WHANGANUI DISTRICT COUNCIL

COMMUNITY VIEWS SURVEY
MAY 2016

EXECUTIVE SUMMARY

Background and Method

Versus Research was commissioned by Whanganui District Council (Council) to conduct Council's annual Community Views Survey (CVS). This survey identifies the perceptions that residents of Whanganui District (residents) have on a wide range of measures, including the services and facilities provided by Council. This work has been completed by Versus since 2009.

Interviewing for this year's CVS was carried out via a mixed method approach utilising both telephone (CATI) and online interviewing. This approach differs to previous years whereby the work was completed by telephone interviewing only. However, given the reduced use of dedicated landlines in the community generally, the decision to include an online component was made for the 2016 survey. The results from both forms of interviewing were combined and analysed as a single dataset. However, please note that with the introduction of the additional online method this year some changes in the results are due to the inclusion of a greater number of younger respondents, this is particularly relevant for service use.

Interviewing for this work was completed between the 29th of February and the 24th of March 2016. The final sample size was n=491 (n=406 from CATI interviewing and n=85 from online interviewing) which gives a maximum margin of error of +/- 4.4% at the 95% confidence interval. The findings are primarily analysed by suburb and where relevant, by age and gender

Participation in Recreational and Cultural Activities

The main recreational activities undertaken in 2016 were visiting a beach (83%), using the Whanganui Riverbank Walkway (74%), using a Premier Park (72%) or using other walkways around the city (70%). A new measure of visiting a playground was included in 2016 of which 58% of residents indicated they had undertaken this. Participation in recreational activities for 2016 were similar to 2015 with a significant change only noted for the use of sports ground (54%, down 7% from 2015).

Of the 74% of residents who utilised the Whanganui Riverbank Walkway, 71% indicated that they used this for general exercise with a further 30% using it for recreational purposes. At a lower level residents also used this particular walkway for cycling (18%), walking to town (17%), attending the Saturday market (16%), and walking the dog (14%). Most measures appear to have decreased slightly in 2016 with the exception of using the walkway for exercise which increased 28%.

The main cultural activities undertaken in 2016 were using the libraries (60%), being active in a community organisation (45%), visiting the Whanganui Regional Museum (42%), and visiting a historical site (41%). The proportion

of residents undertaking these activities were mostly similar to 2015 however slightly fewer people visited the Whanganui Regional Museum in 2016 (down 6% from 2015).

Emergency Planning and Preparedness

With regards to emergency planning, 60% of residents have an emergency response plan and 50% have an emergency supply kit (similar to 2015). The inclusion of a first aid kit (90%) and a battery powered radio (71%) have remained consistent since 2015 however this year fewer residents have important personal documents (25%, down 7%) and/or tinned or dried food for at least three days (76%, down 14%).

Overall 35% of residents felt very prepared or prepared for an emergency while a further 41% felt somewhat prepared, on par with the 2015 results. However, there has been a 6% increase in the proportion of residents who could cope in an emergency for only three days (now 16%) and a decrease in the number of residents who could cope for more than one week (now 27%, down 5% from 2015).

Perceptions of the Whanganui Community

A good community (30%), great facilities (25%), being close to everything and a good sized town (21% each) were the main aspects residents liked about living in Whanganui. Sixty eight per cent of residents felt that their quality of life in Whanganui was the same as last year while 21% felt it was better than 2015 and 9% felt it was worse. Although there has been some slight movement year on year, these proportions have remained consistent since 2010. Similarly, 65% of residents felt that what the district provides to its residents was the same as what it provided in 2015, while 21% felt that what it provided was better or much better and 11% felt it was worse. These results are similar to those seen in 2015.

Overall Whanganui residents continued to feel extremely safe in their homes during the day (98%) and during the evening (94%) and 87% felt that their property would be safe if they were away from it. Ninety five per cent of residents also stated they felt safe in the CBD during the day while only 61% felt safe during the evening. However, it is pleasing to note that feelings of safety in the CBD have increased steadily year on year and there has been a 21% total increase since 2010. Core reasons for feeling unsafe tend to be related to negative social behaviour and included people loitering (28%), aggressive youths (27%), and drunkenness (15%).

Most residents (65%) were either satisfied (47%) or very satisfied (18%) with the contribution that the Whanganui CBD makes to the lifestyle and image of the community, these results have remained relatively consistent although slightly more residents were dissatisfied with the CBD's contribution in 2016.

Community Connectedness in Whanganui

Overall, 67% of residents indicated that they had a very high (17%) or high (50%) level of wellbeing while 55% rated their sense of belonging in the community as strong (41%) or very strong (14%). Interestingly, while wellbeing has remained relatively consistent over time, the sense of belonging felt by residents has decreased year on year with growth in the proportion of residents stating that they have a moderate sense of belonging and a decrease in the proportion who have a strong sense of belonging. In particular, residents under 30 are more likely to state that they have a weak (15%) or moderate (46%) sense of belonging while older residents (50+) are more likely to state they have a strong (46%) or very strong (17%) sense of belonging.

New questions relating to neighbourly behaviour were added to the questionnaire in 2016. Overall 69% of residents agreed that they felt a sense of pride in their neighbourhood while 88% felt that it was important to have a sense of community in their neighbourhood. Ninety seven per cent of residents had undertaken some form of neighbourly activity with the most common being waving or acknowledging a neighbour (88%) and speaking to a neighbour (87%).

Just over a quarter of residents (27%) indicated that they would leave Whanganui if it was possible. This proportion has remained relatively consistent since 2010 and the desire to leave is strongest amongst residents under 30 with 41% indicating they would leave if it were possible. The primary reasons for leaving Whanganui continue to be better job opportunities (35%), to be close to family (21%) or having more options in a larger city (14%). Residents looking to leave would head to Wellington (16%), North (unspecified area, 15%), New Plymouth (12%), overseas (unspecified, 10%), or Australia (10%), with family in the area (30%) or employment (21%) the main drawcards for a given location.

Council Services and Facilities

Use of the Whanganui airport was at 63%, a figure which has remained relatively stable since 2010. Satisfaction with the terminal facilities at the airport remained high with 86% of airport users indicating that they were satisfied (46%) or very satisfied (40%).

Cleanliness of the CBD was the highest rated service provided by Council with 81% of residents either satisfied (56%) or very satisfied (25%) with this service. Total satisfaction ratings for all services provided by Council are listed overleaf; a significant increase in satisfaction was seen for animal control (64%, up 8%), while significant decreases in satisfaction were seen for the cleanliness of the CBD (81%, down 8%) and the control of litter (64%, down 8%).

Measure	2016 Total Satisfaction	2015 Total Satisfaction
Cleanliness of CBD	81%	89%
On Street Parking	65%	63%
Animal Control	64%	56%
Control of Litter	64%	72%
Public Art	61%	62%

Parks and reserves, libraries, Cooks Gardens and presentation of open spaces were the highest rated facilities provided by Council in 2016 all with total satisfaction ratings of more than 70%. Facilities with lower ratings were public toilets and The Sarjeant on the Quay, both of which had satisfaction ratings below 50%. There were no significant increases in satisfaction ratings for 2016 however a significant decrease in satisfaction was seen for sports grounds (68%, down 8%).

Measure	2016 Total Satisfaction	2015 Total Satisfaction
Parks and Reserves	83%	85%
Cooks Gardens	78%	76%
Libraries	76%	78%
Presentation of Open Spaces	74%	77%
Sports Grounds	68%	76%
Playground Equipment	68%	73%
R.W.O.H	68%	70%
Whanganui Regional Museum	68%	73%
R.W.O.H	68%	70%
Whanganui Regional Museum	68%	73%
War Memorial Centre	66%	70%
Swimming Pools	59%	64%
Durie Hill Elevator	55%	56%
Public Toilets	48%	50%
The Sarjeant On The Quay	45%	45%

Performance of Council

Forty eight per cent of residents felt that Council responded to the community's needs and issues well (37%) or very well (11%) in 2016, while 50% felt that the performance of the Mayor and Councillors was good (38%) or very good (12%). Both these measures have decreased slightly from 2015 and are similar to results seen in 2013.

Fifty per cent of residents had some form of contact with Council staff in 2016 with 62% rating these interactions as either good (38%) or very good (24%). There has been a slight shift this year with fewer residents rating the performance of Council's staff as good (38%, down 9% from 2015) and a greater number providing a neutral rating (20%, up 8% from 2015).

With regards to information measures, 42% of residents felt that they had received either more than enough (6%) or enough (36%) information from Council. This result has decreased steadily since 2010 where 69% of residents felt they had had more than enough (19%) or enough (50%) information. Forty five per cent of residents were either very satisfied (9%) or satisfied (36%) with the ease of accessing the information. The 2016 result is a decrease from 2015

where 60% were either satisfied (50%) or very satisfied (10%) with their access to information, with a greater proportion or residents now providing a neutral response to this question (31%, up 19% from 2015).

Forty five per cent of residents had visited Council's website in the past 12 months, and of those 52% agreed (42%) or strongly agreed (10%) that the website was easy to navigate; a similar result to 2015.

Thirty four per cent of residents were satisfied (29%) or very satisfied (5%) with their involvement in decision making in the past 12 months. This result has dropped steadily since 2014 (51% total satisfaction) with a greater proportion of residents now providing neutral (31%) or don't know (15%) ratings.

Rural Community Board

Awareness of the Rural Community Board (RBC) is at 58% in 2016 showing a significant increase since 2015 (of 24%) although familiarity with the RCB's role in the community has decreased steadily since 2014 (now at 41%, down 26% since 2014). Thirty four per cent of those aware of the RCB rated their performance overall as either good (27%) or very good (7%), a similar result to 2015, with a larger proportion of residents unsure how to rate the RCB's performance (30%, up 19%). Awareness of the Hotwire newsletter amongst the rural community is at 44%, similar to 2015.

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BACKGROUND AND METHOD

BACKGROUND

Versus Research was commissioned by Whanganui District Council to conduct a survey about residents' views on the Whanganui community.

Historically this work has been conducted via telephone interviewing using Computer Assisted Telephone Interviewing (CATI) in-house at Versus Research. However, with an increasing number of households opting not to have a landline at home, Council included a portion of online interviewing this year to target those who are unable to be reached by landline, particularly younger residents and non-home owners. The interviews from each method were combined to ensure a representative sample was achieved overall.

CATI

CATI was used initially to canvass the general population. A total of n=406 interviews were completed via CATI and the sample was stratified as per previous years to ensure that the sample composition was geographically representative of the district as a whole.

Fieldwork for telephone interviewing was completed between the 16th of March to the 8th of April 2016, from 4.30pm to 8.30pm. The survey was, on average, 18 minutes. Telephone numbers for the interviewing were supplied by Inivio.

ONLINE

Online interviewing was used to specifically target younger residents, residents as this demographic are harder to reach via a landline telephone.

Sample for this portion of the project was sourced via Facebook and a total of n=85 interviews were completed. Fieldwork for online interviewing was completed between the 1st and 7th of April 2016.

METHOD AFFECT ON COMPARISONS

While the addition of a new method has made the sample more representative of the Whanganui population as a whole, comparisons with 2015 data should be made with caution. However, it seems that the changes in results are the result of the different samples which correspond to a given method rather than the method itself, i.e., the online sample has a younger demographic while the interviews completed via CATI comprise of an older demographic. A demographic comparison of by method is included in Appendix One.

BACKGROUND AND METHOD

SAMPLE

A total of n=491 interviews were achieved, n=406 via CATI and a further n=85 online. The below table outlines the number of unweighted interviews collected within each age and gender quota both at the total level and split interviewing method

	Total	CATI	Online
Total	491	406	85
18-39	125	40	85
40-59	145	145	-
60+	218	218	-
Refused	3	3	-
Male	174	162	12
Female	317	244	73

The total sample proportions for each area are outlined in the table below[1]:

	Total %	Total N=	CATI N=	Online N=
	491	491	406	85
Aramoho	8%	41	35	6
Castlecliff	10%	48	40	8
Gonville	18%	88	74	14
Bastia Hill/Durie Hill	7%	36	30	6
St John's Hill/Otamatea	8%	38	30	8
Springvale	10%	50	44	6
Whanganui Central	9%	46	31	15
Whanganui East	15%	73	56	17
Blueskin-Maxwell	7%	37	36	1
Marybank et al	7%	34	30	4

The distribution of larger properties and smaller properties for 2016 is provided in the table below and is compared to the figures achieved previously.

	2016 Count	2015 Count	2014 Count	2013 Count	2012 Count
Large properties (More than 10 hectares)	16	34	40	11	25
Small properties (Between 2 and 10 hectares)	55	26	23	49	35
Total rural respondents	71	60	63	60	60

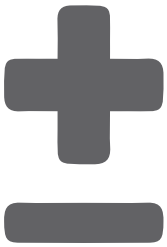
1 Aramoho (Lower and Upper Aramoho), Whanganui East (Williams Domain, Wembley, Kowhai Park), Bastia Hill/Durie Hill, St John's/Otamatea, Springvale (Sprinvae East, Springvale West, Whanganui Collegiate), Castlecliff (Castlecliff North, Castelcliff South, Mosston), Gonville (Balgownie, Tawhero, Gonville South, Gonville East, Gonville West), Blueskin/Maxwell, Marybank et al (Marybank - Gordon Park, Fordell Katahi).

WEIGHTING

Age and gender weightings have been applied to the final data set for this project. Weighting ensures that specific demographic groups are neither under- nor over-represented in the final data set and that each group is represented as it would be in the population.

Weighting gives greater confidence that the final results are representative of the Whanganui District population overall and are not skewed by a particular demographic group. The proportions used for the gender and age weights are taken from the 2013 Census (Statistics New Zealand). The final weights applied to the sample are outlined in the table below:

Resident Population Of Interest	Weight factor
Males aged 39 years or younger	1.99354
Females aged 39 years or younger	0.82195
Males aged between 40 and 59 years	1.73589
Females aged between 40 and 59 years	0.97694
Males aged 60 years or older	0.82195
Females aged 60 years or older	0.71430



MARGIN OF ERROR

Margin of error (MOE) is a statistic used to express the amount of random sampling error present is in a survey's results. The MOE is particularly relevant when analysing a subset of the data as smaller sample sizes incur a greater MOE. The final sample size for this study is n=491, which gives a maximum margin of error of +/- 4.4% at the 95% confidence interval, that is, if the observed result on the total sample of n=491 respondents is 50% (point of maximum margin of error), then there is a 95% probability that the true answer falls between 45.6% and 54.4%. The maximum MOE for the subgroups included this year are listed in the table below.

Subgroup	Sample Size	Margin of Error at the 95% Confidence Interval
Aramoho	41	+/-15.3%
Castlecliff	48	+/-14.2%
Gonville	88	+/-10.5%
Bastia Hill/Durie Hill	36	+/-16.3%
St John's Hill/Otamatea	38	+/-15.9%
Springvale	50	+/-13.9%
Whanganui Central	46	+/-14.5%
Whanganui East	73	+/-11.5%
Blueskin-Maxwell	37	+/-16.1%
Marybank et al	34	+/-16.8%
All Rural Residents	71	+/-11.6%
All Residents (Total)	491	+/-4.4%

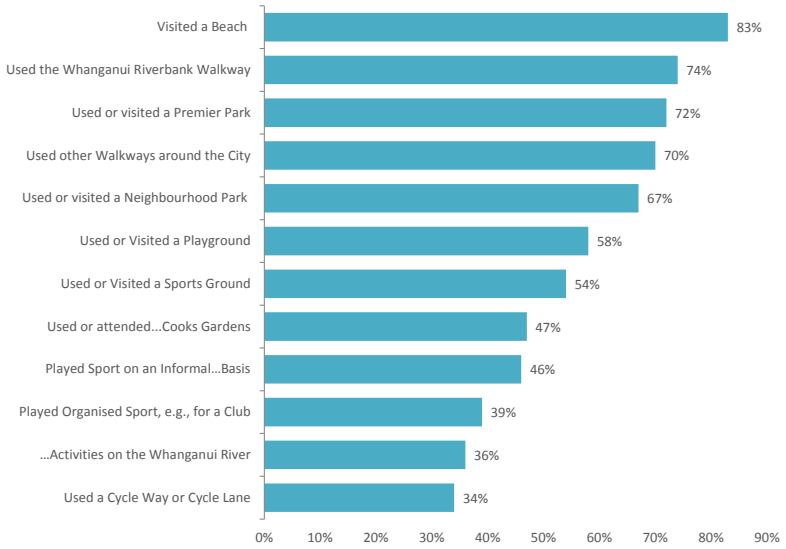
Participation in Recreational and Cultural Activities

RECREATIONAL ACTIVITIES UNDERTAKEN

2016 Results

In 2016 the main recreational activity undertaken by residents was visiting a beach (83%). Around three quarters (74%) stated that they used the Whanganui Riverbank Walkway, and 70% used other walkways around the city. Visiting parks was also a popular recreational activity, with 72% of residents using or visiting a Premier Park, and 67% using or visiting a neighbourhood park. Just over half (58%) used or visited a playground (a new measure for 2016).

RECREATIONAL ACTIVITIES UNDERTAKEN BY RESIDENTS



AREA DIFFERENCES

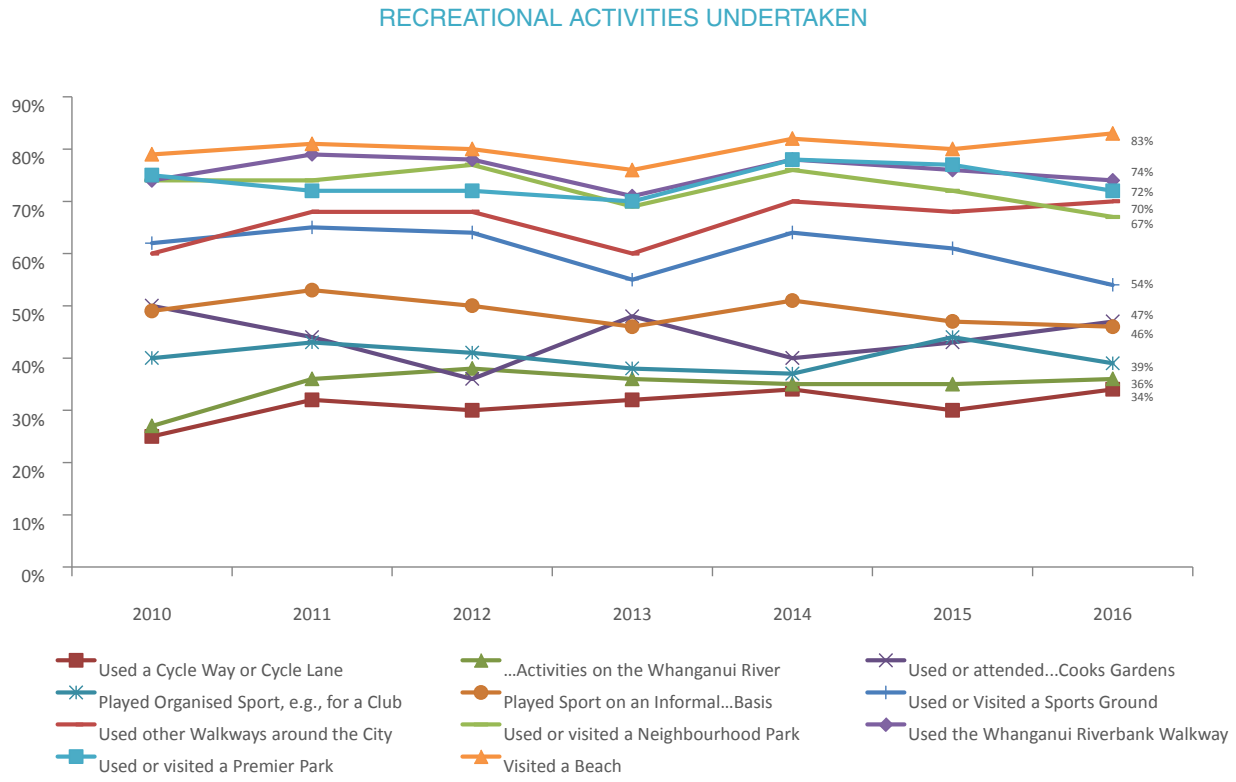
St John's Hill/ Otamatea residents were more likely to use other walkways around the city or a neighbourhood park. Using or visiting neighbourhood parks was also higher amongst residents of Whanganui East.

RECREATIONAL ACTIVITIES UNDERTAKEN BY SUBURB

	Aramoho	Castlecliff	Gonville	Bastia Hill/ Durie Hill	St John's Hill/ Otamatea	Springvale	Wng Cent	Wng East	Blueskin-Maxwell	Marybank et al
	41	48	88	36	38	50	46	73	37	34
Visited a beach	86%	84%	80%	91%	88%	82%	77%	83%	80%	87%
Used the Whanganui Riverbank Walkway	72%	63%	75%	89%	77%	75%	76%	73%	64%	81%
Used or visited a Premier Park	69%	75%	72%	87%	81%	75%	62%	75%	64%	62%
Used other walkways around the city	72%	62%	62%	78%	75%	71%	71%	72%	65%	89%
Used or visited a Neighbourhood Park	69%	66%	66%	56%	81%	69%	60%	72%	61%	71%
Used or Visited a Playground	59%	56%	62%	57%	55%	47%	48%	67%	50%	70%
Used or visited a sports ground	57%	56%	55%	59%	53%	52%	48%	44%	53%	75%
Used or attended an event at Cooks Gardens	44%	30%	47%	53%	50%	50%	52%	43%	39%	67%
Played sport on an informal...basis	49%	49%	47%	29%	52%	50%	43%	34%	52%	58%
Played organised sport e.g. for a Club	34%	38%	38%	36%	49%	46%	37%	34%	37%	50%
...Activities on the Whanganui River	32%	29%	26%	43%	40%	41%	40%	40%	24%	53%
Used a cycle way or cycle lane	41%	33%	29%	36%	30%	24%	39%	31%	33%	52%

RECREATIONAL ACTIVITIES UNDERTAKEN

2010 - 2016 Trend



Larger image of trend chart included in Appendix Three.

2016 DIFFERENCES

NO SIGNIFICANT INCREASES NOTED

SIGNIFICANT DECREASE:

Sports grounds (54%, down 7%)

DEMOGRAPHIC DIFFERENCES

MORE LIKELY TO:

No significant differences noted

MORE LIKELY TO:

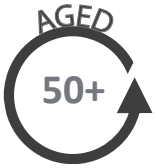
Use the Whanganui Riverbank Walkway (86%)
Use or visit a Premier Park (84%)
Use or visit a playground (69%)
Play organised sport (60%)
Play sport on an informal basis (59%)

MORE LIKELY TO:

Use walkways around the City (77%)
Visit a sports ground (63%)
Play sport on an informal basis (61%)
Use or attend...Cooks Gardens (54%)
Play organised sport (48%)
Use a cycle way or cycle lane (43%)
Undertake activities on the Whanganui River (41%)

MORE LIKELY TO:

Visit a beach (88%)
Use or visit a playground (72%)
Use or visit a sports ground (64%)
Play organised sport (50%)



MORE LIKELY TO:

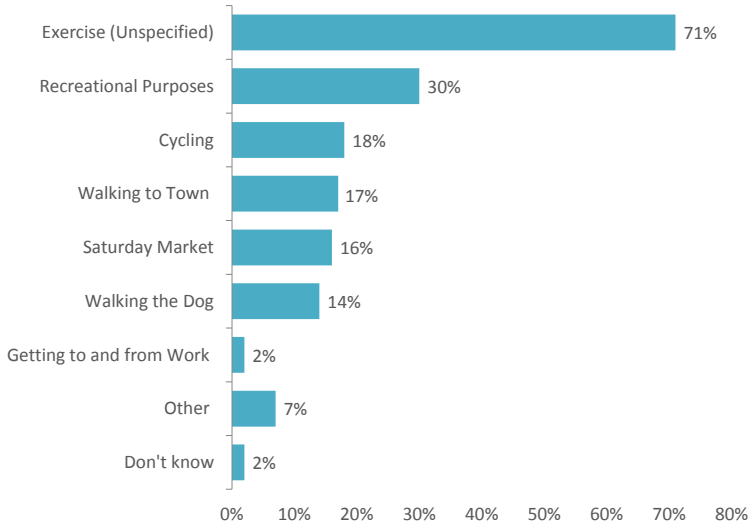
No significant differences noted

USING THE WHANGANUI RIVERBANK WALKWAY

2016 Results

Seventy one per cent of residents stated that they used the Whanganui Riverbank Walkway for general exercise purposes, while 30% used the walkway recreationally. Cycling (18%) and walking to town (17%), or walking the dog (14%), were also key activities undertaken by residents along the riverbank. Sixteen per cent attended the Saturday markets, while only 2% used the walkway to get to and from work.

USING THE WHANGANUI RIVERBANK WALKWAY



AREA DIFFERENCES

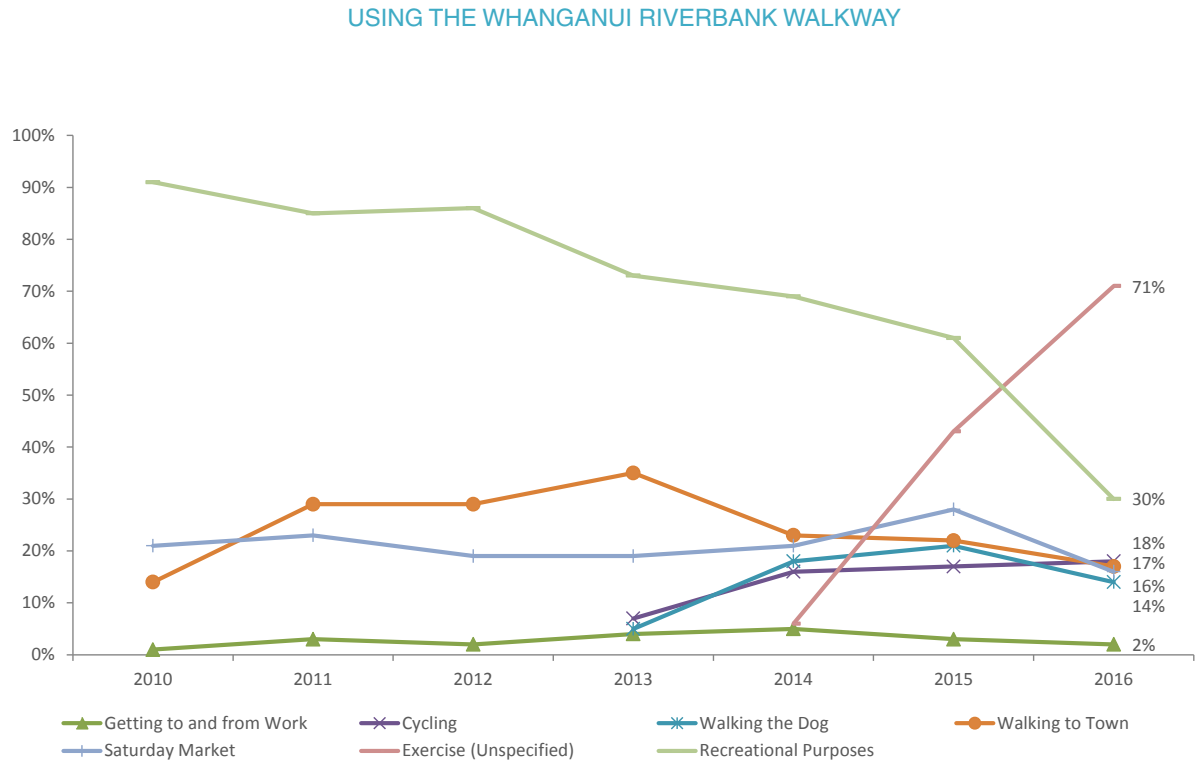
Gonville residents were more likely to use the Whanganui Riverbank Walkway to walk to town, while residents in Whanganui East were more likely to walk their dogs along the riverbank. Whanganui East residents were less likely to use the walkway to cycle, or to attend the Saturday markets.

USING THE WHANGANUI RIVERBANK WALKWAY BY SUBURB

	Aramoho	Castlecliff	Gonville	Bastia Hill/ Durie Hill	St John's Hill/ Otamatea	Springvale	Wng Cent	Wng East	Blueskin-Maxwell	Marybank et al
	28	28	66	31	29	35	35	53	23	26
Exercise (Unspecified)	82%	89%	69%	61%	75%	66%	76%	63%	60%	73%
Recreational purposes	53%	30%	25%	24%	35%	43%	17%	25%	32%	24%
Cycling	27%	30%	16%	17%	12%	11%	23%	9%	8%	31%
Walking to town	8%	13%	24%	21%	19%	18%	14%	14%	7%	20%
Saturday Market	6%	17%	17%	18%	9%	26%	13%	13%	17%	27%
Walking the dogs	19%	5%	11%	11%	3%	20%	12%	27%	4%	14%
Getting to and from work	0%	9%	0%	0%	0%	0%	2%	0%	0%	9%
Other	3%	2%	8%	14%	6%	2%	7%	14%	3%	9%
Don't know	3%	2%	2%	0%	4%	2%	0%	5%	0%	0%

USING THE WHANGANUI RIVERBANK WALKWAY

2010 - 2016 Trend



Larger image of trend chart included in Appendix Three.

2016 DIFFERENCES

SIGNIFICANT INCREASE:

Exercise (unspecified) (71%, up 28%)

SIGNIFICANT DECREASE:

Recreational purposes (30%, down 31%)
Walking to town (17%, down 5%)
The Saturday market (16%, down 12%)
Walking the dog (14%, down 7%)

DEMOGRAPHIC DIFFERENCES

MORE LIKELY TO:

Walk the dog (17%)

AGED 18-29

MORE LIKELY TO:
Undertake exercise (unspecified) (81%)
Get to and from work (8%)

AGED 30-49

MORE LIKELY TO:
Cycle (25%)
Go to the Saturday market (22%)

MORE LIKELY TO:

Cycle (23%)

AGED 50+

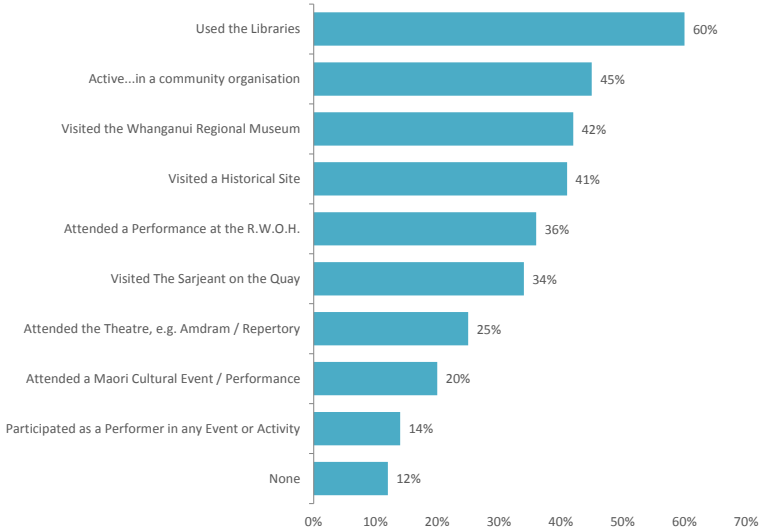
MORE LIKELY TO:
No significant differences noted

CULTURAL ACTIVITIES UNDERTAKEN

2016 Results

Using the district's libraries was the main cultural activity undertaken by residents (60%) followed, at a lower level, by being active in a community organisation (45%), visiting the Whanganui Regional Museum (42%) or visiting a historical site (41%). Thirty six per cent attended a performance at the R.W.O.H, while 34% visited The Sarjeant on the Quay.

