



South Taranaki District Council Resident Satisfaction Survey 2020

Research Report | March 2020





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1	Key Messages	4
2	Research Design	8
3	Cultural Services	13
4	Recreation and Leisure	17
5	Environment and Development	22
6	Roading and Footpaths	25
7	Water	30
8	Solid Waste	35
9	Rate Expenditure	38
10	Council Information	42
11	Council Representation of Residents	48
12	Council Direction and Improvement	52
13	Identifying Action Points	60
14	Appendix One: Demographic Profile	66

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Key Messages



1.1 Council Operations



93%
▶ NO SET TARGET

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



86%
▶ NO SET TARGET

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



85%
▶ TARGET MET

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



83%
▶ NO SET TARGET

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



82%
▶ TARGET MET

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



72%
▶ TARGET MET

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

1.2 Council Facilities



98%
▶ TARGET MET

are satisfied with the **facilities and customer service at public libraries.**



97%
▶ TARGET MET

are satisfied with the **resources and materials available at public libraries.**



97%
▶ TARGET MET

are satisfied with the **maintenance of cemeteries.**



97%
▶ TARGET MET

are satisfied with **parks and reserves.**



96%
▶ TARGET MET

are satisfied with the **playgrounds.**



93%
▶ TARGET MET

are satisfied with **public halls.**



89%
▶ TARGET MET

are satisfied with **public toilet opening hours.**



84%
▶ TARGET MET

are satisfied with the **cleanliness and maintenance of public toilets.**

1.3 Council Services



94%
▶ TARGET MET

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



78%
▶ TARGET MET

are satisfied with the **control of animals.**



83%
▶ TARGET MET

are satisfied with the **water supply.**



86%
▶ TARGET MET

are satisfied with the **wastewater system.**



83%
▶ TARGET MET

are satisfied with **stormwater systems.**



75%
▶ NO SET TARGET

are satisfied with **footpaths.**



69%
▶ TARGET NOT MET

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

Research Design



2.1 Context

South Taranaki District Council (the Council) conducts an annual survey of residents, which 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 2019/2020 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.

2.2 Method

In line with previous years, the 2020 survey was primarily conducted through landline telephone calls. Telephone surveys are ideally suited to surveying large, geographically dispersed populations, exactly like the South Taranaki District's population. 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 to 2020 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 2020 survey was also advertised through the South Taranaki District Council website. This had dual benefits of increasing awareness of the survey among those that were contacted by telephone, and providing a more inclusive approach by achieving 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.

2.3 Sampling

Following a pilot testing phase, data collection took place between the 7th of February and 2nd of March 2020. 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.¹ A quota system was used to ensure the sample was representative of the District's population (as per the 2018 Census).

The online survey was visible and created an inclusive approach that enabled greater community engagement than with the telephone survey alone. However, the online sample was self-selecting and fundamentally different from that provided through the telephone approach based on random sampling, where respondents are invited to take part. Self-selecting respondents are likely to have characteristics and opinions that are not consistent with the general population.

However, the results in this main report focus on the telephone sample, as the sample from the online survey should not be viewed as representative of the District's population. The detailed results for the online sample can be seen in Appendix Three.

440 surveys were completed in total - 400 over the telephone² and 40 completed online.

Data collected from the telephone survey is accurate to a maximum margin of error 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.

¹ A full demographic breakdown of the sample is shown in Appendix One.

² The telephone sample includes those who were first invited to participate in the survey through a telephone survey but instead chose to complete it online.

2.4 Data Analysis

Prior to the 2017 survey, the following scale was used to measure satisfaction with most of the Council's services and facilities³:

DON'T KNOW	NOT VERY SATISFIED	FAIRLY SATISFIED	VERY SATISFIED
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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.

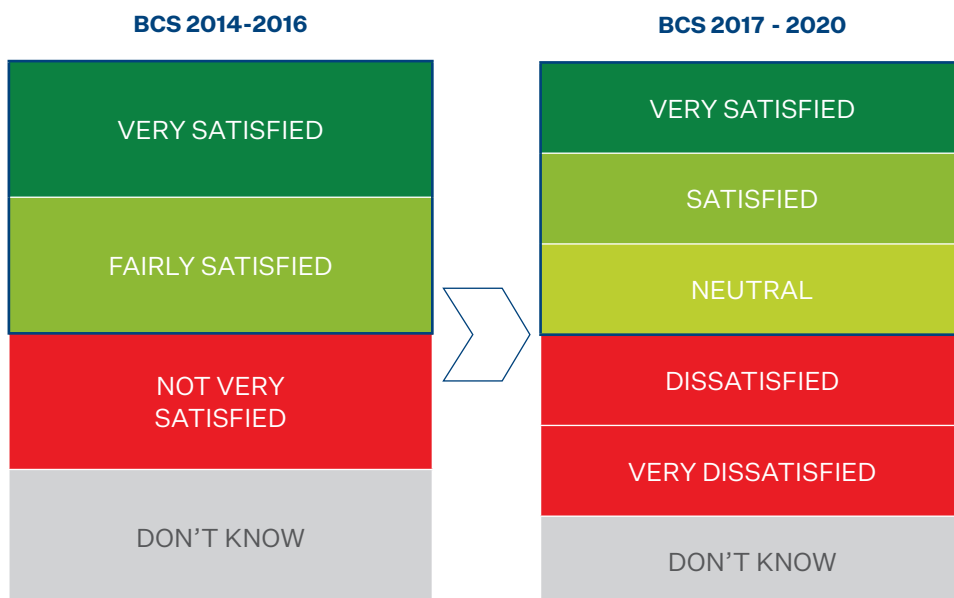
To overcome these design problems, the 2017 survey introduced an improved, 5-point scale, which has also been used for this 2020 survey:

DON'T KNOW/ UNABLE TO SAY	VERY DISSATISFIED	DISSATISFIED	NEUTRAL	SATISFIED	VERY SATISFIED
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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.

³ 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 to 2020 surveys are adjusted to allow for accurate trend analyses. This is done through the calculation of a benchmark comparison score (BCS):



2014 to 2016 figures show residents who indicated they were very satisfied or fairly satisfied. 2017-2020 comparative figures combine very satisfied, satisfied, and neutral respondents.

In the 2014 to 2016 surveys, respondents did not have the option of indicating neutral feelings about Council service areas. Analysis of the data revealed that in the 2017 to 2020 surveys, 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.

It should be noted that in this report, numbers presented have been rounded into whole numbers. Due to this rounding, individual figures may not add up precisely to the totals provided or to 100%.

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 Four (available in a separate document).

2.5 Performance Targets

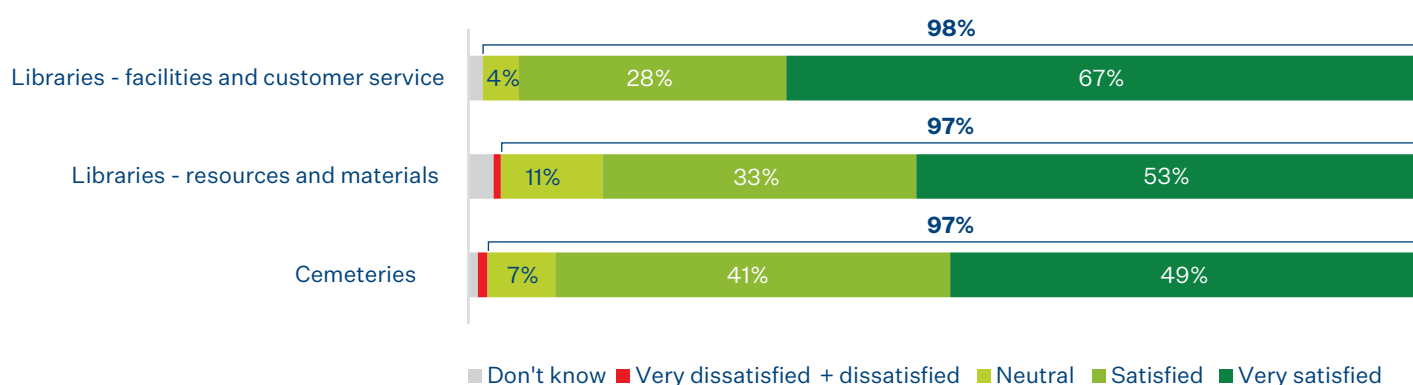
Findings have been presented in relation to Council Key Performance Indicators (KPIs) for 2019/2020, as identified in the 2018 to 2028 Long Term Plan. Across all KPIs, the measure of satisfaction reported is the same as the BCS.

Cultural Services



The 2019-2020 satisfaction levels with libraries and cemeteries remain very high and meets all performance targets set.

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: 264, Cemeteries: 268.⁴

3.1 Libraries

Two-thirds of South Taranaki residents (66%) 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. As with previous year, public libraries remained a stand-out asset for the District:

- 98% of users were satisfied with the facilities and customer service.
Performance target met: aim = 95%, actual = 98%.
- 97% of users were satisfied with the materials, resources, and information available.
Performance target met: aim = 95%, actual = 97%.

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

⁴ 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 (>40) of residents provided comments.

3.2 Cemeteries

Two-thirds of residents (67%) had visited South Taranaki cemeteries in the previous 12 months. These residents were asked about their satisfaction with the maintenance provided.

