

COMMUNITY SURVEY

June 2026 *Report*

New Plymouth District Council



Te Kaunihera-ā-Rohe o Ngāmotu

**New Plymouth
District Council**



KEYRESEARCH
Unlocking Business Knowledge

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Executive summary

Overall satisfaction

- *Overall satisfaction* with New Plymouth District Council is high, with over two thirds of respondents (68%) ‘fairly’ or ‘very satisfied’. Satisfaction is highest among residents aged 65 years and over (80%), while the lowest level of satisfaction is recorded among those aged 35-54 years (63%). There are no notable differences by ward or length of time living in the district; however, satisfaction is lower among Māori residents (57%) compared to non-Māori residents (70%).
- In addition, satisfaction with *Value for money* is also high, with 61% of residents ‘fairly’ or ‘very satisfied’ with how rates and fees are spent on services and facilities. There are no notable differences by age, gender, ethnicity or ward. However, satisfaction differs by length of time living in the district, with those who have lived in the district for 6-10 years recording the highest levels of satisfaction (86%), compared to longer-term residents of 10 years or more, who record the lowest satisfaction (59%).
- Among specific rates and fees measures, *Annual property rates being fair and reasonable* report the lowest satisfaction rate (42%), while *Invoicing being clear and correct* is rated considerably higher (87%). Preferred aspects for increased spending include *Core services and infrastructure* (27%), *Rooding and pothole maintenance* (27%), and *CBD or town centre improvements* (18%). In contrast, preferred aspects for reduced spending include *Minimising “nice to haves”* (39%) and *Reducing Council staff salaries and wages* (21%).
- The driver analysis illustrates that overall satisfaction is fairly evenly influenced across the three cornerstone aspects: *Reputation* (37% impact), *Services and facilities* (32% impact), and *Value for money* (31% impact). While many Council services and facilities are rated positively, residents’ wider perceptions of Council are also influenced by whether they *Trust Council*, believe it *Manages finances well*, and feel *Rates deliver fair value*.
- The opportunity matrix further identifies *Annual property rates being fair and reasonable*, *Financial management*, and *Trust* as key priorities. These aspects should be considered together, as residents’ comments suggest that concerns about rates are closely linked to perceptions of spending, accountability and decision-making.

Background, objectives and method

Background

New Plymouth District Council (Council) has an ongoing need for a Community Survey to monitor the services and facilities provided by Council, and to monitor overall resident satisfaction.

Research Objectives

-  To provide a robust measure of satisfaction with Council's performance in on to service delivery
-  To establish perceptions of, and satisfaction with various services, infrastructure and facilities provided by Council
-  To gain the ability to assess changes in satisfaction over time and measure progress against its Long-Term Plan and annual KPIs

Method



Approach

- Mixed method: Postal to Online survey
- Hard copies of the survey were sent to residents upon their request
- Random selection from the Electoral Roll



Fieldwork dates

- 1 April – 30 April 2026.
- Responses used for reporting n=409



Statistical Confidence

- Weighted to Census 2023 demographics
- **95% confidence level**
- **±4.83% margin of error**

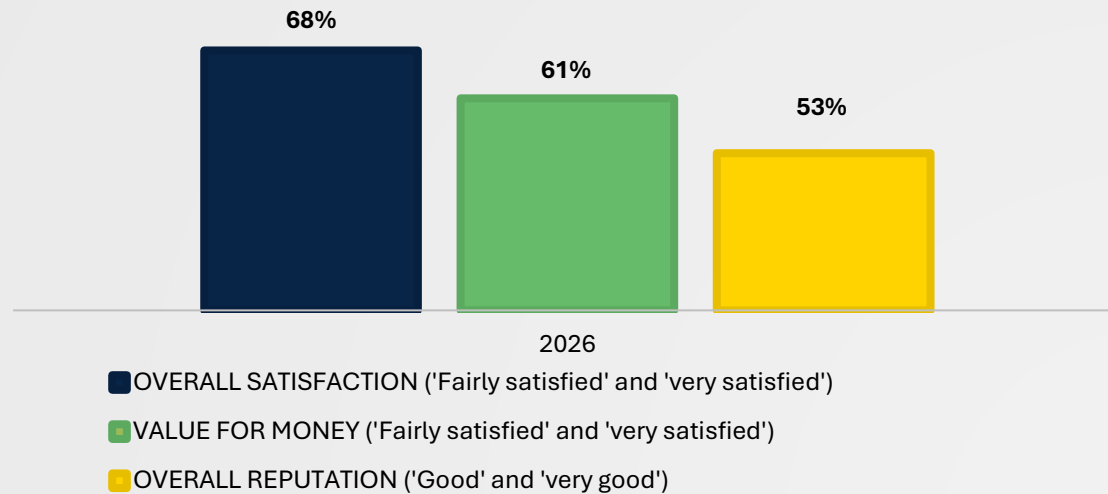
Notes

- Percentages may not total 100% due to rounding.
- All reported results exclude 'Don't know' responses, unless otherwise stated. This ensures that satisfaction ratings, agreement levels and other performance measures are based only on residents who provided a substantive response. As a result, the base size varies between questions depending on how many residents selected 'Don't know' or did not provide a response.
- Question references are shown in footnotes.
- Outcomes derived from particularly small sample sizes ($n < 30$) should be read with caution.
- A total of n=442 responses were received from the community over the fieldwork period. A total of n=409 responses were selected based on the set quotas to ensure accurate representation across wards, ethnicities, and age groups.

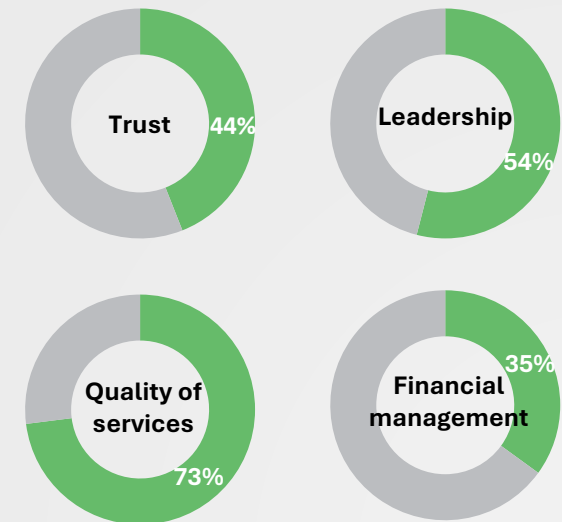
Performance summary

Performance summary

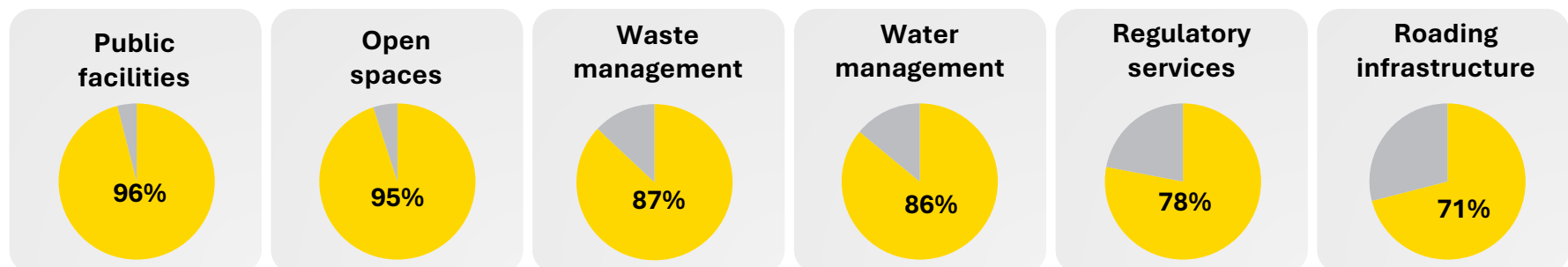
OVERALL MEASURES



REPUTATION ('Good' and 'very good')



SERVICES AND INFRASTRUCTURE ('Fairly satisfied' and 'very satisfied')



Performance summary (continued)

Activity Group.	Service/facility	Positive rating (%)
Overall satisfaction with the Council	Overall satisfaction with Council	68
Water Management	Overall water management	86
	Water Supply	90
	Flood Protection	85
	Stormwater – Excluding flood protection	89
	Sewerage	96
	Reliability of water supply	97
	Quality of water supply	80
	Reliability of sewerage system	98
	Keeping roads and pavements free from flooding	80
	Overall waste management	87
Waste	Kerbside rubbish and recycling collection	92
Roads and footpath	Overall roading	71
	The overall quality of the roads	60
	Ability to drive around the district safely	76
	Quality and safety of footpaths	78
	Quality and safety of the cycle network	71
	Availability of car parking in the district	59
	Satisfaction with riding a bike in the District	84
Council events	Quality of event venues	96
	Quality of events	93
Libraries	Puke Ariki Library	95
	Other community libraries	95
Museums and Art Galleries	Museum at Puke Ariki	99
	Govett-Brewster Art Gallery/Len Lye Centre	78
Urban landscape	Maintenance of the quality of the living environment	88
	Quality of urban landscapes and streets	86
Note: Positive rating refers to fairly/very satisfied, good/very good, or agree/strongly agree, depending on the measure.		

Performance summary (continued)

Activity Group	Service/facility	Positive rating (%)
Outdoor Environment	Overall parks, reserves and open spaces	95
	Access to the natural environment	97
	Quality of parks and reserves	98
	Quality of sports parks	93
	Quality of playgrounds	96
	Cemeteries	95
Other services and facilities	Overall public facilities	96
	Assistance and support to community groups	85
	Swimming pools	96
	NP Airport	98
	Animal control activities	91
	Public toilets in the District	84
Value for money	The way rates are spent	61
	Annual property rates are fair and reasonable	42
Perceptions of the district	Quality of Life	84
	Meeting the community's aspirations and needs (District is going in the right direction)	57
	Look and feel of the District	83
Communication and engagement	Contact with Council	78
	Staff are helpful	85
	Staff are knowledgeable	88
	How easy it was to make an enquiry or request	88
	Ease of access to Council information	83
	Council provides opportunities for residents to be involved in the consultation process	68
	Overall satisfaction with information	59
	Overall engagement and consultation	67
Reputation	Council reputation	53
	Leadership	54
	Faith and trust	44
	Financial management	35
	Quality of services and facilities	73
Note: Positive rating refers to fairly/very satisfied, good/very good, or agree/strongly agree, depending on the measure.		

Key findings

Overall performance

68%

'Fairly satisfied' and 'very satisfied'



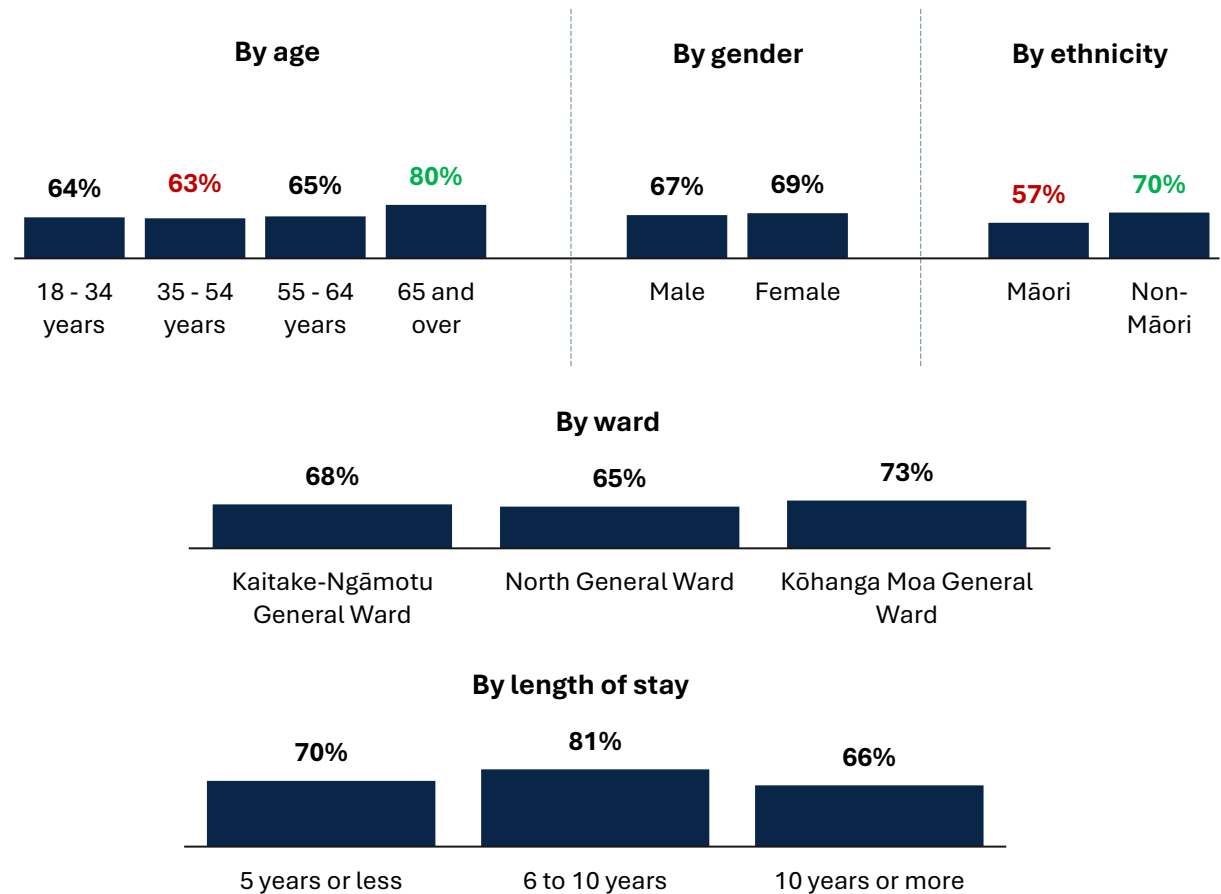
- Not very satisfied (1-4)
- Fairly satisfied (5-7)
- Very satisfied (8-10)

Between demographics

Significantly higher

Significantly lower

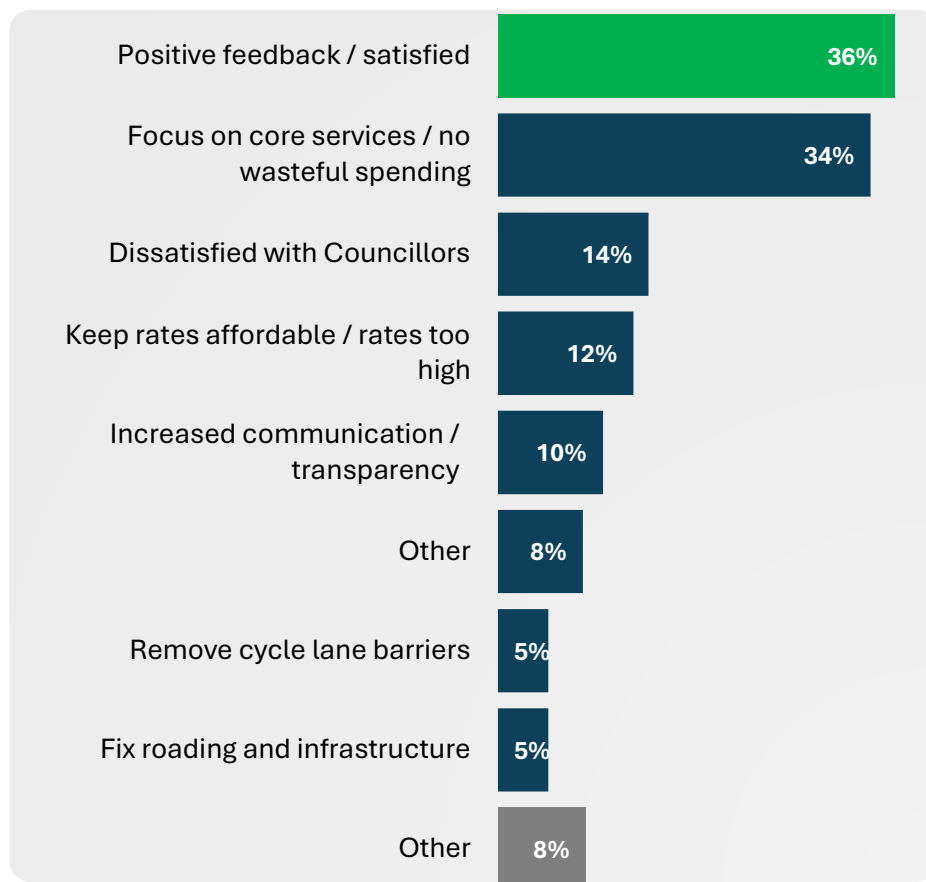
% 'Fairly satisfied' and 'very satisfied'



Notes:

1. OP1. When you think about the Council overall, its image and reputation, the services and facilities it provides and the rates and fees that you pay, how satisfied are you with the Council? n=383

General comments



Between demographics

Significantly higher

Significantly lower

Notes:

1. OP2. Finally, are there any comments or feedback that you would like to provide? n=160



- Things take time it will come together and we will all benefit from changes that are made.
- Thank you for the good work that has been done over many years to make New Plymouth such a great place to live.
- I am generally satisfied with the performance of the NPDC, and find the staff very helpful when approached with any query.
- New Plymouth is a great place to call home. I am not a Taranakian, but very happy living here.
- Keep up the good work. The silent majority are happy with what you are doing.



- Please fix the water pipes. Please consider the pricing of water carefully when the meters are activated. Please don't waste money. You work for the ratepayers, they are not your personal cash machines. Be fully aware of every dollar you spend.
- Reducing parking fees would be a help. Charge admission to Len Lye centre, or cut running costs
- Going forward, more control on spending we should have more satisfied ratepayers.
- Fix your roads and lower the gas prices please
- Not an easy time for all at the moment so I believe communication is very important.
- Taranaki is a great place but becoming too expensive for what it has to attract people or business to the area.

Overall value for money

61%

Residents Satisfied
(rated 5-10)



- Not very satisfied (1-4)
- Fairly satisfied (5-7)
- Very satisfied (8-10)

Between demographics

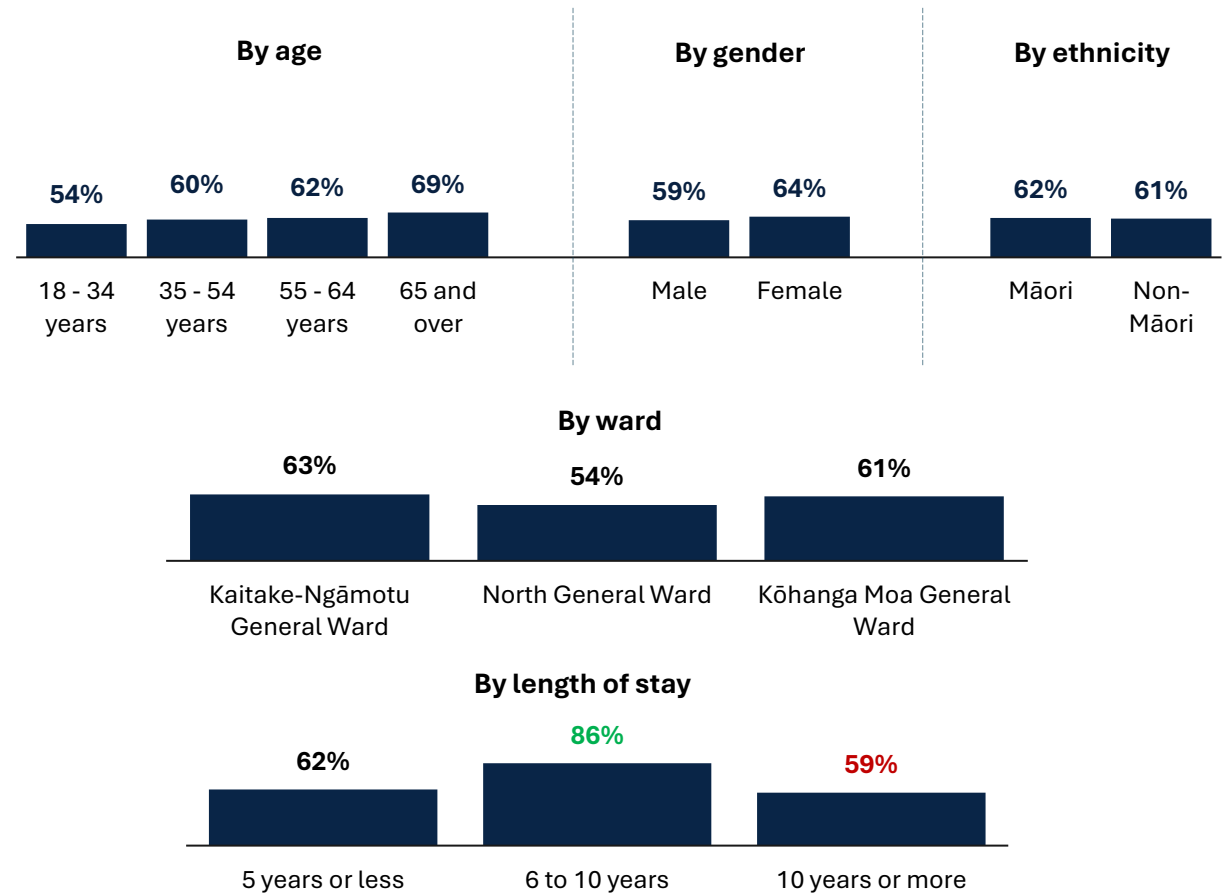
Significantly higher

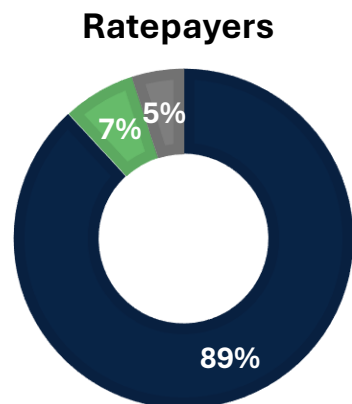
Significantly lower

Notes:

