New Plymouth District Council

COMMUNITY SURVEY 2023

Research report | June 2023

Contents

Section 1

Summary of findings

Summary of levels of service results: Community Survey 2023

Top performing services (85%+ satisfaction)	**Moderate** performing service (between 50% to 84% satisfaction)	**Under** performing services (less than 50% satisfaction)
Increase in satisfaction score by 4% or more since last year	Satisfaction score **remained same** or within 3% of last year	**Decrease** in satisfaction score by 4% or more since last year

Activity Group	Service/facility	Satisfaction Score Trend since Last Year	New Plymouth District %			% (Don't know responses Removed)	Level of Performance	Peer Group Average#
			2023	2022	2021	2023		
Three Waters	Water supply	→	87%	87%	77%	93%		54%
	Flood protection	→	54%	51%	61%	85%		
	Stormwater (excluding flood protection)	→	71%	70%	66%	88%		50%
	Sewerage	→	81%	83%	72%	93%		67%
Waste	Kerbside rubbish and recycling collection	→	84%	84%	77%	89%		76%
Roads and footpaths	The overall quality of the roads	↘	50%	61%	66%	51%		43%
	Ability to drive around the district safely	↘	76%	85%	76%	77%		
	Quality and safety of footpaths	→	77%	79%	77%	80%		59%
	Quality and safety of the cycle network	→	63%	65%	67%	71%		67%
	Availability of car-parking in the district	→	63%	61%	52%	64%		45%
Council events	Quality of event venues	→	89%	86%	84%	96%		
	Quality of events	↗	83%	79%	84%	94%		
Libraries	Puke Ariki Library	→	81% (97%)*	78% (95%)*	85% (94%)*	94%		71%
	Other community libraries	↗	63% (91%)*	55% (94%)*	62% (89%)*	93%		
Museums and art galleries	Museum at Puke Ariki	→	80%	77%	89%	94%		
	Govett-Brewster Art Gallery/Len Lye Centre	→	49%	48%	61%	72%		72%
Urban landscape	Maintenance of the quality of the living environment	→	87%	85%	81%	87%		
	Quality of urban landscapes and streets	→	89%	91%	87%	89%		

Activity Group	Service/facility	Satisfaction Score Trend since Last Year	New Plymouth District %			% (Don't know responses Removed)	Level of Performance	Peer Group Average#
			2023	2022	2021	2023		
Outdoor environment	Access to the natural environment		96%	98%	94%	96%		
	Quality of parks and reserves		93%	95%	95%	96%		82%
	Quality of sports parks		77%	74%	80%	94%		80%
	Quality of playgrounds		77%	77%	85%	94%		74%
Other services and facilities	Assistance and support to community groups		70%	69%	63%	89%		
	Swimming pools		71%	71%	87%	92%		52%
	The Airport		86%	80%	86%	96%		
	Quality of public toilets		73%	73%	77%	83%		54%
	Animal control activities		42%	43%	77%	86%		
Satisfaction with Council performance	The way rates are spent		63%	71%	77%	70%		
	Contact with Council offices		85%	80%	83%	85%		
	Council has a good reputation		65%	68%	65%	72%		
	Meeting the community's aspirations and needs		47%	51%	49%	47%		
Satisfaction with interaction with Council staff	Staff are helpful		85%	78%	81%	85%		
	Staff are knowledgeable		83%	77%	78%	84%		
	Council did what if said it would (follow-up)		61%	65%	66%	70%		
Perceptions of New Plymouth district	Quality of life is good		86%	88%	88%	87%		

 # See Appendix 15.4

** Percentage of users who were satisfied with their experience*

Key insights

The New Plymouth District Council (the Council) manages assets worth $4 billion, with an annual operating budget of $215 million. The Council operates 16 business units that cover facilities and services such as water, roads, and waste, as well as world-class parks, Puke Ariki and community libraries, an art gallery, a zoo, and venues including the TSB Showplace and TSB Stadium. The Council also organises events like the Festival of Lights in Pukekura Park.

The last financial year saw the cost of living for New Zealanders increase by 7.7 percent in the 12 months to March 2023[1]. Food and housing costs were the main drivers of inflation, with higher prices for interest payments, grocery food, rent, and fruit and vegetables. Different household groups are affected differently depending on their outgoings, but increased food and rent costs were felt mostly by low-income and Māori households.

The 2023 New Plymouth Community Survey was carried out by the Council throughout April and May 2023. Since 2005, previous survey results are available for comparison.

The 2023 Community Survey investigated perceptions of various services and facilities provided by the Council over the past 12 months. Six services have seen satisfaction levels increase by more than four percent, twenty-four have stabilised, and five have decreased by more than four percent.

Notably, some services have seen satisfaction levels increase by six percent or more, including the Airport, community libraries, and Council staff's ability to be helpful and knowledgeable.

In this year's survey, nine services/facilities fall into the Council's top-performing category (where satisfaction levels are 85 percent or higher). These include the water supply, the quality of event venues, maintenance of the quality of the living environment, the quality of urban landscapes and streets, access to the natural environment, the quality of parks and reserves, the Airport, helpfulness of staff, and quality of life in the district.

That said, compared to last year, there has been a slight change in perceptions of the Council's reputation, which saw a slight drop (from 68 percent in 2022 to 65 percent in 2023). However, the perception that the Council is meeting the district's needs and aspirations has decreased substantially, dropping by four percent since 2022 (from 51 percent to 47 percent).

1 https://www.stats.govt.nz/news/cost-of-living-remains-high-for-all-household-groups/#:~:text=Cost%20of%20living%20for%20the%20average%20household%20increased%207.7%20percent,12%20months%20to%20December%202022

Figure 1-1 Overall, do you think New Plymouth District Council has a good reputation?

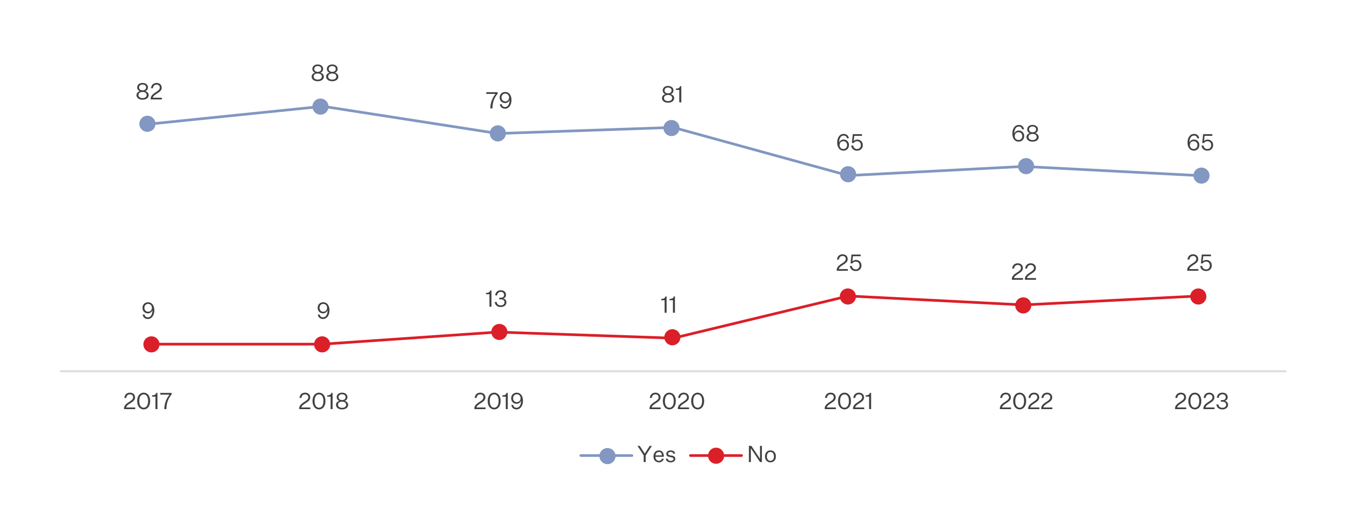
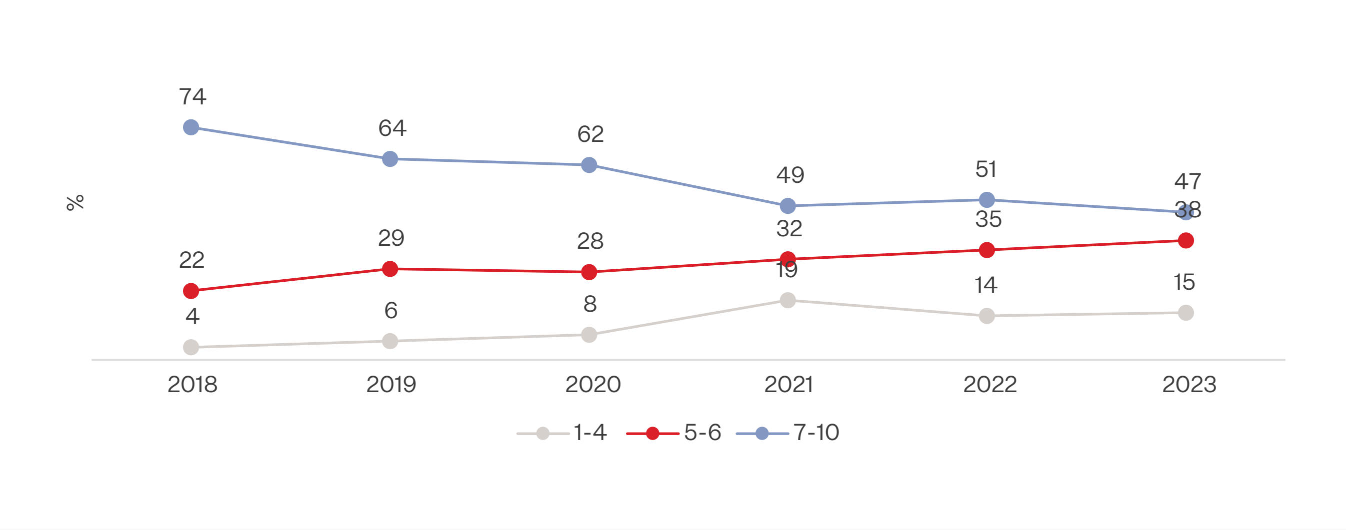


Figure 1-2 Does the Council meet the needs and aspirations of the district?*



**1 is does not meet the district's needs and aspirations very well, 5 or 6 is about neutral, and 10 is meets the district's needs and aspirations very well*

Looking at where residents would prefer Council to place a focus on, the ability to drive around the district safely, the quality of roads, and how rates are spent were clearly the three top priorities. These are also three aspects that have recently suffered a drop in satisfaction:

- The ability to drive around the district safely saw a significant decline in public perceptions between 2020 and 2023 (from 85 percent to 76 percent, respectively).
- Satisfaction levels with roads is currently at their lowest (50 percent satisfaction), following a steady decline in satisfaction since 2015.
- Satisfaction levels with how rates are spent have decreased significantly since last year (from 71 percent in 2022 to 63 percent in 2023); this perception has steadily decreased since 2019.
  - However, it is important to note that 2023 included tracking residents' opinions who are not a ratepayer in 2023[2].

> “Another exit onto the main highway out of Bell Block - even a roundabout at Mangati Road would help the situation. No more housing developments until there's some way to deal with the gridlock of traffic at busy times”.
>
> ***(PUKETAPU-BELL BLOCK)***

> “Fixing the potholes, the roads are breaking up. It's getting worse and worse. When they do fix it, it's not getting done properly. Money's not going to where it should be”.
>
> ***(NEW PLYMOUTH CITY)***

2 Due to public feedback (and their lack of opinion), residents were offered the option to state they were 'not a ratepayer'.

Section 2

Research Method

Research Context

In 1989 as a part of a New Zealand-wide reorganisation of local government, the New Plymouth City Council merged with North Taranaki District Council, Inglewood District Council and Clifton County Council to form the New Plymouth District Council (the Council). The Council has fifteen elected councillors (including the Mayor) and twenty community board members.

The district's day-to-day operations are managed by Council staff, who provide advice and information to the elected members as well as the public. Day-to-day operations include a wide variety of responsibilities. Staff are responsible for maintaining over 110 parks and reserves, managing wastewater, issuing consents and permits, providing libraries and other recreational services, and ensuring the district's cafes and restaurants meet health standards.

Each year, the Council commissions a Community Survey of residents to investigate their perceptions about specific Council services and facilities and how they feel about the Council's performance.

The key service areas analysed in the Community Survey were:

- Three Waters: Water Services, Wastewater and Stormwater Services.
- Roading Services.
- Waste Services.
- Council Services.
- Council Facilities.
- Rates Spend.
- Council Communications.
- Perceptions of the New Plymouth District.

Research Design

The 2023 Community Survey followed the mixed-method quantitative approach established in 2021. The survey was made available to residents through two different methods: a telephone (CATI) survey (landline and cell phone numbers) and an online panel survey. In addition, an online option was offered to residents who were unable or unwilling to complete the survey by telephone via an email containing a link to the online survey.

The 2023 Community Survey questionnaire was relatively consistent with the 2022 survey, except that some questions were altered for efficiency purposes. Although there were some alterations to the questionnaire in 2021, the results of this survey are comparable to previous years.

Sampling

Data collection was undertaken between 17 April to 17 May 2023.

Like 2022, the telephone survey (CATI) data collection was randomised within each household to ensure the sample included a range of respondents based on age, location, gender, and ethnicity. A quota system was used to ensure the sample was representative of the population as per the 2018 Census statistics.

The survey provided a sample of 500 respondents representing the district's population and was accurate to +/-4.4% at the 95% confidence interval. There were 308 responses from the combined telephone/online option survey (32 landline and 276 mobile responses) and 192 responses from the online panel survey.

Because the data for this survey was collected using sample quotas (by location, gender, age, and ethnicity), data weighting was not employed. The disadvantage of weighted data is reduced accuracy (sampling variance, standard deviation, and standard errors increase).

Notes on Reporting Conventions

Levels of resident satisfaction with services are measured in this report by including all respondents who answered, 'don't know', 'not applicable' or similar. This method is comparable to the 2022 survey.

To ensure consistency, where total satisfaction is reported for any service area, the proportion of residents who answered 'fairly satisfied' and 'very satisfied' is used.

In this report, the numbers presented have been rounded into whole numbers. Due to this rounding, individual figures may not add up precisely to the totals provided or to 100 percent.

Benchmarking

The results shown here are a good indication of comparative performance between similar Councils and identify where different approaches in service areas may be worthy of further investigation to identify best practices.

Comparisons are shown where two or more Councils have asked questions about the same service area, facility, or issue.

Councils included in this comparison:

Council	Year of final reporting	Scale	Data collection	Method	Number of respondents	Margin of error (95% CI)
Palmerston North	2021/2022	10-point question scales (don't knows excluded)	Quarterly	Mixed	506 (weighted)	+/- 4.4%
Nelson	2021/2022	5-point question scales (don't knows included)	Quarterly (with annual report)	Telephone	407 (quotas)	+/- 4.9%
Napier	2021/2022	10-point question scales (don't knows included)	Quarterly	Mixed	452 (weighted)	+/-4.6%

NOTE: many Councils remove 'don't know' or 'not applicable' responses from their satisfaction level calculations. This report includes the 'don't know' responses to enable comparisons to previous years. But this will impact the comparison benchmarked satisfaction levels that would have been higher if the 'don't know' responses had been removed.

Detailed Findings

Section 3

Three Waters

Key metrics

Water supply

81%	had piped water to their houses provided by the Council. Of those residents, **94%** were satisfied with their water supply.
87%	were satisfied with their water supply overall.

Flood protection

54%	were satisfied with the flood protection provided by the Council.

Stormwater collection services

60%	had stormwater collection services provided by the Council. Of these residents, **90%** were satisfied with the services.
71%	were satisfied with their stormwater collection services overall.

Sewerage

77%	had a sewerage system provided by the Council. Of those residents, **95%** were satisfied with their sewerage service.
81%	were satisfied with Council sewerage services overall.

Water supply

PIPED WATER TO EACH HOUSEHOLD PROVIDED BY THE COUNCIL

Although 81 percent of residents had piped water to their houses, results by location show significant differences depending on which area residents reside. Residents in Clifton (and, to a lesser extent, Kaitake and Inglewood) were more likely to supply their own water.

Table 3-1 Percentage of houses with piped water

	Piped water supply to each house						
	New Plymouth City	Puketapu-Bell Block	Waitara	Clifton	Inglewood	Kaitake	Average
Yes	90% ↑	93%	77%	40%↓	55%↓	50%↓	81%
No	5%↓	5%	12%	60%↑	41%↑	50%↑	14%
Don't know	5%	2%	11%	0%	4%	0%	5%

OVERALL SATISFACTION WITH WATER SUPPLY

Residents were asked how satisfied they were with their water supply. Almost 9 out of 10 residents were satisfied (87 percent were fairly/very satisfied) with their water supply. This result is consistent with last year, which saw satisfaction levels increase to the high results seen between 2008 and 2014.

Provincial peer group average = 54%

Figure 3-1 Overall satisfaction with water supply

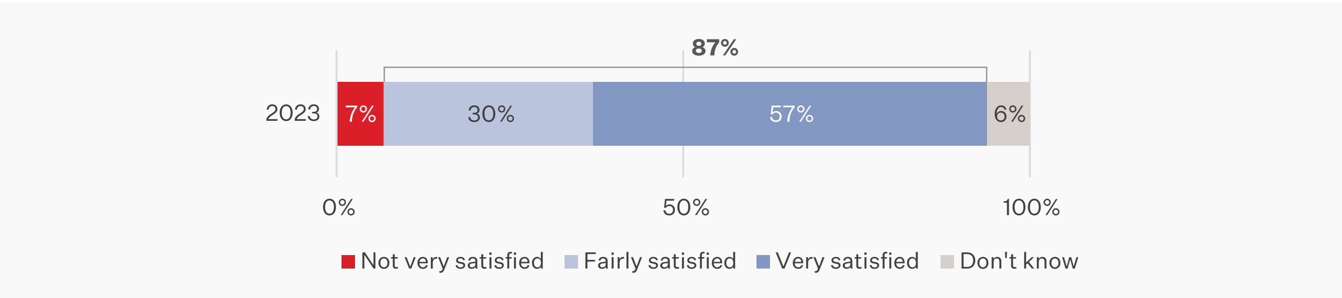
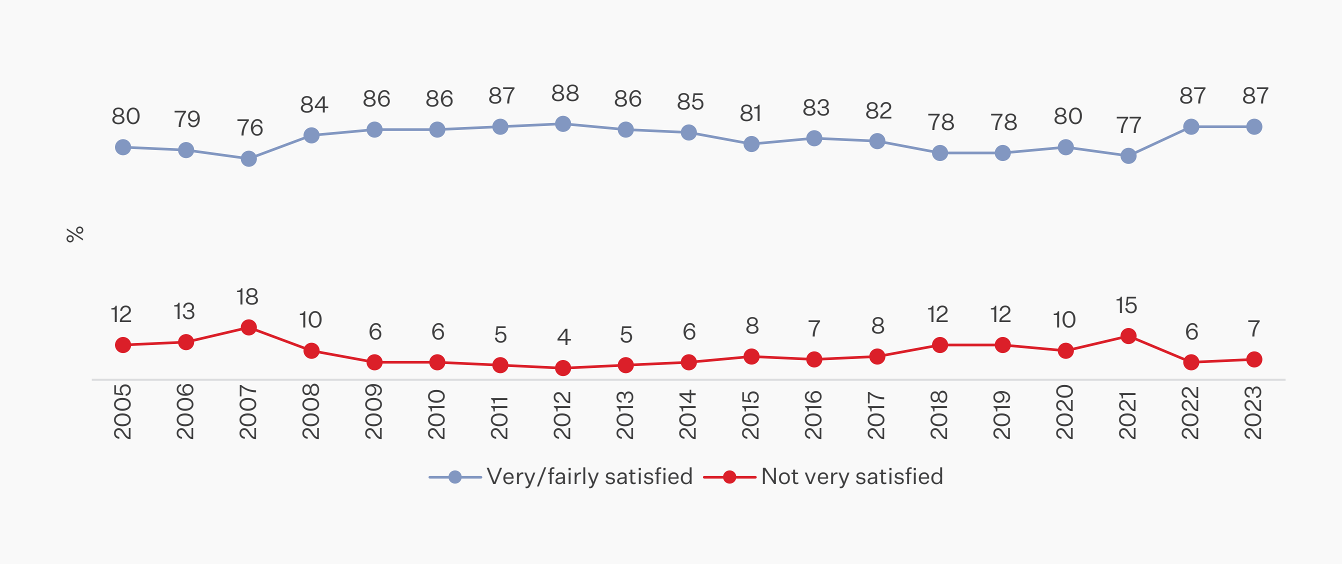


Figure 3-2 Overall level of satisfaction with water supply over time



Residents in the New Plymouth City area are significantly more likely to state they are very satisfied with their water supply, whereas residents in Inglewood are less likely to be very satisfied. Furthermore, residents from Kaitake and Inglewood are more likely to be unable to provide an opinion (see Table 3-1).

Table 3-2 Satisfaction with water supply by area

	Not very satisfied	Fairly satisfied	Very satisfied	Don't know
New Plymouth City	6%	29%	63%↑	3%↓
Puketapu-Bell Block	2%	27%	70%	0%
Waitara	9%	30%	54%	7%
Clifton	13%	40%	33%	13%
Inglewood	10%	37%	29%↓	24%↑
Kaitake	11%	36%	36%	18%↑
Average	7%	30%	57%	6%

SATISFACTION WITH PIPED WATER SUPPLY PROVIDED BY THE COUNCIL

Of the 81 percent of residents with a piped water supply, 94 percent were satisfied (fairly/very satisfied) with their water supply. Satisfaction has remained consistent since 2022 when 94 percent were satisfied.

Table 3-3 Satisfaction with piped water supply

	Not very satisfied	Fairly satisfied	Very satisfied	Don't know	Total (n)
		Satisfied			
Have a piped water supply from the Council	5%	29%	65%	0%	407

For those residents with a piped water supply, their level of satisfaction is higher than the provincial peer group average (65%)

Flood protection

OVERALL SATISFACTION WITH FLOOD PROTECTION

Over half of the residents were satisfied (54 percent were fairly/very satisfied) with the flood protection measures. However, it's important to note that 36 percent of residents could not comment on this issue.

This result compares to 51 percent who were satisfied in 2022, a slight increase of 3 percent in the last 12 months. However, it is important to note that in 2022, 42 percent of residents could not comment on their satisfaction with flood protection last year, compared to 36 percent this year. This finding indicates that while overall satisfaction has increased, so has dissatisfaction with flood protection.

There are no provincial peer group averages for flood protection.

Figure 3-3 Overall satisfaction with flood protection

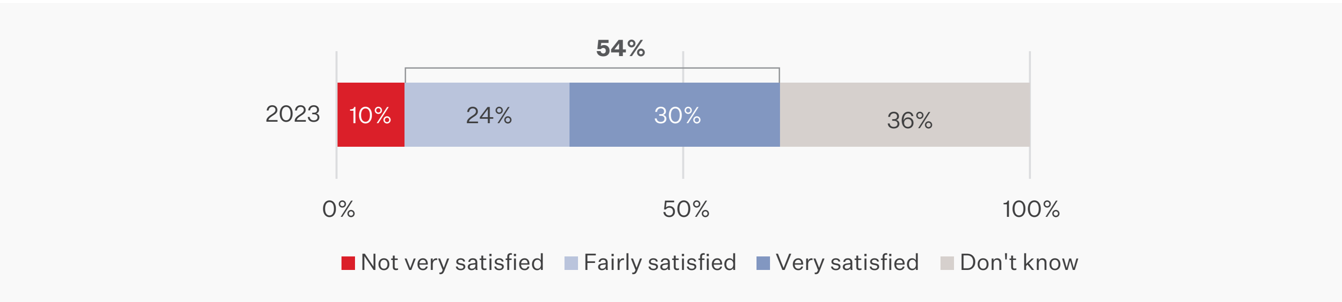
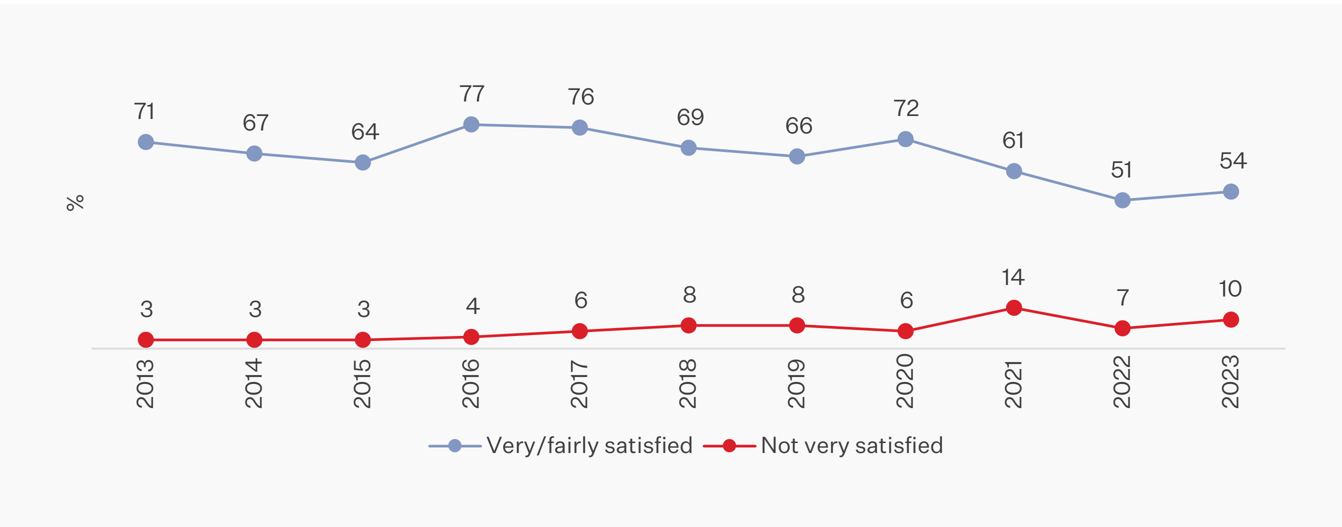


Figure 3-4 Overall level of satisfaction with flood protection over time



Satisfaction with flood protection varies between the different areas. Waitara is the most unsatisfied area, followed by Clifton. It is important to note that although Clifton had high levels of dissatisfaction, it also yielded high levels of respondents unable to comment on flood protection services (47 percent).

Table 3-4 Satisfaction with flood protection by area

	Not very satisfied	Fairly satisfied	Very satisfied	Don't know
New Plymouth City	8%	24%	34%	35%
Puketapu-Bell Block	2%	23%	39%	36%
Waitara	25%↑	11%	35%	30%
Clifton	27%	20%	7%	47%
Inglewood	6%	25%	16%	53%↑
Kaitake	14%	50%↑	11%	25%
Average	10%	24%	30%	36%

Stormwater (excluding flood protection)

PIPED STORMWATER TO EACH HOUSEHOLD PROVIDED BY THE COUNCIL

Sixty percent of residents were provided stormwater services by the Council in 2023. Residents in Clifton, Inglewood, and Kaitake are least likely to be provided with stormwater services.

