



New Plymouth District Council

COMMUNITY SURVEY 2024

Research report | June 2024



Te Kaunihera-ā-Rohe o Ngāmotu
**New Plymouth
District Council**

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Section 1

Summary of findings

Summary of levels of service results: Community Survey 2024 (Representative Sample)

	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
	Top performing services (85%+ satisfaction)		Moderate performing service (between 50% to 84% satisfaction)		Under performing services (less than 50% satisfaction)

Activity Group	Service/facility	Satisfaction Score Trend since Last Year	New Plymouth District %			% (Don't know responses Removed)	Level of Performance	Peer Group Average#
			2024	2023	2022	2024		
Three Waters	Water supply		81%	87%	87%	90%		59%
	Flood protection		43%	54%	51%	83%		
	Stormwater (excluding flood protection)		67%	71%	70%	90%		55%
	Sewerage		76%	81%	83%	91%		66%
Waste	Kerbside rubbish and recycling collection		85%	84%	84%	89%		81%
Roads and footpaths	The overall quality of the roads		51%	50%	61%	51%		39%
	Ability to drive around the district safely		76%	76%	85%	77%		
	Quality and safety of footpaths		78%	77%	79%	81%		56%
	Quality and safety of the cycle network		61%	63%	65%	73%		61%
	Availability of car-parking in the district		58%	63%	61%	59%		44%
Council events	Quality of event venues		85%	89%	86%	96%		
	Quality of events		78%	83%	79%	92%		
Libraries	Puke Ariki Library*		95%	94%	95%	98%		69%
	Other community libraries*		91%	91%	94%	97%		
Museums and art galleries	Museum at Puke Ariki*		94%	80%	77%	97%		
	Govett-Brewster Art Gallery/Len Lye Centre		41%	49%	48%	70%		71%
Urban landscape	Maintenance of the quality of the living environment		78%	87%	85%	81%		
	Quality of urban landscapes and streets		85%	89%	91%	88%		

Activity Group	Service/facility	Satisfaction Score Trend since Last Year	New Plymouth District %			% (Don't know responses Removed)	Level of Performance	Peer Group Average#
			2024	2023	2022	2024		
Outdoor environment	Access to the natural environment		94%	96%	98%	97%		
	Quality of parks and reserves		93%	93%	95%	96%		78%
	Quality of sports parks		73%	77%	74%	95%		75%
	Quality of playgrounds		73%	77%	77%	94%		73%
Other services and facilities	Assistance and support to community groups		65%	70%	69%	85%		
	Swimming pools		68%	71%	71%	94%		53%
	The Airport*		94%	86%	80%	97%		
	Quality of public toilets		70%	73%	73%	83%		57%
	Animal control activities		39%	42%	43%	88%		
Satisfaction with Council performance	The way rates are spent		49%	63%	71%	53%		
	Contact with Council offices		80%	85%	80%	80%		
	Council has a good reputation		55%	65%	68%	66%		
	Meeting the community's aspirations and needs		44%	47%	51%	44%		
Satisfaction with interaction with Council staff	Staff are helpful		77%	85%	78%	77%		
	Staff are knowledgeable		72%	83%	77%	73%		
	Council did what it said it would (follow-up)		66%	61%	65%	71%		
Perceptions of New Plymouth district	Quality of life is good		80%	86%	88%	80%		

See Appendix 15.2

* Per centage of users who were satisfied with their experience

Key insights

The New Plymouth District Council (the Council) manages assets worth just under \$4 billion, with an annual operating budget of around \$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 and concerts at the Bowl of Brooklands.

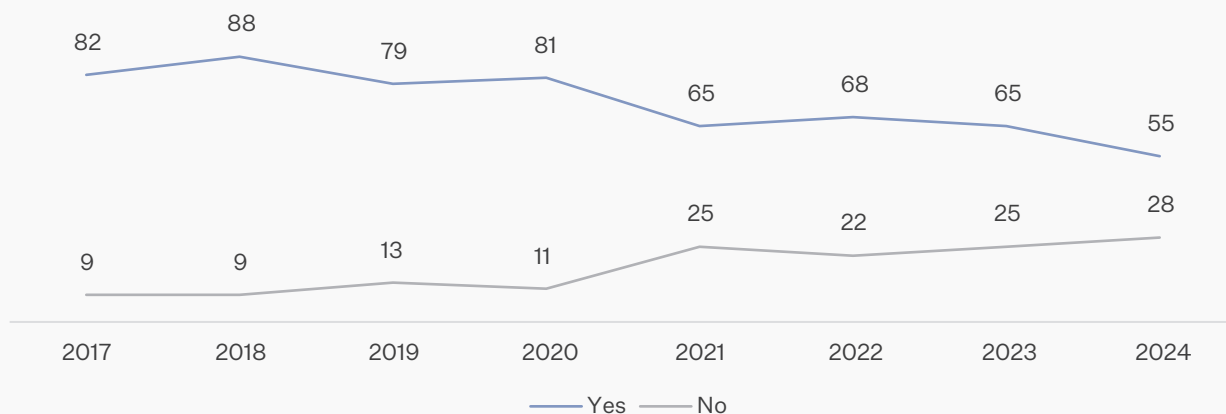
The last financial year saw the cost of living for New Zealanders increase by 4.0 percent in the 12 months to March 2024, with housing & household utility costs being the main drivers of inflation.

The 2024 New Plymouth Community Survey was conducted by the New Plymouth District Council (the Council) throughout April and May 2024. Since 2005, previous survey results are available for comparison. The survey investigated perceptions of various services and facilities provided by the Council over the past 12 months.

The 2024 Community Survey has identified a weakening perception of the Council’s service delivery across a broad range of services.

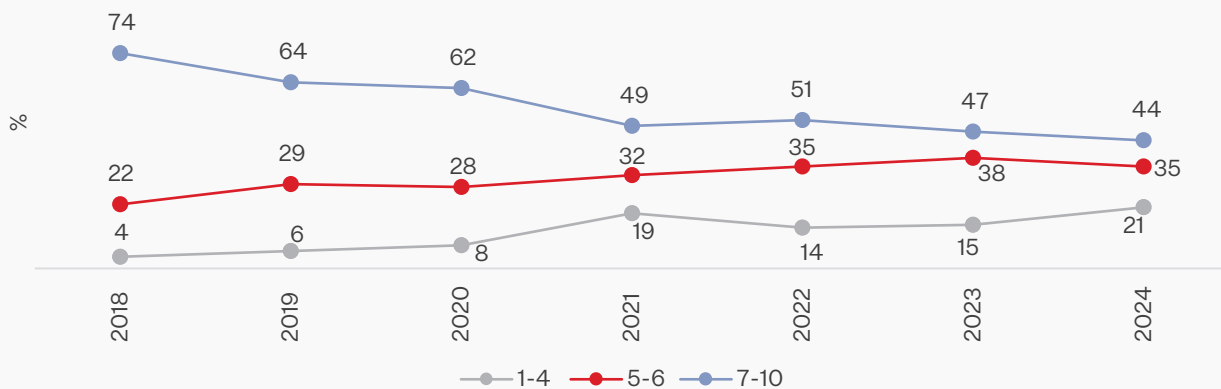
Compared to last year, there has been a significant change in perceptions of the Council’s reputation, which saw a substantial drop (from 65 per cent in 2023 to 55 per cent in 2024), its lowest rating since at least 2017. Active dissent (as opposed to a neutral response) is also at record levels.

Figure 1.1 Overall, do you think the New Plymouth District Council has a good reputation?



The perception that the Council meets the needs and aspirations of the District has also decreased, with a decline in positive sentiments equalled by an increase in negative sentiments.

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

The major factor on which residents judge the performance of the Council is the delivery of key services. In 2024, about half of all services (n=19) have seen satisfaction levels fall, typically in the range of 4 to 14 per cent, suggesting an overall growing dissatisfaction rather than specific grievances.

Notably, activities such as the Council's reputation, knowledge of Council staff, how rates are spent, and flood protection have seen satisfaction levels fall by 10 per cent or more. The activity that saw the largest year-on-year drop in satisfaction was how rates are spent, moving this indicator into underperforming territory.

Other areas of underperformance include flood protection, the Govett-Brewster Art Gallery/Len Lye Centre, and animal control services. Measurement of these indicators is affected largely by the number of residents who are not able or unwilling to provide an opinion.

The three top priorities that residents would prefer the Council to focus on are 1) how rates are spent, 2) the ability to drive around the District safely, and 3) the quality of roads. These are also three aspects that have suffered a drop in satisfaction in recent years:

	<p>Satisfaction levels with how rates are spent have decreased significantly since last year (from 63 per cent in 2023 to 49 per cent in 2024); this perception has steadily decreased since 2019.</p>
	<p>Satisfaction levels with roads remain low (51 per cent satisfaction), following a steady decline in satisfaction since 2015.</p>
	<p>The ability to drive around the District safely has remained consistent with 2023. However, this follows a significant decline in public perceptions between 2020 and 2024 (from 85 to 76 per cent, respectively).</p>

“ The rates are getting too high, the money they need to call back through the rates, where it goes is vague. We haven’t had any justification on wasteful spending. People are becoming frustrated because they don’t feel listened to by the Council, esp. around water infrastructure. People feel like they can’t trust the Council if they can’t take responsibility for their own land (slips).”

NEW PLYMOUTH CITY

“ We have got a 13% rate rise this year, and the council are pressing ahead with projects (the multi-sports project, for e.g.) that the district can’t afford, and the general public probably doesn’t even want, which is a significant burden on the ratepayers.”

NEW PLYMOUTH CITY

“ It would be nice to know where the rates money is going and what it’s being spent on, and if they say it’s spent on roading, it doesn’t feel like it is showing, especially with the condition of the roads out our way.”

NEW PLYMOUTH CITY

However, there are some bright spots amongst the gloomier outlooks. Nine services fall into the Council's top-performing category (where satisfaction levels are 85 per cent or higher). These include kerbside rubbish and recycling, quality of event venues, Puke Ariki library, community libraries, quality of urban landscapes and streets, access to the natural environment, quality of parks and reserves, and the Airport.

In addition, satisfaction levels with the Council following up and doing what it said it would have increased by five per cent

Although overall results indicate that residents' perceptions of the Council's services are slipping, it is worth noting that, for most specific services, the proportion of satisfied residents outweighs the proportion of dissatisfied ones.

Overall, New Plymouth District residents have indicated that the main area for the Council to improve is how rates are spent.

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.

The New Plymouth District Council manages assets worth four billion dollars and an operating budget of 215 million. The Council currently has 16 operational business units, covering a number of services and facilities, including three waters, roads, waste, parks, Puke Ariki and community libraries, museum and art gallery, the Zoo, and Council events.

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
- Rooding Services
- Waste Services
- Council Services
- Council Facilities
- Rates Spend
- Council Communications
- Perceptions of the New Plymouth District.

Research Design

The 2024 Community Survey followed the mixed-method quantitative approach established in 2021. The survey available to residents through two different methods: a telephone (CATI) survey (landline and cell phone numbers) and an online panel/random resident survey.

The 2024 Community Survey questionnaire was relatively consistent with the 2023 survey, except that some questions were altered for efficiency. Although the questionnaire was altered in 2021, the results of this survey are comparable to previous years.

Sampling

Data collection was undertaken between 22 April to 21 May 2024.

Consistent with previous years, 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 'representative' survey provided a sample of 350 respondents representing the District's population and was accurate to +/-5.2% at the 95% confidence interval. These responses were gathered using two methods: 72 completions were obtained through telephone calls, and the remaining 278 were gathered via an online survey. **Results from the representative sample are reported for KPI measurements.**

Furthermore, 461 responses were gathered via an open online survey; these responses are not representative of the NPDC population and have therefore been reported separately throughout this report and named 'General Public'. **The General Public sample results are reported for comparison measurements only.**

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

This report measures resident satisfaction with services by including all respondents who answered, ‘don’t know,’ ‘not applicable’ or similar. This method is comparable to the 2023 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 per cent.

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	Margin of error (95% CI)
Palmerston North	2021/2022	10-point question scales (don’t know excluded)	Quarterly	Mixed	506 (weighted)	+/- 4.4%
Nelson	2022/2023	5-point question scales (don’t know included)	Quarterly (with annual report)	Postal to online	720 (quotas)	+/- 4.6%
Napier	2022/2023	10-point question scales (don’t know 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

79%	had piped water to their houses provided by the Council. Of those residents, 92% were satisfied with their water supply.
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81%	were satisfied with their water supply overall.
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Flood protection

43%	were satisfied with the flood protection provided by the Council.
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Stormwater collection services

56%	had stormwater collection services provided by the Council. Of these residents, 90% were satisfied with the services.
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67%	were satisfied with their stormwater collection services overall.
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Sewerage

73%	had a sewerage system provided by the Council. Of those residents, 92% were satisfied with their sewerage service.
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76%	were satisfied with Council sewerage services overall.
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Water supply

PIPED WATER TO EACH HOUSEHOLD PROVIDED BY THE COUNCIL

Although 79 per cent of residents had piped water to their houses, results by location show significant differences depending on which area residents reside. Clifton, Kaitake and Inglewood residents were more likely to supply their own water.

Table 3.1 Per centage of houses with piped water

	Piped water supply to each house						
	New Plymouth City	Puketapu-Bell Block	Waitara	Clifton	Inglewood	Kaitake	Average
Yes	88%↑	100%↑	82%	44%↓	41%↓	48%↓	79%
No	4%↓	0%↓	14%	44%↑	51%↑	52%↑	15%
Don't know	8%	0%	5%	11%	7%	0%	6%

OVERALL SATISFACTION WITH WATER SUPPLY

Residents were asked how satisfied they were with their water supply. More than 4 out of 5 residents were satisfied (81 per cent were fairly/very satisfied) with their water supply. This result decreased by 6 per cent from last year, which saw satisfaction levels return to those in 2020.

Provincial peer group average = 59%

Figure 3.1 Overall satisfaction with water supply

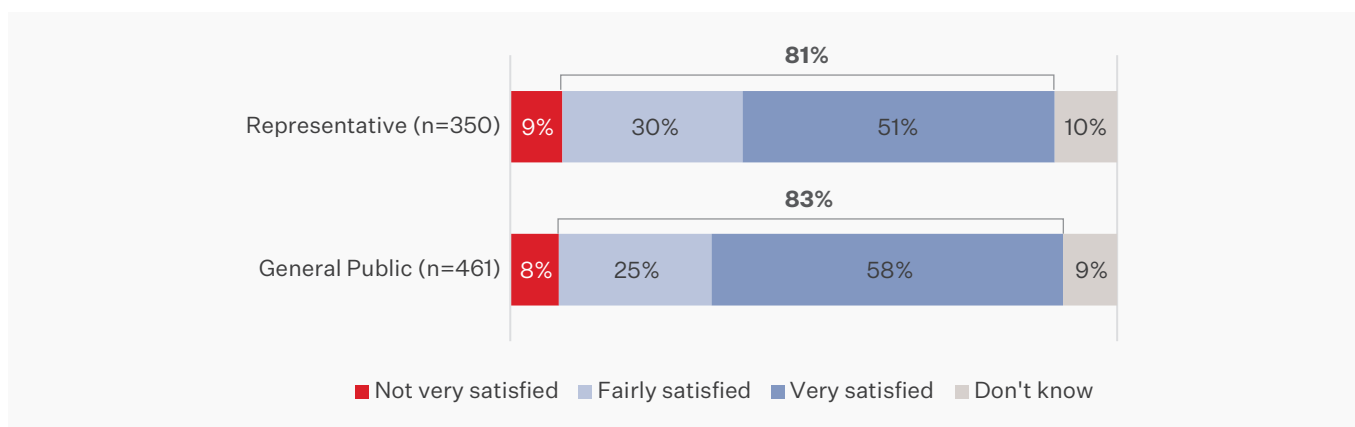
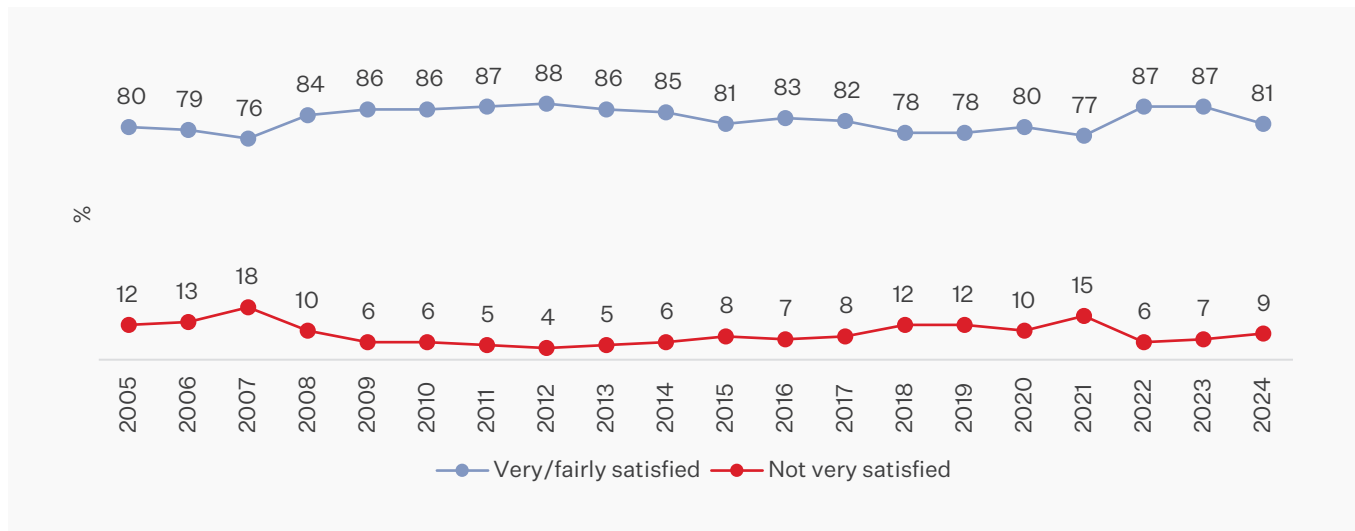


Figure 3.2 Overall level of satisfaction with water supply over time



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.

Table 3.2 Satisfaction with water supply by area

	Not very satisfied	Fairly satisfied	Very satisfied	Don't know
New Plymouth City	9%	29%	59%↑	4%
Puketapu-Bell Block	0%	31%	69%	0%
Waitara	18%	34%	36%	11%
Clifton	11%	22%	33%	33%
Inglewood	7%	37%	24%↓	32%↑
Kaitake	4%↓	20%	48%	28%↑
Average	9%	30%	51%	10%

SATISFACTION WITH PIPED WATER SUPPLY PROVIDED BY THE COUNCIL

Of the 79 per cent of residents with a piped water supply, 92 per cent were satisfied (fairly/very satisfied) with their water supply. Satisfaction has remained consistent since 2023, when 94 per cent 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	8%	31%	61%	1%	277

For those residents with a piped water supply, their level of satisfaction is higher than the provincial peer group average (59%)

Flood protection

OVERALL SATISFACTION WITH FLOOD PROTECTION

New Plymouth can experience some of the highest-intensity rainfall in New Zealand. The District has a flood protection network that includes three major detention dams (Huatoki, Mangaotuku, and Waimea) and two tributary detention dams (Huatoki and Fernleigh streets), along with culverts and diversion tunnels within the developed area.

In 2024, less than half of the residents were satisfied (43 per cent were fairly/very satisfied) with the flood protection measures.

This result compares to 54 per cent who were satisfied in 2023, an 11 per cent decrease in the last 12 months. However, it is important to note that in 2023, 36 per cent of residents could not comment on their satisfaction with flood protection last year, compared to 48 per cent this year, indicating a distinct downward shift in awareness.

There are no provincial peer group averages for flood protection.

Figure 3.3 Overall satisfaction with flood protection

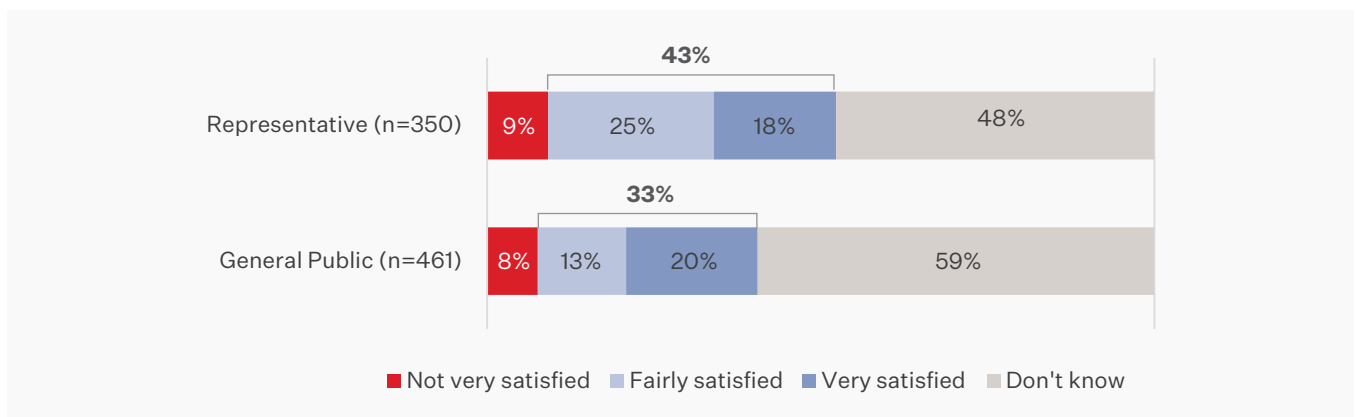
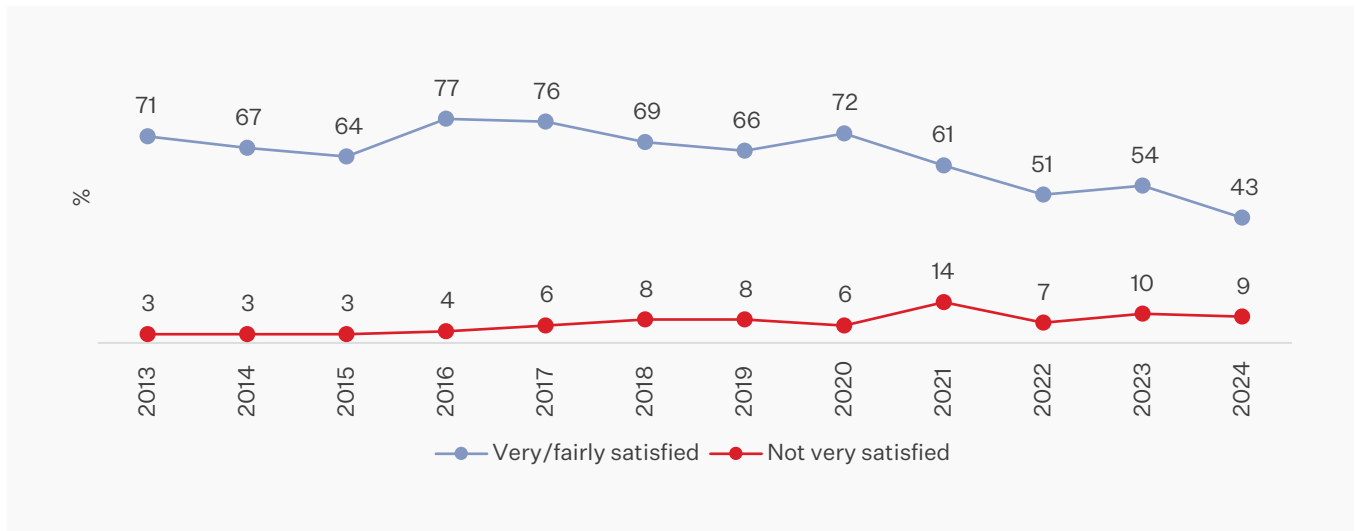


Figure 3.4 Overall level of satisfaction with flood protection over time



Satisfaction with flood protection varies between the different areas. Although New Plymouth City residents held significantly lower levels of dissatisfaction, this did not translate into higher-than-average satisfaction due to a high proportion of ‘Don’t know’ responses.

Clifton is the most unsatisfied area, followed by Waitara. 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 (67 per cent).

Table 3.4 Satisfaction with flood protection by area

	Not very satisfied	Fairly satisfied	Very satisfied	Don’t know
New Plymouth City	6%↓	23%	20%	52%
Puketapu-Bell Block	9%	31%	25%	34%
Waitara	18%	27%	18%	36%
Clifton	22%	11%	0%	67%
Inglewood	12%	27%	7%	54%
Kaitake	12%	32%	24%	32%
Average	9%	25%	18%	48%

Stormwater (excluding flood protection)

PIPED STORMWATER TO EACH HOUSEHOLD PROVIDED BY THE COUNCIL

In 2024, the Council provided 56 per cent of residents with stormwater services. Residents in Clifton and Inglewood are the least likely to receive stormwater services.

Table 3.5 Per cent 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	63%↑	75%↑	43%	11%↓	32%↓	48%	56%
No	13%↓	6%↓	32%	78%↑	56%↑	48%↑	24%
Don't know	24%	19%	25%	11%	12%	4%	20%

OVERALL SATISFACTION WITH STORMWATER SERVICES

Satisfaction with stormwater services has decreased by 4 per cent over the past 12 months (71 per cent in 2023 to 67 per cent in 2024). This result represents the first drop in satisfaction since levels began to trend upward between 2021 and 2023.

