



Tasman District Council

RESIDENT SATISFACTION SURVEY 2022

Research report | June 2022



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Section 1

Infographic summary

OVERALL PERFORMANCE



64%

Satisfied with Council's
OVERALL PERFORMANCE



66%

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 **88%**

>80%
achieved



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

>70%
achieved



satisfied with the multi-purpose public halls and community buildings **72%**

>75%
not achieved

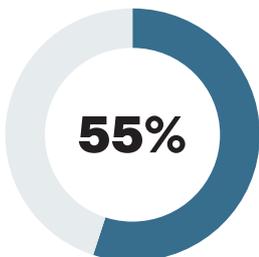


satisfied with the community programmes or events **60%**

>75%
not achieved

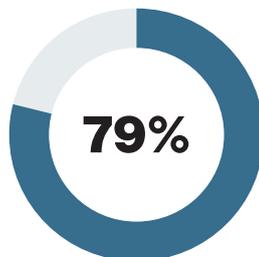
**Please note that attendance was not measured which is what the levels of service target was based on*

COUNCIL OPERATIONS



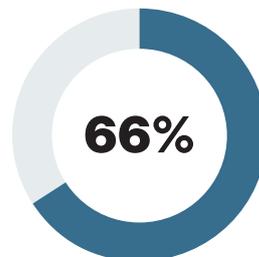
aware of the Council role and satisfied with Council's role in **resource management policy and planning work**

>70%
not achieved

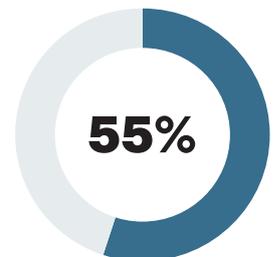


satisfied with the Council's **Emergency management**

>70%
achieved

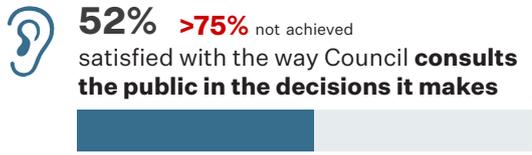


satisfied with Council provided **environmental information**



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

COUNCIL COMMUNICATIONS



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

WASTE



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

>95% not achieved



satisfied with the **kerbside recycling** provided

>90% achieved



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

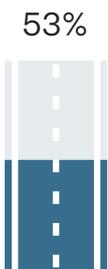


users satisfied with **Recovery Centre/Waste Transfer Station**

>95% not achieved

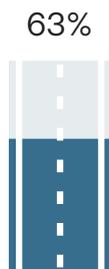
ROADS

FEEL SAFE ON ROADS



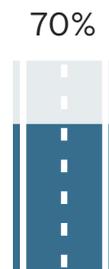
satisfied with the **roads**

>70% not achieved



satisfied with the **footpaths**

>70% not achieved



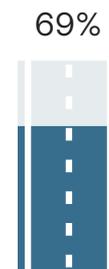
satisfied with the **cycle lanes**

>20% achieved



when **driving**

>70% achieved



when **walking**

>70% not achieved



when **cycling**

>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 was completed by Research First in 2021 and 2022 on behalf of Tasman District Council.¹

The key service areas tested in the 2021/2022 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.

Method

In line with previous years, the 2022 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 30th of May 2022. A total of 9,314 numbers were called (6,155 landline numbers and 3,159 cell-phone numbers) using a randomised database telephone numbers covering the Tasman District.

400 surveys were completed in total (248 through landlines, and 152 through cell phones) for an overall response rate of 4%. 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 2021 survey, the four-point scale below was also used in 2022 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
------------------------------	----------------------	--------------	-----------	----------------

Past measurements prior to 2021	2021–2022 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 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.

Data analysis

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

Across all 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 five respondents have been grouped into 'other'.

Where possible, trend analysis is included to compare 2022 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%.

Performance targets

Findings have been presented in relation to Council performance targets for the levels of service in 2021/2022, 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 generally within 1-2 percent of the actual population as measured at Census 2018.

⁵ <https://www.tasman.govt.nz/document/serve/Tasman%27s%2010-Year%20Plan%202021-2031%20Volume%20One.pdf?DocID=32001>

Section 3

Services and facilities

Use of services and facilities

Recreational facilities such as playing fields, neighbourhood reserves (75 percent), and public toilets (74 percent) were commonly used in the last 12 months.

The library has suffered a drop in users in 2022, and the Aquatic Centre’s use is trending down as well.

There were significant differences in usage by respondents in different age categories.⁶

- Respondents aged 18–44 years of age had a significantly higher use of the recreational facilities and the aquatic centre.

Table 3.1 Use of services and facilities – 2022

	Not at all	Once or twice	Three times a year or more
A library or the library website	47%	16%	38%
Recreational facilities	25%	15%	60%
Public toilets	26%	20%	54%
The Aquatic Centre*	63%	13%	24%

Base: All respondents (n=400)

*Note: this was only asked of Richmond or Moutere/Waimea residents (n=225)

Table 3.2 Total use of services and facilities – over time

Facility or Service	% visited		
	2020	2021	2022
Recreational facilities	72%	74%	75%
Public toilets	72%	74%	74%
A library or the library website	64%	63%	54%
The Aquatic Centre	56%	42%	37%

⁶ Please see Appendix Two for more details

Public libraries

General satisfaction with libraries has significantly improved since 2020.

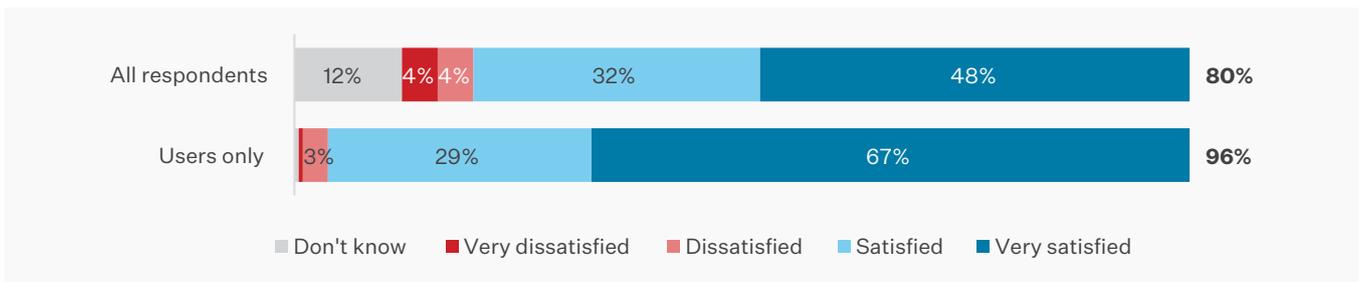
- 80 percent of all residents were satisfied with the public libraries.

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

- **96 percent of service users were satisfied with the public libraries.**
- ✓ **The target of 85 percent user satisfaction has been met.**

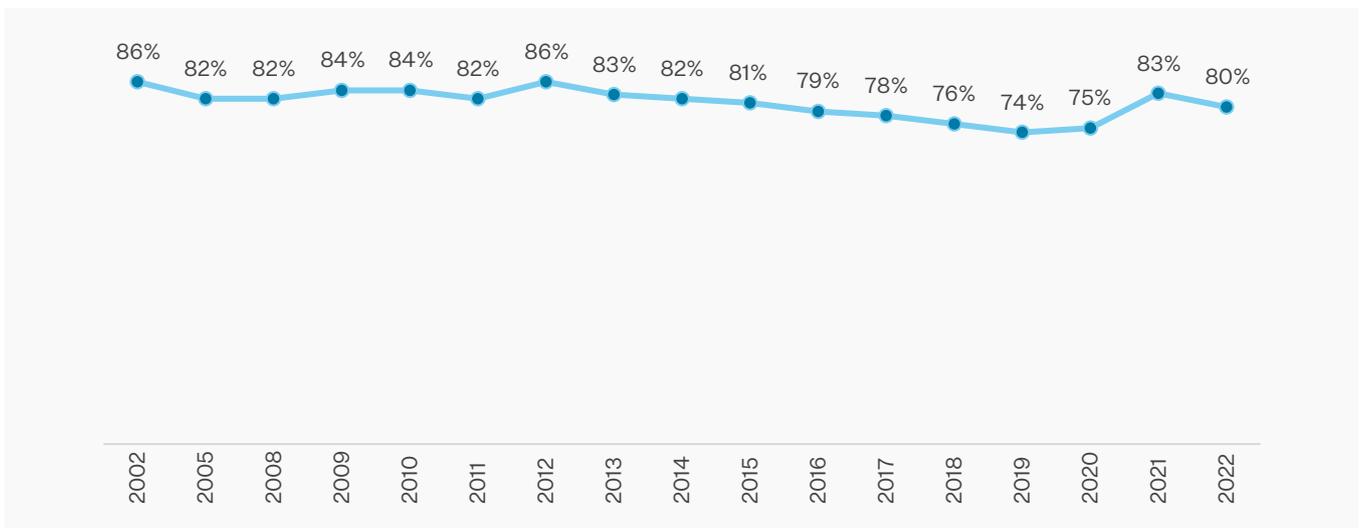
The Lakes-Murchison ward displayed a significantly lower satisfaction rate compared to other wards.

Figure 3.1 Satisfaction with public libraries – 2022



Base: All respondents (n=400); Users (n=214)

Figure 3.2 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 felt it was a waste of money, or they did not use it. A number of residents were dissatisfied due to mandates not allowing them access to the library.

Table 3.3 Reason for dissatisfaction

	Percentage	Responses
Waste of money	41%	13
I don't use it	25%	8
Nothing wrong with old building	19%	6
Covid mandate mentions	16%	5
Other	13%	4
Number of respondents	100%	32

Base: Respondents dissatisfied with the service

Public toilets

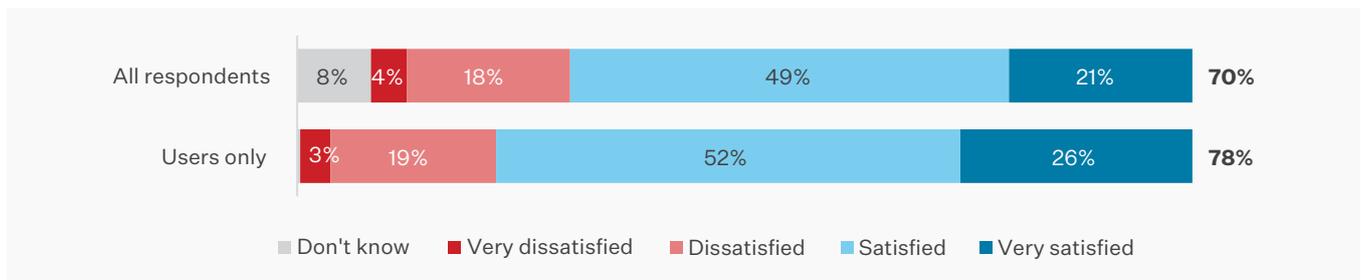
Satisfaction with public toilets in the District met performance targets.

- 70 percent of all residents were satisfied, this increases to 78 percent amongst service users.
- ✓ **The target of 70 percent user satisfaction has been met.**

Overall satisfaction has remained stable over time.

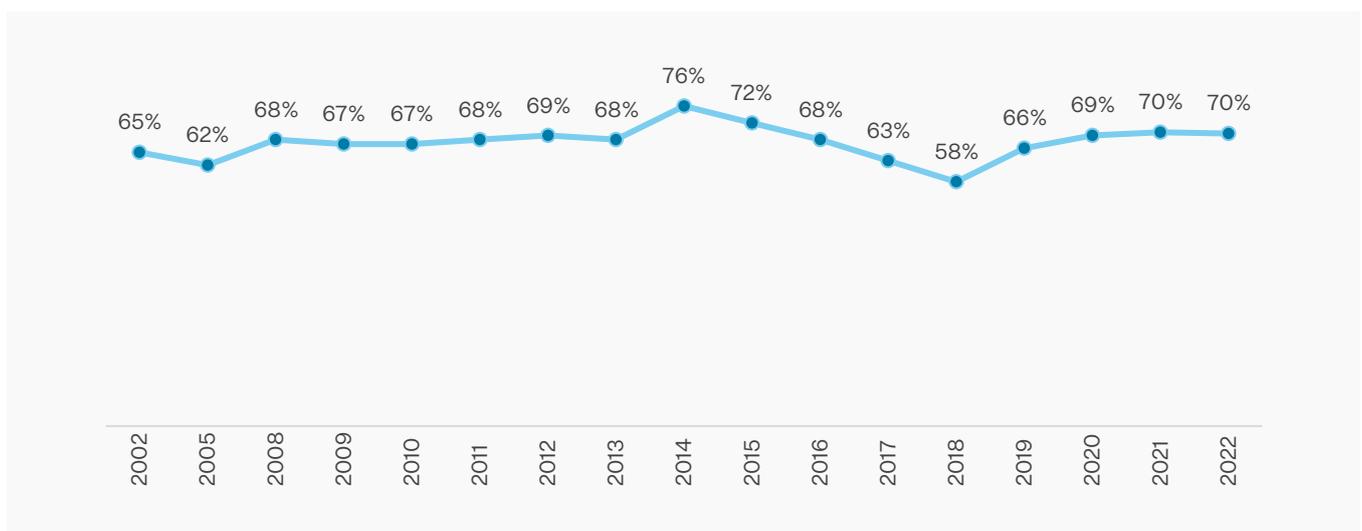
Those aged 18–44 who had used the public toilets were significantly less likely to be satisfied.

Figure 3.3 Satisfaction with public toilets – 2022



Base: All respondents (n=400); Users (n=297)

Figure 3.4 Satisfaction with public toilets – over time



Base: All respondents

Residents who were dissatisfied with the public toilets primarily said it was because they need upgrading and need to have more consistent/better maintenance.

Table 3.4 Reason for dissatisfaction

	Percentage	Responses
Upgrades/better maintenance/consistency is needed	57%	51
They're dirty/smell/unsanitary	40%	36
There isn't any/many	15%	13
Other	12%	11
Don't know	1%	1
Number of respondents	100%	89

Base: Respondents dissatisfied with the service

Recreational facilities

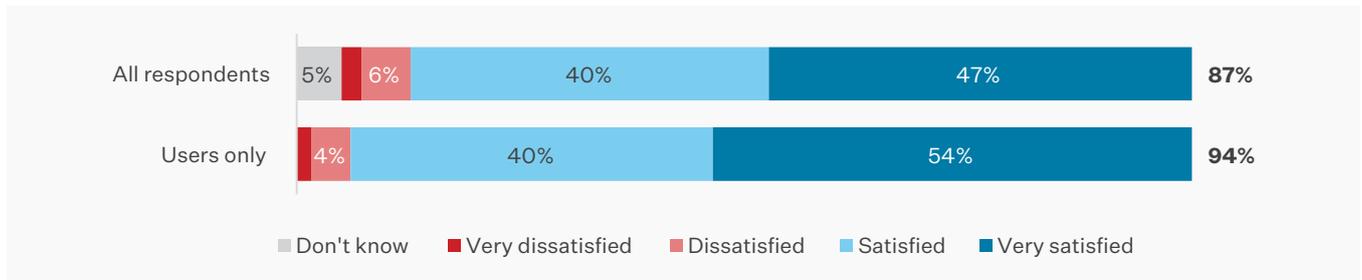
Satisfaction with the recreational facilities was high for all residents, and for service users.

