

**SOUTH TARANAKI DISTRICT COUNCIL
COMMUNITRAK™ SURVEY
FEBRUARY 2016**

COMMUNITRAK™ SURVEY

PUBLIC PERCEPTIONS AND INTERPRETATIONS OF COUNCIL SERVICES AND REPRESENTATION

PREPARED AS PART OF THE PUBLIC FEEDBACK PROGRAMME FOR:

SOUTH TARANAKI DISTRICT COUNCIL

FEBRUARY 2016



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CONTENTS

	Page No.
A. SITUATION AND OBJECTIVES	1
B. COMMUNITRAK™ SPECIFICATIONS	2
C. EXECUTIVE SUMMARY	6
D. MAIN FINDINGS.....	18
1. Council Services/Facilities	19
a. Satisfaction With Council Services/Facilities	20
i. Overall Satisfaction.....	20
1. Control Of Animals	20
2. Footpaths.....	24
3. Condition Of Council Roads (Excluding State Highways).....	28
4. Sewerage System	32
5. Stormwater Services, ie, Urban and Rural Drainage.....	35
6. Water Supply	39
ii. User/Visitor Satisfaction	43
1. The Tidiness And Maintenance Of Cemeteries In The District	43
2. The Cleanliness And Maintenance Of Public Halls.....	46
3. Public Library	49
4. Appearance And Maintenance Of Parks And Reserves ...	55
5. Weekly Rubbish And Recycling Kerbside Collection Service	58
6. Public Toilets.....	61
2. Rates Issues	67
a. Satisfaction With The Way Rates Are Spent On The Services And Facilities Provided By Council.....	68
3. Information	71
a. Do Residents Know How To Get Council Information If They Want It?.....	72
b. Main Source Of Information About Council	74
c. How Would Residents Like To Receive Information From Council In The Future?	76

CONTENTS (continued)

	Page No.
4. Local Issues	78
a. Which Town Do Residents Mainly Do Their Shopping Or Business In?	79
b. Council Consultation	80
i. Satisfaction With The Opportunities Council Provides For Members Of The Public To Participate In Decision Making, If They Wish To	80
ii. Does Council Make Decisions That Represent The Best Interests Of The Community?.....	82
iii. Satisfaction With The Amount Of Consultation The Council Offers	84
iv. In General Terms, Is Council Moving In The Right Direction?..	86
v. The One Thing Residents Would Like Council To Improve Upon	88
vi. Overall Are Residents Happy With the Service Council Provides?.....	91
E. APPENDIX	92

NB: Please note the following explanations for this report:



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



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

Arrows, whenever shown, depict a directional trend.

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

A. SITUATION AND OBJECTIVES

The mission statement for South Taranaki District Council reads:

"Council will lead with fairness and integrity, and work to inspire a vibrant and caring spirit of community, while remaining an efficient and sensitive provider of services and facilities."

Council has engaged a variety of approaches both to seeking public opinion and to communicating its decisions and programmes to the people resident in the area. One of these approaches was to commission the National Research Bureau's Communitrak™ survey in June/July 1993, June 1995, June 1997, May 1999, May 2001, March/April 2003, April 2005, March 2007, October/November 2008, September/October 2009, November 2010, February/March 2012-2015 and now again in February 2016.

The advantages, and benefits of this are twofold ...

- Council has the National Average and Peer Group comparisons against which to analyse perceived performance,
- Council introduced questions reflecting areas of interest particular to South Taranaki District.

Communitrak™ sought to obtain the views of South Taranaki District residents on the specific issue of ...

- Council consultation.

* * * * *

B. COMMUNITRAK™ SPECIFICATIONS

Sample Size

This Communitrak™ survey was conducted with 402 residents of the South Taranaki District.

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

Interviews were spread as follows:

Egmont Plains	100
Eltham	61
Hawera-Normanby	141
Patea	60
Tangahoe	40
N =	<u>402</u>

Interview Type

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

Sample Selection

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

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

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

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

Respondent Selection

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

Call Backs

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

Sample Weighting

Weightings were applied to the sample data, to reflect the actual Ward, gender and age group proportions in the area as determined by Statistics New Zealand's 2013 Census data. The result is that the total percentage figures represent the population's viewpoint as a whole across the entire South Taranaki District. Bases for subsamples are shown in the Appendix. Where we specify a "base", we are referring to the actual number of respondents interviewed.

Survey Dates

All interviews were conducted between 19th February and 28th February 2016.

Comparison Data

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

The Communitrak service includes ...

- comparisons with a national sample of 1003 interviews conducted in November 2014,
- comparisons with provincial, urban and rural norms.

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

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

Weightings have been applied to this comparison data to reflect the actual population in Local Authorities as determined by Statistics New Zealand's 2013 data.

Comparisons With National Communitrak™ Results

Where survey results have been compared with Peer Group and /or National Average results from the November 2014 National Communitrak™ Survey, NRB has used the following for comparative purposes, for a sample of 400 residents:

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

Margin Of Error

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

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

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

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

The margin of error figures above refer to the **accuracy** of a result in a survey, given a 95 percent level of confidence. A 95 percent level of confidence implies that if 100 samples were taken, we would expect the margin of error to contain the true value in all but five samples. At the 95 percent level of confidence, the margin of error for a sample of 400 respondents, at a reported percentage of 50%, is plus or minus 5%.

Significant Difference

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

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

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

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

* * * * *



C. EXECUTIVE SUMMARY

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

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

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

SNAPSHOT



In the last 12 months, 80% of residents say they, or a member of their household, have used or visited a District park or reserve. Of these 'users/visitors', 98% are satisfied with the appearance and maintenance of parks and reserves.



24% of *all* residents are not very satisfied with the condition of Council roads.



80% of residents are satisfied with how rates are spent on the services and facilities provided by Council.



In general terms, 76% of residents think Council is moving in the right direction.



Overall, 92% of residents are happy with the service that Council provides.

COUNCIL SERVICES/FACILITIES - OVERALL

Overall Satisfaction With Council Services/Facilities

	Very / Fairly Satisfied %	Not very satisfied %	Don't know / Unable to say %
Animal control	82	11	7
Condition of Council roads	76	24	-
Footpaths	73	18	9
Stormwater system [†]	72	16	13
Water supply [†]	68	10	23
Sewerage system	66	2	32

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

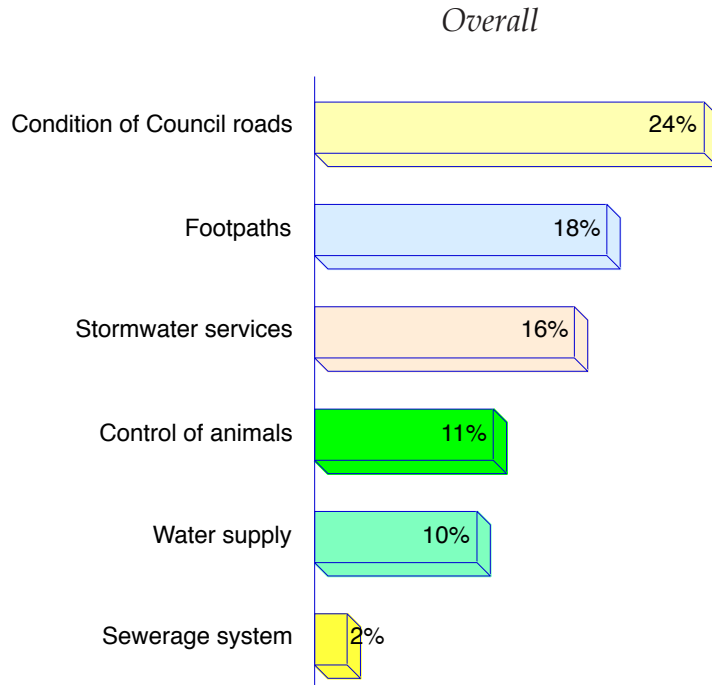
Comparison Between 2015 and 2016 Readings

	South Taranaki 2016		South Taranaki 2015	
	Very / fairly satisfied %	Not very satisfied %	Very / fairly satisfied %	Not very satisfied %
Animal control	82 =	11 =	80	14
Condition of roads	76 =	24 =	73	26
Footpaths	73 =	18 =	72	18
Stormwater service	72 =	16 =	70	13
Water supply	68 =	10 =	67	11
Sewerage system	66 =	2 =	63	5

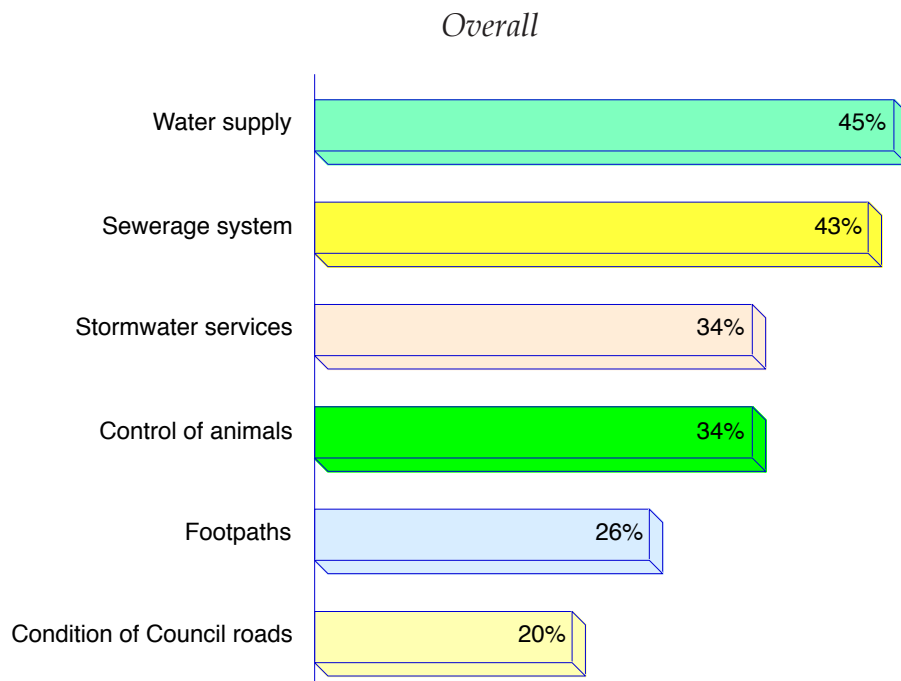
NB: the balance, where figures don't add to 100%, is a "don't know" response

Key: ↑ above/slightly above 2015 reading
↓ below/slightly below 2015 reading
 = similar/on par

Percent Saying They Are Not Very Satisfied With ...



Percent Saying They Are Very Satisfied With ...

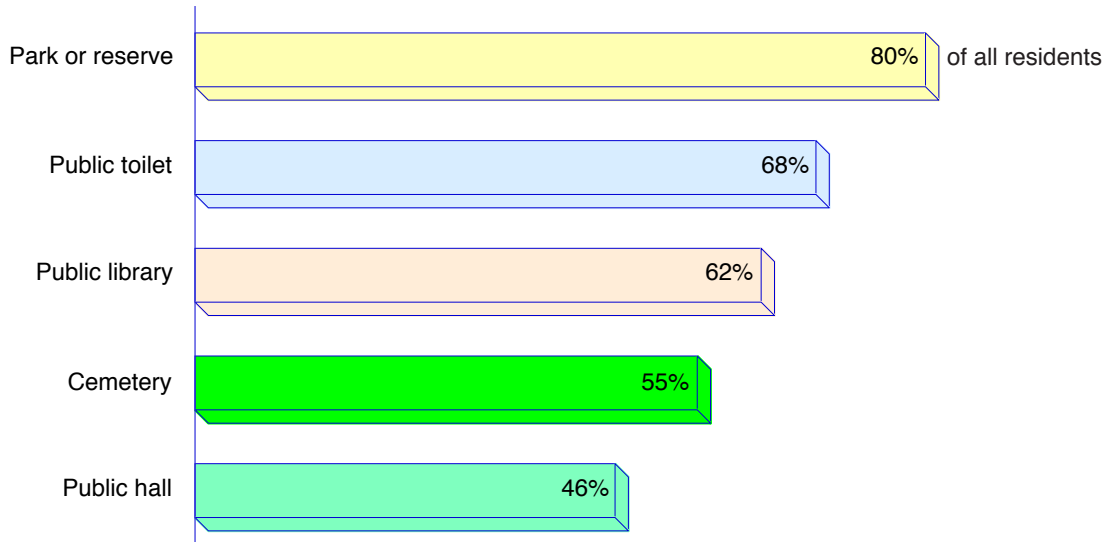


Satisfaction With Council Services/Facilities - Users/Provided With Service

	Base	Very / Fairly Satisfied %	Not very satisfied %	Don't know / Unable to say %
Tidiness and maintenance of cemeteries [†]	234	99	1	1
Appearance and maintenance of parks and reserves	308	98	2	-
The facilities and customer service of the District's public libraries	243	97	2	1
The materials, resources and information provided at the District's public libraries	243	97	2	1
Cleanliness and maintenance of public halls	181	91	9	-
Weekly rubbish and recycling kerbside collection service	297	85	13	2
Cleanliness and maintenance of public toilets [†]	256	78	20	3
Opening hours of public toilets	256	74	1	25

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

Users/Visitors Of Council Services/Facilities In Last 12 Months



There are no instances where the not very satisfied reading in South Taranaki District is **higher** than the Peer Group.

However, the comparison is **favourable** for South Taranaki for ...

	South Taranaki %	Peer Group %	National Average %
• footpaths	18	19	23
• control of animals	11	^{††} 22	^{††} 20
• opening hours of public toilets	1	[†] 14	[†] 19

South Taranaki District Council performs **on par/similar to** the following services/ facilities measured, when compared to the Peer Group and National Averages ...

• condition of Council roads	24	[°] 27	[°] 21
• cleanliness and maintenance of public toilets	20	[†] 14	[†] 19
• stormwater service	16	13	13
• weekly rubbish and recycling kerbside collection service	13	^{**} 9	^{**} 10
• water supply	10	12	9
• cleanliness and maintenance of public halls	9	[*] 6	[*] 4
• sewerage system	2	6	6
• appearance and maintenance of parks and reserves	2	[◆] 4	[◆] 4
• facilities and customer service at the District's public libraries	2	^{†††} 2	^{†††} 1
• the materials, resources and information provided at the District's public library	2	^{†††} 2	^{†††} 1
• tidiness and maintenance of cemetery	1	^{◆◆} 2	^{◆◆} 6

[°] these figures are based on ratings for roads in general

^{*} these figures are based on user/visitor ratings with public halls in general

^{**} these figures are based on ratings for rubbish collection (those provided with service)

[◆] reading refers to user/visitor ratings for parks and reserves in general

^{◆◆} note that these figures are based on visitor satisfaction with cemeteries, **including** maintenance

[†] these figures are based on user ratings with public toilets in general

^{††} note that these figures are based on ratings of dog control

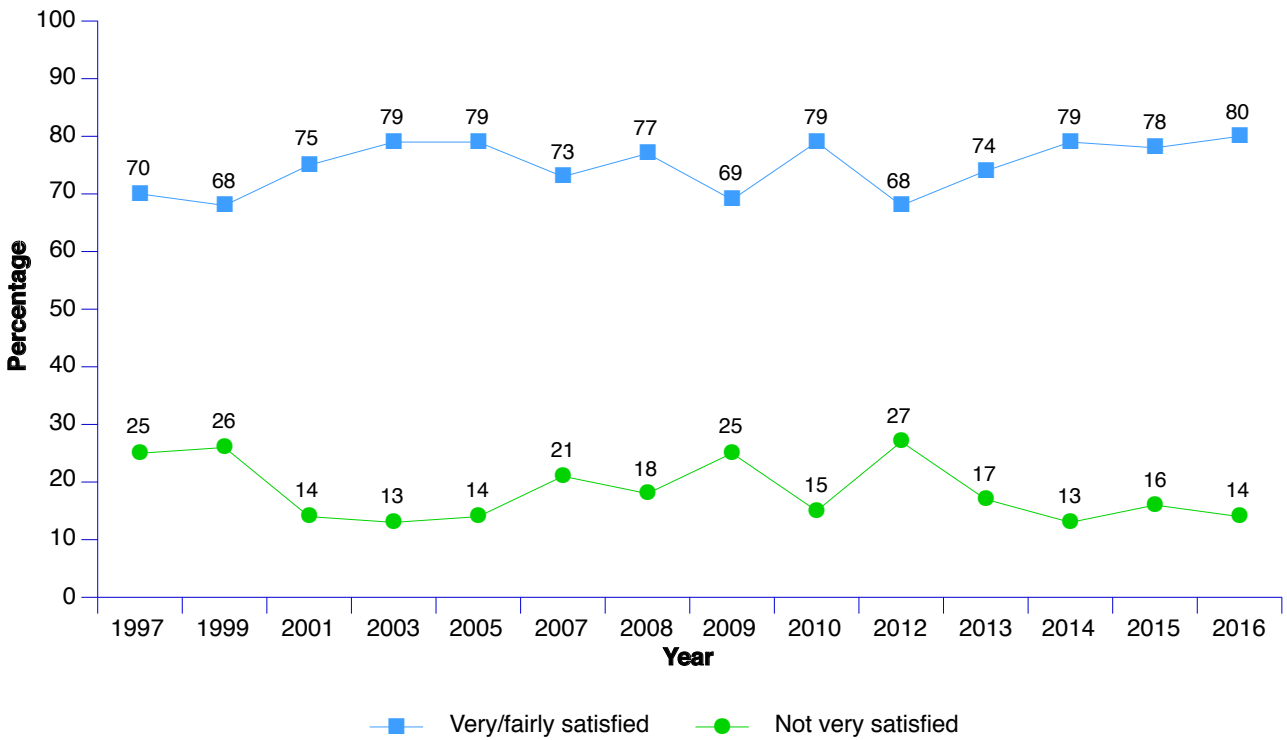
^{†††} these figures are based on user/visitor ratings with the library service in general

RATES ISSUES

83% of residents identified themselves as ratepayers (87% in 2015).