Provincial peer group average = 55%

Figure 3.5 Level of satisfaction with stormwater services overall

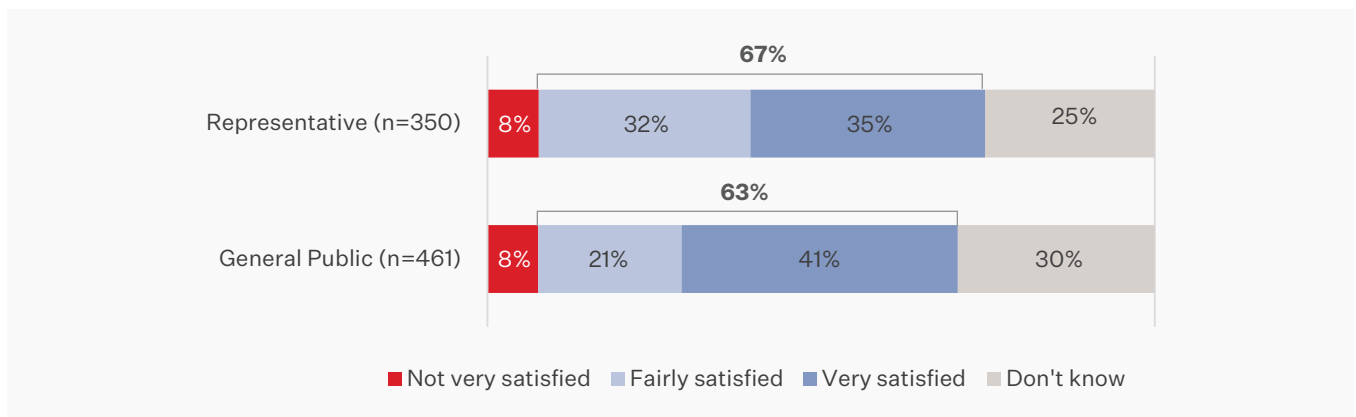
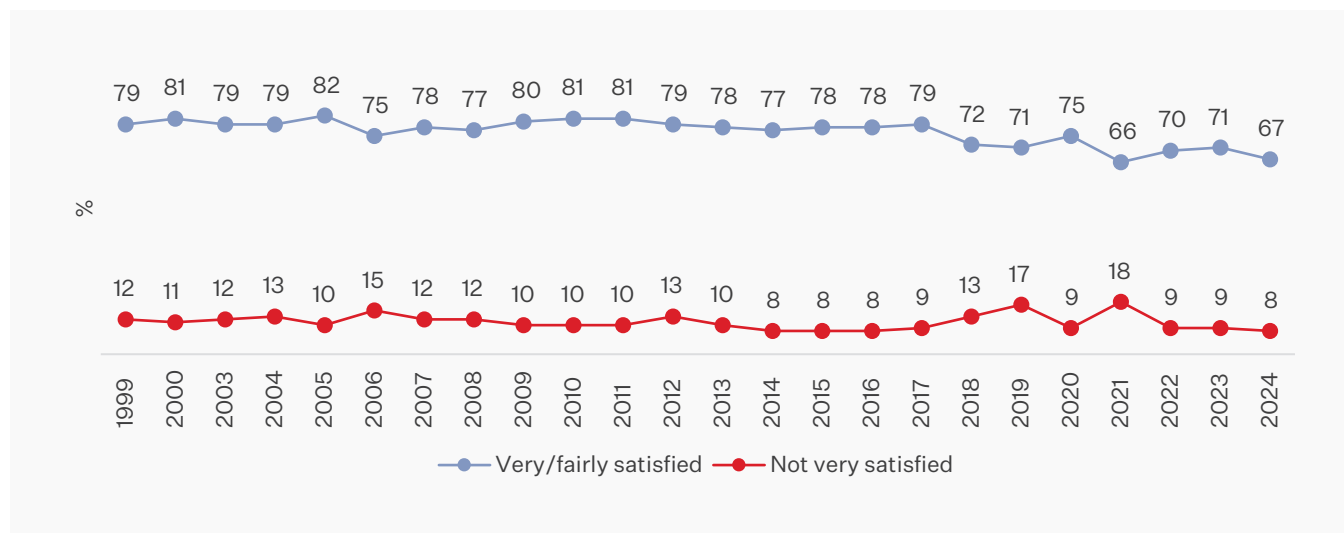


Figure 3.6 Level of satisfaction with stormwater services over time



Most areas report high satisfaction with stormwater services, except for Waitara, Clifton, and Inglewood. Additionally, a significant percentage of Inglewood and Clifton residents *cannot* comment on their satisfaction, likely because they do not receive the service.

Table 3.6 Level of satisfaction with stormwater services by area

	Not very satisfied	Fairly satisfied	Very satisfied	Don't know
New Plymouth City	6%	31%	43%↑	20%↓
Puketapu-Bell Block	6%	38%	41%	16%
Waitara	20%↑	36%	16%↓	27%
Clifton	22%	11%	11%	56%
Inglewood	7%	34%	15%↓	44%↑
Kaitake	0%	24%	40%	36%
Average	8%	32%	35%	25%

SATISFACTION WITH STORMWATER COLLECTION SERVICES PROVIDED BY THE COUNCIL

Of those residents who receive stormwater collection services from the Council, 90 per cent are satisfied with the services they receive. This result is consistent with 2023 when 90 per cent 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	5%	36%	53%	6%	195

Of those residents who receive stormwater collection services, their level of satisfaction is above the provincial peer group average (55%)

Sewerage system

A SEWERAGE SYSTEM PROVIDED BY THE COUNCIL

While 73 per cent of residents have a sewerage system provided by the Council, there are large variations 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	85%↑	91%↑	61%	11%↓	39%↓	48%↓	73%
No	4%↓	6%	25%	89%↑	56%↑	52%↑	19%
Don't know	11%	3%	14%	0%	5%	0%	9%

OVERALL SATISFACTION WITH THE SEWERAGE SYSTEM (ALL RESIDENTS)

All residents were asked about their satisfaction with the Council's sewerage system. Three-quarters of residents were satisfied (fairly + very satisfied) with their sewerage system. Satisfaction has decreased since 2022, from 81 per cent in 2023 to 76 per cent in 2024.

Provincial peer group average = 66%

Figure 3.7 Level of satisfaction with Council-provided sewerage system

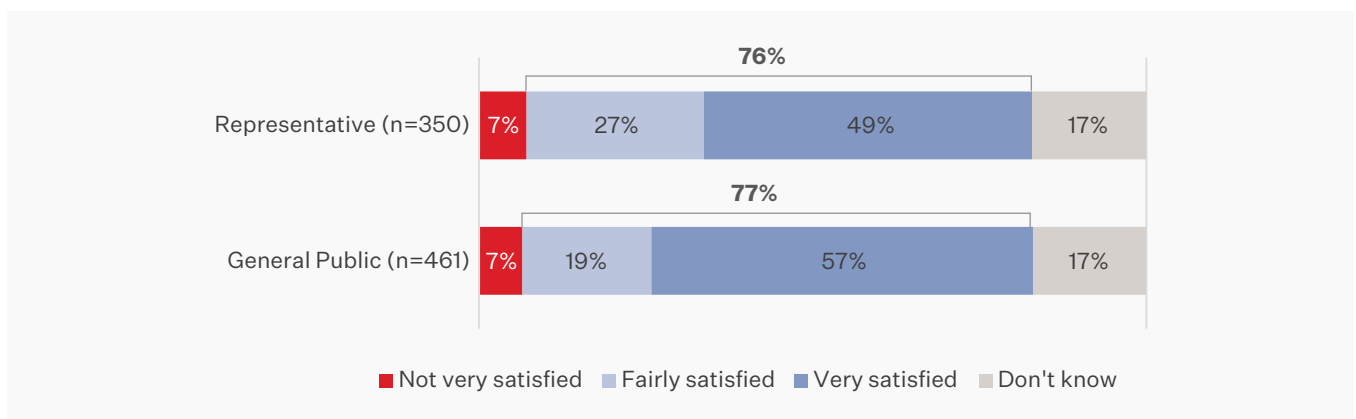
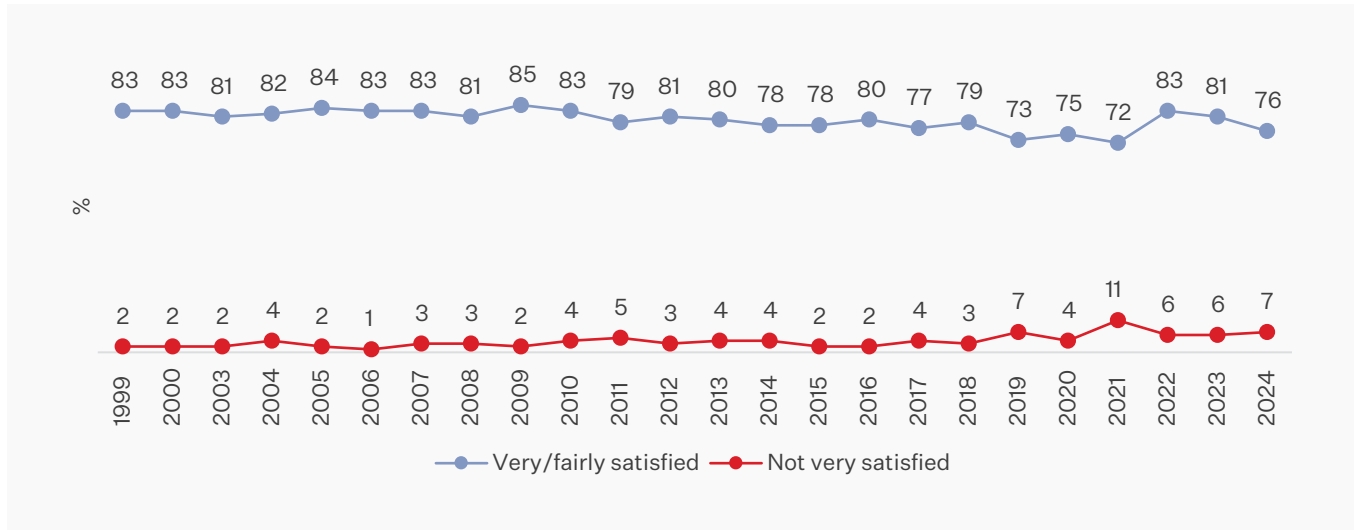


Figure 3.8 Satisfaction levels with sewerage system – over time



Understandably, areas without a Council-provided sewerage system (Clifton and Inglewood) show lower satisfaction levels. New Plymouth City residents were significantly more likely to be very satisfied (64 percent). In contrast, residents in Clifton and Inglewood were less satisfied and often 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	3%↓	29%	57%↑	11%↓
Puketapu-Bell Block	9%	22%	63%	6%
Waitara	23%↑	25%	32%↓	20%
Clifton	22%	11%	0%↓	67%↑
Inglewood	10%	29%	27%↓	34%↑
Kaitake	0%	20%	52%	28%
Average	7%	27%	49%	17%

SATISFACTION WITH THE SEWERAGE SYSTEM SERVICES BY HOUSEHOLDS THAT RECEIVE IT

Of those residents who receive sewerage system services from the Council, 92 per cent are satisfied with their service. This finding is consistent with 2023 (95 per cent).

This satisfaction level is above the provincial peer group average of 66%.

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	5%	30%	62%	4%	254

Suggestions to improve Three Water Services

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

Of those who commented, water supply services – particularly improvements in water quality and taste – were where residents would like to see change. However, residents also wanted to see 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	8%	7
	Upgrade/better maintenance	6%	5
	Don't install water meters	2%	2
	Restrictions	1%	1
	Unhappy with charging for water	1%	1
	Proportion of respondents providing a comment on water supply	16%	14
Stormwater services	Upgrade and more maintenance	4%	4
	Implement a stormwater system	3%	3
	Proportion of respondents providing a comment on stormwater services	6%	5
Sewerage system	Put in a sewage system	6%	5
	Overflows/pollution	1%	1
	Proportion of respondents providing a comment on the sewerage system	6%	5

- “ Stop using chemical fluoride in the water supply.”
- “ Spend a few years focusing ratepayers’ money into the repairs and upgrades of water services.”
- “ Some residents of Waitara have massive water issues in their yards with consistent rainfall due to a lack of curb/channel and pathetic storm water drainage.”
- “ Provide sewage connection to the waste treatment centre as has been promised for years.”

Section 4

Waste

Key metrics

Kerbside and recycling collection services

85%	were satisfied with the services overall.
88%	of residents receive a kerbside and recycling collection service. Of those, 92% are satisfied with the services received.

Kerbside rubbish and recycling collection

KERBSIDE RUBBISH AND RECYCLING COLLECTION PROVISION BY THE COUNCIL

While 88 per cent of residents receive a kerbside and recycling collection service from the Council in 2024, residents have reported large variations in other service provisions. For example, almost every household in New Plymouth City receives kerbside rubbish and recycling collection, while only three fifths 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	96%↑	97%	84%	67%	59%↓	72%↓	88%
No	2%↓	3%	14%	33%	41%↑	28%↑	11%
Don't know	2%	0%	2%	0%	0%	0%	1%

OVERALL SATISFACTION WITH KERBSIDE RUBBISH AND RECYCLING COLLECTION PROVIDED BY THE COUNCIL

Over four in five residents were satisfied (85 per cent were fairly/very satisfied) with the kerbside and recycling collection services provided by the Council. Recycling continues to be a top-performing service by the Council.

For the third 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 achieved since 1999.

Provincial peer group averages = 81%

Figure 4.1 Overall satisfaction with kerbside rubbish and recycling collection services

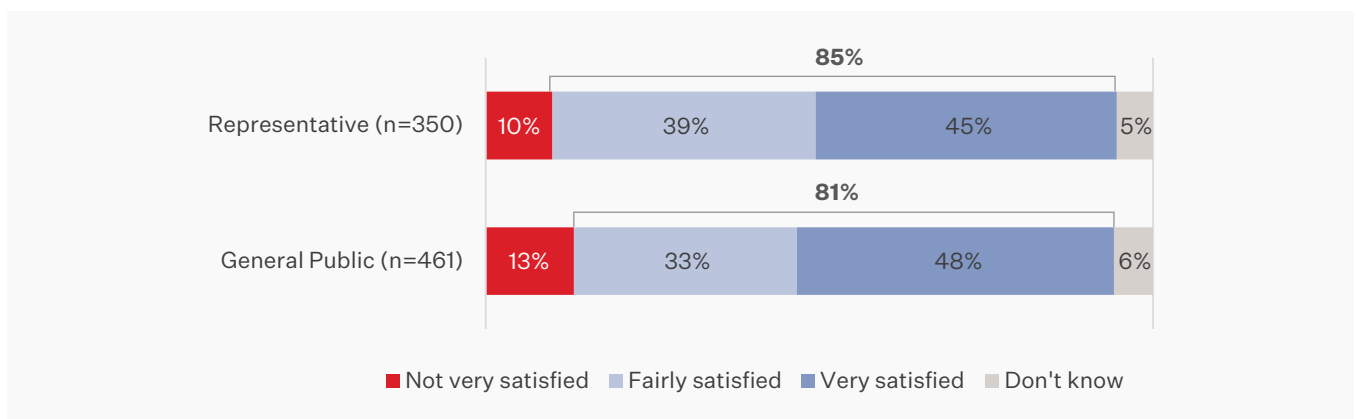
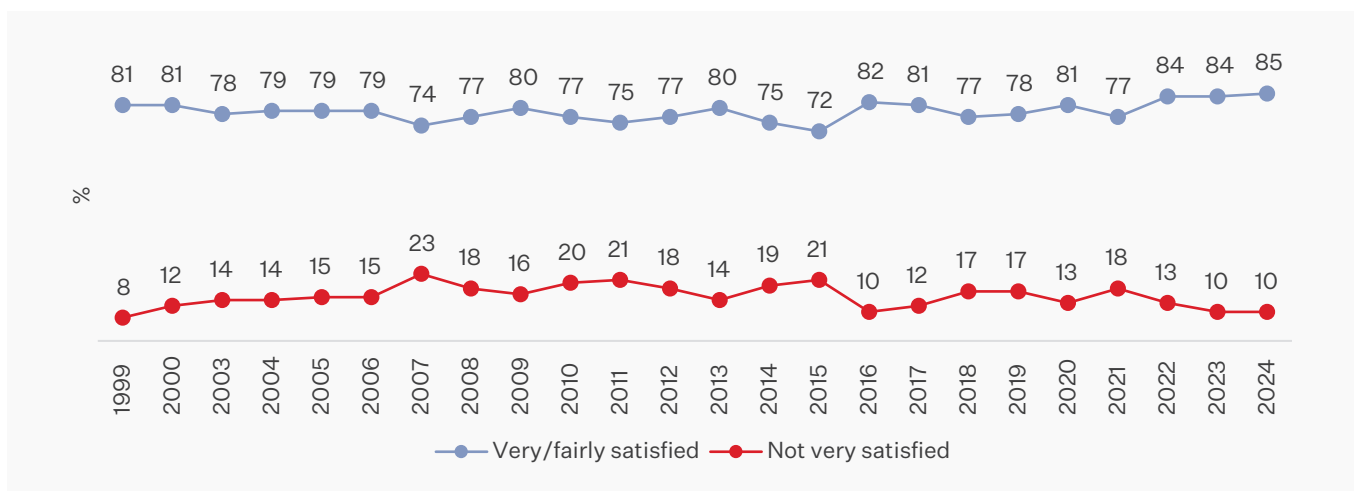


Figure 4.2 Satisfaction with kerbside rubbish and recyclables collection – over time



Satisfaction with kerbside recycling is linked to service provision. Since residents in Inglewood are less likely to receive this service, it is unsurprising that many do not have an opinion on it.

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	8%	42%	47%	3%
Puketapu-Bell Block	9%	47%	44%	0%
Waitara	14%	39%	39%	9%
Clifton	11%	11%	56%	22%
Inglewood	15%	37%	32%	17%↑
Kaitake	12%	24%	60%	4%
Average	10%	39%	45%	5%

SATISFACTION WITH KERBSIDE AND RECYCLING COLLECTION SERVICES PROVIDED TO HOUSEHOLDS

Of those households receiving kerbside and recycling collection services, 92 per cent were satisfied with that service. This result is consistent with 2023 when 90 per cent 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%	41%	48%	2%	307

This satisfaction level is above the provincial peer group average of 81%.

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	9%	8
	Emptying bins on time	3%	3
	Empty bins more regularly	3%	3
	Accept more in recycling/rubbish	3%	3
	Rubbish pickup area	1%	1
	Other	9%	8
	Proportion of respondents providing a comment on kerbside rubbish and collection	26%	23

Some comments included:

- “ Larger rubbish bins or more frequent pickups.”
- “ The collection of rubbish and recyclables is terrible. The collection time can be anywhere between 7 am and 7 pm. Sometimes not at all.”
- “ They need to collect the rubbish (landfill) every week rather than every second week. They do this in Auckland, and I think it is a Far more sensible thing to do.”

Section 5

Local roads and footpaths

Key metrics

Overall quality of the roads

51% 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

78% were satisfied with the quality and safety of the footpaths.

Quality and safety of the cycle network

61% were satisfied with the quality and safety of the cycle network.

49% had cycled on a road or path during the past year.

Availability of car parking in the district

58% were satisfied with the availability of car parking, an increase from 2023, when **63%** were satisfied.

Overall quality of the roads

OVERALL SATISFACTION WITH THE QUALITY OF THE ROADS

Satisfaction with road quality declined in the three years preceding this survey. However, over the past 12 months, satisfaction has remained consistent at 51 percent in 2024, reflecting one of the lowest levels recorded since the research began.

Provincial peer group average = 39%

Figure 5.1 Level of satisfaction with the quality of the roads

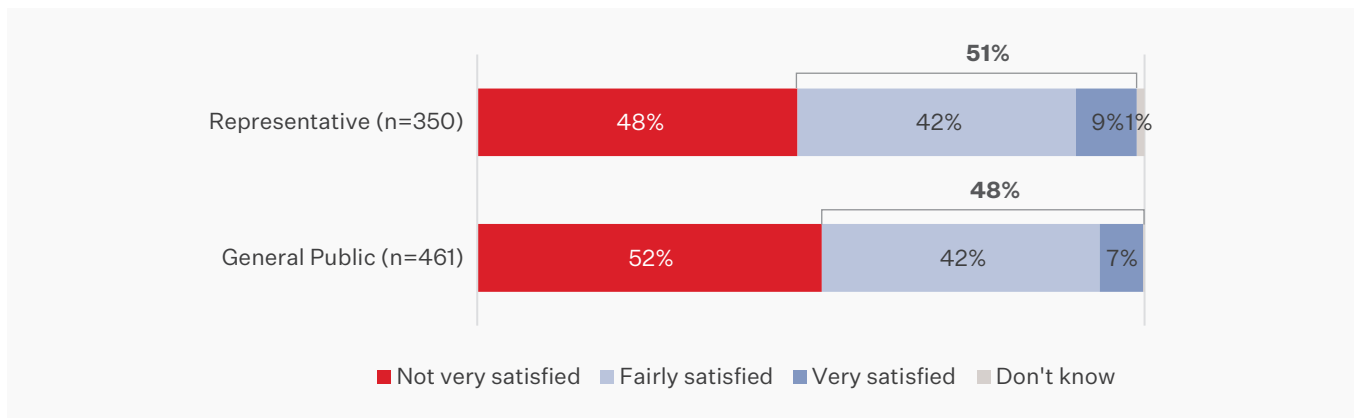
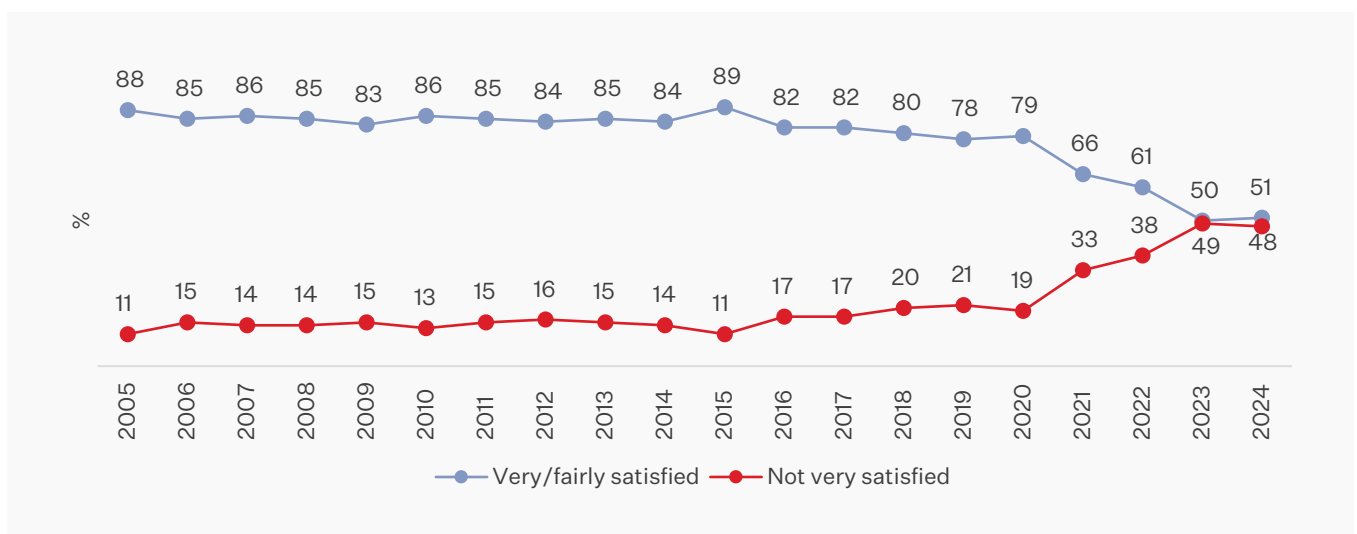


Figure 5.2 Satisfaction with the overall quality of roads – over time



There were no noticeable differences in perceptions of road quality by area, although Clifton residents tended to be less dissatisfied.

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	43%	44%	12%	2%
Puketapu-Bell Block	50%	47%	3%	0%
Waitara	64%	30%	5%	2%
Clifton	22%	78%	0%	0%
Inglewood	51%	41%	7%	0%
Kaitake	64%	24%	12%	0%
Average	48%	42%	9%	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 2024, 76 per cent of residents were satisfied (fairly/very satisfied) with their ability to drive around the District quickly, easily, and safely. The level of satisfaction has remained consistent over the past 12 months (76 per cent).

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.

