



RESEARCH FIRST



CENTRAL HAWKE'S BAY DISTRICT COUNCIL

RESIDENTS' SURVEY 2018

CENTRAL HAWKE'S BAY



RESEARCH REPORT
June 2018

Contents

Residents' Survey 2018

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1 Executive Summary

This document reports the results of the 2018 Central Hawke's Bay District Council Residents' Survey. A total of 466 residents were surveyed in May 2018. This is the first survey of its type conducted in Central Hawke's Bay, the results will create a benchmark for future years.



84%

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

Resident satisfaction in Central Hawke's Bay is high. However, with **26%** of residents providing a neutral response and **16%** indicating dissatisfaction, there is still room to strive for improvement.



92%

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



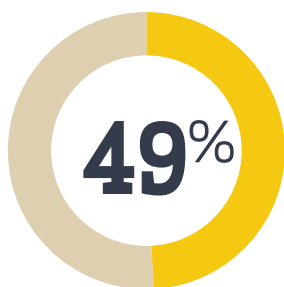
58%

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

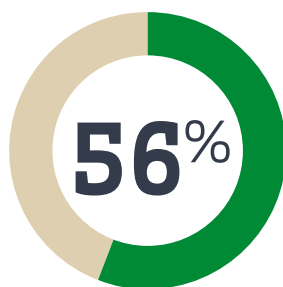


55%

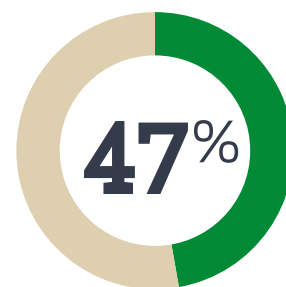
trust Council to do the right thing for the district and its communities



Council responds well or very well to community needs



Council communicates well or very well about Council services



Council communicates well or very well about Elected Council business

1 Executive Summary

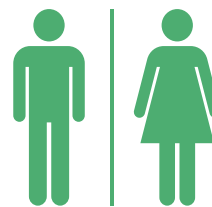
Top Performing Areas



96%
Libraries



96%
Parks and reserves



91%
The cleanliness and provision of public toilets

Lower Performing Areas



78%
Local roads



72%
Building consents and compliance*



66%
Other compliance and monitoring
i.e. noise control and liquor licensing*

*Compliance samples sizes were low, results should be treated with caution

2

Research Design

2.1 Context

Central Hawke's Bay District is a small, primarily rural district in the lower North Island. Its main townships are Waipawa (the Council seat) and Waipukurau, which are complemented by a number of beach townships. The District's population was estimated at 13,850 in June 2017.

In 2017, Council commissioned a comprehensive resident consultation programme, to help it better understand resident perspectives and aspirations. This consultation, known as Project Thrive, has had significant influence on Council planning and engagement.

As a result, Council plans to include community satisfaction Key Performance Indicators (KPIs) across a range of service and facilities targets in the forthcoming Long Term Plan 2018 – 2028 (LTP18-28).

In April 2018, Research First was commissioned to conduct the first Residents' Survey. By conducting a baseline survey before the LTP18-28 comes into force, Council can better set targets and understand where and how it needs to improve.

2.2 Research Method

The 2018 Residents' Survey was conducted using a mixed method telephone and online survey approach. Telephone surveys are ideally suited to surveying large, geographically dispersed populations exactly like the District.

An online channel for the survey was included to make the survey more inclusive. This gave an option for those with a preference for online completion and for those without landlines or not invited to take part as part of the random telephone sample.

Additionally, communications to promote the online survey to a wider audience included:

- Production of graphics and text used jointly by Research First and Central Hawke's Bay District Council. A set of 4 images were produced to appeal to different groups within the population.
- Advert and links were placed on Council Facebook pages throughout the survey period.
- A campaign targeted to reach residents across the District ran through the Research First Facebook page throughout the survey period.

Data collection took place between 30th April and 13th May 2018. A total of 466 responses were achieved across both measures.

	Number of Respondents	Percentage of Respondents
Phone	206	44%
Online	260	56%
Total	466	100%

Overall data is accurate to +/- 4.5% at the 95% confidence level (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).

To ensure high levels of data quality online responses were analysed separately from telephone responses and the results compared for consistency before the data sets were combined. The resulting dataset has been weighted by age and gender to reflect the Statistics New Zealand subnational population estimate for the District as at June 2017. Detail of the weighting is shown in Section 3.

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. Note also that in some cases totalled figures may not match individual response; this is due to rounding.

3

Demographics of Research Sample

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

3.1 Age

	Total Achieved		Compared by Method		Weighted	Actual ¹
	Number of Respondents	Percentage of Respondents	Telephone survey (%)	Online survey (%)	Percentage of Respondents	Percentage of Respondents
15-24	23	5%	7%	3%	13%	13%
25-34	48	10%	6%	14%	12%	12%
35-44	78	17%	15%	18%	16%	16%
45-54	82	18%	14%	20%	19%	19%
55-64	111	24%	25%	23%	19%	19%
65+	124	27%	33%	21%	21%	21%
Total respondents	466	466	206	260	466	

3.2 Gender

	Total Achieved		Compared by Method		Weighted	Actual ¹
	Number of Respondents	Percentage of Respondents	Telephone survey (%)	Online survey (%)	Percentage of Respondents	Percentage of Respondents
Female	289	62%	51%	70%	50%	50%
Male	177	38%	49%	30%	50%	50%
Total respondents	466	466	206	260	466	

3.3 Location

	Number of Respondents (achieved)	Percentage of Respondents (weighted)
Urban or township	348	75%
Rural area + Coastal community	118	25%
Total respondents	466	466

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

3.4 Ratepayers

	Number of Respondents (achieved)	Percentage of Respondents (weighted)
Yes	418	88%
No	44	10%
Unsure	4	2%
Total respondents	466	100%

3.5 Income

	Number of Respondents (achieved)	Percentage of Respondents (weighted)
Less than \$30,000 per year	69	14%
\$30,000 - \$50,000 per year	90	20%
\$50,000 - \$70,000 per year	98	20%
\$70,000 - \$100,000 per year	69	15%
More than \$100,000 per year	83	19%
Refused	44	8%
Don't know	13	4%
Total respondents	466	100%

3.6 Time Lived in Central Hawke's Bay

	Number of Respondents (achieved)	Percentage of Respondents (weighted)
5 years or less	86	19%
6 to 10 years	58	13%
More than 10 years	321	68%
Unsure	1	0%
Total respondents	466	100%

