

# Napier City Council

SIL Research

| 2021-22 Resident Survey

July 2022



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# EXECUTIVE SUMMARY

The purpose of this research was to engage with Napier residents to determine levels of satisfaction with and perceptions of Council's services, communications and management, to identify opportunities for improvement.

Research was conducted quarterly in 2021-22. A total of n=452 surveys were used in the final analysis, with proportional representation across Napier's four wards. Contextual factors including ongoing impacts of the COVID-19 pandemic, a number of high-profile Council consultations, Council-led initiatives and other local events may have influenced resident perceptions in 2021-22, particularly compared to historical survey results.

The main findings in 2021-22 were as follows:

**1** In 2022, there has been a general decline in public sentiment regarding Council services and performance. Just over half of respondents (55%) were satisfied with Council performance. Younger residents tended to be least satisfied across most services.

- Overall, 13 out of 30 (43%) Council services received satisfaction scores of 60% or above; 4 services rated 80% or higher.
- Community and recreational facilities remained the most satisfactory aspects of life in Napier for local residents, collectively representing the top three highest rated services/facilities in 2022: **sports fields** (83%), **parks and reserves** (83%), and **public gardens** (81%).
- However, a number of services recorded a decline in satisfaction; the greatest falls in satisfaction were measured for **Council leadership** (-13%), **roads** (-11%), and **public toilets** (-10%).
- 6 out of 30 services (20%) were rated below 50%, with the lowest satisfaction for **drinking water** (28%), **urban stormwater** (37%), **public swimming pools** (41%), **Council leadership** (46%), and **CBD car parking** (46%).































**2** 40% of residents stated they had contact with the Council in 2021-22 (58% of them were satisfied with this contact). Telephone (54%) was the most prevalent method of communication, followed by email (38%). Social media (58%) remained the most preferred communication mode.



# SATISFACTION AT A GLANCE

➤ Great performance (>80%) 
 ➤ Good performance (60-79%) 
 ➤ Services for improvement 
 ➤ Greatest improvement potential

NZB 2022 = SIL NZ benchmark  
(see p.8 for details)

 Sports fields (p.40) NCC 2022: 83% NCC 2021: 88% NZB 2022: 81%	 Parks and reserves (p.37) NCC 2022: 83% NCC 2021: 87% NZB 2022: 81%	 Gardens (p.39) NCC 2022: 81% NCC 2021: 86% NZB 2022: n/a	 Cycleways (p.16) NCC 2022: 80% NCC 2021: 81% NZB 2022: 66%	 Playgrounds (p.38) NCC 2022: 79% NCC 2021: 84% NZB 2022: n/a	 Cemeteries (p.29) NCC 2022: 78% NCC 2021: 79% NZB 2022: 84%
 Rubbish collection (p.25) NCC 2022: 74% NCC 2021: 81% NZB 2022: 68%	 Attracting visitors (p.43) NCC 2022: 68% NCC 2021: 75% NZB 2022: n/a	 Animal control (p.33) NCC 2022: 65% NCC 2021: 65% NZB 2022: 64%	 Activities & events (p.42) NCC 2022: 62% NCC 2021: 69% NZB 2022: 73%	 Recycling (p.23) NCC 2022: 62% NCC 2021: 69% NZB 2022: n/a	 Litter, graffiti, etc (p.27) NCC 2022: 61% NCC 2021: 70% NZB 2022: n/a
 Town planning (p.35) NCC 2022: 60% NCC 2021: 67% NZB 2022: n/a	 Libraries (p.44) NCC 2022: 59% NCC 2021: 59% NZB 2022: 81%	 Sewerage (p.19) NCC 2022: 59% NCC 2021: 61% NZB 2022: 77%	 Noise control (p.34) NCC 2022: 58% NCC 2021: 64% NZB 2022: n/a	 Footpaths (p.17) NCC 2022: 57% NCC 2021: 67% NZB 2022: 64%	 Public toilets (p.28) NCC 2022: 57% NCC 2021: 67% NZB 2022: 64%
 MTG Hawke's Bay (p.41) NCC 2022: 56% NCC 2021: 51% NZB 2022: n/a	 Keep informed (p.14) NCC 2022: 55% NCC 2021: 65% NZB 2022: 57%	 Opportunities to have a say (p.15) NCC 2022: 53% NCC 2021: 61% NZB 2022: 57%	 Managers & staff (p.12) NCC 2022: 52% NCC 2021: 56% NZB 2022: 54%	 Freedom camping (p.36) NCC 2022: 52% NCC 2021: 55% NZB 2022: n/a	 Car parking average (p.30) NCC 2022: 48% NCC 2021: 47% NZB 2022: 62%
 Roads (p.18) NCC 2022: 49% NCC 2021: 60% NZB 2022: 53%	 Leadership (p.13) NCC 2022: 46% NCC 2021: 59% NZB 2022: 53%	 Swimming pools (p.46) NCC 2022: 41% NCC 2021: 49% NZB 2022: 71%	 Stormwater (p.20) NCC 2022: 37% NCC 2021: 42% NZB 2022: 60%	 Drinking water (p.21) NCC 2022: 28% NCC 2021: 26% NZB 2022: 72%	 Overall (p.48) NCC 2022: 55% NCC 2021: 68% NZB 2022: 62%

# METHODOLOGY

## BACKGROUND AND OBJECTIVES

As a part of its ongoing consultation process, Napier City Council (NCC) has commissioned a Customer Satisfaction Survey every year. The purpose of this research was to consultatively engage with Napier residents to determine levels of satisfaction and perceptions of Council's services, communications and management to identify opportunities for improvement.



## QUESTIONNAIRE AND PROJECT SPECIFICS

Since 2019, the Resident Survey has been conducted by SIL Research.

In 2019, SIL Research, together with NCC, developed a revised Resident Survey questionnaire. The initial draft was based on research previously carried out for NCC. The questionnaire was tested prior to full scale data collection to ensure the survey was fit for purpose. With slight adjustments, this questionnaire was used for 2020-2022.

From 2019, data collection was administered four times a year to allow for seasonal variations to be tracked using a 1-10 Likert scale, which provides more robust options for residents to express their views.

Reported percentages (aggregated 6-10 ratings) are calculated to enable historical comparison of '*satisfaction*' levels.

## DATA COLLECTION

In 2021-22, research was conducted quarterly: (1) September-October 2021, (2) December 2021-January 2022, (3) March-April 2022 and (4) June 2022. A total n=113 responses were collected each quarter, resulting in n=452 for the final analysis in the 2021-2022 year.

The data was collected from September (retrospectively covering the Jul-Sep quarter) to June (covering the Apr-Jun quarter) to align with NCC's annual reporting period of 1 July to 30 June. For ease, this report refers to the 2021-2022 survey year as '2022'.

In each quarter, multiple data collection methods were utilised to ensure residents were well-represented. The mixed-methods approach included:

- (1) Telephone survey. Respondents were randomly selected from the publicly available telephone directories;
- (2) Social media (available via SIL Research social media platforms, such as Facebook). The invitation advertisement was randomly promoted to Napier residents;
- (3) Postal survey. 600 survey forms were sent to randomly selected Napier households.
- (4) Online/web based (available via NCC's channels).

A total of n=452 surveys were used in the final analysis.

## DATA ANALYSIS

Every quarter, surveys were conducted proportional to the population in each of Napier’s four wards. Post-stratification (weighting) was then applied to the full dataset to reflect the ward, age and gender group proportions as determined by the Statistics New Zealand 2018 Census.

Table 1 Responses by ward

	Responses	Population %
Ahuriri Ward	78 (17%)	18%
Onekawa - Tamatea Ward	82 (18%)	17%
Nelson Park Ward	120 (27%)	28%
Taradale Ward	172 (38%)	38%

SIL Research ensured quality control during the fieldwork period. In addition, a quality control check was performed using follow-up calls across randomly selected respondents (10% of those who agreed to the follow up) to verify the key responses.

Further checks included, but were not limited to, removal of incomplete responses and responses coming from outside of Napier.

The main resident groups analysed in this report were: ward, age, gender, ethnicity, home ownership and tenure in Napier. During the analysis stage of this report, two sets of statistical testing were employed while reviewing data findings. Chi-square tests were used when comparing group results in tables, and ANOVA tests were used when comparing statement averages across groups. The threshold for reporting any statistically significant differences was a p-value of 0.05. Where differences were outside this threshold (less than 95%), no comments were made; where differences were within this threshold, comments have been made within the context of their practical relevance to NCC.

Overall results are reported with margins of error at a 95% confidence level.

Table 2 Margin of error

Responses n=	Reported percentages	
	50%	80% or 20%
450	±4.6	±3.7
300	±5.6	±4.5
200	±6.9	±5.5
100	±9.8	±7.8

The maximum likely error margin occurs when a reported percentage is equal or close to 50%. Higher proportions of ‘Don’t know’ responses reduce the effective sample sizes and result in a larger margin of error.

## NOTES ON REPORTING

Comparative data prior to 2019 is indicative only; data collection methods before 2019 (including response scales) differed significantly from current methods.

Due to rounding, figures with percentages may not add to 100%. Reported percentages were calculated on actual results not rounded values.

The term ‘Resident’ has been used to represent respondents who participated in the survey. Where results are reported by sub-groups of residents, estimates of results may not be statistically reliable due to the high margins of error (small sample sizes).

Overall ‘satisfaction’ percentages presented in this report are aggregated 6-10 responses on a 1-10 scale.

R<sup>2</sup> is a measure based on regression analysis of results over time. It was applied to the historical and current aggregated satisfaction ratings. In summary, the closer the R<sup>2</sup> value is to 100%, the more likely there is a trend towards an increase or decrease in performance ratings over time.

## WHO TOOK PART IN THE SURVEY

Table 1 Responses by age

	Frequency	Percent
18-39	145	32.0
40-64	189	41.8
65+	118	26.2
<b>Total</b>	452	100.0

Table 2 Responses by gender

	Frequency	Percent
Female	237	52.4
Male	212	46.9
Other	3	0.7
<b>Total</b>	452	100.0

Table 3 Responses by tenure (aggregated)

	Frequency	Percent
Under 10 years	134	29.7
More than 10 years	318	70.3
<b>Total</b>	452	100.0

Table 4 Responses by home ownership

	Frequency	Percent
Other	22	4.8
Owned	350	77.5
Rented	80	17.6
<b>Total</b>	452	100.0

Table 5 Responses by ethnicity (multichoice)

	Frequency	Percent
New Zealand European	381	84.3
Māori	83	18.4
Pacific people	5	1.2
Asian	8	1.7
Other	27	6.0
<b>Total</b>	452	100.0

Note: final dataset was statistically weighted to increase accuracy of the reported results.

## BENCHMARKING

SIL Research conducts a representative National resident survey across Councils\* to establish a series of benchmarks across a range of Council services. This allows Napier City Council to compare their survey results against a National average (NZB).

The National survey data is collected throughout the year so that annual results can be presented without seasonal bias. The benchmarking results in this report are based on n=400 responses collected during summer – winter 2022. The data is collected using a 1-10 scale; satisfaction percentages are aggregated 6-10 ratings.

Benchmarking results are reported at 95% confidence level +/- 4-5%.

\*Excludes Auckland, Wellington, Christchurch and Dunedin.



# ENVIRONMENTAL FACTORS

When reading this report, it is important to note that factors such as the timing of unusual or one-off events can affect the ratings that residents give, particularly if they occur close to the time when the survey data is being gathered.

Factors that may have influenced public perception of the Council's performance in 2021-22 include:

1. While not as prominent as in 2020, the COVID-19 pandemic and associated restrictions or considerations may have had a lingering effect on public sentiment in the 2021-22 year. Some Council services may have been rated differently due to changes in residents' behaviour or their feelings of uncertainty about the future.
2. In August 2021, New Zealand went into lockdown Alert Level 4, with the nation (south of Auckland) progressing to Alert Level 3 on 1 September 2021, and into Alert Level 2 on 8 September 2021.
3. Following NCC's decision to carry out a public consultation on the matter of establishing Māori ward(s) in Napier, a claim on behalf of Napier area iwi representative body Te Taiwhenua o Te Whanganui a Orotu was lodged with the Waitangi Tribunal in July 2021. Earlier in 2021 the Council requested, but were unable to be granted, an extension of the May 21 deadline to undertake appropriate consultation. This consultation process ensued, and submissions closed in September 2021.
4. Substantial public consultations on both Māori wards and Three Waters reforms took place over Quarter 1 with submissions for both issues closing in September 2021. Each consultation was highly publicised and enabled extensive engagement from the community. NCC indicated its preference for local control over water infrastructure and \$400 million spending plans over the next ten years, in large part to address drinking water quality.
5. The Council completed several traffic calming measures in July 2021, as part of its Innovating Streets for People Programme. In September 2021, a decision was finalised to retain the 50km speed limit in Napier CBD after the majority public opinion rejected a slower 30km speed (excluding Marine Parade). A further public consultation opened in July 2021, relating to the future of Carlyle Street, which has been the location of numerous incidents.
6. In September 2021, Waka Kotahi NZ Transport Agency announced a \$376 million investment for Hawke's Bay roads, with traffic safety a primary objective.
7. In September 2021, Napier City Councillors agreed to the implementation in July 2022 of a "city ambassador" programme and improved CCTV system. Napier Assist

Āwhina Tangata officers were introduced to the CBD area later in June 2022.

8. On 2 December 2021, all of New Zealand moved to the COVID-19 Protection Framework, also known as the traffic lights system. The COVID-19 Vaccine Pass was introduced for use in New Zealand, with a number of services/facilities requiring proof of vaccination. The country was placed into the red traffic light setting on 23 January due to Omicron variant being present in the community. This essentially placed restrictions on venues, with many businesses and events being affected. NCC cancelled New Year celebrations. COVID-19 positive cases in Napier remained low following the end of Auckland's lockdown.
9. The establishment of a regional development agency was announced in December 2021. The partnership of five Hawke's Bay Councils, businesses and iwi is designed to unify the economic COVID-recovery approach. It comes after a review of local government investment in business and industry support across Hawke's Bay showing inefficiencies and an opportunity to better meet the region's needs.
10. An oil spill into Te Whanganui-a-Orotū (the Ahuriri Estuary) was discovered in December 2021. Together, NCC and HBRC tracked the source of the discharge at an industrial site and have been managing the clean up to reduce the environmental impact. Also in December 2021, a report was released naming five industries that discharge waste into the Pandora Industrial Pipeline. This report

indicated that the pipe has been blocked for years and requires a fix which may cost more than \$7.5 million.

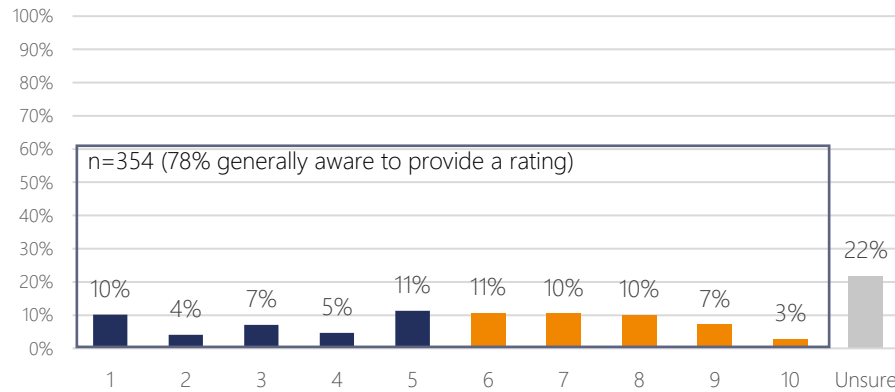
11. In early January 2022, Police and Surf Lifesaving New Zealand closed Marine Parade beach due to large swells. A 5-year-old drowned in December 2021 while swimming off Marine Parade. Twelve 'no swimming' signs and seven rescue buoys have since been placed along the foreshore, and a range of strategies to build local knowledge about the risks of the specific waterways are being explored.
12. Quarter 3 observed a rapid relaxation of Covid-19 rules across New Zealand due to high Omicron rates shifting the Government's response Phase from One to Two on February 15. The transition to Phase Three on 24 February 2022 saw the definition of close contacts change, rapid antigen tests (RAT) become the primary mode of testing, and a 10-day isolation period for positive cases and their household contacts reduced to 7 days.
13. Impacted by the burgeoning Covid-19 community cases in March 2022, Napier City Council kerbside recycling collection was disrupted for several weeks as staffing levels were temporarily diminished.
14. In March 2022, Napier City Council approved a speed reduction on Willowbank Avenue from Meeanee to the urban boundary near Geddis Avenue. Further speed-calming measures were implemented in the school zones outside Eskdale School, Port Ahuriri School and Reignier School.

15. In February 2022, due to seasonal demand over the summer (which meant that water was drawn from a bore known to contain higher manganese), there was an increase in dirty water complaints in Napier, which was brought to public attention.
16. In March 2022, the Council announced that the proposed annual plan would see a rates increase of 9.8% for 2022/23.
17. In April 2022, after consulting with the community, a decision was made to keep all of Council owned housing. The forecasted annual shortfalls would be funded through a combination of increased rents and rates.
18. In May-June 2022, the Council consulted with the community on the proposed changes to the Dog Control Policy and Bylaw.
19. Through May and June 2022, new 'Pay by Plate' parking meters were installed across Napier and Taradale. Incorporating the latest technology, the meters are solar-powered, paper-less and offer a range of payment options.
20. In June 2022, the Council conducted community consultation on its mobility parking review, to gain greater understanding of issues and opportunities before making any decisions about the number and location of mobility parking spaces around the city.

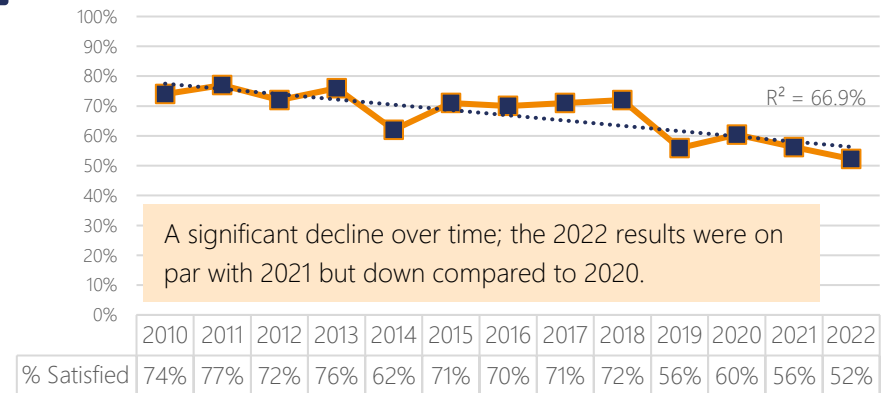
# DEMOCRACY AND GOVERNANCE

## Managers and staff

All ratings 2022



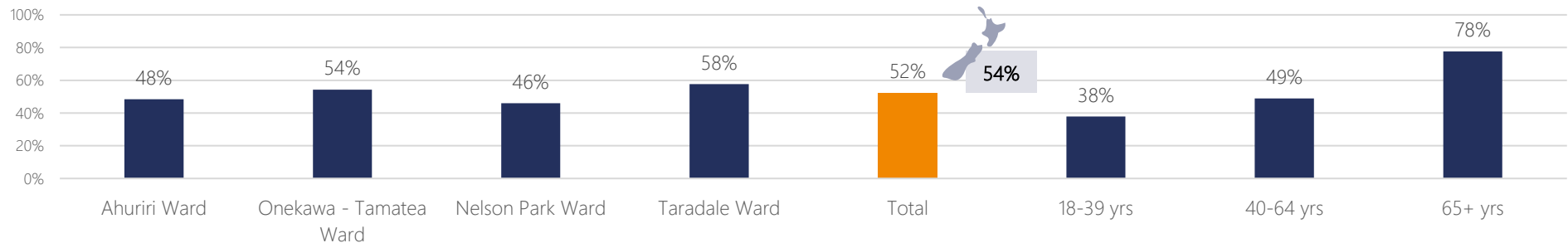
% Satisfied over time



- Half (52%) of residents were satisfied with Council **managers and staff** in 2022 (consistent with both 2021 and New Zealand average of 54%).
- There were no differences across wards in this regard.

- However, satisfaction with Council management increased with age, with 18-39 year olds least satisfied (38% vs. 40% in 2021) and 65+ year olds significantly more satisfied (78% vs. 74% in 2021).

