

**NEW PLYMOUTH DISTRICT COUNCIL  
COMMUNITRAK™ SURVEY  
MARCH 2019**

# **COMMUNITRAK™ SURVEY**

## **PUBLIC PERCEPTIONS AND INTERPRETATIONS OF COUNCIL SERVICES AND REPRESENTATION**

**PREPARED AS PART OF THE PUBLIC FEEDBACK PROGRAM FOR:**

**NEW PLYMOUTH DISTRICT COUNCIL**

**MARCH 2019**



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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.

**Please note that unusual or one-off occurrences, such as climatic events, can affect ratings.**

**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.**

Icons used in this report made by Freepik from [www.flaticon.com](http://www.flaticon.com)

## A. SITUATION AND OBJECTIVES

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, 2003-2017 and now again in 2018.

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

The advantages and benefits of this are that Council has the National Average and Peer Group Average comparisons against which to analyse perceived performance, as well as the results from the Communitrak™ surveys undertaken in 1994, 1996, 1997, 1998, 1999, 2000, 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017 and 2018.

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,
- 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, and,
- whether or not residents feel New Plymouth District Council has a good reputation,
- how often, in an average week, residents walk / cycle.

\* \* \* \* \*

## B. COMMUNITRAK™ SPECIFICATIONS

### Sample Size

This Communitrak™ survey was conducted with 406 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	242
Inglewood	41
Clifton	40
Kaitake	41
Waitara	42
	<hr/>
	406

### Interview Type

Interviewing was mainly 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.

This year, 15 face-to-face interviews were also done through Zeal, with residents aged 18 to 25 years, in an effort to increase youth participation in the survey.

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, and 50 Māori residents 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 next 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 1st March and Sunday 17th March 2019.

## 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 750 interviews conducted in October/November 2018,
- comparisons with provincial, urban and rural norms.

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

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

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

## Comparisons With National Communitrak™ Results

Where survey results have been compared with Peer Group and/or National Average results from the October/November 2018 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%.

## Response Rate

The response rate for the 2019 New Plymouth District Council was **71%**, which is much higher than seen typically in web or mail-out surveys (often in the 5%-30% range). With a decreasing response rate there is an increasing likelihood that the sample is less and less representative of the District.



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.

In 2019, 406 residents were interviewed. These were mainly done by telephone, but 15 face-to-face interviews were also done through Zeal, with residents aged 18 to 25 years, in an effort to increase youth participation in the survey.

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.

NRB has defined the **Provincial Peer Group** as those Territorial Authorities where from 66% to 91% of dwellings are in urban meshblocks, as classified by Statistics New Zealand's 2013 Census data. Other examples of Councils included in this group are Rotorua Lakes Council and Hastings District Council.

## SNAPSHOT



**94% of residents are satisfied with the access to the natural environment, including the rivers, lakes, the mountain and the coast.**



**However, 31% are not very satisfied with the Govett-Brewster Art Gallery/Len Lye Centre.**



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



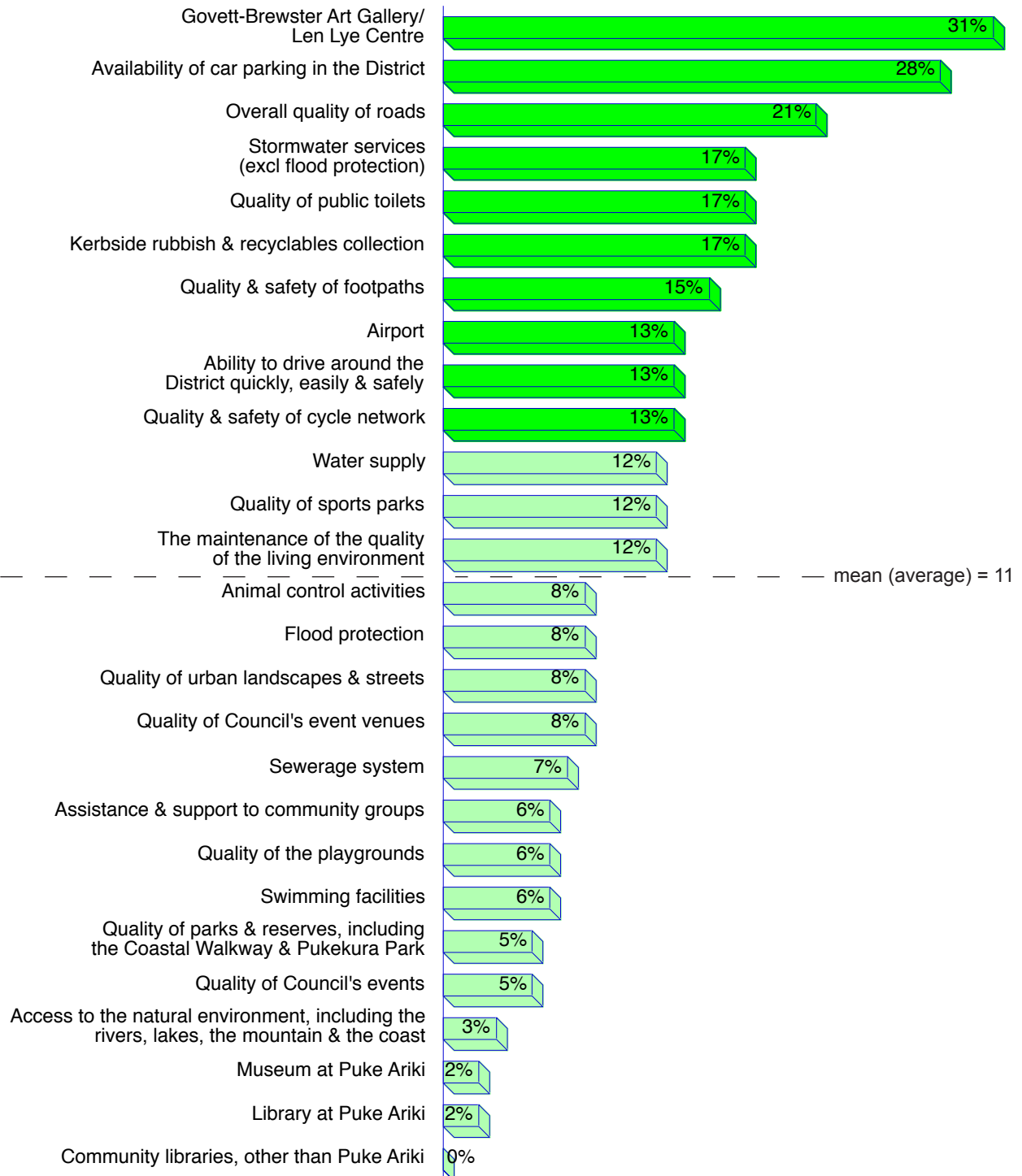
**84% of residents are satisfied with how the rates are spent on the services and facilities provided by Council.**



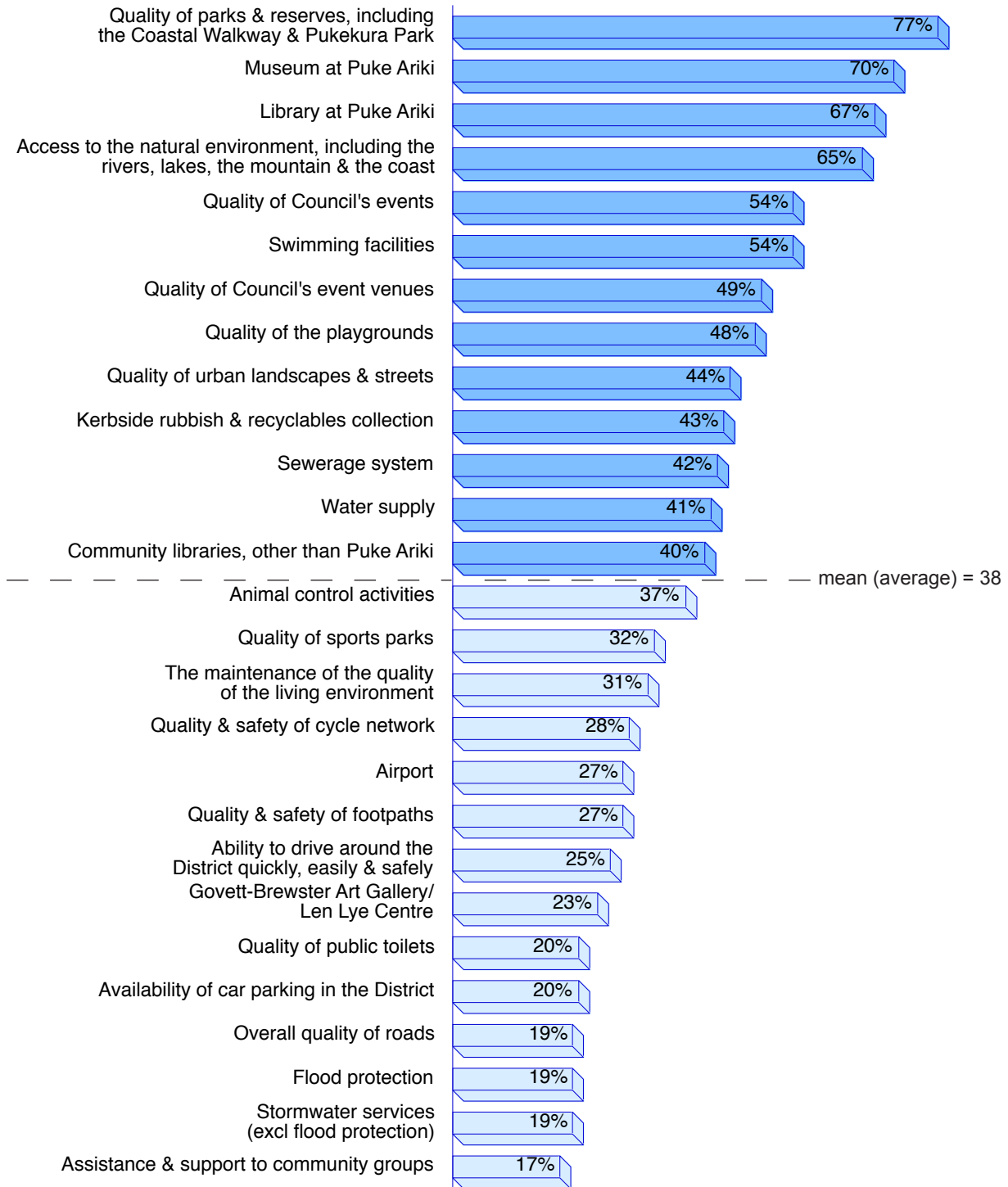
**Overall, 76% of residents feel the quality of life in New Plymouth is very good.**

## COUNCIL SERVICES/FACILITIES

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



## Percent Very Satisfied



## Percent Not Very Satisfied Versus Peer Group And National Average

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

	New Plymouth %	Peer Group %	National Average %
• Govett-Brewster Art Gallery / Len Lye Centre	31	°°°7	°°°4
• kerbside rubbish and recyclables collection	17	°14	°11
• quality of sports parks	12	°°4	°°3

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

• availability of car parking in New Plymouth	28	*35	*40
• overall quality of roads	21	**33	**27
• quality and safety of footpaths	15	††27	††21
• water supply	12	17	14
• animal control activities	8	†††22	†††16
• swimming facilities	6	††††12	††††17
• assistance and support to community groups	6	°°°12	°°°7
• Museum at Puke Ariki	2	10	5

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

• stormwater services (excluding flooding)	17	°°17	°°16
• quality of public toilets	17	†17	†17
• the sewerage system	7	7	7
• quality of playgrounds	6	°°4	°°3
• quality of parks and reserves, including the Coastal Walkway and Pukekura Park	5	°5	°5
• library at Puke Ariki	2	***4	***3
• community libraries, excluding Puke Ariki	0	***4	***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 recycling (these are asked separately in the National survey)

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

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

†† figures are based on ratings for footpaths in general

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

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

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

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

††† figures are based on ratings for dog control

°°° figures are based on ratings for community assistance

†††† figures are based on ratings for swimming pools

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 Council's events, the quality of Council's events venues; the quality of urban landscapes and streets; the quality and safety of the cycle network; 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	81	12	7
The airport	62	23	15
An entertainment, arts or sporting event at TSB Showplace, TSB Stadium, Bowl of Brooklands or Yarrow Stadium	52	28	20
Public toilets	59	20	21
Museum at Puke Ariki	38	40	22
Sports parks	50	19	31
Playground <sup>†</sup>	56	11	32
Library at Puke Ariki	51	15	34
Public swimming facility	46	14	40
A cycleway	36	12	52
Govett-Brewster Art Gallery / Len Lye Centre <sup>†</sup>	13	31	57
Community library (excluding Puke Ariki)	24	14	62
Visitor Information Centre at Puke Ariki	9	21	70
Contacted Council about dogs and / or other animals	2	15	83

% read across

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

Parks or reserves, including the Coastal Walkway and Pukekura Park, 93%, and the airport, 85%,

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



## SPEND EMPHASIS ON FACILITIES/SERVICES

In terms of the facilities/services measured, the six main ones residents think more should be spent on are:

	Spend 'More'
• overall quality of roads	38%
• availability of car parking in the District	38%
• maintenance of the quality of the living environment	33%
• economic development	32%
• quality of public toilets	31%

## OUTCOMES

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

Yes            53%    (56% in 2018)

Main things mentioned:

- |  |     |                  |
|--|-----|------------------|
| • events / concerts / entertainment                                | 16% | of all residents |
| • Coastal Walkway / extension to walkway                           | 7%  |                  |
| • Council does a good job / good service /<br>new Mayor is good    | 6%  |                  |
| • good parks / reserves / playgrounds /<br>upkeep and improvements | 6%  |                  |

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

Yes            48%    (43% in 2018)

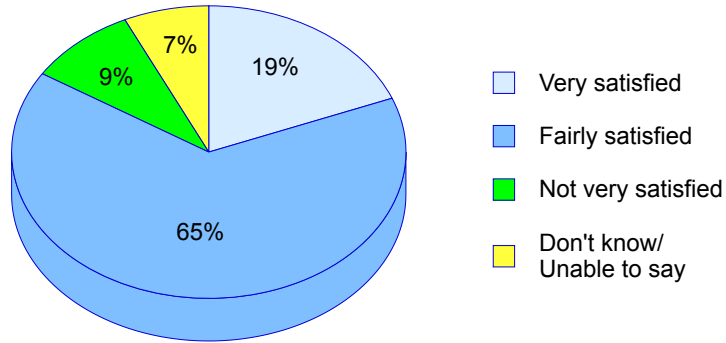
Main things mentioned:

- |   |    |                  |
|---|----|------------------|
| • poor consultation / communication / information /<br>don't listen / more transparency | 7% | of all residents |
| • roading / maintenance / road safety / cycling issues                                  | 7% |                  |
| • improve Council performance / services  | 5% |                  |

# RATES

86% of residents identify themselves, or members of their household, as ratepayers (92% in 2018).

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



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

- waste money / overspend / priorities wrong 4% of all residents
- high rates / rates increases / too high for services provided / unfair system 2%
- roads need attention / expenditure 2%

\* multiple responses allowed

The percent not very satisfied (9%) is below the Peer Group Average (30%) and National Average (22%).

## CONTACT WITH COUNCIL

38% of residents have contacted the Council offices in the last 12 months by phone (43% in 2018), with 33% contacting the Council in person (39% in 2018) and 4% contacting the Council in writing (3% in 2018). 14% have contacted Council by email (16% in 2018) and 3% have contacted Council by social media (7% in 2018).

Overall, 55% of residents have contacted the Council in the last 12 months (62% in 2018).

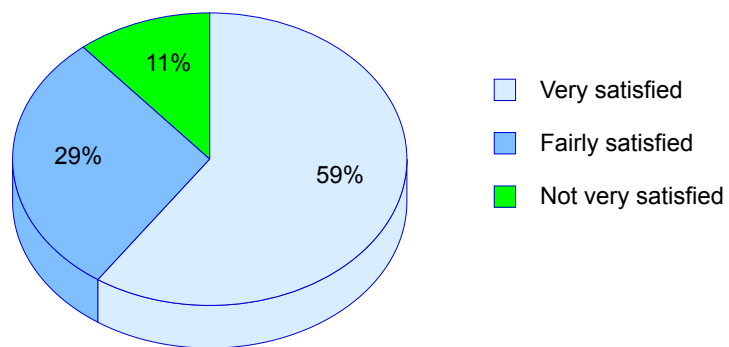
### Rating Of Council Staff In Terms Of:

	Very satisfactory / Satisfactory %	Neither / Neutral %	Very unsatisfactory / satisfactory %	Don't know / Unable to say / Not applicable %
Helpfulness	88	4	7	1
Knowledge <sup>†</sup>	82	8	9	2
Did the Council do what it said it would do?	71	6	14	9

Base = 219\*

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

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



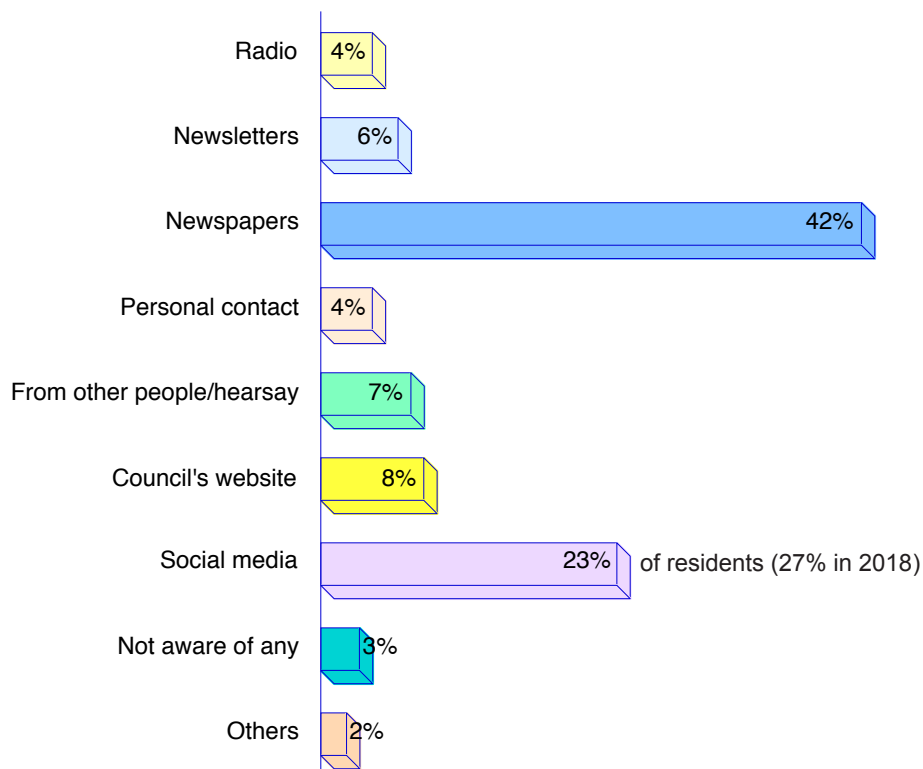
Base = 219\*  
(does not add to 100% due to rounding)

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

## PUBLIC CONSULTATION

### Main Source Of Information About Council

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



(Does not add to 100% due to rounding)

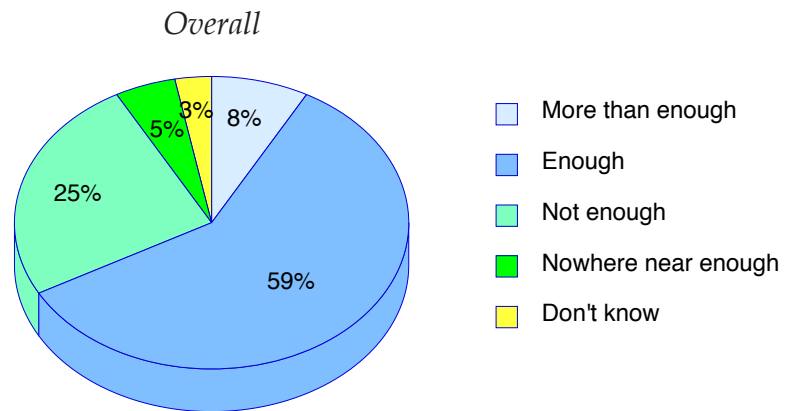
Those residents<sup>†</sup> who say newspapers are their main source of information give the following as the newspapers\* they read:

The Taranaki Daily News	84%
The North Taranaki Midweek	56%
Live Magazine	11%
The Stratford Press	3%
Opunake & Coastal News	3%
Moa Mail	3%
Waitara Alive	2%
TOM Oakura	2%
Others	5%

\* multiple responses allowed

<sup>†</sup> Base = 201

## Sufficiency Of Information Supplied By Council To The Community

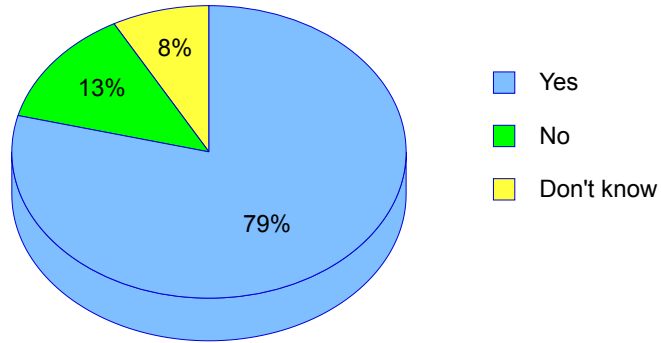


19% of residents say that in the last three months, they have interacted with the Council online (ie, via the Council website or its Facebook/Twitter pages) (25% in 2018).

**LOCAL ISSUES**

**Council Reputation**

*Does Council Have A Good Reputation?*



The percent saying 'Yes' is above the Peer Group Average (57%) and the National Average (58%).

**Meeting The Needs/Aspirations Of The District**

64% of residents feel that Council meets the needs and aspirations of the District [rating 7 to 10] (74% in 2018), while 6% feel the Council does not meet the needs/aspirations of the District [rating 1 to 4] (4% in 2018).

**Perception Of Safety**

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

Yes, definitely	54%	of all residents	(57% in 2018)
Yes, mostly	44%		(40% in 2018)
Not really	1%		(3% in 2018)
No, definitely not	1%		(0% in 2018)

**Quality Of Life**

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

Very good	76%	of all residents	(77% in 2018)
Good	22%		(19% in 2018)
Fair	2%		(4% in 2018)
Poor	0%		(0% in 2018)

## 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	49
Tuesday	47
Wednesday	49
Thursday	49
Friday	47
Saturday	49
Sunday	43

### Cycling

40% of residents say they have cycled in the last year, while 60% have not. Of those that have cycled, 45% say they do it at least once a week and 55% do it less often. Amongst the residents<sup>†</sup> who cycle at least once a week, the mean (average) number of minutes they say they cycle on each day of the week in an average week, for any reason is:

Day Of The Week	Mean Minutes
Monday	23
Tuesday	21
Wednesday	24
Thursday	18
Friday	18
Saturday	34
Sunday	19

<sup>†</sup> N=58

(those who cycle at least once a week)

\* \* \* \* \*



## D. MAIN FINDINGS

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

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

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

In this group are ...

Ashburton District Council  
 Gisborne District Council  
 Gore District Council  
 Grey District Council  
 Hastings District Council  
 Horowhenua District Council  
 Marlborough District Council  
 Masterton District Council  
 Queenstown Lakes District Council

Rotorua Lakes Council  
 South Waikato District Council  
 Taupo District Council  
 Thames Coromandel District Council  
 Timaru District Council  
 Waipa District Council  
 Whakatāne District Council  
 Whangarei District Council



## 1. AREA DIFFERENCES

The five Areas are as follows:

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

### Summary Table: Demographics Of Weighted\*\* Sample By Area

	Total District 2019 %	Area				
		New Plymouth %	Inglewood %	Clifton %	Kaitake %	Waitara %
<b>Gender</b>						
Male	48	47	60	61	37	39
Female	52	53	40	39	63	61
<b>Age<sup>†</sup></b>						
18-34 years	23	23	23	35	13	30
35-44 years	19	20	14	9	29	13
45-54 years	14	15	7	11	13	19
55-64 years	21	19	31	30	25	20
65-74 years	12	12	12	10	13	8
75+ years	11	11	13	5	8	10
<b>Ethnicity<sup>†</sup></b>						
NZ European	76	75	90	88	86	56
NZ Māori	17	17	8	9	14	45
Pacific Island/Asian/Other	7	8	1	3	-	-
<b>Household Income*</b>						
Less than \$30,000 pa	16	19	13	11	3	16
\$30,000 pa-\$60,000 pa	24	26	33	15	13	11
More than \$60,000 pa- up to \$100,000 pa	28	24	29	52	39	25
More than \$100,000 pa	23	22	20	21	35	18
<b>Household Size</b>						
1-2 person household	48	48	57	39	37	37
3+ person household	52	52	43	61	63	63
<b>Length Of Residence</b>						
Ten years or less	17	19	15	23	4	4
More than ten years	83	81	85	77	86	96

% read down

\* balance = don't know / refused

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

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



## 2. COMPARISON TABLE

## Summary Table: Comparison Between 2018 And 2019

	New Plymouth 2019		New Plymouth 2018	
	Very / fairly satisfied %	Not very satisfied %	Very / fairly satisfied %	Not very satisfied %
Access to the natural environment, including the rivers, lakes, the mountain and the coast	94 =	3 =	96	3
The quality of parks and reserves, including the Coastal Walkway and Pukekura Park	94 =	5 =	94	5
Museum at Puke Ariki	90 =	2 =	88	2
The quality of urban landscapes and streets <sup>##</sup>	89 =	8 =	92	6
The maintenance of the quality of the living environment <sup>#</sup>	85 ↓	12 ↑	93	4
Ability to drive around the District quickly, easily & safely	85 ↓	13 ↑	90	8
Swimming facilities <sup>ooo</sup>	84 =	6 =	83	7
Quality of Council event venues <sup>###</sup>	84 ↓	8 =	91	6
Library at Puke Ariki	83 =	2 =	85	1
Quality of Council events <sup>*</sup>	83 ↓	5 =	90	4
Quality of playgrounds <sup>ooo</sup>	82 =	6 =	80	5
Quality and safety of footpaths	82 =	15 =	80	17
Animal control activities <sup>o</sup>	80 =	8 =	82	8
Airport	79 =	13 =	80	15
Water supply	78 =	12 =	78	12
Kerbside rubbish and recyclables collection	78 =	17 =	77	17
Overall quality of roads <sup>o</sup>	78 =	21 =	80	20
Sewerage system	73 ↓	7 =	79	3
Quality of sports parks <sup>oo</sup>	72 ↓	12 ↑	80	5
Stormwater services (excluding flood protection)	71 =	17 =	72	13
Availability of car parking in the District	71 =	28 ↑	75	22
Quality of public toilets	67 ↓	17 ↑	73	12
Flood protection	66 =	8 =	69	8
Quality and safety of the cycle network <sup>***</sup>	62 =	13 =	64	13
Assistance and support to community groups <sup>oo</sup>	55 ↓	6 =	64	4
Community Libraries, excluding the Puke Ariki Library	52 ↓	0 =	61	0
Govett-Brewster Art Gallery / Len Lye Centre	47 =	31 ↑	51	26

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

2018 readings refer to:

# the quality of the New Plymouth living environment is being maintained

## the maintenance and presentation of urban landscapes and streets

### quality of the venues for entertainment, cultural and sporting

\* quality of entertainment, cultural and sporting events in the District

\*\* public swimming pools

\*\*\* quality and safety of cycleways

o animal control

oo quality of District's sportsfields

ooo public swimming pools

o quality of roads overall

oo assistance Council gives to the community

ooo quality of District's playgrounds

Key: ↑ slightly above 2018 reading  
↓ slightly below 2018 reading  
= similar / on par



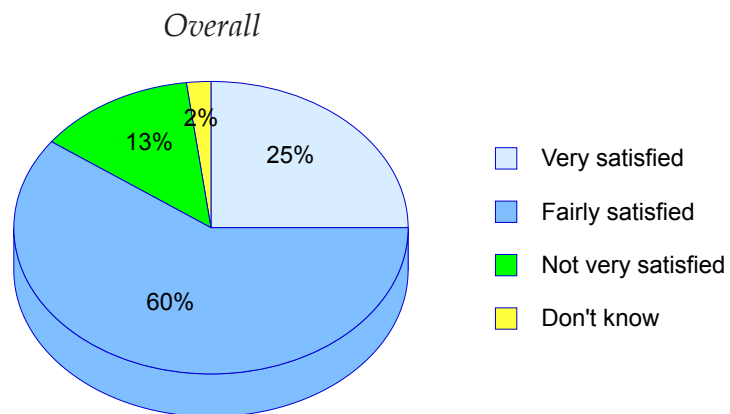
### 3. COUNCIL SERVICES/FACILITIES

## 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.)



85% of residents are satisfied with the ability to drive around the District quickly, easily and safely (90% in 2018), including 25% who are very satisfied (38% in 2018), while 13% are not very satisfied.

There are no comparative Peer Group and National Averages for this reading, however the not very satisfied reading is 5% above the 2018 result.

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. It does appear that NZ European residents are slightly more likely to feel this way, than NZ Māori residents.

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

	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
<b>Overall*</b>					
Total District 2019	25	60	85	13	2
2018	38	52	90	8	2
2017	30	60	90	9	1
2016	32	52	84	15	1
2015	25	62	87	11	2
2014	28	55	83	14	3
2013	32	58	90	8	2
2012	23	64	87	11	2
2011	28	61	89	10	1
2010	23	62	85	14	1
2009	32	46	78	20	2
2008	17	61	78	19	3
2007	23	62	85	12	3
2006	29	51	80	18	2
2005	31	52	83	15	2
<b>Area</b>					
New Plymouth	27	59	86	12	2
Inglewood	26	57	83	17	-
Clifton	7	70	77	23	-
Kaitake <sup>†</sup>	19	66	85	13	1
Waitara <sup>†</sup>	20	67	87	9	4
<b>Ethnicity</b>					
NZ European	25	60	85	14	1
NZ Māori	30	62	92	4	4

% read across

\* 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 ability to drive around the District are ...

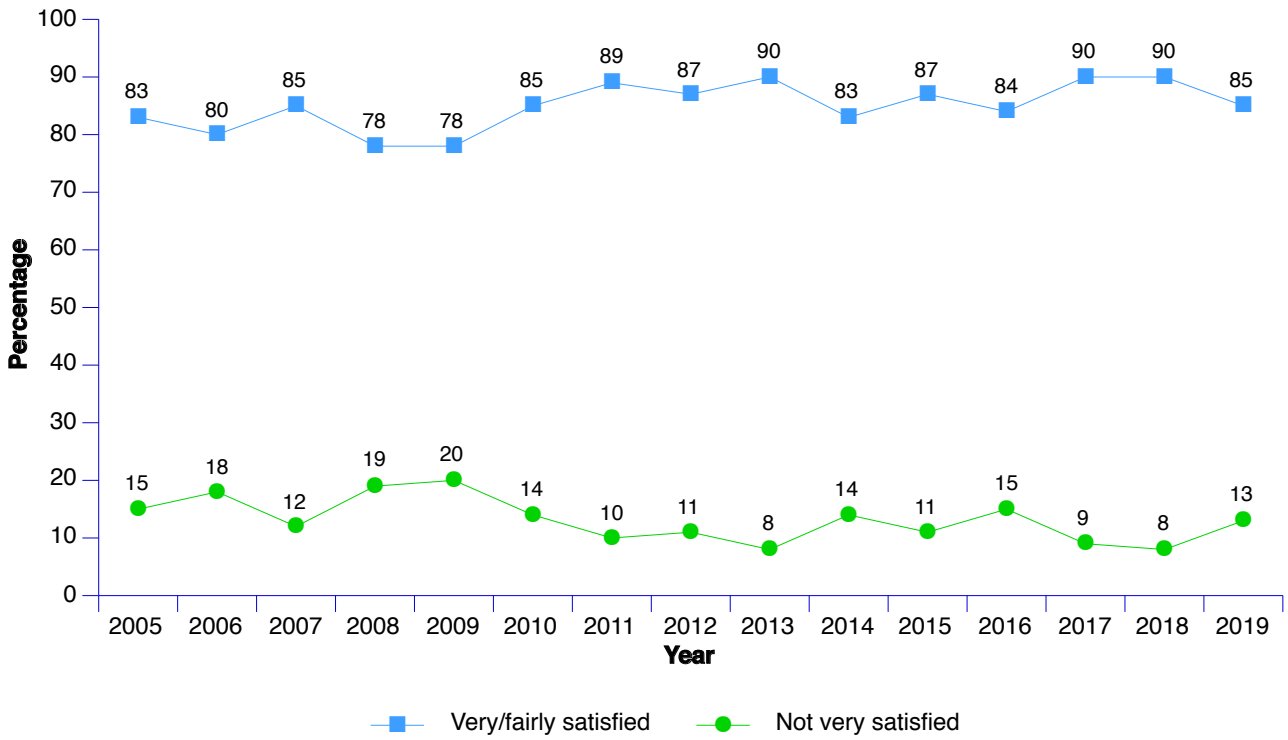
- poor traffic flow / congestion / one way system causing congestion,
- poor condition of roads / not maintained / poor quality of work done,
- dangerous intersections / blind corners / poor design / roundabout needed,
- speed restrictions / speed limit issues / boy racers.

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

	<b>Total District 2019</b> %	<b>Area</b>				
		New Plymouth %	Inglewood %	Clifton %	Kaitake %	Waitara %
<b>Percent Who Mention ...</b>						
Poor traffic flow / congestion / one way system causing congestion	<b>5</b>	5	8	3	6	4
Poor condition of roads / not maintained / poor quality of work done	<b>3</b>	2	6	10	-	-
Dangerous intersections / blind corners / poor design / roundabout needed	<b>2</b>	2	-	-	7	-
Speed restrictions / speed limit issues / boy racers	<b>2</b>	1	2	7	-	5

\* multiple responses allowed

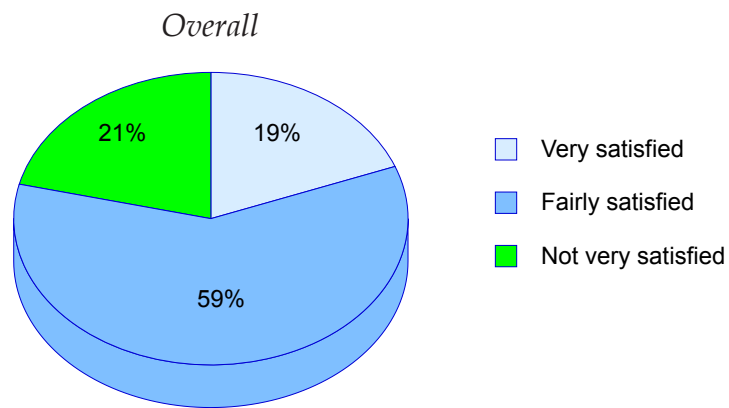
*Ability To Drive Around The District Quickly, Easily And Safely*



Recommended Satisfaction Measure For Reporting Purposes:  
Total District = 85%

## *ii. Overall Quality Of Roads*

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



78% of residents are satisfied with New Plymouth District's overall quality of roads, while 21% of residents are not very satisfied. These readings are similar to the 2018 results.

The percent not very satisfied is below the Peer Group Average and slightly below the National Average 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 overall quality of roads, than shorter term residents.

