



Tasman District Council

RESIDENT SATISFACTION SURVEY 2024

Research report | July 2024



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Section 1

Infographic summary

OVERALL PERFORMANCE



71%

Satisfied with Council's
OVERALL PERFORMANCE



69%

Rate Tasman District Council's
REPUTATION AS GOOD

COUNCIL FACILITIES



users satisfied with the public libraries **97%**

>85%
achieved



satisfied with the recreational facilities **88%**

≥85%
achieved



users satisfied with the Aquatic Centre **84%**

≥80%
achieved



satisfied with the community programmes or events **65%**

>75%
not achieved



users satisfied with the public toilets **82%**

≥70%
achieved



satisfied with the multi-purpose public halls and community buildings **73%**

COUNCIL OPERATIONS

55%

satisfied with the way **rates are spent on services and facilities**

61%

aware of the Council role and satisfied with Council's role in **resource management policy and planning work**

≥65%
not achieved

74%

satisfied with the Council's **Emergency management**

≥70%
achieved

67%

satisfied with Council provided **environmental information**

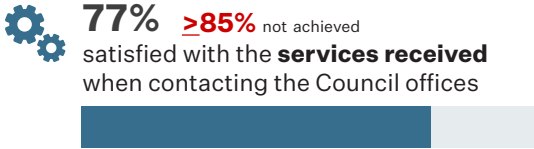
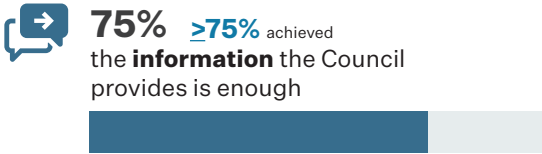
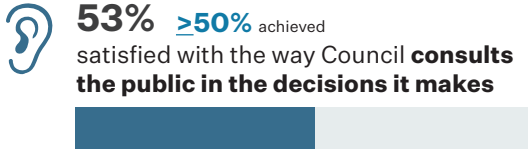
51%

satisfied with Council's action on helping community **reduce its greenhouse gases***

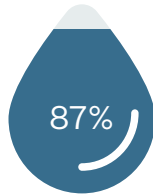
48%

satisfied with Council's help to prepare the community for, and adapt to, **the effects of climate change***

COUNCIL COMMUNICATIONS

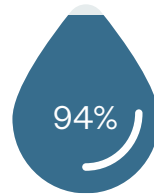


WATER



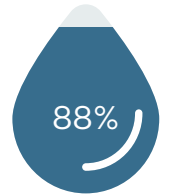
satisfied with the **water supply** provided

$\geq 80\%$ achieved



satisfied with the **wastewater/sewerage system** provided

$\geq 80\%$ achieved



satisfied with the **stormwater services** provided

$\geq 80\%$ achieved

WASTE



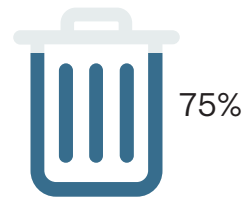
participate in the kerbside recycling service **more than three time per year**

$\geq 95\%$ not achieved



satisfied with the **kerbside recycling** provided

$\geq 90\%$ achieved



satisfied with Council's **prepaid rubbish bag service** provided

ROADS



satisfied with the **roads**

$\geq 70\%$ not achieved



satisfied with the **footpaths**

$\geq 70\%$ achieved



satisfied with the **cycle lanes**

$\geq 25\%$ achieved

FEEL SAFE ON ROADS



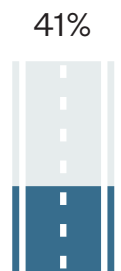
when **driving**

$\geq 70\%$ achieved



when **walking**

$\geq 70\%$ achieved



when **cycling**

$\geq 70\%$ not achieved

Section 2

Research design

Context

Tasman District Council (the Council) conducts an annual survey of residents. This is designed to gather feedback about the services and facilities that the Council offers and to identify how well the residents think those services have been provided.

This research has been done by Research First on behalf of the Tasman District Council since 2021.¹

The key service areas tested in the residents' survey were:

- Council facilities (public toilets, libraries, recreational facilities, public halls and community buildings, community programmes and the Aquatic Centre).
- Roading, footpaths and cycling.
- Water and waste.
- Council provided information and communication.
- Council local issues and operations.
- Reputation and performance overall.

Method

In line with previous years, the 2024 survey was conducted through telephone. Telephone surveys are ideally suited to surveying large, geographically dispersed populations, exactly like the Tasman District's population. Data collection is efficient and representative of all communities because quotas for locations and demographics can be accurately monitored and controlled.

Following a pilot testing phase, data collection took place between the 1st of May and the 11th of June 2024. A total of 5396 numbers (3217 landline numbers and 2179 cell phone numbers) were called using a randomised database of telephone numbers covering the Tasman District.

In total, 400 surveys were completed (197 through landlines, and 203 through cell phones) for an overall response rate of 7%. A quota system was used to ensure the sample included a range of respondents based on age, location, and gender and was representative of the District's population (as per the 2018 Census).²

Data collected is accurate to a maximum margin of error of +/- 4.9 percent at the 95 percent confidence level. This means that if 50 percent of respondents stated they were satisfied with a Council facility, then we can be 95 percent sure that between 45.1 percent and 54.9 percent of the entire Tasman District population also feel satisfied with that Council facility.

Verbatim responses from residents and a data breakdown by age, gender, and ward are available as appendices in a separate document.

¹ In previous years this had been conducted by NRB.

² A full demographic breakdown of the sample is shown in Appendix One.

Questionnaire design

As established in the previous surveys, the four-point scale below was also used in 2024 to measure satisfaction with most of the Council’s services and facilities.³

Don’t know/ unable to say	Very dissatisfied	Dissatisfied	Satisfied	Very satisfied
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Past measurements prior to 2021	2021–2024 surveys
Very satisfied	Very satisfied
Fairly satisfied	Satisfied
Not very satisfied	Dissatisfied
	Very dissatisfied
Don’t know	Don’t know

³ The four-point scale was introduced to improve on the three-point scale used prior to 2021. A four-point evenly distributed scale continues to force the respondent to take a positive or negative opinion ensuring that respondents are not being led to respond in a direction that is stronger than their true opinion. The four-point scale also ensures results are comparable to past data, when combining the top 2 and bottom 2 options.

Data analysis

As the data collected was representative of the adult population of Tasman District,⁴ Data has not been weighted.

Across all KPIs, the measure of satisfaction is reported as the proportion answering satisfied or very satisfied. Where levels of agreement are reported, this is the total that said that they agreed or strongly agreed with the statement.

If a resident indicated dissatisfaction with specific Council services or facilities, they were invited to comment. This provided valuable data from which key themes and areas for future improvement could be identified. These comments have been thematically coded by reasons for dissatisfaction. Please note that any topic with less than five respondents have been grouped into 'other'.

Where possible, trend analysis is included to compare 2024 results with past results. **Please note that not all questions have been asked every year.** For clarity, gaps have been removed from the trend-analysis graphs.

In this report, numbers presented have been rounded to whole numbers.

Due to this rounding, individual figures may not add up precisely to the totals provided or to 100%.

Performance targets

Findings have been presented in relation to Council performance targets for the levels of service in 2021 - 2024, as identified in the 2021 to 2031 Tasman's 10-Year Plan, Volume One.⁵

⁴ The sample achieved for age, gender and ward quotas were within 1-2 percent of the actual population as measured at Census 2018.

⁵ https://hdp-au-prod-app-tasman-shape-files.s3.ap-southeast-2.amazonaws.com/3217/1227/9709/24567_TDC_Long_Term_Plan_Consultation_Document_Apr24_WEB_v2_-_final_reval_data_inc.pdf

Section 3

Services and facilities

Use of services and facilities

The use of recreational facilities, such as playing fields, neighbourhood reserves, and that of public toilets continues to remain high (76 percent & 77 percent respectively).

Library usage has increased by 12 percent. Although the Aquatic Centre has remained consistent in recent years, use remains low, following a downward trend post-2020.

There were significant differences in the usage of various facilities across age categories.⁶

- Respondents aged 18–44 years of age had higher use of recreational facilities (used by 84 percent), public toilets (78 percent) and the Aquatic Centre (50 percent) compared to other age groups.

Table 3.1 Total use of services and facilities – over time

Facility or service	% visited				
	2020	2021	2022	2023	2024
Recreational facilities	72%	74%	75%	74%	76%
Public toilets	72%	74%	74%	72%	77%
A library or the library website	64%	63%	54%	57%	69%
The Aquatic Centre	56%	42%	37%	35%	34%

Table 3.2 Use of services and facilities – 2024

	Not at all	Once or twice	Three times a year or more
A library or the library website	31%	16%	53%
Recreational facilities	24%	9%	67%
Public toilets	23%	17%	60%
The Aquatic Centre	67%	12%	22%

Base: All respondents (n=400)

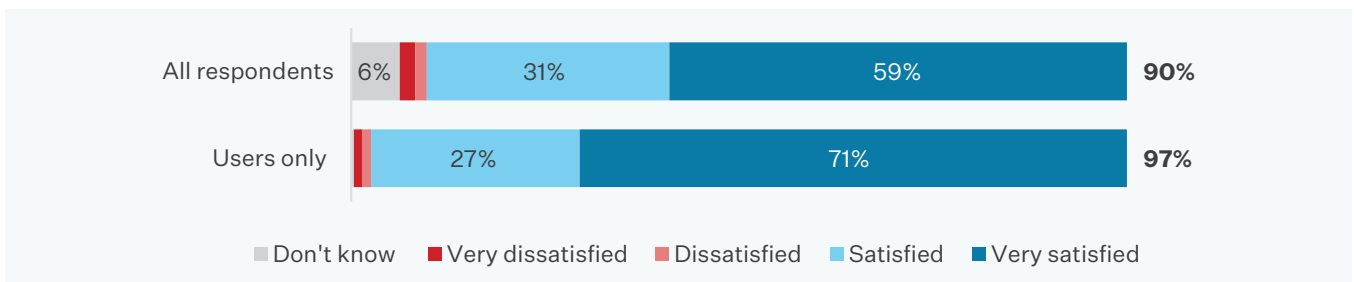
⁶ Please see Appendix Two for more details

Public Libraries

General satisfaction with libraries has improved significantly since 2020.

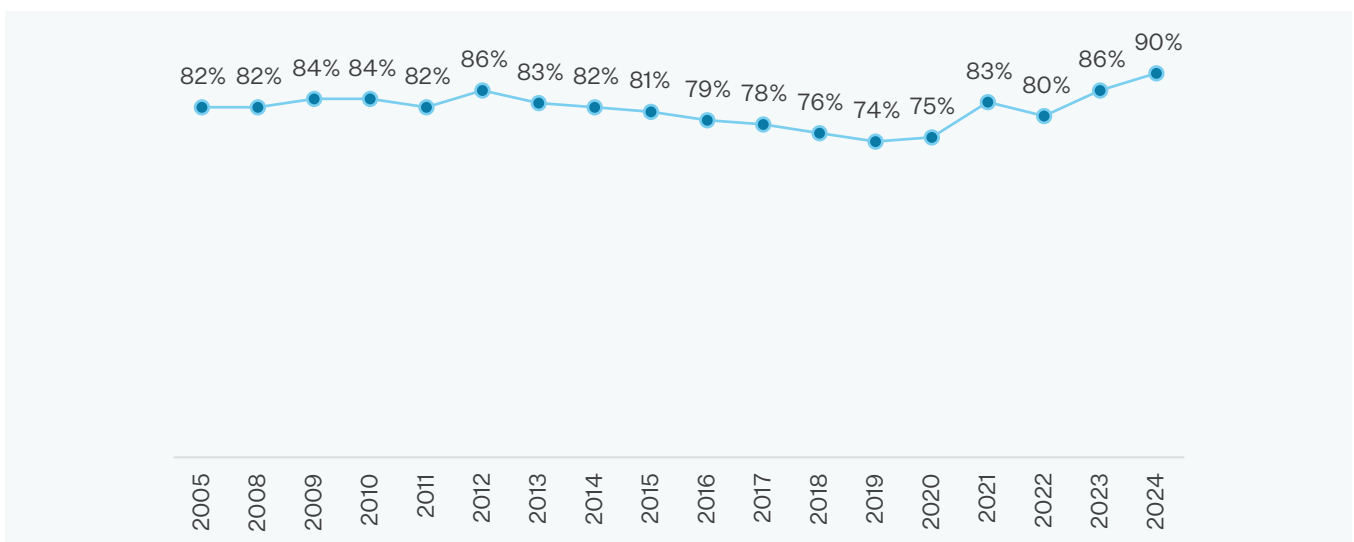
- Over half of residents (69 percent) had visited the District’s public libraries or had used the library website in the past.
- **90 percent of all residents were satisfied with the public libraries.**
- **All the library users were satisfied with the public libraries.**
- ✓ **The target of 85 percent user satisfaction has been met.**
- **A significant difference between gender was seen, with females being more likely to be satisfied (95 percent) with public libraries than males (85 percent)**
- No significant differences were noticed in the satisfaction rating given across wards, gender or age groups using the service.

Figure 3.1 Satisfaction with Public Libraries – 2024



Base: All respondents (n=400); Users (n=275)

Figure 3.2 Satisfaction with public libraries – over time



Base: All respondents

The small percentage of residents (4 percent, N=15) who were dissatisfied with the libraries mostly said it is a waste of money. Over a quarter said there were issues with the library service/ facilities. A few said they didn't use it.

Table 3.3 Reason for dissatisfaction

	Percent of respondents	Number of respondents
Waste of money/cost	57%	8
Issues with library service/facilities	29%	4
I don't use it	21%	3
Nothing wrong with old building	14%	2
Poor customer service	14%	2
Library often shut	14%	2
Total respondents	100%	15

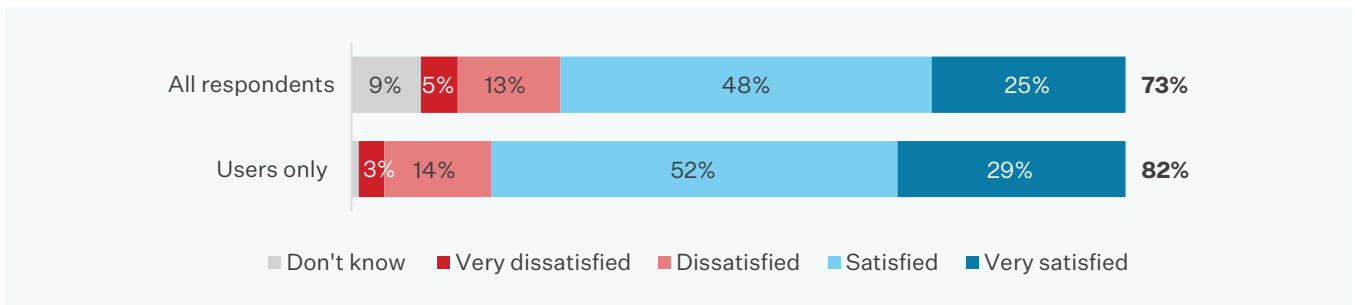
Base: Respondents dissatisfied with the service

Public toilets

Satisfaction with public toilets in the District met the performance target.

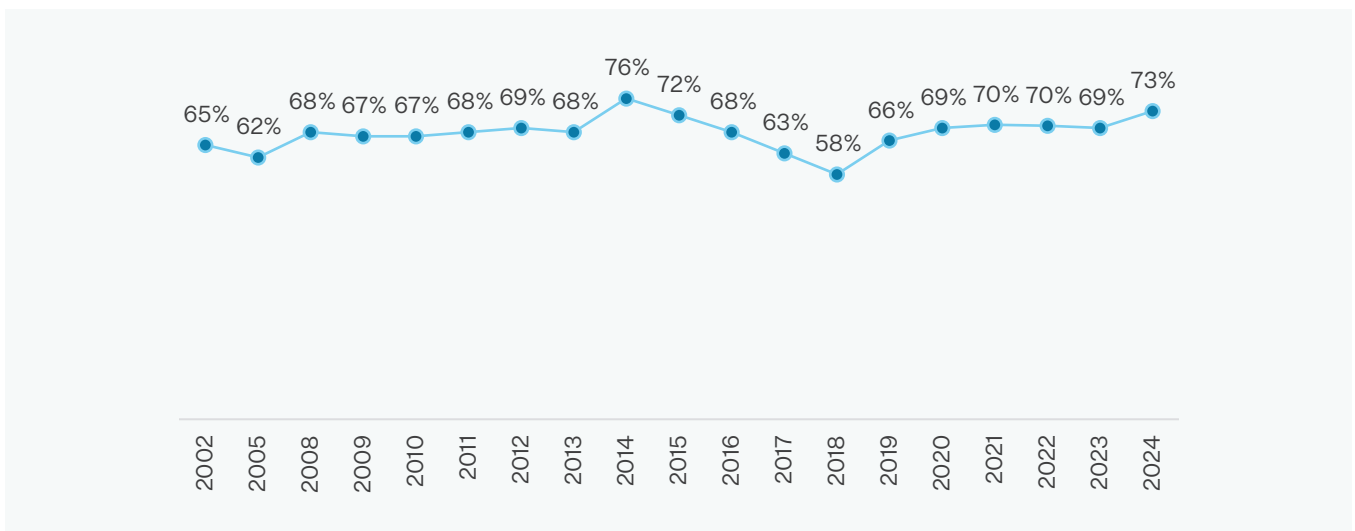
- Seventy-seven percent of residents had visited or had used the District’s public toilets.
- **73 per cent of all residents were satisfied; this increases to 82 per cent amongst service users.**
- ✓ **The target of 70 percent user satisfaction has been met.**
- Overall satisfaction increased compared to last year. (4 percent increase)
- Amongst users, no significant differences were observed in the satisfaction rating given across age groups or wards.