- 87 percent of all residents were satisfied with the recreational facilities, this increased to 94 percent amongst service users.
- ✓ **The target of 85 percent resident satisfaction has been met.**

Satisfaction has remained stable over time.

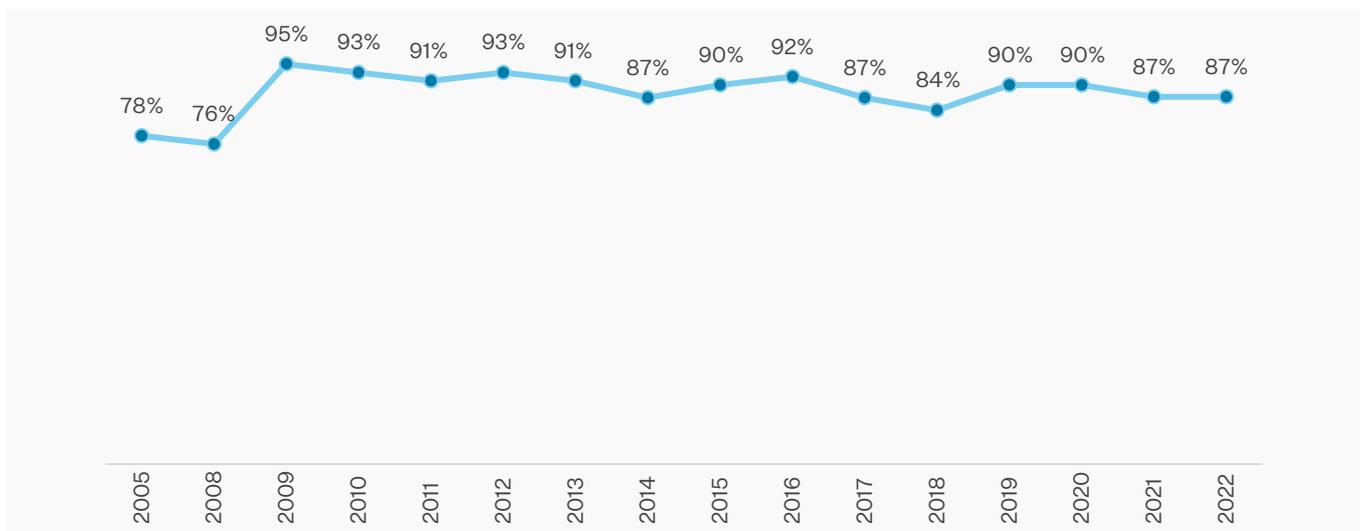
There were no significant differences by ward, age, or gender.

Figure 3.5 Satisfaction with recreational facilities – 2022



Base: All respondents (n=400); Users (n=299)

Figure 3.6 Satisfaction with recreational facilities – over time



Base: All respondents

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

Table 3.5 Reason for dissatisfaction

	Percentage	Responses
In need of maintenance/better care	39%	12
There isn't many/any	32%	10
In need of upgrading	16%	5
Don't use them	10%	3
Other	6%	2
Don't know	6%	2
Number of respondents	100%	31

Base: Respondents dissatisfied with the service

Public halls and community buildings

Satisfaction with the multi-purpose public halls and community buildings did not achieve the performance target set.

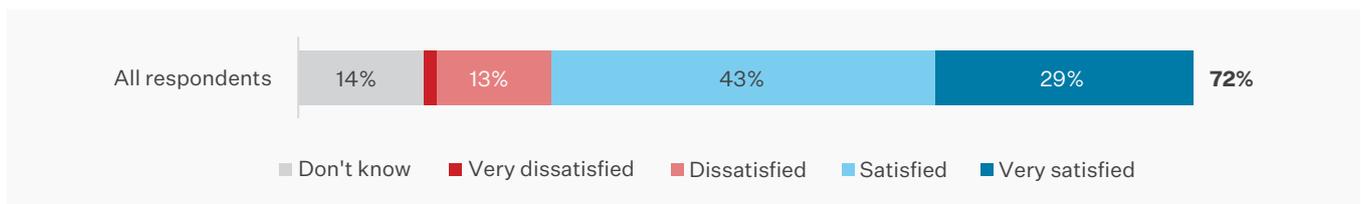
- 72 percent of residents were satisfied with the public halls and community buildings.

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

Satisfaction has overall remained high over time; however, it is showing a decline over recent years.

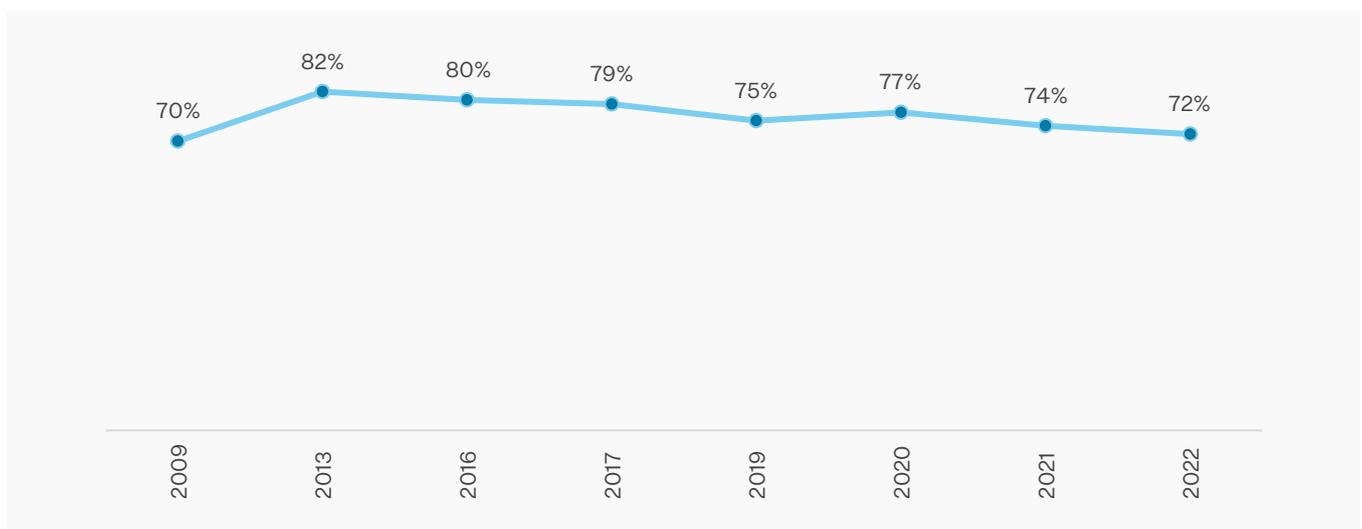
There were no significant differences for by ward, age, or gender.

Figure 3.7 Satisfaction with public halls and community buildings – 2022



Base: All respondents (n=400)

Figure 3.8 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.

Table 3.5 Reason for dissatisfaction

	Percentage	Responses
In need of upgrading	33%	19
Better maintenance needed	23%	13
They're old	23%	13
I don't use them	16%	9
There isn't many/any	14%	8
Other	16%	9
Don't know	9%	5
Number of 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. Over a quarter did not know enough to comment. Satisfaction increases when only looking at residents who provided a rating.

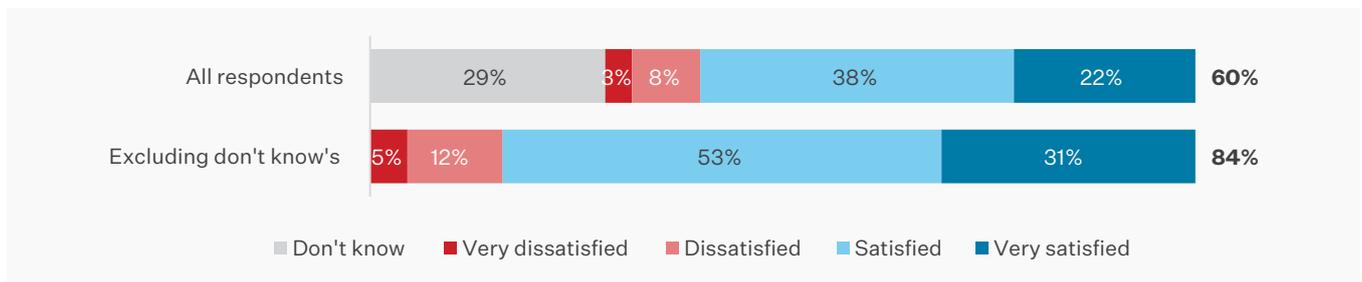
- **60 percent of residents were satisfied with the community programmes and events.**

X This is not achieving the satisfaction target of >75 percent.⁷

Overall satisfaction continues to decrease. This could be due to Covid-19 impacts over the past few years.

Respondents aged 65 years or older were significantly more likely to not know enough about the community programmes and events to state their satisfaction.

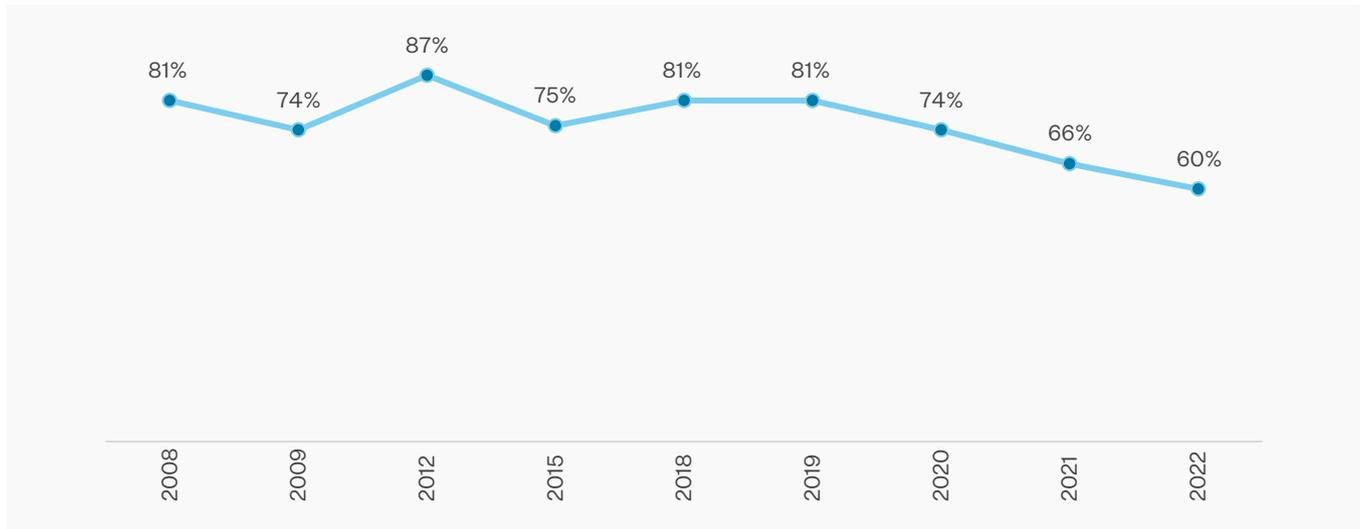
Figure 3.9 Satisfaction with community programmes and events – 2022



Base: All respondents (n=400); All respondents excluding don't know responses (n=286)

⁷ The levels of service targets were based upon attendance and aimed for 75 percent satisfaction; however, the survey did not ask about attendance of the community programs and events.

Figure 3.10 Satisfaction with community programmes and events – over time



Base: All respondents

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).

Most residents who were dissatisfied with the community programmes or events provided several reasons for dissatisfaction. Mentions include that there were more important things to worry about and that there weren’t many community programmes or events.

Table 3.6 Reason for dissatisfaction

	Percentage	Responses
More important things to worry about	26%	12
Not many or any here	20%	9
Not for my age/me/interests	17%	8
Didn’t know about events	15%	7
Other	15%	7
Don’t know	13%	6
Number of respondents	100%	46

Base: Respondents dissatisfied with the service

Aquatic Centre⁸

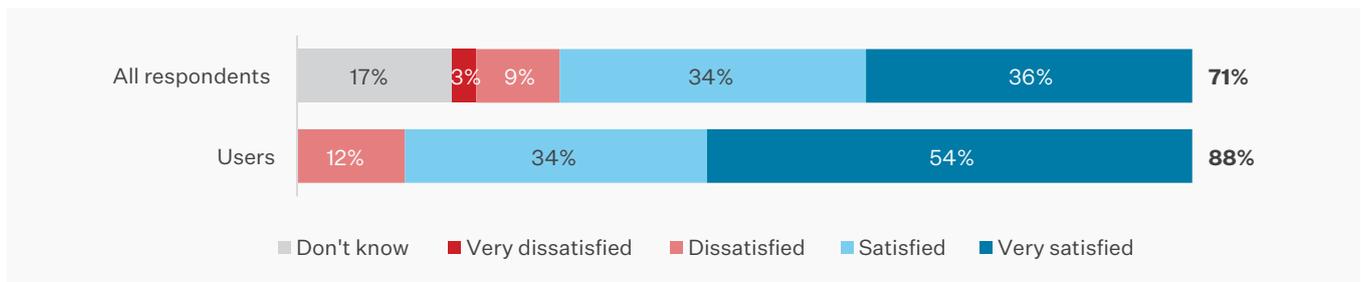
Satisfaction with the Aquatic Centre was high amongst all residents in the Richmond and Moutere/Waimea wards, and for users in those wards.

- **88 percent of residents who have used the Aquatic Centre were satisfied with the Aquatic Centre.**
- ✓ **The target of 80 percent user satisfaction has been met.**

Overall satisfaction is similar to last year.

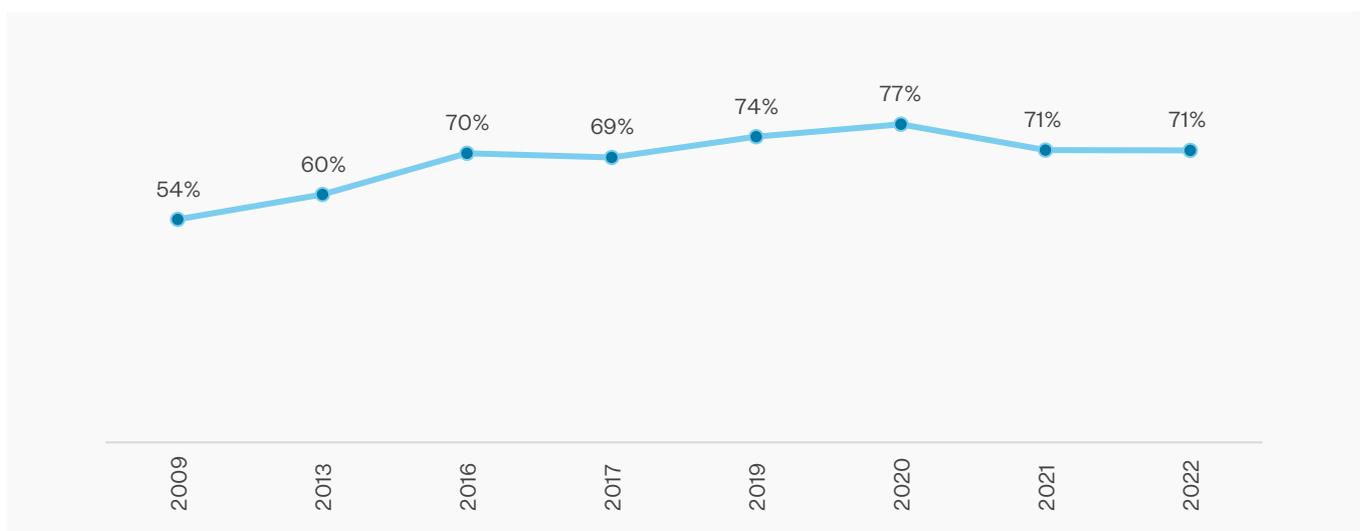
There were no significant differences by ward, age, or gender.

