapprove of the number of temporary staff used in Council offices and the amount of time spent on staff training, not necessary for any organisation to spend that much money and time on staff training."*

*"Northern Wairoa River beautification, money could be better spent elsewhere."*

*"Kaipara Development Agency, money could have been spent better, promoting outside area instead of in area."*

*"Money spent on renaming town, rather see money spent on upgrading the town."*

*"If you ring up Council office the girl wants to know everything before you get through to the main Council staff. It is a waste of time and there are too many staff with not enough to do."*

- handling of Kaihu River Scheme,

*"Handling of the Kaihu River Control, not doing the maintenance on the river properly."*

*"Kaihu River Drainage Scheme, very slow progress."*

*"Kaihu River regarding flooding, no plan of attack, flooding is getting worse."*

*"They seem to be only maintaining and improving the Kaihu River at the Dargaville end, instead of right through. The Council says it is Regional Council domain - when it floods, the water backs up right to Kaihu."*

- environmental issues,

*"They should have sabotaged the people taking the sand, it's the long term problem."*

*"Rice grass control, it is at the northern entrance to the town outside our property, the roading people just dump it there and it spreads everywhere, it needs to be cleaned up."*

*"Need to clean out the mangroves, they're taking over everything and they smell."*

*"Aerial spraying of pesticides, ratepayers are up against arrangements for this scheme."*

- flood bank/stopbank issues,

*"They want to put a high flood bank behind sections and it will devalue the land and no compensation for it, can't see the advantage of where they want to put it, money could be spent elsewhere for better things, Cross Beach Road, off Day Street."*

*"Flood bank in Day Street area, haven't listened to the business people in regards to it."*

*"Council shouldn't intervene when a farmer has built his own stopbanks, an independent intermediary was called in to solve this issue between Council and a farmer."*

*"Damaged bank so much along River Road, made a mess."*

- GE issue.

*"Anti GE stance, didn't agree with it."*

*"Disagree with Council regarding GE, covers a vast field, should be examined on its merits."*

*"Mayor needs to be much more pro-active against GE issues, need to stand in own right and follow Whangarei."*

#### Summary Table - Main Actions/Decisions/Management Disapprove Of

	Total District 2004 %	Ward			
		Central %	Dargaville %	Otamatea %	West Coast %
<u>Percent Who Mention ...</u>					
Roading issues <sup>†</sup>	4	7	2	6	2
Subdivisions/land development issues	4	-	2	12	-
Improve performance/service*	4	7	1	4	4
Sewerage issues <sup>††</sup>	3	-	-	11	-
Rubbish/recycling/dump issues	2	4	3	1	-
Wasting ratepayers' money	2	4	2	1	1
Handling of Kaihu River Scheme	2	1	1	-	6
Environmental issues	2	1	-	4	-
Flood bank/stopbank issues	2	-	5	-	1
GE issue**	2	1	-	1	5

<sup>†</sup> 2% of residents mention "improved roading" as an action/decision/management they approve of.

\* 2% of residents mention "do a good job/good service from staff/Mayor does good job" as an action/decision/management they approve of.