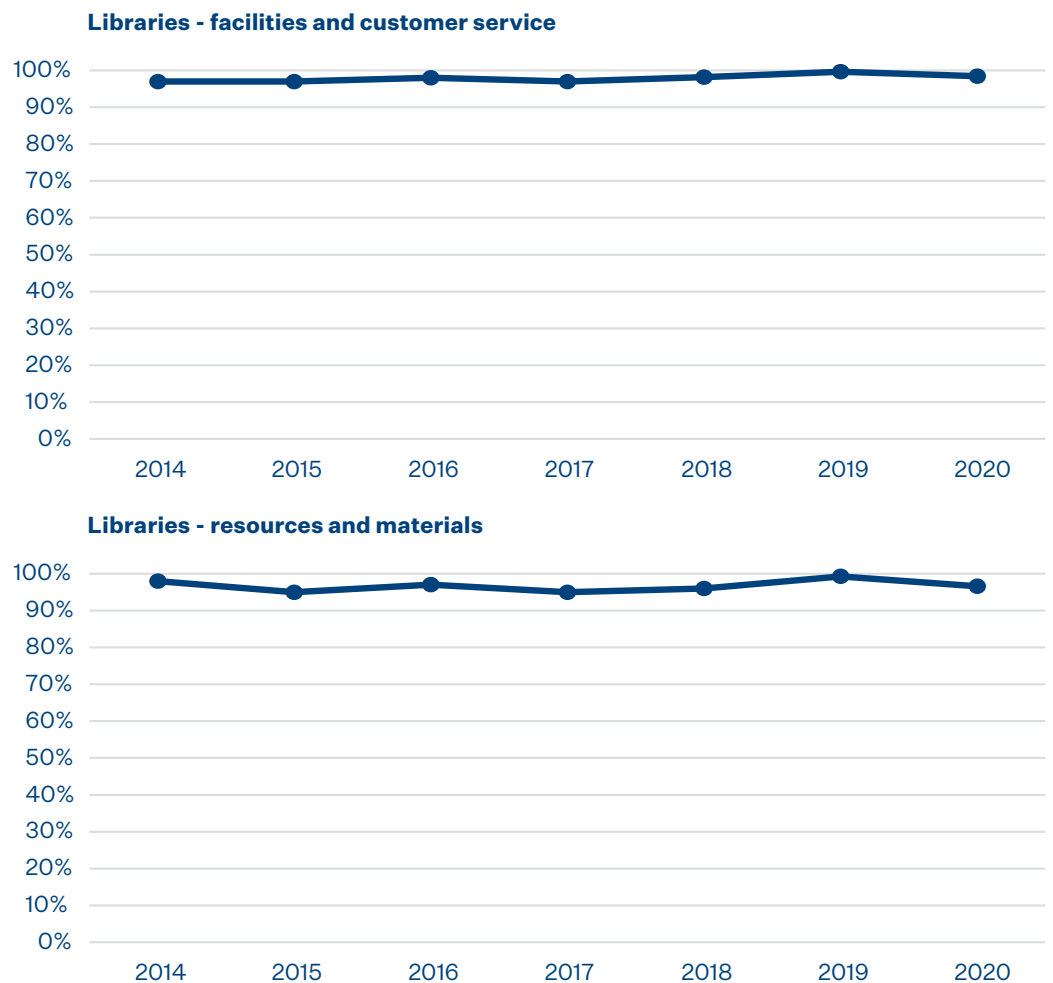
- 97% of visitors were satisfied with the maintenance of cemeteries.
Performance target met: aim = 95%, actual 97%.

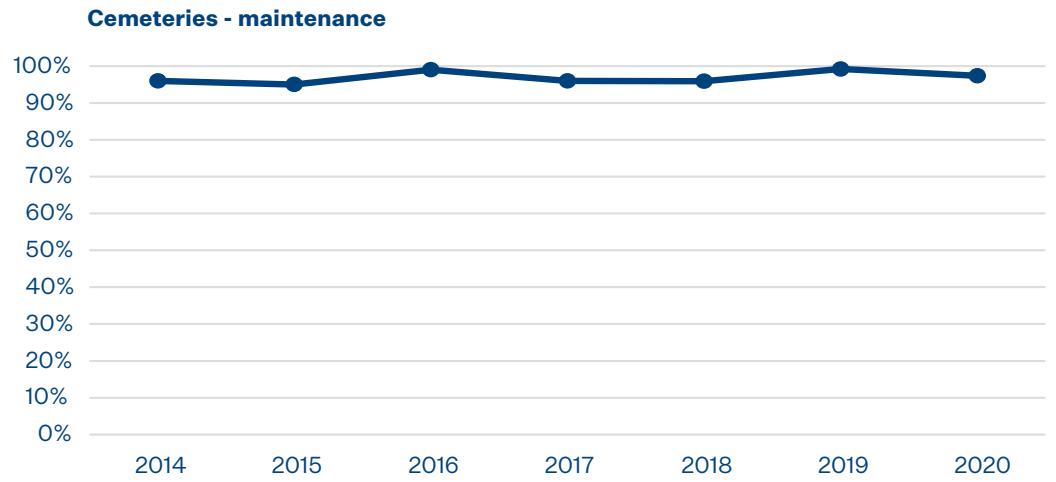
There were no significant age, gender, or ward differences in terms of overall satisfaction with the District’s libraries.

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



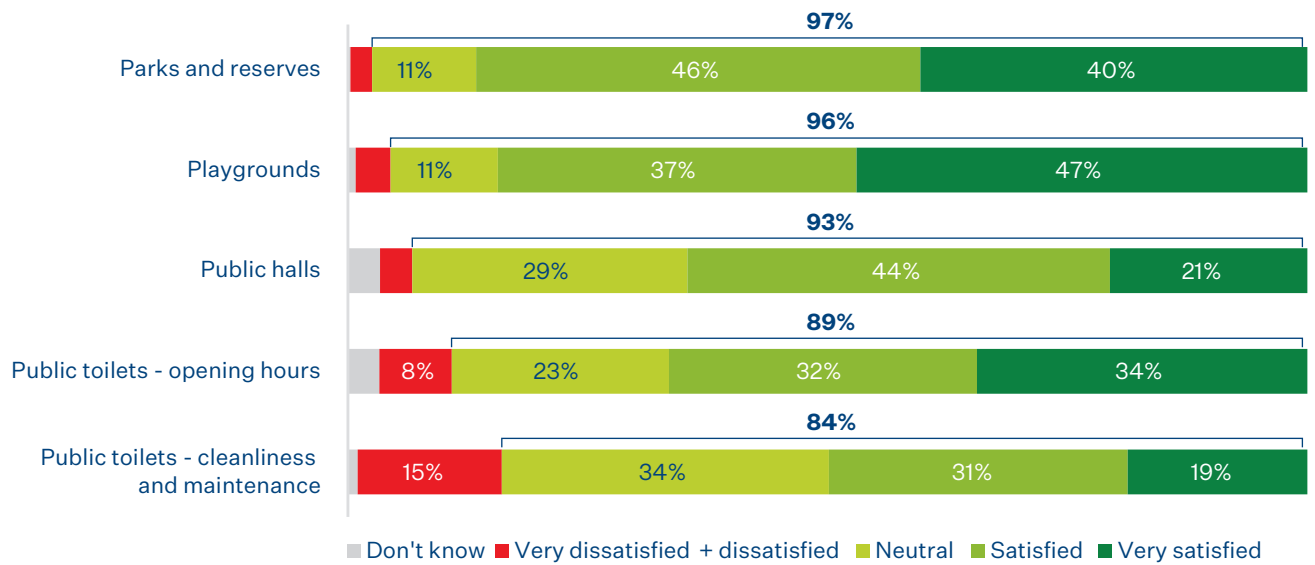


Recreation and Leisure

4

The 2019/2020 satisfaction levels with recreation and leisure facilities meet all individual performance targets set.

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: 305, public halls: 209, parks and reserves: 352, playgrounds: 249.

4.1 Parks and Reserves

- 88% 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 age, gender, or ward differences in terms of overall satisfaction with the District's parks and reserves.

4.2 Playgrounds

- Nearly two-thirds (62%) of South Taranaki residents had visited playgrounds in the last 12 months.
- Nearly all of these residents (96%) indicated that they were satisfied with the playgrounds provided within the district.
Performance target met: aim = 80%, actual = 96%.
- There were no significant age, gender, or ward differences in terms of satisfaction with the District's playgrounds.

4.3 Public Halls

- Half of residents (52%) had used public halls in the District in the last year.
- Hall users were positive about the facilities: 93% were satisfied with cleanliness and maintenance.
Performance target met: aim = 90%, actual = 93%.
- There were no significant age, gender, or ward differences in terms of satisfaction with the District's public halls.

4.4 Public Toilets

- Three-quarters (76%) 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.
- 89% were satisfied with opening hours.
Performance target met: aim = 85%, actual = 89%.
- 84% were satisfied with levels of cleanliness and maintenance.
Performance target met: aim = 80%, actual = 84%.
- Reasons given for dissatisfaction focused on levels of cleanliness.
- There were no significant age, gender, or ward differences in terms of satisfaction with the District's public toilets.

