



Palmerston North Annual Residents' Survey 2021/2022

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Background, Objectives and Method

Background

The Palmerston North City Council has an ongoing need to measure how satisfied residents are with resources, facilities and services provided by the Council and to prioritise improvement opportunities that the community will value.

Research objectives

- To provide a robust measure of satisfaction with the Council's performance in relation to service delivery
- To determine performance drivers and assist the Council to identify the best opportunities to improve satisfaction further, including satisfaction among defined groups within the city
- To establish perceptions regarding organisational reputation, including how competent the Council is perceived to be and the affinity residents have developed for the Council
- To assess changes in satisfaction over time and measure progress towards the Council's 10 Year Plan (long-term plan) objectives and strategic direction.

Method

- A mixed-method of data collection was used, consisting of a postal invitation to an online survey, with a hard copy survey back up. Sample selection was based on a random selection from the Electoral Roll. This practice ensures that all population sectors have an equal chance of selection and thus minimises bias.
- In 2021 – 2022 data collection was managed quarterly from 26 July 2021 to 3 May 2022: Q1 n=130; Q2 n=120; Q3 n=127; Q4 n=128. An additional response was submitted after data collection has closed. The total number of responses collected over the 2021/2022 reporting period was 506.
- Post data collection, the sample was weighted to align with known population distributions for the Palmerston North City Council area, as per the Census 2018 results, based on age, gender and ethnicity (see Sample Profile, page 68).
- The sample has an expected 95% confidence interval (margin of error) of $\pm 4.35\%$. The margins of error associated with subgroups may be larger than this as the results become less precise as the sample size shrinks. Thus, outcomes derived from particularly small sample sizes should be read with caution.

Notes

Due to rounding, percentages may add to just over or under (+/- 1%) totals.



Executive summary

Key Findings

2022 has been a challenging year for most territorial authorities. For Palmerston North City Council there are several points that need to be taken into consideration when viewing the results:

1. Omicron outbreak has impacted Council’s services across the city. Staff shortages that affected both Council staff and contractors, affected areas that include, but not limited to response to requests (e.g. enquiries, animal control and others), roading and rubbish collection.
2. Vaccine mandates and different alert level / traffic lights system that limited residents using some of the Council’s services and facilities.
3. Use of facilities services was restricted by the alert levels / traffic light system / gatherings numbers.
4. Most local governments that we conduct Annual Residents’ Satisfaction surveys for have recorded a decrease in overall satisfaction, as well as perception of services and facilities and image and reputation measures.

There has been a decline and often a significant decline across most of the performance measures of Palmerston North City Council. Parks, reserves and green spaces, as well as public community facilities remain the highest performing areas.

Looking at the reputation benchmark in 2022 (+67) compared with +80 in 2021 and reputation profile with 51% of ‘Sceptics’ there is a dissatisfaction with the Council leadership and lack of support for Council.

The key priorities for the Council include Value for money, and perception of Council reputation measures that include Leadership, Trust and Financial management. Another priority to focus on is Roothing.

Verbatim comments left by the respondents indicate that low awareness and general disagreement with how rates are spent, as well as not enough effort from Council to consult public before making financial decisions.

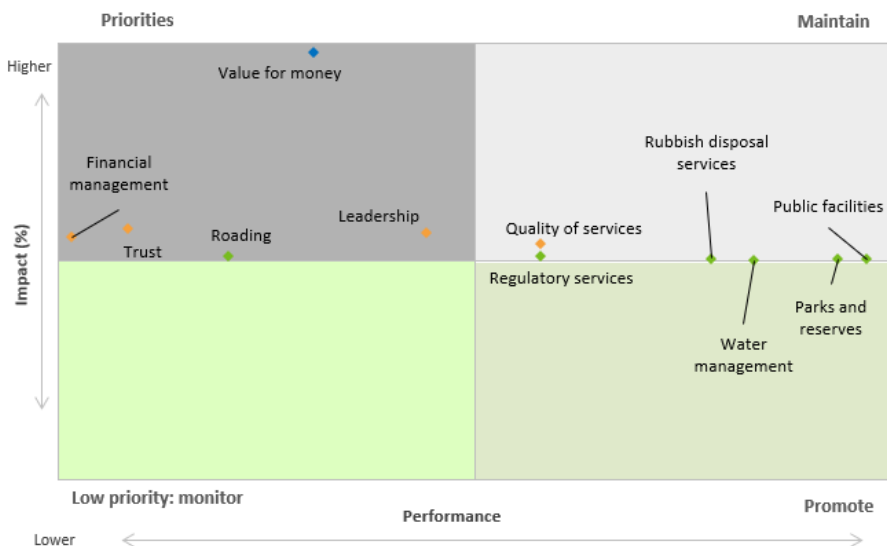
Road maintenance is an area that was commented the most by the respondents over the past year. Some of the issues cited were better maintenance, as well as ensuring that roading infrastructure can keep up with the growing population to accommodate traffic.

Except for Roothing perception of other Services and facilities need to be maintained.

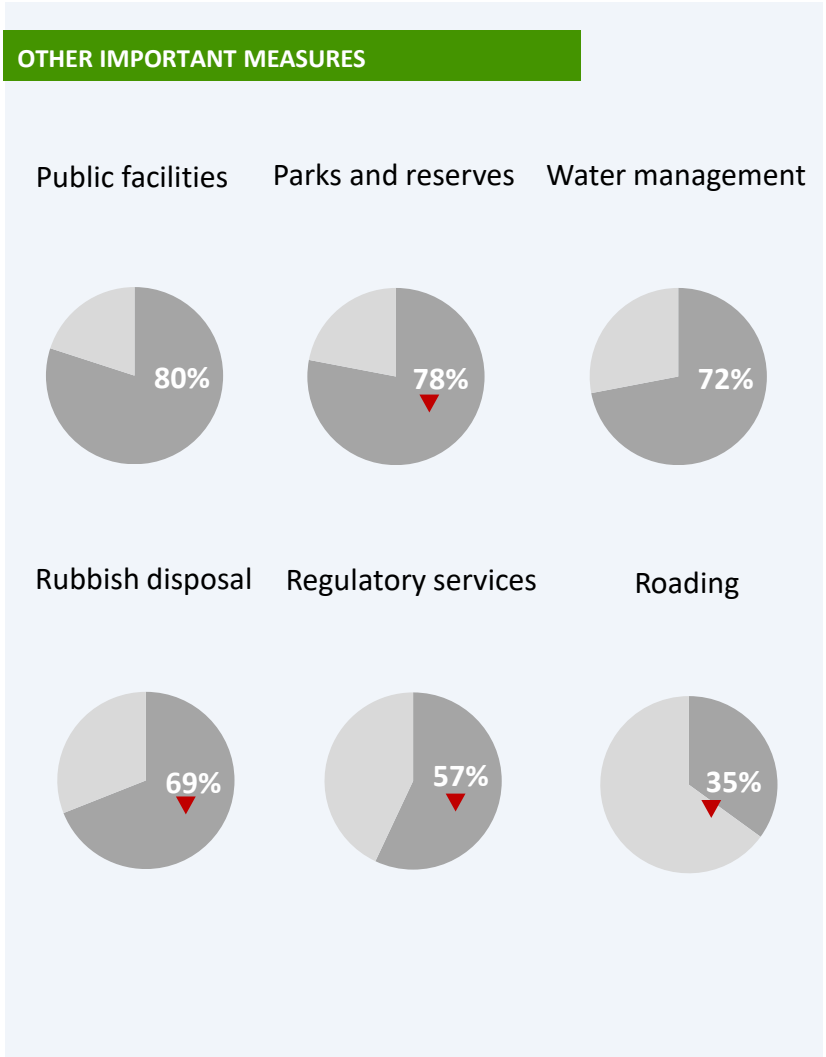
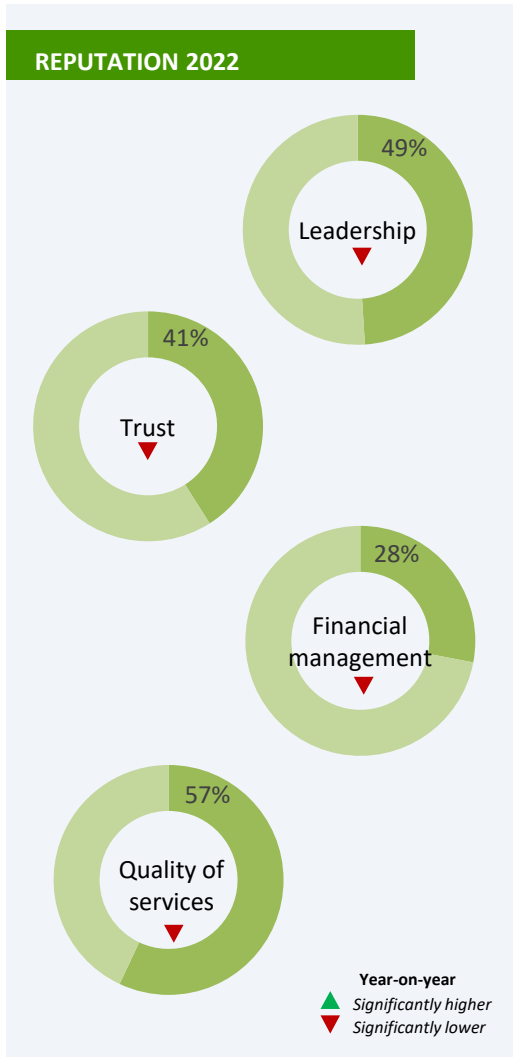
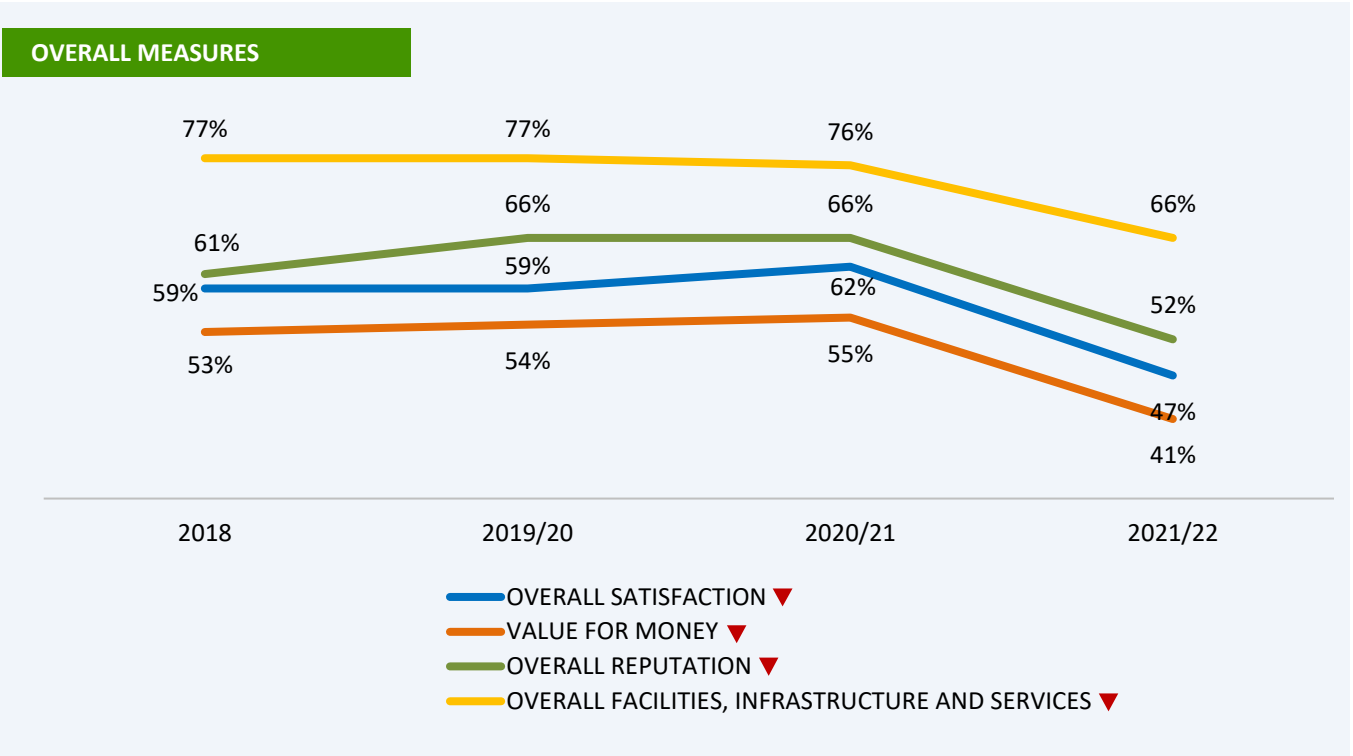
Satisfaction with Outdoor and public facilities remains high, even though there has been a year-on-year significant decline.

Some opportunities for these areas include:

- ✓ Better maintenance of stormwater to avoid flooding



Summary of key performance indicators



Areas of best and worst performance



Areas of best performance (% Satisfied, 7 to 10)

1. Parks, reserves and green spaces (82%)
2. Public libraries (82%)
3. Quality of life (82%)
4. Water supply (80%)
5. Kerbside rubbish and recycling collection (78%)

*These are the areas with the largest proportion of satisfied customers.



Areas of worst performance (% Dissatisfied, 1 to 4)

1. Roads throughout the city (excluding state highways) (40%)
2. Availability of parking in the city (32%)
3. Ease of moving around the city (31%)
5. Litter control (18%)

*These are the areas with the largest proportion of dissatisfied customers.

- Best performance shows areas with the highest satisfaction/good scores, % 7 to 10
- Worst performance shows areas with the highest dissatisfaction/poor scores, % 1 to 4

Trends in overall measures and reputation (% 7-10, excluding don't know)

	Overall measures	% point increase / decrease (2022-2021)	Percentage of respondents satisfied, or very satisfied			
			2022	2021	2020	2019
OF2_6	Overall satisfaction with public facilities	-4%	80%	84%	84%	84%
IW1_4	Overall satisfaction with water-related infrastructure	-5%	72%	77%	72%	76%
RD1_5	Overall satisfaction with rubbish disposal services	-7% ▼	69%	76%	76%	76%
PRO2_7	Overall satisfaction with the city's parks, reserves and open spaces	-8% ▼	78%	86%	86%	83%
RM1_5	Overall satisfaction with regulatory services	-10% ▼	57%	67%	61%	64%
OVLFS1_1	Overall satisfaction with facilities, infrastructure and services	-10% ▼	66%	76%	77%	77%
ID1_7	Overall satisfaction with roading-related infrastructure	-13% ▼	35%	48%	46%	53%
OV1_1	Overall value for money	-14% ▼	41%	55%	54%	53%
OVS1_1	Overall satisfaction with the Palmerston North City Council	-15% ▼	47%	62%	59%	59%

	Governance and reputation	% point increase / decrease (2022-2021)	Percentage of respondents satisfied, or very satisfied			
			2022	2021	2020	2019
SEN1	Overall quality of your life	-	82%	-	-	-
SEN2_1	You're confident that the City is going in the right direction	-	59%	-	-	-
LS5_1	Customer service (being simple and easy to interact with)	-3%	72%	75%	70%	70%
LS1_1	Tourism and visitor promotion for Palmerston North	-7%	45%	52%	49%	50%
LS1_4	Promotion of working and living in Palmerston North	-8% ▼	43%	51%	47%	45%
LS3_2	The availability of information from the Council	-8% ▼	49%	57%	55%	55%
LS1_2	Council funding and support for community groups	-10% ▼	45%	55%	53%	50%
LS3_3	Your opportunities to have a say in Council decision making	-11% ▼	35%	46%	44%	42%
REP1_2	Trust	-12% ▼	41%	53%	51%	46%
LS2_2	Performance of Council staff	-14% ▼	51%	65%	61%	56%
LS2_1	Performance of the Mayor and Councillors	-14% ▼	47%	61%	58%	54%
LS3_4	The ease of having a say in Council decision making	-15% ▼	26%	41%	35%	36%
REP1_1	Leadership	-16% ▼	49%	65%	62%	55%
REP1_4	Quality of services provided by the Council	-16% ▼	57%	73%	68%	65%
REP1_3	Financial management	-16% ▼	28%	44%	39%	40%

NOTES:

- Sample: 2019 n=800 ; 2020 n=476 ; 2021 n=437; 2022 n=506.
- Excludes don't know responses.

▲ Year-on-year Significantly higher
▼ Significantly lower

Trends in satisfaction (% 7-10, excluding don't know)

	Other measures	% point increase / decrease (2022-2021)	Percentage of respondents satisfied, or very satisfied			
			2022	2021	2020	2019
PE1_1	Number and range of free public events	-	60%	-	-	-
OF2_1	Conference and Function Centre	5%	58%	53%	60%	63%
RM1_1	Control of roaming dogs	1%	63%	62%	64%	65%
ID1_2	Footpaths throughout the city	-	47%	47%	52%	51%
ID1_3	Street lighting throughout the city	-	63%	63%	60%	64%
OF2_2	Central Energy Trust Arena	-	68%	68%	68%	70%
IW1_3	Sewerage system	-1%	75%	76%	80%	78%
RD1_3	Green waste drop-off points, transfer stations and recycling	-2%	69%	71%	72%	73%
OF2_4	Regent Theatre	-3%	77%	80%	78%	82%
OF2_7	Central Energy Trust Wildbase Recovery	-3%	70%	73%	71%	0%
OF2_3	Public libraries	-3%	82%	85%	84%	83%
OF2_5	Te Manawa, the Museum and Science Centre and Art Gallery	-4%	77%	81%	76%	80%
IW1_1	Water supply	-4%	80%	84%	82%	82%
RD1_2	Litter control	-4%	57%	61%	65%	64%
PRO2_1	Parks, reserves and green spaces	-6% ▼	82%	88%	82%	86%
PRO2_4	Walkways and shared pathways	-6% ▼	80%	86%	90%	84%
RD1_1	Kerbside rubbish and recycling collection	-7% ▼	78%	85%	84%	85%
ID1_4	Availability of parking in the city	-7% ▼	42%	49%	49%	55%
RD1_4	Cleanliness of the streets in general	-7% ▼	65%	72%	71%	71%
RM1_2	Control of barking dogs	-7% ▼	50%	57%	54%	56%
PRO2_2	Sportsfields and playgrounds	-8% ▼	73%	81%	71%	77%
ID1_5	Cycling in the city	-8% ▼	45%	53%	53%	50%
RM1_3	Control of noise	-9% ▼	53%	62%	60%	62%
IW1_2	Stormwater services (excluding stop banks)	-9% ▼	63%	72%	71%	66%
ID1_6	Ease of moving around the city at peak times	-9% ▼	36%	45%	41%	42%
PRO2_6	Public toilets	-10% ▼	53%	63%	52%	54%
RM1_4	Parking enforcement	-10% ▼	46%	56%	55%	58%
PRO2_5	Maintenance of cemeteries	-12% ▼	57%	69%	65%	62%
ID1_1	Roads throughout the city (excluding state highways)	-14% ▼	37%	51%	51%	56%
PRO2_3	Public swimming pools	-16% ▼	62%	78%	59%	68%

NOTES:

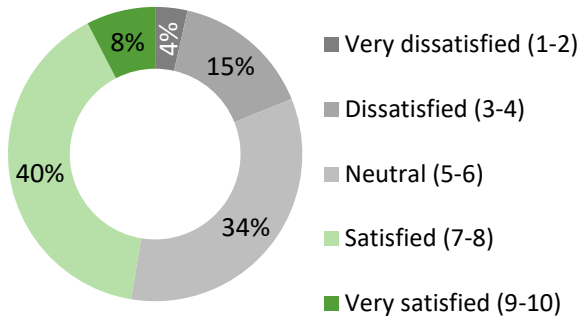
- Sample: 2019 n=800 ; 2020 n=476 ; 2021 n=437; 2022 n=506.
- Excludes don't know responses.