- VM5. Now, thinking about everything New Plymouth District Council has done over the last 12 months and what you have experienced of its services and facilities, how satisfied are you with how rates and fees are spent on services and facilities provided by Council, and the value for money you get for your rates? n=371

% 'Fairly satisfied' and 'very satisfied'





■ Pay rates
■ Renting
■ Do not pay rates

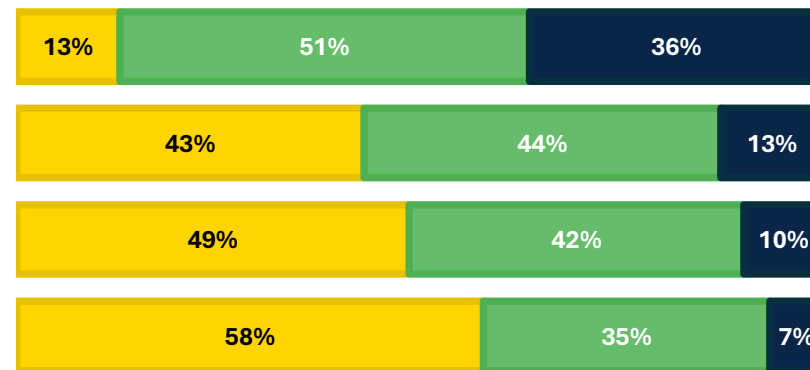
% 'Fairly satisfied' and 'very satisfied'

Invoicing is clear and correct

Water rates are fair and reasonable

Fees and charges for other council provided services and facilities are fair and reasonable

Annual property rates are fair and reasonable



■ Not very satisfied (1-4) ■ Fairly satisfied (5-7) ■ Very satisfied (8-10)

Year, age, ethnicity, location	2026	18-34 years	35-54 years	55-64 years	65 and over	Māori	Non-Māori	Kaitake-Ngāmotu General Ward	North General Ward	Kōhanga Moa General Ward
Annual property rates are fair and reasonable	42%	36%	37%	43%	53%	51%	41%	44%	41%	34%
Water rates are fair and reasonable	57%	50%	50%	65%	67%	51%	58%	57%	63%	52%
Invoicing is clear and correct	87%	83%	84%	96%	89%	83%	88%	86%	85%	94%
Fees and charges for other council provided services and facilities are fair and reasonable	51%	37%	47%	55%	68%	43%	53%	51%	50%	54%

Between demographics

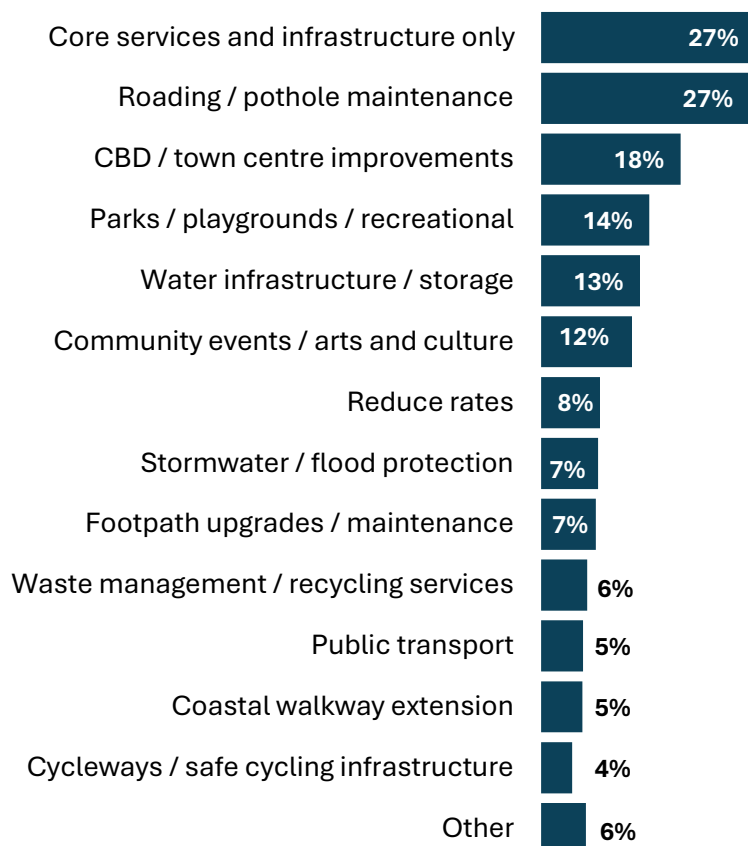
Significantly higher
Significantly lower

Notes:

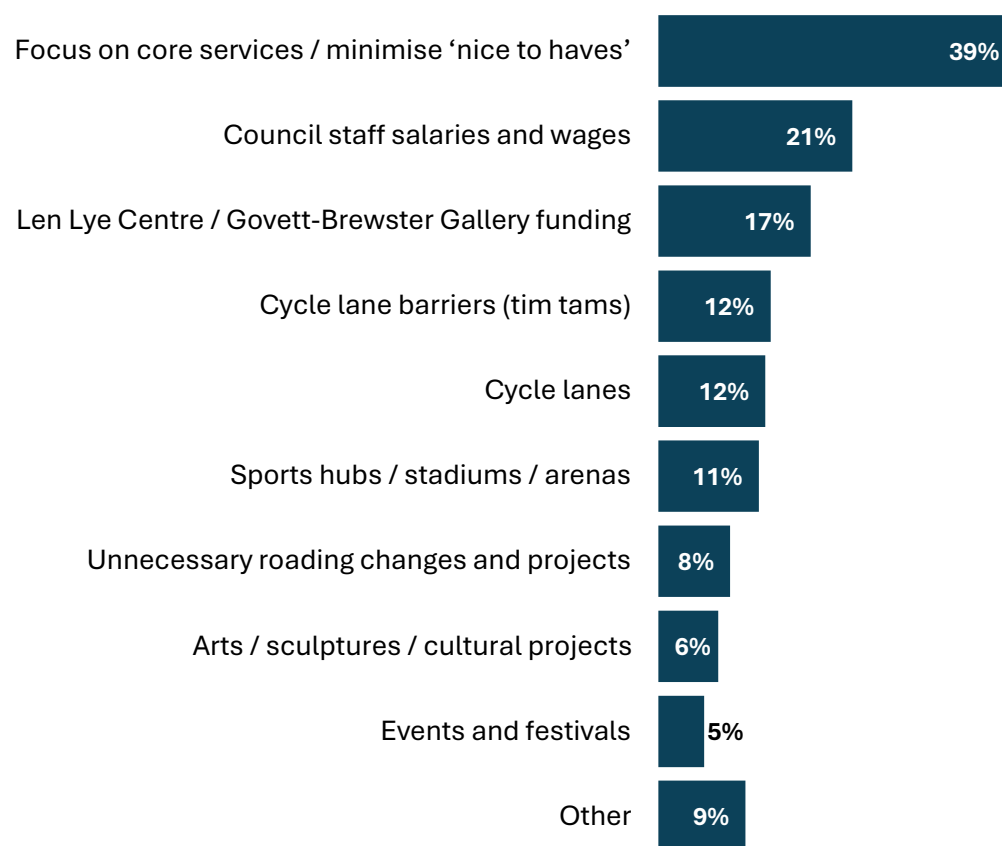
- VM1. Do you, or a member of your household, pay rates on a property in the New Plymouth District Council area?
- VM2. How satisfied are you with the following?
 - Annual property rates are fair and reasonable n=361
 - Water rates are fair and reasonable n=274
 - Invoicing is clear and correct n=353
 - Fees and charges for other council provided services and facilities are fair and reasonable n=319

Spending priorities

Preferred areas for increased spending



Preferred areas for reduced spending



Notes:

1. VM3. Where would you like to see more money spent? n=294
2. VM4. And where would you like to see less money spent? n=256

Services and infrastructure

- Satisfaction with Council's *Overall water management* is high, with 86% of residents 'fairly' or 'very satisfied'. Satisfaction is particularly high among residents in the Kaitake-Ngāmotu General Ward (89%) when compared to the Kōhanga Moa General Ward, which is significantly lower at 69%. There are no significant differences in age, ethnicity or length of time living in the District.
- Most residents are connected to a town water supply (92%), while 6% use a rainwater collection system, and less than 1% use a well water system.
- *Overall satisfaction with the district's water supply* stands at 90%. *Reliability* is the highest performing measure, with 97% satisfied, while *Quality of water, including taste, clarity and odour* reports the lowest satisfaction amongst related measures at 80%.
- Most residents are connected to a town sewerage system (89%) while 9% use their own septic tank system.
- Satisfaction is high for both the *Reliability of the sewerage system* and the *Overall sewerage system*, at 98% and 96% respectively. There are no notable differences across demographic groups, and residents report consistently high satisfaction levels with sewerage services.
- Over half (57%) of residents use a piped stormwater collection system managed by Council, while 8% are connected to a floodwater protection scheme managed by Council, 9% have no stormwater collection system, and 28% do not know what stormwater collection system their property is connected to.
- Residents in the Kaitake-Ngāmotu General Ward are the most satisfied demographic group across all stormwater measures, including the *Overall stormwater system* (93%), *Management of flooding* (89%), and *Keeping roads and pavements free from flooding* (84%).
- When asked what could be done to improve water management, the most prevalent suggestions relate to *Flooding and drainage*, including *Clearing drains and gutters more regularly* (26%). Residents also mention the *Need to upgrade water infrastructure* (24%), *Improve drinking water taste and quality* (21%), *Increase water storage* (14%), and *Address concerns about wastewater contamination and stormwater capacity for new developments* (13%).
- Overall, core water services are performing well, but residents require the Council to remain proactive in maintaining and future-proofing water, wastewater and stormwater infrastructure.



Overall water management

86%

‘Fairly satisfied’ and ‘very satisfied’

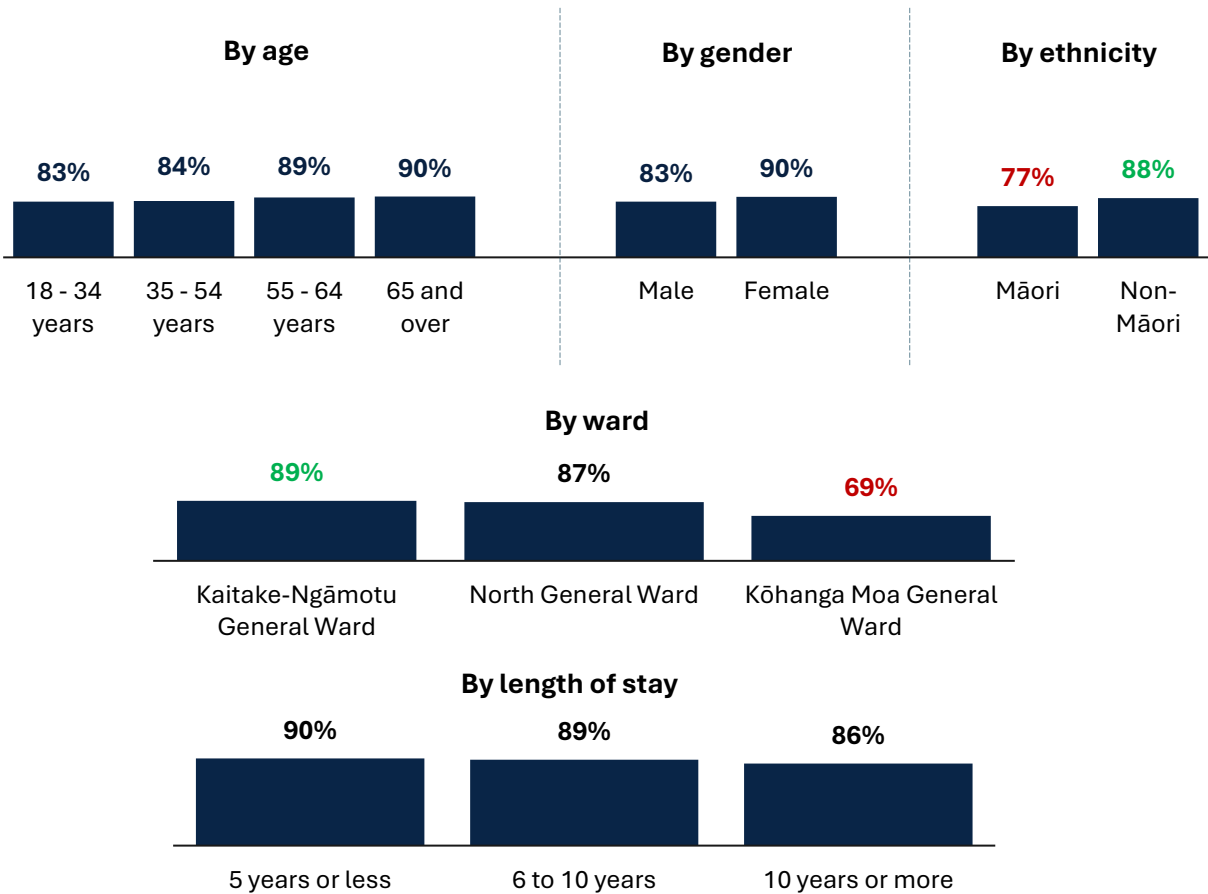


- Not very satisfied (1-4)
- Fairly satisfied (5-7)
- Very satisfied (8-10)

Between demographics

Significantly higher
Significantly lower

% ‘Fairly satisfied’ and ‘very satisfied’



Notes:
1. TW7. How would you rate your satisfaction with Council’s WATER MANAGEMENT overall? (Wastewater, stormwater and drinking water) n=382

Water Supply Connection



- A town supply
- A rainwater collection system
- A well water system
- Other
- Don't know



Overall district's water supply



Reliability of water supply



Quality of water supply



■ Not very satisfied (1-4) ■ Fairly satisfied (5-7) ■ Very satisfied (8-10)

% 'Fairly satisfied' and 'very satisfied'

Year, age, ethnicity, location	2026	18-34 years	35-54 years	55-64 years	65 and over	Māori	Non-Māori	Kaitake-Ngāmotu General Ward	North General Ward	Kōhanga Moa General Ward
Overall district's water supply	90%	90%	91%	90%	90%	93%	90%	91%	92%	84%
Reliability of water supply	97%	96%	98%	98%	96%	95%	97%	98%	95%	91%
Quality of water supply	80%	74%	79%	84%	86%	67%	83%	82%	71%	78%

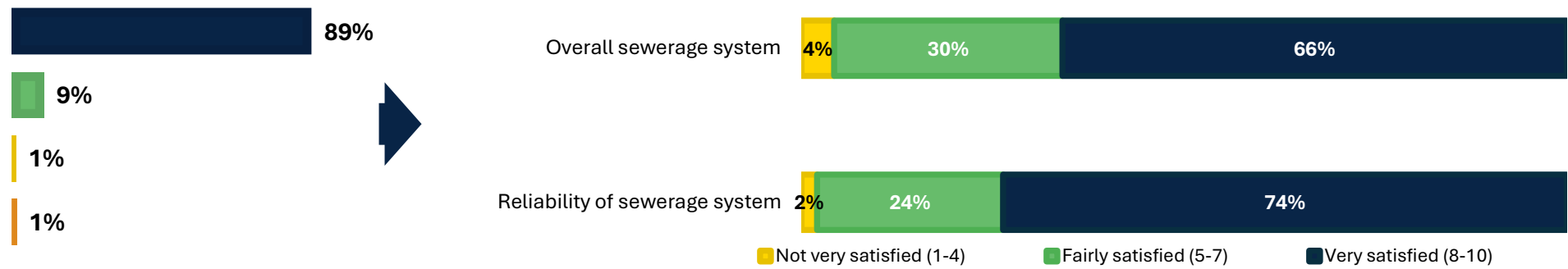
Between demographics

Significantly higher
Significantly lower

- Notes:
- TW1. Which of the following best describes your water supply connection? n=409
 - IW1. How satisfied are you with each of the following Council services?
 - The reliability of the water supply n=374
 - The quality of the water (including taste, clarity and odour) n=371
 - Overall District's water supply n=346

Sewerage system

Sewerage System Connection



% 'Fairly satisfied' and 'very satisfied'

Year, age, ethnicity, location	2026	18-34 years	35-54 years	55-64 years	65 and over	Māori	Non-Māori	Kaitake-Ngāmotu General Ward	North General Ward	Kōhanga Moa General Ward*
Overall sewerage system	96%	100%	93%	94%	97%	91%	97%	95%	96%	100%
Reliability of sewerage system	98%	100%	96%	97%	99%	96%	98%	98%	97%	100%

Between demographics

Significantly higher
Significantly lower

- Notes:
1. TW3. Which of the following best describes the sewerage system that your property is connected to? n=409
 2. TW4. How would you rate your satisfaction with the following:
 - a. The reliability of the sewerage system n=353
 - b. The overall sewerage system n=332
 3. *Caution: Small sample size (n<30). Results are indicative only.

Stormwater collection system

Stormwater Collection System

Overall stormwater system



57%

8%

9%

28%

3%

Management of flooding



Keeping roads and pavements free from flooding



Not very satisfied (1-4) Fairly satisfied (5-7) Very satisfied (8-10)

- A piped stormwater collection managed by Council
- Floodwater protection managed by Council
- None
- Don't know
- Other

% 'Fairly satisfied' and 'very satisfied'

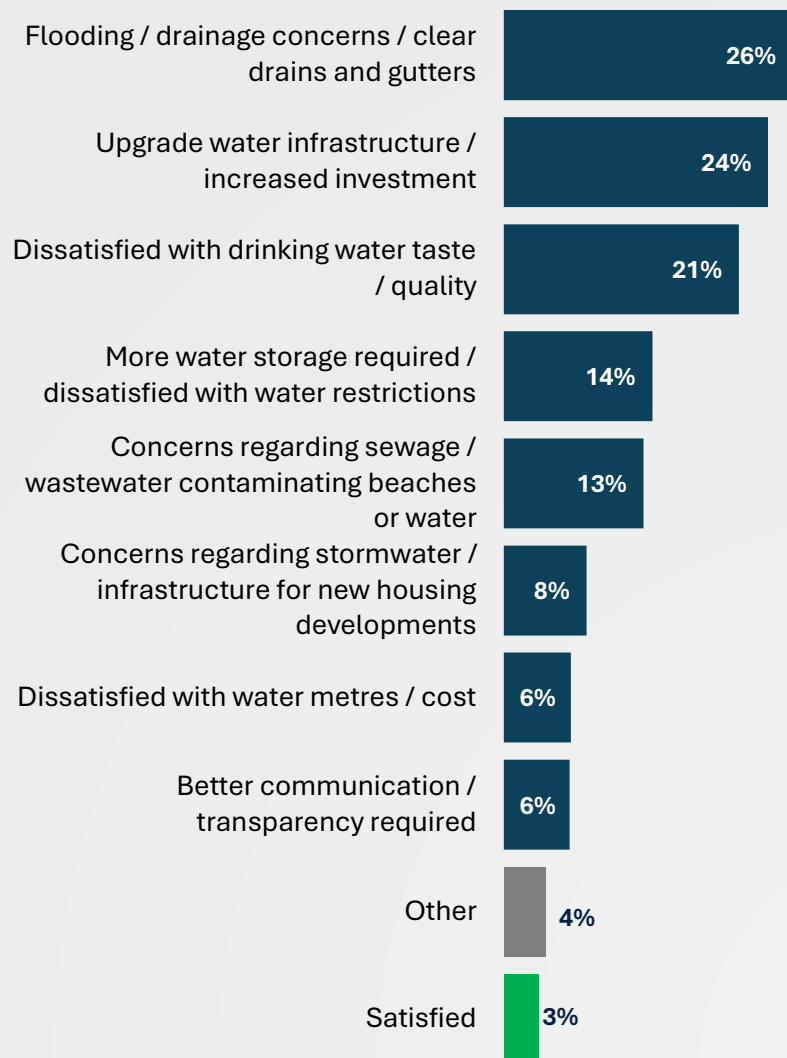
Year, age, ethnicity, location	2026	18-34 years	35-54 years	55-64 years	65 and over	Māori	Non-Māori	Kaitake-Ngāmotu General Ward	North General Ward	Kōhanga Moa General Ward
Overall stormwater system	89%	87%	87%	90%	94%	79%	91%	93%	78%	80%
Management of flooding	85%	79%	84%	86%	92%	79%	87%	89%	78%	68%
Keeping roads and pavements free from flooding	80%	79%	75%	78%	87%	73%	81%	84%	62%	72%

Between demographics

Significantly higher
Significantly lower

- Notes:
- TW5. Which of the following best describes the stormwater collection system that your property is connected to and flood protection? (multiple choice) n=409
 - TW6. How would you rate your satisfaction with the following:
 - Overall stormwater system in the New Plymouth District (excluding flood protection) n=359
 - Management of flooding n=358
 - Keeping roads and pavements free from flooding due to the Council management n=383

Suggested improvements to water management



- Quite satisfied with water management.
- It seems to be working well at the moment.
- Better pressure in higher areas.
- I'm happy as it appears to be in the area that I live.
- Has been fine for me.
- Happy as is.
- I'm originally from Auckland. I like New Plymouth's water supply and have found it very good. Please keep using fluoride in the town supply



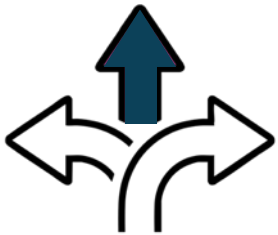
- Build storage. Water restrictions every summer when we live under a mountain should not be necessary.
- Top priority should be the protection of the sea. This is urgent and needs to be engineered so that when there is a problem it is inexcusable that the discharge ends up in the sea. Must be Council's top priority.
- Clean drains more regularly to get rid of potential blockages.
- Ensure that systems are able to maintain full supply should a major pipeline get damaged. Being proactive ensuring that the existing pipes are repaired to eliminate any water leakage.
- Keep the gutters clean. I don't think the Chemwash does it properly.