Table 3-5 Percent of households that are provided with piped stormwater services

	A piped stormwater collection						
	New Plymouth City	Puketapu-Bell Block	Waitara	Clifton	Inglewood	Kaitake	Average
Yes	68%↑	70%	46%	13%↓	43%↓	46%↓	60%
No	11%↓	14%	28%	80%↑	49%↑	50%↑	22%
Don't know	20%	16%	26%	7%	8%	4%	18%

OVERALL SATISFACTION WITH STORMWATER SERVICES

Satisfaction with stormwater services has remained consistent over the past 12 months (70 percent in 2022 to 71 percent in 2023). This result represents the second year in a row where a slight increase was observed. However, results remain below levels recorded prior to 2017.

Provincial peer group average = 50%

Figure 3-5 Level of satisfaction with stormwater services overall

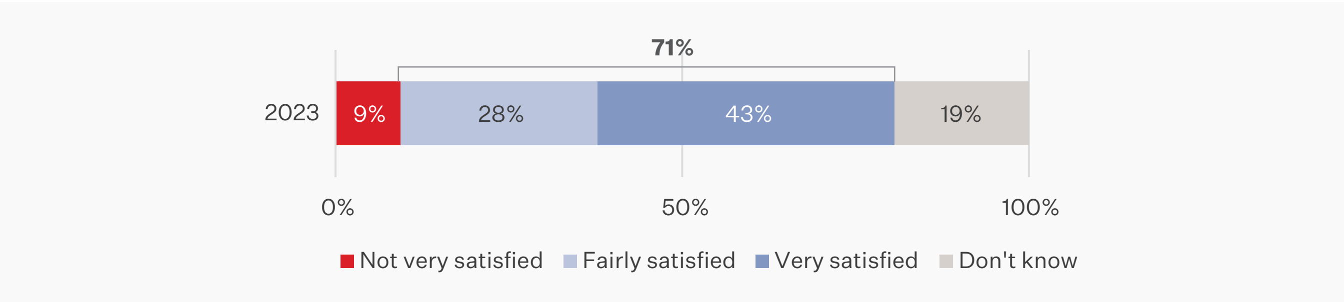
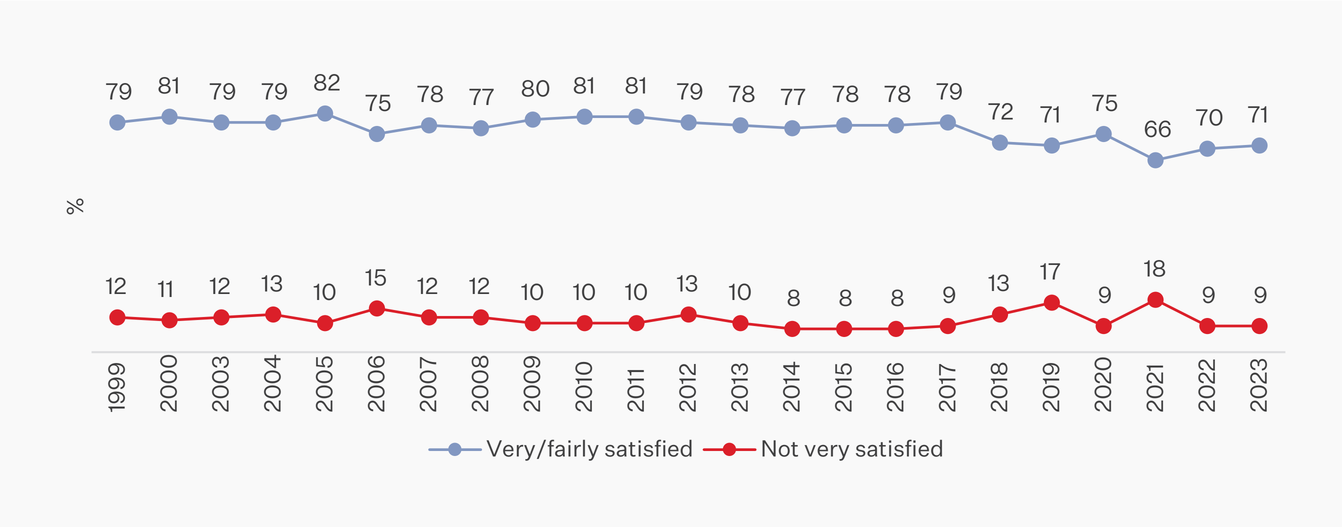


Figure 3-6 Level of satisfaction with stormwater services over time



Most areas hold similar levels of high satisfaction with stormwater services – apart from Waitara and Clifton. Waitara has the highest dissatisfaction levels concerning stormwater services. At the same time, a large percentage of Clifton and Inglewood residents cannot comment on their level of satisfaction, likely due to not having the service provided.

Table 3-6 Level of satisfaction with stormwater services by area

	Not very satisfied	Fairly satisfied	Very satisfied	Don't know
New Plymouth City	8%	26%	51%↑	15%↓
Puketapu-Bell Block	5%	27%	55%	14%
Waitara	21%↑	25%	33%	21%
Clifton	20%	33%	7%↓	40%
Inglewood	8%	37%	20%↓	35%↑
Kaitake	11%	46%	14%↓	29%
Average	9%	28%	43%	19%

SATISFACTION WITH STORMWATER COLLECTION SERVICES PROVIDED BY COUNCIL

Of those residents who receive stormwater collection services from the Council, 90 percent are satisfied with the services they receive. This result is consistent with 2022 when 92 percent were satisfied.

Table 3-7 Level of satisfaction with stormwater collection services provided by the Council

	Not very satisfied	Fairly satisfied	Very satisfied	Don't know	Total (n)
		Satisfied			
Have a piped stormwater collection provided by the Council	6%	29%	61%	4%	302

Of those residents who receive stormwater collection services, their level of satisfaction is above the provincial peer group average (50%)

Sewerage system

A SEWERAGE SYSTEM PROVIDED BY THE COUNCIL

While 77 percent of residents have a sewerage system provided by the Council, large variations are seen by area.

Table 3-8 Sewerage system provided by the Council by area

	A sewerage system provided by the Council						Average
	New Plymouth City	Puketapu-Bell Block	Waitara	Clifton	Inglewood	Kaitake	
Yes	86%↑	89%	67%	13%↓	55%↓	50%↓	77%
No	6%↓	9%	19%	87%↑	43%↑	50%↑	16%
Don't know	8%	2%	14%	0%	2%	0%	7%

OVERALL SATISFACTION WITH THE SEWERAGE SYSTEM (ALL RESIDENTS)

All residents were asked about their satisfaction with the Council's sewerage system. Eight in ten residents are satisfied (fairly/very satisfied) with their sewerage system. Satisfaction has remained consistent since 2022, from 83 percent in 2022 to 81 percent in 2023. This finding represents the second year of high satisfaction levels, comparable to levels seen in 2010 and prior.

Provincial peer group average = 67%

Figure 3-7 Level of satisfaction with Council-provided sewerage system

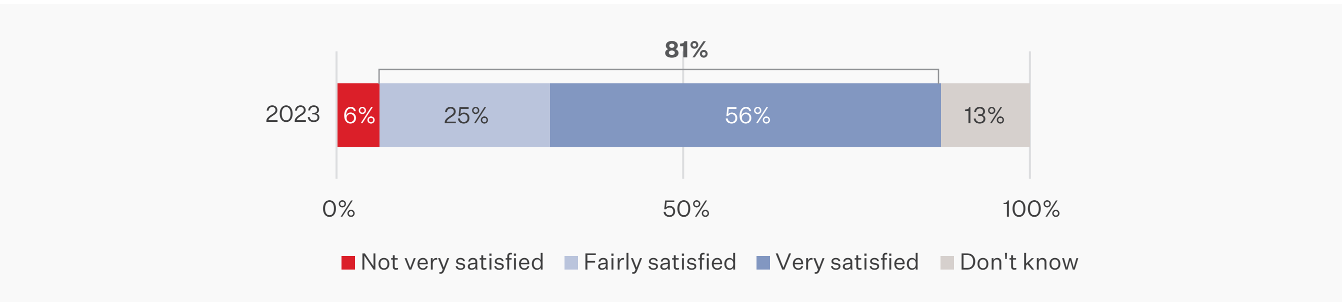
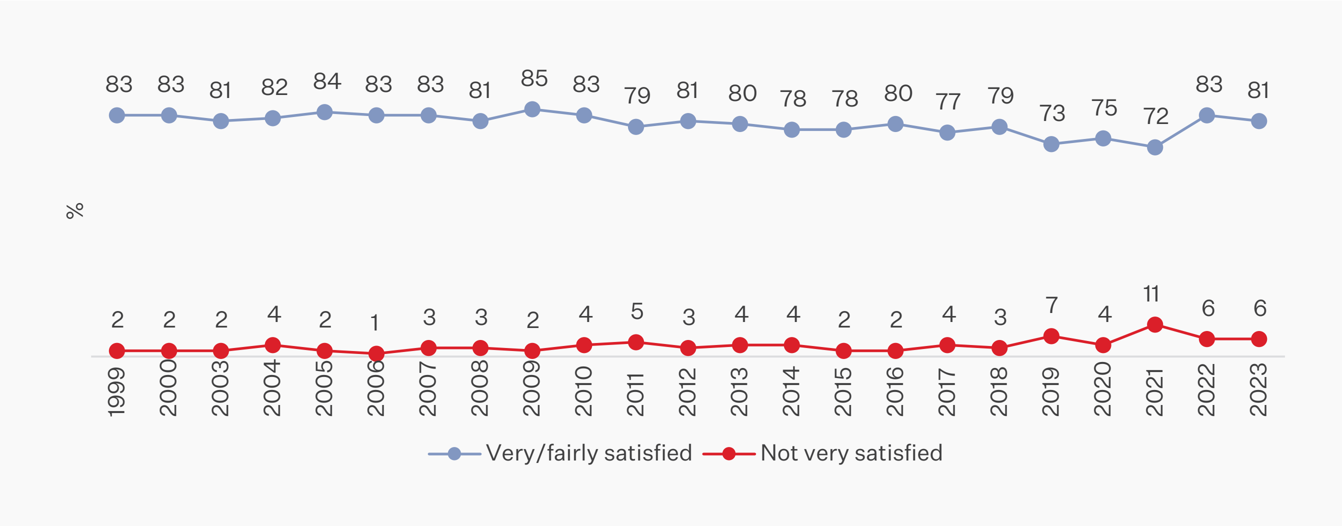


Figure 3-8 Satisfaction levels with sewerage system – over time



Understandably, areas that do not have a Council provided sewerage system (Clifton) are less satisfied. New Plymouth City residents were significantly more likely to be very satisfied (64 percent). In contrast, residents based in Clifton and Inglewood were less satisfied as they were more likely to be unable to provide an opinion.

Table 3-9 Level of satisfaction with sewerage system by area

	Not very satisfied	Fairly satisfied	Very satisfied	Don't know
New Plymouth City	4%↓	24%	64%↑	9%↓
Puketapu-Bell Block	2%	20%	70%	7%
Waitara	18%↑	23%	44%	16%
Clifton	20%	27%	7%↓	47%↑
Inglewood	4%	27%	39%↓	29%↑
Kaitake	11%	39%	36%	14%
Average	6%	25%	56%	13%

SATISFACTION WITH THE SEWERAGE SYSTEM SERVICES BY HOUSEHOLDS THAT RECEIVE IT

Of those residents who receive sewerage system services from the Council, 95 percent are satisfied with their service. This finding is consistent with 2022 (96 percent).

This satisfaction level is above the provincial peer group average of 67%.

Table 3-10 Level of satisfaction with sewerage system by households that receive this service

	Not very satisfied	Fairly satisfied	Very satisfied	Don't know	Total (n)
		Satisfied			
Have a sewerage system provided by the Council	3%	25%	70%	2%	383

Suggestions to improve Three Water services

All respondents who were dissatisfied with water services were invited to provide suggestions on what the Council could do to improve its water or waste service services.

Of those who commented, water supply services – particularly improvements in water quality – were the areas where residents would like to see change. However, residents also wanted to see equal improvements in upgrading and maintaining stormwater services and improving sewerage system overflows and pollution.

Table 3-11 Suggestions to improve Three Water services

Topic	Area for improvement	%	n
Water supply	Water quality/taste	7%	9
	Don't install water meters	5%	6
	Unhappy with charging for water	1%	1
	Water collection	1%	1
	Proportion of respondents providing a comment on water supply	13%	16
Stormwater services	Upgrade and more maintenance	6%	8
	Implement a stormwater system	2%	2
	Proportion of respondents providing a comment on stormwater services	8%	10
Sewerage system	Put in a sewage system	2%	2
	Overflows/pollution	2%	2
	Proportion of respondents providing a comment on the sewerage system	3%	4

> “Improve the taste of the water. No fluoride or any other nasties”.

> “The cost of installing water meters is crazy. I see so many new water service vehicles on the road”.

> “Roadside drains and gutters need monitoring and cleaning more often, especially in the runup to winter”.

> “Get sewerage/wastewater system. There are too many spills, low rates of maintenance”.

Section 4

Waste

Key metrics

Kerbside and recycling collection services

84%	were satisfied with the services overall.
90%	of residents receive a kerbside and recycling collection service. Of those, 90% are satisfied with the services received.

Kerbside rubbish and recycling collection

KERBSIDE RUBBISH AND RECYCLING COLLECTION PROVISION BY THE COUNCIL

While 90 percent of residents receive a kerbside and recycling collection service from the Council in 2023, residents have reported large variations in other service provisions. For example, almost every household in New Plymouth City receives kerbside rubbish and recycling collection, but only two-thirds do so in Inglewood.

Table 4-1 Provision of kerbside rubbish and recycling collection in the district

	A kerbside and recycling collection service provided by the Council						
	New Plymouth City	Puketapu-Bell Block	Waitara	Clifton	Inglewood	Kaitake	Average
Yes	97%↑	86%	89%	73%↓	65%↓	71%↓	90%
No	2%↓	11%	7%	27%↑	33%↑	29%↑	9%
Don't know	1%	2%	4%	0%	2%	0%	1%

OVERALL SATISFACTION WITH KERBSIDE RUBBISH AND RECYCLING COLLECTION PROVIDED BY COUNCIL

Just over eight in ten residents were satisfied (84 percent were fairly/very satisfied) with the kerbside and recycling collection services provided by the Council.

For the second year in a row, satisfaction with kerbside recycling remains at the highest level recorded since this research began. Furthermore, levels of dissatisfaction decreased for a third straight year, reaching one of the lowest levels since 1999.

Provincial peer group averages = 76%

Figure 4-1 Overall satisfaction with kerbside rubbish and recycling collection services

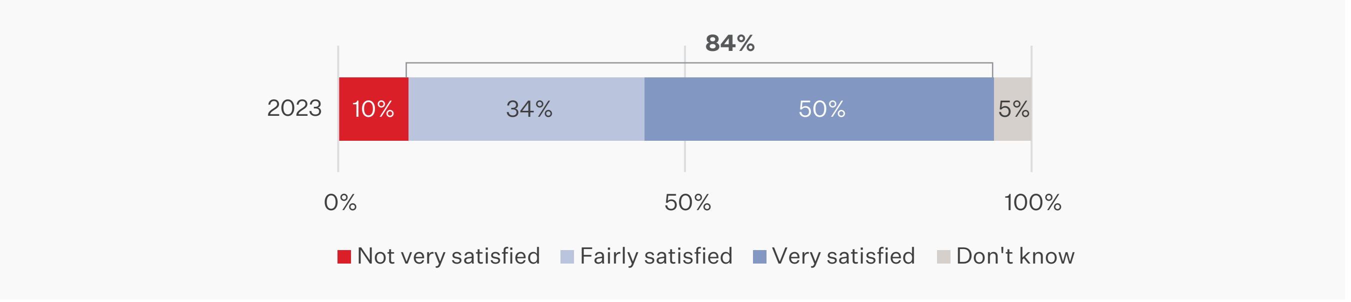
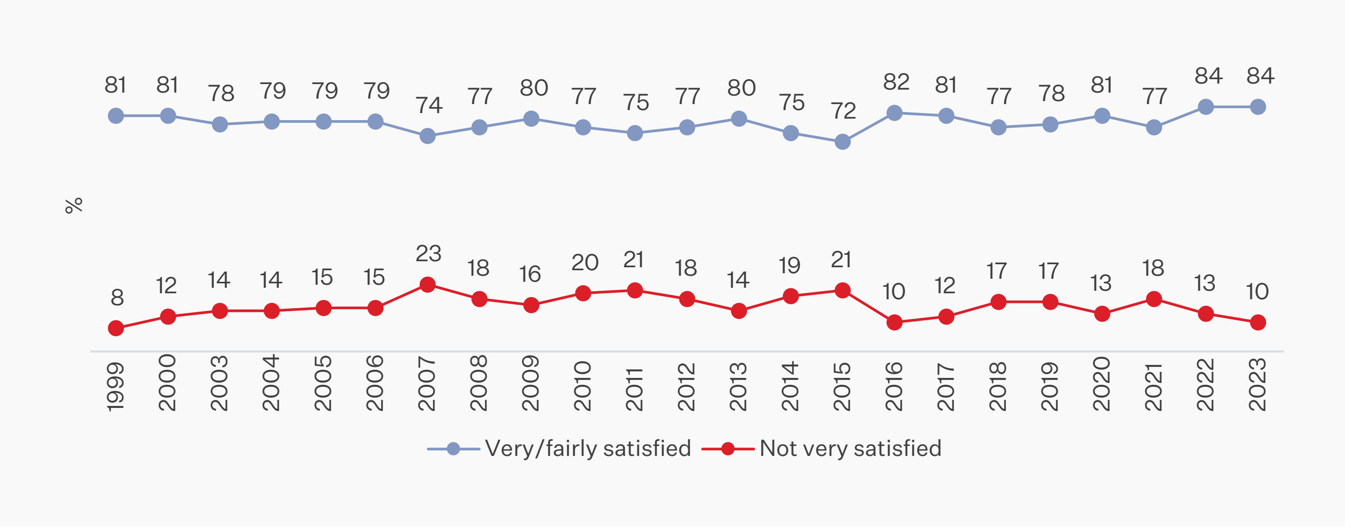


Figure 4-2 Satisfaction with kerbside rubbish and recyclables collection – over time



Satisfaction with kerbside recycling is associated with service provision. Given that residents based in Inglewood are less likely to have the service, it is not surprising they are more likely not to have an opinion.

Table 4-2 Satisfaction with kerbside rubbish and recycling collection services by area

	Not very satisfied	Fairly satisfied	Very satisfied	Don't know
New Plymouth City	11%	37%	50%	2%↓
Puketapu-Bell Block	9%	25%	61%	5%
Waitara	9%	25%	60%	7%
Clifton	7%	47%	40%	7%
Inglewood	8%	37%	33%↓	22%↑
Kaitake	11%	21%	61%	7%
Average	10%	34%	50%	5%

SATISFACTION WITH KERBSIDE AND RECYCLING COLLECTION SERVICES PROVIDED TO HOUSEHOLDS

Of those households who receive kerbside and recycling collection services, 90 percent were satisfied with that service. This result is consistent with 2022 when 89 percent were satisfied.

Table 4-3 Satisfaction with kerbside rubbish and recycling collection services by households that receive this service.

	Not very satisfied	Fairly satisfied	Very satisfied	Don't know	Total (n)
		Satisfied			
Have a kerbside and recycling collection service provided by the Council	9%	35%	55%	1%	449

This satisfaction level is above the provincial peer group average of 76%.

Suggestions to improve waste services

Residents who suggested improving waste services focused their opinions on bin sizes, emptying bins on time, and more regularly.

Table 4-4 Suggestions to improve kerbside rubbish and collection services

Topic	Area for improvement	%	n
Kerbside rubbish and collection	Bigger/more bins	7%	9
	Emptying bins on time	6%	7
	Empty bins more regularly	5%	6
	Rubbish pick-up area	4%	5
	Accept more in recycling/rubbish	2%	3
	Rubbish blowing out of bins	2%	2
	Other	4%	5
	Proportion of respondents providing a comment on kerbside rubbish and collection	24%	31

Some comments included:

> “Rubbish collection. Big family, so quite a lot of rubbish, sometimes the little bins are not quite enough.”.

> “Kerbside Collection - could be better improved; come on the day that they are supposed to come”.

> “Have a rubbish system you can pick up every week, not every second week - fees at the dump are horrendously high”.

Section 5

Local roads and footpaths

Key metrics

Overall quality of the roads

50%	were satisfied with the quality of the district's roads.

Ability to drive around the district

76%	were satisfied with their ability to drive around the district safely and easily.

Quality and safety of the footpaths

77%	were satisfied with the quality and safety of the footpaths.

Quality and safety of the cycle network

63%	were satisfied with the quality and safety of the cycle network.
46%	had cycled on a road or path during the past year.

Availability of car parking in the district

63%	were satisfied with the availability of car parking, an increase from 2022, when **61%** were satisfied.

Overall quality of the roads

OVERALL SATISFACTION WITH THE QUALITY OF THE ROADS

There has been a decline in satisfaction levels with the quality of the roads over the last three years[3]. Satisfaction has fallen from 61 percent in 2022 to 50 percent in 2023. Indeed, this survey iteration shows the lowest level of satisfaction with the overall quality of the roads since 2005. The level of satisfaction has been declining steadily since 2020.

Provincial peer group average = 43%

Figure 5-1 Level of satisfaction with the quality of the roads

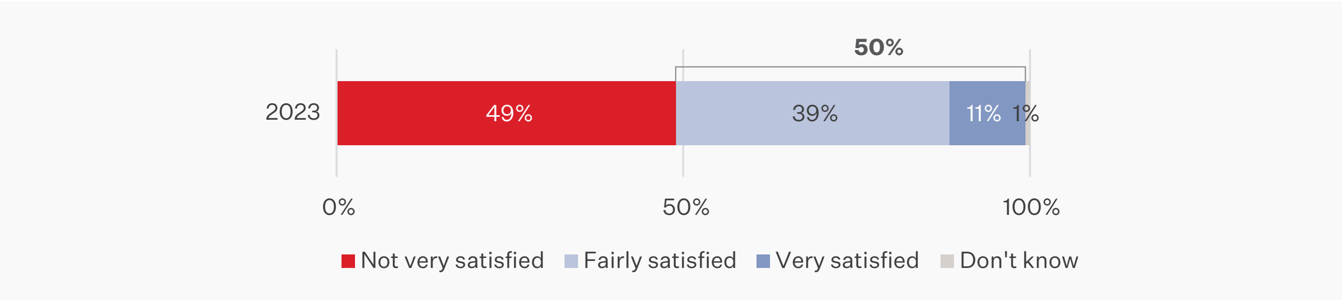
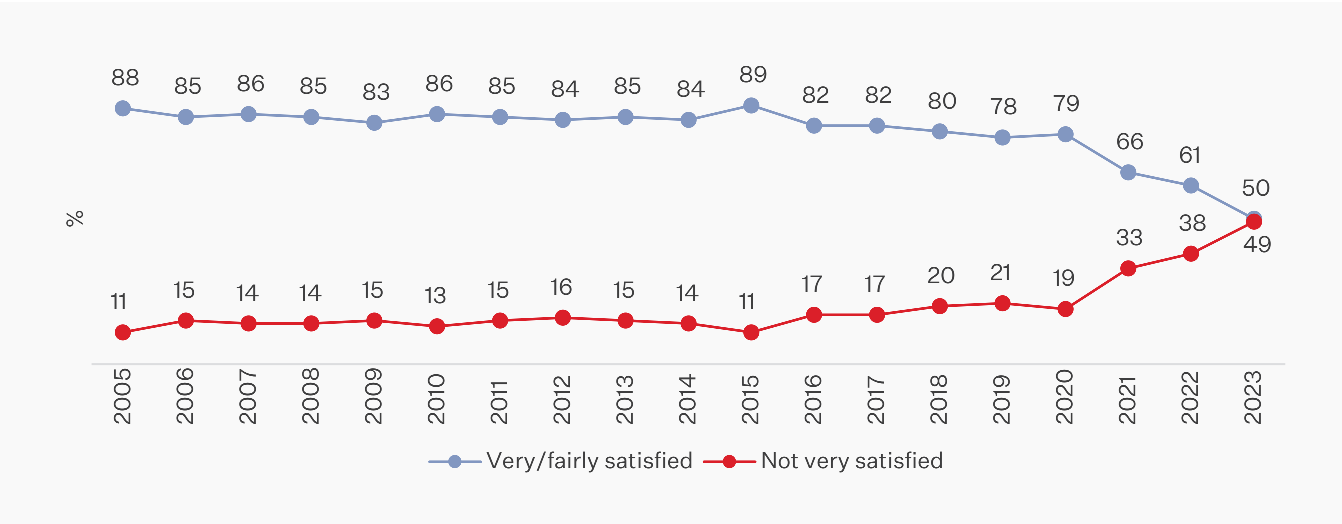


Figure 5-2 Satisfaction with the overall quality of roads – over time



3 Note: state highways are operated and maintained by Waka Kotahi New Zealand Transport Association, not the New Plymouth District Council

Results also show that residents from different areas have slightly different satisfaction levels. Residents in Inglewood were the most likely to be least satisfied.

Table 5-1 Level of satisfaction with the quality of the roads by area

	Not very satisfied	Fairly satisfied	Very satisfied	Don't know
New Plymouth City	49%	40%	11%	0%
Puketapu-Bell Block	43%	34%	23%	0%
Waitara	51%	37%	11%	2%
Clifton	33%	53%	7%	7%
Inglewood	51%	41%	8%	0%
Kaitake	57%	39%	4%	0%
Average	49%	39%	11%	1%

Ability to drive around the district quickly, easily, and safely

OVERALL SATISFACTION WITH THE ABILITY TO DRIVE AROUND THE DISTRICT QUICKLY, EASILY, AND SAFELY

In 2023, 76 percent of residents were satisfied (fairly/very satisfied) with their ability to drive around the district quickly, easily, and safely. The level of satisfaction has decreased significantly since last year (from 85 percent in 2022 to 76 percent in 2023). This result returned to the achieved levels in 2021.

There are no peer group averages for the ability to drive around the district quickly, easily, and safely.

Figure 5-3 Overall level of satisfaction with the ability to drive around the district easily and safely.

