



South Taranaki District Council

# RESIDENT SATISFACTION SURVEY 2022

Research Report | March 2022



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Section 1

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# Key messages

## Council Operations

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92%

▶ NO SET TARGET

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

---



86%

▶ TARGET MET

**know where to access Council information** if they want it.

---



87%

▶ NO SET TARGET

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

---



86%

▶ TARGET MET

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

---



83%

▶ NO SET TARGET

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

---



81%

▶ NO SET TARGET

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

---



67%

▶ TARGET NOT MET

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

---

## Council Facilities



**98%**  
▶ TARGET MET

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



**98%**  
▶ TARGET MET

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



**96%**  
▶ TARGET MET

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



**95%**  
▶ TARGET NOT MET

are satisfied with **parks and reserves.**



**91%**  
▶ TARGET MET

are satisfied with the **playgrounds.**



**96%**  
▶ TARGET MET

are satisfied with **public halls.**



**90%**  
▶ NO SET TARGET

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



**80%**  
▶ TARGET MET

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



**97%**  
▶ TARGET MET

are satisfied with the **Hāwera Aquatic Centre environment and maintenance.**



**96%**  
▶ TARGET MET

are satisfied with the **services at the Hāwera Aquatic Centre.**



**91%**  
▶ TARGET MET

are satisfied with the **rural pools' environment and maintenance.**



## Council Services

---



**95%**  
▶ TARGET MET

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



**66%**  
▶ TARGET MET

are satisfied with the **illegal rubbish dumping and litter control.**



**84%**  
▶ TARGET NOT MET

are satisfied with the **wastewater system.**



**83%**  
▶ TARGET MET

are satisfied with the **water supply.**



**73%**  
▶ TARGET NOT MET

are satisfied with **stormwater systems.**



**76%**  
▶ TARGET MET

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



**81%**  
▶ NO SET TARGET

are satisfied with **footpaths.**



**58%**  
▶ TARGET NOT MET

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

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Section 2

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# Research design

## 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 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 2021/2022 residents' survey are identical to previous years:

- 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); and
- Council operational procedures and general service provision.

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

## Method

In line with previous years, the 2022 survey was primarily conducted through landline telephone calls. Telephone surveys are ideally suited to surveying large, geographically dispersed populations 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 2022 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 2022 survey was also advertised through the South Taranaki District Council website. This had dual benefits of increasing awareness of the survey among those who were contacted by telephone, and provided a more inclusive approach. The online version achieves 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. South Taranaki District Council's Facebook page also posted a direct link to the survey throughout the fieldwork period.



## Sampling

Following a pilot testing phase, data collection took place between 19 January and 16 February 2022. 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.<sup>1</sup> 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.

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 C.

Four hundred and eleven surveys were completed in total - 402 over the telephone<sup>2</sup> and 9 completed online.

Data collected from the telephone survey is accurate to a maximum margin of error of +/- 4.9 percent at the 95 percent confidence level. This means that if 50 percent of respondents stated they were satisfied with a Council facility, then we could be 95 percent sure that between 45.1 percent and 54.9 percent 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.

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<sup>1</sup> A full demographic breakdown of the sample is shown in Appendix A.

<sup>2</sup> 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.

## Data analysis

Prior to the 2017 survey, the following scale was used to measure satisfaction with most of the Council’s services and facilities<sup>3</sup>:



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 a 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 are not being led to respond in a direction that is stronger than their true opinion.

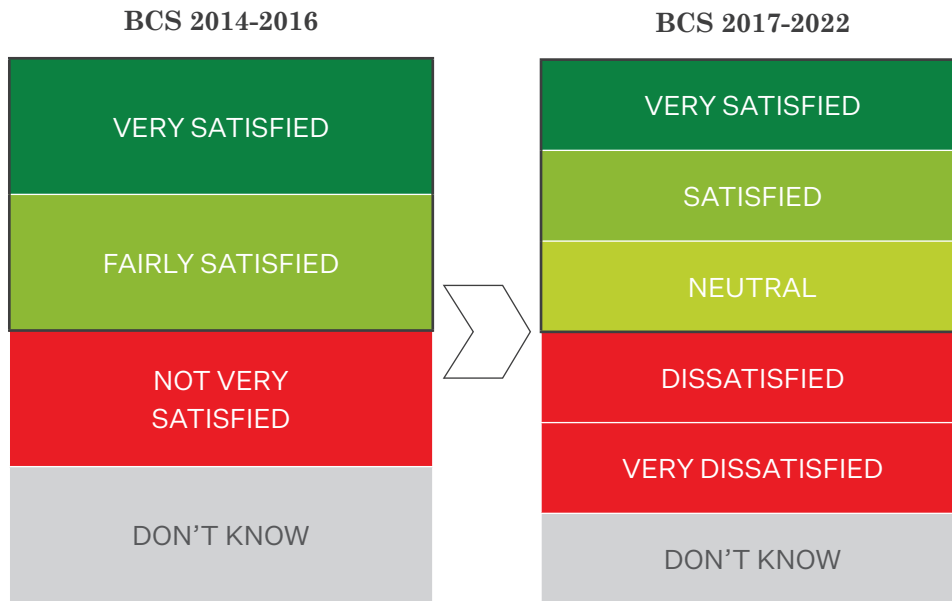
To overcome these design problems, the 2017 survey introduced an improved, 5-point scale, which has also been used for this 2022 survey:



This 5-point scale includes a “neutral” option and allows two responses around this neutral point, so there are an equal number of opportunities to respond as both satisfied and dissatisfied.

<sup>3</sup> 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 2022 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 2022 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 percent.

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 D (available in a separate document).

## Performance targets

Findings have been presented in relation to Council Key Performance Indicators (KPIs) for 2021/2022, as identified in the 2021 to 2031 Long Term Plan<sup>4</sup>. Across all KPIs, the measure of satisfaction reported is the same as the BCS.

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<sup>4</sup> <https://www.southtaranaki.com/our-council/plans-strategies-and-reports/long-term-plans>

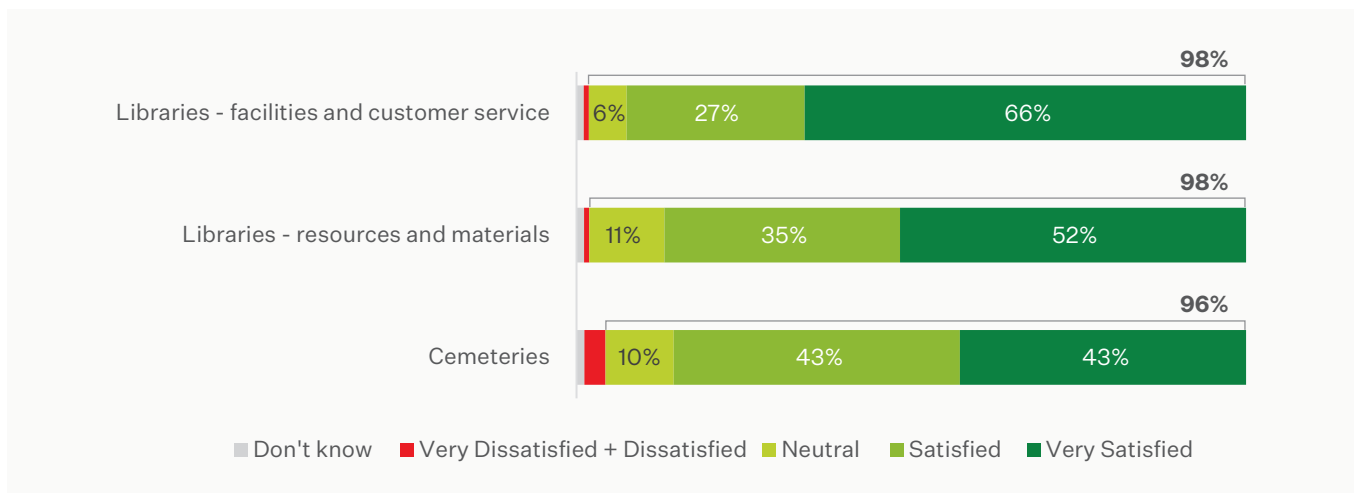
## Section 3

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# Cultural services

*The 2021-2022 satisfaction levels with libraries and cemeteries remain very high and met 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: 267, Cemeteries: 255.<sup>5</sup>*

## Libraries

Two-thirds of South Taranaki residents (66 percent) 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 years, public libraries remain a stand-out asset for the District:

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

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

<sup>5</sup> 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 (n>40) of residents provided comments.



## Cemeteries

Over two-thirds of residents (63 percent) had visited South Taranaki cemeteries in the previous 12 months. These residents were asked about their satisfaction with the maintenance provided, and as for previous years, nearly all visitors are satisfied.

- 96 percent of visitors were satisfied with the maintenance of cemeteries.

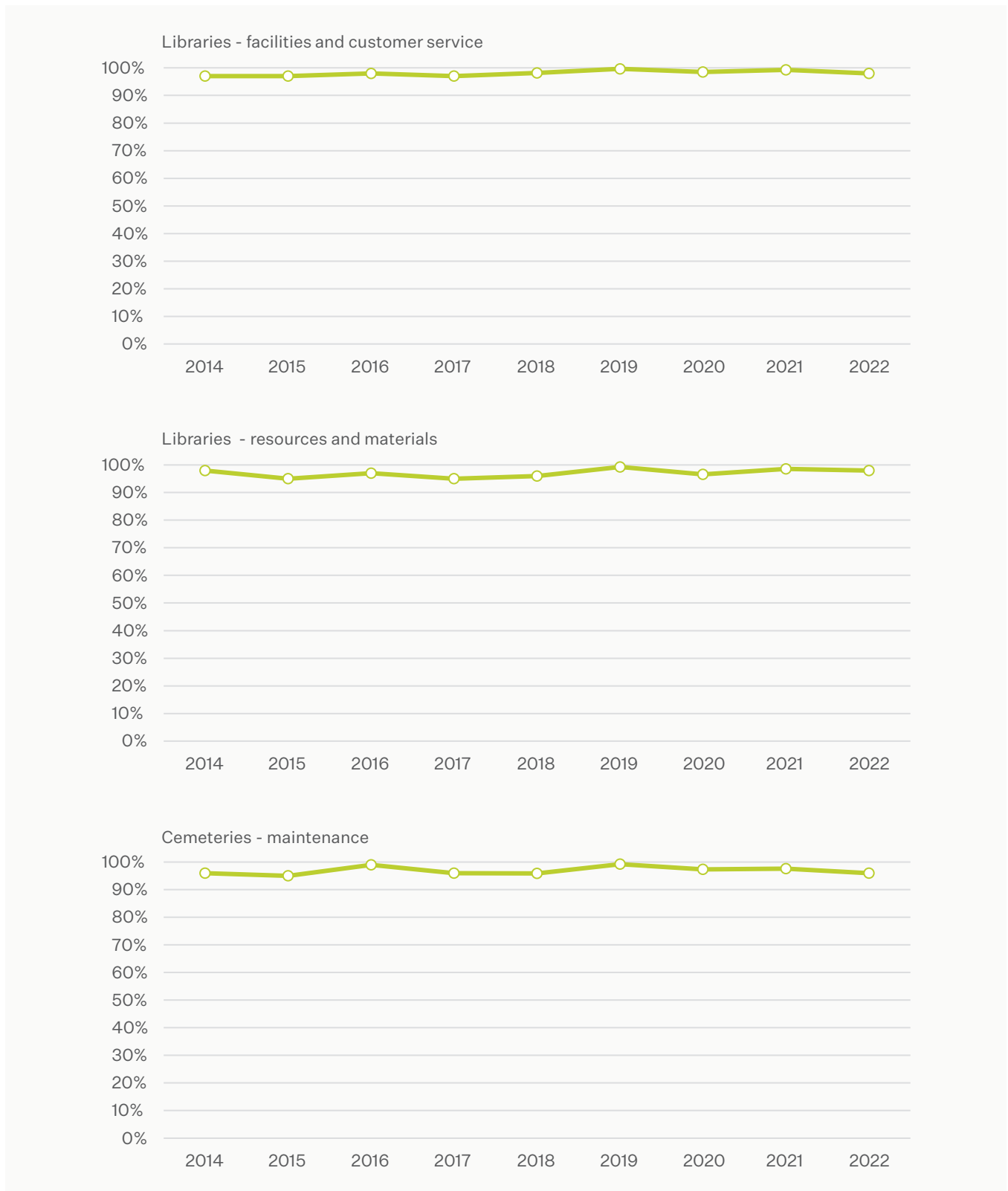
**Performance target met: aim = 95%, actual 96%.**

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

## 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**



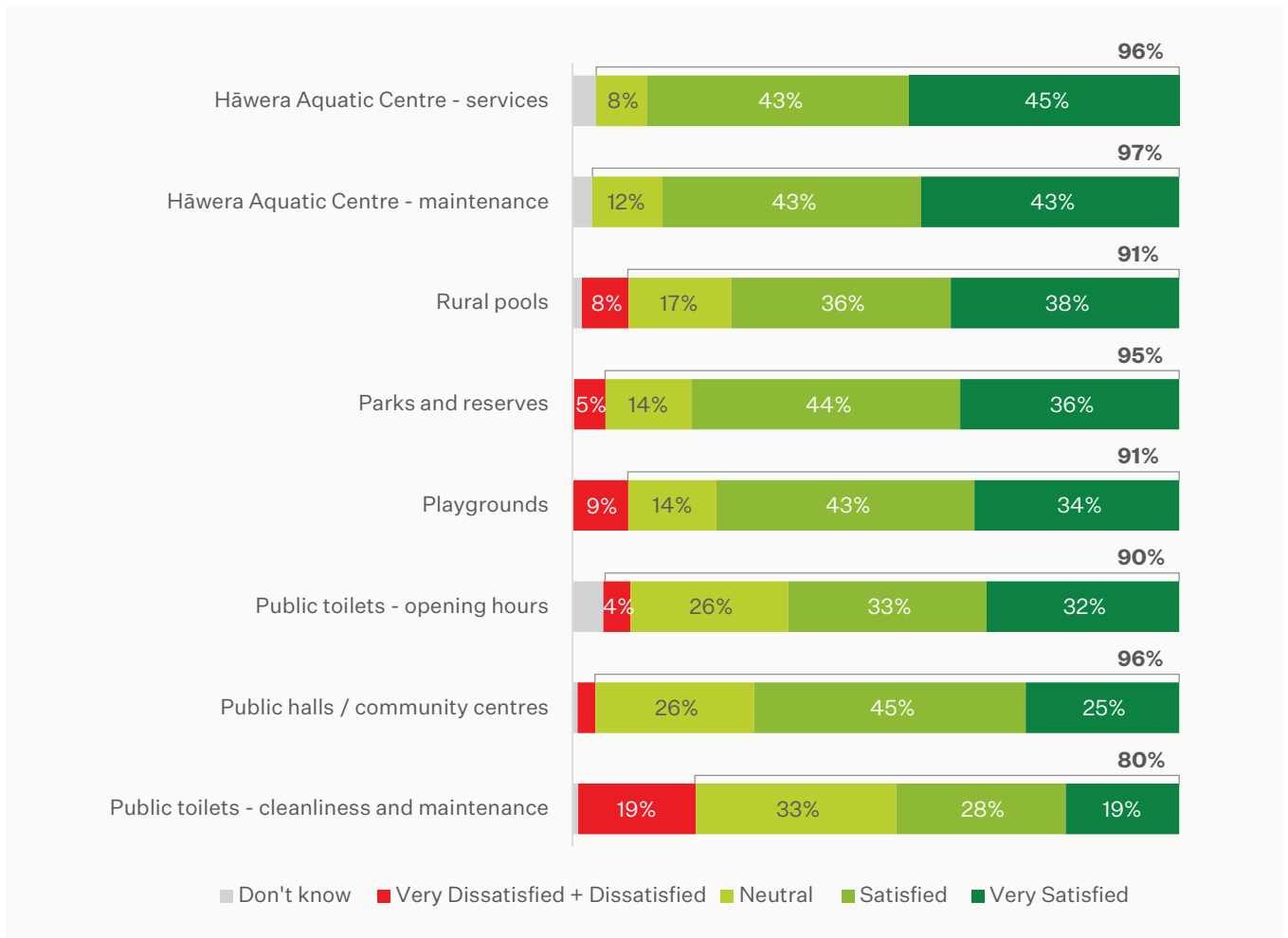
## Section 4

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# Recreation and leisure

*The 2021/2022 satisfaction levels with recreation and leisure facilities met 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: 315, public halls / community centers: 237, parks and reserves: 332, playgrounds: 228, Hāwera Aquatic Centre 155 and rural pools: 130.

## Parks and reserves

- 83 percent of South Taranaki residents visited its parks and reserves in the last year.
- The majority of these residents (95 percent) indicated that they were satisfied with the appearance and maintenance of parks and reserves.  
**Performance target not met: aim = 97%, actual = 95%.**
- There were no significant age, gender, or ward differences in terms of overall satisfaction with the District's parks and reserves.

## Playgrounds

- Over half (57 percent) of South Taranaki residents had visited the playgrounds in the last 12 months.
- The majority of these residents (91 percent) indicated that they were satisfied with the playgrounds provided within the district.  
**Performance target met: aim = 90%, actual = 91%.**
- Residents from Te Hāwera were significantly more satisfied (94 percent) with the playgrounds than other wards (88 percent).

## Public halls

- Over half of residents (59 percent) had used public halls in the District in the last year.
- Hall users were positive about the facilities: 96 percent were satisfied with cleanliness and maintenance.  
**Performance target met: aim = 90%, actual = 96%.**
- There were no significant age, gender, or ward differences in terms of satisfaction with the District's public halls.

