

**NEW PLYMOUTH DISTRICT COUNCIL  
COMMUNITRAK™ SURVEY  
FEBRUARY 2014**



# **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 2014**



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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, 2003-2013 and now again in 2014.

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 and 2013.



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 400 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	245
Inglewood	41
Clifton	37
Kaitake	37
Waitara	40
	<u>400</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 14th February and Sunday 23rd February 2014.

## 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 2012,
- 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 2006 Census data.

## Comparisons With National Communitrak™ Results

Where survey results have been compared with Peer Group and/or National Average results from the November 2012 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.

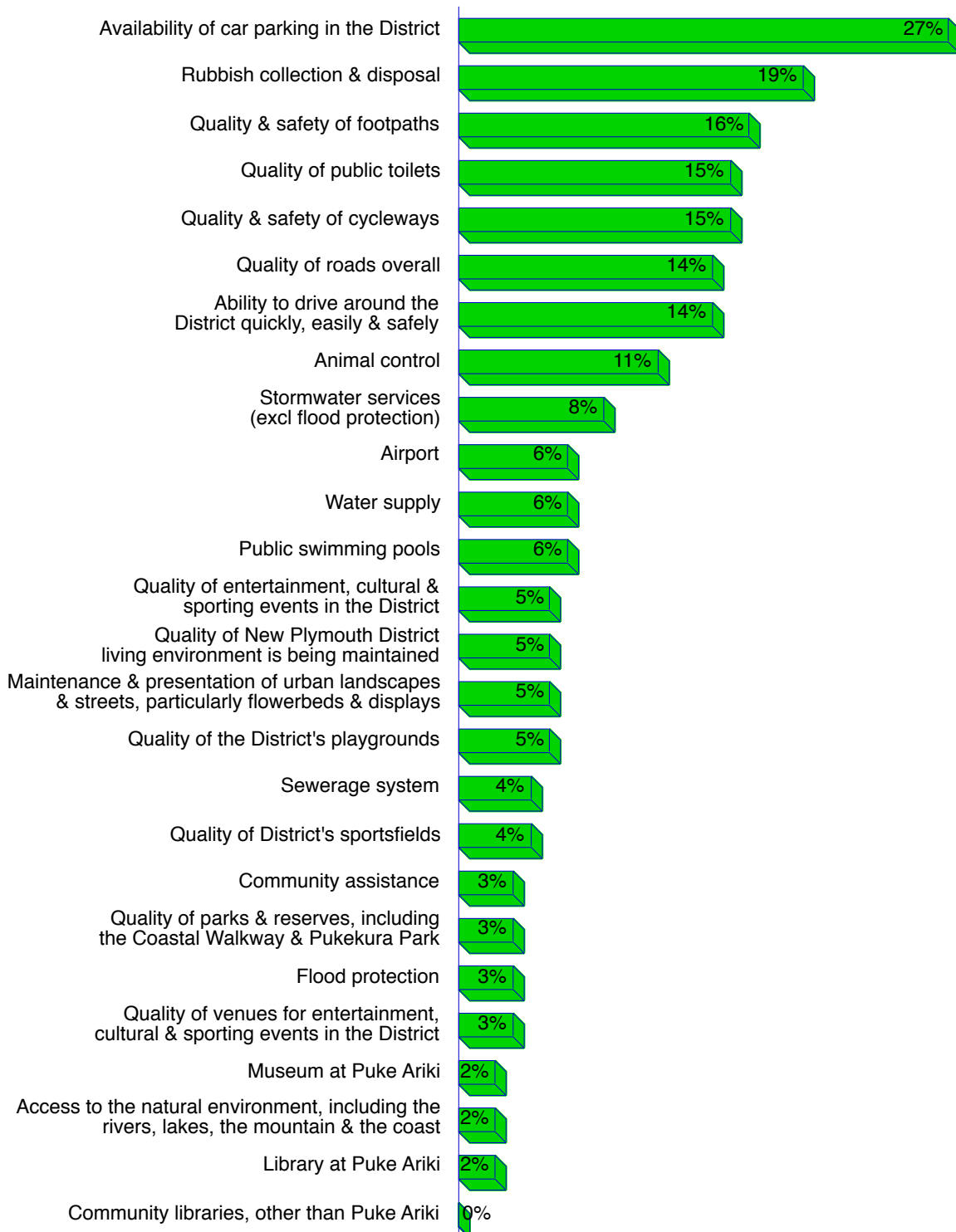


## COUNCIL SERVICES/FACILITIES

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

- the quality of public toilets, 31%,
- airport, 29%,
- the availability of parking in New Plymouth, 29%,
- quality and safety of footpaths, 28%.

### Percent Saying They Are Not Very Satisfied With ...



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

	New Plymouth %	Peer Group %	National Average %
• rubbish collection and disposal	19	°14	°11

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

• quality and safety of footpaths	16	††24	††21
• quality of roads overall	14	**26	**23
• animal control	11	†††20	†††18
• stormwater services	8	°°13	°°14
• water supply	6	10	11
• the sewerage system	4	8	9
• community assistance	3	8	9

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

• availability of car parking in New Plymouth	27	*27	*31
• quality of public toilets	15	†18	†18
• public swimming pools	6	10	10
• quality of District's playgrounds	5	◇◇3	◇◇4
• quality of District's sportsfields	4	◇◇3	◇◇4
• quality of parks and reserves, including the Coastal Walkway and Pukekura Park	3	◇4	◇2
• Museum at Puke Ariki	2	3	3
• library at Puke Ariki	2	***2	***3
• Community Libraries, excluding Puke Ariki	0	***2	***3

\* 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 refuse disposal (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 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	83	11	6
The airport	63	25	12
An entertainment, arts or sporting event at TSB Showplace, TSB Stadium, Bowl of Brooklands or Yarrow Stadium	53	27	20
Public toilets	58	19	23
Sportsfield	57	14	29
Playground	57	14	29
Museum at Puke Ariki	38	32	30
Library at Puke Ariki	50	18	32
Public swimming pool	46	12	42
A cycleway	36	9	55
Visitor Information Centre at Puke Ariki	12	23	65
Community library (excluding Puke Ariki)	21	11	68
Contacted Council about dogs and/or other animals	3	18	79

% read across

Parks or reserves, including the Coastal Walkway and Pukekura Park, 94%, and the airport, 88%,

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



## 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, through understanding where people's opinions and attitudes lie, Council is able to embark on information, education, persuasion and communication strategies on particular topics if it is felt necessary to **lead** the public to fulfil Council's legitimate community leadership role.

52% of New Plymouth residents say there is something that, in their opinion, Council has done well in the last year (49% in 2013).

The main things residents mention are ...

- the Coastal Walkway/ extensions to walkway/ bridge completion, mentioned by 12% of all residents,
- events/ concerts/ entertainment, 11%,
- good parks and reserves/ playgrounds/ upkeep and improvements, 11%,
- Council does a good job/ good communication/ information, 5%.

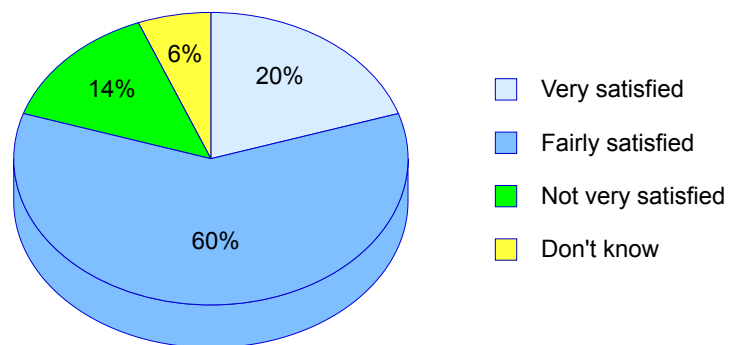
50% of New Plymouth residents say there is something that, in their opinion, Council could have done better in the last year (48% in 2013).

The main things residents mention are ...

- expenditure on the Art Gallery/ Len Lye/ other art works, mentioned by 11% of all residents,
- poor consultation/ communication/ information/ don't listen/ more transparency, 6%,
- condition of roads/ maintenance of roads/ other roading/ traffic/ cycling issues, 5%,
- parking issues/ new parking system, 4%,
- rubbish collection/ recycling services, 4%.

## RATES ISSUES

92% of residents identify themselves, or members of their household, as ratepayers (88% in 2013).



The percent not very satisfied is below the Peer Group and National Averages, and is similar to the 2013 reading.

## CONTACT WITH COUNCIL

42% of residents have contacted the Council offices in the last 12 months by phone, with 35% contacting the Council in person and 6% contacting the Council in writing. 10% have contacted Council by e-mail and 1% have contacted them by social media.

Overall, 57% of residents have contacted the Council in the last 12 months (54% in 2013).

### Rating Of Council Staff In Terms Of...

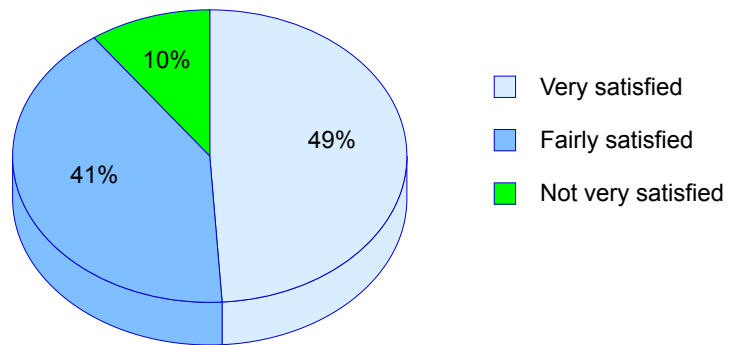
	Very satisfactory / Satisfactory %	Neither / Neutral %	Very unsatisfactory / satisfactory %	Don't know / Unable to say / Not applicable %
Helpfulness <sup>†</sup>	92	2	6	1
Knowledge <sup>†</sup>	87	4	8	2
Did the Council do what it said it would do?	70	4	14	12

Base = 226\*

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

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

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



Base = 226



## INFORMATION

Newspapers are the main source of information about the Council for New Plymouth District residents (74%, 77% in 2013).

The Taranaki Daily News (88%) and The North Taranaki Midweek (70%) are the newspapers most mentioned by residents who say newspapers are their main source of information.

72% of New Plymouth District residents have seen or read information Council publishes specifically for the community in the last 12 months.

Of those who have seen or read Council information published in the last 12 months or are unsure, the majority have seen/read the Ratepayer's Quarterly Update (81%) and '7 Days' - the Council' weekly page in the Midweek (73%).

72% of residents\* think these communication channels improve their understanding of how rates are spent, while 15% do not and 13% are unable to comment. These readings are similar to the 2013 results.

\* the 75% of residents who have, or were unsure if they have, seen or read information published by the Council in the last 12 months, N=299

## LOCAL ISSUES

### Council Actions

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

- phone the Council offices, mentioned by 68% of all residents,
- visit the Council offices, 17%,
- phone a Community Board member, 4%,
- write a letter / send an email, 3%,
- phone a Councillor, 3%,
- phone Mayor, 1%,
- something else, 3%,
- wouldn't contact Council / don't listen / wouldn't do anything, 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 22% of all residents,
- walkways / Coastal Walkway, 20%,
- events / entertainment / festivals / sporting events / free entertainment, 9%,
- Pukekura Park, 8%,
- gardens / flowerbeds / beautification, 6%.

\* multiple responses allowed

30% of residents were unable to comment (24% in 2013) and 2% say there are no services / facilities that the Council provides, that they feel the Council does the best (7% in 2013).

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

- rubbish collection / recycling / rubbish disposal, mentioned by 7% of all residents,
- roading, 6%,
- Govett-Brewster Art Gallery / Len Lye Centre / expenditure on Arts, 6%,
- parking, 5%,
- poor consultation / communication / lack of information / don't listen, 4%.

\* multiple responses allowed

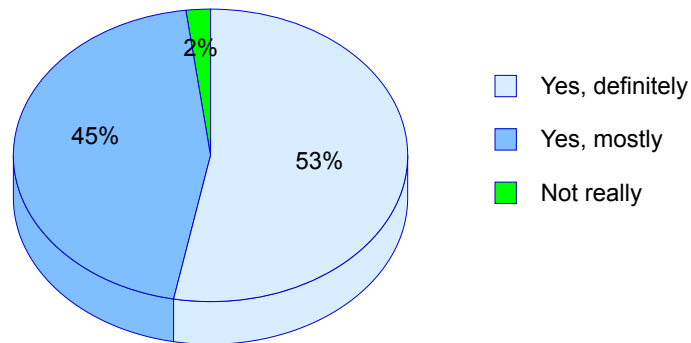
41% of residents were unable to comment and 15% say there are no services / facilities that Council provides, that they feel Council does the worst.

### Meeting The Needs/Aspirations Of The District

66% of residents feel that Council meets the needs and aspirations of the District [rating 7 to 10], while 5% feel the Council does not meet the needs/aspirations of the District [rating 1 to 4]. These readings are similar to the 2013 results.

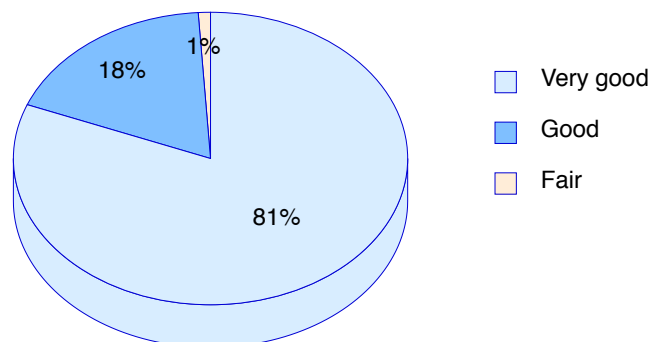
### Perception Of Safety

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



### 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	69
Tuesday	66
Wednesday	69
Thursday	65
Friday	68
Saturday	65
Sunday	62

\* N=400

### Cycling

41% of residents say they have cycled in the last year, while 59% have not. Of those that have cycled, 46% say they do it at least once a week and 54% 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	23
Tuesday	22
Wednesday	33
Thursday	29
Friday	26
Saturday	42
Sunday	29

† N=67

\* \* \* \* \*



## D. MAIN FINDINGS

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

All verbatim responses are fully transcribed in a separate Verbatims Report.

NRB has defined the Provincial Peer Group as those Territorial Authorities where between 68% and 91% of meshblocks belong within an urban area, as classified by Statistics New Zealand's 2006 Census data.

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.

In this group are ...

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  
 Rodney District Council

Rotorua District Council  
 South Waikato District Council  
 Taupo District Council  
 Timaru District Council  
 Waikato District Council  
 Waimakariri 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

	<b>Total District 2014</b> %	<b>Area</b>				
		New Plymouth %	Inglewood %	Clifton %	Kaitake %	Waitara %
<b>Gender</b>						
Male	<b>48</b>	47	53	49	47	47
Female	<b>52</b>	53	47	51	53	53
<b>Age</b>						
18 - 44 years	<b>42</b>	42	37	44	50	34
45 - 64 years	<b>36</b>	35	44	39	37	36
65+ years	<b>22</b>	23	19	17	13	30
<b>Ethnicity</b>						
NZ European	<b>86</b>	88	85	82	79	72
NZ Maori	<b>8</b>	5	8	14	14	27
Pacific Island / Asian / Other	<b>6</b>	7	7	4	7	1
<b>Household Income*</b>						
Less than \$30,000 pa	<b>13</b>	12	16	15	6	22
\$30,000 pa - \$60,000 pa	<b>23</b>	22	26	28	23	24
More than \$60,000 pa - up to \$100,000 pa	<b>27</b>	27	31	25	26	24
More than \$100,000 pa	<b>29</b>	29	19	27	42	20
<b>Household Size</b>						
1 - 2 person household	<b>51</b>	49	59	47	61	57
3+ person household	<b>49</b>	51	41	53	39	43
<b>Length Of Residence</b>						
Ten years or less	<b>24</b>	23	19	39	27	21
More than ten years	<b>76</b>	77	81	61	73	79

% 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 173







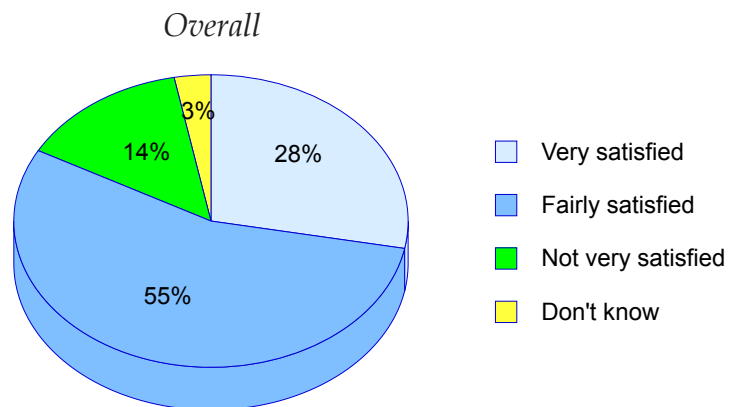
## **2. Council Services/Facilities**

### 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.)



83% of residents are satisfied with the ability to drive around the District quickly, easily and safely (90% in 2013), while 14% are not very satisfied (8% in 2013).

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

There are no notable differences between Areas and between socio-economic groups in terms of those residents not very satisfied with the ability to drive around the District quickly, easily and safely.

### 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 %
<b>Overall*</b>					
Total District 2014	28	55	<b>83</b>	14	3
2013	32	58	<b>90</b>	8	2
2012	23	64	<b>87</b>	11	2
2011	28	61	<b>89</b>	10	1
2010	23	62	<b>85</b>	14	1
2009	32	46	<b>78</b>	20	2
2008	17	61	<b>78</b>	19	3
2007	23	62	<b>85</b>	12	3
2006	29	51	<b>80</b>	18	2
2005	31	52	<b>83</b>	15	2
<b>Area</b>					
New Plymouth	27	57	<b>84</b>	13	3
Inglewood	28	60	<b>88</b>	12	-
Clifton	23	50	<b>73</b>	23	4
Kaitake	44	43	<b>87</b>	9	4
Waitara	27	52	<b>79</b>	19	2

% read across

\* not asked prior to 2005

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

- poor traffic flow / congestion / too much traffic,
- Waiwhakaiho Bridge / Waiwhakaiho area hold-ups
- poor condition of roads / poor quality of work done,
- poor planning / design.

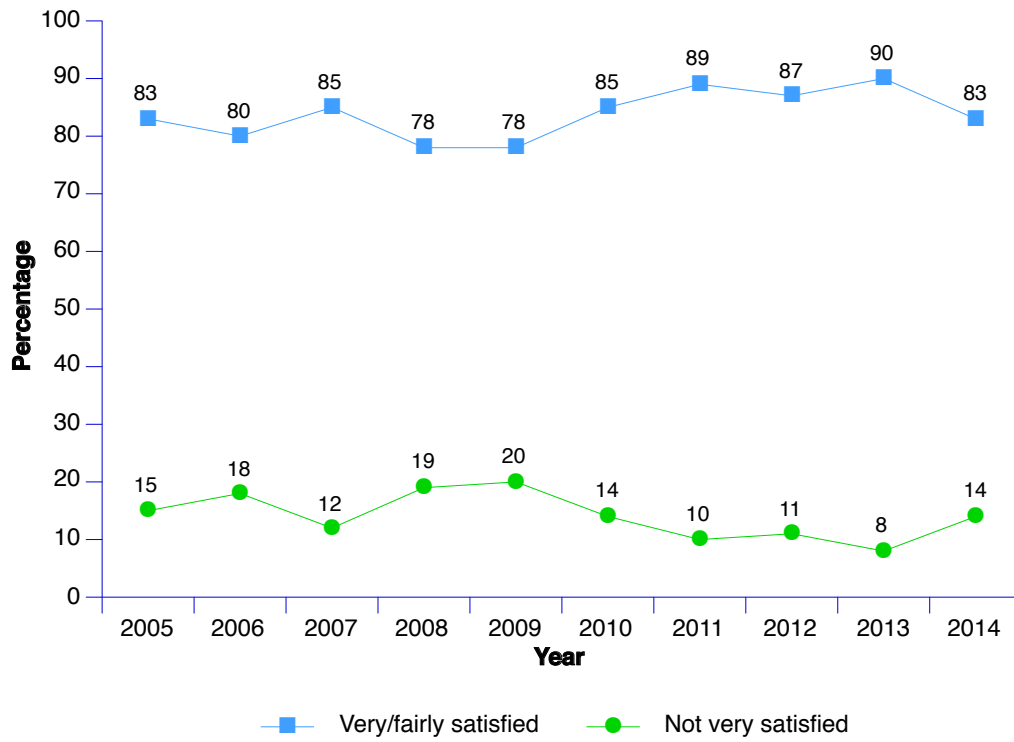
\* multiple responses allowed

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

	<b>Total District 2014</b> %	<b>Area</b>				
		New Plymouth %	Inglewood %	Clifton %	Kaitake %	Waitara %
<b>Percent Who Mention ...</b>						
Poor traffic flow / congestion / too much traffic	<b>6</b>	5	8	10	-	7
Waiwhakaiho Bridge / Waiwhakaiho area hold-ups	<b>5</b>	6	-	-	-	4
Poor condition of roads / poor quality of work done	<b>2</b>	-	2	11	2	4
Poor planning / design	<b>2</b>	1	4	-	2	1

\* multiple responses allowed

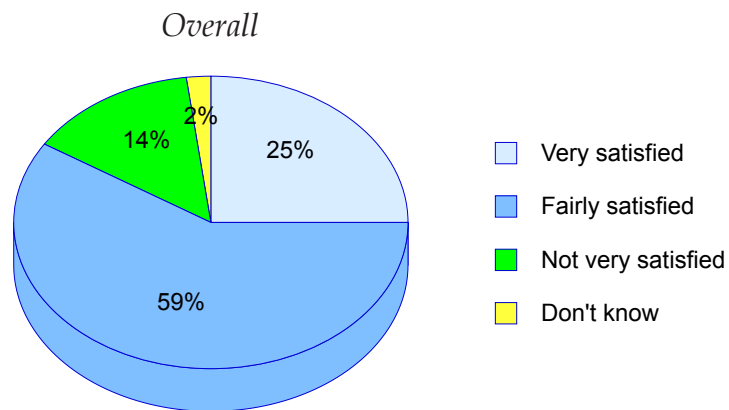
*Ability To Drive Around The District Quickly, Easily And Safely*



Recommended Satisfaction Measure For Reporting Purposes:  
Total District = 83%

## ii. *Quality Of Roads Overall*

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



84% of residents are satisfied with New Plymouth District's quality of roads overall, including 25% who are very satisfied, while 14% of residents are not very satisfied. These readings are similar to the 2013 results.

The percent not very satisfied is below the Peer Group and National Averages for roads in general.

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 %
<b>Overall</b>					
Total District 2014	25	59	84	14	2
2013 <sup>†</sup>	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
<b>Comparison**</b>					
Peer Group (Provincial)	18	55	73	26	1
National Average	25	51	76	23	1
<b>Area</b>					
New Plymouth	29	58	87	11	2
Inglewood	10	71	81	19	-
Clifton	8	67	75	25	-
Kaitake	32	42	74	24	2
Waitara <sup>†</sup>	14	62	76	23	2
<b>Length of Residence</b>					
Lived there 10 years or less	39	56	95	5	-
Lived there more than 10 years	21	59	80	17	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 roads in general

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

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

- poor condition of roads/ could be better,
- potholes/ uneven/ bumpy/ rough/ broken edges,
- poor quality of work/ materials/ patching,
- lack of maintenance/ slow to do maintenance.

### Summary Table:

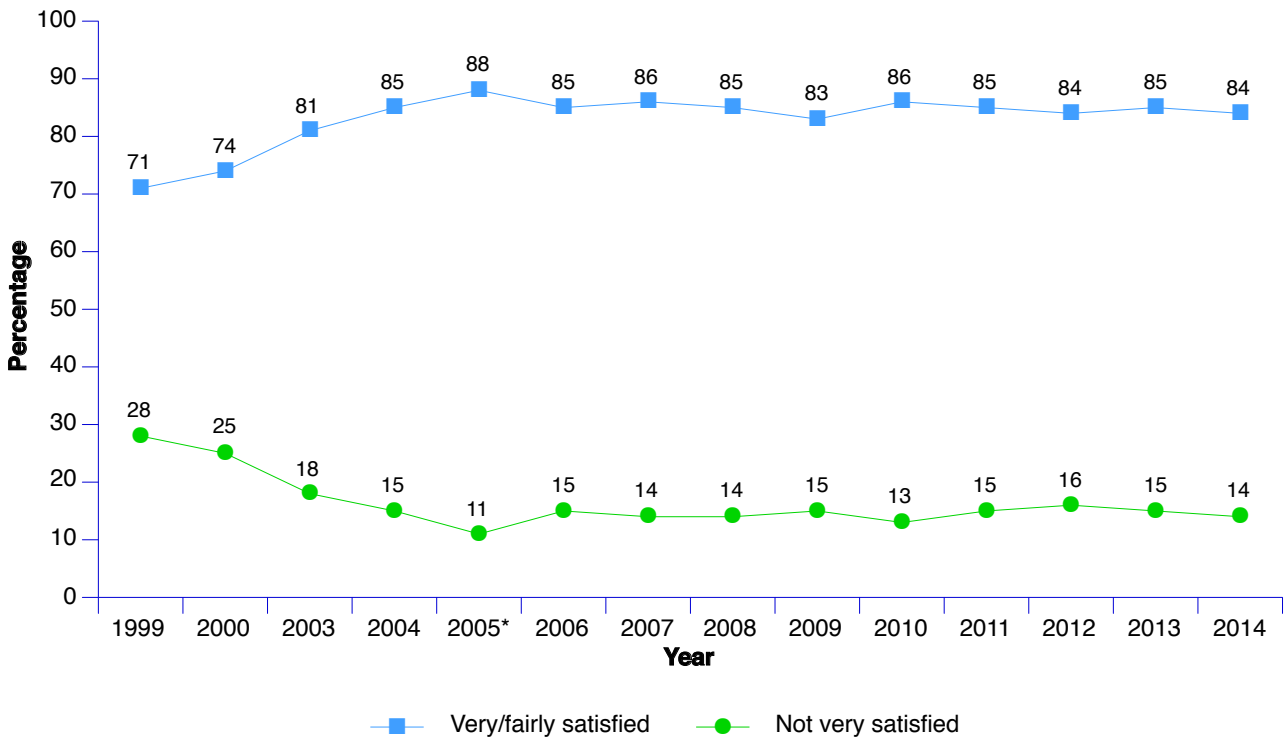
#### Main Reasons\* For Being Not Very Satisfied With The Quality Of Roads Overall

	Total District 2014 %	Area				
		New Plymouth %	Inglewood %	Clifton %	Kaitake %	Waitara %
Percent Who Mention ...						
Poor condition of roads/ could be better	4	4	10	4	2	4
Potholes/ uneven/ bumpy/ rough/ broken edges	4	3	10	4	4	4
Poor quality of work/ materials/ patching	4	3	-	7	6	15
Lack of maintenance/ slow to do maintenance	2	1	-	14	8	1

\* multiple responses allowed



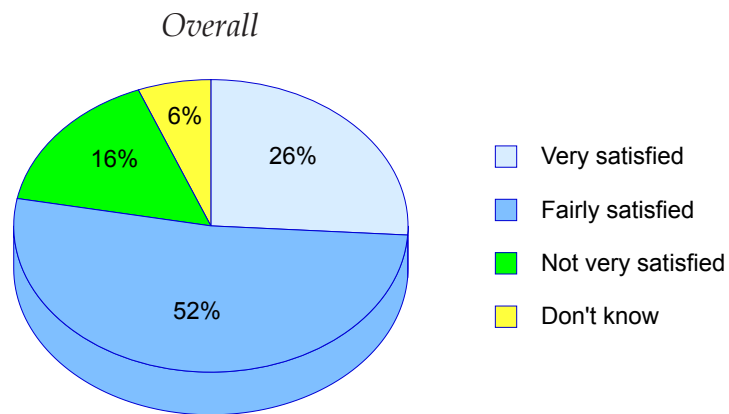
*Quality Of Roads Overall*



\* 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 = 84%

### iii. *The Quality And Safety Of Footpaths*



78% of residents are satisfied with the quality and safety of the District's footpaths (83% in 2013), including 26% who are very satisfied (36% in 2013), while 16% of residents are not very satisfied.

The percent not very satisfied is below the Peer Group Average and slightly below the National Average readings for footpaths in general, and similar to the 2013 reading.

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 %
<b>Overall</b>					
Total District 2014	26	52	78	16	6
2013 <sup>†</sup>	36	47	83	15	3
2012 <sup>†</sup>	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
<b>Comparison**</b>					
Peer Group (Provincial)	19	52	71	24	5
National Average	28	46	74	21	5
<b>Area</b>					
New Plymouth <sup>†</sup>	28	51	79	19	3
Inglewood	20	62	82	10	8
Clifton	12	46	58	9	33
Kaitake	40	48	88	6	6
Waitara	21	59	80	15	5
<b>Gender</b>					
Male <sup>†</sup>	29	52	81	11	9
Female	24	52	76	21	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

<sup>†</sup> 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/cracked/rough/bumpy/can easily trip,
- poor condition/need improving/lack maintenance,
- no footpaths/not enough/only on one side.