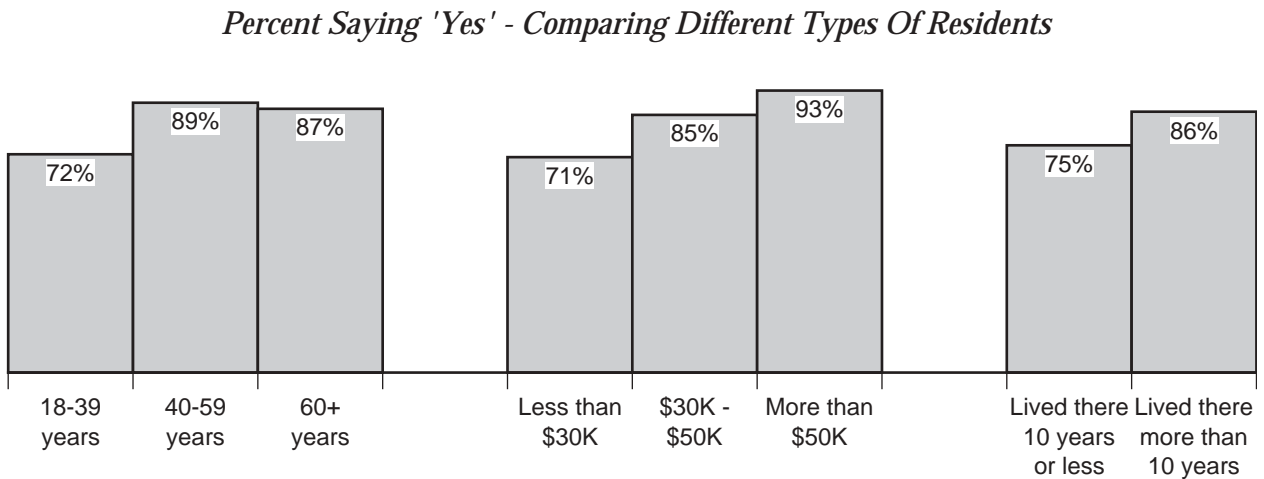
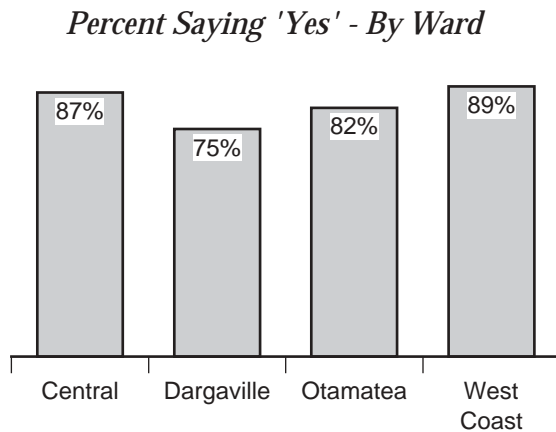
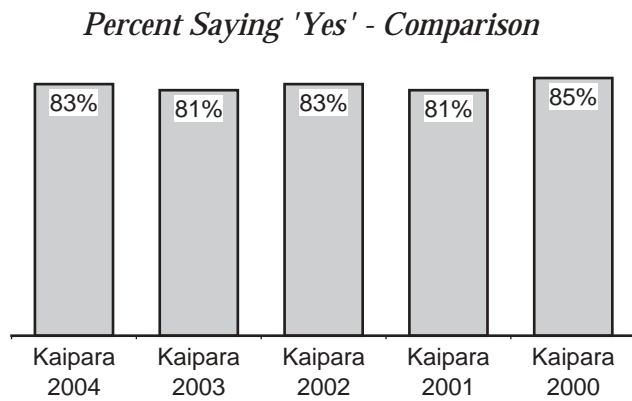
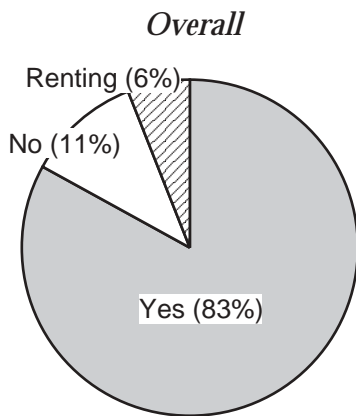
<sup>††</sup> 1% of residents mention "sewerage/wastewater" as an action/decision/management they approve of.

\*\* 1% of residents mention "stance on GE" as an action/decision management they approve of.



### **3. Ratepayers**

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



83% of residents identify themselves as ratepayers (81% in 2003).

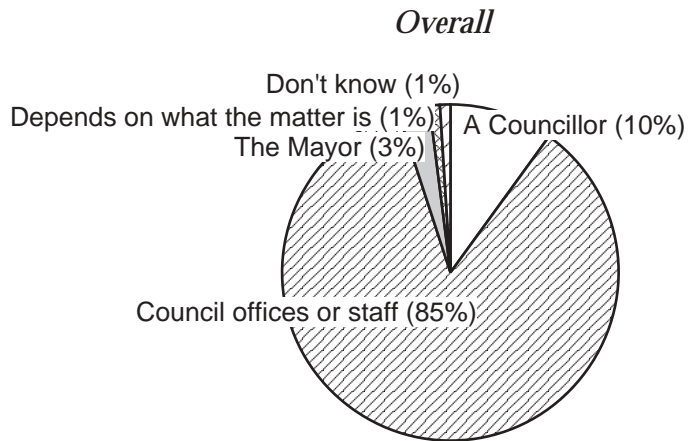
Residents more likely to be ratepayers are ...

- residents aged 40 years or over,
- residents with an annual household income of \$30,000 or more,
- longer term residents, those residing in the District more than 10 years.



#### **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 2004 %	Total District 2003 %	Ward			
			Central %	Dargaville %	Otamatea %	West Coast %
<u>Percent Who Mention ...</u>						
The Council offices or staff	<b>85</b>	76	69	90	89	89
A Councillor	<b>10</b>	13	24	5	8	5
The Mayor	<b>3</b>	6	5	3	1	4
Depends on what the matter is	<b>1</b>	2	1	1	1	-
Don't know	<b>1</b>	3	1	1	1	2
<b>Total</b>	<b>100</b>	100	100	100	100	100

85% of residents would contact the Council offices or staff first if they had a matter to raise with Council (76% in 2003), followed by a Councillor (10%) and then the Mayor (3%).

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

- all Ward residents, except Central Ward residents,
- residents aged 18 to 39 years.

