



South Taranaki District Council Resident Satisfaction Survey 2021

Research Report | March 2021





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Key Messages



1.1 Council Operations



93%

▶ NO SET TARGET

are happy with the **service that the Council provides.**



89%

▶ TARGET MET

know where to access Council information if they want it



87%

▶ NO SET TARGET

are satisfied with the **amount of consultation** that the Council offers.



86%

▶ TARGET MET

are satisfied with the **opportunities** the Council provides for **public participation in decision making.**



83%

▶ TARGET MET

feel that the Council is **moving in the right direction.**



81%

▶ NO SET TARGET

are satisfied with the way that **rates are spent on services and facilities.**



65%

▶ TARGET NOT MET

think that decisions made by the Council represent the **best interests of the District.**

1.2 Council Facilities



99%
▶ TARGET MET

are satisfied with the **facilities and customer service at public libraries.**



99%
▶ TARGET MET

are satisfied with the **resources and materials available at public libraries.**



98%
▶ TARGET MET

are satisfied with the **maintenance of cemeteries.**



97%
▶ TARGET MET

are satisfied with **parks and reserves.**



94%
▶ TARGET MET

are satisfied with the **playgrounds.**



94%
▶ TARGET MET

are satisfied with **public halls.**



89%
▶ TARGET MET

are satisfied with **public toilet opening hours.**



79%
▶ TARGET NOT MET

are satisfied with the **cleanliness and maintenance of public toilets.**

1.3 Council Services



92%
▶ TARGET MET

are satisfied with the **rubbish and recycling collection service.**



83%
▶ TARGET MET

are satisfied with the **wastewater system.**



78%
▶ TARGET NOT MET

are satisfied with the **water supply.**



76%
▶ TARGET NOT MET

are satisfied with **stormwater systems.**



76%
▶ TARGET MET

are satisfied with the **control of animals.**



78%
▶ NO SET TARGET

are satisfied with **footpaths.**



59%
▶ TARGET NOT MET

are satisfied with the **condition of Council roads.**

Research Design



2.1 Context

South Taranaki District Council (the Council) conducts an annual survey of residents. This is designed to gather feedback about the services and facilities that the Council offers and identify how well the residents think those services have been provided (whether directly by the Council or via its contractors).

The survey also offers an opportunity to assess how residents feel about the Council, the South Taranaki District (the District), and the opportunities they provide.

The key service areas tested in the 2020/2021 residents' survey were identical to previous years:

- water supply, sewerage, and stormwater.
- roading and footpaths.
- Council services (waste collection and animal control).
- Council facilities (public toilets, libraries, parks and reserves, public halls, and cemeteries).
- Council operational procedures and general service provision.

This research has been completed by Research First on behalf of South Taranaki District Council.

2.2 Method

In line with previous years, the 2021 survey was primarily conducted through landline telephone calls. Telephone surveys are ideally suited to surveying large, geographically dispersed populations, exactly like the South Taranaki District's population. Data collection is efficient and representative of all communities, because quotas for locations and demographics can be accurately monitored and controlled.

An online channel for the survey was first used in 2017. The online completion option is important because it helps minimise non-response error by increasing the response rate. For the 2017 to 2021 surveys, those respondents who were unwilling or unable to complete the survey by telephone, or who preferred to complete the survey online, were offered an email containing a link to the online survey.

The 2021 survey was also advertised through the South Taranaki District Council website. This had dual benefits of increasing awareness of the survey among those that were contacted by telephone, and provided a more inclusive approach. The online version achieves a wider reach and greater engagement opportunities than through the telephone sample alone. A banner advertisement allowed residents visiting the homepage to click on a link that directed them to the survey. South Taranaki District Council's Facebook page also posted a direct link to the survey throughout the fieldwork period.

2.3 Sampling

Following a pilot testing phase, data collection took place between the 1st of February and 27th of March 2020. The telephone survey element used a randomised database of telephone numbers covering the South Taranaki District.

Data collection was randomised within each household to ensure the sample included a range of respondents based on age, location, and gender.¹ A quota system was used to ensure the sample was representative of the District's population (as per the 2018 Census).

The online survey was visible and created an inclusive approach that enabled greater community engagement than with the telephone survey alone. However, the online sample was self-selecting and fundamentally different from that provided through the telephone approach based on random sampling, where respondents are invited to take part. Self-selecting respondents are likely to have characteristics and opinions that are not consistent with the general population.

The results in this main report focus on the telephone sample, as the sample from the online survey should not be viewed as representative of the District's population. The detailed results for the online sample can be seen in Appendix Three.

590 surveys were completed in total - 405 over the telephone² and 185 completed online.

Data collected from the telephone survey is accurate to a maximum margin of error of +/- 4.9% at the 95% confidence level. This means that if 50% of respondents stated they were satisfied with a Council facility, then we could be 95% sure that between 45.1% and 54.9% of the entire South Taranaki population also feel satisfied with that Council facility.

Verbatim responses from residents and a full data breakdown by age, gender, and ward are available as appendices in a separate document.

¹ A full demographic breakdown of the sample is shown in Appendix One.

² The telephone sample includes those who were first invited to participate in the survey through a telephone survey but instead chose to complete it online.

2.4 Data Analysis

Prior to the 2017 survey, the following scale was used to measure satisfaction with most of the Council's services and facilities³:

DON'T KNOW	NOT VERY SATISFIED	FAIRLY SATISFIED	VERY SATISFIED
------------	--------------------	------------------	----------------

This kind of scale is problematic for two reasons. Firstly, there is no opportunity to give a neutral (neither satisfied nor dissatisfied) response. Although a 'don't know' option is provided, this kind of response is different to having an opinion on the topic that is neutral. Secondly, this scale is positively skewed. That is, there are two opportunities for people to respond positively (i.e., very satisfied and fairly satisfied) and only one opportunity for them to respond negatively (i.e., not very satisfied). An evenly distributed scale is necessary to ensure that respondents are not being led to respond in a direction that is stronger than their true opinion.

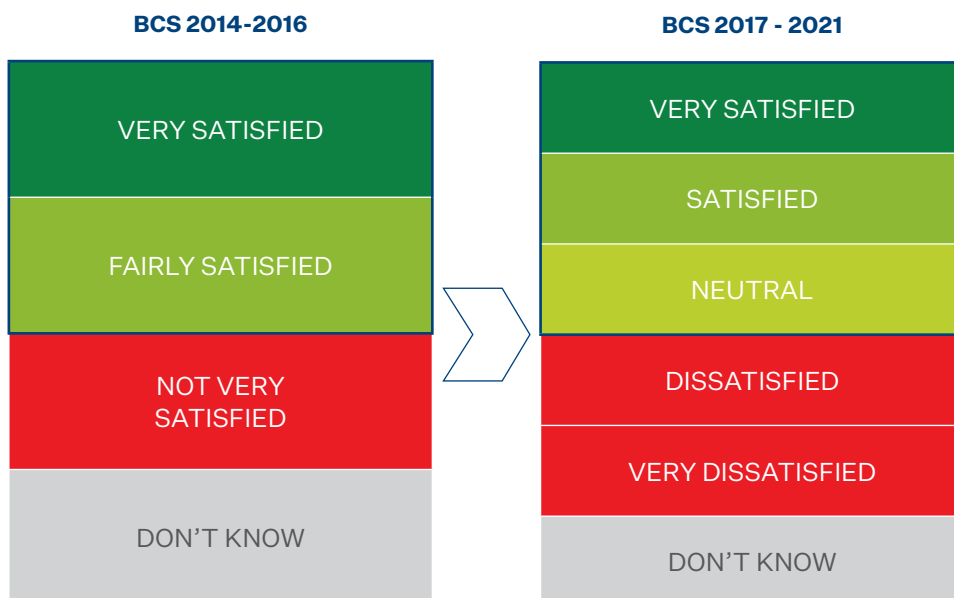
To overcome these design problems, the 2017 survey introduced an improved, 5-point scale, which has also been used for this 2020 survey:

DON'T KNOW/ UNABLE TO SAY	VERY DISSATISFIED	DISSATISFIED	NEUTRAL	SATISFIED	VERY SATISFIED
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This 5-point scale includes a 'neutral' option and allows two responses around this neutral point, so there are an equal number of opportunities to respond as both satisfied and dissatisfied.

³ This excludes the two questions regarding Council representation of residents, where previous survey iterations used a 5-point satisfaction scale.

Given the change in scale design, scores from the 2017 to 2021 surveys are adjusted to allow for accurate trend analyses. This is done through the calculation of a benchmark comparison score (BCS):



2014 to 2016 figures show residents who indicated they were very satisfied or fairly satisfied. 2017-2020 comparative figures combine very satisfied, satisfied, and neutral respondents.

In the 2014 to 2016 surveys, respondents did not have the option of indicating neutral feelings about Council service areas. Analysis of the data revealed that in the 2017 to 2021 surveys, many respondents chose to respond neutrally when given the option, whereas they had previously responded as 'fairly satisfied'. Thus, it is important to include neutral responses as part of total satisfaction scores.

It should be noted that in this report, 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%.

If a resident indicated dissatisfaction with a Council service or facility, they were invited to comment on the reason(s) behind this dissatisfaction. This provided valuable data from which, key themes and areas for future improvement could be identified. A full list of all verbatim answers is available in Appendix Four (available in a separate document).

2.5 Performance Targets

Findings have been presented in relation to Council Key Performance Indicators (KPIs) for 2020/2021, as identified in the 2018 to 2028 Long Term Plan⁴. Across all KPIs, the measure of satisfaction reported is the same as the BCS.

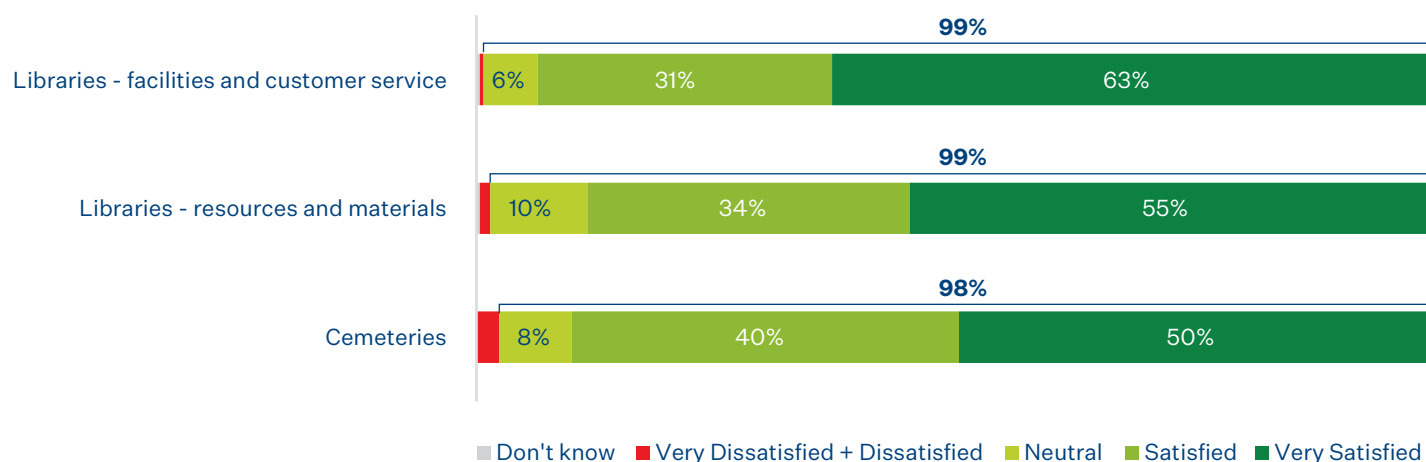
⁴ <https://www.southtaranaki.com/our-council/plans-strategies-and-reports/long-term-plans>

Cultural Services

3

The 2020-2021 satisfaction levels with libraries and cemeteries remain very high and meet all performance targets set.

Figure 3.1 Satisfaction with cultural services



Base: respondents who have visited or used the services or facilities in the last 12 months or who have a household member who has visited or used the services or facilities in the last 12 months – Libraries: 283, Cemeteries: 292.⁵

3.1 Libraries

Over two-thirds of South Taranaki residents (70%) had visited a public library in the previous 12 months.

These residents were asked about their satisfaction with two aspects of the District's public libraries: the resources and materials available, and the facilities and customer service. As with previous years, public libraries remain a stand-out asset for the District:

- 99% of users were satisfied with the facilities and customer service.
Performance target met: aim = 95%, actual = 99%.
- 99% of users were satisfied with the materials, resources, and information available.
Performance target met: aim = 95%, actual = 99%.

There were no significant age, gender, or ward differences in terms of overall satisfaction with the District's libraries.

⁵ For all Council services and facilities included in the residents' survey, where residents indicated dissatisfaction with that service or facility, they were invited to comment on the reason(s) behind their dissatisfaction. An analysis of these reasons is reported for those where a substantial number (>40) of residents provided comments.

3.2 Cemeteries

Over two-thirds of residents (72%) had visited South Taranaki cemeteries in the previous 12 months. These residents were asked about their satisfaction with the maintenance provided, and as previous years, nearly all visitors are satisfied.

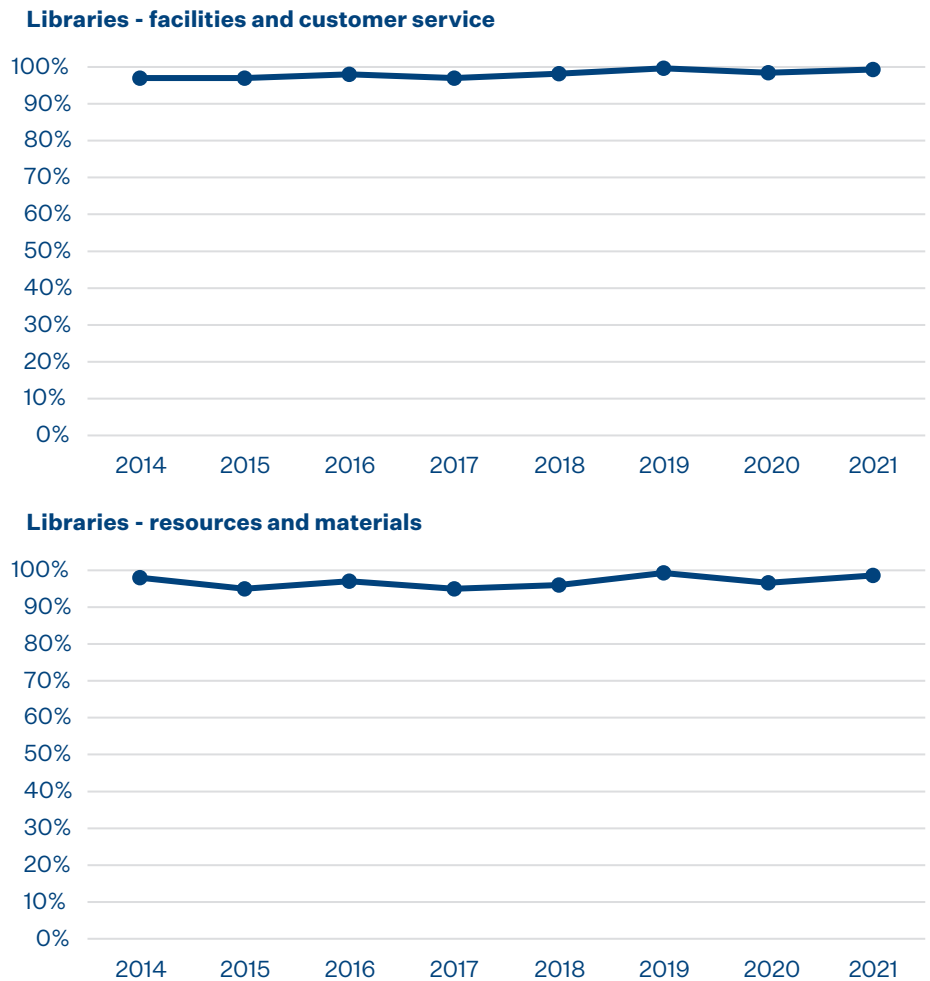
- 98% of visitors were satisfied with the maintenance of cemeteries.
Performance target met: aim = 95%, actual 98%.

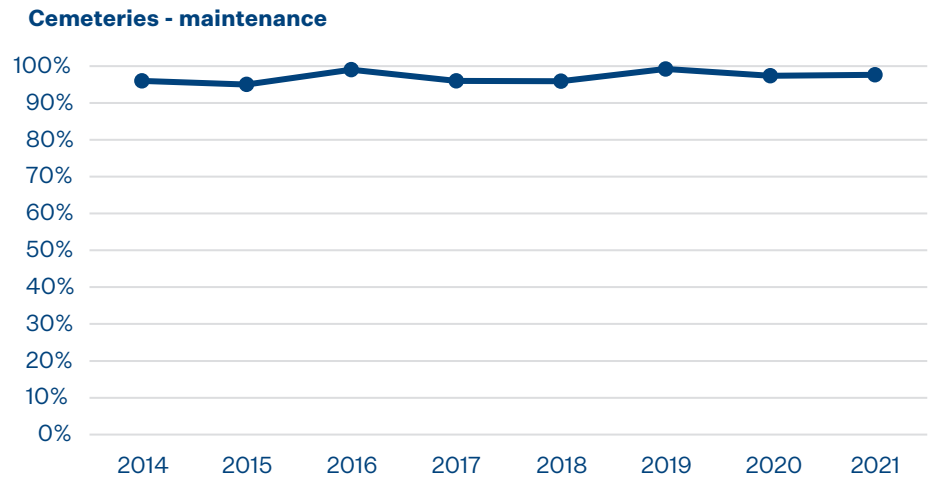
There were no significant age, gender, or ward differences in terms of overall satisfaction with the District's libraries.

3.3 Trend Analysis

Figure 3.2 shows that satisfaction levels with libraries and cemeteries have been stable from 2014 and are consistently high. The survey results show no significant changes in satisfaction.