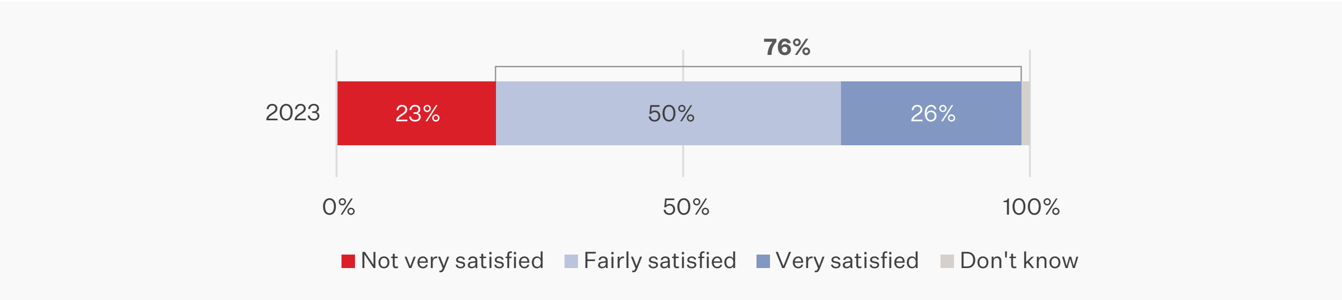
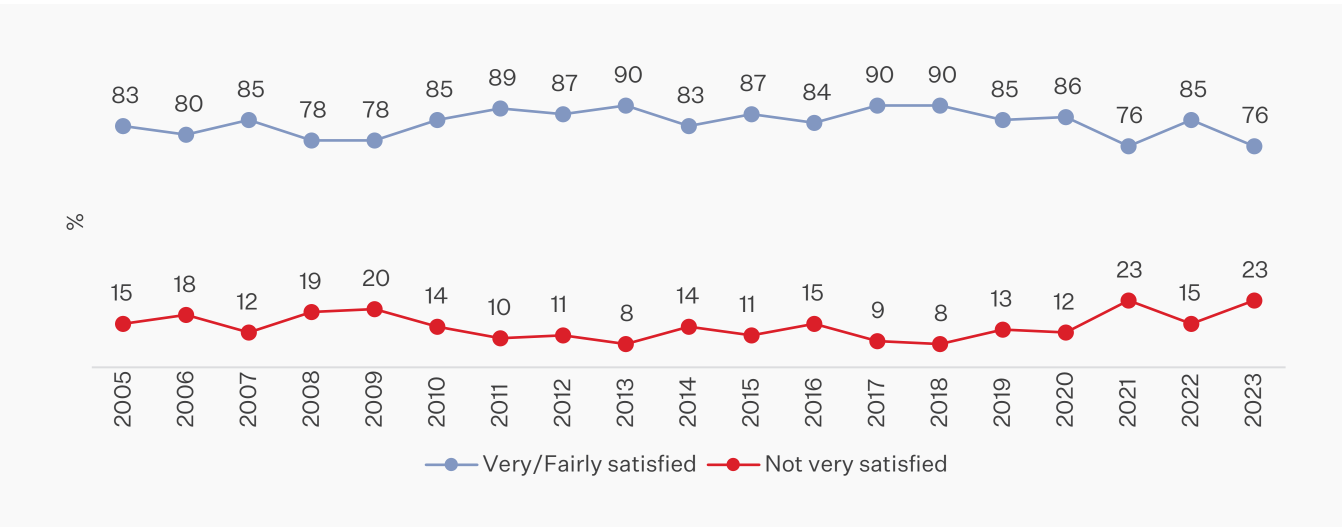


Figure 5-4 Satisfaction with the ability to drive around the district quickly, easily, and safely – over time



While no significant differences were observed between residents' locations or demographics, small variations were observed between locations. For example, Waitara residents were less satisfied with their ability to drive around the district quickly, easily, and safely than in all other areas.

Table 5-2 Levels of satisfaction with the ability to drive around the district safely and easily by area

	Not very satisfied	Fairly satisfied	Very satisfied	Don't know
New Plymouth City	22%	50%	28%	1%
Puketapu-Bell Block	18%	50%	32%	0%
Waitara	26%	47%	21%	5%
Clifton	13%	47%	33%	7%
Inglewood	29%	49%	22%	0%
Kaitake	29%	57%	14%	0%
Average	23%	50%	26%	1%

Quality and safety of the footpaths

OVERALL SATISFACTION WITH THE QUALITY AND SAFETY OF THE FOOTPATHS

Three-quarters of residents were satisfied (77 percent were fairly/very satisfied) with the quality and safety of the footpaths in the district. This result is similar to satisfaction levels seen in several of the past years – since 2008.

Provincial peer group average = 59%

Figure 5-5 Overall satisfaction with quality and safety of footpaths

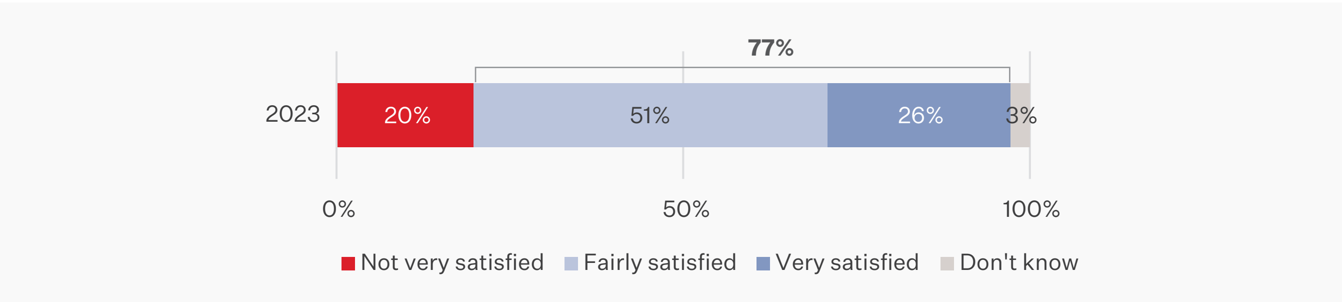
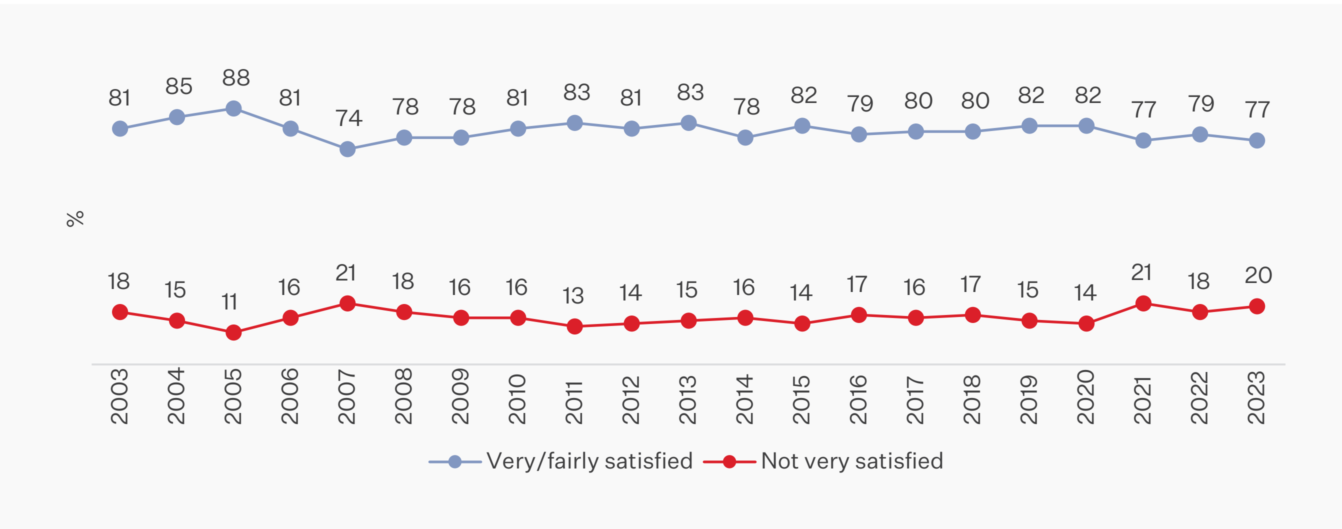


Figure 5-6 Satisfaction with the quality and safety of footpaths over time



Residents from different areas also held different satisfaction levels regarding the quality and safety of their footpaths. In general, most residents were satisfied with their footpaths. However, residents based in Clifton were more likely to be unable to provide an opinion.

Table 5-3 Level of satisfaction with the quality and safety of footpaths by area

	Not very satisfied	Fairly satisfied	Very satisfied	Don't know
New Plymouth City	22%	49%	28%	1%
Puketapu-Bell Block	5%	59%	34%	2%
Waitara	21%	53%	19%	7%
Clifton	13%	33%	33%	20%↑
Inglewood	20%	51%	25%	4%
Kaitake	21%	64%	14%	0%
Average	20%	51%	26%	3%

Younger residents (aged 44 years and younger) had significantly higher satisfaction, whereas residents aged 65 or older were least likely to be satisfied with the quality and safety of footpaths.

Quality and safety of the cycle network

In 2023, just over half (54 percent) of residents over 18 years reported not riding a bike on a road or path around the district within the past year. Due to a slight wording change in 2023[4], the likelihood of riding a bike has increased compared to previous years.

Table 5-4 Percent of households that road a bike on a road or path

	Three times or more	Once or twice	Once or more	Not at all
Rode a bike on a road or path over the past year	34%	11%	46%	54%

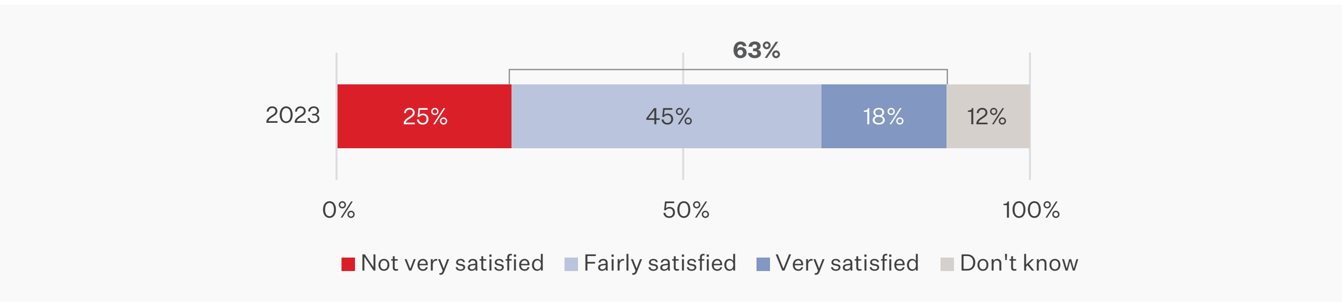
OVERALL SATISFACTION WITH THE QUALITY AND SAFETY OF THE CYCLE NETWORK

In 2023, just under two-thirds of residents were satisfied (63 percent were fairly/ very satisfied) with the quality and safety of the district's cycle network.

This result is a slight decline from 2022 when 65 percent were satisfied. However, a significant shift has occurred in dissatisfied residents (increasing from 11 percent in 2022 to 25 percent in 2023). This finding is largely due to a decrease in the number of residents unable to give an opinion (from 24 percent to 12 percent).

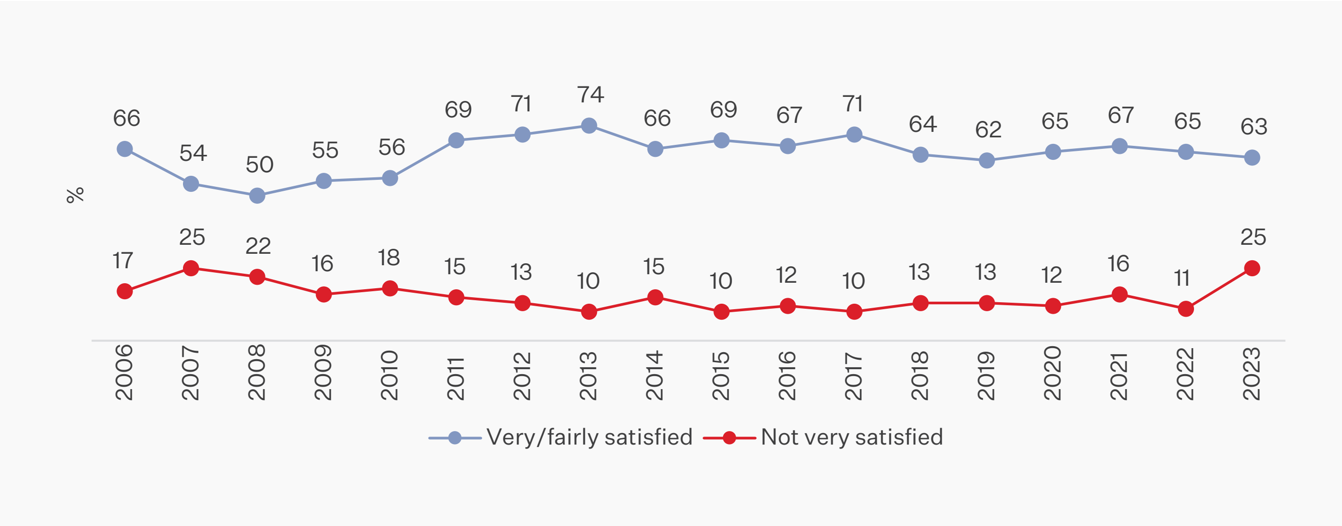
Provincial peer group average = 67%

Figure 5-7 Overall satisfaction with the quality and safety of the cycle network



4 Prior to 2023, residents were asked if they had used a cycleway within the district. 2023 included riding a bike on a road and cycleway.

Figure 5-8 Satisfaction with quality and safety of the cycle network – over time



Looking at satisfaction levels of cycle networks by area, it is apparent that satisfaction varies. The highest satisfaction levels are seen in Puketapu-Bell Block. However, it is important to note that many residents, particularly those based in Clifton and Waitara, could not comment on their satisfaction levels, which may be due to the lack of cycle network usage.

Table 5-5 Level of satisfaction with quality and safety of the cycle network

	Not very satisfied	Fairly satisfied	Very satisfied	Don't know
New Plymouth City	26%	43%	21%	10%
Puketapu-Bell Block	14%	59%	18%	9%
Waitara	21%	46%	14%	19%
Clifton	27%	27%	13%	33%
Inglewood	31%	43%	16%	10%
Kaitake	32%	54%	4%	11%
Average	25%	45%	18%	12%

Respondents aged 65+ were the least likely to be satisfied (52 percent) with the quality and safety of the cycle network. But this could be due to a high percentage of the age group not knowing enough to give their opinion of cycle ways (25 percent).

SATISFACTION WITH THE QUALITY AND SAFETY OF THE CYCLE NETWORK BY THOSE WHO HAVE USED IT

Of those households (46 percent) who had ridden a bike on a road or path in the past 12 months, 71 percent were satisfied with the service's quality and safety. This represents a drop from 2022, where 76 percent were satisfied. However, due to the question wording change in 2023, this change is likely due to an increased number of residents who had 'used' the service (from 34 percent to 46 percent).

Table 5-6 Satisfaction with quality and safety of the cycle network by households that receive this service

	Not very satisfied	Fairly satisfied	Very satisfied	Don't know	Total (n)
		Satisfied			
Used a cycleway in the district	26%	50%	22%	2%	228

Availability of car parking in the district

OVERALL SATISFACTION WITH CAR PARKING IN THE DISTRICT

In 2023, 63 percent of residents in the district were satisfied with car parking, a 2 percent increase from 61 percent in 2022, representing an increase for the second straight year. However, satisfaction with car parking remains low compared to results reported since 2009 (ranging from 71–76 percent).

Provincial peer group average = 45%

Figure 5-9 Overall satisfaction with car parking in the district

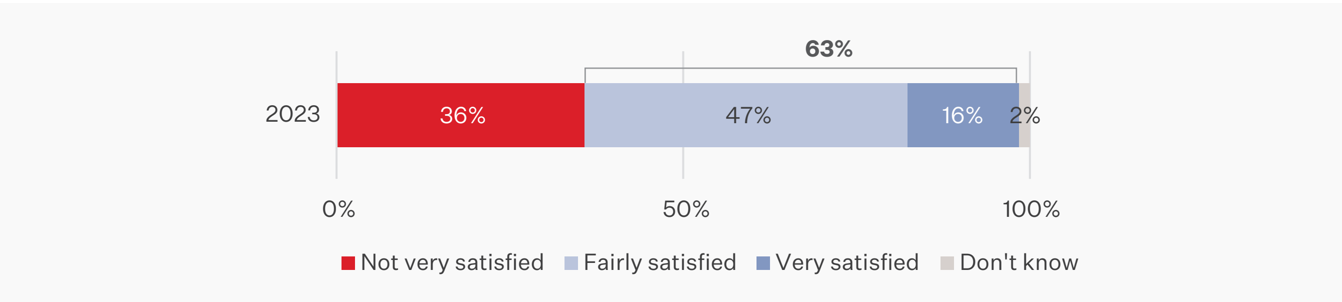
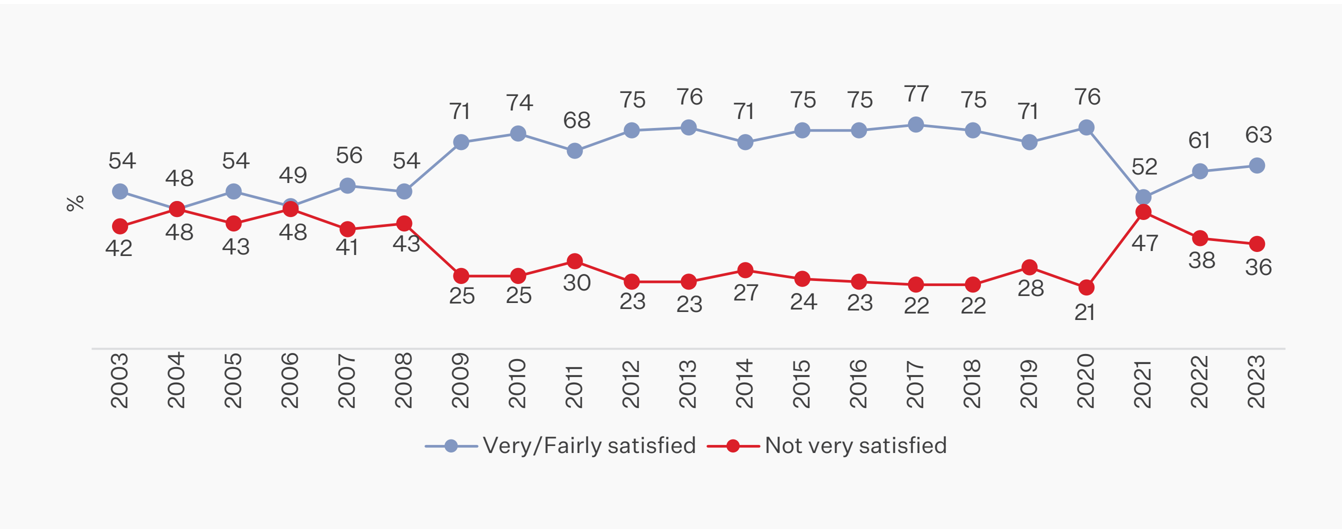


Figure 5-10 Satisfaction with car parking in the district – over time



There were slight differences in satisfaction levels by area. New Plymouth City showed the highest levels of dissatisfaction, followed by Kaitake. Puketapu-Bell Block displayed the highest satisfaction levels by area. Clifton residents were significantly likelier not to express an opinion about car parking in the district.

Table 5-7 Satisfaction with car parking in the district by area

	Not very satisfied	Fairly satisfied	Very satisfied	Don't know
New Plymouth City	40%	44%	16%	1%
Puketapu-Bell Block	20%	57%	20%	2%
Waitara	30%	54%	12%	4%
Clifton	20%	33%	33%	13%↑
Inglewood	31%	53%	14%	2%
Kaitake	46%	39%	14%	0%
Average	36%	47%	16%	2%

There were no significant differences between demographics.

Suggestions to improve road services

Again, all respondents were invited to suggest what the Council could do to improve its road services. Two-thirds of residents provided suggestions. Residents mostly wanted to see the removal of potholes, more maintenance and upgrades of roads, and increased carparks.

Table 5-8 Suggestions to improve road services

Topic	Area of improvement	%	n
Overall quality of roads	Potholes	26%	86
	More maintenance/upgrades	12%	41
	More long-term repairs	8%	26
	Roads broken and uneven	5%	18
	Heavy trucks damaging roads	2%	6
	Sweep up chips after road works	1%	2
	Other	1%	3
	Proportion of respondents providing a comment on the overall quality of roads	45%	150
Ability to drive around the district quickly, easily, and safely	Change road layout/plan better	5%	18
	Bad Traffic	4%	12
	More signs/lighting/Safety	2%	6
	Widen roads	1%	4
	Traffic lights out of sync	1%	4
	Road works take too long	1%	3
	Other	1%	2
	Proportion of respondents providing a comment on the ability to drive around the district quickly, easily, and safely	12%	41
Quality and safety of footpaths	Greenery maintenance needed	2%	8
	Fix/Maintain footpaths	2%	7
	Footpaths are broken and uneven	1%	4
	More/upgrade pedestrian crossings	1%	3
	Accessibility (e.g. for disabled and elderly residents)	1%	2
	More footpaths needed	0%	1
	Other	1%	2
	Proportion of respondents providing a comment on the ability to drive around the district quickly, easily, and safely	7%	25

Topic	Area of improvement	%	n
Availability of car parking in the district	More parking needed	4%	15
	Cheaper/free parking	13%	43
	Other	0%	1
	Proportion of respondents providing a comment on the availability of car parking in the district	16%	54
Quality and safety of cycle network	Safer cycle lanes	3%	11
	More cycle ways needed	1%	2
	More Maintenance	1%	2
	Other	1%	4
	Proportion of respondents providing a comment on the quality and safety of cycle network	6%	19
Unspecific mentions/ other	"Fix them"	2%	6
	Communication	1%	2
	Safer	0%	1
	Other	3%	10
	Nothing/no comment	19%	65
	Total number of respondents	100%	335

Typical comments were:

> “Just the general states of the roads, wheel alignments done because of the potholes, feels like they are just patching it and not doing the right job, so they need to fix it constantly”.

> “They need to keep up on the maintenance”.

> “The CBD needs more parking; the roads need more permanent fixes instead of just pouring the stone and tar mix into it”.

Section 6

Urban environment

Key metrics

Maintenance of the quality of the living environment

87%	were satisfied with the quality of the living environment.

The quality of urban landscapes and streets

89%	were satisfied with the quality of urban landscapes and streets.

Overall satisfaction with the maintenance of the quality of the living environment

Most residents were satisfied (87 percent were fairly/very satisfied) with the overall maintenance of the quality of the living environment in the district. This result represents an increase since last year (85 percent were satisfied in 2022). However, satisfaction levels are not back to the highs seen prior to 2019.

There are no provincial peer group averages for satisfaction with the maintenance of the quality of the living environment.

Figure 6-1 Overall satisfaction with the maintenance of the quality of the living environment, including litter control

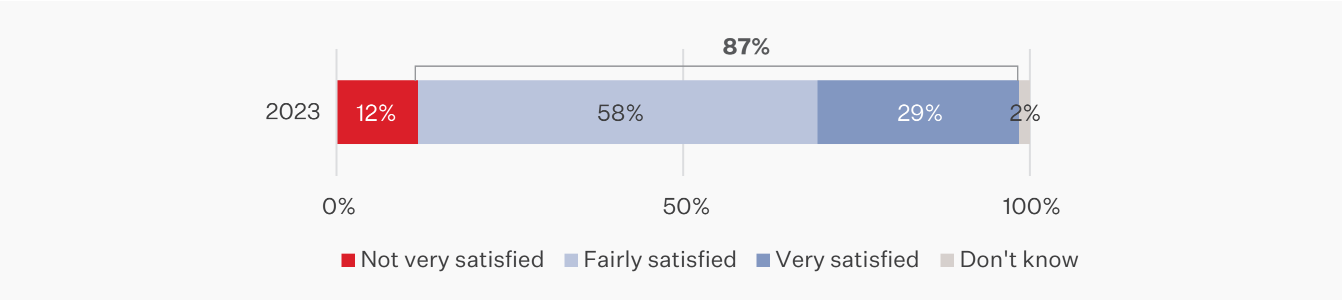
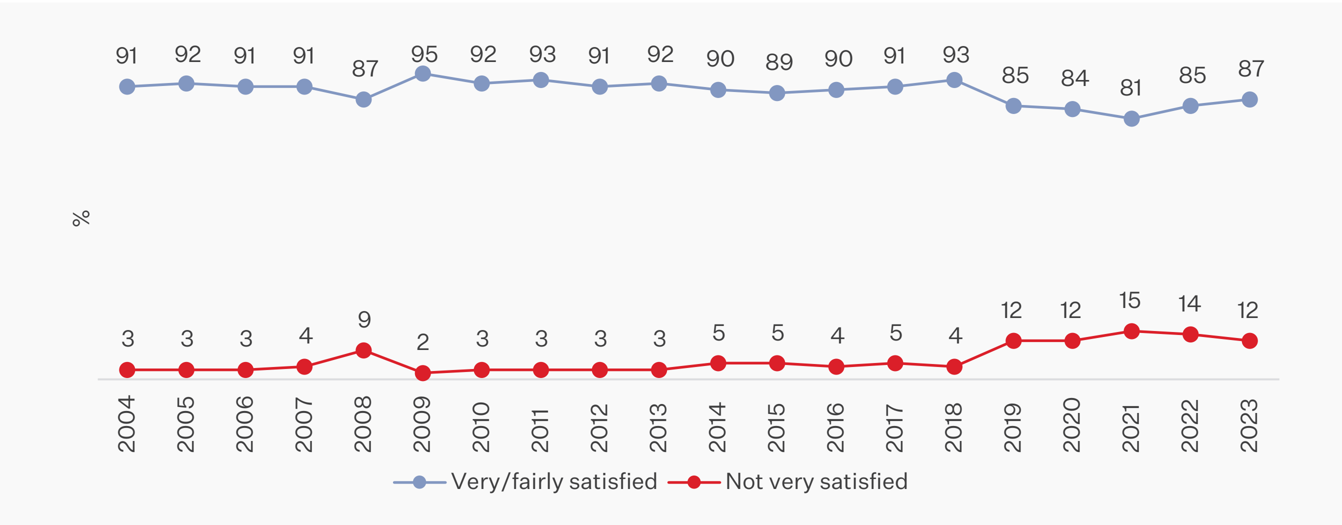


Figure 6-2 Satisfaction with the maintenance of the quality of the living environment, including litter control – over time



Satisfaction levels are fairly consistent across areas. Clifton residents had the highest dissatisfaction levels, whilst Puketapu-Bell Block had the highest satisfaction levels regarding maintaining the quality of the living environment.

Table 6-1 Satisfaction with the maintenance of the quality of the living environment, including litter control by area

	Not very satisfied	Fairly satisfied	Very satisfied	Don't know
New Plymouth City	13%	53%	32%	2%
Puketapu-Bell Block	5%	66%	30%	0%
Waitara	12%	65%	23%	0%
Clifton	20%	60%	20%	0%
Inglewood	8%	67%	22%	4%
Kaitake	7%	64%	25%	4%
Average	12%	58%	29%	2%

There were no significant demographic differences.

