



NATIONAL RESEARCH BUREAU LTD

PO Box 10118, Dominion Road, Auckland 1446, New Zealand

Tel: (09) 6300-655, Fax: (09) 6387-846, Web: www.nrb.co.nz

To: Sarah Mako

From: Ken Sutton and Janette Simpson

Of: New Plymouth District Council

Date: 26 March 2015

Dear Sarah,

SUMMARY OF COMMUNITRAK™ SURVEY RESULTS

The following is a summary of your Communitrak™ survey results and, of course, detail will be provided in the report.

If you have any queries, please give one of us a call.

Kind regards,

Ken Sutton

Janette Simpson

NATIONAL RESEARCH BUREAU LTD

OVERALL SATISFACTION WITH COUNCIL SERVICES AND FACILITIES

	Very/fairly satisfied %	Not very satisfied %	Don't know/ unable to say %
The quality of parks and reserves, including the Coastal Walkway and Pukekura Park	96	3	1
Access to the natural environment, including the rivers, lakes, the mountain and the coast	95	2	3
Quality of the venues for entertainment, cultural and sporting events in the District	93	2	5
The maintenance and presentation of urban landscapes and streets, particularly flowerbeds and displays	91	8	1
Airport	90	5	5
Quality of entertainment, cultural and sporting events in the District	89	3	8
The quality of the New Plymouth District living environment is being maintained	89	5	6
Quality of roads overall	89	11	-
Ability to drive around the District quickly, easily and safely	87	11	2
Museum at Puke Ariki	86	3	11
Animal Control	86	5	9
Library at Puke Ariki	84	1	15
Quality of sportsfields	83	3	14
Quality and safety of footpaths	82	14	4
Water supply	81	8	11
Public swimming pools	80	8	12
Sewerage system	78	2	20
Quality of playgrounds	78	5	17
Stormwater services (excluding flood protection)	78	8	14
Availability of car parking in the District	75	24	1
Rubbish collection and disposal	72	21	7
Quality of public toilets	71	15	14
Quality and safety of cycleways	69	10	21
Flood protection	64	3	33
Community Libraries, excluding the Puke Ariki Library	54	1	45
Assistance Council gives to the community	54	7	39

The Main Areas Of Concern About Services/Facilities Are:

- availability of car parking in the District 24% of all residents are not very satisfied (27% in 2014)
- rubbish collection and disposal 21% (19% in 2014)
- quality of public toilets 15% (15% in 2014)
- quality and safety of footpaths 14% (16% in 2014)

The Main* Reasons Given For Being Not Very Satisfied With The Availability Of Car Parking In The District Are:

- not enough parking/ not enough in city centre/ need more, mentioned by 15% of all residents,
- parking too expensive/ meters too expensive, 6%,
- have to pay for parking/ need more free parking/ too many meters, 3%,
- parking restrictions/ need more long term parking, 2%.

* multiple responses allowed

SERVICE OR FACILITY SPEND EMPHASIS

	Spend More %
Availability of car parking the District	30
Rubbish collection and disposal	28
Quality of public toilets	25
Quality of roads overall	25
Airport	24
Quality and safety of footpaths	23
Ability to drive around District quickly, easily and safely	23
Quality of entertainment, cultural and sporting events in the District	21
Quality and safety of cycleways	18
Community assistance	17
Quality of parks and reserves, including the Coastal Walkway and Pukekura Park	16
Public swimming pools	15
District planning, control of building consents, subdivision and development	15
Water supply	14
Quality of playgrounds	14
Quality of the venues for entertainment, cultural and sporting events in the District	13
The maintenance and presentation of urban landscapes and streets, particularly flowerbeds and displays	11
Access to the natural environment, including rivers, lakes, the mountain and the coast	9
Community libraries, excluding the Puke Ariki library	8
Library at Puke Ariki	8
Stormwater services (excluding flood protection)	8
Quality of sportsfields	8
Sewerage system	7
Museum at Puke Ariki	6
Animal control	5
Flood protection	5
I-site at Puke Ariki	1

RATES

90% of residents identify themselves, or members of their household, as ratepayers (92% in 2014).