Figure 3.2 Residents' Satisfaction with cultural services over time



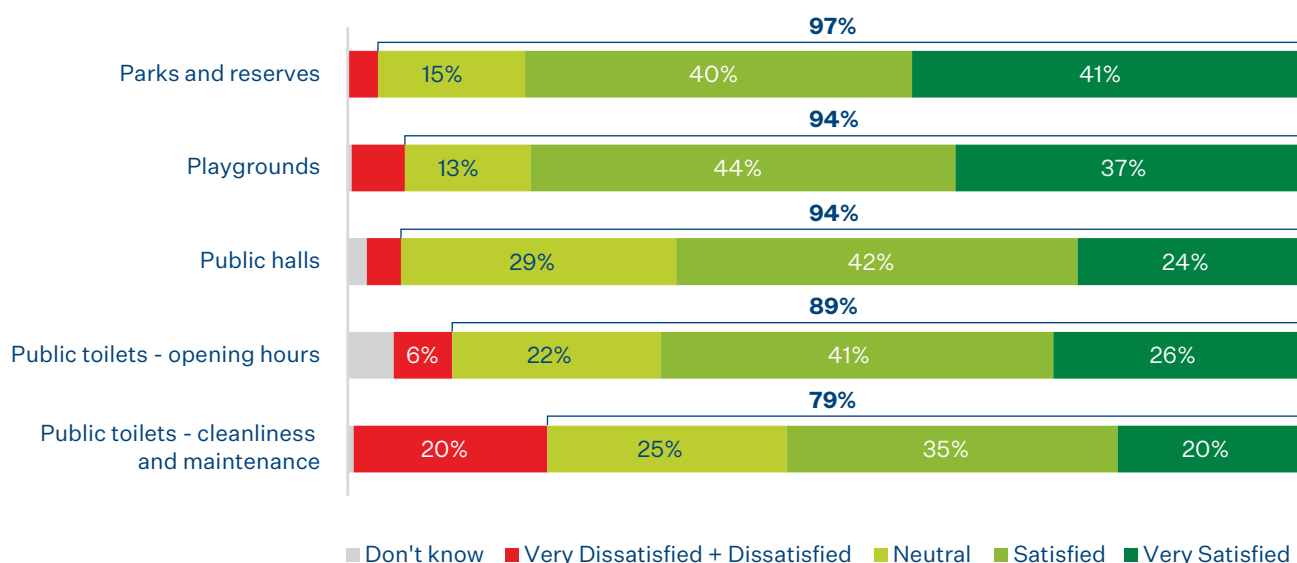


Recreation and Leisure



The 2020/2021 satisfaction levels with recreation and leisure facilities meet all individual performance targets set, except those for the cleanliness and maintenance of public toilets.

Figure 4.1 Satisfaction with recreation and leisure services



Base: respondents who have visited or used the services or facilities in the last 12 months or who have a household member who has visited or used the services or facilities in the last 12 months – public toilets: 312, public halls: 198, parks and reserves: 346, playgrounds: 252.

4.1 Parks and Reserves

- 85% of South Taranaki residents visited its parks and reserves in the last year.
- Nearly all of these residents (97%) indicated that they were satisfied with the appearance and maintenance of parks and reserves.
Performance target met: aim = 90%, actual = 97%.
- There were no significant age, gender, or ward differences in terms of overall satisfaction with the District's parks and reserves.

4.2 Playgrounds

- Nearly two-thirds (62%) of South Taranaki residents had visited the playgrounds in the last 12 months.
- The majority of these residents (94%) indicated that they were satisfied with the playgrounds provided within the district.
Performance target met: aim = 80%, actual = 94%.
- There were no significant age, gender, or ward differences in terms of satisfaction with the District's playgrounds.

4.3 Public Halls

- Half of residents (49%) had used public halls in the District in the last year.
- Hall users were positive about the facilities: 94% were satisfied with cleanliness and maintenance.
Performance target met: aim = 90%, actual = 94%.
- There were no significant age, gender, or ward differences in terms of satisfaction with the District's public halls.

4.4 Public Toilets

- Three-quarters (77%) of residents used South Taranaki public toilets in the last year. These residents were asked for their levels of satisfaction with the cleanliness and opening hours of these facilities.
- 89% were satisfied with opening hours.
Performance target met: aim = 85%, actual = 89%.
- 79% were satisfied with levels of cleanliness and maintenance.
Performance target not met: aim = 80%, actual = 79%.
- Reasons given for dissatisfaction focused on levels of cleanliness.
- Satisfaction levels with the cleanliness and maintenance of public toilets varied by age, those aged 18-24 years of age were significantly less likely to be satisfied.

Table 4.1 Reasons for dissatisfaction with the cleanliness and maintenance of public toilets

	%	n
Toilets unclean/unpleasant	87%	55
Need maintenance/upgrading/renovation	19%	12
Soap, handtowels etc. not provided	17%	11
Unsafe/vandalised	8%	5
Number of respondents		63

“Hawera toilets, I don’t think they are cleaned enough, i.e., you have never seen if they have been cleaned, so there is obviously not a cleaning roster.”⁶

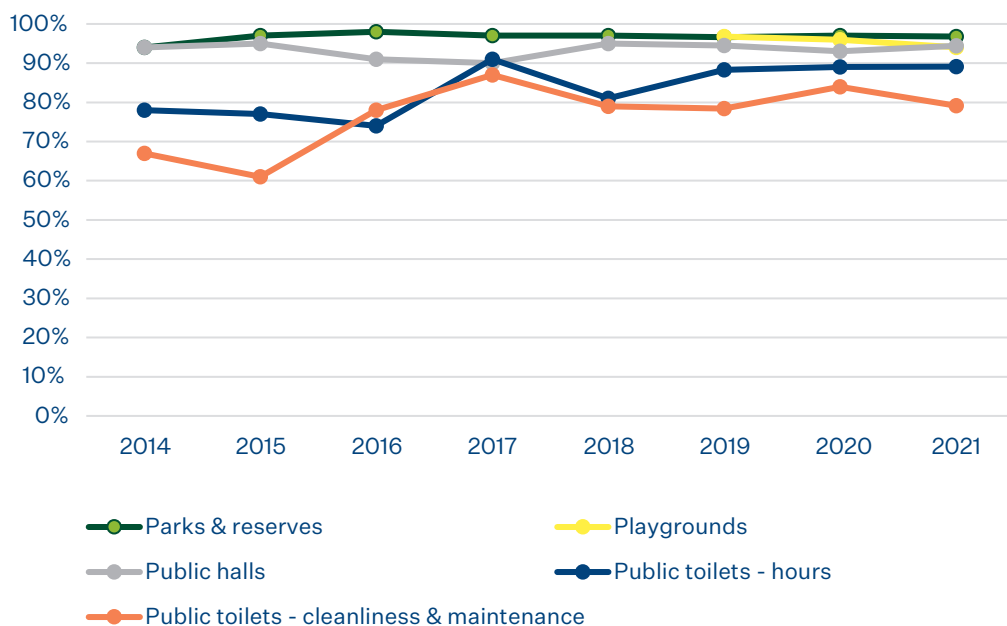
⁶ A resident’s comment on why he/she was dissatisfied with the levels of cleanliness and maintenance of public toilets. The full list of comments is provided as an appendix in a separate document.

4.5 Trend Analysis

Analysis of the results alongside those from previous surveys demonstrates the following points⁷:

- Levels of satisfaction with the maintenance of parks and reserves and public halls were consistently high across the 2014 to 2020/2021 period.
- Levels of satisfaction with playgrounds has remained consistent since the start of measurement in 2019 and is similar to satisfaction with parks and reserves.
- Levels of satisfaction with the cleanliness and maintenance of public toilets have declined since the last survey point and are now below performance targets.

Figure 4.2 Residents' satisfaction with recreation and leisure facilities over time



⁷ Satisfaction with playgrounds was a new measure introduced in 2019.

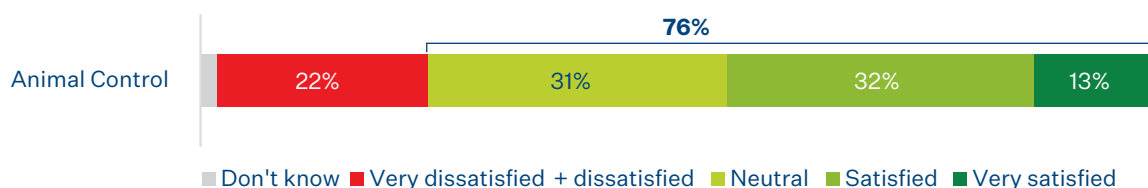
Environment and Development



The 2020/2021 satisfaction level with animal control meets the performance target.

5.1 Animal Control

Figure 5.1 Satisfaction with animal control



Base: all respondents, 405

- 76% of residents were satisfied with the control of animals (e.g., dogs or wandering stock) in the South Taranaki District.
Performance target met: aim = 75%, actual = 76%.
- Satisfaction levels with Animal Control differed by ward. Residents in Te-Hāwera were significantly more likely to state they were satisfied, while residents in Pātea were less likely to be satisfied.
- Reasons for dissatisfaction focused primarily on the number of roaming animals.

Table 5.1 Reasons for dissatisfaction with the control of animals

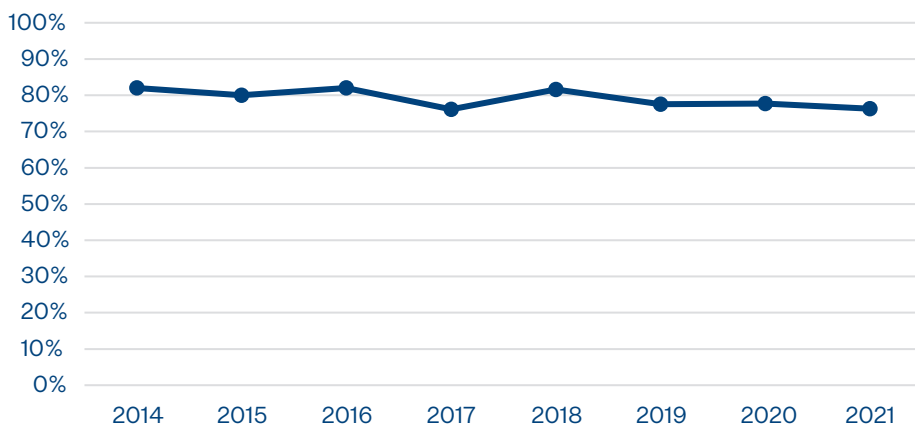
	%	n
Lots of animals roaming	70%	62
Other animal-related problems encountered	28%	25
No/slow response from animal control	33%	29
Noisy animals	12%	11
Number of respondents		89

“There’s always dogs wandering around in Patea and they quite often go over the main road, which is a state highway.”

5.2 Trend Analysis

- Satisfaction levels remain consistent over time.

Figure 5.2 Satisfaction with animal control over time

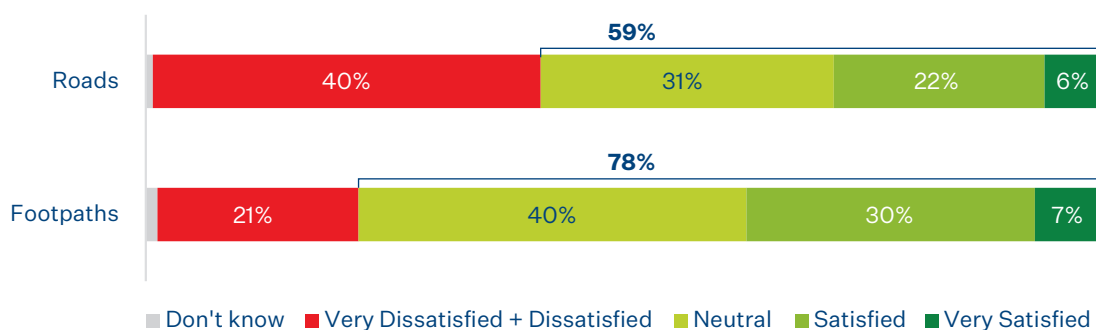


Roading and Footpaths



The 2020/2021 satisfaction levels with roading and footpaths were relatively lower than those for other council services and facilities. Satisfaction with Council roads dropped significantly from last year's result and falls below the performance target.

Figure 6.1 Satisfaction with roading and footpaths



Base: all respondents, 405

Table 6.1 Satisfaction with Council roads and footpaths by ward of residence⁸

	Eltham-Kaponga	Te-Hāwera	Pātea	Taranaki-Coastal	All respondents
Satisfied with the condition of Council roads in the District (excluding state highways)	45%	65%	60%	56%	59%
Footpaths	71%	81%	72%	80%	78%
Number of respondents	62	186	58	99	405

⁸ Note: Differences in satisfaction levels between wards are not statistically significant at the 95% confidence level. Interpretation of differences by ward should be treated as indicative only.

6.1 Rooding

- Over half of residents (59%) were satisfied with the condition of Council roads in the District (excluding state highways).

Performance target not met: aim = 75%, actual = 59%

- There was a significantly higher proportion of residents that were dissatisfied with rooding when compared with dissatisfaction levels for the other Council services and facilities measured.
- While there were no statistically significant age, gender, or ward differences in terms of satisfaction with the condition of Council roads in the District, there were indications that satisfaction levels were lower amongst Eltham-Kaponga residents (45%).
- The majority of residents who were dissatisfied noted that roads were in poor condition (e.g., potholes).

Table 6.2 Reasons for dissatisfaction with Council roads

Roads are in poor condition (e.g. potholes)	69%	113
Repairs are not completed properly	16%	26
Roads not being maintained/ slow to happen	16%	26
Heavy traffic destroying roads	10%	17
Roads need widening/ additions	9%	15
Roads are unsafe	4%	7
Flooding and drainage	3%	5
Signage and road markings	2%	3
Speed limits	2%	3
Other	4%	7
Don't know	2%	4
Number of respondents		164

“All our roads are shocking. Where the Countdown building is, they’ve had to pull up the pavers twice already and it’s only been a couple years. All the roads in Hawera have at least one pothole. The roads are rough as.”

6.2 Footpaths

- Three-quarters (78%) of residents were satisfied with South Taranaki footpaths⁹.
- There were no significant age, gender, or ward differences in terms of satisfaction with the District's footpaths.
- Reasons for dissatisfaction mostly focused on the condition of footpaths. This was followed by perceptions of there not being enough footpaths and safety concerns with the existing footpaths.

Table 6.4 Reasons for dissatisfaction with Council footpaths

	%	n
Footpaths are in poor condition	54%	46
Not enough footpaths/existing paths not sufficient	33%	28
Footpaths are unsafe/slippy/hazardous	21%	18
Berms, trees and grass needs trimming	4%	3
Other	7%	6
Number of respondents		85

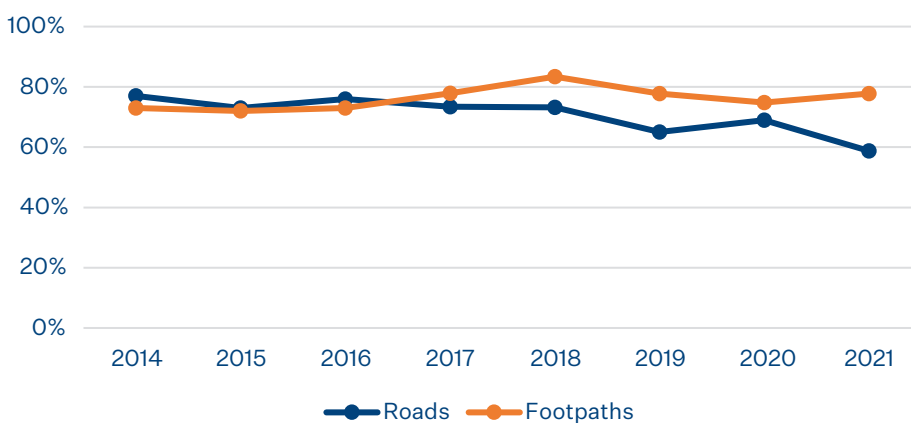
“A few places don’t even have footpaths and the ones I have walked on need maintenance.”

⁹ No resident satisfaction performance target is set for footpaths in the Long-Term Plan.

6.3 Trend Analysis

- Figure 6.2 shows that the proportion of residents satisfied with the condition of Council roads has decreased significantly since 2020 and is at the lowest levels recorded. Performance in this area should be monitored closely.
- The data also shows that satisfaction with footpaths has been relatively consistent over the last three years. Performance in this area should continue to be monitored to prevent a further drop.

Figure 6.2 Residents' satisfaction with roading and footpaths over time

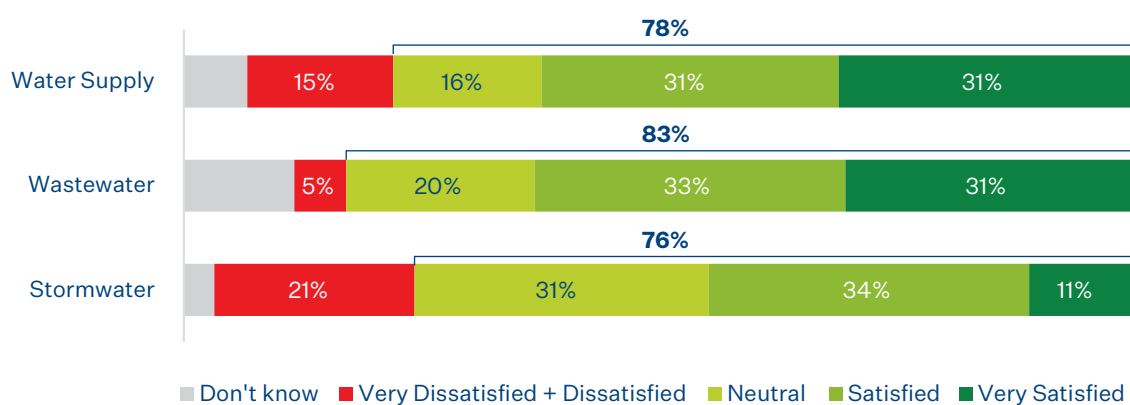


Water



The 2020/2021 satisfaction levels with water services are high, but do not meet all individual performance targets set.