Figure 3.11 Satisfaction with the Aquatic Centre – 2022



Base: Respondents from Richmond or Moutere/Waimea (n=225); Users from Richmond or Moutere/Waimea (n=83)

Figure 3.12 Satisfaction with the Aquatic Centre – over time



Base: All respondents

⁸ 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.

Table 3.7 Reason for dissatisfaction

	Percentage	Responses
It's expensive	33%	9
High chlorine levels	33%	9
I don't use it	22%	6
They're dirty	19%	5
Other	19%	5
Number of respondents	100%	27

Base: Respondents dissatisfied with the service

Section 4

Roading/footpaths/ cycling

Roading

Satisfaction with roading was low for all residents.

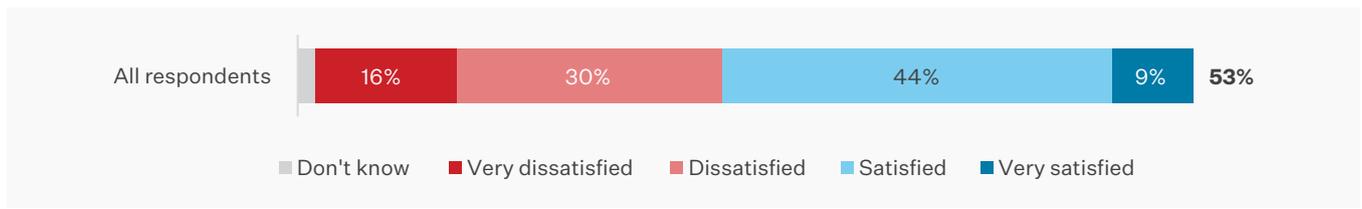
- 53 percent of residents were satisfied with roads.

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

Overall satisfaction has increased this year after the dramatic decline last year. Commentary provided suggest that dissatisfaction with the number of potholes and rough roads continues to be an issue for residents. Satisfaction with roads should continue to be monitored.

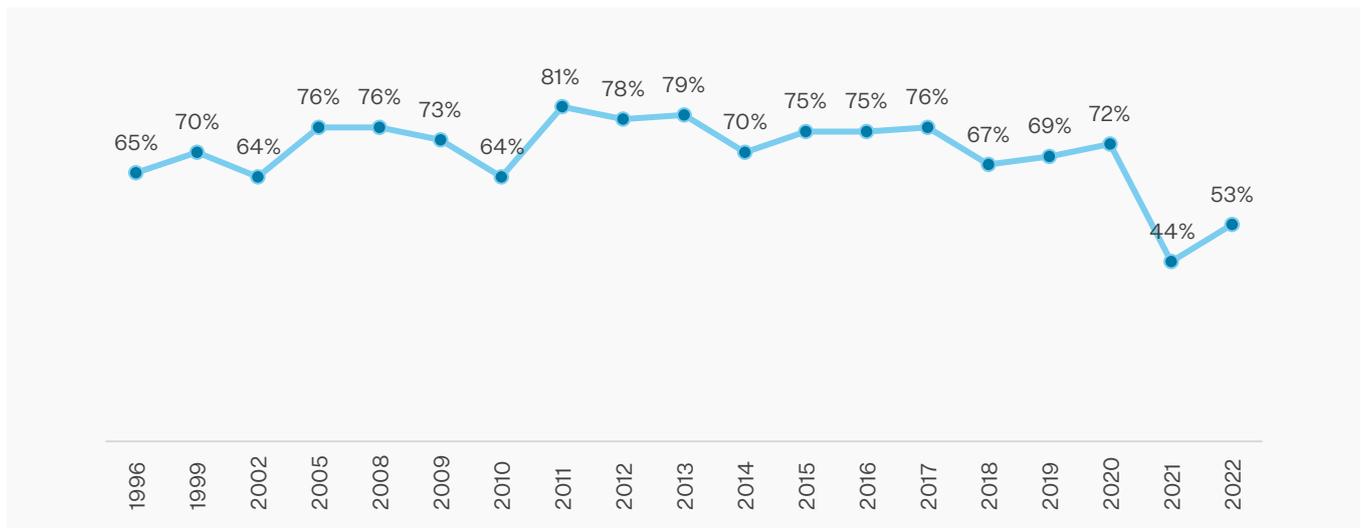
There were no significant differences by ward, age, or gender.

Figure 4.1 Satisfaction with roading – 2022



Base: All respondents (n=400)

Figure 4.2 Satisfaction with the roading – 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.

Table 4.1 Reason for dissatisfaction

	Percentage	Responses
Roads broken and full of potholes	35%	64
Better maintenance needed	22%	40
Traffic is bad	16%	29
Roads need upgrading	16%	29
Specific roads	15%	27
Temporary fixes	11%	20
Roads are too narrow	11%	20
Lack of caring from council	10%	18
Roads are unsafe	8%	15
Tar seal/regrade roads	8%	14
Road works	7%	12
Unreasonable speed limits	5%	10
Other	6%	11
Don't know	2%	3
Number of respondents	100%	182

Base: Respondents dissatisfied with the service

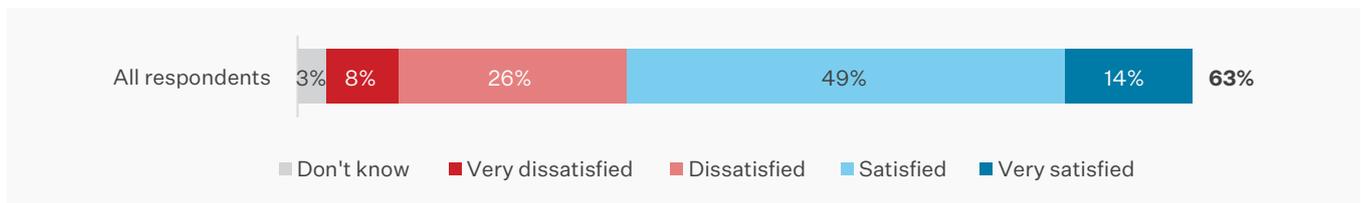
Footpaths

Satisfaction with footpaths was higher than for roads but has remained the same as recorded in 2021; the satisfaction target has not been met.

- 63 percent of residents were satisfied with the footpaths.
- X The target of 70 percent resident satisfaction has not been met.**

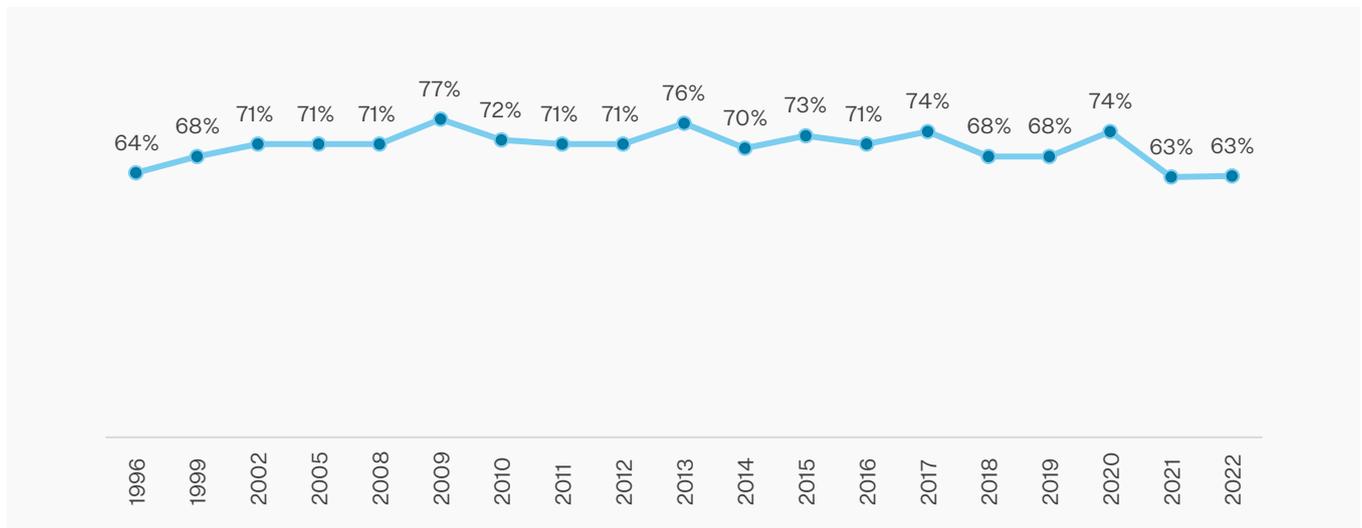
Residents in the Golden Bay ward were significantly more likely to be dissatisfied with footpaths than other wards.

Figure 4.3 Satisfaction with footpaths – 2022



Base: All respondents (n=400)

Figure 4.4 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.

Table 4.2 Reason for dissatisfaction

There aren't many/ any	37%	50
Specific location	22%	30
Footpaths (or lack of) are unsafe	21%	28
Greenery needs maintaining	13%	18
Footpaths uneven and broken	12%	16
None/not many safe crossings	10%	13
Footpaths not disabled/elderly friendly	8%	11
Footpaths too narrow/wide	7%	10
Better maintenance needed	6%	8
Need separate cycle ways	4%	6
Other	5%	7
Don't know	1%	1
Number of respondents	100%	134

Base: Respondents dissatisfied with the service

Cycling

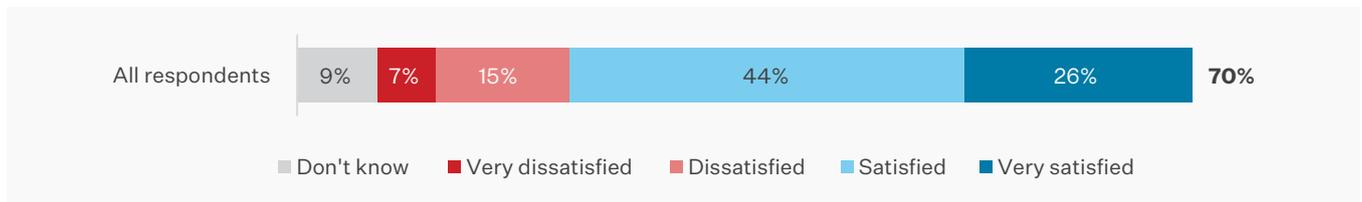
Satisfaction with cycle lanes easily met the set target.

- 70 percent of residents were satisfied with the cycle lanes.
- ✓ **The target of 20 percent resident satisfaction was achieved.**

Cycle lanes satisfaction was a new question in 2022.

Residents in the Richmond ward were more likely to be satisfied with cycle lanes. Respondents in the Golden Bay ward were less likely to be satisfied.

Figure 4.5 Satisfaction with cycle lanes – 2022



Base: All respondents (n=400)

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

Table 4.3 Reason for dissatisfaction

Current cycle lanes are unsafe	37%	32
None/not enough cycle lanes	33%	28
Cycle lanes don't get used	20%	17
Cycle lanes make roads too narrow	14%	12
Cycle lanes are a waste of money	6%	5
Other	10%	9
Number of respondents	100%	86

Safety on the roads

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

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

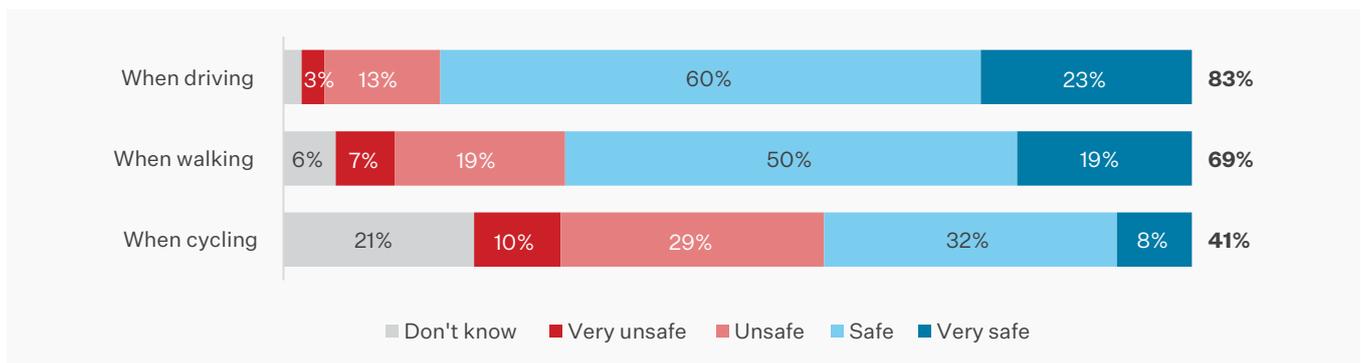
This question was newly introduced in 2022.

There were no significant differences by ward, age, or gender in terms of feeling safe when driving.

Residents in the Richmond ward were more likely to feel safe when walking; while respondents in the Golden Bay ward were more likely to feel unsafe.

Residents aged 18–44 were more likely to feel safe when cycling; those over 65 were more likely to feel unsafe.

Figure 4.6 Feelings of safety on the road – 2022



Base: All respondents (n=400)

Section 5

Three Waters

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.

Table 5.1 Council provided services

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

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

Water supply

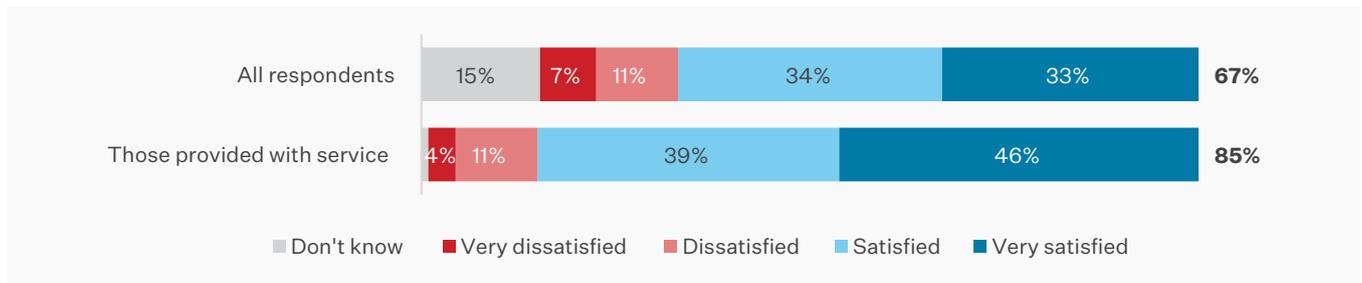
Satisfaction with the quality of the water supply was high for those provided with the service.

- 85 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 followed an upward trend since 2019 and is at a high.