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

	%	n
Toilets unclean/unpleasant	91%	42
Soap, handtowels etc. not provided	15%	7
Need maintenance/upgrading/renovation	4%	2
Other	4%	2
Number of respondents		46

“The one by the information centre is always filthy when you go in there. You avoid it when you can.”⁵

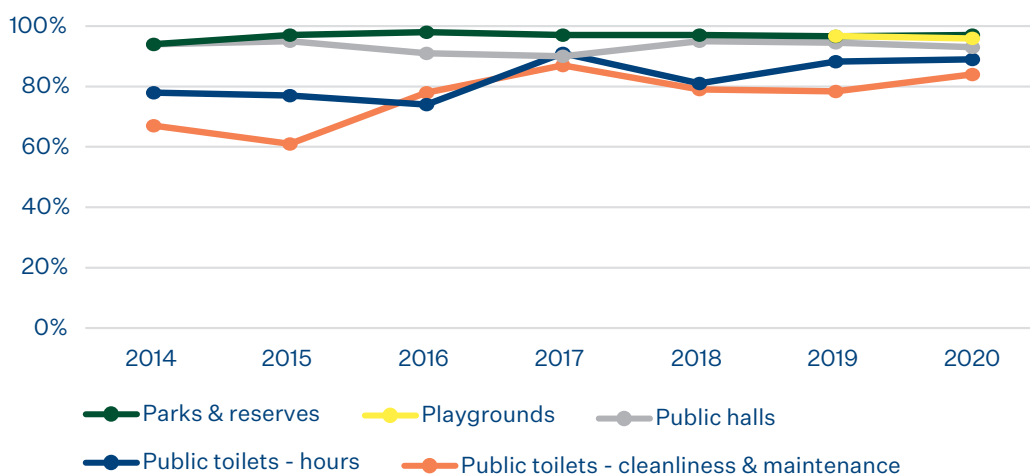
⁵ A resident's comment on why he/she was dissatisfied with the levels of cleanliness and maintenance of public toilets. The full list of comments is provided as an appendix in a separate document.

4.5 Trend Analysis

Analysis of the results alongside those from previous surveys demonstrates the following points⁶:

- Levels of satisfaction with the maintenance of parks and reserves and public halls were consistently high across the 2014 to 2020 period.
- Levels of satisfaction with playgrounds has remained consistent since the start of measuring in 2019 and is essentially identical to satisfaction with parks and reserves.
- Levels of satisfaction with cleanliness and maintenance of public toilets have improved and now meets performance targets; satisfaction with the opening hours of the toilets have remained stable since 2019.

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



6 Satisfaction with playgrounds was a new measure introduced in 2019.

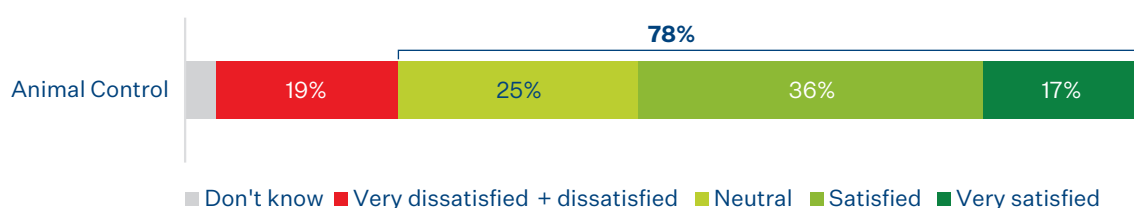
Environment and Development



The 2019/2020 satisfaction level with animal control meets the performance target.

5.1 Animal Control

Figure 5.1 Satisfaction with animal control



Base: all respondents, 400

- 78% of residents were satisfied with the control of animals (e.g., dogs or wandering stock) in the South Taranaki District.
Performance target met: aim = 75%, actual = 78%.
- There were no significant age, gender, or ward differences in terms of satisfaction with the District's animal control.
- Reasons for dissatisfaction focused on the amount of roaming animals.

Table 5.1 Reasons for dissatisfaction with the control of animals

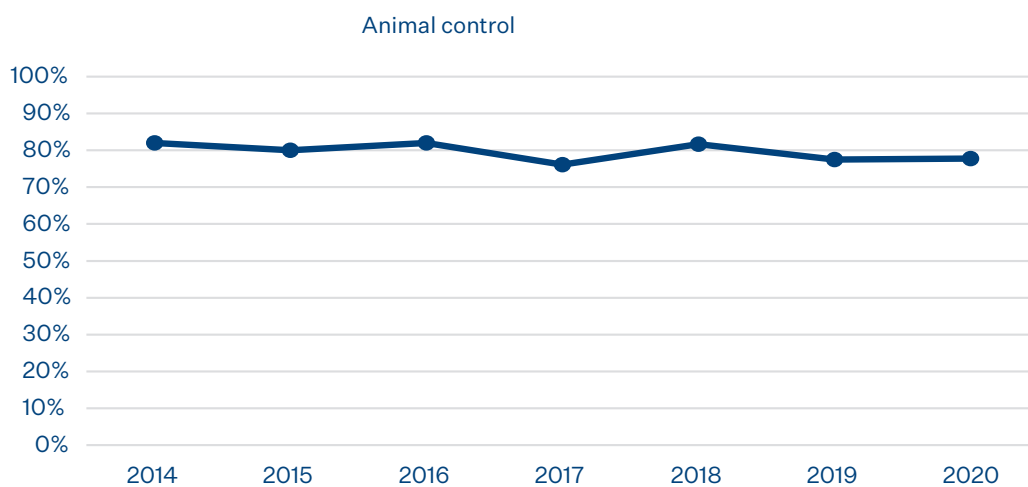
	%	n
Lots of animals roaming	71%	54
Other animal-related problems encountered	29%	22
No/slow response from animal control	13%	10
Noisy animals	9%	7
Other	3%	2
Don't know	3%	2
Number of respondents		76

"We always have roaming dogs, for which people call the Council but people always get told there's nothing they can do if they don't catch the dogs themselves!"

5.2 Trend Analysis

- Satisfaction levels have remained stable since last year.

Figure 5.2 Satisfaction with animal control over time

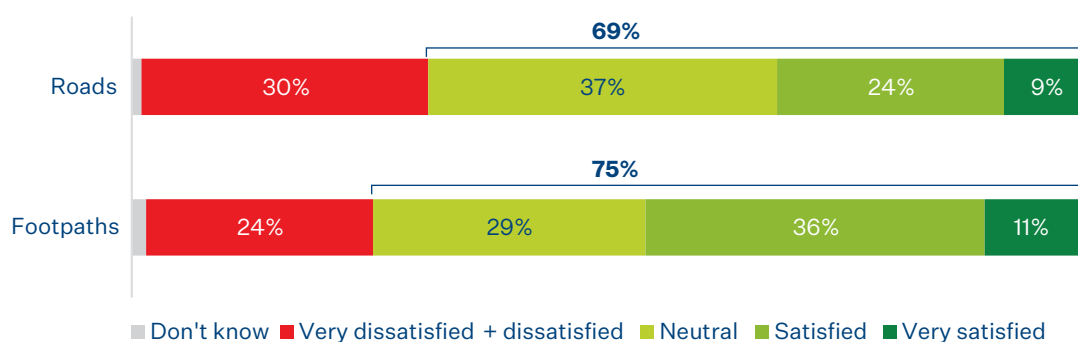


Roading and Footpaths



The 2019/2020 satisfaction levels with roading and footpaths were relatively lower than other Council services and facilities. Furthermore, satisfaction with Council roads falls below the performance target.

Figure 6.1 Satisfaction with roading and footpaths



Base: all respondents, 400

Table 6.1 Satisfaction with Council roads and footpaths by ward of residence⁷

	Egmont Plains	Eltham	Hawera-Normanby	Patea	Tangahoe	All respondents
Satisfied with the condition of Council roads in the District (excluding state highways)	69%	71%	71%	75%	56%	69%
Footpaths	75%	75%	79%	69%	67%	75%
Number of respondents	81	56	155	51	57	400

⁷ Note: Satisfaction level differences between wards were not statistically significant at 95% confidence level when taking into account the multiple comparisons correction. Interpretation should therefore be performed with caution.

6.1 Roothing

- Just over two-thirds of residents (69%) were satisfied with the condition of Council roads in the District (excluding state highways).
Performance target not met: aim = 75%, actual = 69%
- 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 measured.
- While there were no statistically significant age, gender, or ward differences in terms of satisfaction with the condition of Council roads in the District, there were indications that satisfaction levels were lower by Tangahoe residents (56%).
- The majority of residents who were dissatisfied commonly noted that roads were in poor condition (e.g., potholes).

Table 6.2 Reasons for dissatisfaction with Council roads

	%	n
Roads are in poor condition (e.g. potholes)	73%	87
Repairs are not completed properly	14%	17
Roads not being maintained/slow to happen	13%	16
Roads need widening/additions	8%	9
Heavy traffic destroying roads	7%	8
Specific road/street mentions	3%	3
Roads are unsafe	2%	2
Other	2%	2
Don't know	2%	2
Number of respondents		120

“The end of Turuturu Road is quite shocking. At the end of Glover Road there’s been a few crashes that I know about. It’s very narrow, and in order to stay on the road you have to cross the middle line.”

6.2 Footpaths

- Three-quarters (75%) of residents were satisfied with South Taranaki footpaths⁸.
- The proportion of residents in each ward who were satisfied with footpaths was more consistent than was the case with residents' satisfaction with roads. However, similar to satisfaction with roads, residents of Tangahoe showed indications of lower satisfaction levels than some other wards (67%).
- Reasons for dissatisfaction mostly focused on the condition of footpaths. This was followed by safety concerns of existing footpaths, and/or that there were not enough footpaths to begin with.

