



RESEARCH FIRST

Tasman District Council

RESIDENT SATISFACTION SURVEY 2021

Report June 2021





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Section 1

INFOGRAPHIC SUMMARY



OVERALL PERFORMANCE



65%

Satisfied with Council's
OVERALL PERFORMANCE



69%

Rate Tasman District Council's
REPUTATION AS GOOD

COUNCIL FACILITIES



users satisfied with the public libraries **96%**

>83%
achieved



satisfied with the recreational facilities **87%**

>85%
achieved



users satisfied with the Aquatic Centre **87%**

>80%
achieved



users satisfied with the public toilets **78%**

>70%
achieved



satisfied with the multi-purpose public halls and community buildings **74%**

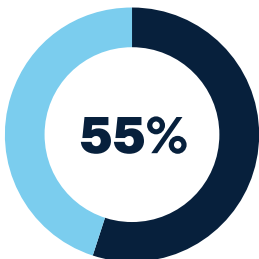
>75%
not achieved



satisfied with the community programmes or events **66%**

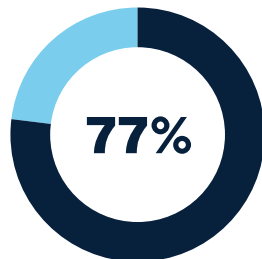
>75%
not achieved

COUNCIL OPERATIONS



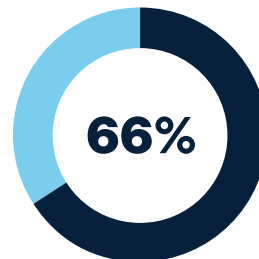
aware of the Council role and satisfied with Council's role in **resource management policy and planning work**

>70%
not achieved

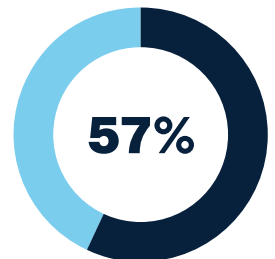


satisfied with the Council's **Emergency management**

>70%
achieved



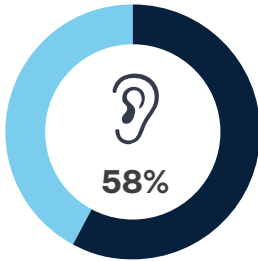
satisfied with Council provided **environmental information**



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

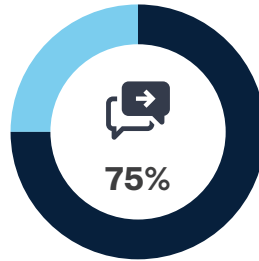


COUNCIL COMMUNICATIONS



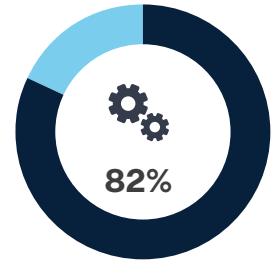
satisfied with the way Council **consults the public in the decisions it makes**

>50%
achieved



the **information** the Council provides is enough

>80%
not achieved



satisfied with the **services received** when contacting the Council offices

>85%
not achieved

WASTE



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

>95%
not achieved



satisfied with the **kerbside recycling** provided

>90%
achieved



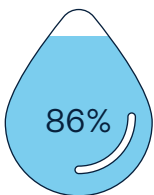
satisfied with Council's **prepaid rubbish bag service** provided

>70%
achieved



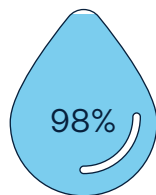
users satisfied with **Recovery Centre/Waste Transfer Station**

WATER



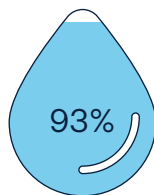
satisfied with the **water supply** provided

>80%
achieved



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

>80%
achieved



satisfied with the **stormwater services** provided

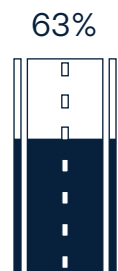
>80%
achieved

ROADS



satisfied with the **roads**

>70%
not achieved



satisfied with the **footpaths**

>70%
not achieved



Section 2

RESEARCH DESIGN



2.1 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.

In 2021, this research was completed by Research First on behalf of Tasman District Council.¹

The key service areas tested in the 2020/2021 residents' survey were:

- Council facilities (public toilets, libraries, recreational facilities, public halls and community buildings, community programmes and the aquatic centre).
- roading and footpaths.
- water and waste.
- Council provided information and communication.
- Council local issues and operations.
- reputation and general service provision.

2.2 Method

In line with previous years, the 2021 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 31st of May 2021. A total of 4,481 numbers were called (3,844 landline numbers and 637 cell-phone numbers) using a randomised database telephone numbers covering the Tasman District.

400 surveys were completed in total (297 through landlines, and 103 through cell phones) for an overall response rate of 9%. 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% at the 95% confidence level. This means that if 50% of respondents stated they were satisfied with a Council facility, then we can be 95% sure that between 45.1% and 54.9% 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.



2.3 Questionnaire Design

Prior to the 2021 survey, the following scale was used to measure satisfaction with most of the Council’s services and facilities:

| | | | |
|------------|--------------------|------------------|----------------|
| Don’t know | Not very satisfied | Fairly satisfied | Very satisfied |
|------------|--------------------|------------------|----------------|

This kind of scale is problematic for two reasons. Firstly, there is no opportunity to give a neutral (neither satisfied nor dissatisfied) response. Although a ‘don’t know’ option is provided, this kind of response is different to having an opinion on the topic that is neutral. Secondly, this scale is positively skewed. That is, there are two opportunities for people to respond positively (i.e., very satisfied and fairly satisfied) and only one opportunity for them to respond negatively (i.e., not very satisfied). An evenly distributed scale is necessary to ensure that respondents are not being led to respond in a direction that is stronger than their true opinion.

To overcome these design problems, the 2021 survey introduced an improved, 4-point scale:

| | | | | |
|------------------------------|----------------------|--------------|-----------|----------------|
| Don’t know/ unable to say | Very dissatisfied | Dissatisfied | Satisfied | Very satisfied |
|------------------------------|----------------------|--------------|-----------|----------------|

A four-point evenly distributed scale continues to force the respondent to take a positive or negative opinion ensures 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.

| Past measurements prior to 2021 | Current 2021 survey |
|---------------------------------|---------------------|
| Very satisfied | Very satisfied |
| Fairly satisfied | Satisfied |
| Not very satisfied | Dissatisfied |
| | Very dissatisfied |
| Don’t know | Don’t know |



2.4 Data Analysis

As the data collected was representative of the adult population of Tasman District³, data has not been weighted.

Across all Key Performance Indicators (KPI's), 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 answered that they agreed or strongly agreed.

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 5 respondents have been grouped into 'other'.

Where possible, trend analysis is included to compare 2021 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 into whole numbers. Due to this rounding, individual figures may not add up precisely to the totals provided or to 100%.

2.5 Performance Targets

Findings have been presented in relation to Council performance targets for the levels of service in 2020/2021, as identified in the 2018 to 2028 Long Term Plan⁴.

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

4 <https://www.tasman.govt.nz/my-council/key-documents/long-term-plan/long-term-plan-2018-2028/>



Section 3

SERVICES AND FACILITIES



3.1 Use of Services and Facilities

Recreational facilities, such as playing fields and neighbourhood reserves (74%) and public toilets (74%) were commonly used in the last 12 months.

Use of Services and Facilities

| Facility or Service | % visited | |
|----------------------------------|-----------|------|
| | 2020 | 2021 |
| Recreational facilities | 72% | 74% |
| Public toilets | 72% | 74% |
| A library or the library website | 64% | 63% |
| The Aquatic Centre* | 56% | 42% |

Q. From the following list of services and Council supported facilities, have you or a member of your household, used or visited any of these in the past twelve months?

Base: All respondents (n=400)

*Note: this was only asked of Richmond or Moutere/Waimea residents (n=237)

There were significant differences in use by respondents in different age categories.⁵

- The library was used more by those aged 65 years or over, when compared to younger age groups.
- Respondents aged 18-44 years of age had a significantly higher use of the recreational facilities, public toilets, and the aquatic centre.

⁵ Please see Appendix Three for more details on demographic differences for this and other facilities and services.



3.2 Public Libraries

General satisfaction with libraries has significantly improved since 2020.

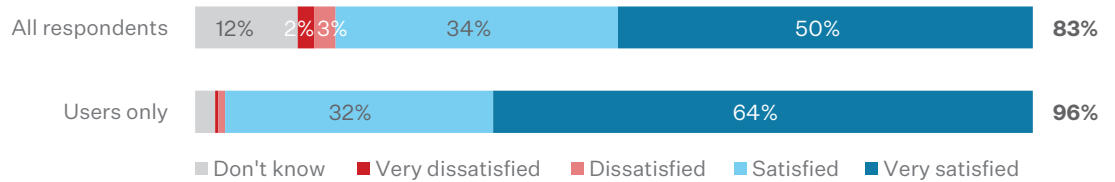
- 83% of all residents were satisfied with the public libraries.

Three quarters of residents had visited the district’s public libraries or had used the website. Satisfaction amongst these people was very high:

✓ **96% of service users were satisfied with the public libraries. The target of 83% user satisfaction has been met.**

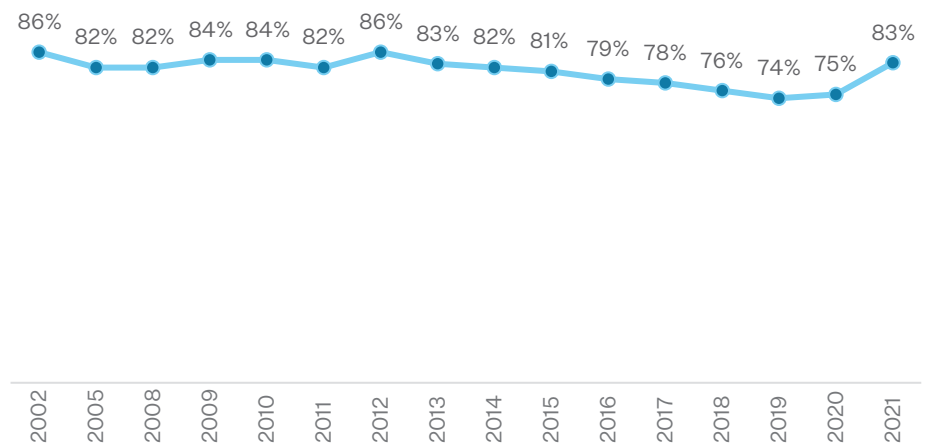
There were no significant differences by ward, age or gender.

Satisfaction with public libraries - 2021



Base: All respondents (n=400); Users (n=253)

Satisfaction with public libraries - over time



Base: All respondents



The small number of residents who were dissatisfied with the libraries said it was because they did not use it, or felt it was a waste of money.

