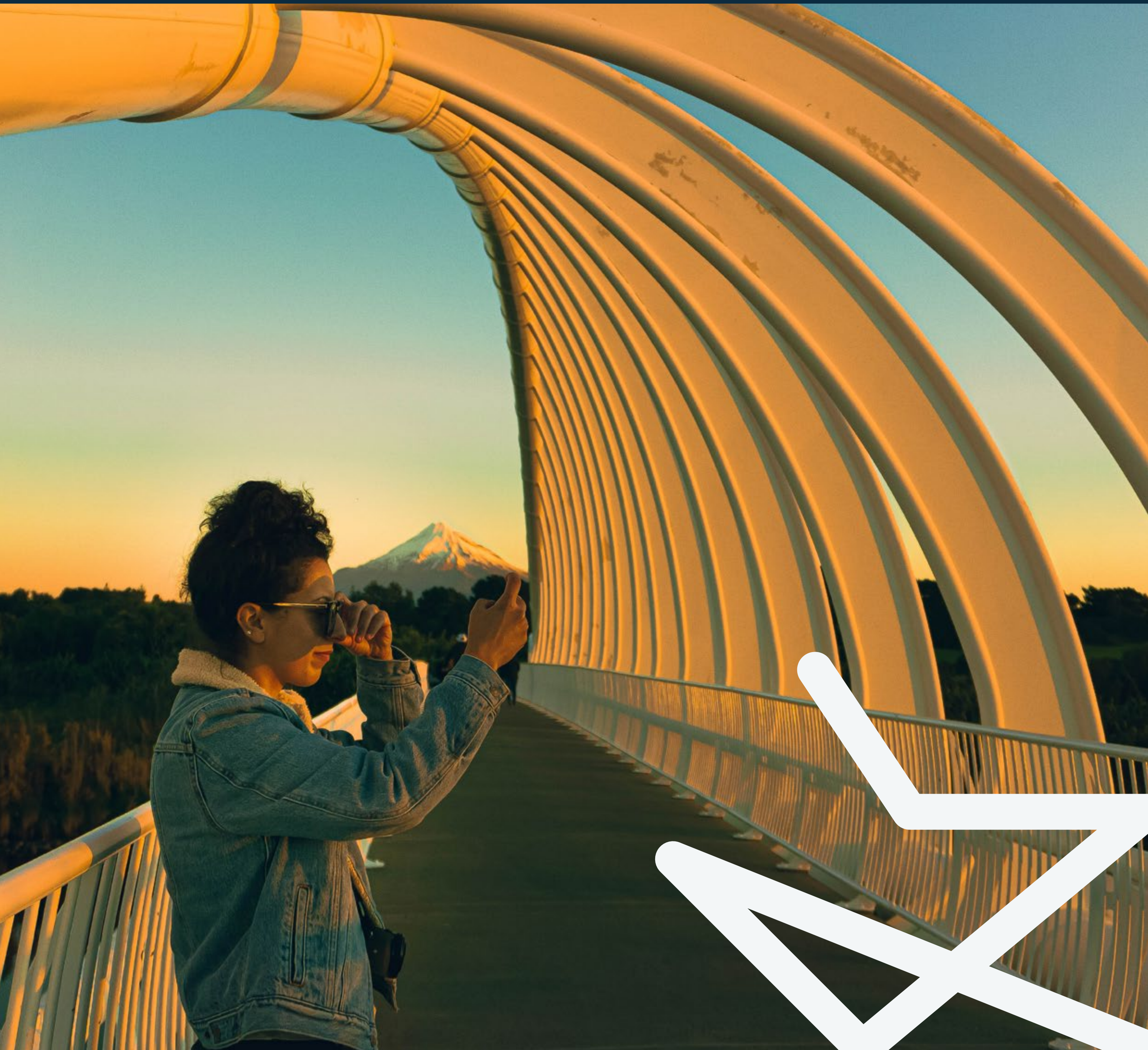
New Plymouth District Council

# EARLY ENGAGEMENT WITH RESIDENTS ON NPDC'S LONG-TERM PLAN 2024-2034

August 2023



# Contents

Section 1

# Executive Summary

NPDC asked residents to have their say on proposals for the council's 10-year work programme, known as the Long-Term Plan 2024-2034 (LTP2024). Feedback was sought through two survey channels:

- Representative survey: A random sampling telephone and online survey of residents aged 18+, designed to reflect the district's population in terms of age, gender, location and ethnicity in accordance with Statistics NZ Census 2018 data. This comprised three short surveys over a six-week period. Respondents were re-sampled during the survey campaign, and top-up samples used to cover those who dropped out.
- Open submissions: A open online survey shared through NPDC communication channels, media and the NPDC's People's Panel. This was run as a single survey.

Participants were asked for their views on five specific areas ("chapters"), with an open option to provide their own thoughts on any issues they considered important. The five chapters were:

- Wild weather: Preparing for wild weather events.
- Housing: Should NPDC should play a bigger role in housing?
- Economy: Keeping Taranaki's economy pumping.
- Rates: Keeping rates affordable.
- The Hub: Changing the game plan on the Hub.

We received 5,448 responses in total: 1,262 for the representative survey and 4,186 open submissions.

Keeping rates affordable and avoiding double-digit increases were the most important and biggest concern for both survey groups.

The Hub rated least important with 30% and 24% support from representative sample and open submissions, respectively.

For both survey groups, housing was of the least concern at 47%. But there was a mixed response in other areas, with the representative sample being more concerned about weather (70%) than The Hub (66%) or the economy (57%), while the open submission being most concerned about The Hub (78%), over weather (60%) and the economy (55%).

When asked what we should support, the representative survey favoured setting aside more money to help with more frequent weather-related clean-ups (68%) and setting up a housing trust (68%). From the open submissions, the most support was for reviewing the project scope of The Hub (70 %). The lowest for both survey groups was reducing service levels to reduce rates.

However, when asked about willingness to pay for this support, all proposed activities had a lower level of acceptance, with majority of responses saying they would not be willing to pay any additional rates. However, just over half of the representative survey (52%) would be prepared to accept some increase in rates to pay for better preparation for wild weather events.

Section 2

# About this research

## Research context

Feedback from residents of the district has been sought by New Plymouth District Council (NPDC) in each of the following areas ('chapters'):

- Wild weather
- Whether NPDC should play a bigger role in housing
- Keeping Taranaki's economy pumping
- The game plan for the Hub
- Keeping rates affordable

The key objective of this research is to provide feedback from residents to enable their views and preferences to be taken into account in future NPDC decision-making regarding the Long-Term Plan 2024-2034 ('LTP2024').

## Research design

Resident feedback was sought via a six-week survey campaign commencing on 31st May 2023. A mixed-method quantitative consultation process was designed to ensure breadth of public engagement:

1. A survey representative of the residents of the district aged 18 years and older on age, gender, ethnicity and location.
2. An open submission via a digital public access open link survey.

### THE REPRESENTATIVE SURVEY

This was administered in 3 short surveys, each covering two key themes, over a six-week period. This was conducted as both a random sampling telephone survey (CATI) and an online survey (WAPI). Respondents were resampled over the six-week period, but top-up samples were used to cover survey fallout.

The maximum sample size per survey over this six-week period was n=435. Overall, the representative survey results have a margin of error of +/- 4.7 percent at the 95 percent confidence level. This means that if 50 percent of respondents stated they were concerned about a double-digit rates increase, we could be 95 percent sure that 45.3 percent and 54.7 percent of the entire population also feel this way.

### THE OPEN PUBLIC SUBMISSION SURVEY

A digital open link survey was open to the public and shared through community and Council communications, media and the NPDC's People's Panel. The survey was delivered as a single survey, which was open for the same six-week period as the representative survey.

The table below details survey completion rates by survey channel.

**Table 1. Survey responses**

| Survey responses | Responses |
|---|---|
| Representative survey | 1,262 |
| Open submissions | 4,186 |
| Total responses | 5,448 |

## Sample Composition: Representative Sample

The achieved sample was representative of the New Plymouth District regarding age, gender, location and ethnicity in accordance with Statistics NZ census 2018 data.

**Table 2. Sample composition – Representative sample n=1,262**

| | | % of respondents | Number of respondents |
|---|---|---|---|
| **Area** | New Plymouth City | 61% | 766 |
| | Puketapu Bell Block + Waitara | 20% | 253 |
| | Clifton + Inglewood | 15% | 193 |
| | Kaitake | 4% | 50 |
| **Age** | 18-44 | 34% | 425 |
| | 45-64 | 42% | 536 |
| | 65+ | 23% | 284 |
| | Prefer not to say | 1% | 17 |
| **Gender** | Male | 46% | 586 |
| | Female | 51% | 644 |
| | Another gender | 0% | 3 |
| | Prefer not to say | 2% | 29 |
| **Ethnicity** | NZ European | 79% | 998 |
| | Māori | 15% | 189 |
| | Pacific Peoples | 1% | 18 |
| | Asian | 5% | 57 |
| | Middle Eastern / Latin American / African | 1% | 13 |
| | Other ethnicity | 1% | 10 |
| | Other European | 3% | 39 |
| | Non-NZ Euro / Māori | 10% | 131 |
| | Prefer not to say | 5% | 57 |

## Sample Composition: Open submissions

**Table 3. Sample composition – Open sample n=4,186**

| | | % of respondents | Number of respondents |
|---|---|---|---|
| **Area** | New Plymouth City | 66% | 2,709 |
| | Puketapu Bell Block + Waitara | 17% | 695 |
| | Clifton + Inglewood | 12% | 487 |
| | Kaitake | 5% | 219 |
| **Age** | 15-44 | 39% | 1,617 |
| | 45-64 | 34% | 1,426 |
| | 65+ | 24% | 1,022 |
| | Prefer not to say | 3% | 117 |
| **Gender** | Male | 39% | 1,647 |
| | Female | 55% | 2,282 |
| | Another gender | 0% | 10 |
| | Prefer not to say | 6% | 242 |
| **Ethnicity** | NZ European | 82% | 3,418 |
| | Māori | 11% | 463 |
| | Pacific Peoples | 1% | 46 |
| | Asian | 2% | 78 |
| | Middle Eastern / Latin American / African | 1% | 44 |
| | Other ethnicity | 1% | 29 |
| | Other European | 3% | 112 |
| | Non-NZ Euro / Māori | 7% | 288 |
| | Prefer not to say | 9% | 385 |

The table below details the significant differences in sample composition that were observed between the representative survey and the open submission survey. As we can see from this analysis, there are numerous demographic skews in the open submission survey. Therefore, for this report, the representative survey will provide the primary reference point for findings as this most accurately represents the voice of the residents of the district.

**Table 4. Sample composition differences**

| | | Representative survey | Open submission |
|---|---|---|---|
| **Area** | New Plymouth City | 61% | 66% |
| | Puketapu Bell Block + Waitara | 20% | 17% |
| | Clifton + Inglewood | 15% | 12% |
| | Kaitake | 4% | 5% |
| **Age** | 18-44 | 34% | 39% |
| | 45-64 | 42% | 34% |
| | 65+ | 23% | 24% |
| | Prefer not to say | 1% | 3% |
| **Gender** | Male | 46% | 39% |
| | Female | 51% | 55% |
| | Another gender | 0% | 0% |
| | Prefer not to say | 2% | 6% |
| **Ethnicity** | NZ European | 79% | 82% |
| | Māori | 15% | 11% |
| | Pacific Peoples | 1% | 1% |
| | Asian | 5% | 2% |
| | Middle Eastern / Latin American / African | 1% | 1% |
| | Other ethnicity | 1% | 1% |
| | Other European | 3% | 3% |
| | Non-NZ Euro / Māori | 10% | 7% |
| | Prefer not to say | 5% | 9% |
| **Ratepayer** | Yes | 77% | 90% |
| | No | 8% | 2% |
| | Renting | 12% | 7% |

## Notes on analysis

- Unless specified, all analysis excludes "Don't know" responses.
- Grouped percentages may not add up to 100% due to rounding.
- Significance testing has been conducted between the participants in the representative and open submission surveys. Significance testing is to a 95% confidence level:
  - XX% denotes significantly higher differences.
  - XX% denotes significantly lower differences.

The distribution of the total response in the report is skewed towards the Open Submission sample. This skew is primarily driven by the considerably larger number of responses obtained from the Open Submission group when compared to the representative sample.

It is essential to prioritise the findings presented from the representative sample for a more accurate representation of the populations perceptions and opinions.

Section 3

# Key Findings

## Importance

Residents within the representative sample and the open submissions were shown to be in agreement as to the importance of the areas under consideration – keeping rates affordable was a major priority for all, along with future-proofing for future weather events. NPDC's role in supporting the economy and housing the district population was secondary, with the Hub of lowest importance overall. Residents within the representative sample have significantly stronger conviction of the importance of most of these areas.