Overall satisfaction with urban landscapes and streets

Nine in ten residents were satisfied (89 percent were fairly/very satisfied) with the quality of the urban landscapes and streets. This result is a two percent decrease in satisfaction levels from 2022. Satisfaction levels have remained relatively steady over the past 17 years.

There are no provincial peer group averages for urban landscapes and street quality.

Figure 6-3 Overall satisfaction with urban landscapes and streets

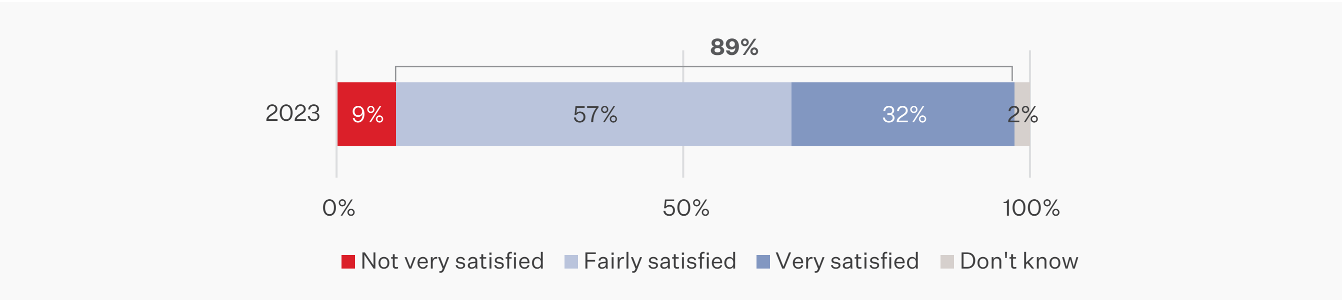
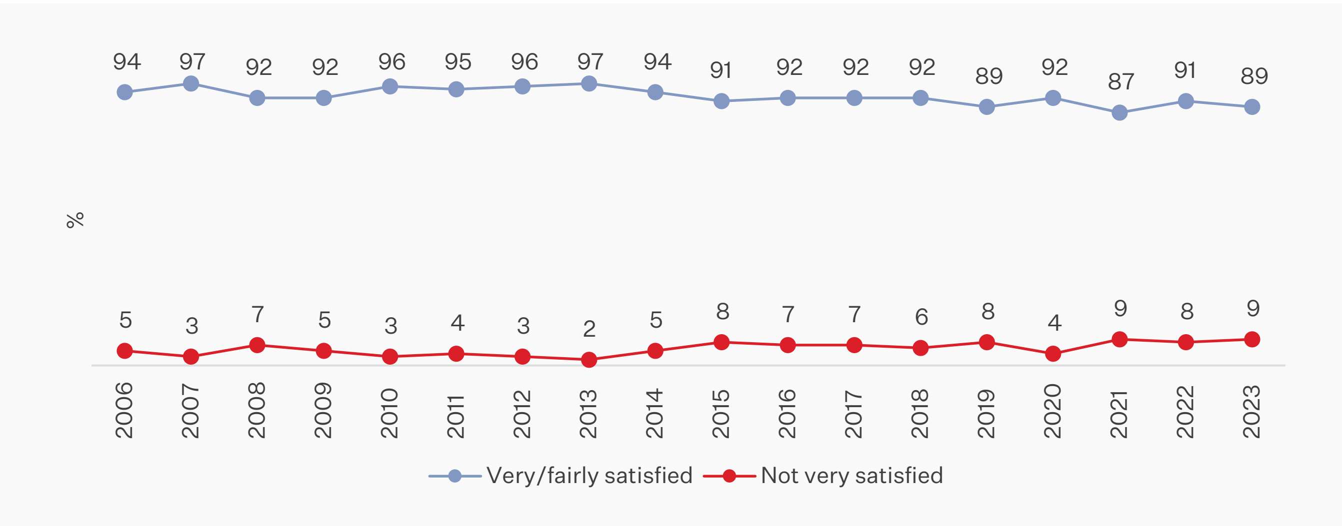


Figure 6-4 Satisfaction with the quality of urban landscapes and streets over time



There were no significant demographic differences. Most areas held relatively consistent responses regarding urban landscape and street satisfaction, although Waitara residents tended to be more dissatisfied than others.

Table 6-2 Satisfaction by area

	Not very satisfied	Fairly satisfied	Very satisfied	Don’t know
New Plymouth City	8%	56%	34%	1%
Puketapu-Bell Block	5%	59%	34%	2%
Waitara	14%	60%	25%	2%
Clifton	13%	40%	33%	13%
Inglewood	6%	59%	29%	6%
Kaitake	11%	61%	29%	0%
Average	9%	57%	32%	2%

Section 7

The outdoor environment

Key metrics

Access to the natural environment

96%	were satisfied with their access to the natural environment.

Quality of parks and reserves

92%	had used or visited parks or reserves, including the coastal walkway and Pukekura Park, over the past year. Of those, **95%** were satisfied with their experience.
93%	were satisfied with the quality of their parks and reserves overall.

Quality of sports parks

58%	had visited a sports park over the past year. Of those, **92%** were satisfied with their experience.
77%	were satisfied with the quality of their sports parks overall.

Quality of playgrounds

61%	had visited a playground over the past year. Of those, **93%** were satisfied with their experience.
77%	were satisfied with the quality of playgrounds overall.

Overview of usage of parks and reserves

Many residents in the district visit public parks and reserves, with 92 percent confirming they have done so in the last 12 months. Almost three-fifths of residents (58 percent) have used or visited a sports park. Comparatively, 61 percent of residents have used or visited a playground in the district.

This result represents an increase in the overall use compared to last year when 88 percent had visited the parks/reserves, 49 percent had used/visited a sports park, and 60 percent had visited a playground.

Table 7-1 Usage of parks and reserves

	Three times or more	Once or twice	Once or more	Not at all
Used or visited public parks or reserves, including the Coastal Walkway and Pukekura Park	76%	16%	92%	8%
Used or visited a sports park	39%	19%	58%	42%
Used or visited a playground	44%	17%	61%	39%

Residents were asked a series of questions related to the outdoor environment, including access to rivers, lakes, mountains, and the coastline. Questions were also asked about the usage and quality of parks and reserves (including the Coastal Walkway and Pukekura Park), sports grounds, and playgrounds.

Satisfaction with access to the natural environment

Nearly all district residents were satisfied with access to the natural environment (96 percent were fairly/very satisfied). Similar satisfaction levels have been demonstrated in the past.

There is no provincial peer group average for access to the natural environment.

Figure 7-1 Overall satisfaction with access to the natural environment

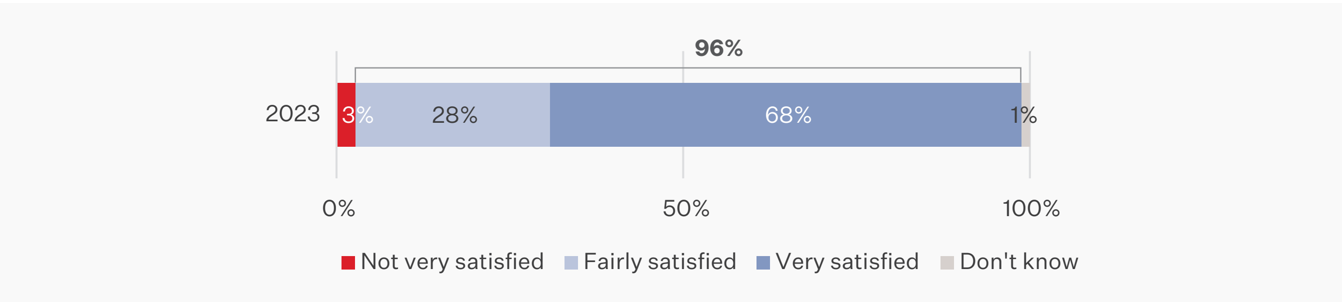
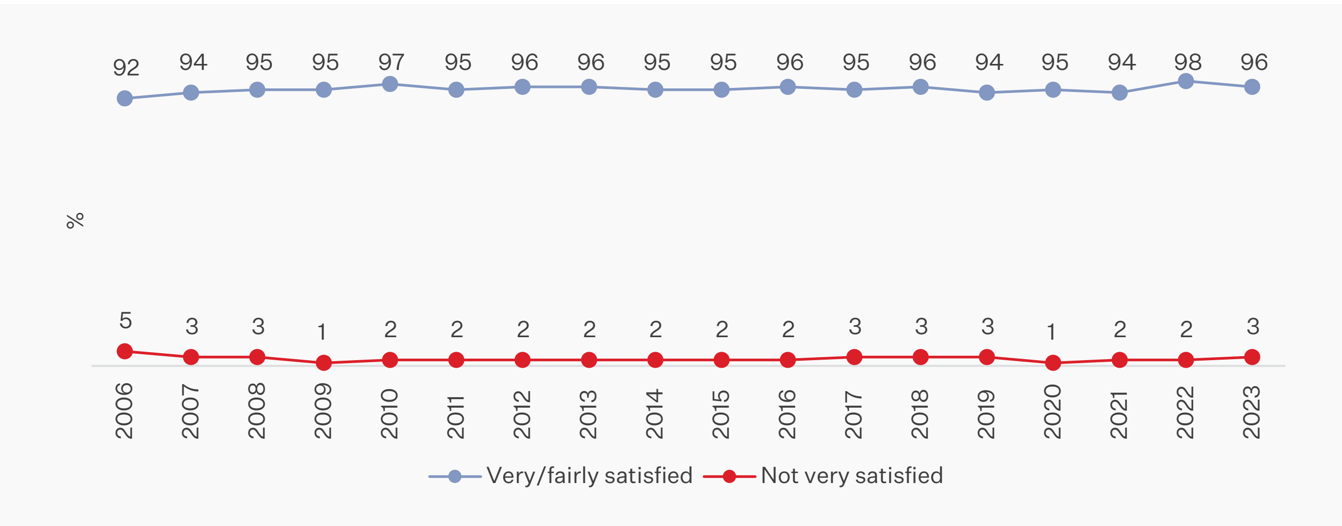


Figure 7-2 Satisfaction with the access to the natural environment – over time



There were no significant differences between areas or any other demographic variables.

Table 7-2 Satisfaction with access to the natural environment by area

	Not very satisfied	Fairly satisfied	Very satisfied	Don’t know
New Plymouth City	2%	29%	68%	1%
Puketapu-Bell Block	0%	23%	77%	0%
Waitara	7%	30%	61%	2%
Clifton	7%	20%	67%	7%
Inglewood	2%	31%	65%	2%
Kaitake	4%	25%	71%	0%
Average	3%	28%	68%	1%

Satisfaction with the parks and reserves

Nearly all residents (93 percent were fairly/very satisfied) were satisfied with the quality of their parks and reserves. Satisfaction and dissatisfaction with the district's parks and reserves have remained steady over time.

Of the 92 percent who had used/visited the public parks or reserves, 95 percent were satisfied with their experience. This result is similar to last year, when 97 percent were satisfied.

Provincial peer group average = 82%

Figure 7-3 Overall satisfaction with parks and reserves

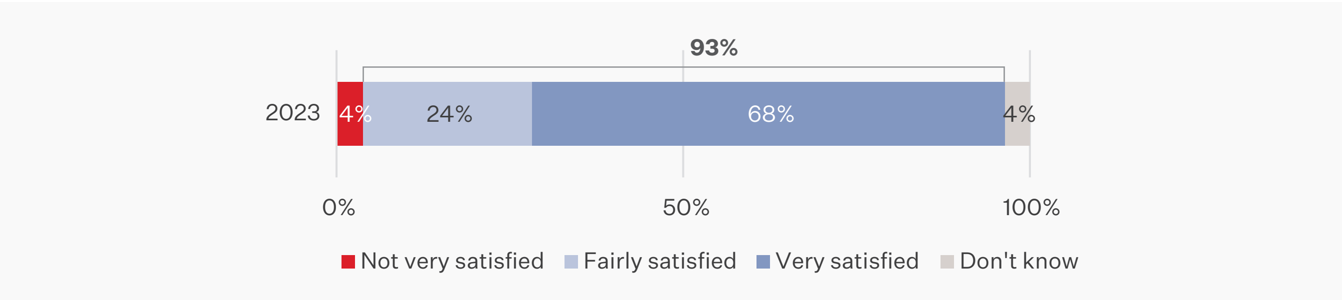
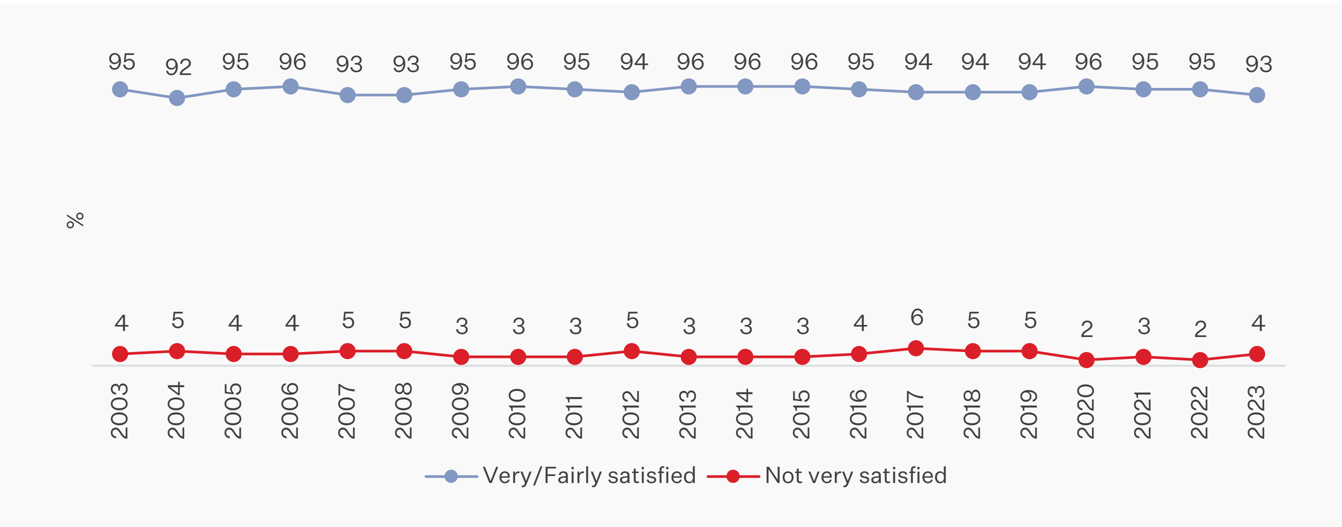


Figure 7-4 Satisfaction with parks and reserves – over time



There were no discernible demographic differences.

Table 7-3 Satisfaction with parks and reserves by area

	Not very satisfied	Fairly satisfied	Very satisfied	Don't know
New Plymouth City	4%	23%	70%	3%
Puketapu-Bell Block	2%	20%	75%	2%
Waitara	7%	23%	65%	5%
Clifton	0%	27%	67%	7%
Inglewood	4%	37%	53%	6%
Kaitake	0%	25%	71%	4%
Average	4%	24%	68%	4%

Satisfaction with sports parks

Three-quarters of residents were satisfied (77 percent were fairly/very satisfied) with the quality of sports parks. This result represents a three percent increase, mostly due to a decrease in respondents who have no opinion (from 22 percent responding don't know in 2022 to 18 percent in 2023).

Just under three-fifths of residents had used or visited a sports park over the past 12 months. Of those, 92 percent were satisfied with their experience. This result is consistent with the 2022 survey.

Provincial peer group averages = 80%

Figure 7-5 Overall satisfaction with sports parks

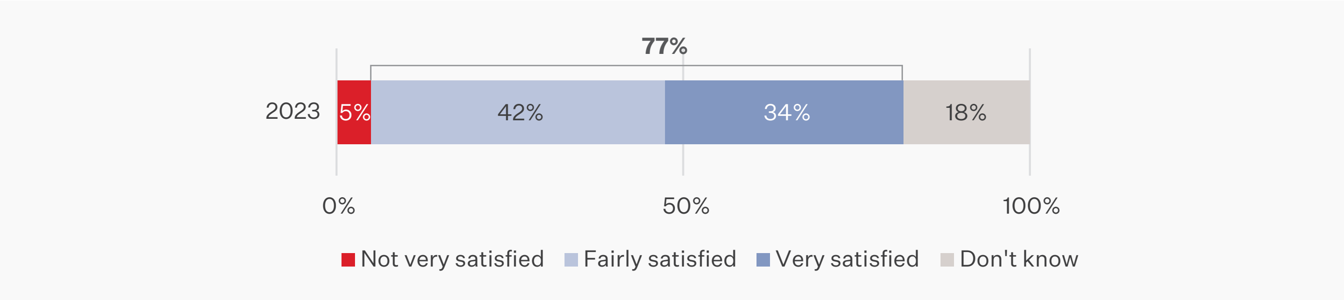
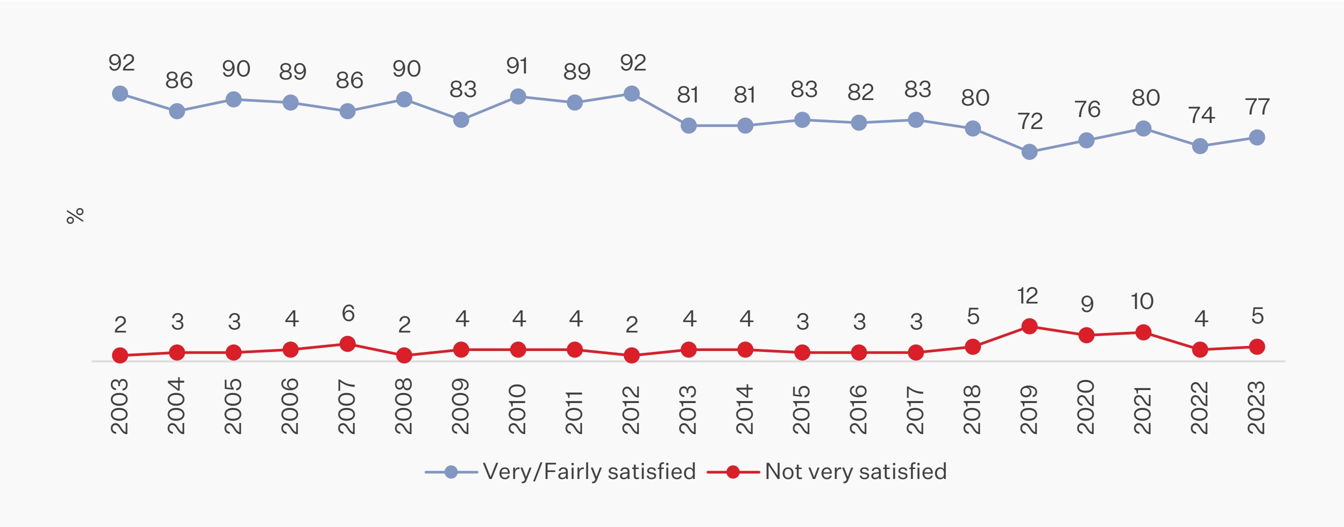


Figure 7-6 Satisfaction levels with sports parks – over time



There were no discernible demographic differences regarding satisfaction with sports parks. But older respondents (65+) were more likely not to have an opinion (29 percent).

Table 7-4 Satisfaction with sports parks – by area

	Not very satisfied	Fairly satisfied	Very satisfied	Don't know
New Plymouth City	6%	44%	35%	16%
Puketapu-Bell Block	2%	39%	41%	18%
Waitara	4%	37%	35%	25%
Clifton	7%	47%	20%	27%
Inglewood	6%	37%	29%	27%
Kaitake	4%	54%	32%	11%
Average	5%	42%	34%	18%

Satisfaction with playgrounds

Overall, 77 percent of residents were satisfied with the quality of their playgrounds. One out of six (17 percent) residents could not comment on their satisfaction with the quality of playgrounds.

Satisfaction with playgrounds has remained consistent since 2022, but satisfaction has substantially decreased since 2021. This finding can again be attributed to the large proportion of respondents being unable to comment on the playgrounds. Dissatisfaction levels have remained stable over time.

Three-fifths of the residents (61 percent) had visited a playground over the past year. Of those, 93 percent were satisfied with their experience, a 1 percent decrease since 2022, when 94 percent were satisfied.

Provincial peer group averages = 74%

Figure 7-7 Overall satisfaction with the playgrounds

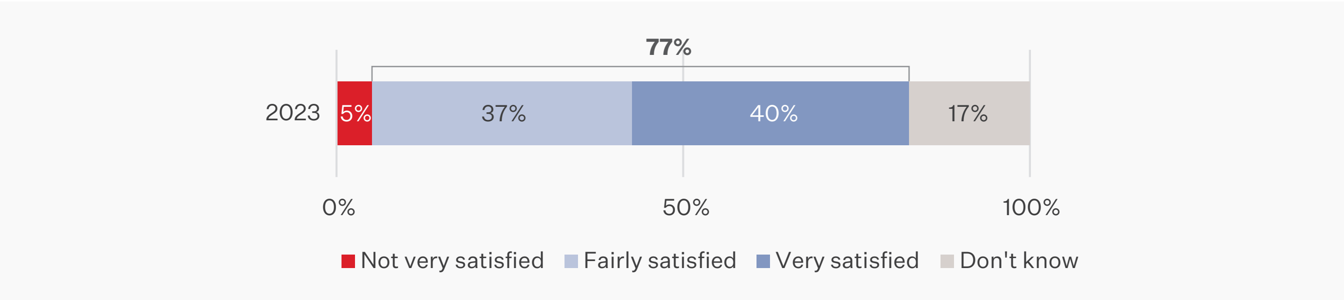
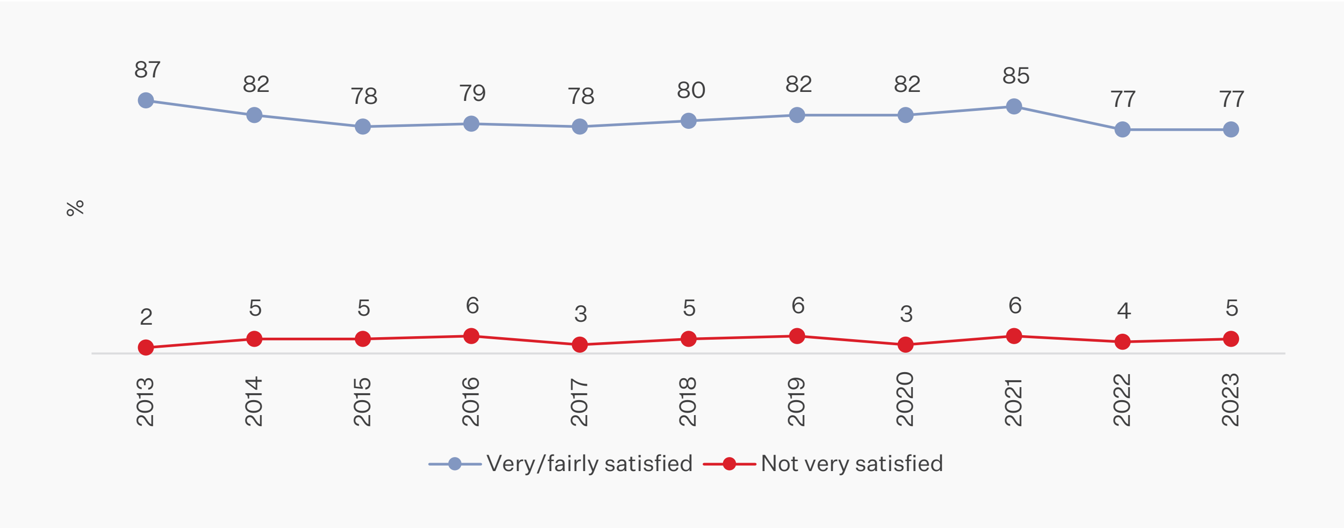


Figure 7-8 Satisfaction levels with sports, parks, and playgrounds – over time



Regarding satisfaction with playgrounds, only small locational differences were observed. Younger residents (those under 45 years old) were significantly more likely to be dissatisfied with playgrounds (9 percent) - not shown.

Table 7-1 Satisfaction with playgrounds by area

	Not very satisfied	Fairly satisfied	Very satisfied	Don't know
New Plymouth City	6%	36%	42%	16%
Puketapu-Bell Block	2%	36%	39%	23%
Waitara	7%	33%	46%	14%
Clifton	13%	27%	40%	20%
Inglewood	2%	47%	31%	20%
Kaitake	0%	50%	29%	21%
Average	5%	37%	40%	17%

Suggestions to improve the parks, reserves, sports grounds, and playgrounds

All respondents were invited to suggest how the Council could improve their parks, reserves, sports grounds, and playgrounds. Updates and maintenance for each service were identified as areas that needed improvement. For parks and reserves, a cleaner environment with regularly emptied bins was also identified as an area that needs improvement.

Table 7-2 Suggestions to improve parks, reserves, sports grounds, and playgrounds

Topic	Area of improvement	%	n
Parks and reserves	Update/maintenance	3%	7
	Cleaner toilets	3%	6
	Empty bins/pick up rubbish	1%	2
	More/bigger parks	1%	2
	Other	4%	9
	Proportion of respondents providing a comment on the parks and reserves	12%	24
Sports parks	Upgrade/maintenance	2%	5
	More/bigger sports facilities	0%	1
	Other	0%	1
	Proportion of respondents providing a comment on the sports parks	3%	7
Playgrounds	More/bigger playgrounds	3%	7
	Updated/maintenance	2%	4
	Proportion of respondents providing a comment on the playgrounds	5%	10

Typical comments were:

> “Make the facilities at sports parks better for average user.”

> “I think our sporting facilities could be better maintained.”

> “More playgrounds needed. Even though the big one is being built at Kawaroa, more are needed in the suburbs. Also, another skatepark.”

Section 8

Events and venues

Key metrics

Quality of event venues and events

65%	had attended an event venue or event during the past 12 months.
89%	were satisfied with the quality of the Council's event venues.
83%	were satisfied with the overall quality of the Council's events.

Quality of libraries

53%	had visited the Puke Ariki Library over the past year. Of those, **97%** were satisfied with their experience.
81%	were satisfied with the Puke Ariki Library overall.
36%	had visited another community library over the last year. Of those, **91%** were satisfied with their experience.
63%	were satisfied with other community libraries in the district overall.

Museums and art galleries

80%	were satisfied with the museum at Puke Ariki overall.
53%	had used or visited the museum or the Visitor Information Centre at Puke Ariki. Of those, most **(97%)** were satisfied with their experience.
49%	were satisfied with the Govett-Brewster Art Gallery/Len Lye Centre overall.
31%	had visited the Govett-Brewster Art Gallery/Len Lye Centre, and **93%** were satisfied with the venue(s).

Quality of event venues and events

OVERVIEW OF EVENT VENUE USAGE

Almost two-thirds (65 percent) of residents had visited an entertainment, arts, or sporting event at least once during the past 12 months. This result is a large increase compared to last year (up from 54 percent).