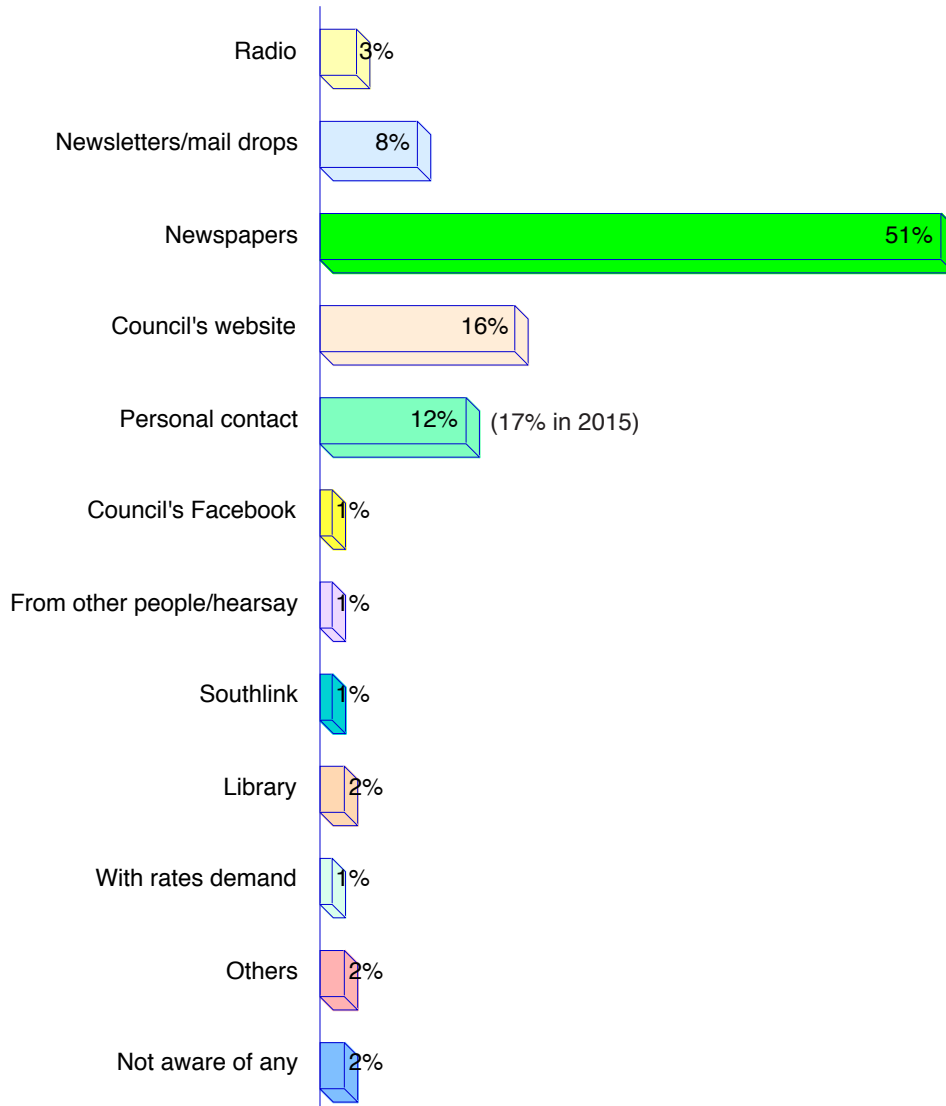
Overall, 80% of residents are satisfied with the way rates are spent on the services and facilities provided by Council, with ratepayers being similarly satisfied (78% in 2015).

14% of all residents are not very satisfied with the way rates are spent on the services and facilities provided by Council. [This is below the Peer Group and National Averages and similar to the 2015 reading.](#)

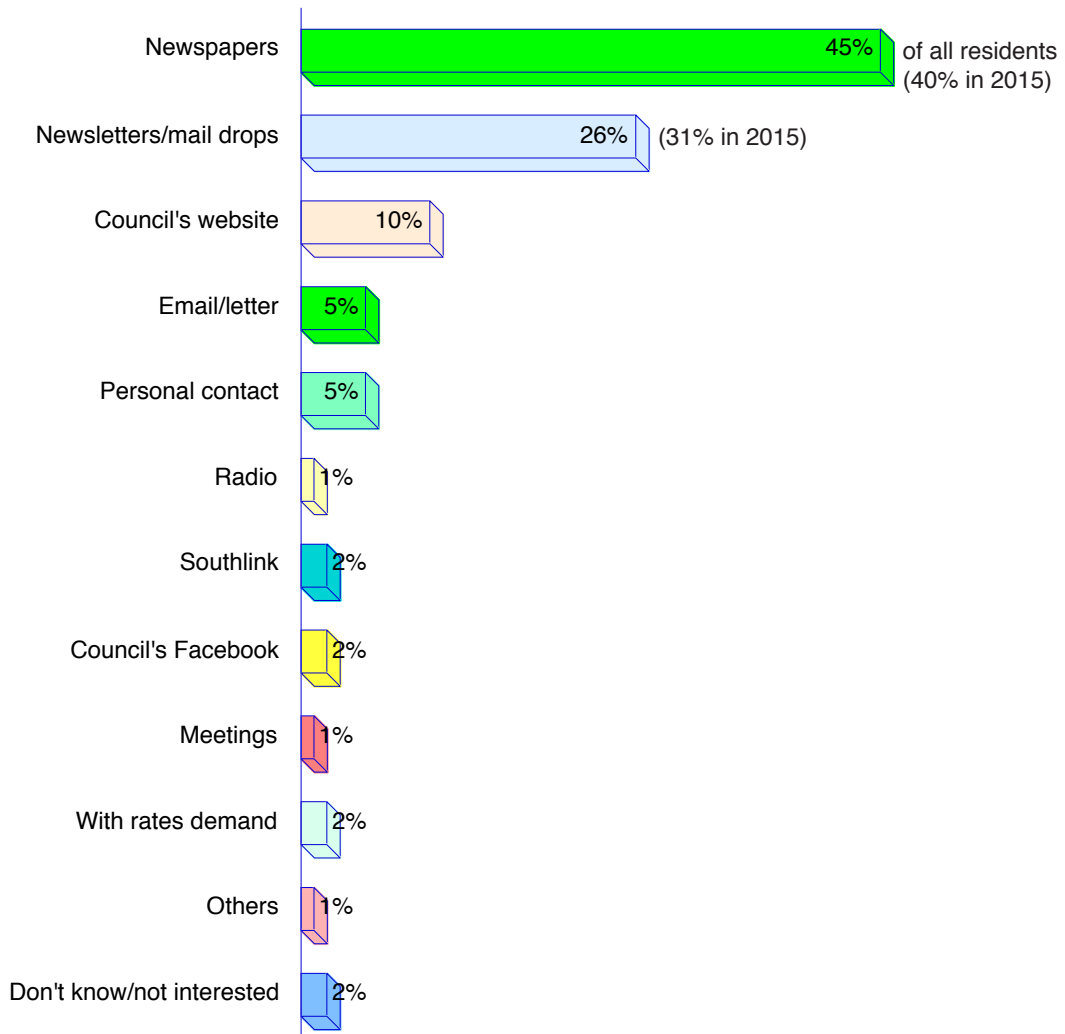


INFORMATION

92% of residents know how to get Council information if they want it.

Main Source Of Information About Council

How Would Residents Like To Receive Information From Council In The Future?



(does not add to 100% due to rounding)

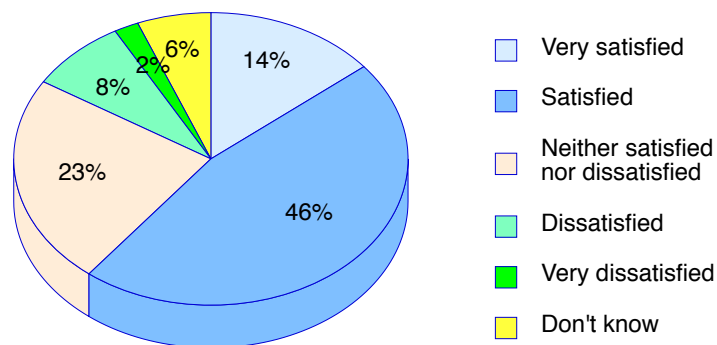
LOCAL ISSUES

a. Main Town Where Residents Shop/Do Business

69% go to Hawera (67% in 2015), 12% of residents mainly do their shopping or business in Opunake (9% in 2015), while 6% mainly go to New Plymouth (10% in 2015).

b. Council Consultation

Satisfaction with the opportunities Council provides for members of the public to participate in decision making, if they wish to:



(does not add to 100% due to rounding)

66% of residents think the decisions made by the Council represent the best interests of the community, while 18% say they don't (21% in 2015). 16% are unable to comment (13% in 2015).

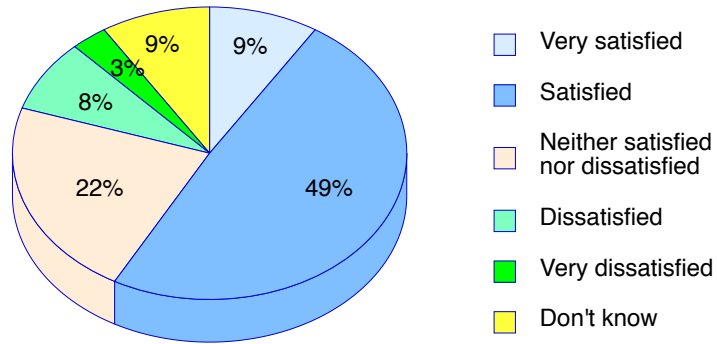
The main decisions* made by the Council that residents[†] feel do not represent the best interests of the community are:

- lack of consultation/communication/don't listen to the people, mentioned by 35% of residents[†],
- services/facilities need improving/upgrading, 16%,
- areas/towns miss out/money not evenly distributed, 13%,
- waste money/spend too much/spend unnecessarily/allocation of spending, 12%.

[†] the 18% of residents who think the decisions made by the Council do not represent the best interests of the community (N=73)

* multiple responses allowed

Satisfaction with the amount of consultation the Council offers:



In general terms, 76% of residents think Council is moving in the right direction, while 8% do not. 16% are unable to comment. These readings are similar to the 2015 results.

One Thing[†] Residents Would Like Council To Improve On

The main suggestions are:

- roads/bridges need improvement/repairs, mentioned by 12% of all residents,
- more/improved recreational facilities, 5%,
- rubbish collection/transfer station/recycling issues, 5%.

[†] multiple responses allowed

Are Residents Happy With Services Council Provides

Overall, 92% of residents are happy with the service that Council provides (89% in 2015), while 4% are not (6% in 2015) and 4% are unable to comment (5% in 2015).

* * * * *

D. MAIN FINDINGS

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

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

NRB has defined the Rural Peer Group as those Territorial Authorities where less than 66% of dwellings are in urban meshblocks, as classified by Statistics New Zealand's 2013 Census data.

Included in this Peer Group are ...

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

Ruapehu District Council
 Selwyn District Council
 Southland District Council
 South Wairarapa District Council
 Stratford District Council
 Tararua District Council
 Tasman District Council
 Waikato District Council
 Waimakariri District Council
 Waimate District Council
 Wairoa District Council
 Waitaki District Council
 Waitomo District Council
 Western Bay of Plenty District Council
 Westland District Council

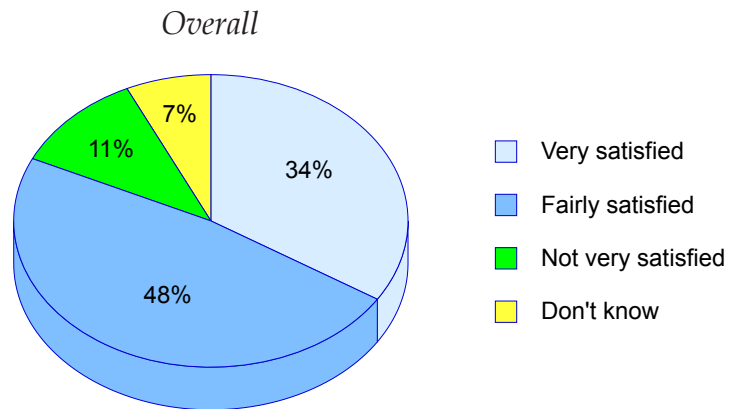


1. COUNCIL SERVICES/FACILITIES

A. SATISFACTION WITH COUNCIL SERVICES/FACILITIES

i. Overall Satisfaction

1. Control Of Animals



Overall, 82% of South Taranaki residents are satisfied with Council efforts in the control of animals, including 34% who are very satisfied (30% in 2015). 11% of residents are not very satisfied (14% in 2015) and 7% are unable to comment.

The percent not very satisfied is below the Peer Group Average and National Average readings for **dog control**.

Residents more likely to be not very satisfied with animal control are ...

- Patea Ward residents,
- Urban residents.

Satisfaction With Animal Control

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall*					
Total District 2016	34	48	82	11	7
2015	30	50	80	14	6
2014 [†]	30	52	82	11	6
2010	27	53	80	15	5
2009	31	43	74	18	8
2008	23	55	78	11	11
2007	25	53	78	13	9
2005	28	53	81	14	5
2003	16	44	60	35	5
2001	28	47	75	17	8
1999	26	49	75	17	8
1997	21	45	66	26	8
Comparison**					
Peer Group	30	41	71	22	7
National Average	32	41	73	20	7
Ward					
Egmont Plains	35	45	80	8	12
Eltham [†]	35	51	86	12	1
Hawera-Normanby	36	53	89	7	4
Patea	24	35	59	27	14
Tangahoe	36	54	90	5	5
Area					
Urban	33	48	81	15	4
Rural [†]	36	48	84	5	12

% read across

* not asked from 2011-2013

** Peer Group & National Averages are based on ratings for dog control

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

The main reasons residents are not very satisfied with the control of animals ...

