

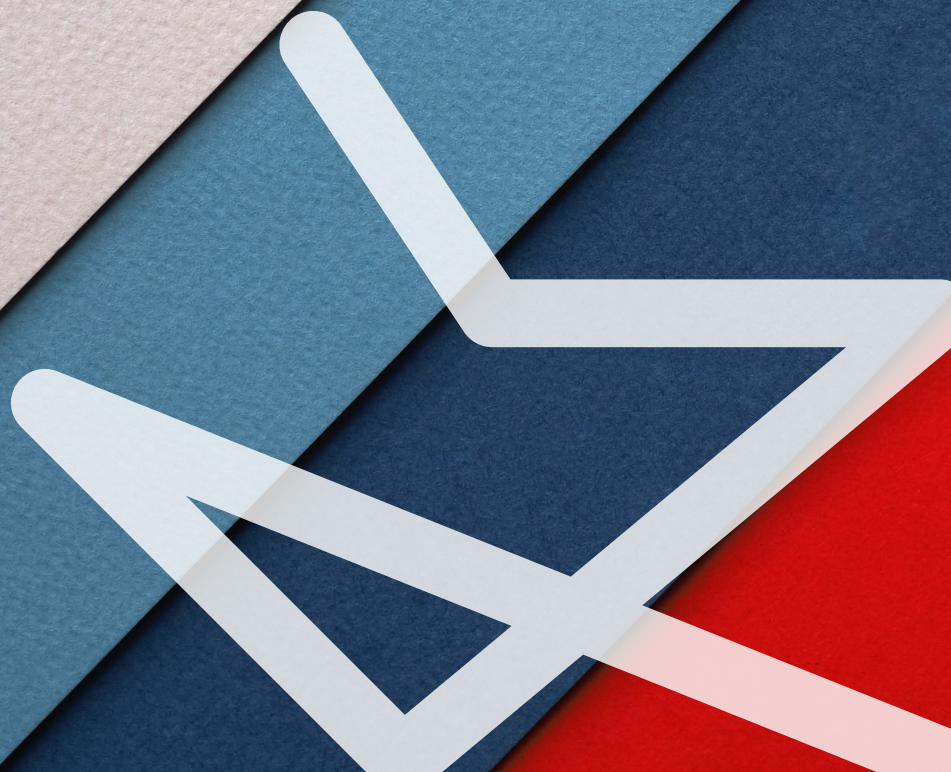


RESEARCH FIRST

New Plymouth District Council

# COMMUNITY SURVEY 2021

Research Report June 2021





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Section 1





































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# SUMMARY OF FINDINGS



## 1.1 Summary of Levels of Service Results: Community Survey 2021

|  |  |   |
|--|--|---|
|  <b>Top</b> performing services (85%+ satisfaction)                  |  <b>Moderate</b> performing service (between 50% to 84% satisfaction) |  <b>Under</b> performing services (less than 50% satisfaction)       |
|  <b>Increase</b> in satisfaction score by 4% or more since last year |  Satisfaction score <b>remained same</b> or within 3% of last year    |  <b>Decrease</b> in satisfaction score by 4% or more since last year |

| Activity Group          | Service/facility                                     | Satisfaction Score Trend since Last Year  | New Plymouth District % |      |      | Level of Performance  | Peer Group Average# |
|-------------------------|--|---|-------------------------|------|------|---|---------------------|
|                         |  |   | 2021                    | 2020 | 2019 |   |                     |
| Three Waters            | Water Supply   |    | 77%                     | 80%  | 78%  |    | 65%                 |
|                         | Flood Protection                                     |    | 61%                     | 72%  | 66%  |    |                     |
|                         | Stormwater (excluding flood protection)              |  | 66%                     | 75%  | 71%  |  | 63%                 |
|                         | Sewerage   |  | 72%                     | 75%  | 71%  |  | 75%                 |
| Roads and Footpaths     | The overall quality of the roads                     |  | 66%                     | 79%  | 78%  |  | 54%                 |
|                         | Ability to drive around the District safely          |  | 76%                     | 86%  | 85%  |  |                     |
|                         | Quality and safety of Footpaths                      |  | 77%                     | 82%  | 82%  |  | 60%                 |
|                         | Quality and safety of the Cycle Network              |  | 67%                     | 65%  | 62%  |  | 64%                 |
|                         | Availability of car parking in the district          |  | 52%                     | 76%  | 71%  |  | 49%                 |
| Waste                   | Kerbside rubbish and recycling collection            |  | 78%                     | 81%  | 78%  |  |                     |
| Council Events          | Quality of Event Venues                              |  | 84%                     | 84%  | 84%  |  |                     |
|                         | Quality of Events                                    |  | 84%                     | 83%  | 83%  |  |                     |
| Libraries               | Puke Ariki Library                                   |  | 85% (94%)*              | 80%  | 83%  |  | 83%                 |
|                         | Other Community Libraries                            |  | 62% (89%)*              | 50%  | 52%  |  |                     |
| Museums and Art Gallery | Museum at Puke Ariki                                 |  | 89%                     | 86%  | 90%  |  |                     |
|                         | Govett-Brewster Art Gallery/ Len Lye Centre          |  | 61%                     | 48%  | 47%  |  | 70% <sup>1</sup>    |
| Urban Landscape         | Maintenance of the quality of the living environment |  | 81%                     | 84%  | 85%  |  |                     |
|                         | Quality of urban landscapes and streets              |  | 87%                     | 92%  | 89%  |  |                     |

1 Napier: MTB Center; Palmerston North: Te Manawa; Nelson: Suter Gallery



| Activity Group                | Service/facility                           | Satisfaction Score Trend since Last Year | New Plymouth District % |     |     | Level of Performance | Peer Group Average# |
|-------------------------------|--|--|-------------------------|-----|-----|----------------------|---------------------|
| Outdoor Environment           | Access to the Natural Environment          |  | 94%                     | 95% | 94% |                      |                     |
|                               | Quality of parks and reserves              |  | 95% (96%)*              | 96% | 94% |                      | 84%                 |
|                               | Quality of sports parks                    |  | 80% (86%)*              | 76% | 72% |                      |                     |
|                               | Quality of playgrounds                     |  | 85% (91%)*              | 82% | 82% |                      |                     |
| Other Services and Facilities | Assistance and Support to Community Groups |  | 63%                     | 57% | 55% |                      |                     |
|                               | Swimming pools                             |  | 87% (95%)*              | 84% | 84% |                      |                     |
|                               | The Airport                                |  | 86%                     | 74% | 79% |                      |                     |
|                               | Quality of public toilets                  |  | 77% (85%)*              | 76% | 67% |                      | 77%                 |
|                               | Animal control Activities                  |  | 77%                     | 79% | 80% |                      |                     |

# See Appendix 15.3

\* Percentage of users who were satisfied with their experience



## 1.2 Key Insights

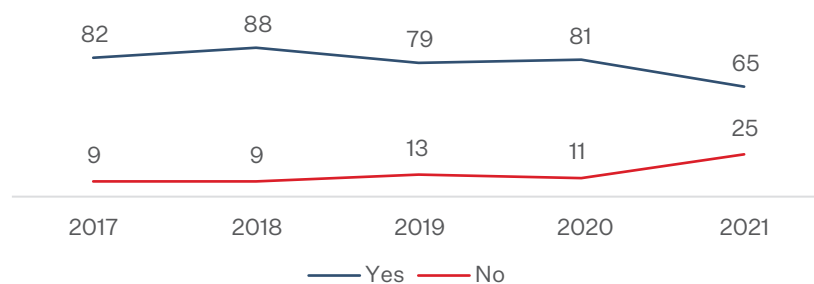
This 2021 Community Survey was carried out after the ten-year plan public consultation undertaken by the New Plymouth District Council (the Council) during March and April 2021. That public consultation was a proactive marketing campaign focused on fixing the plumbing, a 12 percent increase in rates, and discussions about water meters. Consequently, that public consultation process may have had an upward effect on some of the responses in this Community Survey.

The 2021 Community Survey has shown perceptions of Council’s service delivery across a broad range of services have had mixed results over the past 12 months. Six of 27 have seen satisfaction levels rise by more than 4 percent, 14 have stabilised, and seven have decreased by more than 4 percent.

Indeed, some services have seen satisfaction levels increase by 5 percent or more, including the quality of urban landscapes, assistance and support to community groups, the airport, the Govett-Brewster Art Gallery/Len Lye Centre, and other community libraries.

Eight services/facilities fall into the Council’s top-performing category (where satisfaction levels are 85 percent or higher) in this year’s survey. These include the Puke Ariki Library and Museum; the quality of urban landscapes and streets; parks and reserves, playgrounds; the access to the natural environment; swimming pools; and the airport.

That said, the Council’s reputation fell from 81 percent in 2020 to 65 percent in 2021 (those who perceived the Council’s reputation to be good). Those who think the Council’s does not have a good reputation more than doubled, from 11 percent in 2020 to 25% in 2021.



Reputation is important. Residents’ responses and perceptions to most of the service areas in this year’s survey have been influenced significantly by their perception of the Council’s reputation. Those residents who perceive the Council to have a good reputation are more satisfied with Council services and facilities. The opposite goes for those who feel the Council does not have a good reputation.



About half of all residents feel the Council is meeting the community's needs and aspirations. Those who feel their quality of life was 'very good' has declined over the past year, although very few residents perceive their situation as poor.

The availability of car parking in the District has seen a significant decline in public perceptions over the past year. There were very high levels of dissatisfaction (47%) that have more than doubled over the past year (up from 21% in 2020). Carparking was identified as the top priority to increase spending of rates:

*“ It's [carparking] shrinking as the population is growing. It's a difficult one to answer because I understand the principle of diminishing [carparks] and trying to reduce vehicles on the road, but if you want to kill the CBD, then that's how you do it (New Plymouth City)*



## Section 2

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# RESEARCH METHOD





## 2.1 Research Context

In 1989 as a part of a New Zealand-wide reorganisation of local government, the New Plymouth City Council merged with North Taranaki District Council, Inglewood District Council and Clifton County Council to form the New Plymouth District Council (the Council). Three wards make up the New Plymouth District (the District) with a population of 80,679 (that includes 14,379 Māori<sup>2</sup>):

- New Plymouth City Ward (57,219 residents)
- North Ward (11,373 residents)
- South-West Ward (12,087 residents).

The Council has fifteen elected councillors (including the Mayor) and sixteen community board members.

The District's day-to-day operations are managed by about 530 full-time equivalent council staff, who provide advice and information to the elected members and the public. This advice and information include everything from maintaining more than 110 parks and reserves, wastewater management and issuing consents and permits to providing libraries and other recreational services and ensuring the District's eateries meet health standards.

Each year, the Council commissions a Community Survey of residents to determine what they think about specific Council services and facilities and how they feel about the Council's performance.

The key service areas examined in the 2021 Community Survey were:

- Three Waters: Water Services, Wastewater and Stormwater Services
- Roding Services
- Waste Services
- Council Services
- Council Facilities
- Council Communications
- Perceptions of the New Plymouth District

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<sup>2</sup> Source: 2018 Census



## 2.2 Research Design

In the past, the annual survey has been completed using a landline telephone (CATI) survey approach. But only 67% of Taranaki residents have access to a landline compared to 92% who have a cellphone<sup>3</sup>. Therefore, to make the survey more inclusive, in 2021, an online panel and mobile phone numbers were used to engage with residents. An online option was offered to residents who were unable or unwilling to complete the survey by telephone via an email containing a link to the online survey.

The 2021 Community Survey questionnaire was consistent with the 2020 NRB survey but included updated questions about the impact of COVID-19 on the District. Research First worked with the Council to minimise any survey differences and this was considered the best possible approach to address the decision by NRB to no longer offer the Communitrak survey.

## 2.3 Sampling

Data collection was undertaken between 19 April to 6 May 2021.

The telephone survey (CATI) data collection was randomised within each household to ensure the sample included a range of respondents based on age, location, gender, and ethnicity. A quota system was used to ensure the sample was representative of the population as per the 2018 Census statistics.

The survey provided a sample of 518 respondents representing the District's population and accurate to +/-4.3% at the 95% confidence interval. There were 303 responses from the combined telephone/online option survey (14 landline and 289 mobile responses) and 215 responses from the online panel survey.

Because the data for this survey iteration was collected using sample quotas (by location, gender, age and ethnicity), data weighting was not employed. The disadvantage of weighted data is reduced accuracy (sampling variance, standard deviation, and standard errors increase). Therefore, significant differences in service measures compared to 2020 were due to changes in community perceptions rather than a change in methods.

## 2.4 Notes on Reporting Conventions

Levels of resident satisfaction with services are measured in this report by including all respondents who answered, 'don't know', 'not applicable' or similar.

To ensure consistency, where total satisfaction is reported for any service area, the proportion of residents who answered, 'fairly satisfied' and 'very satisfied' is used.

In this report, the 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%.

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<sup>3</sup> Source: 2018 Census



## 2.5 Benchmarking

The results shown here are a good indication of comparative performance between similar Councils and identify where different approaches in service areas may be worthy of further investigation to identify best practice.

Comparisons are shown where three or more Councils have asked a question around the same service area, facility or issue.

Councils included in this comparison:

| Council          | Year of final reporting | Scale   | Data Collection | Method    | Number of respondents | Margin of error (95% CI) |
|------------------|-------------------------|---|-----------------|-----------|-----------------------|--------------------------|
| Palmerston North | 2019/2020               | 10-point question scales (don't knows excluded) | Quarterly       | Mixed     | 476 (weighted)        | +/- 4.5%                 |
| Nelson           | 2020                    | 5-point question scales (don't knows included)  | Annually        | Telephone | 402 (quotas)          | +/- 4.9%                 |
| Napier           | 2019/2020 <sup>4</sup>  | 10-point question scales (don't knows included) | Quarterly       | Mixed     | 450 (weighted)        | +/-4.6%                  |

**NOTE: many Councils remove 'don't know' or 'not applicable' responses from their satisfaction level calculations. In this report, to enable comparisons to previous years, the 'don't know' responses have been included. But this will have an impact on the comparison benchmarked satisfaction levels that would have been higher if the 'don't know' responses had been removed.**

<sup>4</sup> Data extracted from 2019/20 Annual Report and 2019 Annual Resident Satisfaction Survey



# DETAILED FINDINGS



### Section 3

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# THREE WATERS



### 3.1 Key Metrics

#### Water Supply

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|     |   |
|-----|---|
| 83% | had piped water to their house provided by the Council. Of those residents, 82% were satisfied with their water supply. |
| 77% | were satisfied with their water supply overall.   |

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#### Flood Protection

---

|     |   |
|-----|---|
| 61% | were satisfied with their flood protection provided by the Council. |
|-----|---|

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#### Stormwater Collection Services

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|     |  |
|-----|--|
| 66% | had stormwater collection services provided by the Council. Of these residents, 72% were satisfied with the service. |
| 66% | were satisfied with their stormwater collection services overall.  |

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#### Sewerage

---

|     |  |
|-----|--|
| 77% | had a sewerage system provided by the Council. Of those residents, 82% were satisfied with their sewerage service. |
| 72% | were satisfied with Council sewerage services overall.   |

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### 3.2 Water Supply

#### 3.2.1 Piped Water to Each Household Provided by the Council

Although 83% of residents had piped water to their house, results by location show some significant differences depending on which area residents reside. Residents in Clifton and Kaitake (and, to a lesser extent, Inglewood) were significantly more likely to provide their water.

**Table 3-1 Percentage houses with Piped Water**

|                   | Piped water supply to each house |           |         |         |         |         |
|-------------------|----------------------------------|-----------|---------|---------|---------|---------|
|                   | New Plymouth City                | Inglewood | Clifton | Kaitake | Waitara | Average |
| <b>Yes</b>        | 91% ↑                            | 61%       | 55%     | 43% ↓   | 76%     | 83%     |
| <b>No</b>         | 5% ↓                             | 33%       | 45%     | 57% ↑   | 14%     | 12%     |
| <b>Don't know</b> | 4%                               | 6%        | 0%      | 0%      | 10%     | 4%      |

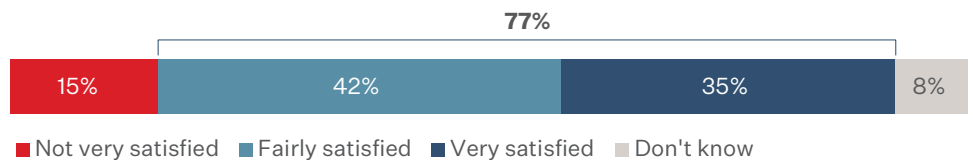
#### 3.2.2 Overall Satisfaction with Water Supply

Residents were asked how satisfied they were with their water supply. Just over three quarters (77%) of residents were satisfied (very satisfied + fairly satisfied). This result is a three percent decrease from the 2020 results (80%).

Non-ratepayers were more likely to be satisfied with their water supply than ratepayers (94% versus 74%, respectively).

**Provincial Peer Group Average = 65%**

**Figure 3-1 Overall satisfaction with water supply**





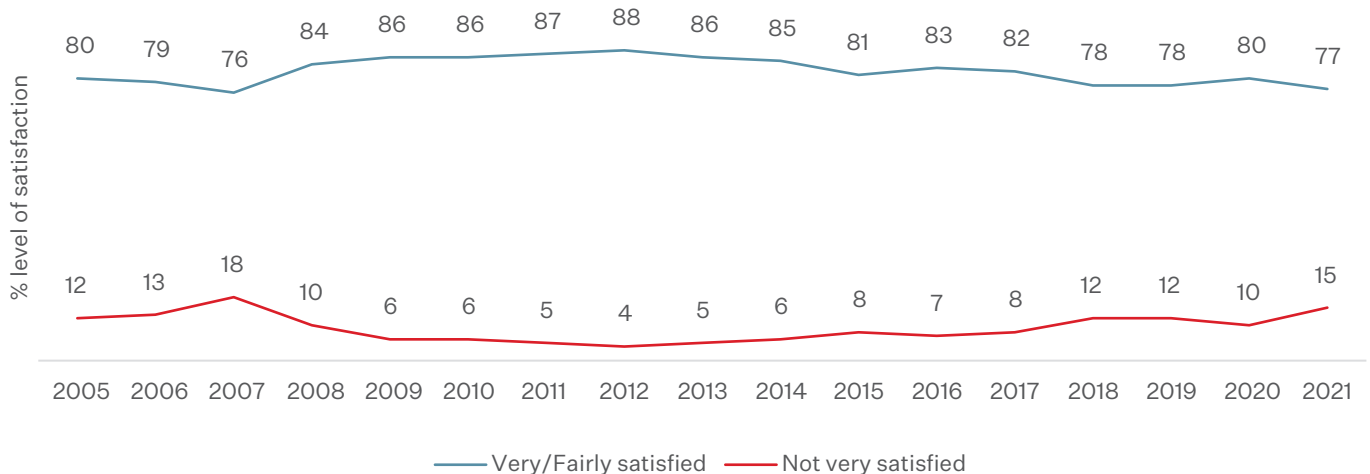
Residents in the New Plymouth City area are significantly more satisfied with their water supply, whereas residents in Kaitake and Inglewood are more likely to be not very satisfied.

**Table 3-2 Satisfaction with water supply by area**

|                   | Not Very Satisfied | Fairly Satisfied | Very Satisfied | Don't know |
|-------------------|--------------------|------------------|----------------|------------|
| New Plymouth City | 13%                | 43%              | 41% ↑          | 4%         |
| Inglewood         | 29%                | 43%              | 12% ↓          | 16%        |
| Clifton           | 15%                | 35%              | 20%            | 30%        |
| Kaitake           | 33%                | 29%              | 5% ↓           | 33%        |
| Waitara           | 14%                | 43%              | 35%            | 8%         |
| Average           | 15%                | 42%              | 35%            | 8%         |

Trend analysis shows a steady but oscillating decline in overall satisfaction perceptions of water supply. Compared to previous years, the level of satisfaction with water supply is the lowest result since 2007 (although similar to 2018-19), with a corresponding increase in the levels of dissatisfaction.

**Figure 3-2 Overall level of satisfaction with water supply over time**







### 3.2.3 Satisfaction with Piped Water Supply Provided by the Council

Of those residents with a piped water supply (83%), 82% were satisfied (fairly satisfied + very satisfied) with their water supply. Satisfaction had decreased since 2020 when 87% were satisfied.

**Table 3-3 Satisfaction with Piped Water Supply**

|  | Not very satisfied | Fairly satisfied | Very satisfied | Don't know | Total (n) |
|--|--------------------|------------------|----------------|------------|-----------|
|  |                    | Satisfied        |                |            |           |
| Have a piped water supply from the Council | 16%                | 43%              | 39%            | 2%         | 431       |

***For those residents with a piped water supply, their level of satisfaction is higher than the provincial peer group average (65%).***



### 3.2.4 Reasons for Dissatisfaction with Water Supply

Of those dissatisfied with their water supply, water quality (tastes bad, brown, smells) was the most predominant reason.

Residents were also unhappy with water restrictions, wanted an increased water supply, and did not see a need for water meters.

**Table 3-4 Reasons for dissatisfaction with water supply**

|   | %           | n         |
|---|-------------|-----------|
| It tastes bad                               | 19% ↑       | 14        |
| Water quality (brown, smells)               | 11%         | 8         |
| Unhappy with water restrictions             | 11%         | 8         |
| More catchment areas/ increase water supply | 11%         | 8         |
| No need for water meters                    | 11%         | 8         |
| Issues with pipe/ water system              | 9%          | 7         |
| Needs to be upgraded/ improved              | 8%          | 6         |
| Issues with reliability                     | 5%          | 4         |
| Put fluoride in                             | 4%          | 3         |
| Doesn't get the water supply                | 4%          | 3         |
| Doesn't want fluoride/ chlorine in water    | 4%          | 3         |
| Lack of maintenance                         | 3%          | 2         |
| Other                                       | 7%          | 5         |
| Don't know                                  | 1%          | 1         |
| <b>Total</b>                                | <b>100%</b> | <b>75</b> |



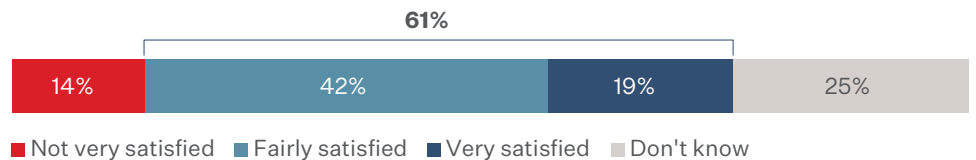
### 3.3 Flood protection

#### 3.3.1 Overall Satisfaction with Flood Protection

Just over six in ten (61%) residents were satisfied (fairly satisfied + very satisfied) with their flood protection measures. This result compares to 72% in 2020, showing a drop in satisfaction back to 2019 levels. But about one-quarter of residents are unable to comment on this issue, similar to previous years.

***There are no provincial peer group averages for flood protection.***

**Figure 3-3 Overall satisfaction with flood protection**



Satisfaction with flood protection varies between the different resident areas. Clifton is the most unsatisfied area, whereas all other areas are mostly satisfied.

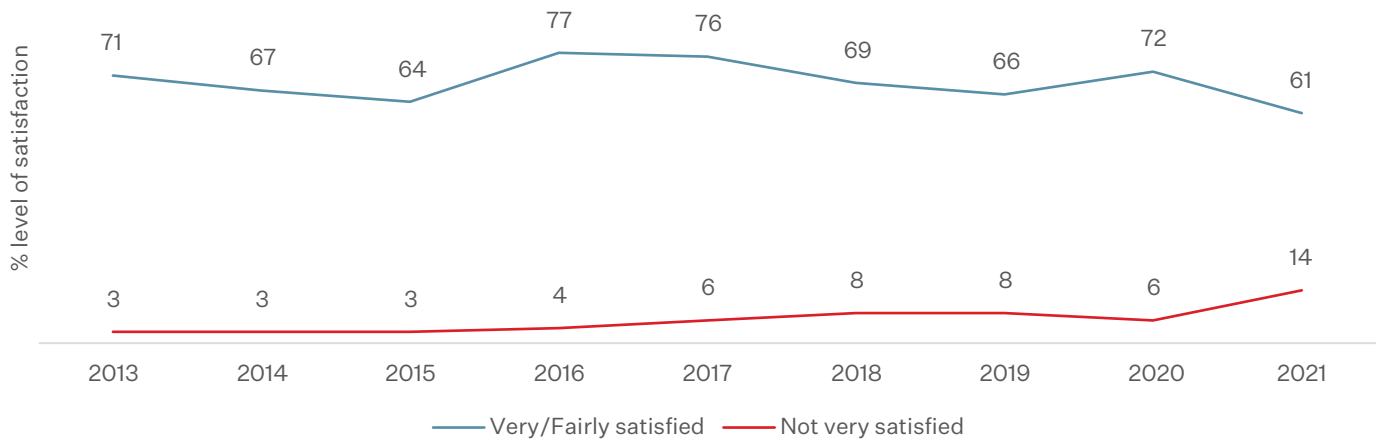
**Table 3-5 Satisfaction with flood protection by area**

|                   | Not Very Satisfied | Fairly Satisfied | Very Satisfied | Don't know |
|-------------------|--------------------|------------------|----------------|------------|
| New Plymouth City | 14%                | 40%              | 22%            | 25%        |
| Inglewood         | 8%                 | 59%              | 8%             | 25%        |
| Clifton           | 30%                | 15%              | 20%            | 35%        |
| Kaitake           | 14%                | 38%              | 10%            | 38%        |
| Waitara           | 14%                | 55%              | 18%            | 14%        |
| <b>Average</b>    | <b>14%</b>         | <b>42%</b>       | <b>19%</b>     | <b>25%</b> |



Dissatisfaction with flood protection measures has increased markedly over the past 12 months. Dissatisfaction has been increasing slowly but steadily since 2013.