Notes:

1. TW8. In your opinion, what can be done to improve water management? n=188

Roading infrastructure

- *Overall satisfaction with roading infrastructure* is high, with 71% of residents 'fairly' or 'very satisfied'. Satisfaction varies by age, with residents aged 35-54 years less satisfied at 62% compared to those aged 55-64 years and 65 years and over who are more satisfied, at 83% and 80% respectively. Results are consistent across other demographic groups.
- Six in ten residents (60%) stated that they, or a member of their family, had ridden a bike in the New Plymouth District in the past 12 months. Amongst these respondents, 84% are 'fairly' or 'very satisfied' with riding a bike in the District, however, satisfaction decreases in regard to the *Quality and safety of roads and paths for cycling* (71%).
- The highest-rated roading measure is the *Quality and safety of footpaths*, with 78% of residents satisfied. Satisfaction with the *Ability to drive around the district quickly, easily and safely* is also high (76%). *Overall quality of roads* (60%), and the *Availability of car parking in the district* (59%) are the measures with the lowest reported satisfaction within roading infrastructure.
- When asked what could improve the roading network, the most prevalent suggestions relate to *Improved intersections and other roading infrastructure, such as lighting and signage*, mentioned by 44% of respondents. A further 31% want *Potholes fixed properly* or raised concerns about *Poor-quality road works*. Other key themes include *Cycle lane upgrades and safety improvements* (15%), *Uneven or damaged footpaths requiring maintenance* (14%), and calls for *More cycle lanes or better separation from pedestrians* (10%).
- Overall, residents are reasonably satisfied with roading infrastructure, particularly footpaths and the ability to move around the district safely. However, comments highlight a clear desire for Council to focus on practical infrastructure improvements, including intersections, signage, lighting, pothole repairs, road quality, footpath maintenance and safer cycling connections.



Overall roading

71%

‘Fairly satisfied’ and ‘very satisfied’

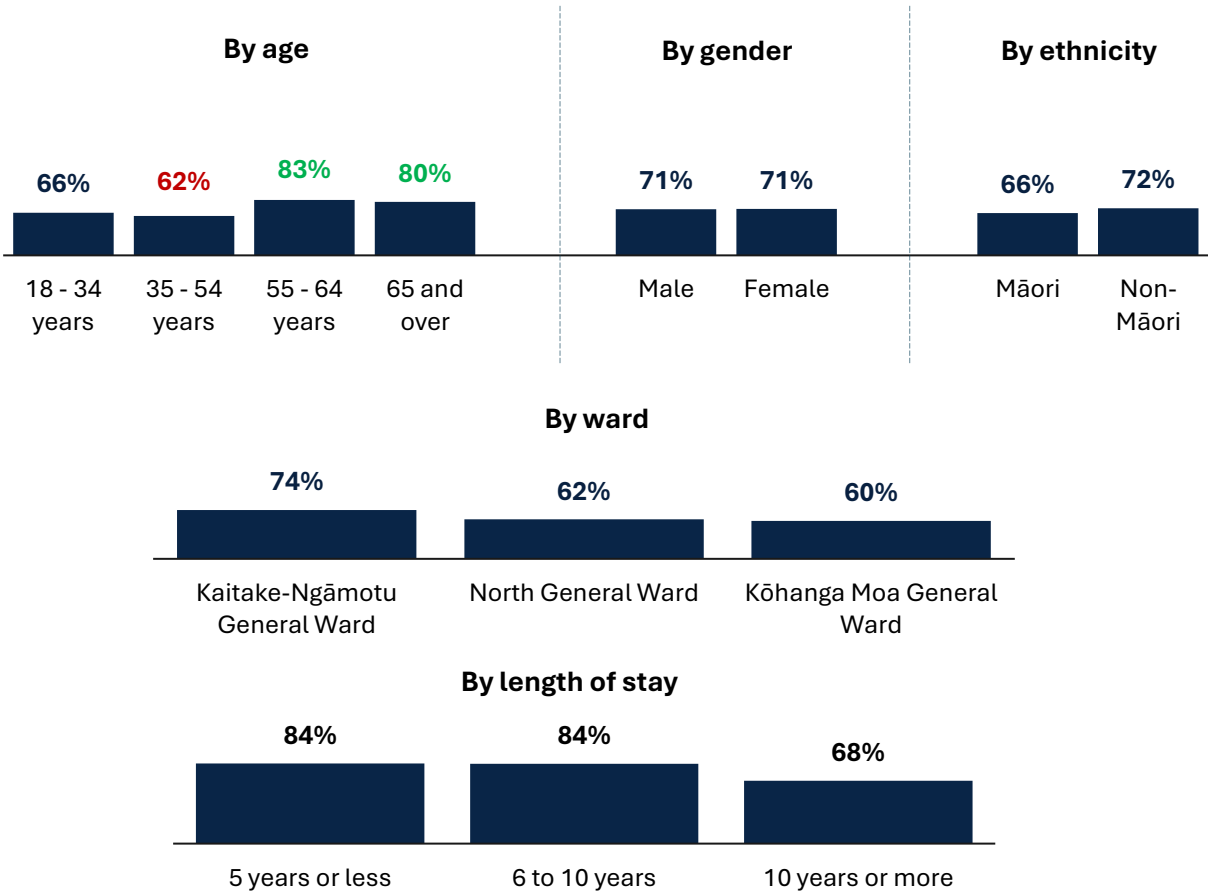


- Not very satisfied (1-4)
- Fairly satisfied (5-7)
- Very satisfied (8-10)

Between demographics

Significantly higher
Significantly lower

% ‘Fairly satisfied’ and ‘very satisfied’

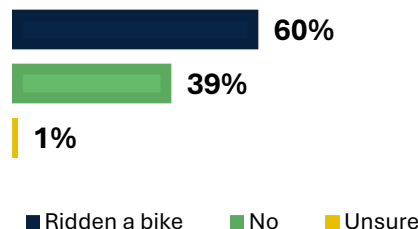


Notes:
1. RF2. How satisfied are you with ROADING overall (roads, cycleways and footpaths)? n=405

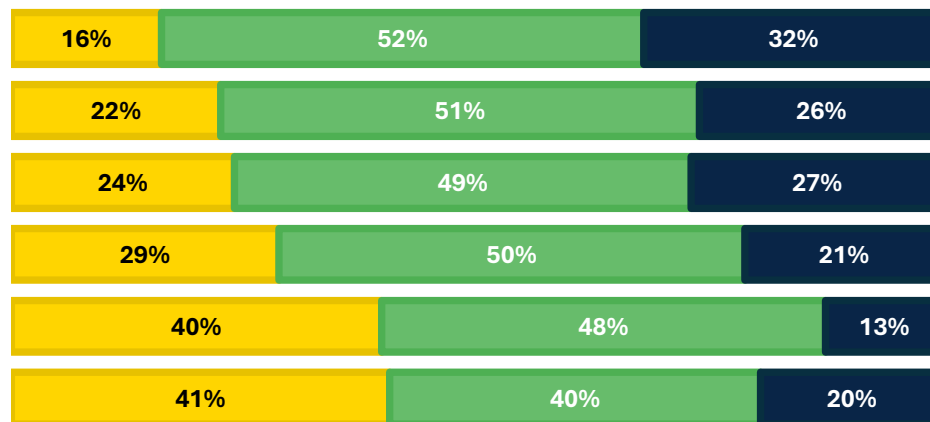
Roading infrastructure

Cycling activity

(Past 12 Months)



Riding a bike



% 'Fairly satisfied' and 'very satisfied'

Not very satisfied (1-4) Fairly satisfied (5-7) Very satisfied (8-10)

Year, age, ethnicity, location	2026	18-34 years	35-54 years	55-64 years	65 and over	Māori	Non-Māori	Kaitake- Ngāmotu General Ward	North General Ward	Kōhanga Moa General Ward
Riding a bike	84%	94%	82%	80%	78%	81%	85%	86%	85%	71%
The ability to drive around the District quickly, easily, and safely	76%	69%	72%	82%	84%	67%	78%	79%	71%	67%
The overall quality of the roads	60%	51%	54%	64%	74%	54%	61%	64%	50%	50%
The quality and safety of footpaths	78%	74%	77%	85%	77%	77%	78%	80%	69%	71%
The quality and safety of our roads and paths for cycling	71%	74%	70%	72%	70%	64%	73%	74%	62%	65%
The availability of car parking in the District	59%	49%	65%	52%	67%	60%	59%	60%	67%	46%

Notes:

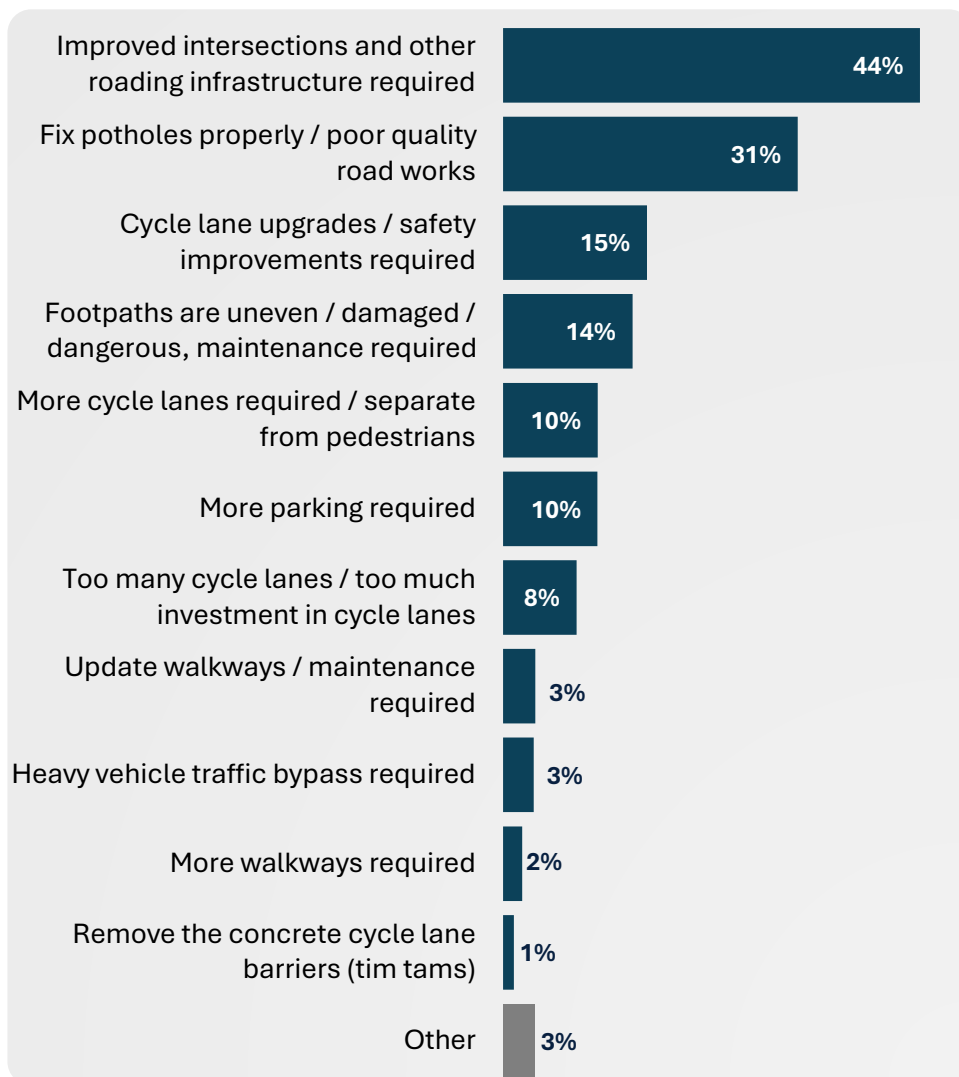
- CW1. Have you or a member of your family ridden a bike in the New Plymouth District in the past 12 months? n=409; Yes n=238
- CW2. How would you rate your satisfaction with riding a bike in the District? n=284
- RF1. Now thinking about roads provided by New Plymouth District Council - excluding State Highways which are not Council managed roads - how satisfied are you with...?
 - The ability to drive around the District quickly, easily, and safely n=403
 - The overall quality of the roads n=405
 - The quality and safety of footpaths n=402
 - The quality and safety of our roads and paths for cycling n=343
 - The availability of car parking in the District n=402

Between demographics

Significantly higher

Significantly lower

Suggested improvements to the District roading network



- Remove all 'Tim tams', have far fewer bollards and raised planters and trees in the CBD. Monitor potholes and have them fixed within 72 hours.
- In older parts of Waitara the footpaths are cracked, uneven and broken and dangerous for elderly.
- Maintenance and correction of problems before they amplify would be key.
- Road repairs need to be done properly, not just patching. In New Plymouth, those ridiculous Tim tams are a danger and have severely restricted parking, safe manoeuvring, with large oncoming vehicles. I rarely see a cyclist, so this initiative has not encouraged more cycling as far as I have experienced. Find a way to get rid of them, but rationalising budgets.
- A ring road is needed around the city. The Valley is a nightmare.
- Limit speed of cyclists on the walkway and keep them out of Pukekura Park. They are a safety risk for old and young.
- Keep them clear from rubbish and cones, need more lighting on walkway.
- Maintenance, get back to the basics. Clean the drains, weed, repair the paths, all giving safe pathways to walk and ride your bike.
- The parking meters are difficult to operate for older people. My friends complain too. Free parking for pensioners until 12 midday.
- Grass overgrows onto path, cause possibly of twisted ankle and restraints to wheelchair and mobility carts.
- Footpaths becoming more dangerous because of cycles and e-scooters using it. The foreshore walkway is the worse, all e-bikes and e-scooters should be banned from walkways.

Notes:

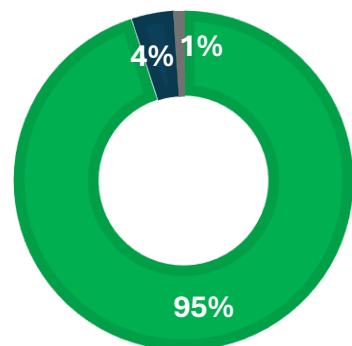
1. RF3. In your opinion, what can be done to improve the roading network in the District (i.e. Council owned roads, footpaths, cycleways etc)? n=271

- Almost nine in ten residents (87%) are ‘fairly’ or ‘very satisfied’ with *Overall waste management*. Almost all residents receive Council’s regular kerbside rubbish and recycling collection service (95%), which is the highest-rated aspect of waste management, with 92% of respondents satisfied. However, satisfaction with *Transfer stations* is lower, with 76% of respondents satisfied.
- Results vary by ward, with residents in the Kaitake-Ngāmotu General Ward consistently the most satisfied ward across all waste management measures. For example, satisfaction with *Overall waste management* is highest in the Kaitake-Ngāmotu General Ward (91%), compared to the North General Ward (79%) and the Kōhanga Moa General Ward (73%). A similar pattern is reported for *Kerbside rubbish and recycling collection*, where satisfaction is 95% in the Kaitake-Ngāmotu General Ward and 91% in the North General Ward, but lower in the Kōhanga Moa General Ward (73%).
- *Transfer stations* is the service of waste management with the lowest level of satisfaction. Satisfaction is highest among Kaitake-Ngāmotu General Ward residents (80%), and the Kōhanga Moa General Ward (72%), while the North General Ward residents are less satisfied (60%). This suggests that while core kerbside services are performing well for most residents, transfer station access, cost or experience may be contributing to lower satisfaction in some parts of the district.
- When asked what could improve waste management services, the most prevalent comments were that *Transfer station fees and/or kerbside rubbish costs are too expensive* (37%). Other suggestions include *Providing more recycling options, particularly for items such as soft plastics* (17%), and *Addressing issues with bin collection or damaged bins* (13%). Residents also mentioned green waste disposal, bin size, collection frequency, and clearer information about what can and cannot be recycled.

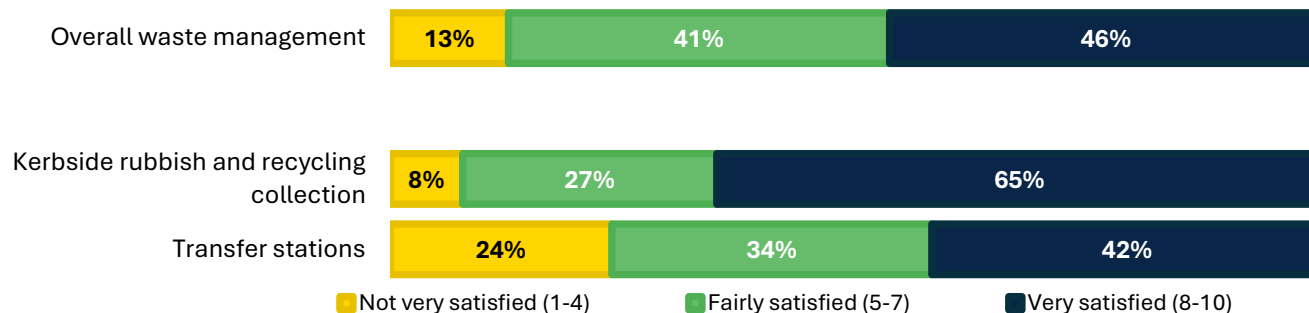


Waste management

Kerbside rubbish and recycling collection service



■ Receives kerbside collection
■ No
■ Unsure



% 'Fairly satisfied' and 'very satisfied'

Year, age, ethnicity, location	2026	18-34 years	35-54 years	55-64 years	65 and over	Māori	Non-Māori	Kaitake-Ngāmotu General Ward	North General Ward	Kōhanga Moa General Ward
Overall waste management	87%	84%	86%	91%	89%	82%	88%	91%	79%	73%
Kerbside rubbish and recycling collection	92%	91%	89%	93%	97%	88%	93%	95%	91%	73%
Transfer stations	76%	72%	76%	79%	78%	72%	77%	80%	60%	72%

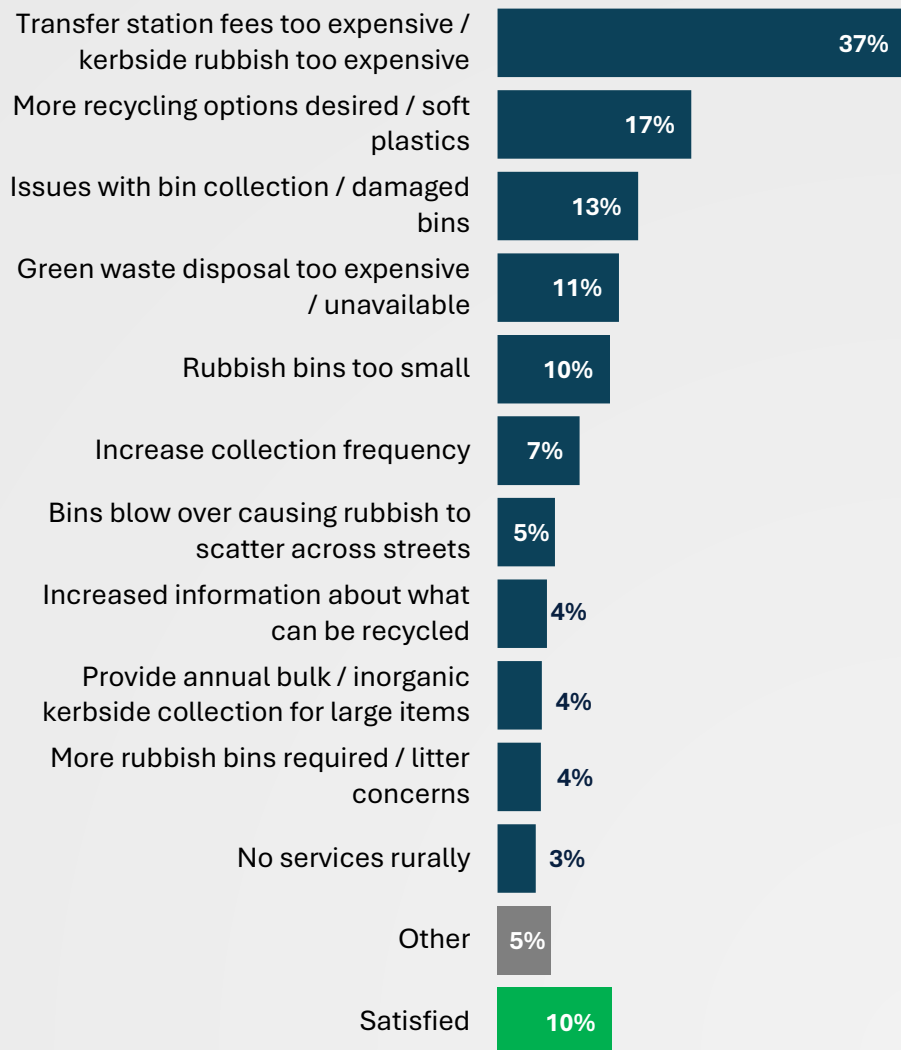
Between demographics

Significantly higher
Significantly lower

Notes:

- WM1. Does the New Plymouth District Council provide a regular kerbside rubbish and recycling collection service where you live? n=409
- WM2. How would you rate your satisfaction with the following:
 - Kerbside rubbish and recycling collection n=393
 - Transfer stations n=307
- WM3. Thinking about rubbish collection, recycling services, transfer stations and litter bins, how satisfied are you with overall WASTE MANAGEMENT? n=401

Suggested improvements to waste management



Notes:

1. WM4. In your opinion, what can be done to improve the waste management services? n=213

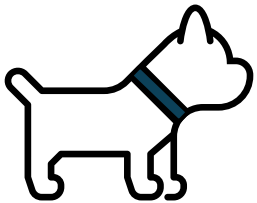


- *I am satisfied with the waste management services. I have the Council Backdoor service refuse collection which is very satisfactory.*
- *In my opinion the waste management service is pretty good, just collection times don't exist.*
- *Recycling area is great. The cost to dump extra waste is far too expensive- feel it is a reason people dump on side of road or other areas.*
- *The roadside collection currently is great, however I am concerned that what we separate to be recycled is not done or is limited due to reliance on overseas recycling systems.*



- *Find a way to avoid the wind carrying bins onto the roads. We have gale force winds regularly.*
- *Perhaps information about what can be recycled where e.g. very large plastic bags or plastic bubble wrap, plastic tops etc.*
- *There needs to be a low cost easily accessible way to recycle electronic waste.*
- *Develop a green waste facility which then recycles back to residents as free mulch.*
- *The cost of taking rubbish to the transfer stations is so expensive that people can't afford to take it there and they dump it anywhere they can or they leave it around their homes which attracts rats and mice.*
- *Would like to see more plastic recycling but don't believe it's feasible or economic.*

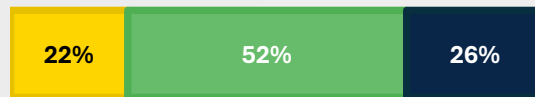
- *Overall satisfaction with regulatory services* is high, with 78% of residents who provided a rating being ‘fairly’ or ‘very satisfied’. However, direct involvement with these services is limited, with 73% of residents either having no involvement with regulatory services in the past 12 months (67%) or not knowing/remembering whether they had used any (6%). The most used services are *Building consents* (11%), *Animal control services* (10%) and *Resource consents* (7%).
- Among those who had used specific regulatory services, satisfaction is highest for *Animal control*, with 91% of users satisfied. *Noise control* also performs highly (87%), while *Alcohol licensing* is rated positively by three-quarters of users (75%). *Licensing of premises* recorded 100% satisfaction, although this result should be treated with caution due to the small sample size (n=6).
- Satisfaction is lower for consents and planning-related services. *Building consents* are the lowest-rated aspect (57%), followed by *District planning* (58%), and *Resource consents* (62%) third. *Parking regulation enforcement* reports a similar level of satisfaction, at 63%.