Figure 7.1 Satisfaction with water services



Base: all respondents, 405

Table 7.1 Satisfaction with water services by ward of residence

	Eltham-Kaponga	Te-Hāwera	Pātea	Taranaki-Coastal	All respondents
Water supply	76%	89%	52%	75%	78%
Wastewater ¹⁰	82%	86%	76%	82%	83%
Stormwater ¹¹	76%	81%	66%	73%	76%
Number of respondents	62	186	58	99	405

¹⁰ Note: Differences in satisfaction levels between wards are not statistically significant at the 95% confidence level. Interpretation of differences by ward should be treated as indicative only.

¹¹ Note: Differences in satisfaction levels between wards are not statistically significant at the 95% confidence level. Interpretation of differences by ward should be treated as indicative only.

7.1 Water Supply

- 78% of residents indicated they were satisfied with the water supply in the District.
Performance target not met: aim = 80%, actual = 78%.
- Satisfaction levels differed by ward. Residents in Te-Hāwera were significantly more likely to state they were satisfied while residents in Pātea were less likely to be satisfied.
- The main reasons for dissatisfaction related to the taste / quality of water.

Table 7.2 Reasons for dissatisfaction with water supply

	%	n
Water has unpleasant taste/poor water quality	52%	32
Water is discoloured	32%	20
Don't like chemical additives	19%	12
Water supply is poor (low pressure, inconsistent etc)	10%	6
Use my own water supply	6%	4
Costs associated with water	3%	2
Poor communication around water issues	2%	1
Other	13%	8
Number of respondents		62

“I found that Waverley water is shocking, it’s a very high chlorine smell and quite regularly it’s very dirty.”

7.2 Wastewater

- 83% of residents stated they were satisfied with the sewerage system.
Performance target met: aim = 80%, actual = 83%.
- There were no significant age, gender, or ward differences in terms of satisfaction with the District’s footpaths.

7.3 Stormwater

- 76% of residents stated they were satisfied with the stormwater system (i.e., drainage, both urban and rural).
Performance target not met: aim = 80%, actual = 76%.
- Results indicate that while not statistically significant, satisfaction with stormwater may vary between wards. Residents in Pātea were less likely to be satisfied.
- Reasons for dissatisfaction focused on instances of flooding and levels of drain maintenance.

Table 7.3 Reasons for dissatisfaction with the stormwater system

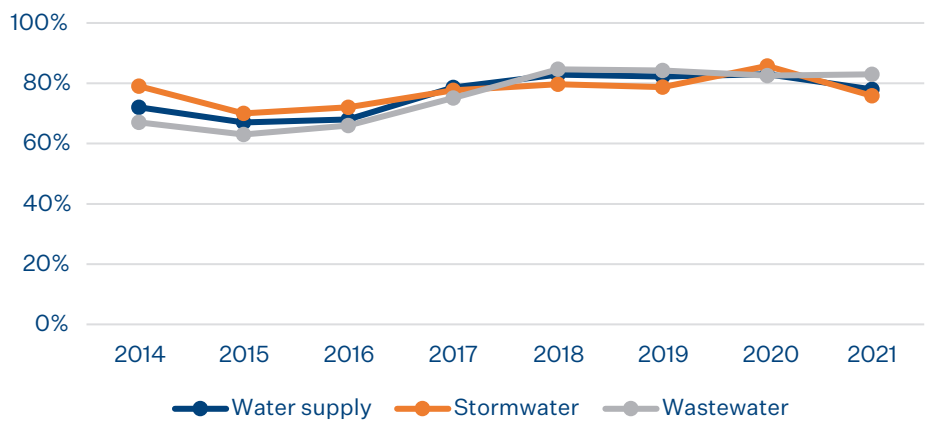
	%	n
Flooding occurs	55%	47
Drains are blocked/not maintained	40%	34
Drainage not adequate	9%	8
Don't have storm water service	7%	6
Other	8%	7
Don't know	2%	2
Number of respondents		85

“Every time there is a good bit of rain most streets flood in Hawera.”

7.4 Trend Analysis

Analysis of residents' survey results over time indicates that satisfaction with wastewater has remained largely stable since 2018 while satisfaction with the water supply and stormwater have experienced a slight decrease since 2020.

Figure 7.2 Residents' satisfaction with water supply, stormwater, and wastewater over time



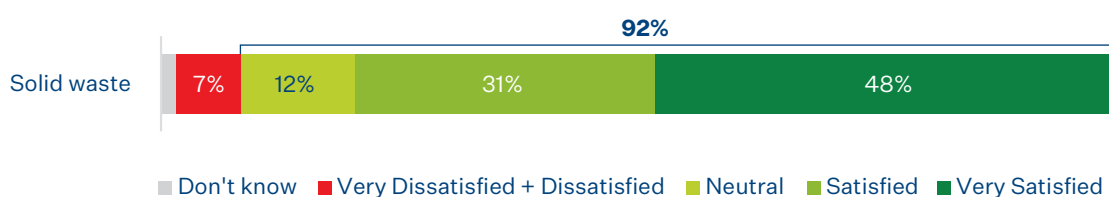
Solid Waste



The 2020/2021 satisfaction level for solid waste services remains high and meets the performance target.

8.1 Weekly Rubbish and Recycling Service

Figure 8.1 Satisfaction with solid waste services



Base: respondents who have used the weekly rubbish and recycling service in the last 12 months or who have a household member who has used the service in the last 12 months – 312.

- Three-quarters (77%) of residents used the weekly rubbish and recycling kerbside collection service.
- The majority (92%) of service users reported that they were satisfied.

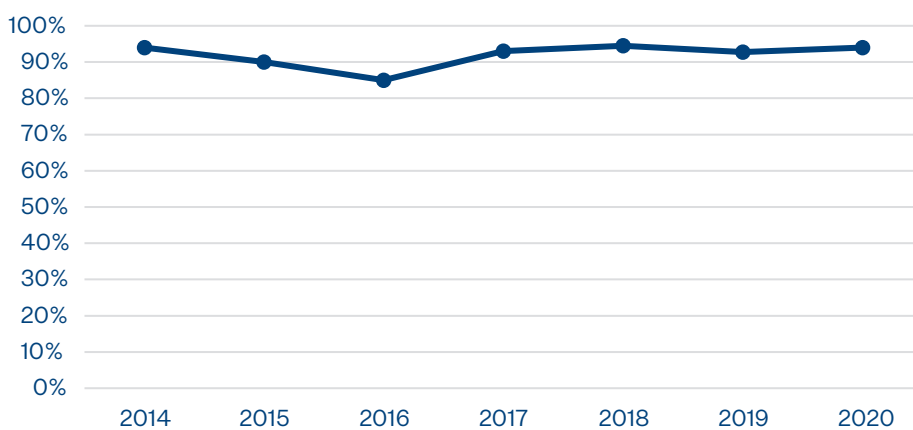
Performance target met: aim = 90%, actual = 92%.

- There were no significant age, gender, or ward differences in relation to satisfaction with the District's weekly rubbish and recycling service.

8.2 Trend Analysis

Residents' satisfaction levels remain consistently high.

Figure 8.2 Residents' satisfaction with the weekly rubbish and recycling service over time



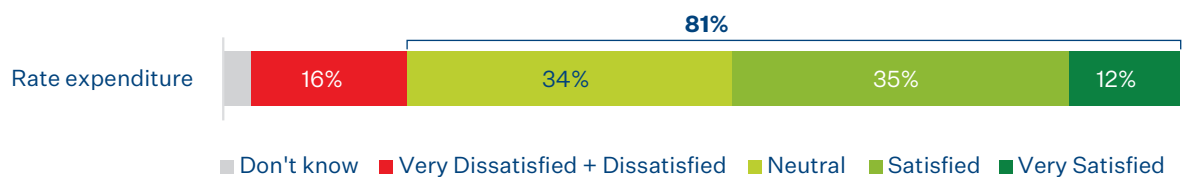
Rate Expenditure



The 2020/2021 satisfaction level for rate expenditure is consistent with that in recent years.

9.1 Rates Spend on Council Services and Facilities

Figure 9.1 Satisfaction with rate expenditure



Base: respondents who have paid rates in the last 12 months or who have a household member who paid rates in the last 12 months – 338

- 83% of respondents indicated that they, or a member of their household, had paid rates on a property in the district the last 12 months.
- 81% indicated that they were satisfied with the way that the Council spends rates; 16% stated that they were dissatisfied.
- There were no statistically significant age, gender, or ward differences in relation to satisfaction levels with the way the Council spends rates.
- Satisfaction levels did vary with the ward of residence. Residents of Te-Hāwera were more satisfied with the way rates are spent on services and facilities, when compared with the other wards.
- Reasons for dissatisfaction varied but the top reason for dissatisfaction referenced a lack infrastructure/facilities and/or services. This was followed by mentions of not enough money being spent in the smaller/rural areas, a desire to see more money spent on other/specific areas and general mentions of money being spent in the wrong places.

Table 9.1 Satisfaction with rate expenditure by ward of residence

	Eltham-Kaponga	Te-Hāwera	Pātea	Taranaki-Coastal	All respondents
Satisfied with the way that rates are spent on services and facilities	76%	87%	70%	78%	81%
Number of respondents	49	159	44	86	338

Table 9.2 Reasons for dissatisfaction with rate expenditure

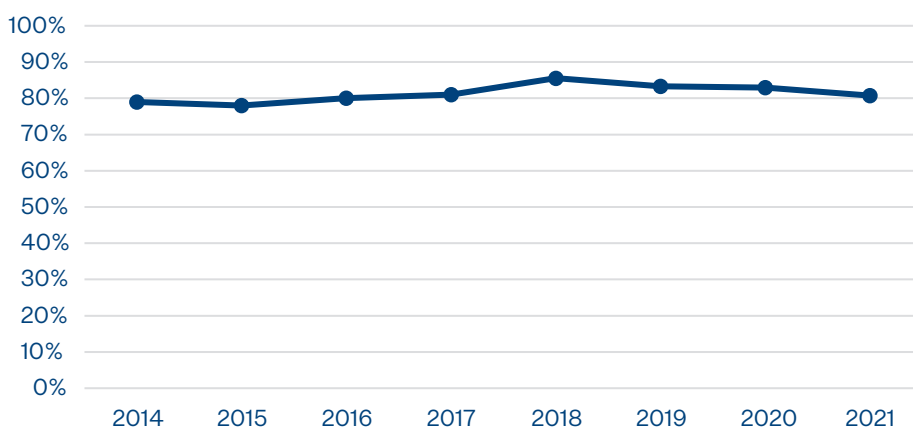
	%	n
Lack of or inadequate infrastructure/facilities/ services	38%	21
Not enough money is spent on smaller/rural areas	22%	12
Other areas/specific areas given what would like to see more money spent on	16%	9
Money is being spent in the wrong places	15%	8
I pay for services/facilities that I do not use or get	9%	5
Don't know the/want a breakdown of stat/ spending	7%	4
Rate prices	2%	1
Other	5%	3
Don't know	4%	2
Number of respondents		55

“If something needs doing in Hawera they spend it there, and not out in the rural areas. No maintenance gets spent on the rural roads.”

9.2 Trend Analysis

Trend analysis shows satisfaction with rate expenditure has remained largely stable.

Figure 9.2 Resident satisfaction with rate expenditure over time



Council Information

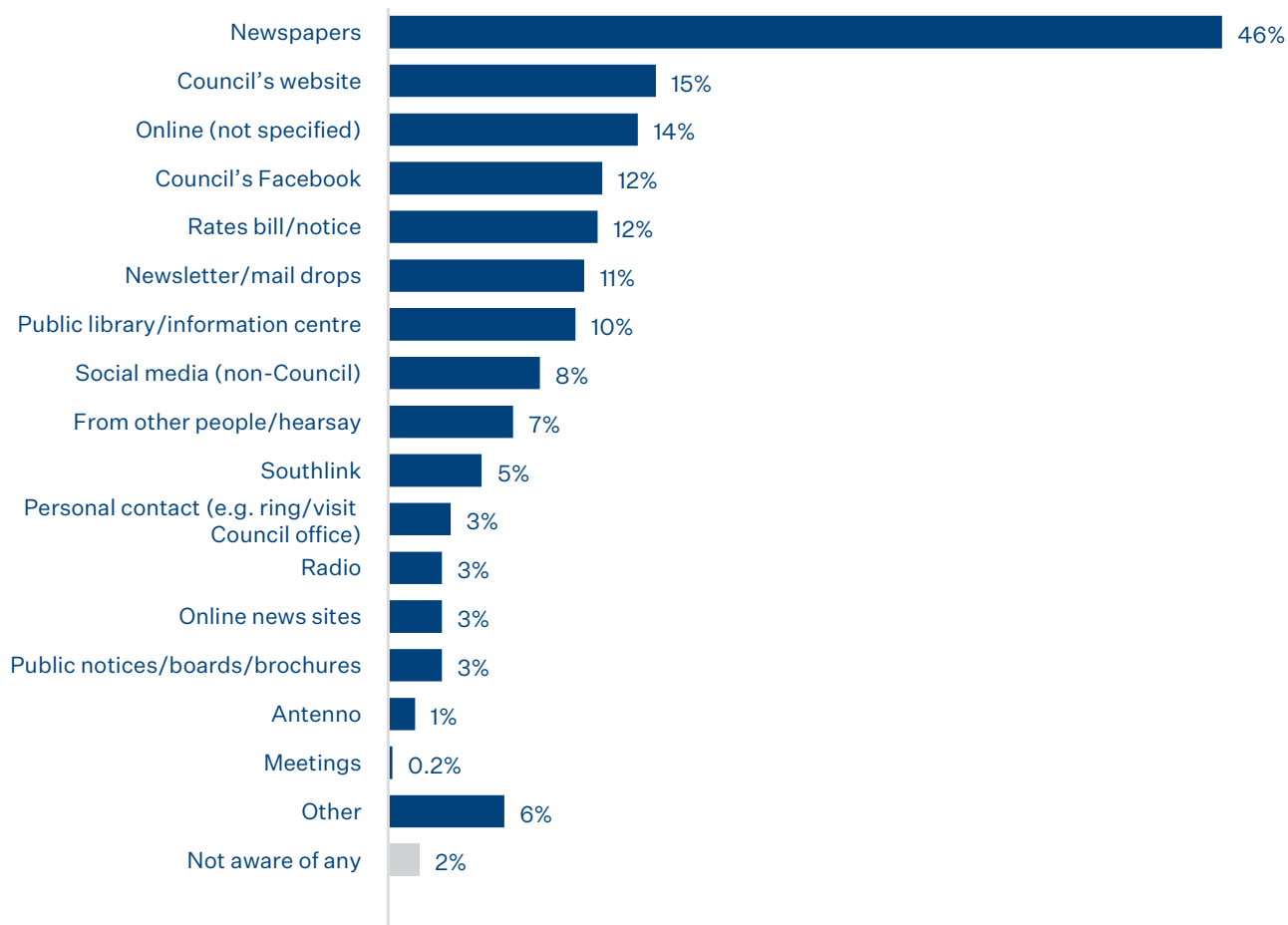
10

The majority of residents knew how to get Council information if they wanted it. This meets the performance target.

10.1 Residents' Ability to Find Council Information

- 89% of residents know how to get Council information if they want it. **Performance target met: aim = 85%, actual = 89%.**
- Newspapers remain the most common source of Council information, followed by the Council's website, online in general, the Council's Facebook and the rates bill/notice
- The proportion of residents using newspapers or newsletter/maildrops as the main source continues to decline
- Newspapers went from 62% in 2019 to 52% in 2020 and 46% in 2021.
- Newsletter/maildrops went from 22% in 2019 to 20% in 2020 and 11% in 2021.

Figure 10.1 Sources of information about the Council



Base: all respondents, 405

- Much like previous years, access to information varied significantly among residents:
- Those aged 18-24 were significantly less likely to report knowing how to get Council information (70%).
- Those aged 25-34 were significantly more likely to use the Council's Facebook.
- Females were significantly more likely to have accessed information through the Council's Facebook page.
- Propensity to access Council information via newspapers increased with age.
- Those in Te-Hāwera were less likely to have accessed information through a public library/information centre.

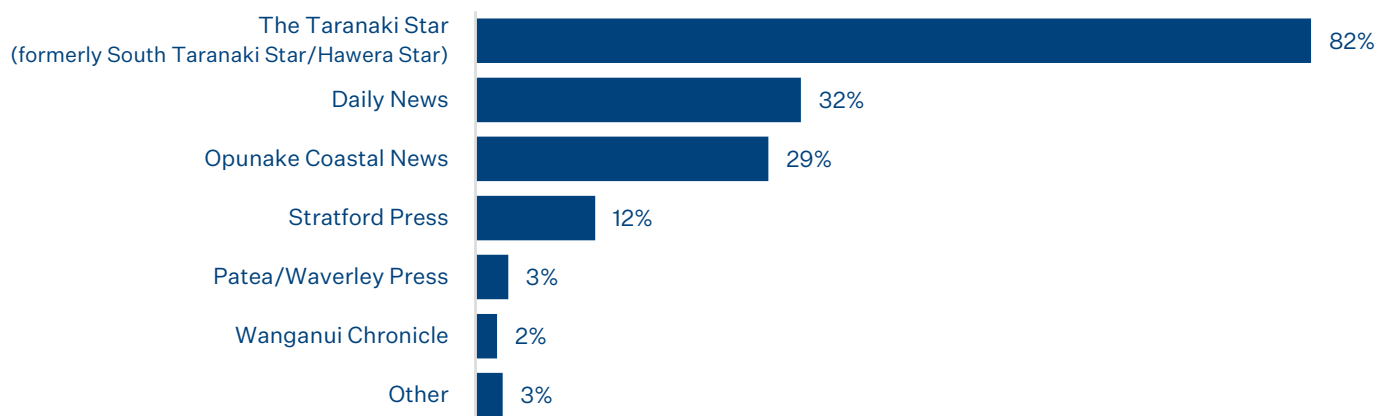
Table 10.1 Top 5 sources of information about the Council by age and gender

	18-24	25-34	35-44	45-54	55-64	65+	Male	Female	All respondents
Newspapers	41%	26%	30%	44%	53%	66%	49%	43%	46%
Council's website	11%	13%	21%	21%	12%	10%	17%	13%	15%
Online (not specified)	19%	18%	21%	14%	11%	6%	13%	15%	14%
Council's Facebook	8%	29%	14%	20%	7%	4%	3%	21%	12%
Rates bill/notice	3%	8%	5%	8%	21%	16%	13%	10%	12%
Number of respondents	37	38	80	66	91	93	202	203	405

10.2 Newspapers

- Respondents who mentioned newspapers as a source of Council information were asked which newspapers they used. The majority mentioned the Taranaki Star (or South Taranaki Star/Hawera Star).

