



Central Hawke's Bay District Council Resident Opinion Survey 2019

Research Report | June 2019





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1 Key Research Findings



1 Key Research Findings



83%

were satisfied with the performance of Central Hawke's Bay District Council in the previous 12 months



92%

believe that Central Hawke's Bay District is a great place to live



59%

trust Council to do the right thing for the district and its communities



63%

are confident that Central Hawke's Bay District is going in the right direction

Top Performing Areas



96%

are satisfied with the services and facilities available at the libraries



96%

are satisfied with the cemeteries



94%

are satisfied with the parks & reserves



93%

are satisfied with the wastewater services



88%

are satisfied with the Council's economic and community development activities



85%

are satisfied with the stormwater drainage



82%

are satisfied with the drinking water supply

Lower Performing Areas



56%

believe the Council communicates well about Elected Council business



55%

thought the Council responded well to community needs and issues in the past twelve months

Comparative scores 2018/19

	Positive scores 2018	Positive scores 2019	
Roading, not including state highways	78%	78%	–
The cleanliness and provision of public toilets	91%	87%	▼
Cemeteries	98%	96%	▼
Council's economic and community development activities	89%	88%	▼
Swimming pools - being only the Waipawa Pool	79%	90%	▲
Libraries	96%	96%	–
Parks and reserves	96%	94%	▼
Solid waste services, that is, rubbish and recycling	85%	81%	▼
Animal Services	79%	85%	▲
Building consents and compliance	72%	77%	▲
Other compliance and monitoring	66%	91%	▲
Drinking water supply	81%	82%	▲
Stormwater drainage	87%	85%	▼
Wastewater	87%	93%	▲

**Note positive scores comprise of very satisfied + satisfied + neither satisfied nor dissatisfied as per 2018 to maintain trackability*

Council has responded to community needs and issues in the past 12 months	49%	55%	▲
How well has Council communicated about Council services	56%	64%	▲
And how well has the Council communicated about Elected Council business	47%	56%	▲

**Note positive scores comprise of well + very well as per 2018 to maintain trackability*

2 Research Design



2 Research Design

2.1 Research Context

In 2017, Council commissioned a comprehensive resident consultation programme, to help it better understand resident perspectives and aspirations. This consultation, known as Project Thrive, had significant influence on Council's Long Term Plan 2018 – 2028 (LTP). Research First was commissioned to conduct an establishment survey to establish baseline measures of Council performance on the goals in the LTP.

In April 2019, Research First was again commissioned to conduct the second Residents' Survey for Central Hawkes Bay Council to understand where and how it needs to improve and track the performance post the baseline 2018 survey.

2.2 Research Method

The 2019 Residents' Survey was also conducted using a mixed method telephone (CATI) and online survey approach (WAPI). The online survey gave an option for those with a preference to participate online and for those without landlines or not invited to take part as part of the random telephone sample.

To communicate the online survey to a wider audience graphics and visual communication was produced jointly by Research First and The Council to appeal to different sectors of the population. These visuals were promoted on various online channels including facebook pages (both Hawkes Bay Council & Research First's digital properties), via subscriber emails, on library screens etc. over the duration of the survey.

The fieldwork for the telephone survey ran from 13th May to 17th May and the online survey ran from 15th May up until 14th June. A combined total of 420 responses were achieved. The weighted sample size is 419.

Table 2.2.1 Responses achieved

	Number of Respondents	Percentage of Respondents
Phone	205	49%
Online	215	51%
Total	420	100%

Overall data is accurate to +/- 4.5% at the 95% confidence level (i.e. if 50% of respondents stated they were satisfied with a council facility then we could be 95% sure that between 45.5% and 54.5% of the entire population also feel this way).

In some cases, respondents chose to answer 'don't know' rather than rate a service or facility. Where this is the case, these responses have been removed from the analysis and subtotal of respondents calculated. Please note that:

- in certain cases, the sum of individual responses will not add up to totalled figures; this is due to rounding errors.
- where sample sizes are low, the findings should be treated with some caution.
- The positive scores for all individual measures have been calculated as per 2018 for the purposes of comparison. For example: satisfaction score= neither satisfied nor dissatisfied + satisfied + very satisfied.

The data tables have been weighted to match the District population according to 2013 Census figures.

2.3 Demographics of Research Participation

The following tables show the sample achieved and the demographic information obtained.

Table 2.3.1 By Age

	Total Achieved		Compared by Method		Weighted	Actual*
	Number of respondents	Percentage	Telephone (%)	Online (%)	Percentage	Percentage
15-24	20	5%	4%	5%	13%	13%
25-34	42	10%	6%	13%	12%	12%
35-44	58	14%	13%	15%	16%	16%
45-54	76	18%	15%	21%	19%	19%
55-64	111	26%	29%	24%	19%	19%
65+	113	27%	21%	17%	21%	21%
Total respondents	420	100%	205	215	419	

**As defined by Statistics New Zealand, subnational population estimates June 2017*

Table 2.3.2 By Gender

	Total Achieved		Compared by Method		Weighted	Actual*
	Number of respondents	Percentage	Telephone (%)	Online (%)	Percentage	Percentage
Female	263	63%	109	154	50%	50%
Male	156	37%	96	60	50%	50%
Unsure	1	-		1		
Total	420	100%	205	215	419	

**As defined by Statistics New Zealand, subnational population estimates June 2017*

Table 2.3.3 By Location

	Total Achieved		Compared by Method		Weighted
	Number of respondents	Percentage	Telephone (%)	Online (%)	Percentage
Urban or township	294	70%	66%	73%	71%
Rural area + coastal community	126	30%	34%	27%	29%
Total	420	100%	205	215	