**Figure 3-4 Overall level of satisfaction with flood protection over time**





### 3.3.2 Reasons for Dissatisfaction with Flood Protection

Flooding during rains was a significant reason for dissatisfaction with flood protection measures. Other major factors were issues with blocked drains and that the stormwater upgrade is a necessity.

**Table 3-6**

|   | %     | n  |
|---|-------|----|
| Flooding/ flooding when it rains heavily          | 44% ↑ | 28 |
| Blocked drains                                    | 16%   | 10 |
| Needs to be upgraded/ improved                    | 16%   | 10 |
| Environmental impacts (climate change, pollution) | 8%    | 5  |
| Council decisions/ management                     | 8%    | 5  |
| Generic negative response                         | 6%    | 4  |
| Other   | 3%    | 2  |
| Don't know  | 5%    | 3  |
| Total   | 100%  | 64 |



### 3.4 Stormwater (excluding flood protection)

#### 3.4.1 Piped Stormwater to Each Household Provided by the Council

Stormwater services are provided to two-thirds (66%) of the District’s residents, mostly in New Plymouth City and less so in the more rural areas.

**Table 3-7 Percent of households that are provided with piped stormwater services.**

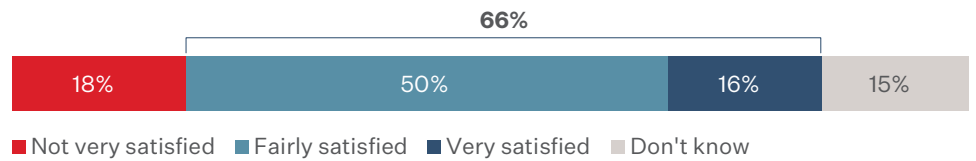
|                   | A piped stormwater collection |           |         |         |         |         |
|-------------------|-------------------------------|-----------|---------|---------|---------|---------|
|                   | New Plymouth City             | Inglewood | Clifton | Kaitake | Waitara | Average |
| <b>Yes</b>        | 74% ↑                         | 51%       | 45%     | 38% ↓   | 49%     | 66%     |
| <b>No</b>         | 10% ↓                         | 39%       | 45%     | 62% ↑   | 33%     | 18%     |
| <b>Don't know</b> | 17%                           | 10%       | 10%     | 0%      | 18%     | 15%     |

#### 3.4.2 Overall Satisfaction with Stormwater Services

Satisfaction with stormwater services has decreased by nine percentage points over the past year (down to 66% from 75% in 2020).

**Provincial Peer Group Average = 63%**

**Figure 3-5 Level of satisfaction with stormwater services overall**





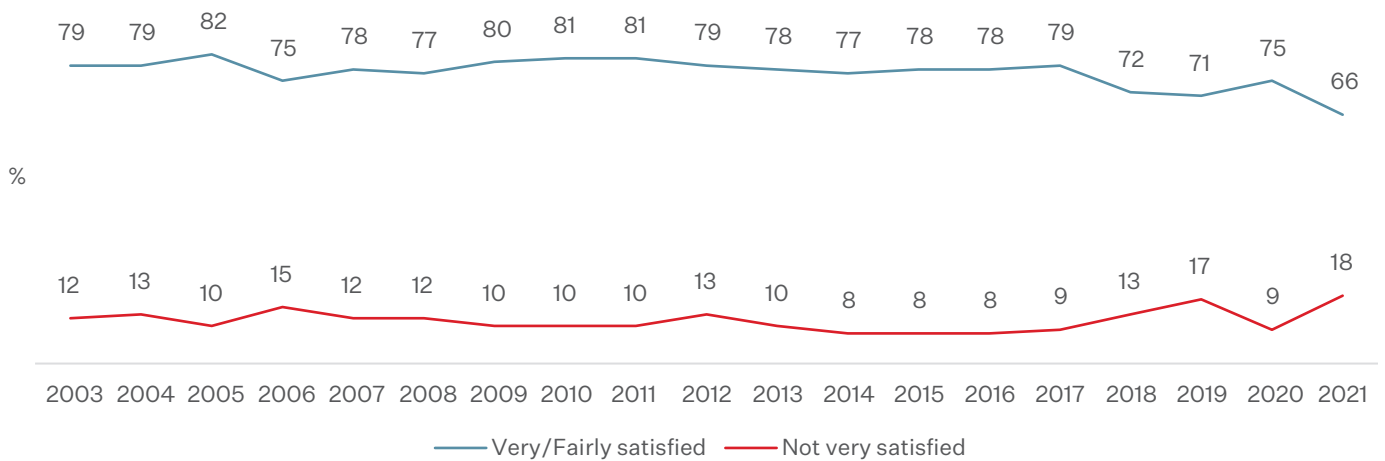
There were no significant differences in satisfaction with stormwater services between the areas apart from New Plymouth City having more residents who were very satisfied. However, residents in Kaitake were the least satisfied with this service, which reflects their lower provision in this service area.

**Table 3-8 Level of satisfaction with stormwater services by area**

|                   | Not Very Satisfied | Fairly Satisfied | Very Satisfied | Don't know |
|-------------------|--------------------|------------------|----------------|------------|
| New Plymouth City | 18%                | 48%              | 19% ↑          | 14%        |
| Inglewood         | 14%                | 65%              | 4%             | 18%        |
| Clifton           | 20%                | 30%              | 10%            | 40%        |
| Kaitake           | 29%                | 48%              | 0%             | 24%        |
| Waitara           | 20%                | 61%              | 12%            | 8%         |
| Average           | 18%                | 50%              | 16%            | 15%        |

While dissatisfaction with flood protection measures has returned to 2019 levels, satisfaction levels have declined.

**Figure 3-6 Level of satisfaction with stormwater services over time**





### 3.4.3 Satisfaction with Stormwater Collection Services Provided by Council

Of those residents who receive stormwater collection services from the Council, 72% are satisfied with their service. This result is lower than in 2020 when 82% were satisfied.

**Table 3-9 Level of satisfaction with stormwater collection services provided by the Council.**

|  | Not very satisfied | Fairly satisfied | Very satisfied | Don't know | Total (n) |
|--|--------------------|------------------|----------------|------------|-----------|
|  |                    | Satisfied        |                |            |           |
| Have a piped stormwater collection provided by the Council | 17%                | 52%              | 20%            | 11%        | 344       |

**Of those residents who receive stormwater collection services, their level of satisfaction is above the provincial peer group average (63%).**

### 3.4.4 Reasons for Dissatisfaction with Stormwater Services

Blocked drains from fallen leaves and consequential flooding were the main reasons for dissatisfaction with stormwater services. Many residents also took issue with water being discharged into the waterways and the sea. One in ten residents felt the services need to be upgraded or improved.

**Table 3-10 Reasons for dissatisfaction with stormwater services**

|                                 | %           | n         |
|---------------------------------|-------------|-----------|
| Blocked drains/ drainage system | 24% ↑       | 21        |
| Unhappy with flooding           | 22% ↑       | 19        |
| Water/ waste going into the sea | 15%         | 13        |
| Quality/ lack of maintenance    | 11%         | 10        |
| Needs to be upgraded/ improved  | 11%         | 10        |
| Impact on sewerage system       | 6%          | 5         |
| General negative response       | 3%          | 3         |
| Other                           | 7%          | 6         |
| Don't know                      | 9%          | 8         |
| <b>Total</b>                    | <b>100%</b> | <b>87</b> |





### 3.5 Sewerage system

#### 3.5.1 A Sewerage System Provided by the Council

While 77% of residents have a sewerage system provided by the Council, large variations are seen by area.

**Table 3-11 Sewerage system provided by the Council by area.**

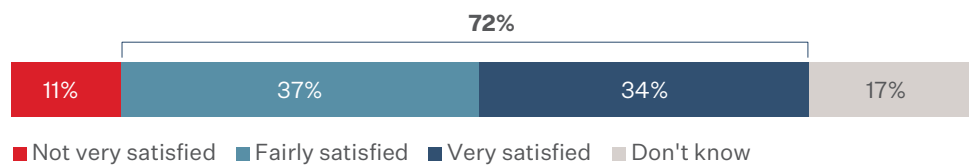
|                   | A sewerage system provided by the Council |           |         |         |         | Average |
|-------------------|---|-----------|---------|---------|---------|---------|
|                   | New Plymouth City                         | Inglewood | Clifton | Kaitake | Waitara |         |
| <b>Yes</b>        | 87% ↑                                     | 59%       | 0% ↓    | 43%     | 69%     | 77%     |
| <b>No</b>         | 7% ↓                                      | 33%       | 90% ↑   | 57%     | 27%     | 17%     |
| <b>Don't know</b> | 6%  | 8%        | 10%     | 0%      | 4%      | 6%      |

#### 3.5.2 Overall Satisfaction with Sewerage System (all residents)

All residents were asked for their level of satisfaction with the sewerage system provided by the Council. Just under three-quarters (72%) were satisfied, and this result is comparable to 2020 when 75% were satisfied.

**Provincial Peer Group Average = 75%**

**Figure 3-7 Level of satisfaction with Council provided sewerage system.**





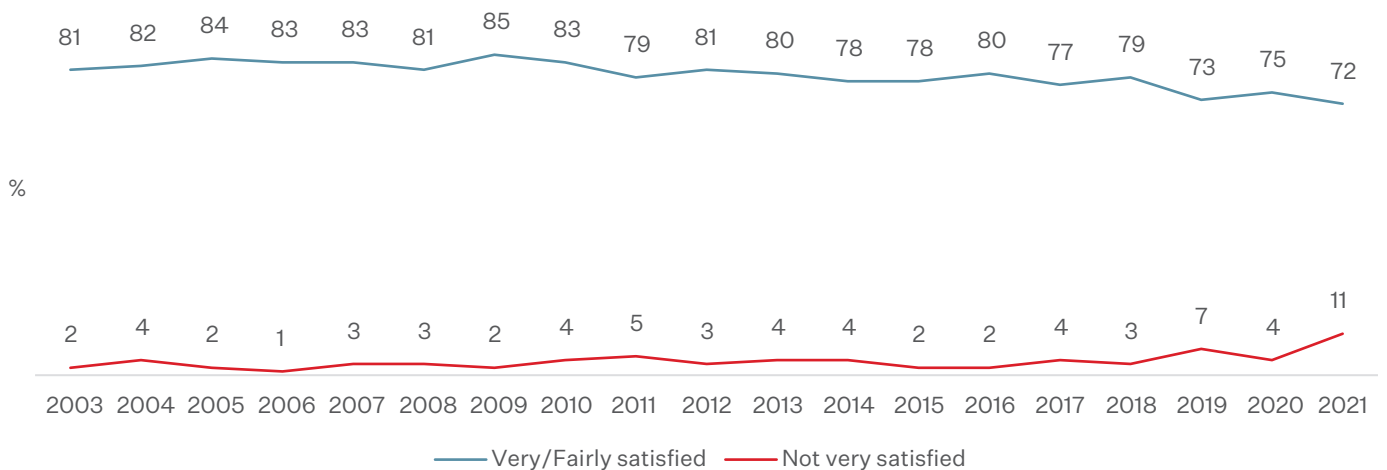
Understandably, areas that do not have a Council provided sewerage system (Clifton) are less satisfied. New Plymouth City residents were more likely to be very satisfied.

**Table 3-12 Level of satisfaction with sewerage system by area**

|                   | Not Very Satisfied | Fairly Satisfied | Very Satisfied | Don't know |
|-------------------|--------------------|------------------|----------------|------------|
| New Plymouth City | 11%                | 37%              | 39% ↑          | 13%        |
| Inglewood         | 4%                 | 51%              | 25%            | 20%        |
| Clifton           | 30%                | 10%              | 5%             | 55%        |
| Kaitake           | 24%                | 14%              | 29%            | 33%        |
| Waitara           | 10%                | 45%              | 25%            | 20%        |
| Average           | 11%                | 37%              | 34%            | 17%        |

Levels of satisfaction with the sewerage system are similar to 2019 levels, but dissatisfaction levels have increased in 2021.

**Figure 3-8 Satisfaction levels with sewerage system over time**





### 3.5.3 Satisfaction with Sewerage System by Households that Receive the Service.

Of those residents who receive sewerage system services from the Council, 82% are satisfied with their service, compared to 88% in 2020.

***This satisfaction level is above the provincial peer group average of 75%.***

**Table 3-13 Level of satisfaction with sewerage system by households that receive this service.**

|  | Not very satisfied | Fairly satisfied | Very satisfied | Don't know | Total (n) |
|--|--------------------|------------------|----------------|------------|-----------|
|  |                    | Satisfied        |                |            |           |
| Have a sewerage system provided by the Council | 10%                | 42%              | 40%            | 9%         | 399       |

### 3.5.4 Reasons for Dissatisfaction with Sewerage System

Overflow of sewerage into rivers and the sea was highlighted as a significant issue, as was the need to upgrade the sewerage infrastructure.

**Table 3-14 Reasons for dissatisfaction with the sewerage system**

|  | %     | n  |
|--|-------|----|
| Spilling/dumping sewerage into sea/river         | 45% ↑ | 25 |
| Sewerage system needs upgrading/ more investment | 34% ↑ | 19 |
| Service not received/ use septic tanks           | 20%   | 11 |
| System blockages/overflow                        | 9%    | 5  |
| Other  | 7%    | 4  |
| Don't know                                       | 4%    | 2  |
| Total  | 100%  | 56 |



## Section 4

---

# LOCAL ROADS AND FOOTPATHS



## 4.1 Key Metrics

### Overall Quality of The Roads

---

66% Were satisfied with the quality of the District's roads.

---

### Ability to Drive Around the District

---

76% Were satisfied with their ability to drive around the District safely and easily.

---

### Quality and Safety of the Footpaths

---

77% Were satisfied with the quality and safety of their footpaths.

---

### Quality and Safety of the Cycle Network

---

67% Were satisfied with the quality and safety of the cycle network.

---

44% Had cycled during the past year.

---

### Availability of Carparking in the District

---

52% Were satisfied with the availability of car parking, a dramatic decrease from 2020 when 76% were satisfied.

---

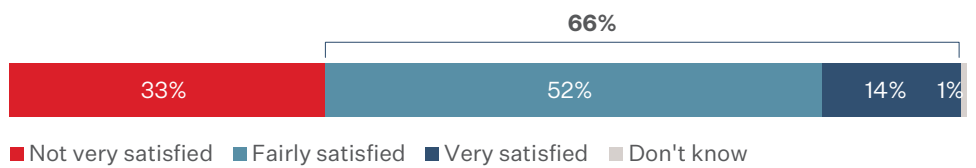


## 4.2 Overall Quality of the Roads

### 4.2.1 Overall Satisfaction with the Quality of the Roads

Compared to the previous year, there has been a marked decline in residents who are satisfied with the quality of the roads. Satisfaction has fallen from 79% in 2020 down to 66% in 2021.

Figure 4-1 Level of satisfaction with the quality of the roads



**Provincial Peer Group Average = 54%**

Results also show that residents from different areas have slightly different satisfaction levels. Residents in Clifton were the most satisfied with the quality of their roads, but those in Kaitake, Inglewood, and Waitara were not very satisfied.

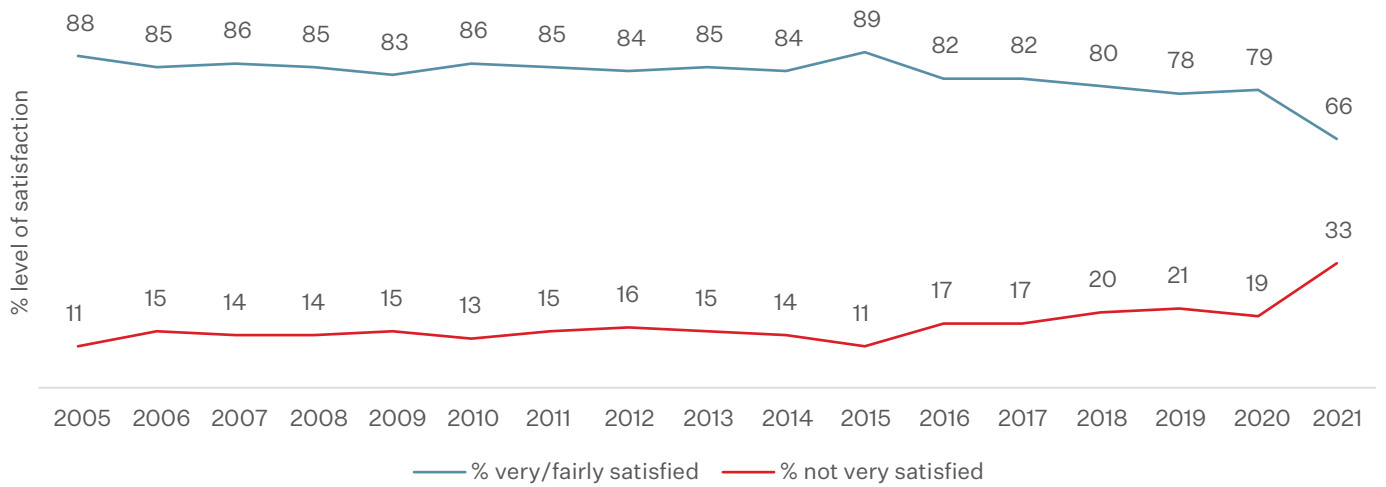
Table 4-1 Level of satisfaction with the quality of the roads by area

|                   | Not Very Satisfied | Fairly Satisfied | Very Satisfied | Don't know |
|-------------------|--------------------|------------------|----------------|------------|
| New Plymouth City | 29%                | 54%              | 16%            | 1%         |
| Inglewood         | 45%                | 43%              | 12%            | 0%         |
| Clifton           | 20%                | 70%              | 10%            | 0%         |
| Kaitake           | 62%                | 33%              | 0%             | 5%         |
| Waitara           | 41%                | 43%              | 16%            | 0%         |
| <b>Average</b>    | <b>33%</b>         | <b>52%</b>       | <b>14%</b>     | <b>1%</b>  |



This survey iteration shows the lowest level of satisfaction with the overall quality of the roads since 2005. The level of satisfaction has been eroding slowly over time.

**Figure 4-2 Satisfaction with the overall quality of roads over time**





#### 4.2.2 Reasons for Dissatisfaction with the Quality of the Roads

Similar to 2020, maintenance (potholes, lack of maintenance) and the design of roads (too narrow) were the main reasons for concern with the roads in the District<sup>5</sup>.

**Table 4-2 Reasons for dissatisfaction with the quality of the roads**

|  | %     | n   |
|--|-------|-----|
| Potholes                                   | 32% ↑ | 52  |
| Quality/ lack of maintenance               | 31% ↑ | 51  |
| Road surfaces                              | 23% ↑ | 38  |
| Road planning/ design (e.g., narrow roads) | 18%   | 29  |
| General dissatisfaction with roads         | 15%   | 24  |
| Roadworks                                  | 5%    | 8   |
| Congestion                                 | 3%    | 5   |
| Other                                      | 5%    | 8   |
| Don't know                                 | 1%    | 2   |
| Total                                      | 100%  | 162 |

Typical comments were:

- “ Because the roads around town and in and around Waitara are not built to last. They just patch and hope it lasts (Waitara)
- “ I work at the hospital, and the roading around the hospital is really overloaded, and there isn't any plan for improving the situation, and it would be great if there were. It's a daily concern moving in and out of the hospital site. The Davis St Junction onto Tupaka St is really congested and busy (Clifton)
- “ ...crumbling roads Taranaki wide. Potholes are usually 'fixed' poorly, requiring more attention after the next heavy rain (Inglewood)
- “ Our streets are very rough and under-maintained (Kaitake)
- “ Poor design, especially in peak hour traffic. Potholes are ongoing. Arterial routes in and out of the city are substandard (New Plymouth City)

<sup>5</sup> Note: state highways are operated and maintained by Waka Kotahi New Zealand Transport Association, not the New Plymouth District Council





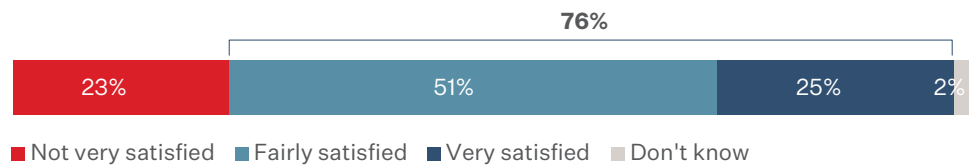
### 4.3 Ability to Drive Around the District Quickly, Easily and Safely

#### 4.3.1 Overall Satisfaction with the Ability to Drive Around the District Quickly, Easily and Safely

In 2021, 76% of residents were satisfied (fairly satisfied + very satisfied) with their ability to drive around the District quickly, easily, and safely. But this level of satisfaction has decreased markedly from 2021 when 86% of residents were satisfied.

*There are no peer group averages for the ability to drive around the District quickly, easily, and safely.*

Figure 4-3 Overall level of satisfaction with the ability to drive around the District easily and safely.



Residents from different areas have different levels of satisfaction. Kaitake residents were less satisfied with their ability to drive around the District quickly, easily, and safely than all other areas. But the level of dissatisfaction is relatively high amongst all areas.

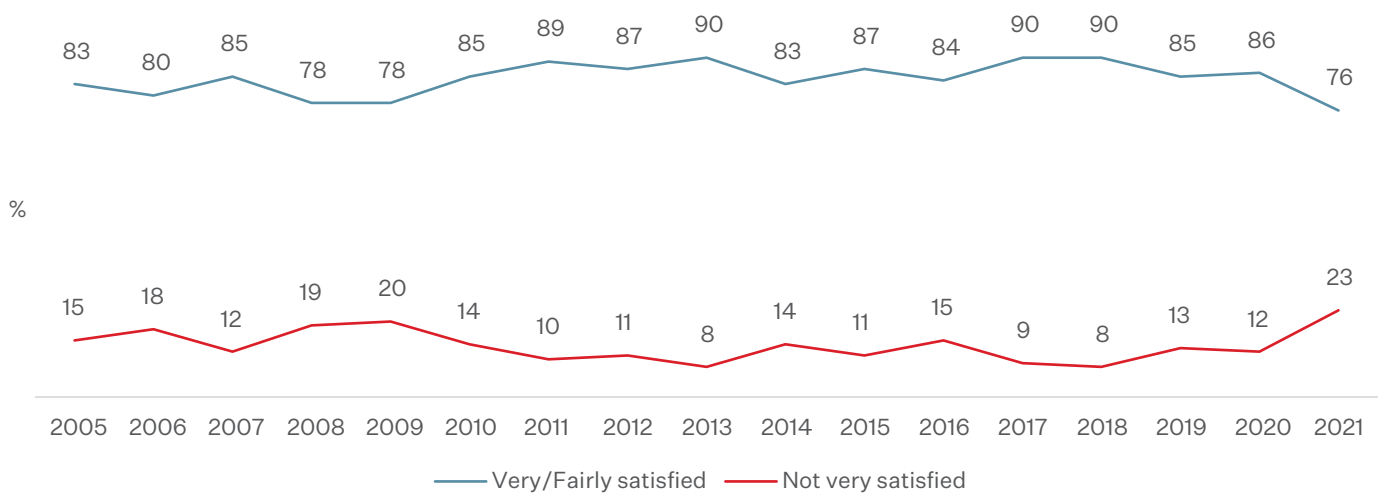
Table 4-3 Levels of satisfaction with the ability to drive around the District safely and easily, by area.

|                   | Not Very Satisfied | Fairly Satisfied | Very Satisfied | Don't know |
|-------------------|--------------------|------------------|----------------|------------|
| New Plymouth City | 20%                | 50%              | 28%            | 2%         |
| Inglewood         | 29%                | 61%              | 10%            | 0%         |
| Clifton           | 25%                | 45%              | 25%            | 5%         |
| Kaitake           | 38%                | 57%              | 5%             | 0%         |
| Waitara           | 27%                | 49%              | 24%            | 0%         |
| Average           | 23%                | 51%              | 25%            | 2%         |



Satisfaction levels with the ability to drive around the District have dropped back to 2008/9 levels.

**Figure 4-4 Satisfaction with the ability to drive around the District quickly, easily and safely over time**





### 4.3.2 Reasons for Dissatisfaction with Ability to Drive Around the District

Traffic flow and road congestion were the key reasons for dissatisfaction with driving around the District. Road quality and maintenance were secondary issues.