Overall regulatory services

78%

‘Fairly satisfied’ and ‘very satisfied’

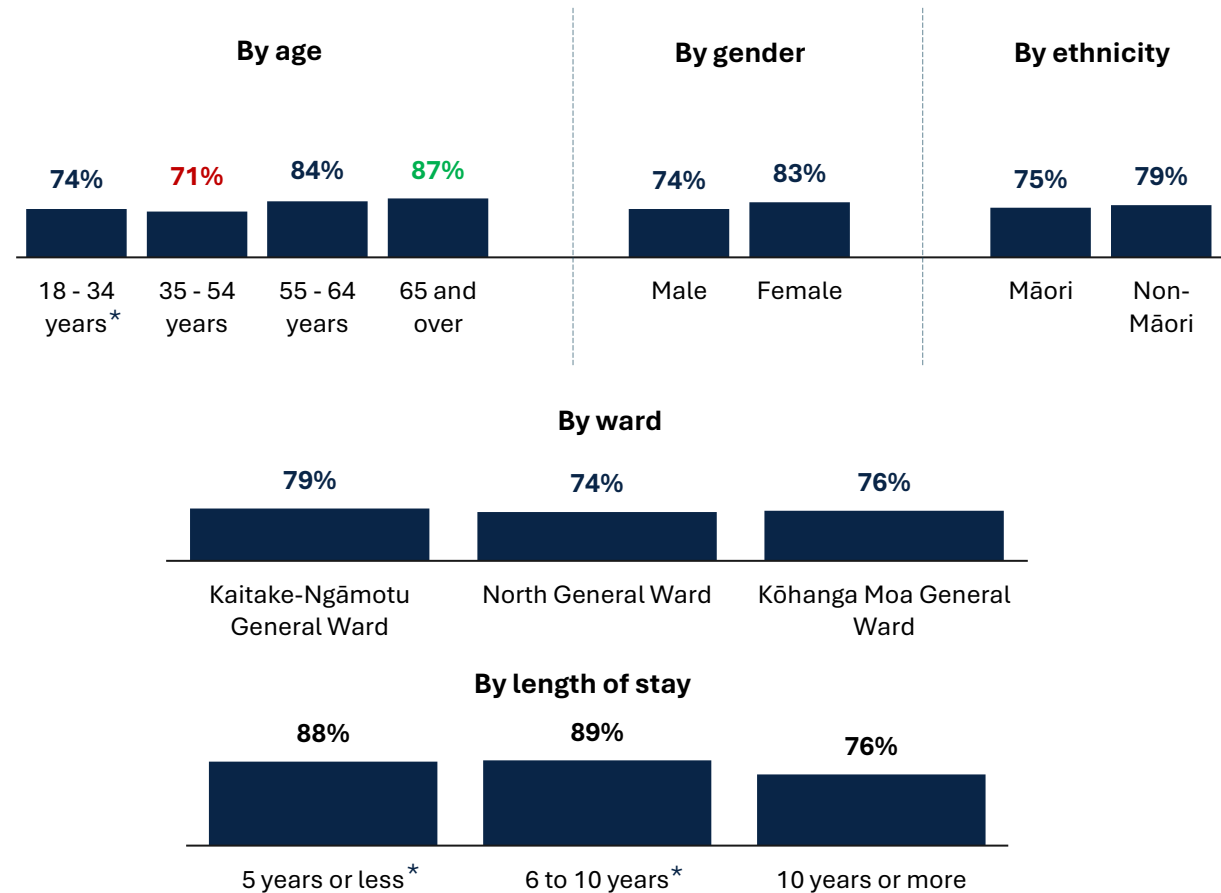


- Not very satisfied (1-4)
- Fairly satisfied (5-7)
- Very satisfied (8-10)

Between demographics

Significantly higher
Significantly lower

% ‘Fairly satisfied’ and ‘very satisfied’



Notes:

- OS3. And overall, how satisfied are you with how the Council provides these types of regulatory services? n=274
- *Caution: Small sample size (n<30). Results are indicative only.

Involvement with regulatory services

11%

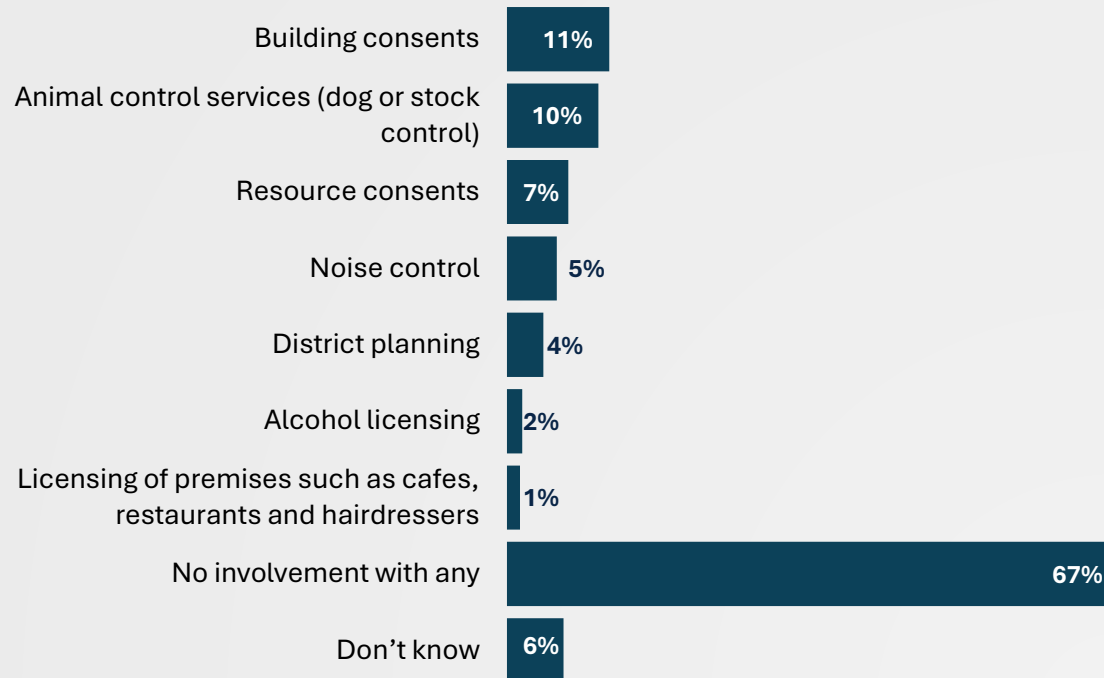
Building consents

10%

Animal control services

7%

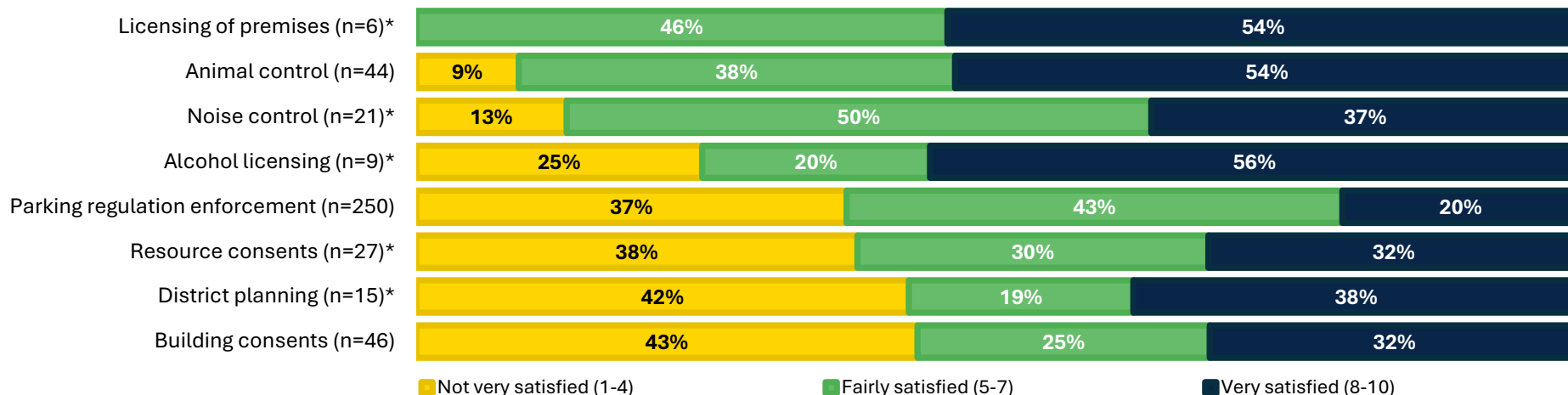
Resource consents



Notes:

1. OS1. The Council also provides a range of other services. In the last year have you had any direct involvement or contact with Council in on to any of the following? Please select all that apply. n=409

Regulatory services



% 'Fairly satisfied' and 'very satisfied'

Year, age, ethnicity, location	2026	18-34 years	35-54 years	55-64 years	65 and over	Māori	Non-Māori	Kaitake-Ngāmotu General Ward	North General Ward	Kōhanga Moa General Ward
Animal control (n=44)	91%	76%	97%	84%	100%	72%	97%	88%	100%	100%
Building consents (n=46)	57%	47%	56%	52%	82%	68%	54%	51%	83%	74%
Resource consents (n=27)*	62%	63%	57%	64%	70%	68%	59%	58%	77%	64%
Alcohol licensing (n=9)*	75%	-	100%	72%	62%	100%	67%	66%	100%	100%
District planning (n=15)*	58%	63%	61%	-	47%	77%	51%	43%	100%	100%
Licensing of premises (n=6)*	100%	-	100%	-	-	100%	100%	100%	100%	100%
Noise control (n=21)*	87%	100%	88%	64%	82%	51%	92%	83%	100%	100%
Parking regulation enforcement (n=250)	63%	57%	60%	68%	68%	58%	64%	64%	55%	68%

Between demographics

Significantly higher
Significantly lower

Notes:

- OS2. If you have used any of the following services, based on your experience, how satisfied are you with the Council's performance in...
- *Caution: Small sample size (n<30). Results are indicative only.

Open spaces and public facilities

Open spaces and other public facilities

Parks, reserves and open spaces

- Satisfaction with Council-maintained parks, reserves and open spaces is high, with 95% of residents 'fairly' or 'very satisfied' overall. Most residents have visited *Parks and reserves, including the Coastal Walkway and Pukekura Park*, in the past 12 months (93%). *Sports parks* were visited by 70%, *Playgrounds* by 63%, and *Cemeteries* by 53%.
- Satisfaction is consistently high across the different types of open spaces. *Parks and reserves* are the highest-performing aspect (98%), followed by *Playgrounds* (96%), *Cemeteries* (95%), and *Sports parks* (93%).
- Satisfaction with *Overall parks and open spaces* is slightly lower among the North General Ward residents (87%) compared with residents in the Kaitake-Ngāmotu General Ward (96%) and the Kōhanga Moa General Ward (97%).



- When asked what could improve parks, reserves and open spaces, the most prevalent suggestion relates to *Better weed control, vegetation management and lawn mowing* (31%). Other comments mention *Improving or upgrading playgrounds* (16%), *Providing more rubbish bins or emptying them more often* (8%), and *Ensuring investment is spread fairly across smaller communities* (5%).

Public facilities

- Almost all respondents (96%) are 'fairly' or 'very satisfied' with the *Public facilities* that are provided. The most used facility is the *Airport*, visited by 86% of residents or a member of their family in the past 12 months. Other frequently used facilities include *Council event venues such as TSB Showplace, TSB Stadium, Bowl of Brooklands or Taranaki Stadium* (78%), *Public toilets* (77%), *the library at Puke Ariki* (64%), and the *Museum or Visitor Information Centre at Puke Ariki* (59%).
- Most respondents are satisfied with the *Museum or Visitor Information Centre at Puke Ariki* (99%) and the *Airport* (98%). *Council event venues* also report high satisfaction (96%), as do *Public swimming facilities* (96%), *The library at Puke Ariki* (95%), and *Community libraries* (95%). However, satisfaction is comparatively lower in regard to *Public toilets* and the *Govett-Brewster Art Gallery/Len Lye Centre*, with 84% and 78% satisfaction reported respectively.
- When asked what could be done to improve public facilities, the most prevalent theme was *Increasing public toilet cleaning and maintenance* (32%). Residents also mentioned the *Need for general maintenance, cleanliness and upgrades* (16%), *Improvements to swimming pools and aquatic centres* (9%), *Concerns about costs being too expensive* (8%), *Antisocial behaviour or safety concerns* (7%), and the *Need for more public toilets* (7%).

Overall open spaces

95%

‘Fairly satisfied’ and ‘very satisfied’

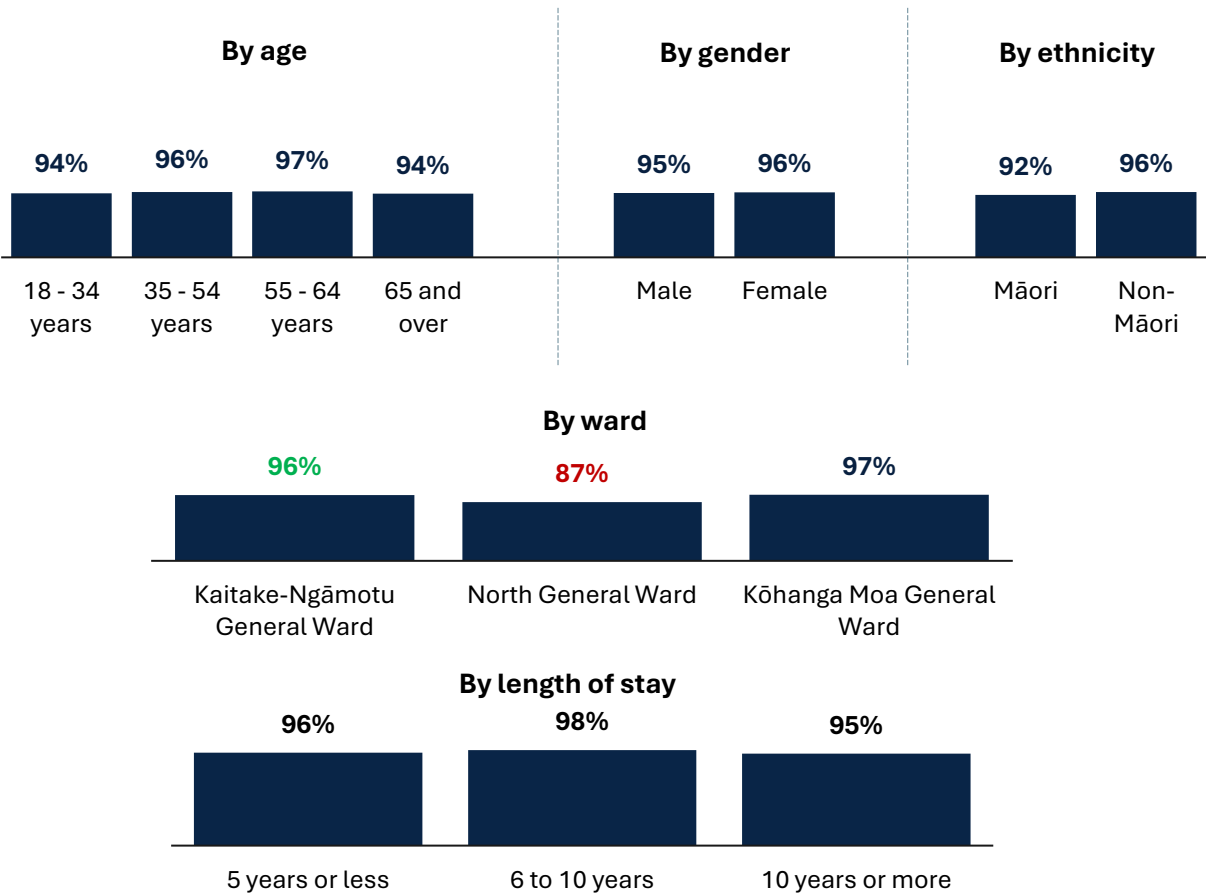


- Not very satisfied (1-4)
- Fairly satisfied (5-7)
- Very satisfied (8-10)

Between demographics

Significantly higher
Significantly lower

% ‘Fairly satisfied’ and ‘very satisfied’



Notes:

1. PR3. How satisfied are you with Council maintained parks and open spaces overall? (including sports parks, parks, reserves, playgrounds and cemeteries) n=392

Council maintained parks and open spaces: visitation

Most Visited

93%

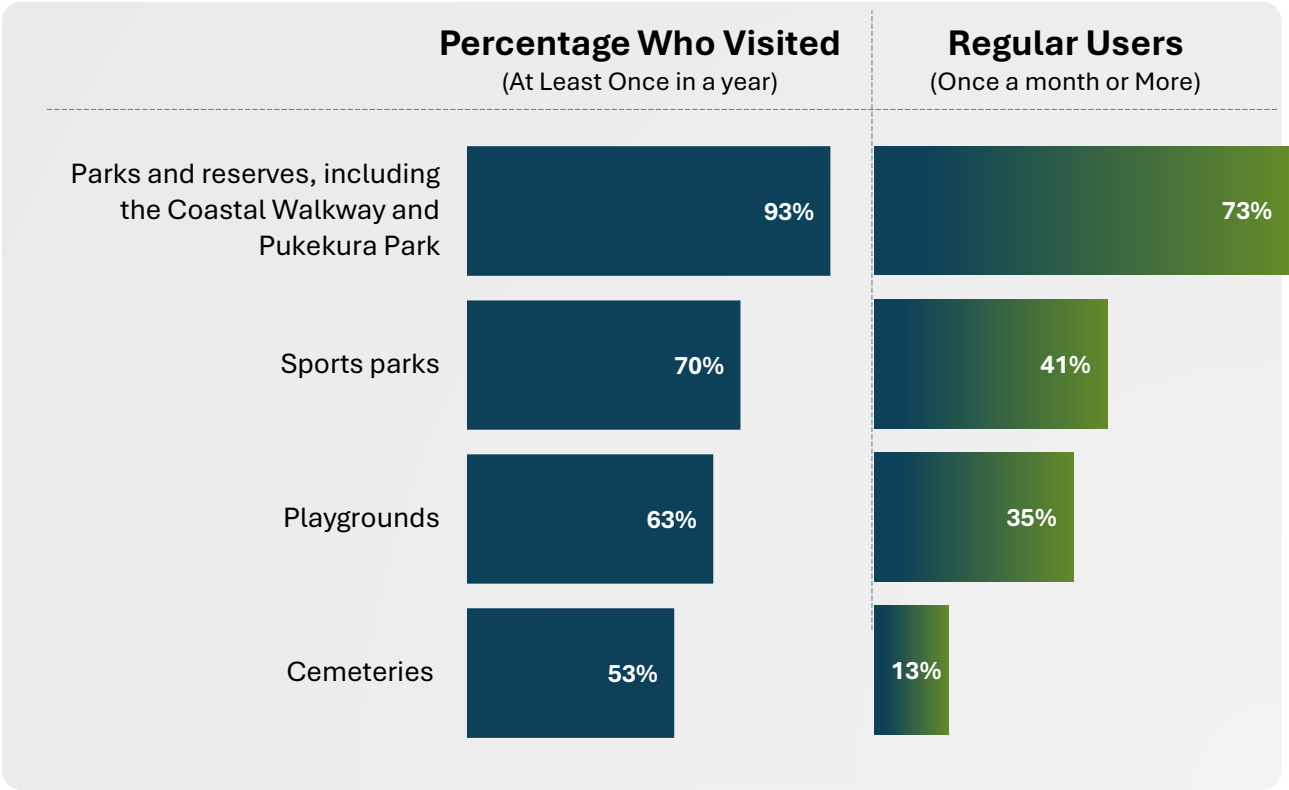
Visited parks and reserves

70%

Visited sports parks

63%

Visited playgrounds



Between demographics

Significantly higher

Significantly lower

Notes:

1. PR1. In the past 12 months, which of the following have you visited? Please select all that apply. n=409

Council maintained parks and open spaces: satisfaction

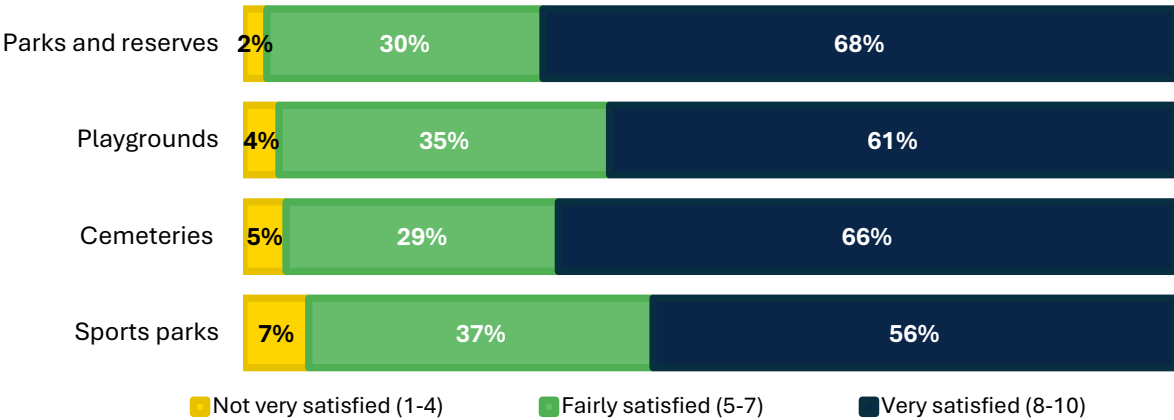
Satisfaction Scores

98%

Parks and reserves

96%

Playgrounds



% 'Fairly satisfied' and 'very satisfied'

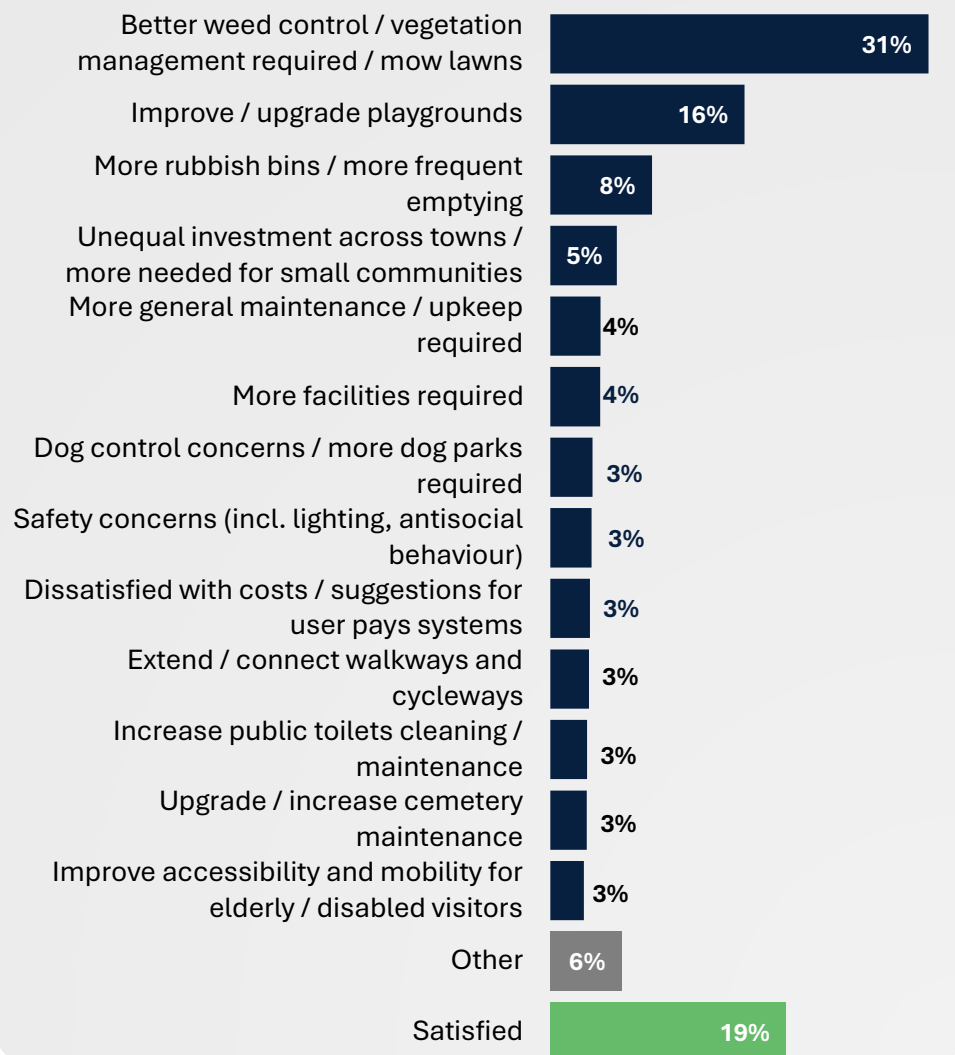
Year, age, ethnicity, location	2026	18-34 years	35-54 years	55-64 years	65 and over	Māori	Non-Māori	Kaitake-Ngāmotu General Ward	North General Ward	Kōhanga Moa General Ward
Parks and reserves	98%	95%	99%	100%	97%	95%	98%	98%	97%	98%
Sports parks	93%	85%	97%	92%	95%	95%	93%	92%	95%	95%
Playgrounds	96%	92%	97%	100%	98%	94%	97%	97%	95%	95%
Cemeteries	95%	90%	95%	99%	98%	96%	95%	95%	96%	97%

Between demographics

Significantly higher
Significantly lower

Notes:
1. PR2. How would you rate your satisfaction with the following:
a. Parks and reserves n=392
b. Sports parks n=293
c. Playgrounds n=287
d. Cemeteries n=262

Suggested improvements to parks and open spaces



Notes:

1. PR4. In your opinion, what can be done to improve Council maintained sports parks, parks, playgrounds, cemeteries and other open spaces? n=145



- *Our parks are fantastic. Housebound now but spent many years enjoying them and think they are best in the world.*
- *I am impressed with the extent of open spaces in New Plymouth and how well they are maintained. An excellent job being done by council staff.*
- *I think that we have great open spaces in our area. Pukekura Park and Brooklands Zoo are amazing, and the work that has been done at the Waitara west beach is fabulous. Just keep it up.*
- *The Council does a good job of keeping our spaces clean and green. I appreciate that.*



- *Regular maintenance on walkways, grass mowed the edges managed, cut back of plants overhanging.*
- *Connect the majority of them all with cycle ways.*
- *Ground maintenance on the Coastal walkway. Out of control weeds are disgraceful, an eyesore for me. I wonder what visitors think and the opinion they perceive from our wonderful city.*
- *Regular monitoring of these facilities for health and safety reasons.*
- *Empty bins more often and ensure that public toilets are clean, we have visited several park toilets that have been very smelly.*
- *Playgrounds need upgrades, both swings and slides at all of them. These are the most popular things on playgrounds. All need clean and tidy toilet facilities, the Waitara Pennington Park has a playground but no toilet facilities for children. Families with kids in the process of toilet training need facilities at every playground. This would make more spaces family friendly, and more usable.*

Overall public facilities

96%

‘Fairly satisfied’ and ‘very satisfied’

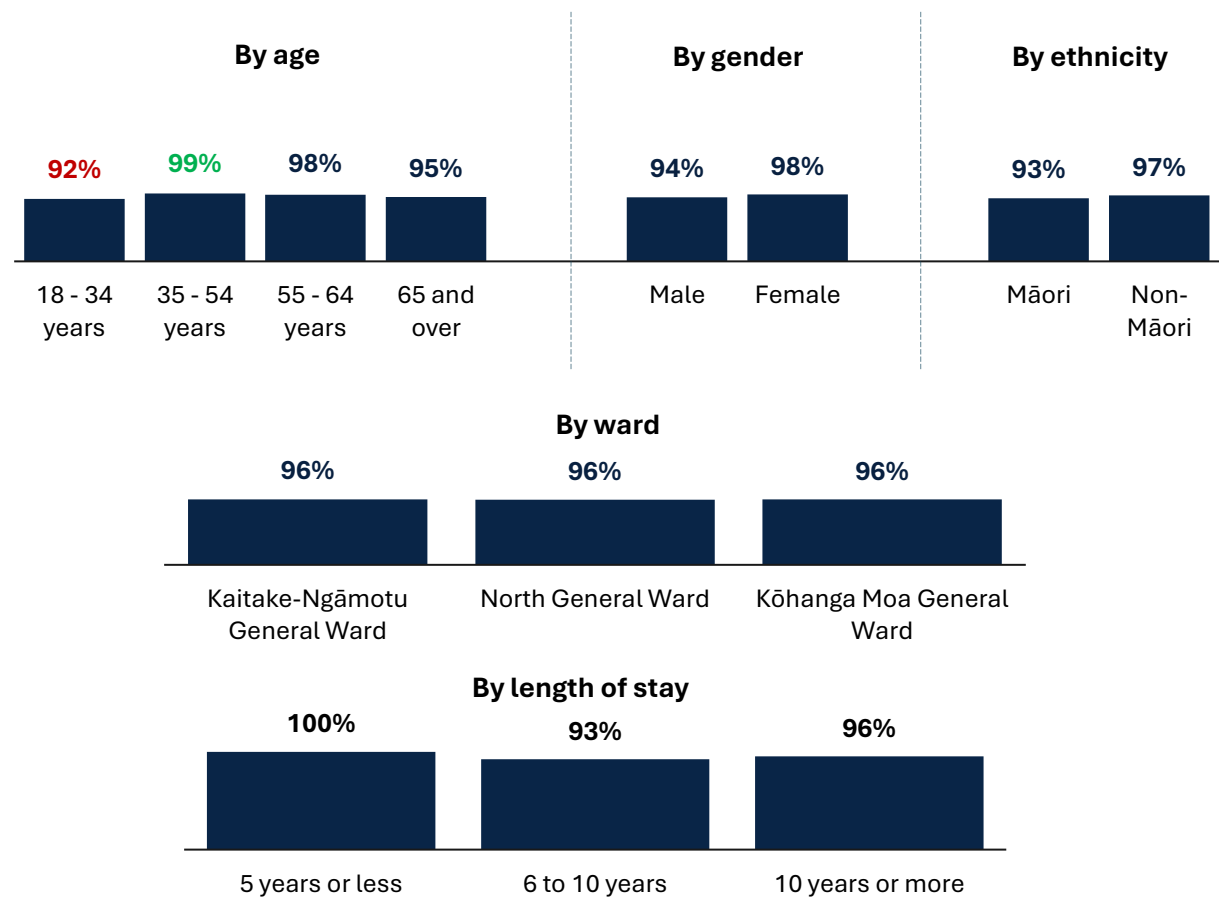


- Not very satisfied (1-4)
- Fairly satisfied (5-7)
- Very satisfied (8-10)

Between demographics

Significantly higher
Significantly lower

% ‘Fairly satisfied’ and ‘very satisfied’



Notes:
1. CF3. How would you rate your overall satisfaction with the public facilities that are provided? n=385

Public facilities: visitation

86%

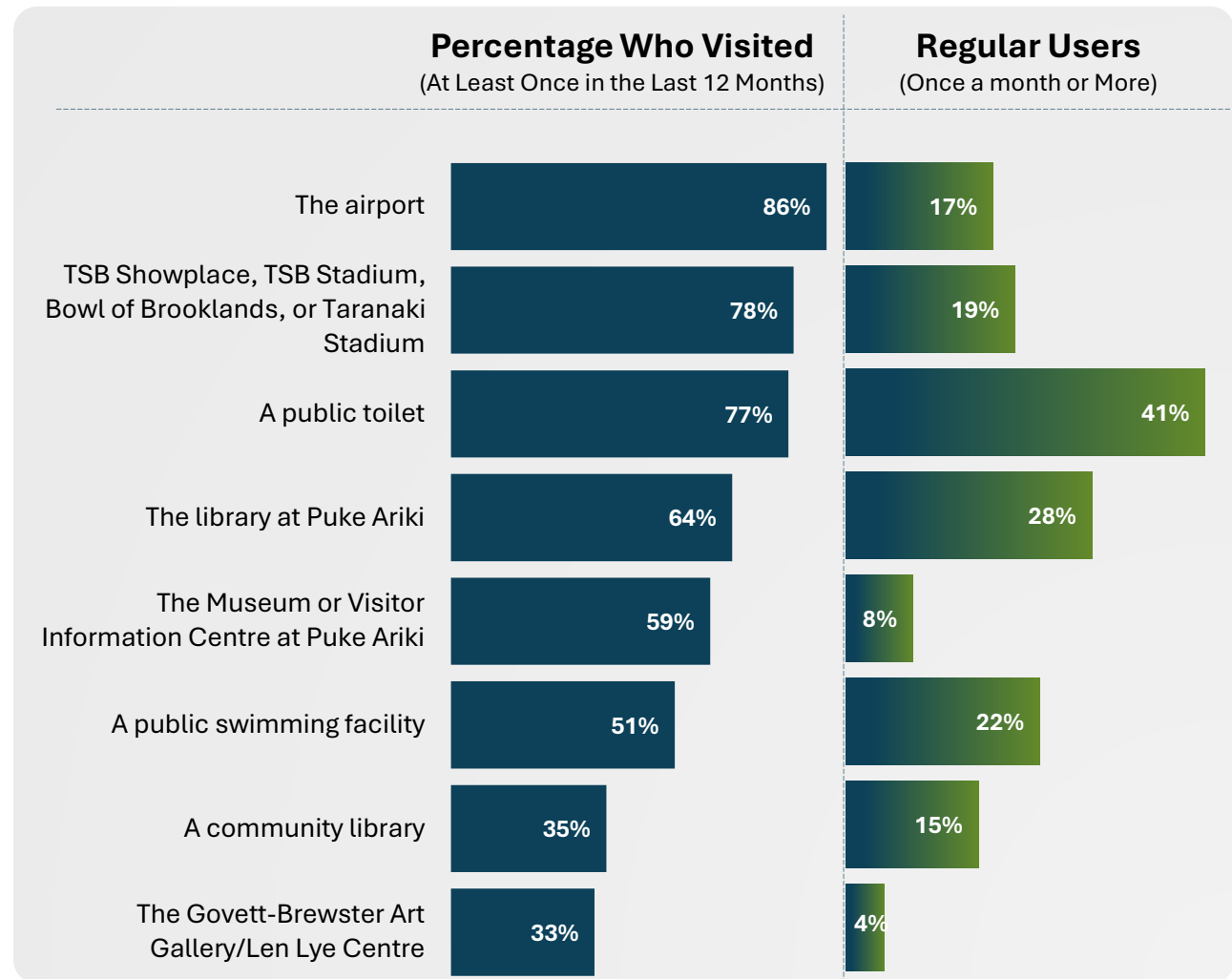
Visited the airport

78%

Visited TSB Showplace, TSB Stadium,
Bowl of Brooklands, or Taranaki Stadium

77%

Used a public toilet



Notes:

1. CF1. Which of the following facilities have you or a member of your family used in the past 12 months?: n=409

Public facilities: satisfaction

Satisfaction Scores

99%

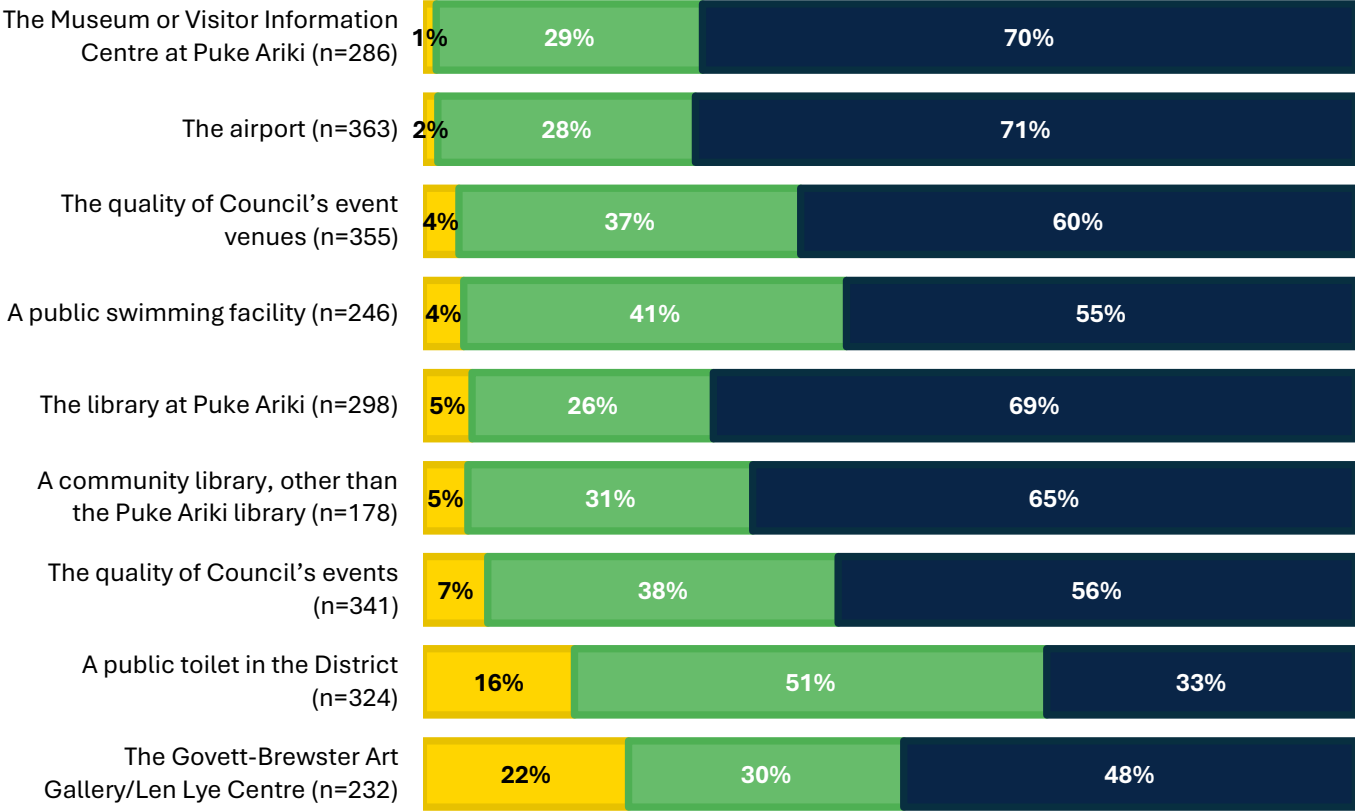
Satisfied with the Museum or Visitor Information Centre

98%

Satisfied with the airport

96%

Satisfied with the quality of Council's event venues



Not very satisfied (1-4) Fairly satisfied (5-7) Very satisfied (8-10)

Between demographics

Significantly higher
Significantly lower

Notes:
1. CF2. How would you rate your satisfaction with...