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

Very satisfied	23%	of all residents	(20% in 2014)
Fairly satisfied	59%		(60% in 2014)
Not very satisfied	16%		(14% in 2014)
Don't know / Unable to say	2%		(6% in 2014)

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

- spending on arts / Len Lye Centre / Art Gallery / Museum / should be user pays 8% of all residents
- waste money / overspend / priorities wrong / financial management 3%
- Cutting back of services / entertainment 2%
- Council administration / spending on themselves / overstaffed / high salaries 2%
- high rates / rates increases / too high for services received / unfair rating system 2%

* multiple responses allowed

CONTACT WITH COUNCIL

47% of residents have contacted the Council offices in the last 12 months by phone, with 33% contacting the Council in person and 6% contacting the Council in writing. 11% have contacted Council by email and 3% have contacted Council by social media.

Overall, 58% of residents have contacted the Council in the last 12 months (57% in 2014).

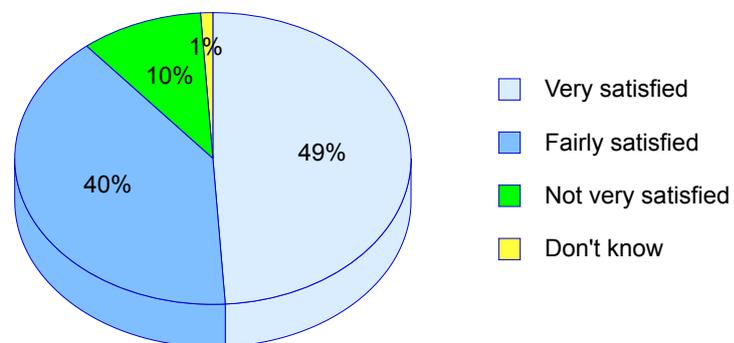
Rating Of Council Staff In Terms Of...

	Very satisfactory / Satisfactory %	Neither/ Neutral %	Very unsatisfactory / satisfactory %	Don't know / Unable to say / Not applicable %
Helpfulness	90	2	7	1
Knowledge	86	4	8	2
Did the Council do what it said it would do?	71	5	10	14

Base = 227*

* those residents who have contacted Council staff in the last 12 months

Satisfaction With Overall Service Received When Contact The Council Offices



Base = 227

LOCAL ISSUES

Council Actions

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

- phone the Council offices, mentioned by 64% of all residents,
- visit the Council offices, 21%,
- phone a Councillor, 5%,
- phone a Community Board member, 3%,
- write a letter / send an email, 3%,
- something else, 3%,
- wouldn't contact Council / don't listen / wouldn't do anything, 1%.

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 21% of all residents,
- parks and reserves / recreational areas / well maintained / presented, 20%,
- events / entertainment / festivals / sporting events / free events / family events, 12%,
- Pukekura Park, 8%,
- Puke Ariki / Puke Ariki Museum and Library, 6%.

* multiple responses allowed

24% of residents were unable to comment (30% in 2014) and 4% say there are no services / facilities that the Council provides, that they feel the Council does the best (2% in 2014).

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

- rubbish collection / recycling / rubbish disposal, mentioned by 8% of all residents,
- Art Gallery / Len Lye Centre / expenditure on the arts / Museum, 4%,
- roading, 4%,
- general maintenance of city / public areas / parks / playgrounds, 4%.

* multiple responses allowed

39% of residents were unable to comment and 13% say there are no services / facilities that Council provides, that they feel Council does the worst.

Meeting The Needs/Aspirations Of The District

64% of residents feel that Council meets the needs and aspirations of the District [rating 7 to 10], while 7% feel the Council does not meet the needs/aspirations of the District [rating 1 to 4]. These readings are similar to the 2014 results.