**Table 4-4 Reasons for dissatisfaction with the ability to drive around the District easily and safely.**

|                                    | %     | n   |
|------------------------------------|-------|-----|
| Traffic flow/ management           | 29% ↑ | 32  |
| Congestion                         | 25% ↑ | 28  |
| Quality of roads                   | 15%   | 17  |
| Road planning/ design              | 12%   | 13  |
| Potholes                           | 8%    | 9   |
| Bad driving                        | 7%    | 8   |
| Parking (e.g., not enough, layout) | 5%    | 6   |
| Roadworks                          | 5%    | 5   |
| Other                              | 5%    | 6   |
| Don't know                         | 1%    | 1   |
| Total                              | 100%  | 110 |

Typical comments were:

- “ ... the Bell Block over bridge pass is just an accident waiting to happen. Those are the roads I drive every day that have so many blind spots. It's the same with Egmont Road, the same thing there, just an intersection that doesn't need to be there. They've now got a paramedic branch coming out of there, and even they say it's an accident waiting to happen/ that it's dodgy. They should have more roundabouts (New Plymouth City)
- “ Some of our roads that new bell block overhead intersection the access on and off-ramp coming from the north - they are totally opposite each other and it's not safe (New Plymouth City)
- “ Because we live on a dirt road, and we have a culvert that needs to be replaced, and they said two weeks, and two weeks was up yesterday, and it's still not fixed, and there's pothole frequently along 6 km of the dirt road, and some are on a blind corner which can be a bit scary and dangerous (Clifton)



- “ *The waiting time at some intersections can be VERY long; some need upgrading with roundabouts at least, if not lights (Inglewood)*
- “ *Getting from one side of town to the other is often gridlock. Unnecessary for a town with a small population (Kaitake)*
- “ *Dreadful traffic from Waiwhakaiho through New Plymouth during rush hours (Waitara)*



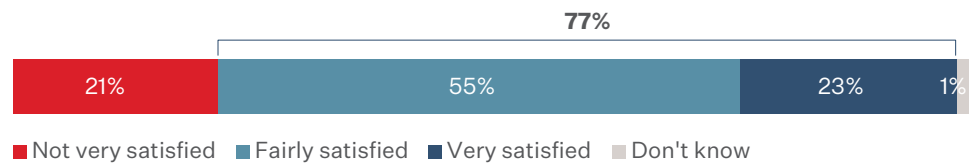
## 4.4 Quality and Safety of the Footpaths

### 4.4.1 Overall Satisfaction with the Quality and Safety of the Footpaths

Just under eight in ten residents (77%) were satisfied with the quality and safety of the footpaths in the District. But satisfaction had decreased slightly since 2020 when 82% of residents were satisfied.

**Provincial Peer Group Average = 60%**

Figure 4-5 Overall satisfaction with quality and safety of footpaths



Again, residents from different areas perceive the quality and safety of their footpaths differently. While in most areas, residents are generally satisfied with their footpaths, residents in Kaitake were less satisfied.

Table 4-5 Level of satisfaction with the quality and safety of footpaths by area

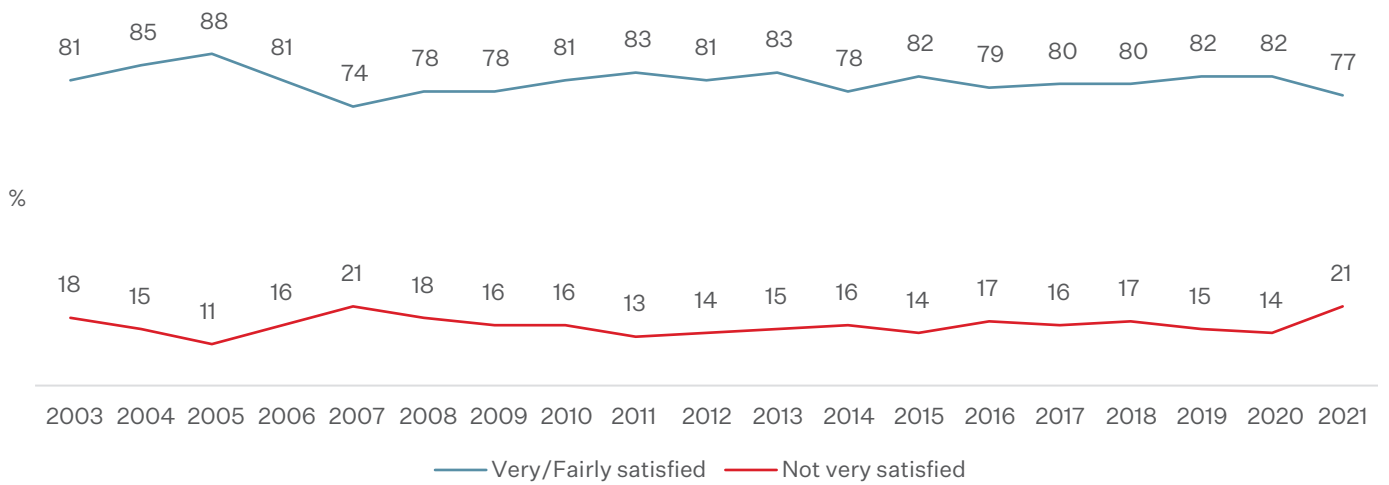
|                   | Not Very Satisfied | Fairly Satisfied | Very Satisfied | Don't know |
|-------------------|--------------------|------------------|----------------|------------|
| New Plymouth City | 21%                | 53%              | 26%            | 0%         |
| Inglewood         | 27%                | 61%              | 12%            | 0%         |
| Clifton           | 10%                | 55%              | 25%            | 10%        |
| Kaitake           | 33%                | 52%              | 0%             | 14%        |
| Waitara           | 20%                | 59%              | 20%            | 2%         |
| <b>Average</b>    | <b>21%</b>         | <b>55%</b>       | <b>23%</b>     | <b>1%</b>  |



Long standing residents (longer than ten years) were more likely to be satisfied with the quality and safety of footpaths. No other demographic differences were apparent.

Satisfaction trends show a steady oscillation over time. But 2021 does show a slight decline of satisfaction similar to 2014 levels.

**Figure 4-6 Satisfaction with the quality and safety of footpaths over time**





#### 4.4.2 Reasons for Dissatisfaction with the Quality and Safety of Footpaths

Residents who were dissatisfied with the quality and safety of footpaths were asked to comment why.

Quality/maintenance and safety issues were prominent - many residents perceived their footpaths as unsafe.

**Table 4-6 Reasons for dissatisfaction with quality and safety of footpaths**

|  | %     | n   |
|--|-------|-----|
| Uneven                                 | 26% ↑ | 27  |
| Broken                                 | 24% ↑ | 25  |
| Length/ quality of footpaths           | 19%   | 20  |
| Unsafe                                 | 18%   | 19  |
| Overgrown (e.g., trees, roots, grass)  | 15%   | 16  |
| Lack of footpaths                      | 13%   | 14  |
| Quality/ lack of maintenance           | 11%   | 12  |
| Not wheelchair/ scooter/ pram friendly | 10%   | 11  |
| Slippery/ wet                          | 6%    | 6   |
| Cars park on/ too close to them        | 3%    | 3   |
| Other                                  | 7%    | 7   |
| Don't know                             | 1%    | 1   |
| Total                                  | 100%  | 105 |

Typical comments were:

“ Some areas have nice pathways, and others do not. I don't know what the difference means. Do they get nicer footpaths in places like Brooklands, Vogelstown compared to others like Marfell (New Plymouth City)?

“ Because there are areas that don't even have curbing - just grass going straight onto the road, the services in Waitara are absolute substandard (Clifton)

“ Shocking. They are old, and in lots of places, concrete is broken. Just the other day, I rolled my ankle on Elliot Street. The foliage on the side of the footpath overhangs badly. It's dangerous and hits your head. On Rata street, you have to either walk on the grass verge or the road (Inglewood)



“ *Waira Road needs another footpath on the other side of the road. There is a lot more housing there now. I have been trying to get it for 13 years, and we still don't have it. People are waiting and especially walking with children and trying to cross the road to get to school, every close to the junction and it's very dangerous... (Kaitake)*

“ *Ruts, cracks, and in some case, no footpath at all (Waitara)*





## 4.5 Quality and Safety of the Cycle Network

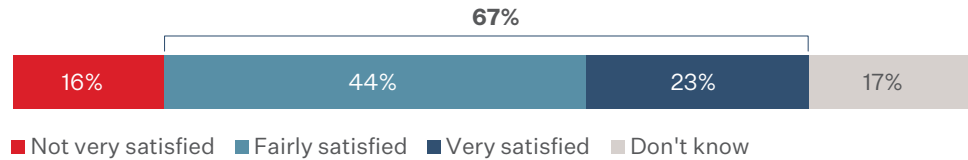
|                                     | Three times or more | Once or twice | Once or more | Not at all |
|-------------------------------------|---------------------|---------------|--------------|------------|
| Use of cycleways over the past year | 29%                 | 15%           | 44%          | 56%        |

### 4.5.1 Overall satisfaction with the Quality and Safety of the Cycle Network

On an annual basis, cycleways in the District are used by just under one half (44%) of residents aged over 18 years. In 2021, two thirds (67%) of residents were satisfied (fairly satisfied + very satisfied) with the quality and safety of the District’s cycle network. This result was a slight improvement from 2020 when 65% were satisfied.

**Provincial Peer Group Average = 64%**

Figure 4-7 Overall satisfaction with quality and safety of the cycle network





Looking at the areas in more detail, Kaitake has the lowest satisfaction with the cycle network. But many residents had no opinion, indicating they were less likely to be regular cyclists.

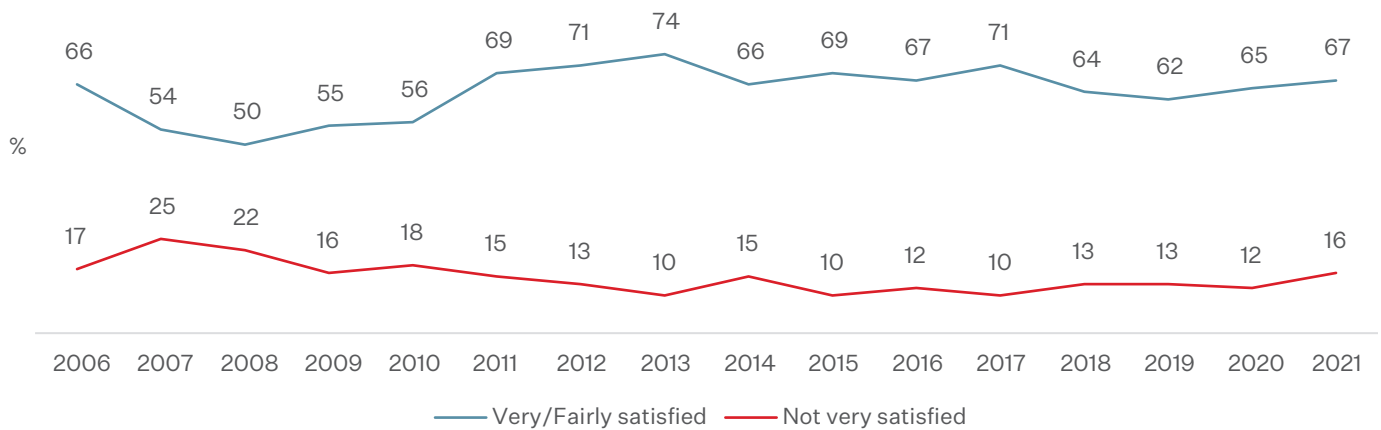
**Table 4-7 Level of satisfaction with quality and safety of the cycle network**

|                   | Not Very Satisfied | Fairly Satisfied | Very Satisfied | Don't know |
|-------------------|--------------------|------------------|----------------|------------|
| New Plymouth City | 15%                | 45%              | 26%            | 15%        |
| Inglewood         | 18%                | 45%              | 14%            | 24%        |
| Clifton           | 0%                 | 45%              | 25%            | 30%        |
| Kaitake           | 38%                | 38%              | 5%             | 19%        |
| Waitara           | 16%                | 41%              | 24%            | 20%        |
| Average           | 16%                | 44%              | 23%            | 17%        |

There were no other demographic differences in perceptions.

Satisfaction with the cycle network has been steady, with slight oscillations since 2013.

**Figure 4-8 Satisfaction with quality and safety of the cycle network over time**





#### 4.5.2 Reasons for Dissatisfaction with the Quality and Safety of the Cycle Network

Quality (size, space, length), a lack of cycleways, and safety issues were top of mind for residents dissatisfied with the District's cycleways. Some residents were unhappy with cyclists in general and didn't see a need for cycle lanes, but they were in the minority.

**Table 4-8 Reasons for dissatisfaction with the quality and safety of the cycle network**

|   | %           | n         |
|---|-------------|-----------|
| Quality/ lack of cycle lanes                | 27% ↑       | 21        |
| Size/ space/ length                         | 17%         | 13        |
| Unsafe                                      | 15%         | 12        |
| Lack of consistency                         | 9%          | 7         |
| Lack of safe areas/ space for cyclists      | 8%          | 6         |
| Layout/ design                              | 8%          | 6         |
| Too many cycle lanes/ people don't use them | 6%          | 5         |
| Clearer markings                            | 5%          | 4         |
| Obstructions (cars, weeds, glass)           | 5%          | 4         |
| Cyclists                                    | 4%          | 3         |
| Other                                       | 4%          | 3         |
| Don't know                                  | 1%          | 1         |
| <b>Total</b>                                | <b>100%</b> | <b>78</b> |



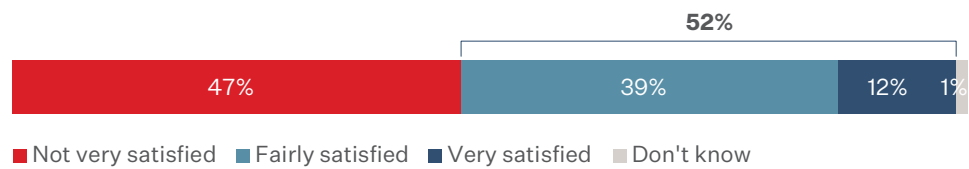
## 4.6 Availability of Carparking in the District

### 4.6.1 Overall Satisfaction with Carparking in the District

Carparking in the District has seen a significant decline in public perceptions over the past year. There were very high levels of dissatisfaction (47%) that have more than doubled over the past year (up from 21% in 2020). Satisfaction levels declined to the same extent (52%, down from 76% in 2020).

**Provincial Peer Group Average = 49%**

Figure 4-9 Overall satisfaction with car parking in the district



In more depth, there were differences in perceptions by area; Clifton had the highest levels of ‘very’ satisfied residents, whereas Kaitake was the least satisfied area regarding car parking. But the differences were not significant.

Table 4-9 Satisfaction with car parking in the District by area

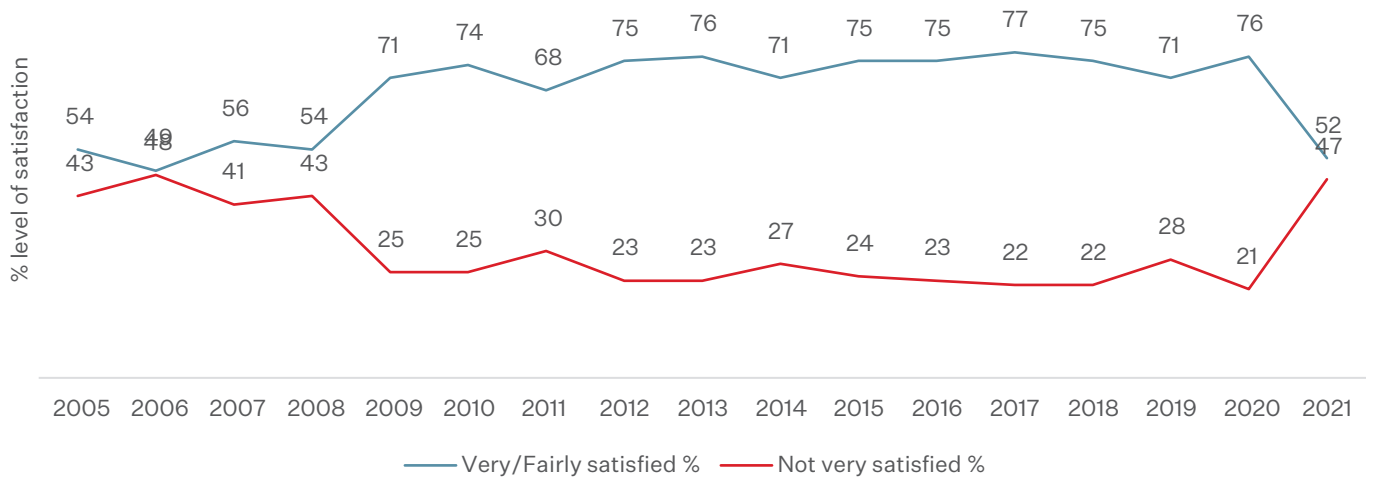
|                   | Not Very Satisfied | Fairly Satisfied | Very Satisfied | Don't know |
|-------------------|--------------------|------------------|----------------|------------|
| New Plymouth City | 46%                | 39%              | 13%            | 1%         |
| Inglewood         | 45%                | 43%              | 10%            | 2%         |
| Clifton           | 40%                | 25%              | 30%            | 5%         |
| Kaitake           | 62%                | 38%              | 0%             | 0%         |
| Waitara           | 49%                | 41%              | 10%            | 0%         |
| <b>Average</b>    | <b>47%</b>         | <b>39%</b>       | <b>12%</b>     | <b>1%</b>  |



Newer residents (who have lived in the District for ten years or less) were more likely to be satisfied with car parking. No other demographic differences were seen.

Car parking has been a controversial service area in the past but had remained relatively stable since 2008.

**Figure 4-10 Satisfaction with car parking in the District over time**





#### 4.6.2 Reasons for Dissatisfaction with Carparking in the District

Just under half of the survey respondents were dissatisfied with car parking. Difficulty in finding parking was a key issue identified by over half of dissatisfied residents. The expensive cost of parking was also highlighted, and closure and loss of parking spaces/buildings.

**Table 4-10 Reasons for dissatisfaction with car parking in the District**

|                                  | %     | n   |
|----------------------------------|-------|-----|
| Not enough parking/ hard to find | 53% ↑ | 124 |
| Expensive/ costs money           | 21% ↑ | 48  |
| Loss of parking spaces           | 13%   | 31  |
| Closure of the car park building | 9%    | 21  |
| Quality/ variety of parking      | 6%    | 14  |
| Lack of free parking             | 3%    | 8   |
| Lack of mobility parking         | 3%    | 7   |
| Parking issues Devon Street      | 3%    | 7   |
| Other                            | 3%    | 6   |
| Don't know                       | 0%    | 1   |
| Total                            | 100%  | 232 |

Some typical comments were:

- “ There are too many cars and not enough carparks, and we've just lost a carpark building (New Plymouth City)
- “ We don't have enough [carparks] in the CBD. What is even worse is the Council now want to take Powderham Street, and up on the flat, they are taking away car parks to put something in on Devon Street East. The businesses up there are horrified, and so are we (New Plymouth City).
- “ Because of the main street up from Joe's Garage, they have taken out a whole lot of car parks and put seating there (Clifton)
- “ The workers tend to take up the available car parking for all the people that want to come and visit inner Inglewood (Inglewood)
- “ The closure of a car park building in town was a major blow for parkers. We urgently need a multistorey building to provide city workers with a safe, secure parking facility. Two-hour slots do not provide the answer (Kaitake)



“ One of the biggest car parking buildings closed down in the city, and there has been no support since for the 300 car parks that were lost (Waitara)



## Section 5

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# WASTE





## 5.1 Key Metrics

### Kerbside and Recycling Collection Services

---

|            |   |
|------------|---|
| <b>78%</b> | Were satisfied with the service overall.  |
| <b>89%</b> | of residents receive a kerbside and recycling collection service. Of those, 82% are satisfied with their service. |

---



## 5.2 Kerbside Rubbish and Recycling Collection

### 5.2.1 Kerbside Rubbish and Recycling Collection Provision by the Council

In 2021, just under nine in ten (89%) residents receive a kerbside and recycling collection provision from the Council.

But there are large variations in service provision in the different areas. While nearly every household (96%) in New Plymouth City receive this service, the service is only available to about half of the households in Kaitake.

**Table 5-1 Provision of kerbside rubbish and recycling collection in the District**

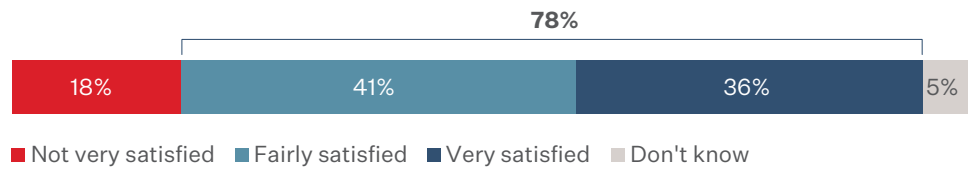
| A kerbside and recycling collection provision provided by the Council |                   |           |         |         |         |         |
|---|-------------------|-----------|---------|---------|---------|---------|
|   | New Plymouth City | Inglewood | Clifton | Kaitake | Waitara | Average |
| <b>Yes</b>  | 96% ↑             | 73%       | 60%     | 52% ↓   | 78%     | 89%     |
| <b>No</b>   | 2% ↓              | 25%       | 35%     | 48% ↑   | 16%     | 9%      |
| <b>Don't know</b>   | 2%                | 2%        | 5%      | 0%      | 6%      | 2%      |



### 5.2.2 Overall Satisfaction with Kerbside Rubbish and Recycling Collection Provided by Council

Just under eight in ten residents (78%) were satisfied (fairly + very satisfied) with the kerbside and recycling collection service provided by the Council. This result shows a small decrease from 2020 when 81% were satisfied and is similar to 2019 levels (78%).

**Figure 5-1 Overall satisfaction with kerbside rubbish and recycling collection services**



***There are no provincial peer group averages for kerbside rubbish and recycling collection.***

Satisfaction with kerbside recycling is associated with service provision. Given that Kaitake residents are less likely to have this service, it is not surprising they were less satisfied.

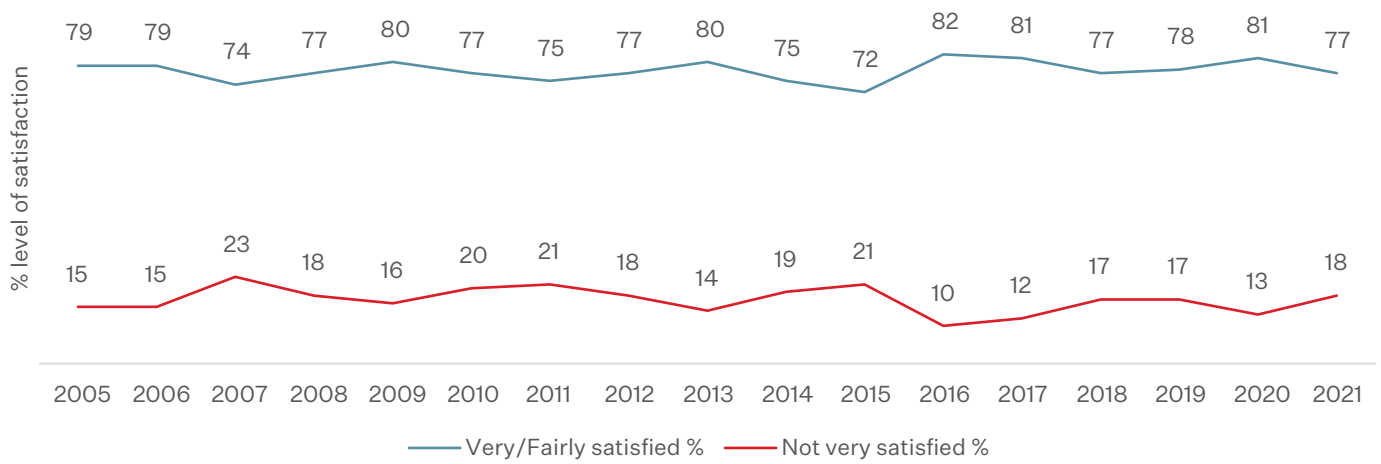
**Table 5-2 Satisfaction with kerbside rubbish and recycling collection services by area**

|                   | Not Very Satisfied | Fairly Satisfied | Very Satisfied | Don't know |
|-------------------|--------------------|------------------|----------------|------------|
| New Plymouth City | 17%                | 43%              | 37%            | 3%         |
| Inglewood         | 10%                | 47%              | 29%            | 14%        |
| Clifton           | 20%                | 30%              | 35%            | 15%        |
| Kaitake           | 38%                | 33%              | 19%            | 10%        |
| Waitara           | 20%                | 33%              | 43%            | 4%         |
| <b>Average</b>    | <b>18%</b>         | <b>41%</b>       | <b>36%</b>     | <b>5%</b>  |



Over time, satisfaction levels with kerbside recycling have fluctuated within five percentage points, indicating fairly stable satisfaction levels. Levels of dissatisfaction are more variable but have remained under 20% since 2016.

**Figure 5-2 Satisfaction with kerbside rubbish and recyclables collection over time**





### 5.2.3 Satisfaction with Kerbside and Recycling Collection Services Provided to Households

Of those households (89%) who receive kerbside and recycling collection services, 82% were satisfied with that service.