## Public toilets

- Three-quarters (78 percent) 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.
- 90 percent were satisfied with opening hours.  
**No set target**
- 80 percent were satisfied with levels of cleanliness and maintenance.  
**Performance target met: aim = 80%, actual = 80%.**
- Reasons given for dissatisfaction focused on levels of cleanliness.

Satisfaction levels with the cleanliness and maintenance of public toilets varied by age; those aged 18-24 years of age were significantly less likely to be satisfied (52 percent) compared to the overall average (19 percent)

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

	%	n
Toilets unclean/unpleasant	76%	47
Need maintenance/upgrading/renovation	26%	16
Soap, handtowels etc. not provided	19%	12
Unsafe/vandalised	5%	3
<b>Number of respondents</b>		<b>62</b>

“ Sometimes you go in those places, they are not overly hygienic. Can’t think of one particular one. If you go out of town their cleanliness and hygiene seem to be more up to date user friendly.”<sup>6</sup>

<sup>6</sup> 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.



## Pools

- Satisfaction with the Hāwera Aquatic Centre and rural pools is a new measure for 2021/2022.
- Around one third of residents used the Hāwera Aquatic Centre (39 percent) and rural pools (32 percent) in the last year.
- The majority (97 percent) were satisfied with the Hāwera Aquatic Centre environment and maintenance.

**Performance target met: aim  $\geq$ 90%, actual 97%**

- 96 percent of users were satisfied with the services at the Hāwera Aquatic Centre.

**Performance target met: aim  $>$ 90%, actual 96%**

- 91 percent of users were satisfied with the environment and maintenance of rural pools.

**Performance target met: aim  $\geq$ 80%, actual 91%**

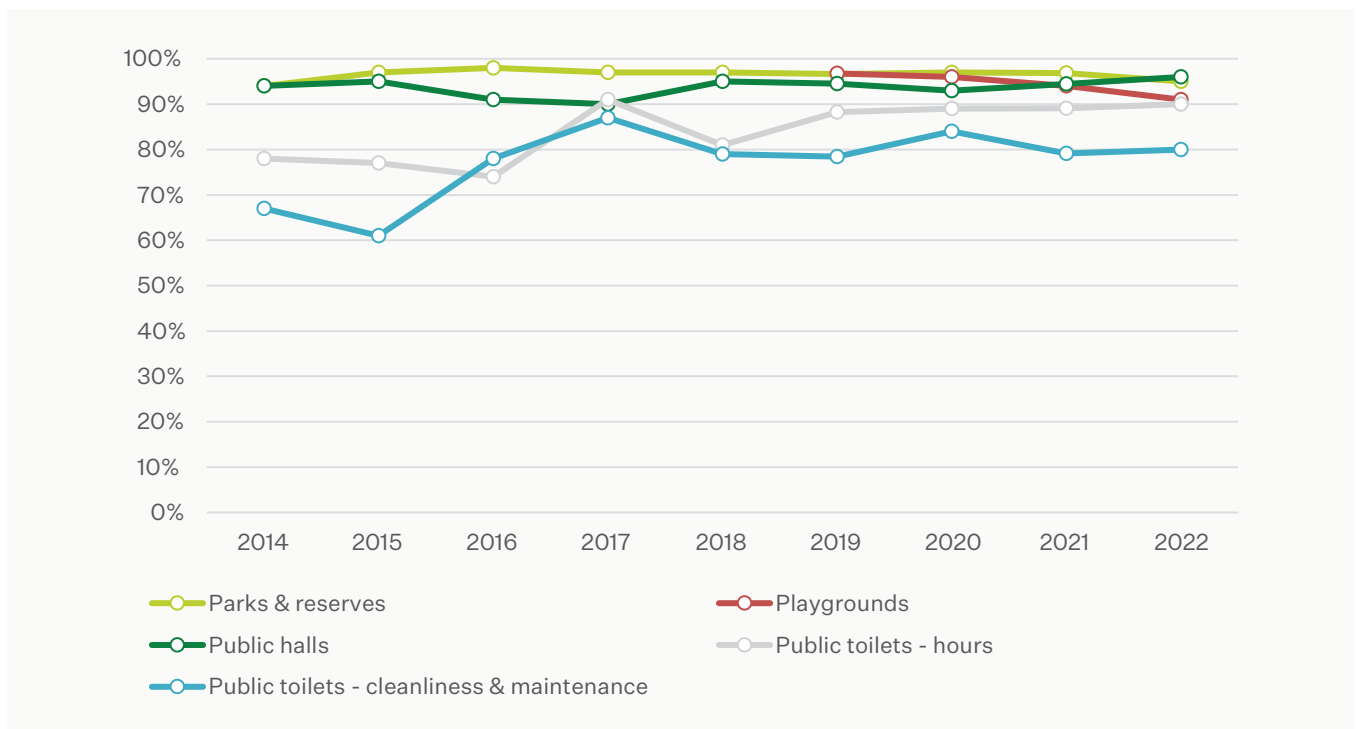
- Residents in Te Hāwera were significantly more likely to be satisfied with the environment and maintenance (90 percent) and services (87 percent) of the Hāwera Aquatic Centre, whereas Taranaki Coastal residents were significantly less likely to be satisfied (63 percent) with the services.

## Trend analysis

Analysis of the results alongside those from previous surveys demonstrates the following points<sup>7</sup>:

- Levels of satisfaction with the maintenance of parks and reserves and public halls were consistently high across the 2014 to 2021/2022 period.
- Levels of satisfaction with playgrounds has remained high since the start of measurement in 2019 and is similar to satisfaction with parks and reserves.
- Levels of satisfaction with the cleanliness and maintenance of public toilets have declined slightly since 2020 but the target has been met in 2021.

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



<sup>7</sup> Satisfaction with playgrounds was a new measure introduced in 2019.

Section 5

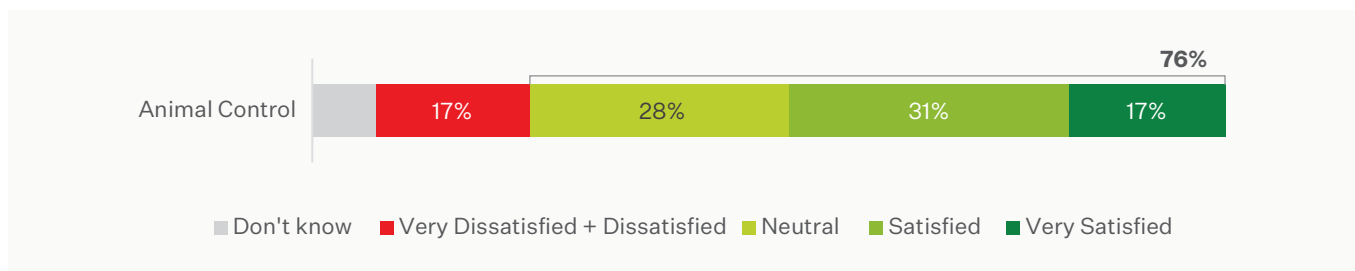
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# Environment and development

*The 2021/2022 satisfaction level with animal control meets the performance target.*

## Animal control

**Figure 5.1 Satisfaction with animal control**



Base: all respondents, 402

- 76 percent 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 = 76%.**

- Satisfaction levels with Animal Control differed by ward. Residents in Pātea were significantly less likely to be satisfied (60 percent) compared to other wards (76 percent).
- Reasons for dissatisfaction focused primarily on the number of roaming animals.

**Table 5.1 Reasons for dissatisfaction with the control of animals**

	%	n
Lots of animals roaming	54%	37
No/slow response from animal control	46%	31
Other animal-related problems encountered	16%	11
Noisy animals	3%	2
Number of respondents		68

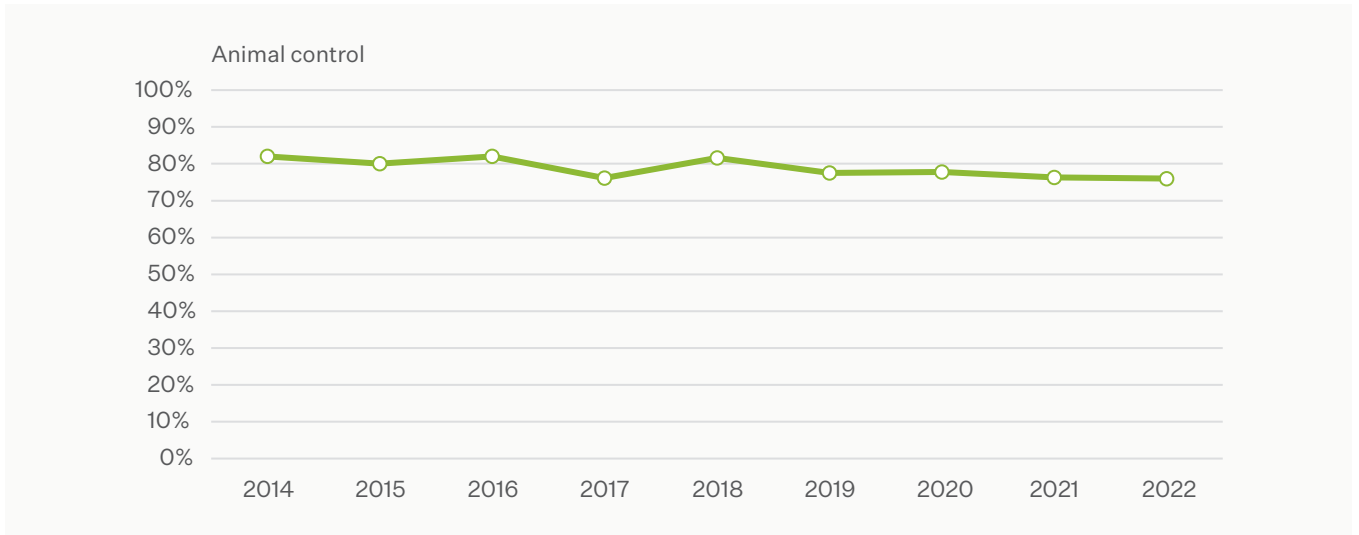
“Because there are that many wandering dogs in Pātea I wouldn’t take a dog for a walk. Roaming dogs everywhere, there are certain streets you don’t go near.”<sup>8</sup>

<sup>8</sup> A resident’s comment on why he/she was dissatisfied with the control of animals. The full list of comments is provided as an appendix in a separate document.

## Trend analysis

- Satisfaction levels remain consistent over time.

**Figure 5.2 Satisfaction with animal control over time**



Section 6

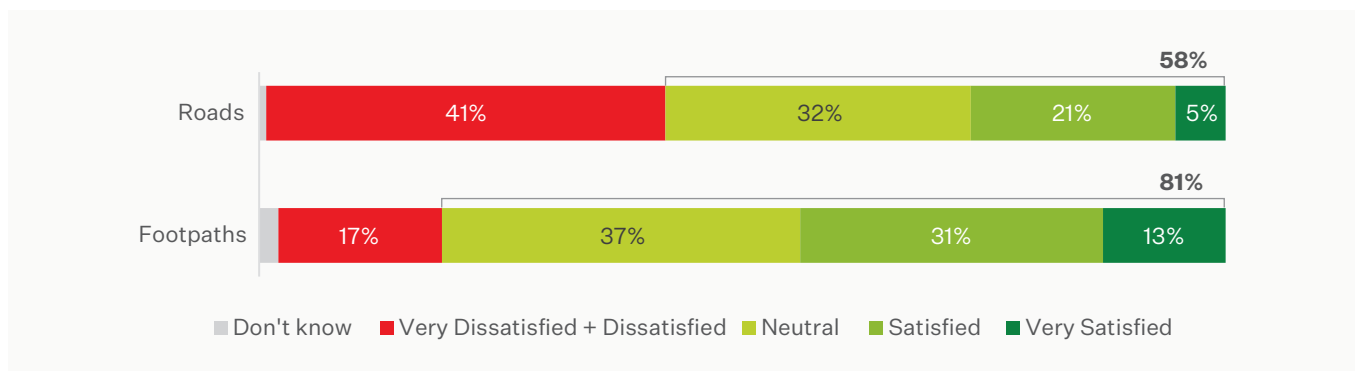
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# Roading and footpaths



The 2021/2022 satisfaction levels with roading and footpaths were relatively lower than those for other council services and facilities. Satisfaction with Council roads falls below the performance target.

Figure 6.1 Satisfaction with roading and footpaths



Base: all respondents, 402

Table 6.1 Satisfaction with Council roads and footpaths by ward of residence<sup>9</sup>

	Eltham-Kaponga	Te Hāwera	Pātea	Taranaki Coastal	All respondents
Satisfied with the condition of Council roads in the District (excluding state highways)	59%	64%	57%	48%	58%
Footpaths	85%	84%	70%	79%	81%
Number of respondents	68	174	60	100	402

<sup>9</sup> Note: Differences in satisfaction levels between wards are not statistically significant at the 95% confidence level. Interpretation of differences by ward should be treated as indicative only.

## Roading

- Over half of residents (58 percent) were satisfied with the condition of Council roads in the District (excluding state highways).

**Performance target not met: aim ≥ 73%, actual = 58%**

- There was a significantly higher proportion of residents who were dissatisfied with roading (41 percent) when compared with dissatisfaction levels for the other Council services and facilities measured (between 1 and 21 percent).
- 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 amongst Taranaki Coastal area (48 percent).
- As was the case previously, the majority of residents who were dissatisfied 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)	66%	110
Roads not being maintained/ slow to happen	27%	45
Repairs are not completed properly	24%	40
Specific road/street mentions + Other	23%	39
Roads are unsafe	11%	19
Heavy traffic destroying roads	11%	18
Roads need widening/ additions	4%	7
Flooding and drainage	4%	7
Signage and road markings	2%	3
Speed limits	2%	3
Don't know	2%	4
NET		166

“Most streets have got potholes, when it rains, half of the road disappears. They repair it, a week later, it’s back to the same. It’s just not nice.”<sup>10</sup>

<sup>10</sup> A resident’s comment on why he/she was dissatisfied with the roads. The full list of comments is provided as an appendix in a separate document.

## Footpaths

- Over three-quarters (81 percent) of residents were satisfied with South Taranaki footpaths<sup>11</sup>.
- There were no significant age, gender, or ward differences in terms of satisfaction with the District’s footpaths.
- Reasons for dissatisfaction mostly focused on the condition of footpaths. This was followed by perceptions of there not being enough footpaths and safety concerns with the existing footpaths.

**Table 6.3 Reasons for dissatisfaction with Council footpaths**

	%	n
Footpaths are in poor condition	40%	27
Not enough footpaths/existing paths not sufficient	28%	19
Footpaths are unsafe/slippery/hazardous	21%	14
Berms, trees, and grass needs trimming	16%	11
Other	4%	3
<b>Number of respondents</b>		<b>68</b>

“Many of the footpaths around the town need repair / replacement. There are portions of the concrete lifting in many places where tree roots have grown under the paths. This is a serious health & safety issue for pedestrians.”<sup>12</sup>

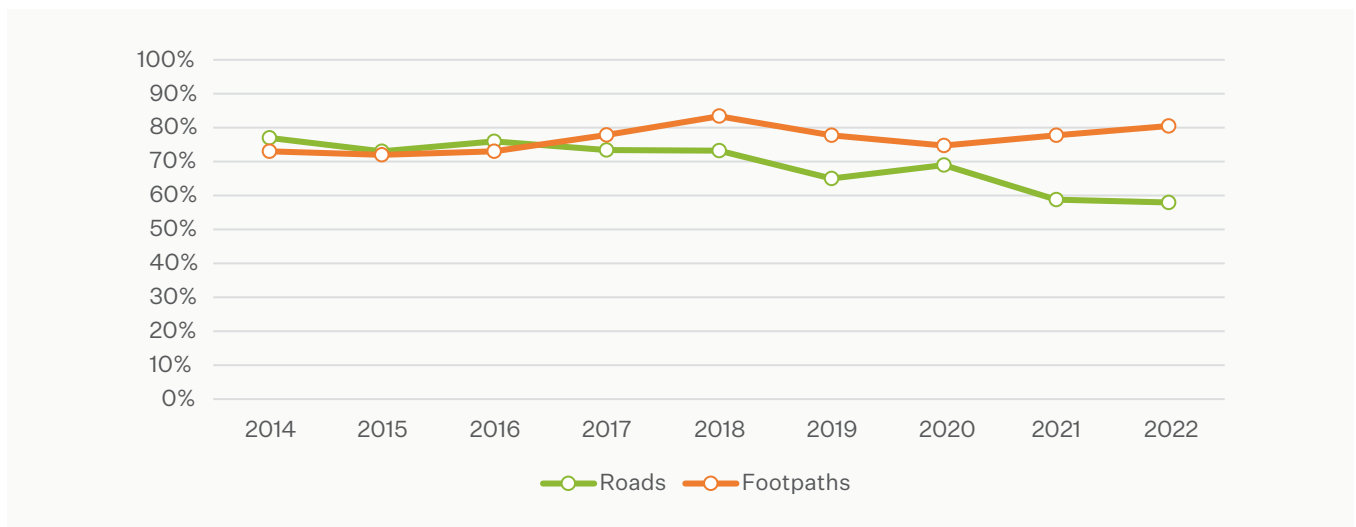
<sup>11</sup> No resident satisfaction performance target is set for footpaths in the Long-Term Plan.

<sup>12</sup> A resident’s comment on why he/she was dissatisfied with the footpaths. The full list of comments is provided as an appendix in a separate document.