Table 2.3.4 By Ratepayers

	Total Achieved		Compared by Method		Weighted
	Number of respondents	Percentage	Telephone (%)	Online (%)	Percentage
Yes	372	90%	89%	90%	87%
No	43	10%	11%	10%	13%
Total	420	100%	205	215	

Table 2.3.5 Time lived in Central Hawke's Bay

	Total Achieved		Compared by Method		Weighted
	Number of respondents	Percentage	Telephone (%)	Online (%)	Percentage
5 years or less	81	19%	12%	26%	22%
6 to 10 years	42	10%	8%	12%	9%
More than 10 years	297	71%	80%	62%	69%
Total	420	100%	205	215	

3 Overall Performance



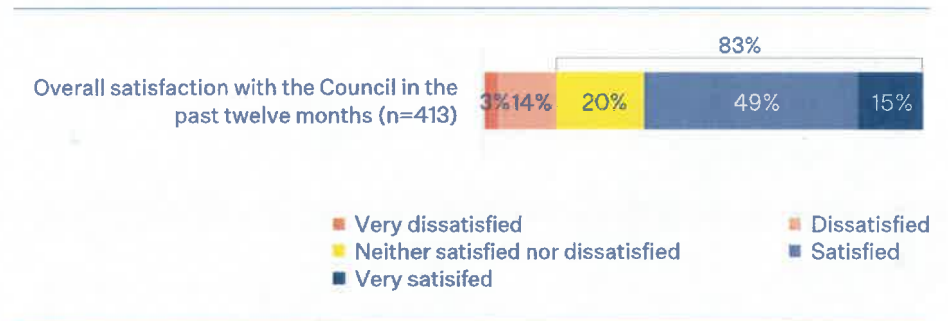
3 Overall Performance

3.1 Satisfaction with overall performance of the Council

Residents were asked how to rate their overall levels of satisfaction with the performance of the Council over the last twelve months. 83% residents were satisfied overall, which is along the lines of the satisfaction score in 2018.

- Only 17% were dissatisfied or very dissatisfied
- More than half the survey takers were satisfied or very satisfied (63%) which is higher than what was achieved in 2018.

Figure 3.1.1 Satisfaction with overall performance of the Council in the past 12 months



* Excluding don't know responses

3.2 Suggested Improvements

Residents were asked to list three improvements they would like to see in the services and facilities the Council provides. The top three improvements they would like the Council to focus on are:

- Roothing/Traffic control
- Water supply/Quality
- Rubbish/Recycling

In 2018 the key improvement areas stated were in relation to roading/traffic control, wastewater and water supply. There were also 10% mentions made on the swimming pool and 13% on beautification/cleanliness of the District.

Table 3.2.1 Suggested improvements by Residents - Top 10 mentions (n=419)

Areas of improvement	Percentage (weighted)	Number of respondents
Roothing/ Traffic control	29%	119
Water supply/quality	24%	103
Rubbish/ Recycling	17%	81
Footpaths	8%	37
Wastewater/ Sewage ponds	9%	37
Rates	7%	31
Stormwater/ drainage	7%	30
Communication/ consultation	7%	30
Council spending/ management	7%	29
Parks/ playgrounds/ reserves	5%	23
Don't know/ No suggestions	24%	87

"Footpaths are a priority. In Takapau some streets haven't got them and have never had them. There are houses on the street but no footpaths, and they should have concrete instead of tar-seal."

"Rural Roothing. It's far too rough and have very uneven surfaces. Widening of edges on some roads, especially those that currently are sealed but too narrow for two-way traffic, e.g. Te Kura Road (east of Otane), Makaroro Road. It is also unsafe for cyclists/pedestrians."

"Fix all the storm water drains. Most have outdated pipes which are rusted/corroded. We regularly see water leaks on footpaths and the roads. It takes 2-4 weeks before anything has been fixed"

4 Community Leadership



4 Community Leadership

4.1 Governance

Residents were asked to rate how well they believed the Council performed in:

- Communicating about Council services
- Communicating about Elected Council business
- Responding to community needs and issues

Ratings on all three aspects of Council communication have improved in comparison to last year, and the highest rating was provided to how well the Council has communicated about its services, with 64% giving it a positive score.

Figure 4.1.1 Council communication about needs, issues & council business

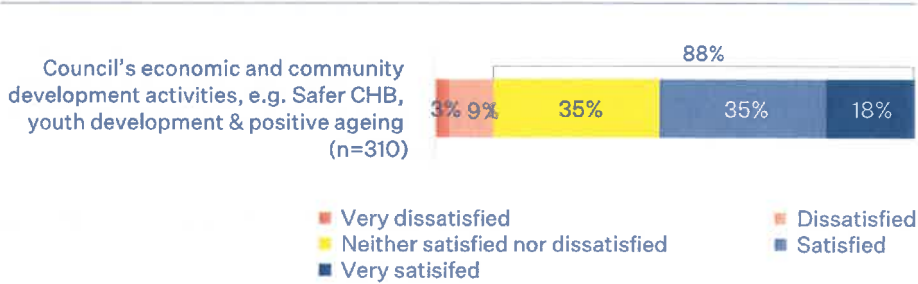


* Excluding don't know responses

4.2 Economic & Social Development

Residents were asked to rate how satisfied they are with Council’s economic and community development activities. The results state that 88% are satisfied with these activities which is a minor drop from 89% last year. However, 35% suggest they are neither satisfied nor dissatisfied which could indicate limited engagement or knowledge about the Council’s focus areas.