4

Overall Performance

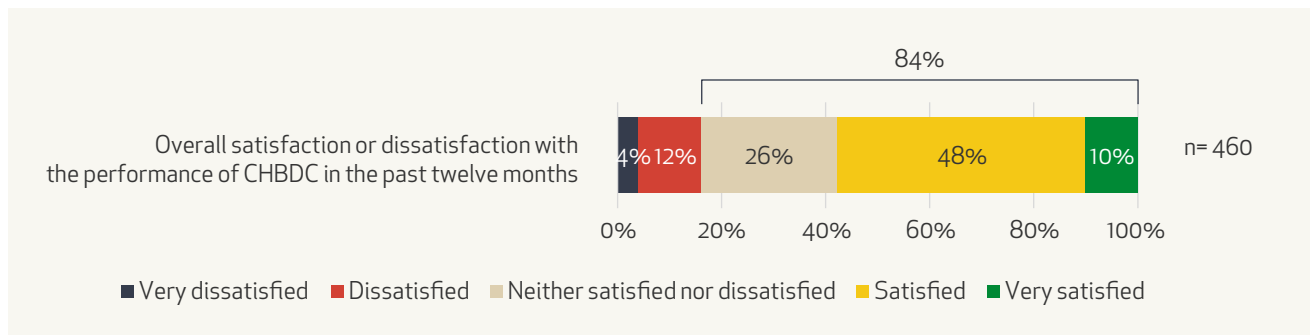
4.1 Overall Performance

Residents were asked to rate their overall satisfaction or dissatisfaction with Council performance in the past 12 months.

The results show 84% of residents were satisfied overall:

- More than half of respondents are satisfied or very satisfied (58%)
- Only 16% are dissatisfied or very dissatisfied

4.1 Overall Performance of Council



4.2 Suggested Improvements

Residents were asked to list the three things they would like Council to improve most.

Combined, the results show:

- Residents have mentioned a wide variety of facilities and services
- Roothing and traffic control were most commonly mentioned (29%)
- Wastewater (21%) and water supply (19%) were the next most commonly mentioned areas for improvement

4.2 Improvements Residents Would Most Like

	Number of Respondents (achieved)	Percentage of Respondents (weighted)
Roothing/ Traffic control	113	29%
Wastewater/ Sewage ponds	95	21%
Water supply/quality	85	19%
Rubbish/ Recycling	73	17%
Beautification/ cleanliness	63	13%
Footpaths	49	10%
Stormwater/ drainage	49	11%
Rates	48	11%
Swimming pool	45	10%
Communication/ consultation	24	6%
Parks/ playgrounds/ reserves	21	5%
Business/economic support	19	4%
Consents/ licensing	16	4%
Sports/leisure	12	4%
Council charges/ User pays	12	3%
Council spending/ management	11	3%
Public toilets	10	5%
Youth activities	10	2%
Other	177	42%
Total respondent	419	

5

Community Leadership

5.1 Governance

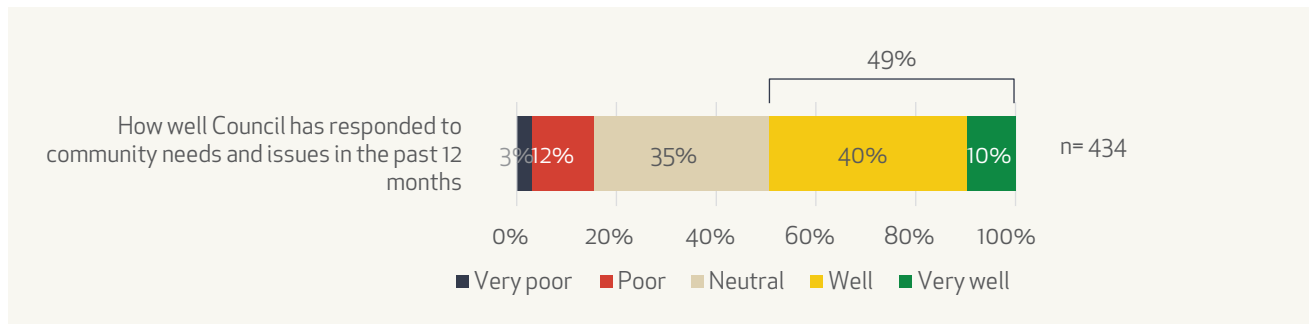
Residents were asked to rate how well Council has performed in three governance areas:

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

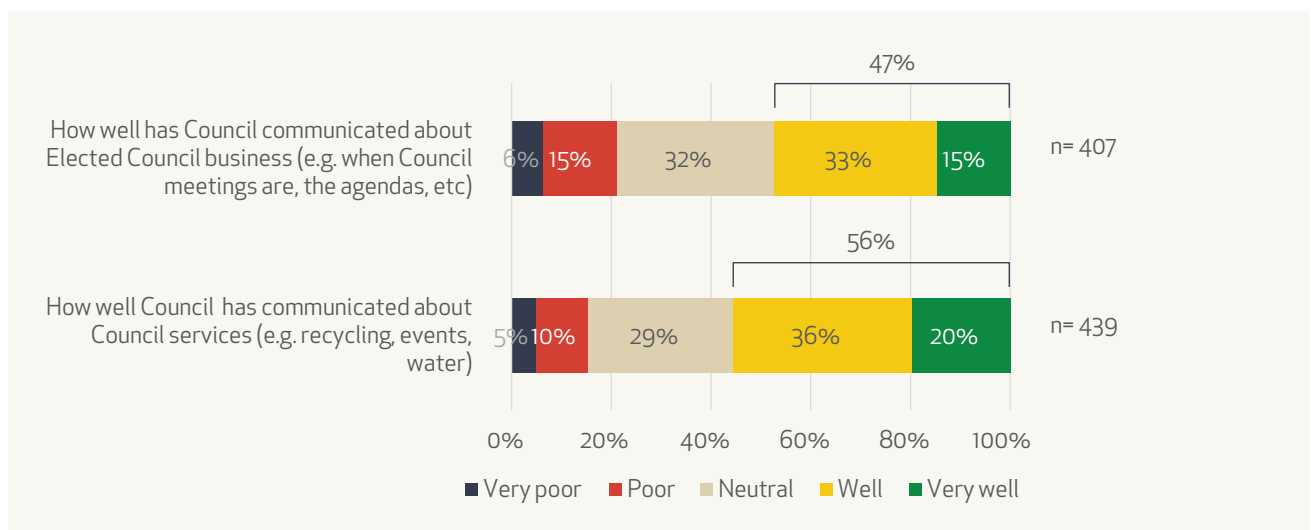
The results show:

