

**NEW PLYMOUTH DISTRICT COUNCIL
COMMUNITRAK™ SURVEY
FEBRUARY 2015**

COMMUNITRAK™ SURVEY

PUBLIC PERCEPTIONS AND INTERPRETATIONS OF COUNCIL SERVICES AND REPRESENTATION

PREPARED AS PART OF THE PUBLIC FEEDBACK PROGRAM FOR:

NEW PLYMOUTH DISTRICT COUNCIL

FEBRUARY 2015



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NB: Please note the following explanations for this report:



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



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

Arrows, whenever shown, depict a directional trend.

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

A. SITUATION AND OBJECTIVES

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

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

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

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

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

Council has engaged a variety of approaches both to seeking public opinion and to communicating its decisions and programmes to residents and ratepayers. One of these approaches was to commission the National Research Bureau's Communitrak™ survey in 1994, 1996-2000, 2003-2014 and now again in 2015.

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 and 2014.

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

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

* * * * *

B. COMMUNITRAK™ SPECIFICATIONS

Sample Size

This Communitrak™ survey was conducted with 401 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	243
Inglewood	41
Clifton	37
Kaitake	37
Waitara	43
	<u>401</u>

Interview Type

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

Sample Selection

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

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

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

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

Respondent Selection

Respondent selection within the household was randomised, with the eligible person being the man or woman normally resident, aged 18 years or over, who had the 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 13th February and Sunday 22nd February 2015.

Comparison Data

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

The Communitrak service includes ...

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

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

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

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

Comparisons With National Communitrak™ Results

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

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

Margin Of Error

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

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

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

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

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

Significant Difference

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

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

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

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

* * * * *



C. EXECUTIVE SUMMARY

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

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

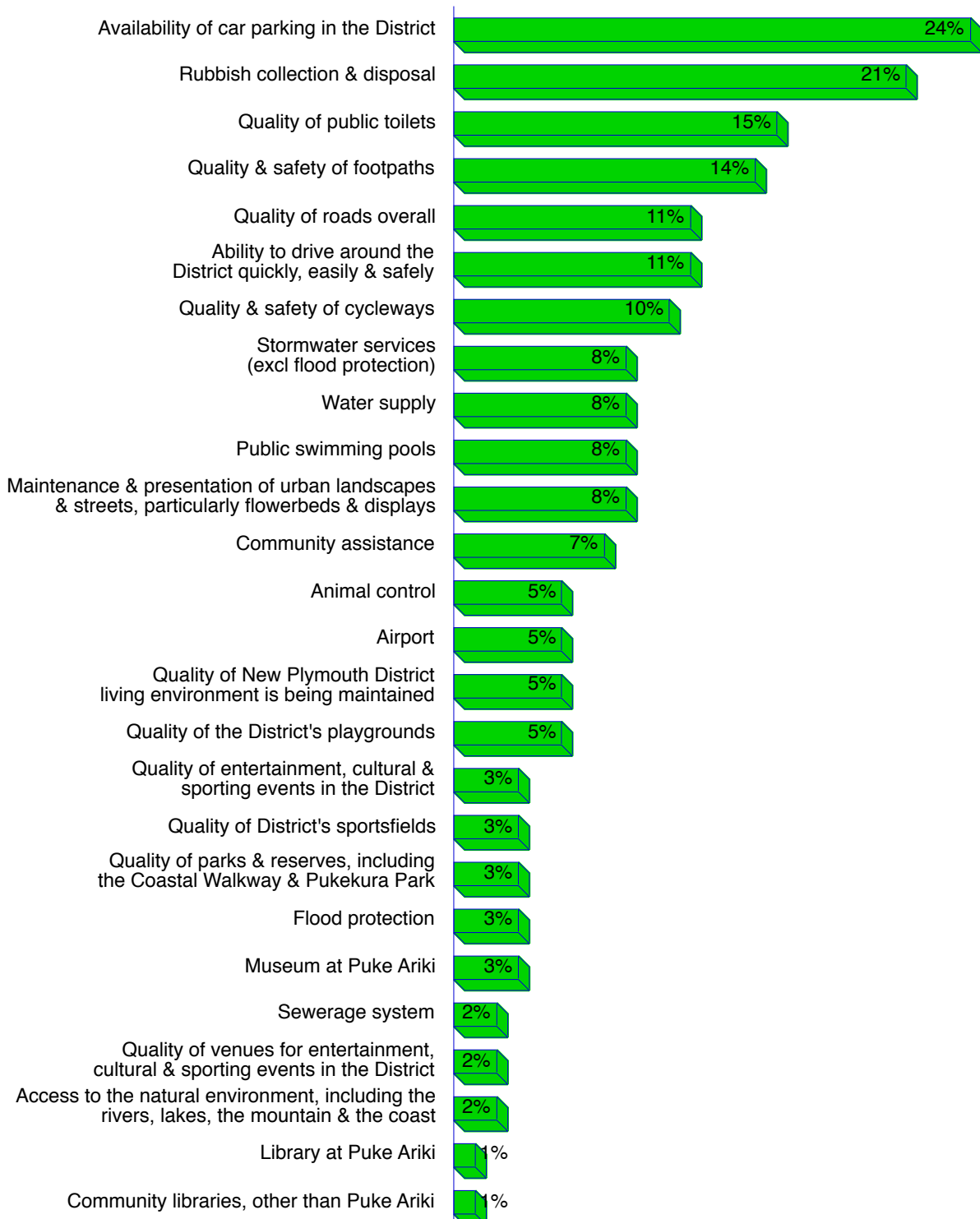
Communitrak™ provides a comparison for Council on major issues, on their performance relative to the performance of their Peer Group of similarly constituted Local Authorities and to Local Authorities on average throughout New Zealand.

COUNCIL SERVICES/FACILITIES

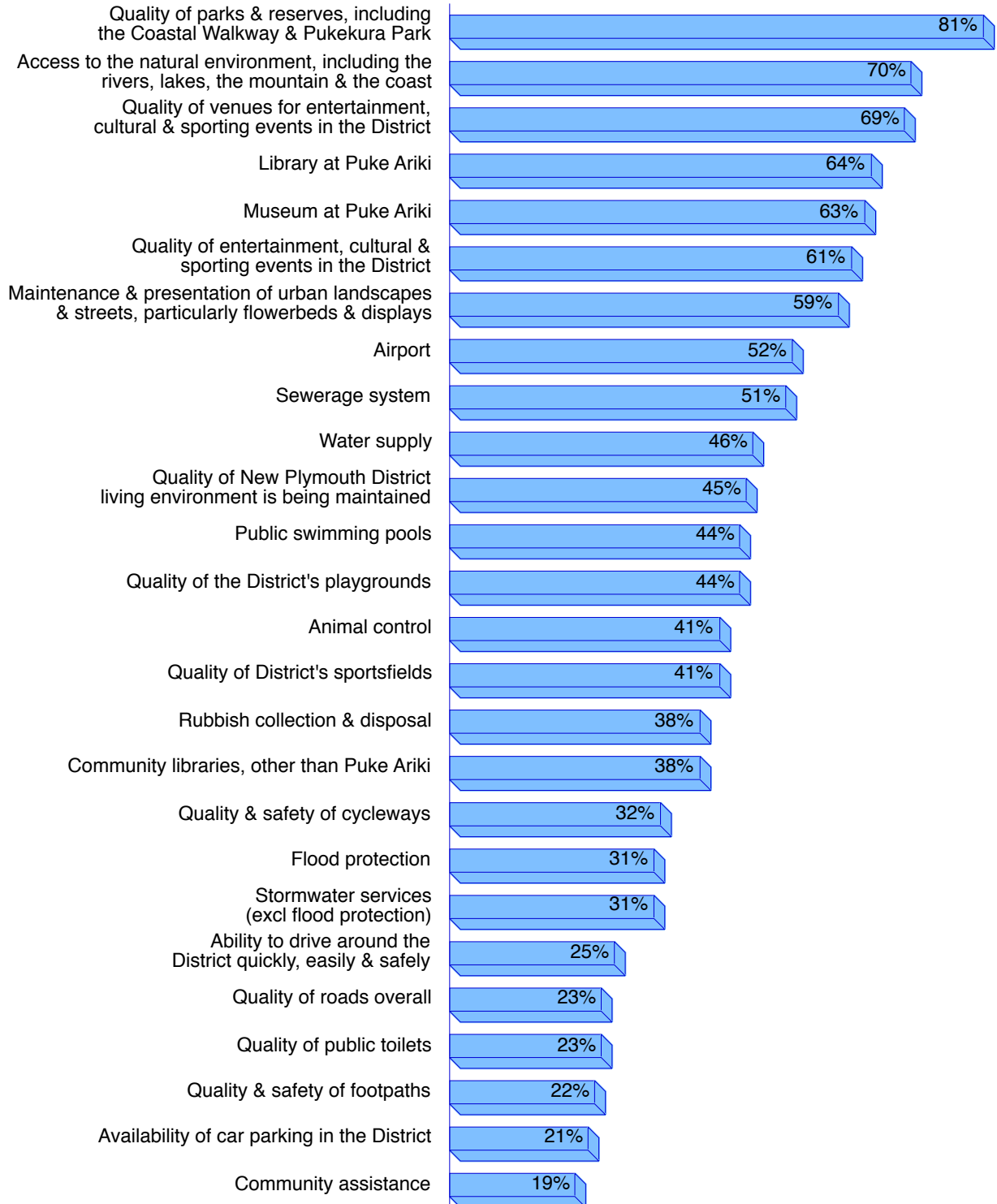
The main services / facilities residents want more spent on are ...

- the availability of parking in New Plymouth, 30%,
- rubbish collection and disposal, 28%,
- quality of roads overall, 25%,
- the quality of public toilets, 25%.

Percent Saying They Are Not Very Satisfied With ...



Percent Very Satisfied



Summary Table: Comparison Between 2014 And 2015

	New Plymouth 2015		New Plymouth 2014	
	Very / fairly satisfied %	Not very satisfied %	Very / fairly satisfied %	Not very satisfied %
The quality of parks and reserves, including the Coastal Walkway and Pukekura Park	96 =	3 =	96	3
Access to the natural environment, including the rivers, lakes, the mountain and the coast	95 =	2 =	95	2
Quality of the venues for entertainment, cultural and sporting events in the District	93 =	2 =	93	3
The maintenance and presentation of urban landscapes and streets, particularly flowerbeds and displays	91 =	8 =	94	5
Airport	90 =	5 =	89	6
Quality of entertainment, cultural and sporting events in the District	89 =	3 =	87	5
The quality of the New Plymouth District living environment is being maintained	89 =	5 =	90	5
Quality of roads overall	89 ↑	11 =	84	14
Ability to drive around the District quickly, easily and safely	87 =	11 =	83	14
Museum at Puke Ariki	86 =	3 =	85	2
Animal Control	86 ↑	5 ↓	81	11
Library at Puke Ariki	84 =	1 =	80	2
Quality of sportsfields	83 =	3 =	81	4
Quality and safety of footpaths	82 =	14 =	78	16
Water supply	81 =	8 =	85	6
Public swimming pools	80 =	8 =	80	6
Sewerage system	78 =	2 =	78	4
Quality of playgrounds	78 =	5 =	82	5
Stormwater services (excluding flood protection)	78 =	8 =	77	8
Availability of car parking in the District	75 =	24 =	71	27
Rubbish collection and disposal	72 =	21 =	75	19
Quality of public toilets	71 =	15 =	68	15
Quality and safety of cycleways	69 =	10 ↓	66	15
Flood protection	64 =	3 =	67	3
Community Libraries, excluding the Puke Ariki Library	54 =	1 =	51	3
Assistance Council gives to the community	54 ↓	7 =	61	3

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

Key: ↑ above / slightly above 2014 reading
 ↓ below / slightly below 2014 reading
 = similar / on par

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

	New Plymouth %	Peer Group %	National Average %
• rubbish collection and disposal	21	°9	°11

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

• availability of car parking in New Plymouth	24	*25	*31
• quality and safety of footpaths	14	††21	††23
• quality of roads overall	11	**28	**21
• stormwater services (excluding flooding)	8	°°11	°°13
• animal control	5	†††18	†††20

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

• quality of public toilets	15	+18	+19
• public swimming pools	8	12	10
• water supply	8	8	9
• community assistance	7	6	8
• quality of District's playgrounds	5	◊4	◊4
• quality of District's sportsfields	3	◊4	◊4
• quality of parks and reserves, including the Coastal Walkway and Pukekura Park	3	◊2	◊4
• Museum at Puke Ariki	3	6	4
• the sewerage system	2	6	6
• library at Puke Ariki	1	***2	***2
• Community Libraries, excluding Puke Ariki	1	***2	***2

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

† figures are based on ratings for public toilets in general

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

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

†† figures are based on ratings for footpaths in general

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

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

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

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

††† figures are based on ratings for dog control

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

FREQUENCY OF HOUSEHOLD USE - COUNCIL FACILITIES/SERVICES

	Usage In The Last Year		
	Three times or more %	Once or twice %	Not at all %
Parks or reserves, including the Coastal Walkway and Pukekura Park	88	7	5
The airport	71	18	11
An entertainment, arts or sporting event at TSB Showplace, TSB Stadium, Bowl of Brooklands or Yarrow Stadium [†]	67	19	15
Public toilets	64	16	20
Museum at Puke Ariki	41	34	25
Sportsfield	56	17	27
Playground	52	16	32
Library at Puke Ariki [†]	50	19	32
Public swimming pool	46	15	39
A cycleway	42	9	49
Visitor Information Centre at Puke Ariki	11	26	63
Community library (excluding Puke Ariki) [†]	28	10	63
Contacted Council about dogs and/or other animals	4	17	79

% read across

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

Parks or reserves, including the Coastal Walkway and Pukekura Park, 95%, and the airport, 89%,

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

OUTCOMES

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

Yes 57% (52% in 2014)

Main things mentioned:

- | | | |
|--|-----|------------------|
| • Coastal Walkway / extensions to walkway | 17% | of all residents |
| • events / concerts / entertainment | 13% | |
| • good parks / reserves / playgrounds / upkeep and improvements | 6% | |
| • roading / traffic / road safety | 6% | |
| • Council does a good job / good communication / information / keep rates down | 4% | |

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

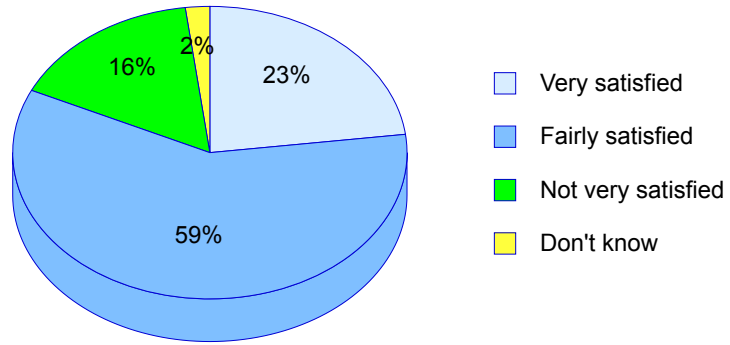
Yes 60% (50% in 2014)

Main things mentioned:

- | | | |
|--|-----|------------------|
| • expenditure on the Art Gallery / Len Lye / other artworks | 13% | of all residents |
| • improve Council performance / too much bickering | 7% | |
| • Maori Ward issue | 4% | |
| • improvements needed to other specified services | 4% | |
| • condition / maintenance of roads / other roading / traffic / cycling issues | 4% | |
| • expenditure / wasting money / need to control spending / better financial management | 4% | |
| • events / concerts / entertainment | 4% | |

RATES

90% of residents identify themselves, or members of their household, as ratepayers (92% in 2014).



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

- spending on arts / Len Lye Centre / Art Gallery / Museum / should be user pays 8% of all residents
- waste money / overspend / priorities wrong / financial mismanagement 3%
- cutting back of services / entertainment 2%
- Council administration / spending on themselves / overstaffed / high salaries 2%
- high rates / rates increases / too high for services received / unfair rating system 2%

* multiple responses allowed

CONTACT WITH COUNCIL

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

Overall, 58% of residents have contacted the Council in the last 12 months (57% in 2014).

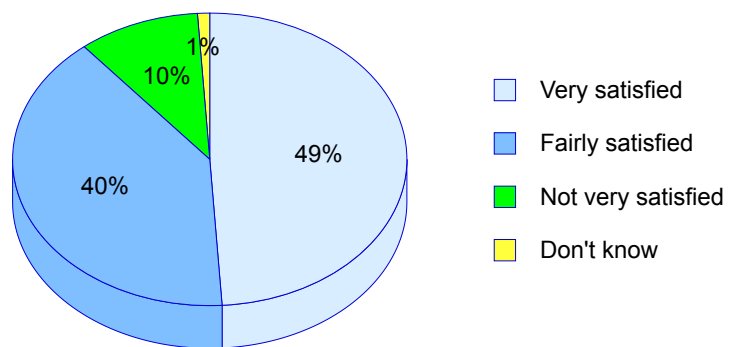
Rating Of Council Staff In Terms Of...

	Very satisfactory / Satisfactory %	Neither / Neutral %	Very unsatisfactory / satisfactory %	Don't know / Unable to say / Not applicable %
Helpfulness	90	2	7	1
Knowledge	86	4	8	2
Did the Council do what it said it would do?	71	5	10	14

Base = 227*

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

Satisfaction With Overall Service Received When Contact The Council Offices



Base = 227

INFORMATION

Newspapers are the main source of information about the Council for New Plymouth District residents (71%, 74% in 2014).

The Taranaki Daily News (88%) and The North Taranaki Midweek (61%) are the newspapers most mentioned by residents who say newspapers are their main source of information.

83% of New Plymouth District residents have seen or read information Council publishes specifically for the community in the last 12 months (72% in 2014).

The 84% who said they have, or were unsure, were then asked if they had seen or read each of the following sources of information, and say they have seen or read ...

	2015 %	2014 %
Ratepayers' Quarterly Update - delivered to your home inside your rates notice	78	81
Information available from the Council offices	36	31
Social media	21	12
Council website	50	43
7 Days - the Council's weekly page in the Midweek	72	73
BASE	341	299

76% of respondents* think these communications channels improve their understanding of how rates are spent (72% in 2014), while 18% do not (15% in 2014) and 6% are unable to comment (13% in 2014).

* the 84% of residents who have, or were unsure if they have, seen or read information published by the Council in the last 12 months (N=341)

LOCAL ISSUES

Council Actions

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

- phone the Council offices, mentioned by 64% of all residents,
- visit the Council offices, 21%,
- phone a Councillor, 5%,
- phone a Community Board member, 3%,
- write a letter / send an email, 3%,
- something else, 3%,
- wouldn't contact Council / don't listen / wouldn't do anything, 1%.

Services And Facilities

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

- walkways / Coastal Walkway, mentioned by 21% of all residents,
- parks and reserves / recreational areas / well maintained / presented, 20%,
- events / entertainment / festivals / sporting events / free events / family events, 12%,
- Pukekura Park, 8%,
- Puke Ariki / Puke Ariki Museum and Library, 6%,
- good customer service / helpful / knowledgeable staff, 5%.

* multiple responses allowed

24% of residents were unable to comment (30% in 2014) and 4% say there are no services / facilities that the Council provides, that they feel the Council does the best (2% in 2014).

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

- rubbish collection / recycling / rubbish disposal, mentioned by 8% of all residents,
- Art Gallery / Len Lye Centre / expenditure on the arts / Museum, 4%,
- roading, 4%,
- general maintenance of city / public areas / parks / playgrounds, 4%.

* multiple responses allowed

39% of residents were unable to comment and 13% say there are no services / facilities that Council provides, that they feel Council does the worst.

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], while 7% feel the Council does not meet the needs/aspirations of the District [rating 1 to 4]. These readings are similar to the 2014 results.

Perception Of Safety

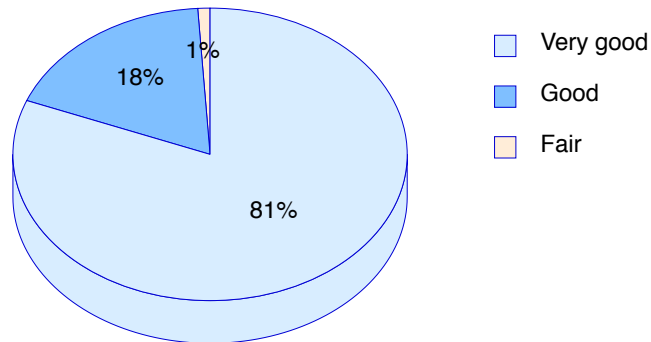
Do residents feel that New Plymouth District is generally a safe place to live?

Yes, definitely	63%	of all residents	(53% in 2014)
Yes, mostly	36%		(45% in 2014)
Not really	1%		(2% in 2014)

The percent saying 'Yes, definitely' is above the Peer Group and National Average.

Quality Of Life

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



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

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	44
Tuesday	42
Wednesday	46
Thursday	42
Friday	43
Saturday	44
Sunday	43

* N=397 (excludes 4 residents who were unable to say)

Cycling

42% of residents say they have cycled in the last year, while 58% 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[†] 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 ...

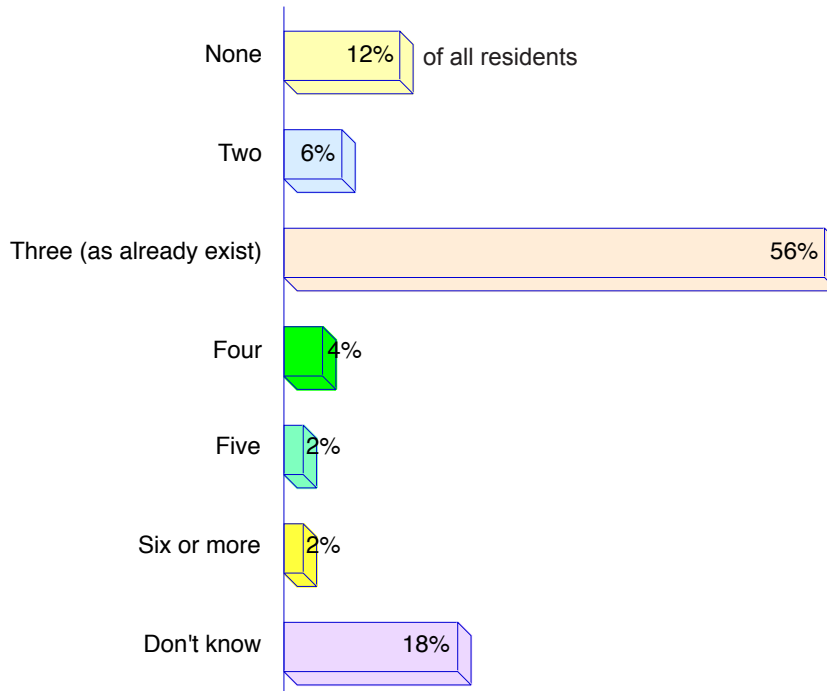
Day Of The Week	Mean Minutes
Monday	19
Tuesday	20
Wednesday	26
Thursday	18
Friday	17
Saturday	21
Sunday	27

[†] N=67

ELECTORAL ISSUES

Number Of Wards

Currently the New Plymouth District is divided into three Wards. The number of Wards should be ...

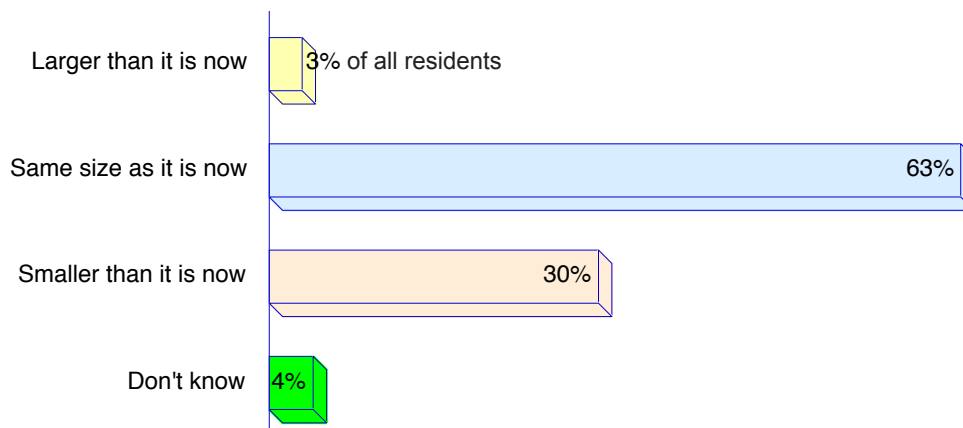


NB: the 'don't know' option was not read out

Size Of Council

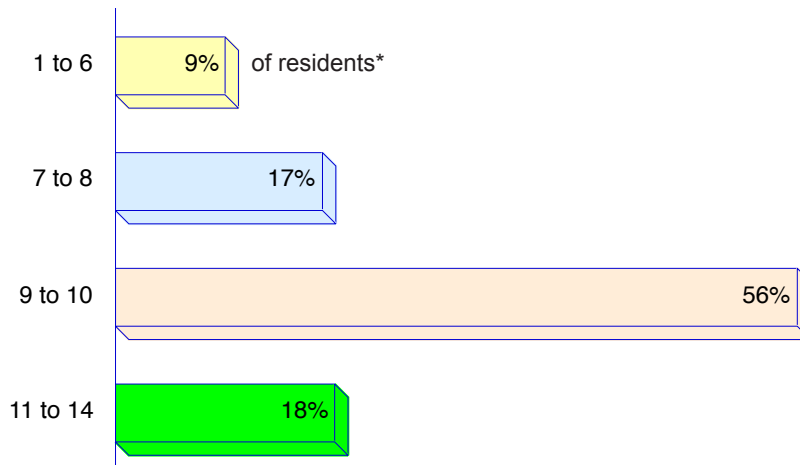
What Size Should Council Be?

The Council is currently made up of 15 elected representatives. The size of Council should be ...



How Much Smaller?

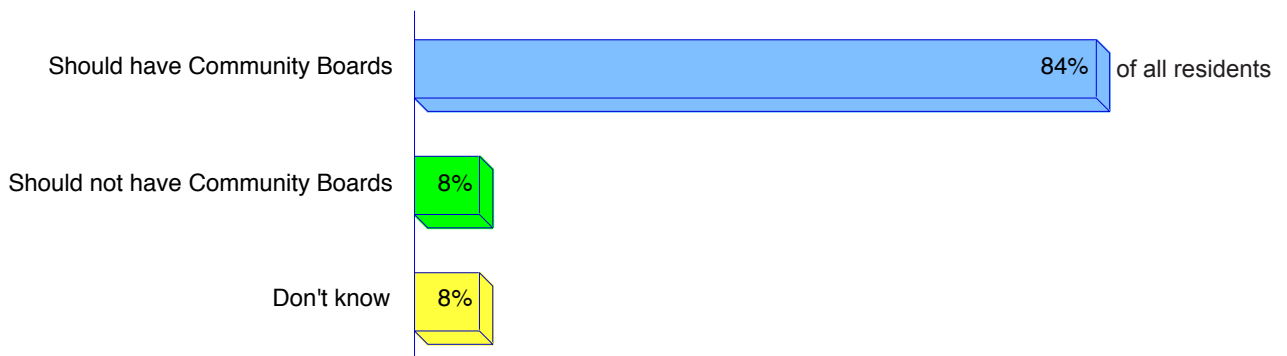
The number of elected representatives should be ...



* Base = 128 (those residents who said Council should be smaller)

Community Boards

There are currently four Community Boards in the District. The New Plymouth District ...



* * * * *

D. MAIN FINDINGS

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

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

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

In this group are ...

Ashburton District Council

Gisborne District Council

Gore District Council

Grey District Council

Hastings District Council

Horowhenua District Council

Marlborough District Council

Masterton District Council

Queenstown Lakes District Council

Rotorua District Council

South Waikato District Council

Taupo District Council

Thames Coromandel District Council

Timaru District Council

Waipa District Council

Whakatane District Council

Whangarei District Council



1. AREA DIFFERENCES

The five Areas are as follows:

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

Summary Table: Demographics Of Weighted** Sample By Area

	Total District 2015 %	Area				
		New Plymouth %	Inglewood %	Clifton %	Kaitake %	Waitara %
Gender						
Male	48	47	56	32	44	59
Female	52	53	44	68	56	41
Age						
18 - 44 years	42	42	40	31	47	45
45 - 64 years	36	34	41	45	40	33
65+ years	22	23	19	24	13	22
Ethnicity						
NZ European	86	86	92	75	80	87
NZ Maori	7	6	5	16	6	9
Pacific Island / Asian / Other	7	8	3	9	14	4
Household Income*						
Less than \$30,000 pa	12	12	11	-	5	23
\$30,000 pa - \$60,000 pa	22	20	27	38	16	34
More than \$60,000 pa - up to \$100,000 pa	30	32	24	38	33	10
More than \$100,000 pa	29	30	22	15	40	26
Household Size						
1 - 2 person household	51	51	45	62	38	62
3+ person household	49	49	55	38	62	38
Length Of Residence						
Ten years or less	20	21	15	19	29	6
More than ten years	80	79	85	81	71	94

% read down

* balance = don't know / refused

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



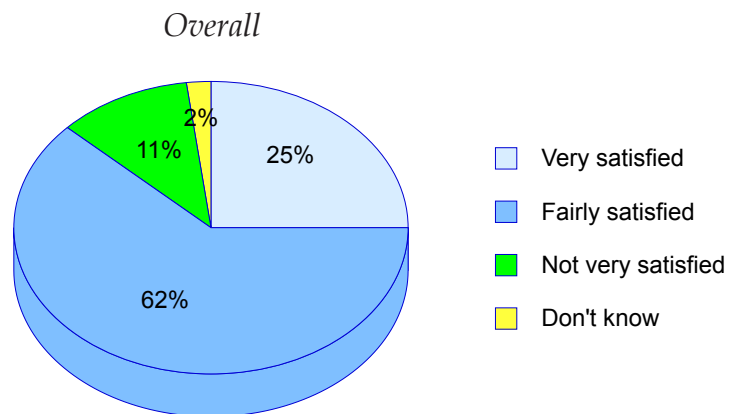
2. COUNCIL SERVICES/FACILITIES

A. SATISFACTION WITH COUNCIL SERVICES/FACILITIES

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

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

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



87% of residents are satisfied with the ability to drive around the District quickly, easily and safely (83% in 2014), while 11% are not very satisfied (14% in 2014).

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

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

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

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall*					
Total District 2015	25	62	87	11	2
2014	28	55	83	14	3
2013	32	58	90	8	2
2012	23	64	87	11	2
2011	28	61	89	10	1
2010	23	62	85	14	1
2009	32	46	78	20	2
2008	17	61	78	19	3
2007	23	62	85	12	3
2006	29	51	80	18	2
2005	31	52	83	15	2
Area					
New Plymouth	27	60	87	11	2
Inglewood	37	48	85	13	2
Clifton	15	67	82	18	-
Kaitake	18	66	84	12	4
Waitara	16	80	96	4	-

% read across

* not asked prior to 2005

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

- poor condition of roads/poor quality of work done,
- roadworks cause congestion/slow to complete,
- poor traffic flow/congestion/too much traffic,
- poor planning/design/bad intersections,
- Waiwhakaiho Bridge/Waiwhakaiho area hold-ups.

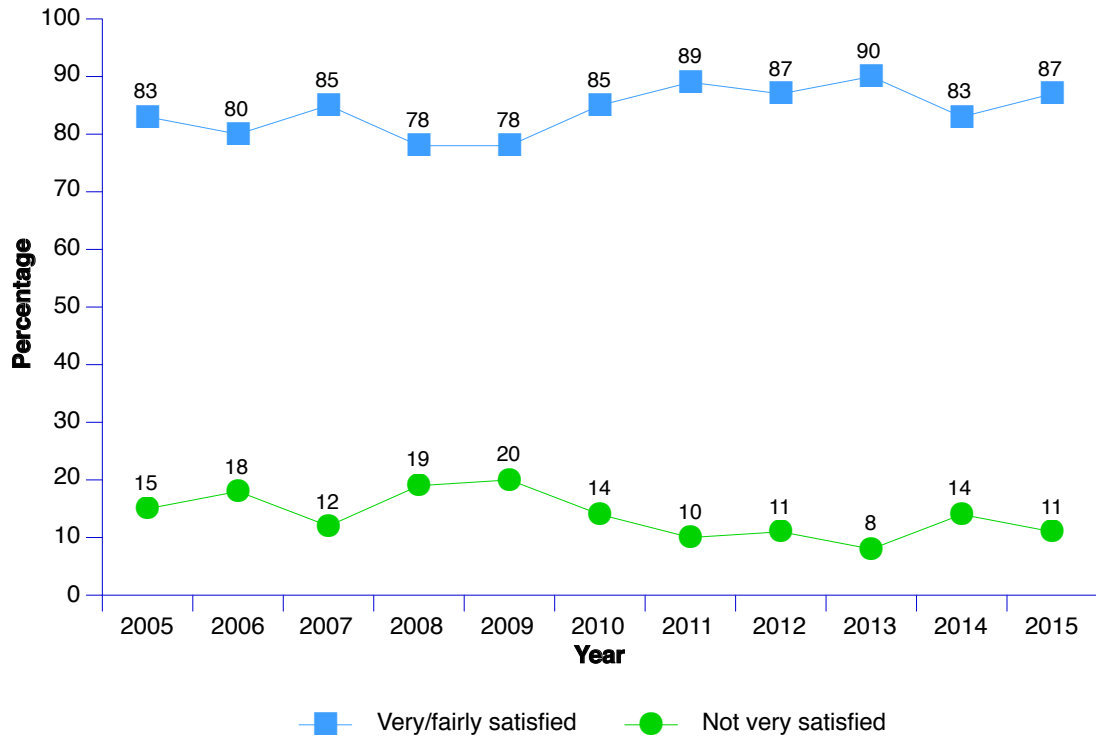
* multiple responses allowed

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

	Total District 2015 %	Area				
		New Plymouth %	Inglewood %	Clifton %	Kaitake %	Waitara %
Percent Who Mention ...						
Poor condition of roads/ poor quality of work done	2	2	8	2	6	2
Roadworks cause congestion/ slow to complete	2	2	2	2	3	-
Poor traffic flow/congestion/ too much traffic	2	2	3	11	-	-
Poor planning/design/ bad intersections	2	2	-	6	-	-
Waiwhakaiho Bridge/ Waiwhakaiho area hold-ups	2	2	-	-	-	1

* multiple responses allowed

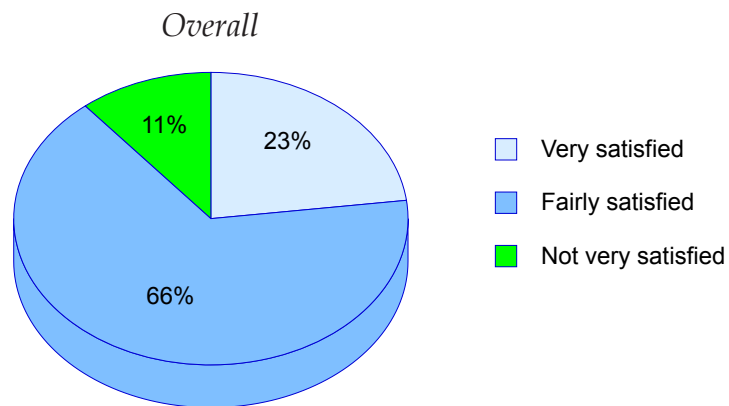
Ability To Drive Around The District Quickly, Easily And Safely



Recommended Satisfaction Measure For Reporting Purposes:
Total District = 87%

ii. Quality Of Roads Overall

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



89% of residents are satisfied with New Plymouth District's quality of roads overall (84% in 2014), while 11% of residents are not very satisfied (14% in 2014).