**Table 5-3 Satisfaction with kerbside rubbish and recycling collection services by households that receive this service.**

|  | Not very satisfied | Fairly satisfied | Very satisfied | Don't know | Total (n) |
|--|--------------------|------------------|----------------|------------|-----------|
|  |                    | Satisfied        |                |            |           |
| Have a kerbside and recycling collection service provided by the Council | 17%                | 42%              | 39%            | 1%         | 460       |

### 5.2.4 Reasons for Dissatisfaction with Kerbside Rubbish and Recycling Services Provided by the Council

Wanting more consistent pick-up times and recycling a greater variety of recycling were two areas that residents wanted to be addressed. But many residents were generally unhappy with the service overall.

**Table 5-4 Reasons for dissatisfaction with kerbside rubbish and recycling services**

|  | %           | n         |
|--|-------------|-----------|
| More/ consistent pick-up times           | 24% ↑       | 21        |
| Increase recycling/ recyclable types     | 19% ↑       | 17        |
| Unhappy with system                      | 19% ↑       | 17        |
| Cost/ expensive                          | 13%         | 11        |
| Issues with staff/ service               | 13%         | 11        |
| Size of bin                              | 11%         | 10        |
| Doesn't receive rubbish service          | 7%          | 6         |
| Dislike compost/food bins, hard to clean | 7%          | 6         |
| Rubbish falls/ blows out                 | 5%          | 4         |
| Better communication/ information        | 3%          | 3         |
| Lack of maintenance (e.g., fixing bins)  | 2%          | 2         |
| Don't know                               | 1%          | 1         |
| <b>Total</b>                             | <b>100%</b> | <b>88</b> |



## Section 6

---

# URBAN ENVIRONMENT



## 6.1 Key Metrics

### Maintenance of the Quality of the Living Environment

---

81%      Were satisfied with the quality of the living environment.

---

### The Quality of Urban Landscapes and Streets

---

87%      Were satisfied with the quality of urban landscapes and streets.

---

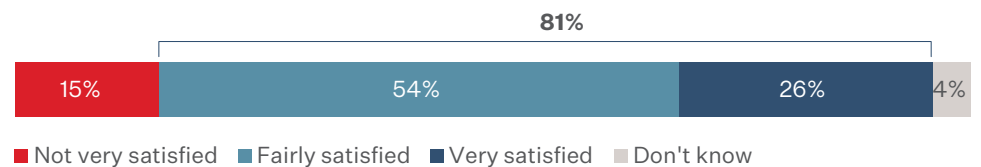


## 6.2 Maintenance of the Quality of the Living Environment (Natural and Living)

### 6.2.1 Overall Satisfaction with Maintenance of the Quality of the Living Environment (including litter control)

Most residents (81%) were satisfied with the maintenance of the quality of the living environment. This result had decreased slightly compared to 2020 when 84% were satisfied.

**Table 6-1 Overall satisfaction with the maintenance of the quality of the living environment**



Although there were no significant demographics, newer residents were slightly more satisfied than longer-term residents, as were non-ratepayers. Clifton residents were the most satisfied of all the areas.

*There are no provincial peer group averages for satisfaction with the maintenance of the quality of the living environment.*

**Table 6-2 Satisfaction with the maintenance of the quality of the living environment, including litter control by area**

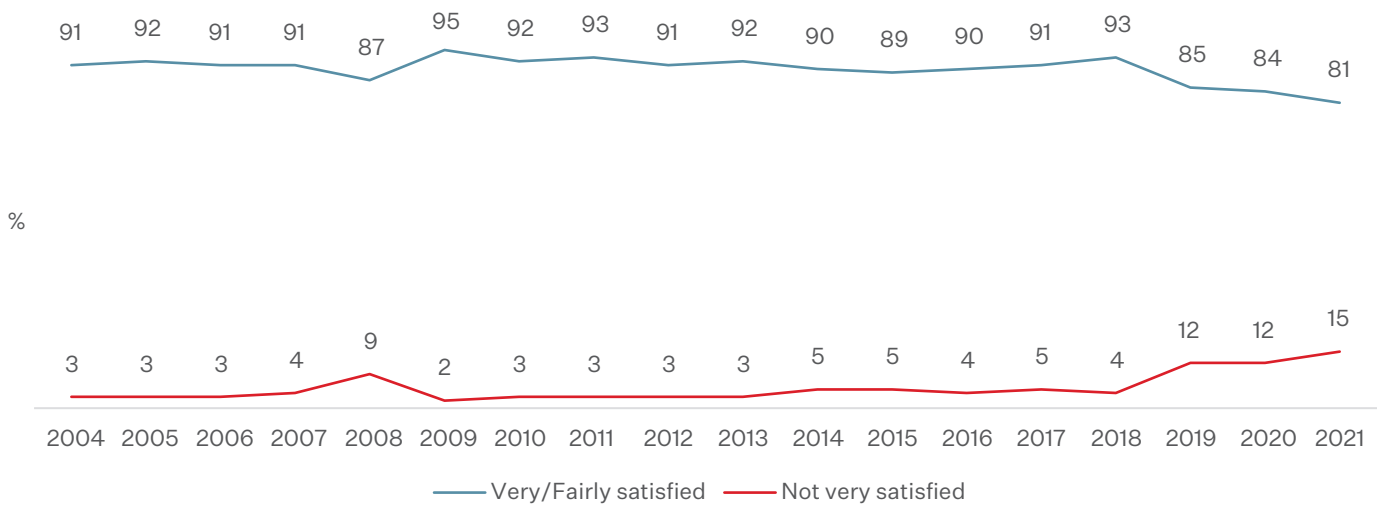
|                   | Not Very Satisfied | Fairly Satisfied | Very Satisfied | Don't know |
|-------------------|--------------------|------------------|----------------|------------|
| New Plymouth City | 15%                | 52%              | 29%            | 3%         |
| Inglewood         | 16%                | 71%              | 12%            | 2%         |
| Clifton           | 5%                 | 65%              | 25%            | 5%         |
| Kaitake           | 19%                | 52%              | 19%            | 10%        |
| Waitara           | 16%                | 51%              | 24%            | 10%        |
| <b>Average</b>    | <b>15%</b>         | <b>54%</b>       | <b>26%</b>     | <b>4%</b>  |





There has been a slow erosion in satisfaction levels with the maintenance of the living environment since 2018.

**Figure 6-1 Satisfaction with the maintenance of the quality of the living environment, including litter control over time**





### 6.2.2 Reasons for Dissatisfaction with Maintenance of the Quality of the Living Environment

Like 2020, rubbish and maintenance were the most significant issues raised, specifically a lack of rubbish bins possibly leading to people dumping their rubbish.

**Table 6-3 Dissatisfaction with the maintenance of the living environment**

|  | %           | n         |
|--|-------------|-----------|
| Areas not maintained e.g., rubbish/maintenance | 41% ↑       | 29        |
| Bins not emptied enough                        | 24%         | 17        |
| Not enough bins                                | 23%         | 16        |
| People dumping their rubbish                   | 16%         | 11        |
| Enforce non-littering rules and regulations    | 10%         | 7         |
| Natural environment not cared for              | 3%          | 2         |
| Don't know                                     | 6%          | 4         |
| <b>Total</b>                                   | <b>100%</b> | <b>70</b> |

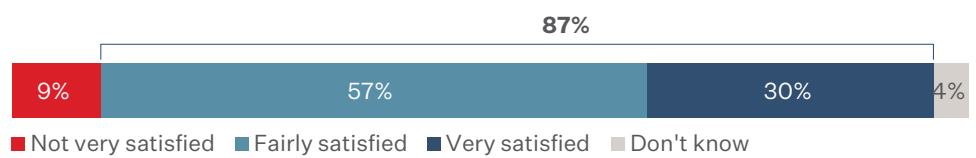


## 6.3 Quality of Urban Landscapes and Streets

### 6.3.1 Overall Satisfaction with Urban Landscapes and Streets

Just under nine in ten (87%) of residents are satisfied with the quality of the urban landscapes and streets, which had decreased from 2020 when 92% were satisfied.

Figure 6-2 Satisfaction with urban landscapes and streets



*There are no provincial peer group averages for the quality of urban landscapes and streets.*

There were no significant demographic differences. Although Clifton residents were more satisfied with this measurement, Kaitake residents were more dissatisfied than any other area.

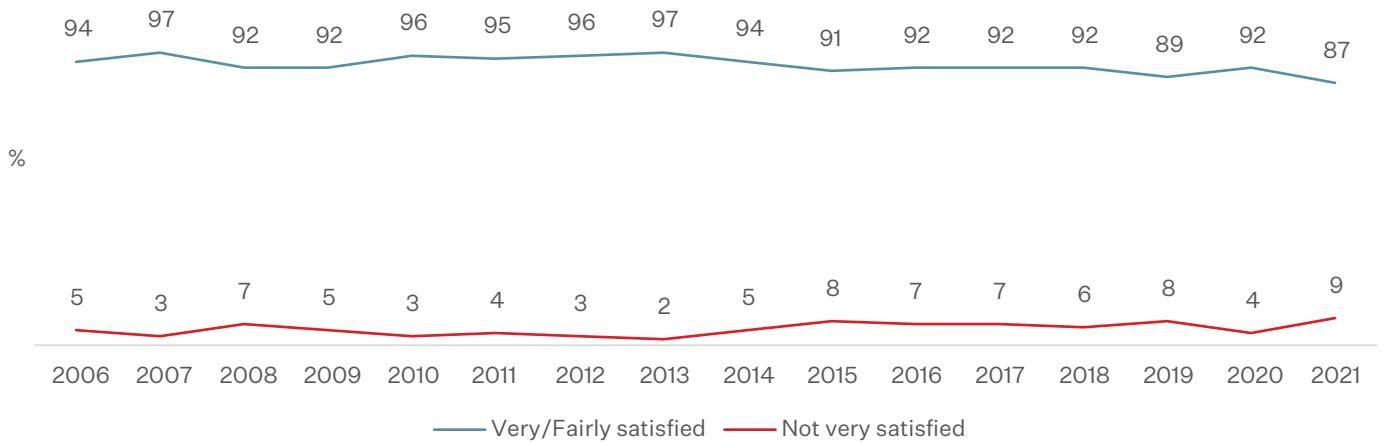
Table 6-4 Satisfaction by area

|                   | Not Very Satisfied | Fairly Satisfied | Very Satisfied | Don't know |
|-------------------|--------------------|------------------|----------------|------------|
| New Plymouth City | 10%                | 57%              | 31%            | 2%         |
| Inglewood         | 8%                 | 61%              | 29%            | 2%         |
| Clifton           | 0%                 | 45%              | 40%            | 15%        |
| Kaitake           | 19%                | 52%              | 10%            | 19%        |
| Waitara           | 6%                 | 61%              | 29%            | 4%         |
| Average           | 9%                 | 57%              | 30%            | 4%         |



Satisfaction levels have remained steady over time. Although there has been a slight decline in satisfaction levels in 2021, the results are similar to 2019.

**Figure 6-3 Satisfaction with the quality of urban landscapes and streets over time**



**6.3.2 Reasons for Dissatisfaction with Urban Landscapes and Streets**

Maintenance was the most frequent area of dissatisfaction, and some found their areas visually unappealing.

**Table 6-5 Dissatisfaction with urban landscapes and streets**

|                                     | %           | n         |
|-------------------------------------|-------------|-----------|
| Lack of maintenance for greenery    | 25%         | 11        |
| Better design/ planning/ management | 18%         | 8         |
| Visually unappealing                | 14%         | 6         |
| Quality/ maintenance of streets     | 14%         | 6         |
| Issues with buildings/ houses       | 9%          | 4         |
| Needs more parks/ greenery          | 9%          | 4         |
| Needs to be upgraded/ improved      | 7%          | 3         |
| Other                               | 7%          | 3         |
| Don't know                          | 5%          | 2         |
| <b>Total</b>                        | <b>100%</b> | <b>44</b> |



## Section 7

---

# ACCESS TO THE OUTDOOR ENVIRONMENT



## 7.1 Key Metrics

### Access to the Natural Environment

---

94% Were satisfied with their access to the natural environment.

---

### Quality of parks and reserves

---

95% had used or visited parks or reserves, including the Coastal Walkway and Pukekura Park, over the past year. Of those, 96% were satisfied with their experience.

---

95% Were satisfied with the quality of their parks and reserves overall.

---

### Quality of Sports Parks

---

67% Had visited a sports park over the past year. Of those, 86% were satisfied with their experience.

---

80% Were satisfied with the quality of their sports parks overall.

---

### Quality of Playgrounds

---

71% Had visited a playground over the past year. Of those, 91% were satisfied with their experience.

---

85% Were satisfied with the quality of playgrounds overall.

---



## 7.2 Overview of Usage of Parks and Reserves

The District's residents are frequent visitors to regional parks and reserves, and nearly all (95%) have done so during the previous 12 months, most (81%) more than three times. Two-thirds (67%) had used or visited a sports park, and just under three-quarters had visited a playground.

|  | Three times or more | Once or twice | Once or more | Not at all |
|--|---------------------|---------------|--------------|------------|
| Used or visited parks or reserves, including the Coastal Walkway and Pukekura Park | 81%                 | 14%           | 95%          | 5%         |
| Used or visited a sports park  | 42%                 | 25%           | 67%          | 33%        |
| Used or visited a playground   | 49%                 | 22%           | 71%          | 29%        |

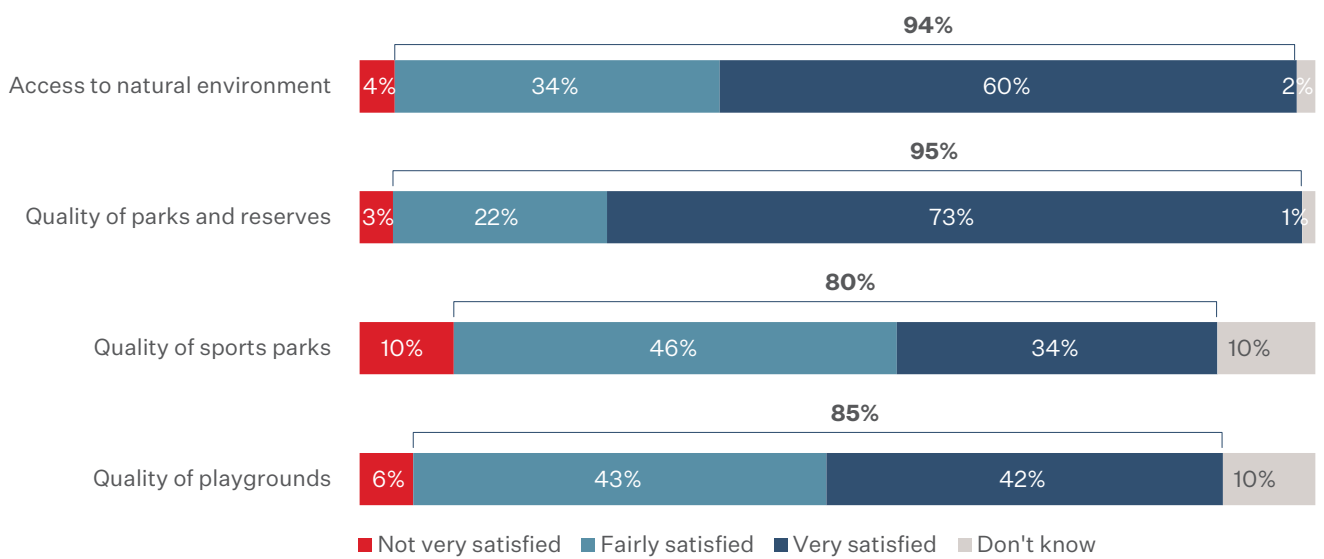
Residents were asked a series of questions related to the outdoor environment, including access to rivers, lakes, mountains, and the coastline. Questions were also asked about the usage and quality of parks and reserves (including the Coastal Walkway and Pukekura Park), sports grounds and playgrounds.



### 7.3 Overall Satisfaction with the Outdoor Environment

Satisfaction with access to the natural environment (94%) and the quality of parks and reserves (95%) is very high in the District and is a top-performing service. Most residents were also satisfied with the quality of their sports parks (80%) and playgrounds (85%).

**Figure 7-1 Overall satisfaction levels with recreation and sports facilities and services**







## 7.4 Access to the Natural Environment

### 7.4.1 Satisfaction with Access to the Natural Environment

Similar to 2020, most residents (94%) were satisfied with their access to the Natural Environment. There were no significant differences between areas or any other demographic variable.

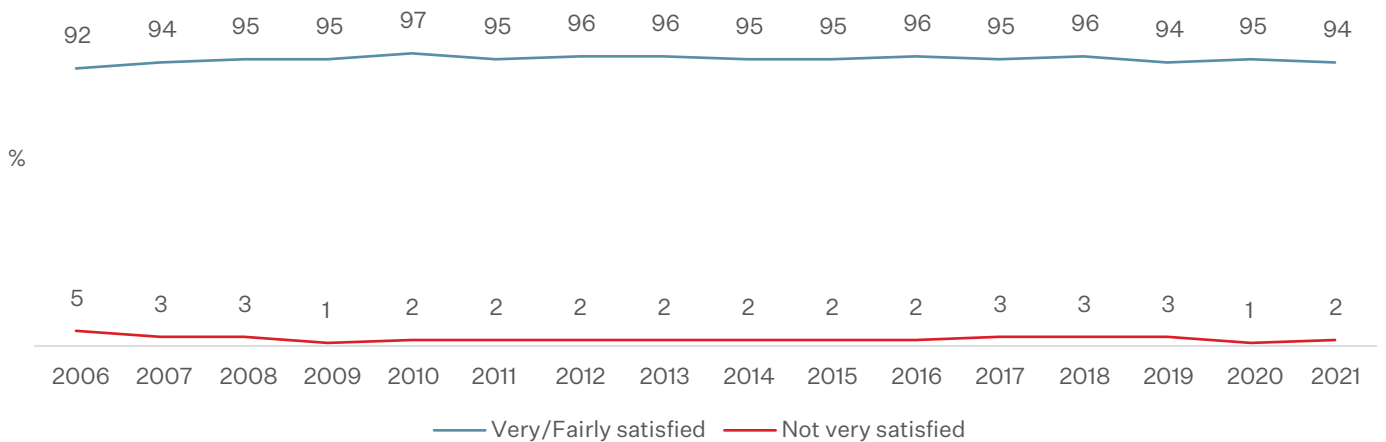
**Table 7-1 Satisfaction with access to the natural environment by area (n=518)**

|                   | Not Very Satisfied | Fairly Satisfied | Very Satisfied | Don't know |
|-------------------|--------------------|------------------|----------------|------------|
| New Plymouth City | 3%                 | 33%              | 62%            | 2%         |
| Inglewood         | 4%                 | 43%              | 51%            | 2%         |
| Clifton           | 5%                 | 20%              | 70%            | 5%         |
| Kaitake           | 0%                 | 43%              | 57%            | 0%         |
| Waitara           | 8%                 | 37%              | 53%            | 2%         |
| Average           | 4%                 | 34%              | 60%            | 2%         |

*There is no provincial peer group average for access to the natural environment.*

Satisfaction levels have remained high over time, with very little variation.

**Figure 7-2 Satisfaction with access to the natural environment over time**





#### **7.4.2 Reasons for Dissatisfaction with Access to the Natural Environment**

Very few residents were dissatisfied with their access. The few (n=18) that commented were dissatisfied with the ease of access (44%), and to a lesser extent, cleanliness (22%).



## 7.5 Parks and Reserves

### 7.5.1 Satisfaction with the Quality of Parks and Reserves

Nearly all residents (95%) were satisfied with the quality of their parks and reserves, similar to 2020 (96%). There were no discernible demographic differences.

**Table 7-2 Satisfaction with parks and reserves by area (n=518)**

|                          | <b>Not Very Satisfied</b> | <b>Fairly satisfied</b> | <b>Very Satisfied</b> | <b>Don't know</b> |
|--------------------------|---------------------------|-------------------------|-----------------------|-------------------|
| <b>New Plymouth City</b> | 3%                        | 22%                     | 74%                   | 1%                |
| <b>Inglewood</b>         | 4%                        | 20%                     | 75%                   | 2%                |
| <b>Clifton</b>           | 5%                        | 10%                     | 80%                   | 5%                |
| <b>Kaitake</b>           | 5%                        | 29%                     | 67%                   | 0%                |
| <b>Waitara</b>           | 8%                        | 31%                     | 59%                   | 2%                |
| <b>Average</b>           | 3%                        | 22%                     | 73%                   | 1%                |

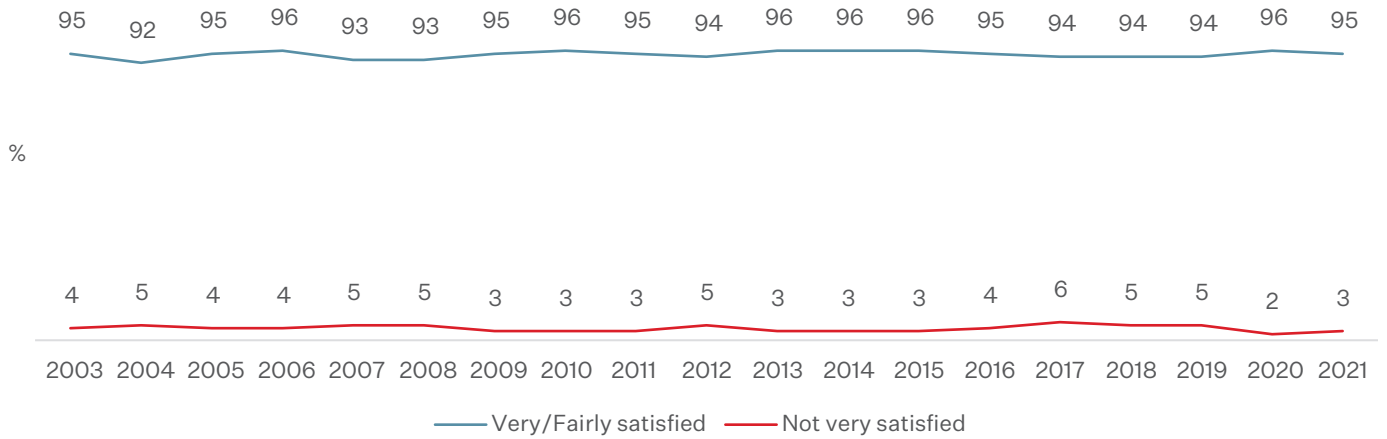
**Provincial Peer Group Average = 84%**

Of those who had visited a park during the past year, 96% were satisfied with their experience.

Satisfaction levels with the District's parks and reserves have remained steady over time.



**Figure 7-3 Satisfaction with parks and reserves over time**



**7.5.2 Reasons for Dissatisfaction with Quality of Parks and Reserves**

Again, very few residents were dissatisfied with the quality of parks and reserves. The few people who commented (n=17) had varied responses, including the loss of carpark, upkeep (weeds, messy, rubbish), and cyclists sharing walkways with walkers.



## 7.6 Quality of Sports Parks

### 7.6.1 Satisfaction with Sports Parks

Overall, eight in ten (80%) residents were satisfied with the quality of their sports parks.

***There are no provincial peer group averages for the quality of sports parks.***

Two-thirds of residents had used or visited a sports park over the past year. Of those, 86% were satisfied with their experience, similar to 2020 results.

There were no discernible demographic differences regarding satisfaction with sports parks.

**Table 7-3 Satisfaction with sports parks by area (n=518)**

|                          | <b>Not Very Satisfied</b> | <b>Fairly Satisfied</b> | <b>Very Satisfied</b> | <b>Don't know</b> |
|--------------------------|---------------------------|-------------------------|-----------------------|-------------------|
| <b>New Plymouth City</b> | 10%                       | 45%                     | 35%                   | 10%               |
| <b>Inglewood</b>         | 4%                        | 57%                     | 29%                   | 10%               |
| <b>Clifton</b>           | 5%                        | 55%                     | 35%                   | 5%                |
| <b>Kaitake</b>           | 24%                       | 57%                     | 10%                   | 10%               |
| <b>Waitara</b>           | 12%                       | 39%                     | 35%                   | 14%               |
| <b>Average</b>           | 10%                       | 46%                     | 34%                   | 10%               |



### 7.6.2 Reasons for Dissatisfaction with Sports Parks

Reasons for dissatisfaction with sports parks were varied. Many residents wanted more variety, and issues with Yarrow stadium<sup>6</sup> were noted.

**Table 7-4 Dissatisfaction with sports parks**

|   | %           | n         |
|---|-------------|-----------|
| More variety of sport/ sport facilities   | 21%         | 10        |
| Issues relating to Yarrow stadium         | 17%         | 8         |
| Quality of facilities/ fields             | 15%         | 7         |
| Lack of parking                           | 13%         | 6         |
| Lack of maintenance                       | 13%         | 6         |
| Improvements/ suggestions for improvement | 8%          | 4         |
| Too much money spent on it                | 6%          | 3         |
| Not used enough                           | 6%          | 3         |
| Other                                     | 8%          | 4         |
| <b>Total</b>                              | <b>100%</b> | <b>48</b> |

<sup>6</sup> Note: Yarrow Stadium is owned and operated by the Taranaki Regional Council, not the New Plymouth District Council.