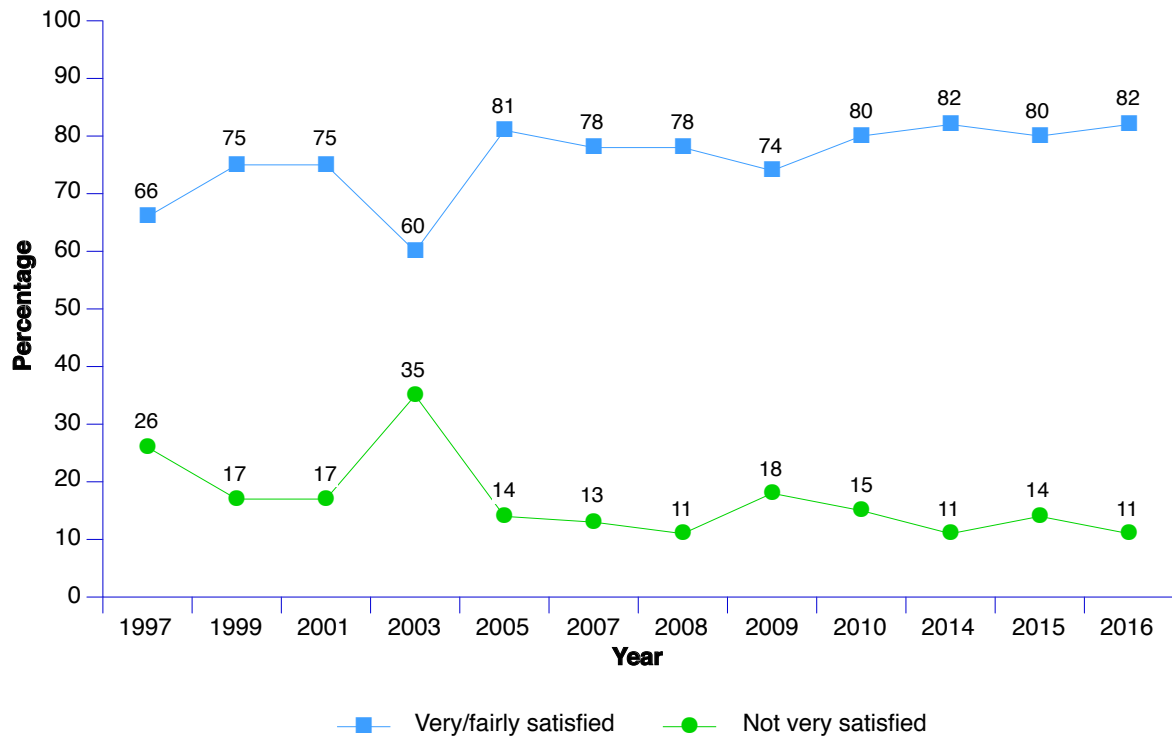
- too many roaming/uncontrolled dogs,
- ineffective/no response or slow to respond.

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

	Total District 2016 %	Ward				
		Egmont Plains %	Eltham %	Hawera- Normanby %	Patea %	Tangahoe %
Percent Who Mention ...						
Too many roaming/uncontrolled dogs	7	6	7	5	18	-
Ineffective/no response or slow to respond	2	2	-	2	2	3

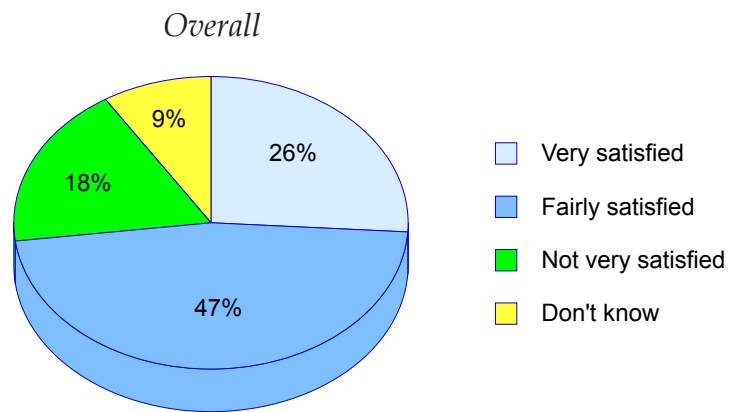
* multiple responses allowed

Animal Control



Recommended Satisfaction Measure For Reporting Purposes:
Total District = 82%

2. Footpaths



73% of South Taranaki residents are satisfied with footpaths in the District, including 26% who are very satisfied, while 18% are not very satisfied and 9% are unable to comment. These readings are similar to the 2015 results.

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

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

- Urban residents,
- longer term residents, those residing in the District more than six years,
- NZ Māori residents,
- ratepayers.

Satisfaction With Footpaths

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %	
Overall*						
Total District	2016	26	47	73	18	9
	2015	24	48	72	18	10
	2014	25	48	73	19	8
	2010	23	51	74	19	7
	2009	23	49	72	20	8
	2008	23	49	72	20	8
	2007	17	50	67	26	7
	2005	24	47	71	21	8
	2003	22	49	71	22	7
	2001	19	48	67	25	8
	1999	13	45	58	32	10
	1997	9	41	50	35	15
Comparison						
Peer Group		18	55	73	19	8
National Average		21	52	73	23	4
Ward						
Egmont Plains		26	45	71	16	13
Eltham		27	54	81	13	6
Hawera-Normanby		26	51	77	21	2
Patea		24	41	65	20	15
Tangahoe		27	37	64	18	18
Area						
Urban [†]		27	48	75	23	1
Rural		24	46	70	11	19
Length of Residence						
Lived there 6 years or less		26	53	79	4	17
Lived there more than 6 years		26	46	72	20	8
Ethnicity						
NZ European [†]		27	48	75	16	10
NZ Māori		17	44	61	34	5
Ratepayer?						
Ratepayer		26	46	72	20	8
Non-ratepayer		24	53	77	9	14

% read across

* not asked from 2011-2013

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

- poor condition/lack of maintenance/need improving,
- uneven/cracked/rough/broken/holes,
- no footpaths/ not enough/need more/only on one side.

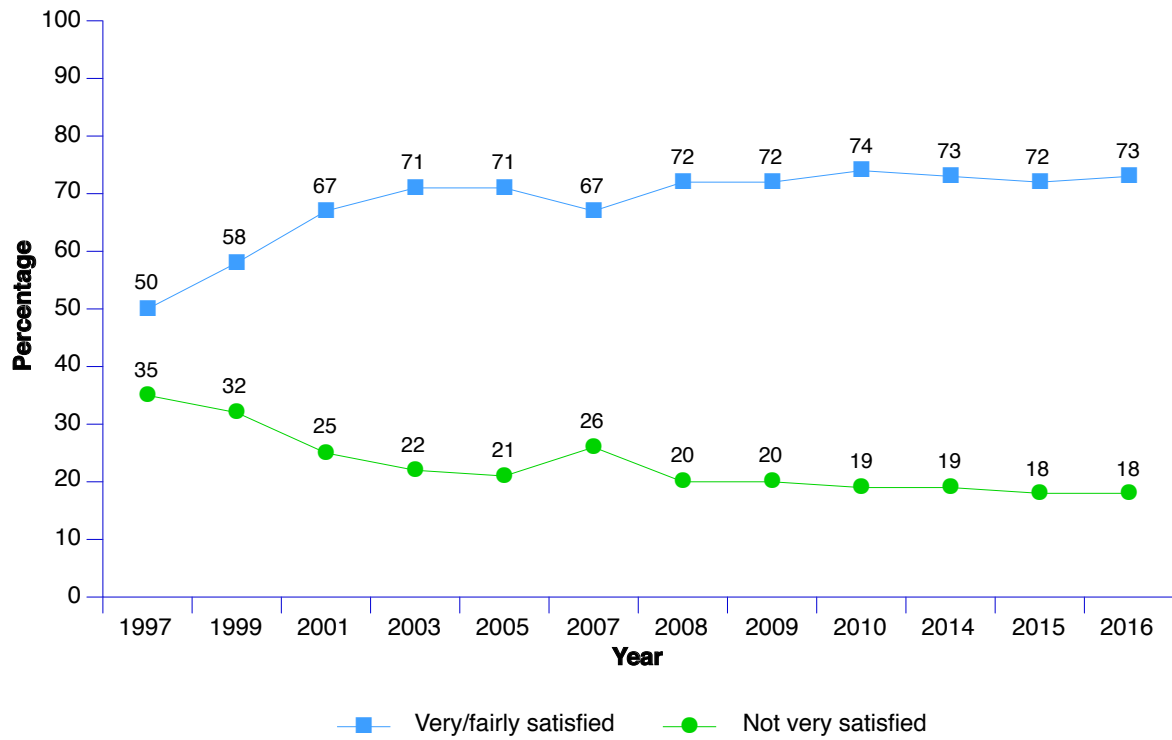
Summary Table: Main Reasons* For Being Not Very Satisfied With Footpaths

	Total District 2016 %	Ward				
		Egmont Plains %	Eltham %	Hawera-Normanby %	Patea %	Tangahoe %
Percent Who Mention ...						
Poor condition/lack of maintenance/need improving	7	9	10	6	6	4
Uneven/cracked/rough/broken/holes	6	4	2	8	6	10
No footpaths/not enough/need more/only on one side	4	3	1	4	9	2

* multiple responses allowed

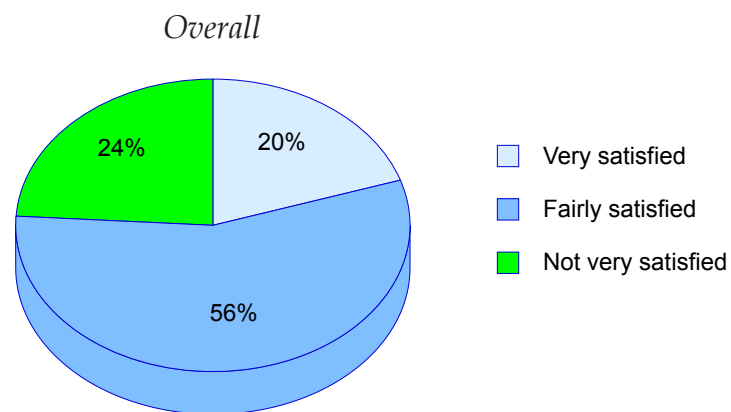
NB: no other reason is mentioned by more than 2% of all residents

Footpaths



Recommended Satisfaction Measure For Reporting Purposes:
 Total District = 73%

3. Condition Of Council Roads (Excluding State Highways)



76% of residents are satisfied with the condition of Council roads (73% in 2015), while 24% are not very satisfied.

The percent not very satisfied is on par with the Peer Group Average and National Average readings for **roads in general**.

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

- Rural residents,
- residents with an annual household income of more than \$70,000,
- NZ European residents.

Satisfaction With The Condition Of Council Roads (Excluding State Highways)

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall					
Total District					
2016	20	56	76	24	-
2015	23	50	73	26	1
2014 [†]	20	57	77	23	1
2013*	16	54	70	29	1
2010	20	59	79	19	2
2009	29	49	78	19	3
2008	18	58	76	22	2
2007**	19	62	81	18	1
2005	24	52	76	24	-
2003	17	58	75	24	1
2001	23	59	82	18	-
1999	15	57	72	28	-
1997	10	53	63	36	1
Comparison*					
Peer Group	18	55	73	27	1
National Average	20	58	78	21	1
Ward					
Egmont Plains	11	56	67	33	-
Eltham	17	62	79	21	-
Hawera-Normanby	28	56	84	16	-
Patea	19	55	74	25	1
Tangahoe	18	48	66	34	-
Area					
Urban	25	58	83	16	1
Rural	13	53	66	34	-
Household Income					
Less than \$40,000 pa	26	56	82	18	-
\$40,000-\$70,000 pa	18	64	82	18	-
More than \$70,000 pa [†]	18	52	70	30	1
Ethnicity					
NZ European	20	54	74	26	-
NZ Māori	17	74	91	9	-

% read across

* readings prior to 2013 and Peer Group and National Average refer to roads in general

** prior to 2007 State Highways were not specifically excluded

† does not add to 100% due to rounding

The main reasons residents are not very satisfied with the condition of Council roads are ...

- potholes/uneven surfaces/rough/bumpy,
- poor quality of work-materials used/don't last/patched,
- poor condition/need upgrading/improving/attention,
- roads/bridges too narrow/need widening.

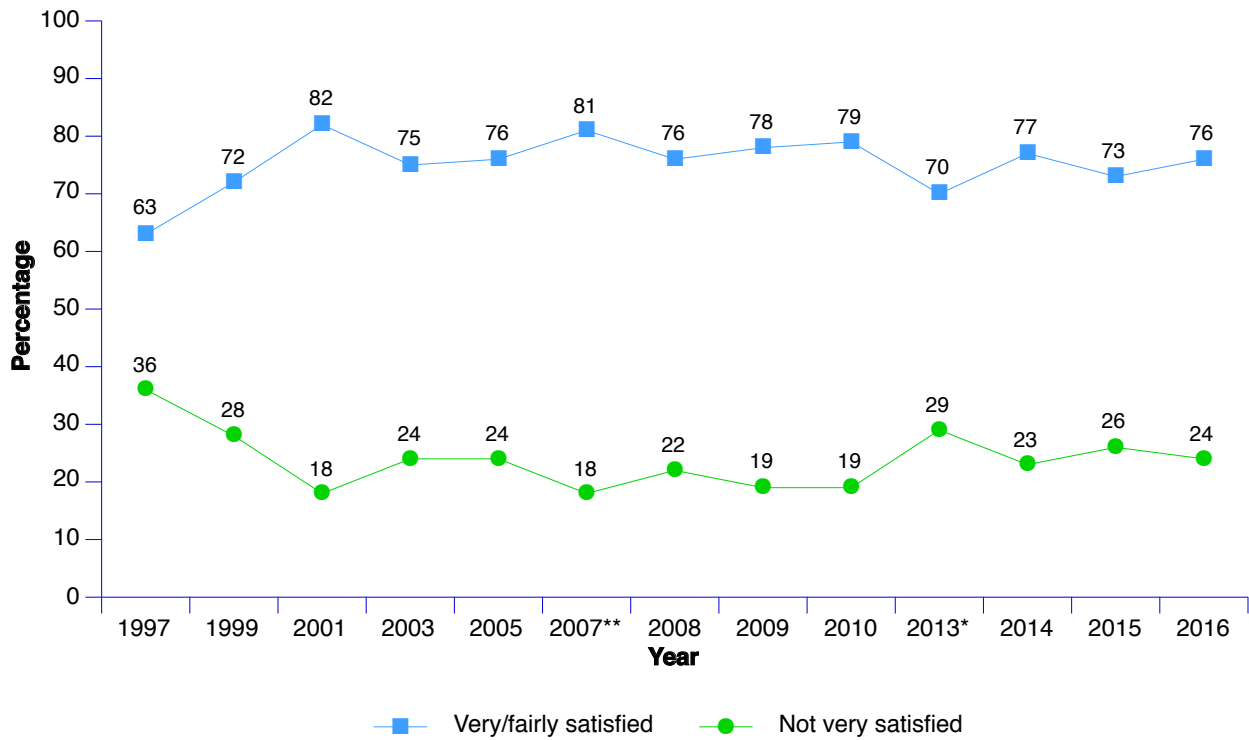
Summary Table:

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

	Total District 2016 %	Ward				
		Egmont Plains %	Eltham %	Hawera-Normanby %	Patea %	Tangahoe %
Percent Who Mention ...						
Potholes/uneven surfaces/rough/bumpy	9	9	7	9	8	15
Poor quality of work-materials used/don't last/patched	8	12	9	8	4	9
Poor condition/need upgrading/improving/attention	5	10	7	2	3	6
Roads/bridges too narrow/need widening	3	4	1	-	7	9

* multiple responses allowed

Condition Of Council Roads (Excluding State Highways)

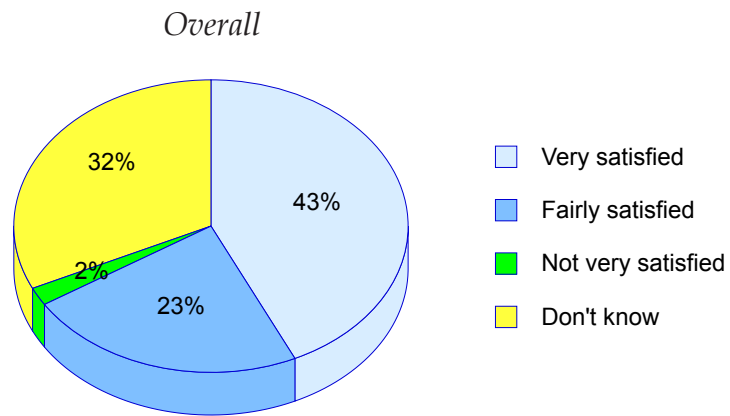


* readings prior to 2013 refer to roads in general

** prior to 2007 State Highways were not specifically excluded

Recommended Satisfaction Measure For Reporting Purposes:
Total District = 76%

4. Sewerage System



Overall, 66% of residents are satisfied with the District's sewerage system (63% in 2015), including 43% who are very satisfied (35% in 2015). 2% are not very satisfied, while 32% feel unable to comment.