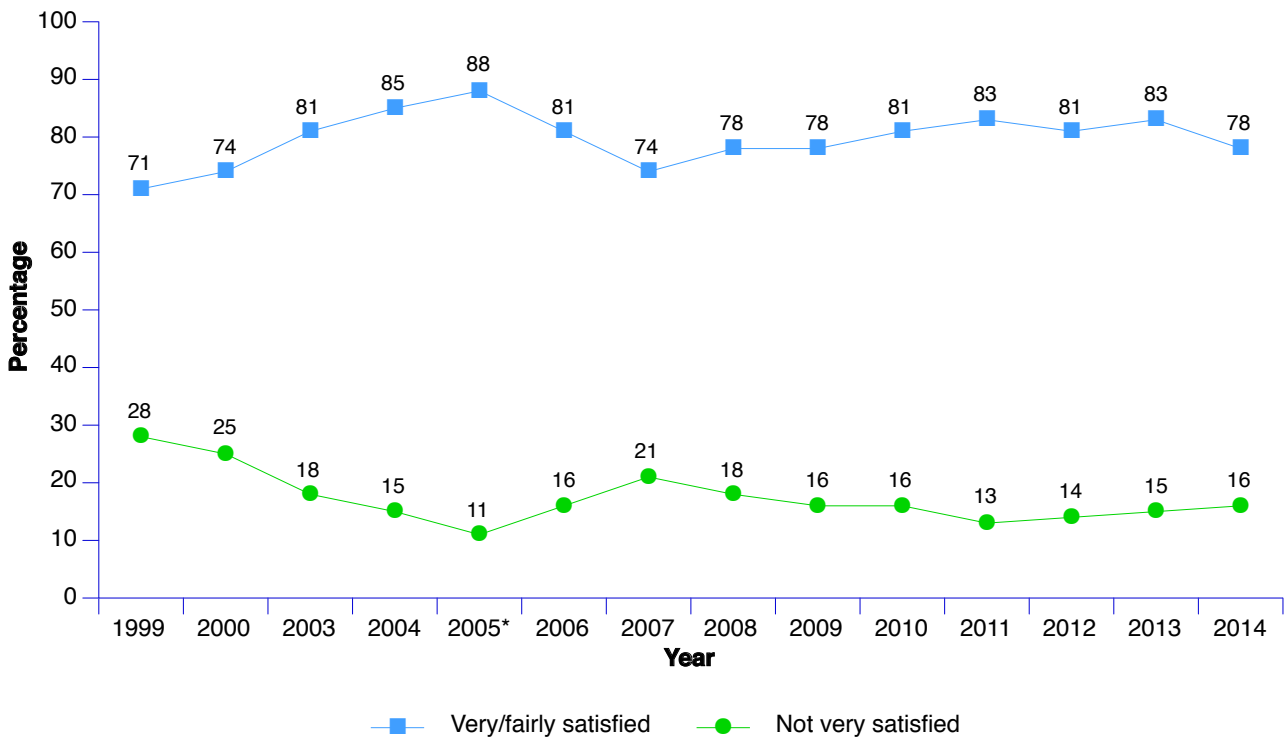
### Summary Table:

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

	Total District 2014 %	Area				
		New Plymouth %	Inglewood %	Clifton %	Kaitake %	Waitara %
Percent Who Mention ...						
Uneven/potholes/cracked/rough/ bumpy/can easily trip	8	10	6	-	2	6
Poor condition/need improving/ lack maintenance	4	4	2	-	-	9
No footpaths/not enough/ only on one side	2	2	-	7	2	4

\* multiple responses allowed

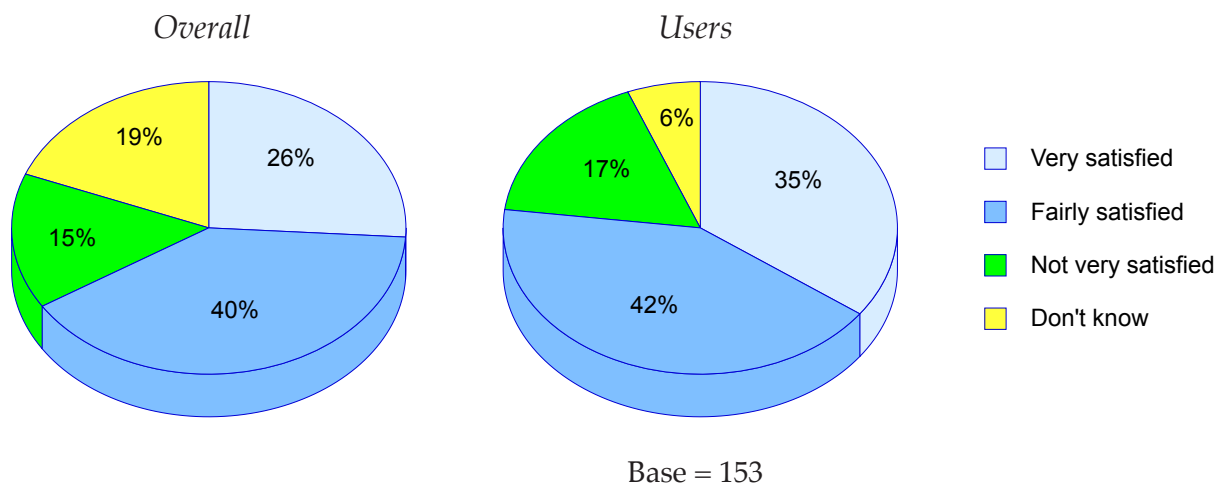
*Quality And Safety Of Footpaths*



\* 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 = 78%

*iv. The Quality And Safety Of Cycleways*



66% of New Plymouth residents are satisfied with the quality and safety of cycleways (74% in 2013), including 26% who are very satisfied (31% in 2013), 15% of residents are not very satisfied (10% in 2013) and 19% are unable to comment.

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

45% of households have used a cycleway in the District, in the last 12 months. Of these, 77% are satisfied (88% in 2013) and 17% not very satisfied (10% in 2013).

Ratepayers are more likely to be not very satisfied with the quality and safety of cycleways, than non-ratepayers.

## Satisfaction With The Quality And Safety Of Cycleways

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<b>Overall*</b>					
Total District 2014	26	40	66	15	19
2013 <sup>†</sup>	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	35	42	77	17	6
<b>Area</b>					
New Plymouth	29	41	70	14	16
Inglewood	21	53	74	18	8
Clifton <sup>†</sup>	6	25	31	16	52
Kaitake	24	51	75	13	12
Waitara	17	28	45	21	34
<b>Ratepayer?</b>					
Ratepayer	25	41	66	16	18
Non-ratepayer	34	38	72	2	26

% read across

\* not asked prior to 2006

<sup>†</sup> 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/too narrow/better provisions for cyclists,
- no cycleways/not enough/need more,
- need to be more clearly defined/more signage.

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

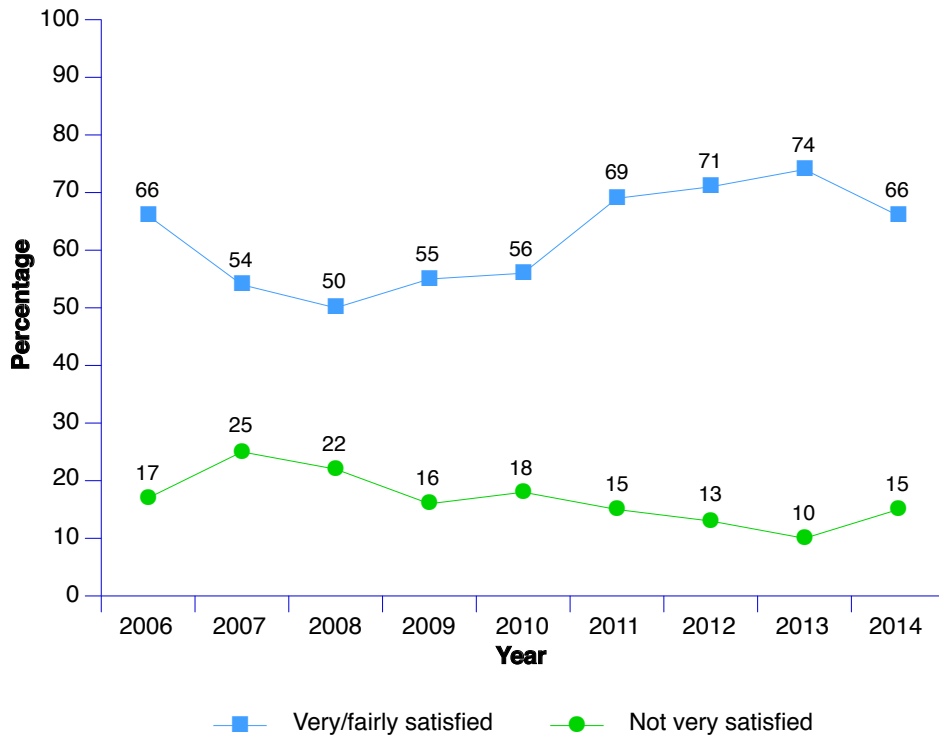
	Total District 2014 %	Area				
		New Plymouth %	Inglewood %	Clifton %	Kaitake %	Waitara %
Percent Who Mention ...						
Dangerous/unsafe/not much room/ too narrow/better provisions for cyclists	7	7	12	8	5	10
No cycleways/not enough/ need more	4	3	6	6	4	4
Need to be more clearly defined/ more signage	3	3	2	3	-	2

\* multiple responses allowed

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



*Quality And Safety Of Cycleways*

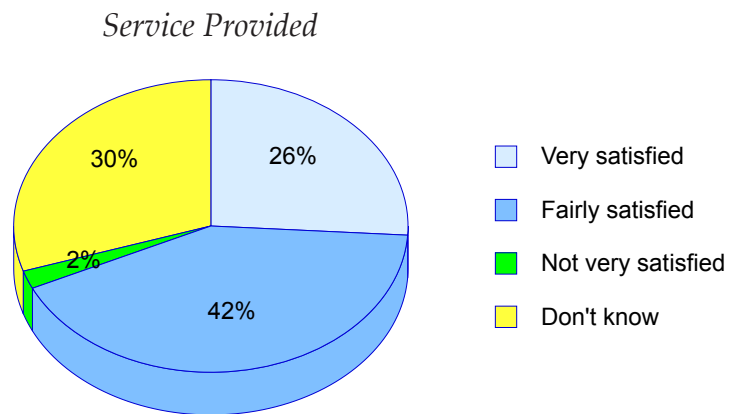
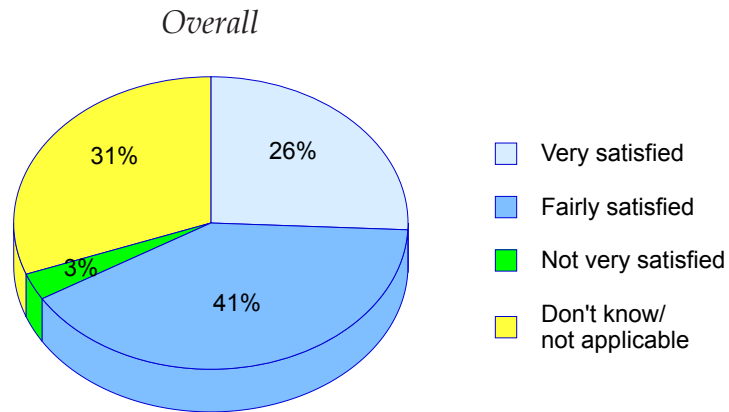


Recommended Satisfaction Measure For Reporting Purposes:

Total District = 66%

Users = 77%

## v. Flood Protection



Base = 288

67% of New Plymouth residents are satisfied with flood protection (71% in 2013), including 26% who are very satisfied (35% in 2013), 3% not very satisfied and 31% are unable to comment (26% in 2013).

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

76% of residents have a piped stormwater collection. Of these, 68% are satisfied, while 2% 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 %
<b>Overall*</b>					
Total District 2014	26	41	67	3	31
2013	35	36	71	3	26
Service Provided	26	42	68	2	30
<b>Area</b>					
New Plymouth	27	41	68	2	30
Inglewood	28	47	75	2	23
Clifton	11	47	58	9	33
Kaitake	18	24	42	4	54
Waitara <sup>†</sup>	34	41	75	1	23

% read across

\* not asked prior to 2013

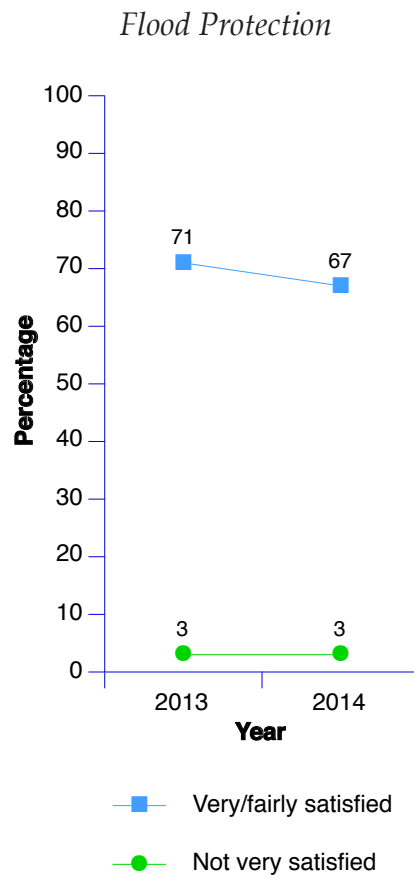
<sup>†</sup> does not add to 100% due to rounding



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

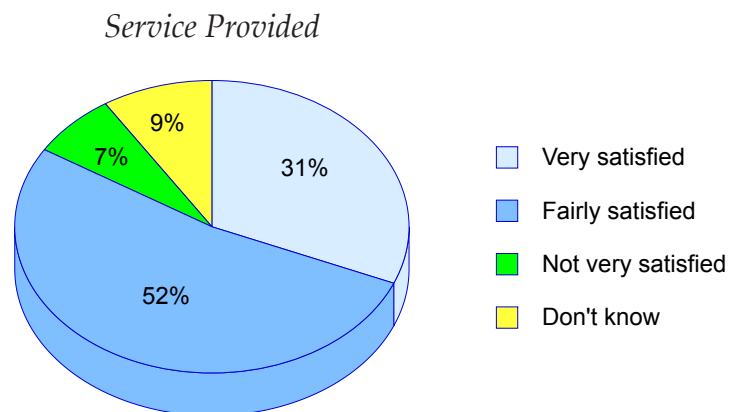
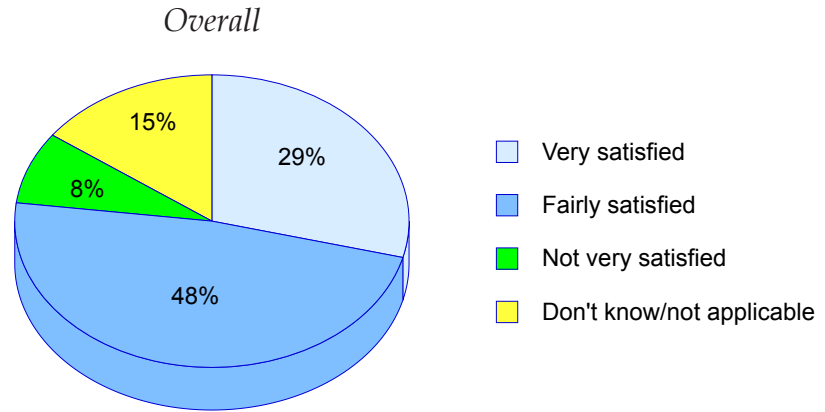
- flooding problems, mentioned by 2% of all residents,
- others, 2%.

\* multiple responses allowed



Recommended Satisfaction Measure For Reporting Purposes:  
 Total District = 67%  
 Receivers Of Service = 68%

*vi. Stormwater Services (Excluding Flood Protection)*



Base = 288

77% of New Plymouth residents are satisfied with stormwater services (excluding flood protection), with 29% who are very satisfied (33% in 2013), while 15% are unable to comment.

The percent not very satisfied (8%) is slightly below the Peer Group and National Averages for stormwater services in general and similar to the 2013 reading.

Of those residents provided with a piped stormwater collection, 83% are satisfied and 7% 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 %
<b>Overall</b>					
Total District 2014	29	48	77	8	15
2013 <sup>†</sup>	33	45	78	10	13
2012 <sup>†</sup>	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 <sup>†</sup>	31	52	83	7	9
<b>Comparison**</b>					
Peer Group (Provincial)	31	44	75	13	12
National Average	30	43	73	14	13
<b>Area</b>					
New Plymouth	32	49	81	7	12
Inglewood	18	53	71	6	23
Clifton	6	46	52	14	34
Kaitake <sup>†</sup>	20	42	62	6	31
Waitara <sup>†</sup>	34	45	79	11	10

% read across

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

<sup>†</sup> 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,
- flooding/ surface flooding,
- inadequate system/ drains can't cope/ overflow/ need improvement.

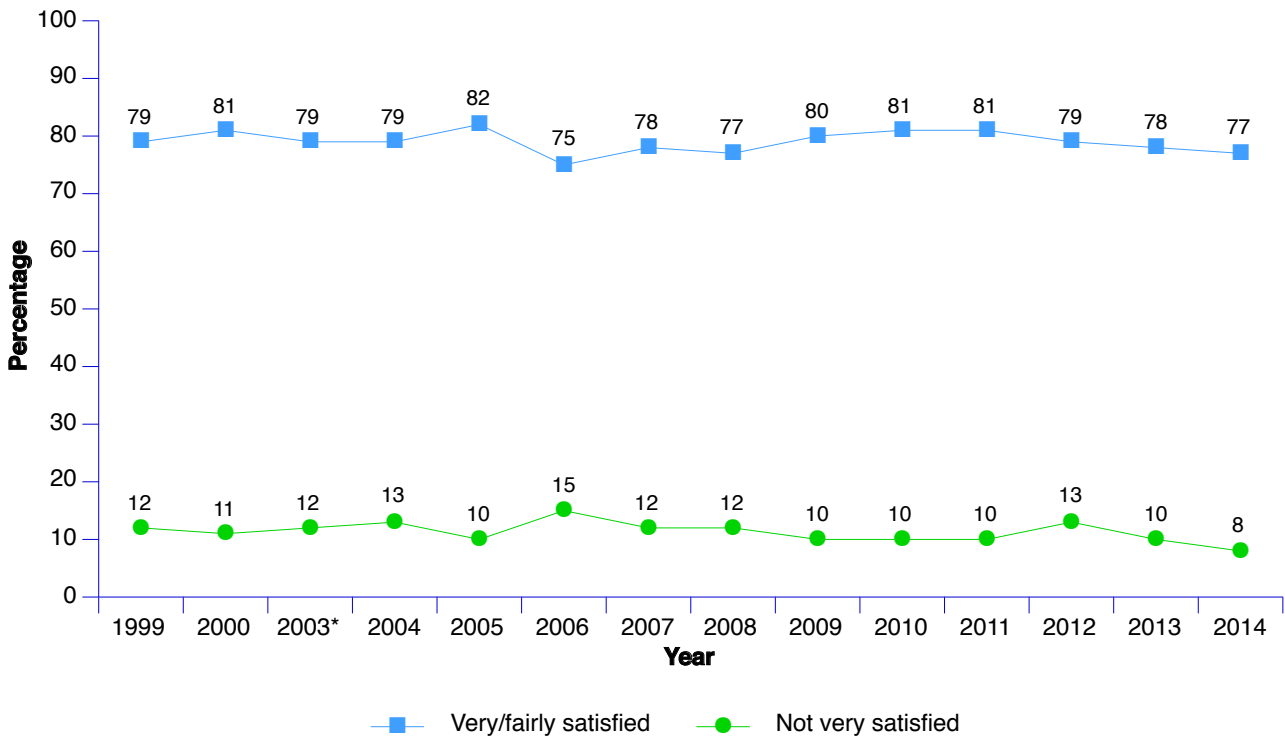
**Summary Table: Main Reasons\* For Being Not Very Satisfied With Stormwater Services**

	<b>Total District 2014 %</b>	<b>Area</b>				
		New Plymouth %	Inglewood %	Clifton %	Kaitake %	Waitara %
<b>Percent Who Mention ...</b>						
Blockages/ drains and gutters need cleaning/ maintenance	<b>3</b>	3	-	4	6	8
Flooding/ surface flooding	<b>3</b>	2	4	10	-	-
Inadequate system/ drains can't cope/ overflow/ need improvement	<b>2</b>	2	2	6	-	1

\* multiple responses allowed



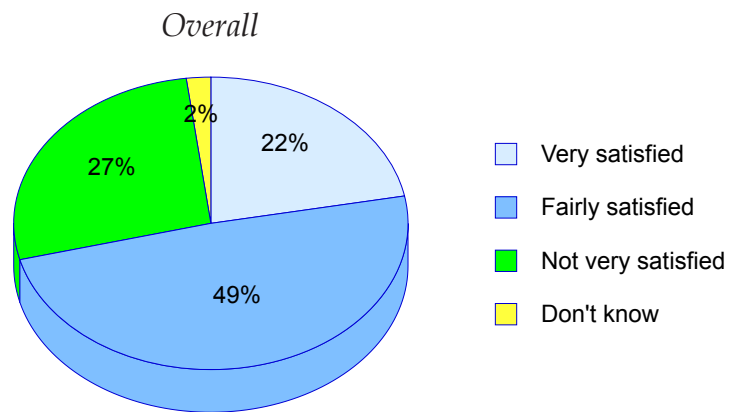
Stormwater Services (excluding flood protection)



\* 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 = 77%  
 Receivers Of Service = 83%

*vii. Availability Of Car Parking In The District*



71% of New Plymouth District residents are satisfied with the availability of car parking in the District (76% in 2013), while 27% are not very satisfied (23% in 2013).

The percent not very satisfied is similar to the Peer Group Average and on par with the National Average reading for parking in the CBD/local town.

Residents more likely to be not very satisfied with the availability of car parking in the District are ...

- women,
- longer term residents, those residing in the District more than 10 years.

## Satisfaction With The Availability Of Car Parking In the District

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<b>Overall</b>					
Total District 2014	22	49	71	27	2
2013 <sup>†</sup>	23	53	76	23	2
2012 <sup>†</sup>	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
<b>Comparison*</b>					
Peer Group (Provincial)	29	41	70	27	3
National Average	24	39	63	31	6
<b>Area</b>					
New Plymouth	22	48	70	28	2
Inglewood	14	61	75	25	-
Clifton	25	45	70	26	4
Kaitake	16	61	77	17	6
Waitara	30	43	73	27	-
<b>Gender</b>					
Male	21	56	77	22	1
Female	23	43	66	30	4
<b>Length of Residence</b>					
Lived there 10 years or less <sup>†</sup>	26	53	79	19	1
Lived there more than 10 years	20	48	68	29	3

% 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

<sup>†</sup> 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 ...

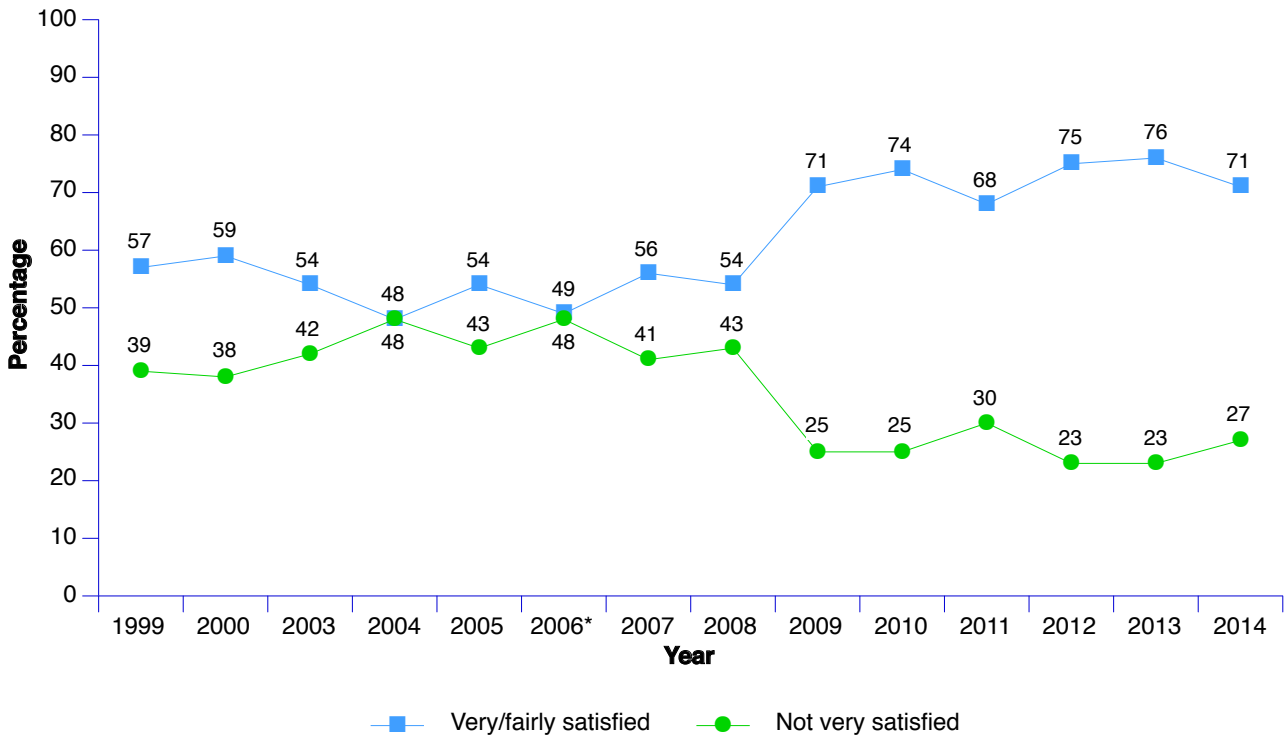
- not enough parking / not enough in city centre / need more,
- parking too expensive / meters too expensive,
- have to pay for parking / meter parking / need more free parking / too many meters,
- don't like new parking meter system.

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

	Total District 2014 %	Area				
		New Plymouth %	Inglewood %	Clifton %	Kaitake %	Waitara %
Percent Who Mention ...						
Not enough parking/ not enough in city centre/need more	<b>9</b>	10	14	5	2	5
Parking too expensive/ meters too expensive	<b>7</b>	7	6	1	8	14
Have to pay for parking / meter parking / need more free parking / too many meters	<b>5</b>	5	11	11	-	4
Don't like new parking meter system	<b>3</b>	3	-	2	5	2

\* multiple responses allowed

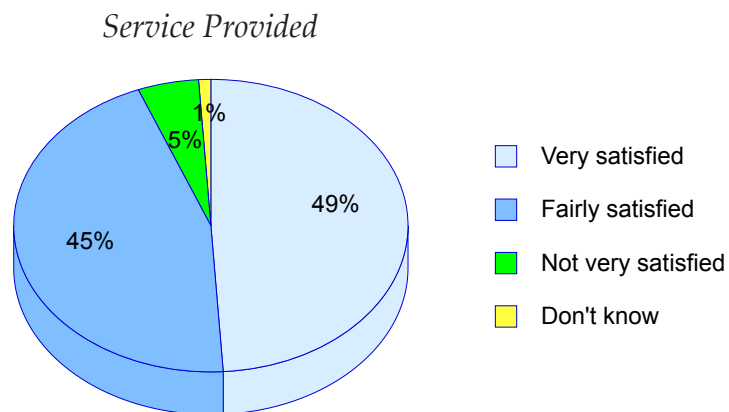
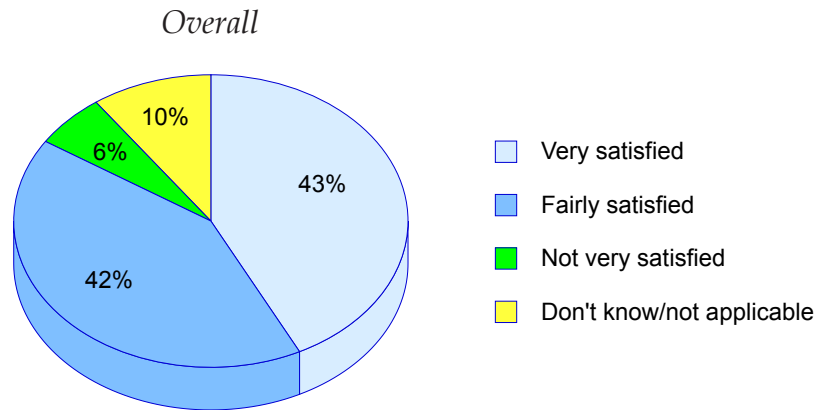
*Availability Of Car Parking In The District*



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

Recommended Satisfaction Measure For Reporting Purposes:  
Total District = 71%

### *viii. Water Supply*



Base = 332

85% of New Plymouth District residents are satisfied with their water supply, with 43% being very satisfied (57% in 2013).

The percent not very satisfied with water supply (6%) is on par with the Peer Group Average, slightly below the National Average and similar to the 2013 reading.

85% of residents are provided with a piped water supply, with 94% of them being satisfied with their water supply and 5% 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.

## Satisfaction With The Water Supply

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<b>Overall</b>					
Total District 2014 <sup>†</sup>	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	49	45	94	5	1
<b>Comparison</b>					
Peer Group (Provincial)	47	29	76	10	14
National Average	47	30	77	11	12
<b>Area</b>					
New Plymouth	48	44	92	6	2
Inglewood <sup>†</sup>	26	32	58	13	30
Clifton	17	32	49	-	51
Kaitake	39	33	72	-	28
Waitara	47	38	85	6	8

% read across

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

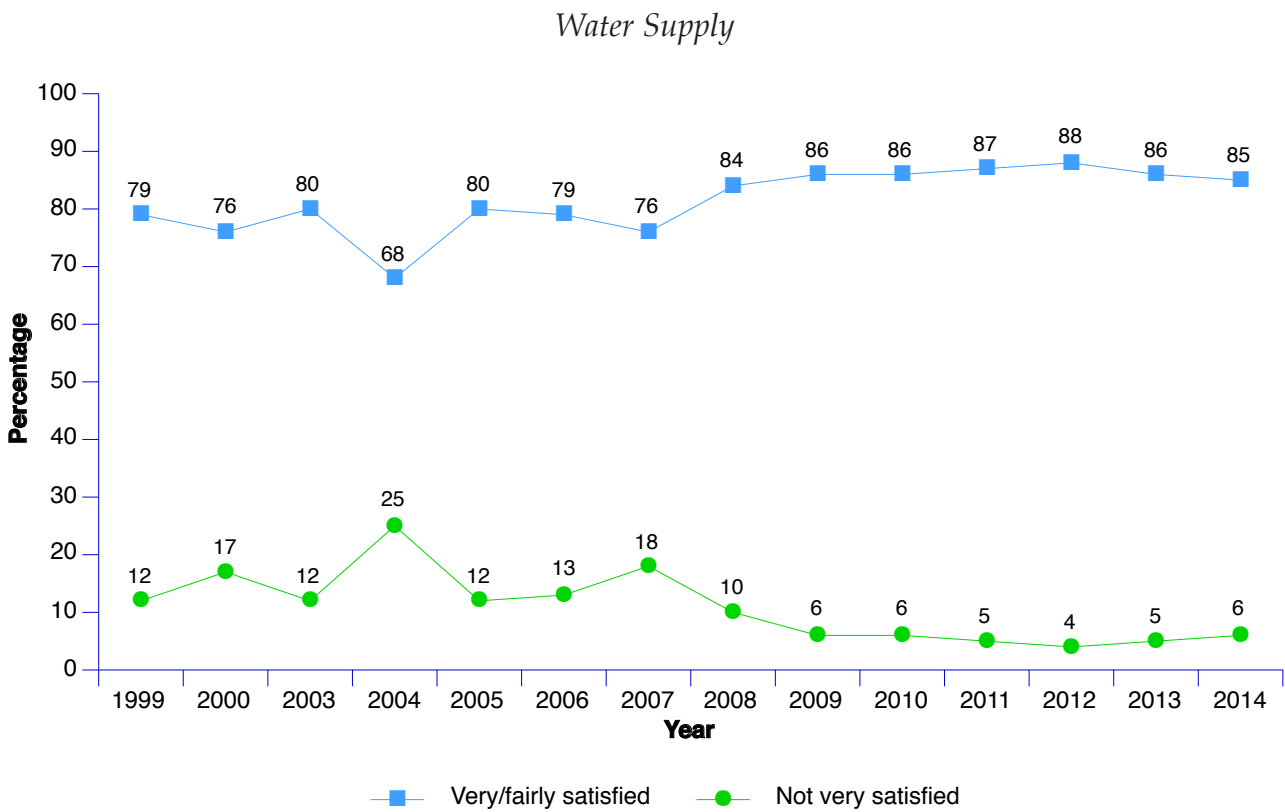




The main reasons\* residents are not very satisfied with New Plymouth District's water supply are ...

