Introduction, Objectives and Methodology

Introduction:
• The Community Perceptions Monitor Study measures the perceptions of residents regarding various aspects of services that Council provides. The results of this study feed into the Tauranga City Council Long Term Plan process and allow Council staff to assess the performance of the Council against a set of pre-determined actions and performance levels.
• To this end, Key Research has undertaken the annual Community Perceptions Study from 2006 to 2017 to gauge residents’ perceptions of a number of Council services and initiatives.

Research Objectives:
• To determine residents’ satisfaction with various Council services and facilities.
• To determine residents’ perceptions about aspects of living, working and playing in Tauranga.
• To identify progress towards Key Performance Indicators (KPIs) in Council’s Annual Report.
• To assess trends in perceptions and satisfaction through comparisons with previous survey results.

Methodology:
• The study consisted of 451 telephone interviews with residents in the Tauranga City Council area.
• Quotas were applied according to age, gender and ward, to ensure that a representative sample of Tauranga City’s population was achieved. The data was weighted to account for variances in the achieved quotas and to ensure that the sample reflects the population profile achieved.
• Interviewing took place in three waves between 10th to 19th October 2016 (n=150), 18th January to 13th February 2017 (n=151), and 9th to 23rd May 2017 (n=150).
• The overall results have a margin of error of +/- 4.6% at the 95% confidence level.
• Some historical satisfaction percentages may differ by +/- one percentage point between the Dashboard and the main body due to rounding.

Rating scale:
• In 2016 a 10 point rating scale replaced the previously used 5 point scale. The relationship between the two scales that allows for comparison was determined using statistical analysis.
Key Findings

1. Tauranga residents are mostly satisfied with the various services, infrastructure and facilities that are provided and maintained by their City Council. At an aggregate level, 74% of residents are either satisfied or very satisfied (%7-10).

2. While satisfaction with services and facilities is high, residents are slightly less satisfied with the reputation of Council and perceptions of value for money. Improvements in demonstrating that annual rates are fair and reasonable is an identified opportunity and has the potential to further improve overall perception.

3. The level of safety when cycling on the roads or cycle ways in Tauranga has a high impact and low satisfaction score, and with the number of residents who cycle in Tauranga increasing to its highest level over the last eleven year period of surveying, this represents another good opportunity for improvement.

4. The low number of residents satisfied with Council provided community centres and halls and community shared indoor sports facilities (37% satisfied) and the impact these have that influences the overall perceptions relating to public facilities, indicates that residents would value improvements in this area.

5. There has been a noticeable increase in the number of residents agreeing that homelessness has been an issue in Tauranga over the past twelve months, increasing from 57% agreeing in 2016 to 71% in 2017.
### Dashboard

#### Trends in satisfaction

<table>
<thead>
<tr>
<th>Question</th>
<th>% point increase / decrease (2016-17)</th>
<th>Percentage of respondents satisfied, or very satisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q21 Tauranga has enough parks or green spaces</td>
<td>5%</td>
<td>2017: 81% 2016*: 76% 2015: 86% 2014: 76% 2013: 77% 2012: 74% 2011: 80% 2010: 74% 2009: 78% 2008: 69% 2007: 63%</td>
</tr>
<tr>
<td>Q28D The levels of safety when cycling on roads or cycleways in Tauranga</td>
<td>-6%</td>
<td>2017: 36% 2016*: 42% 2015: 39% 2014: 48% 2013: 46% 2012: 42% 2011: 42% 2010: 44% 2009: 49% 2008: 23% 2007: 18%</td>
</tr>
</tbody>
</table>

*In 2016 a 10 point rating scale replaced the previously used 5 point scale*
# Dashboard

## Trends in agreement

<table>
<thead>
<tr>
<th>Question</th>
<th>Description</th>
<th>2017</th>
<th>2016*</th>
<th>2015</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q11B</td>
<td>Commercial and cultural heart of the WBOP area</td>
<td>7%</td>
<td>70%</td>
<td>63%</td>
<td>66%</td>
</tr>
<tr>
<td>Q17</td>
<td>Your home and business building are sufficient protection from flooding</td>
<td>6%</td>
<td>80%</td>
<td>74%</td>
<td>72%</td>
</tr>
<tr>
<td>Q11A</td>
<td>Culturally rich and diverse art scene in Tauranga city</td>
<td>4%</td>
<td>46%</td>
<td>42%</td>
<td>57%</td>
</tr>
<tr>
<td>Q11C</td>
<td>Tauranga is a quality destination for visitors and businesses</td>
<td>0%</td>
<td>77%</td>
<td>77%</td>
<td>83%</td>
</tr>
<tr>
<td>Q45D</td>
<td>Noise pollution had been an issue over past 12 months**</td>
<td>0%</td>
<td>36%</td>
<td>36%</td>
<td>59%</td>
</tr>
<tr>
<td>Q45A</td>
<td>Your local neighbourhood is free of crime after dark</td>
<td>-3%</td>
<td>55%</td>
<td>58%</td>
<td>52%</td>
</tr>
<tr>
<td>Q45B</td>
<td>Freedom camping had been an issue over past 12 months**</td>
<td>-4%</td>
<td>22%</td>
<td>26%</td>
<td></td>
</tr>
<tr>
<td>Q45C</td>
<td>Homelessness had been an issue over past 12 months**</td>
<td>-7%</td>
<td>6%</td>
<td>13%</td>
<td></td>
</tr>
</tbody>
</table>

## Trends in safety

<table>
<thead>
<tr>
<th>Question</th>
<th>Description</th>
<th>2017</th>
<th>2016*</th>
<th>2015</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q44</td>
<td>In the city centre during the night</td>
<td>-2%</td>
<td>46%</td>
<td>48%</td>
<td>43%</td>
</tr>
<tr>
<td>Q43</td>
<td>In the city centre during the day</td>
<td>-4%</td>
<td>87%</td>
<td>91%</td>
<td>92%</td>
</tr>
</tbody>
</table>

## Trend in perceived requirement for self-reliance

<table>
<thead>
<tr>
<th>Question</th>
<th>Description</th>
<th>2017</th>
<th>2016*</th>
<th>2015</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q41</td>
<td>The level of perceived requirement for self-reliance in event of major civil defence emergency</td>
<td>6%</td>
<td>93%</td>
<td>87%</td>
<td>85%</td>
</tr>
</tbody>
</table>

---

* In 2016 a 10 point rating scale replaced the previously used 5 point scale

** Represents number of respondents who disagree with the statement since this is a better indication of respondents' satisfaction in this area. I.e. the higher the number who disagree, the more positive the outcome.
Overall Council Performance
Overall satisfaction with Tauranga City Council in general (74%) has decreased slightly compared to 2016 (75%) and remains above 2015 (67%). In 2016 a 10 point rating scale replaced the previously used 5 point scale.
Drivers of Overall Satisfaction
Reputation benchmarks

Tauranga City Council has an acceptable reputation benchmark of 68 being well within the defined range of between 60 to 79

---

NOTES:

1. Q5: Thinking about Tauranga City Council in terms of the leadership they provide for the city, the trust that you have in Council, their financial management and quality of services they provide, how would you rate the Council for its overall REPUTATION?
2. The benchmark is calculated by re-scaling the overall reputation measure to a new scale between -50 and +150 to improve granularity for the purpose of benchmarking
3. Sample n=451
Driver analysis: Overall performance

The overall performance evaluation is most strongly influenced by core service deliverables, more so than reputation and value for money.
Driver analysis: Overall level drivers

Perceptions of value for money has a one third influence on overall perceptions of Council and as the evaluation is low, focus in this area represents an opportunity for Council.