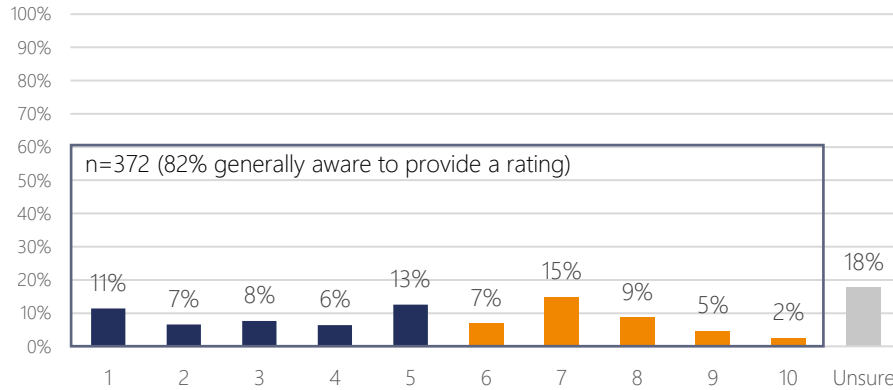
Overall satisfaction by ward and age in 2022



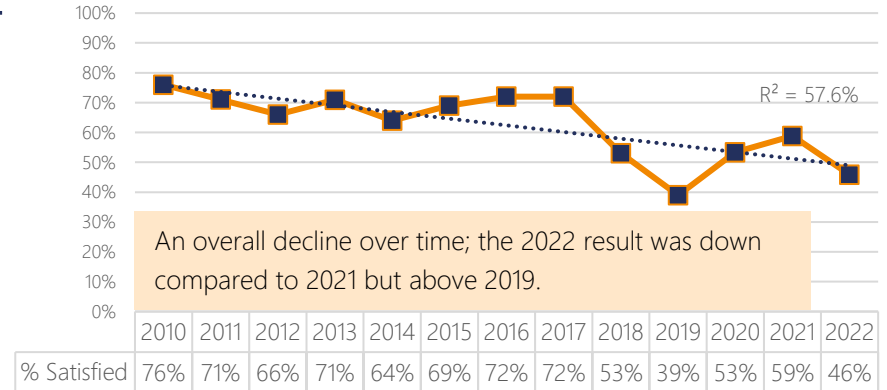
# DEMOCRACY AND GOVERNANCE

## Council leadership

All ratings 2022

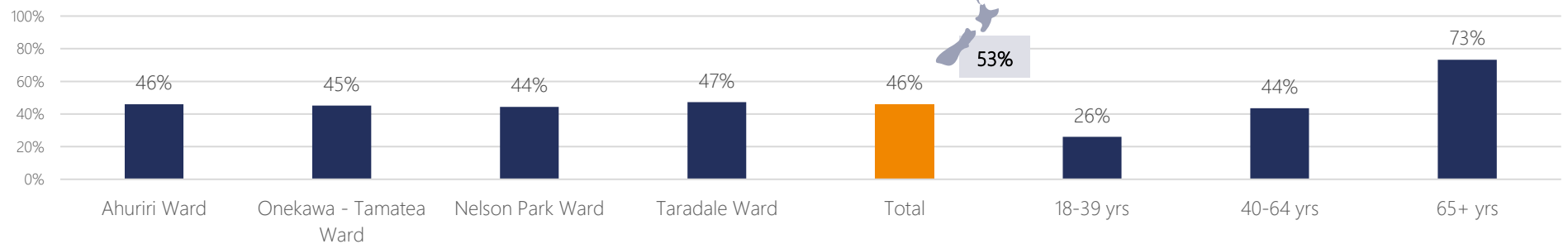


% Satisfied over time



- Overall performance in terms of Council **leadership** (including Mayor and Councillors) declined in 2022 (46%) after a two-year improvement – the largest drop in satisfaction in 2022. However, this remained above the historical low of 39% in 2019.
- This result was below the New Zealand average in 2022 (53%).
- Satisfaction with leadership increased substantially with age, with 18-39 year olds least satisfied (26%, down from 48% in 2021) and 65+ year olds most satisfied (73%, similar to 75% in 2021).
- Satisfaction with leadership also varied by income; respondents with average income \$20,000-\$50,000 were most satisfied (72%).

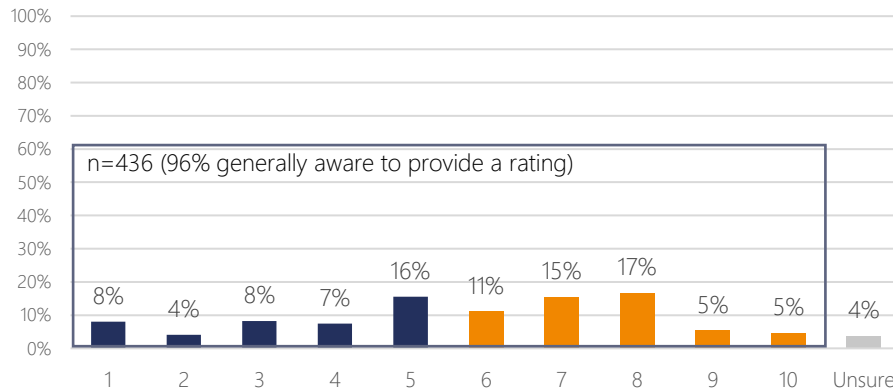
Overall satisfaction by ward and age in 2022



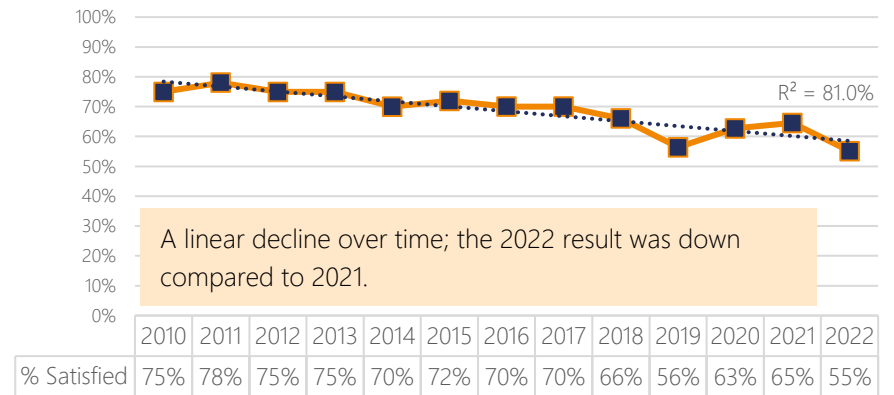
# DEMOCRACY AND GOVERNANCE

## Keeping informed

All ratings 2022

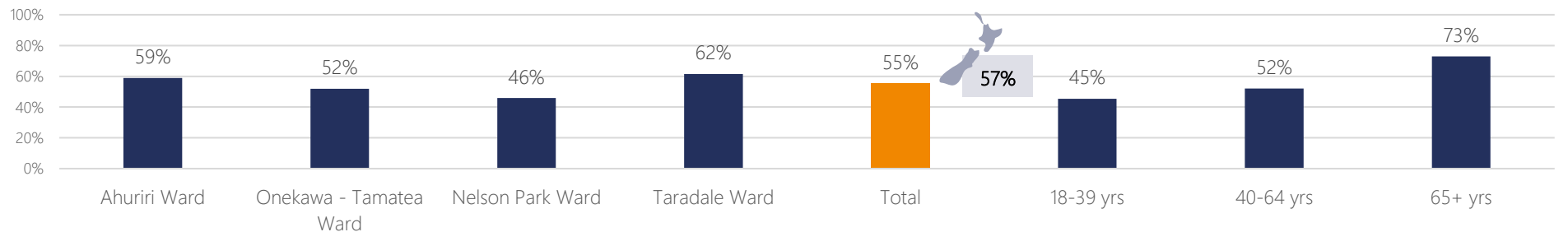


% Satisfied over time



- Satisfaction with **keeping people informed** also declined (55%) in 2022, but was similar to the 2019 result (56%) and New Zealand average (57%).
- There were no differences across wards.
- As with other governance measures, satisfaction with communication increased with age, with 18-39 year olds least satisfied (45%, down from 52% in 2021) and 65+ year olds most satisfied (73%, also down from 79% in 2021).
- Property owners (57%) were more satisfied compared to renters (43%) in 2022.

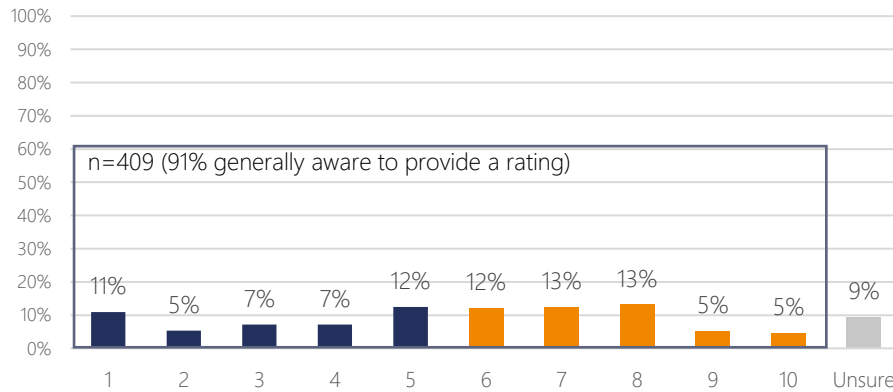
Overall satisfaction by ward and age in 2022



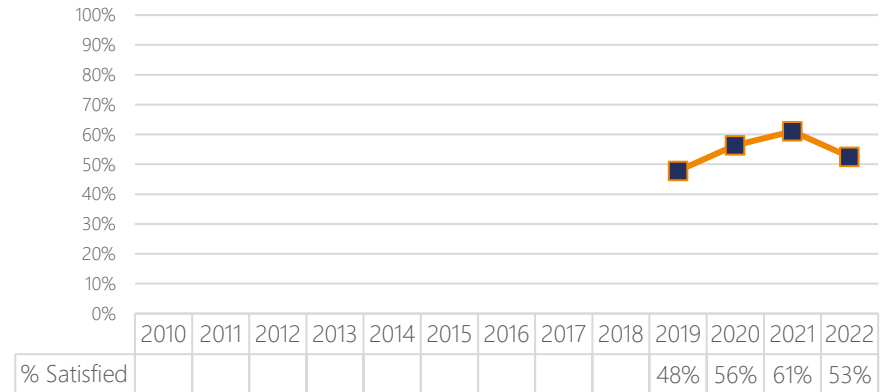
# DEMOCRACY AND GOVERNANCE

Provides sufficient opportunities for people to have their say

All ratings 2022



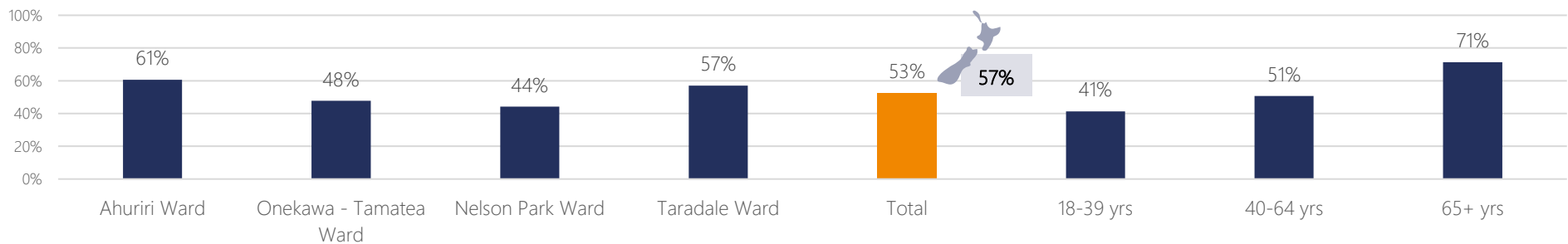
% Satisfied over time



- Half of respondents (53%) were satisfied with sufficiency of opportunities to have their say (down from 61% in 2021 but similar to 2019 and 2020).

- Again, the largest difference in satisfaction was observed between age groups; younger residents aged under 40 (41%) were least satisfied, and older residents aged 65+ (71%) were most satisfied.

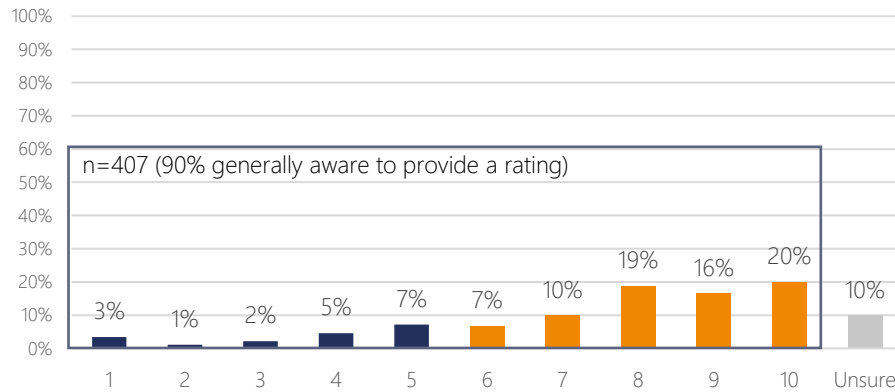
Overall satisfaction by ward and age in 2022



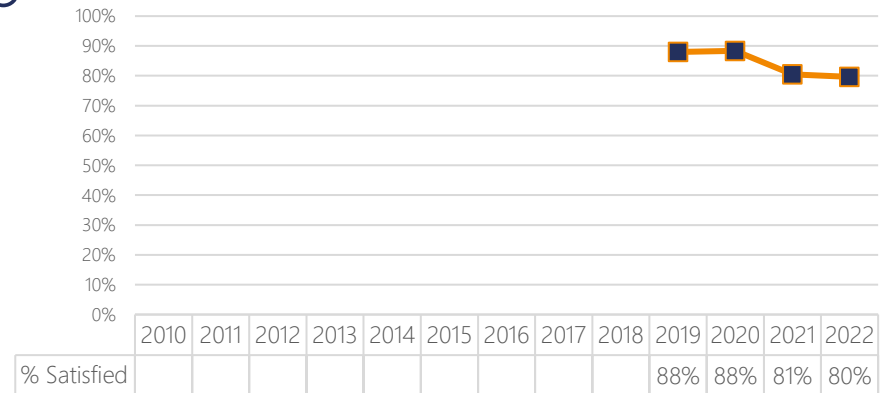
# CORE SERVICES

## Transportation - cycleways

All ratings 2022



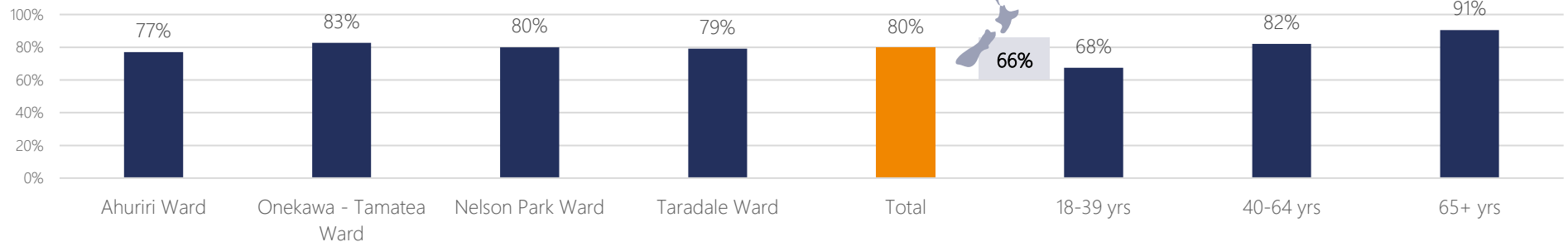
% Satisfied over time



- **Cycleways** remained among the top 6 rated services in 2022, and the highest rated transportation-related attribute. 4-in-5 residents (80%) were satisfied with cycleways (similar to 2021).

- Satisfaction with cycleways was higher among older residents (91%), and subsequently home owners (85%), and those living in Napier for 10+ years (83%).

Overall satisfaction by ward and age in 2022

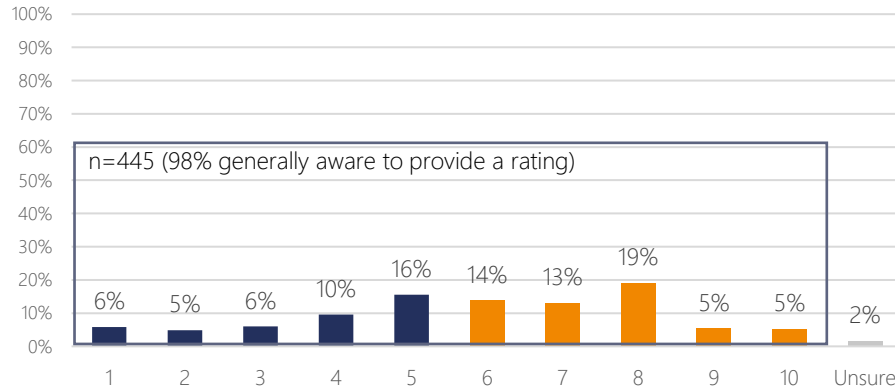




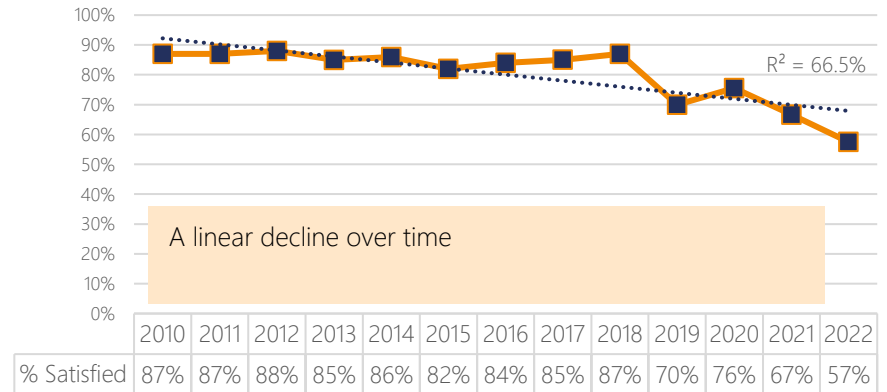
# CORE SERVICES

## Transportation - footpaths

All ratings 2022



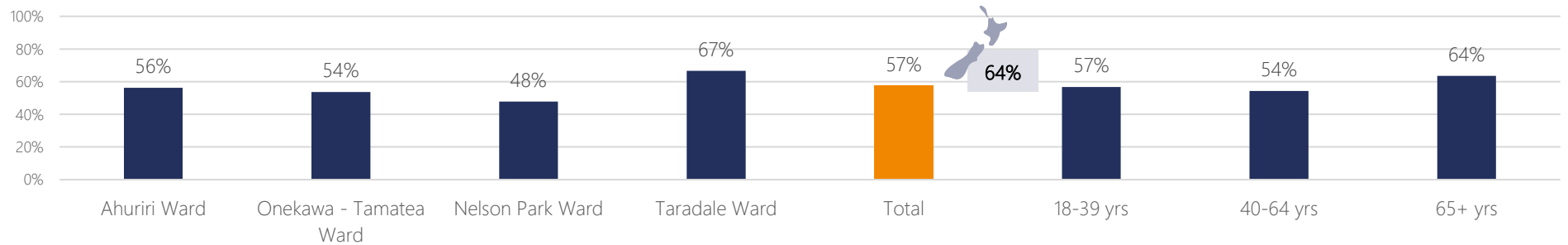
% Satisfied over time



- In 2022, satisfaction with **footpaths** continued to decline; 57% of respondents were satisfied with footpaths compared to 67% in 2021 and 76% in 2020.

- This decline was apparent for residents aged 18-39 (57% in 2022, down from 70% in 2021) and 40-64 (54% in 2022, down from 66% in 2021).
- Nelson Park ward residents, and Māori residents were least satisfied with footpaths.