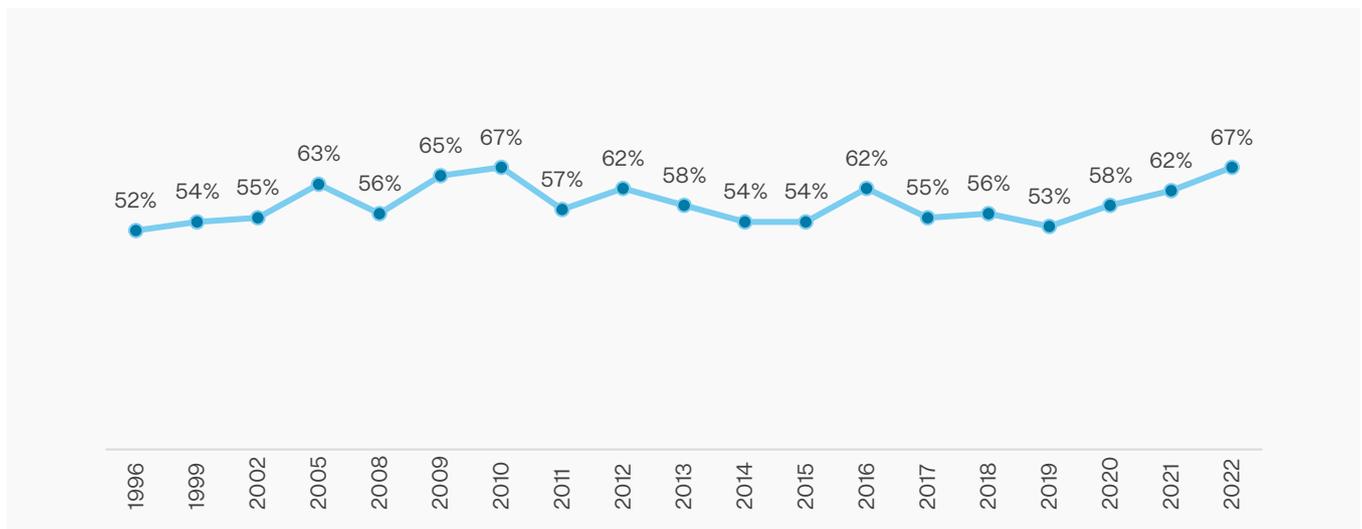
Those who live in Richmond ward were significantly more likely to be satisfied; while those who live in the Golden Bay ward were significantly less likely to be satisfied. Those aged 45–64 were more likely to be dissatisfied.

Figure 5.1 Satisfaction with water supply – 2022



Base: All respondents (n=400); Provided with service (n=227)

Figure 5.2 Satisfaction with water supply – over time



Base: All respondents

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

Table 5.2 Reason for dissatisfaction

	Percentage	Responses
There is not a water supply	35%	25
The water quality	31%	22
Unreasonable charging	20%	14
Poor Council planning	17%	12
Unreliable	14%	10
Unhappy with water restrictions	8%	6
Broken infrastructure	7%	5
Other	1%	1
Number of respondents	100%	71

Base: Respondents dissatisfied with the service

Wastewater/sewerage system

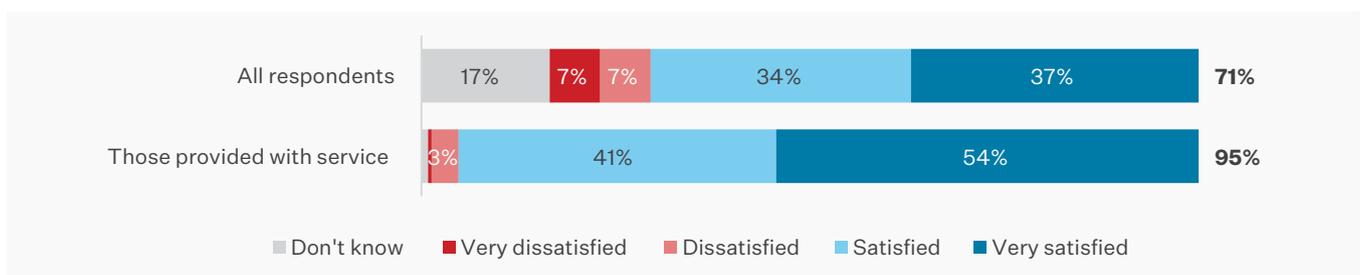
Satisfaction with the quality of the wastewater/sewerage system was near universal, amongst those provided with the service.

- 95 percent of residents who were provided with a wastewater/sewerage system by Council were satisfied.
- ✓ **The target of 80 percent for those provided with the service has been met.**

Overall satisfaction is trending upwards.

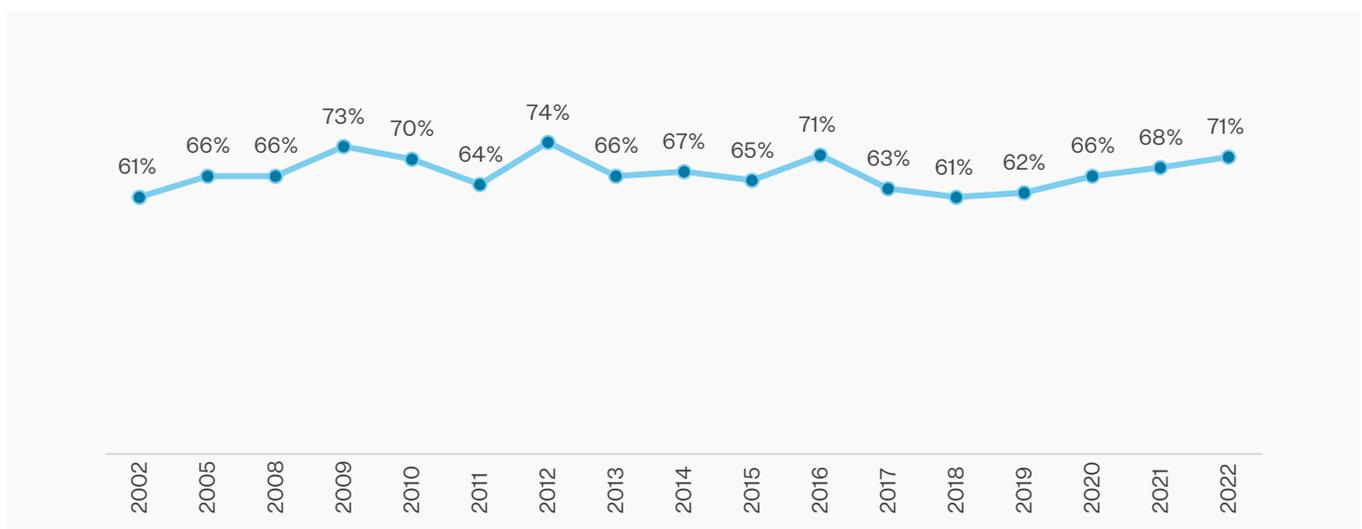
Those who live in Richmond ward were significantly more likely to be satisfied; while those who live in the Golden Bay ward were significantly less likely to be satisfied. Those aged 18–44 were also more likely to be satisfied.

Figure 5.3 Satisfaction with wastewater/sewerage system – 2022



Base: All respondents (n=400); Provided with service (n=230)

Figure 5.4 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.

Table 5.3 Reason for dissatisfaction

	Percentage	Responses
Council don't supply one	38%	20
Needs upgrading/more funding	25%	13
Unreasonable charging	17%	9
Wastewater dumping/spilling	15%	8
Broken infrastructure	12%	6
Other	13%	7
Number of respondents	100%	52

Base: Respondents dissatisfied with the service

Stormwater services

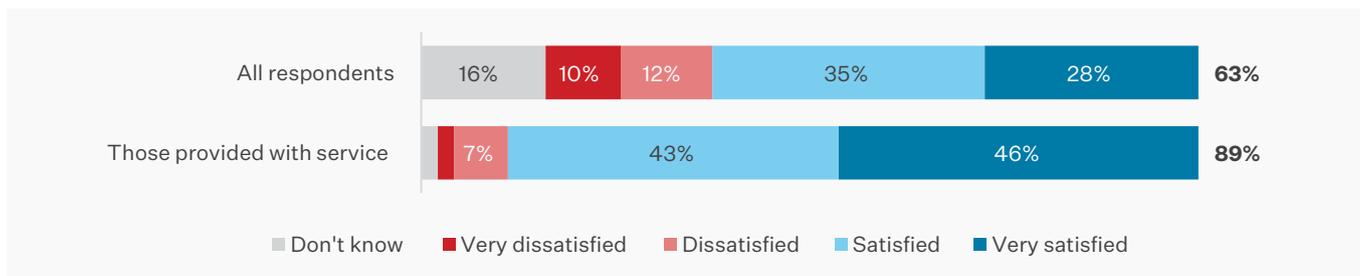
Satisfaction with the quality of the stormwater services was very high for those provided with the service.

- **89 percent of residents who were provided the wastewater/sewerage system by Council were satisfied.**
- ✓ **The target of 80 percent for those provided the service has been met.**

Overall satisfaction has remained stable over the past few years.

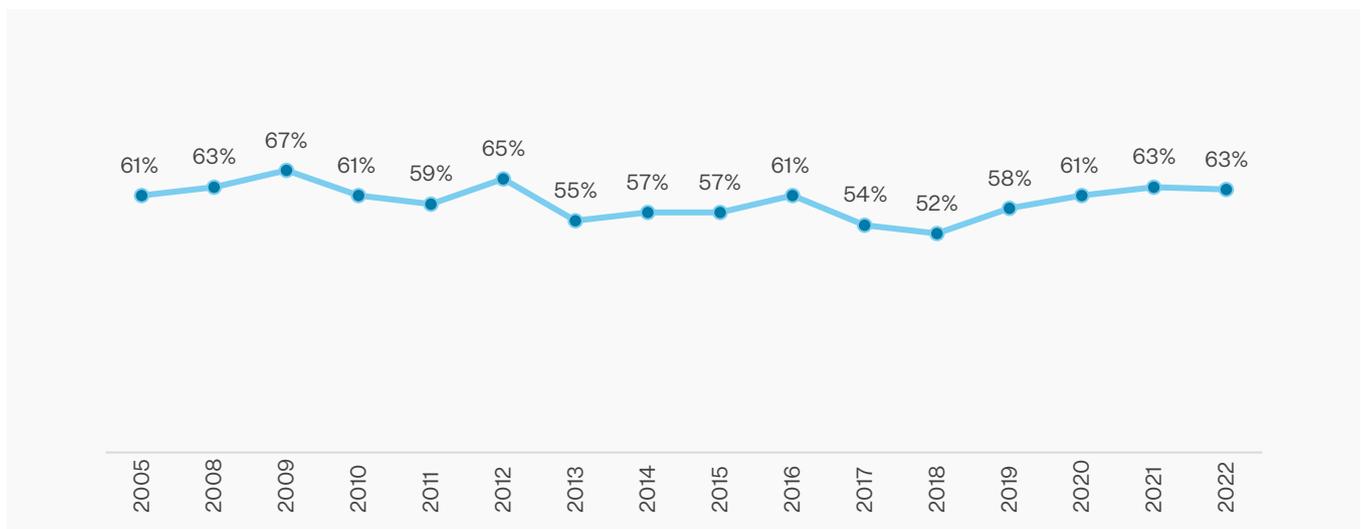
Those who live in Richmond ward were significantly more likely to be satisfied, as were those aged 18–44. Residents in Motueka ward were more likely to be dissatisfied with the stormwater service.

Figure 5.5 Satisfaction with stormwater services – 2022



Base: All respondents (n=400); Provided with service (n=188)

Figure 5.6 Satisfaction with stormwater services – over time



Base: All respondents

Majority of the residents who were dissatisfied with the stormwater services said it was prone to flooding in poor weather or that the council didn't provide stormwater service.

Table 5.4 Reason for dissatisfaction

	Percentage	Responses
Flooding in poor weather	42%	36
Council don't supply one	35%	30
Lack of maintenance	19%	16
Broken infrastructure	13%	11
In need of upgrading	9%	8
Improperly drained	8%	7
Council ignoring residents	8%	7
Other	5%	4
Don't know	1%	1
Number of respondents	100%	86

Base: Respondents dissatisfied with the service

Section 6

Waste management

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 Lakes-Murchison wards were significantly less likely to be provided with this service. Residents in Lakes-Murchison ward were less likely to be provided with Council pre-paid rubbish bag collection service as well.

Table 6.1 Provided services 2022

Council provides...	% provided		
	2020	2021	2022
A regular recycling service	87%	81%	82%
Council pre-paid rubbish bag collection service	68%	62%	68%

Base: All respondents (n=400)

Use of waste services

- 88 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 by ward, age, or gender.

Table 6.2 Use of services – 2021 and 2022⁹

	2021		2022	
	Base	% used/ visited	Base	% used/ visited
Council’s resource recovery centre/ waste transfer station	All respondents (n=400)	64%	All respondents (n=400)	71%
Council’s pre-paid rubbish bag collection services	Those provided the service (n=247)	57%	Those provided the service (n=270)	56%
Council’s kerbside recycling services (if at all)	Those provided the service (n=325)	86%	Those provided the service (n=326)	91%
Council’s kerbside recycling services - more than three times *	Those provided the service (n=325)	77%	Those provided the service (n=326)	88%

⁹ 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

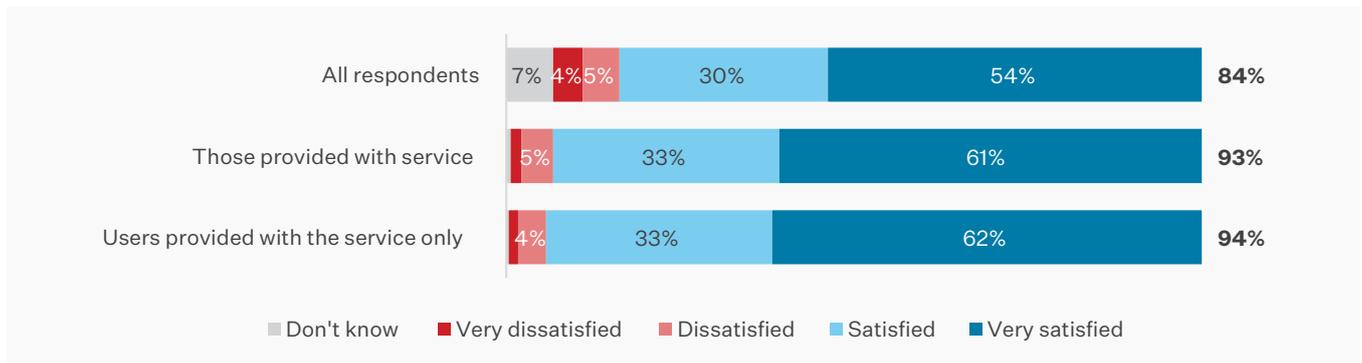
Satisfaction with the quality of the kerbside recycling was high for all residents, for those provided with the service, and for users.

- **93 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.**

Overall satisfaction has been increasing since 2018.