CULTURAL ACTIVITIES UNDERTAKEN



AREA DIFFERENCES

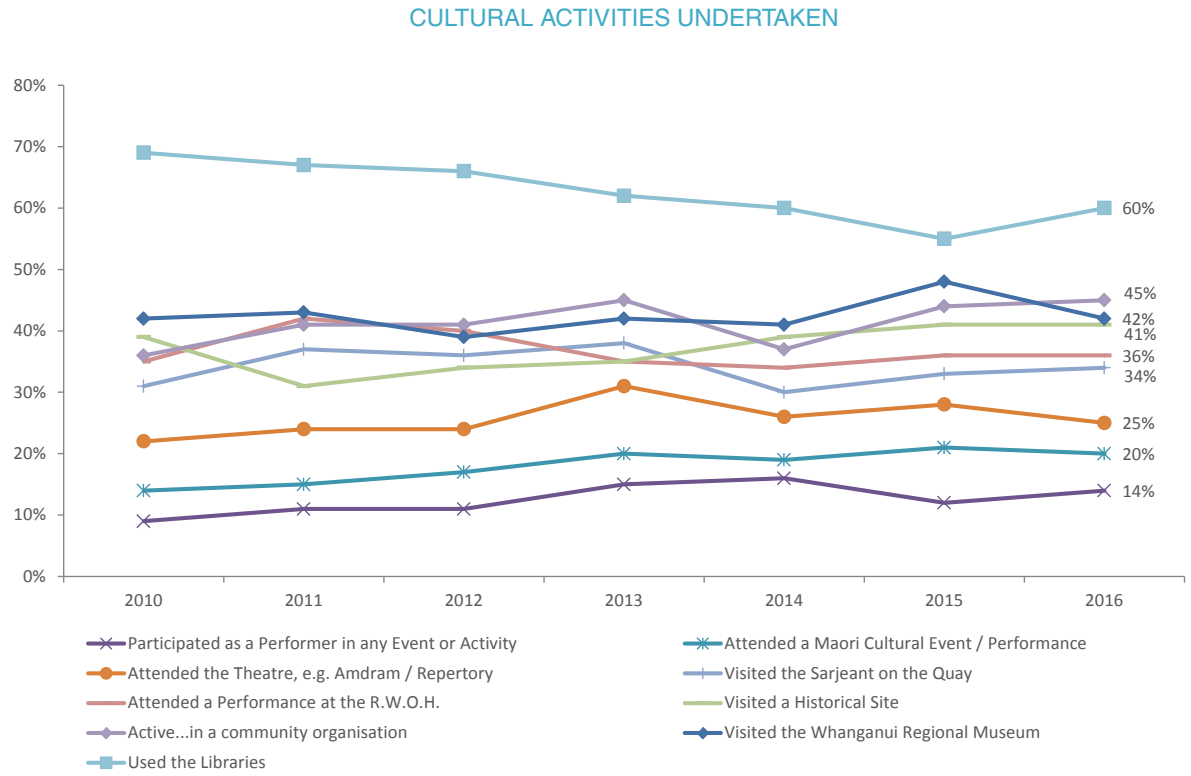
St John's Hill/Otamatea residents were more likely to have undertaken a range of cultural activities including attending a performance at the R.W.O.H, visiting The Sarjeant on the Quay, and attending the theatre. Aramoho residents were more likely to have attended the theatre, while Gonville residents were more likely to have participated as a performer in any event or activity. Castlecliff residents were less likely to have attended a performance at the R.W.O.H. and Springvale residents were more likely to state that they have undertaken none of the listed cultural activities.

CULTURAL ACTIVITIES UNDERTAKEN BY SUBURB

	Aramoho	Castlecliff	Gonville	Bastia Hill/ Durie Hill	St John's Hill/ Otamatea	Springvale	Wng Cent	Wng East	Blueskin-Maxwell	Marybank et al
	41	48	88	36	38	50	46	73	37	34
Used the libraries	69%	54%	59%	57%	69%	46%	60%	64%	56%	68%
Active... in a community organisation	44%	50%	41%	55%	50%	51%	34%	44%	37%	44%
Visited the Whanganui Regional Museum	34%	28%	39%	42%	53%	33%	57%	48%	39%	59%
Visited a Historical Site	40%	37%	38%	49%	31%	33%	44%	47%	49%	38%
Attended a performance at the R.W.O.H.	40%	19%	35%	42%	55%	32%	33%	33%	30%	48%
Visited The Sarjeant on the Quay	30%	33%	33%	37%	46%	27%	34%	31%	30%	42%
Attended the Theatre, e.g. Amdram/ Repertory	35%	15%	21%	36%	35%	26%	25%	23%	15%	30%
Attended a Maori Cultural Event/ Performance	18%	21%	15%	25%	18%	9%	26%	26%	21%	26%
Participated as a Performer in any Event or Activity	8%	18%	19%	7%	7%	7%	22%	15%	9%	15%
None	15%	18%	12%	6%	7%	18%	5%	14%	16%	2%

CULTURAL ACTIVITIES UNDERTAKEN

2010 - 2016 Trend



Larger image of trend chart included in Appendix Three.

2016 DIFFERENCES

NO SIGNIFICANT INCREASES NOTED

SIGNIFICANT DECREASE:

Visited the Whanganui Regional Museum (42%, down 6%)

DEMOGRAPHIC DIFFERENCES

MORE LIKELY TO:

No significant differences noted

MORE LIKELY TO:

No significant differences noted

MORE LIKELY TO:

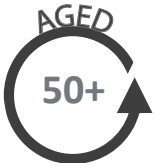
Use the libraries (66%)

Visit the Whanganui Regional Museum (53%)

Participate as a performer in any event or activity (19%)

MORE LIKELY TO:

Visit a historical site (47%)



MORE LIKELY TO:

Be active in a community organisation (49%)

Attend a performance at the R.W.O.H (43%)

Attend the theatre (32%)

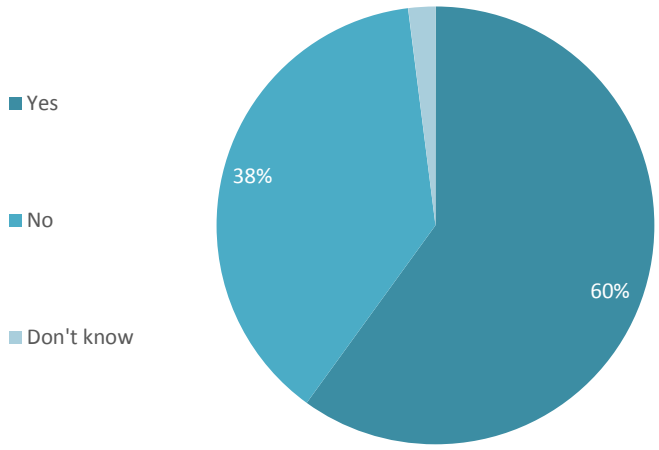
Emergency Planning and Preparedness

HOUSEHOLD EMERGENCY RESPONSE PLAN

2016 Results

Sixty per cent of Whanganui District residents stated that they had discussed an emergency response plan with their household. Thirty eight per cent had not discussed any plan, while 2% did not know.

HOUSEHOLD EMERGENCY RESPONSE PLAN

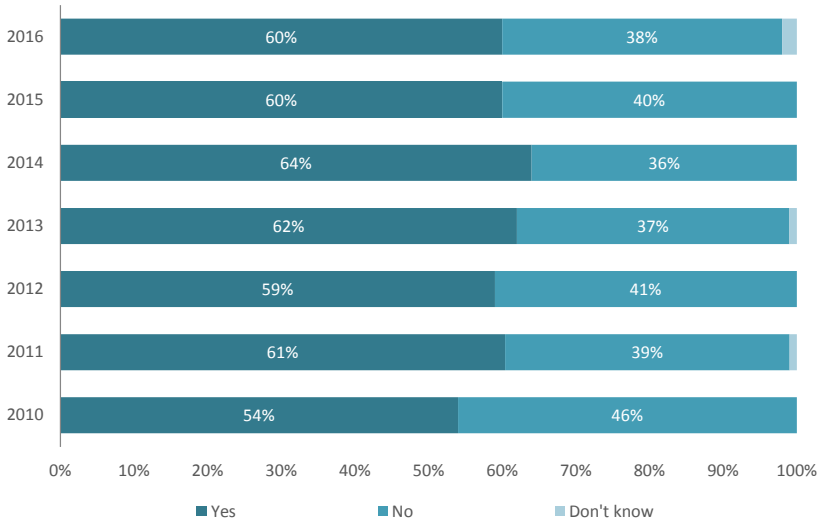


2010 - 2016 Trend

NO SIGNIFICANT INCREASES NOTED

NO SIGNIFICANT DECREASES NOTED

HOUSEHOLD EMERGENCY RESPONSE PLAN



HOUSEHOLD EMERGENCY RESPONSE PLAN BY SUBURB

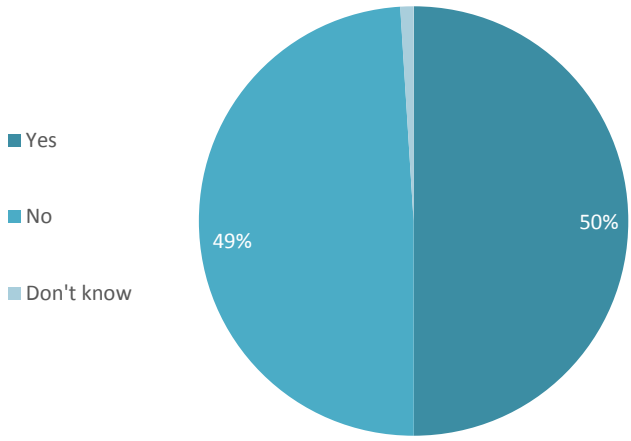
	Aramoho	Castlecliff	Gonville	Bastia Hill/ Durie Hill	St John's Hill/ Otamatea	Springvale	Wng Cent	Wng East	Blueskin-Maxwell	Marybank et al
	41	48	88	36	38	50	46	73	37	34
Yes	61%	64%	61%	62%	65%	54%	44%	64%	62%	65%
No	37%	36%	35%	38%	35%	44%	50%	36%	38%	30%
Don't know	2%	0%	4%	0%	0%	2%	6%	0%	0%	4%

EMERGENCY SURVIVAL KIT

2016 Results

Fifty per cent of Whanganui District households have an emergency survival kit, with 49% stating that their household did not have a kit. One per cent were unsure.

EMERGENCY SURVIVAL KIT

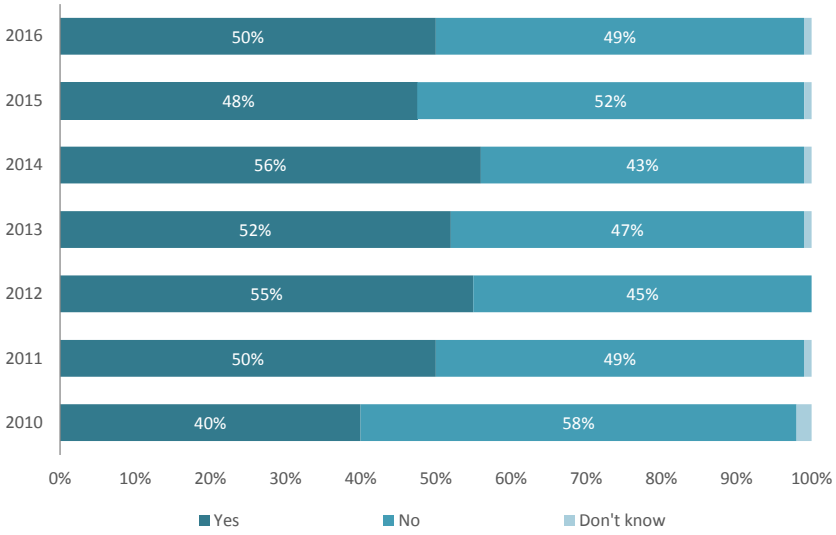


2010 - 2016 Trend

NO SIGNIFICANT INCREASES NOTED

NO SIGNIFICANT DECREASES NOTED

EMERGENCY SURVIVAL KIT

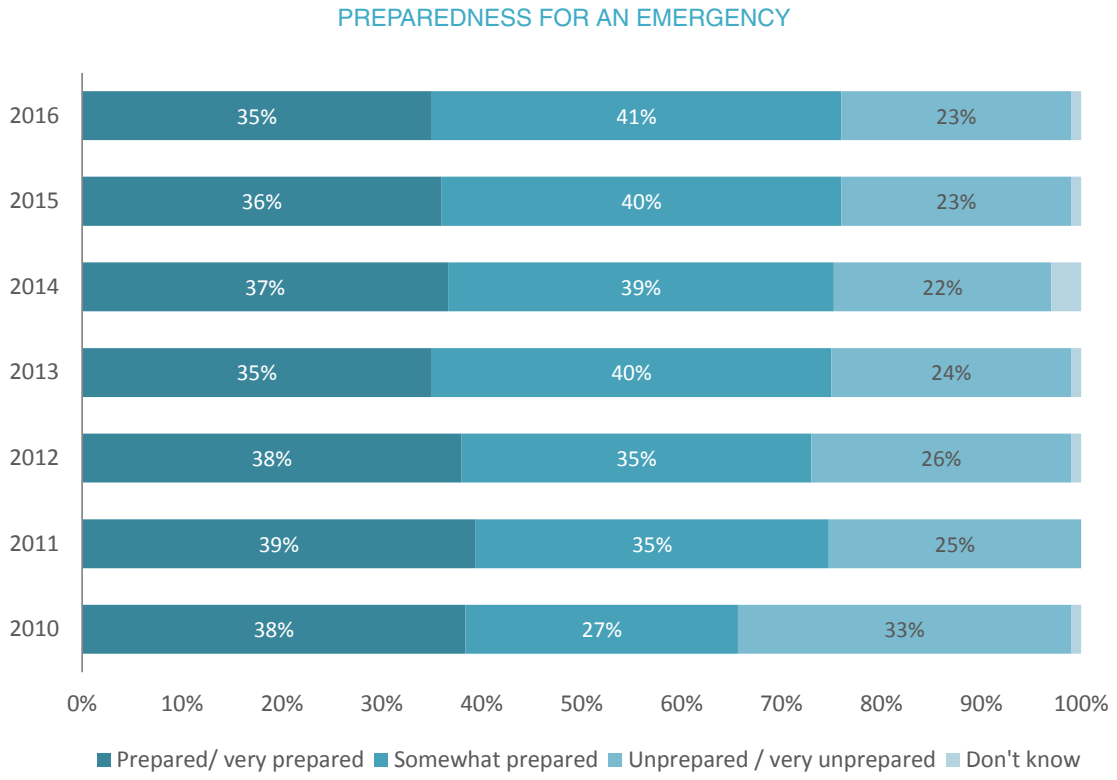


EMERGENCY SURVIVAL KIT BY SUBURB

	Aramoho	Castlecliff	Gonville	Bastia Hill/ Durie Hill	St John's Hill/ Otamatea	Springvale	Wng Cent	Wng East	Blueskin-Maxwell	Marybank et al
	41	48	88	36	38	50	46	73	37	34
Yes	54%	53%	55%	43%	58%	34%	54%	43%	54%	50%
No	46%	43%	44%	57%	42%	62%	44%	56%	46%	48%
Don't know	0%	3%	1%	0%	0%	4%	2%	1%	0%	2%

PREPAREDNESS FOR AN EMERGENCY

2010 - 2016 Trend



2016 DIFFERENCES

While the proportion of residents who feel prepared/ very prepared is similar to previous years' results, there is a 6% increase noted for those who feel they can only survive for less than three days, which appears to be driven by a decrease of those who can survive for more than a week.

SIGNIFICANT INCREASE:

The proportion of residents who could only cope for three days (16%, up 6%)

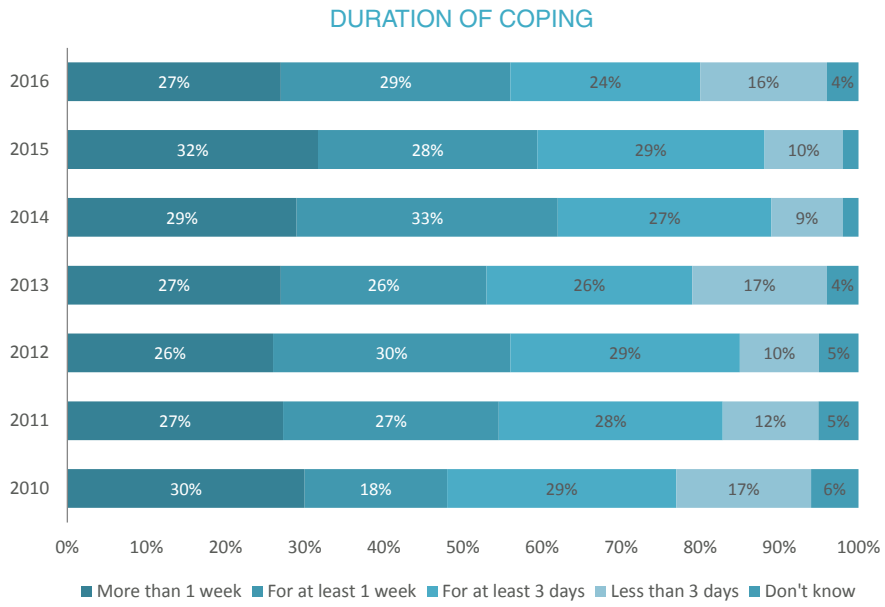
No significant increases noted for level of preparedness

SIGNIFICANT DECREASE:

The proportion of residents who could cope for more than one week (27%, down 5%)

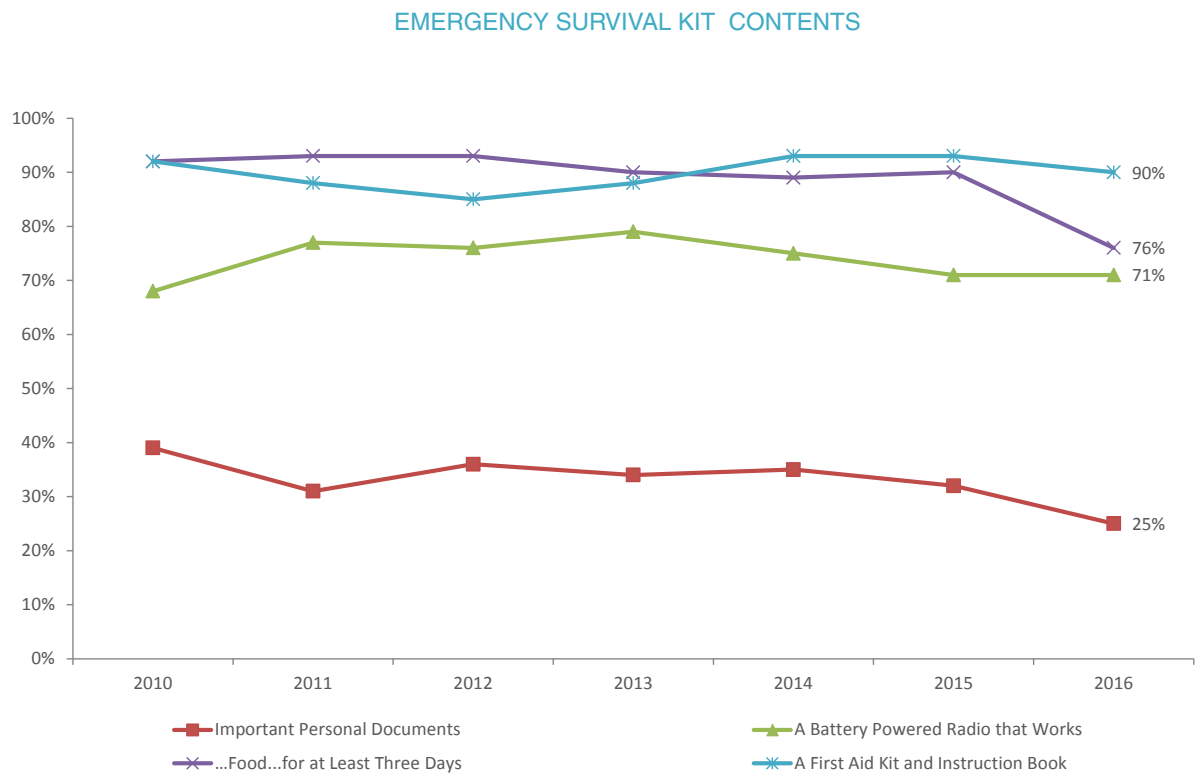
The proportion of residents who could cope for at least one week (24%, down 5%)

No significant decreases noted for level of preparedness



EMERGENCY SURVIVAL KIT

2010 - 2016 Trend



Larger image of trend chart included in Appendix Three.

2016 DIFFERENCES

SIGNIFICANT INCREASE:

No significant increases noted for supplies

No significant increases noted for checking of kits

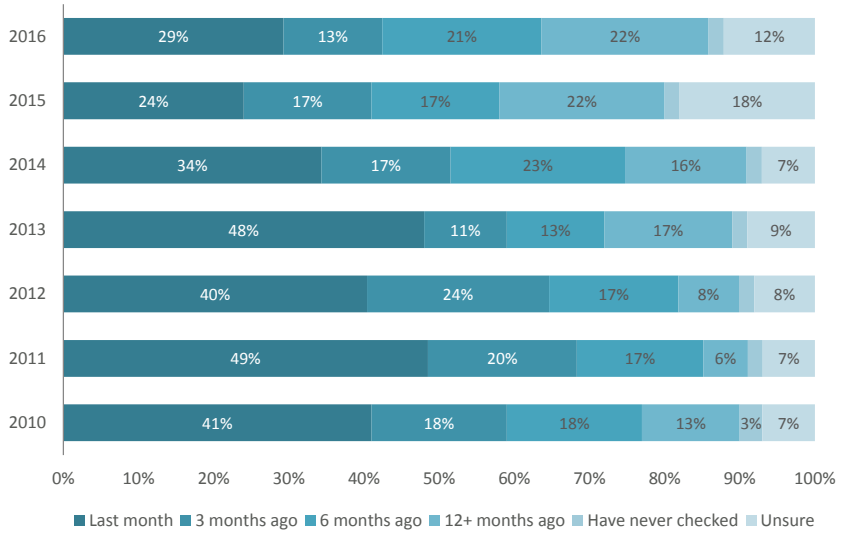
SIGNIFICANT DECREASE:

Having enough dried or tinned food for three days (76%, down 14%)

Having important personal documents (25%, down 7%)

The proportion of residents who are unsure when they last checked their kit (12%, down 6%)

For those households who do have an emergency survival kit, a first aid kit (90%) was the most commonly found item in this kit. Having enough tinned or dry food to feed the family for at least three days appears to be less commonly mentioned in 2016. It appears that households are checking their survival kits more frequently than 2015, with 29% stating that they checked this last month.



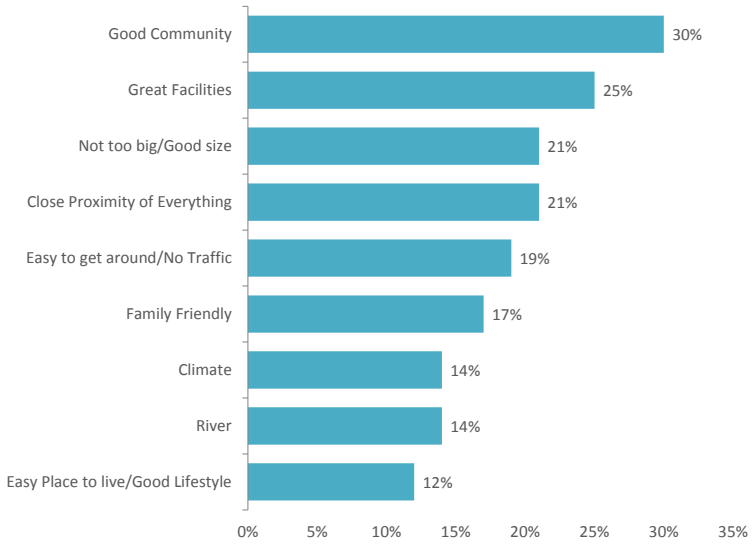
Perceptions of the Whanganui Community

BEST THING ABOUT LIVING IN WHANGANUI

2016 Results

A good community was the main mention regarding the best thing about living in Whanganui (30%) followed by great facilities (25%) and the size (21%). Just under a quarter mentioned that it was in close proximity to everything (21%) and 19% stating that it was easy to get around. The family friendly environment (17%), the climate (14%), the river (14%) and the easy lifestyle (12%) were other aspects that were mentioned with regards to the best thing about Whanganui. A trend chart of reasons is included in Appendix Three.

BEST THING ABOUT LIVING IN WHANGANUI



AREA DIFFERENCES

Results were mostly consistent by area, however residents living in Bastia Hill/Durie Hill were more likely to mention that they liked Whanganui because of the great facilities while those in Whanganui Central were more likely to mention the river. Residents from St John's Hill/ Otamatea were more likely to state that Whanganui was an easy place to live and offered a good lifestyle.

BEST THING ABOUT LIVING IN WHANGANUI BY SUBURB

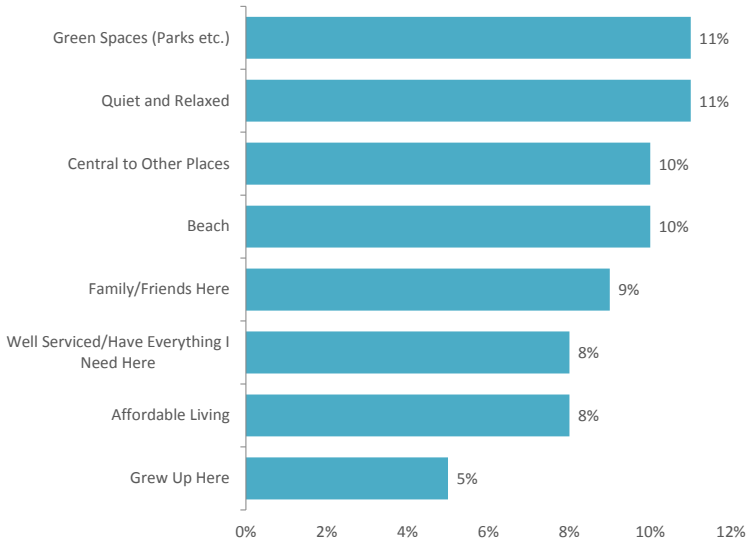
	Aramoho	Castlecliff	Gonville	Bastia Hill/ Durie Hill	St John's Hill/ Otamatea	Springvale	Wng Cent	Wng East	Blueskin-Maxwell	Marybank et al
	41	48	88	36	38	50	46	73	37	34
Good community / nice people	34%	35%	27%	37%	27%	20%	24%	33%	25%	39%
Great facilities	26%	24%	27%	41%	30%	30%	26%	18%	14%	21%
Not too big / good size	24%	12%	26%	17%	24%	23%	8%	21%	26%	25%
Close proximity of everything	24%	13%	27%	16%	12%	21%	16%	20%	31%	23%
Easy to get around / no traffic	25%	20%	24%	15%	12%	27%	5%	15%	22%	23%
Family friendly	10%	12%	23%	25%	13%	14%	17%	18%	16%	17%
Climate	24%	10%	9%	18%	17%	15%	18%	11%	19%	11%
River	8%	16%	15%	5%	10%	13%	24%	15%	18%	10%
Easy place to live / good lifestyle	10%	7%	12%	3%	22%	17%	15%	8%	13%	17%

BEST THING ABOUT LIVING IN WHANGANUI

2016 Results

Lower level mentions regarding the best thing about living in Whanganui included the green spaces (11%), that it was quiet and relaxed (11%), central to other places (10%), and has a beach (10%). All other mentions were lower than 10% and included having family and friends in the area (9%), being well serviced (8%), affordable living (8%), and growing up in the area (5%). A trend chart of reasons is included in Appendix Three.

BEST THING ABOUT LIVING IN WHANGANUI



AREA DIFFERENCES

St John's Hill/ Otamatea residents were more likely to state that one of the best things about Whanganui is that it is quiet and relaxed while residents from Whanganui Central were more likely to mention family/ friends as a reason for liking Whanganui. Residents from Castlecliff were more likely to mention that they liked the beach while residents in Blueskin-Maxwell were more likely to state that the area was well serviced and has everything they need.

BEST THING ABOUT LIVING IN WHANGANUI BY SUBURB

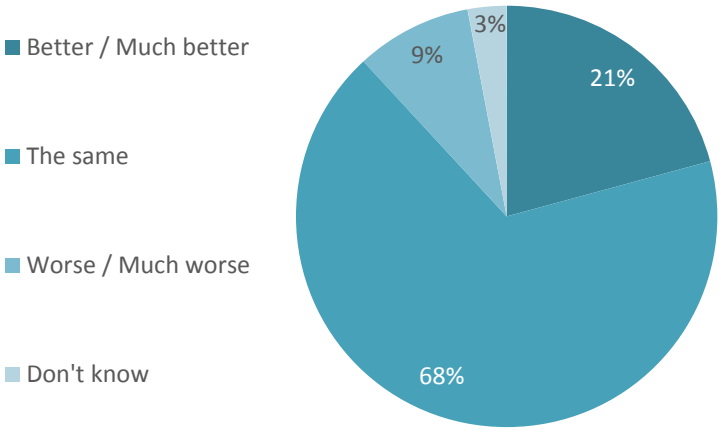
	Aramoho	Castlecliff	Gonville	Bastia Hill/ Durie Hill	St John's Hill/ Otamatea	Springvale	Wng Cent	Wng East	Blueskin-Maxwell	Marybank et al
	41	48	88	36	38	50	46	73	37	34
Green spaces (parks etc.)	16%	5%	15%	5%	9%	6%	6%	16%	21%	8%
Quiet and relaxed	13%	0%	15%	8%	26%	9%	13%	11%	13%	8%
Central to other places	13%	8%	6%	11%	14%	10%	5%	16%	4%	15%
Beach	2%	20%	11%	5%	7%	3%	15%	10%	14%	13%
Family / friends here	8%	13%	5%	3%	17%	6%	20%	9%	7%	12%
Well serviced / has everything I need here	6%	6%	9%	9%	10%	3%	12%	7%	17%	5%
Affordable to live here	4%	10%	11%	11%	12%	11%	8%	6%	7%	0%
Grew up here	6%	6%	6%	7%	4%	3%	2%	6%	0%	5%

QUALITY OF LIFE

2016 Results

Residents were asked to think of their general quality of life, and consider this with regards to last year. Most (68%) felt that their quality of life was the same as last year, with 21% believing it was better (16%) or much better (5%).

