



Research First



SOUTH TARANAKI DISTRICT COUNCIL

RESIDENT SATISFACTION SURVEY 2017



RESEARCH REPORT
March 2017

Contents

Resident Satisfaction Survey 2017

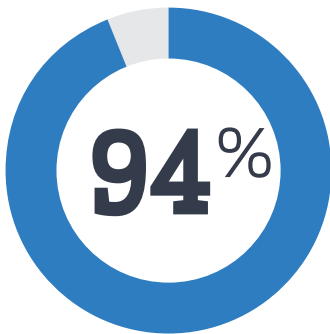
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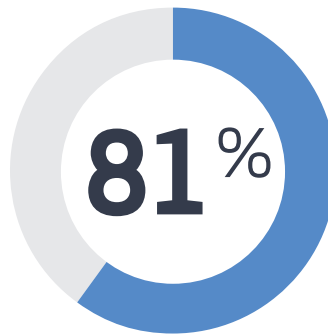
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1

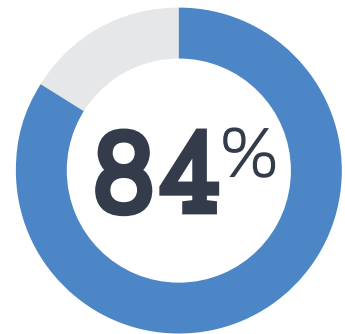
Key Messages Council Operations



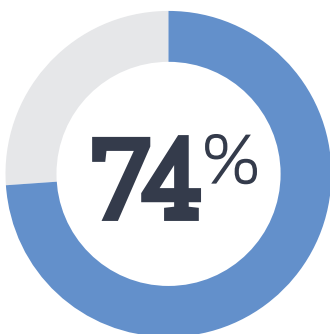
Happy with the **service that the Council provides.**



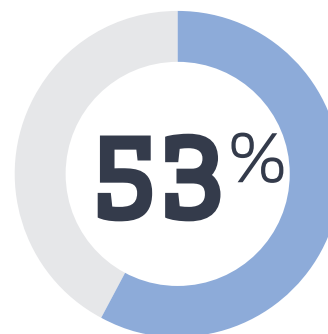
Satisfied with the way that **rates are spent on services and facilities.**



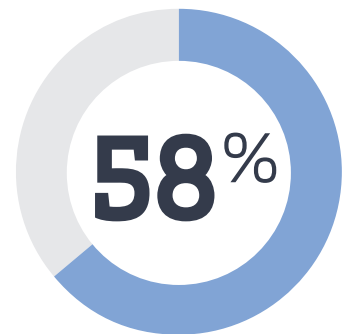
Feel that the Council is **moving in the right direction.**



Think that **decisions made** by the Council **represent the best interests of the District.**



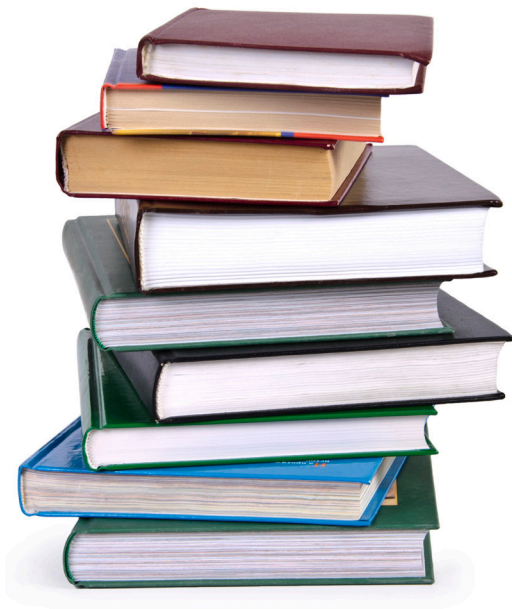
Satisfied with the **amount of consultation** the Council offers.



Satisfied with the opportunities the Council provides for **public participation in decision making.**

1

Key Messages Council Facilities



97% satisfied with the facilities and customer service at public libraries.

95% satisfied with the materials etc. provided at the public libraries.

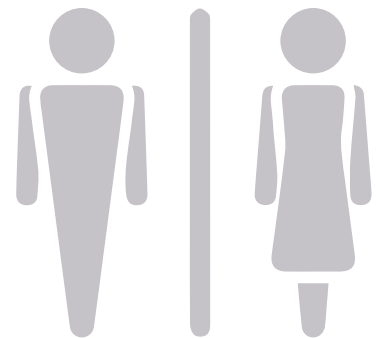
97% satisfied with the maintenance of cemeteries.

97%

satisfied with parks and reserves.

91%

satisfied with public toilet opening hours.



91%

satisfied with public halls.

86%

satisfied with maintenance of public toilets.

1

Key Messages Council Services

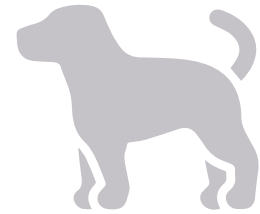


93%

satisfied with the **rubbish and recycling collection service.**

78%

satisfied with **footpaths.**



76%

satisfied with the **control of animals.**

74%

satisfied with the **condition of Council roads.**



79% satisfied with the **water supply.**

75% satisfied with the **wastewater system.**

78% satisfied with the **stormwater system.**

2

Research Design

2.1 Context

South Taranaki District Council conducts an annual survey of residents. This is designed to gather feedback about the services and facilities that the Council offers and how well the residents think those services are being provided (whether directly by the Council or via its contractors).

The survey also offers an opportunity to assess how residents feel about the Council and the District, and the opportunities they provide.

The key service areas tested in the 2017 residents' survey were:

- Water supply, sewerage and stormwater;
- Roading and footpaths;
- Council services (waste collection, animal control);
- Council facilities (public toilets, libraries, parks and reserves, public halls, cemeteries); and
- Council operational procedures and general service provision.

This research has been completed by Research First on behalf of South Taranaki District Council.

2.2 Method

In line with previous surveys, the 2017 survey was conducted by landline phone. Telephone surveys are ideally suited to surveying large, geographically dispersed populations exactly like the South Taranaki District's. Data collection is efficient and representative of all communities, because quotas for locations and demographics can be accurately monitored and controlled.

An online channel for the survey was introduced in 2017. The online completion option is important, because it helps to minimise non-response error by increasing the response rate. For the 2017 survey, those respondents who were unwilling or unable to complete the survey by phone were able to be offered an email containing a link to the online survey.

The questionnaire was slightly redesigned for 2017 to increase the ease of completion for respondents and to increase the quality of the data collected. However, much remains consistent and allows for trend analyses.

2.3 Sampling

Following a pilot testing phase, data collection took place between the 7th and 21st of February 2017 using a randomised database of telephone numbers covering the South Taranaki District.

Data collection was randomised within each household to ensure the sample included a range of respondents based on age, location and gender, with a quota system being used to ensure the sample was representative of the District's population (as per Census 2013 statistics).

402 interviews were completed.

A full demographic breakdown of the sample is shown in Appendix One.

Data is accurate to a maximum of +/- 5% at the 95% confidence level (meaning that if 50% of respondents stated they were satisfied with a Council facility, then we could be 95% sure that between 44.5% and 55.5% of the entire population also feel satisfied with that Council facility).

Verbatim responses from residents and a full data breakdown by age, gender and ward are available as appendices in a separate document.

2.4 Data analysis

In previous iterations of this residents' survey, the following scale was used to measure satisfaction with most of the Council services and facilities¹:



This kind of scale is problematic for two reasons. Firstly, there is no opportunity to give a neutral (neither satisfied nor dissatisfied) response. Although a 'don't know' option is provided, this kind of response is quite different to having an opinion on the topic which is neutral. Secondly, this scale is positively skewed. That is, there are two opportunities for people to respond positively (i.e. very satisfied and fairly satisfied) and only one for them to respond negatively (i.e. not very satisfied). An evenly distributed scale is necessary to ensure that respondents aren't being led to respond in a direction that is stronger than their true opinion.

To overcome these design problems, the 2017 survey used an improved scale:



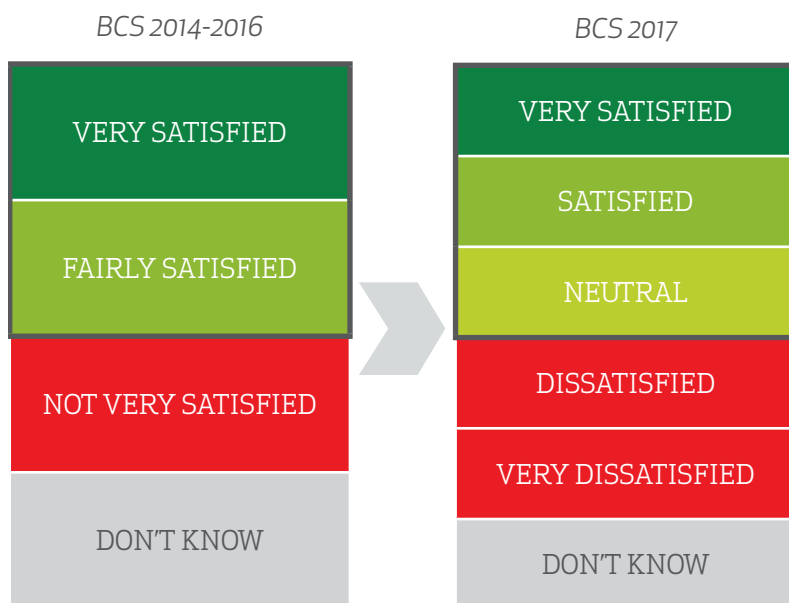
This new scale includes a 'neutral' option and allows two responses around this neutral point, meaning that there are an equal number of opportunities to respond as both satisfied and dissatisfied.

¹ This excludes the two questions regarding Council representation of residents (see page 28), where previous survey iterations used a 5-point satisfaction scale.