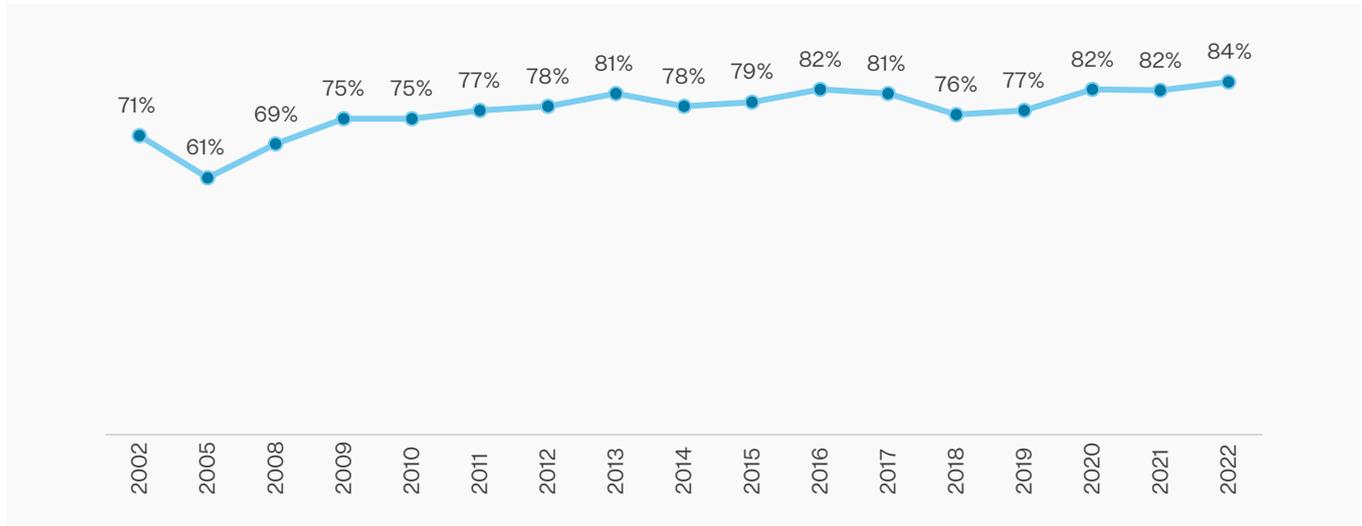
Respondents provided with the service from the Lakes-Murchison ward were significantly more likely to be dissatisfied with the quality of the kerbside recycling. Those in Richmond ward were more likely to be satisfied.

Figure 6.1 Satisfaction with kerbside recycling – 2022



Base: All respondents (n=400); Provided with service (n=326); Users provided with the service (n=298)

Figure 6.2 Satisfaction with kerbside recycling – over time



Base: All respondents

Residents who were dissatisfied with kerbside recycling primarily said it was because they did not receive the service, or they were lacking recyclable items.

Table 6.3 Reason for dissatisfaction

	Percentage	Responses
Council don't supply it	34%	13
Lack of acceptable recyclables	21%	8
No care in recycling collection	16%	6
Expand pick up area	13%	5
Other	13%	5
Don't know	5%	2
Number of respondents	100%	38

Base: Respondents dissatisfied with the service

Council’s prepaid rubbish bag service

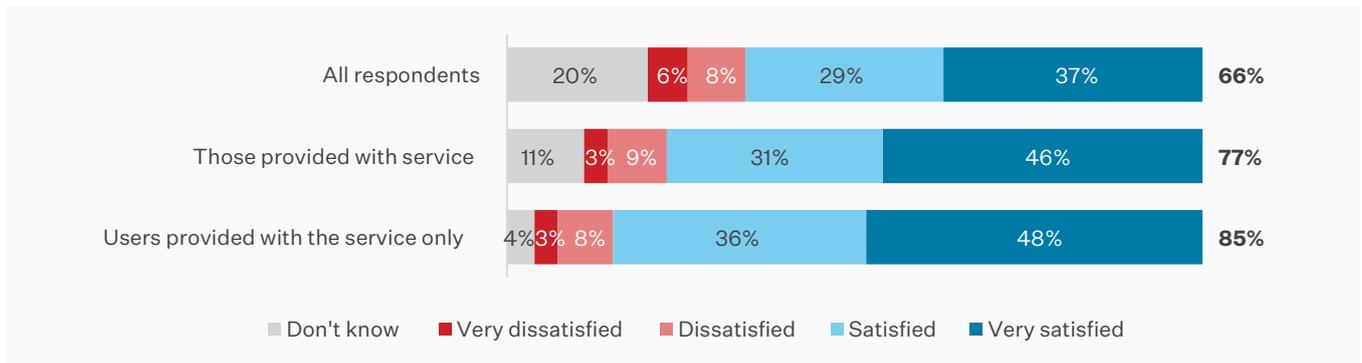
Satisfaction with the Council’s prepaid rubbish bag service was high amongst those provided with the service and service users.

- **77 percent of residents who were provided with the prepaid rubbish bag service were satisfied.**
- No target for satisfaction with rates was set.

Overall satisfaction has maintained its improved level of satisfaction since 2021 – due to a significantly lower proportion answering ‘don’t know’ since 2020.¹⁰

Respondents in the Lakes-Murchison ward were significantly less likely to be satisfied.

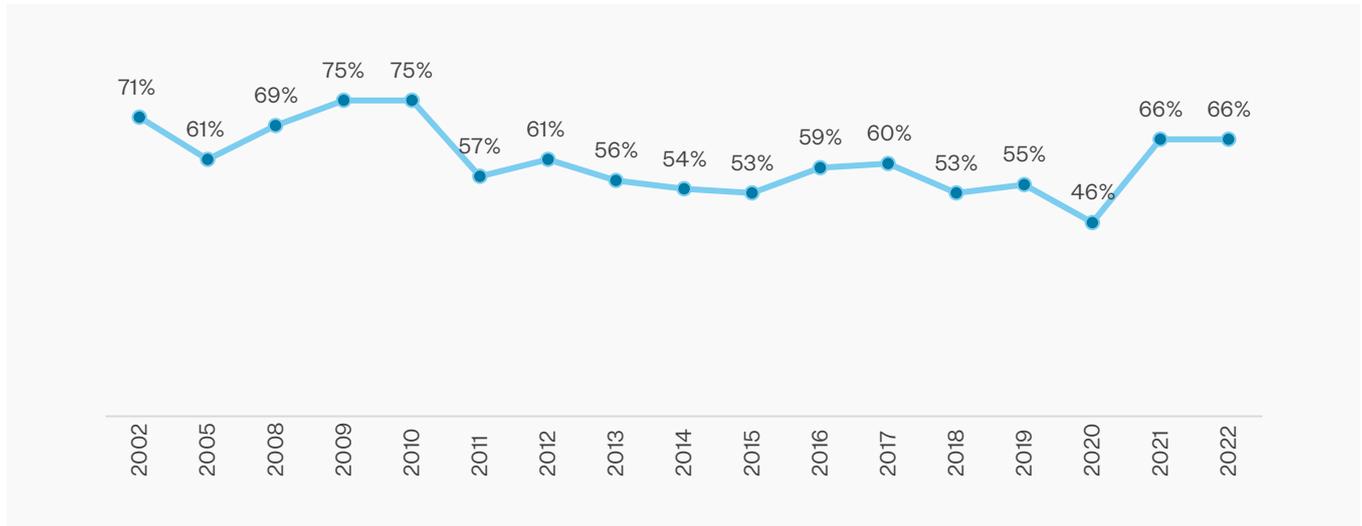
Figure 6.3 Satisfaction with prepaid rubbish bag service – 2022



Base: All respondents (n=400); Provided with service (n=270); Users (n=151)

¹⁰ 24 percent answered don’t know in 2021; while 48 percent answered don’t know in 2020.

Figure 6.4 Satisfaction with prepaid rubbish bag service – over time



Base: All respondents

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.

Table 6.4 Reason for dissatisfaction

	Percentage	Responses
Expensive	41%	23
Council doesn't provide it	34%	19
Unhappy with plastic bags	18%	10
Bags don't get picked up	14%	8
Other	4%	2
Number of respondents	100%	56

Base: Respondents dissatisfied with the service

Recovery Centre/Waste transfer station

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

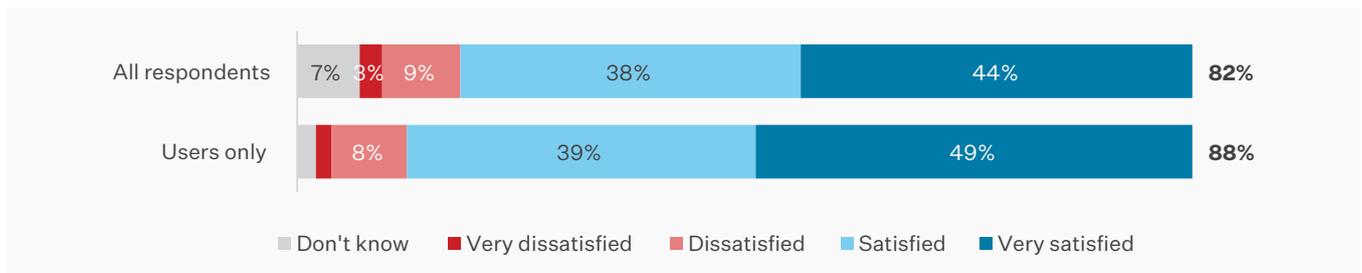
- 88 percent of residents who used the recovery centre/waste transfer station were satisfied.

X The target of >95 percent has not been met.

Overall satisfaction has remained stable since the change in 2020 due to a significantly lower proportion answering, 'don't know'.¹¹

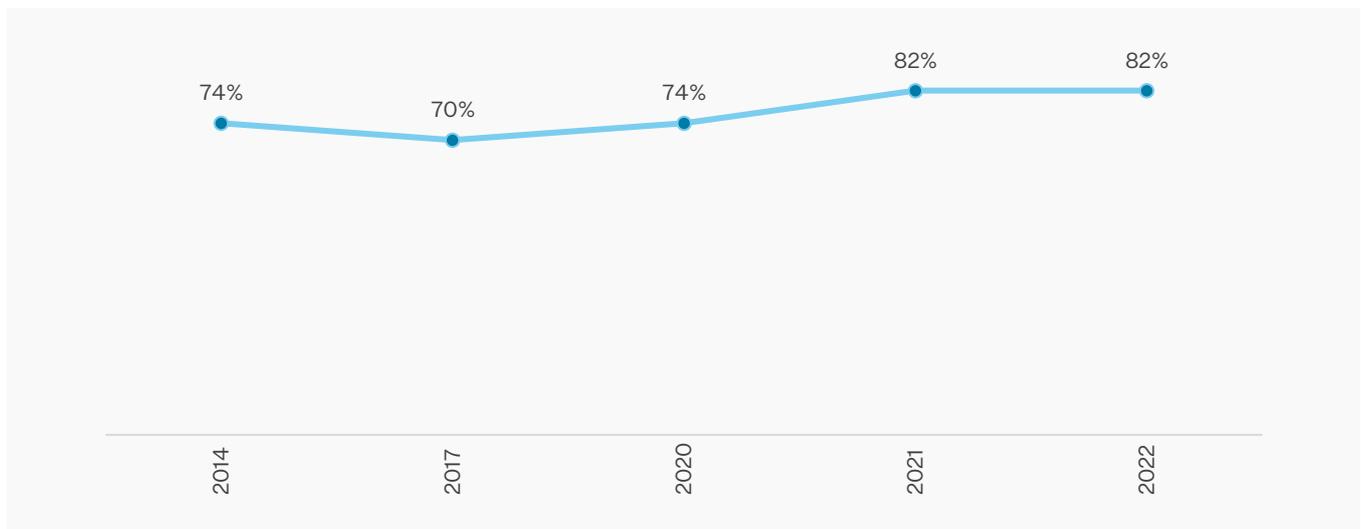
Residents of Lakes-Murchison ward were significantly less likely to be satisfied.

Figure 6.5 Satisfaction with recovery centre/waste transfer station – 2022



Base: All respondents (n=400); Users (n=285)

Figure 6.7 Satisfaction with recovery centre/waste transfer station – over time



Base: All respondents

¹¹ 7 percent answered don't know in 2022, 9 percent in 2021, while 21 percent 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.

Table 6.2 Reason for dissatisfaction

	Percentage	Responses
Expensive	56%	25
It's very basic	18%	8
Causing people to litter	13%	6
There isn't one	11%	5
Other	13%	6
Don't know	4%	2
Number of respondents	100%	45

Base: Respondents dissatisfied with the service

Section 7

Council information & communication

Access and use of Council information

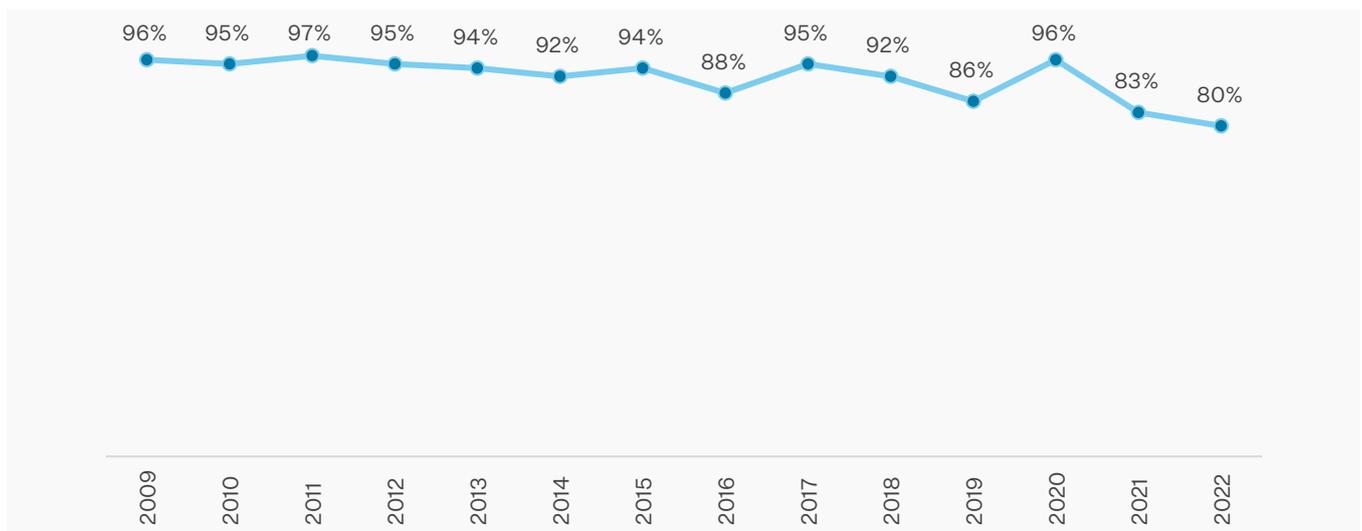
80 percent of residents saw, read, or heard Council information in the last 12 months. This is down from last year.

Those respondents primarily saw the information on 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 information were more likely to have social media as a source and less likely to have used Newsline.

Respondents over 45 years of age were more likely to have seen information about the Council in Newsline.

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 – 2022

	Percentage	Responses
Newsline (fortnightly Council publication delivered to households)	65%	209
Newspapers	31%	99
Social media	25%	81
Online news service, e.g., Stuff	11%	35
The Council's website	8%	27
Mail (pamphlets, letters)	8%	25
Radio	3%	11
Personal contact	3%	11
From other people (hearsay)	2%	7
Public meetings	2%	7
Others	2%	5
Number of respondents	100%	320

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

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

Females and those 18–44 were more likely to have used social media. Golden Bay residents were more likely to have seen the Council advertisements in newspapers than other sources.