The percent not very satisfied is below the Peer Group and National Averages for roads in general and on par with the 2014 reading.

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

Satisfaction With The Quality Of Roads Overall

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall					
Total District 2015	23	66	89	11	-
2014	25	59	84	14	2
2013 [†]	25	60	85	15	1
2012	21	63	84	16	-
2011	18	67	85	15	-
2010	21	65	86	13	1
2009	27	56	83	15	2
2008	15	70	85	14	1
2007	21	65	86	14	-
2006	27	58	85	15	-
2005*	29	59	88	11	1
2004	21	64	85	15	-
2003	19	62	81	18	1
2000	20	54	74	25	1
1999	18	53	71	28	1
Comparison**					
Peer Group (Provincial)	15	57	72	28	-
National Average	20	58	78	21	1
Area					
New Plymouth	23	68	91	9	-
Inglewood [†]	24	53	77	22	-
Clifton	16	66	82	18	-
Kaitake	26	55	81	17	2
Waitara	25	65	90	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 roads in general

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

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

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

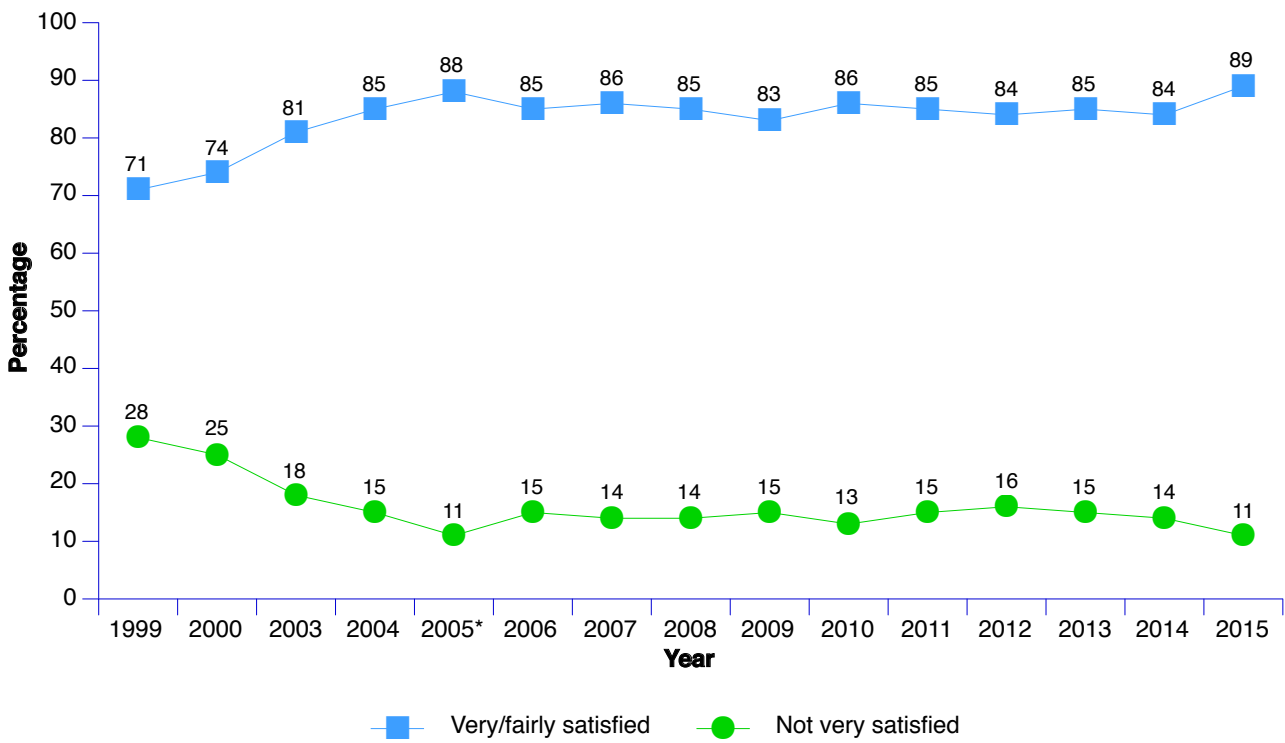
Summary Table:

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

	Total District 2015 %	Area				
		New Plymouth %	Inglewood %	Clifton %	Kaitake %	Waitara %
Percent Who Mention ...						
Potholes/uneven/bumpy/rough/ broken edges	5	4	6	7	11	4
Poor quality of work/ materials/patching	3	2	8	3	6	2
Poor condition of roads/ need attention	2	2	6	5	-	2
Ongoing roadworks	2	3	-	-	-	-

* multiple responses allowed

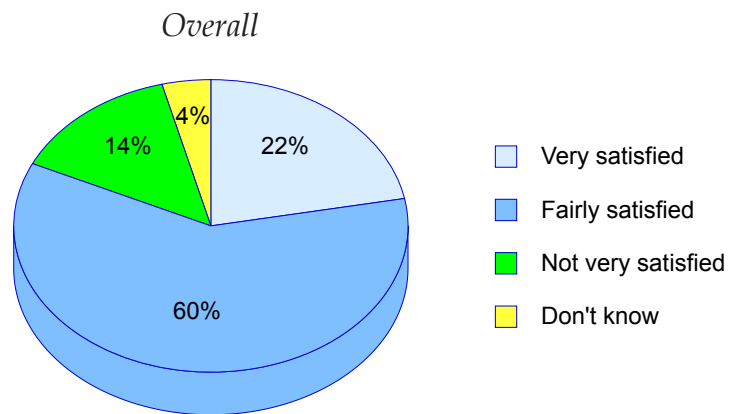
Quality Of Roads Overall



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

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

iii. The Quality And Safety Of Footpaths



82% of residents are satisfied with the quality and safety of the District's footpaths (78% in 2014), while 14% of residents are not very satisfied.

The percent not very satisfied is below the Peer Group and National Average readings for footpaths in general, and similar to the 2014 reading.

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

Satisfaction With The Quality And Safety Of Footpaths

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall					
Total District 2015	22	60	82	14	4
2014	26	52	78	16	6
2013 [†]	36	47	83	15	3
2012 [†]	28	53	81	14	6
2011	25	58	83	13	4
2010	25	56	81	16	3
2009	36	42	78	16	6
2008	24	54	78	18	4
2007	17	57	74	21	5
2006	28	53	81	16	3
2005*	29	59	88	11	1
2004	21	64	85	15	-
2003	19	62	81	18	1
2000	20	54	74	25	1
1999	18	53	71	28	1
Comparison**					
Peer Group (Provincial) [†]	18	54	72	21	6
National Average	21	52	73	23	4
Area					
New Plymouth	21	62	83	13	4
Inglewood	31	58	89	11	-
Clifton	19	44	63	19	18
Kaitake [†]	29	54	83	12	6
Waitara [†]	23	56	79	17	3
Gender					
Male	23	61	84	9	7
Female	22	58	80	18	2

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

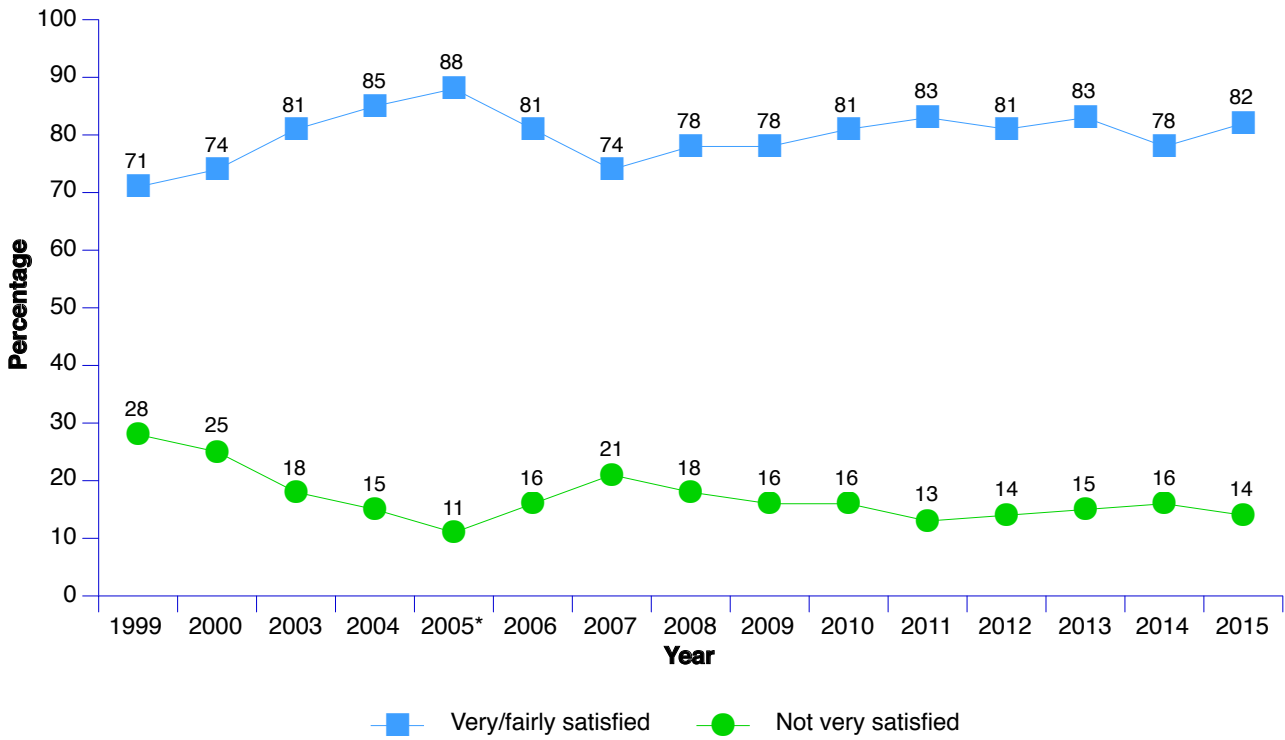
Summary Table:

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

	Total District 2015 %	Area				
		New Plymouth %	Inglewood %	Clifton %	Kaitake %	Waitara %
Percent Who Mention ...						
Uneven/potholes/cracked/rough/ bumpy/can easily trip	8	8	6	6	3	10
No footpaths/not enough/ only on one side/incomplete	3	2	7	10	3	-
Poor condition/need improving/ lack maintenance	2	1	-	2	6	3

* multiple responses allowed

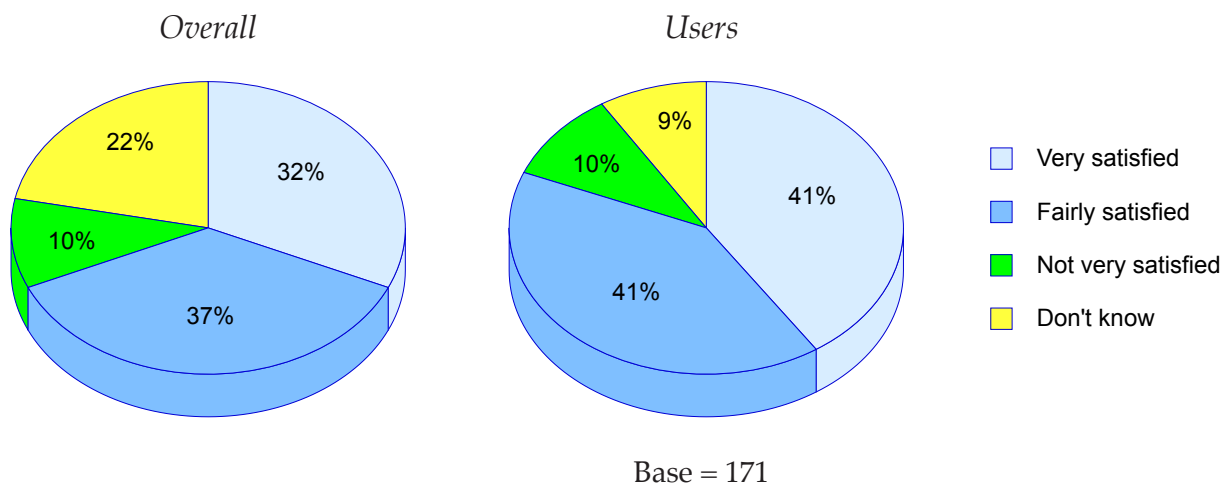
Quality And Safety Of Footpaths



* 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 Cycleways



69% of New Plymouth residents are satisfied with the quality and safety of cycleways (66% in 2014), including 32% who are very satisfied (26% in 2014). 10% of residents are not very satisfied (15% in 2014) and 22% are unable to comment (19% in 2014).

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

51% of households have used a cycleway in the District, in the last 12 months (45% in 2014). Of these, 82% are satisfied (77% in 2014) and 10% not very satisfied (17% in 2014).

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

Satisfaction With The Quality And Safety Of Cycleways

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall*					
Total District 2015 [†]	32	37	69	10	22
2014	26	40	66	15	19
2013 [†]	31	43	74	10	17
2012	27	44	71	13	16
2011	19	50	69	15	16
2010	18	38	56	18	26
2009	20	35	55	16	29
2008	12	38	50	22	28
2007	15	39	54	25	21
2006	20	46	66	17	17
Users [†]	41	41	82	10	9
Area					
New Plymouth	34	40	74	9	17
Inglewood	25	27	52	22	26
Clifton	22	16	38	9	(53)
Kaitake [†]	21	42	63	11	27
Waitara [†]	31	32	63	8	30

% read across

* not asked prior to 2006

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

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

- dangerous/unsafe/not much room/too narrow/better provisions for cyclists,
- no cycleways/not enough/need more.

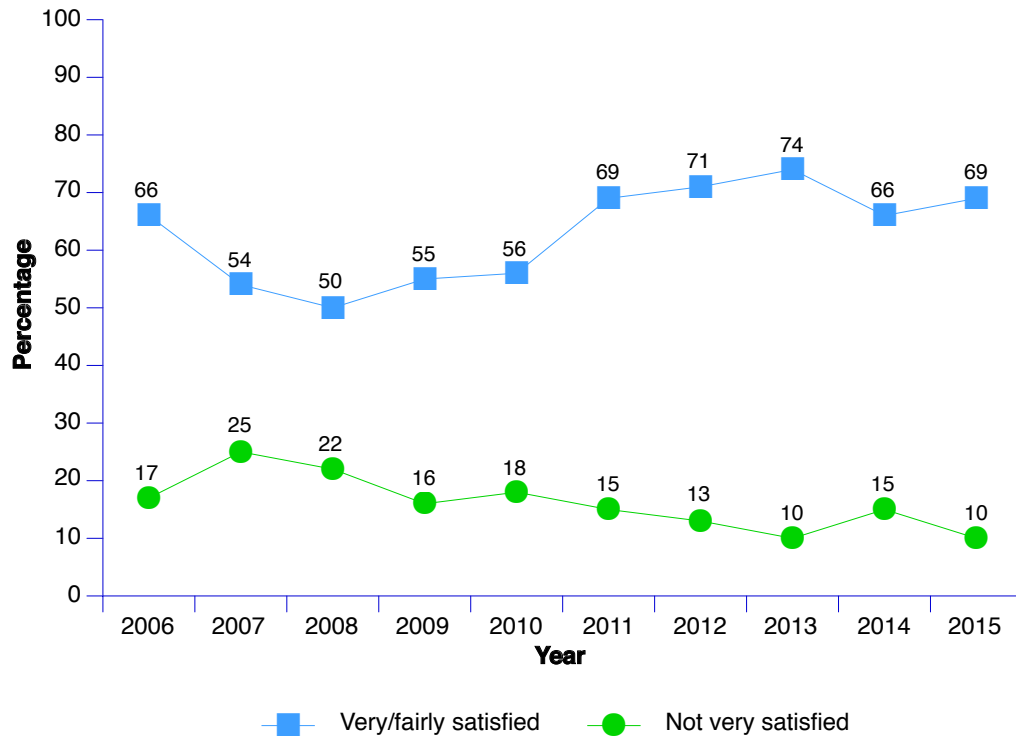
Summary Table: Main Reasons* For Being Not Very Satisfied With The Quality And Safety Of Cycleways

	Total District 2015 %	Area				
		New Plymouth %	Inglewood %	Clifton %	Kaitake %	Waitara %
Percent Who Mention ...						
Dangerous/unsafe/not much room/too narrow/better provisions for cyclists	5	4	13	6	8	-
No cycleways/not enough/need more	3	3	3	3	3	4

* multiple responses allowed

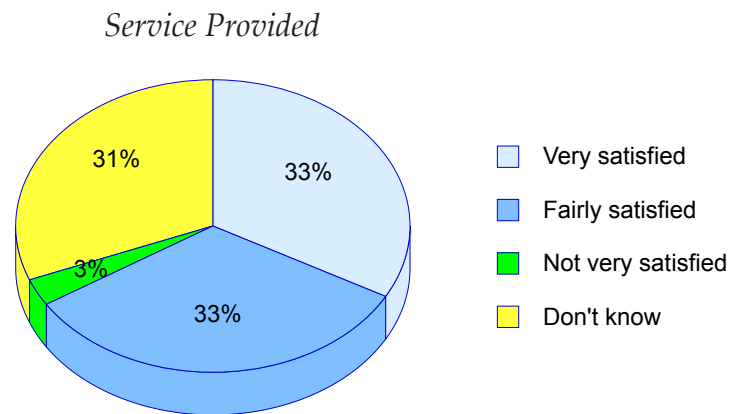
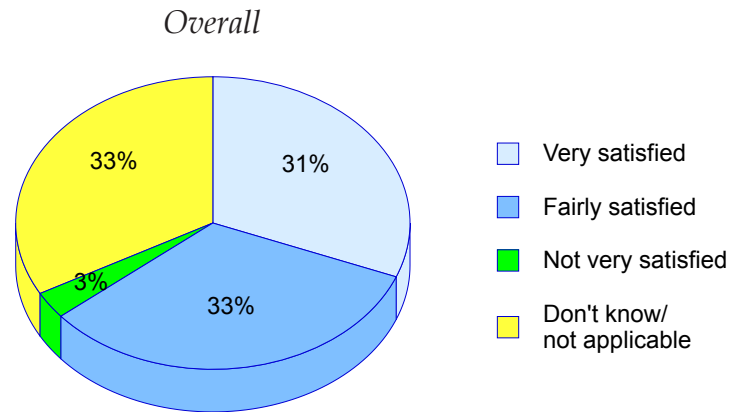
NB: no other reason is mentioned by more than 1% of all residents

Quality And Safety Of Cycleways



Recommended Satisfaction Measure For Reporting Purposes:
 Total District = 69%
 Users = 82%

v. Flood Protection



Base = 293

64% of New Plymouth residents are satisfied with flood protection, including 31% who are very satisfied (26% in 2014), 3% not very satisfied and 33% are unable to comment.

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

78% of residents have a piped stormwater collection. Of these, 66% are satisfied, while 3% are not very satisfied.

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

Satisfaction With Flood Protection

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall*					
Total District 2015	31	33	64	3	33
2014	26	41	67	3	31
2013	35	36	71	3	26
Service Provided	33	33	66	3	31
Area					
New Plymouth	33	32	65	2	33
Inglewood	22	35	57	5	38
Clifton	26	44	70	5	25
Kaitake	21	38	59	6	35
Waitara†	25	38	63	3	33

% read across

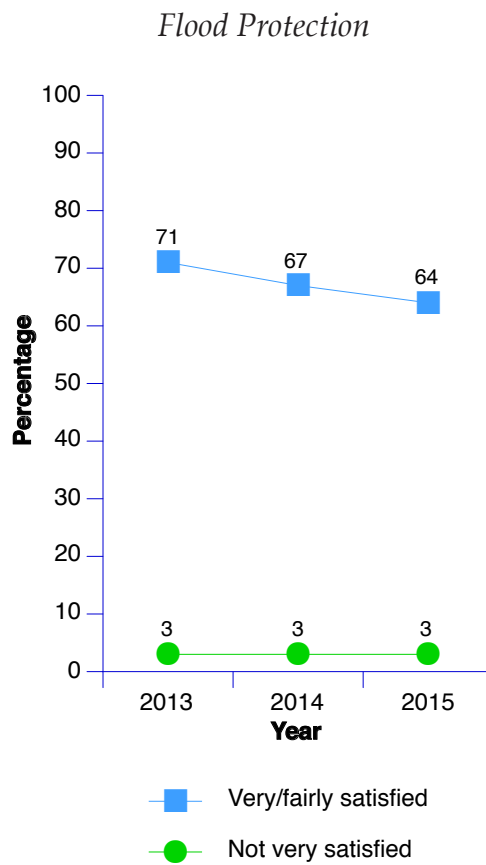
* not asked prior to 2013

† does not add to 100% due to rounding

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

- flooding problems, mentioned by 1% of all residents,
- blocked drains/leaves need sweeping, 1%,
- lack of action/slow to do anything, 1%,
- against trees being cut down, 1%.

* multiple responses allowed

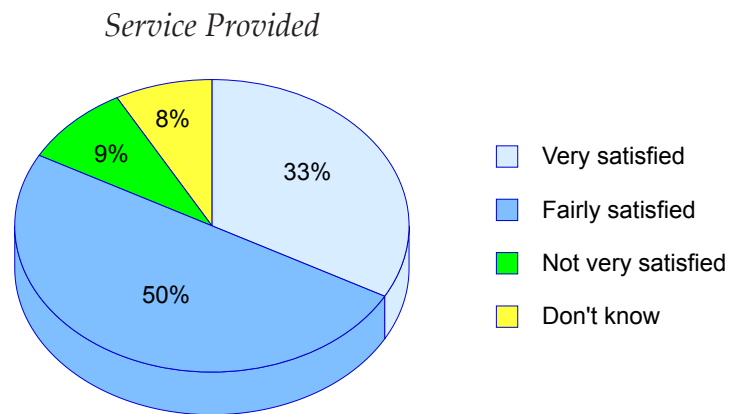
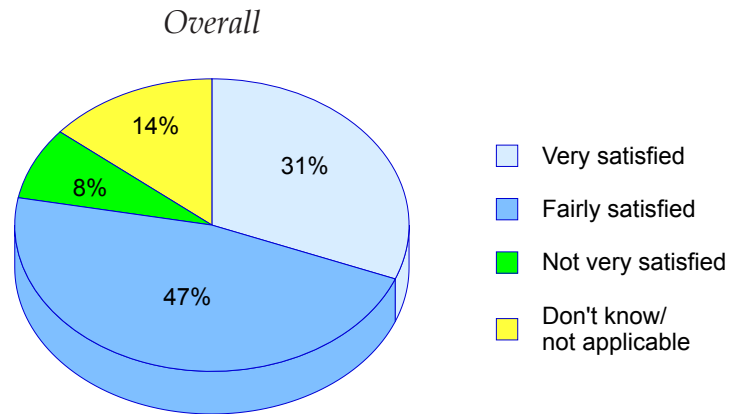


Recommended Satisfaction Measure For Reporting Purposes:

Total District = 64%

Receivers Of Service = 66%

vi. Stormwater Services (Excluding Flood Protection)



Base = 293

78% of New Plymouth residents are satisfied with stormwater services (excluding flood protection), including 31% who are very satisfied, while 14% are unable to comment. These readings are similar to the 2014 results.

The percent not very satisfied (8%) is on par with the Peer Group Average and slightly below the National Average for stormwater services in general and similar to the 2014 reading.

Of those residents provided with a piped stormwater collection, 83% are satisfied and 9% are not very satisfied.

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

Satisfaction With Stormwater Services

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall					
Total District 2015	31	47	78	8	14
2014	29	48	77	8	15
2013 [†]	33	45	78	10	13
2012 [†]	30	49	79	13	9
2011	28	53	81	10	9
2010	33	48	81	10	9
2009	39	41	80	10	10
2008	24	53	77	12	11
2007	24	54	78	12	10
2006	30	45	75	15	10
2005	32	50	82	10	8
2004	31	48	79	13	8
2003 [*]	26	53	79	12	9
2000	25	56	81	11	8
1999	23	56	79	12	9
Service Provided	33	50	83	9	8
Comparison**					
Peer Group (Provincial)	35	38	73	11	16
National Average [†]	35	40	75	13	11
Area					
New Plymouth	35	46	81	6	13
Inglewood	16	50	66	13	21
Clifton	21	41	62	17	21
Kaitake [†]	28	49	77	12	12
Waitara [†]	19	51	70	14	17

% read across

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

† does not add to 100% due to rounding

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

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

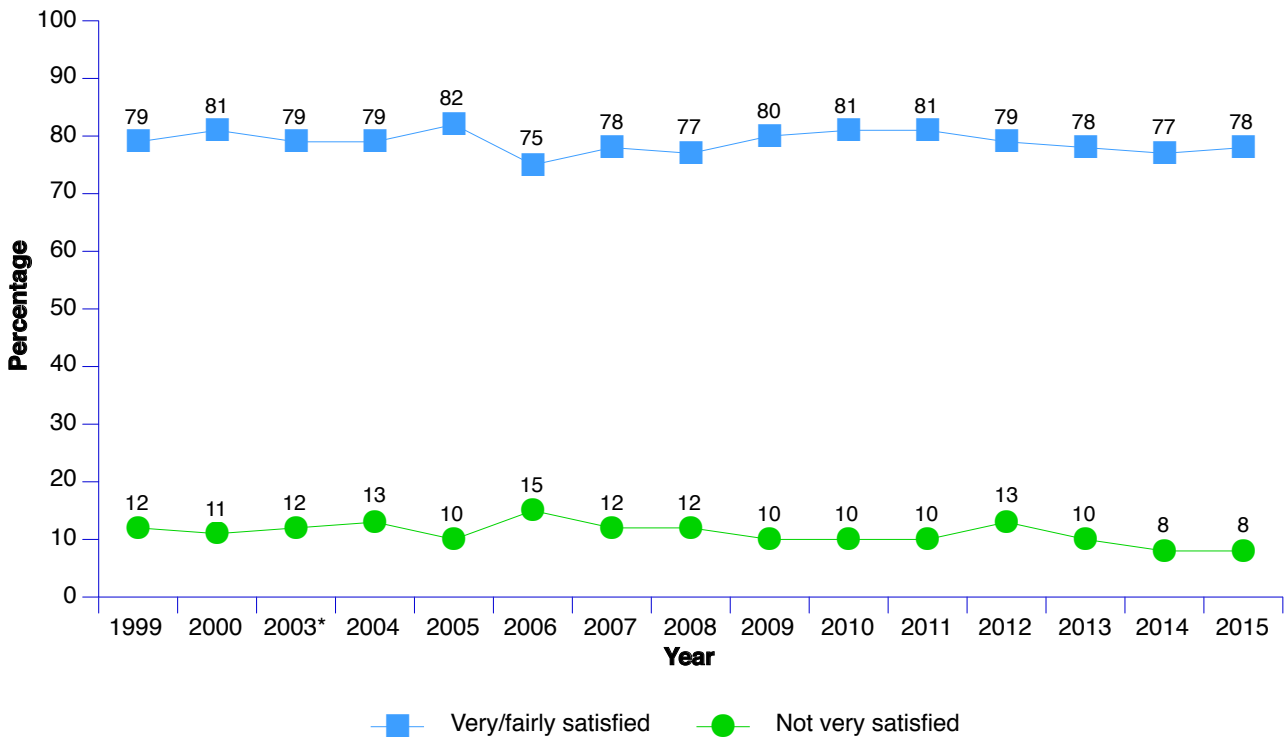
- blockages/ drains and gutters need cleaning/ maintenance,
- inadequate system/ drains can't cope/ overflow/ need improvement,
- flooding/ surface flooding.

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

	Total District 2015 %	Area				
		New Plymouth %	Inglewood %	Clifton %	Kaitake %	Waitara %
Percent Who Mention ...						
Blockages/ drains and gutters need cleaning/ maintenance	3	3	-	6	9	6
Inadequate system/ drains can't cope/ overflow/ need improvement	3	2	5	6	3	3
Flooding/ surface flooding	2	2	3	-	-	3

* multiple responses allowed

Stormwater Services (excluding flood protection)

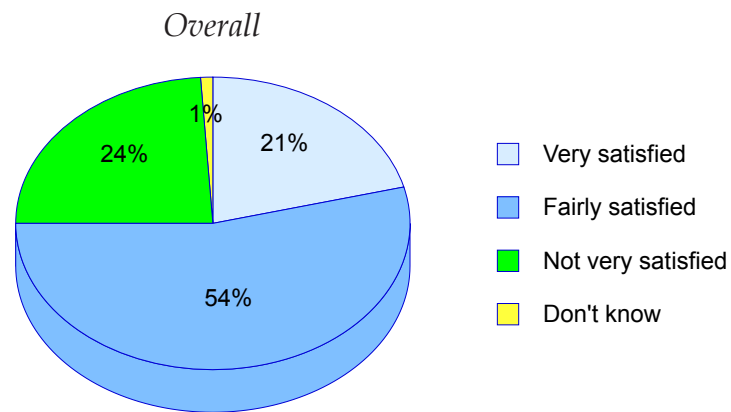


* prior to 2003, figures are based on ratings for stormwater control. Readings prior to 2013 didn't exclude flood protection.

Recommended Satisfaction Measure For Reporting Purposes:

Total District = 78%
 Receivers Of Service = 83%

vii. Availability Of Car Parking In The District



75% of New Plymouth District residents are satisfied with the availability of car parking in the District (71% in 2014), while 24% are not very satisfied (27% in 2014).