% Very high importance or high importance

| Most Important | Detailed measure | Representative survey | Open Submissions | Total |
|---|---|---|---|---|
| Rates | Keeping rates affordable | 91% | 88% | 88% |
| Weather | Future proofing infrastructure to prepare for wild weather protection | 84% | 77% | 78% |
| Economy | NPDC's role in supporting the district's economy | 65% | 57% | 58% |
| Housing | NPDC to play a role in housing our population | 57% | 39% | 41% |
| The Hub | Importance of the multi-purpose hub to individual | 30% | 24% | 24% |

## Concern

In line with the perceived importance of keeping rates affordable, unsurprisingly, double-digit rates rises were the major concern for the representative sample and the open submissions. However, other areas of concern differed between residents and the opinions of those in the open submission survey. For residents within the representative sample, there needs to be more to separate concern about the impact of weather events, the future of the economy and the rising build costs for the Hub. However, the revised cost estimates for the Hub are a key secondary concern for the public. For both groups, the state of housing in the district is the area of lowest concern.

% Very concerned or concerned

| Most concern | Detailed measure | Representative survey | Open Submissions | Total |
|---|---|---|---|---|
| Rates | Double-digit rate rises | 91% | 87% | 88% |
| Weather | Impact of wild weather events on residents | 70% | 60% | 61% |
| Economy | The future of the economy as we transition to a greener future | 67% | 55% | 56% |
| The Hub | Revised cost estimate of $91 – $110 million for the Hub | 66% | 78% | 77% |
| Housing | State of housing in the district | 57% | 46% | 47% |

## Support

Residents from the representative sample have the strongest levels of support for setting aside a fund as a contingency for more frequent weather-related clean-ups and setting up a Housing Trust. However, for the open submissions, who were shown to have high levels of concern about the rising cost estimates for the Hub, support is strongest for reviewing project scope to lower the cost of the Hub build. For the representative sample and open submissions alike, support is lowest for both rates-related initiatives (i.e. a reduction in the programme of works and level of services provided).

% Very supportive or supportive

| Most Support | Detailed measure | Representative survey | Open Submissions | Total |
|---|---|---|---|---|
| Weather | Setting aside more money to keep a fund to help with more frequent weather-related clean-ups | 68% | 62% | 63% |
| Housing | Setting up a Housing Trust so housing for the elderly tenants can access Central Govt rent subsidies and funds | 68% | 58% | 59% |
| The Hub (Scope) | Reviewing project scope to lower cost | 61% | 70% | 70% |
| Economy | Investing in economy to grow diversification, jobs and investment into the region and support historical levels of GDP | 61% | 54% | 55% |
| The Hub (Phasing) | Reviewing which part of the Hub to build first | 49% | 59% | 58% |
| Rates (works reduction) | Reducing programme of works and other projects (multi-million) | 49% | 53% | 53% |
| Rates (service reduction) | Reducing level of services e.g. shorter opening hours at pools and libraries | 36% | 39% | 39% |

## Willingness to pay increased rates

Just over half of the representative survey (52 percent) would be prepared to accept some increase in rates to pay for better preparation for wild weather events. All other proposed activities had lower levels of acceptance, with the majority of residents saying they would not be willing to pay any additional rates. However, there was stronger acceptance for residents to invest in housing options and pay for the Hub than seen among the open submissions.

| Willingness for any increase in rates | Detailed measure | % willing to pay any increase in rates (large, medium or small): Representative survey | Open Submissions | Total |
|---|---|---|---|---|
| Weather | To be better prepared for wild weather | 52% | 49% | 49% |
| Rates | To keep levels of services and programme of works the same | 43% | 45% | 45% |
| Housing | To invest more in other options to increase our role in housing | 43% | 34% | 34% |
| Economy | To support the resilience of the Taranaki economy | 40% | 40% | 40% |
| The Hub | To pay for the Hub | 39% | 32% | 32% |

## Survey learnings

Background: In mid-2020, Research First conducted an 11-week campaign to gather input from New Plymouth residents on ten TYP topics. Each topic took about 5 minutes to complete. In contrast, the 2023 consultation involved a single public submission survey that took an average of 10 minutes to complete and three separate surveys for the representative sample, each taking 5 minutes.

**Effectiveness:**

- Both the 2020 and 2023 campaigns successfully engaged the New Plymouth public.
- The 2023 consultation was more time-efficient, leading to:
  - Improved sampling efficiency.
  - Reduced time demands on respondents.
  - A shorter overall consultation period (an average of 10 minutes per respondent in 2023 versus 50 minutes in 2020).
  - A shorter reporting phase.
- In 2023, the single public submission survey covered all topics, unlike in 2020, when respondents could select specific topics. This change had notable implications:
  - In 2020, topics like the multisport hub attracted more responses from highly interested individuals, potentially biasing the results.
  - In 2023, there were more responses per topic compared to 2020 (with 4131 responses per topic in 2023 compared to 770 in 2020).

**Successes:**

- In 2023, the public submission and representative surveys were efficiently completed without overwhelming the participants.
  - This aspect is particularly important for the representative sample, as frequent contact may lead to participant withdrawal, especially over a long consultation period.

**Areas for Improvement:**

- The timelines for the 2023 public submission survey component were very tight.
  - To ensure a robust process, including question formulation, peer review, survey scripting, and testing, a minimum lead-in time should be three weeks after project sign-off.
  - The reporting phase should allocate four weeks for analysis, reporting, peer review, and publication tasks.

Section 4

# Detailed Findings

# Wild Weather!

## Importance

Residents within the representative survey have a strong viewpoint on the importance of future-proofing the district's infrastructure for wild weather events, an area that is secondary only to keeping rates affordable. The importance of this action is shared across all demographic representatives, but it is felt particularly strongly by females, the vast majority of whom (92 percent) see it as of very high or high importance.

> *Thinking about over the next decade, how important is future-proofing our infrastructure (e.g. roads, water networks and buildings) to prepare for wild weather protection?*

**Table 5. Importance of future-proofing our infrastructure**

| | Total | Representative sample | Open submission |
|---|---|---|---|
| Very low importance | 2% | 1% | 2% |
| Low importance | 5% | 5% | 5% |
| Neutral | 15% | 10% | 15% |
| High importance | 49% | 54% | 48% |
| Very high importance | 29% | 31% | 29% |
| Total importance | 78% | 84% | 77% |
| Base n | 4,617 | 431 | 4,186 |

**Table 6. Importance by demographic breakdown (representative sample)**

| | | Very low importance | Low importance | Neutral | High importance | Very high importance | Total importance | N |
|---|---|---|---|---|---|---|---|---|
| **Area** | New Plymouth City | No significant differences by Area | | | | | | 279 |
| | Puketapu Bell Block + Waitara | | | | | | | 75 |
| | Clifton + Inglewood | | | | | | | 60 |
| | Kaitake | | | | | | | 17 |
| **Age** | 18-44 | 1% | 4% | 13% | 53% | 30% | 82% | 158 |
| | 45-64 | 1% | 5% | 9% | 54% | 32% | 86% | 175 |
| | 65+ | 1% | 6% | 6% | 56% | 31% | 88% | 89 |
| | Prefer not to say | 11% | 22% | 0% | 44% | 22% | 67% | 9 |
| **Gender** | Male | 2% | 8% | 12% | 52% | 27% | 78% | 198 |
| | Female | 0% | 1% | 7% | 57% | 35% | 92% | 221 |
| | Another gender | 0% | 0% | 0% | 0% | 100% | 100% | 1 |
| | Prefer not to say | 9% | 18% | 27% | 27% | 18% | 45% | 11 |
| **Ethnicity** | NZ European | No significant differences by ethnicity | | | | | | 348 |
| | Māori | | | | | | | 70 |
| | Pacific Peoples | | | | | | | 5 |
| | Asian | | | | | | | 16 |
| | Middle Eastern / Latin American / African | | | | | | | 6 |
| | Other ethnicity | | | | | | | 3 |
| | Other European | | | | | | | 12 |
| | Non-NZ Euro / Māori | | | | | | | 40 |
| | Prefer not to say | | | | | | | 18 |
| **Ratepayer** | Yes | No significant differences by ratepayer status | | | | | | 313 |
| | No | | | | | | | 31 |
| | Renting | | | | | | | 74 |
| **Total** | | 1% | 5% | 10% | 54% | 31% | 84% | 431 |

## Concern

As well as being an issue of great importance, the impact of weather events on representative residents is also a key concern. In line with the high levels of importance attributed to the matter, females show the greatest level of concern. Asian members of the community are also particularly concerned.

> ***How concerned are you with the impact of wild weather events on our residents?***

**Table 7. Concern about the impact of wild weather events**

| | Total | Representative sample | Open submission |
|---|---|---|---|
| **Not concerned at all** | 4% | 1% | 4% |
| **Unconcerned** | 9% | 7% | 9% |
| **Neutral** | 26% | 22% | 27% |
| **Concerned** | 47% | 51% | 47% |
| **Very concerned** | 14% | 19% | 14% |
| **Total concern** | 61% | 70% | 60% |
| **Base n** | 4617 | 431 | 4,186 |

**Table 8. Concern by demographic breakdown (representative sample)**

| | | Not concerned at all | Unconcerned | Neutral | Concerned | Very concerned | Total concern | N |
|---|---|---|---|---|---|---|---|---|
| **Area** | New Plymouth City | No significant differences by Area | | | | | | 279 |
| | Puketapu Bell Block + Waitara | | | | | | | 75 |
| | Clifton + Inglewood | | | | | | | 60 |
| | Kaitake | | | | | | | 17 |
| **Age** | 18-44 | No significant differences by age | | | | | | 158 |
| | 45-64 | | | | | | | 175 |
| | 65+ | | | | | | | 89 |
| | Prefer not to say | | | | | | | 9 |
| **Gender** | Male | 2% | 12% | 28% | 45% | 13% | 58% | 198 |
| | Female | 0% | 2% | 16% | 57% | 24% | 81% | 221 |
| | Another gender | 0% | 0% | 0% | 0% | 100% | 100% | 1 |
| | Prefer not to say | 9% | 18% | 36% | 36% | 0% | 36% | 11 |
| **Ethnicity** | NZ European | 1% | 7% | 22% | 53% | 18% | 70% | 348 |
| | Māori | 0% | 6% | 19% | 51% | 24% | 76% | 70 |
| | Pacific Peoples | 0% | 0% | 20% | 60% | 20% | 80% | 5 |
| | Asian | 0% | 0% | 25% | 19% | 56% | 75% | 16 |
| | Middle Eastern / Latin American / African | 0% | 0% | 67% | 33% | 0% | 33% | 6 |
| | Other ethnicity | 0% | 0% | 0% | 100% | 0% | 100% | 3 |
| | Other European | 0% | 8% | 8% | 58% | 25% | 83% | 12 |
| | Non-NZ Euro / Māori | 0% | 3% | 25% | 40% | 33% | 73% | 40 |
| | Prefer not to say | 6% | 11% | 28% | 50% | 6% | 56% | 18 |
| **Ratepayer** | Yes | No significant differences by ratepayer status | | | | | | 313 |
| | No | | | | | | | 31 |
| | Renting | | | | | | | 74 |
| **Total** | | 1% | 7% | 22% | 51% | 19% | 70% | 431 |

## Support

Whilst the setting up of a fund to mitigate the costs of future weather-related clean-ups is widely supported by all residents, unsurprisingly, this support is strongest among females, who have particularly high levels of concern. Those residents who are renting in the district also voice strong levels of support for the initiative.

> ***How supportive are you of NPDC setting aside money to keep a fund for a 'rainy day' to help with the more frequent weather-related clean-ups?***

**Table 9. Support towards NPDC setting money aside**

| | Total | Representative sample | Open submission |
|---|---|---|---|
| **Very unsupportive** | 5% | 4% | 5% |
| **Unsupportive** | 11% | 8% | 11% |
| **Neutral** | 21% | 20% | 22% |
| **Supportive** | 50% | 51% | 50% |
| **Very supportive** | 13% | 17% | 12% |
| **Total support** | 63% | 68% | 62% |
| **Base n** | 4615 | 431 | 4,184 |

**Table 10. Support by demographic breakdown (representative sample)**

| | | Very unsupportive | Unsupportive | Neutral | Supportive | Very supportive | Total support | n |
|---|---|---|---|---|---|---|---|---|
| **Area** | New Plymouth City | No significant differences by Area | | | | | | 279 |
| | Puketapu Bell Block + Waitara | | | | | | | 75 |
| | Clifton + Inglewood | | | | | | | 60 |
| | Kaitake | | | | | | | 17 |
| **Age** | 18-44 | 3% | 6% | 16% | 59% | 16% | 75% | 158 |
| | 45-64 | 4% | 8% | 24% | 49% | 15% | 64% | 175 |
| | 65+ | 3% | 12% | 19% | 44% | 21% | 65% | 89 |
| | Prefer not to say | 33% | 11% | 11% | 44% | 0% | 44% | 9 |
| **Gender** | Male | 7% | 13% | 23% | 43% | 15% | 58% | 198 |
| | Female | 0% | 4% | 18% | 59% | 19% | 78% | 221 |
| | Another gender | 0% | 0% | 0% | 100% | 0% | 100% | 1 |
| | Prefer not to say | 27% | 18% | 18% | 36% | 0% | 36% | 11 |
| **Ethnicity** | NZ European | No significant differences by ethnicity | | | | | | 348 |
| | Maori | | | | | | | 70 |
| | Pacific Peoples | | | | | | | 5 |
| | Asian | | | | | | | 16 |
| | Middle Eastern / Latin American / African | | | | | | | 6 |
| | Other ethnicity | | | | | | | 3 |
| | Other European | | | | | | | 12 |
| | Non-NZ Euro / Maori | | | | | | | 40 |
| | Prefer not to say | | | | | | | 18 |
| **Ratepayer** | Yes | 4% | 11% | 21% | 51% | 13% | 64% | 313 |
| | No | 0% | 0% | 23% | 55% | 23% | 77% | 31 |
| | Renting | 4% | 1% | 11% | 53% | 31% | 84% | 74 |
| **Total** | | 4% | 8% | 20% | 51% | 17% | 66% | 431 |

## Willingness to pay increased rates

Although willingness to pay some increase in rates is evident, for most residents from the representative survey, willingness extends to a small rates increase, even amongst female residents who had the highest level of support for the setup of a contingency fund to help with weather-related clean-ups. Willingness to pay increased rates is highest among Asian residents, a group that was seen to have high levels of concern about the impact of weather-related events.

