

**NEW PLYMOUTH DISTRICT COUNCIL
COMMUNITRAK™ SURVEY
FEBRUARY 2016**

COMMUNITRAK™ SURVEY

PUBLIC PERCEPTIONS AND INTERPRETATIONS OF COUNCIL SERVICES AND REPRESENTATION

PREPARED AS PART OF THE PUBLIC FEEDBACK PROGRAM FOR:

NEW PLYMOUTH DISTRICT COUNCIL

FEBRUARY 2016



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NB: Please note the following explanations for this report:



Figures that are comparably lower than percentages for other respondent types.



Figures that are comparably higher than percentages for other respondent types.

Arrows, whenever shown, depict a directional trend.

In general, where bases are small (<30), no comparisons have been made. For small bases, the estimates of results are not statistically reliable due to the high margins of error.

A. SITUATION AND OBJECTIVES

The strategic intent for New Plymouth District Council reads ...

“New Plymouth will offer an attractive living environment that compares favourably nationally and internationally.

It will do this in order to attract and retain the skilled labour force our community needs to grow and prosper.

The unifying purpose of all New Plymouth District Council services lies in creating an attractive living environment.

New Plymouth will invest in, maintain, assist and encourage others to provide those diverse facilities, infrastructure and services that are needed to make New Plymouth District nationally and internationally a location of choice.”

Council has engaged a variety of approaches both to seeking public opinion and to communicating its decisions and programmes to residents and ratepayers. One of these approaches was to commission the National Research Bureau's Communitrak™ survey in 1994, 1996-2000, 2003-2015 and now again in 2016.

Communitrak™ determines how well Council is performing in terms of services/ facilities offered and representation given to its citizens.

The advantages and benefits of this are that Council has the National Average and Peer Group Average comparisons against which to analyse perceived performance, as well as the results from the Communitrak™ surveys undertaken in 1994, 1996, 1997, 1998, 1999, 2000, 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014 and 2015.

In addition, the survey sought to obtain the views of New Plymouth District residents on specific issues, namely ...

- who they would contact first if they would like Council to do something,
- which services and facilities Council does best, and worst, and why,
- rating of Council in terms of meeting the needs/aspirations of the District,
- how safe residents feel the District is generally,
- how residents feel about the quality of life in the District,
- how often, in an average week, residents walk/cycle.

* * * * *

B. COMMUNITRAK™ SPECIFICATIONS

Sample Size

This Communitrak™ survey was conducted with 402 residents of the New Plymouth District.

The survey is framed on the basis of the Areas, as the elected representatives are associated with a particular Area.

Sampling and analysis were based on five Areas. The interviews were spread as follows:

New Plymouth	241
Inglewood	40
Clifton	37
Kaitake	41
Waitara	43
	<u>402</u>

Interview Type

All interviewing was conducted by telephone, with calls being made between 4.30pm and 8.30pm on weekdays and 9.30am and 8.30pm weekends.

Sample Selection

The relevant white pages of the telephone directory were used as the sample source, with every xth number being selected, that is, each residential (non-business) number selected was chosen in a systematic, randomised way (in other words, at a regular interval), in order to spread the numbers chosen in an even way across all relevant phone book pages. We took special care to ensure all residents of the District were included, by checking the directory with Area and District boundaries.

Households were screened to ensure they fell within the New Plymouth District Council's geographical boundaries.

Quota sampling was used to ensure an even balance of male and female respondents, with the sample also stratified according to Area. Sample sizes for each Area were predetermined to ensure a sufficient number of respondents within each Area, so that analysis could be conducted on a Area-by-Area basis.

A target of interviewing approximately 120 residents, aged 18 to 44 years, was also set.

Respondent Selection

Respondent selection within the household was randomised, with the eligible person being the man or woman normally resident, aged 18 years or over, who had the last birthday.

Call Backs

Three call backs, ie, four calls in all, were made to a residence before the number was replaced in the sample. Call backs were made on a different day or, in the case of a weekend, during a different time period, ie, at least four hours later.

Sample Weighting

Weightings were applied to the sample data, to reflect the actual Ward, gender and age group proportions in the area as determined by Statistics New Zealand's 2013 Census data. The result is that the total figures represent the population's viewpoint as a whole across the entire New Plymouth District. Bases for sub samples are shown in the Appendix.

Where we specify a "base", we are referring to the actual number of respondents interviewed.

Survey Dates

All interviews were conducted between Friday 12th February and Sunday 21st February 2016.

Comparison Data

Communitrak™ offers to Councils the opportunity to compare their performance with those of Local Authorities across all New Zealand as a whole and with similarly constituted Local Authorities.

The Communitrak service includes ...

- comparisons with a national sample of 1003 interviews conducted in November 2014,
- comparisons with provincial, urban and rural norms.

The survey methodology for the comparison data is similar in every respect to that used for your Council's Communitrak™ reading.

Where comment has been made regarding respondents more or less likely to represent a particular opinion or response, the comparison has been made between respondents in each socio-economic group, and not between each socio-economic group and the total.

Weightings have been applied to this comparison data to reflect the actual adult population in Local Authorities as determined by Statistics NZ 2013 Census data.

Comparisons With National Communitrak™ Results

Where survey results have been compared with Peer Group and/or National Average results from the November 2014 National Communitrak™ Survey, NRB has used the following for comparative purposes, for a sample of 400 residents:

above/below	±7% or more
slightly above/below	±5% to 6%
on par with	±3% to 4%
similar to	±1% to 2%

Margin Of Error

The survey is a quota sample, designed to cover the important variables within the population. Therefore, we are making the assumption that it is appropriate to use the error estimates that would apply to a simple random sample of the population.

The following margins of error are based on a simple random sample. The maximum likely error limits occur when a reported percentage is 50%, but more often than not the reported percentage is different, and margins of error for other reported percentages are shown below. The margin of error approaches 0% as a reported percentage approaches either 100% or 0%.

Margins of error rounded to the nearest whole percentage, at the 95 percent level of confidence, for different sample sizes and reported percentages are:

Sample Size	Reported Percentage				
	50%	60% or 40%	70% or 30%	80% or 20%	90% or 10%
500	±4%	±4%	±4%	±4%	±3%
400	±5%	±5%	±5%	±4%	±3%
300	±6%	±6%	±5%	±5%	±3%
200	±7%	±7%	±6%	±6%	±4%

The margin of error figures above refer to the **accuracy** of a result in a survey, given a 95 percent level of confidence. A 95 percent level of confidence implies that if 100 samples were taken, we would expect the margin of error to contain the true value in all but five samples. At the 95 percent level of confidence, the margin of error for a sample of 400 respondents, at a reported percentage of 50%, is plus or minus 5%.

Significant Difference

This is a test to determine if the difference in a result between two separate surveys is significant. Significant differences rounded to the nearest whole percentage, at the 95 percent level of confidence, for different sample sizes and midpoints are:

Sample Size	Midpoint				
	50%	60% or 40%	70% or 30%	80% or 20%	90% or 10%
500	6%	6%	6%	5%	4%
400	7%	7%	6%	6%	4%
300	8%	8%	7%	6%	5%
200	10%	10%	9%	8%	6%

The figures above refer to the difference between two results that is required, in order to say that the difference is significant, given a 95 percent level of confidence. Thus the significant difference, for the same question, between two separate surveys of 400 respondents is 7%, given a 95 percent level of confidence, where the midpoint of the two results is 50%.

Please note that while the Communitrak™ survey report is, of course, available to residents, the Mayor and Councillors, and Council staff, it is not available to research or other companies to use or leverage in any way for commercial purposes.

* * * * *

C. EXECUTIVE SUMMARY

This report summarises the opinions and attitudes of New Plymouth District Council residents and ratepayers to the services and facilities provided for them by their Council and their elected representatives.

The New Plymouth District Council commissioned Communitrak™ as a means of measuring their effectiveness in representing the wishes and viewpoints of their residents. Understanding residents' and ratepayers' opinions and needs will allow Council to be more responsive to its citizens.

Communitrak™ provides a comparison for Council on major issues, on their performance relative to the performance of their Peer Group of similarly constituted Local Authorities and to Local Authorities on average throughout New Zealand.

SNAPSHOT



96% of residents are satisfied with the access to the natural environment, including the rivers, lakes, the mountain and the coast.



However, **23%** are not very satisfied with the availability of car parking in the District.



88% of residents who have contacted Council offices (by phone, in writing, by email and/or by social media), in the last 12 months, are satisfied.



72% of residents feel that Council meets the needs and aspirations of the District.



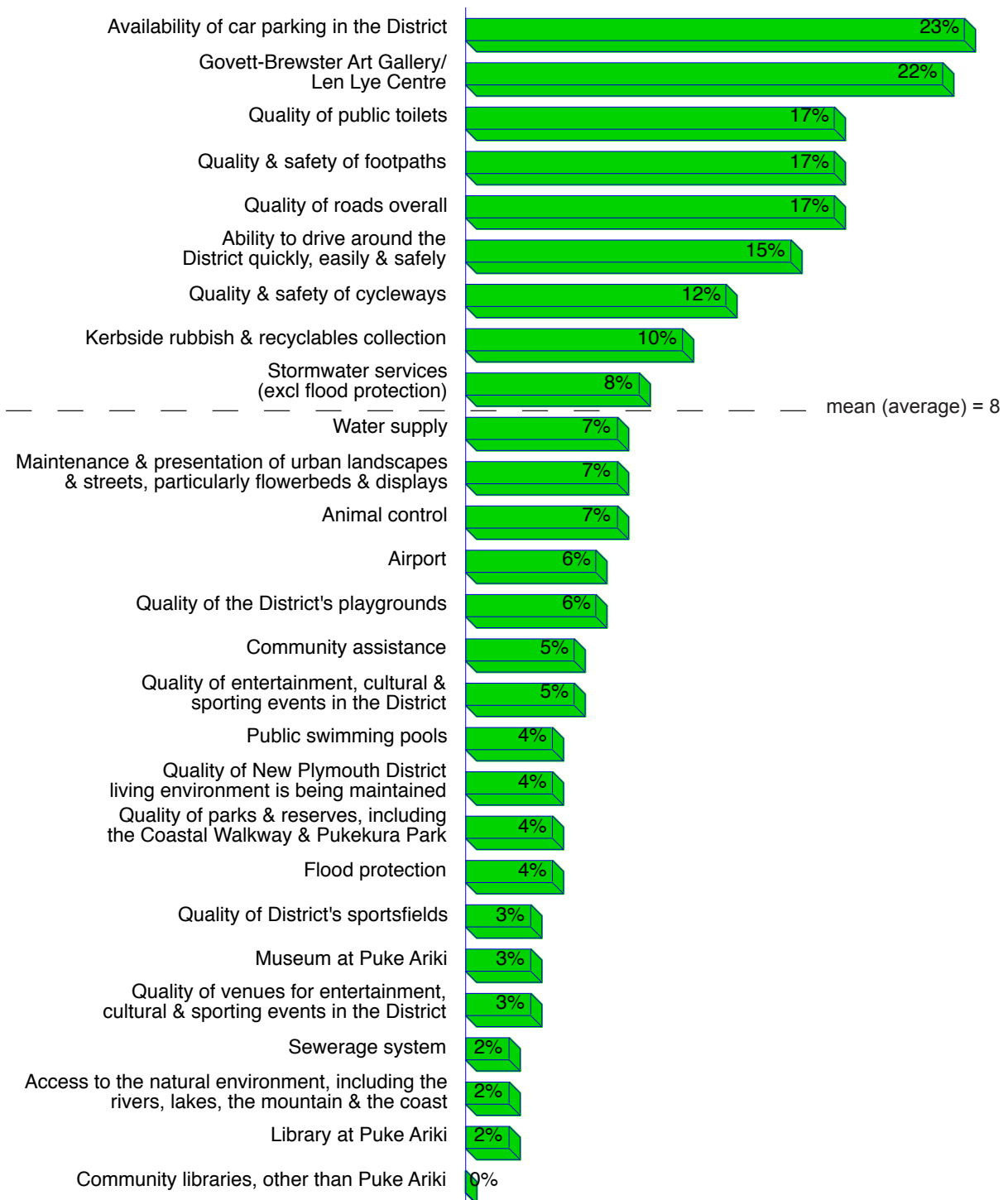
Overall, **76%** of residents feel the quality of life in New Plymouth is very good.

COUNCIL SERVICES/FACILITIES

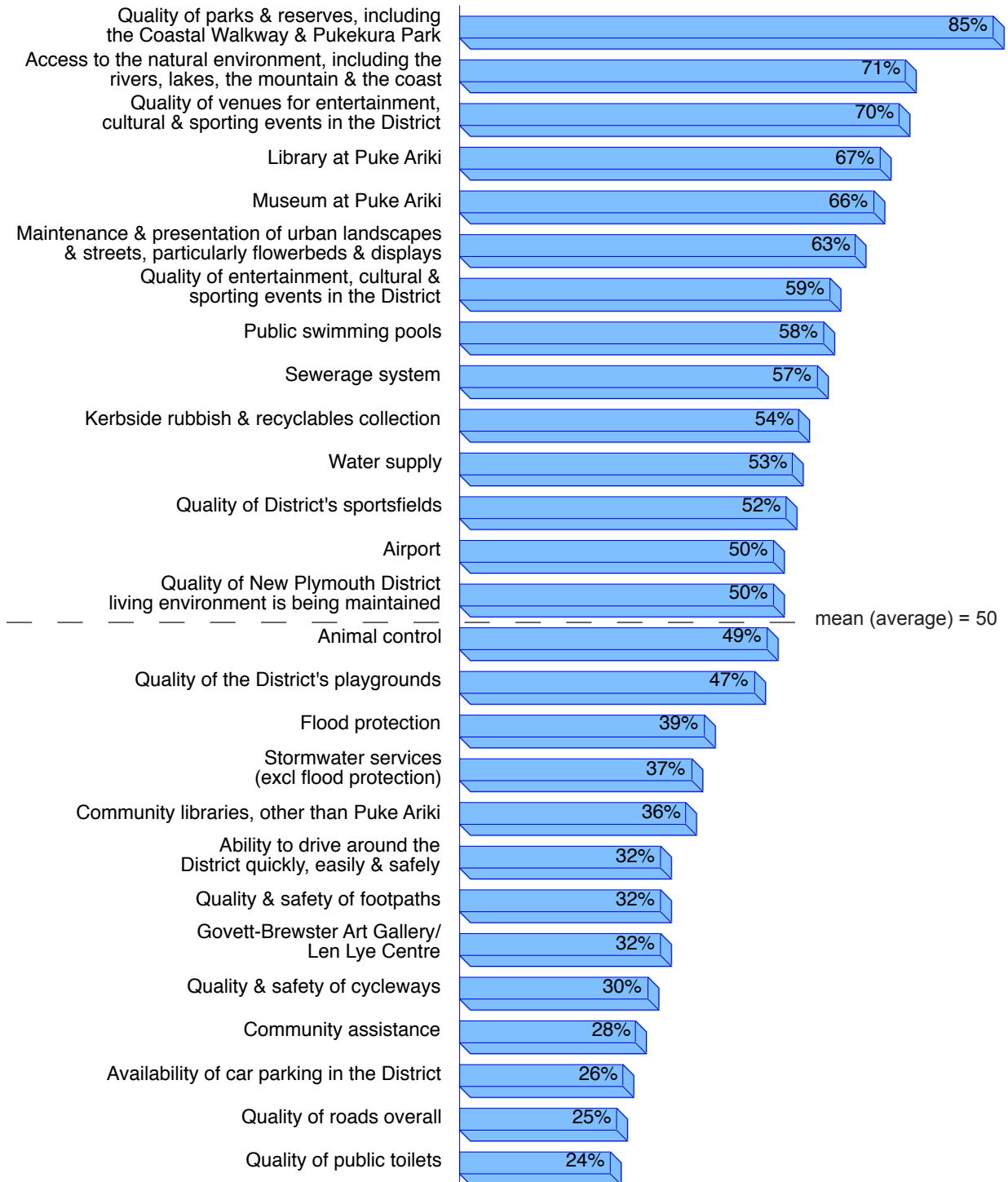
The main services / facilities residents want more spent on are ...

- the airport, 37%,
- the quality of public toilets, 34%,
- the availability of parking in New Plymouth, 33%,
- quality of roads overall, 31%,
- quality and safety of footpaths, 30%.

Percent Saying They Are Not Very Satisfied With ...



Percent Very Satisfied



Summary Table: Comparison Between 2015 And 2016

	New Plymouth 2016		New Plymouth 2015	
	Very / fairly satisfied %	Not very satisfied %	Very / fairly satisfied %	Not very satisfied %
Access to the natural environment, including the rivers, lakes, the mountain and the coast	96 =	2 =	95	2
The quality of parks and reserves, including the Coastal Walkway and Pukekura Park	95 =	4 =	96	3
Quality of the venues for entertainment, cultural and sporting events in the District	93 =	3 =	93	2
The maintenance and presentation of urban landscapes and streets, particularly flowerbeds and displays	92 =	7 =	91	8
The quality of the New Plymouth District living environment is being maintained	90 =	4 =	89	5
Quality of entertainment, cultural and sporting events in the District	90 =	5 =	89	3
Airport	88 =	6 =	90	5
Museum at Puke Ariki	86 =	3 =	86	3
Animal Control	84 =	7 =	86	5
Ability to drive around the District quickly, easily and safely	84 =	15 =	87	11
Public swimming pools	83 =	4 =	80	8
Water supply	83 =	7 =	81	8
Quality of sportsfields	82 =	3 =	83	3
Quality of roads overall	82 ↓	17 ↑	89	11
Library at Puke Ariki	81 =	2 =	84	1
Sewerage system	80 =	2 =	78	2
Quality of playgrounds	79 =	6 =	78	5
Quality and safety of footpaths	79 =	17 =	82	14
Stormwater services (excluding flood protection)	78 =	8 =	78	8
Flood protection	77 ↑	4 =	64	3
Availability of car parking in the District	75 =	23 =	75	24
Quality and safety of cycleways	67 =	12 =	69	10
Quality of public toilets	67 =	17 =	71	15
Assistance Council gives to the community	62 ↑	5 =	54	7
Community Libraries, excluding the Puke Ariki Library	52 =	0 =	54	1

NB: the balance, where figures don't add to 100%, is a "don't know" response

Key: ↑ above/slightly above 2015 reading
 ↓ below/slightly below 2015 reading
 = similar/on par

New Plymouth is **higher/slightly higher** than the Peer Group and/or National Averages for ...

	New Plymouth %	Peer Group %	National Average %
• Govett-Brewster Art Gallery / Len Lye Centre	22	°°°5	°°°5

However, the comparison is **favourable** for New Plymouth for ...

• availability of car parking in New Plymouth	23	*25	*31
• quality and safety of footpaths	17	††21	††23
• quality of roads overall	17	**28	**21
• stormwater services (excluding flooding)	8	°°11	°°13
• animal control	7	†††18	†††20
• public swimming pools	4	12	10

The comparison for the following show New Plymouth **on par/similar** to both the Peer Group and National Averages for ...

• quality of public toilets	17	†18	†19
• kerbside rubbish and recyclables collection	10	°10	°12
• water supply	7	8	9
• quality of District's playgrounds	6	◇◇4	◇◇4
• community assistance	5	6	8
• quality of parks and reserves, including the Coastal Walkway and Pukekura Park	4	◇2	◇4
• quality of District's sportsfields	3	◇◇4	◇◇4
• Museum at Puke Ariki	3	6	4
• the sewerage system	2	6	6
• library at Puke Ariki	2	***2	***2
• Community Libraries, excluding Puke Ariki	0	***2	***2

* figures are based on ratings for parking in CBD/local town

† figures are based on ratings for public toilets in general

° figures are based on the **averaged** ratings for rubbish collection and recycling (these are asked separately in the National survey)

°° figures are based on ratings for stormwater services (does not exclude flood protection)

°°° figures are based on ratings for Art Gallery in a District/City

†† figures are based on ratings for footpaths in general

** figures are based on the ratings for roads in general

◇◇ figures are based on ratings for sportsfields and playgrounds in general

◇ figures are based on ratings for parks and reserves in general

*** figures are based on ratings for libraries in general

††† figures are based on ratings for dog control

There are no Peer Group and National Averages for the maintenance of the quality of the District's living environment; the ability to drive around the District quickly, easily and safely; the quality of entertainment, cultural and sporting events in the District, the quality of venues for entertainment, cultural and sporting events in the District; the maintenance and presentation of urban landscapes and streets, particularly flowerbeds and displays; the quality and safety of cycleways; access to the natural environment, including the rivers, lakes, the mountain and the coast; flood protection; and the airport.

FREQUENCY OF HOUSEHOLD USE - COUNCIL FACILITIES/SERVICES

	Usage In The Last Year		
	Three times or more %	Once or twice %	Not at all %
Parks or reserves, including the Coastal Walkway and Pukekura Park	85	9	6
The airport	61	28	11
An entertainment, arts or sporting event at TSB Showplace, TSB Stadium, Bowl of Brooklands or Yarrow Stadium	59	24	17
Public toilets	54	21	25
Museum at Puke Ariki	39	35	26
Sportsfield	55	18	27
Library at Puke Ariki	56	15	29
Playground	55	14	31
Public swimming pool	49	12	39
Govett-Brewster Art Gallery / Len Lye Centre	17	38	45
A cycleway	36	10	54
Visitor Information Centre at Puke Ariki	11	24	65
Community library (excluding Puke Ariki) [†]	25	10	65
Contacted Council about dogs and/or other animals	3	14	83

% read across

Parks or reserves, including the Coastal Walkway and Pukekura Park, 94%, and the airport, 89%,

... are the facilities/services surveyed which have been most frequently used by households, in the last year.

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% | |
| • roading/traffic/road safety | 5% | |

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

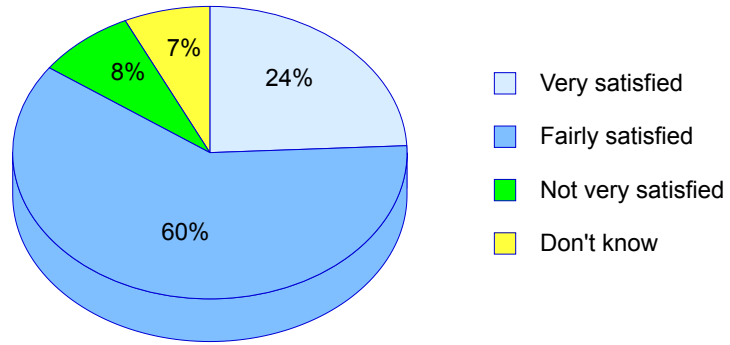
Yes 46% (60% in 2015)

Main things mentioned:

- | | | |
|--|----|------------------|
| • condition/maintenance of roads/
other roading/traffic/cycling issues | 8% | of all residents |
| • rubbish collection/recycling services | 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% | |

RATES

92% of residents identify themselves, or members of their household, as ratepayers (90% 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:

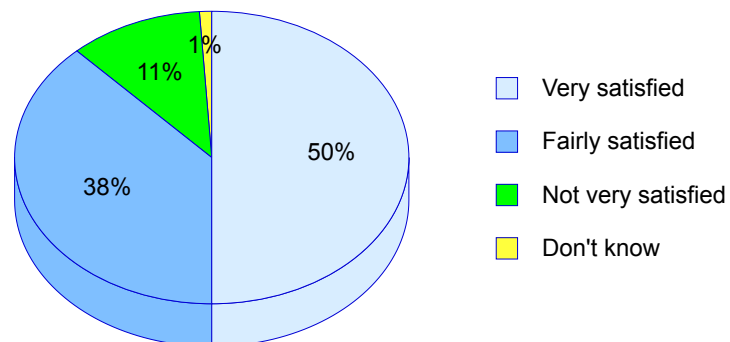
	Very satisfactory / Satisfactory %	Neither / Neutral %	Very unsatisfactory / satisfactory %	Don't know / Unable to say / Not applicable %
Helpfulness	86	7	6	1
Knowledge [†]	84	5	7	5
Did the Council do what it said it would do?	65	5	14	16

Base = 215*

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

[†] does not add to 100% due to rounding

Satisfaction With Overall Service Received When Contact The Council Offices



Base = 215

INFORMATION

Newspapers are the main source of information about the Council for New Plymouth District residents (63%, 71% in 2015).

The Taranaki Daily News (84%) and The North Taranaki Midweek (73%) are the newspapers most mentioned by residents who say newspapers are their main source of information.

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†	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

† 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).

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%,
- tourism promotion / promoting Taranaki / encouraging visitors, 8%.

* 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).

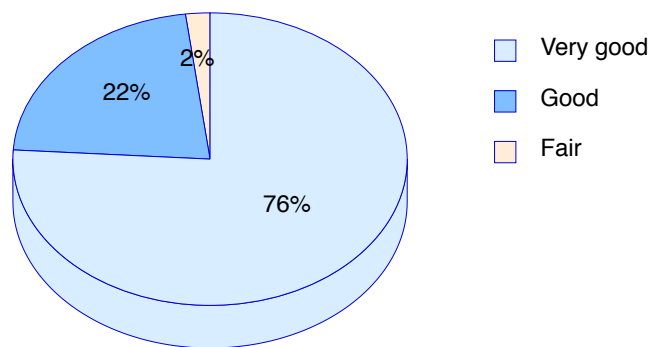
Perception Of Safety

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 ...



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[†] 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

[†] N=73

* * * * *

D. MAIN FINDINGS

Throughout this Communitrak™ report, comparisons are made with the National Average of Local Authorities and with a Peer Group of similar Local Authorities.

For New Plymouth District Council, this Peer Group of similar Local Authorities are those comprising a provincial city or town(s), together with a rural component.

NRB has defined the Provincial Peer Group as those Territorial Authorities where from 66% to 91% of dwellings are in urban meshblocks, as classified by Statistics New Zealand's 2013 Census data.

In this group are ...

Ashburton District Council

Gisborne District Council

Gore District Council

Grey District Council

Hastings District Council

Horowhenua District Council

Marlborough District Council

Masterton District Council

Queenstown Lakes District Council

Rotorua District Council

South Waikato District Council

Taupo District Council

Thames Coromandel District Council

Timaru District Council

Waipa District Council

Whakatane District Council

Whangarei District Council



1. AREA DIFFERENCES

The five Areas are as follows:

1. New Plymouth
2. Inglewood
3. Clifton
4. Kaitake
5. Waitara

Summary Table: Demographics Of Weighted Sample By Area**

	Total District 2016 %	Area				
		New Plymouth %	Inglewood %	Clifton %	Kaitake %	Waitara %
Gender						
Male	48	47	50	40	50	55
Female	52	53	50	60	50	45
Age						
18 - 44 years	42	42	51	46	34	34
45 - 64 years	36	35	35	36	47	39
65+ years	22	23	14	18	19	27
Ethnicity[†]						
NZ European	84	85	96	82	75	70
NZ Māori	9	8	-	8	12	27
Pacific Island / Asian / Other	7	6	4	11	13	3
Household Income*						
Less than \$30,000 pa	12	11	10	11	9	22
\$30,000 pa - \$60,000 pa	24	22	22	36	17	43
More than \$60,000 pa - up to \$100,000 pa	27	27	42	29	36	3
More than \$100,000 pa	25	27	21	12	28	14
Household Size						
1 - 2 person household	49	49	50	53	45	50
3+ person household	51	51	50	47	55	50
Length Of Residence						
Ten years or less	16	16	22	18	12	6
More than ten years	84	84	78	82	88	94

% read down

* balance = don't know / refused

** please note that these percentages have been weighted by Ward, gender and age proportions - see also page 4 and page 183

† where totals do not add to 100% this is due to rounding



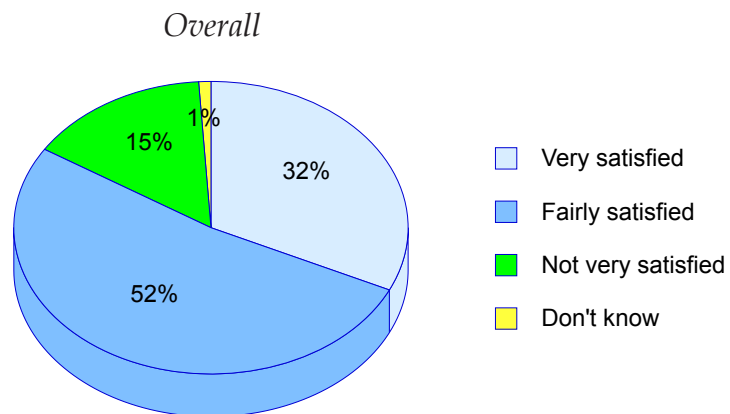
2. COUNCIL SERVICES/FACILITIES

A. SATISFACTION WITH COUNCIL SERVICES/FACILITIES

Residents were read out a number of Council functions and asked whether they are very satisfied, fairly satisfied or not very satisfied with the provision of that service / facility.

i. Ability To Drive Around The District Quickly, Easily And Safely

(Residents were asked to bear in mind that the Council does not control State Highways.)



84% of residents are satisfied with the ability to drive around the District quickly, easily and safely (87% in 2015), while 15% are not very satisfied (11% in 2015).

There are no comparative Peer Group and National Averages for this reading.

Longer term residents, those residing in the District more than 10 years, are more likely to be not very satisfied with the ability to drive around the District quickly, easily and safely, than shorter term residents.

It appears that Waitara Area residents are **slightly less** likely to feel this way, than other Area residents.

Satisfaction With The Ability To Drive Around The District Quickly, Easily And Safely

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall*					
Total District 2016	32	52	84	15	1
2015	25	62	87	11	2
2014	28	55	83	14	3
2013	32	58	90	8	2
2012	23	64	87	11	2
2011	28	61	89	10	1
2010	23	62	85	14	1
2009	32	46	78	20	2
2008	17	61	78	19	3
2007	23	62	85	12	3
2006	29	51	80	18	2
2005	31	52	83	15	2
Area					
New Plymouth	32	51	83	16	1
Inglewood [†]	29	56	85	13	1
Clifton	36	47	83	17	-
Kaitake	30	46	76	24	-
Waitara [†]	33	65	98	1	-
Length of Residence					
Lived there 10 years or less	40	55	95	3	2
Lived there more than 10 years	30	51	81	18	1

% read across

* not asked prior to 2005

[†] does not add to 100% due to rounding

The main reasons* residents are not very satisfied with the ability to drive around the District are ...

- roadworks cause congestion/slow to complete,
- poor condition of roads/poor quality of work done,
- poor planning/design/bad intersection,
- poor traffic flow/congestion/too much traffic.

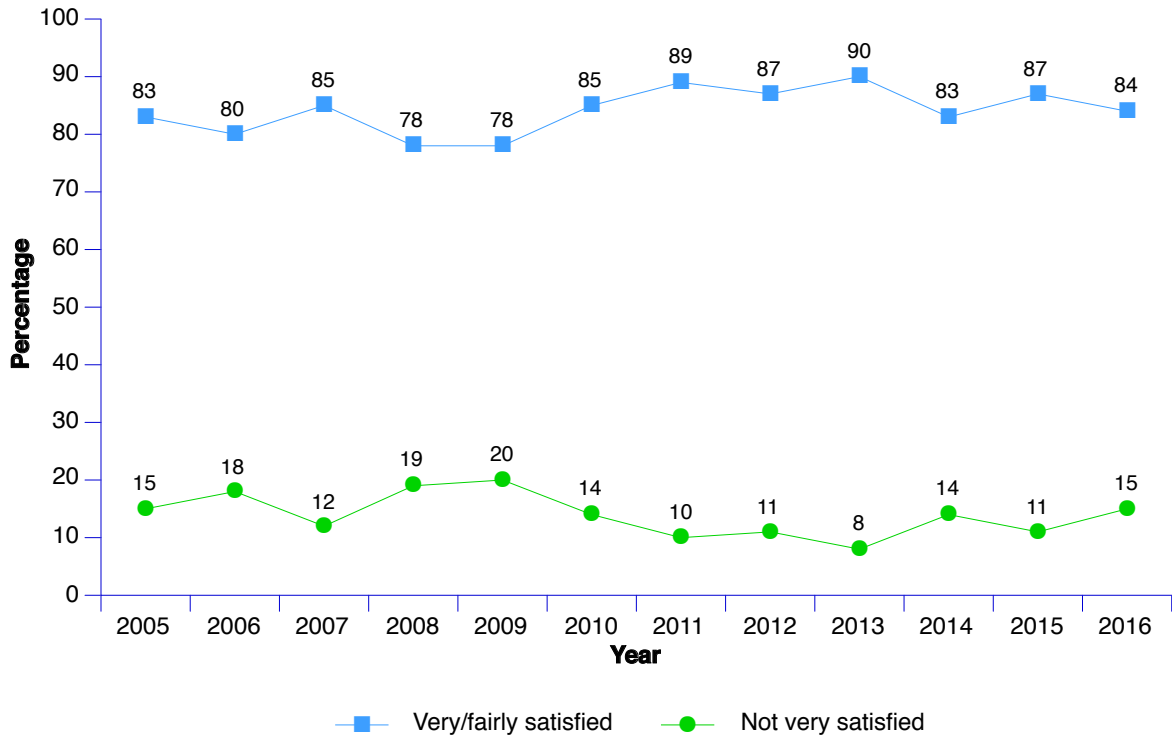
* multiple responses allowed

Summary Table: Main Reasons* For Being Not Very Satisfied With The Ability To Drive Around The District Quickly, Easily And Safely

	Total District 2016 %	Area				
		New Plymouth %	Inglewood %	Clifton %	Kaitake %	Waitara %
Percent Who Mention ...						
Roadworks cause congestion/ slow to complete	7	9	4	-	7	-
Poor condition of roads/ poor quality of work done	3	3	1	3	12	-
Poor planning/design/ bad intersections	2	1	4	12	14	-
Poor traffic flow/congestion/ too much traffic	2	2	-	9	-	-

* multiple responses allowed

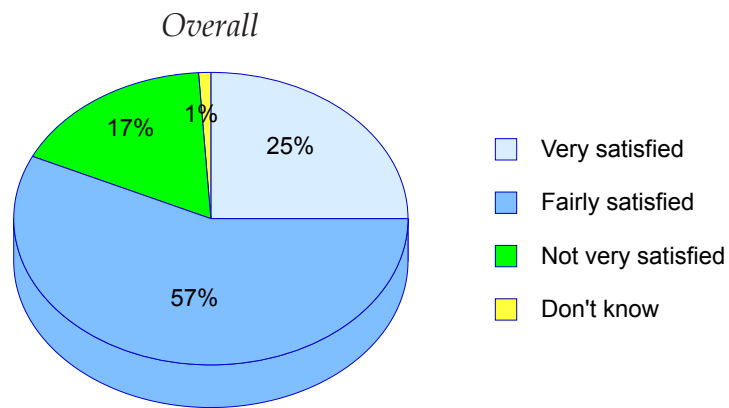
Ability To Drive Around The District Quickly, Easily And Safely



Recommended Satisfaction Measure For Reporting Purposes:
Total District = 84%

ii. *Quality Of Roads Overall*

(Residents were asked to bear in mind that the Council has no responsibility for State Highways.)



82% of residents are satisfied with New Plymouth District's quality of roads overall, (89% in 2015), including 25% who are very satisfied, while 17% of residents are not very satisfied.

The percent not very satisfied is below the Peer Group Average and on par with the National Average for **roads in general** and 6% above the 2015 reading.

Longer term residents, those residing in the District more than 10 years, are more likely to be not very satisfied with the quality of roads overall, than shorter term residents.

Satisfaction With The Quality Of Roads Overall

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall					
Total District 2016	25	57	82	17	1
2015	23	66	89	11	-
2014	25	59	84	14	2
2013 [†]	25	60	85	15	1
2012	21	63	84	16	-
2011	18	67	85	15	-
2010	21	65	86	13	1
2009	27	56	83	15	2
2008	15	70	85	14	1
2007	21	65	86	14	-
2006	27	58	85	15	-
2005*	29	59	88	11	1
2004	21	64	85	15	-
2003	19	62	81	18	1
2000	20	54	74	25	1
1999	18	53	71	28	1
Comparison**					
Peer Group (Provincial)	15	57	72	28	-
National Average	20	58	78	21	1
Area					
New Plymouth	28	55	83	16	1
Inglewood [†]	11	76	87	11	1
Clifton	14	62	76	24	-
Kaitake	17	61	78	22	-
Waitara [†]	28	54	82	17	-
Length of Residence					
Lived there 10 years or less	30	61	91	8	1
Lived there more than 10 years [†]	24	57	81	19	1

% read across

* the 2005 readings refer to satisfaction with the quality of footpaths and roads overall, including safety

NB: Readings prior to 2005 refer to satisfaction with footpaths and roads overall, including safety

** Peer Group and National Average readings are for roads in general

[†] does not add to 100% due to rounding

The main reasons residents are not very satisfied with the quality of roads overall are ...

- potholes/uneven/bumpy/rough/broken edges,
- poor condition of roads/need attention,
- poor quality of work/materials/patching.