Public facilities: satisfaction (continued)

% 'Fairly satisfied' and 'very satisfied'

Year, age, ethnicity, location	2026	18-34 years	35-54 years	55-64 years	65 and over	Māori	Non-Māori	Kaitake-Ngāmotu General Ward	North General Ward	Kōhanga Moa General Ward
The quality of Council's event venues (n=355)	96%	92%	97%	98%	98%	95%	97%	97%	93%	97%
The quality of Council's events (n=341)	93%	91%	96%	90%	93%	91%	94%	93%	91%	94%
The library at Puke Ariki (n=298)	95%	86%	99%	93%	97%	96%	94%	93%	100%	100%
A community library, other than the Puke Ariki library (n=178)	95%	85%*	100%	93%	98%	96%	95%	94%	96%	100%
The Govett-Brewster Art Gallery/Len Lye Centre (n=232)	78%	67%*	89%	67%	78%	82%	77%	78%	82%	72%
The Museum or Visitor Information Centre at Puke Ariki (n=286)	99%	96%	100%	98%	99%	100%	98%	98%	100%	100%
A public swimming facility (n=246)	96%	91%	99%	90%	98%	93%	97%	96%	100%	91%
The airport (n=363)	98%	97%	100%	98%	98%	98%	99%	98%	100%	99%
A public toilet in the District (n=324)	84%	62%	91%	88%	90%	74%	86%	85%	93%	71%

Between demographics

Significantly higher

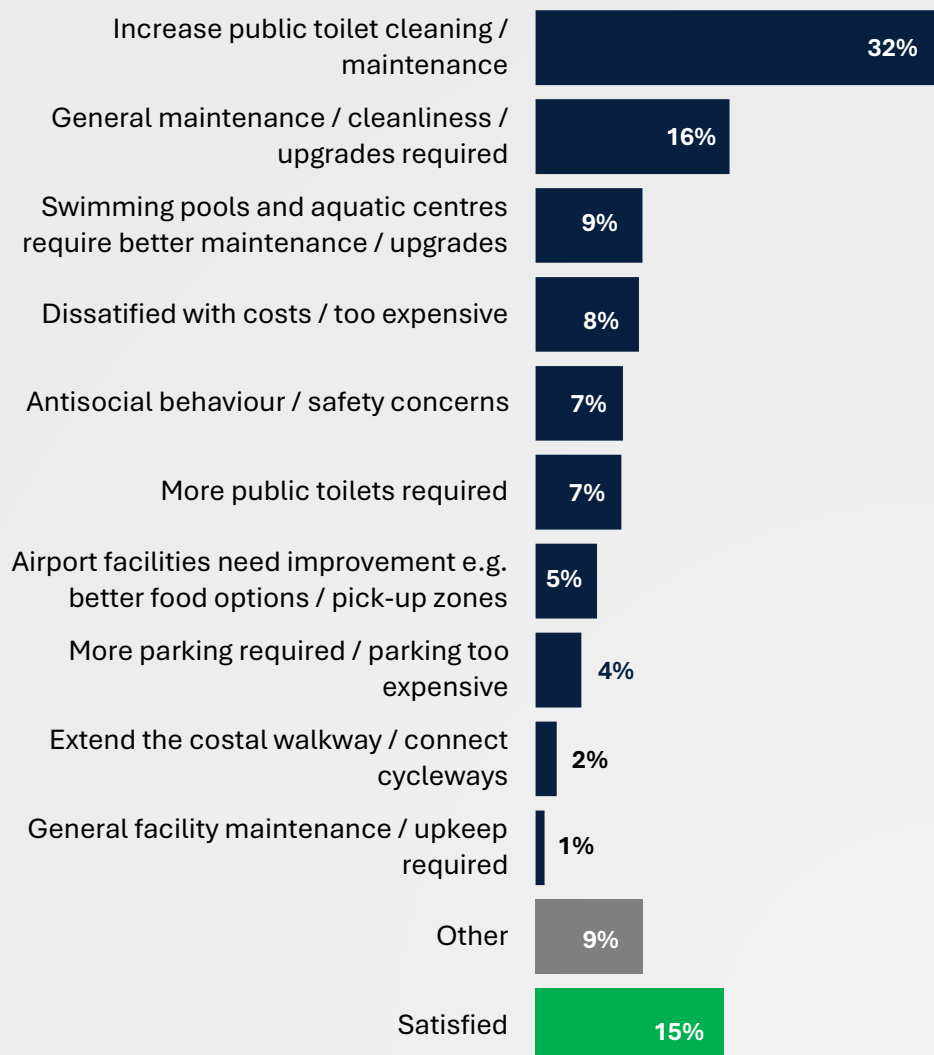
Significantly lower

Notes:

1. CF2. How would you rate your satisfaction with...

2. *Caution: Small sample size (n<30). Results are indicative only.

Suggested improvements to public facilities



- Generally a wonderful provision of events and facilities.
- The Waitara pools is probably the cleanest, tidiest space. It's a pity you don't advertise it more. Generally very good. Keep public toilets checked and cleaned regularly. Keep libraries and perhaps increase services offered.
- NPDC venues are great. I am proud to take visitors to see Pukekura, Len Lye, airport, Puke Ariki.
- I compare other Districts to New Plymouth District Council and their work here and feel proud, happy to pay for rates, my only comment is to ensure equity across the district.



- Make sure everything is kept clean at all times.
- Art gallery has so few Len Lye artworks showing at any time I have stopped taking visitors there.
- I don't like going to the library as there are regularly people drinking and or fighting nearby. Even early morning some days had been bad. It may have improved but it has been a deterrent to being in that area.
- User pay will go a long way to reduce the burden on New Plymouth Ratepayers. I pay for the swimming, use it 5 times a week no issue with paying for it. Why not charging for a book from the library or charging to go to the art gallery or museum?
- Some public toilets around town are always either dirty or have graffiti on them which makes it unpleasant to visit.

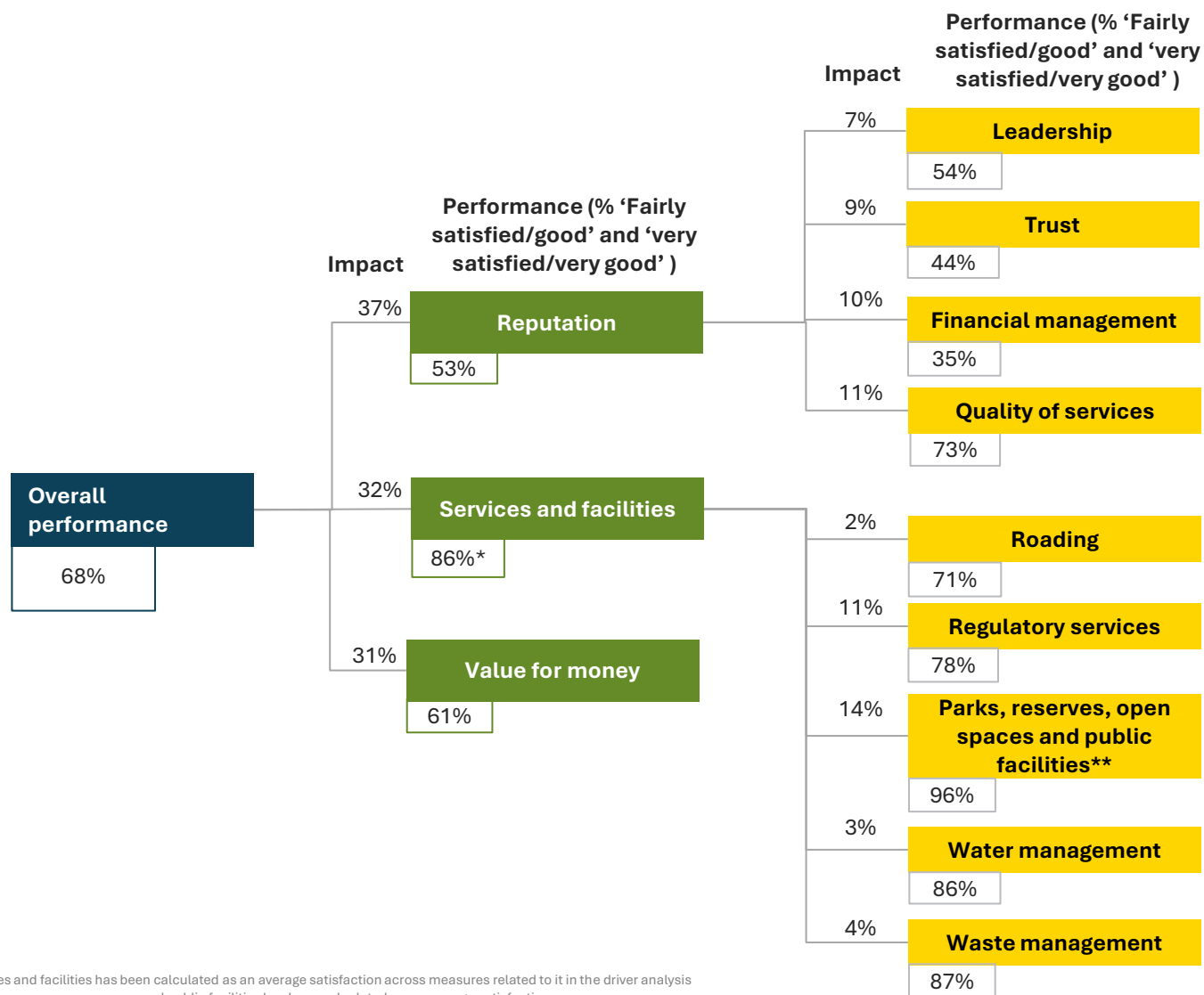
Notes:

1. CF4. In your opinion, what can be done to improve Council maintained public facilities overall? (event centres, toilets etc) n=145

Drivers of overall satisfaction

Drivers of overall satisfaction

- Driver analysis helps identify which attributes have the strongest relationship with residents' *Overall satisfaction* with Council. It looks beyond satisfaction scores alone and highlights which measures have the greatest influence on how residents rate Council overall.
- The driver analysis identified that *Reputation* has the highest impact on overall satisfaction, with an impact score of 37%. This means perceptions of Council's *Leadership*, *Trust*, *Financial management* and *Quality of services* are the greatest drivers of how residents feel about Council overall.
- Services and facilities are also important, with a 32% impact score, highlighting that day-to-day experiences with Council services such as *Water management*, *Waste management*, *Roading*, *Parks*, *open spaces* and *Public facilities* also strongly influence overall satisfaction.
- Value for money* has a very similar level of influence, with a 31% impact score, highlighting that how residents feel about rates, fees and how Council spends money is also a major factor in overall perceptions.

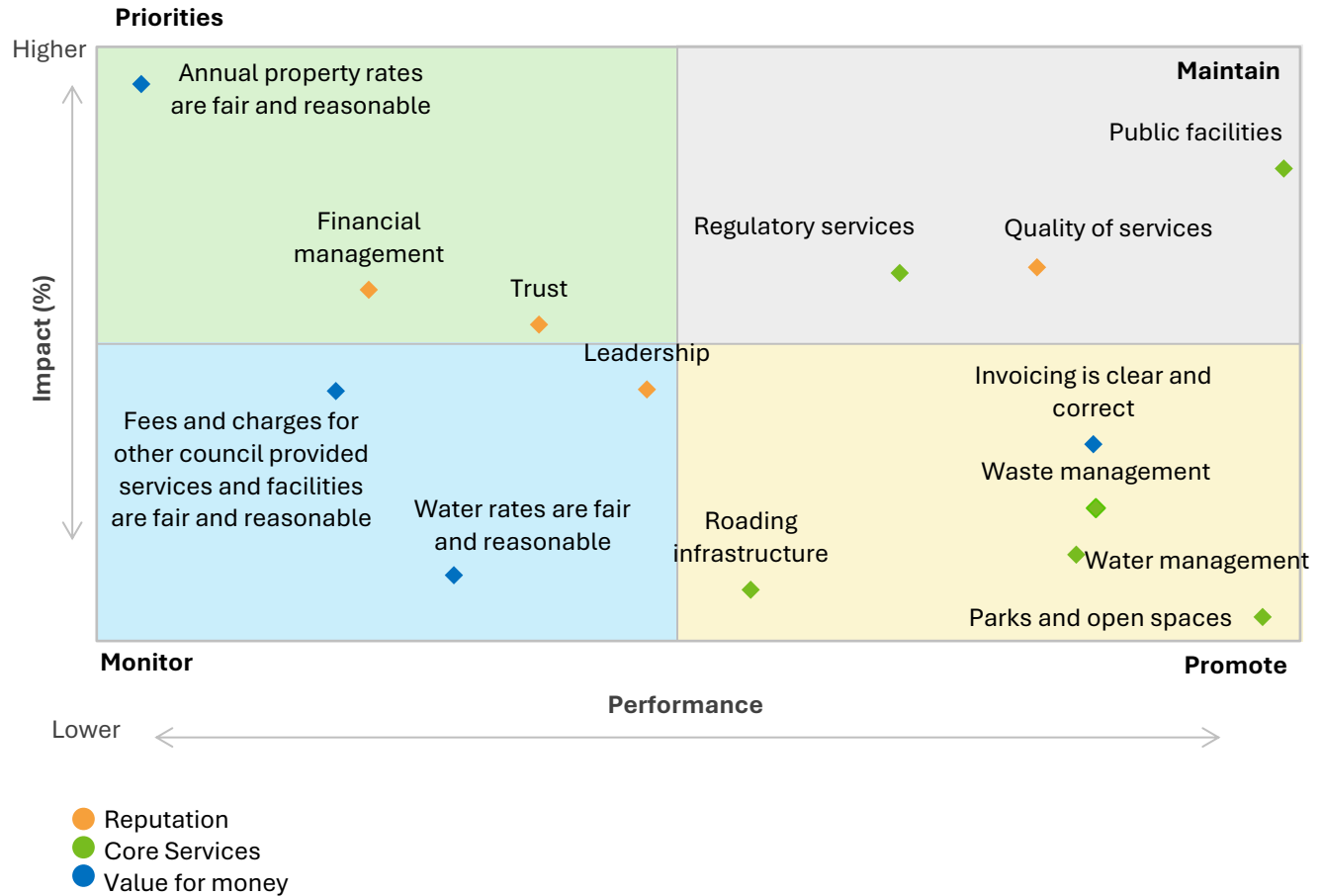


Notes:

- *Satisfaction with Services and facilities has been calculated as an average satisfaction across measures related to it in the driver analysis
- ** Satisfaction for Parks, reserves, open spaces and public facilities has been calculated as an average satisfaction

Opportunities and priorities: overall measures

- The matrix highlights the relationship between performance and impact. Performance is the proportion of residents who gave a positive rating, while impact highlights how strongly each measure is linked to overall satisfaction with Council. Aspects with lower performance but higher impact are the key priorities, because improving them is more likely to lift overall satisfaction. Aspects with high performance should generally be maintained, while lower-impact aspects can be monitored rather than prioritised first.
- The main aspects to focus on are *Annual property rates being fair and reasonable*, *Financial management*, and *Trust*. These should be considered together, as they all reflect how residents feel about Council's use of money, transparency, and whether decisions are being made in the best interests of the district.
- The verbatim comments support this finding. Residents frequently refer to the need to focus on core services, avoid unnecessary or 'nice to have' spending, keeping rates affordable, and improving transparency around spending and decision-making.



Notes:

1. Segments have been determined using the results from a set of five overall level questions

Communication and engagement

Interactions with Council

- Almost half (48%) of residents contacted Council in the past 12 months, and of those respondents, 78% were satisfied with how their enquiry was handled. Respondents' most prevalent form of contacting Council was via *Telephone* (49%) or *Email* (24%).
- Satisfaction is consistent across age, gender, ethnicity and ward, suggesting that residents' contact experiences are broadly similar across the district.
- The highest performing aspects of related measures are the *Ease of making an enquiry or request* and *How knowledgeable staff were*, both rated positively by 88% of residents. *Helpfulness of staff* is also rated highly (85%), however satisfaction is lower for the *Outcome achieved as a result of the contact* (78%), *The time taken to resolve the matter* (75%), and *Updates or follow-up meeting customer expectations* (72%).

- This is supported by feedback in the verbatim comments, with the most prevalent improvement theme reported as a *Need for better follow-up and communication* (42%), followed by *Improving customer service* (28%).

Engagement

- Residents receive Council information through a range of channels. The most prevalent sources are *Digital news platforms* (16%), *Council's website* (15%) and *NPDC Facebook* (13%). Other sources include *Letters to households* (11%), *Other social media* (10%), *Word of mouth* (9%), *Newspapers* (8%) and *Antenno* (6%). This illustrates that there is no single dominant channel, and residents rely on a mix of digital, direct, and informal sources for Council information.
- Satisfaction with access to Council information is reasonably high, with 83%

satisfied with the *Ease of access to Council information*. However, satisfaction is lower for *Council providing opportunities for residents to be involved in consultation* (68%).

- 59% believe there is enough information from the Council, while overall satisfaction with *Engagement and consultation* is slightly higher (67%).
- When asked what can be done to improve Councils consultation and engagement with the community, the most mentioned comments were the *Need for better communication and more communication channels* (34%). Other themes included calls for *More transparency and accountability* (19%), and the perception that *Council does not listen* (18%). Some residents stated that they believe that consultation does not matter because *Decisions have already been made* (12%), while others want *Councillors to better represent ratepayers rather than personal agendas* (10%).



Overall interaction with the Council in the past 12 months

78%

‘Fairly satisfied’ and ‘very satisfied’

22%

32%

46%

Not very satisfied (1-4)

Fairly satisfied (5-7)

Very satisfied (8-10)

Between demographics

Significantly higher

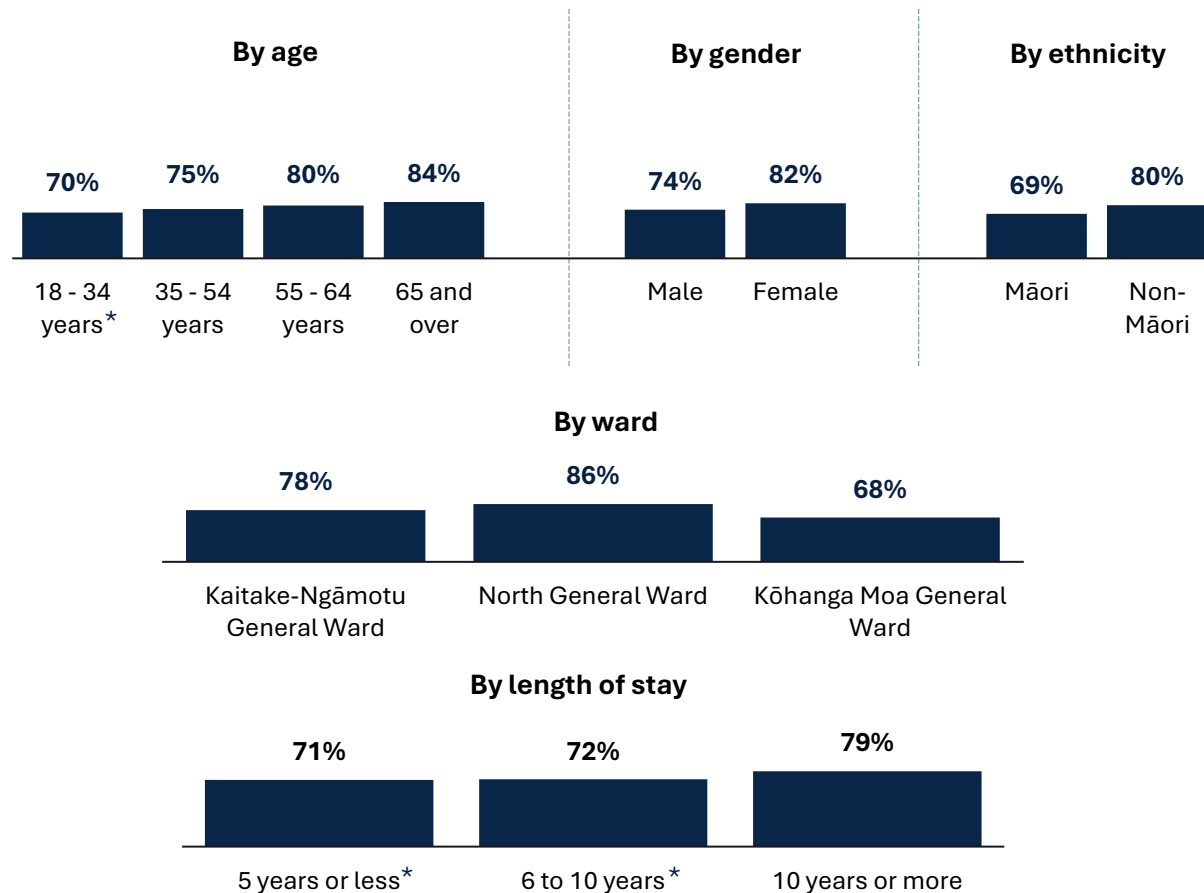
Significantly lower

Notes:

1. INT4. How would you rate Council overall for how well they handled your enquiry? n=209

2. *Caution: Small sample size (n<30). Results are indicative only.