Table 6.4 Reasons for dissatisfaction with Council footpaths

	%	n
Footpaths are in poor condition	58%	55
Footpaths are unsafe/slippy/hazardous	26%	25
Not enough footpaths/existing paths not sufficient	26%	25
Other	4%	4
Don't know	2%	2
Number of respondents		95

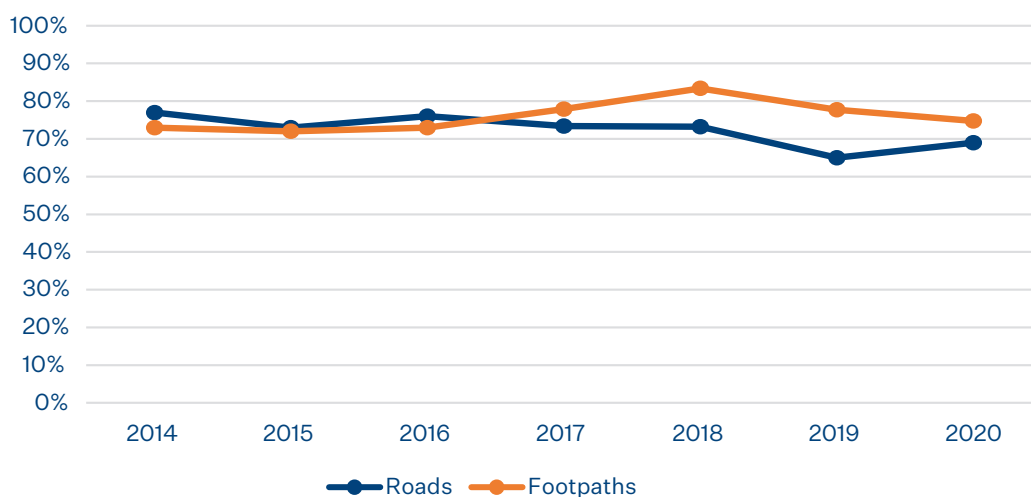
“The footpaths on High Street with those pavers are extra slippy when wet and the new walk to the Victoria Street carpark is bumpy, uneven and not safe.”

8 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 who are satisfied with the condition of Council roads has improved since 2019 but is not yet at previous levels. Performance in this area should be continued to be monitored to prevent a new drop.
- Figure 6.2 also shows that satisfaction with footpaths has experienced another slight drop since 2019 and appears to be on a downward trend. Performance in this area should be monitored to prevent further drops in residents' satisfaction.

Figure 6.2 Residents' satisfaction with roading and footpaths over time

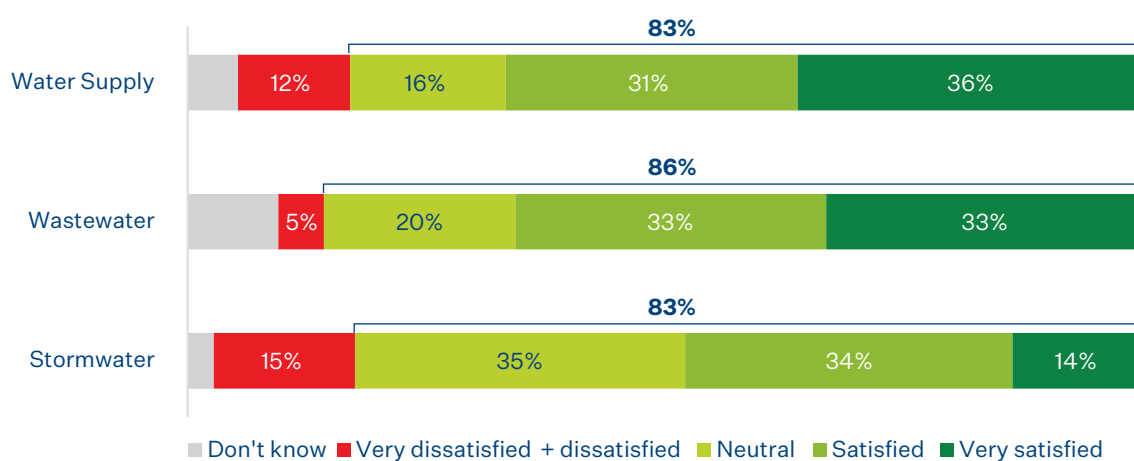


Water



The 2019/2020 satisfaction levels with water services meet all individual performance targets set.

Figure 7.1 Satisfaction with water services



Base: all respondents, 400

Table 7.1 Satisfaction with water services by ward of residence

	Egmont Plains	Eltham	Hawera-Normanby	Patea	Tangahoe	All respondents
Water supply	78%	63%	98%	69%	82%	83%
Wastewater	78%	88%	96%	78%	74%	86%
Stormwater ⁹	80%	79%	88%	73%	82%	83%
Number of respondents	81	56	155	51	57	400

⁹ Note: Satisfaction level differences between wards were not statistically significant at 95% confidence level when taking into account the multiple comparisons correction. Interpretation should therefore be done with caution.

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 significantly more likely to state they were satisfied while residents in Eltham were less likely to be satisfied.
- The main reason for dissatisfaction related to the taste / quality of the water.

Table 7.2 Reasons for dissatisfaction with water supply

	%	n
Water has unpleasant taste/poor water quality	53%	25
Use my own water supply	21%	10
Water supply is poor (low pressure, inconsistent etc)	15%	7
Water is discoloured	9%	4
Don't like chemical additives	9%	4
Poor communication around water issues	2%	1
Other	2%	1
Don't know	2%	1
Number of respondents		47

"In Eltham the water tastes like dirt."

7.2 Wastewater

- 86% of residents stated that they were satisfied with the sewerage system.
Performance target met: aim = 80%, actual = 86%.
- Satisfaction levels differed by ward. Again, statistically higher proportions were satisfied in the Hawera-Normanby ward (96%) than any other ward.

7.3 Stormwater

- 83% of residents stated that they were satisfied with the stormwater system (i.e. drainage, both urban and rural).
Performance target met: aim = 80%, actual = 83%.
- Results indicate that while not statistically significant, satisfaction with stormwater may vary between wards. Residents in Hawera-Normanby showed indications of being more likely to be satisfied, while residents in Patea showed indications of being less likely to be satisfied.
- Residents who were dissatisfied with the stormwater system primarily highlighted instances of flooding followed by lack of drainage adequacy and/or levels of drain maintenance.

Table 7.3 Reasons for dissatisfaction with the stormwater system

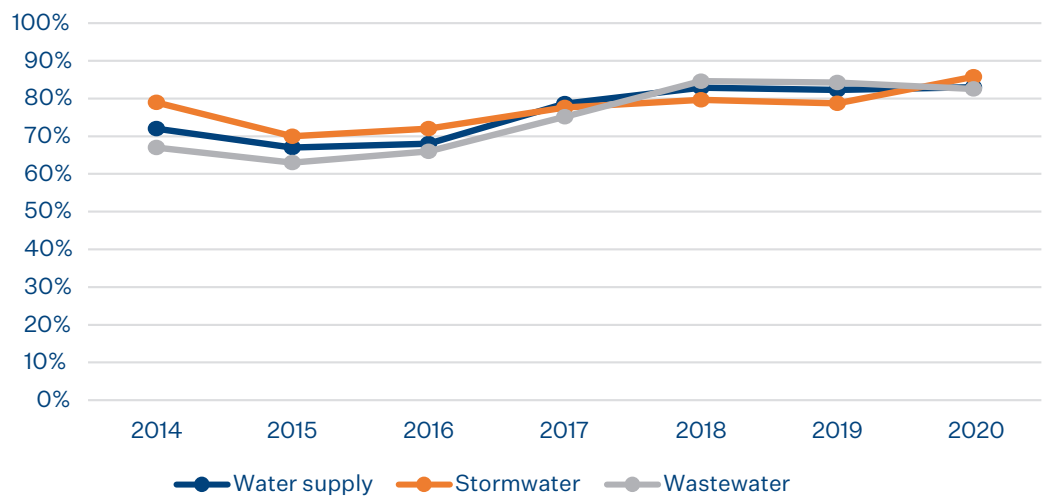
	%	n
Flooding occurs	44%	26
Drainage not adequate	31%	18
Drains are blocked/not maintained	29%	17
Don't have storm water service	5%	3
Other	3%	2
Don't know	3%	2
Number of respondents		59

“Driving through Collins Street there was water literally coming out of the drains. There is always flooding over by PAK’nSAVE during rainstorms.”

7.4 Trend Analysis

Analysis of residents' survey results over time indicates that satisfaction with water supply, storm water and waste water has largely remained stable since 2018, with a slight increase in satisfaction with stormwater since 2019.

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



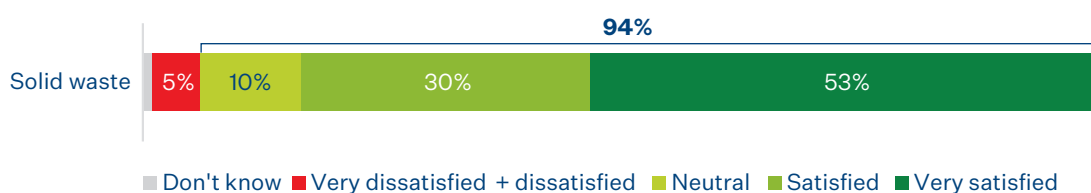
Solid Waste



The 2019/2020 satisfaction level for solid waste services remain high and meets the performance target.

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 – 315

- 79% of residents used the weekly rubbish and recycling kerbside collection service.
- Nearly all (94%) the service users reported that they were satisfied.
Performance target met: aim = 90%, actual = 94%.
- While not statistically significant, satisfaction levels with waste services were lower amongst residents in Patea and Tangahoe.