Overall satisfaction with Council's performance

- **Value for money**: 33%
- **Core Service Deliverables**: 43%
- **Reputation**: 24%

<table>
<thead>
<tr>
<th></th>
<th>Impact</th>
<th>Performance (% scoring 7-10)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mt Maunganui - Papamoa</td>
<td>74%</td>
<td>78%</td>
</tr>
<tr>
<td>Te Papa – Welcome Bay</td>
<td>68%</td>
<td>75%</td>
</tr>
<tr>
<td>Otumoetai - Bethlehem</td>
<td>76%</td>
<td>78%</td>
</tr>
</tbody>
</table>

Value for money has a notable impact on overall perceptions of Council and as the evaluation on this measure is low, Council could focus on this area since this represents a good opportunity to further improve overall perceptions, in conjunction with reputation.

NOTES:
1. Sample: n=451
2. Q5: Thinking about Tauranga City Council in terms of the leadership they provide for the city, the trust that you have in Council, their financial management and quality of services they provide, how would you rate the Council for its overall REPUTATION?
3. Q34: Thinking about all the areas we have talks about - the facilities, outdoor spaces, roading, waste management, how would you rate Tauranga City Council for its overall CORE SERVICE DELIVERABLES?
4. Q37: Thinking about everything Tauranga City Council has done over the last 12 months and what you have experienced of its services and facilities. How satisfied are you that your rates provide VALUE FOR MONEY? N=365
5. Q40: OVERALL, considering everything we have discussed, how would you rate your level of satisfaction with Tauranga City Council in general?
Driver analysis: Core Service Deliverables

Performance is strong across all aspects of services and facilities apart from roading and footpaths which has a relatively high impact, and as such any improvements in this area will have a greater impact in terms of the overall evaluation.

<table>
<thead>
<tr>
<th>Service</th>
<th>Impact</th>
<th>Performance (% scoring 7-10)</th>
<th>Mt Maunganui - Papamoa</th>
<th>Te Papa – Welcome Bay</th>
<th>Otumoetai - Bethlehem</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall: Core Service Deliverables</td>
<td>43%</td>
<td>79%</td>
<td>85%</td>
<td>75%</td>
<td>78%</td>
</tr>
<tr>
<td>Public facilities</td>
<td>17%</td>
<td>79%</td>
<td>83%</td>
<td>78%</td>
<td>76%</td>
</tr>
<tr>
<td>Water management</td>
<td>14%</td>
<td>68%</td>
<td>65%</td>
<td>69%</td>
<td>71%</td>
</tr>
<tr>
<td>Outdoor spaces</td>
<td>9%</td>
<td>86%</td>
<td>83%</td>
<td>87%</td>
<td>88%</td>
</tr>
<tr>
<td>Roading / footpaths</td>
<td>24%</td>
<td>68%</td>
<td>68%</td>
<td>70%</td>
<td>66%</td>
</tr>
<tr>
<td>Waste management</td>
<td>35%</td>
<td>75%</td>
<td>77%</td>
<td>71%</td>
<td>75%</td>
</tr>
</tbody>
</table>

NOTES:
1. Sample: n=451
2. Q34: Thinking about all the areas we have talks about - the facilities, outdoor spaces, roading, waste management, how would you rate Tauranga City Council for its overall CORE SERVICE DELIVERABLES?
3. Q16: Thinking about the FACILITIES just discussed, The Historic Village, libraries, community centres, sports facilities, Community & Arts Centre, how would you rate the Council for the FACILITIES provided?
4. Q20: Thinking about WATER management for flooding, stormwater and drinking water, how would you rate Council overall for WATER management?
5. Q26: Thinking about all these OUTDOOR SPACES - the parks, playgrounds, boat ramps and cemeteries, how would you rate Tauranga City Council for its overall management of OUTDOOR SPACES?
6. Q30: Thinking about the ROADING, FOOTPATHS and CYCLE PATHS, how would you rate Tauranga City Council overall?
7. Q33: Thinking about rubbish collection and litter bins, how would you rate Tauranga City Council for its overall WASTE MANAGEMENT?
Driver analysis: Public facilities

Less than four in ten of all residents (37%) are satisfied with Council provided community centres and halls and community shared indoor sports facilities, with the current level of impact indicating these as areas where improvements would be valued.

<table>
<thead>
<tr>
<th>Public facilities</th>
<th>Impact</th>
<th>Performance (% scoring 7-10)</th>
<th>Mt Maunganui - Papamoa</th>
<th>Te Papa – Welcome Bay</th>
<th>Otumoetai – Bethlehem</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>17%</td>
<td>79%</td>
<td>83%</td>
<td>78%</td>
<td>76%</td>
</tr>
</tbody>
</table>

The Historic Village
- 3% impact, 40% performance
- Mt Maunganui - Papamoa: 35%
- Te Papa – Welcome Bay: 46%
- Otumoetai – Bethlehem: 38%

Tauranga Art Gallery
- 4% impact, 44% performance
- Mt Maunganui - Papamoa: 40%
- Te Papa – Welcome Bay: 43%
- Otumoetai – Bethlehem: 48%

Baycourt Community & Arts Centre
- 12% impact, 44% performance
- Mt Maunganui - Papamoa: 43%
- Te Papa – Welcome Bay: 47%
- Otumoetai – Bethlehem: 41%

Number of events
- 1% impact, 58% performance
- Mt Maunganui - Papamoa: 65%
- Te Papa – Welcome Bay: 55%
- Otumoetai – Bethlehem: 54%

Council-provided swimming pools
- 19% impact, 60% performance
- Mt Maunganui - Papamoa: 63%
- Te Papa – Welcome Bay: 66%
- Otumoetai – Bethlehem: 51%

Council-provided indoor sports facilities
- 7% impact, 48% performance
- Mt Maunganui - Papamoa: 47%
- Te Papa – Welcome Bay: 51%
- Otumoetai – Bethlehem: 47%

Council-provided community centres/ halls
- 6% impact, 37% performance
- Mt Maunganui - Papamoa: 40%
- Te Papa – Welcome Bay: 42%
- Otumoetai – Bethlehem: 29%

Community-share indoor sports facilities
- 8% impact, 37% performance
- Mt Maunganui - Papamoa: 31%
- Te Papa – Welcome Bay: 48%
- Otumoetai – Bethlehem: 33%

Library opening hours
- 8% impact, 92% performance
- Mt Maunganui - Papamoa: 90%
- Te Papa – Welcome Bay: 93%
- Otumoetai – Bethlehem: 94%

Range of titles available at the library
- 10% impact, 90% performance
- Mt Maunganui - Papamoa: 86%
- Te Papa – Welcome Bay: 91%
- Otumoetai – Bethlehem: 92%

Range of formats available at the library
- 4% impact, 79% performance
- Mt Maunganui - Papamoa: 78%
- Te Papa – Welcome Bay: 79%
- Otumoetai – Bethlehem: 80%

Assistance received from staff
- 8% impact, 90% performance
- Mt Maunganui - Papamoa: 91%
- Te Papa – Welcome Bay: 88%
- Otumoetai – Bethlehem: 93%

Quality/condition of the building/facilities
- 11% impact, 90% performance
- Mt Maunganui - Papamoa: 93%
- Te Papa – Welcome Bay: 93%
- Otumoetai – Bethlehem: 84%
Driver analysis: Water management

Although protection from flooding has a slightly higher level of performance compared to the quality of drinking water, as the impact is similar and the overall impact of water management is low, the strategy is one of maintenance.