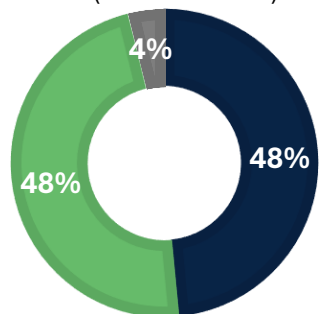
% ‘Fairly satisfied’ and ‘very satisfied’



Council interaction

Contacted Council

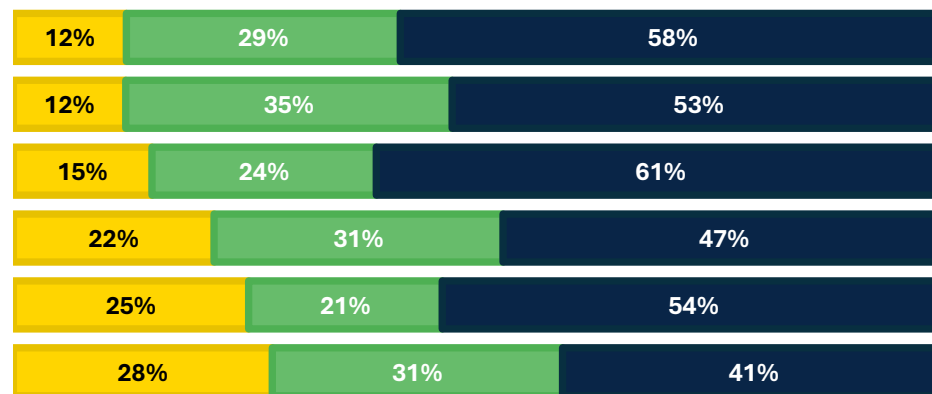
(last 12 months)



■ Contacted Council ■ No ■ Don't know



How easy it was to make enquiry or request (n=212)
 How knowledgeable the staff was (n=204)
 The helpfulness of staff (n=207)
 How long it took to resolve the matter (n=207)
 The outcome achieved as a result of contact (n=201)
 Updates and follow up meeting customer expectations (n=168)

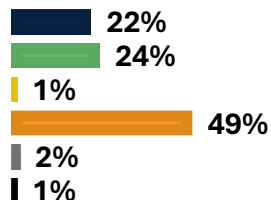


■ Not very satisfied (1-4)

■ Fairly satisfied (5-7)

■ Very satisfied (8-10)

Mode of Contact



■ In person at an office
 ■ Via email
 ■ Online
 ■ Telephone
 ■ Antenno
 ■ Other

Between demographics

Significantly higher
 Significantly lower

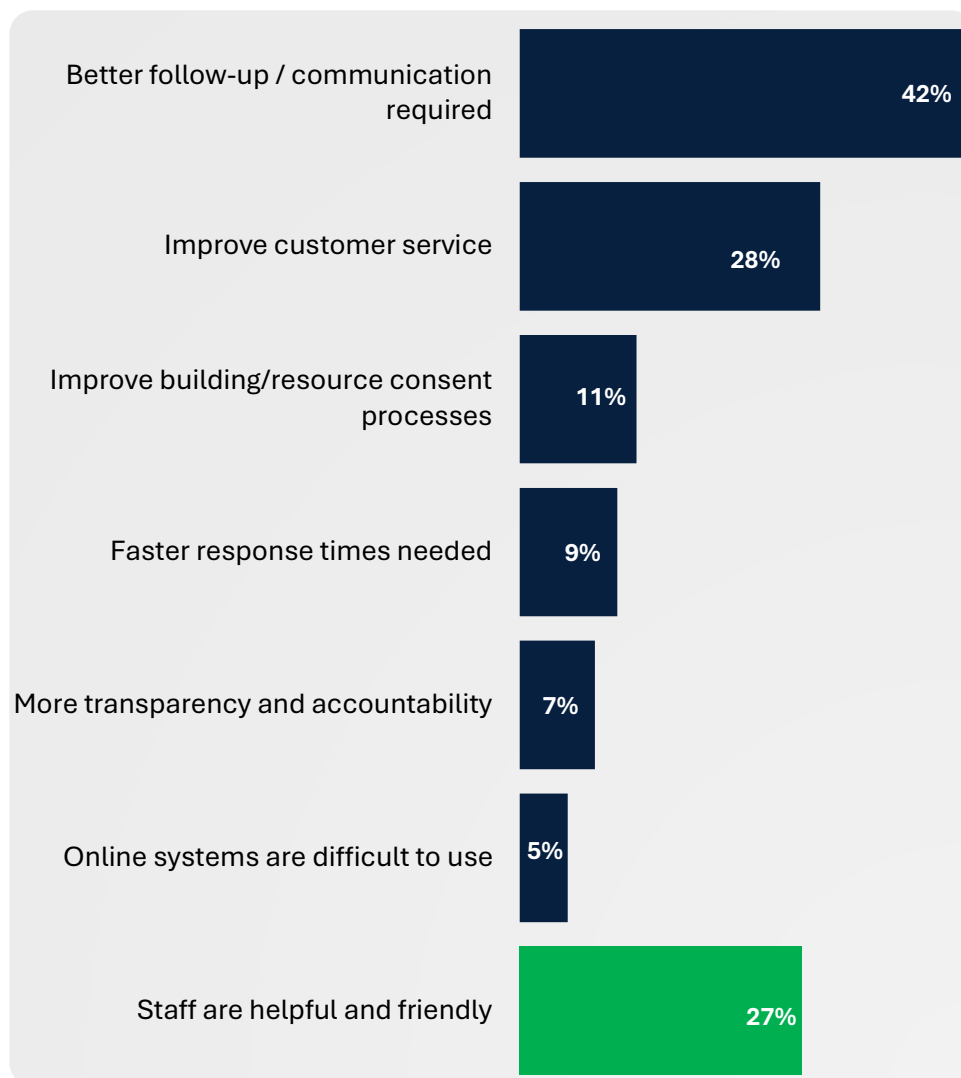
% 'Fairly satisfied' and 'very satisfied'

Year, age, ethnicity, location	2026	18-34 years	35-54 years	55-64 years	65 and over	Māori	Non-Māori	Kaitake-Ngāmotu General Ward	North General Ward	Kōhanga Moa General Ward
How easy it was to make enquiry or request (n=212)	88%	74%*	87%	92%	93%	81%	89%	88%	94%	80%
How knowledgeable the staff was (n=204)	88%	78%*	88%	90%	91%	79%	90%	87%	98%	80%*
The helpfulness of staff (n=207)	85%	68%*	86%	87%	91%	78%	87%	85%	94%	76%*
The outcome achieved as a result of contact (n=207)	75%	43%*	77%	82%	83%	72%	75%	75%	82%	66%*
How long it took to resolve the matter (n=201)	78%	58%*	81%	81%	85%	73%	80%	79%	86%	63%*
Updates and follow up meeting customer expectations (n=168)	72%	49%*	70%	78%	82%	58%	75%	72%	79%*	60%*

Notes:

1. INT1. Have you contacted the New Plymouth District Council within the last 12 months? n=409
2. INT2. Which best describes how you contacted the Council? Was it...? n=213
3. INT3. How would you rate your satisfaction with...
4. *Caution: Small sample size (n<30). Results are indicative only.

Suggested improvements to enquiry handling



Notes:

1. INT4. In your opinion, what can be done to improve council's enquiry handling? n=71



- The council staff are knowledgeable. Welcoming, positive and so good at their jobs.
- This enquiry was for a rates rebate. The service was fine.
- I only had a small easily dealt with transaction, which was handled promptly and courteously.
- Staff are excellent very attentive and making sure your questions are answered in a way you understand.
- The staff on the phone are very helpful, kind and friendly. I have to say it's refreshing ringing for support and having a real person on the line instead of an automated message.



- More prompt action on complaints after the initial contact with staff.
- They wouldn't listen to why it took so long for me to contact them, and the ticket was \$100 for stopping to offer an elderly lady a ride, unfortunately on a bus stop, and less than 1 minute.
- Actively enforce parking regulations around sports fields at weekends and after hours.
- Noise control is a joke. The "matrix" used to decide if noise is too loud (or not) is useless and not fit for purpose. Noise levels that cause genuine disturbance (i.e. loud bass music) are deemed not to reach the threshold.
- Previously we have had issues of people parking right up against the driveway. A hockey stick was drawn by the council. On one side. And then it started on the other side constantly like every week. Even a police car did it.

Source of Council information

16%

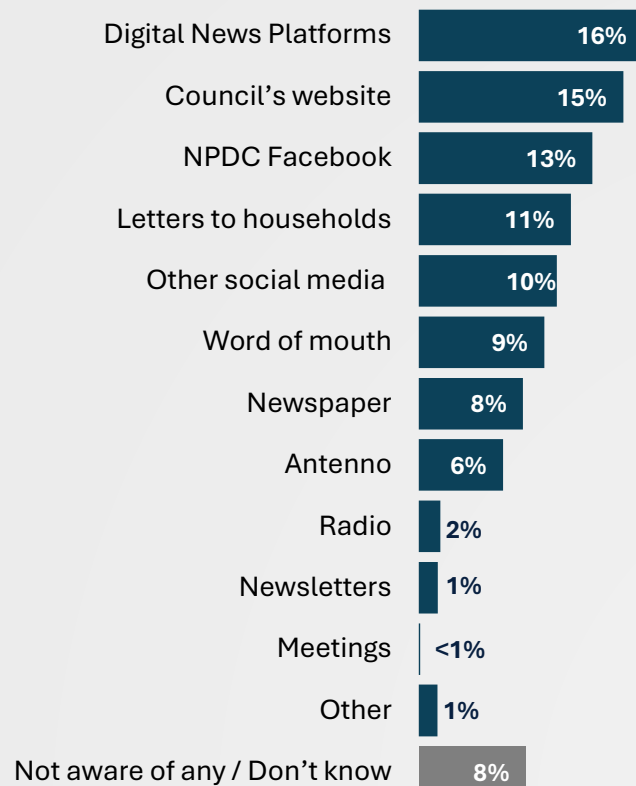
Rely on Digital News Platforms for
information about the Council

15%

Rely on Council's website for
information about the Council

13%

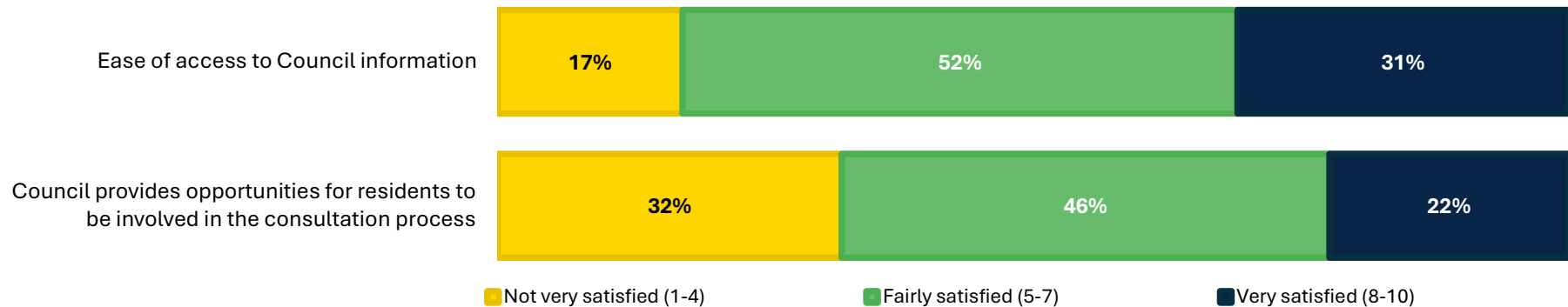
Rely on NPDC Facebook page for
information about the Council



Notes:

1. CE1. Which of the following do you MOST rely on for information about Council? [SINGLE RESPONSE] n=409

Council information and consultation



% 'Fairly satisfied' and 'very satisfied'

Year, age, ethnicity, location	2026	18-34 years	35-54 years	55-64 years	65 and over	Māori	Non-Māori	Kaitake-Ngāmotu General Ward	North General Ward	Kōhanga Moa General Ward
Ease of access to Council information	83%	79%	82%	85%	86%	77%	84%	82%	86%	83%
Council provides opportunities for residents to be involved in the consultation process	68%	58%	66%	68%	78%	67%	68%	69%	69%	59%

Between demographics

Significantly higher
Significantly lower

Notes:

1. CE3. How satisfied are you with Council for each of the following:

a. Ease of access to Council information n=344

b. Council provides opportunities for residents to be involved in the consultation process n=302

Overall Council information

59%

‘Enough’ and ‘more than enough’



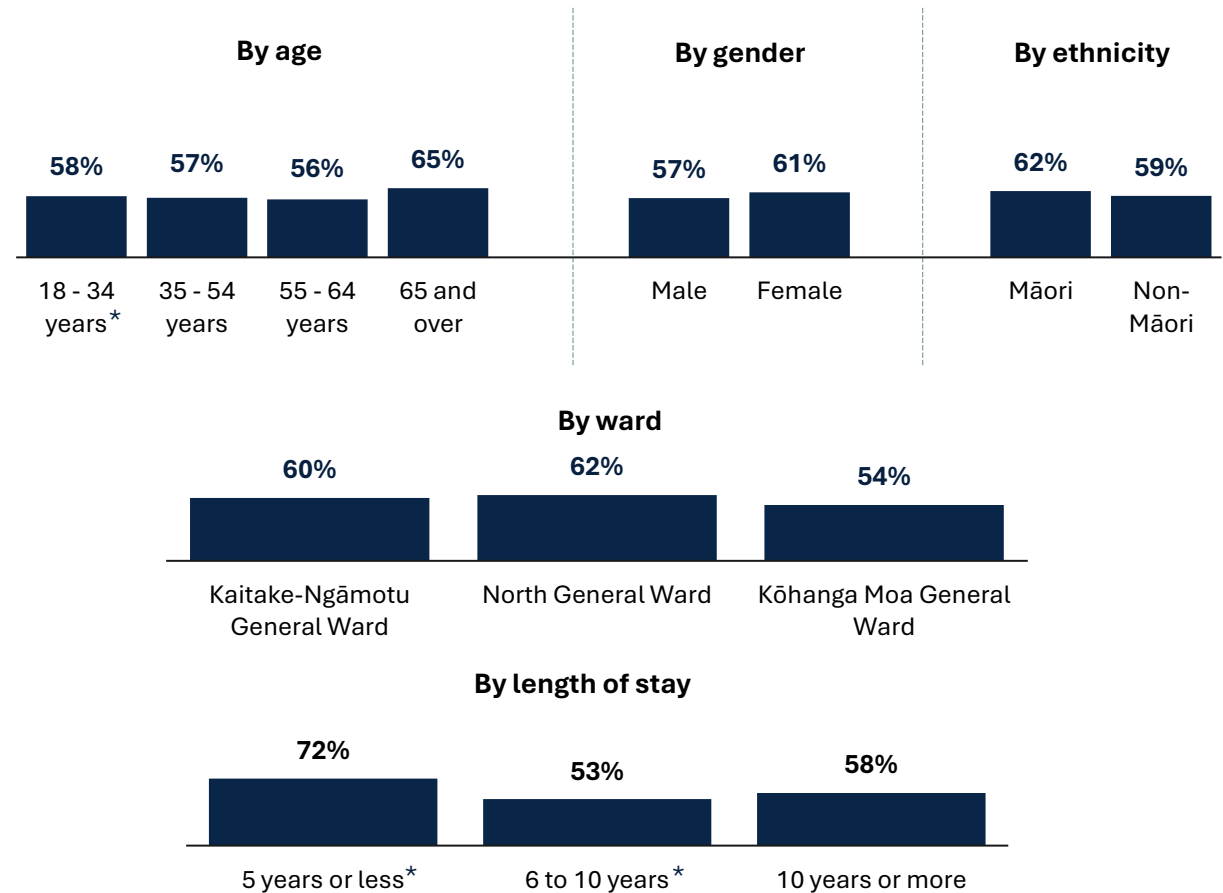
- Nowhere near enough (1-2)
- Not enough (3-5)
- Enough (6-8)
- More than enough (9-10)

Between demographics

Significantly higher

Significantly lower

% ‘Enough’ and ‘more than enough’



Notes:

1. CE4. Would you say that the information the Council supplies to the community is...? n=355

Overall engagement and consultation

67%

‘Good’ and ‘very good’



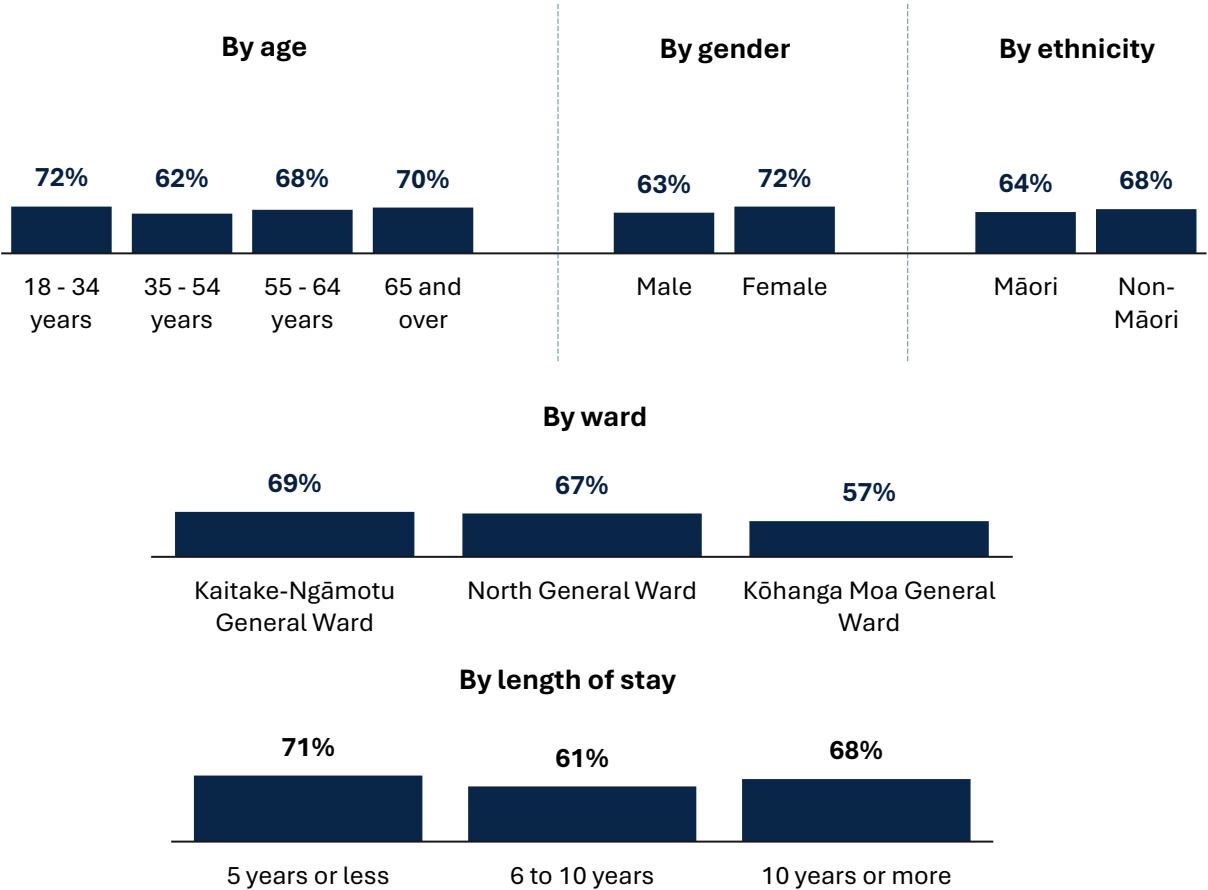
- Not very satisfied (1-4)
- Fairly satisfied (5-7)
- Very satisfied (8-10)

Between demographics

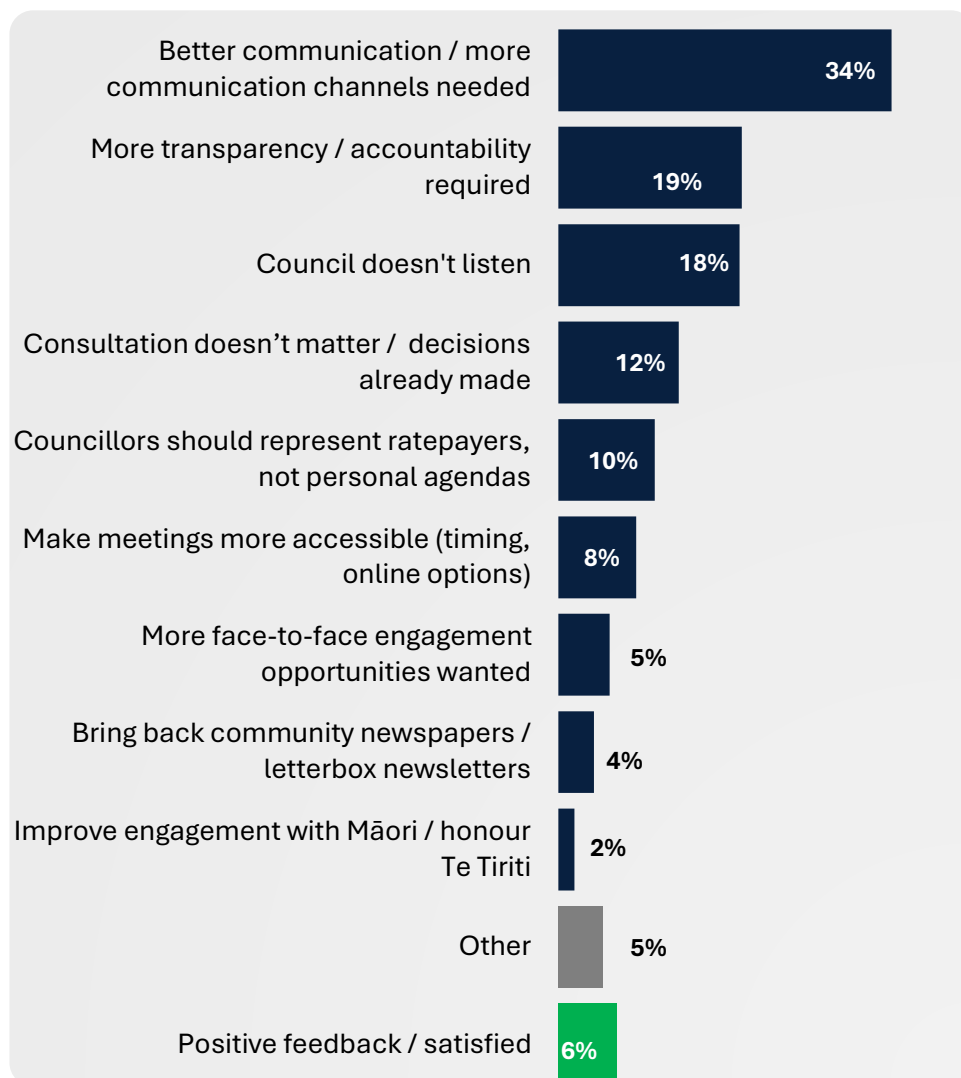
Significantly higher
Significantly lower