QUALITY OF LIFE



AREA DIFFERENCES

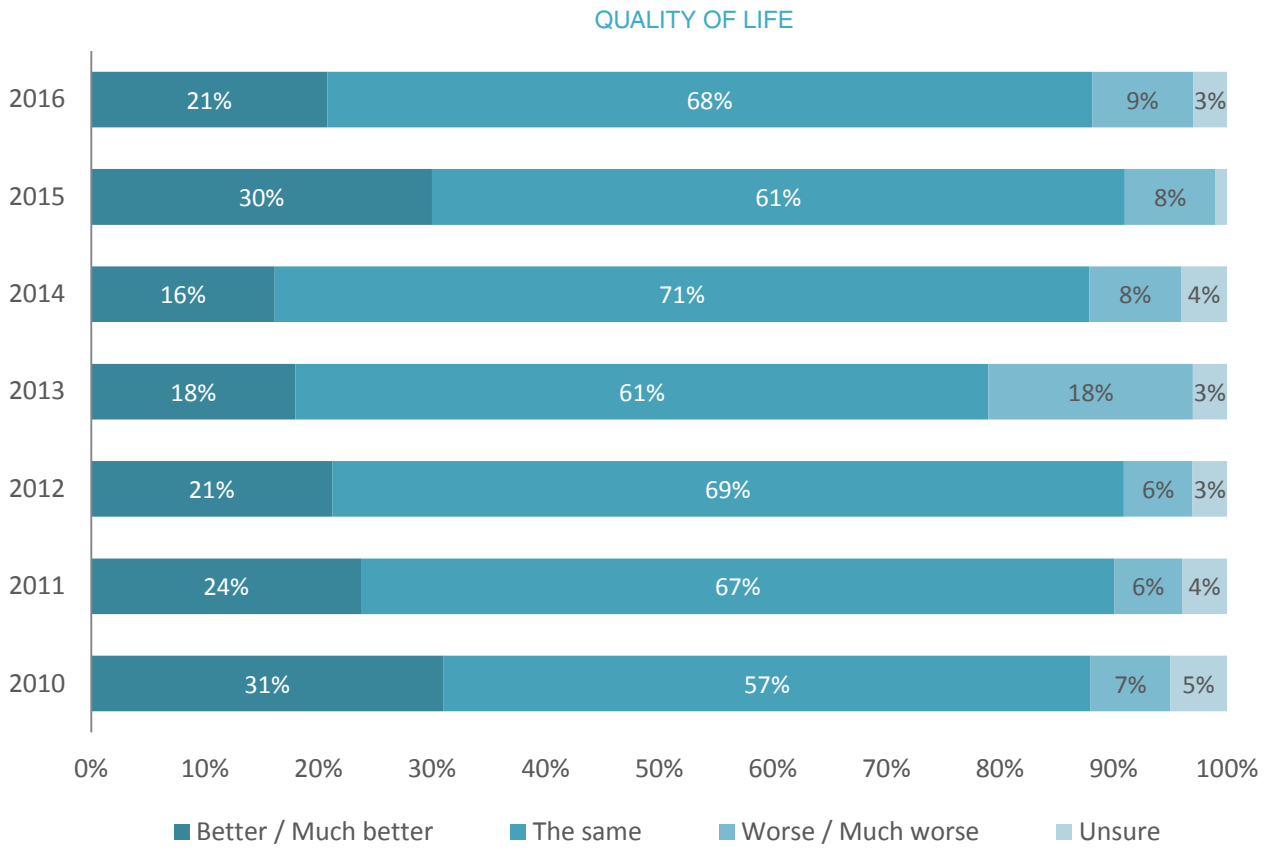
Perceptions of general quality of life were consistent across areas, with no statistical differences noted.

QUALITY OF LIFE BY SUBURB

	Aramoho	Castlecliff	Gonville	Bastia Hill/ Durie Hill	St John's Hill/ Otamatea	Springvale	Wng Cent	Wng East	Blueskin-Maxwell	Marybank et al
	41	48	88	36	38	50	46	73	37	34
Much better	6%	3%	5%	0%	9%	6%	4%	5%	9%	3%
Better	12%	25%	11%	28%	20%	17%	10%	20%	10%	14%
The same	73%	61%	75%	58%	63%	67%	66%	63%	72%	75%
Worse	6%	12%	5%	9%	5%	3%	13%	8%	5%	2%
Much worse	0%	0%	1%	2%	0%	1%	0%	2%	3%	7%
Don't know	4%	0%	3%	2%	2%	5%	6%	2%	2%	0%

QUALITY OF LIFE

2010 - 2016 Trend



2016 DIFFERENCES

SIGNIFICANT INCREASE:

The proportion of residents who stated they quality of life was the same as last year (68%, up 7%)

SIGNIFICANT DECREASE:

The proportion of residents who stated they quality of life was better than last year (21%, down 9%)

DEMOGRAPHIC DIFFERENCES

MORE LIKELY TO:

No significant differences noted

MORE LIKELY TO:

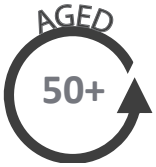
No significant differences noted

MORE LIKELY TO:

State that their quality of life was the same as last year (74%)

MORE LIKELY TO:

No significant differences noted



MORE LIKELY TO:

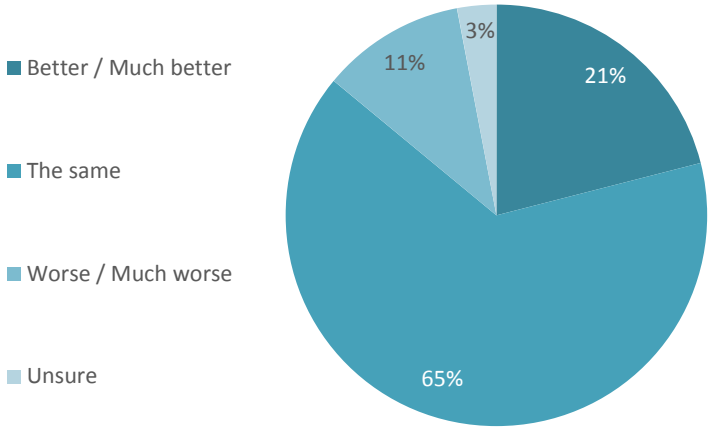
No significant differences noted

WHANGANUI DISTRICT OVERALL

2016 Results

Residents were asked to consider what Whanganui District provides to people, and compare this to last year. Sixty five per cent of residents felt that what the district provides was the same as last year, while 21% felt it was better (19%) or much better (2%) than last year. Eleven per cent felt it had become worse (9%) or much worse (2%).

WHANGANUI DISTRICT OVERALL



AREA DIFFERENCES

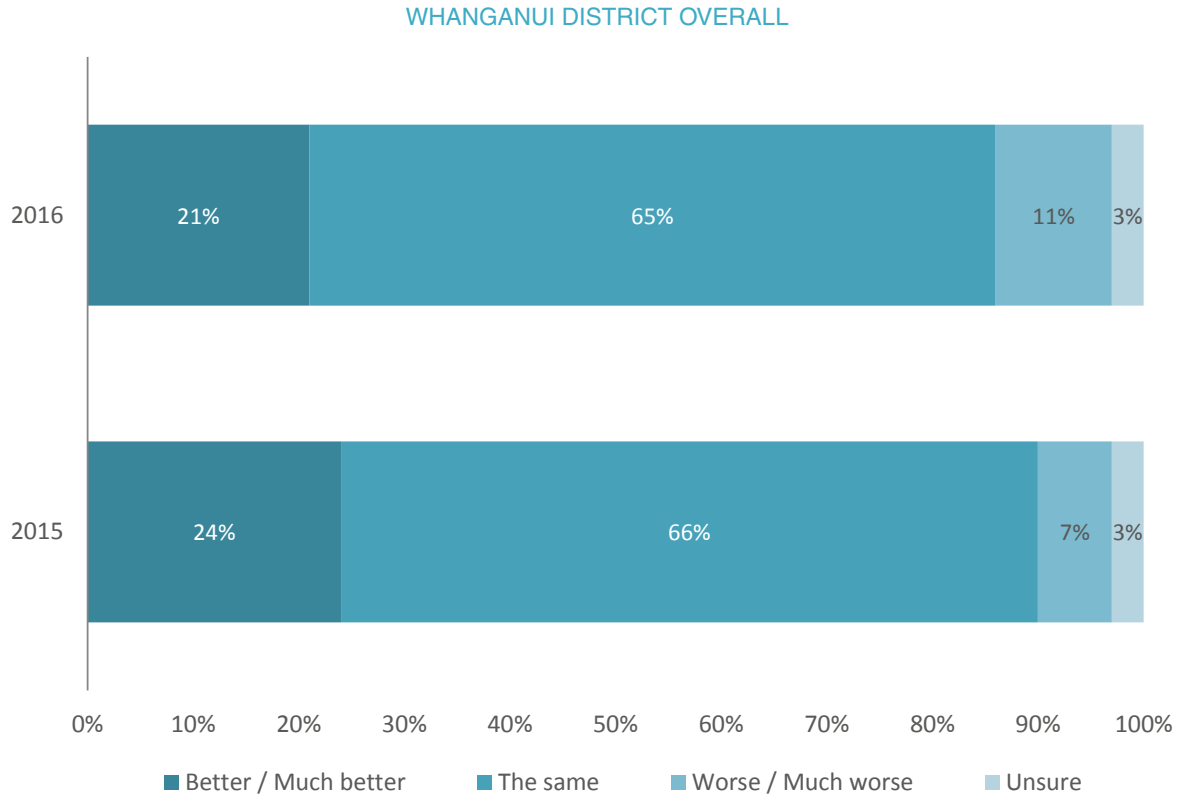
Castlecliff residents were more likely to state that they felt the district was much worse this year with regards to what it provides to people. Residents in Springvale and Blueskin-Maxwell, on the other hand, were more likely to state that it was better, or much better than last year.

WHANGANUI DISTRICT OVERALL BY SUBURB

	Aramoho	Castlecliff	Gonville	Bastia Hill/ Durie Hill	St John's Hill/ Otamatea	Springvale	Wng Cent	Wng East	Blueskin-Maxwell	Marybank et al
	41	48	88	36	38	50	46	73	37	34
Much better	2%	0%	1%	2%	4%	0%	4%	3%	7%	3%
Better	16%	24%	16%	13%	26%	28%	15%	20%	16%	15%
About the same	66%	61%	68%	67%	65%	63%	66%	58%	60%	74%
Worse	12%	8%	11%	9%	0%	6%	9%	10%	12%	6%
Much worse	2%	6%	1%	4%	0%	0%	0%	1%	3%	2%
Unsure	2%	0%	3%	4%	5%	3%	5%	7%	3%	0%

WHANGANUI DISTRICT OVERALL

2010 - 2016 Trend



2016 DIFFERENCES

NO SIGNIFICANT INCREASES NOTED

NO SIGNIFICANT DECREASES NOTED

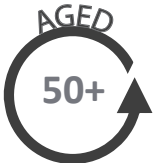
DEMOGRAPHIC DIFFERENCES

MORE LIKELY TO:
No significant differences noted

MORE LIKELY TO:
No significant differences noted

MORE LIKELY TO:
Say that what the district provides people is better than last year (28%)

MORE LIKELY TO:
No significant differences noted



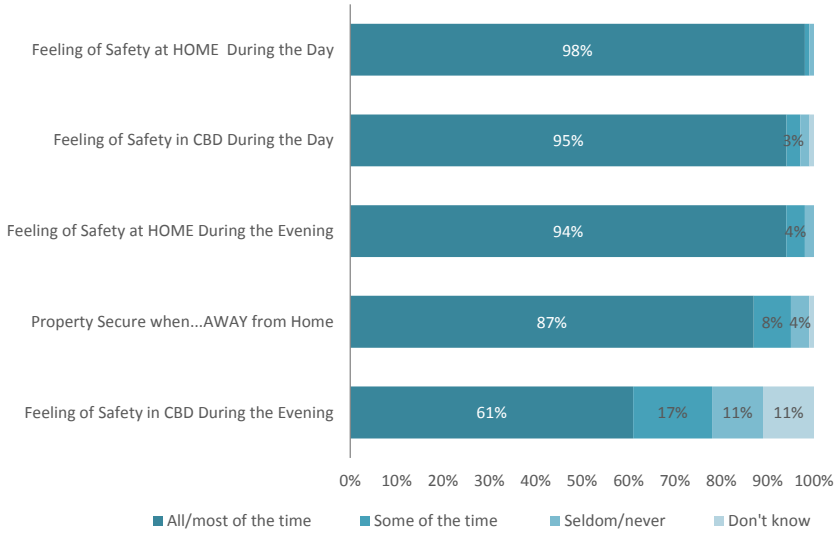
MORE LIKELY TO:
No significant differences noted

PERCEPTIONS OF SAFETY

2016 Results

The majority of residents felt safe at home during the day (98%), in the CBD during the day (95%), and at home in the evening. Eighty seven per cent of residents felt that their property was secure while they were away. At a lower level, 61% of residents felt safe in the CBD during the evening, with 11% of residents stating that they seldom, or never, felt safe in the CBD in the evening.

PERCEPTIONS OF SAFETY



AREA DIFFERENCES

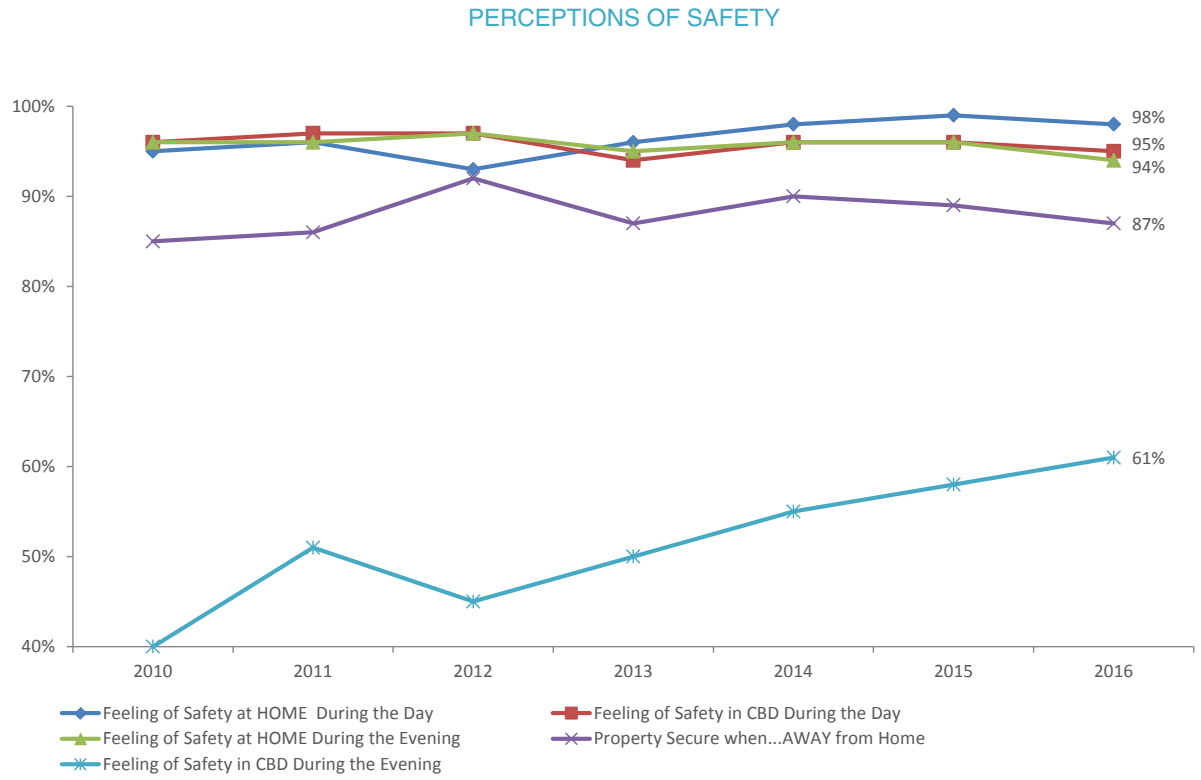
Whanganui East residents were more likely to state that they seldom felt safe in the CBD during the day time. St John's Hill/ Otamatea residents were more likely to state that they felt safe in the CBD during the day most of the time, while Castlecliff residents were less likely to say this. Castlecliff residents were also more likely to seldom feel safe in their homes during the evening. Gonville residents were less likely to say that they felt safe in the CBD in the evening all of the time but were more likely to feel safe at home both during the day time and in the evening, most of the time.

PERCEPTIONS OF SAFETY BY SUBURB
(NET ALL/MOST OF THE TIME)

	Aramoho	Castlecliff	Gonville	Bastia Hill/ Durie Hill	St John's Hill/ Otamatea	Springvale	Wng Cent	Wng East	Blueskin-Maxwell	Marybank et al
	41	48	88	36	38	50	46	73	37	34
Feeling of Safety at HOME During the Day	96%	93%	97%	98%	100%	99%	96%	100%	95%	100%
Feeling of Safety in CBD During the Day	94%	86%	95%	96%	100%	89%	95%	95%	97%	100%
Feeling of Safety at HOME During the Evening	94%	86%	96%	98%	91%	95%	92%	93%	95%	100%
Property Secure when... AWAY from Home	89%	80%	87%	93%	88%	91%	82%	80%	87%	96%
Feeling of Safety in CBD During the Evening	50%	55%	53%	61%	66%	59%	76%	55%	76%	73%

PERCEPTIONS OF SAFETY

2010 - 2016 Trend



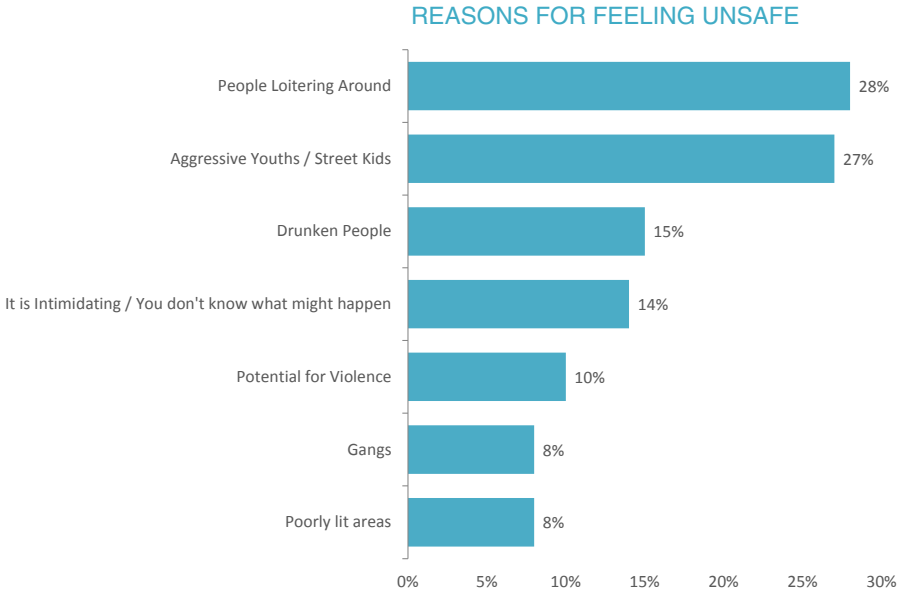
Larger image of trend chart included in Appendix Three.

2016 DIFFERENCES

NO SIGNIFICANT INCREASES NOTED

NO SIGNIFICANT DECREASES NOTED

Ratings for safety remained relatively on a par across the board, with a gradual declining trend noted for the security of property when away from home. Positively, an increase of 21% is noted since 2010 for feelings of safety in the CBD during the evening, continuing its steady increase since 2012. Reasons for feeling unsafe were primarily caused by people loitering (28%) or aggressive youths/ street kids (27%). A trend chart of reasons is included in Appendix Three.

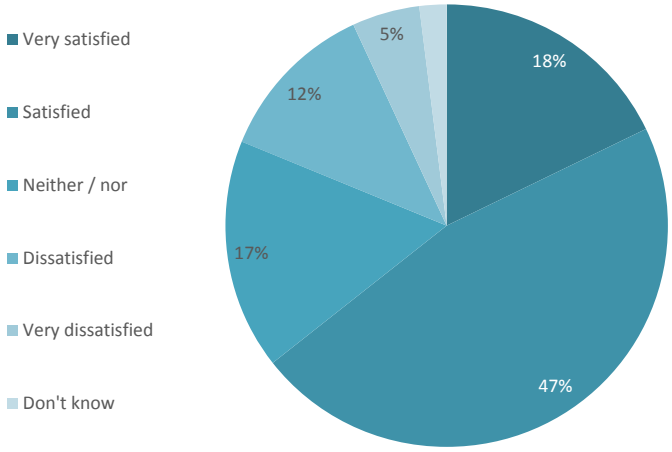


CBD CONTRIBUTION TO LIFESTYLE AND IMAGE

2016 Results

Residents were asked how satisfied or dissatisfied they were with the contribution the CBD makes to the image of Whanganui. Most (65%) were satisfied (47%) or very satisfied (18%) with the contribution the CBD makes, while 17% were neither nor, and a further 17% were either dissatisfied (12%) or very dissatisfied (5%).

CBD CONTRIBUTION TO LIFESTYLE AND IMAGE



AREA DIFFERENCES

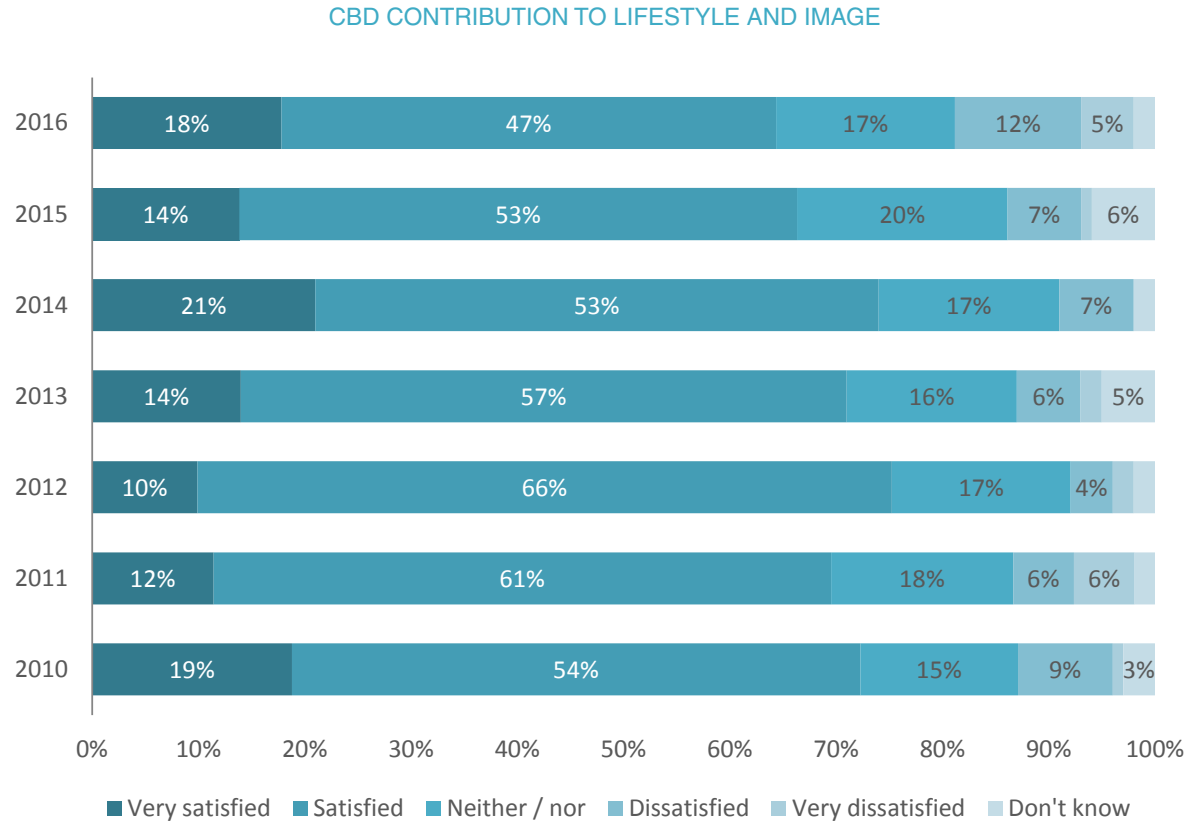
Residents in St John's Hill/Otamatea were more likely to be very dissatisfied with the contribution the CBD makes to the image of Whanganui. Residents in Springvale were more likely to be satisfied with this, while Gonville residents were less likely to be neither dissatisfied nor satisfied.

CBD CONTRIBUTION TO LIFESTYLE AND IMAGE BY SUBURB

	Aramoho	Castlecliff	Gonville	Bastia Hill/ Durie Hill	St John's Hill/ Otamatea	Springvale	Wng Cent	Wng East	Blueskin-Maxwell	Marybank et al
	41	48	88	36	38	50	46	73	37	34
Very dissatisfied	2%	2%	2%	5%	18%	3%	2%	7%	5%	7%
Dissatisfied	14%	8%	15%	26%	7%	14%	13%	12%	7%	5%
Neither dissatisfied nor satisfied	16%	29%	13%	20%	12%	10%	17%	19%	19%	10%
Satisfied	37%	49%	47%	22%	45%	60%	54%	37%	50%	68%
Very satisfied	27%	12%	20%	27%	13%	13%	13%	22%	15%	11%
Don't know	4%	0%	3%	0%	5%	0%	2%	3%	5%	0%

CBD CONTRIBUTION TO LIFESTYLE AND IMAGE

2010 - 2016 Trend



2016 DIFFERENCES

SIGNIFICANT INCREASE:

The proportion of residents who are dissatisfied with the contribution of the CBD (12%, up 5%)

SIGNIFICANT DECREASE:

The proportion of residents who are satisfied with the contribution of the CBD (47%, down 6%)

DEMOGRAPHIC DIFFERENCES

MORE LIKELY TO:

Be very satisfied with the contribution of the CBD (22%)

MORE LIKELY TO:

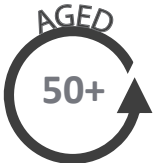
Be neither satisfied nor dissatisfied with the contribution of the CBD (29%)

MORE LIKELY TO:

No significant differences noted

MORE LIKELY TO:

Be satisfied with the contribution of the CBD (51%)



MORE LIKELY TO:

No significant differences noted

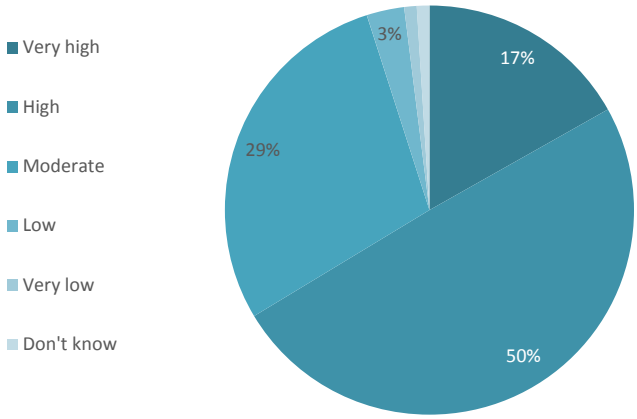
Community Connectedness in Whanganui

COMMUNITY WELLBEING

2016 Results

When asked to describe their current level of wellbeing, 67% of residents rated their wellbeing as high (50%) or very high (17%), while a further 29% rated this as moderate. Residents who rated their wellbeing as low or very low were asked to provide a reason for their rating, these reasons are included in Appendix Two.

COMMUNITY WELLBEING



AREA DIFFERENCES

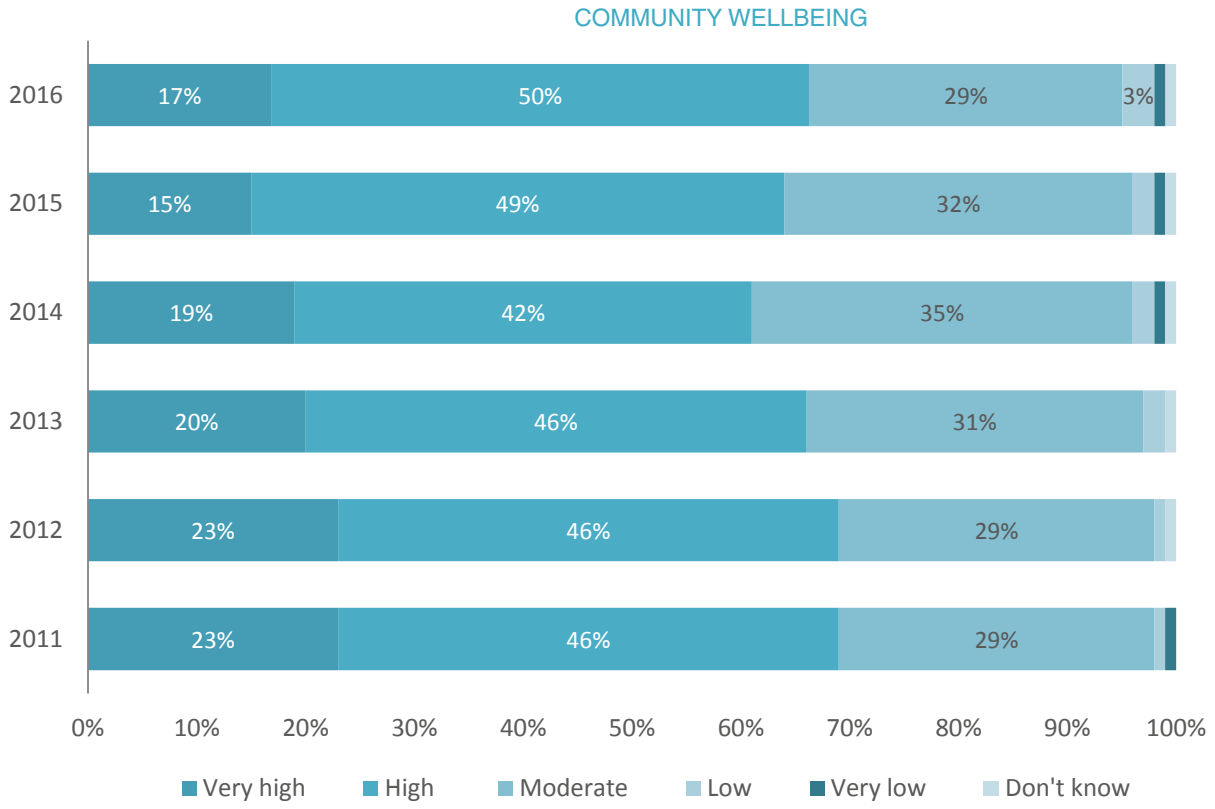
Springvale residents demonstrated the highest level of community wellbeing while residents who lived in Blueskin-Maxwell were more likely to state that their level of wellbeing was very low. Residents in Aramoho were more likely to be unsure of how to rate their wellbeing.