## Satisfaction With The Overall Quality Of Roads

	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
<b>Overall</b>					
Total District 2019 <sup>†</sup>	19	59	78	21	-
2018	18	62	80	20	-
2017	16	66	82	17	1
2016	25	57	82	17	1
2015	23	66	89	11	-
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)	11	55	66	33	1
National Average <sup>†</sup>	20	52	72	27	-
<b>Area</b>					
New Plymouth	21	60	81	19	-
Inglewood <sup>†</sup>	24	58	82	19	-
Clifton	9	56	65	35	-
Kaitake	4	70	74	26	-
Waitara <sup>†</sup>	23	46	69	30	-
<b>Length of Residence</b>					
Lived there 10 years or less <sup>†</sup>	41	49	90	11	-
Lived there more than 10 years	15	61	76	24	-

% 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 ...

- potholes/uneven/bumpy/rough,
- poor quality of work/materials/patching/slow,
- poor condition of roads/need improvements/maintenance.

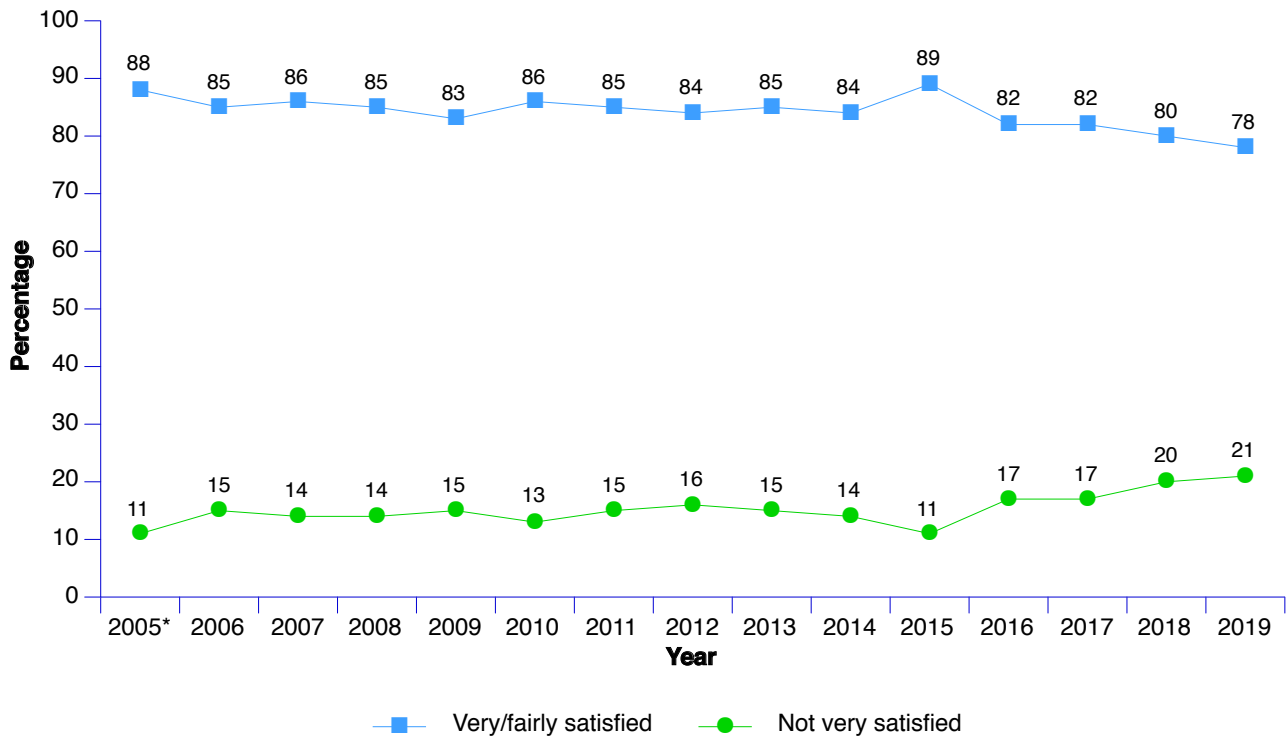
### Summary Table:

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

	Total District 2019 %	Area				
		New Plymouth %	Inglewood %	Clifton %	Kaitake %	Waitara %
Percent Who Mention ...						
Potholes/uneven/bumpy/rough	<b>11</b>	11	10	12	11	14
Poor quality of work/ materials/patching/slow	<b>5</b>	4	3	14	5	11
Poor condition of roads/ need improvements/maintenance	<b>4</b>	4	-	7	5	1

\* multiple responses allowed

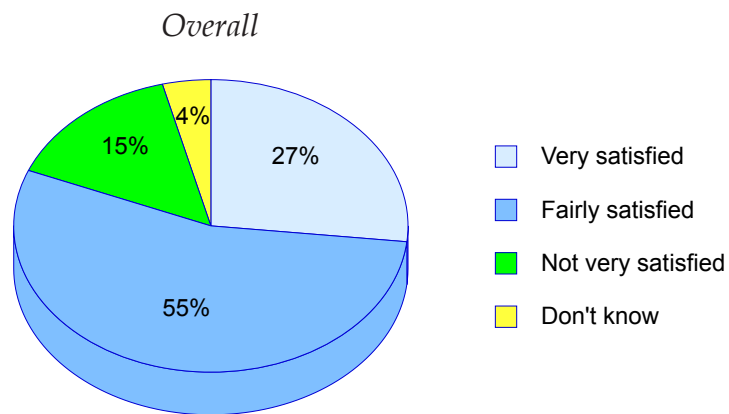
*Overall Quality Of Roads*



\* 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%

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



82% of residents are satisfied with the quality and safety of the District's footpaths, including 27% who are very satisfied, while, 15% of residents are not very satisfied and 4% are unable to comment. These readings are similar to the 2018 results.

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

Residents aged 65 years or over are more likely to be not very satisfied with the quality and safety of footpaths, than other age groups.

## 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 2019 <sup>†</sup>	27	55	82	15	4
2018	24	56	80	17	3
2017	27	53	80	16	4
2016	32	47	79	17	4
2015	22	60	82	14	4
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)	16	52	68	27	5
National Average	26	48	74	21	5
<b>Area</b>					
New Plymouth	27	56	83	14	3
Inglewood	30	47	77	22	1
Clifton	33	55	88	3	9
Kaitake	24	38	62	27	11
Waitara	17	67	84	11	5
<b>Age</b>					
18-44 years	33	56	89	9	2
45-64 years	23	59	82	14	4
65+ years	19	46	65	25	10

% read across

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

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

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

† does not add to 100% due to rounding



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

- uneven/potholes/broken/cracked/rough/bumpy/can easily trip,
- no footpaths/not enough/only on one side/incomplete,
- difficulties for disabled people/walkers/mobility scooters/elderly,
- poor condition/need improving/lack maintenance.

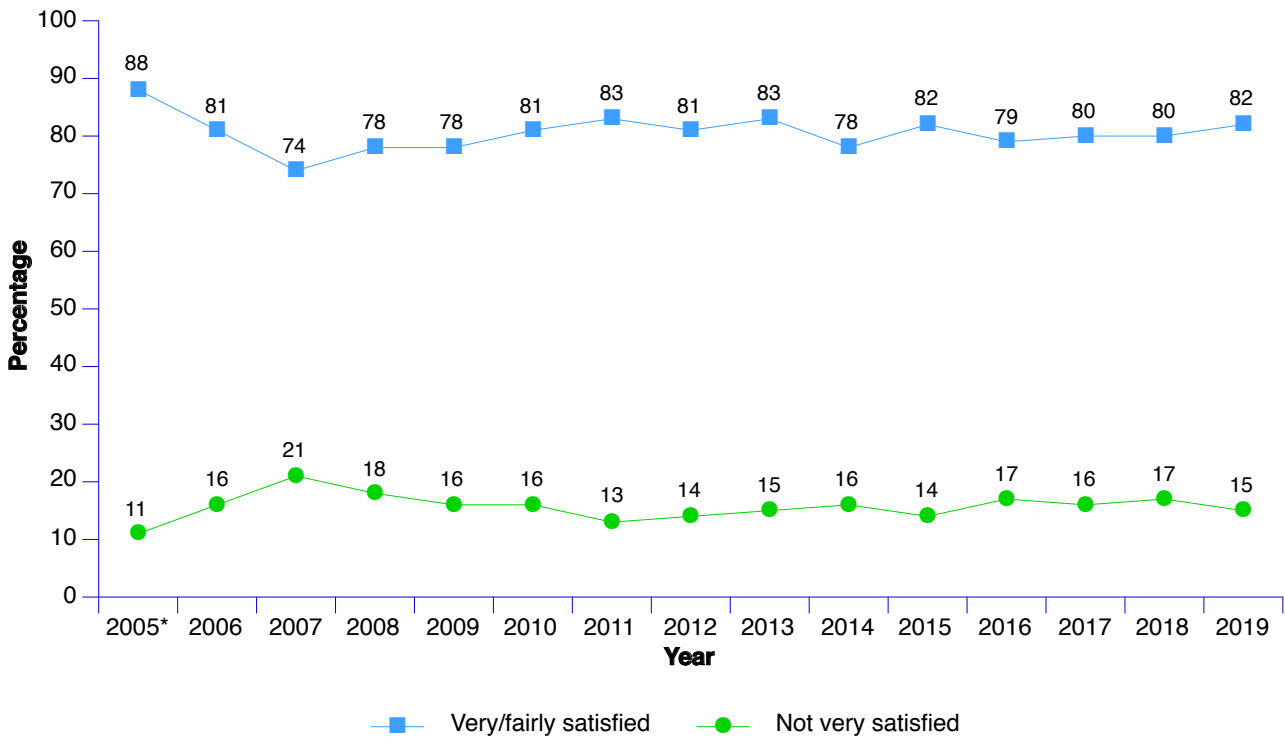
### Summary Table:

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

	Total District 2019 %	Area				
		New Plymouth %	Inglewood %	Clifton %	Kaitake %	Waitara %
Percent Who Mention ...						
Uneven/potholes/broken/cracked/ rough/bumpy/can easily trip	5	5	15	-	7	-
No footpaths/not enough/ only on one side/incomplete	3	3	5	-	-	8
Difficulties for disabled people/ walkers/mobility scooters/elderly	3	3	-	-	11	2
Poor condition/need improving/ lack maintenance	3	1	4	-	13	4

\* multiple responses allowed

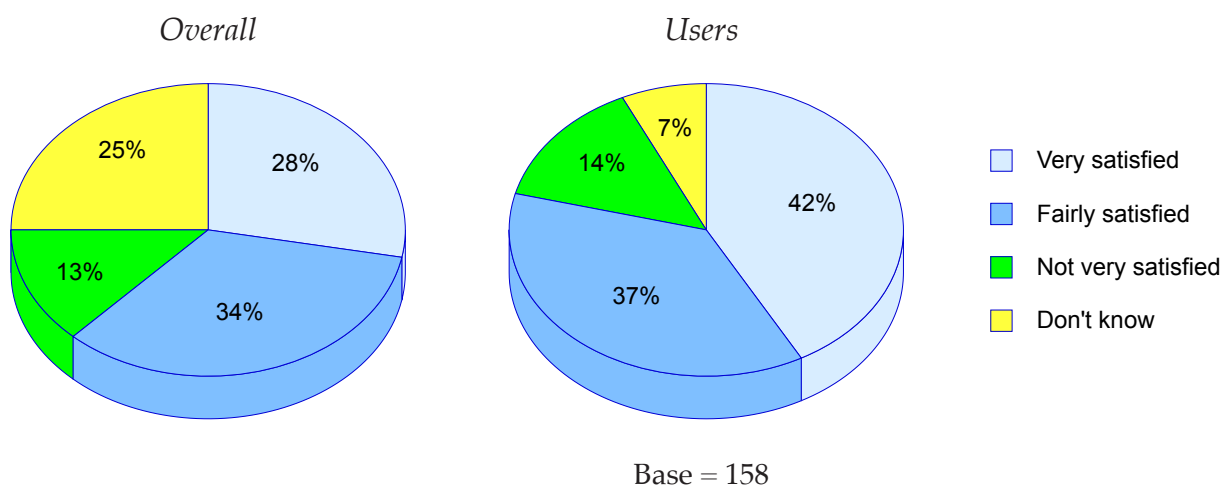
*Quality And Safety Of Footpaths*



\* 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 = 82%

#### *iv. The Quality And Safety Of The Cycle Network*



62% of New Plymouth residents are satisfied with the quality and safety of the cycle network, including 28% who are very satisfied. 13% of residents are not very satisfied and 25% are unable to comment.

There are no comparative Peer Group and National Averages for this reading, however, the not very satisfied reading is similar to the 2018 result.

48% of households have used a cycleway in the District, in the last 12 months (52% in 2018). Of these, 79% are satisfied and 14% not very satisfied.

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

## Satisfaction With The Quality And Safety Of The Cycle Network

	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
<b>Overall*</b>					
Total District 2019**	28	34	62	13	25
2018	25	39	64	13	23
2017	30	41	71	10	19
2016	30	37	67	12	21
2015 <sup>†</sup>	32	37	69	10	22
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	42	37	79	14	7
<b>Area</b>					
New Plymouth	33	30	63	13	24
Inglewood	14	50	64	13	23
Clifton	28	34	62	5	33
Kaitake	8	53	61	16	23
Waitara	14	31	45	15	40
<b>Length of Residence</b>					
Lived there 10 years or less	32	36	68	3	29
Lived there more than 10 years <sup>†</sup>	28	33	61	15	25

% read across

\* not asked prior to 2006

\*\* readings prior to 2019 relate to satisfaction with "quality and safety of cycleways"

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

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

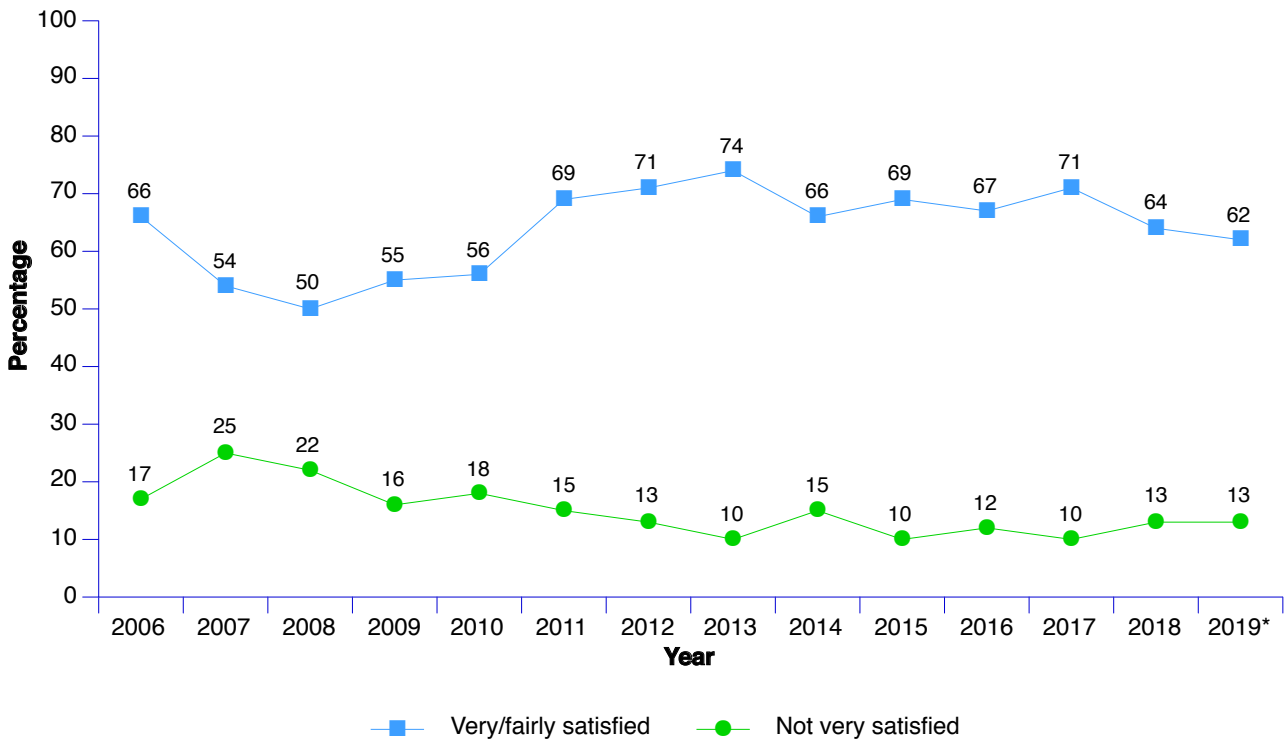
- dangerous/unsafe/not much room/too narrow/need better provisions for cyclists,
- no cycleways/not enough/need more,
- cyclists should be able to cycle on footpaths/separation from road,
- cyclists behaviour.

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

	Total District 2019 %	Area				
		New Plymouth %	Inglewood %	Clifton %	Kaitake %	Waitara %
Percent Who Mention ...						
Dangerous/unsafe/not much room/ too narrow/need better provisions for cyclists	<b>6</b>	6	7	3	9	-
No cycleways/not enough/ need more	<b>3</b>	2	5	2	1	9
Cyclists should be able to cycle on footpaths/separation from road	<b>2</b>	2	-	-	2	6
Cyclists behaviour	<b>2</b>	2	-	-	2	-

\* multiple responses allowed

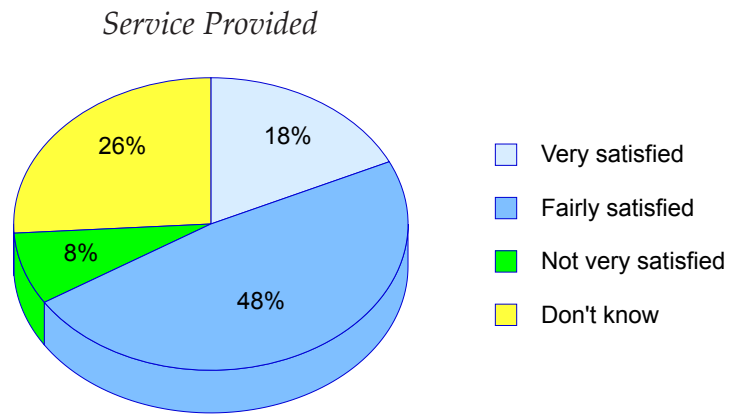
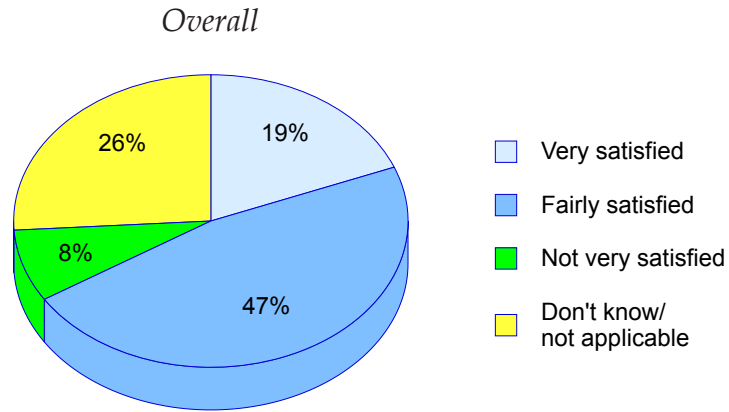
*Quality And Safety Of The Cycle Network*



\* readings prior to 2019 relate to satisfaction with "quality and safety of cycleways"

Recommended Satisfaction Measure For Reporting Purposes:  
 Total District = 62%  
 Users = 79%

*v. Flood Protection*



Base = 292

66% of New Plymouth residents are satisfied with flood protection (69% in 2018), while 8% not very satisfied and 26% are unable to comment (23% in 2018).

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

77% of residents have a piped stormwater collection. Of these, 66% are satisfied, while 8% are not very satisfied.

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

## Satisfaction With Flood Protection

	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
<b>Overall*</b>					
Total District 2019	19	47	<b>66</b>	8	26
2018	28	41	<b>69</b>	8	23
2017	33	43	<b>76</b>	6	18
2016	39	38	<b>77</b>	4	19
2015	31	33	<b>64</b>	3	33
2014	26	41	<b>67</b>	3	31
2013	35	36	<b>71</b>	3	26
Service Provided	18	48	<b>66</b>	8	26
<b>Area</b>					
New Plymouth <sup>†</sup>	18	48	<b>66</b>	8	27
Inglewood <sup>†</sup>	33	41	<b>74</b>	4	23
Clifton	14	46	<b>60</b>	17	23
Kaitake <sup>†</sup>	16	48	<b>64</b>	9	28
Waitara <sup>†</sup>	21	49	<b>70</b>	4	25

% read across

\* not asked prior to 2013

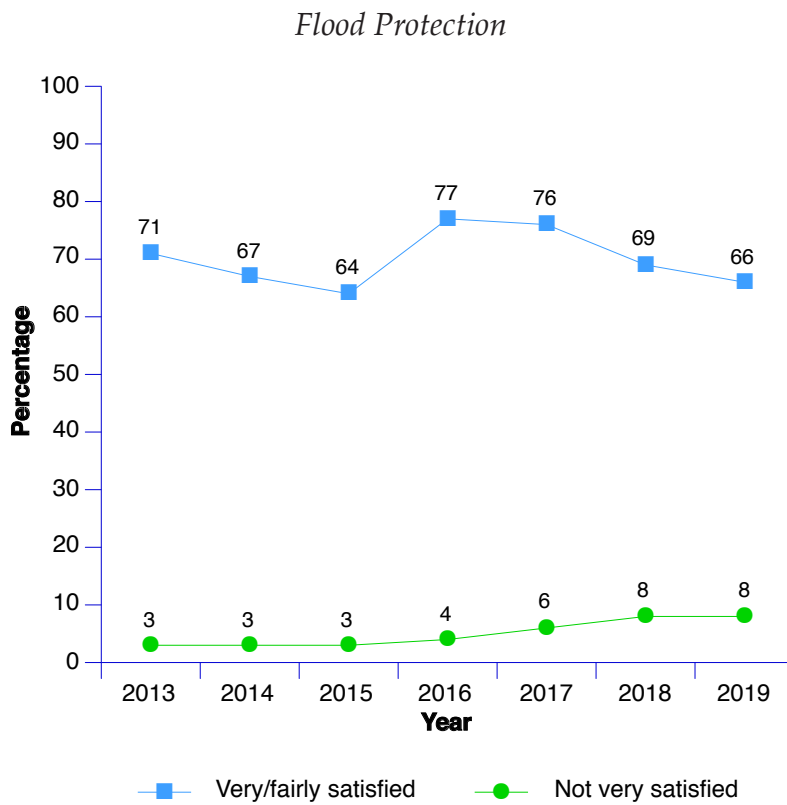
<sup>†</sup> does not add to 100% due to rounding



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

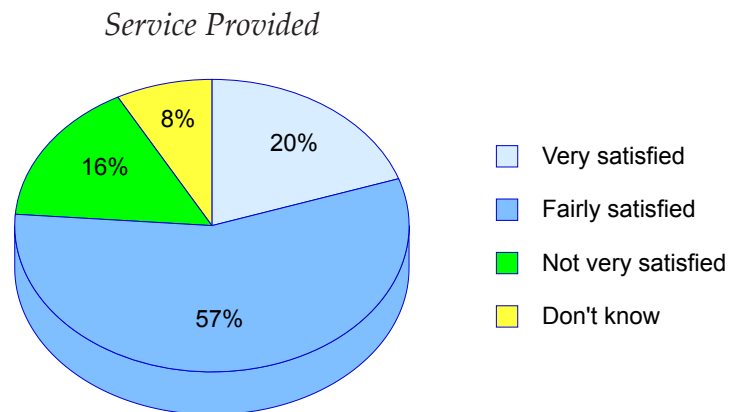
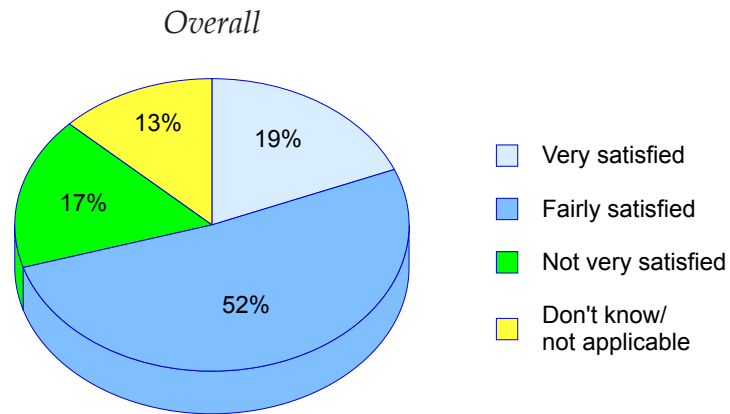
- flooding problems, mentioned by 6% of all residents,
- blocked drains/leaves need clearing, 2%.

\* multiple responses allowed



Recommended Satisfaction Measure For Reporting Purposes:  
 Total District = 66%  
 Receivers Of Service = 66%

*vi. Stormwater Services (Excluding Flood Protection)*



Base = 292

71% of New Plymouth residents are satisfied with stormwater services (excluding flood protection), while 13% are unable to comment. These readings are similar to the 2018 results.

The percent not very satisfied (17%) is similar to the Peer Group and National Averages for **stormwater services in general** and on par with the 2018 reading.

Of those residents provided with a piped stormwater collection, 77% are satisfied and 16% 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					
2019 <sup>†</sup>	19	52	71	17	13
2018	23	49	72	13	15
2017 <sup>†</sup>	27	52	79	9	11
2016	37	41	78	8	14
2015	31	47	78	8	14
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 <sup>*</sup>	26	53	79	12	9
2000	25	56	81	11	8
1999	23	56	79	12	9
Service Provided <sup>†</sup>	20	57	77	16	8
<b>Comparison**</b>					
Peer Group (Provincial)	29	42	71	17	12
National Average	31	41	72	16	12
<b>Area</b>					
New Plymouth <sup>†</sup>	21	53	74	16	11
Inglewood <sup>†</sup>	25	45	70	17	12
Clifton	11	46	57	19	24
Kaitake	8	55	63	18	19
Waitara	9	51	60	22	18

% read across

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

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

† does not add to 100% due to rounding

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

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

**Summary Table: Main Reasons\* For Being Not Very Satisfied With Stormwater Services (Excluding Flood Protection)**

	<b>Total District 2019</b> %	<b>Area</b>				
		New Plymouth %	Inglewood %	Clifton %	Kaitake %	Waitara %
<b>Percent Who Mention ...</b>						
Flooding/surface flooding	<b>7</b>	7	2	11	10	13
Blockages/drains and gutters need cleaning/maintenance	<b>6</b>	6	6	1	6	4
Inadequate system/drains can't cope/overflow/need improving	<b>2</b>	2	-	4	-	2
Sewerage issues/overflow issues	<b>2</b>	2	-	6	1	3

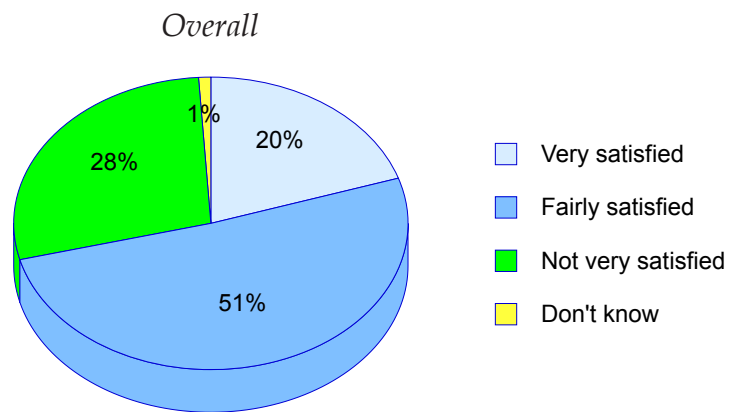
\* multiple responses allowed

*Stormwater Services (excluding flood protection)*



Recommended Satisfaction Measure For Reporting Purposes:  
 Total District = 71%  
 Receivers Of Service = 77%

*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 (75% in 2019), while 28% are not very satisfied (22% in 2018).

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

Longer term residents, those residing in the District more than 10 years are **more** likely to be not very satisfied, than shorter term residents.

## 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					
2019	20	51	71	28	1
2018	24	51	75	22	3
2017	22	55	77	22	1
2016	26	49	75	23	2
2015	21	54	75	24	1
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) <sup>†</sup>	22	41	63	35	1
National Average	22	34	56	40	4
<b>Area</b>					
New Plymouth	20	48	68	31	1
Inglewood	20	50	70	30	-
Clifton	23	49	72	28	-
Kaitake	4	77	81	19	-
Waitara	32	57	89	10	1
<b>Length of Residence</b>					
Lived there 10 years or less	25	58	83	17	-
Lived there more than 10 years	19	49	68	31	1

% 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,
- pay for parking / need more free parking / too many meters,
- parking too expensive / meters too expensive.

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

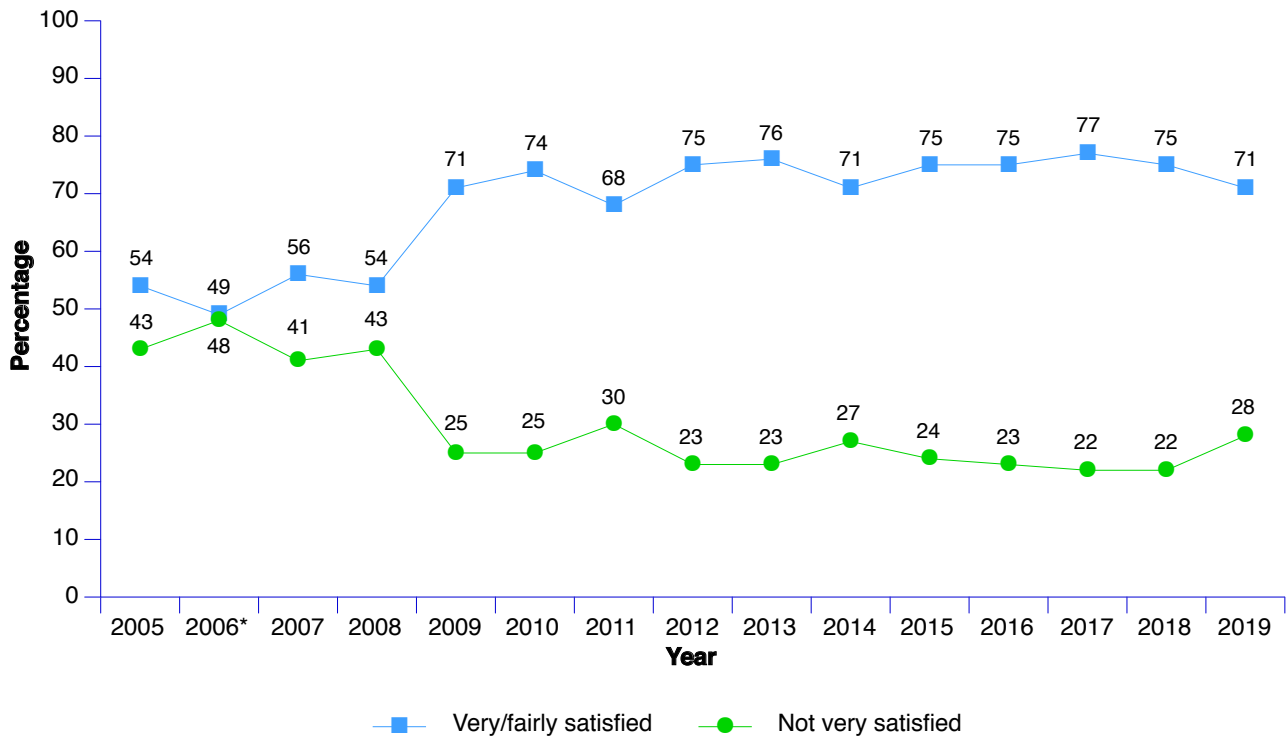
	Total District 2019 %	Area				
		New Plymouth %	Inglewood %	Clifton %	Kaitake %	Waitara %
Percent Who Mention ...						
Not enough parking / not enough in city centre	18	20	13	20	15	7
Pay for parking / need more free parking / too many meters	5	6	6	2	2	2
Parking too expensive / meters too expensive	5	5	10	-	4	-

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

\* multiple responses allowed



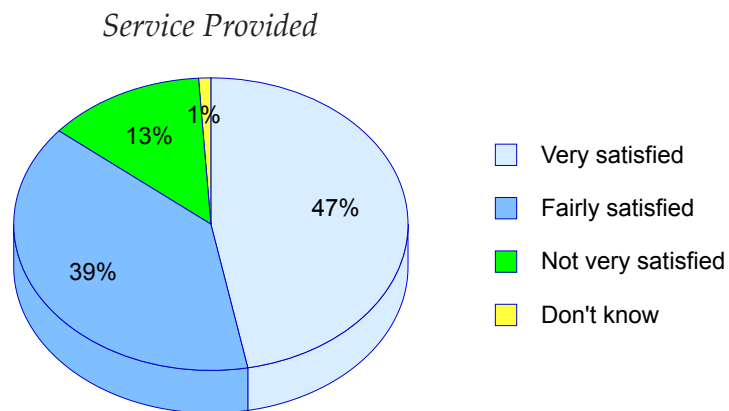
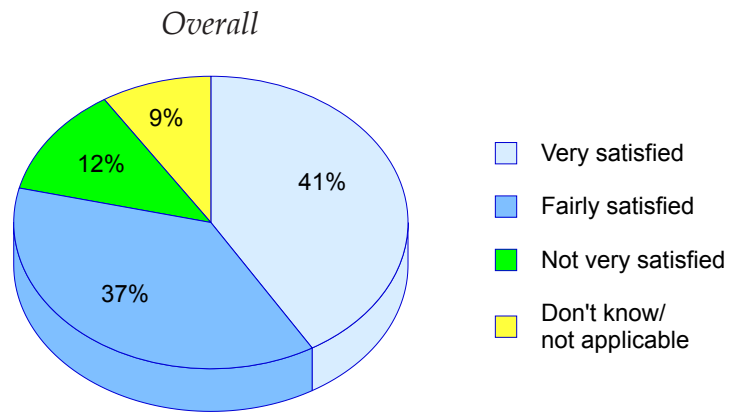
Availability Of Car Parking In The District



\* 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 = 331

78% of New Plymouth District residents are satisfied with their water supply, with 41% being very satisfied. These readings are similar to the 2018 results.

The percent not very satisfied with water supply (12%) is slightly below the Peer Group Average, and similar to the National Average.

85% of residents are provided with a piped water supply, with 86% of them being satisfied with their supply and 13% not very satisfied.

There are no notable differences between Areas and between socio-economic groups, in terms of those residents not very satisfied with the District's water supply. However, it appears that longer term residents, those residing in the District more than 10 years are slightly more likely to feel this way, than shorter term residents.

## Satisfaction With The Water Supply

	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
<b>Overall</b>					
Total District 2019 <sup>†</sup>	41	37	78	12	9
2018	41	37	78	12	10
2017	50	32	82	8	10
2016 <sup>†</sup>	53	30	83	7	11
2015	46	35	81	8	11
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	47	39	86	13	1
<b>Comparison<sup>†</sup></b>					
Peer Group (Provincial)	37	37	74	17	10
National Average	46	29	75	14	10
<b>Area</b>					
New Plymouth <sup>†</sup>	48	36	84	13	4
Inglewood	23	20	43	23	34
Clifton	21	51	72	6	22
Kaitake	10	45	55	9	36
Waitara	39	51	90	5	5
<b>Length of Residence</b>					
Lived there 10 years or less	43	48	91	4	5
Lived there more than 10 years	41	35	76	14	10

% 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 ...