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

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

Satisfaction With The Availability Of Car Parking In the District

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall					
Total District 2015	21	54	75	24	1
2014	22	49	71	27	2
2013 [†]	23	53	76	23	2
2012 [†]	22	53	75	23	1
2011	17	51	68	30	2
2010	23	51	74	25	1
2009	27	44	71	25	4
2008	12	42	54	43	3
2007	12	44	56	41	3
2006*	14	35	49	48	3
2005	15	39	54	43	3
2004	8	40	48	48	4
2003	9	45	54	42	4
2000	13	46	59	38	3
1999	10	47	57	39	4
Comparison*					
Peer Group (Provincial) [†]	25	47	72	25	2
National Average	20	44	64	31	5
Area					
New Plymouth	21	52	73	26	1
Inglewood	29	54	83	15	2
Clifton	21	52	73	21	6
Kaitake	23	57	80	20	-
Waitara	16	69	85	13	2

% read across

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

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

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

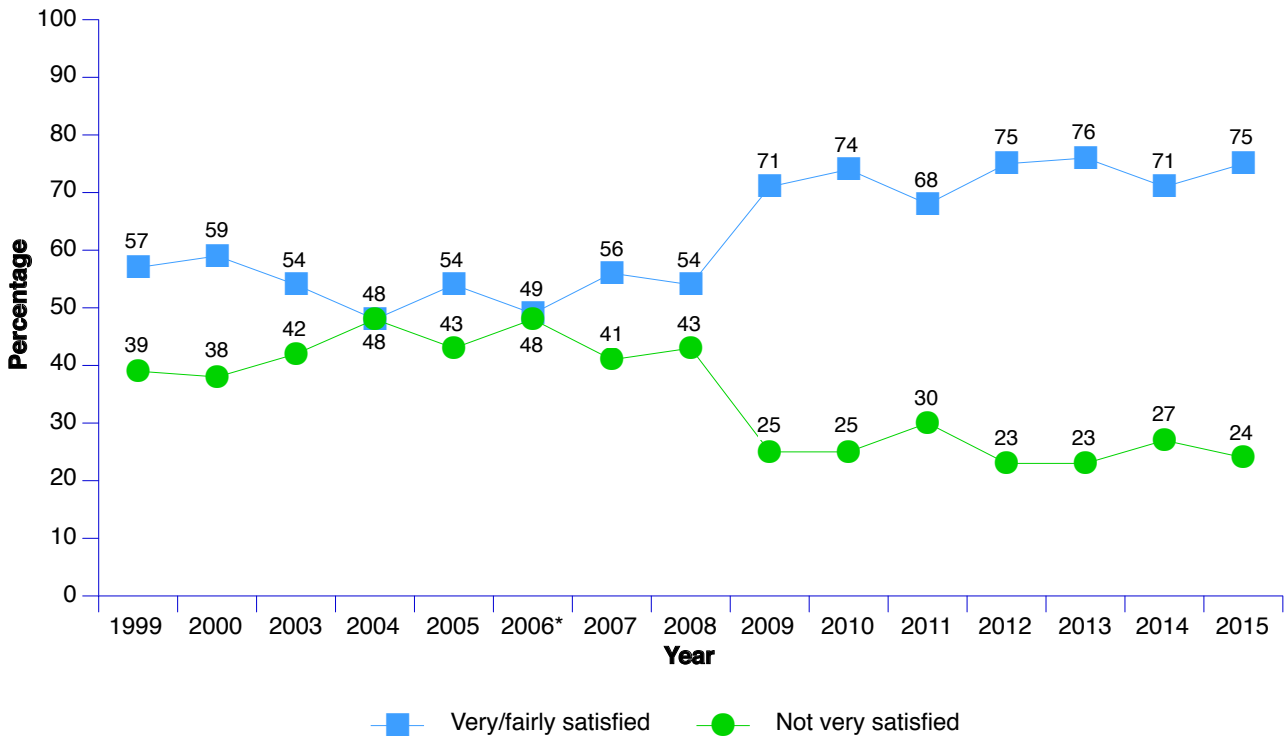
- not enough parking / not enough in city centre / need more,
- parking too expensive / meters too expensive,
- have to pay for parking / meter parking / need more free parking / too many meters,
- parking restrictions / need more long term parking.

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

	Total District 2015 %	Area				
		New Plymouth %	Inglewood %	Clifton %	Kaitake %	Waitara %
Percent Who Mention ...						
Not enough parking/ not enough in city centre/need more	15	16	15	19	12	8
Parking too expensive/ meters too expensive	6	7	-	-	3	4
Have to pay for parking/meter parking/need more free parking/ too many meters	3	3	3	5	3	2
Parking restrictions/ need more long term parking	2	2	-	-	-	-

* multiple responses allowed

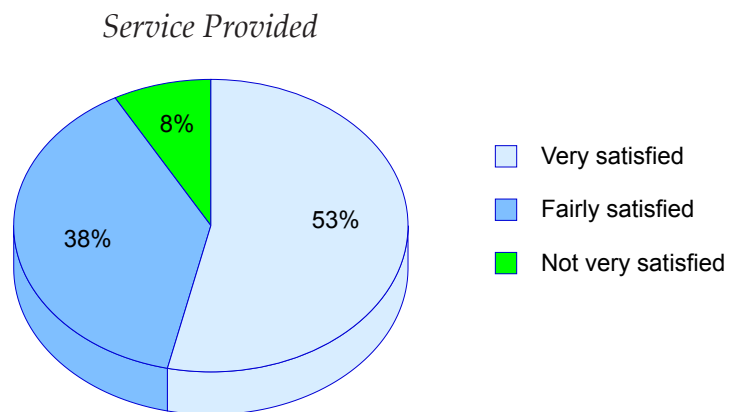
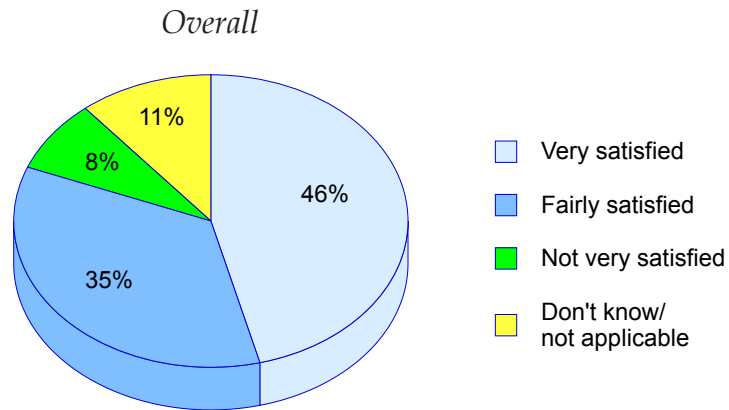
Availability Of Car Parking In The District



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

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

viii. Water Supply



Base = 327

81% of New Plymouth District residents are satisfied with their water supply (85% in 2014), with 46% being very satisfied (43% in 2014).

The percent not very satisfied with water supply (8%) is similar to the Peer Group and National Averages and the 2014 reading.

85% of residents are provided with a piped water supply, with 91% of them being satisfied with their water supply 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 District's water supply.

Satisfaction With The Water Supply

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall					
Total District 2015	46	35	81	8	11
2014 [†]	43	42	85	6	10
2013	57	29	86	5	9
2012	53	35	88	4	8
2011	46	41	87	5	8
2010	52	34	86	6	8
2009	57	29	86	6	8
2008	35	49	84	10	6
2007	33	43	76	18	6
2006	45	34	79	13	8
2005	35	45	80	12	8
2004	35	33	68	25	7
2003	37	43	80	12	8
2000	35	41	76	17	7
1999	39	40	79	12	9
Service Provided [†]	53	38	91	8	-
Comparison					
Peer Group (Provincial)	46	33	79	8	13
National Average	48	35	83	9	8
Area					
New Plymouth	54	35	89	8	3
Inglewood	17	36	53	16	31
Clifton	24	16	40	5	55
Kaitake	34	24	58	10	32
Waitara	32	54	86	1	13

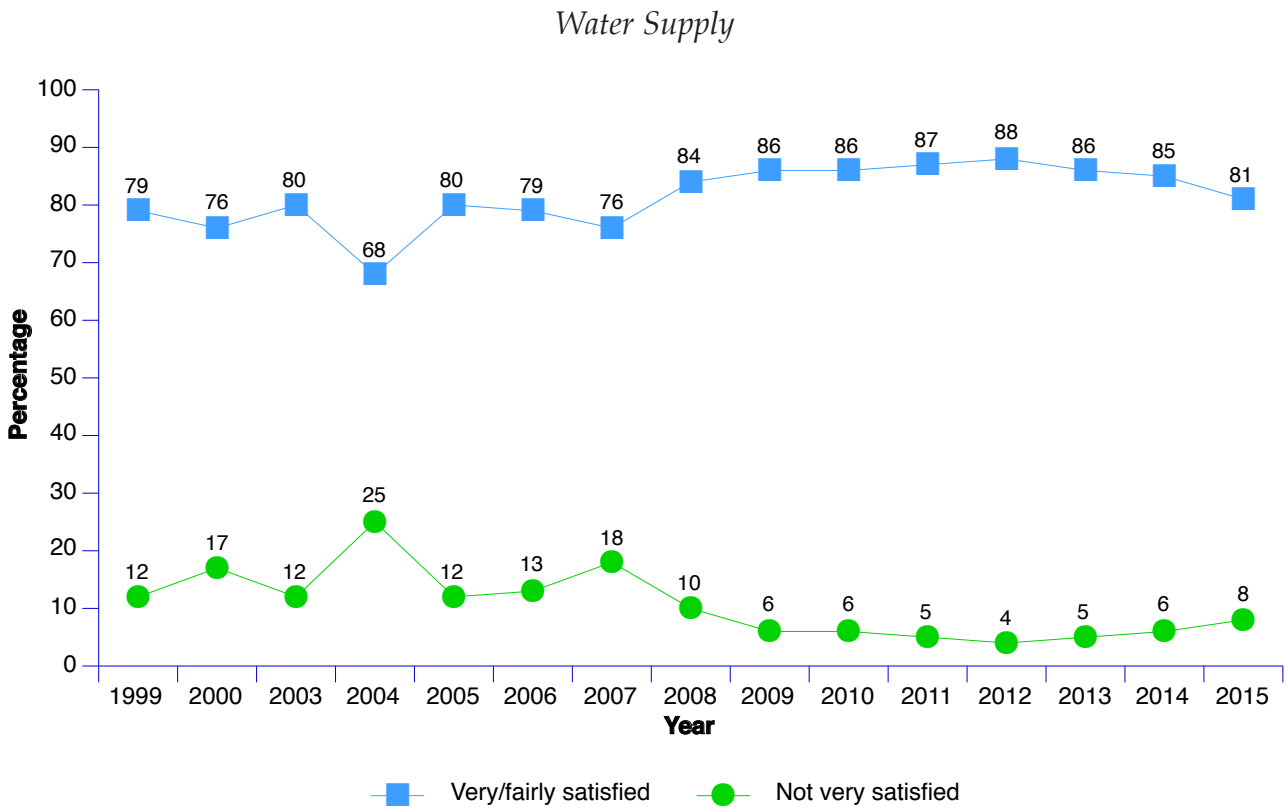
% read across

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

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

- water restrictions/no water, mentioned by 3% of all residents,
- bad taste/smells, 2%.

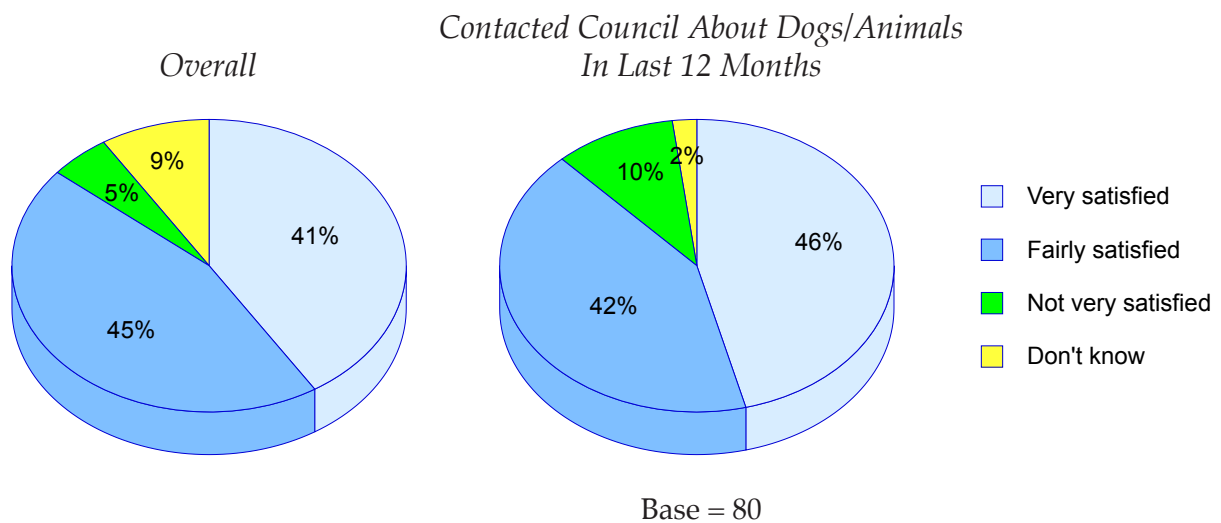
* multiple responses allowed



Recommended Satisfaction Measure For Reporting Purposes:

Total District	=	81%
Receivers Of Service	=	91%

ix. Control Of Animals



86% of New Plymouth District residents are satisfied with the Council's efforts in controlling animals (81% in 2014), with 41% being very satisfied (35% in 2014).

The percent not very satisfied (5%) is below the Peer Group and National Averages for dog control, and 6% below the 2014 reading.

21% of households have contacted Council about dogs and/or other animals in the last 12 months, and of these 88% are satisfied.

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

Satisfaction With Control Of Animals

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall					
Total District 2015	41	45	86	5	9
2014	35	46	81	11	8
2013	49	36	85	8	7
2012 [†]	41	46	87	9	5
2011	36	51	87	8	5
2010	41	44	85	9	6
2009*	51	35	86	7	7
2008	26	50	76	19	5
2007	27	54	81	14	5
2006	31	48	79	16	5
2005	30	46	76	17	7
2004	34	40	74	21	5
2003	23	53	76	19	5
2000	20	44	64	29	7
1999	26	41	67	27	6
Contacted Council	46	42	88	10	2
Comparison*					
Peer Group (Provincial)	30	43	73	18	9
National Average	32	41	73	20	7
Area					
New Plymouth	44	44	88	5	7
Inglewood	37	41	78	13	9
Clifton [†]	39	40	79	6	16
Kaitake	30	51	81	8	11
Waitara	27	58	85	2	13

% read across

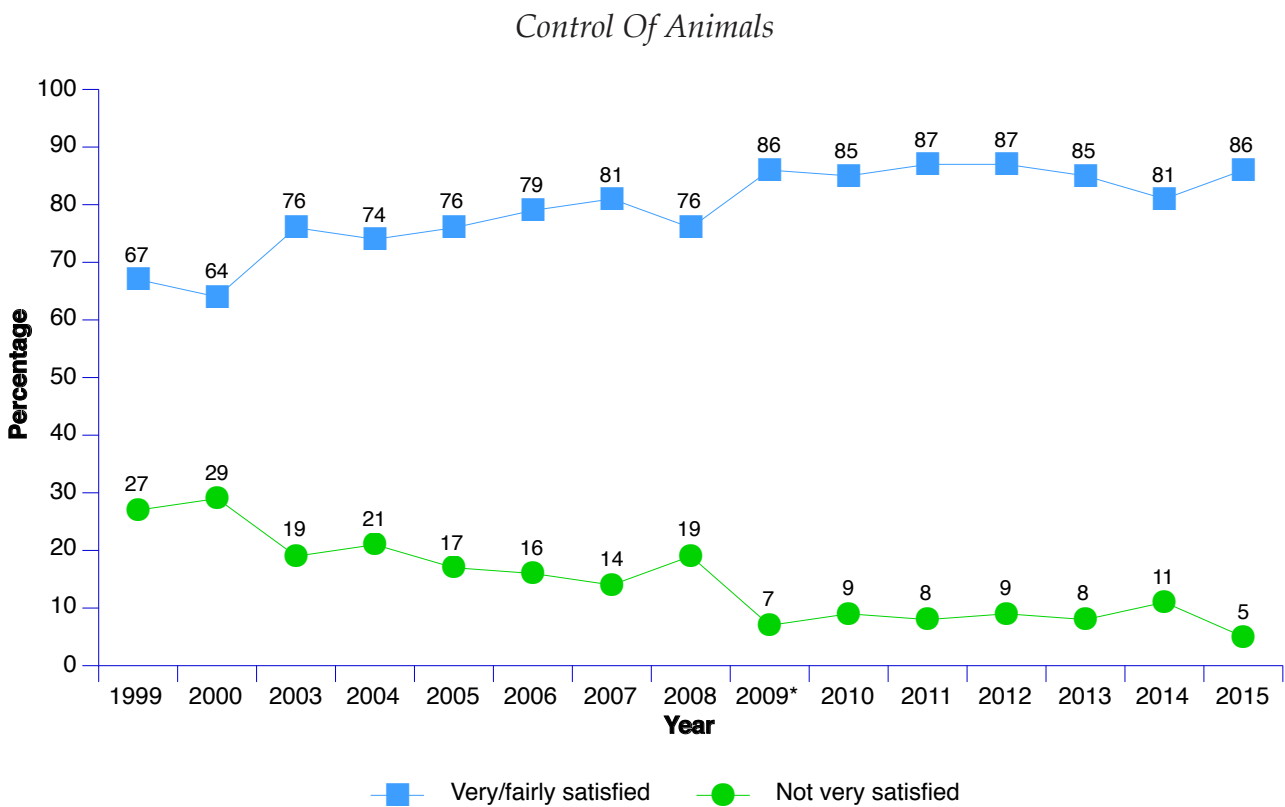
* the Peer Group and National Averages and readings prior to 2009 relate to ratings for dog control

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

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

- too many roaming/uncontrolled dogs/dogs off leashes, mentioned by 1% of all residents,
- problems with other animals, 1%,
- owners are irresponsible, 1%,
- dogs barking, 1%,
- too strict, 1%,
- complaints not dealt with well/nothing has been done, 1%.

* multiple responses allowed

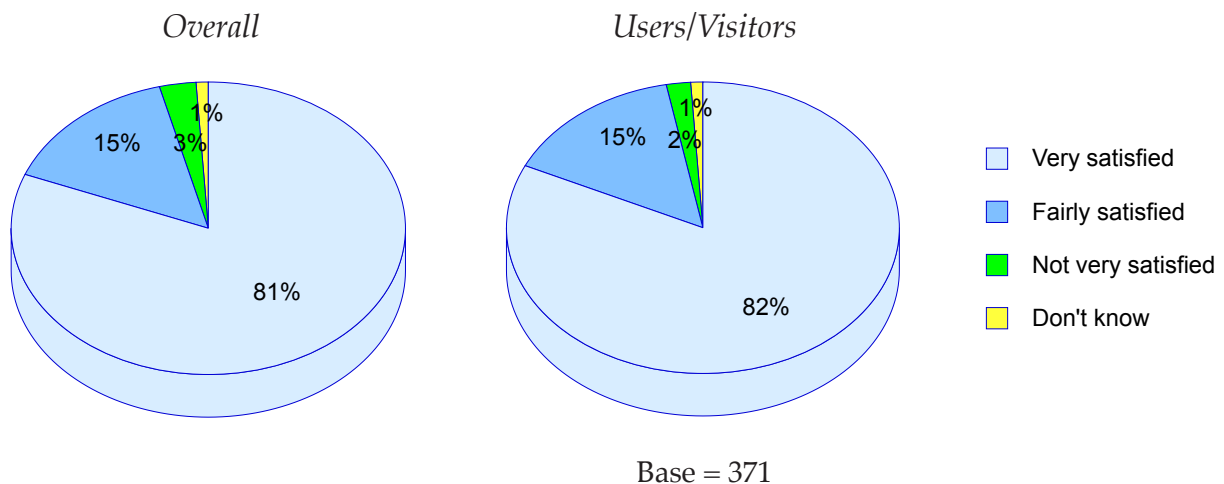


* readings prior to 2009 relate to ratings for dog control

Recommended Satisfaction Measure For Reporting Purposes:

Total District	=	86%
Contacted Council	=	88%

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



96% of New Plymouth District residents are satisfied with the quality of parks and reserves, including The Coastal Walkway and Pukekura Park, with 81% being very satisfied. These readings are similar to last year's results.

The percent not very satisfied (3%) is similar to the Peer Group and National Averages for parks and reserves, and the 2014 reading.

95% of households have used / visited parks or reserves, including The Coastal Walkway and Pukekura Park, in the last 12 months, with 97% of these "users/visitors" being satisfied.

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

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

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall					
Total District 2015	81	15	96	3	1
2014	83	13	96	3	1
2013	83	13	96	3	1
2012 ^{††}	80	14	94	5	2
2011	81	14	95	3	2
2010	83	13	96	3	1
2009	84	11	95	3	2
2008	82	11	93	5	2
2007	80	13	93	5	2
2006	80	16	96	4	-
2005 ^{**}	66	29	95	4	1
2004 [◇]	68	24	92	5	3
2003 [*]	70	25	95	4	1
2000 [†]	57	34	91	8	1
1999 [†]	68	25	93	5	2
Users/Visitors	82	15	97	2	1
Comparison*					
Peer Group (Provincial)	68	26	94	2	4
National Average	62	31	93	4	3
Area					
New Plymouth	83	13	96	3	1
Inglewood	85	11	96	3	1
Clifton	76	15	91	3	6
Kaitake	88	8	96	-	4
Waitara	56	35	91	3	6

% 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

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

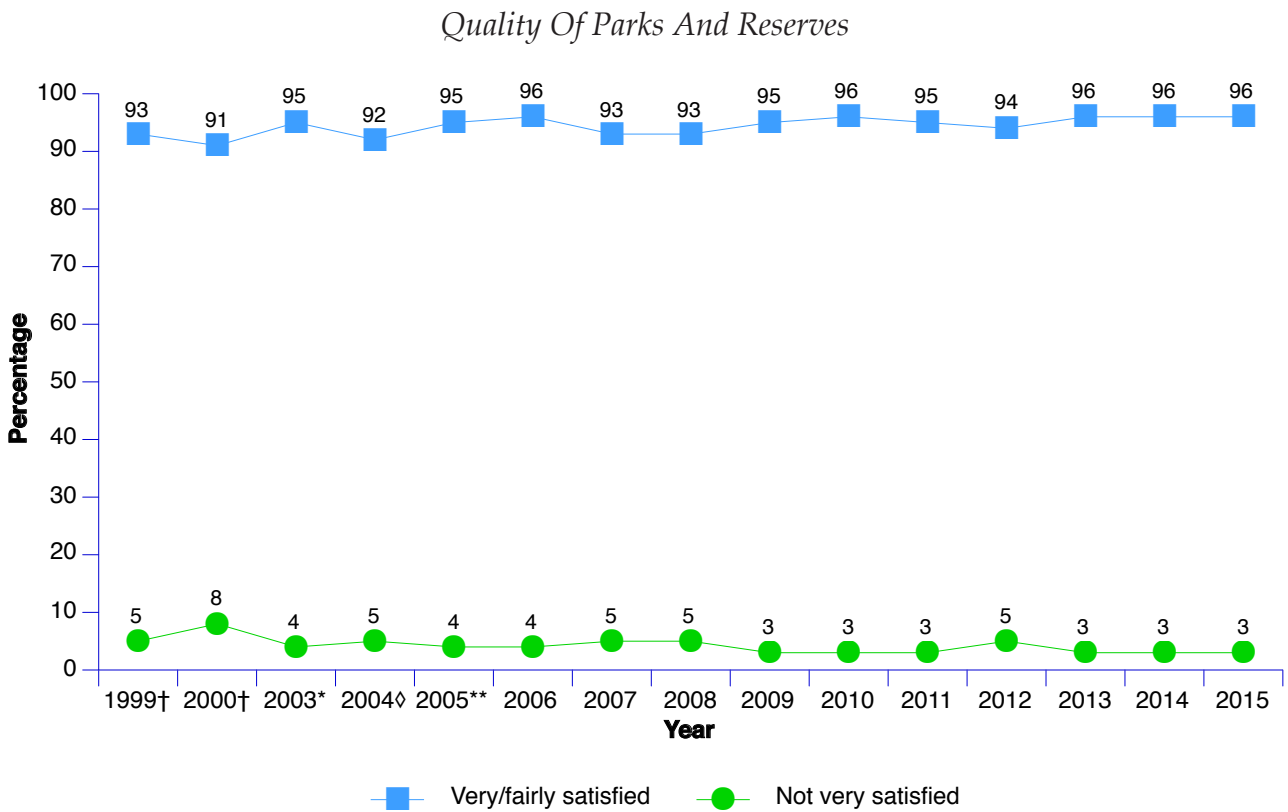
^{**} 2005 readings refer to ratings for the availability and maintenance of parks, gardens, reserves and public open spaces

^{††} 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 ...

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

* multiple responses allowed



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

* 2003 readings refer to ratings for parks and reserves

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

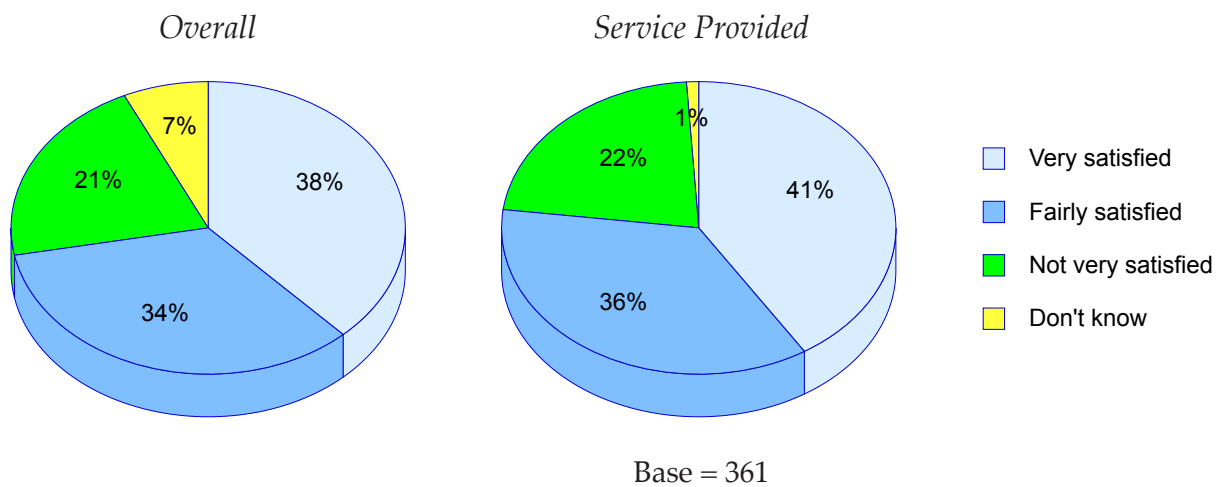
** 2005 readings refer to ratings for the availability and maintenance of parks, gardens, reserves and public open spaces

Recommended Satisfaction Measure For Reporting Purposes:

Total District = 96%

Users/Visitors = 97%

xi. Rubbish Collection And Disposal



72% of New Plymouth District residents are satisfied with rubbish collection and disposal (75% in 2014), with 38% being very satisfied (41% in 2014). 21% are not very satisfied.

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

90% of residents are provided with a regular rubbish collection, with 77% of these residents being satisfied with rubbish collection and disposal.

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

Satisfaction With Rubbish Collection And Disposal

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall					
Total District 2015	38	34	72	21	7
2014	41	34	75	19	6
2013 [†]	53	27	80	14	5
2012 [†]	40	37	77	18	4
2011	41	34	75	21	4
2010	45	32	77	20	3
2009	54	26	80	16	4
2008	45	32	77	18	5
2007	44	30	74	23	3
2006	50	29	79	15	6
2005	46	33	79	15	6
2004	55	24	79	14	7
2003*	50	28	78	14	8
2000	46	35	81	12	7
1999	55	26	81	8	11
Service Provided	41	36	77	22	1
Comparison**					
Peer Group (Provincial)	42	35	77	9	14
National Average	42	32	74	11	15
Area[†]					
New Plymouth	42	34	76	23	2
Inglewood	41	22	63	19	19
Clifton	19	27	46	17	36
Kaitake	38	35	73	16	12
Waitara	21	50	71	13	17

% read across

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

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

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

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

- need bins for recycling/plastic bags not satisfactory,
- improve recycling/promote recycling,
- need bins for rubbish/better than bags/one bag not enough,
- cost issues/dump charges too high/recycling charges.

Summary Table:

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

	Total District 2015 %	Area				
		New Plymouth %	Inglewood %	Clifton %	Kaitake %	Waitara %
Percent Who Mention ...						
Need bins for recycling/ plastic bags not satisfactory	8	10	3	3	5	3
Improve recycling/ promote recycling	7	7	-	12	2	5
Need bins for rubbish/ better than bags/one bag not enough	4	4	4	-	-	5
Cost issues/dump charges too high/ recycling charges	3	2	1	3	-	5

* multiple responses allowed

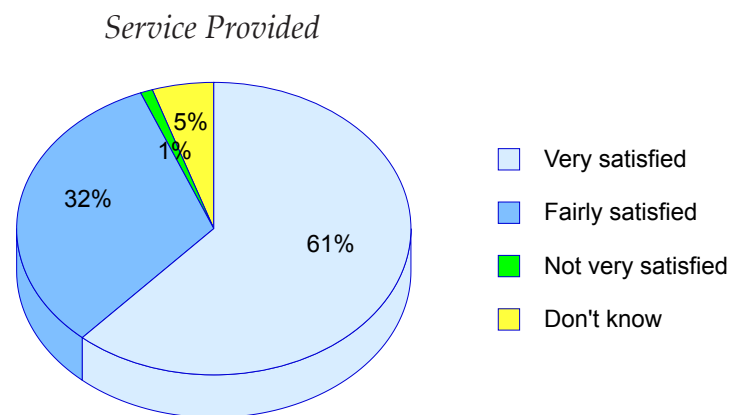
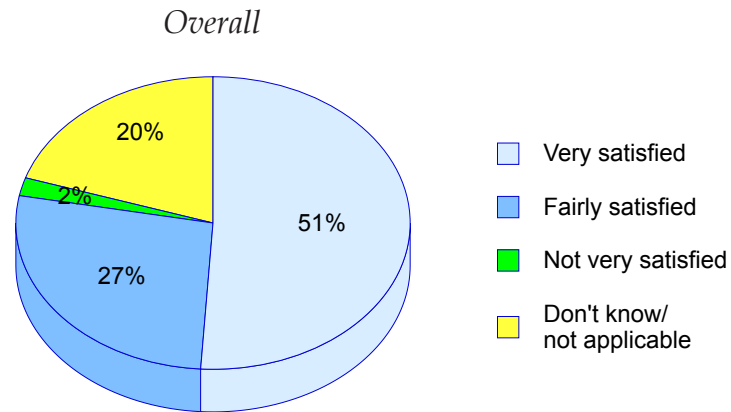
Rubbish Collection And Disposal



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

Recommended Satisfaction Measure For Reporting Purposes:
 Total District = 72%
 Receivers Of Service = 77%

xii. Sewerage System



Base = 298

78% of residents are satisfied with New Plymouth District's sewerage system, including 51% who are very satisfied (48% in 2014). 2% are not very satisfied with this service and 20% are unable to comment.

The percent not very satisfied is on par with the Peer Group and National Averages and similar to the 2014 result.

80% of residents are provided with a sewerage system, with 93% of these residents being satisfied.

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

Satisfaction With The Sewerage System

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall					
Total District 2015	51	27	78	2	20
2014 [†]	48	30	78	4	19
2013	53	27	80	4	16
2012	48	33	81	3	16
2011 [†]	45	34	79	5	15
2010	51	32	83	4	13
2009	60	25	85	2	13
2008	47	34	81	3	16
2007	49	34	83	3	14
2006	56	27	83	1	16
2005	47	37	84	2	14
2004	56	26	82	4	14
2003	51	30	81	2	17
2000	48	35	83	2	15
1999	55	28	83	2	15
Service Provided [†]	61	32	93	1	5
Comparison					
Peer Group (Provincial)	43	35	78	6	16
National Average	51	32	83	6	11
Area					
New Plymouth	60	28	88	1	11
Inglewood	39	19	58	8	34
Clifton [†]	7	8	15	4	80
Kaitake [†]	35	14	49	-	52
Waitara	26	46	72	-	28

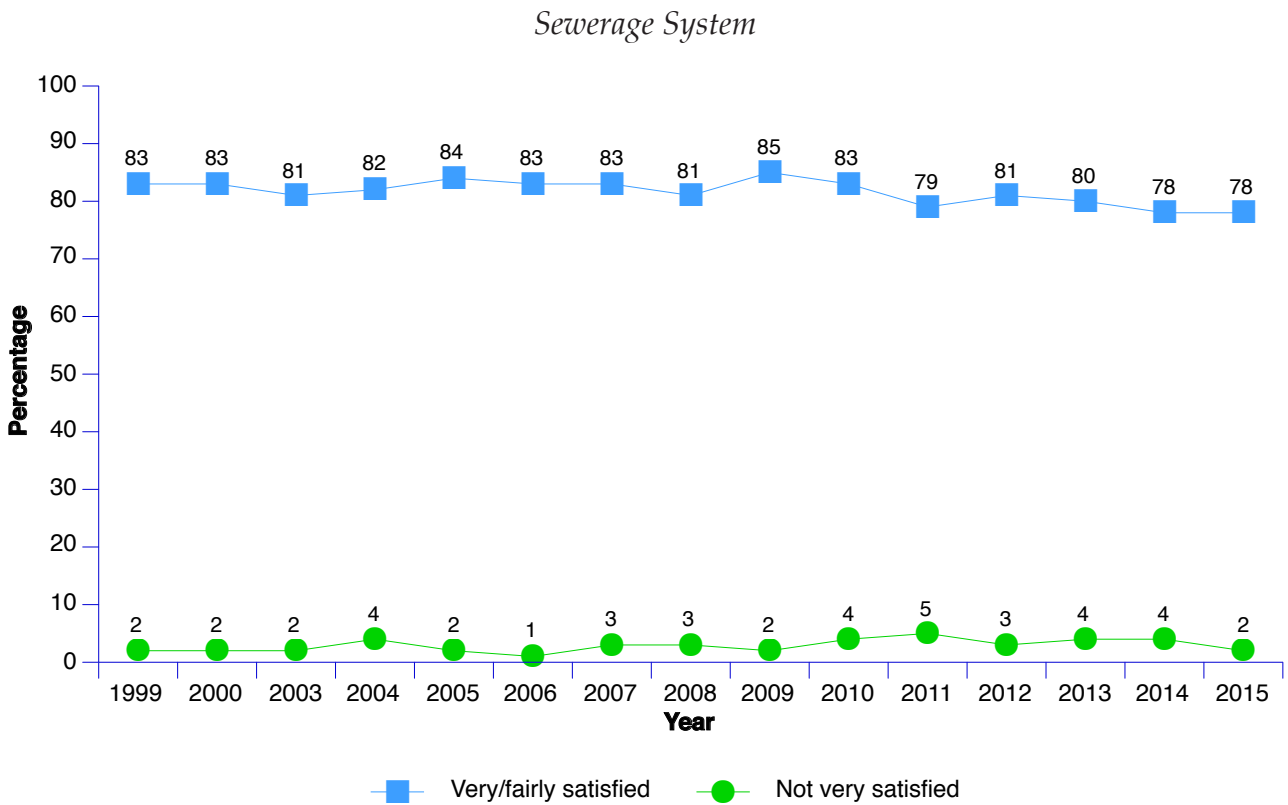
% read across

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

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

- old / needs an upgrade / gets blockages, mentioned by 1% of all residents,
- others, 1%.

