

**NEW PLYMOUTH DISTRICT COUNCIL
COMMUNITRAK™ SURVEY
FEBRUARY 2017**

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 2017



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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.

Icons used in this report made by Freepik from www.flaticon.com

A. SITUATION AND OBJECTIVES

Council has engaged a variety of approaches both to seeking public opinion and to communicating its decisions and programmes to residents and ratepayers. One of these approaches was to commission the National Research Bureau's Communitrak™ survey in 1994, 1996-2000, 2003-2016 and now again in 2017.

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

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

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, and,
- whether or not residents feel New Plymouth District Council has a good reputation.

* * * * *

B. COMMUNITRAK™ SPECIFICATIONS

Sample Size

This Communitrak™ survey was conducted with 400 residents of the New Plymouth District.

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

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

New Plymouth	244
Inglewood	39
Clifton	38
Kaitake	37
Waitara	42
	<u>400</u>

Interview Type

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

Sample Selection

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

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

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

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

Respondent Selection

Respondent selection within the household was randomised, with the eligible person being the man or woman normally resident, aged 18 years or over, who had the 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 10th February and Sunday 19th February 2017.

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 1000 interviews conducted in July 2016,
- 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 July 2016 National Communitrak™ Survey, NRB has used the following for comparative purposes, for a sample of 400 residents:

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

Margin Of Error

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

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

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

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

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

Significant Difference

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

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

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

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

* * * * *



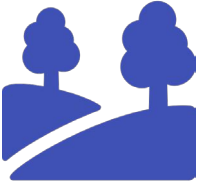
C. EXECUTIVE SUMMARY

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

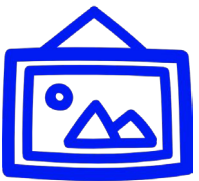
The New Plymouth District Council commissioned Communitrak™ as a means of measuring their effectiveness in representing the wishes and viewpoints of their residents. Understanding residents' and ratepayers' opinions and needs will allow Council to be more responsive to its citizens.

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

SNAPSHOT



95% of residents are satisfied with the access to the natural environment, including the rivers, lakes, the mountain and the coast.



However, 23% are not very satisfied with the Govett-Brewster Art Gallery/Len Lye Centre.



93% of residents who have contacted Council offices (by phone, in writing, by email and/or by social media), in the last 12 months, are satisfied.



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



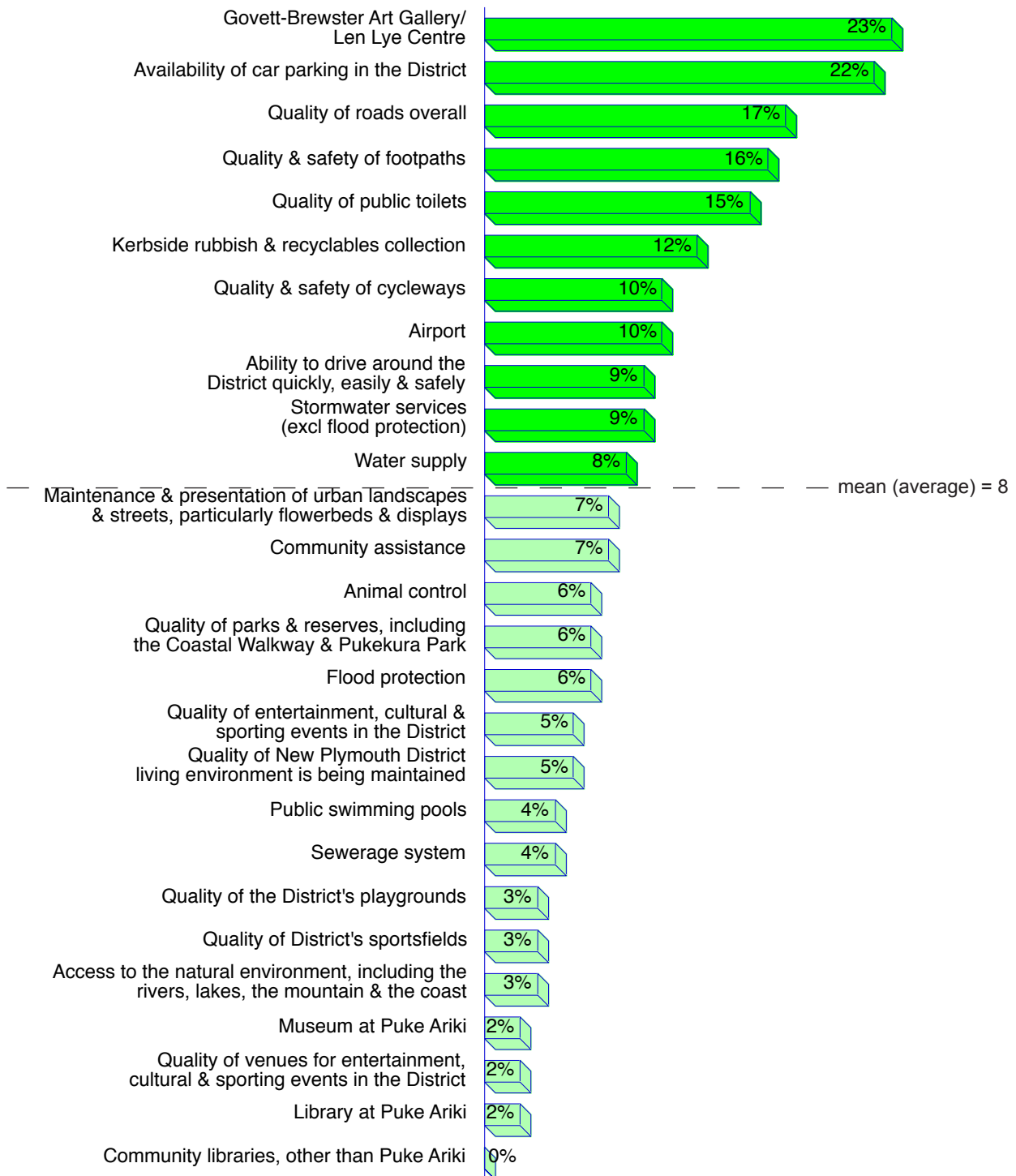
Overall, 74% of residents feel the quality of life in New Plymouth is very good.

COUNCIL SERVICES/FACILITIES

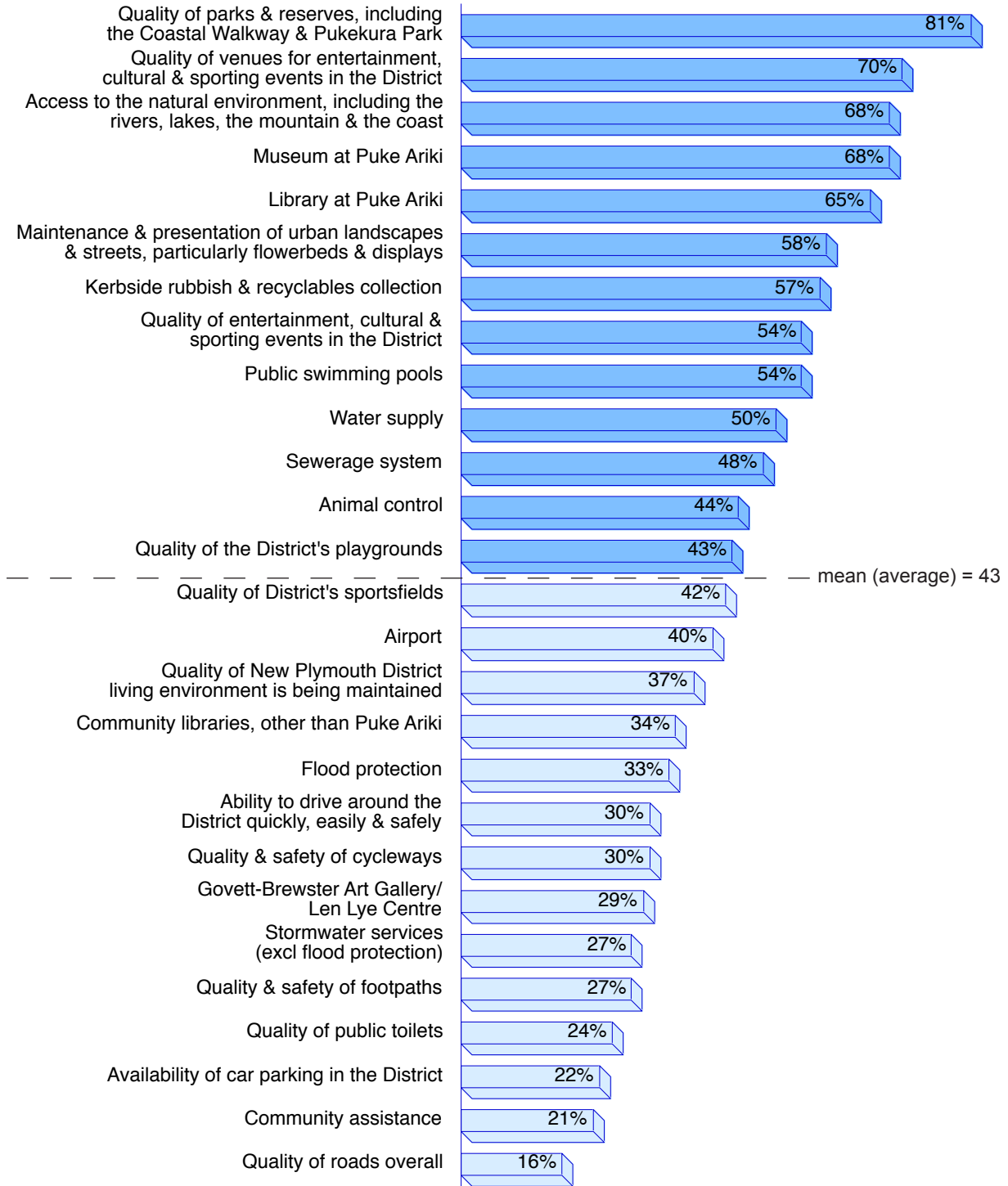
The main services / facilities residents want more spent on are ...

- the airport, 48%,
- the availability of parking in New Plymouth, 37%,
- quality of roads overall, 35%,
- quality and safety of footpaths, 32%,
- the quality of public toilets, 32%.

Percent Saying They Are Not Very Satisfied With ...



Percent Very Satisfied



Summary Table: Comparison Between 2016 And 2017

	New Plymouth 2017		New Plymouth 2016	
	Very / fairly satisfied %	Not very satisfied %	Very / fairly satisfied %	Not very satisfied %
Access to the natural environment, including the rivers, lakes, the mountain and the coast	95 =	3 =	96	2
Quality of the venues for entertainment, cultural and sporting events in the District	95 =	2 =	93	3
The quality of parks and reserves, including the Coastal Walkway and Pukekura Park	94 =	6 =	95	4
The maintenance and presentation of urban landscapes and streets, particularly flowerbeds and displays	92 =	7 =	92	7
The quality of the New Plymouth District living environment is being maintained	91 =	5 =	90	4
Quality of entertainment, cultural and sporting events in the District	90 =	5 =	90	5
Ability to drive around the District quickly, easily and safely	90 ↑	9 ↓	84	15
Museum at Puke Ariki	88 =	2 =	86	3
Animal Control	87 =	6 =	84	7
Airport	87 =	10 =	88	6
Public swimming pools	85 =	4 =	83	4
Library at Puke Ariki	83 =	2 =	81	2
Quality of sportsfields	83 =	3 =	82	3
Water supply	82 =	8 =	83	7
Quality of roads overall	82 =	17 =	82	17
Kerbside rubbish and recyclables collection	81 =	12 =	82	10
Quality and safety of footpaths	80 =	16 =	79	17
Stormwater services (excluding flood protection)	79 =	9 =	78	8
Quality of playgrounds	78 =	3 =	79	6
Sewerage system	77 =	4 =	80	2
Availability of car parking in the District	77 =	22 =	75	23
Flood protection	76 =	6 =	77	4
Quality of public toilets	73 ↑	15 =	67	17
Quality and safety of cycleways	71 =	10 =	67	12
Assistance Council gives to the community	63 =	7 =	62	5
Community Libraries, excluding the Puke Ariki Library	54 =	0 =	52	0
Govett-Brewster Art Gallery / Len Lye Centre	52 =	23 =	48	22

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

Key: ↑ slightly above 2016 reading
 ↓ slightly below 2016 reading
 = similar / on par

Percent Not Very Satisfied Versus Peer Group And National Average

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

	New Plymouth %	Peer Group %	National Average %
• Govett-Brewster Art Gallery / Len Lye Centre	23	°°°5	°°°4

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

• availability of car parking in New Plymouth	22	*31	*42
• quality of roads overall	17	**31	**25
• quality and safety of footpaths	16	††25	††23
• stormwater services (excluding flooding)	9	°°16	°°14
• animal control	6	†††23	†††19
• public swimming pools	4	9	8

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	†19	†17
• kerbside rubbish and recyclables collection	12	°12	°12
• water supply	8	11	9
• community assistance	7	7	7
• quality of parks and reserves, including the Coastal Walkway and Pukekura Park	6	◇2	◇4
• the sewerage system	4	7	6
• quality of District's playgrounds	3	◇◇6	◇◇5
• quality of District's sportsfields	3	◇◇6	◇◇5
• Museum at Puke Ariki	2	6	3
• library at Puke Ariki	2	***1	***3
• Community Libraries, excluding Puke Ariki	0	***1	***3

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

† figures are based on ratings for public toilets in general

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

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

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

†† figures are based on ratings for footpaths in general

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

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

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

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

††† figures are based on ratings for dog control

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	82	9	9
The airport [†]	64	25	10
An entertainment, arts or sporting event at TSB Showplace, TSB Stadium, Bowl of Brooklands or Yarrow Stadium	59	24	17
Public toilets	57	25	18
Museum at Puke Ariki [†]	36	36	27
Sportsfield	57	15	28
Library at Puke Ariki	49	18	33
Playground	46	14	40
Public swimming pool	43	16	41
Govett-Brewster Art Gallery / Len Lye Centre	19	36	45
A cycleway	41	7	52
Visitor Information Centre at Puke Ariki	14	25	61
Community library (excluding Puke Ariki) [†]	22	11	66
Contacted Council about dogs and / or other animals	4	14	82

% read across

Parks or reserves, including the Coastal Walkway and Pukekura Park, 91%, and the airport, 90%,

... 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 59% (61% in 2016)

Main things mentioned:

- events / concerts / entertainment
14%
of all residents
- good parks / reserves / playgrounds / upkeep and improvements
8%
- Coastal Walkway / extensions to walkway
8%
- Council does a good job / good communication / information
7%
- new system for rubbish / recycling
5%

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

Yes 42% (46% in 2016)

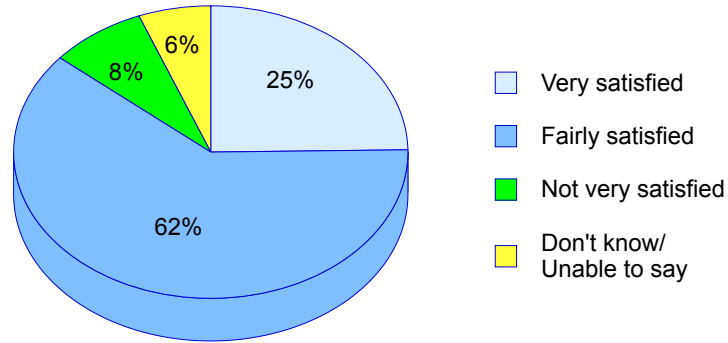
Main things mentioned:

- roading / maintenance / roadworks / signage / traffic / cycling issues
6%
of all residents
- poor consultation / communication / information / don't listen / more transparency
5%
- footpaths / walkways
5%
- general appearance / maintenance of city / parks
4%

RATES

86% of residents identify themselves, or members of their household, as ratepayers (92% in 2016).

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



(Does not add to 100% due to rounding)

These readings are similar to the 2016 results.

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

- high rates / increases / too high for services received / unfair system 3% of all residents
- other services / facilities need attention / expenditure 2%
- waste money / overspend / priorities wrong / financial management 2%

* multiple responses allowed

CONTACT WITH COUNCIL

41% of residents have contacted the Council offices in the last 12 months by phone (42% in 2016), with 34% contacting the Council in person (29% in 2016) and 6% contacting the Council in writing (3% in 2016). 13% have contacted Council by email (6% in 2016) and 2% have contacted Council by social media (3% in 2016).

Overall, 57% of residents have contacted the Council in the last 12 months (54% in 2016).

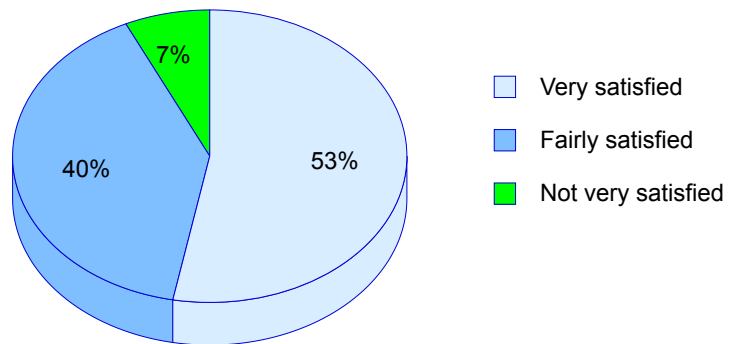
Rating Of Council Staff In Terms Of:

	Very satisfactory / Satisfactory %	Neither / Neutral %	Very unsatisfactory / satisfactory %	Don't know / Unable to say / Not applicable %
Helpfulness	89	4	4	3
Knowledge	88	5	5	2
Did the Council do what it said it would do?	73	10	9	8

Base = 221*

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

Satisfaction With Overall Service Received When Contact The Council Offices

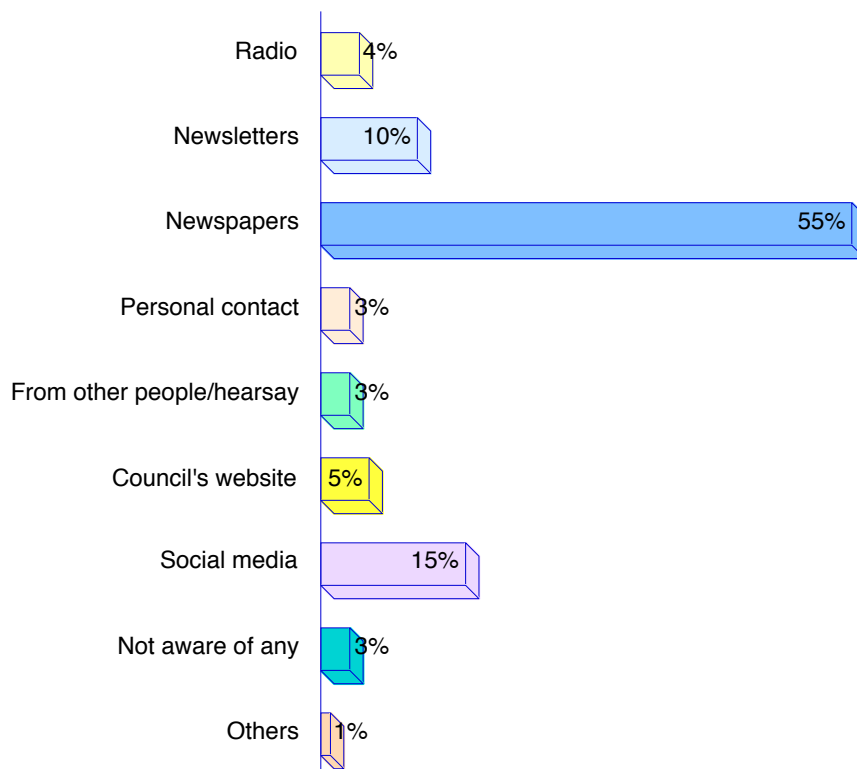


Base = 221

INFORMATION

Main Source Of Information About Council

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



Does not add to 100% due to rounding

Those residents[†] who say newspapers are their main source of information give the following as the newspapers* they read:

The Taranaki Daily News	84%
The North Taranaki Midweek	41%
Live Magazine	8%
The Stratford Press	4%
Moa Mail	3%
Opunake & Coastal News	2%
TOM Oakura	1%
Others	3%

* multiple responses allowed

[†] Base = 240

Information Published By Council

72% of residents say they have seen or read information published by Council in the last 12 months (76% in 2016), 25% say they haven't (22% in 2016), and 3% were unsure.

The 75% 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:

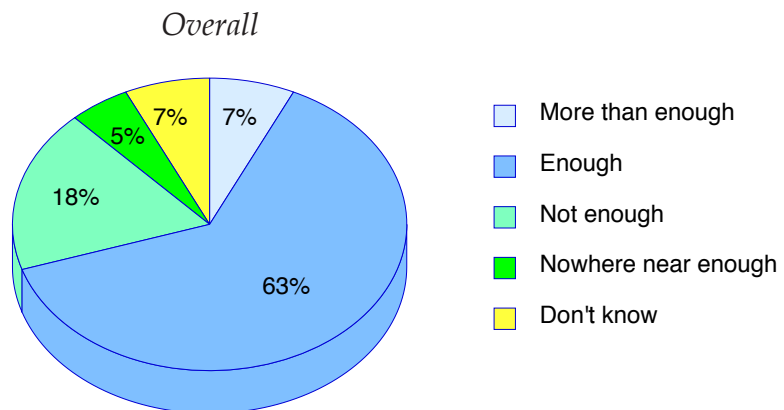
	2017 %	2016 %
Ratepayers' Quarterly Update - delivered to your home inside your rates notice or as a link with rates notices sent by email	73	81
Information available from the Council offices	29	31
Social media	33	26
Council website	40	37
7 Days - the Council's weekly page in the Midweek	66	69

Base = 304

74% of residents* think these communications channels improve their understanding of how the Council uses the rates it collects, while 13% do not and 12% are unable to comment.

* the 75% of residents who have, or were unsure if they have, seen or read information published by the Council in the last 12 months (N=304)

Sufficiency Of Information Supplied By Council To The Community



Digital Services

15% of residents say that in the last three months, they have interacted with the Council online (ie, via the Council website or its Facebook/Twitter pages) (18% in 2016).

Council Actions

When residents want Council to do something, they:

- phone the Council offices, mentioned by 63% of all residents,
- visit the Council offices, 18%,
- email the Council, 7%,
- contact the Council via the NPDC website, 2%,
- phone a Community Board member, 2%,
- phone a Councillor, 2%,
- contact the Council via its Facebook or Twitter pages, 2%,
- phone the Mayor, 1%,
- others, 2%,
- don't know, 1%.

Services And Facilities

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

- parks and reserves/ recreational areas/ well maintained/ presented, mentioned by 21% of all residents,
- walkways/ Coastal Walkway, 12%,
- events/ entertainment/ festivals/ sporting events/ free events/ family events, 10%,
- rubbish collection/ disposal/ recycling, 10%,
- tourism promotion/ promoting Taranaki/ encouraging visitors, 9%,
- all services done very well/ happy with everything, 8%.

* multiple responses allowed

14% of residents were unable to comment (24% in 2016) and 11% say there are no services/ facilities that the Council provides, that they feel the Council does the best (3% in 2016).

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

- roading/ road maintenance, mentioned by 8% of all residents,
- general maintenance of city/ public areas/ parks/ playgrounds, 5%,
- planning/ subdivision consents, 4%,
- parking issues/ need more parking/ cost of parking, 4%,
- rubbish collection/ recycling/ rubbish disposal, 4%,
- Art Gallery/ Len Lye Centre/ arts/ museum, 4%.

* multiple responses allowed

23% of residents were unable to comment (37% in 2016) and 29% say there are no services/ facilities that Council provides, that they feel Council does the worst (17% in 2016).

Meeting The Needs/Aspirations Of The District

72% of residents feel that Council meets the needs and aspirations of the District [rating 7 to 10], while 2% feel the Council does not meet the needs/ aspirations of the District [rating 1 to 4]. These readings are similar to 2016 results.

Perception Of Safety

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

Yes, definitely	55%	of all residents	(51% in 2016)
Yes, mostly	43%		(48% in 2016)
Not really	2%		(1% in 2016)

Quality Of Life

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

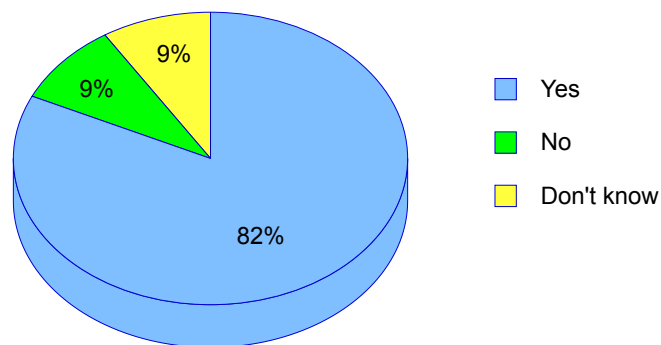
Very good	74%	of all residents
Good	24%	
Fair	1%	
Poor	-	

Does not add to 100% due to rounding

These readings are similar to the 2016 results.

Council Reputation

Does Council Have A Good Reputation?



* * * * *

D. MAIN FINDINGS

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

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

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

In this group are ...

Ashburton District Council

Gisborne District Council

Gore District Council

Grey District Council

Hastings District Council

Horowhenua District Council

Marlborough District Council

Masterton District Council

Queenstown Lakes District Council

Rotorua Lakes Council

South Waikato District Council

Taupo District Council

Thames Coromandel District Council

Timaru District Council

Waipa District Council

Whakatāne District Council

Whangarei District Council



1. AREA DIFFERENCES

The five Areas are as follows:

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

Summary Table: Demographics Of Weighted** Sample By Area

	Total District 2017 %	Area				
		New Plymouth %	Inglewood %	Clifton %	Kaitake %	Waitara %
Gender						
Male	48	47	42	42	58	54
Female	52	53	58	58	42	46
Age						
18-34 years	12	13	6	15	10	9
35-44 years	30	30	42	35	29	20
45-54 years	13	13	7	12	18	12
55-64 years	23	21	24	26	31	25
65-74 years	11	11	8	7	5	29
75+ years	11	12	13	5	7	5
Ethnicity[†]						
NZ European	79	78	91	78	87	69
NZ Māori	16	17	6	16	-	31
Pacific Island / Asian / Other	5	5	4	6	13	-
Household Income*						
Less than \$30,000 pa	16	16	12	10	8	28
\$30,000 pa-\$60,000 pa	22	22	26	24	11	34
More than \$60,000 pa- up to \$100,000 pa	24	23	26	37	32	16
More than \$100,000 pa	24	23	20	17	48	16
Household Size						
1-2 person household	53	52	55	45	55	61
3+ person household	47	48	45	55	45	39
Length Of Residence						
Ten years or less	16	16	8	10	22	18
More than ten years	84	84	92	90	78	82

% 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 179

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



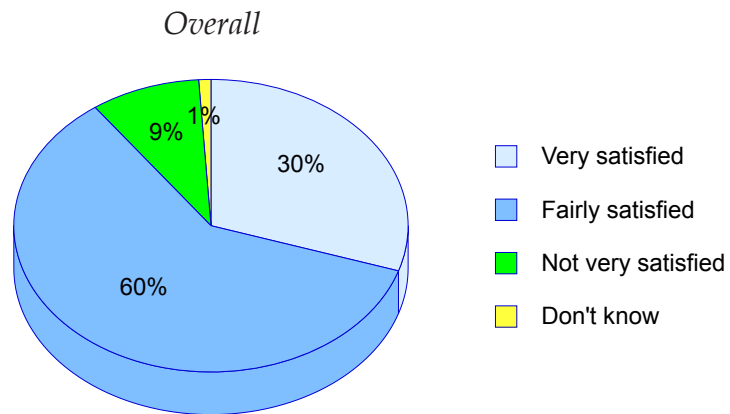
2. COUNCIL SERVICES/FACILITIES

A. SATISFACTION WITH COUNCIL SERVICES/FACILITIES

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

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

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



90% of residents are satisfied with the ability to drive around the District quickly, easily and safely (84% in 2016), while 9% are not very satisfied (15% in 2016).

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

Clifton Area residents are more likely to be not very satisfied with the ability to drive around the District quickly, easily and safely, than other Area residents.

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

	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
Overall*					
Total District 2017	30	60	90	9	1
2016	32	52	84	15	1
2015	25	62	87	11	2
2014	28	55	83	14	3
2013	32	58	90	8	2
2012	23	64	87	11	2
2011	28	61	89	10	1
2010	23	62	85	14	1
2009	32	46	78	20	2
2008	17	61	78	19	3
2007	23	62	85	12	3
2006	29	51	80	18	2
2005	31	52	83	15	2
Area					
New Plymouth [†]	31	62	93	7	1
Inglewood [†]	31	54	85	13	1
Clifton	19	47	66	33	1
Kaitake	36	52	88	11	1
Waitara	31	64	95	5	-

% read across

* not asked prior to 2005

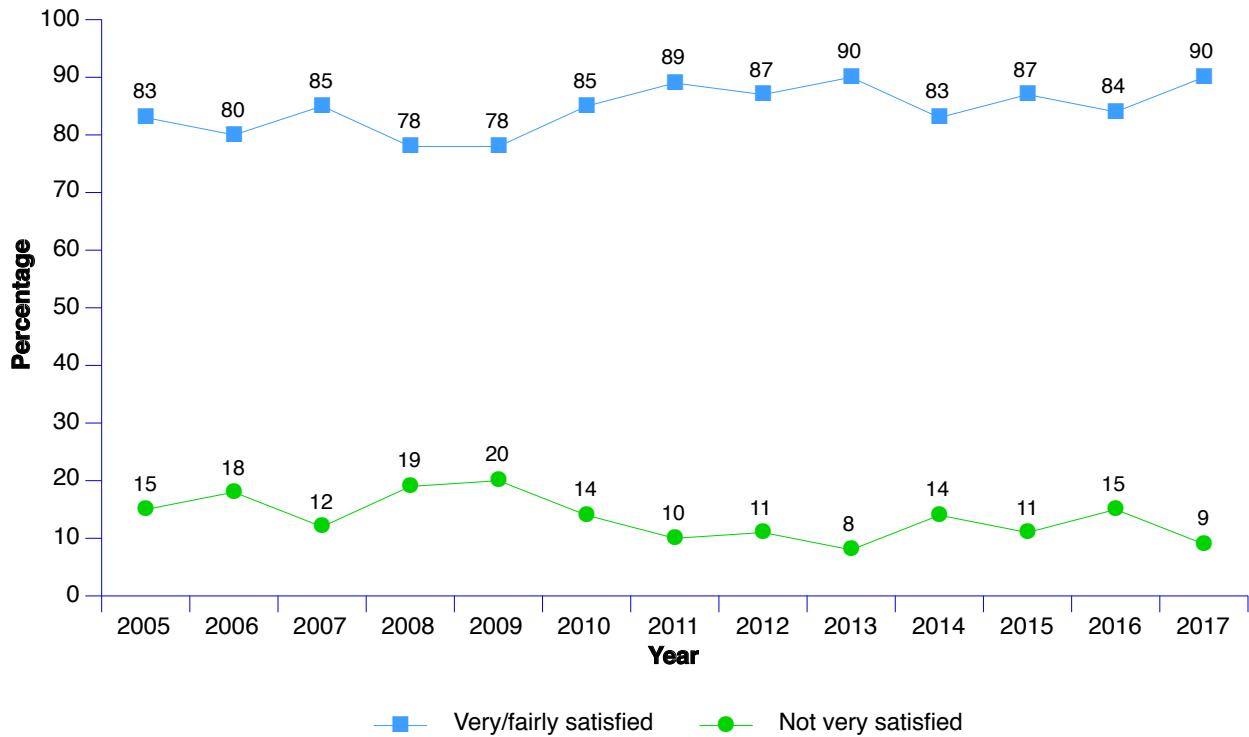
† does not add to 100% due to rounding

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

- poor traffic flow / congestion / one way system causing congestion, mentioned by 2% of all residents,
- poor condition of roads / not maintained / poor quality of work done, 2%,
- roadworks cause congestion / slow to complete, 2%.

* multiple responses allowed

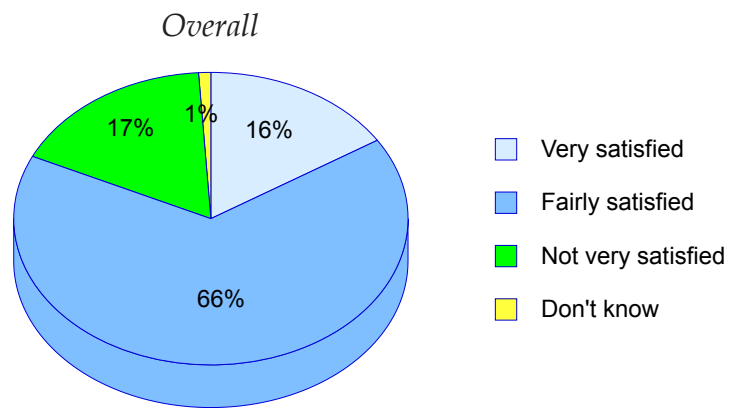
Ability To Drive Around The District Quickly, Easily And Safely



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

ii. Quality Of Roads Overall

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



82% of residents are satisfied with New Plymouth District's quality of roads overall, while 17% of residents are not very satisfied.

The percent not very satisfied is below the Peer Group and National Averages for **roads in general** and similar to the 2016 reading.

Ratepayers are more likely to be not very satisfied with the quality of roads overall, than non-ratepayers.