## Trend analysis

- After a significant decline in 2021, the proportion of residents satisfied with the condition of Council roads remains at the lowest levels recorded since the start of the survey. Performance in this area should continue to be monitored closely.
- Satisfaction with footpaths continues to trend upwards after dropping to 75 percent in 2020.

**Figure 6.2 Residents' satisfaction with roading and footpaths over time**



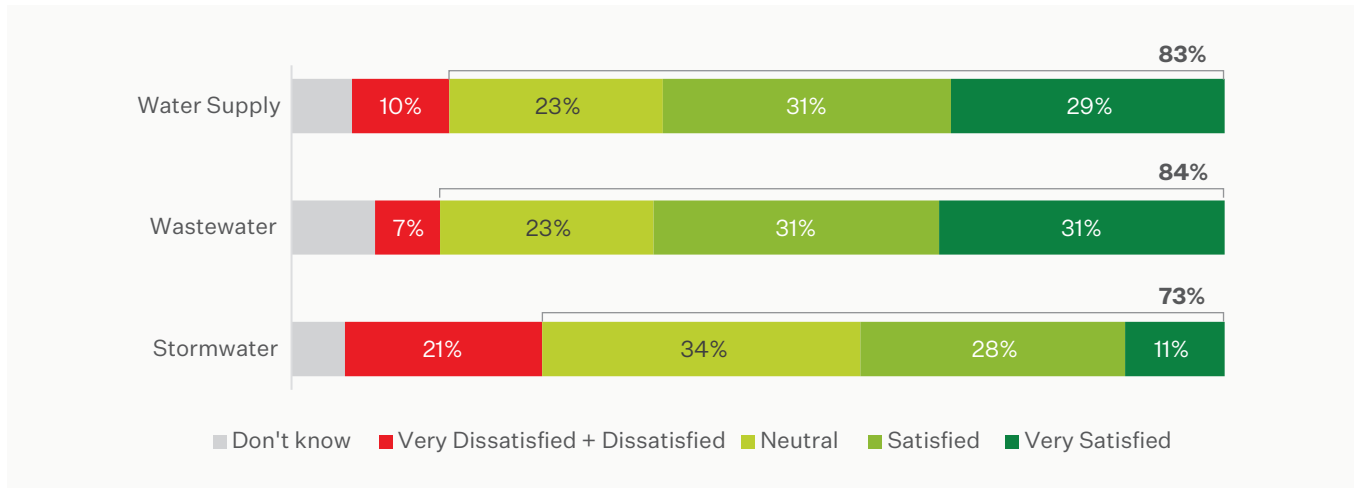
Section 7

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# Water

The 2021/2022 satisfaction levels with water services are high, but do not meet all individual performance targets set.

Figure 7.1 Satisfaction with water services



Base: all respondents, 402

Table 7.1 Satisfaction with water services by ward of residence

	Eltham-Kaponga	Te Hāwera	Pātea	Taranaki Coastal	All respondents
Water supply	93%	94%	60%	71%	83%
Wastewater <sup>13</sup>	93%	89%	77%	74%	84%
Stormwater <sup>14</sup>	74%	82%	57%	67%	73%
Number of respondents	68	174	60	100	402

13 Note: Differences in satisfaction levels between wards are not statistically significant at the 95% confidence level. Interpretation of differences by ward should be treated as indicative only.

14 Note: Differences in satisfaction levels between wards are not statistically significant at the 95% confidence level. Interpretation of differences by ward should be treated as indicative only.

## Water supply

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

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

- Satisfaction levels differed by ward. Residents in Te Hāwera were significantly more likely to state they were satisfied (94 percent) while residents in Pātea (60 percent) and Taranaki Coastal (71 percent) were less likely to be satisfied.
- The main reasons for dissatisfaction related to the taste/quality of water.

**Table 7.2 Reasons for dissatisfaction with water supply**

	%	n
Water has unpleasant taste/poor water quality	43%	18
Water is discoloured	29%	12
Water supply is poor (low pressure, inconsistent etc)	24%	10
Poor communication around water issues	19%	8
Don't like chemical additives	14%	6
Use my own water supply	12%	5
Costs associated with water	7%	3
Don't know	5%	2
<b>Number of respondents</b>		<b>42</b>

“ I don't drink the water supply in Taranaki because it has an after-taste. But I feel quite safe with bottled water.”<sup>15</sup>

## Wastewater

- 84 percent of residents stated they were satisfied with the wastewater system.

**Performance target not met: aim = 85%, actual = 84%.**

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

<sup>15</sup> A resident's comment on why he/she was dissatisfied with the water supply. The full list of comments is provided as an appendix in a separate document.

## Stormwater

- 73 percent of residents stated they were satisfied with the stormwater system (i.e. drainage, both urban and rural).  
**Performance target not met: aim = 80%, actual = 73%.**
- Results indicate that satisfaction with stormwater may vary between wards. Residents in Te Hāwera are significantly more likely to be satisfied with the storm water system (82 percent)
- Reasons for dissatisfaction focused on instances of flooding and levels of drain maintenance.

**Table 7.3 Reasons for dissatisfaction with the stormwater system**

	%	n
Flooding occurs	59%	50
Drains are blocked/not maintained	45%	38
Drainage not adequate	27%	23
Don't have stormwater service	5%	4
Other	6%	5
Don't know	4%	3
Number of respondents		85

“ When it rains it gets quite flooded on the roads.”<sup>16</sup>

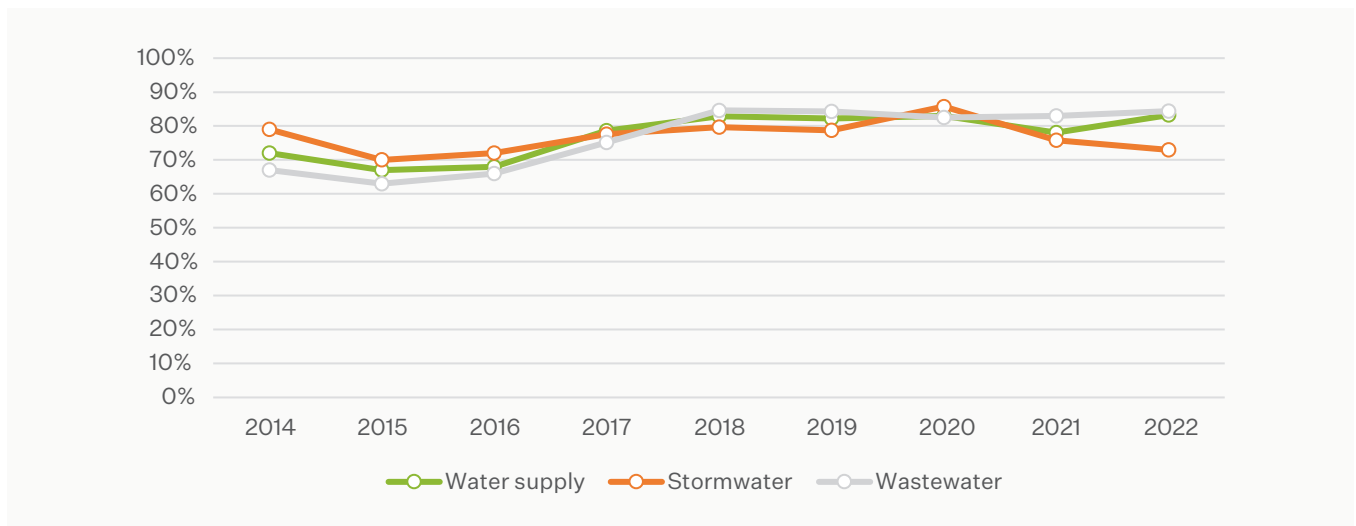
<sup>16</sup> A resident's comment on why he/she was dissatisfied with the stormwater system. The full list of comments is provided as an appendix in a separate document.



## Trend analysis

Analysis of residents' survey results over time indicates that satisfaction with the water supply has recovered to 83 percent from its slight drop to 78 percent in 2021 to again meet the performance target. Satisfaction with wastewater has remained largely stable since 2018 while satisfaction with stormwater, while not statistically significant from 2021, continues to trend downwards.

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



Section 8

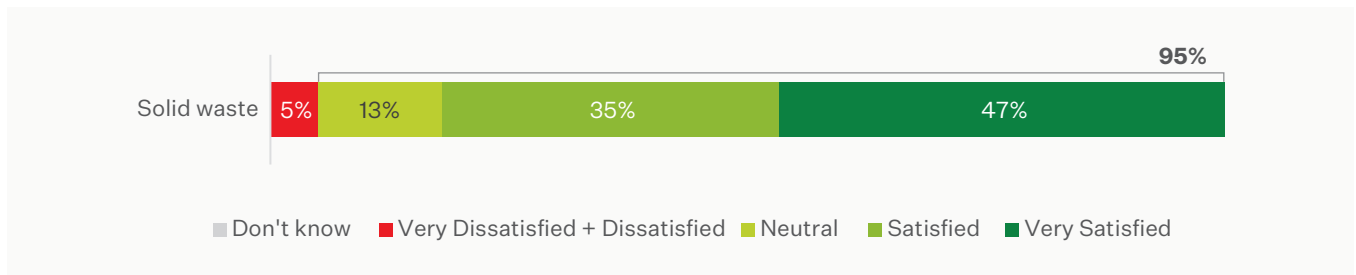
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# Solid waste

*The 2021/2022 satisfaction level for solid waste services remains high and meets the performance target.*

## 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 – 317.*

- More than three-quarters (79 percent) of residents used the weekly rubbish and recycling kerbside collection service.
- The majority (95 percent) of service users reported that they were satisfied.

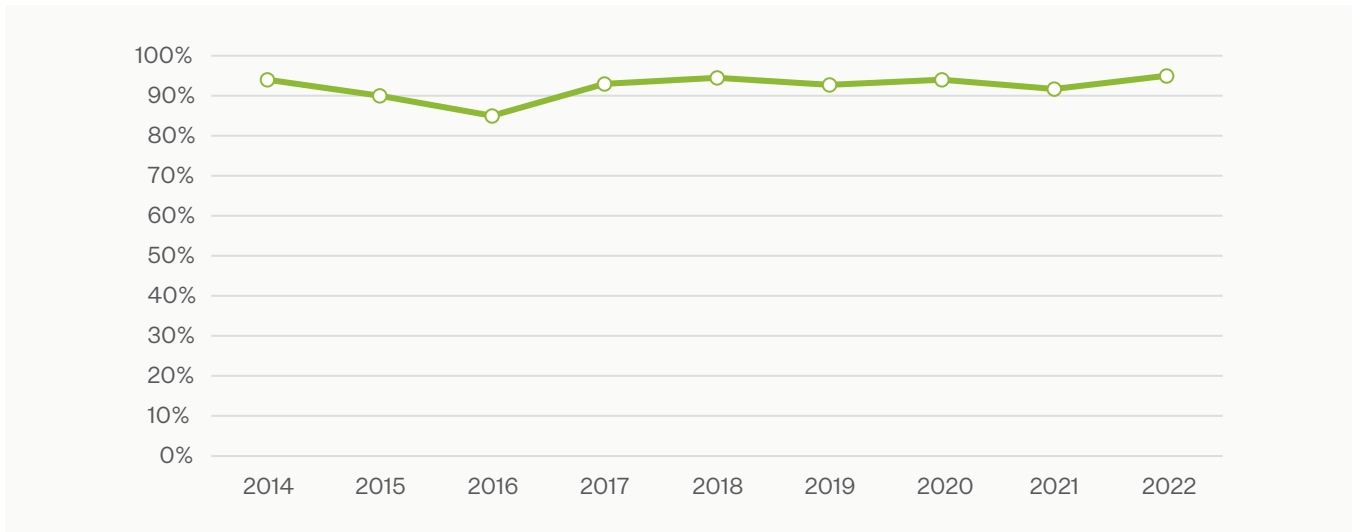
**Performance target met: aim = 90%, actual = 95%.**

- There were no significant age, gender, or ward differences in relation to satisfaction with the District’s weekly rubbish and recycling service.

## Trend Analysis

Residents' satisfaction levels remain consistently high.

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



## Section 9

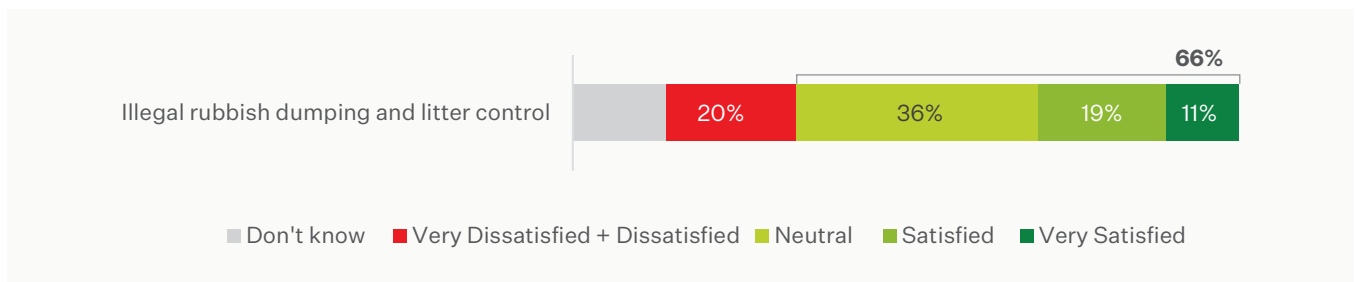
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# Illegal rubbish dumping and litter controls

*The 2021/2022 satisfaction levels with illegal rubbish dumping and litter controls were relatively lower than those for other Council services and facilities.*

## Illegal rubbish and litter control

Figure 9.1 Satisfaction with illegal rubbish dumping and litter controls



Base: all respondents 402.

- Two thirds (66 percent) of residents were satisfied with illegal rubbish dumping and litter controls.

**Performance target met: aim >50%, actual 66%**

- 5 percent of residents have called the Council about illegal rubbish dumping.
- There were no significant age, gender, or ward differences in relation to satisfaction with the District’s illegal rubbish dumping and litter control.

Section 10

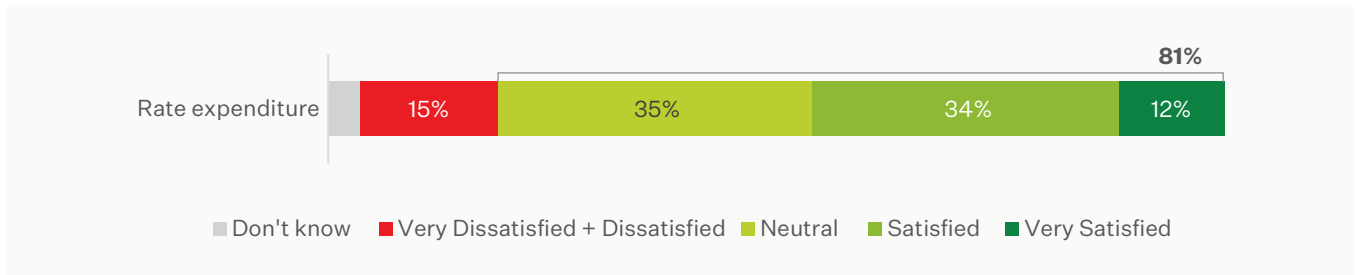
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# Rate expenditure

*The 2021/2022 satisfaction level for rate expenditure is consistent with that in recent years.*

## Rates spend on Council services and facilities

**Figure 10.1 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 – 332*

- 83 percent of respondents indicated that they, or a member of their household, had paid rates on a property in the district the last 12 months.
- 81 percent indicated that they were satisfied with the way that the Council spends rates; 15 percent stated that they were dissatisfied.
- There were no statistically significant age, gender, or ward differences in relation to satisfaction levels with the way the Council spends rates.
- Satisfaction levels did vary with the ward of residence. Surveyed residents of Te Hāwera were more satisfied (87 percent) with the way rates are spent on services and facilities than residents of the other wards.
- Reasons for dissatisfaction varied but the top reason for dissatisfaction referenced paying for services that they do not use/get. This was followed by a desire to see more money spent on other/specific areas and comments around money being spent in the wrong places.