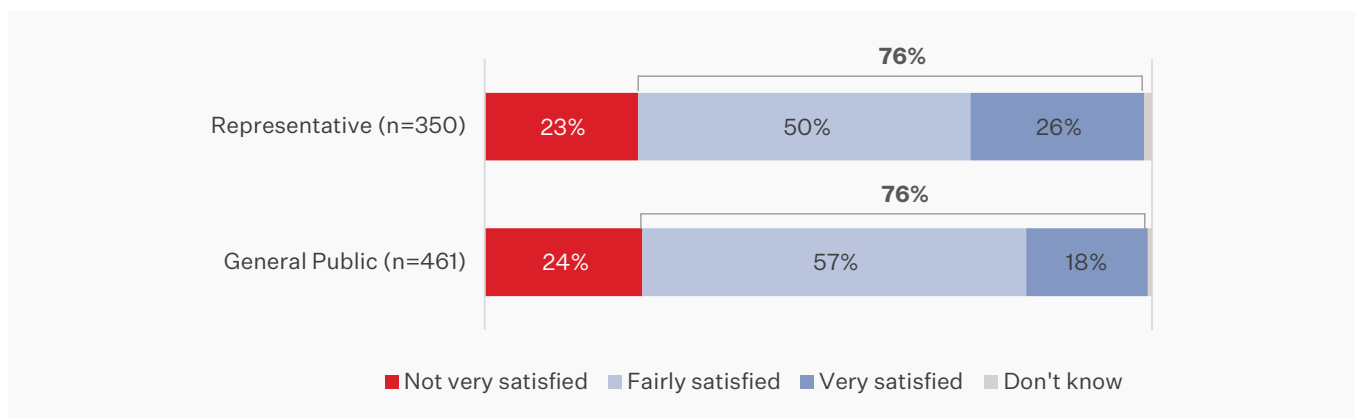
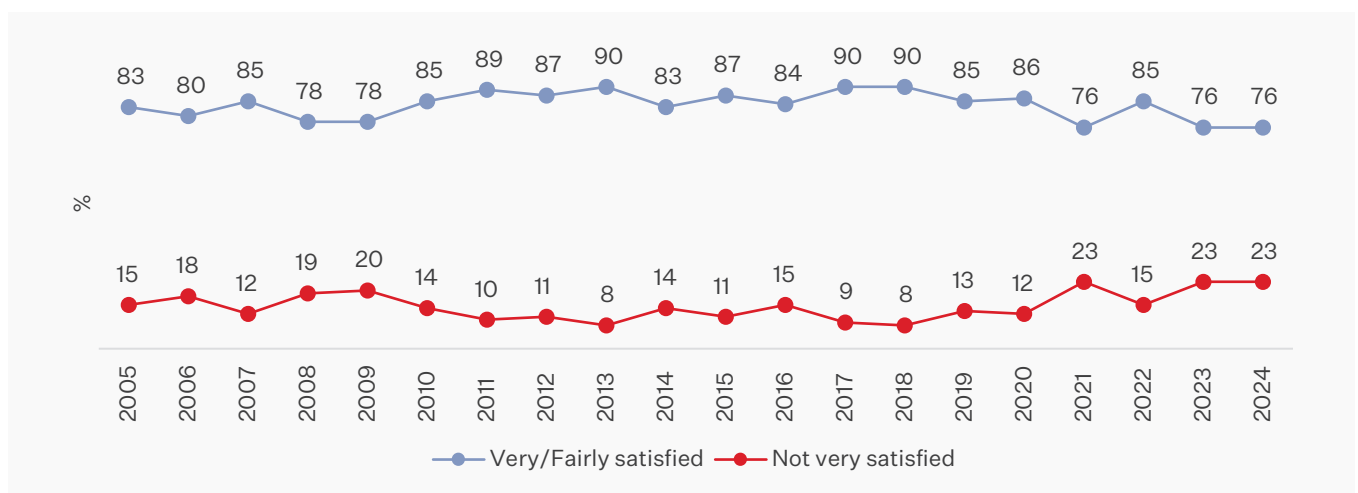


Figure 5.4 Satisfaction with the ability to drive around the District quickly, easily, and safely – over time



While no significant differences were observed between residents' locations or demographics, small variations were seen 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	19%	52%	28%	2%
Puketapu-Bell Block	25%	63%	13%	0%
Waitara	32%	48%	18%	2%
Clifton	11%	78%	11%	0%
Inglewood	27%	54%	20%	0%
Kaitake	32%	48%	20%	0%
Average	23%	53%	23%	1%

Quality and safety of the footpaths

OVERALL SATISFACTION WITH THE QUALITY AND SAFETY OF THE FOOTPATHS

More than three-quarters of residents were satisfied (78 per cent were fairly/very satisfied) with the quality and safety of the footpaths in the District. This result is like 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

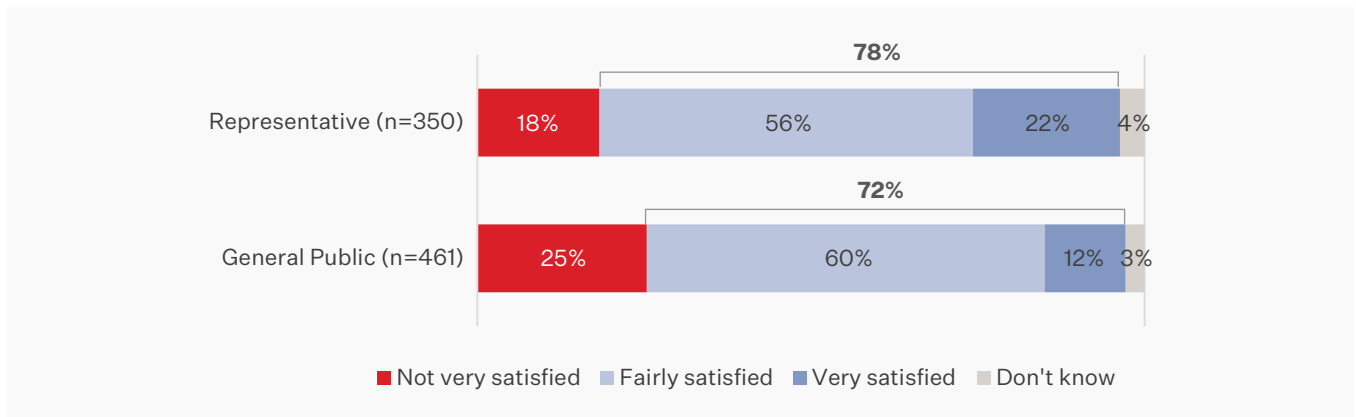
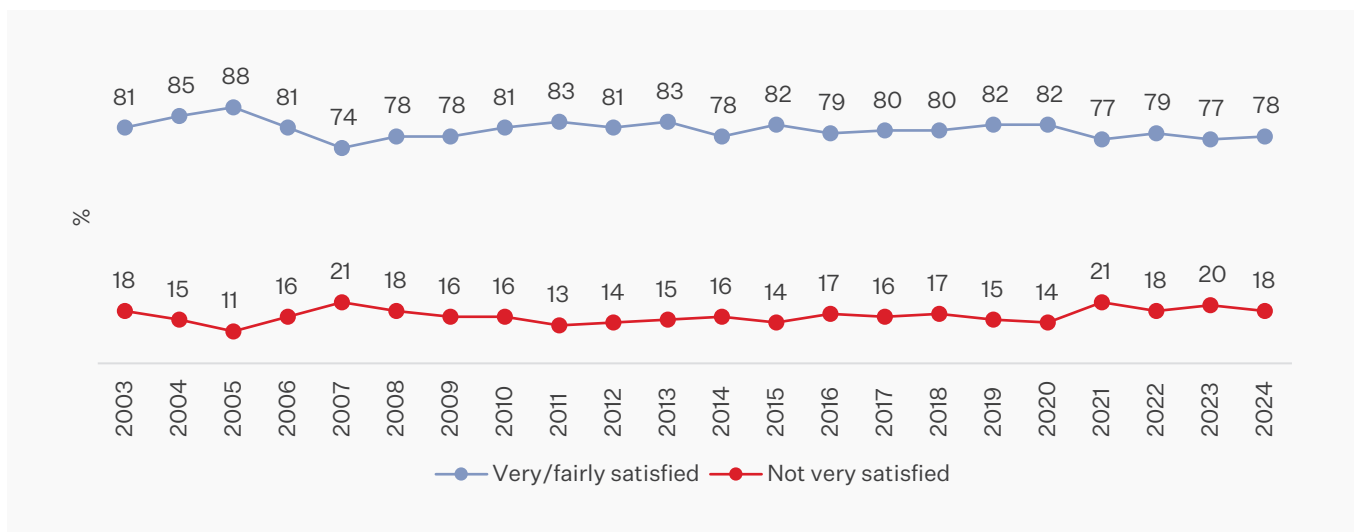


Figure 5.6 Satisfaction with the quality and safety of footpaths over time



Residents from different areas had varying satisfaction levels regarding the quality and safety of their footpaths. Overall, most residents were satisfied with their footpaths. However, residents in Waitara and Inglewood 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	19%	56%	23%	2%
Puketapu-Bell Block	13%	72%	16%	0%
Waitara	23%	48%	18%	11%
Clifton	11%	67%	22%	0%
Inglewood	15%	51%	24%	10%
Kaitake	20%	52%	28%	0%
Average	18%	56%	22%	4%

Quality and safety of the cycle network

In 2024, just under half (49 per cent) of residents over 18 years reported riding a bike on a road or path around the District within the past year. Due to a slight wording change in 2023¹, the likelihood of riding a bike has increased compared to previous years.

Table 5.4 Per cent 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	33%	15%	49%	51%

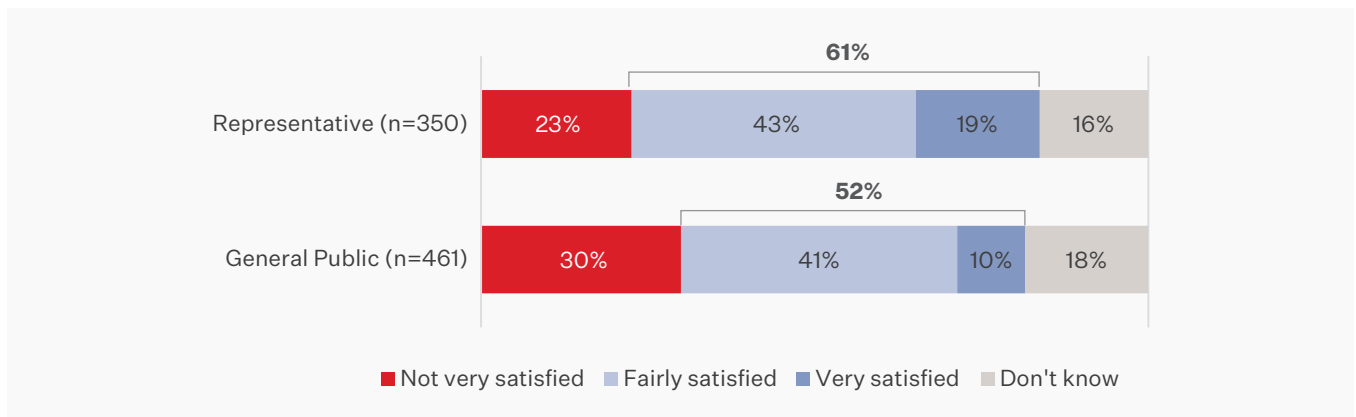
OVERALL SATISFACTION WITH THE QUALITY AND SAFETY OF THE CYCLE NETWORK

In 2024, three-fifths of residents were satisfied (61 per cent were fairly/very satisfied) with the quality and safety of the District’s cycle network.

This result is consistent with 2023 when 63 per cent were satisfied. Furthermore, the higher-than-normal levels of dissatisfied residents seen in 2023 have remained consistent in 2024 (23-25 per cent in 2023/2024, compared to 10-16 per cent in the 12 years prior). This finding is largely due to a decrease in the number of residents unable to give an opinion.

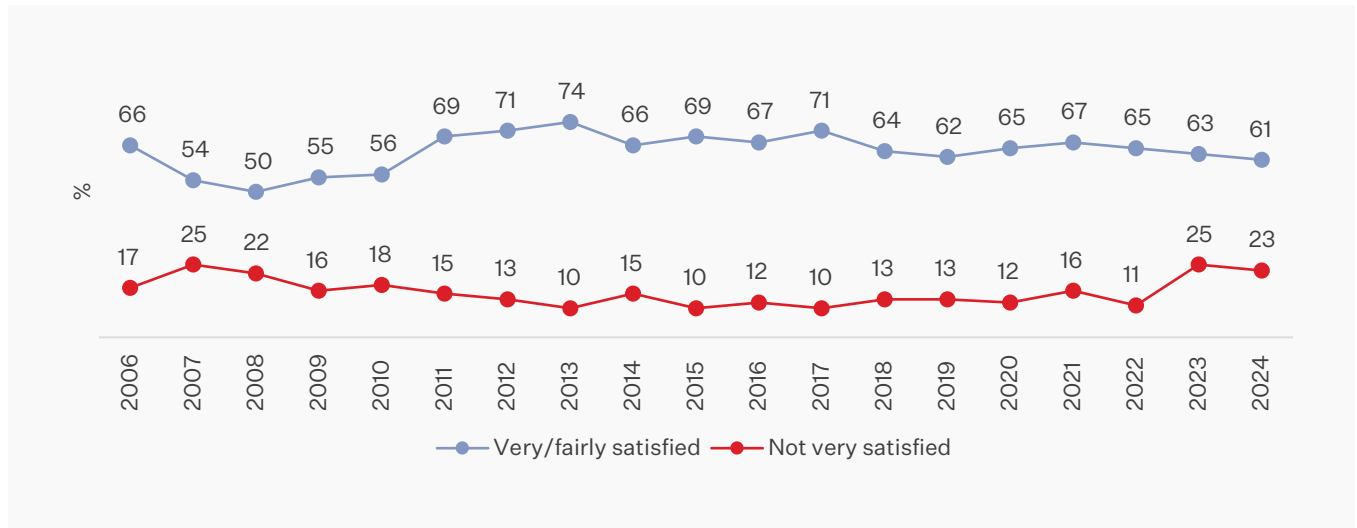
Provincial peer group average = 67%

Figure 5.7 Overall satisfaction with the quality and safety of the cycle network



¹ 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	23%	44%	22%	12%
Puketapu-Bell Block	19%	56%	9%	16%
Waitara	32%	32%	11%	25%
Clifton	0%	56%	11%	33%
Inglewood	20%	49%	17%	15%
Kaitake	24%	16%	24%	36%
Average	23%	43%	19%	16%

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

Of those households (49 per cent) who had ridden a bike on a road or path in the past 12 months, 69 per cent were satisfied with the service’s quality and safety. This result is consistent with 2023, where 71 per cent were satisfied.

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	27%	50%	19%	4%	228

Availability of car parking in the District

OVERALL SATISFACTION WITH CAR PARKING IN THE DISTRICT

In 2024, 58 per cent of District residents were satisfied with car parking, down from 63 per cent in 2023. This result marks the first decline after two consecutive years of increases. However, satisfaction with car parking remains low compared to the 2009-2020 results, which ranged from 68 to 76 per cent.

Provincial peer group average = 58%

Figure 5.9 Overall satisfaction with car parking in the District

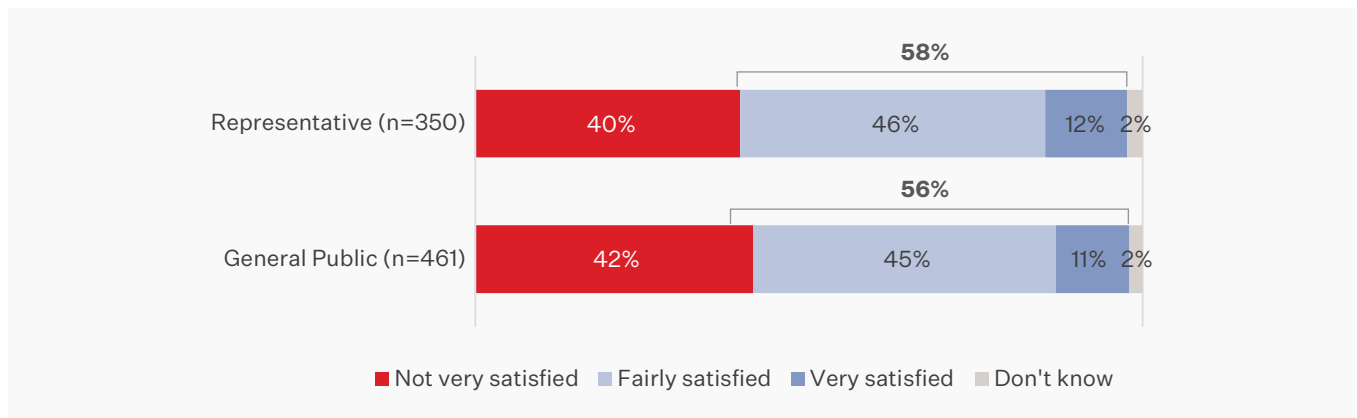
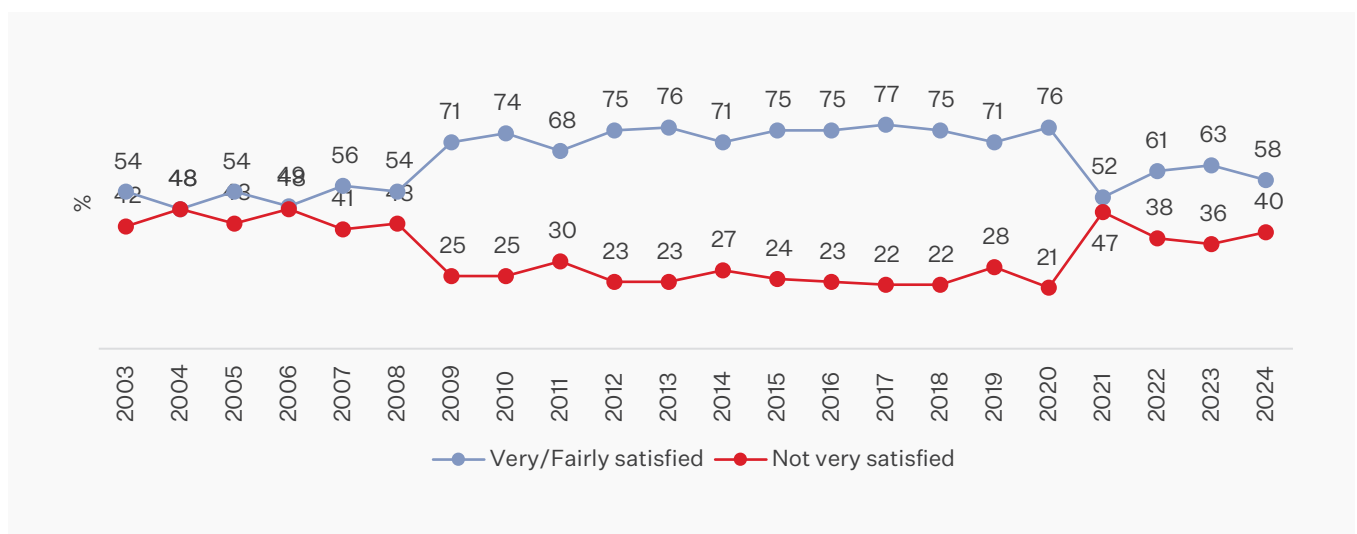


Figure 5.10 Satisfaction with car parking in the District – over time



There were slight differences in satisfaction levels by area. Puketapu-Bell Block showed the highest levels of dissatisfaction, followed by Waitara. Clifton, Inglewood. New Plymouth City displayed the highest satisfaction levels by area. Waitara residents were significantly more likely 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	37%	47%	14%	2%
Puketapu-Bell Block	53%	41%	6%	0%
Waitara	45%	34%	11%	9%↑
Clifton	33%	56%	11%	0%
Inglewood	34%	54%	10%	2%
Kaitake	44%	44%	12%	0%
Average	40%	46%	12%	2%

There were no significant differences between other recorded demographics.

Suggestions to Improve Road Services

Again, dissatisfied 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	12%	29	
	More maintenance/upgrades	9%	21	
	More long-term repairs	6%	14	
	Issues with contractors used	4%	10	
	Roads broken and uneven	3%	8	
	Heavy trucks damaging roads	2%	4	
	Sweep up chips after road works	1%	2	
	Other	3%	7	
	Proportion of respondents providing a comment on the overall quality of roads		35%	83
	Ability to drive around the District quickly, easily, and safely	Change road layout/Plan better	3%	8
Road works take too long		3%	6	
More signs/Lighting/Safety		3%	6	
Bad Traffic		1%	2	
Widen roads		1%	3	
Traffic lights out of sync		0%	1	
Other		1%	2	
Proportion of respondents providing a comment on the ability to drive around the District quickly, easily, and safely		10%	24	
Quality and safety of footpaths	Fix/Maintain footpaths	3%	6	
	Footpaths broken and uneven	2%	4	
	More/upgrade pedestrian crossings	2%	4	
	Accessibility (E.g. for disabled and elderly)	1%	2	
	More footpaths needed	0%	1	
	Greenery maintenance needed	0%	1	
	Other	1%	2	
	Proportion of respondents providing a comment on the quality and safety of footpaths		6%	13

Topic	Area of improvement	%	n
Availability of car parking in the District	More parking needed	7%	17
	Cheaper/free parking	2%	5
	Other	2%	4
	Proportion of respondents providing a comment on the availability of car parking in the District	10%	24
Quality and safety of cycle network	More cycle ways needed	3%	6
	Safer cycle lanes	2%	4
	More Maintenance	1%	2
	Other	2%	4
	Proportion of respondents providing a comment on the quality and safety of cycle network	5%	12
Unspecific mentions/ other	“Fix them”	2%	4
	Communication	1%	2
	Other	4%	10
	Proportion of respondents providing an unspecific comment	7%	16
Other		3%	6
Nothing		34%	81
Total number of respondents		100%	235

Typical comments were:

- “ The roads are in a terrible condition, lots of potholes, etc. The footpaths in this area are very unsafe with tree roots pushing the path up and potholes, etc.”
- “ To keep up a regular standard and the maintenance of the roads.”
- “ The parking is a major problem in New Plymouth, they really need to do something about that, also for longer term parking rather than just an hour. Half the time, the parking meters are not working and then you have to walk around to find one that works”.

Section 6

Urban environment

Key metrics

Maintenance of the quality of the living environment

78% were satisfied with the quality of the living environment.

The quality of urban landscapes and streets

85% 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 (78 per cent were fairly/very satisfied) with the overall maintenance of the quality of the living environment in the District. This result represents a decrease since last year (87 per cent were satisfied in 2023). However, satisfaction levels are not back to the highs seen prior to 2018 (90+ per cent).

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

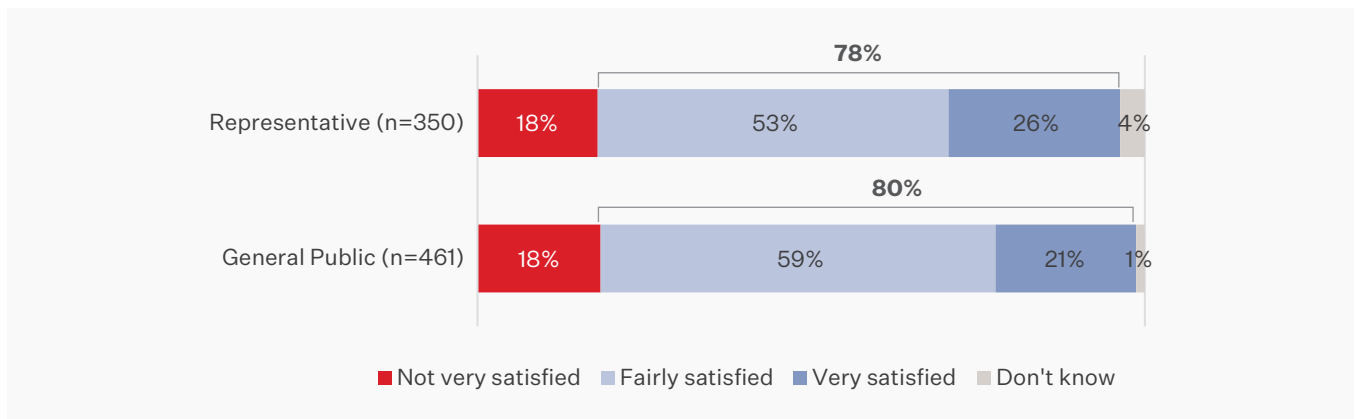
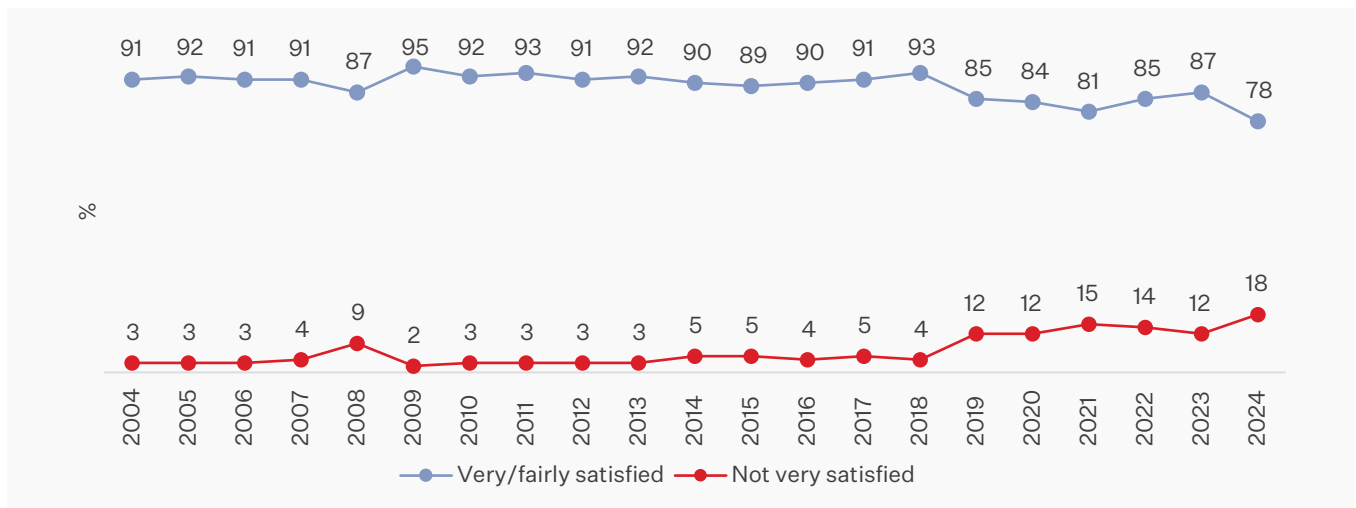


Figure 6.2 Satisfaction with the maintenance of the quality of the living environment, including litter control – over time



Satisfaction levels are fairly consistent across areas. Waitara residents had the highest dissatisfaction levels, whilst Clifton and 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	17%	52%	28%	3%
Puketapu-Bell Block	9%	66%	22%	3%
Waitara	32%	48%	14%	7%
Clifton	0%	89%	11%	0%
Inglewood	17%	54%	22%	7%
Kaitake	20%	32%	44%	4%
Average	18%	53%	26%	4%

There were no significant demographic differences.

Overall satisfaction with urban landscapes and streets

Six out of seven residents were satisfied (85 per cent were fairly/very satisfied) with the quality of the urban landscapes and streets. This result is a four per cent decrease in satisfaction levels from 2023. Satisfaction levels have remained relatively steady over the past 17 years and remain among the Council’s top-performing services.

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

Figure 6.3 Overall satisfaction with urban landscapes and streets

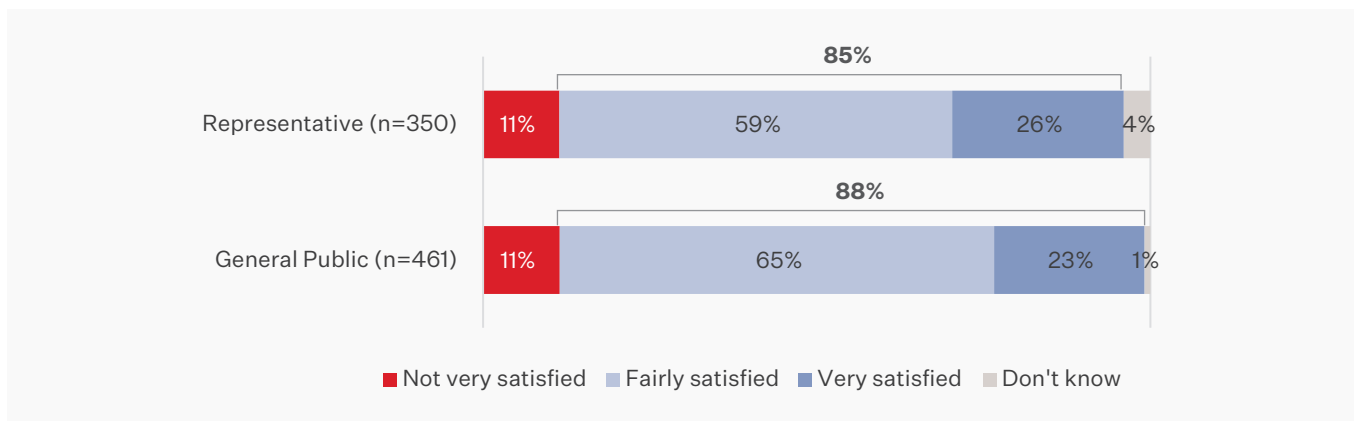
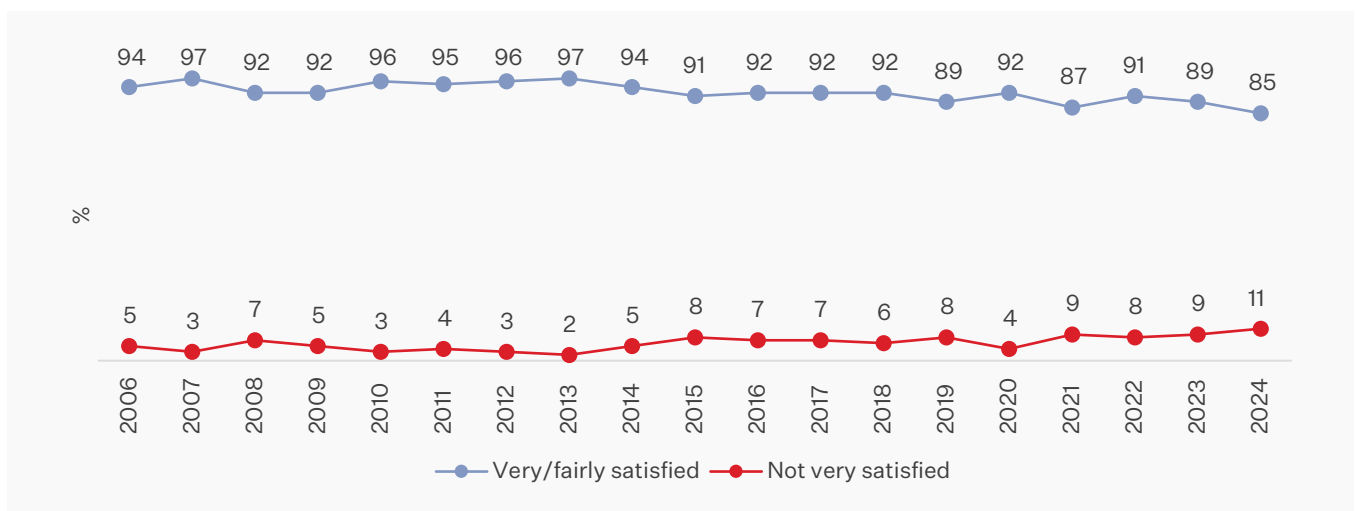


Figure 6.4 Satisfaction with the quality of urban landscapes and streets over time



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 likely unable to respond.