> ***How much money are you willing to pay to invest more to be better prepared for wild weather?***

**Table 11. Wild weather - Willingness to pay increased rates**

| | Total | Representative sample | Open submission |
|---|---|---|---|
| **No additional rates** | 51% | 48% | 51% |
| **Small rates increase** | 37% | 40% | 36% |
| **Medium rates increase** | 11% | 10% | 12% |
| **Large rates increase** | 1% | 2% | 1% |
| **Any rates increase** | 49% | 52% | 49% |
| **Base n** | 4,615 | 430 | 4,185 |

**Table 12. Wild Weather - Willingness to pay increased rates by demographic breakdown (representative sample)**

| | | No additional rates | Small rates increase | Medium rates increase | Large rates increase | Any rates increase | n |
|---|---|---|---|---|---|---|---|
| **Area** | New Plymouth City | No significant difference by Area | | | | | 279 |
| | Puketapu Bell Block + Waitara | | | | | | 75 |
| | Clifton + Inglewood | | | | | | 60 |
| | Kaitake | | | | | | 17 |
| **Age** | 18-44 | No significant differences by age | | | | | 157 |
| | 45-64 | | | | | | 175 |
| | 65+ | | | | | | 89 |
| | Prefer not to say | | | | | | 9 |
| **Gender** | Male | No significant differences by gender | | | | | 1970 |
| | Female | | | | | | 221 |
| | Another gender | | | | | | 1 |
| | Prefer not to say | | | | | | 11 |
| **Ethnicity** | NZ European | 47% | 41% | 10% | 1% | 53% | 347 |
| | Maori | 47% | 36% | 13% | 4% | 53% | 70 |
| | Pacific Peoples | 20% | 60% | 20% | 0% | 80% | 5 |
| | Asian | 19% | 50% | 19% | 13% | 81% | 16 |
| | Middle Eastern / Latin American / African | 50% | 33% | 17% | 0% | 50% | 6 |
| | Other ethnicity | 100% | 0% | 0% | 0% | 0% | 3 |
| | Other European | 33% | 58% | 8% | 0% | 67% | 12 |
| | Non-NZ Euro / Maori | 33% | 50% | 13% | 5% | 68% | 40 |
| | Prefer not to say | 78% | 22% | 0% | 0% | 22% | 18 |
| **Ratepayer** | Yes | No significant differences by ratepayer status | | | | | 313 |
| | No | | | | | | 31 |
| | Renting | | | | | | 74 |
| **Total** | | 48% | 40% | 10% | 2% | 52% | 431 |

## What is being said about Wild Weather?

Although respondents' opinions on Wild Weather preparation were varied, the common theme identified was linked to the need to improve the district's essential services. Opinions highlighted the importance of infrastructure resilience against extreme weather events and the need for improved community safety. In contrast, others discussed the perceived lack of preparation for these events by the Council.

The respondents discussed several solutions to improve the district's preparedness for extreme weather events in the future. These include prioritising infrastructure to withstand severe weather events, reducing emissions and transitioning to a greener future, enhancing emergency response and disaster management strategies, supporting community resilience, and prioritising core services while reducing unnecessary spending.

> “An initiative to ‘weather proof’ will result in more admin but no guarantees of ‘weather proof’. The Council should be maintaining existing infrastructure and upgrading for climate conditions”.

They emphasised the importance of proactive planning, investment in infrastructure, and sustainable practices and called for a comprehensive and coordinated approach involving government agencies, community organisations, and individuals.

> “It is the councils job to provide good roading and infrastructure that can withstand severe weather events. Building well-designed AND maintained infrastructure that will withstand a 100-year flood with only minor remediation work required”.

The sentiment of respondents towards paying increased rates for future wild weather events preparedness is mixed. Analysis revealed a range of diverse opinions, with some respondents expressing support for investing in infrastructure and preparing for weather events, while others expressed concerns about the financial burden of increased rates and suggested the need to prioritise other needs. This aligns with the findings identified previously, as just under half of residents (49 percent) would be prepared to accept some increase in rates to pay for better preparation for wild weather events while the other half (51 percent) would not accept any increase.

# Should NPDC play a bigger role in housing?

## Importance

The importance of NPDC taking a role in housing the district's population is more keenly felt by residents from the representative survey than those responding via the open submissions. For a quarter of residents, this is of very high importance, particularly those in the younger 18–44-year-old age bracket, the Māori community and unsurprisingly, those who are currently not homeowners and are renting their housing.

> ***Thinking about over the next decade, how important is it for the NPDC to play a role in housing our population?***

**Table 13. Importance for NPDC to play a role in housing**

| | Total | Representative sample | Open submission |
|---|---|---|---|
| Very low importance | 15% | 8% | 16% |
| Low importance | 19% | 13% | 19% |
| Neutral | 26% | 22% | 26% |
| High importance | 26% | 33% | 25% |
| Very high importance | 15% | 24% | 14% |
| Total importance | 41% | 57% | 39% |
| Base n | 4,615 | 430 | 4,185 |

**Table 14. Importance by demographic breakdown (representative sample)**

| | | Very low importance | Low importance | Neutral | High importance | Very high importance | Total importance | n |
|---|---|---|---|---|---|---|---|---|
| **Area** | New Plymouth City | No significant differences by Area | | | | | | 279 |
| | Puketapu Bell Block + Waitara | | | | | | | 75 |
| | Clifton + Inglewood | | | | | | | 60 |
| | Kaitake | | | | | | | 16 |
| **Age** | 18-44 | 7% | 6% | 23% | 30% | 34% | 64% | 158 |
| | 45-64 | 8% | 16% | 23% | 32% | 21% | 53% | 174 |
| | 65+ | 7% | 20% | 19% | 39% | 15% | 54% | 89 |
| | Prefer not to say | 22% | 11% | 33% | 22% | 11% | 33% | 9 |
| **Gender** | Male | 11% | 18% | 22% | 27% | 22% | 49% | 198 |
| | Female | 5% | 9% | 22% | 39% | 25% | 64% | 220 |
| | Another gender | 0% | 0% | 0% | 0% | 100% | 100% | 1 |
| | Prefer not to say | 9% | 9% | 36% | 18% | 27% | 45% | 11 |
| **Ethnicity** | NZ European | 8% | 14% | 21% | 34% | 23% | 57% | 347 |
| | Maori | 1% | 10% | 7% | 30% | 51% | 81% | 70 |
| | Pacific Peoples | 0% | 20% | 20% | 20% | 40% | 60% | 5 |
| | Asian | 0% | 13% | 38% | 31% | 19% | 50% | 16 |
| | Middle Eastern / Latin American / African | 0% | 17% | 50% | 17% | 17% | 33% | 6 |
| | Other ethnicity | 0% | 0% | 33% | 67% | 0% | 67% | 3 |
| | Other European | 8% | 8% | 17% | 42% | 25% | 67% | 12 |
| | Non-NZ Euro / Maori | 3% | 13% | 33% | 33% | 20% | 53% | 40 |
| | Prefer not to say | 22% | 6% | 39% | 28% | 6% | 33% | 18 |
| **Ratepayer** | Yes | 9% | 16% | 25% | 36% | 14% | 50% | 312 |
| | No | 0% | 13% | 19% | 19% | 48% | 68% | 31 |
| | Renting | 4% | 4% | 16% | 28% | 47% | 76% | 74 |
| **Total** | | 8% | 13% | 22% | 33% | 24% | 57% | 430 |

# Concern

In line with importance, concern about the state of housing in the district is more strongly felt by residents within the representative survey, echoing the importance attributed to the issue by the younger, Māori and non-homeowner residents.

> ***How concerned are you about the state of housing in our district?***

**Table 15. Concern about the state of housing**

| | Total | Representative sample | Open submission |
|---|---|---|---|
| **Not concerned at all** | 9% | 7% | 9% |
| **Unconcerned** | 14% | 7% | 15% |
| **Neutral** | 30% | 29% | 30% |
| **Concerned** | 30% | 34% | 30% |
| **Very concerned** | 17% | 23% | 16% |
| **Total concern** | 47% | 57% | 46% |
| **Base n** | 4,615 | 431 | 4,184 |

**Table 16. Concern by demographic breakdown (representative sample)**

| | | Not concerned at all | Unconcerned | Neutral | Concerned | Very concerned | Total concern | n |
|---|---|---|---|---|---|---|---|---|
| **Area** | New Plymouth City | No significant differences by Area | | | | | | 279 |
| | Puketapu Bell Block + Waitara | | | | | | | 75 |
| | Clifton + Inglewood | | | | | | | 60 |
| | Kaitake | | | | | | | 16 |
| **Age** | 18-44 | 6% | 4% | 27% | 33% | 30% | 63% | 158 |
| | 45-64 | 7% | 9% | 23% | 38% | 22% | 60% | 175 |
| | 65+ | 7% | 8% | 42% | 31% | 12% | 44% | 89 |
| | Prefer not to say | 11% | 11% | 56% | 22% | 0% | 22% | 9 |
| **Gender** | Male | 10% | 10% | 32% | 30% | 18% | 48% | 198 |
| | Female | 4% | 5% | 26% | 38% | 27% | 65% | 221 |
| | Another gender | 0% | 0% | 0% | 100% | 0% | 100% | 1 |
| | Prefer not to say | 9% | 9% | 36% | 27% | 18% | 45% | 11 |
| **Ethnicity** | NZ European | 7% | 8% | 28% | 36% | 21% | 57% | 348 |
| | Maori | 0% | 6% | 14% | 34% | 46% | 80% | 70 |
| | Pacific Peoples | 0% | 0% | 60% | 20% | 20% | 40% | 5 |
| | Asian | 6% | 6% | 50% | 13% | 25% | 38% | 16 |
| | Middle Eastern / Latin American / African | 0% | 0% | 67% | 0% | 33% | 33% | 6 |
| | Other ethnicity | 0% | 0% | 33% | 67% | 0% | 67% | 3 |
| | Other European | 8% | 8% | 42% | 17% | 25% | 42% | 12 |
| | Non-NZ Euro / Maori | 5% | 5% | 50% | 18% | 23% | 40% | 40 |
| | Prefer not to say | 17% | 6% | 39% | 28% | 11% | 39% | 18 |
| **Ratepayer** | Yes | 9% | 9% | 33% | 34% | 15% | 49% | 313 |
| | No | 3% | 3% | 13% | 45% | 35% | 81% | 31 |
| | Renting | 1% | 0% | 18% | 31% | 50% | 81% | 74 |
| **Total** | | 7% | 7% | 29% | 34% | 23% | 57% | 431 |

## Support

The majority of representative residents (68 percent) and the open submissions (58 percent) support the setting up of a Housing Trust, but support for the initiative is particularly strong for those who are currently renting. Although the majority of ratepayers do support the initiative, this is at a lower level (17 percent very supportive vs 49 percent of those renting currently).