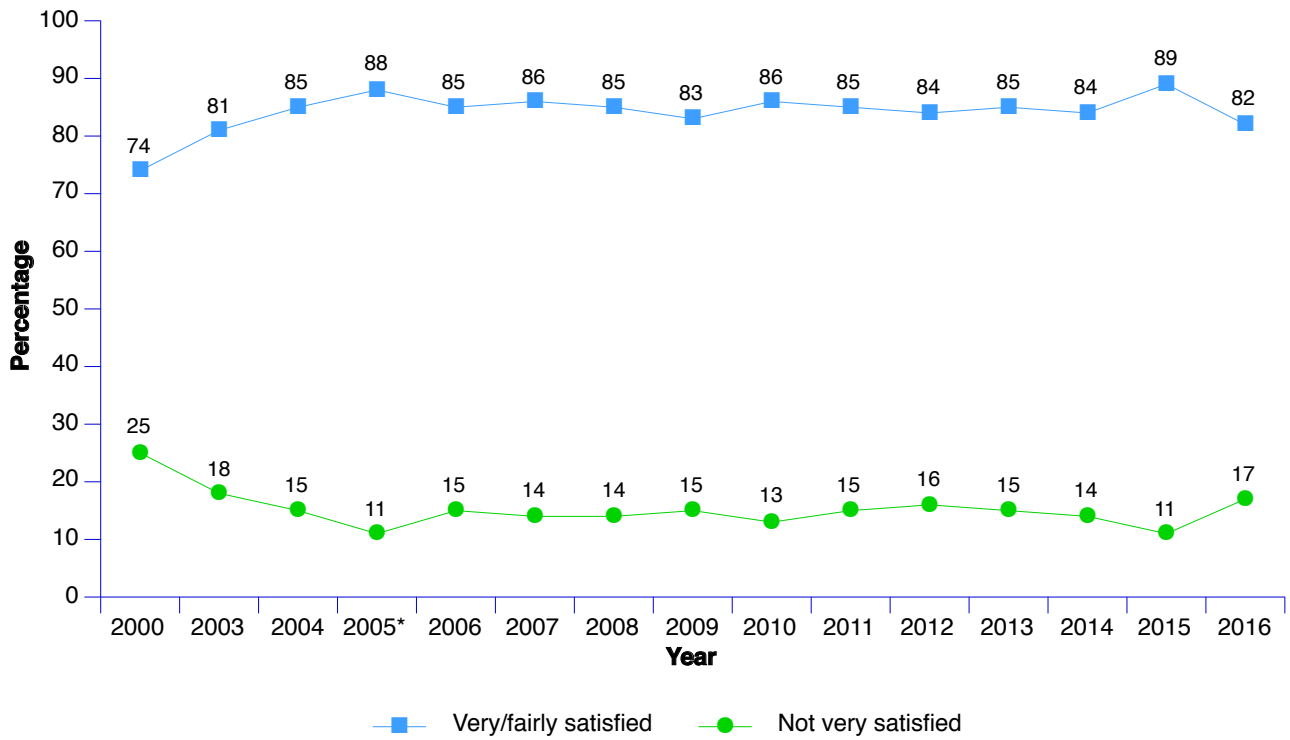
Summary Table:

Main Reasons* For Being Not Very Satisfied With The Quality Of Roads Overall

	Total District 2016 %	Area				
		New Plymouth %	Inglewood %	Clifton %	Kaitake %	Waitara %
Percent Who Mention ...						
Potholes/uneven/bumpy/rough/ broken edges	10	11	6	12	12	8
Poor condition of roads/ need attention	4	4	1	5	4	3
Poor quality of work/ materials/patching	3	3	-	3	9	-

* multiple responses allowed

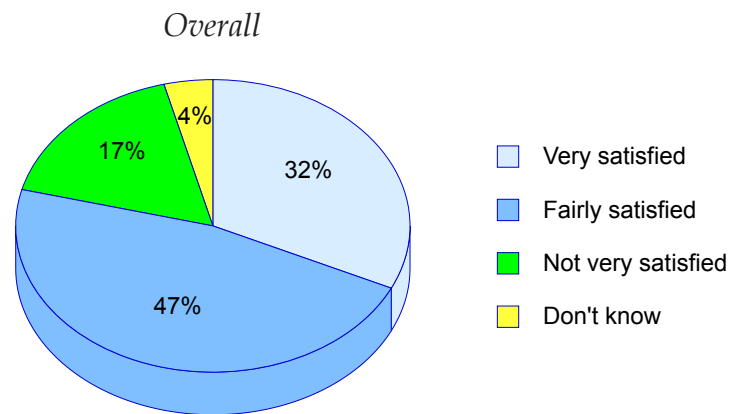
Quality Of Roads Overall



* the 2005 readings refer to satisfaction with the quality of footpaths and roads overall, including safety. Readings prior to 2005 refer to satisfaction with footpaths and roads overall, including safety.

Recommended Satisfaction Measure For Reporting Purposes:
Total District = 82%

iii. The Quality And Safety Of Footpaths



79% of residents are satisfied with the quality and safety of the District's footpaths, including 25% who are very satisfied, (22% in 2015), 17% of residents are not very satisfied (14% in 2015) and 4% are unable to comment.

The percent not very satisfied is on par with the Peer Group Average and slightly below the National Average for **footpaths in general**.

Women are more likely to be not very satisfied with the quality and safety of footpaths, than men.

Satisfaction With The Quality And Safety Of Footpaths

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall					
Total District 2016	32	47	79	17	4
2015	22	60	82	14	4
2014	26	52	78	16	6
2013 [†]	36	47	83	15	3
2012 [†]	28	53	81	14	6
2011	25	58	83	13	4
2010	25	56	81	16	3
2009	36	42	78	16	6
2008	24	54	78	18	4
2007	17	57	74	21	5
2006	28	53	81	16	3
2005*	29	59	88	11	1
2004	21	64	85	15	-
2003	19	62	81	18	1
2000	20	54	74	25	1
1999	18	53	71	28	1
Comparison**					
Peer Group (Provincial) [†]	18	54	72	21	6
National Average	21	52	73	23	4
Area					
New Plymouth	32	47	79	19	2
Inglewood	27	53	80	13	7
Clifton	30	45	75	6	19
Kaitake	40	48	88	8	4
Waitara	36	41	77	15	8
Gender					
Male [†]	37	48	85	11	5
Female	28	46	74	23	3

% read across

* the 2005 readings refer to satisfaction with the quality of footpaths and roads overall, including safety

NB: Readings prior to 2005 refer to satisfaction with footpaths and roads overall, including safety

** Peer Group and National Average readings are for footpaths in general

[†] does not add to 100% due to rounding

The main reasons residents are not very satisfied with the quality and safety of footpaths are ...

- uneven/potholes/broken/cracked/rough/bumpy/can easily trip,
- poor condition/need improving/lack maintenance,
- no footpaths/not enough/only on one side/incomplete.

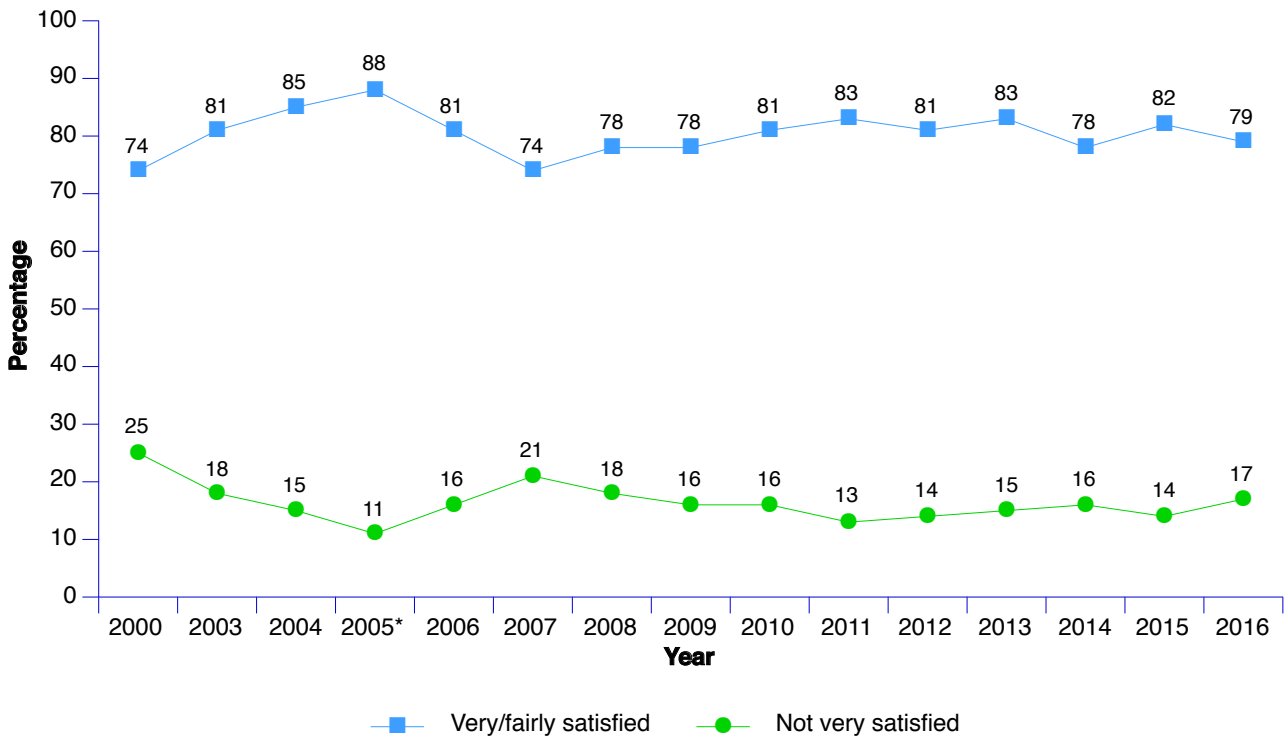
Summary Table:

Main Reasons* For Being Not Very Satisfied With The Quality And Safety Of Footpaths

	Total District 2016 %	Area				
		New Plymouth %	Inglewood %	Clifton %	Kaitake %	Waitara %
Percent Who Mention ...						
Uneven/potholes/broken/cracked/ rough/bumpy/can easily trip	8	10	3	-	-	3
Poor condition/need improving/ lack maintenance	4	4	4	2	-	4
No footpaths/not enough/ only on one side/incomplete	3	2	6	3	7	8

* multiple responses allowed

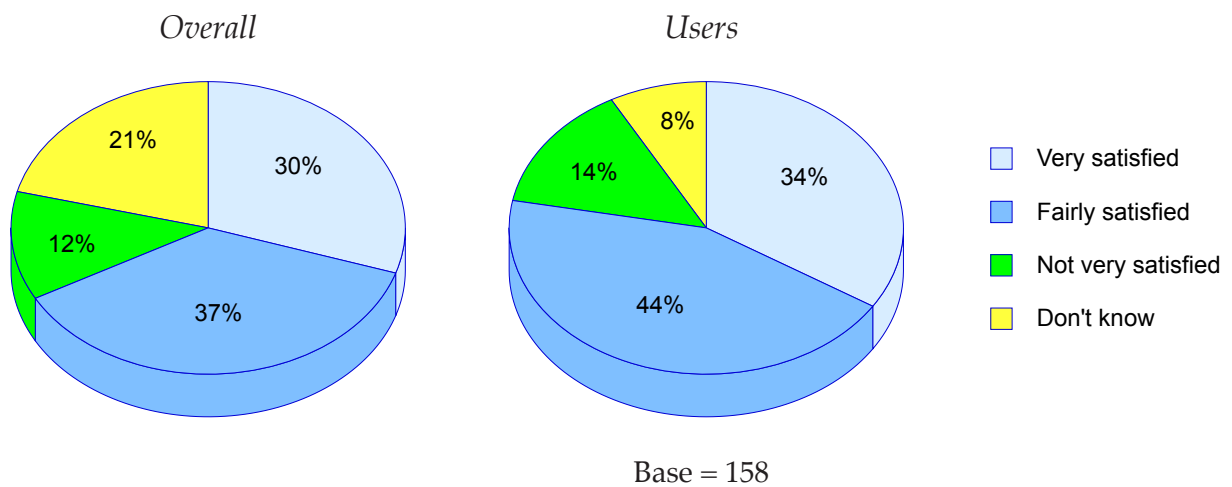
Quality And Safety Of Footpaths



* the 2005 readings refer to satisfaction with the quality of footpaths and roads overall, including safety. Readings prior to 2005 refer to satisfaction with footpaths and roads overall, including safety.

Recommended Satisfaction Measure For Reporting Purposes:
Total District = 79%

iv. The Quality And Safety Of Cycleways



67% of New Plymouth residents are satisfied with the quality and safety of cycleways, including 30% who are very satisfied. 12% of residents are not very satisfied and 21% are unable to comment. These readings are similar to the 2015 results.

There are no comparative Peer Group and National Averages for this reading.

46% of households have used a cycleway in the District, in the last 12 months (51% in 2015). Of these, 78% are satisfied (82% in 2015) and 14% not very satisfied (10% in 2015).

Women are more likely to be not very satisfied with the quality and safety of cycleways, than men.

Satisfaction With The Quality And Safety Of Cycleways

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall*					
Total District 2016	30	37	67	12	21
2015 [†]	32	37	69	10	22
2014	26	40	66	15	19
2013 [†]	31	43	74	10	17
2012	27	44	71	13	16
2011	19	50	69	15	16
2010	18	38	56	18	26
2009	20	35	55	16	29
2008	12	38	50	22	28
2007	15	39	54	25	21
2006	20	46	66	17	17
Users	34	44	78	14	8
Area					
New Plymouth	33	36	69	13	18
Inglewood [†]	19	53	72	8	21
Clifton	32	27	59	16	25
Kaitake	21	45	66	8	26
Waitara	23	26	49	14	37
Gender					
Male	30	42	72	8	20
Female	30	32	62	16	22

% read across

* not asked prior to 2006

[†] does not add to 100% due to rounding

The main reasons residents are not very satisfied with the quality and safety of cycleways are ...

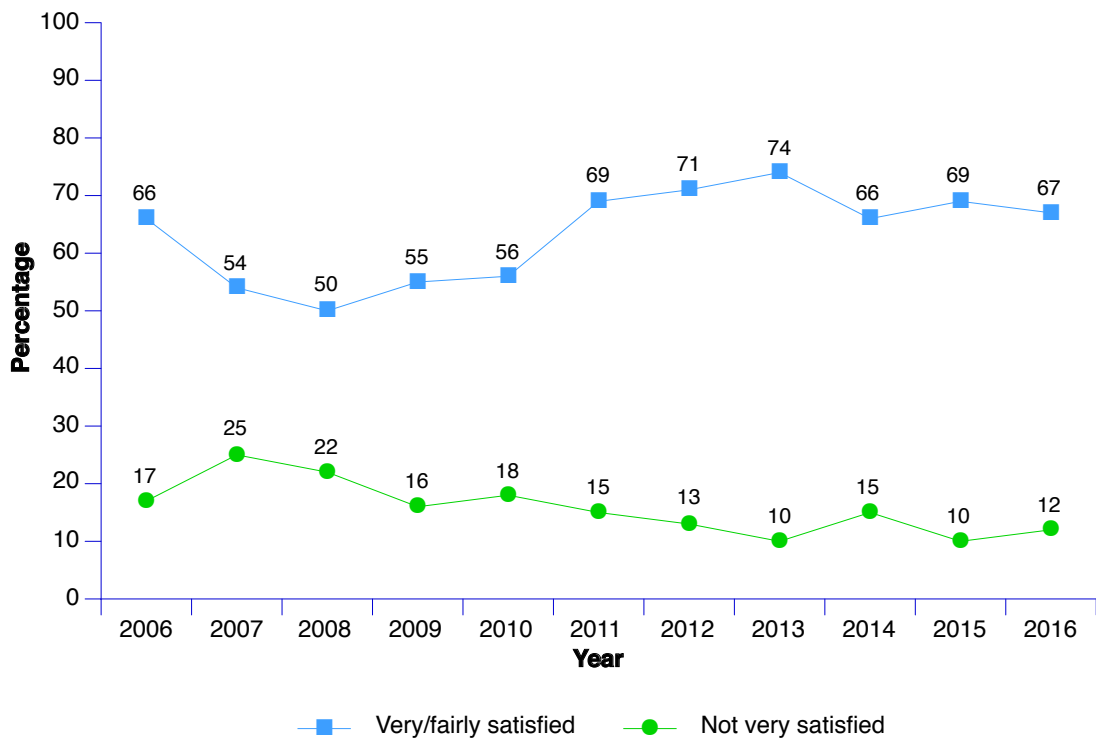
- dangerous/unsafe/not much room/need better provisions for cyclists,
- no cycleways/not enough/need more,
- not continuous/disappear at intersections/no consistency,
- cyclists behaviour.

Summary Table: Main Reasons* For Being Not Very Satisfied With The Quality And Safety Of Cycleways

	Total District 2016 %	Area				
		New Plymouth %	Inglewood %	Clifton %	Kaitake %	Waitara %
Percent Who Mention ...						
Dangerous/unsafe/not much room/ need better provisions for cyclists	6	7	7	8	-	8
No cycleways/not enough/ need more	2	2	2	5	-	5
Not continuous/disappear at intersections/no consistency	2	3	-	-	2	-
Cyclists behaviour	2	3	-	-	-	2

* multiple responses allowed

Quality And Safety Of Cycleways

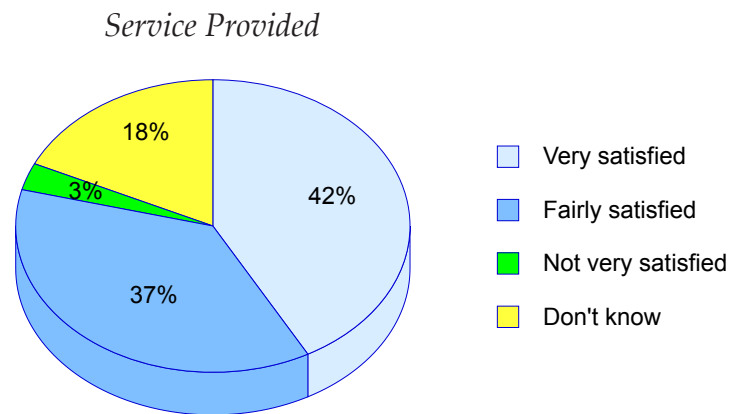
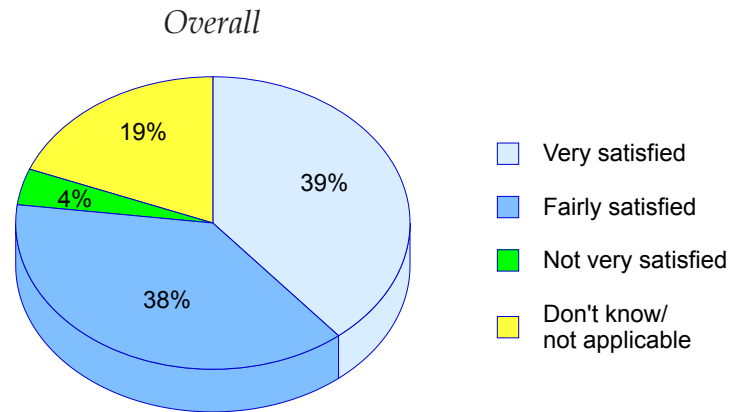


Recommended Satisfaction Measure For Reporting Purposes:

Total District = 67%

Users = 78%

v. Flood Protection



Base = 300

77% of New Plymouth residents are satisfied with flood protection (64% in 2015), including 39% who are very satisfied (31% in 2015). 4% not very satisfied and 19% are unable to comment (33% in 2015).

There are comparative Peer Group and National Averages for this reading, however the not very satisfied reading is similar to last year's finding.

79% of residents have a piped stormwater collection. Of these, 79% are satisfied, while 3% are not very satisfied.

There are no notable differences between Areas and between socio-economic groups, in terms of those residents not very satisfied with flood protection.

Satisfaction With Flood Protection

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall*					
Total District 2016	39	38	77	4	19
2015	31	33	64	3	33
2014	26	41	67	3	31
2013	35	36	71	3	26
Service Provided	42	37	79	3	18
Area					
New Plymouth	40	38	78	3	19
Inglewood	33	36	69	9	22
Clifton [†]	35	35	70	3	26
Kaitake	31	47	78	-	22
Waitara [†]	38	44	82	10	9

% read across

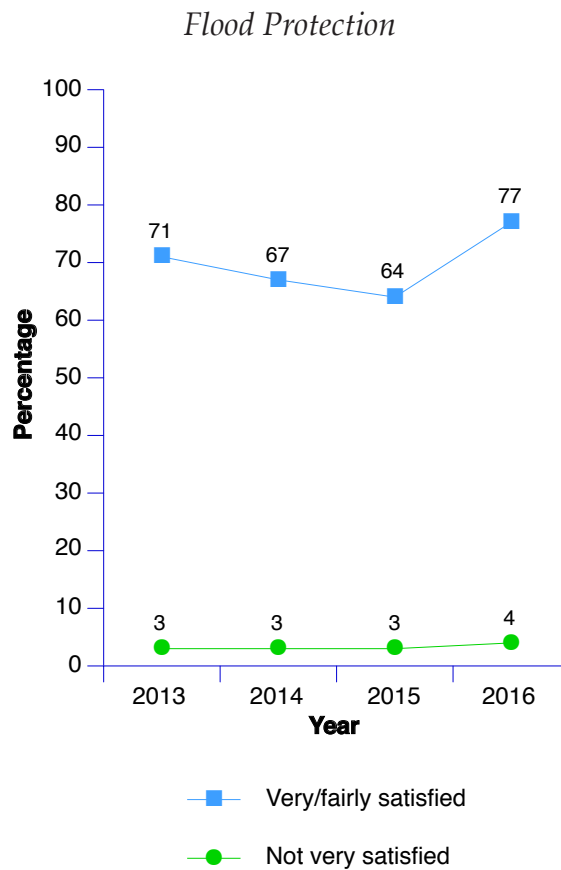
* not asked prior to 2013

[†] does not add to 100% due to rounding

The main reasons* that residents are not very satisfied with flood protection are ...

- flooding problems, mentioned by 3% of all residents,
- blocked drains / leaves need sweeping, 1%.

* multiple responses allowed

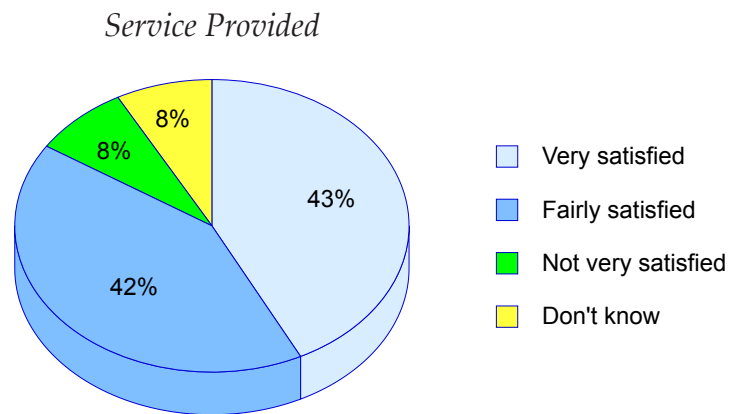
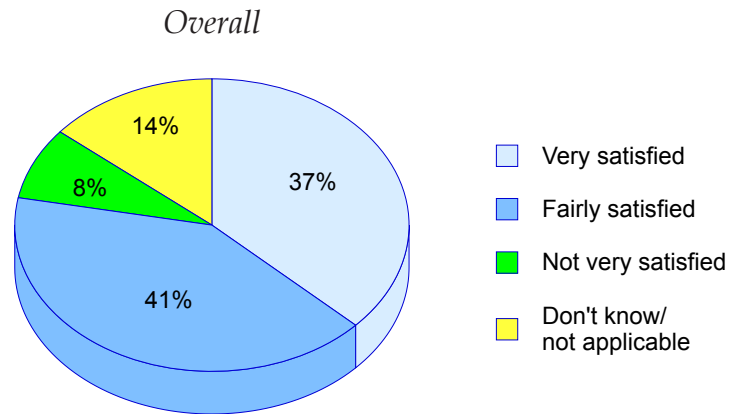


Recommended Satisfaction Measure For Reporting Purposes:

Total District = 77%

Receivers Of Service = 79%

vi. Stormwater Services (Excluding Flood Protection)



Base = 300

78% of New Plymouth residents are satisfied with stormwater services (excluding flood protection), including 37% who are very satisfied (31% in 2015), while 14% are unable to comment.

The percent not very satisfied (8%) is on par with the Peer Group Average and slightly below the National Average for **stormwater services in general** and similar to the 2015 reading.

Of those residents provided with a piped stormwater collection, 85% are satisfied and 8% are not very satisfied.

There are no notable differences between Areas and between socio-economic groups, in terms of those residents not very satisfied with stormwater services.

Satisfaction With Stormwater Services

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall					
Total District	37	41	78	8	14
2016	37	41	78	8	14
2015	31	47	78	8	14
2014	29	48	77	8	15
2013 [†]	33	45	78	10	13
2012 [†]	30	49	79	13	9
2011	28	53	81	10	9
2010	33	48	81	10	9
2009	39	41	80	10	10
2008	24	53	77	12	11
2007	24	54	78	12	10
2006	30	45	75	15	10
2005	32	50	82	10	8
2004	31	48	79	13	8
2003 [*]	26	53	79	12	9
2000	25	56	81	11	8
1999	23	56	79	12	9
Service Provided [†]	42	43	85	8	8
Comparison^{**}					
Peer Group (Provincial)	35	38	73	11	16
National Average [†]	35	40	75	13	11
Area					
New Plymouth [†]	40	42	82	8	11
Inglewood	20	55	75	6	19
Clifton	30	27	57	10	33
Kaitake	41	29	70	7	23
Waitara [†]	36	46	82	5	12

% read across

* prior to 2003, figures are based on ratings for stormwater control. Readings prior to 2013 didn't exclude flood protection

† does not add to 100% due to rounding

** Peer Group and National Average refer to stormwater services (does not exclude flood protection)

The main reasons that residents are not very satisfied with stormwater services in the District are ...

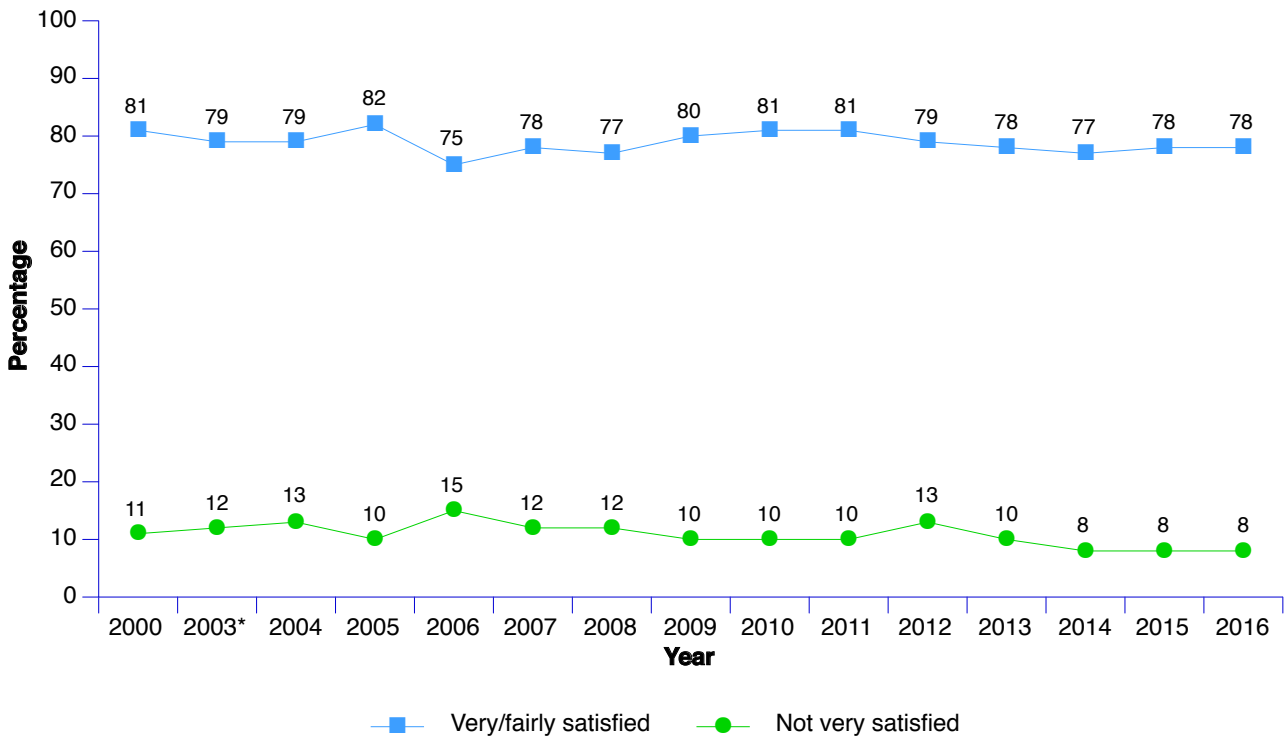
- blockages/ drains and gutters need cleaning/ maintenance,
- inadequate system/ drains can't cope/ overflow/ need improving,
- flooding/ surface flooding.

Summary Table: Main Reasons* For Being Not Very Satisfied With Stormwater Services

	Total District 2016 %	Area				
		New Plymouth %	Inglewood %	Clifton %	Kaitake %	Waitara %
Percent Who Mention ...						
Blockages/ drains and gutters need cleaning/ maintenance	4	5	1	5	2	1
Inadequate system/ drains can't cope/ overflow/ need improving	3	2	4	7	5	2
Flooding/ surface flooding	1	1	-	3	2	-

* multiple responses allowed

Stormwater Services (excluding flood protection)

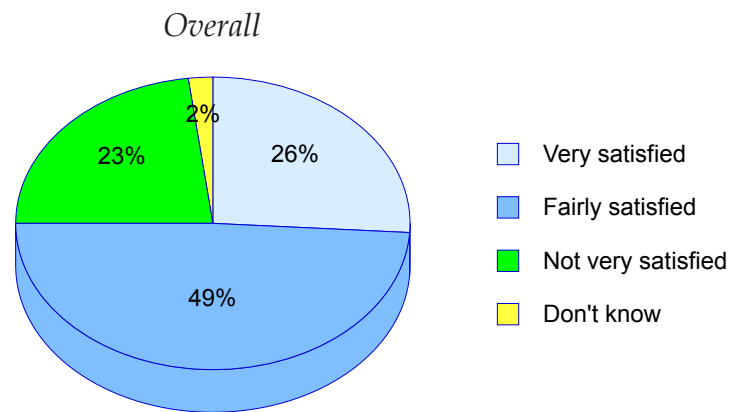


* prior to 2003, figures are based on ratings for stormwater control. Readings prior to 2013 didn't exclude flood protection.

Recommended Satisfaction Measure For Reporting Purposes:

Total District = 78%
 Receivers Of Service = 85%

vii. Availability Of Car Parking In The District



75% of New Plymouth District residents are satisfied with the availability of car parking in the District, including 26% who are very satisfied (21% in 2015), while 23% are not very satisfied.

The percent not very satisfied is similar to the Peer Group Average and below the National Average readings for **parking in the CBD/local town**, and similar to the 2015 reading.

Residents aged 45 to 64 years are more likely to be not very satisfied with the availability of car parking in the District, than other age groups.

Satisfaction With The Availability Of Car Parking In the District

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall					
Total District 2016	26	49	75	23	2
2015	21	54	75	24	1
2014	22	49	71	27	2
2013 [†]	23	53	76	23	2
2012 [†]	22	53	75	23	1
2011	17	51	68	30	2
2010	23	51	74	25	1
2009	27	44	71	25	4
2008	12	42	54	43	3
2007	12	44	56	41	3
2006*	14	35	49	48	3
2005	15	39	54	43	3
2004	8	40	48	48	4
2003	9	45	54	42	4
2000	13	46	59	38	3
1999	10	47	57	39	4
Comparison*					
Peer Group (Provincial) [†]	25	47	72	25	2
National Average	20	44	64	31	5
Area					
New Plymouth	22	53	75	23	2
Inglewood	42	44	86	11	3
Clifton	23	45	68	32	-
Kaitake	28	42	70	30	-
Waitara	44	30	74	19	7
Age					
18-44 years [†]	25	55	80	19	2
45-64 years	24	46	70	30	-
65+ years [†]	31	44	75	18	6

% read across

* readings prior to 2006 refer to satisfaction with parking in New Plymouth. Peer Group and National Averages refer to satisfaction with parking in CBD/local town

[†] does not add to 100% due to rounding

The main reasons residents are not very satisfied with the availability of car parking in the District are ...

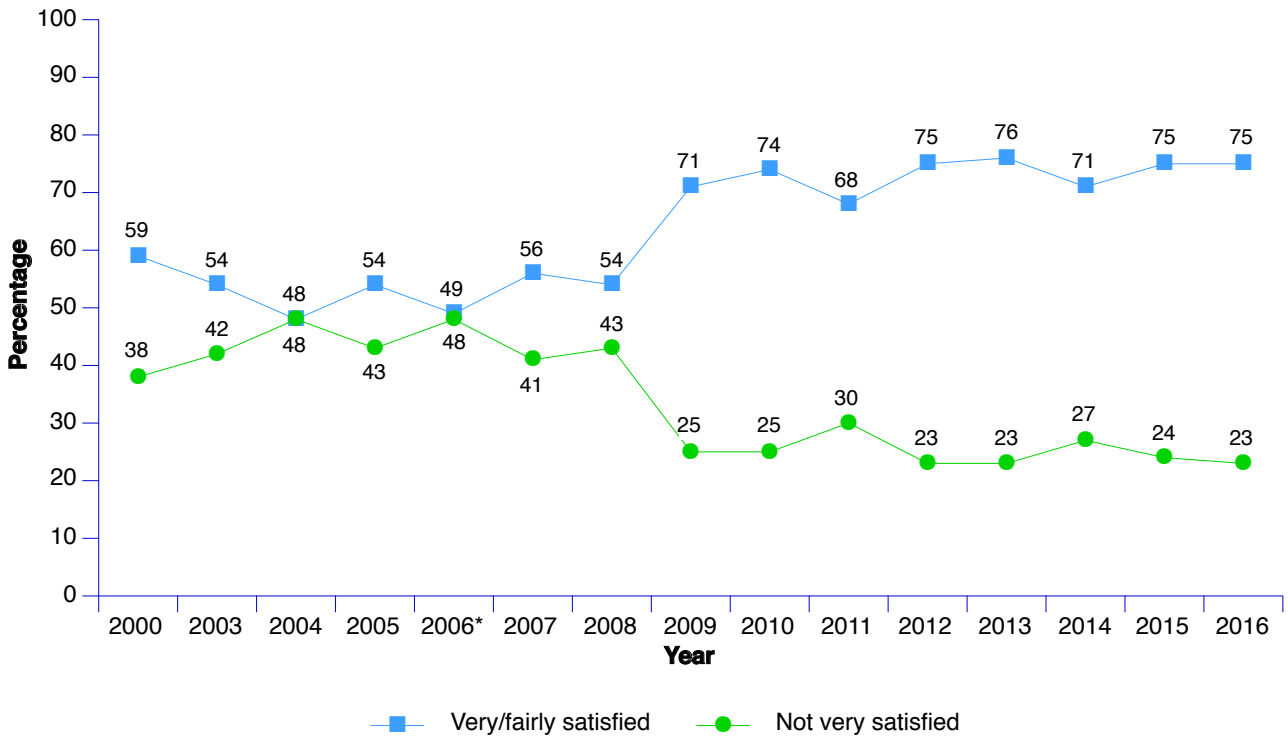
- not enough parking / not enough in city centre / need more,
- parking too expensive / meters too expensive,
- pay for parking / need more free parking / too many meters,
- not enough parking for workers,
- parking spaces have been reduced,
- businesses are suffering with pay parking,
- poorly designed parking / narrow / poor visibility.

Summary Table: Main Reasons* For Being Not Very Satisfied With The Availability Of Car Parking In The District

	Total District 2016 %	Area				
		New Plymouth %	Inglewood %	Clifton %	Kaitake %	Waitara %
Percent Who Mention ...						
Not enough parking / not enough in city centre / need more	11	11	7	23	8	12
Parking too expensive / meters too expensive	6	6	2	4	11	9
Pay for parking / need more free parking / too many meters	2	1	4	3	7	5
Not enough parking for workers	2	3	-	-	2	2
Parking spaces have been reduced	2	2	-	2	-	2
Businesses are suffering with pay parking	2	2	-	-	9	-
Poorly designed parking / narrow / poor visibility	2	1	-	2	5	1

* multiple responses allowed

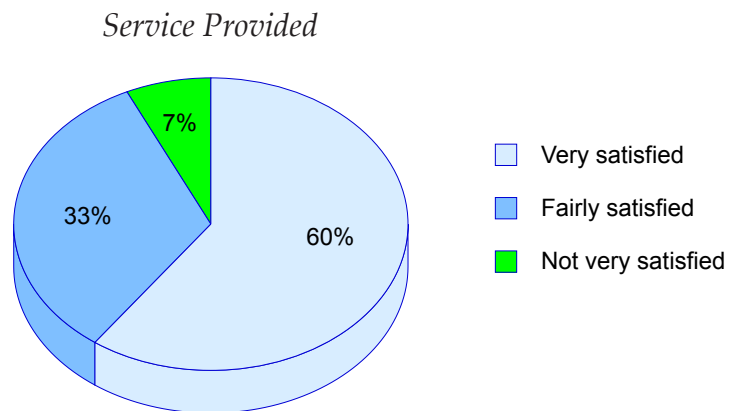
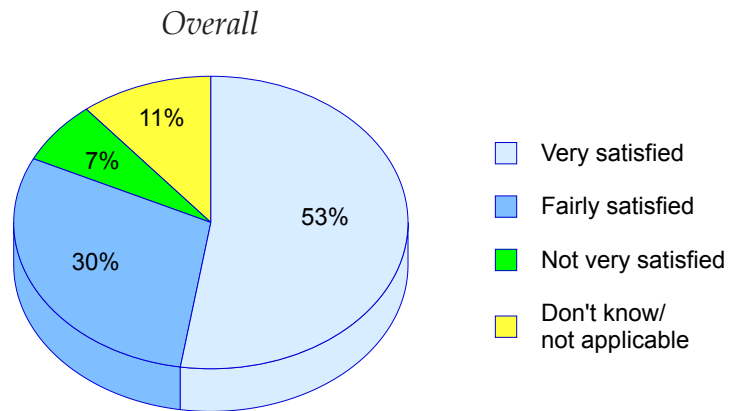
Availability Of Car Parking In The District



* readings prior to 2006 refer to satisfaction with parking in New Plymouth

Recommended Satisfaction Measure For Reporting Purposes:
Total District = 75%

viii. Water Supply



Base = 333

83% of New Plymouth District residents are satisfied with their water supply, with 53% being very satisfied (46% in 2015).