Satisfaction With The Quality Of Roads Overall

	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
Overall					
Total District 2017	16	66	82	17	1
2016	25	57	82	17	1
2015	23	66	89	11	-
2014	25	59	84	14	2
2013 [†]	25	60	85	15	1
2012	21	63	84	16	-
2011	18	67	85	15	-
2010	21	65	86	13	1
2009	27	56	83	15	2
2008	15	70	85	14	1
2007	21	65	86	14	-
2006	27	58	85	15	-
2005*	29	59	88	11	1
2004	21	64	85	15	-
2003	19	62	81	18	1
2000	20	54	74	25	1
1999	18	53	71	28	1
Comparison**					
Peer Group (Provincial)	20	49	69	31	-
National Average	21	54	75	25	-
Area					
New Plymouth	15	68	83	16	1
Inglewood [†]	8	66	74	24	1
Clifton	23	50	73	26	1
Kaitake	22	65	87	12	1
Waitara	19	63	82	18	-
Ratepayer?					
Ratepayer	14	66	80	19	1
Non-ratepayer	31	63	94	6	-

% 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,
- poor quality of roads/materials/patching,
- poor condition of roads/need attention.

Summary Table:

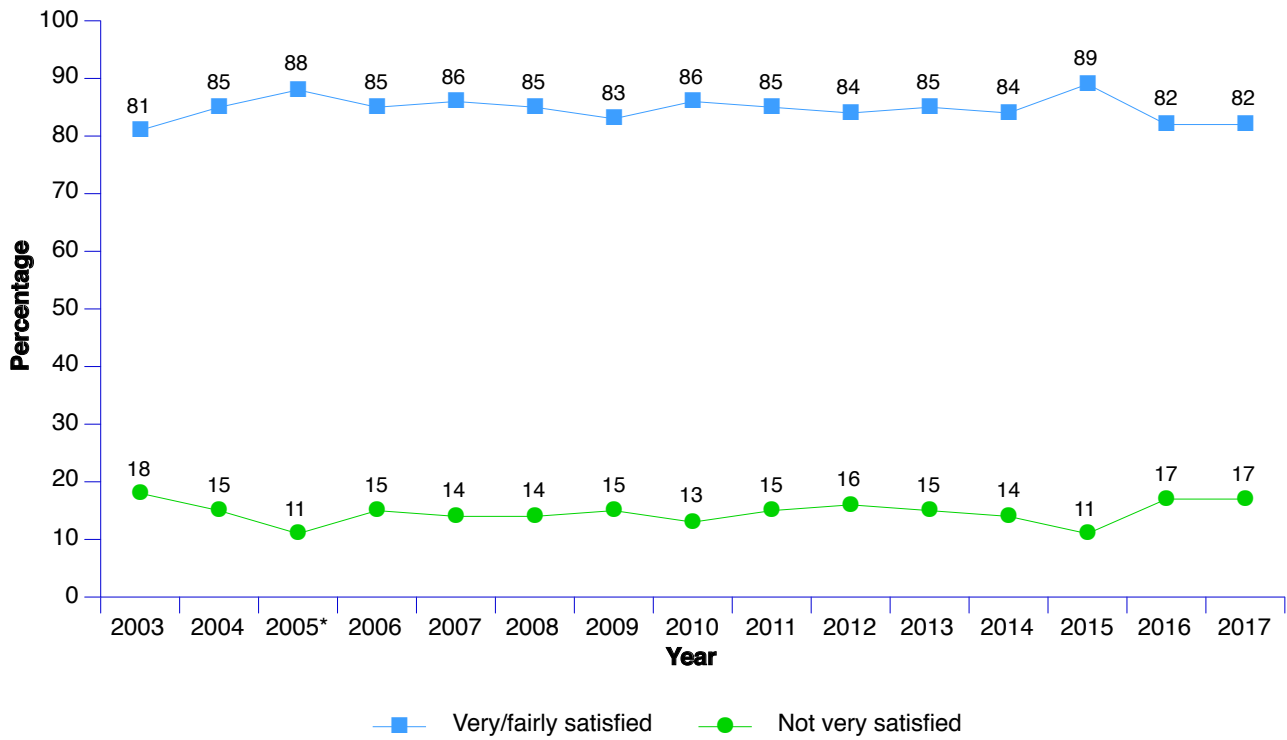
Main Reasons* For Being Not Very Satisfied With The Quality Of Roads Overall

	Total District 2017 %	Area				
		New Plymouth %	Inglewood %	Clifton %	Kaitake %	Waitara %
Percent Who Mention ...						
Potholes/uneven/bumpy/rough	7	8	9	5	3	3
Poor quality of roads/materials/patching	5	6	5	3	1	3
Poor condition of roads/need attention	4	3	3	10	3	9

* multiple responses allowed

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

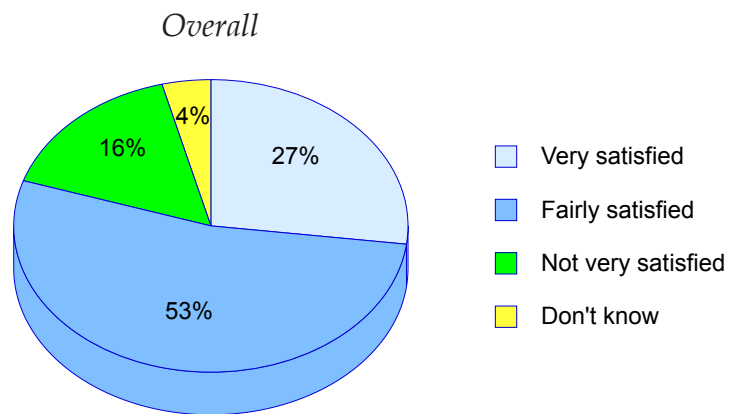
Quality Of Roads Overall



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

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

iii. The Quality And Safety Of Footpaths



80% of residents are satisfied with the quality and safety of the District's footpaths, including 27% who are very satisfied (32% in 2016), 16% of residents are not very satisfied and 4% are unable to comment.

The percent not very satisfied is below the Peer Group and National Averages for **footpaths in general**, and similar to the 2016 reading.

Residents more likely to be not very satisfied with the quality and safety of footpaths are ...

- women,
- longer term residents, those residing in the District 10 years or less.

Satisfaction With The Quality And Safety Of Footpaths

	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
Overall					
Total District					
2017	27	53	80	16	4
2016	32	47	79	17	4
2015	22	60	82	14	4
2014	26	52	78	16	6
2013 [†]	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)	20	47	67	25	8
National Average	23	49	72	23	5
Area					
New Plymouth	28	53	81	16	3
Inglewood	23	51	74	20	6
Clifton	22	43	65	14	21
Kaitake	25	66	91	4	5
Waitara	26	50	76	19	5
Gender					
Male [†]	29	55	84	11	4
Female	24	51	75	20	5
Length of Residence					
Lived there 10 years or less	29	62	91	6	3
Lived there more than 10 years [†]	26	52	78	18	5

% read across

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

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

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

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

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

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

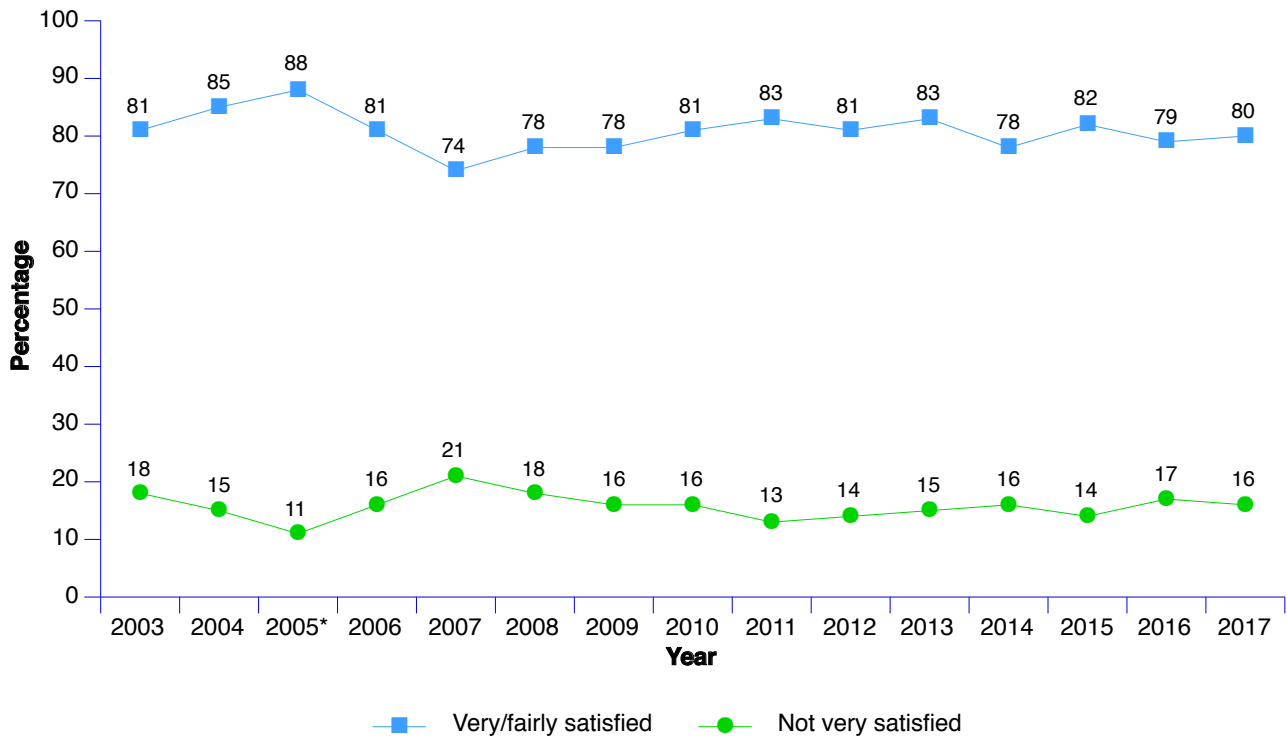
Summary Table:

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

	Total District 2017 %	Area				
		New Plymouth %	Inglewood %	Clifton %	Kaitake %	Waitara %
Percent Who Mention ...						
Uneven/potholes/broken/cracked/ rough/bumpy/can easily trip	6	6	9	4	1	6
Poor condition/need improving/ lack maintenance	3	3	8	3	-	3
Footpaths overgrown/ overhanging trees	2	3	4	1	3	-
No footpaths/not enough/ only on one side/incomplete	2	2	2	6	-	7
Slippery surface	2	2	-	3	-	4

* multiple responses allowed

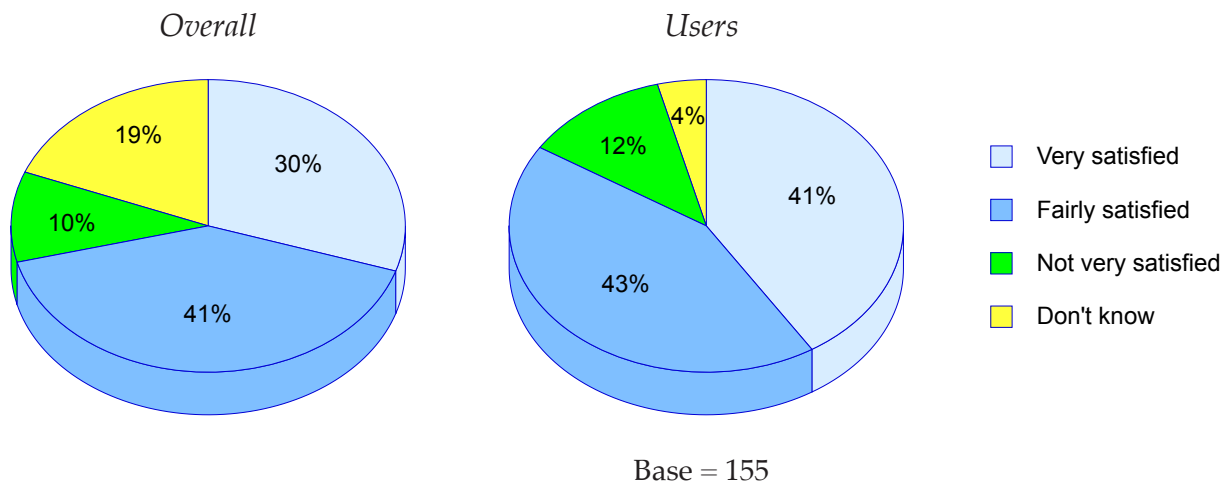
Quality And Safety Of Footpaths



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

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

iv. The Quality And Safety Of Cycleways



71% of New Plymouth residents are satisfied with the quality and safety of cycleways (67% in 2016), including 30% who are very satisfied. 10% of residents are not very satisfied and 19% are unable to comment.

There are no comparative Peer Group and National Averages for this reading, however, the not very satisfied reading is similar to the 2016 result.

48% of households have used a cycleway in the District, in the last 12 months. Of these, 84% are satisfied (78% in 2016) and 12% not very satisfied.

There are no notable differences between Areas and between socio-economic groups, in terms of those 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 2017	30	41	71	10	19
2016	30	37	67	12	21
2015 [†]	32	37	69	10	22
2014	26	40	66	15	19
2013 [†]	31	43	74	10	17
2012	27	44	71	13	16
2011	19	50	69	15	16
2010	18	38	56	18	26
2009	20	35	55	16	29
2008	12	38	50	22	28
2007	15	39	54	25	21
2006	20	46	66	17	17
Users	41	43	84	12	4
Area					
New Plymouth	33	42	75	10	15
Inglewood	15	52	67	11	22
Clifton	17	32	49	12	39
Kaitake [†]	24	25	49	15	37
Waitara [†]	30	48	78	5	16

% 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 ...

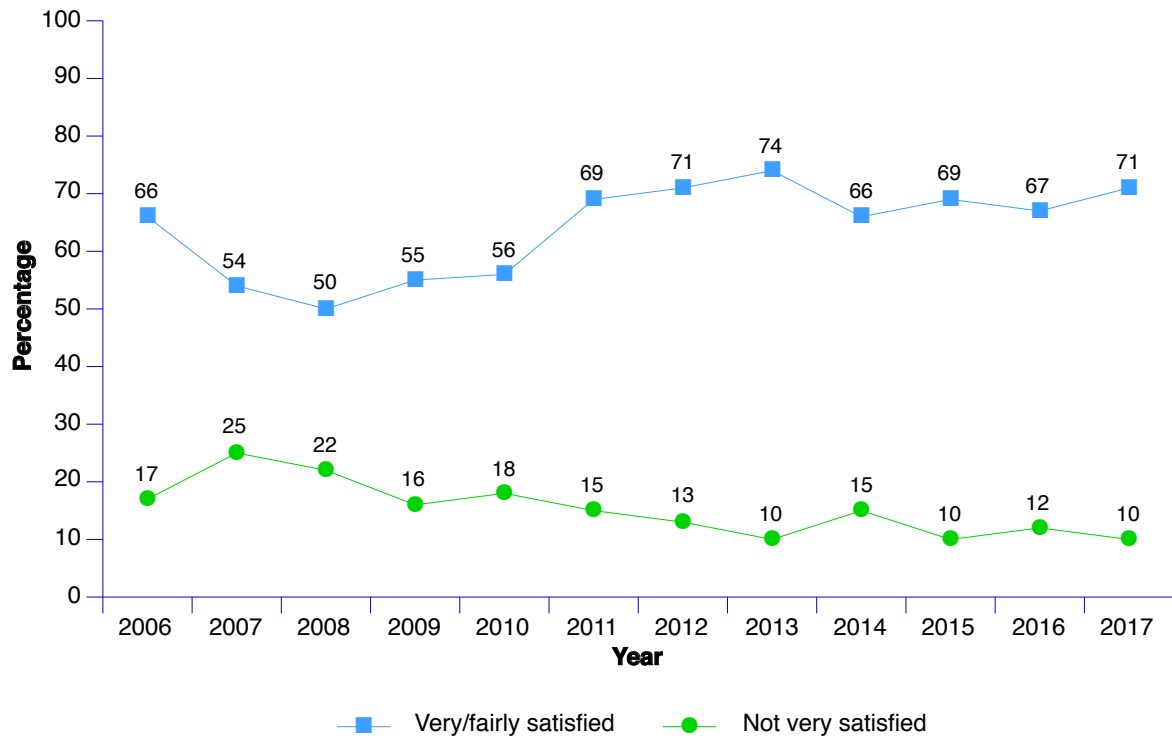
- dangerous/unsafe/not much room/too narrow/need better provisions for cyclists,
- no cycleways/not enough/need more,
- need to be more clearly defined/more signage/more information.

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

	Total District 2017 %	Area				
		New Plymouth %	Inglewood %	Clifton %	Kaitake %	Waitara %
Percent Who Mention ...						
Dangerous/unsafe/not much room/too narrow/need better provisions for cyclists	6	6	7	10	10	1
No cycleways/not enough/need more	2	1	-	5	5	-
Need to be more clearly defined/more signage/more information	2	2	-	3	-	1

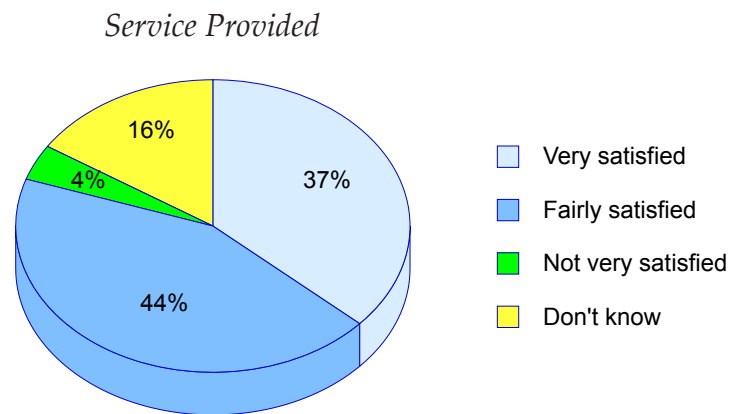
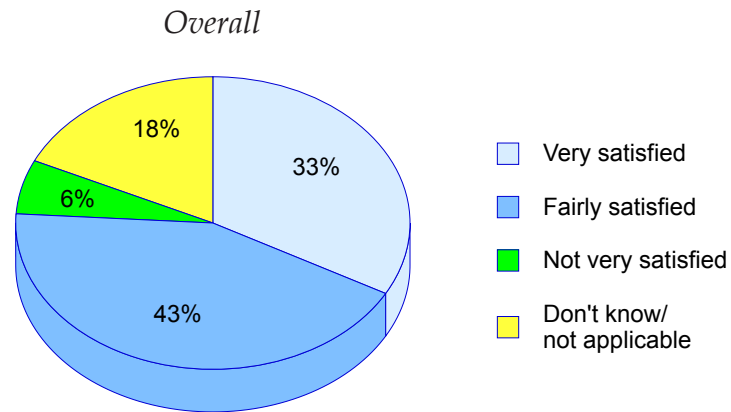
* multiple responses allowed

Quality And Safety Of Cycleways



Recommended Satisfaction Measure For Reporting Purposes:
 Total District = 71%
 Users = 84%

v. Flood Protection



Base = 286

76% of New Plymouth residents are satisfied with flood protection, including 33% who are very satisfied (39% in 2016). 6% not very satisfied and 18% 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.

73% of residents have a piped stormwater collection (79% in 2016). Of these, 81% are satisfied, while 4% 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. However, it appears that Clifton Area residents are slightly more likely to feel this way, than other Area residents.

Satisfaction With Flood Protection

	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
Overall*					
Total District 2017	33	43	76	6	18
2016	39	38	77	4	19
2015	31	33	64	3	33
2014	26	41	67	3	31
2013	35	36	71	3	26
Service Provided [†]	37	44	81	4	16
Area					
New Plymouth [†]	36	44	80	3	18
Inglewood	8	48	56	11	33
Clifton	25	30	55	24	21
Kaitake	34	41	75	7	18
Waitara	32	49	81	10	9

% read across

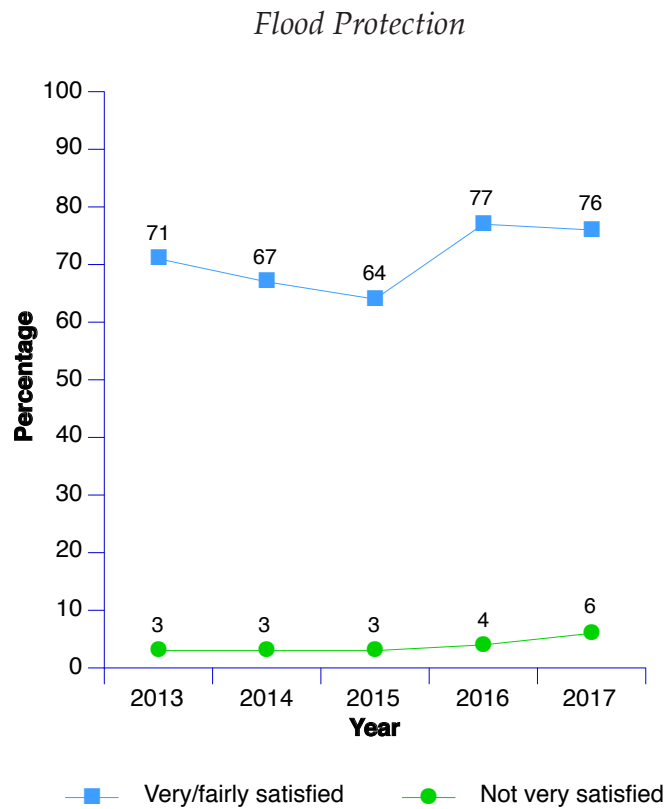
* not asked prior to 2013

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

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

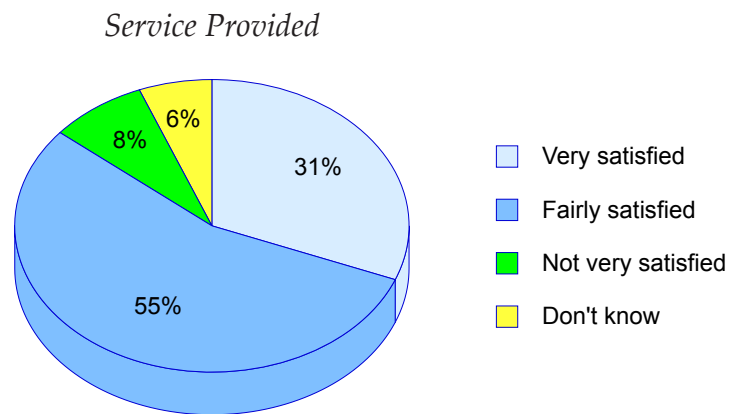
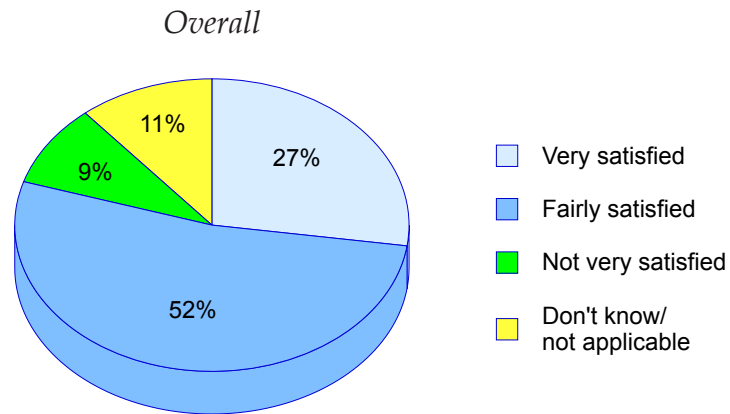
- flooding problems, mentioned by 2% of all residents,
- inadequate/no drainage system, 1%,
- blocked drains/leaves need sweeping/weeds and debris in drains, 1%.

* multiple responses allowed



Recommended Satisfaction Measure For Reporting Purposes:
 Total District = 76%
 Receivers Of Service = 81%

vi. Stormwater Services (Excluding Flood Protection)



Base = 286

79% of New Plymouth residents are satisfied with stormwater services (excluding flood protection), including 27% who are very satisfied (37% in 2016), while 11% are unable to comment (14% in 2016).

The percent not very satisfied (9%) is below the Peer Group Average and slightly below the National Average for **stormwater services in general** and similar to the 2016 reading.

Of those residents provided with a piped stormwater collection, 86% are satisfied and 8% are not very satisfied.

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

Satisfaction With Stormwater Services

	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
Overall					
Total District 2017 [†]	27	52	79	9	11
2016	37	41	78	8	14
2015	31	47	78	8	14
2014	29	48	77	8	15
2013 [†]	33	45	78	10	13
2012 [†]	30	49	79	13	9
2011	28	53	81	10	9
2010	33	48	81	10	9
2009	39	41	80	10	10
2008	24	53	77	12	11
2007	24	54	78	12	10
2006	30	45	75	15	10
2005	32	50	82	10	8
2004	31	48	79	13	8
2003 [*]	26	53	79	12	9
2000	25	56	81	11	8
1999	23	56	79	12	9
Service Provided	31	55	86	8	6
Comparison**					
Peer Group (Provincial)	37	32	69	16	15
National Average	36	39	75	14	11
Area					
New Plymouth [†]	32	53	85	7	9
Inglewood	8	64	72	17	11
Clifton [†]	8	42	50	23	28
Kaitake	31	55	86	4	10
Waitara	16	40	56	22	22

% read across

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

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

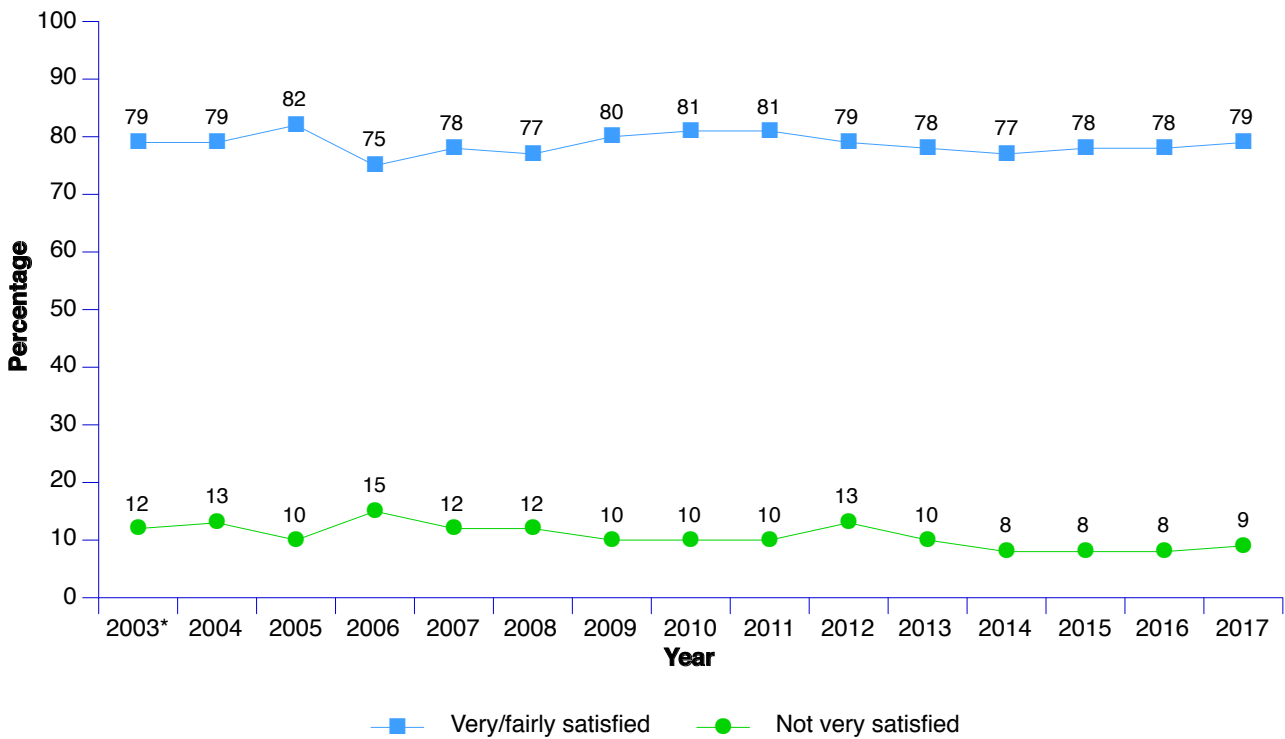
[†] does not add to 100% due to rounding

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

- inadequate system / drains can't cope / overflow / need improving, mentioned by 3% of all residents,
- flooding / surface flooding, 2%,
- blockages / drains and gutters need cleaning / maintenance, 2%,
- no stormwater services, 2%.

* multiple responses allowed

Stormwater Services (excluding flood protection)

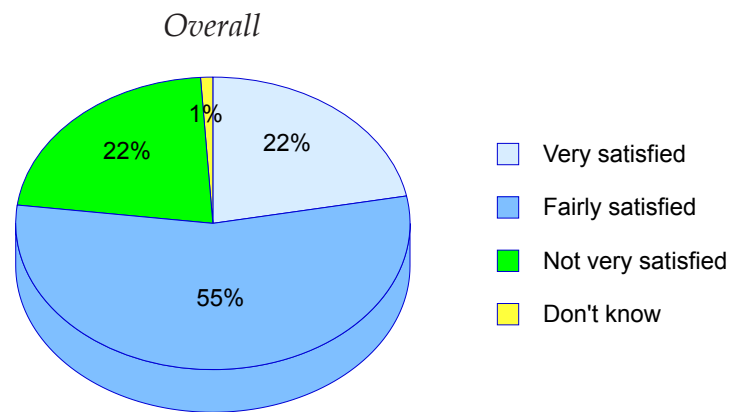


* prior to 2003, figures are based on ratings for stormwater control. Readings prior to 2013 didn't exclude flood protection.

Recommended Satisfaction Measure For Reporting Purposes:

Total District = 79%
 Receivers Of Service = 86%

vii. Availability Of Car Parking In The District



77% of New Plymouth District residents are satisfied with the availability of car parking in the District, while 22% are not very satisfied. These readings are similar to the 2016 results.

The percent not very satisfied is below the Peer Group and 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. However, it appears that residents with an annual household income of \$30,000 to \$100,000 are **slightly less** likely to feel this way, than other income groups.

Satisfaction With The Availability Of Car Parking In the District

	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
Overall					
Total District					
2017	22	55	77	22	1
2016	26	49	75	23	2
2015	21	54	75	24	1
2014	22	49	71	27	2
2013 [†]	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)	31	37	68	31	1
National Average	19	35	54	42	4
Area					
New Plymouth [†]	20	59	79	21	1
Inglewood	19	49	68	31	1
Clifton	25	43	68	28	4
Kaitake	30	52	82	14	4
Waitara [†]	36	38	74	24	3
Household Income					
Less than \$30,000 pa	19	47	66	32	2
\$30,000-\$60,000 pa [†]	16	64	80	17	2
\$61,000-\$100,000 pa	27	57	84	14	2
More than \$100,000 pa	25	48	73	27	-

% 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 ...

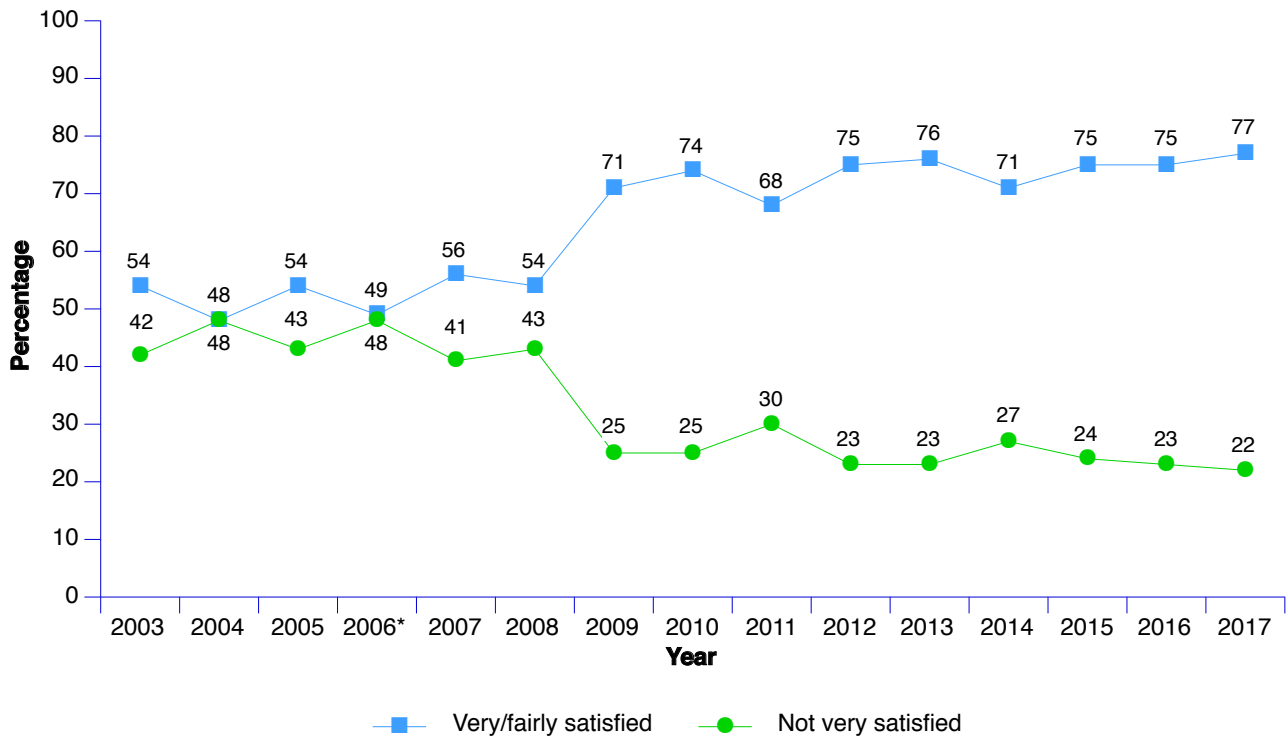
- not enough parking / not enough in city centre / need more,
- pay for parking / need more free parking / too many meters,
- not enough long term parking / limited time / need parking for workers,
- parking too expensive / meters too expensive.

