

SUMMARY OF COMMUNITRAK™ SURVEY RESULTS 2014

Including 2013, 2012 and 2011 results

New Plymouth District Council

This independent survey was undertaken by the National Research Bureau
14 - 23 February 2014 with approximately 400 people

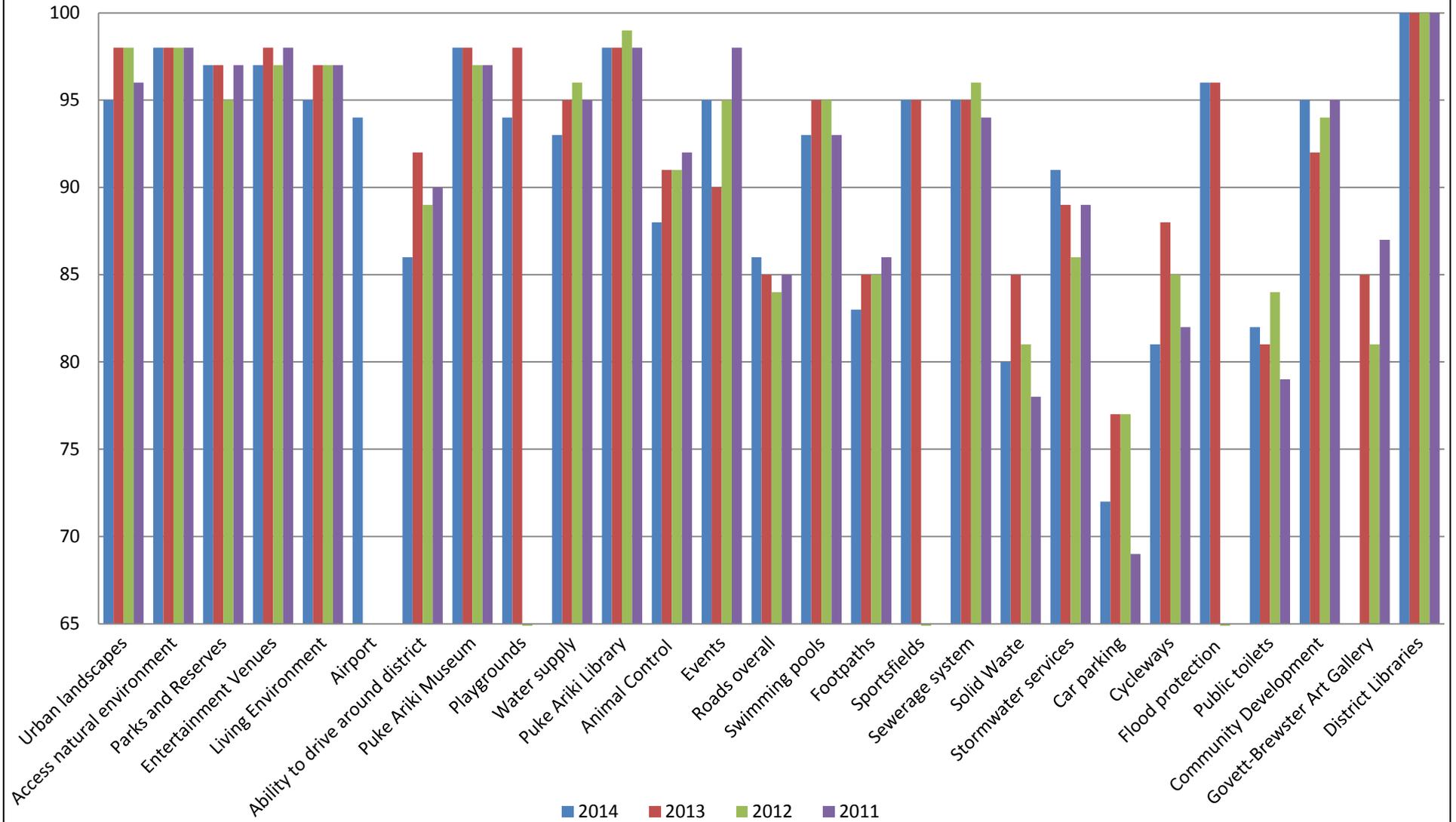
OVERALL SATISFACTION WITH COUNCIL SERVICES AND FACILITIES (including “Don’t Knows”)