**Table 10.1 Satisfaction with rate expenditure by ward of residence**

	<b>Eltham-Kaponga</b>	<b>Te Hāwera</b>	<b>Pātea</b>	<b>Taranaki Coastal</b>	<b>All respondents</b>
Satisfied with the way that rates are spent on services and facilities	76%	87%	77%	78%	81%
Number of respondents	68	174	60	100	402

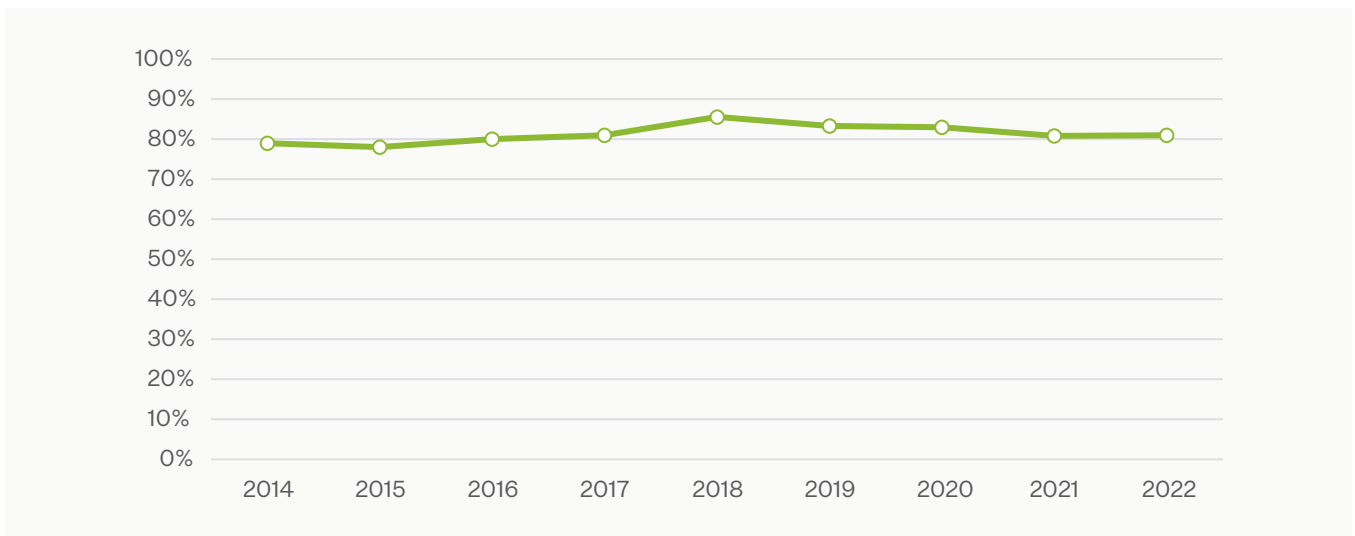
**Table 10.2 Reasons for dissatisfaction with rate expenditure**

	<b>%</b>	<b>n</b>
I pay for services/facilities that I do not use or get	33%	17
Other areas/specific areas given what would like to see more money spent on	31%	16
Money is being spent in the wrong places	16%	8
Not enough money is spent on smaller/rural areas	14%	7
Lack of or inadequate infrastructure/facilities/services	10%	5
Rate prices	4%	2
Don't know/want a breakdown of spending	2%	1
Other	4%	2
Don't know	8%	4
Number of respondents		51

## Trend analysis

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

**Figure 10.2 Resident satisfaction with rate expenditure over time**



Section 11

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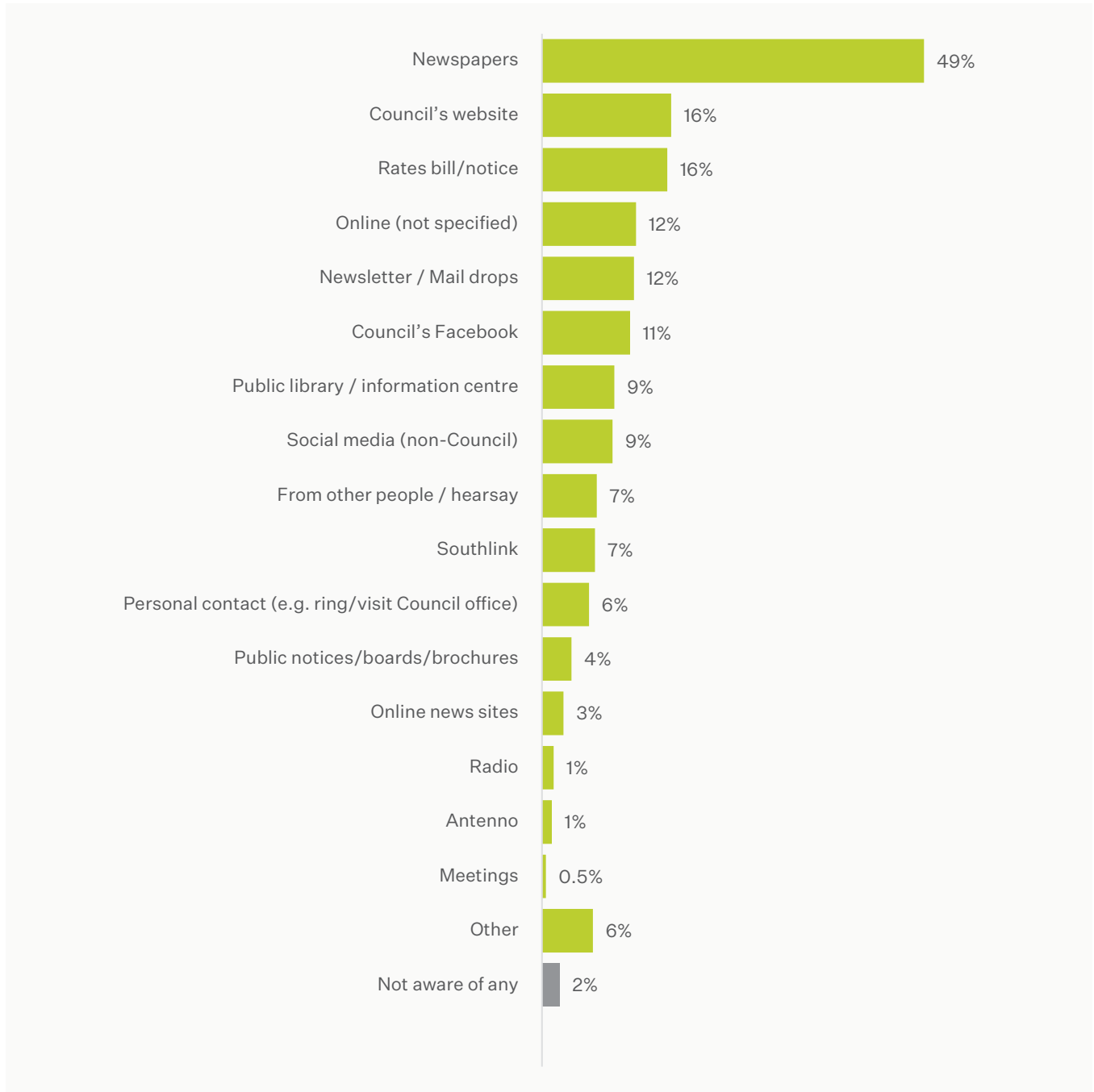
# Council Information

*The majority of surveyed residents knew how to get Council information if they wanted it.*

## Residents' abilities to find Council information

- 86 percent 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, rates bill/notice, online in general, and newsletter/mail drops.
- Newspapers as a source increased slightly after several years of large declines.
- Newspapers as a source declined from 62 percent in 2019 to 52 percent in 2020, to 46 percent in 2021 but recovered slightly to 49 percent in 2022.

**Figure 11.1 Sources of information about the Council**



Base: all respondents, 402

- Much like previous years, knowledge about how to access information varied significantly among surveyed residents:
- Those aged 18-24 were significantly less likely to report knowing how to get Council information (66 percent) compared to other age groups (86 percent).
- Females were more likely to use the Council’s Facebook page.
- Propensity to access Council information via newspapers increased with age.
- Those in Te Hāwera were less likely to have accessed information through a public library/information centre (3 percent) compared to other wards (9 percent).

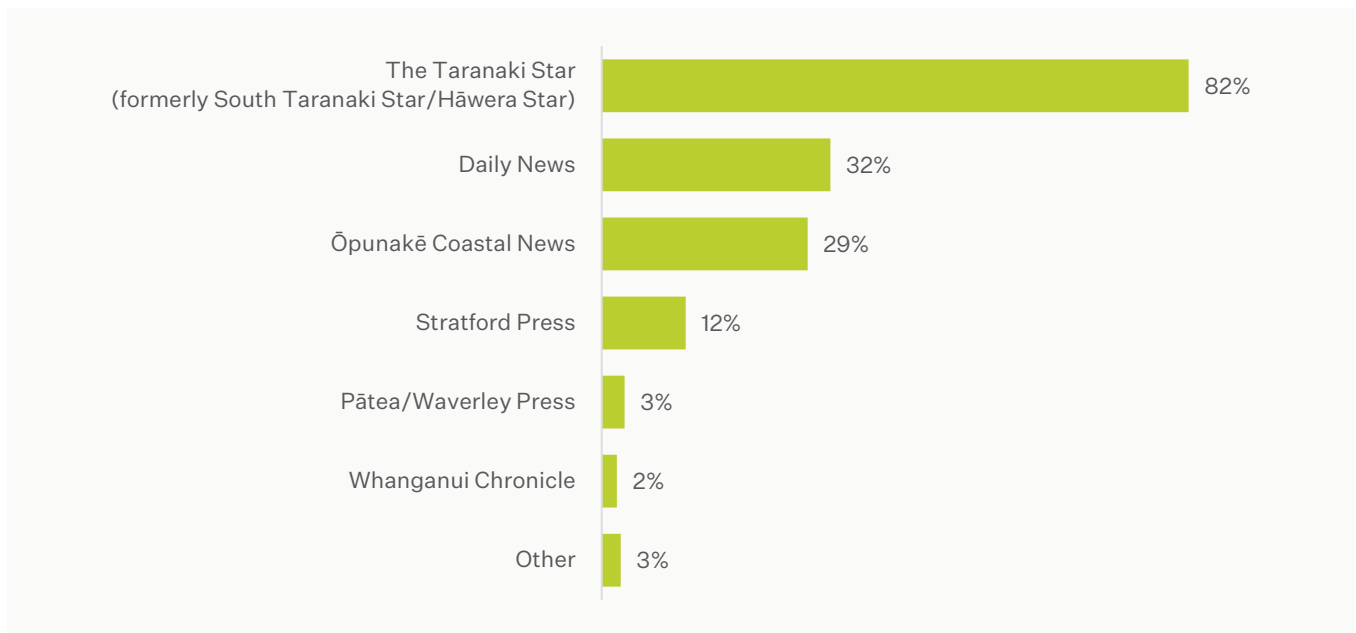
**Table 11.1 Top 5 sources of information about the Council by age and gender**

	<b>18-24</b>	<b>25-34</b>	<b>35-44</b>	<b>45-54</b>	<b>55-64</b>	<b>65+</b>	<b>Male</b>	<b>Female</b>	<b>Gender diverse</b>	<b>All respondents</b>
<b>Newspapers</b>	34%	38%	42%	49%	51%	61%	50%	47%	50%	49%
<b>Council’s website</b>	20%	19%	26%	8%	19%	10%	16%	17%	0%	16%
<b>Rates bill/notice</b>	0%	10%	12%	22%	23%	16%	15%	17%	25%	16%
<b>Online (not specified)</b>	20%	17%	19%	8%	6%	10%	10%	14%	0%	12%
<b>Newsletter / Mail drops</b>	3%	2%	11%	14%	11%	18%	13%	10%	25%	12%
<b>Number of respondents</b>	35	42	73	63	97	92	199	199	4	402

## 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/Hāwera Star).

**Figure 11.2 South Taranaki newspaper readership**



Base: respondents who have used newspaper as a source of Council Information, 187

- Table 11.2 shows how readership preferences differ by ward. Results show the significance of local newspapers alongside the dominance of The Taranaki Star.

**Table 11.2 South Taranaki newspaper readership by ward**

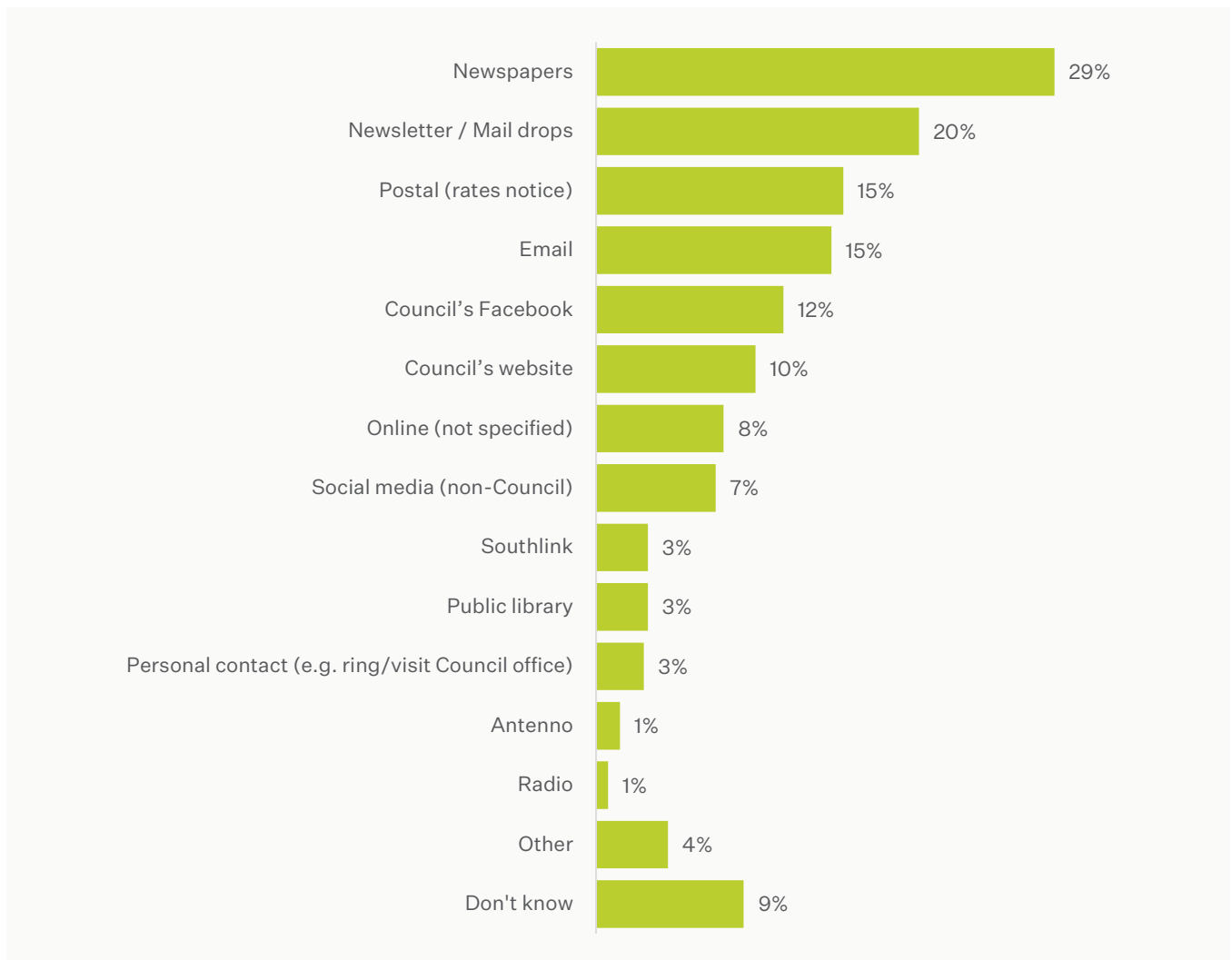
	<b>Eltham-Kaponga</b>	<b>Te Hāwera</b>	<b>Pātea</b>	<b>Taranaki Coastal</b>	<b>All respondents</b>
The Taranaki Star (formerly South Taranaki Star/Hāwera Star)	86%	89%	100%	67%	84%
Daily News	38%	29%	14%	38%	31%
Ōpunakē Coastal News	45%	<b>9%</b>	<b>0%</b>	<b>56%</b>	26%
Stratford Press	<b>55%</b>	<b>3%</b>	0%	6%	11%
Pātea/Waverley Press	7%	<b>1%</b>	<b>55%</b>	2%	8%
Whanganui Chronicle	3%	1%	<b>14%</b>	2%	3%
Other	7%	2%	0%	4%	3%
Number of respondents	23	101	16	47	195



## Future Council information preferences

- Residents' preferences on how they want to receive information in the future are mixed so continuing a multi-channel approach is important.

**Figure 11.3 Preferred future sources of Council information**



Base: all respondents, 402

- Future information source needs tended to differ by age group and gender.
- Preference for newspapers as a future information source tend to increase with age while preference for information accessed through the Council's Facebook page or through email tends to decrease with age.
- Females are more likely than males to prefer the Council's Facebook as their future source of information.

Section 12

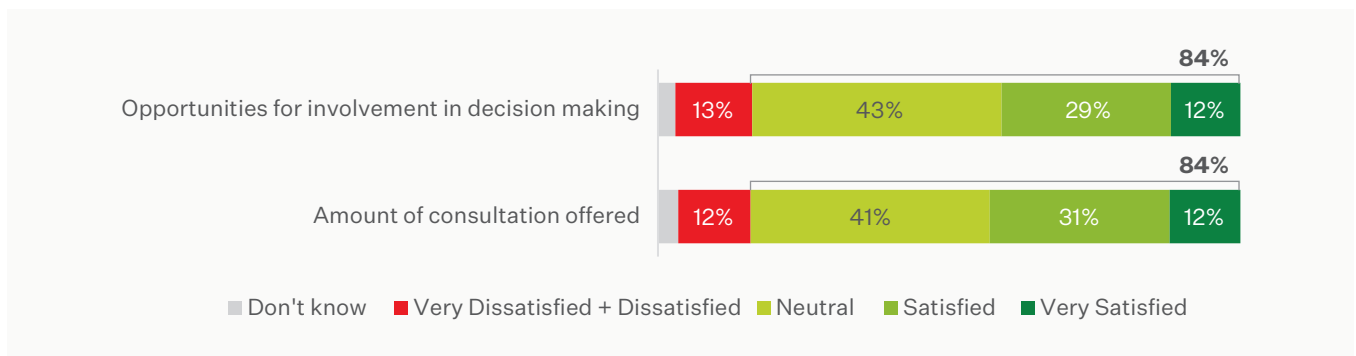
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# Council representation of residents' views

*The majority of residents were satisfied with Council representation of residents' views. Performance targets were met.*

## Community consultation

Figure 12.1 Satisfaction with Council representation of residents' views



Base: all respondents, 402

- 84 percent of residents were satisfied with the opportunities to participate in Council decision-making processes.  
**Performance target met: aim = 80%, actual = 84%.**
- 84 percent of residents were also satisfied with the Council’s level of consultation (the amount of consultation offered).<sup>17</sup>
- The residents who were dissatisfied with the amount of consultation offered thought there could be more consultation in general, more methods of engagement, and targeted consultation with people who are directly affected alongside district-wide engagement.