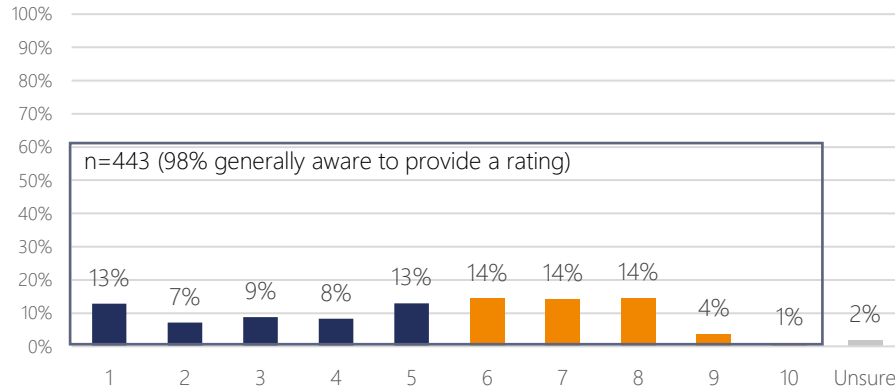
Overall satisfaction by ward and age in 2022



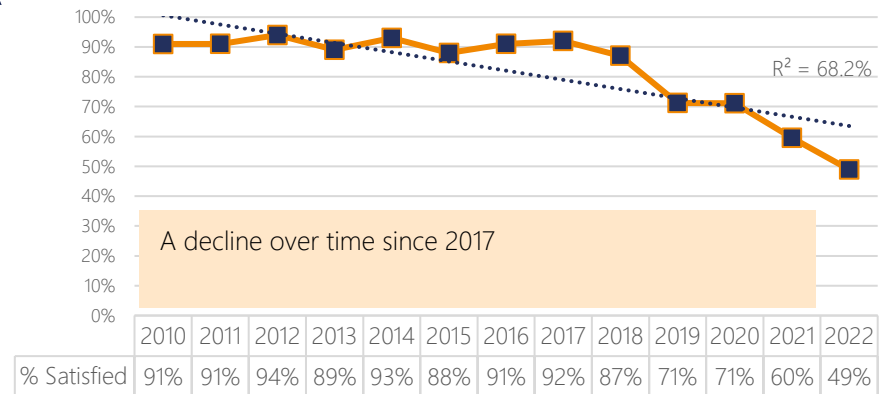
# CORE SERVICES

## Transportation - roads

All ratings 2022



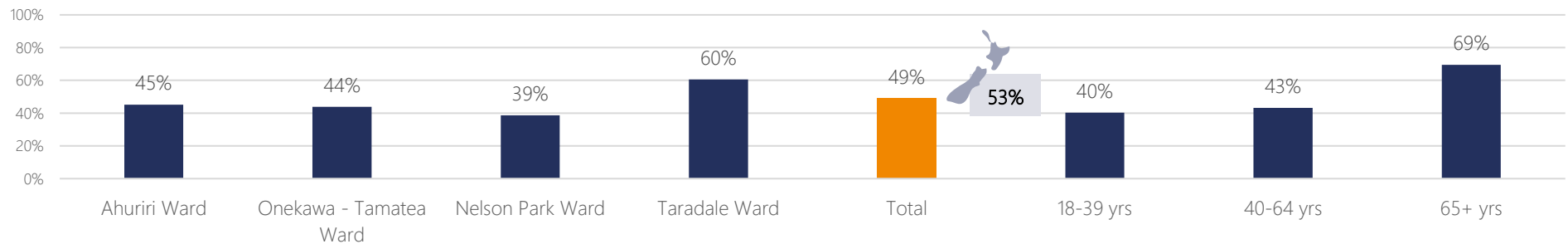
% Satisfied over time



- **Roads** remained the lowest rated of the three transportation-related measures, with further decline in 2022. Just half (49%) of residents were satisfied with roads in Napier – the second largest drop in 2022.

- Despite this decrease, satisfaction with roads was higher among older (65+) residents (69%), although significantly lower for under 40 year olds (42%).
- Satisfaction with roads was lowest in Nelson Park ward (39%); only Taradale ward residents provided higher than average ratings (60%).

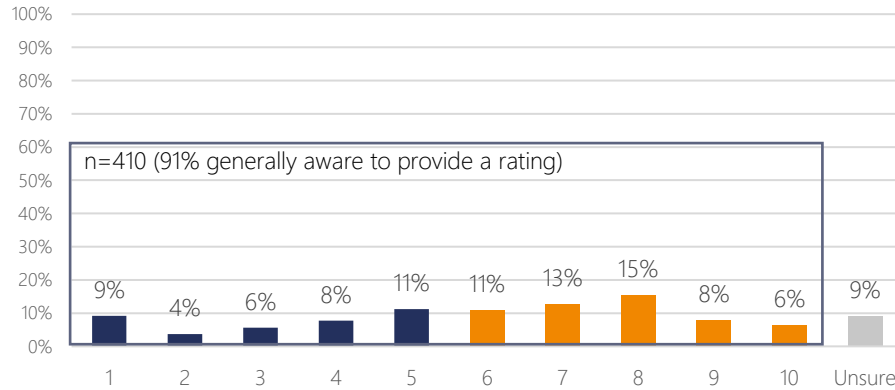
Overall satisfaction by ward and age in 2022



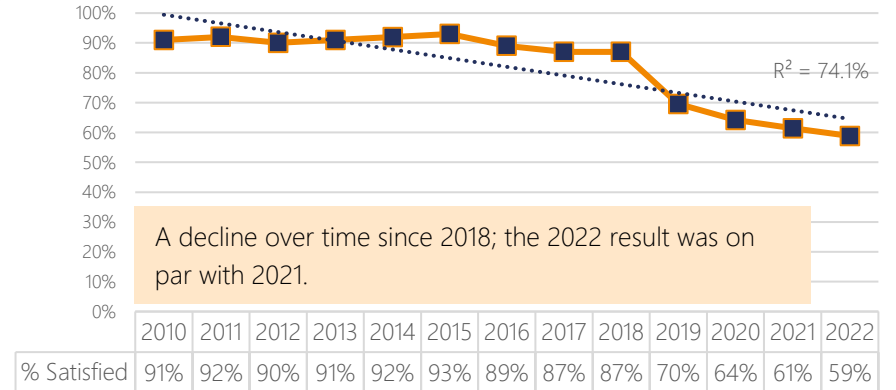
# CORE SERVICES

Three waters - sewerage

All ratings 2022

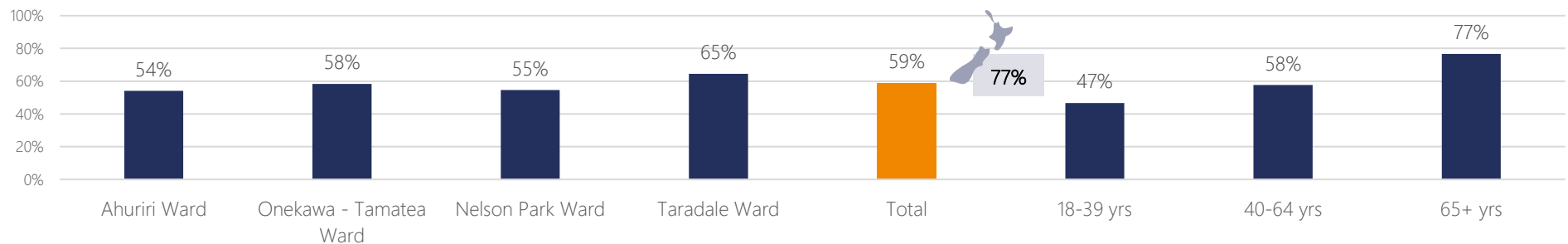


% Satisfied over time



- In 2022, satisfaction with the **sewerage system** (59%) in Napier remained similar to 2021 (61%) but below historical levels.
- Residents aged under 65 years old, and Māori, were less satisfied with the sewerage system in 2022.

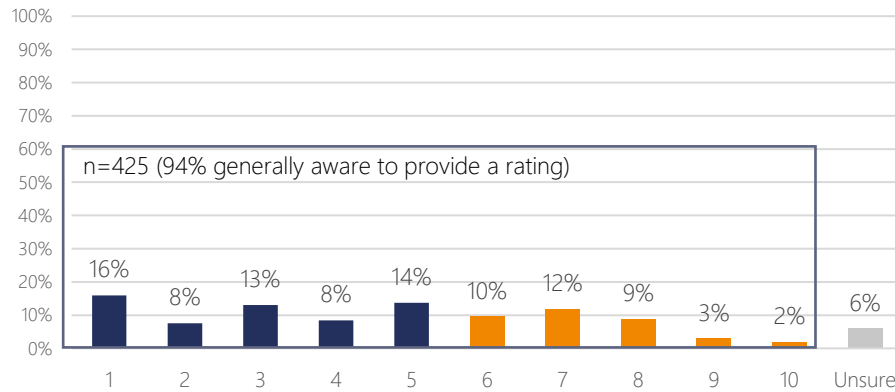
Overall satisfaction by ward and age in 2022



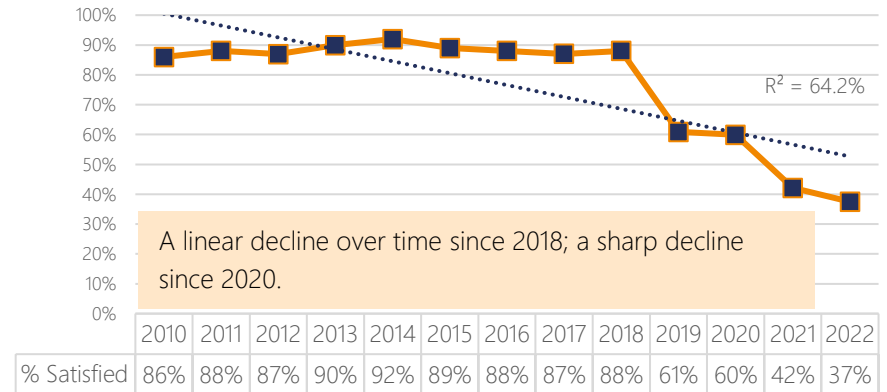
# CORE SERVICES

## Three waters - stormwater

All ratings 2022

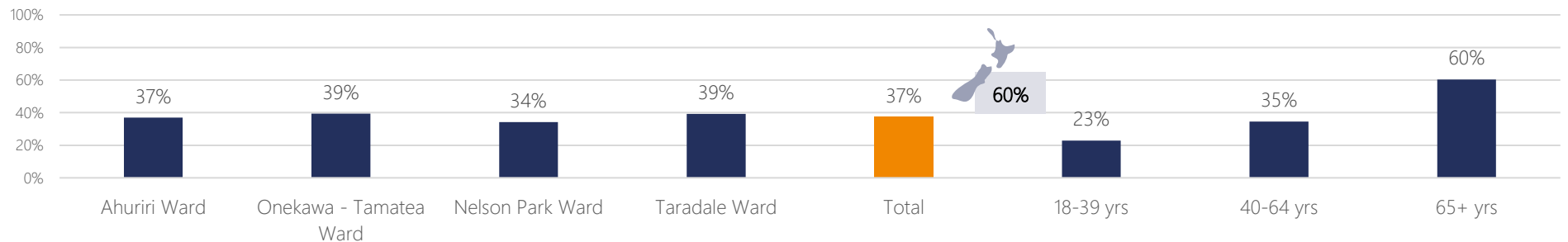


% Satisfied over time



- Napier's **stormwater network** received the second-lowest satisfaction score (37%) for the second year in a row, with a significant decline in 2022.
- Satisfaction with urban stormwater was low across all four wards.
- Older residents (65+) were significantly more satisfied than younger residents with the stormwater system in 2022 (60%).

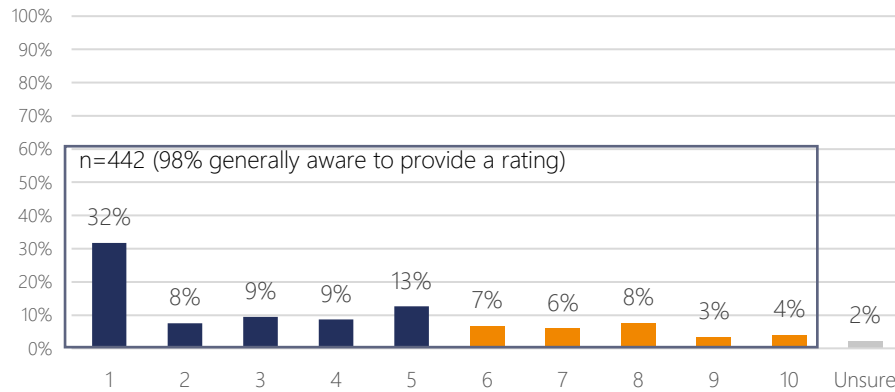
Overall satisfaction by ward and age in 2022



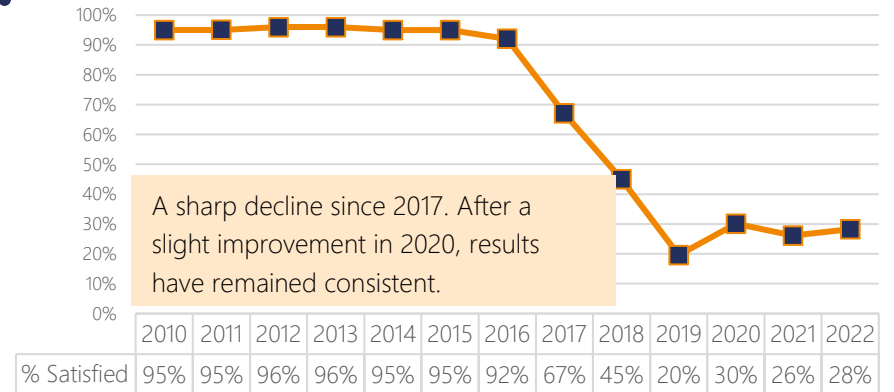
# CORE SERVICES

## Three waters – drinking water

All ratings 2022



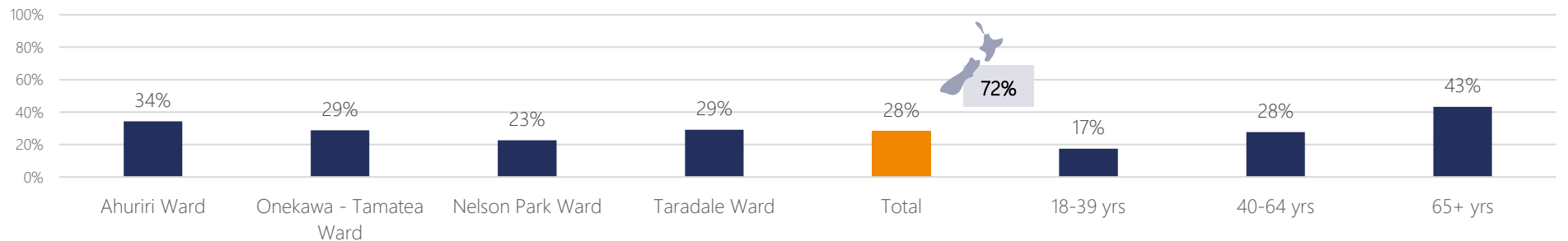
% Satisfied over time



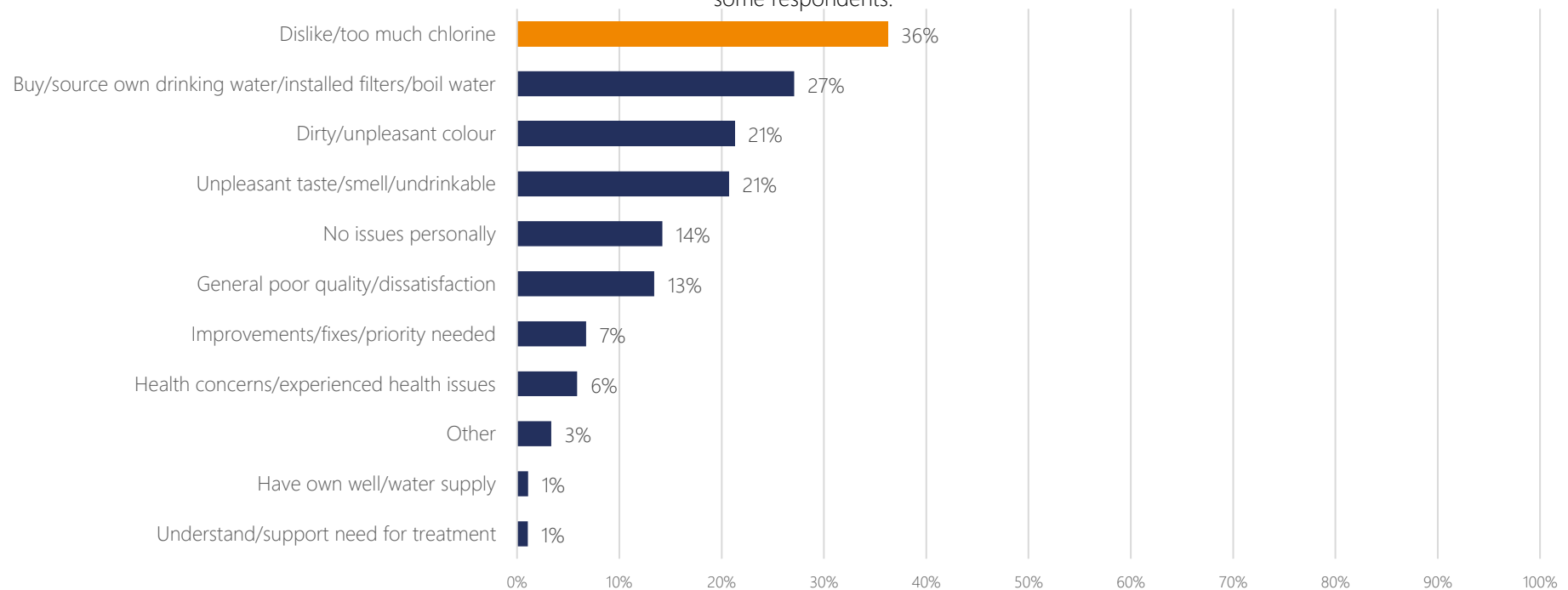
- Although **drinking water** remained the issue of greatest concern for Napier residents, satisfaction remained consistent in the past three years.

- Older residents (65+) were significantly more satisfied with drinking water in 2022 compared to younger residents (43%, slightly up from 37% in 2021 – the difference was mainly within the margin of error for this age group).

Overall satisfaction by ward and age in 2022



**Water-related** open-ended comments sorted into categories ('No answers' removed). Totals may exceed 100% owing to multiple responses from some respondents.

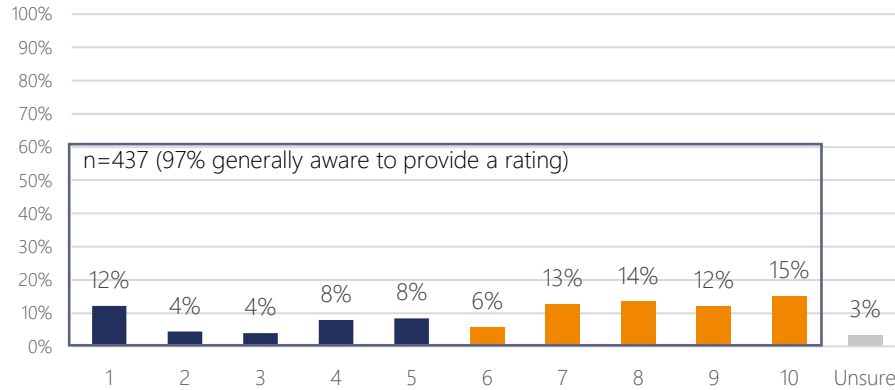


- 80% of residents provided additional comments in relation to drinking water services. More than half of provided open-ended comments referred to chlorine in some way ('dislike/too much chlorine' and 'unpleasant taste/smell/undrinkable'). Discolouration was also a significant factor.
- 27% respondents had specifically purchased water filters or used water sources other than their household supply (up from 18% in 2021).