Table 8-1 Attendance of entertainment, arts, or sporting events

	Three times or more	Once or twice	Once or more	Not at all
Attended an entertainment, arts, or sporting event at TSB Showplace (Opera House), TSB Stadium (near the racecourse), Bowl of Brooklands, or Yarrow Stadium.	32%	33%	65%	35%

SATISFACTION WITH EVENT VENUES AND EVENTS

Almost nine in ten residents were satisfied (89 percent were fairly/very satisfied) with the district's event venues, whilst slightly fewer (83 percent) were satisfied with the quality of the events. Results from 2022 for event venues and events were slightly lower (at 86 percent and 79 percent, respectively), indicating increased satisfaction for both the event venues and the events themselves. Overall, satisfaction levels have been very high over time, whilst dissatisfaction levels have remained very low.

Of those residents who had visited an entertainment, arts, or sporting event at least once during the past 12 months, 95 percent were satisfied with their experience.

There are no peer group averages for the quality of Council event venues or Council events.

Figure 8-1 Overall level of satisfaction with event venues and events

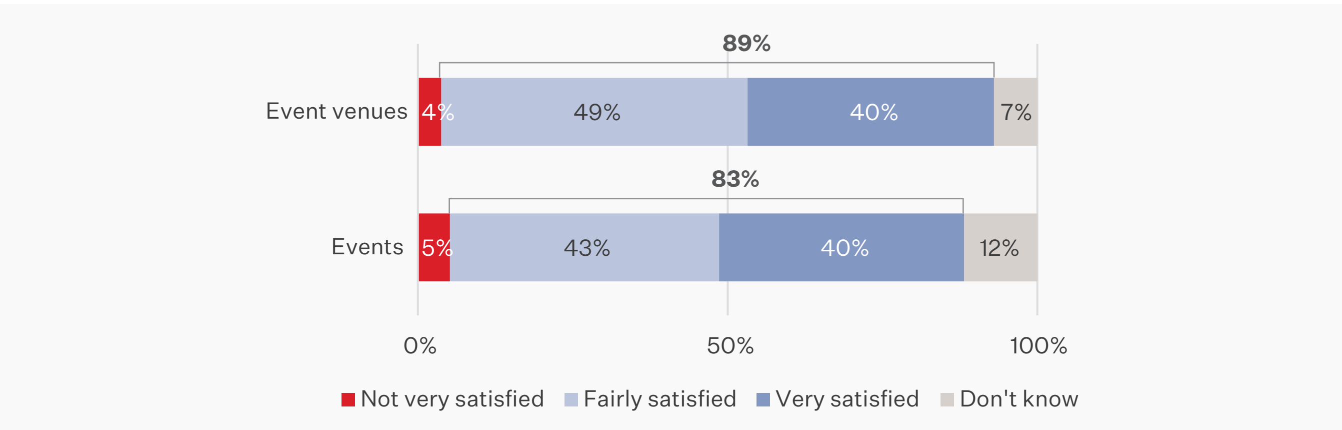
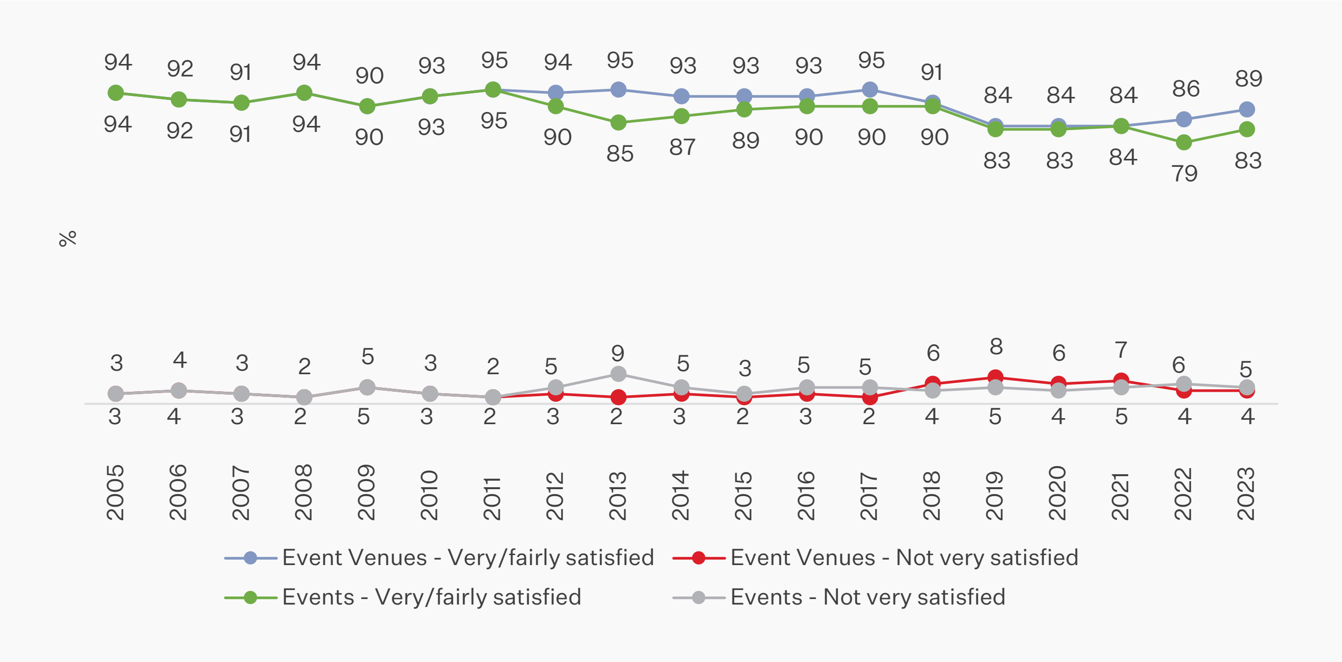


Figure 8-2 Satisfaction with event venues and events – over time



Satisfaction levels were relatively consistent across areas. However, Clifton residents were slightly less able to comment on their satisfaction with the events or event venues.

There were no significant demographic differences.

Table 8-2 Satisfaction with event venues and events – by area

Event venues	Not very satisfied	Fairly satisfied	Very satisfied	Don't know
New Plymouth City	3%	49%	43%	6%
Puketapu-Bell Block	5%	50%	39%	7%
Waitara	7%	46%	37%	11%
Clifton	0%	60%	20%	20%
Inglewood	2%	51%	35%	12%
Kaitake	7%	57%	36%	0%
Average	4%	49%	40%	7%
Events	**Not very satisfied**	**Fairly satisfied**	**Very satisfied**	**Don't know**
New Plymouth City	5%	44%	42%	10%
Puketapu-Bell Block	7%	41%	36%	16%
Waitara	7%	39%	39%	16%
Clifton	0%	53%	27%	20%
Inglewood	8%	39%	35%	18%
Kaitake	0%	54%	39%	7%
Average	5%	43%	40%	12%

Libraries

OVERVIEW OF LIBRARY USAGE

Over the past year, just over half of residents had visited the library at Puke Ariki, and a third had visited other libraries (53 percent and 36 percent, respectively). These results are consistent with library usage in 2022 for both the library at Puke Ariki (53 percent in 2022) and other community libraries (32 percent in 2022). However, similar to last year, residents from areas other than New Plymouth City and Kaitake are more likely to visit community libraries (55 – 75 percent visitation from other areas).

Table 8-3 Usage of libraries

	Three times or more	Once or twice	Once or more	Not at all
Used or visited the library at Puke Ariki	32%	21%	53%	47%
Used or visited a community library other than the Puke Ariki Library	18%	18%	36%	64%

SATISFACTION WITH LIBRARIES

Satisfaction with the Puke Ariki Library increased by 3 percent, from 78 percent in 2022 to 81 percent in 2023; results are similar to levels seen before 2021. Satisfaction levels with the community libraries have also increased since last year (from 55 percent to 63 percent), returning to levels seen in 2021.

Positively, dissatisfaction levels with all district libraries remain very low.

Provincial peer group average = 71%

Figure 8-3 Overall satisfaction with libraries

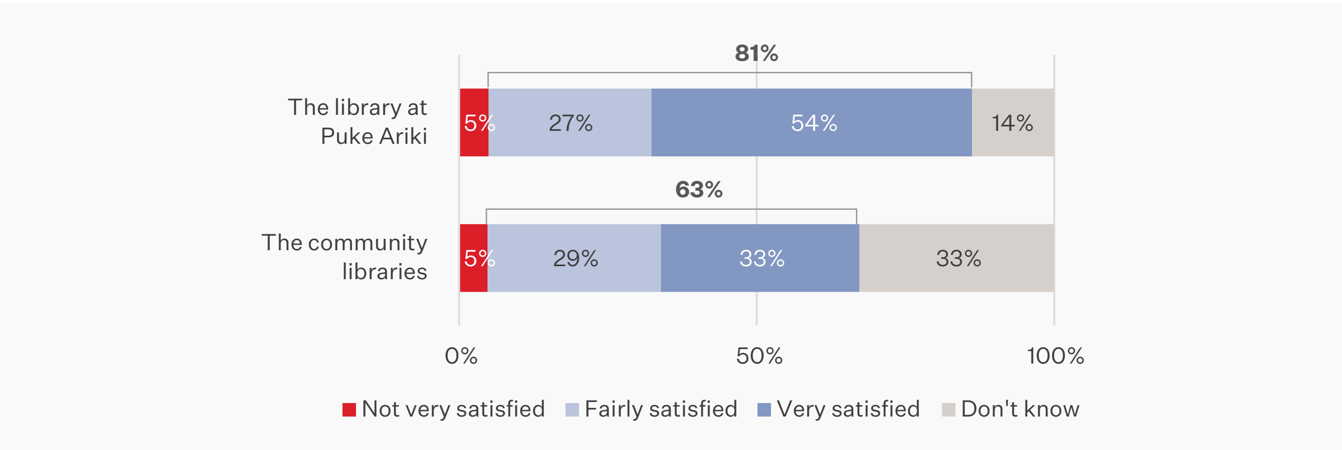
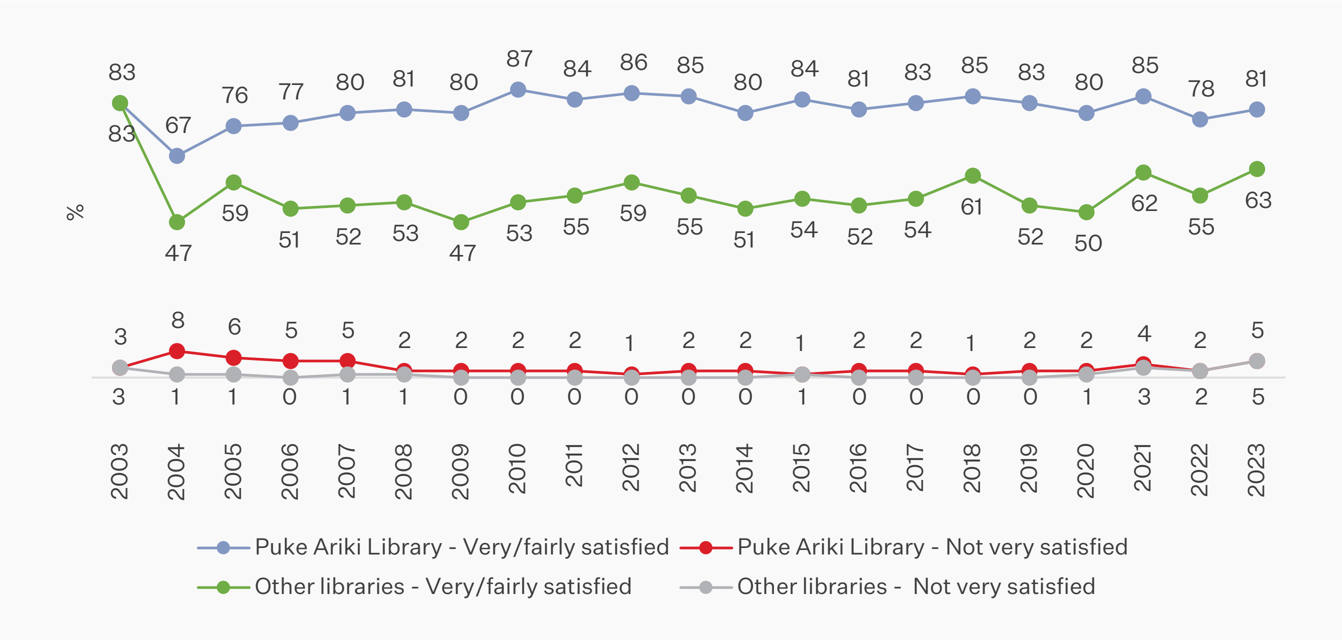


Figure 8-4 Satisfaction with libraries – over time



Overall, satisfaction levels indicate that residents like visiting the Puke Ariki Library, and dissatisfaction levels are very low. Differences in satisfaction levels exist due to respondents' inability to comment, which is related to their lack of use.

Table 8-4 Satisfaction with libraries – by area

Library at Puke Ariki	Not very satisfied	Fairly satisfied	Very satisfied	Don't know
New Plymouth City	5%	27%	56%	12%
Puketapu-Bell Block	3%	24%	48%	24%
Waitara	7%	30%	42%	21%
Clifton	0%	22%	78%	0%
Inglewood	7%	27%	46%	20%
Kaitake	5%	32%	63%	0%
Average	5%	27%	54%	14%
Other community libraries	**Not very satisfied**	**Fairly satisfied**	**Very satisfied**	**Don't know**
New Plymouth City	4%	25%	22%↓	49%↑
Puketapu-Bell Block	3%	35%	38%	24%
Waitara	6%	36%	50%	8%↓
Clifton	0%	33%	58%	8%
Inglewood	7%	30%	48%	16%
Kaitake	7%	40%	40%	13%
Average	5%	29%	33%	33%

Museums and art galleries

OVERVIEW OF USAGE

Just over half of residents had used or visited the Museum or the Visitor Information Centre at Puke Ariki over the past year, and a third had visited the Govett-Brewster Art Gallery/Len Lye Centre (53 percent and 31 percent, respectively). This result represents a slight increase in usage of the museum/Visitor Centre by 2 percent (51 percent in 2021) and in the use of the art gallery by 5 percent (26 percent in 2021).

Table 8-5 Usage of museums and art galleries

	Three times or more	Once or twice	Once or more	Not at all
Used or visited the museum or the Visitor Information Centre at Puke Ariki	19%	33%	53%	47%
Visited the Govett-Brewster Art Gallery/Len Lye Centre	8%	23%	31%	69%

SATISFACTION WITH THE MUSEUMS AND ART GALLERIES

Four-fifths of residents were satisfied (80 percent were fairly/very satisfied) with the museum at Puke Ariki. This result is an increase from 2022, when 77 percent were satisfied. An increase in dissatisfaction was also observed in the past 12 months (from 2 percent in 2022 to 5 percent in 2023). However, these changes are likely due to the decrease in residents who could not comment (as the number of residents unable to give an opinion dropped from 21 percent to 16 percent in 2023).

Nearly half (49 percent) of respondents were satisfied with the Govett-Brewster Art Gallery/Len Lye Centre. This result has been consistent since last year, when 48 percent were satisfied. Similar to the museum/Visitor Centre, a drop was observed in the proportion of residents having no opinion (38 percent had no opinion in 2022 compared to 32 percent in 2023). This shift increased dissatisfaction levels (from 14 percent in 2022 to 19 percent in 2023), which returned levels to those achieved in 2021.

The provincial peer group average for galleries is 72%.

Figure 8-5 Overall satisfaction levels with museum and art galleries

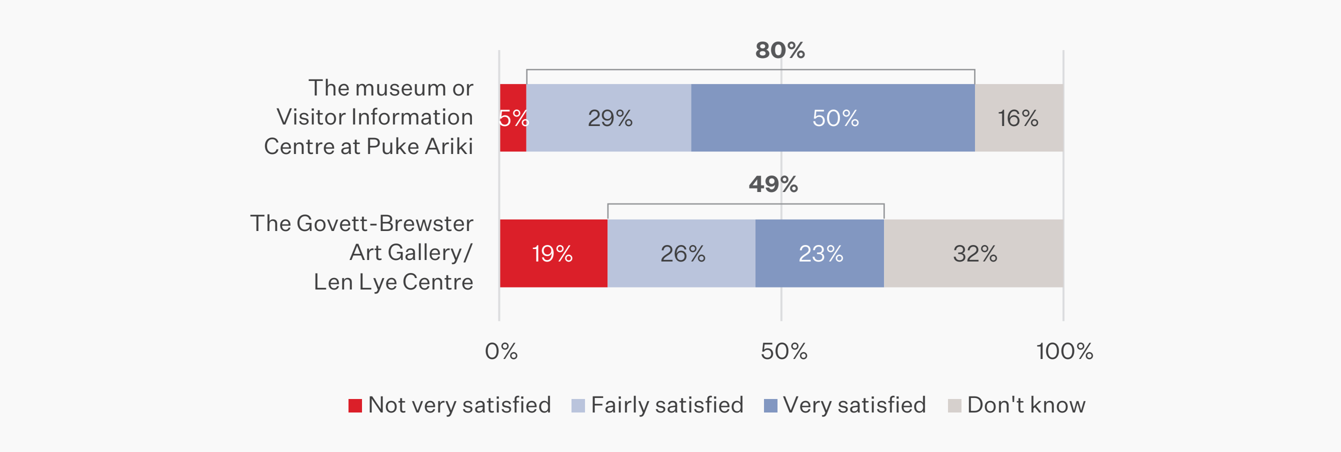
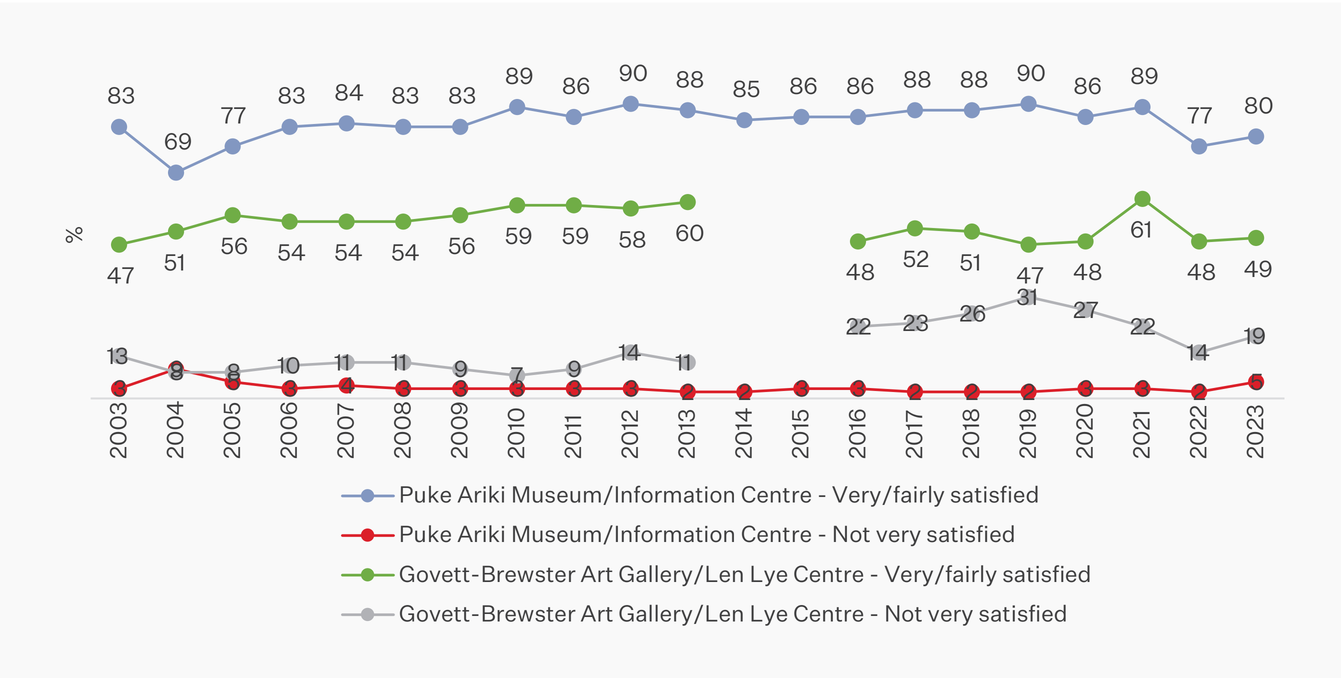


Figure 8-6 Satisfaction levels with Puke Ariki Museum and Govett-Brewster Art Gallery/Len Lye Centre – over time*



*Satisfaction with the Govett-Brewster Art Gallery was not asked during 2014-15 as it was closed for the Len Lye Centre expansion and earthquake strengthening

There were no significant differences in perceptions about the museum at Puki Ariki or the Govett-Brewster Art Gallery between different areas in the district.

Table 8-6 Satisfaction by location

Puke Ariki Museum or Visitor Information Centre	Not very satisfied	Fairly satisfied	Very satisfied	Don't know
New Plymouth City	6%	28%	53%	13%
Puketapu-Bell Block	6%	24%	45%	24%
Waitara	5%	41%	39%	16%
Clifton	0%	17%	83%	0%
Inglewood	3%	30%	40%	28%
Kaitake	0%	24%	67%	10%
Average	5%	29%	50%	16%
Govett-Brewster Art Gallery/Len Lye Centre	**Not very satisfied**	**Fairly satisfied**	**Very satisfied**	**Don't know**
New Plymouth City	19%	27%	26%	29%
Puketapu-Bell Block	16%	18%	23%	43%
Waitara	18%	16%	21%	46%
Clifton	13%	33%	20%	33%
Inglewood	25%	31%	8%	35%
Kaitake	21%	39%	25%	14%
Average	19%	26%	23%	32%

Suggestions to improve events and venues

All respondents were invited to suggest how the Council could improve the district's events and venues. It appears that lowering prices and increasing numbers of venues and exhibitions continue to identify where residents' lack of satisfaction stems from.

Table 8-7 Suggestions to improve events and venues

Topic	Area of improvement	%	n
Council's events	More events	1%	2
	Better communication	0%	1
	Better entertainment	0%	1
	Proportion of respondents providing a comment on Council events/ venues	2%	4
Govett-Brewster Art Gallery/Len Lye Centre	More exhibits	3%	6
	Cheaper	1%	2
	Proportion of respondents providing a comment on Govett-Brewster Art Gallery/Len Lye Centre	4%	8
Libraries	Community libraries other than Puke Ariki	1%	2
	Puke Ariki	0%	1
	Proportion of respondents providing a comment on the libraries	1%	3

Typical comments were:

> “For the Puke Ariki museum, if they could get better exhibitions, that would be appreciated that would be good like they did 10 years ago”.

> “I'd like to see a lot more of the public artists - what they produce. That could be from any artistic expression.”

Section 9

Other Council services

Key metrics

The Airport

77%	had used or visited the Airport over the past year. Of these, **95%** were satisfied with their experience.
86%	were satisfied with the Airport overall.

Swimming facilities

51%	had used swimming facilities over the past year. Of those, **93%** were satisfied with their experience.
71%	were satisfied with swimming facilities overall.

Quality of public toilets

76%	had used a public toilet. Of those, **82%** were satisfied with their experience.
73%	were satisfied with public toilets overall.

Assistance and support to community groups

70%	were satisfied with assistance and support to community groups.

Animal control activities

13%	had contacted the Council about animal control. Of those, **81%** were satisfied with their experience.
42%	were satisfied with animal control overall.

Overview of usage of other Council services

Usage of other Council services was found to have increased since 2022 (increases ranged between 1 to 12 percent).

Three-quarters (77 percent) had used or visited the Airport in 2023, an increase of 12 percent (65 percent in 2022). Fifty-one percent had used or visited a public swimming facility in 2023, compared to 43 percent in 2022. Seventy-six percent used a public toilet compared to 73 percent in 2022. Only 13 percent had contacted the Council about dogs and/or other animals, similar to 12 percent in 2022.

Table 9-1 Usage of other Council services

	Three times or more	Once or twice	Once or more	Not at all
Used or visited the Airport	46%	32%	77%	23%
Used or visited a public swimming facility	34%	17%	51%	49%
Used a public toilet	52%	25%	76%	24%
Contacted the Council about dogs and/or other animals	3%	10%	13%	87%

Satisfaction with the Airport

Overall, 86 percent were satisfied with the Airport, which increased from 80 percent in 2022. This increase in satisfaction corresponds to a six percent drop in don't know responses. Dissatisfaction overall remains at a low.

Three-quarters of residents (or family members) had used or visited the Airport during the past 12 months. Of these, 95 percent were satisfied with their experience. User satisfaction with the Airport has remained similar to 2022.

There are no provincial peer group averages for satisfaction for airports.

Figure 9-1 Overall satisfaction with the airport

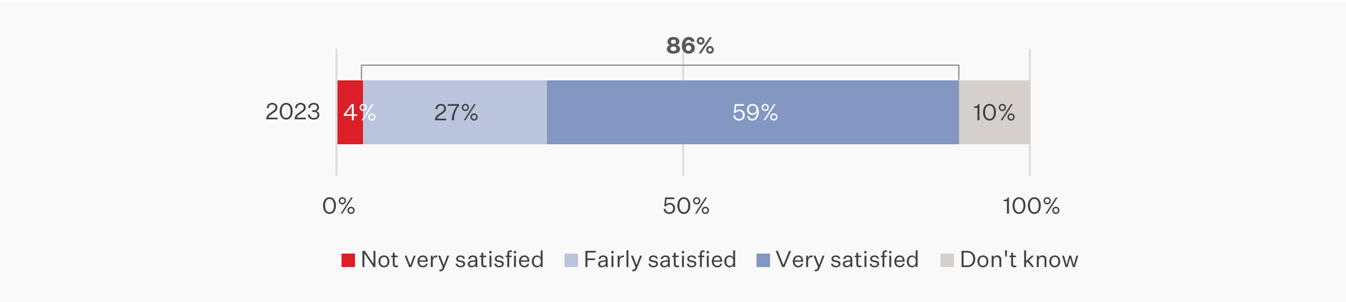
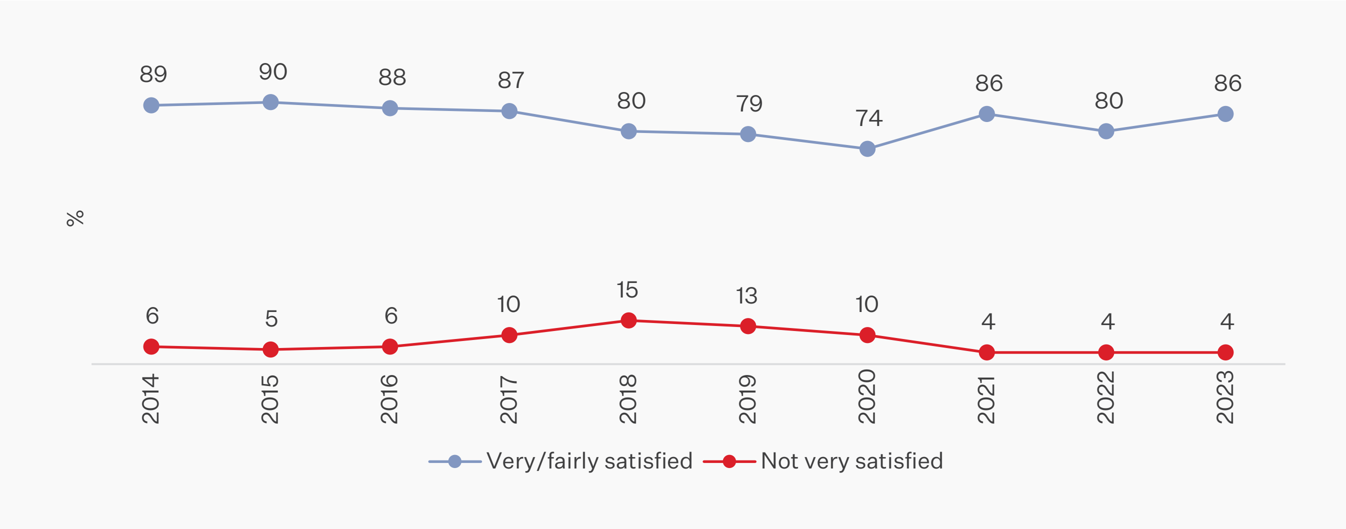


Figure 9-2 Satisfaction with the Airport – over time



There were no significant demographic differences.