Notes:
1. CE5. Overall, how satisfied are you with Council’s engagement and consultation with the community? n=344

% ‘Good’ and ‘very good’



Suggested improvements to engagement and consultation



Notes:

1. CE6. In your opinion, what can be done to improve council's engagement and consultation with the community? n=128



- *They are doing fairly well.*
- *Feel sure it is probably adequate - I don't use social media or like platforms - but know how to contact the council if needed.*
- *Love the work that Community Development team are doing around Homelessness. Thank you...*
- *This new council does try to be more transparent than the previous...*
- *Engagement and consultation with the community has improved since the establishment of the Puketapu-Bell Block Community Board.*



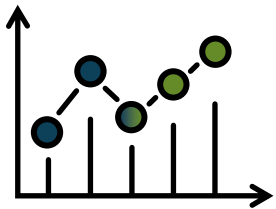
- *I never feel confident that what the public is told is actually what will eventuate.*
- *Provide more detailed information about projects. Be factual and stop trying to sugar coat things.*
- *Encourage feedback to community matters and listen to it.*
- *Be more open to the community rather than being secretive.*
- *Decisions are already made, consultation with public is cosmetic only.*
- *Antenno is a great start. Make use of that app to warn if consultation rounds come and when communication processes are started.*

General perception of the District

General perception of the District

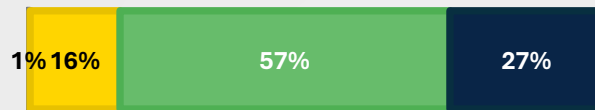
- Residents' perceptions of the District are generally positive, with 84% of residents rating their *Quality of life* as 'good' or 'very good'. This increases with age, from 74% among those aged 18-34 years and 82% among those aged 35-54 years, to 91% among both those aged 55-64 years and 65 years and over.
- Almost six in ten residents (57%) 'agree' or 'strongly agree' that the *District is going in the right direction*. Within age groups, agreement is lowest among those aged 35-54 years (48%), compared with 60% among those aged 18-34 years, 59% among those aged 55-64 years and 66% among those aged 65 years and over.
- Satisfaction with *The look and feel of the District* is high, with 83% of residents 'fairly' or 'very satisfied'. This is supported by high satisfaction across lifestyle-related measures, particularly *Access to the natural environment, including rivers, lakes, the mountain and the coast* (97%). Residents are also positive about the *Maintenance of the quality of the living environment, including litter control* (88%), the *Quality of urban landscapes and streets* (86%), and *Assistance and support to community groups* (85%).
- Verbatim comments about the direction and look and feel of the District highlight a mix of pride, concern, and desire for practical improvements. The most prevalent theme was a *Focus on core*

services and avoiding wasteful spending (33%). Other comments express dissatisfaction with Council, *Leadership, trust and decision-making* (19%), while some are hopeful for *Improvement under the new Mayor and Council* (12%). Residents also mention the need for *CBD revitalisation and attracting new businesses* (11%), *Economic concerns linked to the loss of the oil and gas industry and jobs* (10%), and *Concerns about rates increases* (9%). Positive feedback is also present, with 13% stating that they are satisfied or positive about the District.



84%

'Good' and 'very good'



Very poor (1-2) Poor (3-5)
Good (6-8) Very good (9-10)

Between demographics

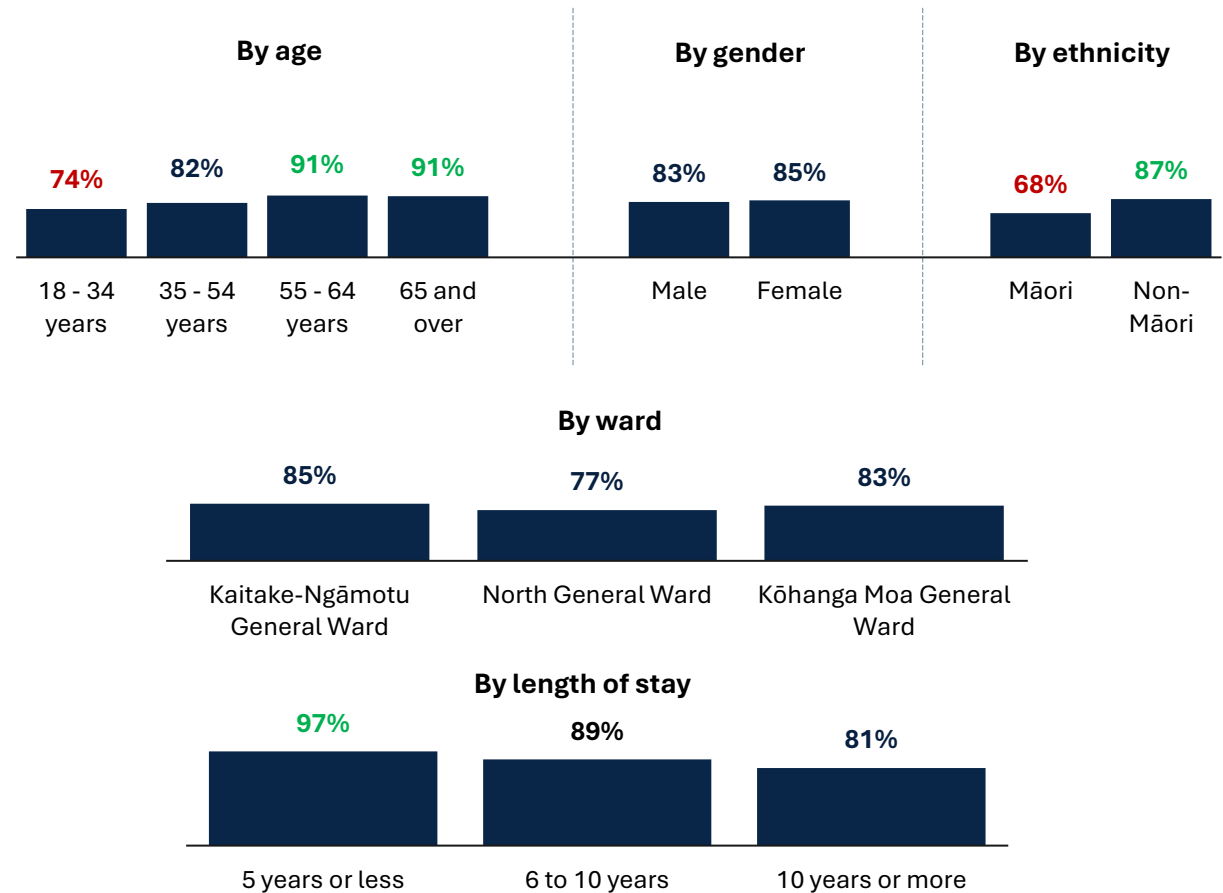
Significantly higher

Significantly lower

Notes:

1. GEN1. Would you say that, overall, the quality of life in the District is ...? n=394

% 'Good' and 'very good'



District going in the right direction

57%

'Agree' and 'strongly agree'



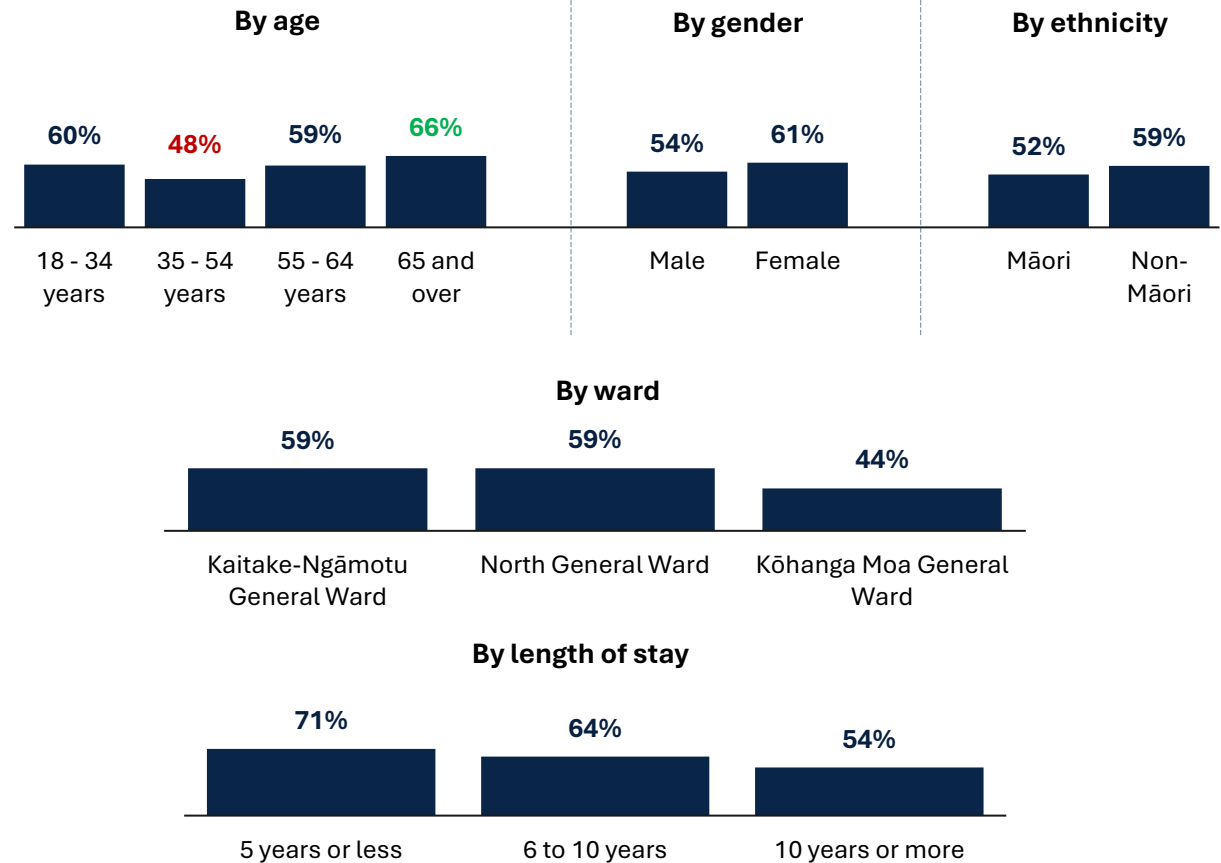
- Strongly disagree (1-2)
- Disagree (3-5)
- Agree (6-8)
- Strongly agree (9-10)

Between demographics

Significantly higher

Significantly lower

% 'Agree' and 'strongly agree'



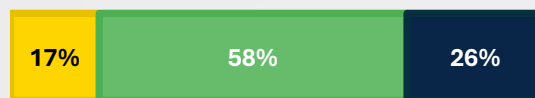
Notes:

1. GEN3. How strongly do you agree or disagree that the District is going in the right direction? n=355

Look and feel of the District

83%

‘Fairly satisfied’ and ‘very satisfied’



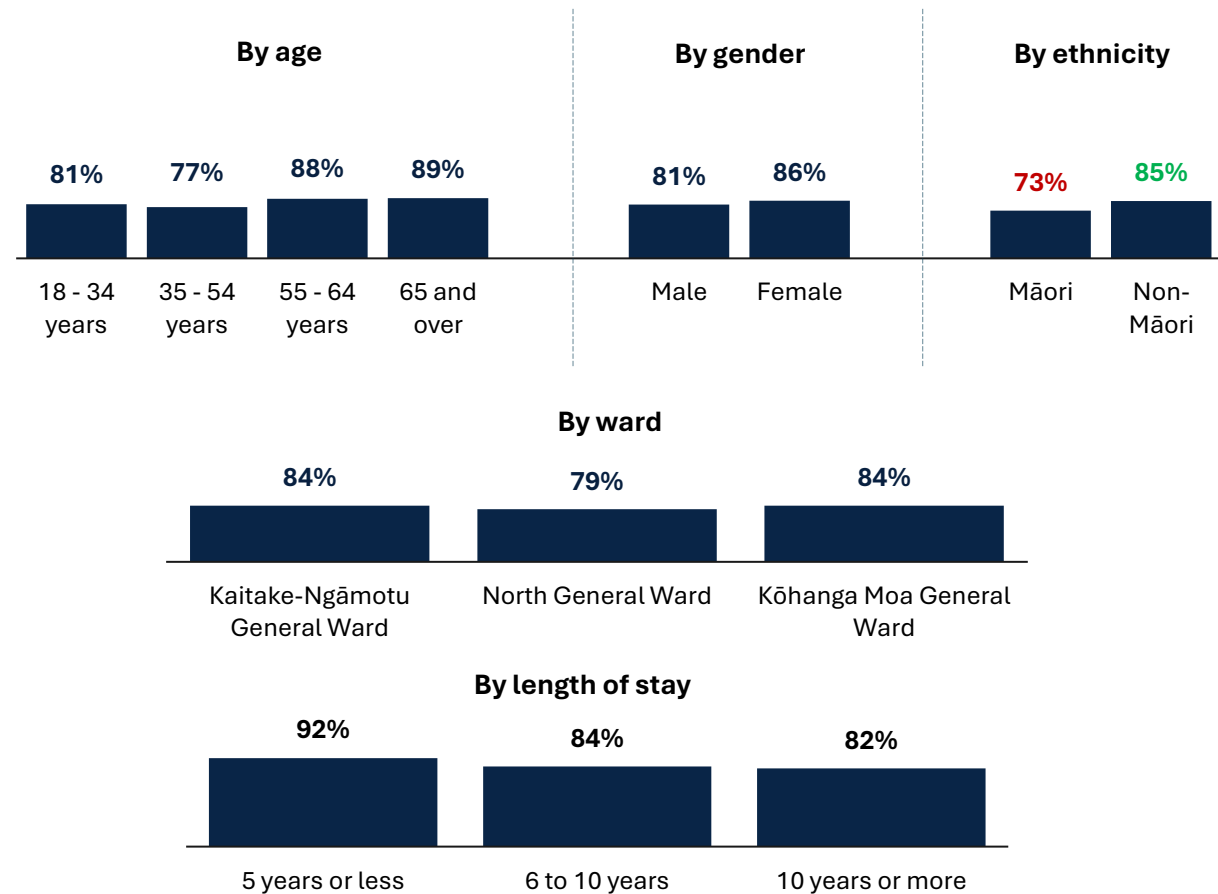
- Not very satisfied (1-4)
- Fairly satisfied (5-7)
- Very satisfied (8-10)

Between demographics

Significantly higher

Significantly lower

% ‘Fairly satisfied’ and ‘very satisfied’



Notes:

1. GEN4. How satisfied are you with the look and feel of the District? n=384

Access to the natural environment, including the rivers, lakes, the mountain and the coast



The maintenance of the quality of the living environment, including litter control



Quality of urban landscapes and streets



Assistance and support to community groups



Not very satisfied (1-4)

Fairly satisfied (5-7)

Very satisfied (8-10)

% 'Fairly satisfied' and 'very satisfied'

Year, age, ethnicity, location	2026	18-34 years	35-54 years	55-64 years	65 and over	Māori	Non-Māori	Kaitake-Ngāmotu General Ward	North General Ward	Kōhanga Moa General Ward
Access to the natural environment, including the rivers, lakes, the mountain and the coast	97%	96%	94%	99%	99%	91%	98%	97%	94%	98%
The maintenance of the quality of the living environment, including litter control	88%	87%	86%	94%	87%	73%	91%	88%	86%	91%
Quality of urban landscapes and streets	86%	86%	82%	90%	89%	80%	87%	88%	81%	83%
Assistance and support to community groups	85%	84%	77%	93%	92%	66%	90%	87%	78%	81%

Between demographics

Notes:

1. GEN2. How satisfied are you with the following?

Significantly higher

Significantly lower

a. Access to the natural environment, including the rivers, lakes, the mountain and the coast n=392

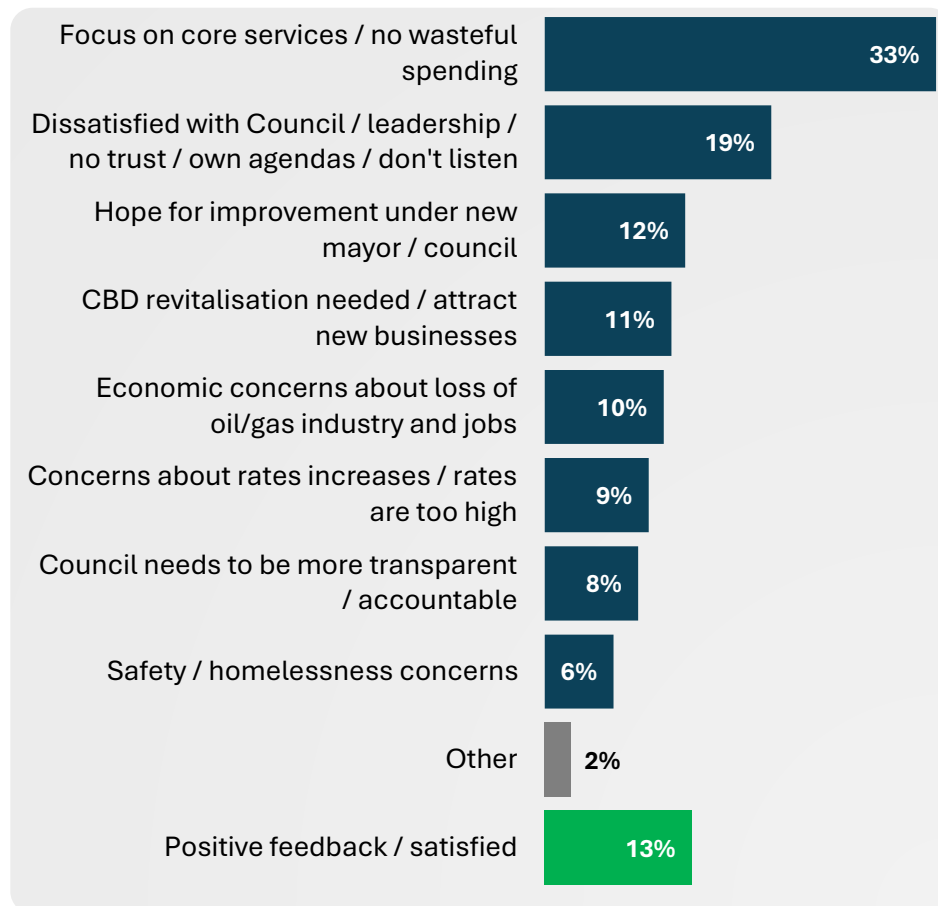
b. The maintenance of the quality of the living environment, including litter control. (This includes both the natural environment and the built environment) n=391

c. Quality of urban landscapes and streets n=390

d. Assistance and support to community groups n=274

2. *Caution: Small sample size (n<30). Results are indicative only.

Comments on direction District is going and look and feel



- A great place to live. I wish more residents could appreciate what they have here.*
- I think the District, as a whole, is doing as well as can be expected given the current economic climate.*
- I think comparing our council to others around the country ours is much better than most. Council is all about Governance and not politics and we are lucky that our council is closer to this than others. Where there is an opportunity to improve is the cities involvement.*
- New Plymouth has an awesome vibe and aesthetic. I'm proud to be living here. Look, nothing and nobody is perfect and we can always improve on things, but you're doing great.*



- I am hoping our new Council and Mayor listened to the voters last election. However, so far I have seen little evidence to encourage me.*
- As an older person, and surrounded by older people, trying to exit your gateway and watching children trying to cross a frantically busy road is a genuine concern.*
- Council should control where money is spent and our water should not have self appointed leader.*
- Get back to basics, dump the climate change nonsense and the 'cultural' pandering and the pointless vanity projects.*
- Region is going to suffer without the oil and gas industry.*

Notes:

1. GEN5. Do you have any comments or feedback you would like to provide regarding the direction that the District is going, or the look and feel of it? n=135

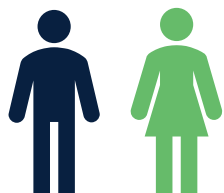
Sample profile

Sample profile (Weighted vs. Unweighted)

(n=409)

« TOC

Gender



	Male	Female
Weighted	48%	52%
Unweighted	47%	53%

Age

	Weighted	Unweighted
18-34 years	25%	13%
35-54 years	33%	33%
55-64 years	16%	19%
65 and over	26%	35%

Location

	Weighted	Unweighted
Kaitake-Ngāmotu General Ward	74%	72%
North General Ward	14%	13%
Kōhanga Moa General Ward	12%	14%

Ethnicity*

	Weighted	Unweighted
Māori	16%	21%
Non-Māori	84%	79%

Household Income

(per year)

	Weighted	Unweighted
Less than \$30,000	4%	5%
\$30,000 - \$60,000	21%	23%
More than \$60,000 and up to \$100,000	18%	19%
More than \$100,000	41%	36%
Don't know	6%	5%
Prefer not to say	10%	11%

Length of Stay

	Weighted	Unweighted
5 years or less	11%	10%
6 to 10 years	8%	8%
10 years or more	80%	82%

Notes:

1. *Multiple response

2. The weights stated for ratepayer status, and length of stay in New Plymouth District show the weighted profile of respondents after applying the four demographic weighting (gender, age, ethnicity, and location).



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