The percent not very satisfied is on par with the Peer Group and National Averages and the 2015 reading.

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

Satisfaction With Sewerage System

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall*					
Total District	43	23	66	2	32
2016	43	23	66	2	32
2015	35	28	63	5	32
2014 [†]	40	27	67	2	30
2010	35	30	65	5	31
2009	30	40	70	2	28
2008	32	35	67	6	27
2007	20	31	51	7	42
2005	24	30	54	5	41
2003	28	27	55	4	41
2001	27	33	60	7	33
1999	22	34	56	6	38
1997	25	34	59	5	36
Comparison					
Peer Group [†]	34	31	65	6	30
National Average	51	32	83	6	11
Ward					
Egmont Plains	30	25	55	-	45
Eltham	40	27	67	4	29
Hawera-Normanby	63	27	90	1	9
Patea	44	16	60	4	36
Tangahoe	5	7	12	4	84

% read across

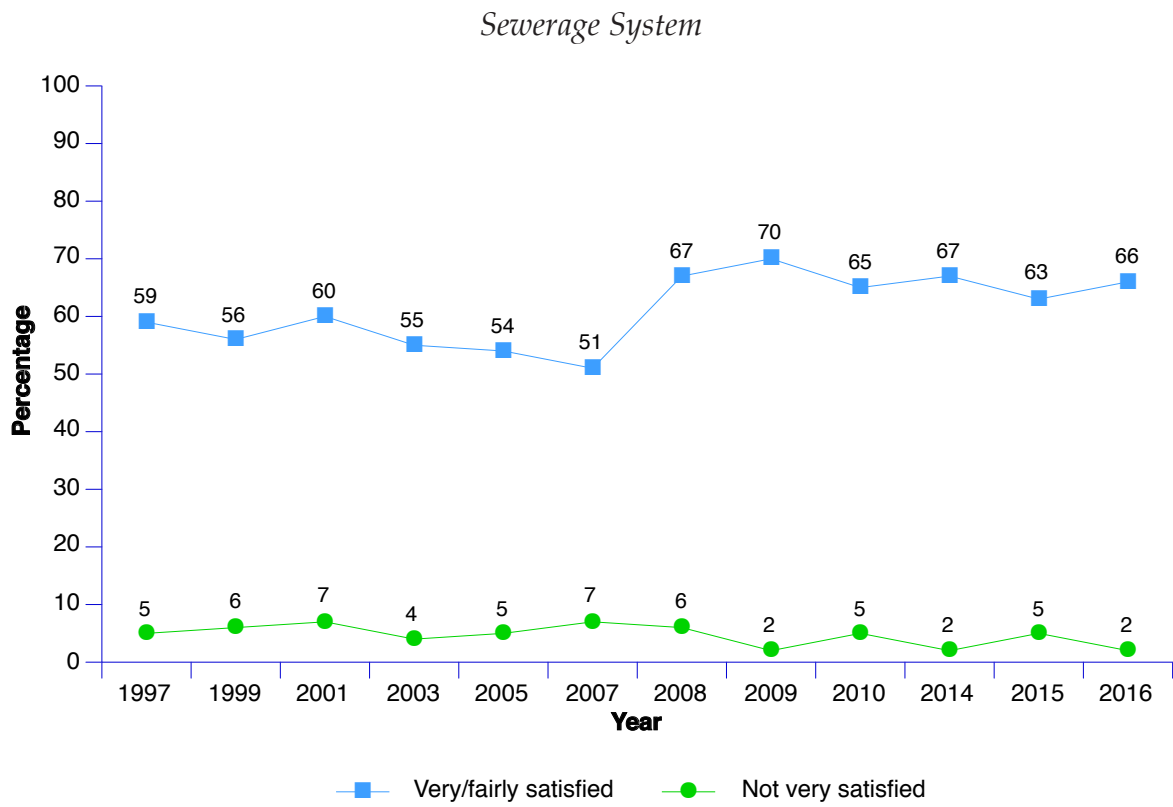
* not asked from 2011-2013

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

The reasons* residents are not very satisfied with the sewerage system are ...

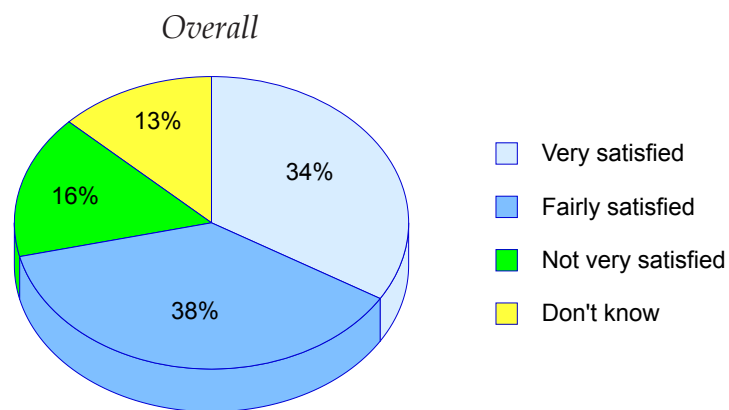
- smelly/smell, mentioned by 1% of residents,
- others, 1%.

* multiple responses allowed



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

5. Stormwater Services, ie, Urban and Rural Drainage



72% of South Taranaki residents are satisfied with their local stormwater services, including 34% who are very satisfied (31% in 2015). 16% are not very satisfied (13% in 2015) and 13% are unable to comment (17% in 2015).

South Taranaki residents are on par with residents from like Districts and residents nationwide, in terms of those not very satisfied with stormwater services.

Residents more likely to be not very satisfied with stormwater services are ...

- residents with an annual household income of \$40,000 to \$70,000,
- ratepayers.

Satisfaction With Stormwater Services (ie, Urban and Rural Drainage)

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall*					
Total District 2016 [†]	34	38	72	16	13
2015	31	39	70	13	17
2014	34	45	79	8	13
2010	26	47	73	11	16
2009	31	47	78	14	8
2008	20	51	71	16	13
2007	17	48	65	10	25
2005	25	41	66	15	19
2003	16	47	63	11	25
2001	21	46	67	20	13
1999	13	55	68	20	12
1997	13	52	65	23	12
Comparison[†]					
Peer Group	28	35	63	13	23
National Average	35	40	75	13	11
Ward					
Egmont Plains	18	30	48	24	28
Eltham	48	40	88	6	6
Hawera-Normanby	43	45	88	11	1
Patea [†]	28	25	53	24	22
Tangahoe	27	41	68	14	18
Household Income					
Less than \$40,000 pa	37	43	80	12	8
\$40,000-\$70,000 pa	25	40	65	23	12
More than \$70,000 pa	36	36	72	12	16
Ratepayer?					
Ratepayer	36	36	72	18	10
Non-ratepayer	27	45	72	5	23

% read across

* not asked from 2011-2013

† does not add to 100% due to rounding

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

- flooding / surface floods,
- blockages / drains not cleaned / cleared,
- inadequate / needs improving / more maintenance.

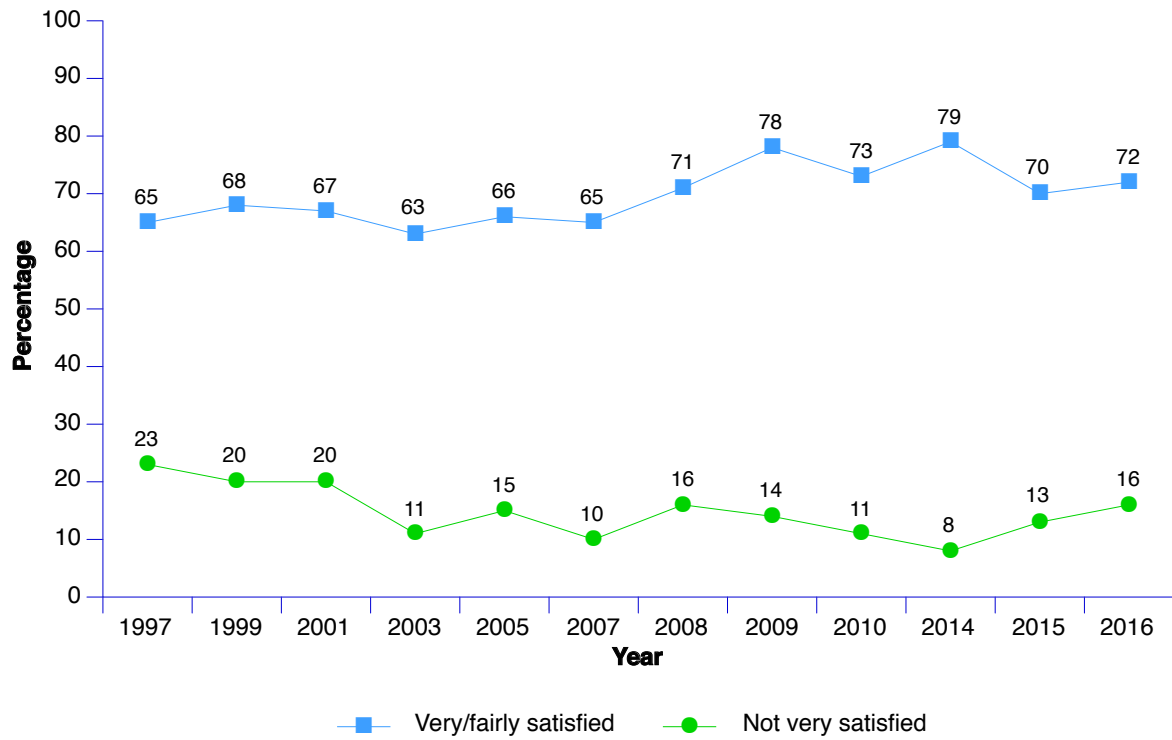
Summary Table: Main Reasons* For Being Not Very Satisfied With Stormwater Services

	Total District 2016 %	Ward				
		Egmont Plains %	Eltham %	Hawera-Normanby %	Patea %	Tangahoe %
Percent Who Mention ...						
Flooding / surface floods	9	16	2	7	12	10
Blockages / drains not cleaned / cleared	5	8	3	3	9	7
Inadequate / needs improving / more maintenance	5	8	3	3	9	7

* multiple responses allowed

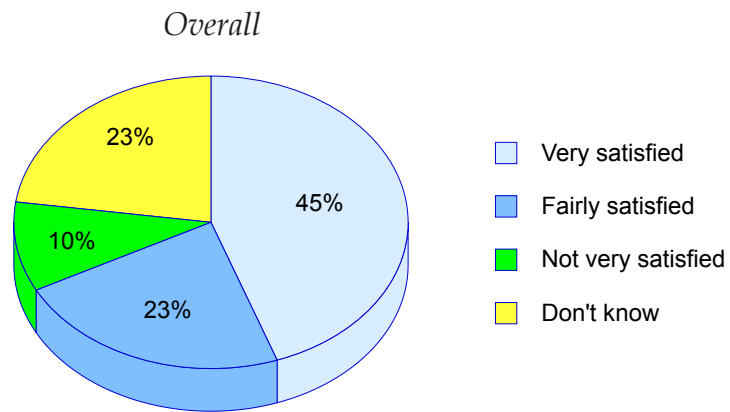
NB: no other reason mentioned by more than 2% of all residents

Stormwater Services



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

6. Water Supply



Overall, 68% of South Taranaki residents are satisfied with their local water supply, including 45% who are very satisfied (41% in 2015). 10% are not very satisfied and 23% are unable to comment.

South Taranaki District is similar to the Peer Group and National Averages and last year's reading, in terms of residents being not very satisfied with the water supply.

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

Satisfaction With The Water Supply

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall*					
Total District 2016 [†]	45	23	68	10	23
2015	41	26	67	11	22
2014	47	25	72	10	18
2010	29	32	61	16	23
2009	29	34	63	22	15
2008	18	35	53	31	16
2007	24	36	60	22	18
2005	29	31	60	17	23
2003	27	34	61	18	21
2001	26	37	63	16	21
1999	20	41	61	18	21
1997	25	32	57	17	26
Comparison					
Peer Group	32	34	66	12	22
National Average	48	35	83	9	8
Ward					
Egmont Plains	38	22	60	7	33
Eltham	41	26	67	18	15
Hawera-Normanby	59	30	89	9	2
Patea [†]	32	16	48	14	39
Tangahoe	33	3	36	-	64

% read across

* not asked from 2011-2013

† does not add to 100% due to rounding

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

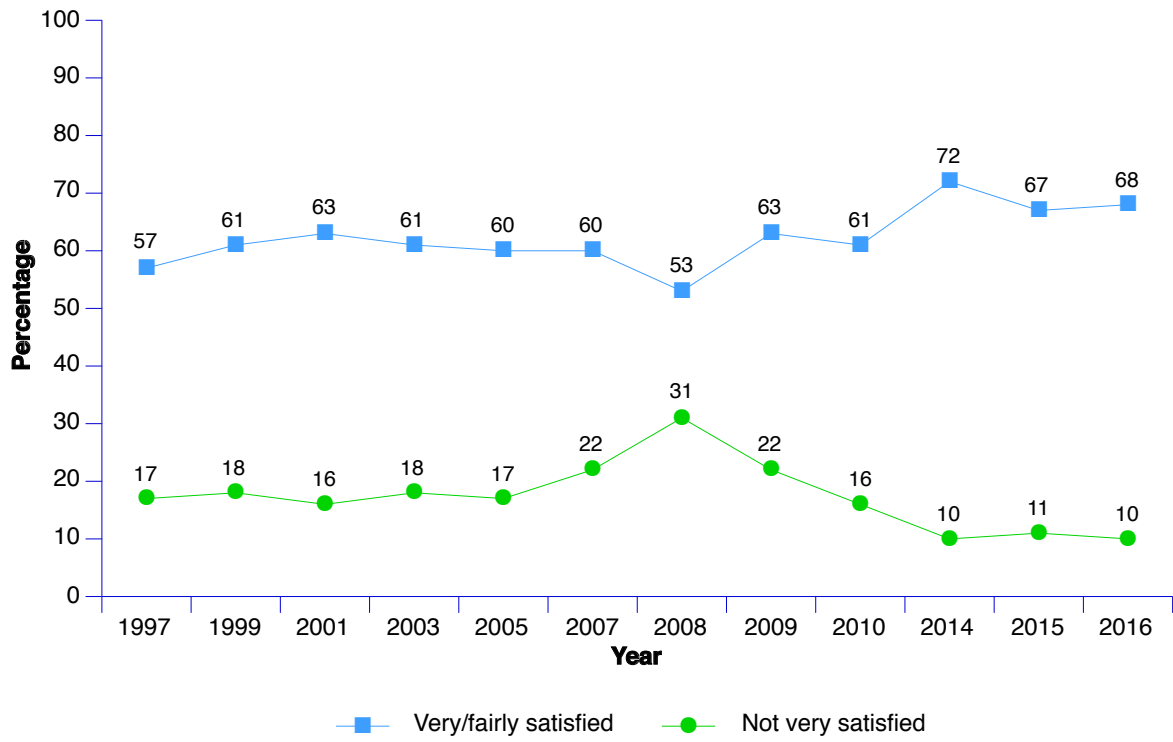
- tastes/smells bad/undrinkable,
- low pressure,
- cost/price increase,
- too many chemicals/chlorine/fluoride.