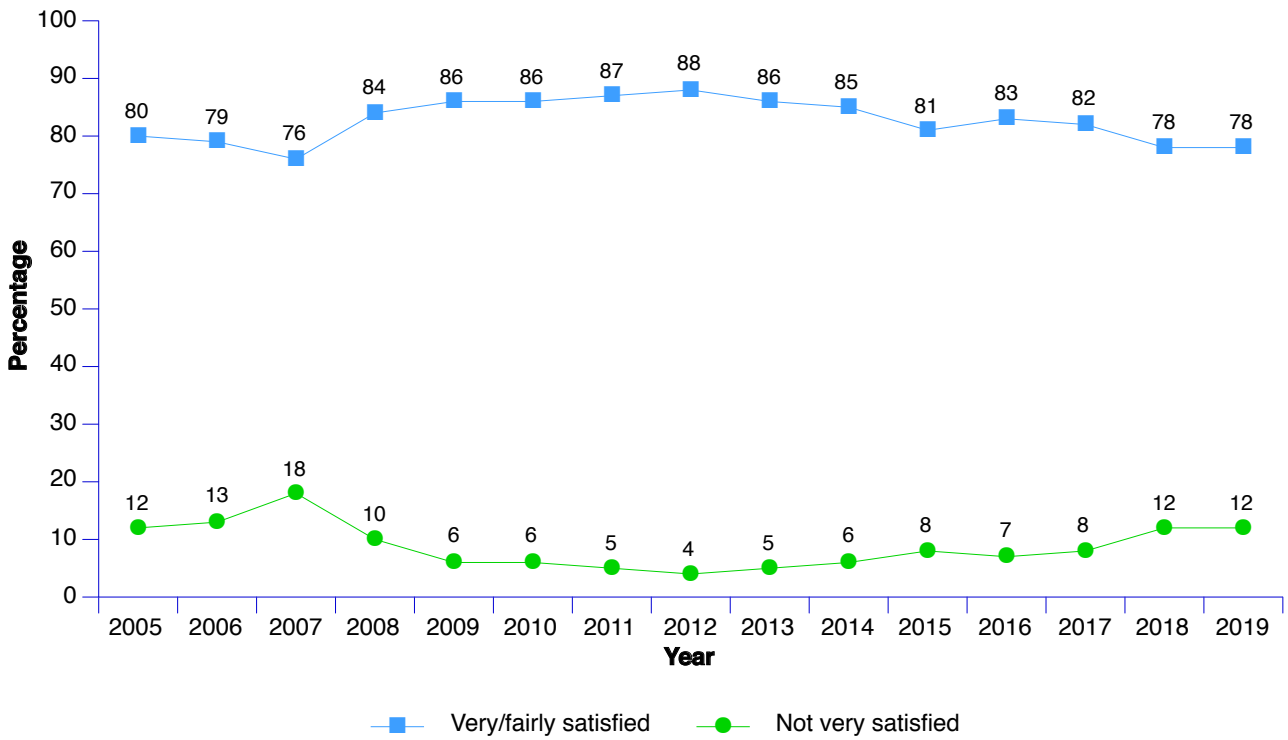
- water storage capacity / infrastructure needs improving / maintenance,
- water restrictions / no water / shortages,
- poor quality of water / discoloured / dirty water.

### Summary Table: Main Reasons\* For Being Not Very Satisfied With Water Supply

	Total District 2019 %	Area				
		New Plymouth %	Inglewood %	Clifton %	Kaitake %	Waitara %
<b>Percent Who Mention ...</b>						
Water storage capacity / infrastructure needs improving / maintenance	<b>5</b>	6	2	-	4	1
Water restrictions / no water / shortages	<b>4</b>	6	1	-	2	1
Poor quality of water / discoloured / dirty water	<b>2</b>	-	(19)	-	2	1

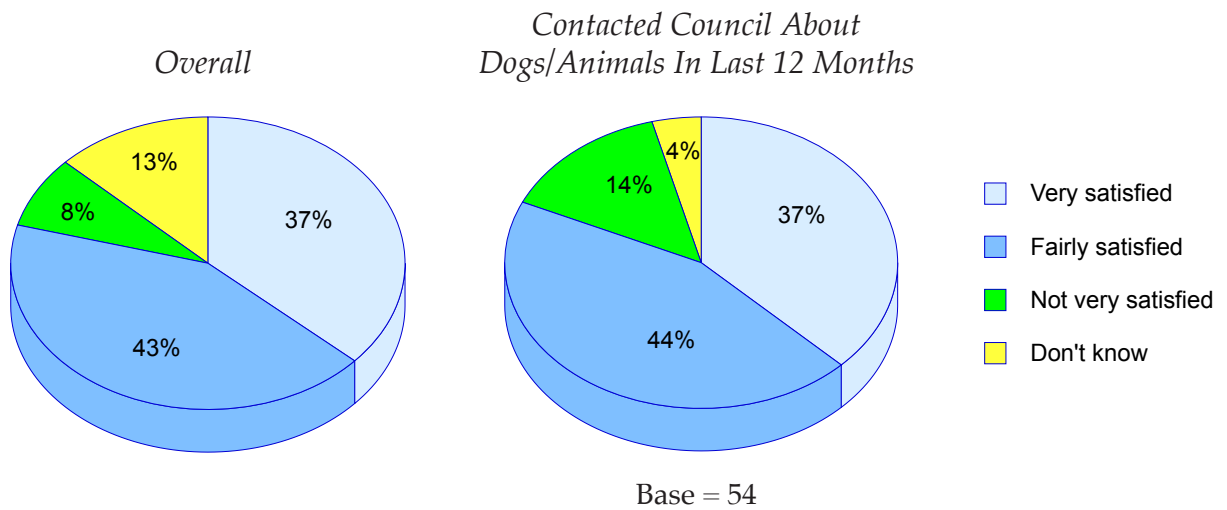
\* multiple responses allowed

*Water Supply*



Recommended Satisfaction Measure For Reporting Purposes:  
 Total District = 78%  
 Receivers Of Service = 86%

*ix. Animal Control Activities*



80% of New Plymouth District residents are satisfied with the Council's efforts in animal control activities, with 37% being very satisfied (40% in 2018).

The percent not very satisfied (8%) is below the Peer Group and National Averages for **dog control**, and similar to the 2018 reading.

17% of households have contacted Council about dogs and /or other animals in the last 12 months (14% in 2018) and, of these, 81% 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 animal control activities.

## Satisfaction With Animal Control Activities

	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
<b>Overall</b>					
Total District 2019 <sup>†</sup>	37	43	<b>80</b>	8	13
2018	40	42	<b>82</b>	8	10
2017	44	43	<b>87</b>	6	7
2016	49	35	<b>84</b>	7	9
2015	41	45	<b>86</b>	5	9
2014	35	46	<b>81</b>	11	8
2013	49	36	<b>85</b>	8	7
2012 <sup>†</sup>	41	46	<b>87</b>	9	5
2011	36	51	<b>87</b>	8	5
2010	41	44	<b>85</b>	9	6
2009*	51	35	<b>86</b>	7	7
2008	26	50	<b>76</b>	19	5
2007	27	54	<b>81</b>	14	5
2006	31	48	<b>79</b>	16	5
2005	30	46	<b>76</b>	17	7
2004	34	40	<b>74</b>	21	5
2003	23	53	<b>76</b>	19	5
2000	20	44	<b>64</b>	29	7
1999	26	41	<b>67</b>	27	6
Contacted Council <sup>†</sup>	37	44	<b>81</b>	14	4
<b>Comparison*</b>					
Peer Group (Provincial)	36	35	<b>71</b>	22	7
National Average	36	38	<b>74</b>	16	10
<b>Area</b>					
New Plymouth	41	39	<b>80</b>	8	12
Inglewood	33	43	<b>76</b>	7	17
Clifton <sup>†</sup>	20	54	<b>74</b>	12	15
Kaitake <sup>†</sup>	26	54	<b>80</b>	-	19
Waitara	24	55	<b>79</b>	8	13

% read across

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

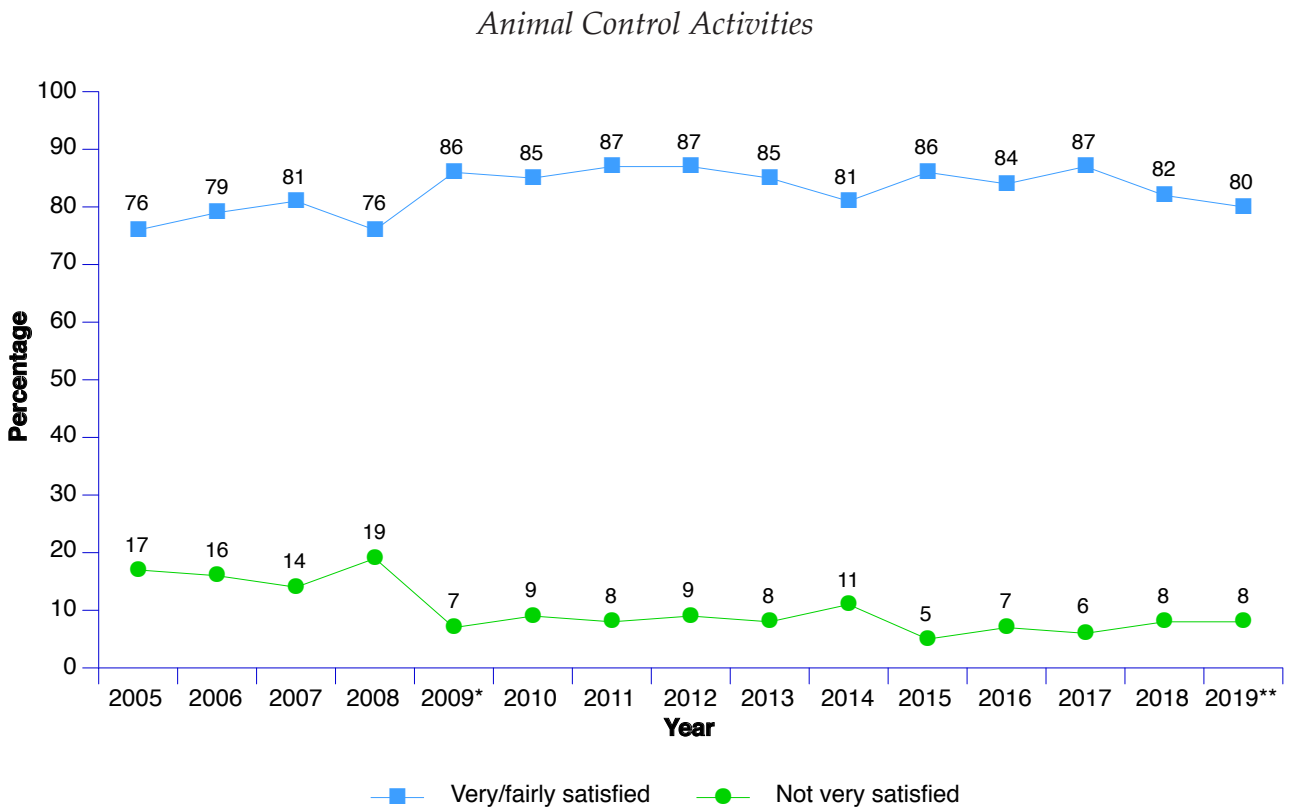
\*\* readings prior to 2019 refer to "control of animals"

<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 activities are ...

- too many roaming/uncontrolled dogs/dogs off leashes, mentioned by 3% of all residents,
- complaints not dealt with well/nothing has been done, 2%,
- danger to other animals/people, 2%.

\* multiple responses allowed



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

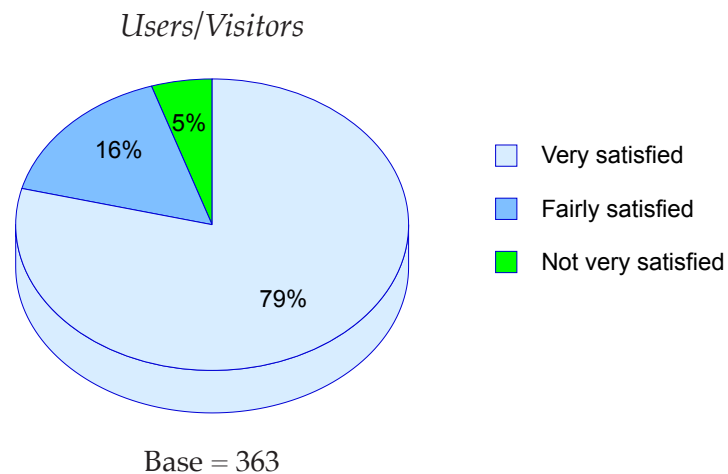
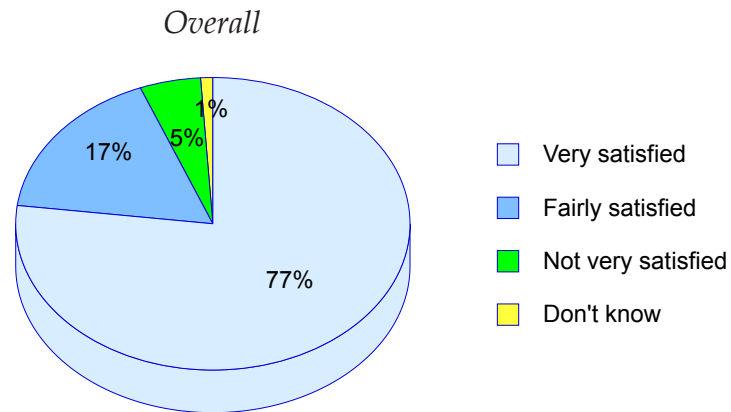
\*\* readings prior to 2019 refer to "control of animals"

Recommended Satisfaction Measure For Reporting Purposes:

Total District	=	80%
Contacted Council	=	81%



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



94% of New Plymouth District residents are satisfied with the quality of parks and reserves, including The Coastal Walkway and Pukekura Park, with 77% being very satisfied (82% in 2018).

The percent not very satisfied (5%) is similar to the Peer Group and National Averages for **parks and reserves in general** and the 2018 reading.

93% of households have used / visited parks or reserves, including The Coastal Walkway and Pukekura Park, in the last 12 months, with 95% of these "users/visitors" being satisfied.

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

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

	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
<b>Overall</b>					
Total District					
2019	77	17	94	5	1
2018	82	12	94	5	1
2017	81	13	94	6	1
2016	85	10	95	4	1
2015	81	15	96	3	1
2014	83	13	96	3	1
2013	83	13	96	3	1
2012 <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	79	16	95	5	-
<b>Comparison*</b>					
Peer Group (Provincial)	61	32	93	5	2
National Average <sup>†</sup>	63	31	94	5	1
<b>Area</b>					
New Plymouth	77	18	95	4	1
Inglewood	69	13	82	12	6
Clifton	83	8	91	7	2
Kaitake <sup>†</sup>	84	9	93	6	2
Waitara	77	22	99	-	1

% read across

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

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

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

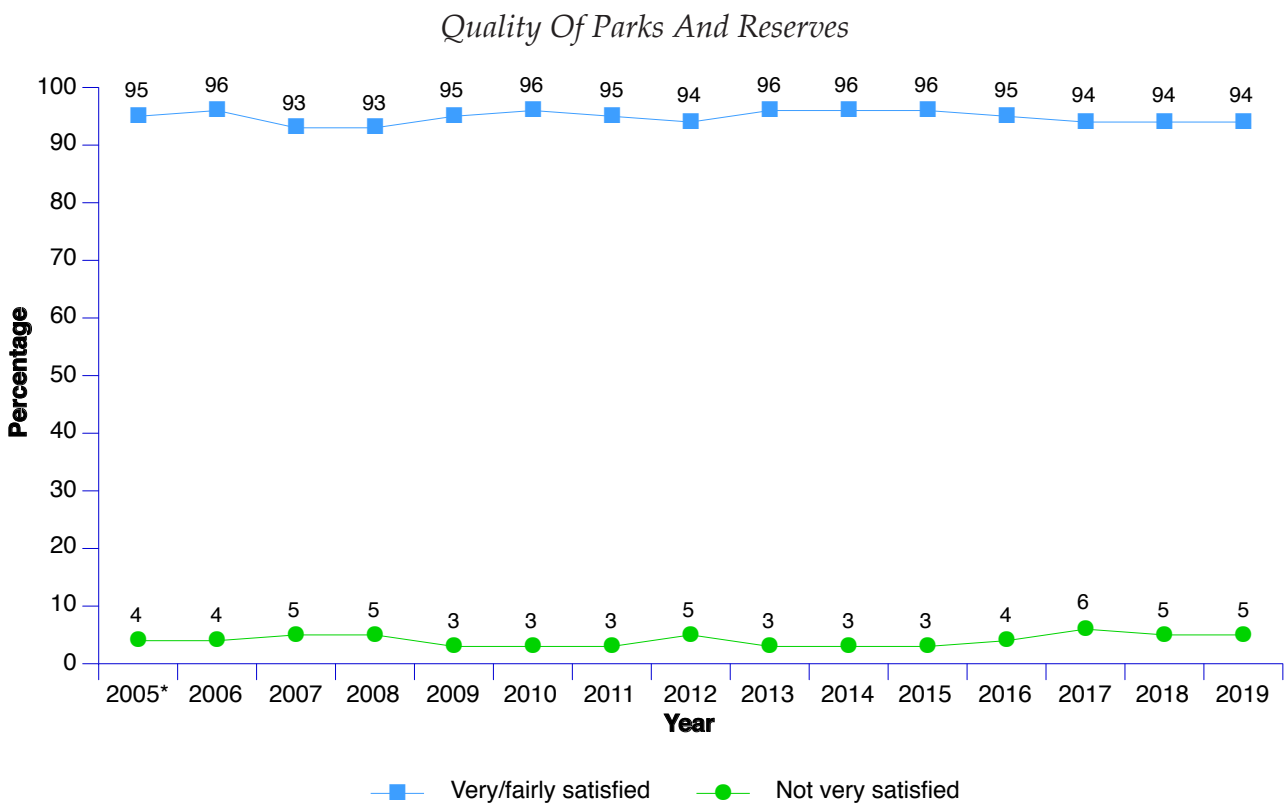
\*\* 2005 readings refer to ratings for the availability and maintenance of parks, gardens, reserves and public open spaces

† does not add to 100% due to rounding

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

- need improvements, mentioned by 2% of all residents,
- untidy/lack of maintenance/need a tidy up, 2%.

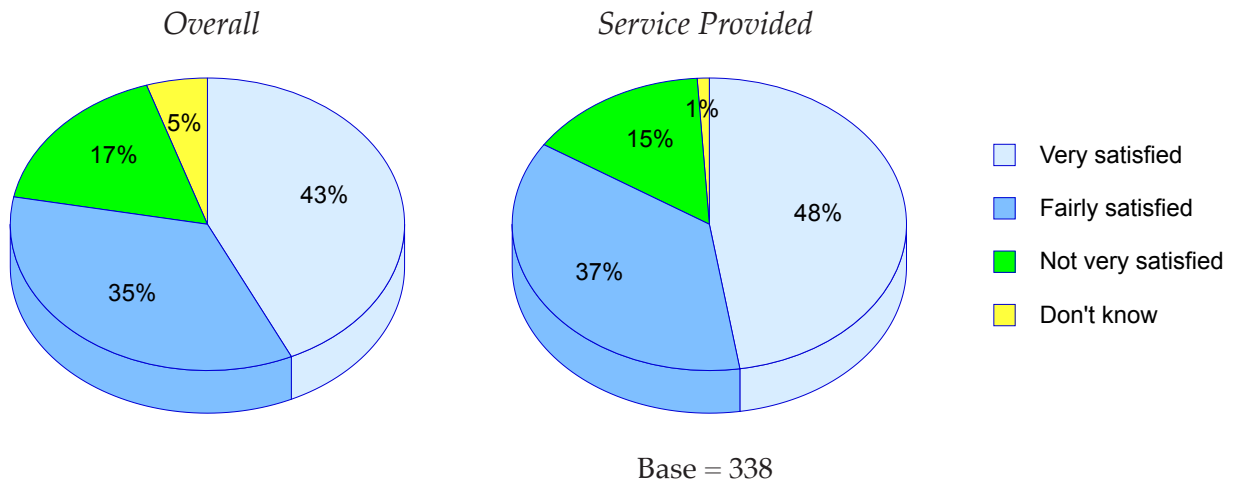
\* multiple responses allowed



\* 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 = 94%  
 Users / Visitors = 95%

### *xi. Kerbside Rubbish And Recyclables Collection*



78% of New Plymouth District residents are satisfied with kerbside rubbish and recyclables collection, with 43% being very satisfied (49% in 2018). 17% are not very satisfied and 5% are unable to comment.

The percent not very satisfied with this service is on par with the **averaged** Peer Group Average and slightly above the National Average reading for **rubbish collection and recycling** and similar to the 2018 result.

85% of residents are provided with a kerbside rubbish and recyclables collection, with 85% of these residents being satisfied and 15% not very satisfied.

There are no notable differences between Areas and between socio-economic groups, in terms of those residents not very satisfied with kerbside rubbish and recyclables collection. However, it appears that the following residents are slightly more likely to feel this way ...

- residents who live in a three or more person household,
- all income groups, except those with an annual household income of \$30,000 to \$60,000.

## Satisfaction With Kerbside Rubbish And Recyclables Collection

	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
<b>Overall</b>					
Total District 2019	43	35	<b>78</b>	17	5
2018	49	28	<b>77</b>	17	6
2017	57	24	<b>81</b>	12	7
2016 <sup>†</sup>	54	28	<b>82</b>	10	8
2015 <sup>◊</sup>	38	34	<b>72</b>	21	7
2014	41	34	<b>75</b>	19	6
2013 <sup>†</sup>	53	27	<b>80</b>	14	5
2012 <sup>†</sup>	40	37	<b>77</b>	18	4
2011	41	34	<b>75</b>	21	4
2010	45	32	<b>77</b>	20	3
2009	54	26	<b>80</b>	16	4
2008	45	32	<b>77</b>	18	5
2007	44	30	<b>74</b>	23	3
2006	50	29	<b>79</b>	15	6
2005	46	33	<b>79</b>	15	6
2004	55	24	<b>79</b>	14	7
2003 <sup>*</sup>	50	28	<b>78</b>	14	8
2000	46	35	<b>81</b>	12	7
1999	55	26	<b>81</b>	8	11
Service Provided <sup>†</sup>	48	37	<b>85</b>	15	1
<b>Comparison**</b>					
Peer Group (Provincial) <sup>†</sup>	47	36	<b>83</b>	14	4
National Average	52	32	<b>84</b>	11	5
<b>Area</b>					
New Plymouth	44	39	<b>83</b>	16	1
Inglewood <sup>†</sup>	34	30	<b>64</b>	15	20
Clifton <sup>†</sup>	33	23	<b>56</b>	27	18
Kaitake	31	28	<b>59</b>	22	19
Waitara	58	22	<b>80</b>	19	1

continued ...

### Satisfaction With Kerbside Rubbish And Recyclables Collection (continued)

	Very satisfied %	Fairly satisfied %	<b>Very/Fairly satisfied</b> %	Not very satisfied %	Don't know %
<b>Household Size</b>					
1-2 person household	41	39	<b>80</b>	13	7
3+ person household	44	32	<b>76</b>	21	3
<b>Household Income</b>					
Less than \$30,000 pa	54	28	<b>82</b>	17	1
\$30,000-\$60,000 pa	39	48	<b>87</b>	7	6
\$61,000-\$100,000 pa	46	22	<b>68</b>	24	8
More than \$100,000 pa	32	42	<b>74</b>	23	3

% read across

◇ 2004-2015 readings refer to rubbish collection and disposal

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

\*\* Peer Group and National Averages are the **averaged** ratings for rubbish collection **and** recycling as these were asked separately in the 2018 National Communitrak Survey

† does not add to 100% due to rounding

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

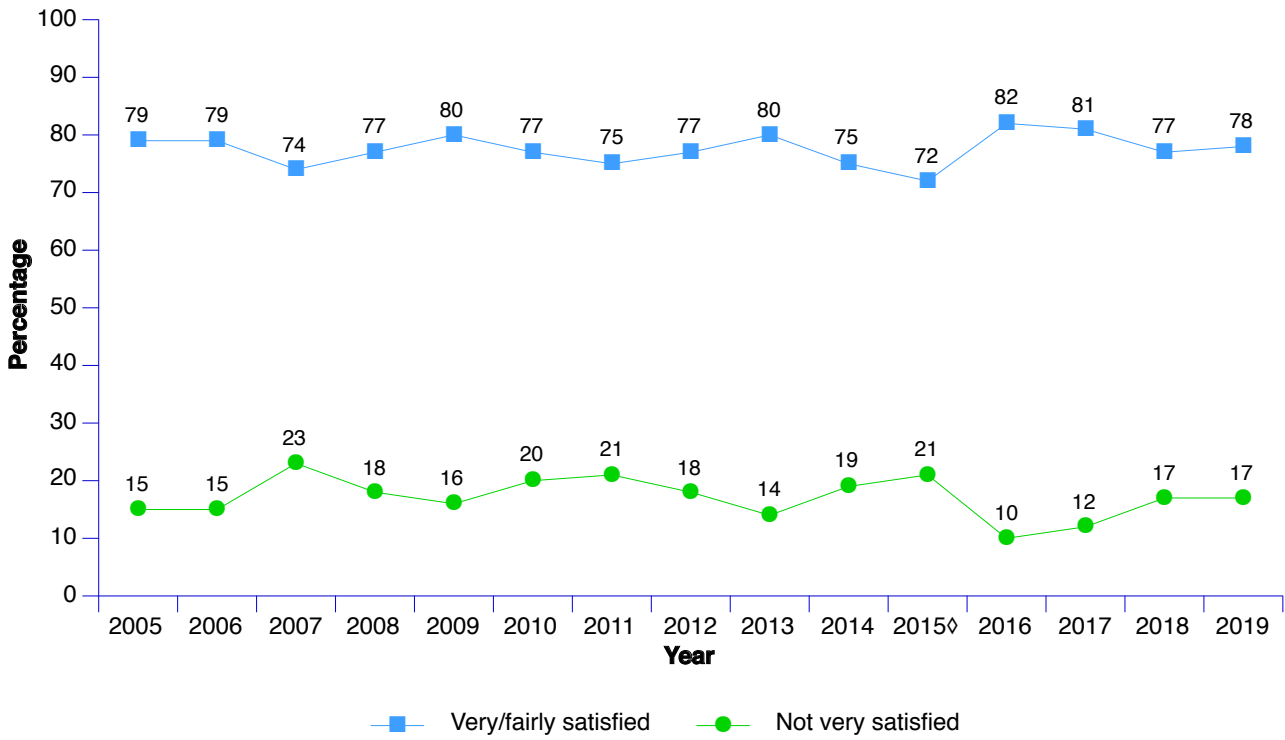
- no rubbish/recycling collection,
- need bins for rubbish/get ripped open,
- no green waste collection/issues with disposal of green waste.

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

	Total District 2019 %	Area				
		New Plymouth %	Inglewood %	Clifton %	Kaitake %	Waitara %
Percent Who Mention ...						
No rubbish/recycling collection	4	1	7	13	13	4
Need bins for rubbish/get ripped open	3	3	-	9	4	3
No green waste collection/issues with disposal of green waste	3	3	4	-	-	2

\* multiple responses allowed

*Kerbside Rubbish And Recyclables Collection*

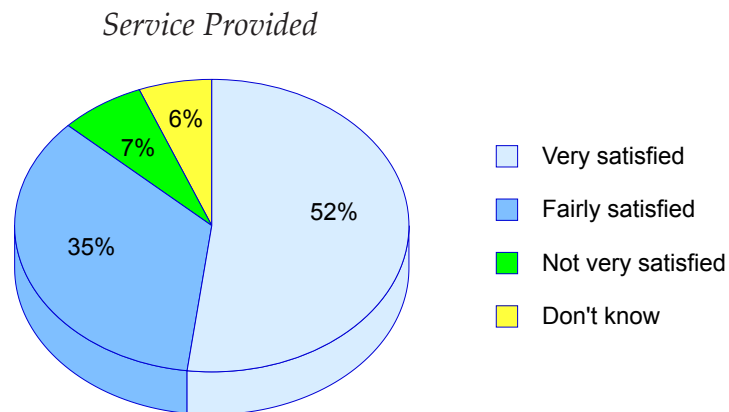
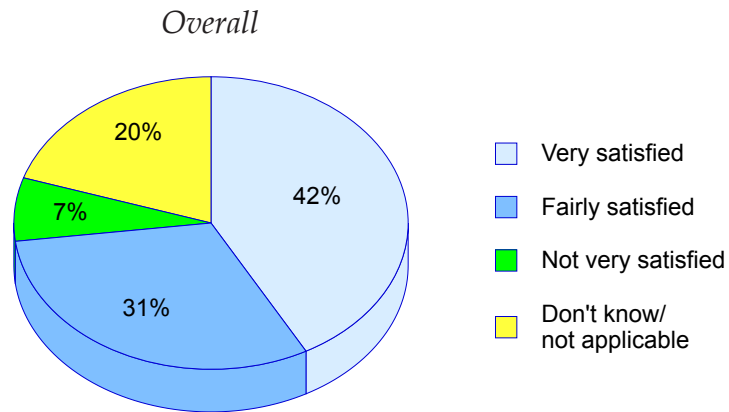


◇ 2005-2015 readings refer to rubbish collection and disposal

Recommended Satisfaction Measure For Reporting Purposes:  
 Total District = 78%  
 Receivers Of Service = 85%



## *xii. Sewerage System*



Base = 288

73% of residents are satisfied with New Plymouth District's sewerage system (79% in 2018), including 42% who are very satisfied (53% in 2018). 7% are not very satisfied with this service and 20% are unable to comment.

The percent not very satisfied is similar to the Peer Group and National Averages and on par with the 2018 result.

76% of residents are provided with a sewerage system, with 87% of these residents being satisfied (93% in 2018).

There are no notable differences between Areas and between socio-economic groups, in terms of those residents 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 2019	42	31	<b>73</b>	7	20
2018 <sup>†</sup>	53	26	<b>79</b>	3	19
2017	48	29	<b>77</b>	4	19
2016 <sup>†</sup>	57	23	<b>80</b>	2	17
2015	51	27	<b>78</b>	2	20
2014 <sup>†</sup>	48	30	<b>78</b>	4	19
2013	53	27	<b>80</b>	4	16
2012	48	33	<b>81</b>	3	16
2011 <sup>†</sup>	45	34	<b>79</b>	5	15
2010	51	32	<b>83</b>	4	13
2009	60	25	<b>85</b>	2	13
2008	47	34	<b>81</b>	3	16
2007	49	34	<b>83</b>	3	14
2006	56	27	<b>83</b>	1	16
2005	47	37	<b>84</b>	2	14
2004	56	26	<b>82</b>	4	14
2003	51	30	<b>81</b>	2	17
2000	48	35	<b>83</b>	2	15
1999	55	28	<b>83</b>	2	15
Service Provided	52	35	<b>87</b>	7	6
<b>Comparison</b>					
Peer Group (Provincial)	37	39	<b>76</b>	7	17
National Average	46	34	<b>80</b>	7	13
<b>Area</b>					
New Plymouth	49	35	84	7	9
Inglewood <sup>†</sup>	21	22	43	2	54
Clifton	18	10	28	10	62
Kaitake	26	21	47	-	53
Waitara	26	32	58	15	27

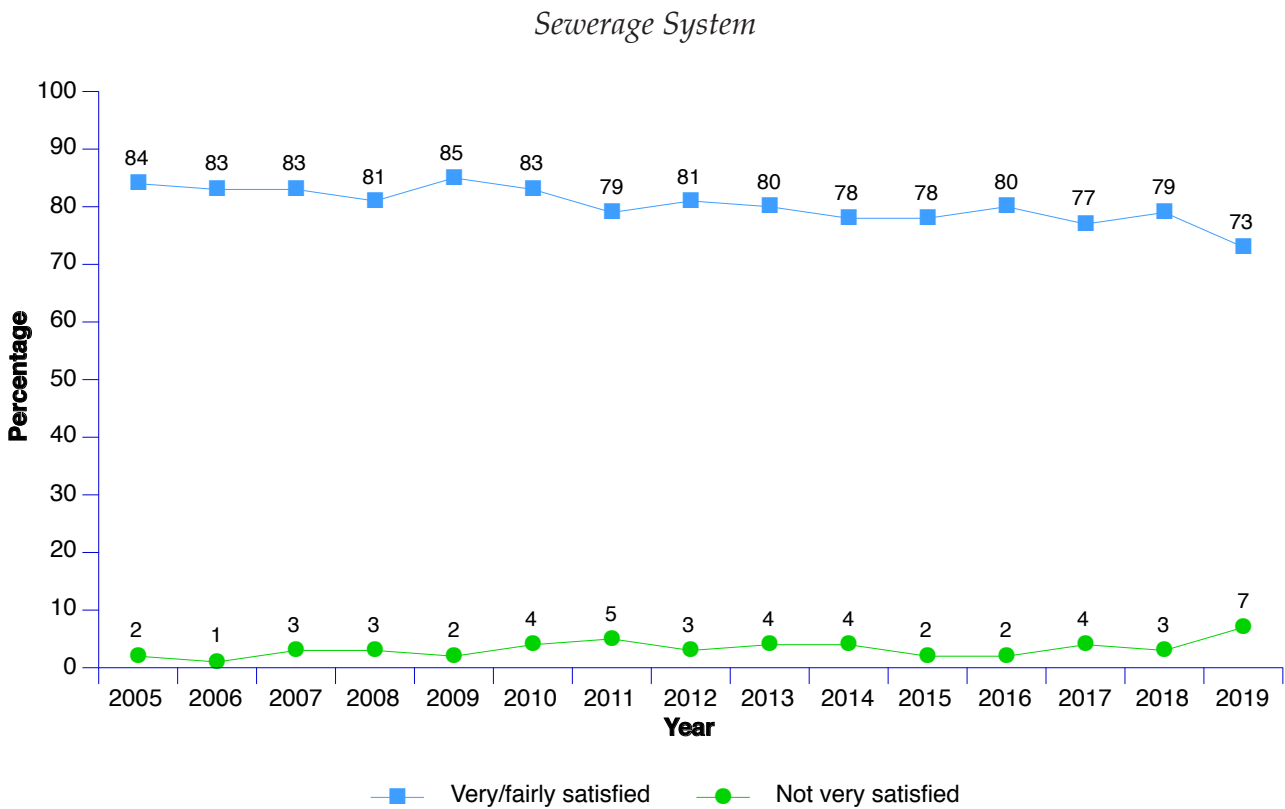
% read across

<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 ...