Given the change in scale design, scores from the 2017 survey were adjusted in order to allow accurate comparison across survey iterations. This required the calculation of a Benchmark Comparison Score (BCS). For consistency with previous years, the BCS was the number of residents who indicated they were very satisfied, satisfied and neutral (see Fig 2.1).

Neutral answers have been combined with 'satisfied' and 'very satisfied' responses for the greatest consistency with previous research. In previous survey iterations, respondents did not have the option of choosing to indicate neutral feelings about Council service areas. Analysis of data reveals that, when given the option to respond neutrally, many respondents choose it, when they had previously responded as 'fairly satisfied'. Thus it is important to include neutral responses as part of total satisfaction scores.

Figure 2.1 Calculation of satisfaction scores in 2014-2016 compared to in 2017



If a resident indicated dissatisfaction with a Council service or facility, they were invited to comment on the reason(s) behind this dissatisfaction. This provided valuable data from which key themes and areas for future improvement could be identified. A full list of all verbatim answers is available in Appendix Three (available in a separate document).

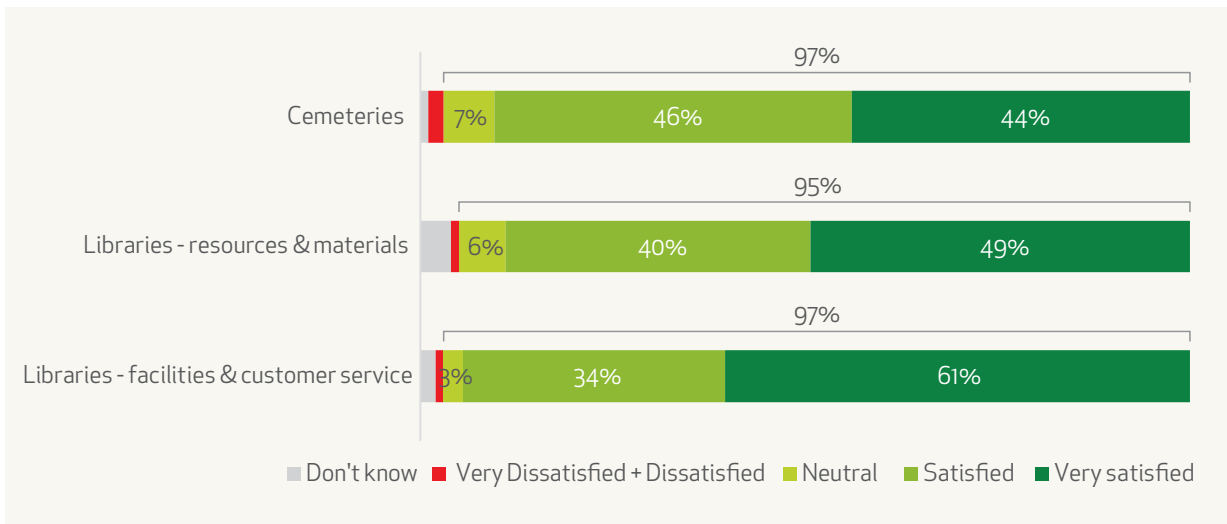
2.5 Performance targets

Findings have been presented in relation to Council Key Performance Indicators (KPIs), as identified in the 2015-2025 Long Term Plan. Across all KPIs, the measure of satisfaction reported is the same as the BCS.

3

Cultural Services

Figure 3.1 Satisfaction with cultural services
(libraries base n=277², cemeteries base n=243)



3.1 Libraries

- 69% of South Taranaki residents visit the public libraries.
- Residents were asked about their satisfaction with two aspects of the District's public libraries: the resources and materials available, and the facilities and customer service.
- Public libraries are a stand-out Council asset. A high proportion of residents in the District are satisfied with the facilities and customer service (97%), as well as the resources and information available (95%) at the libraries.
- Library resources and materials **performance target met**: aim = 95%, actual = 95%.
- Library facilities and customer service **performance target met**: aim = 95%, actual = 97%.

3.2 Cemeteries

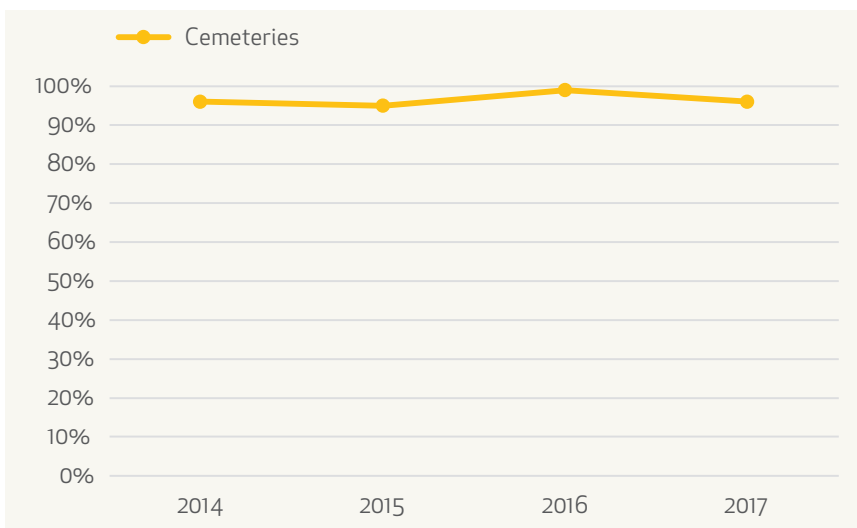
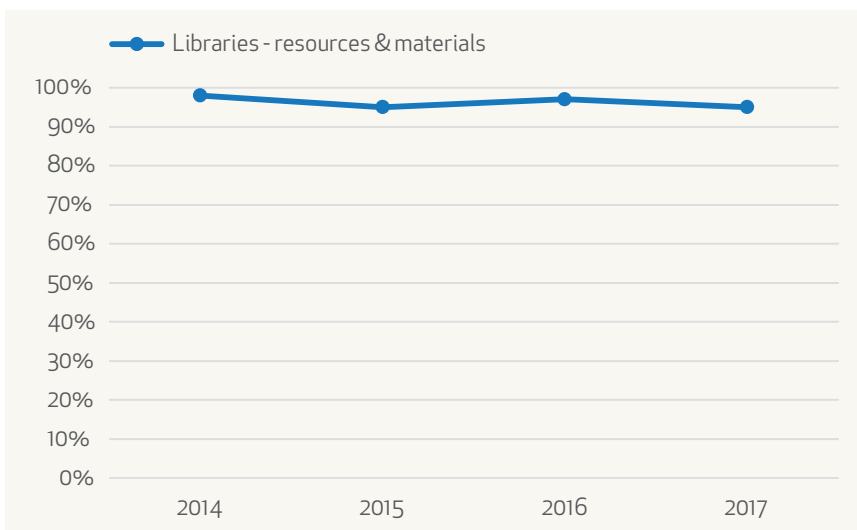
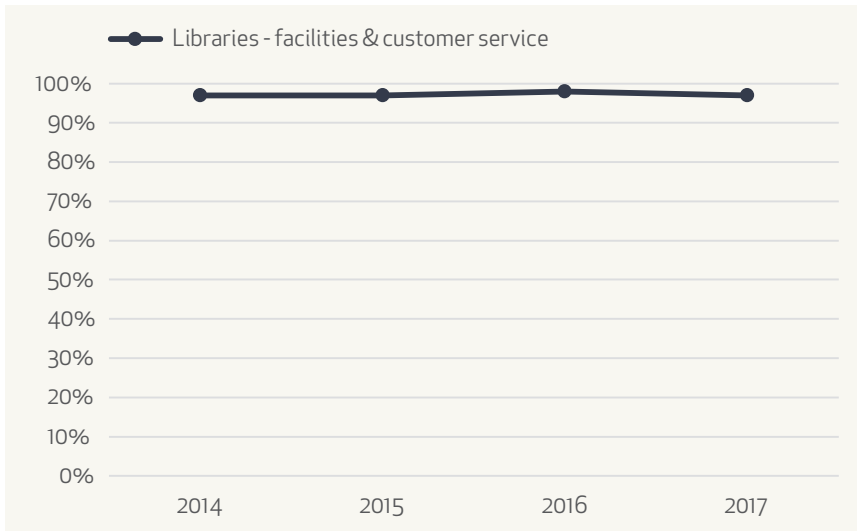
- 60% of residents visit South Taranaki cemeteries.
- Satisfaction with cemeteries is high, with 97% of residents reporting satisfaction with the cleanliness and maintenance of cemeteries.
- **Performance target exceeded**: aim = 90%, actual = 97%.

There were no significant age, gender or ward differences in terms of satisfaction with the District's cultural services.

Figure 3.2 shows that satisfaction levels with all three cultural services included in the residents' surveys closely track each other over time. Satisfaction levels regarding libraries and cemeteries remain fairly stable over time, with this survey demonstrating no significant change from previous years.