<sup>17</sup> No resident satisfaction performance target is set for satisfaction with the level of consultation offered in the Long-Term Plan.

**Table 12.1 What could the Council have done better to have improved the amount of consultation?**

	%	n
More consultation/consultation methods	36%	18
Better communication in general	18%	9
Follow through with public's feedback	18%	9
Consult with the people affected/wider group of people	12%	6
More communication around when consultation will happen	10%	5
Other	4%	2
Don't know	16%	8
<b>Number of respondents</b>		<b>50</b>

“ Definitely needs more consultation with local iwi, local iwi feedback and representation.”<sup>18</sup>

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

<sup>18</sup> A resident's comment on what the Council could do better to improve the amount of consultation. The full list of comments is provided as an appendix in a separate document.

## Council decisions

- Two-thirds of respondents (67 percent) thought that the decisions made by the Council represented the best interests of the District. One-quarter (25 percent) disagreed and 8 percent stated that they "did not know."

**Performance target not met: aim = 70%, actual = 67%.**

- 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 12.2 shows that consultation and communication are important to these residents. Roothing and walkways, distribution of spending in rural areas, building decisions, and future development were also highlighted.

**Table 12.2 Council decisions that do not represent the District's interests**

	Eltham-Kaponga	Te Hāwera	Pātea	Taranaki Coastal	All respondents n	All respondents %
Consultation, communication, representation	25%	18%	13%	38%	24	24%
Building decisions	5%	18%	33%	12%	16	16%
Where money is being spent	15%	13%	13%	19%	15	15%
Māori Wards	-	16%	7%	12%	10	10%
Not enough being spent on rural areas	15%	-	13%	12%	8	8%
Maintenance of buildings, parks, etc	10%	8%	20%	-	8	8%
Prior decisions by council	5%	8%	13%	4%	7	7%
Cost of rates	10%	3%	-	8%	5	5%
Future development	-	11%	-	-	4	4%
Water supply (e.g., metering, fluoride)	-	3%	7%	4%	3	3%
How long the process takes	-	-	13%	4%	3	3%
Other	-	5%	-	-	2	2%
Don't know	30%	26%	7%	15%	21	21%
Total respondents	20	38	15	26	99	

“Most of the decisions they make benefit Hāwera and not surrounding rural areas.”<sup>19</sup>

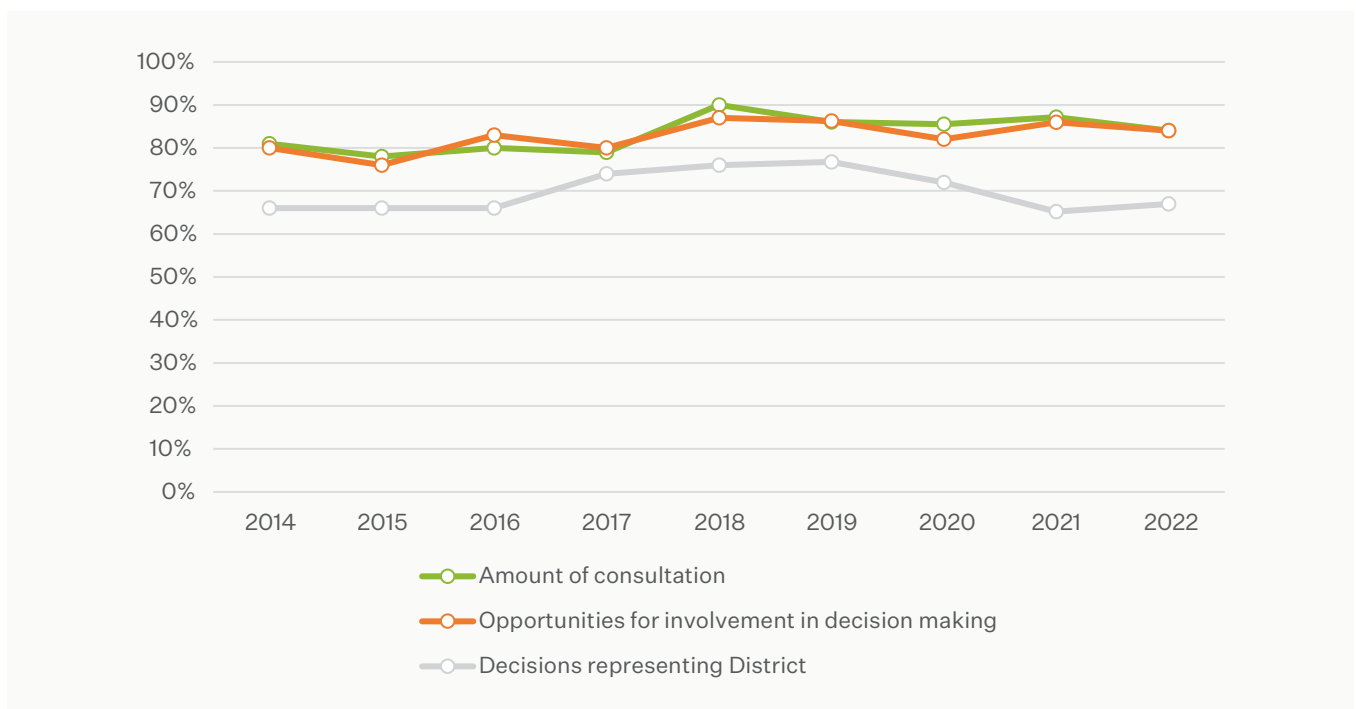
<sup>19</sup> A resident's comment on Council's decisions that do not represent the District. The full list of comments is provided as an appendix in a separate document.

## Trend analysis

Trend analysis indicates that

- the proportion satisfied with the Council’s consultation and decision-making processes has remained stable since 2018; and
- the proportion of residents agreeing that the decisions made by the Council represented the best interests of the District was trending downwards, but is now stable compared to last year. Communications should be designed to address perceptions.

**Figure 12.2 Satisfaction with Council representation of residents over time**



Section 13

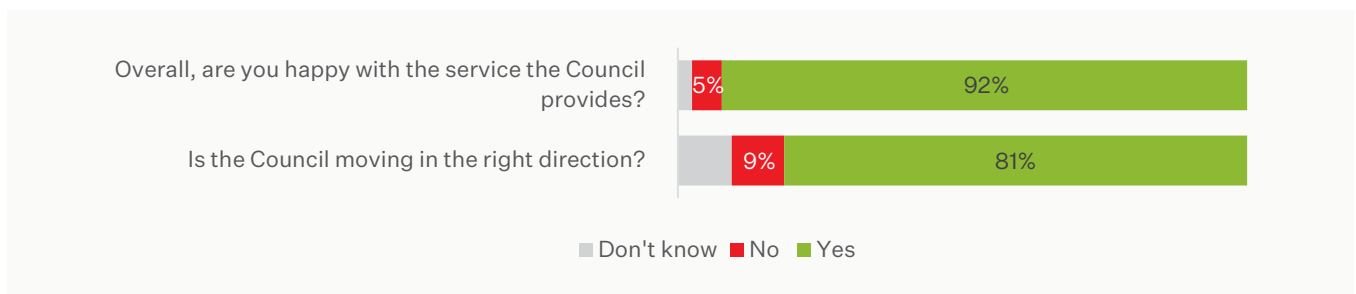
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# Council direction and improvement

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

## Council direction and service provision

Figure 13.1 Council direction and service provision



Base: all respondents, 402

- 92 percent of residents stated that they were happy overall with the service the Council provides.
- 81 percent of residents felt that the Council was moving in the right direction.
- Residents who thought the Council was not moving in the right direction were asked what they thought the right direction would be. Table 13.1 shows that listening and communication with the public are important to these residents.



**Table 13.1 What would be the right direction?**

	%	n
Listen to the public	<b>27%</b>	10
Better communication with the public	22%	8
Focus on growth (population, businesses etc)	11%	4
Greater focus on rural areas	8%	3
Replace councillors / unhappy with performance of councillors	8%	3
Reduces rates/ costs	5%	2
Improve Council services	5%	2
Other	5%	2
Don't know	16%	6
<b>Total respondents</b>		<b>37</b>

- There were no statistically significant age, gender or ward differences in relation to residents' perceptions of Council direction.

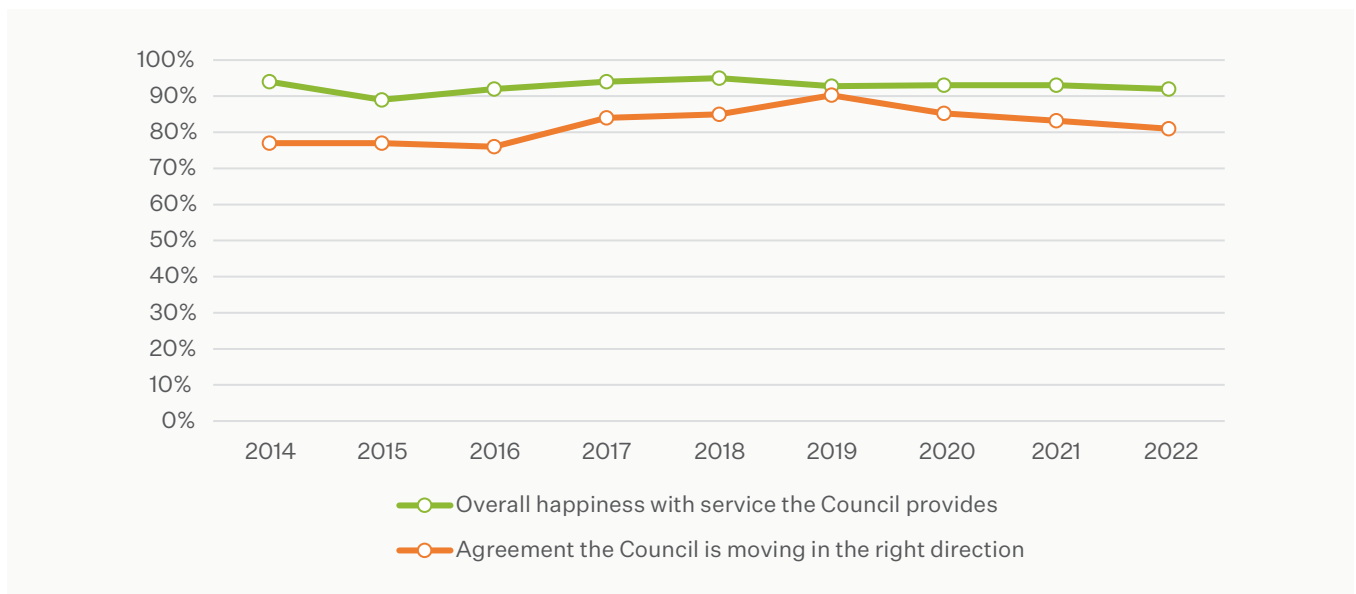
**Table 13.2 Perceptions of Council direction and overall satisfaction with service provided**

	<b>Eltham-Kaponga</b>	<b>Te Hāwera</b>	<b>Pātea</b>	<b>Taranaki Coastal</b>	<b>All respondents</b>
Overall happy with service that the Council provides	91%	96%	90%	88%	92%
Agree Council is moving in the right direction	81%	86%	80%	74%	81%
Number of respondents	68	174	60	100	402

## Trend analysis

- Trend analysis shows that overall happiness with the service the Council provides has remained stable.
- Analysis also shows the level of agreement that the Council is moving in the right direction continues to decline.

**Figure 13.2 Residents' perceptions of Council direction and service provision over time**



## Positive areas to maintain

For the 2021/2022 survey residents were asked for the three things they thought the Council did best.

In 2022, the top five positives for South Taranaki council were

1. Good waste collection
2. Parks and reserves
3. Good Communication/Advertising
4. Libraries
5. Swimming pools

**Table 13.3 Areas identified for Council to maintain**

	%	n
Good waste collection	24%	95
Parks and reserves	22%	90
Good Communication/Advertising	19%	76
Libraries	16%	65
Swimming pools	14%	58
Water supply	13%	53
Infrastructure/sports/shopping and other facilities (e.g. movies, health etc.)	12%	50
Good facilities/amenities	8%	33
Good council/council members	7%	27
Good activities/attractions	4%	17
Environment/nature	4%	17
Urban centres/urban rejuvenation	3%	13
Negative comment	2%	8
Tracks and walkways	1%	6
Other	7%	28
Don't know / Nothing	17%	70
NET	100%	402

“ Rubbish collections on a Friday always spot on. They do a survey every now and then and put a smiley face on the bin to let us know we are doing the right thing.”

## Improvement areas

When asked for the three things they would like Council to improve, the hot topics were

1. roads, including maintenance and improvements;
2. communication or consultation with the public;
3. footpaths including maintenance and improvements;
4. urban rejuvenation for the town upkeep and appearance; and
5. water supply such as the quality and pressure.

**Table 13.4 Areas identified for Council improvement**

Roads - maintenance/improvements	<b>22%</b>	88
Communication/consultation with public	<b>17%</b>	67
Rubbish/recycling - collection improvements	7%	28
Footpaths - maintenance/improvements	7%	28
Parks, reserves and play areas - cleanliness, increase amount	6%	23
Stormwater - drainage improvements	5%	22
Urban rejuvenation - town upkeep/appearance	5%	22
Water supply - quality, pressure	5%	21
Public toilets - cleanliness/maintenance	4%	17
Rural community support	4%	15
Animal control	<b>3%</b>	14
Rates/fees affordability	<b>3%</b>	14
Speed things up	<b>3%</b>	14
Rubbish/recycling - more bins or drop-off points	<b>2%</b>	9
Youth - more support/activities	<b>2%</b>	9
Council staff	<b>2%</b>	9
Other infrastructure/facilities	<b>2%</b>	9
Urban rejuvenation - business/industry support	<b>1%</b>	6
Community engagement e.g. events	<b>1%</b>	5
Local medical services (facilities, staff)	<b>1%</b>	5
Residential development	<b>1%</b>	5
Other	7%	28
Don't know/Nothing	<b>30%</b>	119
NET	<b>100%</b>	402

“ They need more opportunity for face-to-face communication around new projects.”

Section 14

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# Identifying action points

*Improving public consultation and actively seeking public feedback are still the main priorities.*

The front of mind improvement areas on the previous page provides 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; and
- statistical key driver analysis.

## **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 therefore an area to maintain. However, if the gap is negative, this indicates that this is an area that can be improved.

The top three areas identified for improvement are the same as those for 2021:

1. Public Toilets
2. Public Consultation
3. Rural pools environment and maintenance

**Table 14.1 Performance gap analysis**

Ranking	Service / Facility	Importance (Mean)	Satisfaction (Mean)	Performance Gap	
1	Public Libraries	The facilities and customer service	4.3	<b>0.2</b>	
		The materials, resources and information provided	4.1	4.3	<b>0.2</b>
2	Public Halls	3.6	3.7	<b>0.1</b>	
3	Cemeteries	4.2	4.1	<b>-0.1</b>	
4	Playgrounds	4.1	3.9	<b>-0.2</b>	
5	Parks and Reserves	4.3	4.1	<b>-0.2</b>	
6	Pools	Hāwera Aquatic Centre environment and maintenance	3.9	<b>-0.3</b>	
		The services at the Hāwera Aquatic Centre	4.2	3.9	<b>-0.3</b>
		Rural pools environment and maintenance		3.7	<b>-0.5</b>
7	Weekly rubbish and recycling service	4.5	4.1	<b>-0.4</b>	
8	Public consultation and seeking public feedback	Opportunities to participate in decision making	4.0	3.5	<b>0.5</b>
		Amount of consultation		3.5	<b>0.6</b>
9	Public Toilets	Opening hours	4.2	3.9	<b>-0.3</b>
		The cleanliness and maintenance		3.4	<b>-0.8</b>

Base: all residents, excluding don't know responses

## 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 2022, but are of high importance to overall satisfaction:

### ***Areas to improve:***

- Rates expenditure
- Opportunities to participate in decision making
- Footpaths
- Amount of consultation
- Stormwater



Attributes that are slightly less important to overall satisfaction and are performing relatively poorly in 2022 but are important to keep an eye on as they make more of an impact on overall perceptions in the future.

***Areas to keep an eye on:***

- Toilet cleanliness
- Roads
- Animal control
- Rubbish/Dumping

High-importance 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:***

- Cemeteries
- Playgrounds
- Hāwera Aquatic Services
- Hāwera Aquatic environment
- Halls
- Toilet opening hours

Figure 14.1 Key driver analysis



The key driver analysis plots satisfaction scores in key service areas (calculated excluding 'don't know' answers) 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. 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.

## Implications

Taking both methods into account, the priority area to improve would be

- Public consultation and seeking public feedback

This area has the highest impact on overall resident satisfaction 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.