Reason for dissatisfaction

| | | |
|-----------------------|------|----|
| I don't use it | 44% | 8 |
| Waste of money | 33% | 6 |
| Other | 28% | 5 |
| Number of respondents | 100% | 18 |

Base: Respondents dissatisfied with the service



3.3 Public Toilets

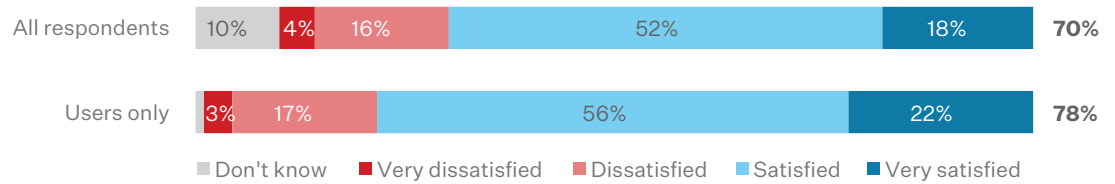
Satisfaction with public toilets in the district met performance targets.

- 70% of all residents were satisfied, this increases to 78% amongst service users.

✓ **The target of 70% user satisfaction has been met.**

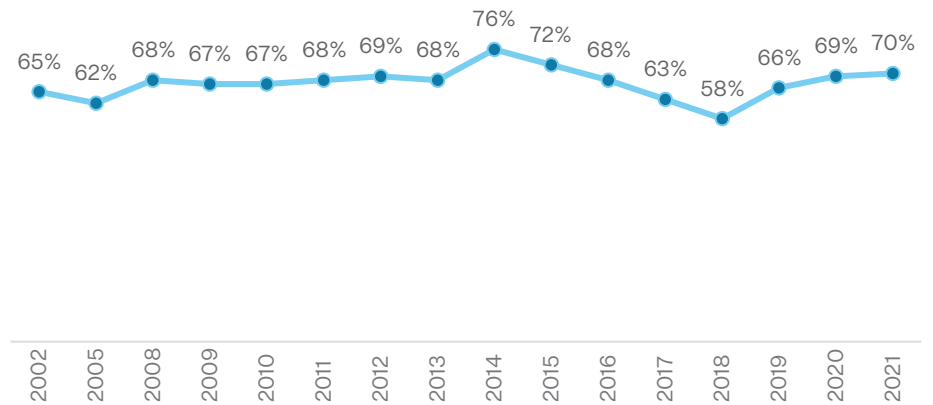
Overall satisfaction has remained stable over time.

Satisfaction with public toilets - 2021



Base: All respondents (n=400); Users (n=295)

Satisfaction with public toilets - over time



Base: All respondents



Residents who were dissatisfied with public toilets primarily said it was because they tended to be dirty/smell/unsanitary or that they needed to be in better condition.

Reason for dissatisfaction

| | | |
|--|------|----|
| They're dirty/ smell/ unsanitary | 56% | 45 |
| Needs upgrading/better maintenance/ consistency is needed | 51% | 41 |
| There isn't any/ many | 12% | 10 |
| I don't use them | 6% | 5 |
| Other | 5% | 4 |
| Number of respondents | 100% | 81 |

Base: Respondents dissatisfied with the service



3.4 Recreational Facilities

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

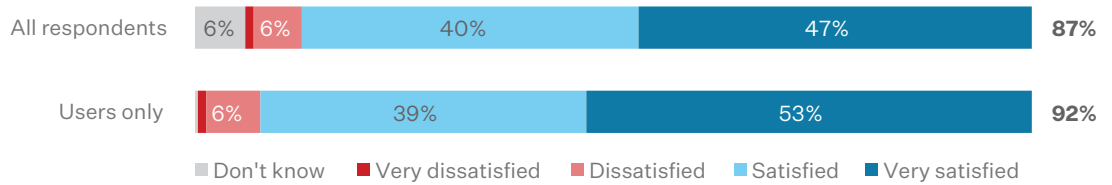
- 87% of all residents were satisfied with the recreational facilities, this increased to 92% amongst service users.

✓ **The target of 85% resident satisfaction has been met.**

Satisfaction has remained stable over time.

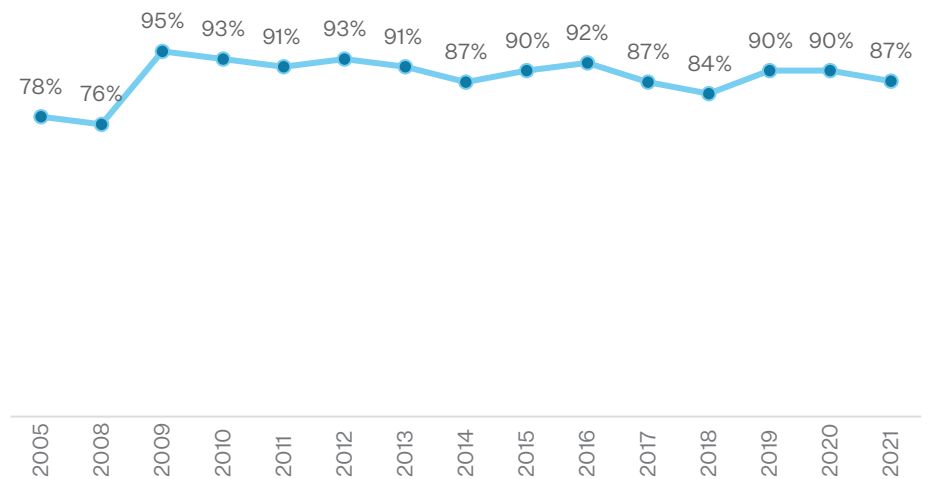
There were no significant differences by ward, age or gender.

Satisfaction with recreational facilities - 2021



Base: All respondents (n=400); Users (n=295)

Satisfaction with recreational facilities - over time



Base: All respondents



Residents who were dissatisfied with the recreational facilities said the facilities needed upgrading and maintenance.

Reason for dissatisfaction

| | | |
|------------------------------------|------|----|
| In need of maintenance/better care | 41% | 11 |
| In need of upgrading | 37% | 10 |
| They aren't cared for | 19% | 5 |
| Other | 30% | 8 |
| Number of respondents | 100% | 27 |

Base: Respondents dissatisfied with the service



3.5 Public Halls and Community Buildings

Satisfaction with the multi-purpose public halls and community buildings is high.

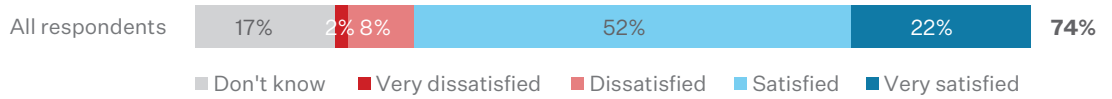
- 74% of residents were satisfied with the public halls and community buildings

X The target of 75% resident satisfaction has not been met.

Overall satisfaction has remained stable over time.

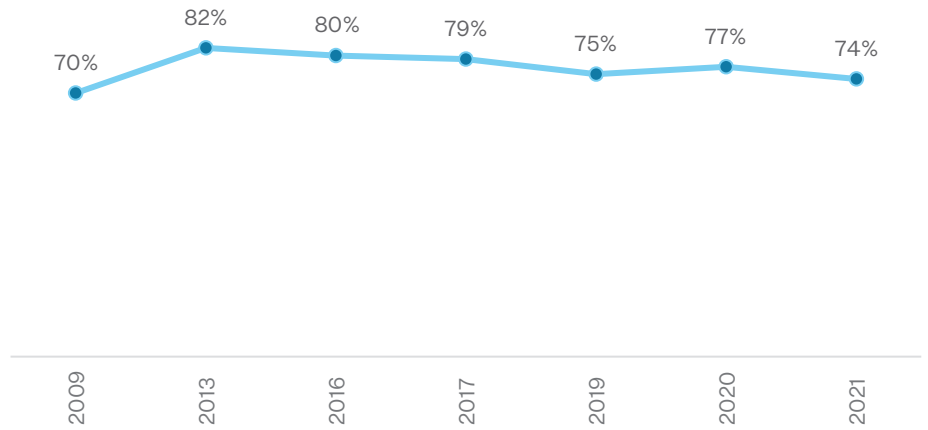
There were no significant differences by ward, age, or gender.

Satisfaction with public halls and community buildings - 2021



Base: All respondents (n=400)

Satisfaction with public halls and community buildings - over time



Base: All respondents



Residents who were dissatisfied with the public halls or community buildings primarily said it was because they need upgrading or better maintenance.

Reason for dissatisfaction

| | | |
|---------------------------|------|----|
| In need of upgrading | 34% | 13 |
| Better maintenance needed | 34% | 13 |
| They're old | 24% | 9 |
| I don't use them | 21% | 8 |
| There isn't many/ any | 13% | 5 |
| Other | 11% | 4 |
| Number of respondents | 100% | 38 |

Base: Respondents dissatisfied with the service



3.6 Community Programmes and Events

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. A quarter did not know enough to comment. Satisfaction increases when only looking at residents who provided a rating.

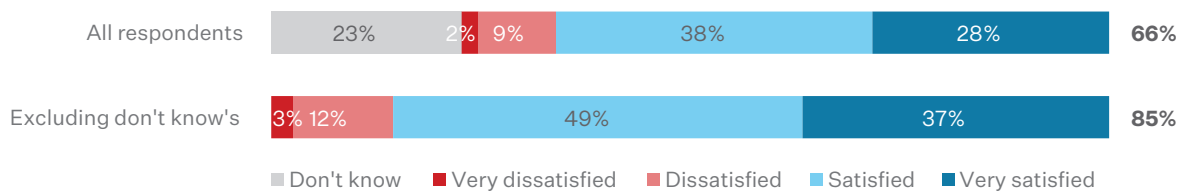
- 66% of all residents were satisfied with the community programmes and events.

X The target of 75% resident satisfaction has not been met.

Overall satisfaction has decreased and is trending downwards.

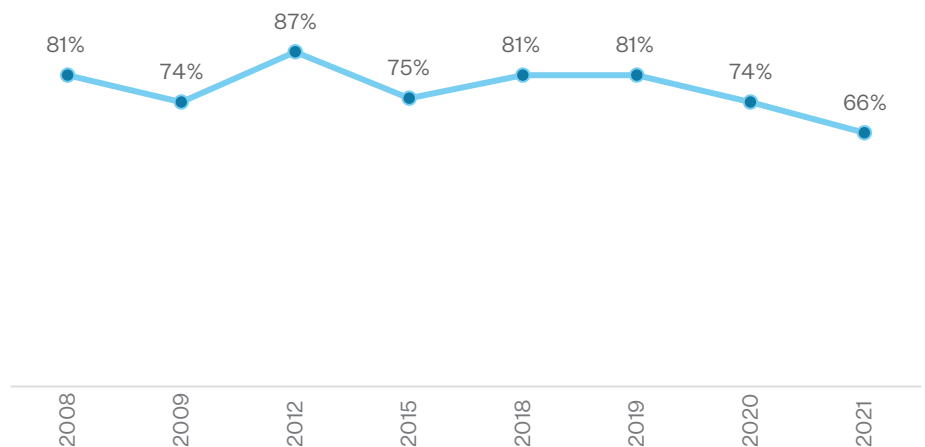
Respondents aged 18-44 were significantly more likely to be satisfied with the community programmes and events.