2. Base n=number of residents who indicated they used a council facility or service

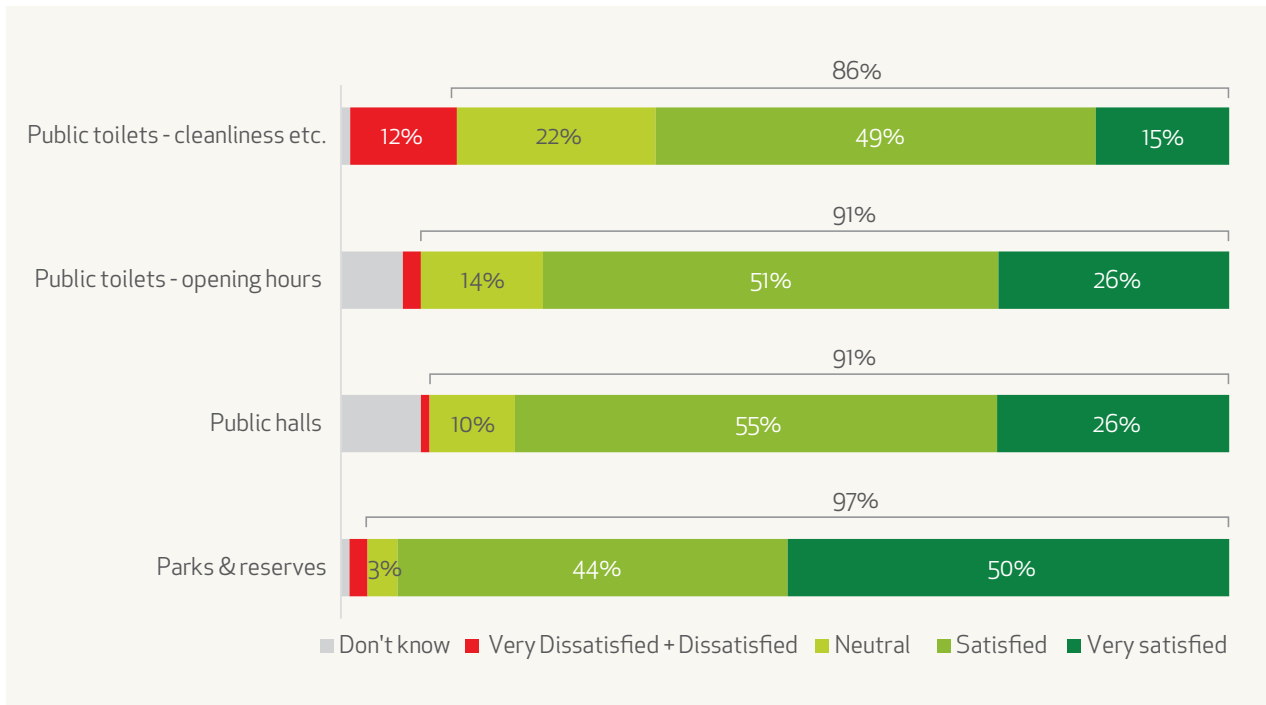
Figure 3.2 Resident satisfaction with cultural services over time



4

Recreation and Leisure

Figure 4.1 Satisfaction with recreation and leisure services
(public toilets base n=277; public halls base n=170; parks and reserves base n=322)



4.1 Public Toilets


- 69% of residents indicated that they have visited South Taranaki public toilets.
- Residents were asked about their satisfaction with two aspects of the District's public toilets: the cleanliness and maintenance, and the opening hours.
- Satisfaction with opening hours was good (91%), with satisfaction with cleanliness and maintenance only slightly lower (86%).
- Public toilet cleanliness and maintenance **performance target not met:** aim = 90%, actual = 86%
- Public toilet opening hours **performance target met:** aim = 85%, actual = 91%

For all Council services and facilities included in the residents' survey, where residents indicated dissatisfaction with that service or facility, they were invited to comment on the reason(s) behind their dissatisfaction. An analysis of these reasons is reported for those where a substantial number of residents provided comments.

- The 12% of residents who indicated dissatisfaction with the cleanliness of public toilets were invited to comment on the reason(s) behind their dissatisfaction. The overwhelming reason given for dissatisfaction was that the toilets are unclean and unpleasant to use.

Table 4.1 Reasons for dissatisfaction with the cleanliness and maintenance of public toilets

	%	n
Toilets are unclean/unpleasant	78%	28
Soap, handtowels etc. not provided	14%	5
Other	6%	2
Don't know	3%	1
Total responses	100%	36

 *“They’re not just not clean. They need to be cleaned more frequently, more than twice per day³.”*

4.2 Public Halls

- Under half (42%) of residents have used public halls in the District.
- Over 90% are satisfied with the cleanliness and maintenance of the halls.
- **Performance target met:** aim = 90%, actual = 91%.

4.3 Parks and Reserves

- 80% of South Taranaki residents visit parks or reserves.
- 97% of residents indicated satisfaction with parks and reserves, suggesting that residents feel they are an asset of the District.
- **Performance target exceeded:** aim = 90%, actual = 97%.

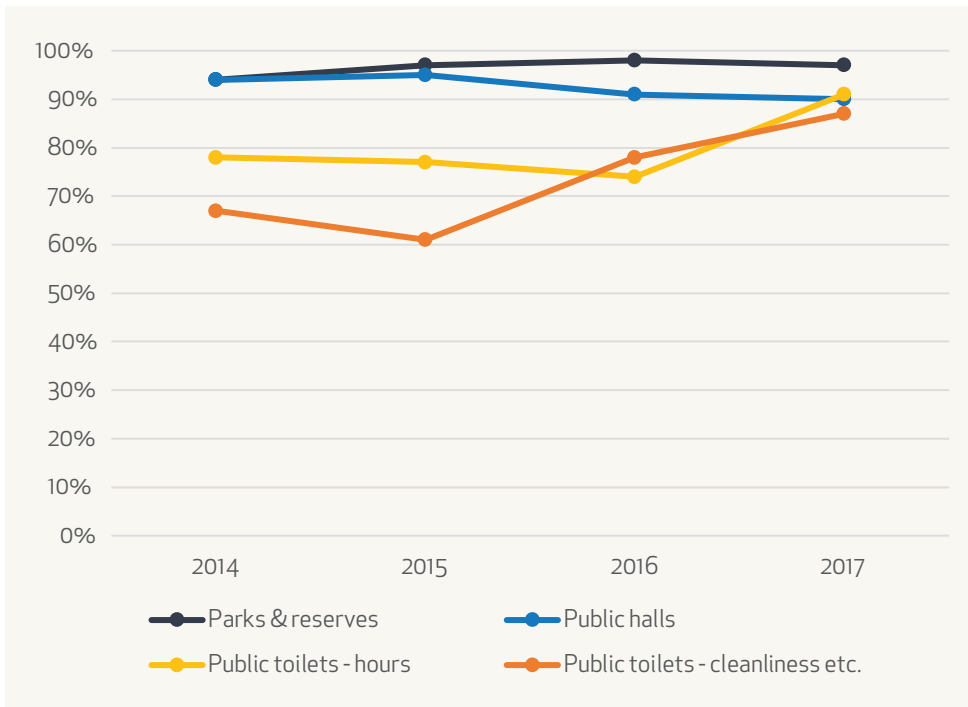
There were no significant age, gender or ward differences in terms of satisfaction with public toilets, public halls, or parks and reserves.

Trend analysis of recreation and leisure facilities reveals the following:

- Satisfaction with the cleanliness and maintenance of public toilets is increasing steeply over time, with an increase of 26% since 2015;
- Opening hours of public toilets has improved by 17% since 2016; and
- Parks and reserves and public halls remain fairly stable.

³ A resident’s comment on the reasons behind their dissatisfaction with the cleanliness and maintenance of public toilets in the South Taranaki District.

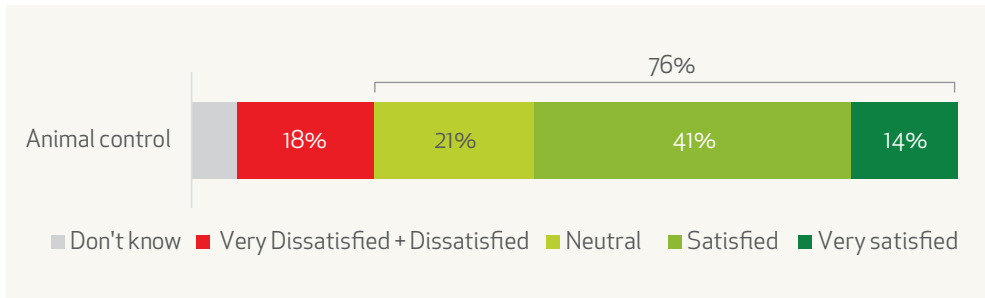
Figure 4.2 Resident satisfaction with recreation and leisure facilities over time



5

Environment and Development

Figure 5.1 Satisfaction with animal control



5.1 Animal control

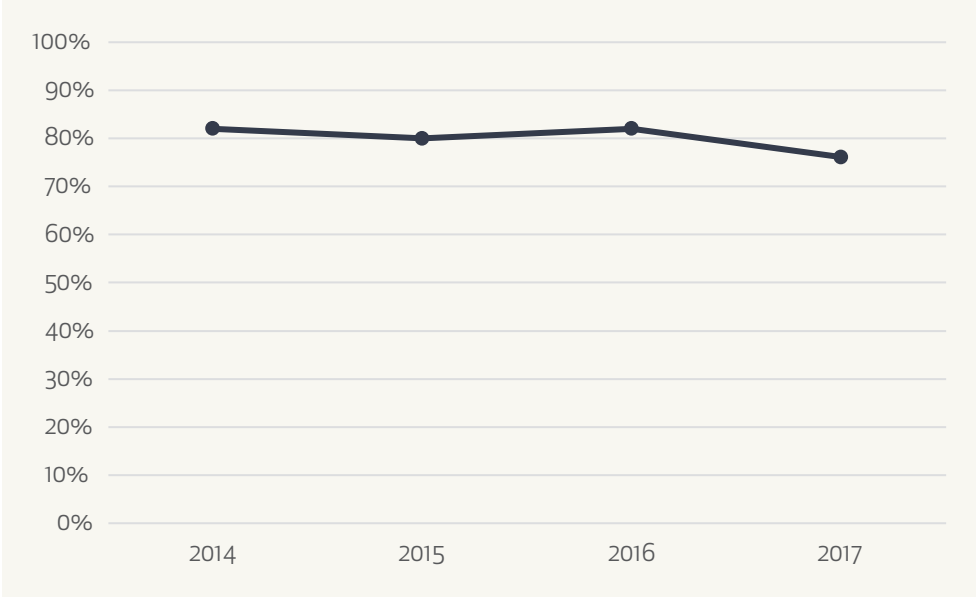
- Over three quarters (76%) of residents are satisfied with the animal control service in the South Taranaki District.
- Among the 72 residents who were dissatisfied with the control of animals, it was frequently commented that there are lots of animals roaming loose in the District. Furthermore, that any response from the animal control service is slow, if a response is given at all.
- There were no significant age, gender or ward differences in terms of satisfaction with animal control.
- No resident satisfaction performance target was provided for animal control in the long term plan.