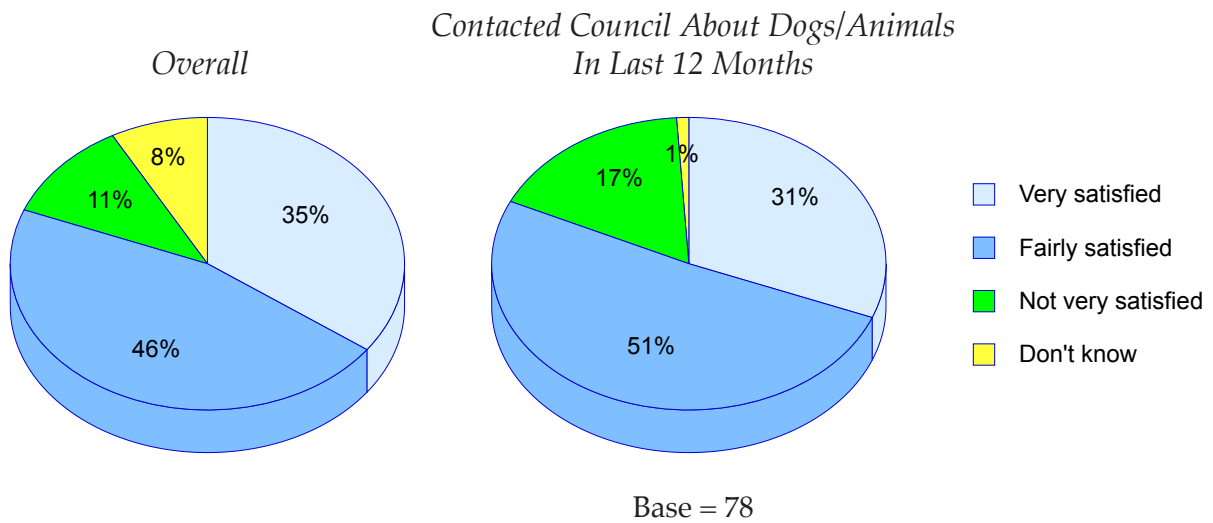
- poor quality of water / discoloured / dirty water, mentioned by 2% of all residents,
- bad taste, 1%,
- no water supply, 1%,
- should have fluoride in the water, 1%,
- low pressure, 1%.

\* multiple responses allowed



**Recommended Satisfaction Measure For Reporting Purposes:**  
 Total District = 85%  
 Receivers Of Service = 94%

*ix. Control Of Animals*



81% of New Plymouth District residents are satisfied with the Council's efforts in controlling animals (85% in 2013), with 35% being very satisfied (49% in 2013).

The percent not very satisfied (11%) is below the Peer Group and National Averages for dog control, and on par with the 2013 reading.

21% of households have contacted Council about dogs and/or other animals in the last 12 months, and of these 82% 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 %
<b>Overall</b>					
Total District 2014	35	46	81	11	8
2013	49	36	85	8	7
2012 <sup>†</sup>	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	31	51	82	17	1
<b>Comparison*</b>					
Peer Group (Provincial)	29	45	74	20	6
National Average	32	44	76	18	6
<b>Area</b>					
New Plymouth	38	46	84	10	6
Inglewood	20	53	73	8	19
Clifton	24	46	70	16	14
Kaitake	36	46	82	6	12
Waitara	34	44	78	17	5

% read across

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

<sup>†</sup> 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,
- need more control/policing/enforcement/be stricter,
- complaints not dealt with well/nothing has been done,
- dogs barking.

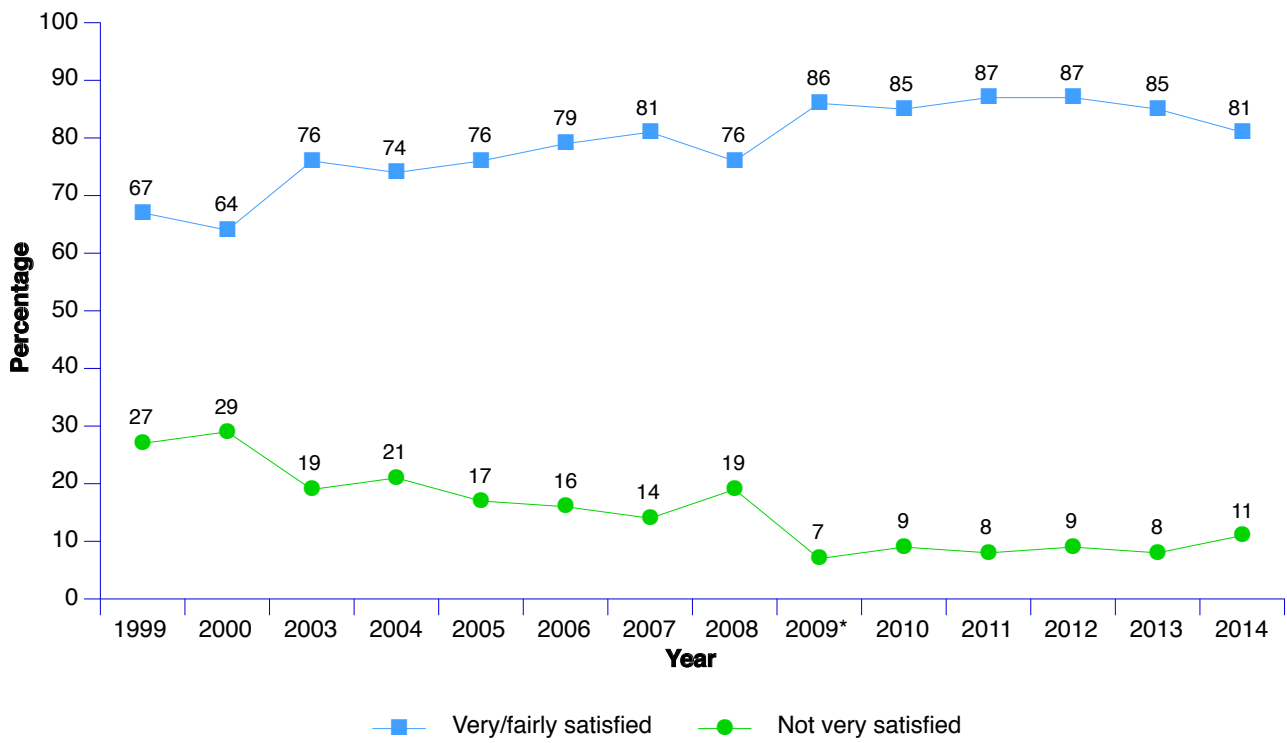
### Summary Table:

#### Main Reasons\* For Being Not Very Satisfied With The Control Of Animals

	Total District 2014 %	Area				
		New Plymouth %	Inglewood %	Clifton %	Kaitake %	Waitara %
<b>Percent Who Mention ...</b>						
Too many roaming/uncontrolled dogs/dogs off leashes	<b>4</b>	4	-	3	-	7
Need more control/policing/enforcement/be stricter	<b>3</b>	2	4	6	-	12
Complaints not dealt with well/nothing has been done	<b>2</b>	2	4	6	-	-
Dogs barking	<b>2</b>	1	2	-	-	6

\* multiple responses allowed

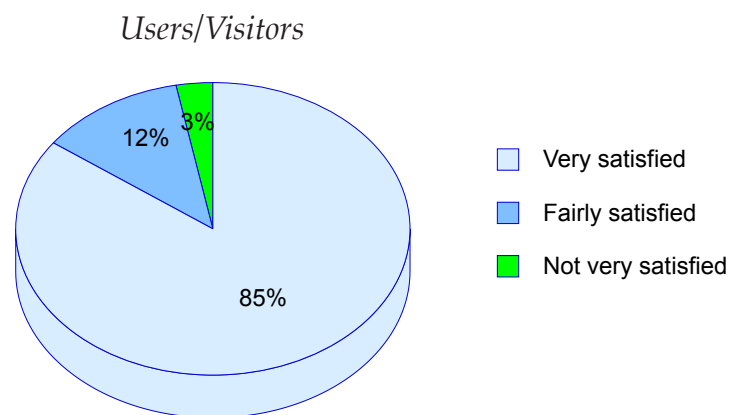
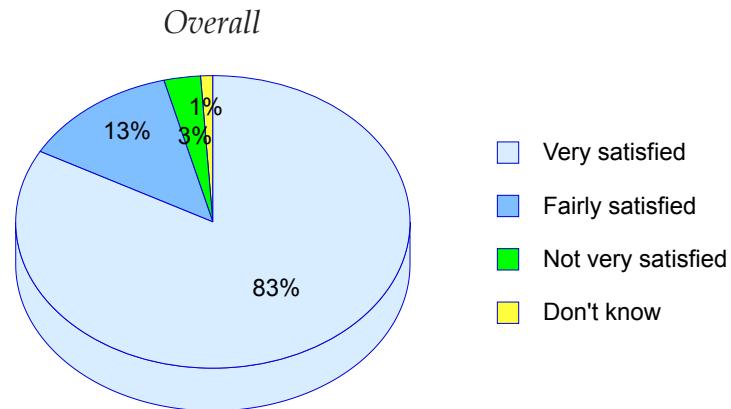
*Control Of Animals*



\* readings prior to 2009 relate to ratings for dog control

Recommended Satisfaction Measure For Reporting Purposes:  
 Total District = 81%  
 Contacted Council = 82%

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



Base = 369

96% of New Plymouth District residents are satisfied with the quality of parks and reserves, including The Coastal Walkway and Pukekura Park, with 83% being very satisfied. These readings are similar to last year's results.

The percent not very satisfied (3%) is similar to the Peer Group and National Averages for parks and reserves, and the 2013 reading.

94% of households have used / visited parks or reserves, including The Coastal Walkway and Pukekura Park, in the last 12 months, with 97% 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 %
<b>Overall</b>					
Total District 2014	83	13	96	3	1
2013	83	13	96	3	1
2012 <sup>††</sup>	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 <sup>**</sup>	66	29	95	4	1
2004 <sup>◇</sup>	68	24	92	5	3
2003 <sup>*</sup>	70	25	95	4	1
2000 <sup>†</sup>	57	34	91	8	1
1999 <sup>†</sup>	68	25	93	5	2
Users/Visitors	85	12	97	3	-
<b>Comparison*</b>					
Peer Group (Provincial)	60	33	93	4	3
National Average	60	36	96	2	2
<b>Area</b>					
New Plymouth <sup>††</sup>	84	12	96	3	1
Inglewood	83	10	93	5	2
Clifton	73	27	100	-	-
Kaitake	84	14	98	-	2
Waitara <sup>††</sup>	74	17	91	9	-

% read across

<sup>†</sup> 1999/2000 readings refer to ratings for parks, reserves and recreation areas

<sup>\*</sup> 2003 readings and Peer Group and National Averages refer to ratings for parks and reserves

<sup>◇</sup> 2004 readings refer to ratings for parks, reserves and recreation services

<sup>\*\*</sup> 2005 readings refer to ratings for the availability and maintenance of parks, gardens, reserves and public open spaces

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

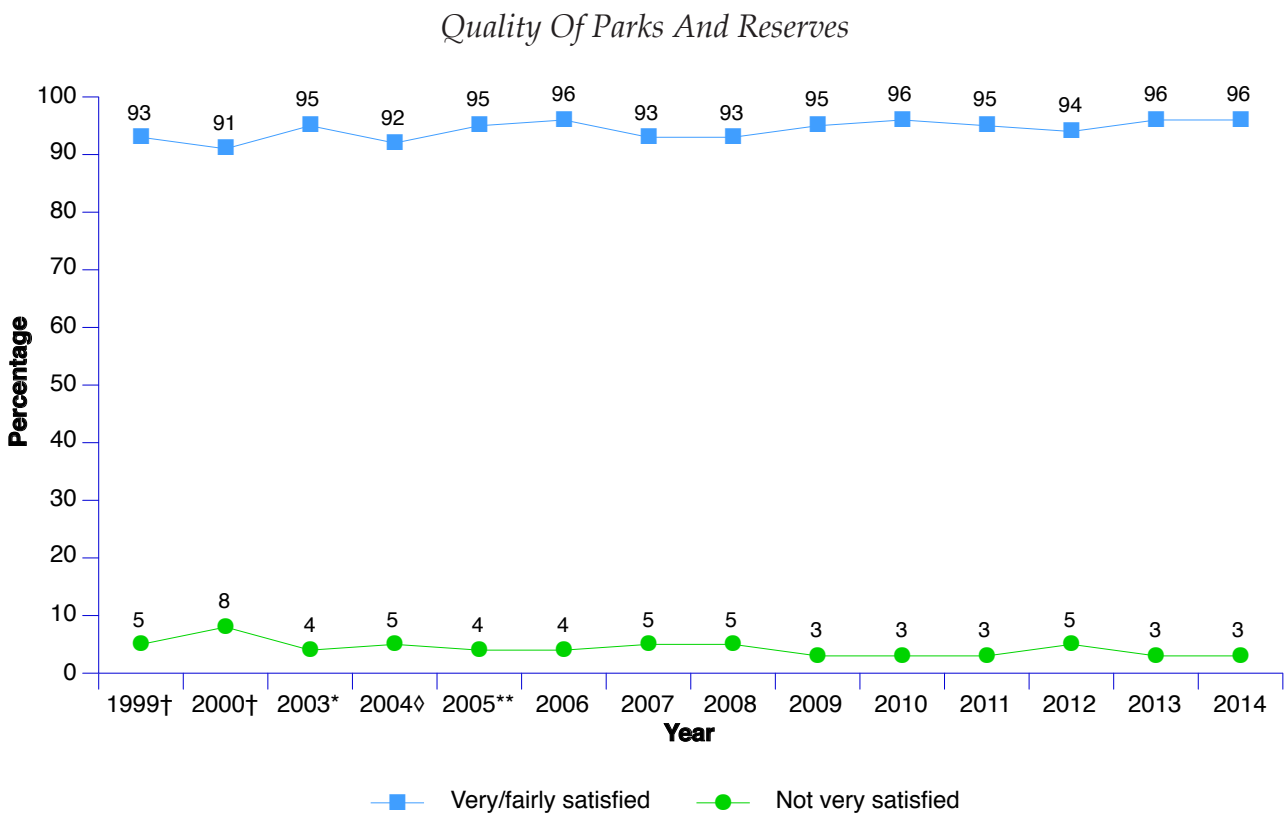




The main reasons\* residents are not very satisfied with quality of parks and reserves, including The Coastal Walkway and Pukekura Park are ...

- need improvements/not as good as they used to be, mentioned by 2% of all residents,
- untidy/lack of maintenance/need a tidy up, 1%.

\* multiple responses allowed



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

\* 2003 readings refer to ratings for parks and reserves

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

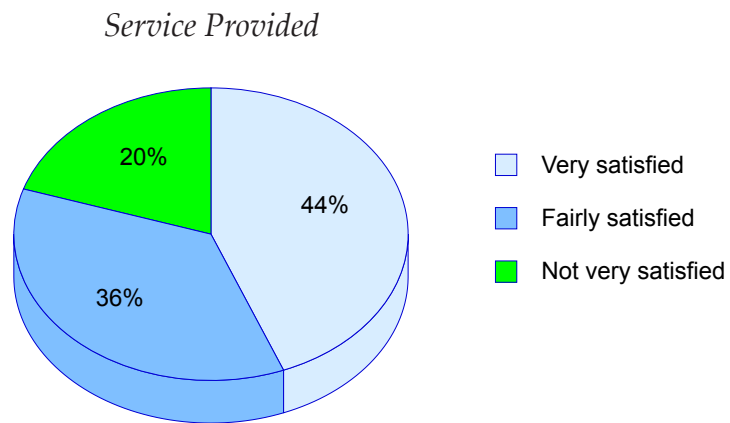
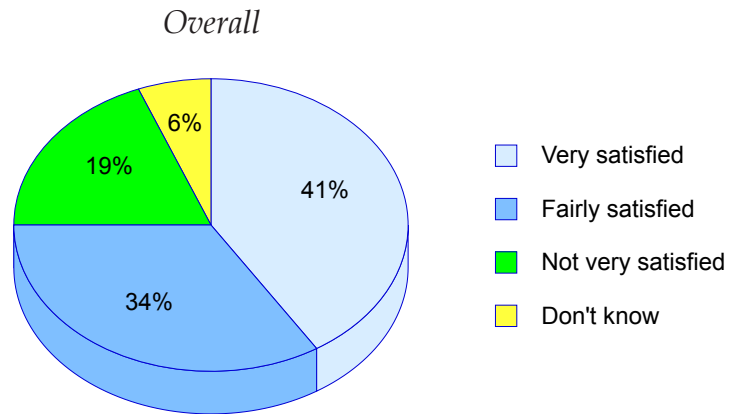
\*\* 2005 readings refer to ratings for the availability and maintenance of parks, gardens, reserves and public open spaces

Recommended Satisfaction Measure For Reporting Purposes:

Total District = 96%

Users/Visitors = 97%

### *xi. Rubbish Collection And Disposal*



Base = 353

75% of New Plymouth District residents are satisfied with rubbish collection and disposal (80% in 2013), with 41% being very satisfied (53% in 2013). 19% are not very satisfied (14% in 2013).

The percent not very satisfied with this service is slightly above the **averaged** Peer Group reading and above the **averaged** National Average for rubbish collection and refuse disposal.

90% of residents are provided with a regular rubbish collection, with 80% of these residents being satisfied with rubbish collection and disposal (86% in 2013).

Clifton and Kaitake Area residents are **less likely** to be not very satisfied with rubbish collection and disposal, than other Area residents.

## Satisfaction With Rubbish Collection And Disposal

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<b>Overall</b>					
Total District 2014	41	34	75	19	6
2013 <sup>†</sup>	53	27	80	14	5
2012 <sup>†</sup>	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	44	36	80	20	-
<b>Comparison**</b>					
Peer Group (Provincial)	41	31	72	14	14
National Average	40	33	73	11	16
<b>Area</b>					
New Plymouth	44	35	79	21	-
Inglewood <sup>†</sup>	38	28	66	23	10
Clifton	24	30	54	5	41
Kaitake	44	41	85	4	11
Waitara	27	27	54	30	16

% read across

\* 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** refuse disposal as these were asked separately in the 2012 National Communitrak Survey

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

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

- need bins for recycling/ plastic bags not satisfactory,
- improve recycling/ promote recycling,
- cost of rubbish collection/ disposal/ dump charges too high/ recycling charges,
- need bins for rubbish/ better than bags/ one bag not enough,
- no recycling.

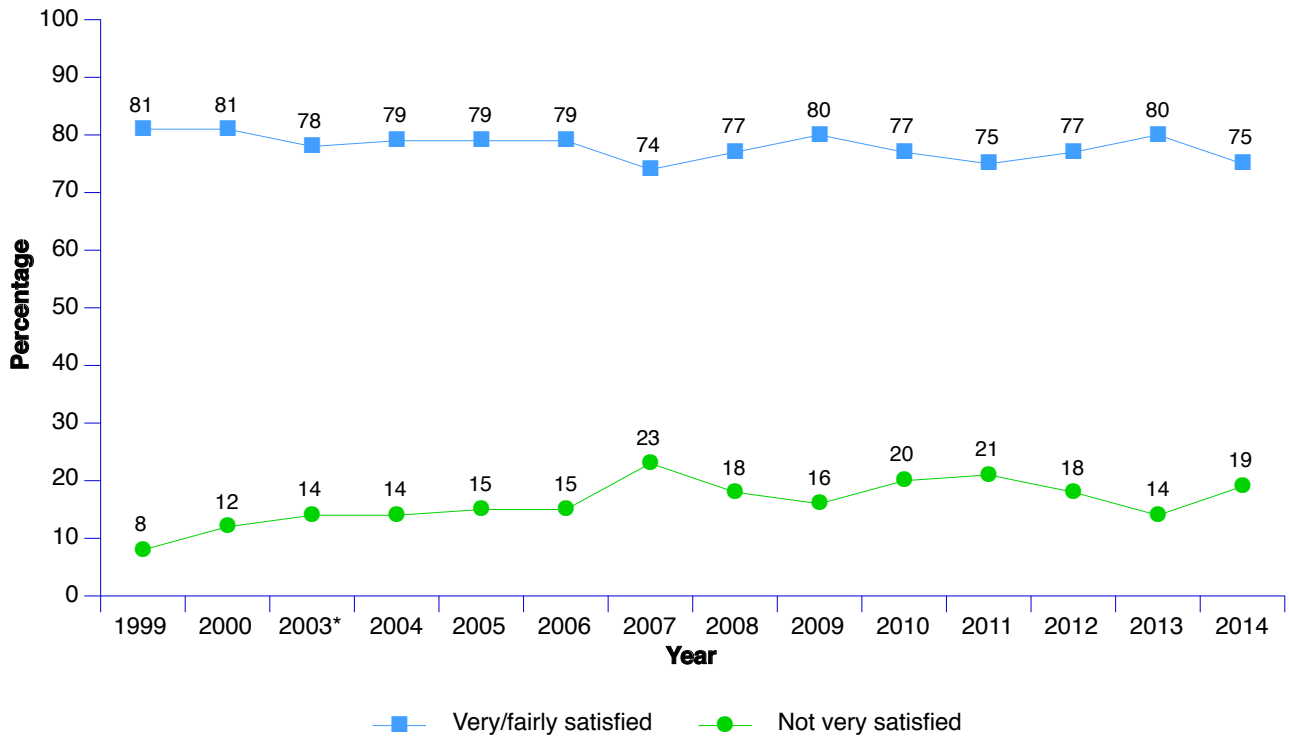
### Summary Table:

#### Main Reasons\* For Being Not Very Satisfied With Rubbish Collection And Disposal

	Total District 2014 %	Area				
		New Plymouth %	Inglewood %	Clifton %	Kaitake %	Waitara %
<b>Percent Who Mention ...</b>						
Need bins for recycling/ plastic bags not satisfactory	<b>6</b>	8	-	-	-	8
Improve recycling/ promote recycling	<b>5</b>	6	6	-	-	-
Cost of rubbish collection/ disposal/ dump charges too high/ recycling charges	<b>4</b>	4	4	1	-	10
Need bins for rubbish/ better than bags/ one bag not enough	<b>2</b>	2	-	-	-	4
No recycling	<b>2</b>	2	4	-	-	2

\* multiple responses allowed

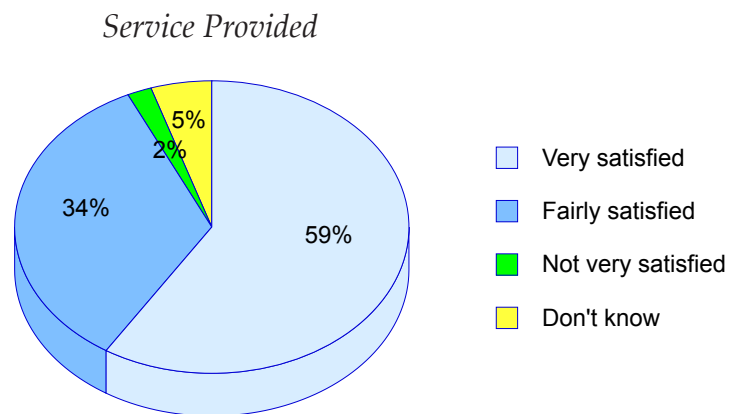
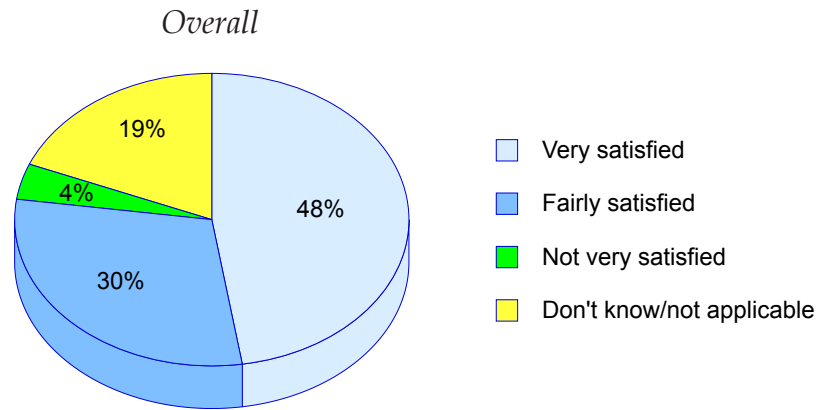
*Rubbish Collection And Disposal*



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

Recommended Satisfaction Measure For Reporting Purposes:  
 Total District = 75%  
 Receivers Of Service = 80%

## xii. Sewerage System



Base = 295

78% of residents are satisfied with New Plymouth District's sewerage system, including 48% who are very satisfied (53% in 2013). 4% are not very satisfied with this service and 19% are unable to comment (16% in 2013).

The percent not very satisfied is on par with the Peer Group Average, slightly below the National Average and similar to the 2013 result.

79% of residents are provided with a sewerage system, with 93% 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 %
<b>Overall</b>					
Total District 2014 <sup>†</sup>	48	30	78	4	19
2013	53	27	80	4	16
2012	48	33	81	3	16
2011 <sup>†</sup>	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	59	34	93	2	5
<b>Comparison</b>					
Peer Group (Provincial)	44	30	74	8	18
National Average	45	30	75	9	16
<b>Area</b>					
New Plymouth	56	32	88	3	9
Inglewood	29	29	58	-	42
Clifton <sup>†</sup>	5	17	22	2	77
Kaitake <sup>†</sup>	39	18	57	6	38
Waitara	43	26	69	11	20

% read across

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

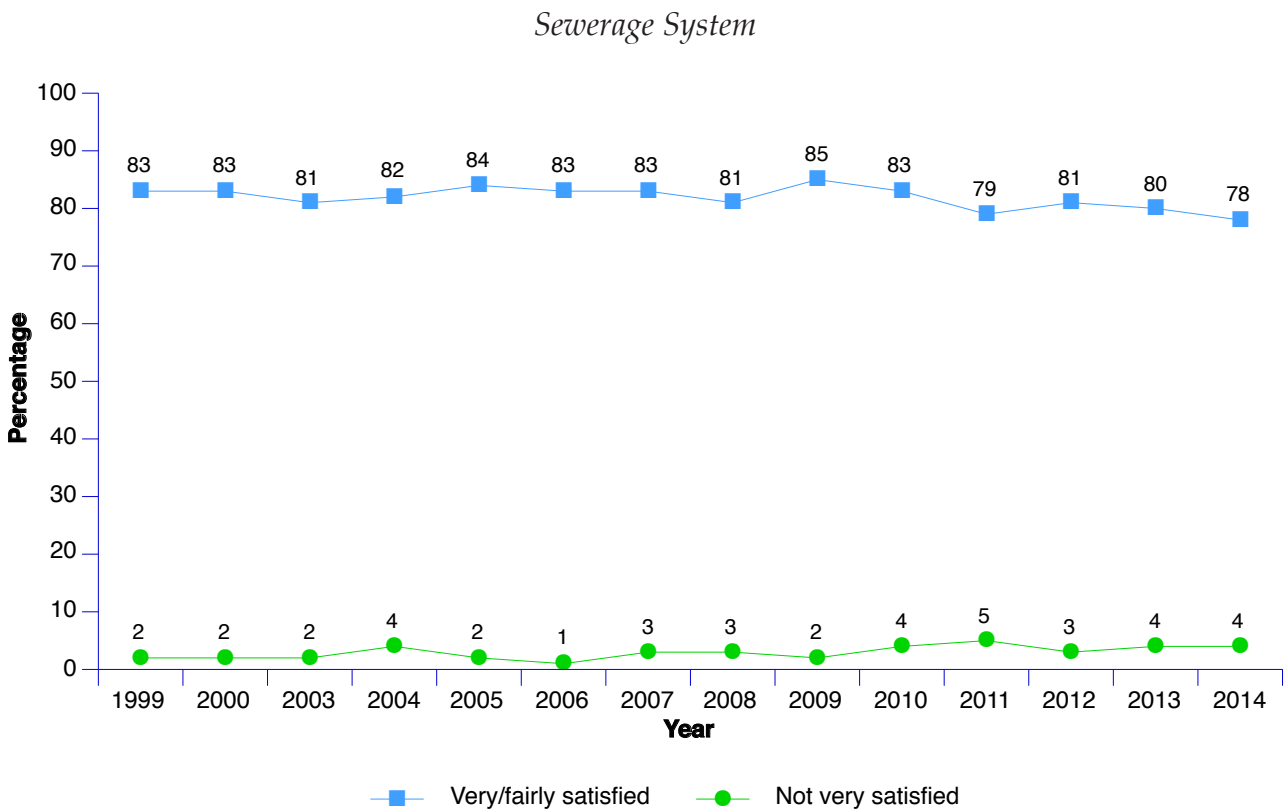




The main reasons\* residents who say they are not very satisfied with the District's sewerage system are ...

- no sewerage here/on septic tank, mentioned by 1% of all residents,
- needs an upgrade/improving, 1%,
- sewerage problems/smell, 1%,
- sewerage discharge/leakages, 1%.

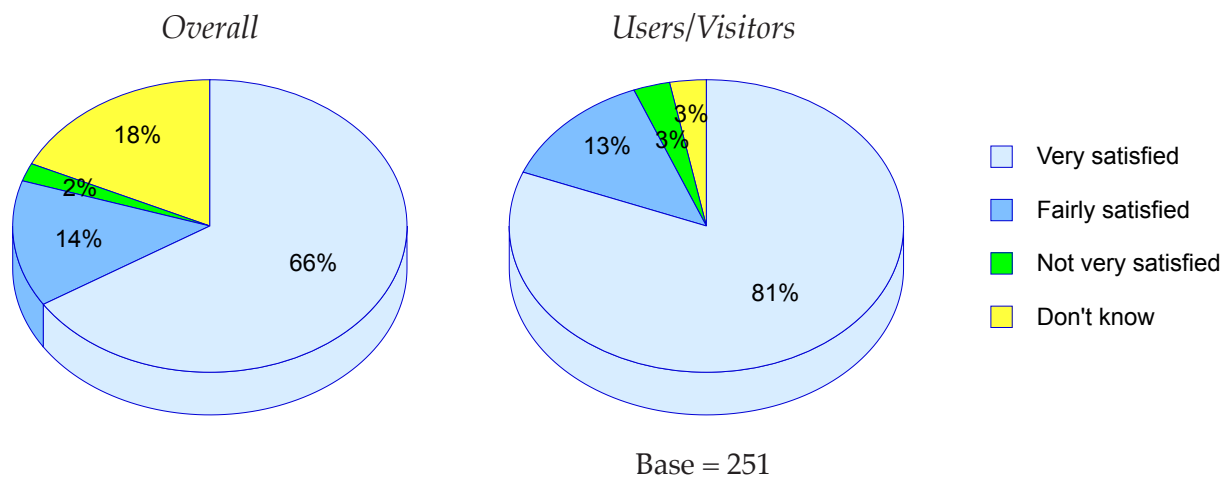
\* multiple responses allowed



Recommended Satisfaction Measure For Reporting Purposes:

Total District	=	78%
Receivers Of Service	=	93%

### *xiii. Library At Puke Ariki*



80% of New Plymouth residents are satisfied with the library at Puke Ariki (85% in 2013), including 66% who are very satisfied (71% in 2013). 2% of residents are not very satisfied and 18% are unable to comment (14% in 2013).