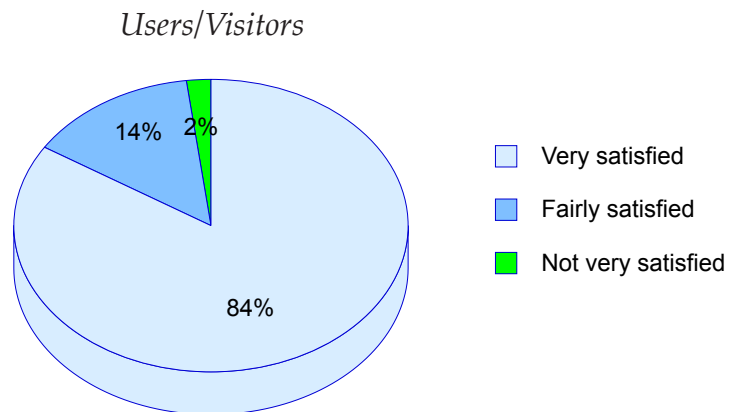
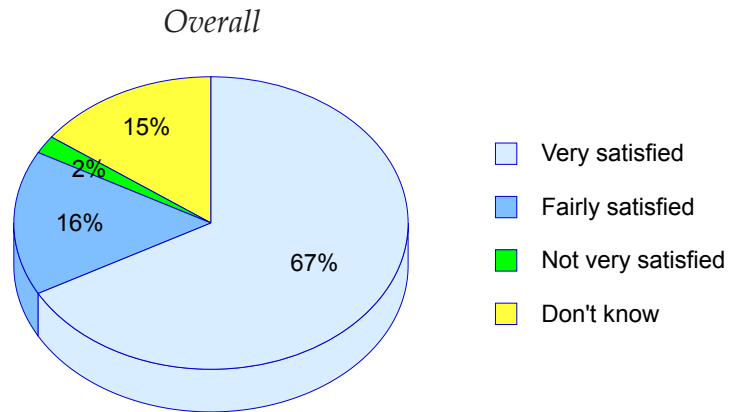
- sewerage overflows/leakage/ discharging into sea, mentioned by 4% of all residents,
- no sewerage here, 1%,
- sewerage system needs upgrade, 1%.

\* multiple responses allowed



Recommended Satisfaction Measure For Reporting Purposes:  
 Total District = 73%  
 Receivers Of Service = 87%

### *xiii. Library At Puke Ariki*



Base = 248

83% of New Plymouth residents are satisfied with the library at Puke Ariki, including 67% who are very satisfied (73% in 2018). 2% of residents are not very satisfied and 15% are unable to comment.

The percent not very satisfied is similar to the Peer Group and National Averages for **libraries in general**, and the 2018 reading.

66% of households have used or visited the library at Puke Ariki in the last 12 months. Of these, 98% are satisfied.

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

## Satisfaction With The Library At Puke Ariki

	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
<b>Overall</b>					
Total District 2019	67	16	83	2	15
2018	73	12	85	1	14
2017	65	18	83	2	15
2016	67	14	81	2	17
2015	64	20	84	1	15
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 <sup>*</sup>	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	84	14	98	2	-
<b>Comparison**</b>					
Peer Group (Provincial) <sup>†</sup>	68	22	90	4	7
National Average	69	18	87	3	10
<b>Area</b>					
New Plymouth <sup>†</sup>	68	19	87	2	12
Inglewood <sup>†</sup>	55	4	59	-	42
Clifton	68	11	79	-	21
Kaitake <sup>†</sup>	73	15	88	5	7
Waitara	66	10	76	-	24

% read across

\* readings prior to 2004 refer to community libraries

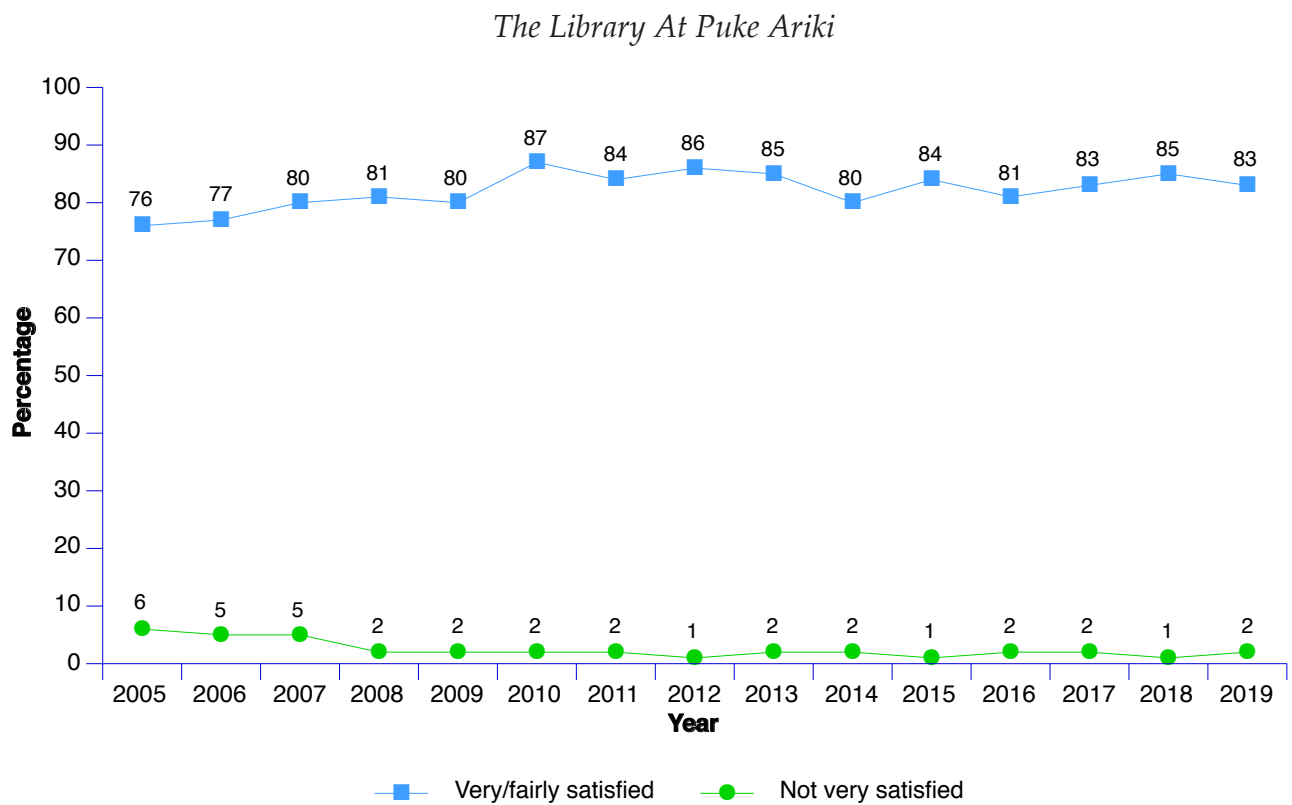
\*\* Peer Group and National Averages refer to ratings for libraries in general

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

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

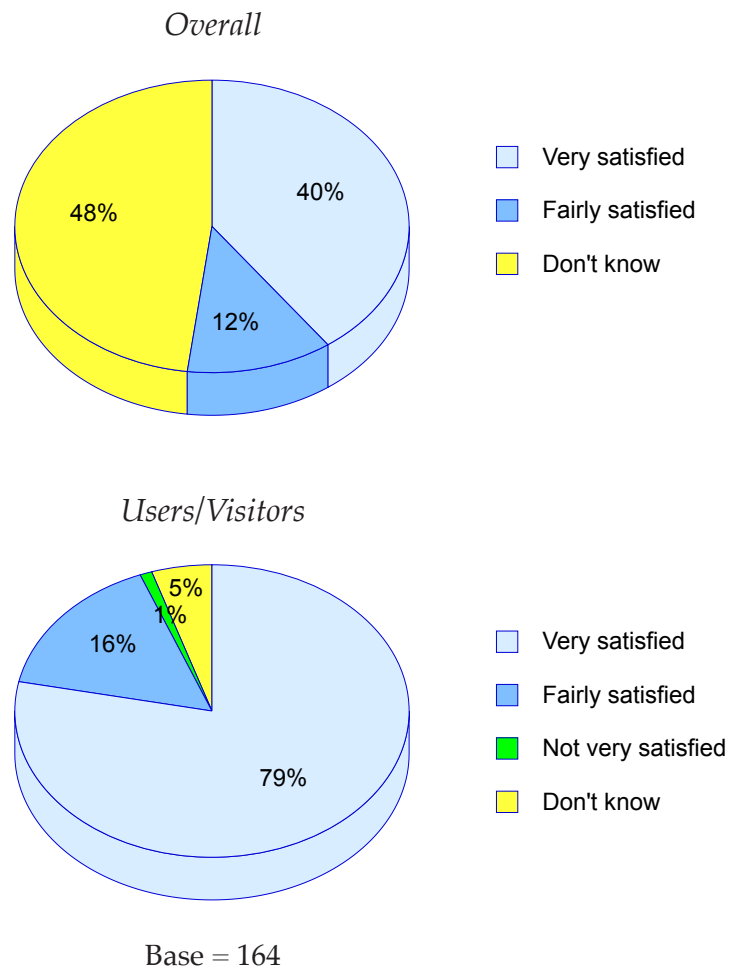
- "Very high charges for overdue books and no explanations accepted."*
- "After the changes were made to the front it made it difficult for people with disabilities because the parking was on the wrong side of the ramp."*
- "Library itself okay but parking is an issue."*
- "It needs more comics."*
- "Outdated for teenage books. Need to beef up the variety ie now books."*

\* multiple responses allowed



Recommended Satisfaction Measure For Reporting Purposes:  
 Total District = 83%  
 Users/Visitors = 98%

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



52% of New Plymouth District residents are satisfied with the District's community libraries (61% in 2018), excluding Puke Ariki library, with 40% being very satisfied (46% in 2018).

A significant percentage (48%) are unable to comment (38% in 2018). This is probably due to only 38% of households saying they have used/visited a community library (other than Puke Ariki) in the last 12 months.

The percent not very satisfied (0.2%) is on par with the Peer Group and National Average readings for **libraries in general**, and similar to the 2018 reading.

Of those who have used or visited a community library in the last 12 months, 95% are satisfied.

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

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

	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
<b>Overall</b>					
Total District 2019	40	12	52	-	48
2018 <sup>†</sup>	46	15	61	-	38
2017 <sup>†</sup>	34	20	54	-	45
2016	36	16	52	-	48
2015	38	16	54	1	45
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 <sup>*</sup>	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 <sup>†</sup>	79	16	95	1	5
<b>Comparison**</b>					
Peer Group (Provincial) <sup>†</sup>	68	22	90	4	7
National Average	69	18	87	3	10
<b>Area</b>					
New Plymouth	31	11	42	-	58
Inglewood	76	7	83	-	17
Clifton <sup>†</sup>	57	14	71	3	25
Kaitake	57	13	70	-	30
Waitara	62	27	89	-	11

% 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

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

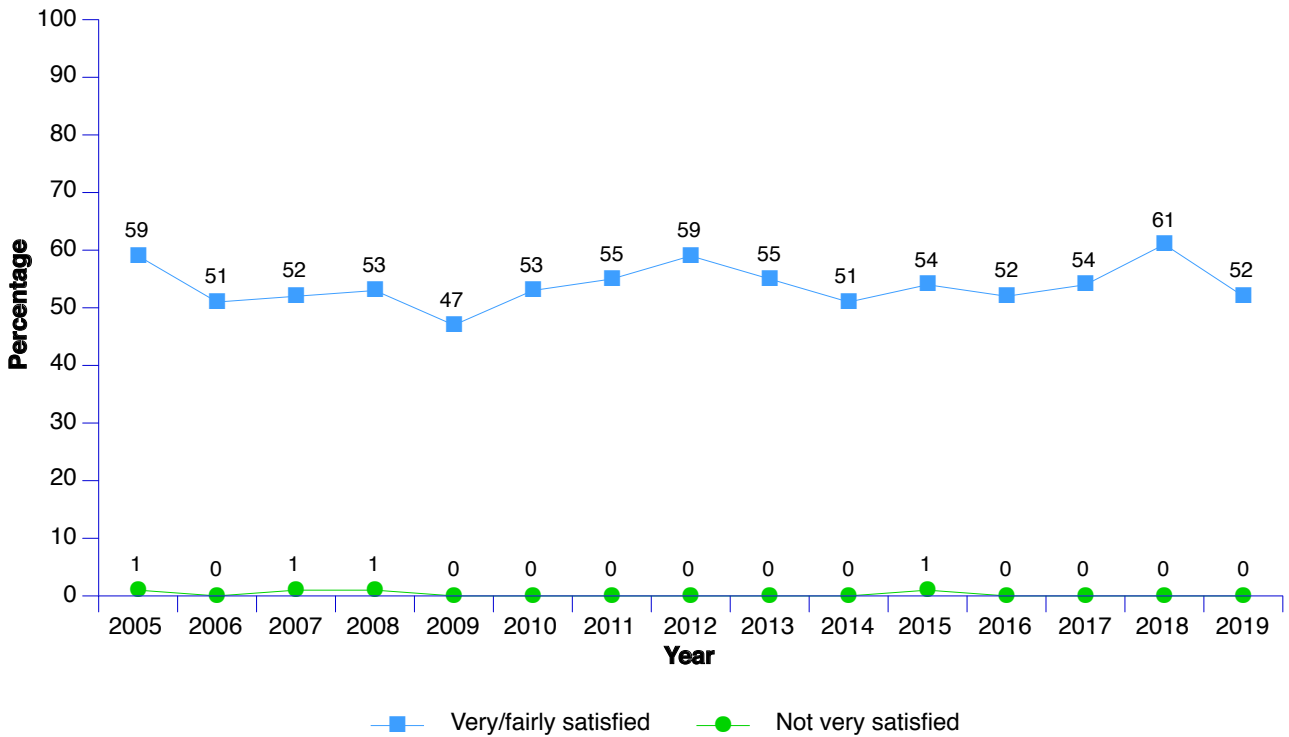


The reason the one resident is not very satisfied with community libraries is ...

*"Bell Block library good but at Waitara the books are too old and grubby."*

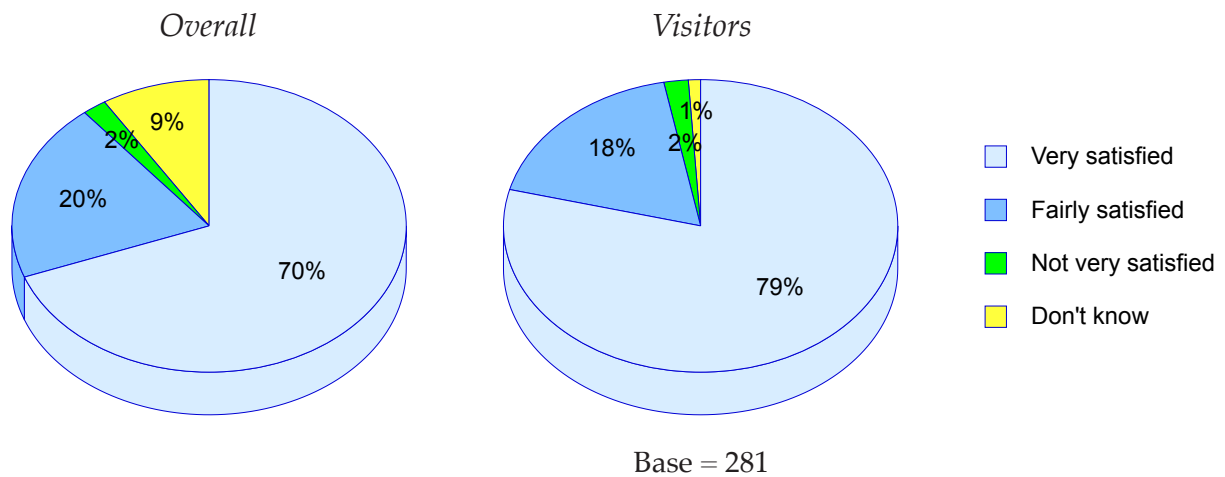
\* multiple responses allowed

*Community Libraries*



Recommended Satisfaction Measure For Reporting Purposes:  
 Total District = 52%  
 Users/Visitors = 95%

### *xv. The Museum At Puke Ariki*



90% of residents are satisfied with the Museum at Puke Ariki, including 70% who are very satisfied (73% in 2018). 2% are not very satisfied and 9% are unable to comment.

The percent not very satisfied (2%) is below the Peer Group Average, on par with the National Average and similar to the 2018 reading.

78% of households have visited the Museum at Puke Ariki in the last 12 months (73% in 2018). 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 2019 <sup>†</sup>	70	20	90	2	9
2018 <sup>†</sup>	73	15	88	2	9
2017	68	20	88	2	10
2016	66	20	86	3	11
2015	63	23	86	3	11
2014	70	15	85	2	13
2013	69	19	88	2	10
2012 <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	79	18	97	2	1
<b>Comparison</b>					
Peer Group (Provincial) <sup>†</sup>	32	22	54	10	35
National Average	53	19	72	5	23
<b>Area</b>					
New Plymouth	68	22	90	2	8
Inglewood <sup>†</sup>	58	16	74	5	22
Clifton	74	20	94	2	4
Kaitake	82	11	93	-	7
Waitara <sup>†</sup>	80	10	90	-	9

% read across

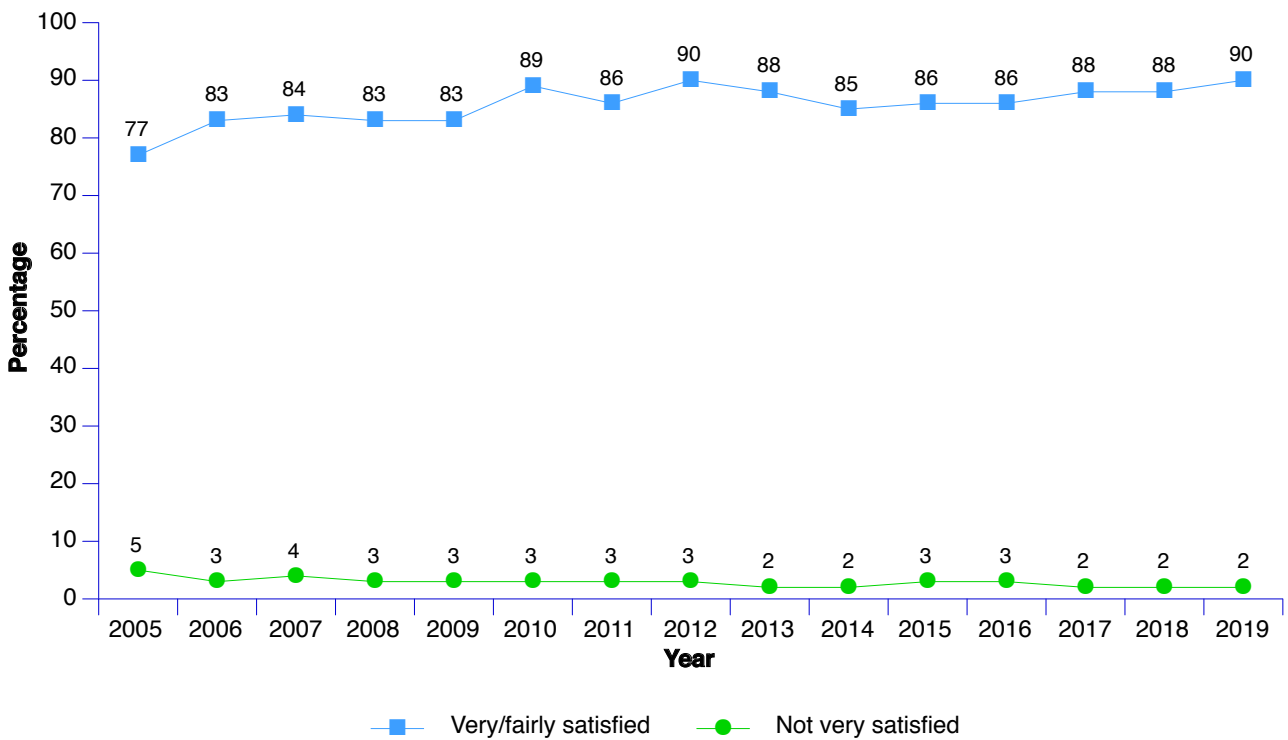
<sup>†</sup> does not add to 100% due to rounding

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

- poor displays/boring/uninteresting, mentioned by 1% of all residents,
- need more displays, 1%,
- others, 1%.

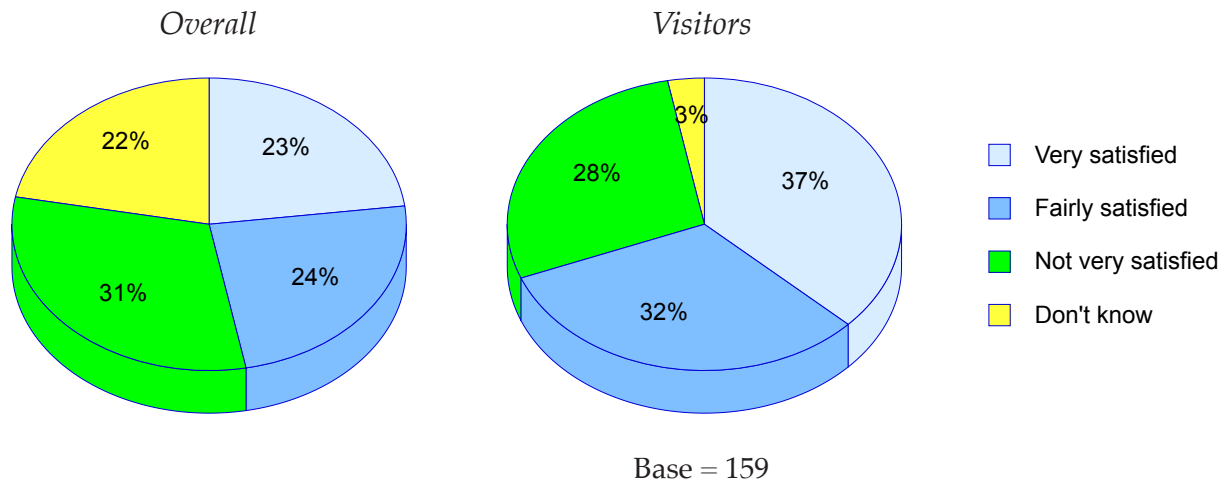
\* multiple responses allowed

*The Museum At Puke Ariki*



Recommended Satisfaction Measure For Reporting Purposes:  
 Total District = 90%  
 Visitors = 97%

*xvi. Govett-Brewster Art Gallery/Len Lye Centre*



47% of New Plymouth residents are satisfied with the Govett-Brewster Art Gallery / Len Lye Centre (51% in 2018), while 31% are not very satisfied.

The percent not very satisfied is above the Peer Group and National Averages for **art galleries**, and 5% above the 2018 reading.

A significant percentage, 22%, are unable to comment and this appears to be due to 57% of households having **not** visited the gallery in the past 12 months (49% in 2018). Compared to residents overall, these 'visitors' are more likely to be satisfied (69%) and less likely to be unable to comment (3%).

Residents more likely to be not very satisfied with the Govett-Brewster Art Gallery / Len Lye Centre are ...

- men,
- residents aged 45 years or over,
- longer term residents, those residents residing in the District more than 10 years.

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

	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %	
<b>Overall</b>						
Total District	2019	23	24	47	31	22
	2018	26	25	51	26	23
	2017 <sup>†</sup>	29	23	52	23	26
	2016 <sup>***†</sup>	32	16	48	22	31
	2013 <sup>†</sup>	35	25	60	11	30
	2012	32	26	58	14	28
	2011	31	28	59	9	32
	2010	35	24	59	7	34
	2009	35	21	56	9	35
	2008	30	24	54	11	35
	2007	26	28	54	11	35
	2006	23	31	54	10	36
	2005	29	27	56	8	36
	2004	31	20	51	8	41
	2003	19	28	47	13	40
	2000	21	31	52	14	34
	1999	25	28	53	11	36
Visitors		37	32	69	28	3
<b>Comparison*</b>						
Peer Group (Provincial) <sup>†</sup>		27	24	51	7	43
National Average		42	19	61	4	35
<b>Area</b>						
New Plymouth		24	26	50	29	21
Inglewood <sup>†</sup>		14	10	24	45	32
Clifton <sup>†</sup>		17	19	36	31	34
Kaitake		22	23	45	42	13
Waitara		21	24	45	26	29

continued over page ...

### Satisfaction With The Govett-Brewster Art Gallery/Len Lye Centre (continued)

	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
<b>Gender</b>					
Male	16	23	39	37	24
Female	29	25	54	25	21
<b>Age</b>					
18-44 years	29	27	56	20	24
45-64 years	22	25	47	37	16
65+ years <sup>†</sup>	12	16	28	42	29
<b>Length of Residence</b>					
Lived there 10 years or less <sup>†</sup>	44	30	74	13	14
Lived there more than 10 years	18	23	41	35	24

% read across

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

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

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

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

- waste of money / spent too much ratepayers' money,
- not much on display,
- disappointing / not impressed with displays / boring,
- nothing in it / empty.

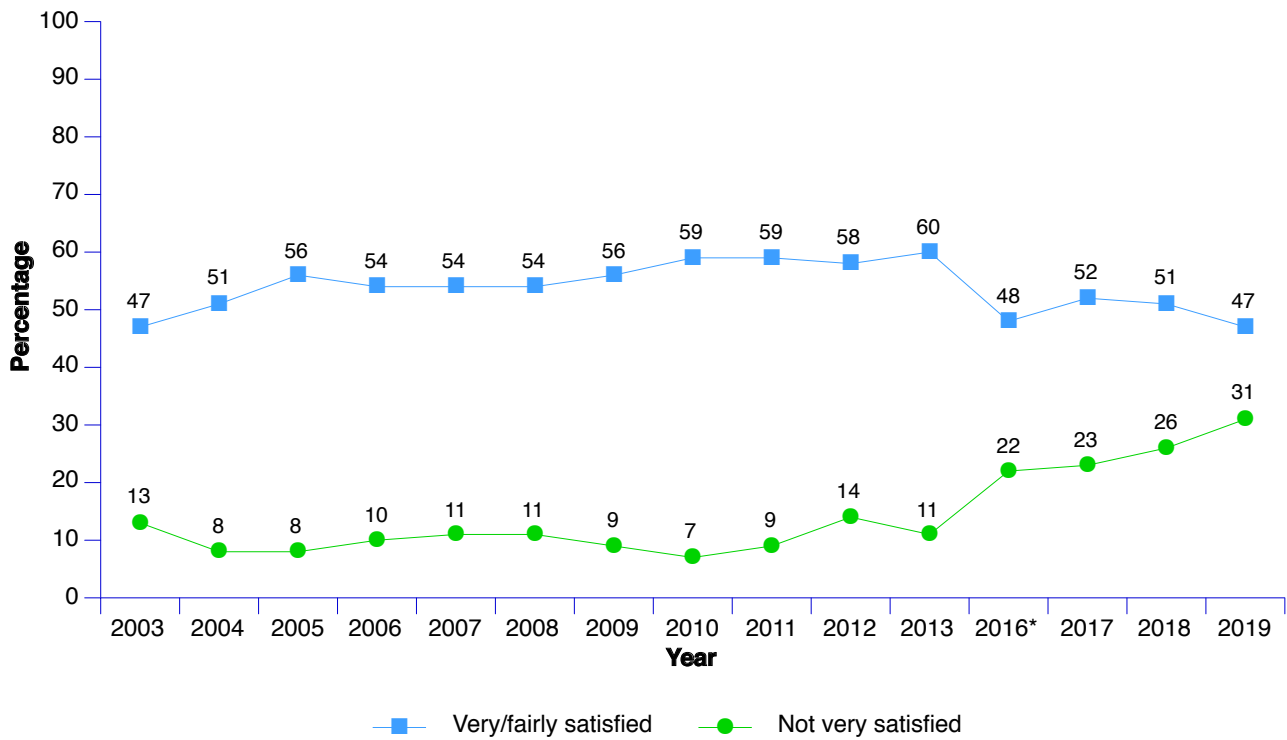
**Summary Table: Main Reasons\* For Being Not Very Satisfied With Govett-Brewster Art Gallery/Len Lye Centre**

	<b>Total District 2019</b> %	<b>Area</b>				
		New Plymouth %	Inglewood %	Clifton %	Kaitake %	Waitara %
<b>Percent Who Mention ...</b>						
Waste of money / spent too much ratepayers' money	<b>11</b>	9	21	23	12	6
Not much on display	<b>8</b>	8	12	1	10	3
Disappointing / not impressed with displays / boring	<b>6</b>	5	2	14	5	14
Nothing in it / empty	<b>5</b>	5	4	6	10	2

\* multiple responses allowed



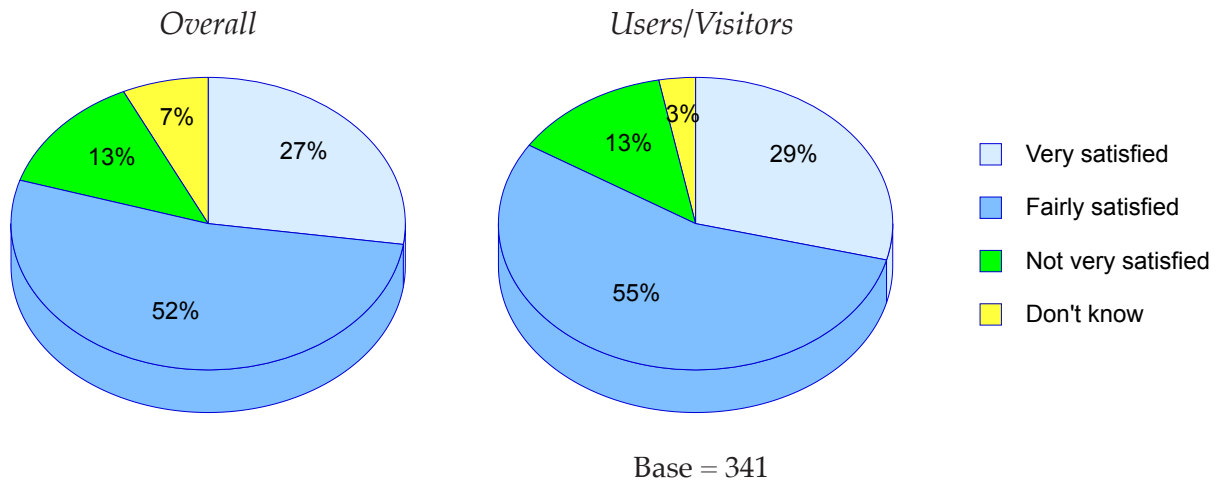
*The Govett-Brewster Art Gallery*



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

Recommended Satisfaction Measure For Reporting Purposes:  
 Total District = 47%  
 Visitors = 69%

### *xvii. The Airport*



79% of New Plymouth residents are satisfied with the airport, including 27% who are very satisfied (38% in 2018), while 13% are not very satisfied.

There are no comparative Peer Group and National Averages for this reading, however the not very satisfied reading is similar to the 2018 result.

85% of residents say they, or a member of their household, have used or visited the airport in the last 12 months (89% in 2018). Of these users/visitors 84% are satisfied and 13% not very satisfied.

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

However, it appears that the following residents are **slightly less** likely to feel this way ...

- residents with an annual household income of \$61,000 to \$100,000,
- residents who live in a three or more person household.

## Satisfaction With The Airport

	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
<b>Overall</b>					
Total District 2019 <sup>†</sup>	27	52	79	13	7
2018	38	42	80	15	5
2017	40	47	87	10	3
2016	50	38	88	6	6
2015	52	38	90	5	5
2014*	49	40	89	6	5
Users/Visitors	29	55	84	13	3
<b>Area</b>					
New Plymouth	25	53	78	14	8
Inglewood <sup>†</sup>	45	40	85	12	2
Clifton <sup>†</sup>	37	45	82	14	5
Kaitake	26	63	89	11	-
Waitara	29	57	86	8	6
<b>Household Income</b>					
Less than \$30,000 pa	36	38	74	13	13
\$30,000-\$60,000 pa	24	50	74	19	7
\$61,000-\$100,000 pa	26	64	90	3	7
More than \$100,000 pa	23	55	78	22	-
<b>Household Size</b>					
1-2 person household	28	46	74	17	9
3+ person household	27	58	85	10	5

% read across

\* not asked prior to 2014

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

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

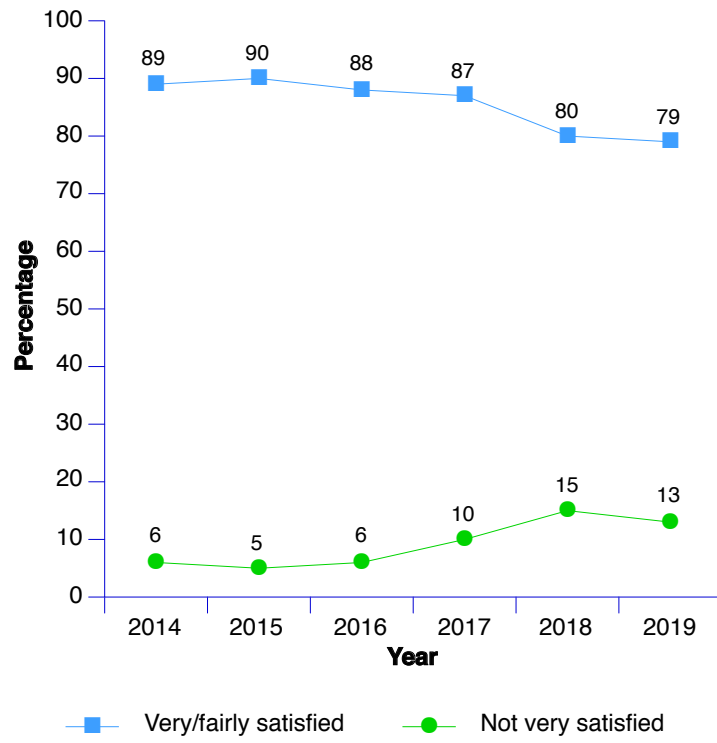
- cost of upgrade/upgrade unnecessary,
- car parking issues,
- Don Driver mural,
- too small/need another runway/extend runway.

### Summary Table: Main Reasons\* For Being Not Very Satisfied With The Airport

	Total District 2019 %	Area				
		New Plymouth %	Inglewood %	Clifton %	Kaitake %	Waitara %
Percent Who Mention ...						
Cost of upgrade/ upgrade unnecessary	5	6	1	-	2	-
Car parking issues	3	3	5	3	4	-
Don Driver mural	2	2	1	1	1	4
Too small/need another runway/ extend runway	2	1	5	1	4	1

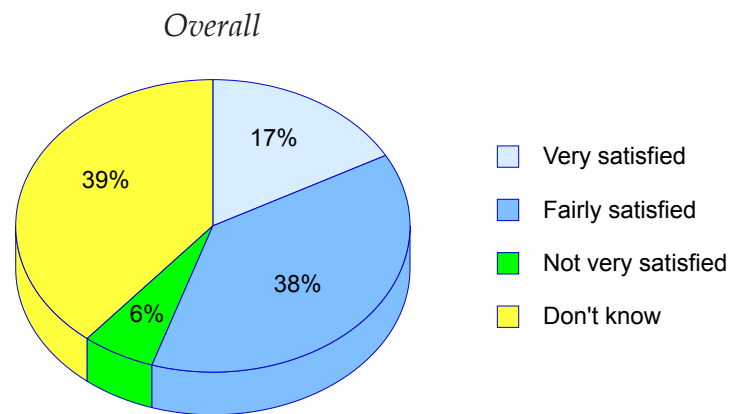
\* multiple responses allowed

*The Airport*



Recommended Satisfaction Measure For Reporting Purposes:  
 Total District = 79%  
 Users/Visitors = 84%

### *xviii. Assistance And Support To Community Groups*



55% of residents are satisfied with the assistance and support to community groups, while 6% are not very satisfied. 39% are unable to comment.

The percent not very satisfied is slightly below the Peer Group Average\* and similar to the National Average\*.

Non-ratepayers are more likely to be not very satisfied with the assistance and support to community groups, than ratepayers.