Figure 4.2.1 Satisfaction with Economic and Community Development Activities



* Excluding don't know responses

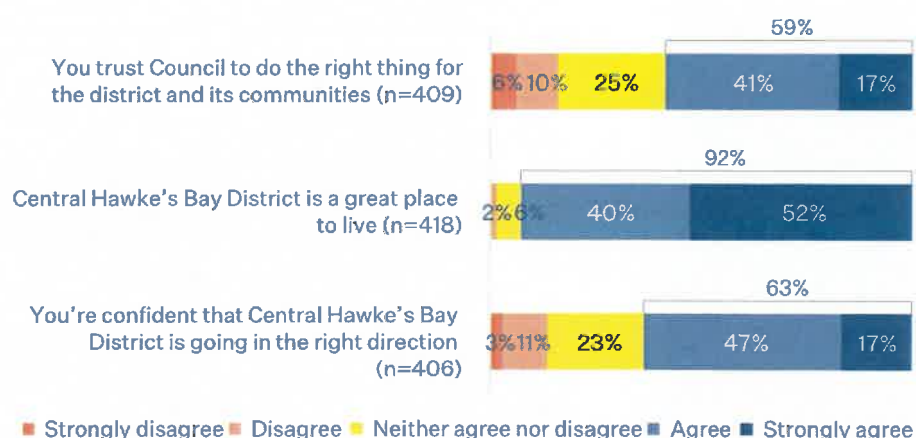
4.3 Other Perceptions of the Council

Residents were presented with the following series of statements about the Council and Central Hawke's Bay and asked to rate their levels of agreement:

- You trust the Council to do the right thing for the District and its communities
- Central Hawke's Bay District is a great place to live
- You are confident that Central Hawke's Bay District is going in the right direction

92% of residents agree that Central Hawke's Bay is a great place to live and over half of them show trust (59%) and confidence (63%) in the Council.

Figure 4.3.1 Perceptions about the Council and District



* Excluding don't know responses

5 Planning and Regulatory



5 Planning and Regulatory

5.1 Animal Control

Survey takers were asked if they used animal services and then, if so, asked to rate their satisfaction with them. 14% of residents who utilised these services were asked about their satisfaction. 85% stated they are satisfied which is an increase compared to 79% in the previous year.

Figure 5.1.1 Use of Animal Services/Facilities (n=419)

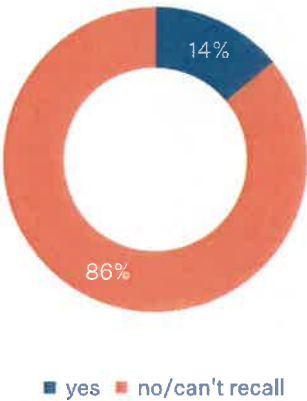
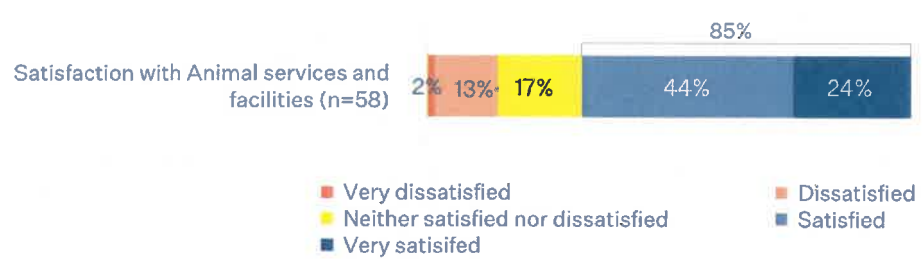


Figure 5.1.2 Satisfaction with Animal Services



* Excluding don't know responses

5.2 Compliance and Monitoring

Residents were asked if they have used Council compliance services, and if so how satisfied they are with compliance.

The results mention

- 21% have used building consents and compliance services
- 8% of residents have used other compliance or monitoring services

Figure 5.2.1 Building consents and compliance (n=419)

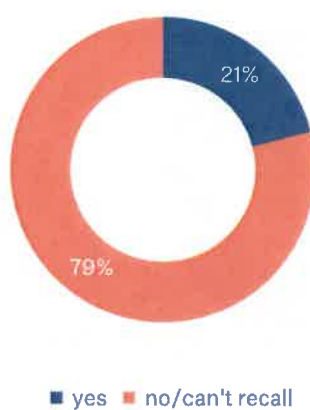
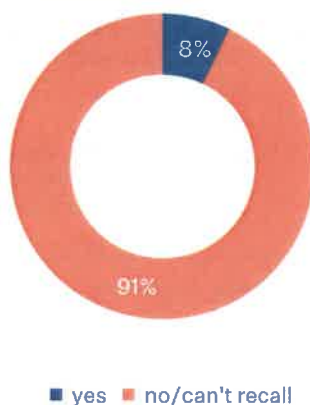
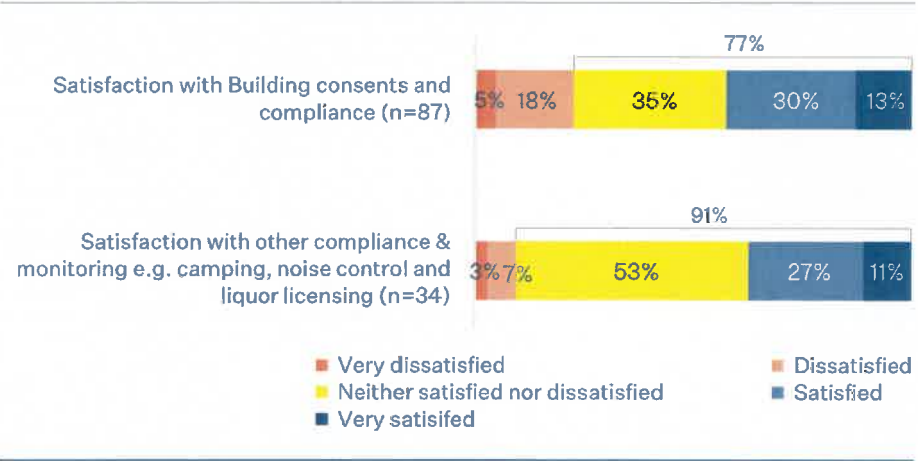