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

	Total District 2017 %	Area				
		New Plymouth %	Inglewood %	Clifton %	Kaitake %	Waitara %
Percent Who Mention ...						
Not enough parking / not enough in city centre / need more	12	13	13	23	4	5
Pay for parking / need more free parking / too many meters	3	3	6	-	5	6
Not enough long term parking / limited time / need parking for workers	3	3	5	-	-	4
Parking too expensive / meters too expensive	3	2	7	5	5	3

* multiple responses allowed

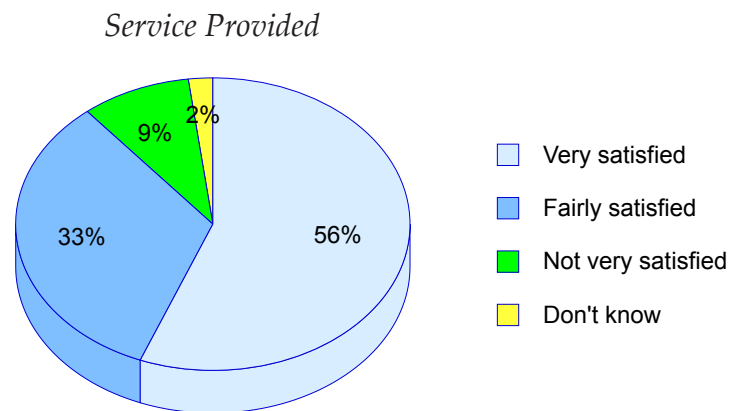
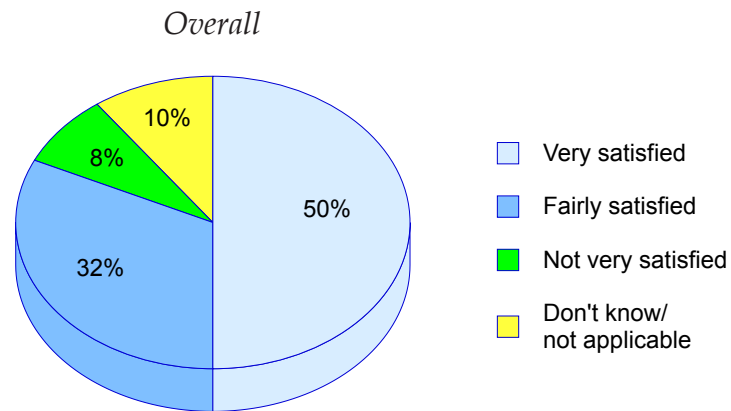
Availability Of Car Parking In The District



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

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

viii. Water Supply



Base = 331

82% of New Plymouth District residents are satisfied with their water supply, with 50% being very satisfied (53% in 2016).

The percent not very satisfied with water supply (8%) is on par with the Peer Group Average, and similar to the National Average and the 2016 reading.

85% of residents are provided with a piped water supply, with 89% of them being satisfied with their supply and 9% not very satisfied.

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

Satisfaction With The Water Supply

	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
Overall					
Total District 2017	50	32	82	8	10
2016 [†]	53	30	83	7	11
2015	46	35	81	8	11
2014 [†]	43	42	85	6	10
2013	57	29	86	5	9
2012	53	35	88	4	8
2011	46	41	87	5	8
2010	52	34	86	6	8
2009	57	29	86	6	8
2008	35	49	84	10	6
2007	33	43	76	18	6
2006	45	34	79	13	8
2005	35	45	80	12	8
2004	35	33	68	25	7
2003	37	43	80	12	8
2000	35	41	76	17	7
1999	39	40	79	12	9
Service Provided	56	33	89	9	2
Comparison					
Peer Group (Provincial) [†]	47	27	74	11	16
National Average	50	31	81	9	10
Area					
New Plymouth	57	33	90	6	4
Inglewood [†]	5	56	61	26	12
Clifton	19	24	43	10	47
Kaitake	38	13	51	13	36
Waitara [†]	56	31	87	10	2

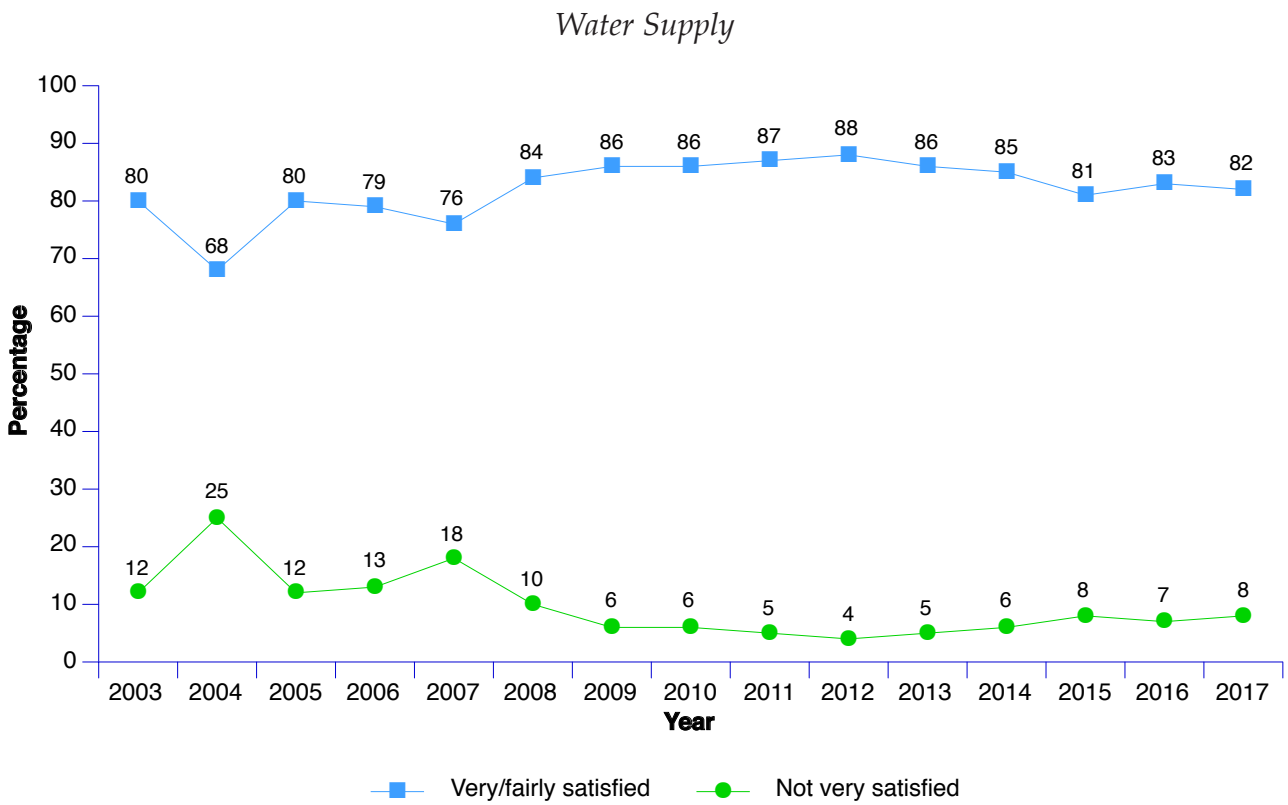
% read across

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

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

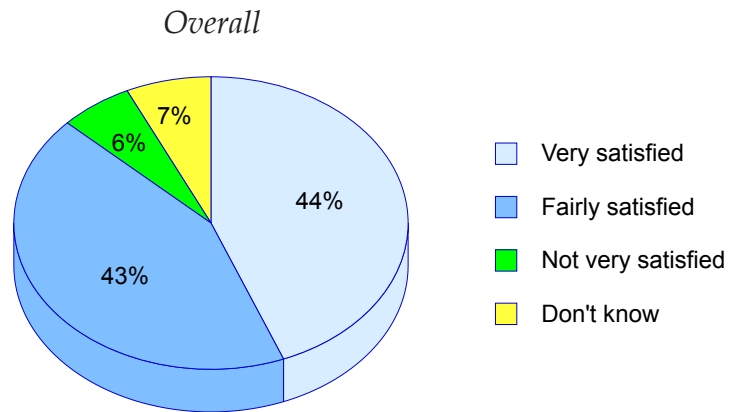
- water restrictions/no water, mentioned by 3% of all residents,
- poor quality of water / discoloured / dirty water, 2%.

* multiple responses allowed

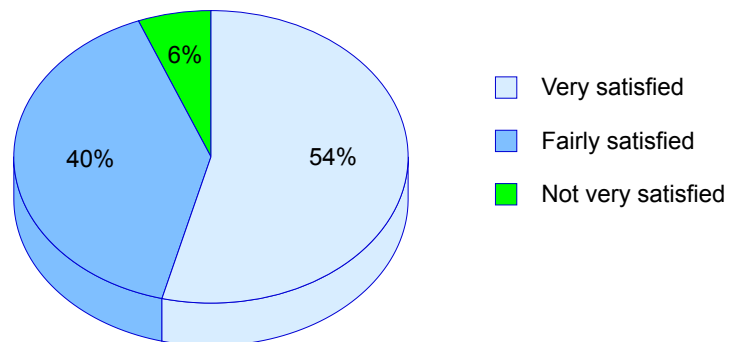


Recommended Satisfaction Measure For Reporting Purposes:
 Total District = 82%
 Receivers Of Service = 89%

ix. Control Of Animals



Contacted Council About Dogs/Animals In Last 12 Months



Base = 61

87% of New Plymouth District residents are satisfied with the Council's efforts in controlling animals, with 44% being very satisfied (49% in 2016).

The percent not very satisfied (6%) is below the Peer Group and National Averages for **dog control**, and similar to the 2016 reading.

18% of households have contacted Council about dogs and/or other animals in the last 12 months and, of these, 94% are satisfied (83% in 2016).

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 2017	44	43	87	6	7
2016	49	35	84	7	9
2015	41	45	86	5	9
2014	35	46	81	11	8
2013	49	36	85	8	7
2012 [†]	41	46	87	9	5
2011	36	51	87	8	5
2010	41	44	85	9	6
2009*	51	35	86	7	7
2008	26	50	76	19	5
2007	27	54	81	14	5
2006	31	48	79	16	5
2005	30	46	76	17	7
2004	34	40	74	21	5
2003	23	53	76	19	5
2000	20	44	64	29	7
1999	26	41	67	27	6
Contacted Council	54	40	94	6	-
Comparison*					
Peer Group (Provincial) [†]	28	42	70	23	6
National Average	32	41	73	19	8
Area					
New Plymouth	49	40	89	5	6
Inglewood	19	69	88	12	-
Clifton	32	39	71	7	22
Kaitake	44	37	81	11	8
Waitara	33	61	94	5	1

% read across

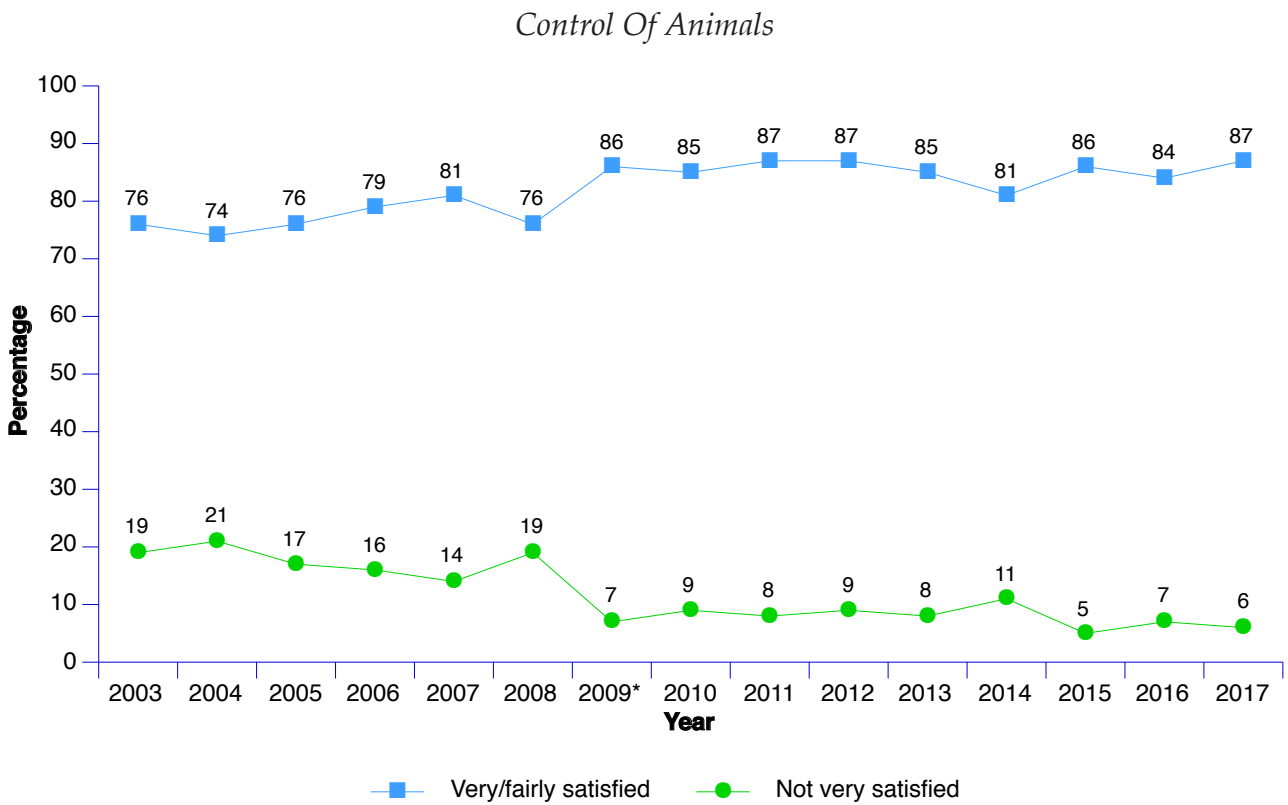
* the Peer Group and National Averages and readings prior to 2009 relate to ratings for dog control

[†] 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 3% of all residents,
- problems with other animals, 2%.

* multiple responses allowed

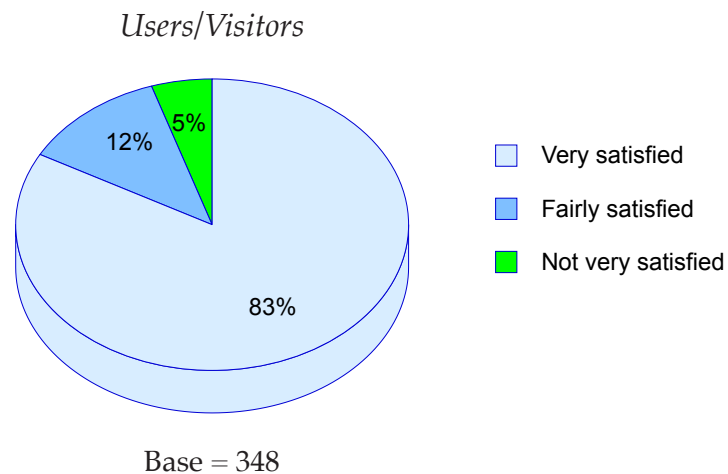
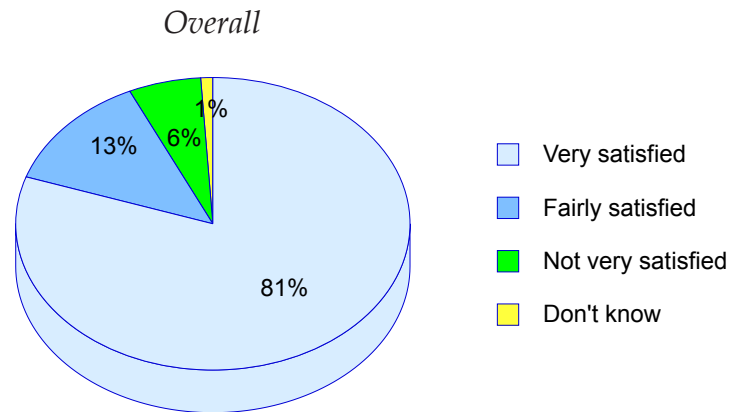


* readings prior to 2009 relate to ratings for dog control

Recommended Satisfaction Measure For Reporting Purposes:

Total District	=	87%
Contacted Council	=	94%

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



94% of New Plymouth District residents are satisfied with the quality of parks and reserves, including The Coastal Walkway and Pukekura Park, with 81% being very satisfied (85% in 2016).

The percent not very satisfied (6%) is on par with the Peer Group Average and similar to the National Average for **parks and reserves in general**, and similar to the 2016 reading.

91% of households have used / visited parks or reserves, including The Coastal Walkway and Pukekura Park, in the last 12 months (94% in 2016), with 95% of these "users / visitors" being satisfied.

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

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

	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
Overall					
Total District					
2017	81	13	94	6	1
2016	85	10	95	4	1
2015	81	15	96	3	1
2014	83	13	96	3	1
2013	83	13	96	3	1
2012 [†]	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	83	12	95	5	-
Comparison*					
Peer Group (Provincial)	67	28	95	2	3
National Average [†]	59	34	93	4	2
Area					
New Plymouth [†]	82	13	95	4	-
Inglewood	60	22	82	17	1
Clifton	76	14	90	7	3
Kaitake	84	10	94	5	1
Waitara [†]	84	7	91	6	4

% read across

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

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

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

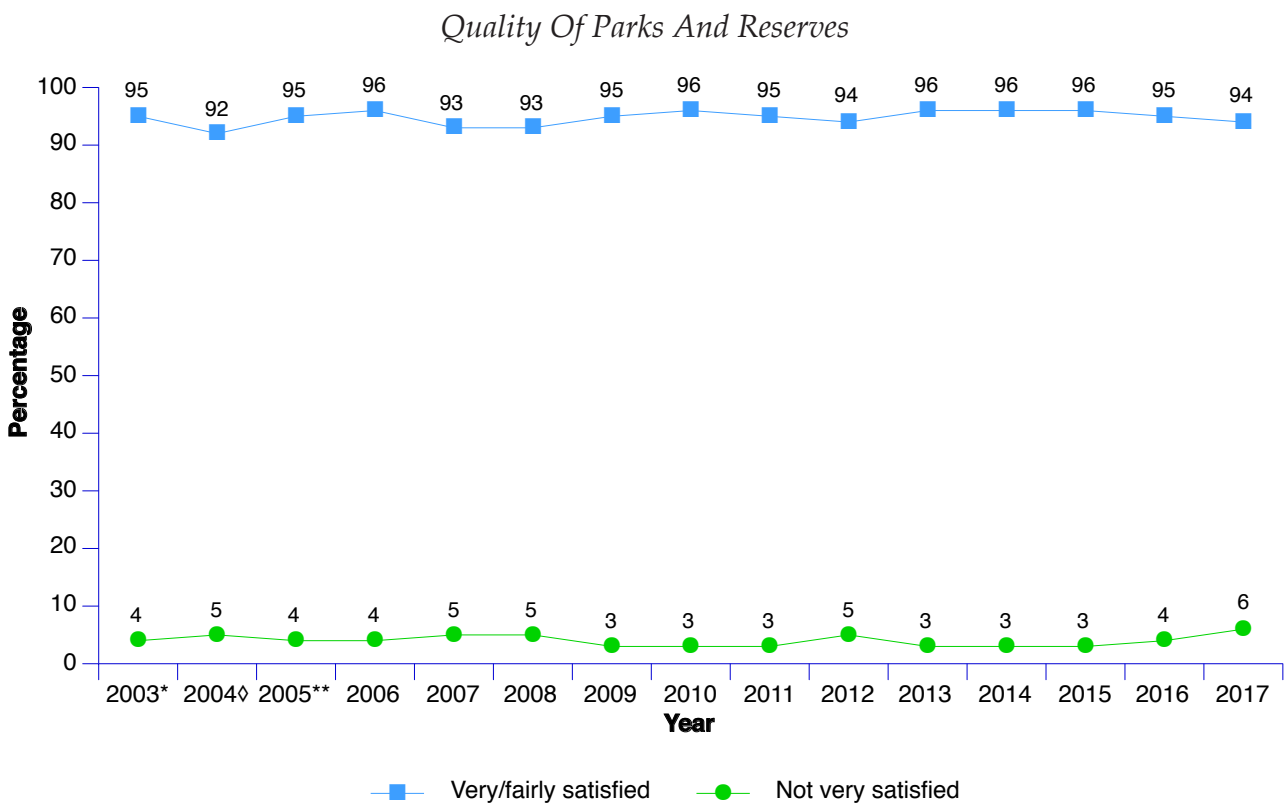
** 2005 readings refer to ratings for the availability and maintenance of parks, gardens, reserves and public open spaces

† does not add to 100% due to rounding

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

- untidy/lack of maintenance/need a tidy up, mentioned by 3% of all residents,
- need improvements, 1%.

* multiple responses allowed



* 2003 readings refer to ratings for parks and reserves

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

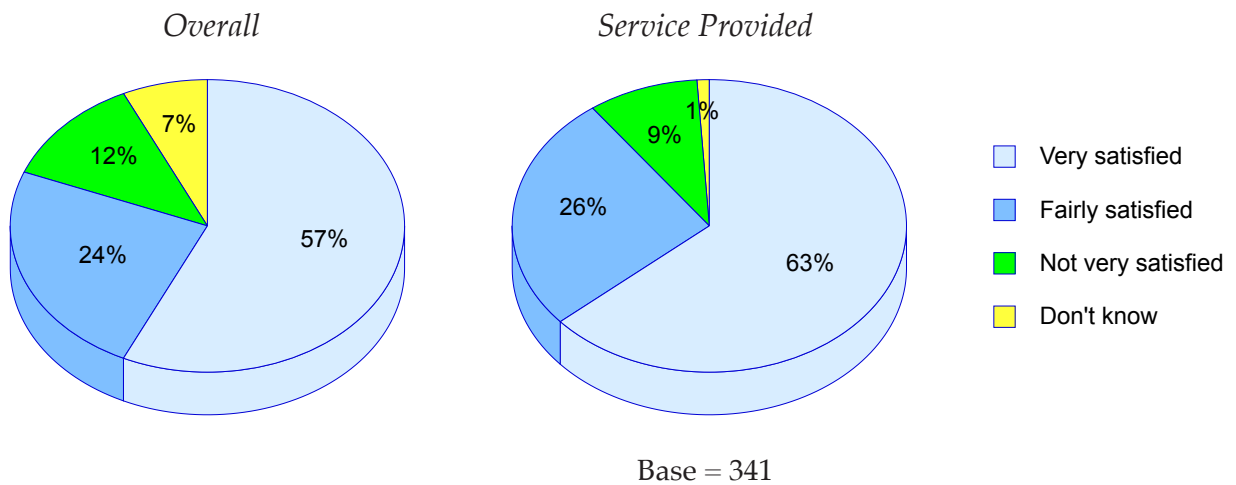
** 2005 readings refer to ratings for the availability and maintenance of parks, gardens, reserves and public open spaces

Recommended Satisfaction Measure For Reporting Purposes:

Total District = 94%

Users/Visitors = 95%

xi. Kerbside Rubbish And Recyclables Collection



81% of New Plymouth District residents are satisfied with kerbside rubbish and recyclables collection, with 57% being very satisfied (54% in 2016). 12% are not very satisfied and 7% are unable to comment.

The percent not very satisfied with this service is similar to the **averaged** Peer Group and National Average readings for **rubbish collection and recycling** and the 2016 reading.

87% of residents are provided with a kerbside rubbish and recyclables collection, with 89% of these residents being satisfied and 9% not very satisfied.

Ratepayers are more likely to be not very satisfied with kerbside rubbish and recyclables collection, than non-ratepayers.

Satisfaction With Kerbside Rubbish And Recyclables Collection

	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
Overall					
Total District 2017	57	24	81	12	7
2016 [†]	54	28	82	10	8
2015 [◊]	38	34	72	21	7
2014	41	34	75	19	6
2013 [†]	53	27	80	14	5
2012 [†]	40	37	77	18	4
2011	41	34	75	21	4
2010	45	32	77	20	3
2009	54	26	80	16	4
2008	45	32	77	18	5
2007	44	30	74	23	3
2006	50	29	79	15	6
2005	46	33	79	15	6
2004	55	24	79	14	7
2003 [*]	50	28	78	14	8
2000	46	35	81	12	7
1999	55	26	81	8	11
Service Provided [†]	63	26	89	9	1
Comparison**					
Peer Group (Provincial)	59	20	79	12	9
National Average [†]	53	28	81	12	8
Area					
New Plymouth [†]	64	24	88	10	3
Inglewood	32	30	62	17	21
Clifton [†]	23	22	45	19	35
Kaitake	28	34	62	24	14
Waitara	71	20	91	8	1
Ratepayer?[†]					
Ratepayer	56	24	80	14	7
Non-ratepayer	63	29	92	1	8

% read across

◊ 2004-2015 readings refer to rubbish collection and disposal

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

** Peer Group and National Averages are the **averaged** ratings for rubbish collection **and** recycling as these were asked separately in the 2016 National Communitrak Survey

† does not add to 100% due to rounding

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

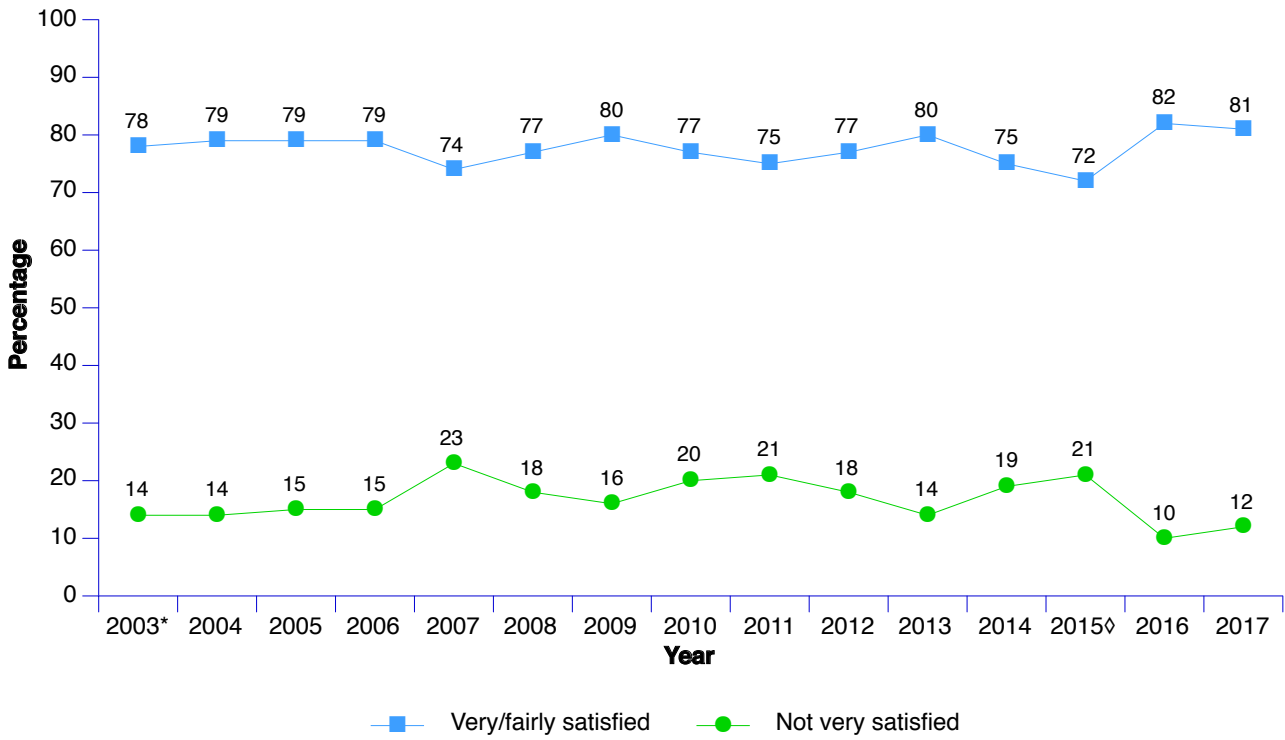
- no rubbish/recycling collection,
- need more bins/bigger bins/emptied more often,
- could do more recycling/should recycle plastic bags/glass.

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

	Total District 2017 %	Area				
		New Plymouth %	Inglewood %	Clifton %	Kaitake %	Waitara %
Percent Who Mention ...						
No rubbish/recycling collection	2	1	6	11	15	5
Need more bins/bigger bins/emptied more often	2	2	4	1	5	-
Could do more recycling/should recycle plastic bags/glass	2	2	4	4	-	-

* multiple responses allowed

Kerbside Rubbish And Recyclables Collection



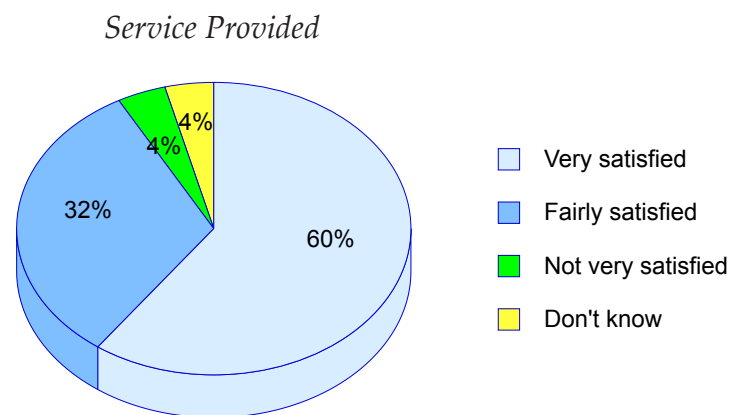
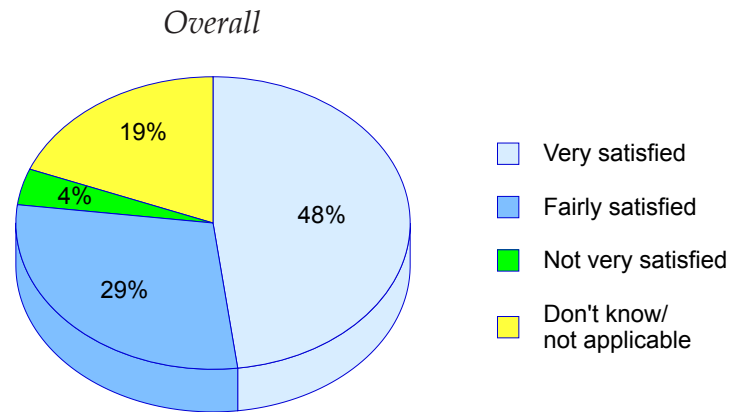
* prior to 2003, figures are based on ratings of rubbish collection and disposal

◇ 2004-2015 readings refer to rubbish collection and disposal

Recommended Satisfaction Measure For Reporting Purposes:

Total District = 81%
 Receivers Of Service = 89%

xii. Sewerage System



Base = 300

77% of residents are satisfied with New Plymouth District's sewerage system, including 48% who are very satisfied (57% in 2016). 4% are not very satisfied with this service and 19% are unable to comment.

The percent not very satisfied is on par with the Peer Group Average and similar to the National Average and 2016 result.

78% of residents are provided with a sewerage system (81% in 2016), with 92% of these residents being satisfied.

Waitara Area residents are more likely to be not very satisfied with the District's sewerage system, than other Area residents.

Satisfaction With The Sewerage System

	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
Overall					
Total District 2017	48	29	77	4	19
2016 [†]	57	23	80	2	17
2015	51	27	78	2	20
2014 [†]	48	30	78	4	19
2013	53	27	80	4	16
2012	48	33	81	3	16
2011 [†]	45	34	79	5	15
2010	51	32	83	4	13
2009	60	25	85	2	13
2008	47	34	81	3	16
2007	49	34	83	3	14
2006	56	27	83	1	16
2005	47	37	84	2	14
2004	56	26	82	4	14
2003	51	30	81	2	17
2000	48	35	83	2	15
1999	55	28	83	2	15
Service Provided	60	32	92	4	4
Comparison					
Peer Group (Provincial)	46	26	72	7	21
National Average	48	33	81	6	13
Area					
New Plymouth	56	32	88	3	9
Inglewood [†]	30	35	65	-	34
Clifton	6	11	17	5	78
Kaitake	29	18	47	-	53
Waitara	42	24	66	22	12

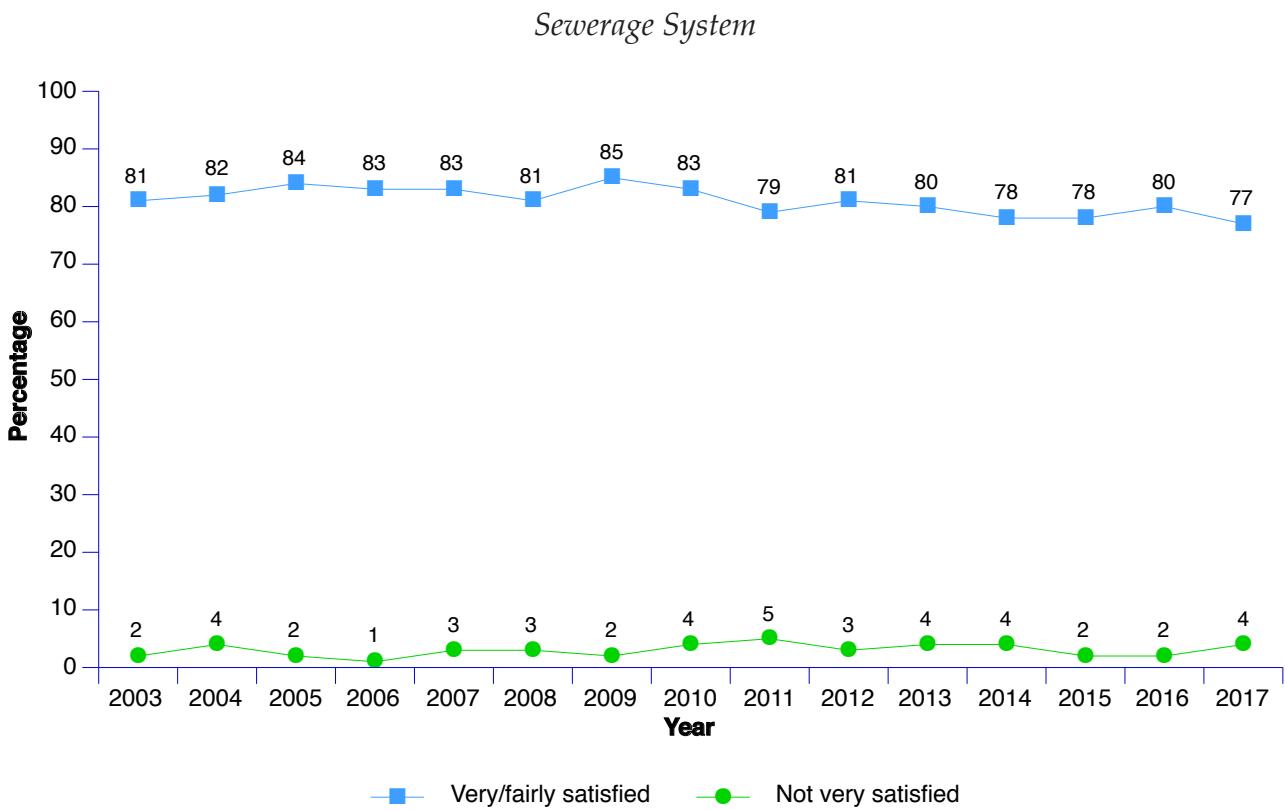
% read across

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

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

- sewerage/overflows/leakage/discharging into sea, mentioned by 2% of all residents,
- no sewerage here, 1%,
- sewerage system needs upgrading, 1%,
- smell from system, 1%.