Table 8.1 Satisfaction with solid waste services by ward of residence¹⁰

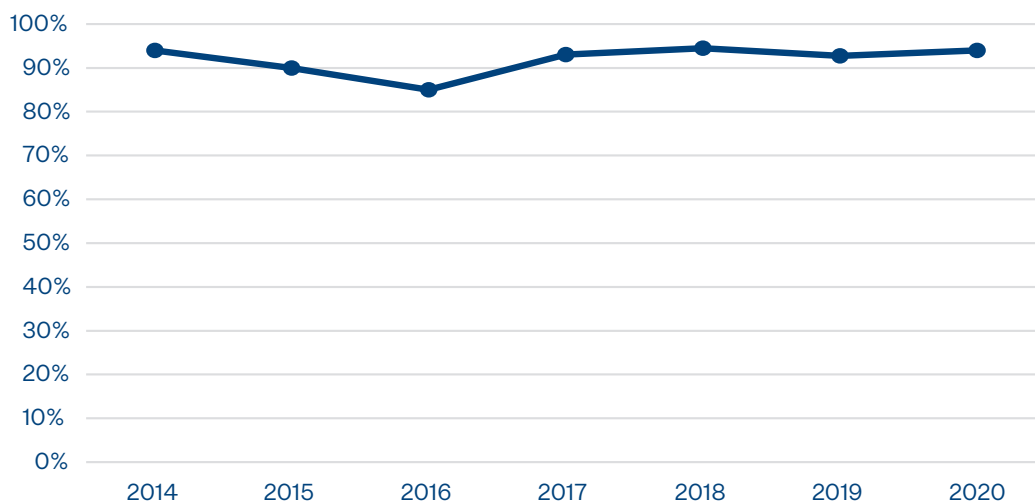
	Egmont Plains	Eltham	Hawera-Normanby	Patea	Tangahoe	All respondents
Stormwater	94%	96%	97%	85%	85%	94%
Number of respondents	51	45	152	33	34	315

¹⁰ Note: Satisfaction level differences between wards were not statistically significant at 95% confidence level when taking into account the multiple comparisons correction. Interpretation should therefore be done with caution.

8.2 Trend Analysis

Residents' satisfaction levels in 2020 remain consistently high.

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



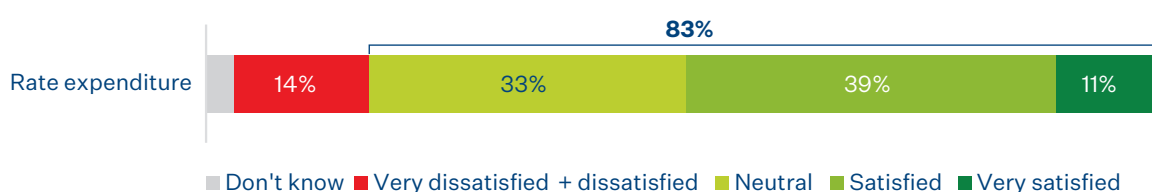
Rate Expenditure



The 2019/2020 satisfaction level for rate expenditure has remained largely stable.

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 – 334

- 84% of respondents indicated that they, or a member of their household, paid rates on a property in the last 12 months.
- 83% of those respondents indicated that they were satisfied with the way that the Council spends rates; 14% stated that they were dissatisfied.
- There were no statistically significant age, gender, or ward differences in terms of satisfaction with the way the Council spends rates.
- However, satisfaction levels varied somewhat depending on the ward of residence. Residents of Hawera-Normanby were more satisfied with the way rates are spent on services and facilities while residents of Patea were less likely to be satisfied.
- Reasons for dissatisfaction varied. The top three reasons for dissatisfaction included residents mentioning a lack infrastructure/ facilities and/or services, money being spent in the wrong places, and dissatisfaction with paying for something they did not receive or use themselves.

Table 9.1 Satisfaction with rate expenditure by ward of residence¹¹

	Egmont Plains	Eltham	Hawera-Normanby	Patea	Tangahoe	All respondents
Satisfied with the way that rates are spent on services and facilities	78%	87%	89%	71%	79%	83%
Number of respondents	68	46	134	48	5487	334

Table 9.2 Reasons for dissatisfaction with rate expenditure

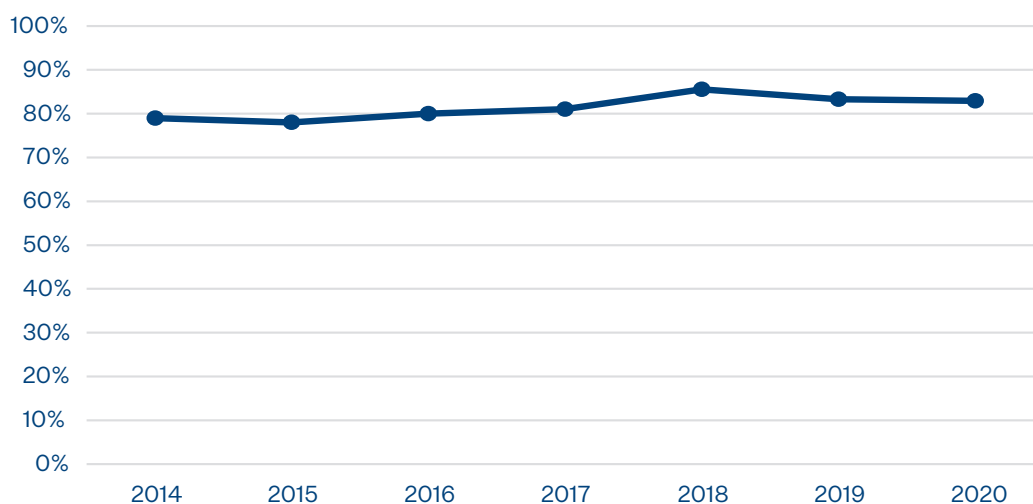
	%	n
Lack of/or inadequate infrastructure/facilities/services	33%	17
Money is being spent in the wrong places	29%	15
I pay for services/facilities that I do not use or get	17%	9
Not enough money is spent on smaller/rural areas	13%	7
Other areas/specific areas given what would like to see more money spent on	12%	6
Other	12%	6
Don't know	8%	4
Number of respondents		47

¹¹ Note: Satisfaction level differences between wards were not statistically significant at 95% confidence level when taking into account the multiple comparisons correction. Interpretation should therefore be done with caution.

9.2 Trend Analysis

Trend analysis over time shows satisfaction with rate expenditure has remained largely stable.

Figure 9.2 Resident satisfaction with rate expenditure over time



Council Information

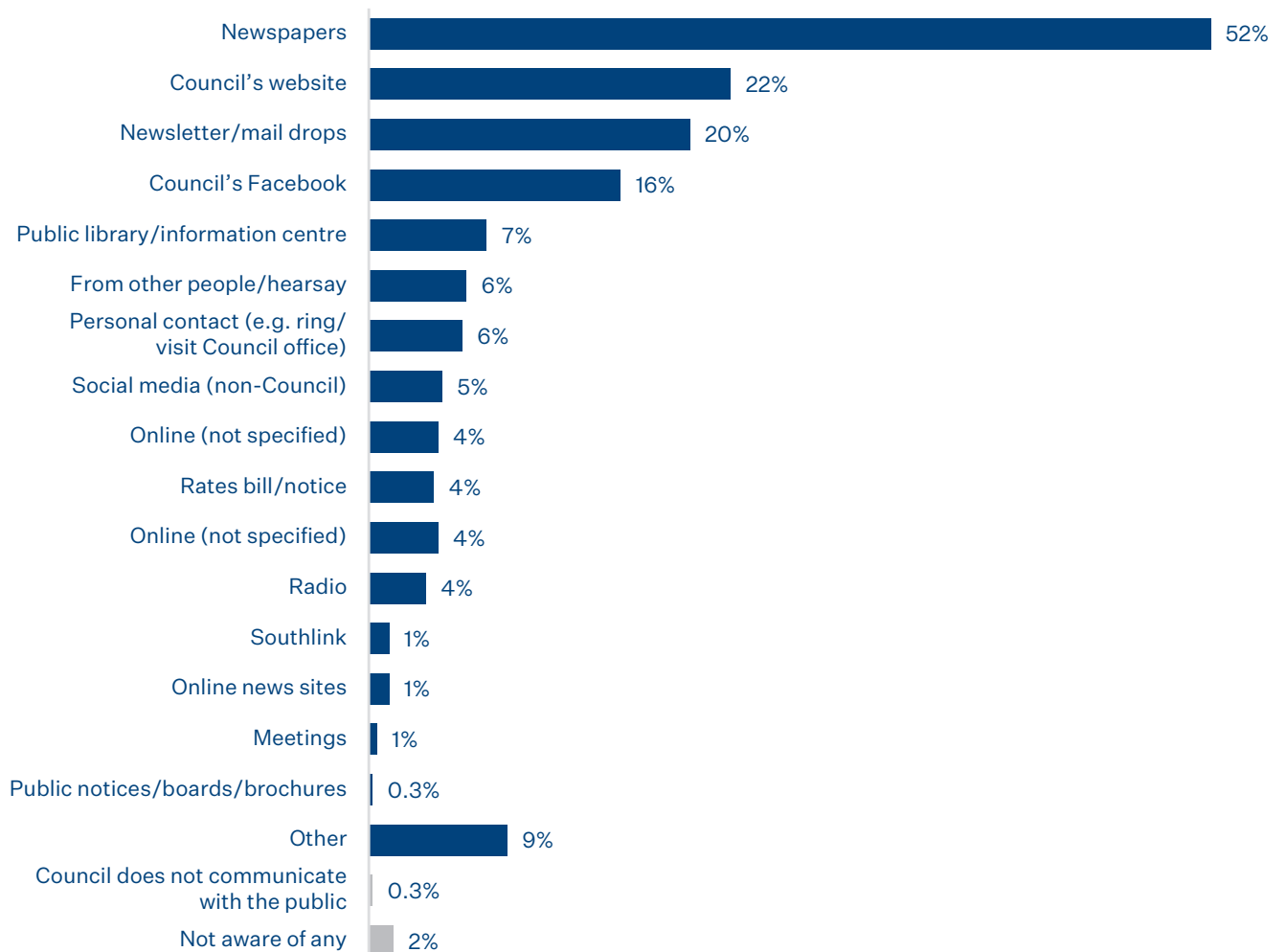
10

The majority of residents knew how to get Council information if they wanted it. This meets the performance target.

