



RESEARCH FIRST



Cape Egmont Lighthouse, South Taranaki

SOUTH TARANAKI DISTRICT COUNCIL

RESIDENT SATISFACTION SURVEY 2018



RESEARCH REPORT
March 2018

Contents

Resident Satisfaction Survey 2018

Disclaimer

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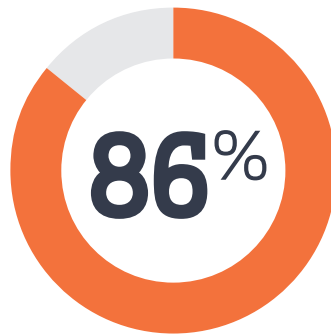
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1

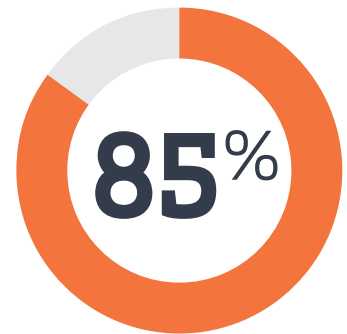
Key Messages Council Operations



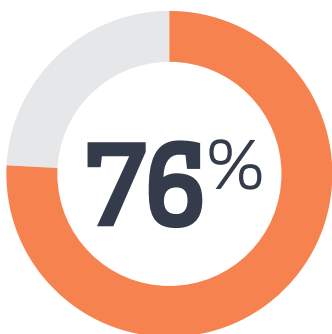
happy with the **service that the Council provides.**



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



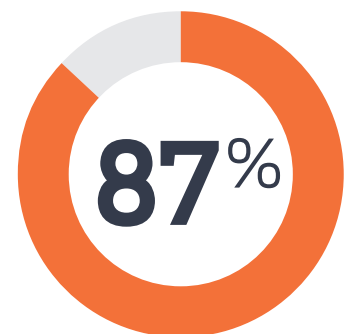
feel that the Council is **moving in the right direction.**



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



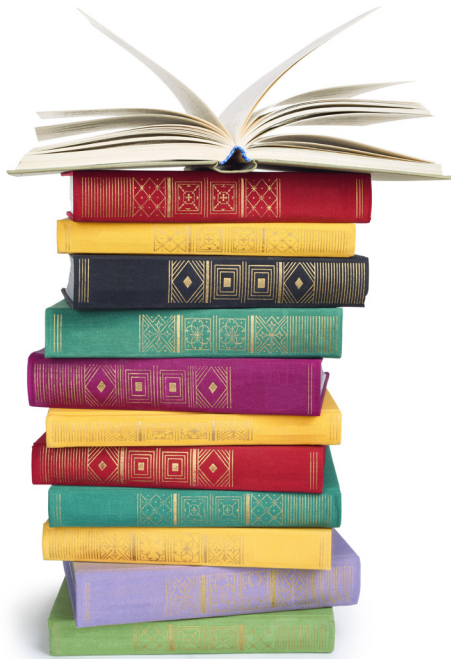
satisfied with the **amount of consultation** the Council offers.



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

1

Key Messages Council Facilities



98% satisfied with the facilities and customer service at public libraries.

96% satisfied with the materials etc. provided at the public libraries.

96% satisfied with the maintenance of cemeteries.

97%

satisfied with parks and reserves.

81%

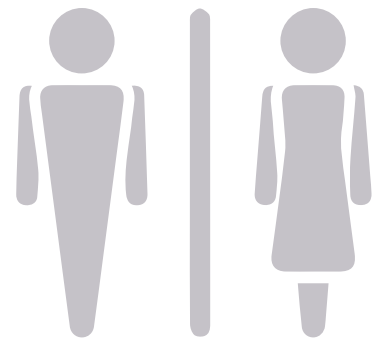
satisfied with public toilet opening hours.

95%

satisfied with public halls.

79%

satisfied with maintenance of public toilets.



1

Key Messages Council Services

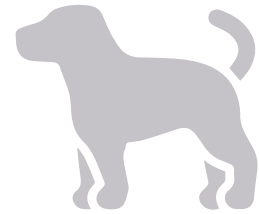


94%

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

83%

satisfied with **footpaths.**



82%

satisfied with the **control of animals.**

73%

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



83% satisfied with the water supply.

85% satisfied with the wastewater system.

80% satisfied with stormwater systems.

2

Research Design

2.1 Context

South Taranaki District Council (the Council) conducts an annual survey of residents. This is designed to gather feedback about the services and facilities that the Council offers and to identify how well the residents think those services have been 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 South Taranaki District (the District), and the opportunities they provide.

The key service areas tested in the 2018 residents' survey were:

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

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

2.1 Method

In line with previous years, the 2018 survey was primarily conducted by landline telephone. 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 first used in 2017. The online completion option is important because it helps minimise non-response error by increasing the response rate. For the 2017 and 2018 surveys, those respondents who were unwilling or unable to complete the survey by telephone or who preferred to complete the survey online were offered an email containing a link to the online survey.

The 2018 survey was also advertised through the South Taranaki District Council website. This had dual benefits of (1) increasing awareness of the survey among those that were contacted by telephone, and (2) providing a more inclusive approach by delivering a wider reach and greater engagement opportunities than through the telephone sample alone. A banner advertisement allowed residents visiting the homepage to click on a link that directed them to the survey.

2.4 Sampling

Following a pilot testing phase, data collection took place between the 7th and 26th of February 2018. The telephone survey element used 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. A quota system was used to ensure the sample was representative of the District's population (as per Census 2013 statistics).

403 surveys were completed. A full demographic breakdown of the sample is shown in Appendix One.

Data is accurate to a maximum of +/- 4.9% at the 95% confidence level. This means that if 50% of respondents stated they were satisfied with a Council facility, then we could be 95% sure that between 45.1% and 54.9% of the entire South Taranaki 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.

2.5 Data analysis

Prior to the 2017 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 different to having an opinion on the topic that 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 opportunity 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.

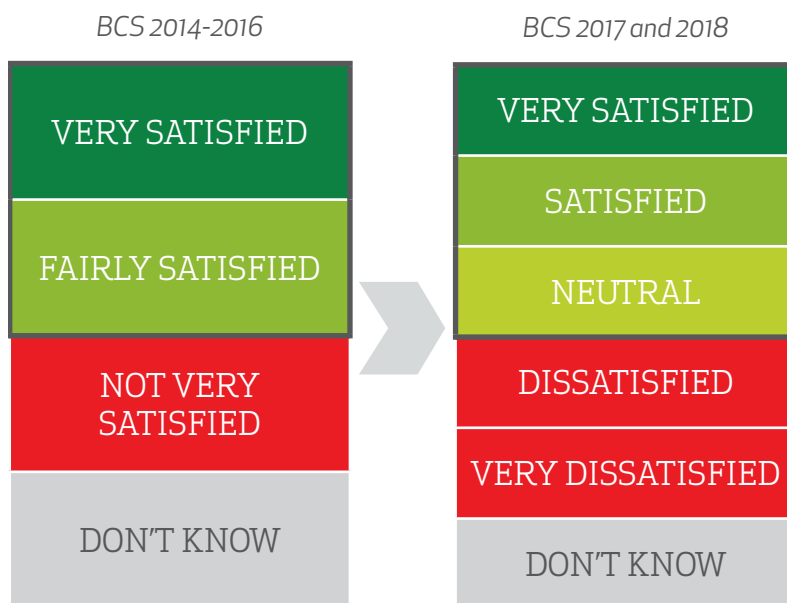
To overcome these design problems, the 2017 survey introduced an improved 5-point scale, which has also been used for this 2018 survey:



This 5-point 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, where previous survey iterations used a 5-point satisfaction scale.

Given the change in scale design, scores from the 2017 and 2018 surveys are adjusted to allow for accurate trend analyses. This is done through the calculation of a benchmark comparison score:



2014-16 figures show residents that indicated they were very satisfied or fairly satisfied. 2017 and 2018 comparative figures combine very satisfied, satisfied, and neutral.

In the 2014-16 surveys respondents did not have the option of indicating neutral feelings about Council service areas. Analysis of data revealed that in 2017 and 2018 many respondents chose to respond neutrally when given the option, whereas they had previously responded as 'fairly satisfied'. Thus, it is important to include neutral responses as part of total satisfaction scores.

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).

2.6 Performance targets

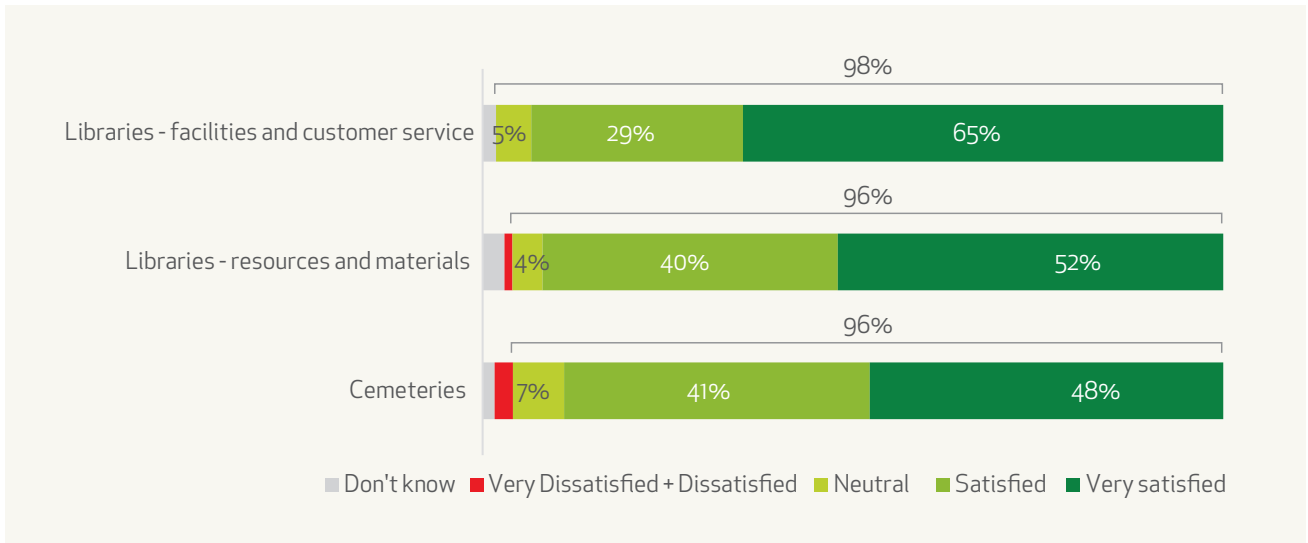
Findings have been presented in relation to Council Key Performance Indicators (KPIs) for 2017/18, as identified in the 2015-2025 Long Term Plan. Across all KPIs, the measure of satisfaction reported is the same as the BCS.