The percent not very satisfied with water supply (7%) is similar to the Peer Group and National Averages and the 2015 reading.

83% of residents are provided with a piped water supply, with 93% of them being satisfied with their supply and 7% not very satisfied.

There are no notable differences between Areas and between socio-economic groups, in terms of those residents not very satisfied with the District's water supply. However, it appears that Inglewood Area residents are slightly more likely to feel this way, than other Ward residents.

Satisfaction With The Water Supply

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall					
Total District 2016 [†]	53	30	83	7	11
2015	46	35	81	8	11
2014 [†]	43	42	85	6	10
2013	57	29	86	5	9
2012	53	35	88	4	8
2011	46	41	87	5	8
2010	52	34	86	6	8
2009	57	29	86	6	8
2008	35	49	84	10	6
2007	33	43	76	18	6
2006	45	34	79	13	8
2005	35	45	80	12	8
2004	35	33	68	25	7
2003	37	43	80	12	8
2000	35	41	76	17	7
1999	39	40	79	12	9
Service Provided	60	33	93	7	-
Comparison					
Peer Group (Provincial)	46	33	79	8	13
National Average	48	35	83	9	8
Area					
New Plymouth	59	32	91	6	3
Inglewood	21	25	46	20	34
Clifton	24	12	36	4	60
Kaitake	44	24	68	6	26
Waitara	61	34	95	2	3

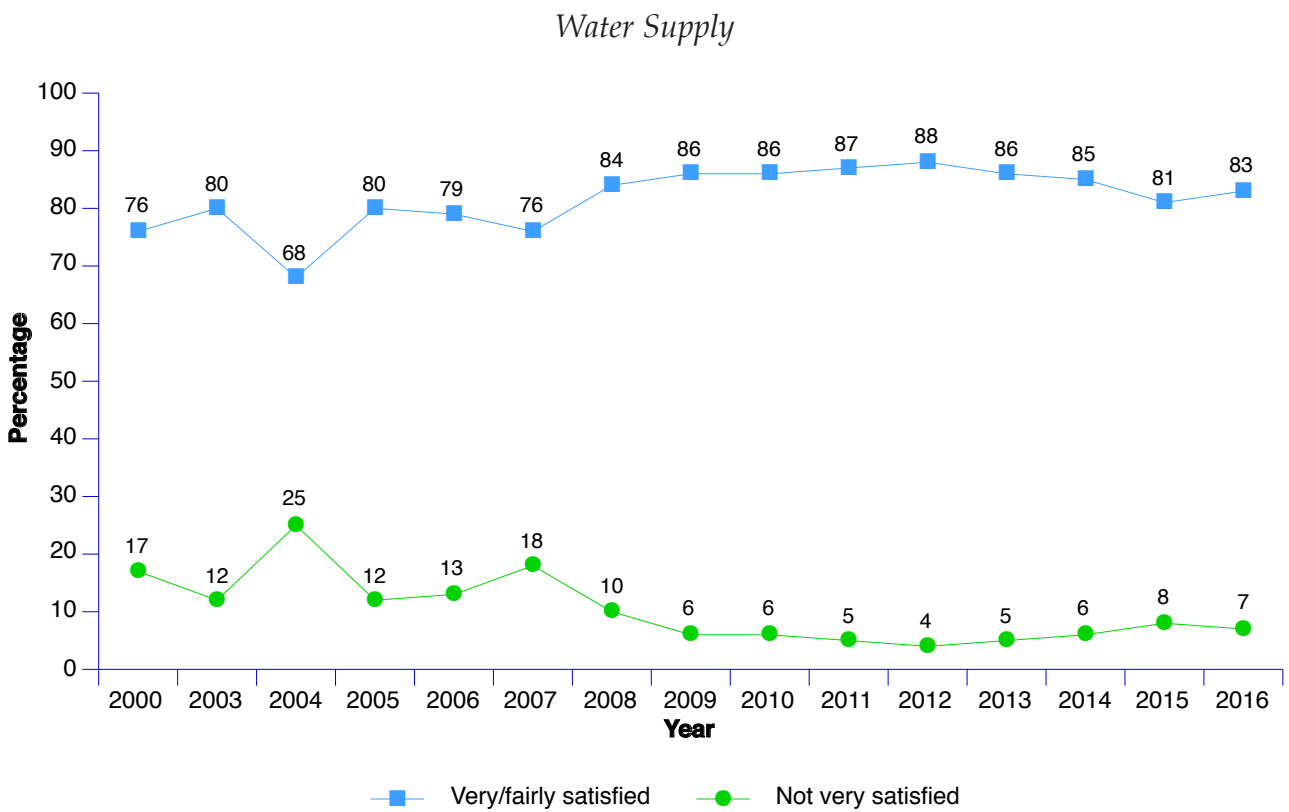
% read across

[†] does not add to 100% due to rounding

The main reasons* residents are not very satisfied with New Plymouth District's water supply are ...

- bad taste/smells, mentioned by 2% of all residents,
- lack of water pressure, 1%,
- poor quality of water / discoloured / dirty water, 1%,
- water storage capacity needs improving, 1%,
- too much chlorine, 1%.

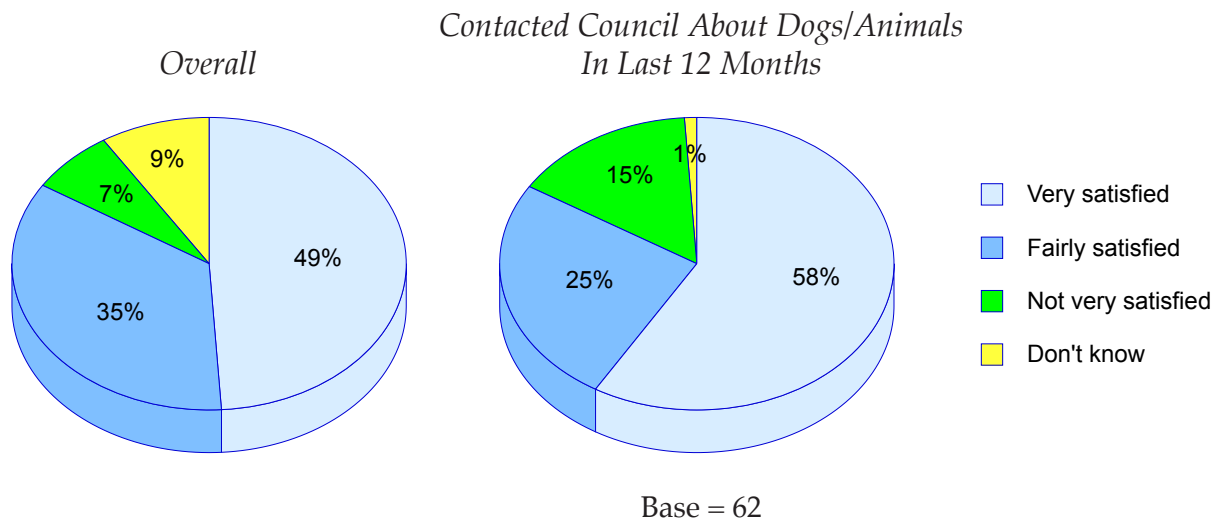
* multiple responses allowed



Recommended Satisfaction Measure For Reporting Purposes:

Total District	=	83%
Receivers Of Service	=	93%

ix. Control Of Animals



84% of New Plymouth District residents are satisfied with the Council's efforts in controlling animals, with 49% being very satisfied (41% in 2015).

The percent not very satisfied (7%) is below the Peer Group and National Averages for **dog control**, and but similar to the 2015 reading.

17% of households have contacted Council about dogs and/or other animals in the last 12 months (21% in 2015) and, of these, 83% are satisfied.

There are no notable differences between Areas and between socio-economic groups, in terms of those not very satisfied with Council's efforts in controlling animals.

Satisfaction With Control Of Animals

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall					
Total District 2016	49	35	84	7	9
2015	41	45	86	5	9
2014	35	46	81	11	8
2013	49	36	85	8	7
2012 [†]	41	46	87	9	5
2011	36	51	87	8	5
2010	41	44	85	9	6
2009*	51	35	86	7	7
2008	26	50	76	19	5
2007	27	54	81	14	5
2006	31	48	79	16	5
2005	30	46	76	17	7
2004	34	40	74	21	5
2003	23	53	76	19	5
2000	20	44	64	29	7
1999	26	41	67	27	6
Contacted Council [†]	58	25	83	15	1
Comparison*					
Peer Group (Provincial)	30	43	73	18	9
National Average	32	41	73	20	7
Area					
New Plymouth	52	33	85	7	8
Inglewood	44	43	88	7	6
Clifton	36	39	75	7	18
Kaitake	40	37	77	7	16
Waitara	45	36	81	16	3

% read across

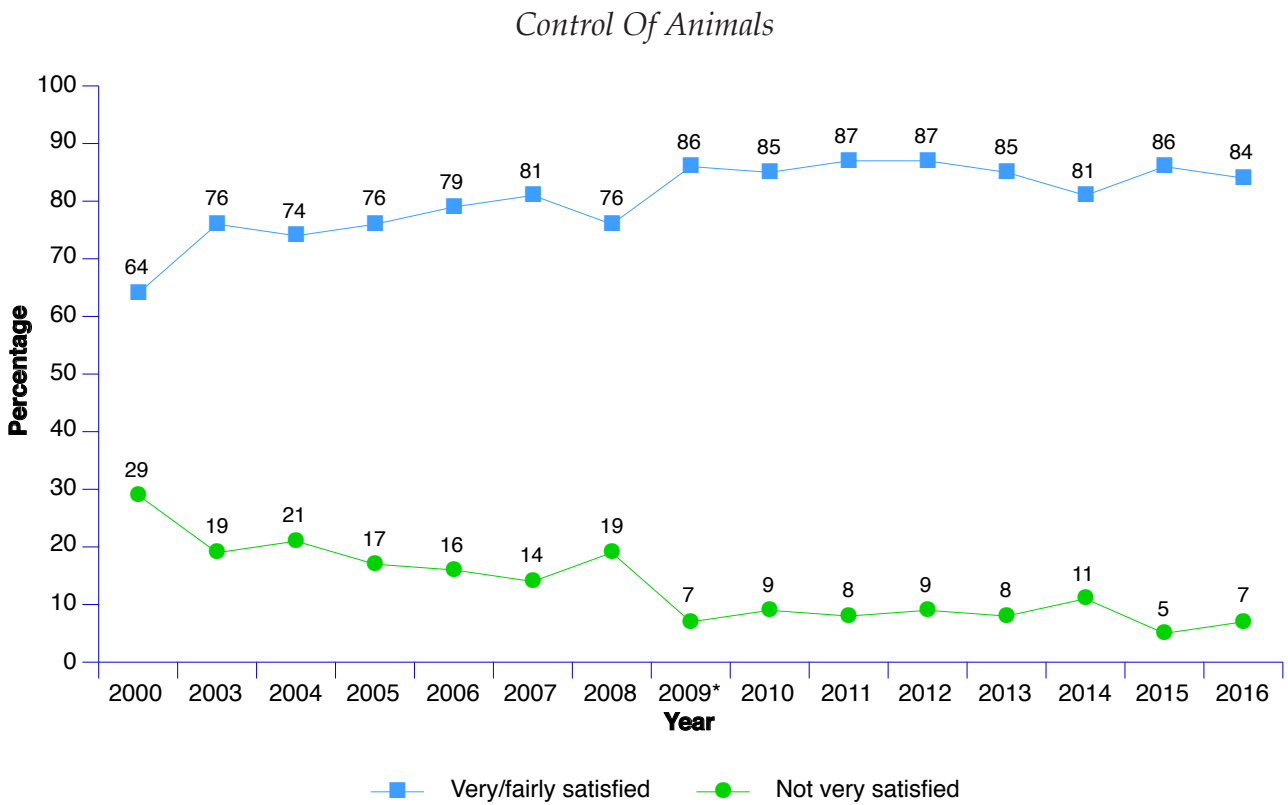
* the Peer Group and National Averages and readings prior to 2009 relate to ratings for dog control

[†] does not add to 100% due to rounding

The main reasons* residents are not very satisfied with New Plymouth District Council's animal control efforts are ...

- too many roaming/uncontrolled dogs/dogs off leashes, mentioned by 4% of all residents,
- more control needed/more enforcement, 2%.

* multiple responses allowed

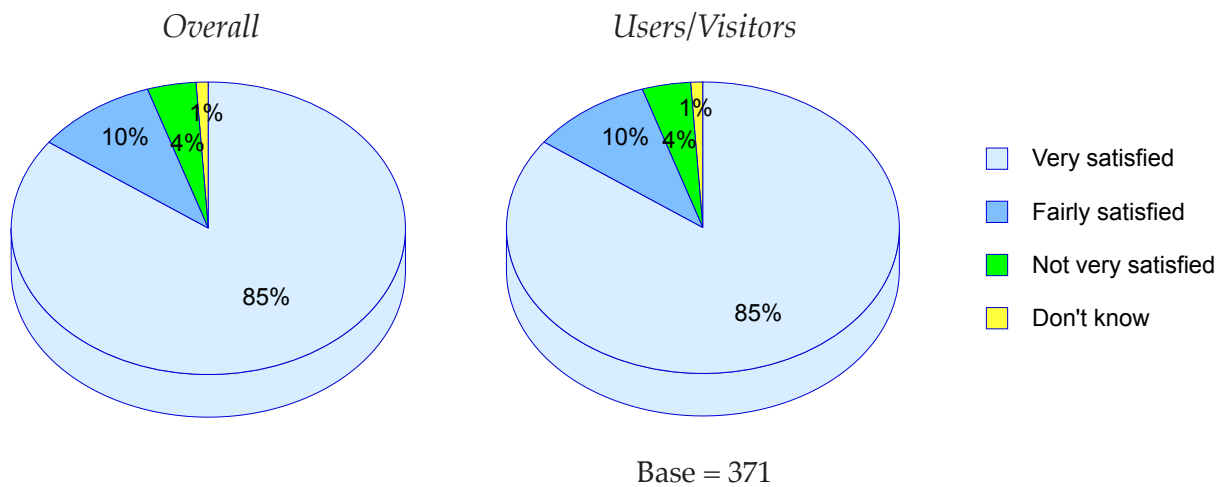


* readings prior to 2009 relate to ratings for dog control

Recommended Satisfaction Measure For Reporting Purposes:

Total District	=	84%
Contacted Council	=	83%

x. *Quality Of Parks And Reserves, Including The Coastal Walkway And Pukekura Park*



95% of New Plymouth District residents are satisfied with the quality of parks and reserves, including The Coastal Walkway and Pukekura Park, with 85% being very satisfied (81% in 2015).

The percent not very satisfied (4%) is similar to the Peer Group and National Averages for **parks and reserves in general**, and the 2015 reading.

94% of households have used / visited parks or reserves, including The Coastal Walkway and Pukekura Park, in the last 12 months, with 95% of these "users/visitors" being satisfied.

There are no notable differences between Areas and between socio-economic groups, in terms of those residents not very satisfied with the quality of parks and reserves, including The Coastal Walkway and Pukekura Park.

Satisfaction With The Quality Of Parks And Reserves, Including The Coastal Walkway And Pukekura Park

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall					
Total District 2016	85	10	95	4	1
2015	81	15	96	3	1
2014	83	13	96	3	1
2013	83	13	96	3	1
2012 [†]	80	14	94	5	2
2011	81	14	95	3	2
2010	83	13	96	3	1
2009	84	11	95	3	2
2008	82	11	93	5	2
2007	80	13	93	5	2
2006	80	16	96	4	-
2005 ^{**}	66	29	95	4	1
2004 [◇]	68	24	92	5	3
2003 [*]	70	25	95	4	1
2000 [◊]	57	34	91	8	1
1999 [◊]	68	25	93	5	2
Users/Visitors	85	10	95	4	1
Comparison*					
Peer Group (Provincial)	68	26	94	2	4
National Average	62	31	93	4	3
Area					
New Plymouth	87	10	97	3	-
Inglewood [†]	70	25	95	1	3
Clifton	78	5	83	14	3
Kaitake	85	8	93	5	2
Waitara [†]	87	9	96	2	3

% read across

◊ 1999/2000 readings refer to ratings for parks, reserves and recreation areas

* 2003 readings and Peer Group and National Averages refer to ratings for parks and reserves in general

◇ 2004 readings refer to ratings for parks, reserves and recreation services

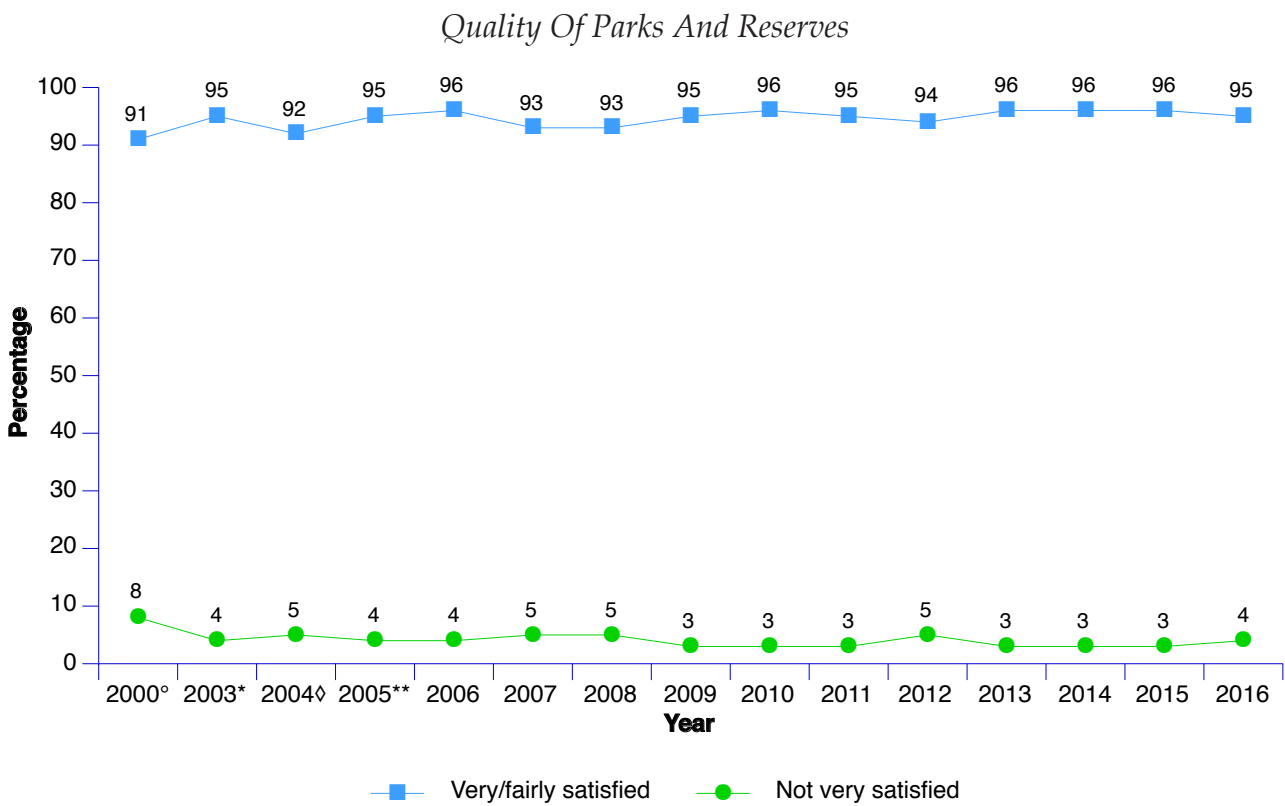
** 2005 readings refer to ratings for the availability and maintenance of parks, gardens, reserves and public open spaces

† does not add to 100% due to rounding

The main reasons* residents are not very satisfied with quality of parks and reserves, including The Coastal Walkway and Pukekura Park are ...

- need improvements/not as good as they used to be, mentioned by 3% of all residents,
- untidy/lack of maintenance/need a tidy up, 1%.

* multiple responses allowed



^o 2000 readings refer to ratings for parks, reserves and recreation areas

* 2003 readings refer to ratings for parks and reserves

^o 2004 readings refer to ratings for parks, reserves and recreation services

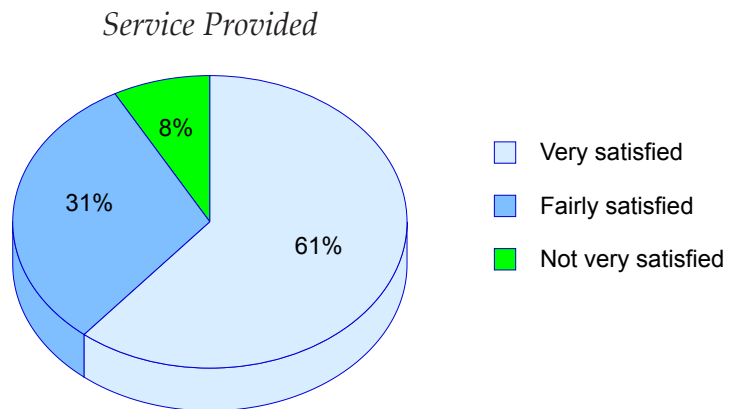
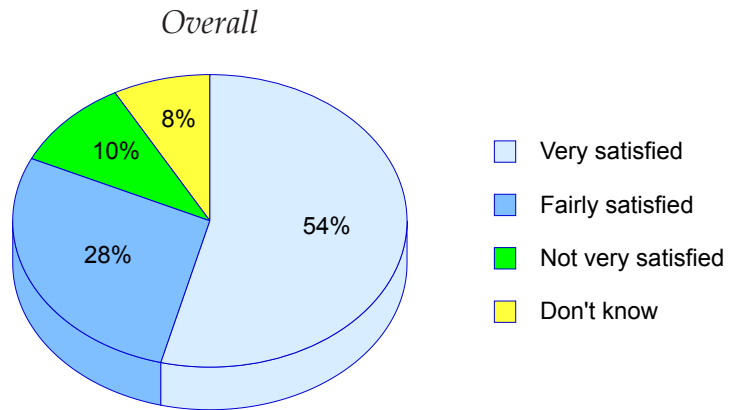
** 2005 readings refer to ratings for the availability and maintenance of parks, gardens, reserves and public open spaces

Recommended Satisfaction Measure For Reporting Purposes:

Total District = 95%

Users/Visitors = 95%

xi. Kerbside Rubbish And Recyclables Collection



Base = 341

82% of New Plymouth District residents are satisfied with kerbside rubbish and recyclables collection, with 54% being very satisfied. 10% are not very satisfied and 8% are unable to comment.

The percent not very satisfied with this service is similar to the **averaged** Peer Group and National Average readings for rubbish collection and recycling.

88% of residents are provided with a kerbside rubbish and recyclables collection, with 92% of these residents being satisfied and 8% not very satisfied.

There are no notable differences between Areas and between socio-economic groups, in terms of those residents not very satisfied with kerbside rubbish and recyclables collection.

Satisfaction With Kerbside Rubbish And Recyclables Collection

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall					
Total District 2016 [†]	54	28	82	10	8
2015 [◇]	38	34	72	21	7
2014	41	34	75	19	6
2013 [†]	53	27	80	14	5
2012 [†]	40	37	77	18	4
2011	41	34	75	21	4
2010	45	32	77	20	3
2009	54	26	80	16	4
2008	45	32	77	18	5
2007	44	30	74	23	3
2006	50	29	79	15	6
2005	46	33	79	15	6
2004	55	24	79	14	7
2003 [*]	50	28	78	14	8
2000	46	35	81	12	7
1999	55	26	81	8	11
Service Provided	61	31	92	8	-
Comparison**					
Peer Group (Provincial)	52	30	82	10	8
National Average [†]	56	28	84	12	5
Area[†]					
New Plymouth	58	32	90	8	2
Inglewood	43	18	61	9	30
Clifton	31	5	36	15	49
Kaitake	46	24	70	20	10
Waitara	56	28	84	12	4

% read across

◇ 2004-2015 readings refer to rubbish collection and disposal

* prior to 2003, figures are based on ratings of rubbish collection and disposal

** Peer Group and National Averages are the **averaged** ratings for rubbish collection **and** recycling as these were asked separately in the 2014 National Communitrak Survey

† does not add to 100% due to rounding

The main reasons residents are not very satisfied with kerbside rubbish and recyclables collection are ...

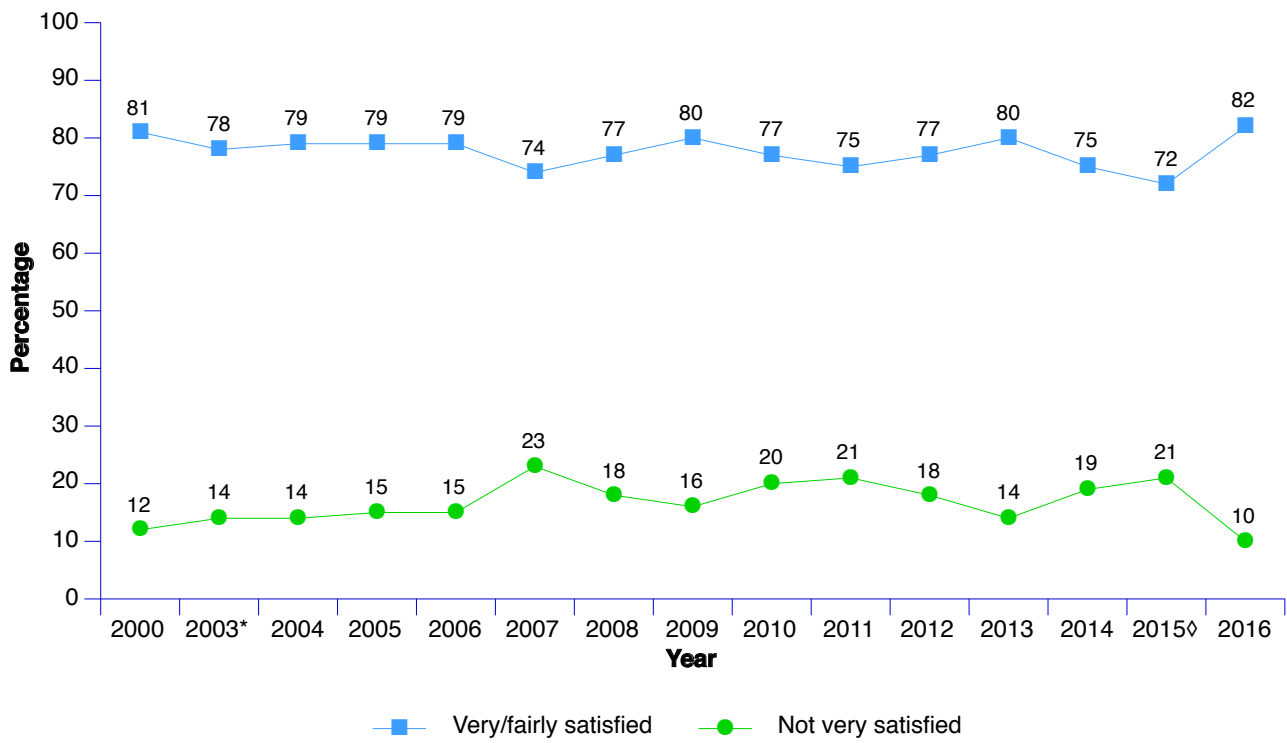
- no rubbish collection,
- new system/confusing/prefer old system,
- issues with disposal of green waste.

Summary Table: Main Reasons* For Being Not Very Satisfied With Kerbside Rubbish And Recyclables Collection

	Total District 2016 %	Area				
		New Plymouth %	Inglewood %	Clifton %	Kaitake %	Waitara %
Percent Who Mention ...						
No rubbish collection	2	1	-	6	8	1
New system/confusing/prefer old system	2	1	2	-	6	2
Issues with disposal of green waste	2	2	-	2	-	1

* multiple responses allowed

Kerbside Rubbish And Recyclables Collection

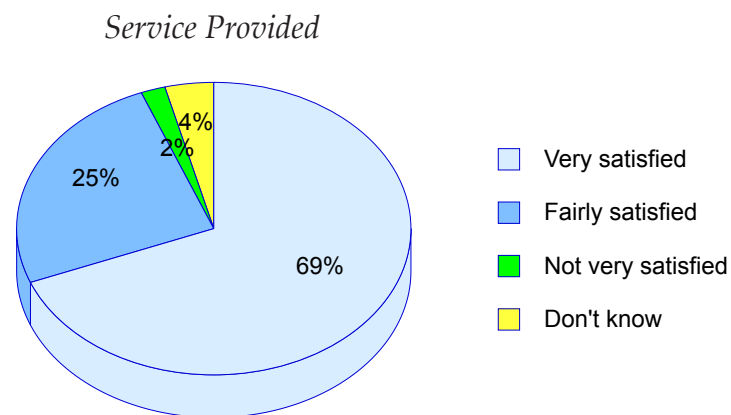
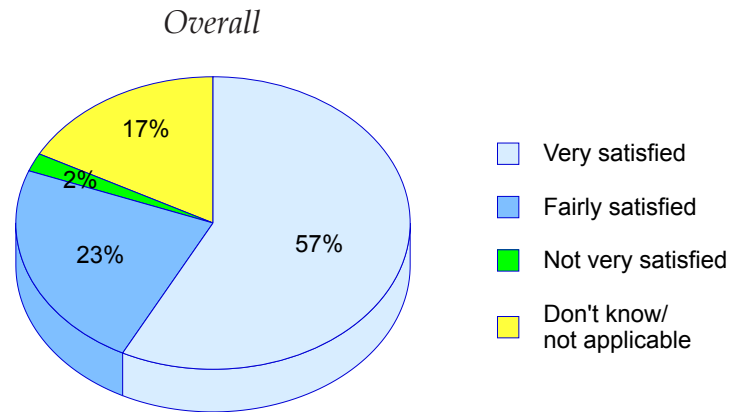


* prior to 2003, figures are based on ratings of rubbish collection and disposal

◇ 2004-2015 readings refer to rubbish collection and disposal

Recommended Satisfaction Measure For Reporting Purposes:
 Total District = 82%
 Receivers Of Service = 92%

xii. Sewerage System



Base = 300

80% of residents are satisfied with New Plymouth District's sewerage system, including 57% who are very satisfied (51% in 2015). 2% are not very satisfied with this service and 17% are unable to comment (20% in 2015).

The percent not very satisfied is on par with the Peer Group and National Averages and similar to the 2015 result.

81% of residents are provided with a sewerage system, with 94% of these residents being satisfied.

There are notable differences between Areas and between socio-economic groups, in terms of those not very satisfied with the District's sewerage system.

Satisfaction With The Sewerage System

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall					
Total District 2016 [†]	57	23	80	2	17
2015	51	27	78	2	20
2014 [†]	48	30	78	4	19
2013	53	27	80	4	16
2012	48	33	81	3	16
2011 [†]	45	34	79	5	15
2010	51	32	83	4	13
2009	60	25	85	2	13
2008	47	34	81	3	16
2007	49	34	83	3	14
2006	56	27	83	1	16
2005	47	37	84	2	14
2004	56	26	82	4	14
2003	51	30	81	2	17
2000	48	35	83	2	15
1999	55	28	83	2	15
Service Provided [†]	69	25	94	2	4
Comparison					
Peer Group (Provincial)	43	35	78	6	16
National Average	51	32	83	6	11
Area					
New Plymouth	67	23	90	1	9
Inglewood	34	27	61	-	39
Clifton	13	9	22	7	71
Kaitake [†]	34	22	56	2	43
Waitara	42	34	76	13	11

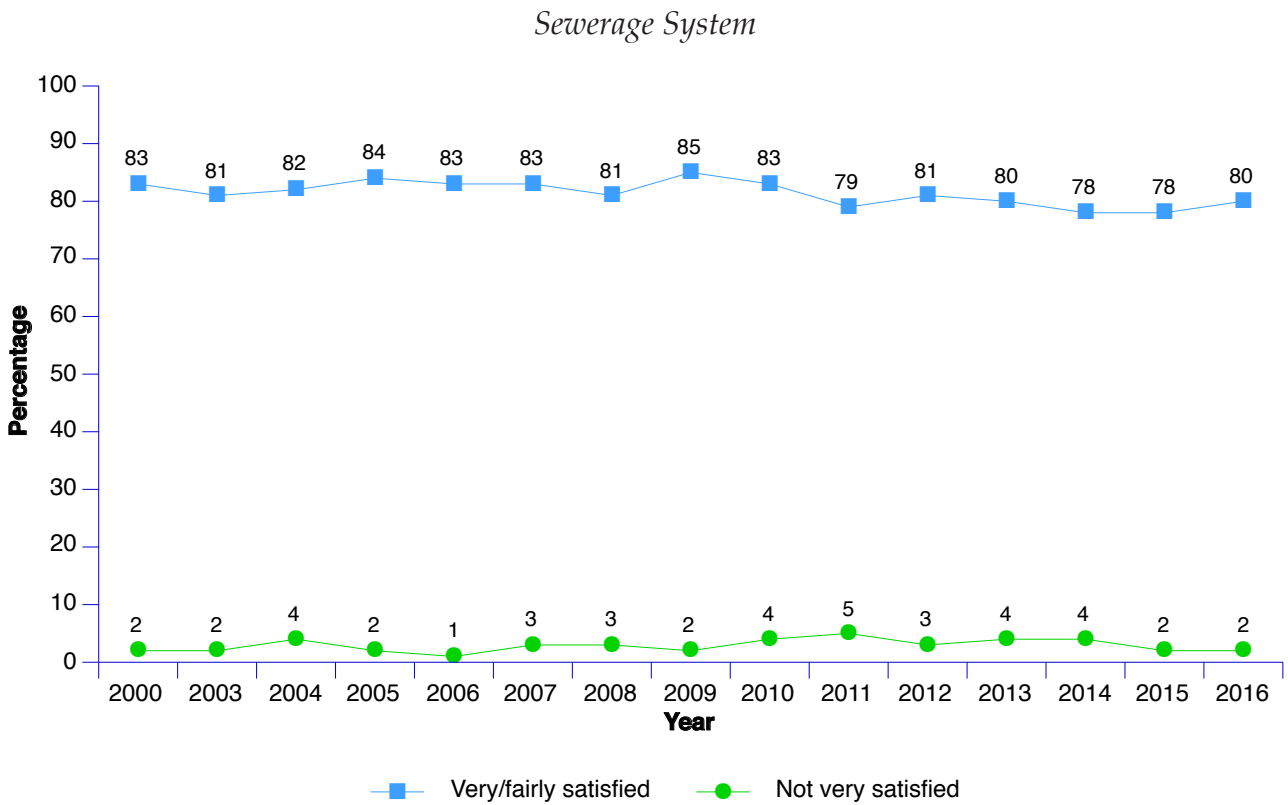
% read across

[†] does not add to 100% due to rounding

The reasons* residents who say they are not very satisfied with the District's sewerage system are ...