<table>
<thead>
<tr>
<th></th>
<th>Impact</th>
<th>Performance (% scoring 7-10)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Water management</td>
<td>14%</td>
<td>68%</td>
</tr>
<tr>
<td>Mt Maunganui – Papamoa</td>
<td>65%</td>
<td>69%</td>
</tr>
<tr>
<td>Te Papa – Welcome Bay</td>
<td>73%</td>
<td>86%</td>
</tr>
<tr>
<td>Otumoetai – Bethlehem</td>
<td>83%</td>
<td>84%</td>
</tr>
</tbody>
</table>

| Protection from flooding | 49%    | 80%                          |
| Mt Maunganui – Papamoa   | 73%    | 86%                          |
| Te Papa – Welcome Bay    | 86%    | 83%                          |

| Quality of drinking water| 51%    | 75%                          |
| Mt Maunganui – Papamoa   | 75%    | 66%                          |
| Te Papa – Welcome Bay    | 75%    | 84%                          |
| Otumoetai – Bethlehem    | 84%    | 86%                          |

NOTES:
1. Total sample: n=451
2. Q20: Thinking about WATER management for flooding, stormwater and drinking water, how would you rate Council overall for WATER management?
3. Q17: How much do you agree that your home, and/or business buildings is adequately protected from flooding?
4. Q18: How satisfied are you with the quality (taste, colour, odour) of drinking water in Tauranga?
### Driver analysis: Outdoor spaces

The look and feel of cemeteries has a high impact on outdoor spaces overall and as performance is low this represents a good opportunity for improvement.

<table>
<thead>
<tr>
<th></th>
<th>Impact</th>
<th>Performance (% scoring 7-10)</th>
<th>Mt Maunganui - Papamoa</th>
<th>Te Papa – Welcome Bay</th>
<th>Otumoetai - Bethlehem</th>
</tr>
</thead>
<tbody>
<tr>
<td>Outdoor spaces</td>
<td>9%</td>
<td>86%</td>
<td>83%</td>
<td>87%</td>
<td>88%</td>
</tr>
<tr>
<td>Enough parks or green space</td>
<td>27%</td>
<td>81%</td>
<td>80%</td>
<td>79%</td>
<td>84%</td>
</tr>
<tr>
<td>Quality of the playground</td>
<td>6%</td>
<td>82%</td>
<td>80%</td>
<td>86%</td>
<td>80%</td>
</tr>
<tr>
<td>Boat ramps and associated parking</td>
<td>0%</td>
<td>81%</td>
<td>92%</td>
<td>66%</td>
<td>83%</td>
</tr>
<tr>
<td>Cemeteries</td>
<td>66%</td>
<td>56%</td>
<td>53%</td>
<td>62%</td>
<td>54%</td>
</tr>
</tbody>
</table>

NOTES:
1. Total sample: n=451
2. Q26: Thinking about all these OUTDOOR SPACES - the parks, playgrounds, boat ramps and cemeteries, how would you rate Tauranga City Council for its overall management of OUTDOOR SPACES?
3. Q21: How satisfied are you that Tauranga has enough parks or green space?
4. Q22a: How satisfied are you with the quality of the playground?; n=312
5. Q23a: How satisfied are you that the boat ramps and associated parking in Tauranga are accessible?; n=105
6. Q24: How satisfied are you with the look and feel of cemeteries in Tauranga? (don’t know responses: 35%)
Driver analysis: Roading / footpaths / cycling

The level of safety when cycling on the roads or cycle ways has a reasonable impact on roads and footpaths overall and as performance is low (36%) this represents a good opportunity for improvement.

<table>
<thead>
<tr>
<th>Impact</th>
<th>Performance (% scoring 7-10)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mt Maunganui - Papamoa</td>
<td>68%</td>
</tr>
<tr>
<td>Te Papa – Welcome Bay</td>
<td>70%</td>
</tr>
<tr>
<td>Otumoetai - Bethlehem</td>
<td>66%</td>
</tr>
</tbody>
</table>

| General cleanliness of the footpaths | 39% | 77% |
| Level of safety when driving on the roads | 16% | 67% |
| Level of safety when walking on the footpaths | 7% | 78% |
| Level of safety when cycling on roads or cycle ways | 38% | 36% |

NOTES:
1. Total sample: n=451
2. Q30: Thinking about the ROADING, FOOTPATHS and CYCLE PATHS, how would you rate Tauranga City Council overall?
3. Q28: Now thinking about the roads, footpaths and cycle ways in Tauranga, how would you rate your satisfaction with the...?
Driver analysis: Waste management

Management of street litter and litter bins in parks and streets has a slightly higher impact and lower performance compared to what happens on rubbish collection day and the state of the street afterwards.

<table>
<thead>
<tr>
<th></th>
<th>Impact</th>
<th>Performance (% scoring 7-10)</th>
<th>Mt Maunganui - Papamoa</th>
<th>Te Papa – Welcome Bay</th>
<th>Otumoetai - Bethlehem</th>
</tr>
</thead>
<tbody>
<tr>
<td>Waste management</td>
<td>35%</td>
<td>75%</td>
<td>77%</td>
<td>71%</td>
<td>75%</td>
</tr>
<tr>
<td>Rubbish collection day and the state of the street afterwards</td>
<td>43%</td>
<td>83%</td>
<td>86%</td>
<td>79%</td>
<td>85%</td>
</tr>
<tr>
<td>Management of street litter and litter bins in our parks and streets</td>
<td>57%</td>
<td>71%</td>
<td>67%</td>
<td>72%</td>
<td>73%</td>
</tr>
</tbody>
</table>

NOTES:
1. Total sample: n=451
2. Q33: Thinking about rubbish collection and litter bins, how would you rate Tauranga City Council for its overall WASTE MANAGEMENT?
3. Q31: How satisfied are you with what happens on rubbish collection day in your area, including all collections on that day and the state of the street afterwards?
4. Q32: How satisfied are you with the management of street litter and litter bins in our parks and streets?
Driver analysis: Rates and value

Annual property rates being considered fair and reasonable has the most impact on overall value perceptions and with low performance represents one of the best opportunity to lift overall performance.