# CORE SERVICES

## Waste and recycling – recycling services

All ratings 2022

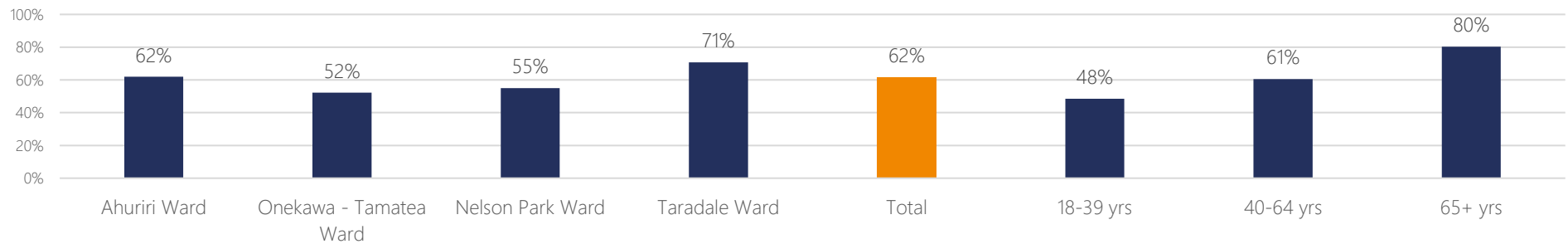


% Satisfied over time

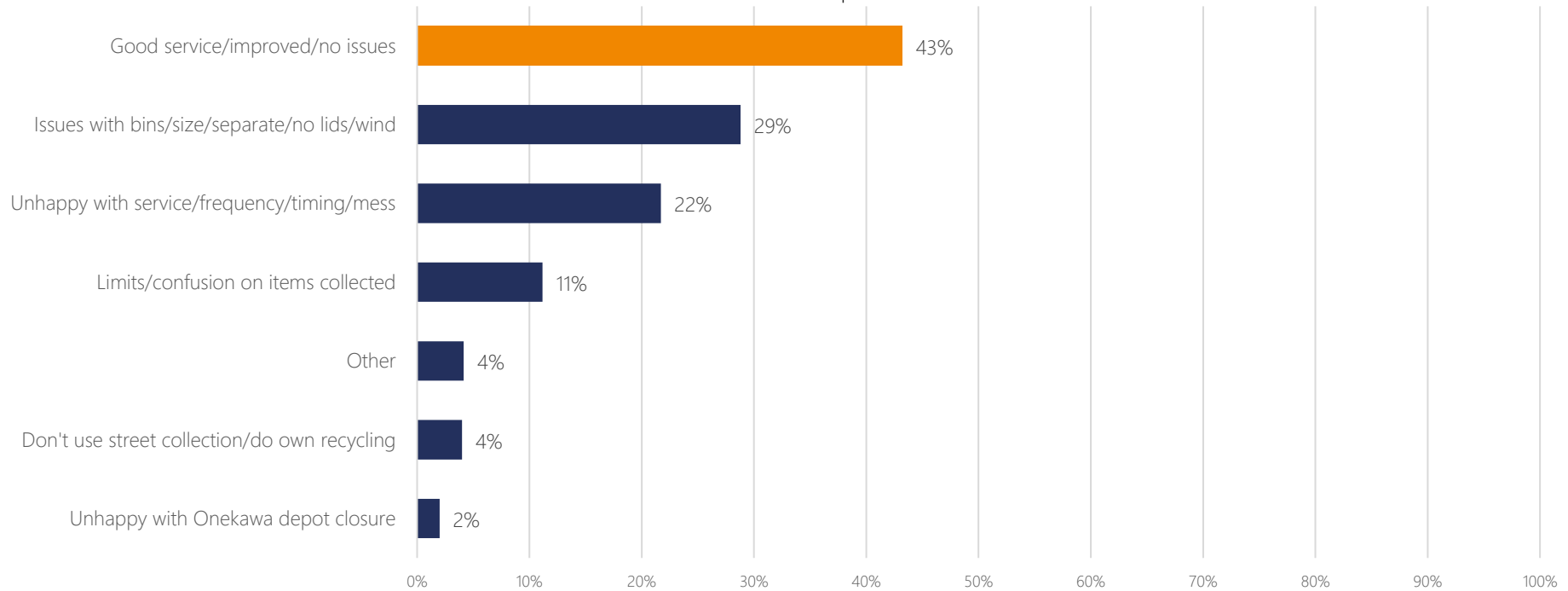


- Overall, 6-in-10 residents (62%) were satisfied with **recycling services** this year, slightly down compared to 69% in 2021.
- Satisfaction differed significantly by ward, being highest in Taradale (71%).
- Older residents (65+) were significantly more satisfied than younger residents with recycling in 2022.

Overall satisfaction by ward and age in 2022



Recycling-related open-ended comments sorted into categories (*No answers* removed). Totals may exceed 100% owing to multiple responses from some respondents.



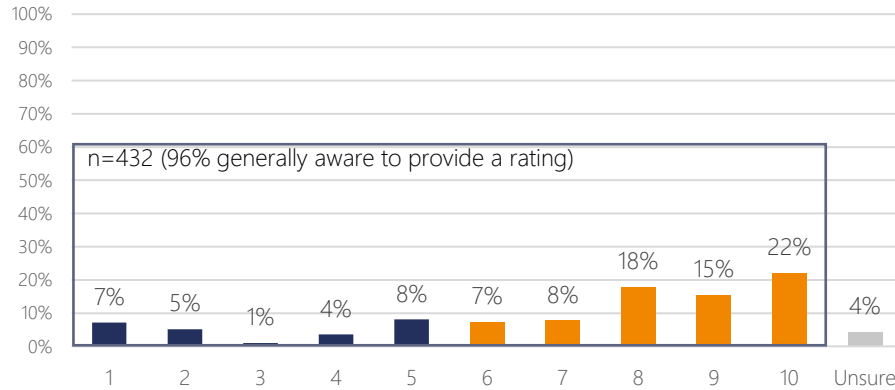
- 71% of respondents provided further comments about recycling services; 43% of these respondents were generally satisfied (*'Good service/improved/no issues'*).
- The two main reasons for lower ratings were *'Issues with bins/size/separate/no lids/wind'* (49%) and *'Unhappy with service/frequency/timing/mess'* (40%).



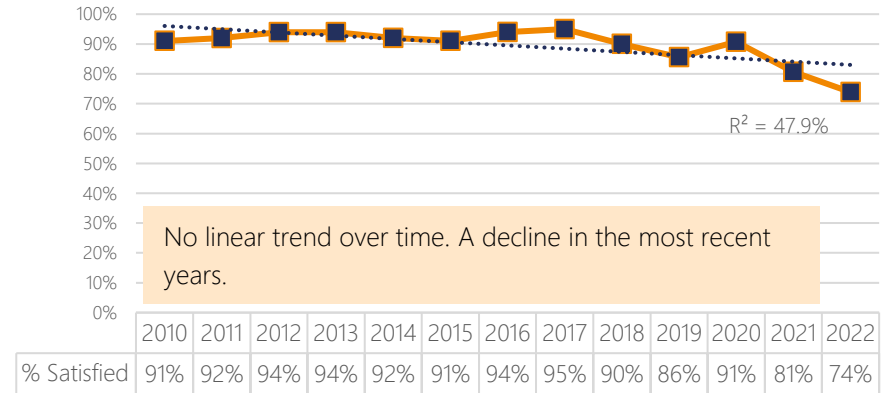
# CORE SERVICES

## Waste and recycling – kerbside rubbish collection

All ratings 2022



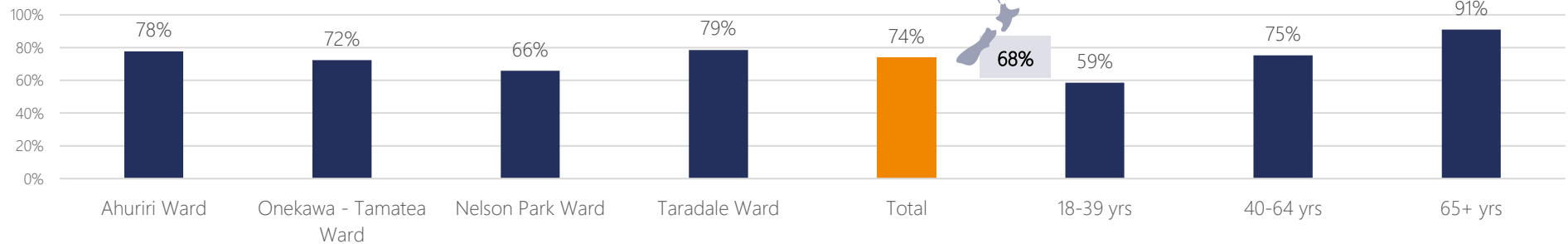
% Satisfied over time



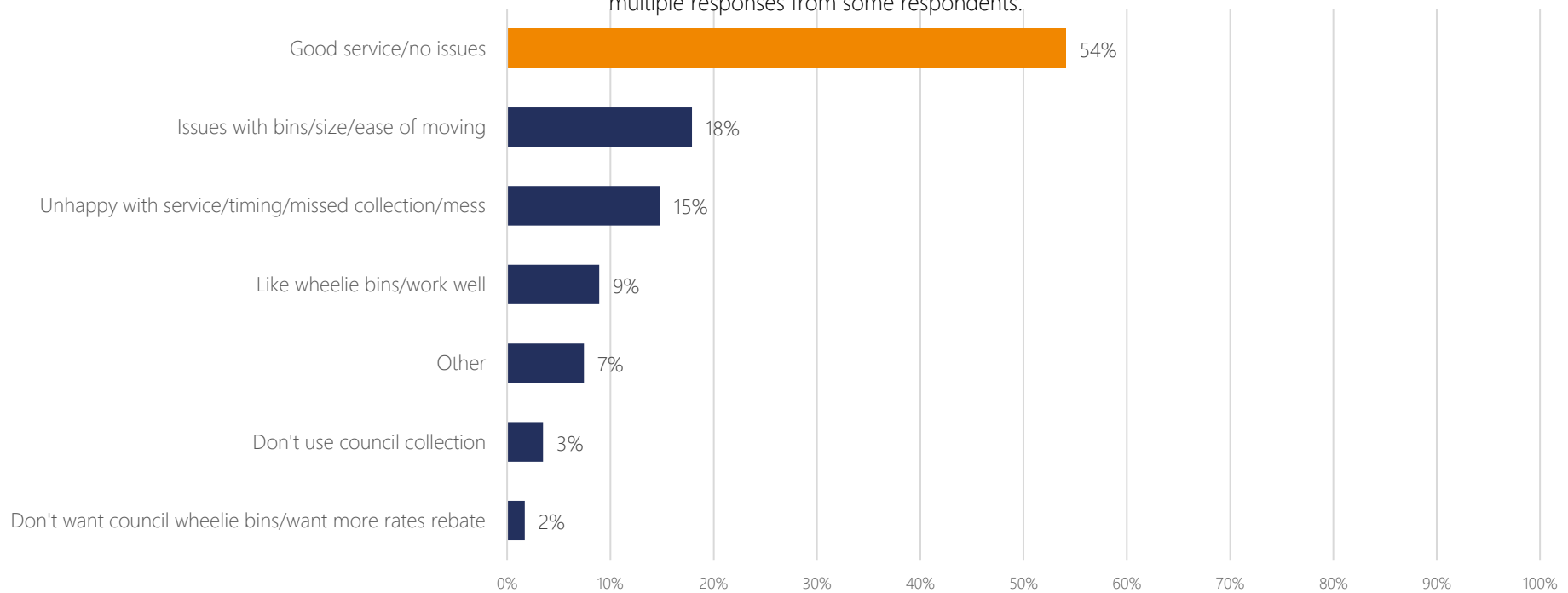
- Satisfaction with kerbside rubbish collection continued to decline in 2022 overall (74%), although the lowest satisfaction was recorded during the first quarter (September-October) of data collection (67%), with further improvement measured in subsequent quarters.

- Satisfaction was significantly higher for 65+ (91%) than younger residents, home owners (79%), and those living in Napier for 10+ years (80%).

Overall satisfaction by ward and age in 2022



**Kerbside rubbish collection-related** open-ended comments sorted into categories ('No answers' removed). Totals may exceed 100% owing to multiple responses from some respondents.

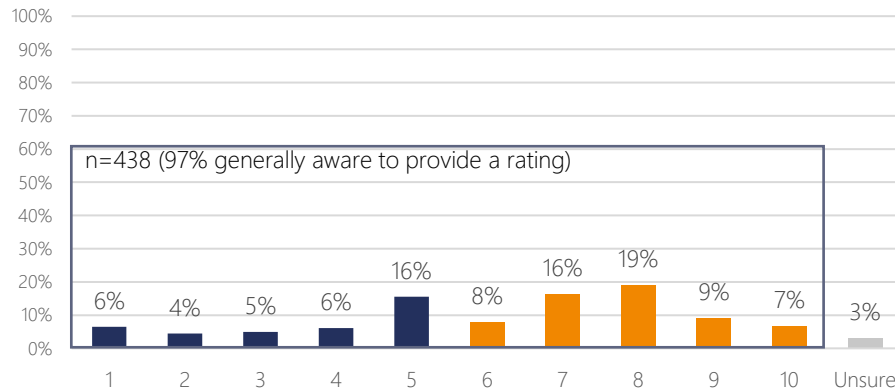


- Despite satisfaction decline, verbatim feedback in 2022 was mainly positive: over half (54%) provided generally positive comments ('good service/no issues').
- Younger residents (aged under 40) were more likely to express their concerns about bins/size (34%). This was also one of the top reasons for service dissatisfaction (47%), followed by 'unhappy with service/timing/missed collection/mess' (44%).

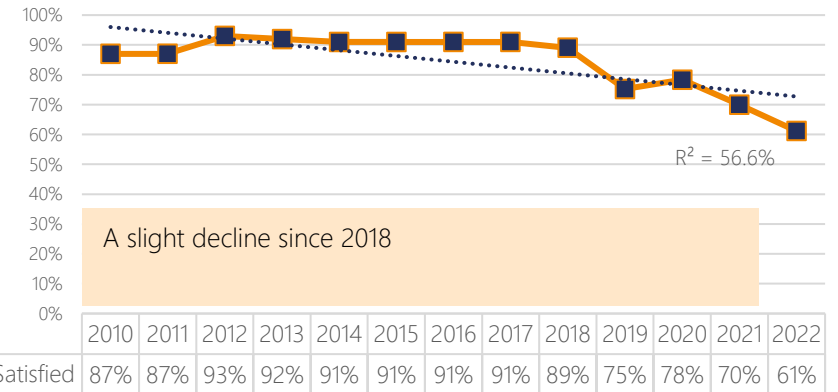
# CORE SERVICES

## Other infrastructure - litter

All ratings 2022

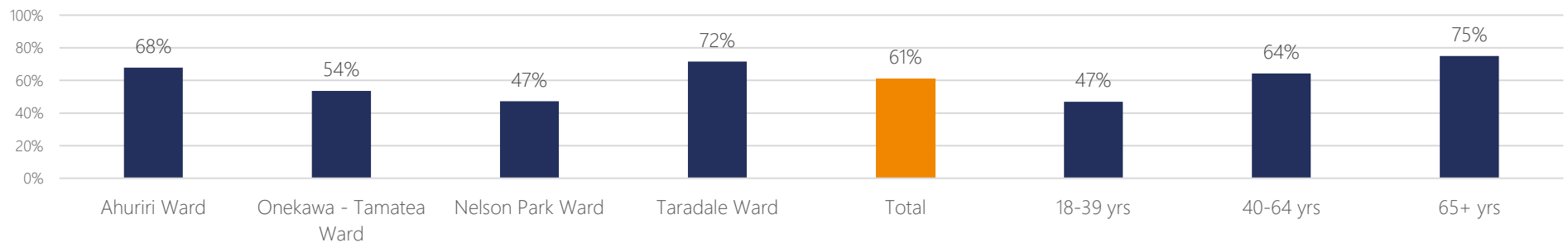


% Satisfied over time



- Satisfaction with management of litter, graffiti and vandalism has declined in the past two years; 61% of respondents provided ratings 6 and above in 2022.
- Satisfaction was significantly lower among Nelson Park residents (47%), especially compared to Taradale residents (72%).
- Younger residents (aged under 40) were also least satisfied.

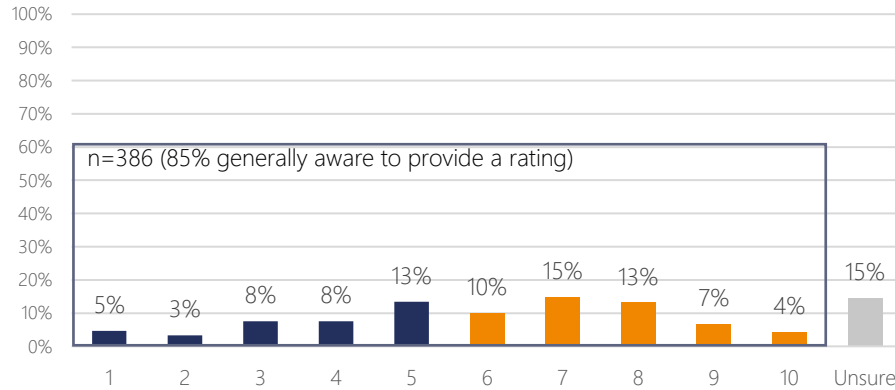
Overall satisfaction by ward and age in 2022



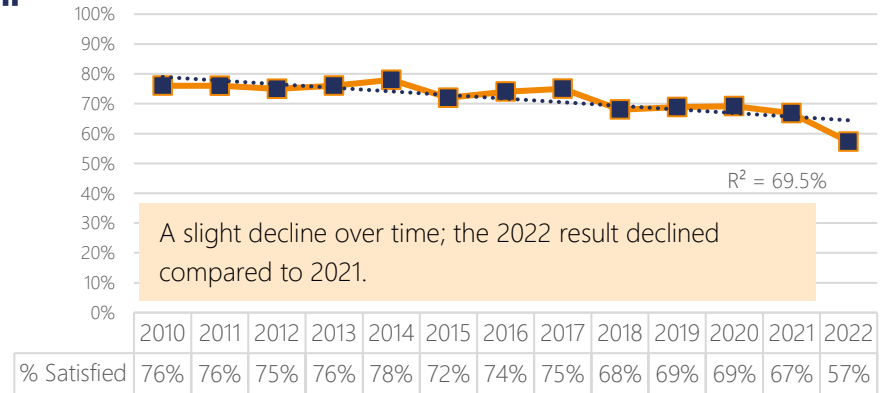
# CORE SERVICES

## Other infrastructure – public toilets

All ratings 2022

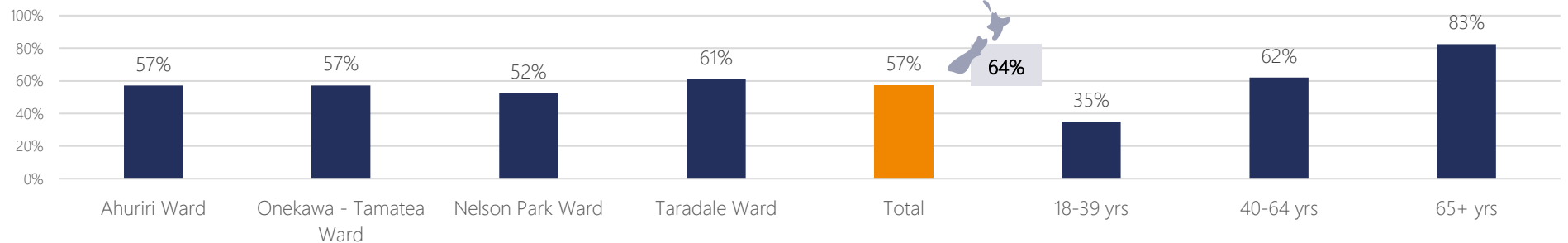


% Satisfied over time



- 57% of residents were satisfied with **public toilets** in 2022. This was down compared to 2021 (67%) and other recent years.
- Again, satisfaction was lower among younger adults (18-39) (47%), and those in rental properties (44%).