10.1 Residents' Ability to Find Council Information

- 86% of residents know how to get Council information if they want it. **Performance target met: aim = 85%, actual = 86%.**
- Newspapers remain the most common source of Council information, followed by the Council's website, newsletters/mail drops and the Council's Facebook.
- The proportion of residents using newspapers as the main source has significantly decreased since 2019 (from 62% in 2019 to 52% in 2020).

Figure 10.1 Sources of information about the Council



Base: all respondents, 400

- Much like last year, access to information varied significantly among residents:
- Those aged 18-24 were significantly less likely to report knowing how to get Council information if they wanted it (69%).
- Those aged 65 years or older were significantly more likely to use newspapers and significantly less likely to use the Council's website or Facebook.
- Access to information via newsletters/mail drops was higher amongst those over 55 years of age.
- Access to information via the Council's Facebook page tended to be higher among those younger than 55 years of age.
- Females were also significantly more likely to have accessed information through the Council's Facebook page.
- Those aged 18-24 were also significantly more likely to have received information through other social media outlets, or other non-specified online sources.
- Analysis of the results by ward showed no statistically significant differences.

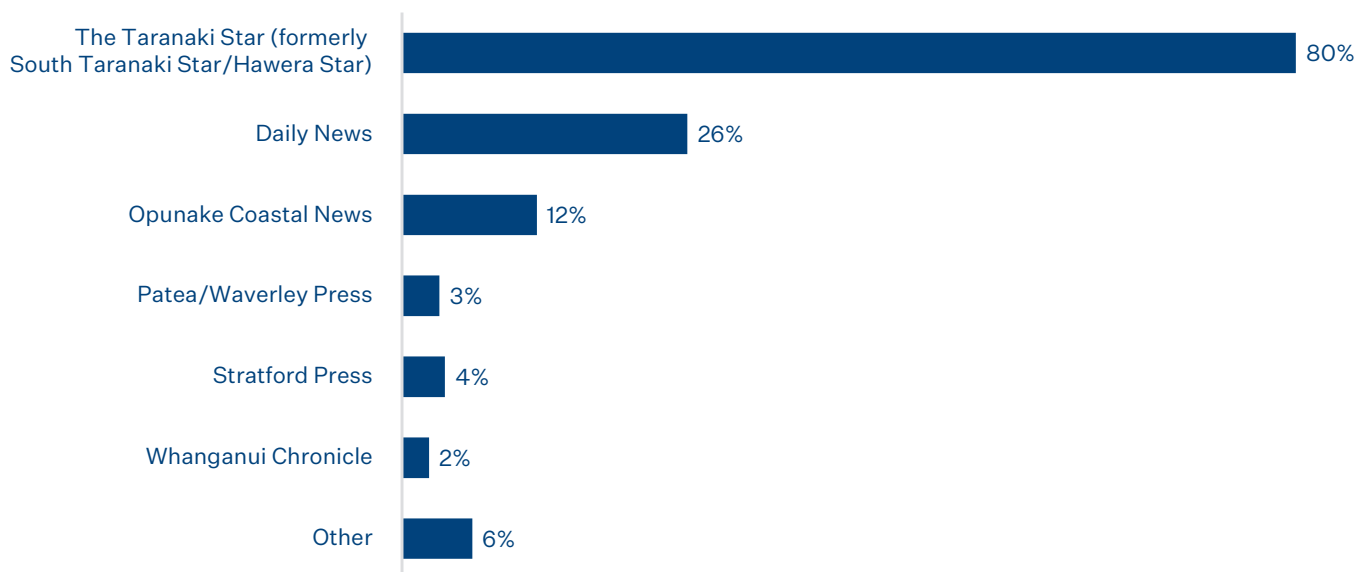
Table 10.1 Top 5 sources of information about the Council by age and gender

	18-24	25-34	35-44	45-54	55-64	65+	Male	Female	All respondents
Newspapers	36%	31%	36%	56%	55%	73%	54%	49%	52%
Council's website	17%	27%	34%	22%	27%	9%	21%	23%	22%
Newsletter/mail drops	3%	20%	21%	15%	26%	24%	20%	19%	20%
Council's Facebook	17%	27%	19%	23%	11%	4%	10%	21%	16%
Public library/information centre	8%	7%	12%	5%	5%	8%	5%	9%	7%
Number of respondents	36	45	67	78	85	89	204	196	400

10.2 Newspapers

- Respondents who mentioned newspapers as a source of Council information were asked which newspapers they used. The majority mentioned the Taranaki Star (or South Taranaki Star/Hawera Star).

Figure 10.2 South Taranaki newspaper readership



Base: respondents who have used newspaper as a source of Council Information, 207

- Table 10.2 shows how readership preferences differed by ward. Results show the significance of local newspapers alongside the dominance of The Taranaki Star.
- Specifically, residents in Hawera-Normanby were significantly more likely to have seen Council information with The Taranaki Star, while Egmont Plains were significantly more likely to have seen Council information through the Opunake Coastal News; those in Eltham were more likely to have received information via the Stratford Press, and those in Patea from the Patea/Waverley Press, or the Whanganui Chronicle.

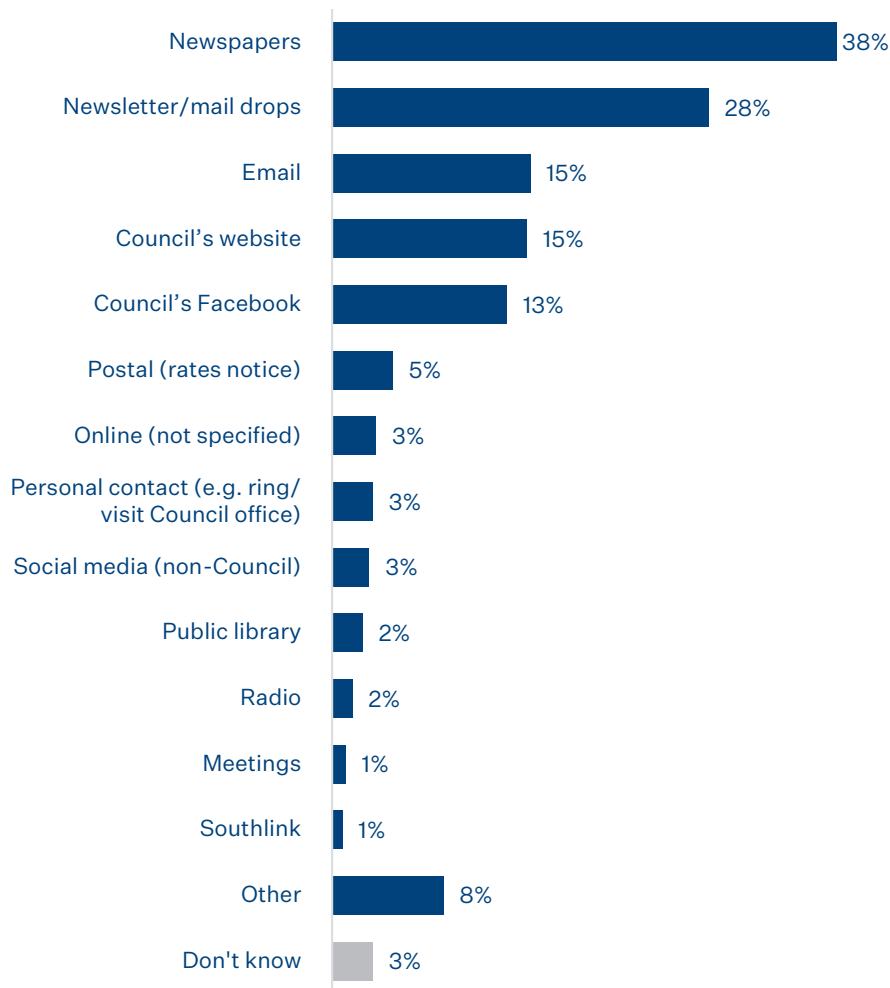
Table 10.2 South Taranaki newspaper readership by ward

	Egmont Plains	Eltham	Hawera-Normanby	Patea	Tangahoe	All respondents
The Taranaki Star (formerly South Taranaki Star/Hawera Star)	58%	89%	91%	50%	86%	80%
Daily News	21%	26%	25%	28%	31%	26%
Opunake Coastal News	53%	11%	1%	6%	-	12%
Stratford Press	-	26%	1%	-	-	4%
Patea/Waverley Press	5%	-	-	22%	3%	3%
Whanganui Chronicle	3%	-	-	22%	-	2%
Other	13%	4%	2%	17%	6%	6%
Number of respondents	38	27	89	18	35	207

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 drop; and online.
- Residents primarily want to receive information the same way in the future as they do currently, and some would also like to receive it via email.

Figure 10.3 Preferred future sources of Council information



Base: all respondents, 400

- In line with patterns in current information sources, the future information preferences tended to differ by age group:
- Preference for newspapers as a future information source tend to increase with age while preference for information access through the Council's Facebook page or through email tends to decrease with age.