Perception Of Safety

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

Yes, definitely	63%	of all residents	(53% in 2014)
Yes, mostly	36%		(45% in 2014)
Not really	1%		(2% in 2014)

Quality Of Life

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

Very good	81%	of all residents	(81% in 2014)
Good	18%		(18% in 2014)
Fair	1%		(1% in 2014)
Poor	-		(-% in 2014)

Physical Activity

Walking

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

Day Of The Week	Mean Minutes
Monday	44
Tuesday	42
Wednesday	46
Thursday	42
Friday	43
Saturday	44
Sunday	43

* N=397 (excludes 4 residents who were unable to say)

Cycling

42% of residents say they have cycled in the last year, while 58% have not. Of those that have cycled, 45% say they do it at least once a week and 55% do it less often. Amongst the residents[†] who cycle at least once a week, the mean (average) number of minutes they say they cycle on each day of the week in an average week, for any reason is ...

Day Of The Week	Mean Minutes
Monday	19
Tuesday	20
Wednesday	26
Thursday	18
Friday	17
Saturday	21
Sunday	27

[†] N=67

INFORMATION

Main Source Of Information About Council

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

Newspapers	71%	of all residents
Council's website	8%	
Social media	6%	
Newsletters	4%	
Radio	3%	
From other people / hearsay	3%	
Personal contact	2%	
Not aware of any	1%	
Others	1%	

Those residents[†] who say newspapers are their main source of information give the following as the newspapers* they read ...

The Taranaki Daily News	88%
The North Taranaki Midweek	61%
Live Magazine	12%
Opunake & Coastal News	5%
The Stratford Press	4%
TOM Oakura	4%
Moa Mail	2%
Others	-%

* multiple responses allowed

[†] Base = 299

Information Published By Council

83% of residents say they have seen or read information published by Council in the last 12 months (72% in 2014), 16% say they haven't (26% in 2014), and 1% were unsure.

The 84% 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 ...

	2015 %	2014 %
Ratepayers' Quarterly Update - delivered to your home inside your rates notice	78	81
Information available from the Council offices	36	31
Social media	21	12
Council website	50	43
7 Days - the Council's weekly page in the Midweek	72	73

Base = 341

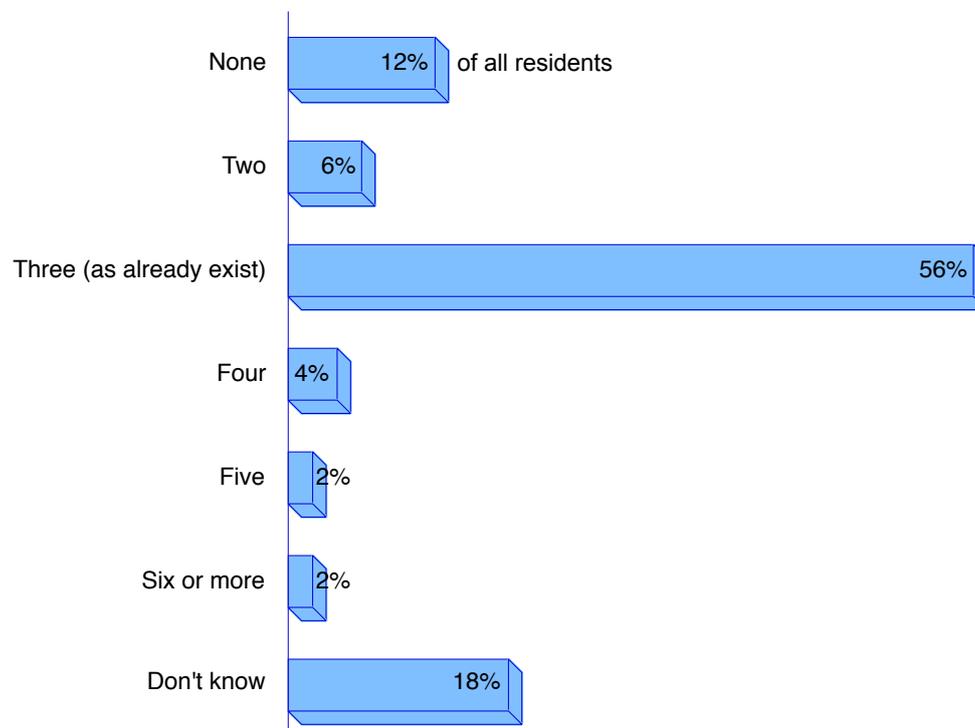
76% of residents* think these communications channels improve their understanding of how rates are spent (72% in 2014), while 18% do not (15% in 2014) and 6% are unable to comment (13% in 2014).