> ***How supportive are you of the NPDC setting up a Housing Trust so our housing for the elderly tenants can access Central Government rent subsidies and other funds?***

**Table 17. Support towards NPDC setting up a Housing Trust**

| | Total | Representative sample | Open submission |
|---|---|---|---|
| **Very unsupportive** | 9% | 6% | 9% |
| **Unsupportive** | 10% | 7% | 11% |
| **Neutral** | 22% | 18% | 22% |
| **Supportive** | 41% | 45% | 41% |
| **Very supportive** | 18% | 23% | 18% |
| **Total support** | 59% | 68% | 58% |
| **Base n** | 4,616 | 431 | 4,185 |

**Table 18. Support by demographic breakdown (representative sample)**

| | | Very unsupportive | Unsupportive | Neutral | Supportive | Very supportive | Total support | n |
|---|---|---|---|---|---|---|---|---|
| **Area** | New Plymouth City | No significant differences by Area | | | | | | 279 |
| | Puketapu Bell Block + Waitara | | | | | | | 75 |
| | Clifton + Inglewood | | | | | | | 60 |
| | Kaitake | | | | | | | 17 |
| **Age** | 18-44 | No significant differences by age | | | | | | 158 |
| | 45-64 | | | | | | | 175 |
| | 65+ | | | | | | | 89 |
| | Prefer not to say | | | | | | | 9 |
| **Gender** | Male | 9% | 11% | 17% | 44% | 19% | 63% | 198 |
| | Female | 3% | 4% | 19% | 46% | 28% | 74% | 221 |
| | Another gender | 0% | 0% | 0% | 100% | 0% | 100% | 1 |
| | Prefer not to say | 18% | 0% | 27% | 45% | 9% | 55% | 11 |
| **Ethnicity** | NZ European | 6% | 7% | 17% | 45% | 24% | 69% | 348 |
| | Maori | 6% | 7% | 4% | 47% | 36% | 83% | 70 |
| | Pacific Peoples | 0% | 20% | 20% | 20% | 40% | 60% | 5 |
| | Asian | 6% | 0% | 38% | 31% | 25% | 56% | 16 |
| | Middle Eastern / Latin American / African | 0% | 0% | 17% | 67% | 17% | 83% | 6 |
| | Other ethnicity | 0% | 0% | 33% | 67% | 0% | 67% | 3 |
| | Other European | 8% | 0% | 25% | 42% | 25% | 67% | 12 |
| | Non-NZ Euro / Maori | 5% | 3% | 30% | 40% | 23% | 63% | 40 |
| | Prefer not to say | 11% | 11% | 33% | 44% | 0% | 44% | 18 |
| **Ratepayer** | Yes | 7% | 9% | 20% | 47% | 17% | 64% | 313 |
| | No | 0% | 0% | 10% | 58% | 32% | 90% | 31 |
| | Renting | 4% | 4% | 14% | 30% | 49% | 78% | 74 |
| **Total** | | 6% | 7% | 18% | 45% | 23% | 68% | 431 |

## Willingness to pay increased rates

There is a greater acceptance among residents from the representative survey to accept some increase in rates to increase the role NPDC can take in housing, but this level of acceptance is driven by those who are either not currently paying rates or are renting. Only just over a third of ratepayers (36 percent) find some increase in rates acceptable compared to just under two-thirds of other residents (60 percent).

> ***How much money are you willing to pay to invest more in other options to increase our role in housing?***

**Table 19. Housing - Willingness to pay increased rates**

| | Total | Representative sample | Open submission |
|---|---|---|---|
| **No additional rates** | 66% | 57% | 66% |
| **Small rates increase** | 26% | 33% | 25% |
| **Medium rates increase** | 7% | 8% | 7% |
| **Large rates increase** | 1% | 1% | 1% |
| **Any rates increase** | 34% | 43% | 34% |
| **Base n** | 4,614 | 431 | 4,183 |

**Table 20. Housing - Willingness to pay increased rates by demographic breakdown (representative sample)**

| | | No additional rates | Small rates increase | Medium rates increase | Large rates increase | Any rates increase | n |
|---|---|---|---|---|---|---|---|
| **Area** | New Plymouth City | 55% | 34% | 10% | 1% | 45% | 279 |
| | Puketapu Bell Block + Waitara | 52% | 39% | 7% | 3% | 48% | 75 |
| | Clifton + Inglewood | 63% | 28% | 7% | 2% | 37% | 60 |
| | Kaitake | 94% | 6% | 0% | 0% | 6% | 17 |
| **Age** | 18-44 | No significant differences by age | | | | | 158 |
| | 45-64 | | | | | | 175 |
| | 65+ | | | | | | 89 |
| | Prefer not to say | | | | | | 9 |
| **Gender** | Male | No significant differences by gender | | | | | 198 |
| | Female | | | | | | 221 |
| | Another gender | | | | | | 1 |
| | Prefer not to say | | | | | | 11 |
| **Ethnicity** | NZ European | 58% | 33% | 7% | 1% | 42% | 348 |
| | Maori | 51% | 36% | 11% | 1% | 49% | 70 |
| | Pacific Peoples | 40% | 40% | 0% | 20% | 60% | 5 |
| | Asian | 50% | 25% | 19% | 6% | 50% | 16 |
| | Middle Eastern / Latin American / African | 67% | 0% | 33% | 0% | 33% | 6 |
| | Other ethnicity | 67% | 33% | 0% | 0% | 33% | 3 |
| | Other European | 67% | 25% | 0% | 8% | 33% | 12 |
| | Non-NZ Euro / Maori | 58% | 25% | 13% | 5% | 43% | 40 |
| | Prefer not to say | 72% | 22% | 6% | 0% | 28% | 18 |
| **Ratepayer** | Yes | 64% | 28% | 8% | 1% | 36% | 313 |
| | No | 39% | 42% | 13% | 6% | 61% | 31 |
| | Renting | 41% | 49% | 8% | 3% | 59% | 74 |
| **Total** | | 57% | 33% | 8% | 1% | 43% | 431 |

## What is being said about NPDC playing a bigger role in housing?

Respondents had mixed opinions about housing. Some express concerns about the lack of affordable housing, high rental costs, and the need for more housing options for low-income families and older people. They believe housing should be a priority for the Council and that more investment should be made in affordable housing projects. Conversely, some respondents feel that housing is a national issue and should be dealt with by the central government rather than the local Council.

> “Housing is a national issue and must be dealt with as such. Our Council cannot afford to do the basic civil services, let alone jump into housing as well. This issue may be helped along in the outcome of the next election, but our local politicians need to be lobbying government”.

Respondents proposed several solutions for NPDC to take on a larger role in addressing housing issues. These include providing more affordable rental housing, supporting community-based housing initiatives, partnering with the central government and the private sector, streamlining planning and consenting processes, and leveraging existing assets. The common thread across these solutions is the emphasis on increasing the supply of affordable housing, fostering community initiatives, and collaborating with other stakeholders to address housing issues.

> “Investing in affordable housing is critical for the well-being of our community. New housing developments should be a mixture of houses to appeal to different sectors of society, e.g. 1/3 social housing, 1/3 private ownership, 1/3 rental or rent to buy, with shared communal spaces such as gardens, vegetable gardens, playgrounds and gyms/recreation centres, so that ghettos are not created, but social capacity is increased”.

The sentiments of respondents towards paying increased rates to improve housing in the district are mixed. Some are supportive, emphasising the need for a variety of housing options to cater to different societal sectors and address housing affordability. However, there is also a large proportion of respondents who express concerns about increasing rates. Believing that the Council should focus on core responsibilities such as infrastructure, roads, and services rather than investing in housing.

> “The Council shouldn’t focus on trying to do everything for everyone. Focus on good quality basic services and invest in quality long-term projects that will benefit the region. Whilst issues like housing are real issues, the Council should let the central government take the lead in resolving with the private sector”.

These findings align with the quantitative findings from this research, as respondents did have concern and place high importance on housing but believed that the essential services delivered by the Council should be the Council’s primary focus.

# Keeping Taranaki's economy pumping

## Importance

The perceived importance of NPDC's role in supporting the economy is slightly stronger than the levels seen for housing (65 percent vs 57 percent, considered it to be of very high or high importance) but remains behind rates and future-proofing for weather events. The overall importance is muted by residents of the New Plymouth City area, who are much more neutral on the topic than residents of other areas.

> ***How important is NPDC's role in supporting the district's economy to you?***

**Table 21. Importance of NPDC's role in supporting the district's economy**

| | Total | Representative sample | Open submission |
|---|---|---|---|
| **Very low importance** | 7% | 4% | 7% |
| **Low importance** | 10% | 5% | 10% |
| **Neutral** | 26% | 25% | 26% |
| **High importance** | 40% | 46% | 40% |
| **Very high importance** | 18% | 20% | 17% |
| **Total importance** | 58% | 65% | 57% |
| **Base n** | 4,620 | 434 | 4,186 |

**Table 22. Importance by demographic breakdown (representative sample)**

| | | Very low importance | Low importance | Neutral | High importance | Very high importance | Total importance | n |
|---|---|---|---|---|---|---|---|---|
| **Area** | New Plymouth City | 3% | 4% | 31% | 44% | 18% | 62% | 245 |
| | Puketapu Bell Block + Waitara | 3% | 8% | 19% | 51% | 19% | 70% | 96 |
| | Clifton + Inglewood | 12% | 4% | 15% | 45% | 24% | 69% | 74 |
| | Kaitake | 0% | 0% | 26% | 42% | 32% | 74% | 19 |
| **Age** | 18-44 | No significant differences by age | | | | | | 140 |
| | 45-64 | | | | | | | 198 |
| | 65+ | | | | | | | 90 |
| | Prefer not to say | | | | | | | 6 |
| **Gender** | Male | 8% | 5% | 24% | 44% | 19% | 63% | 189 |
| | Female | 2% | 5% | 25% | 48% | 20% | 68% | 229 |
| | Another gender | 0% | 0% | 100% | 0% | 0% | 0% | 2 |
| | Prefer not to say | 0% | 7% | 29% | 36% | 29% | 64% | 14 |
| **Ethnicity** | NZ European | No significant differences by ethnicity | | | | | | 331 |
| | Maori | | | | | | | 73 |
| | Pacific Peoples | | | | | | | 8 |
| | Asian | | | | | | | 17 |
| | Middle Eastern / Latin American / African | | | | | | | 4 |
| | Other ethnicity | | | | | | | 4 |
| | Other European | | | | | | | 14 |
| | Non-NZ Euro / Maori | | | | | | | 44 |
| | Prefer not to say | | | | | | | 30 |
| **Ratepayer** | Yes | 5% | 6% | 24% | 48% | 17% | 65% | 337 |
| | No | 0% | 0% | 20% | 40% | 40% | 80% | 30 |
| | Renting | 2% | 2% | 33% | 40% | 24% | 64% | 55 |
| **Total** | | 4% | 5% | 25% | 46% | 20% | 65% | 434 |

## Concern

Economic concerns are more prevalent among residents within the representative survey of the district as a whole compared to the open submissions but are particularly evident among the older age groups (i.e., those aged 45 and over) and female residents.

> ***How concerned are you about the future of our economy as we transition to a greener future?***

**Table 23. Concern about the future of the economy**

| | Total | Representative sample | Open submission |
|---|---|---|---|
| **Not concerned at all** | 6% | 2% | 7% |
| **Unconcerned** | 13% | 12% | 13% |
| **Neutral** | 25% | 19% | 26% |
| **Concerned** | 37% | 41% | 37% |
| **Very concerned** | 19% | 26% | 18% |
| **Total concern** | 56% | 67% | 55% |
| **Base n** | 4,619 | 435 | 4,184 |

**Table 24. Concern by demographic breakdown (representative sample)**

| | | Not concerned at all | Unconcerned | Neutral | Concerned | Very concerned | Total concern | n |
|---|---|---|---|---|---|---|---|---|
| **Area** | New Plymouth City | No significant differences by Area | | | | | | 246 |
| | Puketapu Bell Block + Waitara | | | | | | | 96 |
| | Clifton + Inglewood | | | | | | | 74 |
| | Kaitake | | | | | | | 19 |
| **Age** | 18-44 | 2% | 12% | 28% | 41% | 17% | 58% | 141 |
| | 45-64 | 3% | 13% | 15% | 35% | 34% | 69% | 198 |
| | 65+ | 2% | 9% | 11% | 54% | 23% | 78% | 90 |
| | Prefer not to say | 0% | 0% | 67% | 17% | 17% | 33% | 6 |
| **Gender** | Male | 4% | 13% | 20% | 33% | 29% | 63% | 190 |
| | Female | 0% | 10% | 18% | 48% | 23% | 71% | 229 |
| | Another gender | 0% | 100% | 0% | 0% | 0% | 0% | 2 |
| | Prefer not to say | 7% | 7% | 21% | 36% | 29% | 64% | 14 |
| **Ethnicity** | NZ European | No significant differences by ethnicity | | | | | | 332 |
| | Maori | | | | | | | 73 |
| | Pacific Peoples | | | | | | | 8 |
| | Asian | | | | | | | 17 |
| | Middle Eastern / Latin American / African | | | | | | | 4 |
| | Other ethnicity | | | | | | | 4 |
| | Other European | | | | | | | 14 |
| | Non-NZ Euro / Maori | | | | | | | 44 |
| | Prefer not to say | | | | | | | 30 |
| **Ratepayer** | Yes | No significant differences by ratepayer status | | | | | | 338 |
| | No | | | | | | | 30 |
| | Renting | | | | | | | 55 |
| **Total** | | 2% | 12% | 19% | 41% | 26% | 67% | 434 |

## Support

Support for investment in the economy also remains just below the levels of support seen for investment in housing, in the form of the setup of a Housing Trust. Although the majority of residents within the representative survey support this initiative (61 percent), under a fifth (16 percent) are very supportive, compared to nearly a quarter being very supportive of a Housing Trust (23 percent). There is significantly less support among ratepayers of the district (14 percent vs. 37 percent of non-rates payers are very supportive of this initiative).