Table 5.1 Reasons for dissatisfaction with the control of animals

	%	n
Lots of animals roaming	60%	43
No/slow response from animal control	29%	21
Other animal-related problems encountered	29%	21
Total responses	100%	72

In this 2017 survey, resident satisfaction with the control of animals was at its lowest in four years. However, the decline since 2016 is only small (6%).

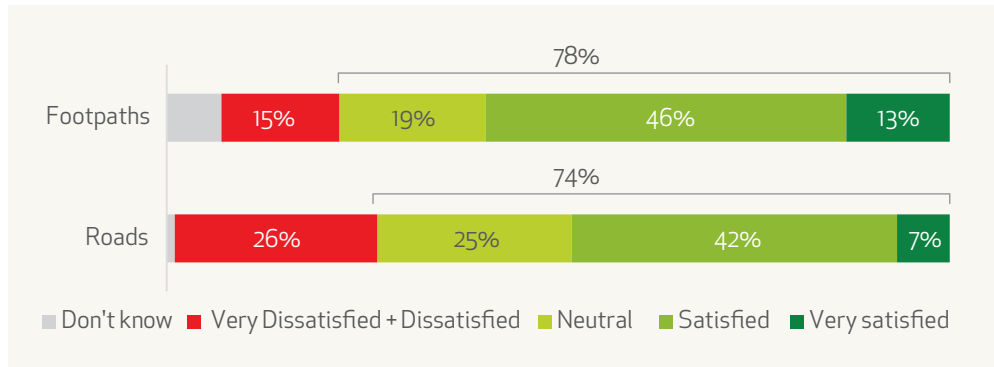
Figure 5.2 Resident satisfaction with the control of animals over time



6

Roading and Footpaths

Figure 6.1 Satisfaction with roading and footpaths



6.1 Roothing

- Almost three-quarters (74%) of residents are satisfied with the condition of Council roads in the District.
- Of all Council services and facilities, roading is the area where the most residents are dissatisfied (26%).
- Resident satisfaction with roading varied with ward of residence. Hawera-Normanby residents were significantly more satisfied with the condition of the roads (84%) than residents in any other ward. Egmont Plains residents were the least satisfied with the roads, with 57% indicating that they were dissatisfied with the condition of the roads.
- There were no significant age or gender differences in terms of satisfaction with the roads in the District.
- Among residents who were dissatisfied with Council roading, common themes in responses were that the roads are in poor condition (e.g. uneven surface, potholed) and that repairs were not completed adequately.
- **Performance target not met:** aim = 80%, actual = 74%.

Table 6.1 Reasons for dissatisfaction with Council roads

	%	n
Roads are in poor condition (e.g. potholes)	65%	67
Repairs are not completed properly	24%	25
Other	8%	8
Don't know	3%	3
Total responses	100%	103

“Verges, weeds, hedges and overall tar seal management are not kept up. The repairs that are done are cheap and nasty. They’re fixing a problem, not solving a problem.”

6.2 Footpaths

- 78% of residents are satisfied with South Taranaki footpaths.
- There were no significant age, gender or ward differences in terms of satisfaction with footpaths.
- No resident satisfaction performance target was provided for District footpaths.

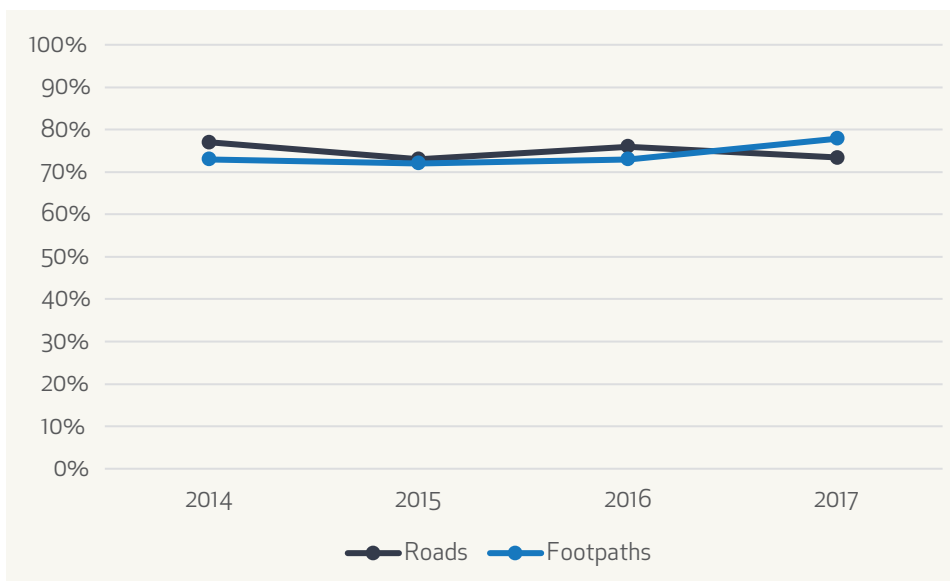
Among the residents who expressed dissatisfaction with footpaths, it was frequently commented that the footpaths are in poor condition e.g. uneven, overgrown and cracked.

Table 6.2 Reasons for dissatisfaction with District footpaths

	%	n
Footpaths are in poor condition	76%	47
Not enough footpaths in the District	32%	20
Don't know	3%	2
Total responses	100%	69

Satisfaction with roading and footpaths has remained relatively stable since 2014. Residents’ perceptions of footpaths have improved 5% since the 2016 survey. This year, satisfaction with footpaths outperforms satisfaction with roading, where in previous years the converse has been true.

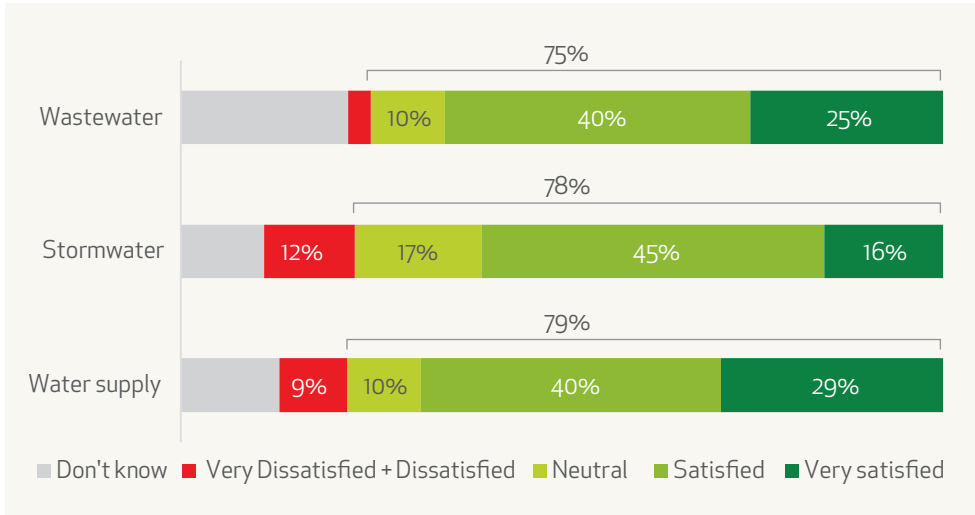
Figure 6.2 Resident satisfaction with roading and footpaths over time



7

Water

Figure 7.1 Satisfaction with water services



7.1 Water supply

- 79% of residents are satisfied with the water supply in the South Taranaki District.
- Although most residents were satisfied overall with their water supply, both Egmont Plains (61%) and Patea (53%) residents were significantly less satisfied than residents in other wards. Hawera-Normanby residents (97%) were the most satisfied with their water supply.
- Among the 35 residents who reported dissatisfaction with the water supply, common themes were a dislike of chemical additives (chlorine, fluoride) and that the water tasted unpleasant.
- **Performance target almost met:** aim = 80%, actual = 79%.

Table 7.1 Reasons for dissatisfaction with the water supply

	%	n
Don't like chemical additives	37%	13
Water has unpleasant taste	23%	8
Water is discoloured	17%	6
Other	23%	8
Total responses	100%	35

🗣️ *"We have nasty water. I am dissatisfied with the water, but happy with what the Council is doing about it."*

7.2 Stormwater

- Over three-quarters (78%) of residents across the District are satisfied with the stormwater system.
- Significantly more Hawera-Normanby residents (88%) were satisfied with the stormwater system than residents in other locations.
- Egmont Plains residents were significantly less satisfied (at 65%) with the stormwater system than residents in other areas.
- Common reasons for dissatisfaction with the stormwater system were that drains are blocked or not maintained properly. Many residents simply referenced the fact that flooding occurs in the District.
- No resident satisfaction KPI for stormwater was provided in the long term plan.