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

*"GE issue, when he/she needs to vote on it."*

*"Local matters."*

#### Contact The Offices

*"Noise control."*

*"Mundane matters."*

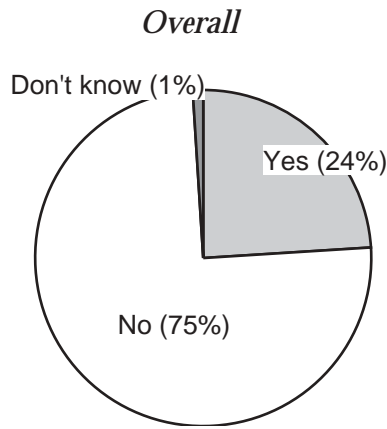
*"Rates and workings on roads."*

#### Contact The Mayor

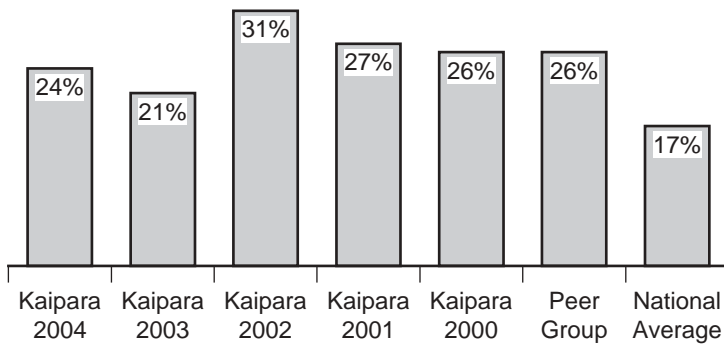
*"Viability of disabled parking for example."*

*"Policy problems."*

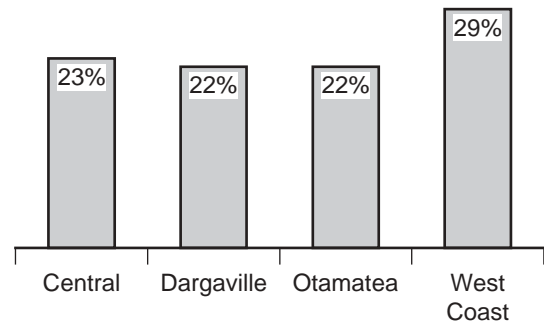
**b. Have Residents Contacted A Councillor Or The Mayor By Phone, In Person, In Writing Or By Email In The Last 12 Months?**



*Percent Saying 'Yes' - Comparison\**

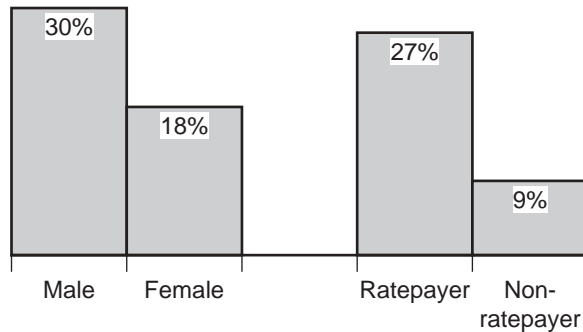


*Percent Saying 'Yes' - By Ward*



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

*Percent Saying 'Yes' - Comparing Different Types Of Residents*



24% of Kaipara residents have contacted a Councillor or the Mayor by phone, in person, in writing or by email in the last 12 months (21% in 2003).

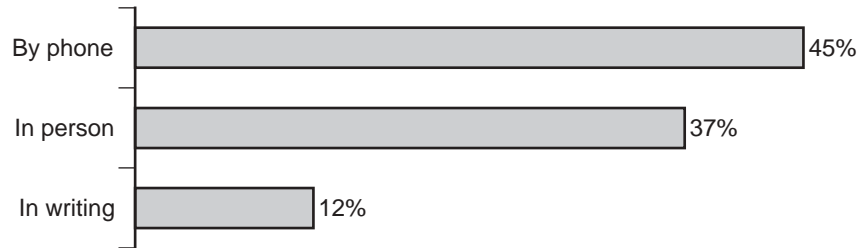
This is similar to the Peer Group Average, slightly above the National Average and on par with last year's reading.

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

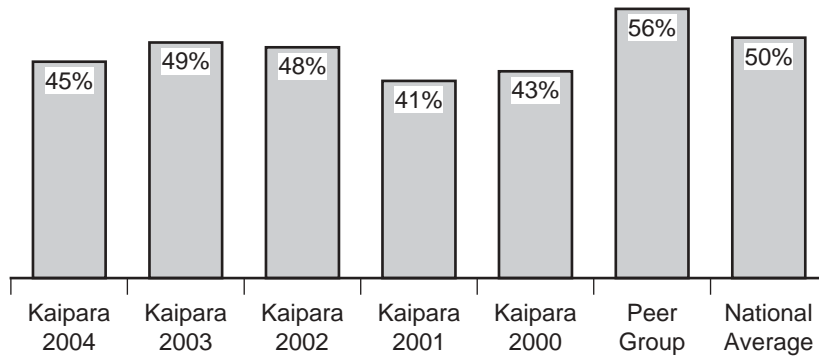
- men,
- ratepayers.

**c. Levels Of Contact**

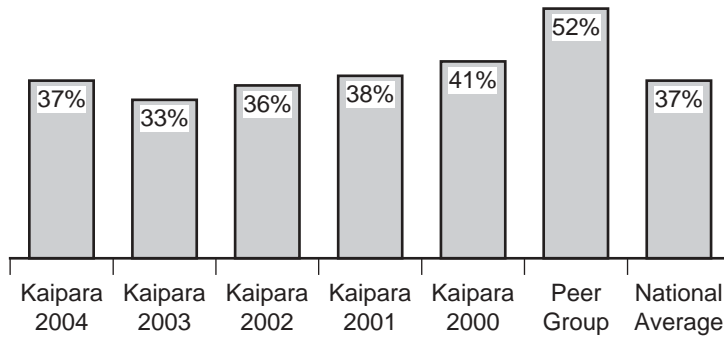
*2004 - Yes, Have Contacted Council Offices ...*