Figure 3.3 Satisfaction with public toilets – 2024



Base: All respondents (n=400); Users (n=309)

Figure 3.4 Satisfaction with public toilets – over time



Base: All respondents

Residents who were dissatisfied with the public toilets (18 percent) mainly cited reasons such as a lack of cleanliness (as reported by two-thirds of them) and a need for better maintenance and upgradation.

Table 3.4 Reason for dissatisfaction

	Percent of respondents	Number of respondents
They're dirty/smell/ unsanitary	65%	47
Better maintenance needed	22%	16
There isn't any/many	13%	9
Inconsistency in toiletries	13%	9
Is/feels unsafe	8%	6
In need of upgrading	7%	5
Not accessible/ Wheelchair friendly	7%	5
Other	10%	7
Total respondents	100%	72

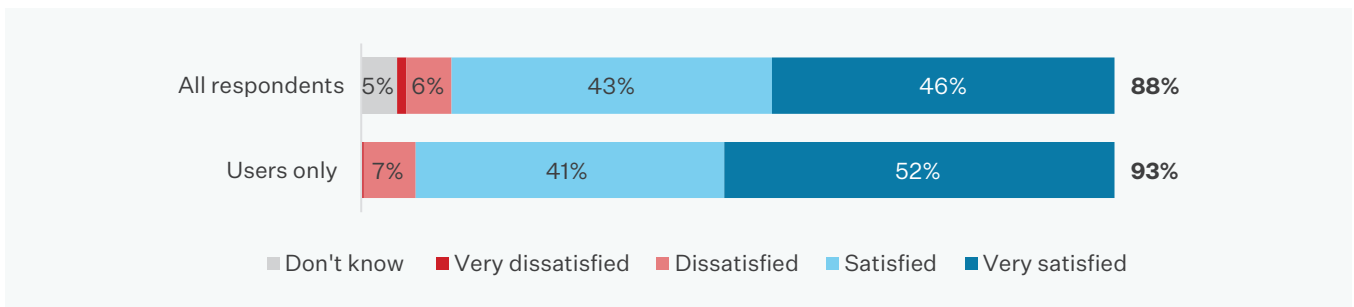
Base: Respondents dissatisfied with the service

Recreational facilities

Satisfaction with the recreational facilities was high for all residents, and for service users.

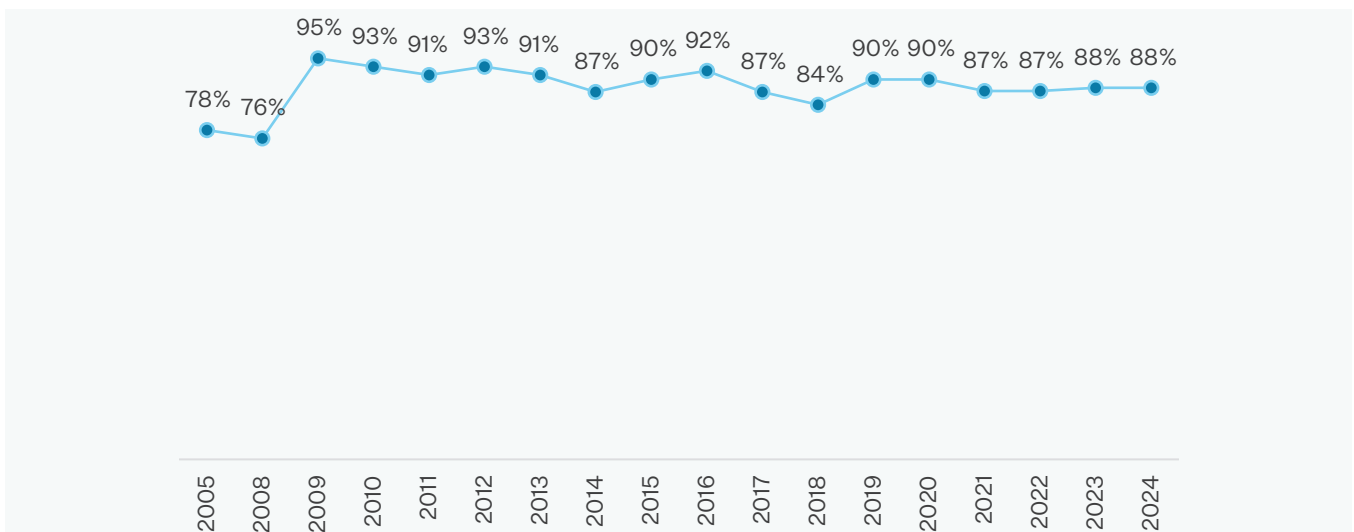
- Seventy-six percent of residents had visited or used the District’s recreational facilities.
- 88 percent of all residents were satisfied with the recreational facilities, this increased to 93 percent amongst service users.
- ✓ **The target of 85 percent user satisfaction has been met.**
- Satisfaction has remained stable over time.
- There were no significant differences in users’ satisfaction rating by, ward, age, or gender.

Figure 3.5 Satisfaction with recreational facilities – 2024



Base: All respondents (n=400); Users (n=305)

Figure 3.6 Satisfaction with recreational facilities – over time



Base: All respondents

Residents who were dissatisfied (6 percent) with the recreational facilities, mostly said that the facilities needed upgrading and maintenance. A few others complained of not having enough of such facilities.

Table 3.5 Reason for dissatisfaction

	Percent of respondents	Number of respondents
There isn't many/any	41%	12
In need of maintenance	28%	8
Specific issues	21%	6
In need of upgrading	10%	3
Don't know/nothing	7%	2
Other	10%	3
Total respondents	100%	29

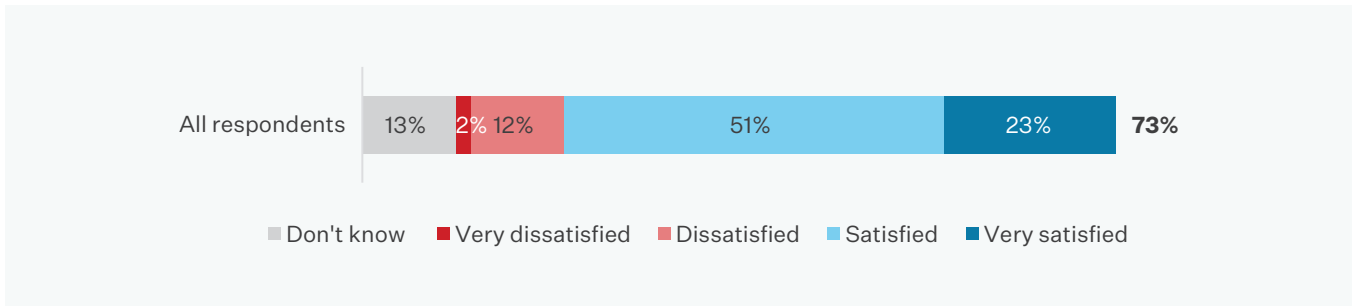
Base: Respondents dissatisfied with the service

Public halls and community buildings

Satisfaction with the multi-purpose public halls and community buildings decreased by 5 percent from 2023, returning to levels seen in 2022.

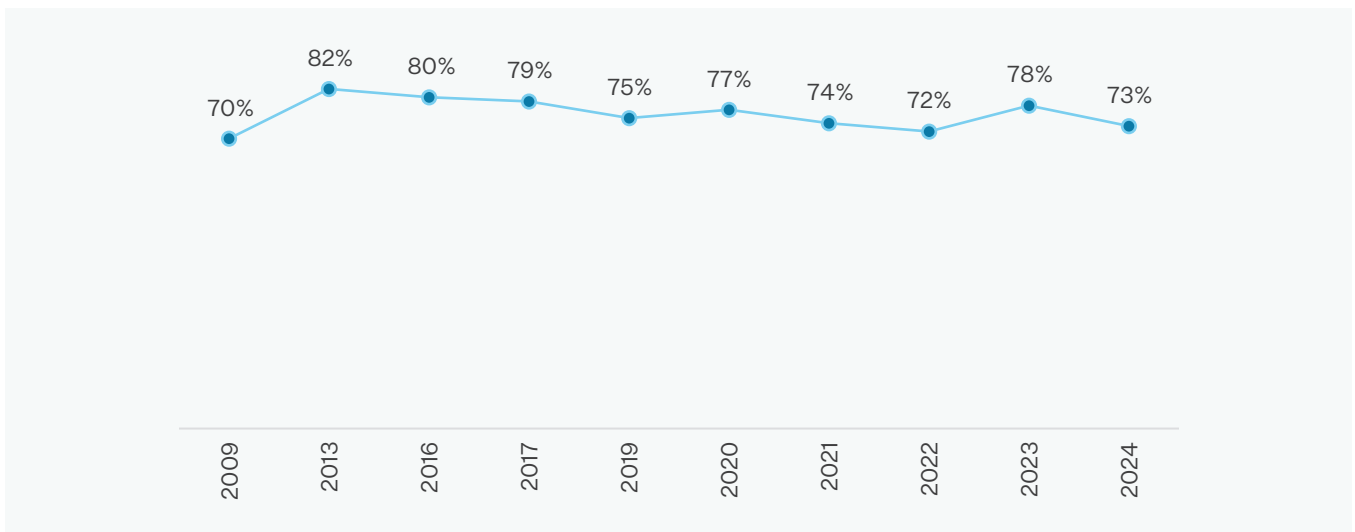
- **73 percent of residents were satisfied with the public halls and community buildings.**
- Those aged 18-44 were more satisfied (80 percent) compared to other ages (68-72 percent)
- There were no significant differences in satisfaction rating by ward or gender.

Figure 3.7 Satisfaction with public halls and community buildings – 2024



Base: All respondents (n=400)

Figure 3.8 Satisfaction with public halls and community buildings – over time



Base: All respondents

Residents who were dissatisfied (14 percent) with the public halls or community buildings primarily complained about the halls being old and thought they needed to be upgraded or have better temperature settings.

Table 3.6 Reason for dissatisfaction

	Percent of respondents	Number of respondents
There isn't many/any	28%	16
In need of upgrading	18%	10
I don't use them	16%	9
Better maintenance needed	16%	9
They're old	12%	7
Lack of resources/funding Issues	12%	7
Poor booking service	7%	4
Cold	5%	3
Unsafe/earthquake risk	4%	2
Council don't pay for these buildings	4%	2
Don't know/nothing	7%	4
Other	5%	3
Total respondents	100%	57

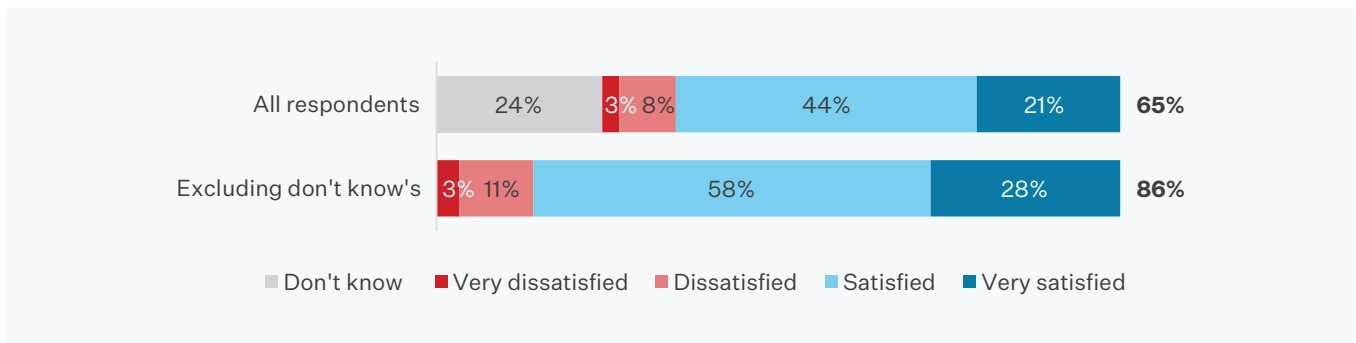
Base: Respondents dissatisfied with the service

Community programmes and events

Nearly two-thirds of all residents were satisfied with the community programmes targeted for Positive Ageing and youth, or events like carols by candlelight, Skatepark Tour, outdoor movies and Children’s Day. Twenty-four percent said that they did not know enough to comment. Satisfaction increases to 86 percent when only looking at residents who provided a rating.

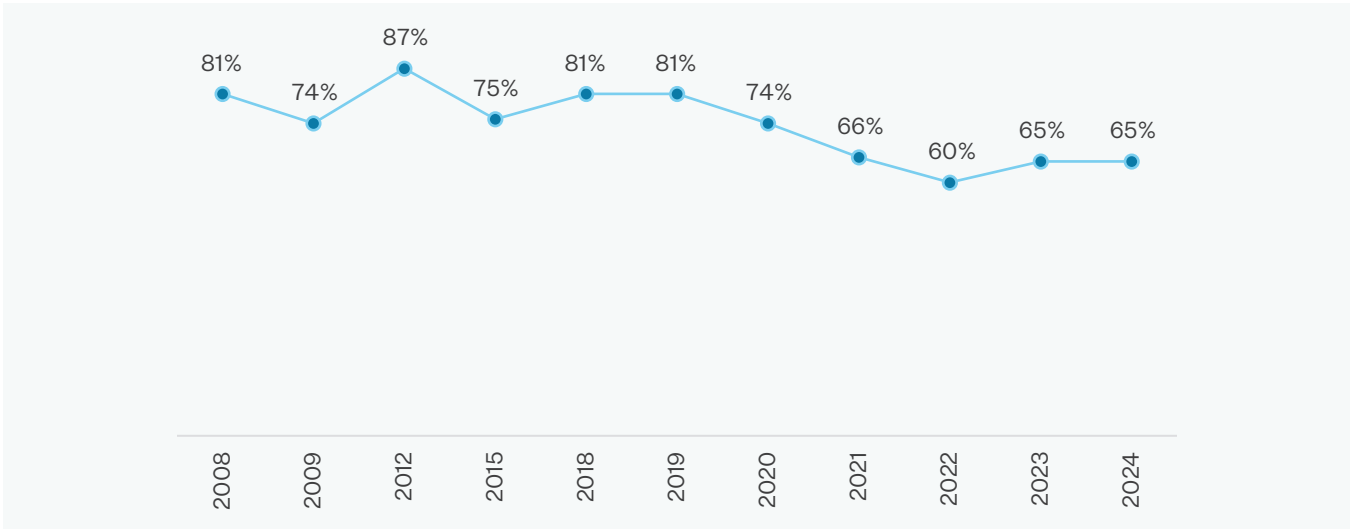
- **65 percent of residents were satisfied with the community programmes and events.**
- **X This is not achieving the satisfaction target of >75 percent.**
- Satisfaction has remained stable compared to last year
- Residents of Richmond were significantly more likely to be satisfied (75 percent satisfied) with the community programs than residents of other wards (54–72 percent satisfied).
- In comparison to other age groups, respondents aged 65 years or above were more likely to not know enough about the community programmes and events to state their satisfaction (31 percent responded with “don’t know”).
- There were no significant differences in satisfaction rating by gender.

Figure 3.9 Satisfaction with community programmes and events – 2024



Base: All respondents (n=400); All respondents excluding don't know responses (n=303)

Figure 3.10 Satisfaction with community programmes and events – over time



Base: All respondents (n=400)

Note: Readings prior to 2015 refer to recreational programmes and events (for example, the school holiday “Way To Go” programmes or events like Carols in the Park).

The most common reason for dissatisfaction amongst dissatisfied residents (i.e., 14 percent of them) was them feeling that there weren't many community programmes or events. Others felt there was A lack of publicity and having seen them as a waste of money are amongst other cited reasons for dissatisfaction.

Table 3.7 Reason for dissatisfaction

	Percent of respondents	Number of respondents
Not many or any here	53%	23
Waste of money/cost of funding	16%	7
Lack of advertising/publicity	14%	6
Not interested	14%	6
Didn't know about events	9%	4
Other	9%	4
Total respondents	100%	43

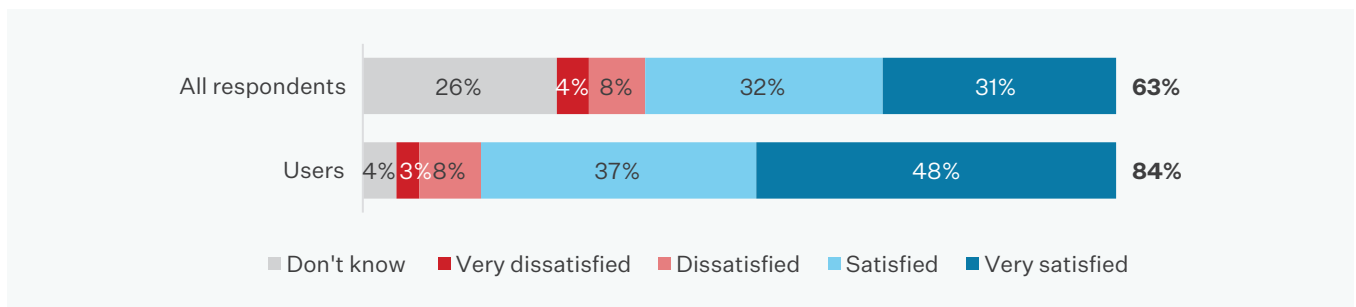
Base: Respondents dissatisfied with the service

Aquatic Centre

Satisfaction with the Aquatic Centre was high amongst users, achieving the performance target set. Although overall satisfaction achieved its lowest level since 2013, it is important to note that in 2024, this measure was asked to every respondents, not just those based in Richmond or Moutere-Waimea.