Table 7.2 Published information seen, read, heard – 2022

	Percentage	Responses
Newsline	86%	275
Council advertisements in newspapers	62%	199
Consultation Document on Tasman’s 10-Year Plan 2021/2031 or Vision 2020	52%	166
The Council website	51%	163
Information available from Council offices or libraries	49%	158
Council’s social media	33%	106
Council advertisements on the radio	32%	103
The Council’s library website	25%	80
Council meeting agendas and minutes	18%	58
None of the above	1%	2
Number of respondents	100%	320

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

Contacting Council

Three-quarters 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 relatively similar to last year.

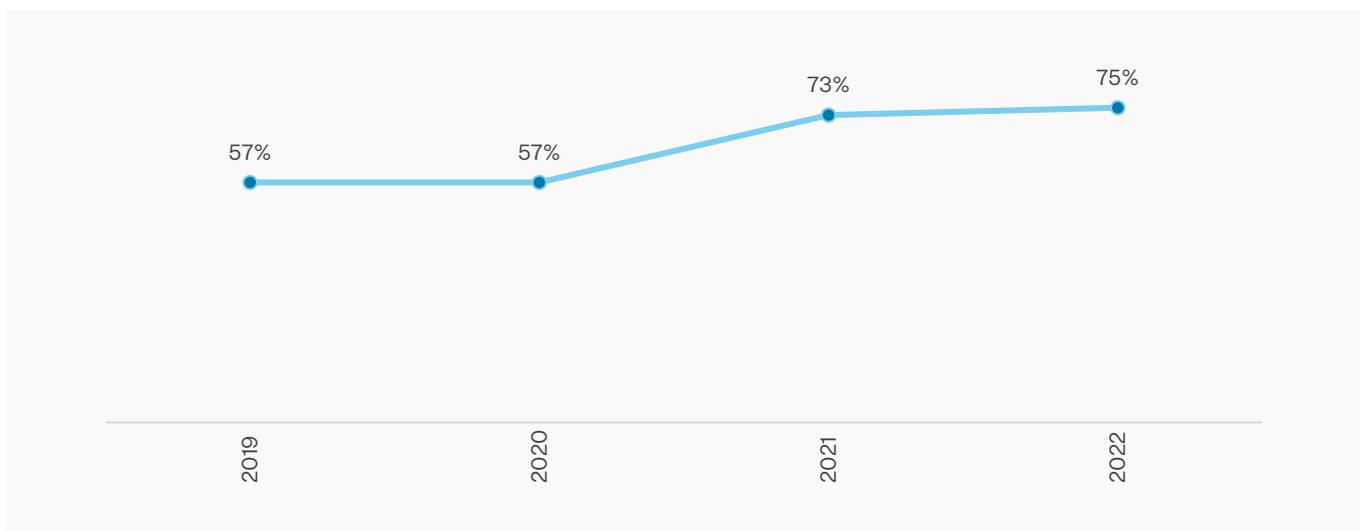
There were no significant differences by ward, age, or gender.

Table 7.3 Methods used to contact the Council – 2022

	Percentage	Responses
By phone	51%	203
In person	43%	171
By email	40%	160
By online contact form	18%	72
In writing by post	7%	28
By social media	7%	26
Via Antenno app	4%	17
Have not contacted the Council in the last 12 months	25%	101
Number of respondents	100%	400

Base: All respondents

Figure 7.2 Contact with Council – over time



Base: All respondents

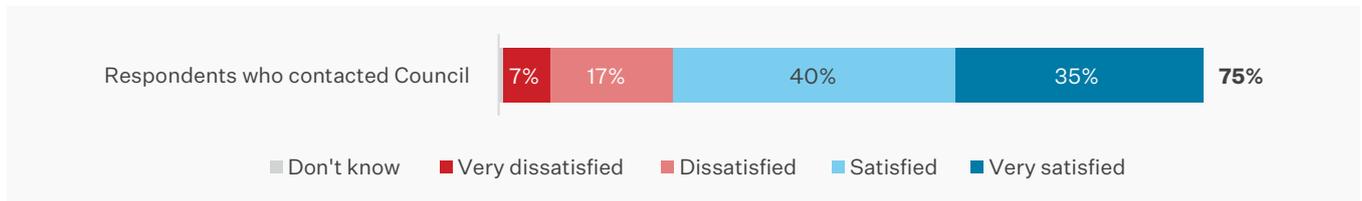
Satisfaction with the services received when contacting the Council offices continue to decline.

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

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

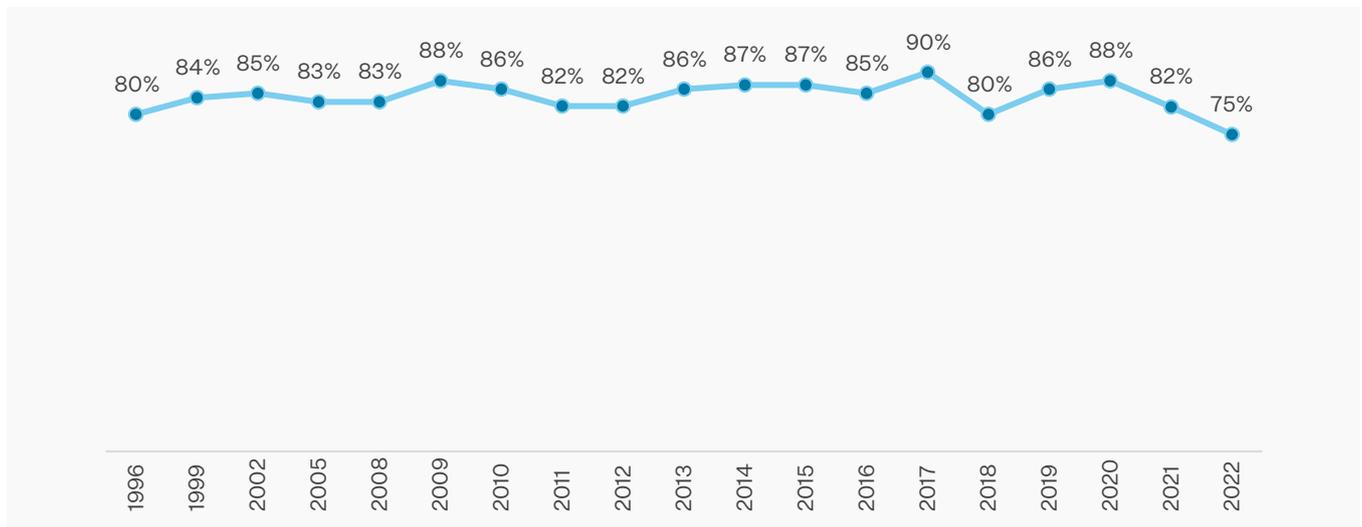
There were no significant differences by ward, age, or gender.

Figure 7.3 Satisfaction with services received when contacting Council – 2022



Base: Respondents who had contacted the Council in the past 12 months (n=299)

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



Base: All respondents

Level of information provided

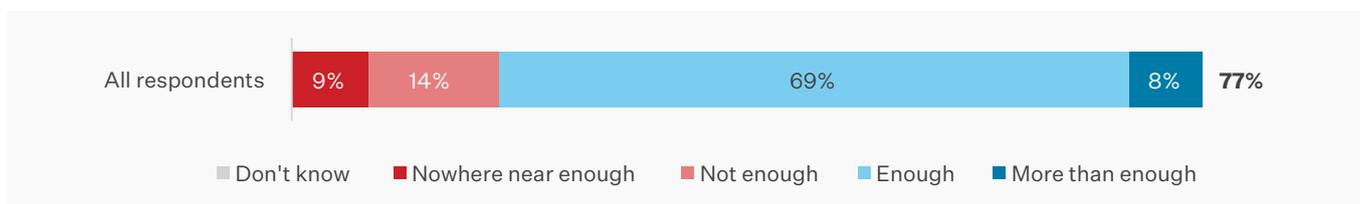
- 77 percent of residents felt the level of information Council provides was enough.

X The target of 80 percent has not been met.

The proportion of respondents feeling the information is enough has been trending upwards over the past three years, continuing to improve following a low in 2019.

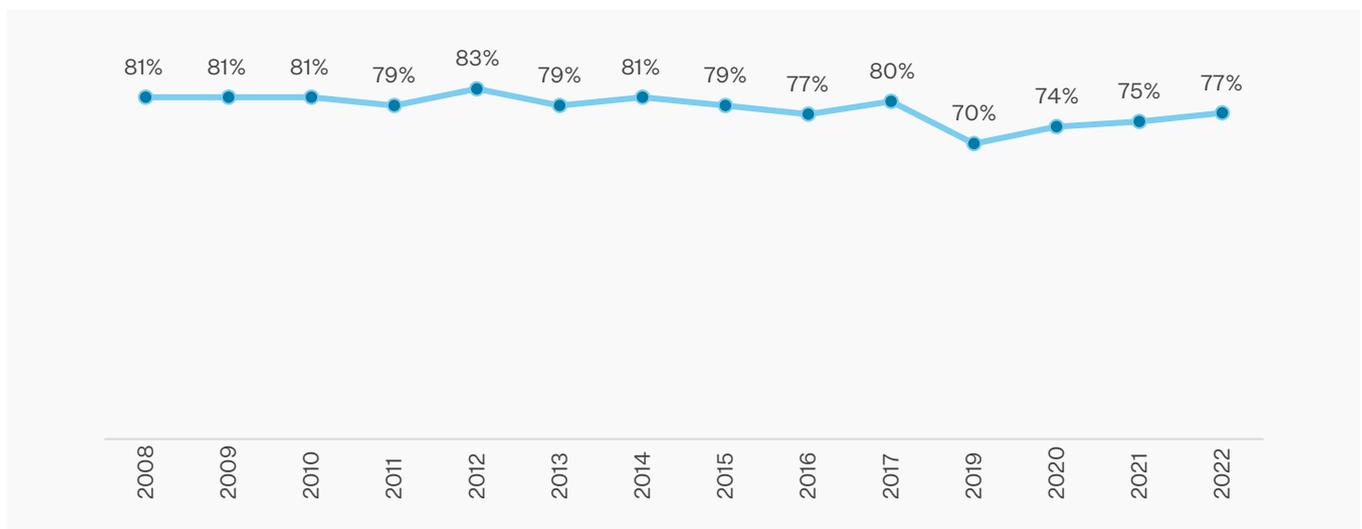
There were no significant differences by ward, age, or gender.

Figure 7.5 Information provided is enough – 2022



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.

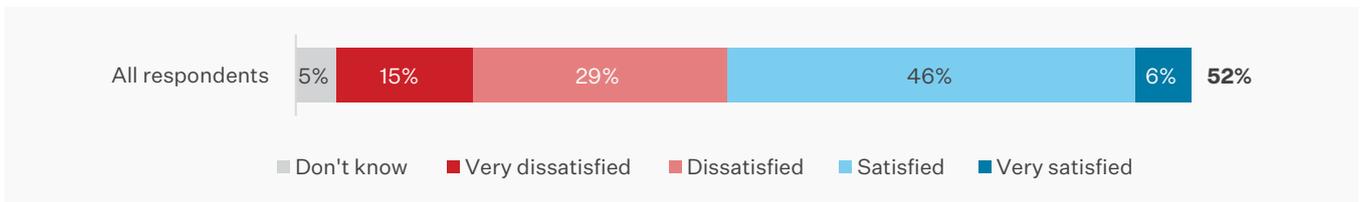
- 52 percent of residents were satisfied with the way Council consults the public in the decisions it makes.

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

Overall satisfaction has decreased slightly in comparison to 2021.

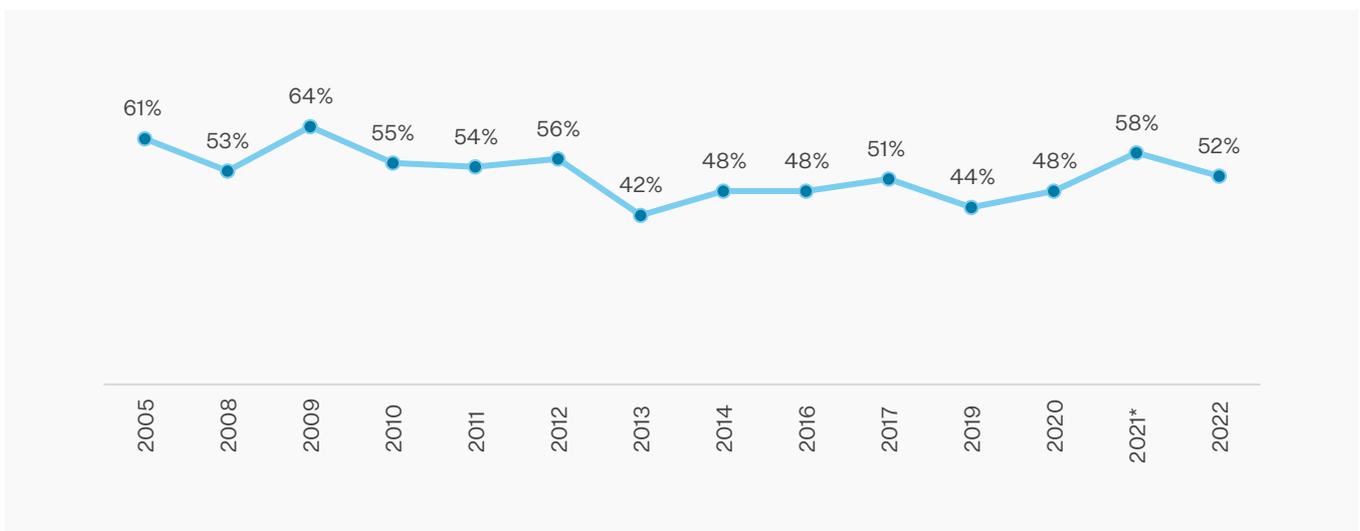
There were no significant differences by ward, age, or gender.

Figure 7.7 Satisfaction with public consultation – 2022



Base: All respondents (n=400)

Figure 7.8 Satisfaction with public consultation – over time¹²



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 decisions it makes

¹² 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

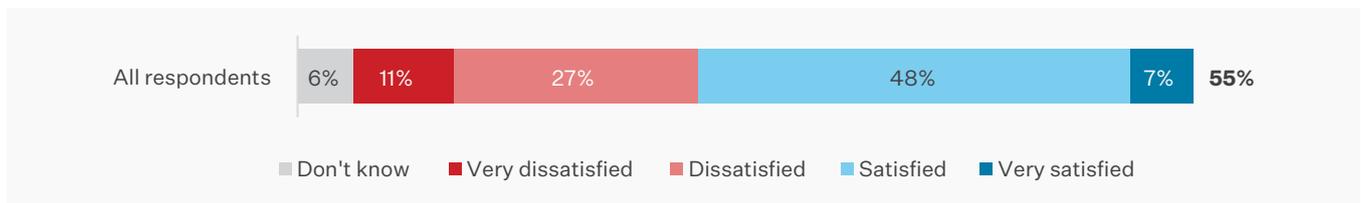
Rates

- 55 percent 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 remained low since the significant decrease in 2021.