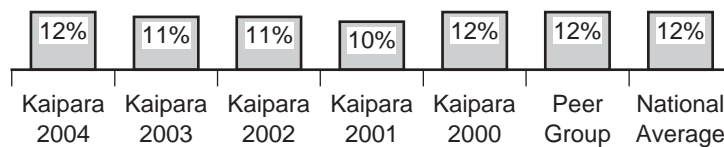
*Percent Saying 'Yes - By Phone' - Comparison*



*Percent Saying 'Yes - In Person' - Comparison*



*Percent Saying 'Yes - In Writing' - Comparison*



45% of residents have contacted Council offices by phone in the last year (49% in 2003), while 37% visited a Council office in person (33% in 2003) and 12% contacted Council in writing.

Residents are less likely than Peer Group residents, and on par with residents nationwide, to have contacted Council by phone.

Kaipara residents are similar to 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 ...

- men,
- ratepayers,
- shorter term residents, those residing in the District 10 years or less.

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

- residents aged 18 to 40 years,
- shorter term residents, those residing in the District 10 years or less.

There are no notable differences between Wards and socio-economic groups in terms of those who say they have contacted Council in writing.

**d. Satisfaction When Contacting The Council Offices By Phone**

78% of residents contacting the Council Offices by phone in the last 12 months are satisfied, including 32% who are very satisfied, while 21% are not very satisfied.

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

There are no notable differences between Wards and socio-economic groups in terms of those residents who are not very satisfied when contacting the Council offices by phone.

However, it appears that longer term residents, those residing in the District more than 10 years are slightly more likely to feel this way, than shorter term residents.

Satisfaction When Contacting Council Office By Phone

	Very Satisfied %	Fairly Satisfied %	<b>Very/Fairly Satisfied</b> %	Not Very Satisfied %	Don't Know %
<b><u>Overall</u></b>					
Contacted Council By Phone 2004	32	46	<b>78</b>	21	1
2003	32	49	<b>81</b>	18	1
2002	36	43	<b>79</b>	21	-
2001	38	48	<b>86</b>	13	1
2000	41	44	<b>85</b>	14	1
<b><u>Comparison</u></b>					
Peer Group (Rural)	44	38	<b>82</b>	18	-
National Average	42	39	<b>81</b>	19	-
<b><u>Ward</u></b>					
Central	24	65	<b>89</b>	11	-
Dargaville	26	36	<b>62</b>	38	-
Otamatea	45	36	<b>81</b>	18	1
West Coast*	26	60	<b>86</b>	14	-
<b><u>Length of Residence</u></b>					
Lived there 10 years or less	42	43	<b>85</b>	15	-
Lived there more than 10 years	27	48	<b>75</b>	25	-

% read across

\* caution: small base

### *Reasons They Are Not Very Satisfied*

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

- poor/inefficient service, mentioned by 9% of residents contacting Council by phone (12 respondents),

*"Phoned about water meter reading, told I have to personally see someone."*

*"Very difficult to get the right person to talk to, keep shuffling from one person to the next."*

*"I phoned with an enquiry and they did not call back as promised."*

*"The after hours 0800 number is hopeless and a waste of money, I have rung with no success (during office hours I'm satisfied)."*

*"Rates demand, late payment, they lost my cheque and charged me for late payment."*

*"Wanted someone who could deal with roads, the person on the help desk said they could and then they couldn't."*

*"Passed the buck, e.g. cutting down mangroves and fell into river interfering with boats etc."*

- slow to act/lack of action, 7% (9 respondents),

*"Still waiting for work to be done on road as requested."*

*"Footpath under water, it has not been fixed."*

*"Installed pipe on property development and diverted water from Pearl Street into my property, took over 12 months for any action of any sort."*

*"Nothing at all was done regarding the roading, Matakahe East Road."*

*"No action taken on my complaint, blocked drains on Avoca West Road."*

*"Issue asked about wasn't dealt with, was unhappy about other houses being relocated next to their property."*

- unsatisfactory outcome/problem not solved, 5% (7 respondents).

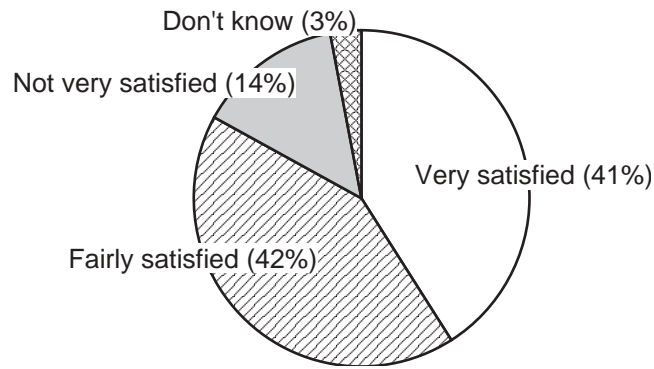
*"Won't do anything."*

*"Drainage not satisfactory, no joy with phone contact."*

*"Regarding the bad drainage we had, wanted permission but was refused."*

*"Have received no results as yet, made call a month ago, same request a week ago, still no results."*

**e. Satisfaction When Contacting The Council Offices In Person**



Base = 108

83% of residents contacting a Council office in person in the last 12 months are satisfied (88% in 2003), including 41% who are very satisfied (32% in 2003). 14% are not very satisfied.