	Very/fairly satisfied %				Not very satisfied %				Don't know/unable to say %			
	2014	2013	2012	2011	2014	2013	2012	2011	2014	2013	2012	2011
Maintenance & Presentation of Urban landscapes	94	97	96	95	5	2	2	4	2	1	2	1
Access to natural environment	95	96	96	95	2	2	2	2	3	2	2	3
Parks and Reserves incl Coastal Walkway & Pukekura Park	96	96	94	95	3	3	5	3	1	1	2	2
Entertainment Venues	93	95	94	95	3	2	3	2	4	3	3	3
Living Environment	90	92	91	93	5	3	3	3	5	5	6	4
Airport	89	n/a	n/a	n/a	6	n/a	n/a	n/a	5	n/a	n/a	n/a
Ability to drive around district	83	90	87	89	14	8	11	10	3	2	2	1
Museum at Puke Ariki	85	88	90	86	2	2	3	3	13	10	8	11
Playgrounds	82	87	n/a	n/a	5	2	n/a	n/a	13	12	n/a	n/a
Water supply	85	86	88	87	6	5	4	5	10	9	8	8
Library at Puke Ariki	80	85	86	84	2	2	1	2	18	14	13	14
Animal Control	81	85	87	87	11	8	9	8	8	7	5	5
Events	87	85	90	95	5	9	5	2	7	6	4	3
Roads overall	84	85	84	85	14	15	16	15	2	1	-	-
Swimming pools	80	84	84	81	6	4	4	6	14	11	13	13
Footpaths	78	83	81	83	16	15	14	13	6	3	6	4
Sportsfields	81	81	n/a	n/a	4	4	n/a	n/a	15	15	n/a	n/a
Sewerage system	78	80	81	79	4	4	3	5	19	16	16	15
Rubbish collection and disposal	75	80	77	75	19	14	18	21	6	5	4	4
Stormwater services	77	78	79	81	8	10	13	10	15	13	9	9
Car parking	71	76	75	68	27	23	23	30	2	2	1	2

	Very/fairly satisfied %				Not very satisfied %				Don't know/unable to say %			
	2014	2013	2012	2011	2014	2013	2012	2011	2014	2013	2012	2011
Cycleways	66	74	71	69	15	10	13	15	19	17	16	16
Flood protection	67	71	n/a	n/a	3	3	n/a	n/a	31	26	n/a	n/a
Public toilets	68	69	74	69	15	16	14	18	17	15	13	13
Community Development	61	68	67	72	3	6	4	4	35	26	29	24
Govett-Brewster Art Gallery	n/a	60	58	59	n/a	11	14	9	n/a	30	28	32
District Libraries	51	55	59	55	-	-	-	-	50	45	41	45

Some do not add to 100% due to rounding

Satisfaction with Services/Facilities % (excluding don't knows)



OUTCOMES

Is There Anything Council Has Done Well In The Past Year?

	2014 %	2013 %	2012 %	2011 %
Yes	52	49	58	65

Main things mentioned:

- Coastal Walkway/extensions to walkway/bridge completion 12% of all residents (15% in 2013)
- events/concerts/entertainment 11% (11% in 2013)
- good parks/reserves/playgrounds/upkeep and improvement 11% (5% in 2013)
- Council does a good job/good communication/information 5%

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

	2014 %	2013 %	2012 %	2011 %
Yes	50	48	49	45

Main things mentioned:

- expenditure on the Art Gallery/Len Lye/other artworks 11% of all residents (4% in 2013)
- poor consultation/communication/information/don't listen 6% (6% in 2013)
- condition of roads/maintenance of roads/other roading/traffic/cycling issues 5% (4% in 2013)
- parking issues/new parking system 4%
- rubbish collection/recycling services 4%