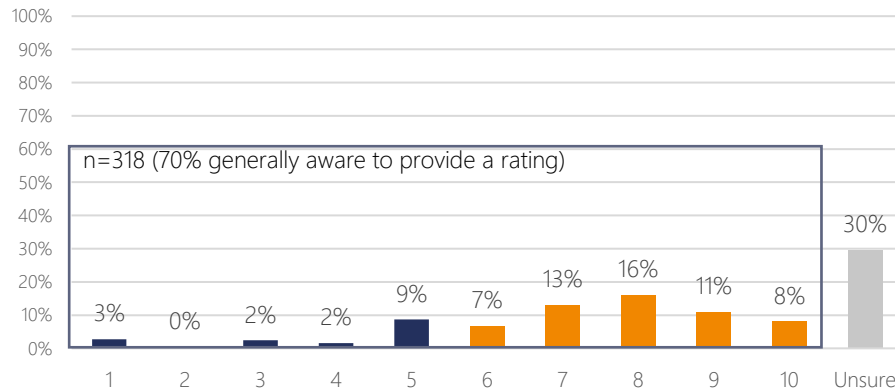
Overall satisfaction by ward and age in 2022



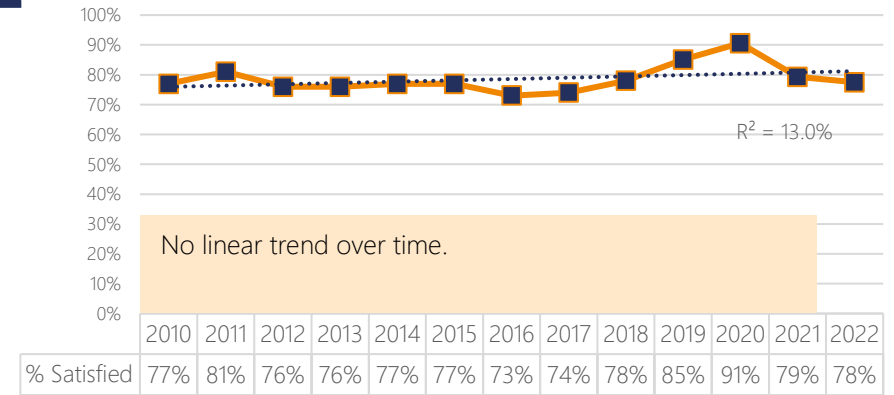
# CORE SERVICES

## Other infrastructure – cemeteries

All ratings 2022



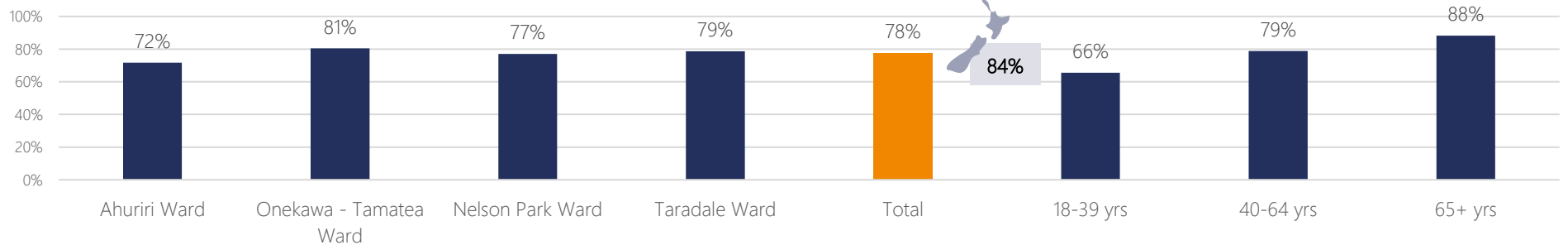
% Satisfied over time



- In 2022, **cemeteries** remained in the top 10 of all services, with 4-in-5 residents (78%) highly satisfied with the provision and maintenance of cemeteries (similar to 79% in 2021).

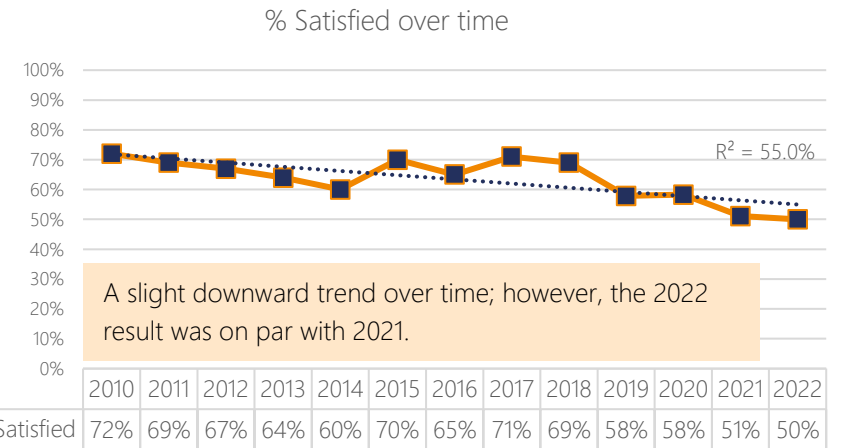
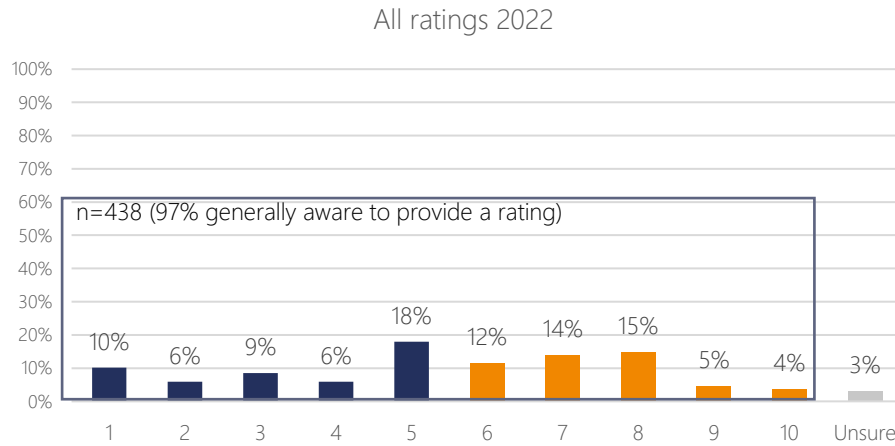
- Satisfaction with cemeteries was lower among younger (18-39) residents (66%).

Overall satisfaction by ward and age in 2022



# CORE SERVICES

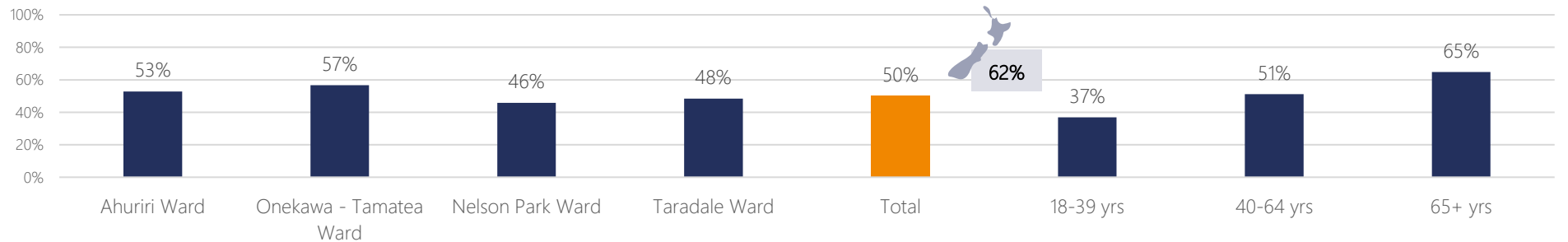
## City strategy – car parking in suburbs



- Despite some consistency in the last two years, car parking remained among the lowest ranking services in 2022. Half (50%) of residents were satisfied with **public parking** available in **suburban commercial areas** (similar to 51% in 2021).

- Satisfaction was significantly lower among younger (18-39) residents (37%).

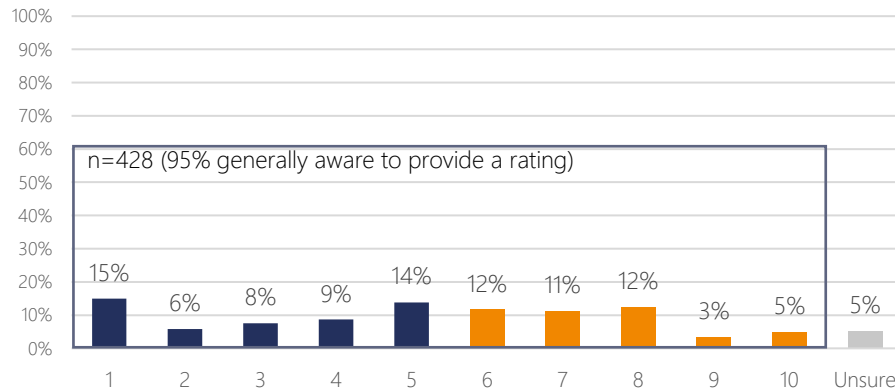
Overall satisfaction by ward and age in 2022



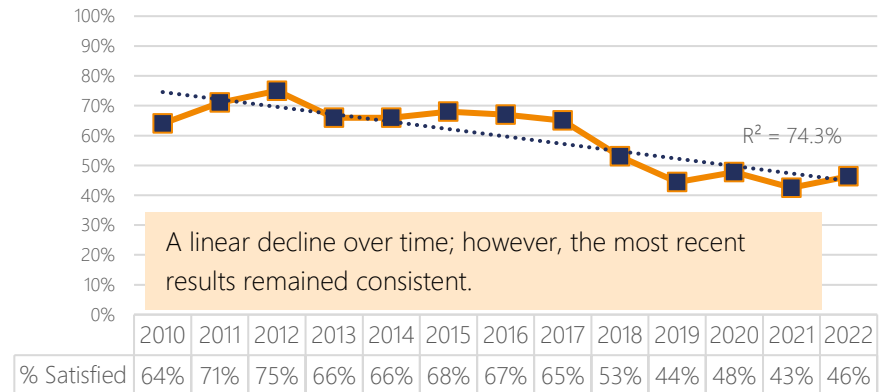
# CORE SERVICES

## City strategy – car parking in city centre

All ratings 2022



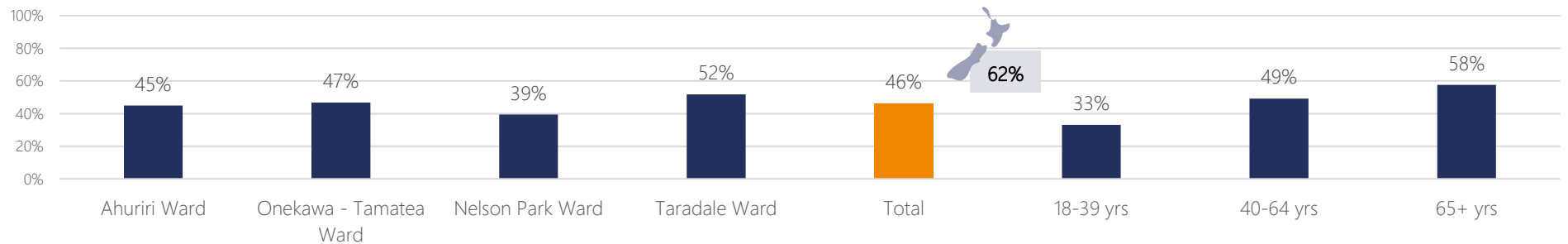
% Satisfied over time



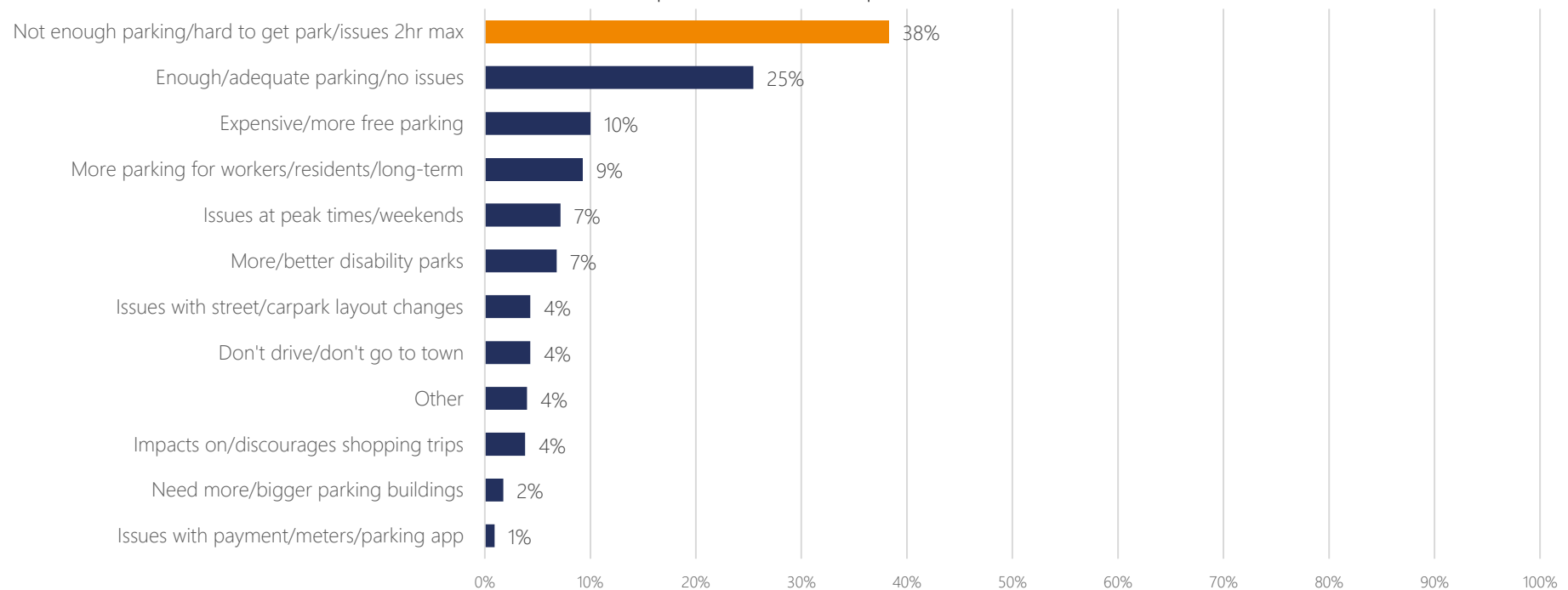
- Also showing some consistent results, just under half (46%) of residents were satisfied with car parking in the Napier CBD, similar to 2020 and 2021.
- However, satisfaction with CBD parking improved during quarter four (51%).

- As for suburban parking, satisfaction with CBD parking was also significantly lower among younger residents (33%).

Overall satisfaction by ward and age in 2022



**Car parking (CBD)-related** open-ended comments sorted into categories ('No answers' removed). Totals may exceed 100% owing to multiple responses from some respondents.



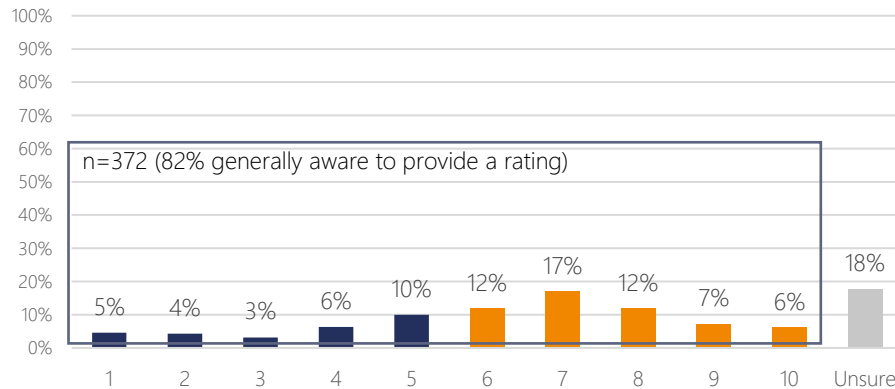
- 72% of respondents provided additional feedback in relation to car parking in the CBD.
- The most cited issue related to car parking was availability (38%), similar to 2020-2021.
- However, 25% of respondents stated there was 'enough/adequate parking/no issue' (similar to 2021).
- Younger residents (aged under 40) were more likely to highlight availability issues (47%); other concerns among younger residents were 'More parking for workers/residents/long-term' (18%) and 'Expensive/more free parking' (12%).



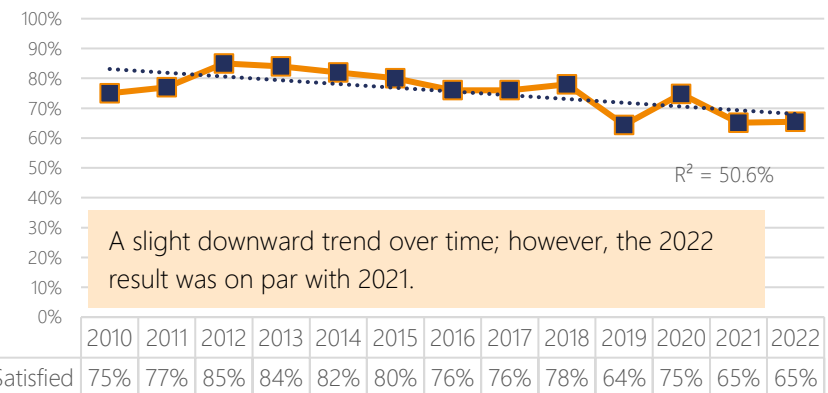
# CORE SERVICES

## City strategy – animal control

All ratings 2022

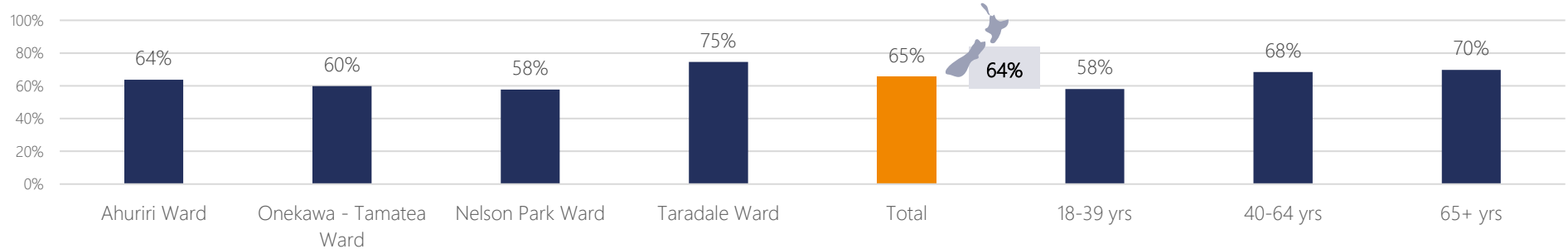


% Satisfied over time



- Two-thirds (65%) of residents were satisfied with **animal control** in 2022. This was on par with the 2021 results.
- Satisfaction with animal control was significantly higher for home owners (69%, compared to renters 51%), and residents living in Taradale ward (75%, compared to other areas).

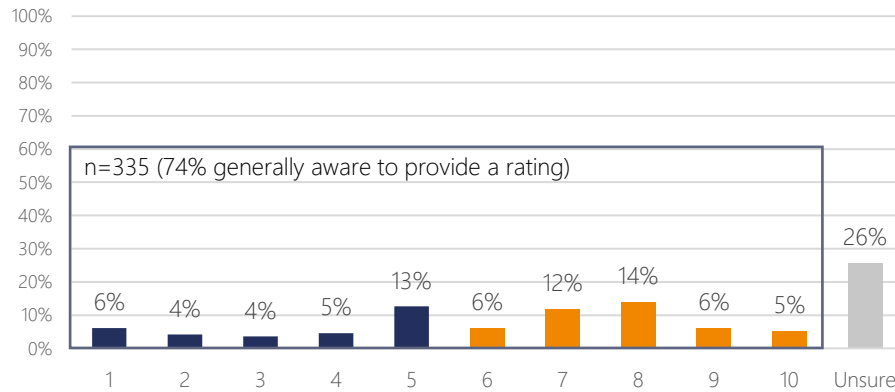
Overall satisfaction by ward and age in 2022



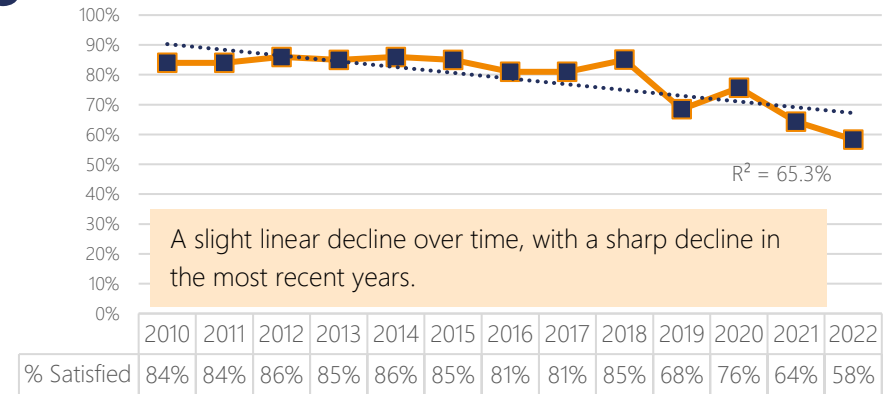
# CORE SERVICES

City strategy – noise control

All ratings 2022

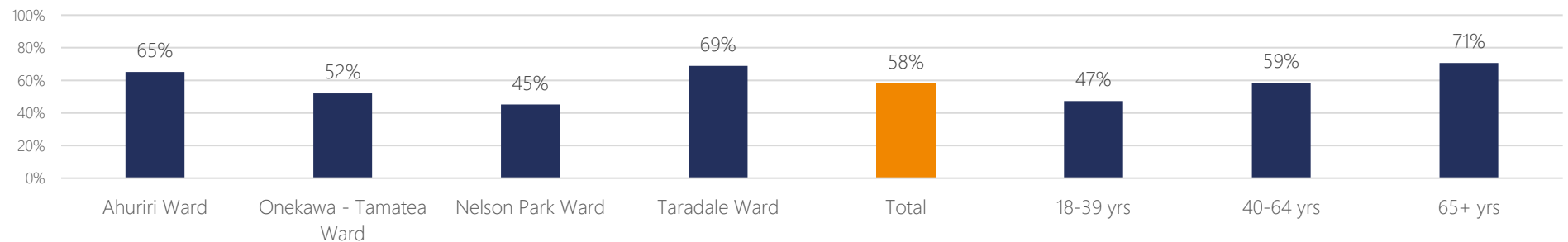


% Satisfied over time



- Satisfaction with noise control continued to decline in 2022; 58% of residents were satisfied with this service.
- Satisfaction with noise control was significantly lower for younger residents aged under 40 (47%), and Nelson Park residents (45%).