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

	Total District 2016 %	Ward				
		Egmont Plains %	Eltham %	Hawera-Normanby %	Patea %	Tangahoe %
Percent Who Mention ...						
Tastes/smells bad/undrinkable	4	2	4	3	9	-
Low pressure	3	1	10	2	3	-
Cost/price increase	2	-	2	4	-	-
Too many chemicals/chlorine/fluoride	2	2	-	1	4	-

* multiple responses allowed

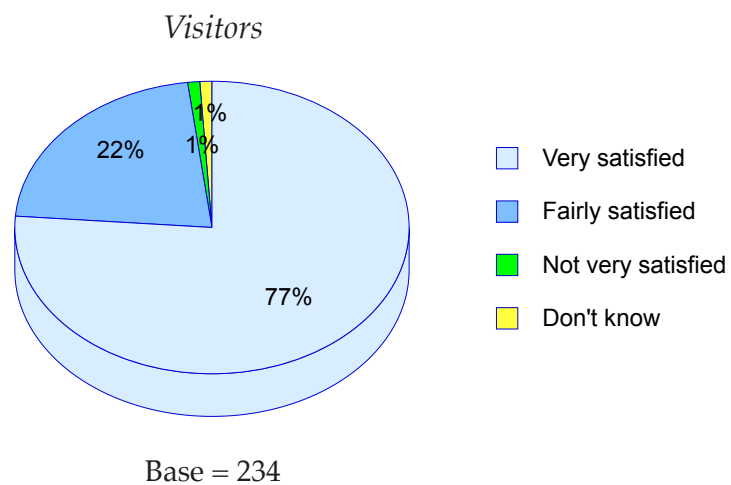
Water Supply



Recommended Satisfaction Measure For Reporting Purposes:
 Total District = 68%

ii. User/Visitor Satisfaction

1. The Tidiness And Maintenance Of Cemeteries In The District



55% of residents say they, or a member of their household, have visited a cemetery in the District, in the last 12 months (64% in 2015).

Of these 'visitors', 99% are satisfied with the tidiness and maintenance of cemeteries in the District, with 77% being very satisfied (72% in 2015). 1% are not very satisfied.

The percent not very satisfied is similar to the Peer Group Average and on par with the National Average visitor ratings for **cemeteries, including maintenance of cemeteries**.

There are no notable differences between Wards and between socio-economic groups in terms of those residents[†] not very satisfied with the tidiness and maintenance of cemeteries in the District.

[†] residents who say they, or a member of their household, have used / visited a cemetery in the last 12 months, N=234

Satisfaction With The Tidiness And Maintenance Of Cemeteries In The District

		Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Visitors	2016 [†]	77	22	99	1	1
	2015	72	23	95	4	1
	2014 [†]	74	22	96	3	-
	2013	71	24	95	4	1
	2012*	57	34	91	9	-
	2010	47	28	75	2	23
	2009	53	25	78	2	20
	2008	42	38	80	2	18
	2007	38	36	74	3	23
	2005	40	36	76	3	21
	2003	31	42	73	5	22
	2001	49	23	72	2	26
	1999	34	36	70	4	26
	1997	30	37	67	6	27
Comparison**						
	Peer Group	57	37	94	2	4
	National Average [†]	51	38	89	6	6
Ward						
	Egmont Plains	78	22	100	-	-
	Eltham	79	16	95	-	5
	Hawera-Normanby	83	15	98	2	-
	Patea	63	37	100	-	-
	Tangahoe ^{††}	69	31	100	-	-

Base = 234

% read across

* readings prior to 2012 refer to overall satisfaction with cemetery maintenance and 2012 reading refers to the standard of cemetery maintenance

** Peer Group and National Averages readings refer to **visitors** ratings for cemeteries, including maintenance

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

^{††} caution: small bases (N=20)

The reasons* 'visitors' are not very satisfied with the tidiness and maintenance of cemeteries in the District are ...

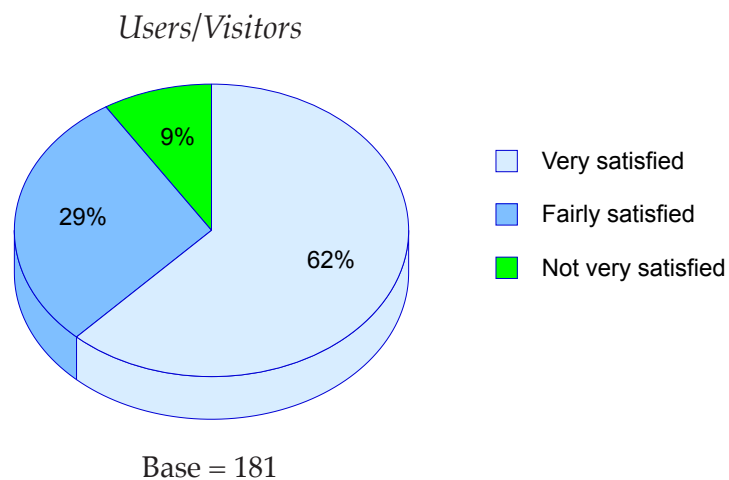
"Hawera Lawn cemetery. Spent two days there this week cleaning up rubbish around family member's graves, weeding, and broken rubbish everywhere."

"Hawera one, road is not good, broken concrete with dips in it."

* multiple responses allowed

Recommended Satisfaction Measure For Reporting Purposes:
Visitors = 99%

2. The Cleanliness And Maintenance Of Public Halls



In 2016, 46% of residents say they, or a member of their household, have used or visited a public hall (54% in 2015). Of these, 91% expressed satisfaction with the cleanliness and maintenance of public halls, including 62% who are very satisfied (55% in 2015). 9% are not very satisfied (5% in 2015).

The percent not very satisfied is similar to the Peer Group Average and on par with National Average user/visitor readings for **public halls in general**.

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

[†] those residents who say they, or a member of their household, have used/visited a public hall in the last 12 months, N=181

Satisfaction With The Cleanliness And Maintenance Of Public Halls

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Users/Visitors					
2016	62	29	91	9	-
2015	55	40	95	5	-
2014	60	34	94	5	1
2013	58	36	94	6	-
2012*	43	49	92	7	1
2010	25	42	67	12	21
2009	27	41	68	8	24
2008	22	50	72	9	19
2007	21	48	69	11	20
2005	29	46	75	9	16
2003	20	48	68	9	23
2001	29	48	77	6	17
1999	23	48	71	7	22
1997	27	49	76	3	21
Comparison**†					
Peer Group	38	48	86	6	9
National Average	35	49	84	4	13
Ward					
Egmont Plains	50	41	91	8	1
Eltham††	59	34	93	7	-
Hawera-Normanby†	71	19	90	10	-
Patea††	64	22	86	14	-
Tangahoe††	74	26	100	-	-

Base = 181

% read across

* readings prior to 2012 refer to overall satisfaction with public halls, while the 2012 reading refers to the standard of public halls

** Peer Group and National Averages refer to **user/visitor** ratings for public halls in general

† does not add to 100% due to rounding

†† caution: small bases (N=28, 22 and 17 respectively)

The main reasons* 'users/visitors' say they are not very satisfied with the cleanliness and maintenance of public halls are ...

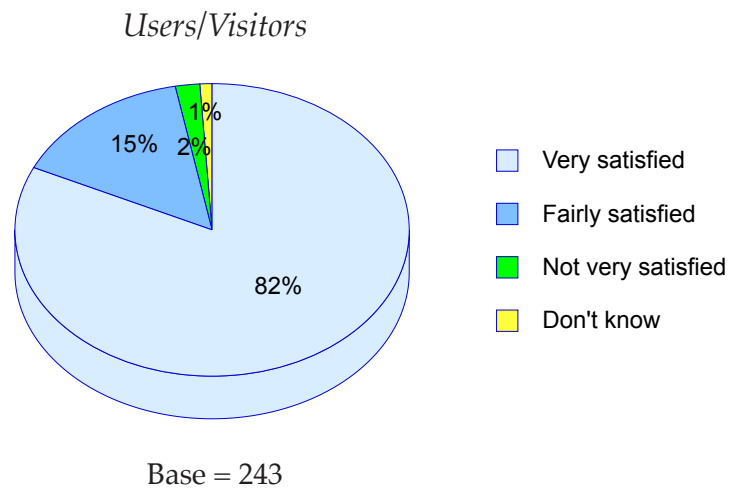
- not very clean / dirty / untidy, mentioned by 4% of residents who say they or a member of their household, have used / visited a public hall in the last 12 months,
- need maintenance / tidying up, 2%,
- maintained by locals / funding difficult, 2%,
- need upgrading / air conditioning, 2%.

* multiple responses allowed

Recommended Satisfaction Measure For Reporting Purposes:
Users/Visitors = 91%

3. Public Library

a. The Materials, Resources And Information Provided At The District's Public Library



62% of residents say they, or a member of their household, have used or visited a public library in the last 12 months (67% in 2015).

Of these 'users / visitors', 97% are satisfied with the materials, resources and information provided at the District's public libraries, including 82% who are very satisfied. 2% are not very satisfied and 1% are unable to comment. These readings are similar to last year's results.

The percent not very satisfied (2%) is similar to the user / visitor Peer Group and National Averages readings for the **library service in general**.

There are no notable differences between Wards and between socio-economic groups in terms of those residents[†] not very satisfied with the materials, resources and information provided at the District's public library.

[†] those residents who say they, or a member of their household, have used / visited a public library in the last 12 months, N=243

Satisfaction With The Materials, Resources And Information Provided At The District's Public Libraries

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Users/Visitors					
2016	82	15	97	2	1
2015	79	16	95	1	4
2014	80	18	98	1	1
2013	76	20	96	1	3
2012*	67	25	92	4	4
2010	65	22	87	2	11
2009	67	16	83	2	15
2008	61	22	83	1	16
2007	57	20	77	1	22
2005	64	17	81	2	17
2003	61	24	85	3	12
2001	65	21	86	3	11
1999	61	27	88	-	12
1997	61	23	84	2	14
Comparison**†					
Peer Group	74	23	97	2	2
National Average	77	20	97	1	1
Ward					
Egmont Plains	88	10	98	-	2
Eltham	80	14	94	6	-
Hawera-Normanby	84	16	100	-	-
Patea	70	19	89	6	5
Tangahoe††	90	10	100	-	-

Base = 243

% read across

* readings prior to 2012 refer to overall satisfaction with the public library service in the District while the 2012 reading refers to the resources and information provided at the District public libraries

** Peer Group and National Averages refer to **user/visitor** satisfaction rating for the library service in general

†† caution: small base N=23

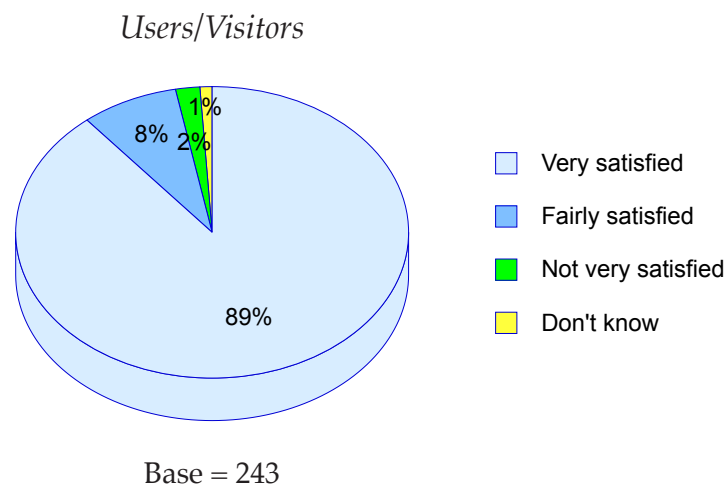
The main reason* users/visitors are not very satisfied with the materials, resources and information provided at the District's public libraries is ...

- number of books/ more books/ variety, mentioned by 1% of residents who say they, or a member of their household, have used/visited a public library in the last 12 months.

* multiple responses allowed

Recommended Satisfaction Measure For Reporting Purposes:
Users/Visitors = 97%

b. The Facilities And Customer Service At The District's Public Libraries



97% of 'users / visitors' are satisfied with the facilities and customer service at the District's public libraries, including 89% who are very satisfied.

Those percent not very satisfied (2%) is similar to the Peer Group and National Average user / visitor readings for the **library service in general**, and similar to the 2015 reading.

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

[†] those residents who say they, or a member of their household, have used / visited a public library in the last 12 months, N=243

Satisfaction With The Facilities And Customer Service At The District's Public Libraries

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Users/Visitors					
2016	89	8	97	2	1
2015	89	8	97	1	2
2014	85	13	98	2	-
2013	88	10	98	1	1
2012*	65	29	94	5	-
Comparison**†					
Peer Group	74	23	97	2	2
National Average	77	20	97	1	1
Ward					
Egmont Plains†	96	2	98	3	-
Eltham	94	6	100	-	-
Hawera-Normanby	84	16	100	-	-
Patea	88	1	89	7	4
Tangahoe††	87	13	100	-	-

Base = 243

% read across

* 2012 reading refers to satisfaction with the facilities, services and opening hours of the District's Public Libraries

** Peer Group and National Averages refer to **user/visitor** ratings for the library service in general

† does not add to 100% due to rounding

†† caution: small base (N=23)

The reasons* users / visitors are not very satisfied with the facilities and customer service at the District's public libraries are ...

"The Council side of things regarding information is poorly available having been given incorrect information on two occasions."

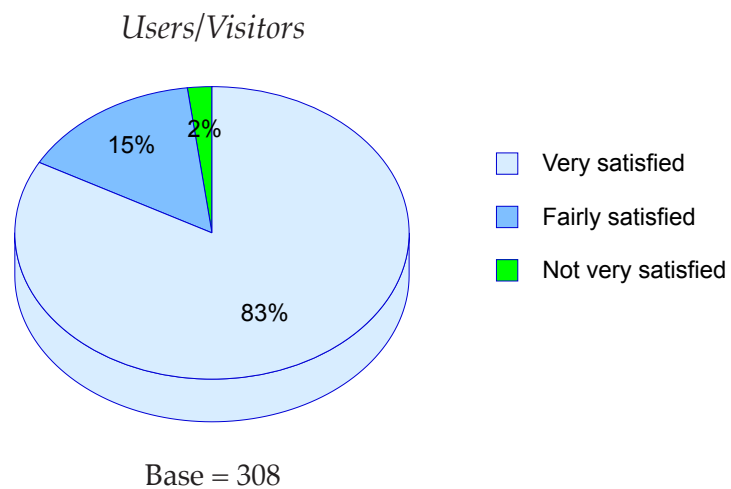
"Staff in general are lovely, most helpful apart from the present manager who has a tendency to ignore the presence of visitors to the library. Noticed by many others and commented on frequently."

"I registered my dog in June 2015 and have not received a collar and the tag to put on the collar. Patea."

* multiple responses allowed

Recommended Satisfaction Measure For Reporting Purposes:
Users/Visitors = 97%

4. Appearance And Maintenance Of Parks And Reserves



80% of residents say they, or a member of their household, have used or visited a park or reserve in the District, in the last 12 months (84% in 2015). Of these 'users / visitors' 98% of residents are satisfied with the appearance of the District's parks and reserves, with 83% being very satisfied (74% in 2015). 2% are not very satisfied.

The percent not very satisfied is similar to the Peer Group and National Averages user / visitor readings for **parks and reserves in general**, and the 2015 reading.

There are no notable differences between Wards and between socio-economic groups, in terms of those residents[†] not very satisfied with the appearance and maintenance of the District's parks and reserves.