Figure 10.2 South Taranaki newspaper readership



Base: respondents who have used newspaper as a source of Council Information, 187

- Table 10.2 shows how readership preferences differed by ward. Results show the significance of local newspapers alongside the dominance of The Taranaki Star.
- Residents in Te-Hāwera were significantly more likely to have seen Council information in The Taranaki Star, while those in the Taranaki-Coastal ward were significantly more likely to use the Opunake Coastal News. Those in Eltham-Kaponga were more likely to have received information via the Stratford Press, and those in Pātea from the Pātea/Waverley Press, or the Whanganui Chronicle.

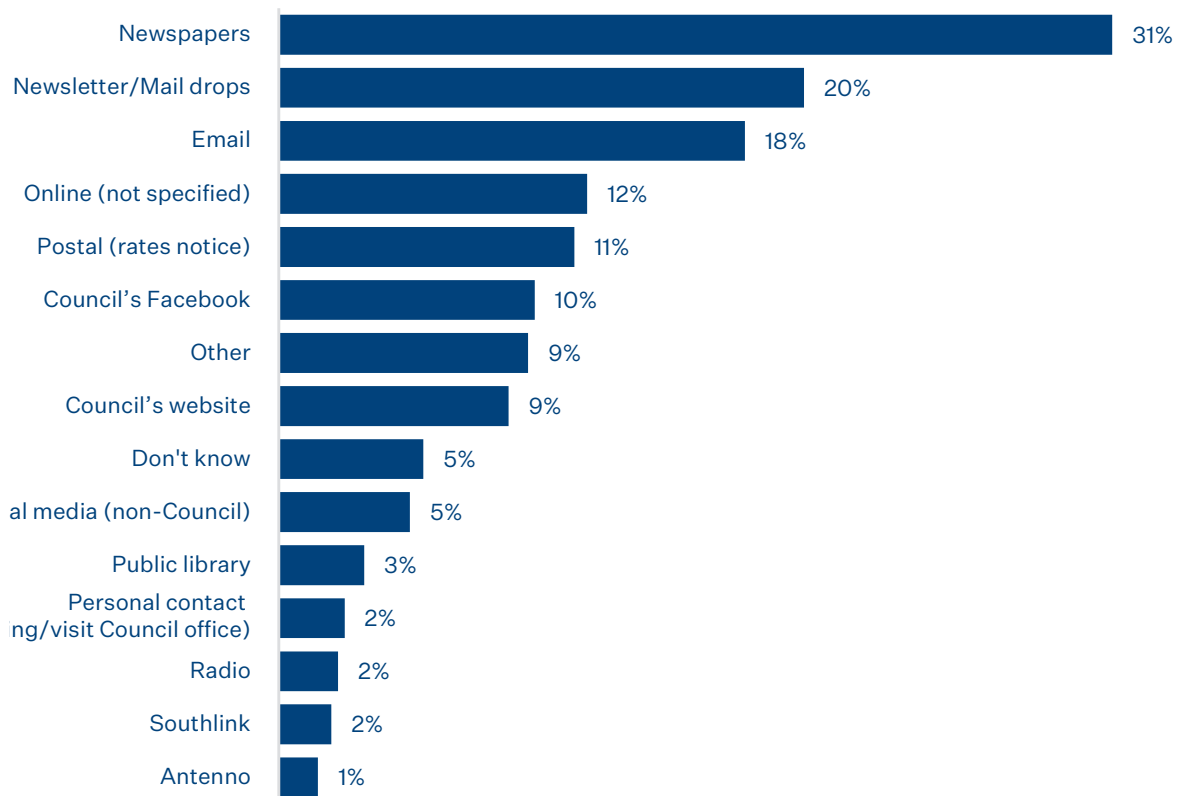
Table 10.2 South Taranaki newspaper readership by ward

	Eltham-Kaponga	Te-Hāwera	Pātea	Taranaki-Coastal	All respondents
The Taranaki Star (formerly South Taranaki Star/Hawera Star)	70%	90%	88%	70%	82%
Daily News	39%	32%	25%	32%	32%
Opunake Coastal News	43%	12%	0%	68%	29%
Stratford Press	61%	7%	0%	2%	12%
Pātea/Waverley Press	4%	1%	25%	0%	3%
Whanganui Chronicle	0%	0%	25%	0%	2%
Other	4%	1%	6%	4%	3%
Number of respondents	23	101	16	47	187

10.3 Future Council Information Preferences

- Residents preferences on how they want to receive information in the future are mixed, so continuing a multi-channel approach is important.

Figure 10.3 Preferred future sources of Council information



Base: all respondents, 405

- Future information source needs tended to differ by age group and gender:
- Preference for newspapers as a future information source tend to increase with age while preference for information access through the Council's Facebook page or through email tends to decrease with age.
- Females are also more likely than males to prefer the Council's Facebook as their future source of information.

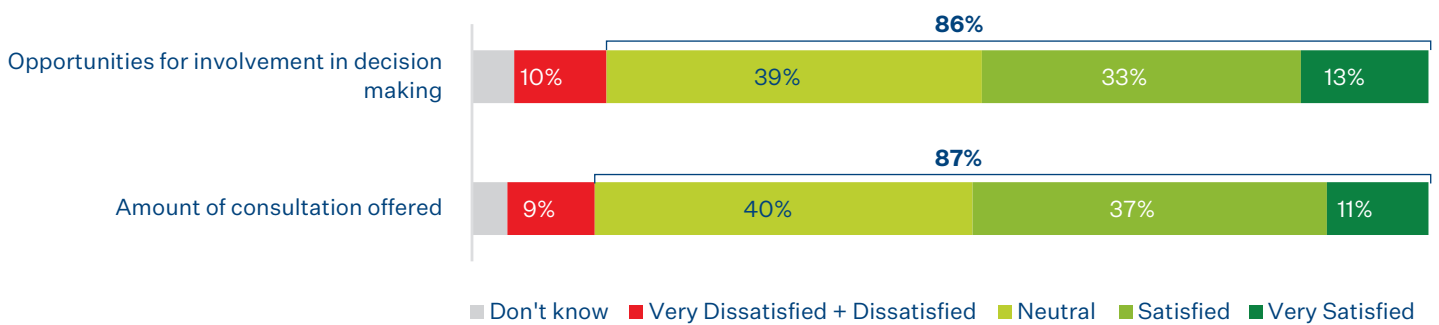
Council Representation of Residents



The majority of residents were satisfied with Council representation of residents' views. Performance targets were met.

11.1 Community Consultation

Figure 11.1 Satisfaction with Council representation of residents' views



Base: all respondents, 405

- 86% of residents were satisfied with the opportunities to participate in Council decision-making processes.
Performance target met: aim = 80%, actual = 86%.
- 87% of residents were also satisfied with the Council's level of consultation (the amount of consultation offered).¹²
- The residents that were dissatisfied with the amount of consultation offered thought there could more consultation in general, more methods of engagement and targeted consultation with people who are directly affected alongside district wide engagement.

¹² No resident satisfaction performance target is set for satisfaction with the level of consultation offered in the Long-Term Plan.

Table 11.1 What could the Council have done better to have improved the amount of consultation?

	%	n
More consultation/consultation methods	24%	9
Consult with the people affected/wider group of people	19%	7
Better communication in general	19%	7
More communication around when consultation will happen	14%	5
Follow through with public's feedback	3%	1
Other	16%	6
Number of respondents		37

“Target all age groups, i.e., using social media to capture younger people and make an opportunity for working families to attend meetings, e.g., on weekends when they are not a school or work.”

- There were no significant differences in satisfaction when the results were analysed by age and ward, or gender.

11.2 Council Decisions

- Two-thirds of respondents (65%) thought that the decisions made by the Council represent the best interests of the District. One-quarter (25%) disagreed and 10% stated that they 'did not know.'

Performance target not met: aim = 70%, actual = 65%.

- There were no significant differences in satisfaction when the results were analysed by age, ward, or gender.
- Residents who thought decisions did not represent the District's interests were asked if they had particular decisions in mind. Table 11.2 shows that consultation and communication were important to these residents. Roothing and walkways, distribution of spending in rural areas, building decisions and future development were also highlighted.

Table 11.2 Council decisions that do not represent the District's interests

	Eltham-Kaponga	Te-Hāwera	Pātea	Taranaki-Coastal	All respondents n	All respondents %
Consultation, communication, representation	19%	5%	36%	22%	17	17%
Roothing, walkways	5%	10%	21%	11%	11	11%
Not enough being spent on rural areas	19%	3%	14%	11%	10	10%
Building decisions	-	10%	7%	19%	10	10%
Future development	-	20%		7%	10	10%
Prior decisions by council	10%	10%	7%	4%	8	8%
Where money is being spent	-	10%	-	11%	7	7%
Water supply (eg metering, fluoride)	5%	3%	36%		7	7%
Closure and/or neglect of buildings and other public facilities	14%	3%	-	4%	5	5%
Māori Wards	5%	5%	7%	4%	5	5%
Maintenance of buildings, parks, etc	5%	-	7%	7%	4	4%
Freedom camping	-	-	7%		1	1%
Animal control	-	-	7%		1	1%
Cost of rates	-	3%	-		1	1%
Other	10%	10%	-	11%	9	9%
Don't know	14%	18%	7%	11%	14	14%
Total respondents	21	40	14	27	102	

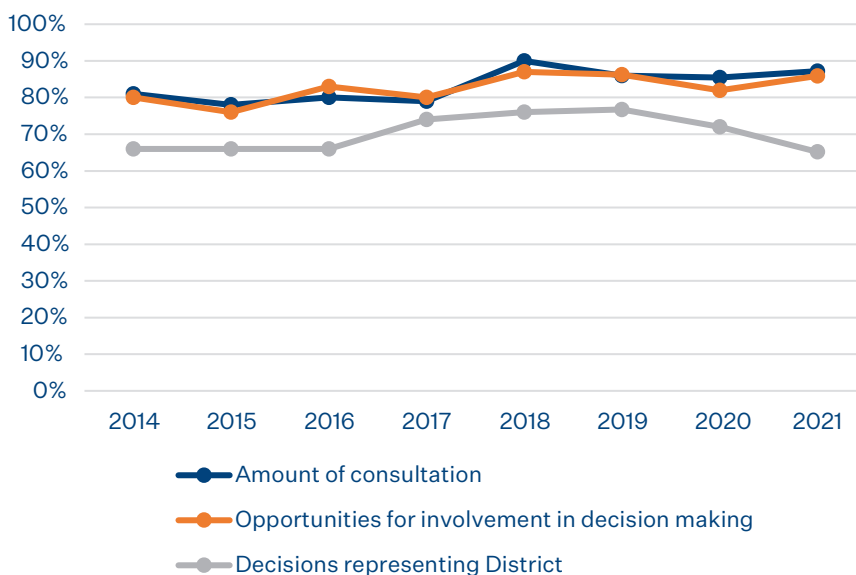
"It's all Hawera, a lot of the money is spent in Hawera, not Manaia, Opunake, Eltham, Kaponga."

11.3 Trend Analysis

Trend analysis indicates that:

- The proportion satisfied with Council representation of resident’s views has remained stable since 2018.
- The proportion of residents agreeing that the decisions made by the Council represented the best interests of the District is trending downwards. Communications should be designed to address perceptions.

Figure 11.2 Satisfaction with Council representation of residents over time



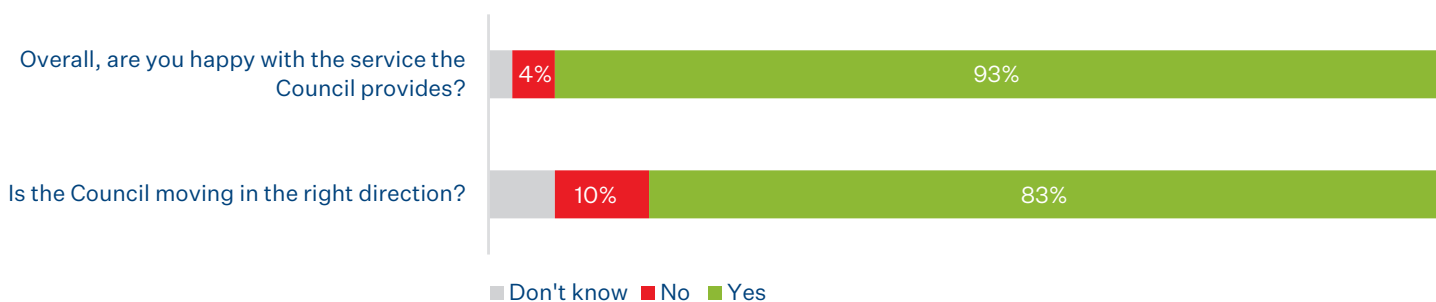
Council Direction and Improvement

12

The vast majority of residents reported being happy overall with the service the Council provides.

12.1 Council Direction and Service Provision

Figure 12.1 Council direction and service provision



Base: all respondents, 405

- 93% of residents stated that they were happy overall with the service the Council provides.
- 83% of residents felt that the Council was moving in the right direction.
Performance target met: aim = 80%, actual = 83%.
- Suggestions from those that did not feel the Council was moving in the right direction reinforced the issues raised elsewhere in the survey: improving Council services, focusing on the growth, improving communication and increasing the focus on rural areas.

Table 12.1 What would be the right direction?

	%	n
Improve Council services	23%	9
Focus on growth (population, businesses etc)	18%	7
Listen to the public	15%	6
Better communication with the public	13%	5
Greater focus on rural areas	13%	5
Replace councillors / unhappy with performance of councillors	3%	1
Focus on climate change/environment	3%	1
Other	15%	6
Don't know	5%	2
Total respondents		40

- There were no statistically significant age, gender or ward differences in relation to residents' perceptions of Council direction.
- Residents in Te-Hāwera were significantly more likely to be happy overall with the service that the Council provides, while residents in Pātea were significantly less likely to be happy overall.

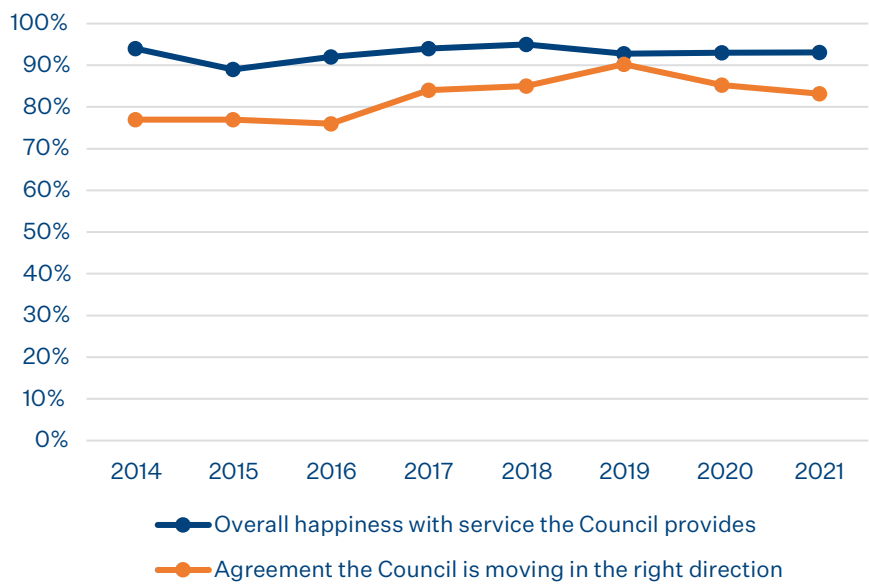
Table 12.1 Perceptions of Council direction and overall satisfaction with service provided

	Eltham-Kaponga	Te-Hāwera	Pātea	Taranaki-Coastal	All respondents
Overall happy with service that the Council provides	92%	97%	81%	93%	93%
Agree Council is moving in the right direction	76%	85%	81%	85%	83%
Number of respondents	62	186	58	99	405

12.2 Trend Analysis

- Trend analysis shows that overall happiness with the service the Council provides has remained stable.
- Analysis also shows the level of agreement that the Council is moving in the right direction continues to decline.

Figure 12.2 Residents' perceptions of Council direction and service provision over time



12.3 Positive Areas to Maintain

Residents were asked for the three things they liked best about living in South Taranaki. Results were similar to those received in 2020.

In 2021, the top 5 positives for South Taranaki life were:

1. The people and the community.
2. The oceans, beaches, bays and coastlines.
3. The quiet, the peace and non-crowdedness of the town.
4. Mount Taranaki/Egmont.
5. The parks and reserves.

Table 12.2 Areas identified for Council maintenance

	%	n
The people/community	31%	124
Ocean, beaches, bays and coastline	25%	102
Quiet/peaceful/not crowded/clean	24%	99
Mount Taranaki/Egmont/Maunga	20%	82
Parks and reserves	16%	63
The lifestyle/rural living	13%	53
It's home/work here	12%	49
Good facilities/ amenities	12%	48
Friends/ family	10%	39
Weather/ climate	9%	37
Accessibility - distance/topography	9%	36
Affordability	6%	26
The location	6%	25
The view/scenery/beauty	6%	24
No congestion/little traffic	6%	24
Environment/nature	5%	21
Libraries	5%	20
Good shopping/commerce	5%	20
Swimming pools	5%	19
Good activities/attractions	4%	18
Infrastructure/sports/shopping and other facilities (e.g. movies, health etc)	4%	16

	%	n
Recreation - water-related (e.g. fishing, swimming in natural waterways)	4%	15
Tracks and walkways	3%	11
Employment opportunities	3%	11
Lakes, rivers, streams, waterways	2%	9
Schools	2%	9
Recreation - land-related (e.g. hunting, hiking)	2%	8
Good place to raise a family/kids	2%	8
Good farming/industry support	2%	7
Urban centres/urban rejuvenation	2%	7
Good council/council members	2%	7
Safety/low crime	1%	6
Water supply	0.2%	1
Other	8%	32
Don't know/nothing	4%	17
Number of respondents		405

“The mountain, it’s very pretty. The sense of community you have in South Taranaki. Everyone knows everyone, it’s a tight knit place.”