## 7.7 Quality of Playgrounds

### 7.7.1 Satisfaction with Quality of Playgrounds

Overall, 85% of residents were satisfied with the quality of their playgrounds.

***There are no provincial peer group averages for the quality of playgrounds.***

Just under three-quarters of residents (71%) had visited a playground over the past year. Of those, 91% were satisfied with their experience, slightly lower than 2020 (94%).

Although there were no significant demographic differences, younger age groups (under 45 years) were slightly more satisfied than older.

**Table 7-5 Satisfaction with playgrounds by area (n=518)**

|                          | <b>Not Very Satisfied</b> | <b>Fairly satisfied</b> | <b>Very Satisfied</b> | <b>Don't know</b> |
|--------------------------|---------------------------|-------------------------|-----------------------|-------------------|
| <b>New Plymouth City</b> | 5%                        | 42%                     | 44%                   | 9%                |
| <b>Inglewood</b>         | 4%                        | 55%                     | 33%                   | 8%                |
| <b>Clifton</b>           | 5%                        | 25%                     | 60%                   | 10%               |
| <b>Kaitake</b>           | 5%                        | 48%                     | 19%                   | 29%               |
| <b>Waitara</b>           | 10%                       | 49%                     | 31%                   | 10%               |
| <b>Average</b>           | 6%                        | 43%                     | 42%                   | 10%               |



### 7.7.2 Reasons for Dissatisfaction with Playgrounds

Maintenance and improvements were the main areas of dissatisfaction, although the base numbers were small.

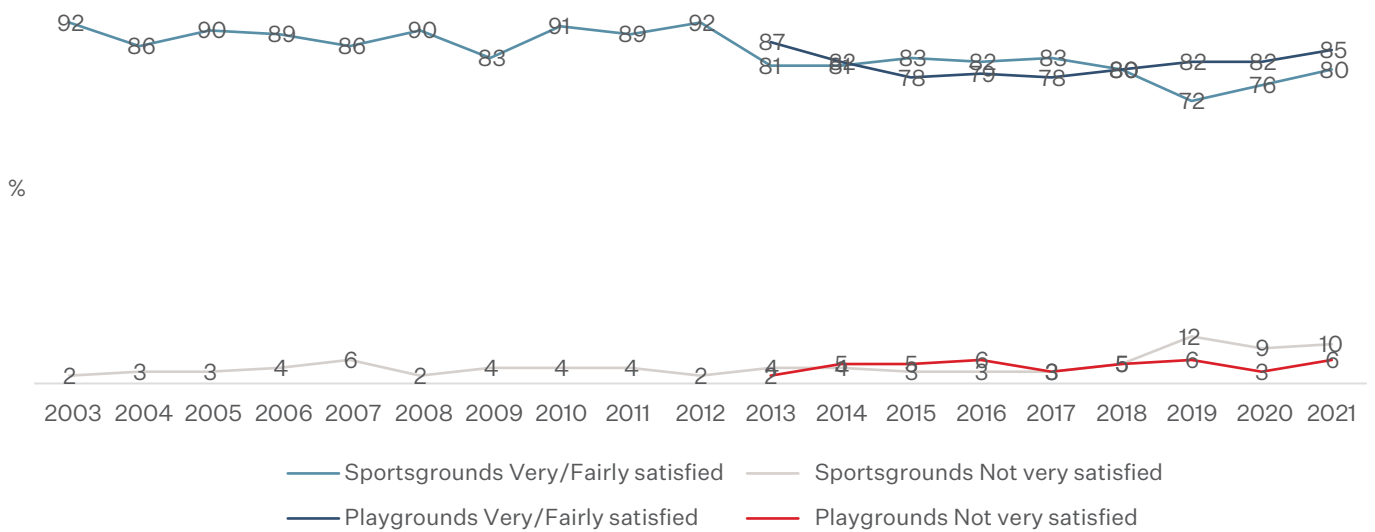
**Table 7-6 Dissatisfaction with playgrounds**

|                                  | %           | n         |
|----------------------------------|-------------|-----------|
| Needs to be updated/ improved    | 31%         | 9         |
| Lack of maintenance              | 24%         | 7         |
| Needs to be age-appropriate      | 14%         | 4         |
| Lack of playgrounds              | 10%         | 3         |
| Too cautious/ issues with design | 10%         | 3         |
| Unsafe                           | 7%          | 2         |
| Other                            | 10%         | 3         |
| <b>Total</b>                     | <b>100%</b> | <b>29</b> |

### 7.7.3 Satisfaction with Sports Parks and Playgrounds Over Time

Satisfaction with sports parks and playgrounds have been improving over time. But satisfaction with sports parks has varied over time.

**Figure 7-4 Satisfaction levels with sports parks and playgrounds over time**







## Section 8

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# EVENTS AND VENUES



## 8.1 Key Metrics

### Quality of Event Venues and Events

---

|     |  |
|-----|--|
| 75% | Had attended an event venue or event during the past 12 months.        |
| 84% | Were satisfied with the event venue and event quality overall equally. |

---

### Quality of Libraries

---

|     |   |
|-----|---|
| 72% | Had visited the Puke Ariki Library over the past year. Of those, 94% were satisfied with their experience.    |
| 85% | Were satisfied with the Puke Ariki Library overall.   |
| 42% | Had visited another community library over the last year. Of those, 89% were satisfied with their experience. |
| 62% | Were satisfied with other community libraries in the District overall.  |
| 39% | Had used or visited the Visitor Information Centre at Puke Ariki.   |

---

### Museums and Art Gallery's

---

|     |   |
|-----|---|
| 89% | Were satisfied with the museum at Puke Ariki overall.   |
| 73% | Had visited the museum at Puke Ariki last year. Most (95%) were satisfied with the venue.             |
| 61% | Were satisfied with the Govett-Brewster Art Gallery/Len Lye Centre overall.                           |
| 44% | Had visited the Govett-Brewster Art Gallery/Len Lye Centre, and 75% were satisfied with the venue(s). |

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## 8.2 Quality of Event Venues and Events

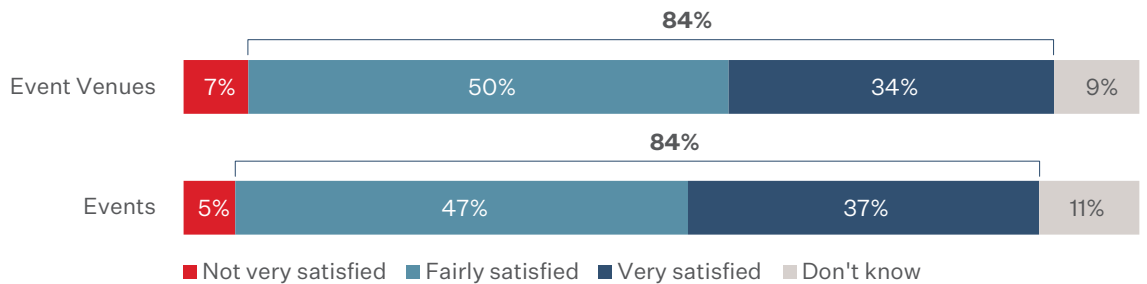
### 8.2.1 Overview of Event Venue Usage

|  | Three times or more | Once or twice | Once or more | Not at all |
|--|---------------------|---------------|--------------|------------|
| Attended an entertainment, arts, or sporting event at TSB Showplace (Opera House), TSB Stadium (near the racecourse), Bowl of Brooklands or Yarrow Stadium | 42%                 | 33%           | 75%          | 25%        |

### 8.2.2 Satisfaction with Event Venues and Events

Most (84%) of residents were satisfied with the District’s event venues and events equally. These results are equal to 2020 levels of satisfaction, showing this is a service area the Council is good at providing.

Figure 8-1 Level of satisfaction with event venues and events



**There are no peer group averages for the quality of Council event venues or Council events.**

Three-quarters (75%) respondents had visited an entertainment, arts, or sporting event at least once during the past 12 months. Of those, 88% were satisfied with the event venue, and 89% were satisfied with their experience. While the percentage of attendees was slightly above 2020 (72% attended an event or venue), residents were slightly less satisfied with their experience (92% satisfied in 2020).



Kaitake residents were significantly less satisfied with their event venues and events compared to residents in other areas.

**Table 8-1 Satisfaction with event venues and events by location**

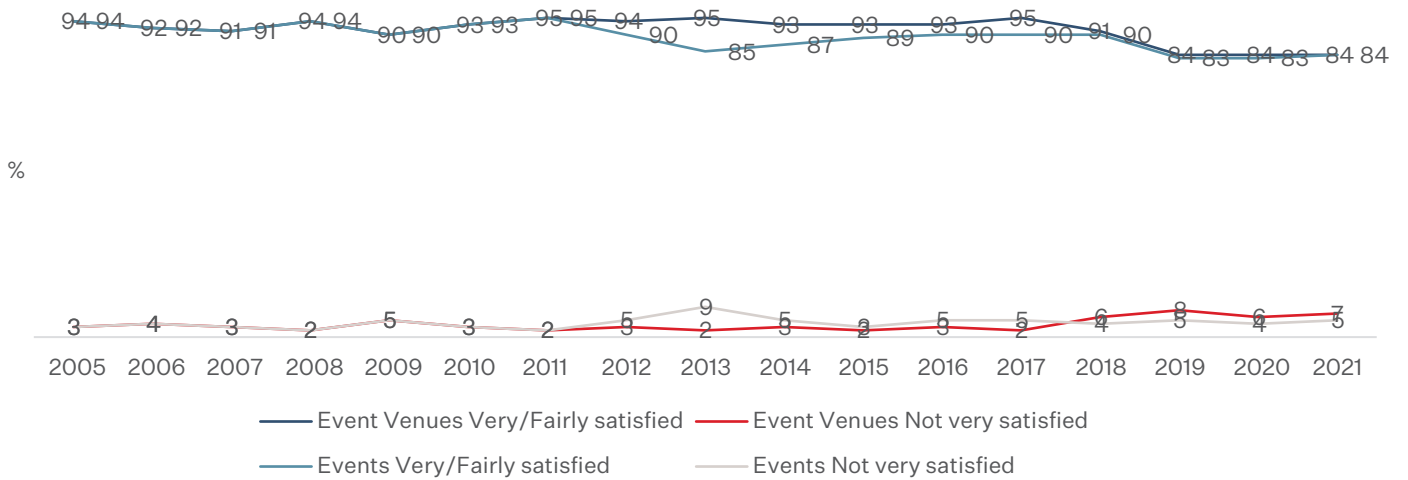
| Event Venues      | Not Very Satisfied | Fairly Satisfied | Very Satisfied | Don't know |
|-------------------|--------------------|------------------|----------------|------------|
| New Plymouth City | 5%                 | 49%              | 37%            | 9%         |
| Inglewood         | 4%                 | 71% ↑            | 20%            | 6%         |
| Clifton           | 5%                 | 40%              | 40%            | 15%        |
| Kaitake           | 33% ↑              | 52%              | 14%            | 0%         |
| Waitara           | 12%                | 41%              | 35%            | 12%        |
| Average           | 7%                 | 50%              | 34%            | 9%         |
| Events            |                    |                  |                |            |
| New Plymouth City | 4%                 | 48%              | 38%            | 10%        |
| Inglewood         | 4%                 | 61%              | 27%            | 8%         |
| Clifton           | 5%                 | 25%              | 55%            | 15%        |
| Kaitake           | 24% ↑              | 48%              | 19%            | 10%        |
| Waitara           | 8%                 | 39%              | 35%            | 18%        |
| Average           | 5%                 | 47%              | 37%            | 11%        |



Females were more satisfied with events and venues compared to males. There were no other significant demographic differences.

Over time, satisfaction levels have been very high. There is little difference in perceptions between venues and events.

**Figure 8-2 Satisfaction with event venues and events over time**





## 8.3 Libraries

### 8.3.1 Overview of Library Usage

|  | Three times or more | Once or twice | Once or more | Not at all |
|--|---------------------|---------------|--------------|------------|
| Used or visited the library at Puke Ariki                              | 43%                 | 29%           | 72%          | 28%        |
| Used or visited a community library, other than the Puke Ariki library | 24%                 | 19%           | 42%          | 58%        |
| Used or visited the Visitor Information Centre at Puke Ariki           | 11%                 | 29%           | 39%          | 61%        |

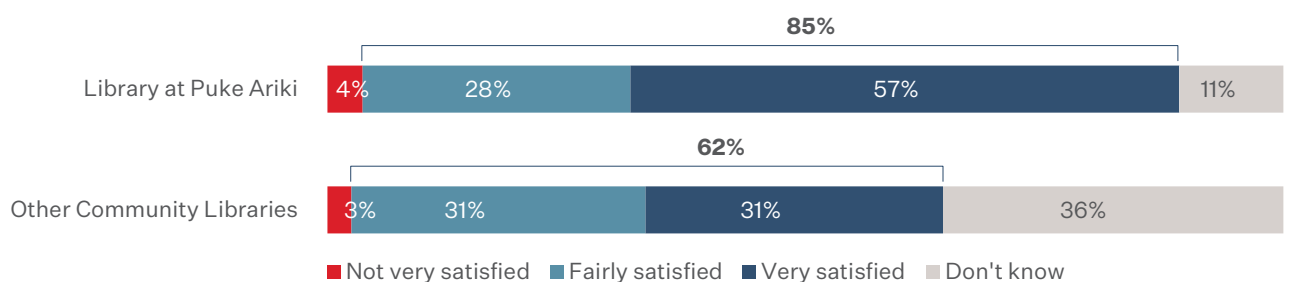
### 8.3.2 Satisfaction with Libraries

While nearly three-quarters (72%) of residents had visited the library at Puke Ariki over the past year, other libraries received less patronage (42%). Only 33% of New Plymouth City residents had visited another community library, whereas 75% had visited the Puke Ariki library. Other areas had a significantly higher community library usage (from 62-75%).

Satisfaction with the Puke Ariki library is high (85%) and has increased from 80% one year ago. But the level of satisfaction is lower for other libraries (62%), although showing an improvement from 50% in 2020.

**Provincial peer group average = 83%**

Figure 8-3 Satisfaction with Libraries



Examining the attendees in more detail:

- 94% of those who visited the Puki Ariki Library once or more were satisfied with their experience during the last year.
- 89% of those who had visited other libraries were satisfied with their experience.

Satisfaction with libraries is slightly higher than the provincial peer group average for the Puki Ariki Library users. Still, the gap is slightly larger for users of other community libraries.

Residents like visiting the Puke Ariki Library. New Plymouth City residents were more satisfied with the Puke Ariki Library, but two-thirds had not visited any other community library. But residents in the other areas were more likely to have visited both the Puke Ariki Library and their local library.

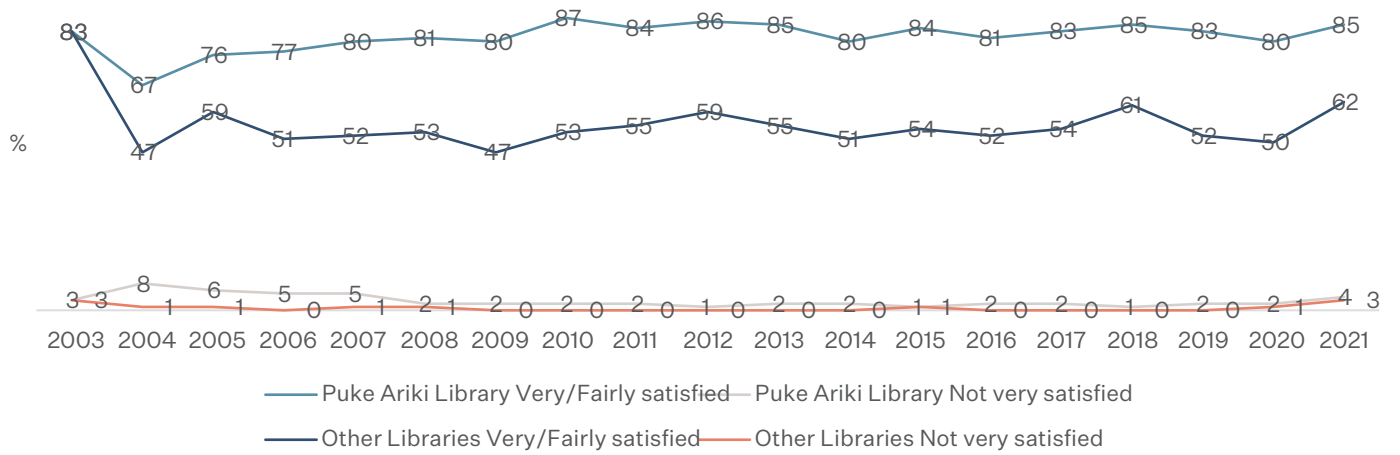
**Table 8-2 Satisfaction with libraries by area**

| <b>Library at Puke Ariki</b>     | <b>Not Very Satisfied</b> | <b>Fairly Satisfied</b> | <b>Very Satisfied</b> | <b>Don't know</b> |
|----------------------------------|---------------------------|-------------------------|-----------------------|-------------------|
| New Plymouth City                | 3%                        | 30%                     | 59%                   | 7%                |
| Inglewood                        | 2%                        | 31%                     | 51%                   | 16%               |
| Clifton                          | 0%                        | 15%                     | 70%                   | 15%               |
| Kaitake                          | 10%                       | 24%                     | 52%                   | 14%               |
| Waitara                          | 8%                        | 14%                     | 45%                   | 33%               |
| <b>Average</b>                   | <b>4%</b>                 | <b>28%</b>              | <b>57%</b>            | <b>11%</b>        |
| <b>Other community libraries</b> |                           |                         |                       |                   |
| New Plymouth City                | 2%                        | 30%                     | 25%                   | 43%               |
| Inglewood                        | 0%                        | 39%                     | 43%                   | 18%               |
| Clifton                          | 0%                        | 25%                     | 55%                   | 20%               |
| Kaitake                          | 10%                       | 24%                     | 38%                   | 29%               |
| Waitara                          | 4%                        | 31%                     | 53% ↑                 | 12%               |
| <b>Average</b>                   | <b>3%</b>                 | <b>31%</b>              | <b>31%</b>            | <b>36%</b>        |



Dissatisfaction levels with libraries are very low. While satisfaction levels with community libraries have tracked lower over time, this most likely reflects their lower usage (where a large percentage of residents did not know).

**Figure 8-4 Satisfaction with libraries over time**







## 8.4 Museums and Art Galleries

### 8.4.1 Overview of Usage

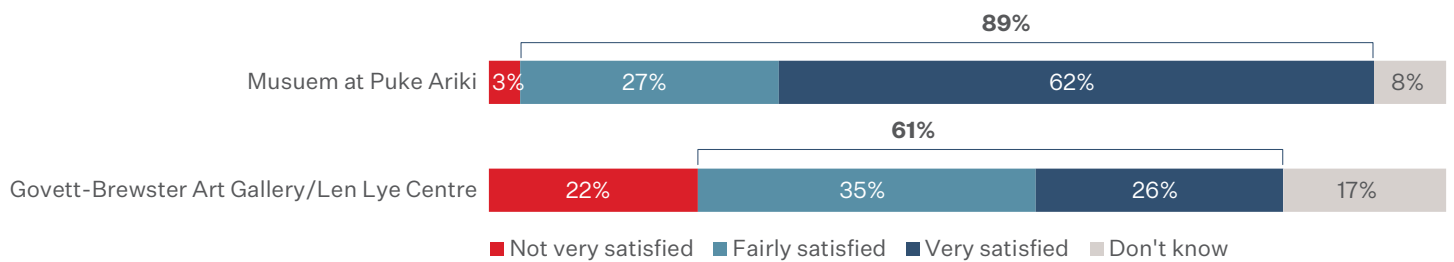
|  | Three times or more | Once or twice | Once or more | Not at all |
|--|---------------------|---------------|--------------|------------|
| Used or visited the museum at Puke Ariki               | 31%                 | 41%           | 73%          | 27%        |
| Visited the Govett-Brewster Art Gallery/Len Lye Centre | 14%                 | 31%           | 44%          | 56%        |

### 8.4.2 Satisfaction with the Museums and Art Galleries

Nearly nine in ten (89%) residents were satisfied with the museum at Puke Ariki. This result is similar to 2020, when 86% were satisfied.

But only six in ten (61%) respondents were satisfied with the Govett-Brewster Art Gallery/Len Lye Centre, although this substantially increased over 2020 when only 48% were satisfied.

Table 8-3 Overall satisfaction levels with museum and art galleries





Just under three-quarters of residents had visited the Puke Ariki Museum last year. Of these visitors, 95% were satisfied with their visit.

The Govett-Brewster Art Gallery/Len Lye Centre was visited by 44% of residents, and 75% of those residents were satisfied with their experience.

***The provincial peer group average for galleries is 70%***

There were no significant differences in perceptions about the Museum at Puki Ariki or the Govett-Brewster Art Gallery between different locations.

**Table 8-4 Satisfaction by location**

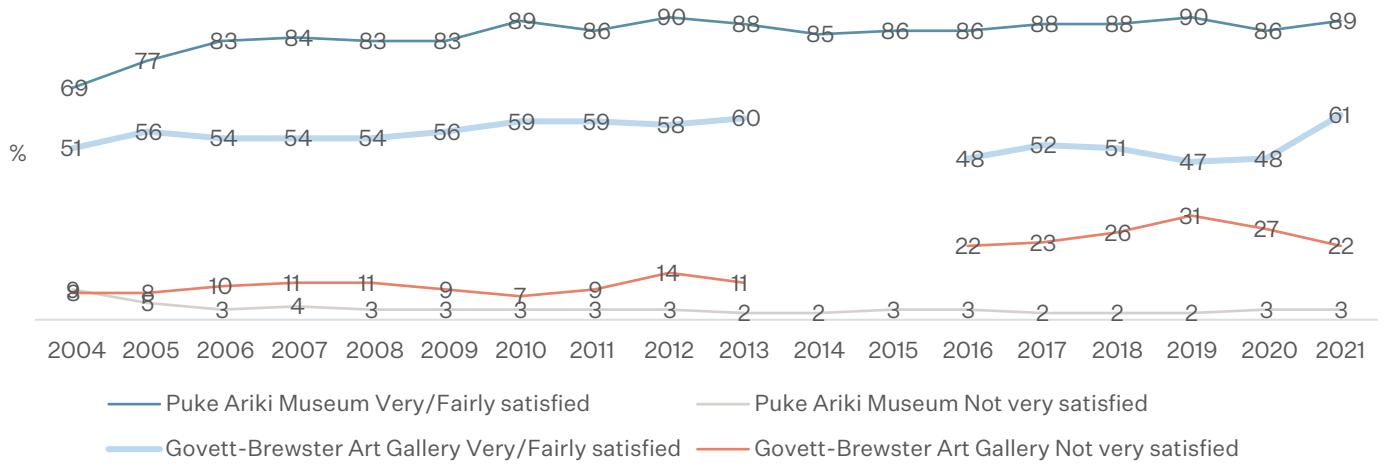
| <b>Puke Ariki Museum</b>                          | <b>Not Very Satisfied</b> | <b>Fairly Satisfied</b> | <b>Very Satisfied</b> | <b>Don't know</b> |
|---|---------------------------|-------------------------|-----------------------|-------------------|
| New Plymouth City                                 | 3%                        | 27%                     | 64%                   | 5%                |
| Inglewood   | 0%                        | 35%                     | 55%                   | 10%               |
| Clifton   | 0%                        | 15%                     | 75%                   | 10%               |
| Kaitake   | 10%                       | 29%                     | 52%                   | 10%               |
| Waitara   | 4%                        | 24%                     | 53%                   | 20%               |
| <b>Average</b>                                    | <b>3%</b>                 | <b>27%</b>              | <b>62%</b>            | <b>8%</b>         |
| <b>Govett-Brewster Art Gallery/Len Lye Centre</b> |                           |                         |                       |                   |
| New Plymouth City                                 | 21%                       | 37%                     | 27%                   | 16%               |
| Inglewood   | 24%                       | 37%                     | 22%                   | 18%               |
| Clifton   | 20%                       | 20%                     | 30%                   | 30%               |
| Kaitake   | 48%                       | 38%                     | 5%                    | 10%               |
| Waitara   | 18%                       | 27%                     | 31%                   | 24%               |
| <b>Average</b>                                    | <b>22%</b>                | <b>35%</b>              | <b>26%</b>            | <b>17%</b>        |



Satisfaction levels with the museum at Puke Ariki remain high.

But satisfaction levels with the Govett-Brewster Art Gallery/Len Lye Centre are lower, although 2021 has seen a rise in satisfaction (and decreased dissatisfaction levels). This result may reflect lower usage and resident's perceptions that want lower rates spent on this facility.

**Figure 8-5 Satisfaction levels with Puke Ariki Museum and Govett-Brewster Art Gallery/Len Lye Centre over time**





### 8.4.3 Reasons for Dissatisfaction with Govett-Brewster Art Gallery/Len Lye Centre

Residents were clear that the Govett-Brewster Art Gallery/Len Lye Centre was a waste of money and that the exhibits didn't warrant a visit. The Gallery received support, while the Len Lye Centre did not.

