



**NATIONAL RESEARCH BUREAU LTD**

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To: Nick Maybury

From: Ken Sutton and Janette Simpson

Of: New Plymouth District Council

Date: 24 March 2016

Dear Nick,

**SUMMARY OF COMMUNITRAK™ SURVEY RESULTS**

The following is a summary of your Communitrak™ survey results and, of course, detail will be provided in the report.

If you have any queries, please give one of us a call.

Hope you have a happy Easter.

Kind regards,

Ken Sutton

Janette Simpson

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## OVERALL SATISFACTION WITH COUNCIL SERVICES AND FACILITIES

	Very/fairly satisfied %	Not very satisfied %	Don't know/ unable to say %
Access to the natural environment, including the rivers, lakes, the mountain and the coast	96	2	2
The quality of parks and reserves, including the Coastal Walkway and Pukekura Park	95	4	1
Quality of the venues for entertainment, cultural and sporting events in the District	93	3	4
The maintenance and presentation of urban landscapes and streets, particularly flowerbeds and displays	92	7	1
The quality of the New Plymouth District living environment is being maintained	90	4	6
Quality of entertainment, cultural and sporting events in the District	90	5	5
Airport	88	6	6
Museum at Puke Ariki	86	3	11
Animal Control	84	7	9
Ability to drive around the District quickly, easily and safely	84	15	1
Public swimming pools <sup>†</sup>	83	4	14
Water supply <sup>†</sup>	83	7	11
Quality of sportsfields	82	3	15
Kerbside rubbish and recyclables collection	82	10	8
Quality of roads overall	82	17	1
Library at Puke Ariki	81	2	17
Sewerage system <sup>†</sup>	80	2	17
Quality of playgrounds <sup>†</sup>	79	6	16
Quality and safety of footpaths	79	17	4
Stormwater services (excluding flood protection)	78	8	14
Flood protection	77	4	19
Availability of car parking in the District	75	23	2
Quality and safety of cycleways	67	12	21
Quality of public toilets	67	17	16
Assistance Council gives to the community <sup>†</sup>	62	5	32
Community Libraries, excluding the Puke Ariki Library	52	-	48
Govett-Brewster Art Gallery / Len Lye Centre <sup>†</sup>	48	22	31

<sup>†</sup> does not add to 100% due to rounding

### **The Main Areas Of Concern About Services/Facilities Are:**

- |  |     |   |
|--|-----|---|
| • availability of car parking in the District  | 23% | of all residents are not very satisfied (24% in 2015) |
| • Govett-Brewster Art Gallery / Len Lye Centre | 22% | (NA in 2015)  |
| • quality of public toilets                    | 17% | (15% in 2015)   |
| • quality and safety of footpaths              | 17% | (14% in 2015)   |
| • quality of roads overall                     | 17% | (11% in 2015)   |

### **The Main\* Reasons Given For Being Not Very Satisfied With The Availability Of Car Parking In The District Are:**

- not enough parking / not enough in city centre / need more, mentioned by 11% of all residents,
- parking too expensive / meters too expensive, 6%.

\* multiple responses allowed

NB: no other reason mentioned by more than 2% of all respondents

## OUTCOMES

### Is There Anything Council Has Done Well In The Past Year?

Yes 61% (57% in 2015)

Main things mentioned:

- new system for rubbish/recycling 13% of all residents
- events/concerts/entertainment 10%
- Len Lye Centre/Govett-Brewster Art Gallery 6%
- Council does a good job/good communication/information/keep rates down 6%
- Coastal Walkway/extensions to walkway 6%

### Is There Anything Council Could Have Done Better In The Past Year?

Yes 46% (60% in 2015)

Main things mentioned:

- condition/maintenance of roads/  
other roading/traffic/cycling issues 8% of all residents
- rubbish collection/recycling service 6%
- upkeep/appearance of area 4%
- poor consultation/communication/information/  
don't listen/more transparency 4%
- expenditure on the Art Gallery/Len Lye/other artworks 4%