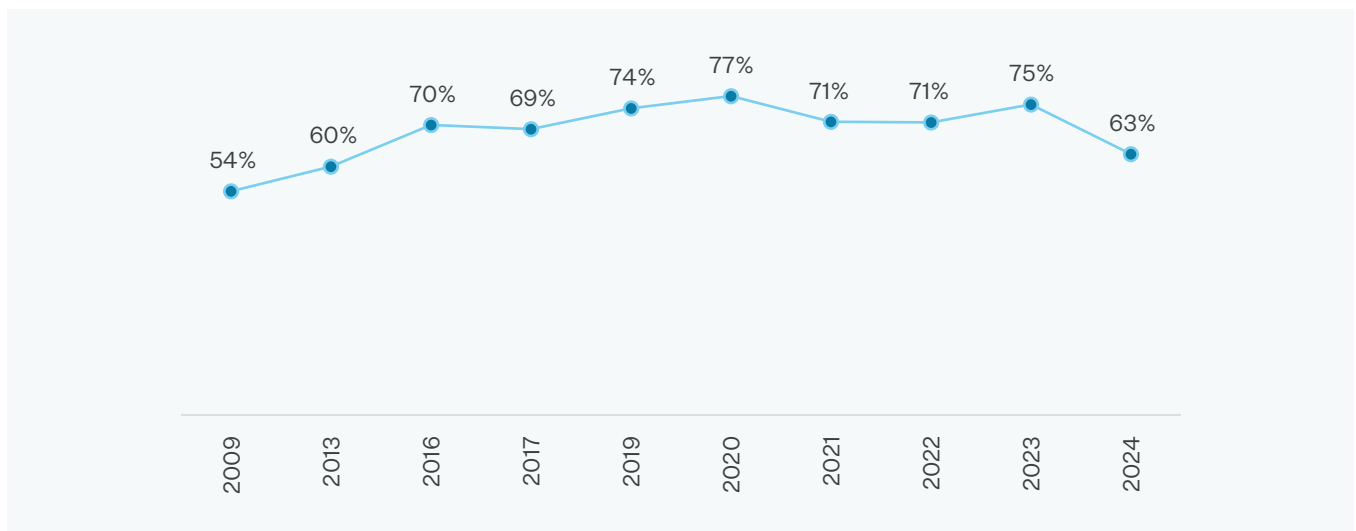
- 34 percent of the residents had used the Aquatic Centre.
- **84 percent of the users were satisfied with the Aquatic Centre.**
- ✓ **The target of 80 percent user satisfaction has been met.**
- Residents aged 18-44 were significantly more satisfied with the Aquatic centre (75 percent) than residents aged 65 and over. (49 percent)
- There were no significant differences by ward or gender amongst users.

Figure 3.11 Satisfaction with the Aquatic Centre – 2024



Base: All respondents (n=400); Users (n=134)

Figure 3.12 Satisfaction with the Aquatic Centre – over time



Base: All respondents

Residents who were dissatisfied with the Aquatic Centre (i.e., 12 percent of respondents) mainly felt that the service is expensive and needed to be upgraded. High chlorine levels were a concern for others.

Table 3.8 Reason for dissatisfaction

	Percent of respondents	Number of respondents
Too far away	38%	18
Upgrading needed (Issues with management, bookings, lane management, etc)	19%	9
It's expensive	17%	8
They're dirty	13%	6
High chlorine levels	13%	6
I don't use it	9%	4
Other	10%	5
Total respondents	100%	47

Base: Respondents dissatisfied with the service

Section 4

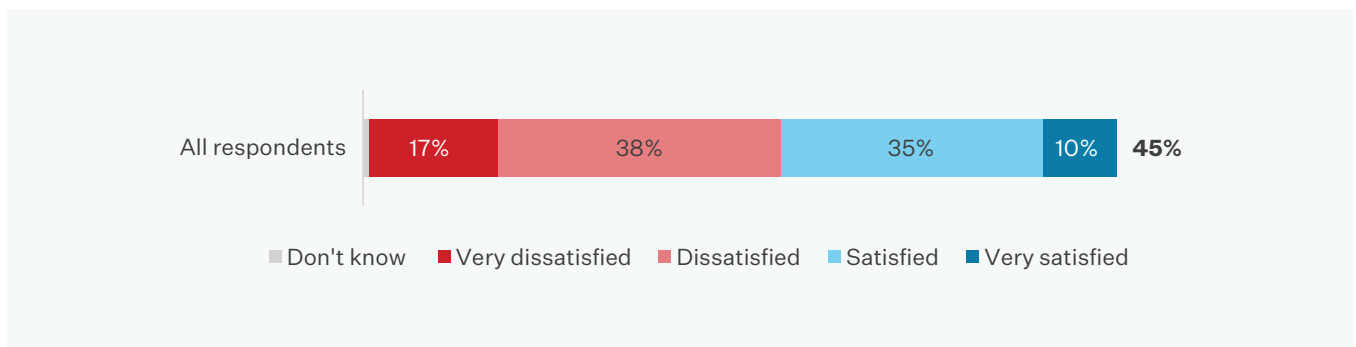
Roading/footpaths/ cycling

Roading

Satisfaction with roading was low for all residents and did not meet the target.

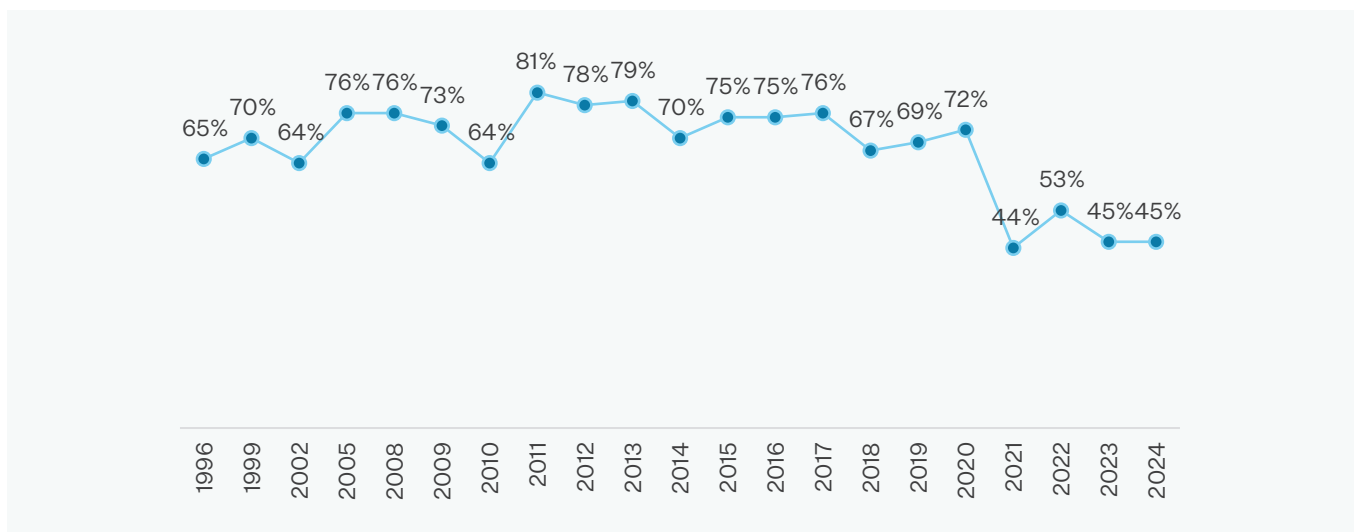
- 45 percent of residents were satisfied with the roads.
- ✗ **The target of 70 percent resident satisfaction has not been met.**
- Overall satisfaction has remained stable over the last year. Commentary provided suggest that dissatisfaction with the number of potholes and rough roads continues to be an issue for about half the residents. Satisfaction with roads should continue to be monitored.
- There were no significant differences by ward, gender or age.

Figure 4.1 Satisfaction with roading – 2024



Base: All respondents (n=400)

Figure 4.2 Satisfaction with the roading – over time



Base: All respondents

Residents dissatisfied with roads, (55 percent) stated their reasons for dissatisfaction was the poor condition of the roads, which were rough, and full of potholes. Others said the roads needed repair and maintenance.

Table 4.1 Reason for dissatisfaction

	Percent of respondents	Number of respondents
Specific roads	34%	74
Roads rough/broken and full of potholes	31%	68
Better maintenance needed	24%	53
Roading layout issues/Suggestions	16%	34
Traffic is bad	16%	36
Road works	8%	18
Time taken to repair/Issues with contractors	7%	16
Roads are unsafe	7%	15
Poor signage and visibility/Traffic lights	7%	15
No parking/ Street parking removed	7%	16
Temporary fixes	5%	12
Issues with Cycle lanes	5%	10
Roads need upgrading	5%	11
Unreasonable speed	4%	9
Roads are too narrow	3%	6
Tar seal issues/requests / regrade roads	2%	4
Roads causing damage	2%	5
Other	3%	7
Total respondents	100%	219

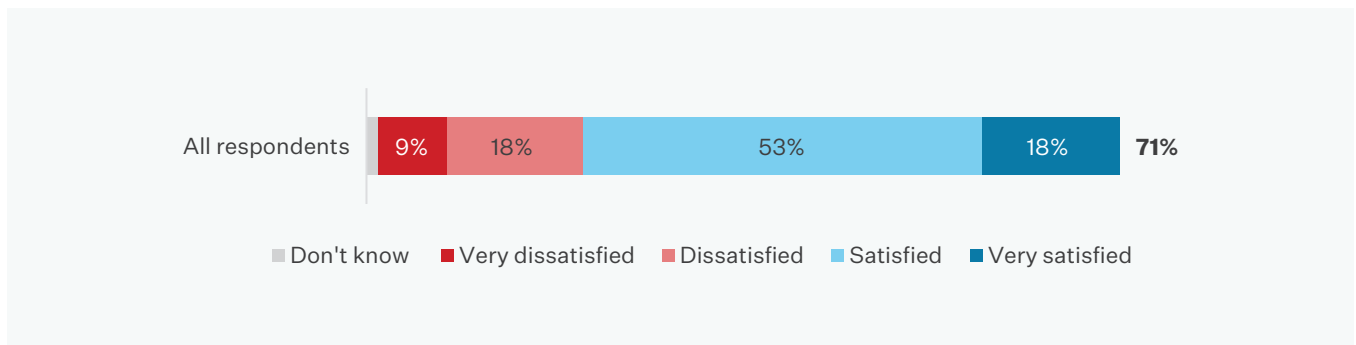
Base: Respondents dissatisfied with the service

Footpaths

Satisfaction with footpaths has seen an upward trend over the past three years, returning to levels last seen in 2020.

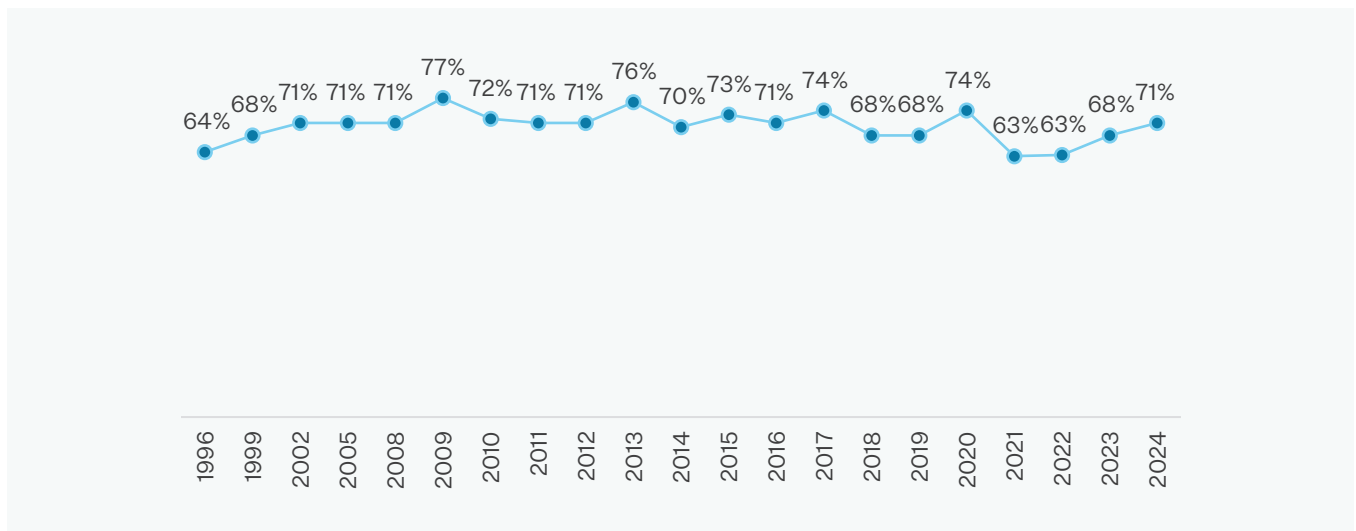
- **71 percent of residents were satisfied with the footpaths.**
- ✓ **The target of 70 percent resident satisfaction has been met.**
- Overall satisfaction has increased this year.
- Residents of Richmond were significantly more satisfied with the footpaths (83 percent) than other wards (57-71 percent)
- There were no significant differences in satisfaction by age or gender.

Figure 4.3 Satisfaction with footpaths – 2024



Base: All respondents (n=400)

Figure 4.4 Satisfaction with footpaths – over time



Base: All respondents

Thirty-two percent of residents who were dissatisfied with footpaths cited insufficient footpaths and their dismal condition, making them unsafe, especially for the elderly, as the major reasons for their rating.

Table 4.2 Reason for dissatisfaction

	Percent of respondents	Number of respondents
There aren't many/any	32%	35
Footpaths or lack of are unsafe	22%	24
Footpaths uneven and broken	20%	22
Footpaths too narrow/wide	13%	14
Footpaths not accessible/elderly friendly	8%	9
Greenery need maintaining	7%	8
None/not many safe crossings	6%	7
Better maintenance needed	6%	7
Need separate cycleways	4%	4
Other	30%	33
Total respondents	100%	109

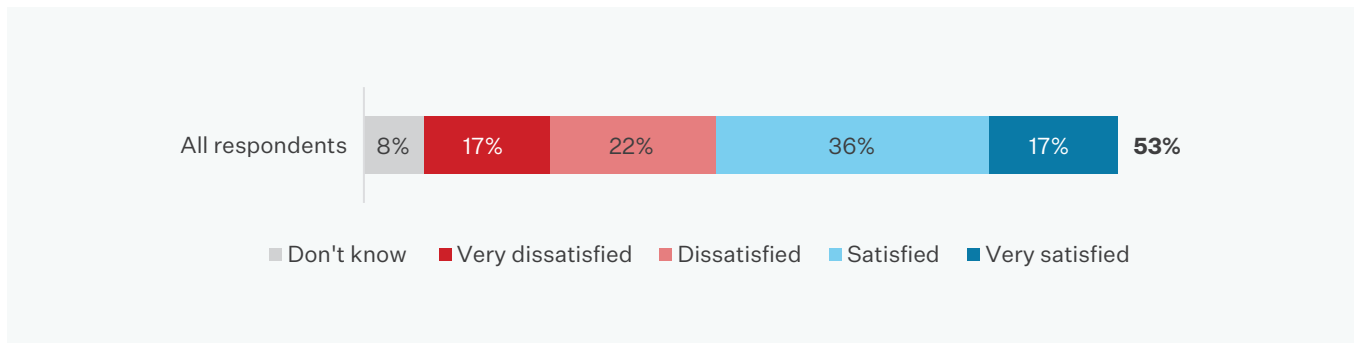
Base: Respondents dissatisfied with the service

Cycling

Satisfaction with cycle lanes, paths, or roads for cycling, easily exceed the set target.

- 53 percent of residents were satisfied with the cycle lanes.
- ✓ **The target of 25 percent resident satisfaction was achieved.**
- Cycle lanes satisfaction was a new question in 2022.
- There were no significant differences in satisfaction by age, ward or gender.

Figure 4.5 Satisfaction with cycle lanes – 2024



Base: All respondents (n=400)

Thirty-nine percent of residents were dissatisfied with the cycle lanes. They mostly cited reasons such as, loss of parking, poor planning or a lack of safety on current lanes for a dissatisfaction rating.