Table 6.2 Satisfaction by area

	Not very satisfied	Fairly satisfied	Very satisfied	Don't know
New Plymouth City	12%	59%	27%	3%
Puketapu-Bell Block	6%	63%	28%	3%
Waitara	20%	45%	20%	14%↑
Clifton	11%	67%	22%	0%
Inglewood	10%	68%	20%	2%
Kaitake	4%	60%	36%	0%
Average	11%	59%	26%	4%

Section 7

The outdoor environment

Key metrics

Access to the natural environment

94%	were satisfied with their access to the natural environment.
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Quality of parks and reserves

93%	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.
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93%	were satisfied with the quality of their parks and reserves overall.
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Quality of sports parks

58%	had visited a sports park over the past year. Of those, 95% were satisfied with their experience.
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73%	were satisfied with the quality of their sports parks overall.
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Quality of playgrounds

62%	had visited a playground over the past year. Of those, 93% were satisfied with their experience.
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73%	were satisfied with the quality of playgrounds overall.
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Overview of usage of parks and reserves

Most residents in the District visit public parks and reserves, with 93 per cent confirming they have done so in the last 12 months. However, fewer residents visit sports parks or playgrounds where only three-fifths of residents (58 per cent) have used or visited a sports park. Comparatively, 62 per cent of residents have used or visited a playground in the District.

This result is consistent in the overall use compared to last year, when 92 per cent had visited the parks/reserves, 58 per cent had used/visited a sports park, and 61 per cent 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	73%	20%	93%	7%
Used or visited a sports park	30%	29%	58%	42%
Used or visited a playground	38%	24%	62%	38%

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 (94 per cent were fairly/very satisfied). Similar satisfaction levels have been demonstrated in the past. This remains one of the Council’s top performance indicators.

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

Figure 7.1 Overall satisfaction with access to the natural environment

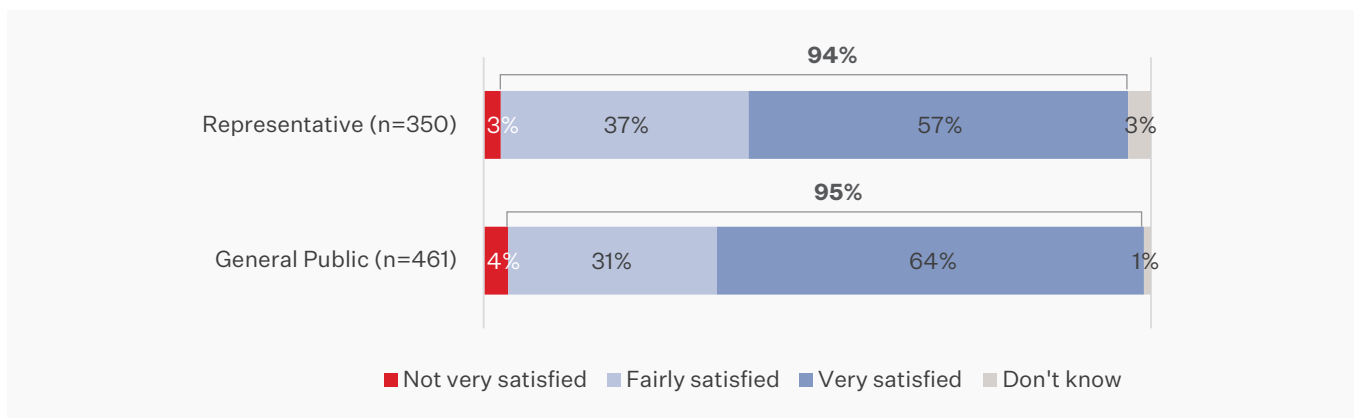
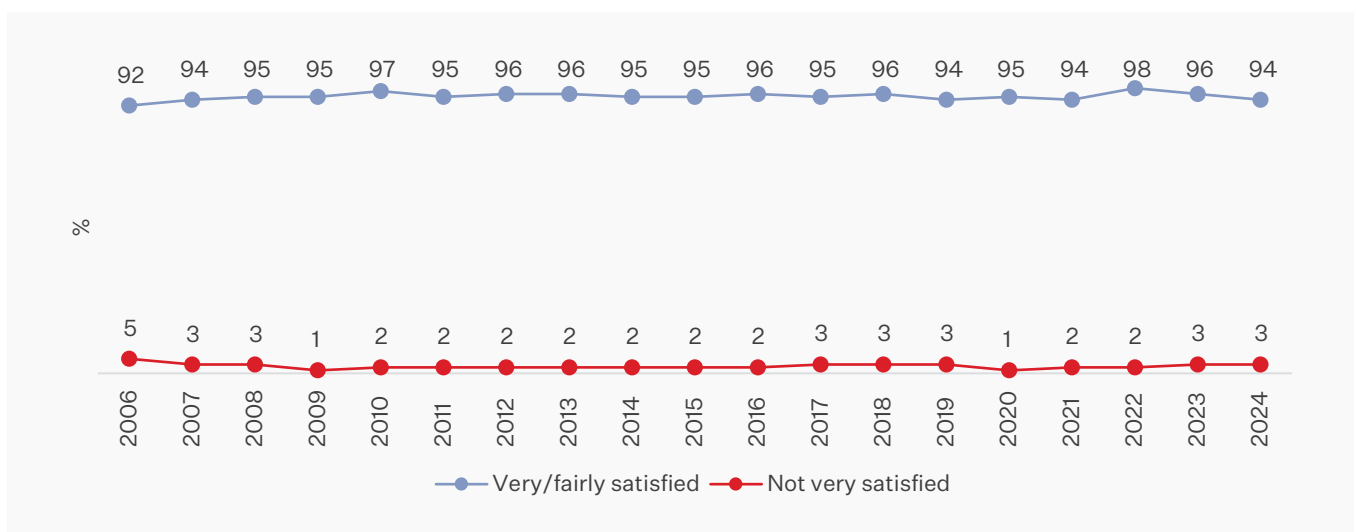


Figure 7.2 Satisfaction with the access to the natural environment – over time



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	3%	37%	59%	1%
Puketapu-Bell Block	0%	50%	41%	9%
Waitara	7%	36%	45%	11%
Clifton	0%	0%	100%	0%
Inglewood	2%	46%	49%	2%
Kaitake	0%	20%	76%	4%
Average	3%	37%	57%	3%

Satisfaction with the parks and reserves

Nearly all residents (93 per cent 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. Parks and reserves are another of the Council’s top performance indicators.

Of the 93 per cent who had used/visited the public parks or reserves, 96 per cent were satisfied with their experience. This result is similar to last year when 95 per cent were satisfied.

Provincial peer group average = 78%

Figure 7.3 Overall satisfaction with parks and reserves

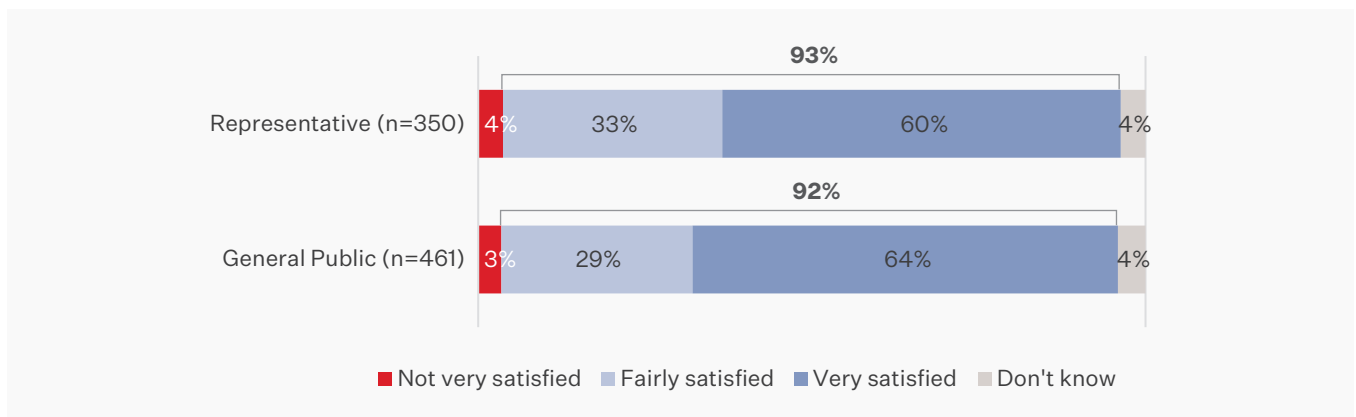
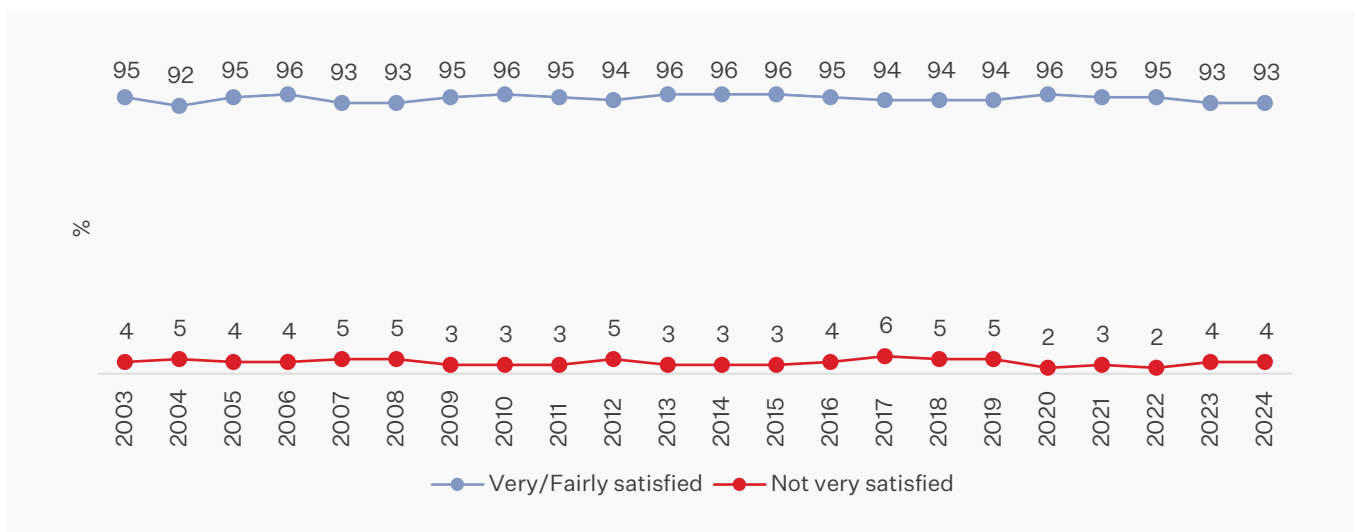


Figure 7.4 Satisfaction with parks and reserves – over time



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	5%	32%	62%	2%
Puketapu-Bell Block	0%	38%	53%	9%
Waitara	5%	39%	48%	9%
Clifton	0%	33%	67%	0%
Inglewood	5%	37%	54%	5%
Kaitake	0%	20%	76%	4%
Average	4%	33%	60%	4%

Satisfaction with Sports Parks

Three-quarters of residents were satisfied (73 per cent were fairly/very satisfied) with the quality of sports parks. This result represents a four per cent decrease, mostly due to an increase in respondents who have no opinion (from 18 per cent responding don't know in 2023 to 23 per cent in 2024).

Just under three-fifths of residents had used or visited a sports park over the past 12 months (58 per cent). Of those, 95 per cent were satisfied with their experience. This result is a three per cent increase from the 2023 survey.

Provincial peer group averages = 75%

Figure 7.5 Overall satisfaction with sports parks

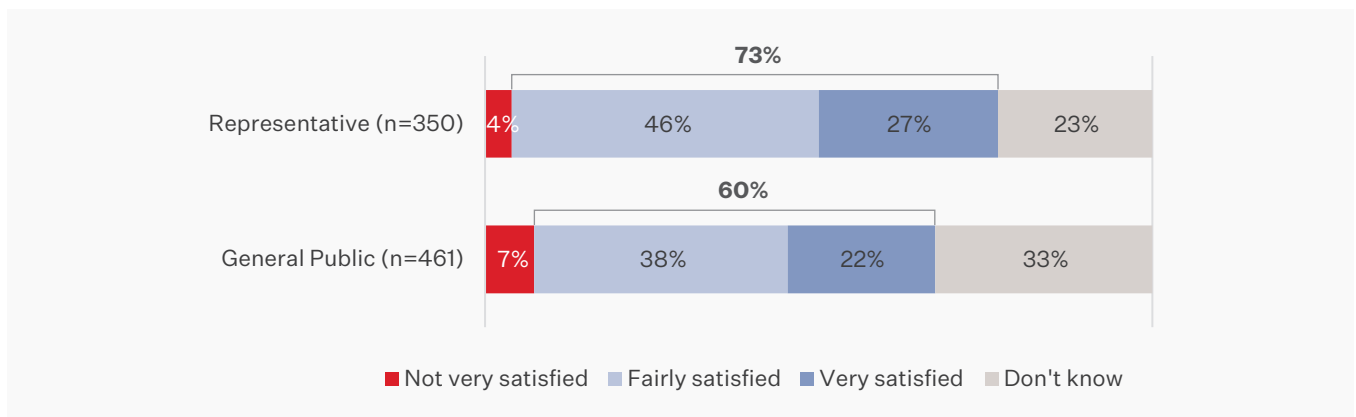
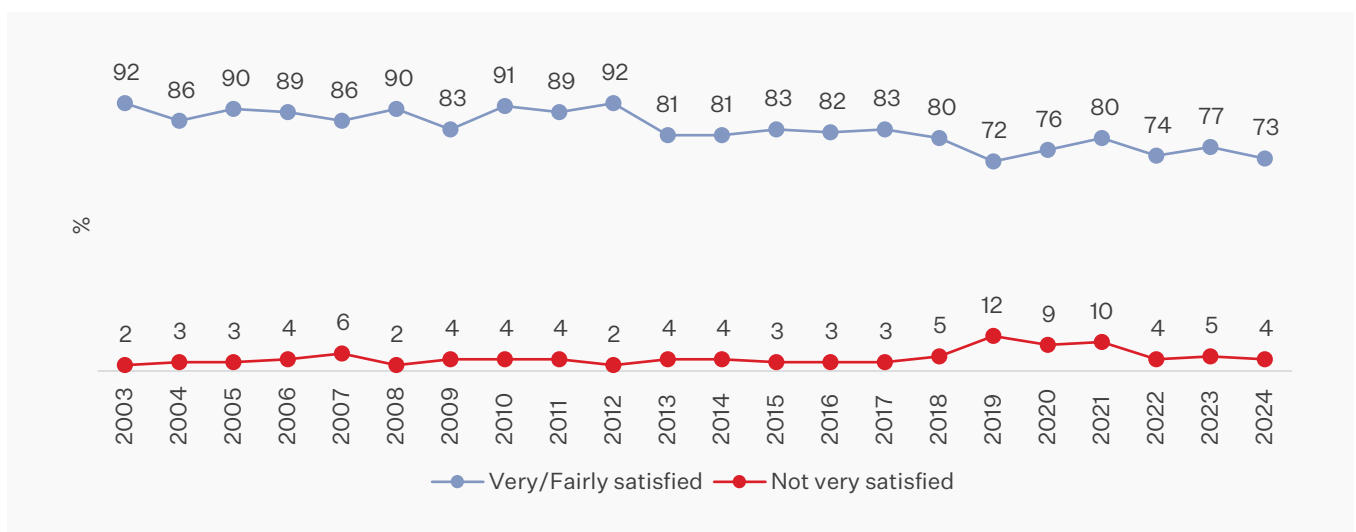


Figure 7.6 Satisfaction levels with sports parks – over time



There were no discernible demographic differences regarding satisfaction with sports parks. However, young respondents (18-44) were significantly less likely not to have an opinion (14 per cent).

Table 7.4 Satisfaction with sports parks – by area

	Not very satisfied	Fairly satisfied	Very satisfied	Don't know
New Plymouth City	4%	48%	28%	20%
Puketapu-Bell Block	6%	56%	16%	22%
Waitara	5%	34%	30%	32%
Clifton	0%	67%	22%	11%
Inglewood	5%	39%	24%	32%
Kaitake	0%	40%	36%	24%
Average	4%	46%	27%	23%

Satisfaction with playgrounds

Overall, 73 per cent of residents were satisfied with the quality of playgrounds. But one quarter (23 per cent) of residents could not comment on their satisfaction with the quality of playgrounds.

Satisfaction with playgrounds has decreased by four per cent since 2023, continuing a downward trend since 2021. Again, this can 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 (62 per cent) had visited a playground over the past year. Of those, 93 per cent were satisfied with their experience, consistent with 2023, when 93 per cent were satisfied.

Provincial peer group averages = 73%

Figure 7.7 Overall satisfaction with the playgrounds

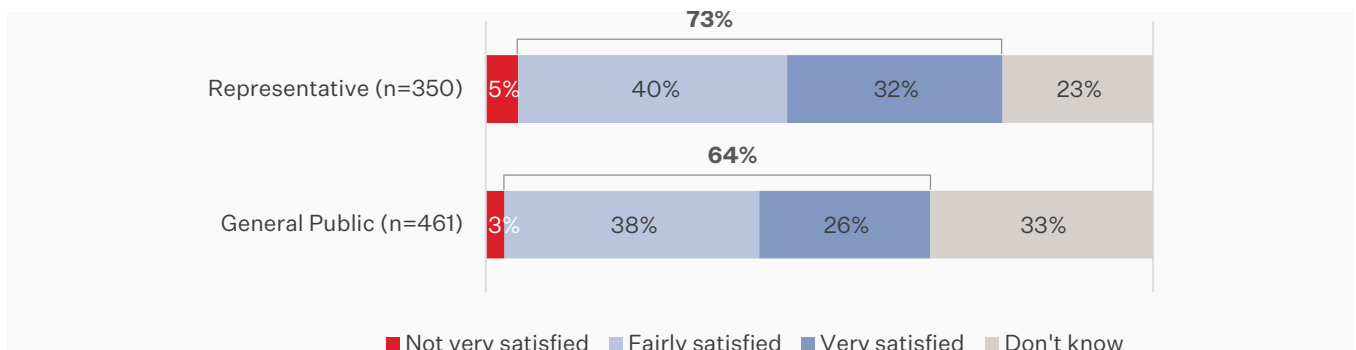
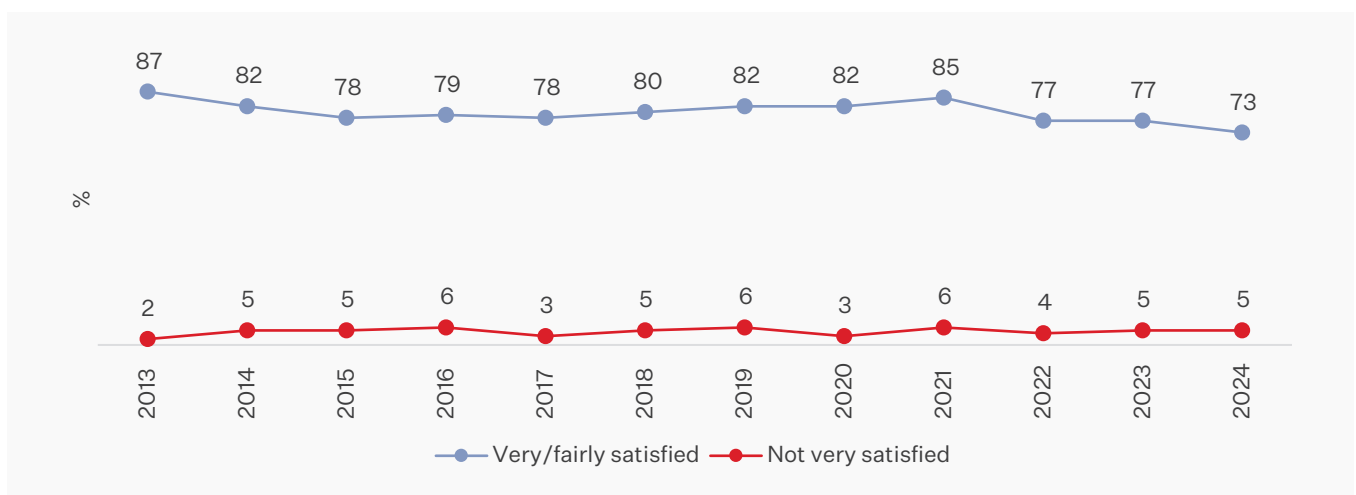


Figure 7.8 Satisfaction levels with sports, parks, and playgrounds – over time



Only small locational differences were observed regarding satisfaction with playgrounds. Younger residents (those under 45 years old) were significantly more likely to be satisfied with playgrounds (47 per cent).

Table 7.5 Satisfaction with playgrounds by area

	Not very satisfied	Fairly satisfied	Very satisfied	Don't know
New Plymouth City	5%	40%	33%	23%
Puketapu-Bell Block	3%	53%	19%	25%
Waitara	7%	36%	34%	23%
Clifton	0%	44%	44%	11%
Inglewood	7%	44%	27%	22%
Kaitake	4%	28%	44%	24%
Average	5%	40%	32%	23%

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

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

Topic	Area of improvement	%	n
Parks and reserves	Update/maintenance	6%	8
	Cleaner toilets	2%	3
	Empty bins/pick up rubbish	2%	3
	More/bigger parks	1%	1
	Other	1%	2
	Proportion of respondents providing a comment on the parks and reserves	10%	13
Sports parks	More/bigger sports facilities	2%	3
	Upgrade/maintenance	1%	1
	Other	1%	1
	Proportion of respondents providing a comment on the sports parks	4%	5
Playgrounds	Updated/maintenance	0%	1
	Proportion of respondents providing a comment on the playgrounds	0%	1

Typical comments were:

- “ The parks and all fields playgrounds need the lawns mowed more often!!! No good if grass is long.”
- “ More sport facilities, sports hub.”
- “ General cleaning needs to be more frequent, particularly with emptying bins more frequently, and more bins are needed at public parks/playgrounds.”

Section 8

Events and venues

Key metrics

Quality of event venues and events

67%	had attended an event venue or event during the past 12 months.
85%	were satisfied with the quality of the Council's event venues.
78%	were satisfied with the overall quality of the Council's events.

Quality of libraries

56%	had visited the Puke Ariki Library over the past year. Of those, 95% were satisfied with their experience.
95%	were satisfied with the Puke Ariki Library overall.
37%	had visited another community library over the last year. Of those, 91% were satisfied with their experience.
91%	were satisfied with other community libraries in the district overall.

Museums and art galleries

94%	were satisfied with the museum at Puke Ariki overall.
54%	had used or visited the museum or the Visitor Information Centre at Puke Ariki. Of those, most (94%) were satisfied with their experience.
41%	were satisfied with the Govett-Brewster Art Gallery/Len Lye Centre overall.
30%	had visited the Govett-Brewster Art Gallery/Len Lye Centre, and 83% were satisfied with the venue(s).

Quality of event venues and events

OVERVIEW OF EVENT VENUE USAGE

Two-thirds (67 per cent) of residents had visited an entertainment, arts, or sporting event at least once during the past 12 months. This result is consistent with 2023 (65 per cent).

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.	29%	38%	67%	33%

SATISFACTION WITH EVENT VENUES AND EVENTS

Over four in five residents were satisfied (85 per cent were fairly/very satisfied) with the quality of the District’s event venues. The quality of the venues is a top-performing indicator for the Council.