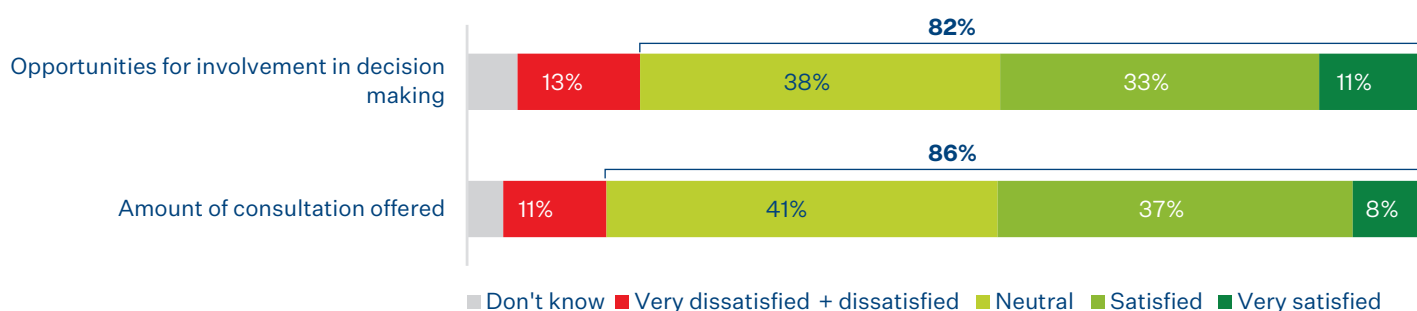
Council Representation of Residents



The majority of residents were satisfied with Council representation of residents' views, which meets the two performance targets set.

11.1 Community Consultation

Figure 11.1 Satisfaction with Council representation of residents' views



Base: all respondents, 400

- 82% of residents were satisfied with their opportunities to participate in Council decision-making processes.
Performance target met: aim = 80%, actual = 82%.
- 86% of residents were also satisfied with the Council's level of consultation (the amount of consultation offered).¹²
- The 11% of residents that were dissatisfied with the amount of consultation offered commonly suggested better communication in general as a way of improving the amount of consultation.

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

	%	n
Better communication in general	44%	19
More communication around when consultation will happen	19%	8
Consult with the people affected/wider group of people	19%	8
More consultation	16%	7
Other	9%	4
Don't know	7%	3
Number of respondents		43

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

¹² No resident satisfaction performance target is set for satisfaction with the level of consultation offered in the Long-Term Plan.

11.2 Council Decisions

- Almost three-quarters of respondents (72%) thought that the decisions made by the Council represent the best interests of the District. One-fifth (21%) disagreed and 7% stated that they 'did not know.'

Performance target met: aim = 70%, actual = 72%.

- There were no significant differences in satisfaction when the results were analysed by age, ward, or gender.
- Residents who thought decisions did not represent the District's interests were asked if they had particular decisions in mind. Table 11.2 shows that consultation and communication were important to these residents, as was decisions about where money was being spent.

Table 11.2 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, communication, representation	4	-	8	4	2	18	22%
Where money is being spent	-	3	7	1	3	14	17%
Roading, walkways	3	-	6	1	2	12	14%
Closure and/or neglect of buildings and other public facilities	2	1	5	-	3	11	13%
Not enough being spent on rural areas	3	2	1	-	1	7	8%
Prior decisions by Council	3	-	2	1	-	6	7%
Water supply (e.g. metering, fluoride)	-	2	1	1	-	4	5%
Future development	1	-	1	1	-	3	4%
Maintenance of buildings, parks, etc	-	1	-	-	-	1	1%
Building decisions	-	-	1	-	-	1	1%
Other	1	1	2	1	1	6	7%
Don't know	3	-	6	-	1	10	12%
Total respondents	20	8	34	10	11	83	

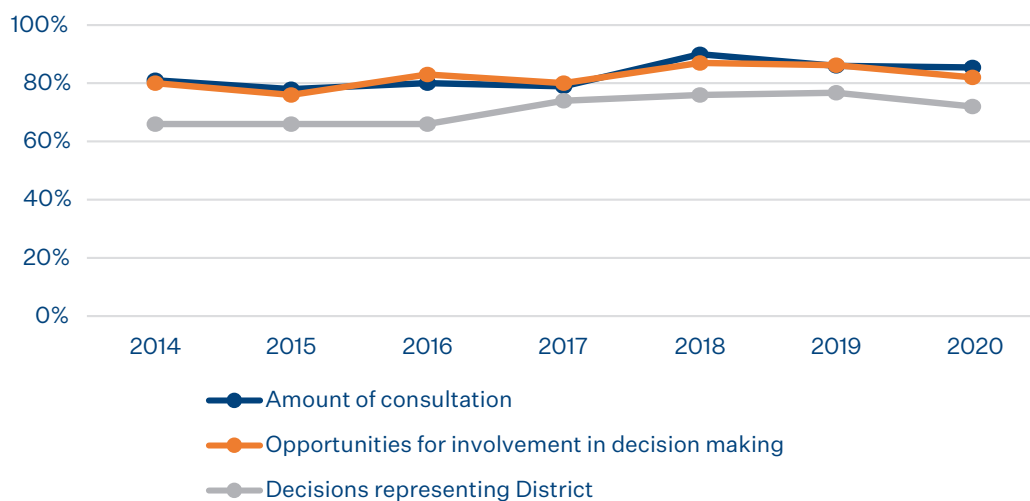
“The decision on what they are doing with the library and the bus in Regent Street - shifting to Regent Street.”

11.3 Trend Analysis

Trend analysis indicates that:

- Overall, the proportion of residents satisfied with Council representation of resident’s views remained stable.
- However, there was a slight decrease in respondents satisfied with the opportunities available to provide feedback indicating a potential downward trend.
- There was also a slight drop in the proportion of residents agreeing that the decisions made by the Council represented the best interests of the District.

Figure 11.2 Satisfaction with Council representation of residents over time



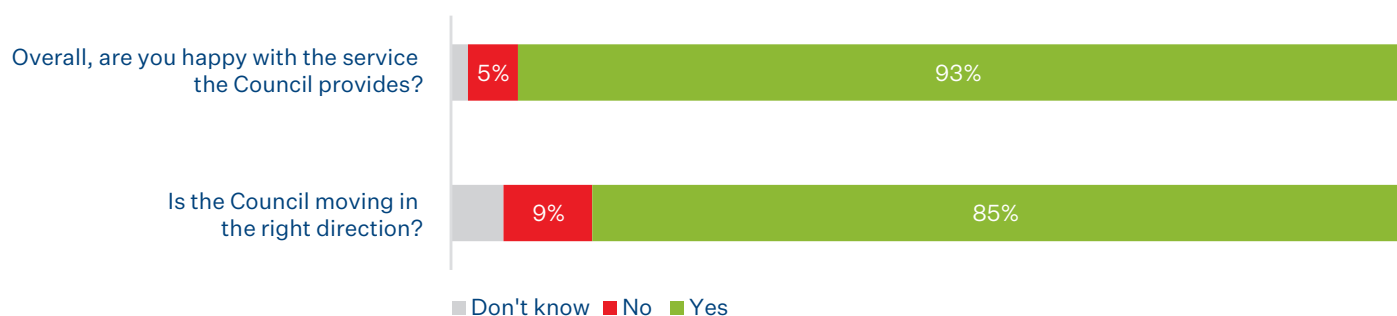
Council Direction and Improvement

12

The vast majority of residents reported overall being happy with the service the Council provides.

12.1 Council Direction and Service Provision

Figure 12.1 Council direction and service provision



Base: all respondents, 400

- 93% of residents stated that they were happy overall with the service the Council provides.
- 85% of residents felt that the Council was moving in the right direction.
Performance target met: aim = 80%, actual = 85%.
- Suggestions from those that did not feel the Council was moving in the right direction suggested the Council should focus on the growth of the District.

Table 12.1 What would be the right direction?

	%	n
Focus on growth (population, businesses etc)	22%	8
Improve Council services	16%	6
Listen to the public	11%	4
Greater focus on rural areas	8%	3
Better communication with the public	8%	3
Replace councillors/unhappy with performance of councillors	5%	2
Reduces rates/costs	3%	1
Other	22%	8
Don't know	14%	5
Total respondents		37

- There were no statistically significant age, gender or ward differences in terms of residents' perceptions of Council direction. However, residents in Egmont Plains did show indications of being less likely to agree the Council is moving in the right direction.
- Residents in Egmont Plains were also significantly less likely to be happy overall with the service that the Council provides.

Table 12.1 Perceptions of Council direction and overall satisfaction with service provided

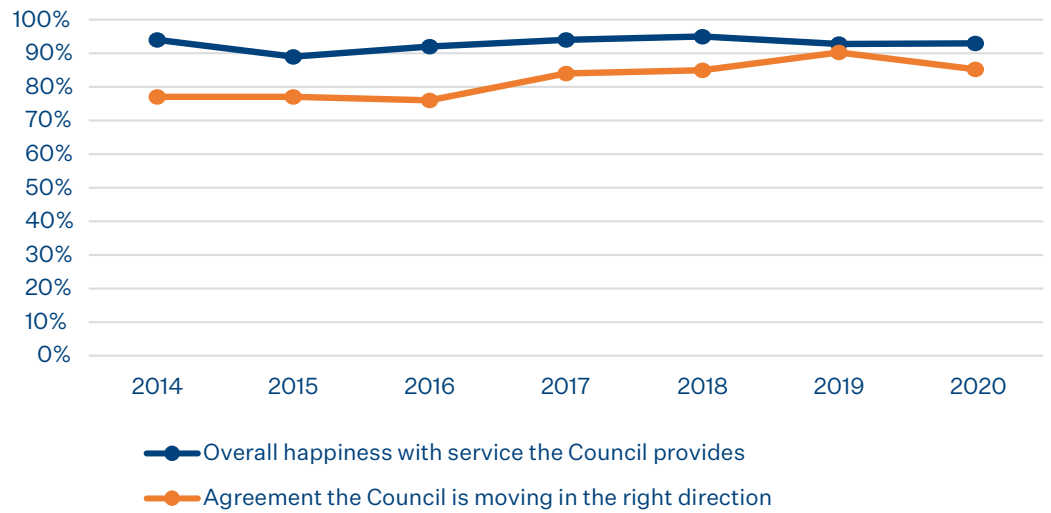
	Egmont Plains	Eltham	Hawera-Normanby	Patea	Tangahoe	All respondents
Overall happy with service that the Council provides	85%	93%	95%	94%	96%	93%
Agree Council is moving in the right direction ¹³	78%	91%	86%	86%	88%	85%
Number of respondents	81	56	155	51	57	400

¹³ Note: Satisfaction level differences between wards were not statistically significant at 95% confidence level when taking into account the multiple comparisons correction. Interpretation should therefore be done with caution.