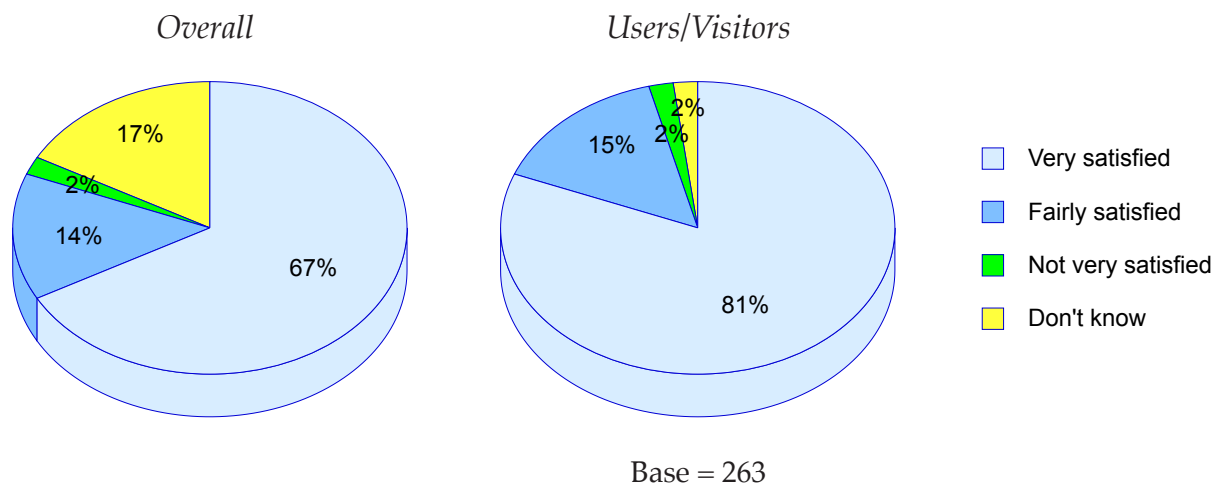
- sewerage/spillage/leakage/pumped into ocean, mentioned by 1% of all residents,
- others, 2%.

* multiple responses allowed



Recommended Satisfaction Measure For Reporting Purposes:
 Total District = 80%
 Receivers Of Service = 94%

xiii. Library At Puke Ariki



81% of New Plymouth residents are satisfied with the library at Puke Ariki (84% in 2015), including 67% who are very satisfied (64% in 2015). 2% of residents are not very satisfied and 17% are unable to comment.

The percent not very satisfied is similar to the Peer Group and National Averages for **libraries in general** and the 2015 reading.

71% of households have used or visited the library at Puke Ariki in the last 12 months. Of these, 96% are satisfied.

There are no notable differences between Areas and between socio-economic groups, in terms of those not very satisfied with the library at Puke Ariki.

Satisfaction With The Library At Puke Ariki

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall					
Total District 2016	67	14	81	2	17
2015	64	20	84	1	15
2014	66	14	80	2	18
2013 [†]	71	14	85	2	14
2012	68	18	86	1	13
2011	62	22	84	2	14
2010	70	17	87	2	11
2009	70	10	80	2	18
2008	59	22	81	2	17
2007	63	17	80	5	15
2006	58	19	77	5	18
2005	51	25	76	6	18
2004 [*]	53	14	67	8	25
2003	61	22	83	3	14
2000	55	33	88	5	7
1999	57	27	84	5	11
Users/Visitors	81	15	96	2	2
Comparison^{**}					
Peer Group (Provincial)	64	21	85	2	13
National Average	69	21	90	2	8
Area					
New Plymouth	71	15	86	2	12
Inglewood [†]	59	6	65	2	34
Clifton [†]	52	19	71	-	30
Kaitake	73	14	87	-	13
Waitara	53	11	64	-	36

% read across

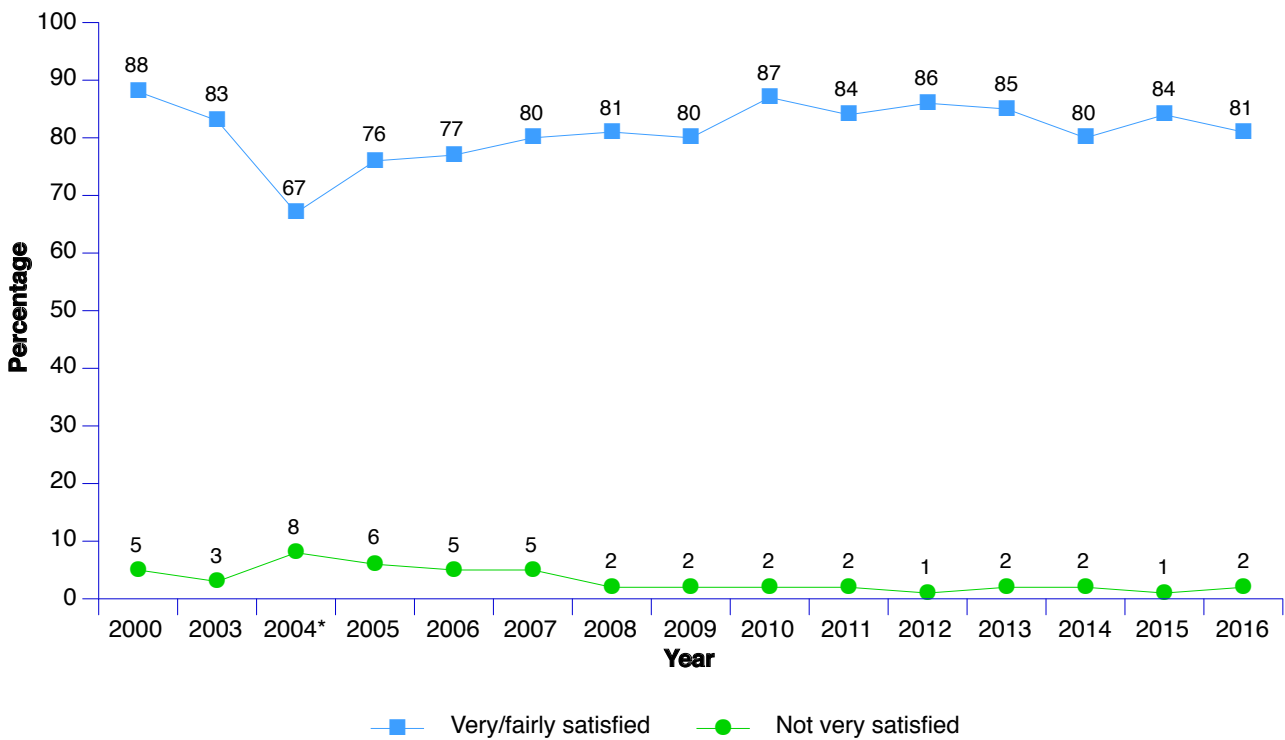
* readings prior to 2004 refer to community libraries

** Peer Group and National Averages refer to ratings for libraries in general

† does not add to 100% due to rounding

The reasons residents are not very satisfied with the library at Puke Ariki are fully transcribed in the separate Verbatim report (multiple responses allowed).

The Library At Puke Ariki



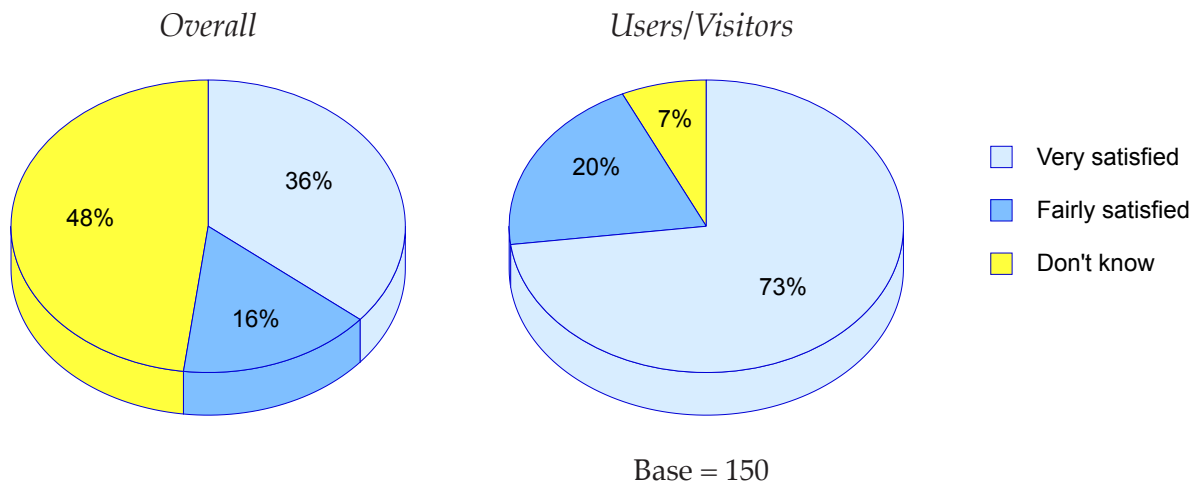
* readings prior to 2004 refer to community libraries

Recommended Satisfaction Measure For Reporting Purposes:

Total District = 81%

Users/Visitors = 96%

xiv. Community Libraries, Other Than The Puke Ariki Library



52% of New Plymouth District residents are satisfied with the District's community libraries, excluding Puke Ariki library, with 36% being very satisfied.

A significant percentage (48%) are unable to comment (45% in 2015). This is probably due to only 35% of households saying they have used/visited a community library (other than Puke Ariki) in the last 12 months.

The percent not very satisfied (0.1%) is similar to the Peer Group and National Average readings for **libraries in general**, and the 2015 reading.

Of those who have used or visited a community library in the last 12 months, 93% are satisfied.

There are no notable differences between Areas and between socio-economic groups, in terms of those residents not very satisfied.

Satisfaction With Community Libraries, Other Than The Puke Ariki Library

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall					
Total District 2016	36	16	52	-	48
2015	38	16	54	1	45
2014 [†]	32	19	51	-	50
2013	39	16	55	-	45
2012	38	21	59	-	41
2011	37	18	55	-	45
2010	34	19	53	-	47
2009	37	10	47	-	53
2008	33	20	53	1	46
2007	34	18	52	1	47
2006	38	13	51	-	49
2005	38	21	59	1	40
2004*	37	10	47	1	52
2003	61	22	83	3	14
2000	55	33	88	5	7
1999	57	27	84	5	11
Users/Visitors [†]	73	20	93	-	7
Comparison**					
Peer Group (Provincial)	64	21	85	2	13
National Average	69	21	90	2	8
Area					
New Plymouth	28	17	45	-	55
Inglewood	67	6	73	-	27
Clifton	44	24	68	2	30
Kaitake	61	13	74	-	26
Waitara	58	11	69	-	31

% read across

* readings prior to 2004 refer to community libraries, **including** Puke Ariki library

** Peer Group and National Averages refer to readings for libraries in general

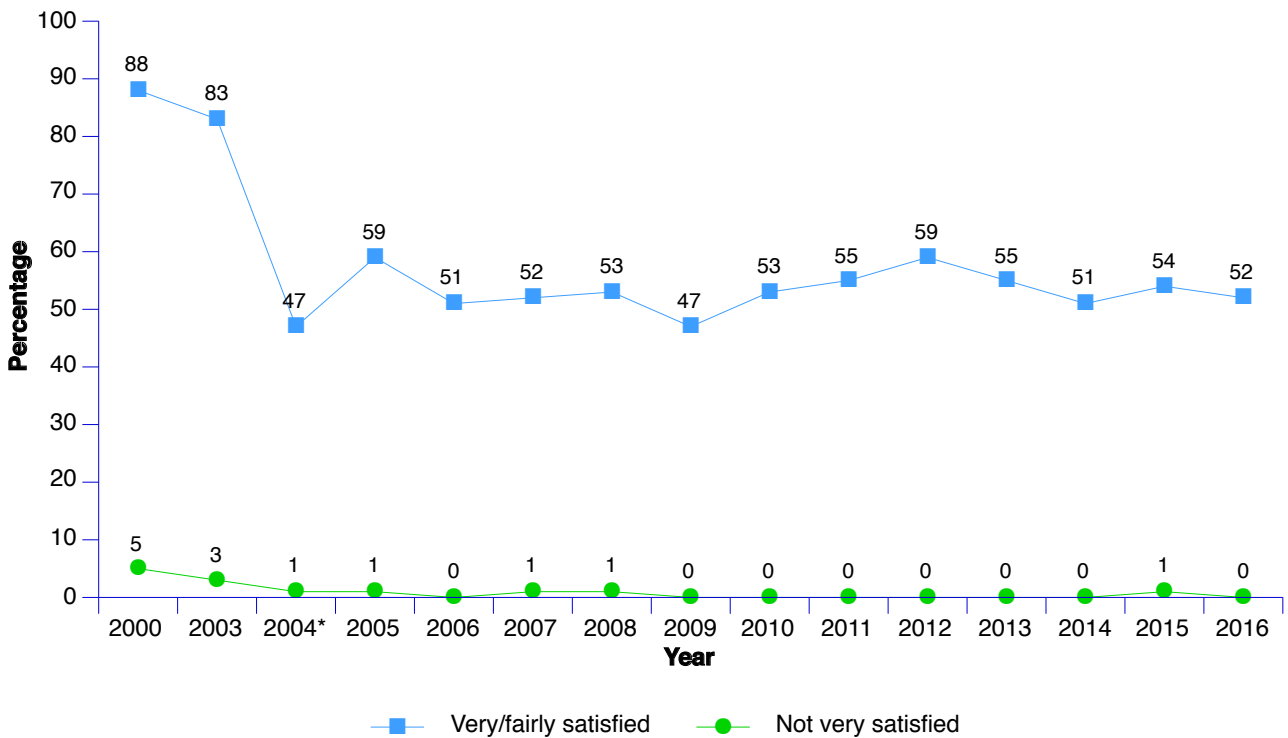
[†] does not add to 100% due to rounding

The reason* one resident is not very satisfied is ...

"It would be nice to see it bigger with more books, needs more room, verandah could be utilised for that, even for a reading area. Delighted that Urenui library is there though."

* multiple responses allowed

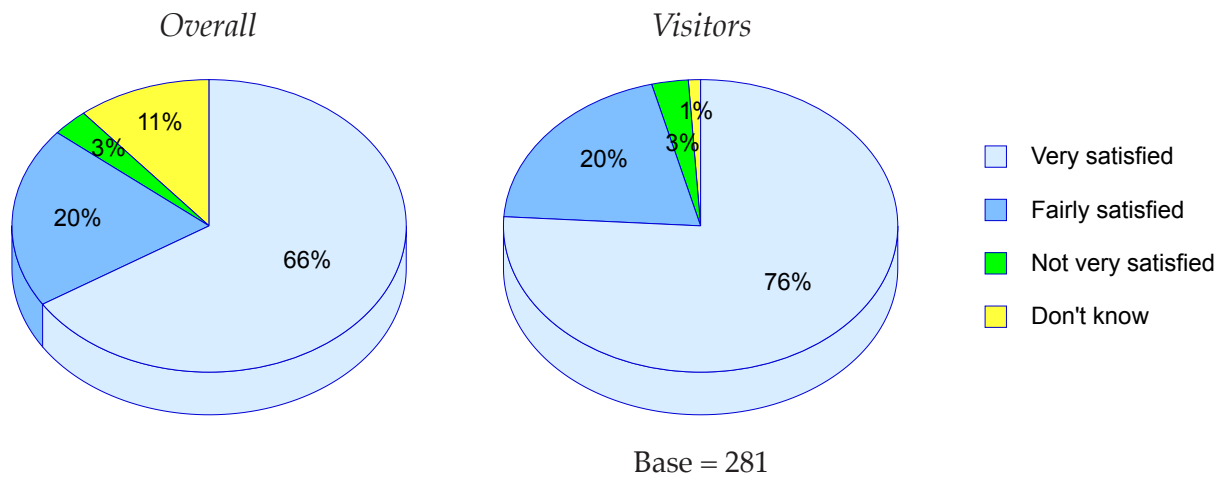
Community Libraries



* readings prior to 2004 refer to community libraries, including Puke Ariki library

Recommended Satisfaction Measure For Reporting Purposes:
 Total District = 52%
 Users/Visitors = 93%

xv. The Museum At Puke Ariki



86% of residents are satisfied with the Museum at Puke Ariki, including 66% who are very satisfied (63% in 2015). 3% are not very satisfied and 11% are unable to comment.

The percent not very satisfied (3%) is on par with the Peer Group Average and similar to the National Average and the 2015 reading.

74% of households have visited the Museum at Puke Ariki in the last 12 months. Of these, 96% are satisfied and 3% not very satisfied.

There are no notable differences between Areas and between socio-economic groups, in terms of those not very satisfied with the Museum at Puke Ariki.

Satisfaction With The Museum At Puke Ariki

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall					
Total District 2016	66	20	86	3	11
2015	63	23	86	3	11
2014	70	15	85	2	13
2013	69	19	88	2	10
2012 [†]	69	21	90	3	8
2011	60	26	86	3	11
2010	67	22	89	3	8
2009	68	15	83	3	14
2008	61	22	83	3	14
2007	63	21	84	4	12
2006	63	20	83	3	14
2005	55	22	77	5	18
2004	54	15	69	9	22
Visitors	76	20	96	3	1
Comparison					
Peer Group (Provincial)	40	20	60	6	34
National Average	49	23	72	4	24
Area					
New Plymouth	67	20	87	4	9
Inglewood	56	21	77	2	21
Clifton	68	13	81	-	19
Kaitake	77	21	98	-	2
Waitara [†]	54	19	73	-	26

% read across

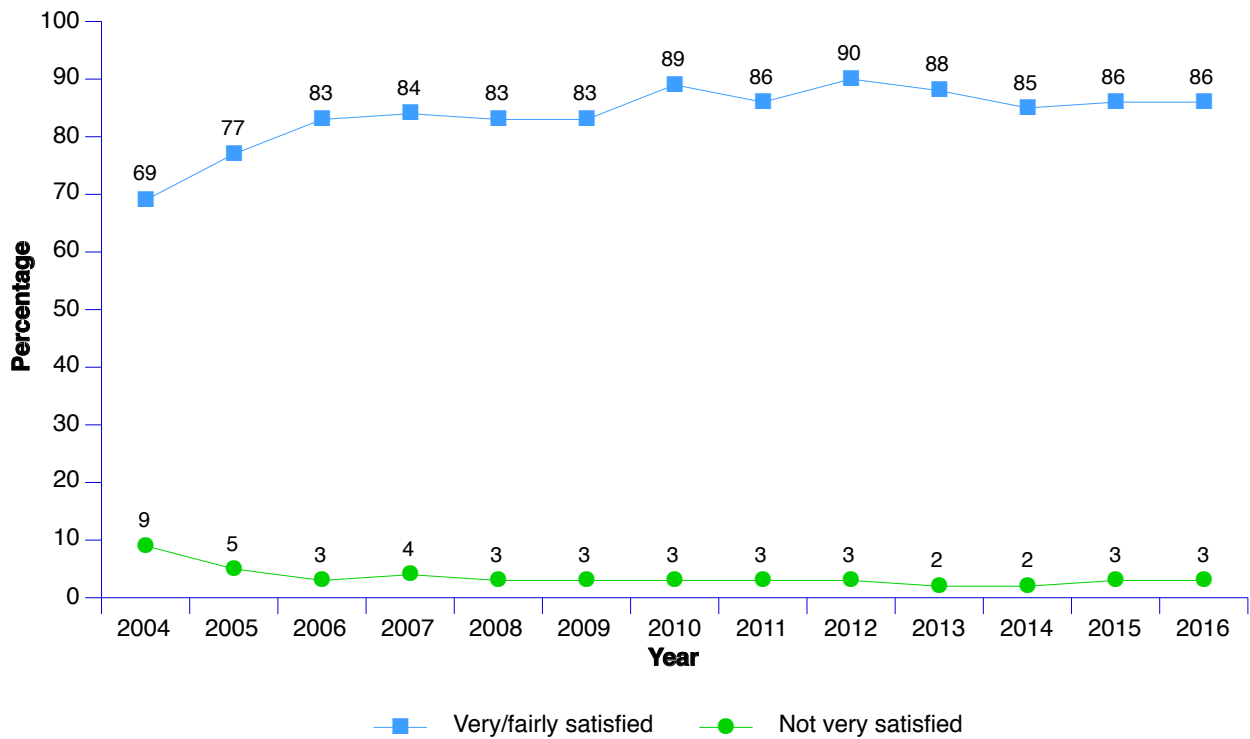
[†] does not add to 100% due to rounding

The main reasons* residents are not very satisfied with the Museum at Puke Ariki are ...

- need to change displays more often / something new to look at, mentioned by 1% of all residents,
- poor displays / boring / uninteresting, 1%,
- too dark, 1%.

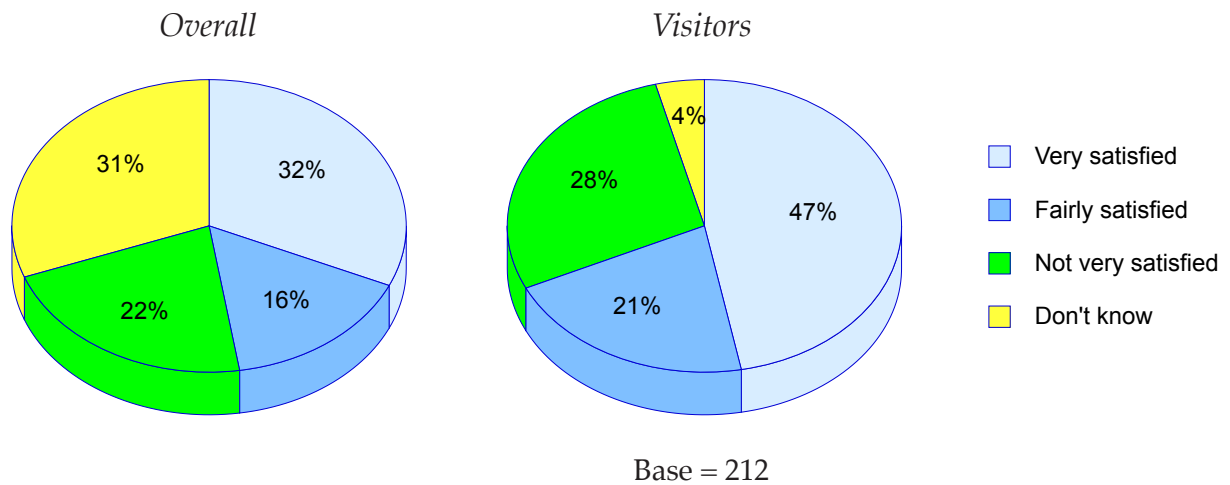
* multiple responses allowed

The Museum At Puke Ariki



Recommended Satisfaction Measure For Reporting Purposes:
 Total District = 86%
 Visitors = 96%

xvi. Govett-Brewster Art Gallery/Len Lye Centre



48% of New Plymouth residents are satisfied with the Govett-Brewster Art Gallery / Len Lye Centre, including 32% who are very satisfied, while 22% are not very satisfied.

The percent not very satisfied is above the Peer Group and National Averages for **art galleries**.

A significant percentage, 31%, are unable to comment and this appears to be due to 45% of households having **not** visited the gallery in the past 12 months. Compared to residents overall, these 'visitors' are more likely to be satisfied (68%) and less likely to be unable to comment (4%).

Residents who live in a one or two person household are more likely to be not very satisfied with the Govett-Brewster Art Gallery / Len Lye Centre, than those who live in a three or more person household.

Satisfaction With The Govett-Brewster Art Gallery/Len Lye Centre

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall					
Total District 2016**†	32	16	48	22	31
2013†	35	25	60	11	30
2012	32	26	58	14	28
2011	31	28	59	9	32
2010	35	24	59	7	34
2009	35	21	56	9	35
2008	30	24	54	11	35
2007	26	28	54	11	35
2006	23	31	54	10	36
2005	29	27	56	8	36
2004	31	20	51	8	41
2003	19	28	47	13	40
2000	21	31	52	14	34
1999	25	28	53	11	36
Visitors	47	21	68	28	4
Comparison*					
Peer Group (Provincial)	32	17	49	5	46
National Average	39	18	57	5	38
Area					
New Plymouth	34	15	49	24	27
Inglewood	20	25	45	7	48
Clifton	26	13	39	16	45
Kaitake†	31	26	57	29	13
Waitara	21	10	31	13	56
Household Size					
1-2 person household	29	14	43	28	29
3+ person household	34	17	51	16	33

% read across

* Peer Group and National Averages are based on ratings for an Art Gallery in a District/City

** readings prior to 2016 refer to the Govett-Brewster Art Gallery (in July 2015 the combined Govett-Brewster Art Gallery / Len Lye Centre opened)

† does not add to 100% due to rounding

The main reasons* residents are not very satisfied with the Govett-Brewster Art Gallery / Len Lye Centre are ...

- not enough displays/very little to see inside,
- overspending/spent too much ratepayer money/waste of money,
- poor quality of exhibits/don't like Len Lye artwork.

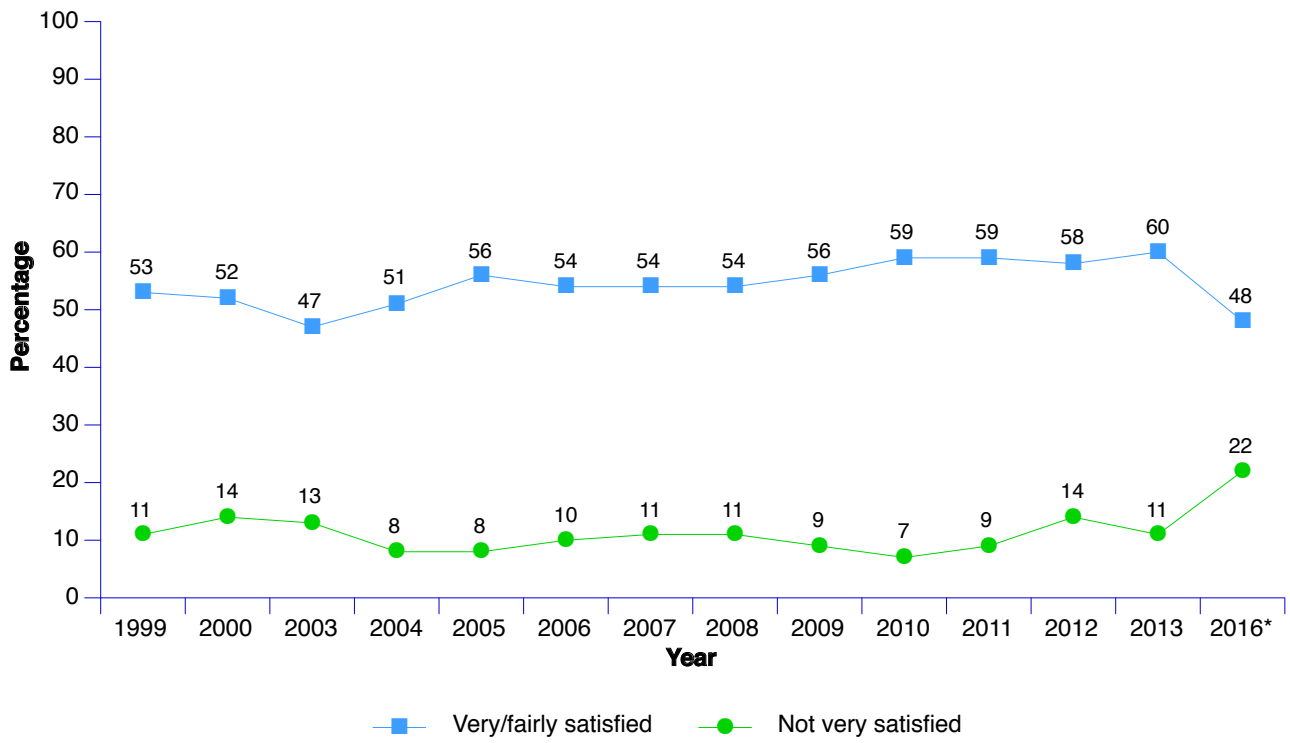
Summary Table: Main Reasons* For Being Not Very Satisfied With Govett-Brewster Art Gallery/Len Lye Centre

	Total District 2016 %	Area				
		New Plymouth %	Inglewood %	Clifton %	Kaitake %	Waitara %
Percent Who Mention ...						
Not enough displays/very little to see inside	10	12	1	7	13	8
Overspending/spent too much ratepayer money/waste of money	7	7	1	5	16	3
Poor quality of exhibits/don't like Len Lye artwork	4	4	-	-	8	-

* multiple responses allowed

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

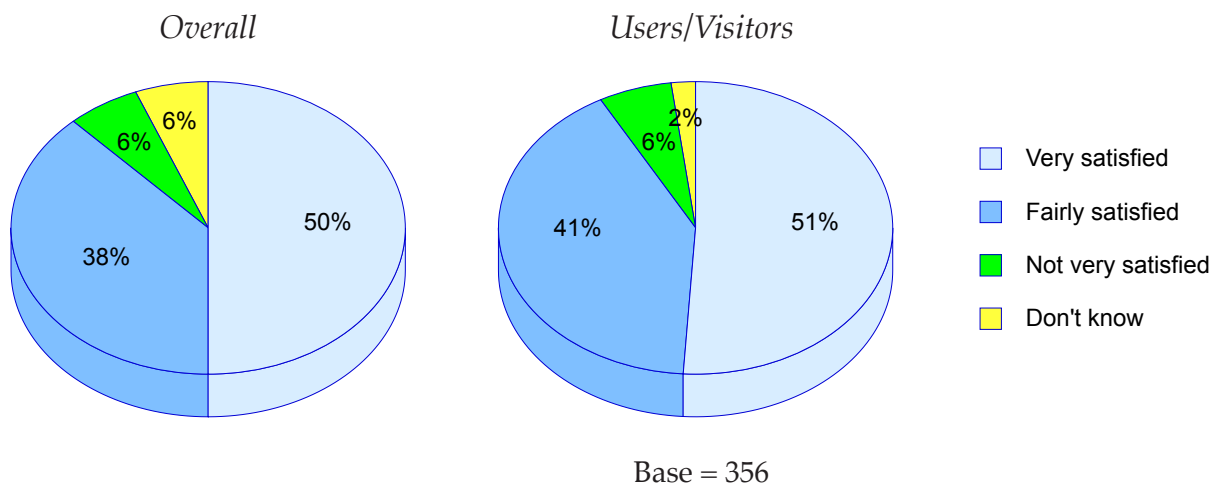
The Govett-Brewster Art Gallery



* readings prior to 2016 refer to the Govett-Brewster Art Gallery (in July 2015 the combined Govett-Brewster Art Gallery / Len Lye Centre opened)

Recommended Satisfaction Measure For Reporting Purposes:
 Total District = 48%
 Visitors = 68%

xvii. The Airport



88% of New Plymouth residents are satisfied with the airport, including 50% who are very satisfied, while 6% are not very satisfied.

There are no comparative Peer Group and National Averages for this reading, however the not very satisfied reading is similar to the 2015 result.

89% of residents say they, or a member of their household, have used or visited the airport in the last 12 months. Of these users / visitors 92% are satisfied and 6% not very satisfied.

There are no notable differences between Areas and between socio-economic groups, in terms of those residents not very satisfied with the airport. However, it appears that men are slightly more likely, than women, to feel this way.

Satisfaction With The Airport

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall					
Total District 2016	50	38	88	6	6
2015	52	38	90	5	5
2014*	49	40	89	6	5
Users/Visitors	51	41	92	6	2
Area					
New Plymouth†	48	40	88	5	6
Inglewood	51	31	82	6	12
Clifton	56	37	93	4	3
Kaitake	62	27	89	11	-
Waitara	51	37	88	5	7
Gender					
Male	51	36	87	9	4
Female	48	41	89	3	8

% read across

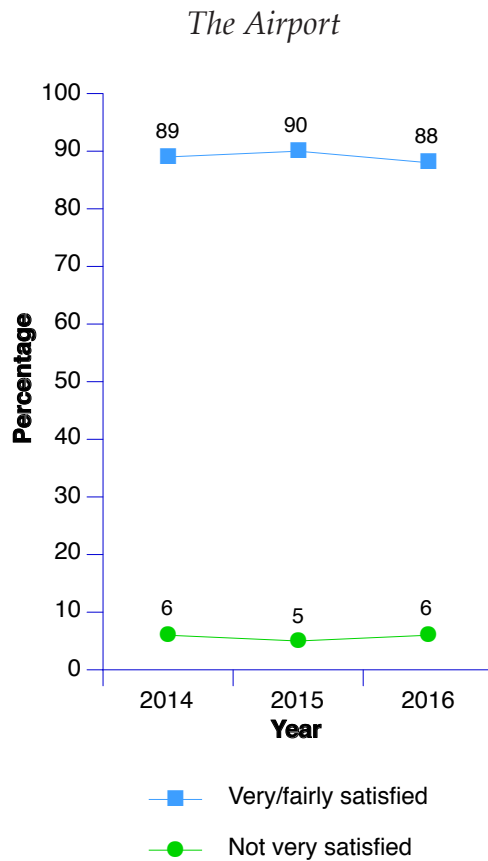
* not asked prior to 2014

† does not add to 100% due to rounding

The main reasons* residents are not very satisfied with the airport are ...

- need upgrading/ updating/ better facilities/ sealing, mentioned by 3% of all residents,
- car parking issues, 3%,
- too small, 2%.

* multiple responses allowed

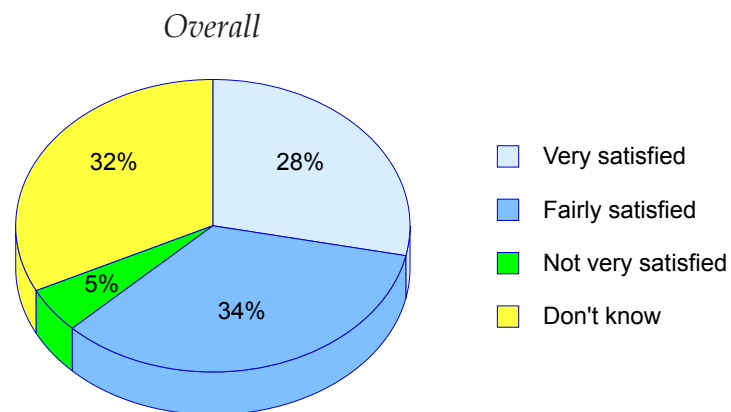


Recommended Satisfaction Measure For Reporting Purposes:

Total District = 88%

Users/Visitors = 92%

xviii. Assistance Council Gives To The Community (that is, grants to community organisations and general support to community groups)



62% of residents are satisfied with the assistance Council gives to the community (54% in 2015), while 5% are not very satisfied. 32% are unable to comment (39% in 2015).

The percent not very satisfied is similar to the Peer Group Average, and the 2015 reading, and on par with the National Average.

There are no notable differences between Areas and between socio-economic groups, in terms of those residents not very satisfied with community assistance.

Satisfaction With Assistance Council Gives To The Community

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall					
Total District 2016 [†]	28	34	62	5	32
2015	19	35	54	7	39
2014 [†]	22	39	61	3	35
2013	32	36	68	6	26
2012	26	41	67	4	29
2011	26	46	72	4	24
2010	28	41	69	5	26
2009	37	31	68	3	29
2008	23	44	67	5	28
2007	29	43	72	3	25
2006	30	40	70	4	26
2005	29	42	71	5	24
2004	29	37	66	6	28
Comparison					
Peer Group (Provincial)	23	42	65	6	29
National Average	18	40	58	8	34
Area					
New Plymouth	26	35	61	6	33
Inglewood	39	40	79	3	18
Clifton [†]	40	28	68	9	24
Kaitake	24	30	54	-	46
Waitara	25	31	56	5	39

% read across

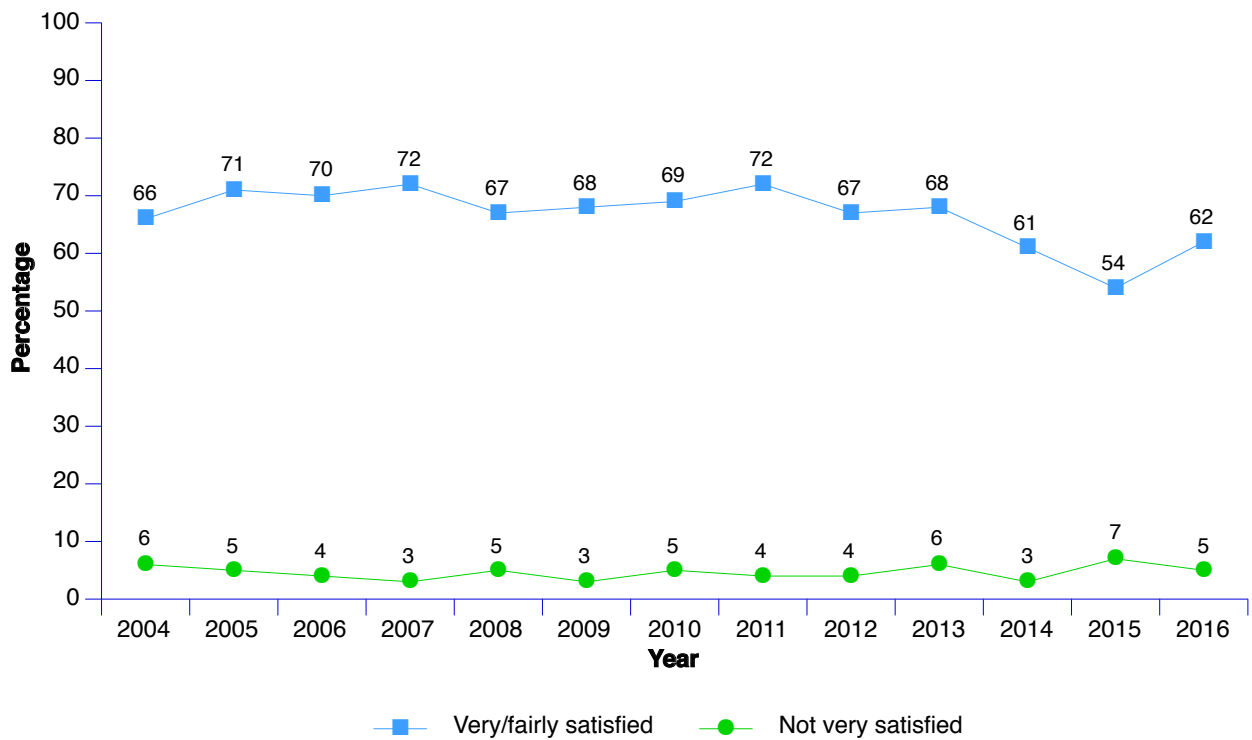
[†] does not add to 100% due to rounding

The main reasons* residents are not very satisfied with community assistance are ...