However, fewer residents (78 per cent) were satisfied with the quality of the events. Results from 2023 for event venues and events were slightly higher (at 89 per cent and 83 per cent, respectively), indicating decreased 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 per cent 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

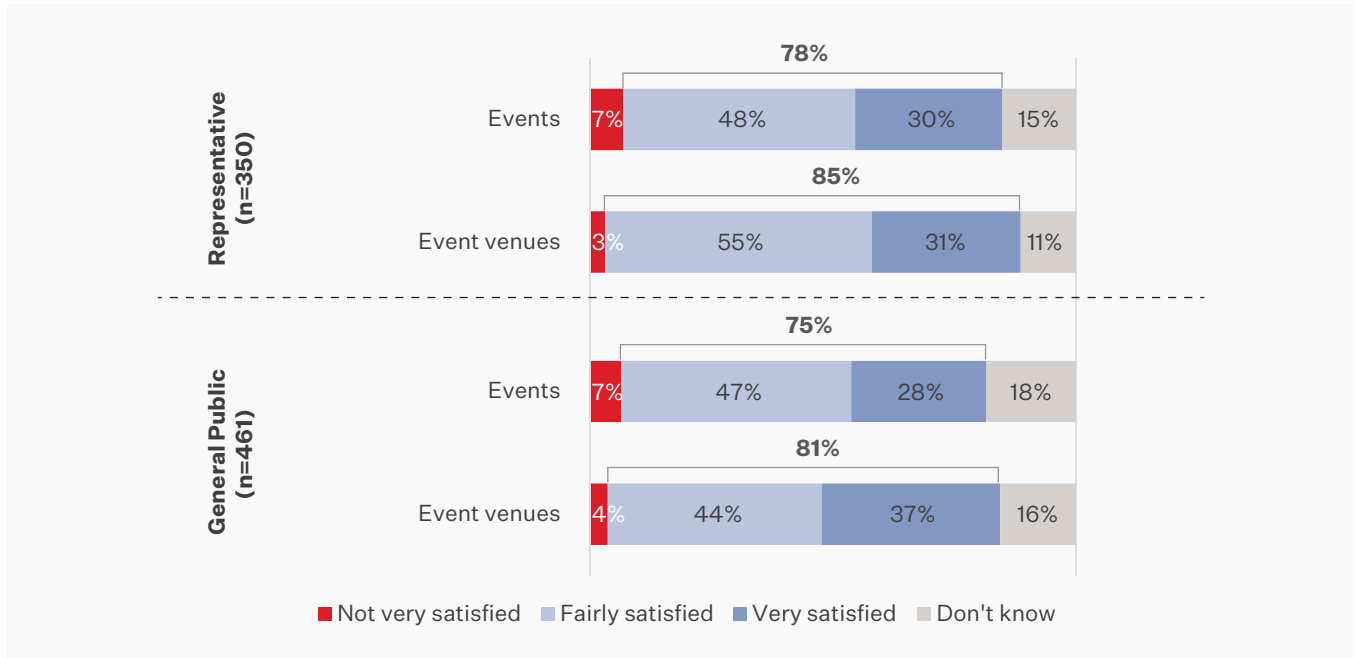
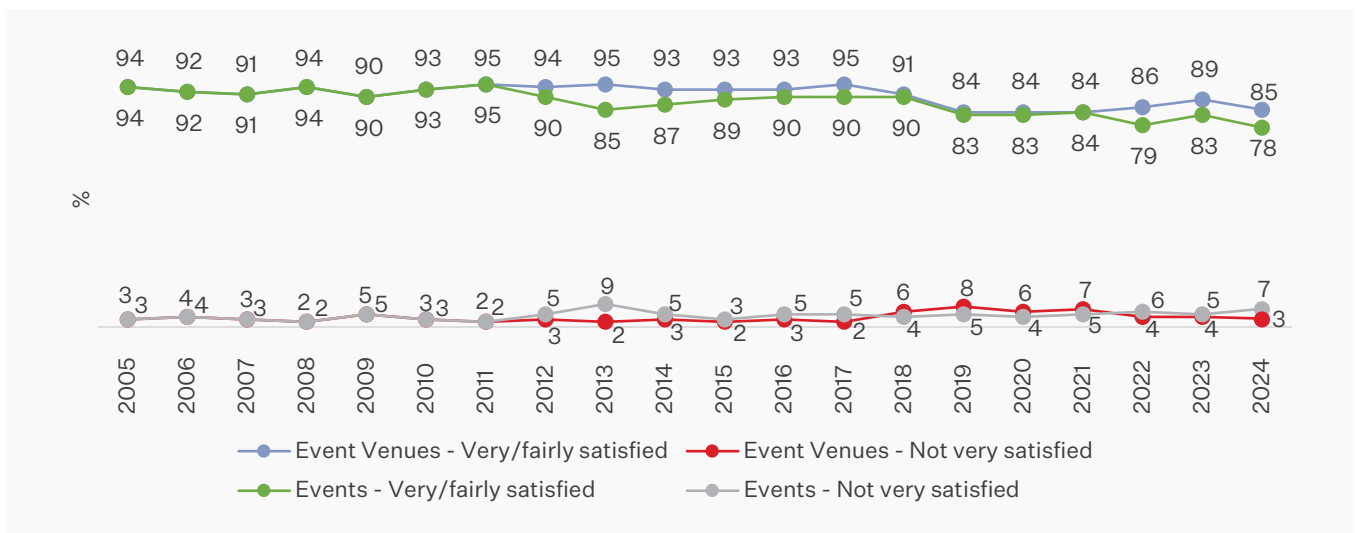


Figure 8.2 Satisfaction with event venues and events – over time



Satisfaction levels were relatively consistent across areas. However, Waitara 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	4%	55%	34%	8%
Puketapu-Bell Block	0%	69%	22%	9%
Waitara	2%	48%	25%	25%
Clifton	0%	56%	33%	11%
Inglewood	7%	51%	27%	15%
Kaitake	0%	56%	32%	12%
Average	3%	55%	31%	11%
Events	Not very satisfied	Fairly satisfied	Very satisfied	Don't know
New Plymouth City	6%	50%	32%	12%
Puketapu-Bell Block	6%	50%	19%	25%
Waitara	9%	39%	27%	25%
Clifton	11%	22%	44%	22%
Inglewood	7%	49%	34%	10%
Kaitake	8%	48%	28%	16%
Average	7%	48%	30%	15%

Libraries

OVERVIEW OF LIBRARY USAGE

Over the past year, more than half of residents had visited the library at Puke Ariki, and just over a third had visited other libraries (56 per cent and 37 per cent, respectively). These results are consistent with library usage in 2023 for both the library at Puke Ariki (53 per cent in 2023) and other community libraries (36 per cent in 2023). However, similar to last year, residents from areas other than New Plymouth City are likelier to visit community libraries (48 – 67 per cent 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%	24%	56%	44%
Used or visited a community library other than the Puke Ariki Library	17%	20%	37%	63%

SATISFACTION WITH LIBRARIES

In 2024, satisfaction levels were only asked of residents who had visited public libraries over the past year. Therefore, the results have shown a substantial increase in satisfaction levels, as demonstrated in the figure below, and should be interpreted with this in mind.

Regarding user satisfaction alone, the Puke Ariki Library showed a similar satisfaction rate in 2023 (95% compared to 97% in 2023). Satisfaction with the community libraries has remained consistent over the past year (91% for both years).

Provincial peer group average = 69%

Figure 8.3 Overall satisfaction with libraries

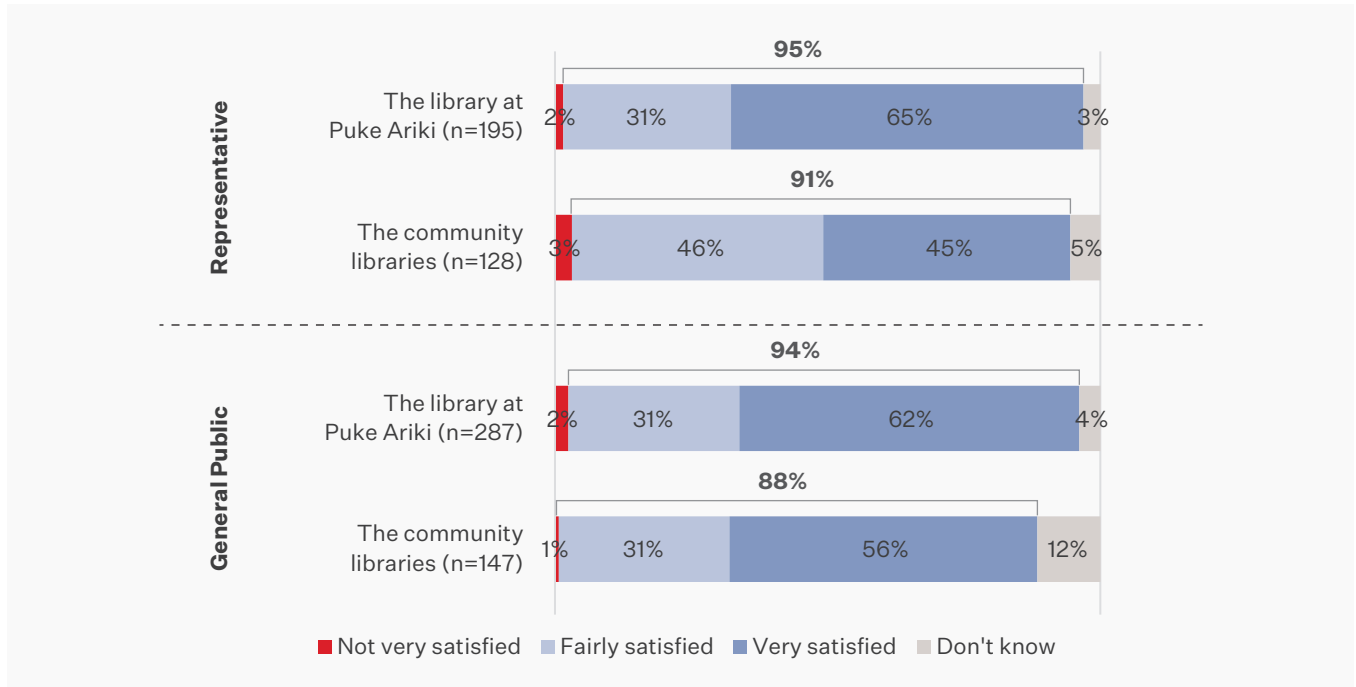
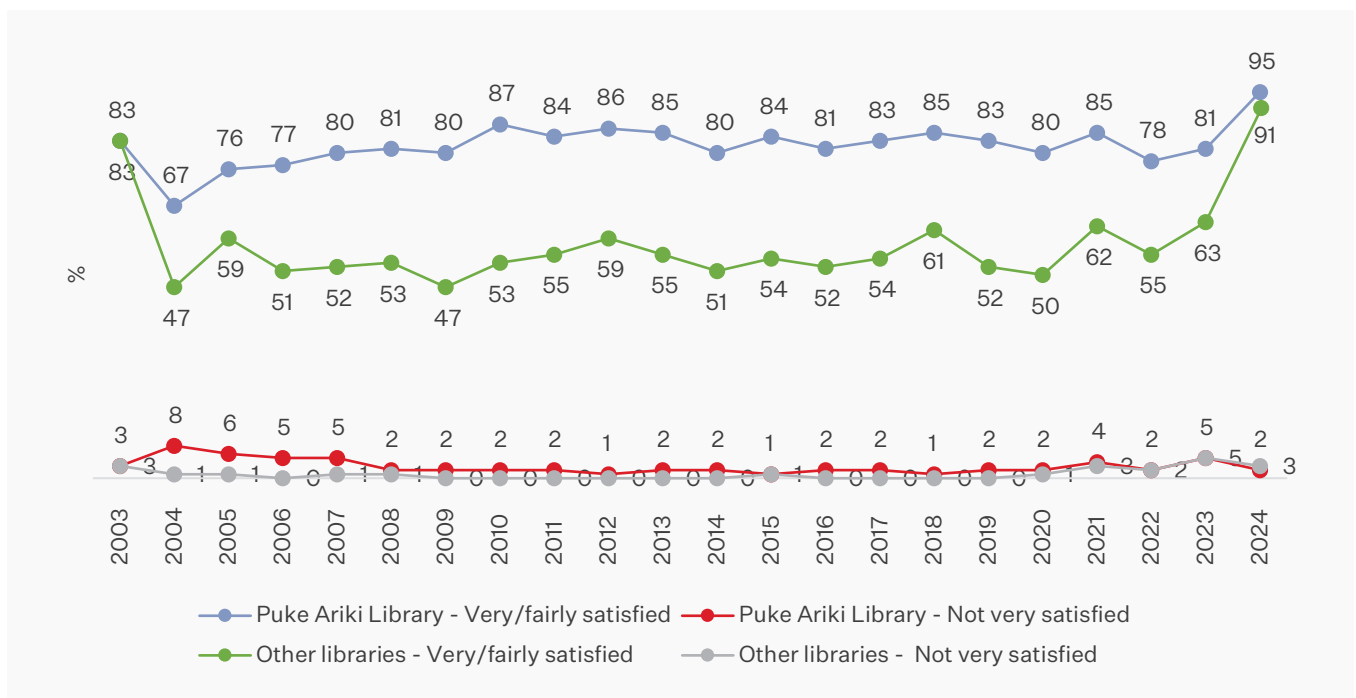


Figure 8.4 Satisfaction with libraries – over time*



* In 2024, this question was only asked of residents who had used the service

Overall, satisfaction levels indicate that residents like visiting the Puke Ariki Library, and dissatisfaction levels are very low.

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	2%	30%	65%	4%
Puketapu-Bell Block	0%	27%	73%	0%
Waitara	4%	43%	48%	4%
Clifton	0%	0%	100%	0%
Inglewood	0%	42%	58%	0%
Kaitake	0%	17%	83%	0%
Average	2%	31%	65%	3%
Other community libraries	Not very satisfied	Fairly satisfied	Very satisfied	Don't know
New Plymouth City	4%	53%	36%	7%
Puketapu-Bell Block	0%	32%	58%	11%
Waitara	5%	62%	24%	10%
Clifton	0%	33%	67%	0%
Inglewood	5%	33%	62%	0%
Kaitake	0%	44%	56%	0%
Average	3%	46%	45%	5%

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 slightly less than a third had visited the Govett-Brewster Art Gallery/Len Lye Centre (54 per cent and 30 per cent, respectively). These results are consistent in the level of usage of the museum/Visitor Centre (53 per cent in 2023) and the art gallery (31 per cent in 2023).

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	22%	32%	54%	46%
Visited the Govett-Brewster Art Gallery/Len Lye Centre	8%	22%	30%	70%

SATISFACTION WITH THE MUSEUMS AND ART GALLERIES

Almost all residents were satisfied (94 per cent were fairly/very satisfied) with the museum at Puke Ariki. This result is an increase from 2023 when 80 per cent were satisfied. Note that in 2024, satisfaction levels were only asked of residents who had visited the museum or Visitor Information Centre over the past year.

Forty-one per cent of respondents expressed satisfaction with the Govett-Brewster Art Gallery/Len Lye Centre, marking a notable decrease from last year's 49 percent satisfaction rate. However, there was an increase in the proportion of residents with no opinion, rising from 32 percent in 2023 to 41 percent in 2024. Notably, dissatisfaction levels did not increase, remaining consistent with 2023 at 18 percent.

The provincial peer group average for galleries is 71%.

Figure 8.5 Overall satisfaction levels with museum and art galleries

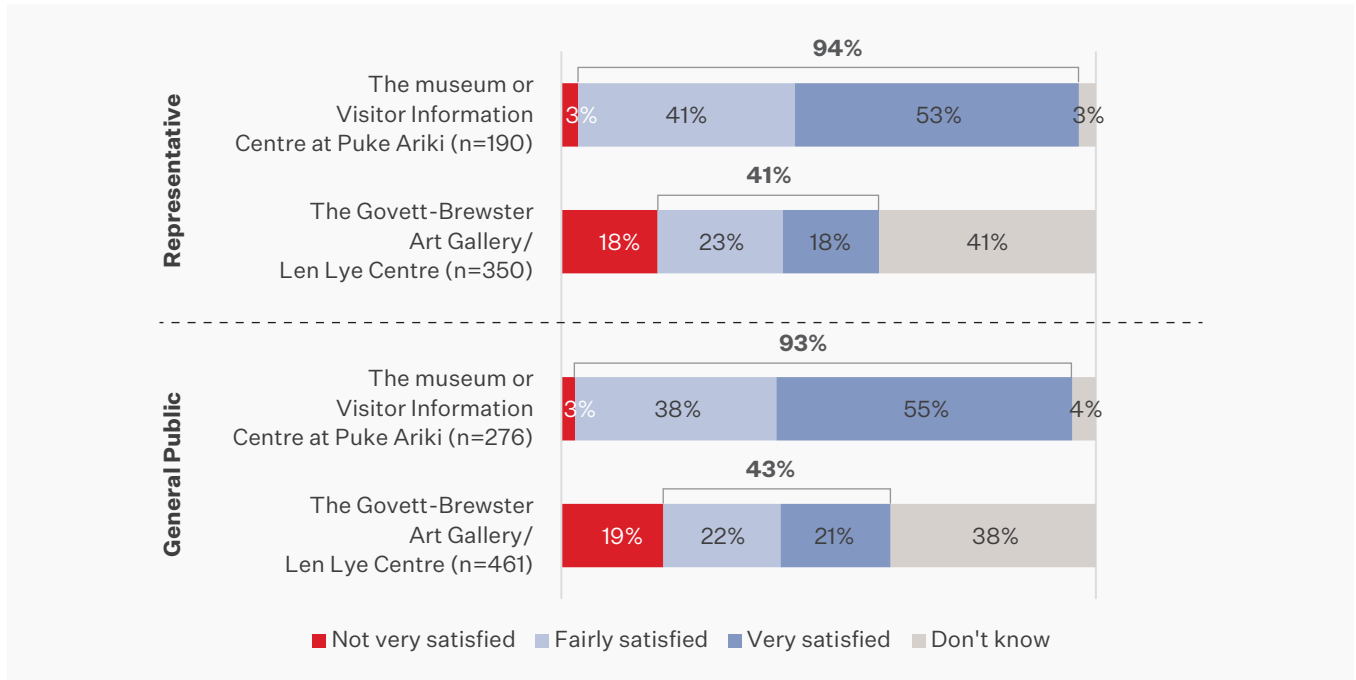
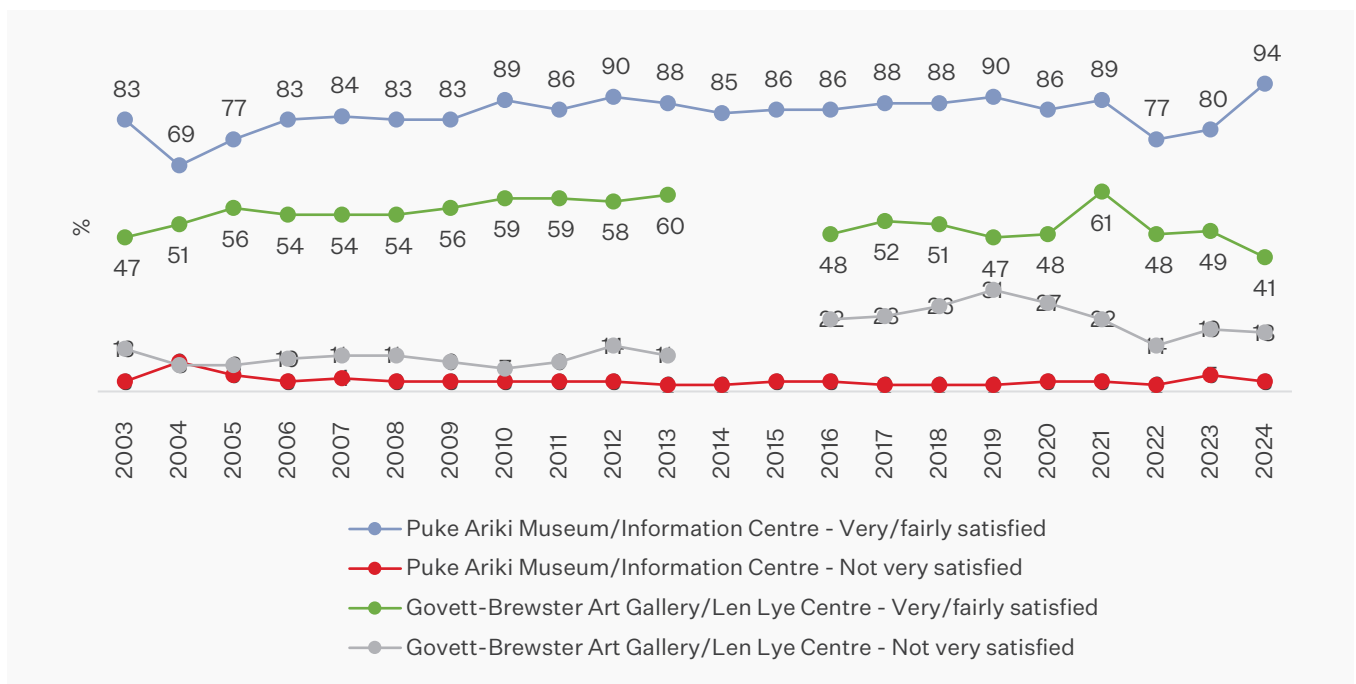


Figure 8.6 Satisfaction levels with Puke Ariki Museum and Govett-Brewster Art Gallery/Len Lye Centre – over time*



*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 Puke Ariki or the Govett-Brewster Art Gallery/Len Lye Centre between different areas in the District. However, residents in New Plymouth City and Puketapu-Bell Block were more likely to be dissatisfied with the Govett-Brewster/Len Lye Centre, and residents in Clifton were the least likely to have visited it.

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	3%	41%	53%	3%
Puketapu-Bell Block	0%	56%	44%	0%
Waitara	8%	54%	33%	4%
Clifton	0%	0%	100%	0%
Inglewood	0%	25%	75%	0%
Kaitake	0%	25%	58%	17%
Average	3%	41%	53%	3%
Govett-Brewster Art Gallery/Len Lye Centre	Not very satisfied	Fairly satisfied	Very satisfied	Don't know
New Plymouth City	22%	22%	22%	35%
Puketapu-Bell Block	22%	25%	13%	41%
Waitara	9%	23%	9%	59%
Clifton	11%	33%	22%	33%
Inglewood	10%	32%	12%	46%
Kaitake	12%	20%	20%	48%
Average	18%	23%	18%	41%

Suggestions to improve events and venues

All dissatisfied respondents were invited to suggest how the Council could improve the District’s events and venues. Only a handful of residents commented, mostly focusing on the need for more events and improved communication.

Table 8.7 Suggestions to improve events and venues

Topic	Area of improvement	%	n
Council’s events	More events	1%	2
	Better communication	1%	1
	Better entertainment	1%	1
	Proportion of respondents providing a comment on Council events/venues	1%	2
Libraries	Community libraries other than Puke Ariki	1%	2
	Proportion of respondents providing a comment on the libraries	1%	2

Typical comments were:

- “ I think the Matariki week events could be bigger/more interactive. I think an extensive food truck and glow night would be amazing, especially now that the centre city parking is 24/7.”
- “ The library and museums have directed at smaller and smaller niche audiences, and irrelevant or hostile towards the general public.”

Section 9

Other Council services

Key metrics

The Airport

83% had used or visited the Airport over the past year. Of these, **95%** were satisfied with their experience.

94% were satisfied with the Airport overall.

Swimming facilities

54% had used swimming facilities over the past year. Of those, **94%** were satisfied with their experience.

68% were satisfied with swimming facilities overall.

Quality of public toilets

77% had used a public toilet. Of those, **82%** were satisfied with their experience.

70% were satisfied with public toilets overall.

Assistance and support to community groups

65% were satisfied with assistance and support to community groups.

Animal control activities

14% had contacted the Council about animal control. Of those, **85%** were satisfied with their experience.

39% were satisfied with animal control overall.

Overview of usage of other Council services

Usage of other Council services was found to have increased since 2023 (increases ranged between 1 and 6 per cent).

More than four-fifths (83 per cent) of residents had used or visited the Airport in 2024, an increase of 6 per cent (77 per cent in 2023). Fifty-four per cent had used or visited a public swimming facility in 2024, compared to 51 per cent in 2023. Seventy-seven per cent used a public toilet compared to 76 per cent in 2023. Only 14 per cent had contacted the Council about dogs and/or other animals, similar to 13 per cent in 2023.

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	43%	39%	83%	17%
Used or visited a public swimming facility	30%	23%	54%	46%
Used a public toilet	46%	31%	77%	23%
Contacted the Council about dogs and/or other animals	1%	13%	14%	86%

Satisfaction with the Airport

Overall, 94 per cent were satisfied with the Airport, which increased from 86 per cent in 2023. This increase in satisfaction corresponds to asking the question of users only. Dissatisfaction overall remains at a low.

Eighty-three per cent of residents (or family members) had used or visited the Airport during the past 12 months. Of these, 95 per cent were satisfied with their experience. User satisfaction with the Airport has remained similar to 2023.

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

Figure 9.1 Overall satisfaction with the airport

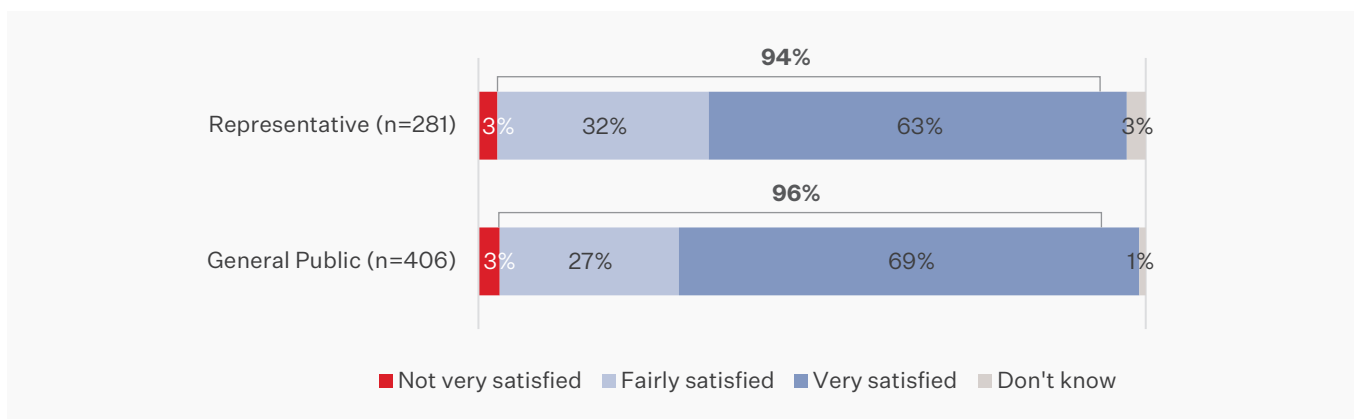
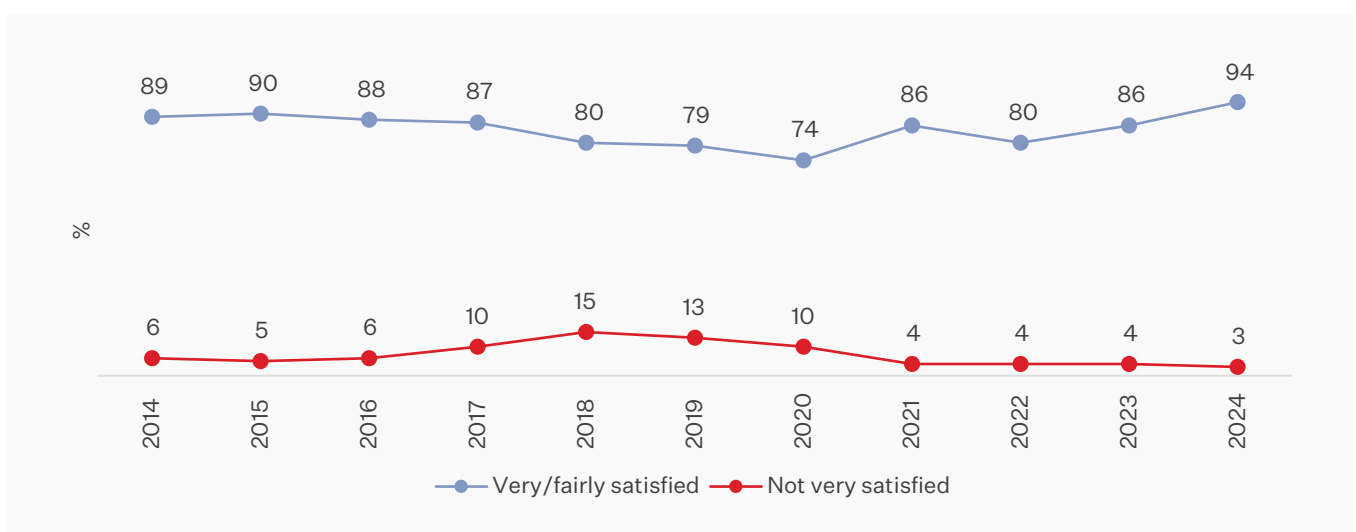


Figure 9.2 Satisfaction with the Airport – over time*



* In 2024, this question was only asked of residents who had used the service

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	4%	29%	63%	4%
Puketapu-Bell Block	0%	40%	60%	0%
Waitara	6%	44%	50%	0%
Clifton	0%	25%	63%	13%
Inglewood	0%	29%	71%	0%
Kaitake	0%	25%	75%	0%
Average	3%	32%	63%	3%

Satisfaction with swimming facilities

Overall, 68 percent of residents were satisfied with the District’s swimming facilities. While this result is consistent with 2023 (71 percent), it does represent the lowest level of satisfaction achieved for this aspect since the question was first posed to residents in 2003.