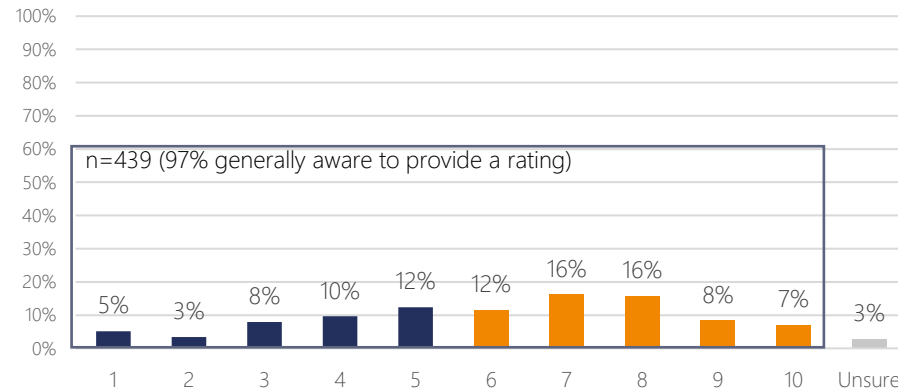
Overall satisfaction by ward and age in 2022



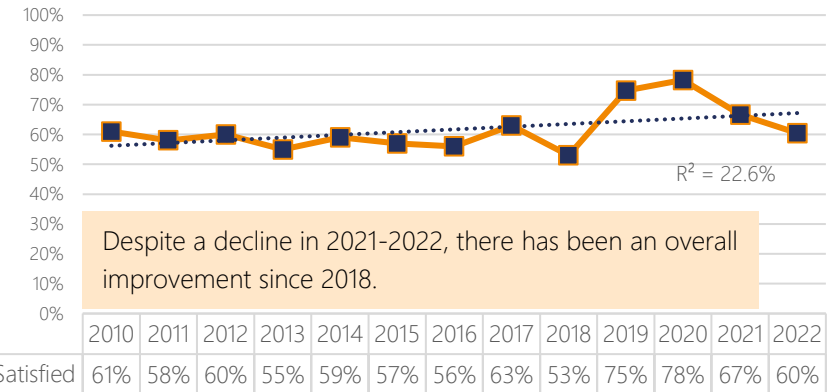
# CORE SERVICES

City strategy – town planning

All ratings 2022

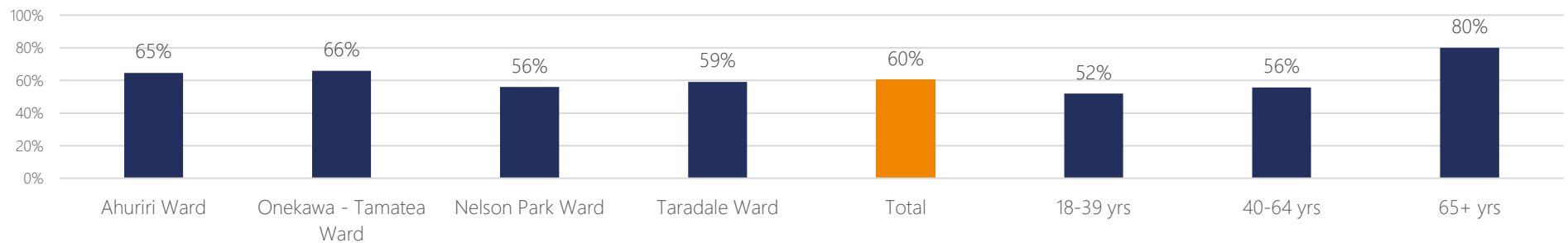


% Satisfied over time



- 3-in-5 residents (60%) were satisfied with **town planning** in 2022. This service experienced a decline in the most recent years.
- Despite this, satisfaction remained higher than the historical average, with an overall improvement measured since 2018.
- Older residents (aged 65+) were most satisfied with town planning.

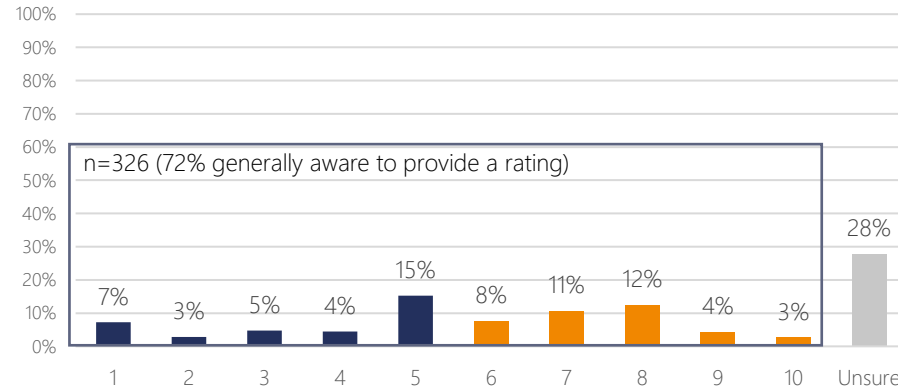
Overall satisfaction by ward and age in 2022



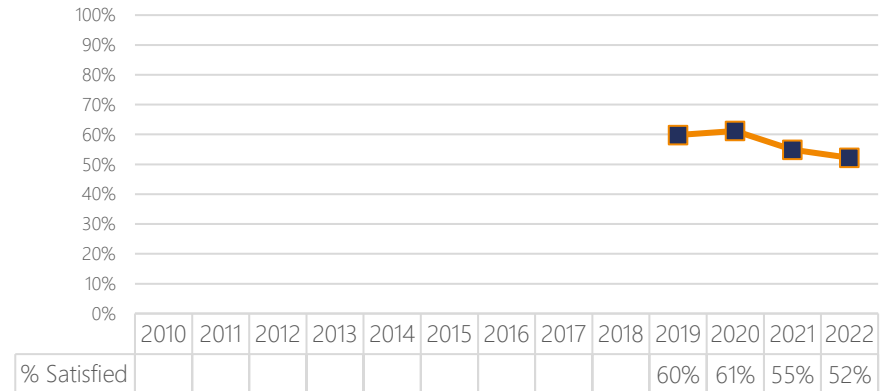
# CORE SERVICES

City strategy – freedom camping

All ratings 2022

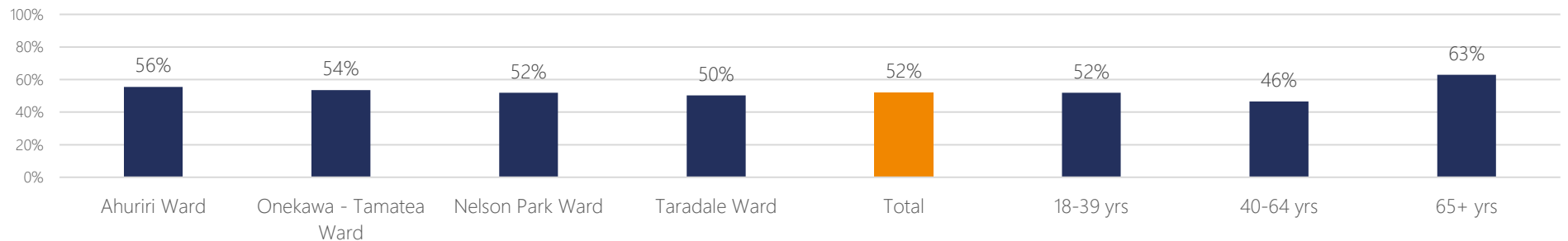


% Satisfied over time



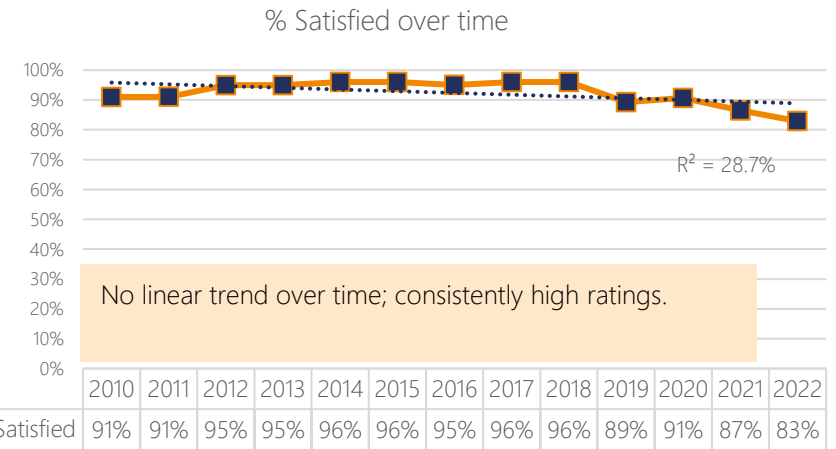
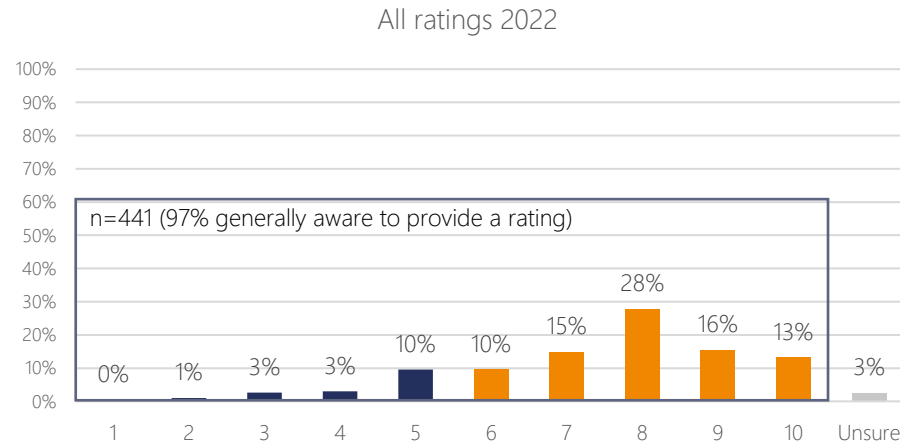
- In 2022, 52% of residents were satisfied with **freedom camping** management. This result was similar to 2021 (55%).
- However, knowledge of freedom camping was low, with over one-quarter of residents (28%) not knowing enough to provide a rating.
- There were no significant differences for this service by resident subgroups in 2022.

Overall satisfaction by ward and age in 2022



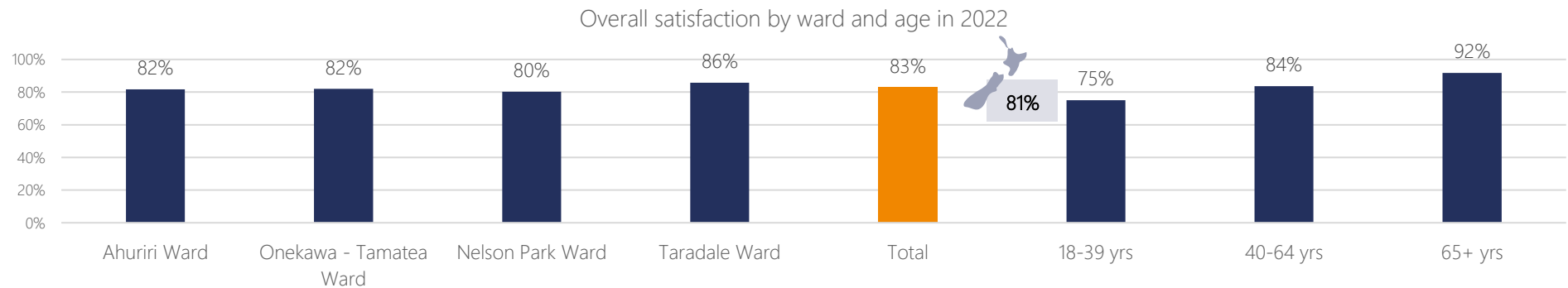
# CORE SERVICES

Community and visitors experience – parks and reserves



- Community facilities remained the most satisfactory aspects of life in Napier for local residents; collectively representing the top four highest rated services/facilities in 2022.
- Parks and reserves** were one of the highest rated facilities, with 83% satisfaction in 2022.

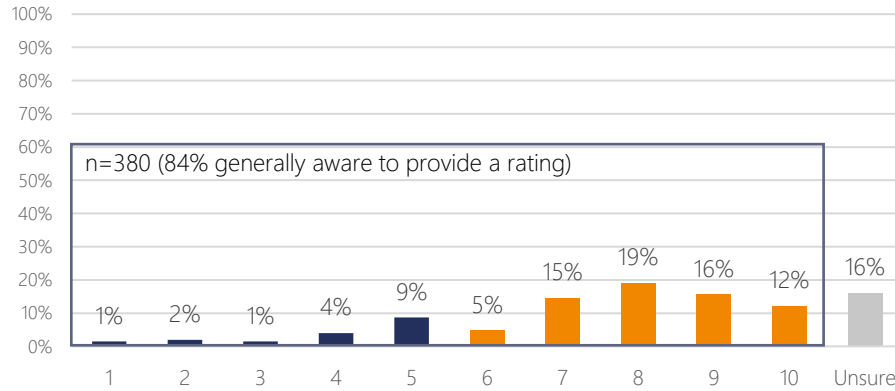
- Satisfaction differed significantly by age, with younger (18-39) residents less satisfied with parks and reserves overall – although the majority (75%) were still satisfied. This was the joint-highest rated service for younger residents in 2022 (together with sports fields).



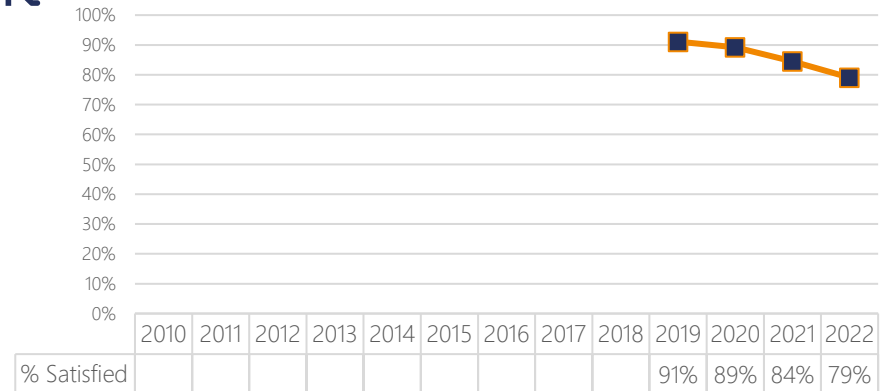
# CORE SERVICES

## Community and visitors experience – playgrounds

All ratings 2022



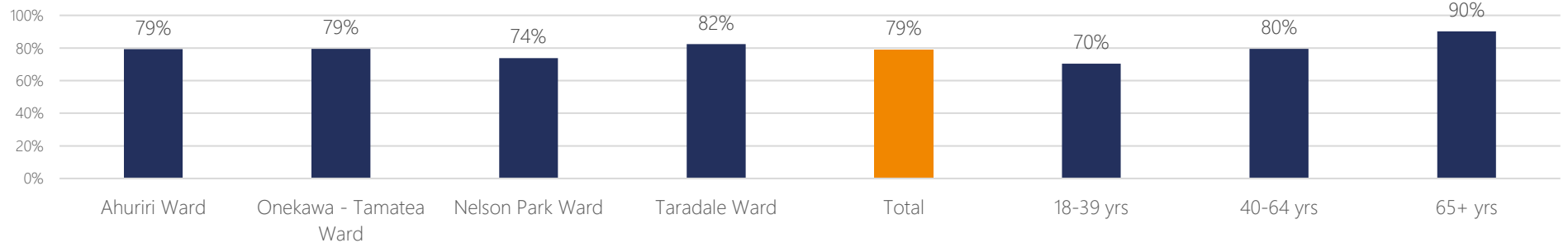
% Satisfied over time



- Playgrounds were the fifth-highest rated services/facilities, with 4-in-5 residents (79%) satisfied in 2022; similar to 84% in 2021 but down compared to 2019-2020.

- Again, younger (18-39) residents were less satisfied with playgrounds overall – although the majority (70%) were still satisfied.

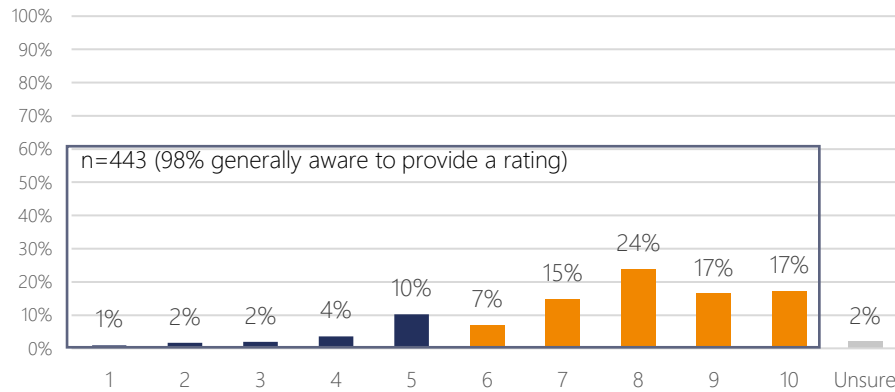
Overall satisfaction by ward and age in 2022



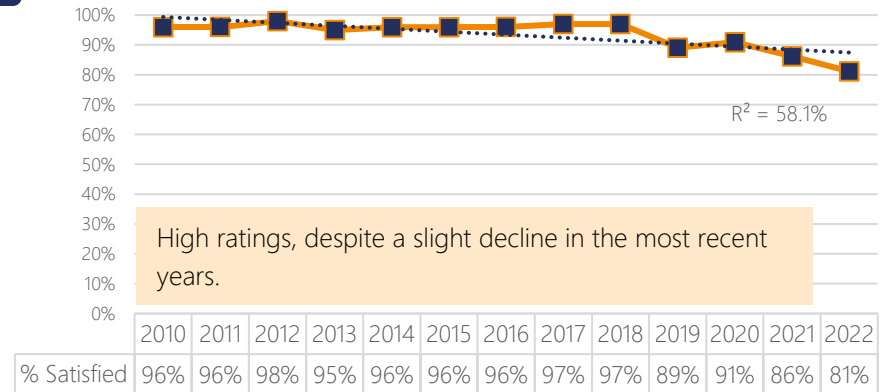
# CORE SERVICES

## Community and visitors experience – gardens

All ratings 2022

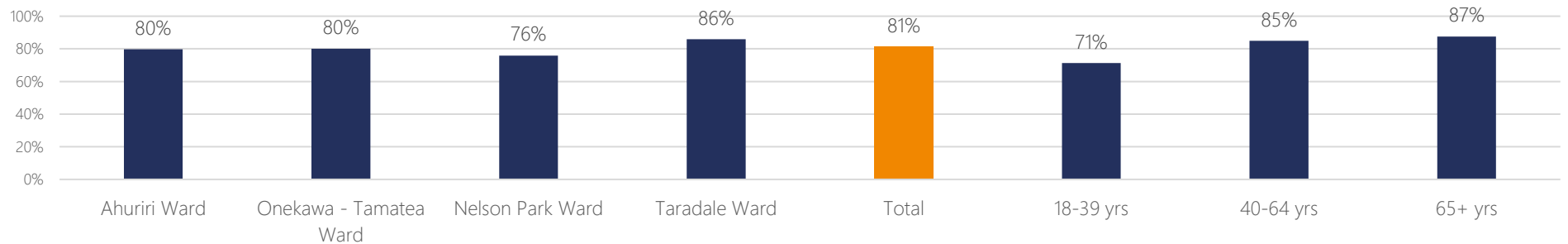


% Satisfied over time



- Satisfaction with **public gardens** (including street beds and trees) remained very high (81%) in 2022.
- This was the third-highest rated service/facility overall in 2022. However, overall satisfaction has shown signs of a slight decline in the most recent years.
- Satisfaction with gardens was higher among residents aged 40+, although still positively high among younger residents.