- none given/ minimal support/ funding given/ cuts, mentioned by 3% of all residents,
- unfair allocation of funding/ support, 1%.

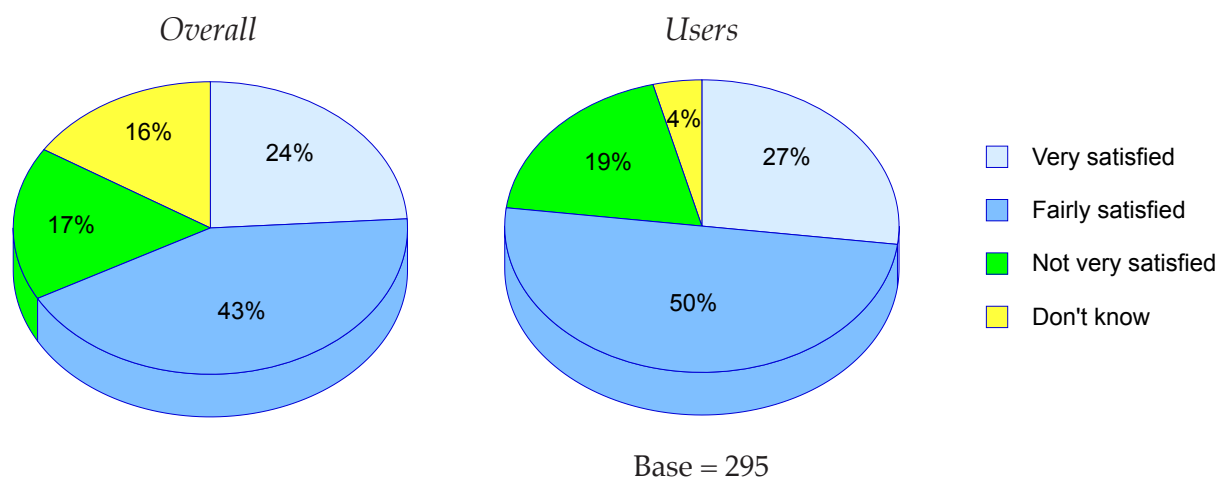
* multiple responses allowed

Assistance Council Gives To The Community



Recommended Satisfaction Measure For Reporting Purposes:
 Total District = 62%

xix. Quality Of Public Toilets



67% of New Plymouth residents are satisfied with the quality of the District's toilets (71% in 2015), while 17% are not very satisfied. 16% are unable to comment.

The percent not very satisfied is similar to the Peer Group and National Averages for **public toilets in general**, and the 2015 reading.

75% of households have used a public toilet in the last 12 months. Of these, 77% are satisfied and 19% not very satisfied.

Residents more likely to be not very satisfied with the quality of public toilets are ...

- residents who live in a three or more person household,
- longer term residents, those residing in the District more than 10 years,
- NZ Māori residents.

Satisfaction With The Quality Of Public Toilets

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall					
Total District					
2016	24	43	67	17	16
2015	23	48	71	15	14
2014	25	43	68	15	17
2013	25	44	69	16	15
2012 [†]	19	55	74	14	13
2011	21	48	69	18	13
2010	17	49	66	18	16
2009	20	39	59	15	26
2008	12	43	55	23	22
2007	15	45	60	24	16
2006*	22	47	69	13	18
2005	22	44	66	21	13
2004	16	40	56	30	14
2003	18	41	59	19	22
Users	27	50	77	19	4
Comparison*					
Peer Group (Provincial)	24	46	70	18	12
National Average	22	44	66	19	15
Area					
New Plymouth	24	44	68	16	16
Inglewood [†]	23	43	66	10	25
Clifton	28	41	69	22	9
Kaitake	29	45	74	17	9
Waitara	10	42	52	33	15
Household Size					
1-2 person household	26	41	67	11	22
3+ person household	22	45	67	23	10
Length of Residence					
Lived there 10 years or less	36	46	82	4	14
Lived there more than 10 years	21	43	64	20	16
Ethnicity					
NZ European [†]	25	42	67	16	16
NZ Māori	14	31	45	31	24

% read across

* readings prior to 2006 and Peer Group and National Averages refer to ratings for public toilets in general

[†] does not add to 100% due to rounding

The main reasons residents are not very satisfied with the quality of public toilets in the District are ...

- dirty / disgusting / smelly / untidy / wet / need cleaning,
- in poor condition / need upgrading / improving / better upkeep,
- no toilets / not enough toilets / need more.

Summary Table:

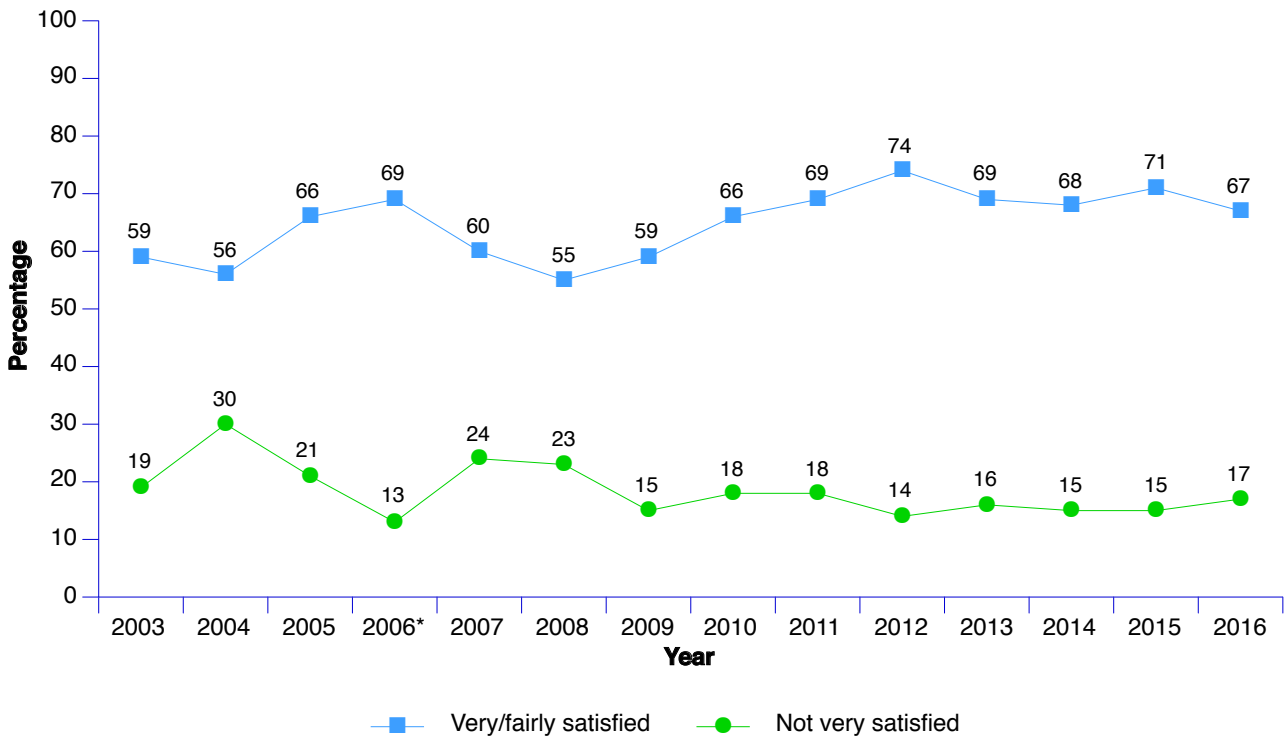
Main Reasons* For Being Not Very Satisfied With The Quality Of Public Toilets

	Total District 2016 %	Area				
		New Plymouth %	Inglewood %	Clifton %	Kaitake %	Waitara %
Percent Who Mention ...						
Dirty / disgusting / smelly / untidy / wet / need cleaning	10	10	-	18	4	22
In poor condition / need upgrading / improving / better upkeep	7	7	-	7	5	12
No toilets / not enough toilets / need more	4	3	10	-	9	5

* multiple responses allowed

NB: no other reason is mentioned by more than 1% of all residents

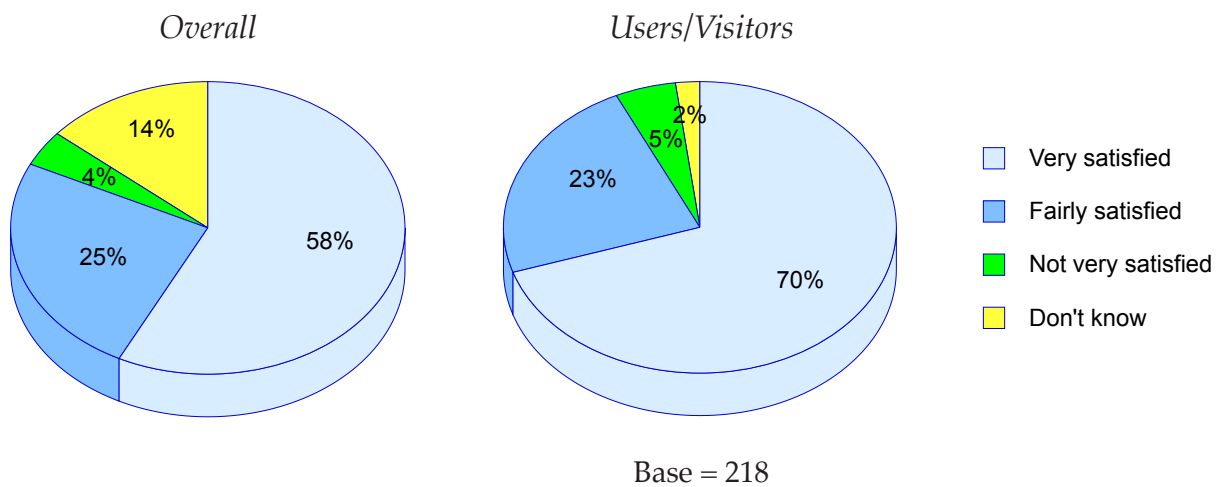
Quality Of Public Toilets



* readings prior to 2006 refer to ratings for public toilets in general

Recommended Satisfaction Measure For Reporting Purposes:
 Total District = 67%
 Users = 77%

xx. Public Swimming Pools



83% of New Plymouth residents are satisfied with the District's public swimming pools, including 58% who are very satisfied (44% in 2015). 4% are not very satisfied and 14% are unable to comment.

The percent not very satisfied is below the Peer Group Average, slightly below the National Average and on par with last year's reading.

61% of households have used or visited a public swimming pool in the last 12 months. Of these users/visitors, 93% are satisfied (86% in 2015) and 5% are not very satisfied (11% in 2015).

There are no notable differences between Areas and between socio-economic groups in terms of those residents not very satisfied with public swimming pools.

Satisfaction With Public Swimming Pools

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall					
Total District 2016 [†]	58	25	83	4	14
2015	44	36	80	8	12
2014	48	32	80	6	14
2013 [†]	56	28	84	4	11
2012 [†]	53	31	84	4	13
2011	49	32	81	6	13
2010	57	30	87	3	10
2009	54	23	77	2	21
2008	44	37	81	5	14
2007	48	29	77	8	15
2006	48	33	81	8	11
2005	49	32	81	3	16
2004	57	20	77	4	19
2003	53	29	82	2	16
Users/Visitors	70	23	93	5	2
Comparison					
Peer Group (Provincial) [†]	40	29	69	12	20
National Average	38	31	69	10	21
Area					
New Plymouth [†]	59	25	84	4	11
Inglewood	61	18	79	2	19
Clifton	50	16	66	6	28
Kaitake	64	25	89	2	9
Waitara	45	30	75	2	23

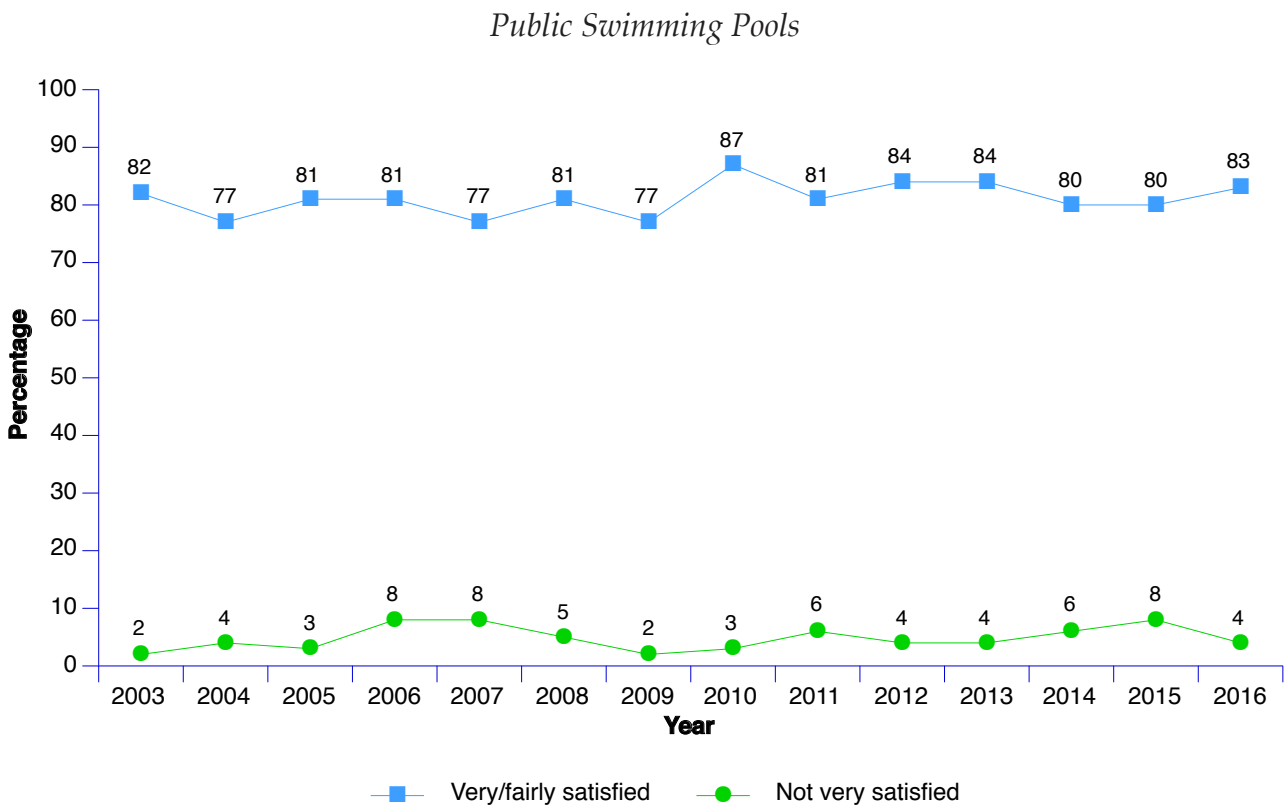
% read across

[†] does not add to 100% due to rounding

The main reasons* residents are not very satisfied with the District's public swimming pools are ...

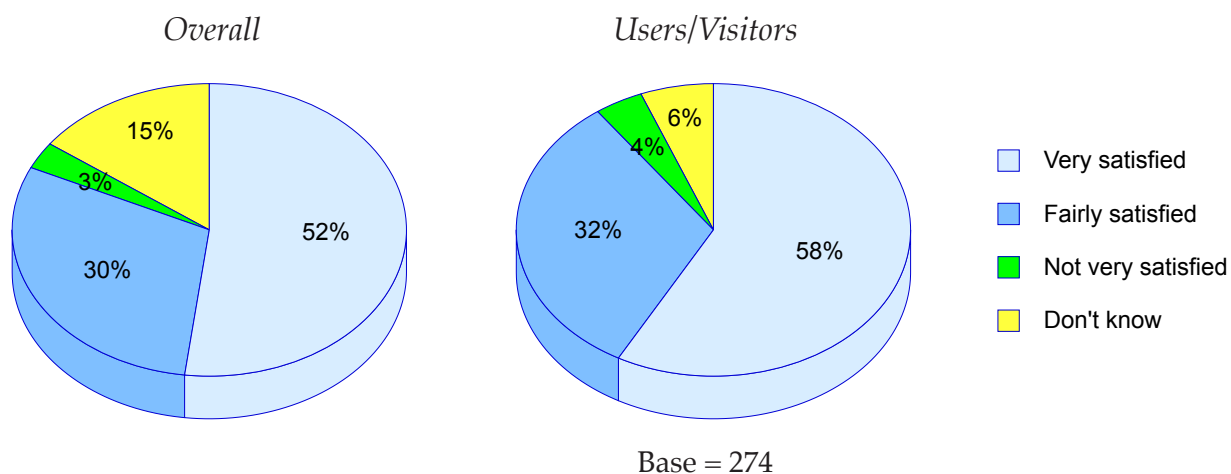
- too expensive/should be free entry, mentioned by 2% of all residents,
- need upgrading/cleaning/improvements, 1%,
- need longer season, 1%.

* multiple responses allowed



Recommended Satisfaction Measure For Reporting Purposes:
 Total District = 83%
 Users/Visitors = 93%

xxi. The Quality Of District's Sportsfields



82% of residents are satisfied with the quality of sportsfields, including 52% who are very satisfied (41% in 2015). 15% are unable to comment.

The percent not very satisfied (3%) is similar to the Peer Group and National Averages for **sportsfields and playgrounds** and the 2015 reading.

73% of households have used or visited a sportsfield in the last 12 months, with 90% being satisfied and 4% not very satisfied.

There are no notable differences between Areas and between socio-economic groups, in terms of those residents not very satisfied with the quality of sportsfields. However, it appears that NZ Māori residents are slightly more likely to be not very satisfied, than NZ European residents.

Satisfaction With The Quality Of The District's Sportsfields

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall					
Total District 2016	52	30	82	3	15
2015	41	42	83	3	14
2014	50	31	81	4	15
2013*	49	32	81	4	15
2012	55	37	92	2	6
2011 [†]	53	36	89	4	6
2010	59	32	91	4	5
2009	57	26	83	4	13
2008	51	39	90	2	8
2007	52	34	86	6	8
2006*	58	31	89	4	7
2005	54	36	90	3	7
2004	59	27	86	3	11
2003	60	32	92	2	6
Users/Visitors	58	32	90	4	6
Comparison*					
Peer Group (Provincial)	58	31	89	4	7
National Average	54	34	88	4	8
Area					
New Plymouth [†]	53	30	83	4	14
Inglewood	53	31	84	-	16
Clifton	39	38	77	-	23
Kaitake [†]	54	28	82	2	17
Waitara	46	31	77	9	14
Ethnicity					
NZ European	54	28	82	2	16
NZ Māori [†]	37	41	78	15	6

% read across

* 2006-2012 readings refer to the quality of sportsparks **and** playgrounds while readings prior to 2006 and Peer Group and National Averages refer to ratings for sportsfields and playgrounds

[†] does not add to 100% due to rounding

The reasons* residents are not very satisfied with the quality of the District's sportsfields are ...

- poor standard/need upgrading/improving, mentioned by 2% of all residents,
- lack of maintenance/upkeep, 1%,
- others, 0.3%.

* multiple responses allowed

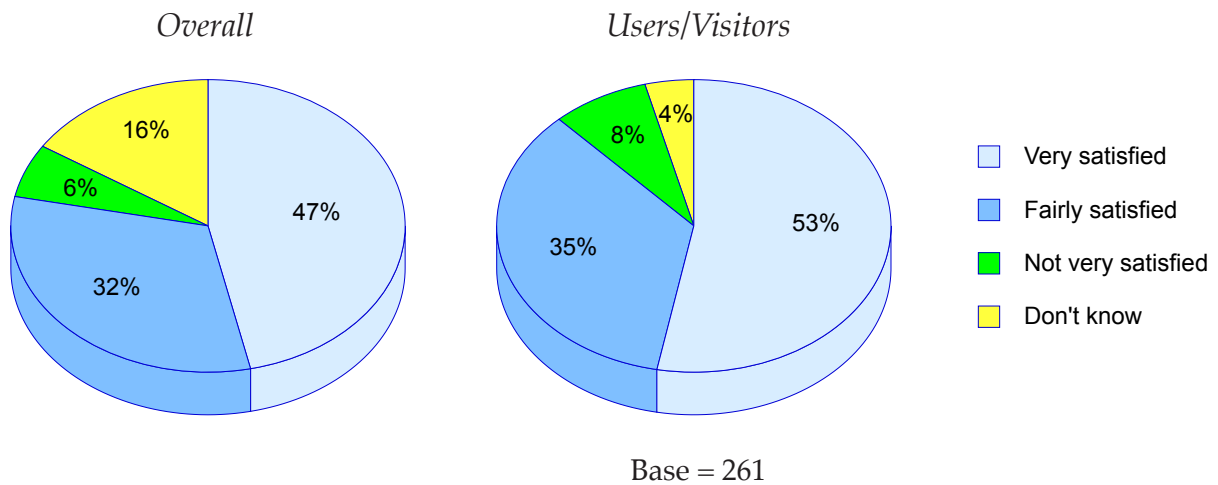


* readings prior to 2006 refer to ratings for sportsfields and playgrounds, while 2006-2012 readings refer to the quality of sportsparks and playgrounds

Recommended Satisfaction Measure For Reporting Purposes:

Total District = 82%
 Users/Visitors = 90%

xxii. The Quality Of The District's Playgrounds



79% of residents are satisfied with the quality of the District's playgrounds, including 47% who are very satisfied (44% in 2015). 16% are unable to comment.

The percent not very satisfied (6%) is similar to the Peer Group and National Averages for **sportsfields and playgrounds**, and the 2015 reading.

69% of households have used or visited a playground in the last 12 months, with 88% being satisfied and 8% not very satisfied.

There are no notable differences between Areas and between socio-economic groups, in terms of those residents not very satisfied with the quality of the District's playgrounds.

Satisfaction With The Quality Of The District's Playgrounds

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall					
Total District 2016 [†]	47	32	79	6	16
2015	44	34	78	5	17
2014	49	33	82	5	13
2013 [†]	54	33	87	2	12
Users/Visitors	53	35	88	8	4
Comparison*					
Peer Group (Provincial)	58	31	89	4	7
National Average	54	34	88	4	8
Area					
New Plymouth [†]	46	31	77	8	16
Inglewood	50	29	79	-	21
Clifton	47	41	88	4	8
Kaitake	60	21	81	-	19
Waitara	37	48	85	-	15

% read across

* Peer Group and National Averages refer to ratings for sportsfields and playgrounds

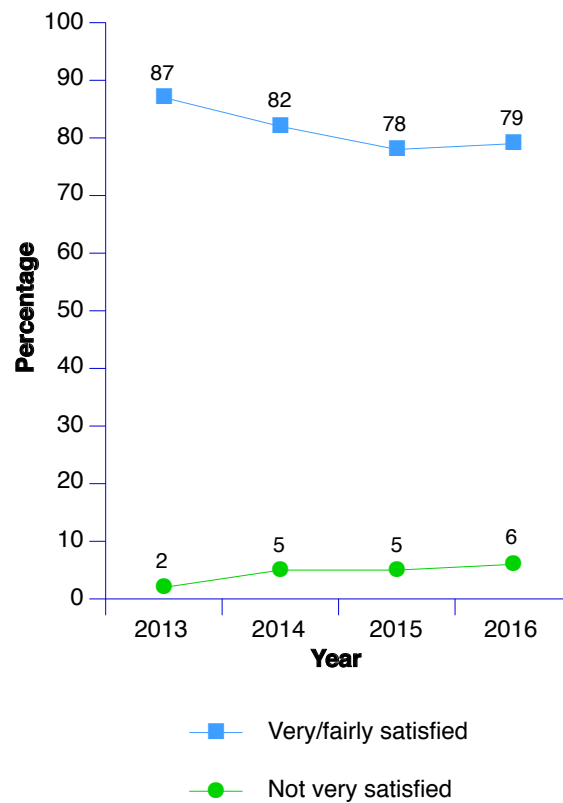
[†] does not add to 100% due to rounding

The main reasons* residents are not very satisfied with the quality of the District's playgrounds are ...

- need an upgrade/improvements, mentioned by 2% of all residents,
- removed play equipment/need more, 2%,
- boring/need more variety, 1%,
- not enough/need more, 1%.

* multiple responses allowed

Quality Of The District's Playgrounds

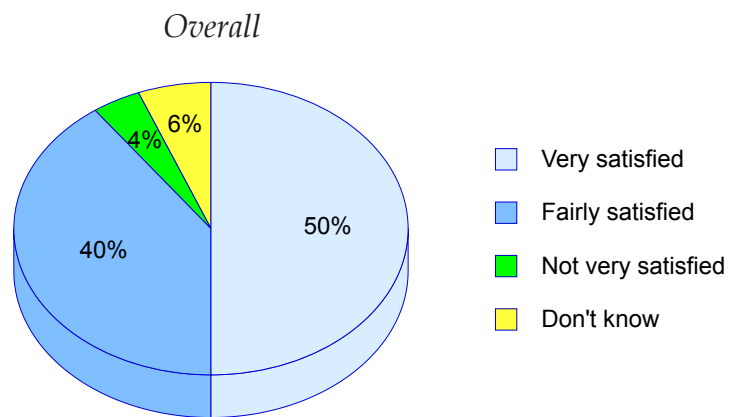


Recommended Satisfaction Measure For Reporting Purposes:

Total District = 79%

Users/Visitors = 88%

xxiii. The Quality Of The New Plymouth District Living Environment Is Being Maintained (this includes both the natural environment and the human environment)



90% of residents are satisfied that the quality of the New Plymouth District living environment is being maintained, including 50% who are very satisfied (45% in 2015). 4% are not very satisfied and 6% are unable to comment.

There are no comparative Peer Group and National Averages for this reading, however the 2015 not very satisfied reading is similar to last year's result.

There are no notable differences between Areas and between socio-economic groups in terms of those residents not very satisfied with the quality of the New Plymouth District living environment being maintained.

Satisfaction With The Quality Of The New Plymouth Living Environment Being Maintained

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall					
Total District 2016	50	40	90	4	6
2015	45	44	89	5	6
2014	40	50	90	5	5
2013	48	44	92	3	5
2012	43	48	91	3	6
2011	42	51	93	3	4
2010	42	50	92	3	5
2009	61	34	95	2	3
2008	39	48	87	9	4
2007	45	46	91	4	5
2006	48	43	91	3	6
2005	49	43	92	3	5
2004	47	44	91	3	6
Area					
New Plymouth	51	39	90	5	5
Inglewood	56	36	92	4	4
Clifton	46	49	95	2	3
Kaitake	45	45	90	5	5
Waitara	35	42	77	5	18

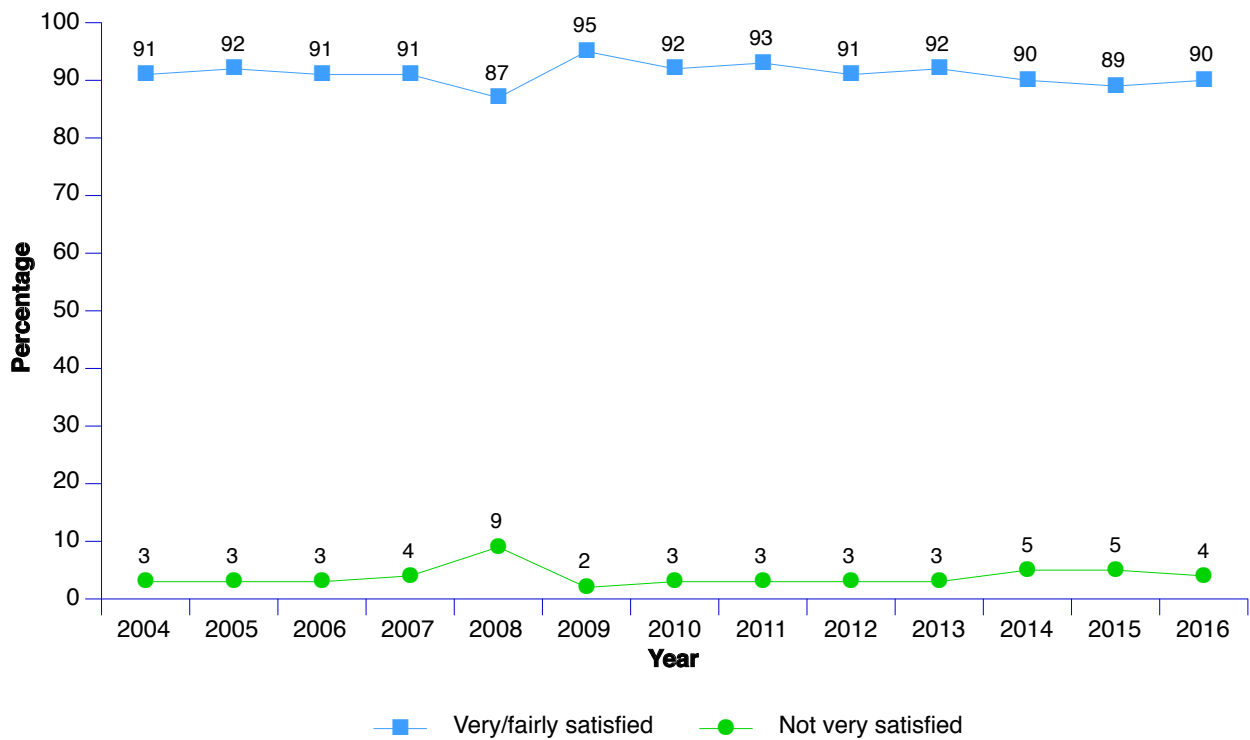
% read across

The main reasons* residents are not very satisfied with the quality of the New Plymouth District living environment being maintained are ...

- more maintenance/needs to be cleaner/tidier, mentioned by 2% of all residents,
- specified services/facilities needing improvement, 1%,
- rivers/lakes need attention, 1%.

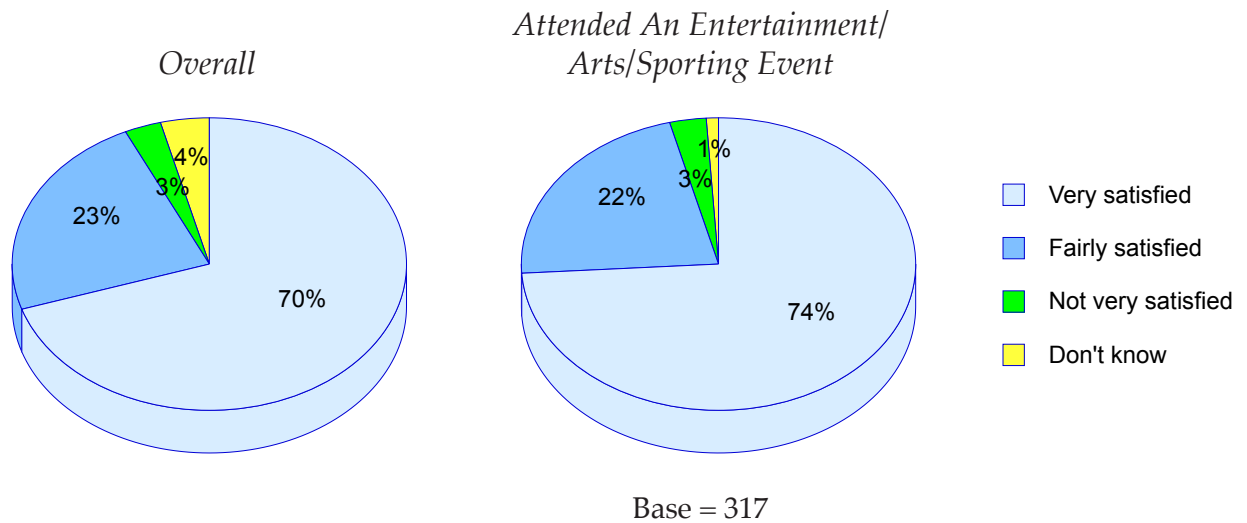
* multiple responses allowed

Quality Of The New Plymouth Living Environment Being Maintained



Recommended Satisfaction Measure For Reporting Purposes:
Total District = 90%

xxiv. The Quality Of The Venues For Entertainment, Cultural And Sporting Events In The District



93% of New Plymouth District residents are satisfied with the quality of the venues for entertainment, cultural and sporting events in the District, with 70% being very satisfied, while 3% are not very satisfied. These readings are similar to the 2015 results.

There are no comparative Peer Group and National Averages for this reading.

83% of households have attended an entertainment, arts and/or a sporting event at TSB Showplace, TSB Stadium, Bowl of Brooklands and/or Yarrow Stadium. Of these, 96% are satisfied and 3% not very satisfied.

There are no notable differences between Areas and between socio-economic groups, in terms of those residents not very satisfied with the quality of venues for entertainment, cultural and sporting events in the District.

Satisfaction With The Quality Of Venues For Entertainment, Cultural And Sporting Events In The District

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall					
Total District 2016	70	23	93	3	4
2015	69	24	93	2	5
2014	68	25	93	3	4
2013	67	28	95	2	3
2012*	68	26	94	3	3
2011	73	22	95	2	3
2010	78	15	93	3	4
2009	74	16	90	5	5
2008	71	23	94	2	4
2007	63	28	91	3	6
2006	69	23	92	4	4
2005**	72	22	94	3	3
Attended an Entertainment/ Arts/ Sporting Event at TSB Showplace, TSB Stadium, Bowl of Brooklands and/or Yarrow Stadium	74	22	96	3	1
Area					
New Plymouth†	72	21	93	4	2
Inglewood	64	32	96	-	4
Clifton†	59	23	82	-	17
Kaitake	87	9	96	2	2
Waitara	54	39	93	-	7

% read across

* 2006 - 2011 readings refer to ratings for the quality of entertainment, cultural and sporting events in the District **and** the venues they are held in. In 2012 these were asked separately.

** the 2005 readings refers to ratings for the availability and quality of events, not asked prior to 2005

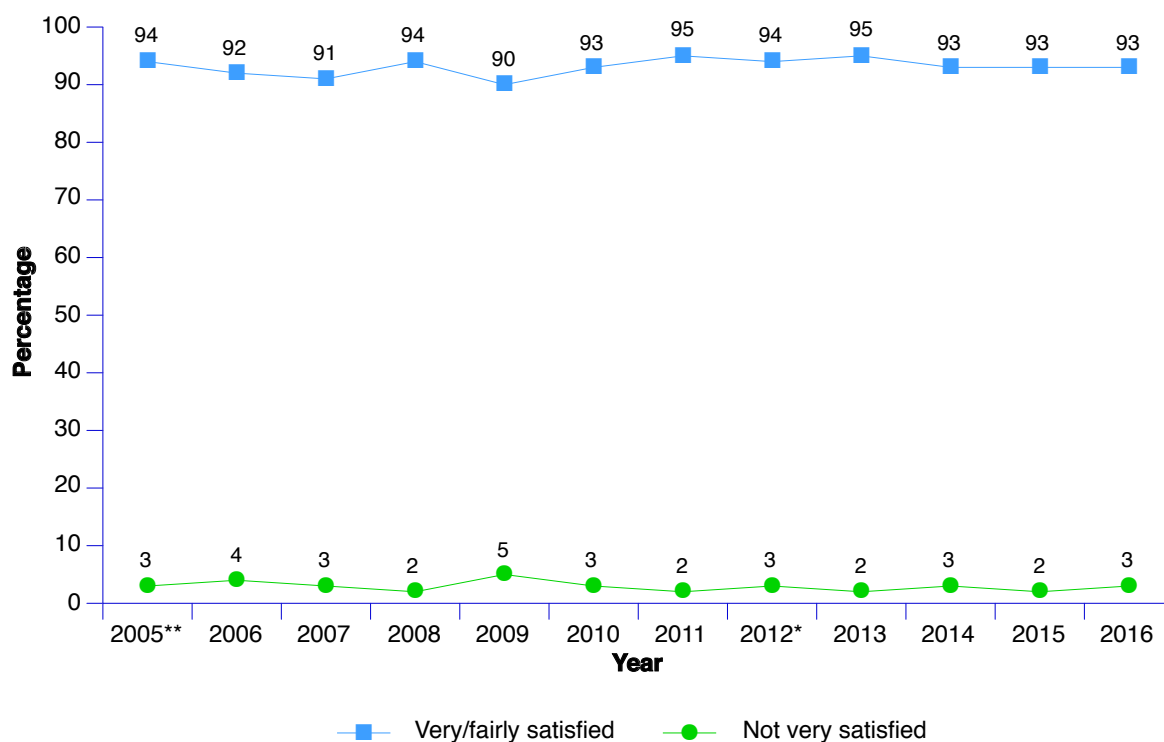
† does not add to 100% due to rounding

The main reasons* residents are not very satisfied with the quality of venues for entertainment, cultural and sporting events in the District are ...

- need better facilities, mentioned by 2% of all residents,
- venues are not being used enough, 1%.