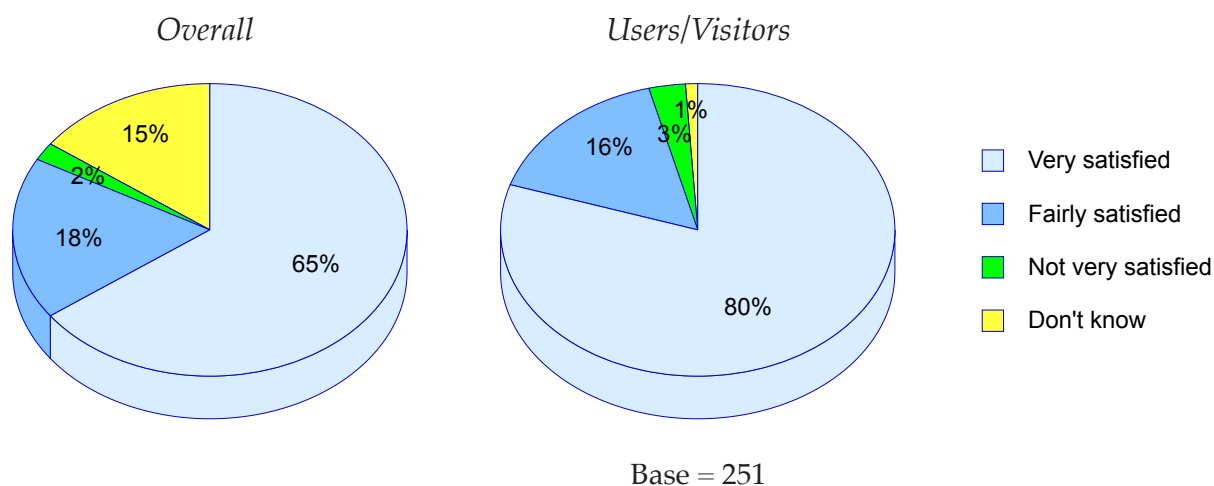
* multiple responses allowed



Recommended Satisfaction Measure For Reporting Purposes:

Total District	=	77%
Receivers Of Service	=	92%

xiii. Library At Puke Ariki



83% of New Plymouth residents are satisfied with the library at Puke Ariki, including 65% who are very satisfied. 2% of residents are not very satisfied and 15% are unable to comment. These readings are similar to the 2016 results.

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

67% of households have used or visited the library at Puke Ariki in the last 12 months (71% in 2016). Of these, 96% are satisfied.

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

Satisfaction With The Library At Puke Ariki

	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
Overall					
Total District 2017	65	18	83	2	15
2016	67	14	81	2	17
2015	64	20	84	1	15
2014	66	14	80	2	18
2013 [†]	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	80	16	96	3	1
Comparison**					
Peer Group (Provincial)	69	17	86	1	13
National Average	69	17	86	3	11
Area					
New Plymouth	70	15	85	3	12
Inglewood	23	38	61	-	39
Clifton	52	21	73	-	27
Kaitake	69	20	89	-	11
Waitara	52	29	81	-	19

% read across

* readings prior to 2004 refer to community libraries

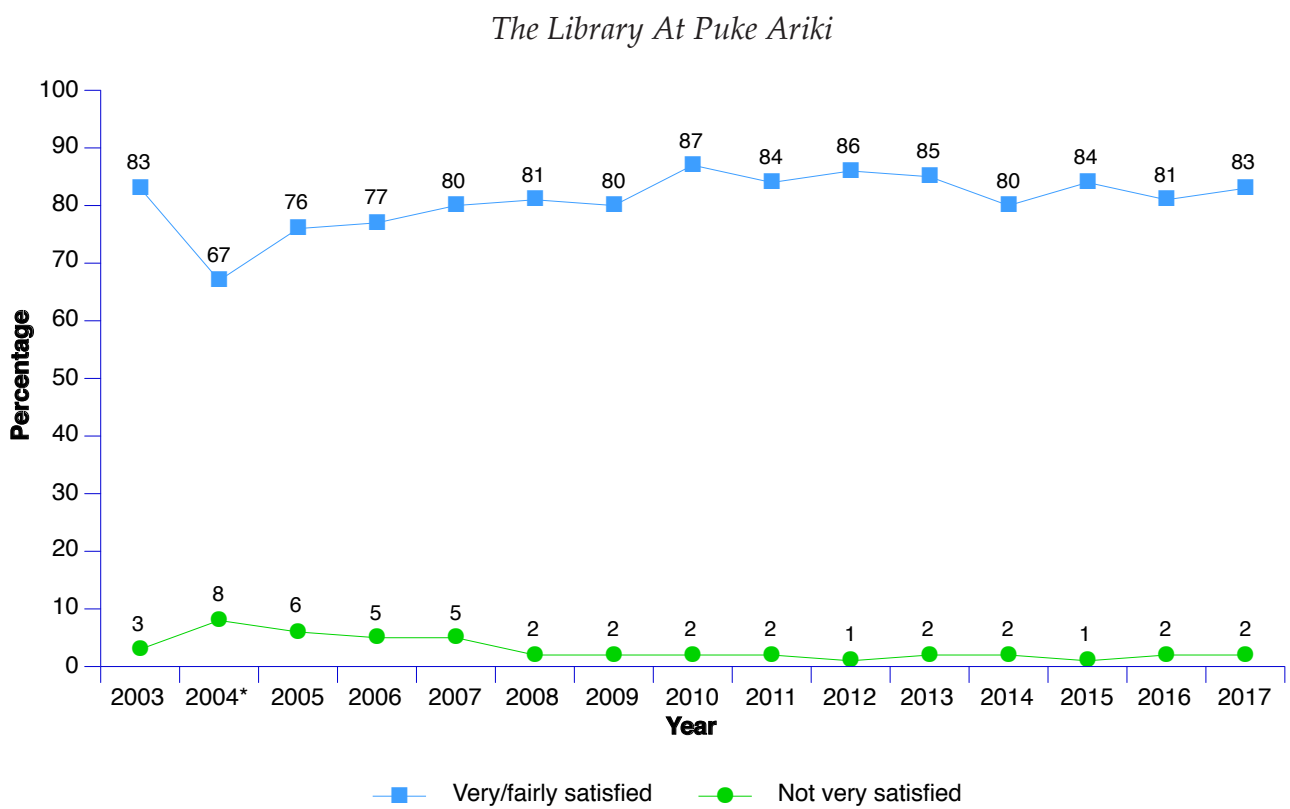
** Peer Group and National Averages refer to ratings for libraries in general

† does not add to 100% due to rounding

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

- lack of parking, mentioned by 1% of all residents,
- others, 2%.

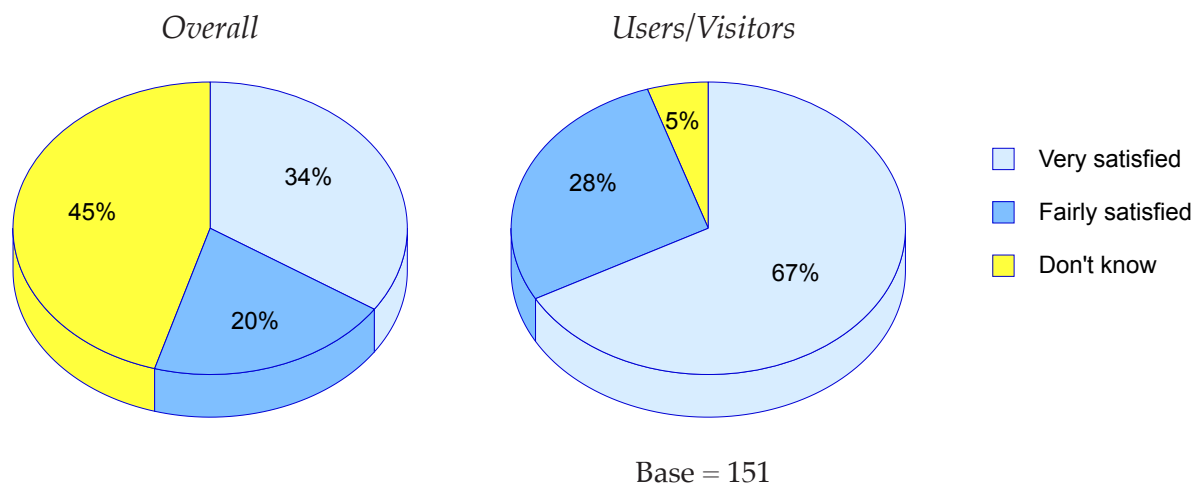
* multiple responses allowed



* readings prior to 2004 refer to community libraries

Recommended Satisfaction Measure For Reporting Purposes:
 Total District = 83%
 Users/Visitors = 96%

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, with 34% being very satisfied.

A significant percentage (45%) are unable to comment (48% in 2016). This is probably due to only 34% of households saying they have used/visited a community library (other than Puke Ariki) in the last 12 months.

The percent not very satisfied (0.4%) is similar to the Peer Group Average and on par with the National Average readings for **libraries in general**, and similar to the 2016 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 2017 [†]	34	20	54	-	45
2016	36	16	52	-	48
2015	38	16	54	1	45
2014 [†]	32	19	51	-	50
2013	39	16	55	-	45
2012	38	21	59	-	41
2011	37	18	55	-	45
2010	34	19	53	-	47
2009	37	10	47	-	53
2008	33	20	53	1	46
2007	34	18	52	1	47
2006	38	13	51	-	49
2005	38	21	59	1	40
2004*	37	10	47	1	52
2003	61	22	83	3	14
2000	55	33	88	5	7
1999	57	27	84	5	11
Users/Visitors	67	28	95	-	5
Comparison**					
Peer Group (Provincial)	69	17	86	1	13
National Average	69	17	86	3	11
Area					
New Plymouth [†]	31	17	48	1	52
Inglewood	34	40	74	-	26
Clifton	45	30	75	-	25
Kaitake	21	27	48	-	52
Waitara	63	23	86	-	14

% read across

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

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

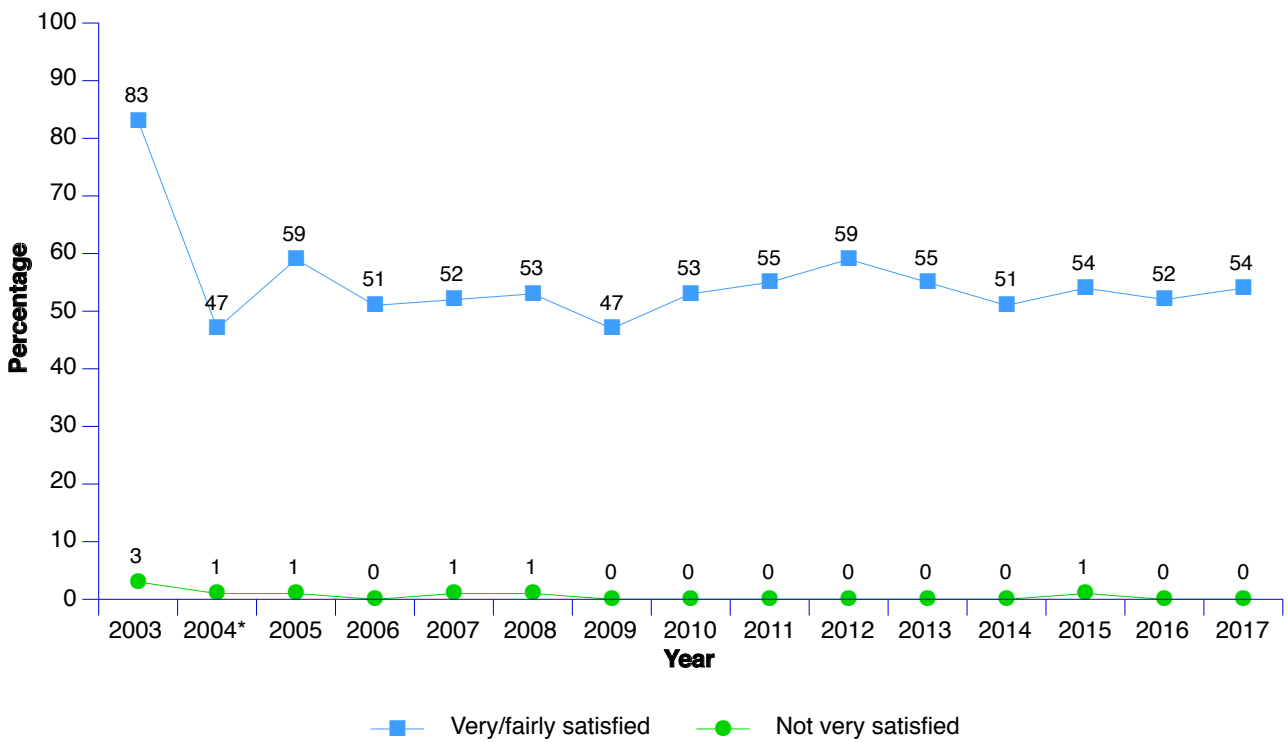
[†] does not add to 100% due to rounding

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

"Unhappy Westown closed."

* multiple responses allowed

Community Libraries



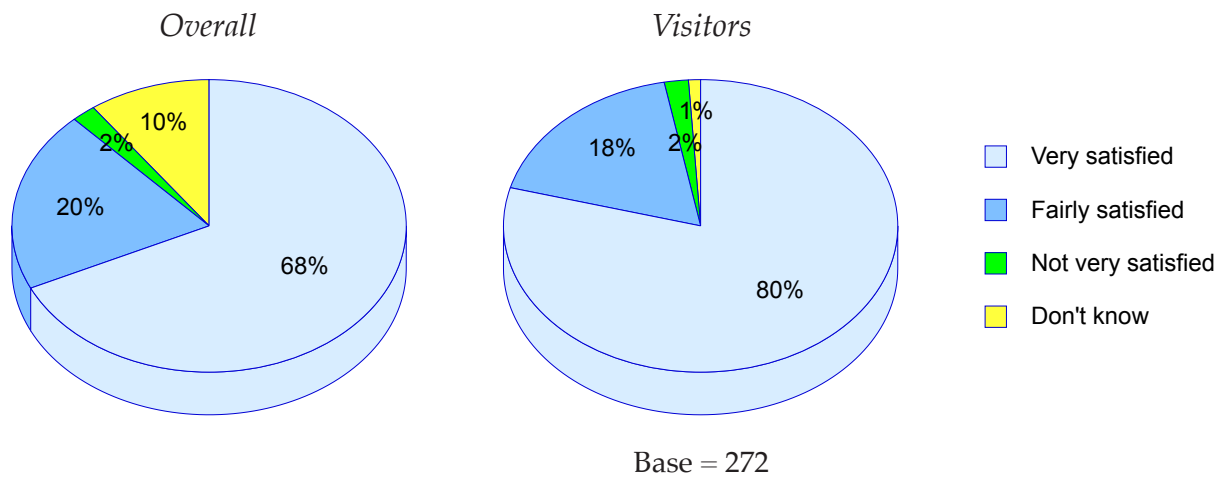
* readings prior to 2004 refer to community libraries, **including** Puke Ariki library

Recommended Satisfaction Measure For Reporting Purposes:

Total District = 54%

Users/Visitors = 95%

xv. The Museum At Puke Ariki



88% of residents are satisfied with the Museum at Puke Ariki, including 68% who are very satisfied. 2% are not very satisfied and 10% are unable to comment. These readings are similar to the 2016 results.

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

73% of households have visited the Museum at Puke Ariki in the last 12 months. Of these, 98% 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 2017	68	20	88	2	10
2016	66	20	86	3	11
2015	63	23	86	3	11
2014	70	15	85	2	13
2013	69	19	88	2	10
2012 [†]	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 [†]	80	18	98	2	1
Comparison					
Peer Group (Provincial)	44	16	60	6	34
National Average [†]	55	16	71	3	27
Area					
New Plymouth [†]	73	17	90	2	7
Inglewood	31	41	72	1	27
Clifton [†]	57	20	77	4	20
Kaitake	75	20	95	3	2
Waitara	55	22	77	-	23

% read across

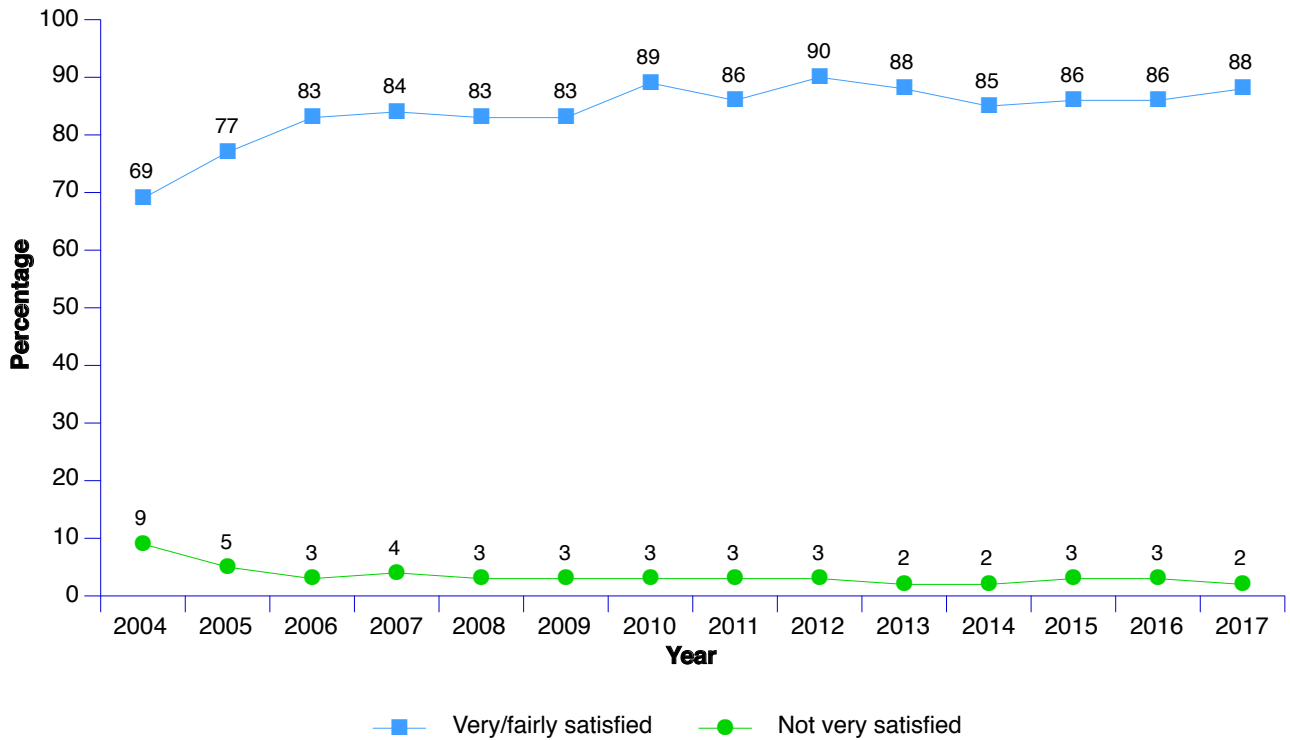
[†] does not add to 100% due to rounding

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

- need more displays, mentioned by 1% of all residents,
- poor displays/boring/uninteresting, 0.4%,
- others, 1%.

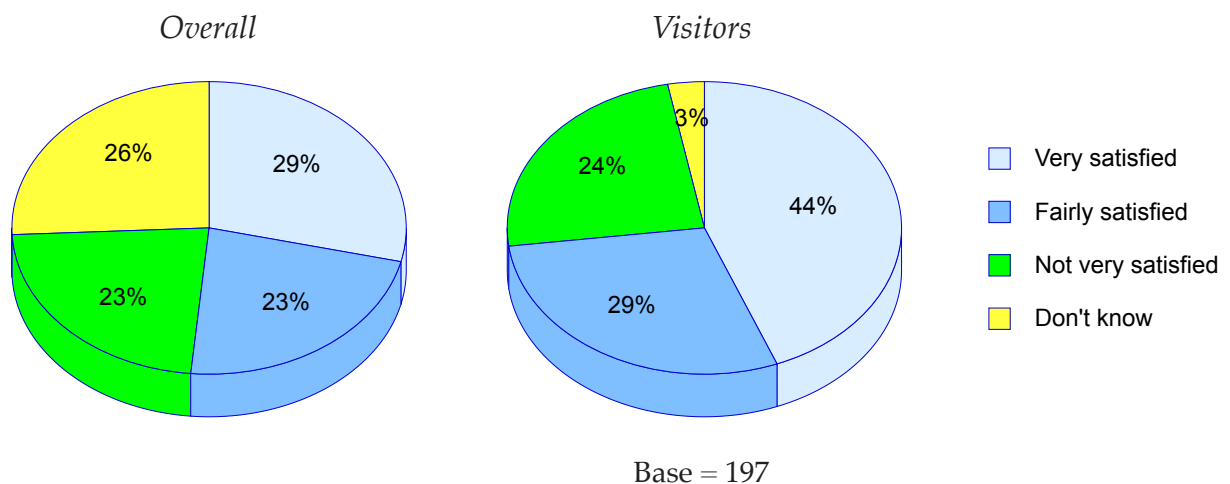
* multiple responses allowed

The Museum At Puke Ariki



Recommended Satisfaction Measure For Reporting Purposes:
 Total District = 88%
 Visitors = 98%

xvi. Govett-Brewster Art Gallery/Len Lye Centre



52% of New Plymouth residents are satisfied with the Govett-Brewster Art Gallery/Len Lye Centre (48% in 2016), including 29% who are very satisfied, while 23% are not very satisfied.

The percent not very satisfied is above the Peer Group and National Averages for **art galleries**, but similar to the 2016 reading.

A significant percentage, 26%, are unable to comment (31% in 2016) and this appears to be due to 45% of households having **not** visited the gallery in the past 12 months. Compared to residents overall, these 'visitors' are more likely to be satisfied (73%) and less likely to be unable to comment (3%).

Longer term residents, those residents residing in the District more than 10 years, are more likely to be not very satisfied with the Govett-Brewster Art Gallery/Len Lye Centre, than shorter term residents.

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

	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
Overall					
Total District 2017 [†]	29	23	52	23	26
2016 ^{**†}	32	16	48	22	31
2013 [†]	35	25	60	11	30
2012	32	26	58	14	28
2011	31	28	59	9	32
2010	35	24	59	7	34
2009	35	21	56	9	35
2008	30	24	54	11	35
2007	26	28	54	11	35
2006	23	31	54	10	36
2005	29	27	56	8	36
2004	31	20	51	8	41
2003	19	28	47	13	40
2000	21	31	52	14	34
1999	25	28	53	11	36
Visitors	44	29	73	24	3
Comparison^{*†}					
Peer Group (Provincial)	37	16	53	5	41
National Average	41	15	56	4	41
Area					
New Plymouth	32	26	58	20	22
Inglewood	12	14	26	34	40
Clifton [†]	12	16	28	28	45
Kaitake	39	11	50	24	26
Waitara	19	19	38	28	34
Length of Residence					
Lived there 10 years or less [†]	46	18	64	11	24
Lived there more than 10 years	26	23	49	25	26

% read across

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

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

† does not add to 100% due to rounding

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

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

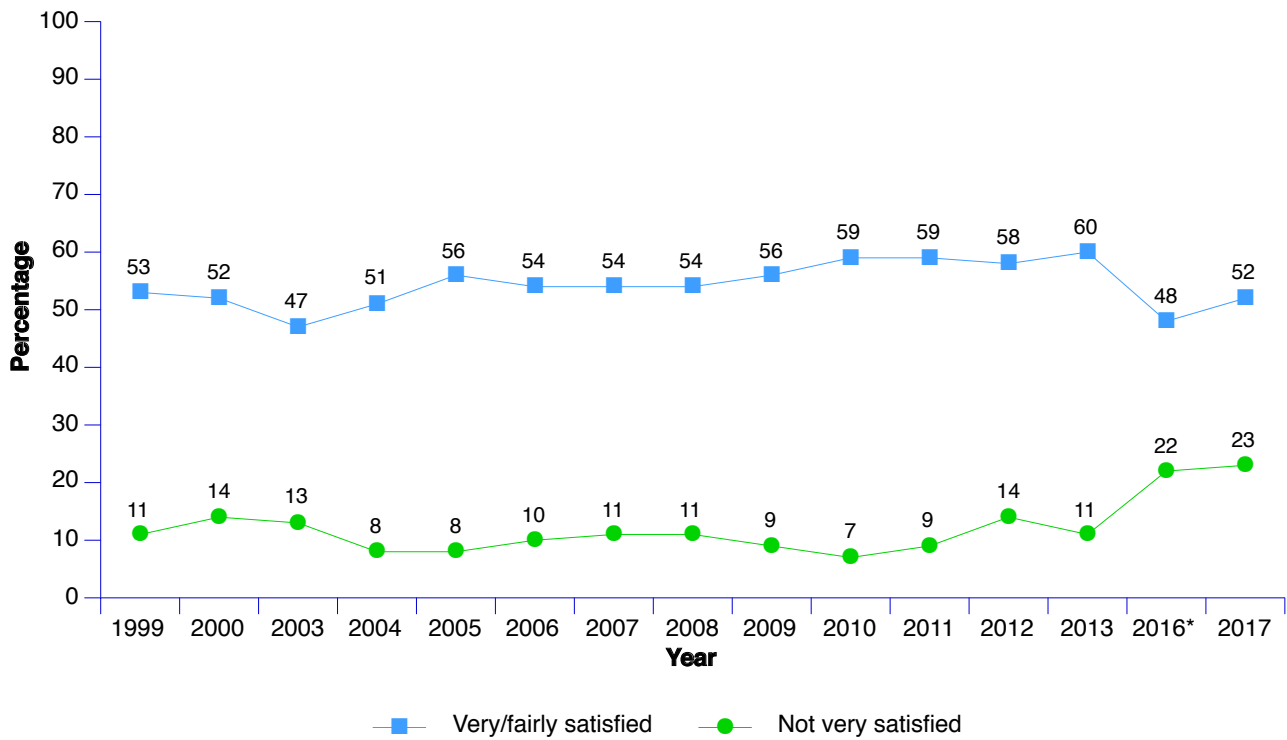
Summary Table: Main Reasons* For Being Not Very Satisfied With Govett-Brewster Art Gallery/Len Lye Centre

	Total District 2017 %	Area				
		New Plymouth %	Inglewood %	Clifton %	Kaitake %	Waitara %
Percent Who Mention ...						
Overspending / spent too much ratepayer money / waste of money	11	9	22	21	10	18
Not enough displays / very little to see inside	8	8	11	9	5	4
Poor quality of exhibits / don't like Len Lye artwork	6	6	8	5	9	5

* multiple responses allowed

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

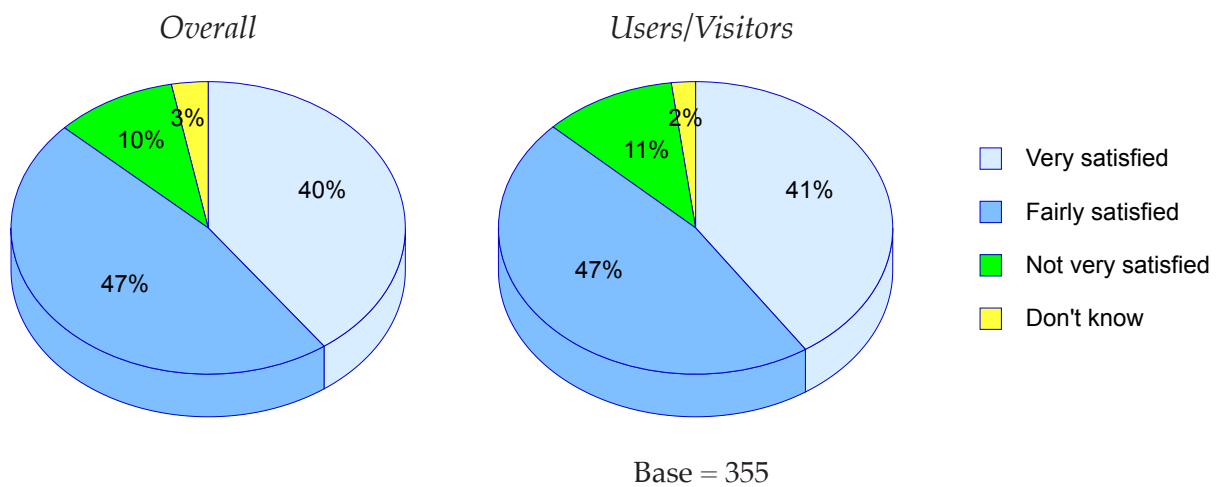
The Govett-Brewster Art Gallery



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

Recommended Satisfaction Measure For Reporting Purposes:
 Total District = 52%
 Visitors = 73%

xvii. The Airport



87% of New Plymouth residents are satisfied with the airport, including 40% who are very satisfied (50% in 2016), while 10% are not very satisfied.

There are no comparative Peer Group and National Averages for this reading, however the not very satisfied reading is on par with the 2016 result.

90% 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 88% are satisfied and 11% 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 2017	40	47	87	10	3
2016	50	38	88	6	6
2015	52	38	90	5	5
2014*	49	40	89	6	5
Users/Visitors [†]	41	47	88	11	2
Area					
New Plymouth	42	45	87	11	2
Inglewood [†]	35	58	93	8	-
Clifton	41	43	84	6	10
Kaitake	32	60	92	6	2
Waitara	32	48	80	13	7

% read across

* not asked prior to 2014

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

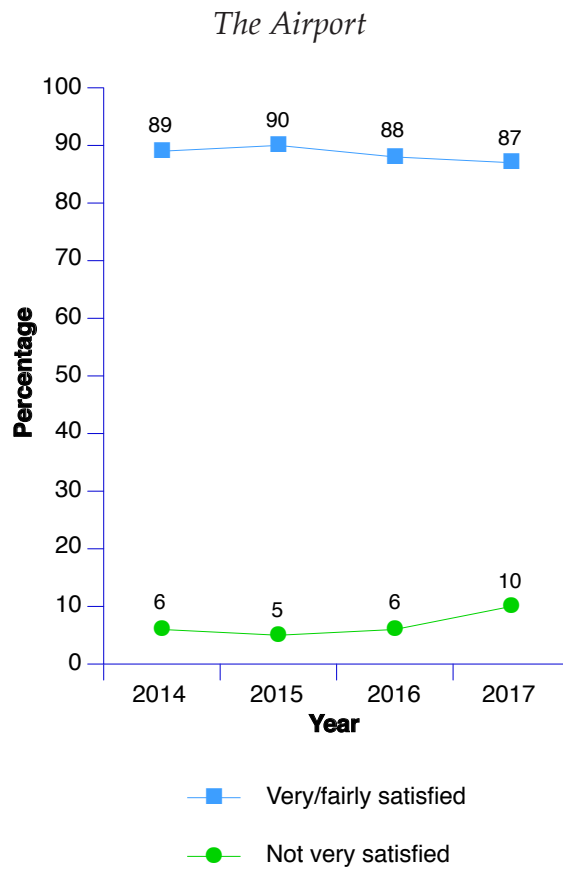
The main reasons residents are not very satisfied with the airport are ...

- need upgrading/ updating/ better facilities/ seating,
- too small/ should be made bigger/ international airport,
- car parking issues.

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

	Total District 2017 %	Area				
		New Plymouth %	Inglewood %	Clifton %	Kaitake %	Waitara %
Percent Who Mention ...						
Needs upgrading/ updating/ better facilities/ seating	4	3	8	2	6	3
Too small/ should be made bigger/ international airport	4	4	-	4	-	6
Carparking issues	3	4	1	-	-	-

* multiple responses allowed

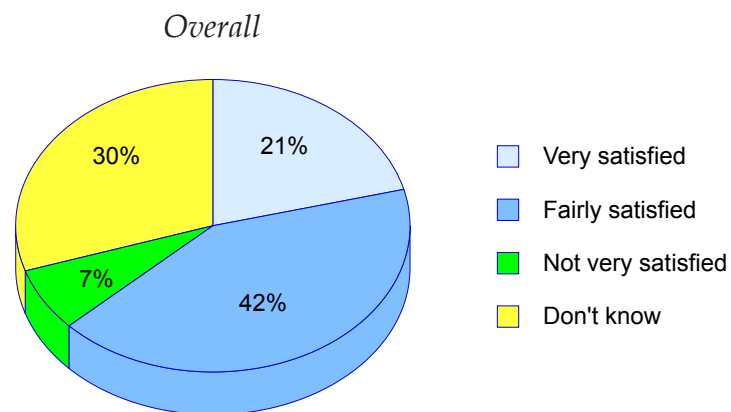


Recommended Satisfaction Measure For Reporting Purposes:

Total District = 87%

Users/Visitors = 88%

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



63% of residents are satisfied with the assistance Council gives to the community, while 7% are not very satisfied. 30% are unable to comment. These readings are similar to the 2016 results.