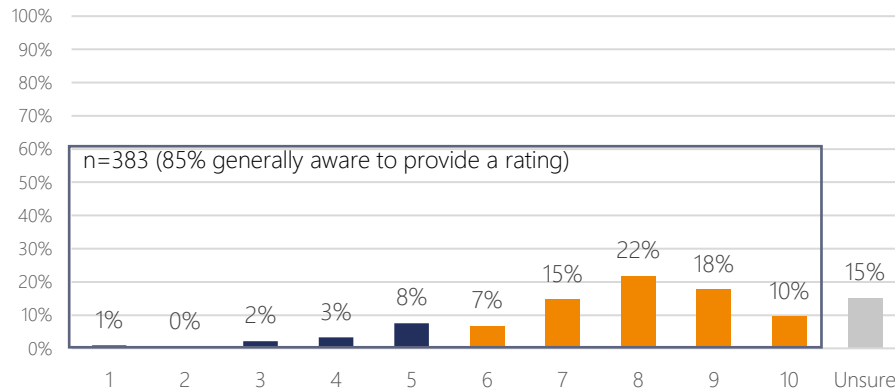
Overall satisfaction by ward and age in 2022



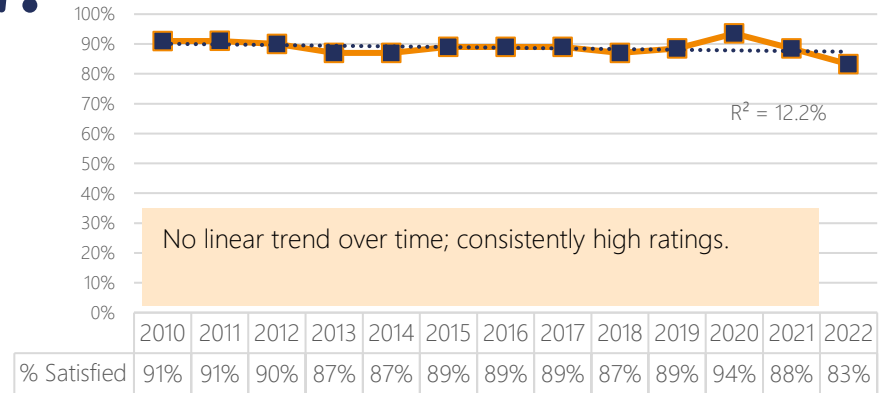
# CORE SERVICES

## Community and visitors experience – sports fields

All ratings 2022



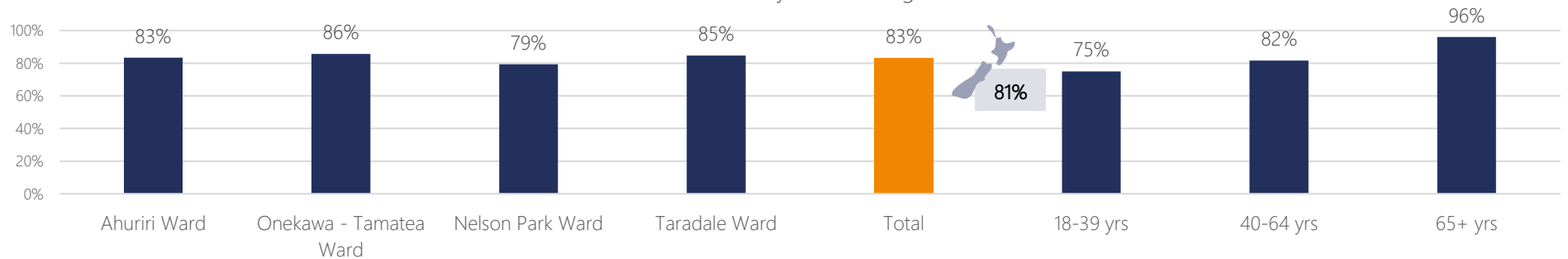
% Satisfied over time



- As in 2021, **sports fields** remained one of the highest rated service/facility overall in 2022. The vast majority (83%) of all residents were satisfied with these facilities.
- However, similar to other community areas and facilities, this satisfaction declined slightly in the most recent years.

- Satisfaction with sports fields was lower among younger residents (75%), although this was the joint-highest rated service for these residents in 2022 (together with parks and reserves).

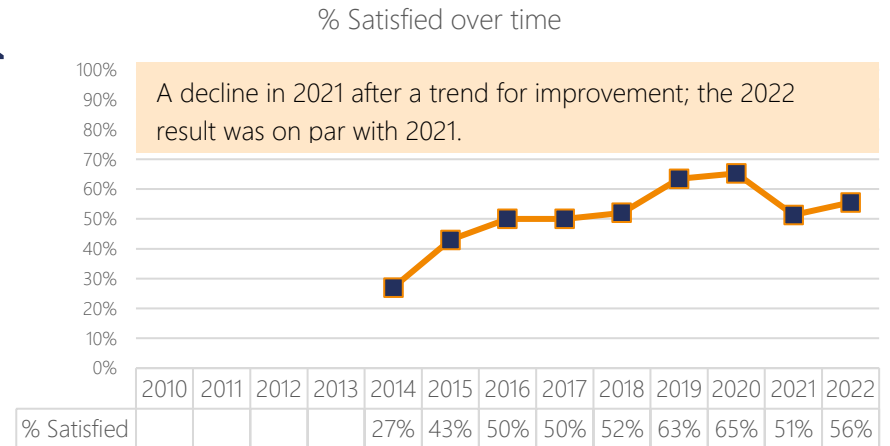
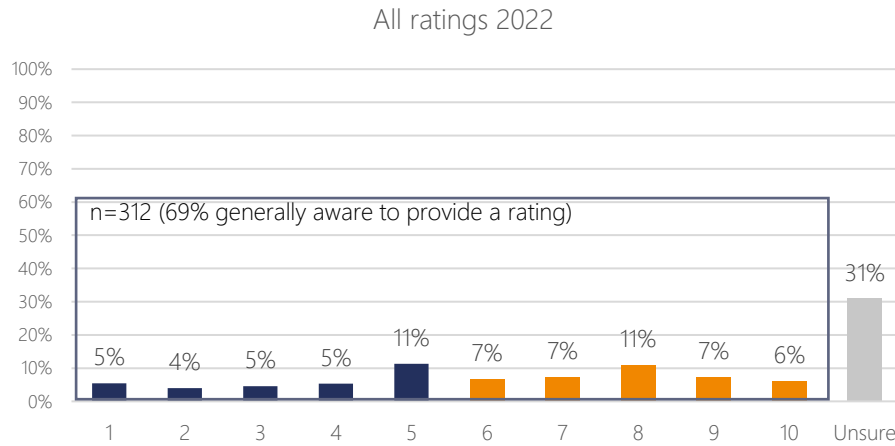
Overall satisfaction by ward and age in 2022





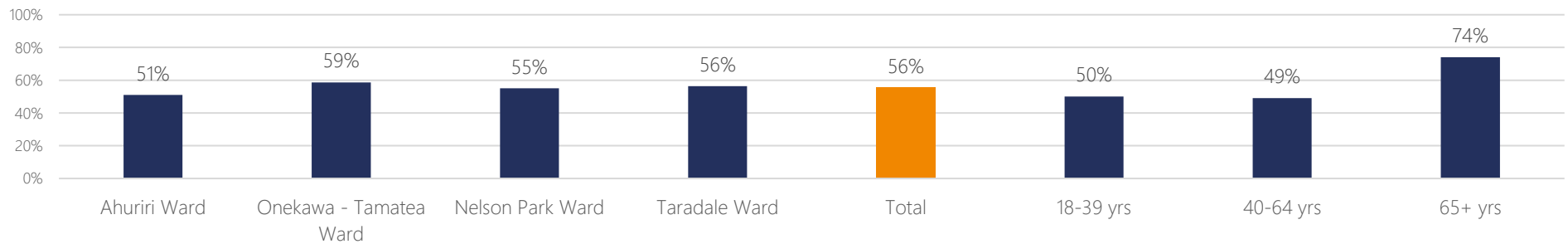
# CORE SERVICES

Community and visitors experience – museum



- 56% of residents were satisfied with the MTG in 2022 (similar to 2021).
- However, knowledge of the MTG was relatively low, with 1-in-3 residents (31%) unable to provide a rating.
- Satisfaction was lower among residents aged under 64 (50% on average), and males (47%).

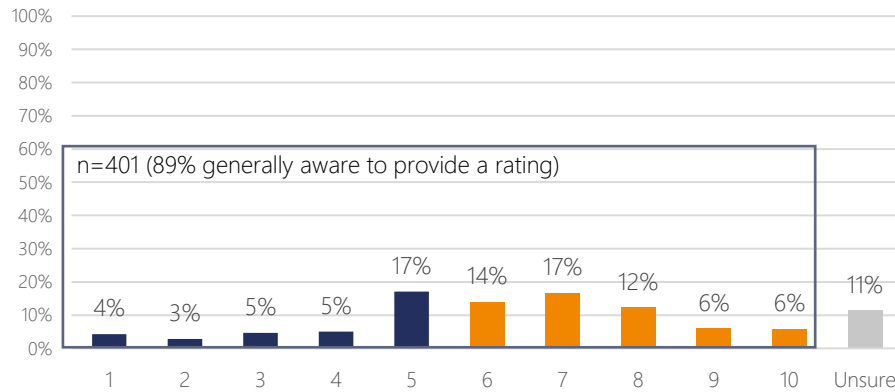
Overall satisfaction by ward and age in 2022



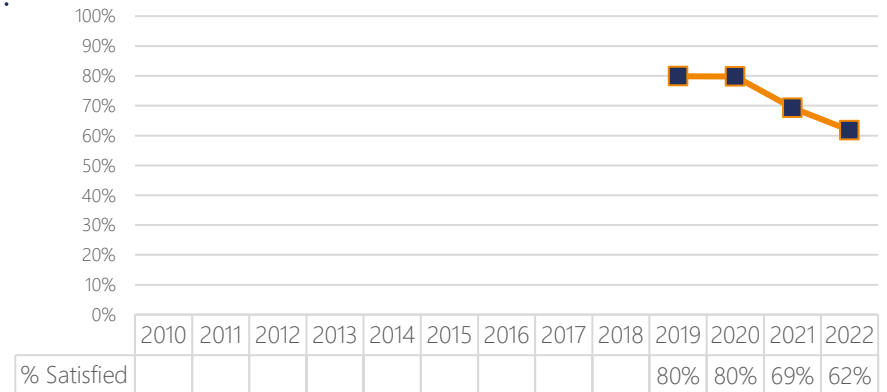
# CORE SERVICES

## Community and visitors experience – activities and events

All ratings 2022



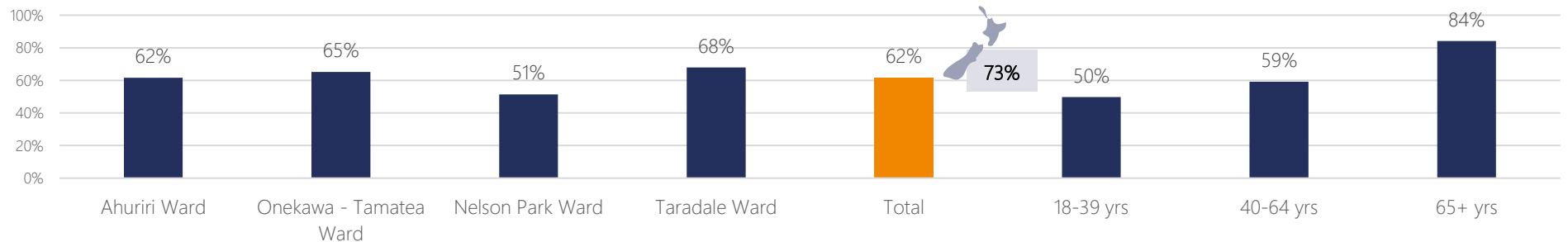
% Satisfied over time



- Perceptions of local events continued to be affected to some extent in 2022 by residual effects or concerns about the COVID-19 pandemic – several major local events were cancelled during the 2021 and 2022 years.
- Despite these circumstances, 62% of residents were satisfied with activities and events (down from 69% in 2021).

- The largest drop was recorded among residents aged 40-64 (59% in 2022, down from 72% in 2021).
- Māori residents were also less satisfied with local community activities and events.

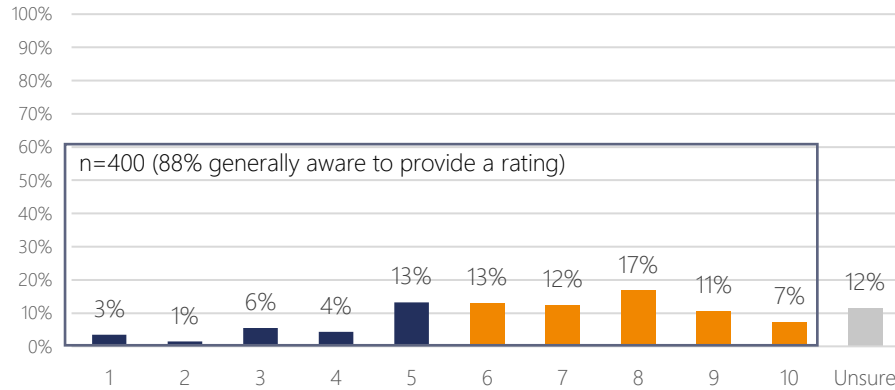
Overall satisfaction by ward and age in 2022



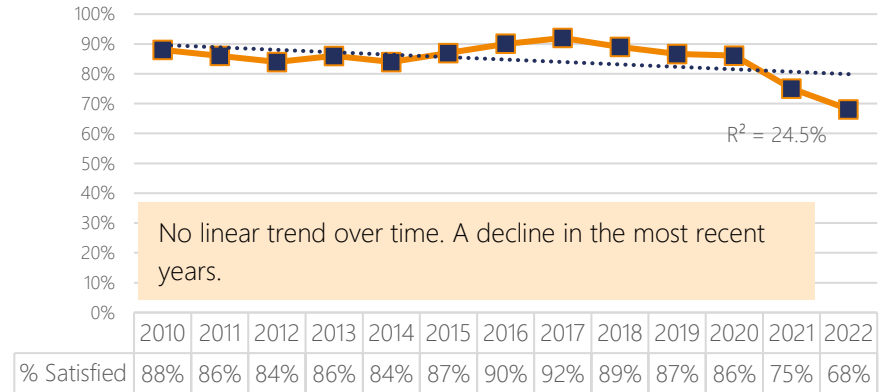
# CORE SERVICES

Community and visitors experience – tourism promotion

All ratings 2022



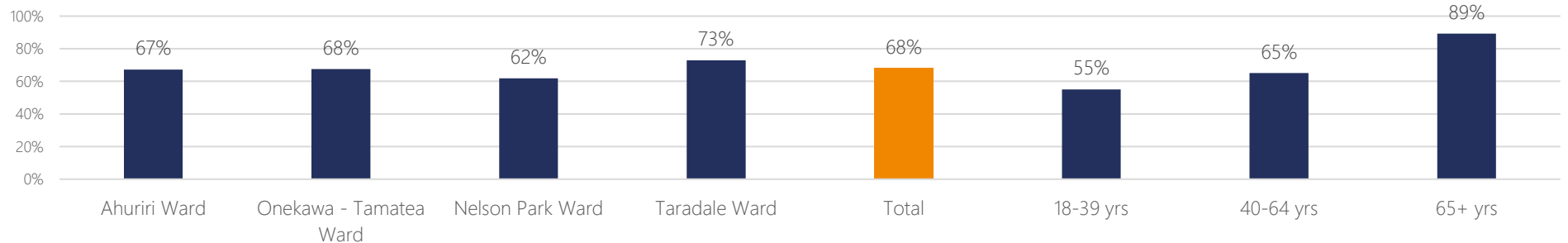
% Satisfied over time



- Considering the COVID-19 pandemic’s impact on tourism and related activities, satisfaction with **attracting visitors to the area** declined in the most recent years; nevertheless, 68% of respondents were satisfied with this in 2022.

- Tourism promotion was rated higher by New Zealand European residents (72%, compared to other ethnicity groups 47%), those aged 65+ (89%), home owners (71%, compared to renters 51%), and those living in Napier 10+ years (73%).

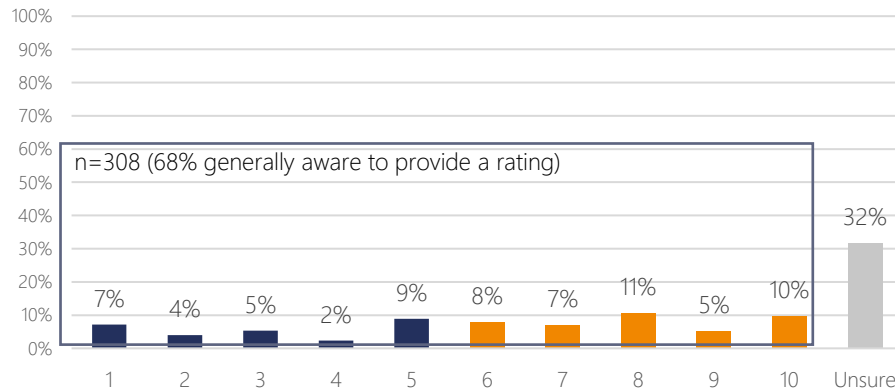
Overall satisfaction by ward and age in 2022