Table 4.3 Reason for dissatisfaction

	Percent of respondents	Number of respondents
Loss of parking	36%	56
Specific cycle lane/road mentioned	24%	37
Planning/layout	23%	36
Current cycle lanes/lack-thereof are unsafe	21%	32
Cycle lanes dont get used/Not used enough	15%	23
None/ Not enough cycle lanes	12%	18
Cycle lanes are a waste of money/We have enough	10%	16
Need better maintenance	7%	11
Cycle lanes make roads too narrow	6%	10
Seal gravel cycleways	5%	8
Cycle lane inconsistent/Cuts Off	3%	5
Other	11%	17
Total respondents	100%	155

Base: Respondents dissatisfied with the service

Safety on the roads

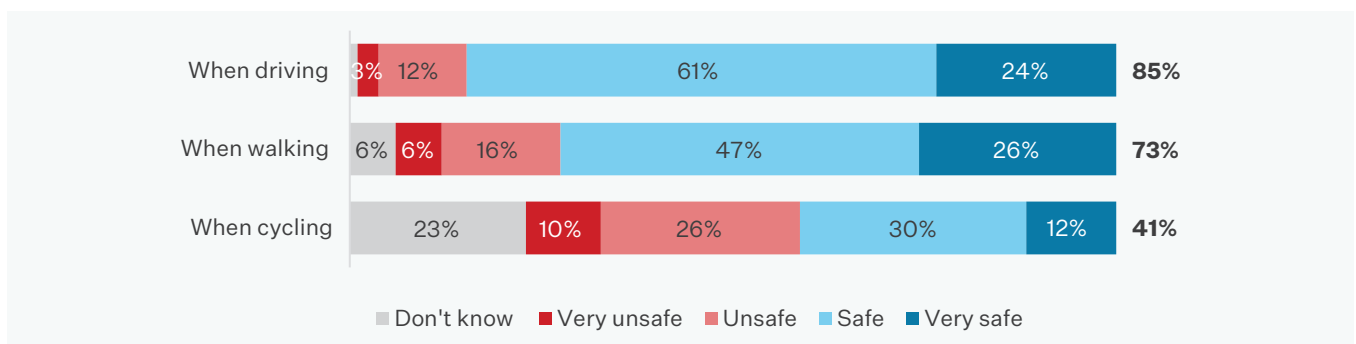
Perceptions of safety on the roading environment when driving, walking, and cycling vary.

- 85 percent of residents felt safe day-to-day on Tasman roads when driving.
✓ **The target of 70 percent has been met.**
- 73 percent of residents felt safe day-to-day on Tasman roads when walking.
✓ **The target of 70 percent has been met.**
- 41 percent of residents felt safe day-to-day on Tasman roads when cycling.
✗ **The target of 70 percent has not been met.**

This question was introduced in 2022.

- There were no significant differences by ward, age, or gender in terms of feeling safe when driving.
- When cycling:
 - Residents between the aged of 18 and 44 were significantly more likely to feel safe when cycling compared to other age groups.
 - There were no significant differences in terms of feeling safe while cycling by ward or gender.
- When walking:
 - Residents in the Richmond ward were more likely to feel safe (80 percent felt safe); while respondents in the Golden Bay ward were more likely to feel unsafe (36 percent felt unsafe) than residents in other wards.
 - There were no significant differences by gender or age in terms of feeling safe while walking.

Figure 4.6 Feelings of safety on the road – 2024



Base: All respondents (n=400)

Section 5

Three Waters

Provision of water services

Over half the respondents (58 percent) said that they were provided with a piped water supply and wastewater services (62 percent) by the Council and (53 percent) reported being provided with storm water services.

Piped water supply: Respondents from the Richmond ward were significantly higher on provision of piped water supply (provided to 92 percent of them) whereas Golden Bay and Motueka Wards were significantly lower (14 percent and 30 percent provided with, respectively).

Wastewater services: Again, respondents from Richmond were significantly higher on provision of wastewater services (86 percent of them) compared to other wards whereas, Lakes-Murchison Ward was significantly lower than other wards (28 percent provided with the service).

Storm water services: Richmond was significantly higher (82 percent) whereas, Golden Bay ward and Lakes Murchison were significantly lower on provision (provided to 24-25 percent in each ward).

Table 5.1 Council-provided services

Council provides...	% provided				
	2020	2021	2022	2023	2024
A piped water supply to your house	58%	55%	57%	57%	58%
A wastewater/sewerage system	59%	55%	58%	59%	62%
A piped stormwater collection	53%	48%	47%	49%	53%

Where you live, does Council provide the following?
Base: All respondents (n=400)

Water supply

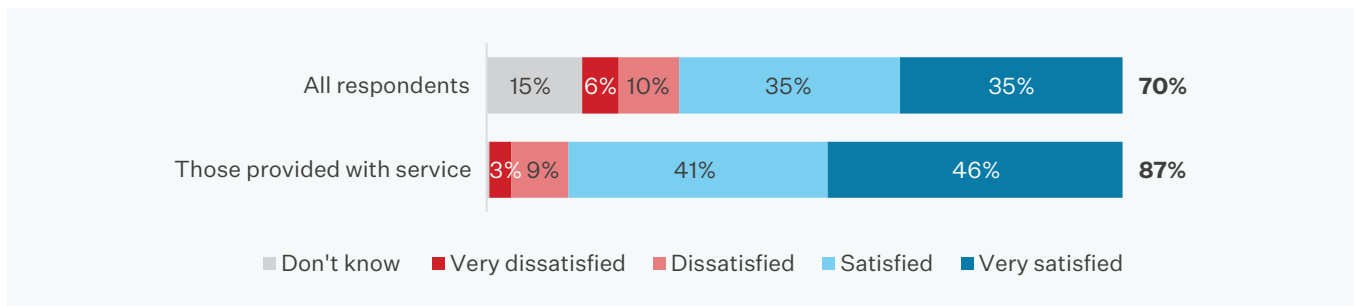
Satisfaction with the quality of the water supply was high for those provided with the service.

- **87 percent of residents who are on a Council provided water supply were satisfied.**
- ✓ **The target of 80 percent for those provided the service, has been met.**
- Overall satisfaction has increased by 5 percent over the previous year.

Overall, those who live in Richmond ward were significantly more likely to be satisfied (90 percent); while those who live in Motueka ward were significantly less likely to be satisfied (53 percent) than other ward residents.

Satisfaction was not significantly different across age or gender.

Figure 5.1 Satisfaction with water supply – 2024



Base: All respondents (n=400); Provided with service (n=233)

Figure 5.2 Satisfaction with water supply – over time



Base: All respondents (n=400)

Residents who were dissatisfied with the water supply (15 percent, n=61) provided three main reasons: the water quality, no water supply, or the chlorine content in water.

Table 5.2 Reason for dissatisfaction

	Percent of respondents	Number of respondents
The water quality	25%	15
There isnt water supply	25%	15
Chlorine/Chloride/Fluoride	21%	13
Unreasonable charging	16%	10
Unhappy with water restrictions	15%	9
Unreliable	11%	7
Poor council planning	10%	6
Water system issues (General)	8%	5
Other	10%	6
Total respondents	100%	61

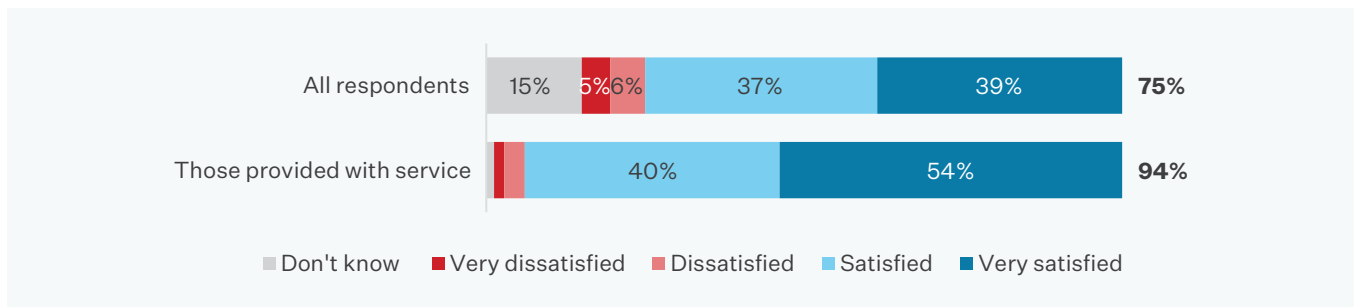
Base: Respondents dissatisfied with the service

Wastewater/sewerage system

Satisfaction with the quality of the wastewater/sewerage system was near universal, amongst those provided with the service.

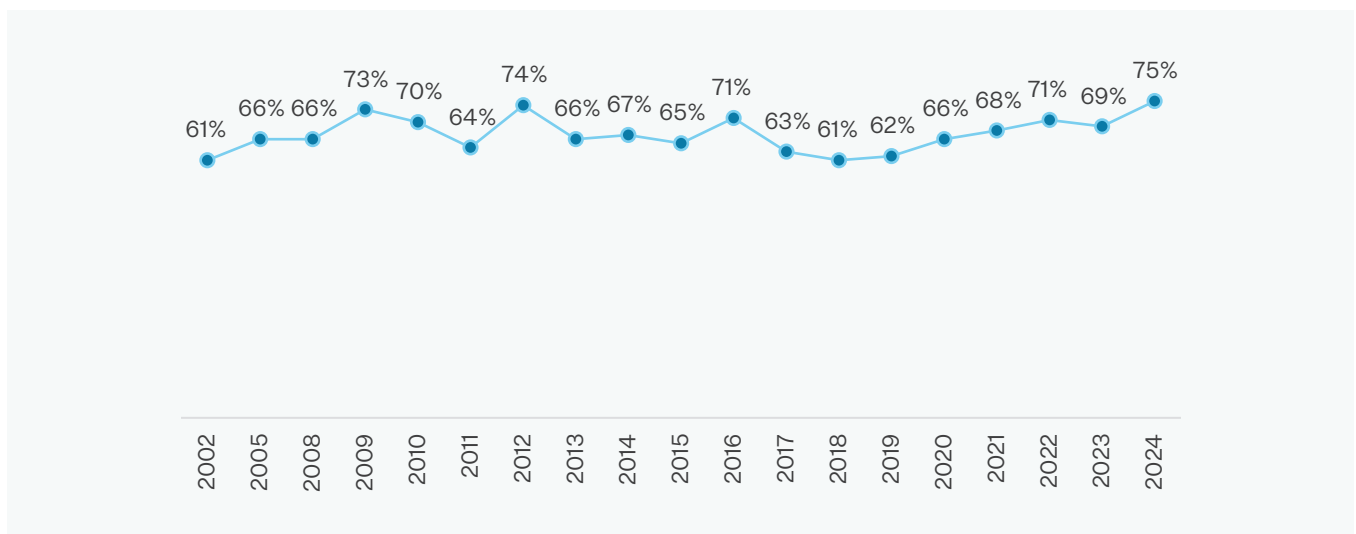
- 94 percent of residents who were provided with a wastewater/sewerage system by the Council were satisfied.
- ✓ **The target of 80 percent for those provided with the service has been met.**
- Overall satisfaction has increased marginally from last year.
- Comparing wards, it was observed that those living in Richmond ward were significantly more likely to be satisfied (91 percent) than other wards.
- There was no significant difference in satisfaction by age or gender.

Figure 5.3 Satisfaction with wastewater/sewerage system – 2024



Base: All respondents (n=400); Provided with service (n=247)

Figure 5.4 Satisfaction with wastewater/sewerage system – over time



Base: All respondents (n=400)

Residents who were dissatisfied with the wastewater/sewerage system (10 percent dissatisfied in all), primarily said that it was because they did not get one, or because of wastewater dumping or needed upgrading.

Table 5.3 Reason for dissatisfaction

	Percent of respondents	Number of respondents
Council dont supply one/enough	41%	16
Waste water dumping/ spilling	23%	9
Needs upgrading/ more funding	21%	8
Stormwater/flooding mention/issues	10%	4
Broken infrastructure	8%	3
Smell in area	8%	3
Other	13%	5
Total respondents	100%	40

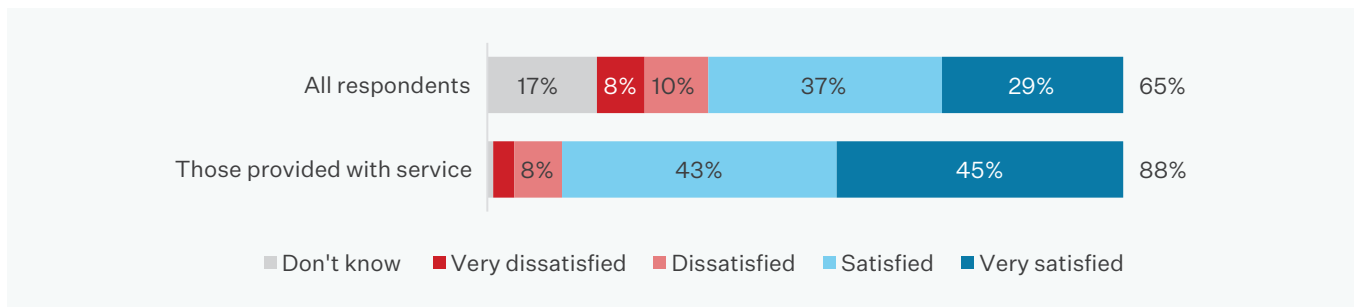
Base: Respondents dissatisfied with the service

Stormwater services

Satisfaction with the quality of the stormwater services was very high for those provided with the service.

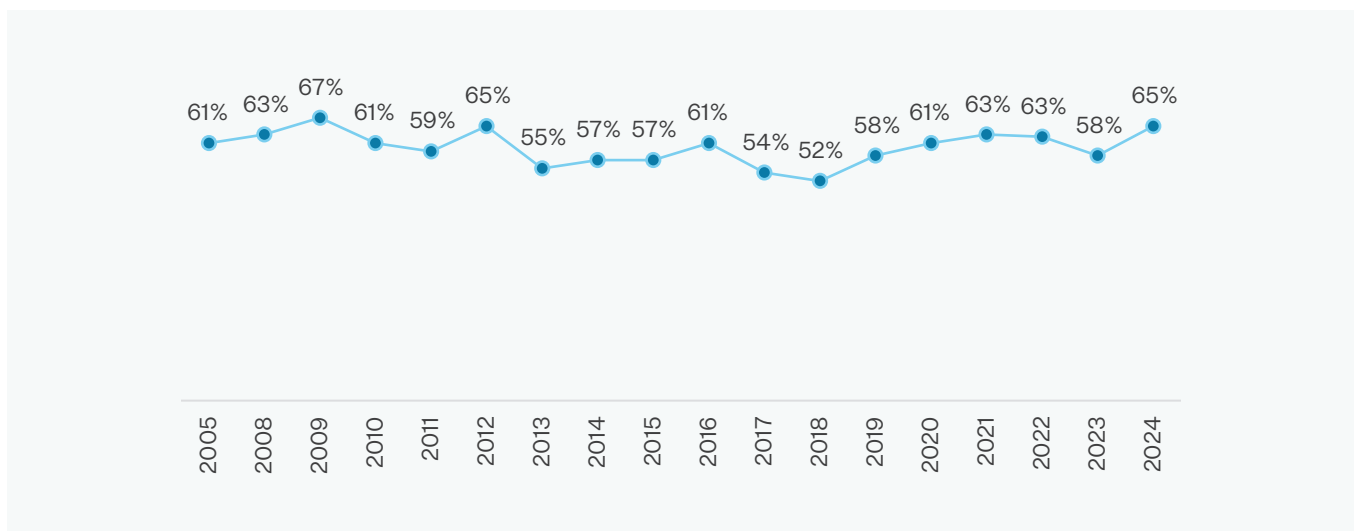
- **88 percent of residents who were provided the stormwater service system by the Council were satisfied.**
- ✓ **The target of 80 percent for those provided the service has been met.**
- Overall satisfaction has increased over the past year (7 percent increase).
- Comparing wards, residents of Richmond ward were significantly more likely to be satisfied (85 percent satisfied), whereas those in Lakes-Murchison ward were significantly lower on satisfaction (38 percent).
- There were no significant differences in satisfaction with stormwater services by age or gender.

Figure 5.5 Satisfaction with stormwater services – 2024



Base: All respondents (n=400); Provided with service (n=213)

Figure 5.6 Satisfaction with stormwater services – over time



Base: All respondents

Eighteen percent of respondents were dissatisfied with stormwater services provided by the Council. Majority of them said it was due to flooding in poor weather or that the Council didn't provide stormwater service. improper drainage and a lack of maintenance were also stated as the reasons.

Table 5.4 Reason for dissatisfaction

	Percent of respondents	Number of respondents
Flooding in poor weather	51%	36
Council don't supply one	23%	16
In need of upgrading	23%	16
Improperly drained	17%	12
Lack of maintenance	13%	9
Council ignoring residents	7%	5
Other	10%	7
Nothing/No answer	1%	1
Total respondents	100%	70

Base: Respondents dissatisfied with the service

Section 6

Waste management

Provision of waste services

The provision of waste services to respondents was mixed.

Respondents from the Richmond ward were significantly more likely to be provided with a regular recycling service (provided to 95 percent of them).

Residents in Lakes-Murchison ward were significantly less likely to be provided with a regular recycling service (31 percent provided with) or with pre-paid rubbish bag collection service (28 percent) by the Council.