\* Peer Group and National Average readings refer to "community assistance"

## Satisfaction With Assistance And Support To Community Groups

	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
<b>Overall</b>					
Total District 2019**	17	38	55	6	39
2018	29	35	64	4	32
2017	21	42	63	7	30
2016 <sup>†</sup>	28	34	62	5	32
2015	19	35	54	7	39
2014 <sup>†</sup>	22	39	61	3	35
2013	32	36	68	6	26
2012	26	41	67	4	29
2011	26	46	72	4	24
2010	28	41	69	5	26
2009	37	31	68	3	29
2008	23	44	67	5	28
2007	29	43	72	3	25
2006	30	40	70	4	26
2005	29	42	71	5	24
2004	29	37	66	6	28
<b>Comparison*</b>					
Peer Group (Provincial)	20	42	62	12	26
National Average	21	39	60	7	33
<b>Area</b>					
New Plymouth	16	37	53	8	39
Inglewood <sup>†</sup>	16	56	72	2	27
Clifton	31	34	65	2	33
Kaitake <sup>†</sup>	11	46	57	1	41
Waitara	16	26	42	9	49
<b>Ratepayer?</b>					
Ratepayer <sup>†</sup>	18	39	56	5	39
Non-ratepayer	11	34	45	17	38

% read across

\* Peer Group and National Average refer to "community assistance"

\*\* reading prior to 2019 refer to "assistance Council gives to the community"

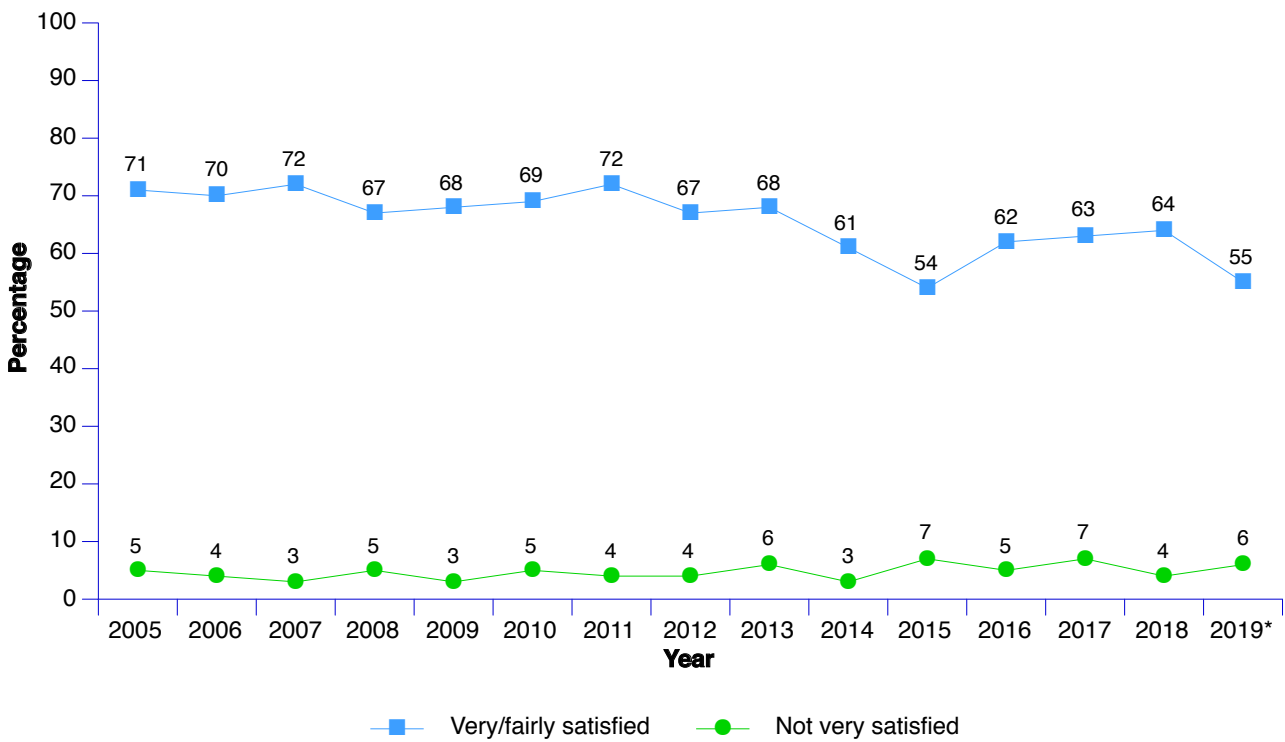
<sup>†</sup> does not add to 100% due to rounding

The main reasons\* residents are not very satisfied with assistance and support to community groups are ...

- more support should be given/could do more, mentioned by 4% of all residents,
- none given/minimal support/funding given/cuts to funding/support, 1%,
- Council interactions with community/listen more, 1%.

\* multiple responses allowed

*Assistance And Support To Community Groups*

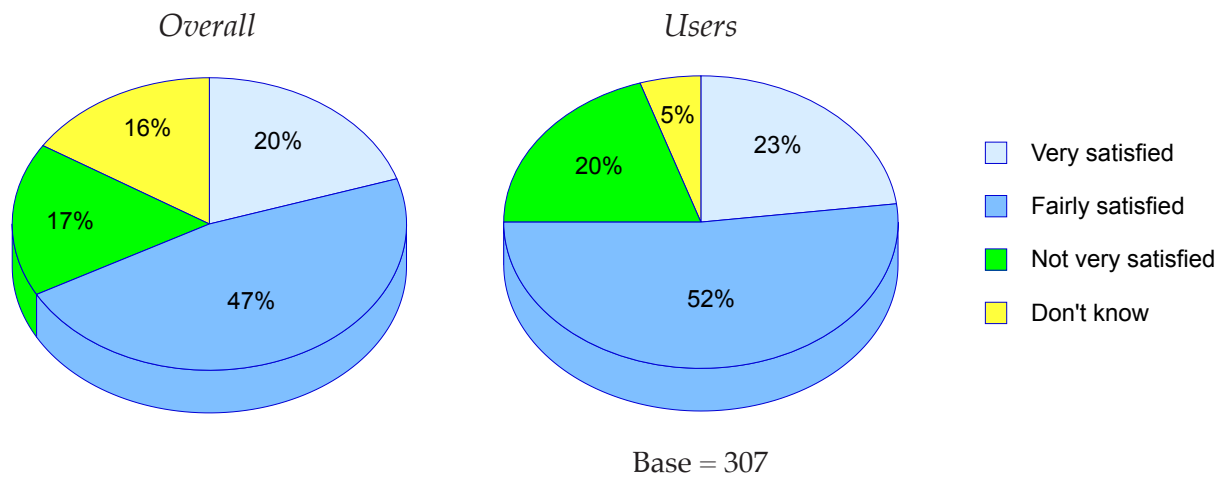


\*\* reading prior to 2019 refer to "assistance Council gives to the community"

Recommended Satisfaction Measure For Reporting Purposes:  
Total District = 55%



### *xix. Quality Of Public Toilets*



67% of New Plymouth residents are satisfied with the quality of the District's toilets (73% in 2018), while 17% are not very satisfied (12% in 2018). 16% are unable to comment.

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

79% of households have used a public toilet in the last 12 months (75% in 2018). Of these, 75% are satisfied (84% in 2018) and 20% not very satisfied (13% in 2018).

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 2019 <sup>†</sup>	20	47	67	17	16
2018	27	46	73	12	15
2017	24	49	73	15	12
2016	24	43	67	17	16
2015	23	48	71	15	14
2014	25	43	68	15	17
2013	25	44	69	16	15
2012 <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	23	52	75	20	5
<b>Comparison<sup>*†</sup></b>					
Peer Group (Provincial)	26	44	70	17	14
National Average	24	46	70	17	14
<b>Area</b>					
New Plymouth <sup>†</sup>	20	46	66	16	17
Inglewood	37	31	68	16	16
Clifton	11	51	62	23	15
Kaitake <sup>†</sup>	14	57	71	23	7
Waitara	17	50	67	15	18

% 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 ...

- no toilets/not enough toilets/need more,
- dirty/disgusting/smelly/untidy/wet/need cleaning.

### Summary Table:

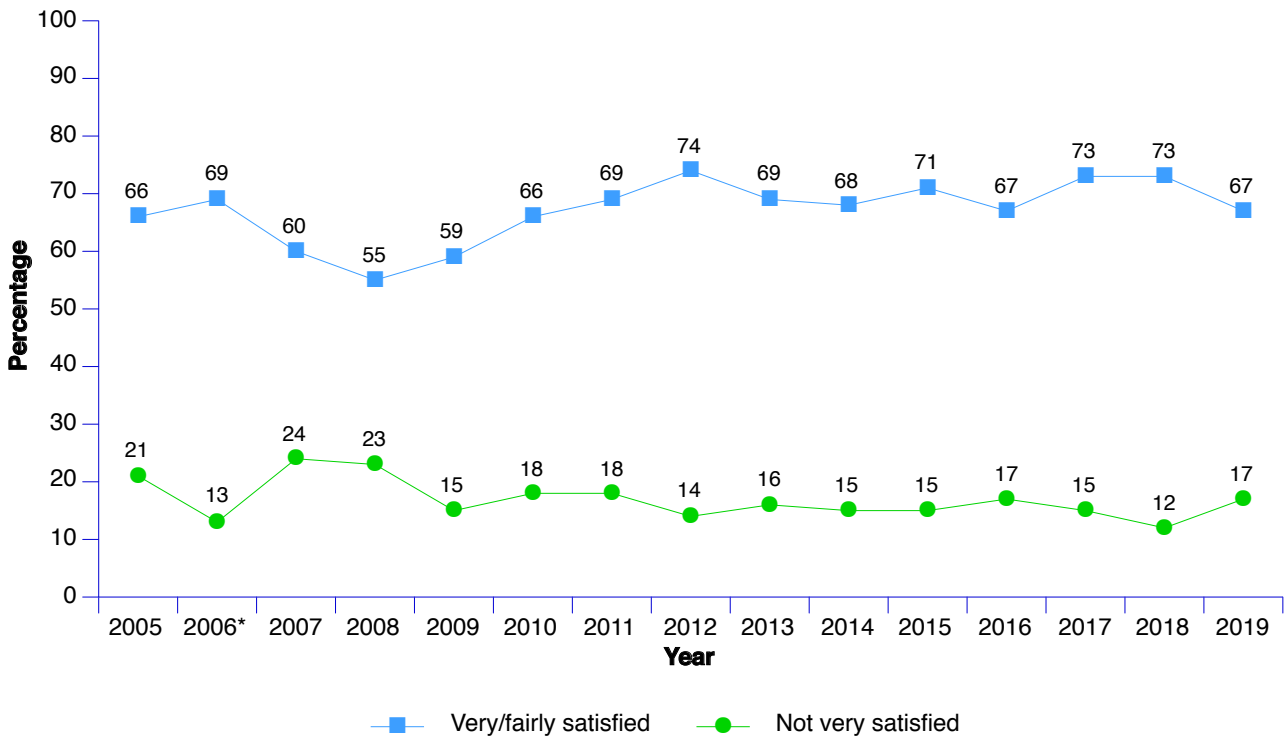
#### Main Reasons\* For Being Not Very Satisfied With The Quality Of Public Toilets

	Total District 2019 %	Area				
		New Plymouth %	Inglewood %	Clifton %	Kaitake %	Waitara %
Percent Who Mention ...						
No toilets/not enough toilets/ need more	<b>10</b>	9	13	20	10	9
Dirty/disgusting/smelly/untidy/ wet/need cleaning	<b>6</b>	6	4	5	4	11

\* multiple responses allowed

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

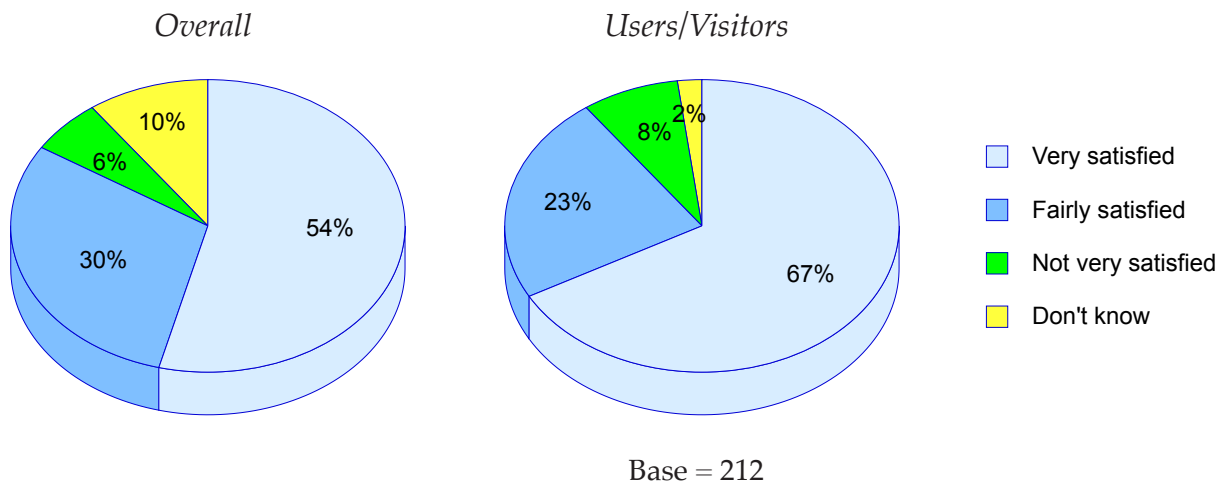
*Quality Of Public Toilets*



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

Recommended Satisfaction Measure For Reporting Purposes:  
 Total District = 67%  
 Users = 75%

## xx. *Swimming Facilities*



84% of New Plymouth residents are satisfied with the swimming facilities, including 54% who are very satisfied (60% in 2018). 6% are not very satisfied and 10% are unable to comment.

The percent not very satisfied is slightly below the Peer Group Average and similar to the National Average\* and the 2018 reading\*.

60% of households have used or visited a public swimming pool in the last 12 months. Of these users/visitors, 90% are satisfied and 8% are not very satisfied.

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

\* 2018 readings and Peer Group and National Averages refer to public swimming pools

## Satisfaction With Swimming Facilities

	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
<b>Overall</b>					
Total District 2019*	54	30	<b>84</b>	6	10
2018	60	23	<b>83</b>	7	10
2017 <sup>†</sup>	54	31	<b>85</b>	4	12
2016 <sup>†</sup>	58	25	<b>83</b>	4	14
2015	44	36	<b>80</b>	8	12
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	67	23	<b>90</b>	8	2
<b>Comparison*</b>					
Peer Group (Provincial)	38	33	<b>71</b>	12	17
National Average	35	34	<b>69</b>	7	24
<b>Area</b>					
New Plymouth	56	29	<b>85</b>	6	9
Inglewood	46	37	<b>83</b>	-	17
Clifton	51	31	<b>82</b>	7	11
Kaitake	54	28	<b>82</b>	9	9
Waitara <sup>†</sup>	51	39	<b>90</b>	-	11

% read across

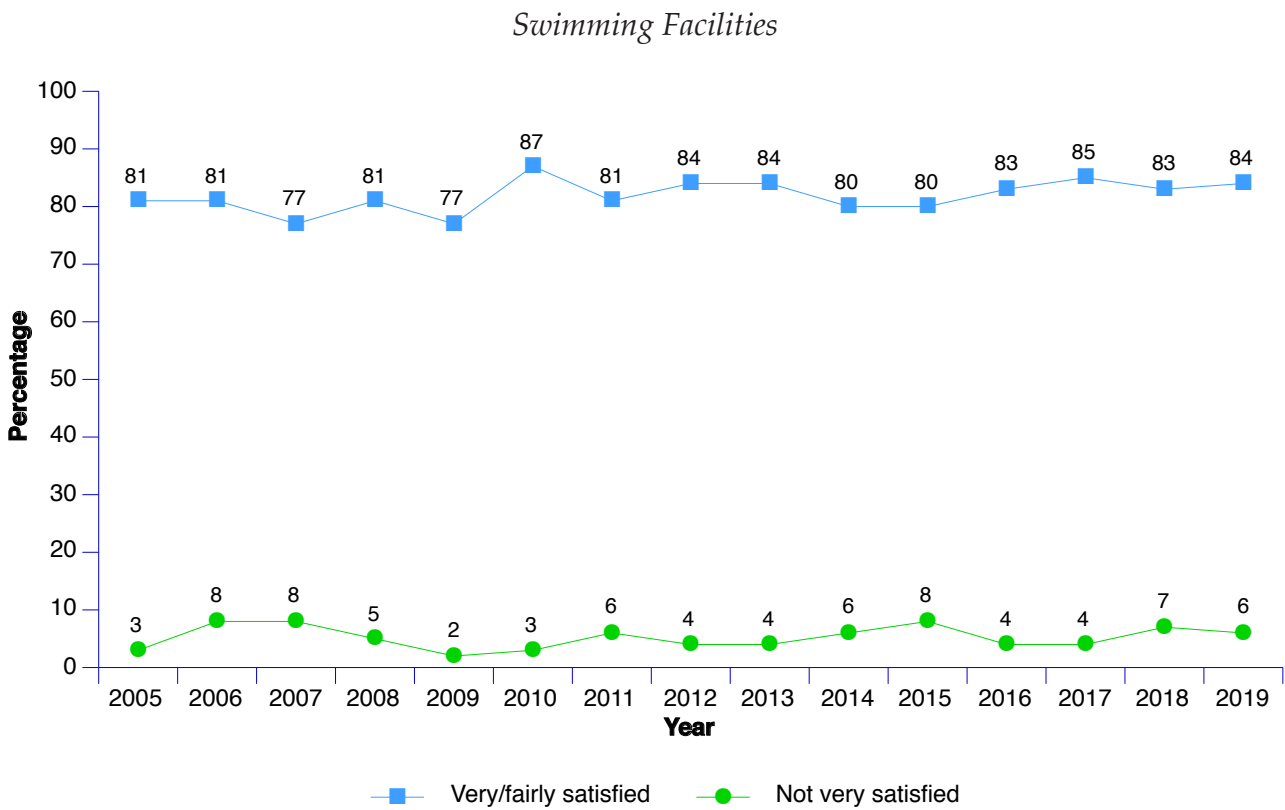
\* readings prior to 2019 and Peer Group and National Averages refer to public swimming pools

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

The main reasons\* residents are not very satisfied with the swimming facility are ...

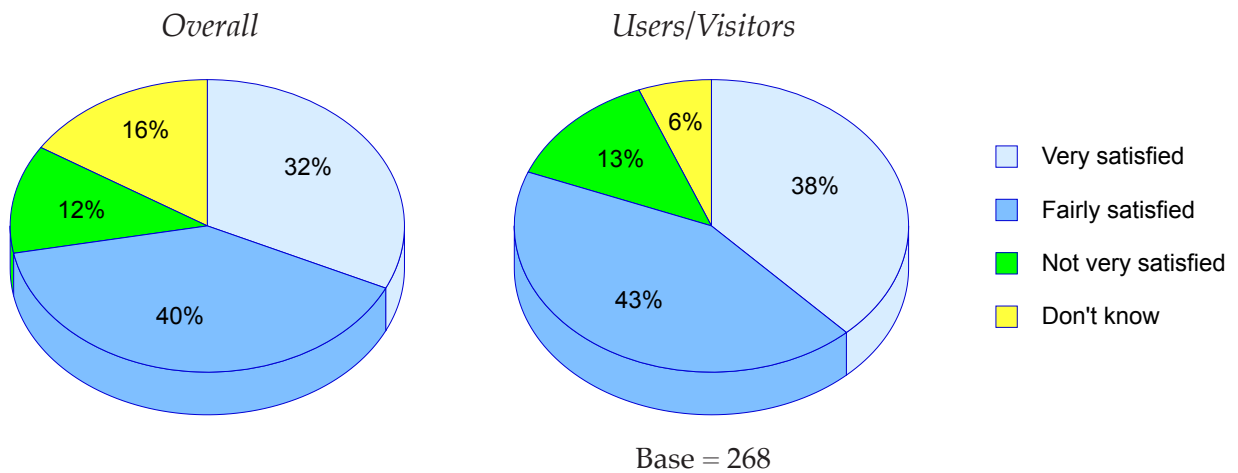
- need upgrading/maintenance/improve facilities, mentioned by 2% of all residents,
- too expensive, 1%,
- not enough/need more/closed down, 1%,
- restricted availability, 1%,
- too cold, 1%.

\* multiple responses allowed



Recommended Satisfaction Measure For Reporting Purposes:  
 Total District = 84%  
 Users/Visitors = 90%

### *xxi. The Quality Of The Sports Parks*



72% of residents are satisfied with the quality of sports parks (80% in 2018\*), including 32% who are very satisfied (41% in 2018). 16% are unable to comment.

The percent not very satisfied (12%) is above the Peer Group and National Averages for **sportsfields and playgrounds** and 7% above the 2018 reading\*.

69% of households have used or visited a sports park in the last 12 months, with 81% being satisfied and 13% 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 sports parks. However, it appears that longer term residents, those residing in the District more than 10 years, are slightly more likely to feel this way, than shorter term residents.

\* 2018 readings refer to the quality of the District's sportsfields



## Satisfaction With The Quality Of The Sports Parks

	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
<b>Overall*</b>					
Total District					
2019	32	40	72	12	16
2018	41	39	80	5	15
2017	42	41	83	3	14
2016	52	30	82	3	15
2015	41	42	83	3	14
2014	50	31	81	4	15
2013	49	32	81	4	15
2012	55	37	92	2	6
2011 <sup>†</sup>	53	36	89	4	6
2010	59	32	91	4	5
2009	57	26	83	4	13
2008	51	39	90	2	8
2007	52	34	86	6	8
2006*	58	31	89	4	7
2005	54	36	90	3	7
2004	59	27	86	3	11
2003	60	32	92	2	6
Users/Visitors	38	43	81	13	6
<b>Comparison*</b>					
Peer Group (Provincial)	52	38	90	4	6
National Average <sup>†</sup>	60	32	92	3	6
<b>Area</b>					
New Plymouth	30	43	73	11	16
Inglewood	43	20	63	22	15
Clifton <sup>†</sup>	25	39	64	16	21
Kaitake	38	40	78	18	4
Waitara <sup>†</sup>	39	35	74	2	23
<b>Length of Residence</b>					
Lived there 10 years or less	40	35	75	4	21
Lived there more than 10 years <sup>†</sup>	30	42	72	14	15

% read across

\* 2013-2018 readings refer to the quality of the District's sportsfields, 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 sports parks are ...

- Yarrow/Rugby Park,
- need more/need larger/better facilities
- poor standard/need upgrading/improving/maintenance.

### Summary Table:

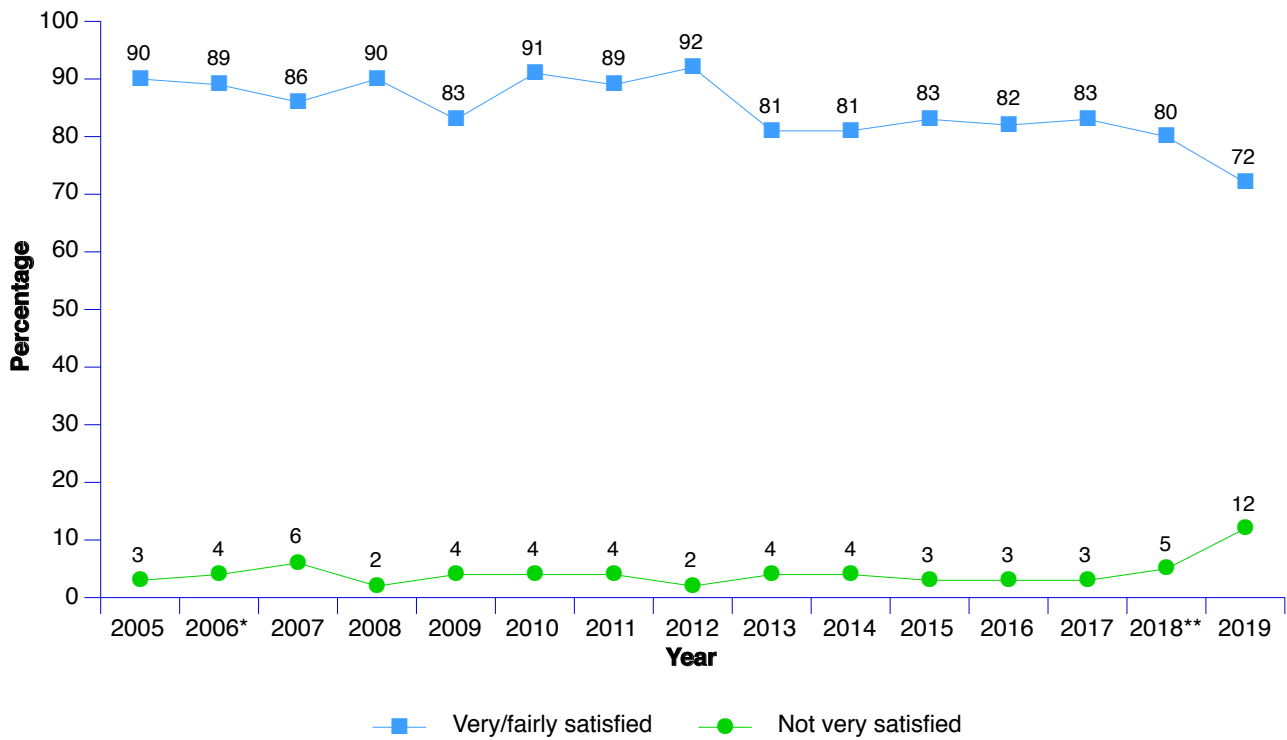
#### Main Reasons\* For Being Not Very Satisfied With The Quality Of The Sports Parks

	Total District 2019 %	Area				
		New Plymouth %	Inglewood %	Clifton %	Kaitake %	Waitara %
Percent Who Mention ...						
Yarrow/Rugby Park <sup>†</sup>	<b>8</b>	7	18	6	8	2
Need more/need larger/ better facilities	<b>2</b>	2	-	-	6	-
Poor standard/need upgrading/ improving/maintenance	<b>2</b>	1	2	-	4	-

\* multiple responses allowed

<sup>†</sup> not mentioned in 2018. In 2019 changed from satisfaction with sportsfields to sports parks.

Quality Of The Sports Parks



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

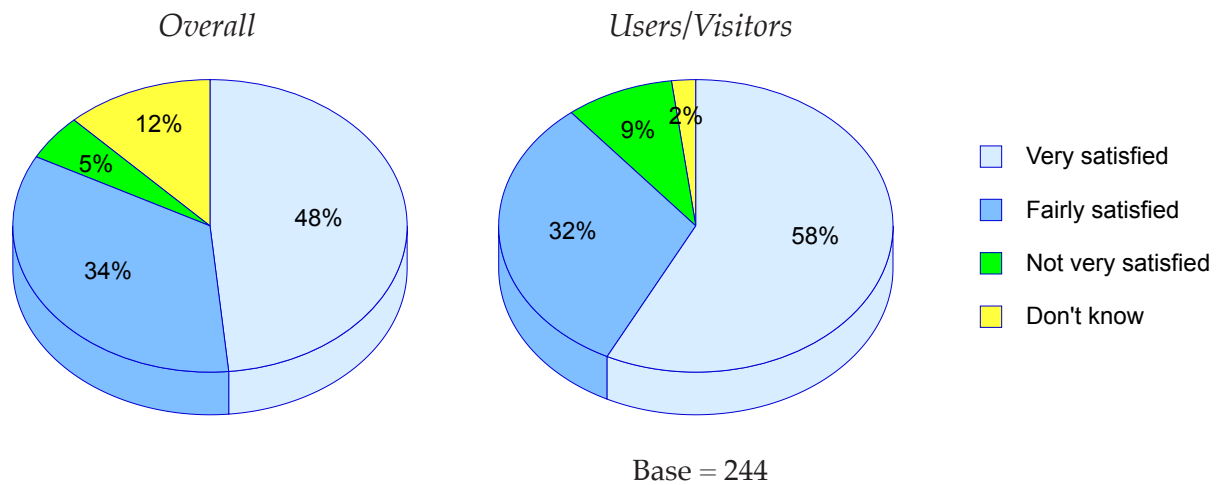
\*\* 2013-2018 readings refer to the quality of the District's sportsfields

Recommended Satisfaction Measure For Reporting Purposes:

Total District = 72%

Users/Visitors = 81%

## xxii. The Quality Of Playgrounds



82% of residents are satisfied with the quality of playgrounds, including 48% who are very satisfied (45% in 2018). 12% are unable to comment (15% in 2018).

The percent not very satisfied (6%) is similar to the Peer Group Average and on par with the National Average for **sportsfields and playgrounds**, and similar to the 2018 reading.

67% of households have used or visited a playground in the last 12 months (61% in 2018), with 90% being satisfied and 9% 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 playgrounds. However, it appears that residents who live in a three person household are slightly more likely to feel this way, than those who live in a one or two person household.

## Satisfaction With The Quality Of Playgrounds

	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
<b>Overall</b>					
Total District 2019**	48	34	82	6	12
2018	45	35	80	5	15
2017	43	35	78	3	19
2016 <sup>†</sup>	47	32	79	6	16
2015	44	34	78	5	17
2014	49	33	82	5	13
2013 <sup>†</sup>	54	33	87	2	12
Users/Visitors <sup>†</sup>	58	32	90	9	2
<b>Comparison*</b>					
Peer Group (Provincial)	52	38	90	4	6
National Average <sup>†</sup>	60	32	92	3	6
<b>Area</b>					
New Plymouth	47	36	83	5	12
Inglewood	58	19	77	10	13
Clifton <sup>†</sup>	44	35	79	10	10
Kaitake <sup>†</sup>	60	29	89	5	7
Waitara	43	37	80	10	10
<b>Household Size</b>					
1-2 person household	43	36	79	2	19
3+ person household	53	32	85	10	5

% read across

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

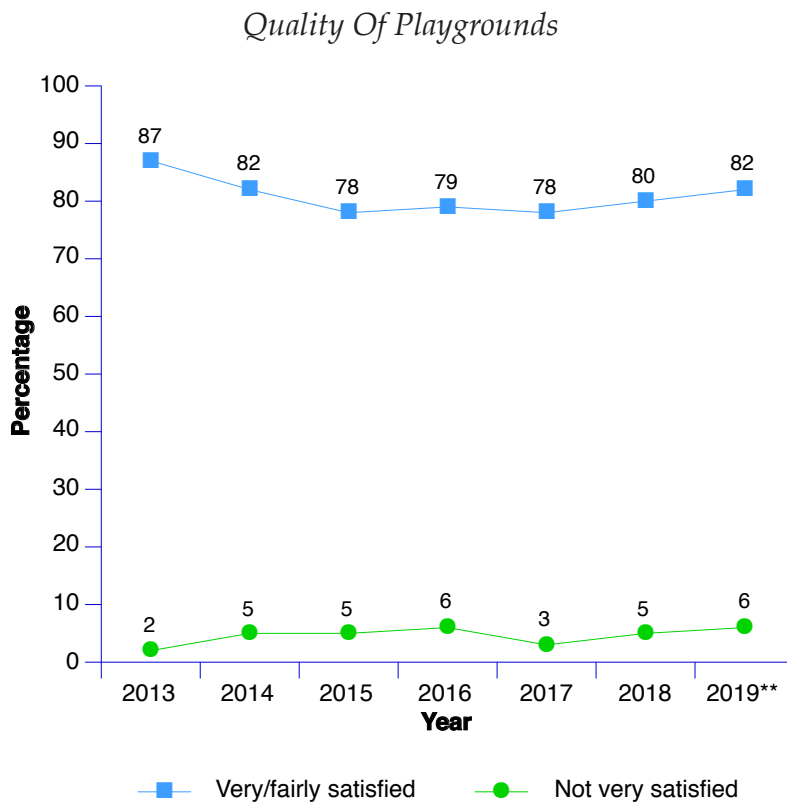
\*\* readings prior to 2019 refer to the quality of the District's playgrounds

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

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

- need an upgrade/improvements, mentioned by 2% of all residents,
- boring/too safe, 2%.

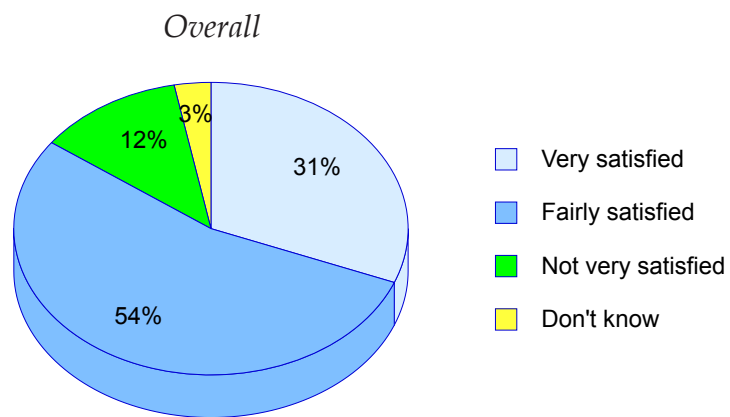
\* multiple responses allowed



\*\* readings prior to 2019 refer to the quality of the District's playgrounds

Recommended Satisfaction Measure For Reporting Purposes:  
 Total District = 82%  
 Users/Visitors = 90%

***xxiii. The Maintenance Of The Quality Of The Living Environment, Including Litter Control (this includes both the natural environment and the built environment)***



85% of residents are satisfied that the maintenance of the quality of the living environment, including 31% who are very satisfied (50% in 2018\*). 12% are not very satisfied and 3% are unable to comment.

There are no comparative Peer Group and National Averages for this reading, however the 2019 not very satisfied reading is 8% above the 2018 reading\*.

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

\* 2018 readings refer to the quality of the New Plymouth District living environment being maintained

## Satisfaction With The Maintenance Of The Quality Of The Living Environment, Including Litter Control

	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
<b>Overall</b>					
Total District 2019*	31	54	85	12	3
2018	50	43	93	4	3
2017	37	54	91	5	4
2016	50	40	90	4	6
2015	45	44	89	5	6
2014	40	50	90	5	5
2013	48	44	92	3	5
2012	43	48	91	3	6
2011	42	51	93	3	4
2010	42	50	92	3	5
2009	61	34	95	2	3
2008	39	48	87	9	4
2007	45	46	91	4	5
2006	48	43	91	3	6
2005	49	43	92	3	5
2004	47	44	91	3	6
<b>Area</b>					
New Plymouth	32	55	87	10	3
Inglewood	27	56	83	13	4
Clifton	29	43	72	27	1
Kaitake	30	58	88	10	2
Waitara <sup>†</sup>	26	47	73	20	8
<b>Length of Residence</b>					
Lived there 10 years or less <sup>†</sup>	50	48	98	1	-
Lived there more than 10 years	27	55	82	14	4

% read across

\* readings prior to 2019 refer to the quality of the New Plymouth living environment being maintained

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



The main reasons residents are not very satisfied with the maintenance of the quality of the living environment are ...

- too much litter / rubbish dumped,
- need more rubbish bins / bigger bins / removed bins,
- empty bins more often / remove rubbish.