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 2017	21	42	63	7	30
2016 [†]	28	34	62	5	32
2015	19	35	54	7	39
2014 [†]	22	39	61	3	35
2013	32	36	68	6	26
2012	26	41	67	4	29
2011	26	46	72	4	24
2010	28	41	69	5	26
2009	37	31	68	3	29
2008	23	44	67	5	28
2007	29	43	72	3	25
2006	30	40	70	4	26
2005	29	42	71	5	24
2004	29	37	66	6	28
Comparison[†]					
Peer Group (Provincial)	27	41	68	7	26
National Average	23	38	61	7	31
Area					
New Plymouth	21	42	63	6	31
Inglewood	29	35	64	10	26
Clifton [†]	14	37	51	10	40
Kaitake	31	47	78	3	19
Waitara	14	44	58	13	29

% read across

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

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

- none given/ minimal support/ funding given/ cuts, mentioned by 4% of all residents,
- more support should be given/ could do more, 1%,
- unfair allocation of funding/ support, 1%,
- not Council role, 1%.

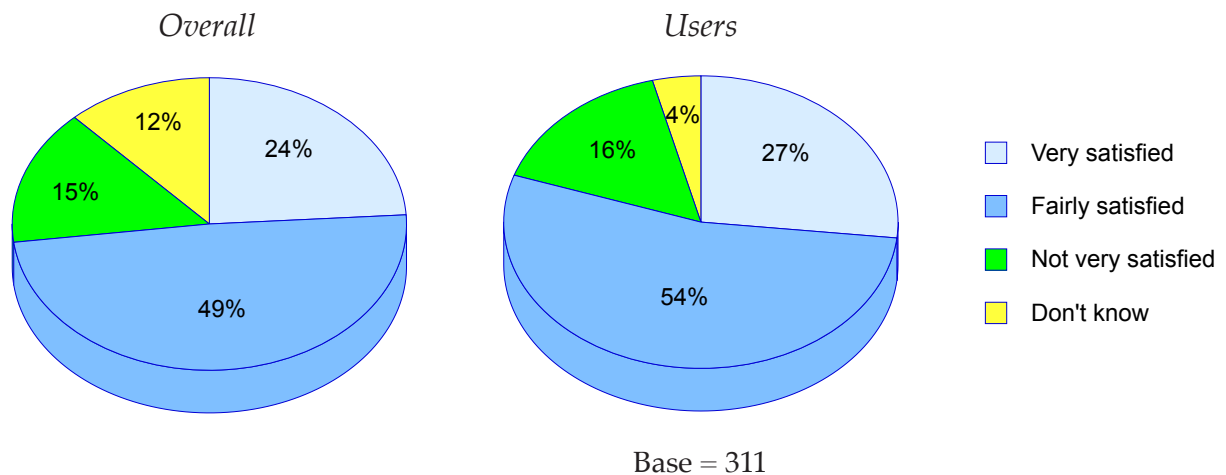
* multiple responses allowed

Assistance Council Gives To The Community



Recommended Satisfaction Measure For Reporting Purposes:
Total District = 63%

xix. Quality Of Public Toilets



73% of New Plymouth residents are satisfied with the quality of the District's toilets (67% in 2016), while 15% are not very satisfied. 12% are unable to comment (16% in 2016).

The percent not very satisfied is on par with the Peer Group Average and similar to the National Average for **public toilets in general**, and similar to the 2016 reading.

82% of households have used a public toilet in the last 12 months. Of these, 81% are satisfied and 16% not very satisfied.

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

Satisfaction With The Quality Of Public Toilets

	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
Overall					
Total District 2017	24	49	73	15	12
2016	24	43	67	17	16
2015	23	48	71	15	14
2014	25	43	68	15	17
2013	25	44	69	16	15
2012 [†]	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	54	81	16	4
Comparison*					
Peer Group (Provincial)	32	37	69	19	12
National Average	26	41	67	17	16
Area					
New Plymouth	26	48	74	14	12
Inglewood [†]	27	41	68	23	8
Clifton	14	65	79	13	8
Kaitake	21	53	74	11	15
Waitara [†]	13	49	62	23	14

% read across

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

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

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

- dirty / disgusting / smelly / untidy / wet / need cleaning,
- in poor condition / need upgrading / improving / better upkeep.

Summary Table:

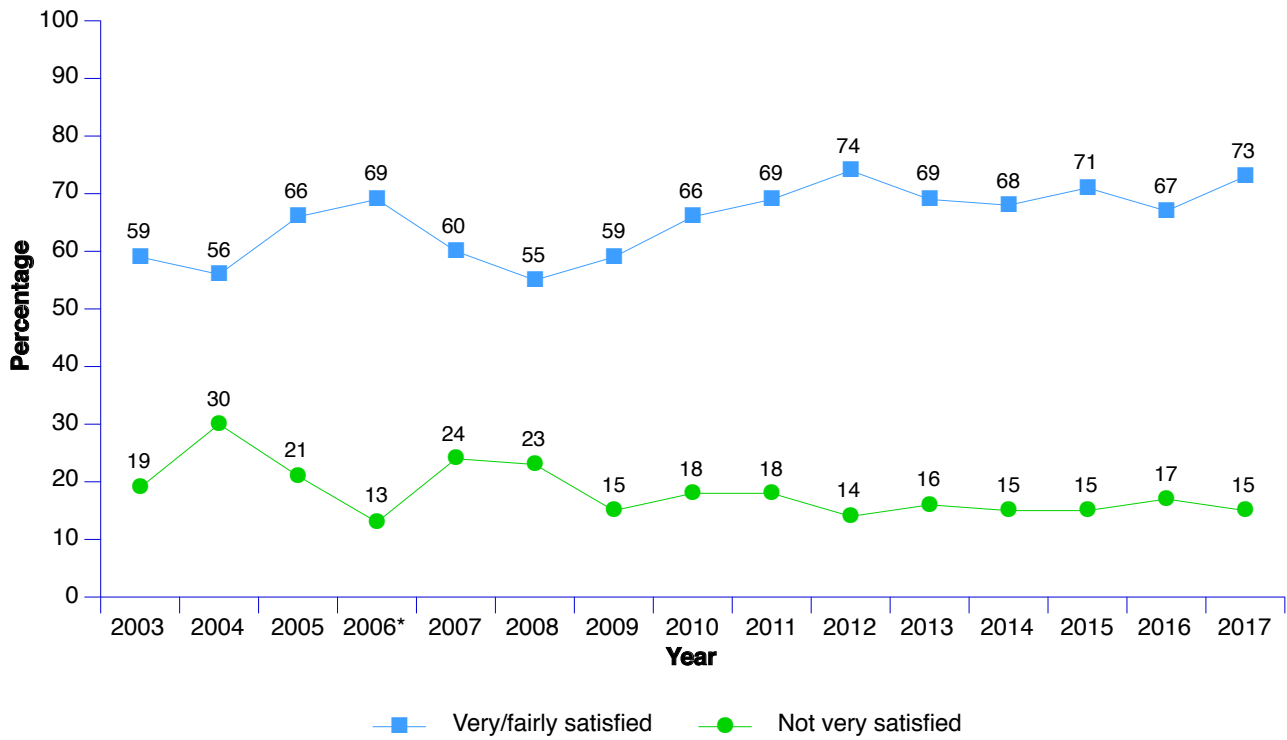
Main Reasons* For Being Not Very Satisfied With The Quality Of Public Toilets

	Total District 2017 %	Area				
		New Plymouth %	Inglewood %	Clifton %	Kaitake %	Waitara %
Percent Who Mention ...						
Dirty / disgusting / smelly / untidy / wet / need cleaning	7	9	8	4	-	3
In poor condition / need upgrading / improving / better upkeep	6	6	12	4	8	11

* multiple responses allowed

NB: 1% of residents mentioned 'other' reasons

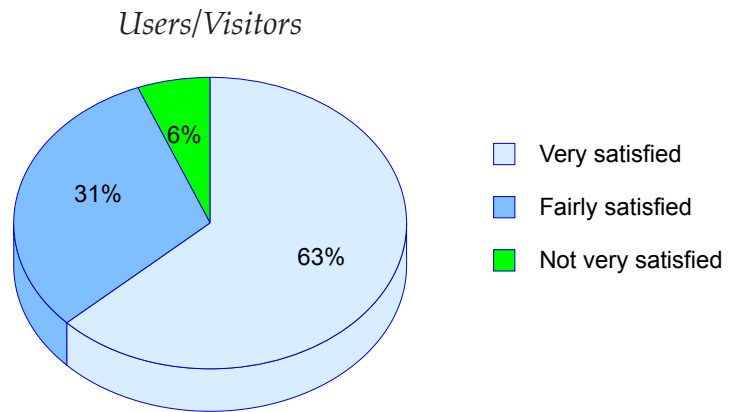
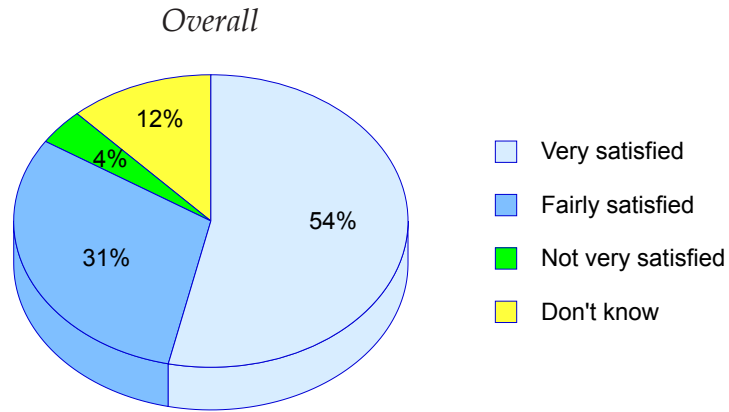
Quality Of Public Toilets



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

Recommended Satisfaction Measure For Reporting Purposes:
 Total District = 73%
 Users = 81%

xx. Public Swimming Pools



Base = 201

85% of New Plymouth residents are satisfied with the District's public swimming pools, including 54% who are very satisfied (58% in 2016). 4% are not very satisfied and 12% are unable to comment.

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

59% of households have used or visited a public swimming pool in the last 12 months. Of these users/visitors, 94% are satisfied and 6% are not very satisfied.

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

Satisfaction With Public Swimming Pools

	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
Overall					
Total District 2017 [†]	54	31	85	4	12
2016 [†]	58	25	83	4	14
2015	44	36	80	8	12
2014	48	32	80	6	14
2013 [†]	56	28	84	4	11
2012 [†]	53	31	84	4	13
2011	49	32	81	6	13
2010	57	30	87	3	10
2009	54	23	77	2	21
2008	44	37	81	5	14
2007	48	29	77	8	15
2006	48	33	81	8	11
2005	49	32	81	3	16
2004	57	20	77	4	19
2003	53	29	82	2	16
Users/Visitors	63	31	94	6	-
Comparison					
Peer Group (Provincial)	43	28	71	9	20
National Average	38	30	68	8	24
Area					
New Plymouth [†]	56	28	84	4	11
Inglewood	34	48	82	4	14
Clifton	30	36	66	7	27
Kaitake [†]	68	27	95	-	6
Waitara	50	42	92	-	8

% read across

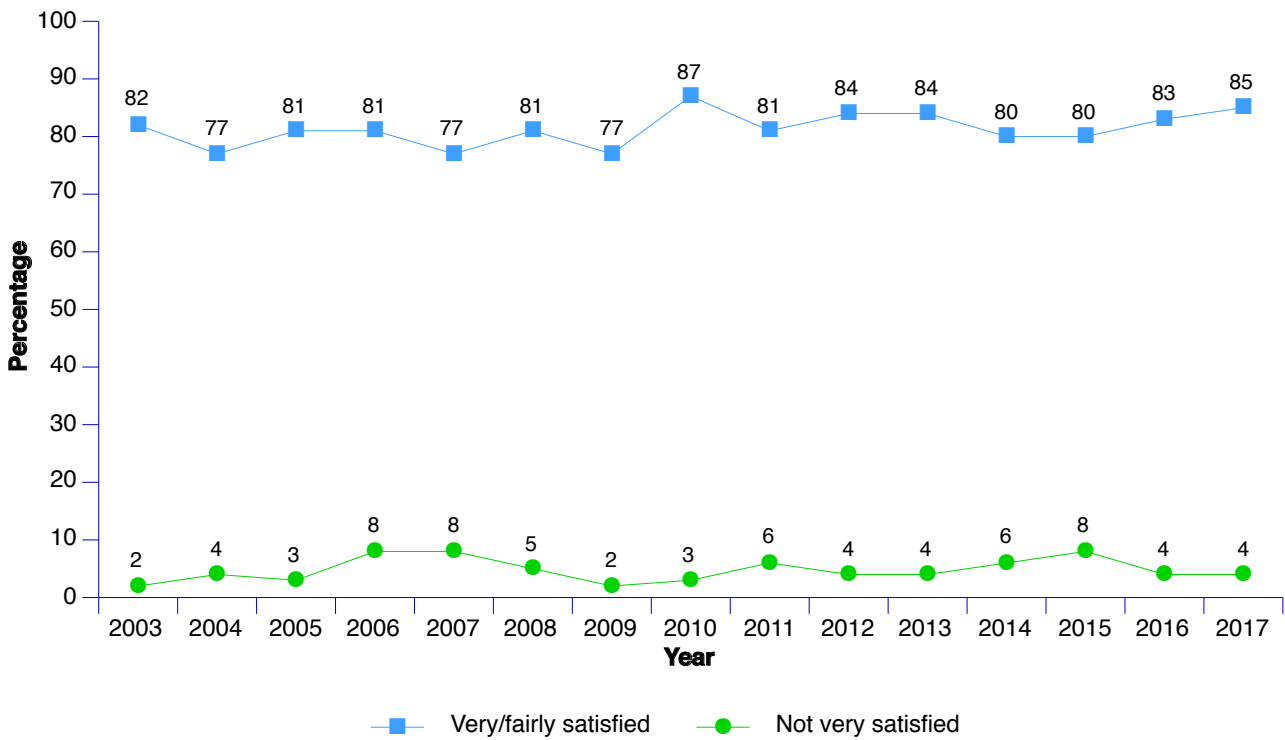
[†] does not add to 100% due to rounding

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

- need upgrading/maintenance/improve facilities, mentioned by 2% of all residents,
- too expensive, 1%,
- too cold, 1%,
- too small/need a bigger pool, 1%.

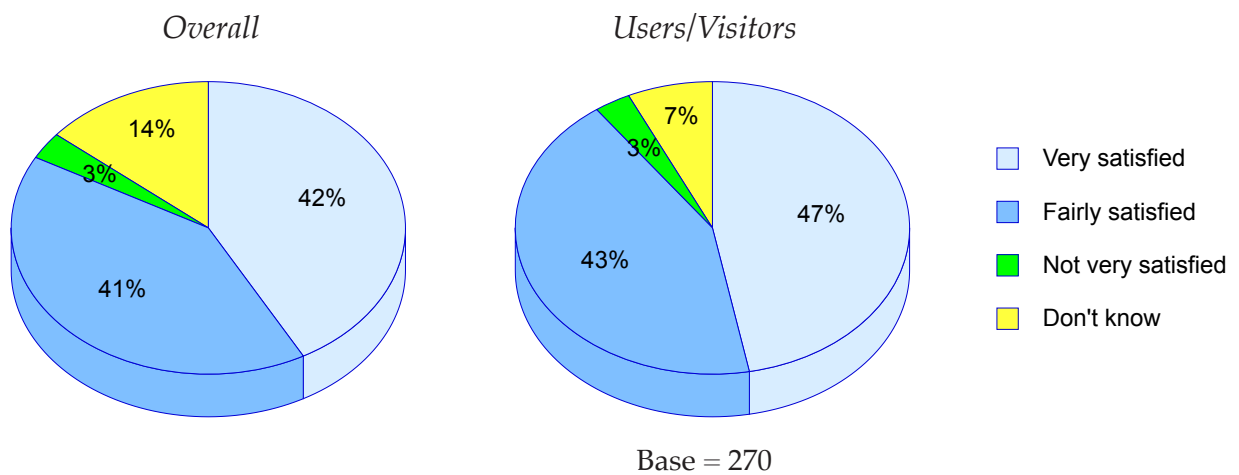
* multiple responses allowed

Public Swimming Pools



Recommended Satisfaction Measure For Reporting Purposes:
 Total District = 85%
 Users/Visitors = 94%

xxi. The Quality Of District's Sportsfields



83% of residents are satisfied with the quality of sportsfields, including 42% who are very satisfied (52% in 2016). 14% are unable to comment.

The percent not very satisfied (3%) is on par with the Peer Group Average and similar to the National Average for **sportsfields and playgrounds** and similar to the 2016 reading.

72% of households have used or visited a sportsfield in the last 12 months, with 90% being 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 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 2017	42	41	83	3	14
2016	52	30	82	3	15
2015	41	42	83	3	14
2014	50	31	81	4	15
2013*	49	32	81	4	15
2012	55	37	92	2	6
2011 [†]	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	47	43	90	3	7
Comparison*					
Peer Group (Provincial) [†]	59	28	87	6	8
National Average	56	32	88	5	7
Area					
New Plymouth	41	43	84	2	14
Inglewood	30	46	76	3	21
Clifton	44	30	74	4	22
Kaitake	63	35	98	-	2
Waitara	45	36	81	9	10

% 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 ...

- lack of maintenance/upkeep, mentioned by 1% of all residents,
- poor standard/need upgrading/improving, 1%,
- others, 0.4%.

* multiple responses allowed

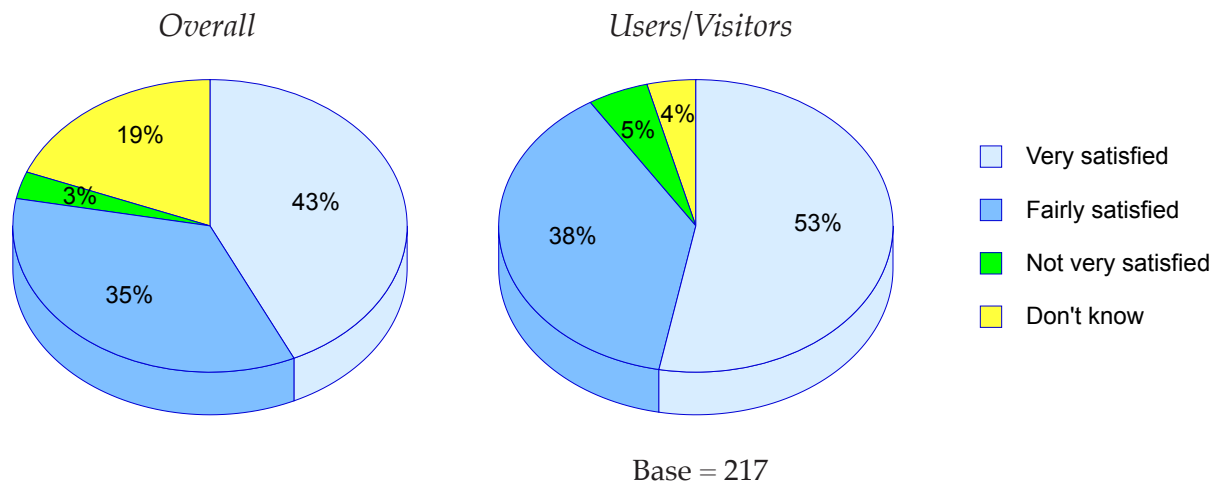


* readings prior to 2006 refer to ratings for sportsfields and playgrounds, while 2006-2012 readings refer to the quality of sportsparks and playgrounds

Recommended Satisfaction Measure For Reporting Purposes:

Total District = 83%
 Users/Visitors = 90%

xxii. The Quality Of The District's Playgrounds



78% of residents are satisfied with the quality of the District's playgrounds, including 43% who are very satisfied (47% in 2016). 19% are unable to comment (16% in 2016).

The percent not very satisfied (3%) is on par with the Peer Group Average and similar to the National Average for **sportsfields and playgrounds**, and similar to the 2016 reading.

60% of households have used or visited a playground in the last 12 months, with 91% being satisfied and 5% not very satisfied.

There are no notable differences between Areas and between socio-economic groups, in terms of those residents not very satisfied with the quality of 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 2017	43	35	78	3	19
2016 [†]	47	32	79	6	16
2015	44	34	78	5	17
2014	49	33	82	5	13
2013 [†]	54	33	87	2	12
Users/Visitors	53	38	91	5	4
Comparison*					
Peer Group (Provincial) [†]	59	28	87	6	8
National Average	56	32	88	5	7
Area					
New Plymouth	44	36	80	3	17
Inglewood	26	54	80	1	19
Clifton	41	21	62	4	34
Kaitake	60	28	88	-	12
Waitara	34	32	66	8	26

% read across

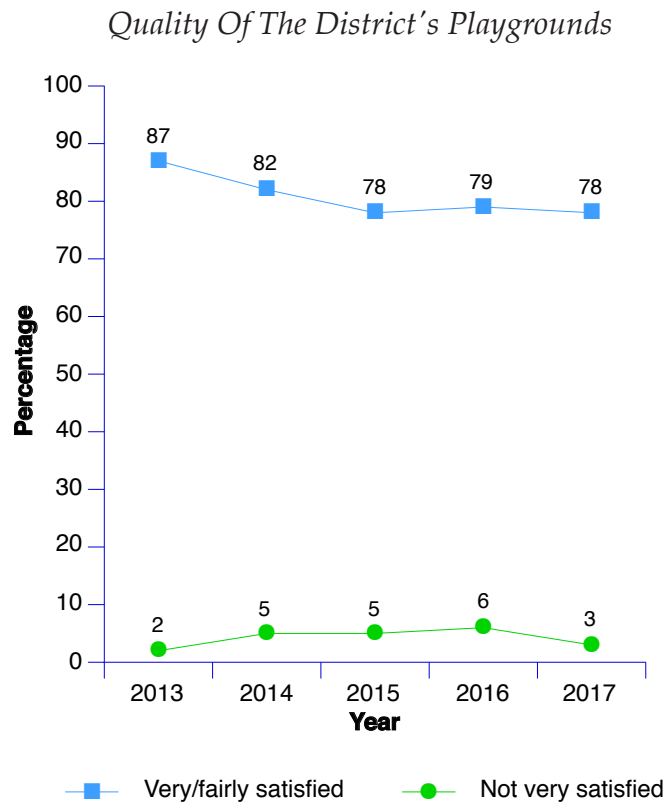
* Peer Group and National Averages refer to ratings for sportsfields and playgrounds

[†] 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,
- run down/need more maintenance, 1%.

* multiple responses allowed

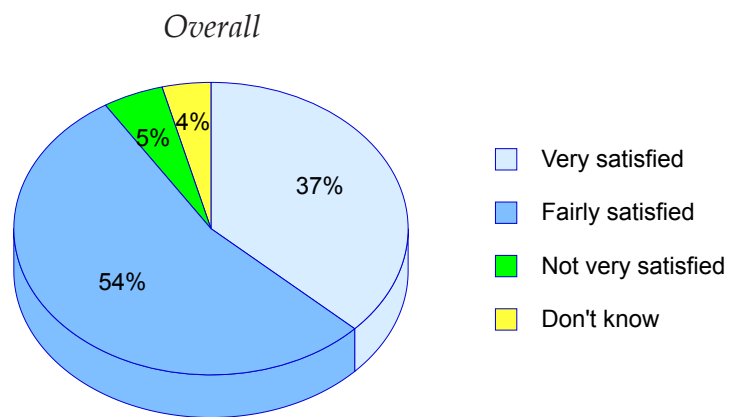


Recommended Satisfaction Measure For Reporting Purposes:

Total District = 78%

Users/Visitors = 91%

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



91% of residents are satisfied that the quality of the New Plymouth District living environment is being maintained, including 37% who are very satisfied (50% in 2016). 5% are not very satisfied and 4% are unable to comment.

There are no comparative Peer Group and National Averages for this reading, however the 2017 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					
2017	37	54	91	5	4
2016	50	40	90	4	6
2015	45	44	89	5	6
2014	40	50	90	5	5
2013	48	44	92	3	5
2012	43	48	91	3	6
2011	42	51	93	3	4
2010	42	50	92	3	5
2009	61	34	95	2	3
2008	39	48	87	9	4
2007	45	46	91	4	5
2006	48	43	91	3	6
2005	49	43	92	3	5
2004	47	44	91	3	6
Area					
New Plymouth	38	54	92	4	4
Inglewood	22	70	92	-	8
Clifton	30	55	85	10	5
Kaitake	46	47	93	6	1
Waitara [†]	35	48	83	13	5

% read across

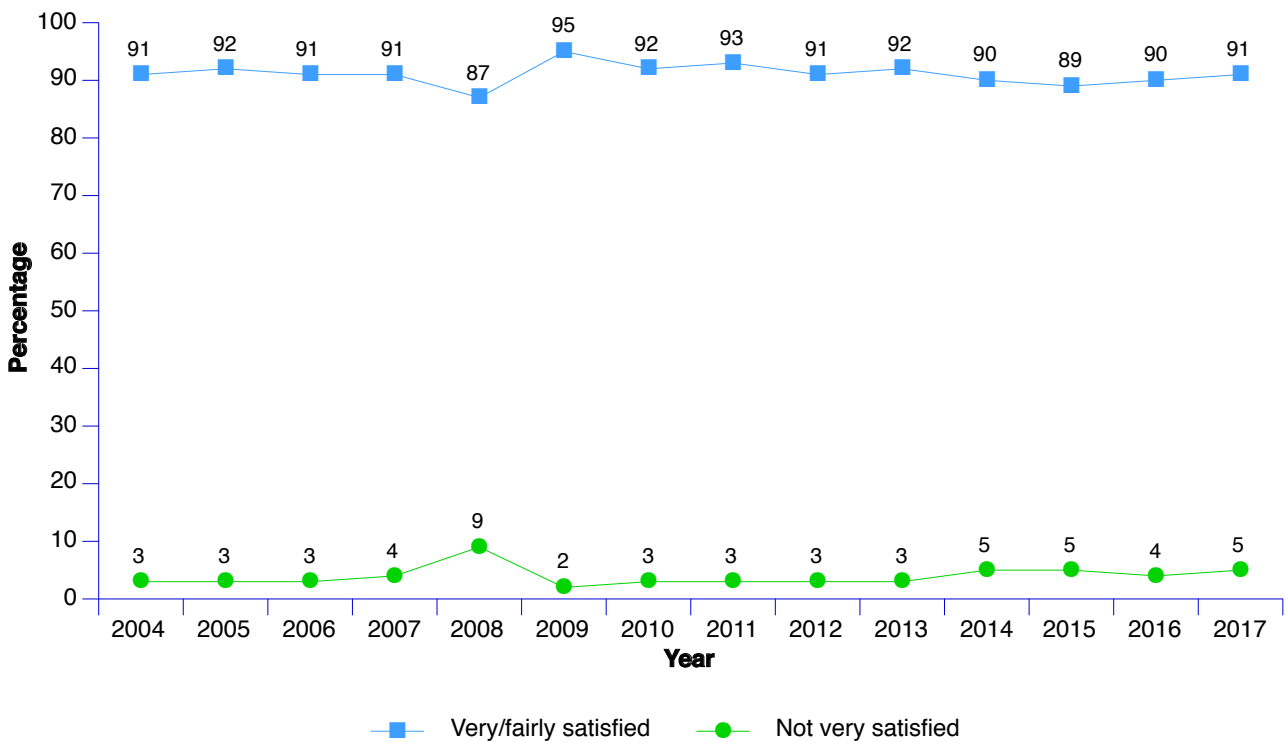
[†] does not add to 100% due to rounding

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/beautification, mentioned by 2% of all residents,
- building/redevelopment/infill housing, 2%.

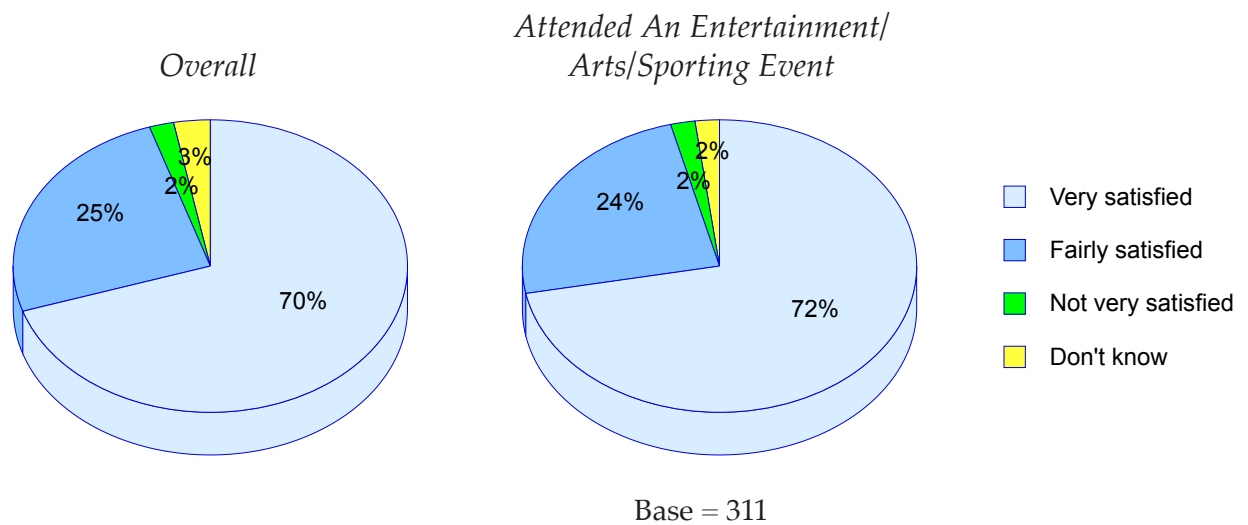
* multiple responses allowed

Quality Of The New Plymouth Living Environment Being Maintained



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

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



95% of New Plymouth District residents are satisfied with the quality of the venues for entertainment, cultural and sporting events in the District, with 70% being very satisfied, while 2% are not very satisfied. These readings are similar to the 2016 results.

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

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

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

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

	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
Overall					
Total District 2017	70	25	95	2	3
2016	70	23	93	3	4
2015	69	24	93	2	5
2014	68	25	93	3	4
2013	67	28	95	2	3
2012*	68	26	94	3	3
2011	73	22	95	2	3
2010	78	15	93	3	4
2009	74	16	90	5	5
2008	71	23	94	2	4
2007	63	28	91	3	6
2006	69	23	92	4	4
2005**	72	22	94	3	3
Attended an Entertainment/ Arts/ Sporting Event at TSB Showplace, TSB Stadium, Bowl of Brooklands and/or Yarrow Stadium	72	24	96	2	2
Area					
New Plymouth	71	23	94	3	3
Inglewood	48	50	98	-	2
Clifton	68	29	97	-	3
Kaitake	92	6	98	-	2
Waitara	56	38	94	-	6

% read across

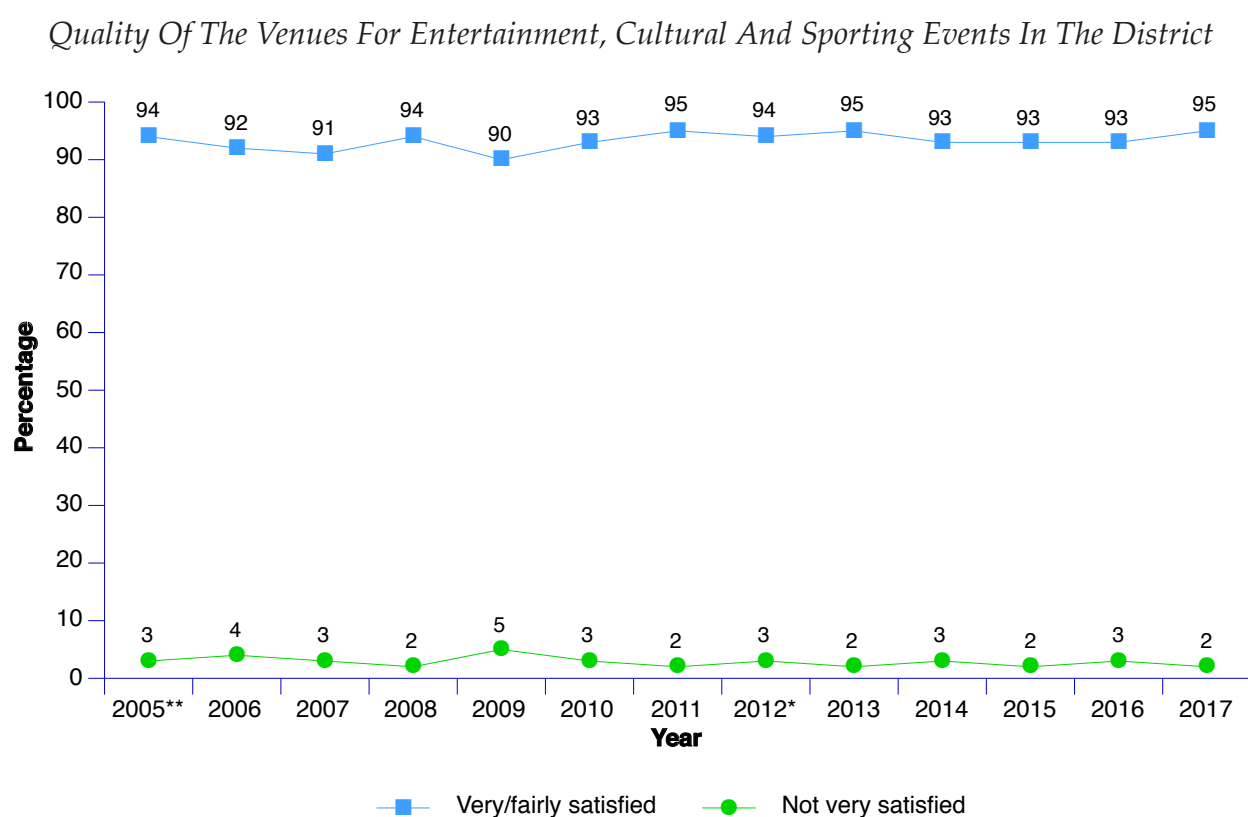
* 2006 - 2011 readings refer to ratings for the quality of entertainment, cultural and sporting events in the District **and** the venues they are held in. In 2012 these were asked separately.