12.4 Improvement Areas

When asked for the three things they would like Council to improve, the hot topics were:

- Roads, including maintenance and improvements.
- Communication or consultation with the public.
- Footpaths including maintenance and improvements.
- Urban rejuvenation for the town upkeep and appearance.
- Water supply such as the quality and pressure.

Table 12.3 Areas identified for Council improvement

	%	n
Roads - maintenance/improvements	18%	74
Communication/consultation with public	14%	55
Footpaths - maintenance/improvements	9%	38
Urban rejuvenation - town upkeep/appearance	8%	32
Water supply - quality, pressure	6%	25
Other infrastructure/facilities	6%	25
Rubbish/recycling - collection improvements	6%	23
Urban rejuvenation - business/industry support	5%	21
Residential development	5%	20
Footpaths - increase amount	5%	19
Stormwater - drainage improvements	4%	17
Animal control	4%	16
Rural community support	4%	16
Parks, reserves and play areas - cleanliness, increase amount	4%	15
Public toilets - cleanliness/maintenance	3%	14
Youth - more support/activities	3%	14
Rates/fees affordability	3%	11
Rubbish/recycling - more bins or drop off points	2%	10
Future thinking/climate change	2%	10
Roads - rural gravel/paving/maintenance	2%	9
Beaches/rivers/waterways - cleanliness, accessibility	2%	8
Public toilets - location/amount	2%	7

	%	n
Council spending	1%	6
Street lighting - more lights/improvements	1%	6
Community engagement e.g., events	1%	5
Speed things up	1%	4
Speeding/road signs	1%	4
Working with local Iwi/Māori people	1%	3
Safety/police presence	0.5%	2
Enforcement of bylaws	0.2%	1
Public/local transport	0.2%	1
Local medical services (facilities, staff)	0.2%	1
Council staff	0.2%	1
Other	6%	24
Don't know/nothing	28%	113
Number of respondents		405

“The condition of the roads. More secure entertainment areas for kids. Keep Taranaki ‘clean and green’.”

Identifying Action Points

13

Improving public consultation and actively seeking public feedback are still the main priorities.

The front of mind improvement areas on the previous page provide one way of identifying action points. However, identifying not just what is most important to residents, but also where resources should be focused to drive an increase in resident satisfaction can be invaluable for determining action points and investment areas. To determine the relative role that different Council service areas play in overall resident satisfaction two methods were used:

- Performance gap analysis.
- Statistical key driver analysis.

13.1 Performance Gap Analysis

The “performance gap” identifies the difference between perceived importance ratings and satisfaction ratings.

The analysis shows which areas residents think could use improvement. If the rating is positive, that indicates that the satisfaction with this service is higher than the importance and therefore an area to maintain. However, if the gap is negative, that indicates that this is an area that can be improved.

The top three areas identified for improvement are the same as those for 2020:

1. Public Toilets.
2. Public Consultation.
3. Weekly rubbish and recycling services.

Table 13.1 Performance gap analysis

Ranking	Service / Facility	Importance (Mean)	Satisfaction (Mean)	Performance Gap
1	Public Libraries	The facilities and customer service	4.4	0.3
		The materials, resources and information provided	4.3	0.2
2	Public Halls	3.4	3.6	0.2
3	Cemeteries	4.4	4.3	-0.1
4	Playgrounds	4.3	4.1	-0.3
5	Parks and Reserves	4.5	4.2	-0.4
6	Weekly rubbish and recycling service	4.6	4.1	-0.6
7	Public consultation and seeking public feedback	Opportunities to participate in decision making	3.5	-0.7
		Amount of consultation	3.5	-0.7
8	Public Toilets	Opening hours	3.8	-0.6
		The cleanliness and maintenance	3.5	-1.0

Base: all residents, excluding don't know responses

13.2 Key Driver Analysis

Key driver analysis determines the relative role that different Council service areas play in overall resident satisfaction. It summarises where resources should be focused to drive an increase in overall resident satisfaction, highlighting potential action points and investment areas.

The results of the analysis are summarised in Figure 13.1. This chart displays key Council action points at a glance. The further to the right an aspect is, the more important it is to residents; the closer to the top of the chart an aspect it, the better performing it is (i.e., a high proportion of residents are satisfied with it).

For example, satisfaction with library facilities is relatively high but has a fairly low impact on residents' overall satisfaction. If satisfaction levels in this area dropped, then the impact on overall residents' satisfaction is likely to be small. This may be one of a number of factors to take into account when considering future resource allocation.

In contrast, consultation and opportunities for the public to participate in decision making have a high impact on overall satisfaction, yet residents' satisfaction here is lower. Increasing satisfaction in these areas may lead to an increase in overall resident satisfaction.

Taking all attributes into account, the following emerged as performing relatively poorly in 2021, but of high impact on overall satisfaction:

Areas to improve

1. Rates expenditure.
2. Opportunities to participate in decision making.
3. Roads.
4. Amount of consultation.
5. Stormwater.
6. Animal control.
7. Footpaths.

A couple of attributes are slightly less important to overall satisfaction but are performing relatively poorly in 2021. These attributes are important to keep an eye on as they make more of an impact on overall perceptions in the future.

Areas to keep an eye on

1. Toilet cleanliness.
2. Halls.

High-importance and high-satisfaction areas are important to maintain. They have a strong relative impact on overall perceptions and are performing well (in comparison to the other services):

Areas to maintain:

1. Parks & reserves.
2. Water supply

Figure 13.1 Key driver analysis



The key driver analysis plots satisfaction scores in key service areas (calculated excluding 'don't know' answers) against the strength of the relationship between that service area and overall residents' satisfaction. This analysis shows the relative importance of key Council service areas to residents' satisfaction. Note that, in contrast, the bulk of this document reports satisfaction scores calculated including 'don't know' answers. Don't know answers are excluded here to provide more reliable results.

13.3 Implications

Taking both methods into account, the priority areas to improve are:

- rates expenditure, and
- opportunities to participate in decision making

These two areas have the highest impact on overall resident satisfaction and score comparatively lower than other service areas.

Due to the method of calculation for both methods, values in this section are not comparable to those reported previously in this document.

Results of this analysis must be considered with some caution. There are a number of other factors not measured in the survey and not included in the model that may influence overall residents' satisfaction.

Appendix One: Demographic Profile

14

Age

	%	n
18-24	9%	37
25-34	9%	38
35-44	20%	80
45-54	16%	66
55-64	22%	91
65+	23%	93

Gender

	%	n
Male	50%	202
Female	50%	203

Location

	%	n
Urban	58%	236
Rural	42%	169

Ward

	%	n
Eltham-Kaponga	15%	62
Te-Hāwera - Hawera/Normanby/Tangahoe	46%	186
Taranaki-Coastal – Warea/Opunake/Manaia	24%	99
Pātea – Patea/Waverley/Waitotara	14%	58

Ethnicity

	%	n
European	86%	348
Māori	18%	73
Asian	1%	3
Pacific Peoples	2%	7
Middle Eastern/Latin American/African	0.2%	1
Other	2%	8

Household size

	%	n
Just you (1)	16%	64
2	37%	151
3	18%	71
4	16%	63
More than 4	14%	56

Annual household income

	%	n
Less than \$30,000 per year	11%	43
\$30,000 - \$50,000 per year	16%	65
\$50,000 - \$70,000 per year	18%	72
\$70,000 - \$100,000 per year	18%	73
More than \$100,000 per year	23%	95
Declined	5%	19
Don't know	9%	38

Years a resident in the South Taranaki District

	%	n
5 years or fewer	8%	33
6 to 10 years	7%	28
More than 10 years	85%	344

Main shopping town

	%	n
Hawera	72%	293
Stratford	8%	33
New Plymouth	6%	25
Whanganui	6%	24
Opunake	4%	18
Waverley	1%	6
Eltham	1%	3
Patea	0.2%	1
Other	0.2%	1
Don't go shopping	0.2%	1

Main work location

	%	n
Hawera	36%	144
Opunake	7%	27
Eltham	6%	25
Manaia	5%	22
Waverley	4%	16
Kaponga	3%	11
New Plymouth	2%	10
Patea	2%	8
Stratford	2%	8
Whanganui	1%	6
Rahotu	1%	4
Normanby	1%	4
Waitotara	1%	3
Kapuni	0.5%	2
Other	3%	14
Not applicable - retired/ don't work	23%	93
Not applicable - location varies	2%	8



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APPENDICES TWO AND THREE





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APPENDICES TWO AND THREE



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Disclaimer:

Research First notes that the views presented in the report do not necessarily represent the views of South Taranaki District Council. In addition, the information in this report is accurate to the best of the knowledge and belief of Research First Ltd. While Research First Ltd has exercised all reasonable skill and care in the preparation of information in this report, Research First Ltd accepts no liability in contract, tort, or otherwise for any loss, damage, injury or expense, whether direct, indirect, or consequential, arising out of the provision of information in this report.

Appendix Two: Results by Age, Gender, and Ward

15

Reported below are the percentages of residents in each category (age, gender, and ward) who gave a positive response (i.e., satisfaction or agreement) with an aspect of Council operation.

15.1 Council Services and Facilities

Importance of facilities/services by ward

	Eltham-Kaponga	Te-Hāwera	Pātea	Taranaki-Coastal
Public halls	77%	74%	76%	76%
Public toilets	94%	91%	91%	99%
Cemeteries	90%	94%	84%	95%
Public libraries	92%	86%	88%	93%
Parks and Reserves	98%	98%	97%	96%
Weekly rubbish and recycling service	90%	95%	97%	89%
Public consultation and seeking public feedback	97%	91%	97%	89%
Playgrounds	92%	94%	98%	92%

Importance of facilities/services by age and gender

	18-24	25-34	35-44	45-54	55-64	65+	Male	Female
Public halls	68%	68%	83%	71%	78%	75%	71%	79%
Public toilets	84%	97%	96%	95%	96%	90%	93%	95%
Cemeteries	97%	87%	90%	92%	93%	92%	92%	93%
Public libraries	81%	87%	90%	91%	87%	92%	83%	95%
Parks and Reserves	92%	100%	99%	97%	97%	98%	97%	98%
Weekly rubbish and recycling service	92%	100%	93%	88%	91%	96%	92%	94%
Public consultation and seeking public feedback	81%	92%	98%	85%	96%	94%	93%	92%
Playgrounds	78%	97%	96%	89%	97%	96%	95%	92%

Facilities/services used by ward

	Eltham-Kaponga	Te-Hāwera	Pātea	Taranaki-Coastal
Public halls	40%	48%	55%	53%
Public toilets	85%	72%	71%	85%
Cemeteries	68%	74%	66%	75%
Public libraries	85%	61%	79%	71%
Parks or reserves	87%	91%	78%	79%
Playgrounds	52%	68%	66%	57%
Weekly rubbish and recycling service	73%	87%	64%	69%
Paid rates on a property	79%	85%	76%	87%

Facilities/services used by age and gender

	18-24	25-34	35-44	45-54	55-64	65+	Male	Female
Public halls	54%	42%	49%	50%	49%	48%	44%	54%
Public toilets	65%	84%	83%	88%	80%	63%	78%	76%
Cemeteries	76%	55%	66%	74%	79%	74%	71%	73%
Public libraries	46%	79%	73%	70%	62%	82%	64%	76%
Parks or reserves	81%	97%	89%	89%	84%	78%	83%	88%
Playgrounds	65%	76%	76%	64%	56%	48%	53%	71%
Weekly rubbish and recycling service	84%	74%	78%	76%	70%	83%	75%	79%
Paid rates on a property	59%	71%	83%	91%	90%	87%	85%	82%

Satisfaction with cultural services

	Cemeteries	Libraries - resources and materials	Libraries - facilities and customer service
Eltham-Kaponga	98%	98%	98%
Te-Hāwera	96%	97%	100%
Pātea	100%	100%	100%
Taranaki-Coastal	99%	100%	99%
18-24	100%	100%	100%
25-34	95%	100%	100%
35-44	100%	98%	100%
45-54	96%	98%	100%
55-64	96%	98%	98%
65+	99%	99%	99%
Male	97%	100%	99%
Female	99%	97%	99%

Satisfaction with recreation leisure facilities

	Public toilets - hours	Public toilets - cleanliness	Public halls	Parks or reserves	Playgrounds
Eltham-Kaponga	79%	81%	100%	96%	97%
Te-Hāwera	87%	72%	98%	96%	97%
Pātea	100%	83%	88%	93%	95%
Taranaki-Coastal	93%	87%	90%	100%	86%
18-24	96%	50%	100%	100%	96%
25-34	84%	75%	94%	92%	100%
35-44	97%	77%	92%	97%	87%
45-54	84%	72%	94%	97%	98%
55-64	88%	88%	91%	97%	90%
65+	86%	92%	98%	97%	100%
Male	90%	82%	97%	98%	96%
Female	88%	77%	93%	96%	92%

Satisfaction with environment and development

	Animal Control
Eltham-Kaponga	71%
Te-Hāwera	84%
Pātea	55%
Taranaki-Coastal	78%
18-24	81%
25-34	84%
35-44	73%
45-54	73%
55-64	80%
65+	73%
Male	79%
Female	74%

Satisfaction with roading and footpaths

	Roading	Footpaths
Eltham-Kaponga	45%	71%
Te-Hāwera	65%	81%
Pātea	60%	72%
Taranaki-Coastal	56%	80%
18-24	57%	81%
25-34	68%	89%
35-44	48%	79%
45-54	55%	77%
55-64	56%	71%
65+	71%	77%
Male	60%	79%
Female	57%	77%

Satisfaction with water services

	Water supply	Stormwater	Wastewater
Eltham-Kaponga	76%	76%	82%
Te-Hāwera	89%	81%	86%
Pātea	52%	66%	76%
Taranaki-Coastal	75%	73%	82%
18-24	95%	76%	97%
25-34	71%	76%	71%
35-44	73%	81%	85%
45-54	77%	65%	82%
55-64	77%	75%	77%
65+	81%	80%	87%
Male	78%	77%	81%
Female	78%	74%	85%

Satisfaction with solid waste services

	Kerbside collection
Eltham-Kaponga	93%
Te-Hāwera	92%
Pātea	92%
Taranaki-Coastal	90%
18-24	94%
25-34	86%
35-44	90%
45-54	84%
55-64	94%
65+	97%
Male	95%
Female	89%

Satisfaction with rate expenditure

	Rate expenditure
Eltham-Kaponga	76%
Te-Hāwera	87%
Pātea	70%
Taranaki-Coastal	78%
18-24	95%
25-34	81%
35-44	80%
45-54	73%
55-64	78%
65+	85%
Male	81%
Female	81%

Receiving Information from the Council**Know how to access Council information**

	Know how to access Council information
Eltham-Kaponga	84%
Te-Hāwera	94%
Pātea	81%
Taranaki-Coastal	89%
18-24	70%
25-34	82%
35-44	90%
45-54	92%
55-64	95%
65+	91%
Male	86%
Female	93%

Current sources of Council information by ward

	Eltham-Kaponga	Te-Hāwera	Pātea	Taranaki-Coastal
Newspapers	37%	54%	28%	47%
Council's website	8%	20%	12%	10%
Online (not specified)	11%	13%	9%	19%
Council's Facebook	10%	12%	21%	8%
Rates bill/notice	15%	11%	14%	10%
Newsletter/mail drops	10%	8%	12%	17%
Public library/information centre	16%	3%	19%	16%
Social media (non-Council)	8%	8%	9%	10%
From other people/hearsay	8%	8%	10%	2%
Southlink	5%	8%	-	3%
Personal contact (e.g. ring/visit Council office)	2%	5%	3%	2%
Radio	6%	3%	0%	2%
Online news sites	2%	3%	5%	3%
Public notices/boards/brochures	8%	1%	7%	2%
Antenno	3%	2%	2%	-
Meetings	2%	-	-	-
Other	8%	6%	5%	6%
Not aware of any	2%	1%	2%	3%

Current sources of Council information by age and gender

	18-24	25-34	35-44	45-54	55-64	65+	Male	Female
Newspapers	41%	26%	30%	44%	53%	66%	49%	43%
Council's website	11%	13%	21%	21%	12%	10%	17%	13%
Online (not specified)	19%	18%	21%	14%	11%	6%	13%	15%
Council's Facebook	8%	29%	14%	20%	7%	4%	3%	21%
Rates bill/notice	3%	8%	5%	8%	21%	16%	13%	10%
Newsletter/mail drops	5%	5%	9%	8%	11%	19%	14%	7%
Public library/information centre	8%	11%	9%	6%	13%	13%	9%	11%
Social media (non-Council)	16%	8%	10%	11%	10%	1%	5%	12%
From other people/hearsay	19%	13%	5%	2%	4%	8%	9%	5%

	18-24	25-34	35-44	45-54	55-64	65+	Male	Female
Southlink	3%	3%	3%	9%	5%	6%	4%	6%
Personal contact (e.g. ring/visit Council office)	3%	3%	5%	2%	5%	2%	4%	3%
Radio	3%	-	8%	2%	3%	1%	2%	4%
Online news sites	3%	8%	6%	2%	1%	1%	4%	2%
Public notices/boards/brochures	3%	-	3%	3%	5%	2%	4%	2%
Antenno	3%	3%	1%	3%	1%	-	0.5%	2%
Meetings	-	-	-	-	-	1%	-	0.5%
Other	11%	3%	5%	5%	7%	9%	8%	4%
Not aware of any	5%	3%	-	3%	-	2%	1%	2%

Newspaper readership by ward

	Eltham-Kaponga	Te-Hāwera	Pātea	Taranaki-Coastal
The Taranaki Star (formerly South Taranaki Star/Hawera Star)	70%	90%	88%	70%
Daily News	39%	32%	25%	32%
Opunake Coastal News	43%	12%	-	68%
Stratford Press	61%	7%	-	2%
Patea/Waverley Press	4%	1%	25%	-
Wanganui Chronicle	-	-	25%	-
Other	4%	1%	6%	4%