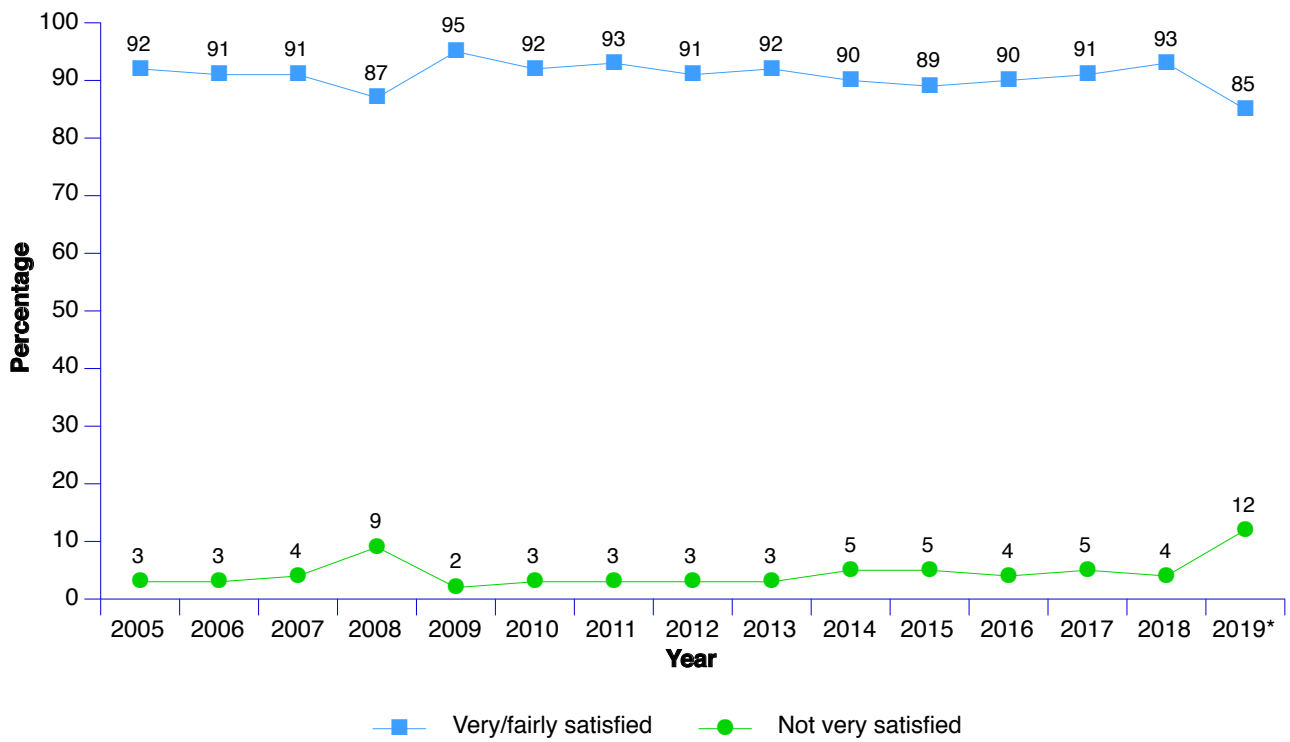
### Summary Table: Main Reasons\* For Being Not Very Satisfied With The Maintenance Of The Quality Of The Living Environment

	Total District 2019 %	Area				
		New Plymouth %	Inglewood %	Clifton %	Kaitake %	Waitara %
Percent Who Mention ...						
Too much litter / rubbish dumped	<b>6</b>	5	4	17	8	4
Need more rubbish bins / bigger bins / removed bins	<b>4</b>	4	5	2	2	6
Empty bins more often / remove rubbish	<b>3</b>	2	11	11	4	3

\* multiple responses allowed

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

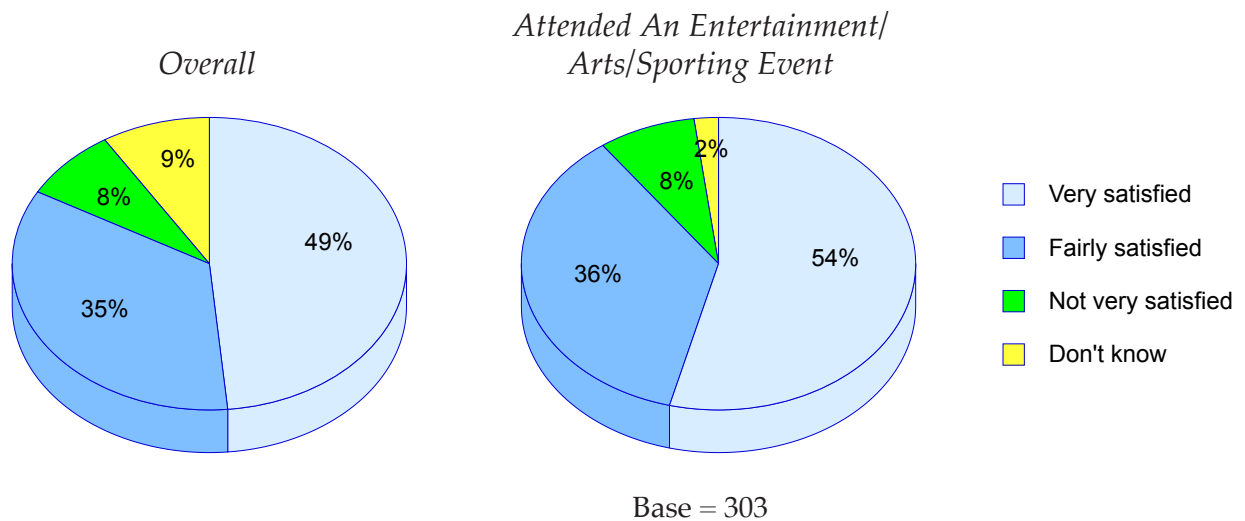
*Maintenance Of The Quality Of The Living Environment, Including Litter Control*



\* readings prior to 2019 refer to the quality of the New Plymouth living environment being maintained

Recommended Satisfaction Measure For Reporting Purposes:  
 Total District = 85%

### *xxiv. The Quality Of The Council's Event Venues*



84% of New Plymouth District residents are satisfied with the quality of Council's event venues, with 49% being very satisfied, while 8% are not very satisfied.

There are no comparative Peer Group and National Averages for this reading, however, the not very satisfied reading is similar to the 2018 result\*.

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 (84% in 2018). Of these, 90% are satisfied and 8% not very satisfied.

There are no notable differences between Areas and between socio-economic groups, in terms of those residents not very satisfied with the quality of Council event venues.

\* the 2018 readings relate to satisfaction with the quality of the venues for entertainment, cultural and sporting events in the District

## Satisfaction With The Quality Of The Council's Event Venues

	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
<b>Overall*</b>					
Total District 2019 <sup>†</sup>	49	35	<b>84</b>	8	9
2018	63	28	<b>91</b>	6	3
2017	70	25	<b>95</b>	2	3
2016	70	23	<b>93</b>	3	4
2015	69	24	<b>93</b>	2	5
2014	68	25	<b>93</b>	3	4
2013	67	28	<b>95</b>	2	3
2012	68	26	<b>94</b>	3	3
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	54	36	<b>90</b>	8	2
<b>Area</b>					
New Plymouth	49	35	<b>84</b>	6	10
Inglewood	39	39	<b>78</b>	13	9
Clifton	37	44	<b>81</b>	11	8
Kaitake	42	40	<b>82</b>	15	3
Waitara	71	19	<b>89</b>	4	6

% read across

\* 2012-2018 readings refer to the quality of 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.

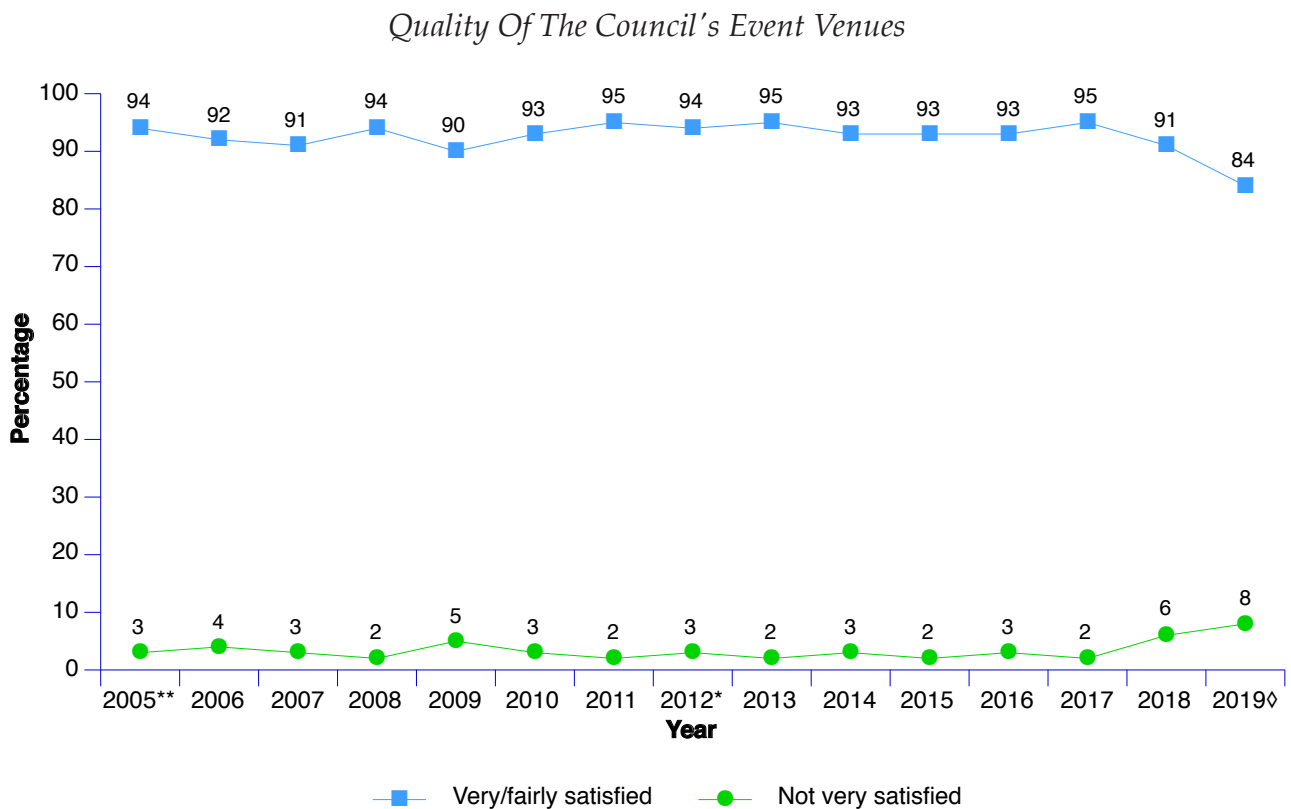
\*\* the 2005 readings refers to ratings for the availability and quality of events, not asked prior to 2005

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

The main reasons\* residents are not very satisfied with the quality of Council event venues are ...

- Yarrow Stadium issues, mentioned by 5% of all residents,
- more venues needed, 1%,
- need upgrading/ updating/ maintenance, 1%.

\* multiple responses allowed



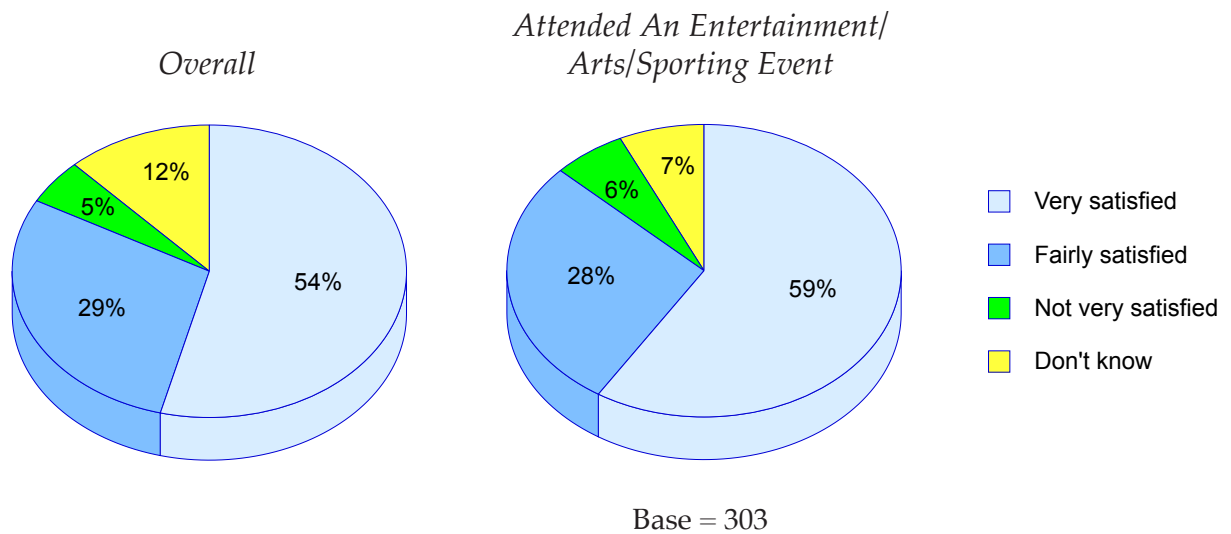
<sup>◇</sup> 2012-2018 readings refer to the quality of venues for entertainment, cultural and sporting events in the District

\* 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 = 84%  
 Attended an Entertainment/ Arts/ Sporting Event = 90%

*xxv. The Quality Of Council's Events*



83% of New Plymouth District residents are satisfied with the quality of Council's events (90% in 2018), with 54% being very satisfied (60% in 2018), while 5% are not very satisfied.

There are no comparative Peer Group and National Averages for this reading, however, the percent not very satisfied (5%) is similar to the 2018 reading\*.

Of those households who have attended an event, 87% are satisfied (93% in 2018) 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 Council's events.

\* the 2018 readings relate to "the quality of entertainment, cultural and sporting events"

## Satisfaction With The Quality Of Council's Events

	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
<b>Overall*</b>					
Total District 2019	54	29	<b>83</b>	5	12
2018	60	30	<b>90</b>	4	6
2017 <sup>†</sup>	54	36	<b>90</b>	5	4
2016	59	31	<b>90</b>	5	5
2015	61	28	<b>89</b>	3	8
2014 <sup>†</sup>	54	33	<b>87</b>	5	7
2013	50	35	<b>85</b>	9	6
2012 <sup>†</sup>	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>	59	28	<b>87</b>	6	7
<b>Area</b>					
New Plymouth <sup>†</sup>	55	28	<b>83</b>	5	13
Inglewood	48	31	<b>79</b>	10	11
Clifton	58	23	<b>81</b>	9	10
Kaitake	46	49	<b>95</b>	-	5
Waitara	53	32	<b>85</b>	2	13

% read across

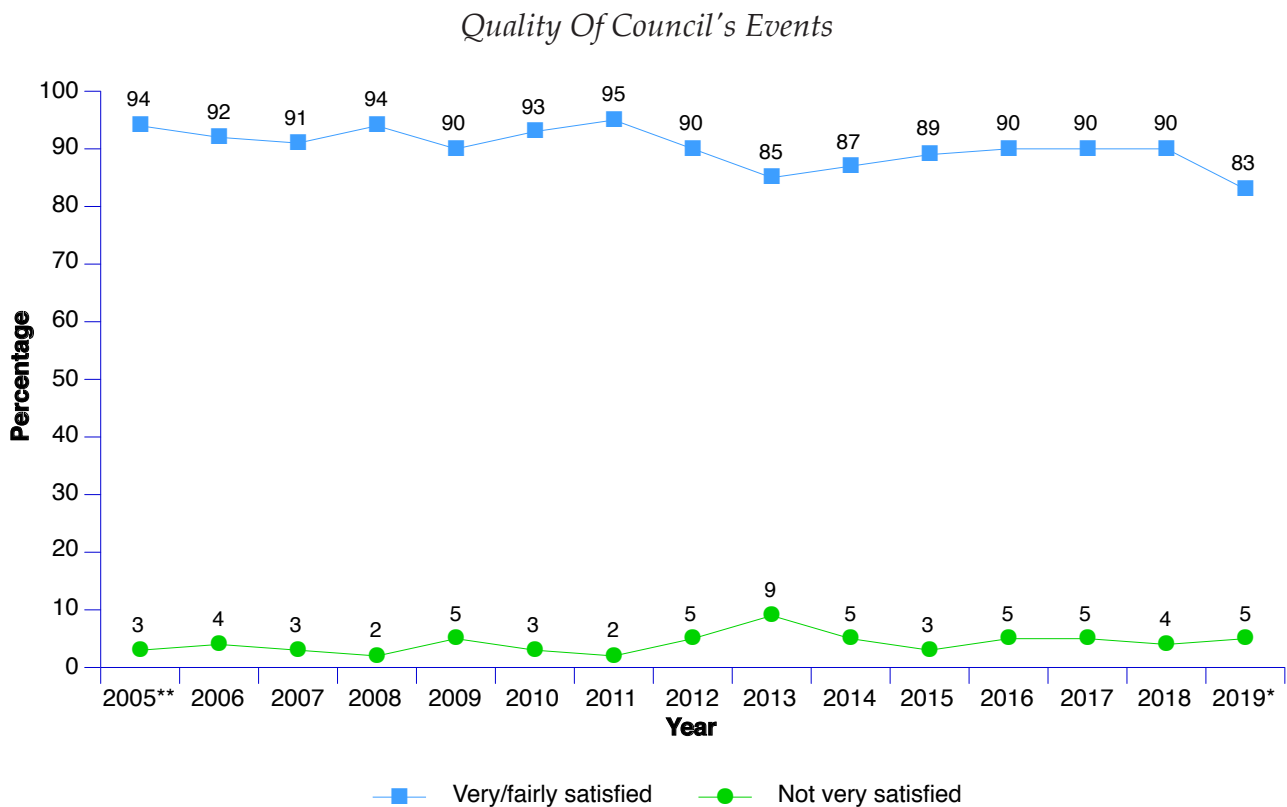
\* 2012-2018 readings refer to the quality of quality of entertainment, cultural and sporting events in the District, 2006 - 2011 readings refer to ratings for the quality of entertainment, cultural and sporting events in the District **and** the venues they are held in. In 2012 these were asked separately.

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

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

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

- not enough/ need more/ utilise facilities more, mentioned by 2% of all residents,
- lack of variety of events/ not available for all ages/ lost some events, 1%,
- too expensive/ need free events, 1%.

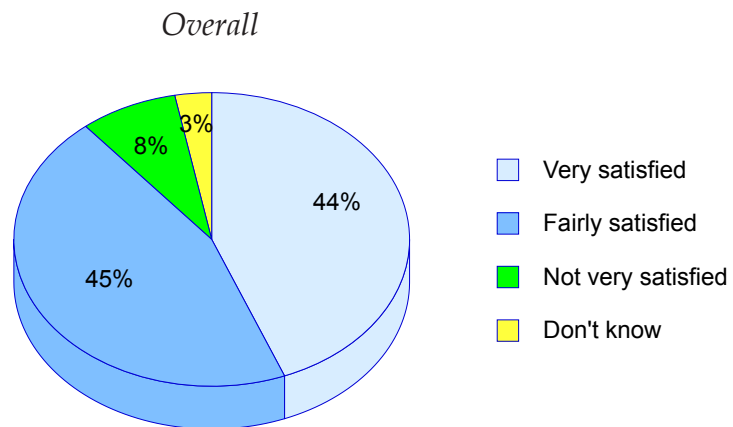


\* 2012-2018 readings refer to the quality of quality of entertainment, cultural and sporting events in the District, 2006 - 2011 readings refer to ratings for the quality of entertainment, cultural and sporting events in the District **and** the venues they are held in. In 2012 these were asked separately.  
 \*\* 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 = 83%  
 Attended an Entertainment/ Arts/Sporting Event = 87%



### *xxvi. The Quality Of Urban Landscapes And Streets*



89% of New Plymouth District residents are satisfied with the quality of urban landscapes and streets, with 44% being very satisfied. 8% are not very satisfied.

There are no comparative Peer Group and National Averages for this reading, however the 2019 not very satisfied reading is similar to the 2018 result\*.

There are no notable differences between Areas and between socio-economic groups, in terms of those residents not very satisfied. However, it appears that residents who live in a one or two person household are slightly more likely to feel this way, than those who live in a three or more person household.

\* the 2018 readings relate to the maintenance and presentation of urban landscapes and streets

### Satisfaction With The Quality Of Urban Landscapes And Streets

	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
<b>Overall*</b>					
Total District 2019	44	45	89	8	3
2018	63	29	92	6	2
2017	58	34	92	7	1
2016	63	29	92	7	1
2015	59	32	91	8	1
2014 <sup>†</sup>	67	27	94	5	2
2013	75	22	97	2	1
2012 <sup>†</sup>	68	28	96	3	2
2011	61	34	95	4	1
2010	69	27	96	3	1
2009	70	22	92	5	3
2008	67	25	92	7	1
2007	69	28	97	3	-
2006	70	24	94	5	1
<b>Area</b>					
New Plymouth	44	45	89	8	3
Inglewood	49	45	94	6	-
Clifton	42	50	92	6	2
Kaitake	55	36	91	5	4
Waitara <sup>†</sup>	31	57	88	6	5
<b>Household Size</b>					
1-2 person household	40	46	86	11	3
3+ person household <sup>†</sup>	47	45	92	4	3

% read across

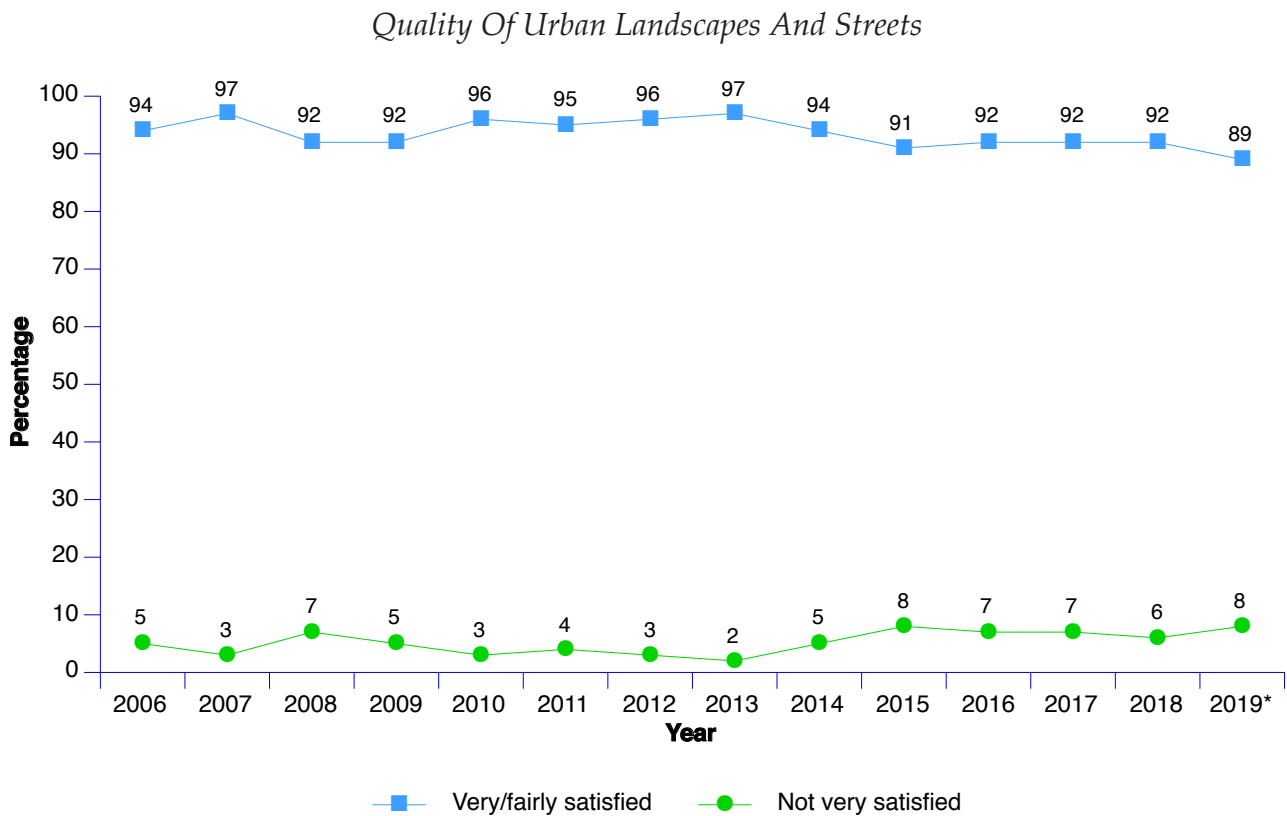
\* readings prior to 2019 refer to the maintenance and presentation of urban landscapes and streets, particularly flower beds and display, not asked prior to 2006

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

The main reasons\* residents are not very satisfied with the quality of urban landscapes and streets are ...

- untidy / overgrown / need better upkeep / maintenance, mentioned by 2% of all residents,
- tree issues / drop leaves / roots, 2%,
- need more plantings / beautification / flowerbeds and trees taken out, 2%.

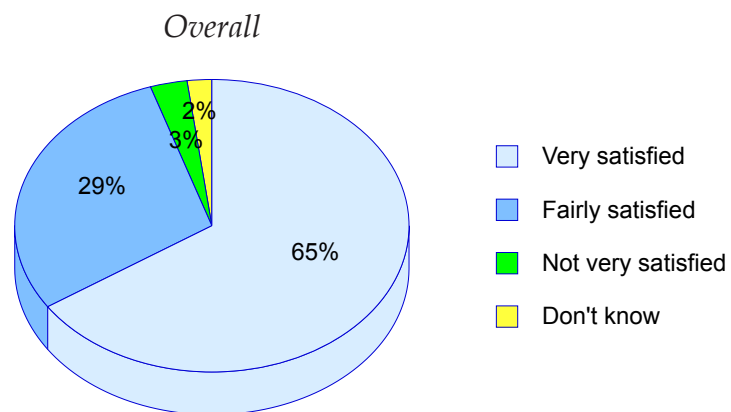
\* multiple responses allowed



\* readings prior to 2019 refer to the maintenance and presentation of urban landscapes and streets, particularly flower beds and display, not asked prior to 2006

Recommended Satisfaction Measure For Reporting Purposes:  
Total District = 89%

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



94% of New Plymouth District residents are satisfied with access to the natural environment, including the rivers, lakes, the mountain and the coast, with 65% being very satisfied (75% in 2018). 3% are not very satisfied and 2% are unable to comment.

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

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

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

	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
<b>Overall*</b>					
Total District 2019 <sup>†</sup>	65	29	94	3	2
2018	75	21	96	3	1
2017 <sup>†</sup>	68	27	95	3	2
2016	71	25	96	2	2
2015	70	25	95	2	3
2014	66	29	95	2	3
2013	68	28	96	2	2
2012	67	29	96	2	2
2011	61	34	95	2	3
2010	66	31	97	2	1
2009	70	25	95	1	4
2008	58	37	95	3	2
2007	56	38	94	3	3
2006	60	32	92	5	3
<b>Area</b>					
New Plymouth <sup>†</sup>	65	29	94	4	3
Inglewood	78	14	92	4	4
Clifton <sup>†</sup>	57	38	95	2	2
Kaitake	67	33	100	-	-
Waitara	63	36	99	-	1

% read across

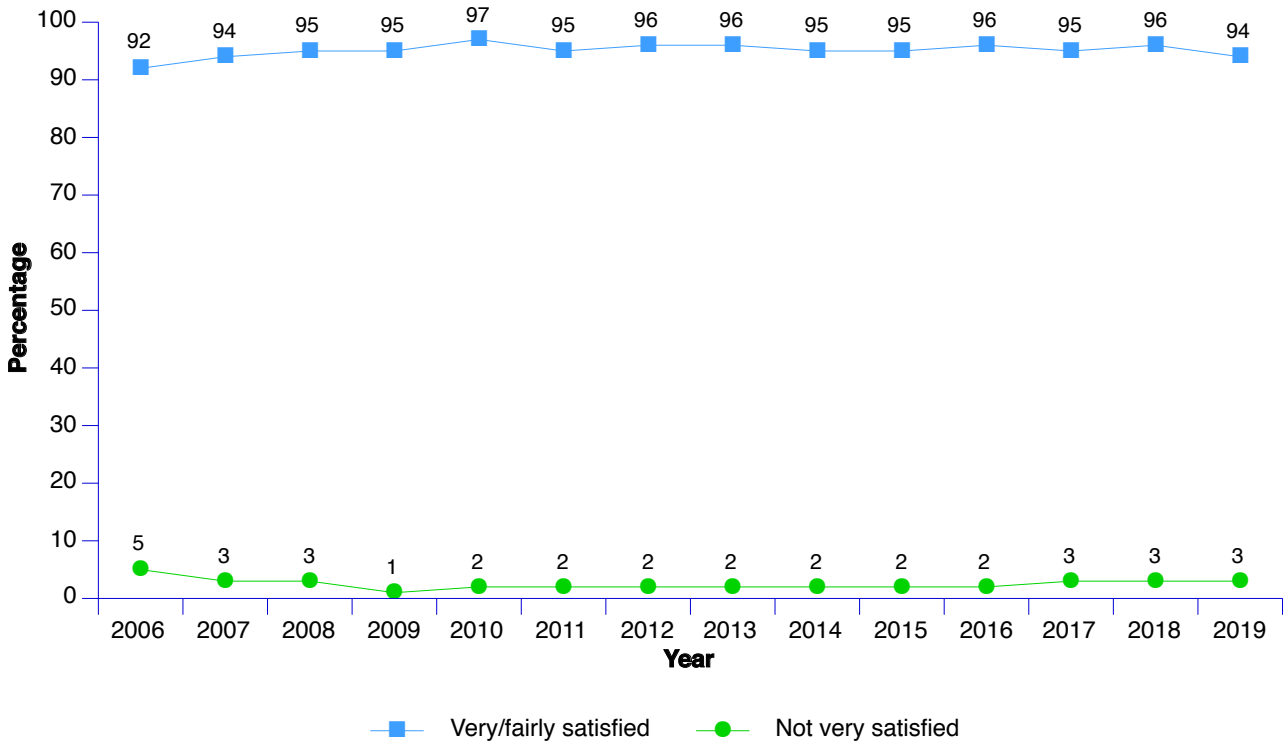
\* not asked prior to 2006

<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 ...

- lack of access/ need better access, mentioned by 2% of all residents,
- others, 2%.

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



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

**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 123).

## Summary Table: Spend Emphasis For Services/Facilities

Percent Who Mention ...	More %	About the same %	Less %	Don't know %
Overall quality of roads	38	59	1	2
Availability of car parking in the District <sup>†</sup>	38	56	5	-
Maintenance of the quality of the living environment	33	66	-	1
Economic Development, such as promotion of the District, incl tourism and support for economic growth and diversification <sup>†</sup>	32	58	6	5
Quality of public toilets	31	59	1	9
Assistance and support to community groups	29	51	3	17
Quality and safety of footpaths	29	67	2	2
Water supply	26	67	1	6
Ability to drive around the District quickly, easily and safely	26	68	3	3
Kerbside rubbish and recyclables collection	24	71	1	4
Quality and safety of the cycle network	22	63	4	11
Quality of sports parks <sup>†</sup>	21	68	3	7
District planning and control of building consents or subdivisions and development	21	53	6	20
The quality of Council's events	19	73	4	4
Stormwater services excluding flood protection <sup>†</sup>	19	70	3	9
Airport	19	69	8	4
Quality of parks and reserves, including the Coastal Walkway & Pukekura Park	17	80	2	1
The quality of urban landscapes and streets	17	78	3	2
Swimming facilities	17	79	-	4
Quality of playgrounds <sup>†</sup>	17	74	2	8
Flood protection	17	68	2	13
Sewerage system	16	70	2	12
Access to the natural environment, including the rivers, lakes, the mountain and the coast	15	81	3	1
The quality of Council's event venues	15	76	5	4
Animal control activities <sup>†</sup>	12	72	8	9
Library at Puke Ariki	10	78	3	9
Museum at Puke Ariki <sup>†</sup>	9	80	5	6
Community Libraries, other than Puke Ariki <sup>†</sup>	8	62	2	29
Govett-Brewster Art Gallery / Len Lye Centre	6	44	34	16
Visitor Information Centre at Puke Ariki <sup>†</sup>	3	69	5	24

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



### C. SPEND MORE COMPARISON

	2019 %	2018 %	2017 %	2016 %	2015 %
Overall quality of roads <sup>o</sup>	38	43	35	31	25
Availability of car parking in the District	38	36	37	33	30
Maintenance of the quality of the living environment	33	NA	NA	NA	NA
Economic Development, such as promotion of the District, incl tourism & support for economic growth and diversification	32	NA	NA	NA	NA
Quality of public toilets	31	30	32	34	25
Assistance and support to community groups <sup>oo</sup>	29	24	23	18	17
Quality and safety of footpaths	29	34	32	30	23
Water supply	26	33	21	15	14
Ability to drive around the District quickly, easily and safely	26	26	21	29	23
Kerbside rubbish and recyclables collection <sup>#</sup>	24	21	19	14	28
Quality and safety of the cycle network <sup>***</sup>	22	21	17	21	18
Quality of sports parks <sup>oo</sup>	21	16	12	9	8
District planning and control of building consents or subdivisions and development	21	23	20	14	15
The quality of Council's events <sup>*</sup>	19	17	22	17	21
Stormwater services excluding flood protection	19	20	12	11	8
Airport	19	36	48	37	24
Quality of parks and reserves, including the Coastal Walkway and Pukekura Park	17	21	19	16	16
The quality of urban landscapes and streets <sup>##</sup>	17	15	13	13	11
Swimming facilities <sup>**</sup>	17	23	14	14	15
Quality of playgrounds	17	19	15	15	14
Flood protection	17	20	10	7	5
Sewerage system	16	10	14	8	7
Access to the natural environment, including the rivers, lakes, the mountain and the coast	15	16	14	9	9
The quality of Council's event venues <sup>###</sup>	15	17	12	12	13
Animal control activities <sup>o</sup>	12	9	10	8	5
Library at Puke Ariki	10	13	11	6	8
Museum at Puke Ariki	9	8	5	5	6
Community Libraries, other than Puke Ariki	8	12	9	7	8
Govett-Brewster Gallery / Len Lye Centre	6	7	5	4	NA
Visitor Information Centre at Puke Ariki	3	3	3	2	1

<sup>##</sup> readings prior to 2019 refer to the maintenance and presentation of urban landscapes and streets

<sup>###</sup> readings prior to 2019 refer to quality of the venues for entertainment, cultural and sporting

<sup>\*</sup> readings prior to 2019 refer to quality of entertainment, cultural and sporting events in the District

<sup>\*\*</sup> readings prior to 2019 refer to public swimming pools

<sup>\*\*\*</sup> readings prior to 2019 refer to quality and safety of cycleways

<sup>o</sup> readings prior to 2019 refer to animal control

<sup>oo</sup> readings prior to 2019 refer to community assistance

<sup>o</sup> readings prior to 2019 refer to quality of roads overall

<sup>oo</sup> readings prior to 2019 refer to quality of sportsfields

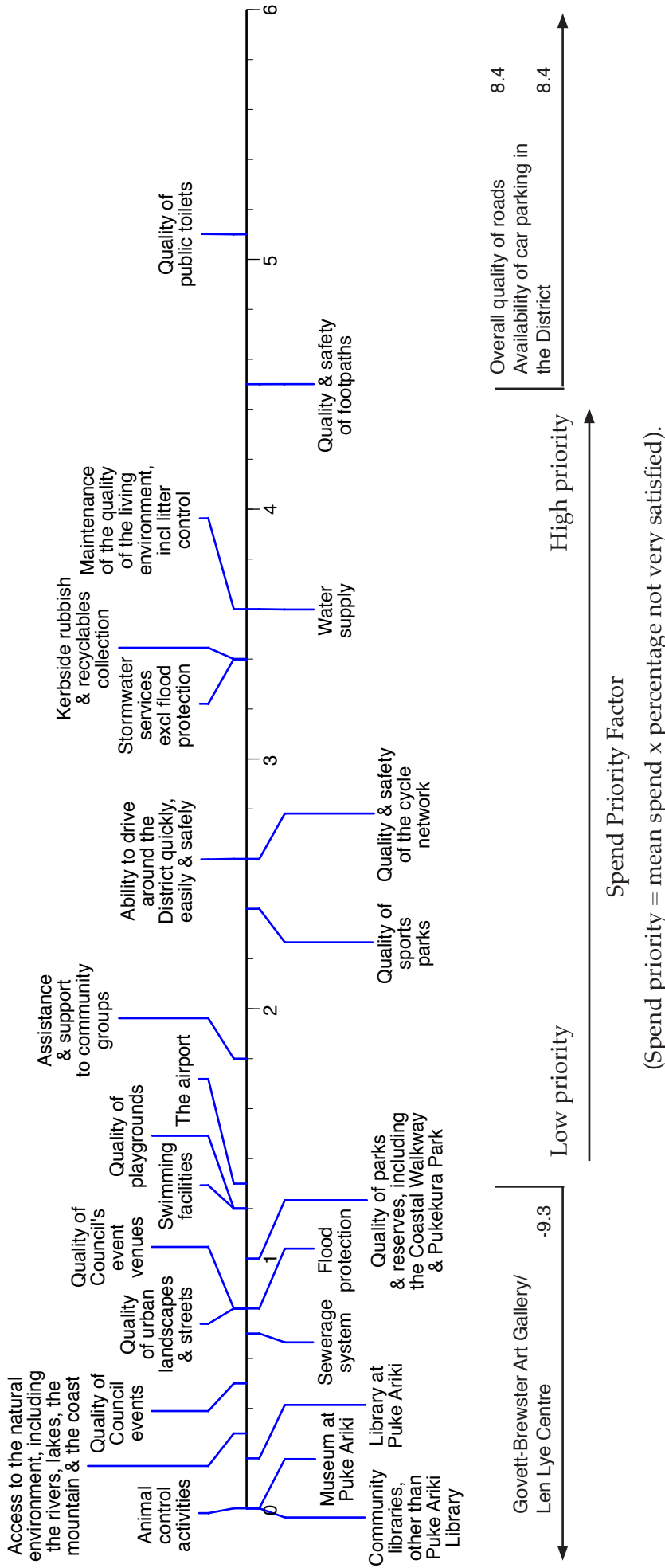
<sup>#</sup> 2015 readings refer to rubbish collection and disposal

NA: not asked

### Summary Table: Top 5 'Spend More' By Area

	Total District 2019 %	Area				
		New Plymouth %	Inglewood %	Clifton %	Kaitake %	Waitara %
Percent Who Mention ...						
Overall quality of roads	<b>38</b>	34	48	55	41	56
Availability of car parking in the District	<b>38</b>	38	39	40	46	31
Maintenance of the quality of the living environment	<b>33</b>	33	30	36	26	36
Economic development	<b>32</b>	31	40	35	42	23
Quality of public toilets	<b>31</b>	29	23	41	39	38

## D. SPEND PRIORITY



This graph shows the priorities for spending for Council in terms of the 27 services/ facilities where both the not very satisfied readings and mean spend figures are available.