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

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

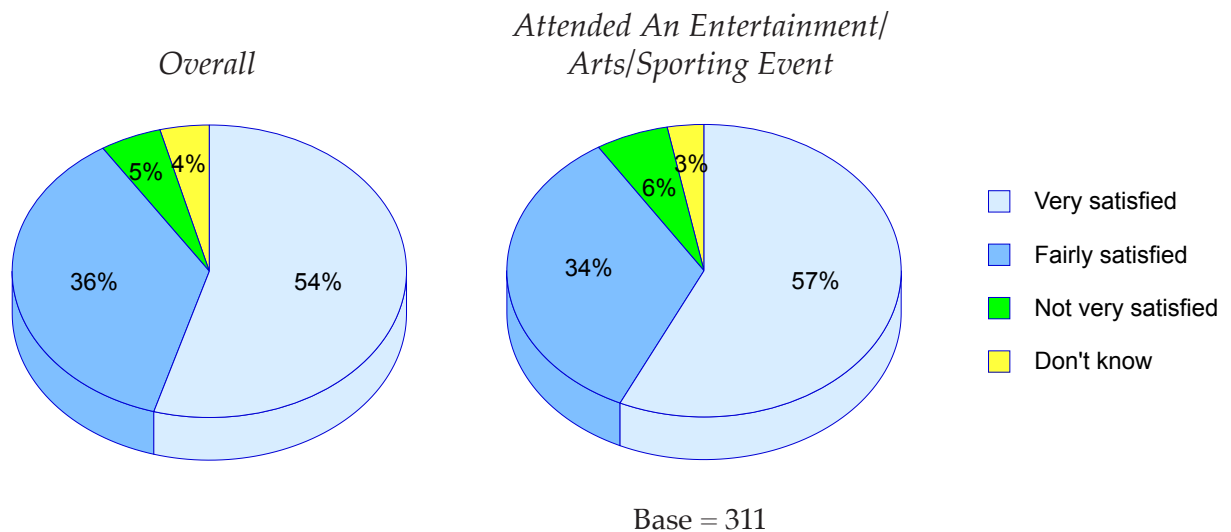


* 2006 - 2011 readings refer to ratings for the quality of entertainment, cultural and sporting events in the District **and** the venues they are held in. In 2012 these were asked separately.

** 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 = 95%
 Attended an Entertainment/ Arts/Sporting Event = 96%

xxv. The Quality Of Entertainment, Cultural And Sporting Events



90% of New Plymouth District residents are satisfied with the quality of entertainment, cultural and sporting events in the District, with 54% being very satisfied (59% in 2016), while 5% are not very satisfied.

There are no comparative Peer Group and National Averages for this reading, however, the percent not very satisfied (5%) is similar to the 2016 reading.

Of those households who have attended an event, 91% are satisfied and 6% not very satisfied.

Men are more likely, than women, to be 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 2017 [†]	54	36	90	5	4
2016	59	31	90	5	5
2015	61	28	89	3	8
2014 [†]	54	33	87	5	7
2013	50	35	85	9	6
2012 ^{**}	52	38	90	5	4
2011	73	22	95	2	3
2010	78	15	93	3	4
2009	74	16	90	5	5
2008	71	23	94	2	4
2007	63	28	91	3	6
2006	69	23	92	4	4
2005 ^{**}	72	22	94	3	3
Attended an Entertainment / Arts / Sporting Event at TSB Showplace, TSB Stadium, Bowl of Brooklands and/or Yarrow Stadium [†]	57	34	91	6	3
Area					
New Plymouth	55	36	91	6	3
Inglewood	26	62	88	5	7
Clifton	58	37	95	-	5
Kaitake	61	28	89	6	5
Waitara	58	29	87	3	10
Gender					
Male	49	36	85	10	5
Female	58	37	95	1	4

% read across

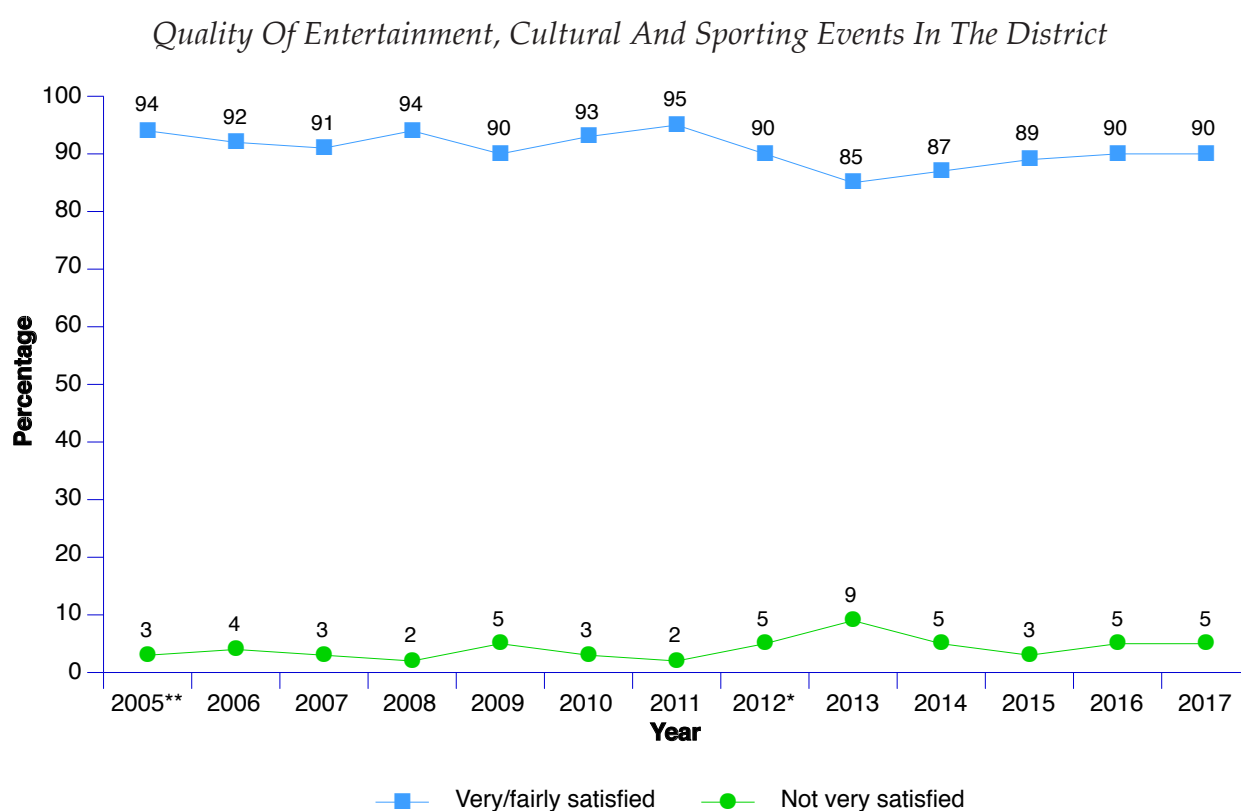
* 2006 - 2011 readings refer to ratings for the quality of entertainment, cultural and sporting events in the District **and** the venues they are held in. In 2012 these were asked separately.

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

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

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

- not enough/ need more, mentioned by 3% of all residents,
- lost some events / not getting events we used to get, 2%.

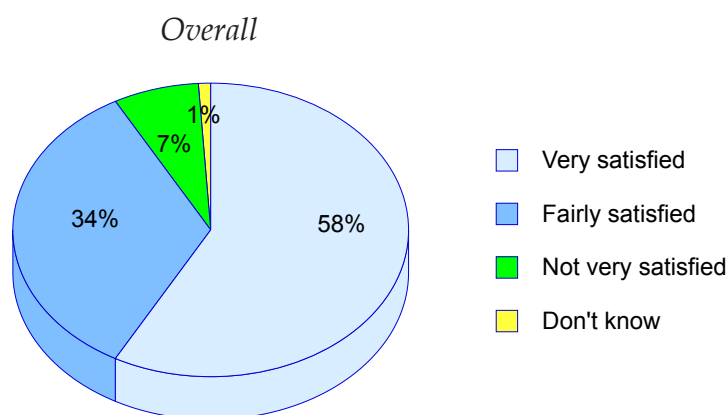


* 2006 - 2011 readings refer to ratings for the quality of entertainment, cultural and sporting events in the District **and** the venues they are held in. In 2012 these were asked separately.

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

Recommended Satisfaction Measure For Reporting Purposes:	
Total District	= 90%
Attended an Entertainment/ Arts/Sporting Event	= 91%

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



92% of New Plymouth District residents are satisfied with the maintenance and presentation of urban landscapes and streets, particularly flowerbeds and displays, with 58% being very satisfied (63% in 2016). 7% are not very satisfied.

There are no comparative Peer Group and National Averages for this reading, however, the not very satisfied reading is similar to the 2016 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 2017	58	34	92	7	1
2016	63	29	92	7	1
2015	59	32	91	8	1
2014 [†]	67	27	94	5	2
2013	75	22	97	2	1
2012 [†]	68	28	96	3	2
2011	61	34	95	4	1
2010	69	27	96	3	1
2009	70	22	92	5	3
2008	67	25	92	7	1
2007	69	28	97	3	-
2006	70	24	94	5	1
Area					
New Plymouth	58	35	93	6	1
Inglewood	46	45	91	4	5
Clifton	59	31	90	5	5
Kaitake	56	31	87	13	-
Waitara	69	21	90	8	2

% read across

* not asked prior to 2006

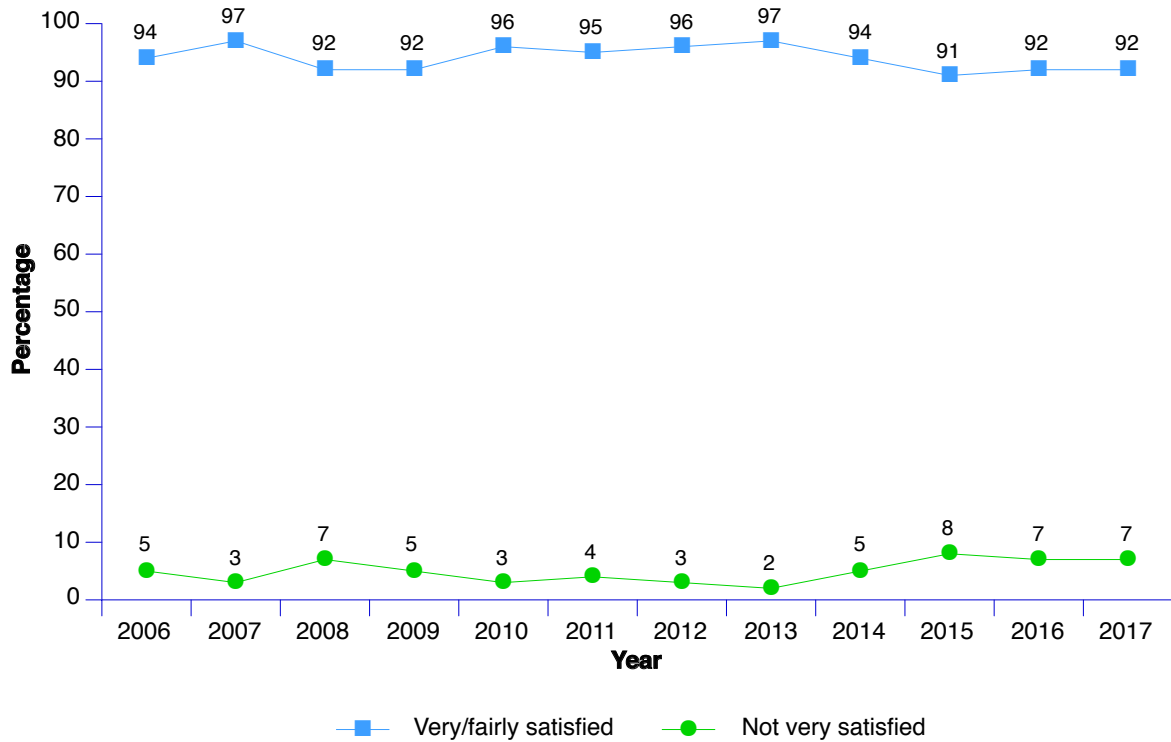
[†] does not add to 100% due to rounding

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

- need more plants/beautification/flowerbeds and trees taken out, mentioned by 4% of all residents,
- untidy/overgrown/need better upkeep/maintenance, 4%,
- others, 0.2%.

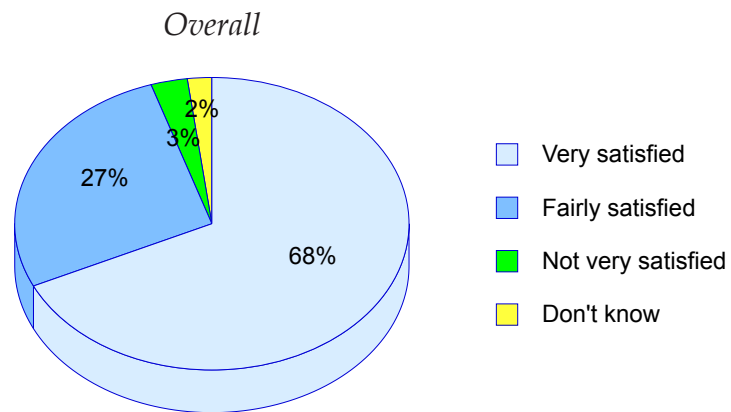
* multiple responses allowed

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



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

xxvii. 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 68% being very satisfied (71% in 2016). 3% are not very satisfied and 2% are unable to comment.

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

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

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

	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
Overall*					
Total District 2017 [†]	68	27	95	3	2
2016	71	25	96	2	2
2015	70	25	95	2	3
2014	66	29	95	2	3
2013	68	28	96	2	2
2012	67	29	96	2	2
2011	61	34	95	2	3
2010	66	31	97	2	1
2009	70	25	95	1	4
2008	58	37	95	3	2
2007	56	38	94	3	3
2006	60	32	92	5	3
Area					
New Plymouth [†]	70	26	96	3	2
Inglewood [†]	46	48	94	6	1
Clifton	66	24	90	-	10
Kaitake	62	26	88	11	1
Waitara	77	19	96	3	1

% read across

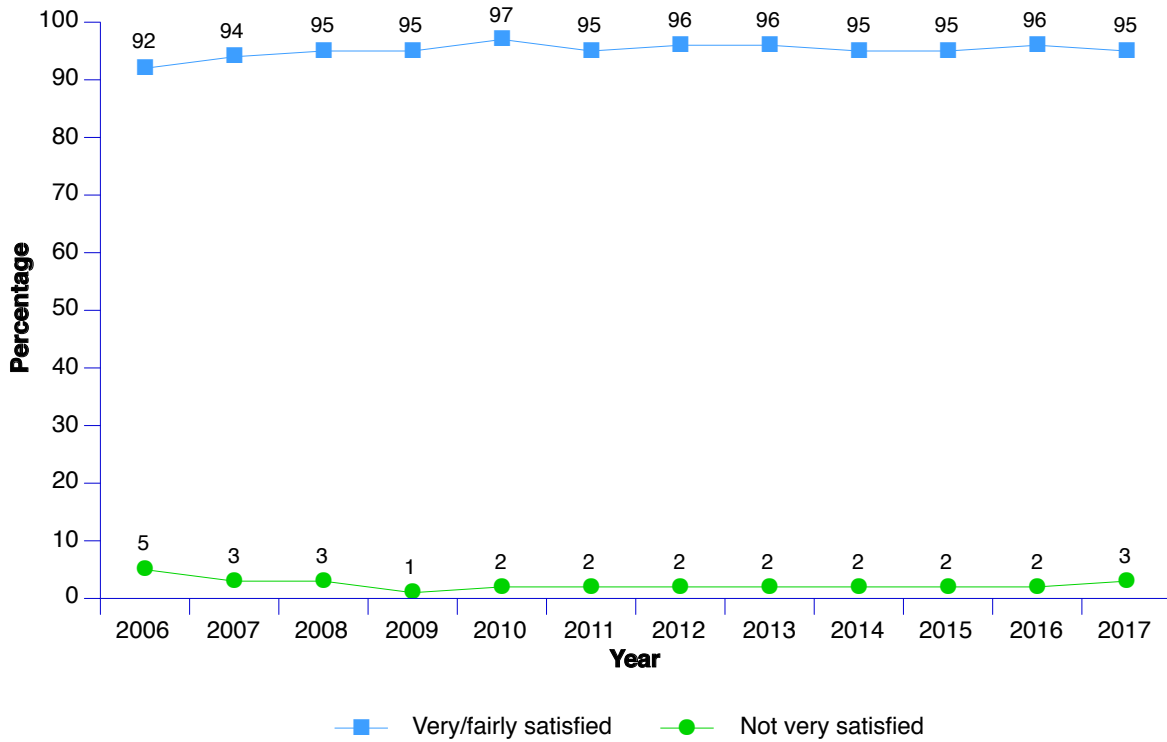
* not asked prior to 2006

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

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

- lack of access/ need better access, mentioned by 2% of all residents,
- improve facilities, 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 116).

Summary Table: Spend Emphasis For Services/Facilities

	More %	About the same %	Less %	Don't Know %
Percent Who Mention ...				
Airport [†]	48	50	1	2
Availability of car parking in the District	37	60	2	1
Quality of roads overall	35	63	-	2
Quality and safety of footpaths	32	65	1	2
Quality of public toilets	32	58	1	9
Community assistance	23	57	2	18
The quality of entertainment, cultural and sporting events in the District	22	70	4	4
Ability to drive around the District quickly, easily and safely	21	72	3	4
Water supply	21	72	1	6
District planning and control of building consents or subdivisions and development [†]	20	55	6	20
Quality of parks and reserves, including the Coastal Walkway and Pukekura Park	19	79	1	1
Kerbside rubbish and recyclables collection	19	74	2	5
Quality and safety of cycleways	17	71	2	10
Quality of playgrounds	15	75	1	9
Access to the natural environment, including the rivers, lakes, the mountain and the coast [†]	14	85	1	1
Public swimming pools	14	79	-	7
Sewerage system	14	76	-	10
The maintenance and presentation of urban landscapes and streets, particularly flowerbeds and displays	13	82	3	2
The quality of the venues for entertainment, cultural and sporting events in the District [†]	12	83	2	3
Quality of sportsfields	12	82	2	4
Stormwater services excluding flood protection	12	78	1	9
Library at Puke Ariki [†]	11	78	3	9
Flood protection	10	77	3	10
Animal control	10	76	6	8
Community Libraries, other than Puke Ariki [†]	9	62	3	27
Museum at Puke Ariki	5	83	6	6
Govett-Brewster Art Gallery / Len Lye Centre	5	48	34	13
Visitor Information Centre at Puke Ariki [†]	3	74	6	18

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

C. SPEND MORE COMPARISON

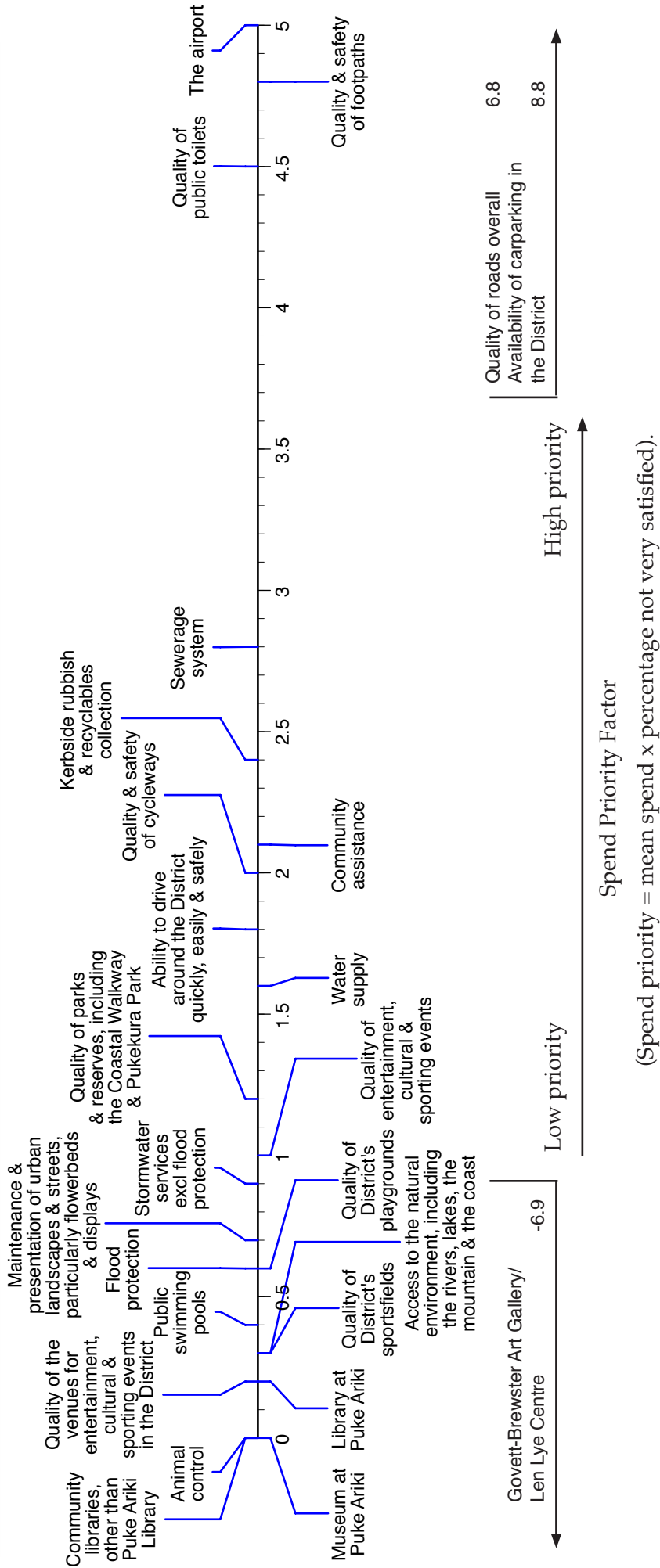
	2017 %	2016 %	2015 %	2014 %	2013 %
Airport	48	37	24	29	NA
Availability of car parking in the District	37	33	30	29	33
Quality of roads overall	35	31	25	27	31
Quality and safety of footpaths	32	30	23	28	30
Quality of public toilets	32	34	25	31	31
Community assistance	23	18	17	16	19
The quality of entertainment, cultural and sporting events in the District	22	17	21	19	26
Ability to drive around the District quickly, easily and safely	21	29	23	27	26
Water supply	21	15	14	10	10
District planning and control of building consents or subdivisions and development	20	14	15	14	20
Quality of parks and reserves, including the Coastal Walkway and Pukekura Park	19	16	16	15	15
Kerbside rubbish and recyclables collection*	19	14	28	27	22
Quality and safety of cycleways	17	21	18	21	21
Quality of playgrounds	15	15	14	12	12
Access to the natural environment, including the rivers, lakes, the mountain and the coast	14	9	9	9	11
Public swimming pools	14	14	15	13	16
Sewerage system	14	8	7	8	13
The maintenance and presentation of urban landscapes and streets, particularly flowerbeds and displays	13	13	11	6	8
The quality of the venues for entertainment, cultural and sporting events in the District	12	12	13	12	16
Quality of sportsfields	12	9	8	10	11
Stormwater services excluding flood protection	12	11	8	10	12
Library at Puke Ariki	11	6	8	7	7
Flood protection	10	7	5	8	8
Animal control	10	8	5	10	12
Community Libraries, other than Puke Ariki	9	7	8	6	11
Museum at Puke Ariki	5	5	6	5	5
Govett-Brewster Gallery / Len Lye Centre	5	4	NA	NA	4
Visitor Information Centre at Puke Ariki	3	2	1	2	2

* readings prior to 2016 refer to rubbish collection and disposal
 NA: not asked

Summary Table: Top 5 'Spend More' By Area

	Total District 2017 %	Area				
		New Plymouth %	Inglewood %	Clifton %	Kaitake %	Waitara %
Percent Who Mention ...						
Airport	48	48	49	46	52	49
Availability of car parking in the District	37	37	56	37	25	37
Quality of roads overall	35	35	43	38	31	21
Quality and safety of footpaths	32	32	44	28	25	27
Quality of public toilets	32	31	31	34	40	35

D. SPEND PRIORITY



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

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

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



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.

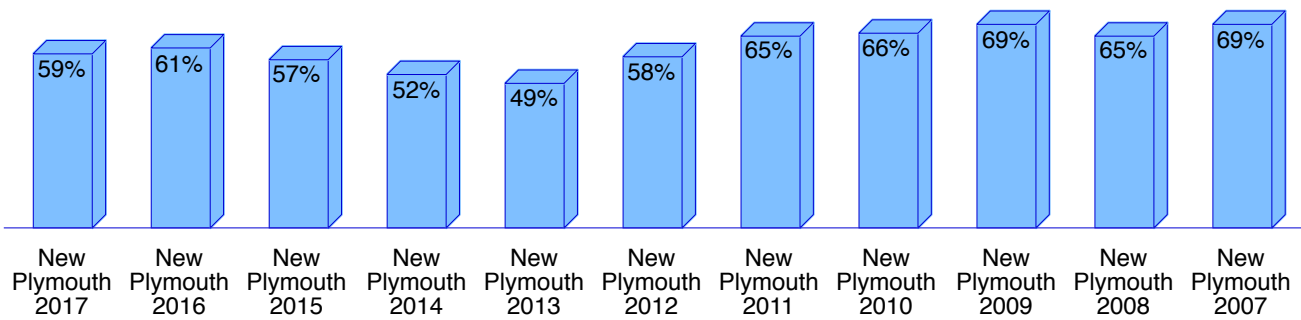
A. RECENT THINGS COUNCIL HAS DONE WELL

Overall, 59% of New Plymouth District residents say there is something that, in their opinion, Council has done well in the past year.

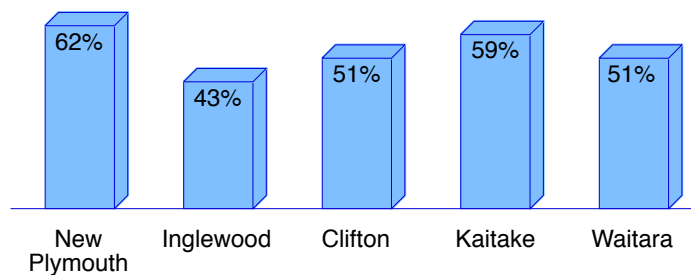
Residents **more** likely to say "Yes" are ...

- residents with an annual household income of \$61,000 to \$100,000,
- NZ Māori residents.

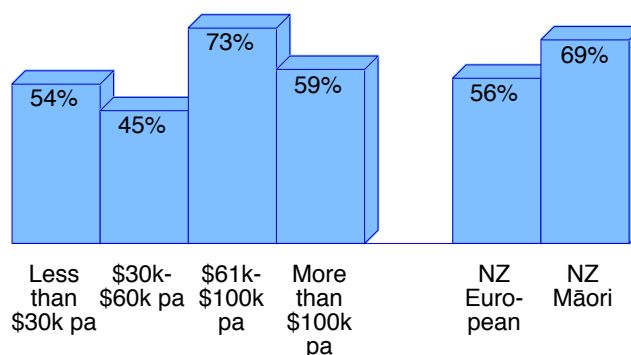
Percent Saying 'Yes' - Comparison



Percent Saying 'Yes' - By Area



Percent Saying 'Yes' - Comparing Different Types Of Residents



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

- events/concerts/entertainment,
- good parks/reserves/playgrounds/upkeep and improvements,
- the Coastal Walkway/extensions to walkway,
- Council does a good job/good communication/information,
- new system for rubbish/recycling.

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

	Total District 2017 %	Area				
		New Plymouth %	Inglewood %	Clifton %	Kaitake %	Waitara %
Percent Who Mention ...						
Events/concerts/entertainment [†]	14	14	18	7	24	7
Good parks/reserves/playgrounds/upkeep and improvements	8	10	2	12	5	1
The Coastal Walkway/extensions to walkway	8	9	8	7	1	7
Council does a good job/good communication/information	7	8	4	6	4	10
New system for rubbish/recycling ^{**}	5	5	10	-	7	-

* multiple responses allowed

** 3% of residents mention "rubbish/recycling services" as something Council could have done better

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

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

- provision/improvement of services / facilities,
- support art in the city / Len Lye Centre / Govett-Brewster Art Gallery,

by 3% ...

- roading / traffic / road safety,
- beautification / tidying up / improvements,
- good service from Council staff,
- walkways generally / other specified walkways (not Coastal Walkway),

by 2% ...

- good sporting facilities / sporting events,
- the cycleways / cycle trails (excluding cycling on Coastal Walkway),

by 1% ...

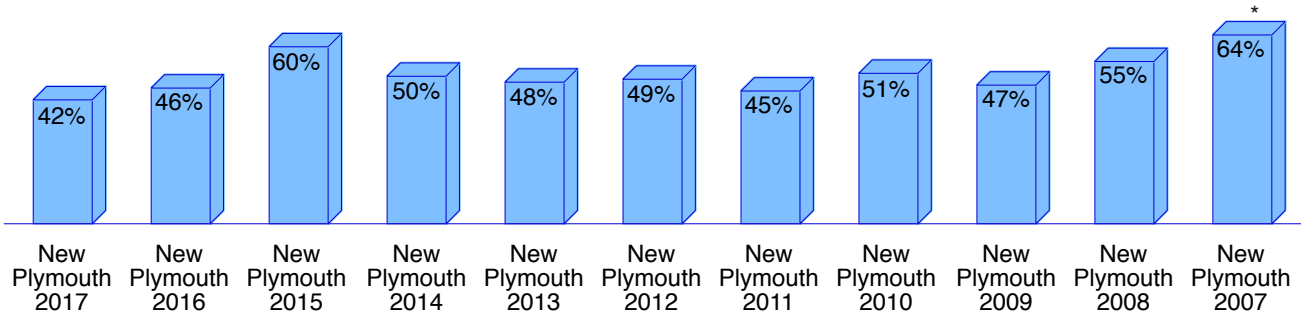
- promotion of district,
- improving swimming pools,
- Waitara leaseholders,
- upgrading / improving the airport.

B. RECENT THINGS COUNCIL COULD HAVE DONE BETTER

Overall, 42% of New Plymouth District residents say there is something in their opinion, that Council could have done better in the last year (46% in 2016).

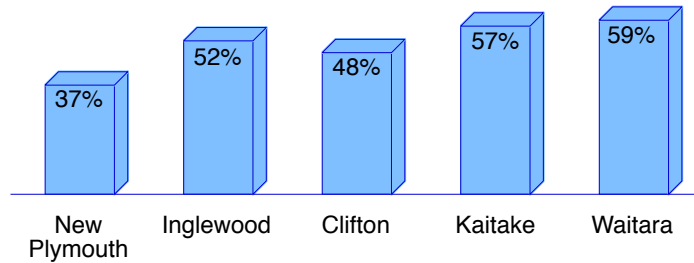
Residents with an annual household income of less than \$30,000 are **less** likely to have in mind something they feel Council could have done better, than other income groups.

Percent Saying 'Yes' - Comparison

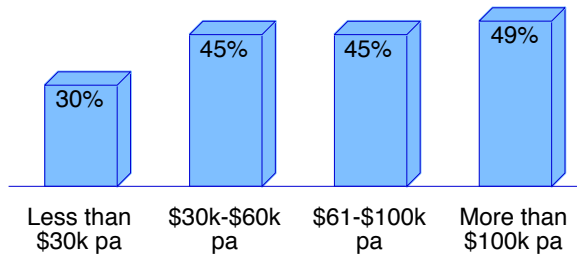


* prior to 2007, readings refer to the percentage of residents who felt there was something Council had done badly

Percent Saying 'Yes' - By Area



Percent Saying 'Yes' - Comparing Different Types Of Residents



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

- roading / maintenance / roadworks / signage / traffic / cycling issues,
- poor consultation / communication / information / don't listen / more transparency,
- footpaths / walkways,
- general appearance / maintenance of city / parks.

Summary Table: Main Things* Council Could Have Done Better

	Total District 2017 %	Area				
		New Plymouth %	Inglewood %	Clifton %	Kaitake %	Waitara %
Percent Who Mention ...						
Roading / maintenance / roadworks / signage / traffic / cycling issues [†]	6	5	11	16	8	5
Poor consultation / communication / information / don't listen / more transparency [◇]	5	3	4	7	9	17
Footpaths / walkways	5	5	1	1	8	5
General appearance / maintenance of city / parks ^{◇◇}	4	4	1	14	-	7

* multiple responses allowed

[†] 3% of residents mention "roading / traffic / road safety" as something the Council has done well

[◇] 7% of residents mention "Council does a good job / good communication / information" as something the Council has done well

^{◇◇} 3% of residents mention "beautification / tidying up / improvements" as something the Council has done well

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

- rubbish/recycling services,
- parking issues/disabled parking,
- town planning issues/subdivisions/building consents,

by 2% ...