> ***How supportive are you of NPDC investing in our economy to grow diversification, jobs and investment into the region and to support the historical levels of GDP?***

**Table 25. Support towards NPDC investing in the economy to grow diversification**

| | Total | Representative sample | Open submission |
|---|---|---|---|
| **Very unsupportive** | 8% | 6% | 8% |
| **Unsupportive** | 11% | 8% | 11% |
| **Neutral** | 26% | 25% | 27% |
| **Supportive** | 41% | 45% | 41% |
| **Very supportive** | 14% | 16% | 13% |
| **Total support** | 55% | 61% | 54% |
| **Base n** | 4,619 | 435 | 4,184 |

**Table 26. Support by demographic breakdown (representative sample)**

| | | Very unsupportive | Unsupportive | Neutral | Supportive | Very supportive | Total support | n |
|---|---|---|---|---|---|---|---|---|
| **Area** | New Plymouth City | No significant differences by Area | | | | | | 246 |
| | Puketapu Bell Block + Waitara | | | | | | | 96 |
| | Clifton + Inglewood | | | | | | | 74 |
| | Kaitake | | | | | | | 19 |
| **Age** | 18-44 | No significant differences by age | | | | | | 141 |
| | 45-64 | | | | | | | 198 |
| | 65+ | | | | | | | 90 |
| | Prefer not to say | | | | | | | 6 |
| **Gender** | Male | 11% | 10% | 23% | 39% | 17% | 56% | 190 |
| | Female | 3% | 6% | 26% | 50% | 15% | 66% | 229 |
| | Another gender | 0% | 0% | 50% | 50% | 0% | 50% | 2 |
| | Prefer not to say | 0% | 14% | 21% | 50% | 14% | 64% | 14 |
| **Ethnicity** | NZ European | No significant differences by ethnicity | | | | | | 332 |
| | Maori | | | | | | | 73 |
| | Pacific Peoples | | | | | | | 8 |
| | Asian | | | | | | | 17 |
| | Middle Eastern / Latin American / African | | | | | | | 4 |
| | Other ethnicity | | | | | | | 4 |
| | Other European | | | | | | | 14 |
| | Non-NZ Euro / Maori | | | | | | | 44 |
| | Prefer not to say | | | | | | | 30 |
| **Ratepayer** | Yes | 7% | 10% | 21% | 48% | 14% | 62% | 338 |
| | No | 0% | 0% | 23% | 40% | 37% | 77% | 30 |
| | Renting | 4% | 0% | 42% | 36% | 18% | 55% | 55 |
| **Total** | | 6% | 8% | 25% | 45% | 16% | 61% | 435 |

## Willingness to pay increased rates

The willingness to accept rates increases to support the resilience of the Taranaki economy is at the lower end of the scale for the initiatives residents within the representative survey were presented with – only the Hub had a lower level of acceptance at 39 percent vs 40 percent prepared to accept a rates increase to pay for it. Ratepayers, in particular showed the least willingness, with nearly two-thirds (64 percent) saying they would pay no additional rates.

> ***How much money are you willing to pay to support the resilience of our Taranaki economy as we move towards opportunities in new energy and food diversification to create long-term jobs and investment?***

**Table 27. Economy – Willingness to pay increased rates**

| | Total | Representative sample | Open submission |
|---|---|---|---|
| **No additional rates** | 60% | 60% | 60% |
| **Small rates increase** | 29% | 31% | 29% |
| **Medium rates increase** | 9% | 9% | 9% |
| **Large rates increase** | 2% | 0% | 2% |
| **Any rates increase** | 40% | 40% | 40% |
| **Base n** | 4,619 | 435 | 4,184 |

**Table 28. Willingness to pay increased rates by demographic breakdown (representative sample)**

| | | No additional rates | Small rates increase | Medium rates increase | Large rates increase | Any rates increase | n |
|---|---|---|---|---|---|---|---|
| **Area** | New Plymouth City | No significant differences by Area | | | | | 246 |
| | Puketapu Bell Block + Waitara | | | | | | 96 |
| | Clifton + Inglewood | | | | | | 74 |
| | Kaitake | | | | | | 19 |
| **Age** | 18-44 | 60% | 31% | 8% | 0% | 39% | 141 |
| | 45-64 | 63% | 30% | 7% | 0% | 37% | 198 |
| | 65+ | 54% | 33% | 12% | 0% | 46% | 90 |
| | Prefer not to say | 33% | 33% | 17% | 17% | 67% | 6 |
| **Gender** | Male | No significant differences by gender | | | | | 190 |
| | Female | | | | | | 229 |
| | Another gender | | | | | | 2 |
| | Prefer not to say | | | | | | 14 |
| **Ethnicity** | NZ European | No significant differences by ethnicity | | | | | 332 |
| | Maori | | | | | | 73 |
| | Pacific Peoples | | | | | | 8 |
| | Asian | | | | | | 17 |
| | Middle Eastern / Latin American / African | | | | | | 4 |
| | Other ethnicity | | | | | | 4 |
| | Other European | | | | | | 14 |
| | Non-NZ Euro / Maori | | | | | | 44 |
| | Prefer not to say | | | | | | 30 |
| **Ratepayer** | Yes | 64% | 28% | 8% | 0% | 36% | 338 |
| | No | 43% | 40% | 17% | 0% | 57% | 30 |
| | Renting | 44% | 45% | 9% | 0% | 55% | 55 |
| **Total** | | 60% | 31% | 9% | 0% | 40% | 435 |

## What is being said about keeping the economy pumping?

Respondents' opinions on the Council's efforts to stimulate economic growth are varied. Positive feedback highlights the Council's role in supporting economic growth, providing infrastructure, managing networks, and promoting the region. However, negative feedback focuses on concerns about the Council's financial management, with mentions of wasteful spending and lack of accountability. There are also criticisms about the Council's involvement in projects perceived as non-essential or misaligned with ratepayers' priorities. This suggests a need for the Council to focus on core infrastructure to support growth along with looking to improve its own financial management, particularly related to costs and project management.

> "While the Council needs to be proactive for the future they must balance it with the reality of the economic impact ratepayers are under today. A two-year freeze in big projects allows everyone to collect their breath, be able to afford food and rent/mortgages etc".

Respondents proposed several solutions for NPDC to keep the economy growing and thriving. These include focusing on core services such as roading, infrastructure, water supply, waste management, and rubbish collection. They also suggested supporting local businesses by minimising red tape and providing incentives for growth. Diversifying the economy was another solution, with respondents suggesting the exploration of new industries and investment opportunities.

> "We are struggling to pay the bills out here. While the Hub would be amazing and loved by our community and visitors, we have more vital needs that are not being met".

> "(the Council) Should be supporting local business who would more than likely offer a more efficient, economical and quality service rather than letting larger companies fleece ratepayers".

Overall, residents' opinions on paying increased rates to support the economy's resilience as it transitions towards new opportunities were diverse. Some residents are worried about the impact of rate increases on their ability to afford necessities, arguing for the Council to prioritise keeping rates low and living within its budget. Others support higher rates if they are invested in infrastructure, community, and business growth, believing that such investments are crucial for the region's future. They advocate for improvements in transportation infrastructure, sustainability and environmental initiatives, and support for education and innovation. A third group of residents question the need for certain projects and suggest that the Council should prioritise maintaining and improving existing infrastructure before investing in new projects. They express concerns about the financial strain on ratepayers and suggest finding ways to reduce costs and trim unnecessary spending.

# What's the game plan for the Hub?

# Importance

For residents within the representative survey and the open submissions alike, the Hub was the least important of the areas that they were engaged in. Although the importance of the Hub was relatively lower for residents of the district as a whole, for some groups, its importance was significantly stronger – specifically, minority members of the community who did not identify as NZ European.

> ***How important is the multi-purpose (sport and well-being) hub to you?***

**Table 29. Importance of the Multi-purpose Hub**

| | Total | Representative sample | Open submission |
|---|---|---|---|
| Very low importance | 39% | 27% | 40% |
| Low importance | 19% | 17% | 19% |
| Neutral | 18% | 26% | 17% |
| High importance | 14% | 21% | 14% |
| Very high importance | 10% | 9% | 10% |
| Total importance | 24% | 30% | 24% |
| Base n | 4,579 | 393 | 4,186 |

**Table 30. Importance by demographic breakdown**

| | | Very low importance | Low importance | Neutral | High importance | Very high importance | Total importance | n |
|---|---|---|---|---|---|---|---|---|
| **Area** | New Plymouth City | No significant differences by Area | | | | | | 241 |
| | Puketapu Bell Block + Waitara | | | | | | | 81 |
| | Clifton + Inglewood | | | | | | | 58 |
| | Kaitake | | | | | | | 13 |
| **Age** | 18-44 | No significant differences by age | | | | | | 123 |
| | 45-64 | | | | | | | 163 |
| | 65+ | | | | | | | 105 |
| | Prefer not to say | | | | | | | 2 |
| **Gender** | Male | 28% | 17% | 22% | 21% | 13% | 34% | 197 |
| | Female | 26% | 17% | 31% | 22% | 4% | 26% | 192 |
| | Another gender | n/a | | | | | | 0 |
| | Prefer not to say | 50% | 0% | 25% | 0% | 25% | 25% | 4 |
| **Ethnicity** | NZ European | 29% | 19% | 26% | 17% | 9% | 26% | 316 |
| | Maori | 16% | 16% | 27% | 23% | 18% | 41% | 44 |
| | Pacific Peoples | 0% | 0% | 0% | 50% | 50% | 100% | 4 |
| | Asian | 8% | 0% | 33% | 58% | 0% | 58% | 24 |
| | Middle Eastern / Latin American / African | 33% | 0% | 33% | 33% | 0% | 33% | 3 |
| | Other ethnicity | 0% | 33% | 0% | 67% | 0% | 67% | 3 |
| | Other European | 31% | 8% | 31% | 23% | 8% | 31% | 13 |
| | Non-NZ Euro / Maori | 15% | 4% | 28% | 46% | 7% | 52% | 46 |
| | Prefer not to say | 56% | 11% | 22% | 11% | 0% | 11% | 9 |
| **Ratepayer** | Yes | 31% | 17% | 23% | 21% | 8% | 28% | 321 |
| | No | 8% | 13% | 36% | 31% | 13% | 44% | 39 |
| | Renting | 13% | 22% | 35% | 17% | 13% | 30% | 23 |
| **Total** | | 27% | 17% | 26% | 21% | 9% | 30% | 393 |

## Concern

Although concerns about the revised cost estimates for the Hub among residents within the representative survey are secondary at an overall level to those relating to rates' rises, the impact of weather events and the future of the district's economy, those who have concerns, are very concerned. At 40 percent, the Hub has the second highest level of those very concerned, second only to rates' rises. Concern is particularly evident among those age 65+ and ratepayers.

> ***How concerned are you with the revised cost estimate of $91 - $110 million for the Hub?***

**Table 31.Concern towards revised cost**

| | Total | Representative sample | Open submission |
|---|---|---|---|
| Not concerned at all | 3% | 5% | 3% |
| Unconcerned | 6% | 9% | 6% |
| Neutral | 13% | 20% | 12% |
| Concerned | 26% | 26% | 26% |
| Very concerned | 51% | 40% | 52% |
| Total concern | 77% | 66% | 78% |
| Base n | 4,581 | 396 | 4,185 |

**Table 32. Concern by demographic breakdown (representative sample)**

| | | Not concerned at all | Unconcerned | Neutral | Concerned | Very concerned | Total concern | n |
|---|---|---|---|---|---|---|---|---|
| **Area** | New Plymouth City | No significant differences by Area | | | | | | 241 |
| | Puketapu Bell Block + Waitara | | | | | | | 82 |
| | Clifton + Inglewood | | | | | | | 59 |
| | Kaitake | | | | | | | 14 |
| **Age** | 18-44 | 6% | 8% | 24% | 34% | 28% | 62% | 126 |
| | 45-64 | 3% | 9% | 26% | 22% | 40% | 62% | 163 |
| | 65+ | 6% | 10% | 7% | 24% | 53% | 77% | 105 |
| | Prefer not to say | 0% | 0% | 0% | 0% | 100% | 100% | 2 |
| **Gender** | Male | No significant differences by gender | | | | | | 198 |
| | Female | | | | | | | 194 |
| | Another gender | | | | | | | 0 |
| | Prefer not to say | | | | | | | 4 |
| **Ethnicity** | NZ European | 5% | 9% | 19% | 26% | 41% | 67% | 318 |
| | Maori | 4% | 11% | 24% | 22% | 39% | 61% | 46 |
| | Pacific Peoples | 40% | 20% | 0% | 20% | 20% | 40% | 5 |
| | Asian | 0% | 4% | 21% | 42% | 33% | 75% | 24 |
| | Middle Eastern / Latin American / African | 0% | 33% | 33% | 0% | 33% | 33% | 3 |
| | Other ethnicity | 0% | 0% | 67% | 0% | 33% | 33% | 3 |
| | Other European | 0% | 15% | 23% | 15% | 46% | 62% | 13 |
| | Non-NZ Euro / Maori | 4% | 11% | 21% | 28% | 36% | 64% | 47 |
| | Prefer not to say | 0% | 0% | 11% | 33% | 56% | 89% | 9 |
| **Ratepayer** | Yes | 4% | 8% | 19% | 25% | 43% | 69% | 322 |
| | No | 10% | 12% | 27% | 24% | 27% | 51% | 41 |
| | Renting | 0% | 17% | 13% | 57% | 13% | 70% | 23 |
| **Total** | | 5% | 9% | 20% | 26% | 40% | 66% | 396 |

# Support

Among residents within the representative survey, support is stronger for reviewing the project scope to reduce costs than it is to review which part of the Hub to build first. This is universal across all demographic representations. The open submissions also support a review of scope more strongly than a review to consider phasing of the build.