**Table 8-5 Dissatisfaction reasons**

|  | %     | n   |
|--|-------|-----|
| Waste of money                         | 53% ↑ | 58  |
| Lack of exhibits/ nothing to see       | 39% ↑ | 43  |
| Have never been/ don't intend on going | 9%    | 10  |
| Not enjoyable                          | 3%    | 3   |
| Other                                  | 4%    | 4   |
| Don't know                             | 2%    | 2   |
| Total                                  | 100%  | 110 |

Typical comments were:

- “ Disappointing lack of exhibits and very little local art. Outside looks better than the inside (New Plymouth City)
- “ It is really boring, and they could make it so much more exciting. It seems quite pretentious to me. I just think they could do more with it (New Plymouth City)
- “ Not well utilised and not well set up. The art gallery is fine, but not the Len-Lye Center (Clifton).
- “ It is very nice but very expensive unless you can prove you are a resident district. You need proof of a New Plymouth address, like a rates bill in the last two or three months. To attract visitors, it should have a small fee. Who carries around their rates bills? They should make it like zoos - funded. Backpackers are looking at a 50-dollar bill (Kaitake).
- “ Nobody goes to the Len Lye Centre, just a massive money pit (Inglewood)
- “ The cost was way too high for the amount of usage (Waitara)



## Section 9

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# OTHER COUNCIL SERVICES



## 9.1 Key Metrics

### The Airport

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|     |   |
|-----|---|
| 75% | Had used or visited the airport over the past year. Of these, 94% were satisfied with their experience. |
| 86% | Were satisfied with the airport overall.  |

---

### Swimming Facilities

---

|     |  |
|-----|--|
| 59% | Had used swimming facilities over the past year. Of those, 95% were satisfied with their experience. |
| 87% | Were satisfied with swimming facilities overall.   |

---

### Quality of Public Toilets

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|     |   |
|-----|---|
| 85% | Had used a public toilet. Of those, 80% were satisfied with their experience. |
| 77% | Were satisfied with public toilets overall.                                   |

---

### Assistance and Support to Community Groups

---

|     |   |
|-----|---|
| 63% | Were satisfied with assistance and support to community groups. |
|-----|---|

---

### Animal Control Activities

---

|     |   |
|-----|---|
| 21% | Had contacted the Council about animal control. Of those, 75% were satisfied with their experience. |
| 77% | Were satisfied with animal control overall.   |

---



## 9.2 Overview of Usage of Other Council Services

|   | Three times or more | Once or twice | Once or more | Not at all |
|---|---------------------|---------------|--------------|------------|
| Used or visited the airport                           | 38%                 | 37%           | 75%          | 25%        |
| Used or visited a public swimming facility            | 38%                 | 22%           | 59%          | 41%        |
| Used a public toilet                                  | 55%                 | 30%           | 85%          | 15%        |
| Contacted the Council about dogs and/or other animals | 4%                  | 18%           | 21%          | 79%        |



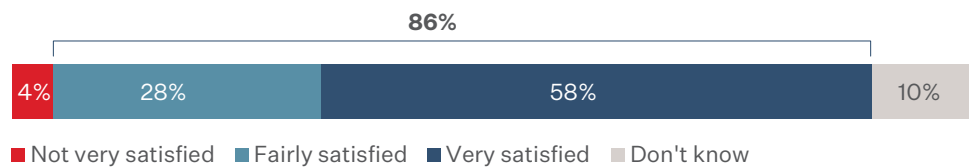
## 9.3 The Airport

### 9.3.1 Overall Satisfaction with the Airport

Three-quarters of residents (or family members) had used or visited the airport during the past 12 months. Of these, 94% were satisfied with their experience, which had increased since 2020, when 80% were satisfied.

Overall, 86% were satisfied with the airport, which has increased from 74% in 2020.

Figure 9-1 Overall satisfaction with the airport



***There are no provincial peer group averages for satisfaction airports.***

There were no significant demographic differences, but residents from Kaitake and Inglewood were the least satisfied with their experience.

Table 9-1 Satisfaction with the airport by area

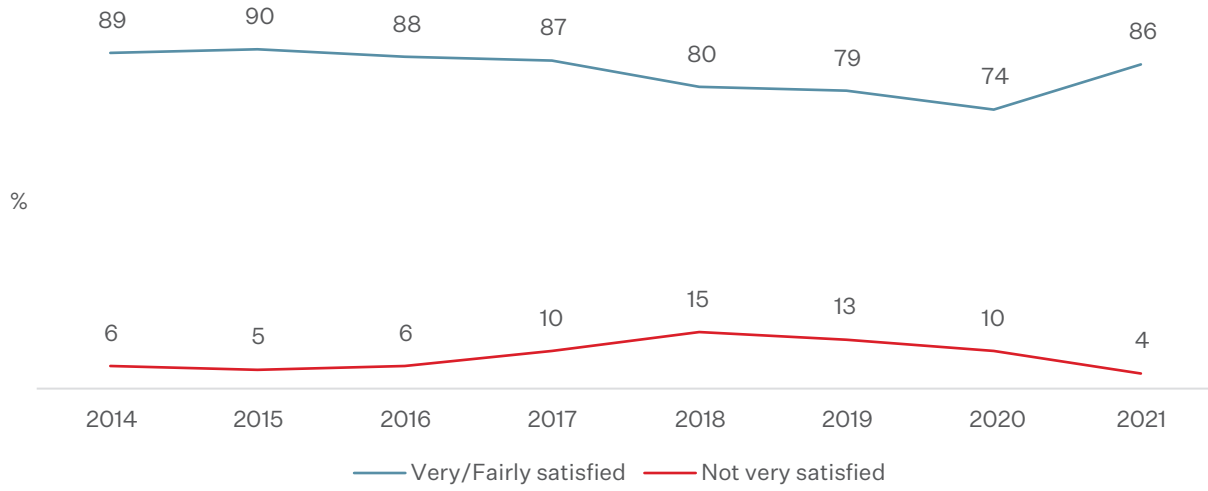
|                   | Not Very Satisfied | Fairly satisfied | Very Satisfied | Don't know |
|-------------------|--------------------|------------------|----------------|------------|
| New Plymouth City | 3%                 | 26%              | 60%            | 11%        |
| Inglewood         | 8%                 | 35%              | 51%            | 6%         |
| Clifton           | 5%                 | 15%              | 65%            | 15%        |
| Kaitake           | 10%                | 33%              | 52%            | 5%         |
| Waitara           | 6%                 | 39%              | 47%            | 8%         |
| Average           | 4%                 | 28%              | 58%            | 10%        |





After a gradual drop in satisfaction levels, 2021 has seen this trend reversed.

**Figure 9-2 Satisfaction with the airport over time**





### 9.3.2 Reasons for Dissatisfaction with the Airport

The cost of the upgrade was the most prevalent area of dissatisfaction.

**Table 9-2 Dissatisfaction with the airport**

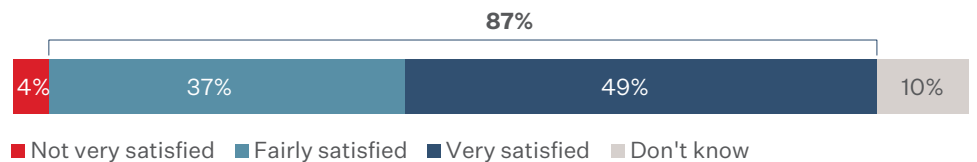
|                                  | %    | n  |
|----------------------------------|------|----|
| Cost                             | 48%  | 10 |
| Unhappy with the upgrade/ design | 29%  | 6  |
| Lack of international flights    | 14%  | 3  |
| Don't know                       | 10%  | 2  |
| Total                            | 100% | 21 |

## 9.4 Swimming Facilities

### 9.4.1 Overall Satisfaction with Swimming Facilities

Overall, 87% of residents were satisfied with their swimming facilities, similar to 2020 (84%).

**Figure 9-3 Overall satisfaction with swimming facilities**



***There are no provincial peer group averages for Swimming Facilities.***



Just over half (59%) of the District’s residents had used a swimming facility over the past year. Of those, 95% were satisfied with their experience.

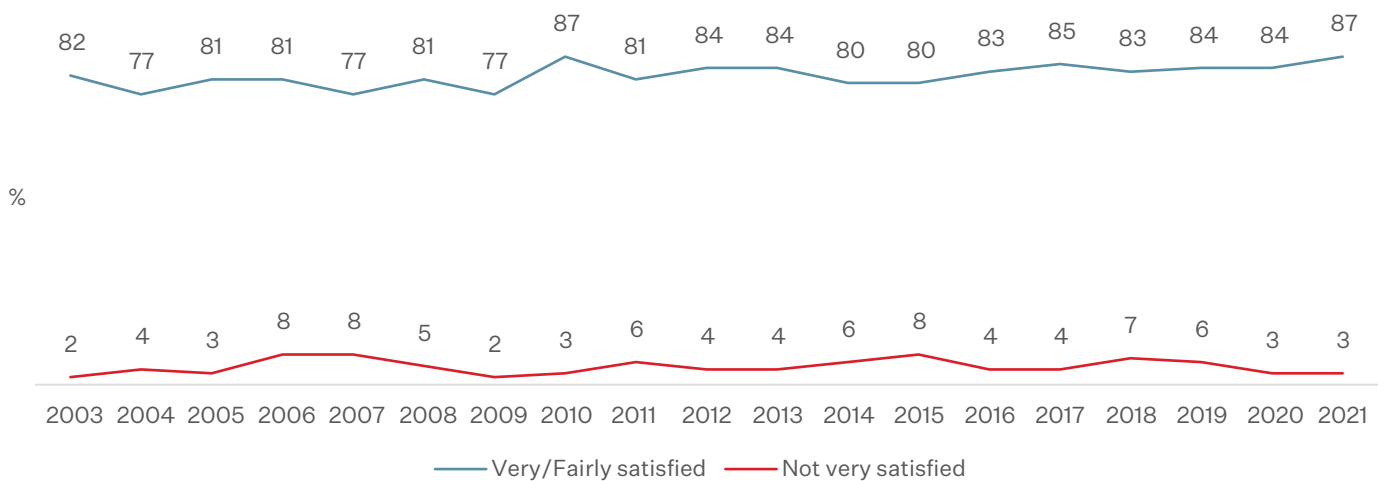
There were few differences discernible among areas, but residents in Kaitake were the least satisfied with their swimming facilities. Younger age groups and households with more than three people were more likely to be satisfied.

**Table 9-3 Satisfaction by area**

|                   | Not very Satisfied | Fairly satisfied | Very Satisfied | Don't know |
|-------------------|--------------------|------------------|----------------|------------|
| New Plymouth City | 4%                 | 36%              | 51%            | 9%         |
| Inglewood         | 2%                 | 43%              | 41%            | 14%        |
| Clifton           | 5%                 | 30%              | 45%            | 20%        |
| Kaitake           | 10%                | 62%              | 24%            | 5%         |
| Waitara           | 0%                 | 35%              | 55%            | 10%        |
| Average           | 4%                 | 37%              | 49%            | 10%        |

Satisfaction levels with swimming facilities are increasing slowly over time.

**Figure 9-4 Satisfaction with swimming facilities over time**





### 9.4.2 Reasons for Dissatisfaction with Swimming Facilities

Overcrowding and the quality and layout of facilities were the main issues. Price (too expensive) was another factor causing dissatisfaction. Note the base number was small.

**Table 9-4 Reasons for dissatisfaction**

|                               | %           | n         |
|-------------------------------|-------------|-----------|
| Too small/ busy               | 29%         | 5         |
| Quality/ layout of facilities | 29%         | 5         |
| Price                         | 24%         | 4         |
| Other                         | 6%          | 1         |
| Don't know                    | 12%         | 2         |
| <b>Total</b>                  | <b>100%</b> | <b>17</b> |

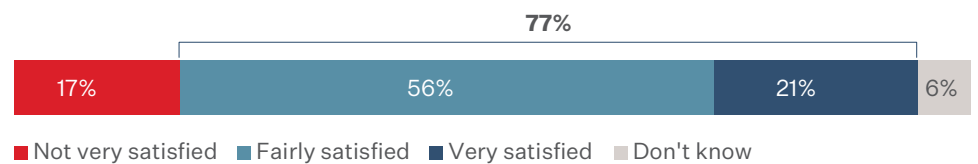


## 9.5 Public Toilets

### 9.5.1 Satisfaction with the Quality of Public Toilets

Overall, 77% of residents were satisfied with the condition of their public toilets, similar to 2020 (76%).

**Figure 9-5 Overall satisfaction with the quality of public toilets**



*There are no provincial peer group averages for Public Toilets.*

Most residents (85%) had used a public toilet over the past year. Of those, 80% were satisfied with their experience, a slight decrease in 2020 when 83% were satisfied.

Dissatisfaction with public toilets is not area dependent, but Kaitake and Waitara residents were the most dissatisfied. No significant demographic differences were seen.

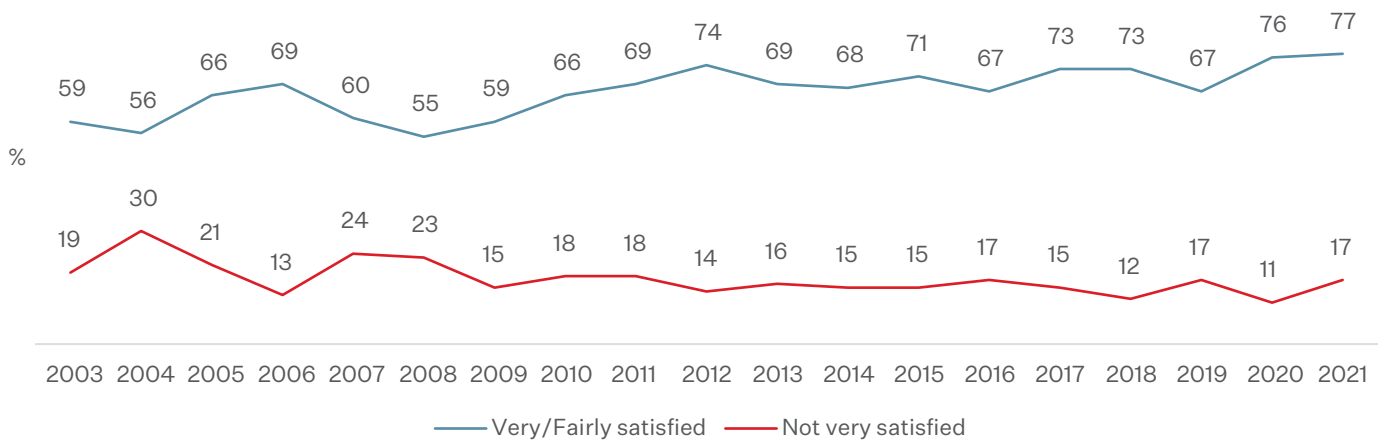
**Table 9-5 Satisfaction with the quality of public toilets by area**

|                   | Not very Satisfied | Fairly satisfied | Very Satisfied | Don't know |
|-------------------|--------------------|------------------|----------------|------------|
| New Plymouth City | 16%                | 55%              | 22%            | 6%         |
| Inglewood         | 16%                | 59%              | 20%            | 6%         |
| Clifton           | 20%                | 60%              | 20%            | 0%         |
| Kaitake           | 24%                | 57%              | 19%            | 0%         |
| Waitara           | 24%                | 53%              | 16%            | 8%         |
| <b>Average</b>    | <b>17%</b>         | <b>56%</b>       | <b>21%</b>     | <b>6%</b>  |



Satisfaction levels with the quality of public toilets have oscillated over time but remained fairly stable over the past ten years.

**Figure 9-6 Satisfaction with quality of public toilets over time**





### 9.5.2 Reasons for Dissatisfaction with the Quality of Public Toilets

Cleanliness and maintenance were major sources of dissatisfaction and the lack of facilities available.

**Table 9-6 Dissatisfaction with public toilets**

|  | %     | n  |
|--|-------|----|
| Dirty/ unappealing                                   | 29% ↑ | 24 |
| Lack of public toilets                               | 26% ↑ | 22 |
| Maintenance of toilets (stocking supplies, cleaning) | 26% ↑ | 22 |
| Design/ layout                                       | 13%   | 11 |
| Actions of people                                    | 10%   | 8  |
| Bad smell  | 5%    | 4  |
| Issues with Waitara public toilets                   | 5%    | 4  |
| Other  | 5%    | 4  |
| Total  | 100%  | 84 |

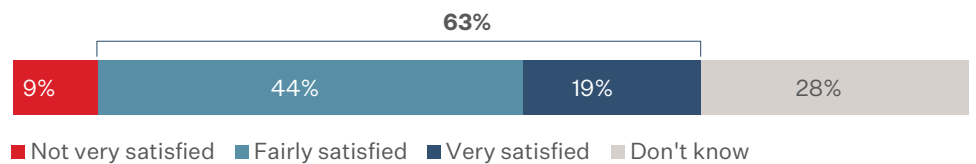


## 9.6 Assistance and Support to Community Groups

Just under two-thirds (63%) of residents were satisfied with the assistance and support given to community groups. This level of satisfaction had increased from 2020 when 57% of residents were satisfied.

However, just over one-quarter did not know, indicating they are unaware of any measures the Council does in this area.

**Figure 9-7 Overall satisfaction with assistance and support to community groups**



*There are no provincial peer group averages for satisfaction with assistance and support to community groups.*

Residents in Kaitake were significantly dissatisfied with assistance and support to community groups. There were no other discernible demographic differences.

**Table 9-7 Satisfaction with assistance and support to community groups by area**

|                   | Not very Satisfied | Fairly satisfied | Very Satisfied | Don't know |
|-------------------|--------------------|------------------|----------------|------------|
| New Plymouth City | 8%                 | 42%              | 22%            | 28%        |
| Inglewood         | 4%                 | 61%              | 10%            | 25%        |
| Clifton           | 5%                 | 50%              | 15%            | 30%        |
| Kaitake           | 29% ↑              | 38%              | 5%             | 29%        |
| Waitara           | 12%                | 47%              | 12%            | 29%        |
| <b>Average</b>    | <b>9%</b>          | <b>44%</b>       | <b>19%</b>     | <b>28%</b> |





Satisfaction with assistance and support to community groups has oscillated over time and is continuing an upward trend since 2018.

**Figure 9-8 Satisfaction with assistance and support to community groups over time**



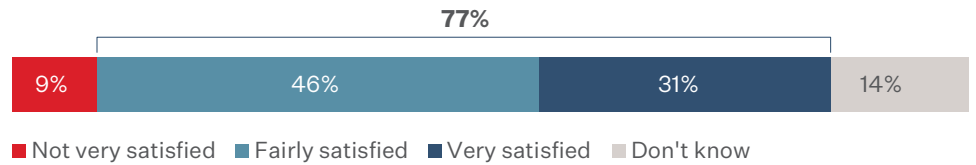


## 9.7 Animal Control Services

### 9.7.1 Overall Satisfaction with Animal Control Services

Overall, 77% of residents were satisfied with this service, similar to 2020 results (79%).

Figure 9-9 Overall satisfaction with animal control services



About one in five (21%) of residents had contacted the Council about animal control. Of those, 75% were satisfied with their experience. While slightly more residents had a reason for animal control services, fewer were satisfied with the level of service compared to 2020, when 83% were satisfied.

Residents from Waitara were most likely to be dissatisfied with animal control. No other demographic differences were seen.

Table 9-8 Satisfaction by area

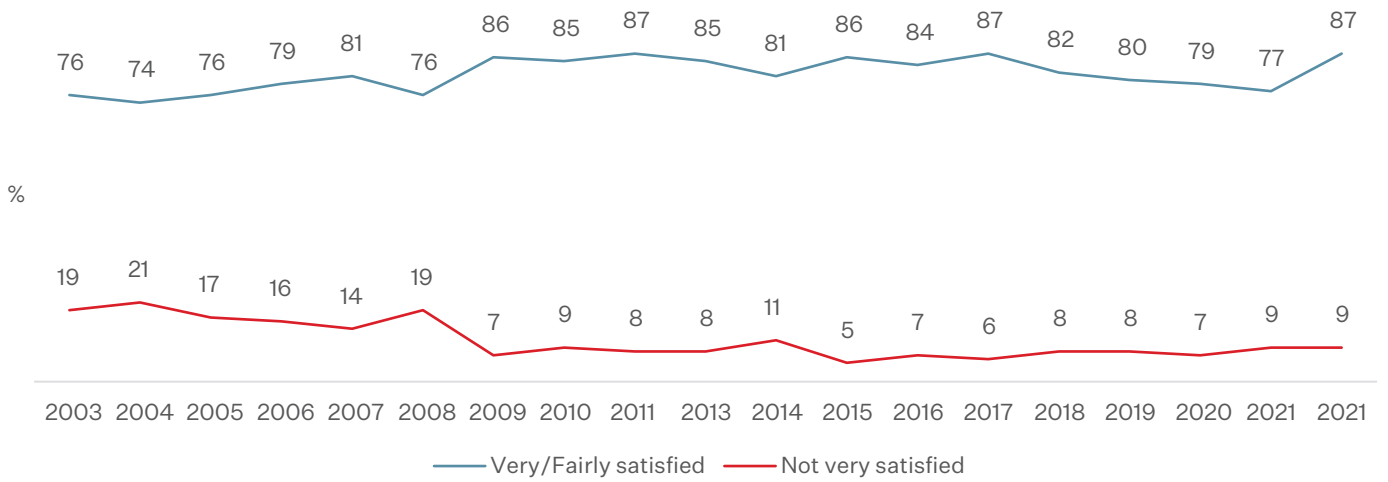
|                   | Not very Satisfied | Fairly satisfied | Very Satisfied | Don't know |
|-------------------|--------------------|------------------|----------------|------------|
| New Plymouth City | 8%                 | 45%              | 33%            | 15%        |
| Inglewood         | 6%                 | 51%              | 27%            | 16%        |
| Clifton           | 0%                 | 45%              | 35%            | 20%        |
| Kaitake           | 14%                | 57%              | 14%            | 14%        |
| Waitara           | 20%                | 49%              | 24%            | 8%         |
| <b>Average</b>    | <b>9%</b>          | <b>46%</b>       | <b>31%</b>     | <b>14%</b> |



There are no provincial peer group averages for animal control.

Satisfaction levels with animal control services have been fairly steady over time.

**Figure 9-10 Satisfaction with animal control services over time**





### 9.7.2 Reasons for Dissatisfaction with Animal Control Services

Dogs were the main issue in the District. Animals (specifically dogs) roaming, and enforcement issues were front of mind. Many residents were concerned about dog attacks and dogs off leashes. A lack of areas for dogs to be off leash was another issue highlighted.

**Table 9-9 Reasons for dissatisfaction with animal control**

|                                | %     | n  |
|--------------------------------|-------|----|
| Issues with enforcement        | 26% ↑ | 11 |
| A lot of roaming dogs          | 19%   | 8  |
| Issues with service            | 17%   | 7  |
| Dogs (attacks, waste)          | 12%   | 5  |
| Better systems/ facilities     | 10%   | 4  |
| Roaming animals                | 7%    | 3  |
| Lack of areas/ events for dogs | 7%    | 3  |
| Dogs not on leashes            | 5%    | 2  |
| Other                          | 7%    | 3  |
| Total                          | 100%  | 42 |



Section 10

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# OVERVIEW OF USAGE OF COUNCIL SERVICES AND FACILITIES



Residents from the District frequently visit their local parks and reserves, making this a valuable asset to the area. Contacting the Council about animals is the least used service when compared to all others.

**Figure 10-1 Number of times a facility or service has been visited.**

|  | Three times or more | Once or twice | Once or more | Not at all |
|--|---------------------|---------------|--------------|------------|
| Used or visited parks or reserves, including the Coastal Walkway and Pukekura Park   | 81%                 | 14%           | 95%          | 5%         |
| Used a public toilet   | 55%                 | 30%           | 85%          | 15%        |
| Used or visited a playground   | 49%                 | 22%           | 71%          | 29%        |
| Used or visited the library at Puke Ariki  | 43%                 | 29%           | 72%          | 28%        |
| Used or visited a sports park  | 42%                 | 25%           | 67%          | 33%        |
| Attended an entertainment, arts, or sporting event at TSB Showplace (Opera House), TSB Stadium (near the racecourse), Bowl of Brooklands or Yarrow Stadium | 42%                 | 33%           | 75%          | 25%        |
| Used or visited a public swimming facility   | 38%                 | 22%           | 59%          | 41%        |
| Used or visited the airport  | 38%                 | 37%           | 75%          | 25%        |
| Visited the Museum at Puke Ariki   | 31%                 | 41%           | 73%          | 27%        |
| Used a cycleway in the District  | 29%                 | 15%           | 44%          | 56%        |
| Used or visited a community library, other than the Puke Ariki library   | 24%                 | 19%           | 42%          | 58%        |
| Visited the Govett-Brewster Art Gallery/Len Lye Centre   | 14%                 | 31%           | 44%          | 56%        |
| Used or visited the Visitor Information Centre at Puke Ariki   | 11%                 | 29%           | 39%          | 61%        |
| Contacted the Council about dogs and/or other animals  | 4%                  | 18%           | 21%          | 79%        |



Section 11

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# COUNCIL PLANNING



## 11.1 Key Metrics

### Satisfaction with Rates

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77% are satisfied with the way their rates are spent.