[†] those residents who say they, or a member of their household, have used or visited a park or reserve in the District, in the last 12 months, N=308

Satisfaction With The Appearance And Maintenance Of Parks And Reserves

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Users/Visitors					
2016	83	15	98	2	-
2015 [†]	74	23	97	3	1
2014	73	21	94	6	-
2013	69	23	92	7	1
2012 ^{**†}	59	34	93	8	-
2010	58	34	92	5	3
2009	56	33	89	5	6
2008	49	40	89	6	5
2007	52	33	85	8	7
2005	58	32	90	5	5
2003	51	36	87	8	5
2001	55	34	89	4	7
1999	37	48	85	8	7
1997	45	41	86	6	8
Comparison**					
Peer Group	55	38	93	4	3
National Average	64	31	95	4	1
Ward					
Egmont Plains	80	16	96	4	-
Eltham	88	12	100	-	-
Hawera-Normanby	85	15	100	-	-
Patea [†]	74	15	89	10	-
Tangahoe ^{††}	82	18	100	-	-

Base = 308

% read across

* readings prior to 2012 relate to overall satisfaction with parks and reserves, while 2012 reading refers to user/visitor satisfaction with the appearance of parks and reserves

** Peer Group and National Averages refer to **user/visitor** ratings for parks and reserves in general

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

^{††} caution: small base (N=28)

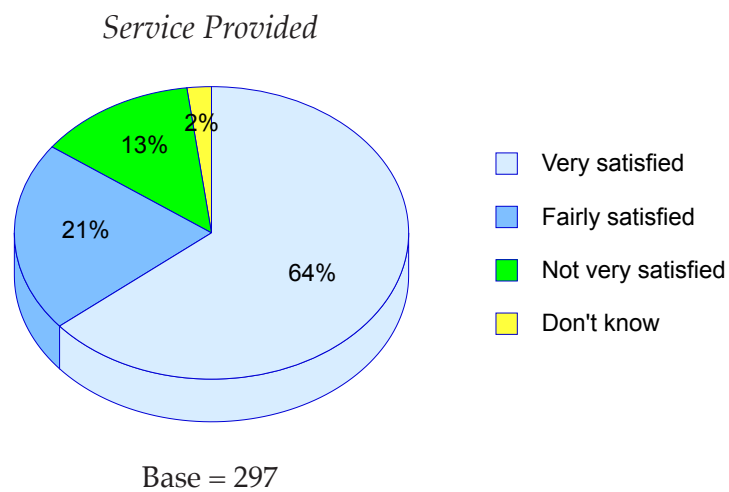
The main reasons* 'users/visitors' are not very satisfied with the appearance and maintenance of the District's parks and reserves are ...

- children's play facilities removed, mentioned by 1% of residents who say they, or a member of their household, have used or visited a park or reserve in the District, in the last 12 months,
- overgrown/need better maintenance/upkeep, 1%,
- need upgrading/safety issues, 1%.

* multiple responses allowed

Recommended Satisfaction Measure For Reporting Purposes:
Users/Visitors = 98%

5. Weekly Rubbish And Recycling Kerbside Collection Service



71% of residents say that Council provides a regular rubbish and recycling kerbside collection service, where they live. Of those provided with this service, 85% are satisfied with the District's weekly rubbish and recycling kerbside collection service (90% in 2015), including 64% who are very satisfied. 13% are not very satisfied (10% in 2015).

The percent not very satisfied is on par with the Peer Group and National Average ratings for those provided with a **rubbish collection**.

There are no notable differences between Wards and between socio-economic groups, in terms of those residents[†] not very satisfied with the District's weekly rubbish and recycling kerbside collection service.

[†] those residents who say that Council provides a regular rubbish and recycling kerbside collection service where they live, N=297

Satisfaction With Weekly Rubbish And Recycling Kerbside Collection Service

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Service Provided					
2016	64	21	85	13	2
2015	67	23	90	10	-
2014	73	21	94	5	1
2013	70	21	91	7	2
2012*	67	24	91	7	2
2010	54	26	80	7	13
2009	58	21	79	11	10
2008	46	33	79	8	13
2007	27	25	52	33	15
2005	41	27	68	10	22
2003	40	30	70	13	17
Comparison**					
Peer Group	55	34	89	9	2
National Average	60	28	88	10	2
Ward					
Egmont Plains	58	22	80	17	3
Eltham†	67	14	81	14	6
Hawera-Normanby	66	22	88	11	1
Patea	62	23	85	15	-
Tangahoe††	56	19	75	15	10

Base = 297

% read across

* readings prior to 2012 relate to overall satisfaction with recycling collection

** Peer Group and National Averages refer to ratings for the rubbish collection for those **provided** with the service

† does not add to 100% due to rounding

†† caution: small base (N=15)

The main reasons* residents provided with the service are not very satisfied with the weekly rubbish and recycling kerbside collection are ...

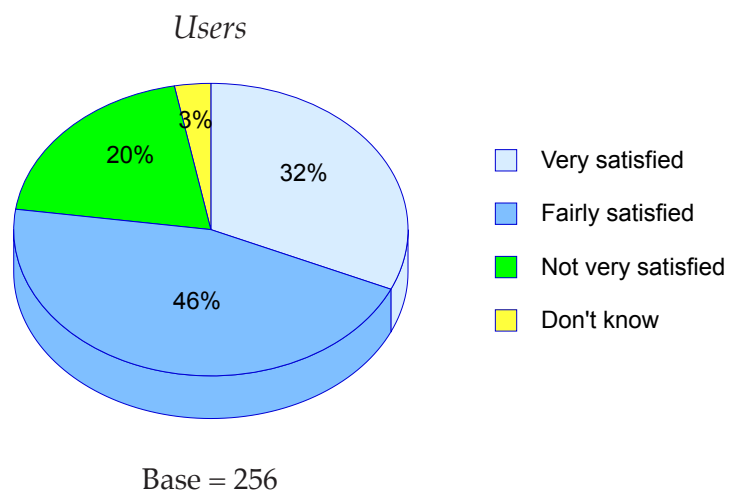
- issues with glass recycling bins, mentioned by 4% of residents who are provided with a regular rubbish and recycling kerbside collection,
- rubbish collectors could improve, 2%,
- irregular pick up times / don't pick up, 2%,
- need bigger bins, 2%.

* multiple responses allowed

Recommended Satisfaction Measure For Reporting Purposes:
Service Provided = 85%

6. Public Toilets

a. The Cleanliness And Maintenance Of Public Toilets



68% of residents say they, or a member of their household, have used a public toilet, in the last 12 months (62% in 2015). Of these 'users', 78% are satisfied with the cleanliness and maintenance of public toilets (61% in 2015), while 20% are not very satisfied (38% in 2015).

The percent not very satisfied is on par with the Peer Group Average and similar to National Average 'user' readings for **public toilets in general**.

Women[†] are more likely to be not very satisfied, than men.

[†] those residents who say they, or a member of their household, have used a public toilet in the last 12 months, N=256

Satisfaction With The Cleanliness And Maintenance Of Public Toilets

		Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Users	2016 [†]	32	46	78	20	3
	2015	21	40	61	38	1
	2014 [†]	19	48	67	33	1
	2013	17	50	67	32	1
	2012 ^{†*}	17	56	73	26	-
	2010	24	46	70	15	15
	2009	20	42	62	15	23
	2008	19	48	67	19	14
	2007	23	45	68	19	13
	2005	23	39	62	25	13
	2003	16	46	62	21	17
	2001	24	43	67	13	20
	1999	14	44	58	19	23
	1997	22	42	64	17	19
Comparison**						
Peer Group		39	44	83	14	3
National Average		28	50	78	19	3
Ward						
Egmont Plains [†]		40	46	86	12	1
Eltham		44	49	93	7	-
Hawera-Normanby		28	45	73	24	3
Patea ^{††}		20	50	70	25	5
Tangahoe [†]		21	35	56	35	9
Gender						
Male		32	53	85	10	5
Female [†]		32	38	70	30	1

Base = 256

% read across

* readings prior to 2012 refer to overall satisfaction for public toilets in general, while 2012 reading refers to user satisfaction with the standard of cleanliness and hygiene of public toilets

** Peer Group and National Averages refer to user satisfaction with public toilets in general

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

^{††} caution: small base (N=29)

The main reasons 'users' are not very satisfied with the cleanliness and maintenance of public toilets are ...

- dirty /not clean enough /smelly,
- old /dark /in poor condition /need improving /refurbishment /upgrading,
- disgusting /would not use /not good for children to use.

Summary Table: Main Reasons* For Being Not Very Satisfied With The Cleanliness And Maintenance Of Public Toilets

	Users 2016 %	Ward				
		Egmont Plains %	Eltham %	Hawera- Normanby %	Patea %	+ Tangahoe %
Percent Who Mention ...						
Dirty /not clean enough /smelly	15	10	6	17	22	27
Old /dark /in poor condition /need improving /refurbishment /upgrading	7	5	-	12	4	13
Disgusting /would not use /not good for children to use	6	6	4	6	8	9

* multiple responses allowed

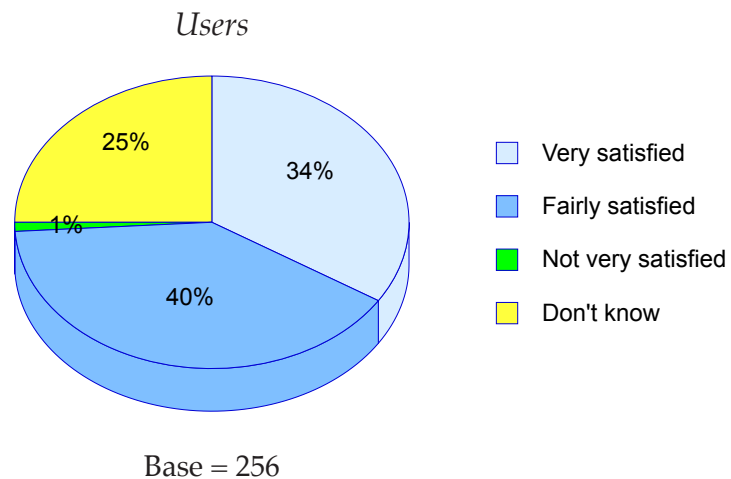
† caution: small base

NB: no other reason is mentioned by more than 3% of users

Recommended Satisfaction Measure For Reporting Purposes:

Users = 78%

b. Opening Hours Of Public Toilets



Of those residents whose household has used a public toilet in the last 12 months, 74% are satisfied with their opening hours, including 34% who are very satisfied. These readings are similar to the 2015 results.

The percent not very satisfied (1%) is below the Peer Group and National Average 'user' readings for **public toilets in general**.

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

[†] those residents who say they, or a member of their household, have used a public toilet in the last 12 months, N=256

Satisfaction With The Opening Hours Of Public Toilets

		Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Users	2016	34	40	74	1	25
	2015	37	40	77	3	20
	2014	35	43	78	3	19
	2013**	32	42	74	4	23
Comparison**						
Peer Group		39	44	83	14	3
National Average		28	50	78	19	3
Ward						
Egmont Plains		40	32	72	1	27
Eltham		33	56	89	-	11
Hawera-Normanby		38	32	70	-	30
Patea**		35	42	77	4	19
Tangahoe†		13	53	66	5	30

Base = 256

% read across

* not asked prior to 2013

** Peer Group and National Averages refer to user satisfaction with public toilets in general

† does not add to 100% due to rounding

†† caution: small base (N=29)

The main reason* 'users' are not very satisfied with the opening hours of public toilets is ...

- closed too early, mentioned by 1% of residents who say they, or a member of their household, have used a public toilet in the last 12 months.

* multiple responses allowed

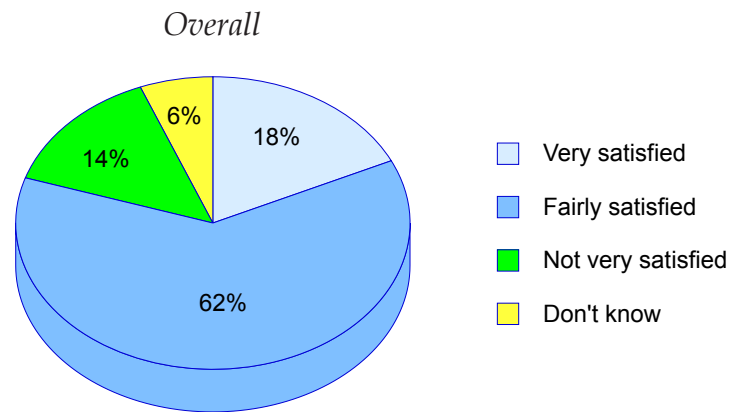
Recommended Satisfaction Measure For Reporting Purposes:

Users = 74%



2. RATES ISSUES

A. SATISFACTION WITH THE WAY RATES ARE SPENT ON THE SERVICES AND FACILITIES PROVIDED BY COUNCIL



83% of residents identified themselves as ratepayers (87% in 2015).

Overall, 80% of South Taranaki residents are satisfied with the way rates are spent on services/ facilities provided by Council.

The percent not very satisfied (14%) is below the Peer Group and National Averages, and similar to the 2015 reading.

Ratepayers are similarly satisfied (80%) with the way rates are spent on services/ facilities provided by Council, as residents overall.

However, ratepayers are more likely to be not very satisfied with the way rates are spent, than non-ratepayers.

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

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall					
Total District 2016	18	62	80	14	6
2015	16	62	78	16	6
2014	12	67	79	13	8
2013	10	64	74	17	9
2012	8	60	68	27	5
2010	12	67	79	15	6
2009	13	56	69	25	6
2008	10	67	77	18	5
2007	11	62	73	21	6
2005	14	65	79	14	7
2003	8	71	79	13	8
2001	9	66	75	14	11
1999	3	65	68	26	6
1997	8	62	70	25	5
Comparison					
Peer Group	9	61	70	24	6
National Average [†]	10	58	68	27	6
Ward					
Egmont Plains	15	56	71	23	6
Eltham	10	75	85	11	4
Hawera-Normanby	23	68	91	6	3
Patea	20	47	67	30	3
Tangahoe	15	57	72	8	20
Ratepayer?					
Ratepayer [†]	19	61	80	16	3
Non-ratepayer	12	66	78	6	16

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

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

- rates too high/increases/too high for services received/use,
- some areas neglected/unfair allocation of rates money,
- roading/footpaths need improving,
- waste money/unnecessary spending.

Summary Table:

Main Reasons* For Being Not Very Satisfied With The Way Rates Are Spent

	Total District 2016 %	Ward				
		Egmont Plains %	Eltham %	Hawera- Normanby %	Patea %	Tangahoe %
Percent Who Mention ...						
Rates too high/increases/too high for services received/use	6	10	2	5	9	8
Some areas neglected/ unfair allocation of rates money	4	3	10	-	10	-
Roading/footpaths need improving	2	5	-	1	5	-
Waste money/unnecessary spending	2	2	-	2	3	-

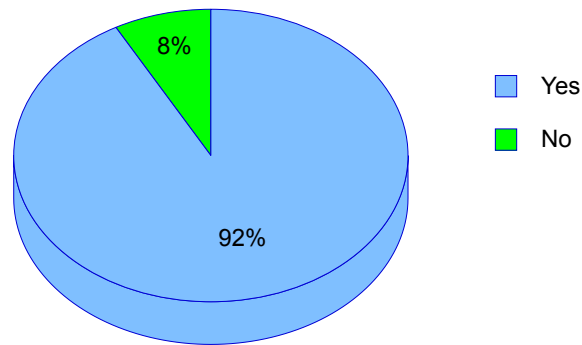
* multiple responses allowed

Recommended Satisfaction Measure For Reporting Purposes:

Total District = 80%
Ratepayers = 80%



3. INFORMATION

A. DO RESIDENTS KNOW HOW TO GET COUNCIL INFORMATION IF THEY WANT IT?

92% of residents say they know how to get Council information if they want it, while 8% do not. These readings are similar to last year's results.

NZ European residents are more likely to say 'Yes', than NZ Māori residents.

Do Residents Know How To Get Council Information If They Want It?