> *How supportive are you of reviewing which part of the Hub we should build first?*

**Table 33. Support towards reviewing the Hubs building process**

| | Total | Representative sample | Open submission |
|---|---|---|---|
| Very unsupportive | 13% | 13% | 13% |
| Unsupportive | 6% | 10% | 5% |
| Neutral | 23% | 28% | 23% |
| Supportive | 31% | 30% | 31% |
| Very supportive | 27% | 19% | 27% |
| Total support | 58% | 49% | 59% |
| Base n | 4,569 | 387 | 4,182 |

> *How supportive are you about reviewing the project scope to a lower cost?*

**Table 34. Support for reviewing project scope**

| | Total | Representative sample | Open submission |
|---|---|---|---|
| Very unsupportive | 7% | 9% | 7% |
| Unsupportive | 7% | 10% | 6% |
| Neutral | 16% | 20% | 16% |
| Supportive | 30% | 28% | 30% |
| Very supportive | 40% | 33% | 41% |
| Total support | 70% | 61% | 70% |
| Base n | 4,575 | 392 | 4,183 |

**Table 35. Support for phasing by demographic breakdown (representative sample)**

| | | Very unsupportive | Unsupportive | Neutral | Supportive | Very supportive | Total support | n |
|---|---|---|---|---|---|---|---|---|
| **Area** | New Plymouth City | No significant differences by Area | | | | | | 236 |
| | Puketapu Bell Block + Waitara | | | | | | | 79 |
| | Clifton + Inglewood | | | | | | | 58 |
| | Kaitake | | | | | | | 14 |
| **Age** | 18-44 | 11% | 10% | 24% | 42% | 12% | 54% | 124 |
| | 45-64 | 13% | 10% | 31% | 24% | 23% | 47% | 159 |
| | 65+ | 17% | 9% | 27% | 25% | 22% | 47% | 102 |
| | Prefer not to say | 50% | 0% | 0% | 50% | 0% | 50% | 2 |
| **Gender** | Male | No significant differences by gender | | | | | | 194 |
| | Female | | | | | | | 189 |
| | Another gender | | | | | | | 0 |
| | Prefer not to say | | | | | | | 4 |
| **Ethnicity** | NZ European | No significant differences by ethnicity | | | | | | 310 |
| | Maori | | | | | | | 44 |
| | Pacific Peoples | | | | | | | 5 |
| | Asian | | | | | | | 24 |
| | Middle Eastern / Latin American / African | | | | | | | 3 |
| | Other ethnicity | | | | | | | 3 |
| | Other European | | | | | | | 12 |
| | Non-NZ Euro / Maori | | | | | | | 46 |
| | Prefer not to say | | | | | | | 9 |
| **Ratepayer** | Yes | No significant differences by ratepayer status | | | | | | 316 |
| | No | | | | | | | 38 |
| | Renting | | | | | | | 23 |
| **Total** | | 13% | 10% | 28% | 30% | 19% | 49% | 387 |

**Table 36. Support for reviewing project scope by demographic breakdown (representative sample)**

| | | Very unsupportive | Unsupportive | Neutral | Supportive | Very supportive | Total support | n |
|---|---|---|---|---|---|---|---|---|
| **Area** | New Plymouth City | No significant differences by Area | | | | | | 238 |
| | Puketapu Bell Block + Waitara | | | | | | | 81 |
| | Clifton + Inglewood | | | | | | | 59 |
| | Kaitake | | | | | | | 14 |
| **Age** | 18-44 | No significant differences by age | | | | | | 123 |
| | 45-64 | | | | | | | 163 |
| | 65+ | | | | | | | 104 |
| | Prefer not to say | | | | | | | 2 |
| **Gender** | Male | No significant differences by gender | | | | | | 194 |
| | Female | | | | | | | 189 |
| | Another gender | | | | | | | 0 |
| | Prefer not to say | | | | | | | 4 |
| **Ethnicity** | NZ European | No significant differences by ethnicity | | | | | | 315 |
| | Maori | | | | | | | 45 |
| | Pacific Peoples | | | | | | | 5 |
| | Asian | | | | | | | 24 |
| | Middle Eastern / Latin American / African | | | | | | | 3 |
| | Other ethnicity | | | | | | | 3 |
| | Other European | | | | | | | 13 |
| | Non-NZ Euro / Maori | | | | | | | 47 |
| | Prefer not to say | | | | | | | 9 |
| **Ratepayer** | Yes | No significant differences by ratepayer status | | | | | | 320 |
| | No | | | | | | | 40 |
| | Renting | | | | | | | 23 |
| **Total** | | 9% | 10% | 20% | 28% | 33% | 61% | 392 |

## Willingness to pay increased rates

In line with the levels of concern and importance attributed to the facility, the willingness to accept a rates increase to pay for it is the lowest seen for any of the initiatives presented to residents within the representative survey. Whilst there is a greater acceptance among Asian residents to sustain a medium increase in rates to pay for the Hub (a group for whom the facility had stronger importance), overall the majority of this community are unwilling to accept any rise in rates (58 percent).

### *How much money are you willing to pay for the Hub?*

**Table 37. The Hub - Willingness to pay increased rates**

| | Total | Representative sample | Open submission |
|---|---|---|---|
| No additional rates | 68% | 61% | 68% |
| Small rates increase | 24% | 30% | 23% |
| Medium rates increase | 7% | 8% | 7% |
| Large rates increase | 2% | 0% | 2% |
| Any rates increase | 32% | 39% | 32% |
| Base n | 4,572 | 388 | 4,184 |

**Table 38. Willingness to pay increased rates by demographic breakdown (representative sample)**

| | | No additional rates | Small rates increase | Medium rates increase | Large rates increase | Any rates increase | n |
|---|---|---|---|---|---|---|---|
| **Area** | New Plymouth City | No significant differences by Area | | | | | 235 |
| | Puketapu Bell Block + Waitara | | | | | | 81 |
| | Clifton + Inglewood | | | | | | 58 |
| | Kaitake | | | | | | 14 |
| **Age** | 18-44 | No significant differences by age | | | | | 121 |
| | 45-64 | | | | | | 162 |
| | 65+ | | | | | | 103 |
| | Prefer not to say | | | | | | 2 |
| **Gender** | Male | No significant differences by gender | | | | | 194 |
| | Female | | | | | | 190 |
| | Another gender | | | | | | 0 |
| | Prefer not to say | | | | | | 4 |
| **Ethnicity** | NZ European | 62% | 30% | 7% | 0% | 38% | 313 |
| | Maori | 55% | 43% | 2% | 0% | 45% | 42 |
| | Pacific Peoples | 50% | 25% | 25% | 0% | 50% | 4 |
| | Asian | 58% | 17% | 25% | 0% | 42% | 24 |
| | Middle Eastern / Latin American / African | 33% | 33% | 33% | 0% | 67% | 3 |
| | Other ethnicity | 100% | 0% | 0% | 0% | 0% | 3 |
| | Other European | 54% | 46% | 0% | 0% | 46% | 13 |
| | Non-NZ Euro / Maori | 57% | 26% | 17% | 0% | 43% | 46 |
| | Prefer not to say | 89% | 11% | 0% | 0% | 11% | 9 |
| **Ratepayer** | Yes | No significant differences by ratepayer status | | | | | 319 |
| | No | | | | | | 37 |
| | Renting | | | | | | 23 |
| **Total** | | 61% | 30% | 8% | 0% | 39% | 388 |

## What is being said about the Hub?

Respondents had differing opinions about the Hub and the Council's plan towards it. On the positive side, residents believe that the Hub is essential for the region, beneficial for the community, especially the younger generation, and will provide adequate facilities for sports. They also see it as a significant factor in the region's growth and development.

> “Whilst we are in an economic environment of difficulty, the decisions we make today will benefit us and our future generations two-fold in the future. We have an opportunity to develop well-being infrastructure in a prime location and need to take that opportunity… The Hub needs to be built and needs to be prioritised before costs escalate further”.

However, on the negative side, respondents express concerns about the Hub being a waste of money, exceeding the budget, and causing a financial burden on ratepayers. They also believe that the Hub needs to be better-timed and that funds should be directed towards other priorities. A proportion of residents believed that the Hub was being pushed by a small interest group and that the location should be reconsidered. They also express concerns about the Council's need for more transparency in costs and believe that the Hub is not a priority.

> “While the Hub would be amazing and loved by our community and visitors. But we have more vital needs that are not being met”.

> “I feel the planned location for the Hub lacks foresight. As mentioned by others, if we are having to invest such a large amount of money into the Yarrow's stadium, the sports hub should be tied into that and the entire facility made available for the public/local sports teams”.

Several solutions were proposed in relation to the game plan for the Hub project, as there was a strong belief that the Hub would result in budget blowouts and ongoing operational and management costs that would not be viable. To avoid these issues, respondents identified the following steps to prevent widespread issues and distrust among residents:

- Ensuring transparency in the breakdown of costs.
- Considering the long-term view.
- Seek community input and involvement in the decision-making process.

Overall, respondents do understand the benefits of the Hub; however, did express concerns about the high cost of the project, potential cost overruns, and the burden on ratepayers. Often believing that rates should be spent on essential needs and infrastructure rather than on wants and suggesting that the Hub project should be put on hold or downsized to make it more affordable. These themes align with the findings above, as the open submission was shown to have high levels of support for reviewing the project scope to lower the cost.

# Keeping rates affordable

# Importance

Keeping rates affordable was the issue of greatest importance to both residents within the representative survey and the open submissions alike. Unsurprisingly, ratepayers feel particularly strongly about this issue, with two-thirds (67 percent) attributing it to be of very high importance and almost universally of importance (93 percent).

## *How important is keeping rates affordable?*

**Table 39. Importance in keep rates affordable**

| | Total | Representative sample | Open submission |
|---|---|---|---|
| Very low importance | 1% | 2% | 1% |
| Low importance | 2% | 1% | 2% |
| Neutral | 9% | 7% | 9% |
| High importance | 26% | 29% | 26% |
| Very high importance | 62% | 62% | 62% |
| Total importance | 88% | 91% | 88% |
| Base n | 4,621 | 435 | 4,186 |

**Table 40. Importance by demographic breakdown (representative sample)**

| | | Very low importance | Low importance | Neutral | High importance | Very high importance | Total importance | n |
|---|---|---|---|---|---|---|---|---|
| **Area** | New Plymouth City | No significant differences by Area | | | | | | 246 |
| | Puketapu Bell Block + Waitara | | | | | | | 96 |
| | Clifton + Inglewood | | | | | | | 74 |
| | Kaitake | | | | | | | 19 |
| **Age** | 18-44 | No significant differences by age | | | | | | 141 |
| | 45-64 | | | | | | | 198 |
| | 65+ | | | | | | | 90 |
| | Prefer not to say | | | | | | | 6 |
| **Gender** | Male | 2% | 0% | 8% | 27% | 63% | 90% | 190 |
| | Female | 1% | 0% | 7% | 30% | 62% | 92% | 229 |
| | Another gender | 0% | 0% | 0% | 50% | 50% | 100% | 2 |
| | Prefer not to say | 0% | 14% | 7% | 21% | 57% | 79% | 14 |
| **Ethnicity** | NZ European | No significant differences by ethnicity | | | | | | 332 |
| | Maori | | | | | | | 73 |
| | Pacific Peoples | | | | | | | 8 |
| | Asian | | | | | | | 17 |
| | Middle Eastern / Latin American / African | | | | | | | 4 |
| | Other ethnicity | | | | | | | 4 |
| | Other European | | | | | | | 14 |
| | Non-NZ Euro / Maori | | | | | | | 44 |
| | Prefer not to say | | | | | | | 30 |
| **Ratepayer** | Yes | 1% | 1% | 6% | 25% | 67% | 93% | 338 |
| | No | 0% | 0% | 7% | 50% | 43% | 93% | 30 |
| | Renting | 7% | 2% | 15% | 38% | 38% | 76% | 55 |
| **Total** | | 2% | 1% | 7% | 29% | 62% | 91% | 435 |

## Concern

With the affordability of rates being a matter of such great importance to residents within the representative survey, double-digit rates rises are a key concern, particularly to ratepayers, of whom 70 percent are very concerned, and nearly all (95 percent) have some concern.