COMMUNITY WELLBEING BY SUBURB

	Aramoho	Castlecliff	Gonville	Bastia Hill/ Durie Hill	St John's Hill/ Otamatea	Springvale	Wng Cent	Wng East	Blueskin-Maxwell	Marybank et al
	41	48	88	36	38	50	46	73	37	34
Very low	0%	2%	0%	0%	0%	0%	0%	1%	5%	0%
Low	2%	2%	5%	2%	0%	2%	2%	5%	3%	3%
Moderate	27%	37%	33%	26%	27%	21%	40%	27%	27%	23%
High	51%	46%	46%	55%	47%	63%	46%	51%	38%	54%
Very high	19%	12%	16%	18%	26%	14%	13%	16%	27%	21%
Don't know	4%	2%	2%	0%	0%	0%	0%	0%	0%	0%

COMMUNITY WELLBEING

2010 - 2016 Trend



2016 DIFFERENCES

NO SIGNIFICANT INCREASES NOTED

NO SIGNIFICANT DECREASES NOTED

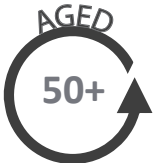
DEMOGRAPHIC DIFFERENCES

MORE LIKELY TO:
State they have moderate wellbeing (35%)

MORE LIKELY TO:
No significant differences noted

MORE LIKELY TO:
State they have high wellbeing (59%)

MORE LIKELY TO:
State they have high wellbeing (58%)



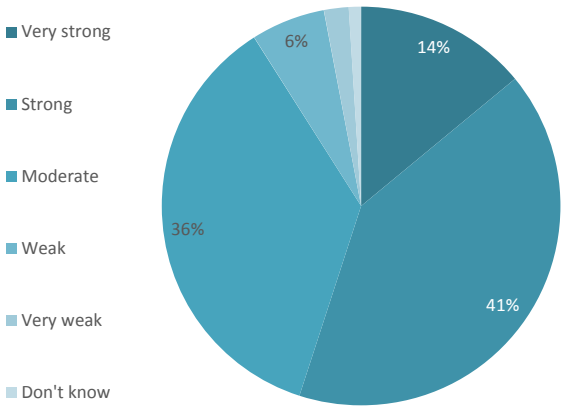
MORE LIKELY TO:
No significant differences noted

SENSE OF BELONGING

2016 Results

When asked to consider their sense of belonging, or feeling part of a community, over half (55%) of residents rated their sense of belonging as strong (41%) or very strong (14%), with a further 36% rating this as moderate. Residents who stated their sense of belonging was weak or very weak were asked to provide more information, these comments are included in Appendix Two.

SENSE OF BELONGING



AREA DIFFERENCES

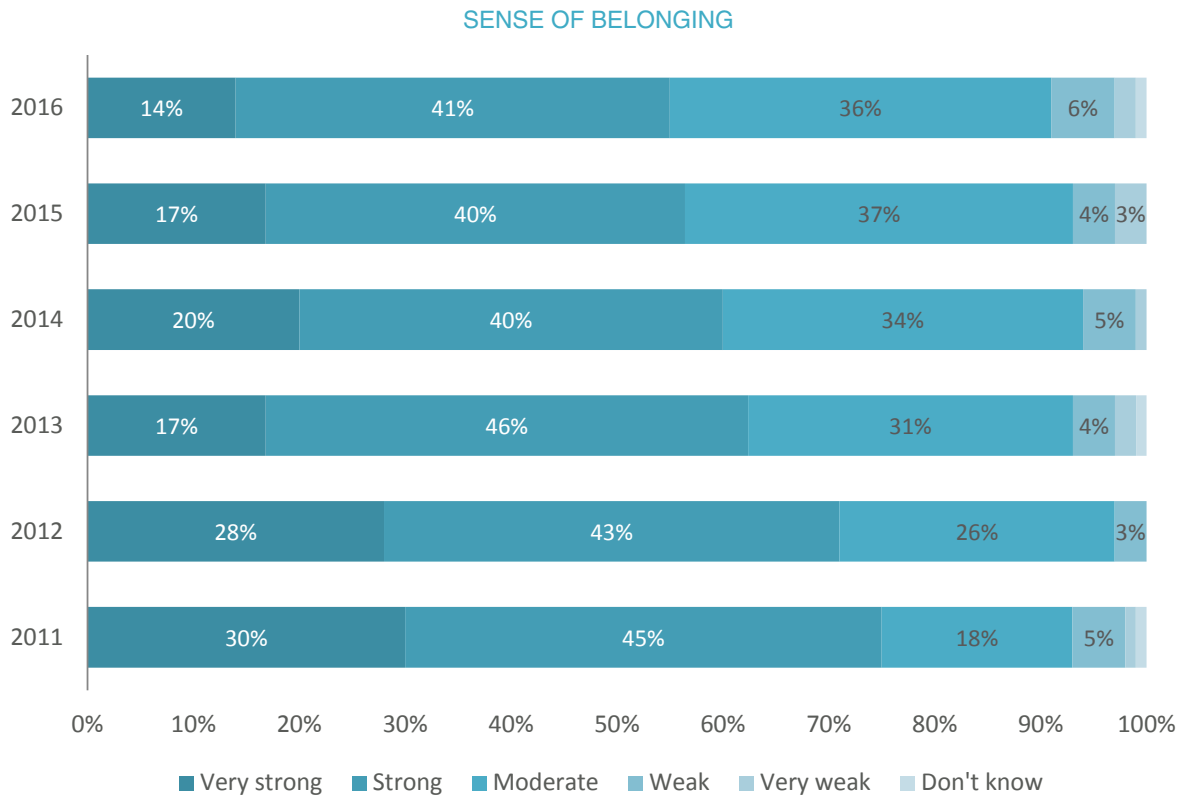
Residents who live in Springvale were slightly more likely to rate their sense of belonging as strong, and less likely to rate this as moderate. Aramoho residents were more likely to rate their sense of belonging as strong.

SENSE OF BELONGING BY SUBURB

	Aramoho	Castlecliff	Gonville	Bastia Hill/ Durie Hill	St John's Hill/ Otamatea	Springvale	Wng Cent	Wng East	Blueskin-Maxwell	Marybank et al
	41	48	88	36	38	50	46	73	37	34
Very weak	4%	4%	0%	0%	0%	1%	2%	1%	5%	2%
Weak	4%	8%	5%	16%	2%	7%	2%	11%	5%	2%
Moderate	29%	35%	41%	30%	36%	30%	44%	41%	31%	31%
Strong	51%	42%	36%	29%	42%	47%	41%	30%	50%	54%
Very strong	8%	12%	15%	25%	19%	14%	11%	16%	9%	11%
Don’t know	5%	0%	3%	0%	0%	0%	0%	0%	0%	0%

SENSE OF BELONGING

2010 - 2016 Trend



2016 DIFFERENCES

NO SIGNIFICANT INCREASES NOTED

NO SIGNIFICANT DECREASES NOTED

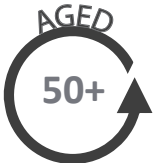
DEMOGRAPHIC DIFFERENCES

MORE LIKELY TO:
No significant differences noted

MORE LIKELY TO:
State they have a weak (15%) or moderate (46%) sense of belonging

MORE LIKELY TO:
No significant differences noted

MORE LIKELY TO:
State they have a strong sense of belonging (47%)



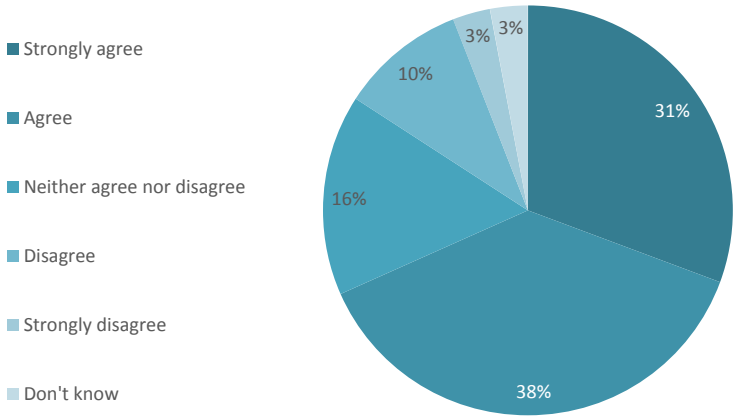
MORE LIKELY TO:
State they have a strong (46%) or very strong (17%) sense of belonging

PRIDE IN MY NEIGHBOURHOOD

2016 Results

Sixty nine per cent of residents agreed (38%) or strongly agreed (31%) that they felt a sense of pride with how their neighbourhood looks and feels. Sixteen per cent neither agreed or disagreed with this statement, while 13% disagreed (10%) or strongly disagreed (3%).

PRIDE IN MY NEIGHBOURHOOD



AREA DIFFERENCES

Residents living in the St John's Hill/ Otamatea and Springvale areas were more likely to strongly agree that they had pride in the way their neighbourhood looks and feels. Residents in Castlecliff and Blueskin-Maxwell, on the other hand, were more likely to strongly disagree with this statement.

PRIDE IN MY NEIGHBOURHOOD BY SUBURB

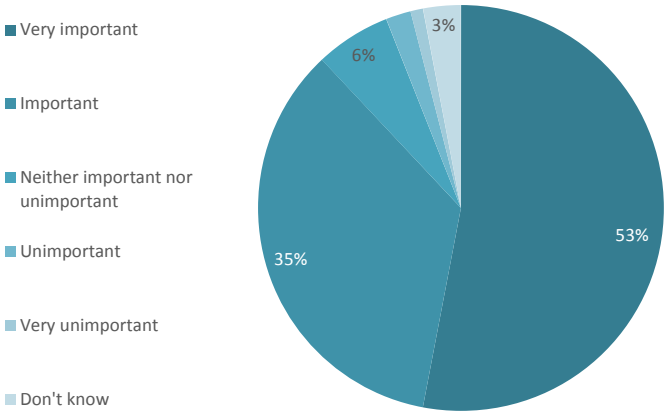
	Aramoho	Castlecliff	Gonville	Bastia Hill/ Durie Hill	St John's Hill/ Otamatea	Springvale	Wng Cent	Wng East	Blueskin-Maxwell	Marybank et al
	41	48	88	36	38	50	46	73	37	34
Strongly agree	18%	24%	26%	47%	45%	46%	19%	23%	34%	41%
Agree	48%	37%	35%	29%	34%	42%	46%	32%	40%	36%
Neither agree nor disagree	16%	17%	26%	7%	11%	5%	17%	23%	3%	16%
Disagree	14%	15%	7%	12%	5%	7%	10%	18%	7%	4%
Strongly disagree	2%	7%	3%	0%	2%	0%	2%	2%	7%	2%
Don't know	2%	0%	3%	5%	3%	0%	6%	2%	8%	0%

SENSE OF COMMUNITY IN MY NEIGHBOURHOOD

2016 Results

Residents were asked how important they felt it was to have a sense of community in their neighbourhood. Over half (53%) of residents felt it was very important to have a sense of community in their neighbourhood, while a further 35% rated this as important.

SENSE OF COMMUNITY IN MY NEIGHBOURHOOD



AREA DIFFERENCES

Residents who live in Castlecliff were more likely to feel that it was very important to have a sense of community in their neighbourhood, while residents in Springvale were more likely to state that this was very unimportant. Blueskin-Maxwell residents were less likely to state that a sense of community was important, but were more likely to be unsure of how to answer this.

SENSE OF COMMUNITY IN YOUR NEIGHBOURHOOD BY SUBURB

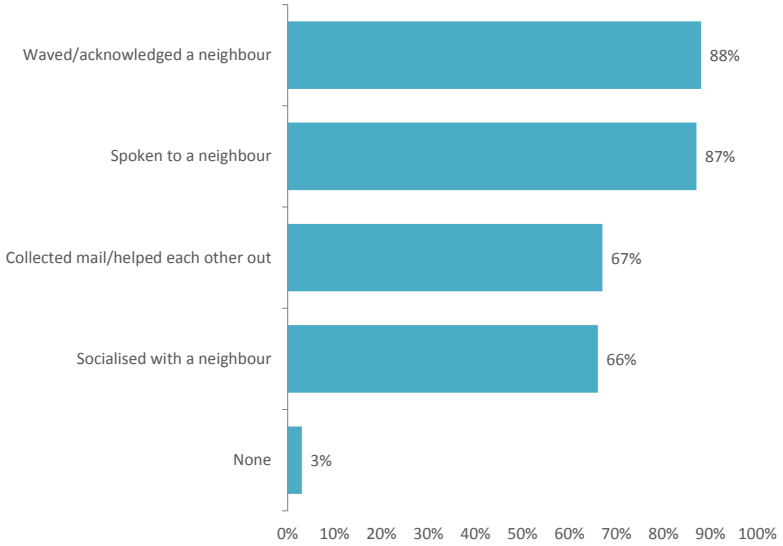
	Aramoho	Castlecliff	Gonville	Bastia Hill/ Durie Hill	St John's Hill/ Otamatea	Springvale	Wng Cent	Wng East	Blueskin-Maxwell	Marybank et al
	41	48	88	36	38	50	46	73	37	34
Very important	38%	67%	50%	56%	51%	52%	52%	52%	64%	51%
Important	45%	22%	43%	27%	27%	37%	38%	37%	15%	47%
Neither important nor unimportant	16%	2%	3%	9%	11%	6%	5%	6%	9%	2%
Unimportant	2%	4%	2%	0%	5%	2%	0%	2%	0%	0%
Very unimportant	0%	0%	0%	2%	0%	3%	0%	1%	0%	0%
Don't know	0%	6%	2%	5%	6%	0%	6%	1%	12%	0%

NEIGHBOURLY BEHAVIOUR

2016 Results

Residents were asked what sort of neighbourly behaviour they have participated in over the last 12 months. Most residents had waved to or acknowledged a neighbour (88%) or spoken to a neighbour (87%). At a lower level, over two thirds had collected mail/ helped out (67%) or had socialised with a neighbour (66%). Only three per cent stated that they had engaged in none of these neighbourly activities.

NEIGHBOURLY BEHAVIOUR



AREA DIFFERENCES

Aramoho and St John's Hill/ Otamatea residents were more likely to have socialised with a neighbour in the last 12 months. Springvale residents were more likely to have engaged in a variety of neighbourly activities such as speaking to a neighbour, collecting mail/ helping out, and socialising with a neighbour.

NEIGHBOURLY BEHAVIOUR BY SUBURB

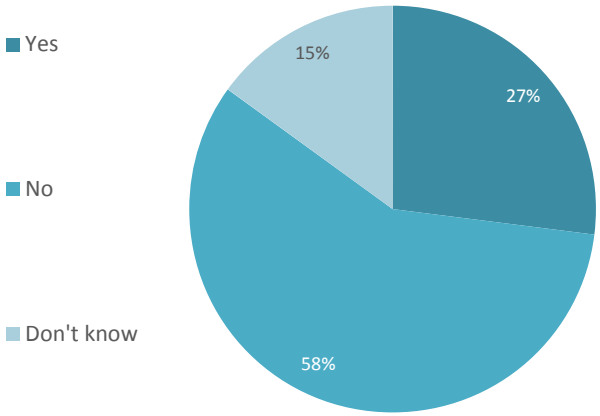
	Aramoho	Castlecliff	Gonville	Bastia Hill/ Durie Hill	St John's Hill/ Otamatea	Springvale	Wng Cent	Wng East	Blueskin-Maxwell	Marybank et al
	41	48	88	36	38	50	46	73	37	34
Waved/acknowledged a neighbour	92%	87%	92%	92%	86%	97%	71%	86%	84%	93%
Spoken to a neighbour	88%	86%	83%	92%	94%	96%	77%	80%	86%	95%
Collected mail/helped each other out	74%	66%	58%	72%	79%	77%	48%	64%	71%	79%
Socialised with a neighbour	74%	66%	54%	58%	77%	76%	54%	66%	74%	73%
None	6%	6%	2%	0%	0%	0%	9%	4%	9%	0%

INTENTION TO LEAVE

2016 Results

Just over a quarter (27%) of Whanganui residents stated that they would leave Whanganui if it were possible for them to do so. The majority of residents stated that they would not (58%), while 15% were unsure.

INTENTION TO LEAVE



AREA DIFFERENCES

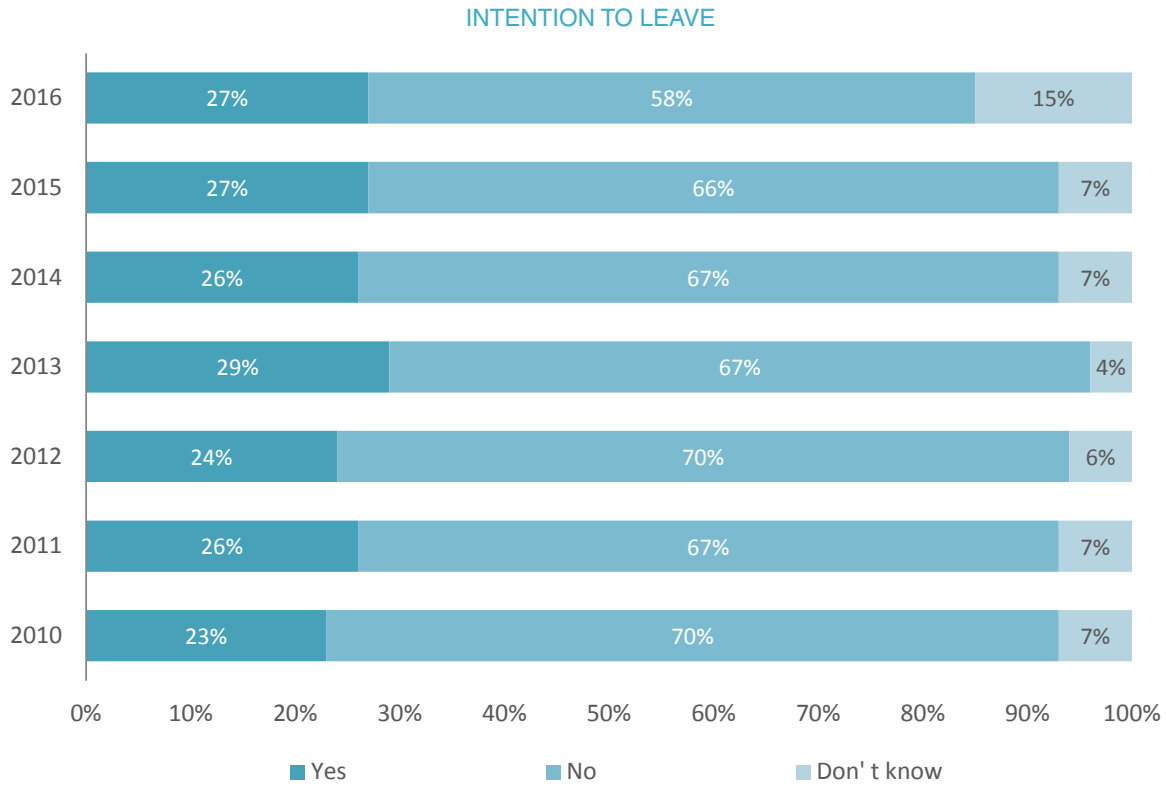
Residents in Blueskin-Maxwell and Gonville were more likely to state that they would not leave Whanganui if it were possible for them to do so. Whanganui East residents were less likely to be unsure if they would leave Whanganui.

INTENTION TO LEAVE BY SUBURB

	Aramoho	Castlecliff	Gonville	Bastia Hill/ Durie Hill	St John's Hill/ Otamatea	Springvale	Wng Cent	Wng East	Blueskin-Maxwell	Marybank et al
	41	48	88	36	38	50	46	73	37	34
Yes	23%	39%	19%	26%	28%	35%	25%	27%	23%	35%
No	63%	53%	67%	66%	47%	43%	52%	58%	70%	51%
Don't know	14%	8%	13%	7%	26%	22%	23%	16%	7%	13%

INTENTION TO LEAVE

2010 - 2016 Trend



2016 DIFFERENCES

SIGNIFICANT INCREASE:
The proportion of residents who are unsure if they would leave Whanganui (15%, up 8%)

SIGNIFICANT DECREASE:
The proportion of residents who would not leave Whanganui (58%, down 8%)

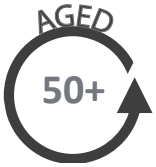
DEMOGRAPHIC DIFFERENCES

MORE LIKELY TO:
No significant differences noted

MORE LIKELY TO:
Indicate they would leave (41%) or were unsure if they would leave (26%) Whanganui

MORE LIKELY TO:
Be unsure if they would leave Whanganui (21%)

MORE LIKELY TO:
No significant differences noted



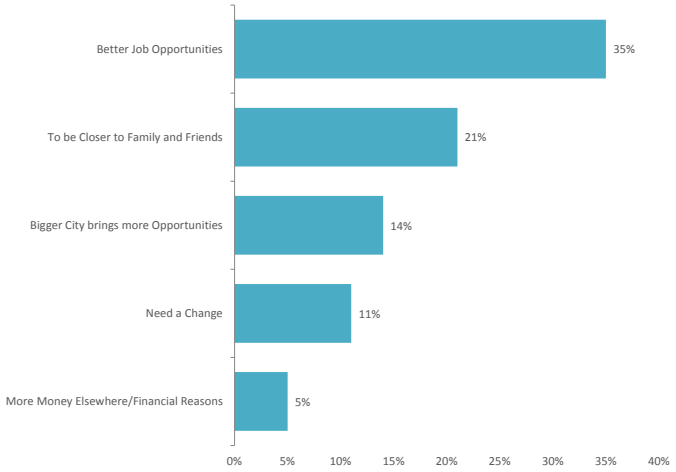
MORE LIKELY TO:
Indicate they would stay in Whanganui (67%)

REASON FOR MOVING

2016 Results

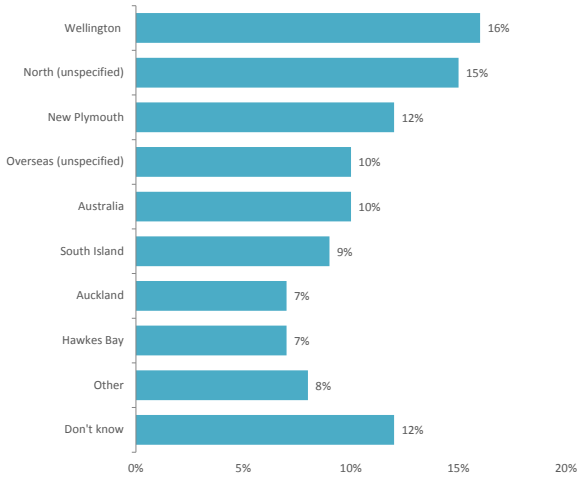
The top 5 reasons for leaving Whanganui pertain largely to better job opportunities (35%), moving closer to family or friends (21%), the perception that there would be better opportunities in a bigger city (14%), needing a change (11%) or financial reasons (5%). These reasons have been fairly consistent for the last few years with job opportunities consistently the main reason for shifting. A trend chart showing the reasons over time is included in Appendix Three.

REASON FOR LEAVING WHANGANUI | TOP 5



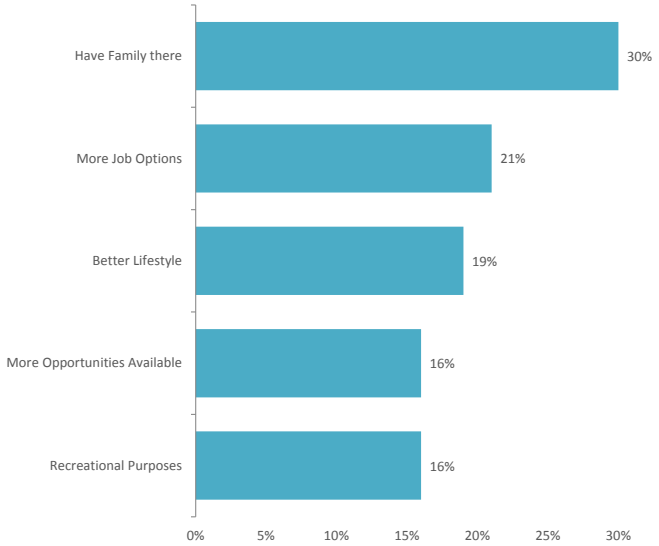
The highest proportion of those who would move from the district indicated they would move to Wellington (16%), following by a move North (15%). Twelve per cent would move to New Plymouth, while 10% stated they would move overseas, or to Australia.

AREA INTENDED TO MOVE TO



Family reasons (30%) were the key reason for moving to a particular place, followed by more job options (21%), and a better lifestyle (19%). Sixteen per cent (each) mentioned moving for more opportunities or for recreational purposes.

REASON FOR MOVING TO A PARTICULAR PLACE



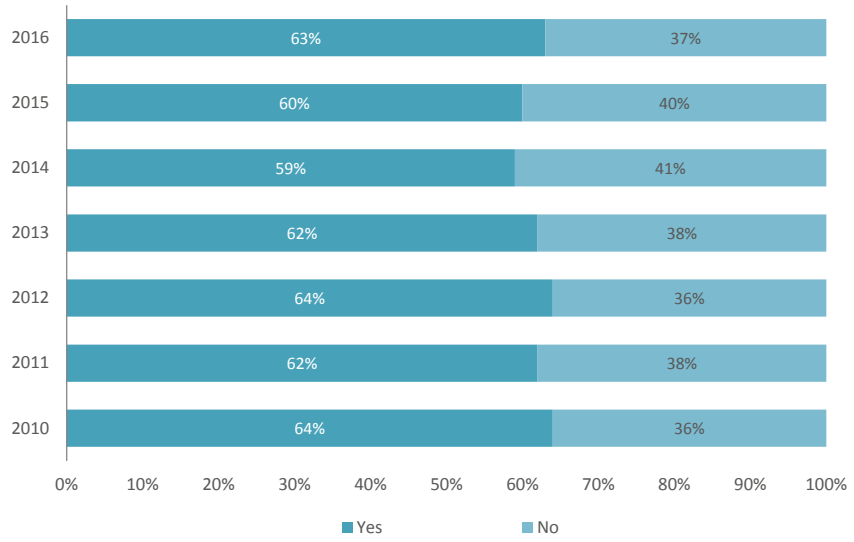
Council Services and Facilities

WHANGANUI AIRPORT

2016 Results

Sixty three per cent of residents have used the Whanganui airport in the last 12 months. This is on par with results from previous years.

USE OF WHANGANUI AIRPORT



AREA DIFFERENCES

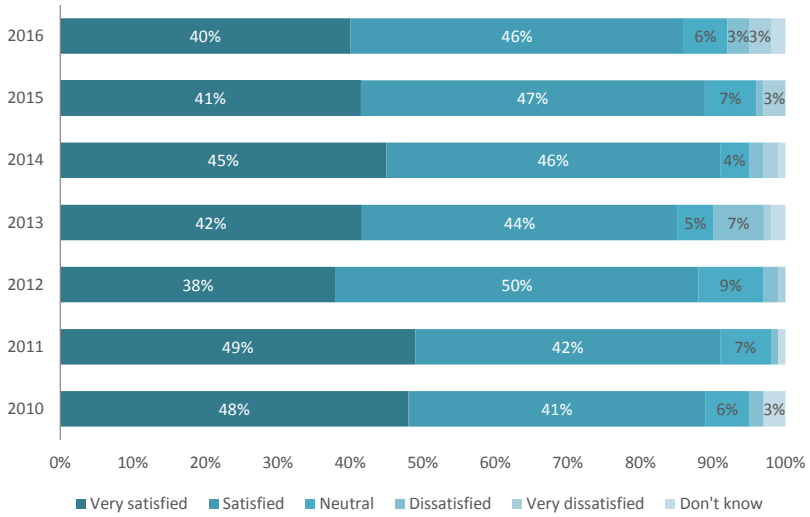
Gonville residents were less likely to have visited or used the Whanganui airport in the last 12 months.

USE OF WHANGANUI AIRPORT BY SUBURB

	Aramoho	Castlecliff	Gonville	Bastia Hill/ Durie Hill	St John's Hill/ Otamatea	Springvale	Wng Cent	Wng East	Blueskin-Maxwell	Marybank et al
	41	48	88	36	38	50	46	73	37	34
Yes	70%	61%	50%	81%	77%	64%	62%	54%	64%	71%
No	30%	39%	50%	19%	23%	36%	38%	46%	36%	29%

SATISFACTION WITH TERMINAL FACILITIES

Eighty six per cent of Whanganui airport users were satisfied (46%) or very satisfied (40%) that the terminal facilities and services met their expectations. This was on par with results from previous years.

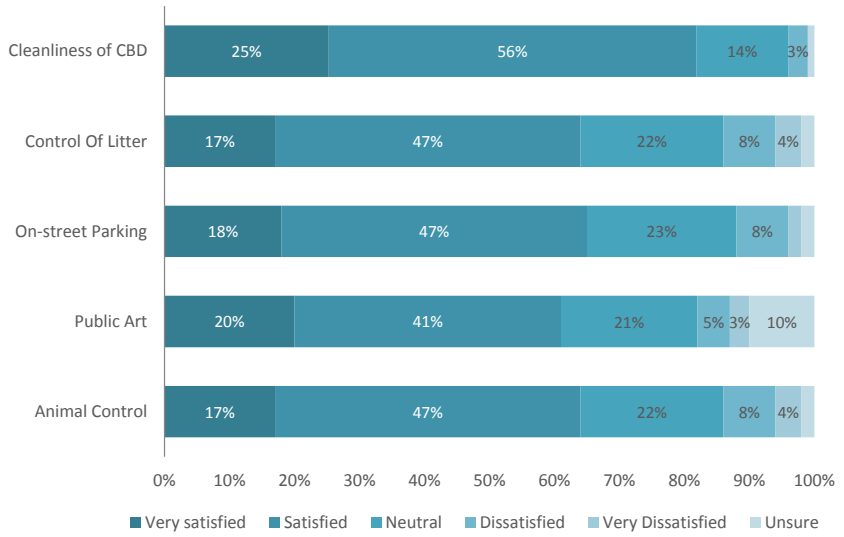


SERVICES PROVIDED BY COUNCIL

2016 Results

Cleanliness of CBD was the highest rated service provided by Council, with 81% of residents stating they were satisfied (56%) or very satisfied (25%). Sixty four per cent of residents were satisfied (47%) or very satisfied (17%) with the control of litter. Sixty five per cent were satisfied (47%) or very satisfied with (18%) with on street parking, while 61% per cent were satisfied (41%) or very satisfied (20%) with the public art.

SATISFACTION WITH SERVICES PROVIDED BY COUNCIL



AREA DIFFERENCES

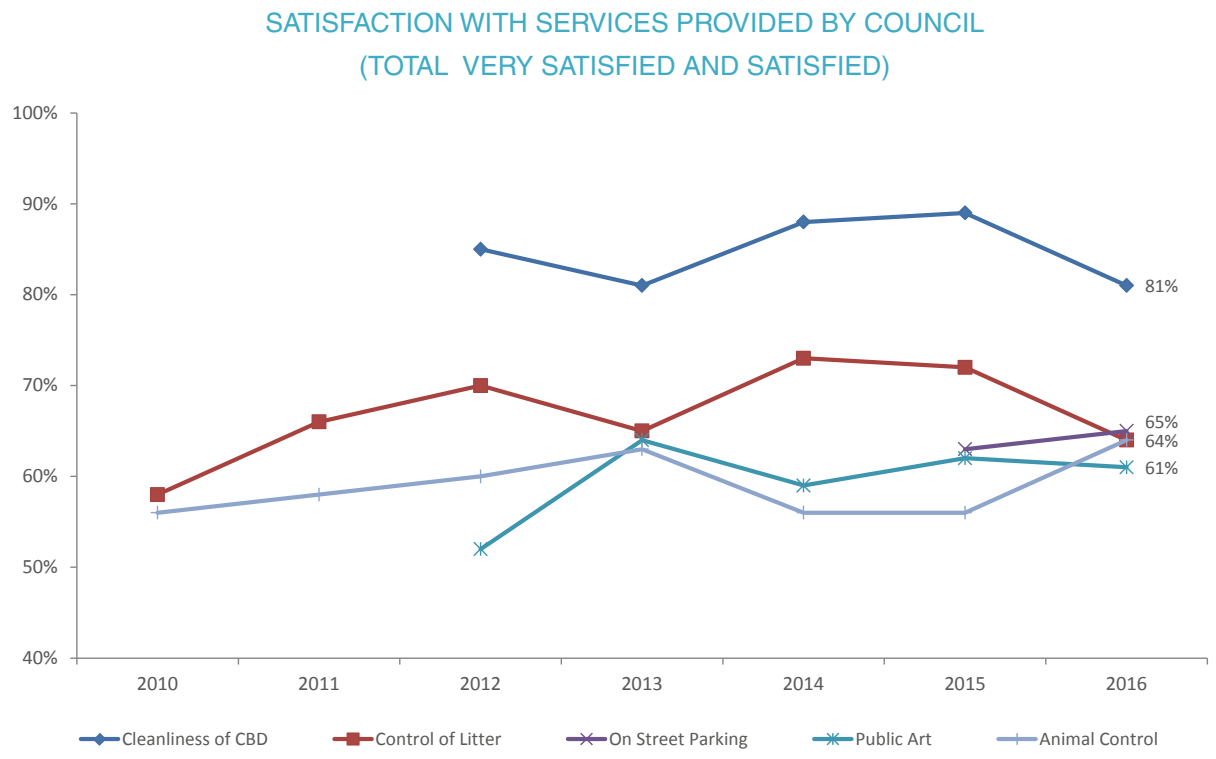
Castlecliff residents were more likely to be dissatisfied with animal control and were more likely to be unsure how to rate their satisfaction with public art. Springvale residents were more likely to be dissatisfied with the control of litter in streets and public places.