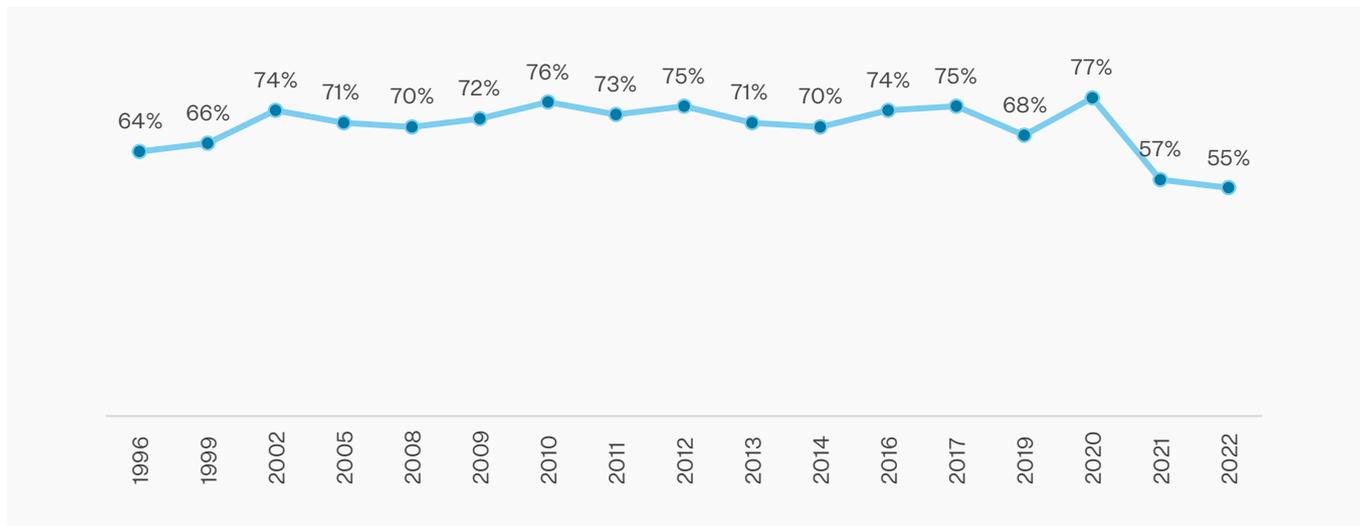
Those in Richmond are significantly more likely to be satisfied.

Figure 8.1 Satisfaction with rates – 2022



Base: All respondents (n=400)

Figure 8.2 Satisfaction with rates – over time



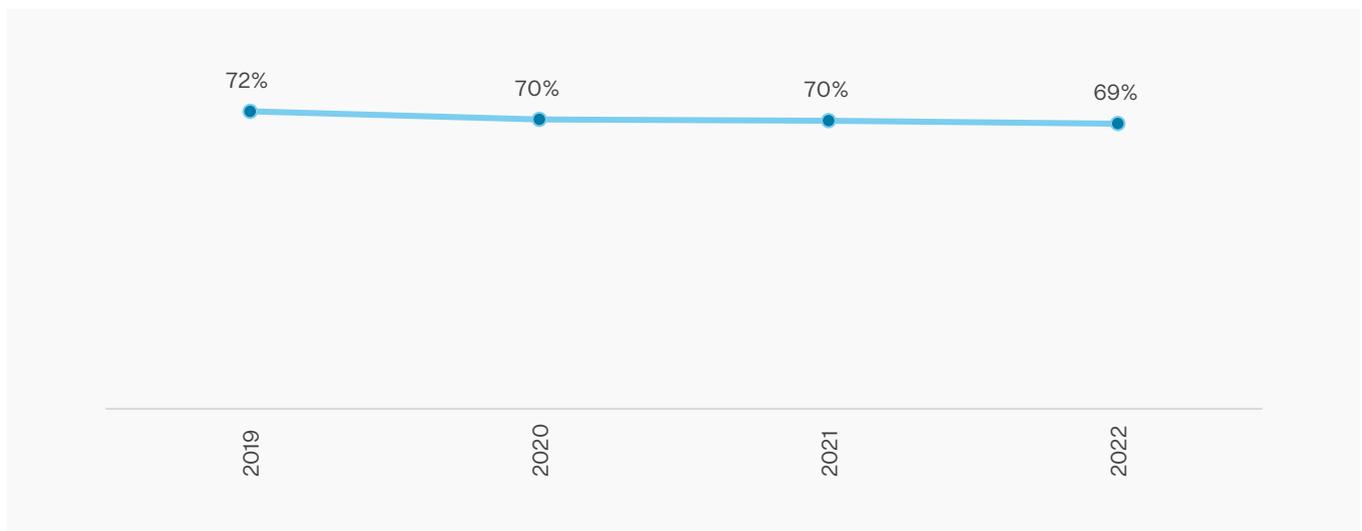
Base: All respondents

Resource management

69 percent were aware of Council’s role in resource management policy and planning work (e.g., managing TDC’s natural resources like water, air quality, and zoning land for various uses). Awareness has remained on par with last year.

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

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



Base: All respondents (n=400)

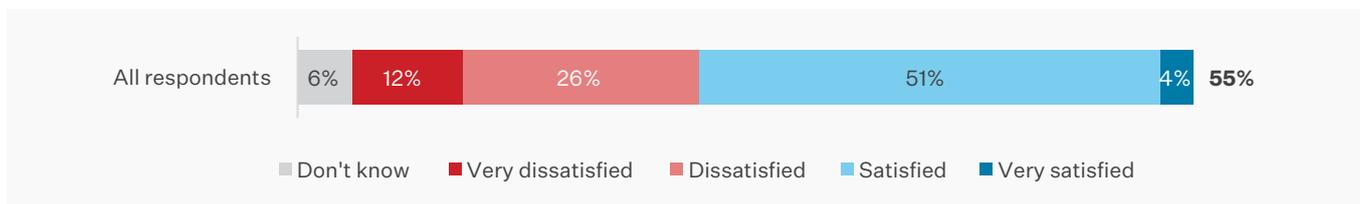
Respondents who were aware of the Council’s role in resource management and policy and planning work were asked how satisfied they were.

- 55 percent of those residents were satisfied with Council’s role.
- X The target of 70 percent resident satisfaction has not been met.**

Overall satisfaction has remained stable following a decrease in 2021.¹³

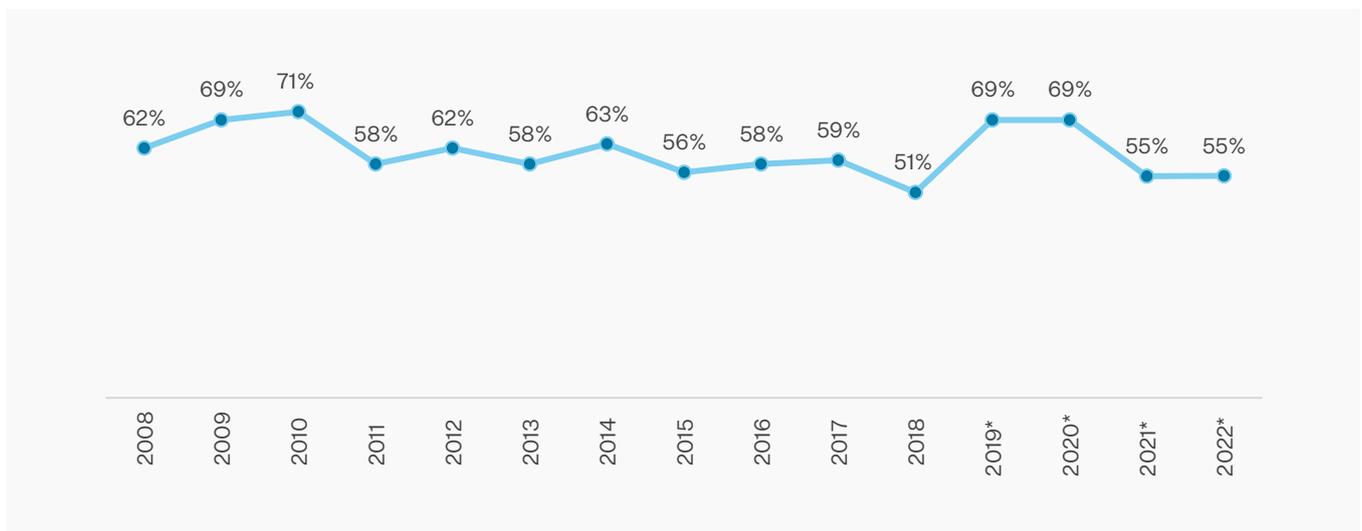
There were no significant differences by ward, age, or gender.

Figure 8.4 Satisfaction with resource management – 2022



Base: Respondents aware of Council’s role (n=276)

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

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

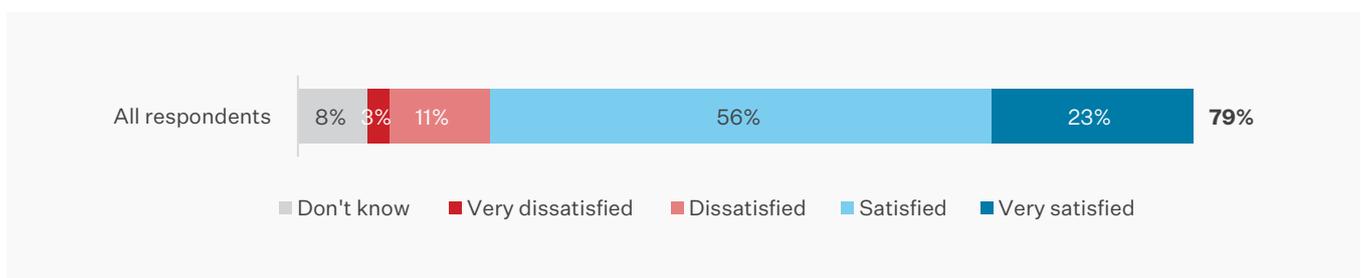
Council’s emergency management

- 79 percent of residents were satisfied with the Council’s emergency management.
- ✓ **The target of 70 percent resident satisfaction has been met.**

Overall satisfaction has remained stable over the last four years.

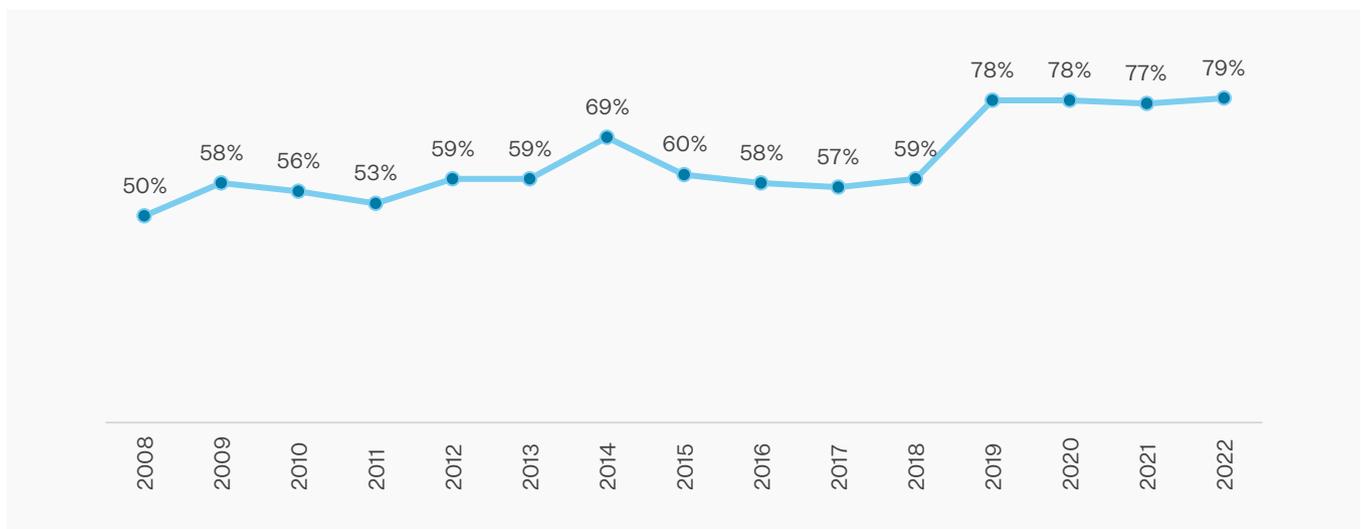
There were no significant differences by ward, age, or gender.

Figure 8.6 Satisfaction with emergency management – 2022



Base: All respondents (n=400)

Figure 8.7 Satisfaction with emergency management – over time



Base: All respondents

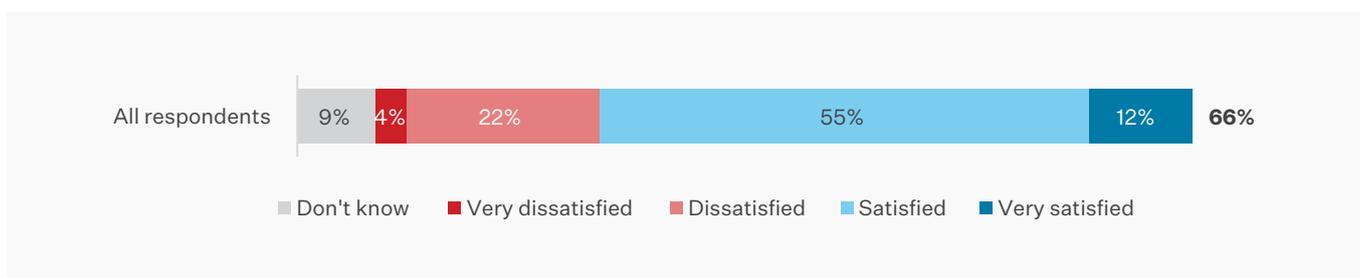
Council provided environmental information

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

Overall satisfaction has remained stable over time.

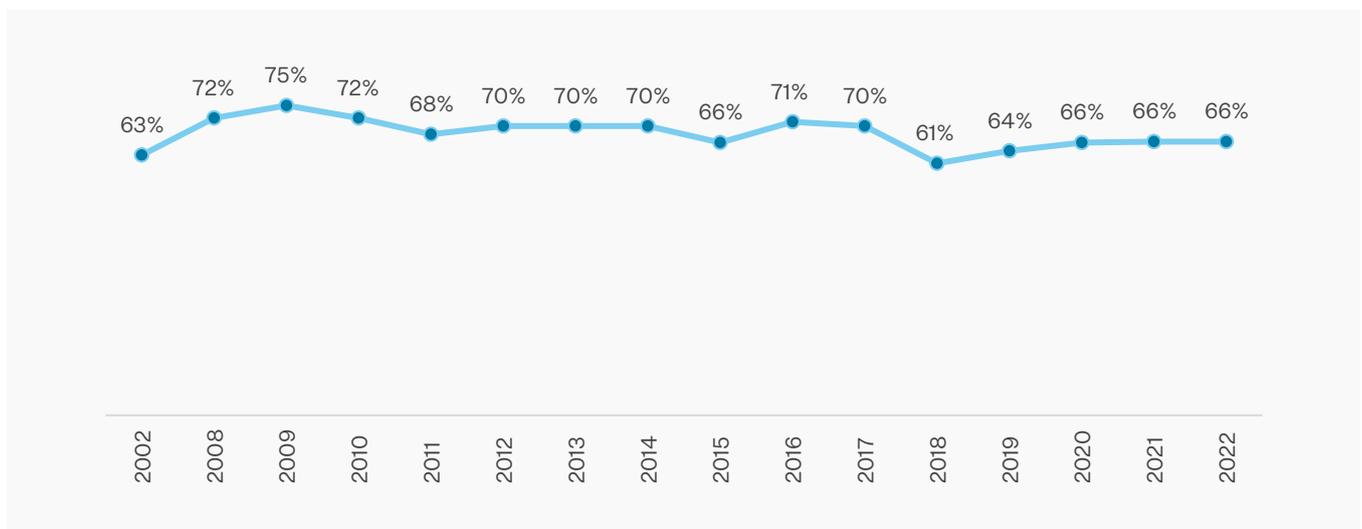
There were no significant differences by ward, age, or gender.