* multiple responses allowed

Quality Of The Venues For Entertainment, Cultural And Sporting Events In The District

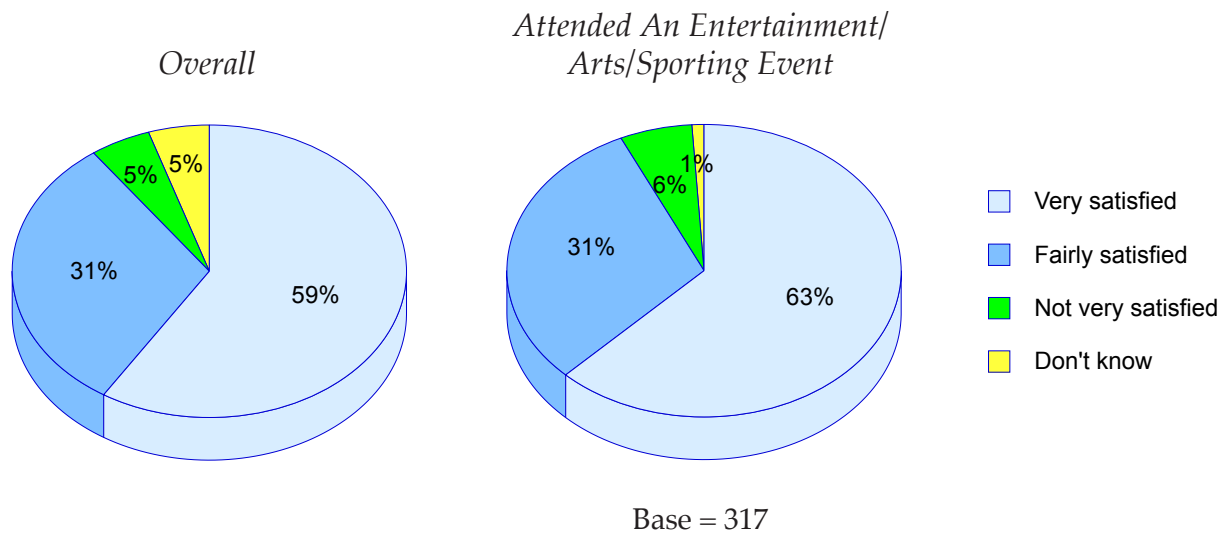


* 2006 - 2011 readings refer to ratings for the quality of entertainment, cultural and sporting events in the District **and** the venues they are held in. In 2012 these were asked separately.

** the 2005 readings refers to ratings for the availability and quality of events, not asked prior to 2005

Recommended Satisfaction Measure For Reporting Purposes:
 Total District = 93%
 Attended an Entertainment/ Arts/Sporting Event = 96%

xxv. The Quality Of Entertainment, Cultural And Sporting Events



90% of New Plymouth District residents are satisfied with the quality of entertainment, cultural and sporting events in the District, with 59% being very satisfied, while 5% are not very satisfied. These readings are similar to the 2015 results.

There are no comparative Peer Group and National Averages for this reading.

Of those households who have attended an event, 94% are satisfied and 6% not very satisfied.

There are no notable differences between Areas and between socio-economic groups, in terms of those residents not very satisfied with the quality of entertainment, cultural and sporting events in the District.

Satisfaction With The Quality Of Entertainment, Cultural And Sporting Events In The District

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall					
Total District 2016	59	31	90	5	5
2015	61	28	89	3	8
2014 [†]	54	33	87	5	7
2013	50	35	85	9	6
2012**	52	38	90	5	4
2011	73	22	95	2	3
2010	78	15	93	3	4
2009	74	16	90	5	5
2008	71	23	94	2	4
2007	63	28	91	3	6
2006	69	23	92	4	4
2005**	72	22	94	3	3
Attended an Entertainment / Arts / Sporting Event at TSB Showplace, TSB Stadium, Bowl of Brooklands and / or Yarrow Stadium [†]	63	31	94	6	1
Area					
New Plymouth	62	30	92	5	3
Inglewood	37	54	91	2	7
Clifton	56	29	85	5	10
Kaitake	72	22	94	4	2
Waitara	44	36	80	6	14

% read across

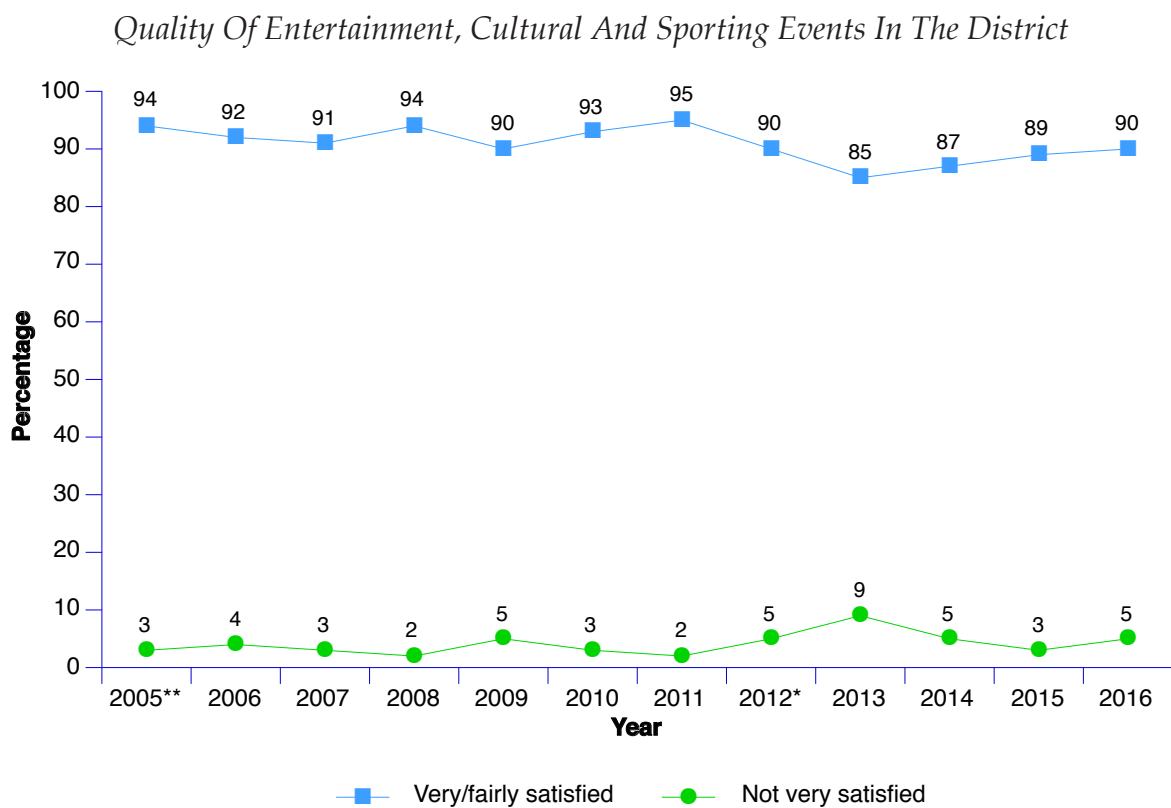
* 2006 - 2011 readings refer to ratings for the quality of entertainment, cultural and sporting events in the District **and** the venues they are held in. In 2012 these were asked separately.

** the 2005 readings refers to ratings for the availability and quality of events, not asked prior to 2005

[†] does not add to 100% due to rounding

The main reasons* residents are not very satisfied with the quality of entertainment, cultural and sporting events in the District are ...

- not enough/need more, mentioned by 3% of all residents,
- lack of variety of events/not available for all age groups, 1%.

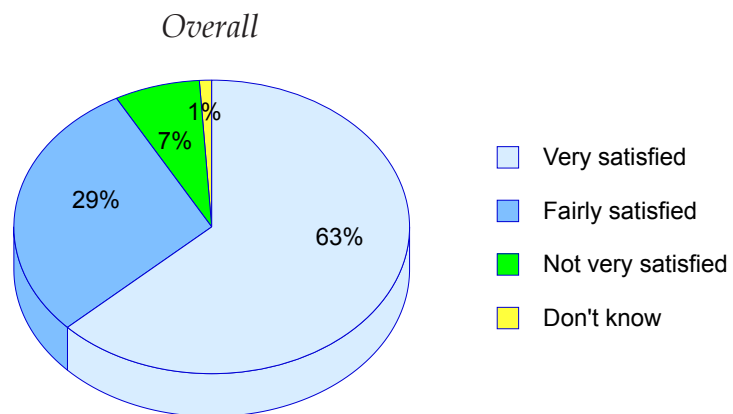


* 2006 - 2011 readings refer to ratings for the quality of entertainment, cultural and sporting events in the District **and** the venues they are held in. In 2012 these were asked separately.

** the 2005 readings refers to ratings for the availability and quality of events, not asked prior to 2005

Recommended Satisfaction Measure For Reporting Purposes:	
Total District	= 90%
Attended an Entertainment/ Arts/Sporting Event	= 94%

xxvi. The Maintenance And Presentation Of Urban Landscapes And Streets, Particularly Flowerbeds And Displays



92% of New Plymouth District residents are satisfied with the maintenance and presentation of urban landscapes and streets, particularly flowerbeds and displays, with 63% being very satisfied (59% in 2015). 7% are not very satisfied.

There are no comparative Peer Group and National Averages for this reading, however, the not very satisfied reading is similar to the 2015 result.

There are no notable differences between Areas and between socio-economic groups, in terms of those residents not very satisfied.

Satisfaction With The Maintenance And Presentation Of Urban Landscapes And Streets, Particularly Flowerbeds And Displays

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall*					
Total District 2016	63	29	92	7	1
2015	59	32	91	8	1
2014 [†]	67	27	94	5	2
2013	75	22	97	2	1
2012 [†]	68	28	96	3	2
2011	61	34	95	4	1
2010	69	27	96	3	1
2009	70	22	92	5	3
2008	67	25	92	7	1
2007	69	28	97	3	-
2006	70	24	94	5	1
Area					
New Plymouth	62	29	91	8	1
Inglewood	58	41	99	-	1
Clifton	65	25	90	11	-
Kaitake	84	14	98	2	-
Waitara	58	36	94	6	-

% read across

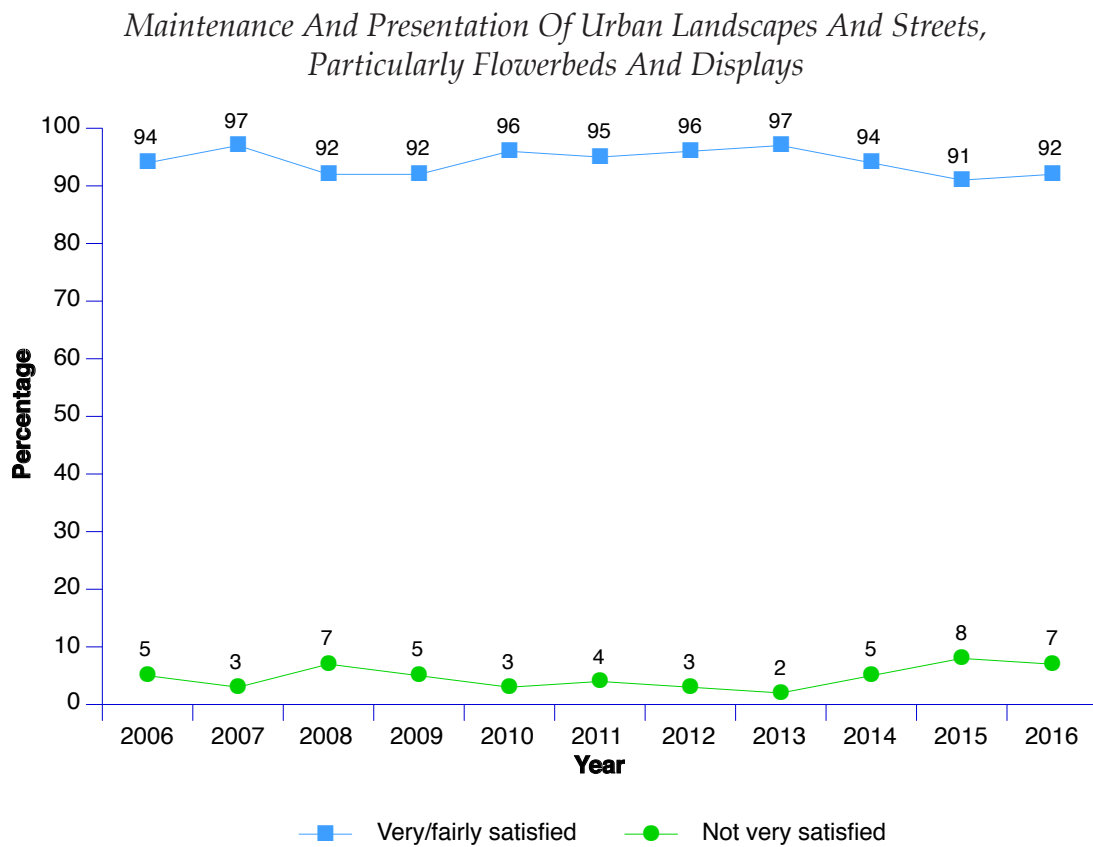
* not asked prior to 2006

[†] does not add to 100% due to rounding

The main reasons* residents are not very satisfied with the maintenance and presentation of urban landscapes and streets, particularly flowerbeds and displays are ...

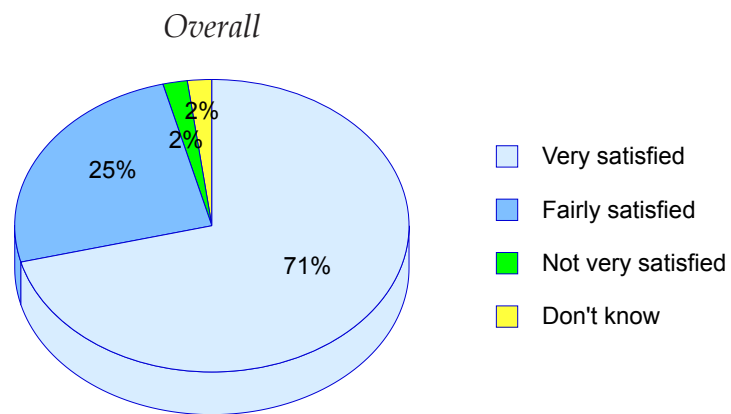
- need a tidy up/overgrown/have cut back on spending, mentioned by 4% of all residents,
- improvements needed/need more colour, 2%.

* multiple responses allowed



Recommended Satisfaction Measure For Reporting Purposes:
Total District = 92%

xxvii. Access To The Natural Environment, Including The Rivers, Lakes, The Mountain And The Coast



96% of New Plymouth District residents are satisfied with access to the natural environment, including the rivers, lakes, the mountain and the coast, with 71% being very satisfied. 2% are not very satisfied and 2% are unable to comment.

There are no comparative Peer Group and National Averages for this reading, however, the not very satisfied reading is similar to last year's result.

There are no notable differences between Areas and between socio-economic groups, in terms of those residents not very satisfied.

Satisfaction With Access To The Natural Environment, Including The Rivers, Lakes, The Mountain And The Coast

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall*					
Total District 2016	71	25	96	2	2
2015	70	25	95	2	3
2014	66	29	95	2	3
2013	68	28	96	2	2
2012	67	29	96	2	2
2011	61	34	95	2	3
2010	66	31	97	2	1
2009	70	25	95	1	4
2008	58	37	95	3	2
2007	56	38	94	3	3
2006	60	32	92	5	3
Area					
New Plymouth	76	21	97	1	2
Inglewood	71	24	95	4	1
Clifton	63	27	90	10	-
Kaitake [†]	57	34	91	2	8
Waitara [†]	49	46	95	3	1

% read across

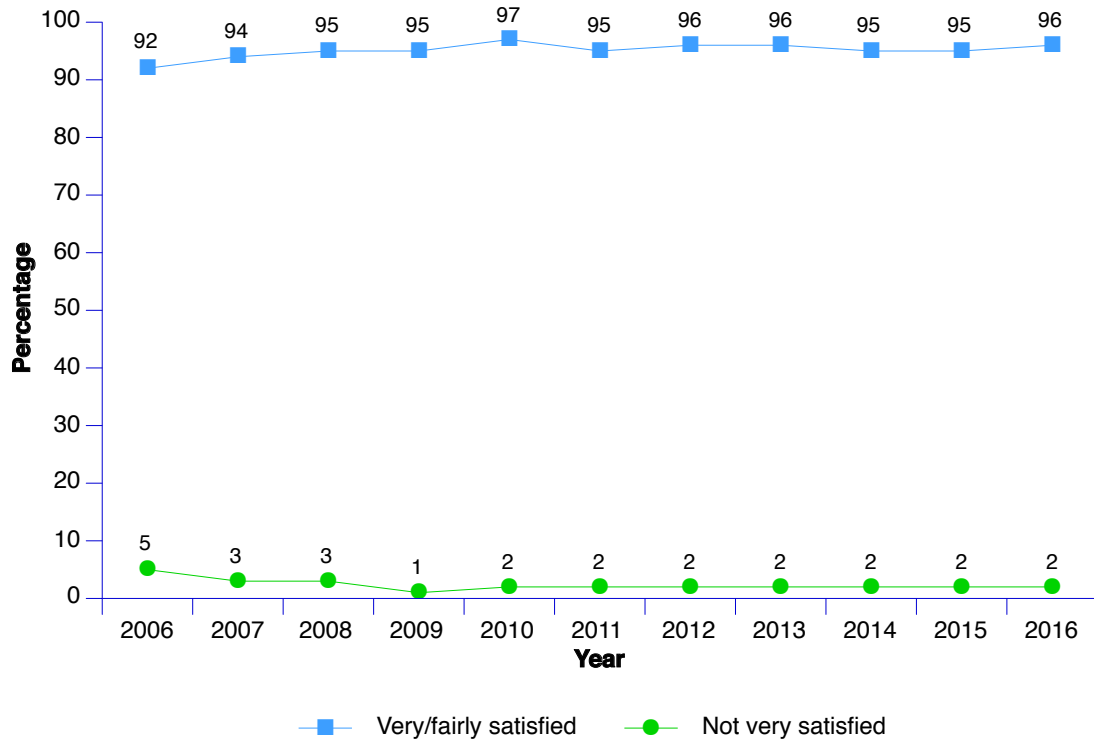
* not asked prior to 2006

[†] does not add to 100% due to rounding

The main reasons residents are not very satisfied with access to the natural environment, including the rivers, lakes, the mountain and the coast, are ...

- lack of access/ need better access, mentioned by 1% of all residents,
- concerns other than access, 1%.

Access To The Natural Environment, Including The Rivers, Lakes, The Mountain And The Coast



Recommended Satisfaction Measure For Reporting Purposes:
Total District = 96%

B. SPEND EMPHASIS ON SERVICES/FACILITIES

Residents were asked if they would like to see more, about the same or less spent on each of the services / facilities measured, given that more cannot be spent on all services / facilities, without increasing rates and / or user charges where applicable.

(Please refer to page 118).

Summary Table: Spend Emphasis For Services/Facilities

	More %	About the same %	Less %	Don't Know %
Percent Who Mention ...				
Airport	37	60	1	2
Quality of public toilets	34	57	-	9
Availability of car parking in the District	33	64	1	2
Quality of roads overall [†]	31	66	1	1
Quality and safety of footpaths	30	68	1	1
Ability to drive around the District quickly, easily and safely	29	68	1	2
Quality and safety of cycleways	21	65	3	11
Community assistance	18	62	1	19
The quality of entertainment, cultural and sporting events in the District	17	77	3	3
Quality of parks and reserves, including the Coastal Walkway and Pukekura Park	16	83	1	-
Water supply [†]	15	78	1	7
Quality of playgrounds	15	77	2	6
Kerbside rubbish and recyclables collection	14	80	2	4
Public swimming pools [†]	14	79	1	7
District planning and control of building consents or subdivisions and development	14	57	5	24
The maintenance and presentation of urban landscapes and streets, particularly flowerbeds and displays	13	83	3	1
The quality of the venues for entertainment, cultural and sporting events in the District [†]	12	82	3	2
Stormwater services excluding flood protection	11	81	-	8
Access to the natural environment, including the rivers, lakes, the mountain and the coast [†]	9	88	2	2
Quality of sportsfields	9	82	1	8
Sewerage system	8	80	1	11
Animal control	8	78	4	10
Flood protection [†]	7	81	3	10
Community Libraries, other than Puke Ariki	7	62	-	31
Library at Puke Ariki	6	83	1	10
Museum at Puke Ariki	5	84	3	8
Govett-Brewster Art Gallery / Len Lye Centre [†]	4	51	28	16
Visitor Information Centre at Puke Ariki	2	74	4	20

[†] does not add to 100% due to rounding

C. SPEND MORE COMPARISON

	2016 %	2015 %	2014 %	2013 %	2012 %
Airport	37	24	29	NA	NA
Quality of public toilets	34	25	31	31	29
Availability of car parking in the District	33	30	29	33	34
Quality of roads overall	31	25	27	31	29
Quality and safety of footpaths	30	23	28	30	22
Ability to drive around the District quickly, easily and safely	29	23	27	26	25
Quality and safety of cycleways	21	18	21	21	20
Community assistance	18	17	16	19	13
The quality of entertainment, cultural and sporting events in the District [†]	17	21	19	26	22
Quality of parks and reserves, including the Coastal Walkway and Pukekura Park	16	16	15	15	14
Water supply	15	14	10	10	7
Quality of playgrounds	15	14	12	12	NA
Kerbside rubbish and recyclables collection**	14	28	27	22	22
Public swimming pools	14	15	13	16	10
District planning and control of building consents or subdivisions and development	14	15	14	20	12
The maintenance and presentation of urban landscapes and streets, particularly flowerbeds and displays	13	11	6	8	6
The quality of the venues for entertainment, cultural and sporting events in the District	12	13	12	16	14
Stormwater services excluding flood protection*	11	8	10	12	13
Access to the natural environment, including the rivers, lakes, the mountain and the coast	9	9	9	11	11
Quality of sportsfields ^{††}	9	8	10	11	12
Sewerage system	8	7	8	13	10
Animal control	8	5	10	12	12
Flood protection	7	5	8	8	NA
Community Libraries, other than Puke Ariki	7	8	6	11	7
Library at Puke Ariki	6	8	7	7	7
Museum at Puke Ariki	5	6	5	5	5
Govett-Brewster Gallery / Len Lye Centre	4	NA	NA	4	3
Visitor Information Centre at Puke Ariki	2	1	2	2	2

[†] readings prior to 2012 refer to the quality of entertainment, cultural and sporting events in the District **and** the venues they are held in

^{††} readings prior to 2013 refer to quality of sportsparks and playgrounds

* readings prior to 2013 didn't exclude flood protection

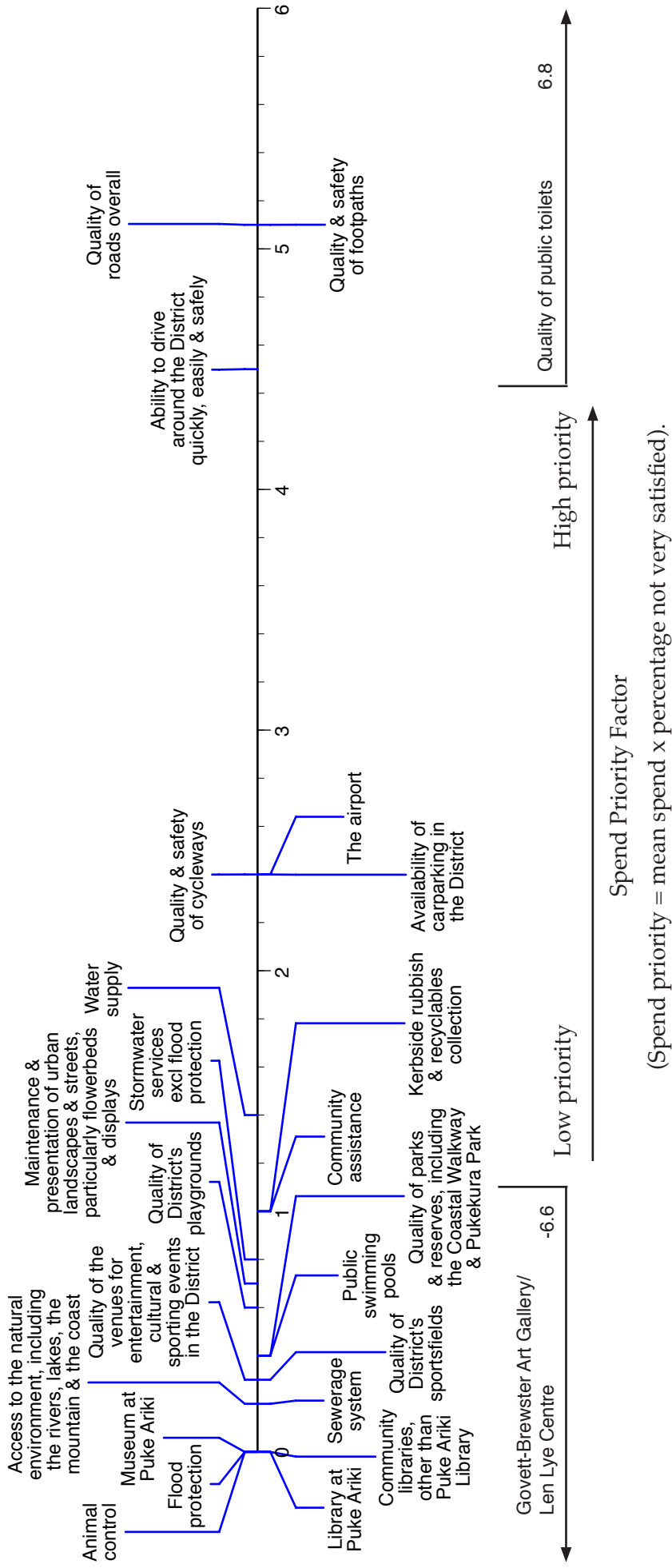
** readings prior to 2016 refer to rubbish collection and disposal

NA: not asked

Summary Table: Top 5 'Spend More' By Area

	Total District 2016 %	Area				
		New Plymouth %	Inglewood %	Clifton %	Kaitake %	Waitara %
Percent Who Mention ...						
Airport	37	38	48	29	29	34
Quality of public toilets	34	33	22	50	25	51
Availability of car parking in the District	33	34	20	35	34	31
Quality of roads overall	31	28	41	42	42	34
Quality and safety of footpaths	30	33	16	18	22	30

D. SPEND PRIORITY



This graph shows the priorities for spending for Council in terms of the 25 services/facilities where both the not very satisfied readings and mean spend figures are available.

The spend priority factor is gained by multiplying the mean spend (where "spend more" = +1, "spend about the same" = 0 and "spend less" = -1), by the percentage not very satisfied.

The quality of public toilets, quality of roads overall and quality and safety of footpaths are the top priorities for Council in terms of spend, with Govett-Brewster Art Gallery/Len Lye Centre, animal control, the Museum at Puke Ariki, and flood protection, library at Puke Ariki and Community Library other than Puke Ariki Library being of lowest priority in terms of spend.



3. COUNCIL POLICY AND DIRECTION

It is important for Council to understand where public sentiment presently lies in terms of Council policy and direction. Council is, of course, not forced to adopt the most "popular" policies or direction, rather by understanding where people's opinions and attitudes currently lie, Council is able to embark on information, education, persuasion and/or communication strategies on particular topics if it is felt necessary to lead the public to fulfil Council's legitimate community leadership role.

Residents were asked whether there is anything in the past year that Council has, in their opinion ...

- has done well,
- could have done better.

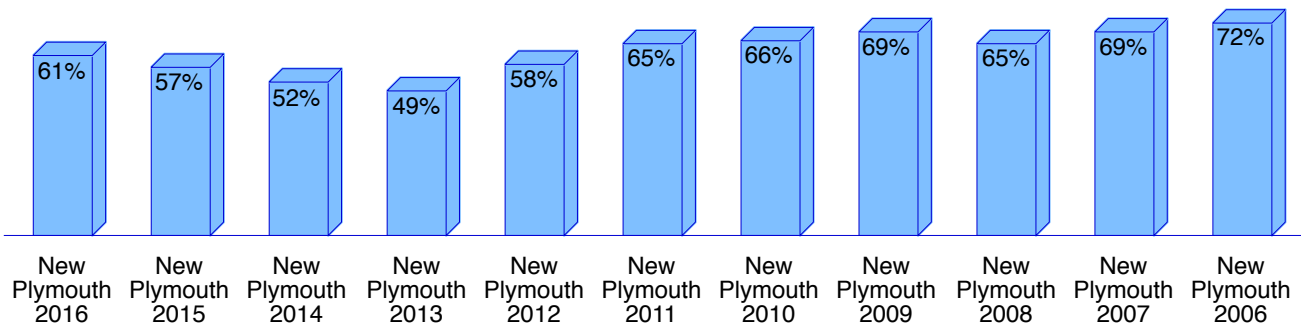
A. RECENT THINGS COUNCIL HAS DONE WELL

Overall, 61% of New Plymouth District residents say there is something that, in their opinion, Council has done well in the past year (57% in 2015).

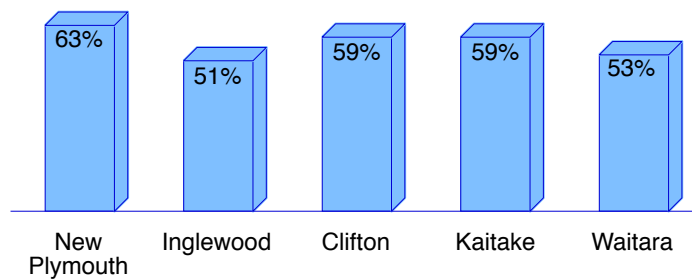
Residents **more** likely to say "Yes" are ...

- residents who live in a three or more person household,
- residents with an annual household income of \$61,000 or more.

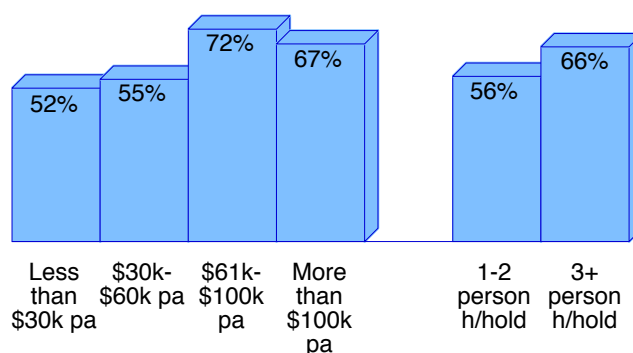
Percent Saying 'Yes' - Comparison



Percent Saying 'Yes' - By Area



Percent Saying 'Yes" - Comparing Different Types Of Residents



Main things residents say Council has done well are ...

- new system for rubbish/recycling,
- events/concerts/entertainment,
- Len Lye Centre/Govett-Brewster Art Gallery,
- Council does a good job/good communication/information/keep rates down,
- the Coastal Walkway/extensions to walkway,
- roading/traffic/road safety.

Summary Table: Main Things* Council Has Done Well In The Last 12 Months

	Total District 2016 %	Area				
		New Plymouth %	Inglewood %	Clifton %	Kaitake %	Waitara %
Percent Who Mention ...						
New system for rubbish/recycling	13	14	15	3	16	7
Events/concerts/entertainment [†]	10	11	10	8	10	4
Len Lye Centre/ Govett-Brewster Art Gallery	6	6	6	14	9	-
Council does a good job/ good communication/information	6	6	9	10	7	5
The Coastal Walkway/ extensions to walkway	6	7	7	3	-	3
Roading/traffic/road safety	5	5	2	12	-	-

* multiple responses allowed

[†] 3% of residents mention "events/concerts/entertainment" as something Council could have done better

Other things Council has done well mentioned by 4% of residents ...

- good parks / reserves / playgrounds / upkeep and improvements,
- beautification / tidying up / improvements,

by 3% ...

- the cycleways / cycle trails (excluding cycling on Coastal Walkway),

by 2% ...

- provision / improvement of services / facilities,
- improving swimming pools,
- good service from Council staff,
- walkways generally / other specified walkways (not Coastal Walkway),

by 1% ...

- promotion of district,
- flood protection in Waitara,
- good sporting facilities / sporting events,
- Māori Ward issue.

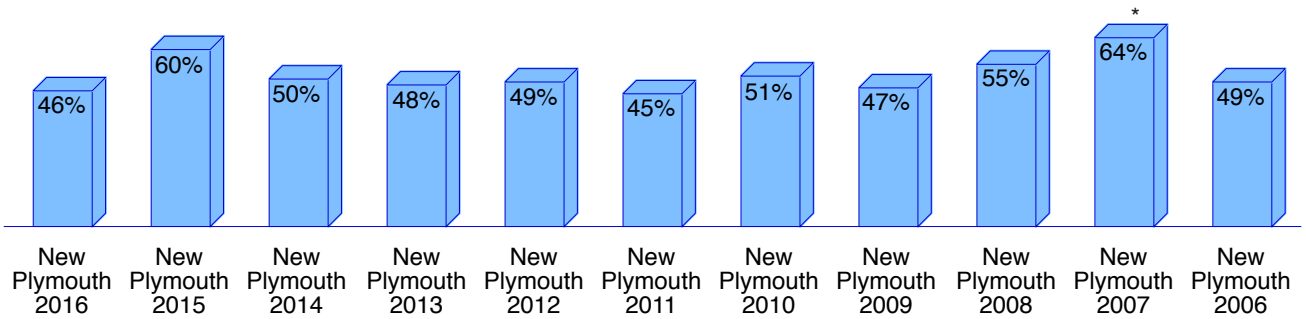
B. RECENT THINGS COUNCIL COULD HAVE DONE BETTER

Overall, 46% of New Plymouth District residents say there is something in their opinion, that Council could have done better in the last year (60% in 2015).

Residents more likely to have in mind something they feel Council could have done better are ...

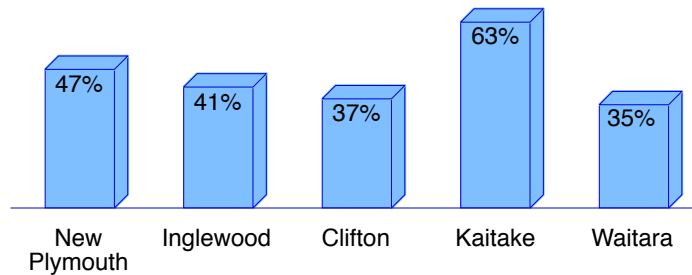
- Kaitake Area residents,
- residents with an annual household income of 61,000 or more,
- residents who live in a three or more person household,
- NZ European residents.

Percent Saying 'Yes' - Comparison

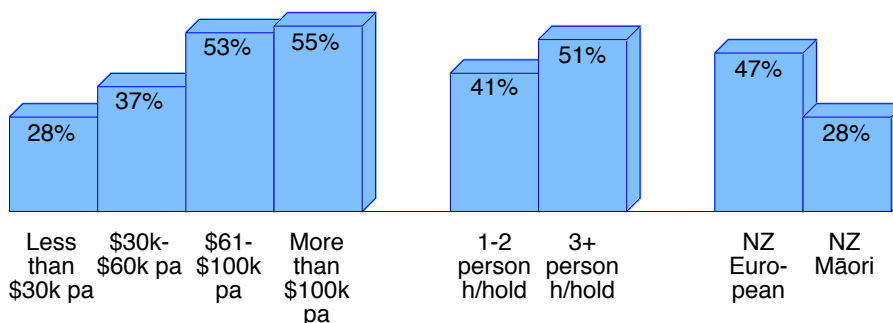


* prior to 2007, readings refer to the percentage of residents who felt there was something Council had done badly

Percent Saying 'Yes' - By Area



Percent Saying 'Yes' - Comparing Different Types Of Residents



Main things residents say Council could have done better are ...

- condition/maintenance of roads/other roading/traffic/cycling issues,
- rubbish collection/recycling services,
- upkeep/appearance of area,
- poor consultation/communication/information/don't listen/more transparency,
- expenditure on the Art Gallery/Len Lye/other artworks.

Summary Table: Main Things* Council Could Have Done Better

	Total District 2016 %	Area				
		New Plymouth %	Inglewood %	Clifton %	Kaitake %	Waitara %
Percent Who Mention ...						
Condition of roads/maintenance of roads/other roading/traffic/cycling issues ^{††}	8	7	4	15	13	5
Rubbish collection/recycling services ^{**}	6	6	7	7	8	3
Upkeep/appearance of area ^{∞∞}	4	4	4	-	10	4
Poor consultation/communication/information/don't listen/more transparency [∞]	4	4	2	3	9	3
Expenditure on the Art Gallery/Len Lye/other artworks [†]	4	4	4	6	-	2

* multiple responses allowed

[†] 6% of residents mention "Len Lye Centre/Govett-Brewster Art Gallery" as something the Council has done well

^{††} 5% of residents mention "roading/traffic/road safety" as something the Council has done well

^{**} 13% of residents mention "new system for rubbish/recycling" as something the Council has done well

[∞] 6% of residents mention "Council does a good job/good communication/information/keep rates down" as something the Council has done well

^{∞∞} 4% of residents mention "beautification/tidying up/improvements" as something the Council has done well

Other things Council could have done better mentioned by 3% of residents ...