Table 9-2 Satisfaction with the Airport by area

	Not very satisfied	Fairly satisfied	Very satisfied	Don't know
New Plymouth City	5%	28%	58%	9%
Puketapu-Bell Block	0%	23%	68%	10%
Waitara	4%	19%	55%	21%
Clifton	0%	17%	67%	17%
Inglewood	2%	34%	55%	9%
Kaitake	4%	21%	71%	4%
Average	4%	27%	59%	10%

Satisfaction with swimming facilities

Overall, 71 percent of residents were satisfied with the district's swimming facilities. This result is consistent with 2022 (71 percent). Similar to last year, compared to 2021 and prior, this result mostly corresponds to the increase in don't know responses, likely due to the decreased use in 2022 and 2023.

Dissatisfaction levels have remained low over time.

Looking at users and visitors, just over half (51 percent) of the district's residents had used a swimming facility over the past year. Of those, 93 percent were satisfied with their experience. This result is similar to last year.

Provincial peer group averages = 52 percent

Figure 9-3 Overall satisfaction with swimming facilities

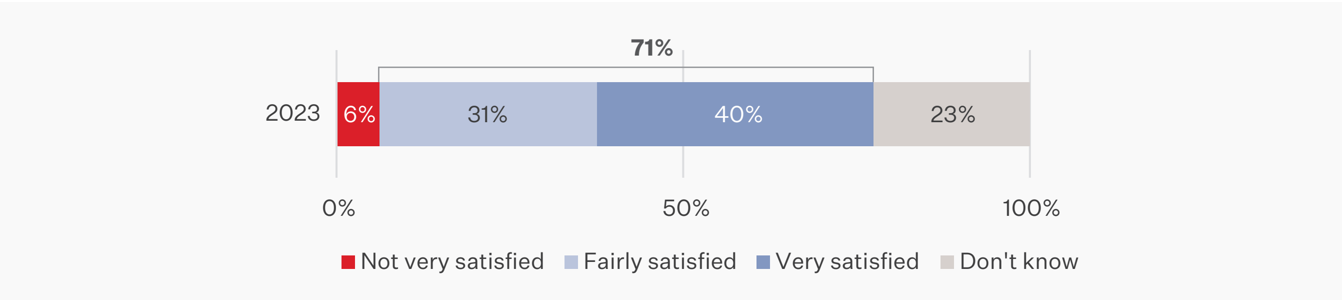
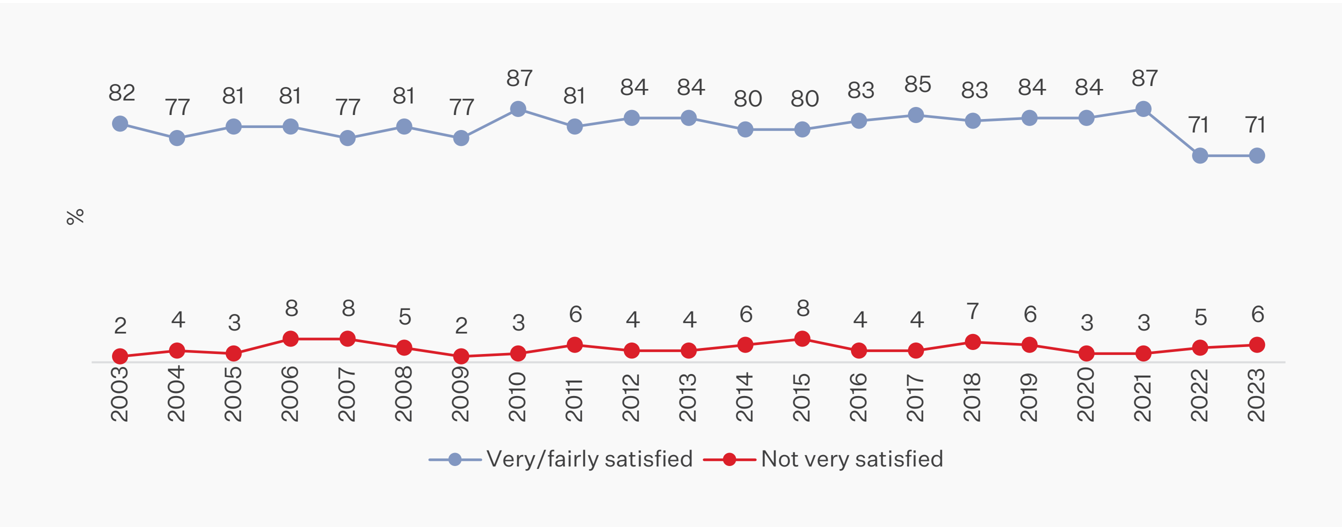


Figure 9-4 Satisfaction with swimming facilities – over time



Residents aged 18–44 were more likely to be satisfied than other age groups; those over 65 were more likely not to have an opinion. Those within households of three or more were significantly more likely to be satisfied (84 percent) than smaller households (60 percent).

Table 9-3 Satisfaction with swimming facilities by area

	Not very satisfied	Fairly satisfied	Very satisfied	Don't know
New Plymouth City	6%	32%	41%	21%
Puketapu-Bell Block	5%	25%	39%	32%
Waitara	7%	21%	44%	28%
Clifton	13%	47%	20%	20%
Inglewood	4%	39%	31%	25%
Kaitake	7%	36%	43%	14%
Average	6%	31%	40%	23%

Satisfaction with the quality of public toilets

In 2023, 73 percent of residents were satisfied with the quality control of their public toilets. This finding is consistent with 2022 (73 percent). However, dissatisfaction has increased by four percent in 2023.

Satisfaction levels with the quality of public toilets have oscillated over time but remained fairly stable over the past eleven years.

Three-quarters of residents had used a public toilet over the past 12 months. Of those, 82 percent acknowledged satisfaction with their experience. This result decreased from 2022 satisfaction levels when 86 percent were satisfied.

Provincial peer group averages = 54 percent

Figure 9-5 Overall satisfaction with the quality of public toilets

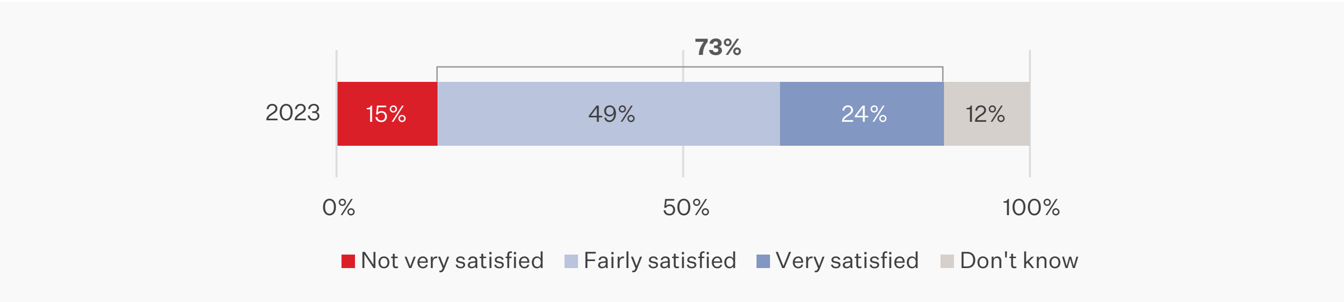
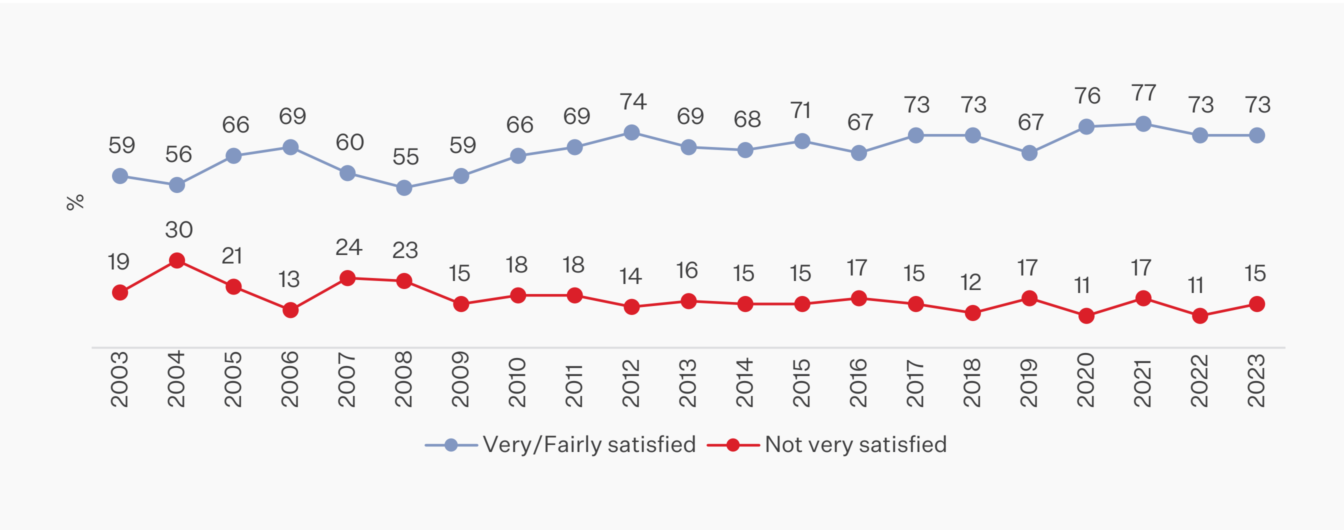


Figure 9-6 Satisfaction with the quality of public toilets – over time



While not significantly different, dissatisfaction with public toilets was higher in New Plymouth City. Residents aged 18–44 (24 percent) and residents living in a household with three or more members (22 percent) were significantly more likely to be dissatisfied with public toilets.

Table 9-4 Satisfaction with the quality of public toilets by area

	Not very satisfied	Fairly satisfied	Very satisfied	Don't know
New Plymouth City	17%	45%	25%	13%
Puketapu-Bell Block	9%	43%	32%	16%
Waitara	12%	51%	26%	11%
Clifton	13%	67%	13%	7%
Inglewood	12%	69%	10%	10%
Kaitake	4%	64%	21%	11%
Average	15%	49%	24%	12%

Assistance and support to community groups

Seven in ten residents were satisfied (70 percent were fairly/very satisfied) with the assistance and support given to community groups. However, one-fifth didn't know enough to answer, indicating many are still unaware of any measures the Council takes in this area.

Satisfaction with assistance and support to community groups has varied over time but is continuing an upward trend since 2019. Dissatisfaction levels have remained consistent over time.

There are no provincial peer group averages for satisfaction with assistance and support to community groups.

Figure 9-7 Overall satisfaction with assistance and support to community groups

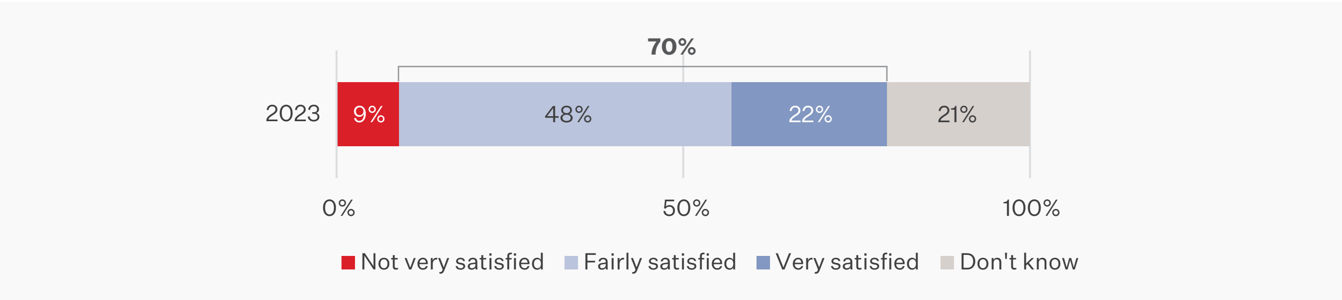
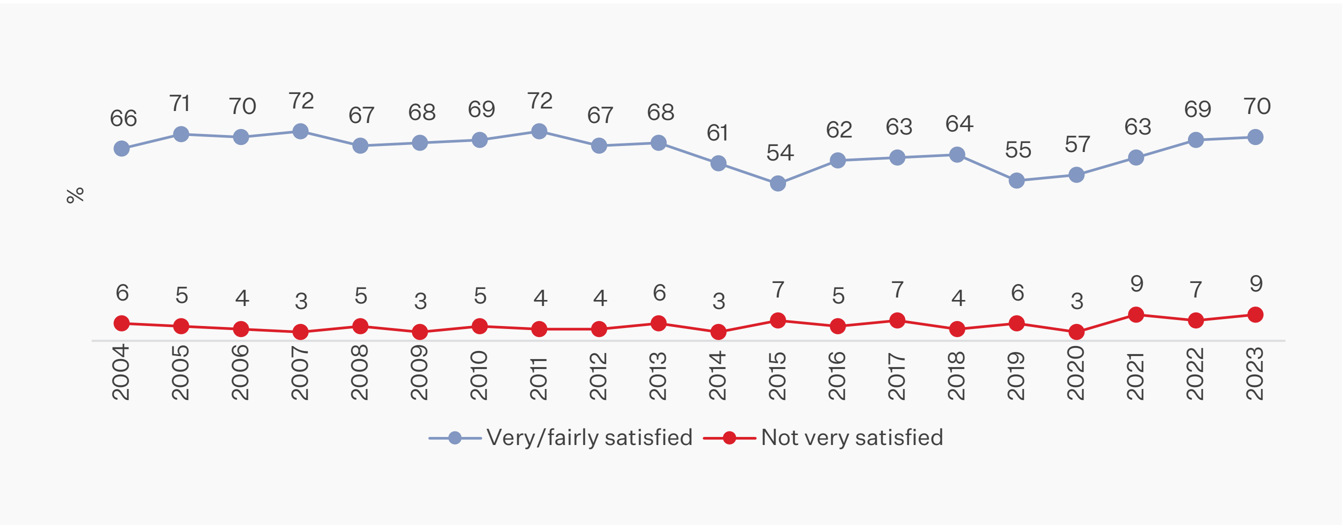


Figure 9-8 Satisfaction with assistance and support to community groups – over time



Residents in Kaitake and Clifton were the most dissatisfied with assistance and support to community groups.

Table 9-5 Satisfaction with assistance and support to community groups by area

	Not very satisfied	Fairly satisfied	Very satisfied	Don’t know
New Plymouth City	10%	46%	24%	21%
Puketapu-Bell Block	9%	50%	18%	23%
Waitara	7%	46%	23%	25%
Clifton	13%	47%	20%	20%
Inglewood	4%	53%	25%	18%
Kaitake	14%	61%	11%	14%
Average	9%	48%	22%	21%

Satisfaction with animal control services

Over half (52 percent) of the district's residents were unable to comment on animal control services. This finding represents a significant increase since 2021 when only 14 percent had no opinion. As a result, the proportion of respondents satisfied with this service continues to be markedly lower (42 percent were satisfied in 2023 compared to the 70+ percent satisfied prior to 2022).

Among the 13 percent of residents who contacted the Council about animal control, 81 percent were satisfied with their experience. This result is a two percent increase from 2022, when 79 percent were satisfied.

There are no provincial peer group averages for animal control.

Figure 9-9 Overall satisfaction with animal control services

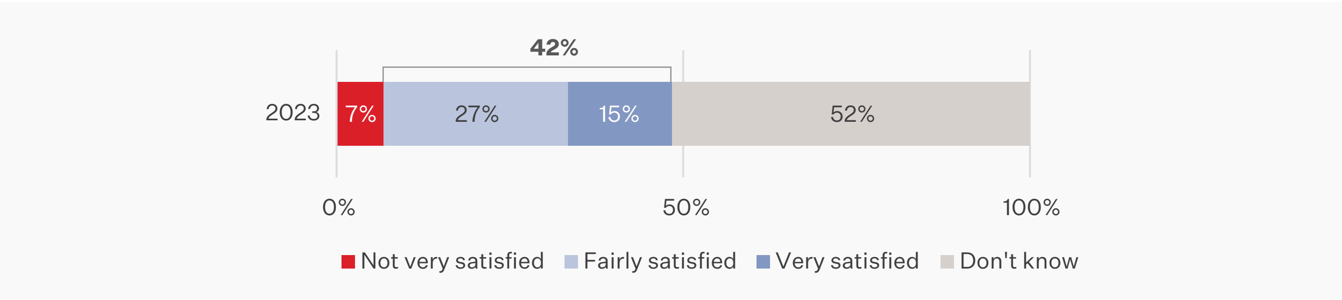
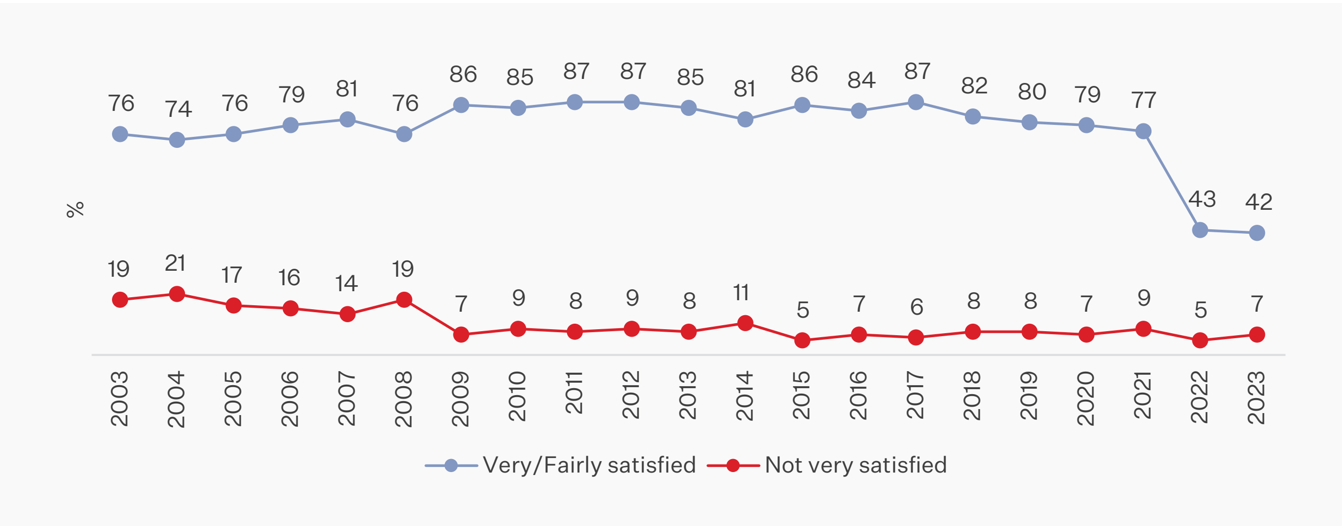


Figure 9-10 Satisfaction with animal control services – over time



Residents from Clifton and Waitara were slightly more likely to be dissatisfied with animal control. Residents aged 65+ (64 percent) were significantly more likely not to comment on their satisfaction level with animal control services (not shown).

Table 9-6 Satisfaction with animal control services by area

	Not very satisfied	Fairly satisfied	Very satisfied	Don't know
New Plymouth City	7%	26%	16%	51%
Puketapu-Bell Block	5%	25%	14%	57%
Waitara	11%	21%	7%	61%
Clifton	13%	20%	13%	53%
Inglewood	6%	31%	22%	41%
Kaitake	4%	39%	14%	43%
Average	7%	27%	15%	52%

Suggestions to improve other Council services

All respondents were invited to provide a suggestion on what the Council could do to improve their services. Most comments suggested improvements to increase the cleanliness of the public toilets. Other suggestions included upgrading swimming facilities and increasing airport parking (although numbers of comments were very low).

Table 9-7 Suggestions to improve other Council services

Topic	Area of improvement	%	n
Airport	Opening hours	0%	1
	Better shelter at the drop-off area	0%	1
	Proportion of respondents providing a comment on the Airport	1%	2
Swimming facilities	Upgrade/maintenance	1%	2
	Open longer hours	0%	1
	Other	1%	3
	Proportion of respondents providing a comment on the swimming facilities	3%	6
Public toilets	Cleaner	16%	32
	Proportion of respondents providing a comment on the public toilets	16%	32
Animal control services	Better/more help	0%	1
	Enforce dogs on leashes	0%	1
	Proportion of respondents providing a comment on the animal control services	1%	2

Some comments were:

> “Public toilets need to be a lot cleaner. The floors and walls always need a good scrub and more toilet paper”.

Section 10

Overview of usage of Council services and facilities

Residents from the district frequently visit their local parks and reserves, making this a valuable asset to the area. Contacting the Council about animals is the least used service in 2023 compared to all others.

Table 10-1 Number of times a facility or service has been visited

	Three or more times	Once or twice	Once or more	Not at all
Public parks or reserves, including the Coastal Walkway and Pukekura Park	76%	16%	92%	8%
The Airport	46%	32%	77%	23%
A public toilet in the New Plymouth District	52%	25%	76%	24%
Attended an entertainment, arts or sporting event at TSB Showplace (Opera House), TSB Stadium	32%	33%	65%	35%
A playground	44%	17%	61%	39%
A sports park	39%	19%	58%	42%
The library at Puke Ariki	32%	21%	53%	47%
The Museum or Visitor Information Centre at Puke Ariki	19%	33%	53%	47%
A public swimming facility	34%	17%	51%	49%
Rode a bike on a road or path around our district	34%	11%	46%	54%
A community library other than the Puke Ariki library	18%	18%	36%	64%
The Govett-Brewster Art Gallery/Len Lye Centre	8%	23%	31%	69%
Animal control services	3%	10%	13%	87%

Section 11

Council planning

Key metrics

Satisfaction with rates

63%	are satisfied with the way their rates are spent.

Spend emphasis

34%	The overall quality of roads was the top emphasis for spending more rates.

Rates spending

SATISFACTION WITH THE WAY RATES ARE SPENT

Generally, residents are fairly satisfied with how their rates are spent (63 percent were satisfied). This result is lower than in 2022, when 71 percent were satisfied with this measure; however, this is largely due to the inclusion of tracking residents who are not a ratepayer in 2023.

There are no peer group averages for satisfaction with how rates are spent.

Figure 11-1 Overall level of satisfaction with the way rates are spent

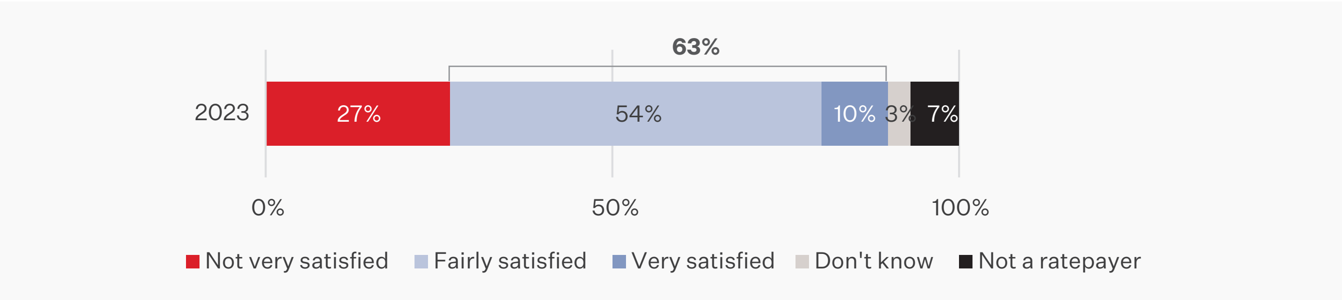
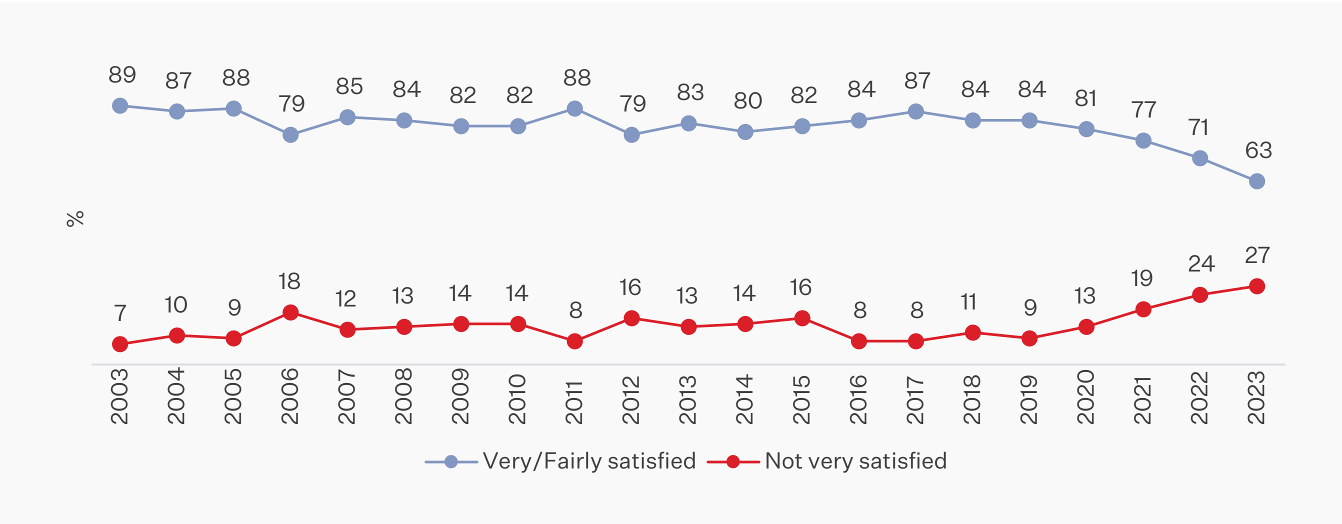


Figure 11-2 Satisfaction with the way rates are spent – over time



Rates spending perceptions vary among different areas, but not significantly.