Table 7.2 Reasons for dissatisfaction with the stormwater system

	%	n
Flooding occurs	49%	23
Drains are blocked/not maintained	36%	17
Other	15%	7
Total responses	100%	47

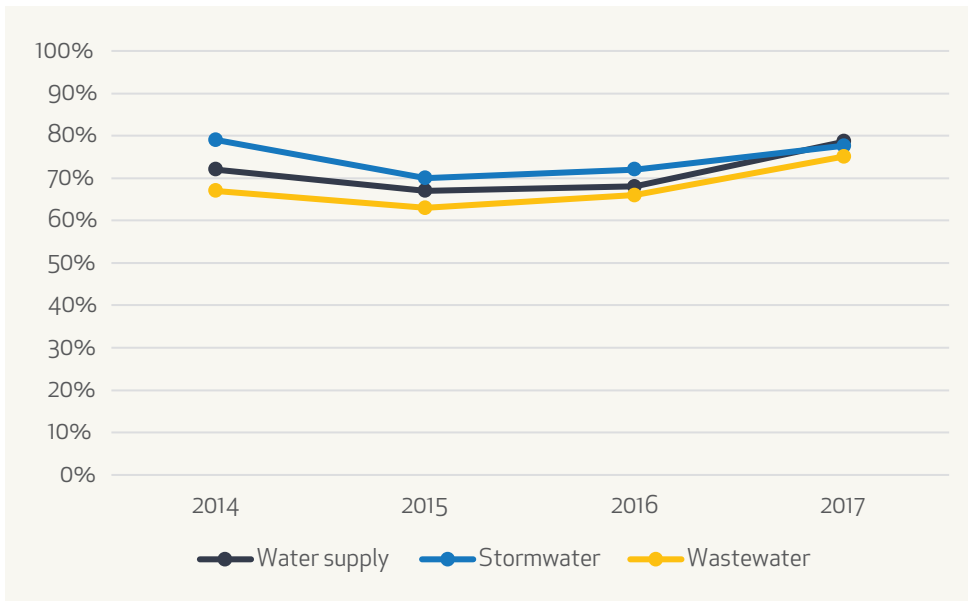
7.3 Wastewater

- 75% of residents are satisfied with the sewerage system.
- There was only a small proportion of residents (3%) who were dissatisfied with the sewerage system.
- In keeping with an emerging trend, Hawera-Normanby residents stood out as the most satisfied with the sewerage system, and were significantly more satisfied (at 93%) than residents in any other ward.
- Also in keeping with the trend, Egmont Plains residents were significantly less satisfied (at 61%) with the wastewater system than residents in other areas.
- **Performance target not met:** aim = 80%, actual = 75%.

There were no significant age or gender differences in terms of resident satisfaction with the wastewater, stormwater and water supply systems in the District.

Resident satisfaction with water in the District has improved since the 2016 survey. Satisfaction levels with the wastewater and water supply services are at their greatest since 2014. Stormwater satisfaction is improving, although it remains below the high experienced in 2014.

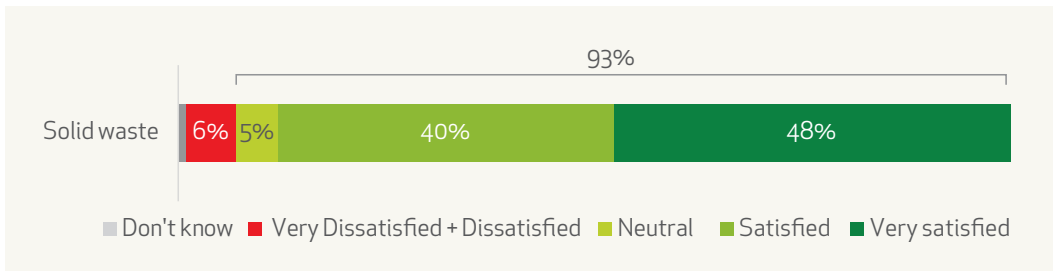
Figure 7.2 Resident satisfaction with water supply, stormwater and wastewater over time



8

Solid Waste

Figure 8.1 Satisfaction with solid waste services
(base n=316)



8.1 Weekly rubbish and recycling service

- 79% of residents use the weekly rubbish and recycling kerbside collection service.
- Encouragingly, 93% of South Taranaki residents are satisfied with this service.
- **Performance target met:** aim = 90%, actual = 93%.
- Only a small proportion (6%) of residents indicated dissatisfaction with the solid waste service.

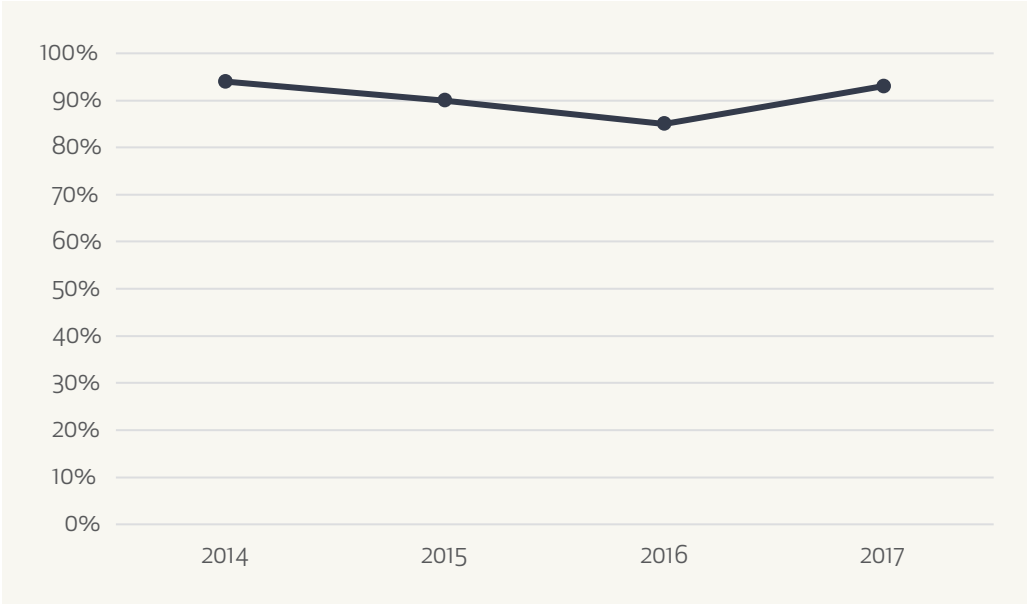
Table 8.1 Reasons for dissatisfaction with weekly rubbish and recycling services

	%	n
Rubbish is left after collection	22%	4
Changing process was unnecessary	22%	4
Bins are not collected at scheduled times	17%	3
Don't know	6%	1
Other	33%	6
Total responses	100%	18

There were no significant age, gender or ward differences in terms of resident satisfaction with the solid waste disposal service.

Resident satisfaction with the solid waste disposal service has improved by 8% since 2016. This is an encouraging improvement, after a previous decline.

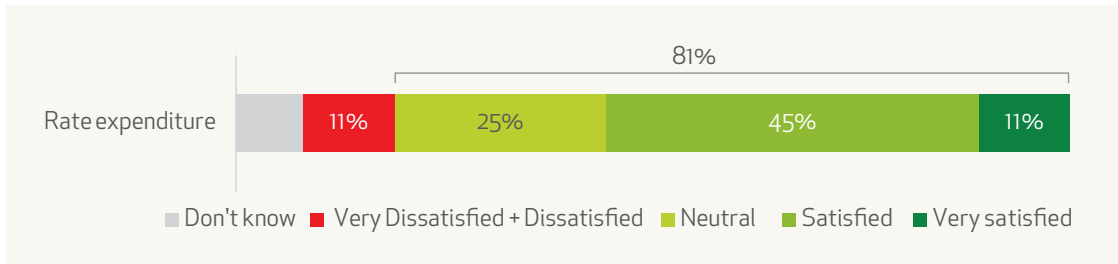
Figure 8.2 Resident satisfaction with the weekly rubbish and recycling service over time



9

Rate Expenditure

Figure 9.1 Satisfaction with rate expenditure



- 85% of respondents indicated that they pay rates on a property.
- 81% are satisfied with the way that the Council spends rates.
- For those residents who were dissatisfied with rate expenditure, the most frequently cited reason was that there is a disproportionate amount of rate money spent on larger centres (particularly Hawera) and less money spent on smaller or more rural areas.
- Another common theme regarding dissatisfaction was residents citing specific areas of Council service that they would like the Council to spend more money on, e.g. roading, presentation of the District etc.

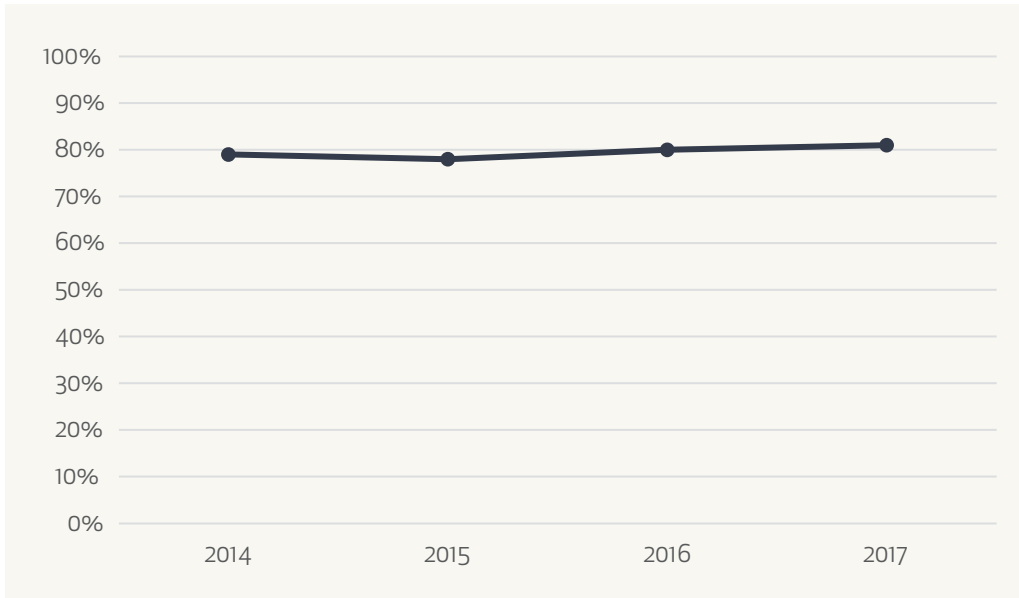
Table 9.1 Reasons for dissatisfaction with rate expenditure

	%	n
Not enough money is spent on smaller/rural areas	33%	15
There are specific areas that I would like to see more money spent on	26%	12
Money is being spent in the wrong service areas	17%	8
I pay for services/facilities that I do not use	13%	6
Other	11%	5
Don't know	7%	3
Total responses	100%	49

There were no significant age, gender or ward differences in terms of resident satisfaction with the way rates are spent in the District.