* the 84% of residents who have, or were unsure if they have, seen or read information published by the Council in the last 12 months (N=341)

ELECTORAL ISSUES

Number Of Wards

Currently the New Plymouth District is divided into three Wards. The number of Wards should be ...

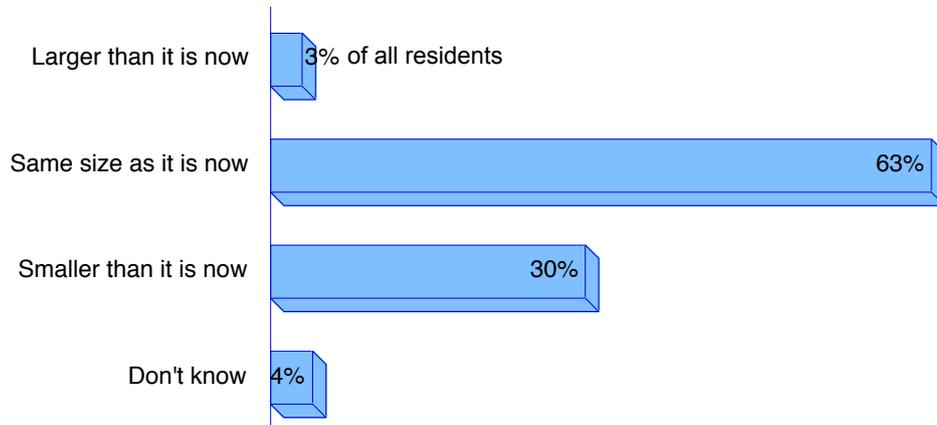


NB: the 'don't know' option was not read out

Size Of Council

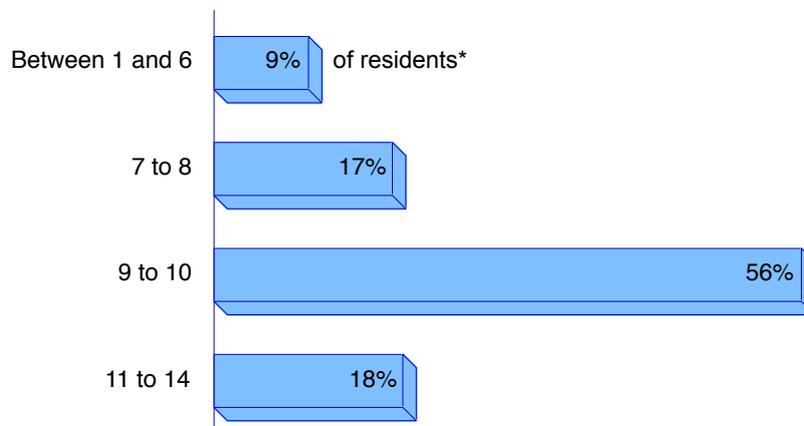
What Size Should Council Be?

The Council is currently made up of 15 elected representatives. The size of Council should be ...



How Much Smaller?

The number of elected representatives should be ...



* Base = 128 (those residents who said Council should be smaller)

Community Boards

There are currently four Community Boards in the District. The New Plymouth District ...