		Yes %	No %
Overall	2016	92	8
	2015 [†]	92	9
	2014	90	10
	2013*	90	10
Ward			
	Egmont Plains	94	6
	Eltham	94	6
	Hawera-Normanby	91	9
	Patea	98	2
	Tangahoe	82	18
Ethnicity			
	NZ European	94	6
	NZ Maori	80	20

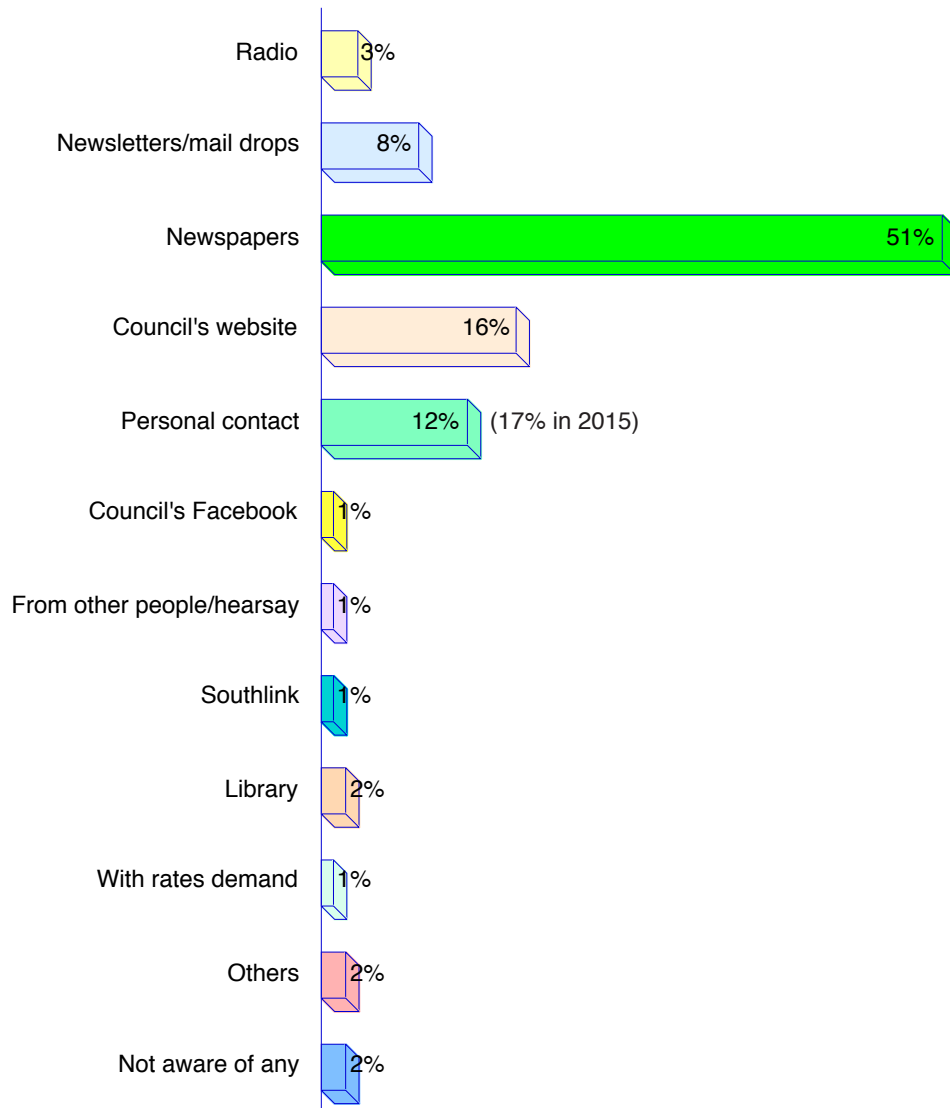
% read across

* not asked prior to 2013

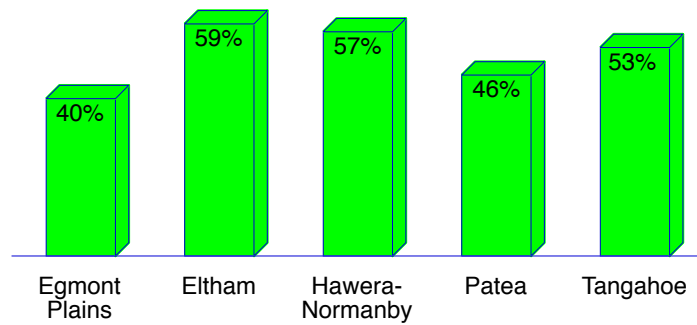
[†] does not add to 100% due to rounding

B. MAIN SOURCE OF INFORMATION ABOUT COUNCIL

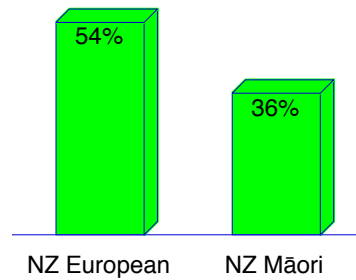
Where Or From Whom Do You Mainly Get Your Information About Council?



Percent Saying "Newspapers" - By Ward



Percent Saying "Newspapers" - Comparing Different Types Of Residents



Newspapers were mentioned by 51% of residents as their main source of information about Council (48% in 2015), while 16% cited Council's website (14% in 2015).

NZ European residents are more likely to mention newspapers as their main source of information, than NZ Māori residents.

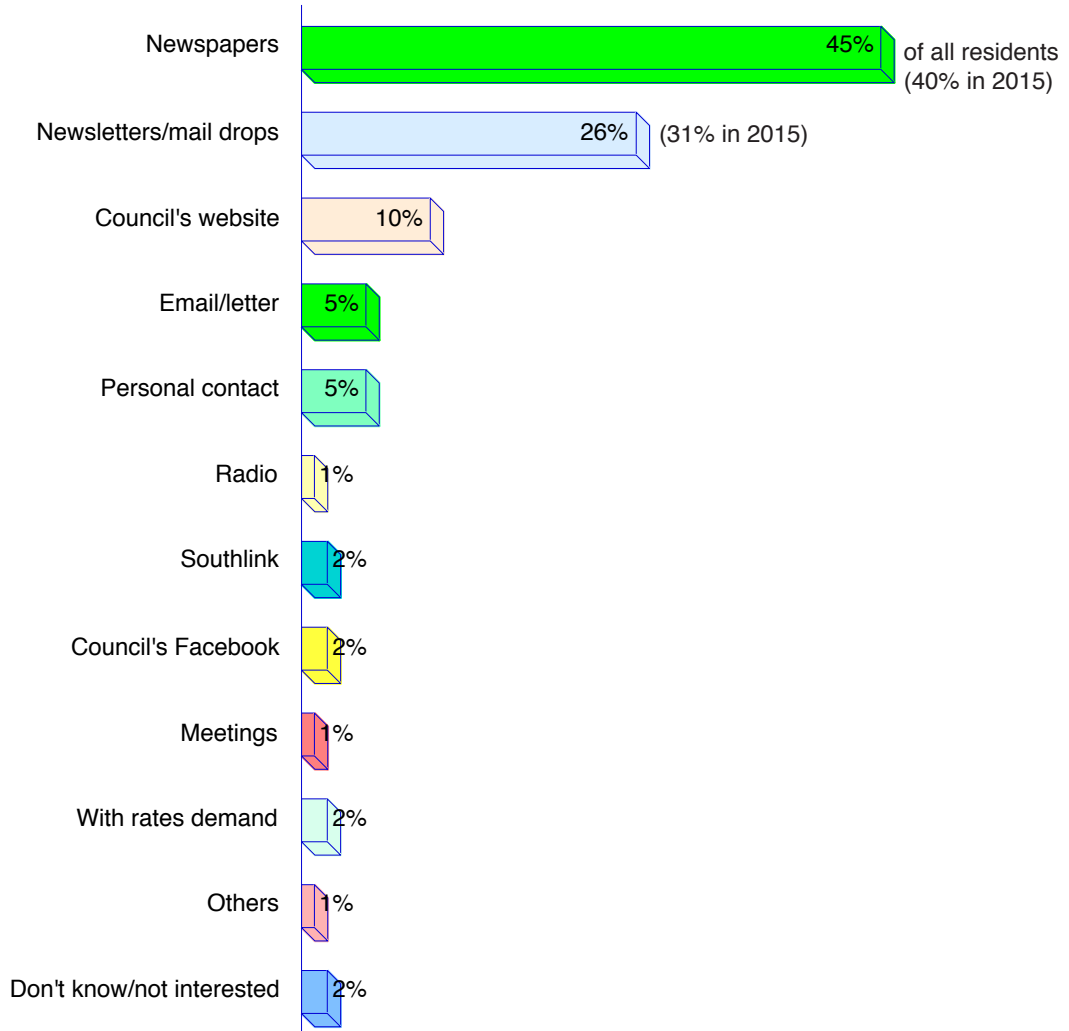
The newspapers residents mentioned* they read are ...

- South Taranaki Star / Hawera Star, 92% of those residents who mentioned newspapers as their main source of information,
- Daily News, 40%,
- Opunake Coastal News, 17%,
- Stratford Press, 13%,
- Patea / Waverley Press, 3%,
- Wanganui Chronicle, 1%.

Base = 207

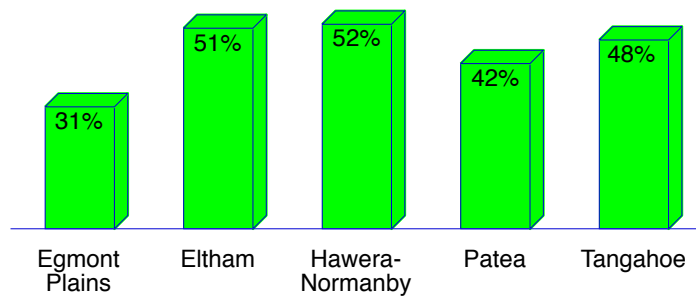
* multiple responses allowed

c. How Would Residents Like To Receive Information From Council In The Future?

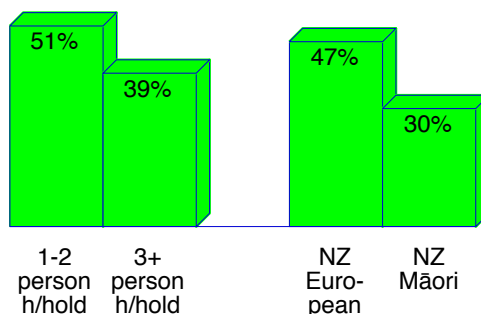


(does not add to 100% due to rounding)

Percent Saying "Newspapers" - By Ward



Percent Saying "Newspapers" - Comparing Different Types Of Residents



45% of residents say they would most like, in the future, to receive information from Council by newspapers (40% in 2015), while 26% mention newsletters/mail drops (31% in 2015) and 10% say Council's website (12% in 2015).

73% of residents who say they mainly say they see/read/hear information about Council through the newspaper say they would like to receive information in the future through this medium.

Residents more likely to say they would most like to receive Council information by newspaper are ...

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

The newspapers* residents mentioned are ...

- South Taranaki Star/Hawera Star, mentioned by 93% of those residents who say they would like to receive Council information by newspaper,
- Daily News, 41%,
- Opunake Coastal News, 16%,
- Stratford Press, 15%,
- Patea/Waverley Press, 4%.

Base = 183

* multiple responses allowed



4. LOCAL ISSUES

A. WHICH TOWN DO RESIDENTS MAINLY DO THEIR SHOPPING OR BUSINESS IN?

Summary Table: Main Town Used

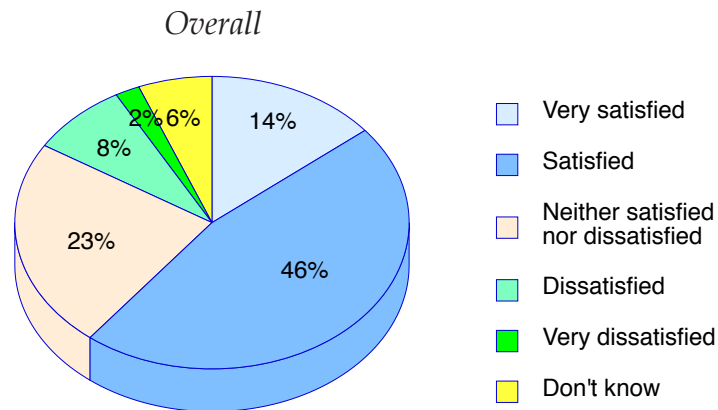
	Total District 2016 %	Total District 2015 %	Ward					
			Egmont Plains %	Eltham %	Hawera- Normanby %	Patea %	Tangahoe %	
Town Mentioned ...								
Waverley	1	-	-	-	-	5	-	
Patea	3	1	-	-	-	16	2	
Hawera	69	67	31	44	95	70	95	
Manaia	-	1	-	-	-	-	-	
Opunake	12	9	51	-	-	-	-	
Kaponga	-	-	-	-	-	-	-	
Eltham	2	1	-	8	1	-	-	
New Plymouth	6	10	18	1	4	-	3	
Wanganui	1	3	-	-	-	8	-	
Stratford	7	6	-	48	-	-	-	
Others	-	-	-	-	-	-	-	
Outside District - not specified	-	1	-	-	-	1	-	
Total	+101	+99	100	+101	100	100	100	

† does not add to 100% due to rounding

69% of residents mainly do their shopping or business in Hawera, while 12% mainly go to Opunake (9% in 2015) and 6% go to New Plymouth (10% in 2015).

B. COUNCIL CONSULTATION

i. Satisfaction With The Opportunities Council Provides For Members Of The Public To Participate In Decision Making, If They Wish To



14% of residents are very satisfied with opportunities Council provides for members of the public to participate in decision making, if they want to, and 46% are satisfied (43% in 2015). 2% of residents are very dissatisfied with the opportunities and 8% are dissatisfied (12% in 2015). 6% are unable to comment (10% in 2015) and 23% are neither satisfied nor dissatisfied.

The dissatisfied/very dissatisfied reading (10%) is slightly below the Peer Group Average and below the National Average readings for the way Council **involves the public in the decisions it makes**.

There are no notable differences between Wards and between socio-economic groups in terms of those residents who are **very satisfied/satisfied**. However, it appears that the following residents are slightly more likely to feel this way ...

- longer term residents, those residing in the District more than six years,
- residents who live in a one or two person household.