The percent not very satisfied is similar to the Peer Group and National Averages for libraries and the 2013 reading.

68% of households have used or visited the library at Puke Ariki in the last 12 months (72% in 2013). Of these, 94% 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 library at Puke Ariki.

## Satisfaction With The Library At Puke Ariki

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<b>Overall</b>					
Total District 2014	66	14	80	2	18
2013 <sup>†</sup>	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	13	94	3	3
<b>Comparison**</b>					
Peer Group (Provincial)	70	19	89	2	9
National Average	64	23	87	3	10
<b>Area</b>					
New Plymouth	72	14	86	3	11
Inglewood <sup>†</sup>	47	27	74	-	26
Clifton	39	10	49	-	51
Kaitake	75	12	87	2	11
Waitara	38	13	51	2	47

% read across

\* readings prior to 2004 refer to community libraries

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

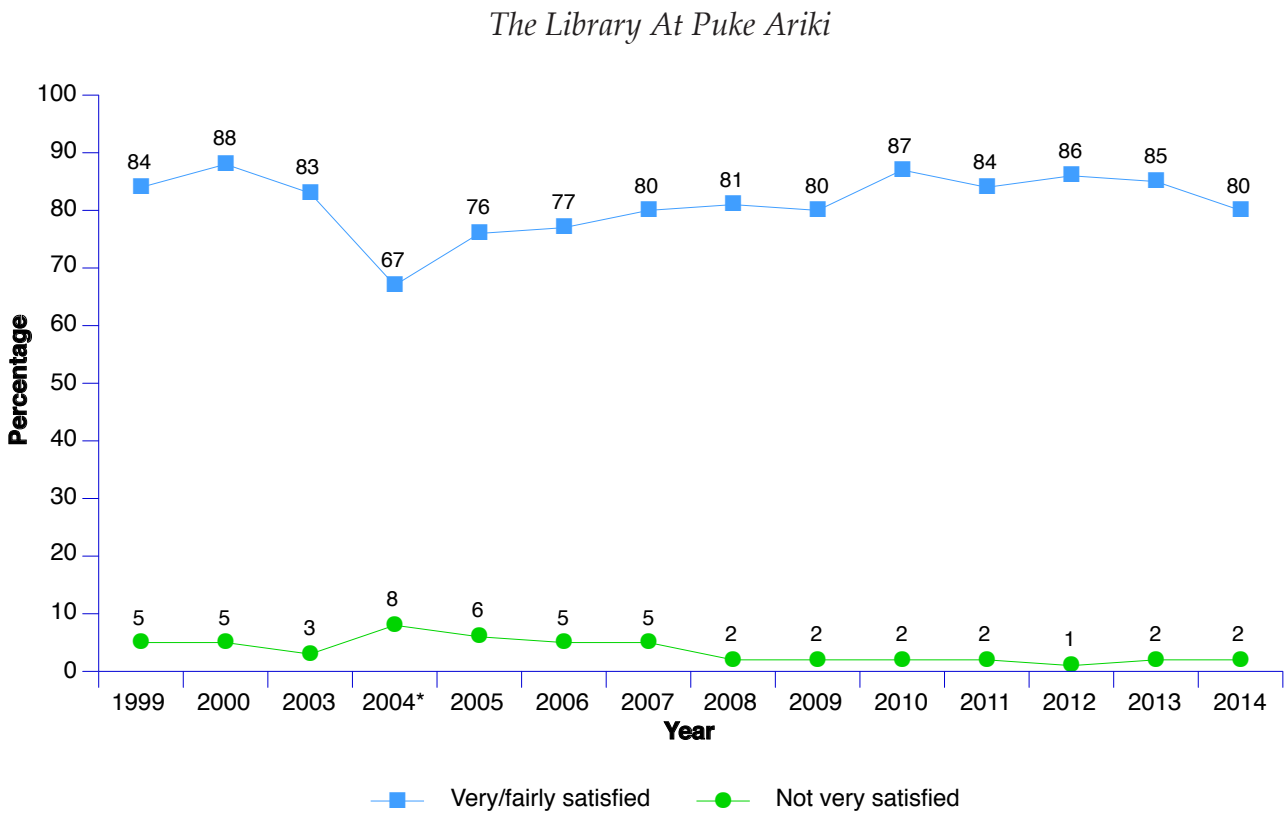
<sup>†</sup> does not add to 100% due to rounding



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

- lack of parking/no drive-by for book drop off, mentioned by 1% of all residents,
- need more books/better selection, 1%.

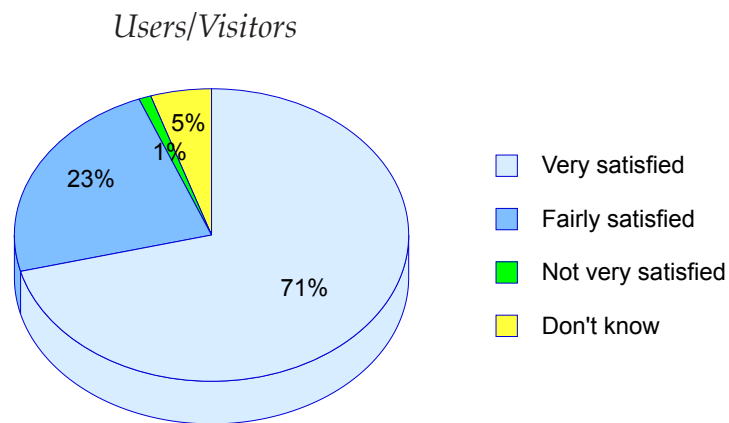
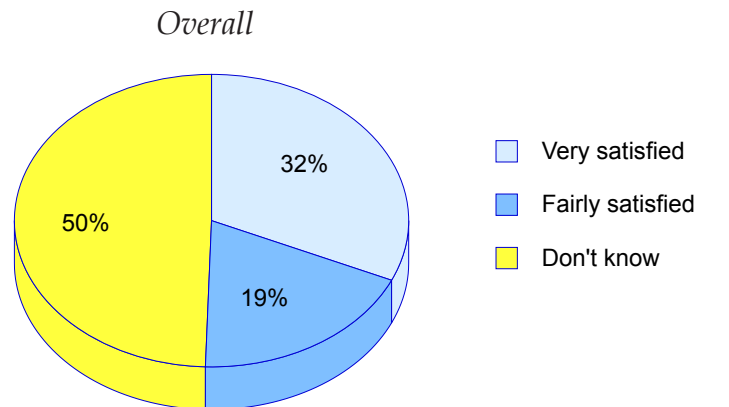
\* multiple responses allowed



\* readings prior to 2004 refer to community libraries

Recommended Satisfaction Measure For Reporting Purposes:  
 Total District = 80%  
 Users/Visitors = 94%

*xiv. Community Libraries, Other Than The Puke Ariki Library*



Base = 144

51% of New Plymouth District residents are satisfied with the District's community libraries, excluding Puke Ariki library (55% in 2013), with 32% being very satisfied (39% in 2013).

A significant percentage (50%) are unable to comment. This is probably due to only 32% 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%) is similar to the Peer Group Average and on par with the National Average readings for libraries, and similar to the 2013 reading.

Of those who have used or visited a community library in the last 12 months, 94% are satisfied.

### Satisfaction With Community Libraries, Other Than The Puke Ariki Library

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<b>Overall</b>					
Total District 2014 <sup>†</sup>	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	71	23	94	1	5
<b>Comparison**</b>					
Peer Group (Provincial)	70	19	89	2	9
National Average	64	23	87	3	10
<b>Area</b>					
New Plymouth	23	19	42	-	58
Inglewood	63	19	82	-	18
Clifton	50	17	67	-	33
Kaitake	47	20	67	2	31
Waitara	54	14	68	-	32

% read across

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

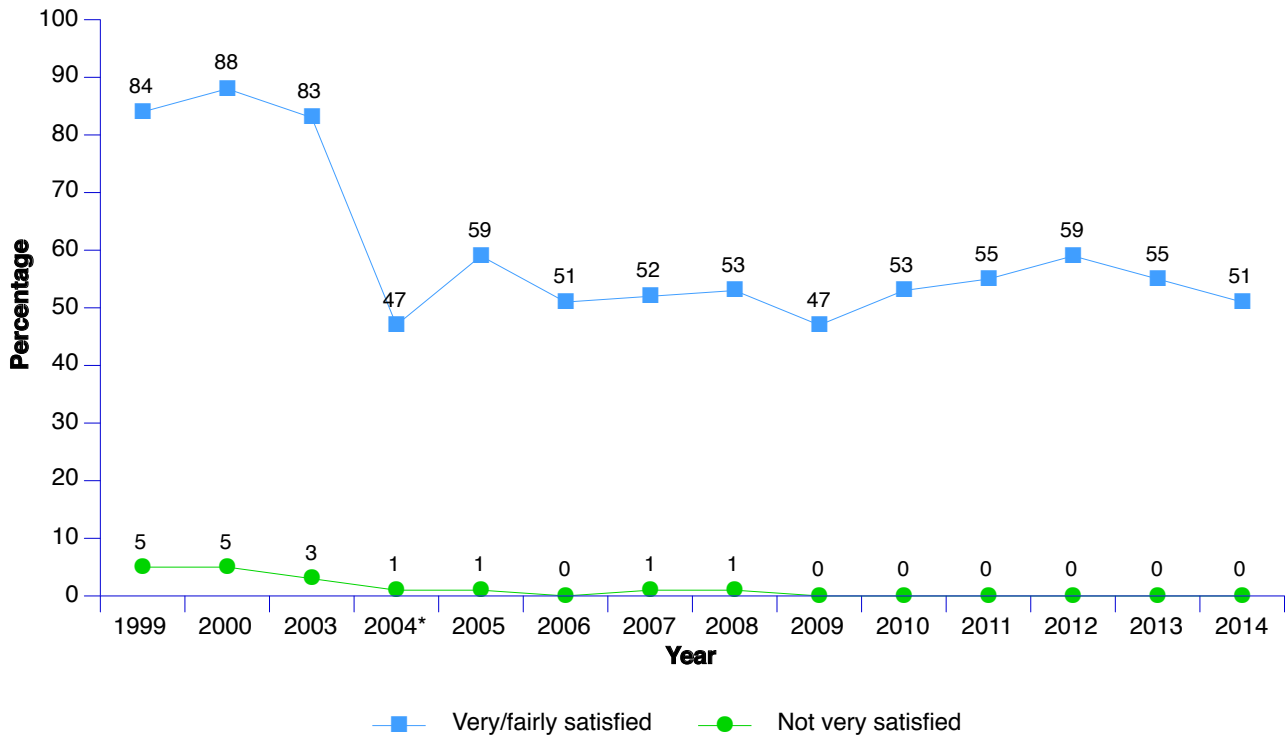
\*\* Peer Group and National Averages refer to readings for libraries in general

† does not add to 100% due to rounding





Community Libraries

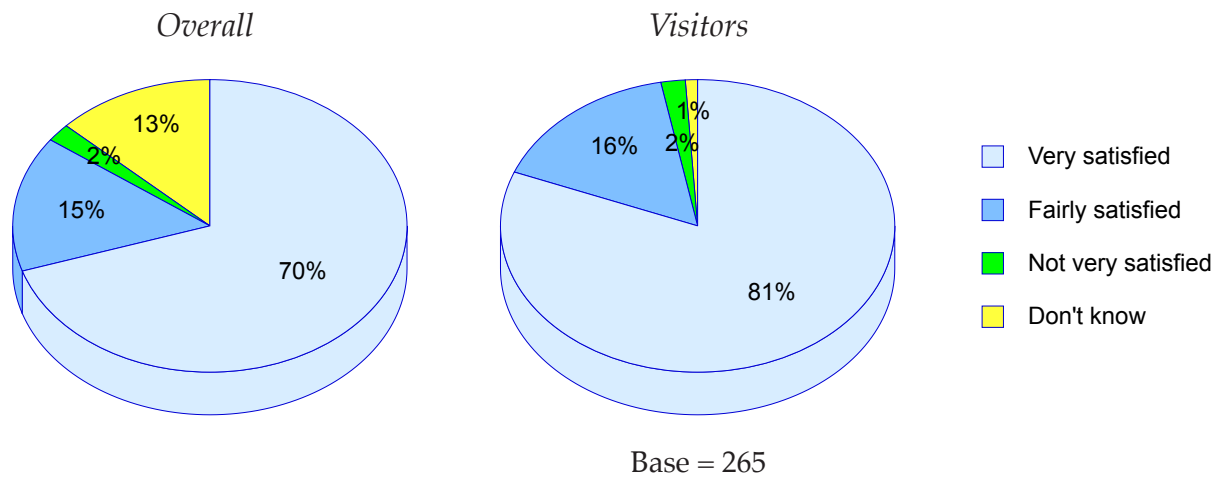


\* readings prior to 2004 refer to community libraries, **including** Puke Ariki library

The reason one resident (0.2%) is not very satisfied fully transcribed in the Verbatim Report (multiple responses allowed).

Recommended Satisfaction Measure For Reporting Purposes:  
 Total District = 51%  
 Users/Visitors = 94%

*xv. The Museum At Puke Ariki*



85% of residents are satisfied with the Museum at Puke Ariki (88% in 2013), including 70% who are very satisfied. 2% are not very satisfied and 13% are unable to comment (10% in 2013).

The percent not very satisfied (2%) is similar to the Peer Group and National Averages and the 2013 reading.

70% of households have visited the Museum at Puke Ariki in the last 12 months. Of these, 97% are satisfied and 2% 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 %
<b>Overall</b>					
Total District 2014	70	15	85	2	13
2013	69	19	88	2	10
2012 <sup>†</sup>	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	81	16	97	2	1
<b>Comparison</b>					
Peer Group (Provincial)	42	22	64	3	33
National Average	50	22	72	3	25
<b>Area</b>					
New Plymouth <sup>†</sup>	77	13	90	2	7
Inglewood	55	27	82	2	16
Clifton	38	14	52	-	48
Kaitake	71	18	89	4	7
Waitara <sup>†</sup>	46	18	64	-	35

% read across

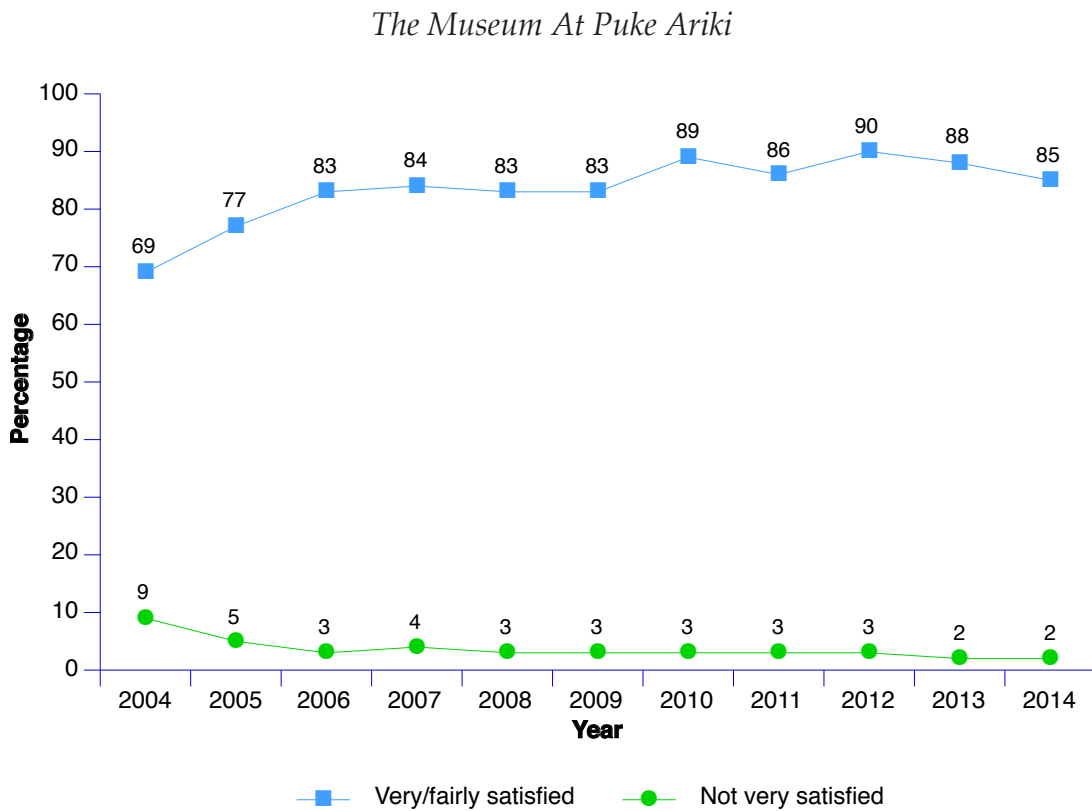
<sup>†</sup> does not add to 100% due to rounding



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

- poor displays/boring/uninteresting, mentioned by 1% of all residents,
- big empty space/needs more displays, 1%.

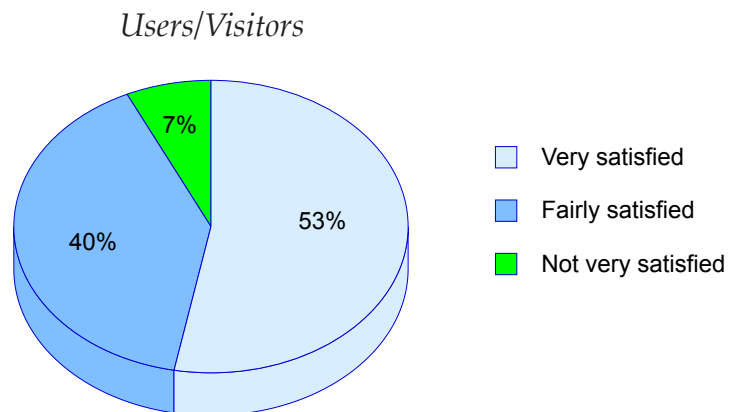
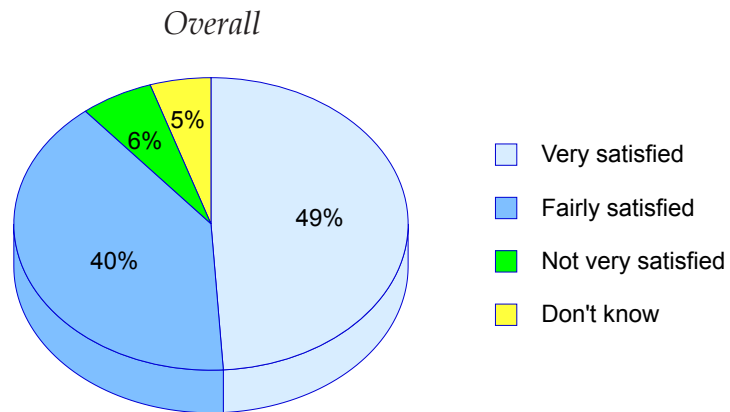
\* multiple responses allowed



Recommended Satisfaction Measure For Reporting Purposes:

Total District = 85%

Visitors = 97%

*xvi. The Airport*

Base = 345

89% of New Plymouth residents are satisfied with the airport, including 49% who are very satisfied, while 6% are not very satisfied.

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

88% 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 93% are satisfied 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 airport.

## Satisfaction With The Airport

	Very Satisfied %	Fairly Satisfied %	<b>Very/Fairly Satisfied</b> %	Not Very Satisfied %	Don't Know %
<b>Overall</b>					
Total District 2014*	49	40	<b>89</b>	6	5
Users/Visitors	53	40	<b>93</b>	7	-
<b>Area</b>					
New Plymouth	49	39	<b>88</b>	7	5
Inglewood	39	51	<b>90</b>	8	2
Clifton†	38	44	<b>82</b>	2	15
Kaitake	62	32	<b>94</b>	6	-
Waitara	55	35	<b>90</b>	-	10

% 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 ...

- too small, mentioned by 3% of all residents,
- terminal unattractive / needs updating, 2%,
- extend runway / bigger planes / international flights, 2%,
- lack parking, 1%.

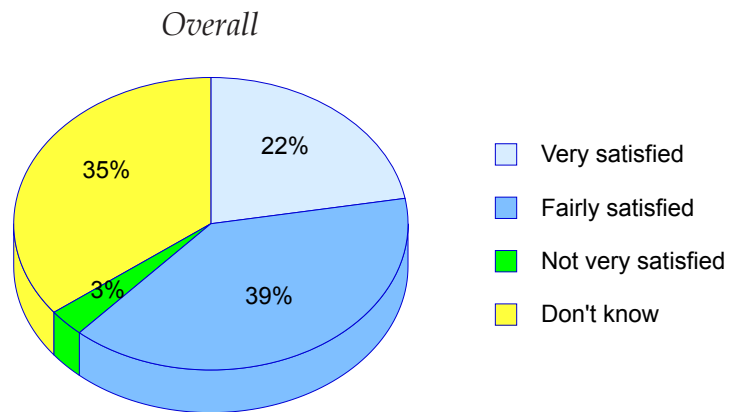
\* multiple responses allowed

Recommended Satisfaction Measure For Reporting Purposes:

Total District = 89%

Users/Visitors = 93%

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



61% of residents are satisfied with the assistance Council gives to the community (68% in 2013), while 3% are not very satisfied. 35% are unable to comment (26% in 2013).

The percent not very satisfied is slightly below 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 with community assistance.

### Satisfaction With Assistance Council Gives To The Community

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<b>Overall</b>					
Total District 2014 <sup>†</sup>	22	39	<b>61</b>	3	35
2013	32	36	<b>68</b>	6	26
2012	26	41	<b>67</b>	4	29
2011	26	46	<b>72</b>	4	24
2010	28	41	<b>69</b>	5	26
2009	37	31	<b>68</b>	3	29
2008	23	44	<b>67</b>	5	28
2007	29	43	<b>72</b>	3	25
2006	30	40	<b>70</b>	4	26
2005	29	42	<b>71</b>	5	24
2004	29	37	<b>66</b>	6	28
<b>Comparison</b>					
Peer Group (Provincial) <sup>†</sup>	20	39	<b>59</b>	8	34
National Average	19	43	<b>62</b>	9	29
<b>Area</b>					
New Plymouth	23	37	<b>60</b>	2	38
Inglewood	23	55	<b>78</b>	6	16
Clifton	13	43	<b>56</b>	6	38
Kaitake	28	42	<b>70</b>	4	26
Waitara	20	36	<b>56</b>	8	36

% read across

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

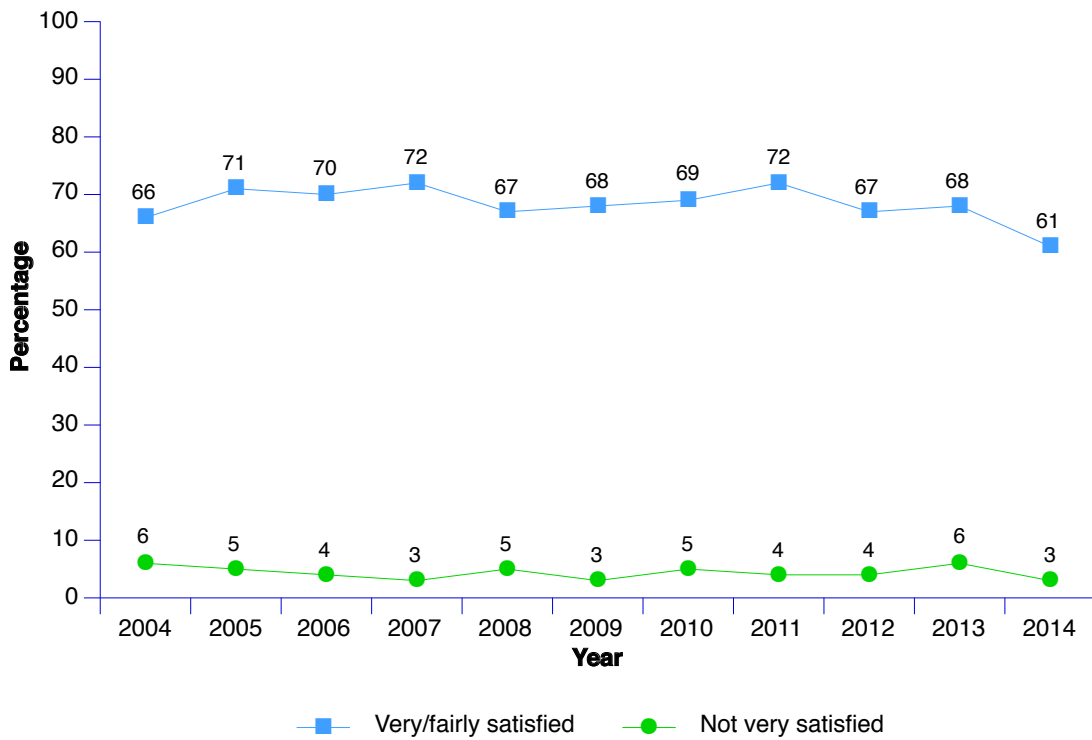


The main reasons\* residents are not very satisfied with community assistance are ...

- need more information/transparency, mentioned by 1% of all residents,
- none given/could give more funding/support/could do better, 1%.

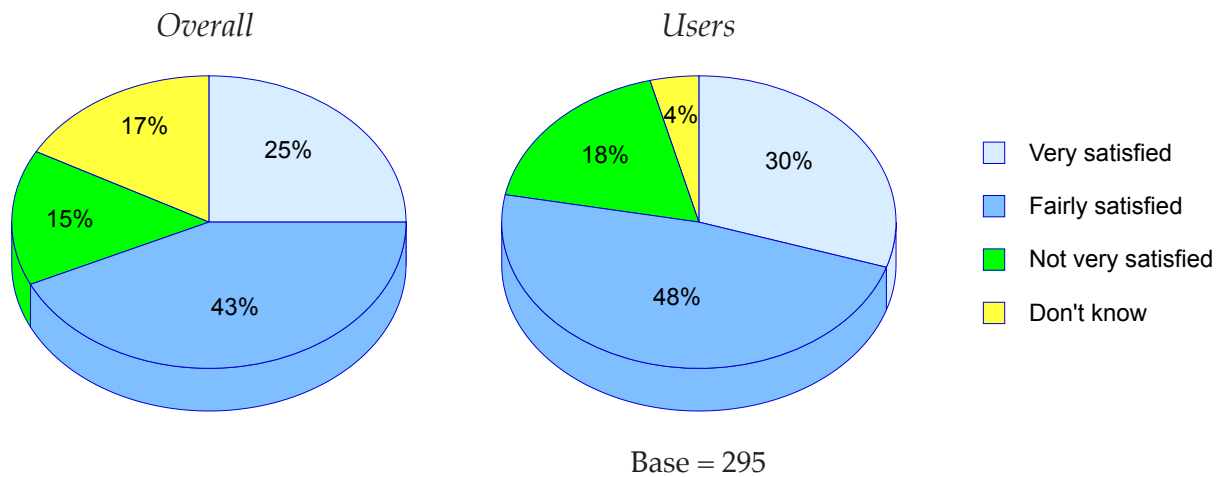
\* multiple responses allowed

*Assistance Council Gives To The Community*



Recommended Satisfaction Measure For Reporting Purposes:  
Total District = 61%

### xviii. Quality Of Public Toilets



68% of New Plymouth residents are satisfied with the quality of the District's toilets, while 15% are not very satisfied. 17% are unable to comment. These readings are similar to the 2013 results.

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

77% of households have used a public toilet in the last 12 months. Of these, 78% are satisfied and 18% 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 public toilets.

### Satisfaction With The Quality Of Public Toilets

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<b>Overall</b>					
Total District 2014	25	43	68	15	17
2013	25	44	69	16	15
2012 <sup>†</sup>	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	30	48	78	18	4
<b>Comparison*</b>					
Peer Group (Provincial)	25	44	69	18	13
National Average	23	46	69	18	13
<b>Area</b>					
New Plymouth	26	43	69	14	17
Inglewood	25	53	78	12	10
Clifton	16	40	56	27	17
Kaitake	34	43	77	12	11
Waitara	21	36	57	23	20

% read across

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

<sup>†</sup> 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 toilets / 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

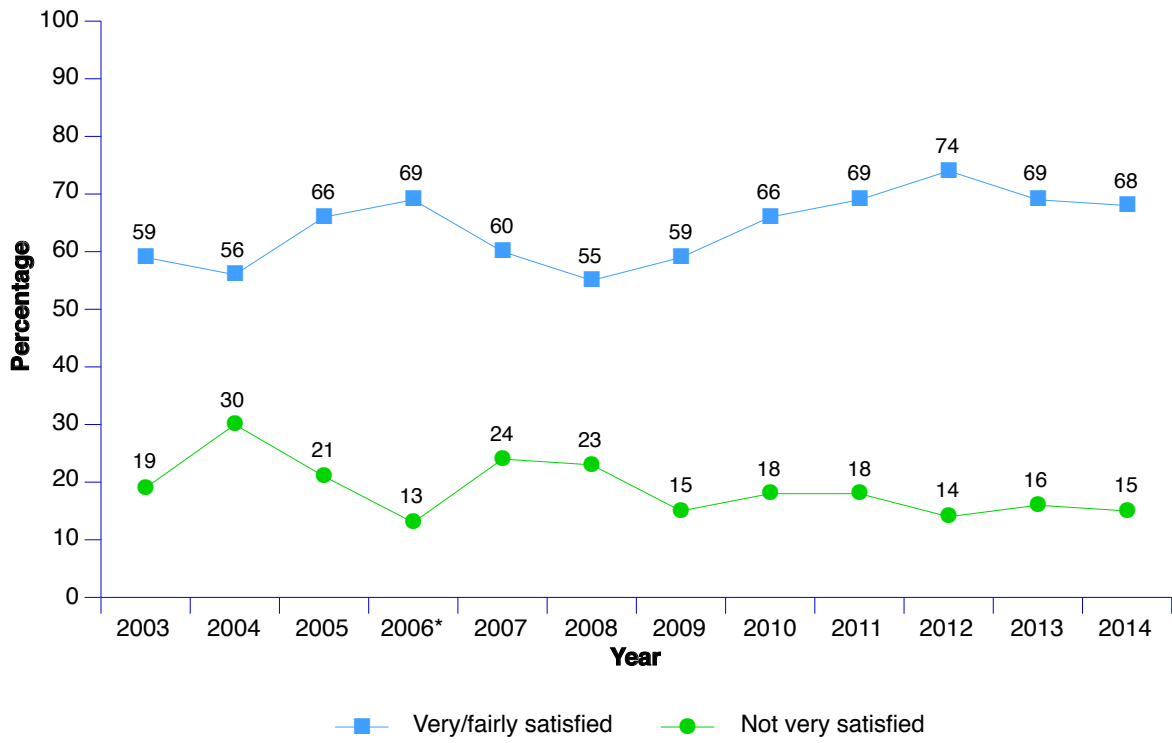
	Total District 2014 %	Area				
		New Plymouth %	Inglewood %	Clifton %	Kaitake %	Waitara %
Percent Who Mention ...						
Dirty / disgusting / smelly toilets / need cleaning	9	9	5	8	10	6
In poor condition / need upgrading / improving / better upkeep	4	3	6	14	4	-
No toilets / not enough toilets / need more	4	3	4	10	2	17

\* multiple responses allowed

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



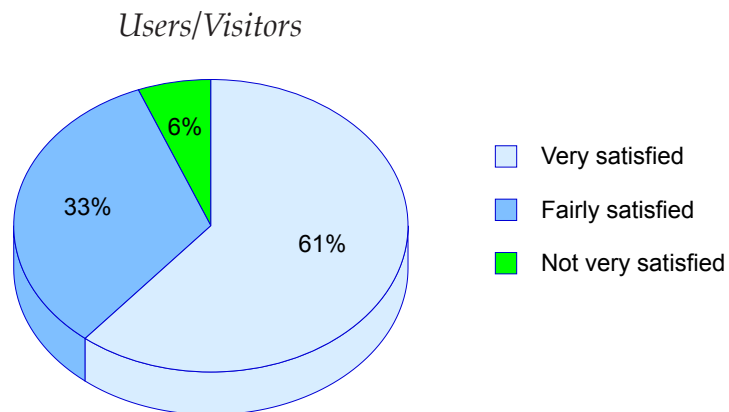
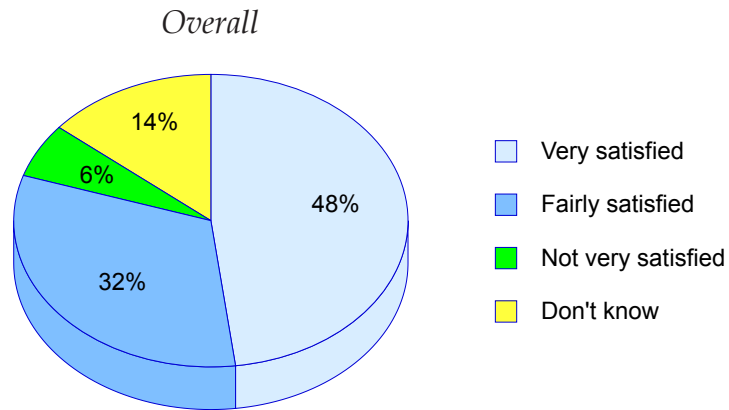
*Quality Of Public Toilets*



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

Recommended Satisfaction Measure For Reporting Purposes:  
 Total District = 68%  
 Users = 78%

### *xix. Public Swimming Pools*



Base = 198

80% of New Plymouth residents are satisfied with the District's public swimming pools (84% in 2013), including 48% who are very satisfied (56% in 2013). 6% are not very satisfied and 14% are unable to comment (11% in 2013).