The percent not very satisfied is similar to the Peer Group and National Averages and the 2003 reading.

There are no notable differences between Wards and socio-economic groups, in terms of those residents who have contacted a Council office in person and are not very satisfied.

Satisfaction When Contacting Council Office In Person

	Very Satisfied %	Fairly Satisfied %	<b>Very/Fairly Satisfied</b> %	Not Very Satisfied %	Don't Know %
<b><u>Overall</u></b>					
Contacted Council In Person 2004	41	42	<b>83</b>	14	3
2003	32	56	<b>88</b>	11	1
2002	47	42	<b>89</b>	11	-
2001	45	47	<b>92</b>	7	1
2000	47	40	<b>87</b>	13	-
<b><u>Comparison</u></b>					
Peer Group (Rural)	50	38	<b>88</b>	11	1
National Average	53	35	<b>88</b>	12	-
<b><u>Ward</u></b>					
Central*	32	50	<b>82</b>	18	-
Dargaville	40	38	<b>78</b>	22	-
Otamatea	50	42	<b>92</b>	8	-
West Coast*	37	44	<b>81</b>	8	11

% read across

\* caution: small bases

### *Reasons They Are Not Very Satisfied*

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

- slow to act/lack of action, mentioned by 6% of residents who contacted a Council office in person (6 respondents),

*"Lack of adequate action regarding roading, Aranga Coast Road."*

*"Did not action it, farmers leaching effluent into drainage, Ruawai."*

*"Footpath under water, it has not been fixed."*

*"Still waiting for work to be done on road as requested."*

- poor/inefficient service, 4% (4 respondents),

*"Hard to get a direct answer."*

*"I didn't find the person I spoke to very helpful, the Councillor was more helpful."*

*"The Council make decisions on things and don't find out what it's all about."*

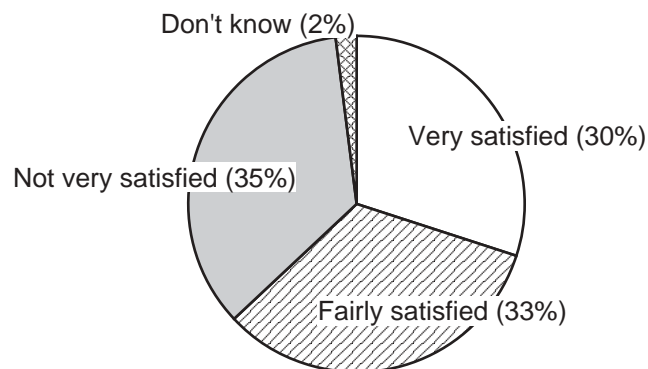
*"Went in person about water meter reading, told I have to put request in writing."*

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

*"Didn't get any results."*

*"Drainage not satisfactory, no joy when contacted in person."*

**f. Satisfaction When Contacting The Council Offices In Writing**



Base = 37

(Margin of error  $\pm 16.1\%$ )

63% of residents contacting the Council offices in writing in the last 12 months are satisfied, while 35% are not very satisfied.

The percent not very satisfied is on par with the Peer Group and National Averages 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.

Satisfaction When Contacting Council Office In Writing

	Very Satisfied %	Fairly Satisfied %	<b>Very/Fairly Satisfied</b> %	Not Very Satisfied %	Don't Know %
<b><u>Overall</u></b>					
Contacted Council In Writing 2004	30	33	<b>63</b>	35	2
2003	20	45	<b>65</b>	35	-
2002	25	55	<b>80</b>	20	-
2001	19	48	<b>67</b>	33	-
2000	28	42	<b>70</b>	30	-
<b><u>Comparison</u></b>					
Peer Group (Rural)	25	35	<b>60</b>	30	10
National Average	29	41	<b>70</b>	27	3
<b><u>Ward*</u></b>					
Central	52	33	<b>85</b>	15	-
Dargaville	28	33	<b>61</b>	32	7
Otamatea	31	36	<b>67</b>	33	-
West Coast	18	29	<b>47</b>	53	-

% read across

\* caution: small bases

*Reasons They Are Not Very Satisfied*

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

- slow to act/lack of action, mentioned by 15% of residents contacting Council Offices in writing (6 respondents),

*"Still waiting for work to be done on road as requested, about to complain again."*

*"Don't follow through on what they say they will do."*

*"Had a car in the street - they wouldn't shift it, so I phoned the police - that got some action."*

*"No action was taken."*

- unsatisfactory outcome/problem not solved, 8% (3 respondents),

*"Won't do anything, don't take any notice of me."*

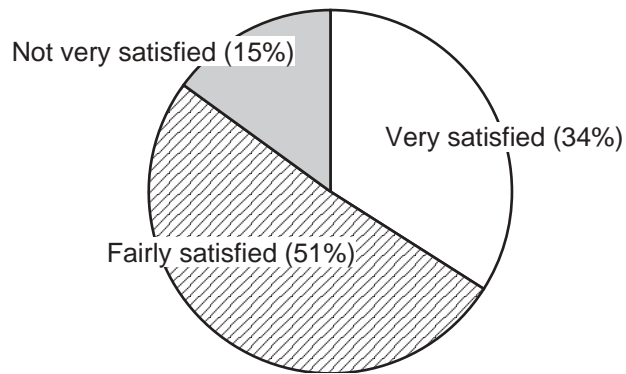
*"Wrote in about water meter reading, they were not prepared to do anything about it."*