▲ Year-on-year Significantly higher
▼ Significantly lower

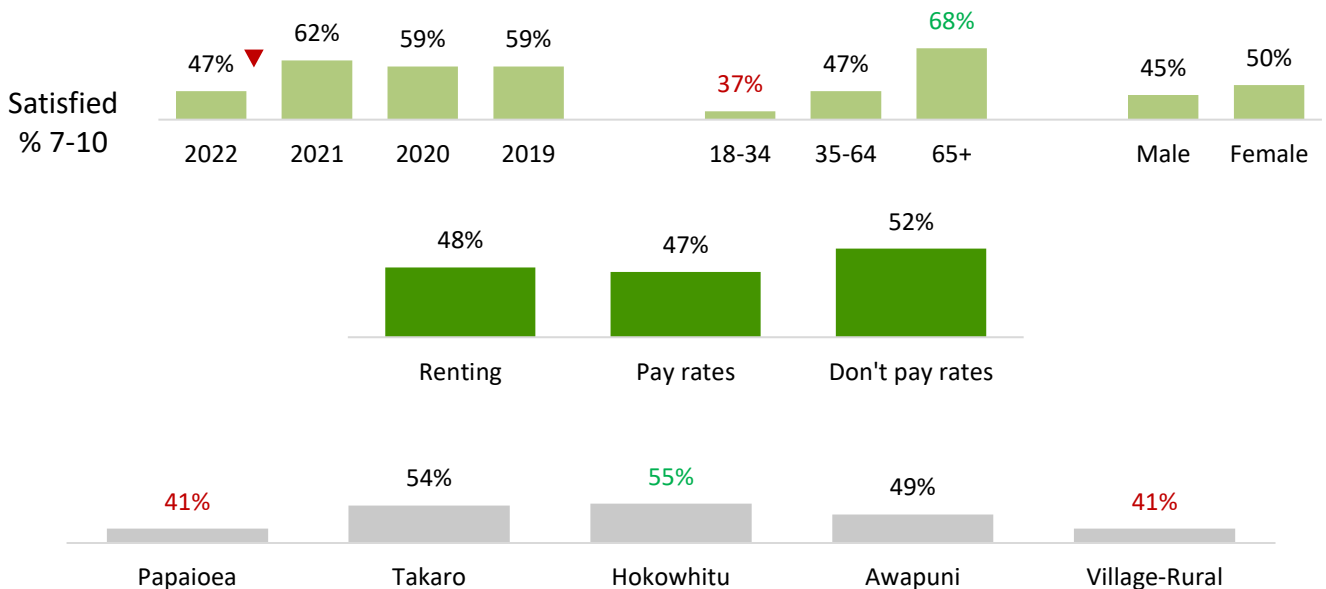


Overall satisfaction with the Council and perceptions of the city

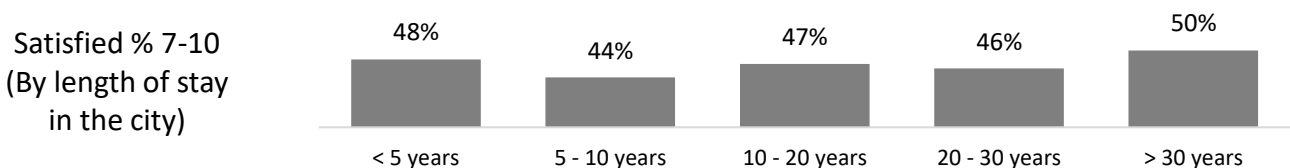
Overall performance



- Overall satisfaction with the Council's performance has significantly decreased over the past 12 months.
- Residents aged 65+ evaluate the Council's performance the highest (68%), which is consistent with 66% in 2021.
- However, residents aged 18-34 are least satisfied with a considerably smaller proportion rating overall performance 7-10.



- Residents from Hokowhitu ward are most likely to be satisfied with the Council's performance, especially when compared with those residing in Papaioea and Village-Rural.

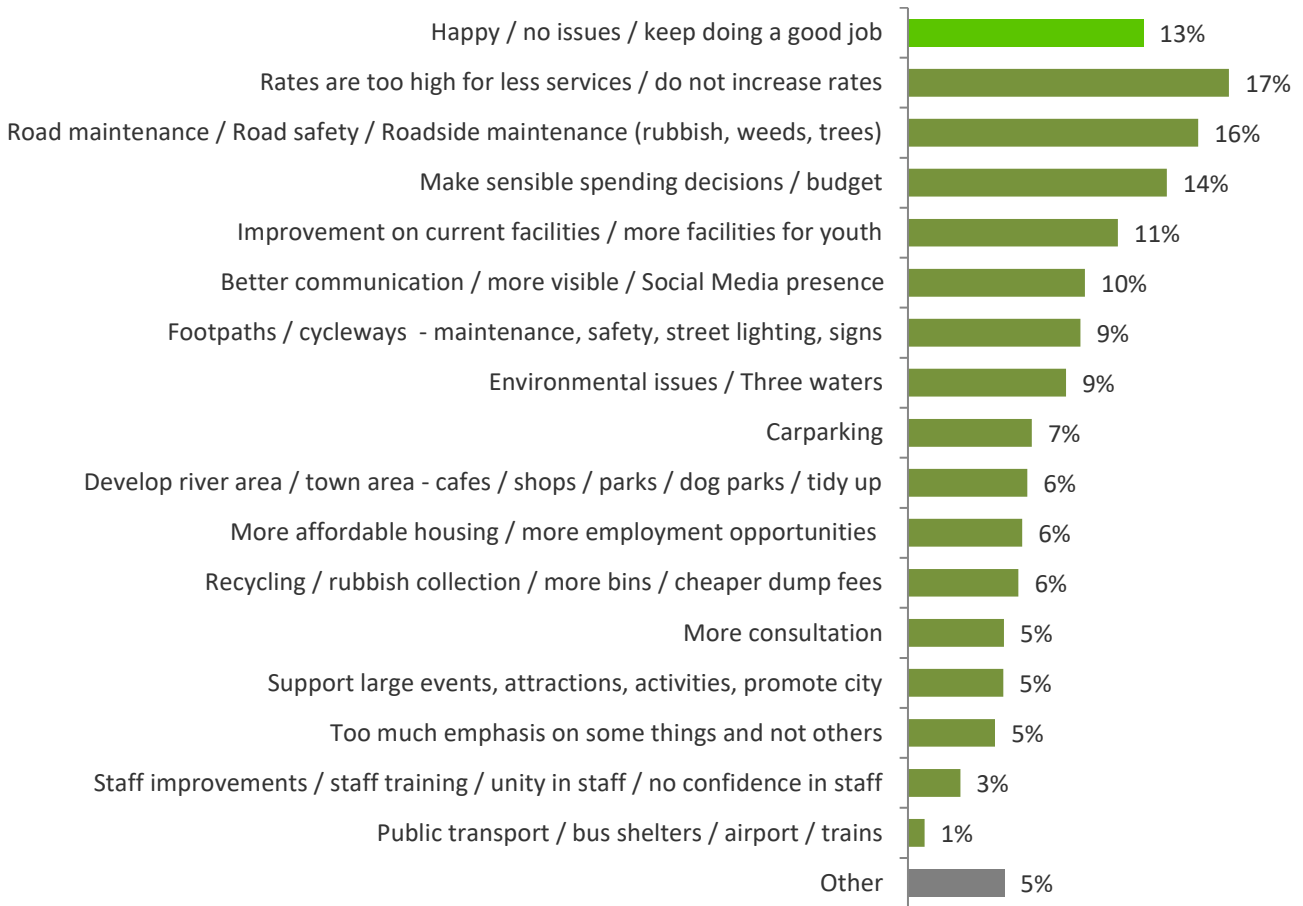


NOTES:

1. Sample: 2021 n=437; 2022 n=506; Excludes 'Don't know' responses
2. 18-34 n=171; 35-64 n=154; 65+ n=181;
3. Male n=246; Female n=260;
4. Māori n=71; All Others n=435;
5. Papaioea n=140; Takaro n=88; Hokowhitu n=140; Awapuni n=75; Village-Rural n=63;
6. Renting n=70; Pay rates n=399; Don't pay rates n=23;
7. Lived in PN <5 years n=76; 5-10 years n=51; 10-20 years n=101; 20-30 years n=114, >30 years n=161
8. OVS1. Considering all the services and infrastructure that the Palmerston North City Council provides, its leadership and the value you receive for the rates and fees that you pay. Everything considered, how would you rate your overall satisfaction with the Palmerston North City Council?

▲ **Year-on-year** Significantly higher
▼ **Year-on-year** Significantly lower
▲ **Between demographics** Significantly higher
▼ **Between demographics** Significantly lower

Comments on the Council’s performance and needed improvements throughout the city



- *Make Palmerston North more attractive and use the money to build things that actually shows economic growth rather than having the same things happening over and over again. At the moment there is no growth at all.*
- *Your rates are too high. As mentioned earlier what do dog registrations go towards? It's nonsense. Our rates are too high living in the CBD compared to a friend of ours in Milson.*
- *Take more action to ensure water remains clean and free from pollution. The Manawatū River is the most polluted in the Western hemisphere which is not acceptable.*
- *Perhaps they could be more up front with the general public. People mainly only have a need to contact them when there is some issue that is bothering them personally.*

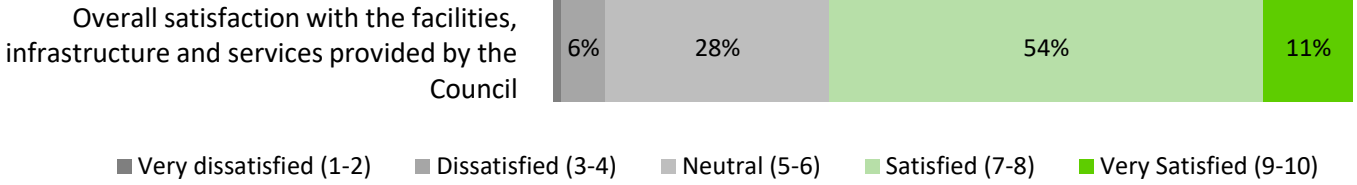


- *Keep looking ahead to ensure Palmerston North has the infrastructure to support the growth of our city with water, roads, housing, ease, and pace of resource consent.*
- *Very pleased with improvement to Memorial Park.*
- *I love what you do for the parks and walkways. These help with mental health of everyone whether they know it or not.*
- *Overall, it is good, but it is the little things that fall through the cracks, for example, roads, parking access and biking.*
- *Keep up the good work. I'm aware that other elected councillors in the past have passed on doing upgrading and now it's game on, don't let that be you for the future.*

NOTES:

1. Sample: 2022 n=506; Excludes 'Don't know' responses
2. OVS2. Do you have any other comments about the performance of the Palmerston North City Council or improvements that you would like to see made? n=208

Overall facilities, infrastructure and services



Scores with % 7-10	2022	2021	2020	2019	Māori	All others
Overall satisfaction with the facilities, infrastructure and services provided by the Council	66% ▼	76%	77%	77%	56% ▼	67% ▼

Scores with % 7-10	Papaioea	Takaro	Hokowhitu	Awapuni	Village-Rural
Overall satisfaction with the facilities, infrastructure and services provided by the Council	58% ▼	70%	70% ▼	68%	65%

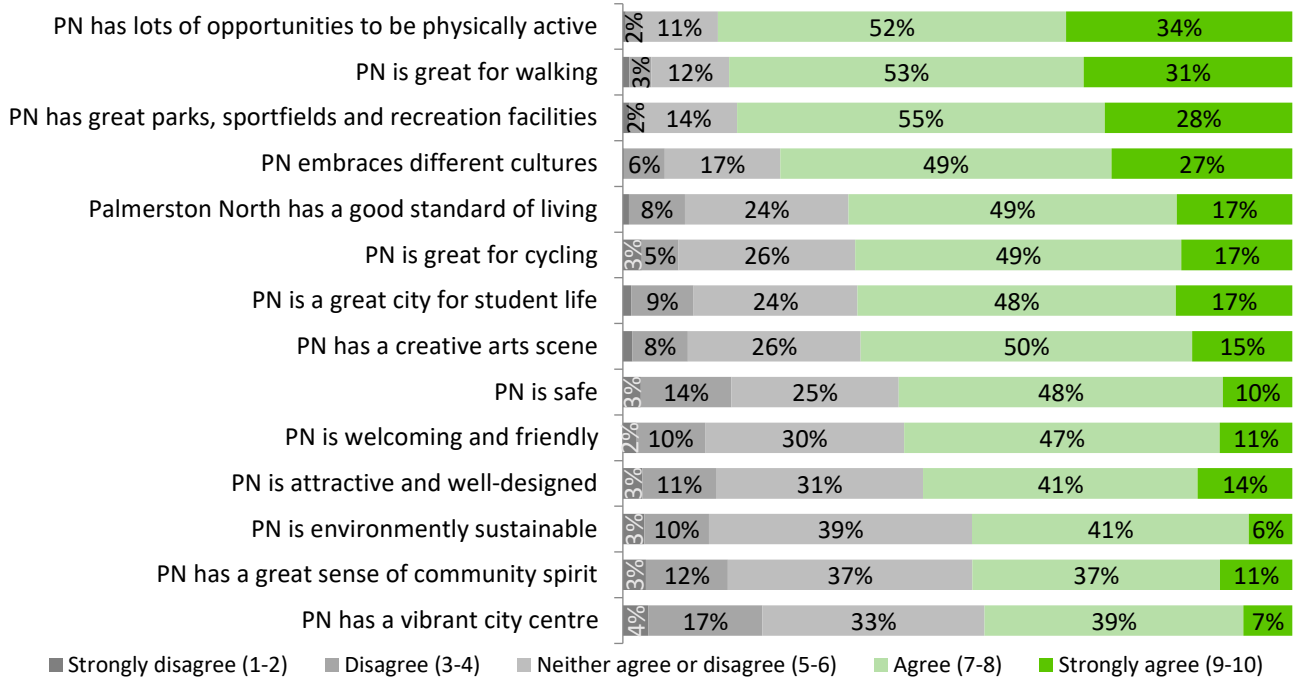
- Around two-thirds of Palmerston North residents (66%) are satisfied with the *overall facilities, infrastructure and services* provided and maintained by the Council.
- This is a significant decrease in satisfaction compared with the previous reporting period.
- However, proportion of dissatisfied residents remains consistent (6% in 2021 vs. 7% in 2022).
- Year-on-year decline is consistent across wards and ethnicities.

NOTES:

1. Sample: 2021 n=437; 2022 n=506; Excludes 'Don't know' responses
2. Māori n=71; All Others n=435;
3. Papaioea n=140; Takaro n=88; Hokowhitu n=140; Awapuni n=75; Village-Rural n=63;
4. OVLFS. When you think about all the facilities, infrastructure and services that the Palmerston North City Council provides, how satisfied are you overall with these?

▲ Year-on-year Significantly higher
▼ Significantly lower

Overall perceptions of Palmerston North

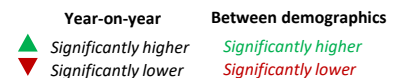


Scores with % 7-10	2022	2021	18-34	35-64	65+
PN has lots of opportunities to be physically active	86% ▼	91%	83% ▼	86%	91%
PN is great for walking	84%	87%	78% ▼	87%	89%
PN has great parks, sportsfields and recreation facilities	83%	85%	75% ▼	86%	90%
PN embraces different cultures	76% ▼	83%	64% ▼	81%	88%
Palmerston North has a good standard of living	66%	-	53%	70%	85%
PN is great for cycling	65% ▼	77%	58% ▼	68% ▼	72%
PN is a great city for student life	65% ▼	79%	51% ▼	71% ▼	83%
PN has a creative arts scene	64% ▼	74%	59% ▼	65% ▼	75%
PN is safe	59% ▼	70%	53% ▼	58% ▼	72%
PN is welcoming and friendly	58% ▼	67%	53% ▼	58% ▼	67% ▼
PN is attractive and well designed	55% ▼	64%	48% ▼	54% ▼	73%
PN is environmentally sustainable	48% ▼	61%	36% ▼	50%	68%
PN has a great sense of community spirit	48% ▼	58%	31% ▼	54%	62%
PN has a vibrant city centre	46% ▼	53%	41% ▼	45%	57%

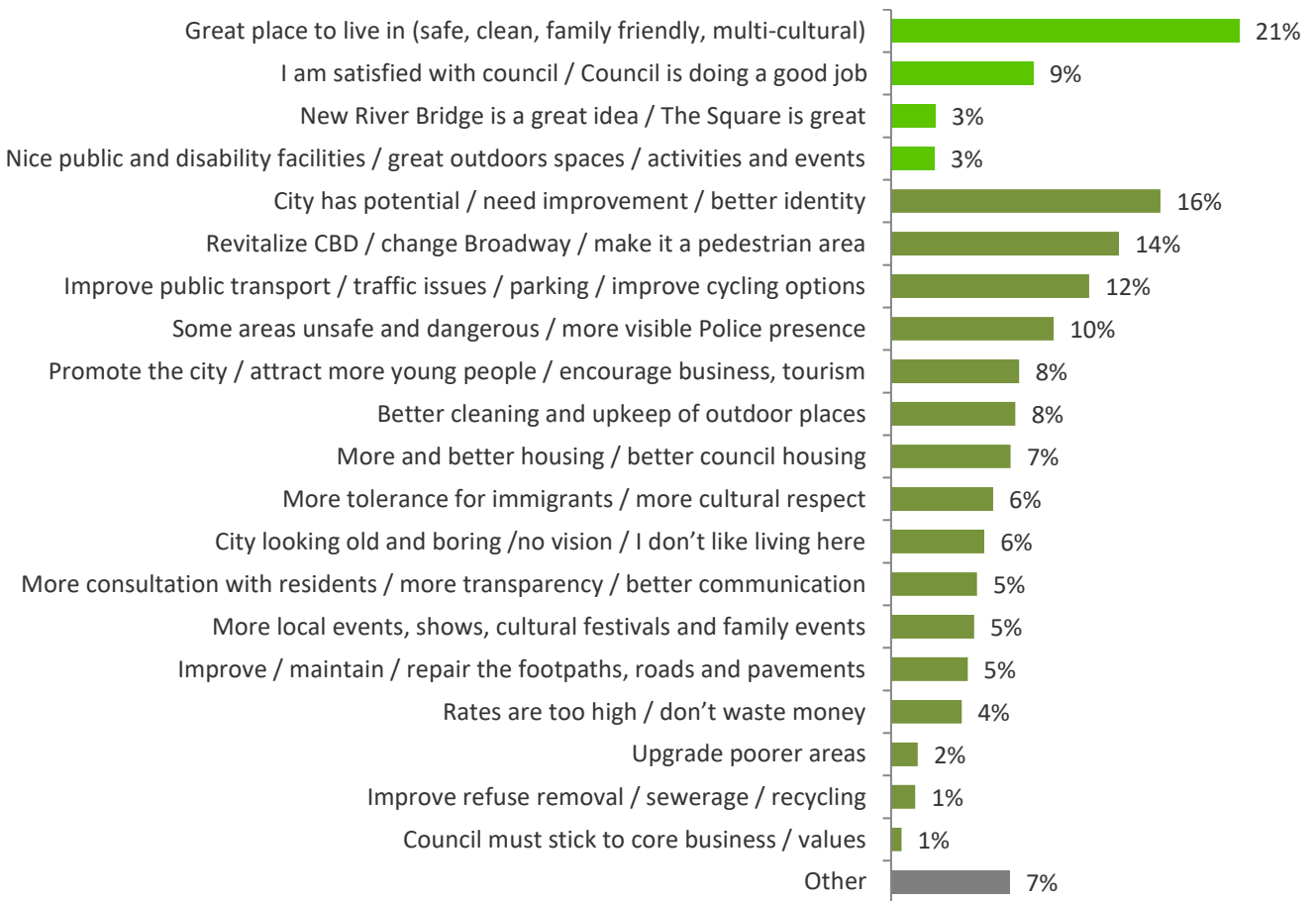
- Overall perceptions of Palmerston North have significantly decreased in most areas (those marked with red arrows) in the past 12 months. The perception shift is heavily influenced by the younger residents (aged between 18 and 34).
- The way older residents over 65 years perceive Palmerston North has not changed at all except for 'The city being welcoming and friendly'.