Satisfaction with community programmes and events - 2021



Base: All respondents (n=400); All respondents excluding don't know responses (n=309)

Satisfaction with community programmes and events - over time



Base: All respondents

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



Most residents who were dissatisfied with the community programmes or events provided several reasons for dissatisfaction. Mentions include that there was not enough of the programmes/event, or that those that existed were not of interest, nor targeted towards the respondent.

Reason for dissatisfaction

| | | |
|--------------------------------------|------|----|
| Not many or any here | 20% | 9 |
| Not interested | 18% | 8 |
| Not for my age | 16% | 7 |
| More important things to worry about | 13% | 6 |
| Don't use them | 11% | 5 |
| Other | 22% | 10 |
| Don't know | 4% | 2 |
| Number of respondents | 100% | 45 |

Base: Respondents dissatisfied with the service



3.7 Aquatic Centre⁶

Satisfaction with the Aquatic Centre was high amongst all residents in the Richmond and Moutere/Waimea wards, and for users in those wards.

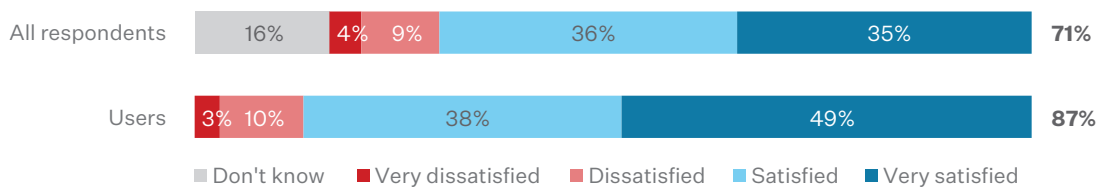
- 87% of residents who have used the Aquatic Centre were satisfied with the Aquatic Centre

✓ **The target of 70% user satisfaction has been met.**

Overall satisfaction has declined since the last two survey points.

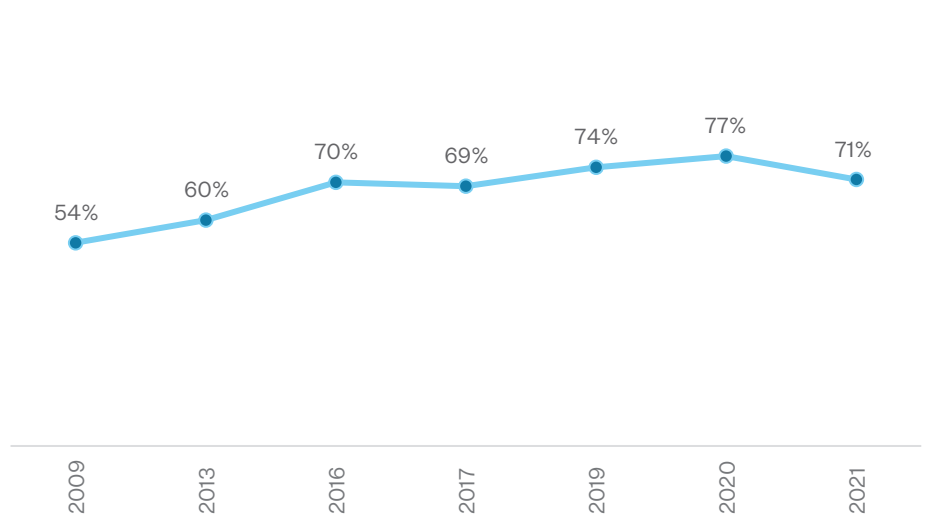
Respondents aged 45-65 years of age who had used the Aquatic Centre were less likely be satisfied with the Aquatic Centre.

Satisfaction with the Aquatic Centre - 2021



Base: Respondents from Richmond or Moutere/Waimea (n=236); Users from Richmond or Moutere/Waimea (n=100)

Satisfaction with the Aquatic Centre - over time



Base: All respondents

⁶ Use and satisfaction of the Aquatic Centre was only asked of residents from Richmond or Moutere/Waimea



Residents who were dissatisfied with the aquatic centre cited multiple reasons for dissatisfaction including costs and lack of cleanliness.

Reason for dissatisfaction

| | | |
|---|------|----|
| They're dirty | 26% | 8 |
| It's expensive | 26% | 8 |
| Overcrowding/Aquatic Centre/pool too small | 23% | 7 |
| I don't use it/too far away | 23% | 7 |
| Upgrading needed | 16% | 5 |
| Other | 35% | 11 |
| Number of respondents | 100% | 31 |

Base: Respondents dissatisfied with the service



Section 4

ROADING/FOOTPATHS



4.1 Rooding

Satisfaction with rooding was low for all residents.

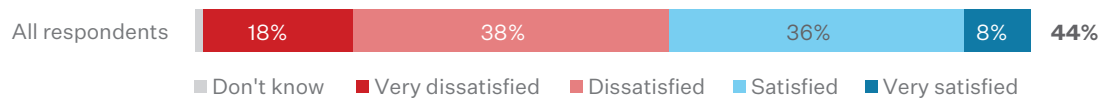
- 44% of residents were satisfied with roads

X The target of 70% resident satisfaction has not been met.

Overall satisfaction has significantly decreased this year after remaining steady over the years. Commentary provided suggest that dissatisfaction with the number of potholes and rough roads drove this drop in satisfaction. Satisfaction with roads should continue to be monitored.

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

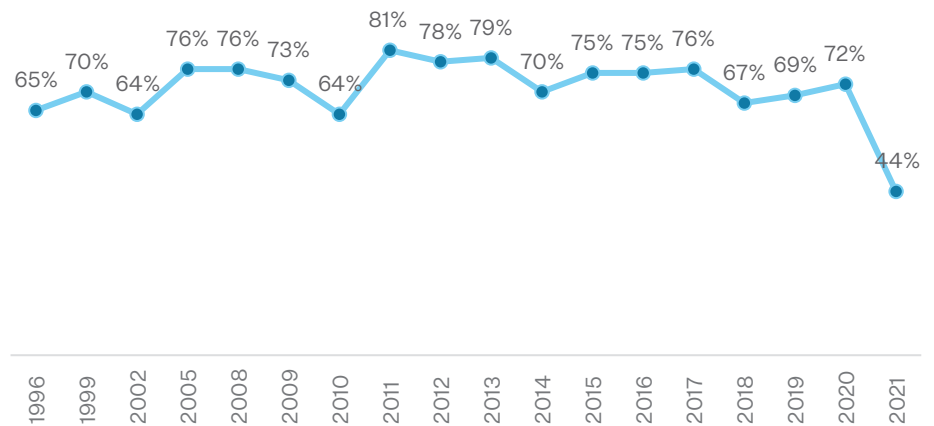
Satisfaction with rooding - 2021



■ Don't know ■ Very dissatisfied ■ Dissatisfied ■ Satisfied ■ Very satisfied

Base: All respondents (n=400)

Satisfaction with the rooding - over time



Base: All respondents



Residents who were dissatisfied with roading cited multiple reasons for dissatisfaction including the roads being broken or full of potholes.

Reason for dissatisfaction

| | | |
|---|------|-----|
| Roads broken and full of potholes | 32% | 72 |
| Specific roads | 30% | 67 |
| Traffic is bad | 24% | 53 |
| General roads | 18% | 41 |
| Better maintenance needed | 18% | 39 |
| Poor/slow response to issues by Council | 13% | 29 |
| Temporary fixes | 13% | 28 |
| Tarseal / regrade roads | 10% | 23 |
| Road works | 10% | 23 |
| Roads are too narrow | 9% | 20 |
| Roads are unsafe | 8% | 17 |
| Poor signage and visibility | 7% | 16 |
| Roads need upgrading | 5% | 10 |
| Roads causing damage | 5% | 10 |
| Unreasonable speed | 4% | 9 |
| Other | 0% | 1 |
| Number of respondents | 100% | 222 |

Base: Respondents dissatisfied with the service



4.2 Footpaths

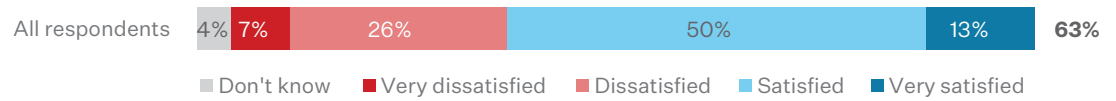
Satisfaction with footpaths was higher than for roads but there has been a decrease from 2020 results and the satisfaction target has not been met.

- 63% of residents were satisfied with the footpaths

X The target of 70% resident satisfaction has not been met.

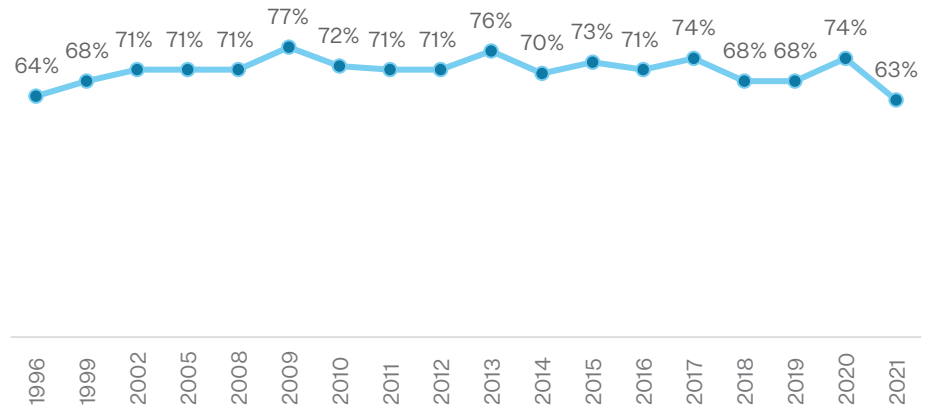
There were no significant differences by ward, age, or gender.

Satisfaction with footpaths - 2021



Base: All respondents (n=400)

Satisfaction with footpaths - over time



Base: All respondents



Residents who were dissatisfied with the footpaths cited multiple reasons for dissatisfaction including the number of footpaths and the condition of surfaces.

Reason for dissatisfaction

| | | |
|--|------|-----|
| There aren't many/ any | 29% | 38 |
| Footpaths uneven and broken | 27% | 35 |
| Specific location | 24% | 31 |
| General location | 21% | 28 |
| Footpaths too narrow/ wide | 17% | 22 |
| Footpaths not disabled/ elderly friendly | 16% | 21 |
| Better maintenance needed | 14% | 18 |
| Footpaths or lack of are unsafe | 11% | 15 |
| Greenery need maintaining | 8% | 11 |
| Temporary fixes | 5% | 7 |
| Need separate cycle ways | 4% | 5 |
| Other | 2% | 2 |
| Don't know/no comment | 5% | 6 |
| Number of respondents | 100% | 131 |

Base: Respondents dissatisfied with the service



Section 5

THREE WATERS



5.1 Provision of Water Services

Approximately half of the respondents were provided with water services by Council.