<table>
<thead>
<tr>
<th>Overall value for money</th>
<th>Impact (%)</th>
<th>Performance (% scoring 7-10)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mt Maunganui - Papamoa</td>
<td>55%</td>
<td>57%</td>
</tr>
<tr>
<td>Te Papa – Welcome Bay</td>
<td>57%</td>
<td>57%</td>
</tr>
<tr>
<td>Otumoetai - Bethlehem</td>
<td>57%</td>
<td>57%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Annual property rates are fair &amp; reasonable</th>
<th>Impact (%)</th>
<th>Performance (% scoring 7-10)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mt Maunganui - Papamoa</td>
<td>52%</td>
<td>48%</td>
</tr>
<tr>
<td>Te Papa – Welcome Bay</td>
<td>40%</td>
<td>61%</td>
</tr>
<tr>
<td>Otumoetai - Bethlehem</td>
<td>50%</td>
<td>50%</td>
</tr>
</tbody>
</table>

Water rates are fair & reasonable: 11% 58% 61% 49% 61%
Invoicing is clear & correct: 14% 80% 80% 79% 81%
Payment arrangements are fair & reasonable: 14% 85% 87% 82% 86%

Annual property rates being fair and reasonable has a large impact on perceptions of overall value for money and the performance score is low (48%) indicating a potential area of improvement.

NOTES:
1. Total sample: n=365
2. Q37: Thinking about everything Tauranga City Council has done over the last 12 months and what you have experienced of its services and facilities. How satisfied are you that your rates provide value for money?
3. Q36: Using a scale of 1-10 where 1 is strong disagree and 10 is strongly agree, how much do you agree with the following statements?
CORE DELIVERABLES
Facilities
The Historic Village on 17th Avenue

Have you visited the Historic Village on 17th Ave in the last year?

- Yes: 45%
- No: 55%

How would you rate your satisfaction with the Historic Village on 17th Ave?

- Very satisfied: 10%
- Satisfied: 30%
- Neither: 19%
- Dissatisfied: 5%
- Very dissatisfied: 2%
- Don’t know: 34%

Mean rating (max 10) = 6.7

Less than half the respondents (45%) have visited the Historic Village on 17th Avenue in the last year with four in ten (40%) of all residents being satisfied.
Have you visited the Tauranga Art Gallery in the last year?

- Yes: 40% (n=451)
- No: 60% (n=451)

How would you rate your satisfaction with the Tauranga Art Gallery?

- Very satisfied: 20% (43%)
- Satisfied: 23%
- Neither: 9%
- Dissatisfied: 3%
- Very dissatisfied: 2%
- Don't know: 42%

Mean rating (max 10): 7.4

Four in ten (40%) of residents have visited the Tauranga Art Gallery in the last year with just over four in ten (43%) of all residents being satisfied.
Have you visited the Baycourt Community & Arts Centre in the last year?

- Yes: 40% (n=451)
- No: 60% (n=451)

How would you rate your satisfaction with the Baycourt Community & Arts Centre?

- Very satisfied: 14% (n=63)
- Satisfied: 30% (n=135)
- Neither: 10% (n=45)
- Dissatisfied: 2% (n=9)
- Very dissatisfied: 43% (n=194)
- Don't know: 1% (n=4)

Mean rating (max 10): 7.4 (n=451)

Four in ten respondents (40%) have visited the Baycourt Community & Arts Centre in the last year with over four in ten (44%) of all residents being satisfied.
Are you aware that the Tauranga City Council provides services through the following Council Controlled Organisations (CCO’s)?

- **Bay Venues Limited**: 55% Yes, 42% No, 4% Don't know
- **Tourism Bay of Plenty**: 61% Yes, 36% No, 4% Don't know
- **Tauranga Art Gallery**: 77% Yes, 19% No, 4% Don't know

More residents are aware that the Tauranga City Council provides services through the Tauranga Art Gallery (77%) compared to Bay Venues Limited (55%).
Events in Tauranga

How satisfied are you with the number of events in Tauranga?

The number of residents satisfied with the number of events in Tauranga (58%) has remained consistent compared to the previous year.
How strongly do you agree that there is a culturally rich and diverse art scene in Tauranga City?

- Strongly agree: 12% (2017), 9% (2016), 11% (2015), 12% (2014)
- Agree: 34% (2017), 33% (2016), 46% (2015), 45% (2014)
- Disagree: 8% (2017), 10% (2016), 5% (2015), 9% (2014)
- Strongly disagree: 4% (2017), 5% (2016), 2% (2015), 9% (2014)
- Don’t know: 10% (2017), 11% (2016), 22% (2015), 18% (2014)

Mean rating (max):
- 2017: 6.4 (10)
- 2016: 6.2 (10)
- 2015: 3.81 (5)
- 2014: 3.67 (5)

Less than half the respondents (46%) agree that there is a culturally rich and diverse art scene in Tauranga. Seven in ten (70%) agree that Tauranga City is the commercial and cultural heart of the Western Bay of Plenty. In 2016 a 10 point rating scale replaced the previously used 5 point scale.
Tauranga as a Destination

How strongly do you agree that Tauranga is a quality destination for visitors and businesses?

Close to eight out of ten respondents (78%) agree that Tauranga is a quality destination for visitors and businesses.

In 2016 a 10 point rating scale replaced the previously used 5 point scale.
Council and Community Facilities

Have you visited any of the following in the last year?

- Council-provided swimming pools: 60% Yes, 40% No
- Council-provided indoor sports facilities: 54% Yes, 45% No
- Council-provided community centres and halls: 34% Yes, 65% No
- Community-share indoor sports facilities: 22% Yes, 77% No

In the last year considerably more residents have visited a council provided indoor sport facility (60%) compared to a community share indoor sports facility (22%).
Six in ten residents are satisfied with the council provided swimming pools with only just under four in ten (37%) being satisfied with Council provided community centres and halls and community share indoor sports facilities
Just under half (48%) of Tauranga residents have in the last year visited the Central library with Papamoa having one quarter (24%) of residents visit their library followed by Greerton with 21% of residents.
Libraries

How satisfied are you with the following aspects of libraries in Tauranga?

*Asked of respondents who have visited a library in Tauranga in the past year*

- **Opening hours**: 52% Very satisfied, 40% Satisfied, 7% Neither, 1% Dissatisfied, 1% Very dissatisfied, 7% Don’t know
- **Range of titles**: 43% Very satisfied, 46% Satisfied, 8% Neither, 2% Dissatisfied, 1% Very dissatisfied, 8% Don’t know
- **Range of formats**: 36% Very satisfied, 43% Satisfied, 14% Neither, 7% Dissatisfied, 1% Very dissatisfied, 1% Don’t know
- **Assistance from staff**: 63% Very satisfied, 27% Satisfied, 4% Neither, 4% Dissatisfied, 1% Very dissatisfied, 1% Don’t know
- **Quality & condition of buildings & facilities**: 47% Very satisfied, 43% Satisfied, 7% Neither, 1% Dissatisfied, 1% Very dissatisfied, 7% Don’t know

Mean rating (max 10)

- Opening hours: 8.5
- Range of titles: 8.3
- Range of formats: 8.2
- Assistance from staff: 8.7
- Quality & condition of buildings & facilities: 8.3

Over nine out of ten respondents are satisfied with the Tauranga libraries ‘opening hours’ (92%), the ‘assistance from staff’ (90%) and the ‘quality and condition of buildings and facilities’ (90%)
How satisfied are you with the opening hours of libraries in Tauranga?