Satisfaction With The Opportunities Council Provides For Members Of The Public To Participate In Decision Making If They Wish To

	Very satisfied %	Satisfied %	Very satisfied/ Satisfied %	Neither Satisfied nor Dissatisfied %	Dis-satisfied %	Very dissatisfied %	Dissatisfied/ Very dissatisfied %	Don't know %
Overall*								
Total District								
2016 [†]	14	46	60	23	8	2	10	6
2015	12	43	55	21	12	2	14	10
2014	14	45	59	21	6	3	9	11
2013 [†]	14	44	58	21	7	4	11	10
2012	5	35	40	35	15	4	19	6
2010	10	38	48	36	8	4	12	4
2009	9	46	55	25	8	2	10	10
2008	9	47	56	27	10	3	13	4
Comparison^{††}								
Peer Group Average	10	42	52	28	12	4	16	4
National Average	7	34	41	35	17	4	21	3
Ward								
Egmont Plains [†]	15	52	67	22	3	3	6	4
Eltham	12	45	57	24	9	-	9	10
Hawera Normanby	17	46	63	24	7	2	9	4
Patea	4	46	50	25	10	6	16	9
Tangahoe	22	36	58	19	12	1	13	10
Length of Residence								
Lived there 6 years or less	10	42	52	30	5	-	5	13
Lived there more than 6 years	15	47	62	22	8	3	11	5
Household Size								
1-2 person h/hold	17	48	65	16	10	4	14	5
3+ person h/hold [†]	12	45	57	29	5	1	6	7

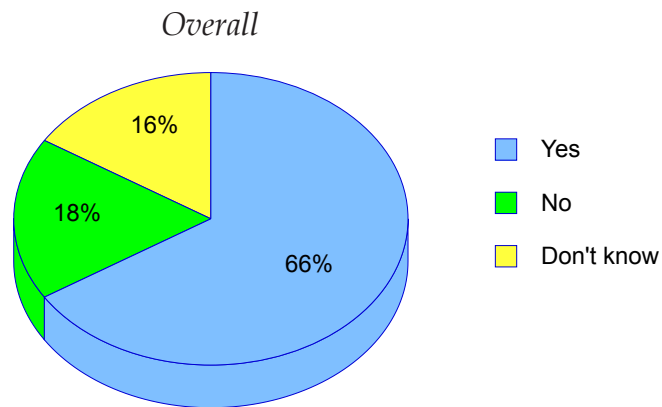
% read across

* not asked prior to 2008

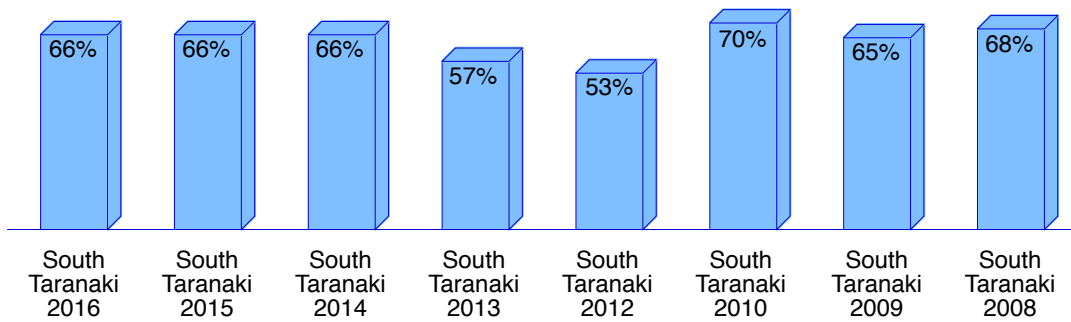
† does not add to 100% due to rounding

†† readings prior to 2013 and Peer Group and National Averages refer to satisfaction with the way Council involves the public in the decisions it makes

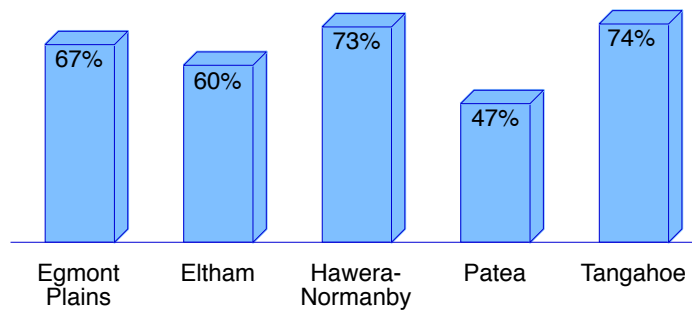
ii. Does Council Make Decisions That Represent The Best Interests Of The Community?



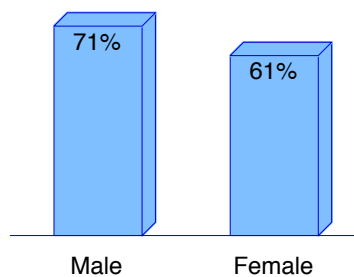
Percent Saying 'Yes' - Comparison



Percent Saying 'Yes' - By Ward



Percent Saying 'Yes' - Comparing Different Types Of Residents



66% of residents think the decisions made by the Council represent the best interests of the community, while 18% feel they don't (21% in 2015) and 16% are unable to comment (13% in 2015).

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

- all Ward residents, except Patea Ward residents,
- men.

80% of residents who are satisfied (satisfied / very satisfied) with the opportunities Council provides to participate in decision making, think the decisions made by Council represent the best interests of the community.

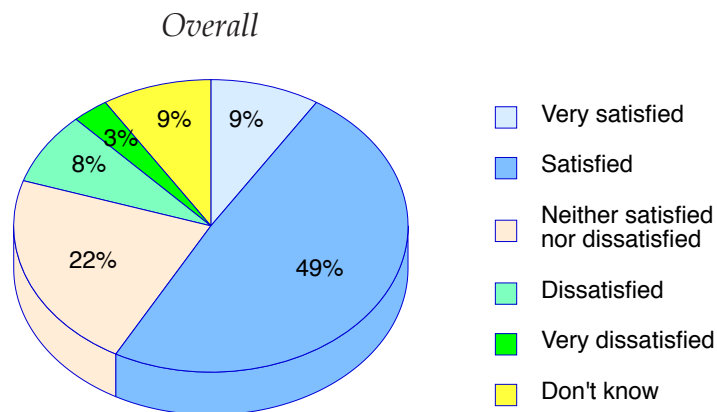
The main decisions* made by Council, residents[†] feel do not represent the best interests of the community are ...

- lack of consultation / communication / don't listen to the people / do what they like, mentioned by 35% of residents[†] (25 respondents),
- services / facilities need improving / upgrading, 16% (11 respondents),
- areas / towns miss out / money not evenly distributed, 13% (9 respondents),
- waste money / spend too much / spend unnecessarily / allocation of spending, 12% (8 respondents).

[†] the 18% of residents who think the decisions made by the Council do not represent the best interests of the community (N=73)

* multiple responses allowed

iii. Satisfaction With The Amount Of Consultation The Council Offers



9% of residents are very satisfied with the amount of consultation the Council offers, and 49% are satisfied (46% in 2015). 3% are very dissatisfied with the amount and 8% are dissatisfied (12% in 2015). 22% are neither satisfied nor dissatisfied (25% in 2015) and 9% are unable to comment.

Residents who live in a one or two person household are more likely to be **very satisfied/satisfied**, than residents who live in a three or more person household.

It appears that Patea Ward residents are **slightly less** likely, than other Ward residents, to feel **very satisfied/satisfied**.

Longer term residents, those residing in the District more than six years, are more likely to be **dissatisfied/very dissatisfied**, than shorter term residents.

72% of residents who think the decisions made by Council represent the best interests of the District are **very satisfied/satisfied** with the amount of consultation.

Satisfaction With The Amount And Consultation Council Offers

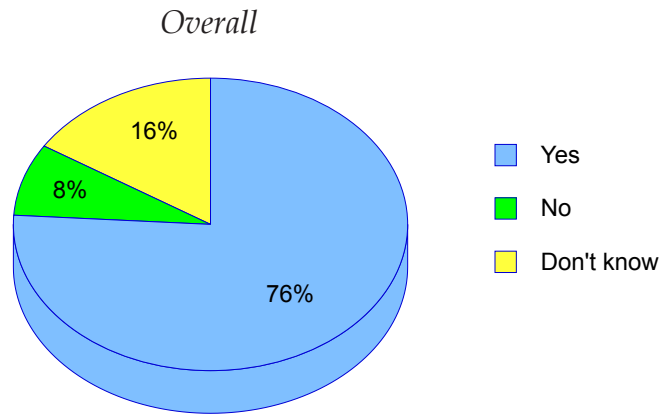
	Very satisfied %	Satisfied %	Very satisfied/ Satisfied %	Neither Satisfied nor Dissatisfied %	Dis- satisfied %	Very dissatisfied %	Dissatisfied/ Very dissatisfied %	Don't know %
Overall*								
Total District								
2016	9	49	58	22	8	3	11	9
2015	7	46	53	25	12	3	15	7
2014	9	42	51	30	6	2	8	11
2013	7	44	51	28	10	2	12	9
Ward								
Egmont Plains	7	55	62	20	7	4	11	7
Eltham [†]	8	51	59	19	8	2	10	11
Hawera- Normanby [†]	11	49	60	23	9	3	12	6
Patea [†]	6	40	46	29	7	8	15	11
Tangahoe	14	42	56	17	8	1	9	18
Length of Residence								
Lived there 6 years or less	-	49	49	30	-	-	-	21
Lived there more than 6 years	10	49	59	21	9	4	13	7
Household Size[†]								
1-2 person h/hold	9	55	64	20	8	3	11	6
3+ person h/hold	10	43	53	24	8	4	12	12

% read across

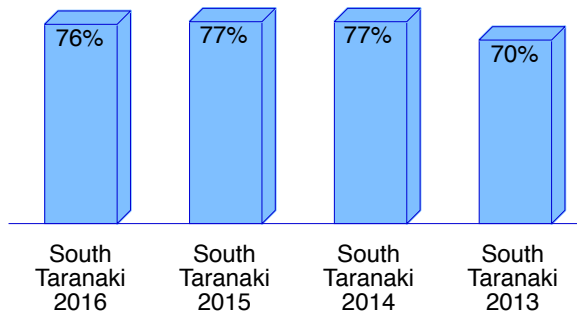
* not asked prior to 2013

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

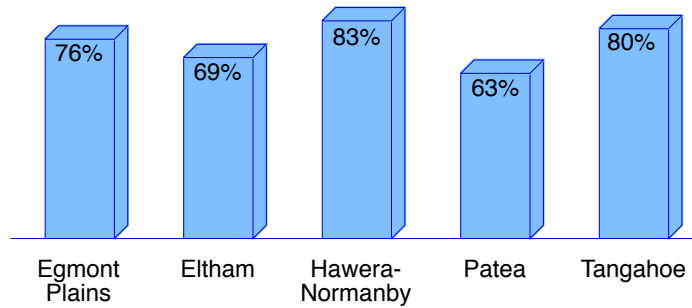
iv. In General Terms, Is Council Moving In The Right Direction?



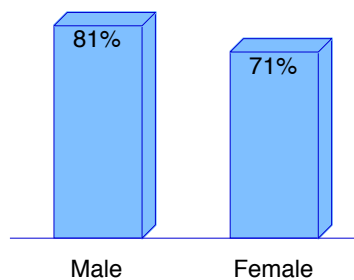
Percent Saying 'Yes' - Comparison



Percent Saying 'Yes' - By Ward



Percent Saying 'Yes' - Comparing Different Types Of Residents



76% of residents say that, in general, Council is moving in the right direction, while 8% don't think they are and 16% are unable to comment. These readings are similar to the 2015 results.

Men are more likely to say 'Yes', than women.

The main suggestions* as to what residents[†] think would be the right direction are ...

- better consultation/communication with ratepayers/listen to people, mentioned by 28% of residents who don't think Council is moving in the right direction,
- encourage growth in business/too many empty shops/improve the CBD area, 23%,
- need to improve services/facilities/more maintenance, 22%.

[†] Base = 32

* multiple responses allowed

v. The One Thing Residents Would Like Council To Improve Upon*

The main suggestions are ...

- roads/bridges need improvement/repairs,
- more/improved recreational facilities,
- rubbish collection/transfer station/recycling issues.

39% of residents said there was nothing they would like Council to improve on (34% in 2015).

Summary Table: Main Things* Residents Would Like Council To Improve Upon

	Total District 2016 %	Ward				
		Egmont Plains %	Eltham %	Hawera-Normanby %	Patea %	Tangahoe %
Percent Who Mention ...						
Roads/bridges need improvement/repairs	12	18	18	<input type="text" value="6"/>	18	<input type="text" value="3"/>
More/improved recreational facilities	5	-	11	5	-	15
Rubbish collection/transfer station/recycling issues	5	8	3	3	8	-

* multiple responses allowed

Other suggestions by 4% of residents are ...

- lower rates / too high for services received / rate issues,
- better communication / consultation / information,
- animal control / dog control,
- improve / maintain footpaths / walkways,
- improve the town centres / CBD areas / building,
- promote / encourage business / employment.

by 3% ...

- need beautification / tidying / cleaning up,
- water supply issues / fluoridation / quality / cost,

by 2% ...

- other services / facilities needing attention,
- spend more wisely / don't waste money,
- fairer distribution / allocation of resources in area,
- maintenance / cleanliness of public toilets,

by 1% ...

- stormwater drains / flooding,
- staff issues / customer service could be better,
- environmental issues,
- traffic safety / pedestrian crossing safety,
- community hall,
- cyclists / cycleway,
- Council performance.

We have also grouped the major concerns into the following categories*, showing the overall percentages for each.

Services/Facilities Issues 16% (16% in 2015)

Maintenance / cleanliness of public toilets
 Water supply issues / fluoridation / cost / quality
 Rubbish collection / transfer station / recycling issues
 Stormwater drains / flooding
 Other services / facilities needing attention / support
 Animal control / dog control
 Community hall

Council Service Issues 7% (11% in 2015)

Better communication / consultation / information
 Spend more wisely / don't waste money
 Council performance
 Staff issues / customer service could be better

Environmental Issues 4% (7% in 2015)

Need beautification / tidying / cleaning up
 Environmental issues

Roading Network 17% (15% in 2015)

Roads / bridges need improvement / repairs / maintenance
 Improve / maintain footpaths / walkways
 Cyclists / cycleways
 Traffic safety / pedestrian crossing safety

Recreational Issues 5% (5% in 2015)

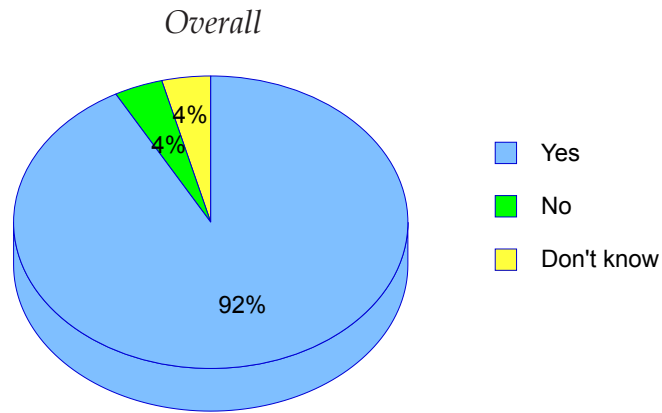
More / improved recreational facilities

Economic Issues 13% (13% in 2015)

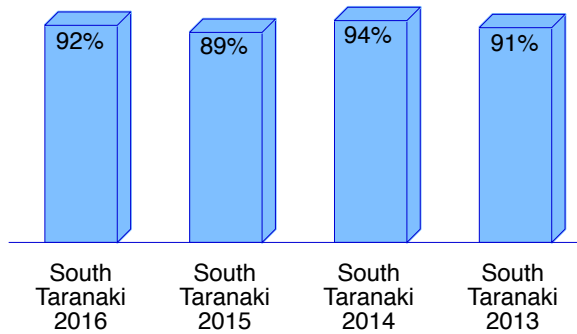
Lower rates / too high for services received / rates issues
 Promote / encourage business / employment
 Fairer distribution / allocation of resources / services in areas
 Improve the town centres / CBD areas / smarten up the buildings

* multiple responses allowed

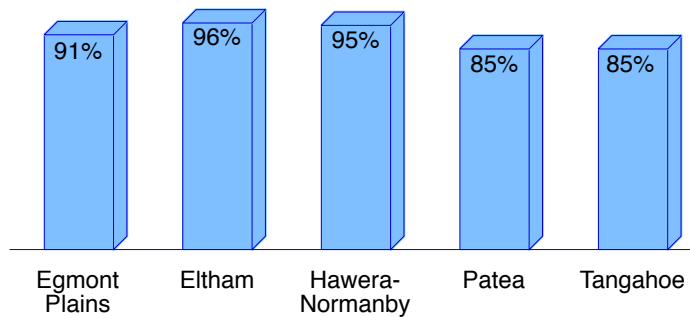
vi. Overall Are Residents Happy With the Service Council Provides?



Percent Saying 'Yes' - Comparison



Percent Saying 'Yes' - By Ward



92% of residents say that overall, they are happy with the service Council provides (89% in 2015), while 4% are not very satisfied. 4% are unable to comment.

There are no notable differences between Wards and between socio-economic groups, in terms of those residents who are happy with the service Council provides.

E. APPENDIX

Base by Sub-sample

		Actual residents interviewed	*Expected numbers according to population distribution
Ward:	Egmont Plains	100	94
	Eltham	61	59
	Hawera-Normanby	141	151
	Patea	60	59
	Tangahoe	40	39
Gender:	Male	195	199
	Female	207	203
Age:	18-44 years	118	178
	45-64 years	138	143
	65+ years	146	81

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

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