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

58% of households have used or visited a public swimming pool in the last 12 months. Of these users/visitors, 94% are satisfied and 6% 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 public swimming pools.

## Satisfaction With Public Swimming Pools

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<b>Overall</b>					
Total District 2014	48	32	<b>80</b>	6	14
2013 <sup>†</sup>	56	28	<b>84</b>	4	11
2012 <sup>†</sup>	53	31	<b>84</b>	4	13
2011	49	32	<b>81</b>	6	13
2010	57	30	<b>87</b>	3	10
2009	54	23	<b>77</b>	2	21
2008	44	37	<b>81</b>	5	14
2007	48	29	<b>77</b>	8	15
2006	48	33	<b>81</b>	8	11
2005	49	32	<b>81</b>	3	16
2004	57	20	<b>77</b>	4	19
2003	53	29	<b>82</b>	2	16
Users/Visitors	61	33	<b>94</b>	6	-
<b>Comparison</b>					
Peer Group (Provincial)	48	23	<b>71</b>	10	19
National Average	34	30	<b>64</b>	10	26
<b>Area</b>					
New Plymouth <sup>†</sup>	49	32	<b>81</b>	6	12
Inglewood <sup>†</sup>	43	37	<b>80</b>	2	19
Clifton <sup>†</sup>	39	28	<b>67</b>	4	30
Kaitake	54	38	<b>92</b>	2	6
Waitara	49	28	<b>77</b>	11	12

% read across

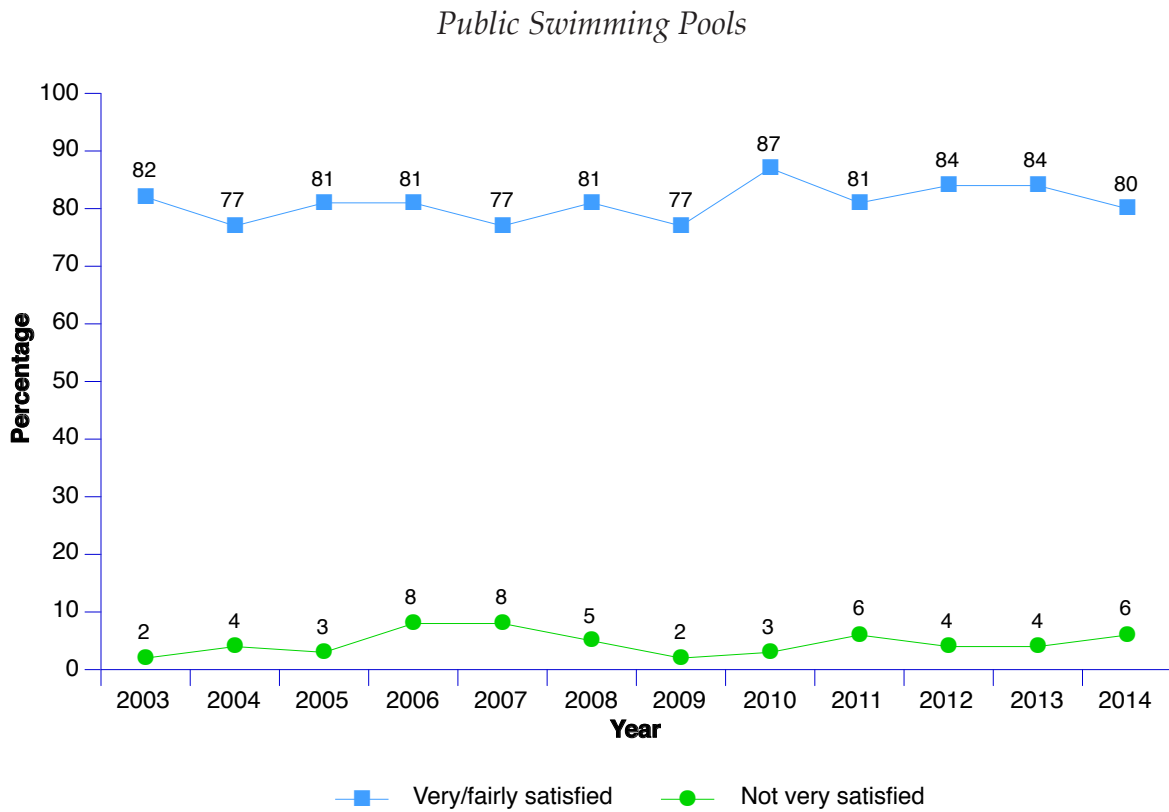
<sup>†</sup> does not add to 100% due to rounding



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

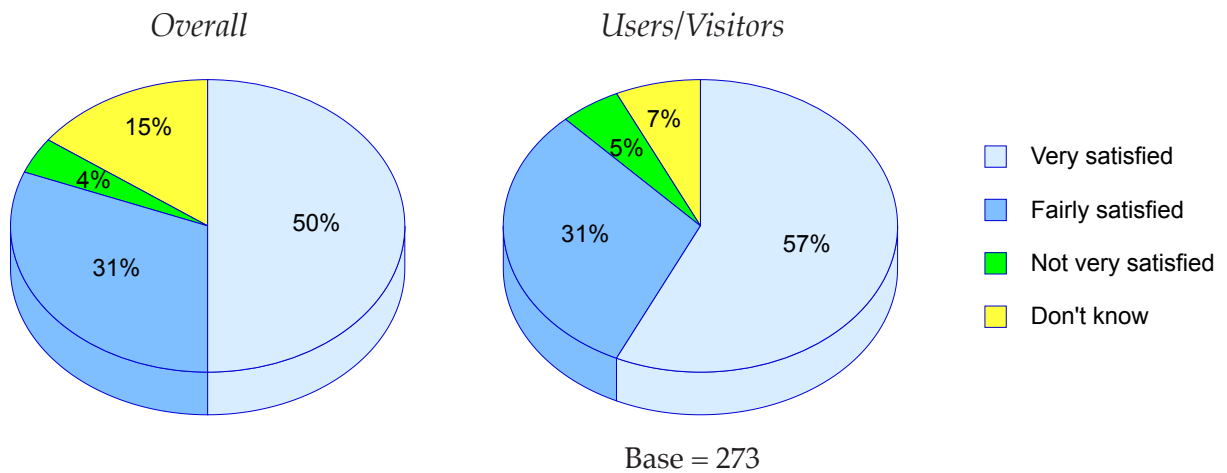
- new rule/ratio of one adult per child unrealistic, mentioned by 3% of all residents,
- too expensive/should be free entry, 2%.
- need upgrading/improvements, 1%.

\* multiple responses allowed



Recommended Satisfaction Measure For Reporting Purposes:  
 Total District = 80%  
 Users/Visitors = 94%

*xx. The Quality Of District's Sportsfields*



81% of residents are satisfied with the quality of sportsfields, including 50% who are very satisfied. 15% are unable to comment. These readings are similar to the 2013 results.

The percent not very satisfied (4%) is similar to the Peer Group and National Averages for sportsfields and playgrounds.

71% of households have used or visited a sportsfield in the last 12 months, with 88% being satisfied and 5% 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.

### Satisfaction With The Quality Of The District's Sportsfields

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<b>Overall</b>					
Total District 2014	50	31	<b>81</b>	4	15
2013*	49	32	<b>81</b>	4	15
2012	55	37	<b>92</b>	2	6
2011 <sup>†</sup>	53	36	<b>89</b>	4	6
2010	59	32	<b>91</b>	4	5
2009	57	26	<b>83</b>	4	13
2008	51	39	<b>90</b>	2	8
2007	52	34	<b>86</b>	6	8
2006*	58	31	<b>89</b>	4	7
2005	54	36	<b>90</b>	3	7
2004	59	27	<b>86</b>	3	11
2003	60	32	<b>92</b>	2	6
Users/Visitors	57	31	<b>88</b>	5	7
<b>Comparison*</b>					
Peer Group (Provincial)	53	37	<b>90</b>	3	7
National Average	52	38	<b>90</b>	4	6
<b>Area</b>					
New Plymouth	50	30	<b>80</b>	4	16
Inglewood <sup>†</sup>	49	34	<b>83</b>	10	8
Clifton	43	38	<b>81</b>	-	19
Kaitake <sup>†</sup>	56	30	<b>86</b>	-	15
Waitara	41	37	<b>78</b>	4	18

% 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

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

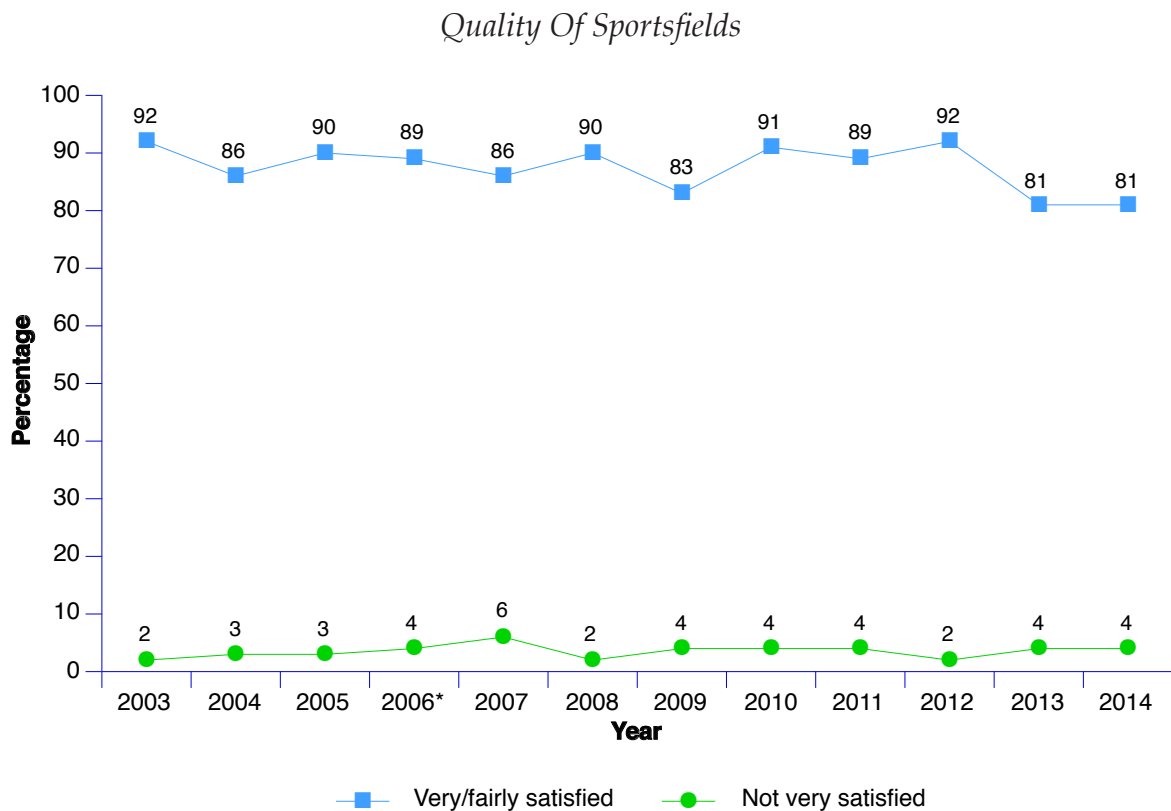




The reasons\* residents are not very satisfied with the quality of the District's sportsfields are ...

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

\* multiple responses allowed

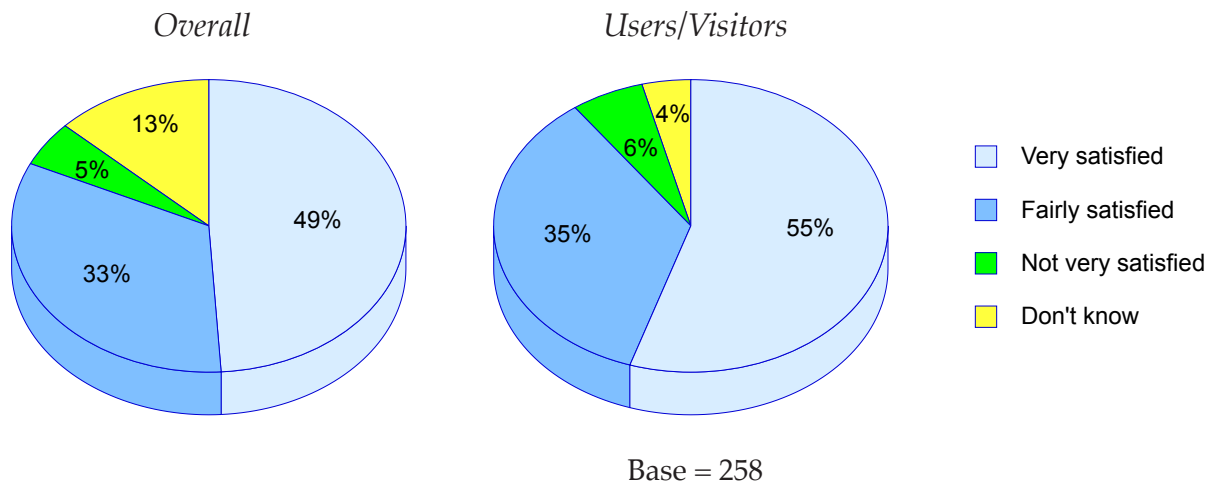


\* readings prior to 2006 refer to ratings for sportsfields and playgrounds, while 2006-2012 readings refer to the quality of sportsparks and playgrounds

Recommended Satisfaction Measure For Reporting Purposes:

Total District = 81%  
 Users/Visitors = 88%

*xxi. The Quality Of The District's Playgrounds*



82% of residents are satisfied with the quality of the District's playgrounds (87% in 2013), including 49% who are very satisfied (54% in 2013). 13% are unable to comment.

The percent not very satisfied (5%) is similar to the Peer Group and National Averages for sportsfields and playgrounds, and on par with the 2013 reading.

71% of households have used or visited a playground in the last 12 months, with 90% being satisfied (95% in 2013) 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 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 %
<b>Overall</b>					
Total District 2014	49	33	<b>82</b>	5	13
2013 <sup>†</sup>	54	33	<b>87</b>	2	12
Users/Visitors	55	35	<b>90</b>	6	4
<b>Comparison*</b>					
Peer Group (Provincial)	53	37	<b>90</b>	3	7
National Average	52	38	<b>90</b>	4	6
<b>Area</b>					
New Plymouth	50	32	<b>82</b>	6	12
Inglewood	47	40	<b>87</b>	2	11
Clifton	38	37	<b>75</b>	4	21
Kaitake <sup>†</sup>	59	24	<b>83</b>	2	14
Waitara	38	38	<b>76</b>	2	22

% read across

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

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

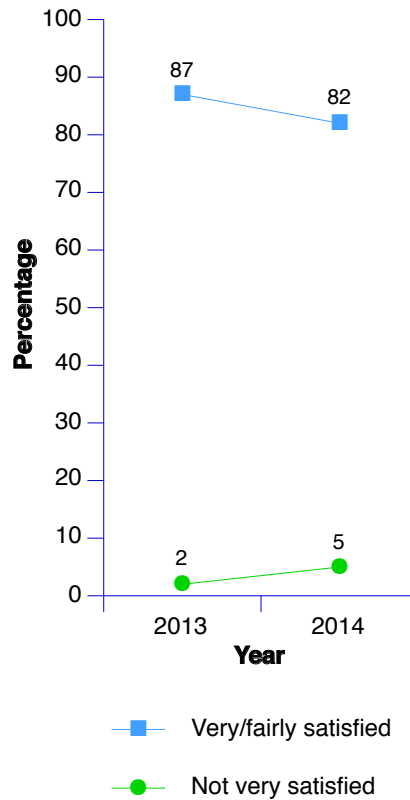


The main reasons\* residents are not very satisfied with the quality of the District's playgrounds are ...

- rundown/need more maintenance/cleaning, mentioned by 2% of all residents,
- lack of equipment, 1%,
- boring/need more variety/children don't like them, 1%,
- too much money spent on them, 1%.

\* multiple responses allowed

*Quality Of The District's Playgrounds*

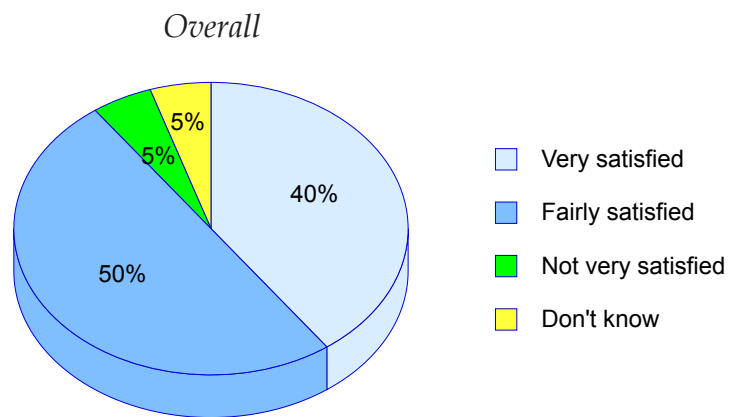


Recommended Satisfaction Measure For Reporting Purposes:

Total District = 82%

Users/Visitors = 90%

*xxii. 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 40% who are very satisfied (48% in 2013). 5% are not very satisfied and 5% are unable to comment.

There are no comparative Peer Group and National Averages for this reading, however the 2013 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 %
<b>Overall</b>					
Total District 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
<b>Area</b>					
New Plymouth <sup>†</sup>	42	47	89	5	5
Inglewood	39	61	100	-	-
Clifton <sup>†</sup>	28	62	90	9	2
Kaitake	43	51	94	2	4
Waitara	33	56	89	2	9

% read across

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



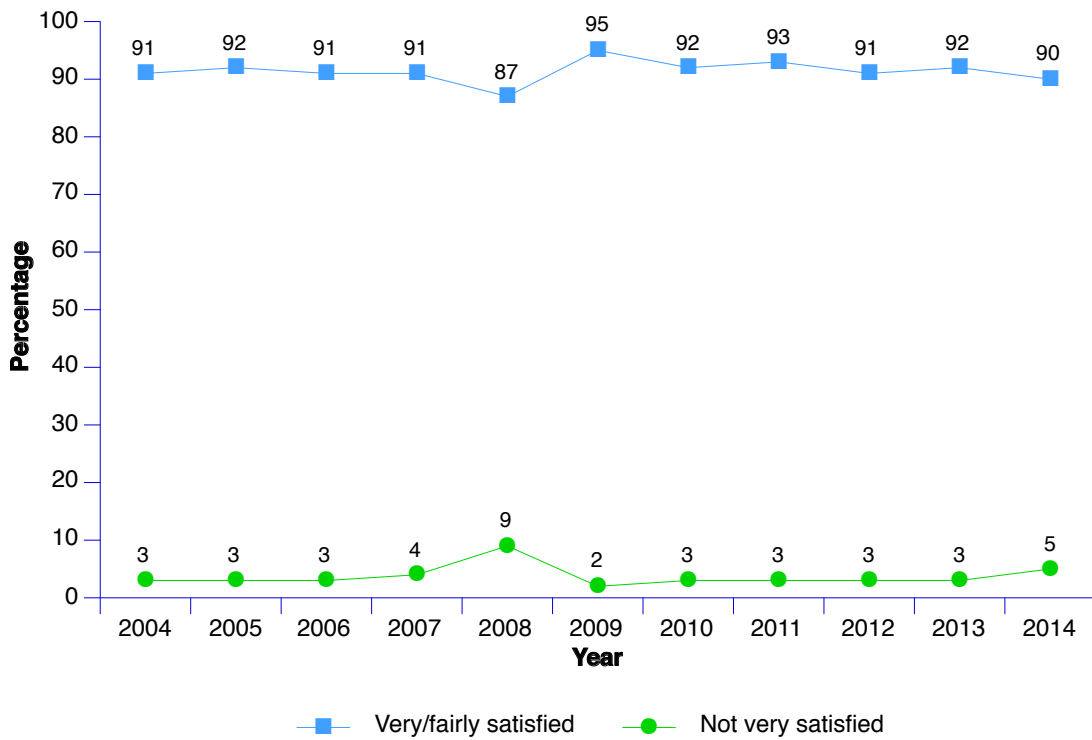


The main reasons\* residents are not very satisfied with the quality of the New Plymouth District living environment being maintained are ...

- more maintenance / needs to be cleaner / tidier, mentioned by 2% of all residents,
- new Mayor / Council, 1%.

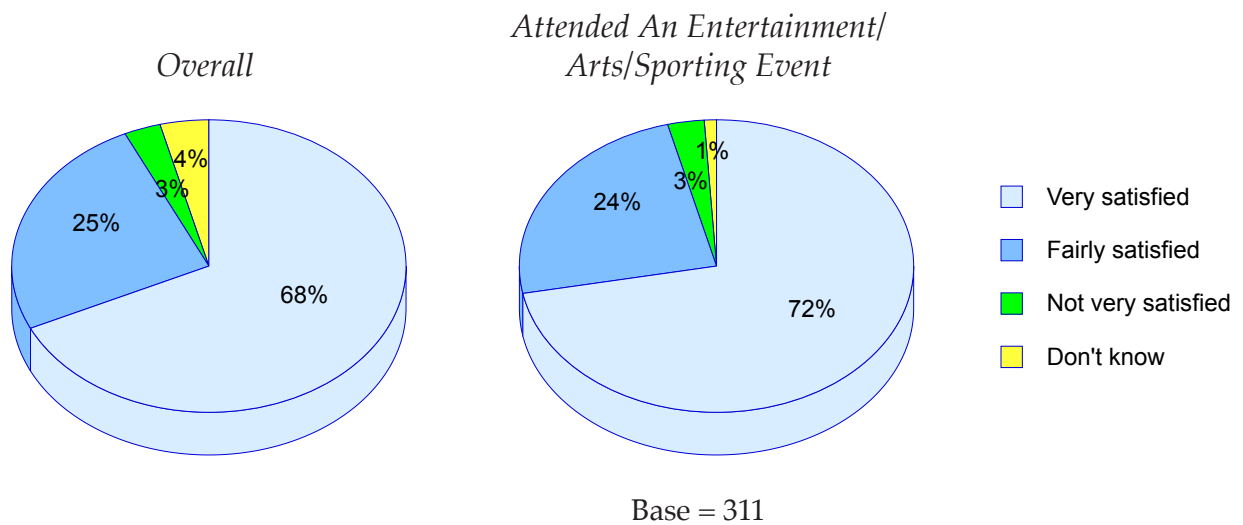
\* multiple responses allowed

*Quality Of The New Plymouth Living Environment Being Maintained*



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

*xxiii. 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 68% being very satisfied, while 3% are not very satisfied. These readings are similar to the 2013 results.

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

80% 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 %
<b>Overall</b>					
Total District 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	72	24	96	3	1
<b>Area</b>					
New Plymouth	68	25	93	3	4
Inglewood	60	38	98	-	2
Clifton	67	25	92	3	5
Kaitake <sup>†</sup>	73	20	93	4	2
Waitara	68	21	89	-	11

% 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

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

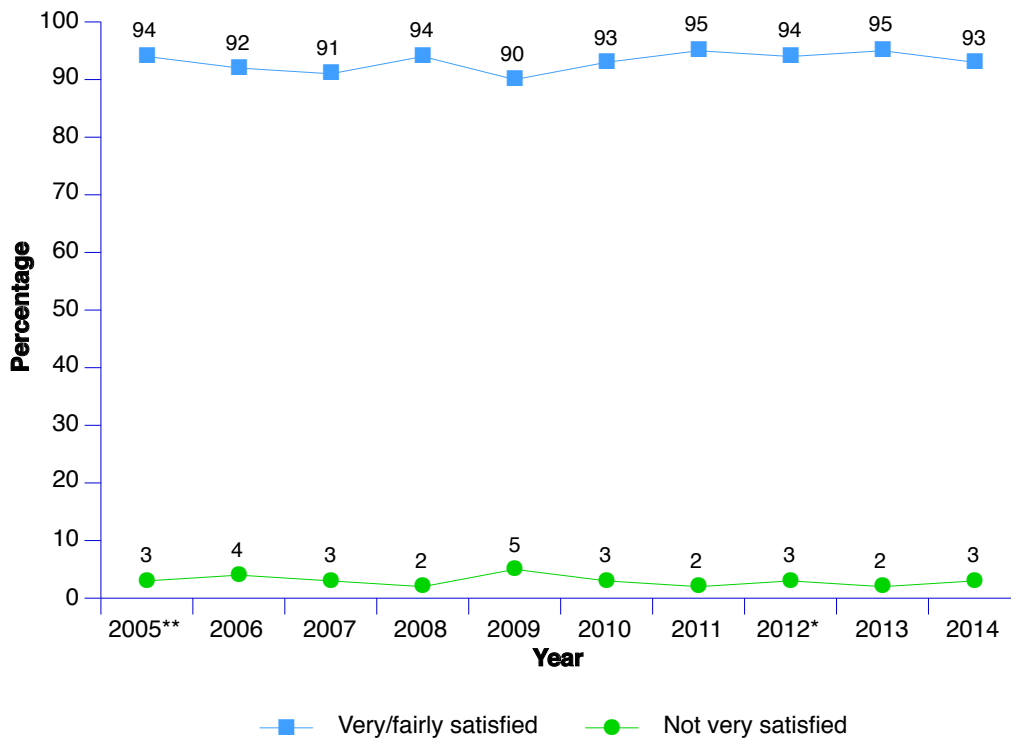


The reasons\* residents are not very satisfied with the quality of venues for entertainment, cultural and sporting events in the District are ...

- need better facilities, mentioned by 1% of all residents,
- others, 1%.

\* multiple responses allowed

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

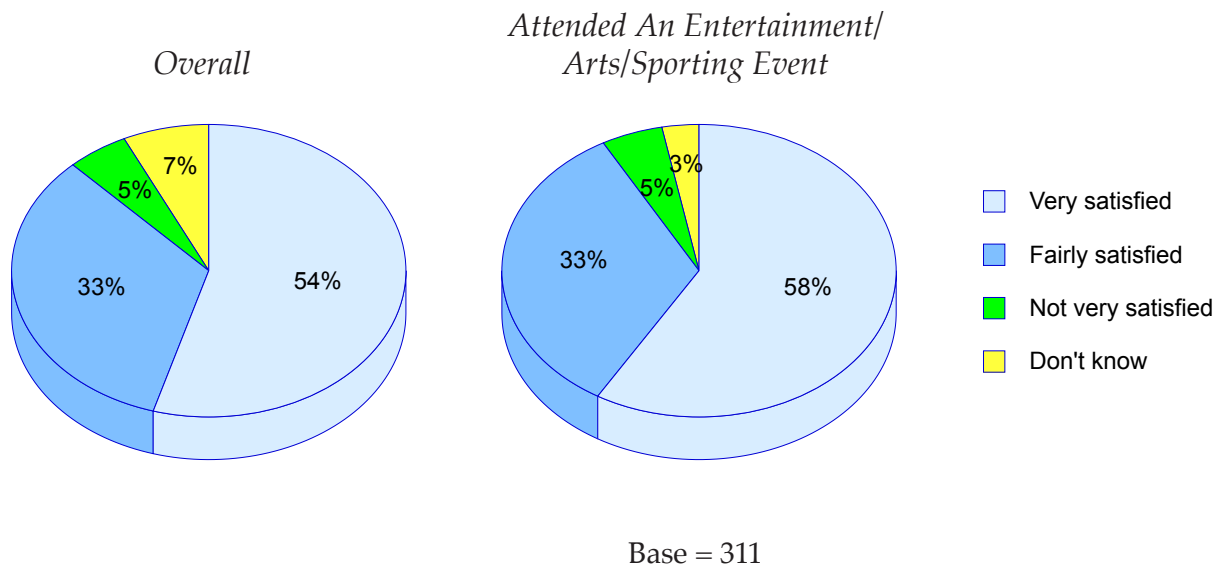


\* 2006 - 2011 readings refer to ratings for the quality of entertainment, cultural and sporting events in the District **and** the venues they are held in. In 2012 these were asked separately.

\*\* 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%

*xxiv. The Quality Of Entertainment, Cultural And Sporting Events*



87% of New Plymouth District residents are satisfied with the quality of entertainment, cultural and sporting events in the District, with 54% being very satisfied (50% in 2013), while 5% are not very satisfied (9% in 2013).

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

Of those households who have attended an event, 91% are satisfied (88% in 2013) and 5% not very satisfied (9% in 2013).