*Asked of respondents who have visited a library in Tauranga in the past year*

The proportion of residents who are satisfied with the ‘opening hours’ of the libraries in Tauranga (92%) is at its highest level since 2008. In 2016 a 10 point rating scale replaced the previously used 5 point scale.
### Libraries

How satisfied are you with the range of titles that are available in the library collection?

*Asked of respondents who have visited a library in Tauranga in the past year*

<table>
<thead>
<tr>
<th>Year</th>
<th>Very satisfied</th>
<th>Satisfied</th>
<th>Neither</th>
<th>Dissatisfied</th>
<th>Very dissatisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td>43%</td>
<td>45%</td>
<td>47%</td>
<td>51%</td>
<td>46%</td>
</tr>
<tr>
<td>2016</td>
<td>42%</td>
<td>45%</td>
<td>47%</td>
<td>51%</td>
<td>45%</td>
</tr>
<tr>
<td>2015</td>
<td>43%</td>
<td>43%</td>
<td>47%</td>
<td>51%</td>
<td>46%</td>
</tr>
<tr>
<td>2014</td>
<td>33%</td>
<td>49%</td>
<td>84%</td>
<td>84%</td>
<td>4%</td>
</tr>
<tr>
<td>2013</td>
<td>35%</td>
<td>40%</td>
<td>84%</td>
<td>84%</td>
<td>4%</td>
</tr>
<tr>
<td>2012</td>
<td>30%</td>
<td>54%</td>
<td>88%</td>
<td>88%</td>
<td>4%</td>
</tr>
<tr>
<td>2011</td>
<td>31%</td>
<td>51%</td>
<td>84%</td>
<td>84%</td>
<td>4%</td>
</tr>
<tr>
<td>2010</td>
<td>39%</td>
<td>44%</td>
<td>82%</td>
<td>82%</td>
<td>4%</td>
</tr>
<tr>
<td>2009</td>
<td>39%</td>
<td>43%</td>
<td>83%</td>
<td>83%</td>
<td>4%</td>
</tr>
<tr>
<td>2008</td>
<td>39%</td>
<td>43%</td>
<td>83%</td>
<td>83%</td>
<td>4%</td>
</tr>
<tr>
<td>2007</td>
<td>33%</td>
<td>46%</td>
<td>79%</td>
<td>79%</td>
<td>4%</td>
</tr>
</tbody>
</table>

Residents who are satisfied with the ‘range of titles’ that are available in the library collection (89%) has increased slightly compared to 2016.

In 2016 a 10 point rating scale replaced the previously used 5 point scale.
How satisfied are you with the range of formats available in the library collection, for example books, DVDs and audio?

*Asked of respondents who have visited a library in Tauranga in the past year*

The proportion of residents who are satisfied with the ‘range of formats’ in the library collection (79%) has decreased slightly compared to 2016. In 2016 a 10 point rating scale replaced the previously used 5 point scale.
CORE DELIVERABLES
Three Waters
Protection from Flooding

How strongly do you agree that your home, and business buildings if relevant, are adequately protected from flooding?

Just over eight in ten (81%) of residents agree that their home, and business buildings if relevant, are adequately protected from flooding.

In 2016 a 10 point rating scale replaced the previously used 5 point scale.
How satisfied are you with the quality of drinking water in Tauranga?

Three quarters (75%) of residents are satisfied with the quality of drinking water in Tauranga.
Residents’ awareness of ways to conserve water at home or at work (83%) has increased slightly compared to the 2016 survey (82%).
Have you taken any steps to conserve water over the past 12 months?

Asked of respondents who know of ways to conserve water at home or at work

- Turn the tap off while cleaning teeth (37%)
- Have shorter showers (36%)
- Fix any leaks (23%)
- In summer, water the garden early or late to avoid evaporation (14%)
- Use a rain tank to collect rain water (12%)
- Have a shower instead of a bath (12%)
- Collect water into a bucket when showering and use in the garden (10%)
- Install a gismo (cistern weight) in single flush toilets (7%)
- Install flow restrictors on taps or showers to reduce the water flow rate (4%)
- Install a low flow shower head (3%)
- Use mulch in the garden (2%)
- Other (44%)

The proportion of respondents who have taken steps to conserve water over the past 12 months (83%) has decreased compared to 2016 (90%) with the most commonly mentioned steps being **turning off the tap while cleaning teeth** (37%) and **having shorter showers** (36%).
CORE DELIVERABLES
Outdoor Spaces
How satisfied are you that Tauranga has enough parks or green space?

Just over eight out of ten respondents (81%) are satisfied that there are enough parks or green space, an increase of five percentage points from 2016.

In 2016 a 10 point rating scale replaced the previously used 5 point scale.
Overall, 69% or respondents have visited their local playground at least once in the past year and over eight out of ten (82%) of those who did are satisfied with the quality of the playground.
How often have you used or visited your local playground* in the past year?

* The playground nearest to your home

Reported playground usage has decreased slightly over the last year, with just under seven out of ten respondents (69%) having used or visited their local playground in the past year.
How satisfied are you with the quality of the playground?

*Asked only of respondents who have used or visited their local playground in the past year*

**Mean rating**

<table>
<thead>
<tr>
<th>Year</th>
<th>Very satisfied</th>
<th>Satisfied</th>
<th>Neither</th>
<th>Dissatisfied</th>
<th>Very dissatisfied</th>
<th>Don’t know</th>
<th>Mean rating (max)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td>34%</td>
<td>30%</td>
<td>82%</td>
<td>48%</td>
<td>14%</td>
<td>2%</td>
<td>7.9 (10)</td>
</tr>
<tr>
<td>2016</td>
<td>30%</td>
<td>38%</td>
<td>89%</td>
<td>51%</td>
<td>16%</td>
<td>3%</td>
<td>7.7 (10)</td>
</tr>
<tr>
<td>2015</td>
<td>37%</td>
<td>37%</td>
<td>88%</td>
<td>51%</td>
<td>7%</td>
<td>5%</td>
<td>8.2 (10)</td>
</tr>
<tr>
<td>2014</td>
<td>33%</td>
<td>37%</td>
<td>82%</td>
<td>51%</td>
<td>10%</td>
<td>5%</td>
<td>8.2 (10)</td>
</tr>
<tr>
<td>2013</td>
<td>33%</td>
<td>37%</td>
<td>82%</td>
<td>51%</td>
<td>10%</td>
<td>7%</td>
<td>8.2 (10)</td>
</tr>
<tr>
<td>2012</td>
<td>31%</td>
<td>37%</td>
<td>82%</td>
<td>49%</td>
<td>8%</td>
<td>8%</td>
<td>8.3 (10)</td>
</tr>
<tr>
<td>2011</td>
<td>37%</td>
<td>31%</td>
<td>82%</td>
<td>45%</td>
<td>6%</td>
<td>6%</td>
<td>8.3 (10)</td>
</tr>
<tr>
<td>2010</td>
<td>37%</td>
<td>37%</td>
<td>82%</td>
<td>46%</td>
<td>6%</td>
<td>7%</td>
<td>8.1 (10)</td>
</tr>
<tr>
<td>2009</td>
<td>33%</td>
<td>33%</td>
<td>82%</td>
<td>44%</td>
<td>6%</td>
<td>8%</td>
<td>7.8 (5)</td>
</tr>
<tr>
<td>2008</td>
<td>34%</td>
<td>34%</td>
<td>82%</td>
<td>44%</td>
<td>6%</td>
<td>6%</td>
<td>7.8 (5)</td>
</tr>
<tr>
<td>2007</td>
<td>23%</td>
<td>65%</td>
<td>82%</td>
<td>42%</td>
<td>11%</td>
<td>3%</td>
<td>7.7 (5)</td>
</tr>
</tbody>
</table>

Satisfaction with the quality of the playgrounds (82%) has increased slightly compared to 2016.