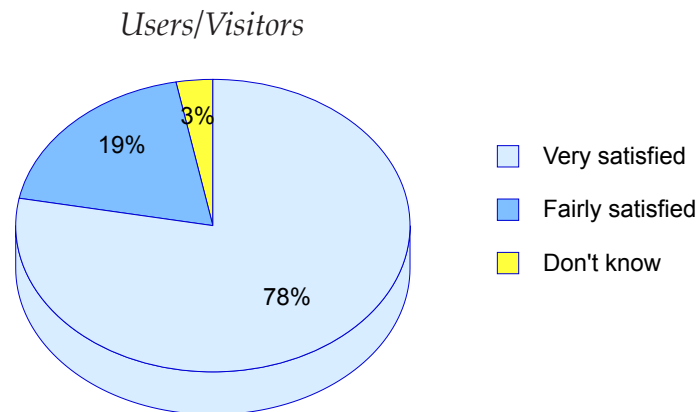
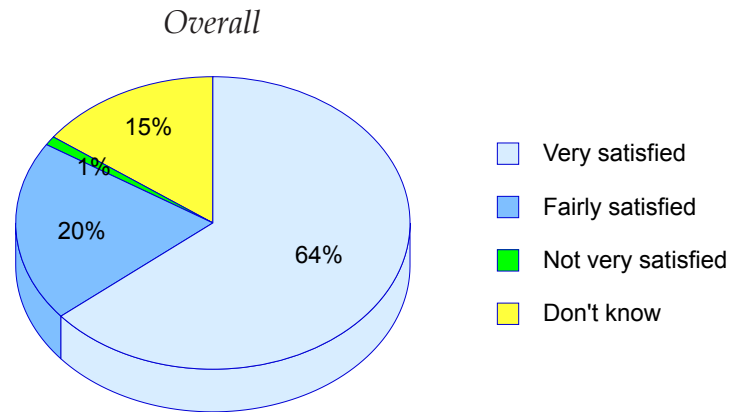
* multiple responses allowed



Recommended Satisfaction Measure For Reporting Purposes:

Total District	=	78%
Receivers Of Service	=	93%

xiii. Library At Puke Ariki



Base = 258

84% of New Plymouth residents are satisfied with the library at Puke Ariki (80% in 2014), including 64% who are very satisfied. 1% of residents are not very satisfied and 15% are unable to comment (18% in 2014).

The percent not very satisfied is similar to the Peer Group and National Averages for libraries and the 2014 reading.

68% of households have used or visited the library at Puke Ariki in the last 12 months. Of these, 97% are satisfied.

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

Satisfaction With The Library At Puke Ariki

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall					
Total District 2015	64	20	84	1	15
2014	66	14	80	2	18
2013 [†]	71	14	85	2	14
2012	68	18	86	1	13
2011	62	22	84	2	14
2010	70	17	87	2	11
2009	70	10	80	2	18
2008	59	22	81	2	17
2007	63	17	80	5	15
2006	58	19	77	5	18
2005	51	25	76	6	18
2004*	53	14	67	8	25
2003	61	22	83	3	14
2000	55	33	88	5	7
1999	57	27	84	5	11
Users/Visitors	78	19	97	-	3
Comparison**					
Peer Group (Provincial)	64	21	85	2	13
National Average	69	21	90	2	8
Area					
New Plymouth [†]	66	20	86	1	12
Inglewood	71	12	83	-	17
Clifton	50	18	68	-	32
Kaitake	68	16	84	-	16
Waitara	43	36	79	-	21

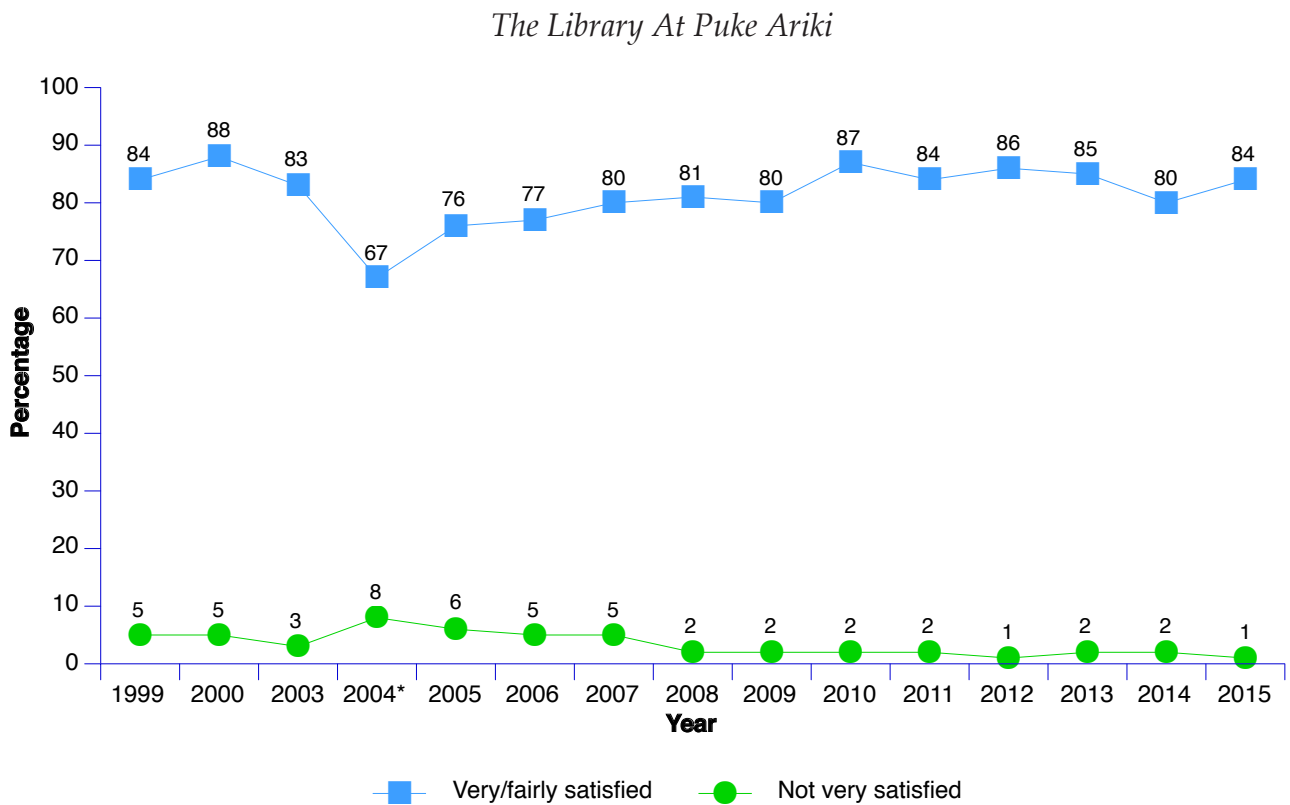
% read across

* readings prior to 2004 refer to community libraries

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

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

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



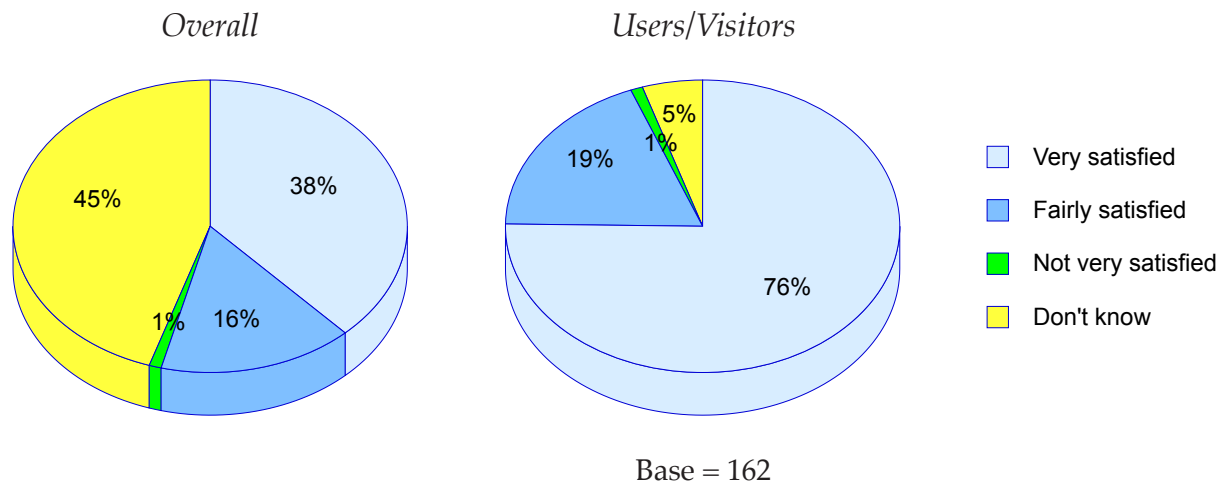
* readings prior to 2004 refer to community libraries

Recommended Satisfaction Measure For Reporting Purposes:

Total District = 84%

Users/Visitors = 97%

xiv. Community Libraries, Other Than The Puke Ariki Library



54% of New Plymouth District residents are satisfied with the District's community libraries, excluding Puke Ariki library (51% in 2014), with 38% being very satisfied (32% in 2014).

A significant percentage (45%) are unable to comment (50% in 2014). This is probably due to only 37% of households saying they have used/visited a community library (other than Puke Ariki) in the last 12 months (32% in 2014).

The percent not very satisfied (1%) is similar to the Peer Group and National Average readings for libraries, and the 2014 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 %
Overall					
Total District 2015	38	16	54	1	45
2014 [†]	32	19	51	-	50
2013	39	16	55	-	45
2012	38	21	59	-	41
2011	37	18	55	-	45
2010	34	19	53	-	47
2009	37	10	47	-	53
2008	33	20	53	1	46
2007	34	18	52	1	47
2006	38	13	51	-	49
2005	38	21	59	1	40
2004*	37	10	47	1	52
2003	61	22	83	3	14
2000	55	33	88	5	7
1999	57	27	84	5	11
Users/Visitors [†]	76	19	95	1	5
Comparison**					
Peer Group (Provincial)	64	21	85	2	13
National Average	69	21	90	2	8
Area					
New Plymouth	32	11	43	1	56
Inglewood	60	23	83	-	17
Clifton	57	23	80	-	20
Kaitake	60	14	74	-	26
Waitara [†]	42	52	94	-	7

% read across

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

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

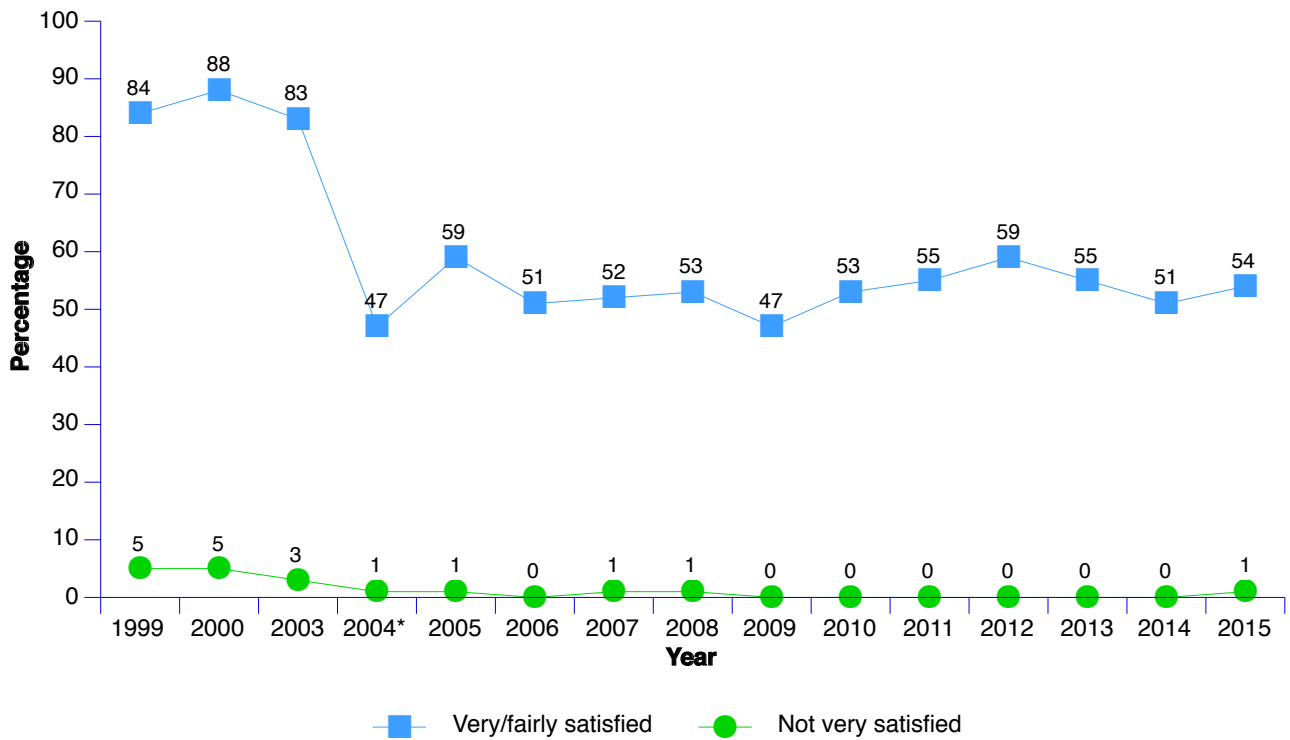
[†] does not add to 100% due to rounding

The reasons* residents are not very satisfied are ...

- need a better selection of books, mentioned by 1% of all residents,
- others, (0.3%).

* multiple responses allowed

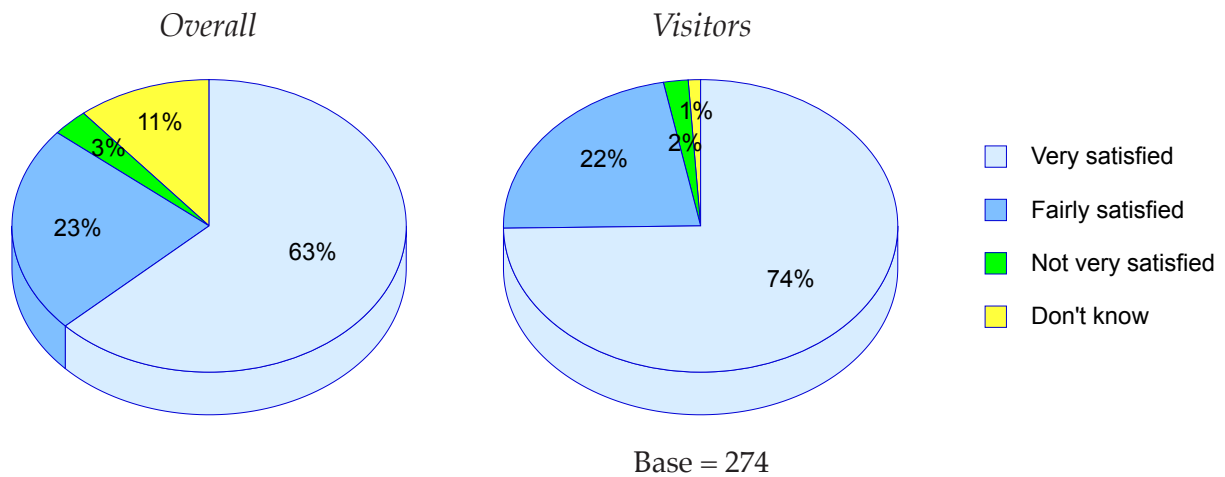
Community Libraries



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

Recommended Satisfaction Measure For Reporting Purposes:
 Total District = 54%
 Users/Visitors = 95%

xv. The Museum At Puke Ariki



86% of residents are satisfied with the Museum at Puke Ariki, including 63% who are very satisfied (70% in 2014). 3% are not very satisfied and 11% are unable to comment.

The percent not very satisfied (3%) is on par with the Peer Group Average and similar to the National Average and the 2014 reading.

75% of households have visited the Museum at Puke Ariki in the last 12 months (70% in 2014). Of these, 96% 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 %
Overall					
Total District 2015	63	23	86	3	11
2014	70	15	85	2	13
2013	69	19	88	2	10
2012 [†]	69	21	90	3	8
2011	60	26	86	3	11
2010	67	22	89	3	8
2009	68	15	83	3	14
2008	61	22	83	3	14
2007	63	21	84	4	12
2006	63	20	83	3	14
2005	55	22	77	5	18
2004	54	15	69	9	22
Visitors [†]	74	22	96	2	1
Comparison					
Peer Group (Provincial)	40	20	60	6	34
National Average	49	23	72	4	24
Area					
New Plymouth	64	23	87	4	9
Inglewood [†]	63	23	86	-	13
Clifton	53	13	66	8	26
Kaitake	70	16	86	-	14
Waitara	45	37	82	-	18

% read across

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

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

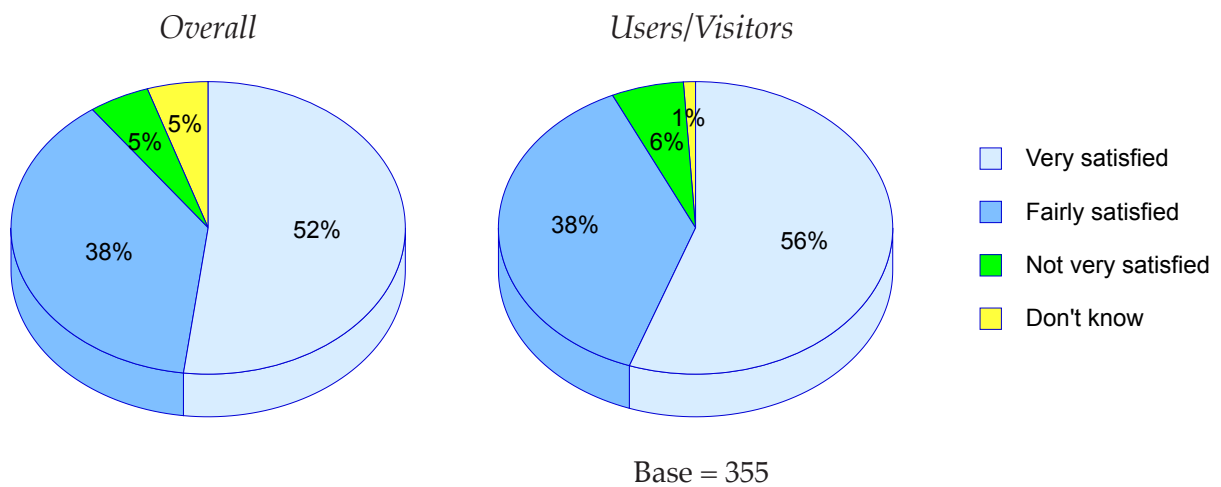
- poor displays/boring/uninteresting, mentioned by 2% of all residents,
- need to change displays more often/something new to look at, 1%.

* multiple responses allowed



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

xvi. The Airport



90% of New Plymouth residents are satisfied with the airport, including 52% who are very satisfied (49% in 2014), while 5% 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 2014 result.

89% of residents say they, or a member of their household, have used or visited the airport in the last 12 months. Of these users / visitors 94% are satisfied and 6% not very satisfied.

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

Satisfaction With The Airport

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall					
Total District 2015	52	38	90	5	5
2014*	49	40	89	6	5
Users/Visitors [†]	56	38	94	6	1
Area					
New Plymouth	52	38	90	6	4
Inglewood	64	26	90	4	6
Clifton	62	32	94	3	3
Kaitake	64	31	95	3	2
Waitara	29	54	83	-	17

% read across

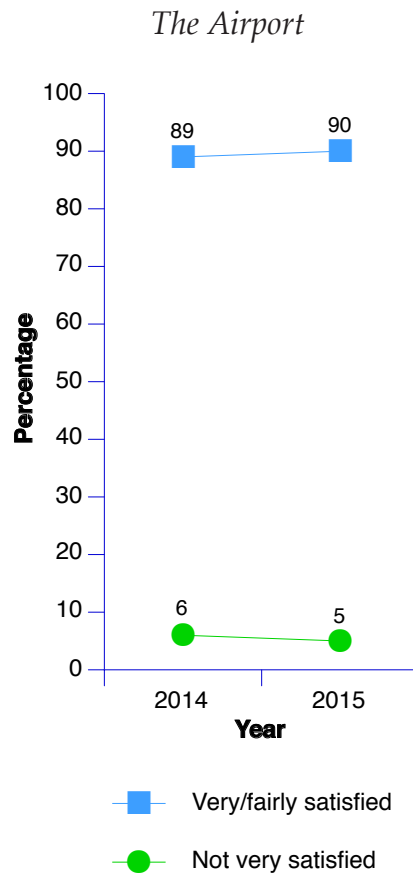
* not asked prior to 2014

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

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

- need upgrading/ updating/ better facilities/ sealing, mentioned by 2% of all residents,
- too small, 2%,
- extend runway/ bigger planes/ international flights, 1%.

* multiple responses allowed

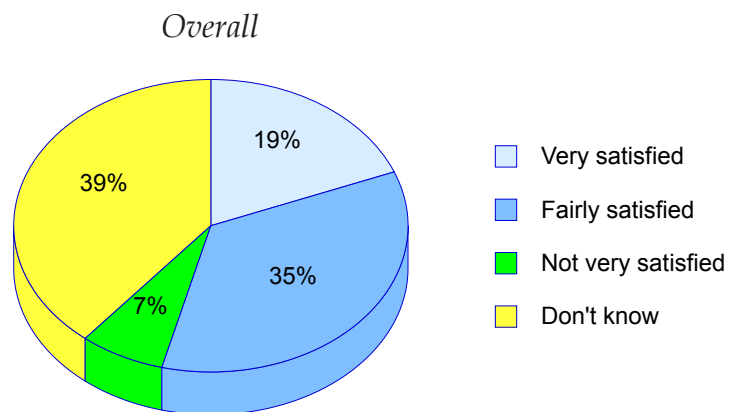


Recommended Satisfaction Measure For Reporting Purposes:

Total District = 90%

Users/Visitors = 94%

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



54% of residents are satisfied with the assistance Council gives to the community (61% in 2014), while 7% are not very satisfied (3% in 2014). 39% are unable to comment (35% in 2014).

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

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

Satisfaction With Assistance Council Gives To The Community

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall					
Total District 2015	19	35	54	7	39
2014 [†]	22	39	61	3	35
2013	32	36	68	6	26
2012	26	41	67	4	29
2011	26	46	72	4	24
2010	28	41	69	5	26
2009	37	31	68	3	29
2008	23	44	67	5	28
2007	29	43	72	3	25
2006	30	40	70	4	26
2005	29	42	71	5	24
2004	29	37	66	6	28
Comparison					
Peer Group (Provincial)	23	42	65	6	29
National Average	18	40	58	8	34
Area					
New Plymouth	19	35	54	8	38
Inglewood	25	31	56	-	44
Clifton	19	34	53	9	38
Kaitake	28	27	55	5	40
Waitara	9	46	55	3	42

% read across

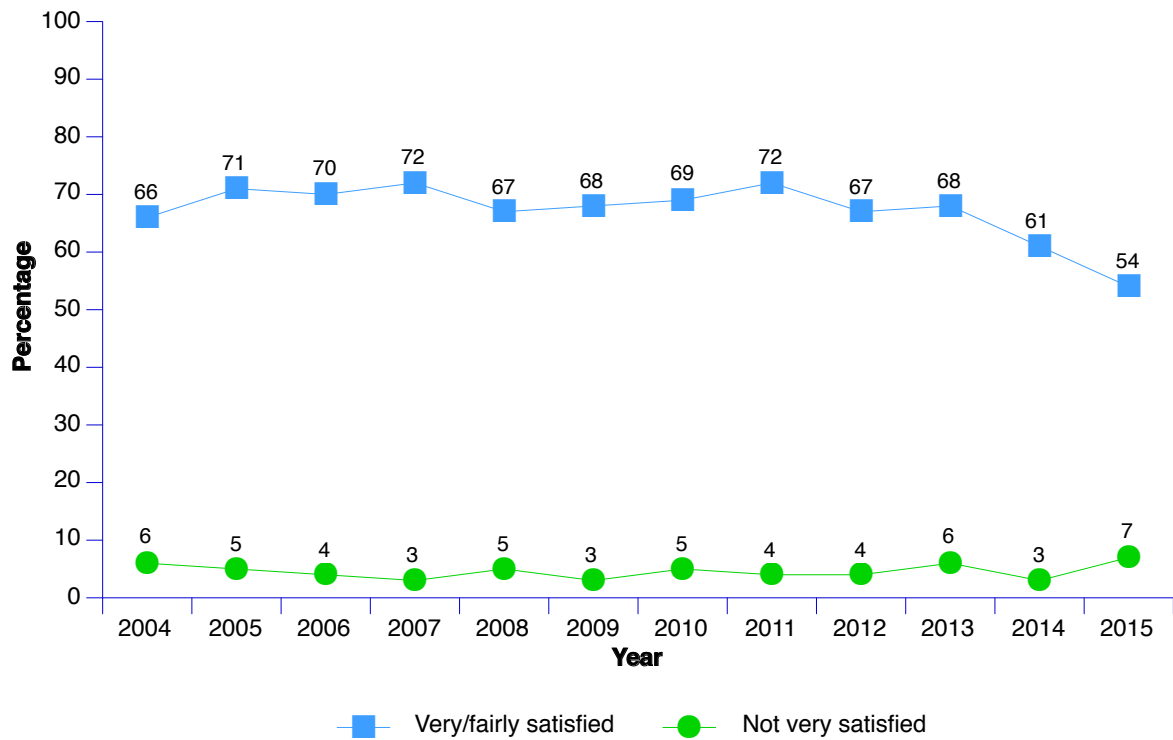
[†] does not add to 100% due to rounding

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

- not Council's job / give out too much ratepayers' money, mentioned by 3% of all residents,
- none given / minimal support / funding given, 2%.

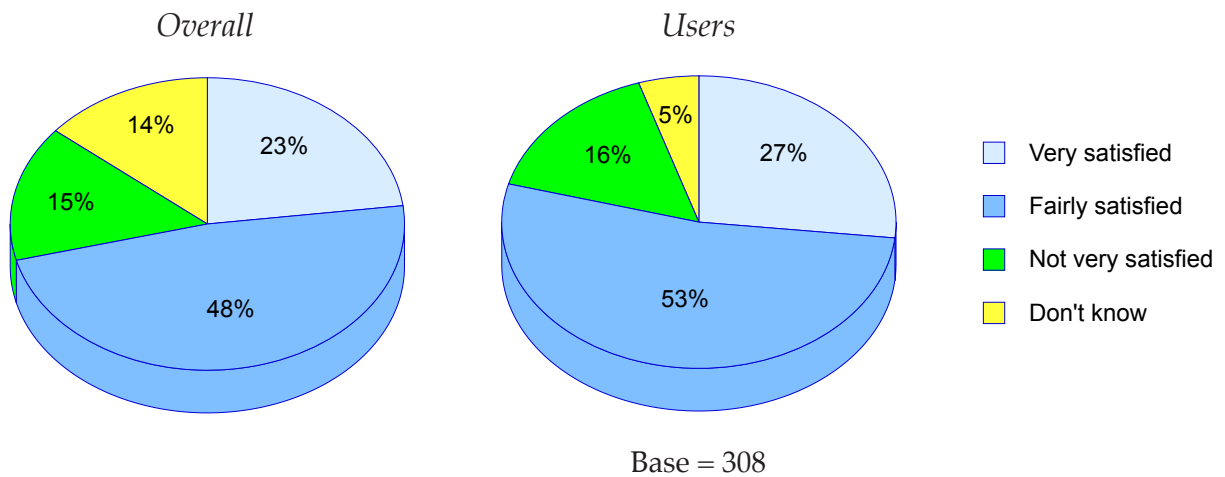
* multiple responses allowed

Assistance Council Gives To The Community



Recommended Satisfaction Measure For Reporting Purposes:
Total District = 54%

xviii. Quality Of Public Toilets



71% of New Plymouth residents are satisfied with the quality of the District's toilets (68% in 2014), while 15% are not very satisfied. 14% are unable to comment (17% in 2014).

The percent not very satisfied is on par with the Peer Group and National Averages for public toilets in general, and similar to the 2014 reading.

80% of households have used a public toilet in the last 12 months. Of these, 80% are satisfied and 16% not very satisfied.

Women are more likely to be not very satisfied with the quality of public toilets, than men.

Satisfaction With The Quality Of Public Toilets

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall					
Total District	23	48	71	15	14
2015	23	48	71	15	14
2014	25	43	68	15	17
2013	25	44	69	16	15
2012 [†]	19	55	74	14	13
2011	21	48	69	18	13
2010	17	49	66	18	16
2009	20	39	59	15	26
2008	12	43	55	23	22
2007	15	45	60	24	16
2006*	22	47	69	13	18
2005	22	44	66	21	13
2004	16	40	56	30	14
2003	18	41	59	19	22
Users [†]	27	53	80	16	5
Comparison*					
Peer Group (Provincial)	24	46	70	18	12
National Average	22	44	66	19	15
Area					
New Plymouth	23	46	69	15	16
Inglewood	43	41	84	11	5
Clifton	17	55	72	16	12
Kaitake	26	54	80	14	6
Waitara [†]	12	59	71	14	16
Gender					
Male	24	49	73	9	18
Female [†]	23	47	70	20	11

% read across

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

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

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

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

Summary Table:

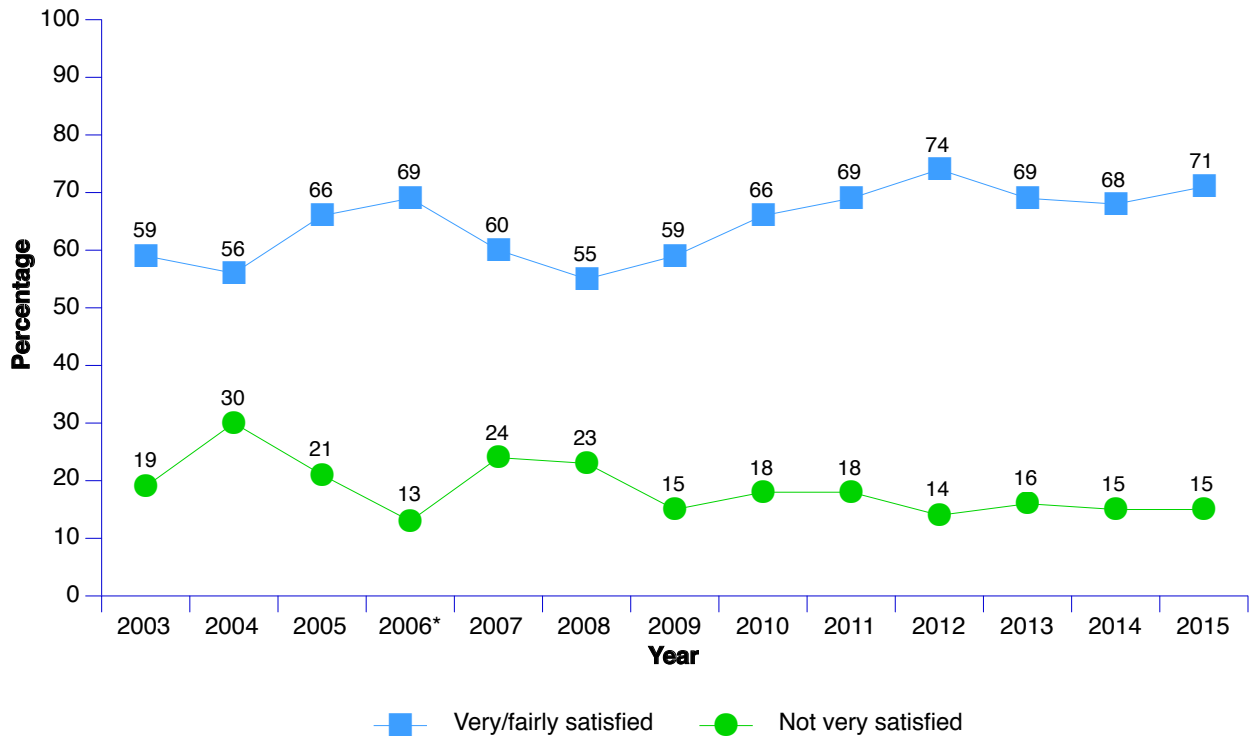
Main Reasons* For Being Not Very Satisfied With The Quality Of Public Toilets

	Total District 2015 %	Area				
		New Plymouth %	Inglewood %	Clifton %	Kaitake %	Waitara %
Percent Who Mention ...						
Dirty / disgusting / smelly toilets / need cleaning	8	9	3	12	3	10
No toilets / not enough toilets / need more	4	4	5	-	11	6
In poor condition / need upgrading / improving / better upkeep	4	3	8	4	6	-

* multiple responses allowed

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

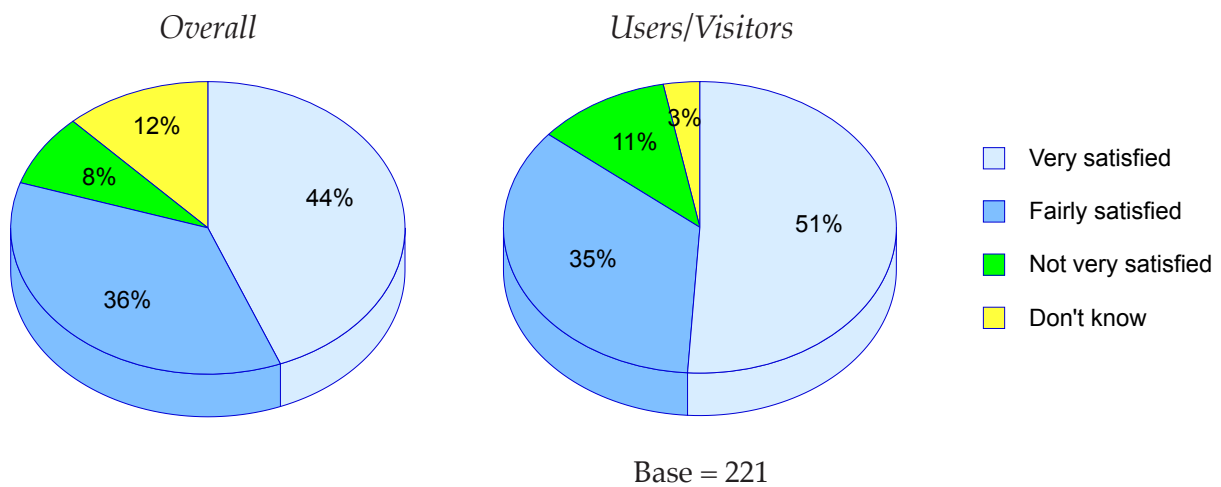
Quality Of Public Toilets



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

Recommended Satisfaction Measure For Reporting Purposes:
 Total District = 71%
 Users = 80%

xix. Public Swimming Pools



80% of New Plymouth residents are satisfied with the District's public swimming pools, including 44% who are very satisfied (48% in 2014). 8% are not very satisfied and 12% are unable to comment.