SATISFACTION WITH SERVICES PROVIDED BY COUNCIL BY SUBURB
(TOTAL VERY SATISFIED AND SATISFIED)

	Aramoho	Castlecliff	Gonville	Bastia Hill/ Durie Hill	St John's Hill/ Otamatea	Springvale	Wng Cent	Wng East	Blueskin-Maxwell	Marybank et al
	41	48	88	36	38	50	46	73	37	34
Cleanliness of CBD	88%	76%	82%	78%	85%	74%	89%	80%	93%	75%
Control of litter...	69%	73%	59%	71%	59%	58%	74%	63%	58%	59%
On-street parking	60%	61%	69%	83%	62%	66%	75%	56%	66%	54%
Public art	49%	61%	67%	59%	64%	57%	72%	60%	71%	47%
Animal control	56%	27%	45%	46%	54%	48%	55%	54%	52%	34%

SERVICES PROVIDED BY COUNCIL

2010 - 2016 Trend



Larger image of trend chart included in Appendix Three.

2016 DIFFERENCES

SIGNIFICANT INCREASE:

Animal control (64%, up 8%)

SIGNIFICANT DECREASE:

Cleanliness of the CBD (81%, down 8%)
Control of litter (64%, down 8%)

DEMOGRAPHIC DIFFERENCES

MORE LIKELY TO:

Be satisfied with on street parking (69%) and public art (65%)

MORE LIKELY TO:

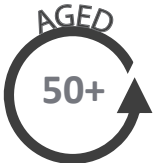
Be neutral about animal control (39%), the cleanliness of the CBD (24%), and public art (30%)

MORE LIKELY TO:

No significant differences noted

MORE LIKELY TO:

Be neutral about on street parking (28%)
Be dissatisfied with public art (10%)



MORE LIKELY TO:

Be satisfied with the cleanliness of the CBD (86%)
Be unsure how to rate animal control (8%), public art (16%), or on street parking (4%)

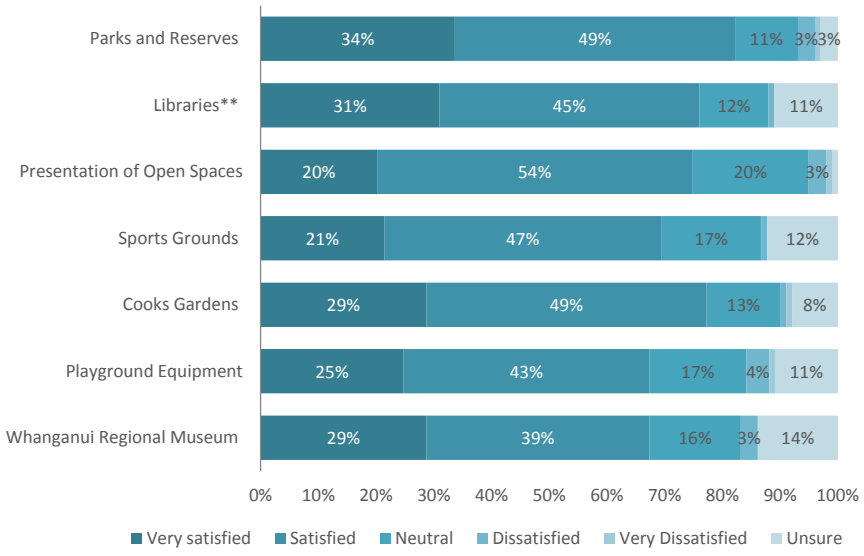
FACILITIES PROVIDED BY COUNCIL

2016 Results

Parks and reserves, libraries, and open spaces were the top three facilities in terms of satisfaction. Parks and reserves had the highest satisfaction ratings, with 83% of residents satisfied (49%) or very satisfied (34%) with this facility. Libraries also rated highly, with 76% of residents satisfied (45%) or very satisfied (31%) with this.

**When looking at users only of the library, 89% of library users were satisfied or very satisfied with the libraries.

SATISFACTION WITH FACILITIES PROVIDED BY COUNCIL



AREA DIFFERENCES

Castlecliff residents were more likely to be dissatisfied with the parks and reserves, and playground equipment and were more likely to be unsure how to rate sports grounds and Cooks Gardens. Residents who live in Gonville were more likely to be satisfied with sports grounds. Aramoho residents were more likely to be dissatisfied with the Whanganui Regional Museum.

SATISFACTION WITH FACILITIES PROVIDED BY COUNCIL BY SUBURB
(TOTAL VERY SATISFIED AND SATISFIED)

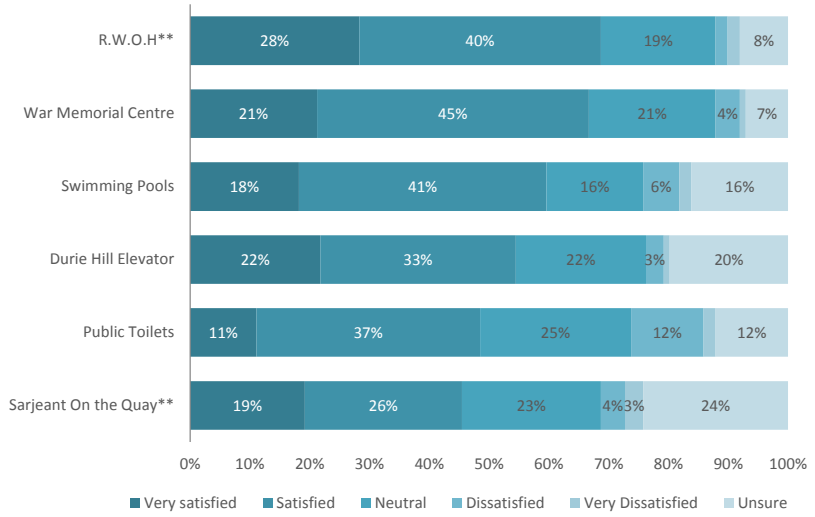
	Aramoho	Castlecliff	Gonville	Bastia Hill/ Durie Hill	St John's Hill/ Otamatea	Springvale	Wng Cent	Wng East	Blueskin-Maxwell	Marybank et al
	41	48	88	36	38	50	46	73	37	34
Parks and reserves	86%	64%	86%	89%	94%	83%	88%	80%	85%	82%
Libraries	66%	78%	79%	77%	84%	62%	85%	77%	73%	82%
Presentation of open spaces	85%	70%	72%	66%	78%	69%	84%	69%	86%	74%
Sports grounds	49%	66%	85%	68%	72%	69%	75%	66%	53%	70%
Cooks Gardens	83%	66%	83%	76%	85%	76%	91%	67%	75%	80%
Playground equipment	57%	52%	75%	65%	76%	66%	67%	69%	70%	69%
Whanganui Regional Museum	54%	62%	68%	60%	80%	74%	80%	70%	65%	61%

FACILITIES PROVIDED BY COUNCIL

2016 Results

The Sarjeant on the Quay had the lowest satisfaction ratings for facilities provided by Council, however this was driven by a large proportion of don't know responses. **When looking at users of this facility, 65% were satisfied or very satisfied with The Sarjeant on the Quay. Similarly, when looking at users only of the R.W.O.H, a high proportion (88%) of users were satisfied or very satisfied with this facility.

SATISFACTION WITH FACILITIES PROVIDED BY COUNCIL



AREA DIFFERENCES

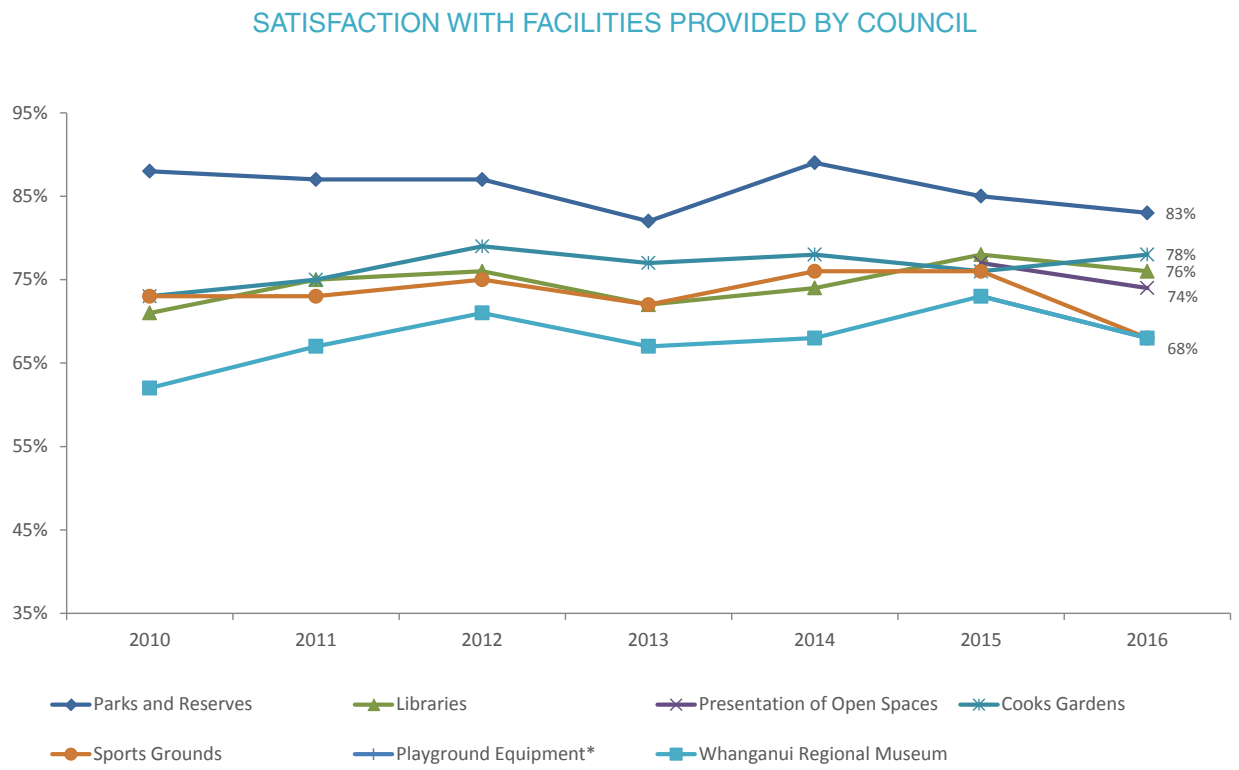
Gonville residents were more likely to be satisfied with the R.W.O.H, while Castlecliff residents were less likely to be satisfied with this. Springvale residents were more likely to be dissatisfied with the War Memorial Centre. Aramoho residents were less likely to be satisfied with The Sarjeant on the Quay, and were more likely to give this a don't know rating. Residents who live in St John's Hill/ Otamatea were more likely to be satisfied with the swimming pools.

SATISFACTION WITH FACILITIES PROVIDED BY COUNCIL BY SUBURB
(TOTAL VERY SATISFIED AND SATISFIED)

	Aramoho	Castlecliff	Gonville	Bastia Hill/ Durie Hill	St John's Hill/ Otamatea	Springvale	Wng Cent	Wng East	Blueskin-Maxwell	Marybank et al
	41	48	88	36	38	50	46	73	37	34
R.W.O.H.	64%	48%	82%	68%	73%	60%	73%	59%	71%	86%
War Memorial Centre	66%	63%	66%	61%	63%	62%	71%	67%	71%	66%
Swimming Pools	64%	60%	58%	48%	79%	54%	64%	53%	51%	67%
Durie Hill Elevator	55%	41%	64%	66%	58%	55%	58%	52%	49%	44%
Public Toilets	45%	53%	44%	59%	48%	47%	41%	43%	57%	60%
The Sarjeant on the Quay	28%	41%	48%	35%	45%	43%	47%	53%	45%	63%

FACILITIES PROVIDED BY COUNCIL

2010 - 2016 Trend



**Please note that Playground Equipment measures are not visible as they lie underneath the Whanganui Regional Museum line (2015 = 73%, 2016 = 68%)*

2016 DIFFERENCES

NO SIGNIFICANT INCREASES NOTED

SIGNIFICANT DECREASE:
Sports grounds (68%, down 8%)

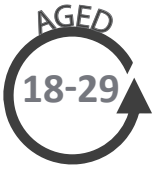
DEMOGRAPHIC DIFFERENCES

MORE LIKELY TO:
Be satisfied with the libraries (80%) and the Whanganui Regional Museum (72%)

Be unsure how to rate sports grounds (17%)

MORE LIKELY TO:
Be satisfied with Cooks Gardens (82%)

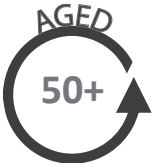
Be neutral about libraries (15%)



MORE LIKELY TO:
Be neutral about swimming pools (29%), Cooks Gardens (27%), and libraries (23%)

MORE LIKELY TO:
Be satisfied with Cooks Gardens (84%), libraries (82%), swimming pools (74%), and playground equipment (74%)

Be neutral about the Whanganui Regional Museum (25%)



MORE LIKELY TO:
Be unsure how to rate swimming pools (24%), sports grounds (20%), the Whanganui Regional Museum (20%), playground equipment 18%), libraries (15%), or parks and reserves (4%)

FACILITIES PROVIDED BY COUNCIL

2010 - 2016 Trend

2016 DIFFERENCES

NO SIGNIFICANT INCREASES NOTED

NO SIGNIFICANT DECREASES NOTED

DEMOGRAPHIC DIFFERENCES

MORE LIKELY TO:

Be satisfied with the R.W.O.H (72%)

Be neutral about The Sarjeant on the Quay (27%)

MORE LIKELY TO:

Be dissatisfied with The Sarjeant on the Quay (10%), the War Memorial Centre (8%), Durie Hill Elevator (5%),

AGED 18-29

MORE LIKELY TO:

Be neutral about The Sarjeant on the Quay (51%), Durie Hill Elevator (41%) and the R.W.O.H (41%)

Be dissatisfied with the public toilets (30%)

AGED 30-49

MORE LIKELY TO:

Be neutral about the War Memorial Centre (28%) and Durie Hill Elevator (29%)

AGED 50+

MORE LIKELY TO:

Be satisfied with the R.W.O.H (74%) and public toilets (53%)

Be unsure how to rate The Sarjeant on the Quay (29%), the War Memorial Centre (10%), and Durie Hill Elevator (26%)

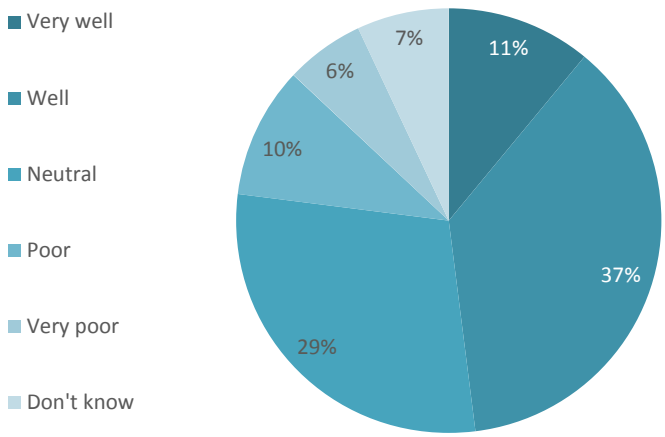
Performance of Council

COUNCIL RESPONSE TO COMMUNITY NEEDS AND ISSUES

2016 Results

Forty eight per cent of residents felt that Council responded to community needs and issues either well (37%) or very well (11%). Twenty nine per cent were neutral on this matter, with 16% feeling Council had responded poorly (10%) or very poorly (6%).

COUNCIL RESPONSE TO COMMUNITY NEEDS AND ISSUES



AREA DIFFERENCES

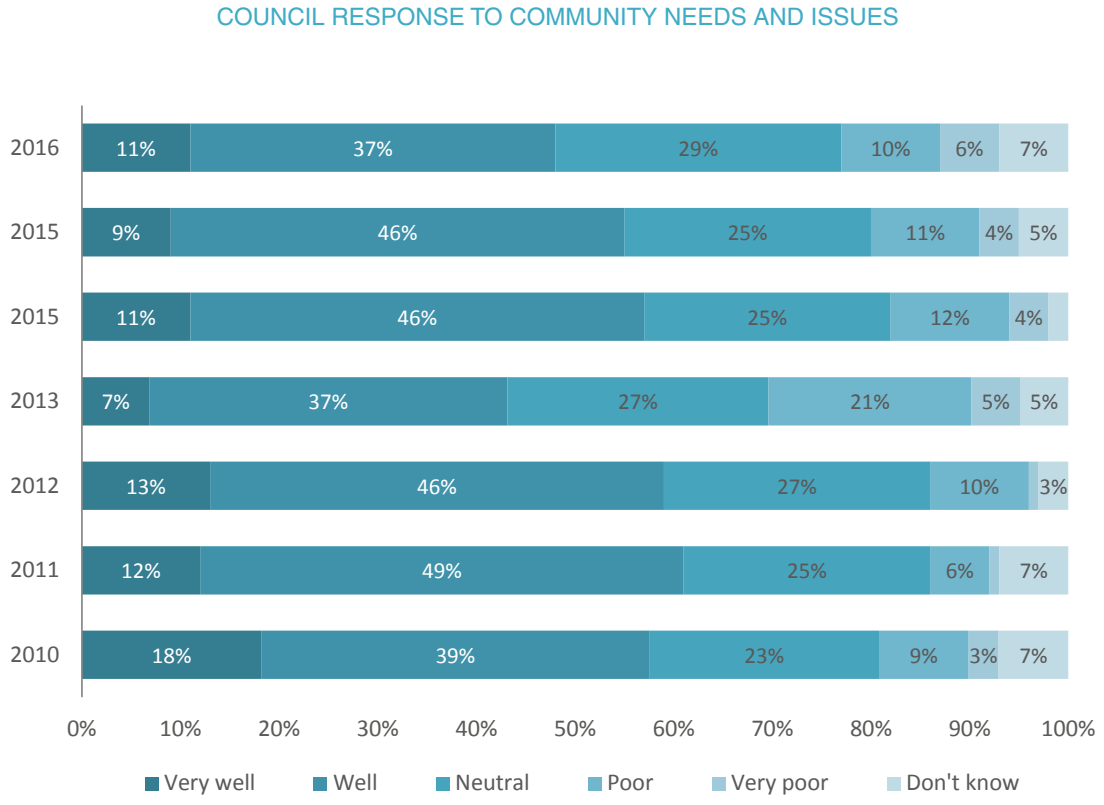
Castlecliff residents were more likely to feel that Council had responded to community needs and issues very poorly, while Springvale residents felt they had responded well.

COUNCIL RESPONSE TO COMMUNITY NEEDS AND ISSUES BY SUBURB

	Aramoho	Castlecliff	Gonville	Bastia Hill/ Durie Hill	St John's Hill/ Otamatea	Springvale	Wng Cent	Wng East	Blueskin-Maxwell	Marybank et al
	41	48	88	36	38	50	46	73	37	34
Very well	12%	16%	13%	13%	11%	2%	5%	15%	9%	4%
Well	34%	21%	36%	33%	38%	46%	48%	32%	38%	42%
Neither well nor poorly	39%	42%	28%	17%	27%	25%	31%	31%	25%	26%
Poorly	9%	3%	7%	16%	10%	14%	5%	13%	9%	22%
Very Poorly	2%	13%	6%	11%	6%	6%	3%	4%	9%	2%
Don't know	4%	5%	9%	10%	9%	8%	7%	5%	9%	4%

COUNCIL RESPONSE TO COMMUNITY NEEDS AND ISSUES

2010 - 2016 Trend



2016 DIFFERENCES

NO SIGNIFICANT INCREASES NOTED

SIGNIFICANT DECREASE:

The proportion of residents who felt Council had responded well to community needs (37%, down 9%)

DEMOGRAPHIC DIFFERENCES

MORE LIKELY TO:

No significant differences noted

MORE LIKELY TO:

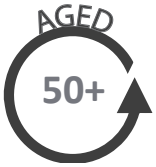
Provide a neutral response (43%)

MORE LIKELY TO:

No significant differences noted

MORE LIKELY TO:

No significant differences noted



MORE LIKELY TO:

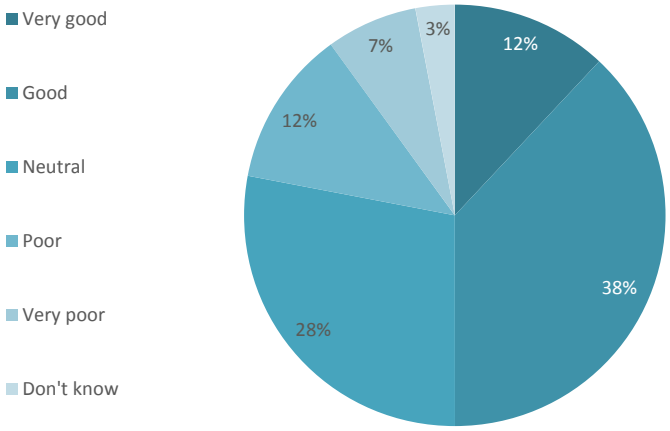
State that Council had responded very poorly to community needs and issues (8%)

PERFORMANCE OF MAYOR AND COUNCILLORS

2016 Results

Half (50%) of residents felt that the performance of the Mayor and Whanganui District Councillors over the last year was good (38%) or very good (12%). Twenty eight per cent were neutral on this matter, with a further 19% stating that their performance was poor (12%) or very poor (7%).

PERFORMANCE OF MAYOR AND COUNCILLORS



AREA DIFFERENCES

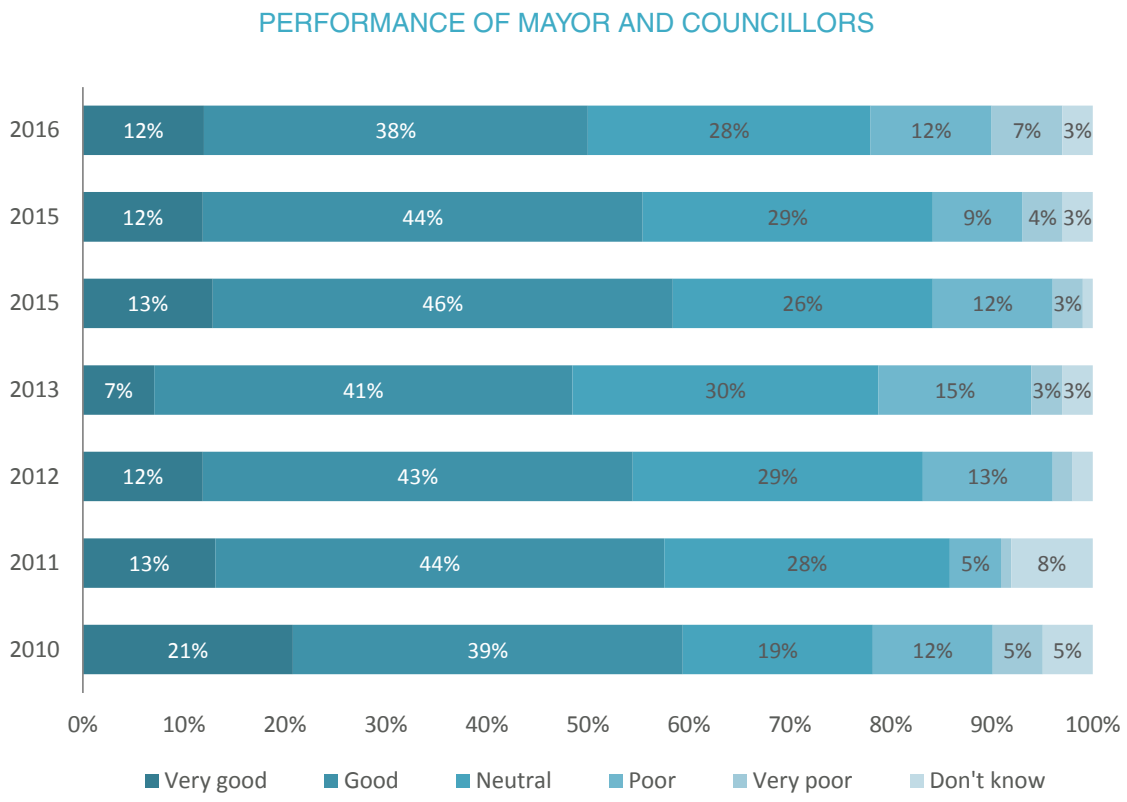
Results by area were statistically consistent with the total, with no significant differences noted.

PERFORMANCE OF MAYOR AND COUNCILLORS BY SUBURB

	Aramoho	Castlecliff	Gonville	Bastia Hill/ Durie Hill	St John's Hill/ Otamatea	Springvale	Wng Cent	Wng East	Blueskin-Maxwell	Marybank et al
	41	48	88	36	38	50	46	73	37	34
Very good	15%	11%	13%	16%	11%	5%	15%	20%	9%	3%
Good	37%	38%	40%	26%	33%	48%	37%	35%	44%	33%
Neither good nor poor	21%	28%	29%	26%	39%	25%	24%	30%	18%	41%
Poor	17%	12%	9%	16%	9%	9%	13%	7%	14%	18%
Very poor	6%	7%	6%	14%	8%	10%	5%	4%	10%	5%
Don't know	4%	4%	3%	2%	0%	3%	5%	3%	6%	0%

PERFORMANCE OF MAYOR AND COUNCILLORS

2010 - 2016 Trend



2016 DIFFERENCES

NO SIGNIFICANT INCREASES NOTED

SIGNIFICANT DECREASE:

The proportion of residents who felt the performance of the Mayor and Councillors was good (38%, down 6%)

DEMOGRAPHIC DIFFERENCES

MORE LIKELY TO:

No significant differences noted

MORE LIKELY TO:

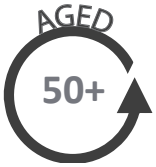
No significant differences noted

MORE LIKELY TO:

No significant differences noted

MORE LIKELY TO:

No significant differences noted



MORE LIKELY TO:

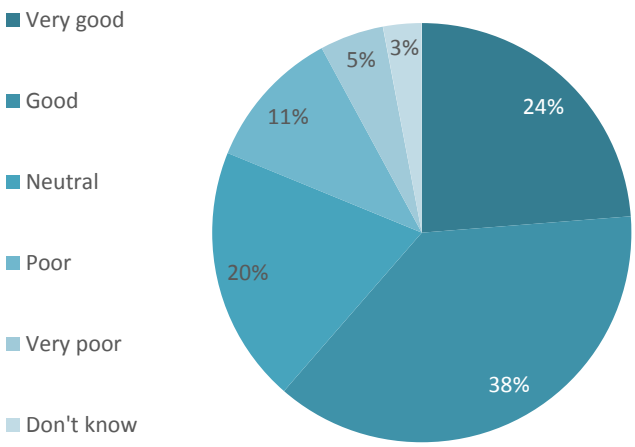
No significant differences noted

PERFORMANCE OF COUNCIL STAFF

2016 Results

Fifty per cent of residents had some contact with a Council staff member. Of those who had contact with a staff member, 62% rated the overall performance of the staff member as good (38%) or very good (24%). Twenty per cent felt it was neither good nor poor, while 16% rated the contact as poor (11%) or very poor (5%).

PERFORMANCE OF COUNCIL STAFF



AREA DIFFERENCES

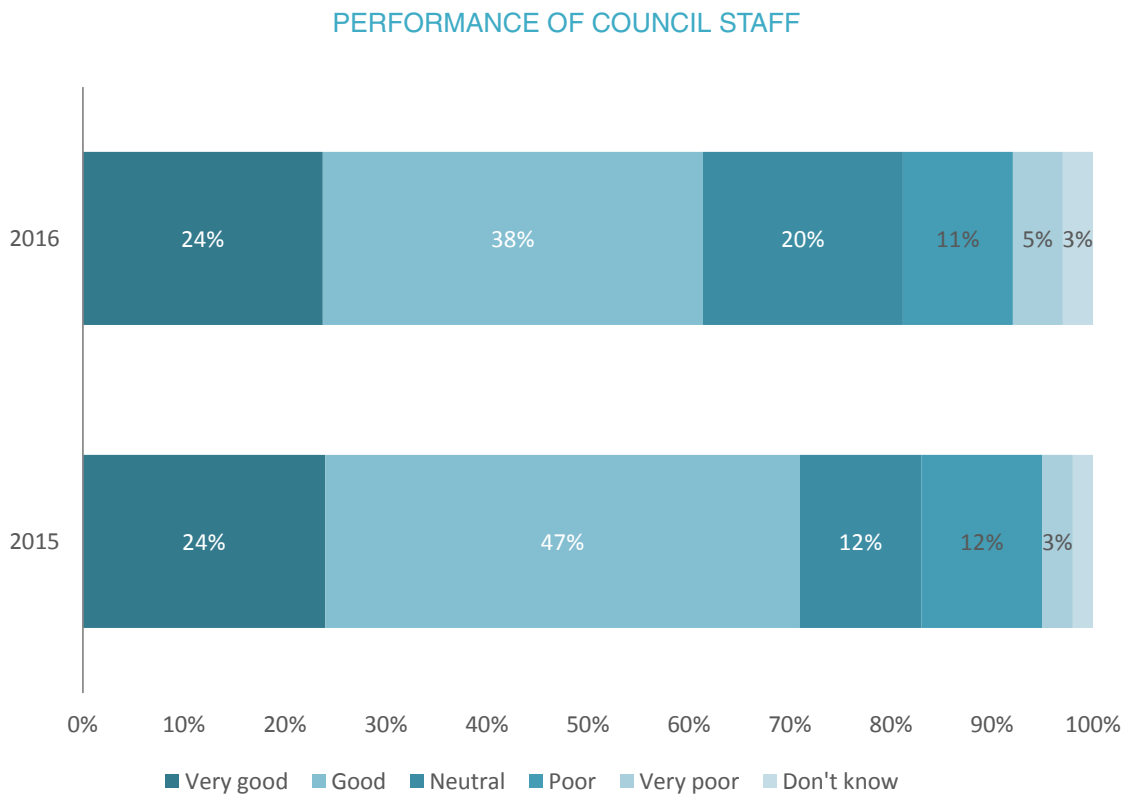
There were no differences noted by area for performance of Council staff.