Satisfaction with Council rate expenditure remains relatively stable over time, with there being no significant variation in satisfaction levels from 2014 to 2017.

Figure 9.2 Resident satisfaction with rate expenditure over time



10

Council Information

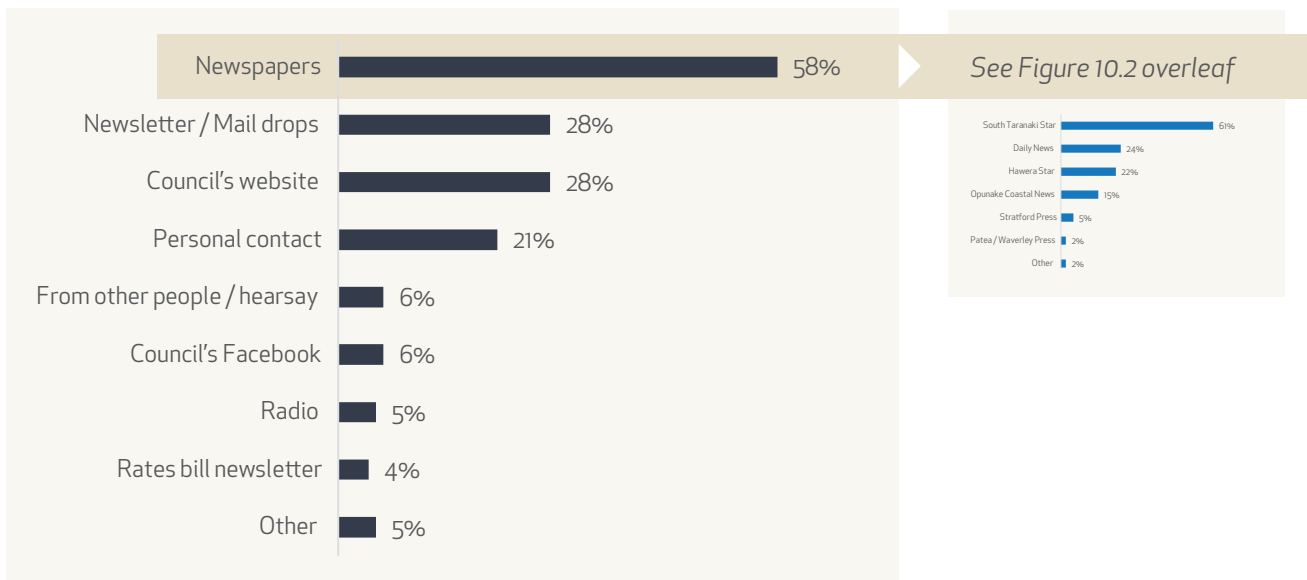
10.1 Residents' ability to find Council information

- 92% of residents know how to get information about the Council and its activities if they require.
- **Performance target exceeded:** aim = 80%, actual = 92%.

The most common way that residents gather information about the Council is through newspapers (58% of residents), followed by newsletters/mail drops (28%) and the Council's website (28%).

There were no significant age, gender or ward differences regarding whether or not residents know how to find Council information.

Figure 10.1 Most common sources of information about the Council



There are significant generational differences regarding sources of information about the Council:

- Residents in the 18-34 age bracket were significantly more likely to go to the Council's Facebook page for information (14%) than older residents were (35-54 year-olds: 8%; 55+ year-olds: 1%)⁴;
- Although newspapers remain one of the most popular information sources across the board, 18 - 34 year old residents are significantly less likely to find information from newspapers compared to older generations; and
- Perhaps unsurprisingly, residents aged 55 years and over are significantly less likely to use internet-based information sources (Council's Facebook page and website) than younger generations are.

4. See appendix two available in a separate document

There are three significant regional differences in terms of information sources to note:

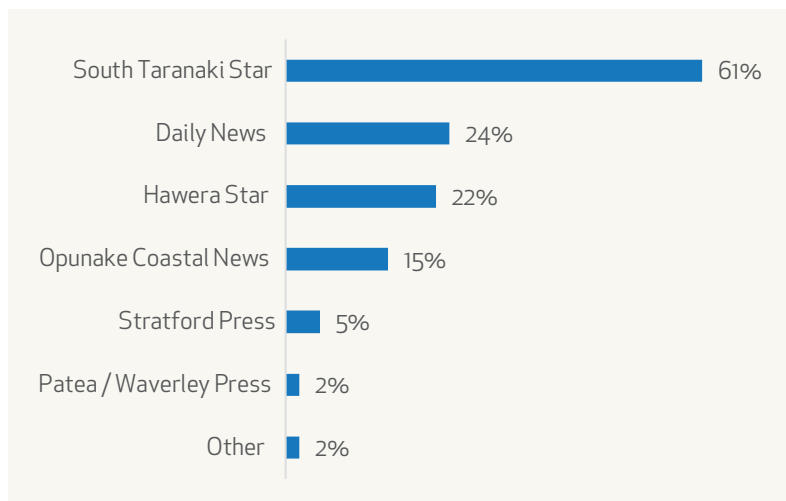
- Patea residents indicated that they collect Council information from newsletters/mail drops significantly more (47%) than residents in other areas;
- Residents in Tangahoe find information related to the Council by making personal contact with the Council significantly more (40%) than those in other areas; and
- Significantly more Egmont Plains residents (6%) are not aware of any Council information sources.

No significant differences were found between genders in terms of current information sources.

10.2 Newspapers

Among those residents who source information about the Council from newspapers, the most popular newspaper is the South Taranaki Star (61% of the 232 residents).

Figure 10.2 South Taranaki newspaper readership

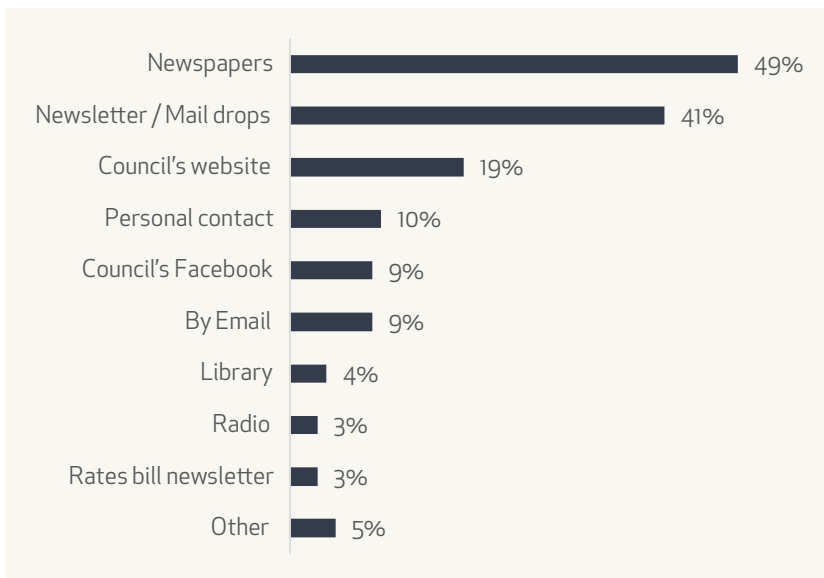


Newspaper readership in the South Taranaki District varies across ward. Although the South Taranaki Star is the most popular newspaper across all wards, unsurprisingly, local newspapers are read by significantly more residents living in that locality than in other wards. For example, the Hawera Star is read by significantly more residents in the Hawera-Normanby Ward than in any other ward.

10.3 Future Council information preferences

- Newspapers remain residents' most popular information source to find out Council information in the future.
- Significantly more residents would like to receive information via newsletter/mail drops in the future (41%) than do currently (28%).
- Most residents would prefer to receive Council information in the future in the same way that they do currently.

Figure 10.3 Preferred future sources of Council information

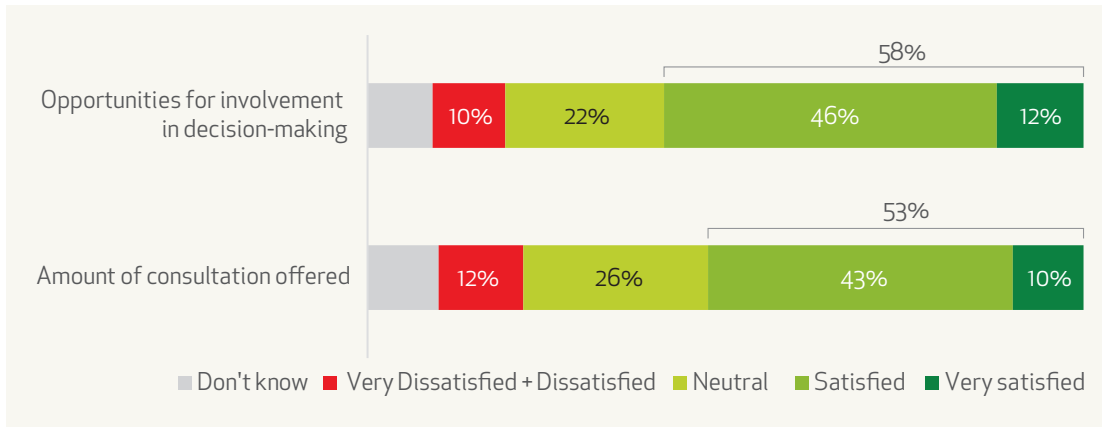


- Newspapers and newsletters/mail drops remain the most popular information sources across all age brackets.
- However, there are significant generational differences in the popularity of information mediums.
- Younger residents would greatly prefer to source information from the Facebook page compared to older residents.
- Those in the younger age bracket also prefer to gather information from newspapers less than older generations.
- The sole significant difference between genders is that females prefer to source information from the Council's Facebook more than males.