In 2016 a 10 point rating scale replaced the previously used 5 point scale.
In the last 12 months, have you used or wanted to use the boat ramps in Tauranga?

- Yes: 23%
- No: 77%
- Don't know: 2%

How satisfied are you that the boat ramps and associated parking in Tauranga are accessible?

- Very satisfied: 29%
- Satisfied: 52%
- Neither: 16%
- Dissatisfied: 2%
- Very dissatisfied: 2%
- Don't know: 2%

Mean rating (max 10): 7.6

Just under one quarter of residents (23%) have used or wanted to use the boat ramps in Tauranga, and from those who did, just over eight in ten (81%) were satisfied that the boat ramps and associated parking in Tauranga are accessible.
In the last 12 months, have you used or wanted to use the boat ramps in Tauranga?

The proportion of residents wanting to use the boat ramps in Tauranga has remained fairly consistent since 2011.
How satisfied are you that the boat ramps and associated parking in Tauranga are accessible?

*Asked of those respondents who have used or wanted to use the boat ramps in Tauranga in the past 12 months*

The level of satisfaction that the boat ramps and associated parking are accessible (81%) has decreased slightly compared to the 2016 survey (83%).
Have you visited a Tauranga City Cemetery in the last 12 months?

- Yes: 40%
- No: 56%
- Don't know: 3%

How satisfied are you with the look and feel of cemeteries in Tauranga?

- Very satisfied: 26%
- Satisfied: 30%
- Neither: 9%
- Dissatisfied: 1%
- Very dissatisfied: 35%
- Don't know: 1%

Mean rating (max 10) 8.0

Four in ten residents (40%) have visited a Tauranga City Cemetery in the last 12 months and just over one half of respondents (56%) are satisfied with the look and feel of the cemeteries.
How satisfied are you with the look and feel of cemeteries in Tauranga?

*As asked of all respondents*

- **Very satisfied**
  - 2017: 26%
  - 2016: 23%
  - 2015: 13%
  - 2014: 19%
  - 2013: 15%
  - 2012: 20%
  - 2011: 16%

- **Satisfied**
  - 2017: 56%
  - 2016: 56%
  - 2015: 59%
  - 2014: 56%
  - 2013: 61%
  - 2012: 55%
  - 2011: 54%

- **Neither**
  - 2017: 30%
  - 2016: 36%
  - 2015: 43%
  - 2014: 42%
  - 2013: 40%
  - 2012: 44%
  - 2011: 38%

- **Dissatisfied**
  - 2017: 9%
  - 2016: 8%
  - 2015: 7%
  - 2014: 7%
  - 2013: 13%
  - 2012: 8%
  - 2011: 12%

- **Very dissatisfied**
  - 2017: 1%
  - 2016: 2%
  - 2015: 2%
  - 2014: 1%
  - 2013: 1%
  - 2012: 1%
  - 2011: 2%

- **Don't know**
  - 2017: 35%
  - 2016: 32%
  - 2015: 35%
  - 2014: 31%
  - 2013: 31%
  - 2012: 28%
  - 2011: 32%

**Mean rating (max)**

- 2017: 8.0 (10)
- 2016: 7.9 (10)
- 2015: 4.01 (5)
- 2014: 4.15 (5)
- 2013: 3.99 (5)
- 2012: 4.15 (5)
- 2011: 4.01 (5)

**n**

- 2017: 451
- 2016: 451
- 2015: 402
- 2014: 400
- 2013: 400
- 2012: 400
- 2011: 401

Satisfaction with the look and feel of cemeteries in Tauranga has decreased slightly since the previous study.

*In 2016 a 10 point rating scale replaced the previously used 5 point scale*
CORE DELIVERABLES
Roading/ Footpaths/ Cycling
The majority of respondents (91%) drive a vehicle in or around Tauranga and of those, 67% are satisfied with the level of safety when driving on the roads in Tauranga City. Just under eight out of ten respondents (78%) are satisfied with the level of safety when walking on the footpaths in Tauranga.
The proportion of respondents who drive a vehicle in or around Tauranga has remained fairly consistent since the 2007
Q28

How satisfied are you with the levels of safety when driving on the roads in Tauranga City?

*Asked of respondents who drive a vehicle in or around Tauranga*

Just under seven out of ten residents are satisfied with the level of safety when driving on the roads in Tauranga City, a slight decrease compared to 2016 and 2015.

In 2016 a 10 point rating scale replaced the previously used 5 point scale.
How satisfied are you with the levels of safety when walking on the footpaths in Tauranga?

Just under eight out of ten residents (78%) are satisfied with the level of safety when walking on the footpaths in Tauranga, a decrease from 82% in 2016.
Cyclists in Tauranga and Cycling Safety

Do you cycle in Tauranga?

- Yes: 34%
- No: 66%

n= 451

How satisfied are you with the levels of safety when cycling on roads or cycle ways in Tauranga City?

- Very satisfied: 4%
- Satisfied: 32%
- Neither: 35%
- Dissatisfied: 18%
- Very dissatisfied: 10%
- Don’t know: 10%

Mean rating (max 5) 5.6

n= 153

Just over one third of residents cycle in Tauranga, and of those 28% are dissatisfied with the levels of safety when cycling on roads or cycle ways in Tauranga City.
The proportion of respondents who cycle in Tauranga has increased to its highest level over the last 10 year period of surveying.
Comparison Over Time – Cycling Safety

How satisfied are you with the levels of safety when cycling on roads or cycle ways in Tauranga City?

*Asked of respondents who cycle in Tauranga*

<table>
<thead>
<tr>
<th>Year</th>
<th>Very satisfied</th>
<th>Satisfied</th>
<th>Neither</th>
<th>Dissatisfied</th>
<th>Very dissatisfied</th>
<th>Don't know</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td>4%</td>
<td>32%</td>
<td>36%</td>
<td>18%</td>
<td>10%</td>
<td>4%</td>
</tr>
<tr>
<td>2016</td>
<td>5%</td>
<td>37%</td>
<td>42%</td>
<td>31%</td>
<td>13%</td>
<td>7%</td>
</tr>
<tr>
<td>2015</td>
<td>12%</td>
<td>41%</td>
<td>39%</td>
<td>40%</td>
<td>8%</td>
<td>7%</td>
</tr>
<tr>
<td>2014</td>
<td>7%</td>
<td>46%</td>
<td>48%</td>
<td>34%</td>
<td>11%</td>
<td>5%</td>
</tr>
<tr>
<td>2013</td>
<td>4%</td>
<td>30%</td>
<td>42%</td>
<td>32%</td>
<td>13%</td>
<td>4%</td>
</tr>
<tr>
<td>2012</td>
<td>13%</td>
<td>36%</td>
<td>41%</td>
<td>28%</td>
<td>8%</td>
<td>5%</td>
</tr>
<tr>
<td>2011</td>
<td>11%</td>
<td>36%</td>
<td>44%</td>
<td>31%</td>
<td>9%</td>
<td>4%</td>
</tr>
<tr>
<td>2010</td>
<td>8%</td>
<td>40%</td>
<td>49%</td>
<td>12%</td>
<td>4%</td>
<td>3%</td>
</tr>
<tr>
<td>2009</td>
<td>9%</td>
<td>40%</td>
<td>40%</td>
<td>17%</td>
<td>4%</td>
<td>3%</td>
</tr>
<tr>
<td>2008</td>
<td>4%</td>
<td>25%</td>
<td>33%</td>
<td>12%</td>
<td>16%</td>
<td>3%</td>
</tr>
<tr>
<td>2007</td>
<td>5%</td>
<td>27%</td>
<td>36%</td>
<td>17%</td>
<td>17%</td>
<td>2%</td>
</tr>
</tbody>
</table>