PERFORMANCE OF COUNCIL STAFF

	Aramoho	Castlecliff	Gonville	Bastia Hill/ Durie Hill	St John's Hill/ Otamatea	Springvale	Wng Cent	Wng East	Blueskin-Maxwell	Marybank et al
	21	31	39	18	14	28	23	30	20	19
Very good	7%	38%	33%	30%	24%	18%	26%	29%	11%	15%
Good	47%	21%	49%	29%	61%	35%	33%	49%	40%	23%
Neither good nor poor	26%	22%	5%	11%	15%	32%	28%	15%	8%	40%
Poor	10%	12%	7%	21%	0%	6%	14%	3%	16%	22%
Very poor	7%	5%	0%	4%	0%	5%	0%	4%	24%	0%
Don’t know	3%	0%	6%	5%	0%	3%	0%	0%	0%	0%

PERFORMANCE OF COUNCIL STAFF

2010 - 2016 Trend



2016 DIFFERENCES

SIGNIFICANT INCREASE:

The proportion of residents who rated the performance of Council staff as neutral (20%, up 8%)

SIGNIFICANT DECREASE:

The proportion of residents who rated the performance of Council staff as good (38%, down 9%)

DEMOGRAPHIC DIFFERENCES

MORE LIKELY TO:

No significant differences noted

MORE LIKELY TO:

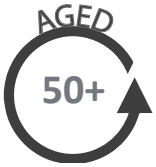
No significant differences noted

MORE LIKELY TO:

No significant differences noted

MORE LIKELY TO:

No significant differences noted



MORE LIKELY TO:

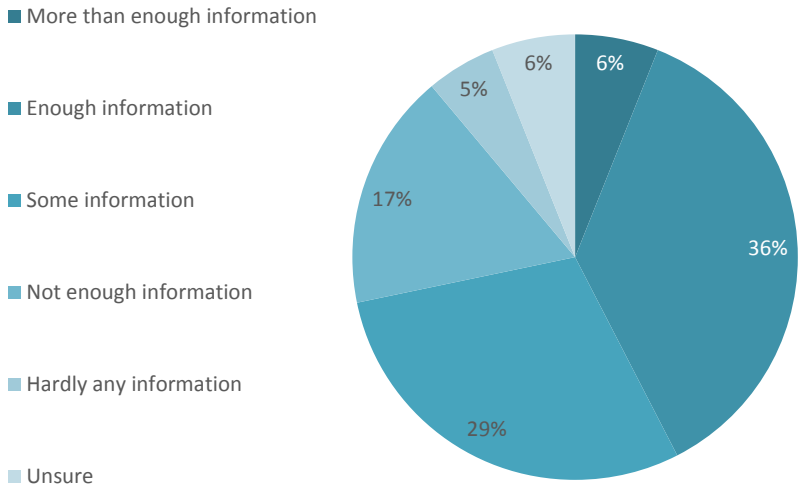
Rate the performance of Council staff as very poor (7%)

QUANTITY OF INFORMATION SUPPLIED

2016 Results

Six per cent of residents indicated they had more than enough information supplied by Council, while 36% felt they had enough information. Just over a quarter (29%) of residents felt that there was some information supplied by Council, with a further 17% indicating there was not enough information. Five per cent felt there was hardly any information supplied by Council.

QUANTITY OF INFORMATION SUPPLIED



AREA DIFFERENCES

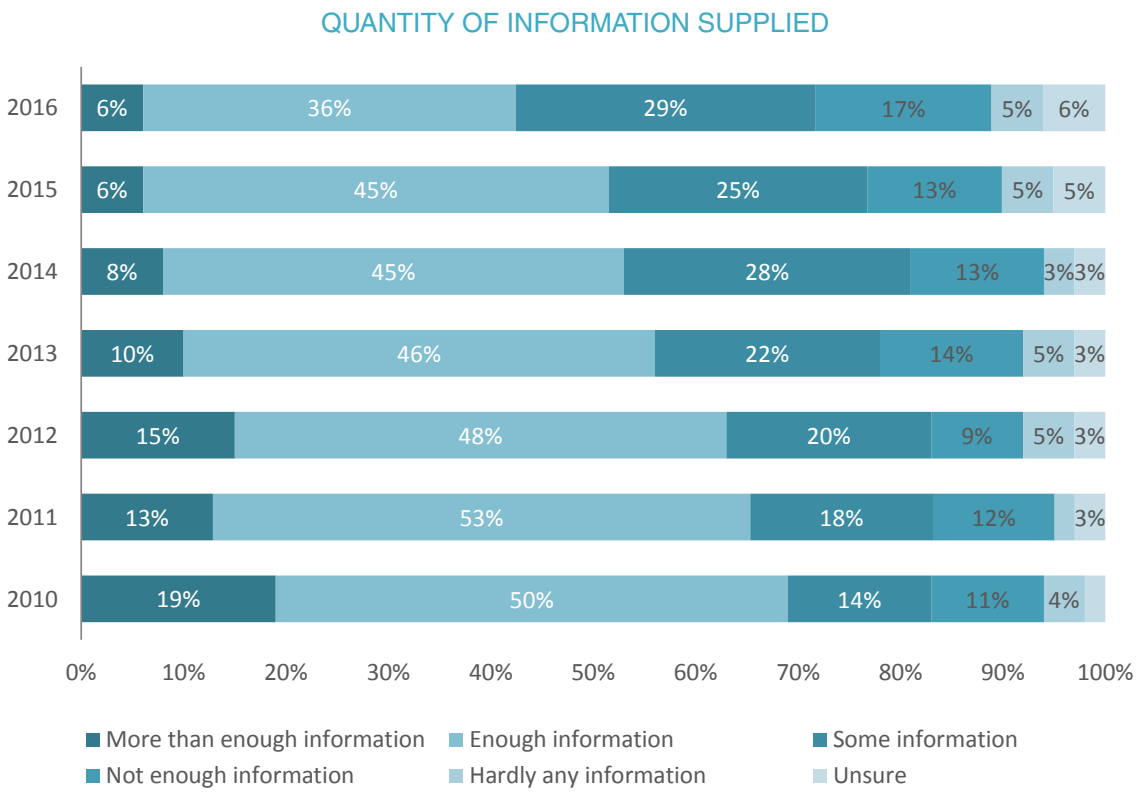
Residents living in Blueskin-Maxwell were more likely to state that there was hardly any information provided by Council. Whanganui East residents indicated that they felt Council provided some information.

QUANTITY OF INFORMATION SUPPLIED BY SUBURB

	Aramoho	Castlecliff	Gonville	Bastia Hill/ Durie Hill	St John's Hill/ Otamatea	Springvale	Wng Cent	Wng East	Blueskin-Maxwell	Marybank et al
	41	48	88	36	38	50	46	73	37	34
More than enough information	6%	8%	7%	0%	9%	3%	9%	8%	9%	3%
Enough information	31%	45%	30%	42%	39%	35%	40%	33%	38%	37%
Some information	37%	20%	36%	29%	33%	37%	23%	22%	18%	32%
Not enough information	15%	18%	18%	25%	0%	17%	15%	18%	18%	24%
Hardly any information	4%	7%	5%	2%	2%	1%	9%	7%	12%	3%
Unsure	7%	1%	3%	2%	17%	7%	4%	12%	4%	3%

QUANTITY OF INFORMATION SUPPLIED

2010 - 2016 Trend



2016 DIFFERENCES

SIGNIFICANT INCREASE:

The proportion of residents who felt that Council had provided not enough information (17%, up 5%)

SIGNIFICANT DECREASE:

The proportion of residents who felt that Council had provided enough information (36%, down 9%)

DEMOGRAPHIC DIFFERENCES

MORE LIKELY TO:

No significant differences noted

MORE LIKELY TO:

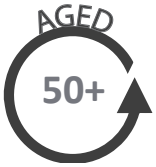
State that Council provided some information (41%)

MORE LIKELY TO:

State that Council provided some information (36%)

MORE LIKELY TO:

No significant differences noted



MORE LIKELY TO:

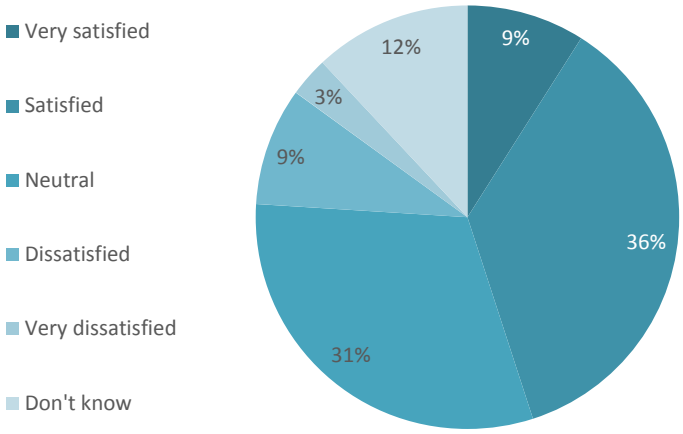
State that Council did not provide enough information (20%)

ACCESS TO INFORMATION

2016 Results

Forty five per cent of residents were satisfied (36%) or very satisfied (9%) with the ease of accessing Council information, with close to a third (31%) neither satisfied nor dissatisfied with regards to this. Twelve per cent were dissatisfied (9%) or very dissatisfied (3%) with the ease of accessing Council information.

ACCESS TO INFORMATION



AREA DIFFERENCES

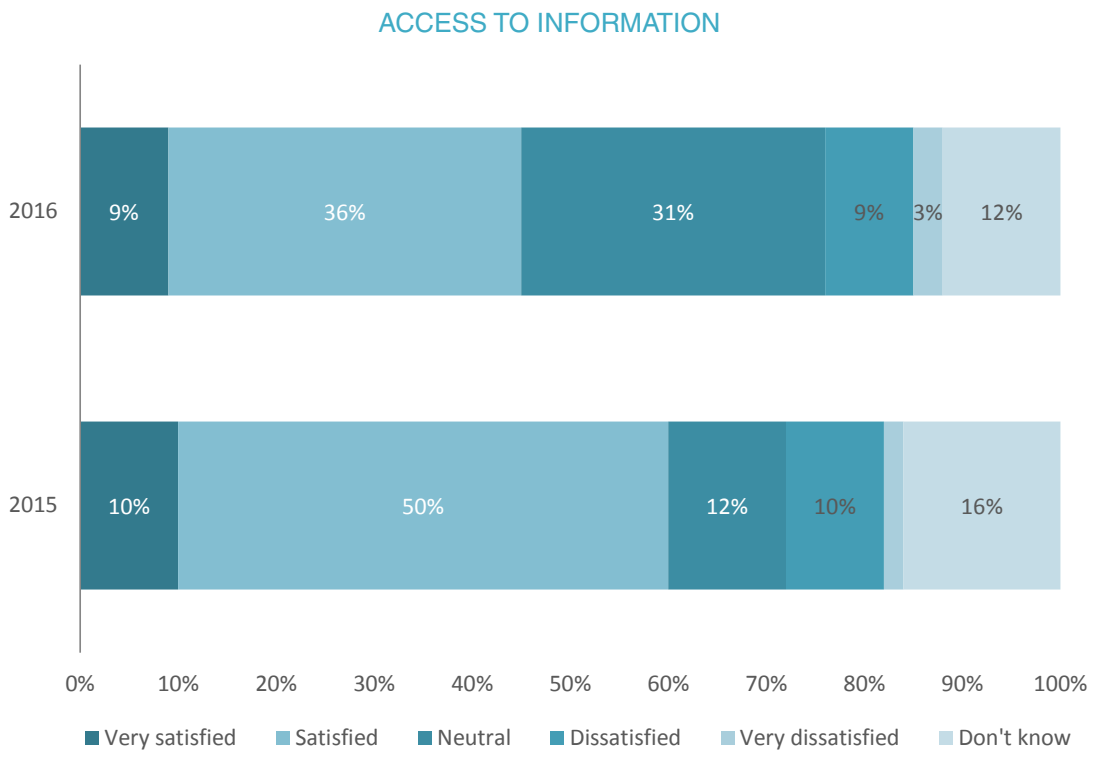
Blueskin-Maxwell residents were more likely to be very dissatisfied with the ease of accessing Council information. Castlecliff residents, on the other hand, were less likely to be satisfied with the ease of access.

ACCESS TO INFORMATION BY SUBURB

	Aramoho	Castlecliff	Gonville	Bastia Hill/ Durie Hill	St John's Hill/ Otamatea	Springvale	Wng Cent	Wng East	Blueskin-Maxwell	Marybank al
	41	48	88	36	38	50	46	73	37	34
Very satisfied	12%	15%	11%	9%	7%	5%	8%	5%	4%	12%
Satisfied	34%	21%	34%	30%	43%	43%	51%	36%	34%	32%
Neither satisfied nor dissatisfied	30%	43%	33%	36%	35%	26%	21%	31%	33%	19%
Dissatisfied	12%	7%	5%	14%	3%	11%	7%	8%	7%	26%
Very dissatisfied	2%	3%	3%	4%	0%	3%	2%	3%	7%	0%
Don't know	10%	11%	14%	7%	12%	12%	10%	17%	15%	11%

ACCESS TO INFORMATION

2010 - 2016 Trend



2016 DIFFERENCES

SIGNIFICANT INCREASE:

The proportion of residents who rated the access to information as neutral (31%, up 19%)

SIGNIFICANT DECREASE:

The proportion of residents who were satisfied with the access to information (36%, down 14%)

DEMOGRAPHIC DIFFERENCES

MORE LIKELY TO:

No significant differences noted

MORE LIKELY TO:

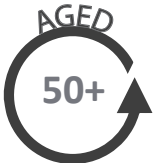
Rate the access to information as neutral (42%)

MORE LIKELY TO:

Rate the access to information as neutral (42%)

MORE LIKELY TO:

No significant differences noted



MORE LIKELY TO:

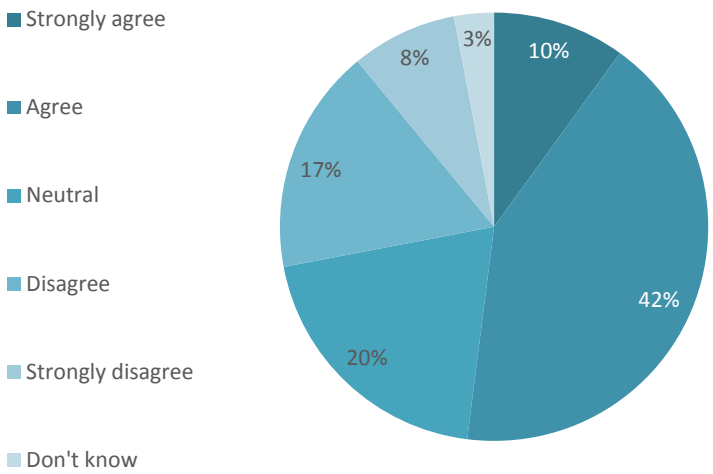
Be satisfied with the access to information (40%)

EASE OF WEBSITE NAVIGATION

2016 Results

Forty five per cent of Whanganui residents had visited the Council website in the past 12 months. Of those, over half (52%) agreed (42%) or strongly agreed (10%) that the website was easy to navigate and they could find what they were looking for. Eighty one per cent of residents who visited the website accessed this on a desktop or laptop, with 50% (each) accessing this either on their smartphone or tablet.

EASE OF WEBSITE NAVIGATION



AREA DIFFERENCES

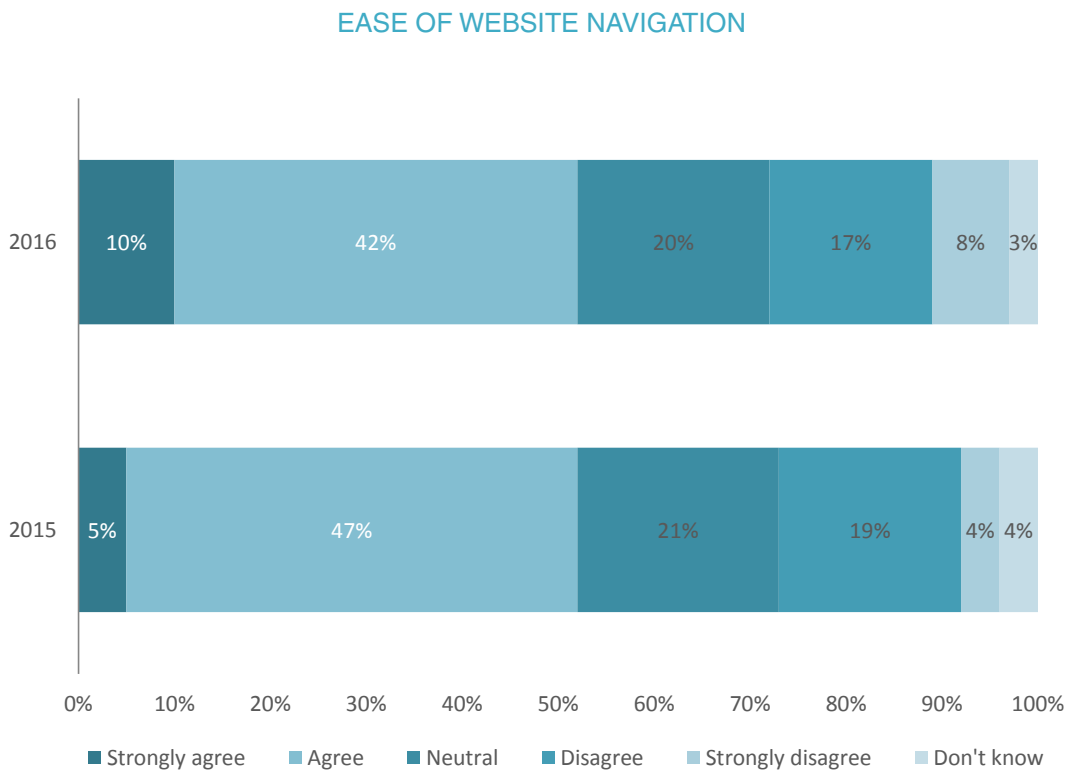
Due to small base sizes, there are no statistically significant differences noted by area.

EASE OF WEBSITE NAVIGATION BY SUBURB

	Aramoho	Castlecliff	Gonville	Bastia Hill/ Durie Hill	St John's Hill/ Otamatea	Springvale	Wng Cent	Wng East	Blueskin-Maxwell	Marybank et al
	21	20	32	22	13	15	23	34	17	15
Strongly agree	11%	16%	10%	3%	8%	5%	19%	10%	4%	11%
Agree	35%	55%	37%	39%	54%	29%	34%	41%	65%	39%
Neither agree nor disagree	22%	18%	19%	19%	8%	31%	17%	24%	9%	33%
Disagree	20%	7%	17%	25%	21%	18%	26%	14%	9%	17%
Strongly disagree	12%	4%	9%	11%	8%	17%	3%	3%	14%	0%
Don't know	0%	0%	8%	4%	0%	0%	0%	7%	0%	0%

EASE OF WEBSITE NAVIGATION

2010 - 2016 Trend



2016 DIFFERENCES

NO SIGNIFICANT INCREASES NOTED

NO SIGNIFICANT DECREASES NOTED

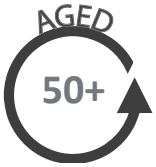
DEMOGRAPHIC DIFFERENCES

MORE LIKELY TO:
Strongly agree that the website is easy to navigate (13%)

MORE LIKELY TO:
No significant differences noted

MORE LIKELY TO:
No significant differences noted

MORE LIKELY TO:
No significant differences noted



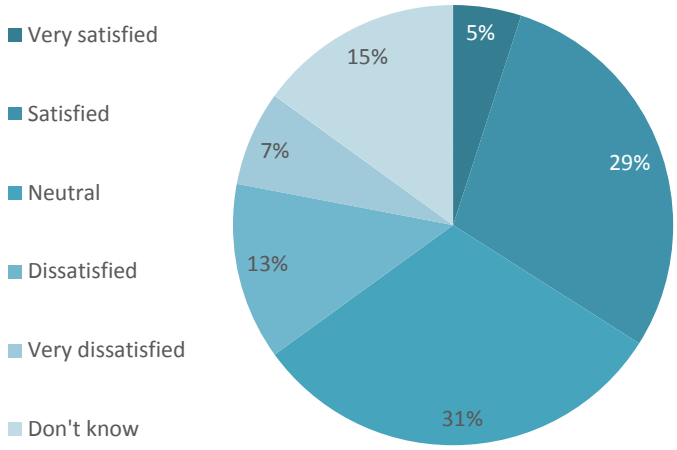
MORE LIKELY TO:
Strongly disagree that the website is easy to navigate (11%)

INVOLVEMENT IN DECISION MAKING

2016 Results

Just over a third of residents (34%) were satisfied (29%) or very satisfied (5%) with their level of involvement in decision making in the last 12 months. A further 31% were neither satisfied nor dissatisfied. Twenty per cent were dissatisfied (13%) or very dissatisfied (7%) with their level of involvement, while 15% were unsure how to rate this.

INVOLVEMENT IN DECISION MAKING



AREA DIFFERENCES

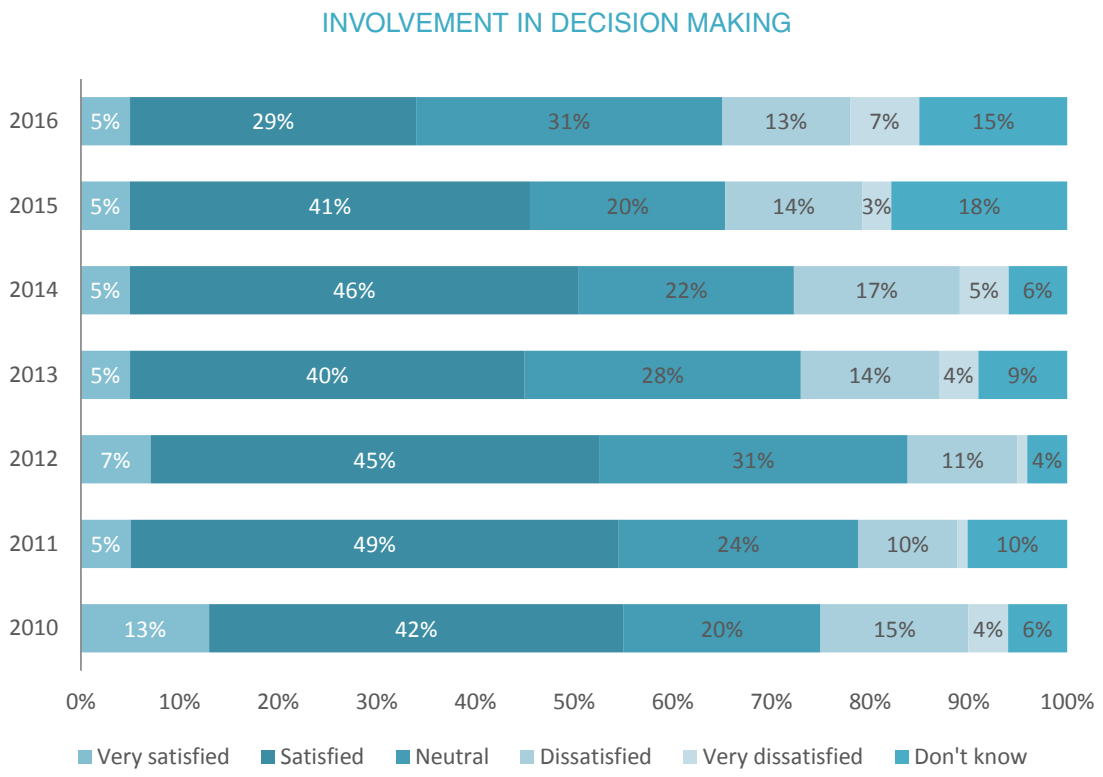
Aramoho residents were more likely to be dissatisfied with their level of involvement in decision making in the last 12 months.

INVOLVEMENT IN DECISION MAKING BY SUBURB

	Aramoho	Castlecliff	Gonville	Bastia Hill/ Durie Hill	St John's Hill/ Otamatea	Springvale	Wng Cent	Wng East	Blueskin-Maxwell	Marybank et al
	41	48	88	36	38	50	46	73	37	34
Very satisfied	12%	5%	4%	6%	2%	7%	6%	3%	0%	9%
Satisfied	17%	34%	36%	38%	25%	27%	30%	22%	34%	32%
Neither satisfied nor dissatisfied	28%	34%	30%	27%	35%	29%	30%	39%	30%	26%
Dissatisfied	23%	9%	10%	15%	14%	12%	10%	9%	15%	17%
Very dissatisfied	7%	6%	4%	9%	12%	10%	6%	7%	10%	2%
Don't know	14%	13%	17%	4%	12%	16%	19%	20%	11%	15%

INVOLVEMENT IN DECISION MAKING

2010 - 2016 Trend



2016 DIFFERENCES

SIGNIFICANT INCREASE:

The proportion of residents who provided a neutral rating for their involvement in decision making (31%, up 11%)

SIGNIFICANT DECREASE:

The proportion of residents who were satisfied with their involvement in decision making (29%, down 12%)

DEMOGRAPHIC DIFFERENCES

MORE LIKELY TO:

No significant differences noted

MORE LIKELY TO:

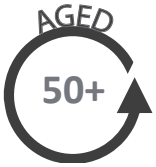
No significant differences noted

MORE LIKELY TO:

Provide a neutral rating for their involvement in decision making (40%)

MORE LIKELY TO:

Be very dissatisfied with their involvement in decision making (9%)



MORE LIKELY TO:

Be very satisfied with their involvement in decision making (8%)

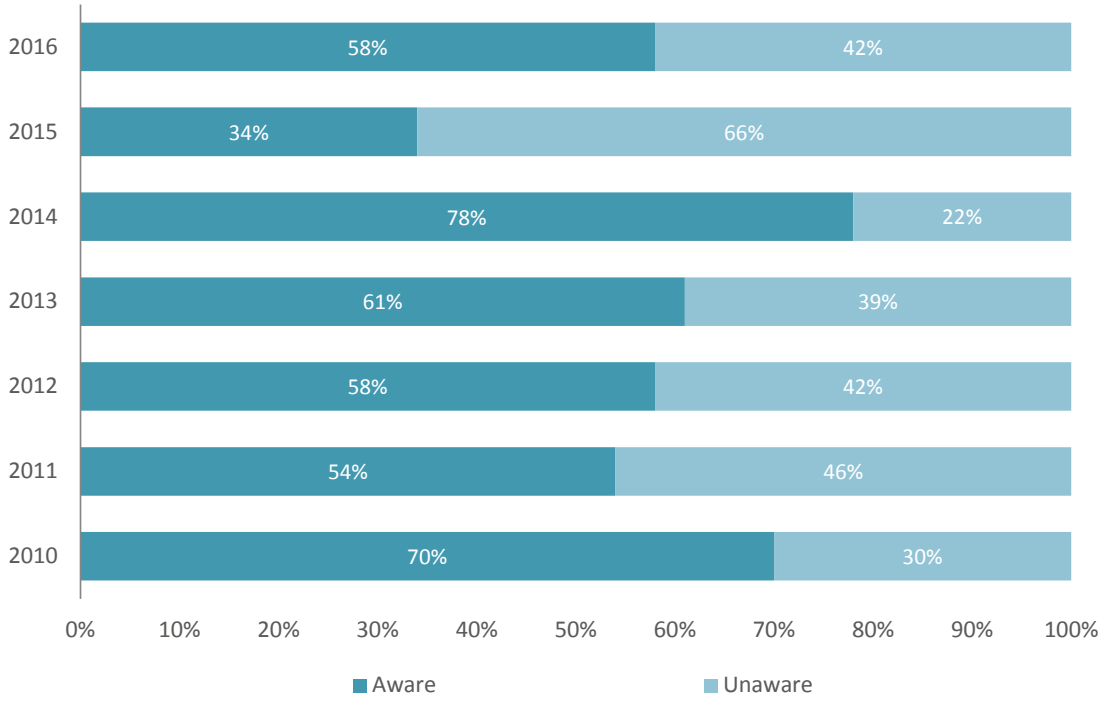
Rural Community Board

AWARENESS OF RURAL COMMUNITY BOARD

2010 - 2016 Trend

Fifty eight per cent of rural residents were aware of the Rural Community Board (RCB), this is a significant increase from the 2015 result. Residents with larger properties had higher awareness but this is consistent across the different areas.

AWARENESS OF RURAL COMMUNITY BOARD



2016 DIFFERENCES

SIGNIFICANT INCREASE:

The proportion of residents who are aware of the rural community board (58%, up 24%)

SIGNIFICANT DECREASE:

The proportion of residents who are unaware of the rural community board (42%, down 24%)

AWARENESS OF RURAL COMMUNITY BOARD BY AREA AND LAND SIZE

BLUESKIN-MAXWELL

59% aware

LARGE PROPERTIES

65% aware

MARYBANK ET AL

57% aware

SMALL PROPERTIES

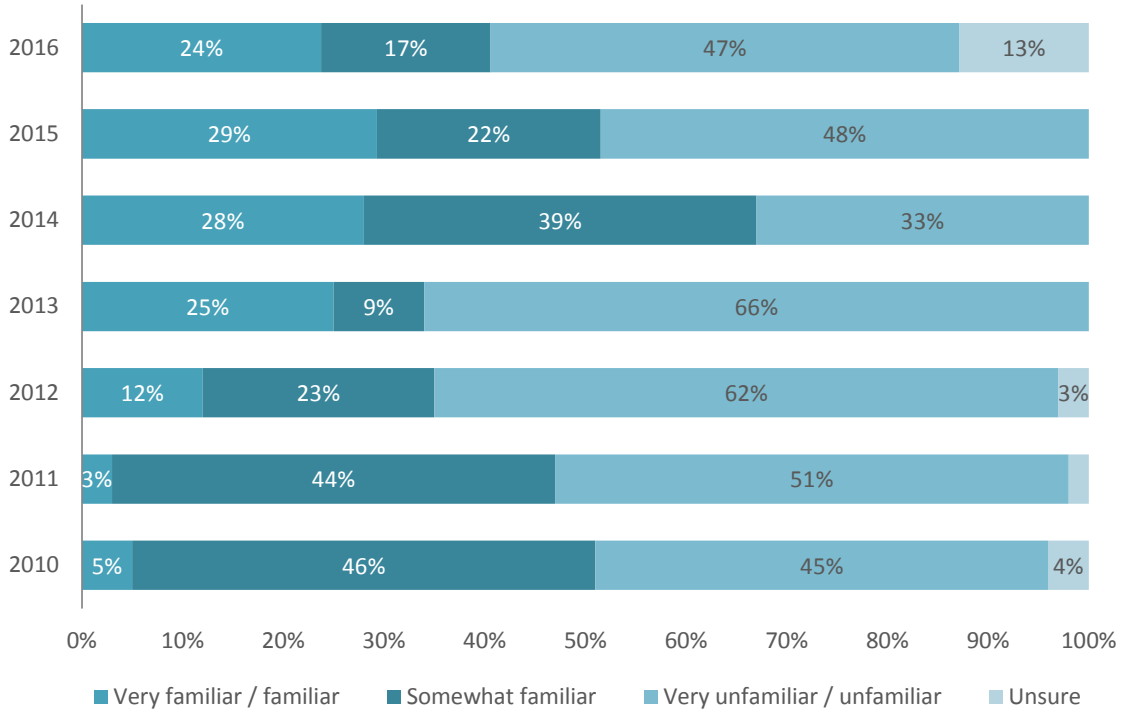
56% aware

FAMILIARITY WITH RURAL COMMUNITY BOARD

2010 - 2016 Trend

Twenty four per cent of those aware of the RCB were very familiar with the RCB's role, a similar result to 2015.