Respondents from the Richmond ward were significantly more likely to be provided with water services.

Council provided services

| Council provides... | % provided | |
|------------------------------------|------------|------|
| | 2020 | 2021 |
| A piped water supply to your house | 58% | 55% |
| A wastewater/sewerage system | 59% | 55% |
| A piped stormwater collection | 53% | 48% |

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



5.2 Water Supply

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

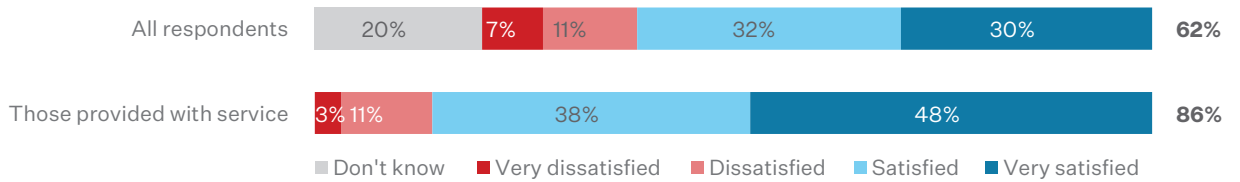
- 86% of residents who are on a Council provided water supply were satisfied.

✓ **The target of 80% for those provided the service has been met.**

Overall satisfaction has followed an upward trend since 2019.

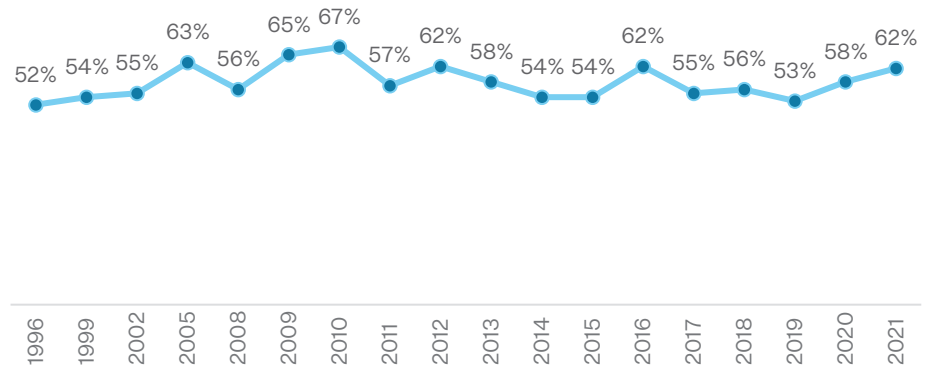
Those who live in Richmond ward were significantly more likely to be satisfied while those who live in the Golden Bay ward were significantly less likely to be satisfied. Those aged 18-44 were also more likely to be satisfied.

Satisfaction with water supply - 2021



Base: All respondents (n=400); Provided with service (n=221)

Satisfaction with water supply - over time



Base: All respondents



Residents who were dissatisfied with the water supply provided three main reasons: the poor water quality, the unreasonable costs, and the fact that they do not receive a Council water supply.

Reason for dissatisfaction

| | | |
|---------------------------------|------|----|
| The water quality | 36% | 27 |
| Unreasonable charging | 30% | 22 |
| There is not a water supply | 28% | 21 |
| Poor council planning | 14% | 10 |
| Unhappy with water restrictions | 12% | 9 |
| Unreliable | 11% | 8 |
| Unhappy about dam | 9% | 7 |
| Broken infrastructure | 9% | 7 |
| Other | 1% | 1 |
| Don't know | 1% | 1 |
| Number of respondents | 100% | 74 |

Base: Respondents dissatisfied with the service



5.3 Wastewater/Sewerage System

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

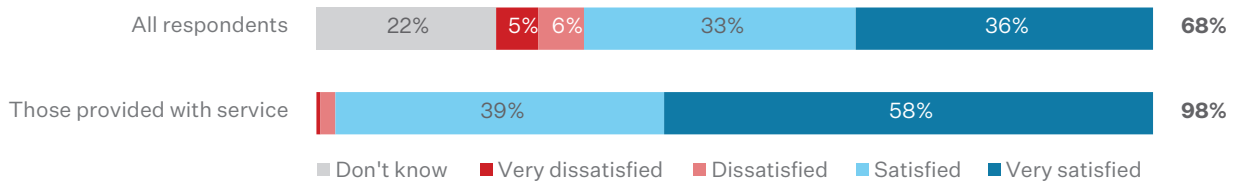
- 98% of residents who were provided with a wastewater/sewerage system by Council were satisfied.

✓ **The target of 80% for those provided with the service has been met.**

Overall satisfaction is trending upwards.

Those who live in Richmond ward were significantly more likely to be satisfied while those who live in the Golden Bay ward were significantly less likely to be satisfied. Those aged 18-44 were also more likely to be satisfied.

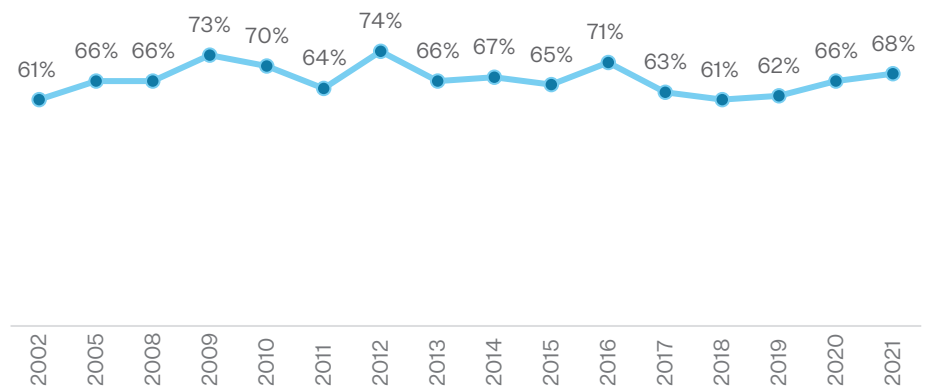
Satisfaction with wastewater/sewerage system - 2021



■ Don't know ■ Very dissatisfied ■ Dissatisfied ■ Satisfied ■ Very satisfied

Base: All respondents (n=400); Provided with service (n=219)

Satisfaction with wastewater/sewerage system - over time



Base: All respondents



Residents who were dissatisfied with the wastewater/sewerage system primarily said it was because they did not get one, or because the existing infrastructure was broken or needed upgrading.

Reason for dissatisfaction

| | | |
|-------------------------------|------|----|
| Council don't supply one | 33% | 14 |
| Broken infrastructure | 24% | 10 |
| Needs upgrading/ more funding | 21% | 9 |
| Council will not connect | 17% | 7 |
| Unreasonable charging | 14% | 6 |
| Wastewater dumping/ spilling | 14% | 6 |
| Other | 2% | 1 |
| Don't know | 5% | 2 |
| Number of respondents | 100% | 42 |

Base: Respondents dissatisfied with the service



5.4 Stormwater Services

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

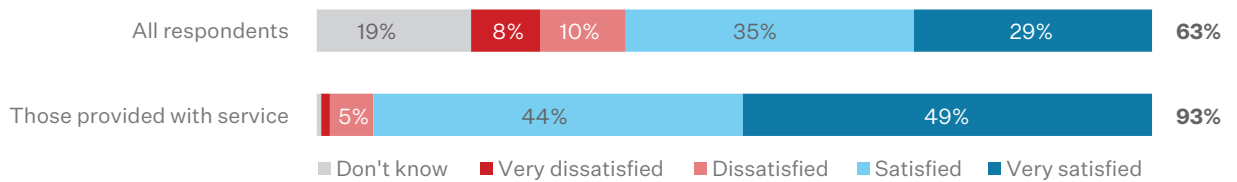
- 93% of residents who were provided the wastewater/sewerage system by Council were satisfied.

✓ **The target of 80% for those provided the service has been met.**

Overall satisfaction is trending upwards.

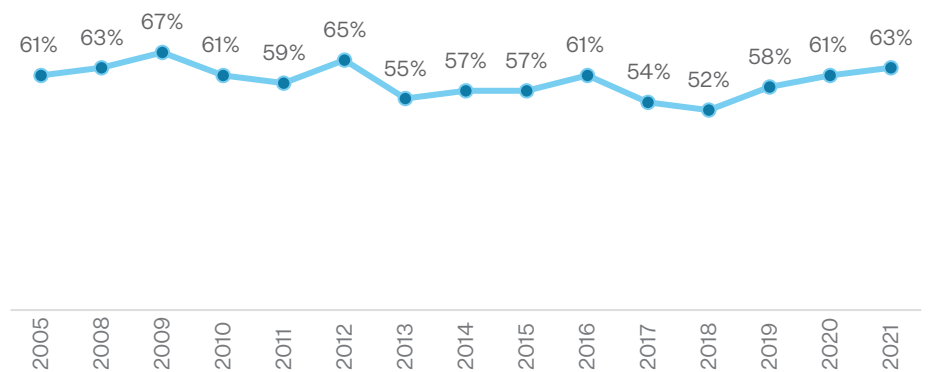
Those who live in Richmond ward were significantly more likely to be satisfied as were those aged 18-44.

Satisfaction with stormwater services - 2021



Base: All respondents (n=400); Provided with service (n=219)

Satisfaction with stormwater services - over time



Base: All respondents



Half of the residents who were dissatisfied with the stormwater services said it was due to flooding in poor weather.

Reason for dissatisfaction

| | | |
|----------------------------|------|----|
| Flooding in poor weather | 49% | 36 |
| Council don't supply one | 38% | 28 |
| Lack of maintenance | 15% | 11 |
| Unfair charging/expensive | 9% | 7 |
| Improperly drained | 8% | 6 |
| Broken infrastructure | 7% | 5 |
| Council ignoring residents | 7% | 5 |
| In need of upgrading | 7% | 5 |
| Other | 3% | 2 |
| Don't know | 3% | 2 |
| Number of respondents | 100% | 74 |

Base: Respondents dissatisfied with the service



Section 6

WASTE MANAGEMENT



6.1 Provision of Waste Services

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, while those who live in the Golden Bay or Lake-Murchison ward were significantly less likely to be provided with this service.

Council provided services

| Council provides... | % provided | |
|---|------------|------|
| | 2020 | 2021 |
| A regular recycling service | 87% | 81% |
| Council pre-paid rubbish bag collection service | 68% | 62% |

Base: All respondents (n=400)



6.2 Use of Waste Services

- 77% 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% usage rate has not been met.

Those from the Golden Bay ward, and those 45-64 years of age were significantly more likely to have used the Council's resource recovery centre/waste transfer station.