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

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



## 4. 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.

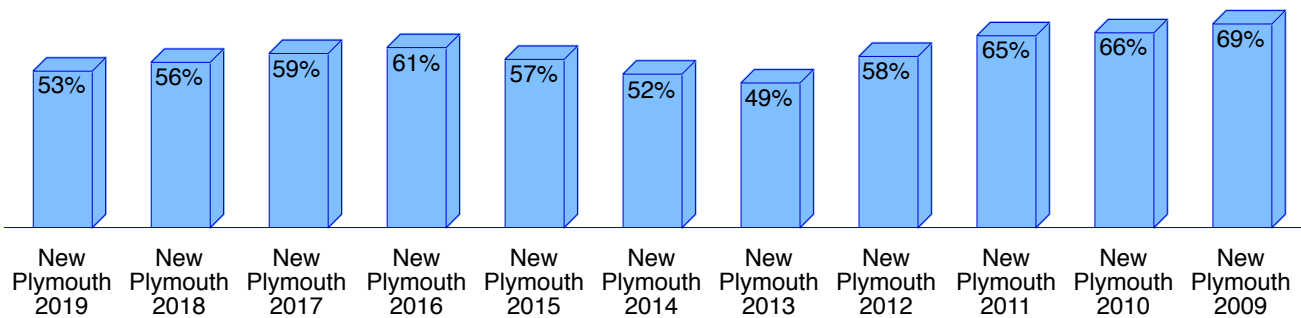
## A. RECENT THINGS COUNCIL HAS DONE WELL

Overall, 53% of New Plymouth District residents say there is something that, in their opinion, Council has done well in the past year (56% in 2018).

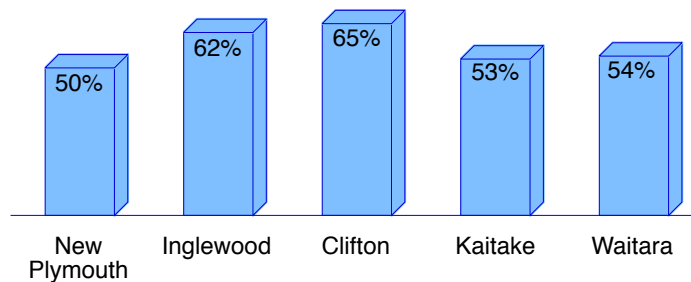
Residents **more** likely to say "Yes" are ...

- residents aged 18 to 44 years,
- shorter term residents, those residing in the District 10 years or less,
- non-ratepayer.

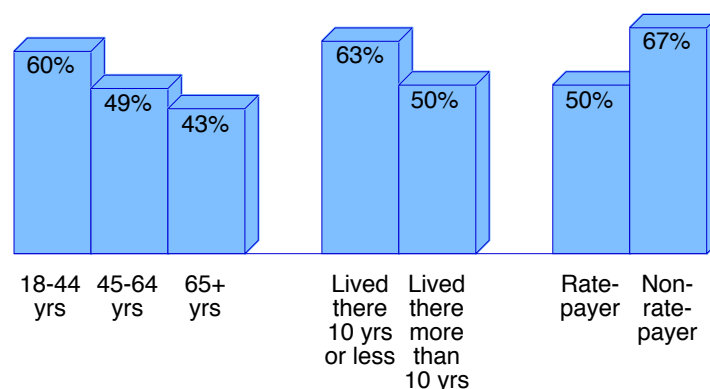
*Percent Saying 'Yes' - Comparison*



*Percent Saying 'Yes' - By Area*



Percent Saying 'Yes' - Comparing Different Types Of Residents



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

- events/concerts/entertainment,
- Coastal Walkway/extension to walkway,
- Council does a good job/good service/new Mayor is good,
- good parks/reserves/playgrounds/upkeep and improvements.

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

	Total District 2019 %	Area				
		New Plymouth %	Inglewood %	Clifton %	Kaitake %	Waitara %
<b>Percent Who Mention ...</b>						
Events/concerts/entertainment <sup>†</sup>	<b>16</b>	15	13	14	15	22
Coastal Walkway / extension to walkway	<b>7</b>	5	14	15	3	18
Council does a good job / good service / new Mayor is good	<b>6</b>	7	4	11	4	4
Good parks / reserves / playgrounds / upkeep and improvements**	<b>6</b>	5	14	6	9	4

\* multiple responses allowed

\*\* 3% of residents mention "parks/sportsfields/facilities" as something Council could have done better

† 1% of residents mention "events/concerts/entertainment" as something Council could have done better

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

- good communication/keep us informed/listen

by 3% ...

- provision/improvement of services/facilities,
- rubbish collection/recycling,

by 2% ...

- beautification/tidying up/improvements,
- roading/traffic/road safety,
- walkways unspecified (Coastal Walkway not mentioned),
- Fitzroy Golf Course decision,

by 1% ...

- handling of water supply crisis,
- promotion of district/tourism,
- sporting facilities/sporting events,
- upgrading/improving the airport.

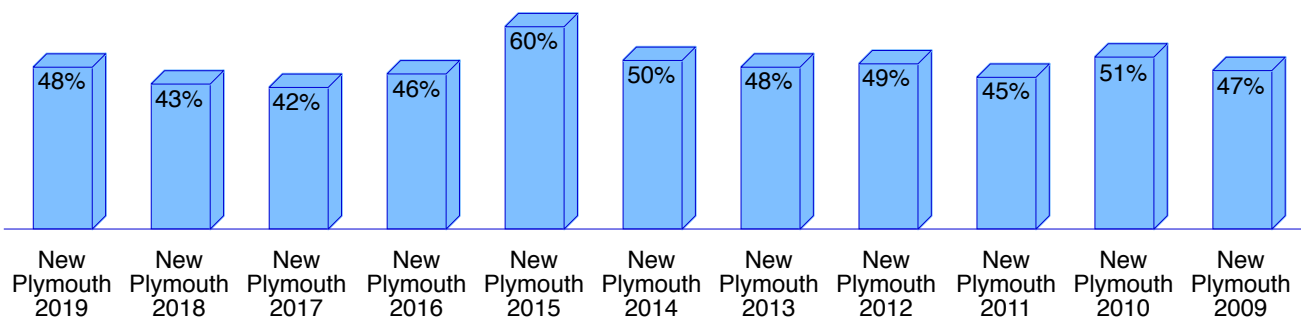
## B. RECENT THINGS COUNCIL COULD HAVE DONE BETTER

Overall, 48% of New Plymouth District residents say there is something in their opinion, that Council could have done better in the last year (43% in 2018).

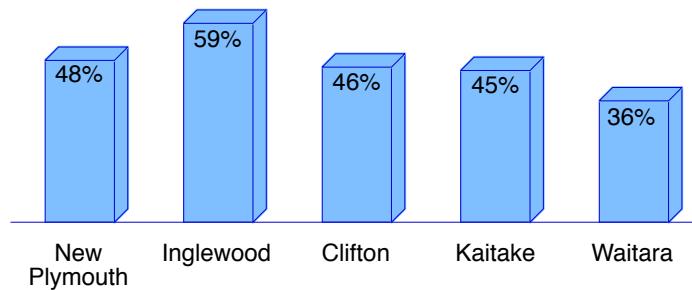
Residents **more** likely to have in mind something they feel Council could have done better are ...

- men,
- NZ European residents.

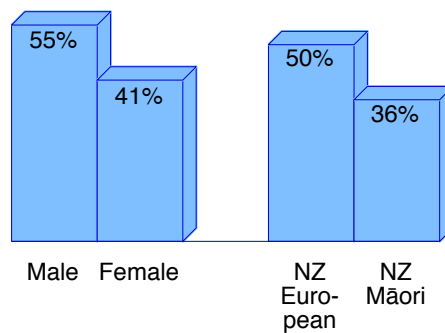
*Percent Saying 'Yes' - Comparison*



*Percent Saying 'Yes' - By Area*



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





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

- poor consultation/communication/information/don't listen/more transparency,
- roading/maintenance/road safety/cycling issues,
- improve Council performance/services.

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

	Total District 2019 %	Area				
		New Plymouth %	Inglewood %	Clifton %	Kaitake %	Waitara %
<b>Percent Who Mention ...</b>						
Poor consultation/communication/information/don't listen/more transparency <sup>◊</sup>	<b>7</b>	7	2	12	6	7
Roading/maintenance/road safety/cycling issues <sup>†</sup>	<b>7</b>	7	5	17	5	2
Improve council performance/services <sup>◊◊</sup>	<b>5</b>	4	11	10	2	-

\* multiple responses allowed

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

<sup>◊</sup> 4% of residents mention "good communication/keep us informed/listen" as something the Council has done well

<sup>◊◊</sup> 6% of residents mention "Council does a good job/good service/new Mayor" as something the Council has done well

Other things Council could have done better mentioned by 4% of residents ...

- rubbish/recycling services,
- parking issues,

by 3% ...

- parks/sportsfields/facilities,
- water supply/restrictions,
- footpaths/walkways,
- town planning issues/subdivisions/building consents,

by 2% ...

- stormwater/sewerage issues,
- conduct of Councillors/Council infighting,
- Len Lye Centre/Art Gallery,
- general appearance of the city/CBD/upkeep of city,
- public toilets,

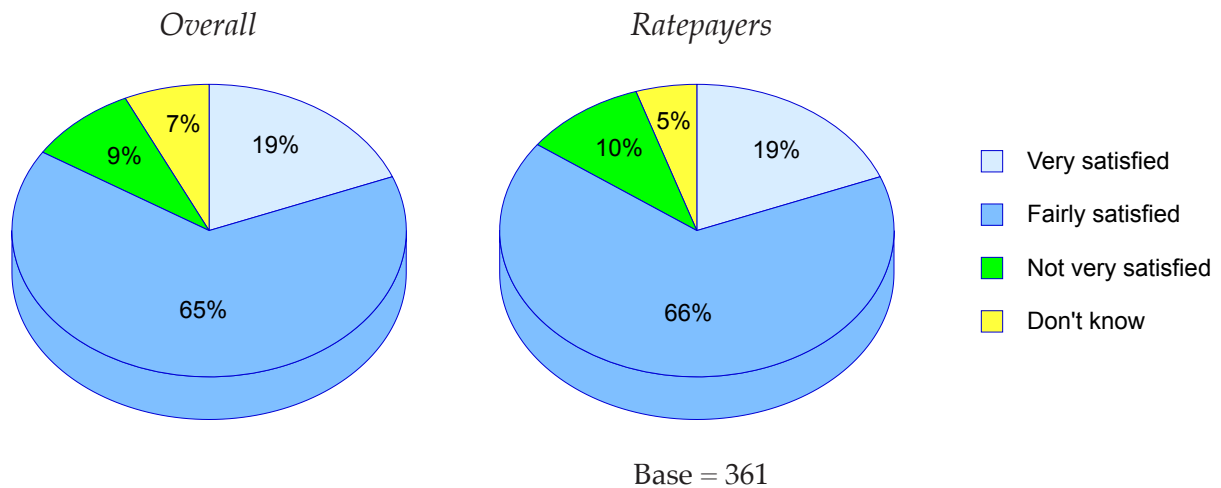
by 1% ...

- Māori representation on Council/more sensitivity to Māori issues,
- environmental issues,
- sale of Fitzroy Golf Course,
- airport upgrade,
- events/concerts/entertainment,
- Freedom campers,
- lower the rates/rates issues,
- expenditure/wasting money/need to control spending,
- leaseholder land issues.



## 5. RATES ISSUES

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



86% of residents identify themselves, or members of their household, as ratepayers (92% in 2018).

Overall, 84% of New Plymouth residents are satisfied with the way rates are spent on the services/ facilities provided by Council, while 9% are not very satisfied. These readings are similar to the 2018 results.

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

85% of ratepayers are satisfied with the way rates are spent on the services and facilities provided by Council, with 10% being not very satisfied.

There are no notable differences between Areas and between socio-economic groups, in terms of those residents not very satisfied. However, it appears that longer term residents, those residing in the district more than 10 years are slightly more likely to feel this way, than shorter term residents.

## 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					
2019	19	65	84	9	7
2018	29	55	84	11	5
2017 <sup>†</sup>	25	62	87	8	6
2016 <sup>†</sup>	24	60	84	8	7
2015	23	59	82	16	2
2014	20	60	80	14	6
2013	25	58	83	13	4
2012	18	61	79	16	5
2011 <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	19	66	85	10	5
<b>Comparison</b>					
Peer Group (Provincial)	7	55	62	30	8
National Average	11	58	69	22	9
<b>Area</b>					
New Plymouth	22	63	85	8	7
Inglewood	5	72	77	17	6
Clifton <sup>†</sup>	11	71	83	10	7
Kaitake	16	70	86	8	6
Waitara <sup>†</sup>	12	61	73	17	11
<b>Length of Residence</b>					
Lived there 10 years or less	33	59	92	2	6
Lived there more than 10 years	16	66	82	11	7

% 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 ...

- waste money / overspend / priorities wrong, mentioned by 4% of residents,
- high rates / rates increases / too high for services / unfair rating system, 2%,
- roads need attention / expenditure, ?%.

\* multiple responses allowed

Recommended Satisfaction Measure For Reporting Purposes:

Total District = 84%

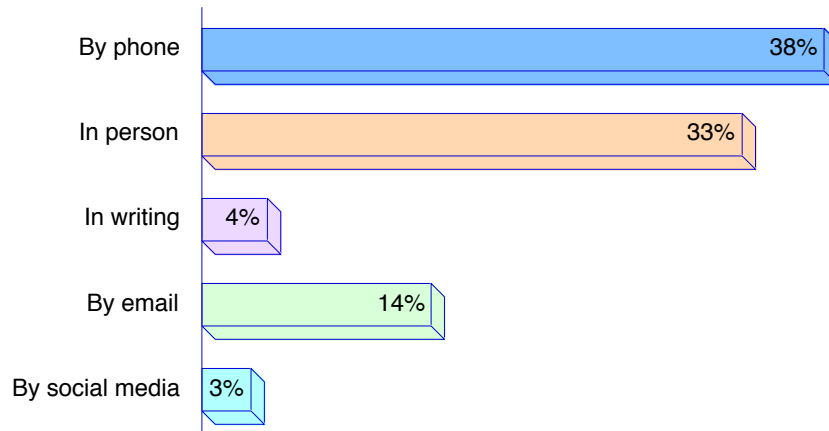
Ratepayers = 85%



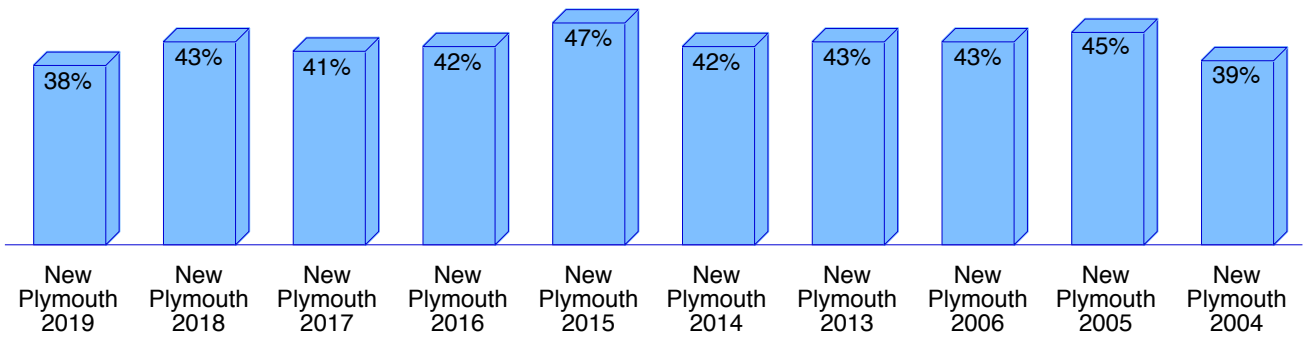
## 6. CONTACT WITH COUNCIL

## A. LEVELS OF CONTACT

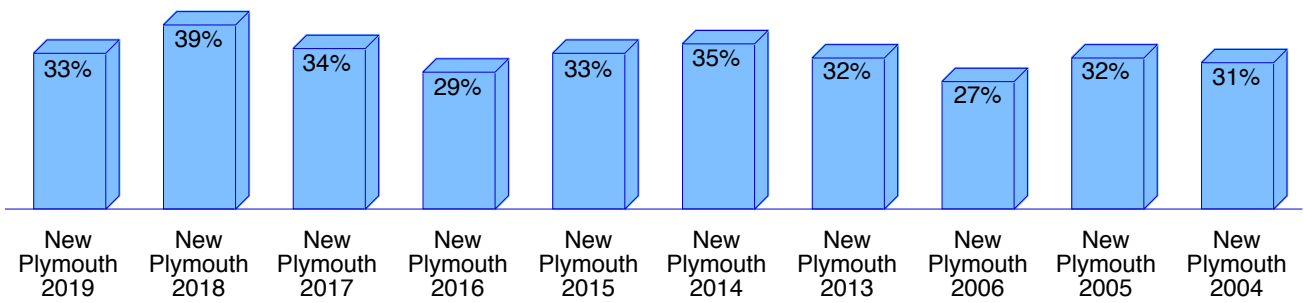
*2019 - Yes, Have Contacted Council Offices ...*



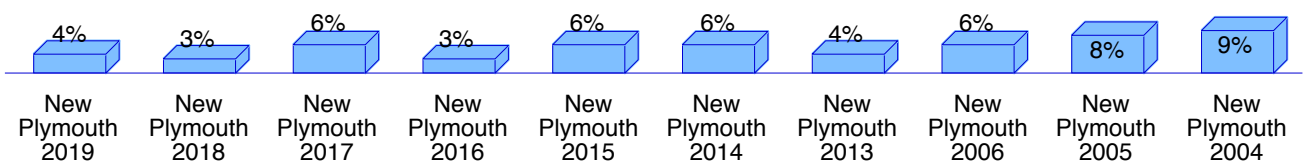
*Percent Saying 'Yes - By Phone' - Comparison*



*Percent Saying 'Yes - Visited' - Comparison*

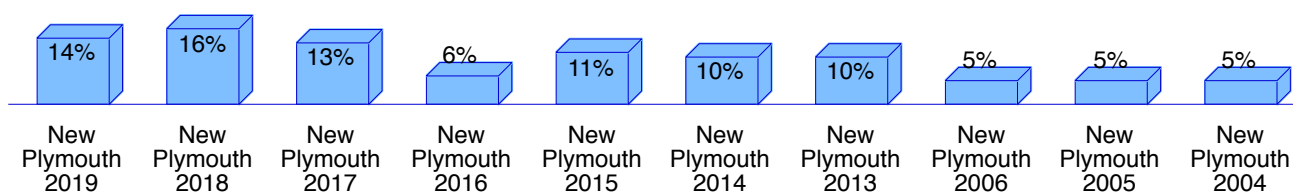


*Percent Saying 'Yes - In Writing' - Comparison*

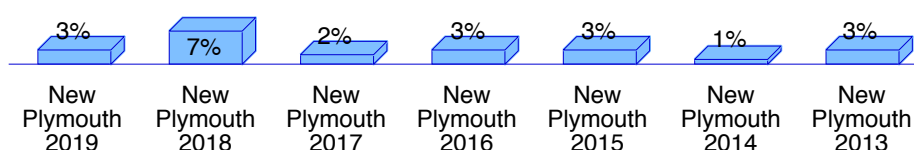




*Percent Saying 'Yes - By Email' - Comparison*



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



Overall, 55% of residents have contacted Council offices in the last 12 months (62% in 2018).

38% of residents have contacted Council offices by phone in the last year (43% in 2018), while 33% have contacted Council offices in person (39% in 2018) and 4% in writing. 14% have contacted Council by email, with 3% contacting them by social media (7% in 2018).

Residents more likely to contact Council **by phone**, are ...

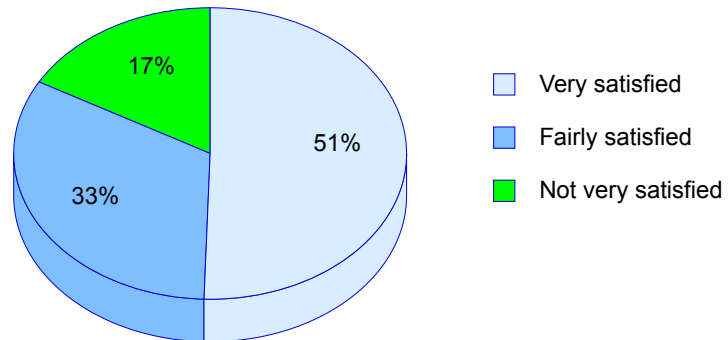
- women,
- NZ European residents,
- residents who live in a three or more person household,
- ratepayers.

Residents with an annual household income of more than \$100,000 are more likely to contact Council **in person**, than other income groups.

- New Plymouth and Kaitake Area residents,
- residents with an annual household income of more than \$100,000.

Residents who live in a three or more person household are more likely to have contacted Council **by email** than those who live in a one or two person household.

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

**B. SATISFACTION WHEN CONTACTING THE COUNCIL OFFICES BY PHONE**

Base = 153

84% of residents contacting the Council Offices by phone, in the last 12 months, are satisfied (91% in 2018), including 51% who are very satisfied (61% in 2018), while 17% are not very satisfied.

The percent not very satisfied is 8% above the 2018 reading.

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

### Satisfaction When Contacting Council Office By Phone

	Very satisfied %	Fairly satisfied %	<b>Very/Fairly satisfied %</b>	Not very satisfied %	Don't know %
<b>Contacted Council By Phone</b>					
2019 <sup>†</sup>	51	33	<b>84</b>	17	-
2018 <sup>†</sup>	61	30	<b>91</b>	9	1
2017 <sup>†</sup>	53	40	<b>93</b>	6	-
2016	52	36	<b>88</b>	11	1
2015	55	37	<b>92</b>	8	-
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>Area</b>					
New Plymouth	50	34	<b>84</b>	16	-
Inglewood*	53	32	<b>85</b>	15	-
Clifton*	36	27	<b>63</b>	37	-
Kaitake*	57	21	<b>88</b>	13	-
Waitara*	43	57	<b>100</b>	-	-

Base = 153

% read across

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

\* caution: small bases

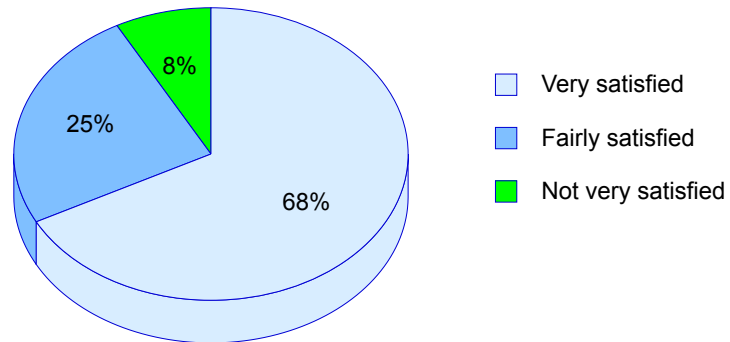
<sup>†</sup> does not add to 100% due to rounding

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

- unhelpful/fobbed off, mentioned by 7% of residents contacting Council by phone who are not very satisfied,
- lack of action/slow to act, 6%,
- no response/don't hear back, 2%.

\* multiple responses allowed

<sup>†</sup> Base = 153

**C. SATISFACTION WHEN VISITING A COUNCIL OFFICE IN PERSON**

Base = 129

93% of residents visiting a Council office in person, in the last 12 months, are satisfied, including 68% who are very satisfied. 8% are not very satisfied. These readings are similar to the 2018 results.

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>					
2019 <sup>†</sup>	68	25	<b>93</b>	8	-
2018	71	21	<b>92</b>	7	1
2017	58	34	<b>92</b>	7	1
2016	69	27	<b>96</b>	4	-
2015	54	40	<b>94</b>	6	-
2014	62	33	<b>95</b>	5	-
2013 <sup>°</sup>	65	31	<b>96</b>	4	-
2006	53	33	<b>86</b>	14	-
2005	53	37	<b>90</b>	9	1
2004	52	37	<b>89</b>	10	1
2003	49	41	<b>90</b>	10	-
2000	40	50	<b>90</b>	10	-
<b>Area</b>					
New Plymouth	71	23	<b>94</b>	6	-
Inglewood**	61	9	<b>70</b>	30	-
Clifton**	35	65	<b>100</b>	-	-
Kaitake*	82	12	<b>94</b>	6	-
Waitara**†	27	54	<b>81</b>	20	-

Base = 129

% read across

<sup>°</sup> not asked from 2007-2012

\* caution: small bases

\*\* caution: very small bases

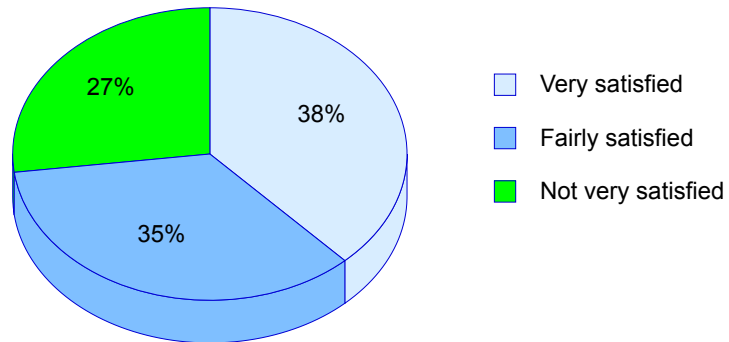
<sup>†</sup> does not add to 100% due to rounding

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

- poor service/inefficient, mentioned by 4% of residents visiting the Council office in person, and are not very satisfied,
- unhappy with outcome/result/don't listen, 3%,
- others, 0.4%.

\* multiple responses allowed

<sup>†</sup> Base = 129

**D. SATISFACTION WHEN CONTACTING THE COUNCIL OFFICES IN WRITING**

Base = 18\*  
(Margin of error  $\pm 23.1\%$ )  
\* caution: small base

73% of residents contacting the Council offices in writing, in the last 12 months, are satisfied, while 27% are not very satisfied. Caution is recommended as the base is small.

Because the bases for Areas and socio-economic groups are, in the main, very small (<30), 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>					
2019	38	35	<b>73</b>	27	-
2018	48	26	<b>74</b>	23	3
2017	46	41	<b>87</b>	7	6
2016	37	3	<b>40</b>	60	-
2015	36	28	<b>64</b>	36	-
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

Base = 118

% 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 ...

*"My proposal was stymied because of inflexibility."*

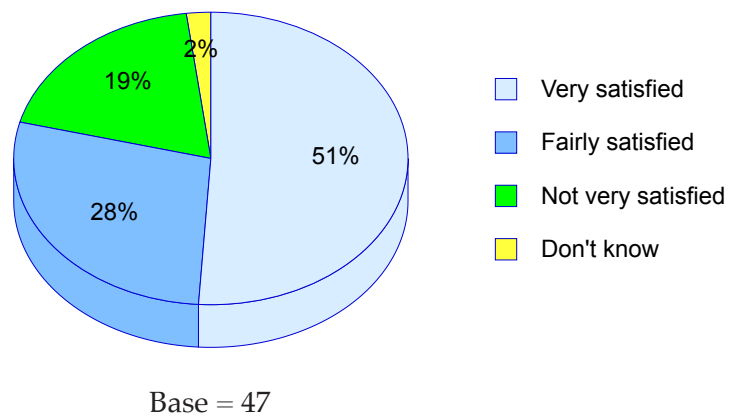
*"Re signage put up by neighbour."*

*"We are on more than one hectare of land and do not draw any income off this piece of land at all. It is just the way it was left and you can't subdivide and so are left with this issue."*

*"It was about water, and I was not very happy."*

\* multiple responses allowed

<sup>†</sup> Base = 118

**E. SATISFACTION WHEN CONTACTING THE COUNCIL OFFICES BY EMAIL**

79% of residents contacting the Council offices by email, in the last 12 months, are satisfied, while 19% are not very satisfied.

The percentage not very satisfied is 6% above the 2018 reading.

Because the bases for all Areas and most socio-economic groups are 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>					
2019	51	28	<b>79</b>	19	2
2018	55	31	<b>86</b>	13	1
2017	52	35	<b>87</b>	10	3
2016	46	33	<b>79</b>	18	4
2015	38	57	<b>95</b>	5	-
2014	41	36	<b>77</b>	20	3
2013 <sup>◊</sup>	54	35	<b>89</b>	11	-
2006	50	46	<b>96</b>	4	-
2005	45	38	<b>83</b>	17	-
2004	55	30	<b>85</b>	10	5
2003	24	51	<b>75</b>	25	-
2000	37	43	<b>80</b>	20	-
<b>Area</b>					
New Plymouth <sup>*†</sup>	58	25	<b>83</b>	18	-
Inglewood <sup>**</sup>	-	63	<b>63</b>	-	37
Clifton <sup>**</sup>	20	35	<b>55</b>	45	-
Kaitake <sup>**</sup>	51	29	<b>80</b>	20	-
Waitara <sup>**</sup>	100	-	<b>100</b>	-	-

Base = 47\*

% read across

◊ not asked from 2007-2012

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

\*\* caution: very small bases

◊ caution: small base

† does not add to 100% due to rounding

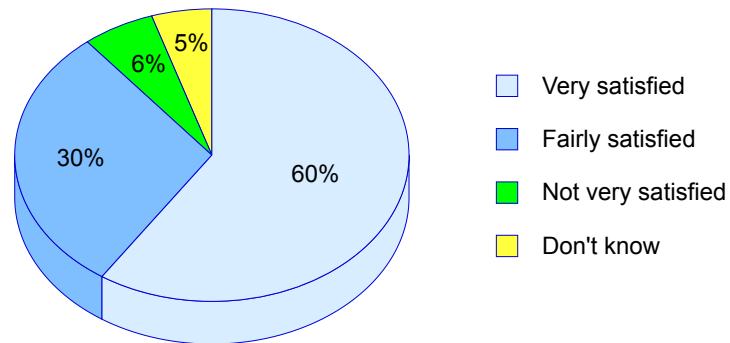
The reasons\* residents<sup>†</sup> contacting Council by email are not very satisfied are ...

- no reply / feedback, mentioned by 11% of residents contacting the Council office by email who are not very satisfied,
- slow / unsatisfactory response, 7%,
- others, 1%.

\* multiple responses allowed

<sup>†</sup> Base = 47

## F. SATISFACTION WHEN CONTACTING THE COUNCIL OFFICES BY SOCIAL MEDIA



Base = 12\*

\* caution: base is small  
(does not add to 100% due to rounding)

90% residents contacting the Council offices by social media, in the last 12 months, are satisfied, while 6% are not very satisfied.

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

*"They answered my questions a month ago but no response as yet."*

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

Base = 12

\* multiple responses allowed

## 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>2019</b>	<b>62</b>	<b>26</b>	<b>4</b>	<b>3</b>	<b>4</b>	<b>1</b>
	2018	61	29	2	4	2	2
	2017	47	42	4	3	1	3
	2016	50	36	7	4	2	1
	2015	51	39	2	5	2	1
	2014 <sup>†</sup>	51	41	2	3	3	1
	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	67	23	3	3	3	1
	Inglewood <sup>**</sup>	58	27	-	-	12	2
	Clifton <sup>*</sup>	32	37	19	-	12	-
	Kaitake <sup>*</sup>	58	33	3	3	3	-
	Waitara <sup>*</sup>	56	39	-	-	5	-

Base = 219

% read across

<sup>°</sup> not asked from 2007-2012

<sup>\*</sup> caution: small bases

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

88% of residents who have contacted Council staff in the last 12 months rate the helpfulness of staff as satisfactory / very satisfactory, including 62% who rate it very satisfactory, with 7% saying it is unsatisfactory / very unsatisfactory. These readings are similar to the 2018 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**.

<sup>†</sup> 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>2019</b>	<b>53</b>	<b>29</b>	<b>8</b>	<b>4</b>	<b>5</b>	<b>2</b>
	2018	56	30	5	3	3	3
	2017	48	40	5	4	1	2
	2016 <sup>†</sup>	44	40	5	6	1	5
	2015	45	41	4	4	4	2
	2014 <sup>†</sup>	47	40	4	5	3	2
	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	58	25	7	4	4	2
	Inglewood*	32	32	9	-	16	11
	Clifton*	25	52	21	2	-	-
	Kaitake**	51	36	6	3	3	-
	Waitara**	43	37	8	8	5	-

Base = 219

% read across

° not asked from 2007-2012

\* caution: small base

† does not add to 100% due to rounding

82% of residents who have contacted Council staff in the last 12 months, rate the knowledge of staff as satisfactory / very satisfactory (86% in 2018), including 53% who say it is very satisfactory, with 9% rating it unsatisfactory / very unsatisfactory.