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

61% of households have used or visited a public swimming pool in the last 12 months. Of these users/visitors, 86% are satisfied (94% in 2014) and 11% are not very satisfied (6% in 2014).

There are no notable differences between Areas and between socio-economic groups in terms of those residents not very satisfied with public swimming pools. However, it appears that non-ratepayers are slightly more likely to feel this way, than ratepayers.

Satisfaction With Public Swimming Pools

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall					
Total District					
2015	44	36	80	8	12
2014	48	32	80	6	14
2013 [†]	56	28	84	4	11
2012 [†]	53	31	84	4	13
2011	49	32	81	6	13
2010	57	30	87	3	10
2009	54	23	77	2	21
2008	44	37	81	5	14
2007	48	29	77	8	15
2006	48	33	81	8	11
2005	49	32	81	3	16
2004	57	20	77	4	19
2003	53	29	82	2	16
Users/Visitors	51	35	86	11	3
Comparison					
Peer Group (Provincial) [†]	40	29	69	12	20
National Average	38	31	69	10	21
Area					
New Plymouth [†]	46	36	82	8	11
Inglewood [†]	47	30	77	13	11
Clifton	49	25	74	3	23
Kaitake	41	38	79	9	12
Waitara	29	47	76	11	13
Ratepayers?					
Ratepayer	45	36	81	7	12
Non-ratepayer	39	32	71	18	11

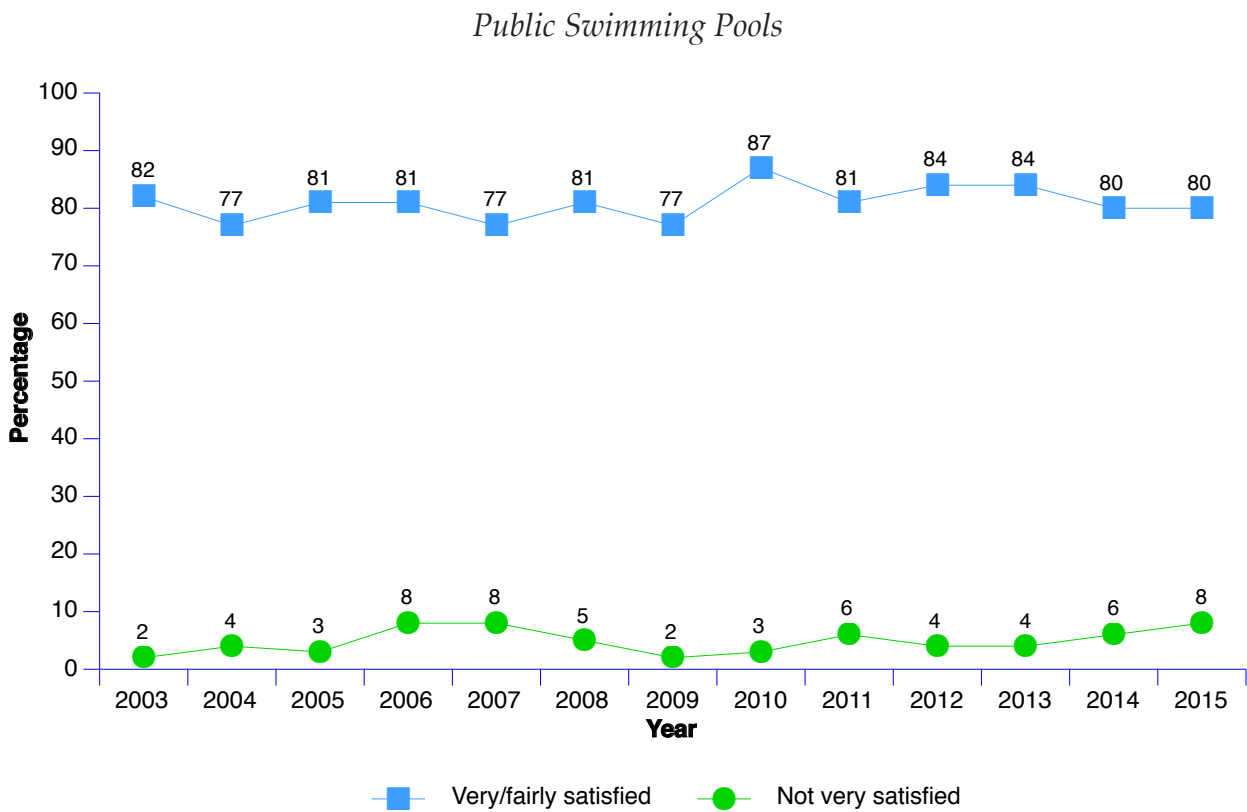
% read across

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

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

- new rule / ratio of one adult per child unrealistic, mentioned by 1% of all residents,
- closed for maintenance, 1%,
- need upgrading / improvements, 1%,
- need longer opening hours, 1%,
- too expensive / should be free entry, 1%,
- none here / need a pool here, 1%,
- should run free swimming lessons for children, 1%.

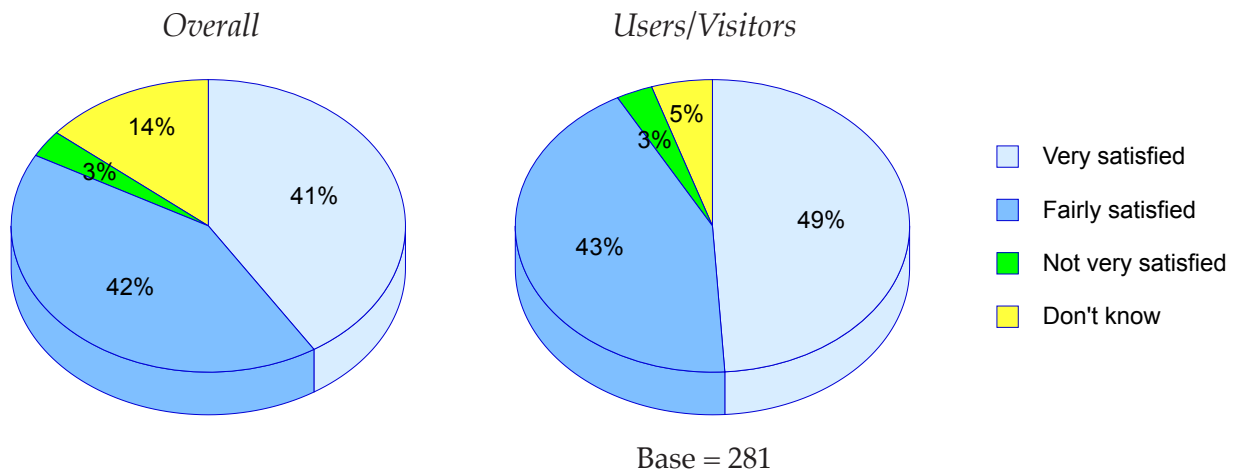
* multiple responses allowed



Recommended Satisfaction Measure For Reporting Purposes:

Total District	=	80%
Users/Visitors	=	86%

xx. The Quality Of District's Sportsfields



83% of residents are satisfied with the quality of sportsfields, including 41% who are very satisfied (50% in 2014). 14% are unable to comment.

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

73% of households have used or visited a sportsfield in the last 12 months, with 92% being satisfied (88% in 2014) and 3% not very satisfied.

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

Satisfaction With The Quality Of The District's Sportsfields

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall					
Total District 2015	41	42	83	3	14
2014	50	31	81	4	15
2013*	49	32	81	4	15
2012	55	37	92	2	6
2011 [†]	53	36	89	4	6
2010	59	32	91	4	5
2009	57	26	83	4	13
2008	51	39	90	2	8
2007	52	34	86	6	8
2006*	58	31	89	4	7
2005	54	36	90	3	7
2004	59	27	86	3	11
2003	60	32	92	2	6
Users/Visitors	49	43	92	3	5
Comparison*					
Peer Group (Provincial)	58	31	89	4	7
National Average	54	34	88	4	8
Area					
New Plymouth	42	39	81	3	16
Inglewood	38	53	91	5	4
Clifton	48	40	88	-	12
Kaitake	48	44	92	-	8
Waitara	29	49	78	6	16

% read across

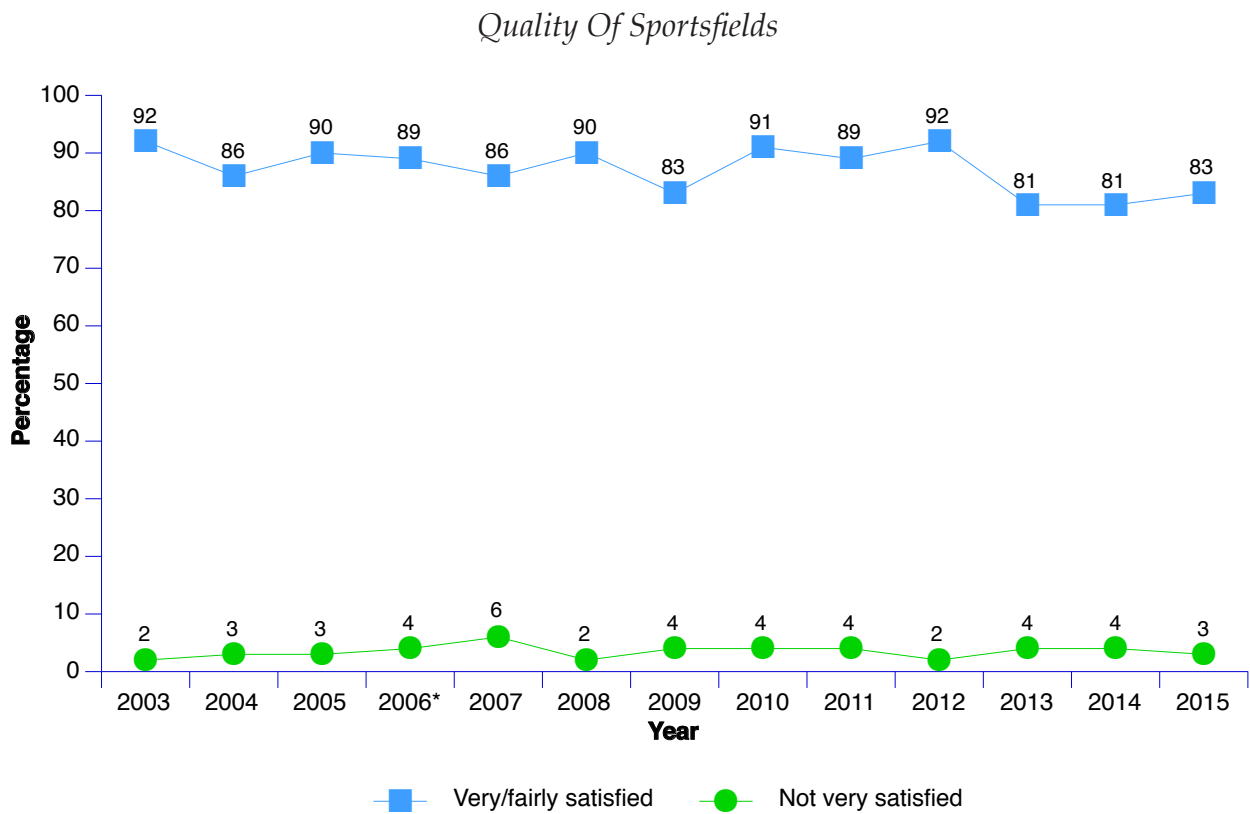
* 2006-2012 readings refer to the quality of sportsparks **and** playgrounds while readings prior to 2006 and Peer Group and National Averages refer to ratings for sportsfields and playgrounds

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

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

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

* multiple responses allowed



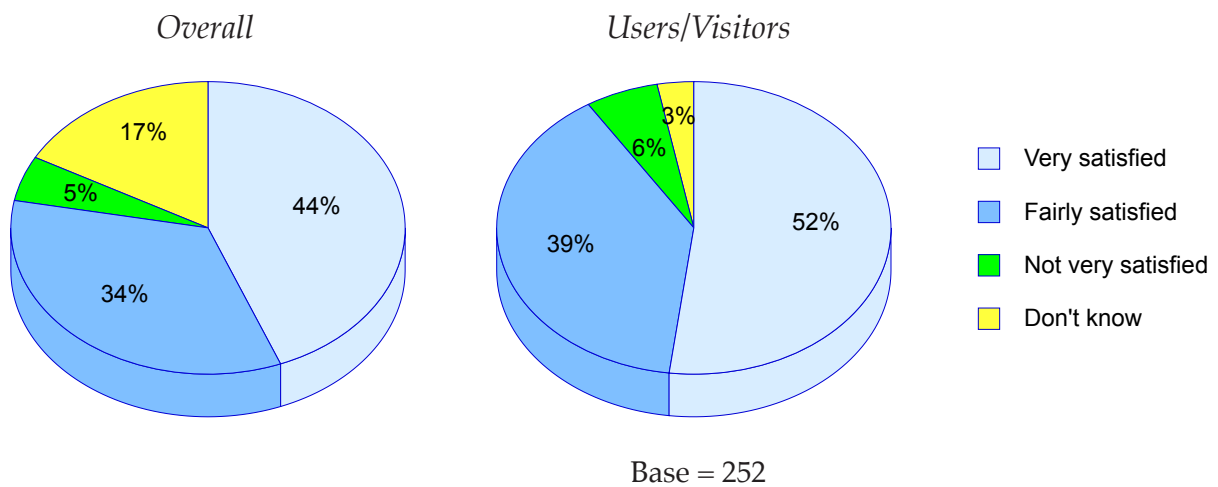
* readings prior to 2006 refer to ratings for sportsfields and playgrounds, while 2006-2012 readings refer to the quality of sportsparks and playgrounds

Recommended Satisfaction Measure For Reporting Purposes:

Total District = 83%

Users/Visitors = 92%

xxi. The Quality Of The District's Playgrounds



78% of residents are satisfied with the quality of the District's playgrounds (82% in 2014), including 44% who are very satisfied (49% in 2014). 17% are unable to comment (13% in 2014).

The percent not very satisfied (5%) is similar to the Peer Group and National Averages for sportsfields and playgrounds, and the 2014 reading.

68% of households have used or visited a playground in the last 12 months, with 91% being satisfied and 6% not very satisfied.

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

Satisfaction With The Quality Of The District's Playgrounds

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall					
Total District 2015	44	34	78	5	17
2014	49	33	82	5	13
2013 [†]	54	33	87	2	12
Users/Visitors	52	39	91	6	3
Comparison*					
Peer Group (Provincial)	58	31	89	4	7
National Average	54	34	88	4	8
Area					
New Plymouth	44	35	79	4	16
Inglewood	45	34	79	11	10
Clifton	60	19	79	3	18
Kaitake	46	25	71	6	23
Waitara	25	45	70	7	23

% read across

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

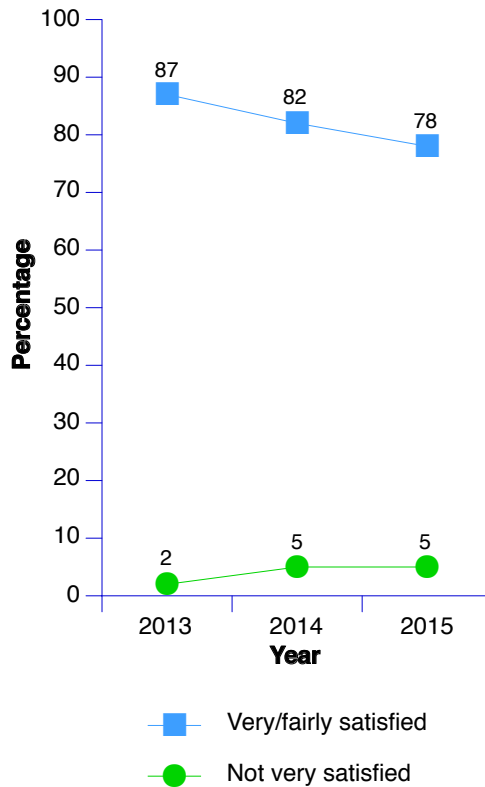
[†] does not add to 100% due to rounding

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

- need an upgrade/improvements, mentioned by 2% of all residents,
- rundown/need more maintenance/cleaning, 2%,
- boring/need more variety, 1%,
- not enough/need more, 1%.

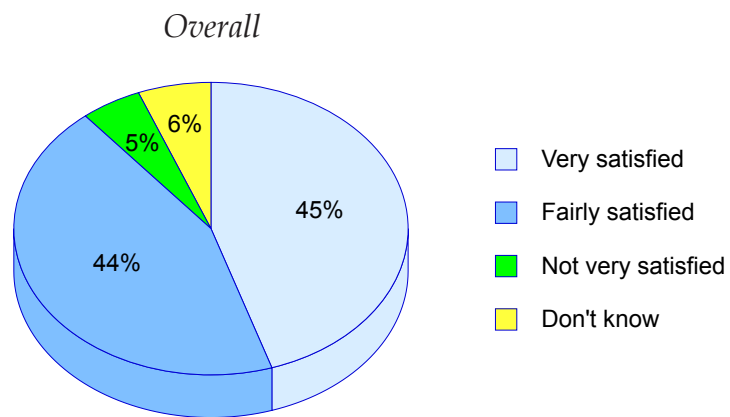
* multiple responses allowed

Quality Of The District's Playgrounds



Recommended Satisfaction Measure For Reporting Purposes:
 Total District = 78%
 Users/Visitors = 91%

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



89% of residents are satisfied that the quality of the New Plymouth District living environment is being maintained, including 45% who are very satisfied (40% in 2014). 5% are not very satisfied and 6% are unable to comment.

There are no comparative Peer Group and National Averages for this reading, however the 2014 not very satisfied reading is similar to last year's result.

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

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

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall					
Total District 2015	45	44	89	5	6
2014	40	50	90	5	5
2013	48	44	92	3	5
2012	43	48	91	3	6
2011	42	51	93	3	4
2010	42	50	92	3	5
2009	61	34	95	2	3
2008	39	48	87	9	4
2007	45	46	91	4	5
2006	48	43	91	3	6
2005	49	43	92	3	5
2004	47	44	91	3	6
Area					
New Plymouth	48	40	88	5	7
Inglewood	48	50	98	-	2
Clifton [†]	23	60	83	9	7
Kaitake	44	47	91	9	-
Waitara [†]	35	56	91	1	7

% read across

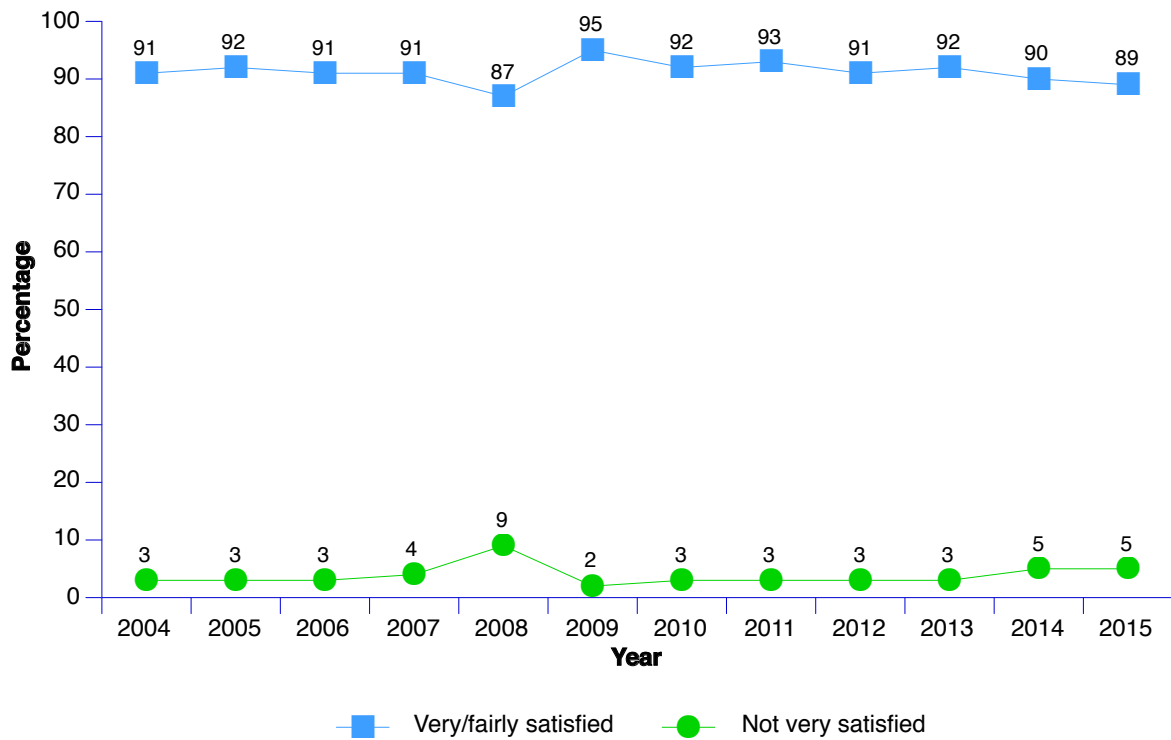
[†] does not add to 100% due to rounding

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

- more maintenance/needs to be cleaner/tidier, mentioned by 2% of all residents,
- specified services/facilities needing improvement, 1%,
- Council spending/charges, 1%,
- need more consultation/listen to people, 1%,
- more control on building, 1%.

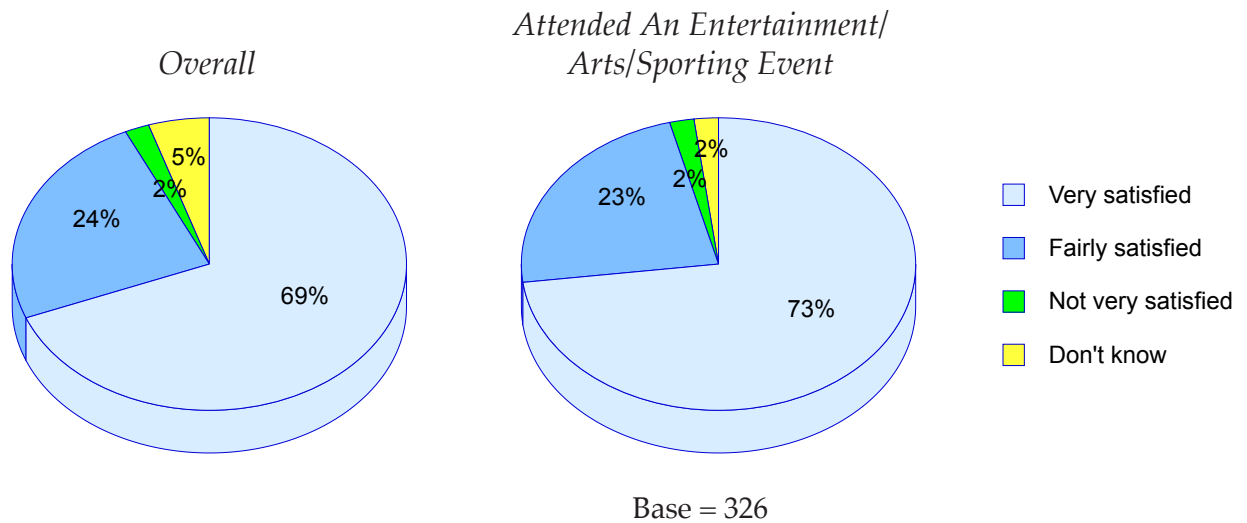
* multiple responses allowed

Quality Of The New Plymouth Living Environment Being Maintained



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

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



93% of New Plymouth District residents are satisfied with the quality of the venues for entertainment, cultural and sporting events in the District, with 69% being very satisfied, while 2% are not very satisfied. These readings are similar to the 2014 results.

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

85% of households have attended an entertainment, arts and/or a sporting event at TSB Showplace, TSB Stadium, Bowl of Brooklands and/or Yarrow Stadium (80% in 2014). Of these, 96% are satisfied and 2% not very satisfied.

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

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

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall					
Total District 2015	69	24	93	2	5
2014	68	25	93	3	4
2013	67	28	95	2	3
2012*	68	26	94	3	3
2011	73	22	95	2	3
2010	78	15	93	3	4
2009	74	16	90	5	5
2008	71	23	94	2	4
2007	63	28	91	3	6
2006	69	23	92	4	4
2005**	72	22	94	3	3
Attended an Entertainment / Arts / Sporting Event at TSB Showplace, TSB Stadium, Bowl of Brooklands and / or Yarrow Stadium	73	23	96	2	2
Area					
New Plymouth [†]	67	25	92	2	5
Inglewood [†]	80	15	95	-	4
Clifton	70	26	96	-	4
Kaitake	87	24	100	-	-
Waitara	69	18	87	-	13

% read across

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

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

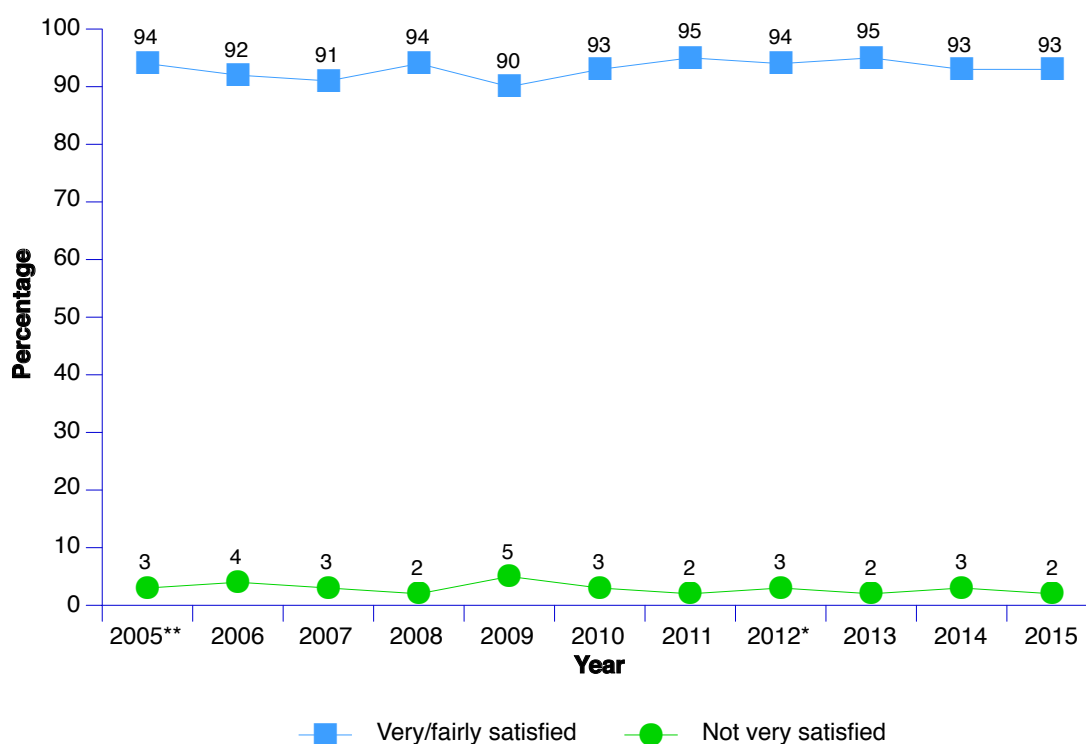
[†] does not add to 100% due to rounding

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

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

* multiple responses allowed

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

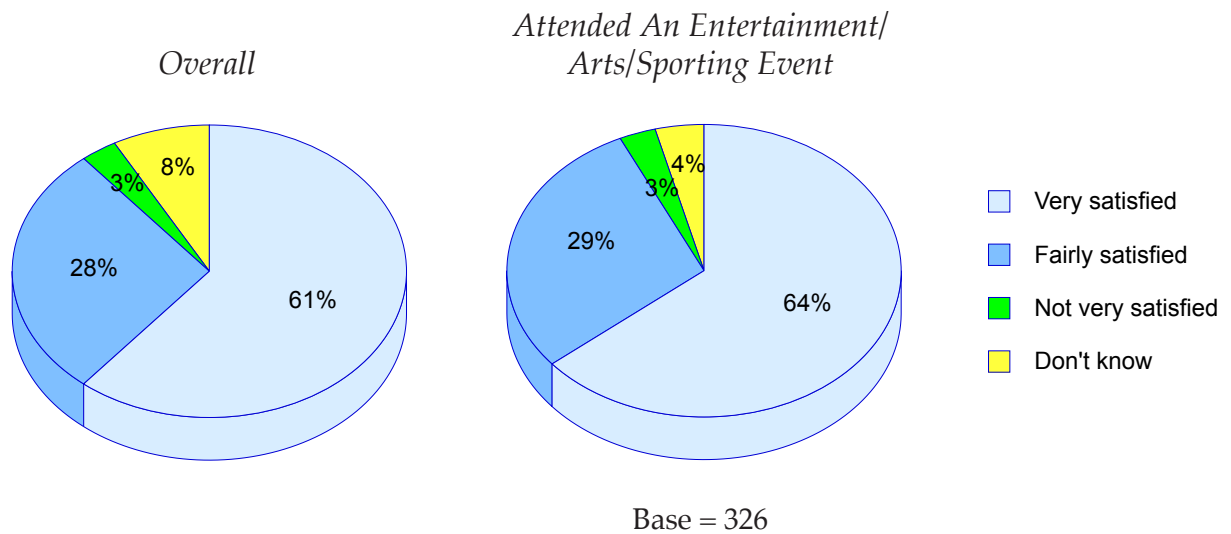


* 2006 - 2011 readings refer to ratings for the quality of entertainment, cultural and sporting events in the District **and** the venues they are held in. In 2012 these were asked separately.

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

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

xxiv. The Quality Of Entertainment, Cultural And Sporting Events



89% of New Plymouth District residents are satisfied with the quality of entertainment, cultural and sporting events in the District, with 61% being very satisfied (54% in 2014), while 3% 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 2014 result.

Of those households who have attended an event, 93% are satisfied and 3% not very satisfied.