Figure 8.9 Satisfaction with environmental information – 2022



Base: All respondents (n=400)

Figure 8.10 Satisfaction with environmental information – over time



Base: All respondents (n=400)

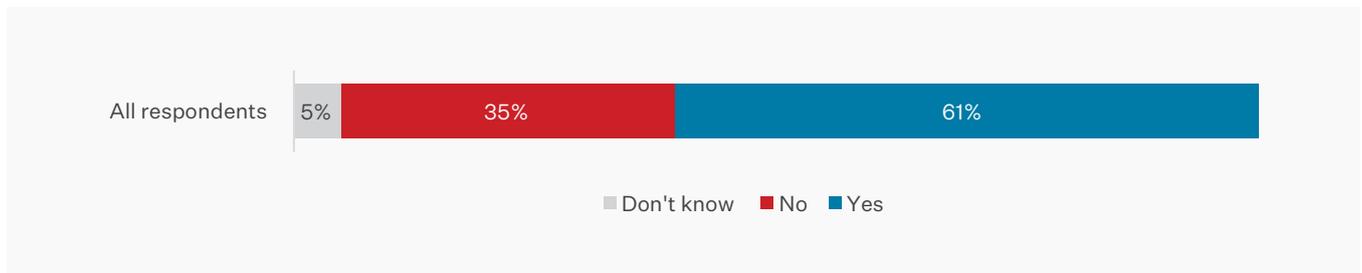
Easter trading

Following Council’s approval for shops in the Golden Bay ward to be able to trade on Easter Sunday, respondents were asked if they think the rest of the District should also be able to trade on Easter Sunday.

- 61 percent of respondents think that shops in the District should be able to trade on Easter Sunday if they wish.

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

Figure 8.11 Should shops in the rest of the District be able to trade on Easter Sunday?



Base: All respondents (n=400)

Section 9

Council overall

Associations with Council

Respondents had varied word associations with Council. Almost as many respondents used words with positive meanings, as negative meanings. A significant proportion could also not associate any words with the Tasman District Council.

Figure 9.1 Tasman District Council word association – 2022



Sum: positive connotations	35%	138
Accessible/approachable/friendly/helpful	10%	41
Adequate/okay/acceptable/average	9%	35
Community/provides community services and facilities	7%	29
Good/great/competent	7%	28
Efficient/reliable	2%	9
Informative	2%	8
Environmentally friendly	1%	5
Forward thinking/future focused	1%	2
Trustworthy/honest/open	0%	1
Sum: negative	35%	140
Bureaucratic/slow/problematic/hard to deal with	11%	44
Not good/bad/incompetent/disorganised/inefficient	9%	36
Don't listen or respond	7%	29
Untrustworthy/selfish/arrogant	5%	20
Rates	5%	19
Poor spending	5%	18
The dam	2%	8
Poor decisions	1%	5
Other	2%	6
Tasman District Council	9%	37
Don't know	23%	90
Number of respondents	100%	400

Base: All respondents

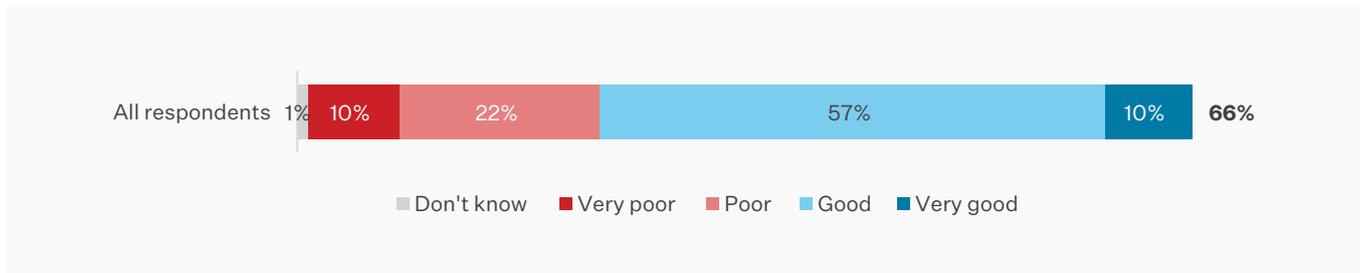
Council's reputation

- 66 percent of respondents felt the Council's reputation was good.
- No target for the council's reputation has been set.

Perceptions of the Council's reputation has continued to decrease since 2020. Looking at the negative words that a third of residents associate with Council, this may also potentially explain the Council's falling reputation.

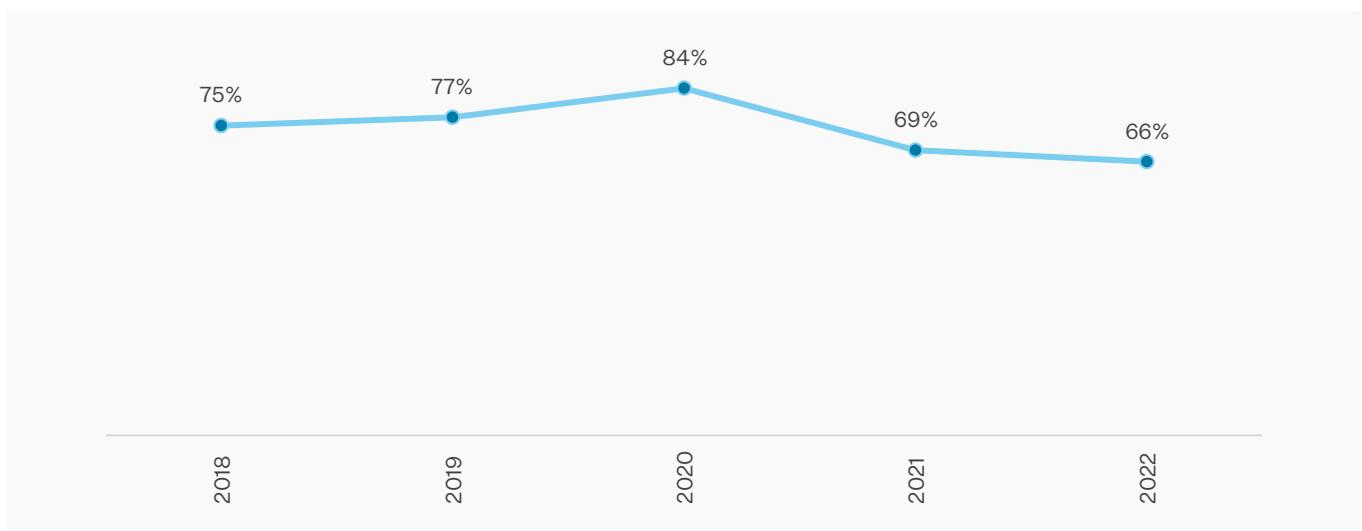
Residents in the Golden Bay ward were more likely to feel the Council had a poor reputation.

Figure 9.2 Perception of Council's reputation – 2022



Base: All respondents (n=400)

Figure 9.3 Perception of Council's reputation as good/very good – over time



Base: All respondents

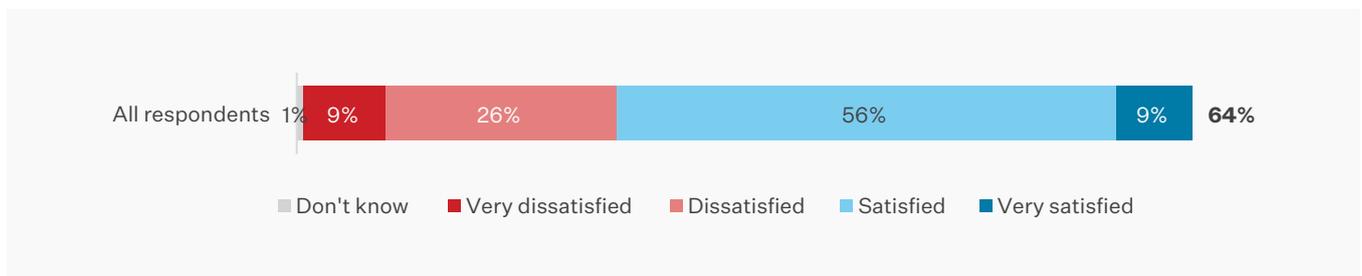
Overall satisfaction

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

- **64 percent of respondents were satisfied with the Council overall.**
- No target has been set for overall satisfaction.

Satisfaction has remained on par with 2021 (65 percent were satisfied in 2021). There were no significant differences by ward, age, or gender.

Figure 9.4 Satisfaction with Council’s overall performance – 2022¹⁴



Base: All respondents (n=400)

¹⁴ This question was newly introduced in 2021.

Section 10

Identifying action points

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.

Key driver analysis determines the relative role that different Council service areas play in overall resident satisfaction. It 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 is, 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 residents' overall 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.

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

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.

A couple of attributes are slightly less important to overall satisfaction but are performing less well in 2022. 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

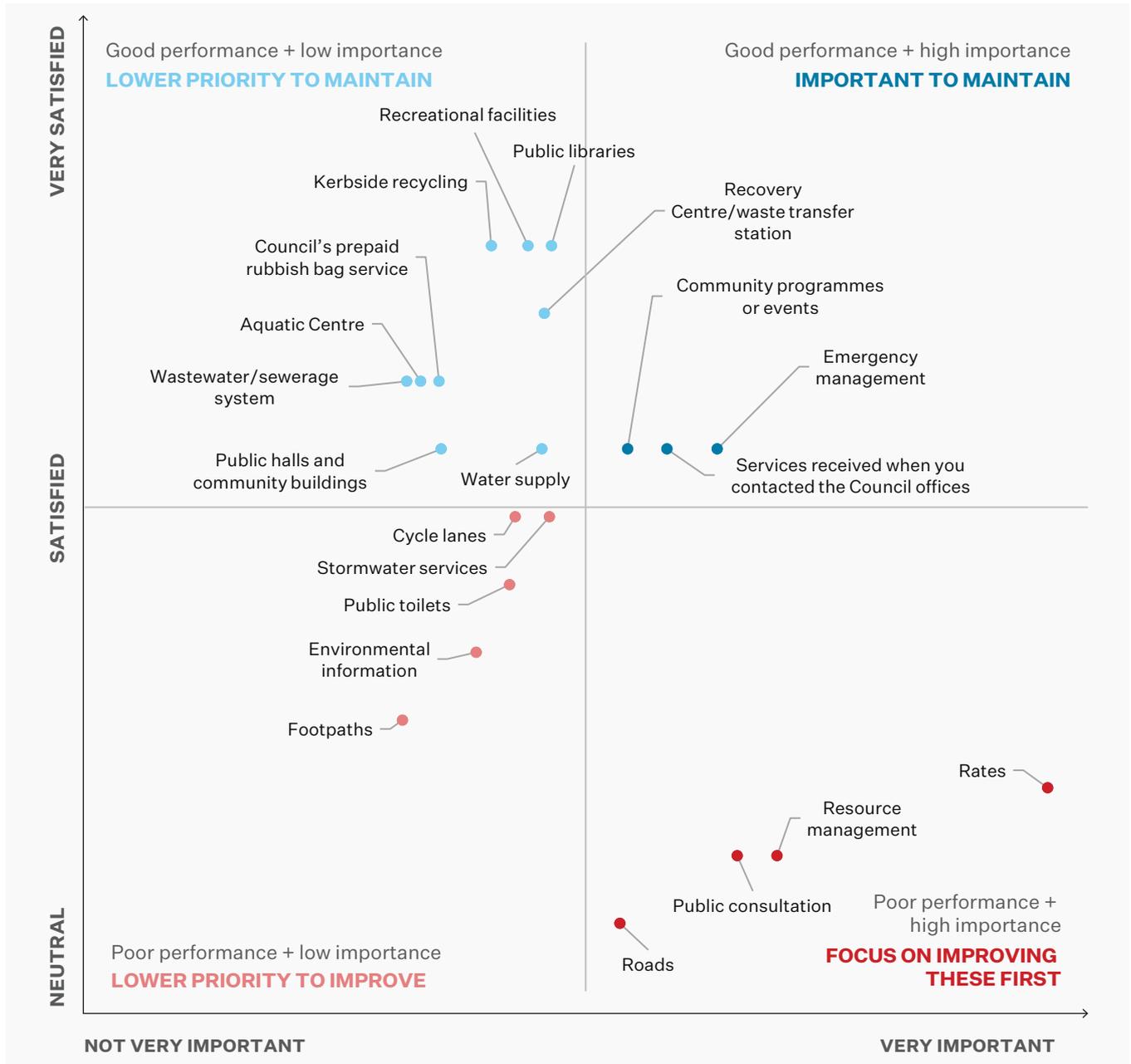
1. Footpaths
2. Environmental information
3. Stormwater services
4. Public toilets
5. Cycle lanes

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. Emergency management
2. Services received when contacting Council offices
3. Community programmes or events

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 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

Table 11.1 Age

	Quota based on census 2018 %	Achieved 2022 %	Achieved 2022 n
18 to 44 years	33%	31%	125
45 to 64 years	40%	42%	166
65 years or over	27%	27%	109
Number of respondents	100%	100%	400

Table 11.2 Gender

	Quota based on census 2018 %	Achieved 2022 %	Achieved 2022 n
Male	50%	50%	198
Female	50%	50%	201
Gender diverse	0%	0%	1
Number of respondents	100%	100%	400

Table 11.3 Ward

	Quota based on census 2018 %	Achieved 2022 %	Achieved 2022 n
Golden Bay ward	10%	10%	41
Lakes-Murchison ward	7%	8%	30
Moutere-Waimea ward	27%	23%	90
Motueka ward	24%	26%	104
Richmond ward	32%	34%	135
Number of respondents	100%	100%	400

Table 11.4 Location

	Achieved 2022 %	Achieved 2022 n
Brightwater	4%	14
Coastal Tasman	0%	1
Collingwood	3%	12
Kaiteriteri	0%	1
Ligar Bay	0%	0
Mapua	8%	30
Marahau	1%	2
Motueka	24%	96
Murchison	4%	14
Richmond	34%	135
Riwaka	1%	4
Ruby Bay	1%	2
St Arnaud	1%	2
Takaka	7%	27
Tapawera	3%	12
Tasman Village	1%	4
Upper Moutere	2%	6
Wakefield	8%	33
Golden Bay - unspecified	1%	4
Number of respondents	100%	400



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