FAMILIARITY WITH RURAL COMMUNITY BOARD'S ROLE



2016 DIFFERENCES

NO SIGNIFICANT INCREASES NOTED

NO SIGNIFICANT DECREASES NOTED

FAMILIARITY WITH RURAL COMMUNITY BOARD BY AREA AND LAND SIZE

BLUESKIN-MAXWELL
0% very familiar
9% familiar

LARGE PROPERTIES
0% very familiar
31% familiar

MARYBANK ET AL
7% very familiar
30% familiar

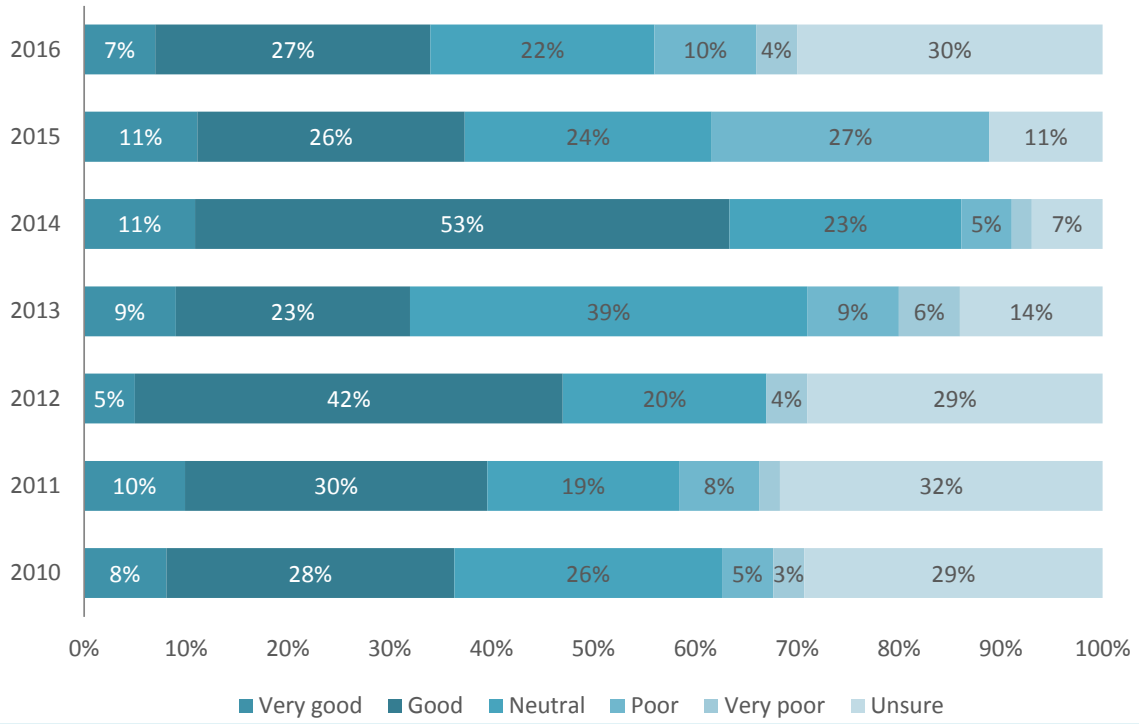
SMALL PROPERTIES
5% very familiar
15% familiar

PERFORMANCE OF THE RURAL COMMUNITY BOARD

2010 - 2016 Trend

In 2016, 34% of those aware of the RCB rated the RCB's performance as either good (27%) or very good (7%). There was a significant increase in the proportion of residents who were unsure how to rate the RCB's performance and a significant decrease in the proportion who rated the performance as poor.

PERFORMANCE OF THE RURAL COMMUNITY BOARD



2016 DIFFERENCES

SIGNIFICANT INCREASE:

The proportion of residents who were unsure how to rate the Rural Community Board's performance (30%, up 19%)

SIGNIFICANT DECREASE:

The proportion of residents who rated the Rural Community Board's performance as poor (10%, down 17%)

PERFORMANCE OF THE RURAL COMMUNITY BOARD BY AREA AND LAND SIZE

BLUESKIN-MAXWELL

14% very good

5% good

LARGE PROPERTIES

14% very good

31% good

MARYBANK ET AL

0% very good

45% good

SMALL PROPERTIES

3% very good

24% good

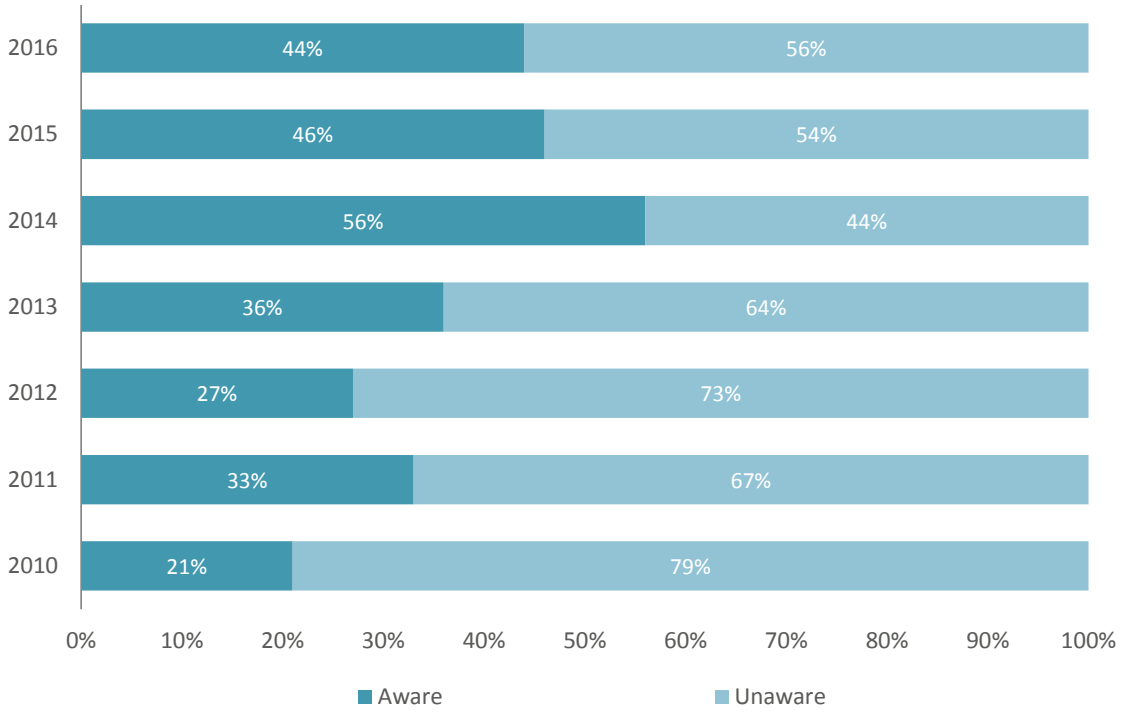
Improvements to the Rural Community Board are listed in Appendix Two.

AWARENESS OF HOTWIRE NEWSLETTER

2010 - 2016 Trend

Forty four per cent of rural residents were aware of the Hotwire Newsletter, a similar result to last year. Awareness of the newsletter is higher amongst residents with large properties but is consistent across areas.

AWARENESS OF HOTWIRE NEWSLETTER



2016 DIFFERENCES

NO SIGNIFICANT INCREASES NOTED

NO SIGNIFICANT DECREASES NOTED

AWARENESS OF HOTWIRE NEWSLETTER BY AREA AND LAND SIZE

BLUESKIN-MAXWELL

40% aware

LARGE PROPERTIES

67% aware

MARYBANK ET AL

48% aware

SMALL PROPERTIES

34% aware

APPENDICES

APPENDIX ONE: SAMPLE BREAKDOWN

ETHNIC GROUPS

	Total	CATI	Online
	491	406	85
New Zealand European	81%	86%	59%
New Zealand Maori	10%	6%	30%
Pacific Islander	1%	1%	4%
Asian	1%	1%	2%
Other	5%	5%	3%
Refused	1%	1%	2%

RATEPAYER STATUS

	Total	CATI	Online
	491	406	85
Yes	88%	94%	55%
Not sure	3%	1%	14%
No / renting	9%	5%	31%

INTERNET ACCESS

	Total	CATI	Online
	491	406	85
Desktop or laptop	72%	72%	70%
Tablet	40%	39%	45%
Smartphone	43%	35%	83%
I do not have Internet access at home	11%	13%	3%

AGE

	Total	CATI	Online
	491	406	85
18 to 29 years	14%	5%	59%
30 to 39 years	15%	9%	41%
40 to 49 years	13%	16%	0%
50 to 59 years	23%	28%	0%
60 years or over	33%	40%	0%
Refused	1%	1%	0%

APPENDIX ONE: SAMPLE BREAKDOWN

YEARS IN WHANGANUI DISTRICT

	Total	CATI	Online
	491	406	85
5 years or less	8%	5%	25%
6 to 10 years	11%	10%	13%
11 to 20 years	16%	16%	15%
More than 20 years	63%	67%	44%
Don't know	1%	0%	2%
Refused	1%	1%	1%

INCOME

	Total	CATI	Online
	491	406	85
Less than $30,000	34%	35%	32%
$30,000 to $50,000	25%	24%	29%
Over $50,000	30%	31%	22%
Refused	7%	6%	11%
Don't know	5%	5%	5%

GENDER

	Total	CATI	Online
	491	406	85
Male	47%	50%	28%
Female	53%	50%	71%
Refused	1%	0%	1%

Appendix two: verbatim comments

REASON FOR RATING: WELLBEING

Very low

- *Because the council sewer problem has poisoned us systematically, and the Mayor has said she knows we are sick, but it is not their problem. 2008 is where the toxic air from sewage, also when death rate went up and up and up.*
- *I had a car accident in 1974, knee has to be replaced, about to have surgery.*
- *I'm going through a separation.*

Low

- *Not really happy, don't like the way society is moving.*
- *I'm broken because I went up to Whanganui hospital and they misdiagnosed me. I'm definitely unhappy and crippled.*
- *I'd like a better job; no time to do anything.*
- *Well I'm a pensioner and I live alone and I can be here for days and nobody would know if anything happened to me.*
- *Due to the inability to afford healthcare.*
- *Lost my husband.*
- *Because we red carded for months with the slips and we had told the Council for 2 or 3 years that it was their problem and it turned out to be so.*
- *Medical problems relating to my health.*
- *Worried about retirement.*
- *Just feel that way.*
- *I am unable to work due to a knee injury that is yet to be resolved so I am on the sickness benefit which I can only just make it by on.*
- *Anyone who is not a Maori is not going to be ok. The town supports the wrong type of people.*

REASON FOR RATING: SENSE OF COMMUNITY

Very weak

- *Enough going on in the community.*
- *Because the Council doesn't care, they just do what they want and they're over paid.*
- *The Council says that air pollution is not their issue even if they're creating, and that seems as if they don't care about the rate payers and they don't care about us.*
- *Because they don't represent what I believe.*
- *Live in a community, one big happy family.*
- *It's a very strange place.*
- *I feel the Council couldn't care less. I could live here for 50 years and walk out tomorrow and they wouldn't even care.*
- *I only live in Whanganui, I work out of town and know no one in town. Moved here but never made any friends.*
- *There isn't enough time.*
- *The Maori issue is huge here.*

Weak

- *Woman on her own, doesn't have many friends in Whanganui.*
- *Working in Martin and I don't belong to any churches in town, because of an energy issue.*
- *I don't participate in any sport or any groups.*
- *We haven't been here long enough to belong yet.*
- *Two special needs children, not good facilities for them.*

Appendix two: verbatim comments

REASON FOR RATING: SENSE OF COMMUNITY CONT.

- *Because we've only just moved back to Whanganui and we have a few friends but not a huge amount in the community.*
- *Don't socialise with community.*
- *Hard town to fit into, don't have much to do with communities.*
- *Retired and have own friends.*
- *No time for leisure.*
- *Being a pensioner there's only the safe guards I take for myself.*
- *I have an illness called chronic fatigue. Basically, I'm not a shut-in, but I'm certainly not able to engage with the community as much as I would like to.*
- *It feels like I have no reason to be in Whanganui due to the lack of work and nothing to do, I'm only here because of family.*
- *We're from South Africa so haven't made many friends at this point.*
- *I protested against the downsizing of hills and facilities in Whanganui and a lot of the jobs, and I know that Whanganui has a negative population growth for 50 years and there's also been a strong anti-Maori presence as the council have not listened to the majority and listened to the minority. I write a lot of letters to the council and I get positive feedback from the stances I take.*
- *Because I don't really interact much with the community.*
- *There's not much help around when you need it.*
- *I feel like an outsider as I didn't grow up here. So not many friends.*
- *Not listened to by Council or Members of Parliament.*
- *I have lived in Whanganui for 4 years now. It is a very difficult city to get to know people or get a sense of belonging.*
- *Whanganui is very 'cliquey.'*
- *Because I'm not involved in community activities.*
- *There's not a lot that happens in Castlecliff because of its bad reputation.*
- *Own fault.*
- *After having a baby 3 months ago and 3 older kids aged 5,4 and 2, and after birth not too good. I'm still getting better.*
- *Hard for me to make new friends, don't feel like I belong anywhere.*
- *My own fault as I need to be more productive in attending community events. More advertising about these events would be helpful.*
- *This is mostly due to the H debate and how the majority of our community voted no, yet our council and Mayor have spent money changing council signage that the majority didn't want!*
- *Never any community events for people of my age, it's either for families or kids.*
- *New to Whanganui so don't have many friends or close family.*

ISSUE WITH COUNCIL:

- *Aren't proactive with fixing problems. No communication within the council, don't come back to you with answers to questions.*

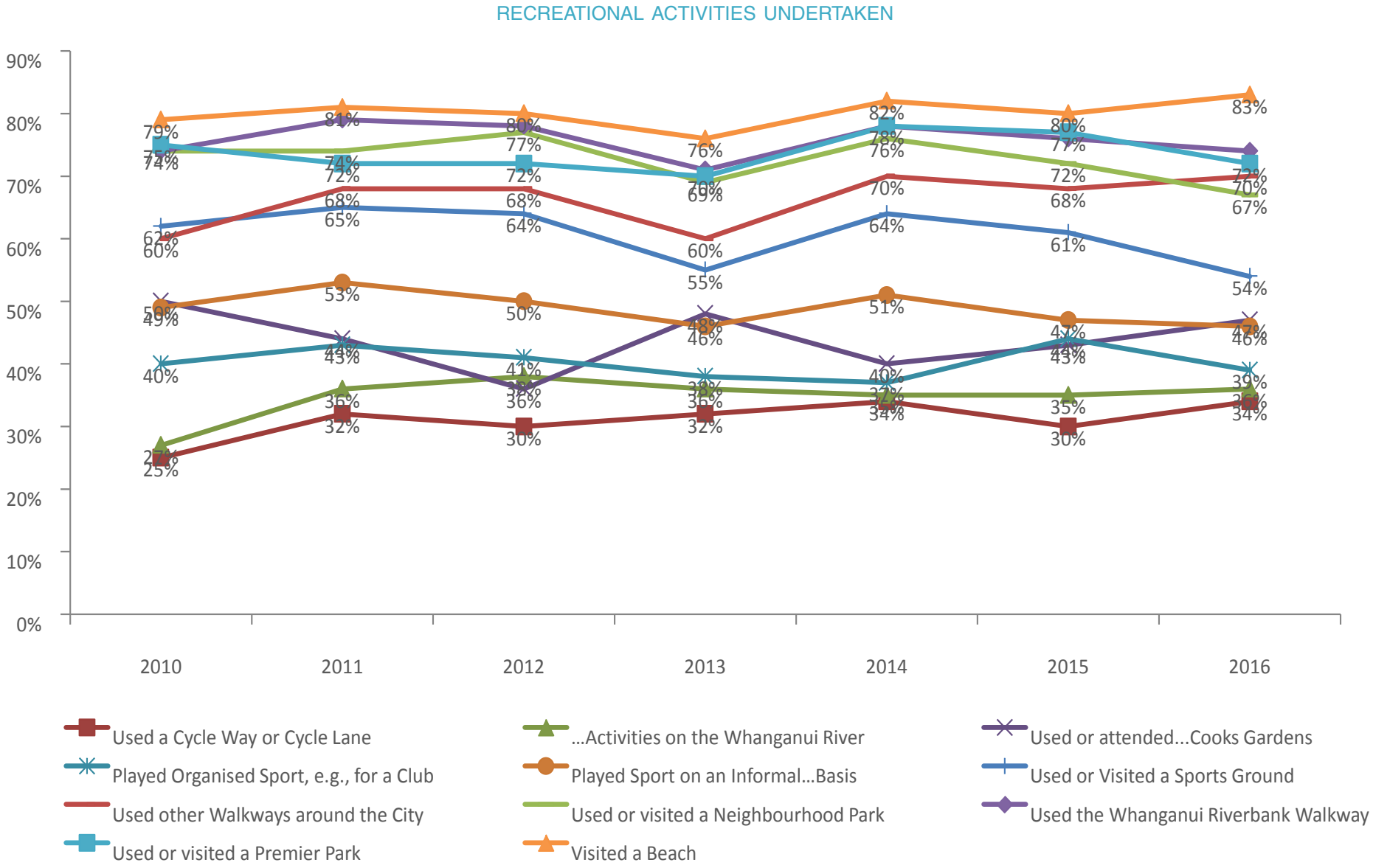
Appendix two: verbatim comments

AREAS OF IMPROVEMENT: RURAL COMMUNITY BOARD

- *The welfare of the community. I have seen the newsletter from time to time and for me they don't cover the whole rural community, only the farmers, they should cover the whole rural community. By farmers I mean everyone who makes a living off the land, but there are other residents who do not.*
- *We live on the outskirts on town and have a creek out the back of us and that could do with cleaning up.*
- *Not really it's more that the Council has more to do with the city than out in the country*
- *The RMA and reasonable ground for business discouraged*
- *The only thing I would suggest is that the Council protects them, we need a rural voice.*
- *Our road gets cut up very quickly, and no one does anything about it, there are pot holes every where, and it takes so long for it to be repaired.*
- *State of roads, drains, vegetation control*
- *Bridging the rural/ urban divide. Getting a better understanding of farmers.*
- *I'd like to see them think about public transport for the rural area, I'd like them to build up the community in the rural community.*
- *Our roads should be wider, Rangitatau West Road.*
- *Make people aware of them*
- *Getting out there and seeing people, giving more information about themselves and how they can help*
- *Rural rubbish collection areas*
- *Advertise better*
- *Get out there more.*
- *Can't think of anything*
- *Rural road speeds*
- *Making the public more aware of them being there.*
- *Yes, maybe having more meetings with the rural people.*

Appendix Three: Trend Data

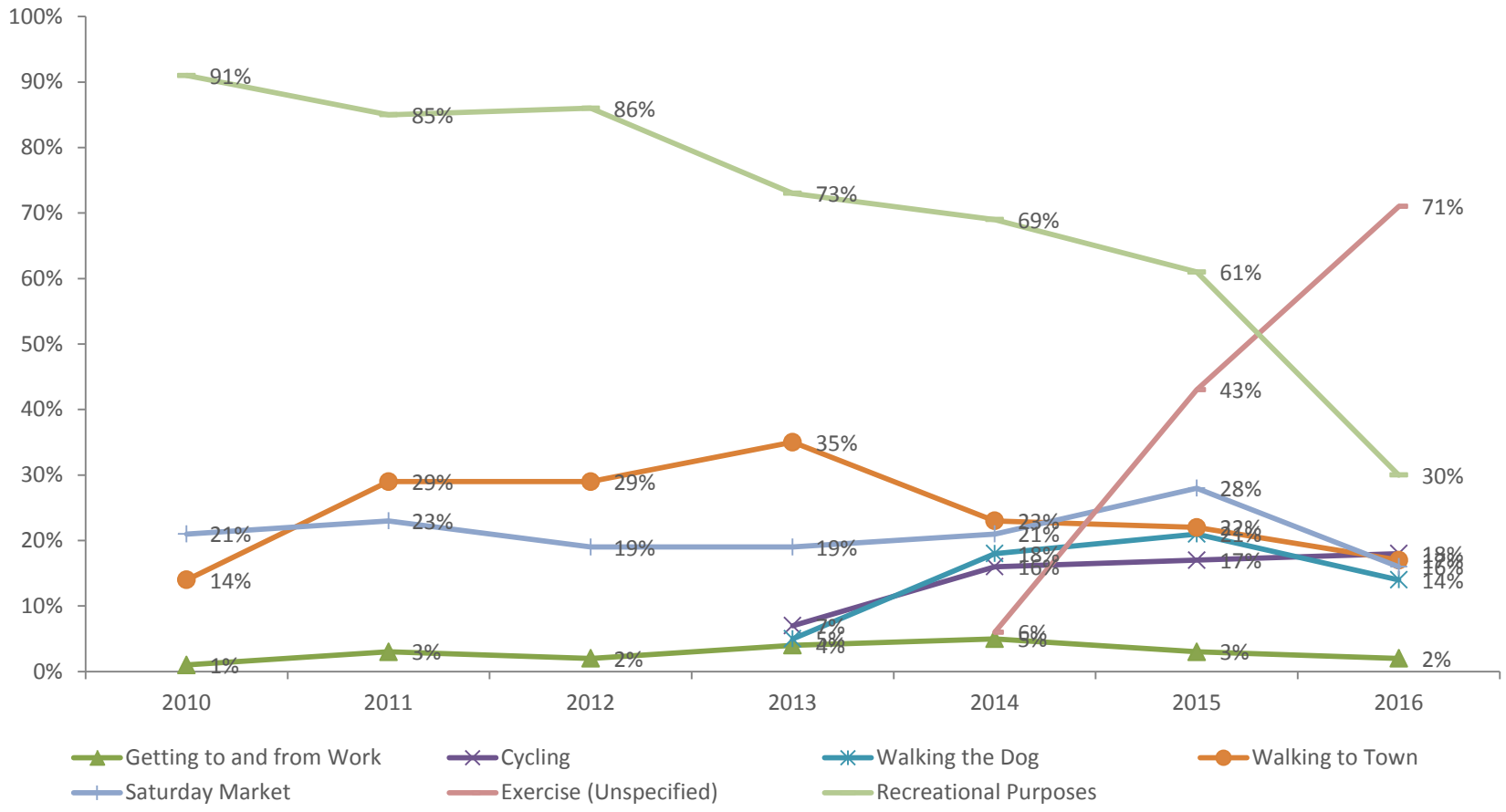
2010 - 2016 Trend



Appendix Three: Trend Data

2010 - 2016 Trend

USING THE WHANGANUI RIVERBANK WALKWAY



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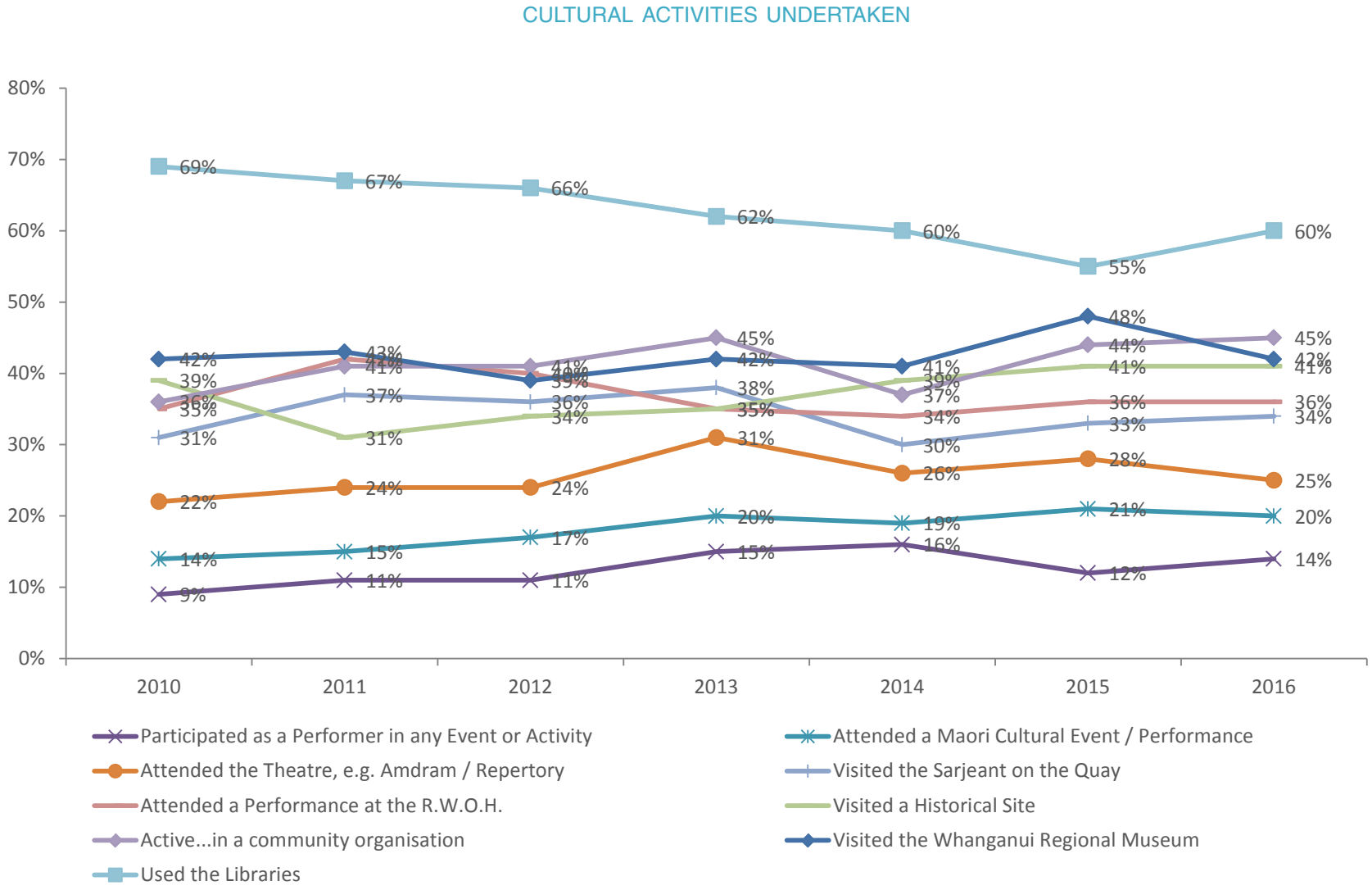
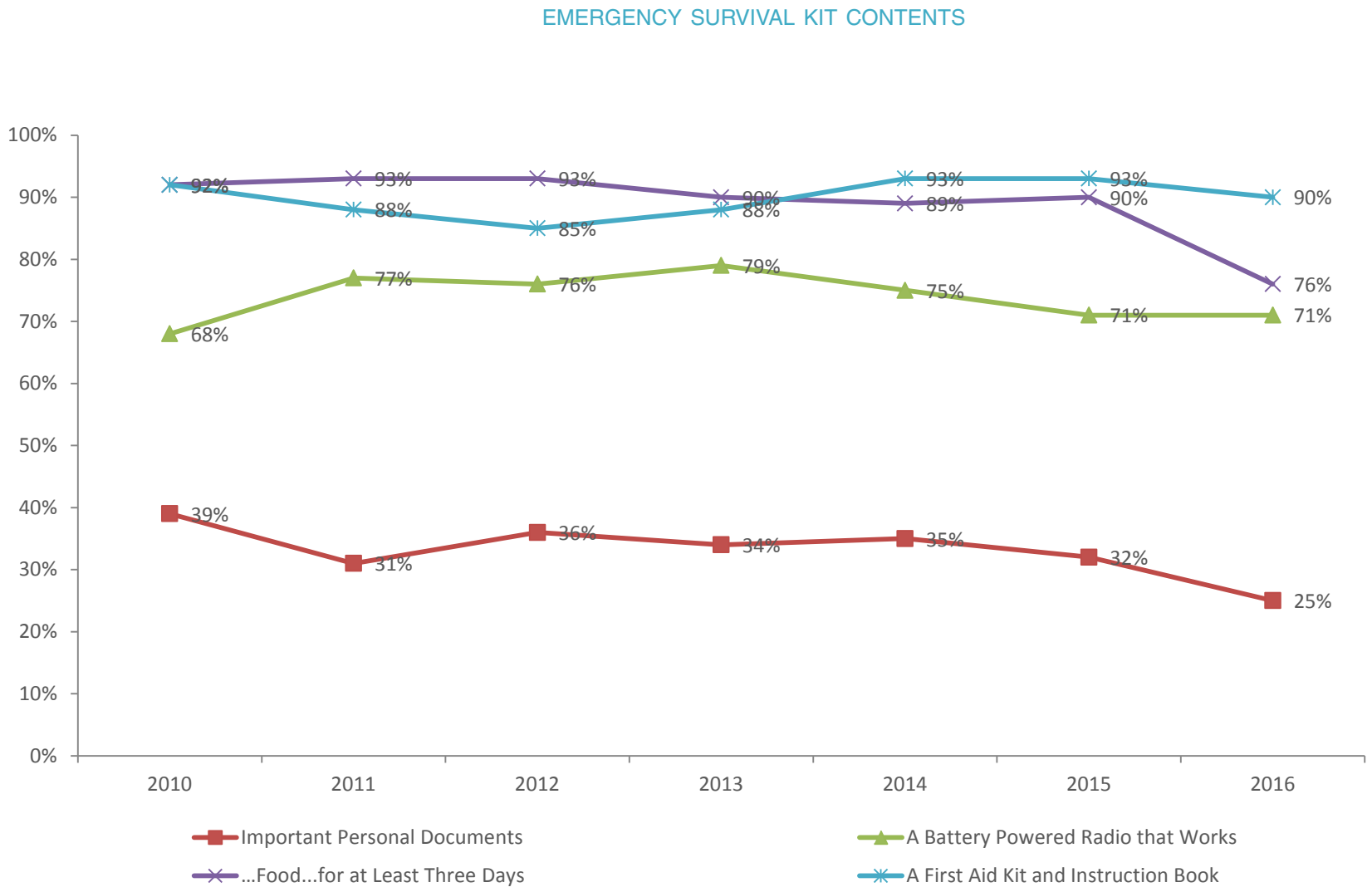
2010 - 2016 Trend