12.2 Trend Analysis

- Trend analysis shows that overall happiness with the service the Council provides has remained stable.
- However, trend analysis also shows the level of agreement that the Council is moving in the right direction has experienced a significant drop since 2019.

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



12.3 Positive Areas to Maintain

Residents were asked what three things they liked best about living in South Taranaki. Many answers came through which were very similar to results from 2019.

In 2020, the top 5 mentioned characteristics were:

1. The people and the community.
2. The quiet, the peace and non-crowdedness of the town.
3. The oceans, beaches, bays and coastlines.
4. The parks and reserves.
5. Mount Taranaki/Egmont.

Table 12.2 Areas identified for Council maintenance

	%	n
The people/community	33%	131
Quiet/peaceful/not crowded/clean	30%	121
Ocean, beaches, bays and coastline	22%	89
Parks and reserves	19%	75
Mount Taranaki/Egmont	18%	70
Good facilities/amenities	14%	57
Accessibility - distance/topography	13%	50
The lifestyle/rural living	12%	48
Weather/climate	12%	48
It's home/work here	12%	48
Infrastructure/sports/shopping and other facilities (e.g. movies, health etc)	9%	37
Friends/family	9%	34
Affordability	6%	24
Good activities/attractions	6%	24
Libraries	5%	20
Swimming pools	5%	19
Good shopping/commerce	4%	14
The location	3%	12
Lakes, rivers, streams, waterways	3%	11
No congestion/little traffic	3%	11
Tracks and walkways	3%	10

	%	n
Urban centres/urban rejuvenation	2%	9
The view/scenery/beauty	2%	7
Employment opportunities	2%	7
Safety/low crime	2%	7
Recreation - land-related (e.g. hunting, hiking)	2%	6
Good farming/industry support	1%	5
Water supply	1%	5
Other	6%	25
Don't know/nothing	5%	18
Total respondents		400

“The people are friendly; The town looks nice and is welcoming; It’s not very busy with traffic or people.”

12.4 Improvement Areas

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

1. Roads, including maintenance and improvements.
2. Communication or consultation with the public.
3. Rubbish, recycling, or collection improvements.
4. Urban rejuvenation for the town upkeep and appearance
5. Footpaths including maintenance and improvements.

Table 12.3 Areas identified for Council improvement

	%	n
Roads - maintenance/improvements	17%	69
Communication/consultation with public	15%	59
Rubbish/recycling - collection improvements	10%	38
Urban rejuvenation - town upkeep/appearance	9%	35
Footpaths - maintenance/improvements	8%	30
Rates/fees affordability	5%	21
Parks, reserves and play areas - cleanliness, increase amount	5%	19
Water supply - quality, pressure	5%	19
Rural community support	4%	17
Animal control	4%	16
Urban rejuvenation - business/industry support	4%	16
Council spending	4%	16
Community engagement e.g. events	4%	14
Other infrastructure/facilities	3%	13
Youth - more support/activities	3%	11
Public toilets - location/amount	2%	9
Stormwater - drainage improvements	2%	8
Local medical services (facilities, staff)	2%	8
Residential development	2%	7
Public toilets - cleanliness/maintenance	2%	6
Footpaths - increase amount	2%	6
Roads - rural gravel/paving/maintenance	2%	6

	%	n
Beaches/ivers/waterways - cleanliness, accessibility	2%	6
Council staff	2%	6
Water supply - rates/fees	1%	5
Public/local transport	1%	4
Enforcement of bylaws	1%	3
Rubbish/recycling - more bins or drop-off points	1%	2
Street lighting - more lights/improvements	1%	2
Freedom camper management	0.3%	1
Other	6%	22
Don't know/nothing	33%	132
Total respondents		400

*“Work on the roads.; There are quite a few empty shops.;
A little bit more consultation with the people.”*

Similar to 2019, the two most commonly mentioned areas were a desire for improvements or maintenance to the roads, and some improvements with the communication/consultation with the public.

Identifying Action Points

13

Improving public consultation and seeking public feedback should still be the main priorities.

The front of mind improvement areas on the previous page provide one way of identifying action points. However, 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. To determine the relative role that different Council service areas play in overall resident satisfaction two methods were used:

- Performance gap analysis.
- Statistical key driver analysis.

13.1 Performance Gap Analysis

The “performance gap” identifies the difference between perceived importance ratings and satisfaction ratings.

The analysis shows which areas residents think could use improvement. If the rating is positive, that indicates that the satisfaction with this service is higher than the importance and thus an area to maintain. However, if the gap is negative, that indicates that this is an area that can be improved.

Top three areas identified for improvement are identical to 2019:

1. Public toilets.
2. Public consultation.
3. Weekly rubbish and recycling services.

Table 13.1 Performance gap analysis

Ranking	Service/Facility	Importance (Mean)	Satisfaction (Mean)	Performance Gap	
1	Public halls	3.3	3.7	0.4	
2	Public libraries	4.1	The facilities and customer service	4.4	0.3
			The materials, resources and information provided	4.3	0.1
3	Cemeteries	4.2	4.3	0.1	
4	Playgrounds	4.1	4.1	0.0	
5	Parks and reserves	4.4	4.2	-0.2	
6	Weekly rubbish and recycling service	4.5	4.1	-0.4	
7	Public consultation and seeking public feedback	3.9	Opportunities to participate in decision making	3.4	-0.5
			Amount of consultation	3.4	-0.5
8	Public toilets	4.2	Opening hours	3.9	-0.4
			The cleanliness and maintenance	3.5	-0.7

Base: all residents, excluding don't know responses

13.2 Key Driver Analysis

Key driver analysis determines the relative role that different Council service areas play in overall resident satisfaction. It summarises where resources should be focused to drive an increase in overall resident satisfaction, highlighting potential action points and investment areas.

The results of the analysis are summarised 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 it, the better performing it is (i.e. a high proportion of residents are satisfied with it).

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 residents' satisfaction here is lower. Increasing satisfaction in these areas may lead to an increase in overall resident satisfaction.

Taking all attributes into account, the following emerged as performing relatively poorly in 2020, but of high impact on overall satisfaction:

Areas to improve

- Amount of consultation.
- Opportunities to participate in decision making.
- Rates expenditure.
- Roads.
- Public halls

A few other attributes are just on the lower side of importance but are also performing relatively poorly in 2020. These attributes are important to keep an eye on as they might become more important in the future.

Areas to keep an eye on

- Footpaths.
- Toilet cleanliness
- Stormwater
- Animal control

High-importance areas and high-satisfaction areas are important to maintain. They have a strong relative impact on overall perceptions and are performing well (in comparison to the other services):

Areas to maintain:

- Parks and reserves.

Figure 13.1 Key driver analysis



The key driver analysis plots satisfaction scores in key service areas (calculated excluding 'don't know' answers)¹⁴ against the strength of the relationship between that service area and overall residents' satisfaction. This analysis shows the relative importance of key Council service areas to residents plotted against their performance.

¹⁴ 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.

13.3 Implications

Taking both methods into account, public consultation and seeking public feedback should still be the main priority to improve. These have the highest effect on overall resident satisfaction within the Council's services and is a service area that residents think could be improved and score comparatively lower than other service areas.

Due to the method of calculation for both methods, values in this section are not comparable to those reported previously in this document.

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.

Appendix One: Demographic Profile

14

Age

	%	n
18-24	9%	36
25-34	11%	45
35-44	17%	67
45-54	20%	78
55-64	21%	85
65+	22%	89

Gender

	%	n
Male	51%	204
Female	49%	196

Location

	%	n
Urban	59%	237
Rural	41%	163

Ward

	%	n
Egmont Plains	20%	81
Eltham	14%	56
Hawera-Normanby	39%	155
Patea	13%	51
Tangahoe	14%	57

Ethnicity

	%	n
European	86%	344
Māori	16%	63
Asian	3%	10
Pacific Peoples	2%	7
Other	1%	3

Household size

	%	n
Just you (1)	14%	55
2	44%	174
3	12%	49
4	17%	68
More than 4	14%	54

Income

	%	n
Less than \$30,000 per year	13%	53
\$30,000 - \$50,000 per year	21%	82
\$50,000 - \$70,000 per year	17%	68
\$70,000 - \$100,000 per year	18%	70
More than \$100,000 per year	20%	81
Declined	5%	18
Don't know	7%	28

Years a resident in the South Taranaki District

	%	n
5 years or fewer	14%	54
6 to 10 years	8%	32
More than 10 years	78%	313
Unsure	0.3%	1

Main shopping town

	%	n
Hawera	69%	275
Stratford	7%	28
New Plymouth	9%	37
Opunake	6%	22
Whanganui	5%	20
Eltham	1%	4
Waverley	1%	4
Kaponga	0.3%	1
Patea	0.3%	1
Other	2%	6
Don't go shopping	1%	2

Main work location

	%	n
Hawera	37%	149
Eltham	7%	27
Opunake	6%	24
New Plymouth	4%	14
Kapuni	3%	12
Manaia	2%	8
Waverley	2%	8
Patea	2%	7
Whanganui	2%	7
Rahotu	2%	7
Waitotara	2%	6
Stratford	1%	5
Kaponga	1%	3
Normanby	1%	3
Other	3%	11
Not applicable - retired/don't work	25%	98
Not applicable - location varies	3%	11



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