Mean rating (max)

- 2017: 5.6 (10)
- 2016: 6.0 (10)
- 2015: 3.06 (5)
- 2014: 3.00 (5)
- 2013: 3.02 (5)
- 2012: 3.11 (5)
- 2011: 2.96 (5)
- 2010: 3.03 (5)
- 2009: 3.11 (5)
- 2008: 2.61 (5)
- 2007: 2.53 (5)

Only 36% of respondents are satisfied with the level of safety when cycling on roads or cycle ways in Tauranga City, a decrease compared to 2016.

In 2016 a 10 point rating scale replaced the previously used 5 point scale.
How would you rate your satisfaction with the general cleanliness of the footpaths in Tauranga?

Just over three quarters of residents (77%) are satisfied with the general cleanliness of the footpaths in Tauranga.
On your most recent trip to work, what was the one main way you travelled to work?  
– That is, the one you used for the greatest distance?

On their most recent trip to work the main way of travelling as reported by respondents was to drive a private car, truck or van being slightly less compared to 2016 due to a small increase of residents who don’t work.
CORE DELIVERABLES
Waste Management
Rubbish Collection and Litter

How satisfied are you with what happens on rubbish collection day in your area, including all collections on that day and the state of the street afterwards?

How satisfied are you with the management of street* litter and litter bins in our parks and streets?

A large proportion of respondents (83%) are satisfied with what happens on rubbish collection day in their area, while a lesser number (71%) are satisfied with the management of street litter and litter bins in the parks and streets.

* Word changed in 2016 from ‘loose’ to ‘street’. 
Rubbish Collection and Litter

How satisfied are you with what happens on rubbish collection day in your area, including all collections on that day and the state of the street afterwards?

<table>
<thead>
<tr>
<th>Year</th>
<th>Very satisfied</th>
<th>Satisfied</th>
<th>Neither</th>
<th>Dissatisfied</th>
<th>Very dissatisfied</th>
<th>Don't know</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td>44%</td>
<td>39%</td>
<td>83%</td>
<td>1%</td>
<td>10%</td>
<td>3%</td>
</tr>
<tr>
<td>2016</td>
<td>47%</td>
<td>42%</td>
<td>89%</td>
<td>1%</td>
<td>6%</td>
<td>6%</td>
</tr>
<tr>
<td>2015</td>
<td>33%</td>
<td>53%</td>
<td>86%</td>
<td>1%</td>
<td>5%</td>
<td>7%</td>
</tr>
<tr>
<td>2014</td>
<td>32%</td>
<td>52%</td>
<td>86%</td>
<td>1%</td>
<td>5%</td>
<td>7%</td>
</tr>
<tr>
<td>2013</td>
<td>27%</td>
<td>61%</td>
<td>84%</td>
<td>1%</td>
<td>5%</td>
<td>7%</td>
</tr>
<tr>
<td>2012</td>
<td>42%</td>
<td>31%</td>
<td>87%</td>
<td>3%</td>
<td>4%</td>
<td>4%</td>
</tr>
<tr>
<td>2011</td>
<td>34%</td>
<td>45%</td>
<td>86%</td>
<td>3%</td>
<td>4%</td>
<td>4%</td>
</tr>
<tr>
<td>2010</td>
<td>28%</td>
<td>45%</td>
<td>79%</td>
<td>7%</td>
<td>9%</td>
<td>2%</td>
</tr>
<tr>
<td>2009</td>
<td>26%</td>
<td>42%</td>
<td>73%</td>
<td>12%</td>
<td>9%</td>
<td>2%</td>
</tr>
<tr>
<td>2008</td>
<td>26%</td>
<td>41%</td>
<td>68%</td>
<td>17%</td>
<td>11%</td>
<td>10%</td>
</tr>
</tbody>
</table>

Mean rating (max)

- 2017: 8.0 (10)
- 2016: 8.1 (10)
- 2015: 4.13 (5)
- 2014: 4.03 (5)
- 2013: 4.07 (5)
- 2012: 4.25 (5)
- 2011: 4.12 (5)
- 2010: 4.01 (5)
- 2009: 3.86 (5)
- 2008: 3.81 (5)

Satisfaction with what happens on rubbish collection day in residents’ areas has decreased compared to the previous year.
Rubbish Collection and Litter

How satisfied are you with the management of street* litter and litter bins in our parks and streets?

* Word changed in 2016 from 'loose' to 'street'.

The number of satisfied residents with the management of street litter and litter bins (71%) is slightly less than 2016 (73%).

In 2016 a 10 point rating scale replaced the previously used 5 point scale.
Bay of Plenty Times and Weekend Sun remain the most commonly mentioned media used by respondents for obtaining information about Council activities with an increase in the TCC's website as primary sources of information.
How satisfied are you with your ability to contact Council when and how you want?

<table>
<thead>
<tr>
<th>Year</th>
<th>Very satisfied</th>
<th>Satisfied</th>
<th>Neither</th>
<th>Dissatisfied</th>
<th>Very dissatisfied</th>
<th>Don't know</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td>30%</td>
<td>72%</td>
<td>9%</td>
<td>42%</td>
<td>16%</td>
<td>9%</td>
</tr>
<tr>
<td>2016</td>
<td>26%</td>
<td>69%</td>
<td>2%</td>
<td>43%</td>
<td>16%</td>
<td>9%</td>
</tr>
<tr>
<td>2015</td>
<td>28%</td>
<td>52%</td>
<td>3%</td>
<td>52%</td>
<td>9%</td>
<td>7%</td>
</tr>
<tr>
<td>2014</td>
<td>29%</td>
<td>54%</td>
<td>7%</td>
<td>54%</td>
<td>7%</td>
<td>5%</td>
</tr>
</tbody>
</table>

Mean rating: 7.7 (max 10) for 2017, 7.5 (max 10) for 2016, 4.12 (max 5) for 2015, 4.12 (max 5) for 2014.

There has been an increase in the number of residents (72%) who are satisfied with their ability to contact Council when and how they want.

In 2016 a 10 point rating scale replaced the previously used 5 point scale.
Major Emergencies

How self-reliant do you believe you have to be in the event of a major civil defence emergency?

In the event of a civil defence emergency, do you currently have an emergency preparedness kit ready to last your household for three days?