- poor/inefficient service, 4% (1 respondents),

*"Very difficult to get the right person, keep shuffling you from one person to the next."*

**g. Overall Satisfaction With Contact With Council Offices**

*Contacted A Council Office In Last 12 Months*



Base = 169

Of the 56% of residents who contacted the Council offices by phone, in person or by writing in the last 12 months (62% in 2003), 85% are satisfied, with 15% who are not very satisfied.

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

Residents who have contacted the Council offices and are more likely to be not very satisfied are ...

- all Ward residents, except West Coast Ward residents,
- men.

Satisfaction When Contacting Council Offices

		Very Satisfied %	Fairly Satisfied %	<b>Very/Fairly Satisfied</b> %	Not Very Satisfied %	Don't Know %
<b><u>Overall</u></b>						
Contacted Council Offices	2004	34	51	<b>85</b>	15	-
	2003	27	59	<b>86</b>	13	1
	2002	39	51	<b>90</b>	10	-
	2001	39	49	<b>88</b>	11	1
	2000	37	50	<b>87</b>	13	-
<b><u>Comparison</u></b>						
Peer Group (Rural)		37	48	<b>85</b>	14	1
National Average		39	46	<b>85</b>	14	1
<b><u>Ward</u></b>						
Central		27	55	<b>82</b>	18	-
Dargaville		30	52	<b>82</b>	18	-
Otamatea		41	41	<b>82</b>	17	1
West Coast		34	63	<b>97</b>	<b>3</b>	-
<b><u>Gender</u></b>						
Male		26	52	<b>78</b>	<b>22</b>	-
Female		<b>42</b>	50	<b>92</b>	8	-

% read across

**Recommended Satisfaction Measure For Reporting Purposes:**

Contacted Council	=	<b>85%</b>
Contacted Council by phone	=	<b>78%</b>
Contacted Council in person	=	<b>83%</b>
Contacted Council in writing	=	<b>63%</b>



## **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 %
<b><u>Overall</u></b>				
Total District 2004	18	60	22	-
2003	23	43	33	1
2003	23	48	29	-
2001	25	44	29	2
2000	21	53	25	1
<b><u>Comparison</u></b>				
Peer Group	18	54	27	1
National Average	15	59	26	-
<b><u>Ward</u></b>				
Central	25	54	21	-
Dargaville	18	59	23	-
Otamatea	14	64	22	-
West Coast	14	61	25	-
<b><u>Gender</u></b>				
Male	23	55	22	-
Female	13	65	22	-
<b><u>Ethnicity</u></b>				
NZ European	15	64	21	-
NZ Maori	28	40	32	-
<b><u>Household Income</u></b>				
Less than \$30,000 p.a.	11	54	35	-
\$30,000 - \$50,000 p.a.	22	59	19	-
More than \$50,000 p.a.	18	71	11	-
<b><u>Household Size</u></b>				
1-2 person household	14	64	22	-
3+ person household	22	55	23	-

% read across

When asked how much consultation they would like the Mayor and Councillors to have with its citizens, 60% opted for Council consulting with people on major issues only, otherwise getting on with the job they are elected to do (43% in 2003). This percentage is slightly above the Peer Group Average and similar to the National Average.

18% of Kaipara residents want Councillors to get on with the job, but keep the public informed, whilst 22% want consultation on most issues (33% in 2003).

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

- women,
- NZ European residents,
- residents with an annual household income of more than \$50,000,
- residents who live in a one or two person household.

Those who expressed a desire for consultation on major issues, 60% overall, were asked what they considered to be major issues. Main issues arising are ...

- roading, mentioned by 12% of all residents,
- sewerage system/wastewater, 7%,
- expenditure/major spending, 7%,
- flood protection/flooding problems, 4%,
- any changes/anything affecting residents, 3%,
- rubbish issues, 3%,
- water supply issues, 3%,
- sand mining/dredging, 3%,
- drainage/stormwater, 3%.

Summary Table - Major Issues Requiring Consultation

	Total District 2004 %	Ward			
		Central %	Dargaville %	Otamatea %	West Coast %
<u>Percent Who Mention ...</u>					
Roading	12	12	7	16	11
Sewerage system/wastewater	7	2	1	14	10
Expenditure/major spending	7	4	15	1	8
Flood protection/flooding problems	4	4	7	-	8
Any changes/anything affecting residents	3	5	2	3	4
Rubbish issues	3	5	3	4	-
Water supply issues	3	2	1	5	1
Sand mind/dredging	3	-	-	8	-
Drainage/stormwater	3	3	2	1	5