3

Cultural Services

Figure 3.1 Satisfaction with cultural services

(Base: respondents who have visited or used the services or facilities in the last 12 months or who have a household member who has visited or used the services or facilities in the last 12 months – Libraries: 273, Cemeteries: 245)



3.1 Libraries

Two-thirds of South Taranaki residents (68%) had visited a public library in the previous 12 months.

These 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 remain a stand-out asset for the District:

- 98% were satisfied with the facilities and customer service.
Performance target met: aim = 95%, actual = 98%
- 96% were satisfied with the materials, resources, and information available.
Performance target met: aim = 95%, actual = 96%

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

3.2 Cemeteries

Nearly two thirds of residents (61%) had visited South Taranaki cemeteries in the previous 12 months. These residents were asked about their satisfaction with the maintenance provided.

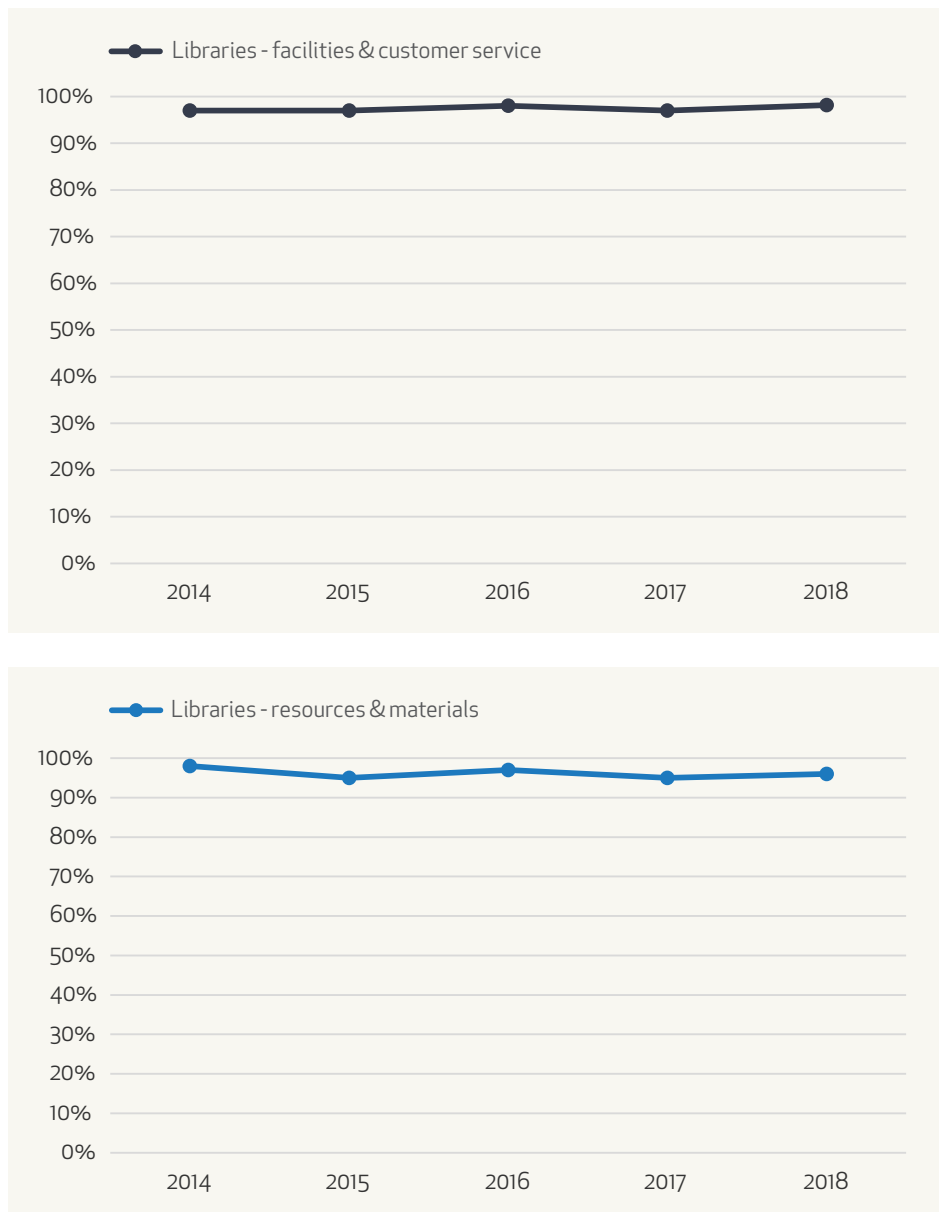
- 96% were satisfied with the maintenance of cemeteries.

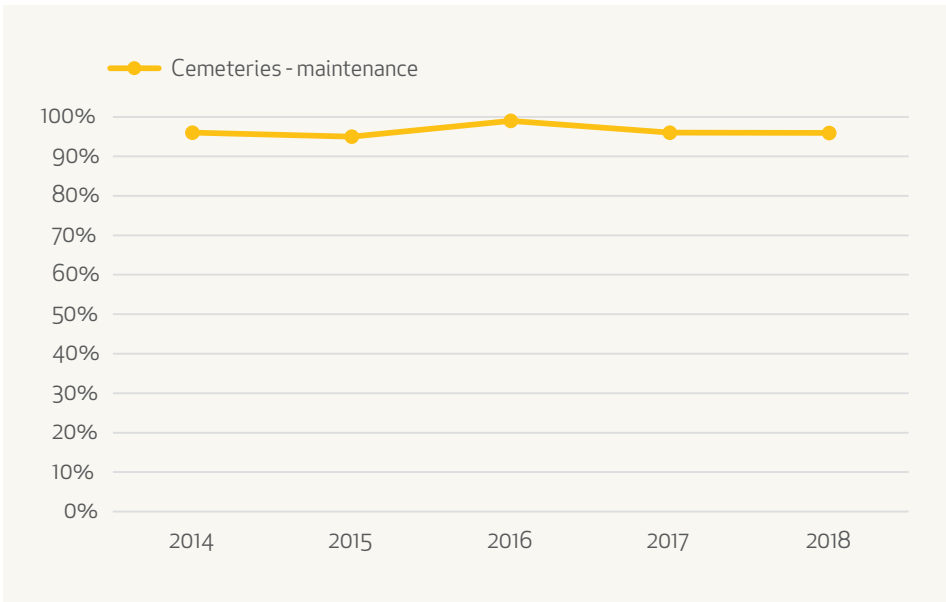
Performance target met: aim = 90%, actual 96%

3.3 Trend Analysis

Figure 3.2 shows that satisfaction levels with libraries and cemeteries have been stable from 2014 and are consistently high. The survey results show no significant changes in satisfaction.

Figure 3.2 Residents' Satisfaction with cultural services over time



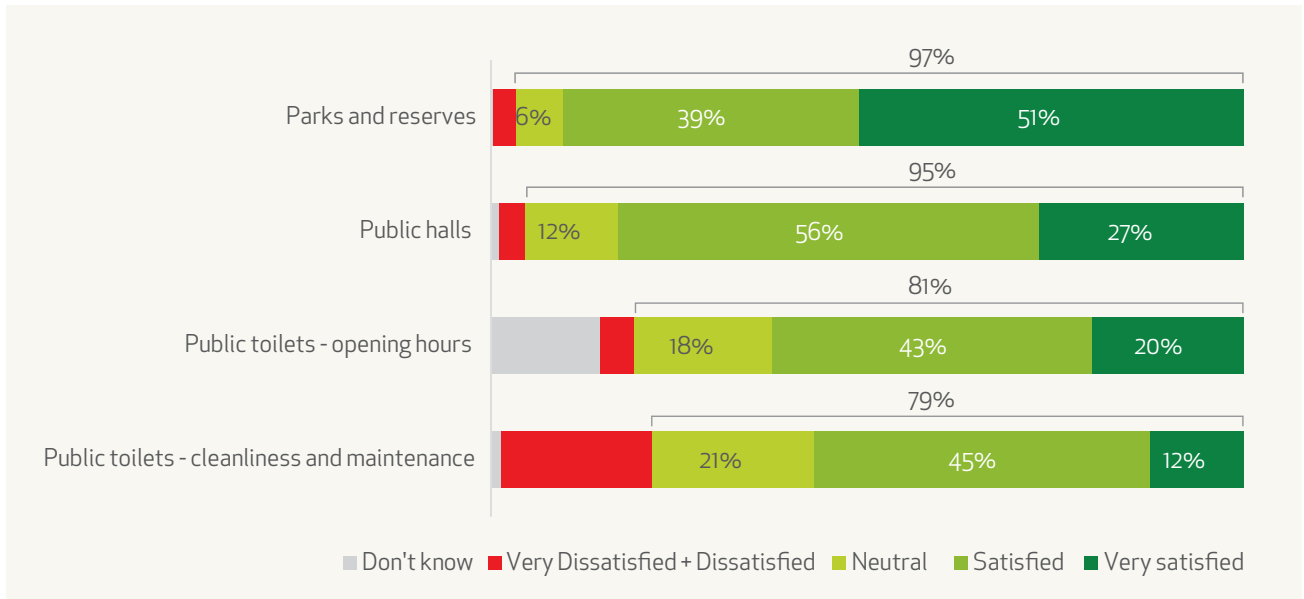


4

Recreation and Leisure

Figure 4.1 Satisfaction with recreation and leisure services

(Base: respondents who have visited or used the services or facilities in the last 12 months or who have a household member who has visited or used the services or facilities in the last 12 months – public toilets: 289, public halls: 177, parks and reserves: 337)



4.1 Parks and Reserves

- 84% of South Taranaki residents visited its parks and reserves in the last year.
- Nearly all of these residents (97%) indicated that they were satisfied with the appearance and maintenance of parks and reserves.