## SERVICE OR FACILITY SPEND EMPHASIS

	Spend More %
Airport	37
Quality of public toilets	34
Availability of car parking the District	33
Quality of roads overall	31
Quality and safety of footpaths	30
Ability to drive around District quickly, easily and safely	29
Quality and safety of cycleways	21
Community assistance	18
Quality of entertainment, cultural and sporting events in the District	17
Quality of parks and reserves, including the Coastal Walkway and Pukekura Park	16
Water supply	15
Quality of playgrounds	15
Kerbside rubbish and recyclables collection	14
Public swimming pools	14
District planning, control of building consents, subdivision and development	14
The maintenance and presentation of urban landscapes and streets, particularly flowerbeds and displays	13
Quality of the venues for entertainment, cultural and sporting events in the District	12
Stormwater services (excluding flood protection)	11
Access to the natural environment, including rivers, lakes, the mountain and the coast	9
Quality of sportsfields	9
Sewerage system	8
Animal control	8
Flood protection	7
Community libraries, excluding the Puke Ariki library	7
Library at Puke Ariki	6
Museum at Puke Ariki	5
Govett-Brewster Art Gallery / Len Lye Centre	4
The Visitor Information Centre at Puke Ariki	2

## RATES

92% of residents identify themselves, or members of their household, as ratepayers (90% in 2015).

### Satisfaction With How Rates Are Spent On The Services And Facilities Provided By Council

Very satisfied	24%	of all residents	(23% in 2015)
Fairly satisfied	60%		(59% in 2015)
Not very satisfied	8%		(16% in 2015)
Don't know / Unable to say	7%		(2% in 2015)

Does not add to 100% due to rounding

The main\* reasons given for being not very satisfied are:

- other services need attention / expenditure 3% of all residents
- high rates / increases / too high for services received / unfair system 3%
- waste money / overspend / priorities wrong / financial management 3%

\* multiple responses allowed

## CONTACT WITH COUNCIL

42% of residents have contacted the Council offices in the last 12 months by phone (47% in 2015), with 29% contacting the Council in person (33% in 2015) and 3% contacting the Council in writing (6% in 2015). 6% have contacted Council by email (11% in 2015) and 3% have contacted Council by social media.

Overall, 54% of residents have contacted the Council in the last 12 months (58% in 2015).

### Rating Of Council Staff In Terms Of:

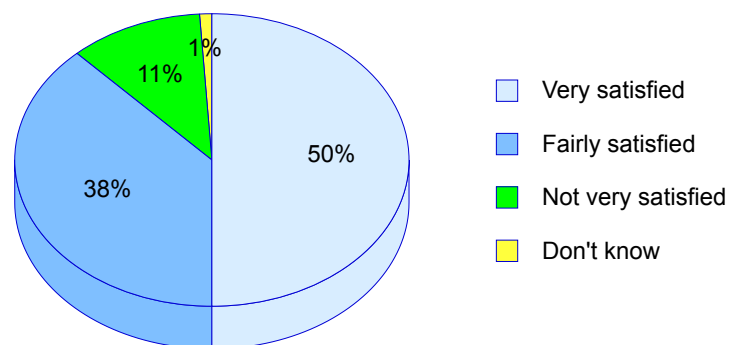
	Very satisfactory / Satisfactory %	Neither / Neutral %	Very unsatisfactory / satisfactory %	Don't know / Unable to say / Not applicable %
Helpfulness	86	7	6	1
Knowledge <sup>†</sup>	84	5	7	5
Did the Council do what it said it would do?	65	5	14	16

Base = 215\*

\* those residents who have contacted Council staff in the last 12 months

<sup>†</sup> does not add to 100% due to rounding

### Satisfaction With Overall Service Received When Contact The Council Offices



Base = 215

## LOCAL ISSUES

### Council Actions

When residents want Council to do something, they:

- phone the Council offices, mentioned by 61% of all residents,
- visit the Council offices, 17%,
- email the Council / write a letter, 9%,
- contact the Council via the NPDC website, 6%,
- phone a Community Board member, 3%,
- phone a Councillor, 2%,
- phone the Mayor, 2%,
- contact the Council via its Facebook or Twitter pages, 1%.

### Services And Facilities

Of all the services and facilities that the Council provides, the main\* ones residents think it does the **best** are:

- parks and reserves / recreational areas / well maintained / presented, mentioned by 25% of all residents,
- walkways / Coastal Walkway, 21%,
- events / entertainment / festivals / sporting events / free events / family events, 12%,
- rubbish collection / disposal / recycling, 11%.