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### Spend Emphasis

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57% The availability of car parking in the District was the top emphasis for spending more rates

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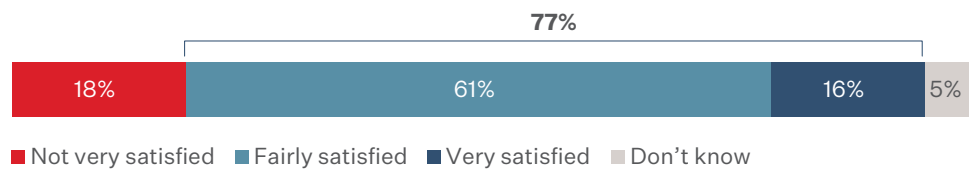
## 11.2 Rates Spend

### 11.2.1 Satisfaction with the Way Rates are Spent

Generally, residents were fairly satisfied with the way their rates are spent (77% were satisfied). This result is lower than 2020, when 81% were satisfied with this measure.

But equal numbers of residents were dissatisfied and very satisfied, so extreme perceptions are polarised.

**Figure 11-1 Level of satisfaction with the way rates are spent (n=518)**



***There are no peer group averages for satisfaction for the way rates are spent.***

Rates spend perceptions vary among different areas. While residents in New Plymouth City were the most satisfied with spending rates (81%), Kaitake residents were less satisfied (52%).

Ratepayers were less satisfied than non-ratepayers. Otherwise, there were no other demographic differences.

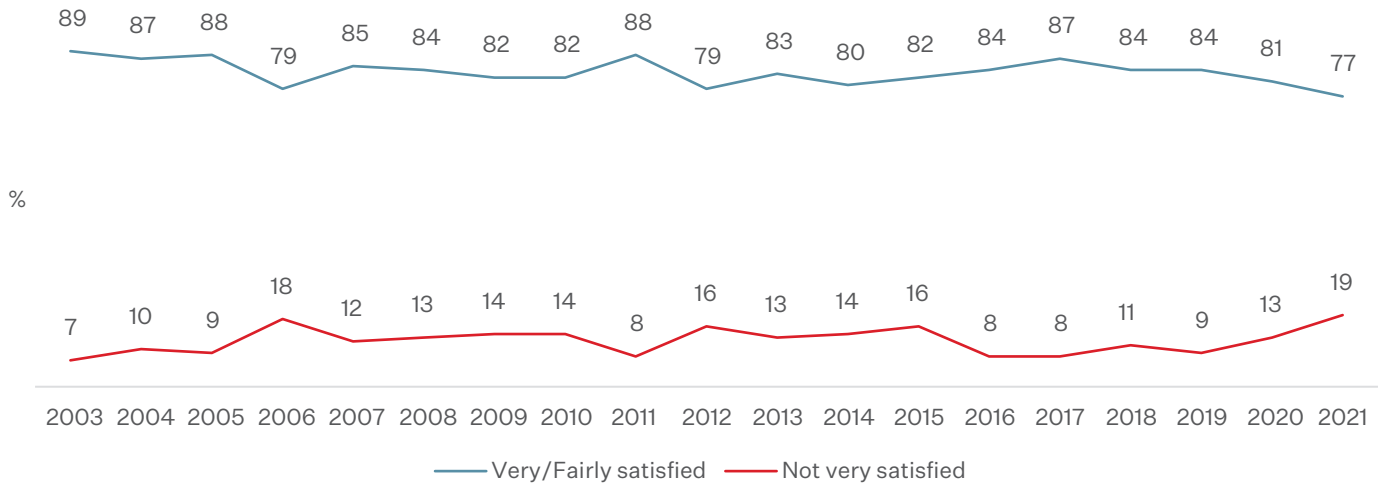
**Table 11-1 Satisfaction of rates spend by area.**

|                    | New Plymouth City | Inglewood | Clifton | Kaitake | Waitara | Average |
|--------------------|-------------------|-----------|---------|---------|---------|---------|
| Very satisfied     | 18%               | 12%       | 10%     | 0%      | 14%     | 16%     |
| Fairly satisfied   | 63%               | 59%       | 60%     | 52%     | 53%     | 61%     |
| Not very satisfied | 15% ↓             | 25%       | 25%     | 43% ↑   | 24%     | 18%     |
| Don't know         | 4%                | 4%        | 5%      | 5%      | 10%     | 5%      |



Satisfaction levels have been slowly decreasing since 2017.

**Figure 11-2 Satisfaction with the way rates are spent over time**





### 11.2.2 Reasons for Dissatisfaction with Rates Spend

Those respondents who were dissatisfied with how the Council spent their rates were asked why.

Specifically, respondents were dissatisfied with spending on specific services and facilities they felt were unnecessary (e.g., the arts, grants, Len Lye, the wind wand, rugby parks, Yarrow Stadium<sup>7</sup>) when money should be spent on upgrading core infrastructure.

**Table 11-2 Reasons for dissatisfaction with rates spend.**

|   | %           | n         |
|---|-------------|-----------|
| Spending on specific services/ facilities                   | 23% ↑       | 22        |
| Spending money on Yarrow Stadium <sup>4</sup> / rugby parks | 20% ↑       | 19        |
| General spending of rates/ allocation of funding            | 16%         | 15        |
| Rates/ rates affordability                                  | 12%         | 11        |
| General dissatisfaction with Council services               | 10%         | 9         |
| The Council   | 9%          | 8         |
| Quality/ lack of rubbish collection                         | 7%          | 7         |
| Rural/ urban divide   | 6%          | 6         |
| Other   | 2%          | 2         |
| Don't know  | 4%          | 4         |
| <b>Total</b>  | <b>100%</b> | <b>94</b> |

Some comments were:

“ Whilst the arts and entertainment provide an economic boost to the area, without the council concentrating on infrastructure, we as a district can't cope with the extra people, ageing water pipes, unfit for purpose water containment, we get one of the highest rainfalls in NZ and yet are on water restrictions every summer. Our stormwater drains are not cleaned regularly, which contributes to street flooding, yet we have a plethora of art installations that don't catch water or prevent flooding (New Plymouth)

<sup>7</sup> Note: Yarrow Stadium is owned and operated by the Taranaki Regional Council, not the New Plymouth District Council.



- “ *The money was on unnecessary projects. Painting rainbow colour on the road, yarrow stadium overspent, etc. I am an unhappy ratepayer for the past 7 years. Extremely unhappy with the ridiculous rate hike every year (New Plymouth)*
- “ *There’s a big drain on the ratepayers for the rugby park - it’s something I don’t personally use, and it’s something that we have all have to contribute to that is expensive and has limited access outside big events (Clifton)*
- “ *Council seems to spend large sums of money on projects that are not core services and then tell us a large rates increase is necessary to supply services that should be most important (Inglewood)*
- “ *Rugby park. Total waste money. Multi-use facilities should be built (Kaitake)*
- “ *They haven’t kept up with required maintenance: stormwater, sewerage, the urban streets, and in addition unnecessary high cost on Len Lye the Wind wand again for a limited demographic (Waitara)*



## 11.3 Spend Emphasis Trade-offs

Residents were asked what they would like to see more, about the same, or less spent on a list of 30 services or facilities in the District. More cannot be spent on all services or facilities without increasing rates or user charges (see appendix for the full summary table).

There were no significant differences in priorities by area, ratepayer status, or any other demographic measure.

### 11.3.1 Emphasis on Spending More

The availability of car parking in the District was the top emphasis for 57% of respondents. In 2020, just 33% of respondents identified this as a priority issue, indicating car parking issues have become more prominent in the District over the past year.

**Table 11-3 Top ten services or facilities to spend more rates on**

|    |  | %   | n   |
|----|--|-----|-----|
| 1  | The availability of car parking in the District  | 57% | 295 |
| 2  | The overall quality of roads   | 43% | 223 |
| 3  | District planning, control of building consents, subdivision, and development                      | 34% | 176 |
| 4  | The quality and safety of footpaths  | 34% | 176 |
| 5  | Assistance and support to community groups   | 32% | 164 |
| 6  | The ability to drive around the District quickly, easily, and safely                               | 31% | 159 |
| 7  | Economic Development, such as promotion of the District, including tourism and support for economy | 30% | 154 |
| 8  | The quality of public toilets  | 30% | 153 |
| 9  | Water supply   | 29% | 152 |
| 10 | The maintenance of the quality of the living environment, including litter control                 | 29% | 148 |



### 11.3.2 Emphasis on Spending About the Same

Most respondents preferred the emphasis on spending to be about the same for many other facilities and services.

**Table 11-4 Top ten services or facilities to spend about the same rates on**

|    |   | %   | n   |
|----|---|-----|-----|
| 1  | The library at Puke Ariki   | 76% | 396 |
| 2  | Access to the natural environment, including the rivers, lakes, the mountain, and the coast | 76% | 394 |
| 3  | The quality of parks and reserves, including the Coastal Walkway and Pukekura Park?         | 75% | 389 |
| 4  | Swimming facilities   | 75% | 388 |
| 5  | The quality of playgrounds  | 74% | 385 |
| 6  | The Museum at Puke Ariki  | 74% | 385 |
| 7  | Kerbside rubbish and recyclables collection   | 74% | 381 |
| 8  | The Visitor Information Centre at Puke Ariki  | 74% | 381 |
| 9  | The quality of urban landscapes and streets   | 73% | 379 |
| 10 | Animal control activities   | 70% | 363 |



### 11.3.3 Emphasis on Spending Less

The Govett-Brewster Gallery/Len Lye Centre was the only service or facility that respondents specifically wanted less money spent by the Council.

**Table 11-5 Top ten services or facilities to spend fewer rates on**

|    |   | %   | n   |
|----|---|-----|-----|
| 1  | Govett-Brewster Art Gallery/Len Lye Centre                                    | 46% | 239 |
| 2  | The airport   | 22% | 115 |
| 3  | The Visitor Information Centre at Puke Ariki                                  | 16% | 81  |
| 4  | The quality of Council's event venues   | 14% | 72  |
| 5  | The quality of Council's events   | 14% | 71  |
| 6  | The Museum at Puke Ariki  | 13% | 68  |
| 7  | District planning, control of building consents, subdivision, and development | 11% | 59  |
| 8  | Animal control activities   | 10% | 54  |
| 9  | The quality and safety of the cycle network                                   | 10% | 53  |
| 10 | The quality of sports parks   | 10% | 52  |



## Section 12

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# CONTACTING THE COUNCIL





## 12.1 Key Metrics

### Satisfaction with Overall Service When Contacting

---

83% Were satisfied with their contact with Council offices.

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88% Were most satisfied when they contacted the Council in person.

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### Rating of Council Staff when Contacting.

---

81% Found the Council staff helpful.

---

78% Found the Council staff knowledgeable.

---

66% Were satisfied the Council did what it said it would do.

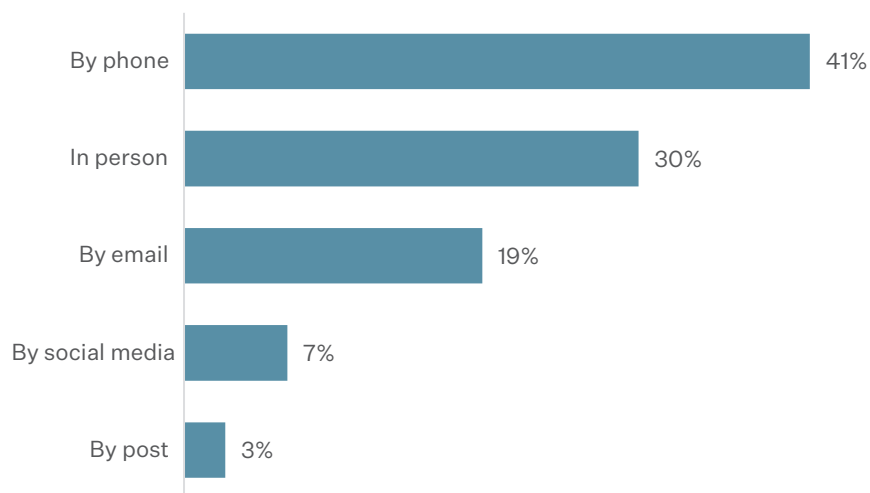
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## 12.2 Contacting Council Offices

All respondents were asked if they had contacted the Council over the past 12 months, and 304 (58%) residents had. The most predominant contact method was by telephone (41%), followed by in-person (30%). Sending mail to the Council was rare.

**Figure 12-1 Method to Contact Council**



There were no significant differences in the mode of contact by area. However, residents from Waitara were more likely to use the telephone (53%), and very few residents from Kaitake (10%) had visited the Council in person.

Residents 45 years and over were more likely to have had reason to contact the Council (by any mode).



## 12.3 Satisfaction with Contact with Council Offices

### 12.3.1 Overall Satisfaction

In total, 83% of respondents were satisfied with their contact with Council offices. This result represents a small decline from 2020 when 87% were satisfied.

**Table 12-1 Overall satisfaction with contact with Council offices**

|                          | <b>Percent of respondents</b> | <b>Number of respondents</b> |
|--------------------------|-------------------------------|------------------------------|
| Very satisfied           | 47%                           | 143                          |
| Fairly satisfied         | 36%                           | 108                          |
| Not very satisfied       | 16%                           | 49                           |
| Don't know/unable to say | 1%                            | 4                            |
| <b>Total</b>             | <b>100%</b>                   | <b>304</b>                   |

*The peer group average = 65%*



### 12.3.2 Reasons for Dissatisfaction with Contact with Council Offices

Not hearing back from the Council was the major source of dissatisfaction. Unhelpfulness was the second issue. However, the number of people who commented was low.

**Table 12-2 Reason for dissatisfaction with Council contact.**

|                                       | %     | n  |
|---------------------------------------|-------|----|
| Never heard back                      | 35% ↑ | 17 |
| Council is vague and unhelpful        | 29%   | 14 |
| Council can't do their jobs           | 27%   | 13 |
| They don't do what they say they will | 21%   | 10 |
| Council don't listen                  | 19%   | 9  |
| Took too long                         | 10%   | 5  |
| Council prioritizes wrong things      | 10%   | 5  |
| Nothing's been done                   | 8%    | 4  |
| Sent my call elsewhere                | 6%    | 3  |
| Council ignoring safety               | 4%    | 2  |
| Other                                 | 4%    | 2  |
| Total                                 | 100%  | 48 |

Typical comments were:

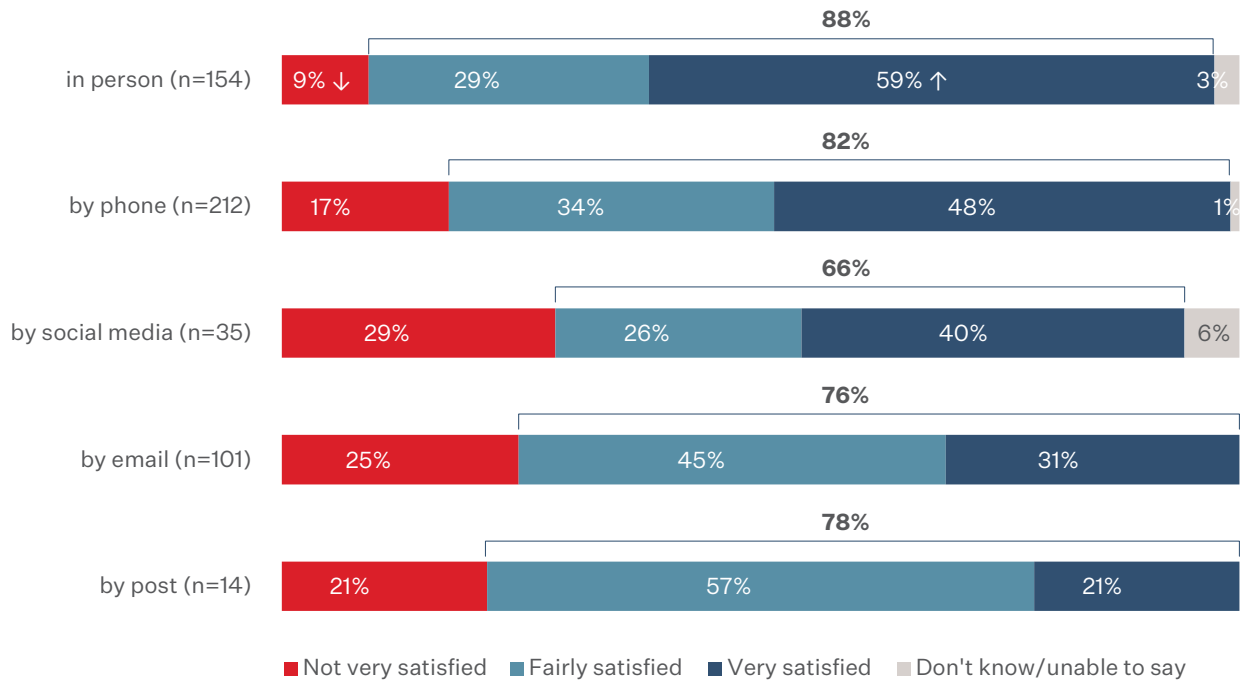
- “ They just couldn't answer the questions that I had. I called about freedom camping, and I didn't realise it had recently been banned. I asked when the ban came in, and they weren't able to tell me.
- “ I rang the Council could not be connected to Parks Division. I visited the council buildings and was told I could not see anyone in person had to send an email. Sent three emails to Parks division with no response other than to say they had received the email. A month has now passed with no satisfaction.
- “ Because they didn't respond.



### 12.3.3 Satisfaction with Contact with Council Offices by Different Modes

Residents were most satisfied when they contacted the Council in person (88% satisfied), whereas contact by social media was the method that produced the highest level of dissatisfaction (29%).

Figure 12-2 Level of satisfaction with contact with Council offices (n=)



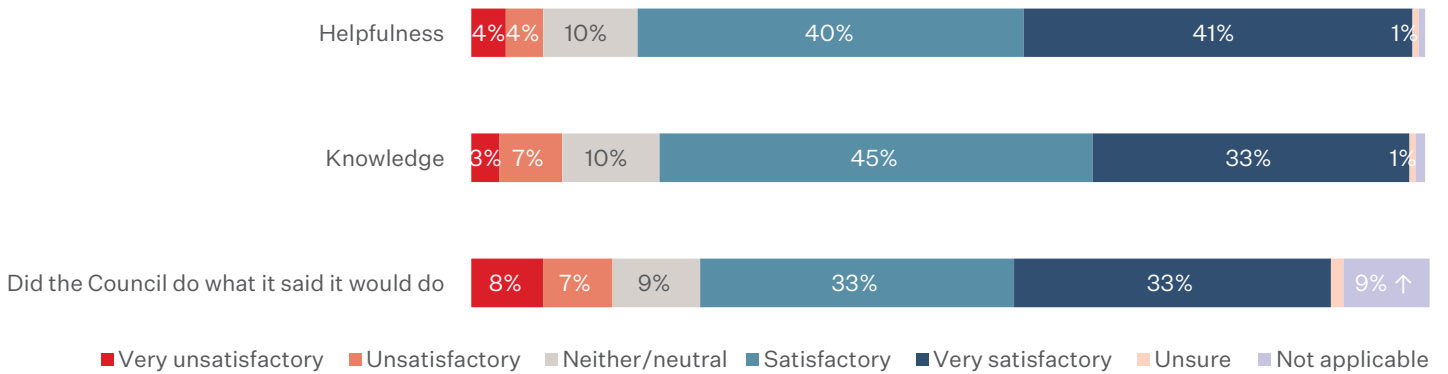


### 12.4 Staff Performance

Those respondents (n=304) that contacted the Council over the past 12 months (by any mode) were asked how they rated staff performance on helpfulness, knowledge, and whether the Council did what it said it would (i.e., the follow-up was what they were told it would be).

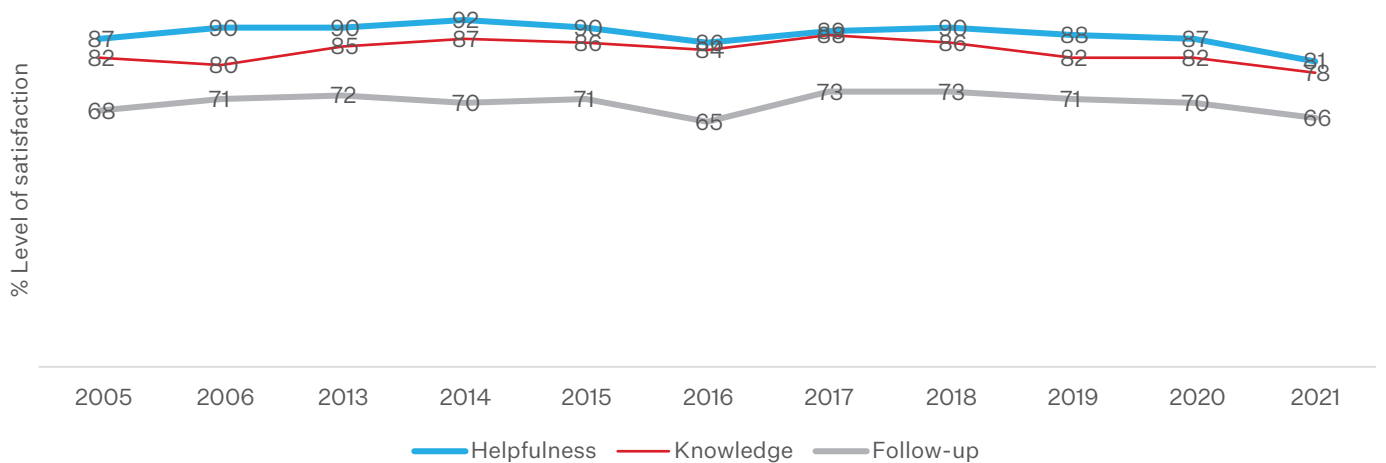
Respondents found the interactions with staff more than satisfactory (satisfactory + very satisfactory). They felt the staff were helpful (81% satisfied), knowledgeable (78% satisfied), were satisfied the Council did what it said it would do (66% satisfied).

Figure 12-3 Level of satisfaction with staff performance.



Since a noticeable drop in perceptions of staff performance in 2016 (that improved in 2017), the subsequent trend has shown a slow decline in public perceptions of staff performance over time.

Figure 12-4 Staff performance over time





Section 13

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# PUBLIC CONSULTATION



### 13.1 Public Consultation

- Social media is the predominant source of information about the Council, significantly among the younger age groups.
- The Taranaki Daily News was the most popular newspaper, read equally online and in print.
- Residents in Kaitake felt they were not getting enough information from the Council.

### 13.2 Sources of Information

Respondents were asked to identify sources of information seen, read, or heard about the Council.

In 2020, most people found information about the Council from social media sites (45%), followed by newspapers (25%). This result is in contrast to the last two years when newspapers had been the predominant source.

**Table 13-1 Source of information about the Council**

|  | %     | n   |
|--|-------|-----|
| Social media (e.g., Facebook, Twitter, Instagram, online news) | 45% ↑ | 233 |
| Newspapers   | 25% ↑ | 132 |
| Council's website  | 6%    | 30  |
| From other people/hearsay                                      | 5%    | 27  |
| Radio  | 5%    | 24  |
| Newsletters  | 4%    | 22  |
| Personal contact   | 2%    | 10  |
| Council does not consult public                                | 1%    | 7   |
| Meetings   | 0%    | 0   |
| Other  | 3%    | 16  |
| Not aware of any   | 3%    | 17  |
| Total  | 100%  | 518 |





Looking at the District's areas in more detail, although there were no significant differences, residents in Clifton are slightly more likely to read about the Council in newspapers. In contrast, social media is the predominant source of information for all other areas.

**Table 13-2 Sources of information by area (social media and newspapers)**

|  | New Plymouth City | Inglewood | Clifton | Kaitake | Waitara | Average |
|--|-------------------|-----------|---------|---------|---------|---------|
| Social media (e.g., Facebook, Twitter, Instagram, online news) | 44%               | 55%       | 30%     | 48%     | 49%     | 45%     |
| Newspapers   | 26%               | 22%       | 30%     | 29%     | 22%     | 25%     |

But the most significant differences regarding information sources about the Council were seen in the younger age groups, which were significantly more likely to use social media.

**Table 13-3 Sources of information by age (social media and newspapers)**

|  | 18-44 years | 45-64 years | 65+ years |
|--|-------------|-------------|-----------|
| Social media (e.g., Facebook, Twitter, Instagram, online news) | 63% ↑       | 36% ↓       | 29% ↓     |
| Newspapers   | 11% ↓       | 32% ↑       | 38% ↑     |

Of those who read newspapers (n=132), the most popular newspapers were the Taranaki Daily News (83%), followed by the North Taranaki Midweek (43%). Other newspapers received little readership (less than 10%).

Print newspapers were still the most popular media, but only by a small margin.

**Table 13-4 Media source for newspapers**

|        | %    | Number of respondents |
|--------|------|-----------------------|
| Online | 61%  | 80                    |
| Print  | 69%  | 91                    |
| Total  | 100% | 132                   |

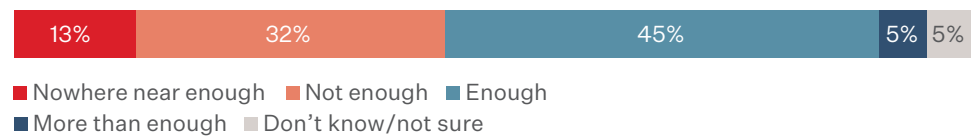


### 13.3 Sufficiency of Information

All respondents were asked to comment whether the information the Council supplies to the public were enough.