Newspaper readership by age and gender

	18-24	25-34	35-44	45-54	55-64	65+	Male	Female
The Taranaki Star (formerly South Taranaki Star/Hawera Star)	67%	80%	96%	93%	77%	80%	77%	89%
Daily News	40%	40%	8%	28%	35%	38%	31%	33%
Opunake Coastal News	7%	20%	25%	48%	27%	30%	30%	27%
Stratford Press	13%	10%	17%	10%	13%	10%	11%	13%
Patea/Waverley Press	7%	-	-	-	6%	3%	2%	5%
Wanganui Chronicle	-	-	-	-	6%	2%	1%	3%
Other	13%	-	4%	-	2%	2%	3%	2%

Preferred future source of Council information by ward

	Eltham-Kaponga	Te-Hāwera	Pātea	Taranaki-Coastal
Newspapers	21%	34%	29%	33%
Newsletter/mail drops	26%	18%	24%	17%
Email	24%	17%	21%	12%
Online (not specified)	10%	12%	7%	15%
Postal (rates notice)	15%	10%	10%	12%
Council's Facebook	3%	12%	17%	5%
Council's website	8%	10%	10%	6%
Social media (non-Council)	3%	5%	5%	6%
Public library	5%	1%	7%	4%
Personal contact (e.g. ring/visit Council office)	-	3%	5%	2%
Radio	5%	3%	-	1%
Southlink	3%	3%	-	1%
Antenno	2%	2%	2%	-
Other	11%	9%	14%	7%
Don't know	5%	5%	2%	9%

Preferred future source of Council information by age and gender

	18-24	25-34	35-44	45-54	55-64	65+	Male	Female
Newspapers	16%	16%	19%	32%	38%	47%	35%	28%
Newsletter/mail drops	16%	26%	13%	18%	23%	23%	23%	16%
Email	22%	24%	28%	20%	11%	10%	16%	19%
Online (not specified)	14%	16%	10%	15%	11%	9%	11%	12%
Postal (rates notice)	5%	8%	5%	11%	18%	14%	12%	10%
Council's Facebook	8%	18%	14%	15%	4%	4%	4%	15%
Council's website	11%	5%	10%	9%	9%	8%	9%	8%
Social media (non-Council)	5%	11%	9%	3%	5%	-	2%	7%
Public library	3%	-	5%	2%	5%	2%	2%	4%
Personal contact (e.g. ring/visit Council office)	3%	3%	-	3%	3%	3%	2%	2%
Radio	-	-	4%	3%	3%	1%	1%	3%
Southlink	-	-	-	2%	3%	4%	2%	2%

	18-24	25-34	35-44	45-54	55-64	65+	Male	Female
Antenno	5%	-	1%	2%	1%	1%	1%	2%
Other	8%	8%	8%	11%	8%	13%	13%	5%
Don't know	8%	8%	6%	2%	3%	8%	4%	6%

15.2 Council Representation of Residents

Council decision making

	Council decisions represent the best interests of the District
Eltham-Kaponga	55%
Te-Hāwera	70%
Pātea	62%
Taranaki-Coastal	65%
18-24	78%
25-34	61%
35-44	66%
45-54	56%
55-64	60%
65+	72%
Male	66%
Female	64%

Resident consultation and participation

	Opportunities to participate in decision making	Amount of consultation
Eltham-Kaponga	87%	90%
Te-Hāwera	83%	86%
Pātea	83%	83%
Taranaki-Coastal	92%	90%
18-24	95%	95%
25-34	79%	84%
35-44	85%	93%

	Opportunities to participate in decision making	Amount of consultation
45-54	85%	86%
55-64	87%	88%
65+	86%	81%
Male	88%	88%
Female	84%	87%

15.3 Council Direction and Improvement

Council direction and service provision

	Overall the Council is moving in the right direction	Happy with the service that the Council provides
Eltham-Kaponga	76%	92%
Te-Hāwera	85%	97%
Pātea	81%	81%
Taranaki-Coastal	85%	93%
18-24	95%	100%
25-34	89%	95%
35-44	83%	94%
45-54	85%	91%
55-64	80%	91%
65+	78%	92%
Male	83%	94%
Female	84%	92%

Areas identified for Council maintenance by ward

	Eltham-Kaponga	Te-Hāwera	Pātea	Taranaki-Coastal
The people/community	29%	31%	36%	28%
Ocean, beaches, bays and coastline	11%	25%	16%	39%
Quiet/peaceful/not crowded/clean	31%	20%	29%	26%
Mount Taranaki/Egmont/Maunga	13%	23%	7%	28%
Parks and reserves	16%	19%	9%	12%

	Eltham-Kaponga	Te-Hāwera	Pātea	Taranaki-Coastal
The lifestyle/rural living	16%	11%	16%	13%
It's home/work here	10%	13%	12%	11%
Good facilities/amenities	6%	18%	9%	6%
Friends/family	3%	14%	2%	10%
Weather/climate	6%	6%	16%	12%
Accessibility - distance/topography	6%	13%	3%	5%
Affordability	6%	6%	9%	6%
The location	10%	6%	3%	6%
The view/scenery/beauty	6%	5%	3%	9%
No congestion/little traffic	5%	8%	3%	4%
Environment/nature	6%	3%	3%	9%
Libraries	2%	5%	10%	3%
Good shopping/commerce	6%	4%	9%	3%
Swimming pools	13%	2%	12%	-
Good activities/attractions	6%	5%	2%	3%
Infrastructure/sports/shopping and other facilities (e.g. movies, health etc)	2%	6%	3%	2%
Recreation - water-related (e.g. fishing, swimming in natural waterways)	3%	4%	3%	3%
Tracks and walkways	-	5%	-	2%
Employment opportunities	-	5%	2%	-
Lakes, rivers, streams, waterways	3%	2%	2%	3%
Schools	3%	3%	2%	1%
Recreation - land-related (e.g. hunting, hiking)	2%	2%	5%	-
Good place to raise a family/kids	3%	2%	2%	1%
Good farming/industry support	2%	2%	-	2%
Urban centres/urban rejuvenation	-	2%	3%	2%
Good council/council members	-	2%	3%	2%
Safety/low crime	2%	1%	5%	-
Water supply	-	1%	-	-
Other	10%	5%	10%	10%
Don't know/nothing	3%	3%	5%	6%

Areas identified for Council maintenance by age and gender

	18-24	25-34	35-44	45-54	55-64	65+	Male	Female
The people/community	38%	18%	30%	36%	26%	33%	25%	36%
Ocean, beaches, bays and coastline	32%	24%	31%	21%	29%	17%	26%	25%
Quiet/peaceful/not crowded/clean	19%	29%	20%	26%	32%	20%	26%	23%
Mount Taranaki/Egmont/Maunga	32%	16%	25%	17%	24%	12%	18%	22%
Parks and reserves	16%	29%	21%	14%	9%	13%	12%	19%
The lifestyle/rural living	14%	18%	10%	12%	20%	8%	9%	17%
It's home/work here	-	-	14%	14%	16%	15%	13%	11%
Good facilities/amenities	5%	13%	9%	15%	8%	18%	11%	13%
Friends/family	8%	5%	13%	9%	11%	9%	6%	13%
Weather/climate	-	-	5%	11%	10%	18%	13%	5%
Accessibility - distance/topography	3%	11%	3%	6%	12%	15%	8%	9%
Affordability	-	8%	18%	9%	1%	2%	6%	6%
The location	5%	8%	4%	11%	7%	4%	9%	3%
The view/scenery/beauty	8%	3%	9%	6%	3%	6%	6%	6%
No congestion/little traffic	5%	5%	6%	8%	5%	5%	7%	5%
Environment/nature	11%	3%	6%	5%	8%	1%	7%	3%
Libraries	8%	11%	3%	5%	3%	5%	2%	7%
Good shopping/commerce	-	11%	4%	-	9%	5%	3%	6%
Swimming pools	3%	13%	4%	3%	3%	5%	2%	7%
Good activities/attractions	-	5%	6%	8%	3%	3%	2%	7%
Infrastructure/sports/shopping and other facilities (e.g. movies, health etc)	-	3%	1%	-	3%	12%	6%	2%
Recreation - water-related (e.g. fishing, swimming in natural waterways)	5%	8%	1%	3%	4%	3%	5%	2%
Tracks and walkways	14%	5%	1%	2%	1%	1%	3%	2%
Employment opportunities	-	8%	1%	5%	1%	3%	4%	1%
Lakes, rivers, streams, waterways	-	-	5%	3%	2%	1%	1%	3%
Schools	-	5%	5%	3%	1%	-	1%	3%
Recreation - land-related (e.g. hunting, hiking)	5%	5%	-	2%	2%	1%	2%	1%
Good place to raise a family/kids	-	3%	3%	3%	2%	1%	1%	2%
Good farming/industry support	5%	-	1%	-	3%	1%	2%	1%

	18-24	25-34	35-44	45-54	55-64	65+	Male	Female
Urban centres/urban rejuvenation	-	-	3%	2%	3%	1%	1%	2%
Good council/council members	-	-	1%	-	3%	3%	2%	1%
Safety/low crime	3%	-	-	3%	1%	2%	2%	1%
Water supply	3%	-	-	-	-	-	0.5%	-
Other	3%	8%	6%	11%	8%	10%	7%	8%
Don't know/nothing	11%	5%	4%	3%	3%	3%	5%	3%

Areas identified for Council improvement by ward

	Eltham-Kaponga	Te-Hāwera	Pātea	Taranaki-Coastal
Roads - maintenance/improvements	24%	17%	17%	17%
Communication/consultation with public	16%	15%	14%	10%
Footpaths - maintenance/improvements	13%	11%	3%	8%
Urban rejuvenation - town upkeep/appearance	5%	7%	14%	8%
Water supply - quality, pressure	3%	2%	21%	7%
Other infrastructure/facilities	5%	5%	2%	12%
Rubbish/recycling - collection improvements	2%	4%	10%	8%
Urban rejuvenation - business/industry support	5%	9%	-	2%
Residential development	3%	9%	-	1%
Footpaths - increase amount	-	5%	3%	7%
Stormwater - drainage improvements	5%	3%	7%	4%
Animal control	2%	4%	9%	2%
Rural community support	6%	-	7%	8%
Parks, reserves and play areas - cleanliness, increase amount	5%	3%	5%	3%
Public toilets - cleanliness/maintenance	2%	4%	5%	3%
Youth - more support/activities	5%	4%	2%	3%
Rates/fees affordability	5%	2%	3%	2%
Rubbish/recycling - more bins or drop-off points	3%	1%	7%	3%
Future thinking/climate change	3%	3%	-	3%
Roads - rural gravel/paving/maintenance	3%	2%	5%	1%
Beaches/rivers/waterways - cleanliness, accessibility	-	2%	2%	4%

	Eltham-Kaponga	Te-Hāwera	Pātea	Taranaki-Coastal
Public toilets - location/amount	2%	3%	-	1%
Council spending	-	3%	-	1%
Street lighting - more lights/improvements	-	2%	-	2%
Community engagement e.g. events	-	1%	2%	2%
Speed things up	-	2%	-	1%
Speeding/road signs	5%	1%	-	-
Working with local Iwi/Māori people	-	-	2%	2%
Safety/police presence	-	1%	-	-
Enforcement of bylaws	-	-	-	1%
Public/local transport	-	-	-	1%
Local medical services (facilities, staff)	-	1%	-	-
Council staff	-	1%	-	-
Other	13%	4%	-	8%
Don't know/nothing	31%	28%	24%	27%

Areas identified for Council improvement by age and gender

	18-24	25-34	35-44	45-54	55-64	65+	Male	Female
Roads - maintenance/improvements	22%	11%	19%	20%	21%	16%	20%	16%
Communication/consultation with public	8%	21%	14%	12%	13%	14%	13%	14%
Footpaths - maintenance/improvements	5%	3%	10%	6%	13%	12%	10%	8%
Urban rejuvenation - town upkeep/appearance	5%	8%	6%	9%	9%	9%	7%	9%
Water supply - quality, pressure	-	5%	8%	8%	5%	8%	6%	6%
Other infrastructure/facilities	-	3%	8%	5%	5%	11%	6%	6%
Rubbish/recycling - collection improvements	-	11%	9%	6%	7%	2%	3%	8%
Urban rejuvenation - business/industry support	8%	5%	6%	8%	3%	3%	6%	4%
Residential development	8%	11%	4%	5%	5%	2%	7%	3%
Footpaths - increase amount	5%	8%	5%	3%	5%	3%	4%	5%
Stormwater - drainage improvements	3%	3%	4%	9%	1%	5%	2%	6%
Animal control	8%	-	1%	6%	4%	4%	2%	6%
Rural community support	-	3%	8%	5%	3%	3%	2%	6%

	18-24	25-34	35-44	45-54	55-64	65+	Male	Female
Parks, reserves and play areas - cleanliness, increase amount	5%	8%	6%	5%	-	2%	4%	3%
Public toilets - cleanliness/maintenance	5%	5%	4%	5%	4%	-	3%	4%
Youth - more support/activities	3%	11%	8%	2%	2%	-	2%	5%
Rates/fees affordability	-	3%	-	2%	7%	3%	3%	2%
Rubbish/recycling - more bins or drop-off points	-	3%	5%	3%	3%	-	1%	3%
Future thinking/climate change	-	-	8%	5%	1%	-	3%	2%
Roads - rural gravel/paving/maintenance	-	-	4%	3%	3%	1%	1%	3%
Beaches/ivers/waterways - cleanliness, accessibility	3%	3%	3%	-	3%	1%	2%	2%
Public toilets - location/amount	-	5%	3%	2%	-	2%	1%	2%
Council spending	-	3%	-	2%	1%	3%	3%	0%
Street lighting - more lights/improvements	3%	-	-	2%	3%	1%	2%	1%
Community engagement e.g. events	-	5%	1%	2%	-	1%	1%	1%
Speed things up	3%	-	-	-	1%	2%	1%	0%
Speeding/road signs	-	-	1%	-	1%	2%	1%	1%
Working with local Iwi/Māori people	-	-	3%	2%	-	-	1%	0%
Safety/police presence	3%	-	-	-	1%	-	0.5%	0.5%
Enforcement of bylaws	3%	-	-	-	-	-		0.5%
Public/local transport	-	-	-	-	1%	-	0.5%	
Local medical services (facilities, staff)	-	-	-	-	-	1%	0.5%	
Council staff	-	-	-	2%	-	-	0.5%	
Other	-	3%	6%	5%	5%	11%	8%	4%
Don't know/nothing	49%	24%	28%	20%	24%	31%	26%	30%

Appendix Three: Results by Sampling Method

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The online survey was open for completion to all residents. The survey link was promoted by South Taranaki District Council and was available as a link through a home page banner on the Council's website and on the Council's Facebook page.

185 residents chose to complete the survey online.

The 185 residents that chose to complete the online survey self-selected to participate and therefore should not be viewed as a representative sample of the South Taranaki District population.

The results indicate that the self-selecting residents have a different profile from the random sample. For example:

- They were significantly more likely to have used and prefer different methods to obtain information about the Council than the random sample. Communication preferences were more focused on the Council website, the Council Facebook page, Southlink, newsletters and mail drops, Antenno and personal contact.
- They placed higher importance on most of the facilities and service areas monitored.
- They were significantly less likely to be satisfied with service areas. This included:
 - the tidiness and maintenance of cemeteries
 - the level of maintenance of parks and reserves
 - the playgrounds provided within the district
 - the cleanliness and maintenance of public halls
 - the cleanliness and maintenance of public toilets
 - the control of animals
 - the roading and footpaths
 - the water supply,
 - the storm water system
 - the rate expenditure
- Whilst this group did hold positive perceptions of the Council, perceptions were not as high as the random sample. This group were significantly:
 - Less likely to be satisfied with the opportunities the Council provides for members of the public in decision making processes
 - Less likely to be satisfied with the amount of consultation that the Council offers
 - Less likely to believe the Council decisions represent the best interests of the District
 - Less likely to believe the Council is moving in the right direction, and
 - Less likely to be happy with the service the Council provides.

- The random sample accurately reflects the profile of the South Taranaki District as defined by Census statistics. The self-selecting sample had a skewed profile in terms of gender, age, and location. Females were overrepresented and those under 24 were underrepresented. Significantly more respondents from the self-selecting sample were from urban areas, and/or the Patea ward. Significantly more respondents had also lived in the South Taranaki District for 5 years or less and came from a four-person household.