It is positive to note that dissatisfaction levels have remained low over time, indicating that the reduction of satisfaction levels results from increasing proportions of ‘Don’t know’ responses.

Looking at users and visitors, just over half (54 per cent) of the District’s residents had used a swimming facility over the past year. Of those, 94 per cent were satisfied with their experience, like last year.

Provincial peer group average = 53 per cent

Figure 9.3 Overall satisfaction with swimming facilities

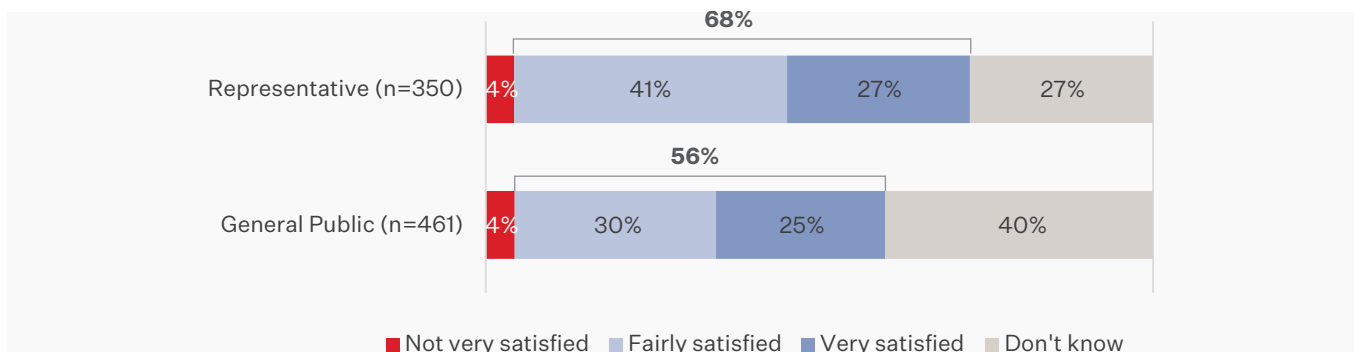
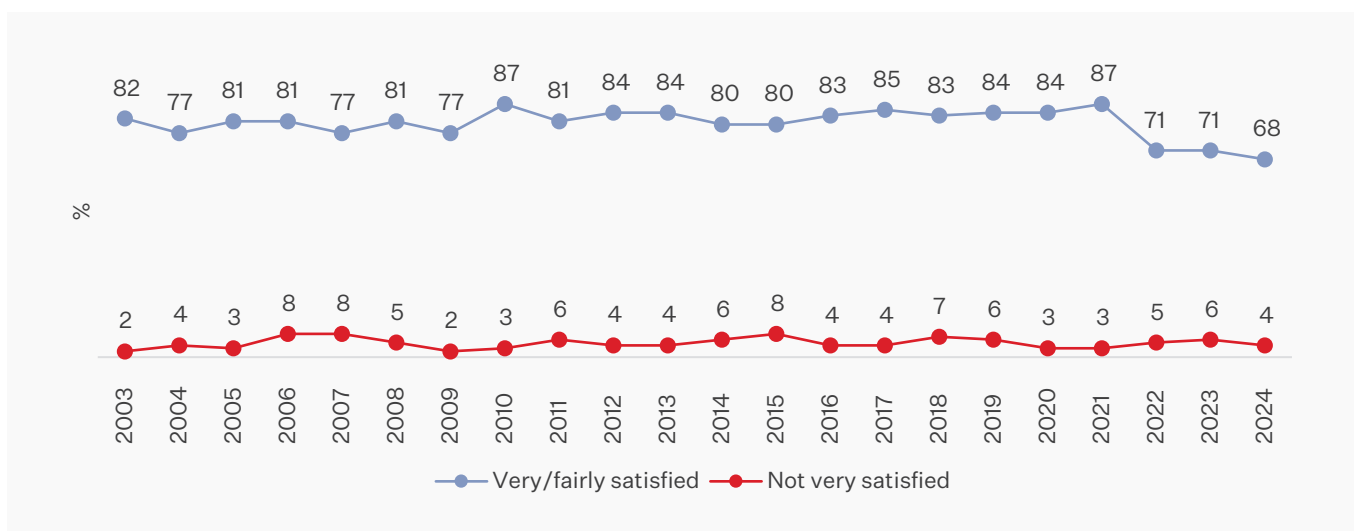


Figure 9.4 Satisfaction with swimming facilities – over time



No differences were observed among demographics.

Table 9.3 Satisfaction with swimming facilities by area

	Not very satisfied	Fairly satisfied	Very satisfied	Don't know
New Plymouth City	5%	43%	31%	22%
Puketapu-Bell Block	0%	47%	19%	34%
Waitara	5%	34%	32%	30%
Clifton	0%	44%	22%	33%
Inglewood	7%	41%	15%	37%
Kaitake	4%	28%	28%	40%
Average	4%	41%	27%	27%

Satisfaction with the quality of public toilets

In 2024, 70 per cent of residents were satisfied with the quality control of their public toilets. This finding represents a three per cent decrease from 2023 (73 per cent). 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 per cent acknowledged satisfaction with their experience. This result is consistent with 2023 satisfaction levels when 82 per cent were satisfied.

Provincial peer group average = 57 per cent

Figure 9.5 Overall satisfaction with the quality of public toilets

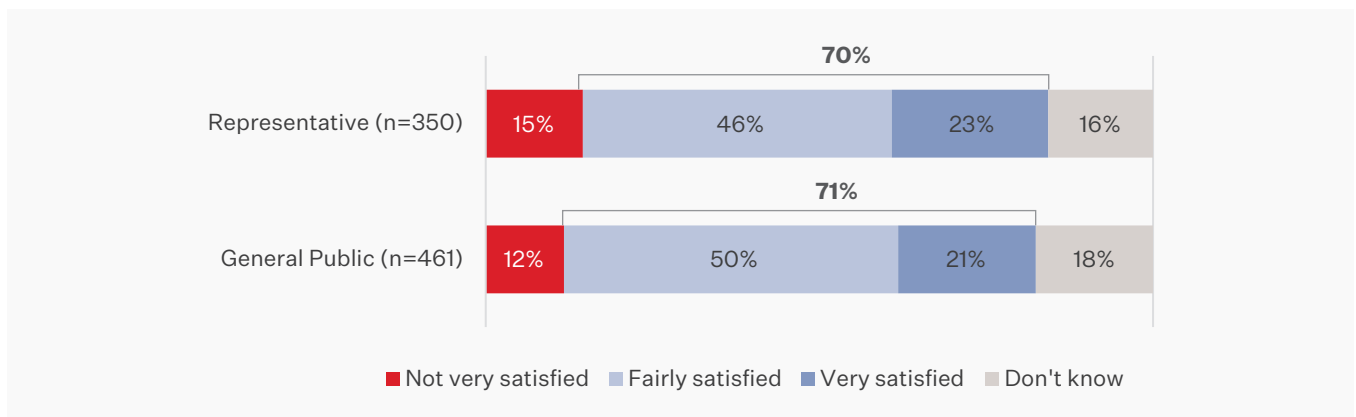
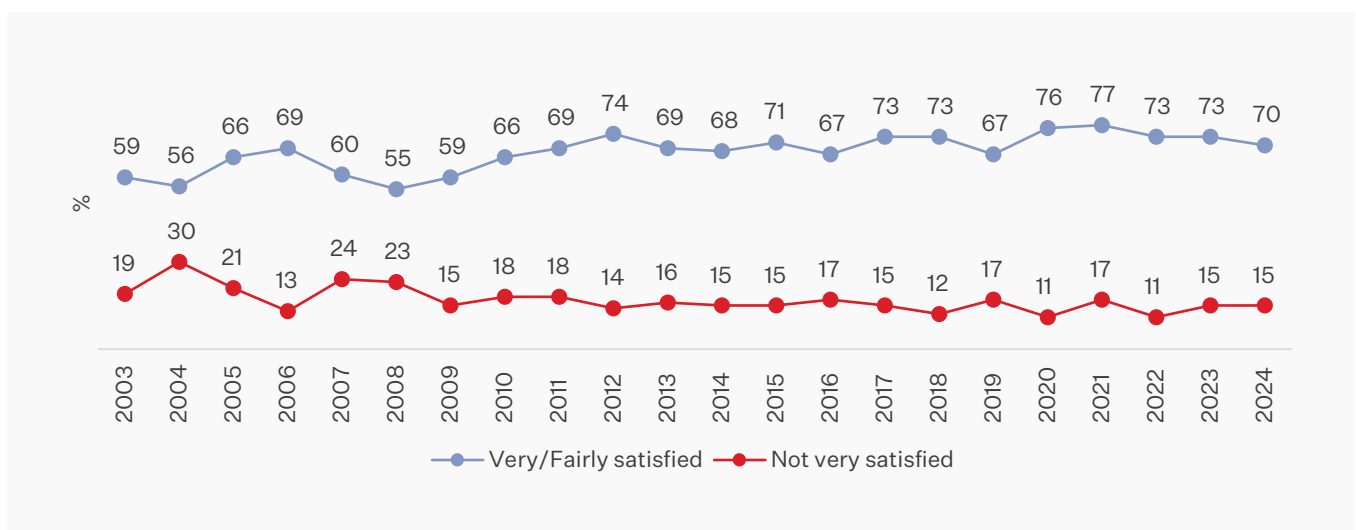


Figure 9.6 Satisfaction with the quality of public toilets – over time



While not significantly different, dissatisfaction with public toilets was higher in New Plymouth City. Residents in a household with three or more members (21 per cent) 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	14%	48%	24%	15%
Puketapu-Bell Block	13%	41%	22%	25%
Waitara	18%	48%	16%	18%
Clifton	11%	44%	33%	11%
Inglewood	22%	37%	24%	17%
Kaitake	8%	56%	28%	8%
Average	15%	46%	23%	16%

Assistance and support to community groups

Three-quarters of residents were satisfied (65 per cent were fairly/very satisfied) with the assistance and support given to community groups. However, almost one-quarter 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. However, 2024 marks the first decrease in satisfaction since 2019.

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

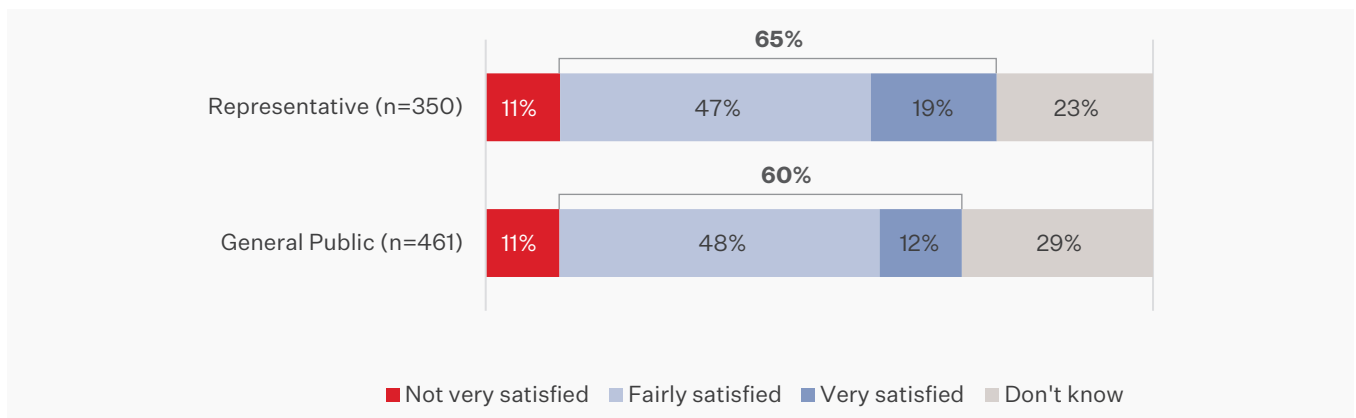
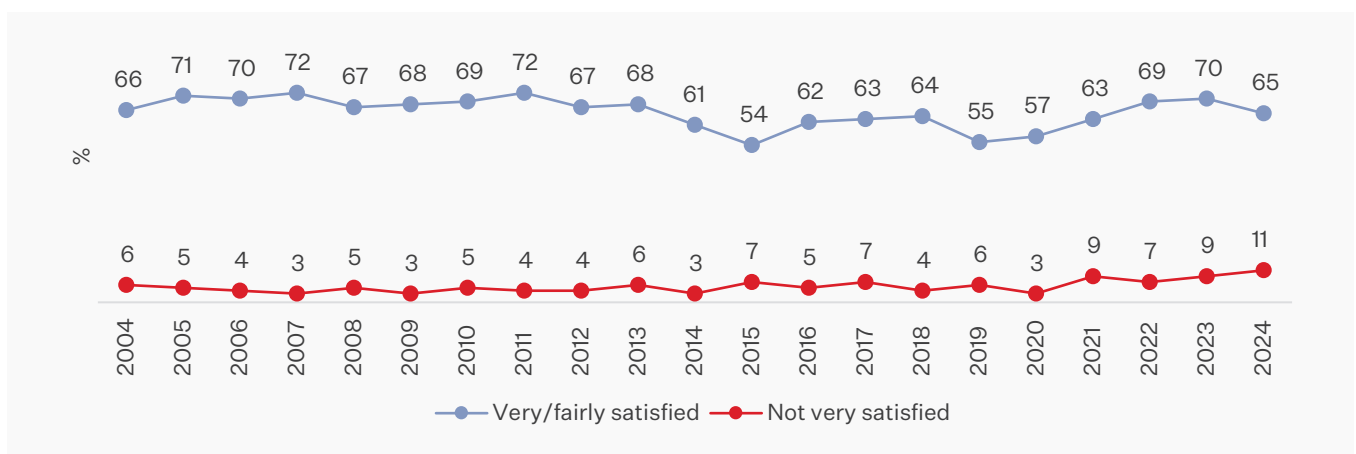


Figure 9.8 Satisfaction with assistance and support to community groups – over time



There were no significant demographic differences by resident's location.

Table 9.5 Satisfaction with assistance and support to community groups by area

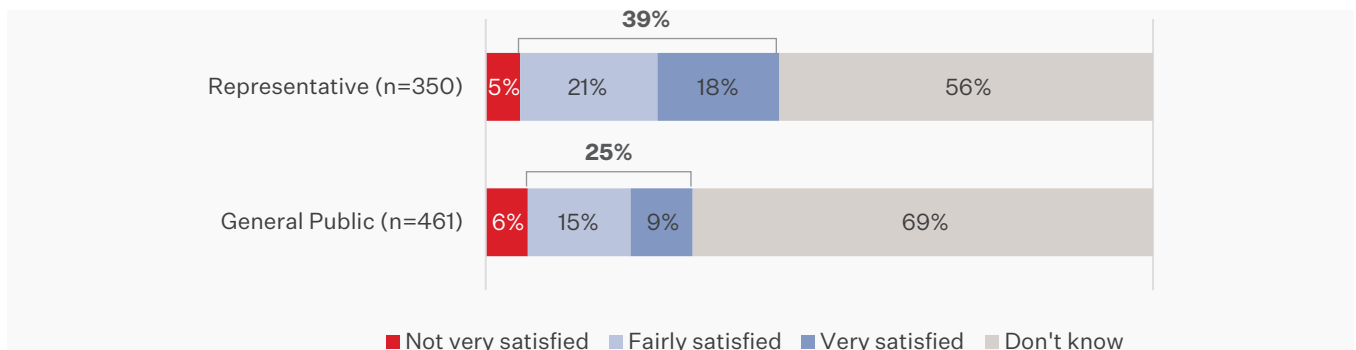
	Not very satisfied	Fairly satisfied	Very satisfied	Don't know
New Plymouth City	14%	45%	19%	23%
Puketapu-Bell Block	9%	53%	25%	13%
Waitara	11%	43%	11%	34%
Clifton	11%	44%	33%	11%
Inglewood	0%	51%	15%	34%
Kaitake	8%	52%	28%	12%
Average	11%	47%	19%	23%

Satisfaction with animal control services

Over half (56 per cent) of the District’s residents were unable to comment on animal control services. This finding is consistent with 2023 when 52 per cent had no opinion. As a result, the proportion of respondents satisfied with this service continues to be markedly lower (39 per cent were satisfied in 2023 compared to the 70+ per cent satisfied prior to 2022).

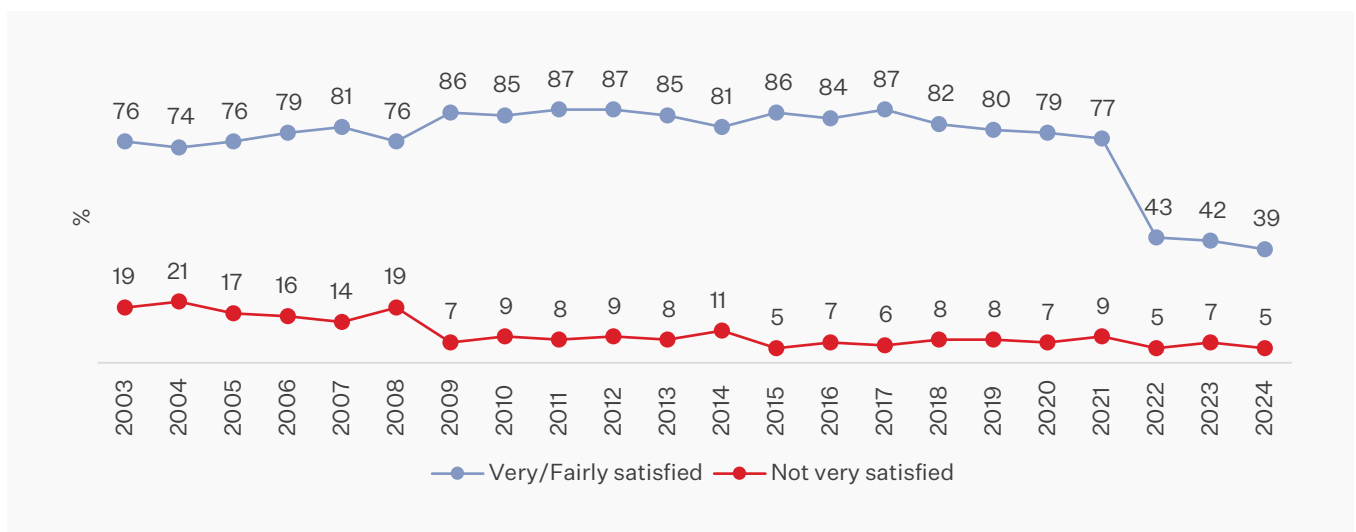
Among the 14 per cent of residents who contacted the Council about animal control, 85 per cent were satisfied with their experience. This result is a four per cent increase from 2023 when 81 per cent were satisfied.

Figure 9.9 Overall satisfaction with animal control services



There are no provincial peer group averages for animal control.

Figure 9.10 Satisfaction with animal control services – over time



Residents from Clifton were more likely to be dissatisfied with animal control.

Table 9.6 Satisfaction with animal control services by area

	Not very satisfied	Fairly satisfied	Very satisfied	Don't know
New Plymouth City	6%	21%	19%	54%
Puketapu-Bell Block	3%	19%	22%	56%
Waitara	2%	20%	14%	64%
Clifton	11%	22%	22%	44%
Inglewood	7%	24%	10%	59%
Kaitake	0%	16%	28%	56%
Average	5%	21%	18%	56%

Suggestions to improve other Council services

All respondents were invited to suggest how the Council could improve their services. Most comments suggested improvements to increase the cleanliness of the public toilets. Other suggestions included upgrading swimming facilities (although the number of comments was very low).

Table 9.7 Suggestions to improve other Council services

Topic	Area of improvement	%	n
Public toilets	Cleaner	13%	17
	Proportion of respondents providing a comment on the public toilets	13%	17
Swimming facilities	Upgrade/maintenance	1%	2
	Proportion of respondents providing a comment on the swimming facilities	1%	2

Some comments were:

“ The public toilets across from centre city/near Good Home are always in a terrible state. More frequent cleaning would be good.”

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 2024 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	73%	20%	93%	7%
The Airport	43%	39%	83%	17%
A public toilet in the New Plymouth District	46%	31%	77%	23%
Attended an entertainment, arts or sporting event at TSB Showplace (Opera House), TSB Stadium	29%	38%	67%	33%
A playground	38%	24%	62%	38%
A sports park	30%	29%	58%	42%
The library at Puke Ariki	32%	24%	56%	44%
The Museum or Visitor Information Centre at Puke Ariki	22%	32%	54%	46%
A public swimming facility	30%	23%	54%	46%
Rode a bike on a road or path around our District	33%	15%	49%	51%
A community library other than the Puke Ariki library	17%	20%	37%	63%
The Govett-Brewster Art Gallery/Len Lye Centre	8%	22%	30%	70%
Animal control services	1%	13%	14%	86%

Section 11

Council planning

Key metrics

Satisfaction with rates

49% are satisfied with the way their rates are spent.

Spend emphasis

44% The overall quality of roads was the top emphasis for spending more rates.

Rates spending

SATISFACTION WITH THE WAY RATES ARE SPENT

Slightly under half of residents were satisfied with how their rates are spent (49 per cent). This result is significantly lower than in 2023 when 63 per cent were satisfied with this measure.

This change resulted from a steep increase in dissatisfied residents (from 27 per cent in 2023 to 37 per cent in 2024). There are several potential reasons why satisfaction levels with rates spent have decreased over time, including increased cost of living, perceived value of local services and infrastructure, economic downturn, and transparency and communication from the Council.

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

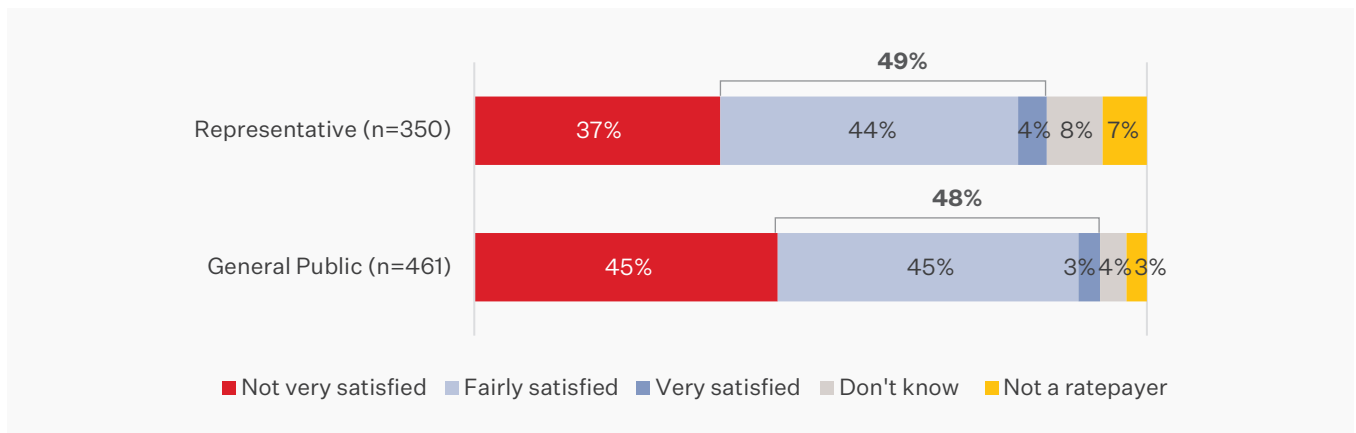
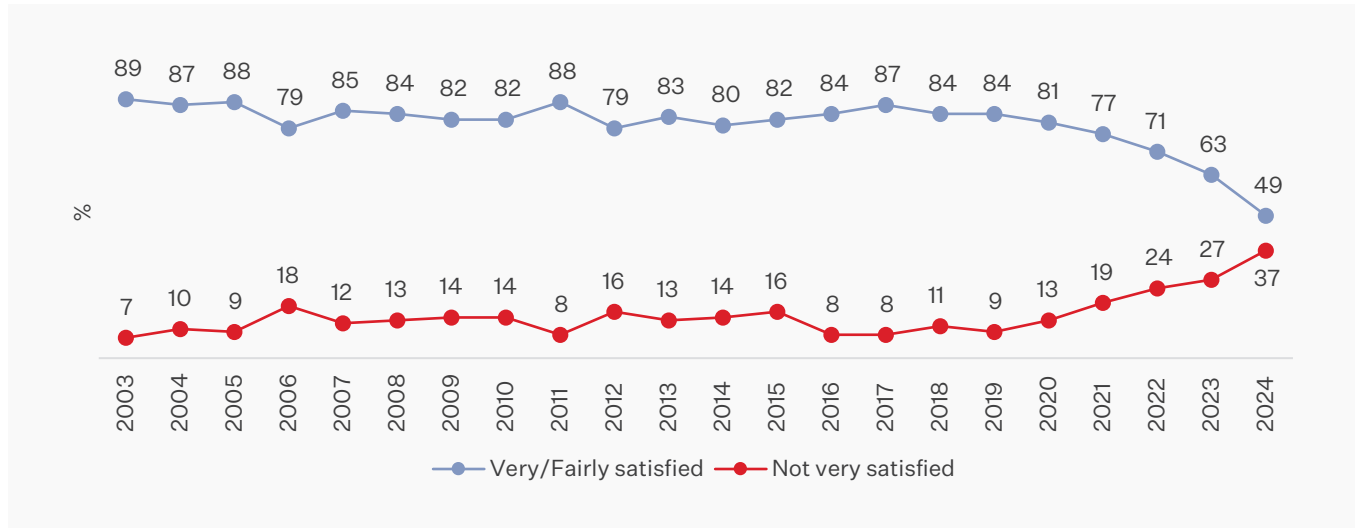


Figure 11.2 Satisfaction with the way rates are spent – over time



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	51%	61%	60%	48%	70%
Puketapu-Bell Block	12%	9%	7%	7%	0%
Waitara	13%	8%	13%	28%	22%
Clifton	2%	4%	0%	0%	0%
Inglewood	16%	11%	0%	10%	4%
Kaitake	7%	6%	20%	7%	4%
Average	100%	100%	100%	100%	100%

REASONS FOR DISSATISFACTION WITH RATES SPENT

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

Thirty per cent were dissatisfied with rates and the general spending/allocation 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
General spending of rates/allocation of funding	30%	38
Spending on specific services/facilities	16%	20
Roading/Parking	13%	16
Rates/rates affordability	11%	14
General dissatisfaction with Council services	7%	9
Spending money on Yarrow stadium/rugby parks	6%	8
Lack of communication/Consultation	6%	8
The Council	5%	6
Quality/lack of rubbish collection	3%	4
Lack follow through/Takes too long	2%	3
Water services	1%	1
Nothing/No comment	24%	31
TOTAL		128

Some comments were:

- “ Council should concentrate on the needs (roads, water, rubbish, etc.) and leave the wants for user pays. Art Museums, galleries, museums.”
- “ There are too many things needing attention that aren’t getting attention. Walkway, for example. Not sure how much it’s gonna cost, and it’s gonna cost a horrendous amount of money. Still not finished.”