Use of services - 2021 ⁷

| | Base | % used/visited |
|---|------------------------------------|----------------|
| Council's resource recovery centre/waste transfer station | All respondents (n=400) | 64% |
| Council's pre-paid rubbish bag collection services | Those provided the service (n=247) | 57% |
| Council's kerbside recycling services (at all) | Those provided the service (n=325) | 86% |
| Council's kerbside recycling services - more than three times | Those provided the service (n=325) | 77% |

⁷ Please note that due to a change in calculations on how use has been measured, results for the pre-paid rubbish bags or kerbside collection are not comparable to previous years



6.3 Kerbside Recycling

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

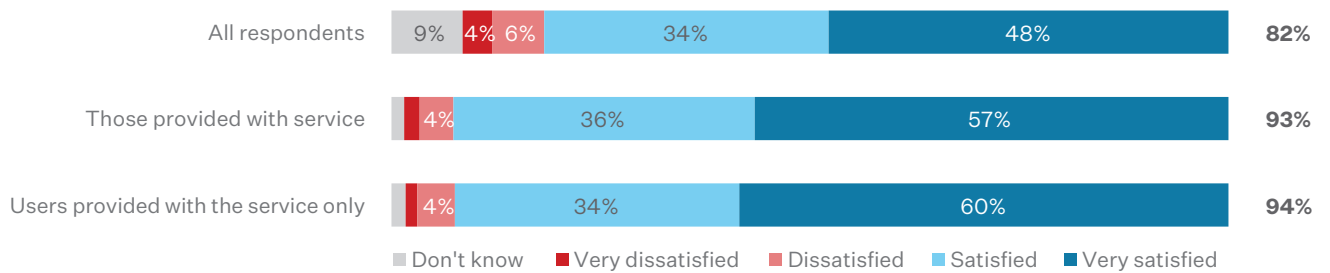
- 93% of residents who were provided the kerbside recycling service by Council were satisfied.

✓ **The target of 90% from those provided the service has been met.**

Overall satisfaction has remained stable over the last two survey points.

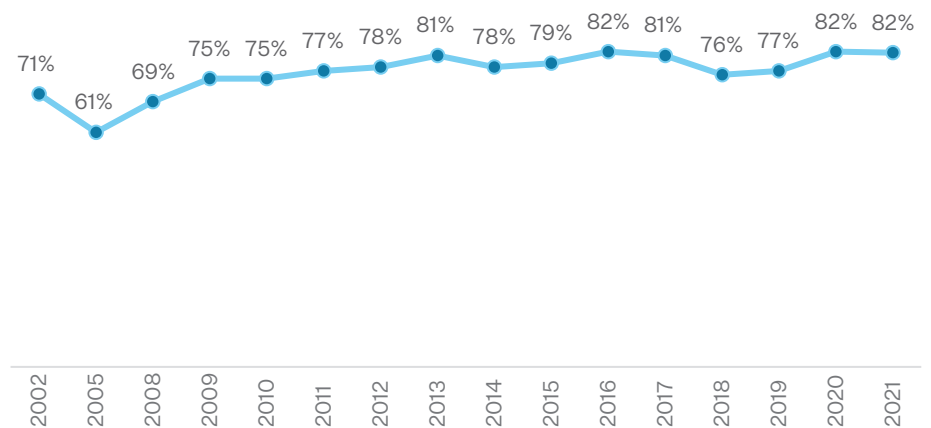
Respondents provided with the service from the Lakes-Murchison ward were significantly more likely to be dissatisfied with the quality of the kerbside recycling.

Satisfaction with kerbside recycling - 2021



Base: All respondents (n=400); Provided with service (n=325); Users (n=281)

Satisfaction with kerbside recycling - over time



Base: All respondents

Note: readings prior to 2011 refer to rubbish collection and kerbside recycling, except for 2002 readings which refer to recycling only



Residents who were dissatisfied with kerbside recycling primarily said it was because little care was taken when collecting the recycling, or it was because they did not receive the service.

Reason for dissatisfaction

| | | |
|--------------------------------|------|----|
| Issues upon pick-up | 38% | 15 |
| Council don't supply it | 33% | 13 |
| Lack of acceptable recyclables | 18% | 7 |
| Other | 23% | 9 |
| Number of respondents | 100% | 39 |

Base: Respondents dissatisfied with the service



6.4 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.

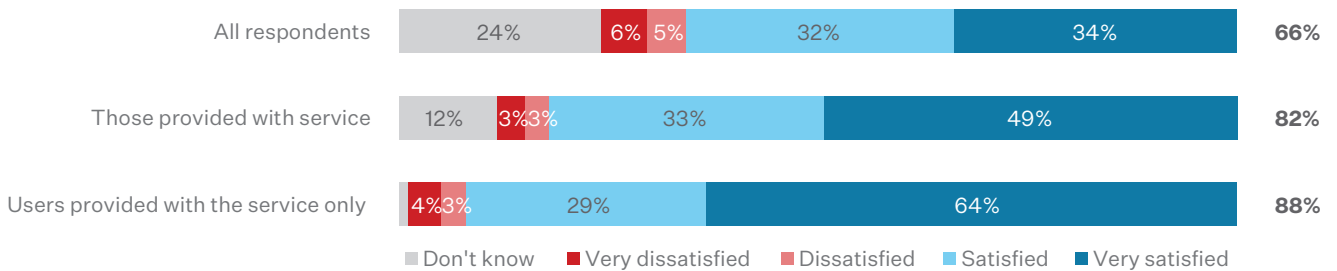
- 82% of residents who were provided with the prepaid rubbish bag service were satisfied.

✓ **The target of 70% from those provided with the service has been met.**

Overall satisfaction has improved since 2020 due to a significantly lower proportion answering ‘don’t know’.⁸

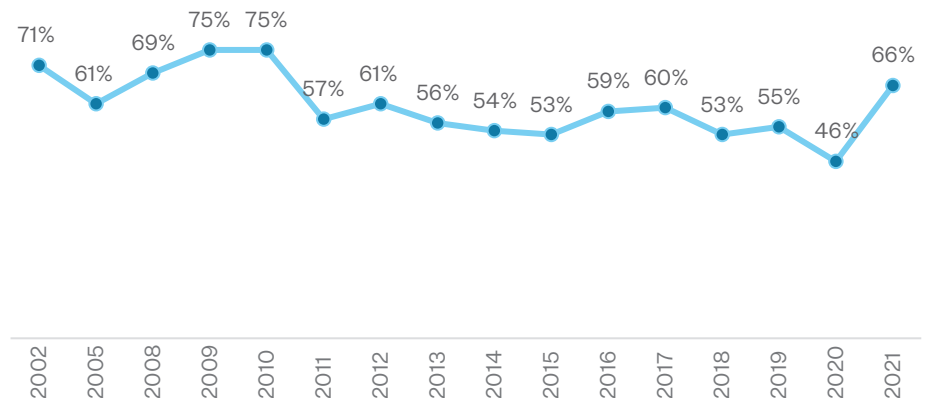
There were no significant differences by ward, age or gender.

Satisfaction with prepaid rubbish bag service - 2021



Base: All respondents (n=400); Provided with service (n=247); Users (n=140)

Satisfaction with prepaid rubbish bag service - over time



Base: All respondents

8 24% answered don't know in 2021 while 48% answered don't know in 2020.



Residents who were dissatisfied with the prepaid rubbish bag service primarily said it was because of the cost or because the Council did not provide this service to them.

Reason for dissatisfaction

| | | |
|-----------------------------------|------|----|
| Expensive | 44% | 18 |
| Council doesn't provide it | 39% | 16 |
| Unhappy with plastic bags | 15% | 6 |
| Other | 12% | 5 |
| Number of respondents | 100% | 41 |

Base: Respondents dissatisfied with the service



6.5 Recovery Centre/Waste Transfer Station

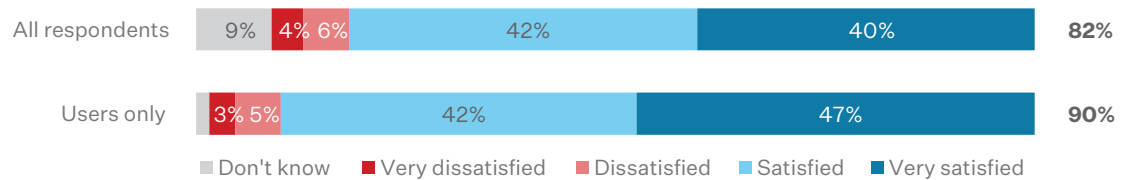
Satisfaction with the recovery centre/waste transfer station was high amongst all residents and users.

- 90% of residents who used the recovery centre/waste transfer station were satisfied.
This target is measured by customer survey at recovery centres - and is not a performance measure for this survey.

Overall satisfaction has improved since 2020 due to a significantly lower proportion answering 'don't know'.⁹

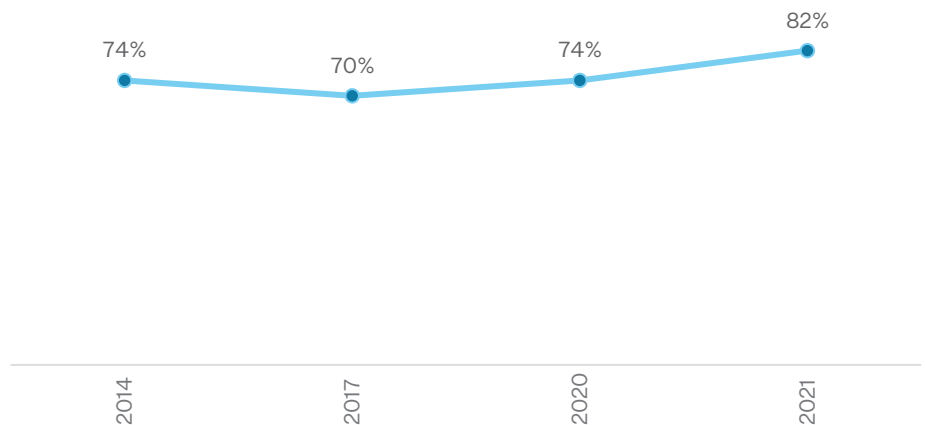
There were no significant differences by ward, age, or gender.

Satisfaction with recovery centre/waste transfer station - 2021



Base: All respondents (n=400); Users (n=257)

Satisfaction with recovery centre/waste transfer station - over time



Base: All respondents

9 9% answered don't know in 2021 while 21% answered don't know in 2020.



Residents who were dissatisfied with the recovery centre/waste transfer station primarily said it was due to the expense associated with it.