Performance target met: aim = 90%, actual = 97%

- There were no significant differences in use levels or satisfaction levels from residents in different wards or age groups.

4.2 Public Halls

- Just under half of residents (44%) had used public halls in the District in the last year.
- Hall users are positive about the facilities; 95% were satisfied with cleanliness and maintenance.

Performance target met: aim = 90%, actual = 95%

- There were no significant differences in use levels or satisfaction levels from residents in different wards or age groups.

4.3 Public Toilets

- 72% of residents used South Taranaki public toilets in the last year. These residents were asked for their levels of satisfaction with the cleanliness and opening hours of these facilities.

- 81% were satisfied with opening hours.

Performance target not met: aim = 85%, actual = 81%


- 79% were satisfied with levels of cleanliness and maintenance.

Performance target not met: aim = 90%, actual = 79%

- Reasons given for dissatisfaction focused on levels of cleanliness:

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

	%	n
Toilets unclean/unpleasant	88%	51
Soap, handtowels etc. not provided	17%	10
Other	3%	2
Number of respondents		58

 *“It never smells nice so that indicated to me it is not clean. Other toilets have a written log so you know the last time it was cleaned.”²*

- There were no significant differences in use levels or satisfaction levels from residents in different wards or age groups.

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.

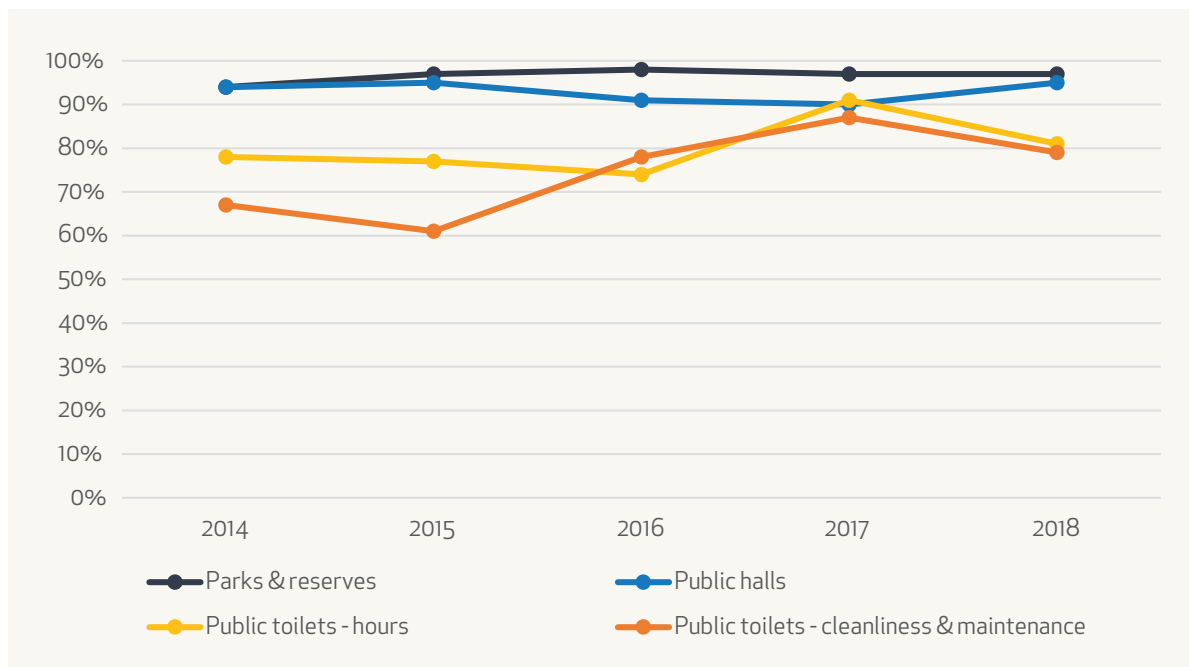
² A resident's comment on why he/she was dissatisfied with the levels of cleanliness and maintenance of public toilets. The full list of comments is provided as an appendix in a separate document.

4.4 Trend Analysis

Analysis of the results alongside those from previous surveys demonstrates the following points:

- Levels of satisfaction with the maintenance of parks and reserve and public halls were consistently high across the 2014 – 2018 period.
- Levels of satisfaction with both the opening hours and the cleanliness and maintenance of public toilets have dropped since the 2017 survey point. There is still an upward trend in the results over time, but performance in this area should be monitored to prevent further drops in residents' satisfaction.

Figure 4.2 Residents' satisfaction with recreation and leisure facilities over time



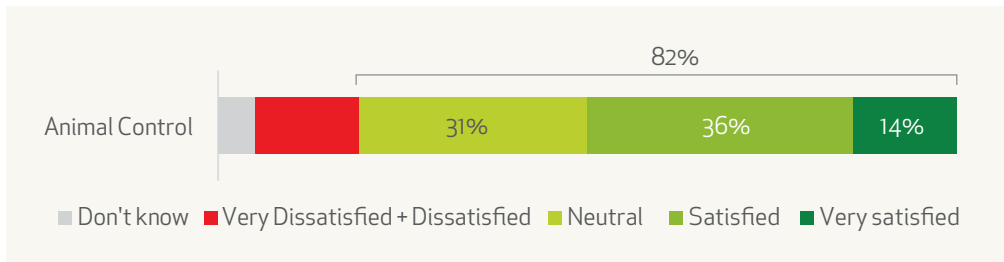
5

Environment and Development

5.1 Animal Control

Figure 5.1 Satisfaction with animal control

(Base: all respondents, 403)



- 82% of residents were satisfied with the control of animals (e.g., dogs or wandering stock) in the South Taranaki District.³
- Reasons for dissatisfaction focused on the frequency that problems occur in the area and a slow response from the animal control service.

Table 5.1 Reasons for dissatisfaction with the control of animals

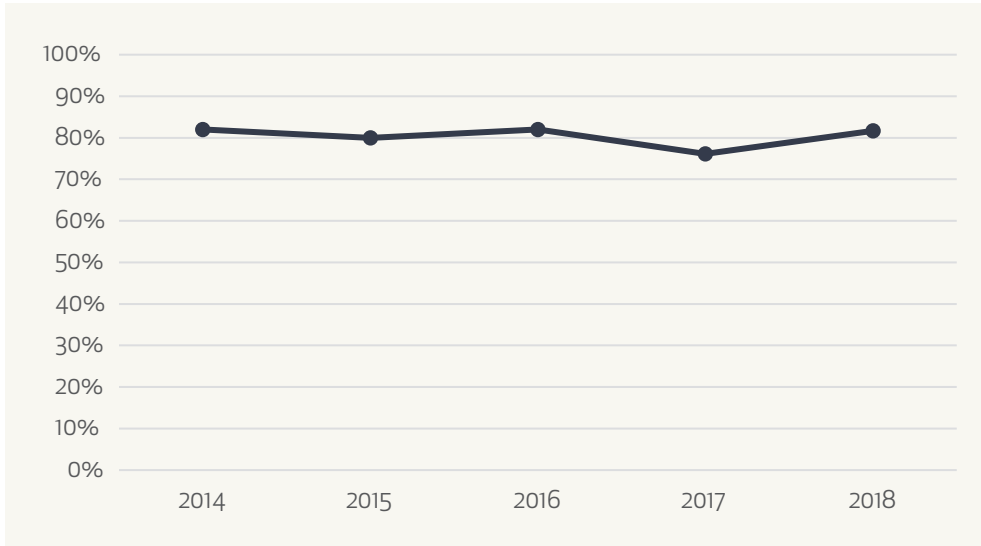
	%	n
Lots of animals roaming	57%	33
Other animal-related problems encountered	47%	27
No/slow response from animal control	40%	23
Number of respondents		58

There were no significant differences in satisfaction levels from residents in different wards or age groups.

³ No resident satisfaction performance target is set for animal control in the long term plan. Performance is monitored through internal measures.

5.2 Trend Analysis

Trend analysis shows that satisfaction levels are broadly consistent over time. Satisfaction levels have risen, following a dip recorded at the 2017 survey point. Results for 2018 are consistent with the 2014 – 2016 period.

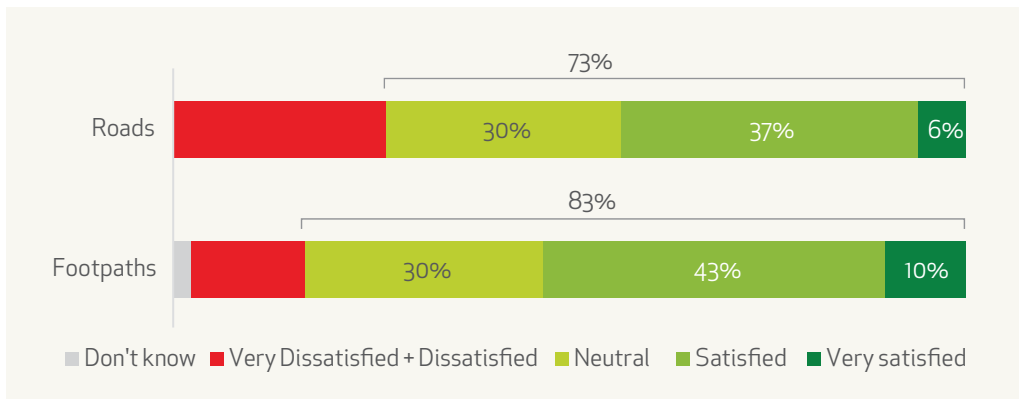


6

Roading and Footpaths

Figure 6.1 Satisfaction with roading and footpaths

(Base: all respondents, 403)



6.1 Roothing

- Three-quarters of residents (73%) were satisfied with the condition of Council roads in the District (excluding state highways).
Performance target not met: aim = 80%, actual = 73%
- There was a significantly higher proportion of residents that were dissatisfied with roading when compared with dissatisfaction levels for the other Council services and facilities tested.
- Satisfaction levels varied with the ward of residence. Residents of Hawera-Normanby were more satisfied with the condition of roads than residents of other wards. Residents of Egmont Plains and Eltham were less likely to be satisfied. These results are in line with findings from the 2017 survey.