NOTES:

1. Sample: 2021 n=437; 2022 n=506; Excludes 'Don't know' responses
2. 18-34 n=171; 35-64 n=154; 65+ n=181;
3. PD1. Please indicate your overall perception of Palmerston North using the 1-10 scale where 1 means 'strongly disagree' and 10 means 'strongly agree'



General comments



- *There are a lot of thieves and an unsafe feeling due to the amount of issues with robberies and breaking and entering.*
- *We need young people with better mindsets so that they can bring new ideas and change to Palmerston North. Don't charge for parking in Palmerston North.*
- *I don't like how the City Council encourages segregation from people who do not have a vaccine pass.*
- *We need new shops, as it's the same old shops and we need free parking like Fielding.*
- *Palmerston North has improved a lot in the last few years, but it still has a reputation for being a bit drab, and boring for young people. I also don't feel it is that safe.*

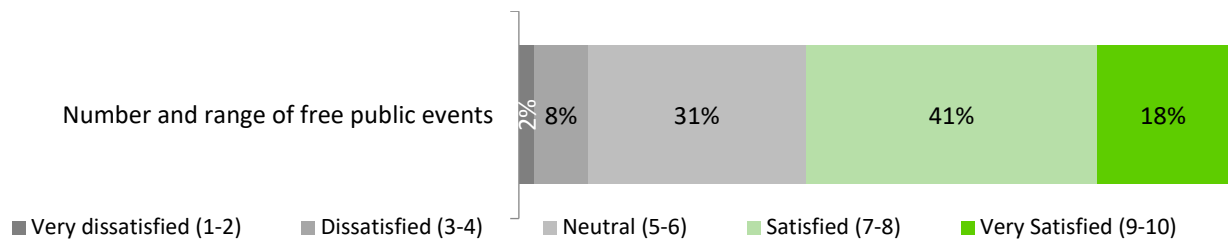


- *Palmerston North is a good city to raise a family. Good educational facilities for children at all levels. A city that is rich in diversity.*
- *I was welcomed, by a welcoming committee in 1972 and have witnessed many different cultures welcomed since then. That is special.*
- *I've been here 46 years and brought up two sons who have thoroughly enjoyed schooling here and made friends here.*
- *It is a great place to bring up a young family but not so exciting for teenagers and young adults.*
- *I think that Palmerston North is a friendly and easy place to live with a good airport, good schools and higher educational options as well as good logistics in general.*

NOTES:

1. Sample: 2022 n=506; Excludes 'Don't know' responses
2. GEN. Do you have any other comments that you would like to make about the City Council or Palmerston North generally? n=173

Public events



Scores with % 7-10	2022	18-34	35-64	65+
Number and range of free public events	60%	54%	58%	72%

Scores with % 7-10	Māori	All others
Number and range of free public events	49%	62%

Scores with % 7-10	Papaioea	Takaro	Hokowhitu	Awapuni	Village-Rural
Number and range of free public events	53%	63%	58%	63%	65%

- Overall, three in five residents (60%) are satisfied with *the number and range of free public events*.
- The results are fairly consistent with no significant differences across age, ethnicity or ward.
- However, comments from other parts of the survey point to some limitation regarding the events in the last year due to COVID.

NOTES:

1. Sample: 2022 n=506; Excludes 'Don't know' responses
2. Māori n=71; All Others n=435;
3. Papaioea n=140; Takaro n=88; Hokowhitu n=140; Awapuni n=75; Village-Rural n=63;
4. PE1. How satisfied are you with the number and range of free public events throughout the year in Palmerston North (e.g. Festival of Cultures, Esplanade Day, New Year's Eve)? - Number and range of free public events?
5. This question has been first introduced in 2021/2022 round of surveys, so no historical data is available for comparison.

Comments related to public events



- *I follow all Council Facebook and community pages, however, I feel there are a lot of events that happen and I haven't seen any advertising for them.*
- *There are too many and the budget needs to be trimmed due to the current economic situation. Perhaps events could be held alternatively each year, which may have more impact.*
- *Covid-19 has of course caused many to be cancelled but that is not the fault of Palmerston North Council.*
- *I never hear about them, so I don't know they are happening until after the event.*
- *I think there should be more events held in the square for the children.*



- *I am not aware of any events happening due to Covid-19 restrictions. However, I did love last year's 2021 festival of cultures.*
- *Hard to reflect on given how many we have lost due to Covid-19, but prior to that, they were amazing.*
- *Diversity is the key objective, and I believe the city lives up to it. The involvement of different ethnicities, age groups, and genders is impressive.*
- *They are great. Maybe more advertisements on markets that are happening and more food options for special requirements, for example, gluten and dairy-free.*
- *The range of public events is perfect for offering a variety of cultural and fun things to do. The square is like a huge village green and that makes it easy to see what is coming as you navigate around town.*

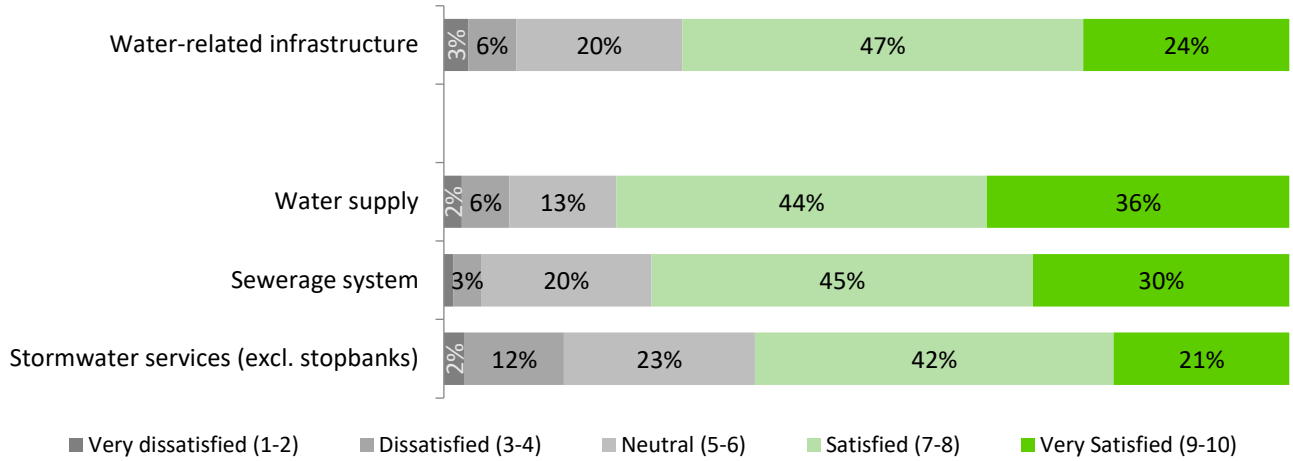
1. NOTES: Sample: 2022 n=506; Excludes 'Don't know' responses
 2. PE2. Do you have any comments on the range of free public events? n=67



Satisfaction with Infrastructure

Satisfaction with services and infrastructure

Water-related infrastructure



Scores with % 7-10	2022	2021	2020	2019	Māori	All others
Water-related infrastructure	72%	77%	72%	76%	64%	73%
Water supply	80%	84%	82%	82%	67% ▼	82%
Sewerage system	75%	76%	80%	78%	70%	76%
Stormwater services (excl. stopbanks)	63% ▼	72%	71%	66%	57% ▼	64% ▼

Scores with % 7-10	Papaioea	Takaro	Hokowhitu	Awapuni	Village-Rural
Water-related infrastructure	72%	64%	78%	81%	55%
Water supply	80%	71% ▼	86%	84%	70%
Sewerage system	69%	70%	80%	83%	74%
Stormwater services (excl. stopbanks)	60% ▼	46% ▼	72%	68%	64%

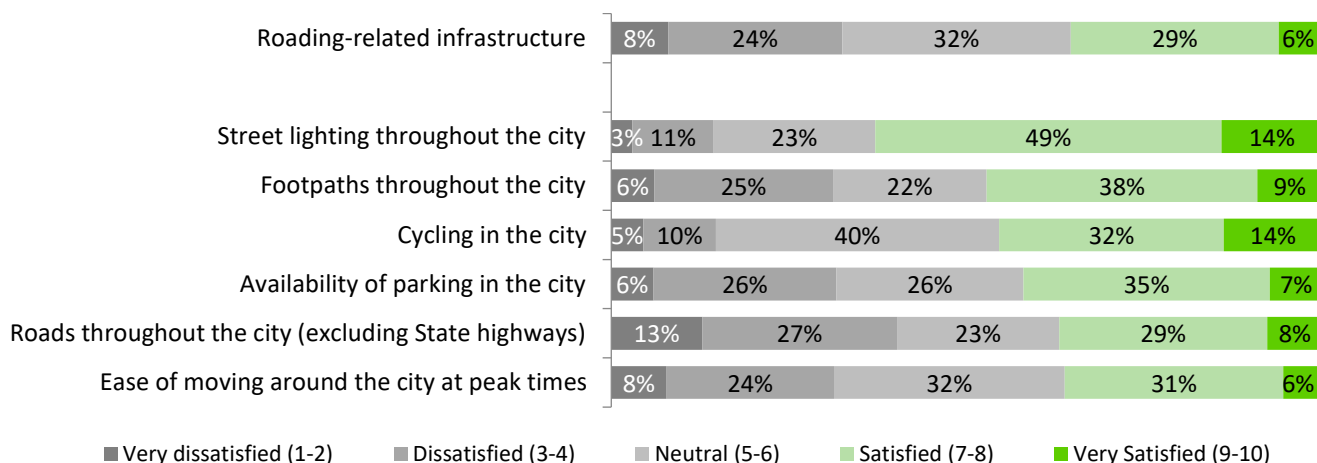
- Perception of *water supply and sewage* remains high and is consistent with 2021. However, perception of *stormwater services* has significantly declined, especially for those residing in Papaioea and Takaro.
- Residents in the Takaro ward are the most dissatisfied when it comes to *water supply* compared with other wards.
- At the same time, there is a positive shift in perception of *water-related infrastructure* among residents from Awapuni.

NOTES:

1. Sample: 2021 n=437; 2022 n=506; Excludes 'Don't know' responses
2. Māori n=71; All Others n=435;
3. Papaioea n=140; Takaro n=88; Hokowhitu n=140; Awapuni n=75; Village-Rural n=63;
4. IW1. How satisfied are you with each of the following Council services?

▲ Year-on-year Significantly higher
▼ Year-on-year Significantly lower
▲ Between demographics Significantly higher
▼ Between demographics Significantly lower

Roading-related infrastructure



Scores with % 7-10	2022	2021	2020	2019	Māori	All others
Roothing-related infrastructure	35% ▼	48%	46%	53%	29%	36%
Street lighting throughout the city	63%	63%	60%	64%	57%	64%
Footpaths throughout the city	47%	47%	52%	51%	41%	48%
Cycling in the city	45% ▼	53%	53%	50%	36%	47%
Availability of parking in the city	42% ▼	49%	49%	55%	32%	44%
Roads throughout the city (excluding State highways)	37% ▼	51%	51%	56%	31%	38%
Ease of moving around the city at peak times	36% ▼	45%	41%	42%	27%	38%

Scores with % 7-10	Papaioea	Takaro	Hokowhitu	Awapuni	Village-Rural
Roothing-related infrastructure	25% ▼	37%	42% ▼	45%	29% ▼
Street lighting throughout the city	48% ▼	57%	67%	72%	77%
Footpaths throughout the city	39%	42% ▼	53%	54%	48%
Cycling in the city	35%	34% ▼	47%	60%	52%
Availability of parking in the city	35% ▼	34%	56%	39% ▼	46%
Roads throughout the city (excluding State highways)	33% ▼	36% ▼	46% ▼	42%	25% ▼
Ease of moving around the city at peak times	31%	34%	37%	46%	32% ▼

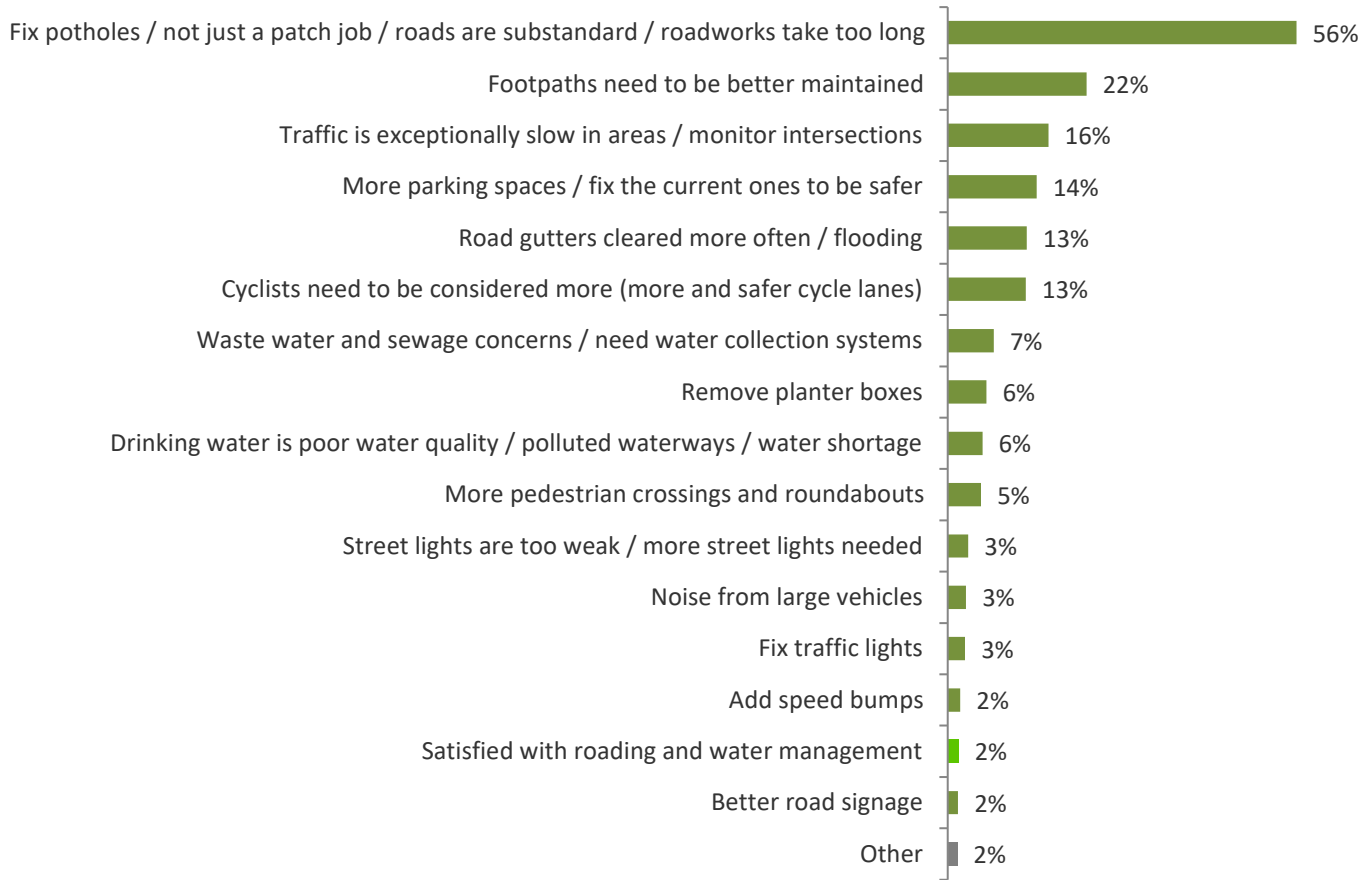
- Perception of *roading-related infrastructure* has significantly declined in the past 12 months.
- In 2022 roading has been one of the lowest performing areas across the residents' survey. Residents' satisfaction with state of roads around the city has decreased by 14%.
- Residents from Papaioea are most dissatisfied with *roading-related infrastructure*. Based on the verbatim comments, residents have been frustrated with the condition of the roads and infrastructure not fitting with the rapidly growing population.

NOTES:

1. Sample: 2021 n=437; 2022 n=506; Excludes 'Don't know' responses
2. Māori n=71; All Others n=435;
3. Papaioea n=140; Takaro n=88; Hokowhitu n=140; Awapuni n=75; Village-Rural n=63;
4. ID1. How satisfied are you with each of the following Council services?

▲ Year-on-year Significantly higher
▼ Year-on-year Significantly lower
▲ Between demographics Significantly higher
▼ Between demographics Significantly lower

Comments about roading-related or water-related infrastructure



- *I find there are a lot of road works that cause issues and extra stress when driving. There are places that have huge potholes that have not been repaired for a long period of time. The waterways are often fine, the only issue is when there has been heavy rain and the gutters have flooded causing the roads to become flooded.*
- *The roads are terrible and full of potholes all through town. Around The Square is now only one lane, so it blocks all the way down Broadway, Main Street, and outside the plaza.*
- *Footpaths and roads are not in good condition. Overhanging trees and bushes on private properties obstruct footpaths. Roads are patchy and not well maintained.*
- *We have a stormwater drain on the street that floods in heavy down pours flooding our property and my three neighbours. This has been ongoing for two years and still no resolution.*

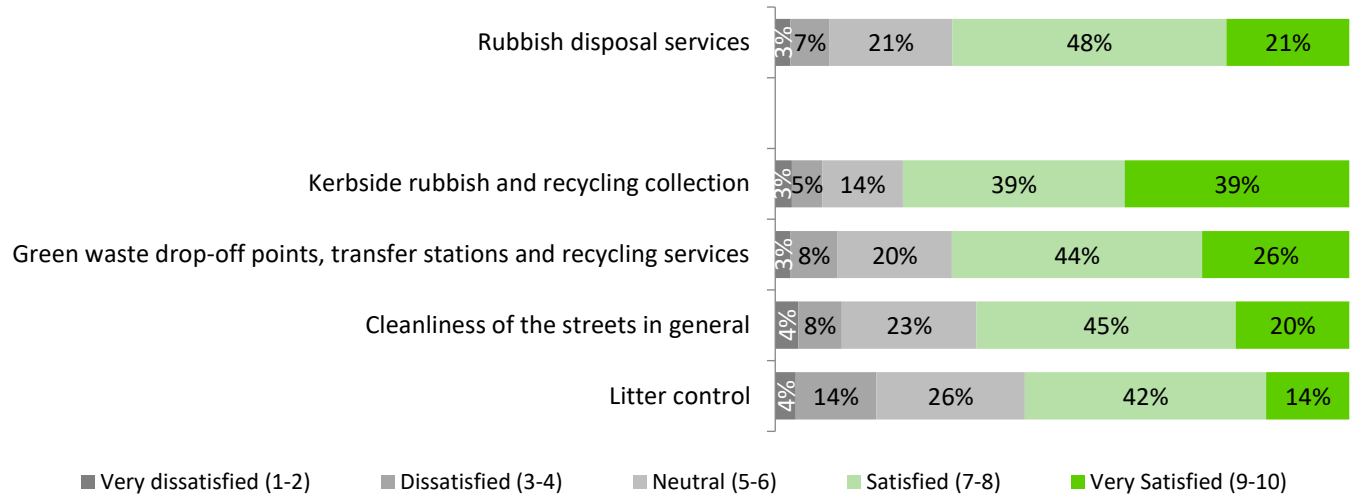


- *There are difficult problems, but the city does okay.*
- *Roads appear well maintained.*
- *You are clearly doing your best, keep it up.*

NOTES:

1. Sample: 2022 n=506; excludes 'Don't know' and 'I don't use it' responses
2. VB2. Do you have any comments about the city's roading or water related infrastructure? n=290

Rubbish disposal services



Scores with % 7-10	2022	2021	2020	2019	Māori	All others
Rubbish disposal services	69% ▼	76%	76%	76%	64%	70%
Kerbside rubbish and recycling collection	78% ▼	85%	84%	85%	72%	79%
Green waste drop-off points, transfer stations and recycling services	69%	71%	72%	73%	63%	70%
Cleanliness of the streets in general	65%	72%	71%	71%	56%	67%
Litter control	57% ▼	61%	65%	64%	43%	59%

Scores with % 7-10	Papaioea	Takaro	Hokowhitu	Awapuni	Village-Rural
Rubbish disposal services	66%	63%	75%	74%	65%
Kerbside rubbish and recycling collection	70% ▼	71%	80%	86%	83%
Green waste drop-off points, transfer stations and recycling services	61%	60%	78%	82%	60%
Cleanliness of the streets in general	62%	51% ▼	75%	68%	63%
Litter control	49%	50%	70%	61%	49%