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 %
<b>Overall</b>					
Total District 2014 <sup>†</sup>	54	33	<b>87</b>	5	7
2013	50	35	<b>85</b>	9	6
2012**	52	38	<b>90</b>	5	4
2011	73	22	<b>95</b>	2	3
2010	78	15	<b>93</b>	3	4
2009	74	16	<b>90</b>	5	5
2008	71	23	<b>94</b>	2	4
2007	63	28	<b>91</b>	3	6
2006	69	23	<b>92</b>	4	4
2005**	72	22	<b>94</b>	3	3
Attended an Entertainment / Arts / Sporting Event at TSB Showplace, TSB Stadium, Bowl of Brooklands and / or Yarrow Stadium <sup>†</sup>	58	33	<b>91</b>	5	3
<b>Area</b>					
New Plymouth	54	34	<b>88</b>	5	7
Inglewood	46	38	<b>84</b>	6	10
Clifton	57	33	<b>90</b>	-	10
Kaitake	66	25	<b>91</b>	4	4
Waitara	55	23	<b>78</b>	10	13

% 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

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

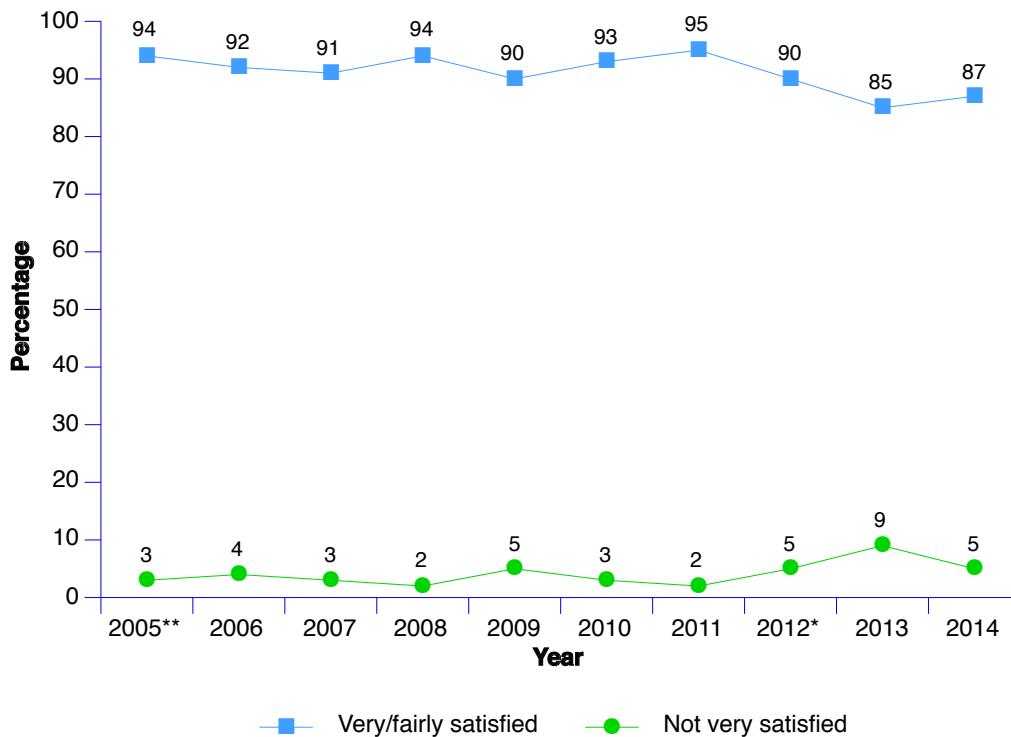




The main reasons\* residents are not very satisfied with the quality of entertainment, cultural and sporting events in the District are ...

- not enough/ need more, mentioned by 2% of all residents,
- lack of variety of events/ not available for all age groups, 2%.

*Quality Of Entertainment, Cultural And Sporting Events In The District*

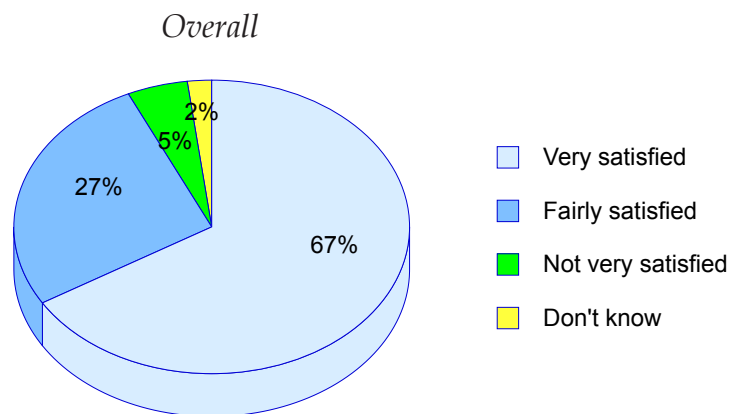


\* 2006 - 2011 readings refer to ratings for the quality of entertainment, cultural and sporting events in the District **and** the venues they are held in. In 2012 these were asked separately.

\*\* 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 = 87%  
 Attended an Entertainment/ Arts/Sporting Event = 91%

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



94% of New Plymouth District residents are satisfied with the maintenance and presentation of urban landscapes and streets, particularly flowerbeds and displays (97% in 2013), with 67% being very satisfied (75% in 2013). 5% are not very satisfied (2% in 2013).

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

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 %
<b>Overall*</b>					
Total District 2014 <sup>†</sup>	67	27	<b>94</b>	5	2
2013	75	22	<b>97</b>	2	1
2012 <sup>†</sup>	68	28	<b>96</b>	3	2
2011	61	34	<b>95</b>	4	1
2010	69	27	<b>96</b>	3	1
2009	70	22	<b>92</b>	5	3
2008	67	25	<b>92</b>	7	1
2007	69	28	<b>97</b>	3	-
2006	70	24	<b>94</b>	5	1
<b>Area</b>					
New Plymouth	69	26	<b>95</b>	4	1
Inglewood	61	30	<b>91</b>	9	-
Clifton	55	29	<b>84</b>	7	9
Kaitake	68	26	<b>94</b>	4	2
Waitara <sup>†</sup>	56	37	<b>93</b>	-	6

% read across

\* not asked prior to 2006

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

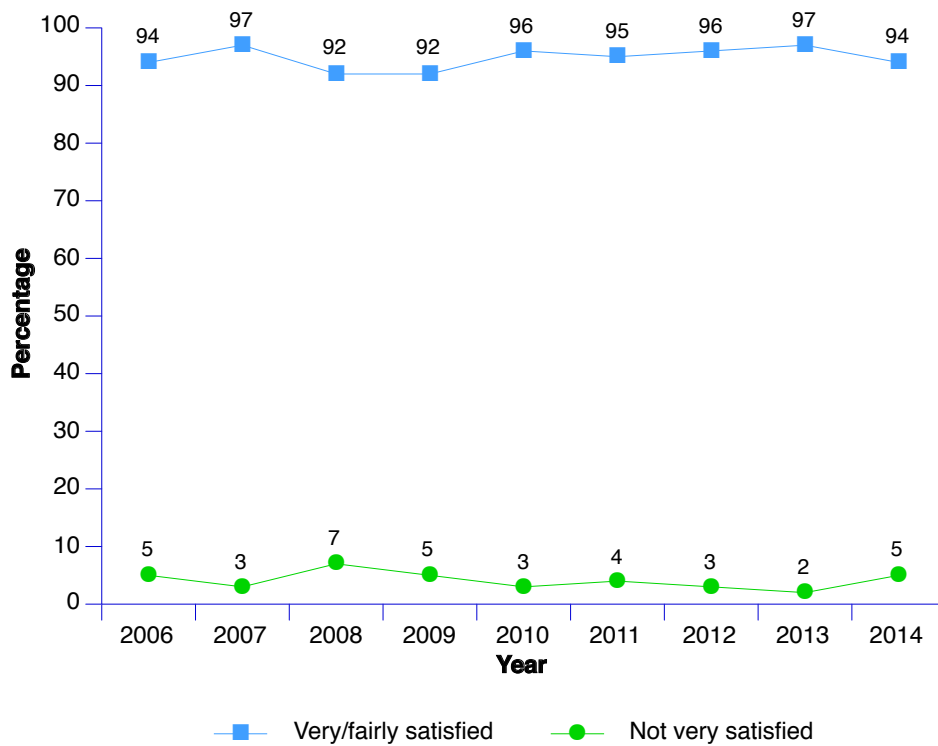


The main reasons\* residents are not very satisfied with the maintenance and presentation of urban landscapes and streets, particularly flowerbeds and displays are ...

- improvements needed, mentioned by 3% of all residents,
- need a tidy up/overgrown, 1%.

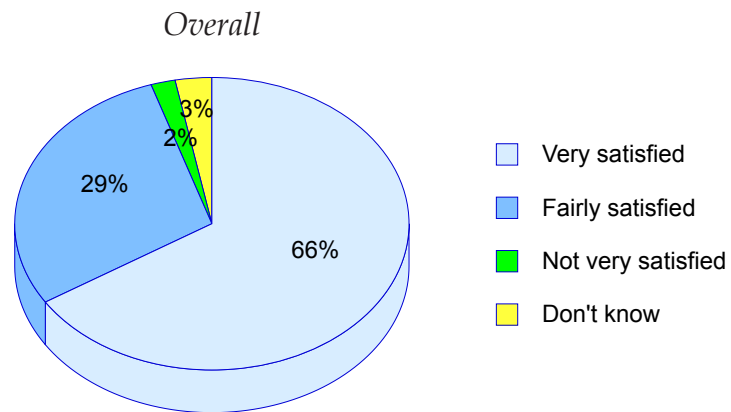
\* multiple responses allowed

*Maintenance And Presentation Of Urban Landscapes And Streets,  
Particularly Flowerbeds And Displays*



Recommended Satisfaction Measure For Reporting Purposes:  
Total District = 94%

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



95% of New Plymouth District residents are satisfied with access to the natural environment, including the rivers, lakes, the mountain and the coast, with 66% being very satisfied. 2% are not very satisfied and 3% are unable to comment. These readings are similar to last year's results.

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

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 %
<b>Overall*</b>					
Total District 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
<b>Area</b>					
New Plymouth <sup>†</sup>	69	26	95	1	3
Inglewood <sup>†</sup>	60	35	95	-	4
Clifton	50	44	94	6	-
Kaitake	56	33	89	4	7
Waitara	63	35	98	2	-

% read across

\* not asked prior to 2006

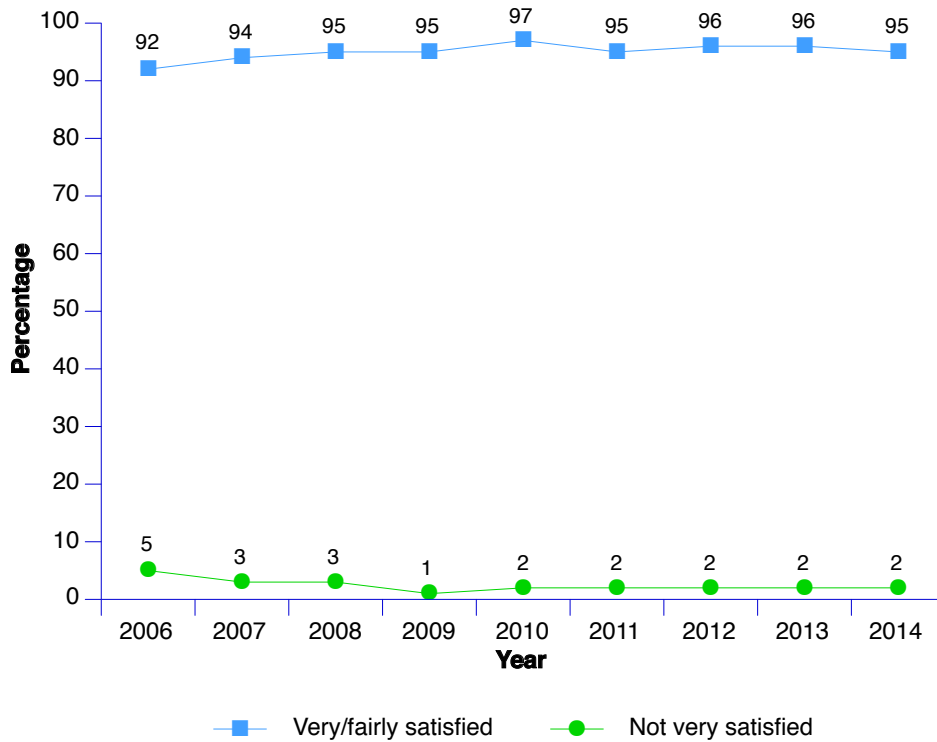
<sup>†</sup> does not add to 100% due to rounding





The reasons residents are not very satisfied with access to the natural environment, including the rivers, lakes, the mountain and the coast, are fully transcribed in the Verbatim Report (multiple responses allowed).

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



Recommended Satisfaction Measure For Reporting Purposes:  
Total District = 95%

**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 112).

### Summary Table: Spend Emphasis For Services/Facilities

	More %	About the same %	Less %	Don't Know %
<b>Percent Who Mention ...</b>				
Quality of public toilets	31	59	-	10
Airport	29	63	2	6
Availability of car parking in the District	29	63	5	3
Quality and safety of footpaths	28	69	-	3
Quality of roads overall <sup>†</sup>	27	69	2	3
Rubbish collection and disposal	27	68	-	5
Ability to drive around the District quickly, easily and safely	27	63	5	5
Quality and safety of cycleways	21	64	3	12
The quality of entertainment, cultural and sporting events in the District	19	68	8	5
Community assistance	16	65	1	18
Quality of parks and reserves, including the Coastal Walkway and Pukekura Park	15	81	2	2
District planning and control of building consents or subdivisions and development <sup>†</sup>	14	58	9	20
Public swimming pools <sup>†</sup>	13	78	2	8
The quality of the venues for entertainment, cultural and sporting events in the District	12	77	6	5
Quality of playgrounds	12	76	4	8
Quality of sportsfields	10	82	-	8
Water supply	10	80	-	10
Stormwater services excluding flood protection	10	74	1	15
Animal control	10	72	7	11
Access to the natural environment, including the rivers, lakes, the mountain and the coast <sup>†</sup>	9	87	1	3
Sewerage system	8	74	2	16
Flood protection	8	72	3	17
Library at Puke Ariki <sup>†</sup>	7	81	2	11
The maintenance and presentation of urban landscapes and streets, particularly flowerbeds and displays	6	86	6	2
Community Libraries, other than Puke Ariki	6	64	2	28
Museum at Puke Ariki	5	79	7	9
I-Site at Puke Ariki	2	74	4	20

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

### c. Spend More Comparison

	2014 %	2013 %	2012 %	2011 %	2010 %
Quality of public toilets	31	31	29	34	37
Airport	29	NA	NA	NA	NA
Availability of car parking in the District	29	33	34	39	35
Quality and safety of footpaths	28	30	22	27	23
Quality of roads overall	27	31	29	31	25
Rubbish collection and disposal	27	22	22	24	18
Ability to drive around the District quickly, easily and safely	27	26	25	27	33
Quality and safety of cycleways	21	21	20	29	25
The quality of entertainment, cultural and sporting events in the District <sup>†</sup>	19	26	22	14	12
Community assistance	16	19	13	18	22
Quality of parks and reserves, including the Coastal Walkway and Pukekura Park	15	15	14	19	15
District planning and control of building consents or subdivisions and development	14	20	12	16	15
Public swimming pools	13	16	10	11	11
The quality of the venues for entertainment, cultural and sporting events in the District	12	16	14	NA	NA
Quality of playgrounds	12	12	NA	NA	NA
Quality of sportsfields <sup>††</sup>	10	11	12	13	13
Water supply	10	10	7	10	11
Stormwater services excluding flood protection <sup>*</sup>	10	12	13	11	8
Animal control	10	12	12	11	15
Access to the natural environment, including the rivers, lakes, the mountain and the coast	9	11	11	13	10
Sewerage system	8	13	10	17	8
Flood protection	8	8	NA	NA	NA
Library at Puke Ariki	7	7	7	7	7
The maintenance and presentation of urban landscapes and streets, particularly flowerbeds and displays	6	8	6	7	7
Community Libraries, other than Puke Ariki	6	11	7	10	6
Museum at Puke Ariki	5	5	5	5	7
I-Site Centre at Puke Ariki	2	2	2	3	1

<sup>†</sup> readings prior to 2012 refer to the quality of entertainment, cultural and sporting events in the District **and** the venues they are held in

<sup>††</sup> readings prior to 2013 refer to quality of sportsparks and playgrounds

<sup>\*</sup> readings prior to 2013 didn't exclude flood protection

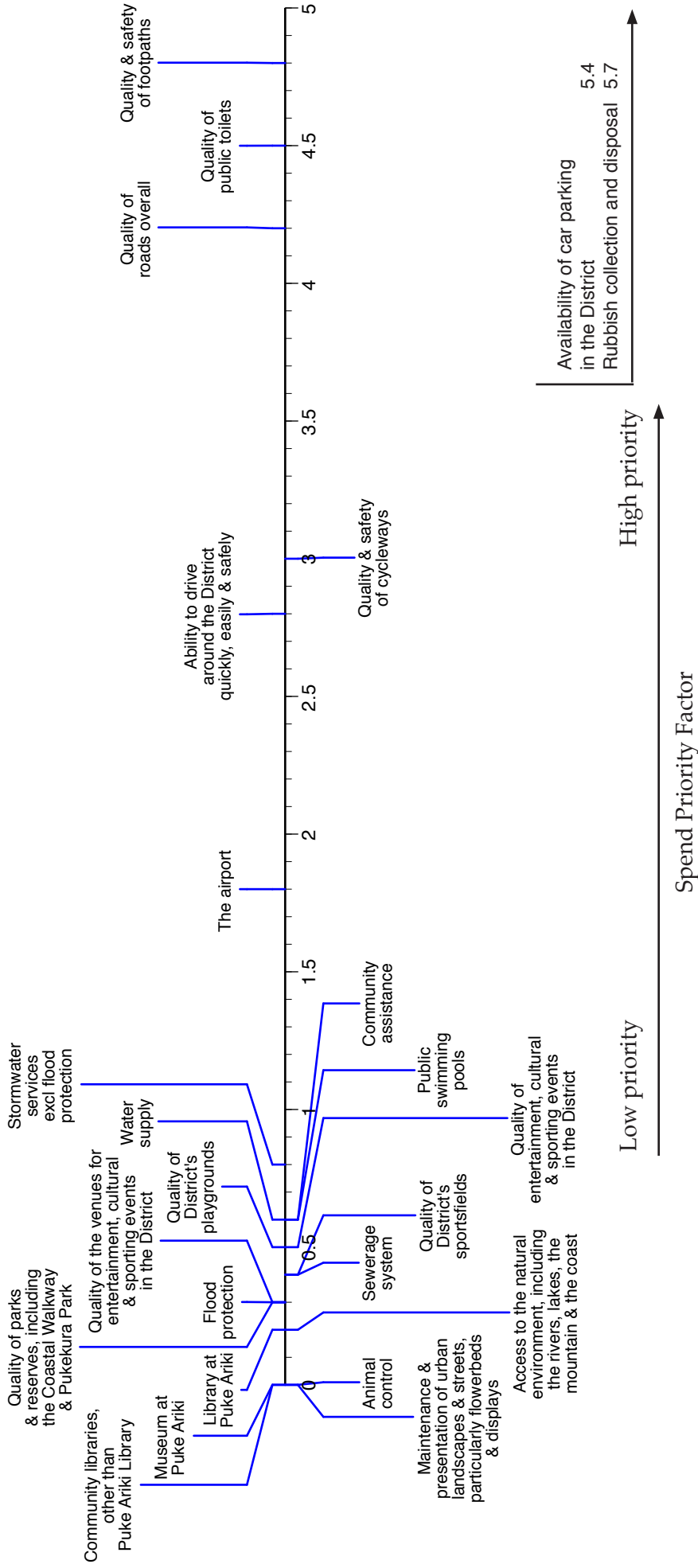
NA: not asked

**Summary Table: Top 7 'Spend More' By Area**

	<b>Total District 2014 %</b>	<b>Area</b>				
		New Plymouth %	Inglewood %	Clifton %	Kaitake %	Waitara %
<b>Percent Who Mention ...</b>						
Quality of public toilets	<b>31</b>	32	22	30	22	37
Airport	<b>29</b>	31	35	17	28	14
Availability of car parking in the District	<b>29</b>	30	26	21	20	30
Quality and safety of footpaths	<b>28</b>	31	25	10	14	39
Quality of roads overall	<b>27</b>	22	37	43	19	51
Rubbish collection and disposal	<b>27</b>	28	26	11	21	34
Ability to drive around the District quickly, easily and safely	<b>27</b>	26	30	30	16	34



## d. Spend Priority



(Spend priority = mean spend x percentage not very satisfied).

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.

Rubbish collection and disposal, the availability of car parking in the District, the quality and safety of footpaths, the quality of public toilets and the quality of roads overall are the top priorities for Council in terms of spend, with animal control, the Museum at Puke Arika, community libraries, other than Puke Arika library and the maintenance and presentation of urban landscapes, 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.

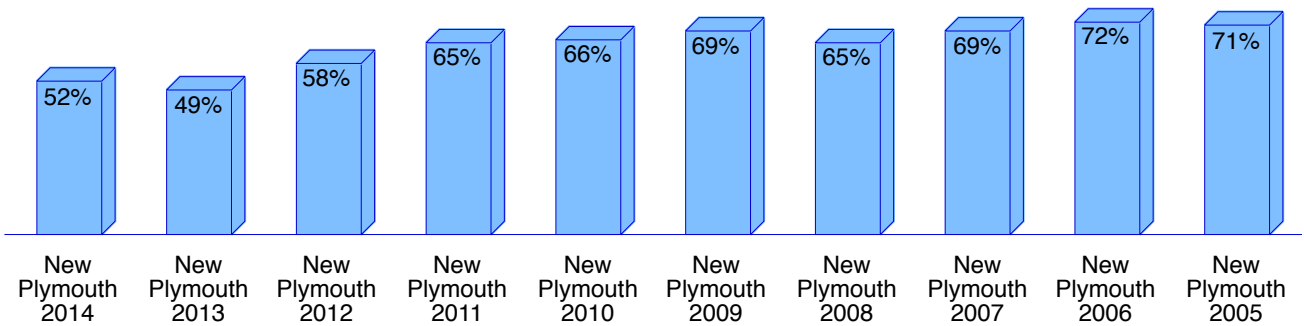
**a. Recent Things Council Has Done Well**

Overall, 52% of New Plymouth District residents say there is something that, in their opinion, Council has done well in the past year (49% in 2013).

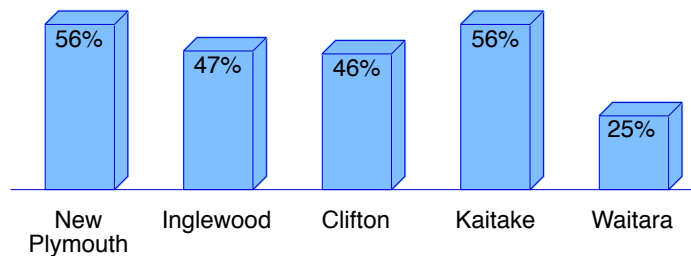
Residents **less** likely to say "Yes" are ...

- Waitara Ward residents,
- longer term residents, those residing in the District more than 10 years.

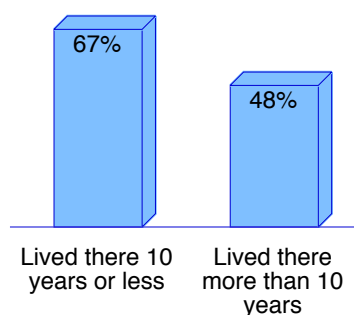
*Percent Saying 'Yes' - Comparison*



*Percent Saying 'Yes' - By Area*



Percent Saying 'Yes" - Comparing Different Types Of Residents



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

- the Coastal Walkway/ extensions to walkway/bridge completion,
- events/ concerts/ entertainment,
- good parks and reserves/ playgrounds/ upkeep and improvements,
- Council does a good job/ good communication/ information.

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

	Total District 2014 %	Area				
		New Plymouth %	Inglewood %	Clifton %	Kaitake %	Waitara %
<b>Percent Who Mention ...</b>						
The Coastal Walkway/ extensions to walkway/ bridge completion	<b>12</b>	13	10	10	6	6
Events/ concerts/ entertainment <sup>†</sup>	<b>11</b>	11	16	13	14	4
Good parks and reserves/ playgrounds/ upkeep and improvements	<b>11</b>	10	7	10	13	6
Council does a good job/ good communication/ information	<b>5</b>	4	7	11	10	5

\* multiple responses allowed

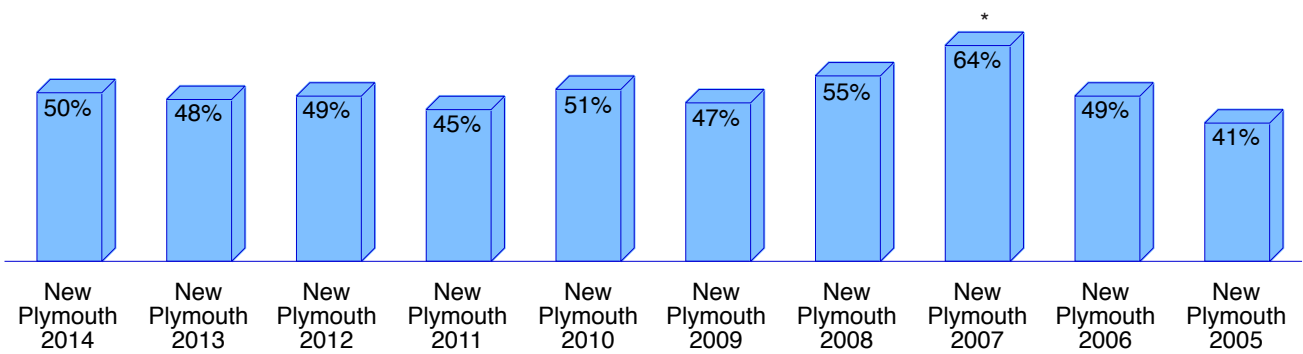
<sup>†</sup> 2% of residents mention "events/ concerts/ entertainment" as something Council could have done better

## b. Recent Things Council Could Have Done Better

Overall, 50% of New Plymouth District residents say there is something in their opinion, that Council could have done better in the last year. This is similar to last year's reading.

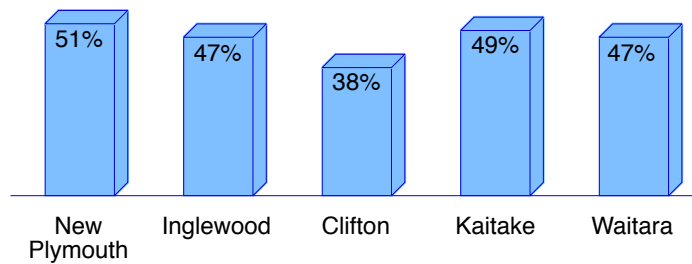
There are notable differences between Areas and between socio-economic groups in terms of those residents who have in mind something they feel Council could have done better. However, it appears that residents with an annual household income of \$30,000 to \$100,000 are **slightly less** likely to do so, than other income groups..

*Percent Saying 'Yes' - Comparison*

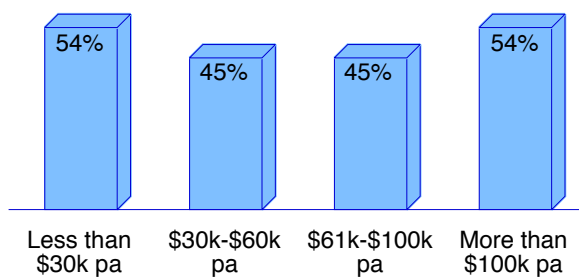


\* prior to 2007, readings refer to the percentage of residents who felt there was something Council had done badly

*Percent Saying 'Yes' - By Area*



*Percent Saying 'Yes' - Comparing Different Types Of Residents*



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

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

### Summary Table: Main Things\* Council Could Have Done Better

	Total District 2014 %	Area				
		New Plymouth %	Inglewood %	Clifton %	Kaitake %	Waitara %
<b>Percent Who Mention ...</b>						
Expenditure on the Art Gallery / Len Lye / other artworks <sup>†</sup>	<b>11</b>	12	11	3	6	20
Poor consultation / communication / information / don't listen / more transparency <sup>**</sup>	<b>6</b>	6	6	2	9	2
Condition of roads / maintenance of roads / other roading / traffic / cycling issues <sup>††</sup>	<b>5</b>	5	2	7	2	6
Parking issues / new parking system	<b>4</b>	5	-	-	4	1
Rubbish collection / recycling services	<b>4</b>	4	2	4	4	2

\* multiple responses allowed

<sup>†</sup> 3% of residents mention "Len Lye Centre" as something the Council has done well

<sup>††</sup> 2% of residents mention "roading / traffic / road safety" as something the Council has done well

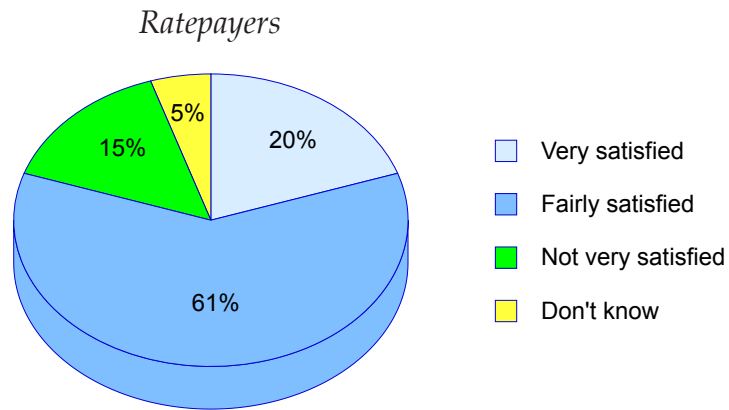
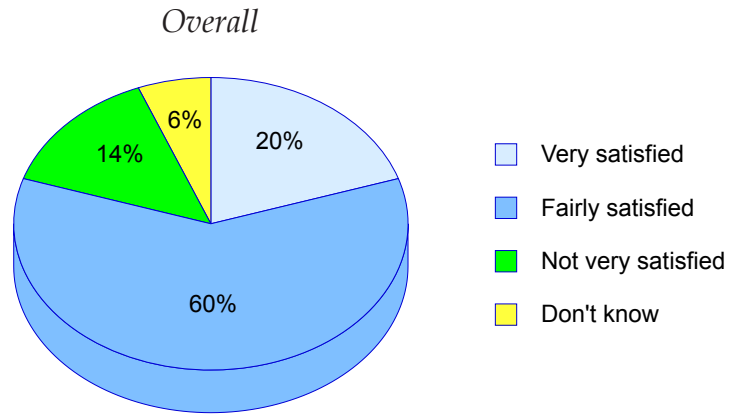
<sup>\*\*</sup> 5% of residents mention "Council does a good job / good communication / information" as something the Council has done well





## **4. Rates Issues**

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



Base = 370

92% of residents identify themselves, or members of their household, as ratepayers (88% in 2013).

Overall, 80% of New Plymouth residents are satisfied with the way rates are spent on the services/ facilities provided by Council (83% in 2013), while 14% 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 similar to last year's reading.