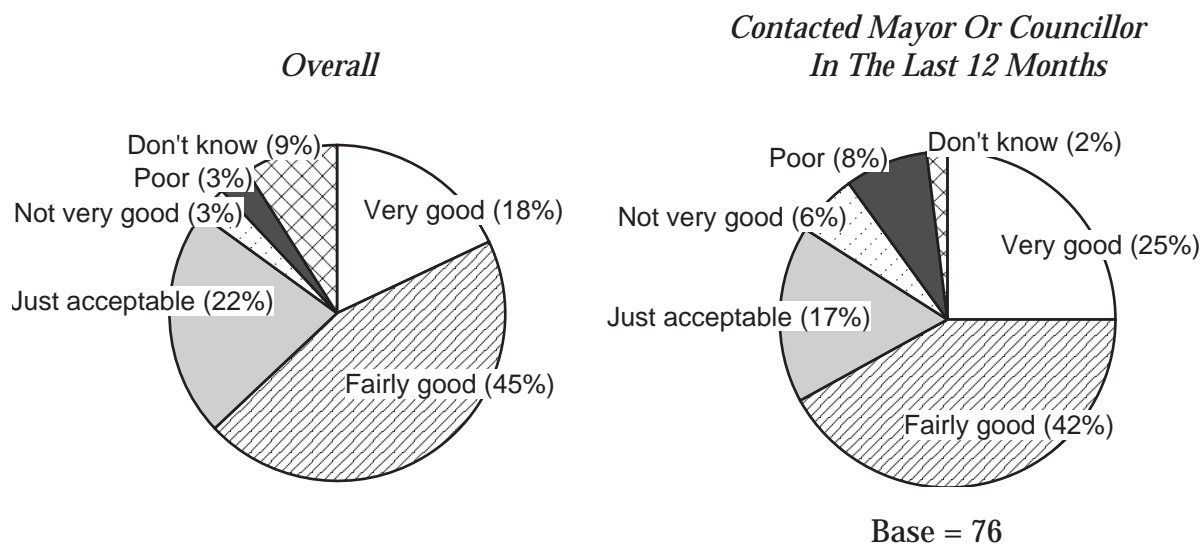
Other major issues, mentioned by 2% of all residents, are:

- environmental issues,
- rates increases/other rates issues,
- town upgrading/beautification,
- planning/zoning/subdivisions,
- naming/name changes,
- public buildings in general,
- swimming pool,
- GE issue/GE free,
- Town Hall/local hall.

By 1%:

- other public facilities,
- parks and reserves/gardens,
- footpaths.

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



In 2004, 63% of residents rate the performance of the Mayor and Councillors over the past year as very/fairly good (59% in 2003). Kaipara District residents' rating of the performance of their Councillors and the Mayor is slightly above the Peer Group and National Averages.

Of the 76 residents who have contacted the Mayor or Councillors in the last 12 months, 67% rate their performance as very/fairly good (60% in 2003), while 14% 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 ...

- residents aged 40 years or over,
- residents who live in a one or two person household.

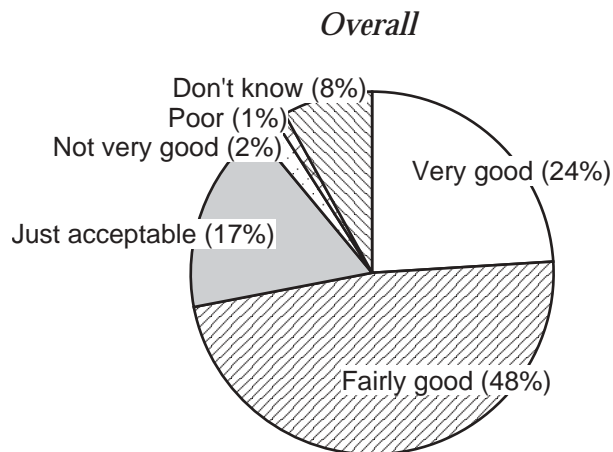
It also appears that Central and West Coast Ward residents are slightly more likely, than other Ward residents, to feel this way.

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

	<b>Rated as ...</b>			
	Very good/ fairly good %	Just acceptable %	Not very good/poor %	Don't know %
<b><u>Overall</u></b>				
<b>Total District 2004</b>	<b>63</b>	<b>22</b>	<b>6</b>	<b>9</b>
Contacted Mayor or Councillor 2004	67	17	14	2
Total District 2003	59	23	8	10
2002	62	21	9	8
2001	62	20	7	11
2000	53	27	11	9
<b><u>Comparison</u></b>				
Peer Group Average	57	24	14	5
National Average	56	27	13	4
<b><u>Ward</u></b>				
Central	70	22	4	4
Dargaville	59	29	5	7
Otamatea	56	17	11	16
West Coast	69	22	3	6
<b><u>Age</u></b>				
18-39 years	52	28	6	14
40-59 years	68	20	6	6
60+ years	69	18	7	6
<b><u>Household Size</u></b>				
1-2 person household	66	20	5	9
3+ person household	58	25	8	9

% read across

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



72% of residents rate the performance of the Council staff as very/fairly good (67% in 2003). 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 ...

- residents aged 40 to 59 years,
- NZ Maori residents,
- residents with an annual household income of \$30,000 or more.

It also appears that Central Ward residents are slightly more likely, than other Ward residents, to feel this way.