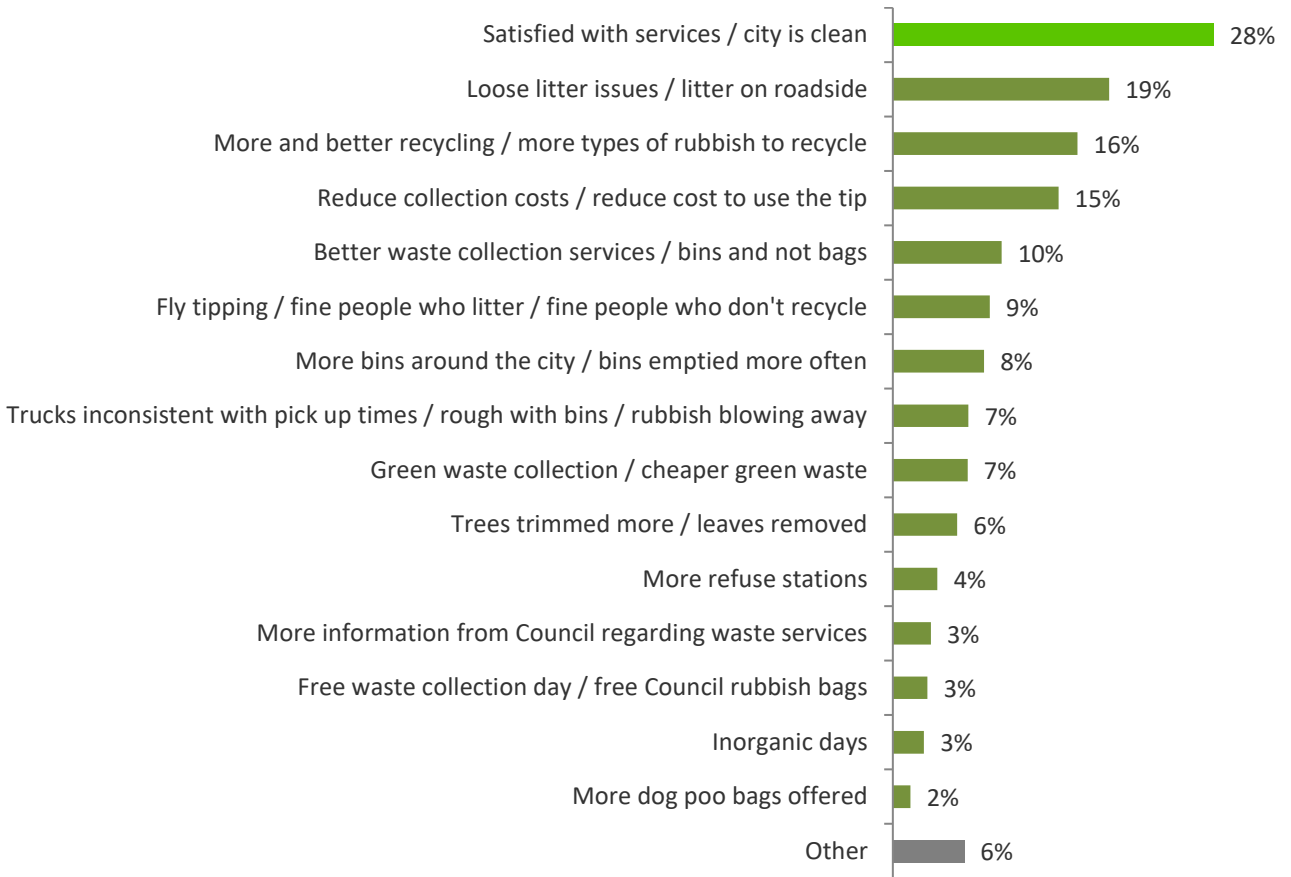
- *Rubbish disposal services* is one of the areas that has been heavily impacted by Omicron outbreak. Satisfaction with the services has shown significant decrease in performance in the last wave in particular.
- Close to seven in ten residents (69%) are satisfied with *rubbish disposal services* in Palmerston North. *Kerbside rubbish and recycling collection* remains the area with the highest performance (78% satisfied). However, *Litter control* is the area rated lowest overall, with 61% satisfied.
- Residents from Papaioea and Takaro are the most likely to be dissatisfied across all areas related to *rubbish disposal*.

NOTES:

1. Sample: 2021 n=437; 2022 n=506; Excludes 'Don't know' responses
2. Māori n=71; All Others n=435;
3. Papaioea n=140; Takaro n=88; Hokowhitu n=140; Awapuni n=75; Village-Rural n=63;
4. RD1. How satisfied are you with each of the following Council services?
5. DEM5 What suburb or township do you live in?
6. DEM3. Which of the following ethnicities do you associate with?

▲ Year-on-year Significantly higher
▼ Year-on-year Significantly lower
▲ Between demographics Significantly higher
▼ Between demographics Significantly lower

Comments about rubbish disposal



- *If you want to keep New Zealand green, then we need to increase the items that we can recycle, not reduce the number that we can recycle.*
- *Green waste costs are expensive. Other Councils in the country are half the price. It's no wonder people dump rubbish on the side of roads.*
- *Look at investing in soft plastic recycling and trying to address the problem of fly tipping under the guise of leaving abandoned goods as free on the kerb and berms, such as old furniture, beds and electrical goods.*
- *Having the recycling bins as an option for households is very helpful in managing and reducing how much rubbish a household produces if they are responsibly disposing of their recyclables.*
- *Sometimes rubbish will blow out of people's bins and just blow around, and the Council will not pick this rubbish up.*

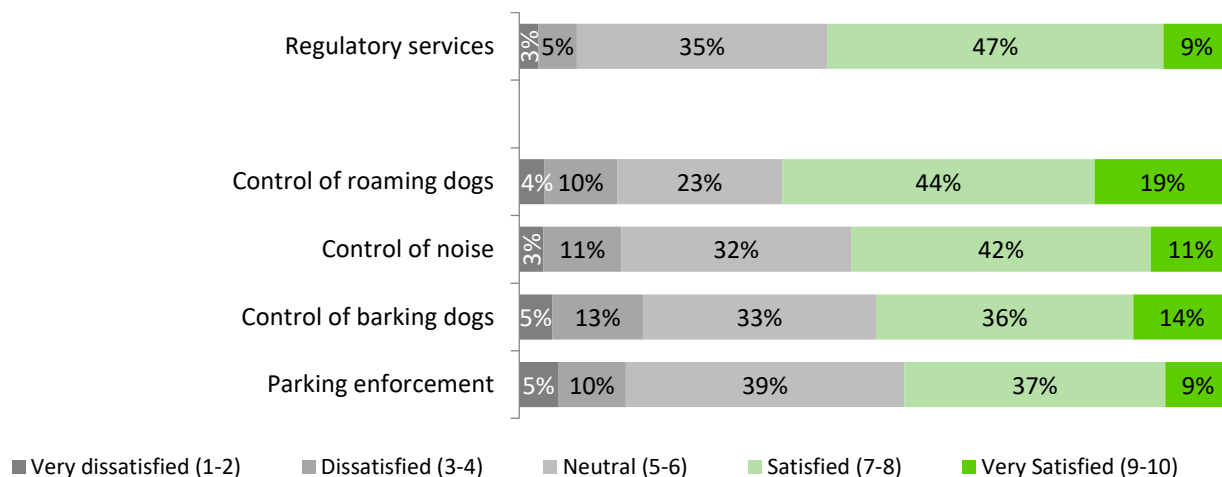


- *Palmerston North City Council do a fantastic job with the rubbish and recycling. No complaints or comments here, carry on.*
- *A mostly tidy city. There always is going to be people who litter but I feel Palmerston North has a respectable number of rubbish bins.*
- *Overall our city is kept pretty clean and tidy. Well done team. Our river walkways are fantastic. The new roading on the square outside the Coffee Club creates a huge bottle neck from Broadway to Church.*
- *The rubbish and recycling service that Palmerston North provides is very handy to have and a good way to promote recycling. Would be great to see Palmerston North taking more options for recycling.*
- *The call centre and litter dumping removal teams do a great job.*

NOTES:

1. Sample: 2022 n=506; excludes 'Don't know' and 'I don't use it' responses.
2. VB4. Do you have any comments about any of these services that the Palmerston North City Council provides? n=299

Regulatory Services



Scores with % 7-10	2022	2021	2020	2019	Māori	All others
Regulatory services	57% ▼	67%	61%	64%	53%	57%
Control of roaming dogs	63%	62%	64%	65%	62%	63%
Control of noise	53% ▼	62%	60%	62%	52%	54%
Control of barking dogs	50% ▼	57%	54%	56%	55%	49%
Parking enforcement	46% ▼	56%	55%	58%	44%	46%

Scores with % 7-10	Papaioea	Takaro	Hokowhitu	Awapuni	Village-Rural
Regulatory services	51% ▼	58%	63%	53%	62%
Control of roaming dogs	58%	53%	70%	65%	68%
Control of noise	42% ▼	51%	57% ▼	63%	59%
Control of barking dogs	44%	46%	57%	48%	57%
Parking enforcement	36% ▼	38%	59%	49%	49%

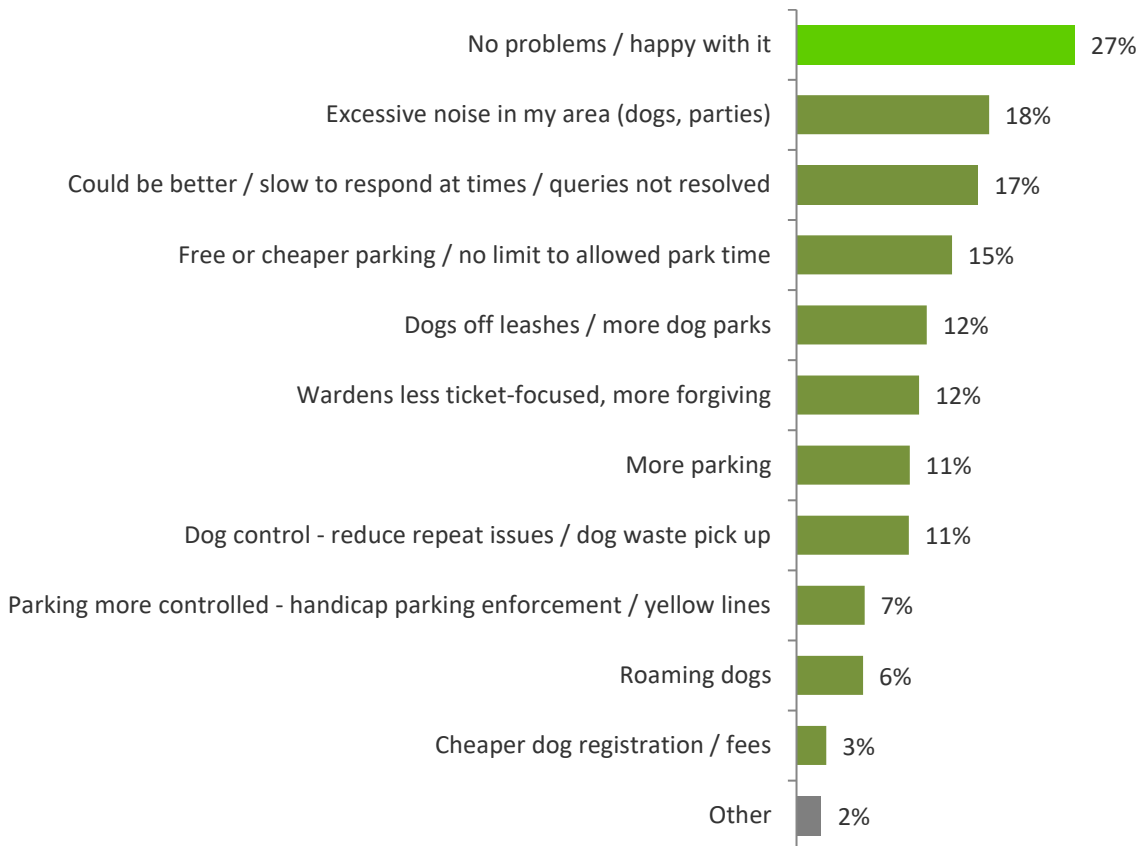
- A year-on-year decrease in satisfaction with *regulatory services* is mostly due to the decline among Papaioea residents.
- Overall, slightly less than three in five Palmerston North residents (57%) are satisfied with *regulatory services*, which is a slight increase from 61% recorded 12 months ago.
- Papaioea and Takaro are more dissatisfied than other wards when it comes to *Parking enforcement* and *Control of roaming dogs*.

NOTES:

1. Sample: 2021 n=437; 2022 n=506; Excludes 'Don't know' responses
2. Māori n=71; All Others n=435;
3. Papaioea n=140; Takaro n=88; Hokowhitu n=140; Awapuni n=75; Village-Rural n=63;
4. RM1. How satisfied are you with each of the following Council services?

▲ Year-on-year Significantly higher
▼ Year-on-year Significantly lower
▲ Between demographics Significantly higher
▼ Between demographics Significantly lower

Comments About Regulatory Services



- *There are too many noisy cars around Palmerston North and this issue needs more attention. Roaming cats out on the street.*
- *Free parking for Gold Card holders should be extended until 3:00 pm in the afternoon. Not all senior citizens are early risers or may have health issues that preclude them from being in the CBD until later in the day. May have to rely on family being able to assist with transport.*
- *There seems to be more noisy dogs around than there used to be. Maybe a consequence of increased housing density, in-fill rather than more dogs per person? Dog excrement on the footpath is an occasional problem although might be increasing.*
- *A friend has complained many times to the Council about their neighbour's dogs jumping the fence and being menacing and damaging property, this is very disappointing.*



- *No issues with noise or barking dogs near me.*
- *These services are satisfactory but do not apply to me all that much.*
- *The animal control are unsung heroes and the Council service to help neuter stray cats is commendable.*
- *Some of the parking wardens are great guys and are helpful and great ambassadors for the city. With regards to dogs and noise, I haven't had any involvement with these, which I guess could mean the people overseeing this are doing their job.*
- *I normally park in the Plaza or free street parking. I do like the dog park near Awapuni, it is a great place for dogs to get together.*
- *I am very satisfied with the services Council provides.*

NOTES:

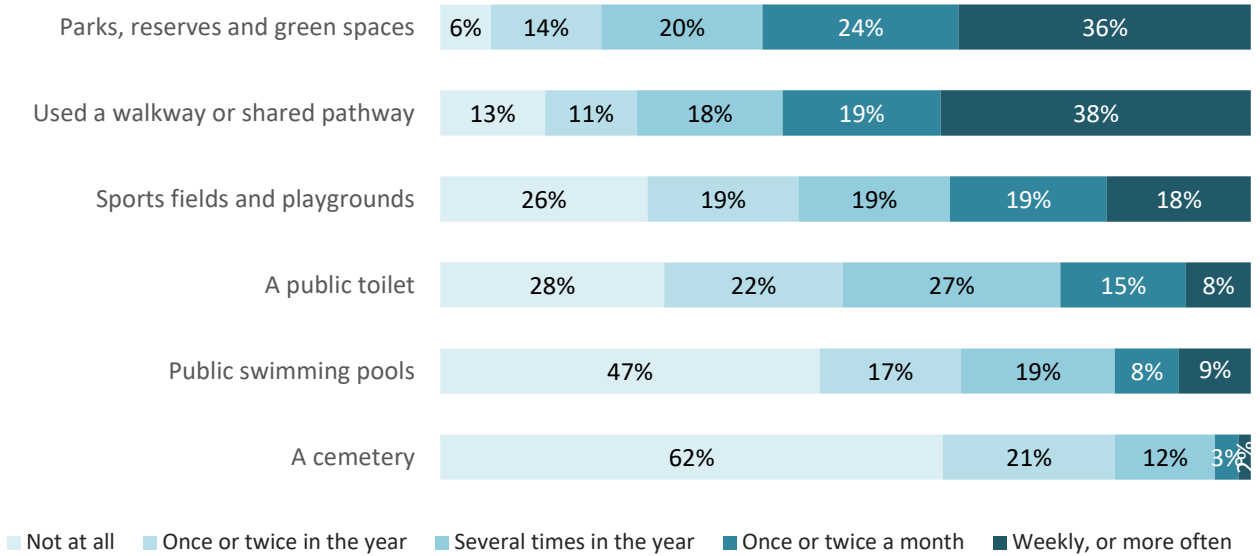
1. Sample: 2022 n=506; excludes 'Don't know' and 'Doesn't relate to me' responses.
2. VB3. Do you have any comments about any of these services that the Palmerston North City Council provides? n=202



Satisfaction with Parks and Reserves

Satisfaction with parks, reserves, open spaces and other public facilities

Parks, reserves and open spaces: Visitation



Visited at least once in last 12 months	2022	2021	2020	2019
Parks, reserves and green spaces	93% ▲	89% ▼	94% ▲	94% ▲
Sports fields and playgrounds	74%	72%	75%	77%
Public swimming pools	53% ▼	56%	59% ▲	59% ▲
Used a walkway or shared pathway	86%	87%	90%	87%
A cemetery	38% ▼	41%	41%	45% ▲
A public toilet	72% ▼	71% ▼	74% ▼	82% ▲

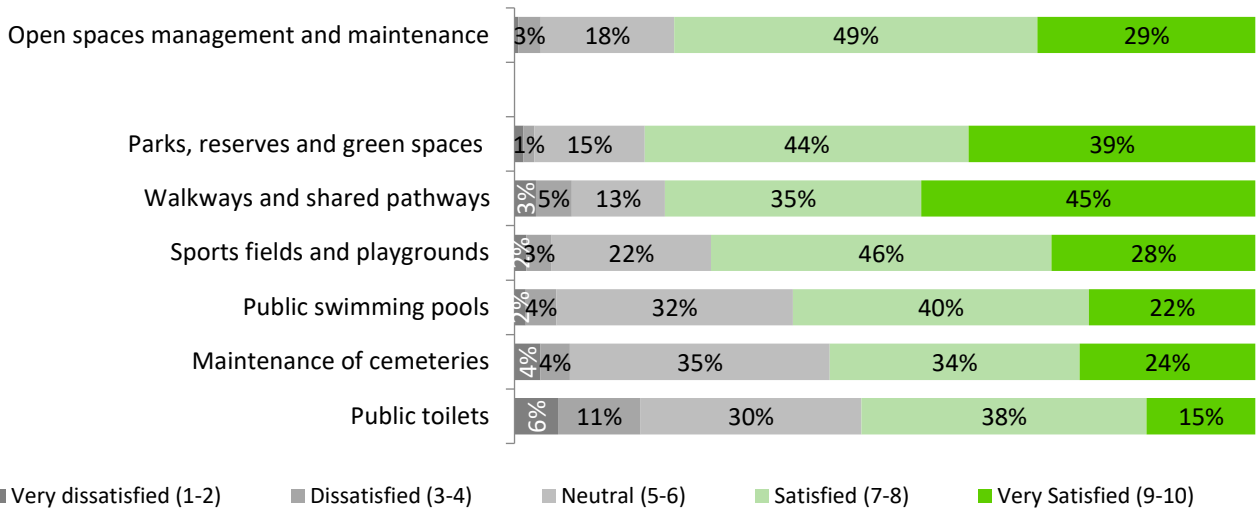
- Usage of *parks, reserves and green spaces* has returned to pre-COVID with over nine in ten residents (93%) spending more time outside when compared with 2020/21 reporting period.
- However, in the last 12 months, there has been a noticeable decline in usage of *swimming pools* and *cemeteries*. This can be attributed to gathering limitations (cemeteries) and vaccine passes requirements/closures (swimming pools).

NOTES:

1. Sample: 2022 n=506; 2021 n= 437; 2020 n=476; 2019 n=800;
2. PRO1. In the last 12 months, about how frequently have you visited or used each of the following:
3. Note: Usage percentages will not add to 100% due to a proportion of respondents replying 'Did not know Council did this'.

▲ **Year-on-year** Significantly higher
▼ Significantly lower
▲ **Between demographics** Significantly higher
▼ Significantly lower

Parks, reserves and open spaces: Satisfaction overall



Scores with % 7-10	2022	2021	2020	2019	Māori	All others
Open spaces management and maintenance	78% ▼	86%	86%	83%	76%	79%
Parks, reserves and green spaces	82% ▼	88%	82%	86%	85%	82%
Walkways and shared pathways	80% ▼	86%	90%	84%	76%	80%
Sports fields and playgrounds	73% ▼	81%	71%	77%	77%	73%
Public swimming pools	62% ▼	78%	59%	68%	65%	62%
Maintenance of cemeteries	57% ▼	69%	65%	62%	63%	56%
Public toilets	53% ▼	63%	52%	54%	44%	55%

Scores with % 7-10	Papaioea	Takaro	Hokowhitu	Awapuni	Village-Rural
Open spaces management and maintenance	75%	83%	84%	81% ▼	70%
Parks, reserves and green spaces	79%	81%	85%	84%	83%
Walkways and shared pathways	71%	81%	81% ▼	88%	79%
Sports fields and playgrounds	72%	65%	71%	82%	74%
Public swimming pools	55% ▼	72%	61% ▼	72%	56% ▼
Maintenance of cemeteries	49% ▼	53%	60% ▼	78%	56%
Public toilets	41%	54%	55%	61%	60% ▼

- Over two-thirds of residents (78%) are satisfied with *Open spaces management and maintenance*, which is a significant decline compared with the previous reporting period.
- Residents from Papaioea are more likely to be dissatisfied with *Walkways and shared pathways*, and *Public toilets* when compared with other wards.
- At the same time, Awapuni and Hokowhitu residents are most satisfied with *Walkways and shared pathways*, *Sports fields and playgrounds*, *Public swimming pools*, *Cemeteries* and *Public toilets*.