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**.

<sup>†</sup> 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>2019</b>	<b>49</b>	<b>22</b>	<b>6</b>	<b>5</b>	<b>9</b>	<b>9</b>
	2018	51	22	7	5	6	9
	2017	44	29	10	5	4	8
	2016	38	27	5	9	5	16
	2015	36	35	5	7	3	14
	2014	43	27	4	5	9	12
	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	53	20	6	6	5	10
	Inglewood*	43	9	-	3	31	14
	Clifton**	28	42	-	-	31	-
	Kaitake*	33	31	17	6	10	3
	Waitara*	48	34	8	-	5	5
<b>Length of Residence</b>							
	Lived there 10 years or less	57	36	4	-	-	3
	Lived there more than 10 years <sup>†</sup>	48	19	7	6	11	10

Base = 219

% 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

71% of residents who have contacted Council staff in the last 12 months, rate staff follow-up as satisfactory /very satisfactory, including 49% who say it is very satisfied, while 14% say it is unsatisfactory /very unsatisfactory. These readings are similar to the 2018 results.

Longer term residents<sup>†</sup>, those residing in the District more than 10 years, are more likely to rate staff follow-up as **unsatisfactory/very unsatisfactory**, than shorter term residents<sup>†</sup>.

<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 / Not applicable %
Helpfulness <sup>†</sup>	88	4	7	1
Knowledge	82	8	9	2
Did the Council do what it said it would do?	71	6	14	9

Base = 219\*

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

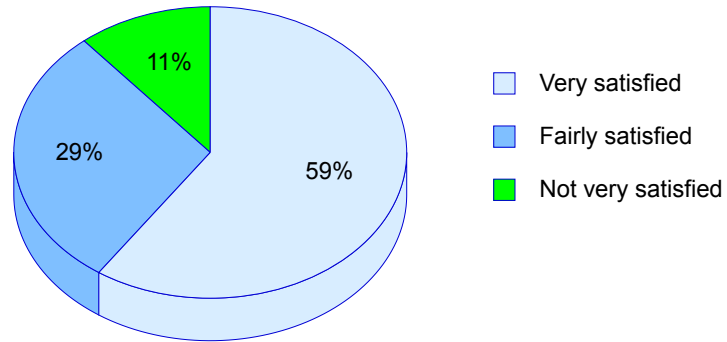
† does not add to 100% due to rounding

As in 2018, 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 = 219

Of the 55% of residents who contacted the Council offices in the last 12 months (62% in 2018), 88% are satisfied, including 59% who are very satisfied, while 11% are not very satisfied.

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 %	<b>Very/Fairly satisfied %</b>	Not very satisfied %	Don't know %
<b>Contacted Council</b>	2019 <sup>†</sup>	59	29	<b>88</b>	11	-
	2018	61	30	<b>91</b>	8	1
	2017	53	40	<b>93</b>	7	-
	2016	50	38	<b>88</b>	11	1
	2015	49	40	<b>89</b>	10	1
	2014	49	41	<b>90</b>	10	-
	2013 <sup>°</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)	47	37	<b>84</b>	16	-
	National Average <sup>†</sup>	46	37	<b>83</b>	17	1
<b>Area</b>						
	New Plymouth	65	25	<b>90</b>	10	-
	Inglewood*	52	28	<b>80</b>	20	-
	Clifton*	23	52	<b>75</b>	25	-
	Kaitake*	45	48	<b>93</b>	7	-
	Waitara* <sup>†</sup>	53	41	<b>94</b>	5	-

Base = 219

% read across

<sup>°</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	=	88%
Contacted Council by phone	=	84%
Contacted Council in person	=	93%
Contacted Council in writing*	=	73%
Contacted Council by email	=	79%
Contacted Council by social media*	=	90%

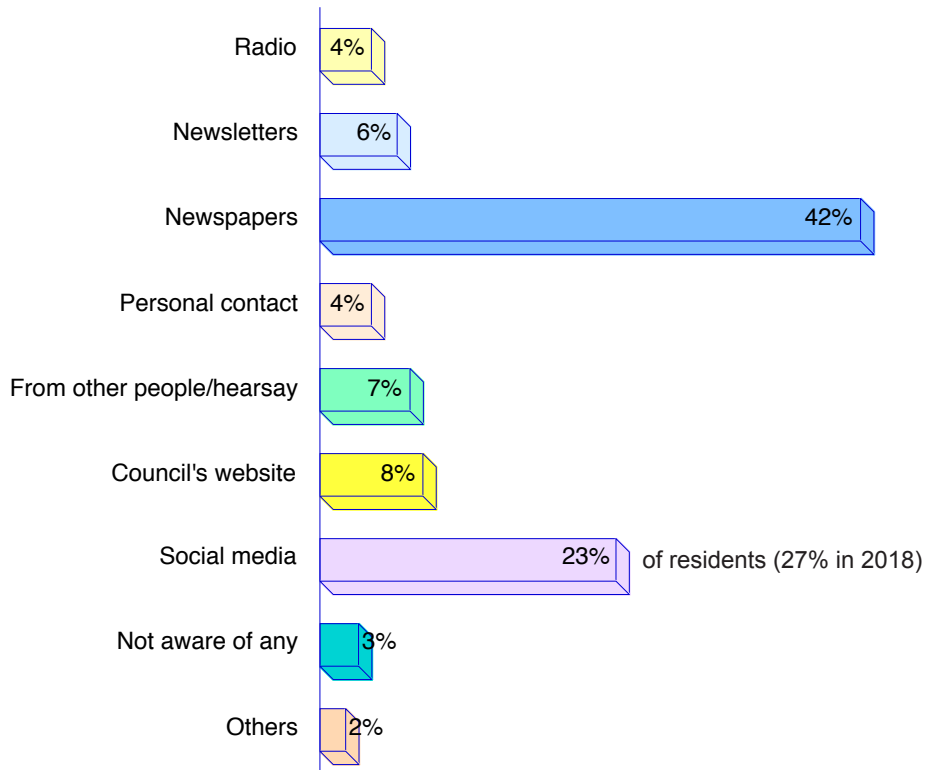
\* caution: small bases



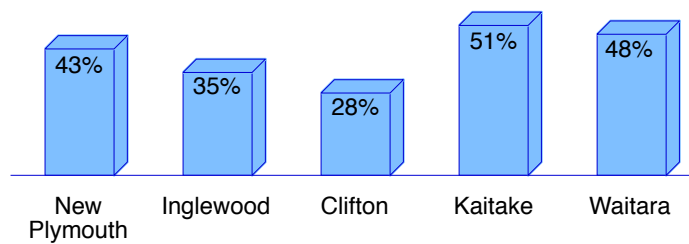
## 7. INFORMATION

**A. PUBLIC CONSULTATION**

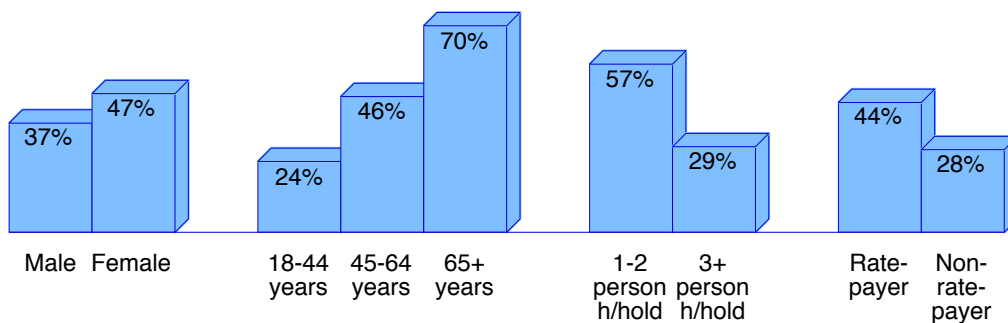
*Where Or From Whom Do You Mainly See, Read or Hear Information About The Council?*



*Percent Saying "Newspapers" - By Area*



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



Newspapers are mentioned by 42% of residents as their main source of information about Council, followed by social media 23% (27% in 2018).

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

- women,
- residents aged 45 years or over, in particular those aged 65 years or over,
- residents who live in a one or two person household,
- ratepayers.

NB: residents aged 18 to 44 are more likely to use social media, than other age groups.

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

*"Rates supplements/the flier with the rates/in my rates bill." (x3)*

*"Stuff."*

*"Workplace information." (x2)*

*"Council forum."*

*"The information centre."*

*"Library."*

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

- The Taranaki Daily News, 84% of those where newspapers are their main source,
- The North Taranaki Midweek, 56%,
- Live Magazine, 11%,
- Stratford Press, 3%,
- Opunake & Coastal News, 3%,
- Moa Mail, 3%,
- Waitara Alive, 2%,
- TOM Oakura, 2%,
- others, 5%.

Base = 201

\* multiple responses allowed

The 'other' newspapers mentioned are ...

*"Stuff."*

*"Stuff on the internet."*

*"Daily news online."*

*"Local Urenui broadsheet."*

*"Newsletter that comes with rates demand."*

*"Herald."*

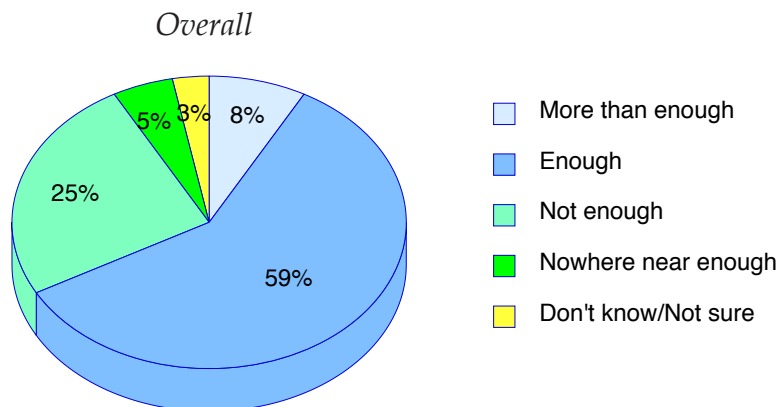
*"Farming News."*

*"Mid weeker/midweek."*



## B. THE SUFFICIENCY OF THE INFORMATION SUPPLIED

All residents were asked whether they considered the information supplied by Council to be sufficient.



### Summary Table: Comparisons

	Total District 2019 %	Total District 2018 %	Peer Group %	National Average %	Area				
					New Plymouth %	Inglewood %	Clifton %	Kaitake %	Waitara %
<i>Percent Who Mentioned ...</i>									
More than enough	8	12	8	10	8	6	19	-	2
Enough	59	54	52	50	60	57	40	70	67
Not enough	25	21	21	24	24	24	34	27	19
Nowhere near enough	5	7	17	10	5	9	7	1	4
Don't know / Not sure	3	6	2	6	3	4	-	2	9
Total	100	100	100	100	100	100	100	100	+101

† does not add to 100% due to rounding

67% of residents feel that there is more than enough/enough information supplied, while 30% feel there is not enough/nowhere near enough information supplied. These readings are similar to the 2018 results.

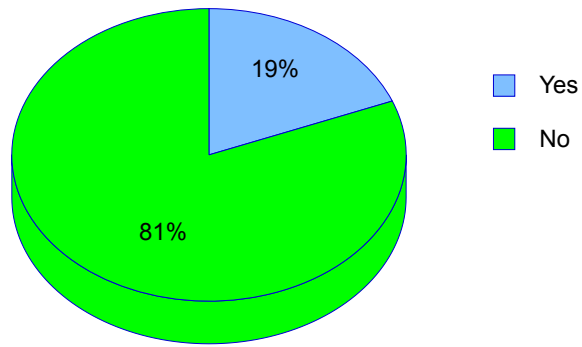
New Plymouth District residents are above Peer Group residents and residents nationwide, in feeling there is enough/more than enough information supplied to the community.

Residents more likely to say there is **enough/more than enough information** are ...

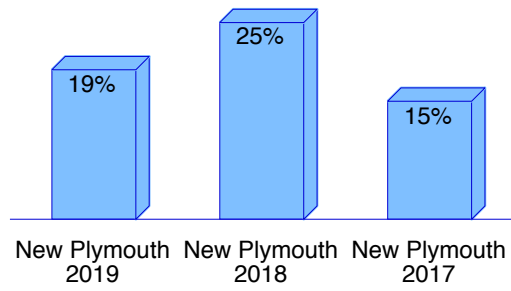
- NZ European residents,
- shorter term residents, those residing in the District 10 years or less.

**C. DIGITAL SERVICES**

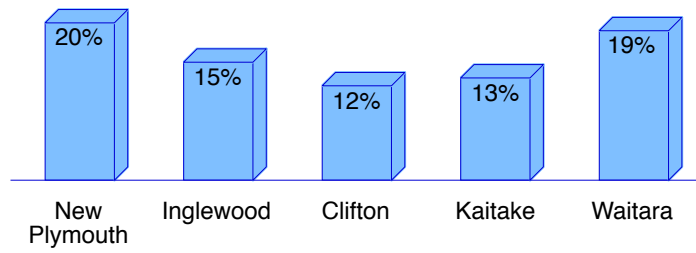
*Overall*



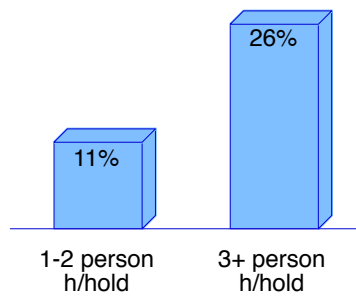
*Percent Saying "Yes" - Comparison*



*Percent Saying "Yes" - By Area*



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



In the last three months, 19% of residents say they have interacted with the Council online, ie, via the Council website or its Facebook or Twitter pages (25% in 2018).

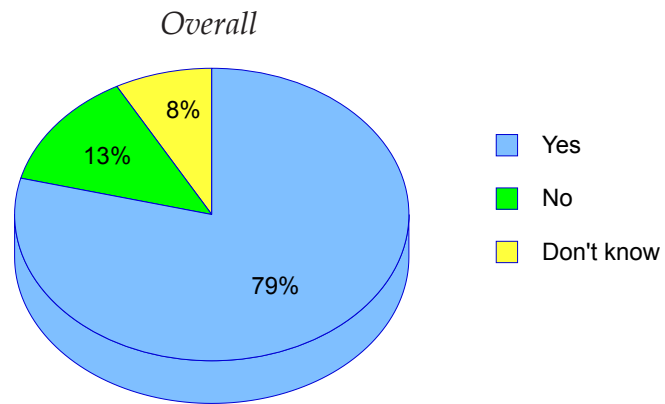
Residents who live in a three or more person household are more likely to say 'Yes', than those who live in a one or two person household.



## 8. LOCAL ISSUES

## A. COUNCIL REPUTATION

Do residents feel New Plymouth District Council has a good reputation?



79% of residents think New Plymouth District Council has a good reputation (88% in 2018), while 13% do not.

The percent saying 'Yes' is above the Peer Group Average (57%) and the National Average (58%).

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

## Do Residents Feel New Plymouth District Council Has A Good Reputation?

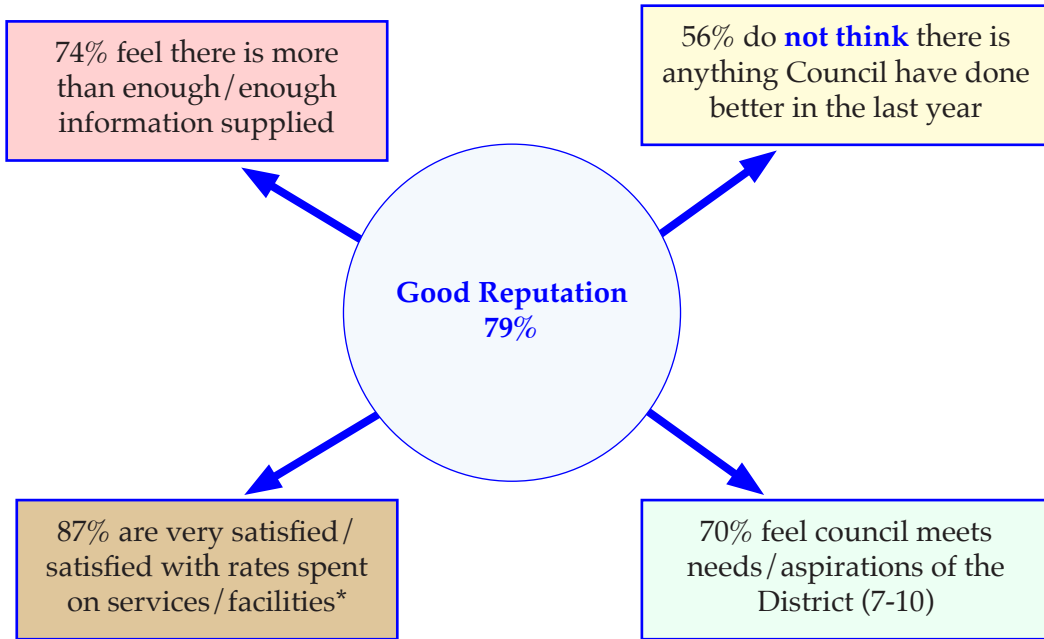
	Yes %	No %	Don't know %
<b>Overall*</b>			
Total District 2019	79	13	8
2018 <sup>†</sup>	88	9	4
2017	82	9	9
<b>Comparison</b>			
Peer Group	57	29	14
National Average <sup>†</sup>	58	29	14
<b>Area</b>			
New Plymouth	77	14	9
Inglewood	96	3	1
Clifton	82	11	7
Kaitake	88	8	4
Waitara	75	14	11
<b>Length of Residence<sup>†</sup></b>			
Lived there 10 years or less	93	6	2
Lived there more than 10 years	76	14	9

% read across

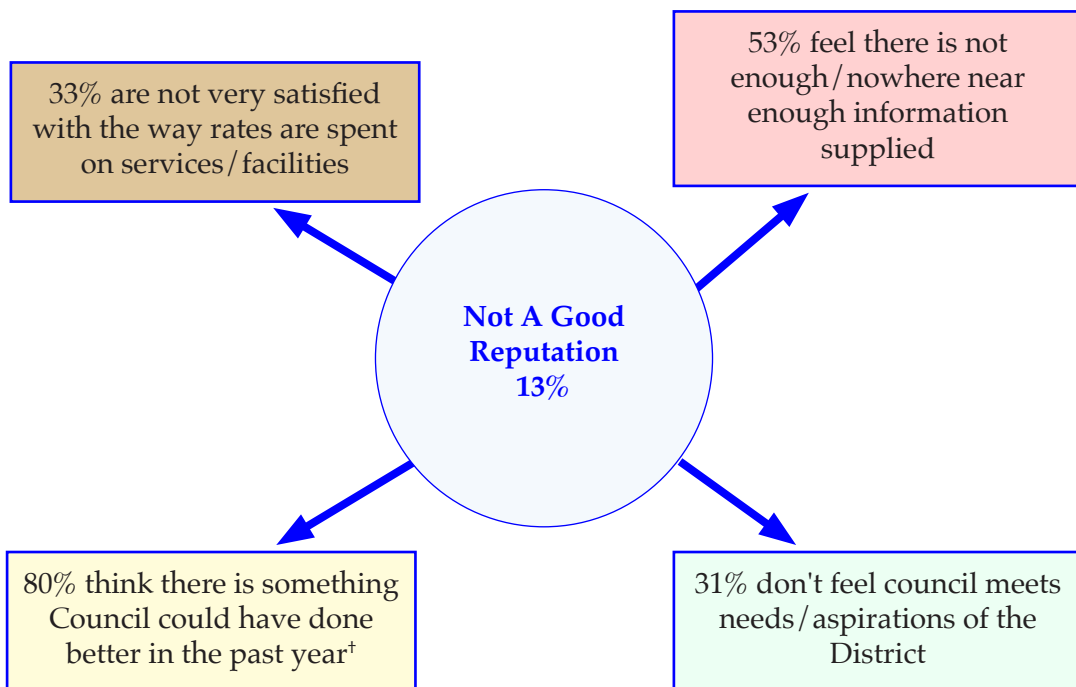
\* not asked prior to 2017

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

**Correlation Between Reputation And Other Key Questions**



\* of those residents who say New Plymouth District Council has a good reputation, 87% are very satisfied / satisfied with rates spent on services and facilities



<sup>†</sup> of those residents who say New Plymouth District Council does not have a good reputation, 80% think there is something Council could have done better in the past year.



## B. 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 2019 %	Total District 2018 %	Total District 2017 %	Area				
				New Plymouth %	Inglewood %	Clifton %	Kaitake %	Waitara %
01 - does not meet needs/aspirations	1	-	1	1	1	-	-	2
02	1	1	-	-	1	8	2	-
03	1	1	-	1	-	-	-	-
04	3	2	1	4	-	-	2	7
05	10	9	10	10	12	11	8	13
06	19	13	15	16	36	28	24	21
07	27	33	35	27	26	31	27	32
08	26	32	29	28	23	15	32	11
09	8	6	5	9	1	1	5	7
10 - meets needs/aspirations very well <sup>†</sup>	3	3	3	3	-	5	-	8
Unsure	1	-	1	1	-	-	-	-
Total	100	100	100	100	100	<sup>†</sup> 99	100	<sup>†</sup> 101

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

64% of residents feel that Council meets the needs and aspirations of the District (rating 07 to 10) (74% in 2018), while 6% feel the Council does not meet the needs/aspirations of the District (rating 01 to 04). 29% are neutral (rating 05 and 06) compared to 22% in 2018. The average rating is 07 (which is meeting needs/aspirations).

## C. 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					
2019	54	44	1	1	-
2018	57	40	3	-	-
2017	55	43	2	-	-
2016	51	48	1	-	-
2015	63	36	1	-	-
2014	53	45	2	-	-
2013	46	53	1	-	-
2012	40	59	1	-	-
2011	37	62	1	-	-
2010	37	61	2	-	-
2009	34	64	1	-	1
<b>Comparison</b>					
Peer Group Average (Provincial)	32	57	7	3	1
National Average	35	57	6	1	1
<b>Area</b>					
New Plymouth	55	43	1	1	-
Inglewood	48	52	-	-	-
Clifton	46	53	-	-	1
Kaitake	67	33	-	-	-
Waitara	37	59	-	4	-
<b>Gender</b>					
Male	59	40	1	-	-
Female	49	48	1	2	-
<b>Length of Residence</b>					
Lived there 10 years or less	69	31	-	-	-
Lived there more than 10 years	51	47	1	1	-
<b>Ratepayer?</b>					
Ratepayer	56	42	1	1	-
Non-ratepayer†	40	58	3	-	-

% read across

\* not asked prior to 2009

† does not add to 100% due to rounding

54% of residents feel that generally New Plymouth District is definitely a safe place to live (57% in 2018), 44% say it is mostly (40% in 2018), 1% of residents think the District is not really a safe place to live and 1% say it is definitely not.

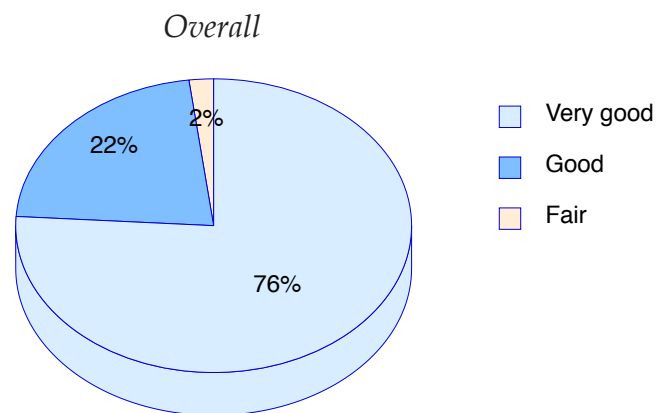
The percent saying 'yes, definitely' (54%) is above the Peer Group and National Averages.

Residents more likely to feel that New Plymouth District is **definitely** a safe place to live are ...

- men,
- shorter term residents, those residing in the District 10 years or less,
- ratepayers.

It appears that Kaitake Area residents are slightly more likely to feel this way, than other Area residents.

## D. QUALITY OF LIFE



76% of residents think that, overall, the quality of life in their District is very good, while 22% say it is good (19% in 2018) and 2% feel it is fair.

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

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

- Waitara Area residents,
- NZ Māori residents,
- non-ratepayers.

## Rating The Quality Of Life In The District

	Very good %	Good %	Fair %	Poor %	Don't know %
<b>Overall*</b>					
Total District 2019	76	22	2	-	-
2018	77	19	4	-	-
2017 <sup>†</sup>	74	24	1	-	-
2016	76	22	2	-	-
2015	81	18	1	-	-
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)	41	43	13	3	-
National Average <sup>†</sup>	40	45	10	4	-
<b>Area</b>					
New Plymouth	77	20	2	1	-
Inglewood	82	18	-	-	-
Clifton	79	21	-	-	-
Kaitake	81	19	-	-	-
Waitara <sup>†</sup>	46	47	6	-	-
<b>Ethnicity</b>					
NZ European	78	20	1	1	-
NZ Māori	66	27	7	-	-
<b>Ratepayer?</b>					
Ratepayer	78	22	-	-	-
Non-ratepayer	63	23	12	2	-

% read across

\* not asked prior to 2009

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

## E. PHYSICAL ACTIVITY

### i. Walking

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

	Nothing (less than 10 mins) %	10 mins %	11-20 mins %	21-30 mins %	31-50 mins %	51- 60 mins %	61- 100 mins %	101-120 mins %	More than 120 mins %	<b>Mean (Average) Minutes %</b>
Monday	23	8	10	19	9	17	4	4	6	<b>49</b>
Tuesday	28	8	9	14	10	17	4	3	7	<b>47</b>
Wednesday <sup>†</sup>	23	9	9	18	9	17	4	3	7	<b>49</b>
Thursday	27	7	10	16	8	16	6	3	7	<b>49</b>
Friday <sup>†</sup>	26	9	10	17	8	18	4	3	6	<b>47</b>
Saturday	25	5	9	17	8	21	6	3	6	<b>49</b>
Sunday <sup>†</sup>	30	5	9	16	8	19	6	3	5	<b>43</b>

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

### Percent Saying 'Nothing/Less Than 10 Minutes' - By Area

	Area				
	New Plymouth %	Inglewood %	Clifton %	Kaitake %	Waitara %
Monday	22	20	29	24	32
Tuesday	26	25	35	24	47
Wednesday	23	28	19	19	35
Thursday	25	27	38	19	40
Friday	24	33	30	24	38
Saturday	22	32	29	21	49
Sunday	29	39	28	17	46

### Percent Saying '31-50 Minutes' - By Area

	Area				
	New Plymouth %	Inglewood %	Clifton %	Kaitake %	Waitara %
Monday	11	-	1	13	6
Tuesday	12	-	-	13	6
Wednesday	10	2	1	15	11
Thursday	10	1	-	8	6
Friday	9	1	1	12	6
Saturday	9	1	-	11	4
Sunday	8	4	1	12	4

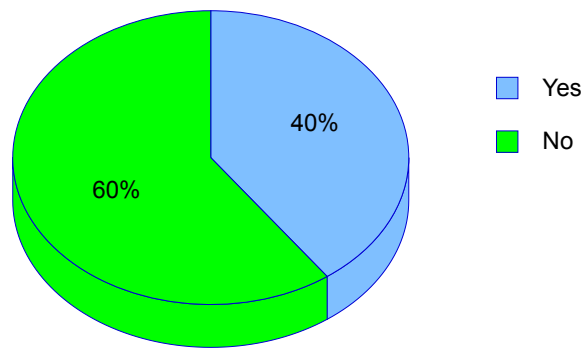
Across all seven days, the average number of minutes residents generally walk, for at least 10 minutes at a time, ranges from 43 minutes (Sunday) to 49 minutes (Monday, Wednesday, Thursday and Saturday).

13% of residents do not walk on any day of the week for at least 10 minutes at a time.

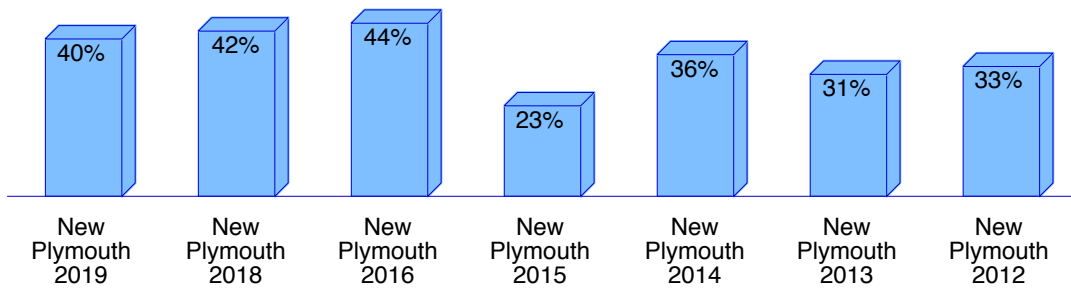
*ii. Cycling*

1. Have Residents Cycled In The Last Year?

*Overall*

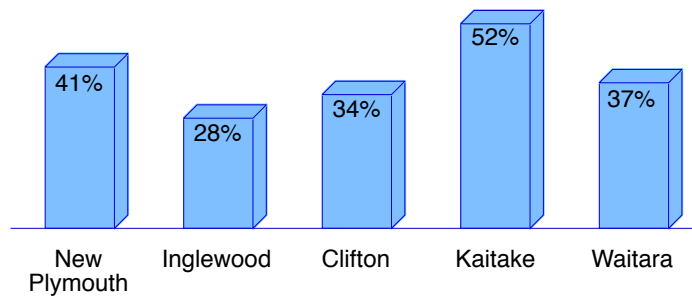


*Percent Saying 'Yes' - Comparison*



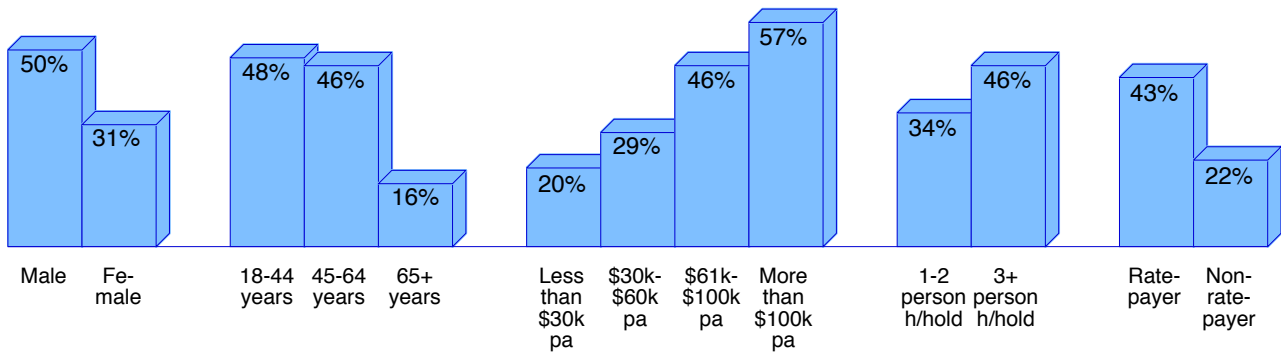
(not asked in 2017)

*Percent Saying 'Yes' - By Area*





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

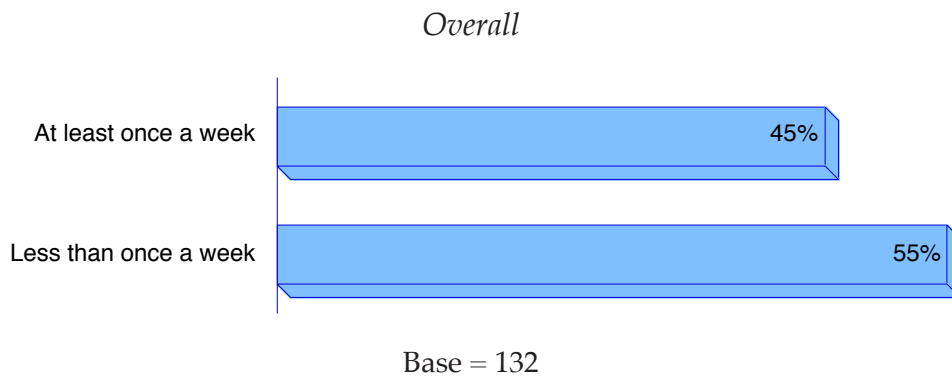


40% of residents say they have cycled in the last year, while 60% do not. These readings are similar to the 2018 results.

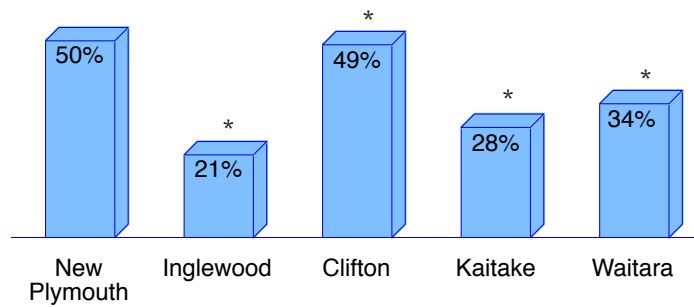
Residents more likely to say 'Yes' are ...

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

2. Frequency

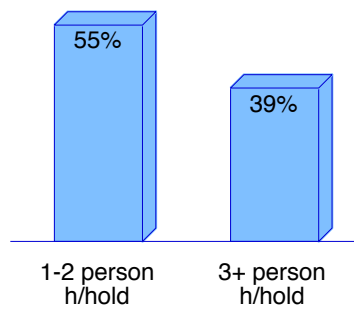


*Percent Saying 'At Least Once A Week' - By Area<sup>†</sup>*



\* caution: small bases

*Percent Saying 'At Least Once A Week' - Comparing Different Types Of Residents<sup>†</sup>*



Of those residents who have cycled in the last 12 months, 45% say they cycle at least once a week. This is similar to the 2018 reading

Residents<sup>†</sup> who lived in a one or two person household are more likely to say they cycle at least once a week, than those who live in a three or more person household<sup>†</sup>.

<sup>†</sup> residents who have cycled in the last 12 months (N=132)

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

	Nothing (less than 10 mins) %	10 mins %	11-29 mins %	30 mins %	31-59 mins %	60 mins %	More than 60 mins %	Mean (Average) Minutes %
Monday <sup>†</sup>	33	7	20	20	7	12	2	23
Tuesday <sup>†</sup>	39	5	17	17	7	12	2	21
Wednesday	36	4	18	15	10	15	2	24
Thursday	42	7	18	17	5	9	2	18
Friday	49	4	16	12	5	12	2	18
Saturday	28	5	14	20	6	17	10	34
Sunday <sup>†</sup>	51	6	11	13	3	14	3	19

N=58 (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 18 minutes (Thursday and Friday) to 34 minutes (Saturday).

\* 18% of all residents who say they cycle weekly (N=58)

\* \* \* \* \*

## E. APPENDIX

### Base By Sub-sample

		Actual respondents interviewed	*Expected numbers according to population distribution
<b>Area</b>	New Plymouth	242	NA
	Inglewood	41	NA
	Clifton	40	NA
	Kaitake	41	NA
	Waitara	42	NA
<b>Gender</b>	Male	202	194
	Female	204	212
<b>Age</b>	18-44 years	116	171
	45-64 years	117	145
	65+ years	173	90

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

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

Expected Ward numbers for 400 are:

New Plymouth City Ward	285
North Ward (Waitara and Clifton Areas)	58
South-West Ward (Inglewood and Kaitake Areas)	63

\* \* \* \* \*