- improve Council performance / service / too much bickering,
- events / concerts / entertainment,
- playgrounds,
- parking issues / new parking system,

by 2% ...

- expenditure / wasting money / need to control spending,
- footpaths / walkways / pedestrian crossings,
- Māori representation on Council / warden issue,
- town planning issues / land use / building / resource consents,
- disposal of green waste,

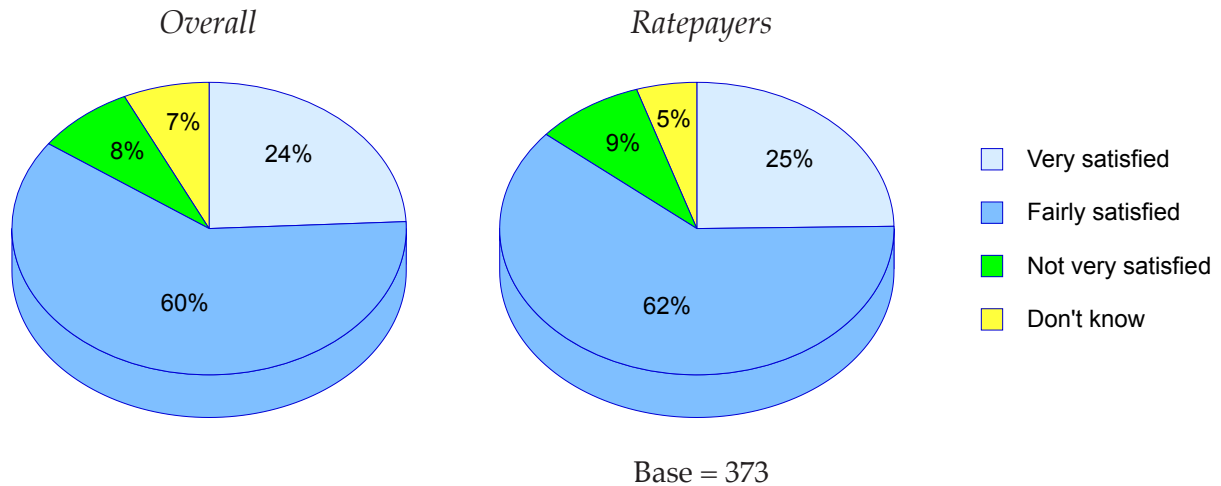
by 1% ...

- water supply / water treatment plant,
- cost cutting measures,
- lower the rates.



4. RATES ISSUES

A. SATISFACTION WITH THE WAY RATES ARE SPENT ON THE SERVICES AND FACILITIES PROVIDED BY COUNCIL



92% of residents identify themselves, or members of their household, as ratepayers.

Overall, 84% of New Plymouth residents are satisfied with the way rates are spent on the services/ facilities provided by Council, while 8% are not very satisfied.

The percentage not very satisfied with the way rates are spent on services/ facilities is below the Peer Group and National Averages and 8% below the 2015 reading.

87% of ratepayers are satisfied with the way rates are spent on the services and facilities provided by Council (82% in 2015), with 9% being not very satisfied (16% in 2015).

There are no notable differences between Areas and between socio-economic groups, in terms of those residents not very satisfied.

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

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall					
Total District 2016 [†]	24	60	84	8	7
2015	23	59	82	16	2
2014	20	60	80	14	6
2013	25	58	83	13	4
2012	18	61	79	16	5
2011 [†]	23	65	88	8	3
2010	17	65	82	14	4
2009	24	58	82	14	4
2008	18	66	84	13	3
2007	16	69	85	12	3
2006	15	64	79	18	3
2005	27	61	88	9	3
2004	21	66	87	10	3
2003	16	73	89	7	4
2000	12	63	75	21	4
1999	10	66	76	20	4
Ratepayer [†]	25	62	87	9	5
Comparison					
Peer Group (Provincial)	11	63	74	21	5
National Average [†]	10	58	68	27	6
Area					
New Plymouth	26	59	85	8	7
Inglewood [†]	29	61	90	7	4
Clifton	33	53	86	7	7
Kaitake	9	76	85	8	7
Waitara	13	64	77	14	9

% read across

[†] does not add to 100% due to rounding

The main reasons* residents are not very satisfied with the way rates are spent on the services and facilities provided by Council are ...

- other services need attention/expenditure, mentioned by 3% of residents,
- high rates/rates increases/too high for services/unfair rating system, 3%,
- waste money/overspend/priorities wrong/financial mismanagement, 3%.

* multiple responses allowed

Recommended Satisfaction Measure For Reporting Purposes:

Total District = 84%

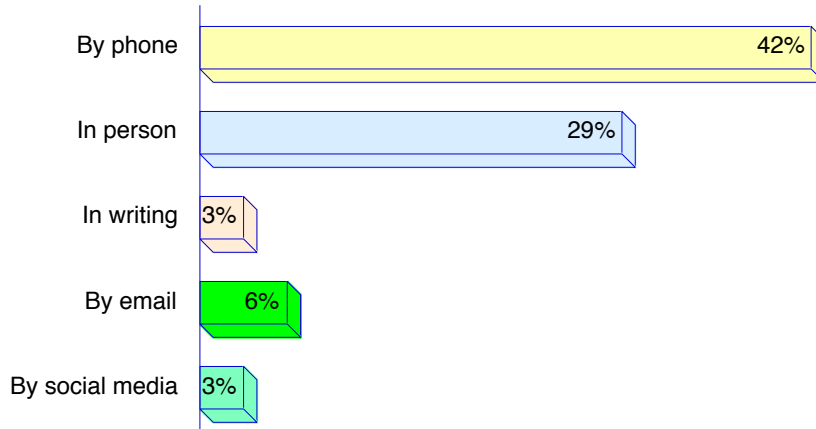
Ratepayers = 87%



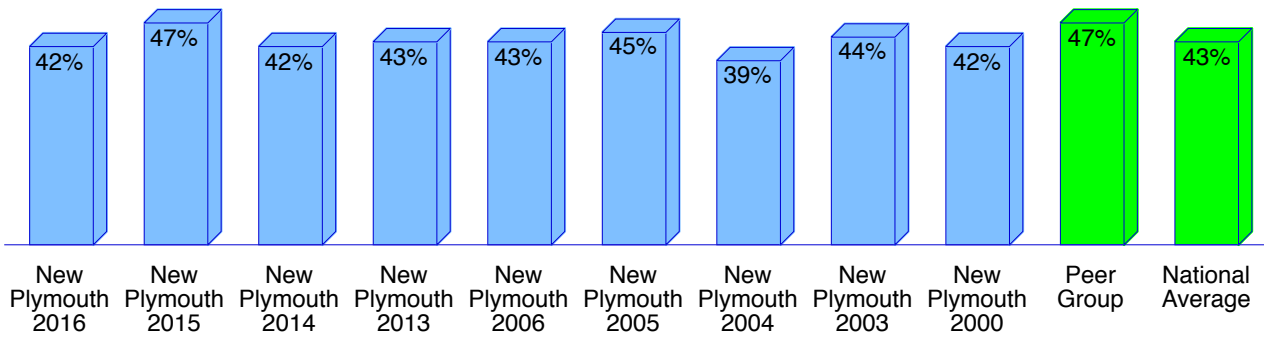
5. CONTACT WITH COUNCIL

A. LEVELS OF CONTACT

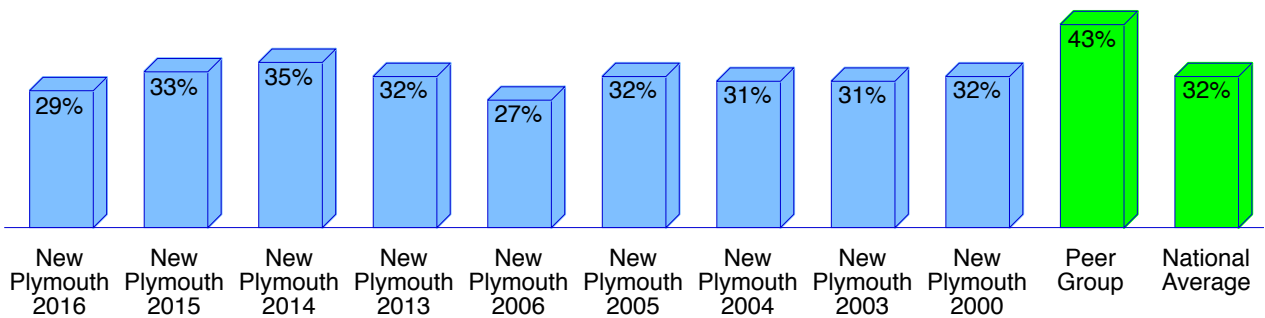
2016 - Yes, Have Contacted Council Offices ...



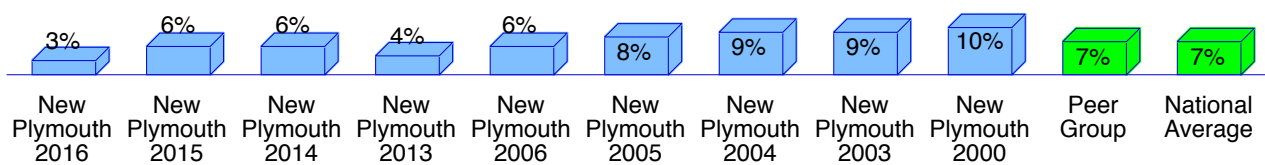
Percent Saying 'Yes - By Phone' - Comparison



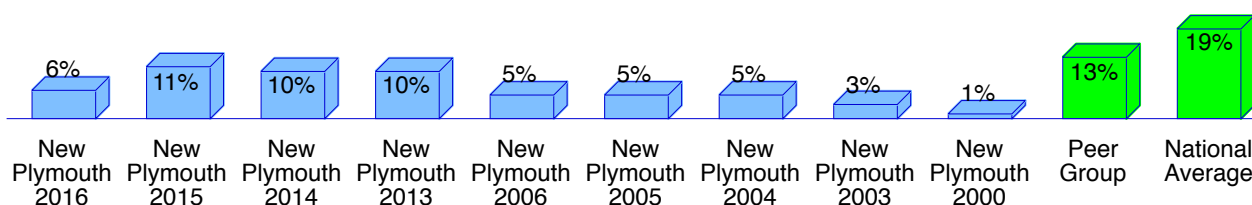
Percent Saying 'Yes - Visited' - Comparison



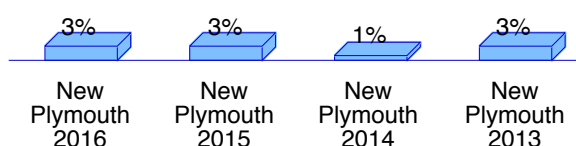
Percent Saying 'Yes - In Writing' - Comparison



Percent Saying 'Yes - By Email' - Comparison



Percent Saying 'Yes - By Social Media' - Comparison



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

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

Residents are similar to residents nationwide and slightly below Peer Group residents, in terms of saying they have contacted Council by phone.

New Plymouth residents are less likely than Peer Group residents and on par with residents nationwide, to say they have contacted Council in person.

Residents are on par in terms of contacting Council in writing with Peer Group residents and residents nationwide and below Peer Group residents and residents nationwide to have contacted them by email.

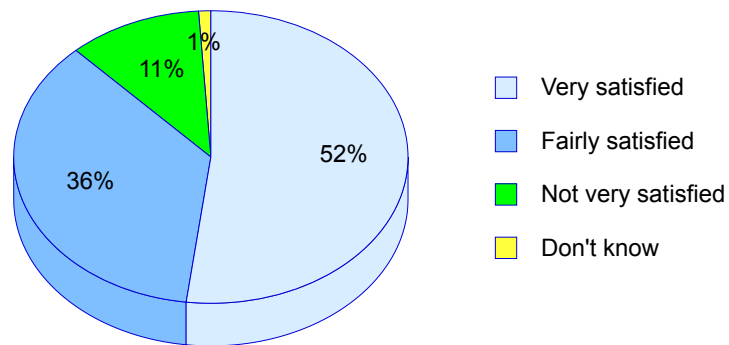
There are no comparative figures for residents who have contacted Council by social media.

Residents with a household income of \$30,000 to \$60,000 are **less** likely to have contacted Council **by phone**, than other income groups.

Residents more likely to contact Council **in person** are ...

- all Area residents, except Waitara Area residents,
- men,
- residents with an annual household income of \$61,000 or more,
- shorter term residents, those residing in the District 10 years or less.

There are no notable differences between Areas and between socio-economic groups, in terms of those residents contacting Council offices **in writing, by email and/or by social media**.

B. SATISFACTION WHEN CONTACTING THE COUNCIL OFFICES BY PHONE

Base = 167

88% of residents contacting the Council Offices by phone, in the last 12 months, are satisfied (92% in 2015), including 52% who are very satisfied, while 11% are not very satisfied.

The percent not very satisfied is slightly below the Peer Group Average, on par with the National Average and similar to the 2015 reading.

There are no notable differences between Areas and between socio-economic groups, in terms of those residents who have contacted the Council by phone and are not very satisfied.

Satisfaction When Contacting Council Office By Phone

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Contacted Council By Phone					
2016	52	36	88	11	1
2015	55	37	92	8	-
2014	46	43	89	11	-
2013 ^{o†}	49	41	90	9	-
2006	44	37	81	19	-
2005	43	43	86	14	-
2004	41	41	82	18	-
2003	38	47	85	15	-
2000	34	53	87	12	1
Comparison					
Peer Group (Provincial)	46	35	81	19	-
National Average [†]	40	41	81	18	-
Area					
New Plymouth	52	37	89	10	1
Inglewood*	70	24	94	6	-
Clifton**	41	39	80	15	6
Kaitake*	53	36	89	11	-
Waitara*	43	35	78	22	-

Base = 167

% read across

^o not asked from 2007-2012

* caution: small bases

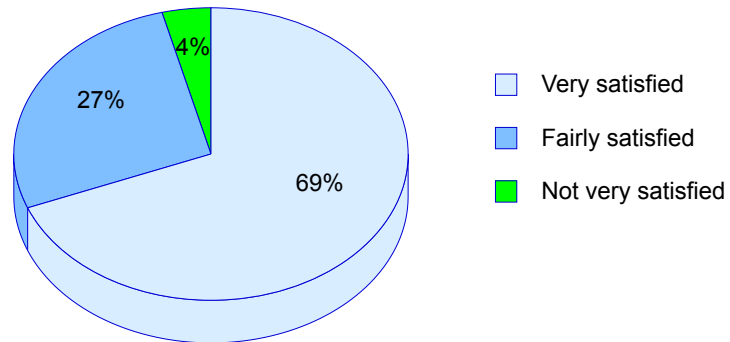
[†] does not add to 100% due to rounding

The main reasons* residents[†] are not very satisfied with Council's response are ...

- lack of action/slow to act, mentioned by 6% of residents contacting Council by phone who are not very satisfied, (10 respondents),
- poor attitude/poor service/unhelpful, 2%, (4 respondents).

* multiple responses allowed

[†] Base = 167

C. SATISFACTION WHEN VISITING A COUNCIL OFFICE IN PERSON

Base = 116

96% of residents visiting a Council office in person, in the last 12 months, are satisfied, including 69% who are very satisfied (54% in 2015). 4% are not very satisfied.

The percent not very satisfied is on par with the Peer Group and National Averages and similar to last year's reading.

There are no notable differences between Areas and between socio-economic groups, in terms of those residents who have contacted Council in person and are not very satisfied.

Satisfaction When Visiting A Council Office In Person

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Contacted Council In Person					
2016	69	27	96	4	-
2015	54	40	94	6	-
2014	62	33	95	5	-
2013 ^o	65	31	96	4	-
2006	53	33	86	14	-
2005	53	37	90	9	1
2004	52	37	89	10	1
2003	49	41	90	10	-
2000	40	50	90	10	-
Comparison					
Peer Group (Provincial)	52	35	87	13	-
National Average	52	37	89	11	-
Area					
New Plymouth	71	27	98	2	-
Inglewood*	70	22	92	8	-
Clifton*	52	34	86	14	-
Kaitake*	85	9	94	6	-
Waitara**	22	63	85	-	15

Base = 116

% read across

^o not asked from 2007-2012

* caution: small bases

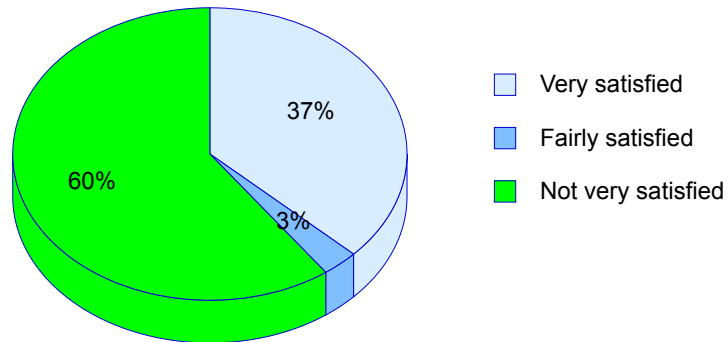
** caution: very small bases

The reasons* residents[†] are not very satisfied are ...

- unhappy with outcome/response, mentioned by 2% of residents visiting the Council office in person, and are not very satisfied, (2 respondents),
- lack of action/not interested/no follow-up, 1%, (1 respondent).

* multiple responses allowed

[†] Base = 116

D. SATISFACTION WHEN CONTACTING THE COUNCIL OFFICES IN WRITING

Base = 16*
(Margin of error $\pm 24.5\%$)
* caution: small base

40% of residents contacting the Council offices in writing, in the last 12 months, are satisfied (64% in 2015), while 60% are not very satisfied (36% in 2015). Caution is recommended as the base is small.

The percentage not very satisfied appears to be above the Peer Group and National Averages.

Because the bases for Areas and socio-economic groups are, in the main, very small (<16), no comparisons have been made.

Satisfaction When Contacting Council Offices In Writing

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Contacted Council In Writing					
2016	37	3	40	60	-
2015	36	28	64	36	-
2014	58	24	82	14	4
2013 ^{o†}	21	66	87	14	-
2006	51	20	71	29	-
2005	19	44	63	34	3
2004	47	41	88	9	3
2003	26	44	70	27	3
2000	20	42	62	36	2
Comparison					
Peer Group (Provincial)	24	40	64	36	-
National Average	29	35	64	36	-

Base = 16*

% read across

^o not asked from 2007-2012

* caution: small base

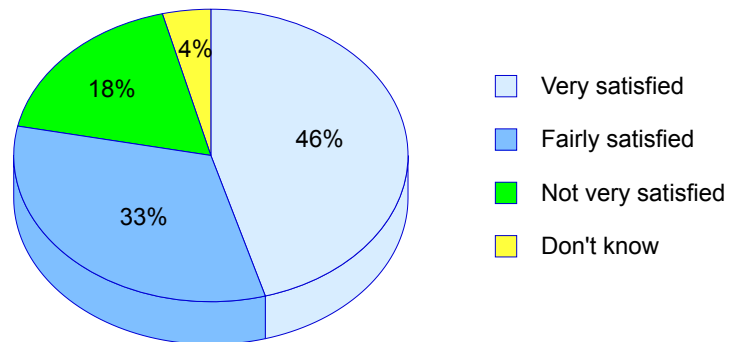
[†] does not add to 100% due to rounding

The main reasons* residents[†] are not very satisfied are ...

- lack of action/slow/no reply, mentioned by 36% of residents contacting the Council office in writing, and are not very satisfied, (5 respondents),
- unhappy with outcome/response, 19% (3 respondents).

* multiple responses allowed

[†] Base = 16

E. SATISFACTION WHEN CONTACTING THE COUNCIL OFFICES BY EMAIL

Base = 25*

* caution: small base

79% of residents contacting the Council offices by email, in the last 12 months, are satisfied (95% in 2015), while 18% are not very satisfied (5% in 2015). Caution recommended as the base is small.

The percentage not very satisfied appears to be on par with the Peer Group and National Averages.

Because the bases for all Areas and most socio-economic groups are very small (<25), no comparisons have been made.

Satisfaction When Contacting Council Offices By Email

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Contacted Council By Email*					
2016	46	33	79	18	4
2015	38	57	95	5	-
2014	41	36	77	20	3
2013 ^o	54	35	89	11	-
2006	50	46	96	4	-
2005	45	38	83	17	-
2004	55	30	85	10	5
2003	24	51	75	25	-
2000	37	43	80	20	-
Comparison					
Peer Group (Provincial) [†]	30	47	77	23	-
National Average	26	46	72	28	-

Base = 25*

% read across

^o not asked from 2007-2012

* caution: bases from 2000-2006 and 2016 are small (<30)

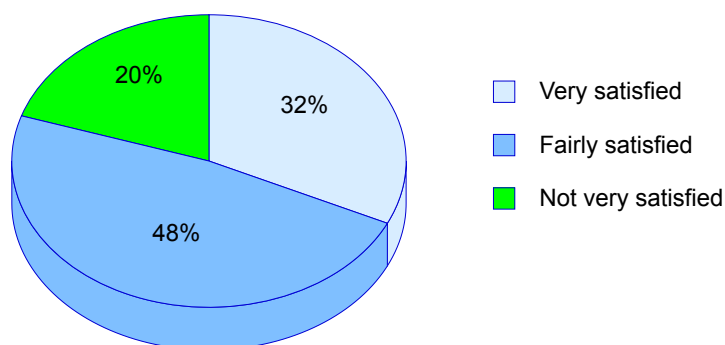
[†] does not add to 100% due to rounding

The reasons* residents[†] contacting Council by email are not very satisfied are ...

- no reply/lack of response, mentioned by 16% of residents contacting the Council office by email who are not very satisfied, (4 respondents),
- others, 2% (1 respondent).

* multiple responses allowed

[†] Base = 25

F. SATISFACTION WHEN CONTACTING THE COUNCIL OFFICES BY SOCIAL MEDIA

Base = 10*

* caution: base is **very** small

Eight residents contacting the Council offices by social media, in the last 12 months, are satisfied, while two are not very satisfied.

Because the bases for all Areas and socio-economic groups are **very** small, no comparisons have been made.

The reasons residents[†] contacting Council by social media are not very satisfied are fully transcribed in the separate Verbatim Report (multiple responses allowed).

[†] Base = 10

G. RATING OF STAFF

Residents who contacted Council staff in the last 12 months were asked to rate three aspects of service received.

i. Helpfulness

Summary Table: Rating Council Staff In Terms Of Helpfulness

	Very satisfactory %	Satis- factory %	Neutral %	Unsatis- factory %	Very unsatis- factory %	Unsure Not Applicable %
Contacted Council						
2016	50	36	7	4	2	1
2015	51	39	2	5	2	1
2014 [†]	51	41	2	3	3	1
2013 [°]	56	34	4	3	3	1
2006	40	50	5	3	2	-
2005	51	36	3	6	3	1
2004	45	38	6	8	2	1
2003	44	48	3	2	2	1
2000	37	48	8	5	1	1
1999	33	54	7	3	1	2
Area						
New Plymouth	49	38	7	3	2	1
Inglewood**	65	22	8	-	4	-
Clifton**	52	32	-	11	3	3
Kaitake*	57	31	-	6	3	3
Waitara*	33	37	22	8	-	-

Base = 215

% read across

[°] not asked from 2007-2012

* caution: small bases

[†] does not add to 100% due to rounding

86% of residents who have contacted Council staff in the last 12 months rate the helpfulness of staff as satisfactory/very satisfactory (90% in 2015), with 6% saying it is unsatisfactory/very unsatisfactory.

There are no notable differences between Areas and between socio-economic groups in terms of those residents[†] who rate the helpfulness of staff as **unsatisfactory/very unsatisfactory**.

[†] contacted Council staff in the last 12 months

ii. Knowledge

Summary Table: Rating Council Staff In Terms Of Knowledge

	Very satisfactory %	Satis- factory %	Neutral %	Unsatis- factory %	Very unsatis- factory %	Unsure Not Applicable %
Contacted Council						
2016[†]	44	40	5	6	1	5
2015	45	41	4	4	4	2
2014 [†]	47	40	4	5	3	2
2013 [°]	50	35	3	3	5	4
2006	37	43	8	7	2	3
2005	36	46	7	7	3	1
2004	35	49	8	6	1	1
2003	35	47	8	6	3	1
2000	28	48	12	7	2	3
1999	28	46	9	10	1	6
Area						
New Plymouth	43	40	5	6	1	5
Inglewood*	62	34	4	-	-	-
Clifton*	55	28	-	11	3	3
Kaitake*	41	46	7	-	3	3
Waitara*	13	57	13	8	-	9

Base = 215

% read across

° not asked from 2007-2012

* caution: small base

† does not add to 100% due to rounding

84% of residents who have contacted Council staff in the last 12 months, rate the knowledge of staff as satisfactory / very satisfactory, with 7% rating it unsatisfactory / very unsatisfactory. These readings are similar to the 2015 results.

There are no notable differences between Areas and between socio-economic groups, in terms of those residents[†] who rate their knowledge as **unsatisfactory/very unsatisfactory**.

† contacted Council staff in the last 12 months

iii. Did The Council Do What It Said It Would Do, That Is, Was The Follow-Up What You Were Told It Would Be?

Summary Table: Rating Council Staff In Terms Of Their Follow-Up

	Very satisfactory %	Satis- factory %	Neutral %	Unsatis- factory %	Very unsatis- factory %	Unsure Not Applicable %
Contacted Council						
2016	38	27	5	9	5	16
2015	36	35	5	7	3	14
2014	43	27	4	5	9	12
2013 ^o	46	26	2	6	6	14
2006	30	41	2	11	4	12
2005	31	37	7	10	4	11
2004	33	36	5	7	9	10
2003	37	45	9	4	4	1
2000	31	47	7	9	3	3
1999	23	52	11	9	3	2
Area						
New Plymouth	37	26	6	9	4	18
Inglewood**	62	25	-	-	4	8
Clifton**	44	20	3	16	3	15
Kaitake*	41	28	3	3	15	10
Waitara**	17	41	7	15	12	9
Household Size						
1-2 person household [†]	36	25	3	16	5	16
3+ person household	40	28	7	2	6	17

Base = 215

% read across

^o not asked from 2007-2012, prior to 2004 readings refer to satisfaction with staff efficiency

* caution: small base

[†] does not add to 100% due to rounding

65% of residents who have contacted Council staff in the last 12 months, rate staff follow-up as satisfactory / very satisfactory (71% in 2015), while 14% say it is unsatisfactory / very unsatisfactory (10% in 2015).

Residents[†] who live in a one to two person household are more likely to rate staff follow-up as **unsatisfactory/very unsatisfactory**, than those who live in a three or more person household.

[†] contacted Council staff in the last 12 months

iv. Summary Table

Rating Of Council Staff In Terms Of...

	Very satisfactory / Satisfactory %	Neither/ Neutral %	Very unsatisfactory / satisfactory %	Don't know Unable to say %
Helpfulness	86	7	6	1
Knowledge [†]	84	5	7	5
Follow-up	65	5	14	16

Base = 215

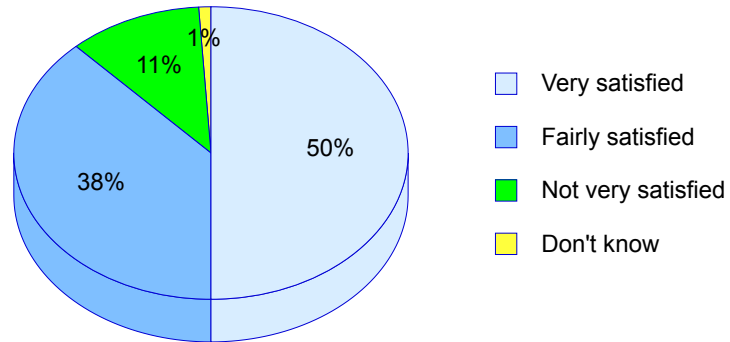
[†] does not add to 100% due to rounding

As in 2015, residents* are **less** likely to rate staff follow-up as very satisfactory / satisfactory, than they are the other two aspects of service.

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

H. SATISFACTION WITH THE OVERALL SERVICE RECEIVED WHEN CONTACTING COUNCIL OFFICES

Contacted A Council Office In The Last 12 Months



Base = 215

Of the 54% of residents who contacted the Council offices in the last 12 months, 88% are satisfied, while 11% are not very satisfied. These readings are similar to the 2015 results.

The percent not very satisfied is on par with the Peer Group and National Averages.

There are no notable differences between Areas and between socio-economic groups in terms of those residents[†] not very satisfied.

[†] residents who have contacted Council offices in the last 12 months

Satisfaction With The Overall Service Received When Contacting Council Offices

		Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Contacted Council	2016	50	38	88	11	1
	2015	49	40	89	10	1
	2014	49	41	90	10	-
	2013 ^o	55	35	90	9	1
	2006	38	48	86	14	-
	2005	44	44	88	11	1
	2004	47	43	90	9	1
	2003	46	42	88	12	-
	2000	32	53	85	12	3
	1999	37	50	87	10	3
Comparison						
Peer Group (Provincial)		44	42	86	14	-
National Average		40	45	85	15	-
Area						
New Plymouth		52	38	90	9	1
Inglewood ^{**}		65	30	95	4	-
Clifton [*]		39	42	81	19	-
Kaitake [*]		56	23	79	21	-
Waitara [*]		17	62	79	21	-

Base = 215

% read across

^o not asked from 2007-2012

^{*} caution: small base

[†] does not add to 100% due to rounding

Recommended Satisfaction Measure For Reporting Purposes:

Contacted Council in last 12 months	=	89%
Contacted Council by phone	=	88%
Contacted Council in person	=	96%
Contacted Council in writing [*]	=	40%
Contacted Council by email [*]	=	79%
Contacted Council by social media ^{**}	=	80%

^{*} caution: small base

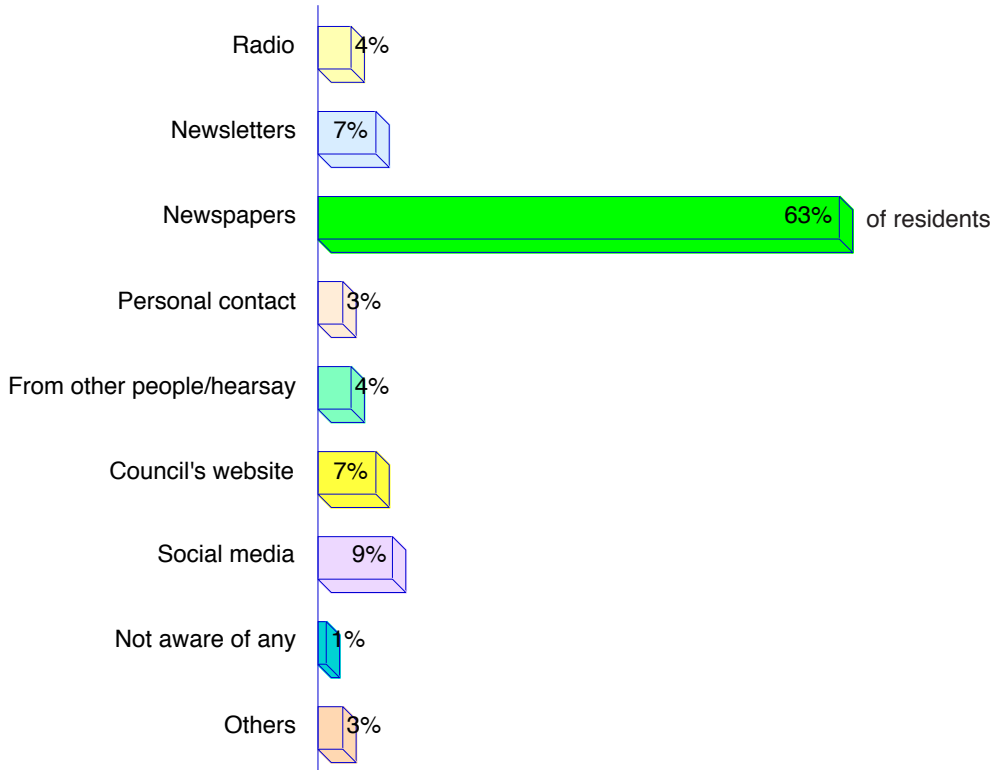
^{**} caution: very small base



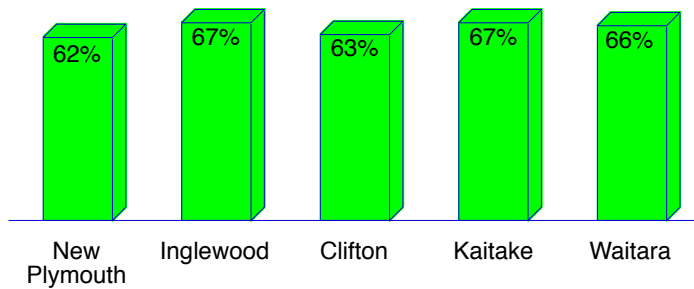
6. INFORMATION

A. MAIN SOURCE OF INFORMATION ABOUT COUNCIL

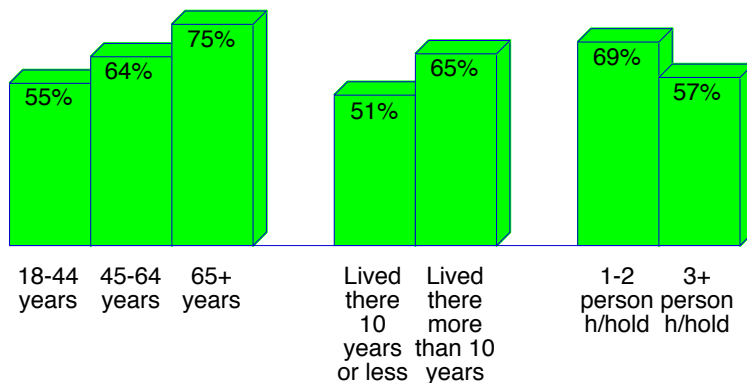
Where Or From Whom Do You Mainly See, Read or Hear Information About The Council?



Percent Saying "Newspapers" - By Area



Percent Saying "Newspapers" - Comparing Different Types Of Residents



Newspapers are mentioned by 63% of residents as their main source of information about Council (71% in 2015).

Residents **more** likely to mention newspapers as their main source of information are ...

- residents aged 65 years or over,
- longer term residents, those residents residing in the District more than 10 years,
- residents who live in a one or two person household.

The 'other' sources of information about Council are ...

"Library/public library pamphlets."

"Internet – stuff.co.nz/Stuff website/'Stuff' online."

"Rates notice/rates report."

"Online news."

"TV."

"See when walking what is going on and what they are doing."

The newspapers residents mentioned* they read are ...

- The Taranaki Daily News, 84% of those where newspapers are their main source,
- The North Taranaki Midweek, 73%,
- Live Magazine, 19%,
- Opunake & Coastal News, 5%,
- TOM Oakura, 4%,
- Moa Mail, 4%,
- Stratford Press, 3%,
- Others, 1%.

Base = 263

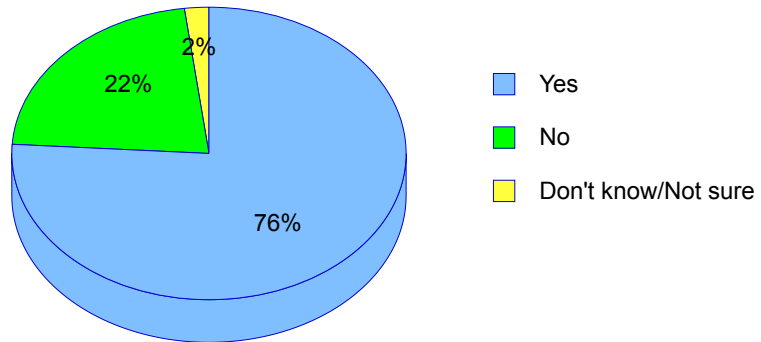
* multiple responses allowed

The 'other' newspapers mentioned are ...

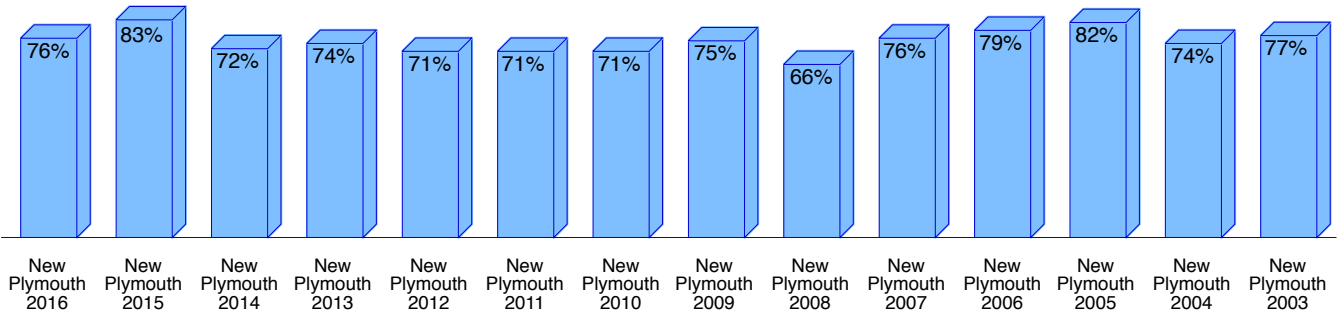
- local Waitara paper,
- local Inglewood paper.