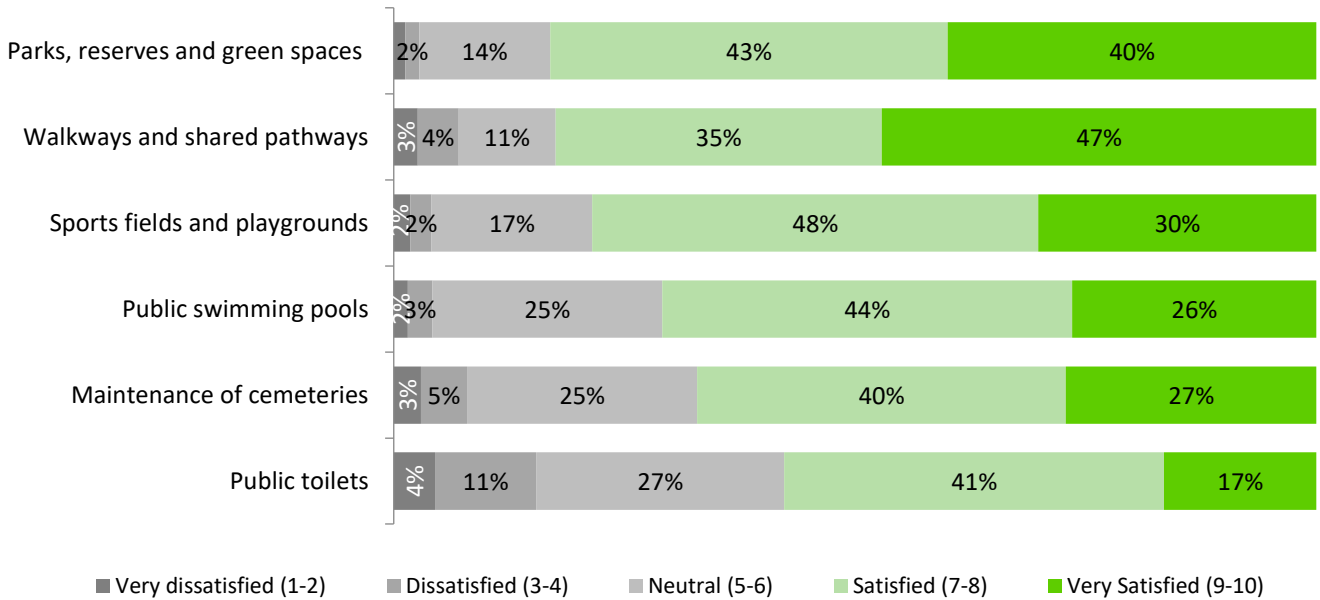
NOTES:

1. Sample: 2021 n=437; 2022 n=506; Excludes 'Don't know' responses
2. Māori n=71; All Others n=435;
3. Papaioea n=140; Takaro n=88; Hokowhitu n=140; Awapuni n=75; Village-Rural n=63;
4. PRO2. How satisfied are you with each of the following?

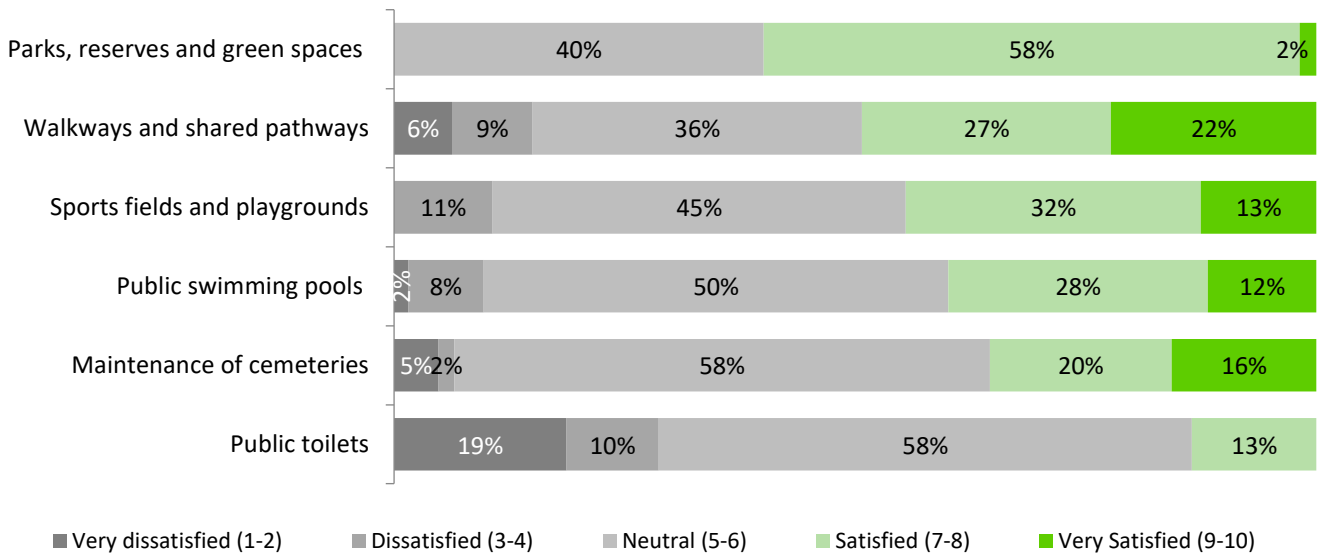
▲ Year-on-year Significantly higher
▼ Year-on-year Significantly lower
▲ Between demographics Significantly higher
▼ Between demographics Significantly lower

Parks, reserves and open spaces: Satisfaction for Users vs Non-users

Users



Non-users

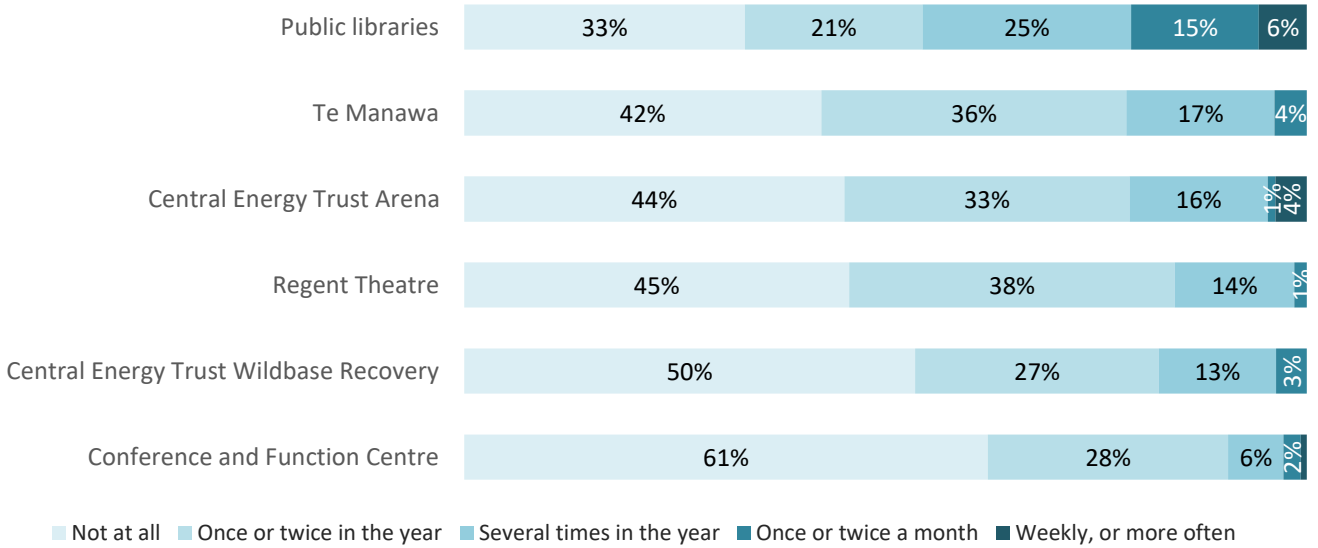


- Users are more likely to be satisfied with *Parks, reserves and green spaces* than those who have not visited these facilities in the last 12 months.
- Users are most satisfied with *Parks, reserves and green spaces* (83%), and *Walkways and shared pathways* (82%).
- Both Users and Non-users are least satisfied with the *Public toilets* category.

NOTES:

1. Sample: 2021 n=506; Excludes 'Don't know' responses
2. PRO1. In the last 12 months, about how frequently have you visited or used each of the following:
3. PRO2. How satisfied are you with each of the following?

Other public facilities: Visitation



Visited at least once in last 12 months	2022	2021	2020	2019
Public libraries	67% ▼	67%	74% ▲	71%
Te Manawa	57% ▼	60% ▼	66% ▲	60% ▼
Central Energy Trust Arena	54% ▼	48% ▼	66% ▲	60% ▼
Regent Theatre	54% ▼	56% ▼	69% ▲	65% ▲
Central Energy Trust Wildbase Recovery	46%	44%	34%	-
Conference and Function Centre	37% ▼	35% ▼	48% ▲	44% ▲

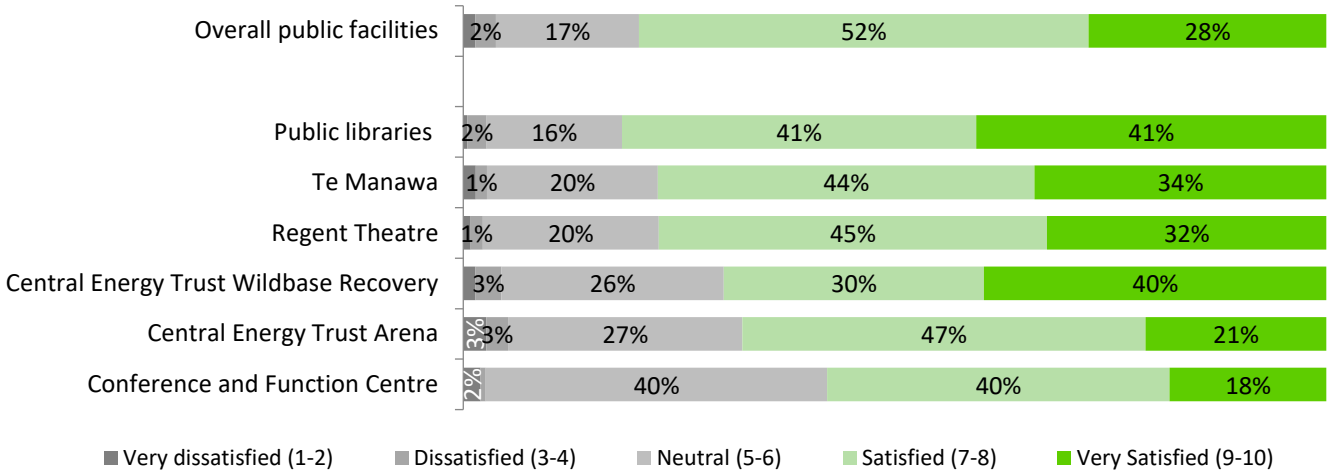
- *Public libraries* are the most frequently visited Council facilities. Visitation remains consistent with the previous reporting period. However, it is still significantly lower when compared with pre-COVID.
- Visitation has been impacted by facilities being closed due to COVID restrictions as well as vaccine pass requirements.

NOTES:

1. Sample: 2022 n=506; 2021 n= 437; 2020 n=476; 2019 n=800;
2. OF1. In the last 12 months, about how frequently have you visited or used each of the following:
3. Note: Usage percentages will not add to 100% due to a proportion of respondents replying 'Did not know Council did this'.

▲ **Year-on-year** Significantly higher
▼ Significantly lower
▲ **Between demographics** Significantly higher
▼ Significantly lower

Other public facilities: Overall satisfaction



Scores with % 7-10	2022	2021	2020	2019	Māori	All others
Overall public facilities	80%	84%	84%	84%	84%	79%
Public libraries	82%	85%	84%	83%	77%	82%
Te Manawa	77%	81%	76%	80%	81%	77%
Regent Theatre	77%	80%	78%	82%	72%	78%
Central Energy Trust Wildbase Recovery	70%	73%	71%	-	63%	71%
Central Energy Trust Arena	68%	68%	68%	70%	64%	68%
Conference and Function Centre	58%	53%	60%	63%	53%	59%

Scores with % 7-10	Papaioea	Takaro	Hokowhitu	Awapuni	Village-Rural
Overall public facilities	79%	78%	85%	86%	69% ▼
Public libraries	80%	74%	81%	89%	80%
Te Manawa	75%	79%	76%	83%	76%
Regent Theatre	79%	72%	73% ▼	86%	72%
Central Energy Trust Wildbase Recovery	63%	62%	75%	83%	62%
Central Energy Trust Arena	63%	73%	70%	77%	55%
Conference and Function Centre	47%	57%	68%	62%	62%

- There has been no significant change in satisfaction with *public facilities* over the past 12 months, with 80% of residents satisfied.
- Most residents (82%) are satisfied with *public libraries*; however, respondents residing in Takaro are the least likely to evaluate *libraries* highly.

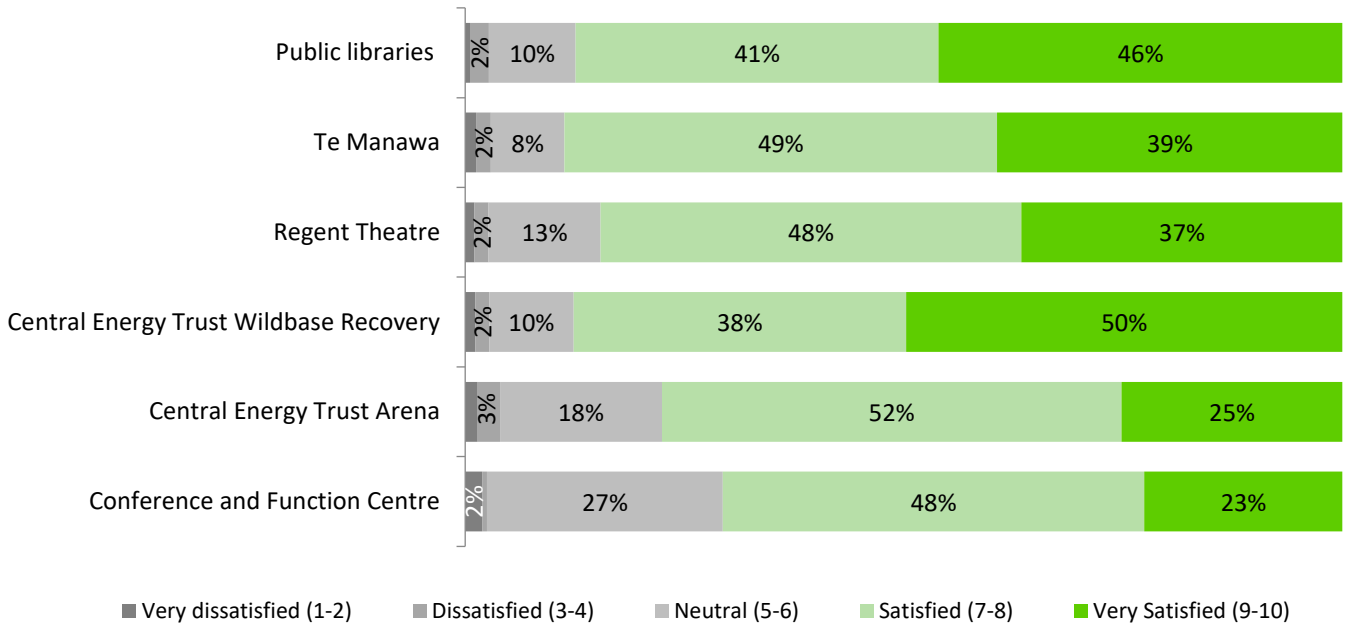
NOTES:

1. Sample: 2021 n=437; 2022 n=506; Excludes 'Don't know' responses
2. Māori n=71; All Others n=435;
3. Papaioea n=140; Takaro n=88; Hokowhitu n=140; Awapuni n=75; Village-Rural n=63;
4. OF2. How satisfied are you with each of the following venues?

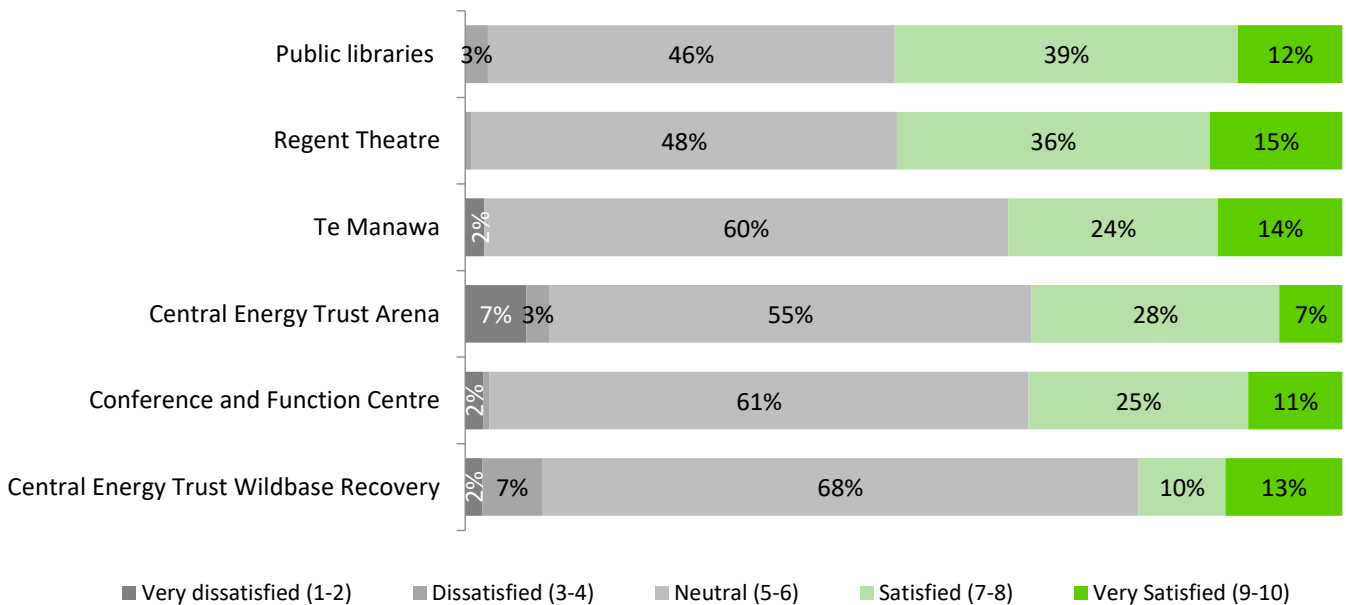
▲ Year-on-year Significantly higher
▼ Year-on-year Significantly lower
▲ Between demographics Significantly higher
▼ Between demographics Significantly lower

Other public facilities: Satisfaction for Users vs Non-users

Users



Non-users

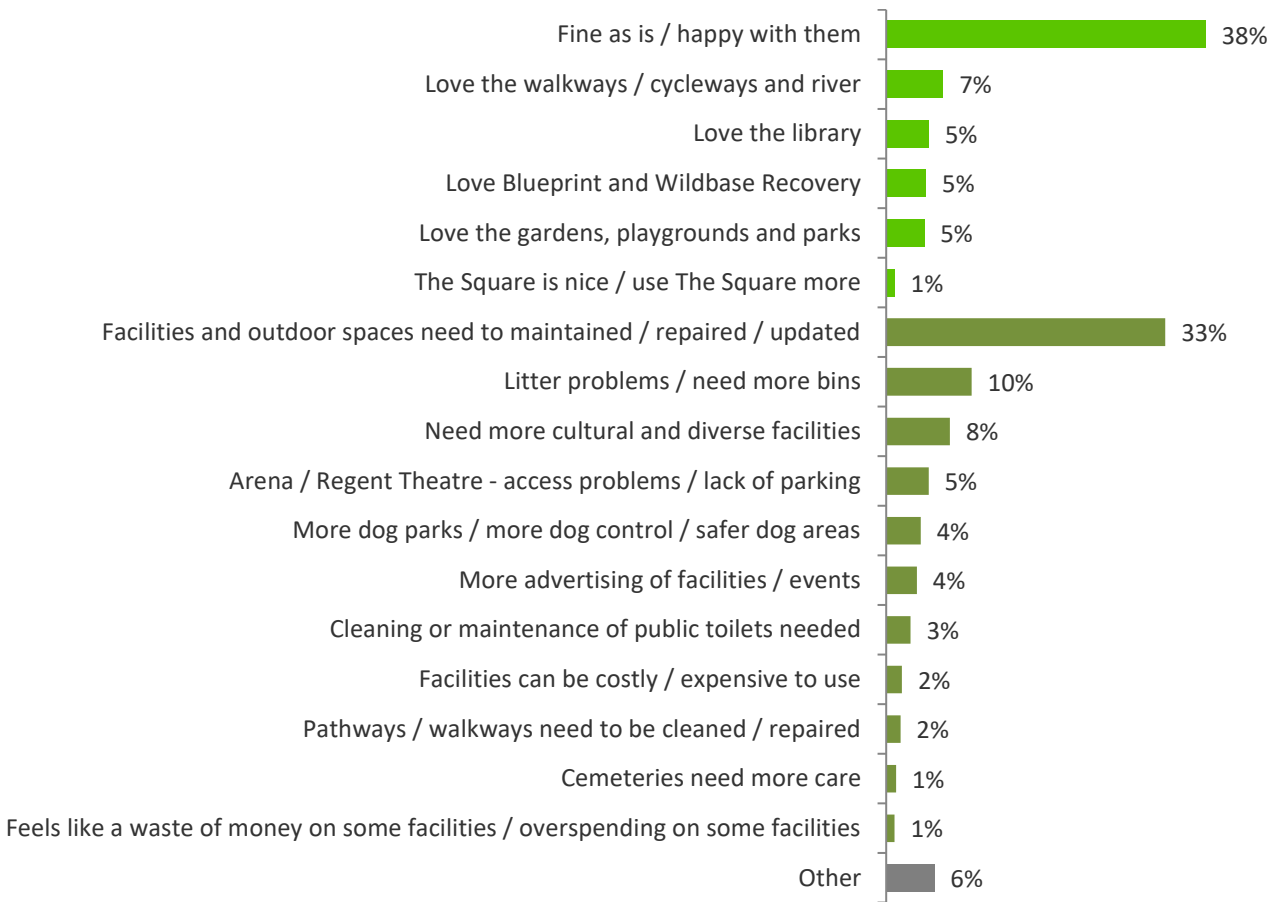


- Overall users are considerably more satisfied with public facilities than non-users.
- *Central Trust Wildbase Recovery* is the facility with the highest proportion of users being satisfied (88%).