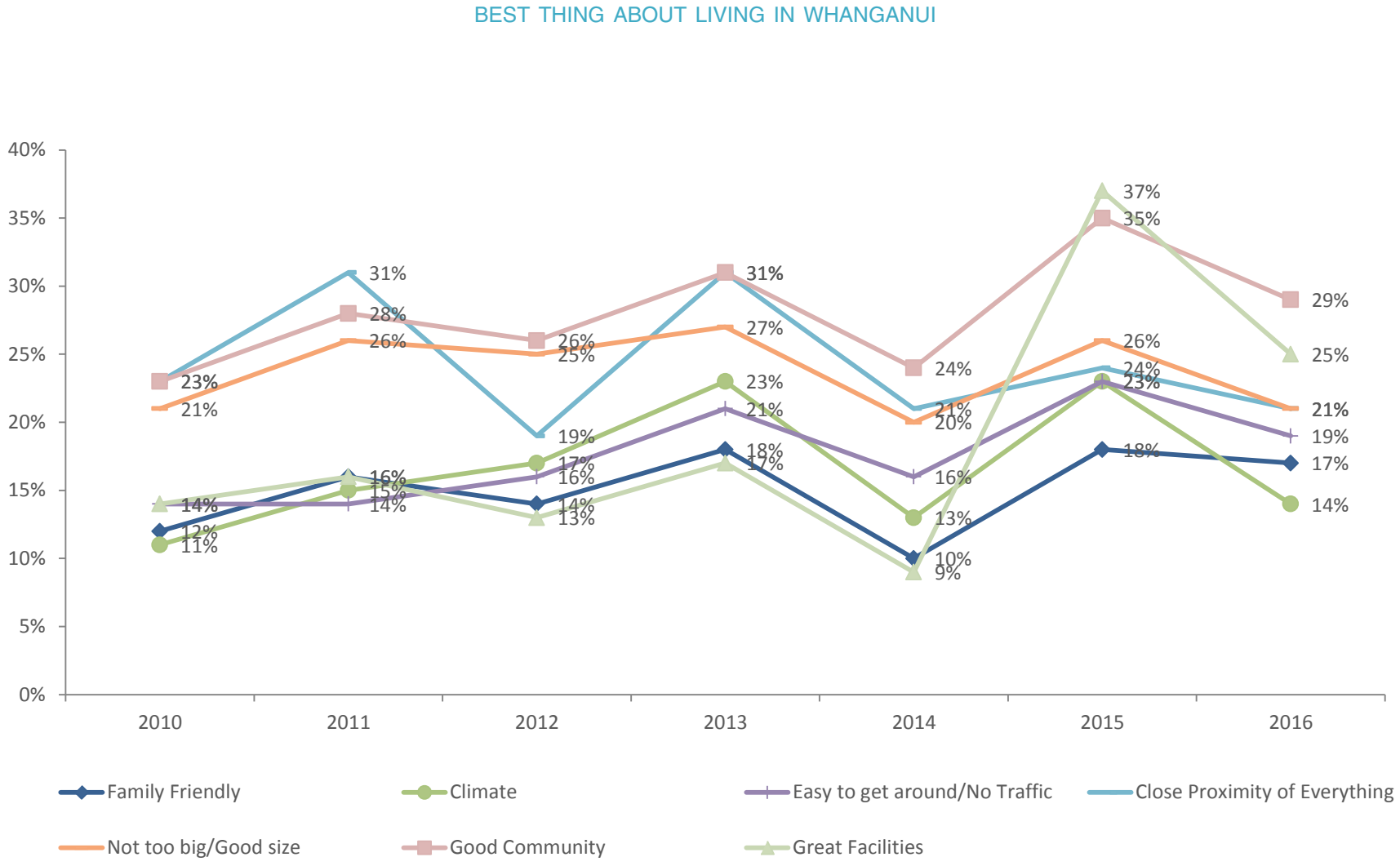


2010 - 2016 Trend



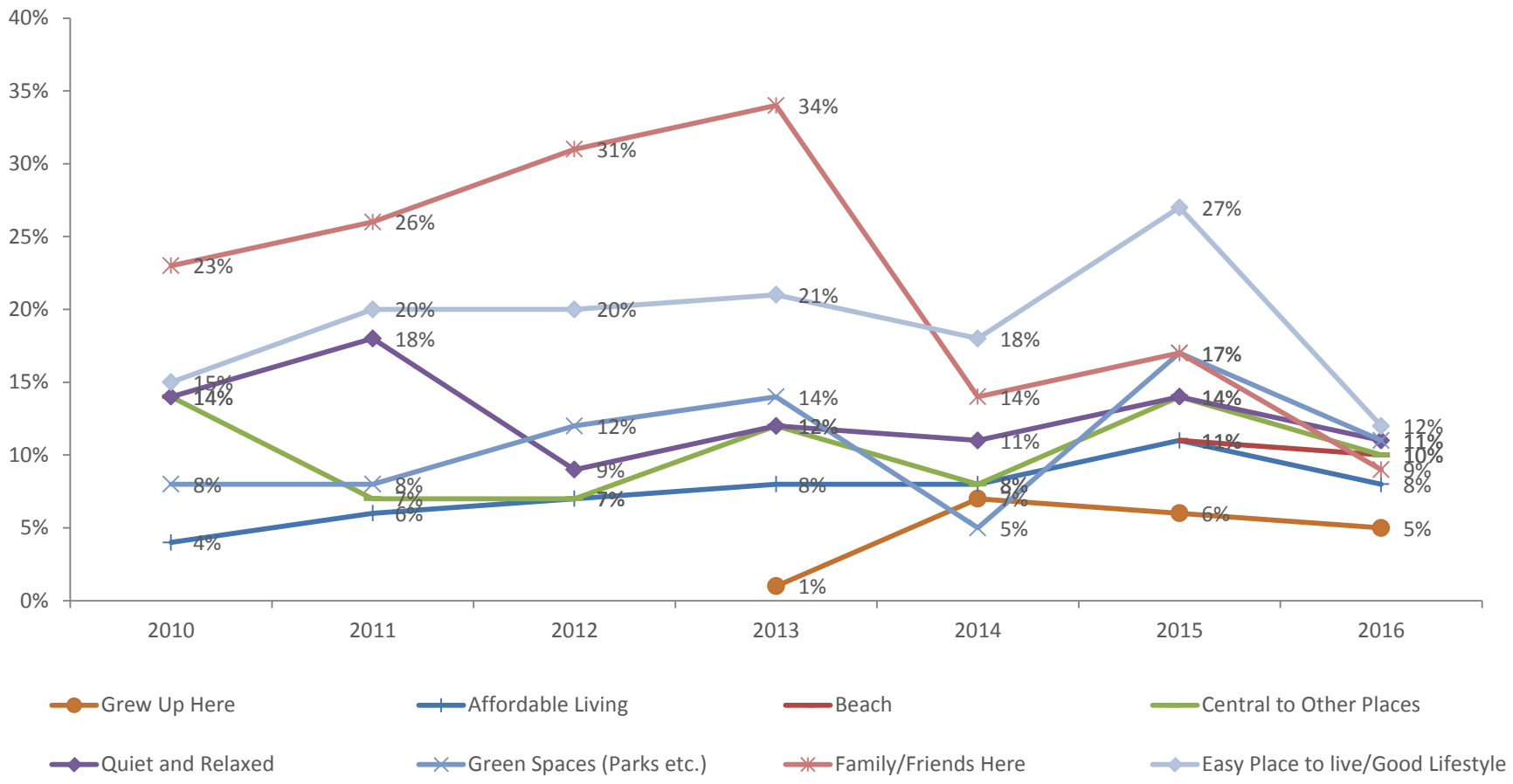
Appendix Three: Trend Data

2010 - 2016 Trend

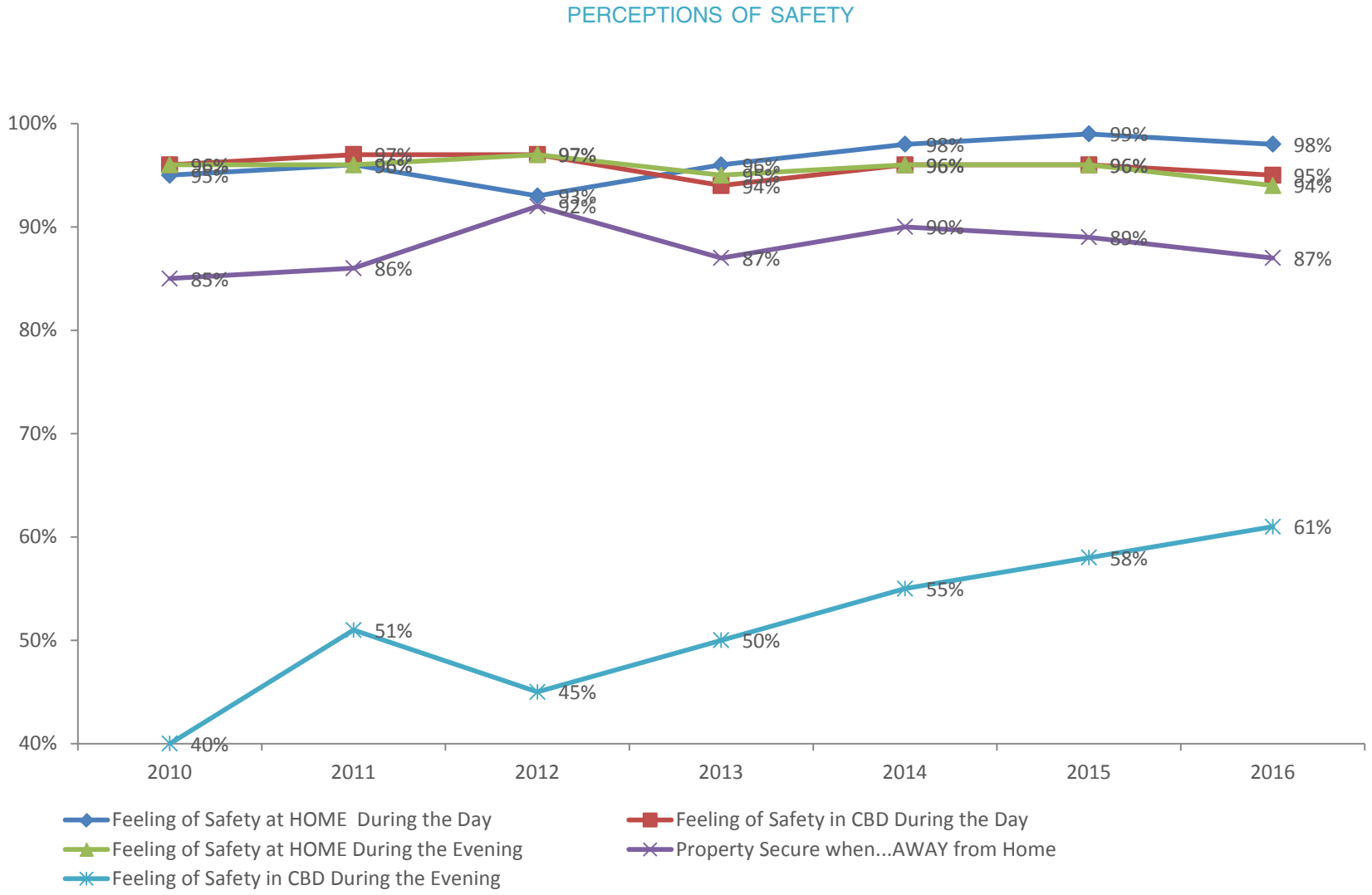


2010 - 2016 Trend

BEST THING ABOUT LIVING IN WHANGANUI

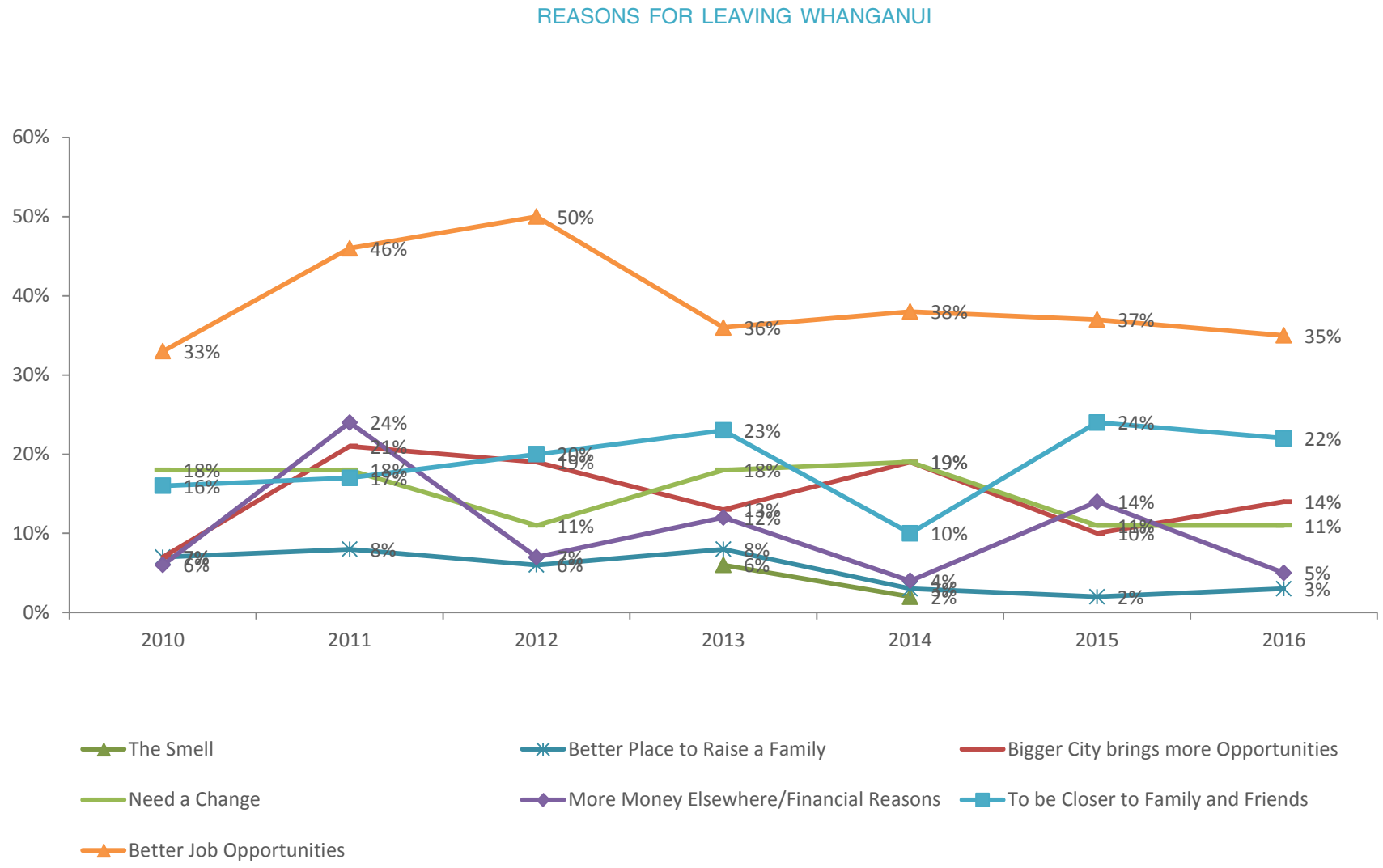


2010 - 2016 Trend



Appendix Three: Trend Data

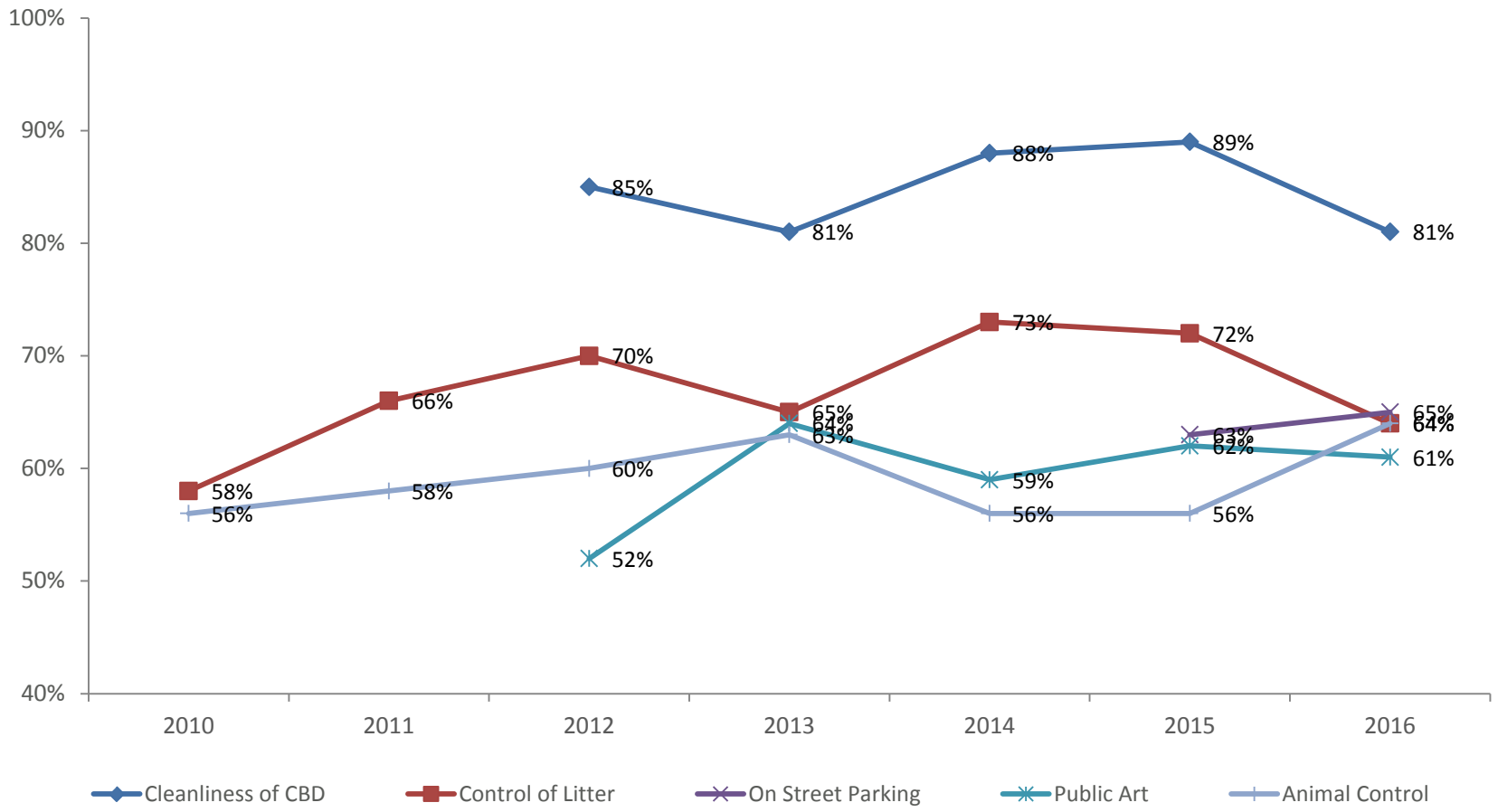
2010 - 2016 Trend



Appendix Three: Trend Data

2010 - 2016 Trend

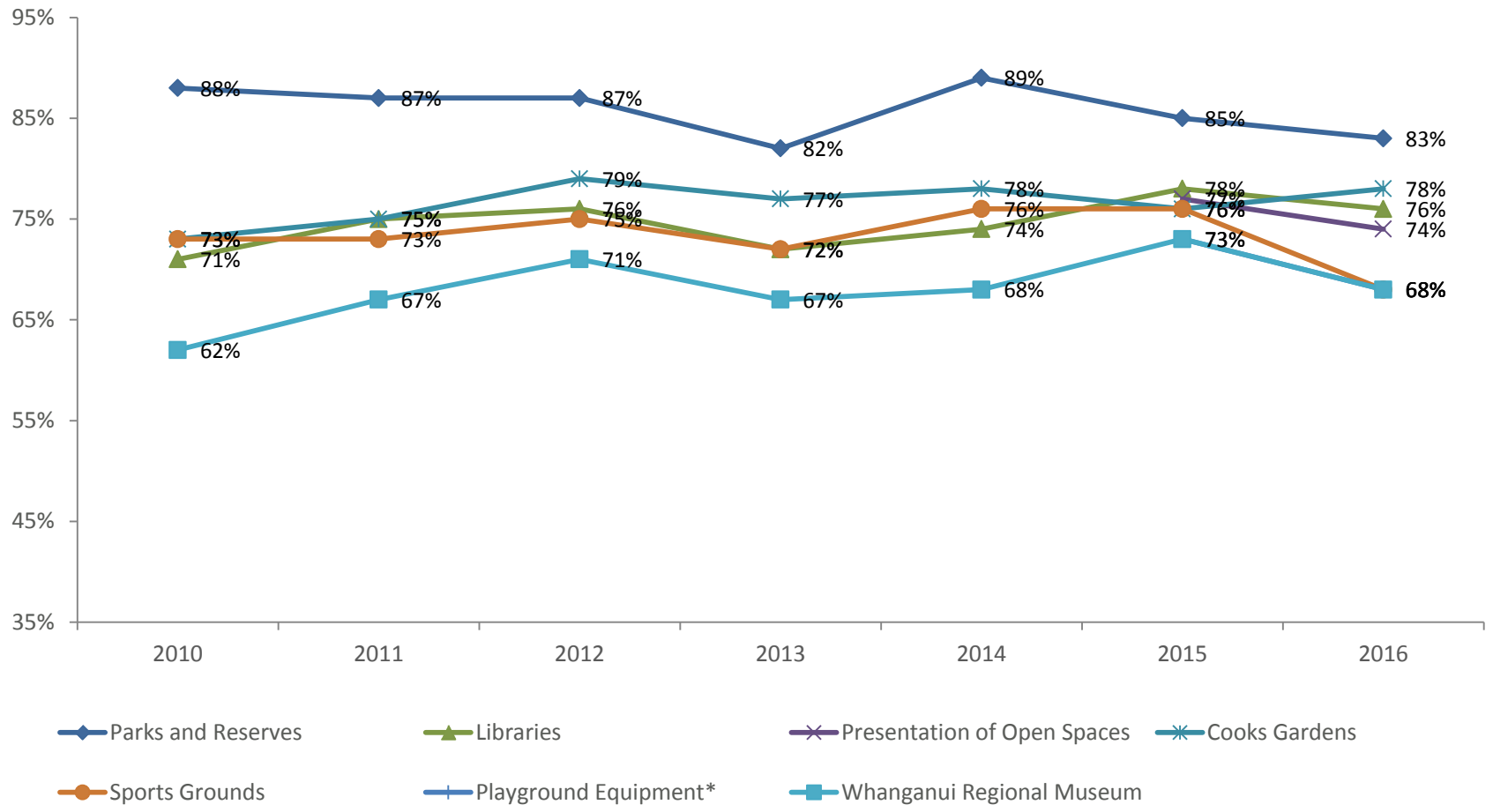
SATISFACTION WITH SERVICES PROVIDED BY COUNCIL



Appendix Three: Trend Data

2010 - 2016 Trend

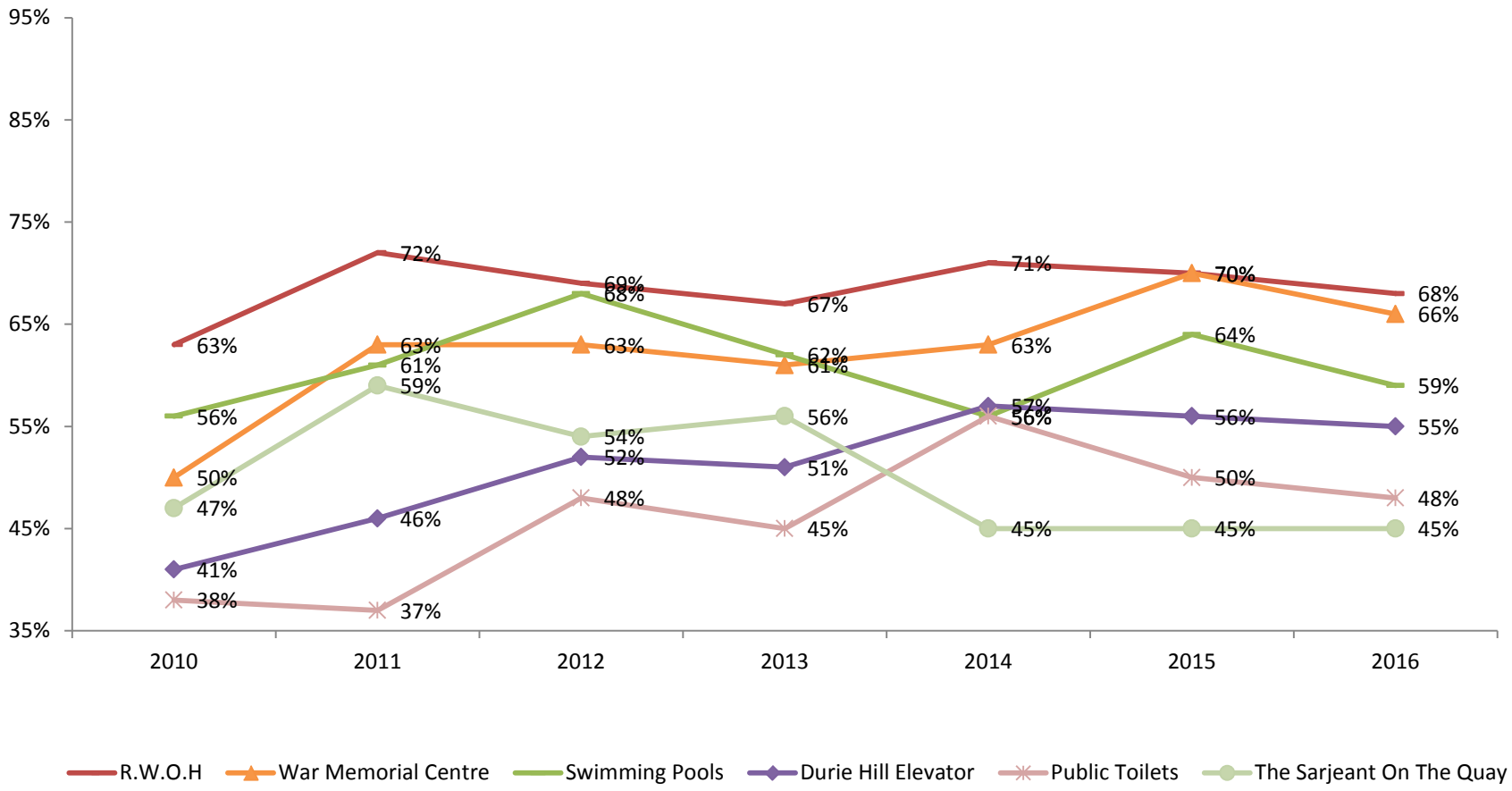
SATISFACTION WITH FACILITIES PROVIDED BY COUNCIL



Appendix Three: Trend Data

2010 - 2016 Trend

SATISFACTION WITH FACILITIES PROVIDED BY COUNCIL



Appendix Four: Comparisons to Targets

2015 - 2016 Comparison

	Target %	Difference from target	Satisfaction 2015/2016 %	Satisfaction 2014/2015 %	Change in satisfaction %	Dissatisfaction 2015/2016 %	Dissatisfaction 2015/2016 %	Change in dissatisfaction %
Parks & Recreation								
Satisfaction presentation of open spaces	90%	-16%	74%	77%	*-3%*	3%	5%	*-2%*
Walkway use (combined)	65%	18%	83%	82%	*+1%*	-	-	-
Satisfaction with public toilets	55%	-7%	48%	50%	*-2%*	14%	8%	*+6%*
Satisfaction with sportsgrounds	80%	-12%	68%	76%	*-8%*	1%	1%	*0%*
Use of sportsgrounds	65%	-11%	54%	61%	*-7%*	-	-	-
Use of playgrounds	65%	-7%	58%	-	-	-	-	-
Satisfaction with playground equipment	85%	-17%	68%	73%	*-5%*	5%	3%	*+2%*
Satisfaction with swimming pools	90%	-31%	59%	64%	*-5%*	8%	4%	*+4%*
Community & Cultural								
Satisfaction with libraries (users)	90%	-1%	89%	94%	*-5%*	1%	1%	*0%*
Use of Sarjeant on the Quay	40%	-6%	34%	33%	*+1%*	-	-	-
Attendance at Royal Whanganui Opera House	35%	1%	36%	36%	*0%*	-	-	-
Satisfaction with Royal Whanganui Opera House (users)	85%	3%	88%	81%	*+7%*	2%	1%	*+1%*
Satisfaction with War Memorial Centre	85%	-19%	66%	70%	*-4%*	5%	4%	*+1%*

Red font means target is not achieved, green font means target is achieved.

Appendix Four: Comparisons to Targets

2015 - 2016 Comparison

	Target %	Difference from target	Satisfaction 2015/2016 %	Satisfaction 2014/2015 %	Change in satisfaction %	Dissatisfaction 2015/2016 %	Dissatisfaction 2015/2016 %	Change in dissatisfaction %
Community Facilities & Services								
CBD contribution to image of Whanganui	90%	-25%	65%	67%	*-2%*	17%	8%	*+9%*
Satisfaction with cleanliness of the CBD	90%	-9%	81%	89%	*-8%*	3%	2%	*+1%*
Emergency management – public awareness	>80%	0%	80%	89%	*-9%*	16%	10%	-
Satisfaction with animal control services	45%	19%	64%	56%	*+8%*	12%	15%	*-3%*
Satisfaction with availability of on-street parking	90%	-25%	65%	63%	*+2%*	10%	11%	*-1%*
Transportation								
Satisfaction with airport (users)	90%	-4%	86%	88%	*-2%*	6%	2%	*+4%*
Corporate								
Performance of Council staff	65%	-3%	62%	71%	*-9%*	16%	15%	*+1%*
Satisfaction with ease of accessing Council information	70%	-25%	45%	60%	*-15%*	12%	11%	*+1%*
Responsiveness of Council	65%	-17%	48%	55%	*-7%*	16%	15%	*+1%*
Involvement in decision making	60%	-26%	34%	46%	*-12%*	20%	17%	*+3%*
Performance of Mayor and Councillors	65%	-15%	50%	56%	*-6%*	19%	13%	*+6%*
Performance of the Rural Community Board	65%	-31%	34%	37%	*-3%*	14%	27%	*-13%*

Red font means target is not achieved, green font means target is achieved.

Appendix Four: Additional Results (Non-Targets)

2015 - 2016 Comparison

	Satisfaction 2015/2016 %	Satisfaction 2014/2015 %	Change in satisfaction %	Dissatisfaction 2015/2016 %	Dissatisfaction 2015/2016 %	Change in dissatisfaction %
Services						
Control of litter	64%	72%	-8%	12%	10%	+2%
Facilities						
Cooks Gardens	78%	76%	+2%	2%	2%	0%
Whanganui Regional Museum	68%	73%	-5%	3%	2%	+1%
Perceptions						
Safety in the CBD at night	61%	58%	+3%	11%	11%	0%
Safety in the CBD during day	95%	96%	-1%	2%	0%	+2%
Safety at home at night	94%	96%	-2%	2%	1%	+1%
Safety at home during day	98%	99%	-1%	0%	0%	0%
Property security when away	87%	89%	-2%	4%	4%	0%
Intention to remain in Whanganui	58%	66%	-8%	27%	27%	0%
Quantity of information	42%	51%	-9%	5%	5%	0%
Quality of life	89%	91%	-2%	9%	8%	+1%
Sense of belonging	55%	57%	-2%	6%	7%	-1%
Sense of wellbeing	67%	64%	+3%	4%	3%	1%
Sense of pride in neighbourhood	69%	-	-	13%	-	-
Importance of sense of community	88%	-	-	3%	-	-
Participated in neighbourly activity	88%	-	-	-	-	-
Public art	61%	62%	-1%	8%	7%	1%