- Half of respondents think Council has responded well or very well to community needs (49%)
- Residents think Council performs slightly better at communicating about Council services (56%) than about Elected Council business (47%)
- The remainder of respondents are more likely to rate Council's performance as neutral than poor

5.1 How Well Council Has Responded to Community Needs & Issues



5.2 How Well Council Has Communicated on Council Business



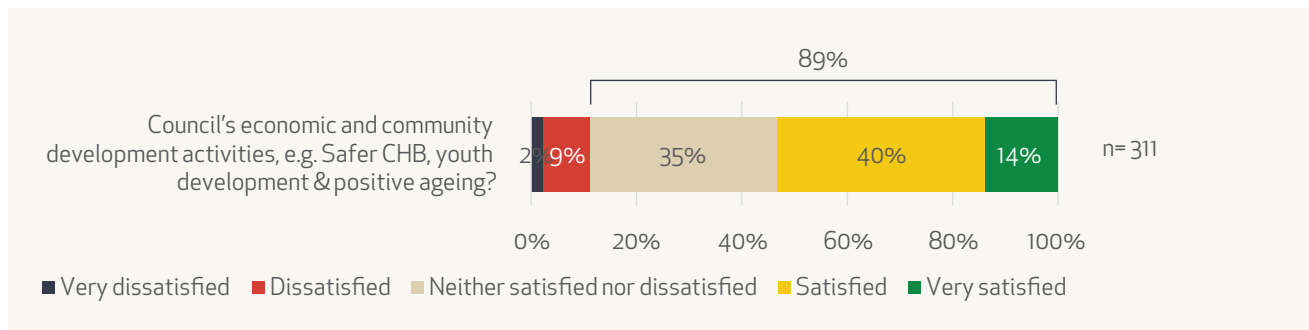
5.2 Economic & Social Development

Residents were asked to rate how satisfied they are with Council's economic and community development activities.

The results show:

- 89% of respondents are satisfied with economic and community development activities (53%)
- Around a third of respondents (35%) are neither satisfied nor dissatisfied. Higher proportions in this category can be indicative of lower levels of engagement with, or knowledge of, Council action in the area.

5.3 Satisfaction with Economic and Community Development Activities



5.3 Other Perceptions of Council

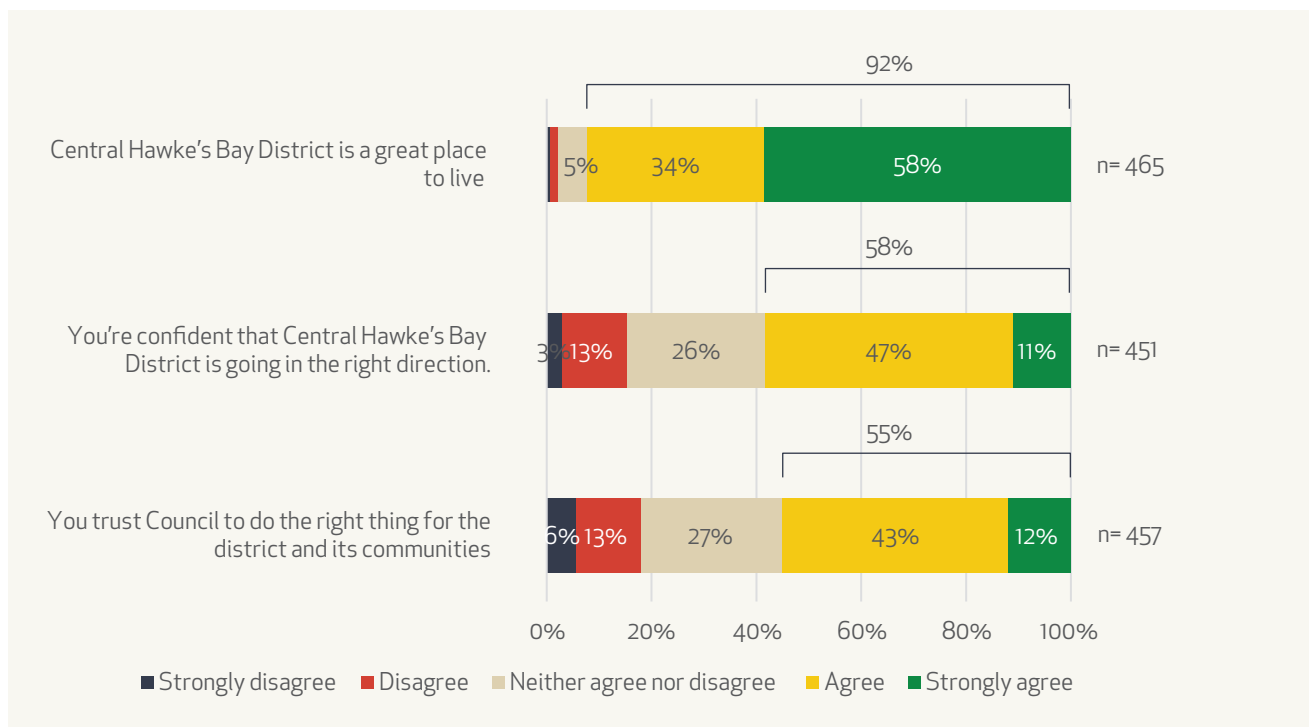
Residents were read a series of statements about Council and the District, and asked to rate their agreement:

- The District is a great place to live
- They are confident that the District is going in the right direction
- They trust the Council to do the right thing for the District and its communities

The results show:

- Nearly all residents think Central Hawke's Bay is a great place to live
- More than half show some trust (55%) and confidence (58%) in Council.