NOTES:

1. Sample: 2022 n=506; Excludes 'Don't know' responses
2. OF2. How satisfied are you with each of the following venues?
3. DEM5 What suburb or township do you live in?

Comments about recreation and cultural facilities



- *We need more spaces for youth. The public toilets need more cleaning or upgrading in some areas. I would like to be a frequent user due to my job but find these spaces extremely dirty and unkempt.*
- *The car parking is an issue with these facilities. Paid parking services in the city often requires leaving an event partway through to pay for more parking.*
- *Not happy about the Council using the recreational land like reserves, parks land for housing. Palmerston North is going to end up being so built up with housing, that there will be few areas for people to be able to relax and enjoy space.*
- *I would love a theme park or themed activities. I find Palmerston North has a need for more entertainment or activities.*



- *I am grateful I live in a small city that hosts not just The Regent, but also Centrepont and The Globe. And the library is the best I've ever belonged to, which is a lot in both North and South Islands.*
- *From what I have seen over the past 30 plus years, these facilities have been upgraded to a modern standard, and are very good indeed. The public is enjoying them every year, well done.*
- *As a newcomer to Palmerston North, I am very impressed with the library facilities, services, and helpful staff. At Te Manawa, we have enjoyed the exhibitions and the staff is very helpful. Whoever pushed through the relocation of an old post office to the Victoria Esplanade was a genius.*

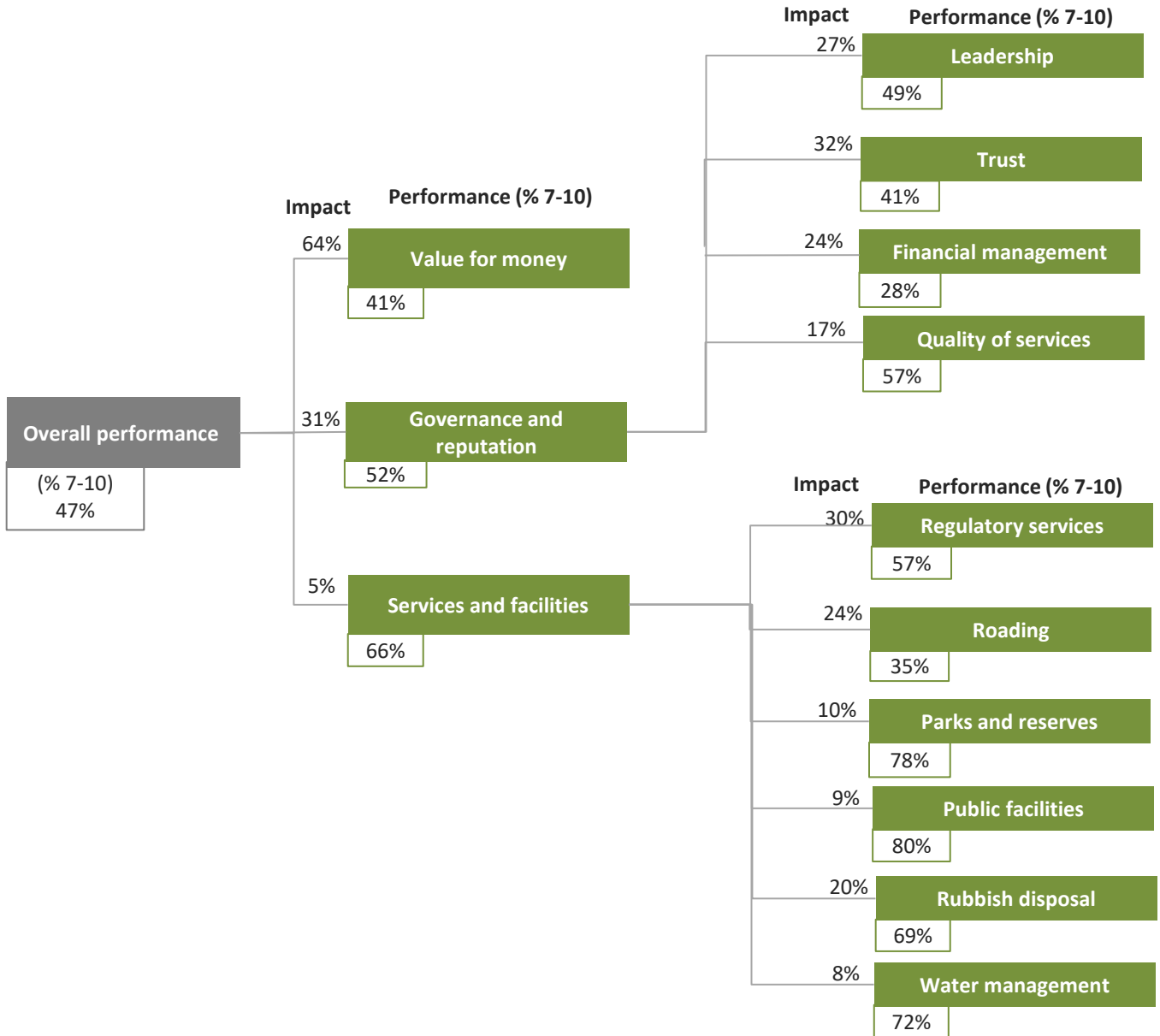
NOTES:

1. Sample: 2022 n=506; excludes 'Don't know' and 'Doesn't relate to me' responses.
2. VB1. Do you have any comments about the city's recreation and cultural facilities? n=169



Drivers of overall satisfaction

Drivers of perceptions of Palmerston North City Council's performance



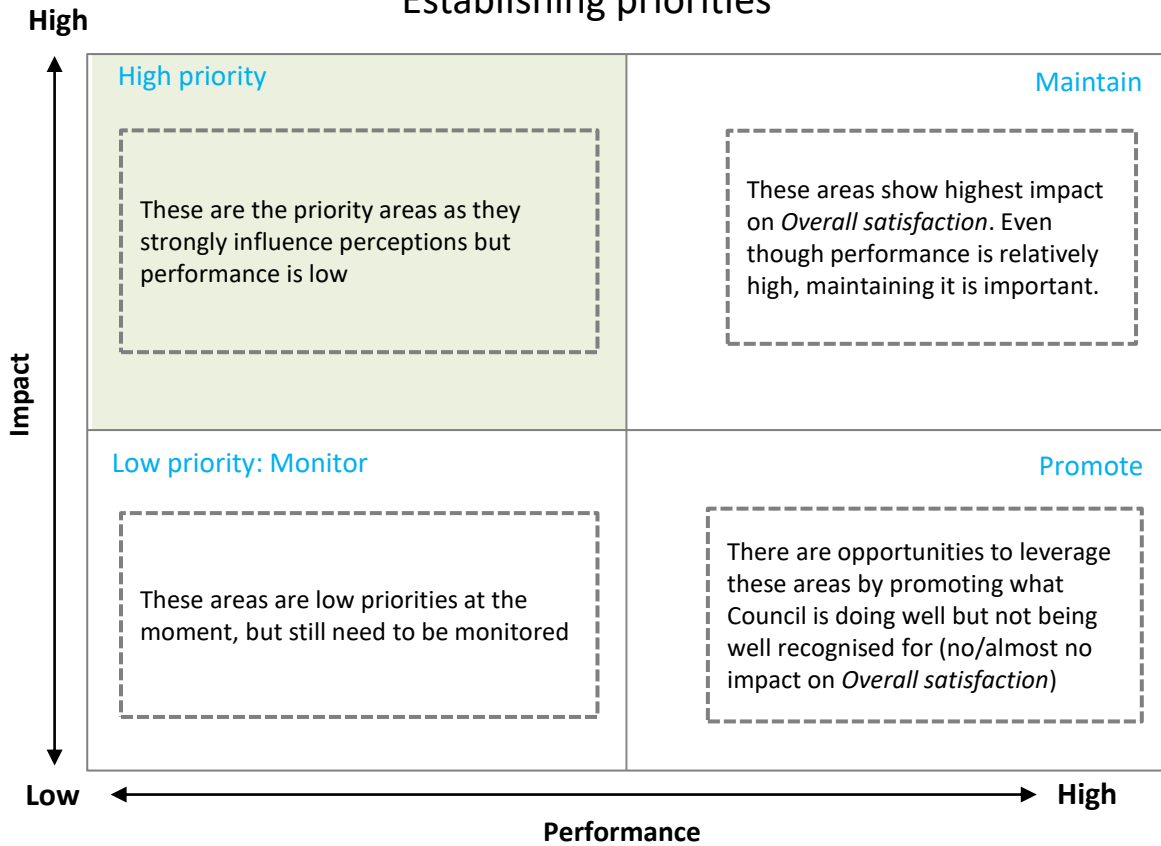
- *Value for money* has the most substantial influence on the evaluation of Council's *Overall performance* (64%), followed by *Governance and reputation* (31%) and *Services and facilities* (5%).

NOTES:

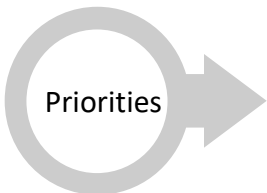
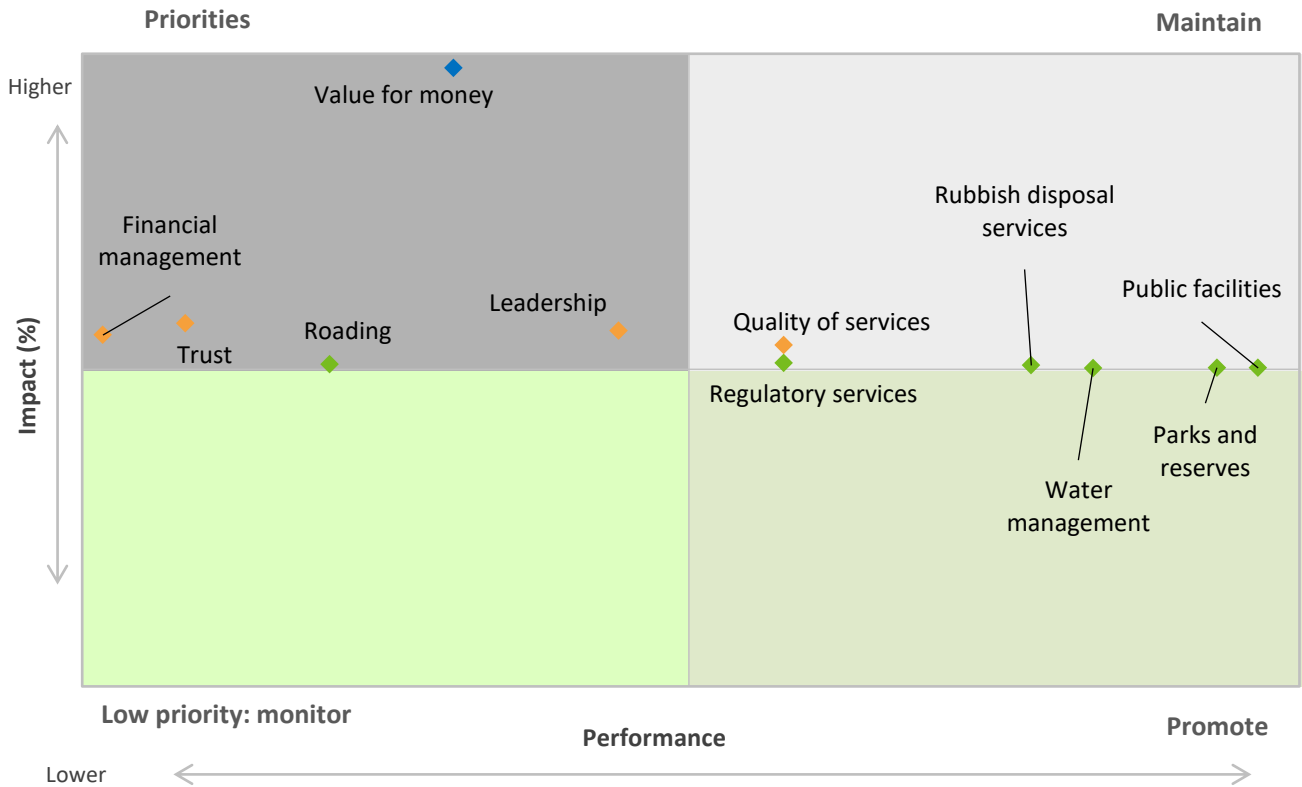
1. Sample: 2022 n= 506. Excludes 'Don't know' responses
2. OVS1. Considering all the services and infrastructure that the Palmerston North City Council provides, its leadership and the value you receive for the rates and fees that you pay. Everything considered, how would you rate your overall satisfaction with the Palmerston North City Council?
3. OV1. Considering everything the Palmerston North City Council has done over the year and the services you receive, overall how satisfied are you that you receive good value for the money you spend in rates and other fees?
4. OVLFS. When you think about all the facilities, infrastructure and services that the Palmerston North City Council provides, how satisfied are you overall with these?
5. REP2_1. So, thinking about Palmerston North City Council in terms of the leadership it provides for the city, the trust that you have in Council, their financial management and quality of services they provide, how would you rate the Council for its overall REPUTATION?

Establishing priorities - Matrix

Establishing priorities



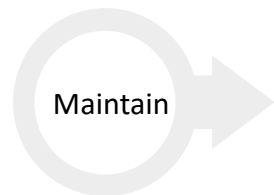
Opportunities and priorities: Overall measures



The key priorities for the Council include *Value for money*, and perception of Council reputation measures that include *Leadership*, *Trust* and *Financial management*. Another priority to focus on is *Rooding*.

Verbatim comments left by the respondents indicate that low awareness and general disagreement with how rates are spent, as well as not enough effort from Council to consult public before making financial decisions

Road maintenance is an area that was commented the most by the respondents over the past year. Some of the issues cited were better maintenance, as well as ensuring that roading infrastructure can keep up with the growing population to accommodate traffic.



Except for *Rooding* perception of other *Services and facilities* need to be maintained. Satisfaction with Outdoor and public facilities remains high, even though there has been a year-on-year significant decline.

Some opportunities for these areas include:

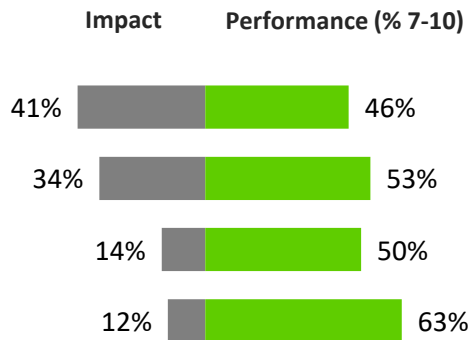
- Better maintenance of stormwater to avoid flooding
- Better loose litter management

Impact scores - Overview

Overview of our driver model

- Residents are asked to rate their perceptions of Council’s performance on the various elements that impact overall satisfaction. These processes must align with the customer facing services and processes to ensure they are actionable
- We use multiple regression analysis to identify how much different areas of services provided by Council impact overall perception. Impact scores represent how strong the connection is.
- For example, if impact score for one of the KPI’s is 50%, it means that increasing residents' perception in this area by 4% will increase perception of *Overall performance* by 2%, given all other factors remain unchanged.

Level of impact
Measures the impact that each driver has on satisfaction. The measure is derived through statistical modelling.



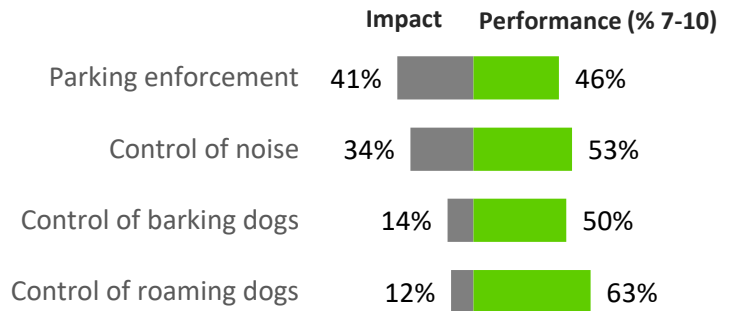
Performance
1 = Dissatisfied / poor;
10= Satisfied / excellent
Results are reported as the percentage satisfied;
e.g. % scoring 7-10 representing satisfied

- The Customer Value Management (CVM) model has been used to understand perceptions of the Council and as a mechanism for prioritising improvement opportunities.

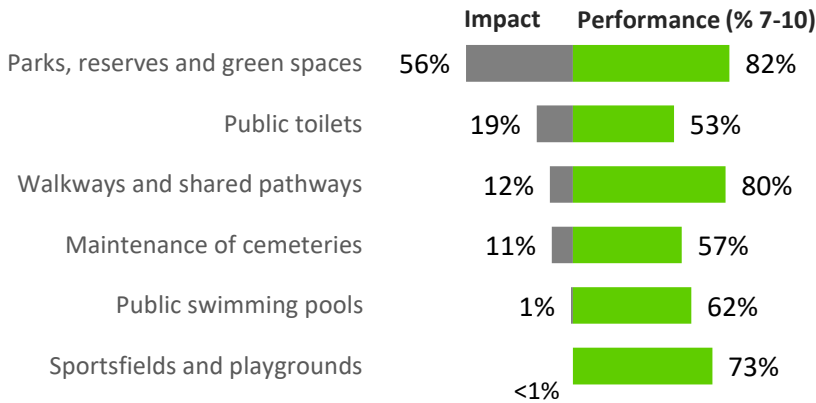
Impact scores of each main driver

A review of *Parking enforcement* is recommended as the best way to improve residents' perceptions of *Regulatory services*. Based on respondents' comments, more consistent parking enforcements, as well as lower costs is what Council should address.