B. READERSHIP OF PUBLISHED INFORMATION FROM COUNCIL IN LAST 12 MONTHS

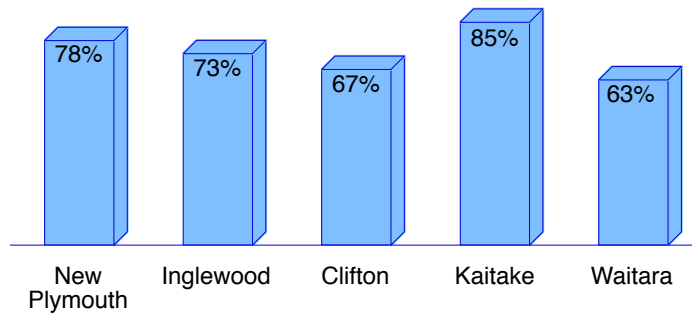
Overall



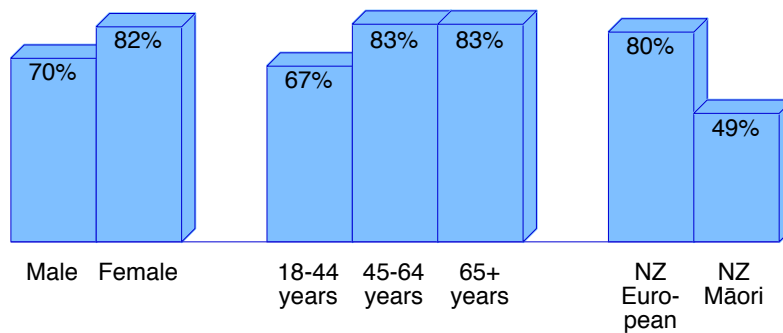
Percent Saying "Yes" - Comparison



Percent Saying "Yes" - By Area



Percent Saying "Yes" - Comparing Different Types Of Residents



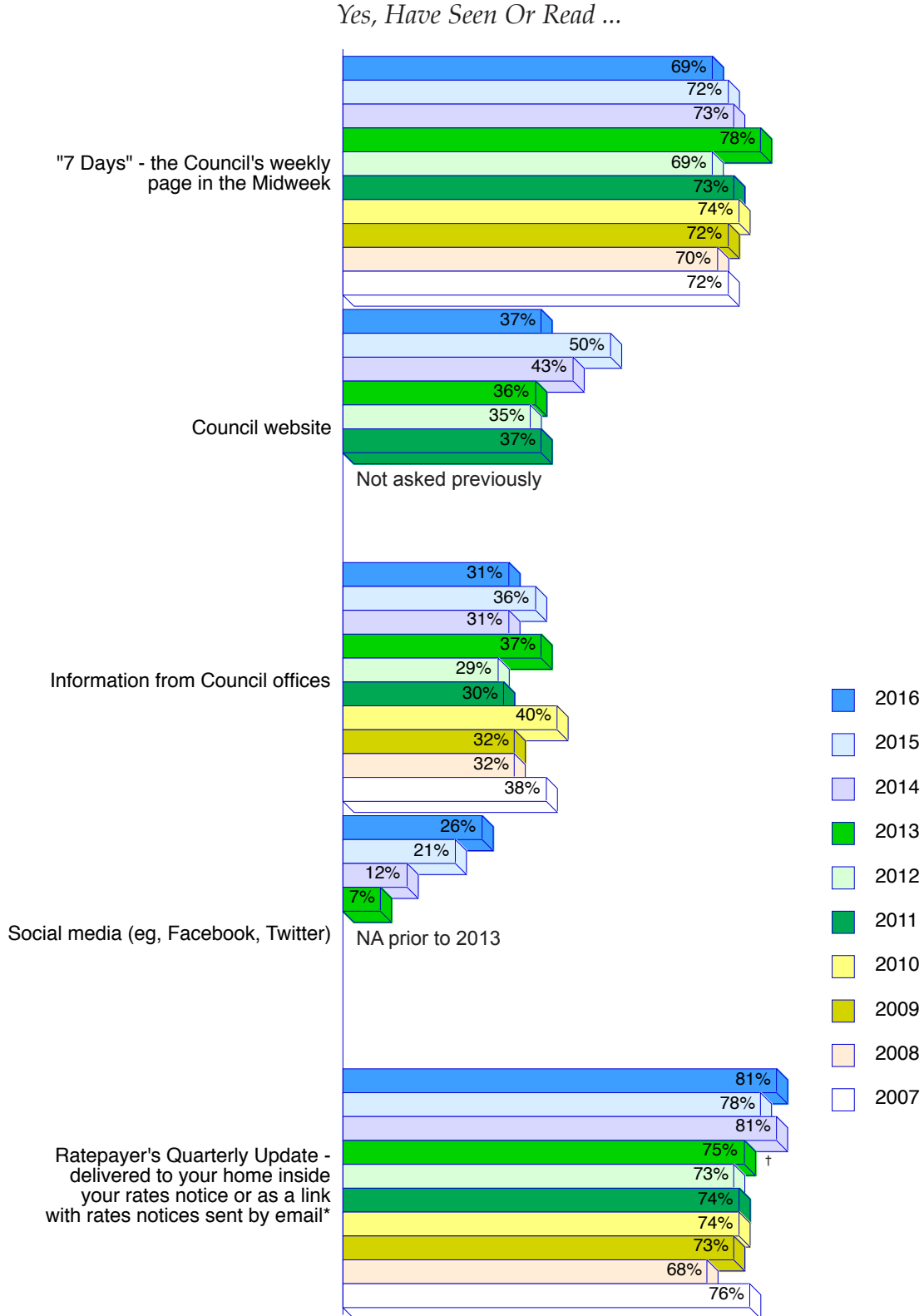
76% of New Plymouth residents say they have seen or read, in the last 12 months, information Council publishes specifically for the community (83% in 2015).

Residents are more likely to say they have seen/read this information are ...

- women,
- residents aged 45 years or over,
- NZ European residents.

c. TYPES OF PUBLISHED INFORMATION RESIDENTS HAVE SEEN OR READ IN THE LAST 12 MONTHS

Those residents who have seen or read any information (76%), or were unsure if they had (2%) were asked to consider what types they had seen.



* figures prior to 2016 relate to Ratepayer's Quarterly Update - delivered to your home inside your rates notice

† 2010 figure refers to rates information pamphlets delivered to your home

Of those who have seen or read information published by Council in the last 12 months, or are unsure, the majority have seen or read the Ratepayers Quarterly Update (81%) and/or '7 Days' - the Council's weekly page in the Midweek (69%).

Residents[†] who live in a one or two person household, are more likely to have seen or read the **Ratepayer's Quarterly Update**, than those residents[†] who live in a three or more person household.

There are no notable differences between Areas and between socio-economic groups, in terms of those residents[†] who have seen or read **'7 Days' - the Council's weekly page in the Midweek**.

Residents[†] more likely to have seen or read the **Council's website** are ...

- residents aged 18-64 years, in particular those aged 18 to 44 years,
- residents who live in a three or more person household,
- residents with an annual household income of 61,000 or more,
- shorter term residents, those residing in the District 10 years or less.

There are no notable differences between Areas and between socio-economic groups, in terms of those residents[†] who have seen or read **information available from Council offices**.

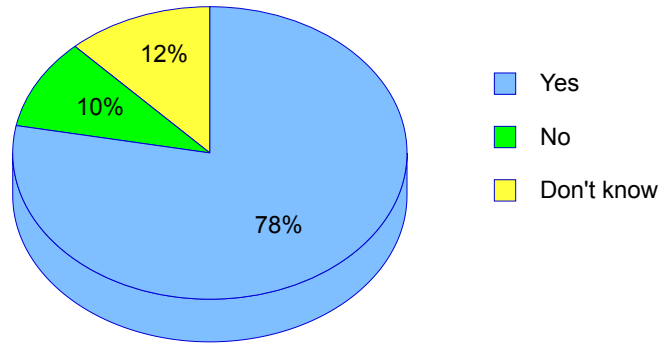
Residents[†] more likely to have seen or read **social media (eg, Facebook, Twitter)** are ...

- residents aged 18 to 64 years, in particular those aged 18 to 44 years,
- residents who live in a three or more person household,
- residents with an annual household income of \$30,000 or more.

[†] 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)

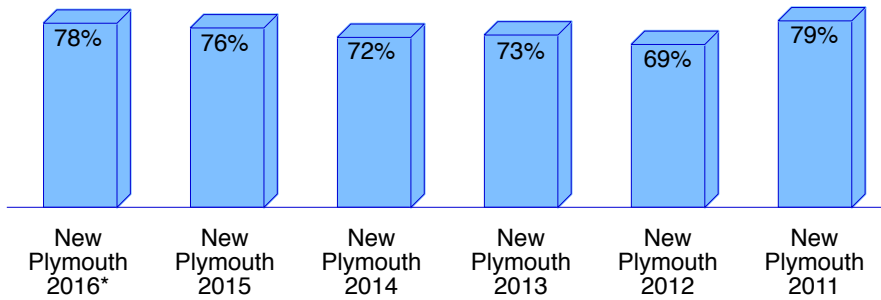
D. DO THESE COMMUNICATION CHANNELS IMPROVE RESIDENTS' UNDERSTANDING OF HOW THE COUNCILS USES THE RATES IT COLLECTS?

Residents Who Have Seen/Read Information Or Are Unsure If They Have



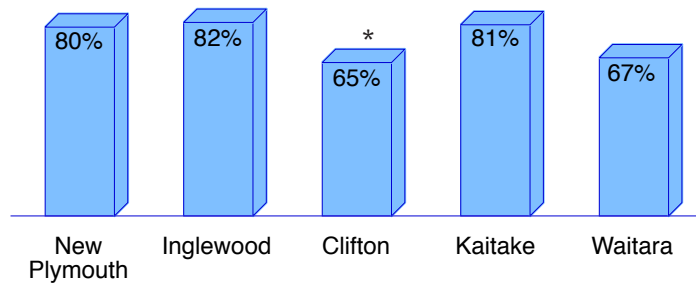
Base = 321

Percent Saying "Yes" - Comparison



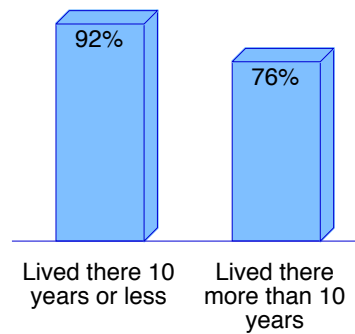
* question prior to 2016 read "do you think these communication channels improve your understanding of how rates are spent"

Percent Saying "Yes" - By Area



* caution: small base

Percent Saying "Yes" - Comparing Different Types Of Residents



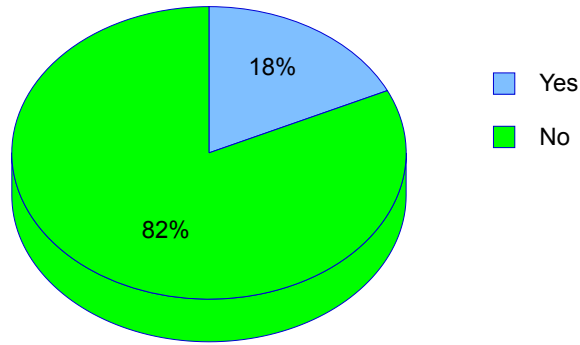
78% of residents[†] think the communication channels mentioned previously improve their understanding of how Council uses the rates it collects, while 10% do not and 12% are unable to comment.

Shorter term residents[†], those residing in the District 10 years or less, are more likely to say 'Yes', than longer term residents.

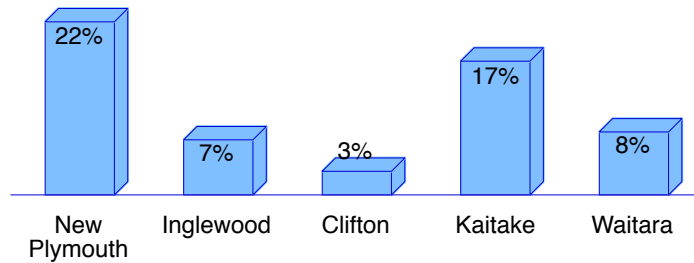
[†] the 78% of residents who have, or were unsure if they have, seen or read information published by the Council in the last 12 months (N=321)

E. DIGITAL SERVICES

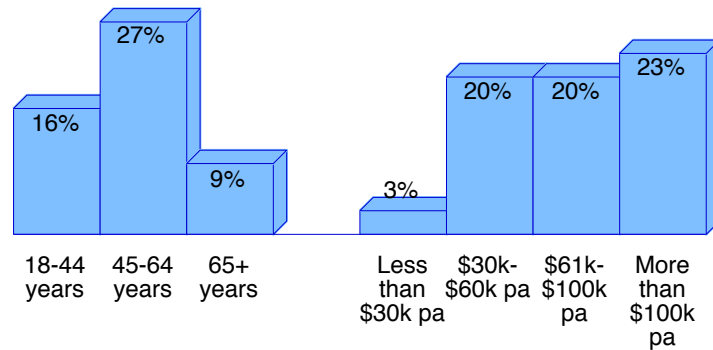
Overall



Percent Saying "Yes" - By Area



Percent Saying "Yes" - Comparing Different Types Of Residents



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

Residents more likely to say 'Yes' are ...

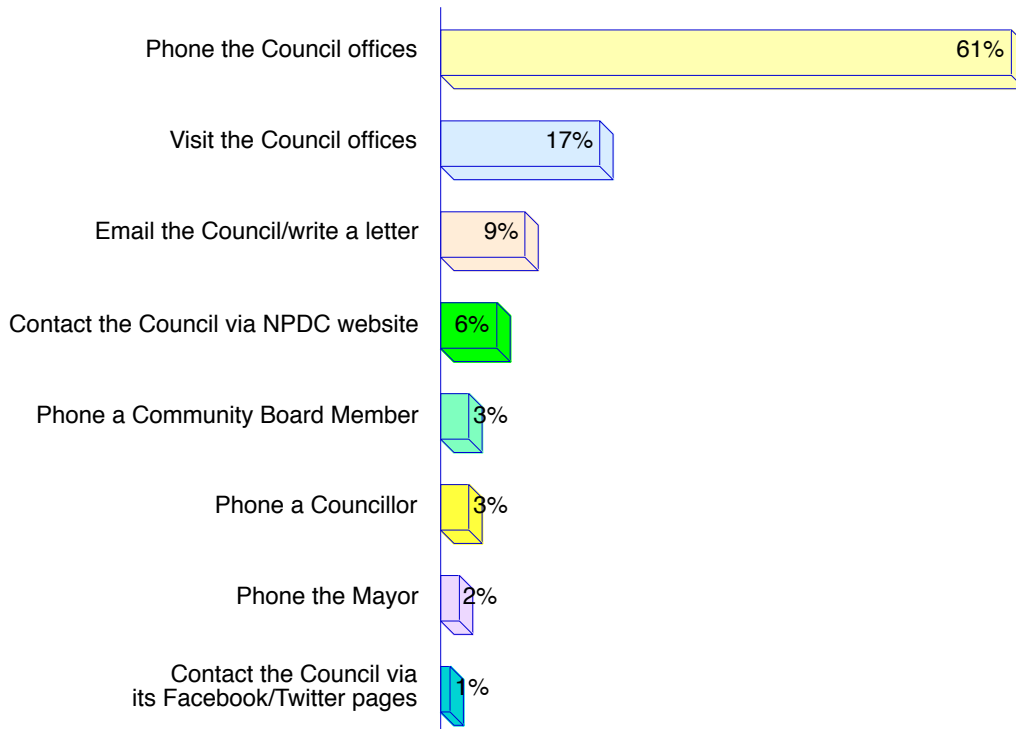
- residents aged 45 to 64 years,
- residents with an annual household income of \$30,000 or more.



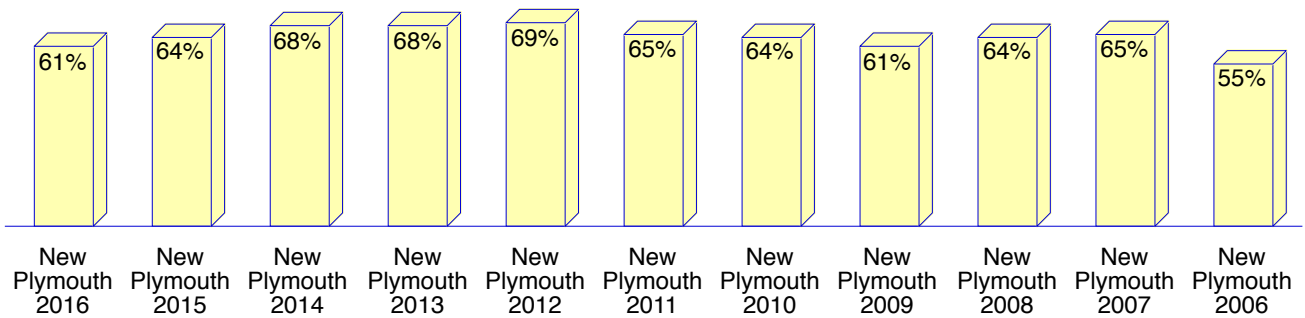
7. LOCAL ISSUES

A. COUNCIL ACTIONS

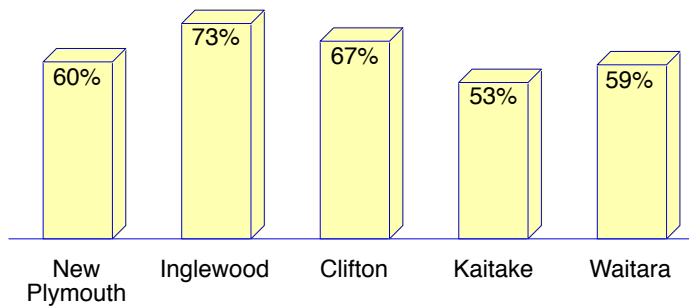
When residents want the Council to do something, they ...



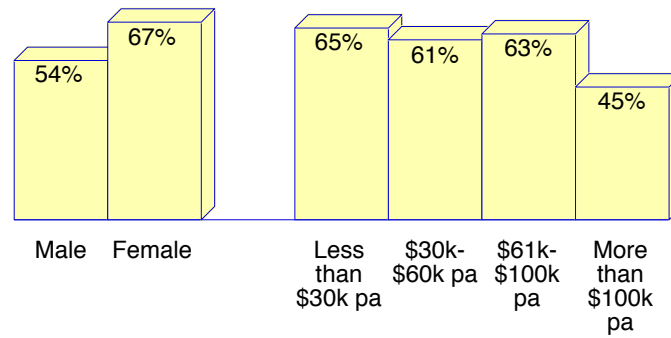
Percent Saying 'Phone Council Offices' - Comparison



Percent Saying 'Phone Council Offices' - By Area



Percent Saying 'Phone Council Offices' - Comparing Different Types Of Residents



61% of residents say that when they want the Council to do something, they phone the Council Offices (64% in 2015), while 17% say they visit the Council Offices (21% in 2015).

Residents more likely to say they **phone Council Offices** are ...

- women,
- residents with an annual household income of \$100,000 or less.

B. SERVICES AND FACILITIES

i. What Services/Facilities That Council Provides Do Residents Think It Does The Best And Why?

The main services / facilities provided by Council that residents think they do the best and why are ...

- parks and reserves / recreational areas / well maintained / presented,
- walkways / Coastal Walkway,
- events / entertainment / festivals / sporting events / free events / family events,
- rubbish collection / disposal / recycling,
- tourism promotion / promoting Taranaki / encouraging visitors.

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

Summary Table: Main Services and Facilities* Provided By Council That Residents Feel They Do The Best

	Total District 2016 %	Area				
		New Plymouth %	Inglewood %	Clifton %	Kaitake %	Waitara %
Percent Who Mention ...						
Parks and reserves/ recreational areas/ well maintained/presented	25	24	36	37	38	17
Walkways/Coastal Walkway	21	24	23	12	16	10
Events/entertainment/festivals/ sporting events/free events/ family events	12	12	11	19	12	3
Rubbish collection/disposal/ recycling [†]	11	12	4	-	14	7
Tourism promotion/promoting Taranaki/encouraging visitors	8	7	10	7	6	8

* multiple responses allowed

[†] 3% of residents mention "rubbish collection/recycling/rubbish disposal" is something the Council do the worst

Other services / facilities mentioned by 6% ...

- Pukekura Park,
- good cultural amenities / the arts / Len Lye Centre,

by 5% ...

- gardens / flowerbeds / beautification,
- good venues for events / entertainment / sporting events,
- all services done very well / public amenities well maintained,
- playgrounds / sportsgrounds,

by 3% ...

- good customer service / helpful / knowledgeable staff,
- cycleways,
- Puke Ariki / Puke Ariki Museum and Library,
- water supply,
- roading / footpaths in good condition / well maintained,
- general maintenance of city area / public areas / clean and tidy / general presentation,
- swimming pools / Aquatic Centre,
- good / natural environment / good place to live,

by 2% ...

- sewerage / sewerage treatment,
- good community,
- library facilities / services,
- good communication / keep public informed.

ii. What Services/Facilities That Council Provides Do Residents Think It Does The Worst And Why?

The main services / facilities provided by Council that residents think they do the worst and why are ...

- roading,
- general maintenance of city / public areas / parks / playgrounds,
- parking,
- public toilets.

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

Summary Table: Main Services and Facilities* Provided By Council That Residents Feel They Do The Worst

	Total District 2016 %	Area				
		New Plymouth %	Inglewood %	Clifton %	Kaitake %	Waitara %
Percent Who Mention ...						
Roading [◊]	10	10	9	8	15	5
General maintenance of city / public areas/parks/playgrounds [†]	5	6	4	6	2	5
Parking	4	5	4	3	4	-
Public toilets	4	5	-	2	-	-

* multiple responses allowed

[†] 3% of residents say they think that "general maintenance of city area/public areas/clean and tidy/general presentation" is the best service provided by Council

[◊] 3% of residents say they think that "roading/footpaths in good condition/well maintained" is the best service provided by Council

Other services / facilities mentioned by 3% of residents are ...

- rubbish everywhere / have removed bins,
- footpaths / walkways / pedestrian facilities,
- wasting money / overspending / not spending wisely,
- rubbish collection / recycling / rubbish disposal,
- poor consultation / communication / lack of information / don't listen,
- Art Gallery / Len Lye Centre / arts / Museum,
- traffic flow / traffic management / Waiwhakaiho bottleneck,

by 2% ...

- poor performance / decisions from Council,
- water supply,

by 1% ...

- rates issues,
- planning / consents / permits,
- overstaff / salaries too high,
- cycleways / cyclist issues,
- dog / animal control,
- disposal of green waste.

C. RATING OF COUNCIL IN TERMS OF MEETING THE NEEDS/ASPIRATIONS OF THE DISTRICT

Residents were asked to say how well they feel Council meets the needs and aspirations of the District, where 01 = does not meet needs/aspirations and 10 = meets needs/aspirations very well. 05 and 06 are neutral.

Summary Table: Rating Of How Well Council Meets Needs/Aspirations Of District

	Total District 2016 %	Total District 2015 %	Total District 2014 %	Area				
				New Plymouth %	Inglewood %	Clifton %	Kaitake %	Waitara %
01 - does not meet needs/aspirations	1	1	-	-	1	3	-	3
02	-	1	1	-	-	-	-	-
03	1	1	1	-	4	-	-	-
04	2	4	3	2	2	4	2	1
05	8	14	11	8	-	11	6	15
06	15	15	17	16	12	9	17	16
07	32	36	31	31	34	34	27	39
08	31	23	27	30	41	35	37	16
09	7	3	7	8	4	5	5	8
10 - meets needs/aspirations very well	2	2	1	3	1	-	-	-
Unsure	1	1	1	1	-	-	7	1
Total	100	+101	100	+99	+99	+101	+101	+99

† does not add to 100% due to rounding

72% of residents feel that Council meets the needs and aspirations of the District (rating 07 to 10), compared to 64% in 2015, while 4% feel the Council does not meet the needs/aspirations of the District (rating 01 to 04), (7% in 2015). The average rating is 07 (which is meeting needs/aspirations).

D. PERCEPTION OF SAFETY

Is New Plymouth Generally A Safe Place To Live? ...

	Yes, definitely %	Yes, mostly %	Not really %	No, definitely not %	Don't know %
Overall*					
Total District 2016	51	48	1	-	-
2015	63	36	1	-	-
2014	53	45	2	-	-
2013	46	53	1	-	-
2012	40	59	1	-	-
2011	37	62	1	-	-
2010	37	61	2	-	-
2009	34	64	1	-	1
Comparison					
Peer Group Average (Provincial)	36	56	6	1	1
National Average [†]	37	55	7	1	1
Area					
New Plymouth	52	47	1	-	-
Inglewood	56	44	-	-	-
Clifton	56	38	6	-	-
Kaitake	45	55	-	-	-
Waitara	45	55	-	-	-
Gender					
Male	57	43	-	-	-
Female [†]	47	52	2	-	-

% read across

* not asked prior to 2009

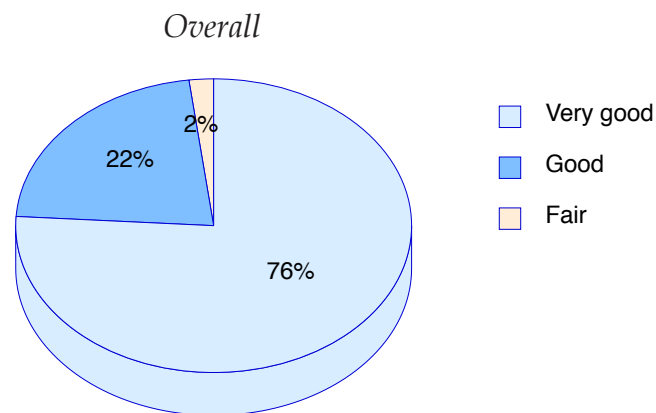
[†] does not add to 100% due to rounding

51% of residents feel that generally New Plymouth District is definitely a safe place to live (63% in 2015), 48% say it is mostly (36% in 2015) and 1% of residents think the District is not really a safe place to live.

The percent saying 'yes, definitely' (51%) is above the Peer Group and National Averages.

Men are more likely to feel that New Plymouth District is **definitely** a safe place to live, than women.

E. QUALITY OF LIFE



76% of residents think that, overall, the quality of life in their District is very good (81% in 2015), while 22% say it is good (18% in 2015) and 2% feel it is fair.

New Plymouth District residents are above Peer Group residents and residents nationwide, in rating the quality of life in their District as **very good**.

Residents **more likely** to rate the overall quality of life in their District as very good ...

- all Area residents except, Waitara Area residents,
- NZ European.

Rating The Quality Of Life In The District

	Very good %	Good %	Fair %	Poor %	Don't know %
Overall*					
Total District 2016	76	22	2	-	-
2015	81	18	1	-	-
2014	81	18	1	-	-
2013	76	21	3	-	-
2012	68	29	2	1	-
2011 [†]	73	25	2	1	-
2010	72	26	2	-	-
2009	76	23	1	-	-
Comparison					
Peer Group Average (Provincial)	46	45	8	-	1
National Average	39	47	12	2	-
Area					
New Plymouth	77	23	-	-	-
Inglewood	82	16	2	-	-
Clifton [†]	76	16	7	-	2
Kaitake	76	24	-	-	-
Waitara	54	31	15	-	-
Ethnicity					
NZ European	80	19	1	-	-
NZ Māori [†]	57	30	11	-	1

% read across

* not asked prior to 2009

[†] does not add to 100% due to rounding

F. PHYSICAL ACTIVITY

i. Walking

In an average week, how many minutes of walking do residents generally do each day, for at least 10 minutes at a time?

	Nothing (less than 10 mins) %	10 mins %	11-20 mins %	21-30 mins %	31-50 mins %	51- 60 mins %	61- 100 mins %	101-120 mins %	More than 120 mins %	*Mean (Average) Minutes %
Monday	23	3	7	21	6	20	6	-	9	59
Tuesday [†]	28	4	6	20	5	17	5	-	14	56
Wednesday [†]	22	3	6	22	6	20	5	-	15	61
Thursday	27	4	5	20	6	19	5	6	8	57
Friday [†]	27	3	6	21	5	17	5	5	8	56
Saturday [†]	32	3	5	19	5	16	4	6	9	51
Sunday	34	3	6	18	5	16	5	5	8	47

[†] does not add to 100% due to don't know response and/or rounding
 (* excludes two residents who were unable to say)

Percent Saying 'Nothing' - By Area

	Area				
	New Plymouth %	Inglewood %	Clifton %	Kaitake %	Waitara %
Monday	24	15	27	12	30
Tuesday	31	15	18	16	31
Wednesday	22	19	27	14	30
Thursday	29	19	15	11	36
Friday	28	16	29	22	36
Saturday	34	26	34	22	33
Sunday	34	27	34	28	49

Percent Saying '51-60 mins' - By Area

	Area				
	New Plymouth %	Inglewood %	Clifton %	Kaitake %	Waitara %
Monday	19	22	19	30	16
Tuesday	16	24	21	25	11
Wednesday	19	22	14	28	15
Thursday	17	28	24	30	11
Friday	17	20	17	22	15
Saturday	15	25	12	25	10
Sunday	15	22	14	23	12

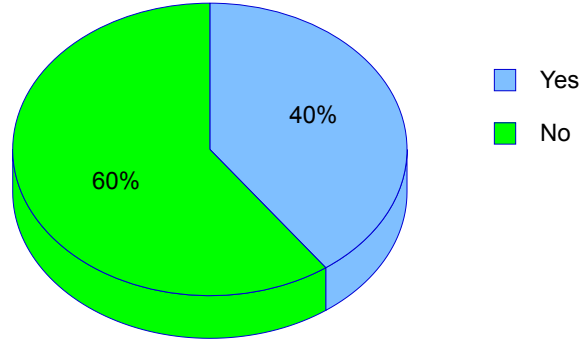
Across all seven days, the average number of minutes residents generally walk, for at least 10 minutes at a time, ranges from 47 minutes (Sunday) to 61 minutes (Wednesday).

12% of residents do not walk on any day of the week for at least 10 minutes at a time.

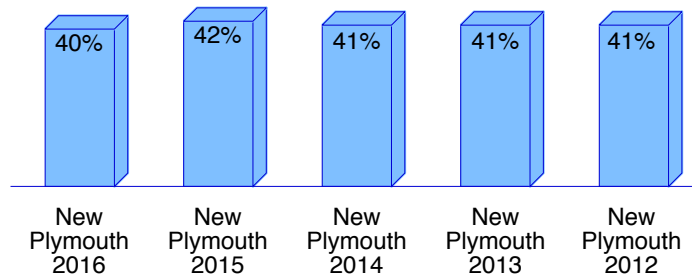
ii. Cycling

1. Have Residents Cycled In The Last Year?

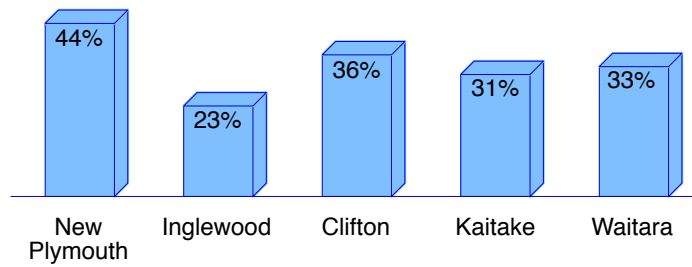
Overall



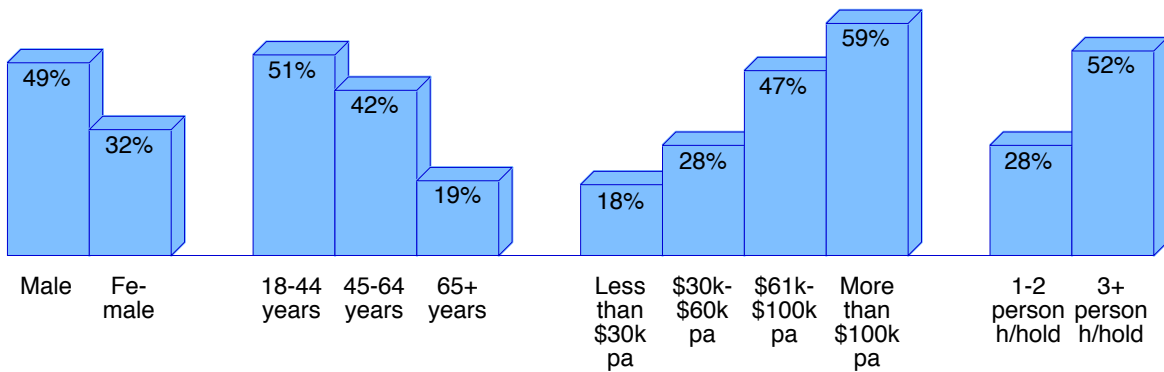
Percent Saying 'Yes' - Comparison



Percent Saying 'Yes' - By Area



Percent Saying 'Yes' - Comparing Different Types Of Residents

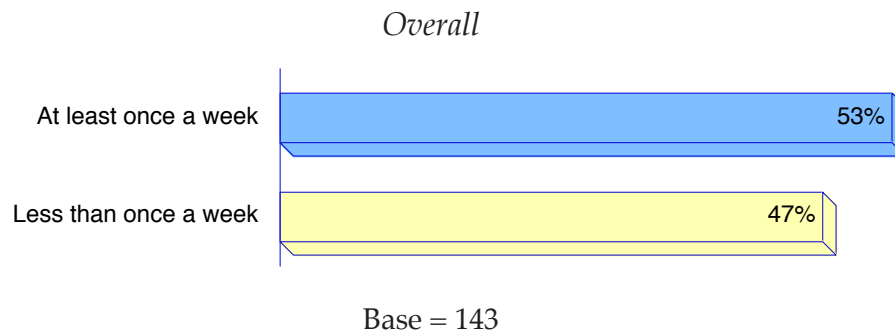


40% of residents say they have cycled in the last year, while 60% do not. These readings are similar to last year's results.

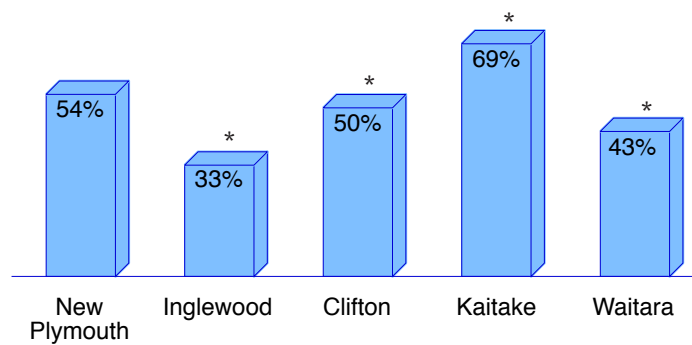
Residents more likely to say 'Yes' are ...

- men,
- residents aged 18 to 64 years,
- residents with an annual household income of 61,000 or more,
- residents who live in a three or more person household.

2. Frequency



Percent Saying 'At Least Once A Week' - By Area



* caution: small bases

Of those residents who have cycled in the last 12 months, 53% say they cycle at least once a week (45% in 2015).

There are no notable differences between socio-economic groups, in terms of those residents[†] who say they cycle at least once a week.

[†] residents who have cycled in the last 12 months (N=143)

3. In an average week, how many minutes of cycling do residents* generally do each day, for at least 10 minutes at a time?

	Nothing (less than 10 mins) %	10 mins %	11-29 mins %	30 mins %	31-59 mins %	60 mins %	More than 60 mins %	Mean (Average) Minutes %
Monday [†]	51	2	11	10	1	11	13	29
Tuesday	54	2	9	7	3	10	15	32
Wednesday	52	2	12	6	1	11	16	31
Thursday	52	2	11	11	2	8	14	29
Friday	61	2	9	6	1	12	9	23
Saturday	46	2	10	7	2	12	21	46
Sunday [†]	52	-	6	6	3	14	20	39

N=73 (residents who cycle at least once a week)

[†] does not add to 100% due to rounding

Of those that do cycle on a regular basis*, the average number of minutes spent cycling ranges from 23 minutes (Friday) to 46 minutes (Saturday).

* 21% of all residents who say they cycle weekly (N=73)

* * * * *

E. APPENDIX

Base By Sub-sample

		Actual respondents interviewed	*Expected numbers according to population distribution
Area	New Plymouth	241	NA
	Inglewood	40	NA
	Clifton	37	NA
	Kaitake	41	NA
	Waitara	43	NA
Gender	Male	203	191
	Female	199	210
Age	18-44 years	113	169
	45-64 years	146	144
	65+ years	143	89

* Interviews are intentionally conducted to get reasonable bases for comparison between the five Areas. This is done to give a relatively robust sample base within each Area. Post stratification (benchmarking) is then applied to adjust back to population proportions in order to yield correctly balanced overall percentages. This is accepted statistical procedure. Please also refer to pages 3 to 6, and page 25.

Benchmarking was applied for the three Wards in the District, using 2013 Census figures.

Expected Ward numbers for 400 are:

New Plymouth Ward	288
North Ward (Waitara and Clifton Areas)	56
South-West Ward (Inglewood and Kaitake Areas)	56

* * * * *