Table 6.1 Satisfaction with Council roads by ward of residence

	Egmont Plains	Eltham	Hawera-Normanby	Patea	Tangahoe	All respondents
Satisfied with the condition of Council roads in the District (excluding state highways)	68%	67%	80%	74%	71%	73%
Number of respondents	96	61	137	58	51	403

- Residents that were dissatisfied commonly noted that roads were in poor condition (e.g., potholes) or that repairs were not completed properly.

Table 6.2 Reasons for dissatisfaction with Council roads

	%	n
Roads are in poor condition (e.g., potholes)	78%	84
Repairs are not completed properly	32%	35
Roads are not being maintained/ slow to happen	11%	12
Roads need widening	10%	11
Heavy traffic destroying roads	8%	9
Other	4%	4
Don't know	2%	2
Number of respondents		108

 *“There are lots of potholes, they are only patching them and not fixing them properly.”*

6.2 Footpaths

- 83% of residents were satisfied with South Taranaki footpaths⁴.
- The proportion of residents in each ward that were satisfied with footpaths was more consistent than was the case with residents' satisfaction with roads.

Table 6.3 Satisfaction with Council footpaths by ward of residence

	Egmont Plains	Eltham	Hawera-Normanby	Patea	Tangahoe	All respondents
Footpaths	81%	87%	81%	81%	92%	83%
Number of respondents	96	61	137	58	51	403

- Reasons for dissatisfaction focused on the condition of footpaths and safety.

Table 6.4 Reasons for dissatisfaction with Council footpaths

	%	n
Footpaths are in poor condition	78%	45
Footpaths are unsafe/ slippery/ hazardous	22%	13
Not enough footpaths	12%	7
Don't know	2%	1
Number of respondents		58

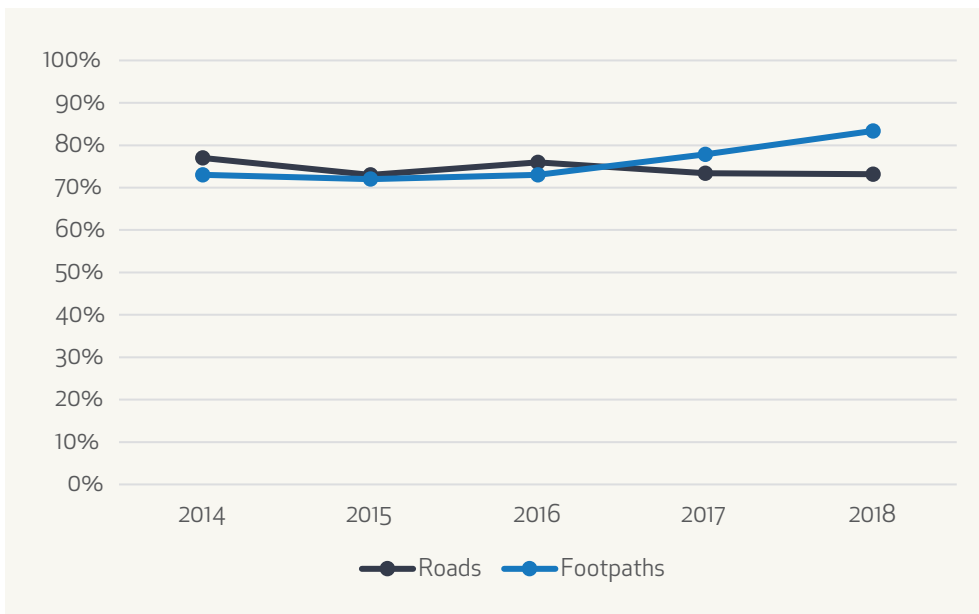
⁴ No resident satisfaction performance target is set for footpaths in the Long-Term Plan.

6.3 Trend Analysis

Figure 6.2 shows that the proportion of residents satisfied with the condition of Council roads in the District is consistent over time.

Trends show that satisfaction with footpaths may be increasing. This is a positive change and should continue to be monitored.

Figure 6.2 Residents' satisfaction with roading and footpaths over time

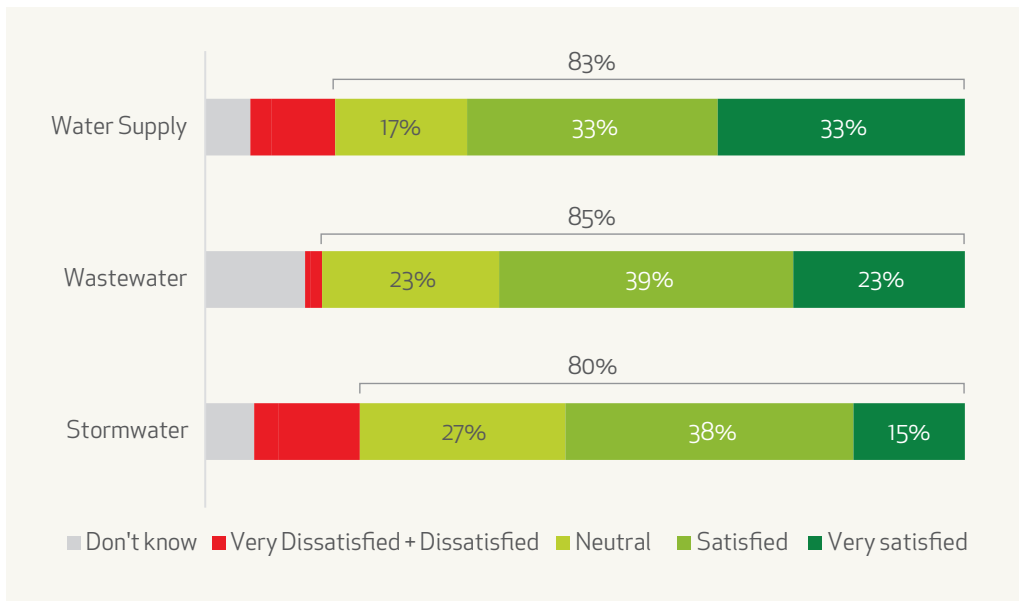


7

Water

Figure 7.1 Satisfaction with water services

(Base: all respondents, 403)



7.1 Water Supply


- 83% of residents indicated that they were satisfied with the water supply in the District.

Performance target met: aim = 80%, actual = 83%

- Satisfaction levels differed by ward. Residents in Hawera-Normanby were more likely to state they were satisfied (93%) and residents in Egmont Plains and Patea were less likely to state they were satisfied (75% and 78% respectively). This is in line with the 2017 findings.
- Reasons for dissatisfaction commonly related to the taste, water clarity, or supply issues.

Table 7.1 Reasons for dissatisfaction with water supply

	%	n
Water has unpleasant taste	42%	19
Water is discoloured	33%	15
Water supply is poor (low pressure, inconsistent etc)	33%	15
Poor communication about water issues	13%	6
Don't like chemical additives	13%	6
Costs associated with water	9%	4
Other	9%	4
Number of respondents		45

 *“The tap water was a murky colour for about 2 weeks, with no explanation. I had to fill my water bottles at work.”*

7.2 Wastewater


- 85% of residents stated that they were satisfied with the sewerage system.
Performance target met: aim = 80%, actual = 85%
- Satisfaction levels differed by ward. Again, higher proportions were satisfied in the Hawera-Normanby ward (91%) and residents in Patea were also likely to be satisfied with the wastewater service (91%). Lower proportions of residents in Egmont Plains (75%) and Tangahoe (73%) stated that they were satisfied.

7.3 Stormwater

- 80% of residents stated that they were satisfied with the stormwater system (i.e., drainage, both urban and rural).⁵
- Again, residents in Hawera-Normanby were more likely to state they were satisfied with the level of service than residents in other wards (86% satisfied). Egmont Plains had the lowest proportion of residents that were satisfied (75%).
- Residents that were dissatisfied with the stormwater system highlighted instances of flooding and levels of drain maintenance.