5.4 Agreement with Statements about Council



6

Planning and Regulatory

6.1 Animal Control

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

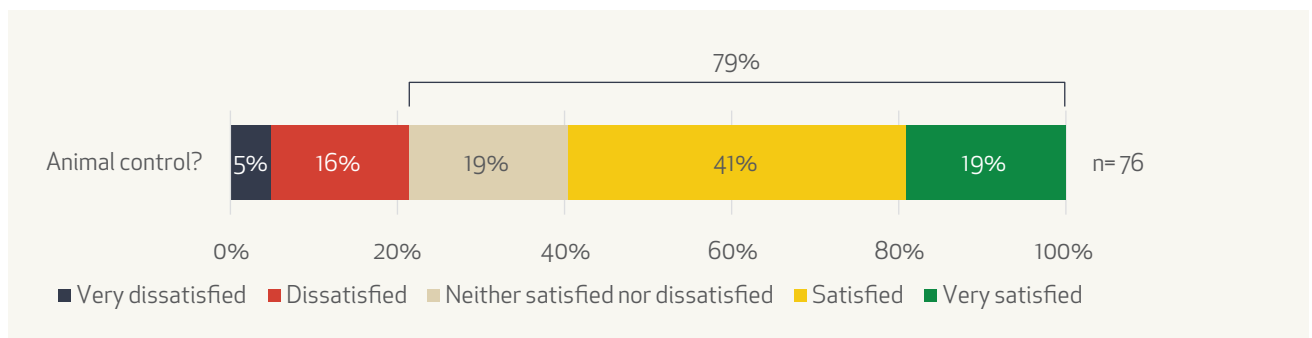
The results show:

- 79% of these residents were satisfied with the animal control service

6.1 Use of Animal Control



6.2 Satisfaction with Animal Control



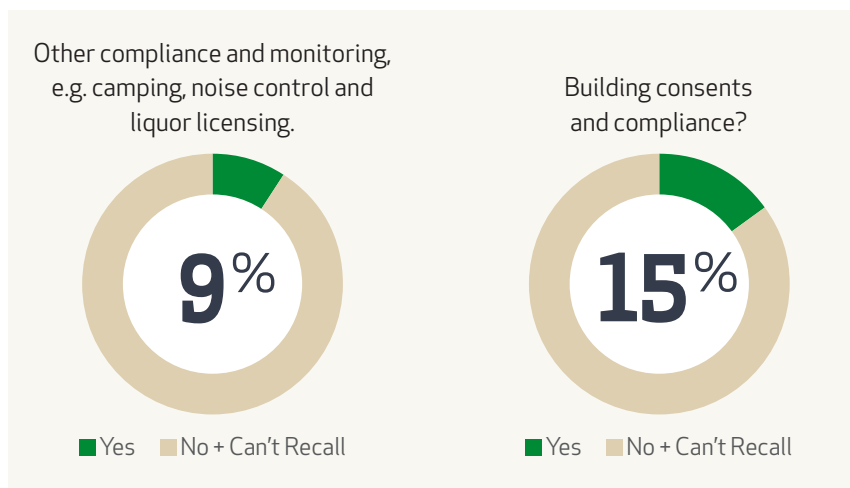
6.2 Compliance and Monitoring

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

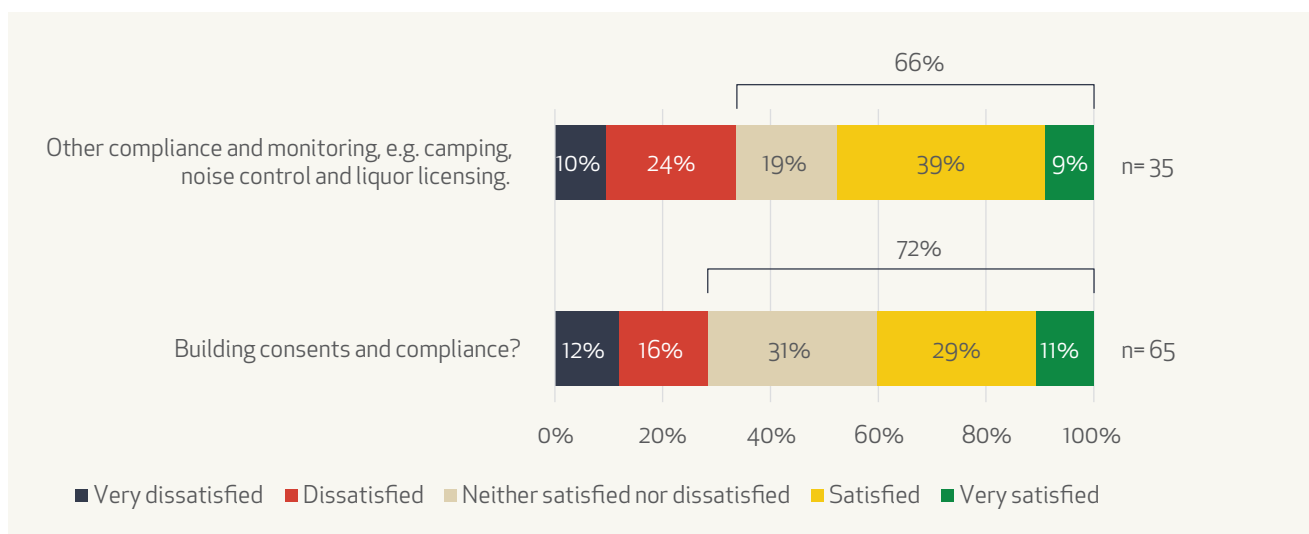
The results show:

- 15% of residents have used building consents and compliance services, while 9% have used other compliance or monitoring services
- Sample sizes are low so findings should be treated with some caution. The results indicate that three quarters (72%) of users were satisfied with building consents and compliance services and two thirds (66%) were satisfied with other compliance and monitoring services.

6.3 Use of Compliance Services



6.4 Satisfaction with Compliance Services



7

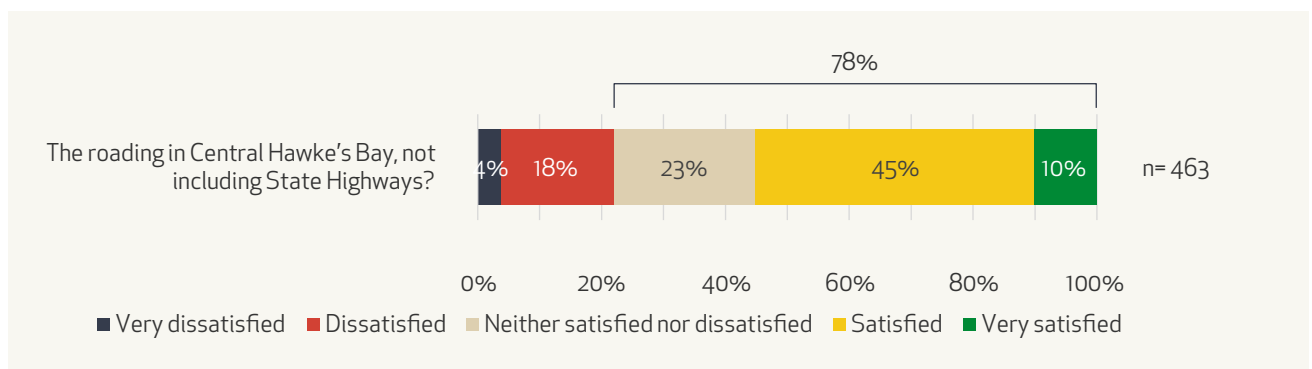
Land Transport

Residents were asked to rate how satisfied they are with the roading in the District, excluding State Highways.