The emphasis on spending trade-offs

More cannot be spent on all services or facilities without increasing rates or user charges. In 2024, all online respondents were asked to choose from a list of 30 services and facilities to identify their rates spend trade-offs. General public respondents had much stronger views on this topic.

EMPHASIS ON SPENDING MORE

The **overall quality of roads** was the top emphasis for 44 per cent of the representative sample respondents:

- The overall quality of roads (44 per cent)
- The maintenance of the quality of the living environment (19 per cent)
- The quality of parks and reserves (18 per cent).

Table 11.3 Top ten services or facilities to spend more rates on.

	Representative (n=350)		General Public (n=461)	
	%	n	%	n
1 The overall quality of roads	44%	153	62%	286
2 The maintenance of the quality of the living environment, including litter control	19%	66	43%	196
3 The quality of parks and reserves, including the Coastal Walkway and Pukekura Park	18%	62	44%	202
4 The quality and safety of footpaths	17%	61	45%	206
5 The quality of the water supply	17%	58	46%	213
6 The availability of car parking in the District	15%	52	40%	184
7 The quality of public toilets	14%	50	34%	156
8 The ability to drive around the District quickly, easily and safely?	14%	49	39%	180
9 Kerbside rubbish and recyclables collection	13%	45	26%	122
10 The quality of sports parks	12%	42	25%	116
11 Nothing/No comment	17%	59	7%	30

EMPHASIS ON SPENDING LESS

The Govett-Brewster Art Gallery/Len Lye Centre (21 per cent of residents) was identified as the key service/facility requiring less funding. While a further 19 per cent of residents articulated that less money should be spent on improving the quality of sports parks.

Table 11.4 Top ten services or facilities to spend fewer rates on

	Representative (n=350)		General Public (n=461)	
	%	n	%	n
1 Govett-Brewster Art Gallery/Len Lye Centre	21%	75	54%	250
2 The quality of sports parks	19%	67	33%	153
3 The quality and safety of the cycle network	13%	45	39%	178
4 The Museum at Puke Ariki	12%	42	34%	156
5 The quality of the Council's event venues	12%	42	35%	160
6 The Visitor Information Centre at Puke Ariki	11%	38	37%	172
7 The Airport	11%	38	40%	184
8 The quality of the Council's events	11%	37	34%	159
9 Community libraries other than the Puke Ariki library	9%	33	24%	112
10 Economic Development, such as promotion of the District, including tourism and support for the economy	9%	33	36%	164
11 Nothing/No comment	31%	108	10%	44

Section 12

Contacting the Council

Key metrics

Satisfaction with overall service when contacting

80%	were satisfied with their contact with Council offices.
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87%	were most satisfied when they contacted the Council in person.
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Rating of Council staff when contacting

77%	found the Council staff helpful.
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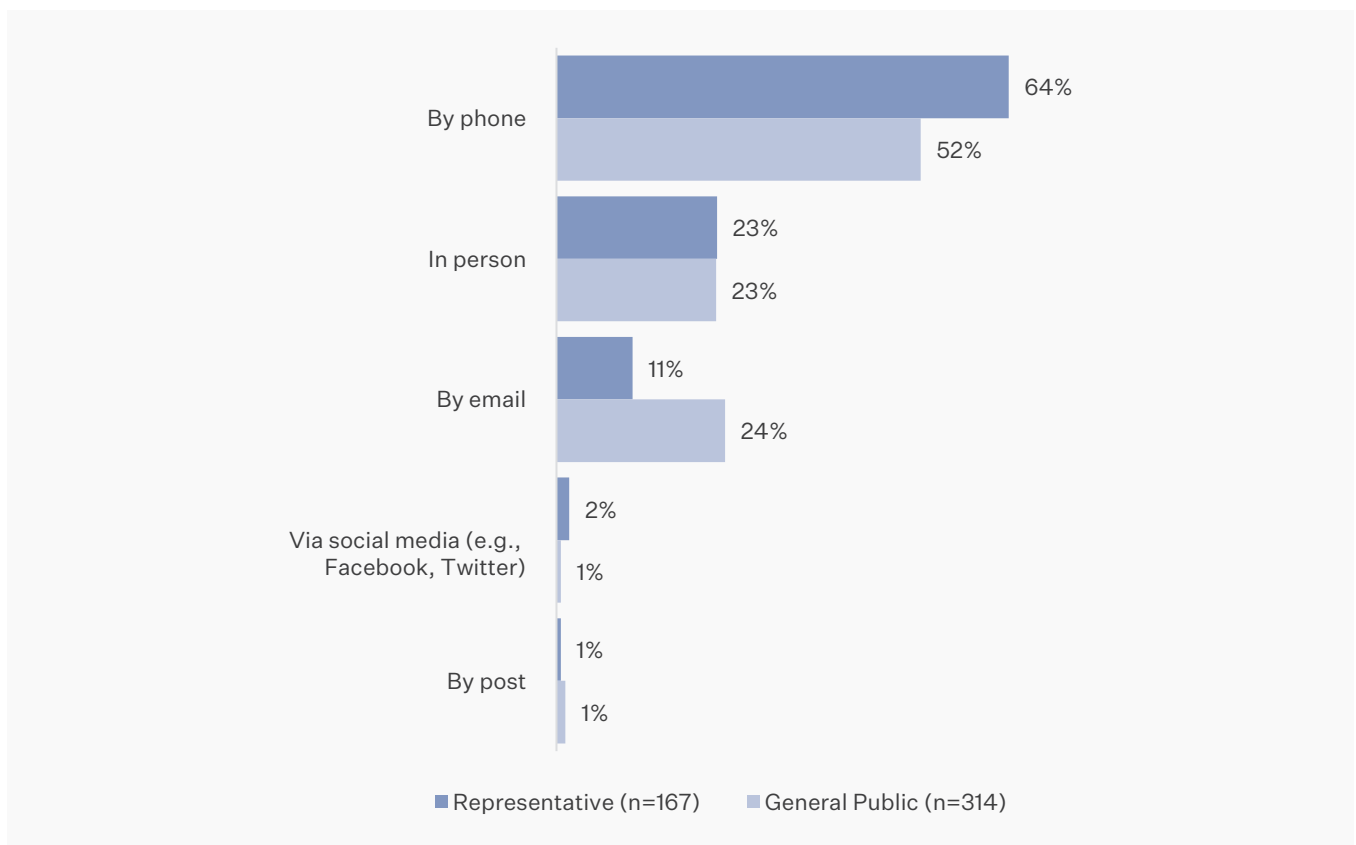
72%	found the Council staff knowledgeable.
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66%	were satisfied the Council did what it said it would do.
------------	--

Contacting Council offices

All respondents were asked if they had contacted the Council over the past 12 months, and a half (167 residents or 49 per cent) had. The most predominant contact method was by phone (64 per cent).

Figure 12.1 Method to contact Council



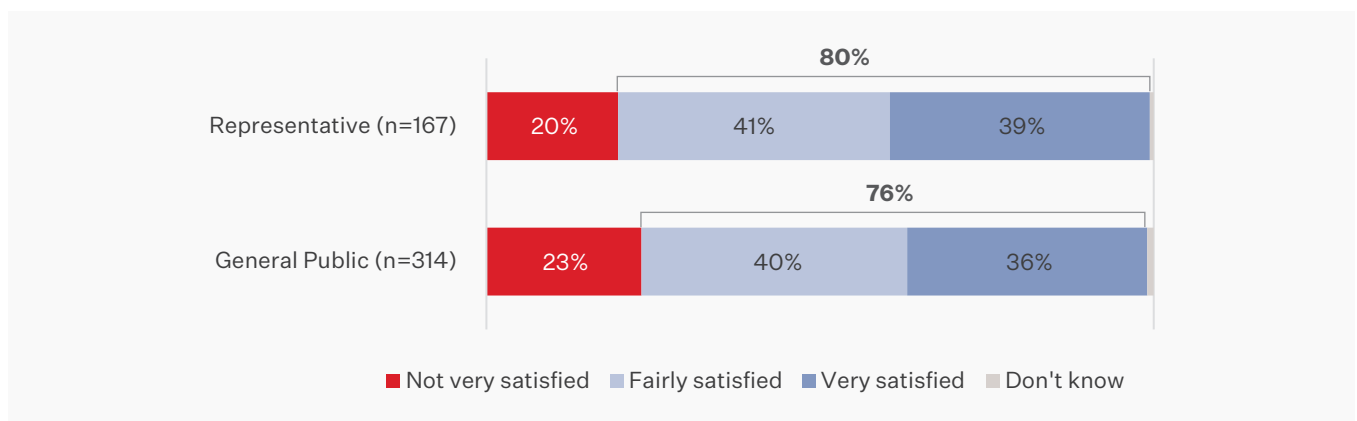
There were no significant differences in the proportion of respondents who had contacted the Council or mode of contact by area.

Satisfaction with contact with Council offices

OVERALL SATISFACTION

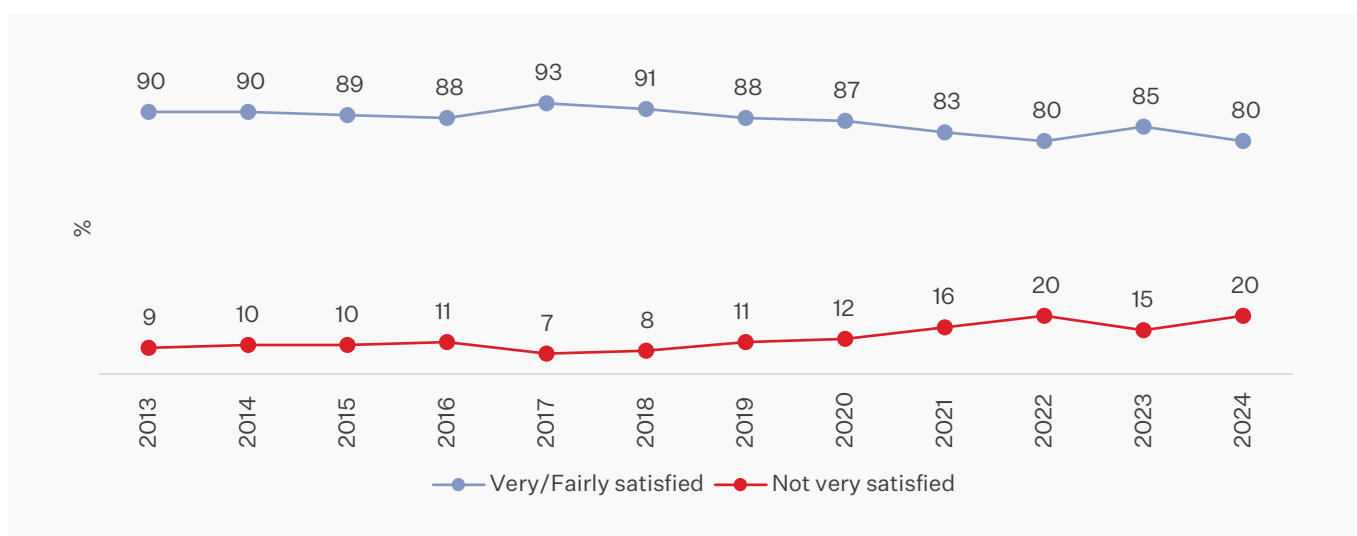
In total, 80 per cent of respondents were satisfied with their contact with Council offices. This result represents a five per cent decrease from 2023 and returning to similar levels achieved in 2022.

Figure 12.2 Overall satisfaction with contact with Council offices



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 (87 per cent satisfied). In contrast, contact by email and social media was the method that produced the highest level of dissatisfaction (33 per cent).

Table 12.1 Level of satisfaction with contact with Council offices by contact mode

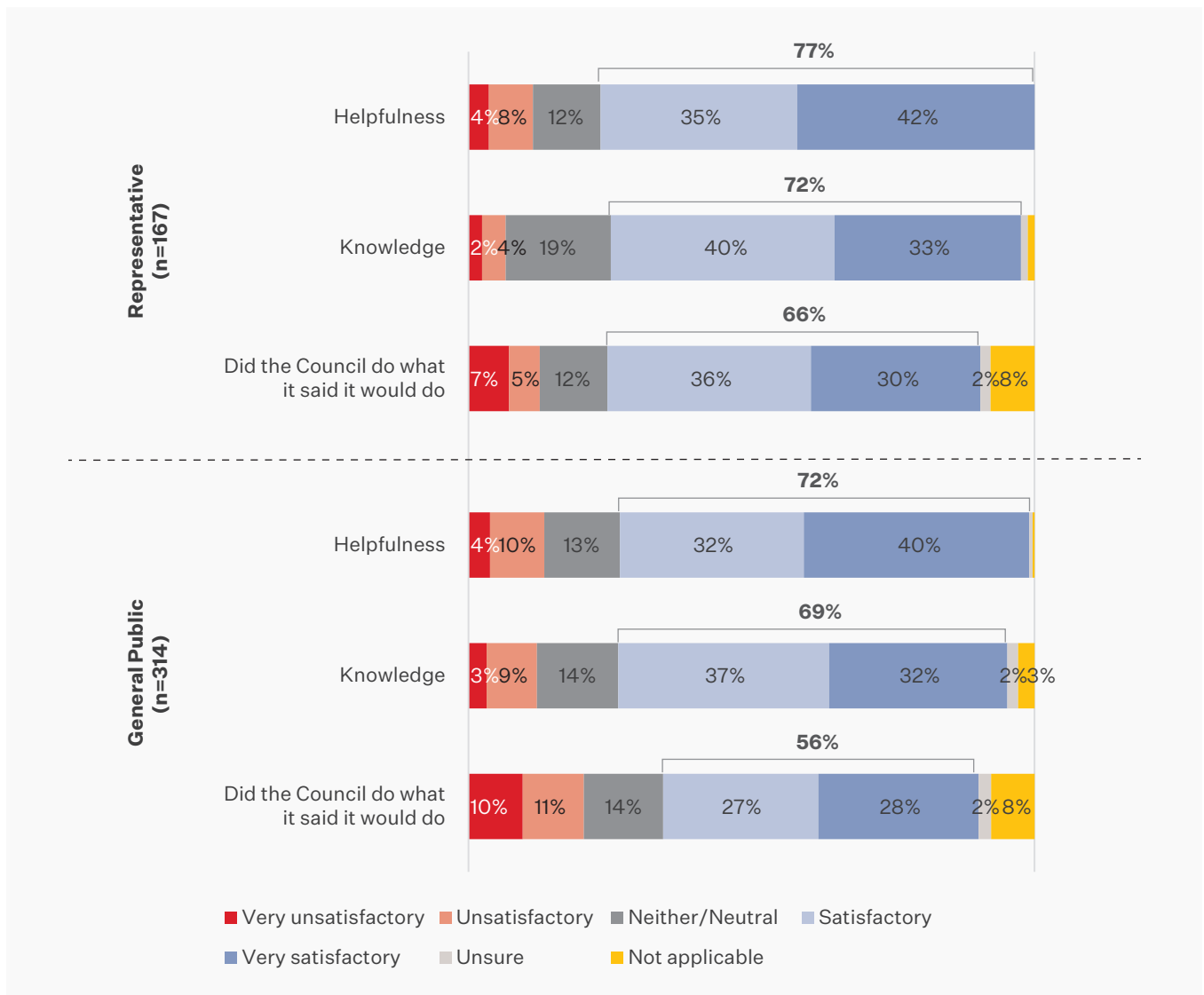
	Not very satisfied	Fairly satisfied	Very satisfied	Don't know	Number of respondents (n)
By phone	20%	35%	45%	1%	107
In-person	13%	53%	34%	0%	38
By email	33%	56%	11%	0%	18
Via social media	33%	0%	67%	0%	3
By post	0%	100%	0%	0%	1
Average	20%	41%	39%	1%	167

Staff performance

Those respondents (n=167) who 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.

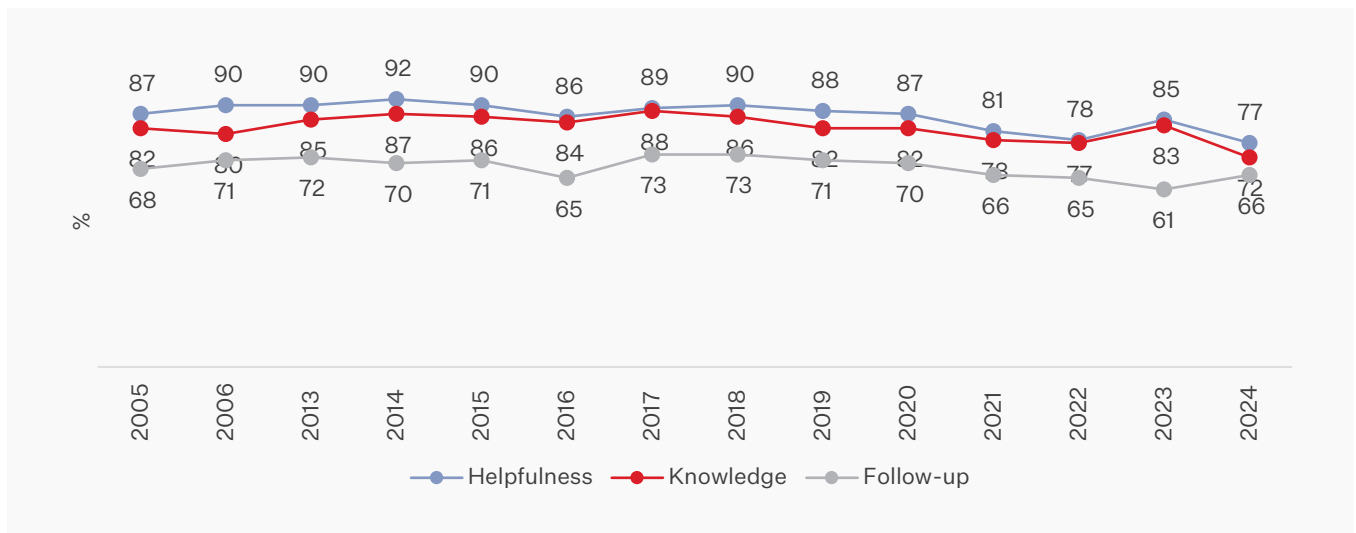
Respondents found the interactions with staff more than satisfactory (satisfactory + very satisfactory) across all three investigated areas. They felt the staff were helpful (77 per cent satisfied), knowledgeable (72 per cent satisfied), and were satisfied the Council did what it said it would do (66 per cent satisfied).

Figure 12.4 Level of satisfaction with staff performance (n=242)



Satisfaction with helpfulness and knowledge of staff performance has decreased since 2023 (decreasing 8 per cent and 11 per cent, respectively), while satisfaction with the staff’s ability to follow up has increased by 5 per cent. All aspects of staff performance returned to satisfaction levels seen in 2022.

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. Improving follow-up (returning phone calls) was the top area residents would like to see improvements in (24 per cent). One-third (36 per cent) of residents had no further comments to add.

Table 12.2 Suggestions to improve Council services

Areas of improvement	%	n
Better follow-up/Return calls	24%	8
Hire better staff	9%	3
Have staff who know what they're talking about	9%	3
Ensure staff are friendly/Respectful	9%	3
Follow through with promises	6%	2
Better processes	6%	2
Better communication	3%	1
Other	9%	3
Don't know/Nothing/No comment	36%	12
Total number of dissatisfied respondents	33	

Some typical comments were:

- “ Ensure they contact you back and answer your questions.”
- “ Follow up contact and checking on work completed by council employees/contractors.”

Section 13

Public Consultation

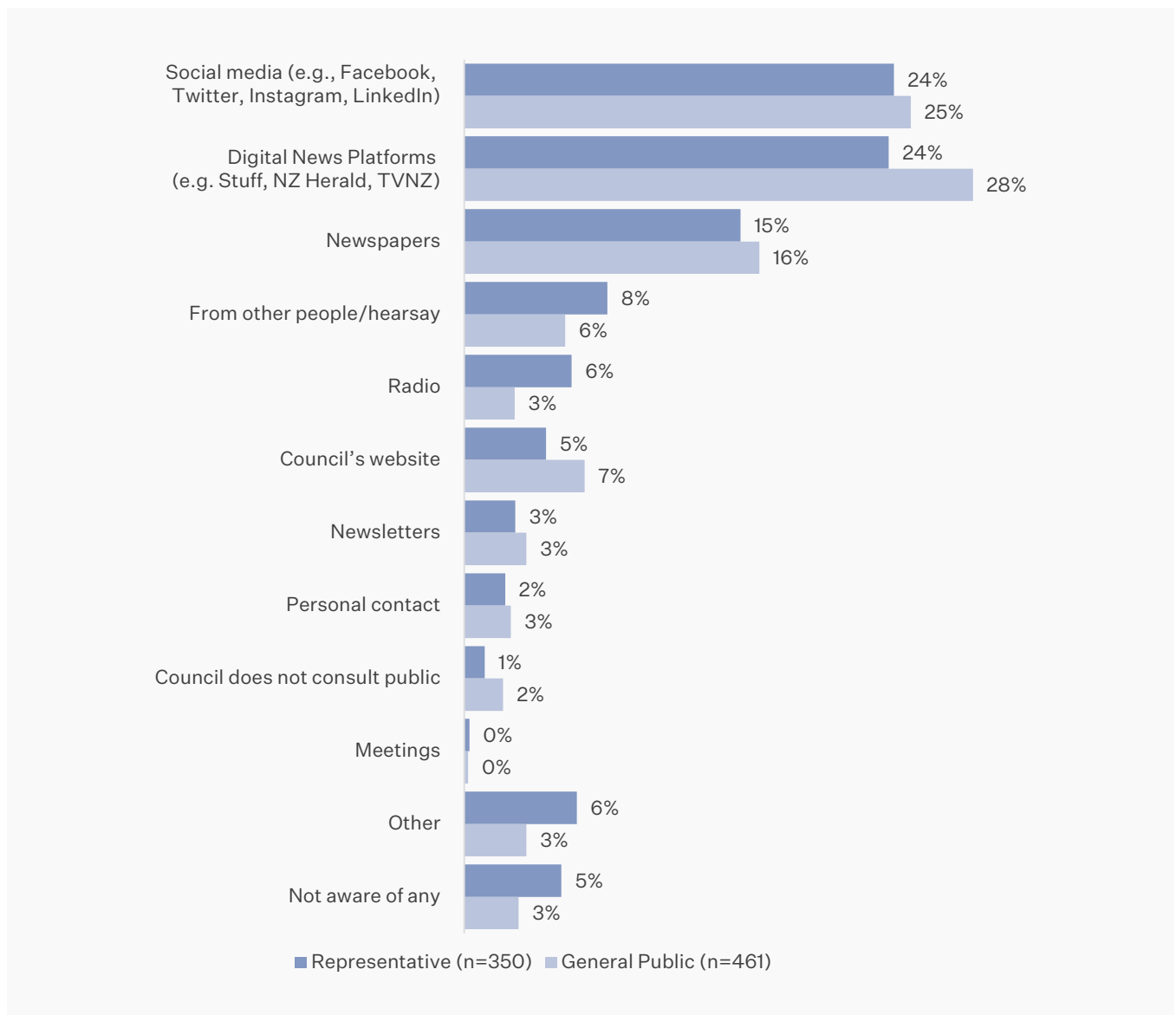
Public consultation

- 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.
- Forty-two per cent 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 (24 per cent), followed by digital news platforms (24 per cent) and newspapers (15 per cent).

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)	24%	28%	25%	11%	27%	16%	24%
Digital News Platforms (e.g. Stuff, NZ Herald, TVNZ)	25%	25%	18%	44%	22%	20%	24%
Newspapers	17%	16%	14%	22%	17%	4%	15%

Slight differences regarding preferred information sources were seen in the different age groups. For example, the younger age groups were more likely to use social media, and the older age groups were more likely to use newspapers. However, these differences were not found to be significant. These results are consistent with those obtained in 2023.

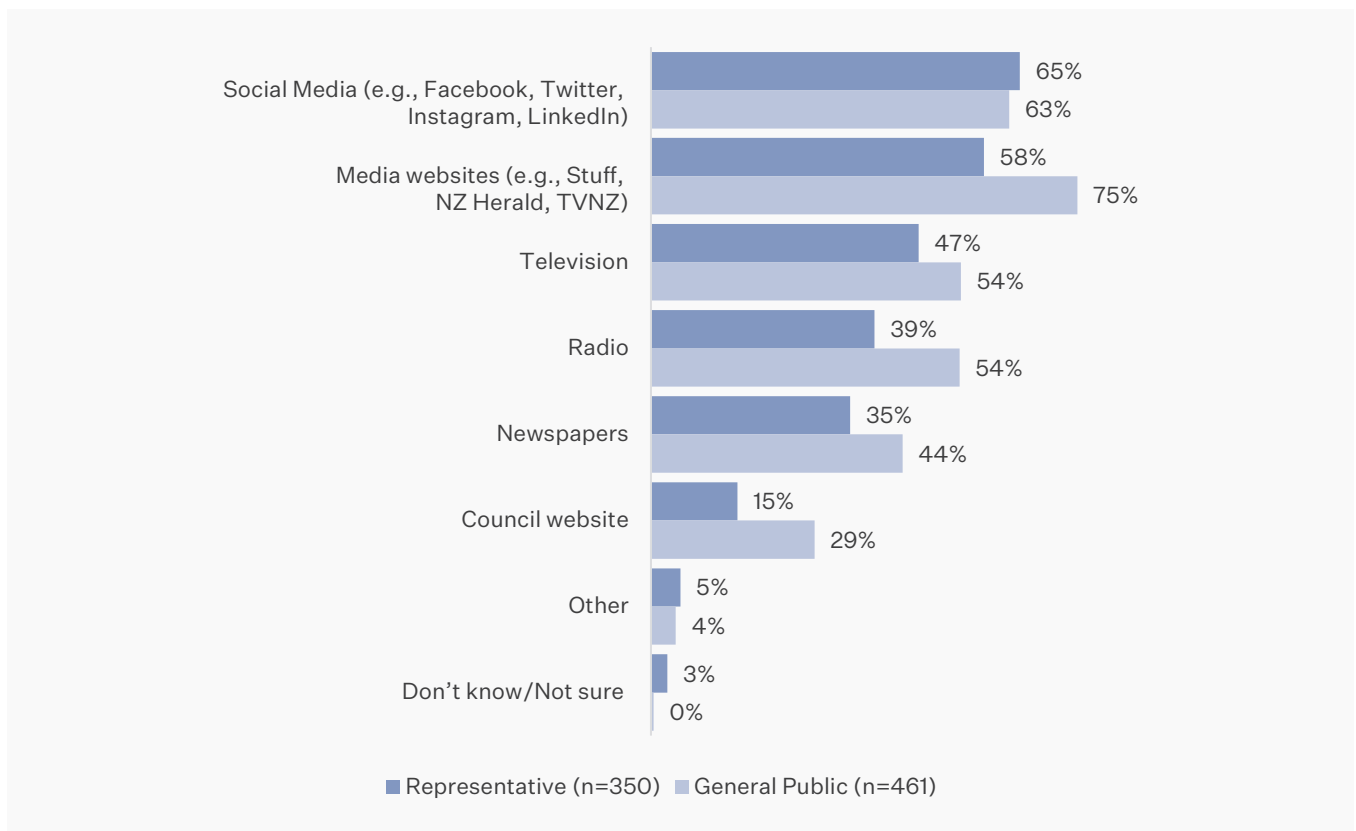
Table 13.2 Top three sources of information by age

	18–44 years	45–64 years	65+ years
Social media (e.g. Facebook, Twitter, Instagram, LinkedIn)	29%	25%	12%
Digital News Platforms (e.g. Stuff, NZ Herald, TVNZ)	22%	23%	28%
Newspapers	9%	15%	28%

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 (65 per cent), followed by media websites such as Stuff and TVNZ (58 per cent) and television (47 per cent).