Table 7.2 Reasons for dissatisfaction with the stormwater system

	%	n
Flooding occurs	64%	36
Drains are blocked/not maintained	29%	16
Drainage not adequate	16%	9
Don't have storm water service	4%	2
Other	9%	5
Number of respondents		56

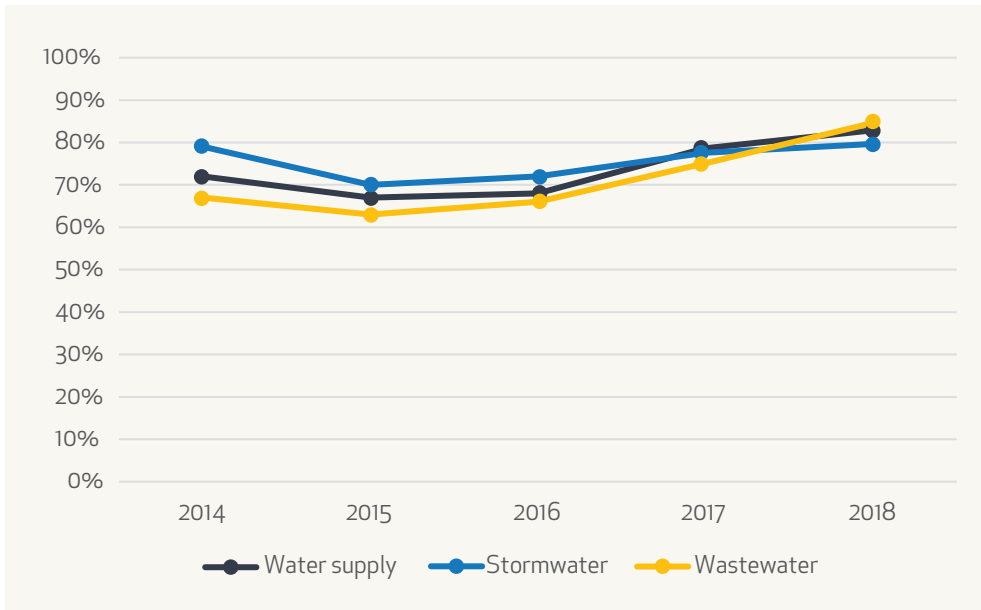
 *“Some of the stormwater drains around Hawera, a lot of debris builds up over the drains and I think if they were cleared a bit more often, there wouldn’t be a lot of surface flooding.”*

⁵ No resident satisfaction performance target is set for stormwater in the Long-Term Plan.

7.4 Trend Analysis

Analysis of residents' survey results over time shows a positive trend in satisfaction with water services.

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



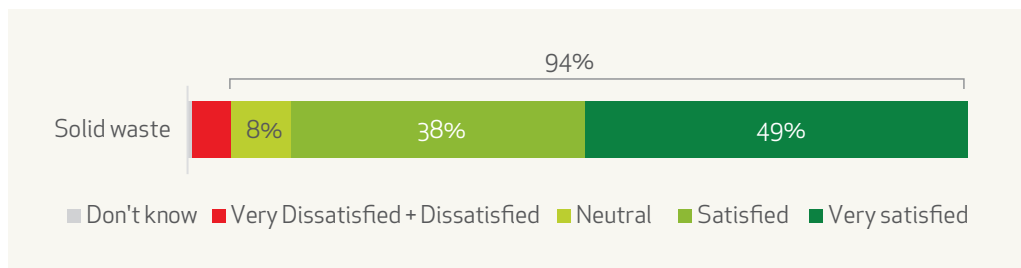
8

Solid Waste

8.1 Weekly rubbish and recycling service

Figure 8.1 Satisfaction with solid waste services

(Base: respondents who have used the weekly rubbish and recycling service in the last 12 months or who have a household member who has used the service in the last 12 months – 308)



- 76% of residents used the weekly rubbish and recycling kerbside collection service.
- Nearly all service users reported that they were satisfied (94%).
Performance target met: aim = 90%, actual = 94%
- Only 5% of residents were dissatisfied. The most common reason for dissatisfaction was that rubbish was left behind after the collection.

Table 8.1 Reasons for dissatisfaction with weekly rubbish and recycling services

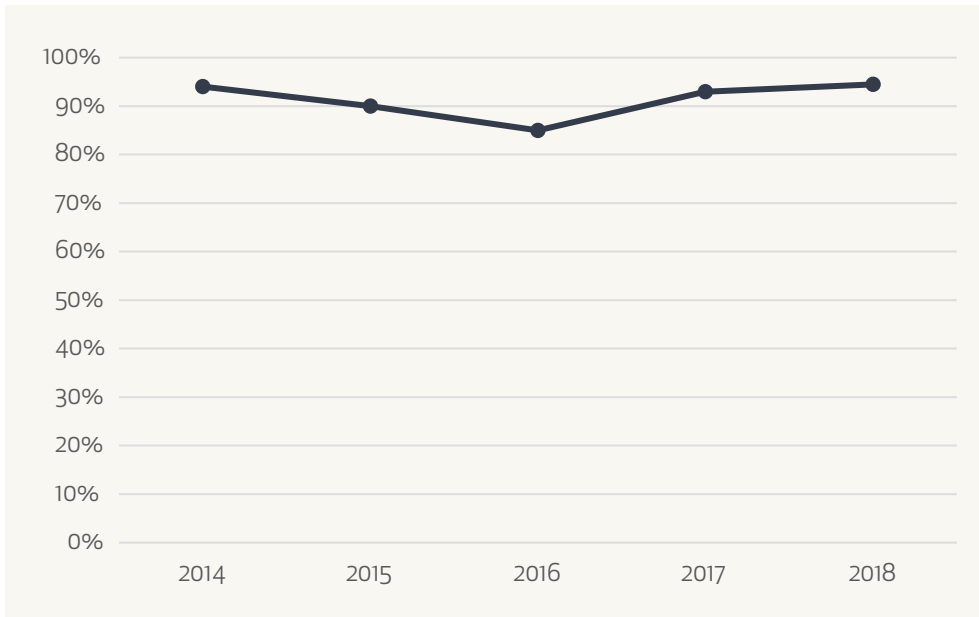
	%	n
Rubbish is left after collection	47%	7
Don't get rubbish/recycling collection in our area	7%	1
Changing process was unnecessary	13%	2
Bins get blown over	7%	1
Other	40%	6
Number of respondents		15

There were no significant differences in satisfaction levels from residents in different wards or age groups.

8.2 Trend Analysis

Residents' satisfaction levels in 2018 are in line with the 2017 results. The overall trend indicates that service levels are consistently high.

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



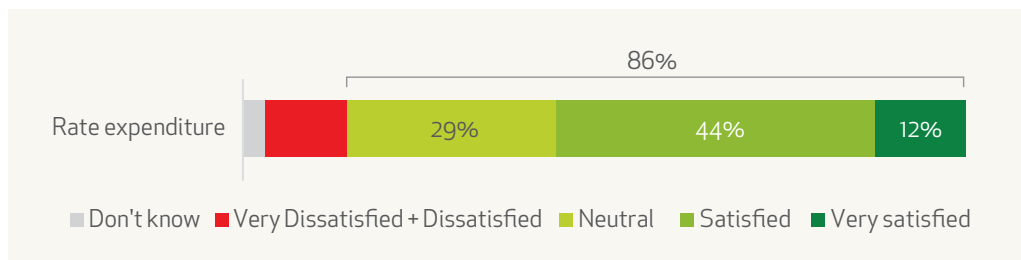
9

Rate Expenditure

9.1 Rates spend on Council services and facilities

Figure 9.1 Satisfaction with rate expenditure

(Base: respondents who have paid rates in the last 12 months, or who have a household member who paid rates in the last 12 months – 353)



- 88% of respondents indicated that they, or a member of their household, paid rates on a property in the last 12 months.
- 86% indicated that they were satisfied with the way that the Council spends rates; 11% stated that they were dissatisfied.
- There were no significant differences in satisfaction by ward or age. However, the proportion of residents satisfied in Hawera-Normanby was slightly higher. This ties in with the reasons stated for dissatisfaction by residents; perceptions of disproportionate spending in larger centres have been identified as an area to address.

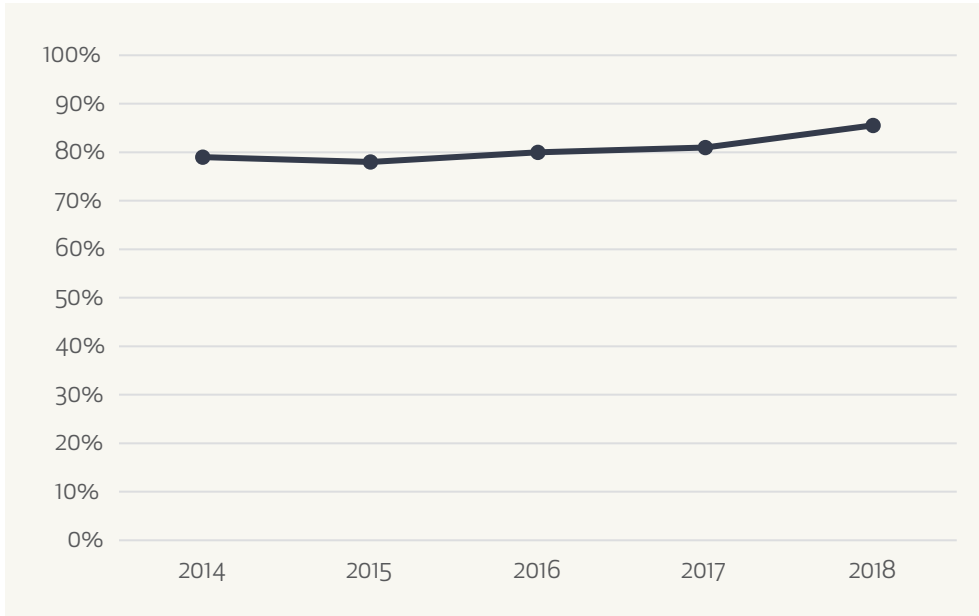
Table 9.1 Reasons for dissatisfaction with rate expenditure

	%	n
Not enough money is spent on smaller/rural areas	33%	14
There are specific areas that I would like to see more money spent on	31%	13
I pay for services/facilities that I do not use	24%	10
Money is being spent in the wrong places	19%	8
Other	7%	3
Number of respondents		42

9.2 Trend Analysis

Trend analysis shows a slight upward trend in satisfaction over time.