### *How concerned are you about double-digit rates rises?*

**Table 41. Concern about double-digit rates increase**

| | Total | Representative sample | Open submission |
|---|---|---|---|
| Not concerned at all | 1% | 1% | 1% |
| Unconcerned | 3% | 1% | 3% |
| Neutral | 9% | 7% | 9% |
| Concerned | 21% | 25% | 21% |
| Very concerned | 67% | 66% | 67% |
| Total concern | 88% | 91% | 87% |
| Base n | 4,620 | 435 | 4,185 |

**Table 42. Concern by demographic breakdown (representative sample)**

| | | Not concerned at all | Unconcerned | Neutral | Concerned | Very concerned | Total concern | n |
|---|---|---|---|---|---|---|---|---|
| **Area** | New Plymouth City | No significant differences by Area | | | | | | 246 |
| | Puketapu Bell Block + Waitara | | | | | | | 96 |
| | Clifton + Inglewood | | | | | | | 74 |
| | Kaitake | | | | | | | 19 |
| **Age** | 18-44 | 1% | 1% | 12% | 26% | 60% | 86% | 141 |
| | 45-64 | 0% | 1% | 4% | 22% | 73% | 95% | 198 |
| | 65+ | 1% | 0% | 6% | 29% | 64% | 93% | 90 |
| | Prefer not to say | 17% | 0% | 0% | 50% | 33% | 83% | 6 |
| **Gender** | Male | No significant differences by gender | | | | | | 190 |
| | Female | | | | | | | 229 |
| | Another gender | | | | | | | 2 |
| | Prefer not to say | | | | | | | 14 |
| **Ethnicity** | NZ European | No significant differences by ethnicity | | | | | | 332 |
| | Maori | | | | | | | 73 |
| | Pacific Peoples | | | | | | | 8 |
| | Asian | | | | | | | 17 |
| | Middle Eastern / Latin American / African | | | | | | | 4 |
| | Other ethnicity | | | | | | | 4 |
| | Other European | | | | | | | 14 |
| | Non-NZ Euro / Maori | | | | | | | 44 |
| | Prefer not to say | | | | | | | 30 |
| **Ratepayer** | Yes | 0% | 0% | 5% | 25% | 70% | 95% | 338 |
| | No | 3% | 3% | 3% | 33% | 57% | 90% | 30 |
| | Renting | 2% | 2% | 20% | 25% | 51% | 76% | 55 |
| **Total** | | 1% | 1% | 7% | 25% | 66% | 91% | 435 |

## Support

Although support for both initiatives presented to residents in the area of keeping rates affordable was the lowest of all the initiatives considered, residents within the representative survey were more supportive of reducing the programme of works and other large-scale projects than a reduction in the level of services. There were no significant differences seen on levels of support among any demographic group.

> ***How supportive are you of NPDC reducing our level of services (e.g. Shorter opening hours for pools and libraries?***

**Table 43. Support towards NPDC reducing level of services**

| | Total | Representative sample | Open submission |
|---|---|---|---|
| **Very unsupportive** | 16% | 13% | 16% |
| **Unsupportive** | 24% | 23% | 25% |
| **Neutral** | 21% | 28% | 21% |
| **Supportive** | 26% | 27% | 26% |
| **Very supportive** | 12% | 10% | 13% |
| **Total support** | 39% | 36% | 39% |
| **Base n** | 4,620 | 435 | 4,185 |

> ***How supportive are you of NPDC reducing our programme of works and other projects (e.g. big multi-million dollar projects?***

**Table 44. Support for NPDC reducing programme of works**

| | Total | Representative sample | Open submission |
|---|---|---|---|
| **Very unsupportive** | 8% | 7% | 8% |
| **Unsupportive** | 15% | 13% | 15% |
| **Neutral** | 24% | 31% | 24% |
| **Supportive** | 27% | 30% | 27% |
| **Very supportive** | 26% | 19% | 26% |
| **Total support** | 53% | 49% | 53% |
| **Base n** | 4,618 | 435 | 4,183 |

**Table 45. Support for reduction of level of service by demographic breakdown (representative sample)**

| | | Very unsupportive | Unsupportive | Neutral | Supportive | Very supportive | Total support | n |
|---|---|---|---|---|---|---|---|---|
| **Area** | New Plymouth City | No significant differences by Area | | | | | | 246 |
| | Puketapu Bell Block + Waitara | | | | | | | 96 |
| | Clifton + Inglewood | | | | | | | 74 |
| | Kaitake | | | | | | | 19 |
| **Age** | 18-44 | No significant differences by age | | | | | | 141 |
| | 45-64 | | | | | | | 198 |
| | 65+ | | | | | | | 90 |
| | Prefer not to say | | | | | | | 6 |
| **Gender** | Male | No significant differences by gender | | | | | | 190 |
| | Female | | | | | | | 229 |
| | Another gender | | | | | | | 2 |
| | Prefer not to say | | | | | | | 14 |
| **Ethnicity** | NZ European | No significant differences by ethnicity | | | | | | 332 |
| | Maori | | | | | | | 73 |
| | Pacific Peoples | | | | | | | 8 |
| | Asian | | | | | | | 17 |
| | Middle Eastern / Latin American / African | | | | | | | 4 |
| | Other ethnicity | | | | | | | 4 |
| | Other European | | | | | | | 14 |
| | Non-NZ Euro / Maori | | | | | | | 44 |
| | Prefer not to say | | | | | | | 30 |
| **Ratepayer** | Yes | No significant differences by ratepayer status | | | | | | 338 |
| | No | | | | | | | 30 |
| | Renting | | | | | | | 55 |
| **Total** | | 13% | 23% | 28% | 27% | 10% | 36% | 435 |

**Table 46. Support for reduction of programme of works by demographic breakdown (representative sample)**

| | | Very unsupportive | Unsupportive | Neutral | Supportive | Very supportive | Total support | n |
|---|---|---|---|---|---|---|---|---|
| **Area** | New Plymouth City | No significant differences by Area | | | | | | 246 |
| | Puketapu Bell Block + Waitara | | | | | | | 96 |
| | Clifton + Inglewood | | | | | | | 74 |
| | Kaitake | | | | | | | 19 |
| **Age** | 18-44 | No significant differences by age | | | | | | 141 |
| | 45-64 | | | | | | | 198 |
| | 65+ | | | | | | | 90 |
| | Prefer not to say | | | | | | | 6 |
| **Gender** | Male | No significant differences by gender | | | | | | 190 |
| | Female | | | | | | | 229 |
| | Another gender | | | | | | | 2 |
| | Prefer not to say | | | | | | | 14 |
| **Ethnicity** | NZ European | No significant differences by ethnicity | | | | | | 332 |
| | Maori | | | | | | | 73 |
| | Pacific Peoples | | | | | | | 8 |
| | Asian | | | | | | | 17 |
| | Middle Eastern / Latin American / African | | | | | | | 4 |
| | Other ethnicity | | | | | | | 4 |
| | Other European | | | | | | | 14 |
| | Non-NZ Euro / Maori | | | | | | | 44 |
| | Prefer not to say | | | | | | | 30 |
| **Ratepayer** | Yes | No significant differences by ratepayer status | | | | | | 338 |
| | No | | | | | | | 30 |
| | Renting | | | | | | | 55 |
| **Total** | | 7% | 13% | 31% | 30% | 19% | 49% | 435 |

# Willingness to pay increased rates

Residents within the representative survey and the open submissions alike were aligned in their attitude to paying additional rates to keep the levels of services and programme of works the same, with the majority (55 percent – 57 percent) not willing to pay any additional rates. However, when compared with the levels of willingness to accept increased rates for other initiatives presented, this proposal had one of the higher levels of acceptance with little difference seen between demographic groups. Residents identifying as NZ European showed a marginally greater level of acceptance of a small rates increase.

> ***How much money are you willing to pay to invest more to keep our levels of services and programme of works the same?***

**Table 47. Rates - Willingness to pay increased rates**

| | Total | Representative sample | Open submission |
|---|---|---|---|
| No additional rates | 55% | 57% | 55% |
| Small rates increase | 34% | 35% | 34% |
| Medium rates increase | 10% | 7% | 10% |
| Large rates increase | 1% | 0% | 1% |
| Any rates increase | 45% | 43% | 45% |
| Base n | 4,619 | 435 | 4,184 |

**Table 48. Willingness to pay increased rates by demographic breakdown (representative sample)**

| | | No additional rates | Small rates increase | Medium rates increase | Large rates increase | Any rates increase | n |
|---|---|---|---|---|---|---|---|
| **Area** | New Plymouth City | No significant differences by Area | | | | | 246 |
| | Puketapu Bell Block + Waitara | | | | | | 96 |
| | Clifton + Inglewood | | | | | | 74 |
| | Kaitake | | | | | | 19 |
| **Age** | 18-44 | No significant differences by age | | | | | 141 |
| | 45-64 | | | | | | 198 |
| | 65+ | | | | | | 90 |
| | Prefer not to say | | | | | | 6 |
| **Gender** | Male | No significant differences by gender | | | | | 190 |
| | Female | | | | | | 229 |
| | Another gender | | | | | | 2 |
| | Prefer not to say | | | | | | 14 |
| **Ethnicity** | NZ European | 54% | 40% | 6% | 0% | 46% | 332 |
| | Maori | 56% | 36% | 7% | 1% | 44% | 73 |
| | Pacific Peoples | 63% | 13% | 25% | 0% | 38% | 8 |
| | Asian | 53% | 35% | 12% | 0% | 47% | 17 |
| | Middle Eastern / Latin American / African | 50% | 25% | 25% | 0% | 50% | 4 |
| | Other ethnicity | 25% | 50% | 25% | 0% | 75% | 4 |
| | Other European | 79% | 7% | 14% | 0% | 21% | 14 |
| | Non-NZ Euro / Maori | 59% | 23% | 18% | 0% | 41% | 44 |
| | Prefer not to say | 80% | 17% | 3% | 0% | 20% | 30 |
| **Ratepayer** | Yes | No significant differences by ratepayer status | | | | | 338 |
| | No | | | | | | 30 |
| | Renting | | | | | | 55 |
| **Total** | | 57% | 35% | 7% | 0% | 43% | 435 |

## What is being said about keeping rates affordable?

Residents expressed a strong desire for the affordability of rates to be maintained. They have voiced concerns about the impact of rate increases on their cost of living, particularly for low-income earners and the elderly. Suggestions from respondents included implementing a cap on residential rates and basing rates on the operational costs of the Council rather than the ratepayer's ability to pay. The overarching sentiment is that affordable rates are necessary to alleviate financial stress on ratepayers.

> “We cannot sustain double-digit rate increases year on year. Rating increases have been well above the rate of inflation for many years, and this is unaffordable for those on low incomes and people on fixed incomes such as state pension”.

The respondents' opinions on investing more to maintain the same levels of services are divided. Some respondents are in favour of this idea, emphasising the importance of maintaining essential services and infrastructure. The Council should prioritise these areas and minimise rate increases, suggesting cost reductions in areas like staff salaries and contractor expenses. Conversely, other respondents express dissatisfaction with the current service levels and advocate for increased investment in areas such as housing, libraries, pools, and community facilities, which they deem essential for community well-being and quality of life.

> “Please focus on delivering core services rather than building things like sports stadiums. I love all these innovative projects, such as the walkway etc., but not at the cost of people's well-being”.

Respondents proposed several solutions to maintain the same levels of services. These include reducing unnecessary spending by cutting down on unnecessary council jobs and spending. They also suggested prioritising core services such as roads, water, waste management, libraries, pools, and housing for disadvantaged individuals. Streamlining operations and reducing bureaucracy was another solution, with respondents suggesting a review of staffing levels and reduction of bureaucracy. Increasing community engagement was also proposed, with a need for staff with real people skills and life and work experience to engage with the public effectively.

Section 5

# Residents have their say – Open feedback

The key areas that residents expressed concerns for and provided feedback on were:

- Keeping rates low and affordable.
- Focus on basic infrastructure and services before ‘nice to haves’.
- Climate change and environmental sustainability.

The discussion around rates and affordability focused on the concern respondents had about the increasing rates and their ability to afford them, especially given the rising cost of living. They suggest that the Council should focus on essential services and infrastructure and be more efficient with money.

When it comes to infrastructure and basic services, respondents are concerned about the state of infrastructure in New Plymouth, particularly roads, potholes, and drainage systems. They believe that the Council should prioritise these basic services and infrastructure before investing in large-scale projects.

Lastly, respondents had varying opinions of climate change and environmental sustainability. Some believe that climate change mitigation and adaptation should be the Council’s top priority, while others are concerned about the cost of reducing carbon emissions and suggest focusing on resilience instead. There are also suggestions to invest in green initiatives, such as promoting green field developments and supporting best practices in the oil and gas industry. Overall, respondents highlight the importance of considering climate change and environmental sustainability in decision-making and finding a balance between economic growth and environmental responsibility.

Section 6

# Appendix 1 – NPDC LTP 2024 Questionnaire

# PART ONE: WAPI DIGITAL OPEN-LINK SURVEY FOR NPDC DISTRIBUTION

## Email invitation to People's Panel members


The New Plymouth District Council is asking for feedback on key projects and topics that will help formalise our 10-year plan.

The 10-year plan is the Council's big-picture plan. It shows how the district will develop and set out the projects and services we'll provide over the next ten years.

This consultation process gives you the opportunity to have your say in what facilities and services you want in your district.

You are encouraged to complete the consultation survey. The survey will only take 7 to 10 minutes to complete.

**Take the Survey now!**

Everyone who takes part is entered into a prize draw to win one of five $300 shopping vouchers.

You are receiving this email because you signed up to be contacted to provide feedback on NPDC topics. Research First is an independent research company with offices throughout New Zealand. We are conducting research on behalf of the New Plymouth District Council (NPDC) about their key planning tool, the Ten-Year Plan (TYP). For your information, we have included a link to our privacy policy:https://media.researchfirst.co.nz/ResearchFirstPrivacyPolicy-v2S.pdf https://researchfirst.co.nz/privacy-policy/.

# OPEN-LINK DIGITAL SURVEY INTRODUCTION


Thank you for clicking through to this survey.

Today, we are going to discuss five big issues that are important to the 10-year plan.

## Chapter 1. Wild Weather Protection

The first theme is Wild Weather Protection.

Background

We dodged a bullet with cyclones Hale and Gabrielle slamming parts of the country this year. You will remember it wasn’t too long ago Cyclone Gita rocked our district. We want to know, should we invest more now to future-proof public infrastructure (roads, water, buildings) or set extra money aside to help with the more frequent weather-related clean-ups?