Regulatory services



Parks, reserves and open spaces

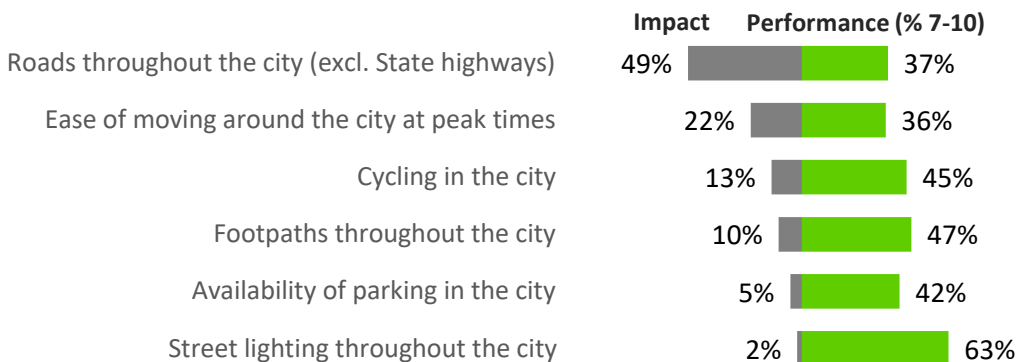


Public toilets within Parks, reserves and other open spaces are essential amenities that residents are least satisfied with. Verbatim comments also indicated that better maintenance of walkways is needed, as there is a lot of loose rubbish and not enough bins.

Residents are most dissatisfied with the condition of roads, as well as traffic congestions.

It is recommended for Council to look at roading infrastructure and traffic flow to see if there is a way to ease moving around the city at peak times, as well as consider changing approach to fixing potholes on the roads.

Roading infrastructure



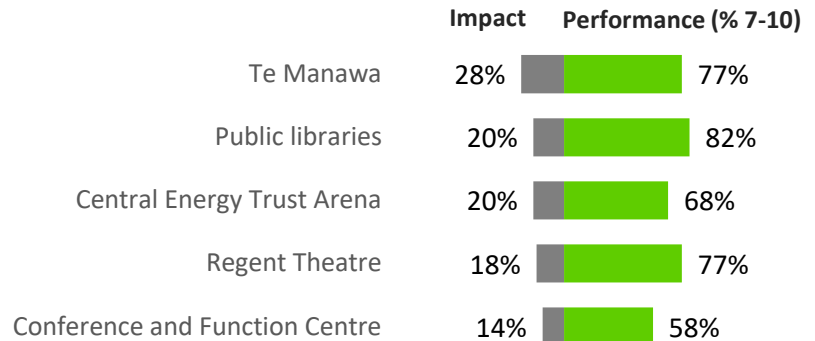
NOTES:

1. Sample: 2022 n=506 ;
2. RM1. How satisfied are you with each of the following?
3. PRO2. How satisfied are you with each of the following?
4. ID1. How satisfied are you with each of the following?

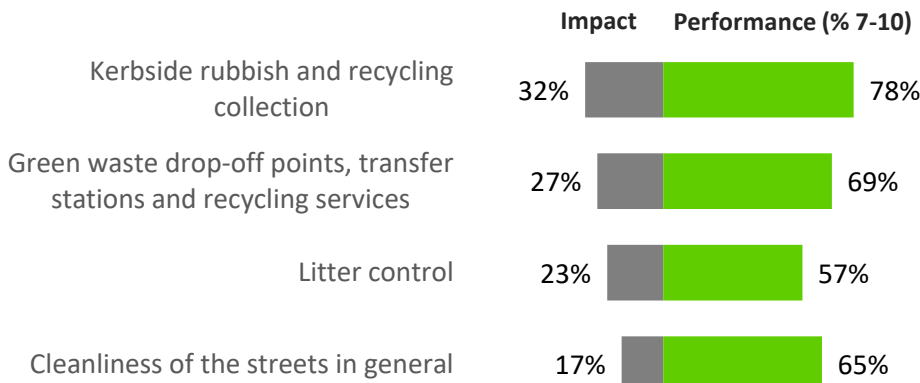
Impact scores

Among the *Public facilities* provided by the Council, the *Central Energy Trust Arena* has the second-highest impact on overall perception and the second lowest satisfaction score. Focusing on this facility presents the best opportunity for the Council to increase the overall level of satisfaction.

Public facilities



Rubbish disposal services

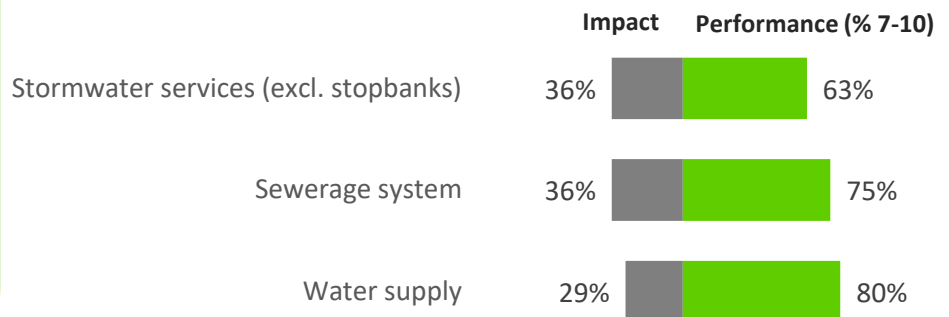


Rubbish disposal services is one of the areas that was heavily impacted by Omicron outbreak, creating the suspension of recyclable collection and staff shortage.

Water supply and Sewage system have a high proportion of residents satisfied with.

However, verbatim comments point to some issues with the *stormwater management and flooding* due to lack of maintenance.

Water infrastructure



NOTES:

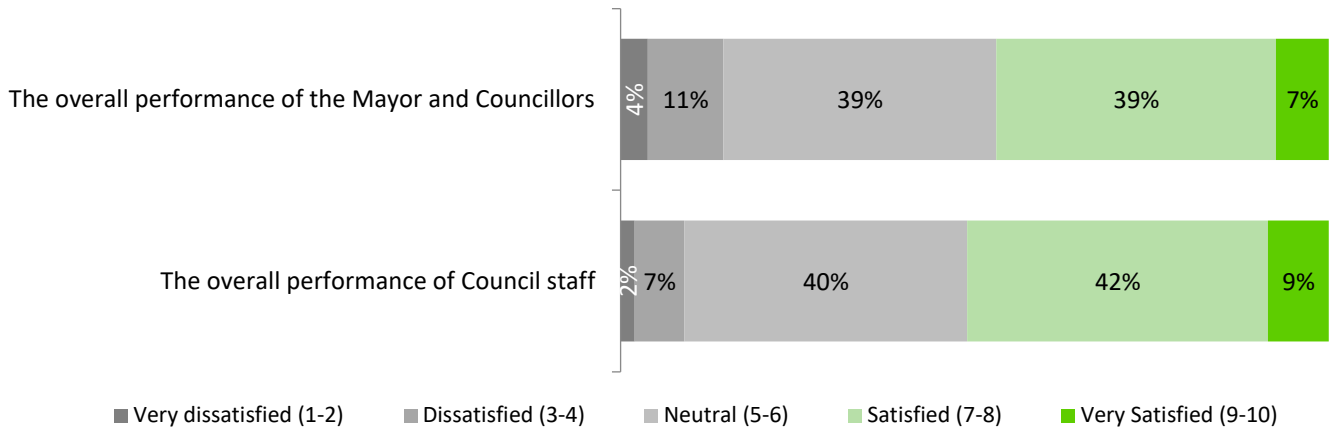
1. Sample: 2022 n=506 ;
2. OF2. How satisfied are you with each of the following venues?
3. RD1. How satisfied are you with each of the following?
4. IW1. How satisfied are you with each of the following Council's services?



Leadership and Reputation

Leadership and reputation

Performance of the Mayor, Councillors and Council staff



Scores with % 7-10	2022	2021	2020	2019	Māori	All others
The overall performance of the Mayor and Councillors	47% ▼	61%	58%	54%	48%	47%
The overall performance of Council staff	51% ▼	65%	61%	56%	50%	51%

Scores with % 7-10	Papaioea	Takaro	Hokowhitu	Awapuni	Village-Rural
The overall performance of the Mayor and Councillors	44% ▼	48%	50% ▼	50%	42%
The overall performance of Council staff	48% ▼	52%	57%	58%	38% ▼

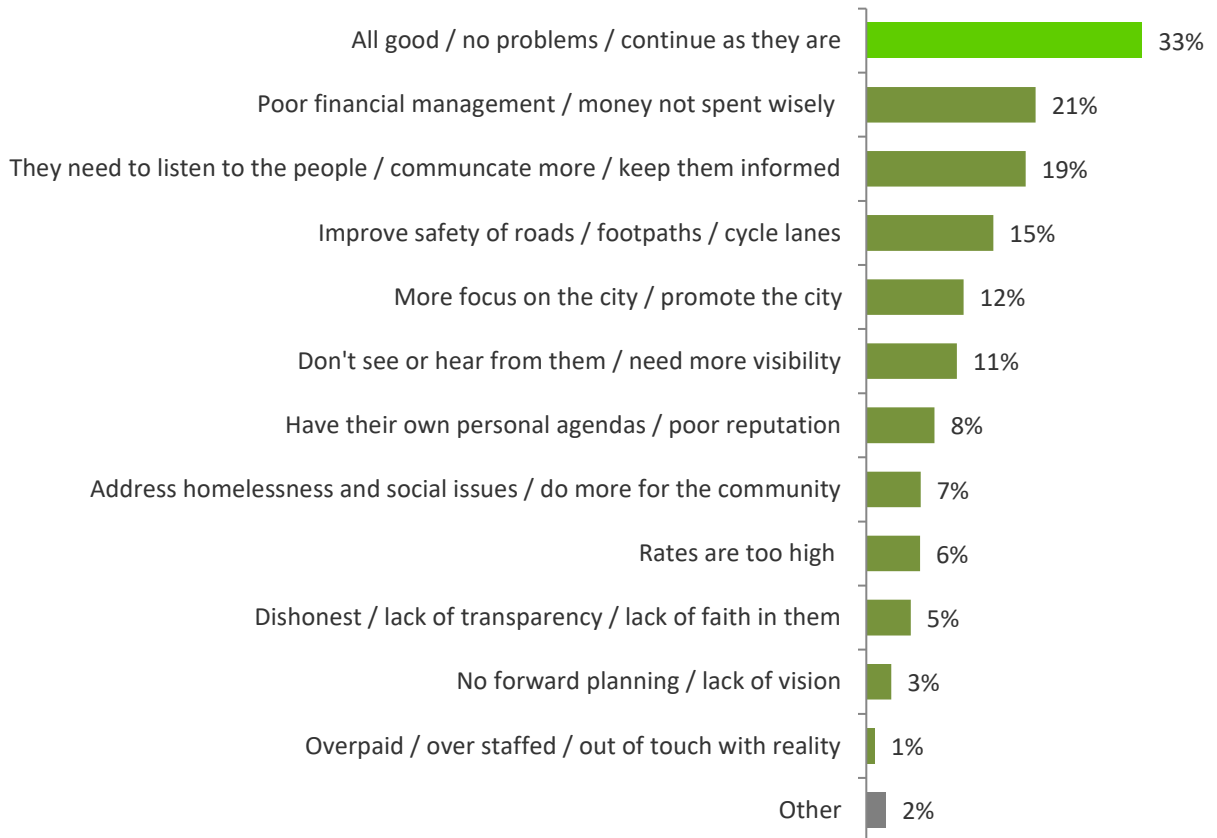
- There has been a significant decrease in residents' satisfaction with the *Mayor and Councillors' performance* and perceptions of *Council staff performance* in the past 12 months.
- Satisfaction with *Council staff performance* is similar across the wards.
- Village-Rural residents' ratings notably lower when it comes to *performance of Council staff*.

NOTES:

1. Sample: 2021 n=437; 2022 n=506; Excludes 'Don't know' responses
2. Māori n=71; All Others n=435;
3. Papaioea n=140; Takaro n=88; Hokowhitu n=140; Awapuni n=75; Village-Rural n=63;
4. LS2. And overall, when you think about the role that Council has, how would you rate your overall satisfaction with the performance of the Mayor and Councillors?

▲ **Year-on-year** Significantly higher
▼ **Year-on-year** Significantly lower
▲ **Between demographics** Significantly higher
▼ **Between demographics** Significantly lower

Comments about the performance of the Council and City Leaders



- *Invest time into guiding the youth. We don't have bad youth, we have youth that have no direction and nobody to guide them or help them be the better version of themselves.*
- *Be transparent, tell us what you are spending money on. I've never seen a proposal about budget, spending anything, is this readily available? Maybe some more interaction with the public and again communication.*
- *I think the environment and environmental issues need a more prominent place in the Councils direction, not just economic factors.*
- *Spending money on rebranding the city was a complete waste of ratepayer money. It would have been better to use that money to fix footpaths.*
- *Public consultation could be improved from time to time. Charging for Sunday parking is an example.*

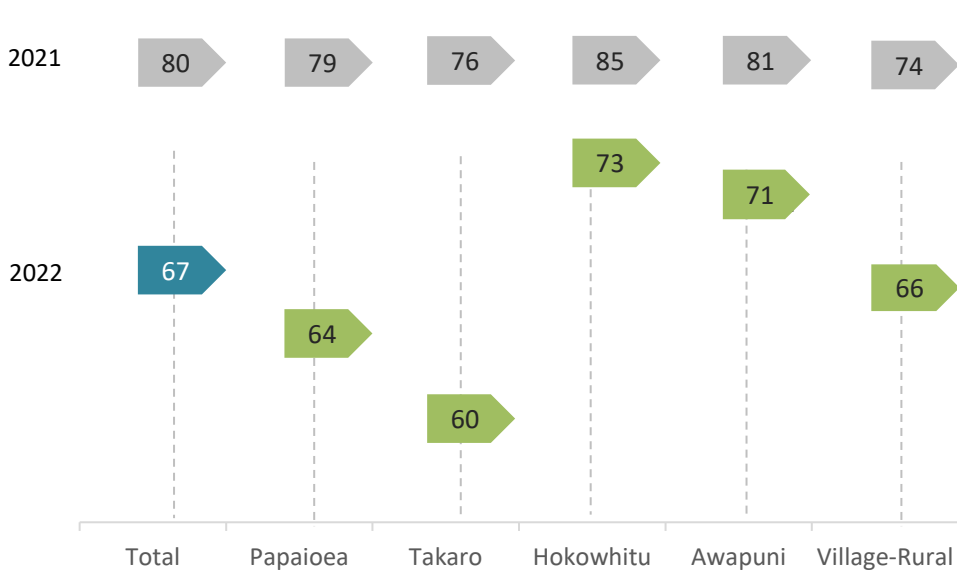


- *The current Mayor is doing a fantastic job.*
- *I trust that the Palmerston North Council is doing a great job.*
- *I would like to say thank you to [staff] who has been amazing with support and helping me in getting into a Council home. She is a beautiful person.*
- *I have never heard bad things about the Mayor or Councillors. I met the Mayor once and he seemed a friendly and personable man.*
- *I think the Council and the Mayor have performed pretty well over their term.*
- *I believe the Mayor is doing an excellent job but like all democratic processes, constraint by the mix of his Council and those who work for the Council will dictate the progress of the city becoming a modern city of destination.*

NOTES:

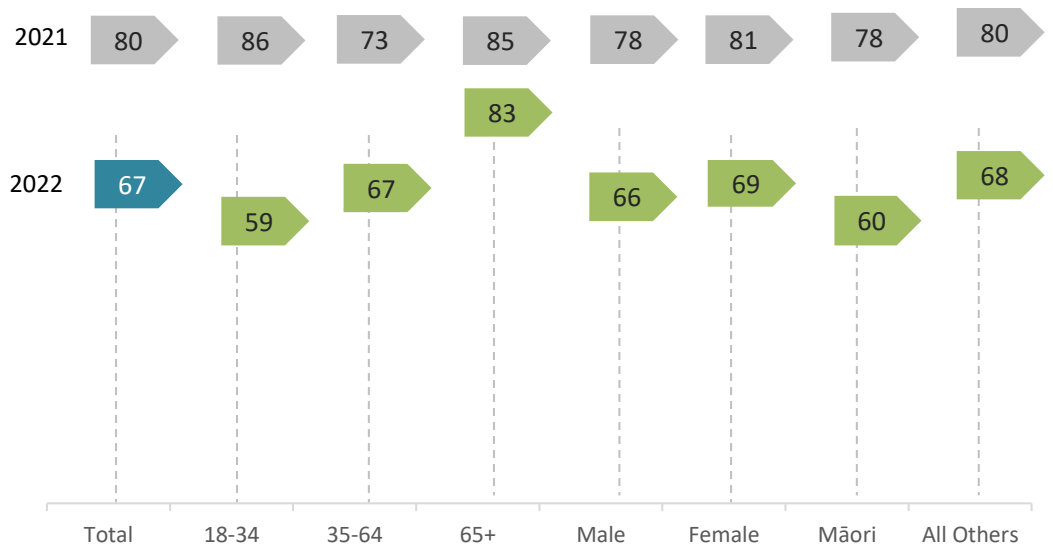
1. Sample: 2022 n=506; excludes 'Don't know' and 'Doesn't relate to me' responses.
2. LS7. Do you have any other comments about the direction that the Palmerston North City Council provides, Council's reputation and the performance of the Mayor and Councillors? n=188

Reputation benchmarks



Even though the scores have decreased over the past 12 months, Palmerston North City Council has an acceptable reputation overall. The scores are slightly lower for the Papaioea, Takaro wards and the Village-Rural category. However, these scores remain within the higher acceptability frame.

There has been a significant decrease in respondents' perception ratings of the Council's reputation across all demographic groups. However, residents aged 18-34 tend to rate Council considerably lower on this metric than other groups.