The results show:

- Three quarters of respondents were satisfied (78%)
- Only a small proportion of residents stated that they were very dissatisfied

7.1 Satisfaction with Land Transport



8

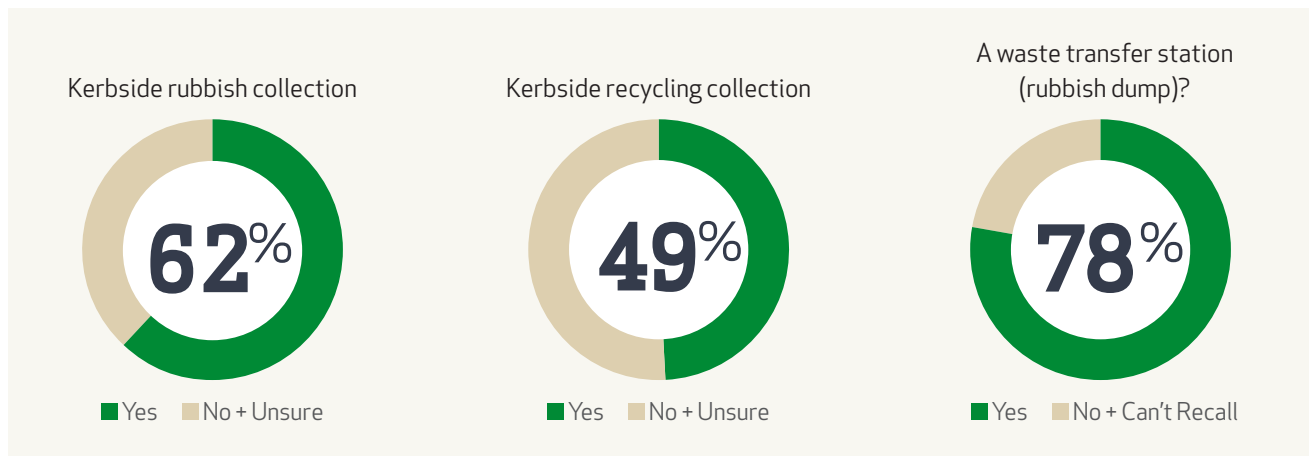
Solid Waste

Residents were asked if they have used or received Council solid waste services, and if so how satisfied they are with the service.

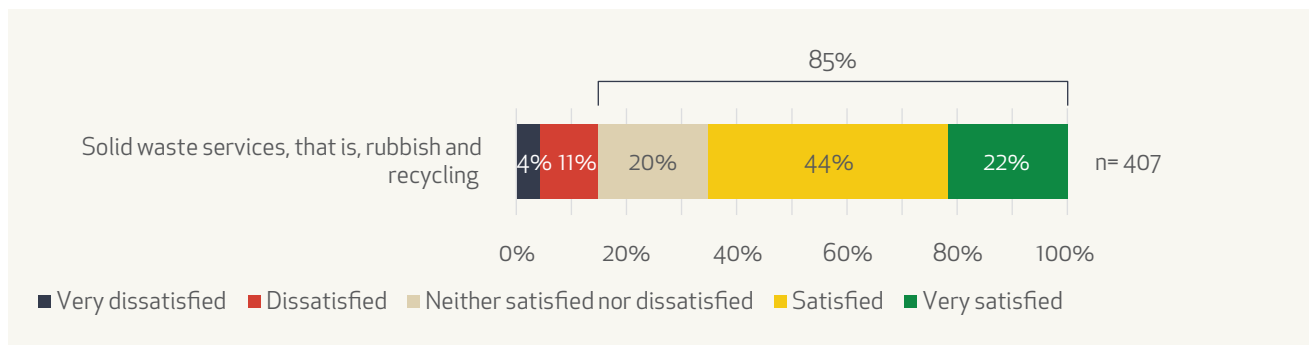
The results show:

- Nearly four in five have used a waste transfer station (78%), while fewer receive kerbside rubbish collection (62%) or kerbside recycling collection (49%)
- 85% of respondents were satisfied with solid waste services overall

8.1 Use of Solid Waste Services



8.2 Satisfaction with Solid Waste Services



9

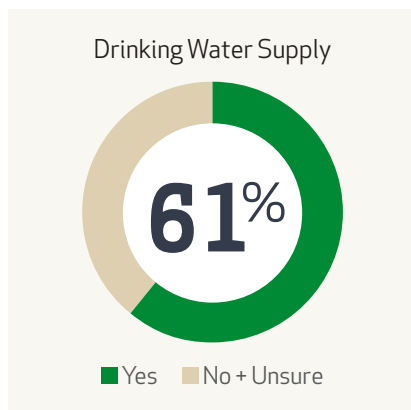
Water Services

Residents were asked if they are provided with drinking water by Council.

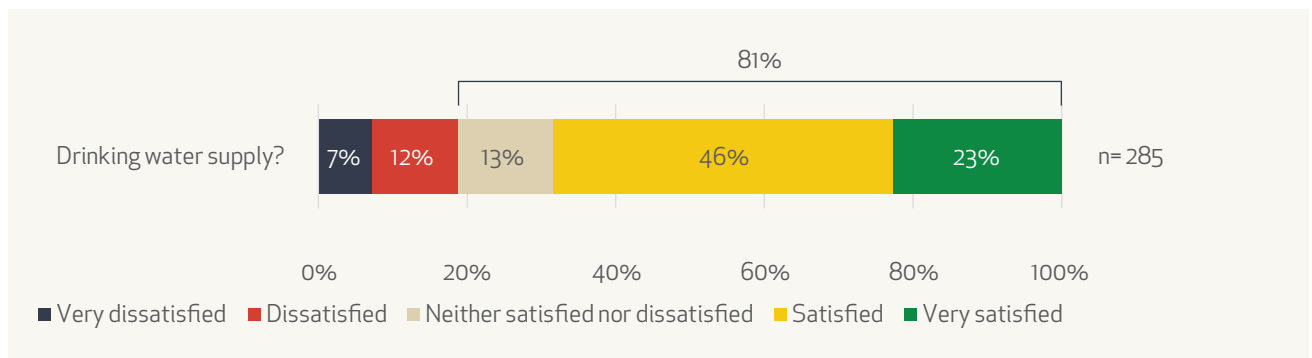
The results show:

- 61% of respondents are provided with drinking water
- 81% of these respondents were satisfied with the drinking water supply

9.1 Provision of Drinking Water Supply



9.2 Satisfaction with Drinking Water



10

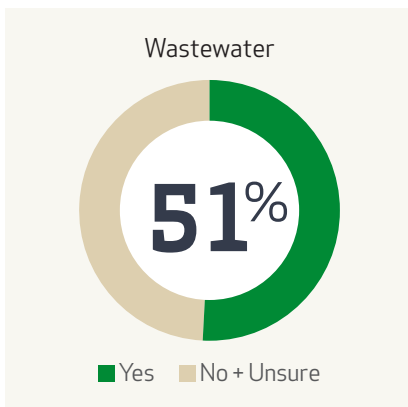
Wastewater (Sewerage)

Residents were asked if they are provided with wastewater services by Council.

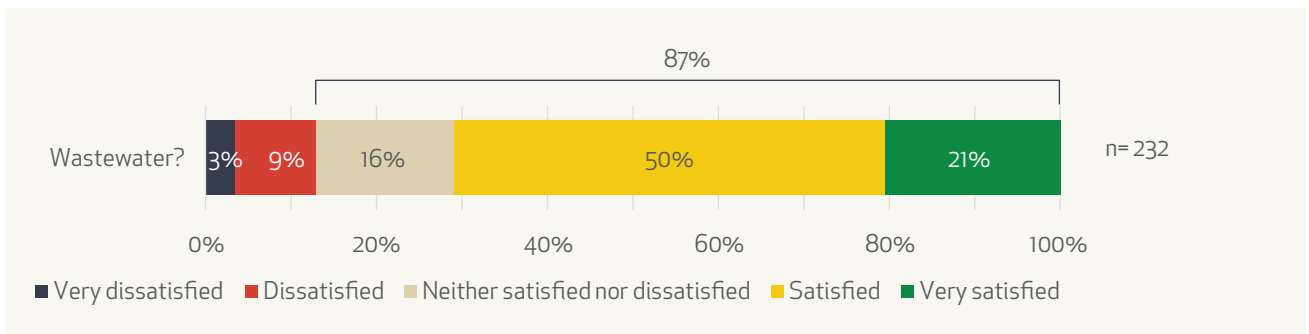
The results show:

- 51% of respondents are provided with wastewater
- 87% of these respondents were satisfied with the wastewater service

10.1 Provision of Wastewater Services



10.2 Satisfaction with Wastewater Services



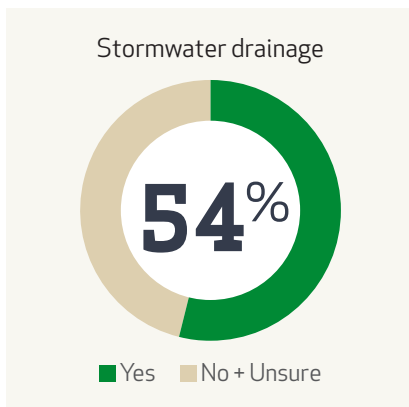
Stormwater

Residents were asked if they are provided with stormwater drainage by Council.

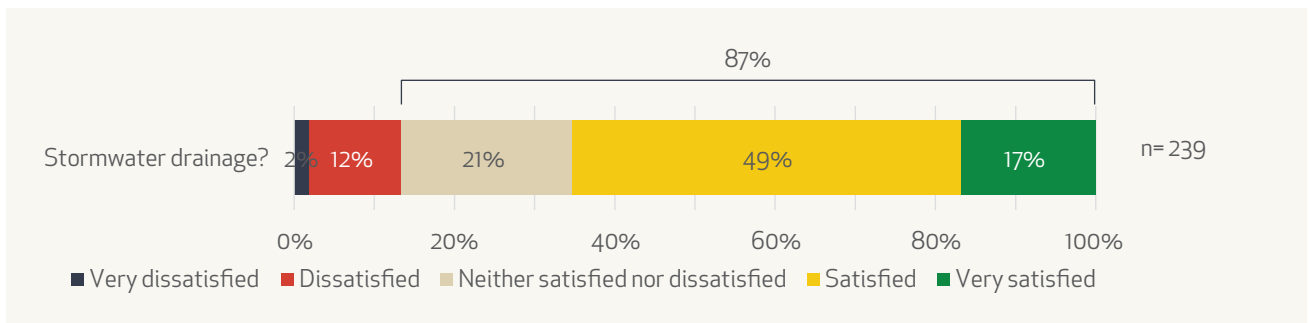
The results show:

- 54% of respondents are provided with stormwater drainage
- 87% of these respondents were satisfied with the stormwater system

11.1 Provision of Stormwater Drainage



11.2 Satisfaction with Stormwater Drainage



12

Recreation & Community Facilities

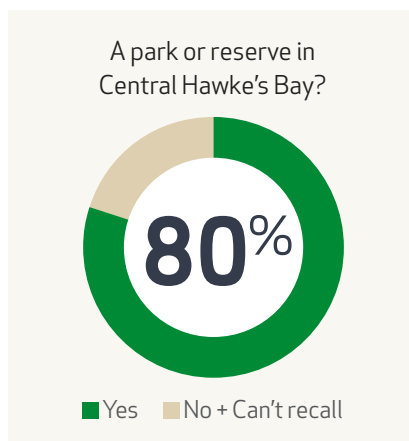
12.1 Parks, Reserves & Swimming Pools

Residents were asked if they have used parks and reserves, and if so how satisfied they are with them. Non-users were asked why they hadn't used parks and reserves. Residents were also asked how satisfied they are with swimming pools.