Table 6.1 Provided services 2024

Council provides...	% provided				
	2020	2021	2022	2023	2024
A regular recycling service	87%	81%	82%	84%	83%
Council pre-paid rubbish bag collection service	68%	62%	68%	63%	67%

Base: All respondents (n=400)

Use of waste services

89 percent of residents provided with the Council's kerbside recycling services have used it more than three times in the past 12 months.

X The target of a 95 percent usage rate has not been met.

- There were no significant differences in usage by age, gender or ward

Table 6.2 Use of services – 2021, 2022⁷, 2023 and 2024

	2021		2022		2023		2024	
	Base	% used/visited out of those provided	Base	% used/visited out of those provided	Base	% used/visited out of those provided	Base	% used/visited out of those provided
Council's resource recovery centre/waste transfer station	All respondents (n=400)	64%	All respondents (n=400)	71%	Not measured in 2023	Not measured in 2023	Not measured in 2024	Not measured in 2024
Council's pre-paid rubbish bag collection services	Those provided the service (n=247)	57%	Those provided the service (n=270)	56%	Those provided the service (n=255)	44%	Those provided the service (n=117)	44%
Council's kerbside recycling services (if at all)	Those provided the service (n=325)	86%	Those provided the service (n=326)	91%	Those provided the service (n=342)	90%	Those provided the service (n=306)	92%
Council's kerbside recycling services - three times or more *	Those provided the service (n=325)	77%	Those provided the service (n=326)	88%	Those provided the service (n=342)	83%	Those provided the service (n=297)	89%

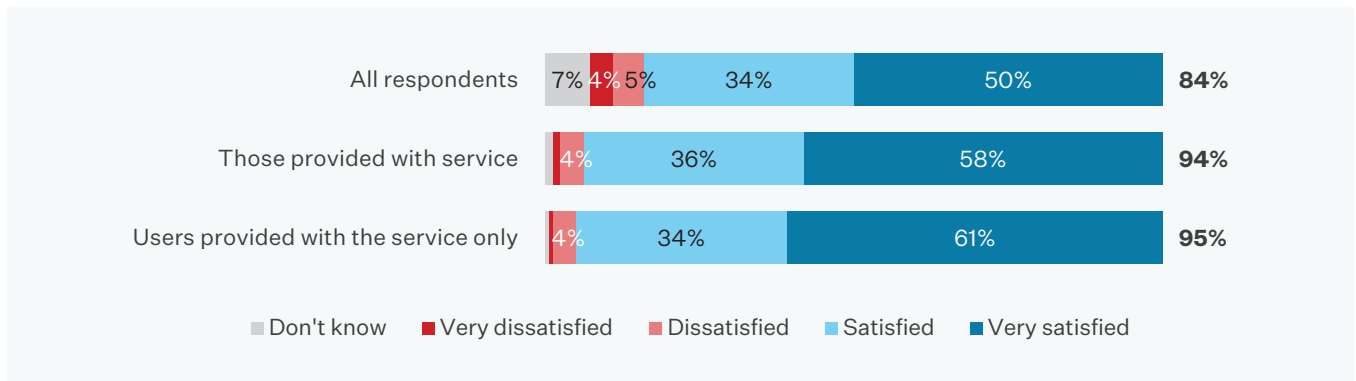
⁷ Please note that due to a change in calculations on how usage has been measured, results for the pre-paid rubbish bags or kerbside collection are only comparable since 2021.

Kerbside recycling

Satisfaction with the quality of the kerbside recycling was high for all residents, for those provided with the service, and for users.

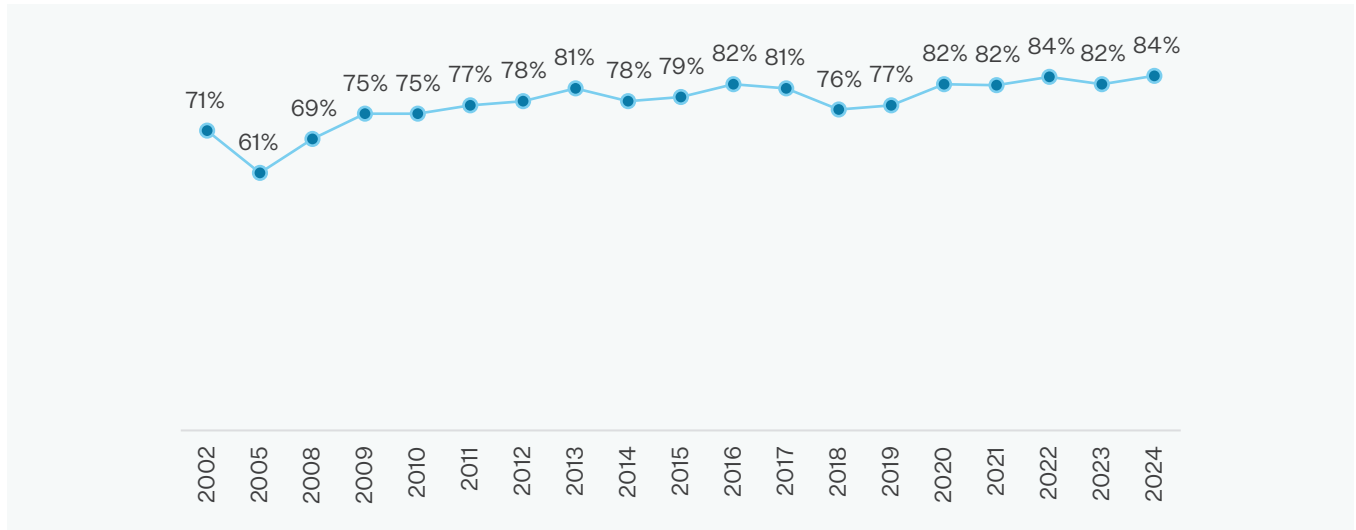
- **94 percent of residents who were provided the kerbside recycling service by Council were satisfied.**
- ✓ **The target of 90 percent from those provided the service has been met.**
- Satisfaction levels have increased (though marginally) for all respondents, for those provided with the service as well as for the users.
- No significant differences were noticed in satisfaction ratings of those provided with the service across wards. It is worth noting that those provided with the service in Lakes- Murchison were significantly higher on “don’t know” (28 percent) as their response than other wards.

Figure 6.1 Satisfaction with kerbside recycling – 2024



Base: All respondents (n=400); Provided with service (n=323); Users provided with the service (n=306)

Figure 6.2 Satisfaction with kerbside recycling – over time



Base: All respondents

Residents who were dissatisfied with kerbside recycling (9 percent dissatisfied in all) primarily said that it was mainly because they did not receive the service, or what was acceptable for recycling by the Council. Taking more care in recycling collection, ensuring pick up does occur and more frequent pick up could help improve scores.

Table 6.3 Reason for dissatisfaction

	Percent of respondents	Number of respondents
Council don't supply it	51%	18
Lack of acceptable recyclables	11%	4
No care in recycling collection	11%	4
Recycling isn't being recycled/ends up in landfill	9%	3
Recycling not picked up sometimes	6%	2
More bins/pick up more often	6%	2
Other	11%	4
Don't know	6%	2
Total respondents	100%	35

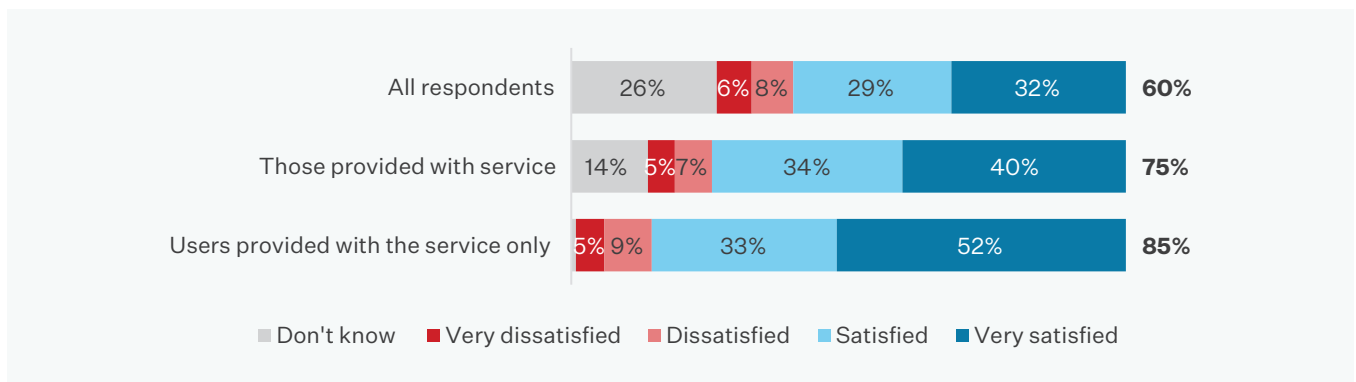
Base: Respondents dissatisfied with the service

Council’s prepaid rubbish bag service

Satisfaction with the Council’s prepaid rubbish bag service was high amongst those provided with the service and service users.

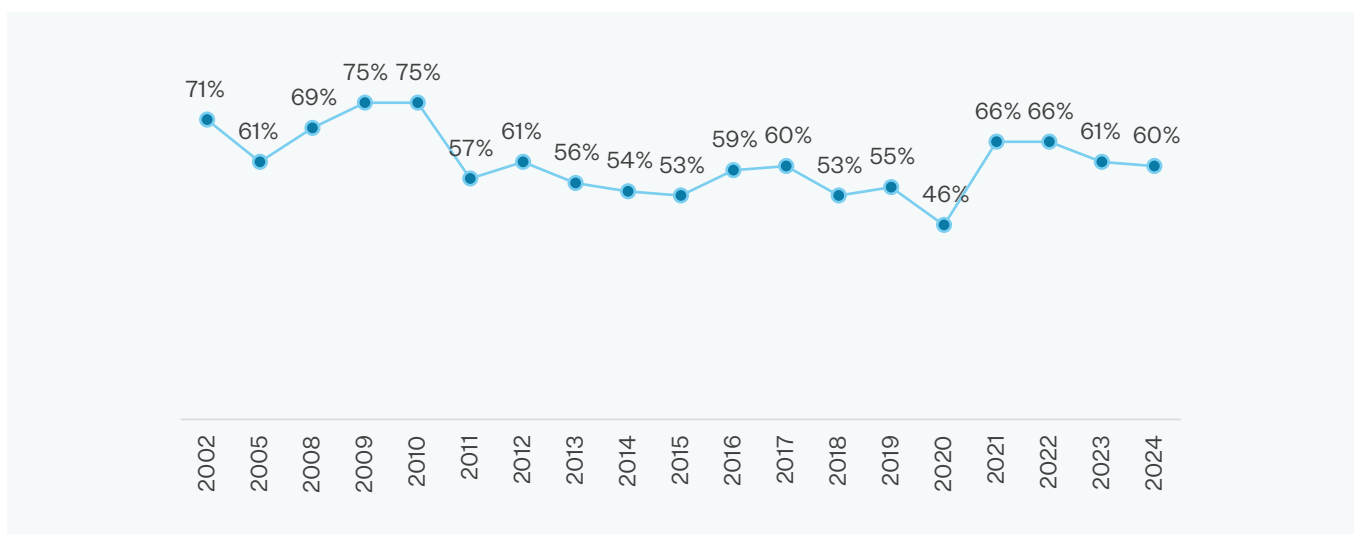
- **75 percent of residents who were provided with the prepaid rubbish bag service were satisfied.**
- No target for satisfaction with the prepaid rubbish bag service was set.
- Overall satisfaction has remained consistent over the past 12 months, currently sitting at 60 percent.
- There were no significant differences in satisfaction by gender, age or ward.

Figure 6.3 Satisfaction with prepaid rubbish bag service – 2024



Base: All respondents (n=400); Provided with service (n=268); Users (n=113)

Figure 6.4 Satisfaction with prepaid rubbish bag service – over time



Base: All respondents

Residents who were dissatisfied with the prepaid rubbish bag service (14 percent) primarily said it was because they felt the charges were unreasonable or the Council did not provide this service to them. Others said that it's poorly organised.

Table 6.4 Reason for dissatisfaction

	Percent of respondents	Number of respondents
Unreasonable charging	56%	31
Council doesnt provide it	33%	18
Unhappy with plastic bags	11%	6
Inconvenience/Poorly organized	11%	6
Other	2%	1
Don't know	2%	1
Number of respondents	100%	55

Base: Respondents dissatisfied with the service

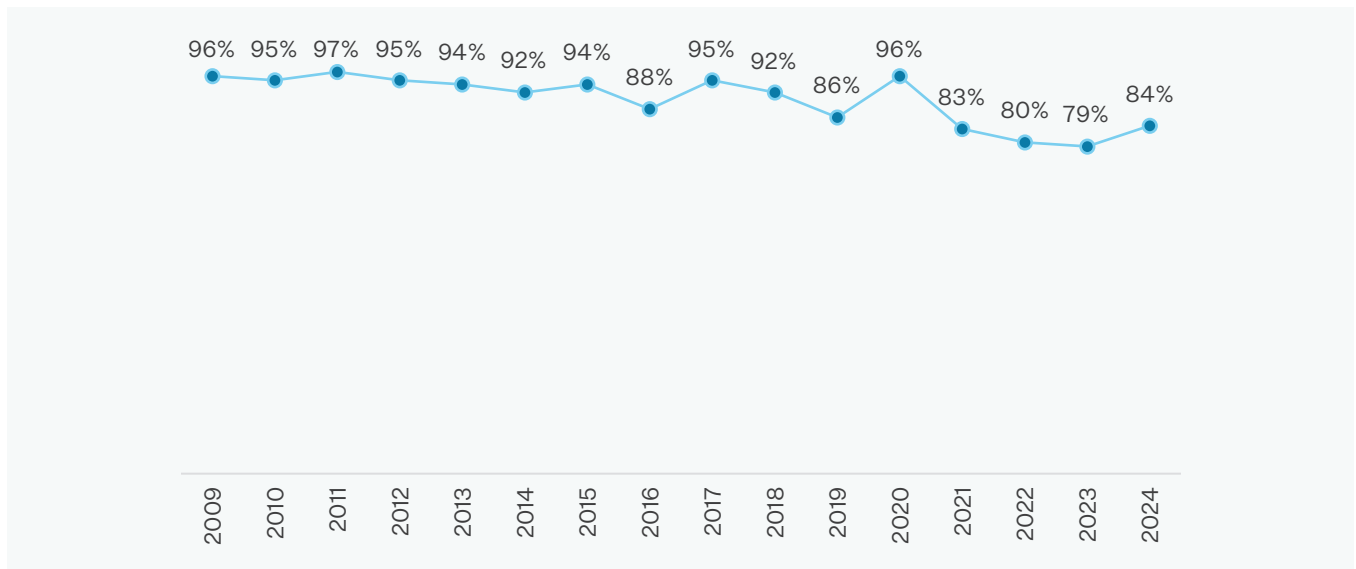
Section 7

Council information & communication

Access and use of Council information

- 84 percent of residents saw, read, or heard Council information in the last 12 months. Awareness has increased 5 percent over the past 12 months.
- Respondents aged 65 and over, were significantly more likely to have seen, read or heard any Council information (93 percent), as compared to other age groups.
- Those who had seen/read/heard information were more likely to have done that through Newsline, newspapers or through social media.
- Respondents over 65 years or over were more likely to have seen Council information on Newsline (75 percent) where as those ages 18-44 were significantly less likely (36 percent) to have seen Council information through Newsline.
- Social media is used significantly more by those in 18–44 age group (54 percent) than by other age groups, and significantly less likely to be used by those ages 65 and over (13 percent).
- Golden Bay was significantly more likely to read Council information (57 percent) than other wards.

Figure 7.1 Have seen, read, or heard Council information – over time



Base: All respondents

Table 7.1 Channels used to see, read, or hear Council information – 2024

	Percent of respondents	Number of respondents
Newsline (fortnightly Council publication delivered to households)	61%	204
Social media	35%	119
Newspapers	31%	104
The Council's website	15%	49
Online news service, e.g. Stuff	12%	42
Radio	5%	16
Antenno app	4%	13
Mail (pamphlets, letters)	4%	12
Personal contact	3%	10
From other people hearsay	3%	10
Public meetings	3%	10
Online/ internet (general/ not specified)	1%	5
Others	7%	22
Total respondents		337

Base size: All respondents who had seen, read or heard info from the Council

Looking specifically at information published by the Council, Newsline was the most commonly seen resource followed by Council advertisements in newspapers (Table 7.2).

- Those aged 18–44 age group were more likely to have found the information through the Council’s social media or Council’s advertisements on radio
- Females were more likely to use Council’s social media than males.
- Lakes-Murchison ward residents were less likely to have found the information through the Council’s advertisements.

Table 7.2 Published information seen, read, heard – 2024

	Percent of respondents	Number of respondents
Newsline	80%	269
Council advertisements in newspapers	57%	191
Consultation Document on Tasman’s 10-Year Plan 2024-2034	50%	169
Council’s social media	47%	158
The Council website	46%	155
Information available from Council offices or libraries	35%	117
Council advertisements on the radio	28%	94
The Council’s library website	20%	69
Council meeting agendas and minutes	15%	50
None of the above	1%	2
Total respondents	100%	337

Base: Respondents who had seen, read or heard any Council information in the last 12 months

Contacting Council

Sixty-eight percent of the respondents contacted the Council in the last 12 months.