Reason for dissatisfaction

| | | |
|-----------------------|------|----|
| Expensive | 51% | 19 |
| Just goes to landfill | 19% | 7 |
| It's very basic | 14% | 5 |
| There isn't one | 14% | 5 |
| Other | 22% | 8 |
| Don't know | 3% | 1 |
| Number of respondents | 100% | 37 |

Base: Respondents dissatisfied with the service



Section 7

COUNCIL INFORMATION & COMMUNICATION



7.1 Access and Use of Council Information

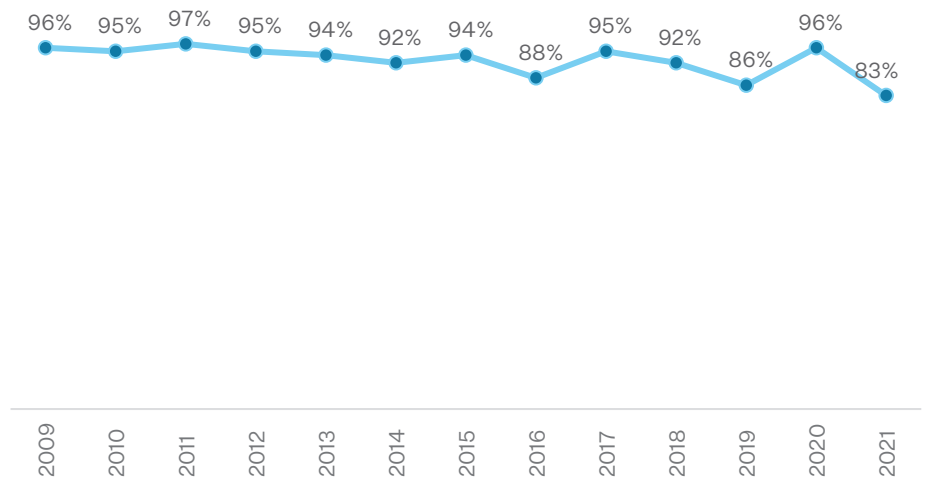
83% of residents saw, read, or heard Council information in the last 12 months. This is down from last year.

Those respondents primarily saw the information in Newsline, but newspapers and social media were also common sources.

Respondents under 44 years of age were less likely to have seen any Council information. Those that had seen some were more likely have social media as a source and less likely to have used Newsline.

Respondents over 65 years of age, and residents in the Golden Bay ward were more likely to have seen information about the Council in the newspapers.

Have seen, read or heard Council information - over time



Base: All respondents

**Channels used to see, read, or hear Council information - 2021**

| | | |
|---|------|-----|
| Newsline (fortnightly Council publication delivered to households) | 65% | 217 |
| Newspapers | 23% | 77 |
| Social media | 12% | 39 |
| The Council's website | 6% | 21 |
| Mail (pamphlets, letters) | 6% | 20 |
| Online news service, e.g. Stuff | 5% | 18 |
| From other people hearsay | 5% | 15 |
| Online/ internet (general/ not specified) | 3% | 9 |
| Public meetings | 2% | 6 |
| Other (e.g. radio, personal contact, with rates, email or tv) | 8% | 26 |
| Number of respondents | 100% | 332 |

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



Looking specifically at information published by Council, Newsline was the most commonly seen resource; over half of this group had seen Council advertisements in newspapers, the Consultation Document on Tasman's 10-Year Plan, or Vision 2020.

Females and those under 18-44 were more likely to have used social media. Golden Bay residents were more likely to have seen the Council advertisements in newspapers.

Published information seen, read, heard - 2021

| | | |
|--|------|-----|
| Newsline | 84% | 280 |
| Council advertisements in newspapers | 57% | 188 |
| Consultation Document on Tasman's 10-Year Plan 2021/2031 or Vision 2020 | 55% | 181 |
| The Council website | 48% | 158 |
| Information available from Council offices or libraries | 46% | 153 |
| Council advertisements on the radio | 30% | 98 |
| Council's social media | 25% | 83 |
| The Council's library website | 22% | 74 |
| None of the above | 2% | 5 |
| Number of respondents | 100% | 332 |

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



Respondents have diverse needs for accessing Council services/information but face-to-face service remains the preference of a third of respondents.

Respondents over 65 years of age were more likely to prefer face-to-face services at a customer counter. Those under 44 were more likely to prefer online contact.

Preferred access for services/information

| | | |
|----------------------------------|------|-----|
| Face to face at customer counter | 38% | 150 |
| By phoning Council | 26% | 102 |
| At home via computer | 25% | 98 |
| Via app on smartphone/tablet | 5% | 21 |
| Email | 2% | 8 |
| Council website | 1% | 5 |
| Other | 4% | 16 |
| Number of respondents | 100% | 400 |

Base: All respondents



7.2 Contacting Council

Three-quarters of the respondents contacted the Council in the last 12 months. The most three common methods were by phone, in person, and then by email. This is higher than in the past two years.

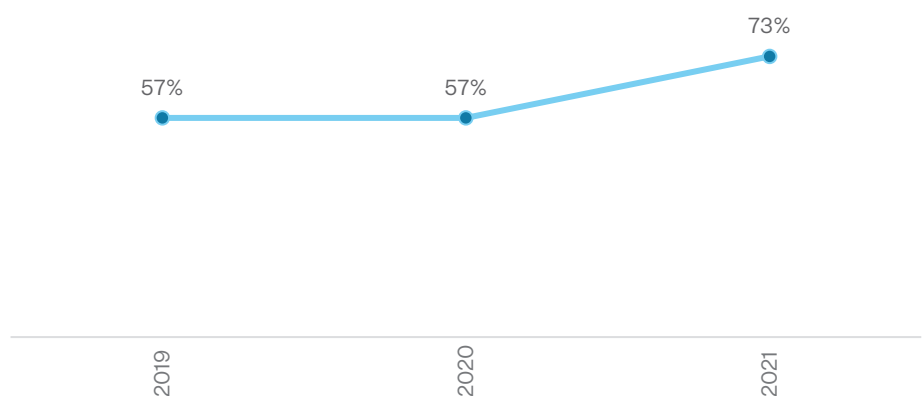
There were no significant differences by ward, age, or gender.

Methods used to contact the Council - 2021

| | | |
|--|------|-----|
| By phone | 54% | 217 |
| In person | 46% | 184 |
| By email | 30% | 121 |
| by online contact form | 16% | 65 |
| In writing by post | 5% | 20 |
| By social media | 4% | 16 |
| via Antenno app | 1% | 5 |
| Have not contacted the Council in the last 12 months | 27% | 109 |
| Number of respondents | 100% | 400 |

Base: All respondents

Contact with Council - over time



Base: All respondents



While satisfaction with the service received was relatively high, the target for levels of service was not met.

- 82% of residents were satisfied with the service received when contacting Council.

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

Satisfaction has fluctuated over time.

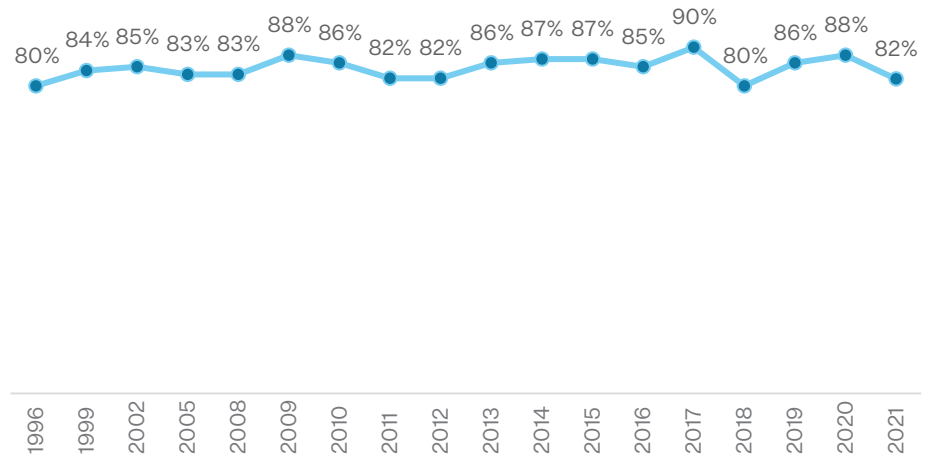
Males and those from the Moutere-Waimea ward were significantly more likely to be dissatisfied.

Satisfaction with serviced received when contacting Council - 2021



Base: All respondents (n=400)

Satisfaction with serviced received when contacting Council - over time



Base: All respondents



7.3 Level of Information Provided

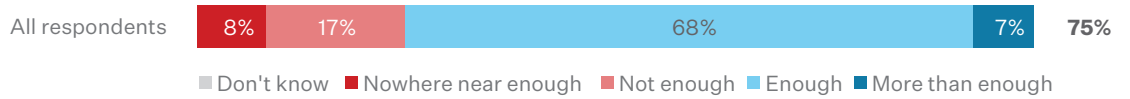
- 75% of residents felt the level of information Council provides was enough

X The target of 80% has not been met.

The proportion of respondents feeling the information is enough has fluctuated over time but there has been a recent upward trend.

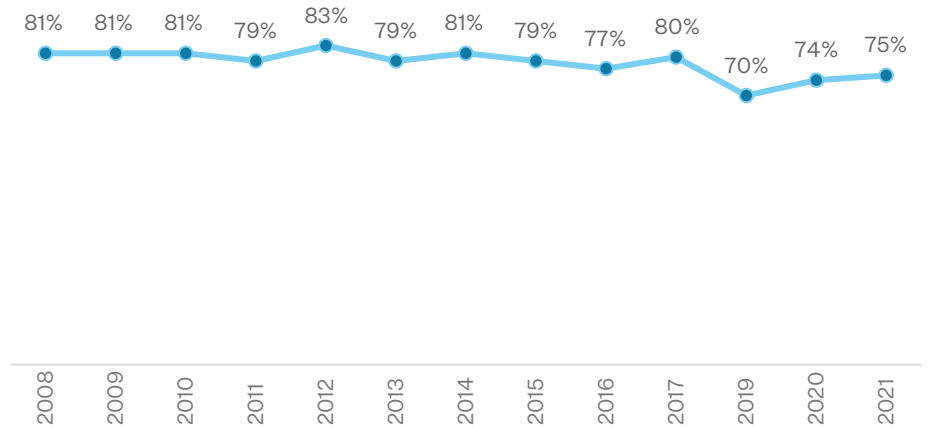
There were no significant differences by ward, age, or gender.

Information provided is enough - 2021



Base: Respondents who had contacted the Council in the past 12 months (n=291)

Information provided is enough - over time



Base: All respondents



7.4 Public Consultation

Over half of respondents were satisfied with public consultation.

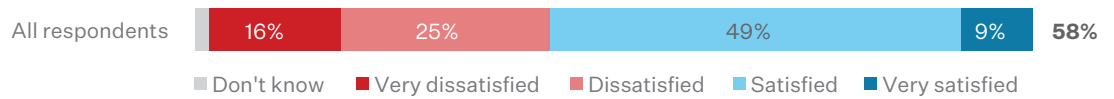
- 58% of residents were satisfied with the way Council consults the public in the decisions it makes

✓ **The target of 50% resident satisfaction has been met.**

Overall satisfaction has continued an upward trend over the last three years.