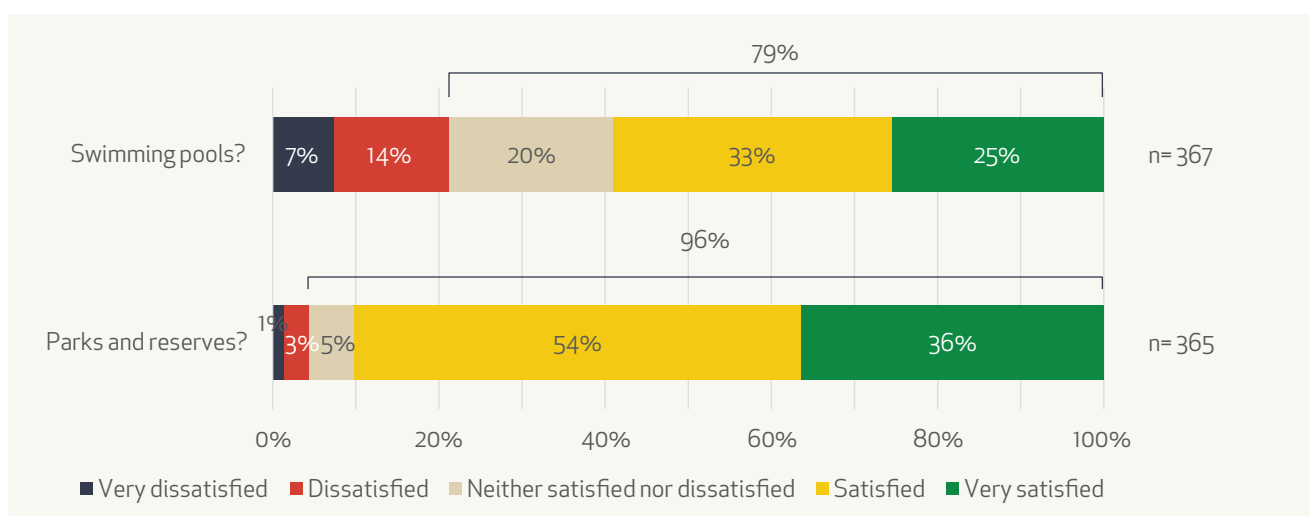
The results show:

- 80% of residents have used a park or reserve in the District in the past 12 months
- 96% of these residents were satisfied with the parks and reserves
- 79% were satisfied with swimming pools
- Residents gave a variety of reasons for not using parks and reserves, most commonly that they prefer to exercise elsewhere (30%).

12.1 Use of Parks and Reserves



12.2 Satisfaction with Parks, Reserves and Swimming Pools



12.3 Reason for Not Using Parks and Reserves

	Number of Respondents	Percentage of Respondents
I prefer to exercise elsewhere (beach, farm, garden)	31	30%
Nothing there to attract me/my family	22	21%
No interest in using them (age, mobility etc)	21	24%
They are too far away from me	17	16%
I don't have time	8	10%
Other	4	4%
Total respondents	98	100%

Note that the results in this table sum to more than 100% as some respondents gave multiple answers.

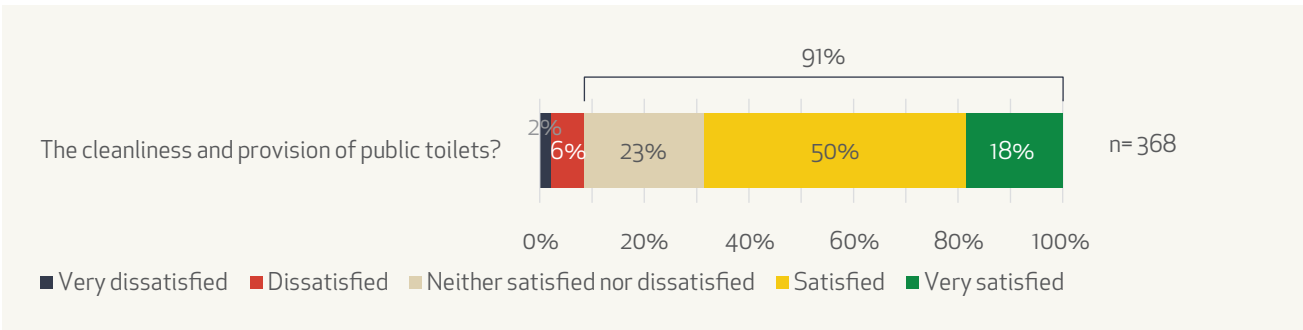
12.2 Public Toilets

Residents were asked how satisfied they are with the cleanliness and provision of public toilets.

The results show:

- 91% of residents are satisfied with public toilets

12.4 Satisfaction with Public Toilets



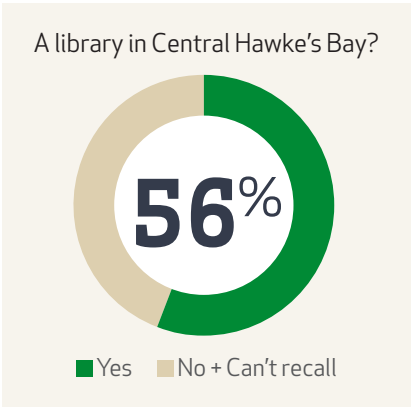
12.3 Libraries

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

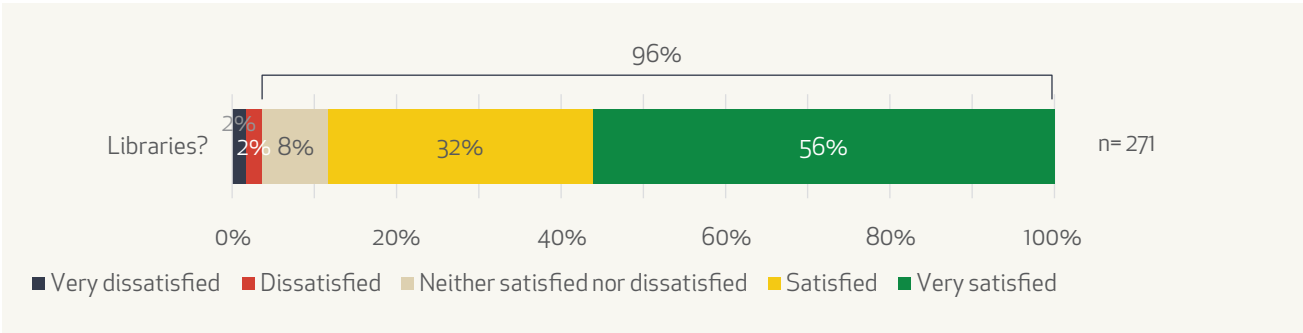
The results show:

- 56% of residents have used a local library in the past 12 months
- Of these residents, 96% were satisfied with the library services.
- Residents gave a variety of reasons for not using libraries, most commonly that they prefer to get books elsewhere (34%).