SERVICE OR FACILITY SPEND EMPHASIS

	2014 %	2013 %	2012 %	2011 %	Rank 2014	Rank 2013	Rank 2012	Rank 2011
Quality of public toilets	31	31	29	34	1	3	3	2
Airport	29	n/a	n/a	n/a	2	n/a	n/a	n/a
Availability of car parking the District	29	33	34	39	3	1	1	1
Quality and safety of footpaths	28	30	22	27	4	4	6	5
Quality of roads overall	27	31	29	31	5	2	2	3
Rubbish collection and disposal	27	22	22	24	6	7	5	7
Ability to drive around District quickly, easily and safely	27	26	25	27	7	5	4	6
Quality and safety of cycleways	21	21	20	29	8	8	8	4
Quality of entertainment, cultural and sporting events in the District	19	26	22	14	9	6	7	12
Community assistance	16	19	13	18	10	10	12	9
Quality of parks and reserves, including Coastal Walkway and Pukekura Park	15	15	14	19	11	13	9	8
District planning, control of building consents, subdivision and development	14	20	12	16	12	9	15	11
Public swimming pools	13	16	10	11	13	11	17	16
Quality of venues for entertainment, cultural and sporting events in District	12	16	14	n/a	14	12	10	n/a
Quality of playgrounds	12	12	n/a	n/a	15	15	n/a	n/a
Quality of sportsfields	10	11	n/a	n/a	16	19	n/a	n/a
Water supply	10	10	7	10	17	21	19	18
Stormwater services (excluding flood protection)	10	12	13	11	18	16	11	14
Animal control	10	12	12	11	19	17	14	17
Access to natural environment, including rivers, lakes, the mountain & coast	9	11	11	13	20	18	16	13
Sewerage system	8	13	10	17	21	14	18	10
Flood protection	8	8	n/a	n/a	22	23	n/a	n/a
Library at Puke Ariki	7	7	7	7	23	24	20	21
The maintenance and presentation of urban landscapes and streets	6	8	6	7	24	22	22	20
Community libraries, excluding the Puke Ariki library	6	11	7	10	25	20	21	19
Museum at Puke Ariki	5	5	5	5	26	25	23	22
I-site at Puke Ariki	2	2	2	3	27	27	25	23
The Govett-Brewster Art Gallery	n/a	4	3	3	n/a	26	24	24

RATES

92% of residents identify themselves, or members of their household, as ratepayers (88% in 2013).

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

	2014	2013	2012	2011
Very satisfied	20	25	18	23
Fairly satisfied	60	58	61	65
Not very satisfied	14	13	16	8
Don't know/unable to say	6	4	5	3

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

- spending on arts/Len Lye Centre/Art Gallery/Museum 5% of all residents (5% in 2013)
- waste money/overspend/wrong priorities/financial management 5% (3% in 2013)
- other services needing attention/expenditure 2% (3% in 2013)
- high rates/rates increases/too high for services received 2%

* multiple responses allowed

CONTACT WITH COUNCIL

42% of residents have contacted the Council offices in the last 12 months by phone, with 35% contacting the Council in person and 6% contacting the Council in writing. 10% have contacted Council by e-mail and 1% have contacted them by social media.

Overall, 57% of residents have contacted the Council in the last 12 months (54% in 2013).

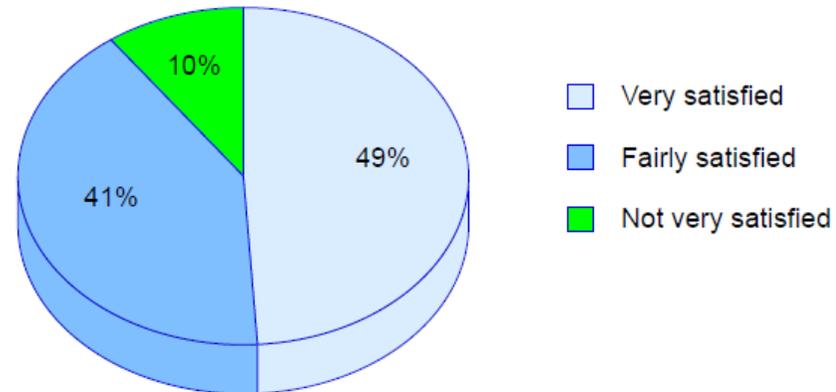
Rating of Council Staff in Terms of ...

	Very satisfactory/ Satisfactory		Neither/ Neutral		Very unsatisfactory/ Unsatisfactory		Don't know/Unable to say	
	2014	2013	2014	2013	2014	2013	2014	2013
Helpfulness†	92	90	2	4	6	6	1	1
Knowledge	87	85	4	3	8	8	2	4
Did the Council do what it said it would do?	70	72	4	2	14	12	12	14

Base = 226 (those residents who have contacted Council staff in the last 12 months)

† does not add to 100% due to rounding

Satisfaction With Overall Service Received When Contacting The Council Offices



Base = 226

LOCAL ISSUES

Council Actions

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

	2014 %	2013 %	2012 %	2011 %
Phone the Council offices	68	68	69	65
Visit the Council offices	17	17	19	18
Write a letter/send an email	3	4	2	4
Phone a Councillor	3	3	3	3
Phone a Community Board Member	4	3	2	4
Something else	3	4	1	1
Don't know	-	1	-	-
Phone the Mayor	1	-	2	2
Wouldn't contact/don't listen	1	-	2	2

Services And Facilities

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

- walkways/Coastal Walkway mentioned by 20% (23% in 2013) of all residents
- parks and reserves/recreational areas/well maintained/presented 22% (21% in 2013)
- events/entertainment/festivals/sporting events/free entertainment 9% (10% in 2013)
- Pukekura Park 8%

30% of residents were unable to comment (24% in 2013) and 2% say there are no services/facilities that the Council provides, that they feel the Council does the best (7% in 2013).