11

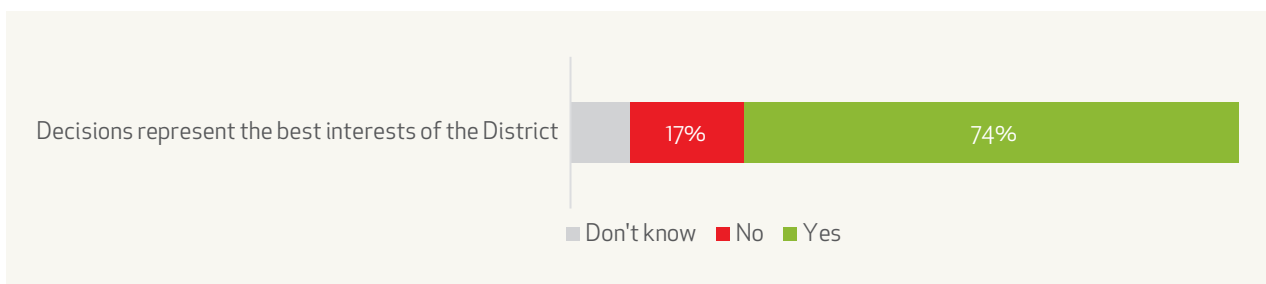
Council Representation of Residents

Figure 11.1 Satisfaction with Council representation of residents' views



- In previous survey iterations, a 5-point satisfaction scale had been used for these two measures. The neutrals are excluded here for consistency with this previous research and council KPIs (just for these two measures).
- 80% of residents are satisfied with the opportunities the Council provides for public involvement in decision-making.
- Public involvement in decision-making **performance target almost met**: aim = 60%, actual = 58%.
- 78% are satisfied with the amount of consultation that the Council offers.
- Amount of consultation the Council offers **performance target met**: aim = 51%, actual = 53%.

Figure 11.2 Council decisions

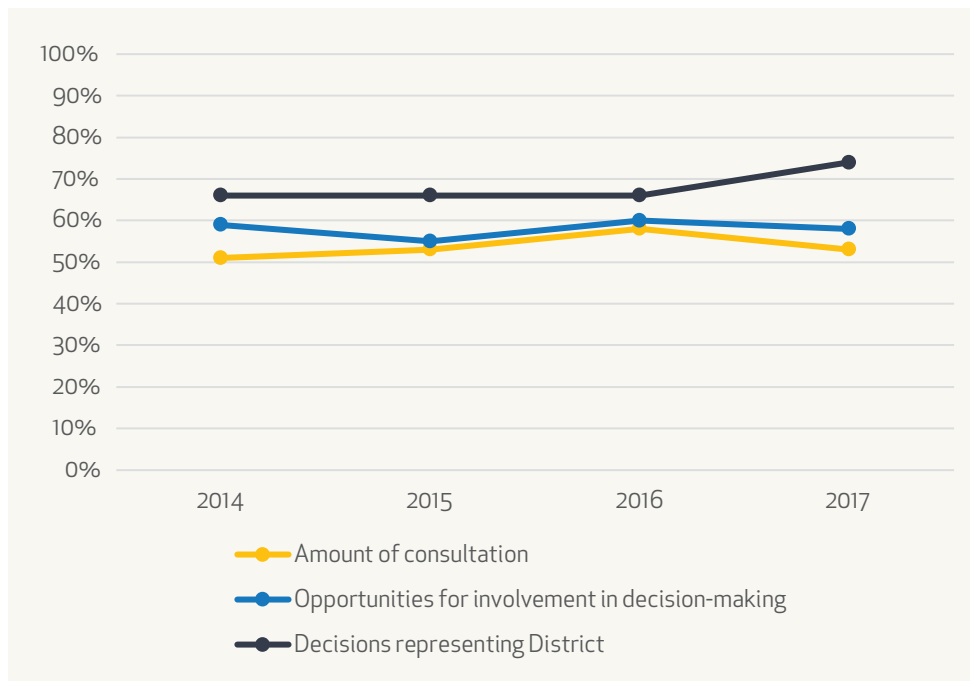


- 74% of residents indicated that they feel the decisions made by the Council represent the best interests of the District.
- **Performance target exceeded**: aim = 69%, actual = 74%.
- No significant differences were found between age, gender or ward in terms of Council representation of residents' views.

Trend analysis reveals the following:

- After remaining stable for three years, residents' agreement that Council decisions represent the best interests of the District has increased by 8% since 2016.
- Satisfaction levels with the amount of consultation offered and opportunities provided for involvement in decision-making appear to closely track each other over time. Opportunities for involvement in decision-making remains stable, where amount of consultation has declined slightly since 2016.

Figure 11.3 Resident satisfaction with Council representation of residents over time

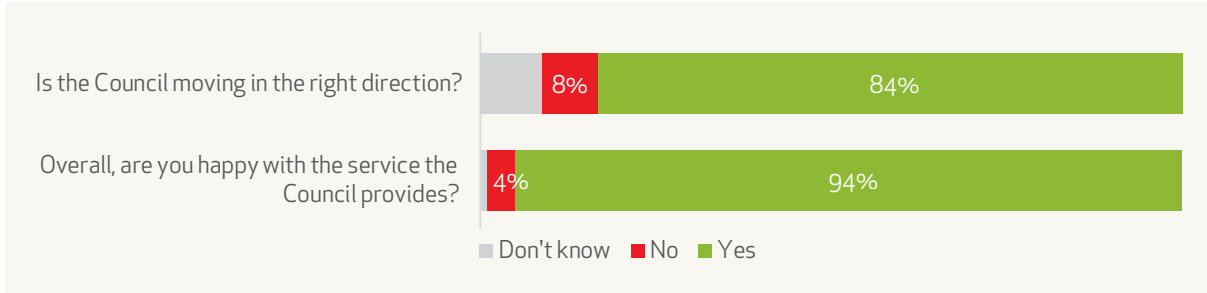


12

Council Direction and Improvement

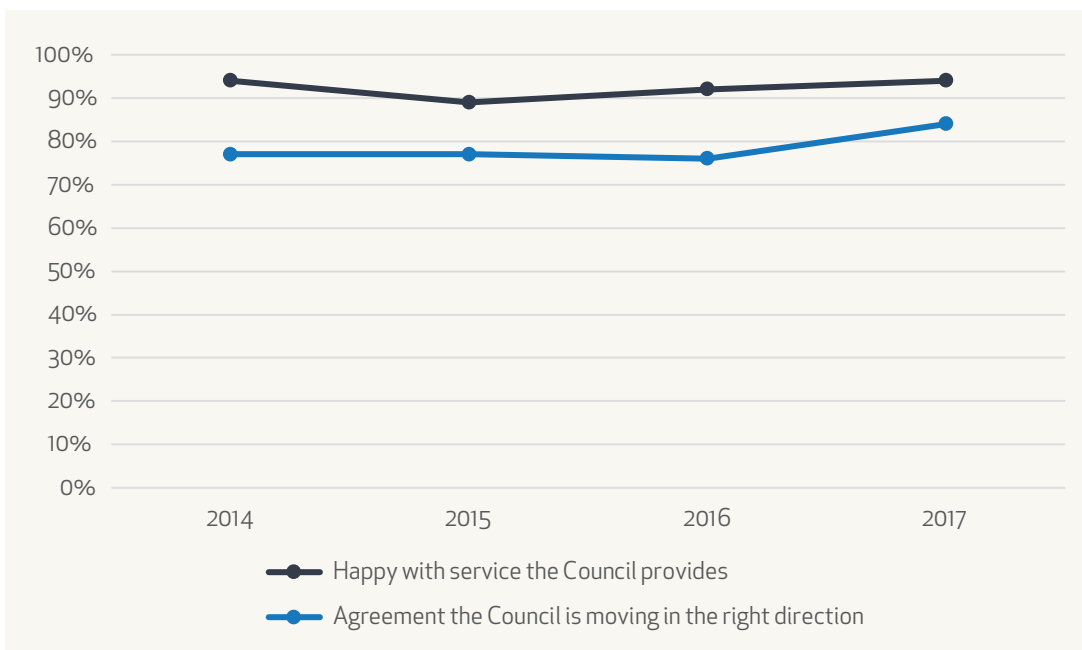
12.1 Council direction and service provision

Figure 12.1 Council direction and service provision



- Encouragingly, 94% of residents in the South Taranaki District are happy with the service the Council provides.
- 84% feel that the Council is moving in the right direction.
- There were no significant age, gender or ward differences in terms of residents' perceptions of Council direction and service provision.
- Trend analysis shows a promising improvement in residents' perception that the Council is moving in the right direction, with an 8% increase seen since 2016.
- There was no substantial variability in residents' happiness with the service the Council provides.

Figure 12.2 Residents' perceptions of Council direction and service provision over time

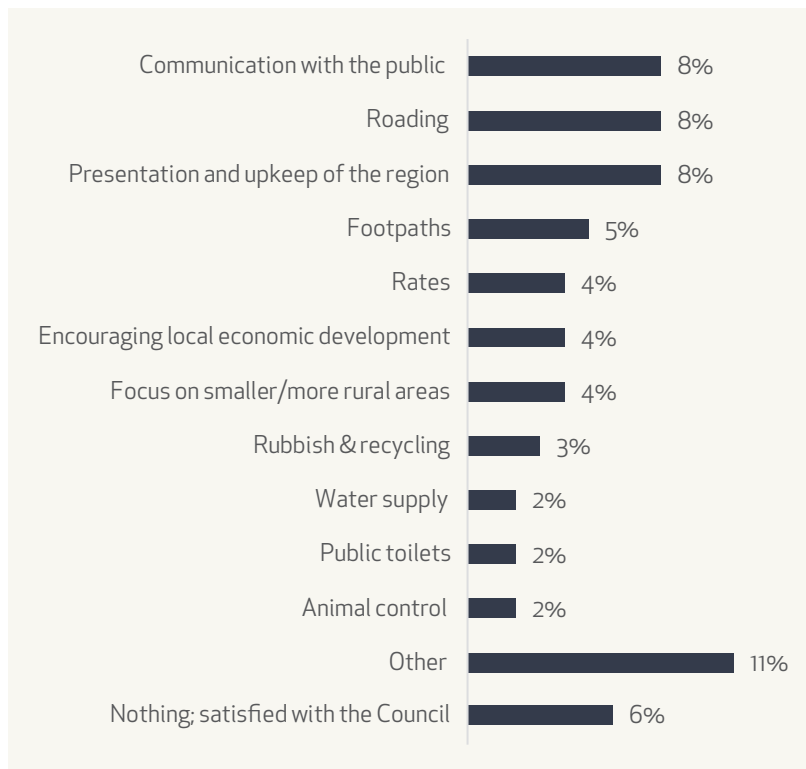


12.2 Council improvement

Areas that residents would like the Council to improve on are varied and spread over many areas of Council responsibility. The 'top three' priorities for Council improvement, as indicated by District residents (all identified by 8% of respondents) are:

- improve communication with the public;
- roading; and
- presentation and upkeep of the region.