Figure 5.2.2 Other compliance and monitoring e.g. camping, noise control liquor licensing (n=419)



The results indicate that over three quarters (77%) of users are satisfied with building consents and compliance services while 91% are satisfied with other compliance and monitoring services.

Figure 5.2.3 Satisfaction with compliance services



* Excluding don't know responses

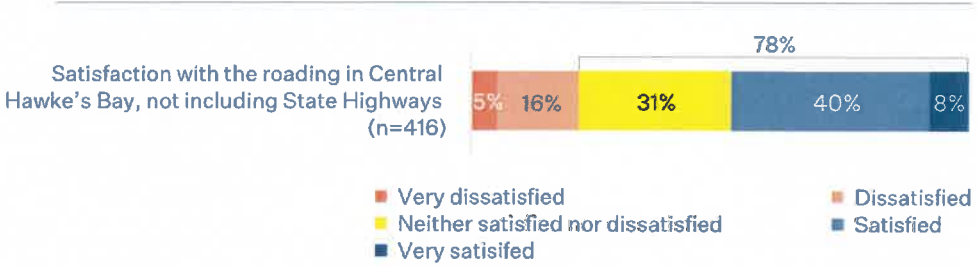
6 Roding and Transport



6 Roothing and Transport

The survey asked residents to rate their satisfaction with the roading in the district, excluding state highways. 78% stated they are satisfied, which is in line with the previous year's data.

Figure 6.1 Satisfaction with roading, not including state highways



** Excluding don't know responses*

7 Solid waste



7 Solid waste

Residents were asked to rate waste services such as waste transfer stations, kerbside rubbish & recycling services if they have used them.

- 56% have used kerbside rubbish collection services
- 46% have used kerbside recycling collection services and
- 77% have used a waste transfer station

Figure 7.1 Use Kerbside rubbish collection services (n=419)

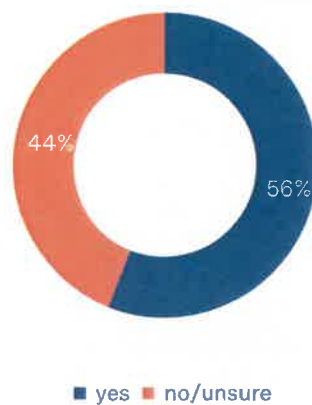


Figure 7.2 Use of Kerbside recycling collection services (n=419)

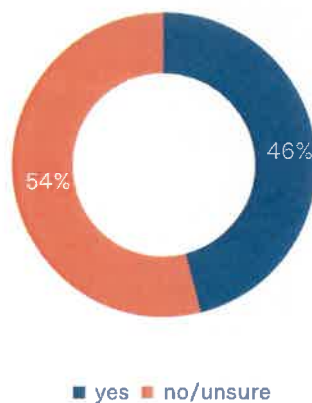
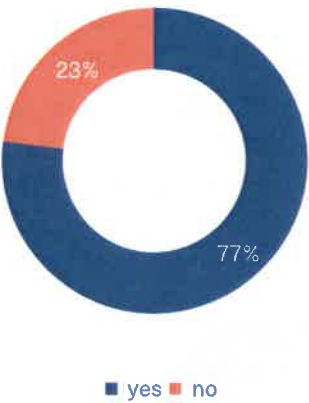
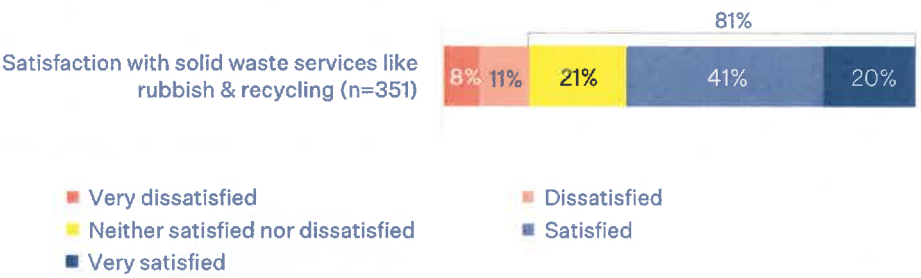


Figure 7.3 Use of a waste transfer station (n=419)



Out of the people who used these services, overall 81% respondents are satisfied with solid waste services, while 21% stated they are neither satisfied nor dissatisfied.