Table 11-1 Satisfaction of rates spending by area.

	Not very satisfied	Fairly satisfied	Very satisfied	Don't know	Not a ratepayer
New Plymouth City	29%	53%	10%	3%	6%
Puketapu-Bell Block	16%	57%	16%	2%	9%
Waitara	26%	54%	5%	5%	9%
Clifton	7%	60%	13%	0%	20%
Inglewood	25%	57%	6%	4%	8%
Kaitake	36%	43%	14%	7%	0%
Average	27%	54%	10%	3%	7%

REASONS FOR DISSATISFACTION WITH RATES SPENT

Respondents dissatisfied with how the Council spent their rates were asked why.

Twenty-eight percent were dissatisfied with rates and the general affordability of rates. Specifically, respondents were dissatisfied with spending on specific services and facilities they felt were unnecessary, the general spending of rates, and the allocation of funding.

Table 11-2 Reasons for dissatisfaction with rates spent.

	%	n
Rates/rates affordability	28%	37
Spending on specific services/facilities	18%	24
General spending of rates/allocation of funding	16%	21
Spending money on Yarrow stadium/rugby parks	15%	20
General dissatisfaction with Council services	14%	19
Potholes/broken roads	14%	19
Quality/lack of rubbish collection	7%	9
The Council	5%	7
Other	5%	6
Nothing/no comment	11%	15
TOTAL	133	

Some comments were:

> “Rate payments - we pay for everything, and the rates are going up; we have done everything, they have done nothing; it’s ridiculous”.

> “The rates are so expensive. Especially for someone like me, being a first homeowner. Rubbish collection is always behind”.

The emphasis on spending trade-offs

The survey was changed in 2023 to understand better where residents wished to see a spending trade-off. Instead of being presented with a list of 30 services and facilities, residents were asked what they would like to see more, about the same, or less spent on without being prompted. More cannot be spent on all services or facilities without increasing rates or user charges (see Appendix for the full summary table).

There were not a lot of significant differences in demographic variables.

Residents based in Clifton were significantly more likely to want less rates spent on roading (20 percent). While females (55 percent) and residents under 45 years (59 percent) were more likely to say nothing required less spending.

EMPHASIS ON SPENDING MORE

The overall quality of roads was the top emphasis for 34 percent of respondents, while under ten percent of residents wished to see more rates spent on

- water supply (8 percent);
- parks and reserves (7 percent); and
- footpath safety (7 percent).

Table 11-3 Top ten services or facilities to spend more rates on.

		%	n
1	The overall quality of roads	34%	169
2	The quality of the water supply	8%	38
3	The quality of parks and reserves, including the Coastal Walkway and Pukekura Park	7%	35
4	The quality and safety of footpaths	7%	33
5	Assistance and support to community groups	6%	31
6	The availability of car parking in the district	4%	22
7	Kerbside rubbish and recyclables collection	4%	21
8	The quality of sports parks	4%	19
9	maintenance general	4%	18
10	Nothing/no comment	22%	111

EMPHASIS ON SPENDING LESS

Council staff wages were the top emphasis for less spending (9 percent of residents). While a further 8 percent of residents expressed that less money should be spent on improving the quality of sports parks and on the Govett-Brewer Art Gallery/Len Lye Centre.

Table 11-5 Top ten services or facilities to spend fewer rates on

		%	n
1	Council staff Wages	9%	47
2	The quality of sports parks	8%	42
3	Govett-Brewster Art Gallery/Len Lye Centre	8%	38
4	The quality of parks and reserves, including the Coastal Walkway and Pukekura Park	4%	22
5	Less on ‘feel good’ projects	4%	22
6	Art	4%	18
7	Spend less - Generic comment	2%	12
8	The overall quality of roads	2%	11
9	The quality of the water supply	2%	10
10	Nothing/no comment	48%	240

Section 12

Contacting the Council

Key metrics

Satisfaction with overall service when contacting

85%	were satisfied with their contact with Council offices.
94%	were most satisfied when they contacted the Council in person.

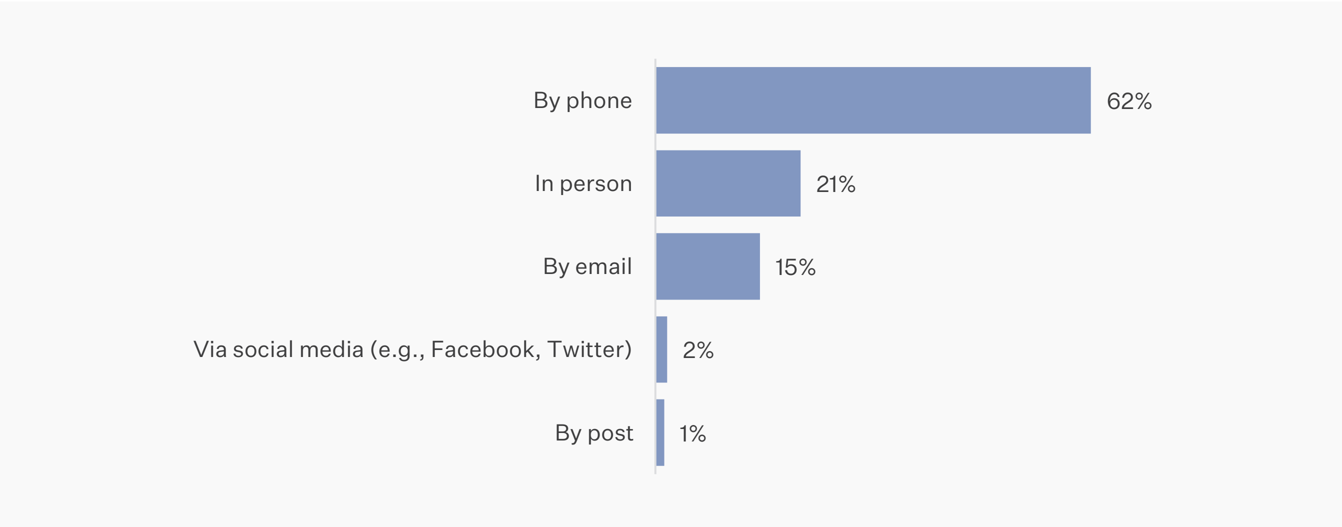
Rating of Council staff when contacting

85%	found the Council staff helpful.
83%	found the Council staff knowledgeable.
61%	were satisfied the Council did what it said it would do.

Contacting Council offices

All respondents were asked if they had contacted the Council over the past 12 months, and a half (242 residents or 49 percent) had. The most predominant contact method was by phone (62 percent).

Figure 12-1 Method to contact Council



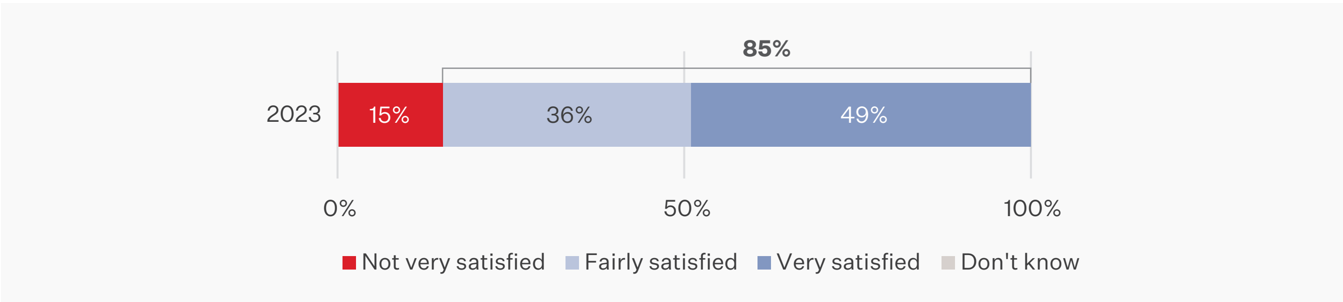
There were no significant differences in the proportion of respondents who had contacted the Council or mode of contact by area.

Satisfaction with contact with Council offices

OVERALL SATISFACTION

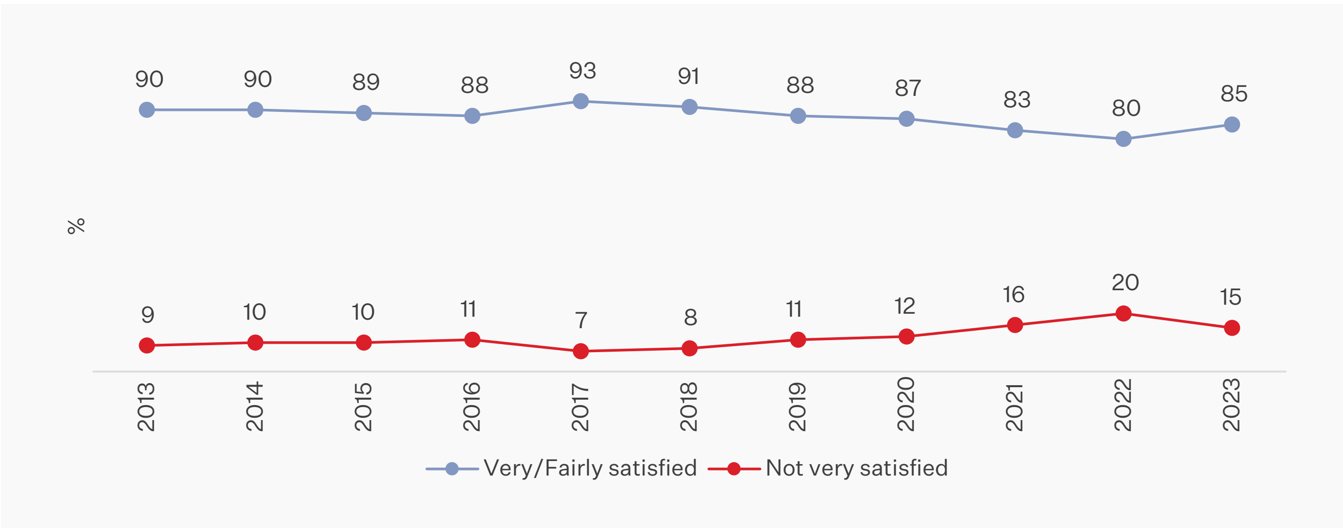
In total, 85 percent of respondents were satisfied with their contact with Council offices. Trend analysis found this was the first increase in satisfaction since 2020.

Figure 12-2 Overall satisfaction with contact with Council offices (n=242)



There is no provincial peer average for satisfaction with contact with Council offices.

Figure 12-3 Overall satisfaction with contact with Council offices – over time



SATISFACTION WITH CONTACT WITH COUNCIL OFFICES BY DIFFERENT MODES

Residents were most satisfied when they contacted the Council in person (94 percent satisfied), whereas contact by email was the method that produced the highest level of dissatisfaction (31 percent).

Table 12-1 Level of satisfaction with contact with Council offices by contact mode

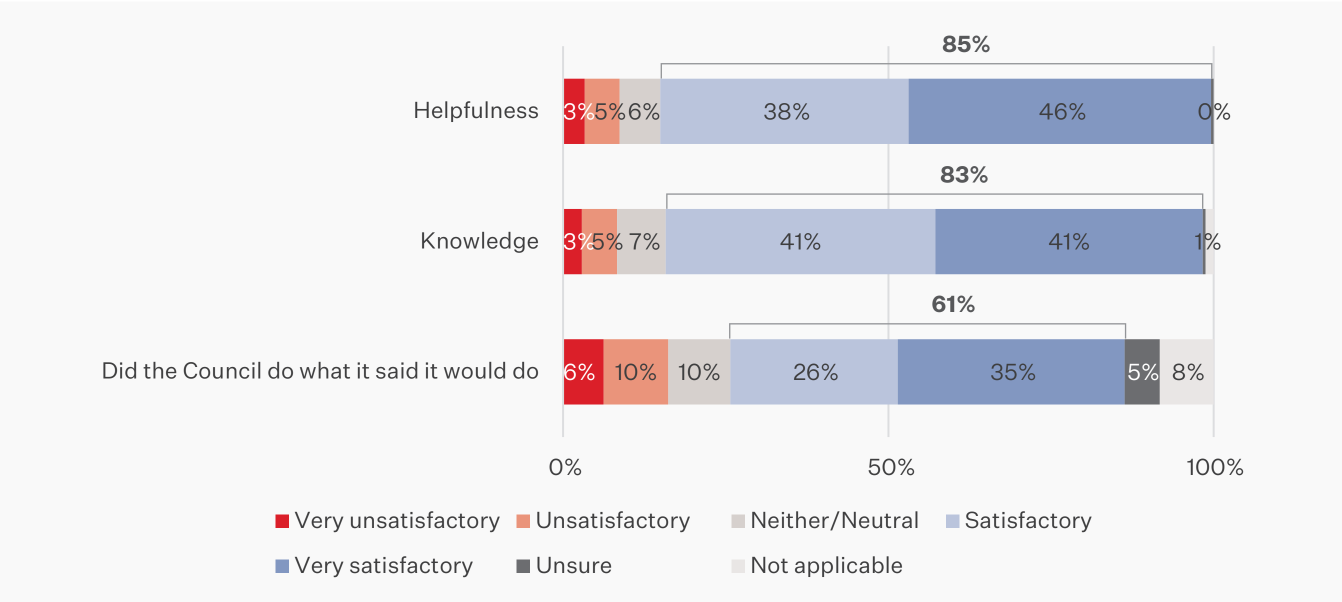
	Not very satisfied	Fairly satisfied	Very satisfied	Don't know	Number of respondents (n)
By phone	15%	36%	49%	0%	150
In-person	6%	38%	56%	0%	50
By email	31%	33%	36%	0%	36
Via social media	0%	25%	75%	0%	4
By post	0%	33%	67%	0%	3
Average	15%	36%	49%	0%	242

Staff performance

Those respondents (n=242) that contacted the Council over the past 12 months were asked how they rated staff performance on helpfulness, knowledge, and whether the Council did what it said it would.

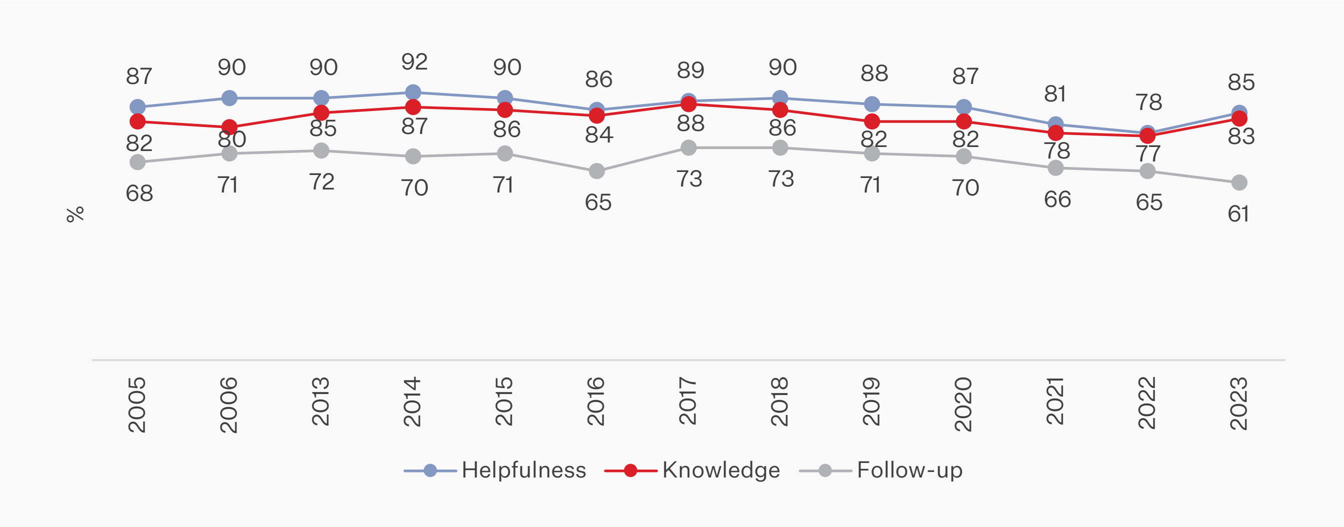
Respondents found the interactions with staff more than satisfactory (satisfactory/very satisfactory) across all three investigated areas. They felt the staff were helpful (85 percent satisfied), knowledgeable (83 percent satisfied), and were satisfied the Council did what it said it would do (61 percent satisfied).

Figure 12-4 Level of satisfaction with staff performance (n=242)



Satisfaction with helpfulness and knowledge of staff performance has increased since 2022 (increasing 7 percent and 6 percent, respectively), while satisfaction with the staff's ability to follow-up has decreased by 4 percent.

Figure 12-5 Staff performance over time



Suggestions to improve Council service

Dissatisfied respondents were invited to provide a suggestion on what the Council could do to improve its overall service. The top two areas residents would like to see improvements in are better communication and processes (33 percent and 19 percent, respectively). One-quarter (25 percent) of residents had no further comments to add.

Table 12-2 Suggestions to improve Council services

Areas of improvement	%	n
Better communication	33%	12
Better processes	19%	7
Hire better staff	14%	5
Follow through with promises	11%	4
Other	3%	1
Don't know/nothing/no comment	25%	9
Total number of dissatisfied respondents	100%	36

Some typical comments were:

> “It was hard to get in touch with them. I think they need to let people know clearly the best way to contact services”.

> “More knowledge about what's happening in the New Plymouth area. Receptionist and staff need more knowledge”.

Section 13

Public Consultation

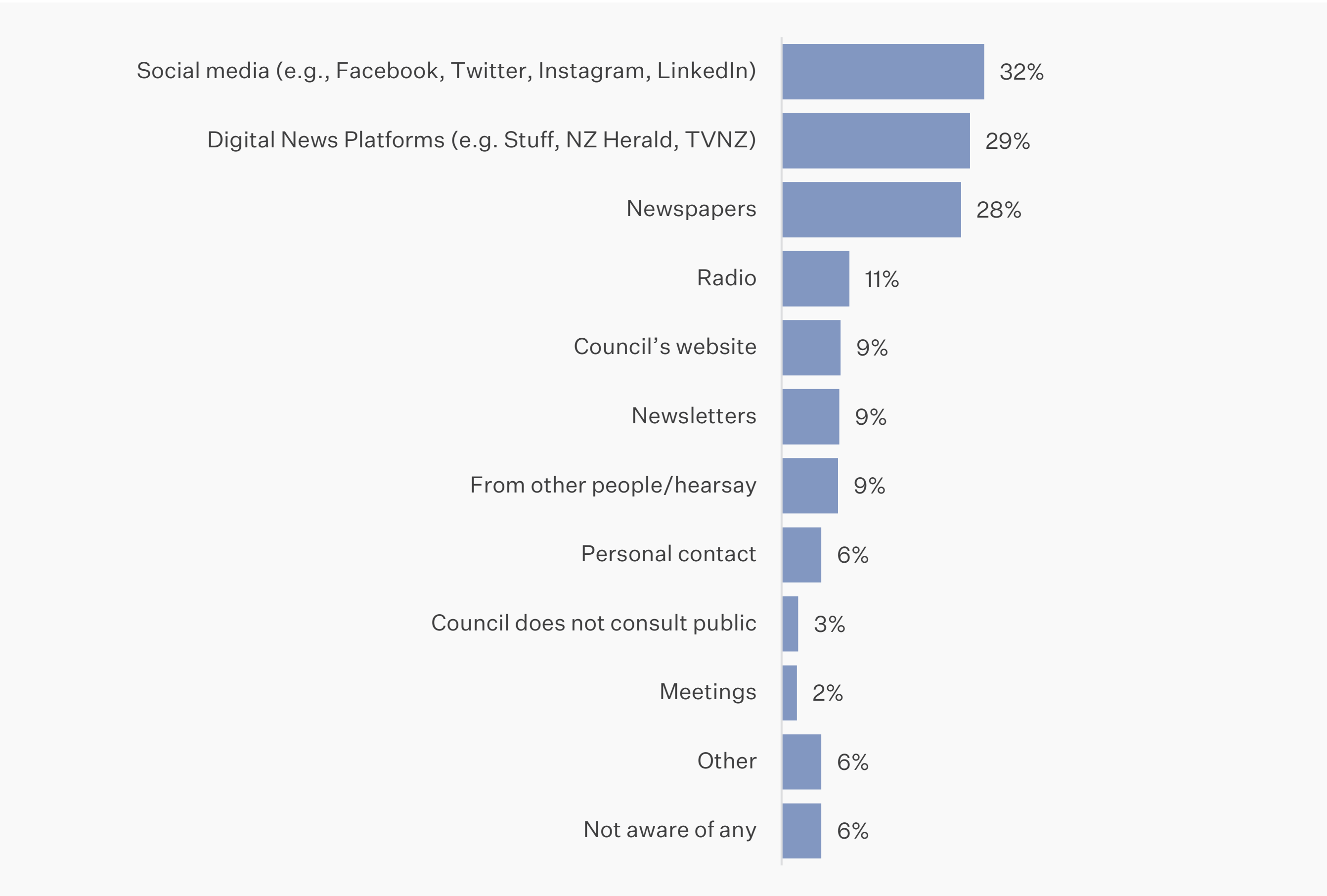
Public consultation

- Social media platforms are the predominant source of information about the Council.
- Online media (media websites and social media) is the most preferred method.
- Preferred media sources vary by age.
- Fifty-six percent feel the information the Council supplies to the community is enough/more than enough.

Sources of information

Respondents were asked to identify sources of information seen, read, or heard about the Council. In 2023, most people found information about the Council from social media, followed by digital news platforms and newspapers.

Figure 13-1 Source of information about the Council



Looking at the district's areas in more detail, there were no significant differences among the top three sources of information.

Table 13-1 Top three sources of information by area

	New Plymouth City	Puketapu-Bell Block	Waitara	Clifton	Inglewood	Kaitake	Average
Social media (e.g., Facebook, Twitter, Instagram, LinkedIn)	30%	43%	32%	13%	37%	25%	32%
Digital News Platforms (e.g. Stuff, NZ Herald, TVNZ)	30%	25%	30%	27%	35%	18%	29%
Newspapers	28%	30%	28%	33%	27%	21%	28%

Most significant differences regarding information sources about the Council were seen in the different age groups. For example, the younger age groups were significantly more likely to use social media, and the older age groups were more likely to use newspapers. These results are consistent with the results obtained in 2022.

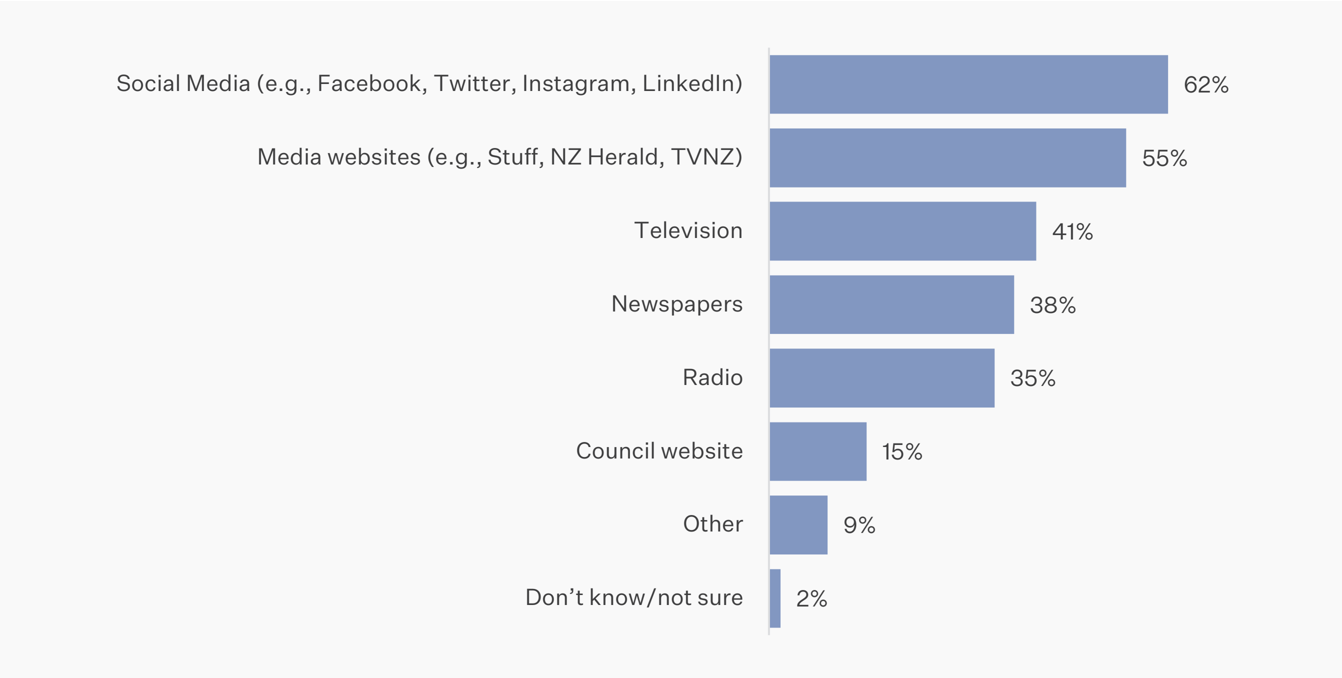
Table 13-2 Top three sources of information by age

	18–44 years	45–64 years	65+ years
Social media (e.g. Facebook, Twitter, Instagram, LinkedIn)	48% ↑	26%	13% ↓
Digital News Platforms (e.g. Stuff, NZ Herald, TVNZ)	25%	28%	39%
Newspapers	17% ↓	28%	46% ↑

Preferred sources of information

Residents were also asked about other media sources that they use. Social media sites such as Facebook and Instagram were used the most frequently (62 percent), followed by Media websites such as Stuff and TVNZ (55 percent) and television (41 percent).

Figure 13-2 General use of media sources



Similar to the sources used to see, read, or hear about Council information, media sources vary by age, as younger residents are more likely to use social media (80 percent). In contrast, residents aged 65 or older are more likely to use traditional media sources.