81% of ratepayers are satisfied with the way rates are spent on the services and facilities provided by Council (84% in 2013), with 15% being not very satisfied (12% in 2013).

Residents who live in a one or two person household are more likely to be not very satisfied, than those who live in a three or more person household.



## 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 %
<b>Overall</b>					
Total District 2014	20	60	80	14	6
2013	25	58	83	13	4
2012	18	61	79	16	5
2011 <sup>†</sup>	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 <sup>†</sup>	20	61	81	15	5
<b>Comparison</b>					
Peer Group (Provincial)	8	56	64	30	6
National Average <sup>†</sup>	7	60	67	28	6
<b>Area</b>					
New Plymouth	23	57	80	12	8
Inglewood	15	77	92	6	2
Clifton	7	65	72	22	6
Kaitake <sup>†</sup>	11	70	81	20	-
Waitara	14	58	72	22	6
<b>Household Size</b>					
1-2 person household	17	59	76	19	5
3+ person household	23	61	84	8	8

% read across

<sup>†</sup> 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 ...

- spending on arts / Len Lye Centre / Art Gallery / Museum, mentioned by 5% of residents,
- waste money / overspend / priorities wrong / financial mismanagement, 5%,
- other services need attention / expenditure, 2%,
- high rates / rates increases / too high for services, 2%.

\* multiple responses allowed

Recommended Satisfaction Measure For Reporting Purposes:

Total District = 80%

Ratepayers = 81%

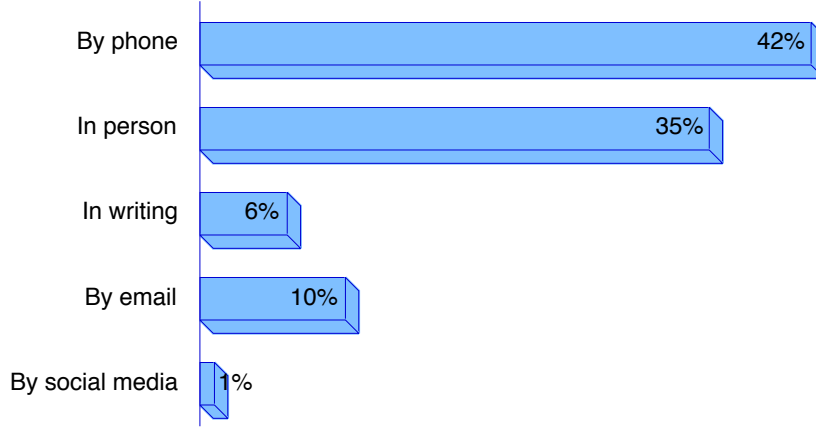




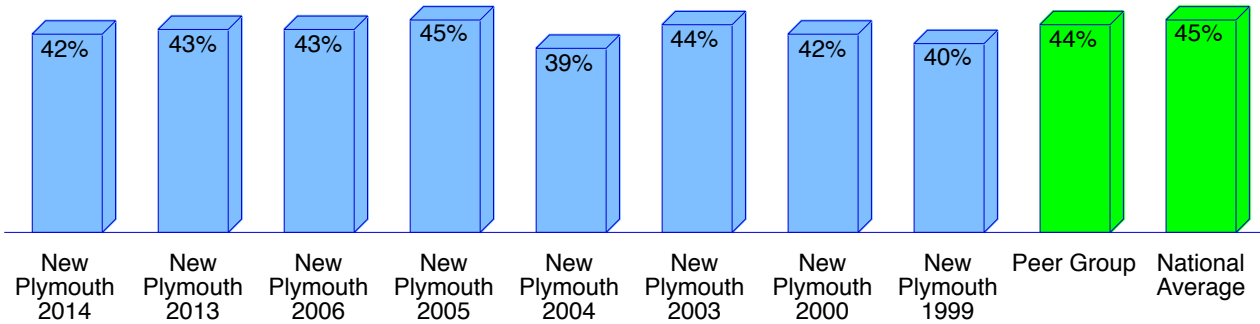
## 5. Contact With Council

**a. Levels Of Contact**

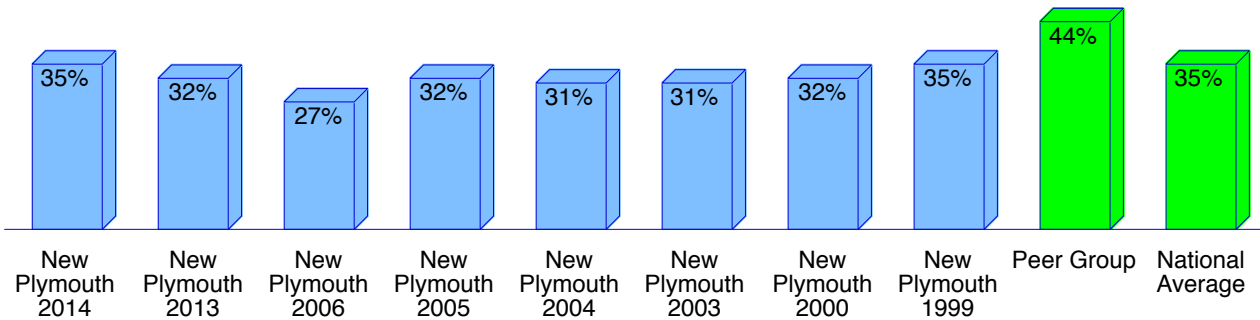
*2014 - Yes, Have Contacted Council Offices ...*



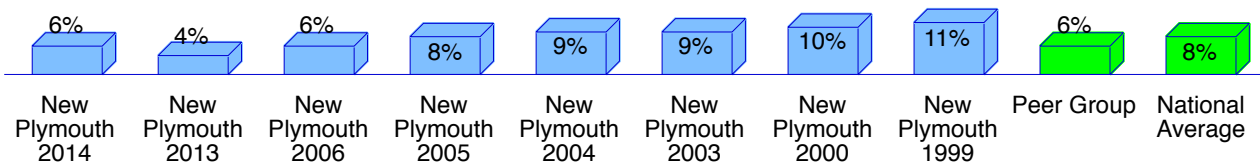
*Percent Saying 'Yes - By Phone' - Comparison*



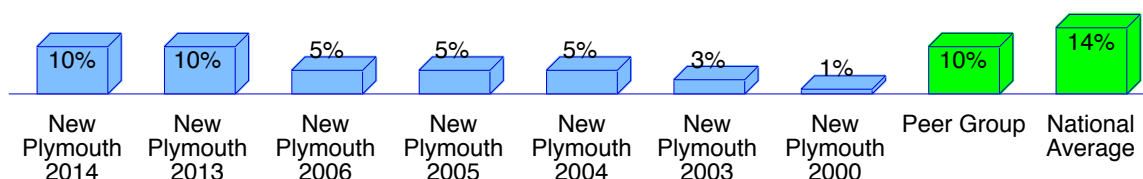
*Percent Saying 'Yes - Visited' - Comparison*



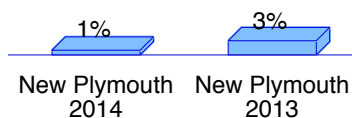
*Percent Saying 'Yes - In Writing' - Comparison*



*Percent Saying 'Yes - By Email' - Comparison*



*Percent Saying 'Yes - By Social Media' - Comparison*



Overall, 57% of residents have contacted Council offices in the last 12 months (54% in 2013).

42% of residents have contacted Council offices by phone in the last year, while 35% have contacted Council offices in person and 6% in writing. 10% have contacted Council by email, with 1% contacting them by social media.

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

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

Residents are similarly likely to have contacted Council in writing as Peer Group residents and residents nationwide and similar to Peer Group residents and on par with residents nationwide to have contacted them by email.

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

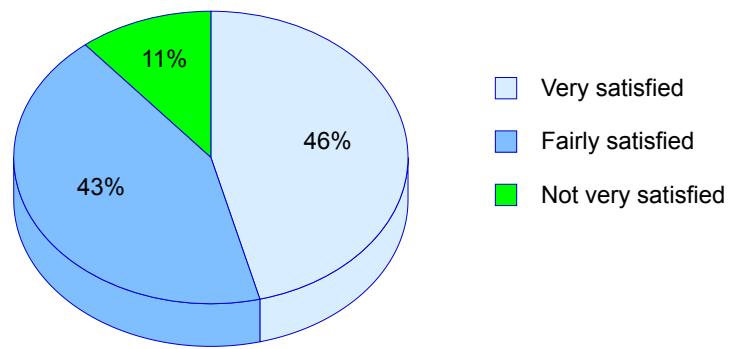
Residents more likely to have contacted Council **by phone** are ...

- residents aged 18 to 64 years,
- ratepayers.

There are no notable differences between Areas and between socio-economic groups, in terms of those residents contacting Council **in person**. However, it appears that shorter term residents, those residing in the District 10 years or less, are slightly more likely to do so, than longer term residents.

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 = 166

89% of residents contacting the Council Offices by phone, in the last 12 months, are satisfied, including 46% who are very satisfied, while 11% are not very satisfied. These readings are similar to the 2013 results.

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

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 %
<b>Contacted Council By Phone</b>					
2014	46	43	<b>89</b>	11	-
2013 <sup>o†</sup>	49	41	<b>90</b>	9	-
2006	44	37	<b>81</b>	19	-
2005	43	43	<b>86</b>	14	-
2004	41	41	<b>82</b>	18	-
2003	38	47	<b>85</b>	15	-
2000	34	53	<b>87</b>	12	1
<b>Comparison</b>					
Peer Group (Provincial)	50	36	<b>86</b>	14	-
National Average	40	42	<b>82</b>	18	-
<b>Area</b>					
New Plymouth <sup>†</sup>	50	42	<b>92</b>	8	1
Inglewood*	50	39	<b>89</b>	11	-
Clifton*	29	54	<b>83</b>	17	-
Kaitake* <sup>†</sup>	40	56	<b>96</b>	5	-
Waitara*	29	38	<b>67</b>	33	-

Base = 166

% read across

<sup>o</sup> not asked from 2007-2012

\* caution small bases

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



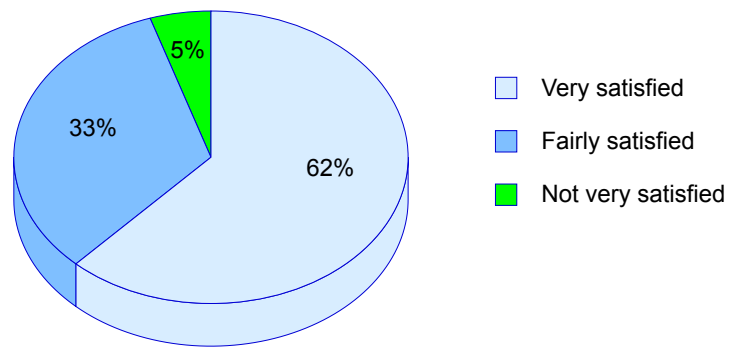
The main reasons\* residents<sup>†</sup> are not very satisfied with Council's response are ...

- lack of action/slow to act, mentioned by 3% of residents contacting Council by phone who are not very satisfied, (4 respondents),
- dissatisfaction outcome, 2%, (3 respondents).

\* multiple responses allowed

<sup>†</sup> base = 166

### c. Satisfaction When Visiting A Council Office In Person



Base = 137

95% of residents visiting a Council office in person, in the last 12 months, are satisfied, including 62% who are very satisfied. 5% are not very satisfied. These readings are similar to last year's results.

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

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 %
<b>Contacted Council In Person</b>					
2014	62	33	95	5	-
2013 <sup>o</sup>	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	-
<b>Comparison</b>					
Peer Group (Provincial)	57	35	92	8	-
National Average	53	35	88	12	-
<b>Area</b>					
New Plymouth <sup>†</sup>	65	30	95	4	-
Inglewood*	54	46	100	-	-
Clifton**	72	28	100	-	-
Kaitake***	42	52	94	7	-
Waitara*	33	46	79	21	-

Base = 137

% read across

<sup>o</sup> not asked from 2007-2012

\* caution small bases

\*\* caution very small bases

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

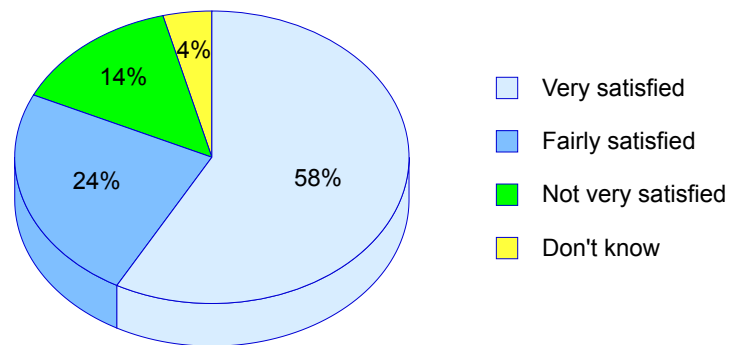
The reasons\* residents<sup>†</sup> are not very satisfied are ...

- poor attitude/ poor service, mentioned by 2% of residents visiting the Council office in person, and are not very satisfied, (3 respondents),
- lack of action/ slow to act, 2%, (2 respondents).

\* multiple responses allowed

<sup>†</sup> base = 137

#### d. Satisfaction When Contacting The Council Offices In Writing



Base = 24\*  
 (Margin of error  $\pm 20.0\%$ )  
 \* caution small base

82% of residents contacting the Council offices in writing, in the last 12 months, are satisfied, while 14% are not very satisfied. Caution is 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 Area groups and socio-economic groups are, in the main, very small (<25), no comparisons have been made.

### Satisfaction When Contacting Council Offices In Writing

	Very Satisfied %	Fairly Satisfied %	<b>Very/Fairly Satisfied</b> %	Not Very Satisfied %	Don't Know %
<b>Contacted Council In Writing</b>					
2014	58	24	<b>82</b>	14	4
2013 <sup>o†</sup>	21	66	<b>87</b>	14	-
2006	51	20	<b>71</b>	29	-
2005	19	44	<b>63</b>	34	3
2004	47	41	<b>88</b>	9	3
2003	26	44	<b>70</b>	27	3
2000	20	42	<b>62</b>	36	2
<b>Comparison</b>					
Peer Group (Provincial)	21	52	<b>73</b>	27	-
National Average	26	39	<b>65</b>	34	1

Base = 24\*

% read across

<sup>o</sup> not asked from 2007-2012

\* caution small base

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

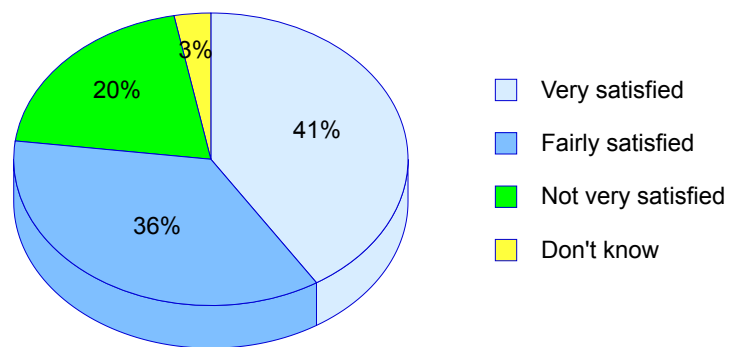
The reasons\* residents<sup>†</sup> are not very satisfied are ...

- no response/slow, mentioned by 8% of residents contacting the Council office in writing, and are not very satisfied, (2 respondents),
- others, 6% (1 respondent).

\* multiple responses allowed

<sup>†</sup> base = 24

### e. Satisfaction When Contacting The Council Offices By Email



Base = 41

77% of residents contacting the Council offices by email, in the last 12 months, are satisfied (89% in 2013), while 20% are not very satisfied (11% in 2013).

The percentage not very satisfied is similar to the Peer Group and National Averages.

Because the bases for all Areas and most socio-economic groups are very small (<30), 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 %
<b>Contacted Council By Email*</b>					
2014	41	36	77	20	3
2013 <sup>o</sup>	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	-
<b>Comparison</b>					
Peer Group (Provincial) <sup>†</sup>	40	39	79	20	2
National Average	38	40	78	22	-

Base = 41

% read across

<sup>o</sup> not asked from 2007-2012

\* caution bases from 2000-2006 are small (<30)

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

The reasons\* residents<sup>†</sup> contacting Council by email are not very satisfied are ...

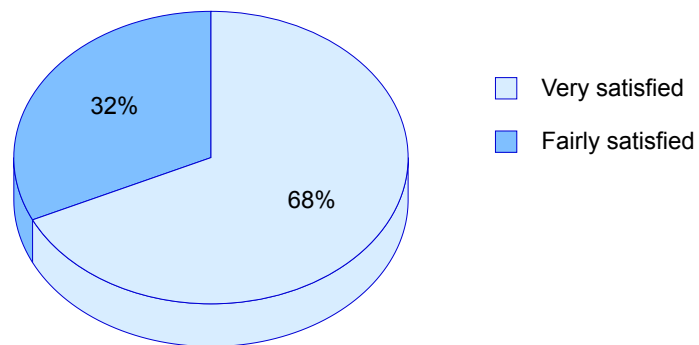
- lack of action/slow, mentioned by 13% of residents contacting the Council office by email who are not very satisfied, (5 respondents),
- don't get back to you/no follow-up, 6% (2 respondents).

\* multiple responses allowed

<sup>†</sup> base = 41



#### f. Satisfaction When Contacting The Council Offices By Social Media



Base = 3\*

\* caution base is **very** small

All three residents contacting the Council offices by social media, in the last 12 months, are satisfied.

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

## 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 %
<b>Contacted Council</b>						
<b>2014<sup>†</sup></b>	<b>51</b>	<b>41</b>	<b>2</b>	<b>3</b>	<b>3</b>	<b>1</b>
2013 <sup>°</sup>	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
<b>Area</b>						
New Plymouth <sup>†</sup>	54	38	1	2	3	1
Inglewood*	51	45	4	-	-	-
Clifton*	22	68	-	6	4	-
Kaitake**	42	47	3	7	-	-
Waitara*	46	37	10	7	-	-

Base = 226

% read across

° not asked from 2007-2012

\* caution small base

† does not add to 100% due to rounding

92% of residents who have contacted Council staff in the last 12 months rate the helpfulness of staff as satisfactory/very satisfactory, with 6% saying it is unsatisfactory/very unsatisfactory. These readings are similar to the 2013 results.

There are no notable differences between Areas and between socio-economic groups in terms of those residents<sup>†</sup> 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 %
<b>Contacted Council</b>						
<b>2014<sup>†</sup></b>	<b>47</b>	<b>40</b>	<b>4</b>	<b>5</b>	<b>3</b>	<b>2</b>
2013 <sup>°</sup>	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
<b>Area</b>						
New Plymouth	49	39	3	4	3	2
Inglewood*	51	34	8	-	7	-
Clifton**	22	58	-	13	4	4
Kaitake*	52	38	3	7	-	-
Waitara*	33	44	10	6	-	7

Base = 226

% read across

° not asked from 2007-2012

\* caution small base

† does not add to 100% due to rounding

87% of residents who have contacted Council staff in the last 12 months, rate the knowledge of staff as satisfactory/very satisfactory, with 8% rating it unsatisfactory/very unsatisfactory. These readings are similar to the 2013 results.

There are no notable differences between Areas and between socio-economic groups, in terms of those residents<sup>†</sup> 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 %
<b>Contacted Council</b>						
<b>2014</b>	<b>43</b>	<b>27</b>	<b>4</b>	<b>5</b>	<b>9</b>	<b>12</b>
2013 <sup>o</sup>	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
<b>Area</b>						
New Plymouth <sup>†</sup>	46	24	4	4	8	13
Inglewood*	46	20	4	18	-	12
Clifton*	22	49	-	-	26	3
Kaitake*	46	37	-	11	-	6
Waitara* <sup>†</sup>	25	32	-	6	22	14

Base = 226

% read across

<sup>o</sup> not asked from 2007-2012, prior to 2004 readings refer to satisfaction with staff efficiency

\* caution small base

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

70% of residents who have contacted Council staff in the last 12 months, rate staff follow-up as satisfactory/very satisfactory, while 14% say it is unsatisfactory/very unsatisfactory. These readings are similar to last year's readings.

There are no notable differences between Areas and between socio-economic groups, in terms of those residents<sup>†</sup> who rate staff follow-up as **unsatisfactory/very unsatisfactory**.

<sup>†</sup> 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 <sup>†</sup>	92	2	6	1
Knowledge <sup>†</sup>	87	4	8	2
Follow-up	70	4	14	12

Base = 226

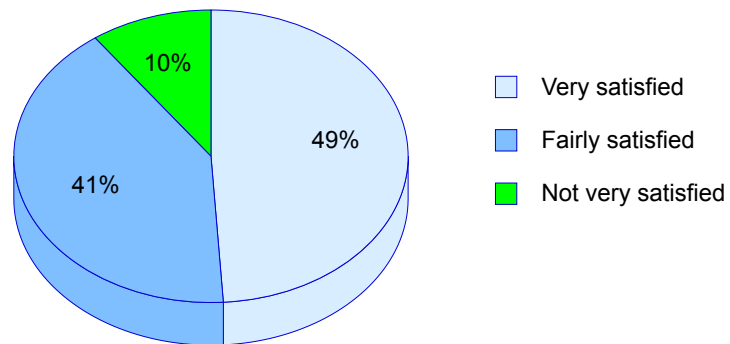
<sup>†</sup> does not add to 100% due to rounding

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 = 226

Of the 57% of residents who contacted the Council offices in the last 12 months, 90% are satisfied, while 10% are not very satisfied. These readings are similar to the 2013 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<sup>†</sup> not very satisfied.

<sup>†</sup> 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 %
<b>Overall</b>					
Total District 2014	49	41	<b>90</b>	10	-
2013 <sup>o</sup>	55	35	<b>90</b>	9	1
2006	38	48	<b>86</b>	14	-
2005	44	44	<b>88</b>	11	1
2004	47	43	<b>90</b>	9	1
2003	46	42	<b>88</b>	12	-
2000	32	53	<b>85</b>	12	3
1999	37	50	<b>87</b>	10	3
<b>Comparison</b>					
Peer Group (Provincial) <sup>†</sup>	42	46	<b>88</b>	13	-
National Average	41	41	<b>82</b>	17	1
<b>Area</b>					
New Plymouth	53	38	<b>91</b>	9	-
Inglewood*	51	45	<b>96</b>	4	-
Clifton**	15	60	<b>75</b>	24	-
Kaitake**	52	38	<b>90</b>	11	-
Waitara*	36	44	<b>80</b>	20	-

Base = 226

% read across

<sup>o</sup> not asked from 2007-2012

\* caution small base

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

### Recommended Satisfaction Measure For Reporting Purposes:

Contacted Council in last 12 months	= 90%
Contacted Council by phone	= 89%
Contacted Council in person	= 95%
Contacted Council in writing*	= 82%
Contacted Council by email	= 77%
Contacted Council by social media**	= 100%

\* caution small base

\*\* caution very small base

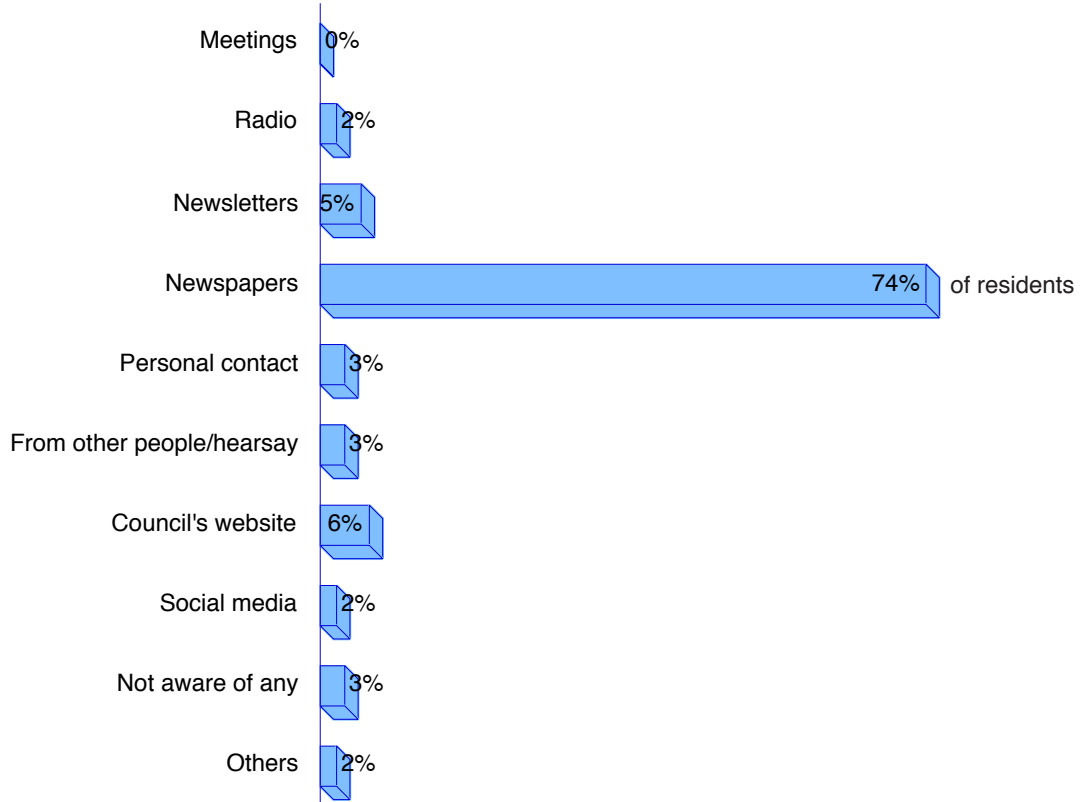




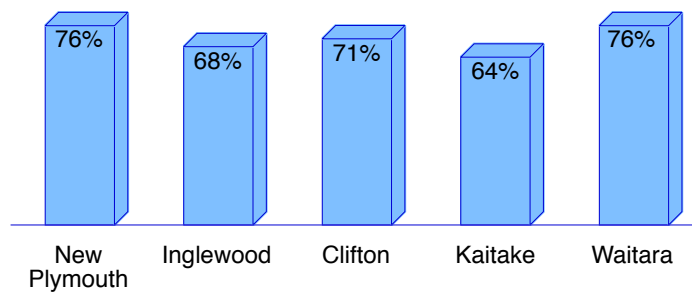
## **6. Information**

**a. Main Source Of Information About Council**

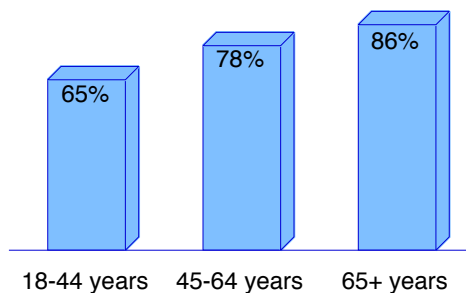
*Where Or From Whom Do You Mainly See, Read or Hear Information About The Council?*



*Percent Saying "Newspapers" - By Area*



*Percent Saying "Newspapers" - Comparing Different Types Of Residents*



Newspapers are mentioned by 74% of residents as their main source of information about Council (77% in 2103).

Residents aged 18 to 44 years are **less** likely to mention newspapers as their main source of information, than other age groups.

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

- rates demand x3,
- postal information,
- TV.

The newspapers residents mentioned\* they read are ...

- The Taranaki Daily News, 88% of those where newspapers are their main source,
- The North Taranaki Midweek, 70%,
- Live Magazine, 18%,
- Opunake & Coastal News, 5%,
- Stratford Press, 4%,
- Moa Mail, 3%,
- TOM Oakura, 3%,
- Others, 1%.

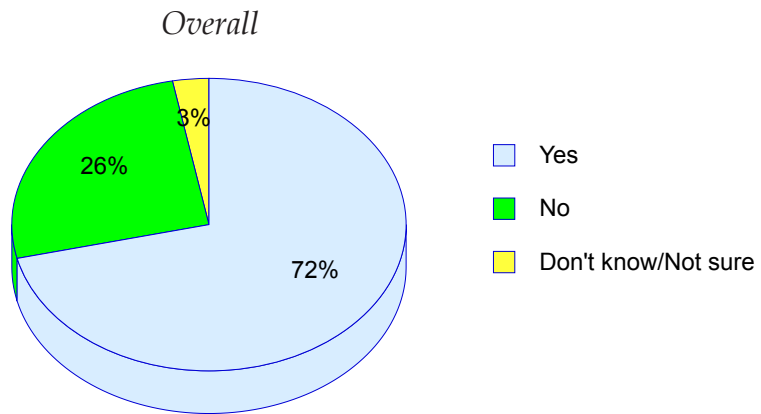
Base = 308

\* multiple responses allowed

The 'other' newspapers mentioned are ...