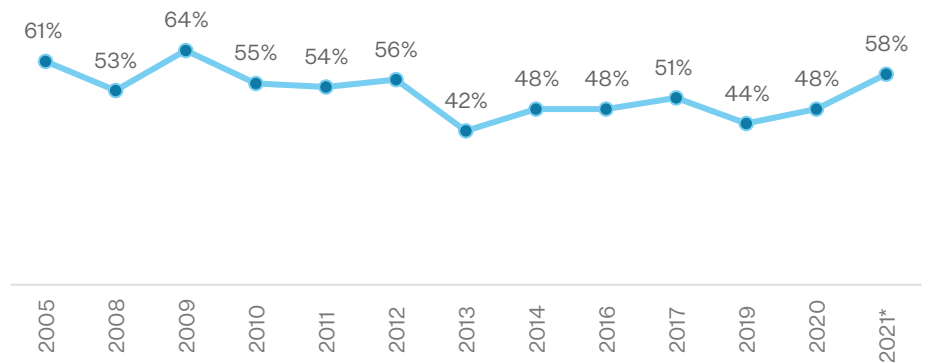
Respondents from Richmond were more likely to be satisfied with Council’s public consultation.

Satisfaction with public consultation - 2021



Base: All respondents (n=400)

Satisfaction with public consultation - over time¹⁰



Base: All respondents

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

Note: prior to 2009 refer to satisfaction with the way Council involves the public in the decision it makes

¹⁰ Please note that tracking for this question need to be regarded with caution due to a change in scale where the neither satisfied nor dissatisfied was removed for better consistency across all questions asked in the survey



Section 8

LOCAL ISSUES AND COUNCIL OPERATIONS



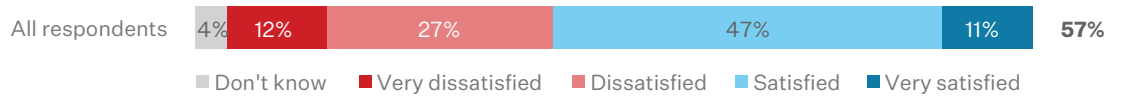
8.1 Rates

- 57% of residents were satisfied with way rates were spent on services and facilities.
No target for satisfaction with rates was set.

Satisfaction with rates expenditure has decreased significantly from the last survey point which was at the highest point. This may be due to the increase in dissatisfaction with the roading.¹¹

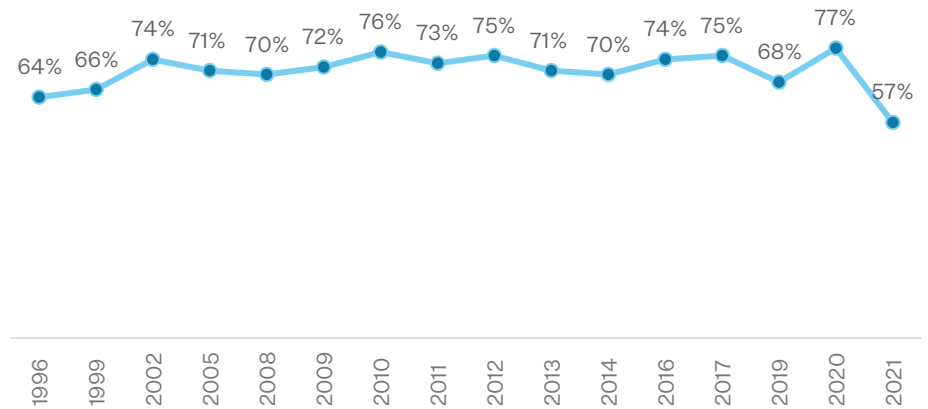
There were no significant differences by ward, age, or gender.

Satisfaction with rates - 2021



Base: All respondents (n=400)

Satisfaction with rates - over time



Base: All respondents

¹¹ Please note that no follow up question was asked of residents dissatisfied with rates.

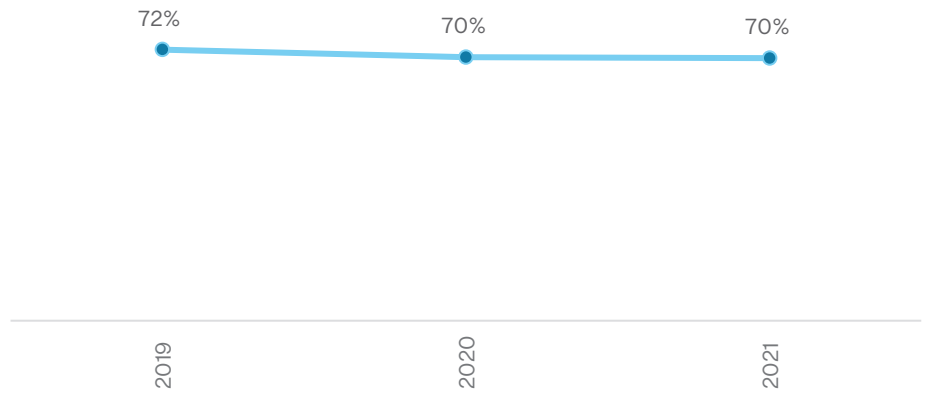


8.2 Resource Management

70% were aware of Council's role in resource management policy and planning work (e.g. managing TDC's natural resources like water, air quality, zoning land for various uses). This is on par with last year.

Respondents under 44 were less likely to be aware of the Council's role.

Aware of Councils role in resource management - over time



Base: All respondents (n=400)



Respondents who were aware of the Council’s role in resource management and policy and planning work were asked how satisfied they were.

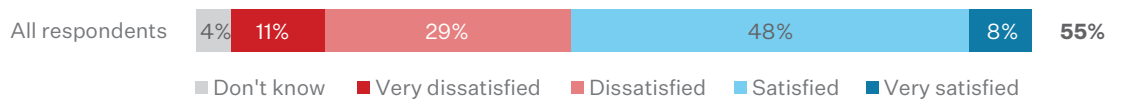
- 55% of those residents were satisfied Council’s role.

X The target of 70% resident satisfaction has not been met.

Overall satisfaction has decreased since 2019 and 2020.¹²

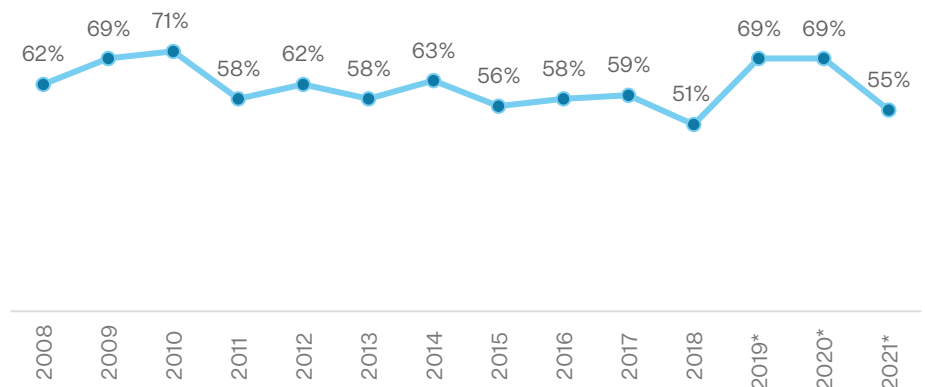
Respondents 18-44 years of age were more likely to be satisfied.

Satisfaction with resource management - 2021



Base: Respondents aware of Council's role (n=279)

Satisfaction with resource management - over time



Base: 1996-2018: All respondents; 2019-2021: Respondents aware of the Council's role in resource management

* readings after to 2019 only refers to residents aware of the Council's role in resource management

12 Please note that no follow up question was asked of residents dissatisfied with resource management.



8.3 Council’s Emergency management

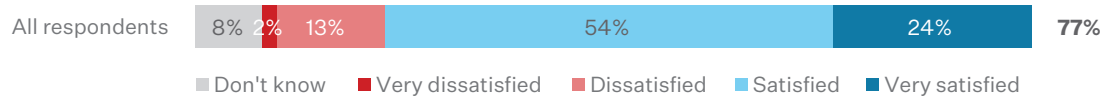
- 77% of residents were satisfied with the Council’s Emergency management

✓ **The target of 70% resident satisfaction has been met.**

Overall satisfaction has remained stable over the last three years.

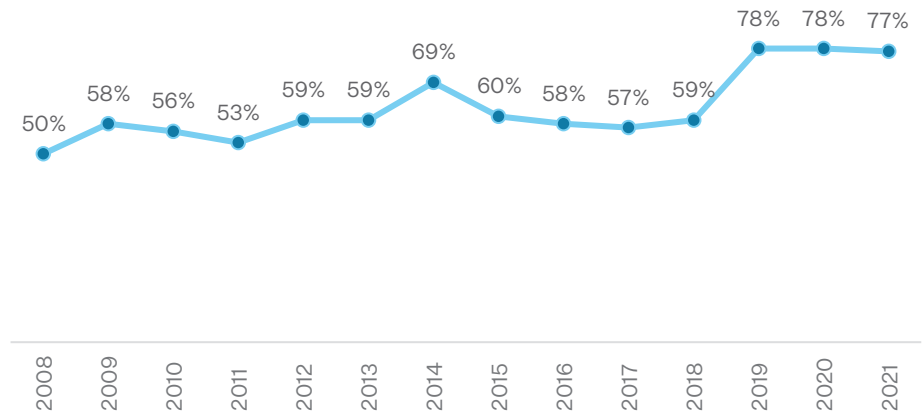
There were no significant differences by ward, age, or gender.

Satisfaction with emergency management - 2021



Base: All respondents (n=400)

Satisfaction with emergency management - over time



Base: All respondents



8.4 Council provided environmental information

- 66% of residents were satisfied with environmental information provided by Council.
No target for this service was set.

Overall satisfaction has remained stable over time.