Section 15

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# Appendix A: Demographic profile

## Age

	%	n
18-24	9%	35
25-34	10%	42
35-44	18%	73
45-54	16%	63
55-64	24%	97
65+	23%	92

## Gender

	%	n
Male	50%	199
Female	50%	199
Gender Diverse	1%	4

## Ward

	%	n
Eltham-Kaponga	17%	68
Te Hāwera - Hāwera /Normanby/Tangahoe	43%	174
Pātea – Pātea/Waverley/Waitōtara	15%	60
Taranaki Coastal – Warea/Ōpunakē/Manaia	25%	100

## Ethnicity

	%	n
European/New Zealander	83%	333
Māori	17%	70
Asian	1%	6
Pacific Peoples	1%	6
Middle Eastern/Latin American/African	0%	1
Other (please specify)	5%	20





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South Taranaki District Council

# RESIDENT SATISFACTION SURVEY 2022

## APPENDICES B AND C

Research Report | March 2022





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**Disclaimer:**

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Section 1

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# Appendix B: Results by age, gender, and ward

Reported below are the percentages of residents in each category (age, gender, and ward) who gave a positive response (i.e. satisfaction or agreement) with an aspect of Council operation.

## Council Services and Facilities

### Importance of facilities/services by ward

	Eltham-Kaponga	Te Hāwera	Pātea	Taranaki Coastal
Public halls / Community centres	76%	89%	73%	86%
Public toilets	94%	93%	87%	91%
Cemeteries	91%	94%	88%	90%
Public libraries	91%	83%	88%	88%
Parks and reserves	93%	99%	93%	95%
Weekly rubbish and recycling service	96%	97%	85%	82%
Public consultation and seeking public feedback	93%	91%	87%	84%
Playgrounds	88%	94%	87%	87%
Pools	91%	95%	88%	90%

### Importance of facilities/services by age and gender

	18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Gender diverse
Public halls / Community centres	77%	81%	90%	83%	84%	83%	83%	84%	75%
Public toilets	80%	90%	92%	95%	93%	93%	92%	91%	100%
Cemeteries	91%	90%	88%	94%	93%	92%	91%	92%	75%
Public libraries	71%	83%	81%	94%	86%	93%	84%	88%	100%
Parks and Reserves	94%	95%	97%	92%	98%	97%	95%	97%	100%
Weekly rubbish and recycling service	86%	88%	92%	89%	90%	97%	90%	92%	75%
Public consultation and seeking public feedback	69%	81%	93%	90%	92%	93%	87%	91%	100%
Playgrounds	86%	90%	93%	94%	86%	91%	88%	92%	100%
Pools	97%	90%	93%	92%	88%	95%	90%	94%	75%

### Facilities/services used by ward

	Eltham-Kaponga	Te Hāwera	Pātea	Taranaki Coastal
Public halls/Community Centres	53%	60%	63%	59%
Public toilets	69%	82%	78%	79%
Cemeteries	62%	66%	62%	61%
Public libraries	74%	55%	78%	74%
Parks or reserves	72%	90%	80%	78%
Playgrounds	49%	59%	67%	53%
Weekly rubbish and recycling service	78%	89%	73%	65%
Paid rates on a property	81%	87%	85%	75%
Hāwera Aquatic Centre	25%	53%	33%	25%
Rural Pools (that is Council pools except for Hāwera Aquatic Centre)	46%	19%	43%	40%
Called about illegal rubbish dumping	4%	5%	3%	7%

### Facilities/services used by age and gender

	18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Gender Diverse
Public halls/Community Centres	51%	64%	67%	59%	53%	60%	61%	57%	50%
Public toilets	89%	79%	81%	87%	81%	63%	80%	77%	50%
Cemeteries	54%	48%	64%	62%	73%	64%	59%	68%	25%
Public libraries	63%	57%	73%	59%	69%	70%	61%	72%	75%
Parks or reserves	91%	86%	88%	86%	76%	78%	80%	85%	75%
Playgrounds	69%	67%	84%	54%	46%	39%	49%	65%	50%
Weekly rubbish and recycling service	69%	67%	81%	75%	78%	90%	77%	80%	75%
Paid rates on a property	51%	64%	74%	92%	90%	96%	84%	81%	75%
Hāwera Aquatic Centre	49%	43%	62%	41%	23%	29%	36%	41%	25%
Rural Pools (that is Council pools except for Hāwera Aquatic Centre)	54%	40%	53%	24%	33%	9%	21%	43%	75%
Called about illegal rubbish dumping	0%	2%	5%	6%	5%	8%	7%	4%	0%

## Satisfaction with cultural services

	<b>Cemeteries</b>	<b>Libraries - resources and materials</b>	<b>Libraries - facilities and customer service</b>
<b>Eltham-Kaponga</b>	91%	90%	93%
<b>Te Hāwera</b>	93%	85%	84%
<b>Pātea</b>	92%	97%	95%
<b>Taranaki Coastal</b>	87%	90%	90%
<b>18-24</b>	89%	97%	89%
<b>25-34</b>	93%	83%	83%
<b>35-44</b>	92%	90%	92%
<b>45-54</b>	90%	92%	87%
<b>55-64</b>	89%	86%	89%
<b>65+</b>	92%	88%	90%
<b>Male</b>	91%	84%	86%
<b>Female</b>	90%	93%	92%
<b>Gender Diverse</b>	75%	100%	75%

### Satisfaction with recreation leisure facilities

	Public toilets - hours	Public toilets - cleanliness	Public halls	Parks or reserves	Playgrounds	Hāwera Aquatic Centre - Maintenance	Hāwera Aquatic Centre - Services	Rural Pools
Eltham-Kaponga	81%	75%	91%	87%	79%	68%	68%	76%
Te Hāwera	86%	78%	91%	96%	94%	90%	87%	72%
Pātea	85%	80%	87%	88%	80%	78%	75%	87%
Taranaki Coastal	89%	76%	86%	91%	86%	68%	63%	79%
18-24	94%	46%	97%	97%	97%	94%	94%	91%
25-34	81%	76%	83%	90%	88%	79%	79%	81%
35-44	85%	73%	96%	93%	85%	86%	86%	82%
45-54	87%	84%	89%	92%	87%	81%	78%	78%
55-64	87%	80%	84%	88%	82%	69%	65%	77%
65+	83%	86%	90%	95%	91%	76%	71%	63%
Male	85%	78%	87%	92%	87%	76%	74%	77%
Female	85%	77%	91%	92%	88%	82%	78%	76%
Gender Diverse	100%	75%	100%	75%	50%	75%	75%	75%

### Satisfaction with environment and development

	Animal Control	Illegal dumping and Litter Control
Eltham-Kaponga	81%	65%
Te Hāwera	84%	72%
Pātea	60%	65%
Taranaki Coastal	68%	58%
18-24	86%	83%
25-34	69%	76%
35-44	81%	70%
45-54	67%	57%
55-64	73%	66%
65+	82%	60%
Male	77%	68%
Female	75%	65%
Gender Diverse	75%	50%

### Satisfaction with roading and footpaths

	<b>Roading</b>	<b>Footpaths</b>
Eltham-Kaponga	59%	85%
Te Hāwera	64%	84%
Pātea	57%	70%
Taranaki Coastal	48%	79%
18-24	40%	83%
25-34	50%	76%
35-44	51%	88%
45-54	65%	79%
55-64	63%	76%
65+	64%	84%
Male	58%	82%
Female	58%	80%
Gender Diverse	50%	75%

### Satisfaction with water services

	<b>Water supply</b>	<b>Stormwater</b>	<b>Wastewater</b>
Eltham-Kaponga	93%	74%	93%
Te Hāwera	94%	82%	89%
Pātea	60%	57%	77%
Taranaki Coastal	71%	67%	74%
18-24	91%	89%	89%
25-34	81%	69%	76%
35-44	86%	79%	88%
45-54	68%	65%	70%
55-64	77%	69%	82%
65+	95%	74%	95%
Male	86%	73%	85%
Female	81%	73%	84%
Gender Diverse	50%	75%	25%

### Satisfaction with solid waste services

<b>Kerbside collection</b>	
Eltham-Kaponga	93%
Te Hāwera	93%
Pātea	85%
Taranaki Coastal	79%
18-24	97%
25-34	83%
35-44	93%
45-54	76%
55-64	87%
65+	92%
Male	88%
Female	88%
Gender Diverse	75%

### Satisfaction with rate expenditure

<b>Rate expenditure</b>	
Eltham-Kaponga	76%
Te Hāwera	87%
Pātea	77%
Taranaki Coastal	78%
18-24	83%
25-34	74%
35-44	81%
45-54	75%
55-64	81%
65+	89%
Male	79%
Female	83%
Gender Diverse	75%



## Receiving information from the Council

### Know how to access Council information

	Know how to access Council information
Eltham-Kaponga	91%
Te Hāwera	87%
Pātea	88%
Taranaki Coastal	77%
18-24	66%
25-34	83%
35-44	89%
45-54	87%
55-64	88%
65+	88%
Male	87%
Female	84%
Gender Diverse	75%

### Current sources of Council information by ward

	Eltham-Kaponga	Te Hāwera	Pātea	Taranaki Coastal
Newspapers	43%	53%	37%	52%
Council's website	15%	22%	10%	12%
Rates bill/notice	16%	16%	12%	18%
Online (not specified)	15%	13%	13%	8%
Newsletter / Mail drops	15%	10%	10%	14%
Council's Facebook	10%	13%	12%	8%
Public library / information centre	15%	3%	18%	10%
Social media (non-Council)	15%	7%	7%	9%
From other people / hearsay	10%	5%	5%	9%
Southlink	4%	10%	3%	5%
Personal contact (e.g. ring/visit Council office)	3%	5%	12%	6%
Public notices/boards/brochures	4%	1%	10%	4%

	Eltham-Kaponga	Te Hāwera	Pātea	Taranaki Coastal
Online news sites	1%	3%	3%	3%
Radio	1%	1%	5%	0%
Antenno	0%	2%	2%	1%
Meetings	1%	1%	0%	0%
Other	3%	9%	5%	5%
Not aware of any	1%	2%	5%	1%

### Current sources of Council information by age and gender

	18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Gender Diverse
Newspapers	34%	38%	42%	49%	51%	61%	50%	47%	50%
Council's website	20%	19%	26%	8%	19%	10%	16%	17%	-
Rates bill/notice	-	10%	12%	22%	23%	16%	15%	17%	25%
Online (not specified)	20%	17%	19%	8%	6%	10%	10%	14%	-
Newsletter / Mail drops	3%	2%	11%	14%	11%	18%	13%	10%	25%
Council's Facebook	14%	21%	21%	10%	6%	4%	7%	15%	25%
Public library / information centre	6%	7%	11%	11%	11%	7%	7%	12%	-
Social media (non-Council)	23%	21%	11%	11%	1%	3%	6%	13%	-
From other people / hearsay	14%	12%	3%	6%	8%	4%	7%	7%	-
Southlink	3%	2%	1%	8%	7%	13%	7%	7%	-
Personal contact (e.g. ring/visit Council office)	-	2%	1%	2%	10%	12%	6%	6%	-
Public notices/boards/brochures	6%	-	-	6%	7%	2%	4%	4%	-
Online news sites	6%	5%	1%	3%	3%	1%	4%	2%	-
Radio	6%	2%	1%	2%	-	1%	2%	2%	-
Antenno	-	2%	-	2%	1%	2%	1%	2%	-
Meetings	-	-	1%	-	-	1%	1%	1%	-
Other	6%	2%	4%	8%	5%	11%	8%	5%	25%
Not aware of any	9%	2%	1%	2%	2%	1%	3%	2%	-

### Newspaper readership by ward

	Eltham-Kaponga	Te Hāwera	Pātea	Taranaki Coastal
The Taranaki Star (formerly South Taranaki Star/Hāwera Star)	86%	89%	100%	67%
Daily News	38%	29%	14%	38%
Ōpunakē Coastal News	45%	9%	0%	56%
Stratford Press	55%	3%	0%	6%
Pātea/Waverley Press	7%	1%	55%	2%
Whanganui Chronicle	3%	1%	14%	2%
Other	7%	2%	0%	4%

### Newspaper readership by age and gender

	18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Gender Diverse
The Taranaki Star (formerly South Taranaki Star/Hāwera Star)	92%	88%	84%	77%	84%	86%	82%	87%	50%
Daily News	33%	38%	23%	23%	37%	34%	32%	30%	50%
Ōpunakē Coastal News	17%	19%	23%	26%	33%	25%	23%	28%	50%
Stratford Press	17%	13%	16%	3%	12%	11%	10%	13%	-
Pātea / Waverley Press	-	19%	10%	10%	8%	5%	9%	8%	-
Whanganui Chronicle	-	6%	6%	3%	2%	2%	3%	3%	-
Other (please specify)	-	19%	-	10%	-	-	3%	3%	-

### Preferred future source of Council information by ward

	Eltham-Kaponga	Te Hāwera	Pātea	Taranaki Coastal
Newspapers	19%	32%	23%	33%
Newsletter / Mail drops	28%	16%	23%	21%
Postal (rates notice)	19%	16%	12%	14%
Email	18%	16%	12%	12%
Council's Facebook	10%	13%	15%	8%
Council's website	15%	9%	8%	9%
Online (not specified)	4%	9%	7%	9%
Social media (non-Council)	7%	6%	8%	9%

	Eltham-Kaponga	Te Hāwera	Pātea	Taranaki Coastal
Southlink	-	4%	3%	4%
Public library	4%	-	7%	6%
Personal contact (e.g. ring/ visit Council office)	1%	3%	2%	4%
Antenno	1%	2%	2%	1%
Radio	-	1%	2%	1%
Other	4%	3%	12%	3%
Don't know	9%	8%	12%	10%

### Preferred future source of Council information by age and gender

	18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Gender Diverse
Newspapers	26%	14%	27%	25%	34%	34%	33%	25%	25%
Newsletter / Mail drops	6%	19%	22%	22%	18%	26%	19%	20%	75%
Postal (rates notice)	-	14%	15%	17%	22%	14%	15%	16%	25%
Email	17%	24%	19%	16%	12%	8%	13%	17%	0%
Council's Facebook	14%	17%	25% ↑	14%	5%	3%	6%	17%	50%
Council's website	6%	14%	19%	8%	8%	5%	9%	11%	25%
Online (not specified)	6%	10%	14%	6%	5%	8%	9%	7%	-
Social media (non-Council)	17%	17%	10%	2%	4%	5%	4%	12%	-
Southlink	-	2%	1%	3%	4%	5%	3%	4%	-
Public library	-	5%	5%	2%	4%	2%	2%	5%	-
Personal contact (e.g. ring/ visit Council office)	-	2%	1%	2%	2%	8%	4%	3%	-
Antenno	-	2%	3%	2%	1%	1%	1%	3%	-
Radio	-	2%	-	2%	1%	-	1%	1%	-
Other	9%	2%	3%	5%	6%	3%	5%	4%	-
Don't know	17%	5%	1%	11%	13%	9%	11%	8%	-

## Council representation of residents

### Council decision making

	<b>Council decisions represent the best interests of the District</b>
Eltham-Kaponga	57%
Te Hāwera	72%
Pātea	63%
Taranaki Coastal	67%
18-24	86%
25-34	55%
35-44	67%
45-54	70%
55-64	59%
65+	73%
Male	67%
Female	67%
Gender Diverse	50%

## Resident consultation and participation

	<b>Opportunities to participate in decision making</b>	<b>Amount of consultation</b>
Eltham-Kaponga	76%	78%
Te Hāwera	90%	88%
Pātea	82%	77%
Taranaki Coastal	80%	86%
18-24	91%	91%
25-34	76%	86%
35-44	84%	82%
45-54	83%	79%
55-64	84%	79%
65+	86%	90%
Male	84%	84%
Female	84%	85%
Gender Diverse	50%	50%

## Council direction and improvement

### Council direction and service provision

	Overall, the Council is moving in the right direction	Happy with the service that the Council provides
Eltham-Kaponga	81%	91%
Te Hāwera	86%	96%
Pātea	80%	90%
Taranaki Coastal	74%	88%
18-24	86%	94%
25-34	86%	93%
35-44	82%	96%
45-54	76%	86%
55-64	77%	91%
65+	85%	95%
Male	79%	92%
Female	83%	92%
Gender Diverse	75%	75%

### Areas identified Council does well/areas to maintain by ward

	Eltham-Kaponga	Te Hāwera	Pātea	Taranaki Coastal
Good waste collection	18%	28%	27%	19%
Parks and reserves	19%	28%	18%	18%
Good Communication/ Advertising	19%	25%	12%	13%
Libraries	18%	14%	22%	15%
Swimming pools	18%	12%	25%	10%
Water supply	16%	18%	10%	5%
Infrastructure/ sports / shopping and other facilities (e.g., movies, health etc)	19%	13%	15%	6%
Good facilities/ amenities	1%	9%	13%	8%
Good Council/council members	4%	9%	10%	3%
Good activities/attractions	3%	6%	7%	1%
Environment/nature	-	4%	3%	8%

	Eltham-Kaponga	Te Hāwera	Pātea	Taranaki Coastal
Urban centres/ urban rejuvenation	4%	3%	2%	4%
Negative comment	1%	1%	3%	3%
Tracks and walkways	-	2%	2%	2%
Other	3%	5%	12%	10%
Don't know / Nothing	25%	12%	12%	25%