Figure 7.4 Satisfaction with solid waste services



* Excluding don't know responses

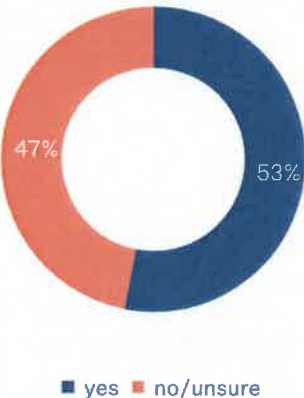
8 Water Services



8 Water Services

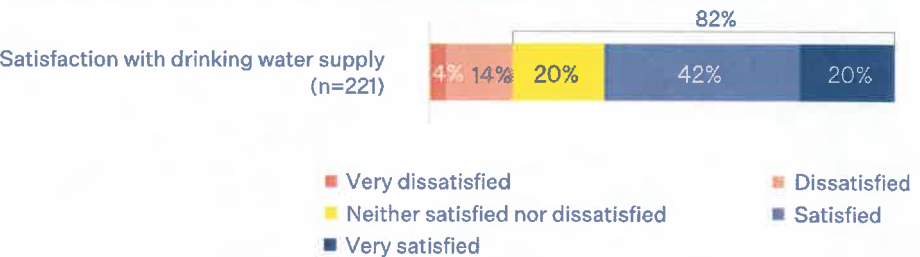
53% of residents have access to drinking water supply by the Council.

Figure 8.1 Provision of drinking water supply (n=419)



82% of the residents who use Council’s drinking water supply are satisfied with the service, which is similar to last year’s score.

Figure 8.2 Satisfaction with drinking water supply



* Excluding don’t know responses

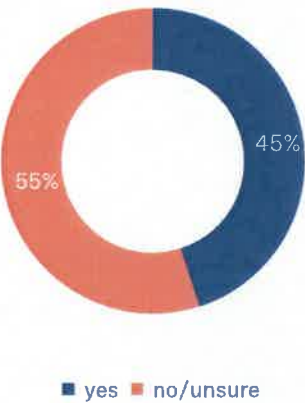
9 Wastewater and Sewerage



9 Wastewater and Sewerage

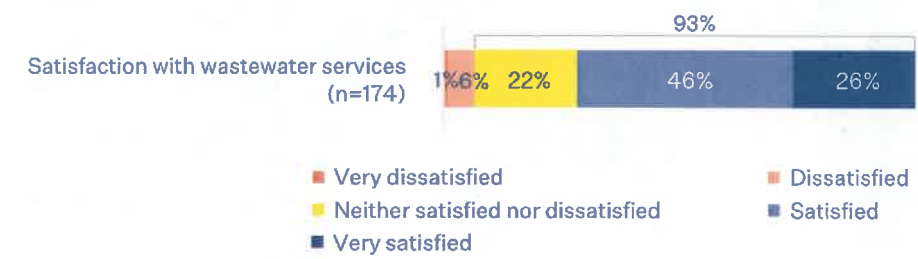
45% of the survey takers mentioned that the Council provides them with wastewater and sewerage services.

Figure 9.1 Provision of wastewater services (n=419)



When asked to rate their satisfaction, 93% of those who use this service were satisfied with it, which is higher in comparison to last year (87%).

Figure 9.2 Satisfaction with Wastewater services



* Excluding don't know responses

10 Stormwater

10

10 Stormwater

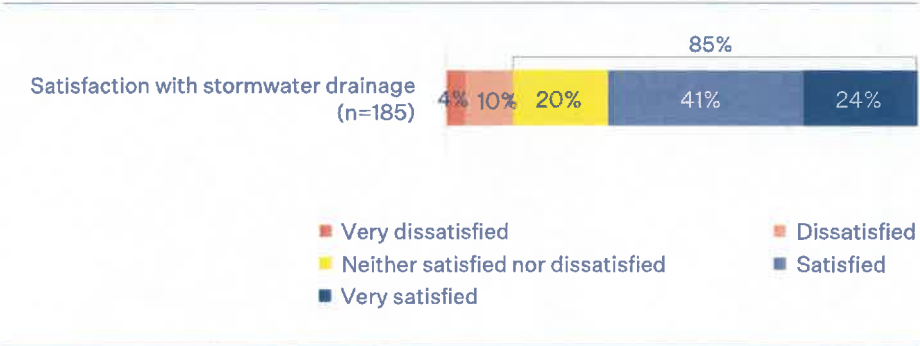
Out of all the survey takers, 53% mentioned they use the Council’s stormwater drainage.

Figure 10.1 Provision of Stormwater drainage (n=419)



When asked to rate their satisfaction levels, 85% said they are satisfied which is slightly short of last year’s score of 87%.

Figure 10.2 Satisfaction with Stormwater drainage



* Excluding don’t know responses

11 Recreation and Community Facilities



11 Recreation and Community Facilities

11.1 Parks, Reserves & Swimming Pools

Residents were asked if they have visited or used facilities at parks and reserves in the district, and if so how satisfied they are with them. Non-users were asked why they hadn't used these services in the area.

- 81% said they used/visited parks & reserves
- The biggest reason for not using them is lack of interest (24%)