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

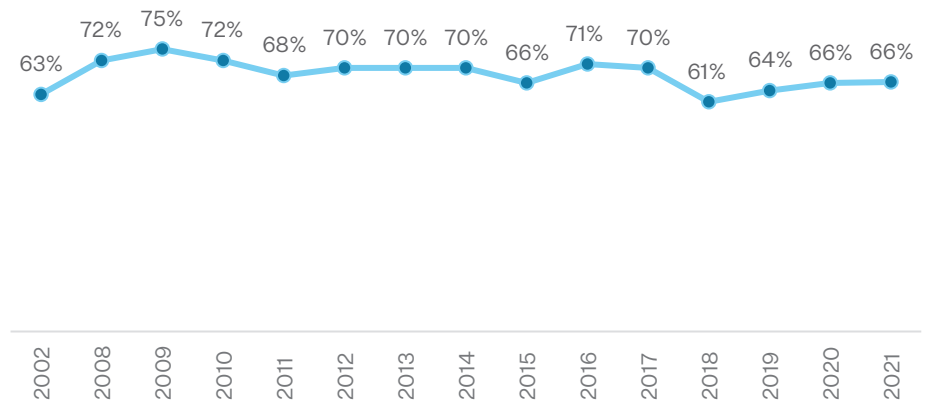
Satisfaction with environmental information - 2021



■ Don't know ■ Very dissatisfied ■ Dissatisfied ■ Satisfied ■ Very satisfied

Base: All respondents (n=400)

Satisfaction with environmental information - over time



Base: All respondents



Section 9

COUNCIL OVERALL



| | | |
|---|------------|------------|
| Sum: positive connotations | 37% | 146 |
| Good/great/competent | 11% | 42 |
| Adequate/okay/acceptable/average | 9% | 35 |
| Accessible/approachable/friendly/helpful | 8% | 33 |
| Community/ provides community services and facilities | 4% | 14 |
| Efficient/ reliable | 3% | 13 |
| Informative | 3% | 12 |
| Environmentally friendly | 2% | 6 |
| Forward thinking/ future focused | 2% | 6 |
| Trustworthy/ honest/ open | 1% | 4 |
| Sum: negative connotations | 35% | 140 |
| Not good/bad/incompetent/disorganised/ inefficient | 11% | 45 |
| Untrustworthy/ selfish/ arrogant | 8% | 30 |
| Bureaucratic/slow/problematic/hard to deal with | 7% | 26 |
| Poor spending | 4% | 16 |
| Rates | 3% | 13 |
| Don't listen or respond | 3% | 11 |
| Over/ understaffed | 3% | 11 |
| Richmond bias | 2% | 9 |
| Council don't think | 1% | 4 |
| The dam | 1% | 4 |
| Poor decisions | 1% | 2 |
| Sum: other | 6% | 23 |
| Big area to cover | 1% | 5 |
| Other | 5% | 18 |
| Tasman District Council | 6% | 23 |
| Don't know | 25% | 98 |
| Number of respondents | 100% | 400 |

Base: All respondents



9.2 Council Reputation

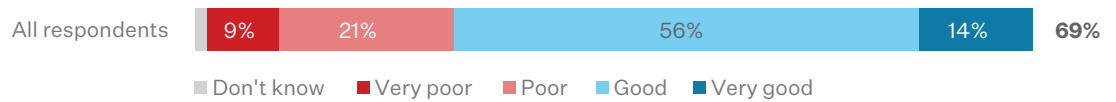
- 69% of respondents felt the Council’s reputation was good. No target for the council reputation has been set.

Perceptions of Council’s reputation has decreased since 2020. The drop in satisfaction with the roads and resource management are likely drivers of this decrease in reputation. In addition, looking at the negative words that a third of residents associate with Council, this may also potentially explain the Council’s falling reputation.

“ They do what they want, don’t consider.

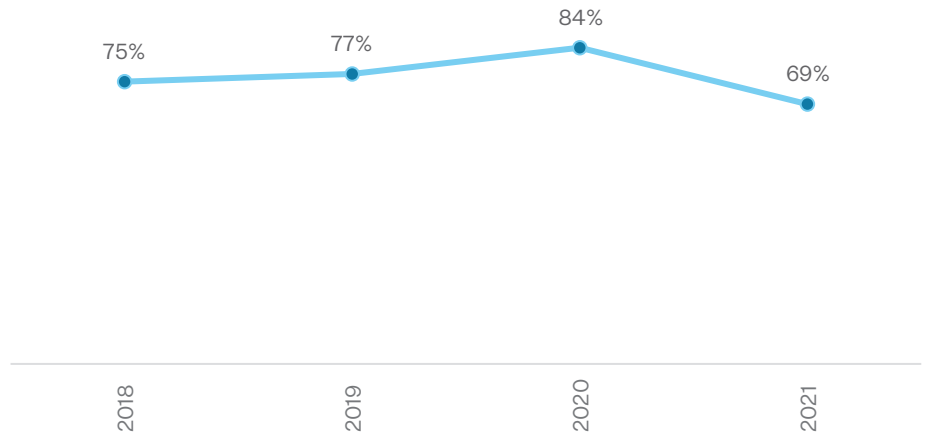
There were no significant differences by ward, age, or gender.

Perception of Council reputation - 2021



Base: All respondents (n=400)

Perception of Council reputation as good/very good - over time



Base: All respondents



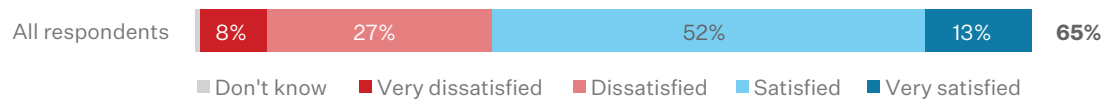
9.3 Overall Satisfaction

Taking everything into account, two-thirds were satisfied with the Council's overall performance.

- 65% of respondents were satisfied with the Council overall. No target has been set for overall satisfaction.

Respondents 18-44 years of age were more likely to be satisfied.

Satisfaction with overall Council performance - 2021¹³



Base: All respondents

¹³ This question was newly introduced in 2021.



Section 10

IDENTIFYING ACTION POINTS



10.1 Key Driver Analysis

Identifying not only satisfaction, but also where resources should be focused to drive an increase in 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.

A key driver analysis summarises 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 it, the better performing it is (i.e., a high proportion of residents are satisfied with it).

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 overall residents' satisfaction is likely to be small. This analysis may be one of a number of factors to take into account when considering future resource allocation.



10.2 Implications

Taking all attributes into account, the following emerged as improvement areas:

1. The way rates are spent on services and facilities.
2. The Council's role in resource management policy and planning work
3. The way Council consults the public in the decisions it makes.
4. The roads.
5. Council provided environmental information.

A couple of attributes are slightly less important to overall satisfaction but are performing less well in 2021. These attributes are important to keep an eye on as they make more of an impact on overall perceptions in the future.

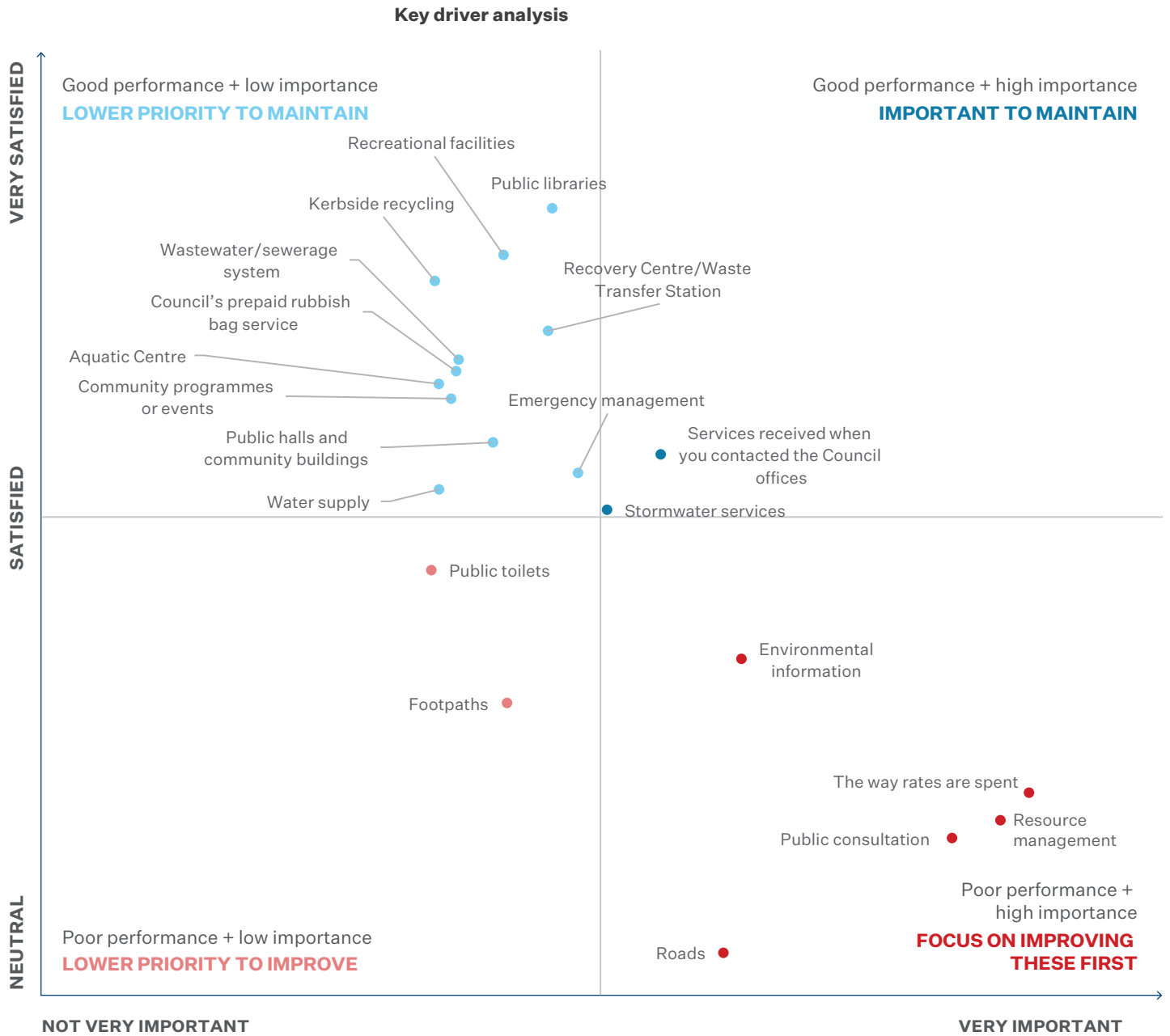
Areas to keep an eye on

1. Public toilets
2. Footpaths

High-importance and high-satisfaction areas are important to maintain. They have a strong relative impact on overall perceptions and are performing well (in comparison to the other services):

Areas to maintain:

1. Services received when contacting Council offices
2. Stormwater services



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 a number of other factors not measured in the survey and not included in the model that may influence overall residents' satisfaction



Section 11

APPENDIX ONE: DEMOGRAPHIC PROFILE

**Age**

| | Quota based on census 2018 % | Achieved 2021 % | Achieved 2021 n |
|-----------------------|---|----------------------------|----------------------------|
| 18 to 44 years | 33% | 31% | 122 |
| 45 to 64 years | 40% | 41% | 165 |
| 65 years or over | 27% | 28% | 113 |
| Number of respondents | 100% | 100% | 400 |

Gender

| | Quota based on census 2018 % | Achieved 2021 % | Achieved 2021 n |
|-----------------------|---|----------------------------|----------------------------|
| Male | 50% | 50% | 200 |
| Female | 50% | 50% | 198 |
| Gender diverse | 0% | 1% | 2 |
| Number of respondents | 100% | 100% | 400 |

Ward

| | Quota based on census 2018 % | Achieved 2021 % | Achieved 2021 n |
|-----------------------|---|----------------------------|----------------------------|
| Golden Bay Ward | 10% | 9% | 36 |
| Lakes-Murchison Ward | 7% | 8% | 31 |
| Moutere-Waimea Ward | 27% | 30% | 118 |
| Motueka Ward | 24% | 24% | 96 |
| Richmond Ward | 32% | 30% | 119 |
| Number of respondents | 100% | 100% | 400 |



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