- improve Council performance/service/too much bickering,
- expenditure/wasting money/need to control spending/better financial spending,
- environmental issues,
- public toilets,
- expenditure on Len Lye/Museum/Art Gallery,
- water supply/restrictions,
- events/concerts/entertainment,

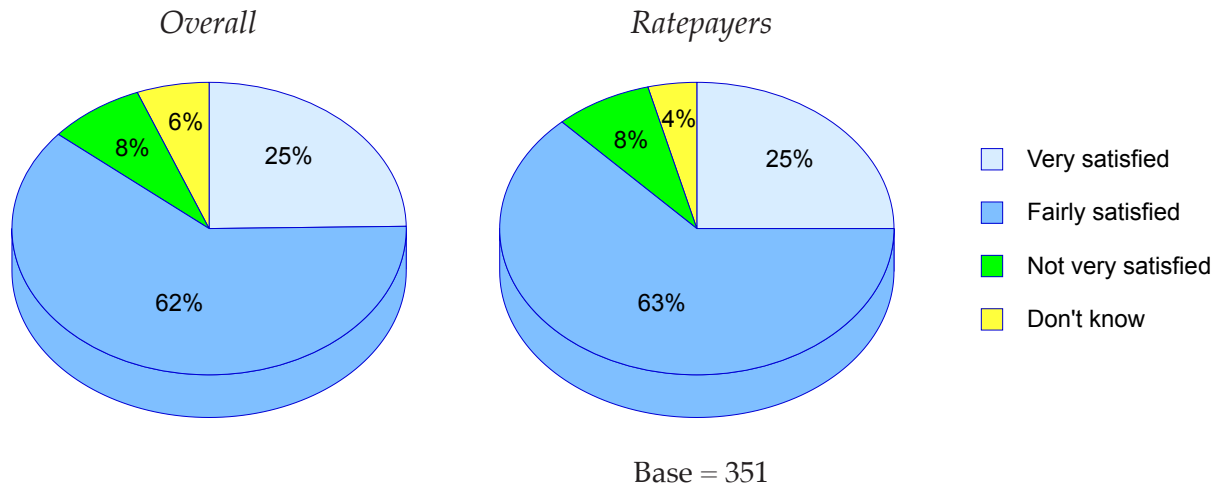
by 1% ...

- leaseholder land issues,
- Māori representation on Council/more sensitivity to Māori issues,
- drainage/flooding issues.



4. RATES ISSUES

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



86% of residents identify themselves, or members of their household, as ratepayers.

Overall, 87% of New Plymouth residents are satisfied with the way rates are spent on the services/ facilities provided by Council (84% in 2016), while 8% are not very satisfied.

The percentage not very satisfied with the way rates are spent on services/ facilities is below the Peer Group and National Averages and similar to the 2016 reading.

88% of ratepayers are satisfied with the way rates are spent on the services and facilities provided by Council, with 8% 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 2017 [†]	25	62	87	8	6
2016 [†]	24	60	84	8	7
2015	23	59	82	16	2
2014	20	60	80	14	6
2013	25	58	83	13	4
2012	18	61	79	16	5
2011 [†]	23	65	88	8	3
2010	17	65	82	14	4
2009	24	58	82	14	4
2008	18	66	84	13	3
2007	16	69	85	12	3
2006	15	64	79	18	3
2005	27	61	88	9	3
2004	21	66	87	10	3
2003	16	73	89	7	4
2000	12	63	75	21	4
1999	10	66	76	20	4
Ratepayer	25	63	88	8	4
Comparison					
Peer Group (Provincial)	13	59	72	24	4
National Average	10	60	70	25	5
Area					
New Plymouth	29	60	89	6	5
Inglewood	16	56	72	22	6
Clifton	9	57	66	19	15
Kaitake	14	82	96	4	-
Waitara [†]	17	70	87	10	4

% 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 ...

- high rates / rates increases / too high for services / unfair rating system, mentioned by 3% of residents,
- other services / facilities need attention / expenditure, 2%,
- waste money / overspend / priorities wrong / financial mismanagement, 2%.

* multiple responses allowed

Recommended Satisfaction Measure For Reporting Purposes:

Total District = 87%

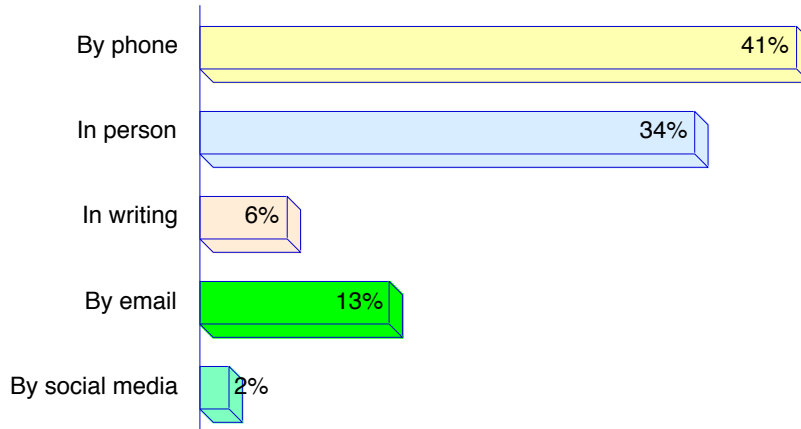
Ratepayers = 88%



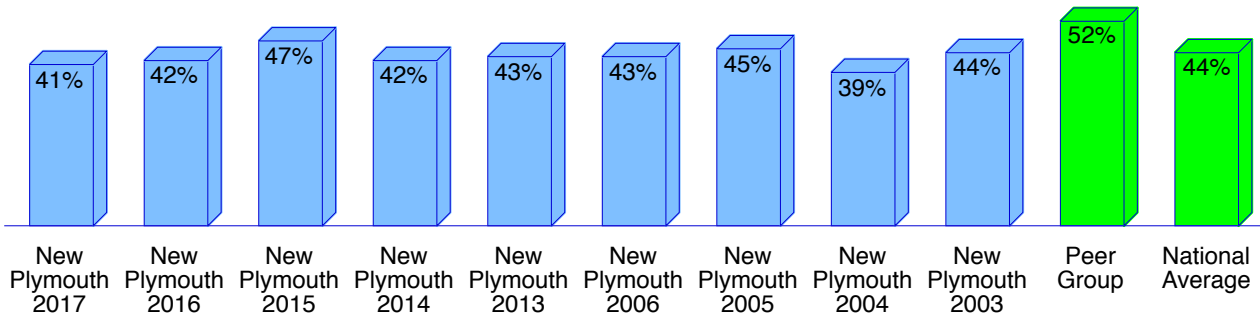
5. CONTACT WITH COUNCIL

A. LEVELS OF CONTACT

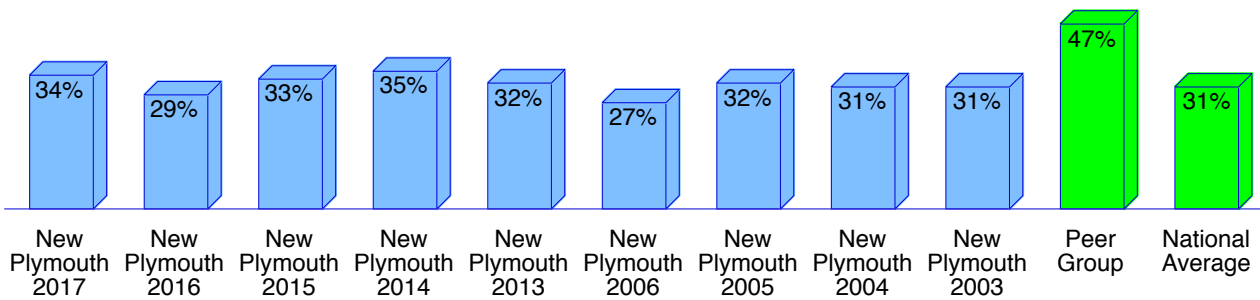
2017 - Yes, Have Contacted Council Offices ...



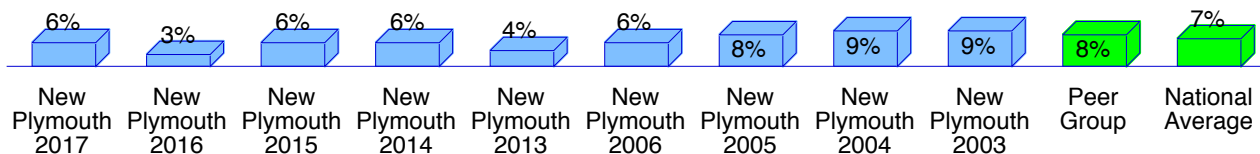
Percent Saying 'Yes - By Phone' - Comparison



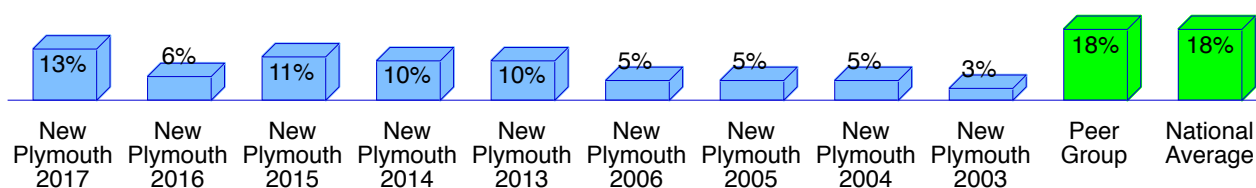
Percent Saying 'Yes - Visited' - Comparison



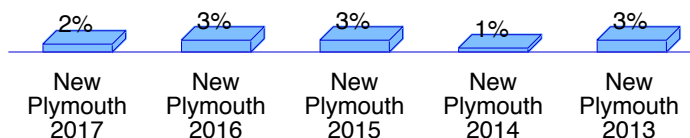
Percent Saying 'Yes - In Writing' - Comparison



Percent Saying 'Yes - By Email' - Comparison



Percent Saying 'Yes - By Social Media' - Comparison



Overall, 57% of residents have contacted Council offices in the last 12 months (54% in 2016).

41% of residents have contacted Council offices by phone in the last year, while 34% have contacted Council offices in person (29% in 2016) and 6% in writing (3% in 2016). 13% have contacted Council by email (6% in 2016), with 2% contacting them by social media.

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

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

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

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

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

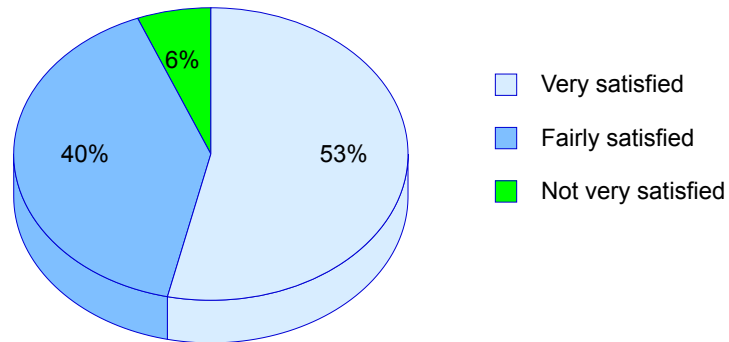
- residents with an annual household income of \$61,000 or more,
- ratepayers.

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

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

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

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

B. SATISFACTION WHEN CONTACTING THE COUNCIL OFFICES BY PHONE

Base = 157

93% of residents contacting the Council Offices by phone, in the last 12 months, are satisfied (88% in 2016), including 53% who are very satisfied, while 6% are not very satisfied (11% in 2016).

The percent not very satisfied is below the Peer Group Average and slightly below the National Average.

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

Satisfaction When Contacting Council Office By Phone

	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
Contacted Council By Phone					
2017 [†]	53	40	93	6	-
2016	52	36	88	11	1
2015	55	37	92	8	-
2014	46	43	89	11	-
2013 ^{o†}	49	41	90	9	-
2006	44	37	81	19	-
2005	43	43	86	14	-
2004	41	41	82	18	-
2003	38	47	85	15	-
2000	34	53	87	12	1
Comparison					
Peer Group (Provincial)	51	30	81	18	1
National Average	47	35	82	15	3
Area					
New Plymouth	59	37	96	4	-
Inglewood*	42	51	93	7	-
Clifton*	53	32	85	15	-
Kaitake*	30	56	86	14	-
Waitara*	38	51	89	11	-

Base = 157

% read across

^o not asked from 2007-2012

* caution: small bases

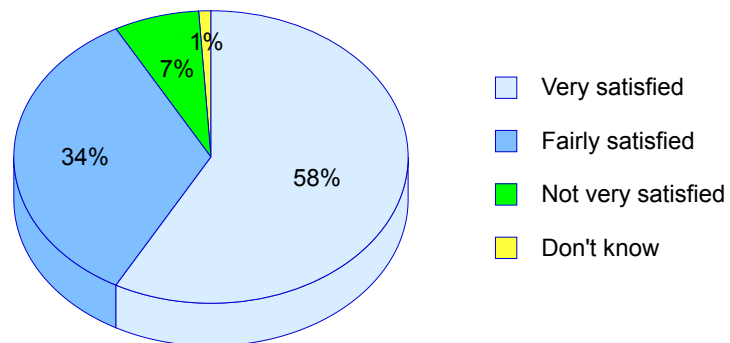
[†] does not add to 100% due to rounding

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

- poor service / unhelpful, mentioned by 2% of residents contacting Council by phone who are not very satisfied,
- unhappy with outcome / response, 2%.

* multiple responses allowed

[†] Base = 157

C. SATISFACTION WHEN VISITING A COUNCIL OFFICE IN PERSON

Base = 128

92% of residents visiting a Council office in person, in the last 12 months, are satisfied, including 58% who are very satisfied (69% in 2016). 7% are not very satisfied.

The percent not very satisfied is on par with the Peer Group Average and similar to the National Average and 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					
2017	58	34	92	7	1
2016	69	27	96	4	-
2015	54	40	94	6	-
2014	62	33	95	5	-
2013 ^o	65	31	96	4	-
2006	53	33	86	14	-
2005	53	37	90	9	1
2004	52	37	89	10	1
2003	49	41	90	10	-
2000	40	50	90	10	-
Comparison					
Peer Group (Provincial)	60	28	88	12	-
National Average	58	31	89	10	1
Area					
New Plymouth [†]	61	32	93	5	1
Inglewood ^{**}	42	55	97	3	-
Clifton ^{**}	43	29	72	28	-
Kaitake [*]	51	42	93	7	-
Waitara [*]	65	28	93	7	-

Base = 128

% read across

^o not asked from 2007-2012

* caution: small bases

** caution: very small bases

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

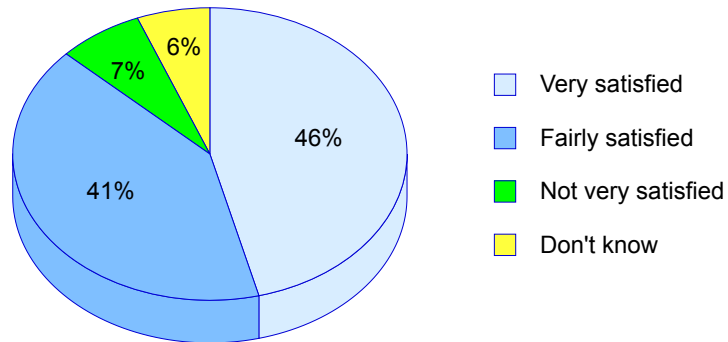
The reasons* residents[†] are not very satisfied are ...

- unhappy with outcome/response, mentioned by 4% of residents visiting the Council office in person, and are not very satisfied,
- slow/inefficient, 1%.

* multiple responses allowed

[†] Base = 128

D. SATISFACTION WHEN CONTACTING THE COUNCIL OFFICES IN WRITING



Base = 28*
 (Margin of error $\pm 18.5\%$)
 * caution: small base

87% of residents contacting the Council offices in writing, in the last 12 months, are satisfied (40% in 2016), while 7% are not very satisfied (60% in 2016). Caution is recommended as the base is small.

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

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

Satisfaction When Contacting Council Offices In Writing

	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
Contacted Council In Writing					
2017	46	41	87	7	6
2016	37	3	40	60	-
2015	36	28	64	36	-
2014	58	24	82	14	4
2013 ^{o†}	21	66	87	14	-
2006	51	20	71	29	-
2005	19	44	63	34	3
2004	47	41	88	9	3
2003	26	44	70	27	3
2000	20	42	62	36	2
Comparison					
Peer Group (Provincial) [†]	15	29	44	55	-
National Average	30	30	60	38	2

Base = 28*

% read across

^o not asked from 2007-2012

* caution: small base

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

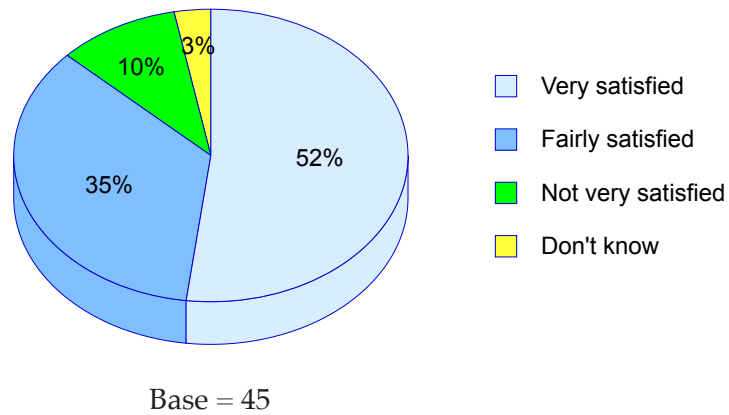
The reasons* residents[†] are not very satisfied is ...

- lack of action/ no reply, mentioned by 7% of residents contacting the Council office in writing, and are not very satisfied.

* multiple responses allowed

[†] Base = 28

E. SATISFACTION WHEN CONTACTING THE COUNCIL OFFICES BY EMAIL



87% of residents contacting the Council offices by email, in the last 12 months, are satisfied, while 10% are not very satisfied.

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

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

Satisfaction When Contacting Council Offices By Email

	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
Contacted Council By Email*					
2017	52	35	87	10	3
2016	46	33	79	18	4
2015	38	57	95	5	-
2014	41	36	77	20	3
2013 ^o	54	35	89	11	-
2006	50	46	96	4	-
2005	45	38	83	17	-
2004	55	30	85	10	5
2003	24	51	75	25	-
2000	37	43	80	20	-
Comparison					
Peer Group (Provincial)	44	28	72	23	5
National Average [†]	39	31	70	26	5
Area					
New Plymouth ^o	60	34	94	6	-
Inglewood**	46	-	46	8	46
Clifton**†	35	43	78	23	-
Kaitake**	55	45	100	-	-
Waitara**	-	50	50	50	-

Base = 45*

% read across

^o not asked from 2007-2012

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

** caution: very small bases

^o caution: small base

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

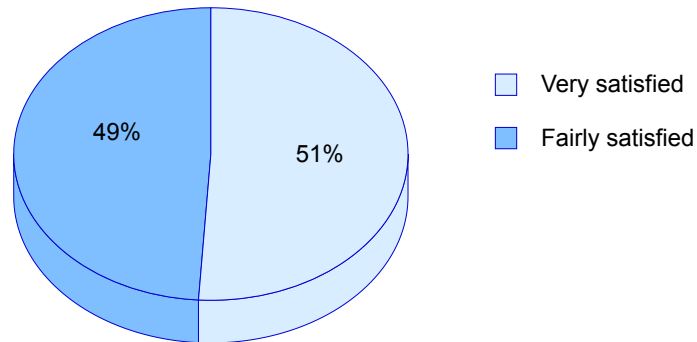
The reasons* residents[†] contacting Council by email are not very satisfied are ...

- no reply / lack of response, mentioned by 8% of residents contacting the Council office by email who are not very satisfied,
- others, 3%.

* multiple responses allowed

[†] Base = 45

F. SATISFACTION WHEN CONTACTING THE COUNCIL OFFICES BY SOCIAL MEDIA



Base = 5*

* caution: base is **very** small

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

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

† Base = 5

G. RATING OF STAFF

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

i. Helpfulness

Summary Table: Rating Council Staff In Terms Of Helpfulness

	Very satisfactory %	Satis- factory %	Neutral %	Unsatis- factory %	Very unsatis- factory %	Unsure/ Not Applicable %
Contacted Council						
2017	47	42	4	3	1	3
2016	50	36	7	4	2	1
2015	51	39	2	5	2	1
2014 [†]	51	41	2	3	3	1
2013 [°]	56	34	4	3	3	1
2006	40	50	5	3	2	-
2005	51	36	3	6	3	1
2004	45	38	6	8	2	1
2003	44	48	3	2	2	1
2000	37	48	8	5	1	1
1999	33	54	7	3	1	2
Area						
New Plymouth	51	46	-	2	-	1
Inglewood**	48	15	21	6	-	10
Clifton*	30	43	10	-	10	7
Kaitake*	40	30	16	6	-	8
Waitara*	42	31	6	11	6	4

Base = 221

% read across

[°] not asked from 2007-2012

* caution: small bases

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

89% of residents who have contacted Council staff in the last 12 months rate the helpfulness of staff as satisfactory / very satisfactory, with 4% saying it is unsatisfactory / very unsatisfactory. These readings are similar to the 2016 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**.

[†] 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						
2017	48	40	5	4	1	2
2016 [†]	44	40	5	6	1	5
2015	45	41	4	4	4	2
2014 [†]	47	40	4	5	3	2
2013 [°]	50	35	3	3	5	4
2006	37	43	8	7	2	3
2005	36	46	7	7	3	1
2004	35	49	8	6	1	1
2003	35	47	8	6	3	1
2000	28	48	12	7	2	3
1999	28	46	9	10	1	6
Area						
New Plymouth	52	39	4	3	-	2
Inglewood*	57	28	-	15	-	-
Clifton*	19	49	15	-	10	7
Kaitake*	24	58	8	5	5	-
Waitara**†	48	37	4	2	-	10

Base = 221

% read across

[°] not asked from 2007-2012

* caution: small base

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

88% of residents who have contacted Council staff in the last 12 months, rate the knowledge of staff as satisfactory/very satisfactory, with 5% rating it unsatisfactory/very unsatisfactory. These readings are similar/on par to the 2016 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						
2017	44	29	10	5	4	8
2016	38	27	5	9	5	16
2015	36	35	5	7	3	14
2014	43	27	4	5	9	12
2013 ^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 [†]	47	30	8	3	2	11
Inglewood ^{**}	45	13	19	10	12	-
Clifton [*]	30	32	10	4	22	2
Kaitake [*]	36	26	24	14	-	-
Waitara [*]	31	34	7	16	8	4

Base = 221

% 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

73% of residents who have contacted Council staff in the last 12 months, rate staff follow-up as satisfactory / very satisfactory (65% in 2016), while 9% say it is unsatisfactory / very unsatisfactory (14% in 2016).

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 %	Unsure/ Not applicable %
Helpfulness	89	4	4	3
Knowledge [†]	88	5	5	2
Follow-up	73	10	9	8

Base = 221

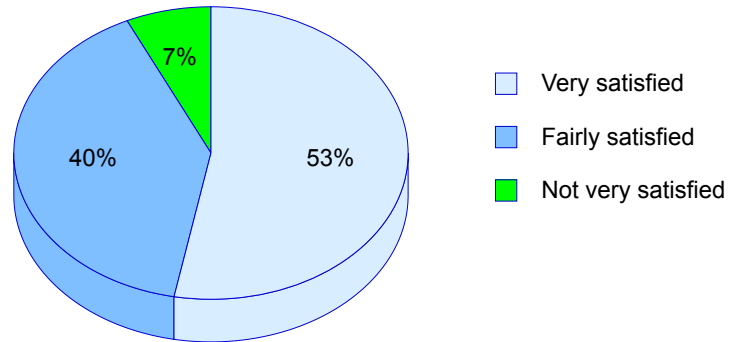
[†] does not add to 100% due to rounding

As in 2016, 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 = 221

Of the 57% of residents who contacted the Council offices in the last 12 months, 93% are satisfied (88% in 2016), while 7% are not very satisfied (11% in 2016).

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

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

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

Satisfaction With The Overall Service Received When Contacting Council Offices

		Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
Contacted Council	2017	53	40	93	7	-
	2016	50	38	88	11	1
	2015	49	40	89	10	1
	2014	49	41	90	10	-
	2013 ^o	55	35	90	9	1
	2006	38	48	86	14	-
	2005	44	44	88	11	1
	2004	47	43	90	9	1
	2003	46	42	88	12	-
	2000	32	53	85	12	3
	1999	37	50	87	10	3
Comparison						
Peer Group (Provincial)		47	36	83	17	-
National Average [†]		46	39	85	14	1
Area						
New Plymouth		61	36	97	3	-
Inglewood ^{**}		45	40	85	15	-
Clifton [*]		24	48	72	28	-
Kaitake [*]		36	57	93	7	-
Waitara ^{**†}		28	55	83	18	-

Base = 221

% 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	=	93%
Contacted Council by phone	=	93%
Contacted Council in person	=	92%
Contacted Council in writing [*]	=	87%
Contacted Council by email	=	87%
Contacted Council by social media ^{**}	=	100%

* caution: small base

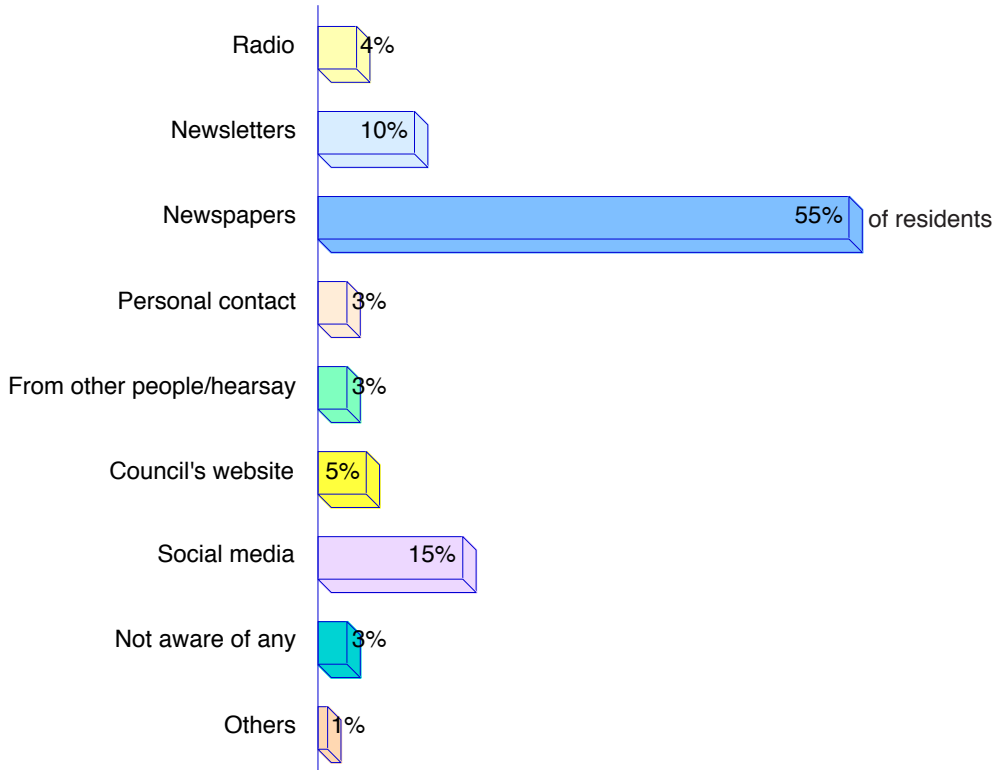
** caution: very small base



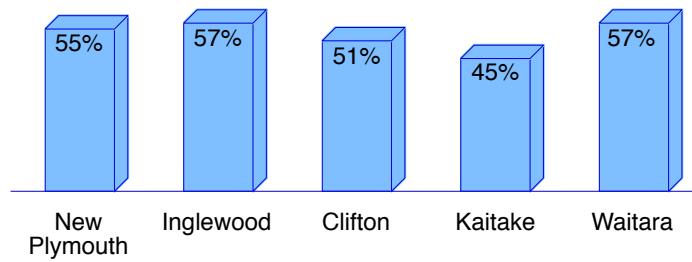
6. INFORMATION

A. MAIN SOURCE OF INFORMATION ABOUT COUNCIL

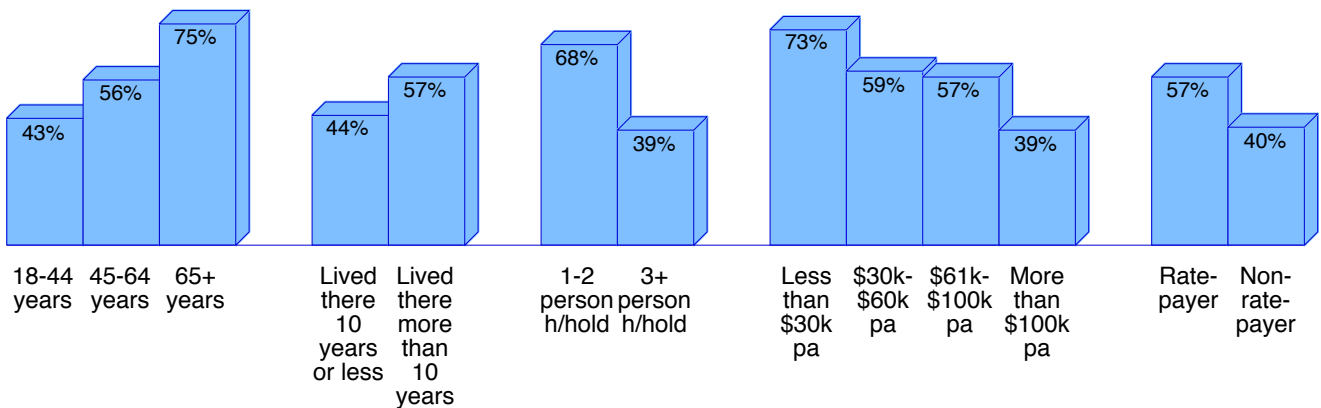
Where Or From Whom Do You Mainly See, Read or Hear Information About The Council?



Percent Saying "Newspapers" - By Area



Percent Saying "Newspapers" - Comparing Different Types Of Residents



Newspapers are mentioned by 55% of residents as their main source of information about Council (63% in 2016).

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

- residents aged 45 years or over, in particular those aged 65 years or over,
- longer term residents, those residents residing in the District more than 10 years,
- residents who live in a one or two person household,
- residents with an annual household income of less than \$30,000,
- ratepayers.

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

"Internet."

"With the rates, there's always something in with the bill."

"Letter/invoice with rates due."

"My own personal observation is my source."

"Email."

The newspapers residents mentioned* they read are ...

- The Taranaki Daily News, 84% of those where newspapers are their main source,
- The North Taranaki Midweek, 41%,
- Live Magazine, 8%,
- Stratford Press, 4%,
- Moa Mail, 3%,
- Opunake & Coastal News, 2%,
- TOM Oakura, 1%,
- others, 3%.

Base = 240

* multiple responses allowed

The 'other' newspapers mentioned are ...

"Local rag."

"Daily Telegraph."

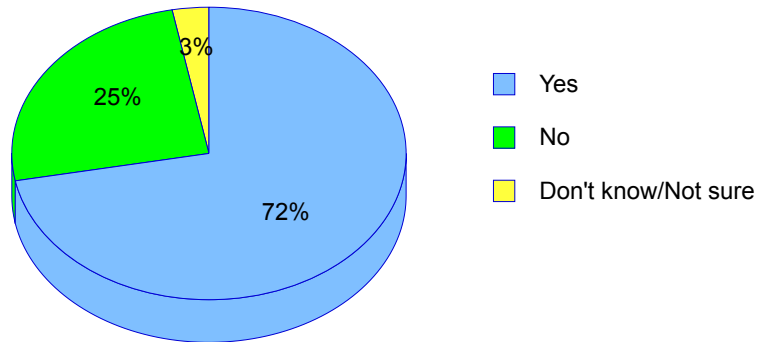
"New Zealand Herald."

"Stuff."

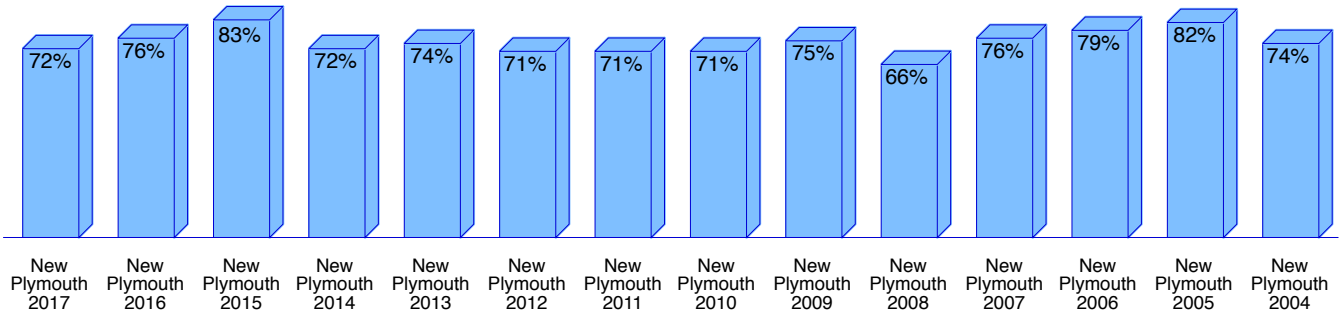
"Radio New Zealand website."