Figure 9.2 Resident satisfaction with rate expenditure over time



10

Council Information

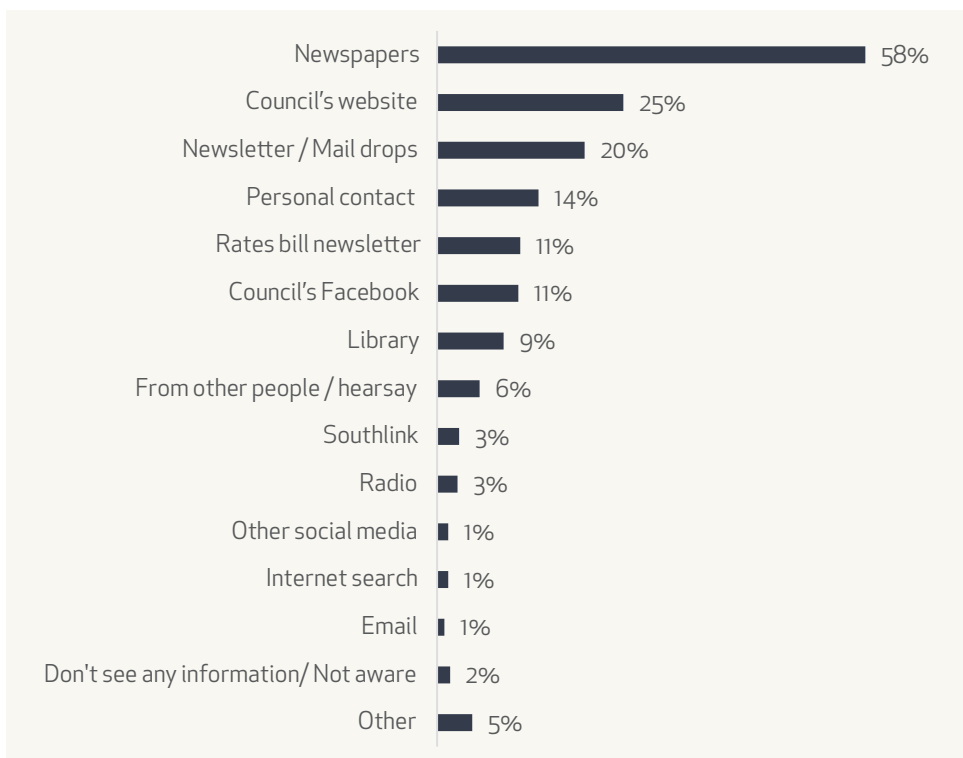
10.1 Residents' ability to find Council information

- 91% of residents know how to get Council information if they want it.

Performance target met: aim = 85%, actual = 91%

- Newspapers remain the most common source of Council information, followed by the Council's website and newsletters/mail drops. Further information about newspaper preferences can be found in section 10.2 below.

Figure 10.1 Sources of information about the Council



- The only significant difference in access to information by age was that the youngest age group was significantly more likely to state that they do not see any information.
- While not statistically significant, the figures identified interesting trends regarding access to different media by different age groups:
 - use of newspapers increased with age
 - use of the Council's website was broadly consistent across all groups except for those aged 65 and older, where use was lower
 - use of the Council's Facebook page decreased with age
 - reference to newsletters and mail drops was higher among the middle age groups (35-64 year olds). Those under 35 or 65 and older were less likely to mention newsletters and mail drops, suggesting the reach is more limited within these groups.

- Analysis of the results by ward showed that, while newspapers were the dominant source in Patea too, these residents were significantly less likely to use the Council's website to seek information. Residents in this ward were also significantly more likely to visit a library to seek Council information when compared with residents in other wards.

10.2 Newspapers

Respondents who mentioned newspapers as a source of Council information were asked which newspapers they used. Nearly three-quarters (72%) mentioned the South Taranaki Star.

Figure 10.2 South Taranaki newspaper readership

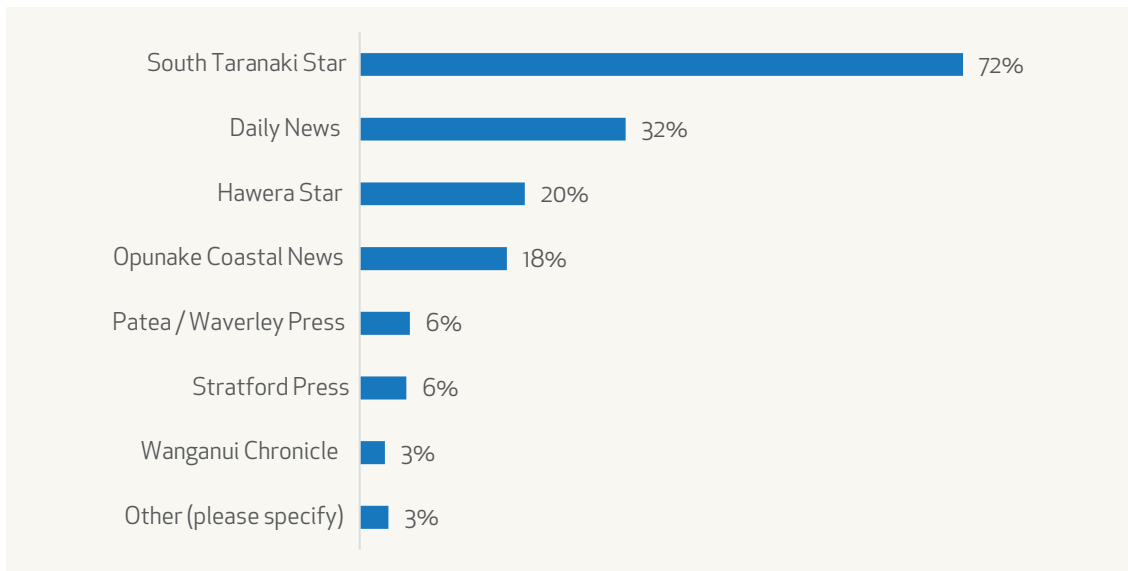


Table 10.1 shows how readership preferences differed by ward. Results show the significance of local newspapers alongside the dominance of the South Taranaki Star.

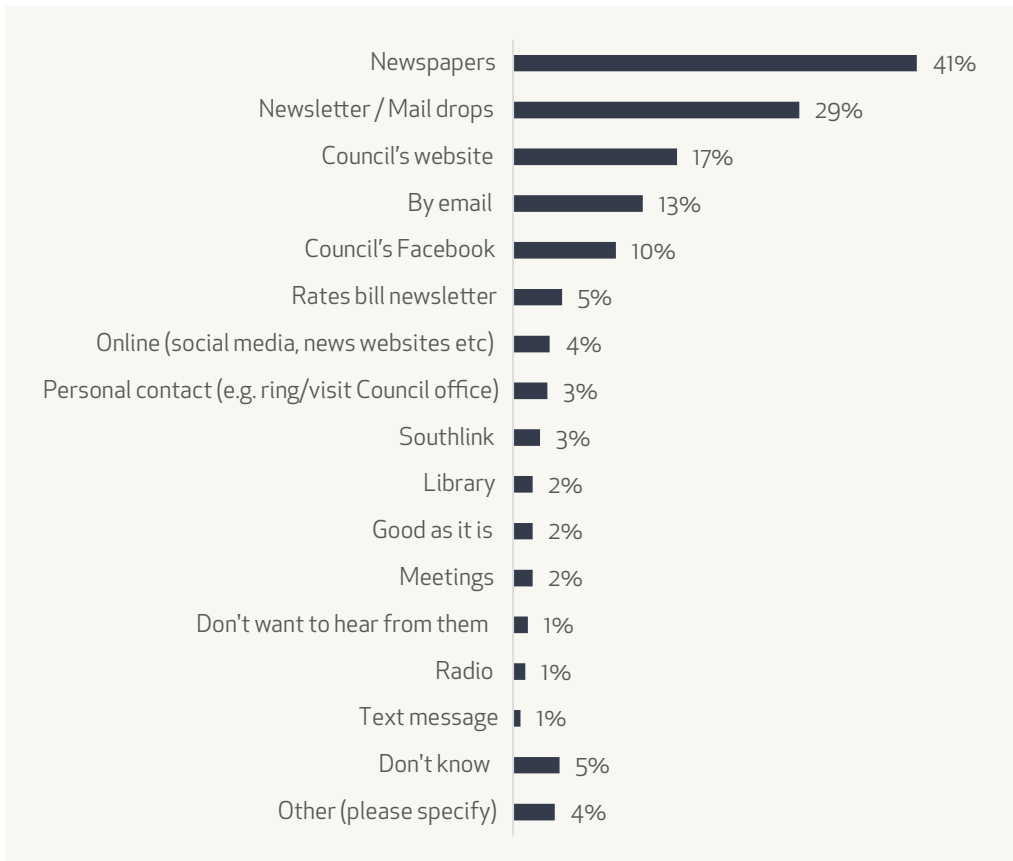
Table 10.1 South Taranaki newspaper readership by ward

	Egmont Plains	Eltham	Hawera-Normanby	Patea	Tangahoe	All respondents
South Taranaki Star	54%	65%	82%	67%	90%	72%
Daily News	44%	41%	23%	30%	30%	32%
Hawera Star	14%	35%	18%	26%	10%	20%
Opunake Coastal News	46%	30%	2%	4%	13%	18%
Patea / Waverley Press	2%	0%	0%	48%	0%	6%
Stratford Press	6%	24%	0%	0%	3%	6%
Wanganui Chronicle	2%	0%	0%	22%	0%	3%
Other	6%	3%	2%	7%	0%	3%
Number of respondents	50	37	88	27	30	232

10.3 Future Council information preferences

- The most common sources of information about the Council match those that residents would like to use in the future: newspapers, newsletters/mail drops, and the Council's website. Residents want to receive information the same way in the future as they do currently.