The results from the two survey samples are shown in the following tables. Statistically significant differences between the two groups are highlighted in the tables. For example, the following excerpt from the recreation and leisure services table shows a significantly higher proportion of the phone sample were satisfied with the level of service when compared with the online sample:

	Random sample - phone survey	Self-selecting sample - online survey	All respondents
Benchmark Comparison Score	94% ↑ Significantly higher	80% ↓ Significantly lower	90%

15.1 Council Services and Facilities

Importance of facilities/services (Neutral + Important + Very Important)

	Random sample - phone survey	Self-selecting sample - online survey	All respondents
Public Halls	75% ↓	91% ↑	80%
	305	169	474
Public Toilets	94% ↓	98% ↑	95%
	379	181	560
Cemeteries	92% ↓	97% ↑	94%
	373	180	553
Public Libraries	89% ↓	99% ↑	92%
	360	183	543
Parks and Reserves	97%	99%	98%
	394	183	577
Weekly rubbish and recycling service	93%	97%	94%
	376	179	555
Public consultation and seeking public feedback	92% ↓	98% ↑	94%
	373	181	554
Playgrounds	94%	96%	94%
	379	178	557
NET	100%	100%	100%
	405	185	590

Facilities/services used

	Random sample - phone survey	Self-selecting sample - online survey	All respondents
Public halls	49%	49%	49%
	198	90	288
Public toilets	77%	76%	77%
	312	141	453
Cemeteries	72%	66%	70%
	292	122	414

	Random sample - phone survey	Self-selecting sample - online survey	All respondents
Public libraries	70%	79%	73%
	283	147	430
Parks or reserves	85%	84%	85%
	346	155	501
Playgrounds	62%	62%	62%
	252	114	366
Weekly rubbish and recycling service	77% ↓	89% ↑	81%
	312	164	476
Paid rates on a property	83%	88%	85%
	338	162	500
NET	100%	100%	100%
	405	185	590

15.2 Cultural Services

Satisfaction with the facilities and customer service at the public libraries

	Random sample - phone survey	Self-selecting sample - online survey	All respondents
Benchmark Comparison Score	99%	98%	99%
	281	144	425
Very dissatisfied + Dissatisfied	0.4%	1%	1%
	1	2	3
Don't know	0.4%	1%	0%
	1	1	2
NET	100%	100%	100%
	283	147	430

Reason for dissatisfaction with the facilities and customer service at the public libraries

	Random sample - phone survey	Self-selecting sample - online survey	All respondents
Poor customer service	-	50%	33%
	0	1	1

	Random sample - phone survey	Self-selecting sample - online survey	All respondents
Other	100%	-	33%
	1	0	1
Don't know	-	50%	33%
	0	1	1
NET	100%	100%	100%
	1	2	3

Satisfaction with the materials, resources and information provided at the public libraries

	Random sample - phone survey	Self-selecting sample - online survey	All respondents
Benchmark Comparison Score	99%	97%	98%
	279	143	422
Very dissatisfied + Dissatisfied	1%	2%	1%
	3	3	6
Don't know	0.4%	1%	0%
	1	1	2
NET	100%	100%	100%
	283	147	430

Reason for dissatisfaction with the materials, resources and information provided at the public libraries

	Random sample - phone survey	Self-selecting sample - online survey	All respondents
Poor service	100%	33%	67%
	3	1	4
Limited book selection	33%	33%	33%
	1	1	2
Other	0%	33%	17%
	0	1	1
Don't know	0%	33%	17%
	0	1	1

	Random sample - phone survey	Self-selecting sample - online survey	All respondents
NET	100%	100%	100%
	3	3	6

Satisfaction with tidiness and maintenance of cemeteries

	Random sample - phone survey	Self-selecting sample - online survey	All respondents
Benchmark Comparison Score	98% ↑ 285	89% ↓ 109	95% 394
Very dissatisfied + Dissatisfied	2% ↓ 7	9% ↑ 11	4% 18
Don't know	-% ↓ 0	2% ↑ 2	0% 2
NET	100% 292	100% 122	100% 414

Reason for dissatisfaction with tidiness and maintenance of cemeteries

	Random sample - phone survey	Self-selecting sample - online survey	All respondents
Lawns need mowing	43% 3	64% 7	56% 10
Cemetery grounds need tidying (rubbish etc)	71% 5	45% 5	56% 10
Headstones not being maintained	29% 2	9% 1	17% 3
Trees need trimming	- 0	9% 1	6% 1
Don't know	- 0	18% 2	11% 2
NET	100% 7	100% 11	100% 18

15.3 Recreation and Leisure

Satisfaction with the level of maintenance of parks and reserves

	Random sample - phone survey	Self-selecting sample - online survey	All respondents
Benchmark Comparison Score	97% ↑ 335	84% ↓ 130	93% 465
Very dissatisfied + Dissatisfied	3% ↓ 11	15% ↑ 24	7% 35
Don't know	- 0	1% 1	0.2% 1
NET	100% 346	100% 155	100% 501

Reason for dissatisfaction with the level of maintenance of parks and reserves

	Random sample - phone survey	Self-selecting sample - online survey	All respondents
More maintenance needed	100% 11	79% 19	86% 30
Gardens could be improved (more plants, colour etc)	9% 1	21% 5	17% 6
More activities/features/facilities	9% 1	17% 4	14% 5
Other	- 0	8% 2	6% 2
Don't know	- 0	8% 2	6% 2
NET	100% 11	100% 24	100% 35

Satisfaction with playgrounds provided within the district

	Random sample - phone survey	Self-selecting sample - online survey	All respondents
Benchmark Comparison Score	94% ↑ 237	80% ↓ 91	90% 328
Very dissatisfied + Dissatisfied	6% ↓ 14	18% ↑ 21	10% 35
Don't know	0.4% 1	2% 2	1% 3
NET	100% 252	100% 114	100% 366

Reason for dissatisfaction with playgrounds provided within the district

	Random sample - phone survey	Self-selecting sample - online survey	All respondents
Need better quality playgrounds and equipment	29% 4	62% 13	49% 17
Playground facilities need to cater for all ages	29% 4	29% 6	29% 10
Inadequate maintenance of playgrounds	21% 3	14% 3	17% 6
No playgrounds available	14% 2	5% 1	9% 3
More accessible and usable for differently abled children	- 0	10% 2	6% 2
Other	7% 1	5% 1	6% 2
NET	100% 14	100% 21	100% 35

Satisfaction with the cleanliness and maintenance of public halls

	Random sample - phone survey	Self-selecting sample - online survey	All respondents
Benchmark Comparison Score	94% ↑ 187	83% ↓ 75	91% 262
Very dissatisfied + Dissatisfied	4% ↓ 7	12% ↑ 11	6% 18
Don't know	2% 4	4% 4	3% 8
NET	100% 198	100% 90	100% 288

Reason for dissatisfaction with the cleanliness and maintenance of public halls

	Random sample - phone survey	Self-selecting sample - online survey	All respondents
Not cleaned/tidied regularly	71% 5	45% 5	56% 10
Not maintained/updated	14% 1	64% 7	44% 8
No facility available/ closed down	29% 2	9% 1	17% 3
Don't know	- 0	18% 2	11% 2
NET	100% 7	100% 11	100% 18

Satisfaction with opening hours of public toilets

	Random sample - phone survey	Self-selecting sample - online survey	All respondents
Benchmark Comparison Score	89%	87%	89%
	278	123	401
Very dissatisfied + Dissatisfied	6%	6%	6%
	19	9	28
Don't know	5%	6%	5%
	15	9	24
NET	100%	100%	100%
	312	141	453

Reason for dissatisfaction with opening hours of public toilets

	Random sample - phone survey	Self-selecting sample - online survey	All respondents
Improve safety/prevent vandalism	11%	-	7%
	2	0	2
Should be open 24/7	79%	33%	64%
	15	3	18
There are not enough/any	16%	11%	14%
	3	1	4
Need to be cleaned/maintained/updated	21%	22%	21%
	4	2	6
Don't know	5%	33%	14%
	1	3	4

Satisfaction with the cleanliness and maintenance of public toilets

	Random sample - phone survey	Self-selecting sample - online survey	All respondents
Benchmark Comparison Score	79% ↑ 247	65% ↓ 91	75% 338
Very dissatisfied + Dissatisfied	20% ↓ 63	34% ↑ 48	25% 111
Don't know	1% 2	1% 2	1% 4
NET	100% 312	100% 141	100% 453

Reason for dissatisfaction with the cleanliness and maintenance of public toilets

	Random sample - phone survey	Self-selecting sample - online survey	All respondents
Toilets unclean/ unpleasant	87% 55	73% 35	81% 90
Need maintenance/ upgrading/renovation	19% 12	19% 9	19% 21
Soap, handtowels etc. not provided	17% 11	15% 7	16% 18
There are not enough/any	- 0	4% 2	2% 2
Unsafe/vandalised	8% 5	4% 2	6% 7
Other	- 0	6% 3	3% 3
Don't know	- 0	8% 4	4% 4

15.4 Environment and Development

Satisfaction with the control of animals (e.g. dogs, wandering stock)

	Random sample - phone survey	Self-selecting sample - online survey	All respondents
Benchmark Comparison Score	76% ↑	44% ↓	66%
	309	82	391
Very dissatisfied + Dissatisfied	22% ↓	54% ↑	32%
	89	99	188
Don't know	2%	2%	2%
	7	4	11
NET	100%	100%	100%
	405	185	590

Reason for dissatisfaction with the control of animals (e.g. dogs, wandering stock)

	Random sample - phone survey	Self-selecting sample - online survey	All respondents
Lots of animals roaming	70%	84%	77%
	62	83	145
Other animal-related problems encountered	28%	25%	27%
	25	25	50
No/slow response from animal control	33%	32%	32%
	29	32	61
Noisy animals	12%	7%	10%
	11	7	18
Other	-	3%	2%
	0	3	3
Don't know	-	1%	1%
	0	1	1
NET	100%	100%	100%
	89	99	188

15.5 Roothing and Footpaths

Satisfaction with the condition of Council roads in the District (excluding State Highways)

	Random sample - phone survey	Self-selecting sample - online survey	All respondents
Benchmark Comparison Score	59% ↑	48% ↓	55%
	238	89	327
Very dissatisfied + Dissatisfied	40% ↓	51% ↑	44%
	164	95	259
Don't know	1%	1%	1%
	3	1	4
NET	100%	100%	100%
	405	185	590

Reason for dissatisfaction with the condition of Council roads in the District (excluding State Highways)

	Random sample - phone survey	Self-selecting sample - online survey	All respondents
Roads are in poor condition (e.g. potholes)	69%	58%	65%
	113	55	168
Roads not being maintained/slow to happen	16%	16%	16%
	26	15	41
Repairs are not completed properly	16%	9%	14%
	26	9	35
Heavy traffic destroying roads	10%	5%	8%
	17	5	22
Roads need widening/ additions	9%	5%	8%
	15	5	20
Roads are unsafe	4%	4%	4%
	7	4	11
Flooding and drainage	3%	5%	4%
	5	5	10
Signage and road markings	2%	3%	2%
	3	3	6

	Random sample - phone survey	Self-selecting sample - online survey	All respondents
Speed limits	2%	1%	2%
	3	1	4
Other	4%	12%	7%
	7	11	18
Don't know	2% ↓	12% ↑	6%
	4	11	15
NET	100%	100%	100%
	164	95	259

Satisfaction with footpaths

	Random sample - phone survey	Self-selecting sample - online survey	All respondents
Benchmark Comparison Score	78% ↑	58% ↓	72%
	315	107	422
Very dissatisfied + Dissatisfied	21% ↓	42% ↑	28%
	85	78	163
Don't know	1%	-	1%
	5	0	5
NET	100%	100%	100%
	405	185	590

Reason for dissatisfaction with footpaths

	Random sample - phone survey	Self-selecting sample - online survey	All respondents
Footpaths are in poor condition	54%	36%	45%
	46	28	74
Not enough footpaths/ existing paths not sufficient	33%	33%	33%
	28	26	54
Footpaths are unsafe/ slippery/hazardous	21%	21%	21%
	18	16	34
Berms, trees and grass needs trimming	4% ↓	17% ↑	10%
	3	13	16

	Random sample - phone survey	Self-selecting sample - online survey	All respondents
Other	7%	4%	6%
	6	3	9
Don't know	6%	17%	11%
	5	13	18
NET	100%	100%	100%
	85	78	163

15.6 Water

Satisfaction with water supply

	Random sample - phone survey	Self-selecting sample - online survey	All respondents
Benchmark Comparison Score	78% ↑	52% ↓	70%
	316	96	412
Very dissatisfied + Dissatisfied	15% ↓	44% ↑	24%
	62	82	144
Don't know	7%	4%	6%
	27	7	34
NET	100%	100%	100%
	405	185	590

Reason for dissatisfaction with water supply

	Random sample - phone survey	Self-selecting sample - online survey	All respondents
Water has unpleasant taste/poor water quality	52% ↓	74% ↑	65%
	32	61	93
Water is discoloured	32%	18%	24%
	20	15	35
Don't like chemical additives	19% ↓	38% ↑	30%
	12	31	43
Water supply is poor (low pressure, inconsistent etc)	10%	12%	11%
	6	10	16

	Random sample - phone survey	Self-selecting sample - online survey	All respondents
Costs associated with water	3%	11%	8%
	2	9	11
Use my own water supply	6% ↑	- ↓	3%
	4	0	4
Poor communication around water issues	2%	-	1%
	1	0	1
Other	13% ↑	2% ↓	7%
	8	2	10
NET	100%	100%	100%
	62	82	144

Satisfaction with the sewerage system (wastewater)

	Random sample - phone survey	Self-selecting sample - online survey	All respondents
Benchmark Comparison Score	83%	83%	83%
	336	154	490
Very dissatisfied + Dissatisfied	5%	10%	7%
	22	18	40
Don't know	12%	7%	10%
	47	13	60
NET	100%	100%	100%
	405	185	590

Reason for dissatisfaction with the sewerage system (wastewater)

	Random sample - phone survey	Self-selecting sample - online survey	All respondents
Poor system (smells, pressure, etc)	18%	22%	20%
	4	4	8
Sewerage system overflows	5%	22%	13%
	1	4	5
Don't have a sewerage system	23%	-	13%
	5	0	5
Not being extended or update for new building development	23%	-	13%
	5	0	5
Sewerage disposal	14%	-	8%
	3	0	3
Other	5%	17%	10%
	1	3	4
Don't know	14%	39%	25%
	3	7	10
NET	100%	100%	100%
	22	18	40

Satisfaction with storm water system; i.e. drainage, both urban and rural

	Random sample - phone survey	Self-selecting sample - online survey	All respondents
Benchmark Comparison Score	76% ↑	57% ↓	70%
	307	105	412
Very dissatisfied + Dissatisfied	21% ↓	38% ↑	26%
	85	70	155
Don't know	3%	5%	4%
	13	10	23
NET	100%	100%	100%
	405	185	590

Reason for dissatisfaction with storm water system; i.e. drainage, both urban and rural

	Random sample - phone survey	Self-selecting sample - online survey	All respondents
Flooding occurs	55%	53%	54%
	47	37	84
Drains are blocked/not maintained	40%	34%	37%
	34	24	58
Drainage not adequate	9%	9%	9%
	8	6	14
Don't have storm water service	7%	1%	5%
	6	1	7
Other	8%	9%	8%
	7	6	13
Don't know	2% ↓	16% ↑	8%
	2	11	13
NET	100%	100%	100%
	85	70	155

15.7 Solid Waste**Satisfaction with the weekly rubbish and recycling kerbside collection service**

	Random sample - phone survey	Self-selecting sample - online survey	All respondents
Benchmark Comparison Score	92%	88%	90%
	286	144	430
Very dissatisfied + Dissatisfied	7%	12%	9%
	21	20	41
Don't know	2%	-	1%
	5	0	5
NET	100%	100%	100%
	312	164	476

Reason for dissatisfaction with the weekly rubbish and recycling kerbside collection service

	Random sample - phone survey	Self-selecting sample - online survey	All respondents
Staff do a poor job/ sloppy/messy/rough	29%	60%	44%
	6	12	18
Bins are not collected at scheduled times/at all	24%	50%	37%
	5	10	15
Bins get blown over/left tipped over	10%	15%	12%
	2	3	5
Rubbish is left after collection	5%	15%	10%
	1	3	4
Don't get rubbish/ recycling collection in our area	19%	-	10%
	4	0	4
Bins should be bigger	10%	5%	7%
	2	1	3
Cost of collection should be reasonable	14%	-	7%
	3	0	3
Problem with the transfer/ recycling centre	10%	5%	7%
	2	1	3
Changing process was unnecessary	10%	-	5%
	2	0	2
Could take additional waste/recycling	5%	-	2%
	1	0	1
Need better recycling service/information on what goes in what bin	5%	-	2%
	1	0	1
Other	5%	15%	10%
	1	3	4
NET	100%	100%	100%
	21	20	41

15.8 Rate Expenditure

Satisfaction with the way that rates are spent on services and facilities

	Random sample - phone survey	Self-selecting sample - online survey	All respondents
Benchmark Comparison Score	81% ↑	56% ↓	73%
	273	91	364
Very dissatisfied + Dissatisfied	16% ↓	39% ↑	24%
	55	63	118
Don't know	3%	5%	4%
	10	8	18
NET	100%	100%	100%
	338	162	500

Reason for dissatisfaction with the way that rates are spent on services and facilities

	Random sample - phone survey	Self-selecting sample - online survey	All respondents
Lack of or inadequate infrastructure/facilities/ services	38%	44%	42%
	21	28	49
Not enough money is spent on smaller/rural areas	22%	24%	23%
	12	15	27
Other areas/specific areas given what would like to see more money spent on	16%	24%	20%
	9	15	24
Money is being spent in the wrong places	15%	10%	12%
	8	6	14
I pay for services/facilities that I do not use or get	9%	2%	5%
	5	1	6
Don't know the/want a breakdown of stat/ spending	7%	-	3%
	4	0	4
Rate prices	2%	3%	3%
	1	2	3

	Random sample - phone survey	Self-selecting sample - online survey	All respondents
Other	5%	3%	4%
	3	2	5
Don't know	4%	2%	3%
	2	1	3
NET	100%	100%	100%
	55	63	118

15.9 Receiving Information from the Council

Knowledge of how to get Council information

	Random sample - phone survey	Self-selecting sample - online survey	All respondents
Yes	89%	88%	89%
	361	162	523
No	11%	12%	11%
	44	23	67
NET	100%	100%	100%
	405	185	590

Sources of information about the Council

	Random sample - phone survey	Self-selecting sample - online survey	All respondents
Newspapers	46% ↑	34% ↓	42%
	187	62	249
Southlink	5% ↓	41% ↑	16%
	21	75	96
Meetings	0.2% ↓	8% ↑	3%
	1	15	16
Radio	3% ↓	8% ↑	4%
	12	14	26
Newsletter/Mail drops	11% ↓	25% ↑	15%
	44	46	90

	Random sample - phone survey	Self-selecting sample - online survey	All respondents
Council's website	15% ↓	41% ↑	23%
	60	76	136
Council's Facebook	12% ↓	44% ↑	22%
	48	81	129
Personal contact (e.g. ring/visit Council office)	3% ↓	26% ↑	11%
	14	49	63
From other people/ hearsay	7% ↓	36% ↑	16%
	28	67	95
Council does not communicate with the public	- ↓	2% ↑	1%
	0	4	4
Public library/information centre	10% ↑	- ↓	7%
	42	0	42
Social media (non- Council)	8% ↑	- ↓	6%
	34	0	34
Online (not specified)	14% ↑	- ↓	9%
	56	0	56
Rates bill/notice	12% ↑	- ↓	8%
	47	0	47
Online news sites	3% ↑	- ↓	2%
	12	0	12
Public notices/boards/ brochures	3% ↑	- ↓	2%
	12	0	12
Antenno	1% ↓	19% ↑	7%
	6	35	41
Other	6%	6%	6%
	26	11	37
Not aware of any	2%	1%	2%
	7	2	9
NET	100%	100%	100%
	405	185	590