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

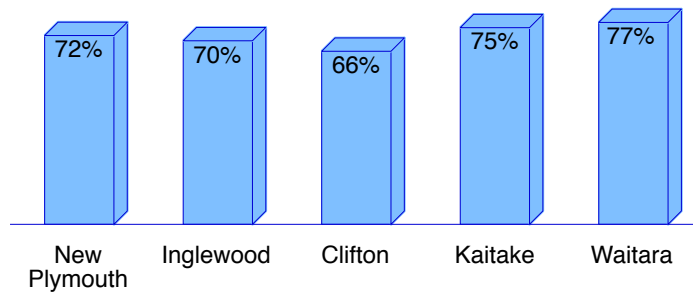
Overall



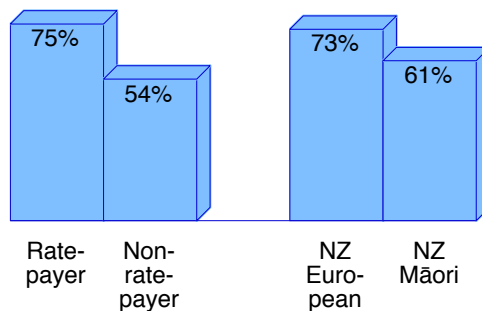
Percent Saying "Yes" - Comparison



Percent Saying "Yes" - By Area



Percent Saying "Yes" - Comparing Different Types Of Residents



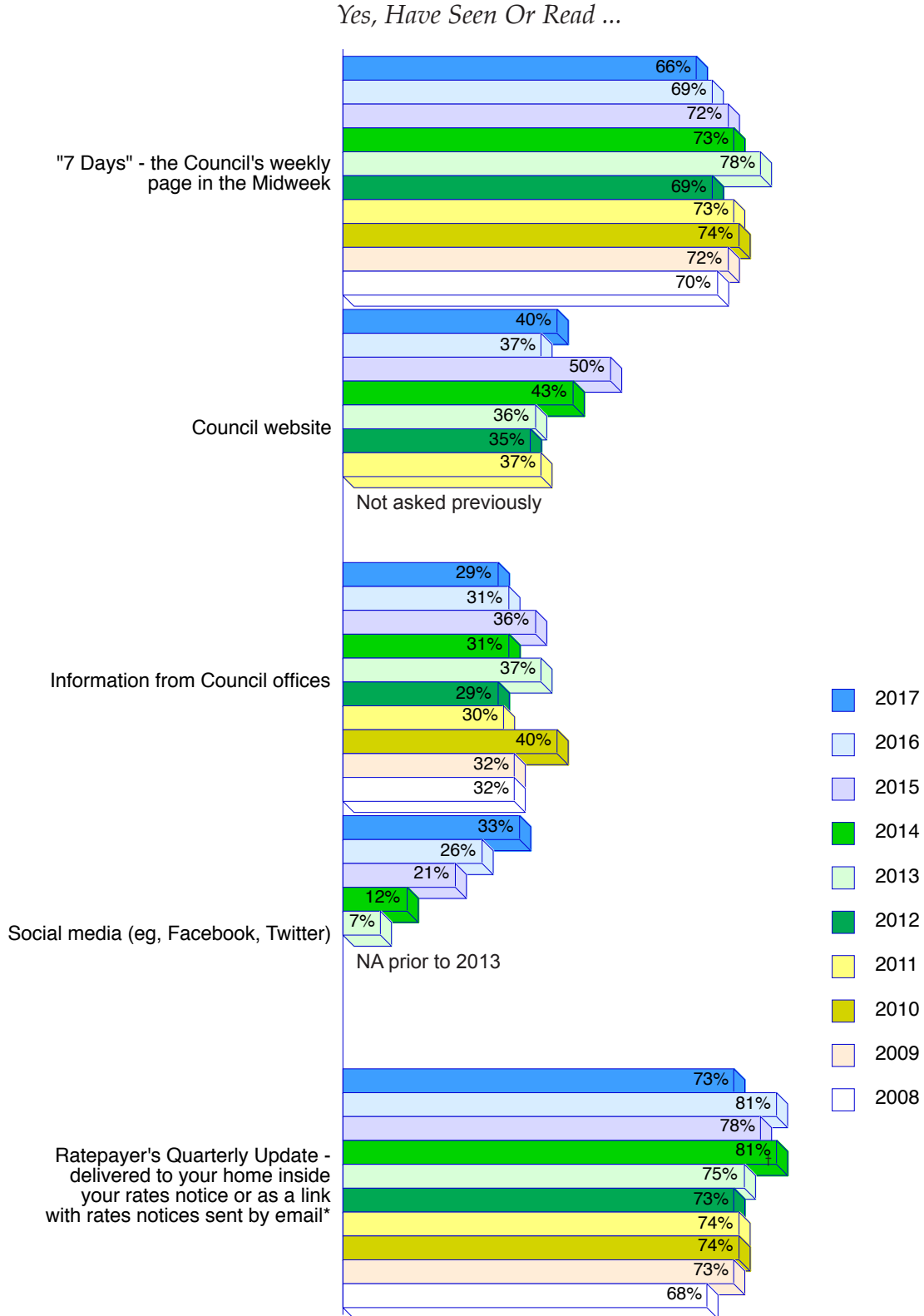
72% of New Plymouth residents say they have seen or read, in the last 12 months, information Council publishes specifically for the community (76% in 2016).

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

- ratepayers,
- NZ European residents.

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

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



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

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

Base = 304

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 (73%) and / or '7 Days' - the Council's weekly page in the Midweek (66%).

Residents[†] more likely to have seen or read the **Ratepayer's Quarterly Update** are ...

- residents who live in a one or two person household,
- NZ European residents.

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

- residents aged 65 years or over,
- residents who live in a one or two person household,
- residents with an annual household income of \$100,000 or less,

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 \$61,000 or more,
- ratepayers.

Non-ratepayers[†] are more likely to have seen or read **information available from Council offices**, than ratepayers[†].

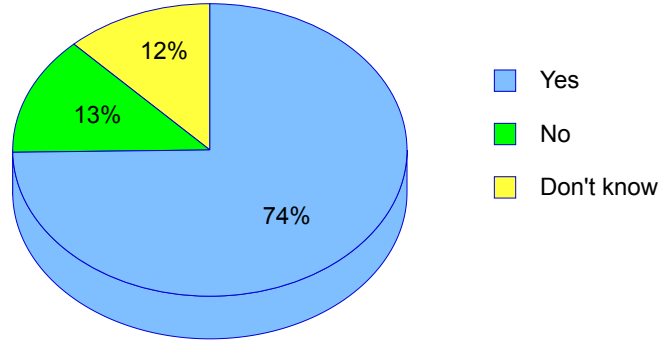
Residents[†] more likely to have seen or read **social media (eg, Facebook, Twitter)** are ...

- residents aged 18 to 44 years,
- residents who live in a three or more person household,
- residents with an annual household income of \$61,000 or more,
- NZ Māori residents.

[†] the 75% of residents who have, or were unsure if they have, seen or read information published by the Council in the last 12 months (N=304)

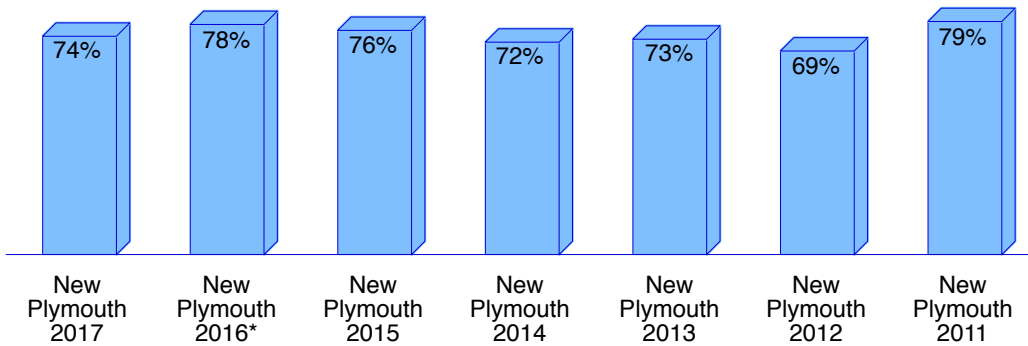
D. DO THESE COMMUNICATION CHANNELS IMPROVE RESIDENTS' UNDERSTANDING OF HOW THE COUNCILS USES THE RATES IT COLLECTS?

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



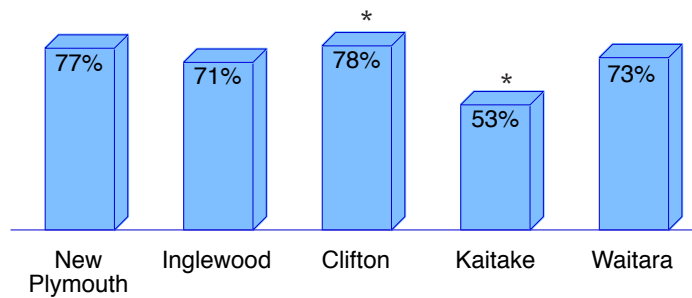
Base = 304
Does not add to 100% due to rounding

Percent Saying "Yes" - Comparison



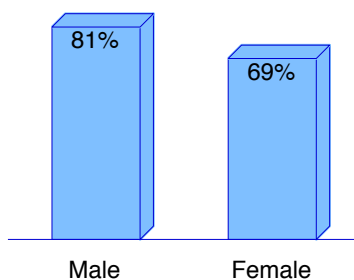
* question prior to 2016 read "do you think these communication channels improve your understanding of how rates are spent"

Percent Saying "Yes" - By Area



* caution: small base

Percent Saying "Yes" - Comparing Different Types Of Residents



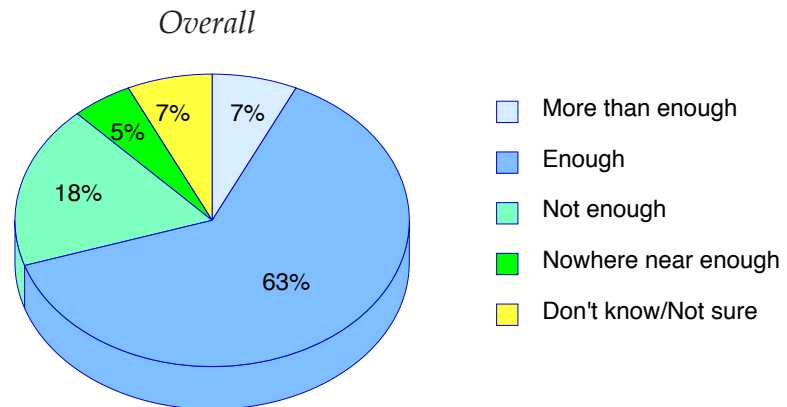
74% of residents[†] think the communication channels mentioned previously improve their understanding of how Council uses the rates it collects, while 13% do not and 12% are unable to comment.

Men[†] are more likely to say 'Yes', than women[†].

[†] the 75% of residents who have, or were unsure if they have, seen or read information published by the Council in the last 12 months (N=304)

E. THE SUFFICIENCY OF THE INFORMATION SUPPLIED

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



Summary Table: Comparisons

Percent Who Mentioned ...	Total District 2017 %	District 2016 %	Peer Group %	National Average %	Area				
					New Plymouth %	Total Inglewood %	Clifton %	Kaitake %	Waitara %
More than enough	7	7	10	9	9	2	1	4	-
Enough	63	65	53	57	62	73	59	63	61
Not enough	18	21	24	23	17	9	28	27	25
Nowhere near enough	5	3	11	8	4	4	5	5	5
Don't know / Not sure	7	7	2	3	8	12	7	1	9
Total	100	†101	100	100	100	100	100	100	100

† does not add to 100% due to rounding

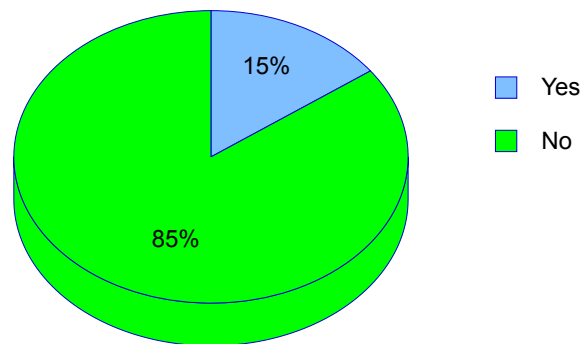
70% of residents feel that there is more than enough/enough information supplied, while 23% feel there is not enough/nowhere near enough information supplied. These readings are similar to the 2016 results.

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

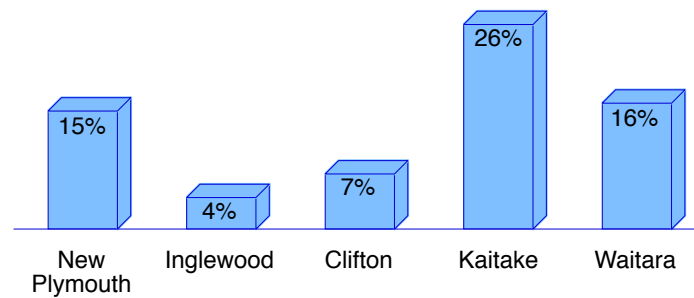
NZ European residents are more likely to say there is **enough/more than enough information**, than NZ Māori residents.

F. DIGITAL SERVICES

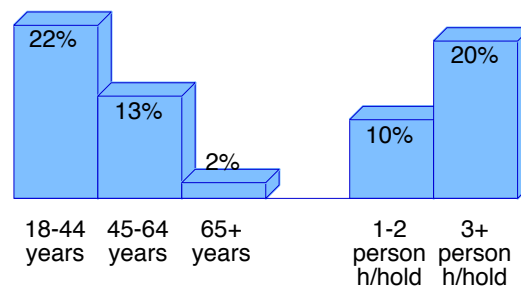
Overall



Percent Saying "Yes" - By Area



Percent Saying "Yes" - Comparing Different Types Of Residents



In the last three months, 15% of residents say they have interacted with the Council online, ie, via the Council website or its Facebook or Twitter pages (18% in 2016).

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

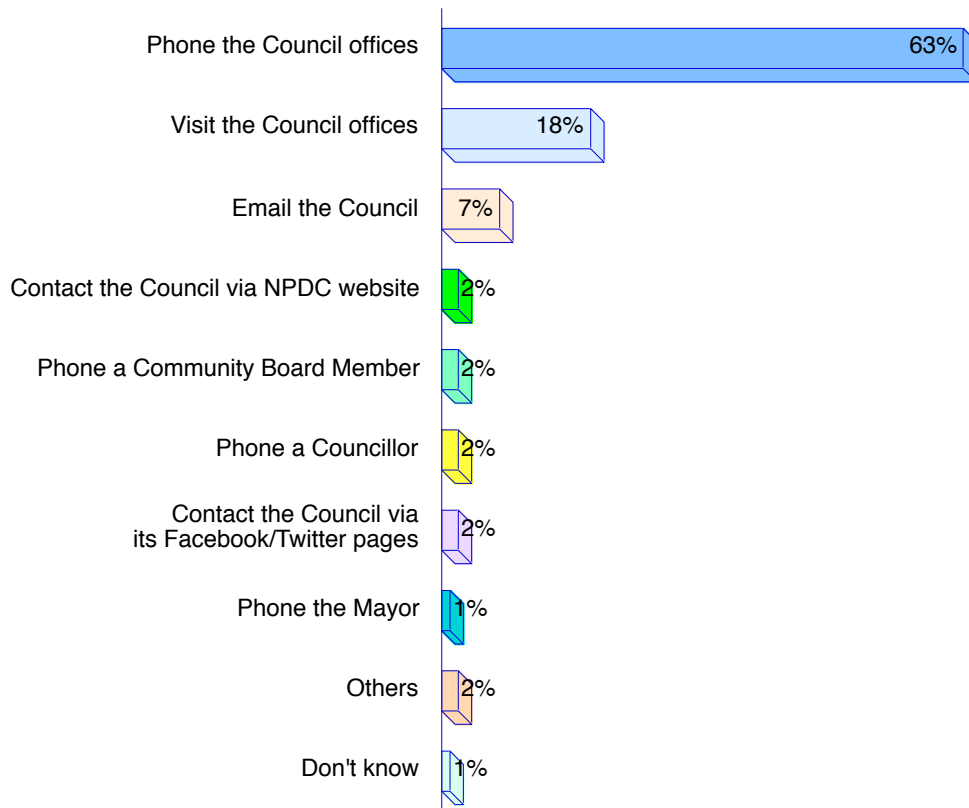
- residents aged 18 to 64 years,
- residents who live in a one or two person household.



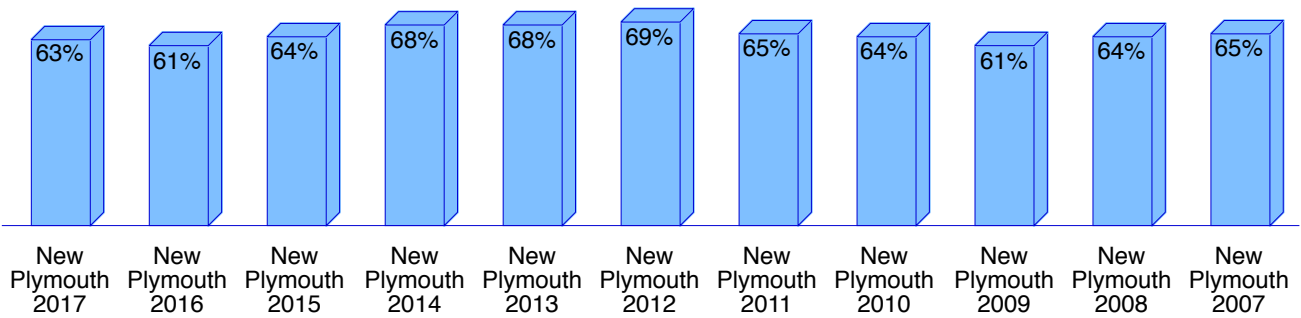
7. LOCAL ISSUES

A. COUNCIL ACTIONS

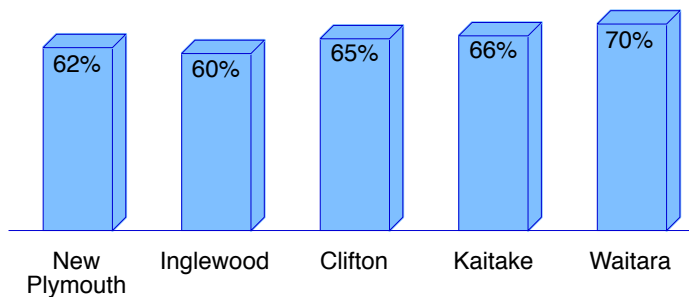
When residents want the Council to do something, they ...



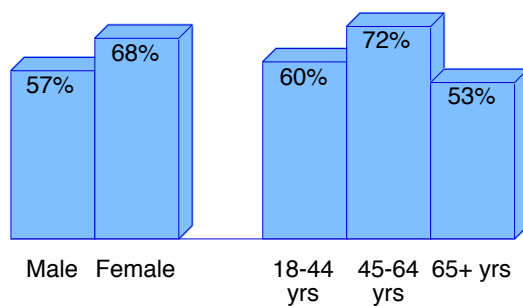
Percent Saying 'Phone Council Offices' - Comparison



Percent Saying 'Phone Council Offices' - By Area



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



63% of residents say that when they want the Council to do something, they phone the Council Offices, while 18% say they visit the Council Offices.

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

- women,
- residents aged 45 to 64 years.

B. SERVICES AND FACILITIES

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

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

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

14% of residents are unable to comment (24% in 2016) and 11% say there are no services / facilities that the Council provides, that they feel the Council does the best (3% in 2016).

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

	Total District 2017 %	Area				
		New Plymouth %	Inglewood %	Clifton %	Kaitake %	Waitara %
Percent Who Mention ...						
Parks and reserves/ recreational areas/ well maintained/presented	21	21	13	15	43	16
Walkways/Coastal Walkway [†]	12	13	10	9	14	3
Events/entertainment/festivals/ sporting events/free events/ family events	10	9	4	10	24	9
Rubbish collection/disposal/ recycling	10	10	16	5	3	14
Tourism promotion/promoting Taranaki/encouraging visitors	9	10	8	5	10	4
All services done very well/ happy with everything	8	10	1	5	-	4

* multiple responses allowed

[†] 2% of residents mention "footpaths/walkways" is something the Council do the worst

Other services / facilities mentioned by 5% ...

- Pukekura Park,
- good / natural environment / good place to live,

by 4% ...

- gardens / flowerbeds / beautification,
- good venues for events / entertainment / sporting events,
- general maintenance of city area / public areas / clean and tidy / general presentation,

by 3% ...

- playgrounds / sportsgrounds,
- library facilities / services,

by 2% ...

- water supply,
- the zoo,
- good customer service / helpful / knowledgeable staff,
- swimming pools,
- community issues / look after needs of community,

by 1% ...

- dog / animal services,
- good cultural amenities / the arts / Len Lye Centre,
- sewerage / sewerage treatment,
- public transport.

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

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

- roading / road maintenance,
- general maintenance of city / public areas / parks / playgrounds,
- planning / subdivision / consents,
- parking issues / need more parking / cost of parking,
- rubbish collection / recycling / rubbish disposal,
- Art Gallery / Len Lye Centre / arts / museum.

23% of residents were unable to comment (37% in 2016) and 29% say there are no services / facilities that the Council provides, that they feel the Council does the worst (17% in 2016).

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

	Total District 2017 %	Area				
		New Plymouth %	Inglewood %	Clifton %	Kaitake %	Waitara %
Percent Who Mention ...						
Roading/road maintenance	8	7	7	11	11	10
General maintenance of city/ public areas/parks/playgrounds [†]	5	5	1	8	5	10
Planning/subdivisions/consents	4	4	5	7	3	6
Parking issues/need more parking/ cost of parking	4	5	1	1	8	-
Rubbish collection/recycling/ rubbish disposal [◊]	4	2	4	10	11	5
Art Gallery/Len Lye Centre/ arts/museum ^{††}	4	5	-	-	-	-

* 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

[◊] 10% of residents say they think that "rubbish collection/disposal/recycling" is the best service provided by Council

^{††} 1% of residents say they think that "good cultural amenities/the arts/Len Lye Centre" is the best service provided by Council

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

- water supply,
- public toilets,

by 2% ...

- poor performance / service / poor attitude,
- traffic flow / traffic management,
- wasting money / overspending / not spending wisely,
- lack of information / communication / don't listen,
- sewerage,
- footpaths / walkways,

by 1% ...

- swimming pools,
- leasehold land issues,
- public transport,
- areas neglected,
- cycleways / cyclist issues.

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 2017 %	Total District 2016 %	Total District 2015 %	Area				
				New Plymouth %	Inglewood %	Clifton %	Kaitake %	Waitara %
01 - does not meet needs/aspirations	1	1	1	-	4	3	-	-
02	-	-	1	-	-	-	-	-
03	-	1	1	-	-	5	-	-
04	1	2	4	-	5	9	-	-
05	10	8	14	9	15	10	10	23
06	15	15	15	15	24	13	4	22
07	35	32	36	35	31	30	53	27
08	29	31	23	31	17	26	29	23
09	5	7	3	6	2	-	4	5
10 - meets needs/aspirations very well	3	2	2	3	2	3	-	-
Unsure	1	1	1	1	-	-	-	1
Total	100	100	†101	100	100	†99	100	†101

† does not add to 100% due to rounding

72% of residents feel that Council meets the needs and aspirations of the District (rating 07 to 10), while 2% 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 2016 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 2017	55	43	2	-	-
2016	51	48	1	-	-
2015	63	36	1	-	-
2014	53	45	2	-	-
2013	46	53	1	-	-
2012	40	59	1	-	-
2011	37	62	1	-	-
2010	37	61	2	-	-
2009	34	64	1	-	1
Comparison					
Peer Group Average (Provincial) [†]	40	53	6	1	1
National Average	36	54	7	2	1
Area					
New Plymouth [†]	57	42	2	-	-
Inglewood [†]	51	44	6	-	-
Clifton [†]	46	55	-	-	-
Kaitake	57	43	-	-	-
Waitara [†]	51	47	1	-	-
Gender					
Male	60	37	3	-	-
Female [†]	51	49	1	-	-

% read across

* not asked prior to 2009

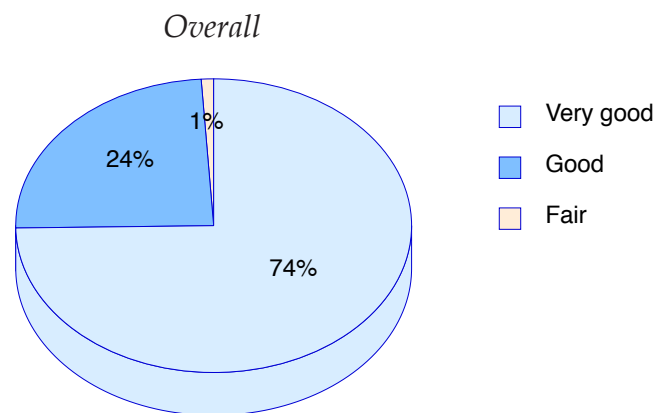
[†] does not add to 100% due to rounding

55% of residents feel that generally New Plymouth District is definitely a safe place to live (51% in 2016), 43% say it is mostly (48% in 2016) and 2% of residents think the District is not really a safe place to live.

The percent saying 'yes, definitely' (55%) is above the Peer Group and National Averages.

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

E. QUALITY OF LIFE



74% of residents think that, overall, the quality of life in their District is very good, while 24% say it is good and 1% feel it is fair. These readings are similar to the 2016 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 **more likely** to rate the overall quality of life in their District as very good ...

- men,
- ratepayers.

Rating The Quality Of Life In The District

	Very good %	Good %	Fair %	Poor %	Don't know %
Overall*					
Total District 2017 [†]	74	24	1	-	-
2016	76	22	2	-	-
2015	81	18	1	-	-
2014	81	18	1	-	-
2013	76	21	3	-	-
2012	68	29	2	1	-
2011 [†]	73	25	2	1	-
2010	72	26	2	-	-
2009	76	23	1	-	-
Comparison					
Peer Group Average (Provincial)	49	38	10	3	-
National Average [†]	41	43	14	2	1
Area					
New Plymouth	80	20	-	-	-
Inglewood	56	37	6	-	1
Clifton [†]	50	46	3	-	2
Kaitake	72	22	6	-	-
Waitara	58	42	-	-	-
Gender[†]					
Male	79	20	-	-	-
Female	70	28	2	-	1
Ratepayer?					
Ratepayer [†]	76	22	1	-	-
Non-ratepayer	62	38	-	-	-

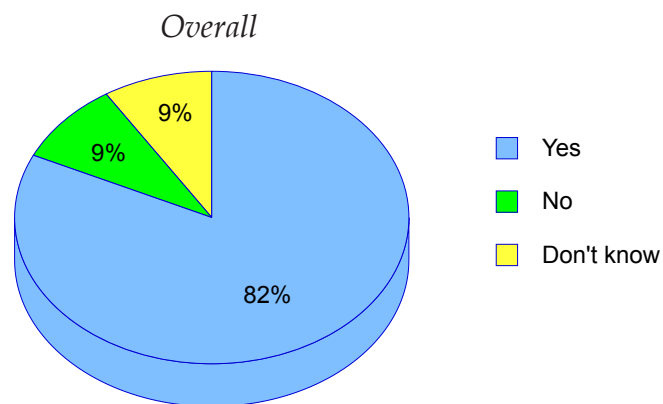
% read across

* not asked prior to 2009

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

F. COUNCIL REPUTATION

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



82% of residents think New Plymouth District Council has a good reputation, while 9% do not.

The percent saying 'Yes' is above the Peer Group Average (62%) and the National Average (57%).

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

- residents who live in a one or two person household,
- shorter term residents, those living in the District 10 years or less.

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

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

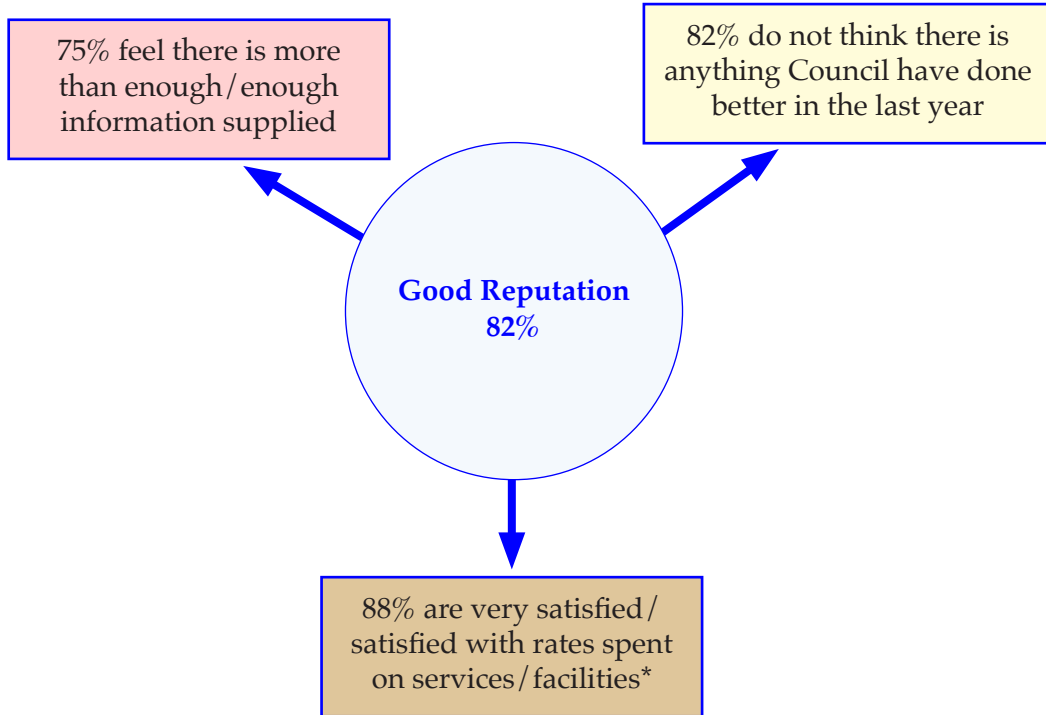
	Yes %	No %	Don't know %
Overall*			
Total District 2017	82	9	9
Comparison			
Peer Group	62	27	11
National Average [†]	57	30	12
Area			
New Plymouth [†]	83	9	9
Inglewood [†]	80	18	3
Clifton	74	14	12
Kaitake	96	-	4
Waitara [†]	73	6	22
Household Size			
1-2 person household	87	7	6
3+ person household	76	11	13
Length of Residence			
Lived there 10 years or less	92	2	6
Lived there more than 10 years	80	10	10

% read across

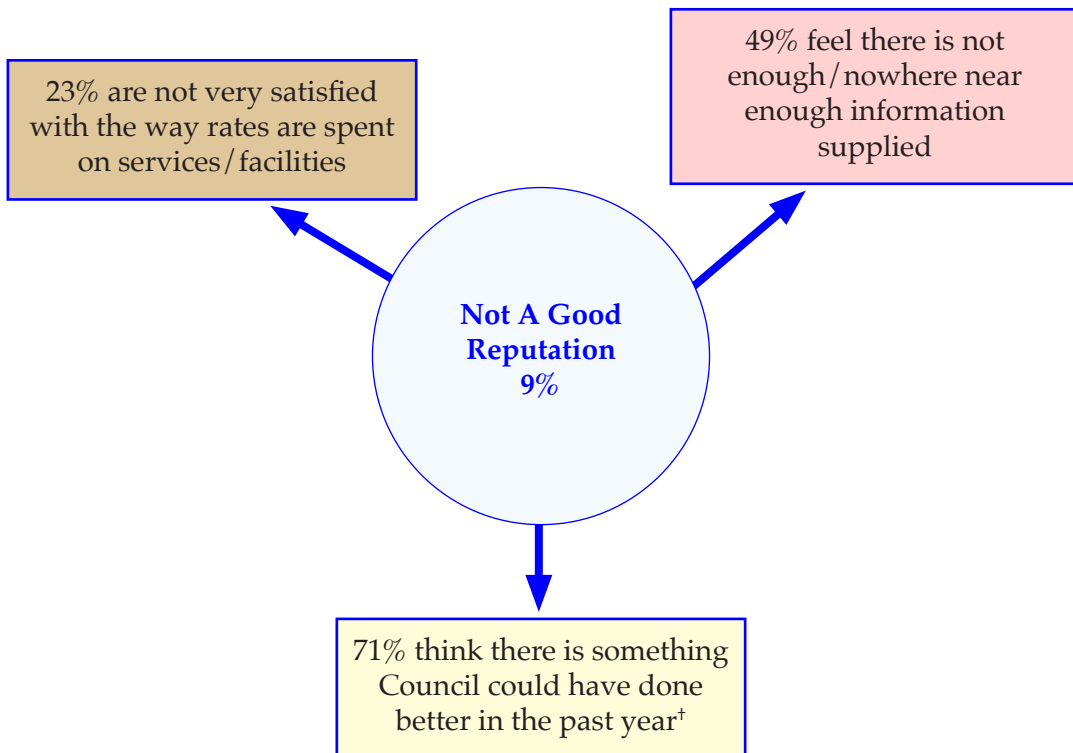
* not asked prior to 2017

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

Correlation Between Reputation And Other Key Questions



* of those residents who say New Plymouth District Council has a good reputation, 88% are very satisfied/satisfied with rates spent on services and facilities



† of those residents who say New Plymouth District Council does not have a good reputation, 71% think there is something Council could have done better in the past year.

* * * * *

E. APPENDIX

Base By Sub-sample

		Actual respondents interviewed	*Expected numbers according to population distribution
Area	New Plymouth	244	NA
	Inglewood	39	NA
	Clifton	38	NA
	Kaitake	37	NA
	Waitara	42	NA
Gender	Male	195	191
	Female	205	209
Age	18-44 years	115	168
	45-64 years	118	143
	65+ years	167	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	281
North Ward (Waitara and Clifton Areas)	57
South-West Ward (Inglewood and Kaitake Areas)	62

* * * * *