Q1. First off, thinking about over the next decade, how important is future-proofing our infrastructure (e.g., roads, water networks and buildings) to prepare for wild weather protection? Select one.

| Code | |
|---|---|
| 1 | Very low importance |
| 2 | Low importance |
| 3 | Neutral |
| 4 | High Importance |
| 5 | Very high importance |

Q2. How concerned are you with the impact of wild weather events on our residents? Select one.

| Code | |
|---|---|
| 1 | Not concerned at all |
| 2 | Unconcerned |
| 3 | Neutral |
| 4 | Concerned |
| 5 | Very concerned |

Q3. How supportive are you of NPDC setting aside more money to keep a fund for a ‘rainy day’ to help with the more frequent weather-related clean-ups? Select one

| Code | |
|---|---|
| 1 | Very unsupportive |
| 2 | Unsupportive |
| 3 | Neutral |
| 4 | Supportive |
| 5 | Very supportive |

Q4. How much money are you willing to pay to invest more to be better prepared for wild weather? Select one

| Code | |
|---|---|
| 1 | No additional rates |
| 2 | A small rates increase |
| 3 | A medium rates increase |
| 4 | A large rates increase |

## Chapter 2. Should we play a bigger role in housing?

The next topic looks at whether the Council should play a bigger role in housing.

Background

Skyrocketing housing costs are locking out people from owning a home of their own, and central Government agencies are struggling to tackle this problem. Currently, NPDC manages 140 Housing for the Elderly units. As we work on our draft ten-year plan, should we be playing a bigger role in housing?

Q5. Thinking about over the next decade, how important is it for the NPDC to play a role in housing our population? Select one.

| Code | |
|---|---|
| 1 | Very low importance |
| 2 | Low importance |
| 3 | Neutral |
| 4 | High Importance |
| 5 | Very high importance |

Q6. How concerned are you about the state of housing in our district? Select one

| Code | |
|---|---|
| 1 | Not concerned at all |
| 2 | Unconcerned |
| 3 | Neutral |
| 4 | Concerned |
| 5 | Very concerned |

Q7. How supportive are you of the NPDC setting up a Housing Trust so our housing for the elderly tenants can access Central Government rent subsidies and other funds? Select one

| Code | |
|---|---|
| 1 | Very unsupportive |
| 2 | Unsupportive |
| 3 | Neutral |
| 4 | Supportive |
| 5 | Very supportive |

Q8. How much money are you willing to pay to invest more in other options to increase our role in housing? Select one

| Code | |
|---|---|
| 1 | No additional rates |
| 2 | A small rates increase |
| 3 | A medium rates increase |
| 4 | A large rates increase |

## Chapter 3. Keeping Taranaki's Economy Pumping

The next topic is about keeping Taranaki's economy pumping.

Background

Taranaki's energy and dairy-based economy is set to diminish as the country moves to a low-emissions future. Treasury have estimated this transition will reduce Taranaki's Gross Domestic Product (GDP) growth nationally by 1.2%. With increased competition for Central Government funding, heightened by Cyclone Gabrielle, our fate as a region is determined by what we can do ourselves. So, do we need to invest more to smooth this transition? Should we be investing more in our economy, encouraging diversification, and creating viable long-term businesses and jobs for a thriving Taranaki?

Q9. How important is NPDC's role in supporting the district's economy to you? Select one

| Code | |
|---|---|
| 1 | Very low importance |
| 2 | Low importance |
| 3 | Neutral |
| 4 | High Importance |
| 5 | Very high importance |

Q10. How concerned are you about the future of our economy as we transition to a greener future?

| Code | |
|---|---|
| 1 | Not concerned at all |
| 2 | Unconcerned |
| 3 | Neutral |
| 4 | Concerned |
| 5 | Very concerned |

Q11. How supportive are you of NPDC investing in our economy to grow diversification, jobs and investment into the region and to support historical levels of GDP?

| Code | |
|---|---|
| 1 | Very unsupportive |
| 2 | Unsupportive |
| 3 | Neutral |
| 4 | Supportive |
| 5 | Very supportive |

Q12. How much money are you willing to pay to support the resilience of our Taranaki economy as we move towards opportunities in new energy and food diversification to create long-term jobs and investment? Select one

| Code | |
|---|---|
| 1 | No additional rates |
| 2 | A small rates increase |
| 3 | A medium rates increase |
| 4 | A large rates increase |

# Chapter 4. Keeping rates real

The following section looks at keeping rates real.

Background

Global economic woes are at their worst since the 1970s, and they're set to continue, so we need to tighten our belts. We manage assets worth $4b and have a $3b work programme over the next ten years. We have a proven record of sound fiscal management, but we can't crunch the numbers any lower. We need to keep rates real and have some tough conversations about what's in and out.

Q13. How important is keeping rates affordable? Select one

| Code | |
|---|---|
| 1 | Very low importance |
| 2 | Low importance |
| 3 | Neutral |
| 4 | High Importance |
| 5 | Very high importance |

Q14. How concerned are you about double-digit rates rises? Select one

| Code | |
|---|---|
| 1 | Not concerned at all |
| 2 | Unconcerned |
| 3 | Neutral |
| 4 | Concerned |
| 5 | Very concerned |

Q15. How supportive are you of NPDC reducing our level of services (e.g., shorter opening hours for pools and libraries)? Select one

| Code | |
|---|---|
| 1 | Very unsupportive |
| 2 | Unsupportive |
| 3 | Neutral |
| 4 | Supportive |
| 5 | Very supportive |

Q16. How supportive are you of NPDC reducing our programme of works and other projects (e.g., big multi-million-dollar projects)? Select one

| Code | |
|---|---|
| 1 | Very unsupportive |
| 2 | Unsupportive |
| 3 | Neutral |
| 4 | Supportive |
| 5 | Very supportive |

Q17. How much money are you willing to pay to invest more to keep our levels of services and programme of works the same? Select one

| Code | |
|---|---|
| 1 | No additional rates |
| 2 | A small rates increase |
| 3 | A medium rates increase |
| 4 | A large rates increase |

## Chapter 5. Changing the game plan on the Hub

The final topic is about changing the game plan on the Hub.

Background

In 2021, we committed to invest $40 million to help build the multi-purpose Tūparikinao Active Community Hub. A further third of investment was anticipated from the Central Government and private partners. Locals are still crying out for modern facilities, but the world has changed due to global financial woes and the costs of dealing with Cyclone Gabrielle. Construction cost escalation and evolving funding and design requirements mean the required budget for the two-stage project has been revised from $91 million to $110 million in 2023. In these tough financial times, what part of the Hub should we do first?

Q18. How important is the multi-purpose (sport and well-being) hub to you? Select one

| Code | |
|---|---|
| 1 | Very low importance |
| 2 | Low importance |
| 3 | Neutral |
| 4 | High Importance |
| 5 | Very high importance |

Q19. How concerned are you with the revised cost estimate of $91-110 million for the Hub?

| Code | |
|---|---|
| 1 | Not concerned at all |
| 2 | Unconcerned |
| 3 | Neutral |
| 4 | Concerned |
| 5 | Very concerned |

Q20. How supportive are you of reviewing which part of the Hub we should build first?? Select one

| Code | |
|---|---|
| 1 | Very unsupportive |
| 2 | Unsupportive |
| 3 | Neutral |
| 4 | Supportive |
| 5 | Very supportive |

Q21. How supportive are you about reviewing the project scope to a lower cost? Select one

| Code | |
|---|---|
| 1 | Very unsupportive |
| 2 | Unsupportive |
| 3 | Neutral |
| 4 | Supportive |
| 5 | Very supportive |

Q22. How much money are you willing to pay for the Hub? Select one

| Code | |
|---|---|
| 1 | No additional rates |
| 2 | A small rates increase |
| 3 | A medium rates increase |
| 4 | A large rates increase |

## General feedback

Q23. Please share any other feedback you have regarding the 2024 10-Year Plan or give us any other general pointers.

| | |
|---|---|
| Verbatim: | |
| No | |

## Voluntary demographic questions

Lastly, a couple of questions about yourself.

D1. Are you or is anyone in your household employed by or is an elected member of the New Plymouth District Council?

| | |
|---|---|
| 1 | Yes |
| 2 No | |

D2. To ensure we include people from all over the district, please tell us which suburb you currently live in. Select one. List of suburbs to be back-coded to wards.

| Code | Suburb | |
|---|---|---|
| 2 | Bell Block | Puketapu-Bell Block |
| 1 | Blagdon | New Plymouth |
| 3 | Brixton | Waitara |
| 1 | Brooklands | New Plymouth |
| 1 | Central Business District | New Plymouth |
| 5 | Egmont Village | Inglewood |
| 1 | Ferndale | New Plymouth |
| 1 | Fitzroy | New Plymouth |
| 1 | Frankleigh Park | New Plymouth |
| 1 | Glen Avon | New Plymouth |
| 1 | Highlands Park | New Plymouth |
| 5 | Hillsborough | Inglewood |
| 1 | Hurdon | New Plymouth |
| 3 | Huirangi | Waitara |
| 1 | Hurworth | New Plymouth |
| 5 | Inglewood | Inglewood |
| 5 | Kaimata | Inglewood |
| 6 | Kaitaki | Kaitake |
| 6 | Koru | Kaitake |
| 3 | Lepperton | Waitara |
| 1 | Lynmouth | New Plymouth |
| 1 | Marfell | New Plymouth |
| 1 | Merrilands | New Plymouth |
| 1 | Moturoa | New Plymouth |
| 5 | Norfolk | Inglewood |
| 6 | Ōākura | Kaitake |
| 6 | Ōkato | Kaitake |
| 4 | Onaero | Clifton |
| 6 | Omata | Kaitake |
| 5 | Ratapiko | Inglewood |
| 1 | Spotswood | New Plymouth |
| 1 | Strandon | New Plymouth |
| 6 | Tataraimaka | Kaitake |
| 5 | Tarata | Inglewood |
| 5 | Tariki | Inglewood |
| 4 | Tikorangi | Clifton |
| 4 | Urenui | Clifton |
| 4 | Uruti | Clifton |
| 1 | Vogeltown | New Plymouth |
| 1 | Waiwhakaiho | New Plymouth |

| | | |
|---|---|---|
| 3 | Waitara | Waitara |
| 5 | Waitui | Inglewood |
| 1 | Welbourn | New Plymouth |
| 1 | Westown | New Plymouth |
| 1 | Whalers Gate | New Plymouth |
| | Other, please specify | |
| | Don't live in New Plymouth | |

| Code | Description |
|---|---|
| 1 | New Plymouth City |
| 2 | Puketapu-Bell Block |
| 3 | Waitara |
| 4 | Clifton |
| 5 | Inglewood |
| 6 | Kaitake |

D3. What age category do you fall into? Choose one.

| Code | Label |
|---|---|
| 1 | 15-17 |
| 2 | 18-24 |
| 3 | 25-29 |
| 4 | 30-34 |
| 5 | 35-39 |
| 6 | 40-44 |
| 7 | 45-49 |
| 8 | 50-54 |
| 9 | 55-59 |
| 10 | 60-64 |
| 11 | 65-69 |
| 12 | 70-74 |
| 13 | 75-79 |
| 14 | 80-84 |
| 15 | 85+ |
| 16 | Prefer not to say |

D4. What gender do you identify with? Choose one.

| Code | Label |
|---|---|
| 1 | Female |
| 2 | Male |
| 3 | Gender diverse |
| 4 | Prefer not to say |

D5. Which ethnicities do you identify with? Select all that apply.

| Code | Label |
|---|---|
| 1 | NZ European |
| 2 | Māori |
| 3 | Pacific Peoples |
| 4 | Asian |
| 5 | Middle Eastern/Latin American/African |
| 6 | Other Ethnicity |
| 9 | Prefer not to say |

D6. Including yourself, how many people normally live in your home? Select one

| Code | |
|---|---|
| 1 | One or two |
| 2 | Three or more? |
| 3 | Prefer not to say |

D7. Which of these groups best matches your total household income before tax in the last year? Select one.

| Code | Description |
|---|---|
| 1 | Less than $30,000 per year |
| 2 | $30,000 - $60,000 per year |
| 3 | More than $60,000 and up to $100,000 |
| 4 | More than $100,000 per year |
| 5 | Don't know |
| 6 | Prefer not to say |

D8. Finally, do you, or a member of your household, pay rates on a property in the New Plymouth District Council area? Select one.

| Code | |
|---|---|
| 1 | Yes |
| 2 | No |
| 4 | I'm renting |
| 3 | Don't know |

# FAREWELL

Would you like to enter the prize draw? If yes.

| | |
|---|---|
| Name: | |
| Email address | |

That's all the questions for today. Thanks for completing the survey and assisting the New Plymouth District Council to better plan for the district's future.

Please click 'Finish Survey' to finish.

Privacy and confidentiality

Research First is an independent research company with offices throughout New Zealand. We are conducting research on behalf of the New Plymouth District Council (NPDC) about their key planning tool, the 10-Year Plan (TYP). For your information, we have included a link to our privacy policy: https://media.researchfirst.co.nz/ResearchFirstPrivacyPolicy-v2S.pdf

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