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

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

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall					
Total District 2015	61	28	89	3	8
2014 [†]	54	33	87	5	7
2013	50	35	85	9	6
2012**	52	38	90	5	4
2011	73	22	95	2	3
2010	78	15	93	3	4
2009	74	16	90	5	5
2008	71	23	94	2	4
2007	63	28	91	3	6
2006	69	23	92	4	4
2005**	72	22	94	3	3
Attended an Entertainment / Arts / Sporting Event at TSB Showplace, TSB Stadium, Bowl of Brooklands and/or Yarrow Stadium [†]	64	29	93	3	4
Area					
New Plymouth	58	31	89	4	7
Inglewood [†]	67	25	92	-	7
Clifton	81	10	91	-	9
Kaitake	71	29	100	-	-
Waitara	59	21	80	2	18

% read across

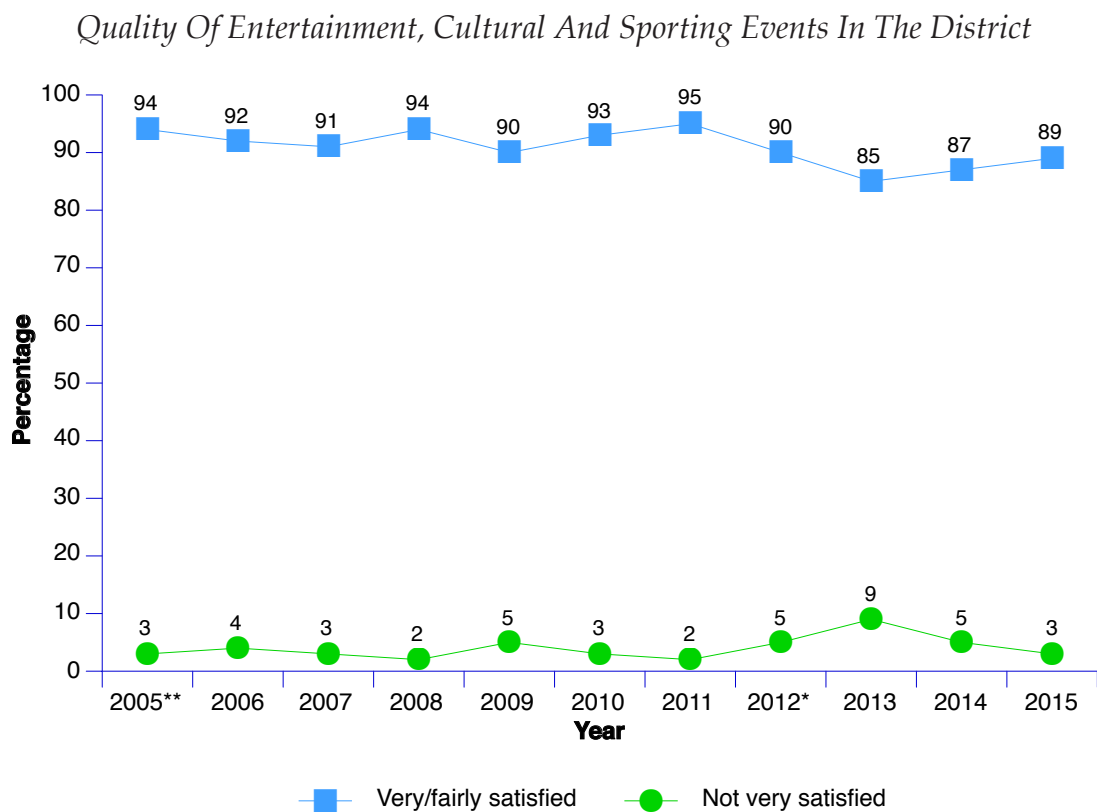
* 2006 - 2011 readings refer to ratings for the quality of entertainment, cultural and sporting events in the District **and** the venues they are held in. In 2012 these were asked separately.

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

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

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

- lack of variety of events/ not available for all age groups, mentioned by 1% of all residents,
- not enough/ need more, 1%,
- lost some events/ not getting events we used to get, 1%.

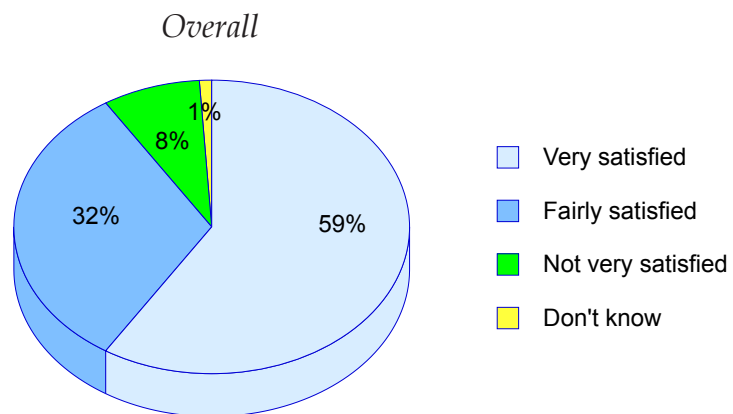


* 2006 - 2011 readings refer to ratings for the quality of entertainment, cultural and sporting events in the District **and** the venues they are held in. In 2012 these were asked separately.

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

Recommended Satisfaction Measure For Reporting Purposes:	
Total District	= 89%
Attended an Entertainment/ Arts/Sporting Event	= 93%

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



91% of New Plymouth District residents are satisfied with the maintenance and presentation of urban landscapes and streets, particularly flowerbeds and displays (94% in 2014), with 59% being very satisfied (67% in 2014). 8% are not very satisfied (5% in 2014).

There are no comparative Peer Group and National Averages for this reading, however, the not very satisfied reading is on par with the 2014 result.

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

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

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall*					
Total District 2015	59	32	91	8	1
2014 [†]	67	27	94	5	2
2013	75	22	97	2	1
2012 [†]	68	28	96	3	2
2011	61	34	95	4	1
2010	69	27	96	3	1
2009	70	22	92	5	3
2008	67	25	92	7	1
2007	69	28	97	3	-
2006	70	24	94	5	1
Area					
New Plymouth	59	32	91	8	1
Inglewood	68	29	97	-	3
Clifton	73	19	92	2	6
Kaitake	64	22	86	14	-
Waitara	42	50	92	6	2

% read across

* not asked prior to 2006

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

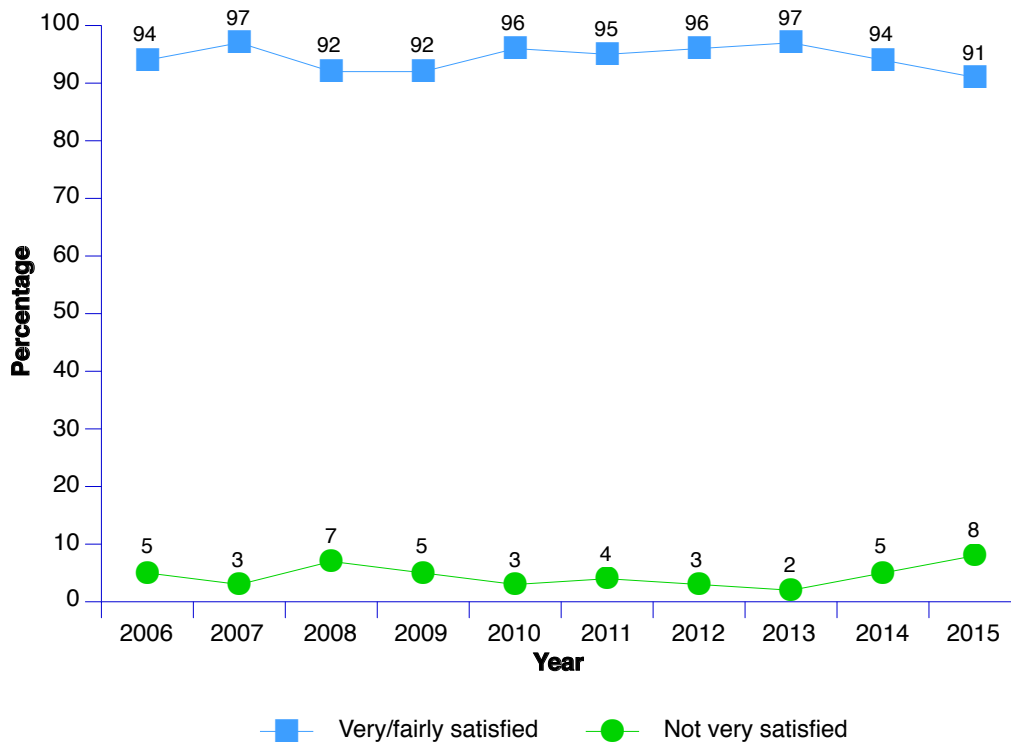
The main reasons* residents are not very satisfied with the maintenance and presentation of urban landscapes and streets, particularly flowerbeds and displays are ...

- need a tidy up/overgrown/have cut back on spending, mentioned by 4% of all residents,
- improvements needed/boring/need more colour, 3%.

* multiple responses allowed

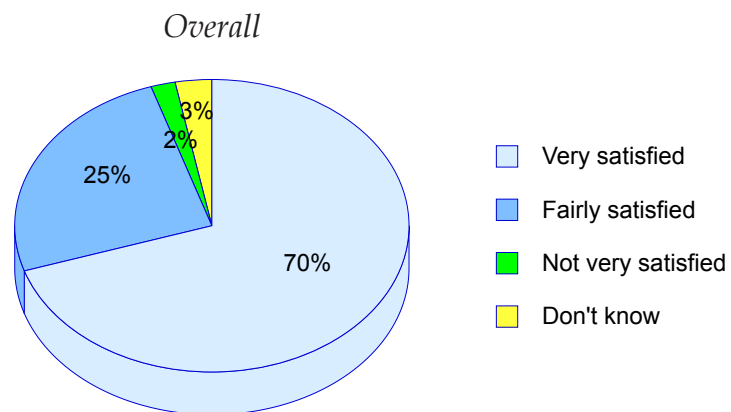
NB: no other reason is mentioned by more than 1% of all residents

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



Recommended Satisfaction Measure For Reporting Purposes:
Total District = 91%

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



95% of New Plymouth District residents are satisfied with access to the natural environment, including the rivers, lakes, the mountain and the coast, with 74% being very satisfied (66% in 2014). 2% are not very satisfied and 3% are unable to comment.

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

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

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

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall*					
Total District 2015	70	25	95	2	3
2014	66	29	95	2	3
2013	68	28	96	2	2
2012	67	29	96	2	2
2011	61	34	95	2	3
2010	66	31	97	2	1
2009	70	25	95	1	4
2008	58	37	95	3	2
2007	56	38	94	3	3
2006	60	32	92	5	3
Area					
New Plymouth	71	24	95	2	3
Inglewood	79	18	97	-	3
Clifton	80	18	98	-	2
Kaitake	75	22	97	-	3
Waitara [†]	48	46	94	2	3

% read across

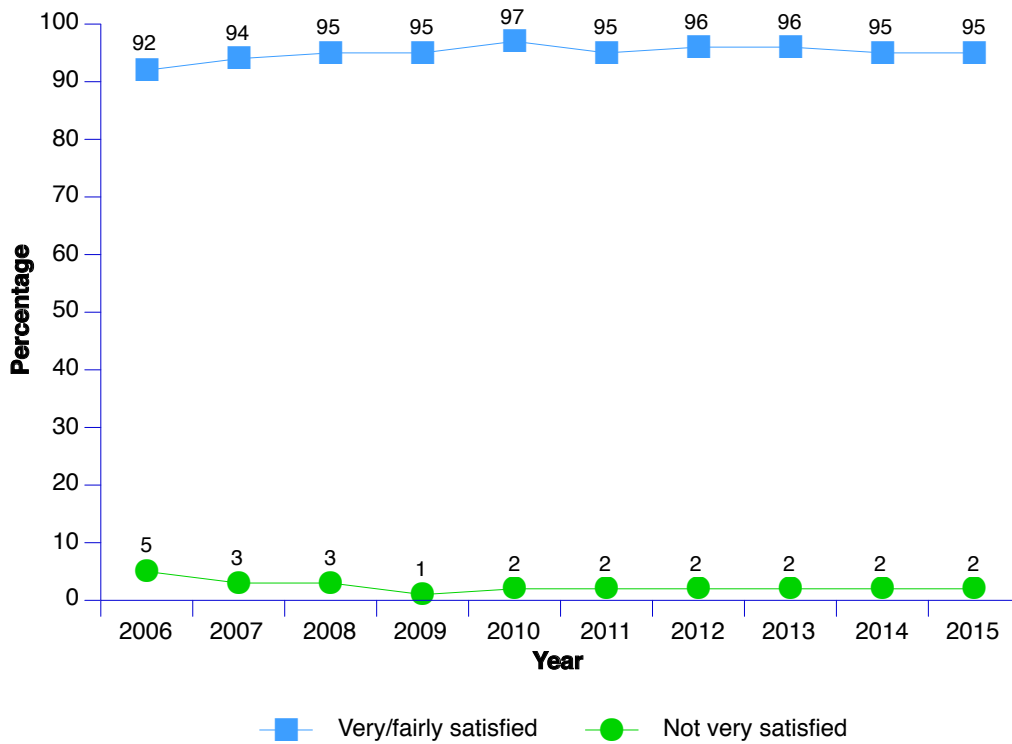
* not asked prior to 2006

[†] 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 ...

- concerns other than access, mentioned by 1% of all residents,
- others, 1%.

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



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

B. SPEND EMPHASIS ON SERVICES/FACILITIES

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

(Please refer to page 114).

Summary Table: Spend Emphasis For Services/Facilities

	More %	About the same %	Less %	Don't Know %
Percent Who Mention ...				
Availability of car parking in the District	30	65	4	1
Rubbish collection and disposal [†]	28	67	1	3
Quality of roads overall	25	73	2	-
Quality of public toilets	25	66	1	8
Airport	24	70	2	4
Quality and safety of footpaths [†]	23	74	2	2
Ability to drive around the District quickly, easily and safely [†]	23	73	3	2
The quality of entertainment, cultural and sporting events in the District	21	69	7	3
Quality and safety of cycleways	18	68	4	10
Community assistance	17	61	5	17
Quality of parks and reserves, including the Coastal Walkway and Pukekura Park	16	82	2	-
Public swimming pools [†]	15	75	3	6
District planning and control of building consents or subdivisions and development [†]	15	64	7	15
Water supply	14	78	1	7
Quality of playgrounds	14	77	2	7
The quality of the venues for entertainment, cultural and sporting events in the District	13	79	5	3
The maintenance and presentation of urban landscapes and streets, particularly flowerbeds and displays	11	84	5	-
Access to the natural environment, including the rivers, lakes, the mountain and the coast	9	87	2	2
Quality of sportsfields	8	84	2	6
Stormwater services excluding flood protection	8	83	1	8
Library at Puke Ariki	8	80	3	9
Community Libraries, other than Puke Ariki	8	68	2	22
Sewerage system	7	81	1	11
Museum at Puke Ariki	6	81	6	7
Animal control	5	84	4	7
Flood protection	5	77	2	16
I-Site at Puke Ariki	1	82	4	13

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

C. SPEND MORE COMPARISON

	2015 %	2014 %	2013 %	2012 %	2011 %
Availability of car parking in the District	30	29	33	34	39
Rubbish collection and disposal	28	27	22	22	24
Quality of roads overall	25	27	31	29	31
Quality of public toilets	25	31	31	29	34
Airport	24	29	NA	NA	NA
Quality and safety of footpaths	23	28	30	22	27
Ability to drive around the District quickly, easily and safely	23	27	26	25	27
The quality of entertainment, cultural and sporting events in the District [†]	21	19	26	22	14
Quality and safety of cycleways	18	21	21	20	29
Community assistance	17	16	19	13	18
Quality of parks and reserves, including the Coastal Walkway and Pukekura Park	16	15	15	14	19
Public swimming pools	15	13	16	10	11
District planning and control of building consents or subdivisions and development	15	14	20	12	16
Water supply	14	10	10	7	10
Quality of playgrounds	14	12	12	NA	NA
The quality of the venues for entertainment, cultural and sporting events in the District	13	12	16	14	NA
The maintenance and presentation of urban landscapes and streets, particularly flowerbeds and displays	11	6	8	6	7
Access to the natural environment, including the rivers, lakes, the mountain and the coast	9	9	11	11	13
Community Libraries, other than Puke Ariki	8	6	11	7	10
Library at Puke Ariki	8	7	7	7	7
Stormwater services excluding flood protection*	8	10	12	13	11
Quality of sportsfields ^{††}	8	10	11	12	13
Sewerage system	7	8	13	10	17
Museum at Puke Ariki	6	5	5	5	5
Animal control	5	10	12	12	11
Flood protection	5	8	8	NA	NA
I-Site Centre at Puke Ariki	1	2	2	2	3

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

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

* readings prior to 2013 didn't exclude flood protection

NA: not asked

Summary Table: Top 7 'Spend More' By Area

	Total District 2015 %	Area				
		New Plymouth %	Inglewood %	Clifton %	Kaitake %	Waitara %
Percent Who Mention ...						
Availability of car parking in the District	30	29	34	31	21	36
Rubbish collection and disposal	28	30	27	21	23	24
Quality of roads overall	25	22	36	28	28	36
Quality of public toilets	25	22	25	39	27	38
Airport	24	25	14	28	8	33
Quality and safety of footpaths	23	24	12	35	12	33
Ability to drive around the District quickly, easily and safely	23	22	19	28	25	28



3. COUNCIL POLICY AND DIRECTION

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

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

- has done well,
- could have done better.

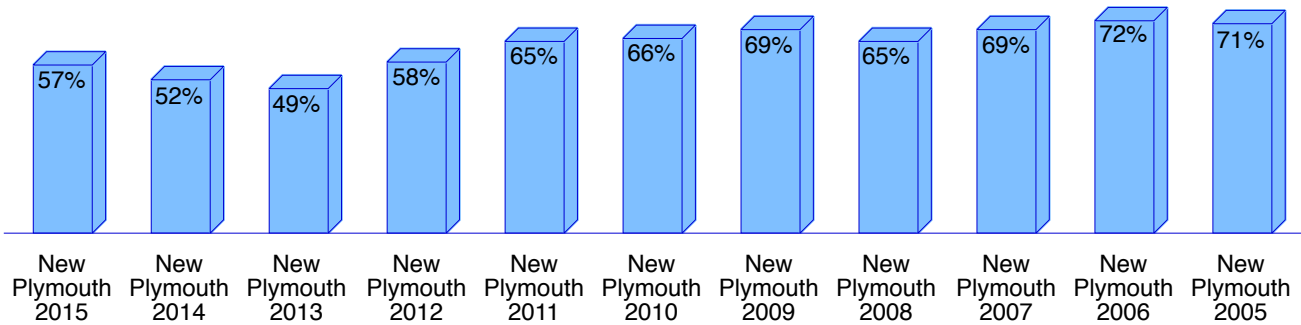
A. RECENT THINGS COUNCIL HAS DONE WELL

Overall, 57% of New Plymouth District residents say there is something that, in their opinion, Council has done well in the past year (52% in 2014).

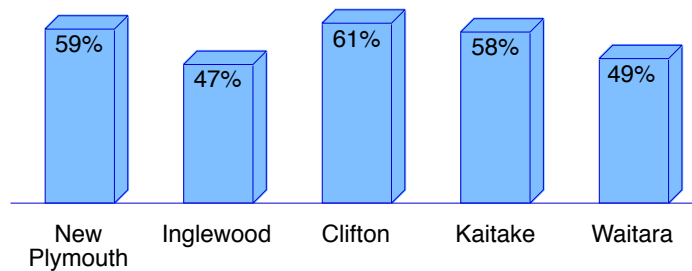
Residents **more** likely to say "Yes" are ...

- residents aged 18 to 44 years,
- residents who live in a three or more person household,
- shorter term residents, those residing in the District 10 years or less.

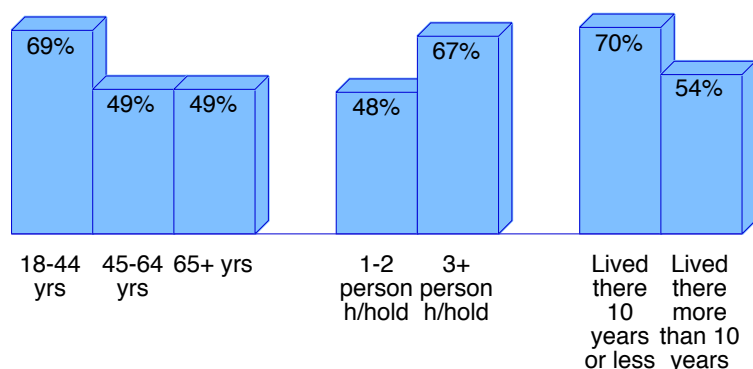
Percent Saying 'Yes' - Comparison



Percent Saying 'Yes' - By Area



Percent Saying 'Yes" - Comparing Different Types Of Residents



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

- the Coastal Walkway / extensions to walkway,
- events / concerts / entertainment,
- good parks and reserves / playgrounds / upkeep and improvements,
- roading / traffic / road safety,
- Council does a good job / good communication / information / keep rates down.

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

	Total District 2015 %	Area				
		New Plymouth %	Inglewood %	Clifton %	Kaitake %	Waitara %
Percent Who Mention ...						
The Coastal Walkway / extensions to walkway	17	17	15	21	13	14
Events / concerts / entertainment	13	13	3	6	25	15
Good parks and reserves / playgrounds / upkeep and improvements	6	6	5	7	5	10
Roading / traffic / road safety	6	7	3	6	3	2
Council does a good job / good communication / information [†]	4	5	-	7	3	1

* multiple responses allowed

[†] 3% of residents mention "poor consultation / communication / info / don't listen" as something Council could have done better

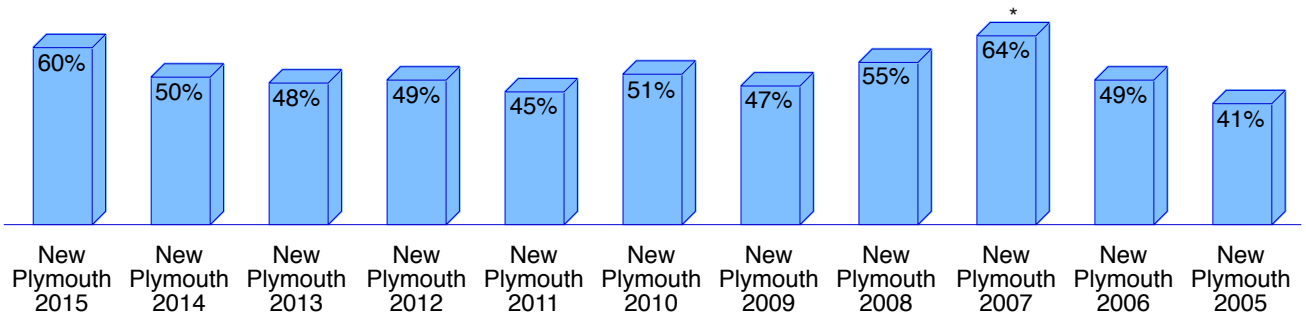
B. RECENT THINGS COUNCIL COULD HAVE DONE BETTER

Overall, 60% of New Plymouth District residents say there is something in their opinion, that Council could have done better in the last year (50% in 2014).

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

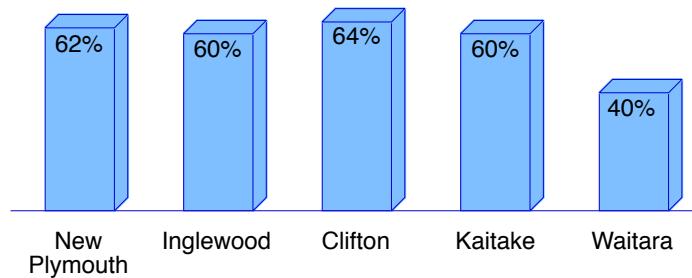
- all Area residents, except Waitara Area residents,
- residents aged 45 to 64 years,
- residents with an annual household income of \$30,000 or more,
- residents who live in a three or more person household,
- ratepayers.

Percent Saying 'Yes' - Comparison

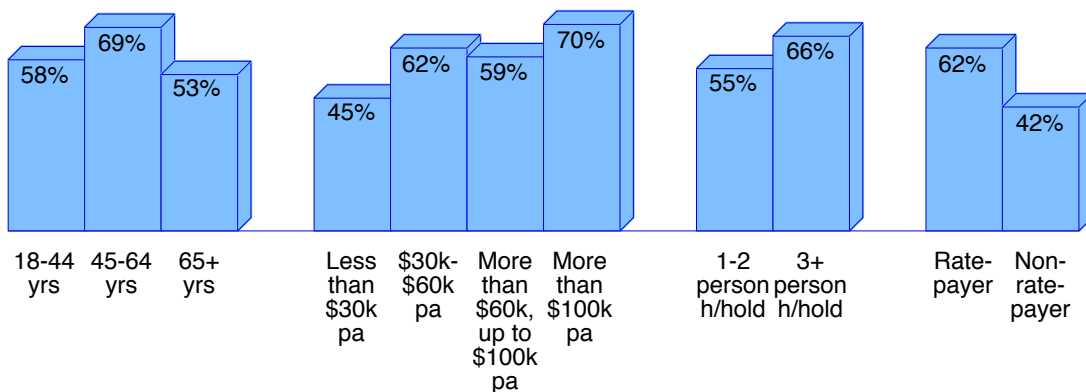


* prior to 2007, readings refer to the percentage of residents who felt there was something Council had done badly

Percent Saying 'Yes' - By Area



Percent Saying 'Yes' - Comparing Different Types Of Residents



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

- expenditure on the Art Gallery/Len Lye/other artworks,
- improve Council performance, too much bickering,
- Maori Ward issue,
- improvements needed to other specified services,
- condition/maintenance of roads/other roading/traffic/cycling issues,
- expenditure/wasting money/need to control spending/better financial management,
- events/concerts/entertainment.

Summary Table: Main Things* Council Could Have Done Better

	Total District 2015 %	Area				
		New Plymouth %	Inglewood %	Clifton %	Kaitake %	Waitara %
Percent Who Mention ...						
Expenditure on the Art Gallery/ Len Lye/other artworks [†]	13	15	13	4	9	10
Improve Council performance/ too much bickering**	7	8	-	10	5	3
Maori Ward issue [◇]	4	5	-	10	6	-
Improvements needed to other specified services [#]	4	5	8	-	5	-
Condition of roads/maintenance of roads/other roading/ traffic/cycling issues ^{††}	4	4	2	8	3	2
Expenditure/wasting money/ need to control spending/ better financial management	4	2	8	-	7	12
Events/concerts/entertainment ^{◇◇}	4	4	-	5	3	1

* multiple responses allowed

[†] 2% of residents mention "Len Lye Centre" as something the Council has done well

^{††} 6% of residents mention "roading/traffic/road safety" as something the Council has done well

^{**} 4% of residents mention "Council does a good job/good communication/information" as something the Council has done well

[#] 3% of residents mention "provision/improvement of services/facilities" as something the Council has done well

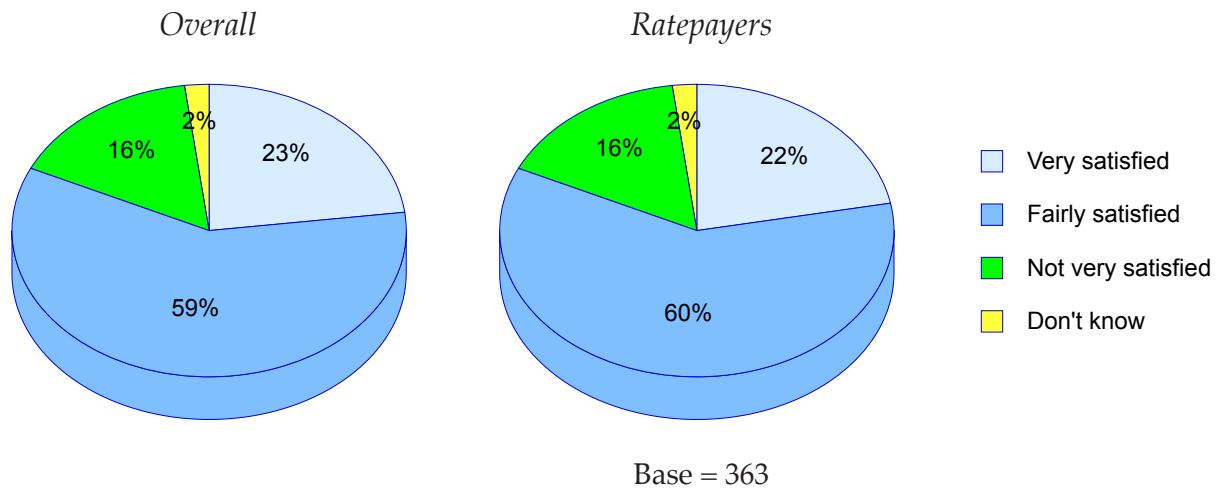
[◇] 1% of residents mention "Maori Ward issue" as something the Council has done well

^{◇◇} 13% of residents mention "events/concerts/entertainment" as something the Council has done well



4. RATES ISSUES

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



90% of residents identify themselves, or members of their household, as ratepayers.

Overall, 82% of New Plymouth residents are satisfied with the way rates are spent on the services/ facilities provided by Council, while 16% are not very satisfied. These readings are similar to the 2014 results.

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

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

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

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

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall					
Total District 2015	23	59	82	16	2
2014	20	60	80	14	6
2013	25	58	83	13	4
2012	18	61	79	16	5
2011 [†]	23	65	88	8	3
2010	17	65	82	14	4
2009	24	58	82	14	4
2008	18	66	84	13	3
2007	16	69	85	12	3
2006	15	64	79	18	3
2005	27	61	88	9	3
2004	21	66	87	10	3
2003	16	73	89	7	4
2000	12	63	75	21	4
1999	10	66	76	20	4
Ratepayer	22	60	82	16	2
Comparison					
Peer Group (Provincial)	11	63	74	21	5
National Average [†]	10	58	68	27	6
Area					
New Plymouth	26	58	84	14	2
Inglewood	19	58	77	21	2
Clifton [†]	12	63	75	24	2
Kaitake	12	74	86	14	-
Waitara	17	62	79	19	2

% read across

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

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

- spending on arts / Len Lye Centre / Art Gallery / Museum / should be user pays, mentioned by 8% of residents,
- waste money / overspend / priorities wrong / financial mismanagement, 3%,
- cutting back of services / entertainment, 2%,
- Council administration / spending on themselves / overstuffed / high salaries, 2%,
- high rates / rates increases / too high for services / unfair rating system, 2%.

* multiple responses allowed

Recommended Satisfaction Measure For Reporting Purposes:

Total District = 82%

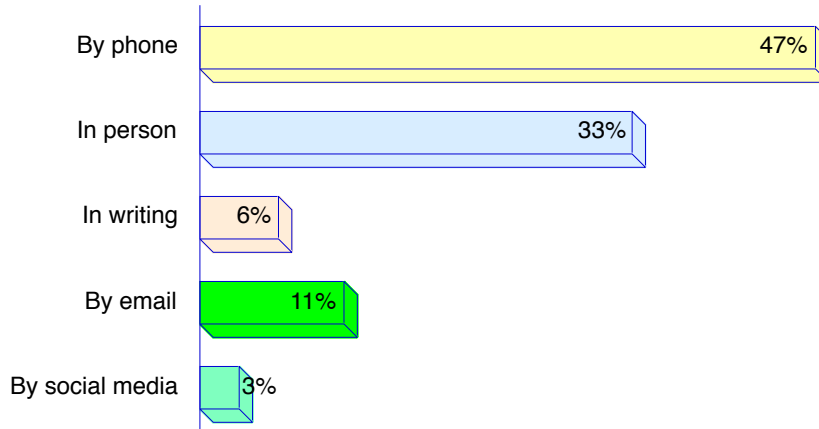
Ratepayers = 82%



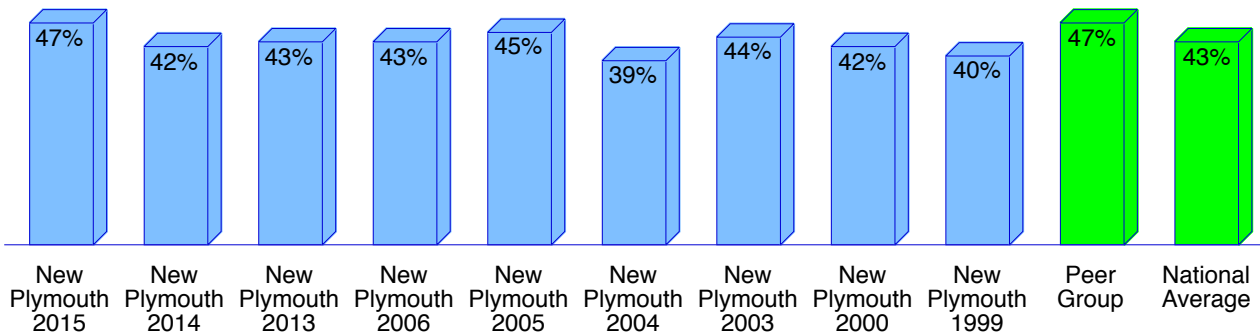
5. CONTACT WITH COUNCIL

A. LEVELS OF CONTACT

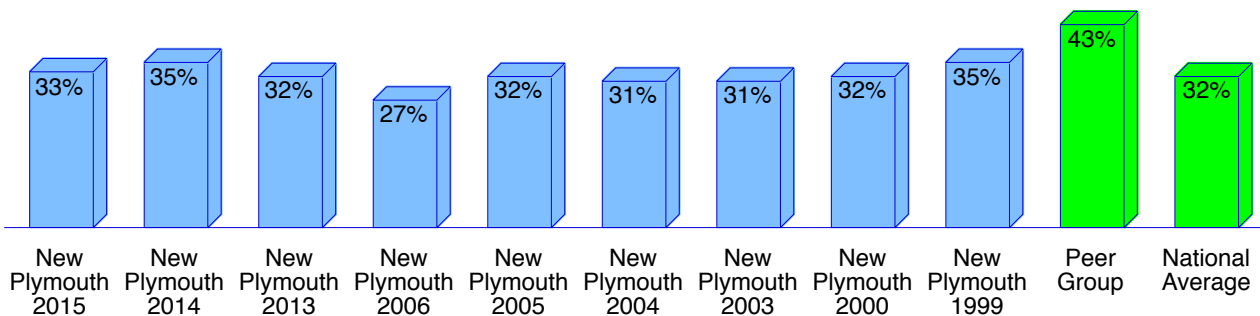
2015 - Yes, Have Contacted Council Offices ...