South Taranaki newspaper readership

	Random sample - phone survey	Self-selecting sample - online survey	All respondents
The Taranaki Star (formerly South Taranaki Star/Hawera Star)	82%	73%	80%
	154	45	199
Daily News	32% ↓	55% ↑	38%
	60	34	94
Opunake Coastal News	29%	27%	29%
	54	17	71
Stratford Press	12%	8%	11%
	22	5	27
Patea/Waverley Press	3% ↓	42% ↑	13%
	6	26	32
Wanganui Chronicle	2% ↓	16% ↑	6%
	4	10	14
Other	3%	-	2%
	5	0	5
NET	100%	100%	100%
	187	62	249

Preferred future sources of Council information

	Random sample - phone survey	Self-selecting sample - online survey	All respondents
Newspapers	31%	34%	32%
	127	62	189
Southlink	2% ↓	22% ↑	8%
	8	40	48
Meetings	- ↓	12% ↑	4%
	0	22	22
Radio	2%	4%	3%
	9	8	17
Newsletter/Mail drops	20% ↓	45% ↑	28%
	80	83	163

	Random sample - phone survey	Self-selecting sample - online survey	All respondents
Council's website	9% ↓	37% ↑	18%
	35	69	104
Council's Facebook	10% ↓	52% ↑	23%
	39	96	135
Personal contact (e.g. ring/visit Council office)	2% ↓	17% ↑	7%
	10	31	41
Email	18% ↑	- ↓	12%
	71	0	71
Social media (non- Council)	5% ↑	- ↓	3%
	20	0	20
Postal (rates notice)	11% ↑	- ↓	8%
	45	0	45
Public library	3% ↑	- ↓	2%
	13	0	13
Online (not specified)	12% ↑	- ↓	8%
	47	0	47
Antenno	1% ↓	18% ↑	7%
	6	34	40
Other	9%	6%	8%
	38	11	49
Don't know	5% ↑	-	4%
	22	0	22
NET	100%	100%	100%
	405	185	590

15.10 Council Representation of Residents

15.10.1 Community Consultation

Satisfaction with opportunities the Council provides for members of the public to participate in decision making processes

	Random sample - phone survey	Self-selecting sample - online survey	All respondents
Benchmark Comparison Score	86% ↑ 348	70% ↓ 130	81% 478
Very dissatisfied + Dissatisfied	10% ↓ 39	23% ↑ 42	14% 81
Don't know/not applicable	4% 18	7% 13	5% 31
NET	100% 405	100% 185	100% 590

Satisfaction with amount of consultation that the Council offers

	Random sample - phone survey	Self-selecting sample - online survey	All respondents
Benchmark Comparison Score	87% ↑ 353	71% ↓ 132	82% 485
Very dissatisfied + Dissatisfied	9% ↓ 37	21% ↑ 38	13% 75
Don't know/not applicable	4% ↓ 15	8% ↑ 15	5% 30
NET	100% 405	100% 185	100% 590

What could the council have done better to have improved the amount of consultation with you?

	Random sample - phone survey	Self-selecting sample - online survey	All respondents
More consultation/ consultation methods	24%	32%	28%
	9	12	21
Consult with the people affected/wider group of people	19%	16%	17%
	7	6	13
Better communication in general	19%	16%	17%
	7	6	13
More communication around when consultation will happen	14%	8%	11%
	5	3	8
Follow through with public's feedback	3%	18%	11%
	1	7	8
Other	16%	11%	13%
	6	4	10
Don't know	11%	13%	12%
	4	5	9
NET	100%	100%	100%
	37	38	75

15.10.2 Council Decisions**Council decisions represent the best interest of the District**

	Random sample - phone survey	Self-selecting sample - online survey	All respondents
Yes	65% ↑	25% ↓	53%
	264	46	310
No	25% ↓	40% ↑	30%
	102	74	176
Don't know	10% ↓	35% ↑	18%
	39	65	104
NET	100%	100%	100%
	405	185	590

Council decisions that do not represent the Districts interests

	Random sample - phone survey	Self-selecting sample - online survey	All respondents
Consultation, communication, representation	17%	15%	16%
	17	11	28
Water supply (e.g., metering, fluoride)	7% ↓	27% ↑	15%
	7	20	27
Not enough being spent on rural areas	10%	9%	10%
	10	7	17
Roading, walkways	11%	5%	9%
	11	4	15
Maintenance of buildings, parks, etc	4%	12%	7%
	4	9	13
Building decisions	10%	4%	7%
	10	3	13
Future development	10%	4%	7%
	10	3	13
Where money is being spent	7%	7%	7%
	7	5	12
Prior decisions by council	8%	3%	6%
	8	2	10
Māori Wards	5%	7%	6%
	5	5	10
Closure and/or neglect of buildings and other public facilities	5%	3%	4%
	5	2	7
Animal control	1%	7%	3%
	1	5	6
How long the process takes	-	4%	2%
	0	3	3
Cost of rates	1%	1%	1%
	1	1	2

	Random sample - phone survey	Self-selecting sample - online survey	All respondents
Freedom camping	1%	-	1%
	1	0	1
Other	9%	4%	7%
	9	3	12
Don't know	14%	20%	16%
	14	15	29
NET	100%	100%	100%
	102	74	176

15.11 Council Direction and Improvement

15.11.1 Council Direction and Service Provision

Overall, are you happy with the service that the Council provides?

	Random sample - phone survey	Self-selecting sample - online survey	All respondents
Yes	93% ↑	53% ↓	81%
	377	98	475
No	4% ↓	22% ↑	10%
	18	41	59
Don't know	2% ↓	25% ↑	9%
	10	46	56
NET	100%	100%	100%
	405	185	590

Is the council moving in the right direction?

	Random sample - phone survey	Self-selecting sample - online survey	All respondents
Yes	83% ↑ 337	36% ↓ 67	68% 404
No	10% 40	14% 26	11% 66
Don't know	7% ↓ 28	50% ↑ 92	20% 120
NET	100% 405	100% 185	100% 590

What would be the right direction?

	Random sample - phone survey	Self-selecting sample - online survey	All respondents
Improve Council services	23% 9	19% 5	21% 14
Listen to the public	15% 6	23% 6	18% 12
Greater focus on rural areas	13% 5	12% 3	12% 8
Focus on growth (population, businesses etc)	18% 7	- 0	11% 7
Better communication with the public	13% 5	4% 1	9% 6
Focus on climate change/ environment	3% 1	8% 2	5% 3
Replace councillors/ unhappy with performance of councillors	3% 1	4% 1	3% 2
Other	15% 6	15% 4	15% 10
Don't know	5% 2	15% 4	9% 6

	Random sample - phone survey	Self-selecting sample - online survey	All respondents
NET	100%	100%	100%
	40	26	66

15.12 Positive Areas to Maintain

Areas identified for Council maintenance

	Random sample - phone survey	Self-selecting sample - online survey	All respondents
The people/community	31%	38%	33%
	124	70	194
Ocean, beaches, bays and coastline	25%	28%	26%
	102	51	153
Quiet/peaceful/not crowded/Clean	24%	22%	24%
	99	41	140
Mount Taranaki/Egmont/Maunga	20%	11%	17%
	82	20	102
Parks and reserves	16%	7%	13%
	63	13	76
The lifestyle/rural living	13%	8%	11%
	53	14	67
Good facilities/amenities	12%	8%	11%
	48	14	62
It's home/Work here	12%	6%	10%
	49	12	61
Weather/climate	9%	7%	8%
	37	13	50
Friends/family	10%	6%	8%
	39	11	50
Accessibility - distance/topography	9%	6%	8%
	36	12	48
Affordability	6%	6%	6%
	26	12	38

	Random sample - phone survey	Self-selecting sample - online survey	All respondents
The view/scenery/beauty	6%	6%	6%
	24	12	36
Environment/nature	5%	5%	5%
	21	10	31
The location	6%	3%	5%
	25	5	30
No congestion/little traffic	6%	3%	5%
	24	6	30
Swimming pools	5%	5%	5%
	19	10	29
Libraries	5%	4%	5%
	20	7	27
Good shopping/commerce	5%	3%	4%
	20	5	25
Good activities/attractions	4%	3%	4%
	18	5	23
Infrastructure/sports/shopping and other facilities (e.g. movies, health etc)	4%	3%	4%
	16	5	21
Recreation - water-related (e.g. fishing, swimming in natural waterways)	4%	2%	3%
	15	3	18
Lakes, rivers, streams, waterways	2%	4%	3%
	9	7	16
Tracks and walkways	3%	2%	2%
	11	3	14
Urban centres/urban rejuvenation	2%	3%	2%
	7	6	13
Employment opportunities	3%	1%	2%
	11	1	12

	Random sample - phone survey	Self-selecting sample - online survey	All respondents
Good place to raise a family/kids	2%	2%	2%
	8	4	12
Recreation - land-related (e.g. hunting, hiking)	2%	2%	2%
	8	3	11
Safety/low crime	1%	2%	2%
	6	4	10
Schools	2%	1%	2%
	9	1	10
Good farming/industry support	2%	1%	1%
	7	1	8
Good council/council members	2%	1%	1%
	7	1	8
Water supply	0.2%	-	0.2%
	1	0	1
Other	8%	6%	7%
	32	12	44
Don't know/Nothing	4% ↓	21% ↑	9%
	17	39	56
NET	100%	100%	100%
	405	185	590

15.13 Improvement Areas

Areas identified for Council improvement

	Random sample - phone survey	Self-selecting sample - online survey	All respondents
Roads - maintenance/improvements	18%	9%	15%
	74	17	91
Communication/consultation with public	14%	18%	15%
	55	34	89
Water supply - quality, pressure	6% ↓	16% ↑	9%
	25	29	54

	Random sample - phone survey	Self-selecting sample - online survey	All respondents
Urban rejuvenation - town upkeep/appearance	8%	11%	9%
	32	21	53
Footpaths - maintenance/ improvements	9%	8%	9%
	38	14	52
Animal control	4% ↓	12% ↑	6%
	16	22	38
Other infrastructure/ facilities	6%	3%	5%
	25	6	31
Rubbish/recycling - collection improvements	6%	3%	5%
	23	6	29
Rural community support	4%	7%	5%
	16	13	29
Parks, reserves and play areas - cleanliness, increase amount	4%	7%	5%
	15	13	28
Urban rejuvenation - business/industry support	5%	4%	5%
	21	7	28
Stormwater - drainage improvements	4%	3%	4%
	17	6	23
Rates/fees affordability	3%	6%	4%
	11	12	23
Residential development	5%	2%	4%
	20	3	23
Public toilets - cleanliness/maintenance	3%	4%	4%
	14	7	21
Footpaths - increase amount	5%	1%	4%
	19	2	21
Youth - more support/ activities	3%	2%	3%
	14	4	18

	Random sample - phone survey	Self-selecting sample - online survey	All respondents
Beaches/ivers/ waterways - cleanliness, accessibility	2%	4%	3%
	8	7	15
Rubbish/recycling - more bins or drop off points	2%	2%	2%
	10	3	13
Roads - rural gravel/ paving/maintenance	2%	2%	2%
	9	4	13
Future thinking/climate change	2%	1%	2%
	10	2	12
Council spending	1%	2%	2%
	6	3	9
Community engagement e.g. events	1%	2%	1%
	5	3	8
Safety/police presence	0.5%	3%	1%
	2	6	8
Speed things up	1%	2%	1%
	4	4	8
Public toilets - location/ amount	2%	-	1%
	7	0	7
Street lighting - more lights/improvements	1%	1%	1%
	6	1	7
Working with local Iwi/ Māori people	1%	2%	1%
	3	3	6
Speeding/road signs	1%	1%	1%
	4	2	6
Council staff	0.2%	2%	1%
	1	4	5
Public/local transport	0.2%	1%	1%
	1	2	3
Cemeteries - maintenance	-	2%	1%
	0	3	3

	Random sample - phone survey	Self-selecting sample - online survey	All respondents
Enforcement of bylaws	0.2%	1%	0.3%
	1	1	2
Freedom camper management	-	1%	0.3%
	0	2	2
Local medical services (facilities, staff)	0.2%	-	0.2%
	1	0	1
Other	6%	8%	6%
	24	14	38
Don't know/Nothing	28%	24%	27%
	113	44	157
NET	100%	100%	100%
	405	185	590

15.14 Demographic Profile

Age

	Random sample - phone survey	Self-selecting sample - online survey	All respondents
18-24	9% ↑	3% ↓	7%
	37	6	43
25-34	9%	13%	11%
	38	24	62
35-44	20%	23%	21%
	80	42	122
45-54	16%	23%	18%
	66	42	108
55-64	22%	18%	21%
	91	34	125
65+	23%	18%	21%
	93	33	126
Refused	- ↓	2% ↑	1%
	0	4	4

	Random sample - phone survey	Self-selecting sample - online survey	All respondents
NET	100%	100%	100%
	405	185	590

Gender

	Random sample - phone survey	Self-selecting sample - online survey	All respondents
Male	50% ↑	21% ↓	41%
	202	39	241
Female	50% ↓	77% ↑	58%
	203	142	345
Gender diverse	- ↓	2% ↑	1%
	0	4	4
NET	100%	100%	100%
	405	185	590

Location

	Random sample - phone survey	Self-selecting sample - online survey	All respondents
Urban	58% ↓	79% ↑	65%
	236	146	382
Rural	42% ↑	21% ↓	35%
	169	39	208
NET	100%	100%	100%
	405	185	590

Ward

	Random sample - phone survey	Self-selecting sample - online survey	All respondents
Eltham-Kaponga	15%	14%	15%
	62	25	87
Te-Hāwera	46% ↑	27% ↓	40%
	186	50	236

	Random sample - phone survey	Self-selecting sample - online survey	All respondents
Taranaki-Coastal	24% ↑	16% ↓	22%
	99	29	128
Pātea	14% ↓	44% ↑	24%
	58	81	139
NET	100%	100%	100%
	405	185	590

Ethnicity

	Random sample - phone survey	Self-selecting sample - online survey	All respondents
European/New Zealander	86%	84%	85%
	348	156	504
Māori	18% ↓	28% ↑	21%
	73	52	125
Asian	1%	2%	1%
	3	4	7
Pacific Peoples	2%	2%	2%
	7	4	11
Middle Eastern/Latin American/African	0.2%	1%	0.3%
	1	1	2
Other	2%	2%	2%
	8	4	12

Household size

	Random sample - phone survey	Self-selecting sample - online survey	All respondents
Just you (1)	16%	10%	14%
	64	19	83
2	37%	38%	37%
	151	70	221
3	18%	12%	16%
	71	22	93

	Random sample - phone survey	Self-selecting sample - online survey	All respondents
4	16% ↓	25% ↑	18%
	63	46	109
More than 4	14%	15%	14%
	56	28	84
NET	100%	100%	100%
	405	185	590

Income

	Random sample - phone survey	Self-selecting sample - online survey	All respondents
Less than \$30,000 per year	11%	11%	11%
	43	21	64
\$30,000 - \$50,000 per year	16%	9%	14%
	65	17	82
\$50,000 - \$70,000 per year	18%	21%	19%
	72	38	110
\$70,000 - \$100,000 per year	18%	17%	18%
	73	31	104
More than \$100,000 per year	23%	17%	21%
	95	31	126
Declined	5% ↓	22% ↑	10%
	19	41	60
Don't know	9% ↑	3% ↓	7%
	38	6	44
NET	100%	100%	100%
	405	185	590

Years a resident in the South Taranaki District

	Random sample - phone survey	Self-selecting sample - online survey	All respondents
5 years or less	8% ↓	21% ↑	12%
	33	39	72
6 to 10 years	7%	10%	8%
	28	18	46
More than 10 years	85% ↑	69% ↓	80%
	344	127	471
Unsure	-	1%	0.2%
	0	1	1
NET	100%	100%	100%
	405	185	590

Main shopping town

	Random sample - phone survey	Self-selecting sample - online survey	All respondents
Hawera	72% ↑	50% ↓	65%
	293	93	386
Stratford	8%	8%	8%
	33	14	47
New Plymouth	6%	6%	6%
	25	11	36
Opunake	4%	8%	6%
	18	15	33
Whanganui	6%	10%	7%
	24	19	43
Eltham	1%	1%	1%
	3	1	4
Waverley	1% ↓	11% ↑	5%
	6	21	27
Manaia	-	1%	0.2%
	0	1	1

	Random sample - phone survey	Self-selecting sample - online survey	All respondents
Patea	0.2% ↓	3% ↑	1%
	1	6	7
Other	0.2%	1%	1%
	1	2	3
Don't go shopping	0.2%	1%	1%
	1	2	3
NET	100%	100%	100%
	405	185	590

Main work location

	Random sample - phone survey	Self-selecting sample - online survey	All respondents
Hawera	36%	30%	34%
	144	56	200
Eltham	6%	5%	6%
	25	9	34
Opunake	7%	10%	8%
	27	18	45
Manaia	5%	2%	4%
	22	3	25
Patea	2%	5%	3%
	8	10	18
New Plymouth	2%	1%	2%
	10	1	11
Stratford	2%	2%	2%
	8	4	12
Kapuni	0.5%	-	0.3%
	2	0	2
Waverley	4% ↓	14% ↑	7%
	16	26	42

	Random sample - phone survey	Self-selecting sample - online survey	All respondents
Kaponga	3%	2%	2%
	11	3	14
Whanganui	1%	2%	2%
	6	3	9
Rahotu	1%	-	1%
	4	0	4
Waitotara	1%	1%	1%
	3	2	5
Normanby	1%	-	1%
	4	0	4
Other	3%	3%	3%
	14	5	19
Not applicable - retired/ don't work	23%	20%	22%
	93	37	130
Not applicable - location varies	2%	4%	3%
	8	8	16
NET	100%	100%	100%
	405	185	590



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