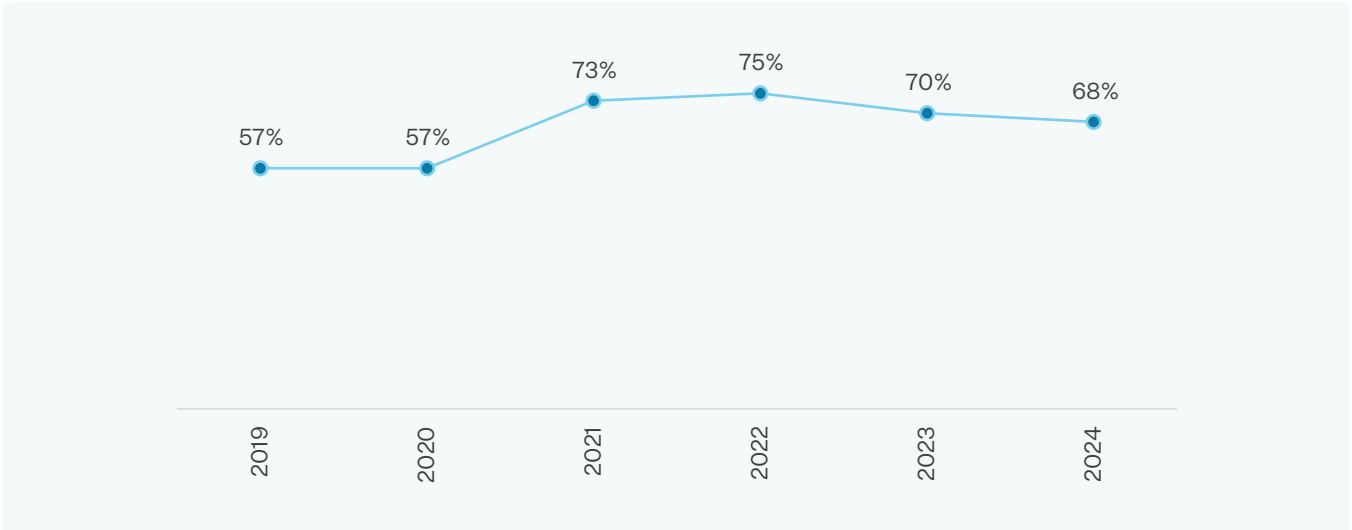
- The three most common methods were by phone, in person, and then by email.
- Contact with Council has remained stable over the past year
- Residents in Richmond ward were significantly less likely to contact the council via online contact form (7 percent) or by email (17 percent).
- Residents ages 65 and over were significantly more likely to contact the Council in writing by post (11 percent) than other ages.
- There were no significant differences by gender.

Table 7.3 Methods used to contact the Council – 2024

	Percent of respondents	Number of respondents
By phone	46%	182
In person	41%	163
By email	31%	125
By online contact form	16%	63
By social media	7%	26
Via Antenno app	5%	20
In writing by post	4%	15
Have not contacted the Council in the last 12 months	32%	127
Total respondents	100%	400

Base: All respondents (n=400)

Figure 7.2 Contact with Council – over time



Base: All respondents

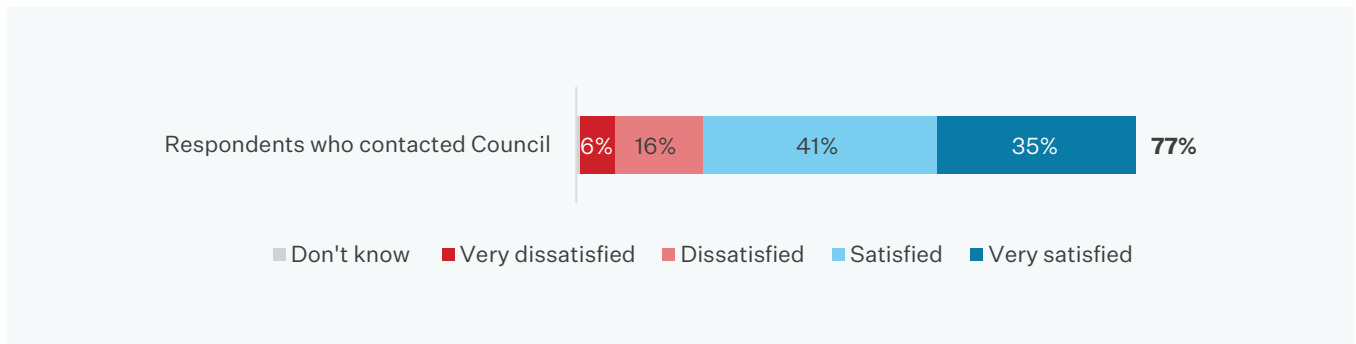
Satisfaction with the services received when contacting the Council offices is lower than last year. (5 percent decrease)

- 77 percent of residents were satisfied with the service received when contacting Council.

X The target of 85 percent service satisfaction has not been met.

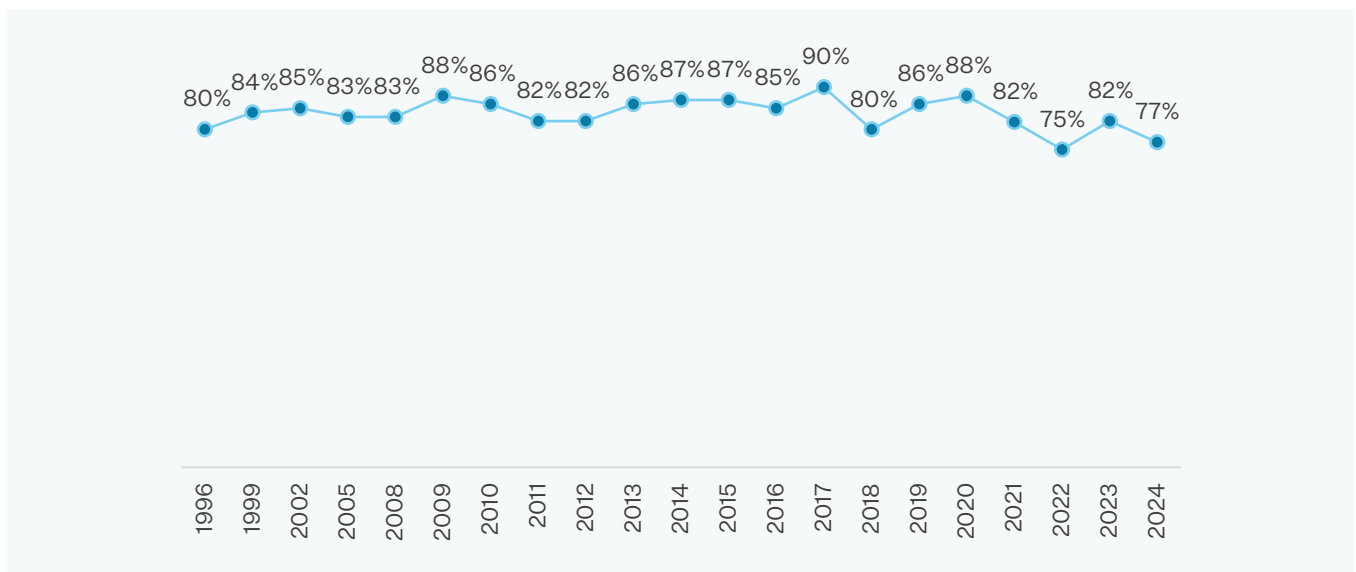
- There were no significant differences by ward, age, or gender.

Figure 7.3 Satisfaction with services received when contacting Council – 2024



Base: Respondents who had contacted the Council in the past 12 months (n=273)

Figure 7.4 Satisfaction with services received when contacting Council – over time



Base: All respondents who had contacted the Council in the past 12 months

Residents who were dissatisfied with the services they received after contacting the council (i.e., 22 percent) primarily said it was because they felt they had received minimal communication and a lack of follow-up from the council.

Dissatisfied residents were asked to specify the location of the service they contacted the council about, this uncovered a wide variety of topics, from roading and cycleways, sewerage and wastewater, to processing consents and permits. Furthermore, a number of comments focused solely on their communication issue with the council.

“ Good staff, but no process of continuing any discussion, you cannot take it further.

Table 7.4. Examples of what led to residents’ dissatisfaction with services received when contacting the Council

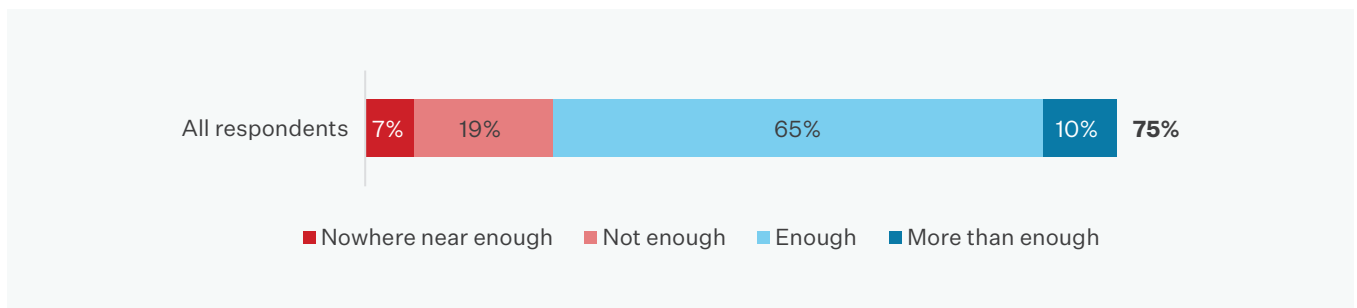
	Percent of respondents	Number of respondents
Communication/ Lack of follow up	55%	33
Lack of staff knowledge/ Hard to get Information	23%	14
Slow/difficult processing (consents, permits etc)	15%	9
Not listening to people/Consultation	8%	5
Other	13%	8
Total respondents	100%	60

Base: All respondents who were dissatisfied contacted the Council in the past 12 months

Level of information provided

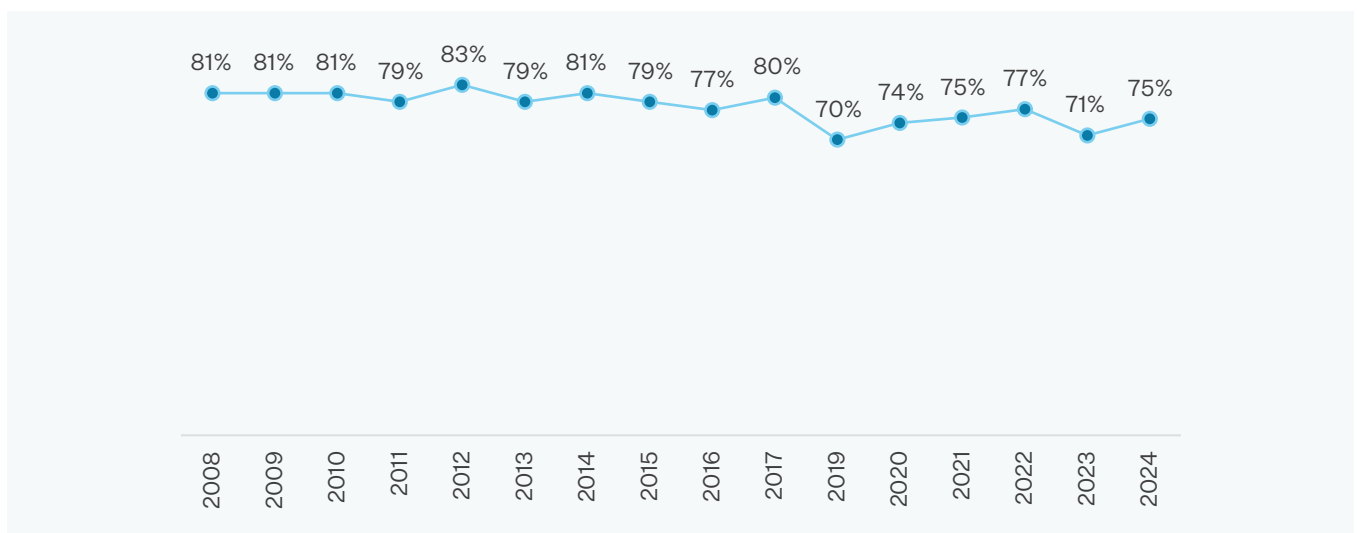
- 75 percent of residents felt the level of information the Council provides was enough.
- ✓ **The target of 75 percent has been met.**
- The proportion of respondents feeling the information is enough has increased over the past year after declining last year.
- There were no significant differences by ward, age, or gender.

Figure 7.5 Information provided is enough – 2024



Base: All respondents (n=400)

Figure 7.6 Information provided is enough – over time



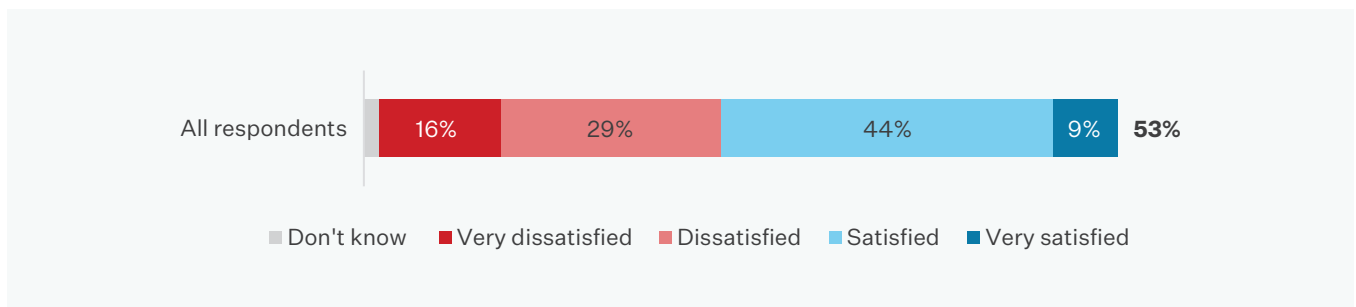
Base: All respondents

Public consultation

Over half of respondents were satisfied with public consultation.

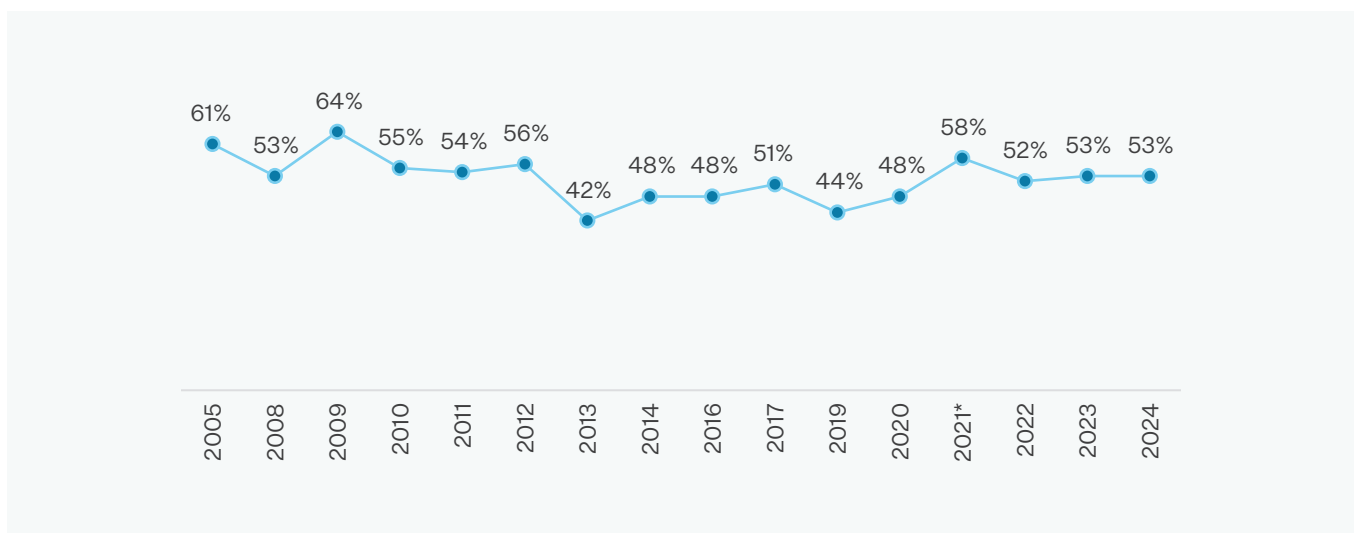
- 53 percent of residents were satisfied with the way Council consults the public in the decisions it makes.
- ✓ **The target of 50 percent resident satisfaction has been met.**
- There were no significant differences by Ward, age, or gender.