Figure 11.1.1 Use of parks & reserves

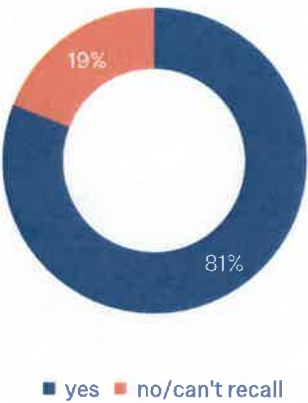
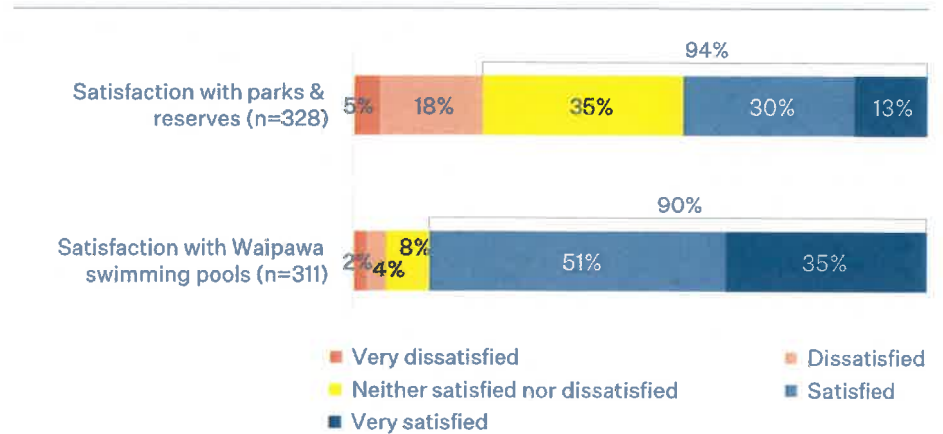


Table 11.1.2 Reasons for not using Parks & Reserves (n=85)

Reasons	Percentage (weighted)	Number of responses (unweighted)
No interest in using parks and reserves generally	24%	20
I prefer to exercise elsewhere (beach, farm, garden)	18%	17
They are too far away from me	16%	13
Don't have time	13%	10
Nothing there to attract me/my family	6%	5
Other	37%	32

94% of residents (who use this service) are satisfied with the parks & reserves. 90% are satisfied with the swimming pool which is a major increase from the 2018 score of 79%.

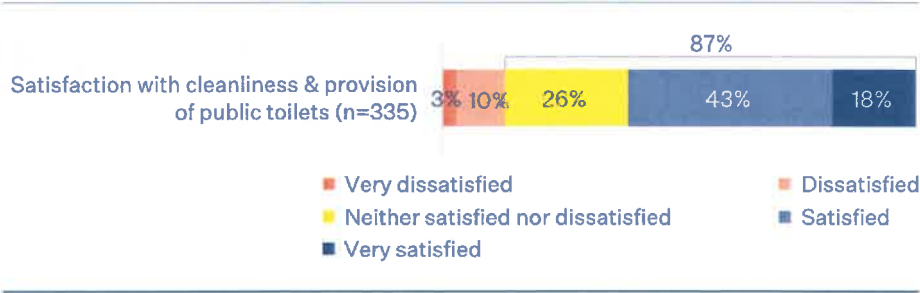
Figure 11.1.3 Satisfaction with Swimming Pools, Parks & Reserves

* Excluding don't know responses

11.2 Public Toilets

Residents were asked how satisfied they are with the cleanliness and provision of public toilets. In 2019, 87% are satisfied in comparison with 91% in 2018 which is a slight drop in scores.

Figure 11.2.1



* Excluding don't know responses

11.3 Libraries

Residents were asked if they had used a library in the past 12 months, and if so how satisfied they are with them. Non-users were asked why they had not used libraries.

The results indicate 59% of residents surveyed use the library facilities. The primary reason given for not using the library was that they did not have the time to visit or use the online services (24%).

Figure 11.3.1 Use of Libraries

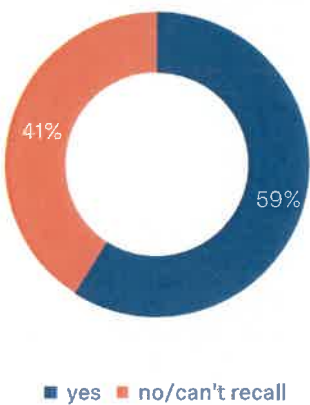
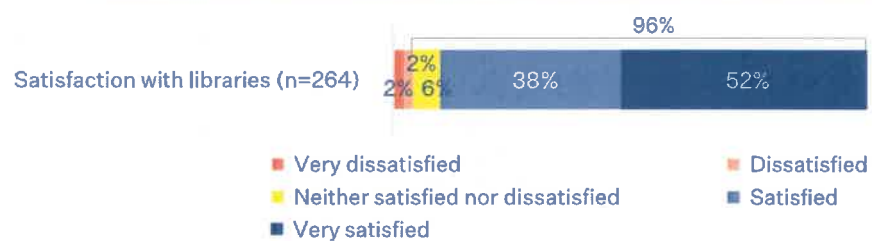


Table 11.3.4 Reasons for not using Libraries (n=153)

Reasons	Percentage (weighted)	Number of responses (unweighted)
I don't have time to visit the library or use their online services	24%	38
I don't read books	22%	28
Our libraries and their services are not relevant to me	18%	27
I don't understand what services and activities library services provides other than books	3%	6
Other	41%	68

When asked whether they were satisfied with the services and facilities provided by the library, 96% reported a positive score, in line with last year's results.

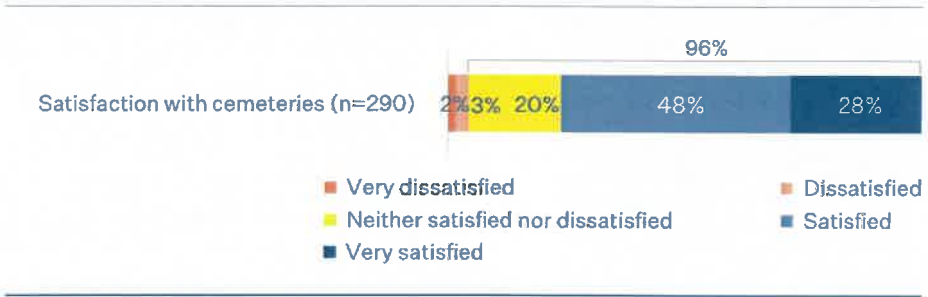
Figure 11.3.3 Satisfaction with Libraries

* Excluding don't know responses

11.4 Cemeteries

Residents were asked to rate how satisfied they are with the cemeteries. Results depict 96% of residents are satisfied.