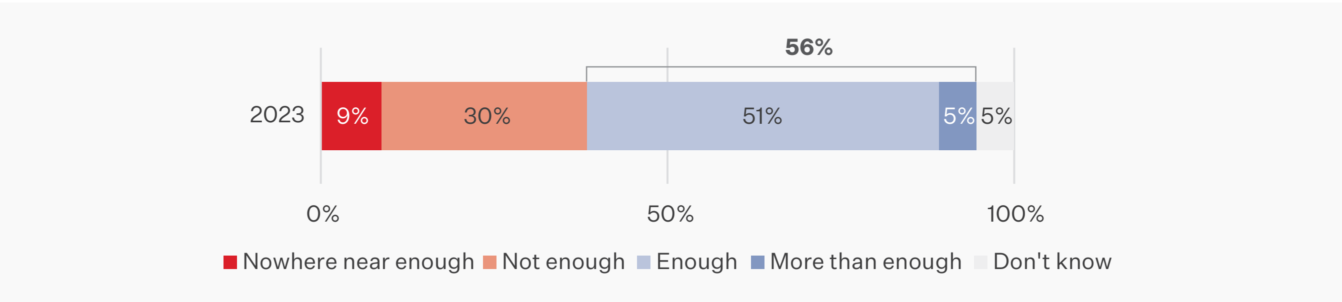
Table 13-3 General use of media sources by age

	18–44 years	45–64 years	65+ years
Social Media (e.g., Facebook, Twitter, Instagram, LinkedIn)	80%↑	61%	33%↓
Media websites (e.g., Stuff, NZ Herald, TVNZ)	50%	54%	66%↑
Television	31%↓	41%	58%↑
Newspapers	24%↓	37%	62%↑
Radio	31%	35%	42%
Council website	12%	15%	20%
Other	6%	11%	10%
Don’t know/not sure	1%	2%	3%

Sufficiency of information

All respondents were asked to comment on whether the information the Council supplied to the public was enough. More than half of (56 percent) residents felt that the information was satisfactory, whilst over a third (38 percent) believed that the information provided by the Council was insufficient or nowhere near enough. Satisfaction has decreased by 3 percent in the last 12 months (from 59 percent in 2022).

Figure 13-3 Sufficiency of information supplied by the Council



There were no significant differences by area or other demographics.

Table 13-4 Satisfaction of rates spent by area

	Nowhere near enough	Not enough	Enough	More than enough	Don't know
New Plymouth City	8%	28%	53%	6%	5%
Puketapu-Bell Block	11%	32%	50%	7%	0%
Waitara	14%	32%	47%	2%	5%
Clifton	7%	27%	53%	7%	7%
Inglewood	4%	37%	45%	6%	8%
Kaitake	14%	25%	46%	4%	11%
Average	9%	30%	51%	5%	5%

Section 14

Perceptions of the New Plymouth district

Key metrics

Council reputation

65%	of residents think the Council has a good reputation.

Meeting community aspirations

47%	perceive the Council as meeting the community's aspirations and needs.

Quality of life

86%	perceive their quality of life to be very good or good.

Council's reputation

Just under two-thirds of the district's residents think the Council has a good reputation. This finding is a slight decrease since last year (from 68 percent to 65 percent); results are still comparatively low compared with 2017–2019.

There are no provincial peer group averages for Council's reputation.

Figure 14-1 Does the Council have a good reputation?

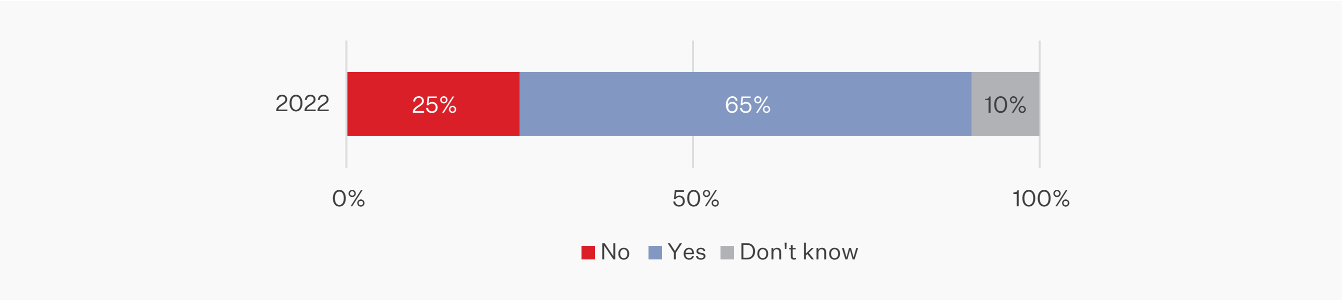
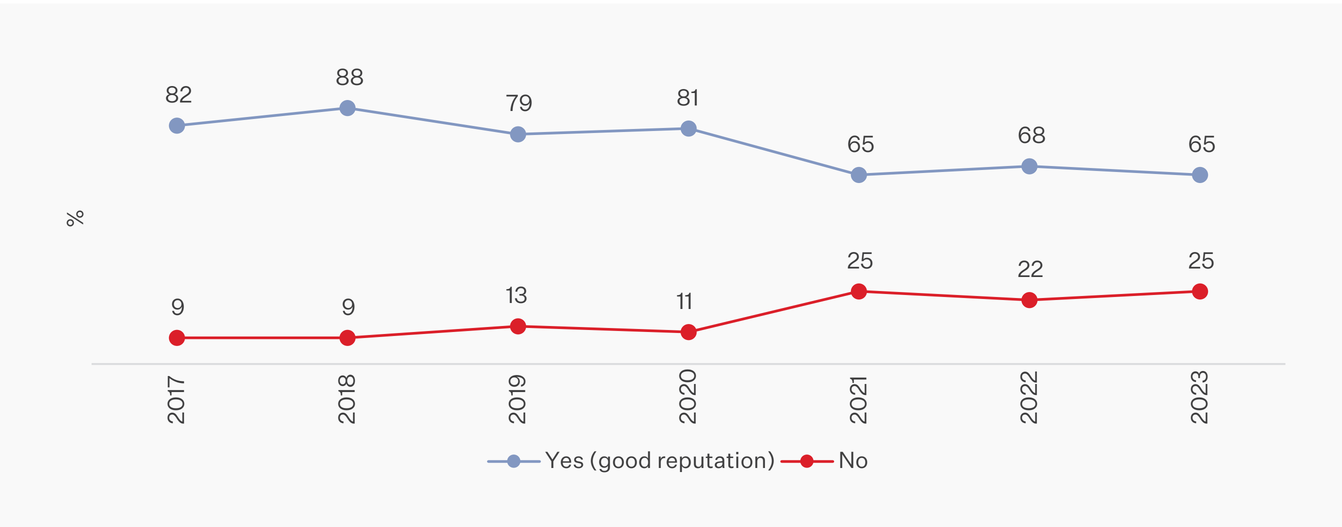


Figure 14-2 Council's reputation – over time



There were no demographic differences regarding the Council's reputation.

Table 14-1 Reputation measurement by area

	New Plymouth City	Puketapu-Bell Block	Waitara	Clifton	Inglewood	Kaitake	Average
Yes (good reputation)	65%	68%	56%	80%	75%	57%	65%
No	25%	20%	32%	20%	18%	32%	25%
Don't know	10%	11%	12%	0%	8%	11%	10%

Meeting the needs and aspirations of the community

Residents were asked how they feel the Council meets the community's needs and aspirations, using a ten-point scale, where one is 'does not meet' to 10 is 'meets very well'.

Just under half (47 percent) of residents scored between 7 to 10. This result suggests about half of the district residents perceive the Council as meeting the community's needs and aspirations. Following an upward trend, this is a slight decrease since 2022, where 51 percent provided the same score.

Just over a third gave the Council a neutral score (38 percent gave a score of 5–6), and only 15 percent rated the Council as not meeting the district's needs or aspirations (a score of 1-4). This finding was consistent with 2022 results (14 percent gave a score of 1-4).

Figure 14-3 Meeting aspirations and needs

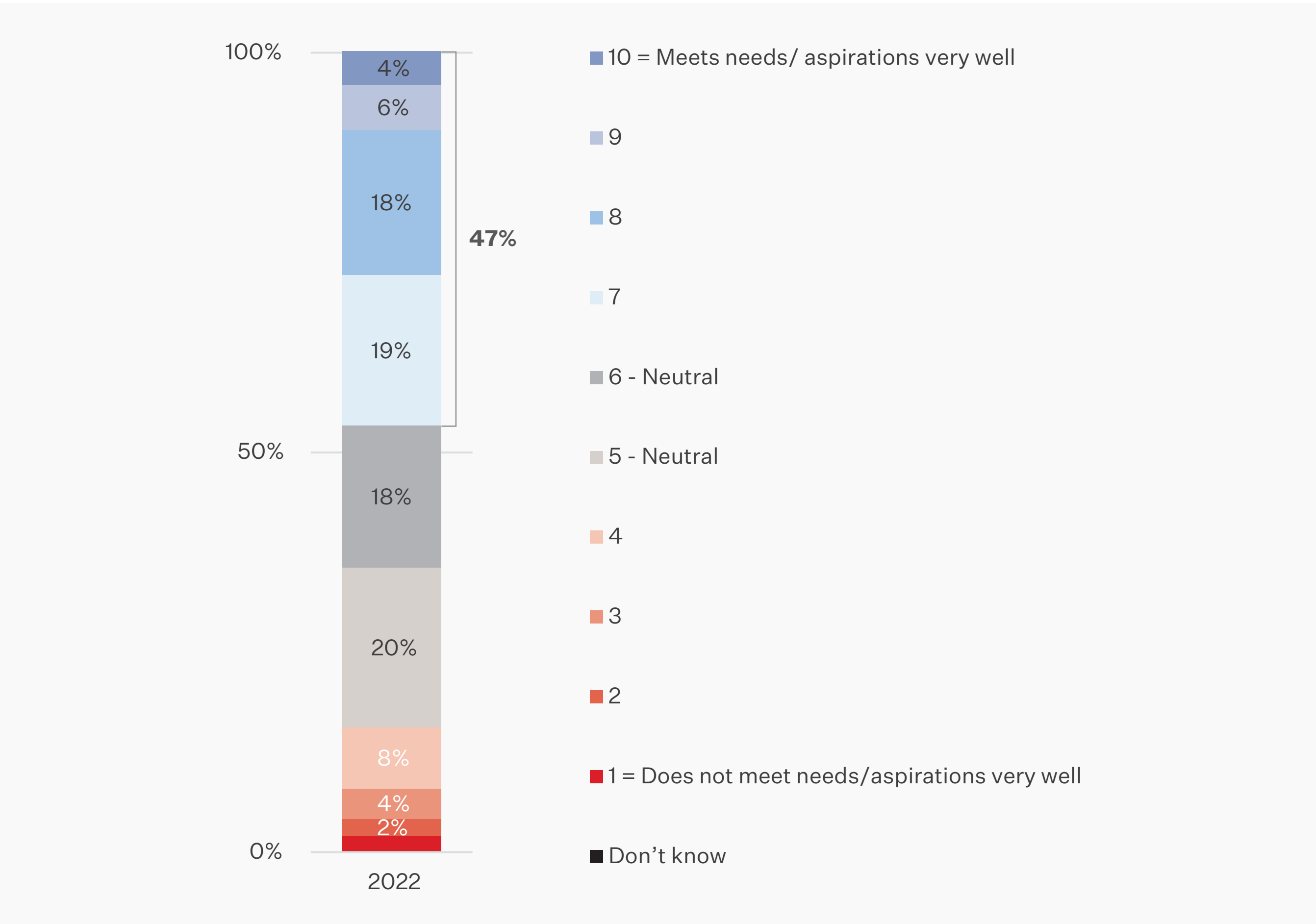
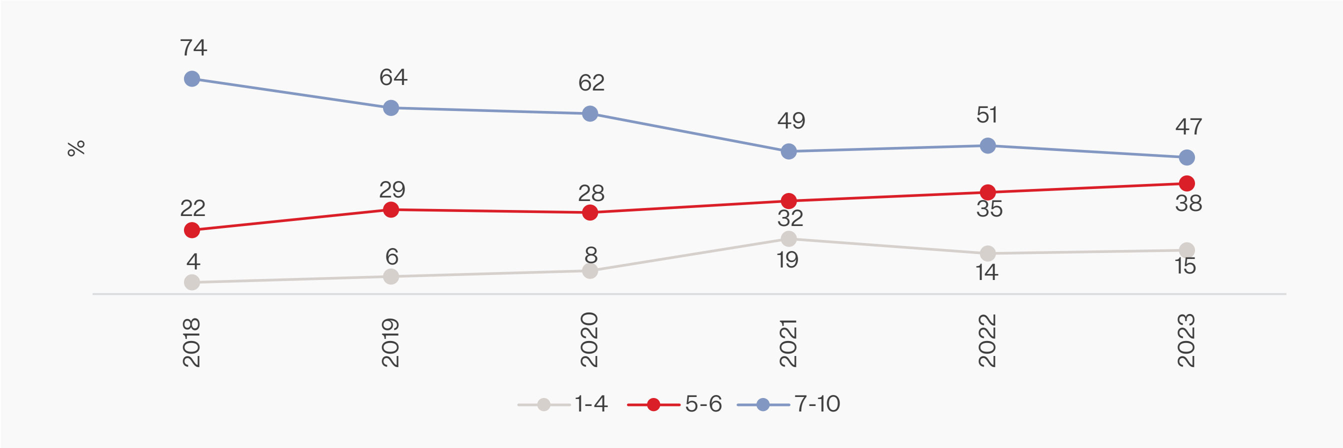


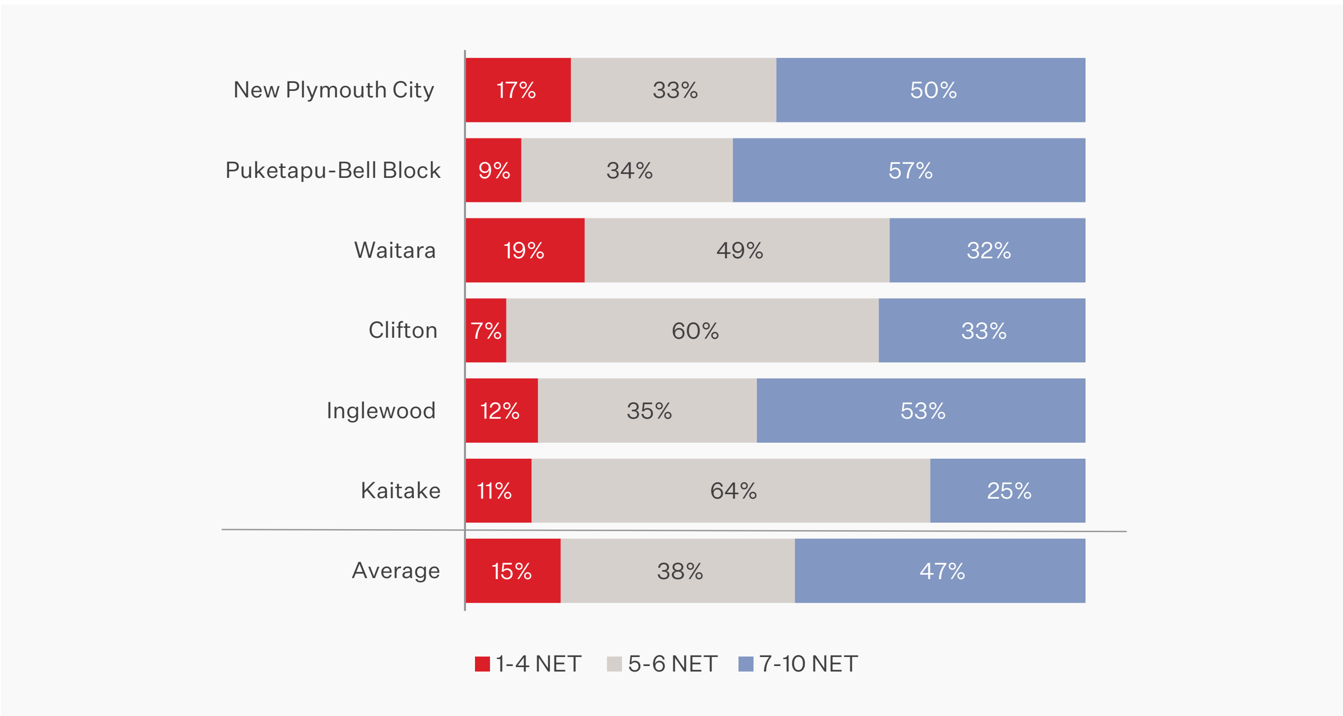
Figure 14-4 Meeting aspirations and needs – over time



In more detail, Puketapu-Bell Block, Inglewood, and New Plymouth city residents are more likely to perceive the Council meets their needs and aspirations very well.

While residents in Kaitake are much more likely to have neutral perceptions (64 percent), only one quarter (25 percent) perceived their needs and aspirations as being met. Although just under one-fifth (19 percent) of residents in Waitara felt the Council did not meet their needs or aspirations very well, this was balanced by those who felt they were (33 percent).

Figure 14-5 Meeting aspirations and needs by area

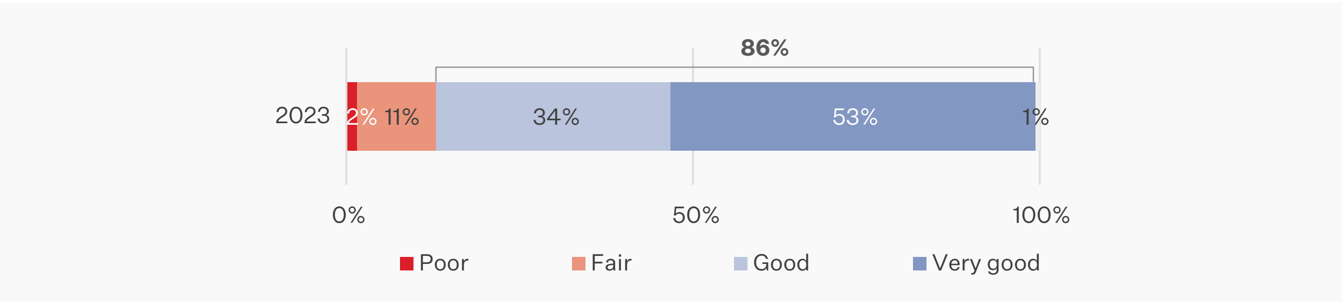


Quality of life

Almost nine in ten respondents (86 percent) were satisfied with their quality of life in the New Plymouth district (34 percent perceiving life as good and 53 percent perceiving life as very good). Only two percent of residents perceived their quality of life as poor in the district.

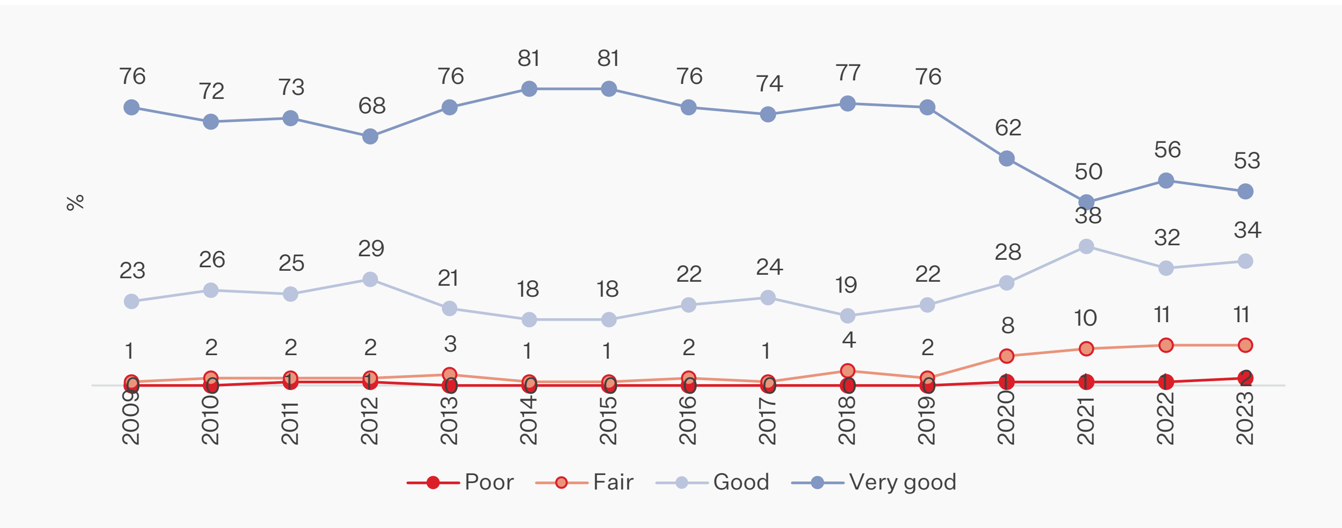
There are no provincial peer group averages for quality of life.

Figure 14-6 Quality of Life in the district



Perceptions of quality of life have remained relatively consistent since 2021. However, since 2019 there has been steady growth in residents rating their quality of life as only fair. Very few residents rate their quality of life as poor over the years.

Figure 14-7 Perceptions of quality of life in the district – over time



There were no significant differences by area. Household income, age, gender, ethnicity, or ratepayer status did not have any bearing on this measurement.

Table 14-2 Quality of Life in the district by area

	Poor	Fair	Good	Very good
New Plymouth City	2%	13%	30%	54%
Puketapu-Bell Block	0%	0%	32%	68%
Waitara	2%	11%	49%	37%
Clifton	7%	7%	33%	53%
Inglewood	2%	12%	41%	45%
Kaitake	0%	11%	29%	61%
Average	2%	11%	34%	53%

Section 15

Appendix

Who took part?

	Total District	Total District	Area					
	(%)	(n)	New Plymouth City	Puketapu-Bell Block	Waitara	Clifton	Inglewood	Kaitake
Gender								
Male	50%	251	52%	55%	40%	47%	45%	50%
Female	50%	249	48%	45%	60%	53%	55%	50%
Gender diverse	0%	0	0%	0%	0%	0%	0%	0%
Age								
18–34 years	23%	116	26%	16%	30%	7%	20%	11%
35–44 years	17%	87	19%	16%	12%	13%	20%	14%
45–54 years	19%	95	18%	11%	18%	27%	29%	25%
55–64 years	15%	75	15%	16%	16%	7%	12%	25%
65–74 years	25%	74	13%	32%	12%	20%	10%	14%
75 years and over	10%	52	10%	9%	12%	27%	10%	11%
Refused	0%	1	0%	0%	0%	0%	0%	0%
Ethnicity								
New Zealand European	81%	406	82%	82%	63%	93%	86%	93%
Māori	17%	84	15%	9%	35%	13%	18%	11%
Other	12%	58	14%	11%	11%	0%	4%	11%
Total household income (per annum)								
< $30,000	11%	56	11%	9%	18%	13%	8%	11%
$30,000 to $60,000	24%	121	24%	27%	26%	27%	27%	14%
>$60,000 to $100,000	22%	111	24%	20%	18%	0%	25%	21%
>$100,000	29%	145	31%	25%	12%	33%	31%	43%
Don't know/refused	13%	67	11%	18%	26%	27%	8%	11%

	Total District	Total District	Area					
	(%)	(n)	New Plymouth City	Puketapu-Bell Block	Waitara	Clifton	Inglewood	Kaitake
Household size								
1–2 persons per household	54%	270	53%	59%	53%	80%	43%	61%
3 or more persons per household	44%	222	46%	39%	40%	20%	53%	39%
Refused	2%	8	0%	2%	7%	0%	4%	0%
Length of residence in district								
10 years or less	21%	107	24%	27%	21%	13%	12%	11%
More than 10 years	78%	384	76%	73%	75%	80%	82%	86%
Unsure/refused	2%	9	1%	0%	4%	7%	6%	4%
Ratepayer status								
Yes	73%	364	73%	82%	61%	67%	78%	75%
No	26%	130	26%	19%	37%	33%	20%	22%
Don't know	1%	6	1%	0%	2%	0%	2%	4%

Unprompted rates spending priority (more summary)

	More	About the same
The overall quality of roads	34%	169
The quality of the water supply	8%	38
The quality of parks and reserves, including the Coastal Walkway and Pukekura Park	7%	35
The quality and safety of footpaths	7%	33
Assistance and support to community groups	6%	31
The availability of car parking in the district	4%	22
Kerbside rubbish and recyclables collection	4%	21
The quality of sports parks	4%	19
maintenance general	4%	18
The quality of playgrounds	3%	17
The maintenance of the quality of the living environment, including litter control	3%	17
The quality and safety of the cycle network	3%	13
The quality of the Council's events	2%	11
The quality of Public transport	2%	11
The sewerage system	2%	10
More/better housing	2%	10
Healthcare facilities	2%	8
The quality of public toilets	1%	7
Swimming facilities	1%	6
The quality of urban landscapes and streets	1%	6
Stormwater services, excluding flood protection	1%	5
District planning, control of building consents, subdivision and development	1%	5
Economic Development, such as promotion of the district, including tourism and support for the economy	1%	5
Education/schooling	1%	5
Flood protection	1%	4
The ability to drive around the district quickly, easily and safely?	1%	3
Govett-Brewster Art Gallery/Len Lye Centre	1%	3
Access to the natural environment, including the rivers, lakes, the mountain and the coast	1%	3
The quality of the Council's event venues	0%	2
Animal control activities	0%	1
Other	4%	22
Nothing/no comment	22%	111

Unprompted rates spending priority (less summary)

	Less	About the same
Council staff/wages	9%	47
The quality of sports parks	8%	42
Govett-Brewster Art Gallery/Len Lye Centre	8%	38
The quality of parks and reserves, including the Coastal Walkway and Pukekura Park	4%	22
Less on ‘feel good’ projects	4%	22
Art	4%	18
Spend less - Generic comment	2%	12
The overall quality of roads	2%	11
The quality of the water supply	2%	10
The quality of the Council’s events	2%	9
The quality of playgrounds	1%	7
Assistance and support to community groups	1%	6
Lower rates	1%	5
The availability of car parking in the district	1%	4
Economic Development, such as promotion of the district, including tourism and support for the economy	1%	4
Māori name changes	1%	4
The quality and safety of the cycle network	1%	3
Kerbside rubbish and recyclables collection	0%	2
The library at Puke Ariki	0%	2
Community libraries other than the Puke Ariki library	0%	2
Swimming facilities	0%	2
as mentioned previously	0%	2
The quality of the Council’s event venues	0%	1
The quality of public toilets	0%	1
The quality and safety of footpaths	0%	1
Access to the natural environment, including the rivers, lakes, the mountain and the coast	0%	1
Other	5%	25
Nothing/no comment	48%	240

Benchmarking

Comparisons between results recorded by Councils in similar areas are provided to add context. When viewing the results, there are a number of factors to bear in mind that may influence recorded results:

1. Councils in this group were identified as being similar in terms of some key identifiers: split of urban/rural residential areas, the significance of rural industry, and broad demographic profile. However, the districts differ in other areas, which may impact results.
2. Sample sizes and data collection methods differ between Councils.
3. Question wording and response scales differ between Councils.

Response scales have been combined for comparison: green cells show responses representing a 'Satisfied' respondent.

Napier	*Palmerston North*	*Nelson*	*New Plymouth*
1 - Very dissatisfied	1- Very dissatisfied	1 - Very dissatisfied	1- Not very satisfied
2 - Very dissatisfied	2 - Very dissatisfied	2 - Dissatisfied	
3 - Dissatisfied	3 - Dissatisfied		
4 - Dissatisfied	4 - Dissatisfied		
5 - Neutral	5 - Neutral		
6 - Satisfied	6 - Neutral		
7 - Satisfied	7- Satisfied		
8 - Satisfied	8 - Satisfied	3 - Neutral	
9 - Very satisfied	9 - Very satisfied	4 - Satisfied	2 - Fairly satisfied
10 - Very satisfied	10 - Very satisfied	5 - Very satisfied	3 -Very satisfied

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