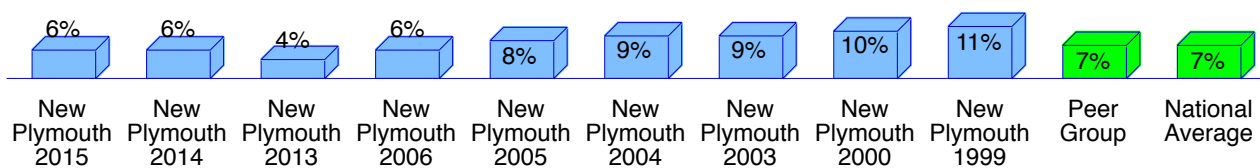
Percent Saying 'Yes - By Phone' - Comparison



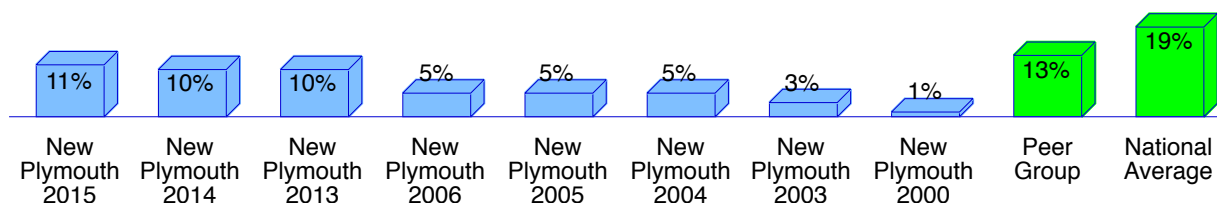
Percent Saying 'Yes - Visited' - Comparison



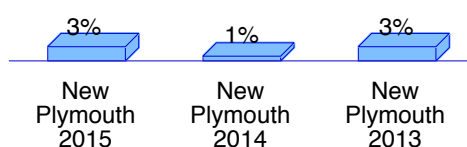
Percent Saying 'Yes - In Writing' - Comparison



Percent Saying 'Yes - By Email' - Comparison



Percent Saying 'Yes - By Social Media' - Comparison



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

47% of residents have contacted Council offices by phone in the last year (42% in 2014), while 33% have contacted Council offices in person and 6% in writing. 11% have contacted Council by email, with 3% contacting them by social media.

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

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

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

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

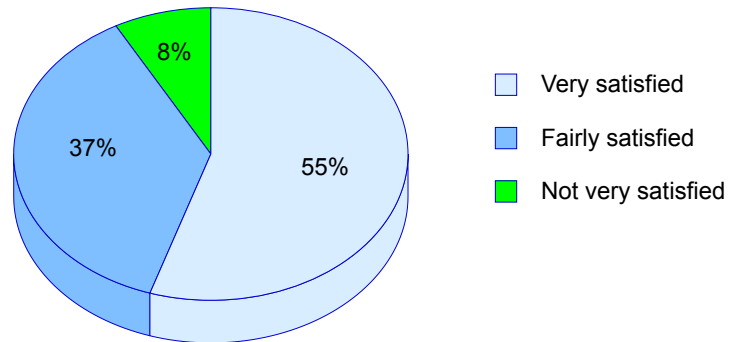
Residents more likely to have contacted Council **by phone** are ...

- women,
- ratepayers.

Ratepayers are more likely to contact Council **in person**, than non-ratepayers.

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

B. SATISFACTION WHEN CONTACTING THE COUNCIL OFFICES BY PHONE



Base = 177

92% of residents contacting the Council Offices by phone, in the last 12 months, are satisfied, including 55% who are very satisfied (46% in 2014), while 8% are not very satisfied.

The percent not very satisfied is below the Peer Group and National Averages and similar to the 2014 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. However, it appears that residents[†] who live in a one or two person household are slightly more likely to be not very satisfied, than those who live in a three or more person household.

[†] residents who have contacted Council by phone in last 12 months, N=177

Satisfaction When Contacting Council Office By Phone

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Contacted Council By Phone					
2015	55	37	92	8	-
2014	46	43	89	11	-
2013 ^{o†}	49	41	90	9	-
2006	44	37	81	19	-
2005	43	43	86	14	-
2004	41	41	82	18	-
2003	38	47	85	15	-
2000	34	53	87	12	1
Comparison					
Peer Group (Provincial)	46	35	81	19	-
National Average [†]	40	41	81	18	-
Area					
New Plymouth	59	36	95	5	-
Inglewood ^{**}	33	44	77	24	-
Clifton [*]	27	49	76	24	-
Kaitake ^{**†}	57	33	90	11	-
Waitara [*]	51	34	85	15	-
Household Size					
1-2 person household [†]	59	29	88	13	-
3+ person household	52	45	97	3	-

Base = 177

% read across

^o not asked from 2007-2012

* caution small bases

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

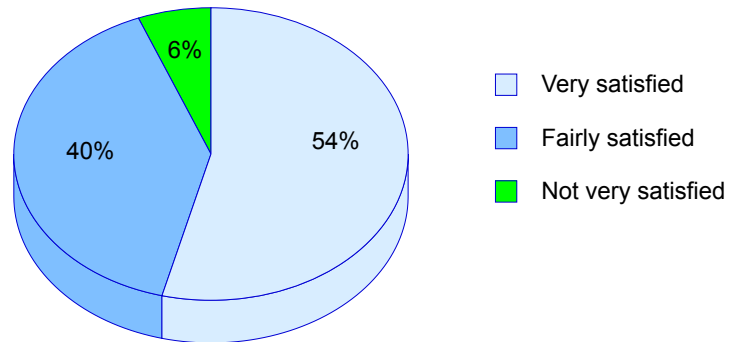
The main reasons* residents[†] are not very satisfied with Council's response are ...

- poor attitude / poor service / unhelpful, mentioned by 3% of residents contacting Council by phone who are not very satisfied, (6 respondents),
- unsatisfactory outcome, 2%, (3 respondents),
- hard to get hold of right person, 2%, (3 respondents).

* multiple responses allowed

[†] Base = 177

C. SATISFACTION WHEN VISITING A COUNCIL OFFICE IN PERSON



Base = 125

94% of residents visiting a Council office in person, in the last 12 months, are satisfied, including 54% who are very satisfied (62% in 2014). 6% are not very satisfied.

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

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

Satisfaction When Visiting A Council Office In Person

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Contacted Council In Person					
2015	54	40	94	6	-
2014	62	33	95	5	-
2013 ^o	65	31	96	4	-
2006	53	33	86	14	-
2005	53	37	90	9	1
2004	52	37	89	10	1
2003	49	41	90	10	-
2000	40	50	90	10	-
Comparison					
Peer Group (Provincial)	52	35	87	13	-
National Average	52	37	89	11	-
Area					
New Plymouth	54	42	96	4	-
Inglewood*	43	43	86	14	-
Clifton**	59	24	83	17	-
Kaitake**	50	40	90	10	-
Waitara*	60	36	96	4	-

Base = 125

% read across

^o not asked from 2007-2012

* caution small bases

** caution very small bases

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

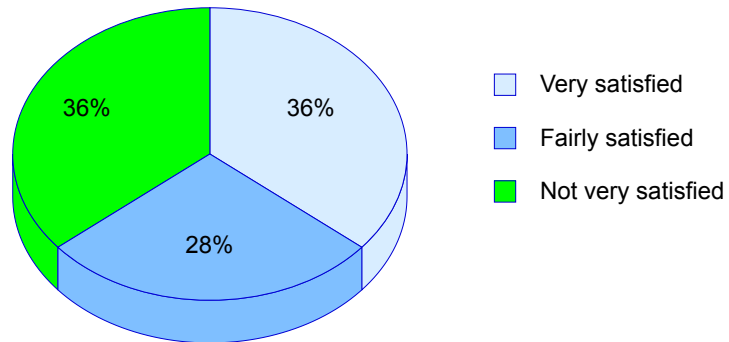
The reasons* residents[†] are not very satisfied are ...

- inefficiency / methods used / lack of knowledge, mentioned by 3% of residents visiting the Council office in person, and are not very satisfied, (4 respondents),
- unhappy with outcome / response, 2%, (2 respondents),
- lack of action / not interested / no follow-up, 2%, (2 respondents).

* multiple responses allowed

[†] Base = 125

D. SATISFACTION WHEN CONTACTING THE COUNCIL OFFICES IN WRITING



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

64% of residents contacting the Council offices in writing, in the last 12 months, are satisfied (82% in 2014), while 36% are not very satisfied (14% in 2014). Caution is recommended as the base is small.

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

Because the bases for Area groups and socio-economic groups are, in the main, very small (<25), no comparisons have been made.

Satisfaction When Contacting Council Offices In Writing

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

Base = 24*

% read across

^o not asked from 2007-2012

* caution small base

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

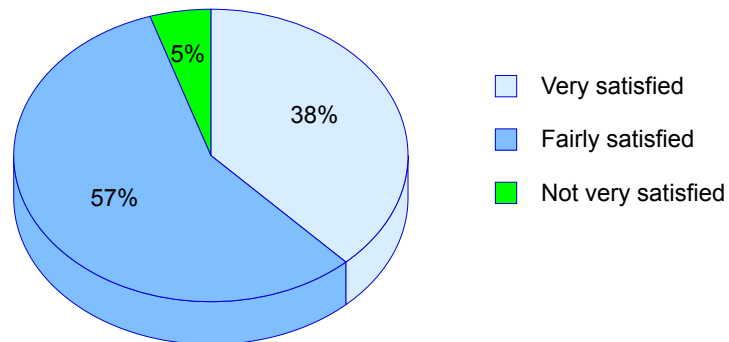
The reasons* residents[†] are not very satisfied are ...

- unhappy with outcome/response, mentioned by 15% of residents contacting the Council office in writing, and are not very satisfied, (3 respondents),
- inefficiency/not enough information given, 13% (3 respondents),
- lack of action/slow, 9% (2 respondents).

* multiple responses allowed

[†] Base = 24

E. SATISFACTION WHEN CONTACTING THE COUNCIL OFFICES BY EMAIL



Base = 41

95% of residents contacting the Council offices by email, in the last 12 months, are satisfied (77% in 2014), while 5% are not very satisfied (20% in 2014).

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

Because the bases for all Areas and most socio-economic groups are very small (<30), no comparisons have been made.

Satisfaction When Contacting Council Offices By Email

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

Base = 41

% read across

^o not asked from 2007-2012

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

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

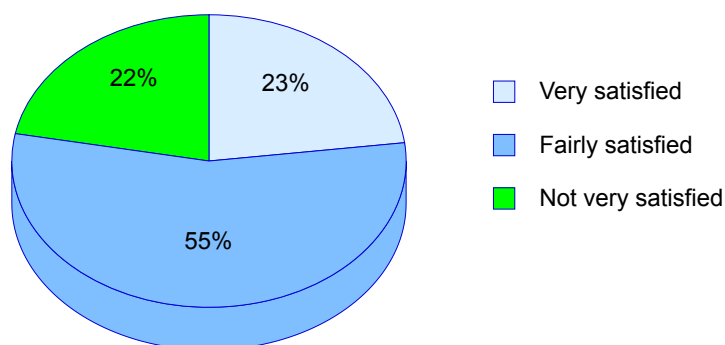
The reasons* residents[†] contacting Council by email are not very satisfied are ...

- no reply, mentioned by 3% of residents contacting the Council office by email who are not very satisfied, (1 respondent),
- others, 2% (1 respondent).

* multiple responses allowed

[†] Base = 41

F. SATISFACTION WHEN CONTACTING THE COUNCIL OFFICES BY SOCIAL MEDIA



Base = 9*

* caution base is **very** small

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

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

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

[†] Base = 9

C. RATING OF STAFF

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

i. Helpfulness

Summary Table: Rating Council Staff In Terms Of Helpfulness

	Very satisfactory %	Satis- factory %	Neutral %	Unsatis- factory %	Very unsatis- factory %	Unsure Not Applicable %
Contacted Council						
2015	51	39	2	5	2	1
2014 [†]	51	41	2	3	3	1
2013 [°]	56	34	4	3	3	1
2006	40	50	5	3	2	-
2005	51	36	3	6	3	1
2004	45	38	6	8	2	1
2003	44	48	3	2	2	1
2000	37	48	8	5	1	1
1999	33	54	7	3	1	2
Area						
New Plymouth	55	37	2	4	1	1
Inglewood*	28	54	6	12	-	-
Clifton**	38	41	-	5	14	3
Kaitake*	40	54	-	-	6	-
Waitara*	56	32	4	6	2	-
Household Size						
1-2 person household [†]	46	38	2	8	4	1
3+ person household	56	40	3	1	-	-

Base = 227

% read across

[°] not asked from 2007-2012

* caution small bases

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

90% of residents who have contacted Council staff in the last 12 months rate the helpfulness of staff as satisfactory / very satisfactory, with 7% saying it is unsatisfactory / very unsatisfactory. These readings are similar to the 2014 results.

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

[†] contacted Council staff in the last 12 months

ii. Knowledge

Summary Table: Rating Council Staff In Terms Of Knowledge

	Very satisfactory %	Satis- factory %	Neutral %	Unsatis- factory %	Very unsatis- factory %	Unsure Not Applicable %
Contacted Council						
2015	45	41	4	4	4	2
2014 [†]	47	40	4	5	3	2
2013 [°]	50	35	3	3	5	4
2006	37	43	8	7	2	3
2005	36	46	7	7	3	1
2004	35	49	8	6	1	1
2003	35	47	8	6	3	1
2000	28	48	12	7	2	3
1999	28	46	9	10	1	6
Area						
New Plymouth [†]	50	38	5	3	3	2
Inglewood*	23	47	12	18	-	-
Clifton**	29	48	-	-	16	8
Kaitake*	21	68	-	-	11	-
Waitara*	54	37	-	7	2	-

Base = 227

% read across

° not asked from 2007-2012

* caution small base

† does not add to 100% due to rounding

86% of residents who have contacted Council staff in the last 12 months, rate the knowledge of staff as satisfactory/very satisfactory, with 8% rating it unsatisfactory/very unsatisfactory. These readings are similar to the 2014 results.

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

† contacted Council staff in the last 12 months

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

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

	Very satisfactory %	Satis- factory %	Neutral %	Unsatis- factory %	Very unsatis- factory %	Unsure Not Applicable %
Contacted Council						
2015	36	35	5	7	3	14
2014	43	27	4	5	9	12
2013 ^o	46	26	2	6	6	14
2006	30	41	2	11	4	12
2005	31	37	7	10	4	11
2004	33	36	5	7	9	10
2003	37	45	9	4	4	1
2000	31	47	7	9	3	3
1999	23	52	11	9	3	2
Area						
New Plymouth	36	36	6	6	2	14
Inglewood ^{**}	23	27	6	20	-	25
Clifton [*]	31	33	3	8	8	17
Kaitake [*]	29	50	-	6	5	10
Waitara ^{**}	48	28	-	6	6	11

Base = 227

% read across

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

^{*} caution small base

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

71% of residents who have contacted Council staff in the last 12 months, rate staff follow-up as satisfactory / very satisfactory, while 10% say it is unsatisfactory / very unsatisfactory (14% in 2014).

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

[†] contacted Council staff in the last 12 months

iv. Summary Table

Rating Of Council Staff In Terms Of...

	Very satisfactory / Satisfactory %	Neither/ Neutral %	Very unsatisfactory / satisfactory %	Don't know Unable to say %
Helpfulness [†]	90	2	7	1
Knowledge [†]	86	4	8	2
Follow-up	71	5	10	14

Base = 227

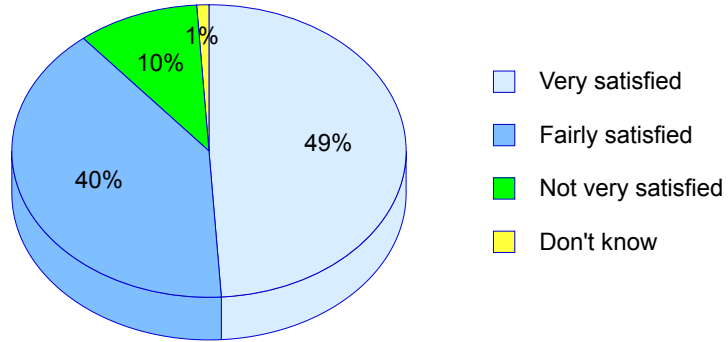
[†] does not add to 100% due to rounding

As in 2014, 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 = 227

Of the 58% of residents who contacted the Council offices in the last 12 months, 89% are satisfied, while 10% are not very satisfied. These readings are similar to the 2014 results.

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

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

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

Satisfaction With The Overall Service Received When Contacting Council Offices

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall					
Total District					
2015	49	40	89	10	1
2014	49	41	90	10	-
2013 ^o	55	35	90	9	1
2006	38	48	86	14	-
2005	44	44	88	11	1
2004	47	43	90	9	1
2003	46	42	88	12	-
2000	32	53	85	12	3
1999	37	50	87	10	3
Comparison					
Peer Group (Provincial)	44	42	86	14	-
National Average	40	45	85	15	-
Area					
New Plymouth [†]	51	40	91	7	1
Inglewood*	27	49	76	24	-
Clifton*	46	30	76	24	-
Kaitake*	45	44	89	11	-
Waitara*	48	40	88	12	-
Household Size					
1-2 person household	47	38	85	15	-
3+ person household	50	43	93	5	2

Base = 227

% read across

^o not asked from 2007-2012

* caution small base

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

Recommended Satisfaction Measure For Reporting Purposes:

Contacted Council in last 12 months	=	89%
Contacted Council by phone	=	92%
Contacted Council in person	=	94%
Contacted Council in writing*	=	64%
Contacted Council by email	=	95%
Contacted Council by social media**	=	78%

* caution small base

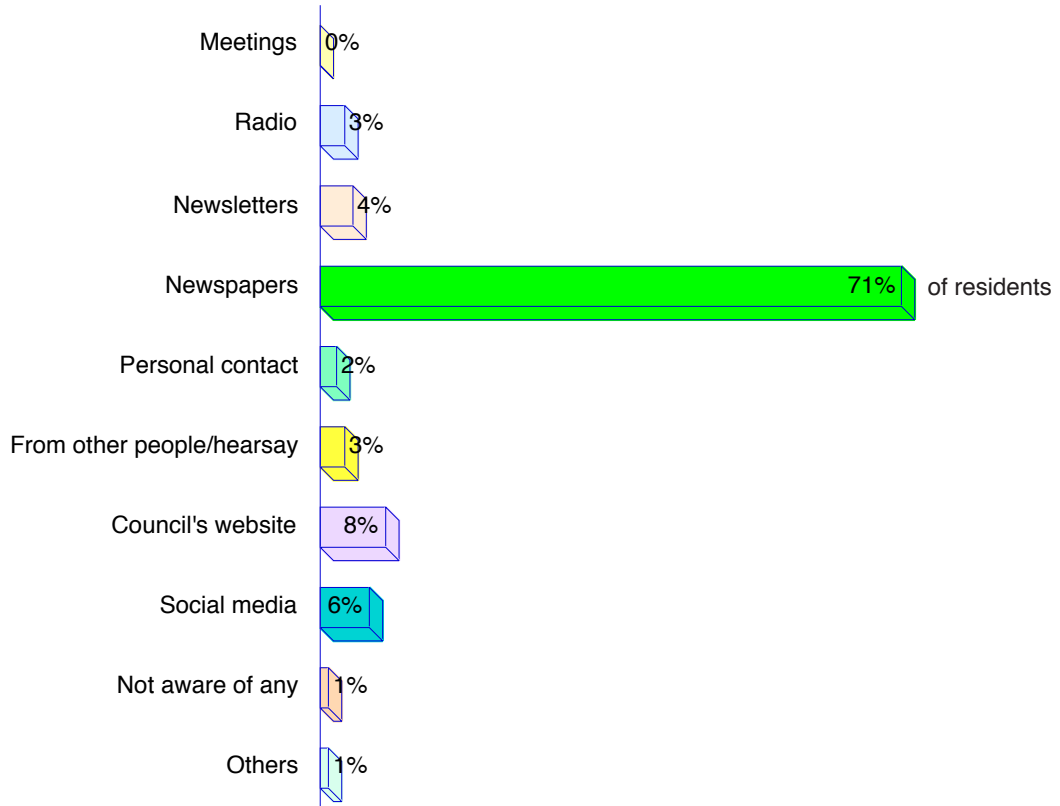
** caution very small base



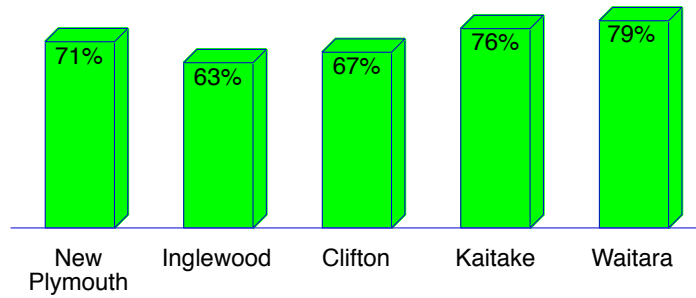
6. INFORMATION

A. MAIN SOURCE OF INFORMATION ABOUT COUNCIL

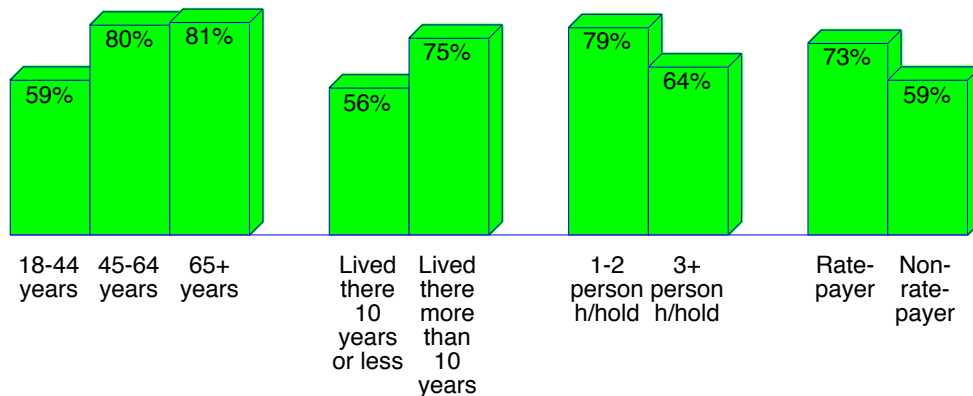
Where Or From Whom Do You Mainly See, Read or Hear Information About The Council?



Percent Saying "Newspapers" - By Area



Percent Saying "Newspapers" - Comparing Different Types Of Residents



Newspapers are mentioned by 71% of residents as their main source of information about Council (74% in 2104).

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

- residents aged 45 years or over,
- longer term residents, those residents residing in the District more than 10 years,
- residents who live in a one or two person household,
- ratepayers.

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

- rates demand,
- Stuff Taranaki,
- Inglewood library,
- The New Plymouth Club,
- mailbox drop.

The newspapers residents mentioned* they read are ...

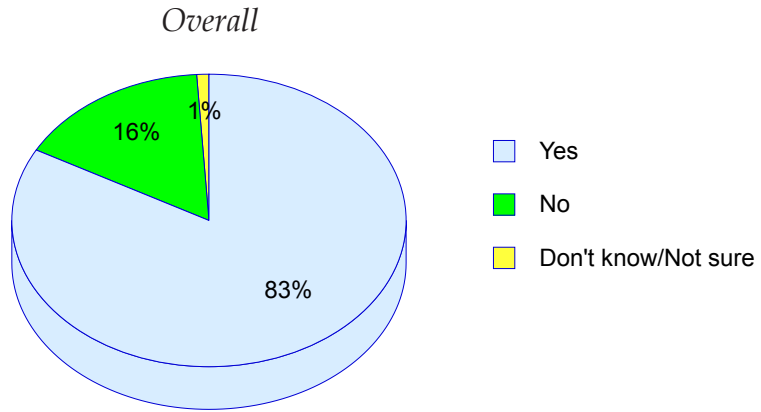
- The Taranaki Daily News, 88% of those where newspapers are their main source,
- The North Taranaki Midweek, 61%,
- Live Magazine, 12%,
- Opunake & Coastal News, 5%,
- Stratford Press, 4%,
- TOM Oakura, 4%,
- Moa Mail, 2%,
- Others, 0.4%.

Base = 299

* multiple responses allowed

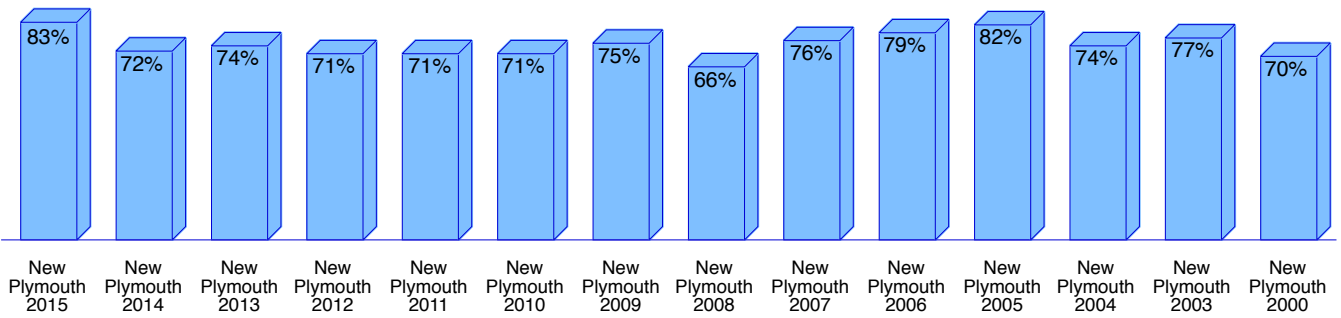
The 'other' newspaper mentioned is Hawera Star.

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

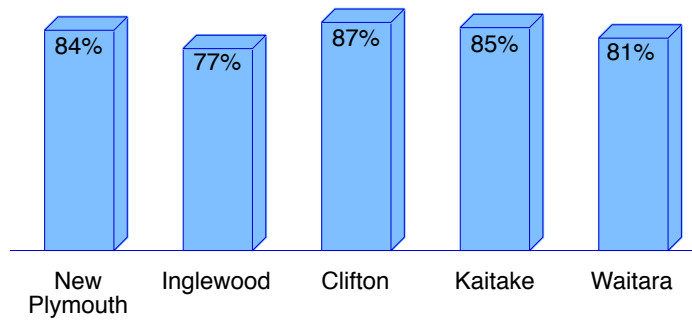


(does not add to 100% due to rounding)

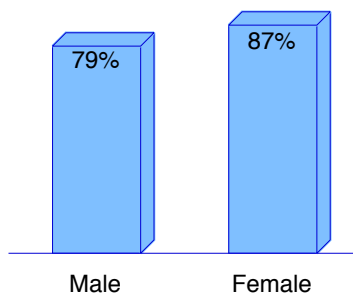
Percent Saying "Yes" - Comparison



Percent Saying "Yes" - By Area



Percent Saying "Yes" - Comparing Different Types Of Residents



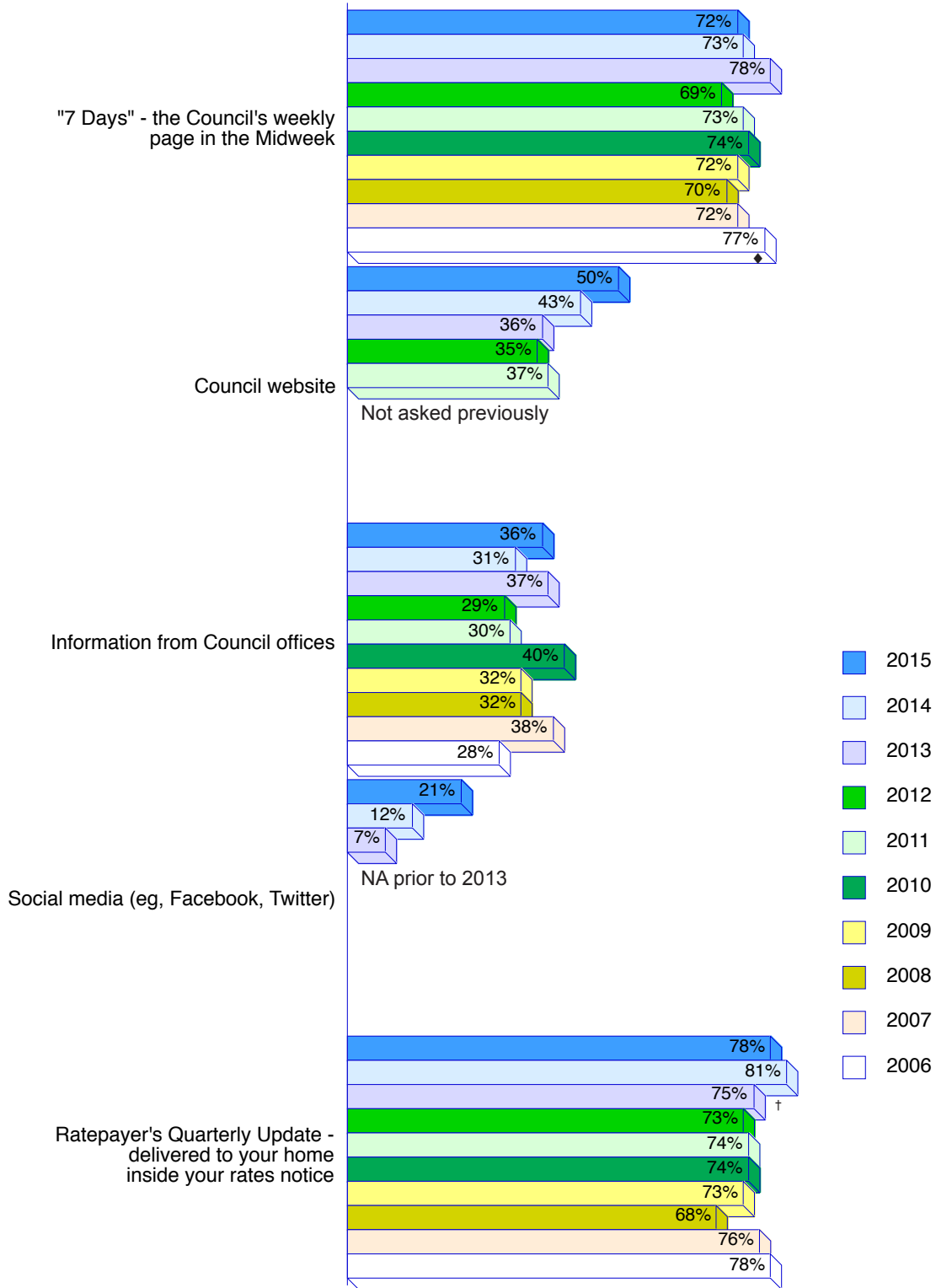
83% of New Plymouth residents say they have seen or read, in the last 12 months, information Council publishes specifically for the community (79% in 2014).

Women are more likely to say they have seen/read this information, than men.

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

Those residents who have seen or read any information (83%), or were unsure if they had (1%) were asked to consider what types they had seen.

Yes, Have Seen Or Read ...



♦ figures prior to 2007 refer to "Newline" - the Council newspaper supplement in Midweek
 † 2010 figure refers to rates information pamphlets delivered to your home

Of those who have seen or read information published by Council in the last 12 months, or are unsure, the majority have seen or read the Ratepayers Quarterly Update (78%) and/or '7 Days' - the Council's weekly page in the Midweek (72%).

Longer term residents, those residing in the District more than 10 years, are **more** likely to have seen or read the **Ratepayer's Quarterly Update**, than shorter term residents.

Residents[†] more likely to have seen or read **'7 Days' - the Council's weekly page in the Midweek** are ...

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

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

- residents aged 18-64 years,
- residents who live in a three or more person household,
- residents with an annual household income of \$30,000 or more, in particular those with an annual household income of more than \$60,000.

Residents[†] with an annual household income of less than \$30,000 are **less** likely to have seen or read **information available from Council offices**, than other income groups.

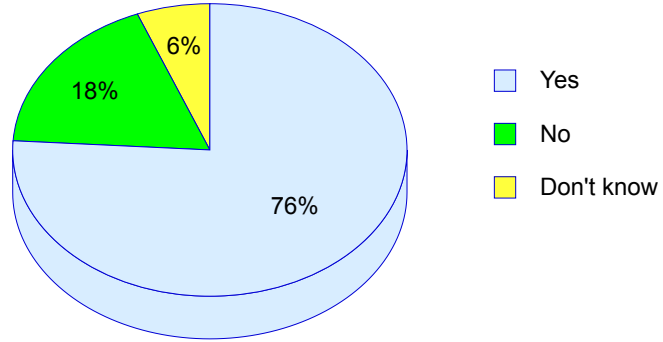
Residents[†] more likely to have seen or read **social media (eg, Facebook, Twitter)** are ...

- women,
- residents who live in a three or more person household,
- shorter term residents, those residing in the District 10 years or less.

[†] the 84% of residents who have, or were unsure if they have, seen or read information published by the Council in the last 12 months (N=341)

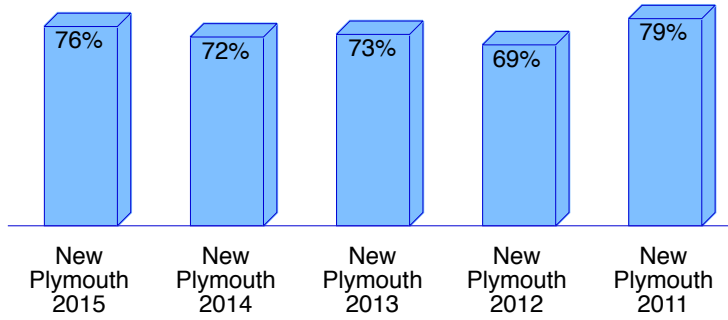
D. DO THESE COMMUNICATION CHANNELS IMPROVE RESIDENTS' UNDERSTANDING OF HOW RATES ARE SPENT?