Figure 7.7 Satisfaction with public consultation – 2024



Base: All respondents (n=400)

Figure 7.8 Satisfaction with public consultation – over time



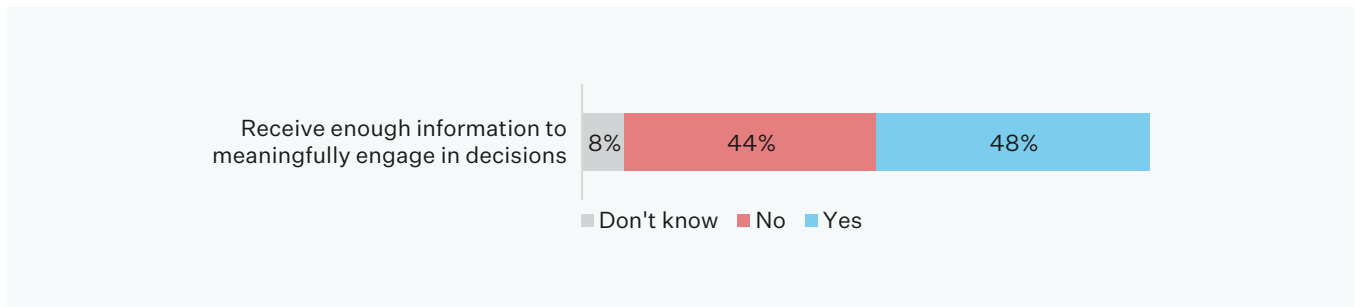
Base: All respondents

*Note: change in scale from 5-point scale to 4-point scale

Note: prior to 2009 refers to satisfaction with the way Council involves the public in the decisions it makes

A new measure in 2024 was introduced to the survey to understand if residents believed they had enough information from the council to meaningfully engage in District decision-making. This found that slightly under half (48 percent) believed they had.

Figure 7.9. Did residents receive enough information from the council to meaningfully engage in decision-making?



Base: All respondents

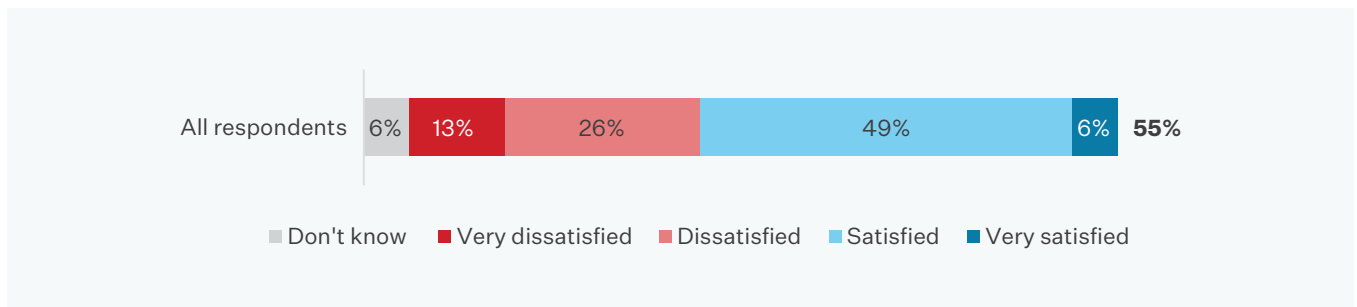
Section 8

Local issues and Council operations

Rates

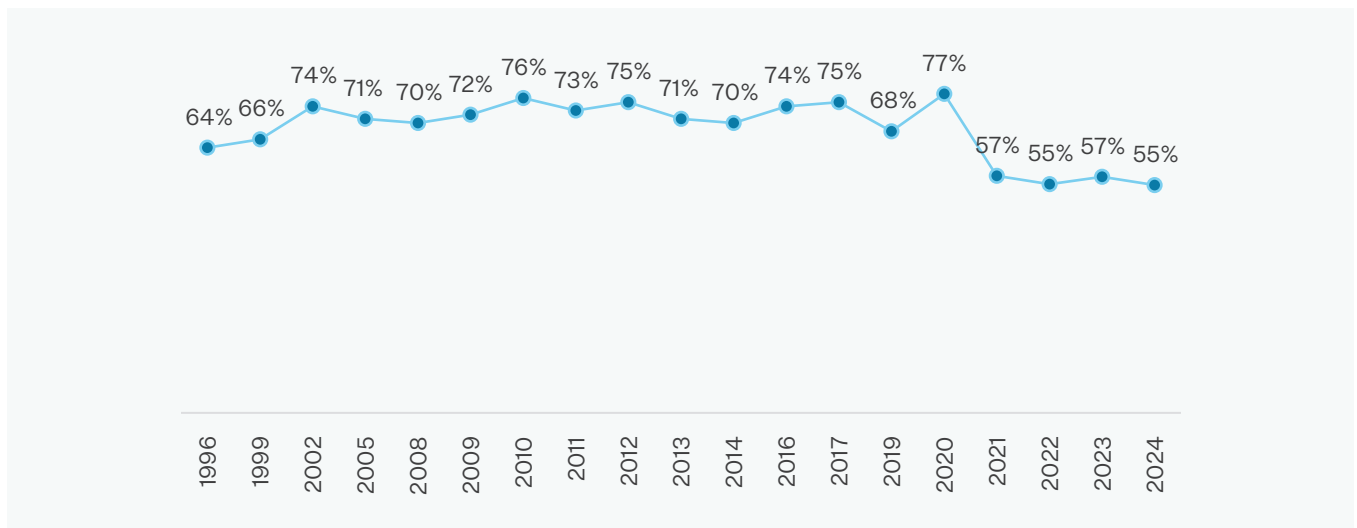
- **55 percent of residents were satisfied with the way rates were spent on services and facilities.**
- No target for satisfaction with rates was set.
- Although there is a 2 percent decrease from last year, satisfaction with rates' expenditure has remained low since the significant drop in 2021 of 20 percent.
- There were no significant differences in satisfaction ratings by gender, age or Ward.

Figure 8.1 Satisfaction with rates – 2024



Base: All respondents (n=400)

Figure 8.2 Satisfaction with rates – over time



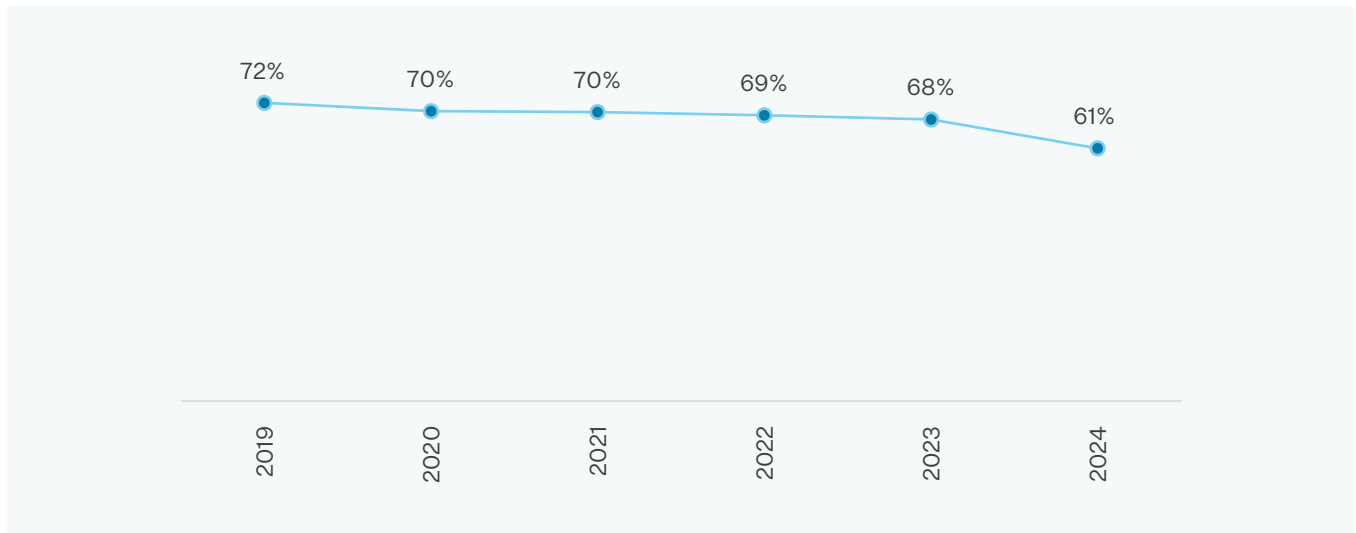
Base: All respondents

Resource management

Sixty-one percent were aware of the Council’s role in resource management policy and planning work (e.g., managing TDC’s natural resources like water and air quality and zoning land for various uses). Awareness has declined when compared with last year (7 percent).

- Across gender, age and ward, no significant differences were noticed.

Figure 8.3 Awareness of Council’s role in resource management – over time

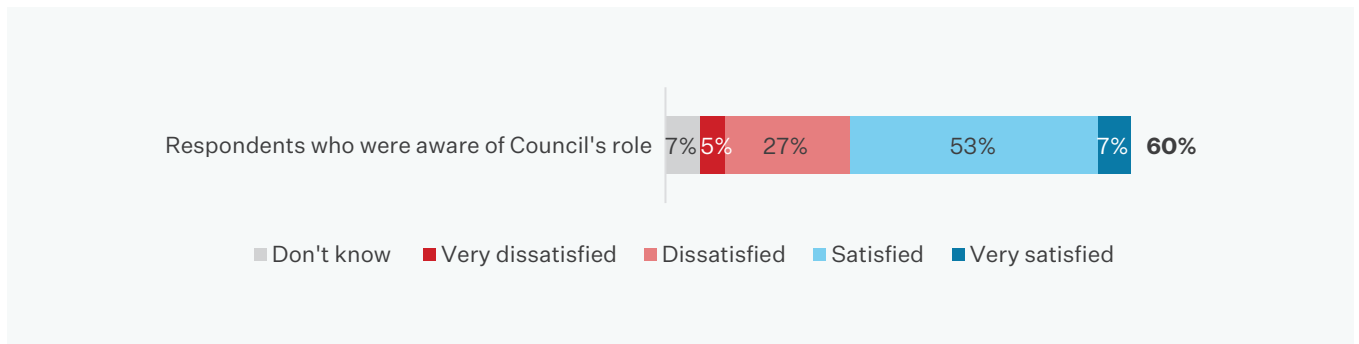


Base: All respondents

Of those who were aware of the Council’s role in resource management and policy and planning work:

- 60 percent were satisfied with the Council’s role.
- ✗ **The target of 65 percent resident satisfaction has not been met.**
- Satisfaction has remained consistent with 2023.
- There were no significant differences by ward, age or gender.

Figure 8.4 Satisfaction with resource management – 2024



Base: Respondents aware of Council’s role (n=242)

Figure 8.5 Satisfaction with resource management – over time

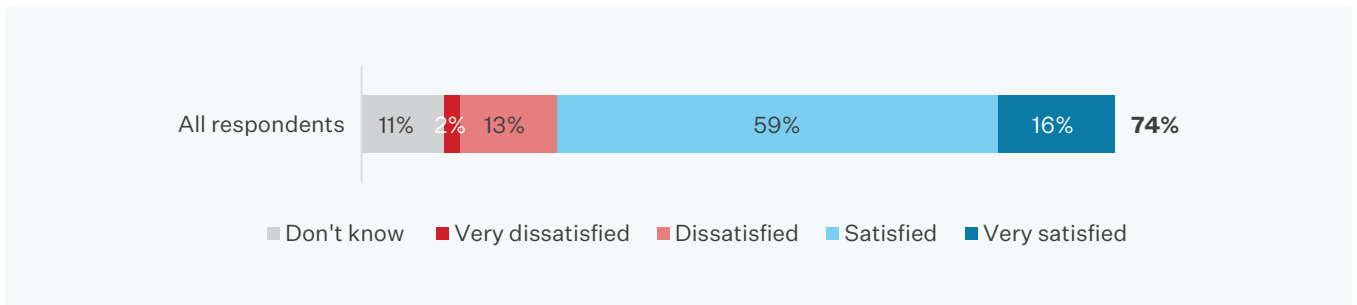


Base: 1996-2018. All respondents: 2019-2021. Respondents aware of the Council’s role in resource management
 * Readings from and after 2019 only refers to residents aware of the Council’s role in resource management

Council’s emergency management

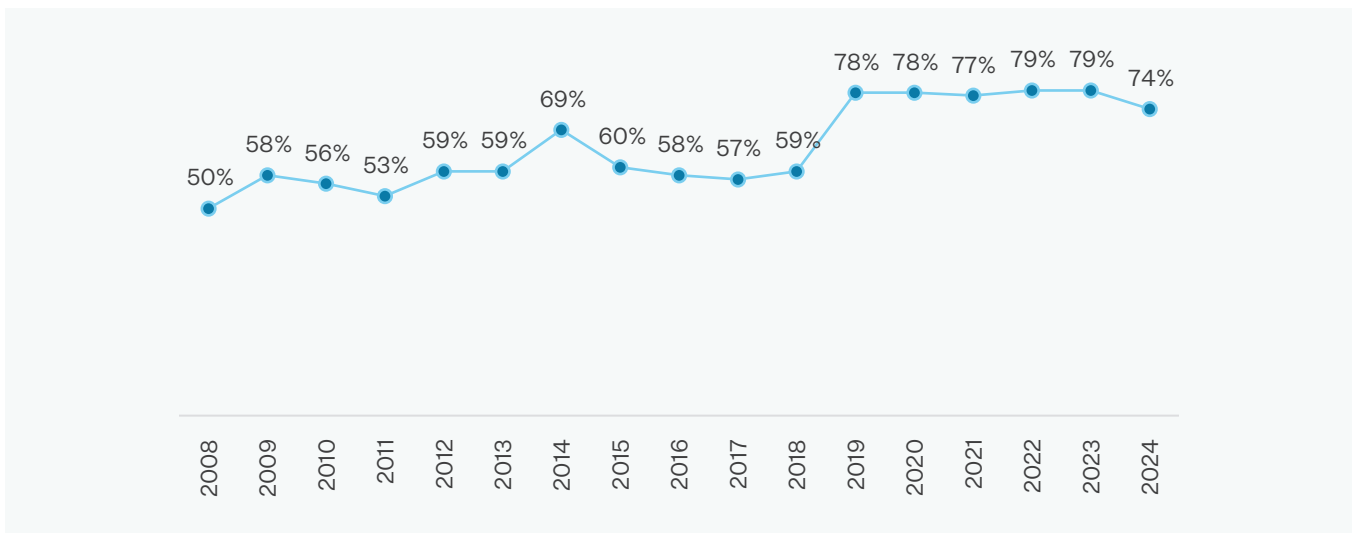
- 74 percent of residents were satisfied with the Council’s emergency management.
- ✓ **The target of 70 percent resident satisfaction has been met.**
- Overall satisfaction has decreased by 5 percent over the last year
- There were no significant differences by gender, age or ward.

Figure 8.6 Satisfaction with emergency management – 2024



Base: All respondents (n=400)

Figure 8.7 Satisfaction with emergency management – over time

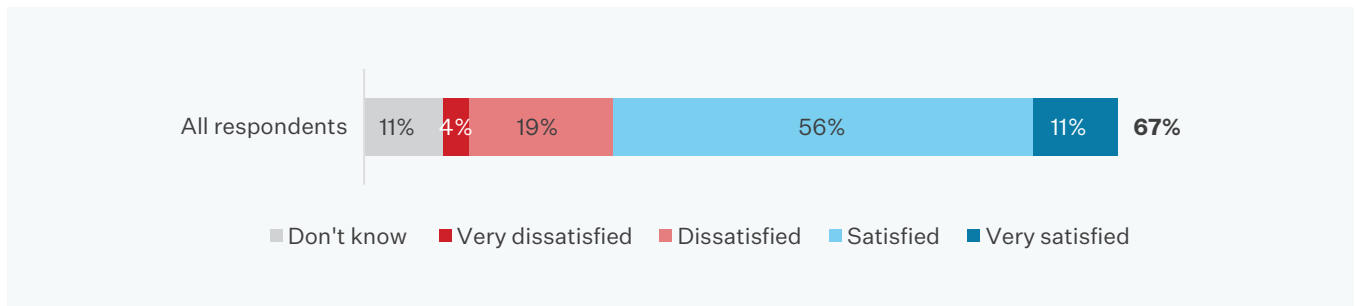


Base: All respondents

Council provided environmental information

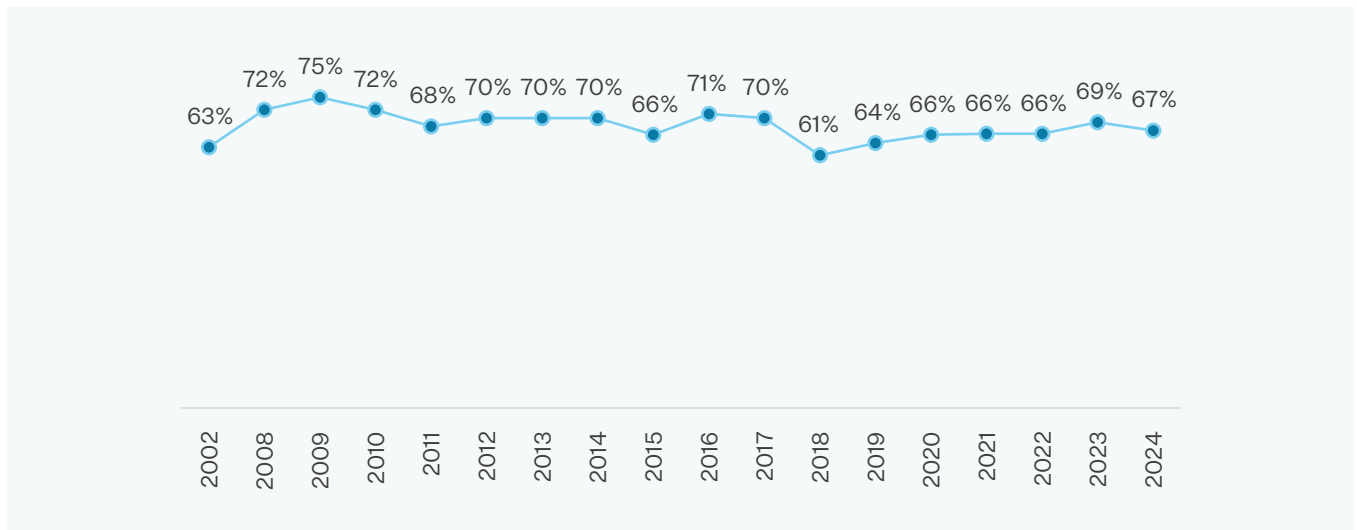
- 67 percent of residents were satisfied with the environmental information provided by the Council.
- No target for this service was set.
- Overall satisfaction has decreased marginally over last year (by 2 percent).
- There were no significant differences by Ward, or gender age.