Of all the services and facilities that the Council provides, the main (multiple answers allowed) ones residents think it does the worst are ...

- roading mentioned by 6% (6% in 2013) of all residents
- rubbish collection/recycling/rubbish disposal 7% (5% in 2013)
- parking 5% (4% in 2013)
- Govett-Brewster/Len Lye Centre/expenditure on arts 6%

41% of residents were unable to comment (39% in 2013, 31% in 2012, 27% in 2011) and 15% say there are no services/facilities that Council provides, that they feel Council does the worst (13% in 2013, 23% in 2012, 25% in 2011).

Meeting The Needs/Aspirations Of The District

66% of residents feel that Council meets the needs and aspirations of the District [rating 7 to 10], while 5% feel the Council does not meet the needs/aspirations of the District [rating 1 to 4]. These readings are similar to the 2013 results.

% feel Council meets aspirations				% feel does not meet aspirations			
2014	2013	2012	2011	2014	2013	2012	2011
66	67	59	74	5	6	6	2

Perception of Safety

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

	2014	2013	2012	2011
Yes, definitely	53	46	40	37
Yes, mostly	45	53	59	62
Not really	2	1	1	1

Quality of Life

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

	2014	2013	2012	2011
Very Good	81	76	68	73
Good	18	21	29	25
Fair	1	3	2	2
Poor	-	-	1	1

Physical Activity

Walking

The mean (average) number of minutes residents (N=400) say they walk on each day of the week in an average week, for any reason is...

Mean Minutes	2014	2013	2012	2011
Monday	69	61	42	60
Tuesday	66	60	41	58
Wednesday	69	61	43	62
Thursday	65	57	41	59
Friday	68	58	40	57
Saturday	65	57	40	58
Sunday	62	54	34	49

Cycling

Have you cycled in the last year?

	2014 %	2013 %	2012 %	2011 %
Yes	41	41	41	27
No	59	59	59	73

Of those who have, how often?

	2014 %	2013 %	2012 %
At least once/week	46	55	49
Less often	54	45	51

Amongst the residents who cycle at least once a week (N=67), the mean (average) number of minutes they say they cycle on each day of the week in an average week, for any reason is ...

Mean Minutes	2014	2013	2012	2011
Monday	23	27	22	20
Tuesday	22	24	16	18
Wednesday	33	24	27	18
Thursday	29	19	22	21
Friday	26	24	24	15
Saturday	42	34	28	35
Sunday	29	27	25	33

INFORMATION

Main Source Of Information About Council

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

	2014	2013	2012	2011
Newspapers	74	77	77	74
Newsletters	5	6	5	5
From other people/hearsay	3	4	5	4
Radio	2	4	4	5
Council's website	6	2	4	4
Personal contact	3	2	2	3
Social media	2	1	n/a	n/a
Not aware of any	3	2	2	3
Others	2	2	1	2

Those residents (base = 308) who say newspapers are their main source of information (315 residents) give the following as the newspapers* they read ...

	2014	2013	2012	2011
The Daily News	88	90	91	88
The Midweek	70	76	71	75
Live magazine	18	15	n/a	n/a
The Waitara Angle	n/a	4	8	11
Opunake & Coastal News	5	4	2	6
The Stratford Press	4	2	2	5
Moa Mail	3	2	2	4
TOM Oakura	3	n/a	2	4
Others	1	3	3	7

* multiple responses allowed

Information Published By Council

Have you read information published by Council in the past 12 months?

	2014	2013	2012	2011
Yes	72	74	71	71
No	26	22	23	24
Unsure	3	4	6	5

The 75% (base = 299) who said they have, or were unsure, were then asked if they had seen or read each of the following sources of information, and say they have seen or read ...

	2014	2013	2012	2011
Ratepayers Quarterly Update	81	75	73	74
Info from Council Offices	31	37	29	30
Social media	12	7	n/a	n/a
Council website	43	36	35	37
7 Days	73	78	69	73

Did this improve your understanding of how rates are spent?

	2014	2013	2012	2011
Yes	72	73	69	79
No	15	14	20	13
Unable to comment	13	13	12	8