Figure 12.3 Areas identified for Council improvement



- There were no significant gender or ward differences in terms of areas identified for Council improvement.
- However, significantly more rural residents (15%) identified roading as a Council area for improvement than urban residents (3%).
- Residents in the 18-34 age bracket considered public toilets to be a priority for Council improvement significantly more than residents in other age brackets⁵.
- There were no other significant differences between residents of different ages in the areas identified for the Council to improve on⁶.

5. This must be interpreted with caution due to the small base sizes.

6. Trend analysis is not possible for this measure, due to the wide variety of answers given and the lack of a consistent response categorisation system.

13

Identifying Action Points

To determine the relative role that different Council service areas play in overall resident satisfaction, a key driver analysis was conducted. Identifying not just what is most important to residents, but also where resources should be focused to drive an increase in resident satisfaction can be invaluable for determining action points and investment areas. The results of the analysis are summarised below in Figure 13.1, which displays key Council action points at a glance.

The further to the right an aspect is, the more important it is to residents; and the closer to the top of the chart an aspect it, the better performing it is (i.e. a high proportion of residents are satisfied with it).

The analysis summarises where limited resources should be allocated. For example, satisfaction with the maintenance of parks and reserves is relatively high, but has a fairly low impact on residents' overall satisfaction. If satisfaction levels in this area dropped, then the impact on overall residents' satisfaction is likely to be small. This may be taken into account when considering resource allocation in the future.

In contrast, opportunities for the public to participate in decision-making has a high impact on overall satisfaction, yet residents' satisfaction here is low. Increasing satisfaction in this area may lead to an increase in overall resident satisfaction.

Taking all attributes into account, the following emerged as the key drivers of resident satisfaction that are currently performing *relatively poorly*⁷, ordered by importance:

- 1. Opportunities for the public to participate in decision-making**
- 2. Rate expenditure**
- 3. Amount of consultation the Council offers**
- 4. Stormwater**
- 5. Footpaths**
- 6. The control of animals**

Improving performance in these areas (particularly for opportunities for the public to participate in decision-making, rate expenditure and amount of consultation the Council offers) may have a substantial impact on overall resident satisfaction.

The following were identified as important service areas for the Council to maintain:

- Water supply
- Wastewater

Base sizes vary across questions due to varying service and facility usage.

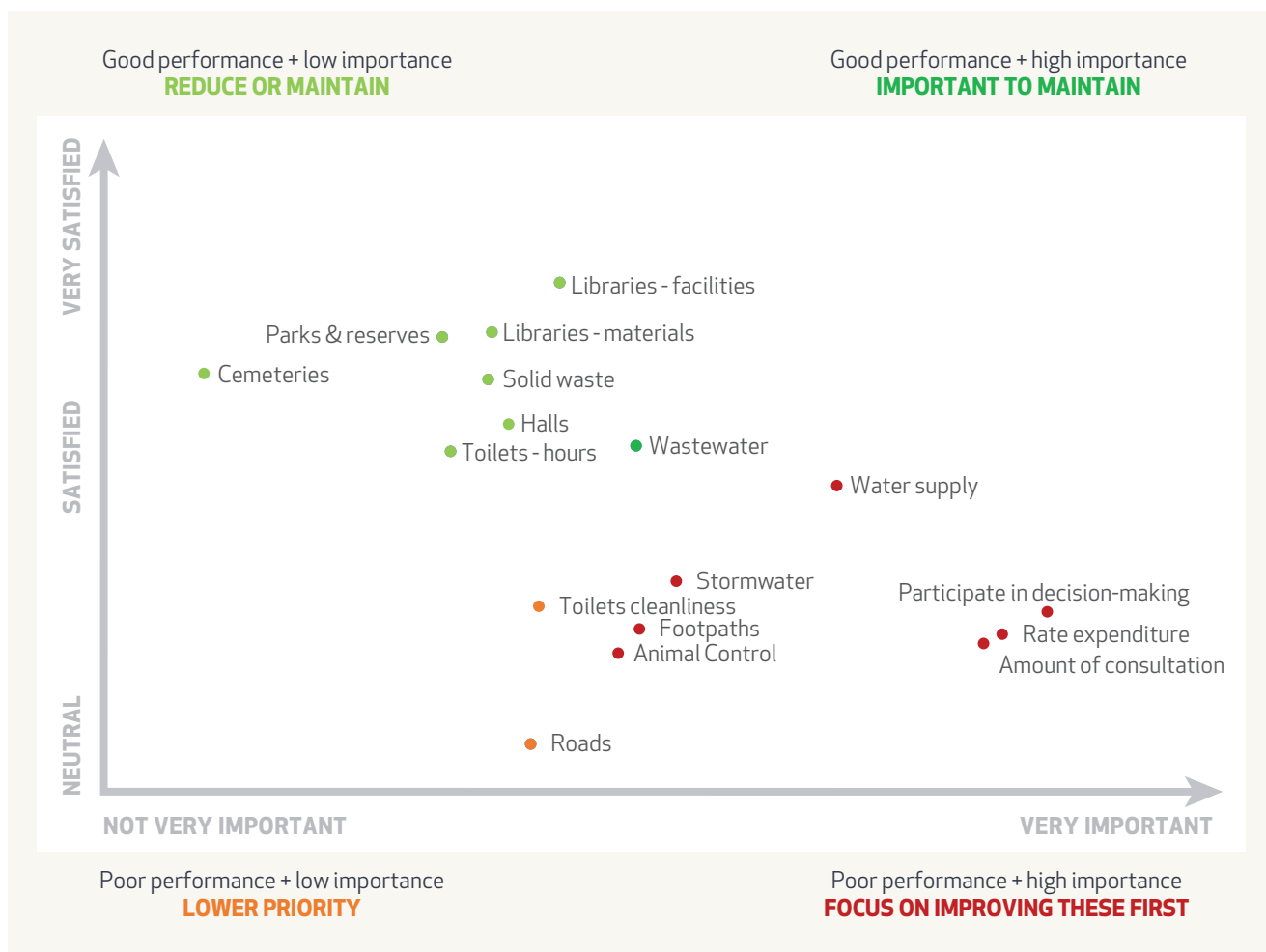
⁷ Note that all service areas have satisfaction ratings that are positive; performance is considered relatively from 'neutral' through to 'very satisfied' responses.

The key driver analysis plots satisfaction scores in key service areas for service users (calculated *excluding* 'don't know' answers⁸) against the strength of the relationship between that service area and overall resident satisfaction.

Due to the method of calculation, values in the below graph are not comparable to those reported previously in this document. This analysis shows the relative importance of key Council service areas to residents plotted against their performance.

Results of this analysis must be considered with some caution. There are a number of other factors not measured and not included in the below model which influence overall resident satisfaction, and this should be taken into account when interpreting results.

Figure 13.1 Key driver analysis



8. Note that, in contrast, the bulk of this document reports satisfaction scores calculated *including* 'don't know' answers. Don't know answers are excluded here to provide more reliable results.

14

Appendix One: Demographic Profile

Age

	%	n
18 - 24	4%	18
25 - 34	13%	53
35 - 44	26%	104
45 - 54	16%	63
55 - 64	21%	84
65+	20%	80

Gender

	%	n
Male	50%	200
Female	50%	202

Location

	%	n
Urban	57%	230
Rural	43%	172

Ward

	%	n
Egmont Plains	24%	96
Eltham	15%	60
Hawera-Normanby	36%	146
Patea	14%	58
Tangahoe	10%	42

Ethnicity

	%	n
NZ European	90%	360
Māori	10%	40
Other European	2%	7
Asian	1%	6
Middle Eastern/Latin American/African	0%	2
Pacific Peoples	0%	1

Household size

	%	n
Just you (1)	18%	73
2	33%	134
3	15%	59
4	20%	82
More than 4	13%	54

Income

	%	n
Less than \$30,000 per year	15%	59
\$30,000 - \$50,000 per year	15%	62
\$50,000 - \$70,000 per year	19%	78
\$70,000 - \$100,000 per year	20%	80
More than \$100,000 per year	19%	76
Declined	6%	23
Don't know	6%	24

Years lived in South Taranaki District

	%	n
5 years or less	5%	22
6 to 10 years	8%	32
More than 10 years	87%	348

Main shopping town

	%	n
Hawera	69%	278
New Plymouth	10%	39
Opunake	7%	29
Stratford	5%	22
Out of region (Wanganui)	4%	15
Waverley	1%	6
Eltham	1%	5
Patea	0%	2
Manaia	0%	2
Rahotu	0%	1
Kaonga	0%	1
Out of region (Palmerston North)	0%	1
Out of region (overseas)	0%	1

Main work location

	%	n
Hawera	31%	124
Opunake	12%	48
Eltham	7%	28
Manaia	4%	15
Waverley	3%	14
Patea	3%	13
New Plymouth	2%	9
Kaponga	2%	8
Stratford	1%	6
Not applicable - location varies	9%	35
Not applicable - Retired/Don't work	25%	102



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