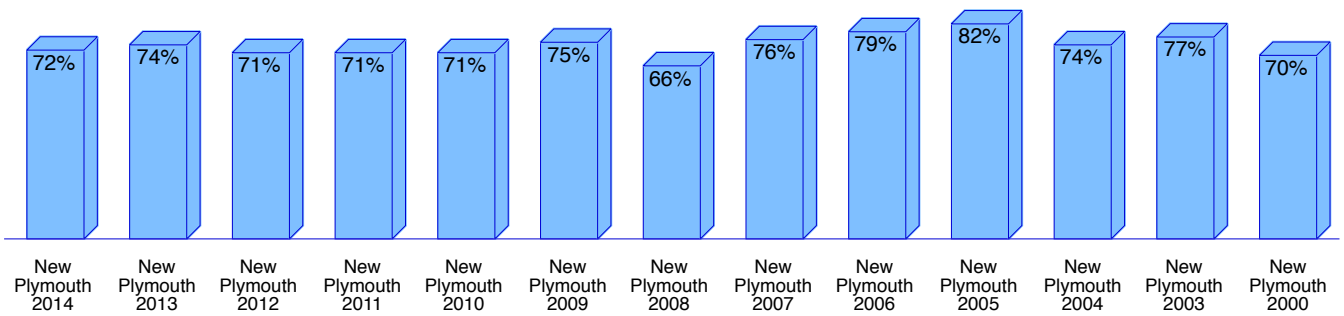
- NZ Herald,
  - Bell Block and Waitara newspapers,
  - Online access.
- } All one mention

**b. Readership Of Published Information From Council In Last 12 Months**

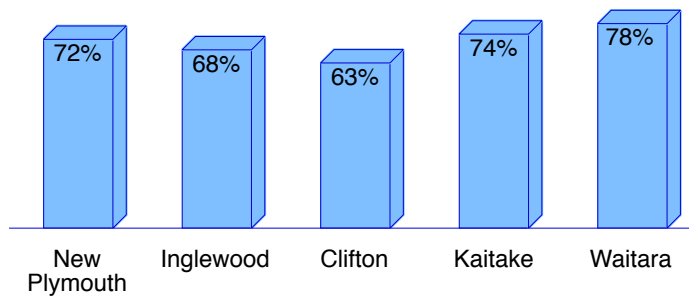


(does not add to 100% due to rounding)

*Percent Saying "Yes" - Comparison*



*Percent Saying "Yes" - By Area*

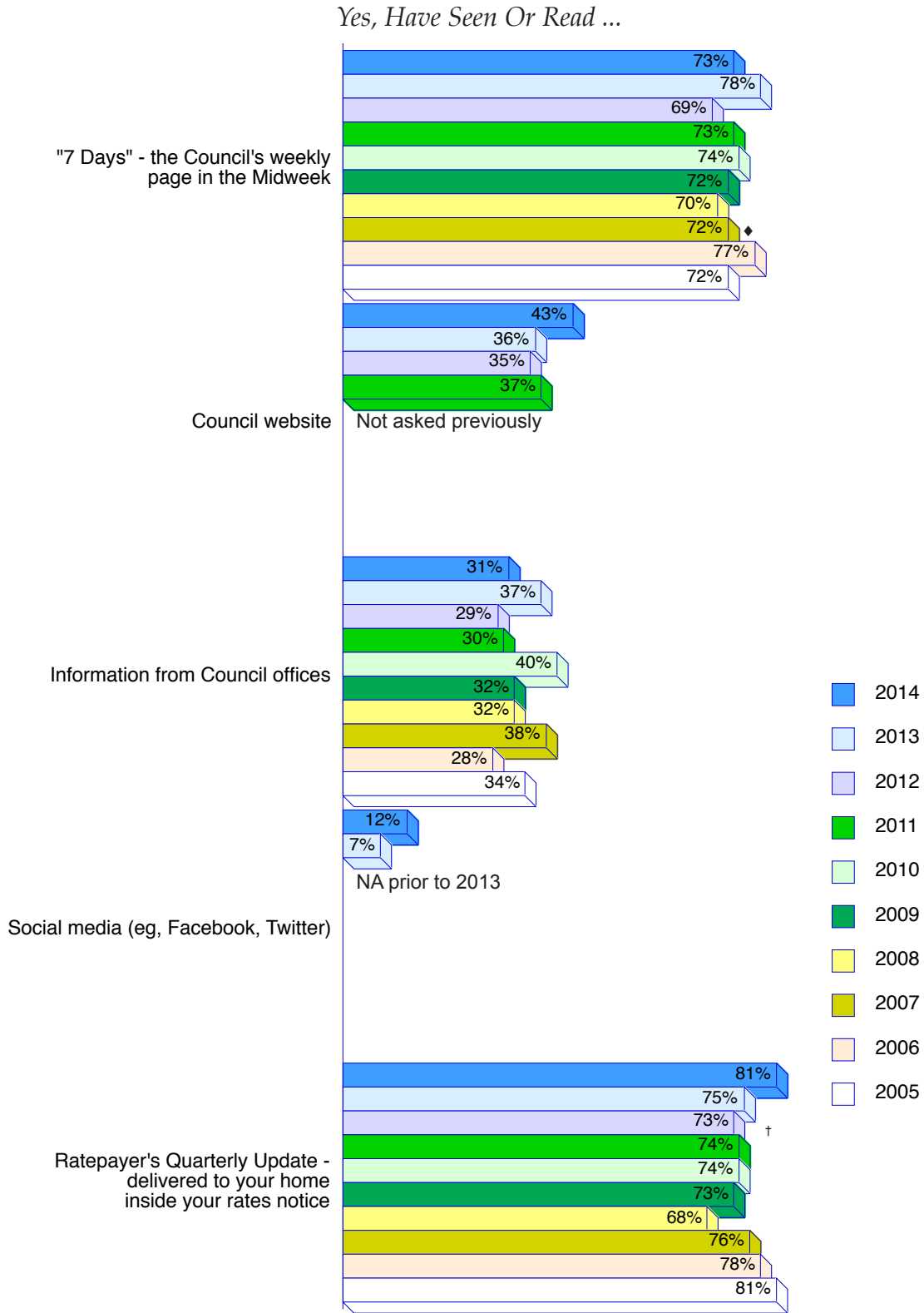


72% of New Plymouth residents say they have seen or read, in the last 12 months, information Council publishes specifically for the community. This is similar to the 2013 reading.

There are no notable differences between Areas and between socio-economic groups, in terms of those residents who say they have seen/read this information.

### c. Types Of Published Information Residents Have Seen Or Read In The Last 12 Months

Those residents who have seen or read any information (72%), or were unsure if they had (3%) were asked to consider what types they had seen.



♦ figures prior to 2007 refer to "Newline" - the Council newspaper supplement in Midweek  
 † 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 (73%).

Residents<sup>†</sup> aged 45 to 64 years are **less** likely to have seen or read the **Ratepayer's Quarterly Update**, than other age groups.

Residents<sup>†</sup> more likely to have seen or read **'7 Days' - the Council's weekly page in the Midweek** are ...

- residents aged 45 years or over,
- residents who live in a one or two person household.

Residents<sup>†</sup> more likely to have seen or read the **Council's website** are ...

- residents aged 18-44 years,
- residents who live in a three or more person household,
- residents with an annual household income of \$30,000 or more,
- shorter term residents, those residing in the District 10 years or less.

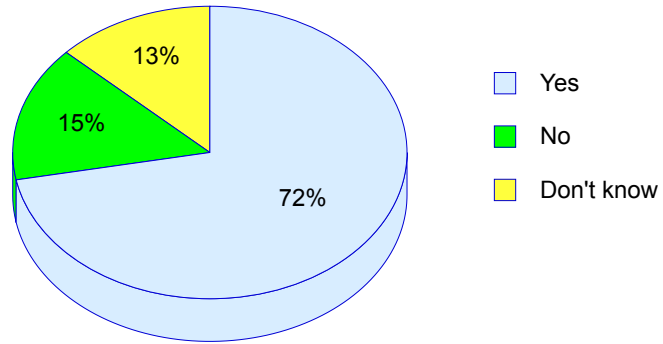
There are no notable differences between Areas and between socio-economic group, in terms of those residents<sup>†</sup> who have seen or read **information available from Council offices**. However, it appears that men<sup>†</sup> are slightly more likely to do so, than women.

There are no notable differences between Areas and between socio-economic groups, in terms of those residents who have seen or read **social media (eg, Facebook, Twitter)**.

<sup>†</sup> the 75% of residents who have, or were unsure if they have, seen or read information published by the Council in the last 12 months (N=299)

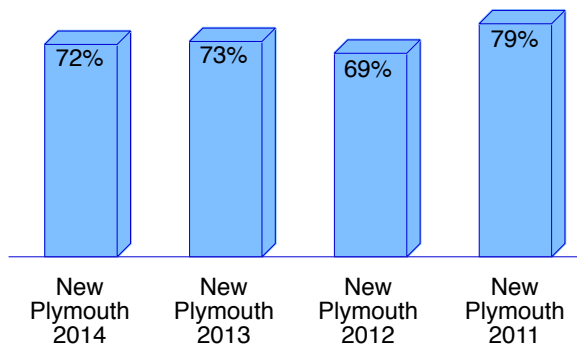
**d. Do These Communication Channels Improve Residents' Understanding Of How Rates Are Spent?**

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

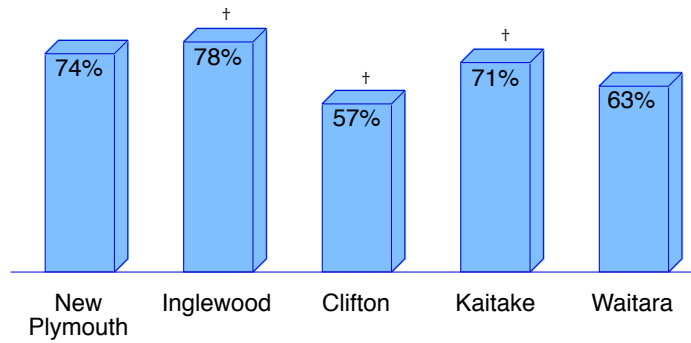


Base = 299

*Percent Saying "Yes" - Comparison*



*Percent Saying "Yes" - By Area*



† caution: small bases

72% of residents<sup>†</sup> think the communication channels mentioned previously improve their understanding of how rates are spent, while 15% do not and 13% are unable to comment. These readings are similar to the 2013 results.

There are no notable differences between Areas and between socio-economic groups in terms of those residents<sup>†</sup> who say 'Yes'.

<sup>†</sup> the 75% of residents who have, or were unsure if they have, seen or read information published by the Council in the last 12 months (N=299)

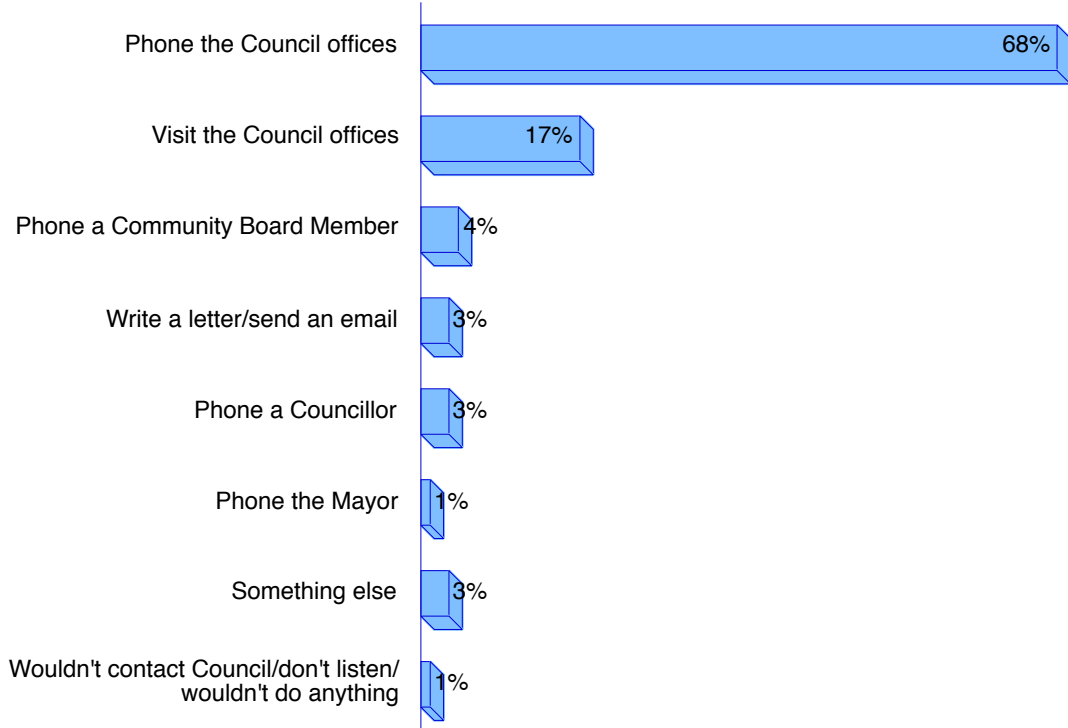




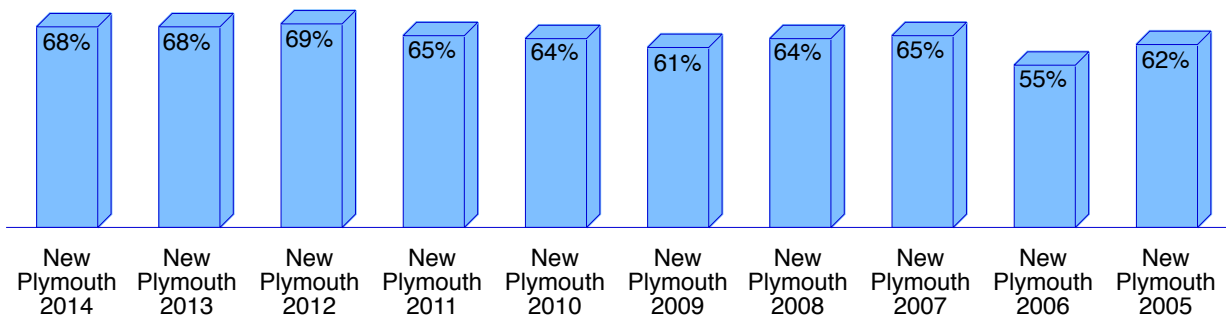
## 7. Local Issues

### a. Council Actions

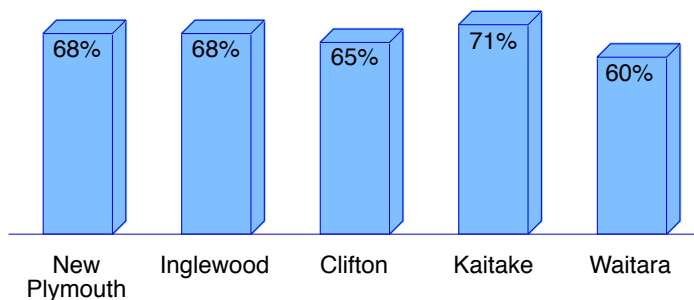
When residents want the Council to do something, they ...



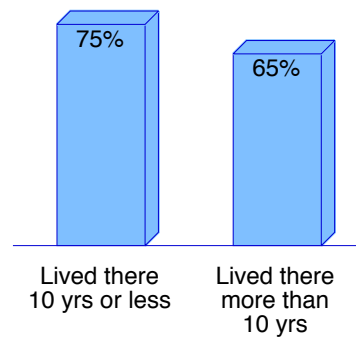
*Percent Saying 'Phone Council Offices' - Comparison*



*Percent Saying 'Phone Council Offices' - By Area*



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



68% of residents say that when they want the Council to do something, they phone the Council Offices, while 17% say they visit the Council Offices. These readings are similar to last year's results.

Shorter term residents, those residing in the District 10 years or less are more likely to say they **phone Council Offices**, than longer term residents.

## **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 entertainment,
- Pukekura Park,
- gardens/ flowerbeds/ beautification.

30% of residents are unable to comment (24% in 2013) and 2% say there are no services/ facilities that the Council provides, that they feel the Council does the best (7% in 2013).



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

	Total District 2014 %	Area				
		New Plymouth %	Inglewood %	Clifton %	Kaitake %	Waitara %
Percent Who Mention ...						
Parks and reserves/ recreational areas/ well maintained/presented	<b>22</b>	22	30	11	28	16
Walkways/Coastal Walkway <sup>†</sup>	<b>20</b>	23	14	10	18	12
Events/entertainment/festivals/ sporting events/free entertainment <sup>††</sup>	<b>9</b>	9	17	5	18	-
Pukekura Park	<b>8</b>	9	4	3	6	-
Gardens/flowerbeds/beautification	<b>6</b>	6	12	6	2	10

\* multiple responses allowed

<sup>†</sup> 3% of residents say they think "footpaths/walkways/pedestrian facilities" is the worst service provided by Council

<sup>††</sup> 1% of residents say they think "events/entertainment organisation" is the worst service provided by Council



Other services / facilities mentioned by 5% ...

- sportsgrounds / playgrounds,
- water supply,

by 4% ...

- all services done very well / public amenities well maintained,
- tourism promotion / promoting Taranaki / encouraging visitors,
- general maintenance of city area / public areas / clean and tidy / general presentation,
- library facilities / services,

by 3% ...

- rubbish collection / disposal / recycling,
- good customer service / helpful / knowledgeable staff,
- sewerage / sewerage treatment,
- good venues for events / entertainment / sporting events,

by 2% ...

- roading / footpaths in good condition / well maintained,
- good environment / natural environment,
- swimming pools,
- good community,
- Puke Ariki / Puke Ariki Museum and Library,
- public transport / free bus service,
- cycleways,

by 1% ...

- good cultural amenities / the Arts / Len Lye Centre,
- good communication / keep public informed,
- animal / dog control.

*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 ...

- rubbish collection / recycling / rubbish disposal,
- roading,
- Govett-Brewster Art Gallery / Len Lye Centre / expenditure on Arts,
- parking,
- poor consultation / communication / lack of information / don't listen.

41% of residents were unable to comment and 15% say there are no services / facilities that the Council provides, that they feel the Council does the worst.

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

	Total District 2014 %	Area				
		New Plymouth %	Inglewood %	Clifton %	Kaitake %	Waitara %
Percent Who Mention ...						
Rubbish collection/ recycling/ rubbish disposal <sup>††</sup>	7	7	2	5	8	8
Roading <sup>◇</sup>	6	6	4	10	6	4
Govett-Brewster Art Gallery/Len Lye Centre/expenditure on Arts <sup>**</sup>	6	6	8	-	-	8
Parking	5	5	4	8	6	2
Poor consultation/ communication/ lack of information/ don't listen <sup>†</sup>	4	3	6	11	-	6

\* multiple responses allowed

<sup>†</sup> 1% of residents say they think that "good communication/keep us informed" is the best service provided by Council

<sup>††</sup> 3% of residents say they think that "rubbish collection/disposal/recycling" is the best service provided by Council

<sup>◇</sup> 2% of residents say they think that "roading/footpaths in good condition/well maintained" is the best service provided by Council

<sup>\*\*</sup> 1% of residents say they think that "good cultural amenities/the Arts/Len Lye Centre" is the best service provided by Council



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

- general maintenance of city / public areas / care of the environment,
- footpaths / walkways / pedestrian facilities,
- wasting money / overspending / not spending wisely,

by 2% ...

- dog / animal control,
- public toilets,
- building services / consents / permits,
- charging of rates / high rates / rates issues,
- need more emphasis on sport / sports facilities,

by 1% ...

- poor performance from Council,
- events / entertainment organisation,
- removing public rubbish bins,
- water supply,
- sewerage,
- traffic flow / traffic management / Waiwhakaiho bottleneck,
- cycleways,
- infighting by Councillors / Council governance,
- neglecting the community / rural areas of the District,
- Aquatic Centre / swimming pools.





### 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 2014 %	Total District 2013 %	Total District 2012 %	Area				
				New Plymouth %	Inglewood %	Clifton %	Kaitake %	Waitara %
01 - does not meet needs/aspirations	-	1	1	-	-	-	-	-
02	1	1	1	1	-	4	2	4
03	1	1	1	2	2	-	2	-
04	3	3	3	3	-	-	10	-
05	11	8	12	8	2	26	12	30
06	17	19	22	16	11	39	4	16
07	31	33	25	30	47	17	28	35
08	27	27	24	30	26	13	34	11
09	7	5	7	9	8	-	4	3
10 - meets needs/aspirations very well	1	2	3	1	2	-	-	2
Unsure	1	1	1	1	2	2	4	-
Total	100	†101	100	†101	100	†101	100	†101

† does not add to 100% due to rounding

66% of residents feel that Council meets the needs and aspirations of the District (rating 07 to 10), while 5% feel the Council does not meet the needs/aspirations of the District (rating 01 to 04). The average rating is 07 (which is meeting needs/aspirations). These readings are similar to the 2013 results.

## 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 %
<b>Overall*</b>					
Total District 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
<b>Comparison</b>					
Peer Group Average (Provincial) <sup>†</sup>	33	57	8	1	-
National Average	36	53	7	3	1
<b>Area</b>					
New Plymouth	55	43	2	-	-
Inglewood	49	51	-	-	-
Clifton	43	54	3	-	-
Kaitake	56	42	2	-	-
Waitara	49	49	2	-	-
<b>Ratepayer?</b>					
Ratepayer	52	46	2	-	-
Non-ratepayer	70	30	-	-	-

% read across

\* not asked prior to 2009

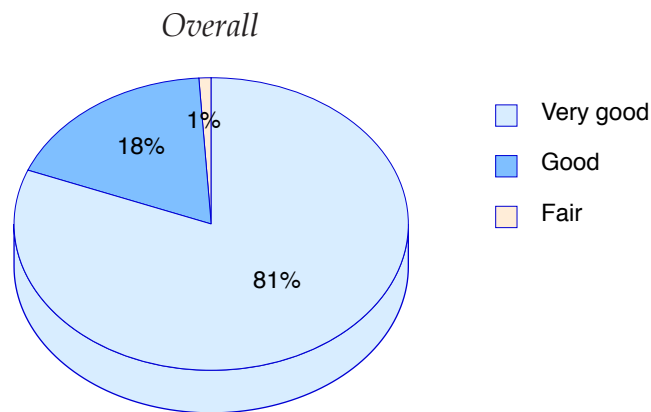
<sup>†</sup> does not add to 100% due to rounding

53% of residents feel that generally New Plymouth District is definitely a safe place to live (46% in 2013), 45% say it is mostly (53% in 2013) and 2% of residents think the District is not really a safe place to live.

The percent saying 'yes, definitely' (53%) is above the Peer Group and National Averages.

Non-ratepayers are more likely to feel that New Plymouth District is **definitely** a safe place to live, than ratepayers.

## e. Quality Of Life



81% of residents think that, overall, the quality of life in their District is very good (76% in 2013), while 18% say it is good (21% in 2013) and 1% feel it is fair (3% in 2013).

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

Ratepayers are **more likely** to rate the overall quality of life in their District as very good, than non-ratepayers.

## Rating The Quality Of Life In The District

	Very good %	Good %	Fair %	Poor %	Don't know %
<b>Overall*</b>					
Total District 2014	81	18	1	-	-
2013	76	21	3	-	-
2012	68	29	2	1	-
2011 <sup>†</sup>	73	25	2	1	-
2010	72	26	2	-	-
2009	76	23	1	-	-
<b>Comparison</b>					
Peer Group Average (Provincial)	42	43	12	3	-
National Average	38	43	16	2	1
<b>Area</b>					
New Plymouth	82	17	1	-	-
Inglewood	73	25	2	-	-
Clifton	73	27	-	-	-
Kaitake <sup>†</sup>	87	4	6	-	2
Waitara	72	25	3	-	-
<b>Ratepayers?</b>					
Ratepayer	82	17	1	-	-
Non-ratepayer	63	33	4	-	-

% read across

\* not asked prior to 2009

<sup>†</sup> 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 %	60 mins %	61- 100 mins %	101-120 mins %	More than 120 mins %	Mean (Average) Minutes %
Monday	22	8	11	18	7	21	3	4	6	<b>69</b>
Tuesday <sup>†</sup>	28	8	10	17	7	18	3	4	6	<b>66</b>
Wednesday <sup>†</sup>	23	8	9	19	8	20	4	4	6	<b>69</b>
Thursday	30	8	9	17	7	17	3	3	6	<b>65</b>
Friday	25	8	9	18	7	20	3	4	6	<b>68</b>
Saturday <sup>†</sup>	30	5	8	16	6	22	5	4	5	<b>65</b>
Sunday	34	5	7	16	6	19	5	4	4	<b>62</b>

<sup>†</sup> does not add to 100% due to don't know response and/or rounding

### Percent Saying 'Nothing' - By Area

	Area				
	New Plymouth %	Inglewood %	Clifton %	Kaitake %	Waitara %
Monday	21	33	17	14	24
Tuesday	27	31	28	38	33
Wednesday	23	35	20	18	17
Thursday	29	33	25	36	34
Friday	24	42	20	20	26
Saturday	28	39	32	30	40
Sunday	31	49	29	42	44

### Percent Saying '60 mins' - By Area

	Area				
	New Plymouth %	Inglewood %	Clifton %	Kaitake %	Waitara %
Monday	21	27	22	24	7
Tuesday	18	29	22	18	7
Wednesday	21	23	22	24	3
Thursday	17	25	22	18	5
Friday	21	17	24	24	7
Saturday	24	21	20	22	9
Sunday	21	14	19	20	9

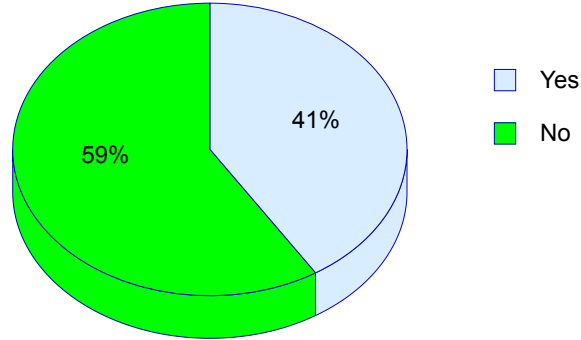
Across all seven days, the average number of minutes residents generally walk, for at least 10 minutes at a time, ranges from 62 minutes (Sunday) to 69 minutes (Monday / Wednesday).

14% of residents do not walk on any day of the week for at least 10 minutes at a time (12% in 2013).

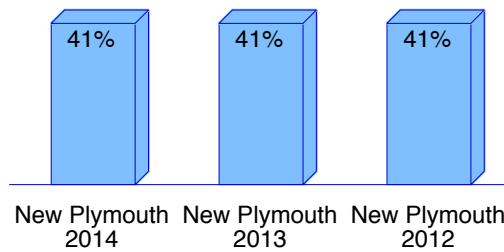
ii. *Cycling*

a. Have Residents Cycled In The Last Year?

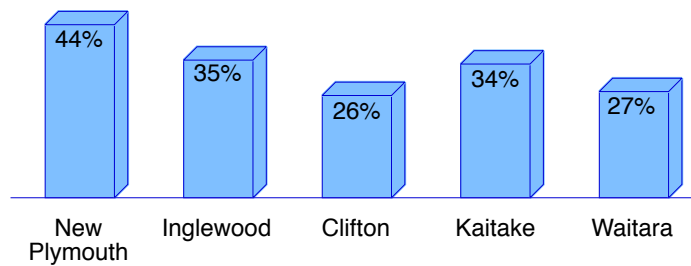
*Overall*



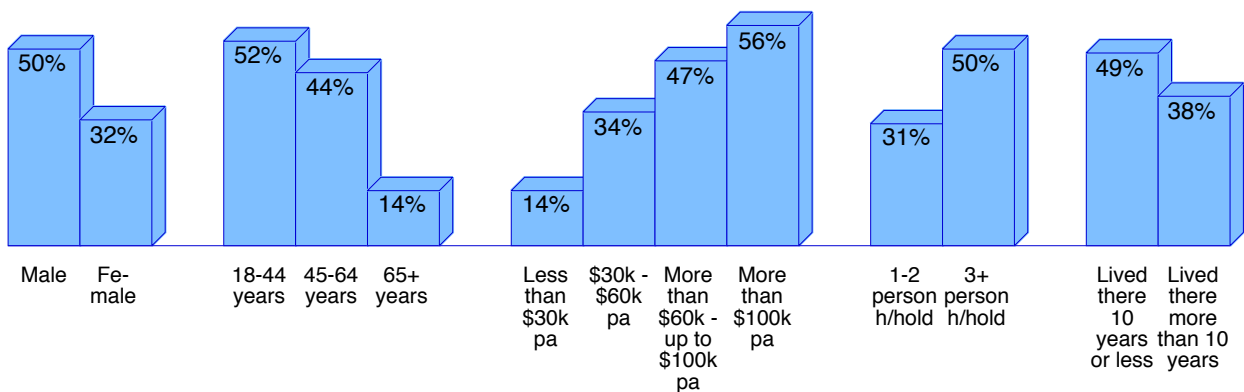
*Percent Saying 'Yes' - Comparison*



*Percent Saying 'Yes' - By Area*



*Percent Saying 'Yes' - Comparing Different Types Of Residents*



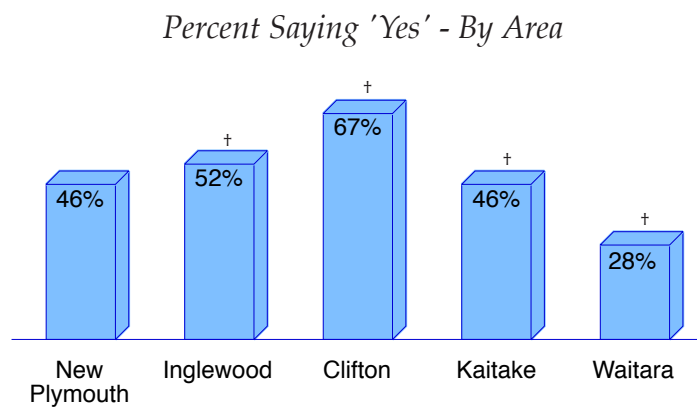
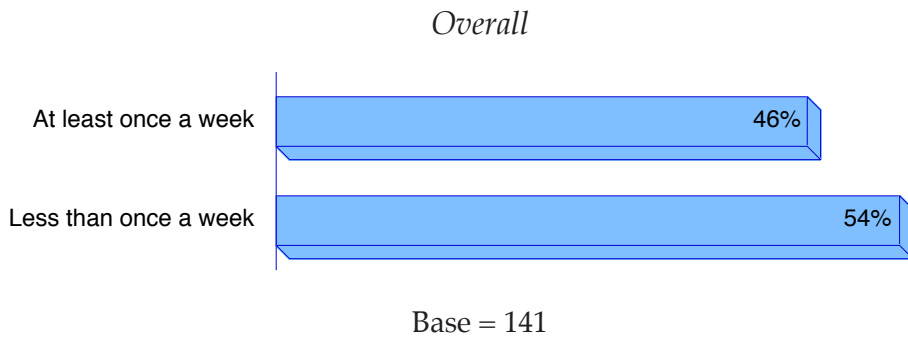


41% of residents say they have cycled in the last year, while 59% do not. These readings are similar to last year's results.

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

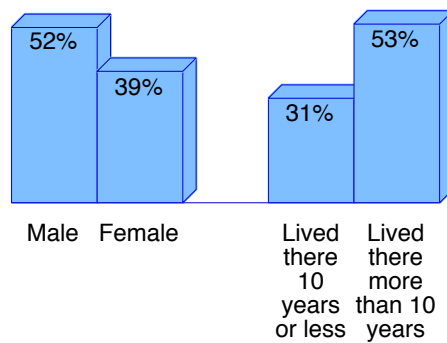
- men,
- residents aged 18 to 64 years,
- residents who live in a three or more person household,
- residents with an annual household income of more than \$60,000,
- shorter term residents, those residing in the District 10 years or less.

b. Frequency



† caution: small bases

*Percent Saying 'Yes' - Comparing Different Types Of Residents*



Of those residents who have cycled in the last 12 months, 46% say they cycle at least once a week (55% in 2013).

Residents<sup>†</sup> more likely to say they cycle at least once a week are ...

- men,
- longer term residents, those residing in the District more than 10 years.

† residents who have cycled in the last 12 months = N=141

- c. 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 <sup>†</sup>	43	9	14	13	7	5	8	23
Tuesday	40	9	17	12	7	11	4	22
Wednesday <sup>†</sup>	37	9	16	15	7	6	9	33
Thursday	35	9	16	15	7	11	7	29
Friday <sup>†</sup>	40	11	17	12	7	4	8	26
Saturday	29	10	12	13	9	12	15	42
Sunday <sup>†</sup>	35	10	14	15	7	7	13	29

N=67 (residents who cycle at least once a week)

<sup>†</sup> 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 22 minutes (Tuesday) to 42 minutes (Saturday).

\* 19% of residents who say they cycle weekly (N=67)

\* \* \* \* \*



## E. APPENDIX

### Base By Sub-sample

		Actual respondents interviewed	*Expected numbers according to population distribution
<b>Area</b>	New Plymouth	245	NA
	Inglewood	41	NA
	Clifton	37	NA
	Kaitake	37	NA
	Waitara	40	NA
<b>Gender</b>	Male	191	191
	Female	209	209
<b>Age</b>	18-44 years	116	168
	45-64 years	144	143
	65+ years	140	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 21.

Benchmarking was applied for the 3 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

\* \* \* \* \*