The majority of respondents (93%) believe that they have to be fairly self-reliant in the event of a major civil defence emergency and one half of respondents (50%) have an emergency preparedness kit ready, two percentage points less than 2015.
Safety in Tauranga City Centre

How safe do you feel in the City Centre...

During the day

<table>
<thead>
<tr>
<th></th>
<th>2017</th>
<th>2016</th>
<th>2015</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very safe</td>
<td>53%</td>
<td>59%</td>
<td>50%</td>
<td>54%</td>
</tr>
<tr>
<td>Safe</td>
<td>33%</td>
<td>32%</td>
<td>42%</td>
<td>39%</td>
</tr>
<tr>
<td>Neither</td>
<td>3%</td>
<td>2%</td>
<td>3%</td>
<td>5%</td>
</tr>
<tr>
<td>Unsafe</td>
<td>15%</td>
<td>13%</td>
<td>5%</td>
<td>2%</td>
</tr>
<tr>
<td>Very unsafe</td>
<td>4%</td>
<td>6%</td>
<td>5%</td>
<td>2%</td>
</tr>
<tr>
<td>Don't know</td>
<td>1%</td>
<td>2%</td>
<td>3%</td>
<td>2%</td>
</tr>
<tr>
<td><strong>Mean rating</strong></td>
<td>8.5</td>
<td>8.6</td>
<td>4.48</td>
<td>3.93</td>
</tr>
<tr>
<td>(max)</td>
<td>(10)</td>
<td>(10)</td>
<td>(5)</td>
<td>(5)</td>
</tr>
</tbody>
</table>

During the night

<table>
<thead>
<tr>
<th></th>
<th>2017</th>
<th>2016</th>
<th>2015</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very safe</td>
<td>9%</td>
<td>15%</td>
<td>10%</td>
<td>11%</td>
</tr>
<tr>
<td>Safe</td>
<td>37%</td>
<td>33%</td>
<td>33%</td>
<td>37%</td>
</tr>
<tr>
<td>Neither</td>
<td>46%</td>
<td>48%</td>
<td>48%</td>
<td>43%</td>
</tr>
<tr>
<td>Unsafe</td>
<td>22%</td>
<td>25%</td>
<td>13%</td>
<td>12%</td>
</tr>
<tr>
<td>Very unsafe</td>
<td>14%</td>
<td>10%</td>
<td>2%</td>
<td>3%</td>
</tr>
<tr>
<td>Don't know</td>
<td>15%</td>
<td>13%</td>
<td>26%</td>
<td>22%</td>
</tr>
<tr>
<td><strong>Mean rating</strong></td>
<td>6.4</td>
<td>6.5</td>
<td>3.46</td>
<td>3.81</td>
</tr>
<tr>
<td>(max)</td>
<td>(10)</td>
<td>(10)</td>
<td>(5)</td>
<td>(5)</td>
</tr>
</tbody>
</table>

The number of respondents who feel safe in the City Centre during the day (86%) is less than the 2016 survey (91%). During the night 46% of respondents feel safe in the City Centre, which is a decrease compared to the 2016 survey.

In 2016 a 10 point rating scale replaced the previously used 5 point scale.
Safety in Tauranga City Areas

How strongly do you agree that the following areas in Tauranga City are free of crime after dark?

Local neighbourhood free of crime

<table>
<thead>
<tr>
<th>Year</th>
<th>Strongly agree</th>
<th>Agree</th>
<th>Neither</th>
<th>Disagree</th>
<th>Strongly disagree</th>
<th>Don't know</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td>15%</td>
<td>40%</td>
<td>23%</td>
<td>13%</td>
<td>7%</td>
<td>2%</td>
</tr>
<tr>
<td>2016</td>
<td>22%</td>
<td>36%</td>
<td>22%</td>
<td>11%</td>
<td>7%</td>
<td>1%</td>
</tr>
<tr>
<td>2015</td>
<td>15%</td>
<td>37%</td>
<td>16%</td>
<td>22%</td>
<td>5%</td>
<td>5%</td>
</tr>
<tr>
<td>2014</td>
<td>14%</td>
<td>38%</td>
<td>13%</td>
<td>24%</td>
<td>6%</td>
<td>5%</td>
</tr>
<tr>
<td>2013</td>
<td>5%</td>
<td>45%</td>
<td>22%</td>
<td>24%</td>
<td>24%</td>
<td>3%</td>
</tr>
</tbody>
</table>


n= 451, n= 451, n= 402, n= 400, n= 400

Over one half of respondents (55%) agree that their local neighbourhood is free of crime after dark, a decrease compared to 2016.

In 2016 a 10 point rating scale replaced the previously used 5 point scale.
Tauranga City Council
Council Perceptions Monitor
Report | June 2017

Issues in Tauranga

How strongly do you agree that noise pollution has been an issue in Tauranga over the past 12 months?

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly agree</td>
<td>4%</td>
<td>6%</td>
<td>2%</td>
<td>9%</td>
<td>3%</td>
</tr>
<tr>
<td>Agree</td>
<td>19%</td>
<td>25%</td>
<td>11%</td>
<td>17%</td>
<td>15%</td>
</tr>
<tr>
<td>Neither</td>
<td>32%</td>
<td>24%</td>
<td>22%</td>
<td>33%</td>
<td>27%</td>
</tr>
<tr>
<td>Disagree</td>
<td>21%</td>
<td>6%</td>
<td>53%</td>
<td>1%</td>
<td>38%</td>
</tr>
<tr>
<td>Strongly disagree</td>
<td>16%</td>
<td>13%</td>
<td>6%</td>
<td>18%</td>
<td>6%</td>
</tr>
<tr>
<td>Don't know</td>
<td>9%</td>
<td>8%</td>
<td>15%</td>
<td>18%</td>
<td>11%</td>
</tr>
</tbody>
</table>

The perceived level of noise pollution has decreased significantly compared to the 2016 survey with 23% of respondents agreeing that noise pollution has been an issue in Tauranga over the past 12 months.

In 2016 a 10 point rating scale replaced the previously used 5 point scale.
Over the past 12 months four in ten residents (40%) agree that freedom camping has been an issue while over seven in ten residents (71%) agree that homelessness is an issue in Tauranga.
Demographic Profile
Demographic Profile of Respondents

Gender

- Female: 54%
- Male: 46%

Age

- 18 to 24 years: 10%
- 25 to 34 years: 14%
- 35 to 44 years: 17%
- 45 to 54 years: 18%
- 55 to 64 years: 16%
- 65 years and over: 25%

Ethnicity

- European: 84%
- Maori: 19%
- Pacific Peoples: 2%
- Asian: 1%
- Middle Eastern/Latin American/African: 0%
- Other: 5%

Weighted to know demographics using 2013 Census data
Demographic Profile of Respondents

Area

- Mt Maunganui - Papamoa: 36%
- Te Papa - Welcome Bay: 31%
- Otumoetai - Bethlehem: 33%

Length of residency in Tauranga

- 30 or more years: 3%
- 20 years – less than 30: 6%
- 10 years – less than 20: 13%
- 5 years – less than 10: 30%
- 2 years – less than 5: 22%
- Less than 2 years: 25%
Contact
Key Research, +64 7 575 6900