12.5 Use of Libraries



12.6 Satisfaction with Libraries



12.7 Reason for Not Using Libraries

	Number of Respondents	Percentage of Respondents
I prefer to buy books or get books from other places (e.g. book club, online)	73	34%
I don't read at all/very often	52	31%
I don't have time to visit the library	48	25%
No interest to visit the library	11	5%
Inconvenient (e.g., live far away, visit somewhere closer to work etc)	8	6%
Other	8	3%
Total respondents	192	100%

Note that the results in this table sum to more than 100% as some respondents gave multiple answers.

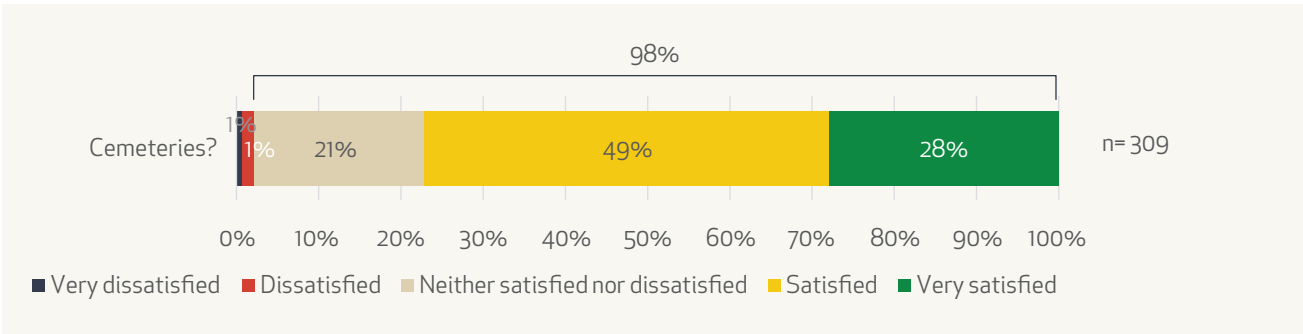
12.4 Cemeteries

Residents were asked how satisfied they are with cemeteries.

The results show:

- 98% of residents were satisfied with cemeteries
- Levels of dissatisfaction were very low

12.8 Satisfaction with Cemeteries



13

Appendix One: Satisfaction by Location

Results are shown below for total positive scores across the different parts of the District. Note that the only significant difference is in satisfaction with solid waste services, where urban respondents are more satisfied than rural or coastal respondents.

13.1 Positive Scores by Location

		Urban or township	Rural area + Coastal community
satisfied + very satisfied + neutral	The roading in Central Hawke's Bay, not including State Highways	80%	74%
	The cleanliness and provision of public toilets	93%	91%
	Cemeteries	98%	96%
	Council's economic and community development activities	90%	84%
	Swimming pools	77%	80%
	Libraries	98%	92%
	Parks and reserves	96%	93%
	Solid waste services, that is, rubbish and recycling	88% ↑	74% ↓
	Animal control	79%	71%
	Building consents and compliance	77%	42%
	Other compliance and monitoring	72%	40%
	Drinking water supply	83%	69%
	Stormwater drainage	86%	83%
	Wastewater	86%	87%
Well + very well	Council has responded to community needs and issues in the past 12 months	50%	50%
	Council has communicated about Council services	60%	55%
	Council communicated about Elected Council business	53%	45%
Agree + strongly agree	Confident that Central Hawke's Bay District is going in the right direction	61%	53%
	Central Hawke's Bay District is a great place to live	91%	95%
	Trust Council to do the right thing for the district and its communities	56%	54%

13.2 Use or Provision by Location

	Urban or township	Rural area + Coastal community
A library in Central Hawke's Bay	58%	48%
A park or reserve in Central Hawke's Bay	81%	77%
A waste transfer station	79%	76%
Animal services	21%	12%
Building consents and compliance	17%	10%
Other compliance and monitoring	8%	11%
Kerbside rubbish collection	67%	47%
Kerbside recycling collection	64%	7%
Drinking water supply	71%	35%
Stormwater drainage	61%	33%
Wastewater	60%	26%

Appendix Two: Satisfaction by Age & Gender

Results are shown below for total positive scores across age and gender of residents.

14.1 Positive Scores by Location

		Female	Male	15 - 34	35 - 54	55+
Satisfied + very satisfied + neutral	The roading in Central Hawke's Bay, not including State Highways	78%	78%	82%	72%	81%
	The cleanliness and provision of public toilets	89%	94%	82%	94%	95%
	Cemeteries	97%	99%	99%	99%	96%
	Council's economic and community development activities, e.g. Safer CHB, youth development & positive ageing	90%	87%	90%	91%	86%
	Swimming pools	78%	80%	81%	77%	79%
	Libraries	96%	96%	98%	94%	98%
	Parks and reserves	93%	98%	95%	95%	96%
	Solid waste services, that is, rubbish and recycling	81%	90%	84%	83%	88%
	Animal control	79%	78%	74%	81%	83%
	Building consents and compliance	78%	66%	82%	64%	71%
	Other compliance and monitoring, e.g. camping, noise control and liquor licensing	72%	59%	78%	64%	56%
	Drinking water supply	80%	82%	78%	82%	83%
	Stormwater drainage	86%	87%	95%	81%	87%
	Wastewater	83%	90%	96%	80%	88%
Well + very well	Council has responded to community needs and issues in the past 12 months	55%	43%	50%	48%	50%
	Council has communicated about Council services	63%	48%	47%	58%	58%
	Council communicated about Elected Council business	52%	43%	38%	44%	56%
Agree + strongly agree	Confident that Central Hawke's Bay District is going in the right direction	59%	57%	59%	56%	59%
	Central Hawke's Bay District is a great place to live	92%	93%	89%	94%	93%
	Trust Council to do the right thing for the district and its communities	59%	52%	55%	55%	55%

14.2 Use or Provision by Age & Gender

	Female	Male	15 - 34	35 - 54	55+
A library in Central Hawke's Bay	67% ↑	44% ↓	47%	66% ↑	52%
A park or reserve in Central Hawke's Bay	83%	77%	92% ↑	81%	71% ↓
A waste transfer station	78%	78%	73%	79%	81%
Animal services	21%	16%	31% ↑	16%	13%
Building consents and compliance	14%	16%	20%	18%	9% ↓
Other compliance and monitoring	10%	7%	11%	9%	7%
Kerbside rubbish collection	60%	63%	70%	56%	61%
Kerbside recycling collection	48%	50%	52%	46%	50%
Drinking water supply	60%	62%	62%	56%	65%
Stormwater drainage	50%	57%	54%	51%	56%
Wastewater	47%	54%	48%	49%	54%



RESEARCH FIRST

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