Figure 11.4.1 Satisfaction with Cemeteries



* Excluding don't know responses

12 Communication Preferences

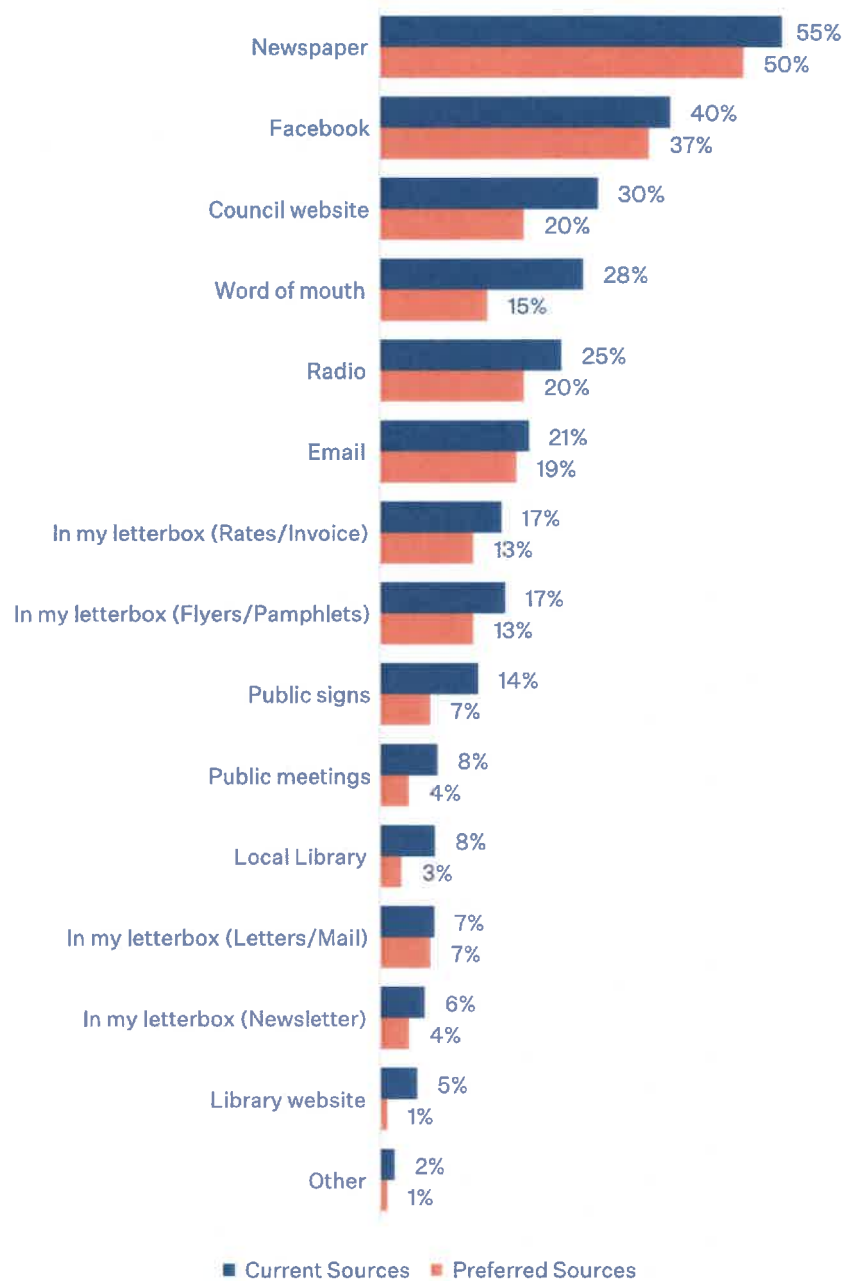
12

12 Communication Preferences

This year some new questions were introduced around the channels used by the Council to communicate with the public and to better understand the preferred sources of information amongst the district's residents.

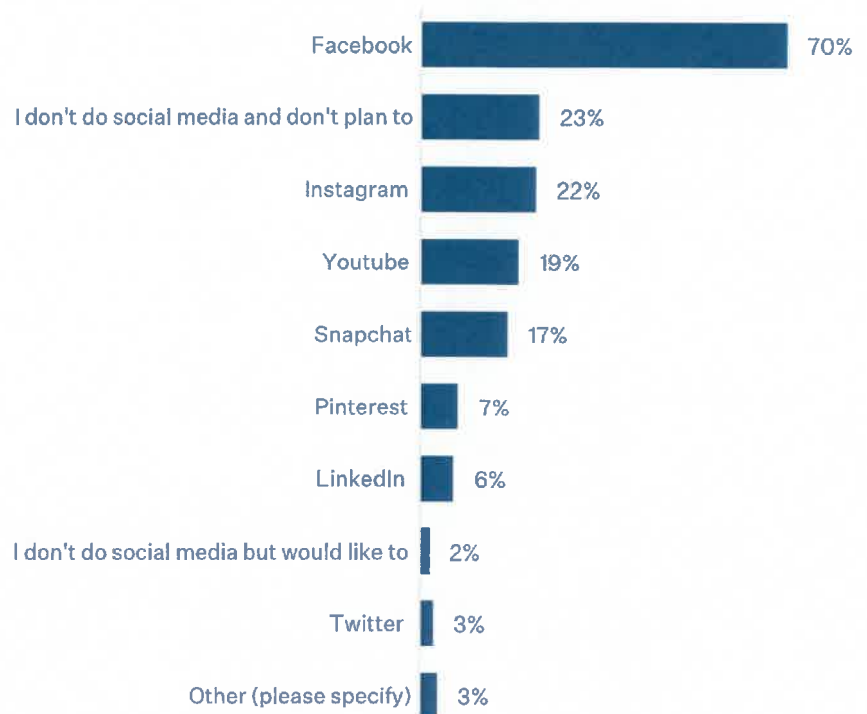
Residents were asked how they currently receive information about the Council services and what the preferred ways of receiving updates are. The top three current sources of communication are Newspaper (55%), Facebook (40%) and the Council website (30%), which is very much in line with the channels residents would prefer to receive information from.