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

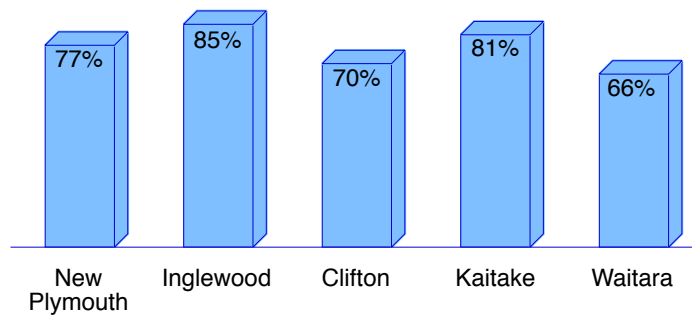


Base = 341

Percent Saying "Yes" - Comparison



Percent Saying "Yes" - By Area



76% of residents[†] think the communication channels mentioned previously improve their understanding of how rates are spent (72% in 2014), while 18% do not (15% in 2014) and 6% are unable to comment (13% in 2014).

There are no notable differences between Areas and between socio-economic groups in terms of those residents[†] who say 'Yes'.

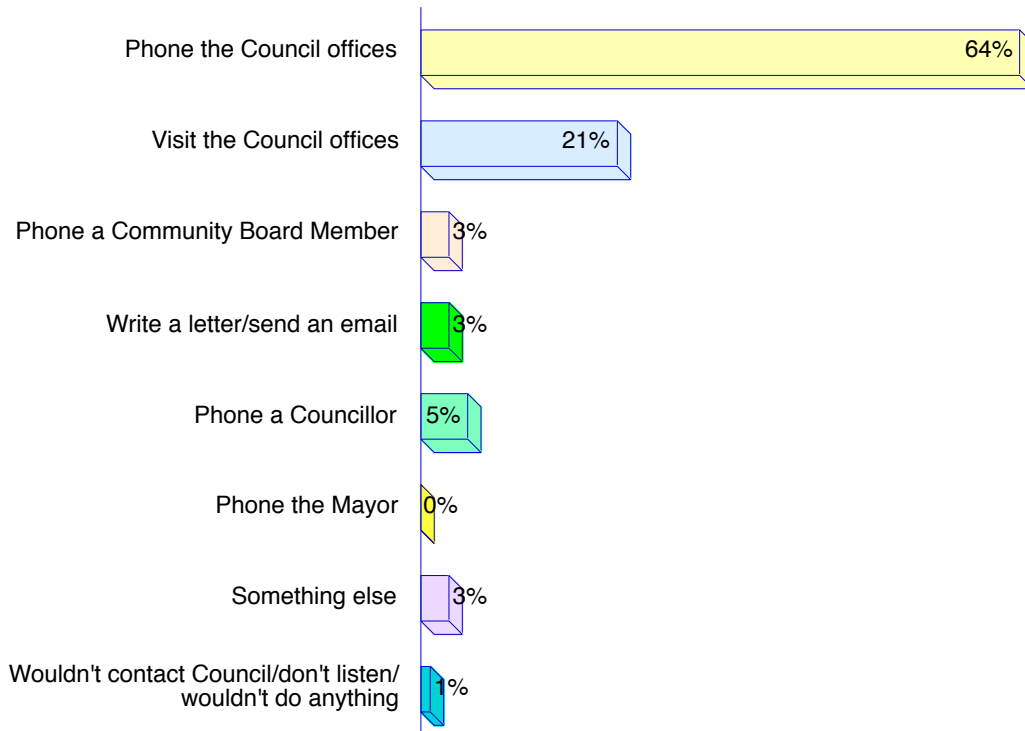
[†] the 84% of residents who have, or were unsure if they have, seen or read information published by the Council in the last 12 months (N=341)



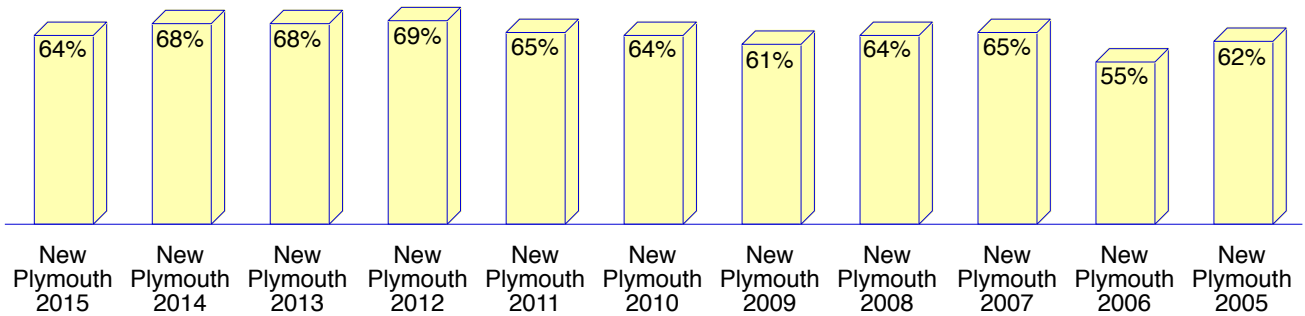
7. LOCAL ISSUES

A. COUNCIL ACTIONS

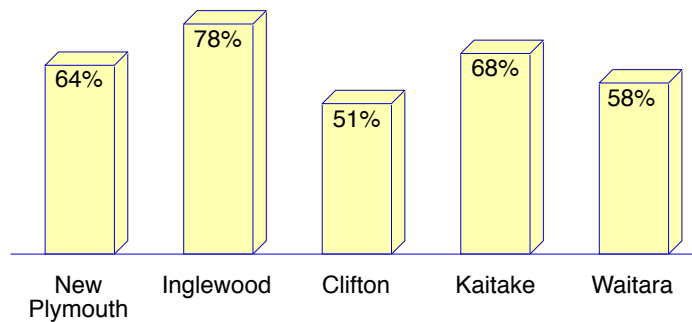
When residents want the Council to do something, they ...



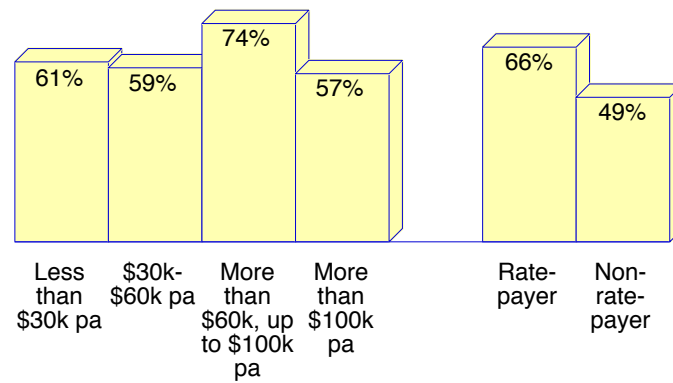
Percent Saying 'Phone Council Offices' - Comparison



Percent Saying 'Phone Council Offices' - By Area



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



64% of residents say that when they want the Council to do something, they phone the Council Offices (68% in 2014), while 21% say they visit the Council Offices (17% in 2014).

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

- residents with an annual household income of more than \$60,000 and up to \$100,000,
- ratepayers.

B. SERVICES AND FACILITIES

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

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

- walkways / Coastal Walkway,
- parks and reserves / recreational areas / well maintained / presented,
- events / entertainment / festivals / sporting events / free events / family events,
- Pukekura Park,
- Puke Ariki / Puke Ariki Museum and Library,
- good customer service / helpful / knowledgeable staff.

24% of residents are unable to comment (30% in 2014) and 4% say there are no services / facilities that the Council provides, that they feel the Council does the best (2% in 2014).

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

	Total District 2015 %	Area				
		New Plymouth %	Inglewood %	Clifton %	Kaitake %	Waitara %
Percent Who Mention ...						
Walkways/Coastal Walkway [†]	21	21	20	13	22	21
Parks and reserves/ recreational areas/ well maintained/presented [†]	20	21	19	25	23	11
Events/entertainment/festivals/ sporting events/free events/ family events ^{††}	12	12	8	23	13	6
Pukekura Park	8	8	5	3	11	12
Puke Ariki/ Puke Ariki Museum and Library	6	5	3	11	9	10
Good customer service/unhelpful/ knowledgeable staff	5	5	7	6	9	1

* multiple responses allowed

[†] 2% of residents say they think "footpaths/walkways/pedestrian facilities" is the worst service provided by Council

^{††} 1% of residents say they think "events/entertainment organisation" is the worst service provided by Council

Other services / facilities mentioned by 4% ...

- all services done very well / public amenities well maintained,
- general maintenance of city area / public areas / clean and tidy / general presentation,
- cycleways / green cycle lanes,
- gardens / flowerbeds / beautification,
- library facilities / services,
- swimming pools,
- good venues for events / entertainment / sporting events,

by 3% ...

- rubbish collection / disposal / recycling,
- water supply,

by 2% ...

- good community,
- roading / footpaths in good condition / well maintained,
- tourism promotion / promoting Taranaki / encouraging visitors,
- sportsgrounds / playgrounds,
- sewerage / sewerage treatment,
- good cultural amenities / the Arts / Len Lye Centre,

by 1% ...

- good communication / keep public informed,
- good environment / natural environment,
- animal / dog control,
- public toilets.

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

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

- rubbish collection / recycling / rubbish disposal,
- Art Gallery / Len Lye Centre / expenditure on Arts / Museum,
- roading,
- general maintenance of city / public areas / parks / playgrounds.

39% of residents were unable to comment and 13% say there are no services / facilities that the Council provides, that they feel the Council does the worst.

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

	Total District 2015 %	Area				
		New Plymouth %	Inglewood %	Clifton %	Kaitake %	Waitara %
Percent Who Mention ...						
Rubbish collection/ recycling/ rubbish disposal ^{††}	8	9	7	5	3	6
Art Gallery/ Len Lye Centre/ expenditure on Arts/Museum ^{**}	4	5	3	4	6	2
Roading [◊]	4	2	7	8	6	14
General maintenance of city/ public areas/parks/playgrounds [†]	4	3	3	8	3	3

* multiple responses allowed

[†] 4% of residents say they think that "general maintenance of city area/public areas/clean and tidy/general presentation" is the best service provided by Council

^{††} 3% of residents say they think that "rubbish collection/disposal/recycling" is the best service provided by Council

[◊] 2% of residents say they think that "roading/footpaths in good condition/well maintained" is the best service provided by Council

^{**} 2% of residents say they think that "good cultural amenities/the Arts/Len Lye Centre" is the best service provided by Council

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

- poor consultation / communication / lack of information / don't listen,
- parking,
- poor performance / decisions from Council,
- wasting money / overspending / not spending wisely,

by 2% ...

- water supply,
- rubbish everywhere / have removed rubbish bins,
- infighting by Councillors / Council governance,
- footpaths / walkways / pedestrian facilities,
- town planning / development / subdivisions,

by 1% ...

- building services / consents / permits,
- Aquatic Centre / swimming pools,
- events / entertainment organisation,
- traffic flow / traffic management / Waiwhakaiho bottleneck,
- dog / animal control,
- public transport,
- sewerage,
- care of the environment,
- dog / animal control.

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

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

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

	Total District 2015 %	Total District 2014 %	Total District 2013 %	Area				
				New Plymouth %	Inglewood %	Clifton %	Kaitake %	Waitara %
01 - does not meet needs/aspirations	1	-	1	-	3	-	3	1
02	1	1	1	1	3	2	-	-
03	1	1	1	1	5	3	-	1
04	4	3	3	4	1	9	3	3
05	14	11	8	14	7	26	6	17
06	15	17	19	13	14	15	18	23
07	36	31	33	36	32	33	41	32
08	23	27	27	24	26	7	23	17
09	3	7	5	3	9	6	3	2
10 - meets needs/ aspirations very well	2	1	2	2	-	-	2	2
Unsure	1	1	1	1	-	-	2	-
Total	+101	100	+101	+99	100	+101	+101	+98

† 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), while 7% feel the Council does not meet the needs/aspirations of the District (rating 01 to 04). The average rating is 07 (which is meeting needs/aspirations). These readings are similar to the 2014 results.

D. PERCEPTION OF SAFETY

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

	Yes, definitely %	Yes, mostly %	Not really %	No, definitely not %	Don't know %
Overall*					
Total District 2015	63	36	1	-	-
2014	53	45	2	-	-
2013	46	53	1	-	-
2012	40	59	1	-	-
2011	37	62	1	-	-
2010	37	61	2	-	-
2009	34	64	1	-	1
Comparison					
Peer Group Average (Provincial)	36	56	6	1	1
National Average [†]	37	55	7	1	1
Area					
New Plymouth	64	35	1	-	-
Inglewood	65	30	5	-	-
Clifton [†]	61	37	-	3	-
Kaitake [†]	55	46	-	-	-
Waitara	57	41	-	2	-
Household Size					
1-2 person household [†]	56	41	2	-	-
3+ person household	69	31	-	-	-

% read across

* not asked prior to 2009

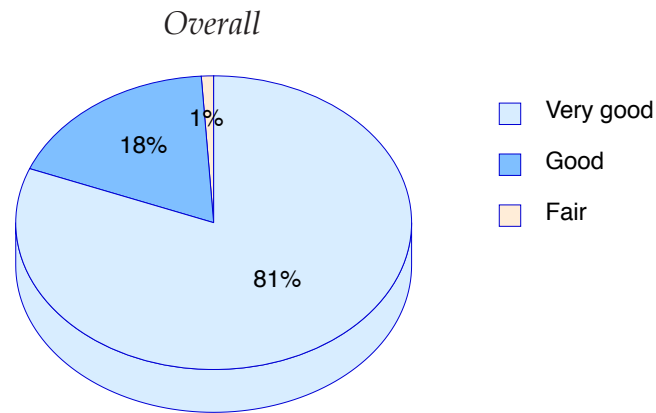
[†] does not add to 100% due to rounding

63% of residents feel that generally New Plymouth District is definitely a safe place to live (53% in 2014), 36% say it is mostly (45% in 2014) and 1% of residents think the District is not really a safe place to live.

The percent saying 'yes, definitely' (63%) is above the Peer Group and National Averages.

Residents who live in a three or more person household are more likely to feel that New Plymouth District is **definitely** a safe place to live, than those who live in a one or two person household.

E. QUALITY OF LIFE



81% of residents think that, overall, the quality of life in their District is very good, while 18% say it is good and 1% feel it is fair. These readings are similar to the 2014 results.

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 who live in a three or more person household are **more likely** to rate the overall quality of life in their District as very good, than those who live in a one or two person household.

Rating The Quality Of Life In The District

	Very good %	Good %	Fair %	Poor %	Don't know %
Overall*					
Total District 2015	81	18	1	-	-
2014	81	18	1	-	-
2013	76	21	3	-	-
2012	68	29	2	1	-
2011 [†]	73	25	2	1	-
2010	72	26	2	-	-
2009	76	23	1	-	-
Comparison					
Peer Group Average (Provincial)	46	45	8	-	1
National Average	39	47	12	2	-
Area					
New Plymouth	82	16	2	-	-
Inglewood	77	23	-	-	-
Clifton	82	15	-	3	-
Kaitake	82	18	-	-	-
Waitara	67	29	4	-	-
Household Size					
1-2 person household	75	23	1	1	-
3+ person household	86	12	2	-	-

% read across

* not asked prior to 2009

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

F. PHYSICAL ACTIVITY

i. Walking

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

	Nothing (less than 10 mins) %	10 mins %	11-20 mins %	21-30 mins %	31-50 mins %	51- 60 mins %	61- 100 mins %	101-120 mins %	More than 120 mins %	*Mean (Average) Minutes %
Monday	26	6	14	16	9	17	3	5	4	44
Tuesday	31	5	13	13	9	16	3	5	5	42
Wednesday [†]	24	5	13	15	9	19	3	5	5	46
Thursday [†]	31	5	13	15	8	14	4	5	4	42
Friday [†]	29	5	13	15	8	17	3	5	4	43
Saturday	33	6	9	14	8	15	4	5	6	44
Sunday	33	5	8	15	7	16	4	6	6	43

[†] does not add to 100% due to don't know response and/or rounding
 (* excludes 4 residents who were unable to say)

Percent Saying 'Nothing' - By Area

	Area				
	New Plymouth %	Inglewood %	Clifton %	Kaitake %	Waitara %
Monday	27	14	32	12	34
Tuesday	32	24	40	19	32
Wednesday	25	13	29	12	33
Thursday	33	21	40	19	34
Friday	32	10	35	15	34
Saturday	32	27	41	26	47
Sunday	32	24	48	24	47

Percent Saying '51-60 mins' - By Area

	Area				
	New Plymouth %	Inglewood %	Clifton %	Kaitake %	Waitara %
Monday	20	19	10	8	10
Tuesday	18	19	3	8	13
Wednesday	20	22	13	8	15
Thursday	16	16	3	8	13
Friday	18	22	6	8	13
Saturday	16	23	12	8	7
Sunday	18	17	5	8	8

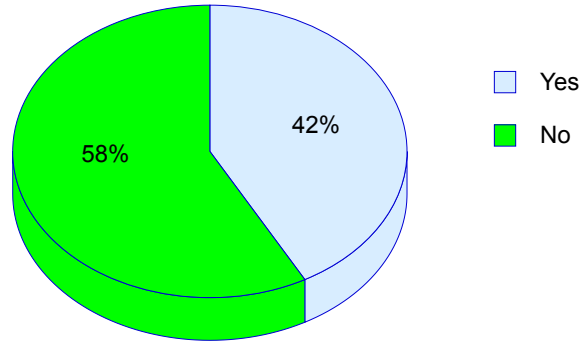
Across all seven days, the average number of minutes residents generally walk, for at least 10 minutes at a time, ranges from 42 minutes (Tuesday / Thursday) to 46 minutes (Wednesday).

As in 2014, 14% of residents do not walk on any day of the week for at least 10 minutes at a time.

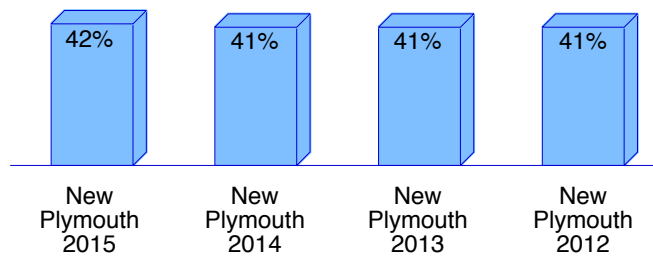
ii. Cycling

1. Have Residents Cycled In The Last Year?

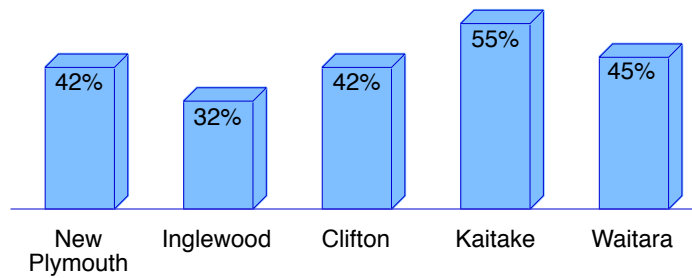
Overall



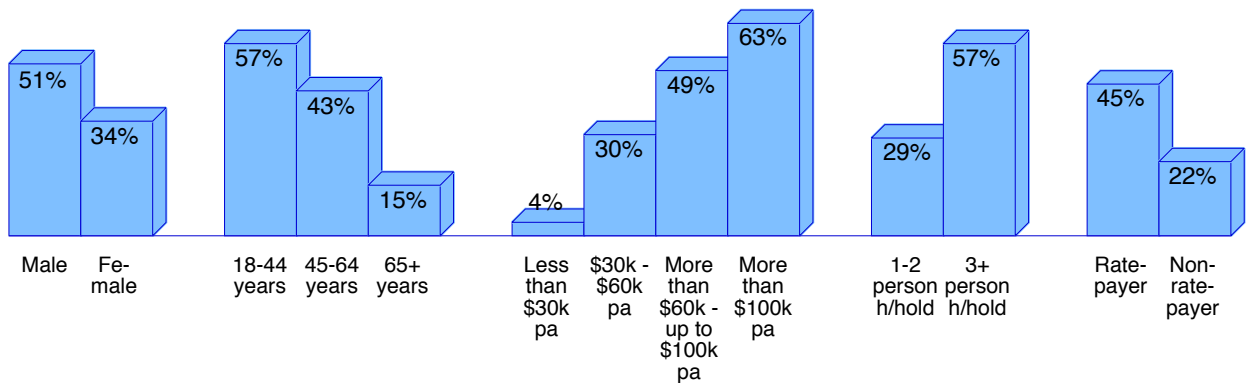
Percent Saying 'Yes' - Comparison



Percent Saying 'Yes' - By Area



Percent Saying 'Yes' - Comparing Different Types Of Residents

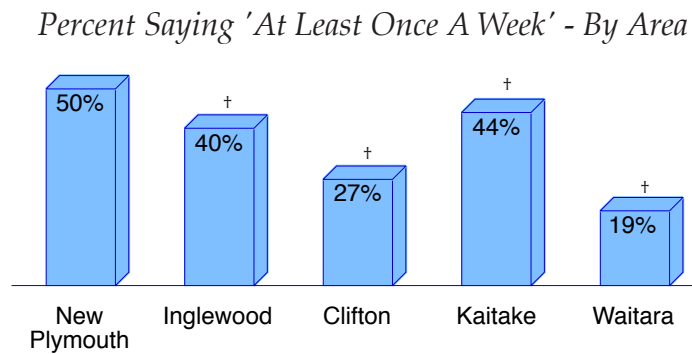
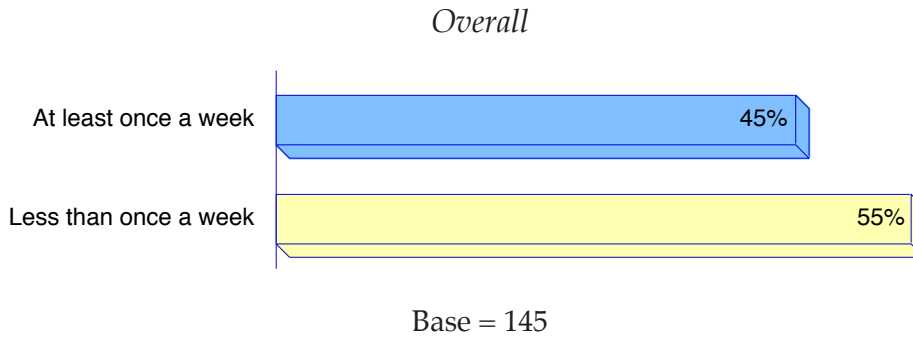


42% of residents say they have cycled in the last year, while 58% do not. These readings are similar to last year's results.

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

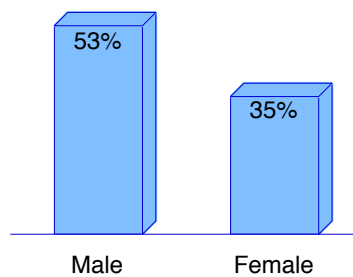
- men,
- residents aged 18 to 64 years, in particular those aged 18 to 44 years,
- residents with an annual household income of \$30,000 or more, in particular those with an annual household income of more than \$100,000,
- residents who live in a three or more person household,
- ratepayers.

2. Frequency



† caution: small bases

Percent Saying 'At Least Once A Week' - Comparing Different Types Of Residents



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 2014 result

Men† are more likely to say they cycle at least once a week, than women†.

† residents who have cycled in the last 12 months (N=145)

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	45	6	16	10	8	12	3	19
Tuesday	47	8	13	12	8	11	1	20
Wednesday	38	6	17	14	6	14	5	26
Thursday	49	8	16	10	6	10	1	18
Friday [†]	50	6	17	8	8	11	2	17
Saturday	51	8	9	7	2	19	4	21
Sunday [†]	50	6	9	4	2	18	12	27

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

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

Of those that do cycle on a regular basis*, the average number of minutes spent cycling ranges from 17 minutes (Friday) to 27 minutes (Sunday).

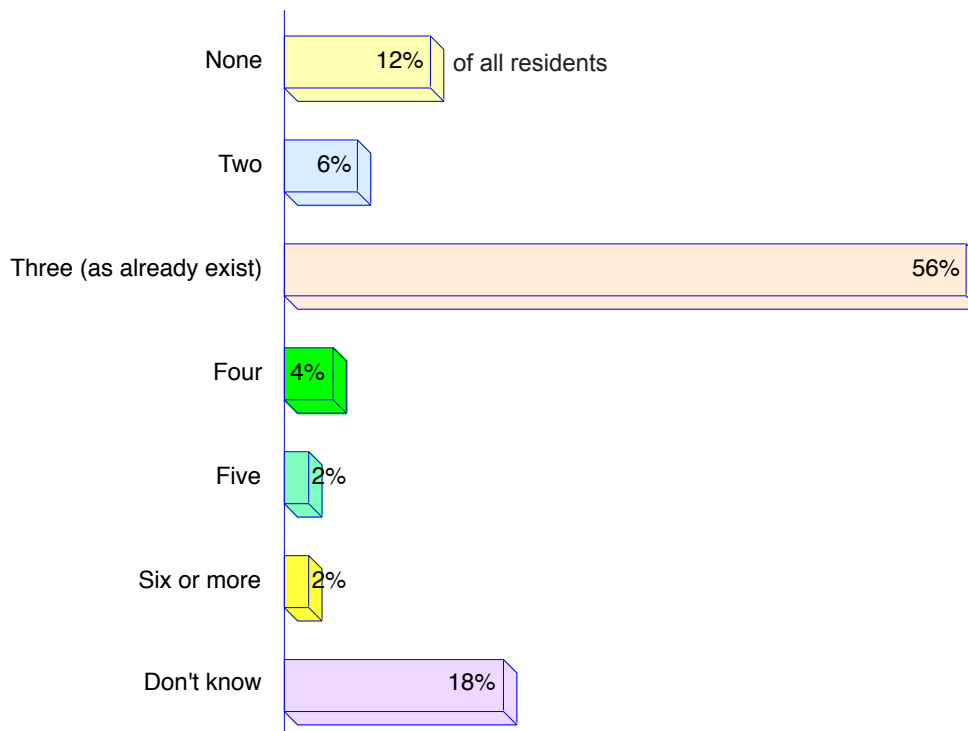
* 19% of residents who say they cycle weekly (N=67)

G. ELECTORAL SYSTEM

i. Number Of Wards

Currently New Plymouth District is divided into three areas, or Wards. These Wards are called South-West Ward, North Ward and City Ward. Currently there are two Councillors elected by the North Ward, two Councillors elected by the South-West Ward and 10 Councillors elected by the City Ward.

Residents were asked to say how many Wards they think New Plymouth District should have ...



NB: the 'none' option was not read out

56% of residents think New Plymouth District should have three Wards, as already exists, while 6% say they should have two Wards.

Ratepayers are more likely to favour three Wards, than non-ratepayers.

Summary Table: Preferred Number Of Wards

		None %	Two %	Three %	Four %	Five %	Six or more %	Don't know %
Overall	2015	12	6	56	4	2	2	18
	2009	4	8	62	10	8	2	6
Area								
	New Plymouth	14	6	57	3	3	2	15
	Inglewood	7	13	46	-	2	3	29
	Clifton	7	6	63	2	-	3	19
	Kaitake	7	3	54	9	-	-	27
	Waitara	6	-	52	9	4	-	29
Ratepayer?								
	Ratepayer	12	5	58	4	3	1	17
	Non-ratepayer	8	13	41	2	-	5	31

% read across

ii. Council Size

1. Preferred Size

The Council is currently made up of 15 representatives; that is, 14 Councillors and the Mayor. The Council is considering how many elected representatives there should be. Residents were asked to say what they think the size of Council should be.

		Preferred Council Size			
		Larger %	Same Size %	Smaller %	Unsure %
Overall	2015	3	63	30	4
	2009	2	61	31	6
Area					
	New Plymouth [†]	4	63	30	4
	Inglewood	6	58	28	8
	Clifton	5	64	27	4
	Kaitake	-	62	32	6
	Waitara	-	62	33	5
Length of Residence					
	Lived there 10 years or less [†]	4	71	25	1
	Lived there more than 10 years	3	61	31	5

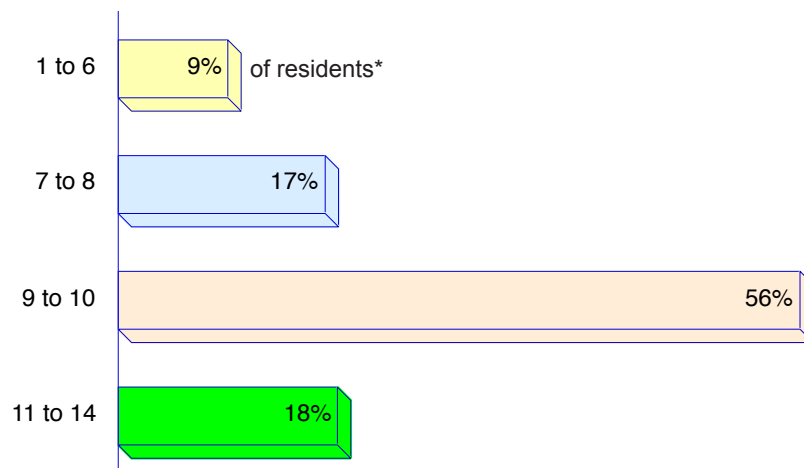
% read across

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

63% of residents think Council should be the same size as it is now, 30% say it should be smaller and 3% feel it should be larger. 4% are unable to comment.

Shorter term residents, those residing in the District 10 years or less, are more likely to think Council should be the **same size**, than longer term residents.

2. How Much Smaller?



* Base = 128 (those residents who said Council should be smaller)

56% of residents who feel Council should be smaller, think there should be 9 to 10 elected representatives, with 18% preferring 11 to 14 Councillors and 17% favouring 7 to 8 Councillors.

Women[†] are more likely to say there should be 9 to 10 elected representatives, than men[†].

[†] residents who say Council should be smaller

How Much Smaller?

	Preferred Number of Elected Representatives				
	Between 1 and 6	7 to 8	9 to 10	11 to 14	Don't know
	%	%	%	%	%
Residents who say Council should be smaller					
2015	9	17	56	18	-
Area					
New Plymouth	9	15	56	20	-
Inglewood*	-	31	44	25	-
Clifton*	13	21	59	7	-
Kaitake**	20	10	60	9	-
Waitara*	-	27	60	13	-
Gender					
Male	14	18	49	19	-
Female†	3	17	64	17	-

Base = 128

% read across

* caution: small bases

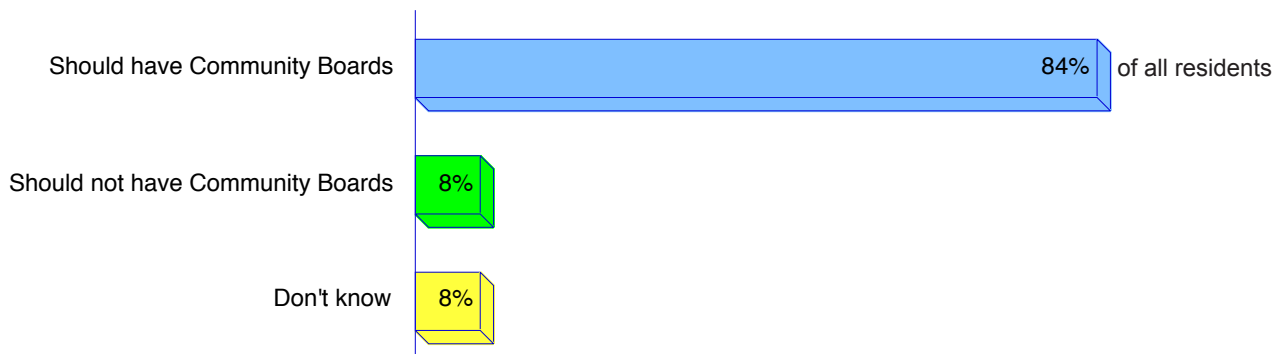
† does not add to 100% due to rounding

iii. Community Boards

1. Should The District Have Community Boards?

Another way of representing the views of residents is to have Community Boards, and members who represent these Boards. Currently, Napier City has no Community Boards, although some other cities in New Zealand do have Community Boards. Usually, Community Board members represent the views of small local areas within a City, and often work on different issues than Councillors in particular Wards.

Residents were asked whether they think Napier City should, or should not have Community Boards.



84% of New Plymouth District residents think there should be Community Boards, while 8% say there should not. 8% are unable to comment.

Residents who live in a three or more person household are more likely to think there **should be** Community Boards, than those who live in a one or two person household.

Summary Table: Level Of Support For Community Boards

		Should have Community Boards %	Should not have Community Boards %	Don't know %
Overall	2015	84	8	8
	2009	82	10	8
Area				
	New Plymouth	82	9	9
	Inglewood	91	2	7
	Clifton	91	7	2
	Kaitake	94	6	-
	Waitara	89	2	9
Household Size				
	1-2 person household	80	7	13
	3+ person household	89	8	3

% read across

† does not add to 100% due to rounding

* * * * *

E. APPENDIX

Base By Sub-sample

		Actual respondents interviewed	*Expected numbers according to population distribution
Area	New Plymouth	243	NA
	Inglewood	41	NA
	Clifton	37	NA
	Kaitake	37	NA
	Waitara	43	NA
Gender	Male	190	191
	Female	211	210
Age	18-44 years	112	168
	45-64 years	139	143
	65+ years	150	89

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

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

Expected Ward numbers for 400 are:

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

* * * * *