Figure 10.3 Preferred future sources of Council information



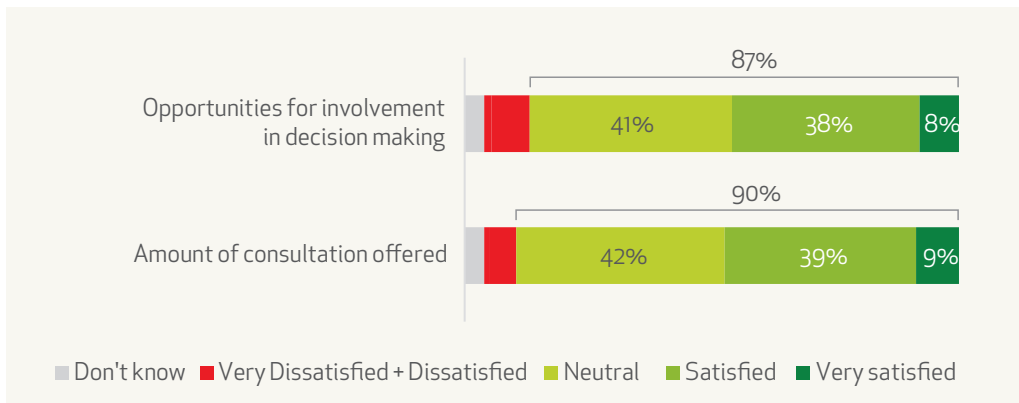
- In line with patterns in current information sources, the future information preferences differed by age group:
 - Preference for newspapers as a future information source increased with age.
 - Preference for information access through the Council's website was broadly consistent across all groups except for those aged 65 and older. These respondents were less likely to see it as a source in the future.
 - Preference for the Council's Facebook page as a future source decreased with age.

11

Council Representation of Residents

11.1 Community Consultation

Figure 11.1 Satisfaction with Council representation of residents' views



- 87% of residents were satisfied with their opportunities to participate in Council decision-making processes.
Performance target met: aim = 60%, actual = 87%
- 90% of residents were satisfied with the Council's level of consultation (the amount of consultation offered).
Performance target met: aim = 52%, actual = 90%
- The 6% of residents that were dissatisfied with the amount of consultation offered commonly identified better communication regarding consultation timing and more consultation as ways for the Council to improve.

Table 11.1 What could the Council have done better to have improved the amount of consultation?

	%	n
More communication regarding when consultation will happen	35%	9
More consultation	23%	6
Consult with the people affected/ wider group of people	19%	5
Better communication in general	12%	3
Other	12%	3
Don't know	8%	2
Number of respondents		26

- There were no significant differences in satisfaction when the results were analysed by age and ward.

11.2 Council Decisions

- Three-quarters of respondents (76%) thought that the decisions made by the Council represent the best interests of the District. 15% disagreed and 9% stated that the 'did not know.'

Performance target met: aim = 70%, actual = 76%

- Residents in the Hawera-Normanby Ward were the most positive; a significantly lower figure thought decisions do not represent the interests of the District.
- Residents that thought decisions did not represent the District's interests were asked if they had particular decisions in mind. Table 11.1 shows that consultation and communication were important to these residents.

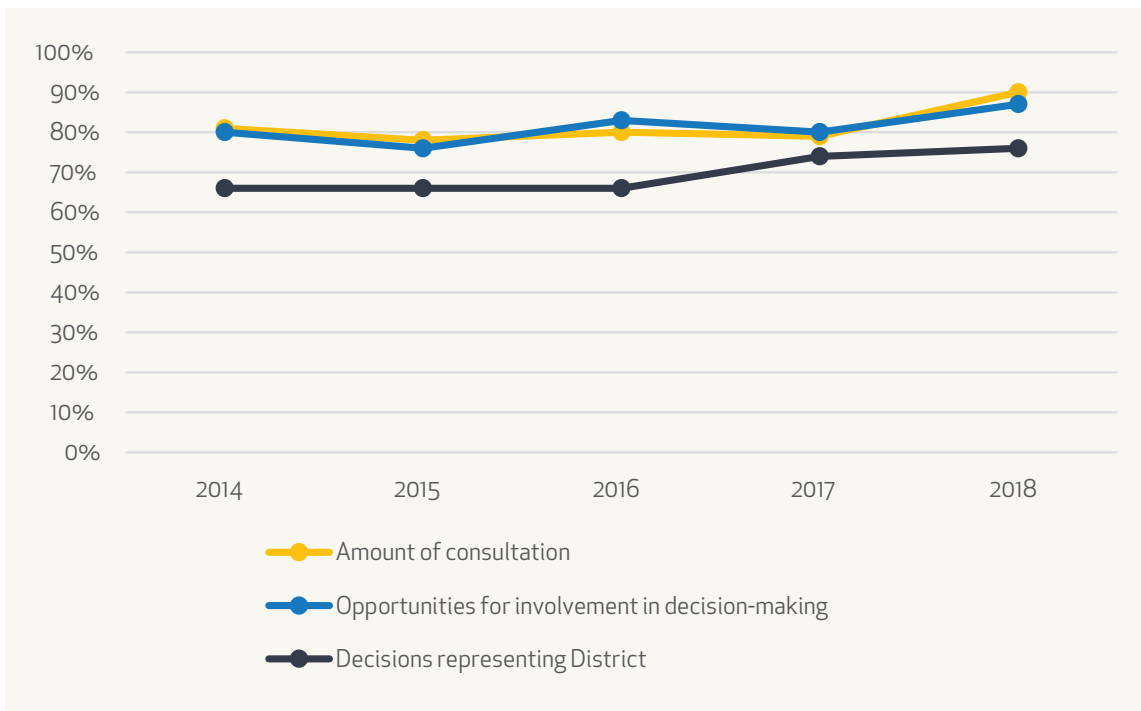
Table 11.1 Council decisions that do not represent the District's interests

	Egmont Plains n	Eltham n	Hawera-Normanby n	Patea n	Tangahoe n	All respondents n	All respondents %
Consultation and communication	4	6	2	3	0	15	24%
Where money is being spent	3	2	2	0	2	9	15%
Roading	1	0	1	2	2	6	10%
Not enough being spent on rural areas	1	3	0	1	0	5	8%
Maintenance of buildings, parks, etc.	0	0	1	3	1	5	8%
Building decisions	0	2	2	0	1	5	8%
Flooding/ drainage	3	0	0	0	0	3	5%
Water (metering, fluoride etc.)	0	1	0	2	0	3	5%
Other	2	1	0	1	3	7	11%
Don't know	4	3	3	0	0	10	16%
Total respondents	18	16	11	9	8	62	62

11.3 Trend Analysis

Trend analysis indicates the following points:

- There is a potential positive trend in levels of agreement that Council decisions represent the best interests of the District after 2016.
- Satisfaction with levels of consultation and opportunities for involvement in decision making appear to closely track each other over time. Figures in 2018 identify an improvement from previous years.

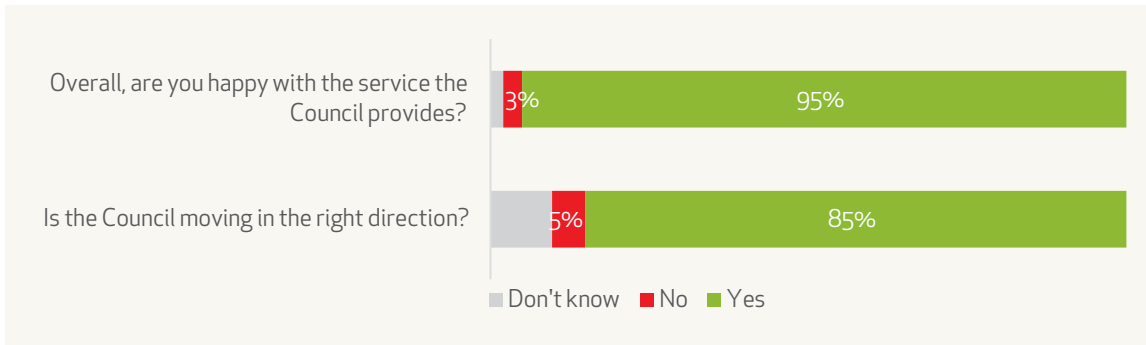


12

Council Direction and Improvement

12.1 Council direction and service provision

Figure 12.1 Council direction and service provision



- 95% of residents stated that they were happy with the service the Council provides. This is a positive result.
- 85% of residents felt that the Council was moving in the right direction.
- Suggestions from those that did not feel the Council was moving in the right direction focused on listening to and communicating with residents. This is in line with findings relating to community consultation where performance targets were not met.

Table 12.1 What would be the right direction?

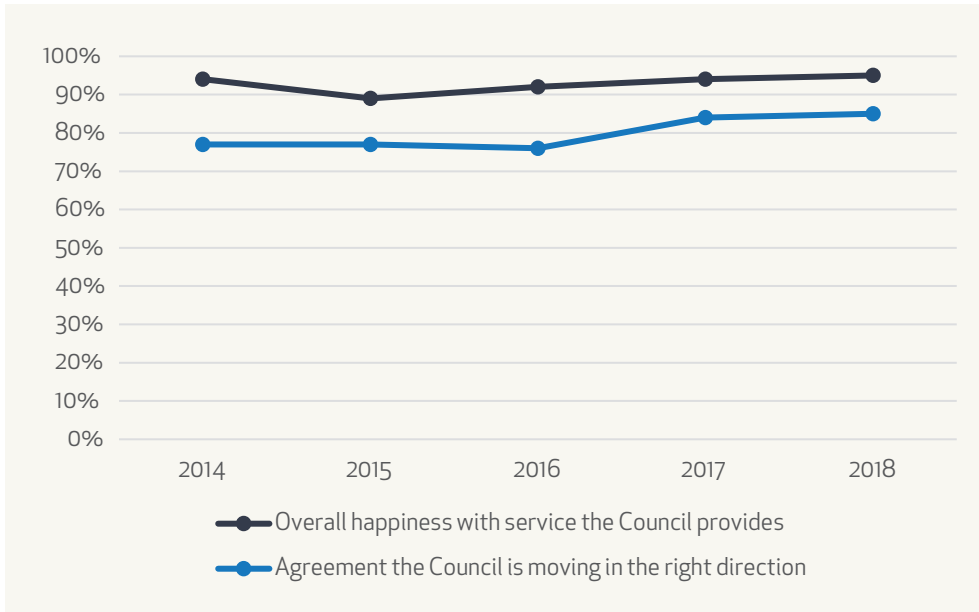
	%	n
Listen to the public	18%	11
Greater focus on rural areas	13%	8
Reduces rates/ costs	7%	4
Better communication with the public	7%	4
More activities	5%	3
Focus on growth (population, businesses etc)	5%	3
Improve Council services	5%	3
Other	10%	6
Don't know	33%	20

- There were no significant age or ward differences in terms of residents' perceptions of Council direction and service provision.