Figure 12.1 Current Sources of information about Council Services v/s Preferred Sources



* Excluding don't know responses

Furthermore, residents were asked which social media channels they use on a regular basis. 70% mentioned they use Facebook which puts it on top of the list, while 23% mentioned they don't use social media and don't intend to in the future.

Figure 12.2 Social media channels used on a regular basis

* Excluding don't know responses

13 Appendix One: Satisfaction by Age and Gender

13

13 Appendix One: Satisfaction by Age and Gender

Results are shown below for total positive scores across the different parts of the District.

13.1 Positive scores by age & gender (don't knows removed)

		Male	Female	15-34	35-54	55+
Roading, not including state highways	Very satisfied + satisfied + neutral	81%	76%	81%	73%	82%
The cleanliness and provision of public toilets		92%	81%	75%	89%	92%
Cemeteries		95%	96%	94%	96%	96%
Council's economic and community development activities		87%	88%	93%	83%	88%
Swimming pools - being only the Waipawa Pool		91%	90%	93%	86%	93%
Libraries		94%	97%	100%	94%	96%
Parks and reserves		96%	92%	94%	92%	96%
Solid waste services, that is, rubbish and recycling		86%	77%	87%	74%	84%
Animal Services		86%	85%	89%	76%	91%
Building consents and compliance		75%	80%	94%	74%	73%
Other compliance and monitoring		93%	89%	100%	95%	76%
Drinking water supply		87%	78%	86%	80%	81%
Stormwater drainage		90%	81%	85%	86%	85%
Wastewater		95%	92%	90%	97%	92%
Council has responded to community needs and issues in the past 12 months	Very well + well	56%	55%	50%	53%	61%
How well has Council communicated about Council services		62%	65%	64%	59%	67%
And how well has the Council communicated about Elected Council business		52%	59%	55%	51%	60%
You're confident that Central Hawke's Bay District is going in the right direction.	Agree + strongly agree	65%	62%	67%	57%	67%
Central Hawke's Bay District is a great place to live		95%	89%	87%	92%	96%
You trust Council to do the right thing for the district and its communities		57%	60%	70%	49%	60%

13.2 Use or provision by age & gender (don't knows removed)

	Male	Female	15-34	35-54	55+
Library in Central Hawke	52%	65%	41%	68%	62%
Park or reserve	80%	84%	90%	89%	70%
Waste transfer station	80%	75%	71%	79%	81%
Animal services	11%	18%	19%	13%	13%
Building consents & compliance	24%	18%	15%	29%	18%
Other compliance and monitoring	6%	9%	5%	13%	5%
Kerbside rubbish collection	53%	62%	71%	50%	55%
Kerbside recycling collection	41%	52%	64%	37%	44%
Drinking water supply	47%	60%	61%	47%	54%
Stormwater drainage	44%	55%	62%	44%	48%
Wastewater	43%	52%	59%	43%	45%

14 Appendix Two: Satisfaction by Location

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14 Appendix Two: Satisfaction by Location

Results are shown below for total positive scores across the different parts of the District.

14.1 Positive scores by location (don't knows removed)

		Urban or township	Rural area + Coastal community
Roading, not including state highways	Very satisfied + satisfied + neutral	80%	74%
The cleanliness and provision of public toilets		86%	89%
Cemeteries		96%	95%
Council's economic and community development activities		89%	86%
Swimming pools - being only the Waipawa Pool		92%	86%
Libraries		96%	95%
Parks and reserves		94%	93%
Solid waste services, that is, rubbish and recycling		85%	72%
Animal Services		82%	100%
Building consents and compliance		74%	87%
Other compliance and monitoring		91%	88%
Drinking water supply		85%	66%
Stormwater drainage		86%	82%
Wastewater		94%	91%
Council has responded to community needs and issues in the past 12 months	Very well + well	59%	45%
How well has Council communicated about Council services		66%	56%
And how well has the Council communicated about Elected Council business		58%	51%
You're confident that Central Hawke's Bay District is going in the right direction.	Agree + strongly agree	66%	57%
Central Hawke's Bay District is a great place to live		93%	91%
You trust Council to do the right thing for the district and its communities		61%	53%

14.2 Use or provision by location (don't knows removed)

	Urban or township	Rural area + Coastal community
Library in Central Hawke	64%	46%
Park or reserve	84%	76%
Waste transfer station	79%	74%
Animal services	16%	10%
Building consents & compliance	22%	19%
Other compliance and monitoring	9%	4%
Kerbside rubbish collection	61%	49%
Kerbside recycling collection	61%	12%
Drinking water supply	62%	34%
Stormwater drainage	57%	31%
Wastewater	55%	28%