### Areas identified for Council to maintain by age and gender

	18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Gender Diverse
Good waste collection	17%	14%	19%	27%	31%	24%	26%	22%	25%
Parks and reserves	26%	19%	23%	25%	22%	21%	20%	25%	25%
Good Communication/ Advertising	17%	21%	21%	14%	11%	28%	17%	22%	-
Libraries	17%	17%	19%	21%	13%	13%	13%	20%	25%
Swimming pools	20%	17%	19%	16%	12%	9%	10%	19%	25%
Water supply	6%	-	14%	22%	14%	14%	20%	7%	-
Infrastructure/ sports / shopping and other facilities (e.g., movies, health etc)	11%	14%	12%	13%	10%	14%	14%	11%	25%
Good facilities/ amenities	9%	10%	14%	6%	7%	5%	8%	8%	25%
Good Council / Council members	3%	7%	10%	8%	4%	8%	7%	7%	-
Good activities/ attractions	6%	2%	4%	6%	4%	3%	3%	6%	-
Environment / Nature	-	5%	5%	3%	2%	8%	6%	3%	-
Urban centres/ Urban rejuvenation	3%	2%	4%	-	5%	3%	4%	3%	-
Negative comment	-	2%	-	2%	5%	1%	3%	1%	-
Tracks and walkways	3%	-	1%	3%	2%	-	1%	2%	-
Other	9%	12%	8%	6%	8%	2%	6%	8%	-
Don't know / Nothing	26%	19%	11%	16%	20%	17%	18%	17%	25%



## Areas identified for Council improvement by ward

	Eltham-Kaponga	Te Hāwera	Pātea	Taranaki Coastal
Roads - maintenance/ improvements	28%	20%	15%	26%
Communication/consultation with public	16%	13%	25%	18%
Rubbish/recycling - collection improvements	3%	10%	7%	5%
Footpaths - maintenance/ improvements	9%	7%	5%	7%
Parks, reserves and play areas - cleanliness, increase amount	12%	6%	3%	3%
Stormwater - drainage improvements	6%	5%	10%	4%
Urban rejuvenation - town upkeep/appearance	6%	5%	5%	7%
Water supply - quality, pressure	4%	2%	15% ↑	5%
Public toilets - cleanliness/ maintenance	-	7%	2%	4%
Rural community support	3%	2%	10%	3%
Animal control	3%	2%	12% ↑	1%
Rates/fees affordability	3%	2%	8%	3%
Speed things up	3%	4%	3%	3%
Rubbish/recycling - more bins or drop-off points	3%	2%	5%	1%
Youth - more support/ activities	-	2%	2%	4%
Council staff	3%	2%	3%	1%
Other infrastructure/facilities	4%	1%	5%	2%
Urban rejuvenation - business/industry support	1%	3%	-	-
Community engagement eg events	3%	1%	2%	-
Local medical services (facilities, staff)	1%	2%	2%	-
Residential development	-	2%	-	1%
Other	4%	8%	12%	4%
Don't know / Nothing	32%	30%	23%	30%

## Areas identified for Council improvement by age and gender

	18-24	25-34	35-44	45-54	55-64	65+
Roads - maintenance/improvements	40%	17%	27%	22%	15%	20%
Communication/consultation with public	9%	19%	22%	17%	13%	17%
Rubbish/recycling - collection improvements	9%	5%	5%	10%	9%	4%
Footpaths - maintenance/improvements	3%	5%	-	5%	12%	11%
Parks, reserves and play areas - cleanliness, increase amount	6%	7%	7%	6%	3%	7%
Stormwater - drainage improvements	-	5%	5%	8%	7%	4%
Urban rejuvenation - town upkeep/appearance	6%	5%	4%	10%	4%	5%
Water supply - quality, pressure	6%	2%	3%	10%	9%	1%
Public toilets - cleanliness/maintenance	9%	2%	5%	5%	3%	3%
Rural community support	3%	5%	3%	10%	3%	1%
Animal control	-	-	8%	3%	4%	2%
Rates/fees affordability	-	-	3%	5%	4%	5%
Speed things up	6%	2%	3%	8%	2%	2%
Rubbish/recycling - more bins or drop-off points	-	2%	1%	3%	5%	-
Youth - more support/activities	3%	2%	4%	-	3%	1%
Council staff	-	5%	1%	2%	2%	3%
Other infrastructure/facilities	-	-	4%	5%	2%	1%
Urban rejuvenation - business/industry support	-	-	5%	2%	-	1%
Community engagement eg events	-	2%	5% ↑	-	-	-
Local medical services (facilities, staff)	-	2%	1%	3%	-	1%
Residential development	-	2%	-	5%	-	1%
Other	-	7%	7%	6%	7%	10%
Don't know / Nothing	37%	40%	19%	21%	34%	32%

Section 2

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# Appendix C: Results of online survey

The online survey was open for completion to all residents. The survey link was promoted by South Taranaki District Council and was available as a link through a home page banner on the Council’s website and on the Council’s Facebook page.

Nine residents chose to complete the survey online.

The 9 residents that chose to complete the online survey self-selected to participate and therefore should not be viewed as a representative sample of the South Taranaki District population.

The results indicate that the self-selecting residents have a different profile from the random sample. For example

- they were significantly more likely to have used and prefer to use different methods to obtain information about the Council than the random sample. Communication preferences were more focused on the Council Facebook page, Southlink, personal contact and meetings.
- They were significantly less likely to be satisfied with the following service areas.
  - the tidiness and maintenance of cemeteries; and
  - the level of maintenance of parks and reserves.
- Whilst this group did hold positive perceptions of the Council, perceptions were not as high as the random sample. This group were significantly
  - less likely to believe the Council is moving in the right direction; and
  - less likely to be happy with the service the Council provides.

The results from the two survey samples are shown in the following tables. Statistically significant differences between the two groups are highlighted in the tables. For example, the following excerpt from the culture services table shows a significantly higher proportion of the phone sample were satisfied with the level of service when compared with the online sample:

	<b>Random sample - phone survey</b>	<b>Self-selecting sample - online survey</b>	<b>All respondents</b>
<b>Benchmark Comparison Score</b>	91% ↑	56% ↓	90%

## Council services and facilities

### Importance of facilities/services (Neutral + Important + Very Important)

	Random sample - phone survey	Self-selecting sample - online survey	All respondents
<b>Public Halls</b>	84%	89%	84%
	336	8	344
<b>Public Toilets</b>	92%	100%	92%
	369	9	378
<b>Cemeteries</b>	92%	100%	92%
	368	9	377
<b>Public Libraries</b>	86%	100%	87%
	347	9	356
<b>Parks and Reserves</b>	96%	100%	96%
	386	9	395
<b>Weekly rubbish and recycling service</b>	91%	100%	91%
	366	9	375
<b>Public consultation and seeking public feedback</b>	89%	100%	89%
	358	9	367
<b>Playgrounds</b>	90%	100%	90%
	360	9	369
<b>Pools</b>	92%	78%	91%
	369	7	376
<b>NET</b>	100%	100%	100%
	402	9	411

## Facilities/services used

	Random sample - phone survey	Self-selecting sample - online survey	All respondents
Public halls / community centres	59%	67%	59%
	237	6	243
Public toilets	78%	89%	79%
	315	8	323
Cemeteries	63%	67%	64%
	255	6	261
Public libraries	66%	67%	66%
	267	6	273
Parks or reserves	83%	89%	83%
	332	8	340
Playgrounds	57%	44%	56%
	228	4	232
Weekly rubbish and recycling service	79%	100%	79%
	317	9	326
Paid rates on a property	83%	89%	83%
	332	8	340
Hāwera Aquatic Centre	39%	0%	38%
	155	0	155
Rural Pools (that is Council pools except for Hāwera Aquatic Centre)	32%	11%	32%
	130	1	131
Called about illegal rubbish dumping	5%	0%	5%
	21	0	21
NET	100%	100%	100%
	402	9	411

## CULTURAL SERVICES

### Satisfaction with the facilities and customer service at the public libraries

	Random sample - phone survey	Self-selecting sample - online survey	All respondents
Benchmark Comparison Score	89%	100%	89%
	357	9	366
Very dissatisfied + Dissatisfied	2%	-	2%
	8	0	8
Don't know	9%	-	9%
	37	0	37
NET	100%	100%	100%
	402	9	411

### Reason for dissatisfaction with the facilities and customer service at the public libraries

	Random sample - phone survey	Self-selecting sample - online survey	All respondents
Poor customer service	56%	-	56%
	5	0	5
Don't know	44%	-	44%
	4	0	4
NET	100%	-	100%
	9	0	9

**Satisfaction with the materials, resources, and information provided at the public libraries**

	<b>Random sample - phone survey</b>	<b>Self-selecting sample - online survey</b>	<b>All respondents</b>
<b>Benchmark Comparison Score</b>	89%	100%	89%
	357	9	366
<b>Very dissatisfied + Dissatisfied</b>	1%	-	0%
	4	0	4
<b>Don't know</b>	10%	-	10%
	41	0	41
<b>NET</b>	100%	100%	100%
	399	9	408

**Reason for dissatisfaction with the materials, resources, and information provided at the public libraries**

	<b>Random sample - phone survey</b>	<b>Self-selecting sample - online survey</b>	<b>All respondents</b>
<b>Poor service</b>	50%	-	50%
	2	0	2
<b>Limited book selection</b>	25%	-	25%
	1	0	1
<b>Maintenance of the library</b>	25%	-	25%
	1	0	1
<b>Don't know</b>	50%	-	50%
	2	0	2
<b>NET</b>	100%	-	100%
	4	0	4



### Satisfaction with tidiness and maintenance of cemeteries

	Random sample - phone survey	Self-selecting sample - online survey	All respondents
Benchmark Comparison Score	91% ↑ 365	56% ↓ 5	90% 370
Very dissatisfied + Dissatisfied	0% ↓ 12	11% ↑ 1	1% 13
Don't know	6% ↓ 25	33% ↑ 3	7% 28
NET	100% 402	100% 9	100% 411

### Reason for dissatisfaction with tidiness and maintenance of cemeteries

	Random sample - phone survey	Self-selecting sample - online survey	All respondents
Lawns need mowing	33% 4	100% 1	38% 5
Headstones not being maintained	33% 4	- 0	31% 4
Cemetery grounds need tidying (rubbish etc)	25% 3	- 0	23% 3
Don't know	25% 3	- 0	23% 3
NET	100% 12	100% 1	100% 13

## RECREATION AND LEISURE

### Satisfaction with the level of maintenance of parks and reserves

	Random sample - phone survey	Self-selecting sample - online survey	All respondents
Benchmark Comparison Score	92% ↑	56% ↓	91%
	370	5	375
Very dissatisfied + Dissatisfied	5% ↓	44% ↑	6%
	19	4	23
Don't know	3%	-	3%
	13	0	13
NET	100%	100%	100%
	402	9	411

### Reason for dissatisfaction with the level of maintenance of parks and reserves

	Random sample - phone survey	Self-selecting sample - online survey	All respondents
More maintenance needed	84%	75%	83%
	16	3	19
More activities/features/ facilities	21%	-	17%
	4	0	4
Gardens could be improved (more plants, colour etc)	11%	25%	13%
	2	1	3
Don't know	5%	-	4%
	1	0	1
NET	100%	100%	100%
	19	4	23

### Satisfaction with playgrounds provided within the District

	Random sample - phone survey	Self-selecting sample - online survey	All respondents
Benchmark Comparison Score	88%	67%	87%
	352	6	358
Very dissatisfied + Dissatisfied	6%	11%	6%
	24	1	25
Don't know	6%	22%	7%
	26	2	28
NET	100%	100%	100%
	402	9	411

### Reason for dissatisfaction with playgrounds provided within the District

	Random sample - phone survey	Self-selecting sample - online survey	All respondents
Need better quality playgrounds and equipment	58%	-	58%
	14	0	14
Playground facilities need to cater for all ages	38%	-	38%
	9	0	9
Inadequate maintenance of playgrounds	38%	-	38%
	9	0	9
NET	100%	-	100%
	24	0	24

**Satisfaction with the cleanliness and maintenance of public halls/  
community centres**

	<b>Random sample - phone survey</b>	<b>Self-selecting sample - online survey</b>	<b>All respondents</b>
<b>Benchmark Comparison Score</b>	89%	100%	90%
	359	9	368
<b>Very dissatisfied + Dissatisfied</b>	3%	-	3%
	11	0	11
<b>Don't know</b>	8%	-	8%
	32	0	32
<b>NET</b>	100%	100%	100%
	402	9	411

**Reason for dissatisfaction with the cleanliness and maintenance of public  
halls**

	<b>Random sample - phone survey</b>	<b>Self-selecting sample - online survey</b>	<b>All respondents</b>
<b>Not cleaned/tidied regularly</b>	25%	-	25%
	3	0	1
<b>Not maintained/updated</b>	17%	-	17%
	2	0	2
<b>Don't know</b>	50%	-	50%
	6	0	6
<b>NET</b>	100%	-	100%
	12	0	12

### Satisfaction with opening hours of public toilets

	Random sample - phone survey	Self-selecting sample - online survey	All respondents
Benchmark Comparison Score	86%	100%	86%
	344	9	353
Very dissatisfied + Dissatisfied	5%	0%	5%
	19		19
Don't know	10%	0%	9%
	39		39
NET	100%	100%	100%
	402	9	411

### Reason for dissatisfaction with opening hours of public toilets

	Random sample - phone survey	Self-selecting sample - online survey	All respondents
Should be open 24/7	58%	-	58%
	11	0	11
Improve safety/prevent vandalism	5%	-	5%
	1	0	1
Don't know	32%	-	32%
	6	0	6
NET	100%	-	100%
	19	0	19

### Satisfaction with the cleanliness and maintenance of public toilets

	Random sample - phone survey	Self-selecting sample - online survey	All respondents
Benchmark Comparison Score	77%	56%	77%
	311	5	316
Very dissatisfied + Dissatisfied	18%	33%	18%
	72	3	75
Don't know	5%	11%	5%
	19	1	20
NET	100%	100%	100%
	402	9	411

### Reason for dissatisfaction with the cleanliness and maintenance of public toilets

	Random sample - phone survey	Self-selecting sample - online survey	All respondents
Toilets unclean/unpleasant	73%	100%	74%
	53	3	56
Need maintenance/ upgrading/renovation	23%	33%	24%
	17	1	18
Soap, handtowels etc. not provided	16%	-	16%
	12	0	12
Unsafe/vandalised	11%	-	11%
	8	0	8
Other	1%	-	1%
	1	0	1
Don't know	5%	-	5%
	0	0	4
NET	100%	100%	100%
	73	3	76

## ENVIRONMENT AND DEVELOPMENT

### Satisfaction with the control of animals (e.g. dogs, wandering stock)

	Random sample - phone survey	Self-selecting sample - online survey	All respondents
Benchmark Comparison Score	76%	56%	76%
	306	5	311
Very dissatisfied + Dissatisfied	17%	33%	17%
	68	3	71
Don't know	7%	11%	7%
	28	1	29
NET	100%	100%	100%
	402	9	411

### Reason for dissatisfaction with the control of animals (e.g. dogs, wandering stock)

	Random sample - phone survey	Self-selecting sample - online survey	All respondents
Lots of animals roaming	54%	-	54%
	37	0	37
No/slow response from animal control	46%	-	46%
	31	0	31
Other animal-related problems encountered	16%	-	16%
	11	0	11
Noisy animals	3%	-	3%
	2	0	2
Other	1%	-	1%
	1	0	1
Don't know	3%	-	3%
	2	0	2
NET	100%	-	100%
	68	0	68

## ROADING AND FOOTPATHS

### Satisfaction with the condition of Council roads in the District (excluding State Highways)

	Random sample - phone survey	Self-selecting sample - online survey	All respondents
Benchmark Comparison Score	58%	11%	57%
	233	1	234
Very dissatisfied + Dissatisfied	41%	89%	42%
	166	8	174
Don't know	1%	0%	1%
	3		3
NET	100%	100%	100%
	402	9	411

### Reason for dissatisfaction with the condition of Council roads in the District (excluding State Highways)

	Random sample - phone survey	Self-selecting sample - online survey	All respondents
Roads are in poor condition (e.g. potholes)	27%	100%	28%
	110	1	111
Roads not being maintained/ slow to happen	27%	100%	28%
	45	1	46
Repairs are not completed properly	24%	-	24%
	40	0	40
Roads are unsafe	11%	-	11%
	19	0	19
Heavy traffic destroying roads	11%	-	11%
	18	0	18
Roads need widening/ additions	4%	-	4%
	7	0	7
Flooding and drainage	4%	-	4%
	7	0	7



	Random sample - phone survey	Self-selecting sample - online survey	All respondents
Signage and road markings	2%	-	2%
	3	0	3
Speed limits	2%	-	2%
	3	0	3
Other (+ specific street mentions)	23%	100%	24%
	39	1	40
Don't know	2%	-	2%
	4	0	4
NET	100%	100%	100%
	166	1	167

### Satisfaction with footpaths

	Random sample - phone survey	Self-selecting sample - online survey	All respondents
Benchmark Comparison Score	81%	56%	81%
	326	5	331
Very dissatisfied + Dissatisfied	17%	44%	18%
	68	4	72
Don't know	2%	-	2%
	8	0	8
NET	100%	100%	100%
	402	9	411

## Reason for dissatisfaction with footpaths

	Random sample - phone survey	Self-selecting sample - online survey	All respondents
Footpaths are in poor condition	40%	38%	39%
	27	3	30
Not enough footpaths/existing paths not sufficient	28%	-	25%
	19	0	19
Footpaths are unsafe/ slippery/hazardous	21%	13%	20%
	14	1	15
Berms, trees and grass needs trimming	16%	25%	17%
	11	2	13
Other	4%	25%	7%
	3	2	5
Don't know	6%	13%	7%
	4	1	5
NET	100%	100%	100%
	68	8	76

## WATER

### Satisfaction with water supply

	Random sample - phone survey	Self-selecting sample - online survey	All respondents
Benchmark Comparison Score	83%	89%	83%
	334	8	342
Very dissatisfied + Dissatisfied	10%	11%	10%
	42	1	43
Don't know	6%	-	6%
	26	0	26
NET	100%	100%	100%
	402	9	411