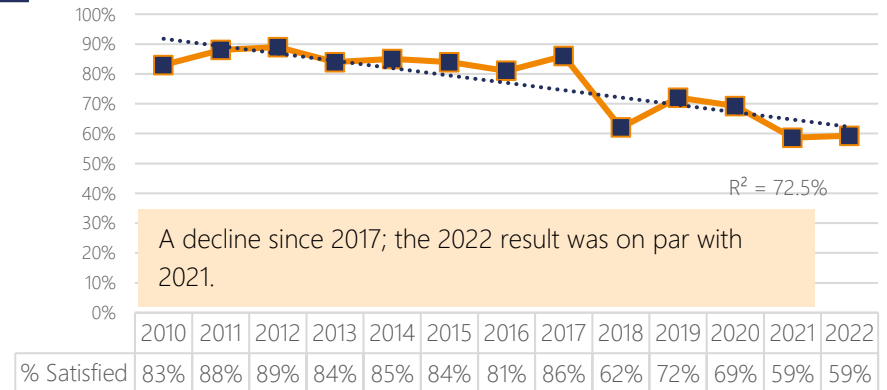
# CORE SERVICES

## Community facilities - libraries

All ratings 2022



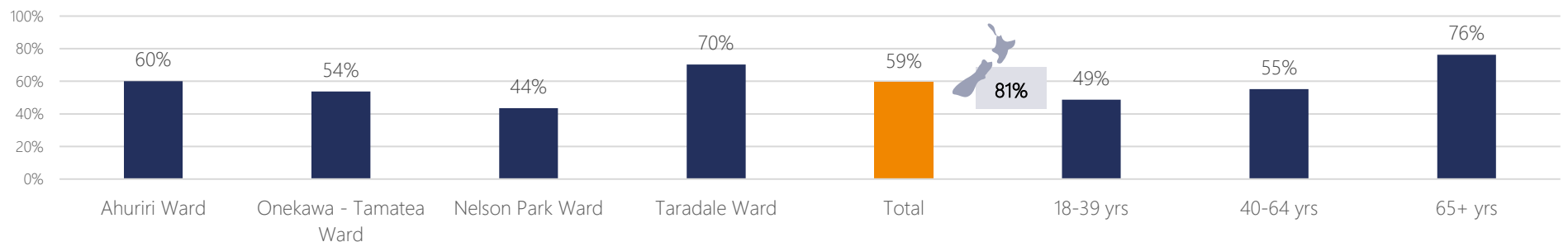
% Satisfied over time



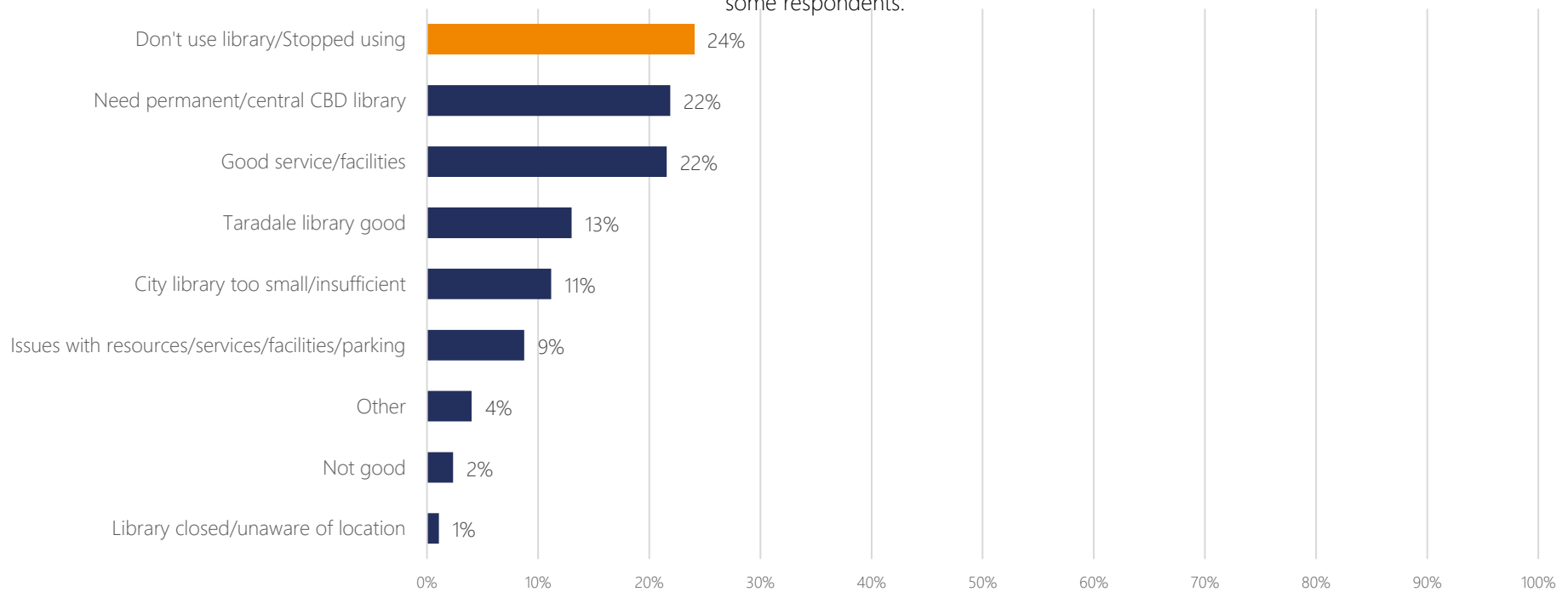
- Sentiment about **public libraries** has been affected in recent years by several events, notably: the relocation of the Napier library to the MTG; closure of libraries due to COVID-19; subsequent closure of the Napier library in 2021 due to MTG sprinkler works, and vaccine pass restrictions in 2022.
- Despite these conditions, 59% of residents were satisfied with public libraries in 2022 (similar to 2021).

- Possibly reflecting lower patronage, one-third of residents (32%) were unable to provide a rating.
- Satisfaction was higher among Taradale residents (70%), and those aged 65+ (76%).

Overall satisfaction by ward and age in 2022



**Libraries-related** open-ended comments sorted into categories ('No answers' removed). Totals may exceed 100% owing to multiple responses from some respondents.

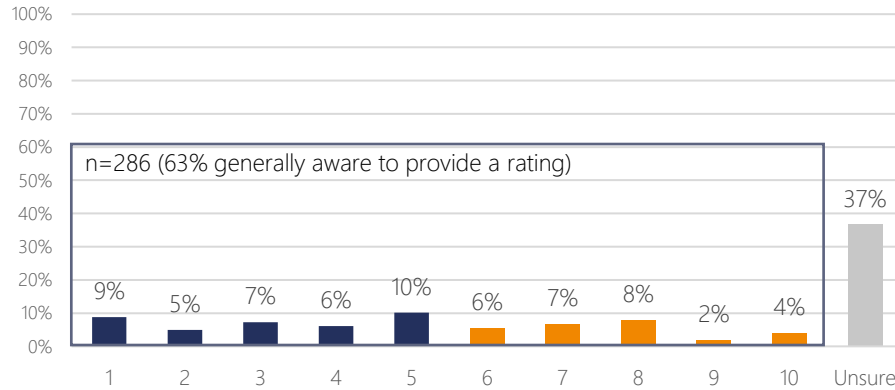


- 58% of residents provided library-related comments.
- Concerns about Napier CBD library continue to be reflected in provided verbatim comments, with the need for *'permanent/central CBD library'*.
- Taradale library continued to receive positive feedback.

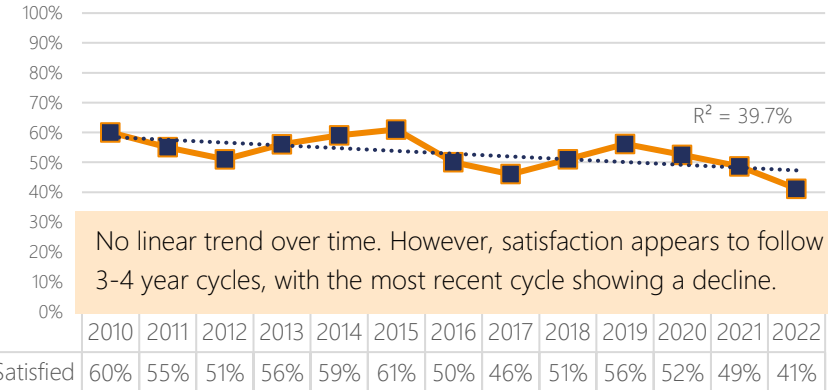
# CORE SERVICES

## Community facilities – swimming pools

All ratings 2022

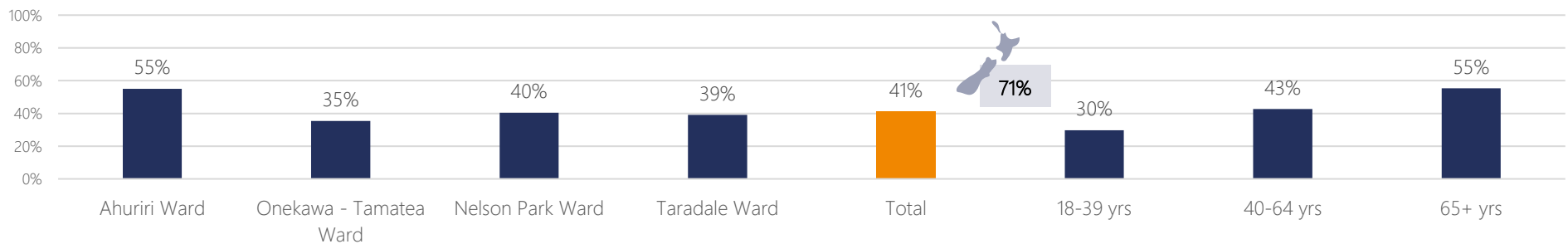


% Satisfied over time

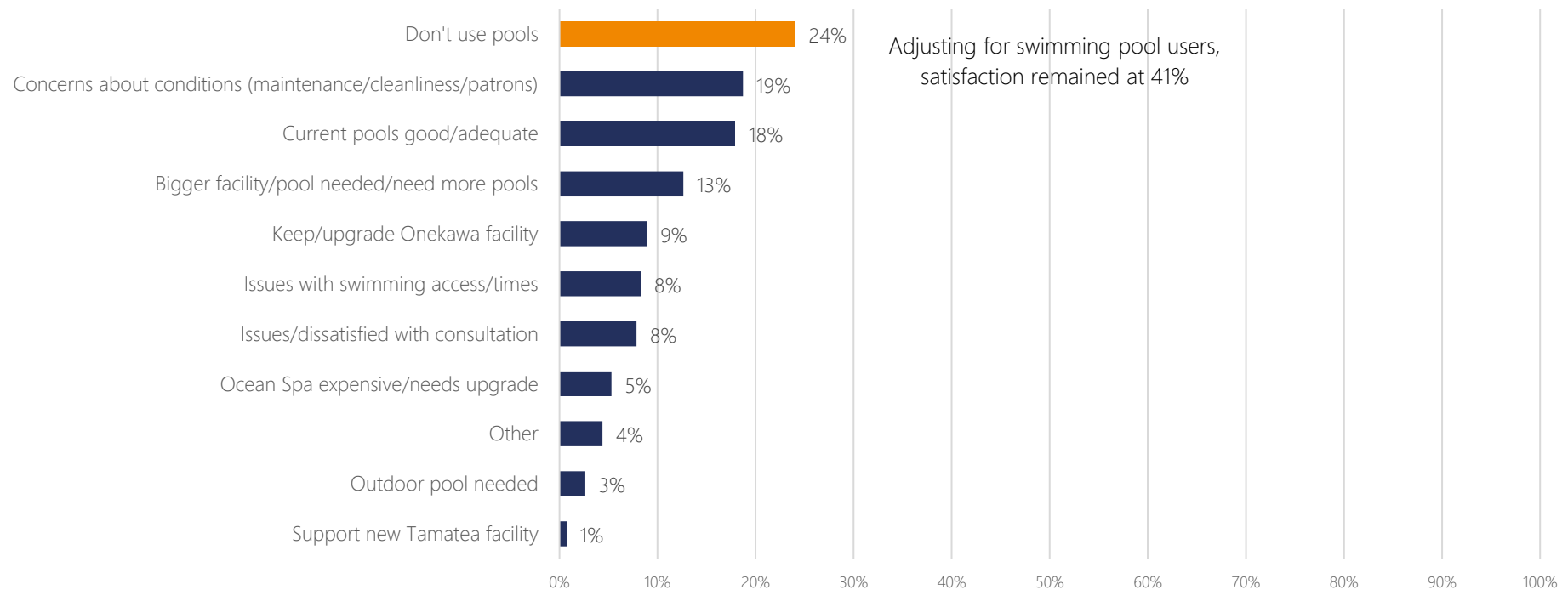


- Napier's **swimming pool** facilities remain one of the lowest ranked services – third lowest overall in 2022.
- 41% of respondents were satisfied with swimming pools in 2022 (down from 49% in 2021).
- The largest decline was observed among residents aged 18-39 (30% in 2022, down from 47% in 2021).
- Low patronage was again reflected in the high proportion (37%) unable to provide a rating.

Overall satisfaction by ward and age in 2022



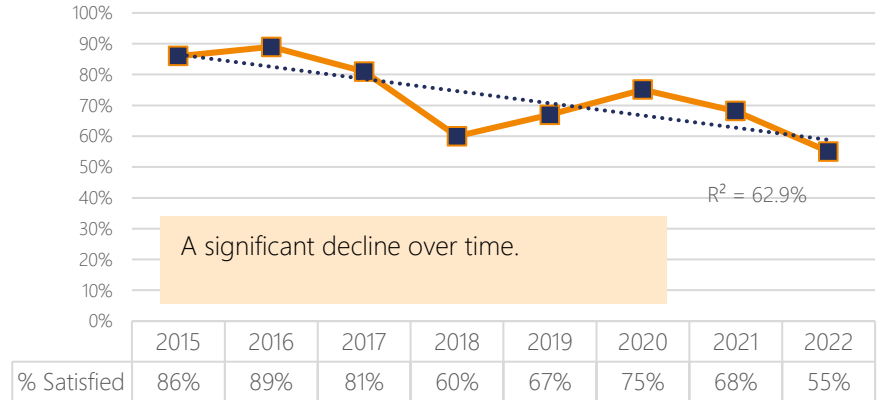
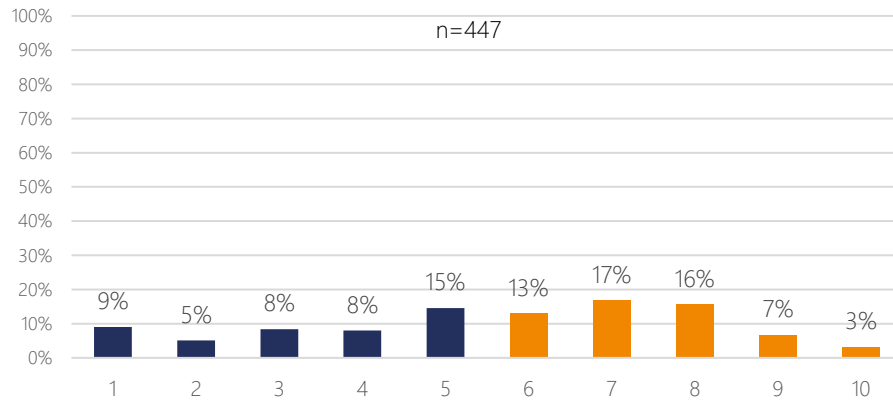
Swimming pool-related open-ended comments sorted into categories ('No answers' removed). Totals may exceed 100% owing to multiple responses from some respondents.



- 57% of residents provided swimming pool-related comments; 24% of these comments stated 'Don't use pools'. Usage may, in part, be affected by COVID-19 impacts or concerns.
- 1-in-5 (19%) expressed general concern about swimming pool conditions (e.g. maintenance, perceived cleanliness).
- Among the least satisfied respondents (aged under 40), swimming pool conditions were also a concern (32%), followed by 'Bigger facility/pool needed/need more pools' (23%), and 'Current pools good/adequate' (21%).

# OVERALL PERFORMANCE

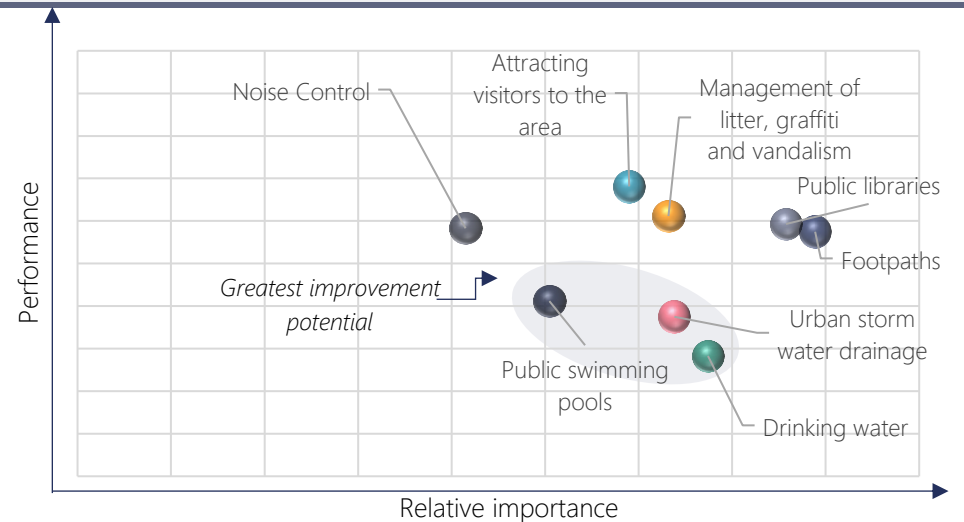
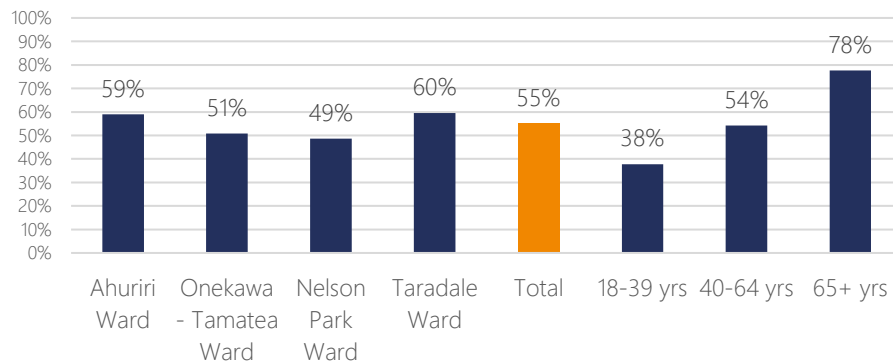
## Overall satisfaction with Council's performance



- Consistent with overall community sentiment, overall satisfaction with Council's performance declined in 2022, and was lowest recorded to date (55%).
- Although satisfaction increased with age, all three age groups showed a decline in 2022 to some degree. Similar to overall findings, younger residents were least satisfied with Council's performance (38%).

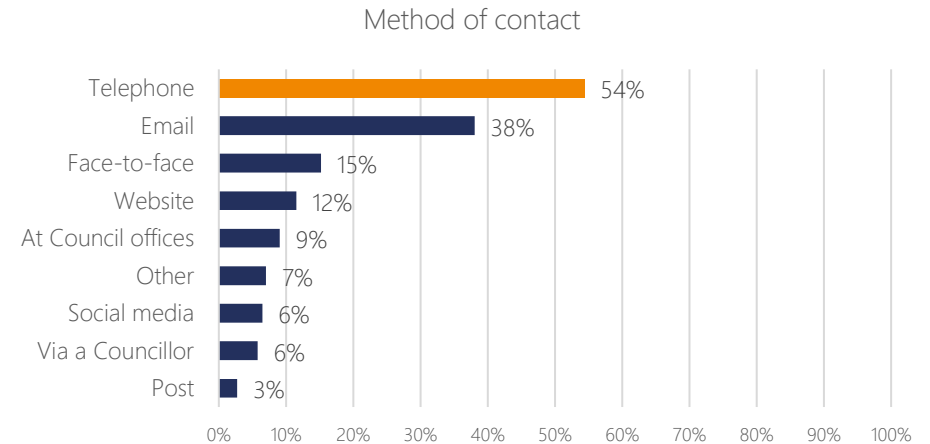
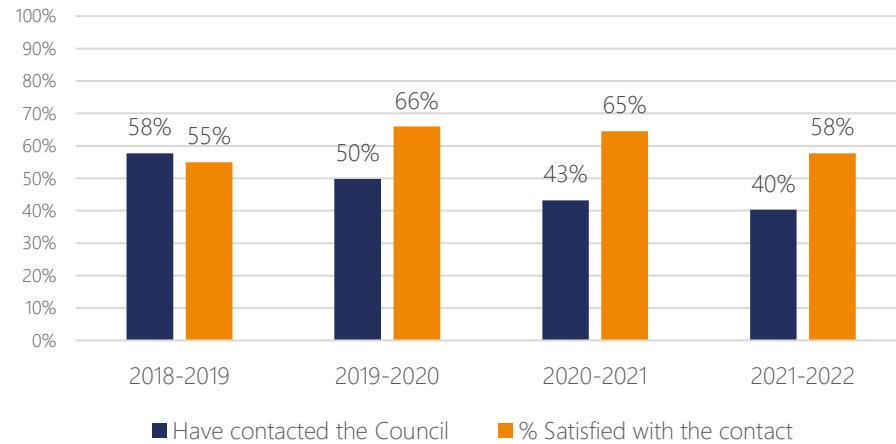
- Of all services surveyed, 8 contributed significantly to overall satisfaction; demonstrating the broad range of needs and experiences residents consider when evaluating overall Council efficiency. Assessing relative importance of these services against measured performance, drinking water, stormwater and swimming pools represented the greatest improvement potential in 2022.

Overall satisfaction by ward and age in 2022





# COUNCIL CONTACT AND COMMUNICATION



- 40% of residents stated they had contact with the Council in 2022 (similar to 43% in 2021).
- Residents aged under 65 were more likely to have contact with the Council.
- Of those having contact, the most prevalent method remained telephone (54%), similar to 2021. Email remained an important channel (38%), especially among younger residents (48%).
- Satisfaction with Council contact and communication declined slightly (58%, down from 65% in 2021), though consistent with 2018-19 levels.
- Social media (58%) remained the preferred method of communication with the Council (similar to 2021). Younger residents (18-39) emphasised social media (78%), whereas older residents (65+) preferred traditional printed newspapers (40%) and flyers in the mail (36%).