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 (76 per cent). In contrast, residents aged 65 or older are more likely to use traditional media sources.

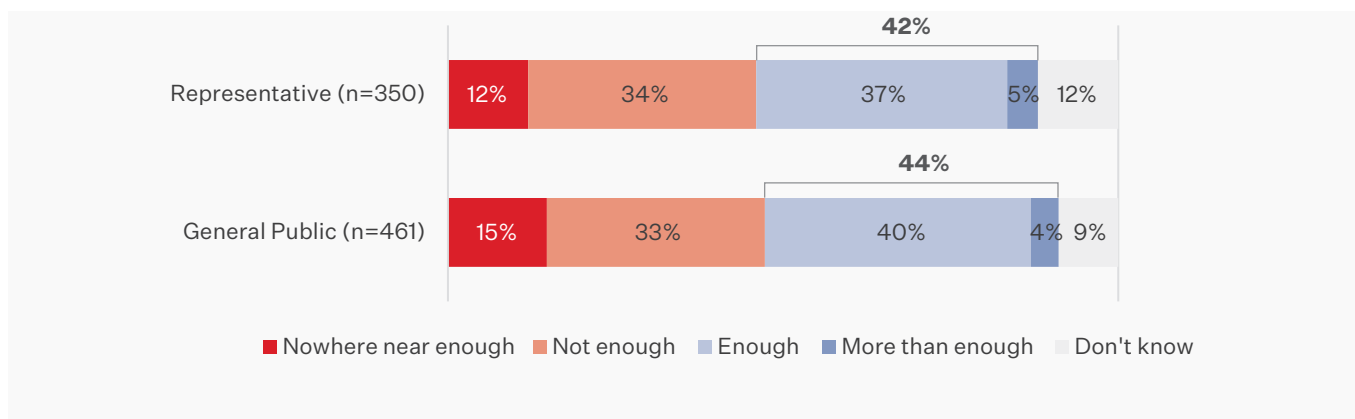
Table 13.3 General use of media sources by age

	18–44 years	45–64 years	65+ years
Social Media (e.g., Facebook, Twitter, Instagram, LinkedIn)	76%↑	65%	42%↓
Media websites (e.g., Stuff, NZ Herald, TVNZ)	53%	65%	55%
Television	36%↓	47%	67%↑
Newspapers	33%	37%	58%↑
Radio	28%	32%	54 %↑
Council website	14%	16%	16%
Other	2%	6%	9%
Don't know/not sure	5%	2%	0%

Sufficiency of information

All respondents were asked to comment on whether the information the Council supplied to the public was enough. Slightly more than two-fifths of (42 per cent) residents felt the information was satisfactory. However, a greater proportion (48 per cent) of residents believed that the information provided by the Council was insufficient or nowhere near enough. Satisfaction has decreased by 14 per cent in the last 12 months (from 56 per cent in 2023).

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	13%	29%	40%	6%	13%
Puketapu-Bell Block	6%	50%	25%	3%	16%
Waitara	18%	43%	18%	5%	16%
Clifton	11%	22%	56%	0%	11%
Inglewood	10%	34%	49%	0%	7%
Kaitake	4%	40%	44%	8%	4%
Average	12%	34%	37%	5%	12%

Section 14

Perceptions of the New Plymouth District

Key metrics

Council reputation

55% of residents think the Council has a good reputation.

Meeting community aspirations

44% perceive the Council as meeting the community's aspirations and needs.

Quality of life

80% perceive their quality of life to be very good or good.

Council's reputation

Just over half of the District's residents think the Council has a good reputation. This finding has decreased significantly since last year (down 10 per cent from 65 per cent in 2023). This result represents the lowest reputation rating since this question was first measured in 2017.

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

Figure 14.1 Does the Council have a good reputation?

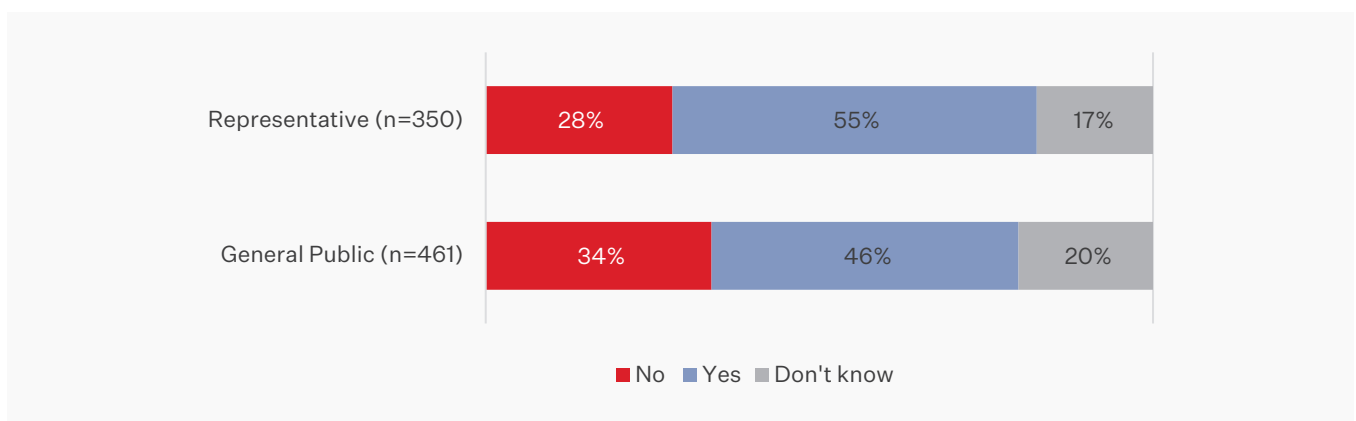
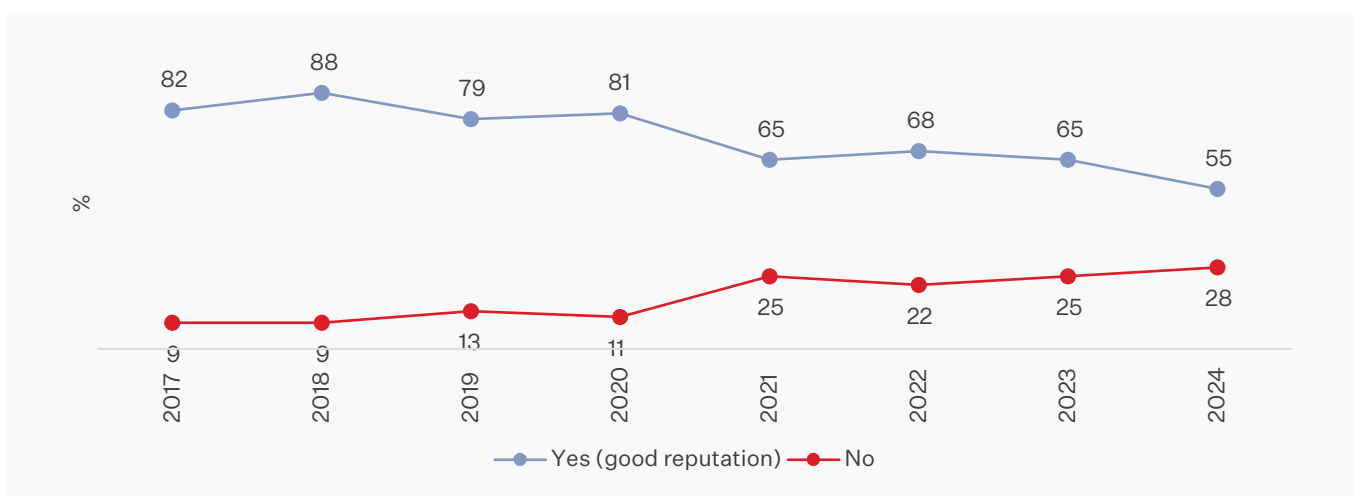


Figure 14.2 Council's reputation – over time



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)	53%	56%	39%	78%	63%	72%	55%
No	28%	19%	39%	0%	32%	24%	28%
Don't know	19%	25%	23%	22%	5%	4%	17%

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 ten is ‘meets very well’.

Just under half (44 per cent) of residents scored between 7 to 10. This result suggests just under half of the district residents perceive the Council as meeting the community’s needs and aspirations. This finding represents a slight decrease from 2023 (47 per cent).

Just over a third gave the Council a neutral score (35 per cent gave a score of 5–6), while a quarter (21 per cent) rated the Council as not meeting the District’s needs or aspirations (a score of 1-4). This finding identified an increase from 2023 results (15 per cent gave a score of 1-4).

Figure 14.3 Meeting aspirations and needs

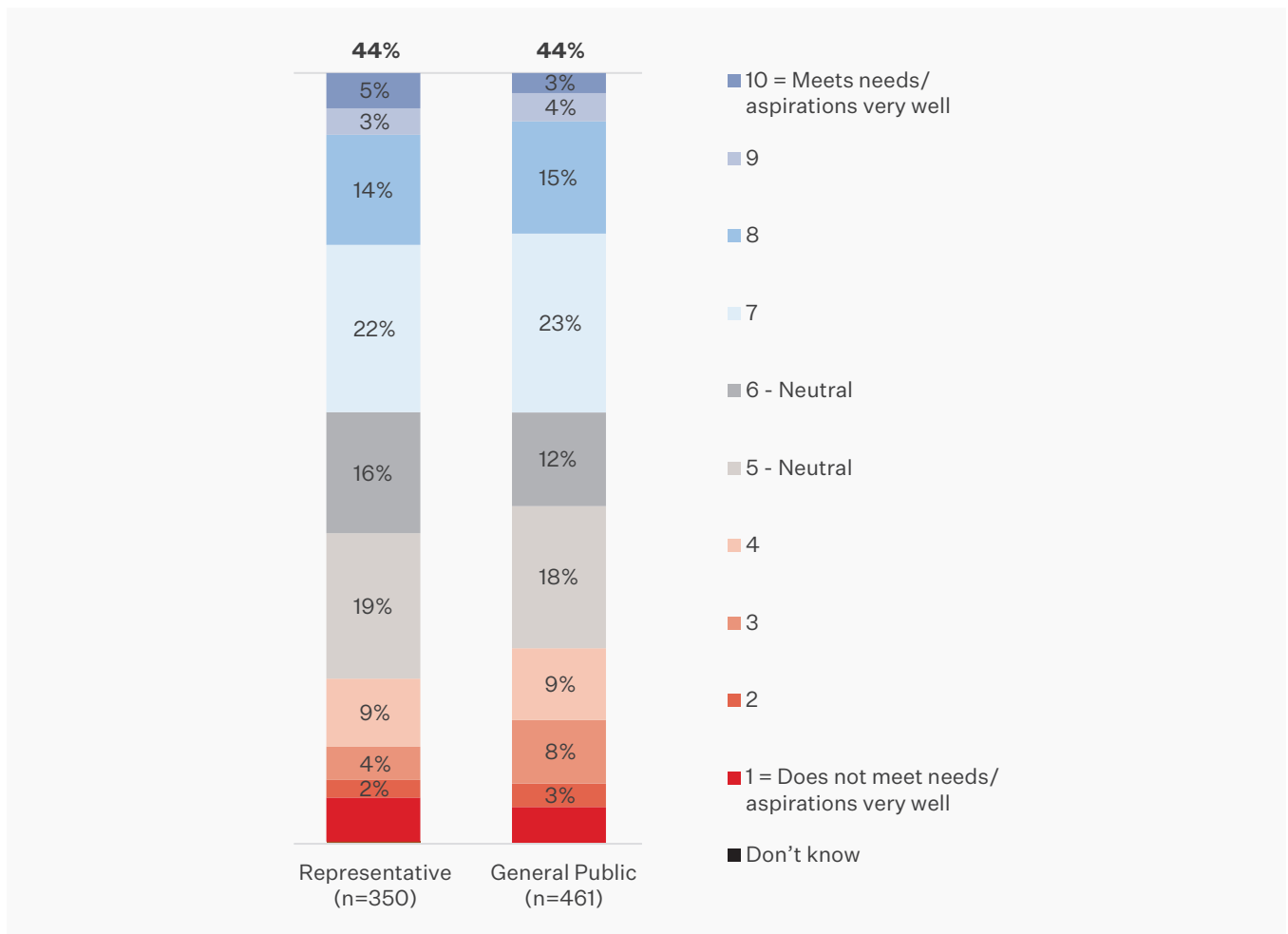
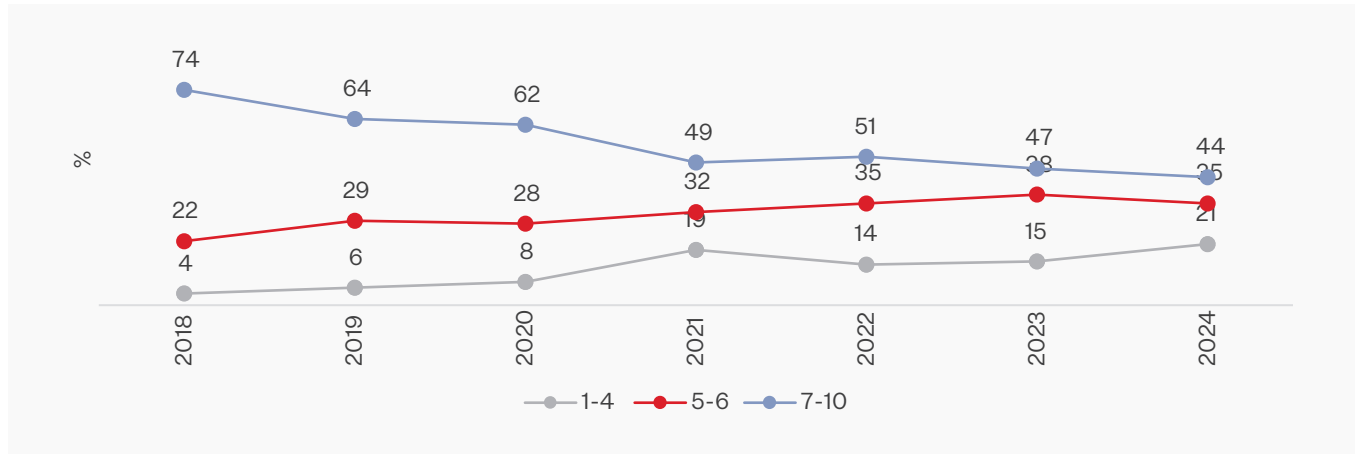


Figure 14.4 Meeting aspirations and needs – over time

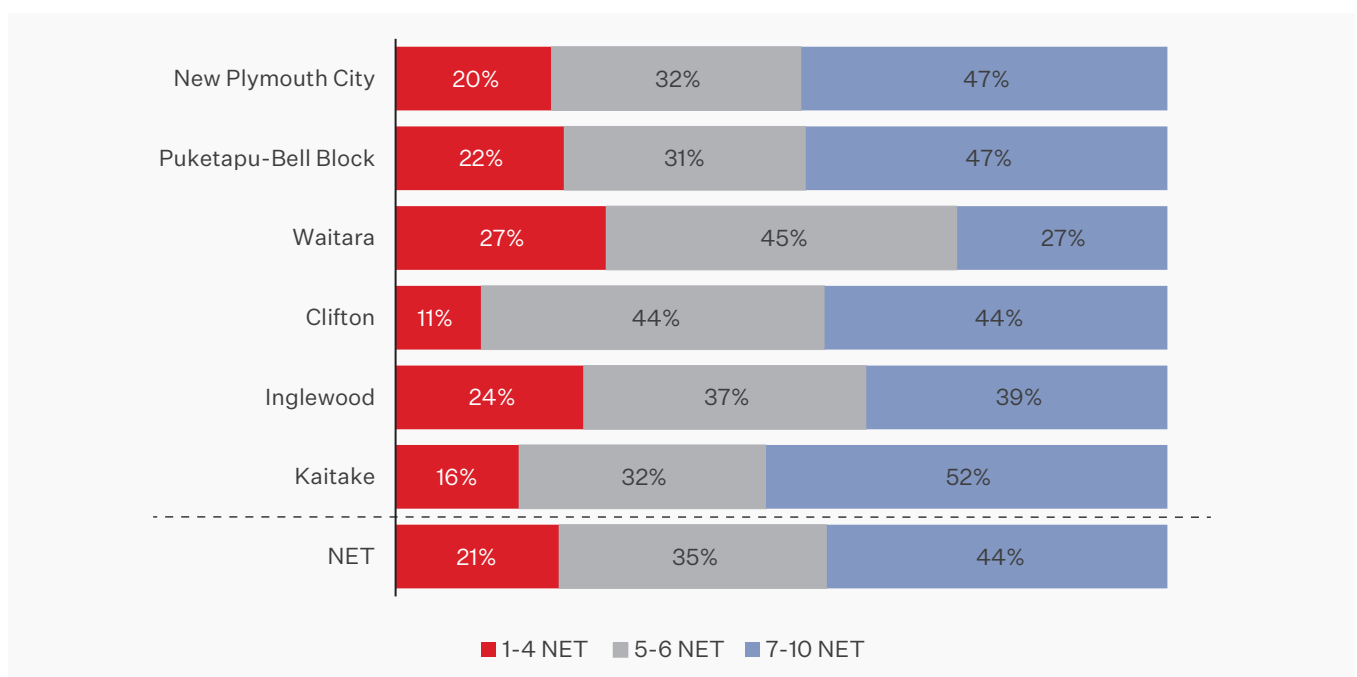


In more detail, Kaitake, Puketapu-Bell Block, and New Plymouth city residents are likelier to perceive the Council meets their needs and aspirations well.

Residents in Waitara and Clifton are more likely to have neutral perceptions (45 and 44 per cent, respectively), while only one in ten (11 per cent) of Clifton residents perceived their needs and aspirations as not being met.

Furthermore, although one-quarter (27 per cent) 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 (27 per cent).

Figure 14.5 Meeting aspirations and needs by area

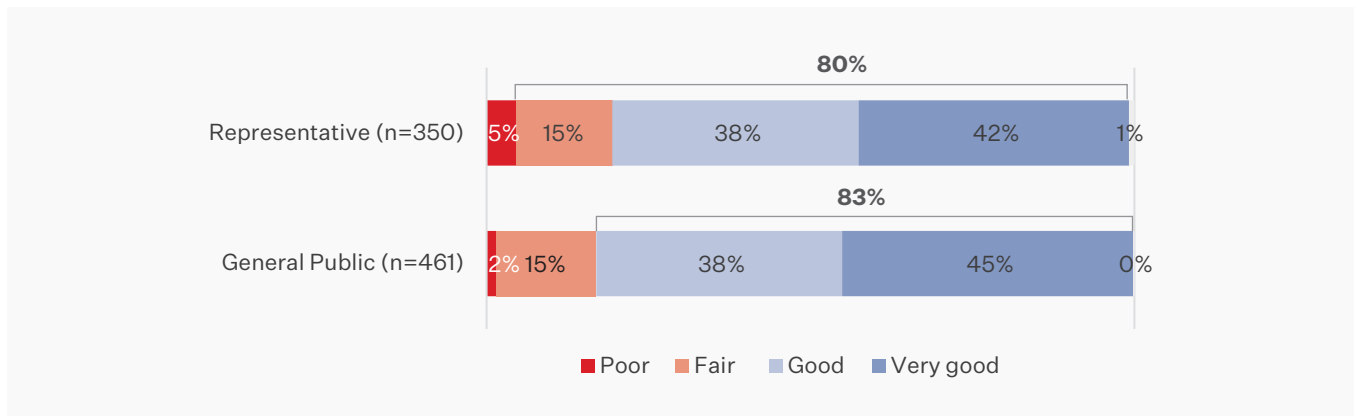


Quality of life

Almost four in five respondents (80 per cent) were satisfied with their quality of life in the New Plymouth District (38 per cent perceiving life as good and 42 per cent perceiving life as very good). While only five per cent of residents perceived their quality of life as poor in the District, this does represent a 3 per cent increase from 2023.

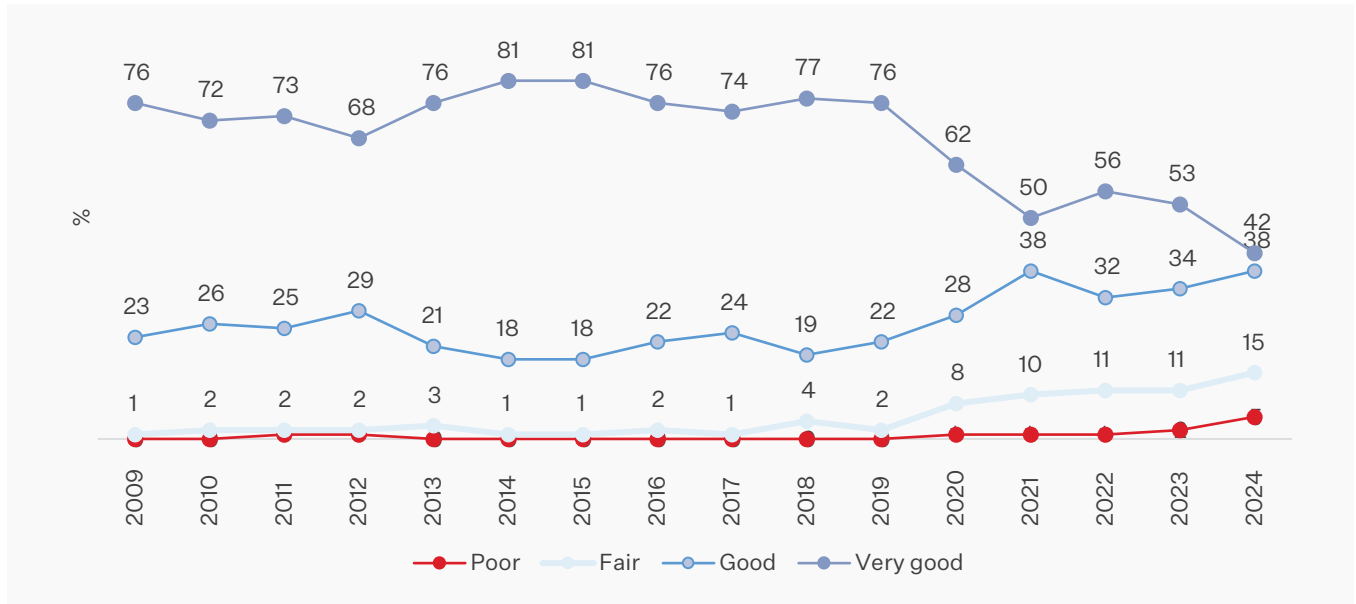
There are no provincial peer group averages for quality of life.

Figure 14.6 Quality of Life in the District



Perceptions of quality of life reached an all-time low in 2023, largely resulting from one in five identifying residents stating their quality of 'Fair' (15 per cent) or 'Poor' (5 per cent).

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	6%	13%	37%	44%
Puketapu-Bell Block	3%	16%	44%	38%
Waitara	7%	27%	39%	25%
Clifton	0%	0%	67%	33%
Inglewood	2%	12%	32%	54%
Kaitake	0%	20%	36%	44%
Average	5%	15%	38%	42%

Section 15

Appendix

Who took part?

Representative sample	Total District (%)	Total District (n)	Area					
			New Plymouth City	Puketapu-Bell Block	Waitara	Clifton	Inglewood	Kaitake
Gender								
Male	48%	168	56%	41%	40%	22%	44%	32%
Female	52%	179	44%	59%	60%	78%	56%	68%
Gender diverse	0%	0	0%	0%	0%	0%	0%	0%
Age								
18–34 years	18%	62	21%	13%	5%	22%	17%	24%
35–44 years	19%	67	22%	13%	27%	11%	15%	4%
45–54 years	19%	68	20%	9%	20%	33%	22%	20%
55–64 years	23%	82	23%	31%	27%	22%	15%	28%
65–74 years	13%	46	9%	34%	14%	0%	22%	12%
75 years and over	7%	23	6%	0%	7%	11%	10%	12%
Refused	1%	2	1%	0%	0%	0%	0%	0%
Ethnicity								
New Zealand European	79%	276	76%	75%	70%	100%	95%	88%
Māori	23%	80	22%	25%	48%	0%	10%	16%
Other	13%	45	16%	19%	9%	0%	5%	4%
Total household income (per annum)								
< \$30,000	8%	28	9%	3%	9%	22%	0%	12%
\$30,000 to \$60,000	18%	64	15%	25%	30%	11%	20%	16%
>\$60,000 to \$100,000	26%	91	24%	19%	23%	33%	34%	40%
>\$100,000	29%	101	30%	28%	23%	33%	39%	16%
Don't know/refused	19%	66	22%	25%	16%	0%	7%	16%
Household size								
1–2 persons per household	49%	172	51%	47%	41%	44%	49%	52%
3 or more persons per household	46%	160	43%	50%	52%	56%	46%	44%
Refused	5%	18	6%	3%	7%	0%	5%	4%

Representative sample	Total District	Total District	Area					
Length of residence in District								
10 years or less	15%	54	19%	19%	2%	22%	12%	12%
More than 10 years	81%	285	77%	81%	91%	78%	88%	88%
Unsure/refused	3%	11	4%	0%	7%	0%	0%	0%
Ratepayer status								
Yes	80%	280	73%	82%	61%	67%	78%	75%
No	16%	57	15%	5%	12%	33%	12%	4%
Renting	0%	0	11%	14%	25%	0%	8%	18%
Don't know	4%	13	1%	0%	2%	0%	2%	4%

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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