Figure 8.8 Satisfaction with environmental information – 2024



Base: All respondents (n=400)

Figure 8.9 Satisfaction with environmental information – over time

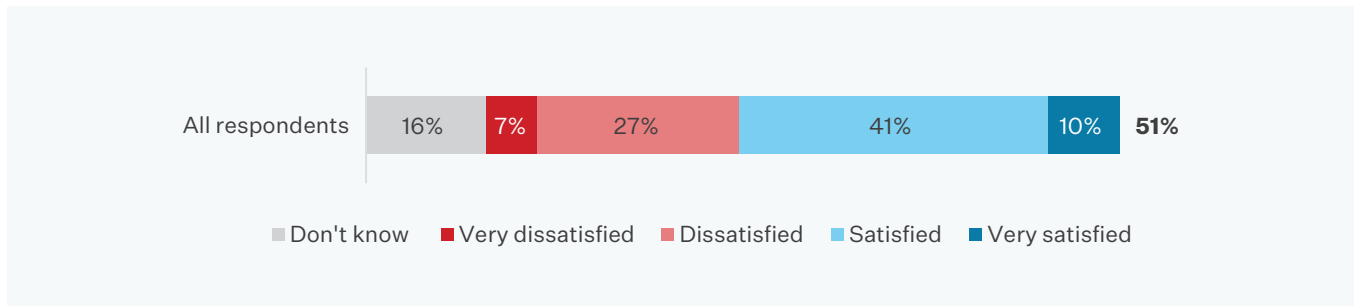


Base: All respondents

Council’s actions to help the community reduce its greenhouse gas emissions

- 51 percent of residents were satisfied with the Council’s actions to help the community reduce its greenhouse gas emissions.
- No target for this service was set.
- There were no significant differences between ward, age or gender.

Figure 8.10 Satisfaction with Council’s actions to reduce GHG – 2024*



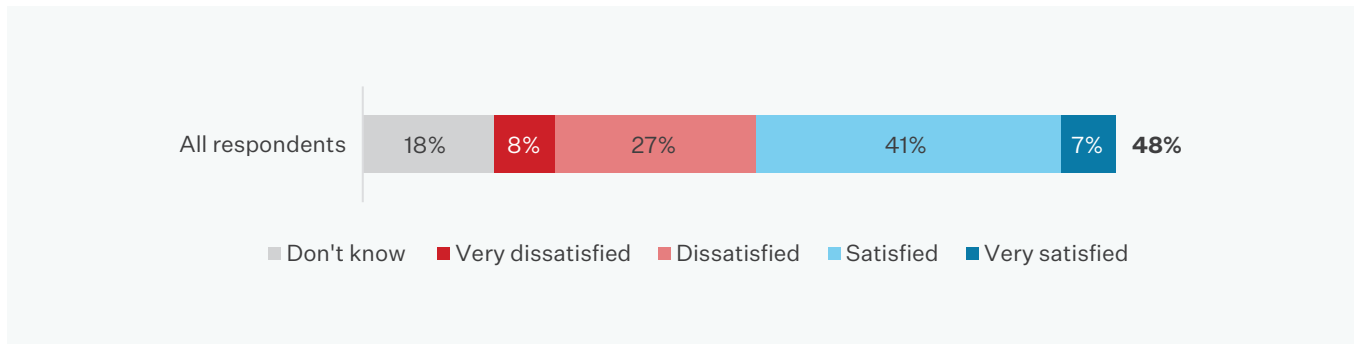
Base: All respondents (n=400)

*Prior to 2023, the satisfaction ratings for Council’s actions on reducing GHG were not included in the resident surveys

Council help to prepare the community for and adapt to the effects of climate change

- 48 percent of residents were satisfied with the Council’s actions to help the community prepare for and adapt to the effects of climate change.
- No target was set for this service.
- There were no significant differences by ward, gender, or age.

Figure 8.11 Satisfaction with Council’s actions to help the community prepare for and adapt to the effects of climate change – 2024*



Base: All respondents (n=400)

*Prior to 2023 the satisfaction ratings for Council’s actions to help the community prepare for an adapt to the effects of climate change, were not included in the resident surveys

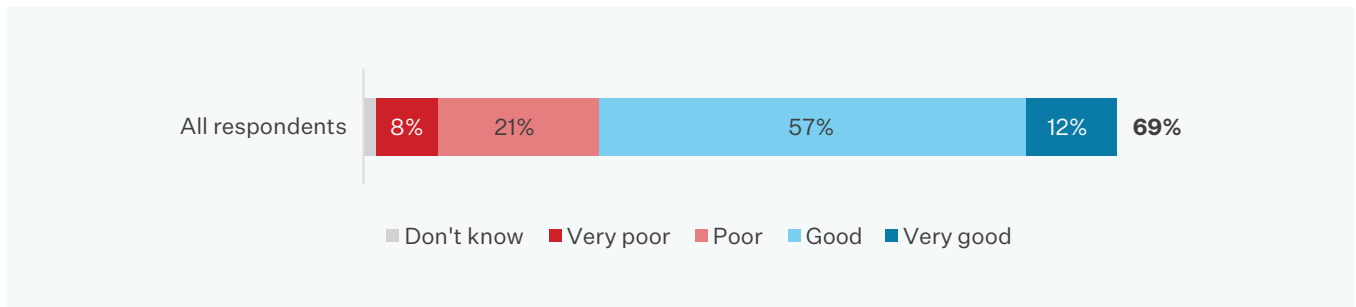
Section 9

Council overall

Council's reputation

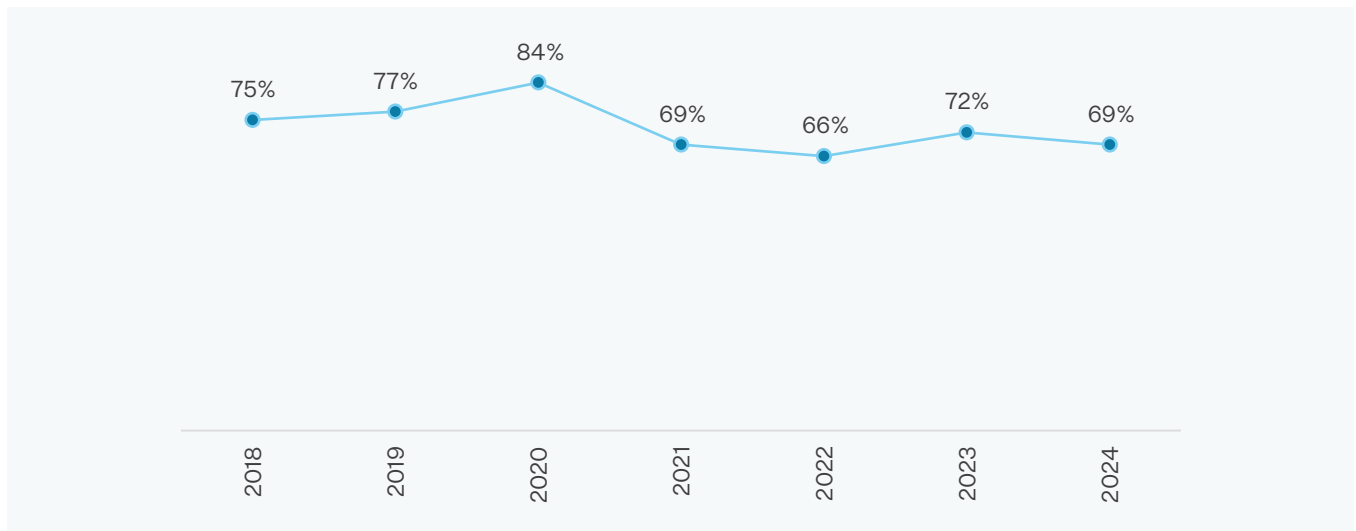
- 69 percent of respondents felt the Council's reputation was good.
- No target for the Council's reputation has been set.
- There was no significant difference in age, ward, or gender.

Figure 9.1 Perception of Council's reputation – 2024



Base: All respondents (n=400)

Figure 9.2 Perception of Council's reputation as good/very good – over time



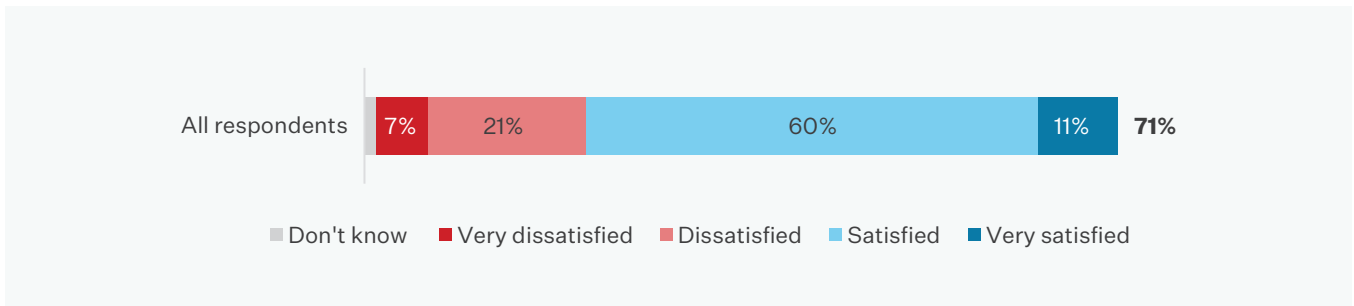
Base: All respondents

Overall satisfaction

Taking everything that the Council has done over the past year and residents' experiences of its services and facilities:

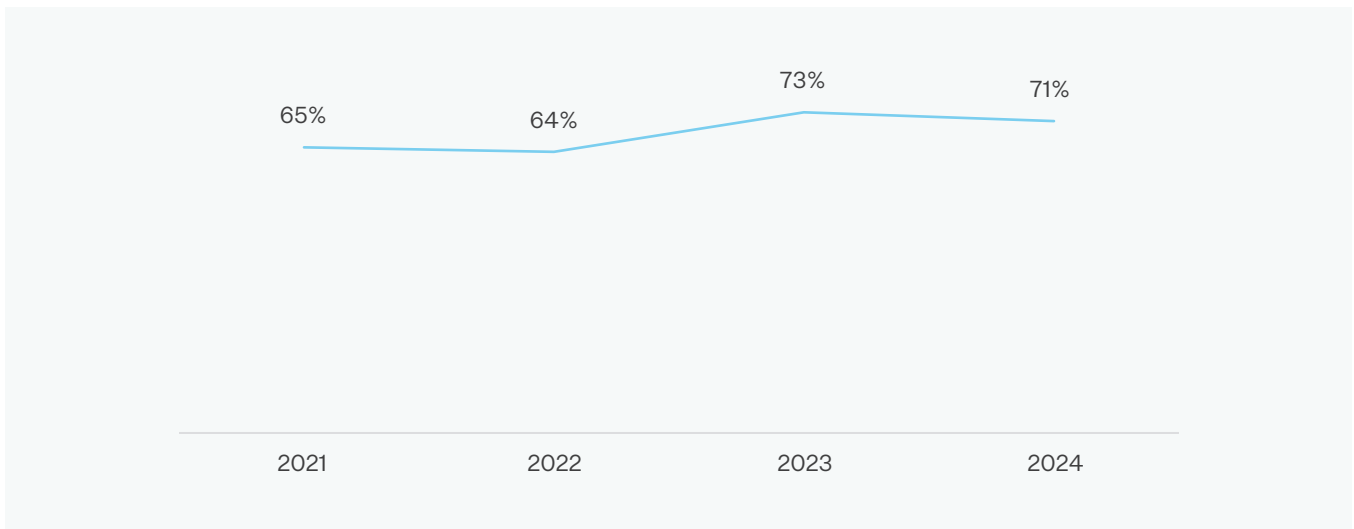
- **71 percent of respondents were satisfied with the Council overall.**
- No target has been set for overall satisfaction.
- Satisfaction has remained steady over the last year.
- There were no significant differences by ward, age or gender.

Figure 9.3 Satisfaction with Council's overall performance – 2024



Base: All respondents (n=400)

Figure 9.4 Satisfaction with Council's performance – over time



Base: All respondents

Section 10

Identifying action points

Key driver analysis

Identifying not only satisfaction but also where resources should be focused to increase resident satisfaction can be invaluable for determining action points and investment areas. To determine the relative role that different Council service areas play in overall resident satisfaction, a statistical key driver analysis was conducted.

Key driver analysis determines the relative role that different Council service areas play in overall resident satisfaction. It helps understand where resources should be focused to drive an increase in overall resident satisfaction, highlighting potential action points and investment areas.

The results of the analysis are summarised below. This chart displays key Council action points at a glance. The further to the right an aspect is, the more important it is to residents; the closer to the top of the chart an aspect is, the better performing it is (i.e., the residents are more satisfied on the service area).

For example, satisfaction with kerbside recycling is relatively high but has a fairly low impact on residents' overall satisfaction. If satisfaction levels in this area dropped, then the impact on residents' overall satisfaction is likely to be small. This analysis may be one of several factors to take into account when considering future resource allocation.

In contrast, satisfaction with rates spent has a high impact on overall satisfaction, yet residents' satisfaction here is lower. Increasing satisfaction in this area would lead to an increase in overall resident satisfaction.

Implications

Areas to improve upon (bottom right quadrant): These include areas that are relatively more important for the residents but are low-performing.

1. The way rates are spent on services and facilities.
2. The way Council consults the public in the decisions it makes.
3. Footpaths

Areas to maintain (top right quadrant): These are the areas that are important drivers of satisfaction (relative to other services) and are also performing well. These include:

1. Maintenance of Recreational facilities
2. Council provided Kerbside Recycling
3. Prepaid rubbish bag service
4. Wastewater/sewerage
5. Community programmes or events
6. Public toilets

Areas to keep an eye on (bottom left quadrant): These include areas which are relatively less important drivers of overall satisfaction but also low performing.

1. Environmental information.
2. Roads
3. Cycle lanes
4. Reducing Greenhouse gases
5. Resource management
6. Climate change preparation

Low priority areas (top left quadrant): These are the areas where the Council is performing well (as indicated by residents' higher satisfaction levels) but are less important drivers of their overall satisfaction. These include:

1. Facilities such as public libraries, public halls, Aquatic Centre, water supply and waste services, Emergency management and services received when contacting the council.

Figure 10. 1 Key driver analysis



The key driver analysis plots satisfaction scores in key service areas (calculated excluding 'don't know' answers) against the strength of the relationship between that service area and overall residents' satisfaction. This analysis shows the relative importance of key Council service areas to residents plotted against their performance. Note that, in contrast, the bulk of this document reports satisfaction scores calculated including 'don't know' answers. Don't know answers are excluded here to provide more reliable results.

Due to the method of calculation for both methods, values in this section are not comparable to those reported previously in this document.

Results of this analysis must be considered with some caution. There are several other factors not measured in the survey and not included in the model, that may influence overall residents' satisfaction.

Appendix one: demographic profile

Table 11.1 Age breakdown

	Quota based on census 2018	Achieved 2024 %	Achieved 2024 n
18 to 44 years	33%	29%	116
45 to 64 years	40%	43%	170
65 years or over	27%	29%	114
Refused		0%	0
Number of respondents	100%	100%	400

Table 11.2 Gender breakdown

	Quota based on census 2018 %	Achieved 2024 %	Achieved 2024 n
Male	50%	50%	200
Female	50%	50%	199
Gender diverse	0%	0%	1
Number of respondents	100%	100%	400

Table 11.3 Ward breakdown

	Quota based on census 2018 %	Achieved 2024 %	Achieved 2024 n
Golden Bay ward	10%	11%	42
Lakes-Murchison ward	7%	8%	32
Moutere-Waimea ward	27%	23%	92
Motueka ward	24%	26%	102
Richmond ward	32%	33%	132
Number of respondents	100%	100%	400

Table 11.4 Location breakdown

	Achieved 2024 %	Achieved 2024 n
Brightwater	5%	18
Collingwood	2%	6
Kaiteriteri	0%	1
Mapua	5%	21
Marahau	1%	2
Motueka	23%	92
Murchison	4%	14
Pohara	0%	0
Richmond	33%	130
Riwaka	2%	7
Ruby Bay	2%	6
St Arnaud	1%	2
Takaka	9%	35
Tapawera	4%	16
Tasman Village	1%	4
Upper Moutere	1%	5
Wakefield	9%	37
Golden Bay - unspecified	1%	4
Number of respondents	100%	400



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