### Reason for dissatisfaction with water supply

	Random sample - phone survey	Self-selecting sample - online survey	All respondents
Water has unpleasant taste/ poor water quality	43%	33%	42%
	18	1	19
Water is discoloured	29%	-	27%
	12	0	12
Water supply is poor (low pressure, inconsistent etc)	24%	-	22%
	10	0	10
Poor communication around water issues	19%	-	18%
	8	0	8
Don't like chemical additives	14%	-	13%
	6	0	6
Use my own water supply	12%	-	11%
	5	0	5
Costs associated with water	7%	-	7%
	3	0	3
Don't Know	5%	-	4%
	2	0	2
NET	100%	100%	100%
	42	3	45

### Satisfaction with the sewerage system (wastewater)

	Random sample - phone survey	Self-selecting sample - online survey	All respondents
Benchmark Comparison Score	84%	100%	84%
	338	9	347
Very dissatisfied + Dissatisfied	7%	0%	7%
	28		28
Don't know	9%	0%	9%
	36		36
NET	100%	100%	100%
	402	9	411

### Reason for dissatisfaction with the sewerage system (wastewater)

	Random sample - phone survey	Self-selecting sample - online survey	All respondents
Sewerage system overflows	34%	-	33%
	10	0	10
Don't have a sewerage system	21%	-	20%
	6	0	6
Poor system (smells, pressure, etc)	21%	-	20%
	6	0	6
Sewerage disposal	17%	-	17%
	5	0	5
Not being extended or update for new building development	7%	-	7%
	2	0	2
Other	3%	-	3%
	1	0	1
Don't know	10%	-	10%
	3	0	3
NET	100%	100%	100%
	29	1	30

**Satisfaction with storm water system; i.e. drainage, both urban and rural**

	<b>Random sample - phone survey</b>	<b>Self-selecting sample - online survey</b>	<b>All respondents</b>
<b>Benchmark Comparison Score</b>	73%	67%	73%
	294	6	300
<b>Very dissatisfied + Dissatisfied</b>	21%	33%	21%
	85	3	88
<b>Don't know</b>	6%	-	6%
	23	0	23
<b>NET</b>	100%	100%	100%
	402	9	411

**Reason for dissatisfaction with storm water system, i.e. drainage, both urban and rural**

	<b>Random sample - phone survey</b>	<b>Self-selecting sample - online survey</b>	<b>All respondents</b>
<b>Flooding occurs</b>	59%	50%	58%
	50	2	52
<b>Drains are blocked/not maintained</b>	45%	75%	46%
	38	3	41
<b>Drainage not adequate</b>	27%	25%	27%
	23	1	24
<b>Don't have storm water service</b>	5%	-	4%
	4	0	4
<b>Other</b>	6%	-	6%
	5	0	5
<b>Don't know</b>	4%	-	3%
	3	0	3
<b>NET</b>	100%	100%	100%
	85	4	89

## SOLID WASTE

### Satisfaction with the weekly rubbish and recycling kerbside collection service

	Random sample - phone survey	Self-selecting sample - online survey	All respondents
Benchmark Comparison Score	88%	78%	88%
	354	7	361
Very dissatisfied + Dissatisfied	7%	22%	7%
	28	2	30
Don't know	5%	-	5%
	20	0	20
NET	100%	100%	100%
	402	9	411

### Reason for dissatisfaction with the weekly rubbish and recycling kerbside collection service

	Random sample - phone survey	Self-selecting sample - online survey	All respondents
Bins are not collected at scheduled times/at all	29%	-	27%
	8	0	8
Staff do a poor job/sloppy/ messy/ rough	29%	100%	33%
		2	10
Don't get rubbish/recycling collection in our area	43%	-	40%
	12	0	12
Rubbish is left after collection	7%	50%	10%
	2	1	3
Bins should be bigger	7%	-	7%
	2	0	2
Changing process was unnecessary	4%	-	3%
	1	0	1
Need better recycling service/ information on what goes in what bin	4%	-	3%
	1	0	1

	Random sample - phone survey	Self-selecting sample - online survey	All respondents
NET	100%	100%	100%
	28	2	30

## RATE EXPENDITURE

### Satisfaction with the way that rates are spent on services and facilities

	Random sample - phone survey	Self-selecting sample - online survey	All respondents
Benchmark Comparison Score	81%	89%	82%
	327	8	335
Very dissatisfied + Dissatisfied	14%	11%	14%
	56	1	57
Don't know	5%	-	5%
	19	0	19
NET	100%	100%	100%
	402	9	411

### Reason for dissatisfaction with the way that rates are spent on services and facilities

	Random sample - phone survey	Self-selecting sample - online survey	All respondents
Other areas/specific areas given what would like to see more money spent on	34%	67%	36%
	19	2	21
I pay for services/facilities that I do not use or get	30%	-	29%
	17	0	17
Money is being spent in the wrong places	14%	33%	15%
	8	1	9
Not enough money is spent on smaller/rural areas	14%	33%	15%
	8	1	9
Lack of or inadequate infrastructure/facilities/ services	9%	-	8%
	5	0	5
Rate prices	4%	-	3%
	2	0	2
Don't know the/want a breakdown of stat/spending	2%	-	2%
	1	0	1
Other	4%	-	3%
	2	0	2
Don't know	11%	-	10%
	6	0	6
NET	100%	100%	100%
	56	3	59



## Receiving information from the Council

### Knowledge of how to get Council information

	Random sample - phone survey	Self-selecting sample - online survey	All respondents
Yes	86%	100%	86%
	344	9	353
No	14%	0%	14%
	58		58
NET	100%	100%	100%
	402	9	411

### Sources of information about the Council

	Random sample - phone survey	Self-selecting sample - online survey	All respondents
Newspapers	49%	56%	49%
	195	5	200
Council's website	16%	33%	17%
	66	3	69
Rates bill/notice	16%	-	16%
	64	0	64
Online (not specified)	12%	-	12%
	48	0	48
Newsletter/Mail drops	12%	33%	12%
	47	3	50
Council's Facebook	11% ↓	44% ↑	12%
	45	4	49
Public library / information centre	9%	-	9%
	37	0	37
Social media (non-Council)	9%	-	9%
	36	0	36
From other people/hearsay	7%	22%	7%
	28	2	30

	Random sample - phone survey	Self-selecting sample - online survey	All respondents
Southlink	7% ↓ 27	67% ↑ 6	8% 33
Personal contact (e.g. ring/ visit Council office)	6% ↓ 24	33% ↑ 3	7% 27
Public notices/boards/ brochures	4% 15	- 0	4% 15
Online news sites	3% 11	- 0	3% 11
Radio	1% 7	11% 7	2% 7
Antenno	1% 6	11% 6	1% 6
Meetings	0% ↓ 3	11% ↑ 3	1% 3
Other	6% 26	- 0	6% 26
Not aware of any	2% 9	- 0	2% 9
NET	100% 402	100% 9	100% 411

### South Taranaki newspaper readership

	Random sample - phone survey	Self-selecting sample - online survey	All respondents
The Taranaki Star (formerly South Taranaki Star/Hāwera Star	84%	80%	84%
	164	4	168
Daily News	31%	60%	32%
	61	3	64
Ōpunakē Coastal News	26%	-	25%
	50	0	50
Stratford Press	11%	-	11%
	22		22
Pātea/Waverley Press	8%	20%	9%
	17		17
Whanganui Chronicle	3%	-	3%
	6		6
Other	3%	-	3%
	6		6
NET	100%	100%	100%
	195	5	200

### Preferred future sources of Council information

	Random sample - phone survey	Self-selecting sample - online survey	All respondents
Newspapers	29%	33%	29%
	115	3	118
Southlink	3% ↓	44% ↑	4%
	81	4	85
Radio	1% ↓	11% ↑	1%
	61	1	62
Newsletter/Mail drops	20%	44%	21%
	55	4	59
Council's website	10%	33%	10%
	47	3	50
Council's Facebook	12%	33%	12%
	41	3	43
Personal contact (e.g. ring/ visit Council office)	3% ↓	22% ↑	3%
	30	2	32
Email	15%	-	14%
	30	0	30
Social media (non-Council)	7%	-	7%
	17	0	17
Postal (rates notice)	15%	-	15%
	13	0	13
Public library	3%	-	3%
	14	0	14
Online (not specified)	8%	-	8%
	7	0	7
Antenno	1%	11%	2%
	4		4
Other	4%	11%	5%
	19		19
Don't know	9%	-	9%
	37	0	37
NET	100%	100%	100%
	402	9	411

## Council representation of residents

### COMMUNITY CONSULTATION

Satisfaction with opportunities the Council provides for members of the public to participate in decision making processes

	Random sample - phone survey	Self-selecting sample - online survey	All respondents
Benchmark Comparison Score	84%	78%	84%
	337	7	344
Very dissatisfied + Dissatisfied	13%	22%	13%
	53	2	55
Don't know/not applicable	3%	-	3%
	12	0	12
NET	100%	100%	100%
	402	9	411

Satisfaction with amount of consultation that the Council offers

	Random sample - phone survey	Self-selecting sample - online survey	All respondents
Benchmark Comparison Score	84%	56%	83%
	338	5	343
Very dissatisfied + Dissatisfied	12%	33%	13%
	51	3	53
Don't know/not applicable	3%	11%	4%
	14	1	15
NET	100%	100%	100%
	402	9	411

**What could the Council have done better to have improved the amount of consultation with you?**

	<b>Random sample - phone survey</b>	<b>Self-selecting sample - online survey</b>	<b>All respondents</b>
<b>More consultation/ consultation methods</b>	36%	67%	38%
	18	2	20
<b>Better communication in general</b>	18%	-	17%
	9	0	9
<b>Follow through with public's feedback</b>	18%	33%	19%
	9	1	10
<b>Consult with the people affected/ wider group of people</b>	12%	33%	13%
	7	1	8
<b>More communication around when consultation will happen</b>	10%	-	9%
	5	0	5
<b>Other</b>	4%	-	4%
	2	0	2
<b>Don't know</b>	16%	-	15%
	9	0	9
<b>NET</b>	100%	100%	100%
	50	3	53

## COUNCIL DECISIONS

Council decisions represent the best interest of the District

	Random sample - phone survey	Self-selecting sample - online survey	All respondents
Yes	67%	44%	67%
	270	4	274
No	25%	11%	24%
	99	1	100
Don't know	8% ↓	44% ↑	9%
	33	4	37
NET	100%	100%	100%
	402	9	411

## Council decisions that do not represent the District's interests

	Random sample - phone survey	Self-selecting sample - online survey	All respondents
Consultation, communication, representation	24%	-	24%
	24	0	24
Building decisions	16%	-	16%
	16	0	16
Where money is being spent	15%	-	15%
	15	0	15
Māori Wards	10%	-	10%
	10	0	10
Not enough being spent on rural areas	8%	-	8%
	8	0	8
Maintenance of buildings, parks, etc	8%	-	8%
	8	0	8
Prior decisions by Council	7%	-	7%
	7	0	7
Cost of rates	5%	0%	5%
	5	0	5

	Random sample - phone survey	Self-selecting sample - online survey	All respondents
Future development	4%	0%	4%
	4	-	4
Water supply (e.g. metering, fluoride)	3%	-	3%
	3	0	3
How long the process takes	3%	-	3%
	3	0	3
Other	2%	-	2%
	2	0	2
Don't know	21%	100%	22%
	21	1	22
NET	100%	100%	100%
	99	1	100



## Council direction and improvement

### COUNCIL DIRECTION AND SERVICE PROVISION

Overall, are you happy with the service that the Council provides?

	Random sample - phone survey	Self-selecting sample - online survey	All respondents
Yes	92% ↑ 371	67% ↓ 6	92% 377
No	5% 21	11% 1	5% 22
Don't know	2% ↓ 10	22% ↑ 2	3% 12
NET	100% 402	100% 9	100% 411

Is the Council moving in the right direction?

	Random sample - phone survey	Self-selecting sample - online survey	All respondents
Yes	81% ↑ 327	44% ↓ 4	81% 331
No	9% 37	22% 2	9% 39
Don't know	9% ↓ 38	33% ↑ 3	10% 41
NET	100% 402	100% 9	100% 411

### What would be the right direction?

	Random sample - phone survey	Self-selecting sample - online survey	All respondents
Listen to the public	27%	-	26%
	10	0	10
Better communication with the public	22%	-	21%
	8	0	8
Focus on growth (population, businesses etc)	11%	50%	13%
	4	1	5
Greater focus on rural areas	8%	50%	10%
	3	1	4
Replace councillors / unhappy with performance of councillors	8%	-	8%
	3	0	3
Reduces rates/ costs	5%	-	5%
	2	0	2
Improve Council services	5%	-	5%
	2	0	2
Other	5%	-	5%
	2	0	2
Don't know	16%	-	15%
	6	0	6
NET	100%	100%	100%
	37	2	39

## POSITIVE AREAS TO MAINTAIN

### Areas identified for Council to maintain / areas Council does well

	Random sample - phone survey	Self-selecting sample - online survey	All respondents
Good waste collection	24%	17%	24%
	95	1	96
Parks and reserves	22%	17%	22%
	90	1	91
Good Communication/ Advertising	19%	33%	19%
	76	2	78
Libraries	16%	-	16%
	65	0	65
Swimming pools	14%	-	14%
	58	0	58
Water supply	13%	17%	13%
		1	54
Infrastructure/ sports / shopping and other facilities (e.g. movies, health etc)	12%	-	12%
	50	0	50
Good facilities/ amenities	8%	-	8%
	33	0	33
Good council/council members	7%	17%	7%
	27	1	28
Good activities/ attractions	4%	-	4%
	17	0	17
Environment/nature	4%	17%	4%
	17	1	18
Urban centres/ urban rejuvenation	3%	-	3%
	13	0	13
Negative comment	2%	17%	2%
	8	1	9
Tracks and walkways	1%	-	1%
	6	0	6

	<b>Random sample - phone survey</b>	<b>Self-selecting sample - online survey</b>	<b>All respondents</b>
<b>Other</b>	7%	17%	7%
	29	1	29
<b>Don't know/Nothing</b>	17%	-	17%
	70	0	70
<b>NET</b>	100%	100%	100%
	402	6	408

## IMPROVEMENT AREAS

### Areas identified for Council improvement

	Random sample - phone survey	Self-selecting sample - online survey	All respondents
Roads - maintenance/ improvements	22%	13%	22%
	88	1	89
Communication/consultation with public	17%	25%	17%
	68	2	69
Rubbish/recycling - collection improvements	7%	13%	7%
	28	1	29
Footpaths - maintenance/ improvements	7%	13%	7%
	28	1	29
Parks, reserves and play areas - cleanliness, increase amount	6%	-	6%
	23	0	23
Stormwater - drainage improvements	5%	-	5%
	22	0	22
Urban rejuvenation - town upkeep/appearance	5%	13%	6%
	22	0	23
Water supply - quality, pressure	5%	-	5%
	21	0	21
Public toilets - cleanliness/ maintenance	4%	-	4%
	17	0	17
Rural community support	4%	-	4%
	15	0	15
Animal control	3%	13%	4%
	14	1	15
Rates/fees affordability	3%	-	3%
	14	0	14
Speed things up	3%	-	3%
	14	0	14
Rubbish/recycling - more bins or drop-off points	2% ↓	25% ↑	3%
	9	2	11

	Random sample - phone survey	Self-selecting sample - online survey	All respondents
Council staff	2% ↓ 9	25% ↑ 2	3% 11
Youth - more support/ activities	2% 9	- 0	2% 9
Other infrastructure/facilities	2% 9	- 0	2% 9
Urban rejuvenation - business/industry support	1% 6	13% 1	2% 7
Community engagement e.g. events	1% 5	- 0	1% 5
Local medical services (facilities, staff)	1% 5	- 0	1% 5
Residential development	1% 5	- 0	1% 5
Other	7% ↓	38% ↑	8% 31
Don't know/Nothing	30% 119	- 0	29% 119
NET	100% 402	100% 8	100% 410

## Demographic profile

### Age

	Random sample - phone survey	Self-selecting sample - online survey	All respondents
18-24	9%	-	9%
	35	0	35
25-34	10%	11%	10%
	42	1	43
35-44	18%	-	18%
	73	0	72
45-54	16%	11%	16%
	63	1	64
55-64	24%	33%	24%
	97	3	100
65+	23%	44%	23%
	92	4	96
Refused	-	-	-
	0	0	0
NET	100%	100%	100%
	402	9	411

### Gender

	Random sample - phone survey	Self-selecting sample - online survey	All respondents
Male	50%	44%	49%
	199	4	203
Female	50%	56%	50%
	199	5	204
Gender diverse	1%	0%	1%
	4	0	4
NET	100%	100%	100%
	402	9	411

## Ward

	Random sample - phone survey	Self-selecting sample - online survey	All respondents
Eltham-Kaponga	17%	22%	17%
	68	2	70
Te Hāwera	43%	67%	44%
	174	6	180
Taranaki Coastal	25%	0%	24%
	100	0	100
Pātea	15%	11%	15%
	60	1	61
NET	100%	100%	100%
	402	9	411

## Ethnicity

	Random sample - phone survey	Self-selecting sample - online survey	All respondents
European/New Zealander	83%	67%	82%
	333	6	339
Māori	17%	22%	18%
	70	2	72
Asian	1%	0%	1%
	6	0	6
Pacific Peoples	0.25%	0%	0.24%
	1	0	1
Middle Eastern/Latin American/African	0.2%	0%	0.3%
	1	0	2
Other	5%	11%	5%
	20	1	21





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