Just under half of the residents (45%) felt the information was enough, while just under one third (32%) felt it was not enough.

**Figure 13-1 Sufficiency of information supplied by Council (n=518)**



Kaitake residents felt they were not getting enough information from the Council. Otherwise, there were no other demographic differences apparent.



Section 14

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# PERCEPTIONS OF THE NEW PLYMOUTH DISTRICT



## 14.1 Key Metrics

### Council Reputation

---

65% of residents think the Council has a good reputation.

---

### Meeting Community Aspirations

---

49% perceive the Council as meeting the community's aspirations and needs.

---

### Quality of Life

---

50% perceive their quality of life to be very good

---

### Physical Activity

---

43% cycled during the previous year, and they were cycling for longer periods.

---

### COVID-19

---

21% were aware of any COVID-19 economic recovery measures.

---



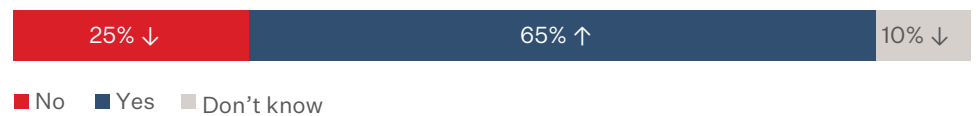
## 14.2 Council Reputation

Just under two-thirds (65%) of the District’s residents think the Council has a good reputation.

This result had decreased noticeably since 2020 when 81% of residents thought so. One-quarter of residents think the Council does not have a good reputation. This level of disagreement has more than doubled over the past year (from 11% to 25%).

*There are no provincial peer group averages for Council reputation*

**Table 14-1 Does the Council have a good reputation (n=518)**



Reputation is crucial. Residents’ responses and perceptions to most of the service areas in this year’s survey have been influenced significantly by their perception of the Council’s reputation. Those residents who perceive the Council to have a good reputation are more satisfied with Council services and facilities. The opposite goes for those who feel the Council does not have a good reputation.

In more detail, residents in Kaitake, ratepayers and residents who had lived in the District for more than ten years were significantly more likely to perceive the Council as not having a good reputation.

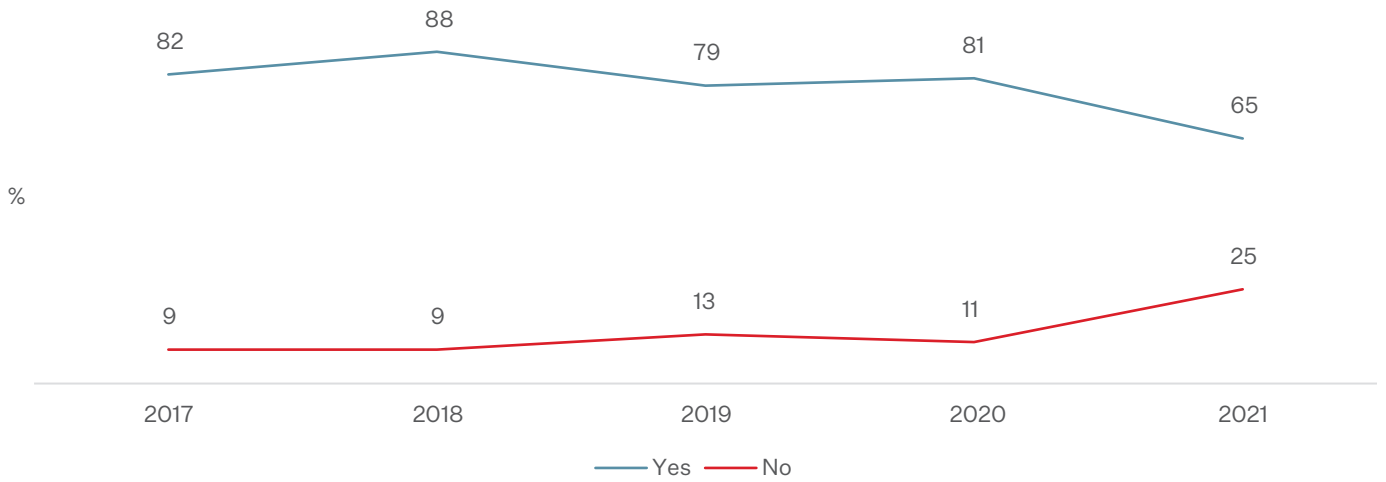
**Table 14-2 Reputation measurement by area**

|                       | New Plymouth City | Inglewood | Clifton | Kaitake | Waitara | Average |
|-----------------------|-------------------|-----------|---------|---------|---------|---------|
| Yes (good reputation) | 67%               | 63%       | 80%     | 43%     | 61%     | 65%     |
| No                    | 23%               | 25%       | 5%      | 52% ↑   | 31%     | 25%     |
| Don't know            | 10%               | 12%       | 15%     | 5%      | 8%      | 10%     |



There were no other demographic differences regarding Council reputation. Levels of agreement that the Council has a good reputation have been stable, but this perception has noticeably changed during the past year.

**Figure 14-1 Council reputation over time**





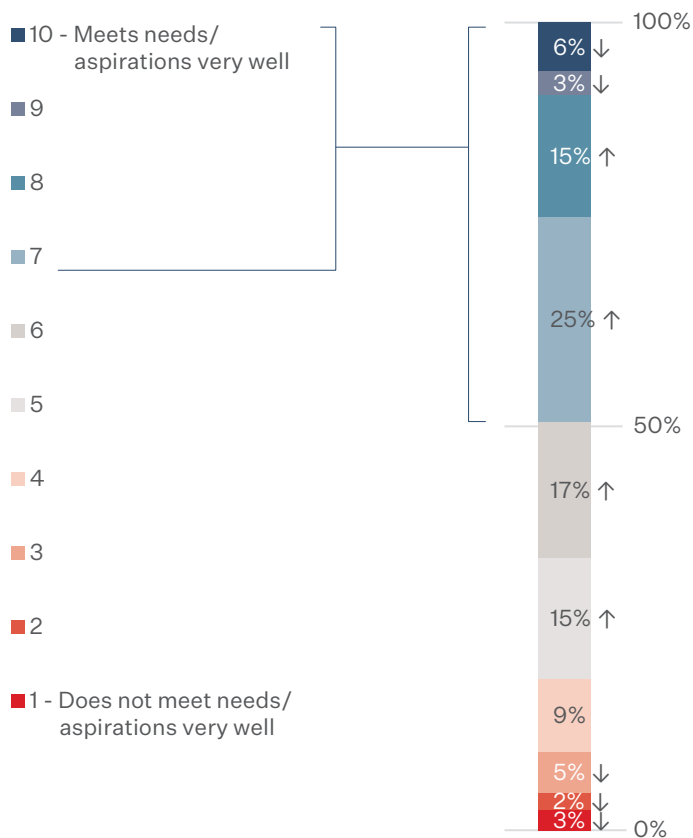
### 14.3 Meeting the Needs and Aspirations of the Community

Residents were asked how they feel the Council meets the community’s needs and aspirations, on a score of one (does not meet) to 10 (meets very well).

Just under half (49%) of residents scored between 7 to 10. This result suggests about half of the District residents perceive the Council as meeting the community’s needs and aspirations. This combined score has decreased substantially over the past year, down from 62% in 2020 and 64% in 2019.

The percentage of residents who feel the Council does not meet the District’s needs has more than doubled. Just under one-fifth (19%) felt the Council does not meet their needs or aspirations (up from 8% in 2020).

Figure 14-2 Meeting aspirations and needs (n=518)





## 14.4 Quality of Life

Overall, half of the respondents (50%) perceived the quality of life in the New Plymouth district to be very good, and a further 38% feel the quality of life is good (88% combined score).

Residents who felt their quality of life was 'very good' has decreased over the past year (from 62% in 2020). However, the combined score of 'very good and good' is similar (88% compared to 90% in 2020).

There are no provincial peer group averages for quality of life.

**Table 14-3 Quality of life in the District**

|           | %    | Number of respondents |
|-----------|------|-----------------------|
| Very good | 50%  | 258                   |
| Good      | 38%  | 198                   |
| Fair      | 10%  | 54                    |
| Poor      | 1%   | 7                     |
| Refused   | 0%   | 1                     |
| Total     | 100% | 518                   |

Residents in Clifton and New Plymouth City areas were more likely to perceive their quality of life as 'very good', while residents in Kaitake perceive their quality of life as 'good' or 'fair'. Household income, age, gender, ethnicity, or ratepayer status did not have any bearing on this measurement.





Perceptions that the quality of life is very good to have dropped over the past year, although the combined ratings of good + very good have remained stable. Very few residents rate their quality of life as poor.

**Table 14-4 Perceptions of quality of life in the District over time**

|                       | <b>Poor</b> | <b>Fair</b> | <b>Good</b> | <b>Very good</b> |
|-----------------------|-------------|-------------|-------------|------------------|
| <b>Total District</b> | %           | %           | %           | %                |
| <b>2021</b>           | 1           | 10          | 38          | 50               |
| <b>2020</b>           | 1           | 8           | 28          | 62               |
| <b>2019</b>           | 0           | 2           | 22          | 76               |
| <b>2018</b>           | 0           | 4           | 19          | 77               |
| <b>2017</b>           | 0           | 1           | 24          | 74               |
| <b>2016</b>           | 0           | 2           | 22          | 76               |
| <b>2015</b>           | 0           | 1           | 18          | 81               |
| <b>2014</b>           | 0           | 1           | 18          | 81               |
| <b>2013</b>           | 0           | 3           | 21          | 76               |
| <b>2012</b>           | 1           | 2           | 29          | 68               |
| <b>2011</b>           | 1           | 2           | 25          | 73               |
| <b>2010</b>           | 0           | 2           | 26          | 72               |
| <b>2009</b>           | 0           | 1           | 23          | 76               |



## 14.5 Physical Activity

### 14.5.1 Cycling During the Last Year

Equal to last year, just over four in ten (43%) of residents cycled during the previous year.

**Table 14-5 Cycling during the last year**

|              | %    | n   |
|--------------|------|-----|
| Yes          | 43%  | 223 |
| No           | 57%  | 295 |
| <b>Total</b> | 100% | 518 |

Of those who cycle, just over one-third (36%) cycled at least weekly, slightly less than 2020 (41%). Older age groups (over 45 years) cycle the most frequently, although those under 45 years are more likely to have cycled sometime during the past year. Cyclists were more likely to be male gender.

**Table 14-6 Cycling frequency.**

|                                | %    | n   |
|--------------------------------|------|-----|
| At least once a week           | 36%  | 80  |
| Or less often than once a week | 64%  | 143 |
| <b>Total</b>                   | 100% | 223 |



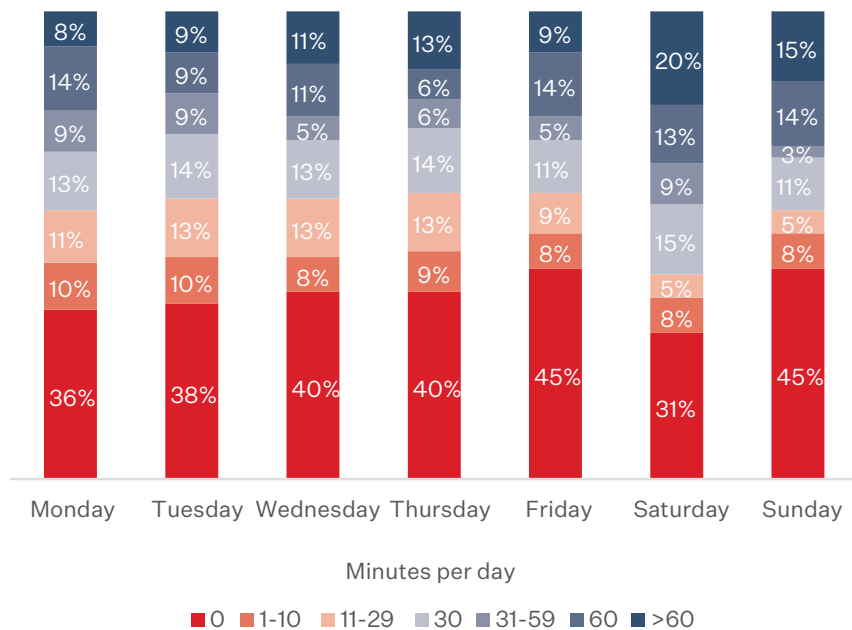
Saturday and Sunday were the most popular days for cycling, suggesting that cycling for longer periods is recreational. Compared to 2020, frequent cyclists (those who cycle for longer than ten minutes per day) were cycling for an increased amount of time, on average, per week.

**Table 14-7 Cycling duration (average) n=55**

| Day of the week | Average number of minutes per week | Base number of respondents |
|-----------------|------------------------------------|----------------------------|
| Monday          | 42.1                               | 51                         |
| Tuesday         | 42.1                               | 50                         |
| Wednesday       | 48.1                               | 48                         |
| Thursday        | 46.2                               | 48                         |
| Friday          | 46.0                               | 44                         |
| Saturday        | 62.0                               | 55                         |
| Sunday          | 62.5                               | 44                         |

But on average, most cyclists cycle under ten minutes per day. Cyclists in Clifton and Inglewood were more likely to cycle for longer periods, while residents in Waitara cycled an average of five minutes (note base numbers were small).

**Figure 14-3 Average minutes per day cycling (n=80)**





## 14.6 COVID-19 Economic Recovery Responses

### 14.6.1 Awareness of Measures to Help the District Recover Economically from COVID-19

Residents were asked if they were aware of any measures that the Council has taken to help the District recover economically from COVID-19. Most residents (69%) were unaware of any measures.

**Table 14-8 Awareness of economic recovery measures**

|              | %    | Number of respondents |
|--------------|------|-----------------------|
| Yes          | 21%  | 111                   |
| No           | 69%  | 358                   |
| Don't know   | 9%   | 49                    |
| <b>Total</b> | 100% | 518                   |

There were no significant differences in awareness levels in any demographics, although Clifton residents had the lowest levels of awareness. Ratepayers were only slightly more aware, as were younger age groups and those on lower incomes (less than \$30,000 per year).



Those residents aware of COVID-19 recovery measures were asked to comment about the measures they knew.

About one in five (18%) residents were not able to identify any measures. Financial assistance and free parking were the most common responses (note base numbers were small).

**Table 14-9 Economic Recovery Measurements**

|                                | %    | Number of respondents |
|--------------------------------|------|-----------------------|
| Financial assistance           | 14%  | 16                    |
| Free parking                   | 11%  | 12                    |
| Rate's rebate                  | 8%   | 9                     |
| General help for businesses    | 7%   | 8                     |
| Covid 19 measures/ information | 6%   | 7                     |
| Initiatives                    | 6%   | 7                     |
| Venture Taranaki               | 5%   | 6                     |
| Promoting the area/ businesses | 5%   | 6                     |
| Support for the community      | 5%   | 6                     |
| Health and Safety              | 5%   | 5                     |
| Supporting education           | 4%   | 4                     |
| Discounts on consents          | 3%   | 3                     |
| Recovery plans                 | 3%   | 3                     |
| Other                          | 5%   | 5                     |
| Don't know                     | 18%  | 20                    |
| Total                          | 100% | 111                   |



Residents aware of recovery measures were also asked if they were satisfied with the Council's response, and the majority (86%) were satisfied.

**Table 14-10 Satisfaction with Council's economic recovery measures to COVID-19**

|            | %    | n   |
|------------|------|-----|
| Yes        | 86%  | 96  |
| No         | 8%   | 9   |
| Don't know | 5%   | 6   |
| Total      | 100% | 111 |

Residents who were unaware of the Council's recovery response were asked if they had heard of the decreased licence fees or increasing the home energy scheme instigated by the Council. Just under three-quarters (74%) had not heard of either initiative.

**Table 14-11 Awareness of prompted economic recovery initiatives to COVID-19.**

|            | %    | n   |
|------------|------|-----|
| Yes        | 21%  | 84  |
| No         | 74%  | 303 |
| Don't know | 5%   | 20  |
| Total      | 100% | 407 |

Of the n=84 residents who were aware of the prompted social recovery initiatives (decreased licencing fees or the home energy scheme), most (81%) were satisfied with these measures.



Section 15

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# APPENDIX



## 15.1 Who Took Part?

|   | Total District |     | Area         |           |         |         |         |
|---|----------------|-----|--------------|-----------|---------|---------|---------|
|   | (%)            | (n) | New Plymouth | Inglewood | Clifton | Kaitake | Waitara |
| <b>Gender</b>                             |                |     |              |           |         |         |         |
| Male                                      | 44%            | 226 | 42%          | 53%       | 30%     | 57%     | 43%     |
| Female                                    | 56%            | 292 | 58%          | 47%       | 70%     | 43%     | 57%     |
| Gender diverse                            | 0%             | 0   | 0%           | 0%        | 0%      | 0%      | 0%      |
| <b>Age</b>                                |                |     |              |           |         |         |         |
| 18-34 years                               | 18%            | 92  | 20%          | 10%       | 10%     | 14%     | 12%     |
| 35-44 years                               | 21%            | 110 | 20%          | 33%       | 25%     | 19%     | 20%     |
| 45-54 years                               | 19%            | 98  | 21%          | 10%       | 20%     | 10%     | 16%     |
| 55-64 years                               | 17%            | 86  | 16%          | 25%       | 15%     | 19%     | 14%     |
| 65-74 years                               | 19%            | 98  | 17%          | 20%       | 15%     | 33%     | 29%     |
| 75 years and over                         | 6%             | 33  | 6%           | 2%        | 15%     | 0%      | 10%     |
| Refused                                   | 0%             | 1   | 0%           | 0%        | 0%      | 5%      | 0%      |
| <b>Ethnicity</b>                          |                |     |              |           |         |         |         |
| New Zealand European                      | 85%            | 439 | 85%          | 92%       | 80%     | 86%     | 78%     |
| Māori                                     | 13%            | 69  | 13%          | 6%        | 20%     | 5%      | 27%     |
| Pasifika                                  | 1%             | 3   | 1%           | 0%        | 0%      | 0%      | 0%      |
| Asian                                     | 4%             | 21  | 5%           | 2%        | 0%      | 0%      | 2%      |
| MELAA                                     | 1%             | 4   | 1%           | 0%        | 0%      | 0%      | 0%      |
| Other                                     | 4%             | 23  | 4%           | 4%        | 5%      | 10%     | 4%      |
| <b>Total Household income (per annum)</b> |                |     |              |           |         |         |         |
| < \$30,000                                | 13%            | 67  | 12%          | 10%       | 10%     | 14%     | 22%     |
| \$30,000 to \$60,000                      | 24%            | 123 | 24%          | 27%       | 15%     | 5%      | 27%     |
| >\$60,000 to \$100,000                    | 24%            | 126 | 25%          | 25%       | 30%     | 14%     | 20%     |
| >\$100,000                                | 29%            | 152 | 29%          | 29%       | 40%     | 33%     | 24%     |
| Don't know/refused                        | 9%             | 50  | 9%           | 8%        | 5%      | 33%     | 8%      |
| <b>Household size</b>                     |                |     |              |           |         |         |         |
| 1-2 persons per household                 | 52%            | 269 | 51%          | 47%       | 55%     | 67%     | 55%     |
| 3 or more persons per household           | 48%            | 248 | 49%          | 53%       | 45%     | 33%     | 45%     |





|  | Total District | Total District | Area |     |     |     |     |
|--|----------------|----------------|------|-----|-----|-----|-----|
| Refused                                | 0%             | 1              | 0%   | 0%  | 0%  | 0%  | 0%  |
| <b>Length of residence in District</b> |                |                |      |     |     |     |     |
| 10 years or less                       | 24%            | 126            | 27%  | 14% | 25% | 14% | 20% |
| More than 10 years                     | 75%            | 389            | 73%  | 84% | 75% | 81% | 80% |
| Unsure/Refused                         | 0%             | 3              | 0%   | 2%  | 0%  | 5%  | 0%  |
| <b>Ratepayer status</b>                |                |                |      |     |     |     |     |
| Yes                                    | 79%            | 410            | 77%  | 88% | 95% | 81% | 80% |
| No                                     | 7%             | 36             | 7%   | 4%  | 5%  | 10% | 8%  |
| Renting                                | 13%            | 65             | 15%  | 4%  | 0%  | 5%  | 12% |
| Don't know                             | 1%             | 7              | 1%   | 4%  | 0%  | 5%  | 0%  |



## 15.2 Rates Spending Priority Summary

|  | More | About the same | Less | Don't know |
|--|------|----------------|------|------------|
| The availability of car parking in the District  | 57%  | 37%            | 5%   | 2%         |
| The overall quality of roads   | 43%  | 52%            | 3%   | 2%         |
| District planning, control of building consents, subdivision, and development                          | 34%  | 46%            | 11%  | 8%         |
| The quality and safety of footpaths  | 34%  | 63%            | 2%   | 1%         |
| Assistance and support to community groups   | 32%  | 56%            | 7%   | 5%         |
| The ability to drive around the District quickly, easily, and safely                                   | 31%  | 64%            | 3%   | 3%         |
| Economic Development, such as promotion of the District, including tourism and support for the economy | 30%  | 56%            | 10%  | 4%         |
| The quality of public toilets  | 30%  | 65%            | 3%   | 3%         |
| Water supply   | 29%  | 61%            | 3%   | 6%         |
| The maintenance of the quality of the living environment, including litter control                     | 29%  | 65%            | 3%   | 3%         |
| The sewerage system  | 25%  | 62%            | 3%   | 10%        |
| The quality and safety of the cycle network  | 23%  | 61%            | 10%  | 5%         |
| Stormwater services excluding flood protection   | 22%  | 65%            | 2%   | 10%        |
| Flood protection   | 22%  | 64%            | 3%   | 11%        |
| The quality of parks and reserves, including the Coastal Walkway and Pukekura Park                     | 20%  | 75%            | 4%   | 2%         |
| The quality of sports parks  | 19%  | 67%            | 10%  | 4%         |
| Kerbside rubbish and recyclables collection  | 18%  | 74%            | 5%   | 3%         |
| Access to the natural environment, including the rivers, lakes, the mountain, and the coast            | 18%  | 76%            | 5%   | 1%         |
| The quality of playgrounds   | 17%  | 74%            | 5%   | 4%         |
| The quality of urban landscapes and streets  | 17%  | 73%            | 7%   | 3%         |
| Swimming facilities  | 16%  | 75%            | 6%   | 3%         |
| The quality of Council's events  | 13%  | 67%            | 14%  | 6%         |
| The quality of Council's event venues  | 13%  | 69%            | 14%  | 4%         |
| Animal control activities  | 11%  | 70%            | 10%  | 8%         |
| The library at Puke Ariki  | 10%  | 76%            | 9%   | 4%         |
| Community libraries, other than the Puke Ariki library   | 10%  | 69%            | 9%   | 12%        |
| The Museum at Puke Ariki   | 9%   | 74%            | 13%  | 4%         |
| The airport  | 4%   | 69%            | 22%  | 5%         |
| Govett-Brewster Art Gallery/Len Lye Centre   | 4%   | 43%            | 46%  | 7%         |
| The Visitor Information Centre at Puke Ariki   | 3%   | 74%            | 16%  | 8%         |



### 15.3 Benchmarking

Comparisons between results recorded by Councils in similar areas are provided to add context to results. When viewing the results, there are a number of factors to bear in mind that may influence recorded results:

1. Councils in this group were identified as being similar in terms of some key identifiers: split of urban/rural residential areas, the significance of rural industry, and broad demographic profile. The districts are very different in other areas that may impact results.
2. Sample sizes and data collection methods differ between Councils.
3. Question-wording and response scales differ between Councils.

Response scales have been combined for comparison as follows. Blue cells show responses that have been deemed to represent a 'Satisfied' respondent.

| Napier               | Palmerston North     | Nelson                | New Plymouth          |
|----------------------|----------------------|-----------------------|-----------------------|
| 1- Very dissatisfied | 1- Very dissatisfied | 1 - Very dissatisfied | 1- Not very satisfied |
| 2- Very dissatisfied | 2- Very dissatisfied | 2 - Dissatisfied      |                       |
| 3- Dissatisfied      | 3- Dissatisfied      |                       |                       |
| 4- Dissatisfied      | 4- Dissatisfied      |                       |                       |
| 5 - Neutral          | 5 - Neutral          |                       |                       |
| 6- Satisfied         | 6- Neutral           |                       |                       |
| 7- Satisfied         | 7- Satisfied         |                       |                       |
| 8- Satisfied         | 8- Satisfied         | 3 - Neutral           |                       |
| 9- Very satisfied    | 9- Very satisfied    | 4 - Satisfied         | 2 - Fairly satisfied  |
| 10- Very satisfied   | 10- Very satisfied   | 5 - Very satisfied    | 3 -Very satisfied     |



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Research First Ltd  
Level 1, 23 Carlyle Street  
Sydenham, Christchurch 8023  
New Zealand  
0800 101 275  
[www.researchfirst.co.nz](http://www.researchfirst.co.nz)

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