\* multiple responses allowed

24% of residents were unable to comment and 3% say there are no services / facilities that the Council provides, that they feel the Council does the best.

Of all the services and facilities that the Council provides, the main\* ones residents think it does the **worst** are:

- roading, mentioned by 10% of all residents,
- general maintenance of city / public areas / parks / playgrounds, 5%,
- parking, 4%,
- public toilets, 4%.

\* multiple responses allowed

37% of residents were unable to comment and 17% say there are no services / facilities that Council provides, that they feel Council does the worst (13% in 2015).



### Meeting The Needs/Aspirations Of The District

72% of residents feel that Council meets the needs and aspirations of the District [rating 7 to 10], compared to 64% in 2015, while 4% feel the Council does not meet the needs/aspirations of the District [rating 1 to 4] (7% in 2015).

### Perception Of Safety

Do residents feel that New Plymouth District is generally a safe place to live?

Yes, definitely	51%	of all residents	(63% in 2015)
Yes, mostly	48%		(36% in 2015)
Not really	1%		(1% in 2015)

### Quality Of Life

Overall, residents feel the overall quality of life in the New Plymouth District is:

Very good	76%	of all residents	(81% in 2015)
Good	22%		(18% in 2015)
Fair	2%		(1% in 2015)
Poor	-		(-% in 2015)

## Physical Activity

### Walking

The mean (average) number of minutes residents\* say they walk on each day of the week in an average week, for any reason is:

Day Of The Week	Mean Minutes
Monday	59
Tuesday	56
Wednesday	61
Thursday	57
Friday	56
Saturday	51
Sunday	47

\* N=400 (excludes 2 residents who were unable to say)

### Cycling

40% of residents say they have cycled in the last year, while 60% have not. Of those that have cycled, 53% say they do it at least once a week and 47% do it less often. Amongst the residents<sup>†</sup> who cycle at least once a week, the mean (average) number of minutes they say they cycle on each day of the week in an average week, for any reason is:

Day Of The Week	Mean Minutes
Monday	29
Tuesday	32
Wednesday	31
Thursday	29
Friday	23
Saturday	46
Sunday	39

<sup>†</sup> N=73

## INFORMATION

### Main Source Of Information About Council

Where or from whom residents mainly see, read or hear information about the Council:

Newspapers	63%	of all residents
Social media	9%	
Council's website	7%	
Newsletters	7%	
Radio	4%	
From other people / hearsay	4%	
Personal contact	3%	
Not aware of any	1%	
Others	3%	

Does not add to 100% due to rounding

Those residents<sup>†</sup> who say newspapers are their main source of information give the following as the newspapers\* they read:

The Taranaki Daily News	84%
The North Taranaki Midweek	73%
Live Magazine	19%
Opunake & Coastal News	5%
TOM Oakura	4%
Moa Mail	4%
The Stratford Press	3%
Others	1%

\* multiple responses allowed

<sup>†</sup> Base = 263

## Information Published By Council

76% of residents say they have seen or read information published by Council in the last 12 months (83% in 2015), 22% say they haven't (16% in 2015), and 2% were unsure.

The 78% who said they have, or were unsure, were then asked if they had seen or read each of the following sources of information, and say they have seen or read:

	2016 %	2015 %
Ratepayers' Quarterly Update - delivered to your home inside your rates notice or as a link with rates notices sent by email <sup>†</sup>	81	78
Information available from the Council offices	31	36
Social media	26	21
Council website	37	50
7 Days - the Council's weekly page in the Midweek	69	72

<sup>†</sup> 2015: Ratepayers' Quarterly Update - delivered to your home inside your rates notice  
Base = 321

78% of residents\* think these communications channels improve their understanding of how the Council uses the rates it collects, while 10% do not and 12% are unable to comment.

\* the 78% of residents who have, or were unsure if they have, seen or read information published by the Council in the last 12 months (N=321)

## Digital Services

18% of residents say that in the last three months, they have interacted with the Council online (ie, via the Council website or its Facebook/Twitter pages).