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

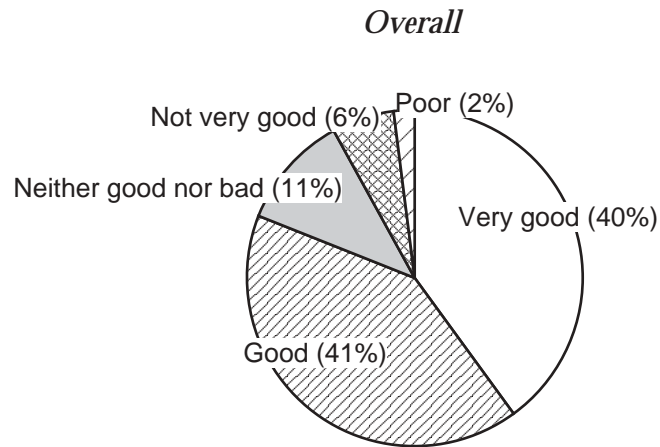
	<b>Rated as ...</b>			
	Very good/ fairly good %	Just acceptable %	Not very good/poor %	Don't know %
<b><u>Overall</u></b>				
Total District <b>2004</b>	<b>72</b>	<b>17</b>	<b>3</b>	<b>8</b>
2003	67	15	4	14
2003	70	14	3	13
2001	65	12	4	19
2000	64	16	4	16
<b><u>Comparison</u></b>				
Peer Group Average	56	22	10	12
National Average	58	20	6	16
<b><u>Ward</u></b>				
Central	81	10	1	8
Dargaville	71	19	2	8
Otamatea	70	16	7	7
West Coast	67	22	1	10
<b><u>Age</u></b>				
18-39 years	65	19	5	11
40-59 years	80	15	1	4
60+ years	67	17	4	12
<b><u>Ethnicity</u></b>				
NZ European	70	17	4	9
NZ Maori	83	16	-	1
<b><u>Household Income</u></b>				
Less than \$30,000 p.a.	66	18	6	10
\$30,000 - \$50,000 p.a.	75	18	2	5
More than \$50,000 p.a.	77	11	3	9

% read across



## **6. Local Issues**

a. **Community Spirit**



81% of residents rate the community spirit in their community as very good/good, including 40% who feel it is very good. 11% say the community spirit is neither good nor bad, while 8% rate it not very good/poor.

Kaipara District residents are similar to Peer Group residents, and more likely than residents nationwide, to rate community spirit as very good/good.

Residents more likely to rate the community spirit in their community as very good/good are ...

- Otamatea Ward residents,
- NZ European residents.

### Rating Community Spirit in Their Community

	Very good/ good %	Neither good nor bad %	Not very good/ good %	Don't know %
<b><u>Overall</u></b>				
Total District 2004	81	11	8	-
<b><u>Comparison</u></b>				
Peer Group Average (Rural)	81	11	8	-
National Average	72	19	8	1
<b><u>Ward</u></b>				
Central	73	21	6	-
Dargaville	81	13	6	-
Otamatea	93	6	-	1
West Coast	73	5	22	-
<b><u>Ethnicity</u></b>				
NZ European	84	10	6	-
NZ Maori	69	17	12	2

% read across

**b. Quality Of Life**

42% of residents think that, overall, the quality of life in their District is very good, while 44% say it is good, 13% feel it is fair and 1% are unable to comment.

Kaipara District residents are on par with Peer Group residents and residents nationwide, in rating the quality of life in their District as very good.

Residents more likely to rate the overall quality of life in their District as very good are..

- residents aged 40 years or over,
- residents with an annual household income of more than \$50,000,
- ratepayers.

It also appears that Otamatea and West Coast residents are slightly more likely, than other Ward residents, to feel this way.

### Rating The Quality of Life in The District

	Very good %	Good %	Fair %	Poor %	Don't know %
<b><u>Overall</u></b>					
Total District 2004	42	44	13	-	1
<b><u>Comparison</u></b>					
Peer Group Average (Rural)	47	42	10	1	-
National Average	38	49	11	2	-
<b><u>Ward</u></b>					
Central	36	42	21	1	-
Dargaville	30	54	16	-	-
Otamatea	54	37	5	-	4
West Coast	45	45	10	-	-
<b><u>Age</u></b>					
18-39 years	33	45	22	-	-
40-59 years	47	41	10	-	2
60+ years	44	48	5	1	2
<b><u>Household Income</u></b>					
Less than \$30,000 p.a.	42	46	10	-	2
\$30,000 - \$50,000 p.a.	35	45	18	-	2
More than \$50,000 p.a.	53	35	12	-	-
<b><u>Ratepayer?</u></b>					
Ratepayer	44	42	12	-	2
Non-ratepayer	30	54	16	-	-

% read across

## E. APPENDIX

### Base by Sub-sample

		Actual respondents interviewed	*Expected numbers according to population distribution
<b>Gender:</b>	Male	151	149
	Female	152	154
<b>Age:</b>	18-39 years	58	99
	40-59 years	138	127
	60+ years	107	78
<b>Ethnicity<sup>†</sup>:</b>	NZ European	270	250
	NZ Maori	30	49
<sup>†</sup> Two 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.

\* \* \* \* \*