12.2 Trend Analysis

Trend analysis shows stability in residents' perceptions of overall Council performance and perceptions; it is moving in the right direction. Results for both measures are high so this is a positive result.

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



12.3 Improvement areas

When asked for the one thing they would like Council to improve on, respondents provided answers across a range of areas. Most commonly mentioned were

- roading
- presentation and upkeep of the region
- footpaths

These are the 'front of mind' improvement areas; Council services and facilities that residents interact with on a daily basis, have high awareness of and would like to see improved.

Table 12.2 Areas identified for Council improvement

	%	n
Roading	14%	58
Presentation and upkeep of the region	11%	44
Footpaths	6%	23
Rubbish & recycling	5%	21
Focus on smaller/more rural areas	5%	20
Communication with the public	4%	15
Rates	4%	15
Water supply	3%	14
Encouraging local economic development	3%	13
Stormwater & drainage	3%	13
Events and activities	3%	12
Public toilets	3%	11
Provide for younger generations	2%	9
Buildings	1%	6
Animal control	1%	5
Homelessness/ people in need	1%	5
Hospital/ medical/ emergency services	1%	5
Street lighting	1%	4
Accessibility	1%	4
Environmentally friendly	1%	4
Cycleways	1%	3
Transport (e.g. parking, public transport)	1%	3
Swimming pools	1%	3
Other	6%	25
Nothing: I am satisfied with the Council	5%	21
Don't know	20%	80
Total respondents		403

13

Identifying Action Points

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 front of mind improvement areas on the previous page provide one way of identifying action points. Another way is to look at the relationships between the satisfaction levels with different, individual facilities/services and how these affect overall satisfaction levels. So, to determine the relative role that different Council service areas play in overall resident satisfaction, a statistical key driver analysis was conducted.

The results of the analysis are summarised below in Figure 13.1. This chart displays key Council action points at a glance. The further to the right an aspect is, the more important it is to residents; the closer to the top of the chart an aspect is, 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 library facilities 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 one of a number of factors to take into account when considering future resource allocation.

In contrast, consultation and opportunities for the public to participate in decision making have a high impact on overall satisfaction, yet the proportion of residents stating that they were very satisfied or fairly satisfied here is lower. Increasing satisfaction in these areas may lead to an increase in overall residents' satisfaction.

It should be noted that this analysis defines the proportion satisfied as those stating that they were either very satisfied or fairly satisfied. Figures provided elsewhere in the report identify the proportion satisfied as those that did not state that they were dissatisfied i.e., they include those with a neutral response. As consultation and opportunities for the public to participate in decision making scores well with neutral included but is identified as an improvement area here, this identifies the importance of raising the satisfaction levels of neutral residents.

Taking all attributes into account, the following emerged as performing relatively poorly, ordered by importance:

Areas to improve

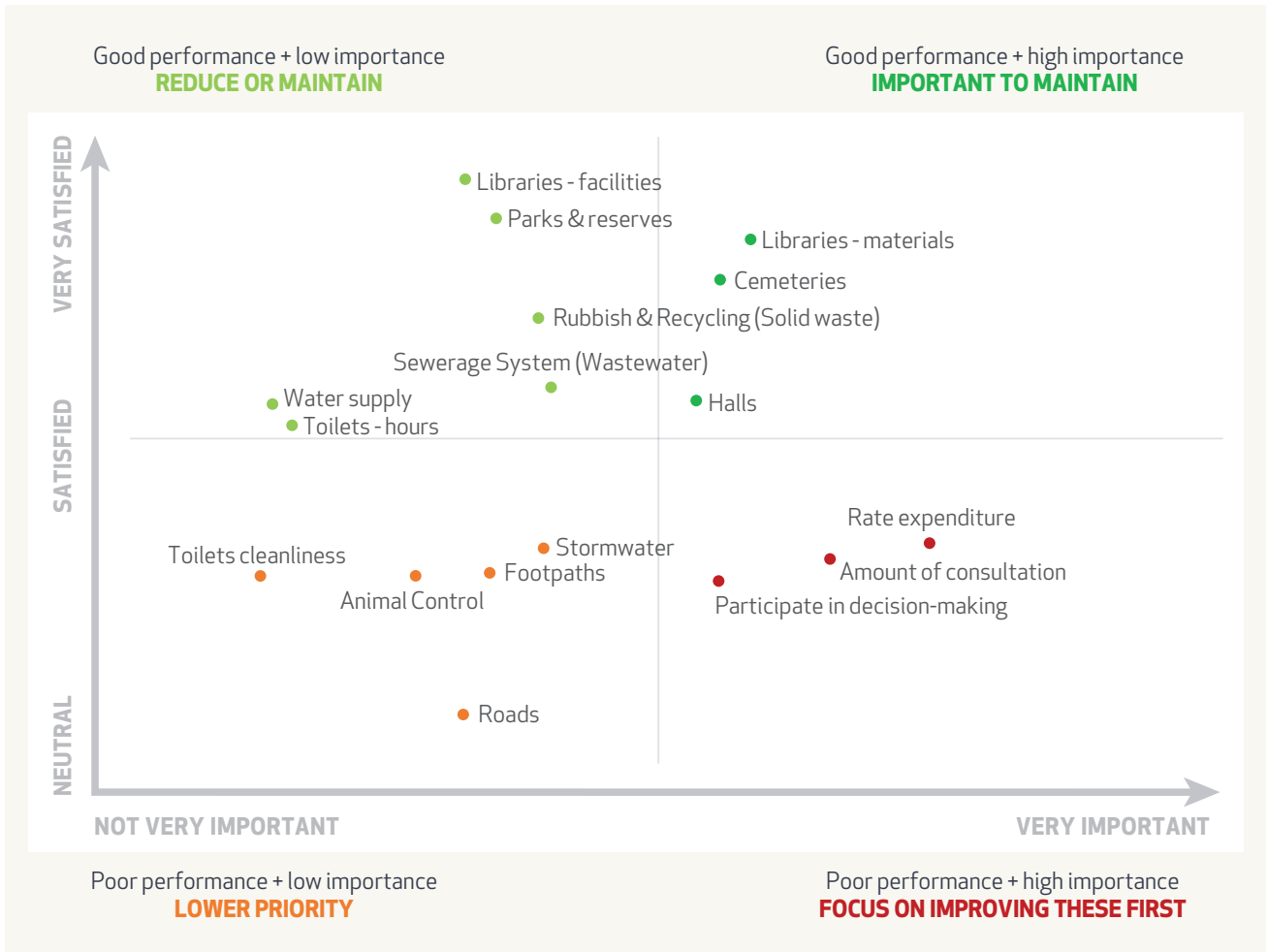
1. Rate expenditure
2. Amount of consultation
3. Opportunities to participate in decision making

High-importance areas and high-satisfaction areas are important to maintain. They have a strong impact on overall perceptions and are performing well:

Areas to maintain

1. Libraries – materials, resources and information provided
2. Cemeteries – maintenance
3. Public halls – cleanliness and maintenance

Figure 13.1 Key driver analysis



The key driver analysis plots satisfaction scores in key service areas for service users (calculated excluding 'don't know' answers)⁶ against the strength of the relationship between that service area and overall residents' satisfaction.

Due to the method of calculation, values in the chart 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 in the survey and not included in the model that may influence overall residents' satisfaction.

⁶ 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	6%	24
25-34	8%	33
35-44	27%	110
45-54	15%	59
55-64	22%	90
65+	21%	86
Refused	0%	1

Gender

	%	n
Male	50%	202
Female	50%	201

Location

	%	n
Urban	56%	227
Rural	44%	176

Ward

	%	n
Egmont Plains	24%	96
Eltham	15%	61
Hawera-Normanby	34%	137
Patea	14%	58
Tangahoe	13%	51

Ethnicity

	%	n
European	95%	381
Maori	12%	50
Pacific Island	1%	3
Asian	1%	4
Middle Eastern/Latin American/African	0%	2
Other	0%	1

Household size

	%	n
Just you (1)	15%	61
2	36%	146
3	16%	64
4	17%	68
More than 4	16%	64

Income

	%	n
less than \$30,000 per year	12%	50
\$30,000 - \$50,000 per year	17%	69
\$50,000 - \$70,000 per year	16%	66
\$70,000 - \$100,000 per year	18%	72
More than \$100,000 per year	25%	102
Declined	5%	22
Don't know	5%	22

Years resident in the South Taranaki District

	%	n
5 years or fewer	7%	27
6 to 10 years	7%	30
More than 10 years	86%	346

Main shopping town

	%	n
Hawera	70%	284
New Plymouth	9%	35
Stratford	8%	34
Opunake	5%	22
Eltham	1%	4
Patea	0%	2
Manaia	0%	2
Waverley	0%	1
Kaponga	0%	1
Out of Region (Whanganui)	4%	15
Other	0%	1
Don't go shopping	0%	2

Main work location

	%	n
Hawera	30%	119
Opunake	8%	34
Eltham	6%	23
Patea	4%	15
Manaia	3%	11
Waverley	2%	8
Stratford	2%	7
Kapuni	2%	7
Normanby	1%	6
New Plymouth	1%	5
Rahotu	1%	5
Warea	1%	5
Auroa	1%	3
Kaponga	0%	1
Out of Region (Whanganui)	1%	3
Other	6%	23
Not applicable - location varies	7%	27
Not applicable - retired/ don't work	25%	101



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