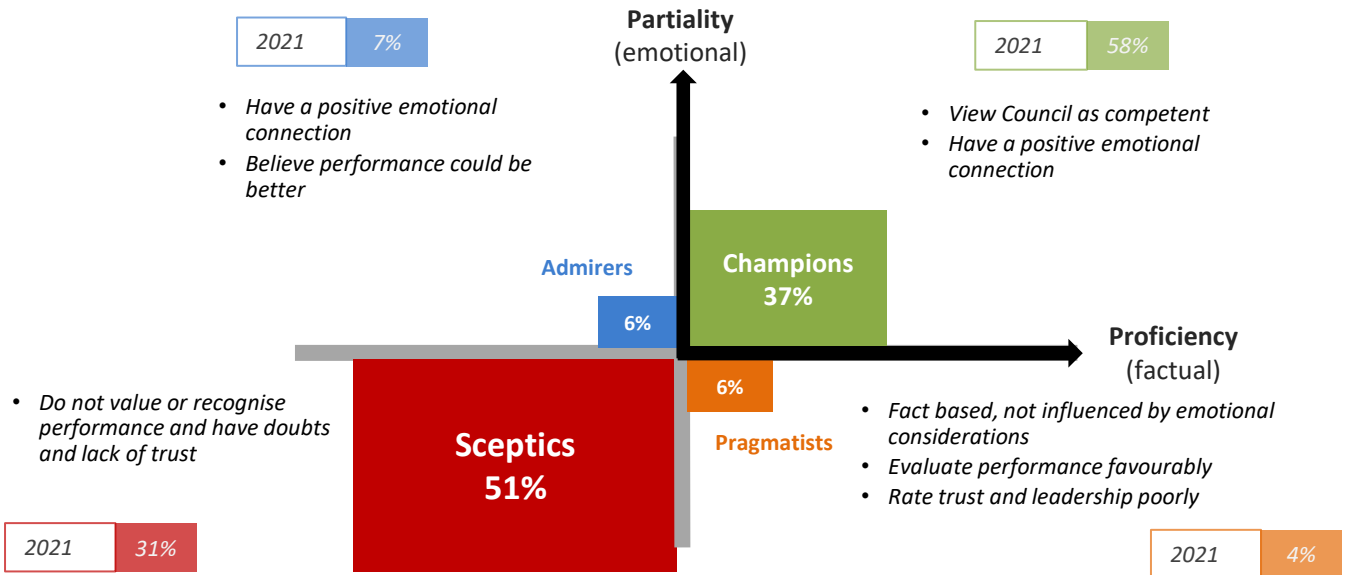


NOTES:

1. Sample: 2021 n=437; 2022 n=506; Excludes 'Don't know' responses
2. Māori n=71; All Others n=435;
3. Papaioea n=140; Takaro n=88; Hokowhitu n=140; Awapuni n=75; Village-Rural n=63;
4. The benchmark is calculated by rescaling the overall reputation measure to a new scale between -50 and +150 to improve granularity for the purpose of benchmarking

Key:	
>80	Excellent reputation
60-79	Acceptable reputation
<60	Poor reputation
150	Maximum score

Reputation profile

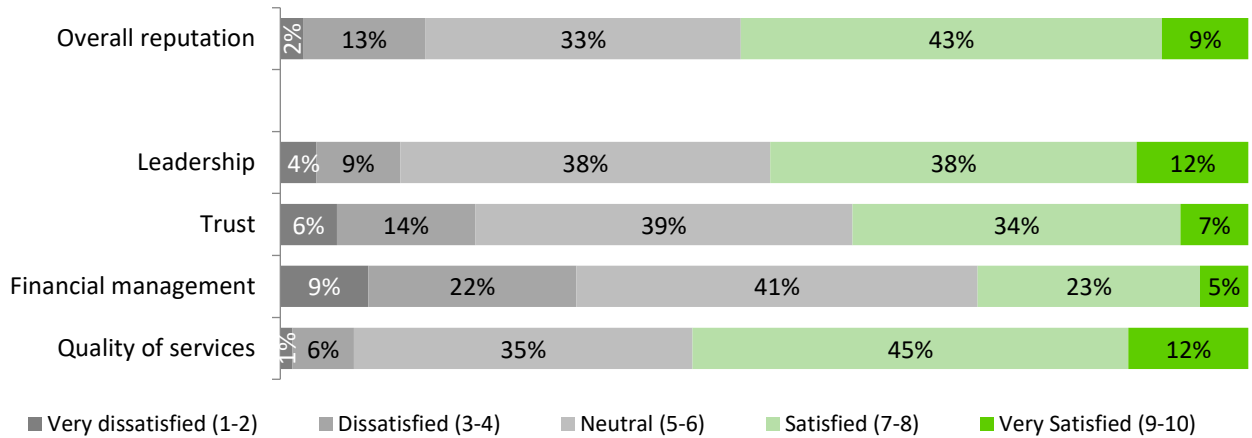


- In 2022 there is a significant shift in the reputation profile with 51% of residents identifying as 'Sceptics'. There is a 21% decrease in the proportion of 'Champions', those who support Council.
- Based on the demographic profile, residents that are most likely express doubts, lack of trust in the Council and do not value or recognise Council's performance belong to:
 - ✓ Papaioea ward
 - ✓ Aged 18-34
- The same demographic groups are those who overall rate Council's performance across multiple services and facilities significantly lower when compared with residents from other wards or of other age groups.

NOTES:

- Sample: 2021 n=437; 2022 n=506. Excludes Don't know'
- Segments have been determined using the results from a set of five overall level questions
- REP1_1 leadership, REP1_2 trust, REP1_3 financial management, REP1_4 quality of deliverables, REP2_1 overall reputation

Image and reputation



Scores with % 7-10	2022	2021	2020	2019	Māori	All others
Overall reputation	52% ▼	66%	66%	61%	47%	53%
Leadership	49% ▼	65%	62%	55%	47%	50%
Trust	41% ▼	53%	51%	46%	37%	42%
Financial management	28% ▼	44%	39%	40%	23%	29%
Quality of services	57% ▼	73%	68%	65%	51%	59%

Scores with % 7-10	Papaioea	Takaro	Hokowhitu	Awapuni	Village-Rural
Overall reputation	52%	45%	54%	57%	49%
Leadership	46% ▼	48%	52% ▼	54%	48%
Trust	39%	34%	46%	41%	42% ▼
Financial management	22% ▼	29%	32% ▼	30%	30%
Quality of services	49% ▼	53%	64% ▼	67%	52% ▼

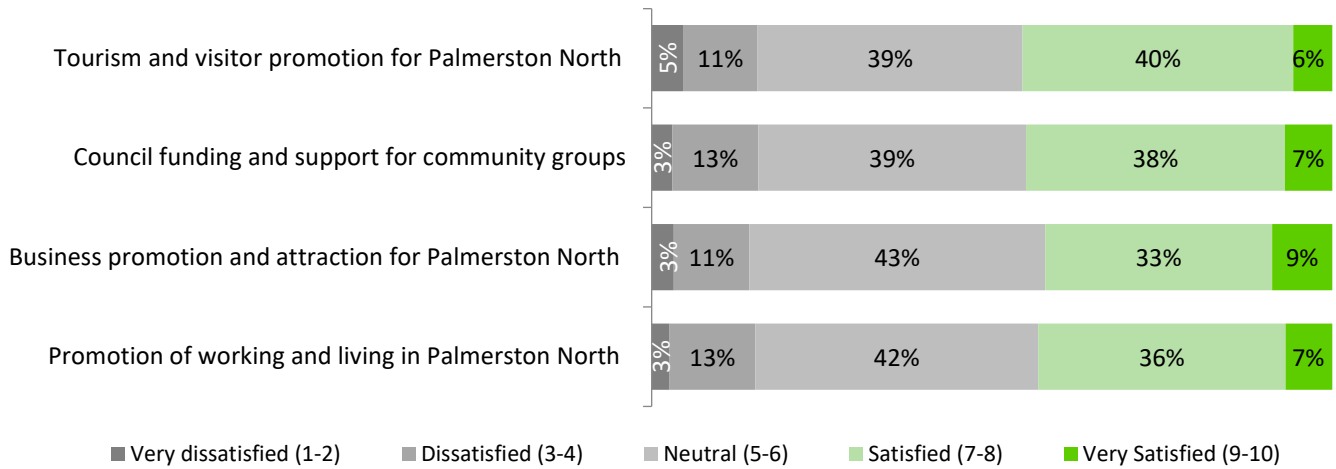
- There has been a significant decrease residents' approval ratings of Council in the last 12 months.
- Residents from Papaioea have the largest shift in perception of *Leadership* (-19%), *Quality of services* (-19%) and *Financial management* (-18%).

NOTES:

1. Sample: 2021 n=437; 2022 n=506; Excludes 'Don't know' responses
2. Māori n=71; All Others n=435;
3. Papaioea n=140; Takaro n=88; Hokowhitu n=140; Awapuni n=75; Village-Rural n=63;
4. REP1 Overall how would you rate Palmerston North City Council for? (1-4)
5. REP2. So, thinking about Palmerston North City Council in terms of the leadership it provides for the city, the trust that you have in Council, their financial management and quality of services they provide, how would you rate the Council for its overall REPUTATION?

▲ **Year-on-year** Significantly higher
▼ **Year-on-year** Significantly lower
▲ **Between demographics** Significantly higher
▼ **Between demographics** Significantly lower

Direction provided by Council



Scores with % 7-10	2022	2021	2020	2019	Māori	All others
Tourism and visitor promotion for Palmerston North	45%	52%	49%	50%	43%	46%
Council funding and support for community groups	45% ▼	55%	53%	50%	40%	46%
Business promotion and attraction for Palmerston North	42% ▼	51%	50%	43%	36%	43%
Promotion of working and living in Palmerston North	43% ▼	51%	47%	45%	35%	45%

Scores with % 7-10	Papaioea	Takaro	Hokowhitu	Awapuni	Village-Rural
Tourism and visitor promotion for Palmerston North	36% ▼	54%	50%	54%	39%
Council funding and support for community groups	39% ▼	55%	46% ▼	47%	45%
Business promotion and attraction for Palmerston North	35% ▼	41%	51%	49%	36%
Promotion of working and living in Palmerston North	34% ▼	43%	50%	57%	36%

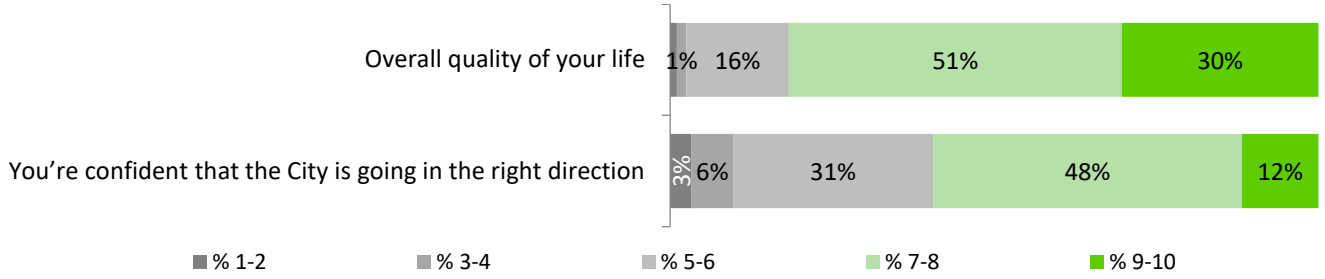
- Satisfaction across all areas related to *Direction provided by the Council* has significantly decreased in the past 12 months.
- This has mostly been impacted by perception of residents from Papaioea ward.

NOTES:

1. Sample: 2021 n=437; 2022 n=506; Excludes 'Don't know' responses
2. Māori n=71; All Others n=435;
3. Papaioea n=140; Takaro n=88; Hokowhitu n=140; Awapuni n=75; Village-Rural n=63;
4. LS1. How satisfied are you with each of the following?

▲ **Year-on-year** Significantly higher
▼ **Year-on-year** Significantly lower
▲ **Between demographics** Significantly higher
▼ **Between demographics** Significantly lower

Quality of life and confidence in the future



Scores with % 7-10	2022	18-34	35-64	65+
Overall quality of your life	82%	72%	84%	90%
You're confident that the City is going in the right direction	59%	54%	56%	74%

Scores with % 7-10	Māori	All others
Overall quality of your life	78%	82%
You're confident that the City is going in the right direction	68%	58%

Scores with % 7-10	Papaioea	Takaro	Hokowhitu	Awapuni	Village-Rural
Overall quality of your life	81%	76%	87%	79%	84%
You're confident that the City is going in the right direction	59%	64%	54%	60%	63%

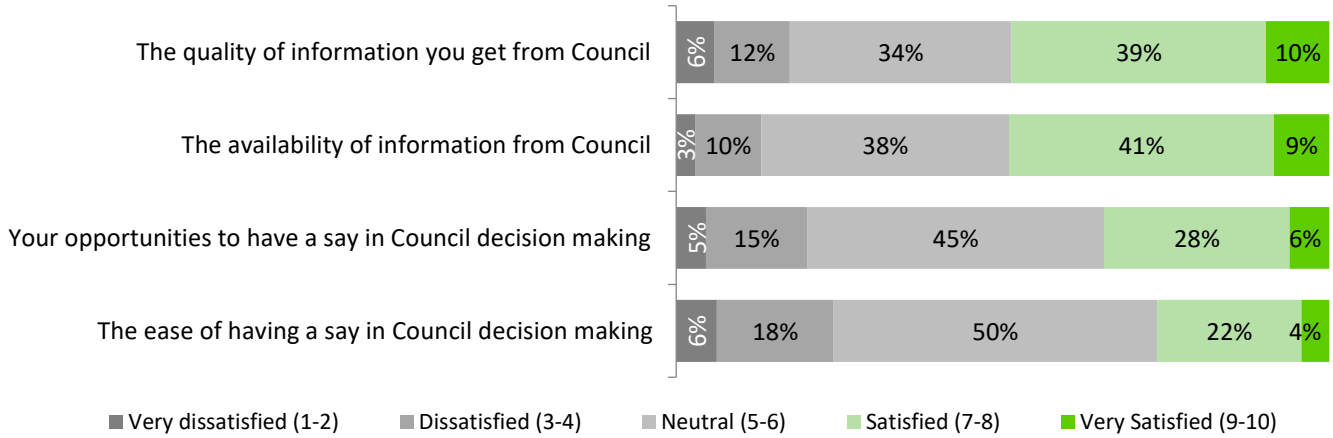
- 82% of residents consider their *quality of life* 'Good' or 'Excellent'. Younger residents tend to rate their *quality of life* lower, especially when compared with those over 65 years.
- However, a considerably smaller proportion of residents (59%) are *confident that the City is going in the right direction*. This has been also reflected in decline of perception related to promoting the city and business opportunities for Palmerston North.

NOTES:

1. Sample: 2022 n=506; Excludes 'Don't know' responses
2. Māori n=71; All Others n=435;
3. Papaioea n=140; Takaro n=88; Hokowhitu n=140; Awapuni n=75; Village-Rural n=63;
4. SEN1 On a scale of 1 to 10 where 1 is 'extremely poor' and 10 is 'excellent', how would you rate the overall quality of your life?
5. SEN2_1 On a scale of 1 to 10 where 1 is 'strongly disagree' and 10 is 'strongly agree', how strongly do you agree or disagree with the following statement about the City? - You're confident that the City is going in the right direction
6. This question has been first introduced in 2021/2022 round of surveys, so no historical data is available for comparison.

▲ **Year-on-year** Significantly higher
▼ Significantly lower
▲ **Between demographics** Significantly higher
▼ Significantly lower

Information and decision-making process



Scores with % 7-10	2022	2021	2020	2019	Māori	All others
The quality of information you get from Council	49%	54%	54%	53%	50%	49%
The availability of information from Council	49% ▼	57%	55%	55%	52%	48%
Your opportunities to have a say in Council decision making	35% ▼	46%	44%	42%	32%	35%
The ease of having a say in Council decision making	26% ▼	41%	35%	36%	28%	26%

Scores with % 7-10	Papaioea	Takaro	Hokowhitu	Awapuni	Village-Rural
The quality of information you get from Council	45%	41%	57%	50%	48%
The availability of information from Council	42% ▼	35% ▼	57%	58%	48%
Your opportunities to have a say in Council decision making	34%	24% ▼	36% ▼	37%	38%
The ease of having a say in Council decision making	26% ▼	17% ▼	31% ▼	22%	33%

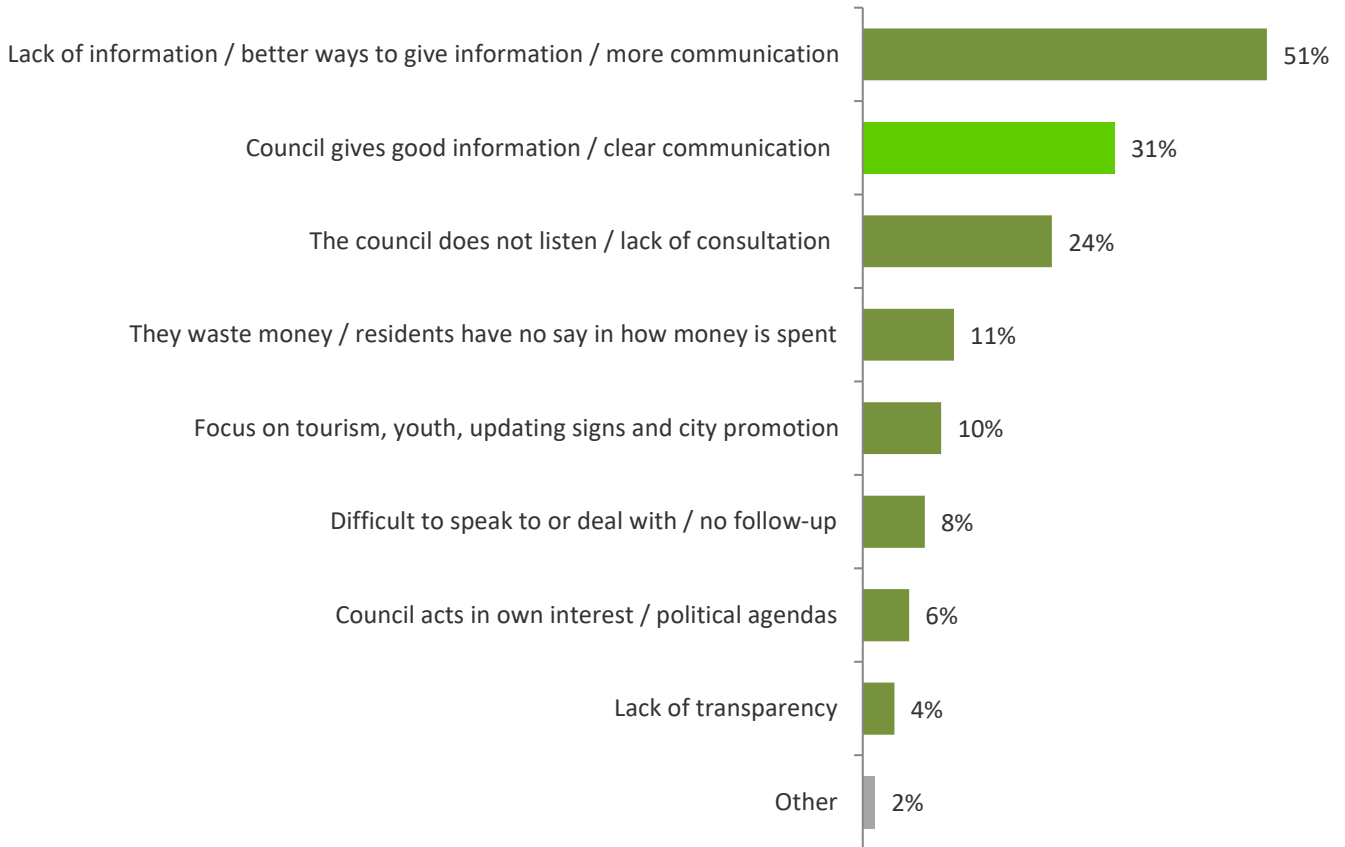
- There is a decrease overall in the way residents perceive the *Information and decision-making process*.
- Residents from Hokowhitu are considerably more satisfied with *having an opportunity to have a say in Council's decision making* and *the ease of doing so*, compared with other wards, and Takaro in particular.
- However, there has been a significant decrease as well year-on-year for these particular measures among Takaro and Papaioea residents.

NOTES:

1. Sample: 2022 n=506; 2021 n=437; Excludes 'Don't know' responses
2. Māori n=71; All Others n=435;
3. Papaioea n=140; Takaro n=88; Hokowhitu n=140; Awapuni n=75; Village-Rural n=63;
4. LS3. Now, a few questions about Council's information and decision making. How satisfied are you with?

▲ Year-on-year Significantly higher
▼ Year-on-year Significantly lower
▲ Between demographics Significantly higher
▼ Between demographics Significantly lower

Comments about the information residents receive from the council



- *Replies to requests are very slow and sometimes, no reply at all. The claims process takes far too long and the level of communication on where a claim is at is terrible.*
- *I only know of what comes with the rates and in the Square Growler in the Guardian. I would like to see the Square Growler distributed some other way as we seldom get a Guardian so miss it.*
- *We get very little information from the Council. We don't get the local paper delivered, they seem to miss us out despite contacting them many times. So, don't get much information on what is happening around the city.*
- *I don't have any visibility of activity of Councillors or executive staff and how they are tacking towards their objectives.*
- *Information is limited unless sought out, which I don't really feel is something I need to do.*

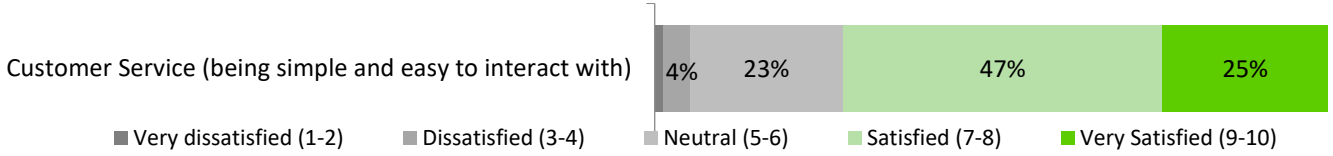


- *The information received is satisfactory. The Council provides good platforms to gather information about the city and city changes and decisions.*
- *I like the direction that Grant Smith is heading. He is certainly in the process of making Palmerston North an attractive city for visitors and people wanting to live here.*
- *Seems to be clear and keeps us informed. At times suspect consultation on some matters is to tick the box of consulting than really listening as often think the decision has already been made so why consult if this is the case.*
- *Most of what I see is on social media. The team do a great job making sure information is available and questions responded to.*

NOTES:

1. Sample: 2022 n=506; excludes 'Don't know' and 'Doesn't relate to me' responses.
2. LS4. Do you have any comments about the information you receive from Council or its consultation?
n=204

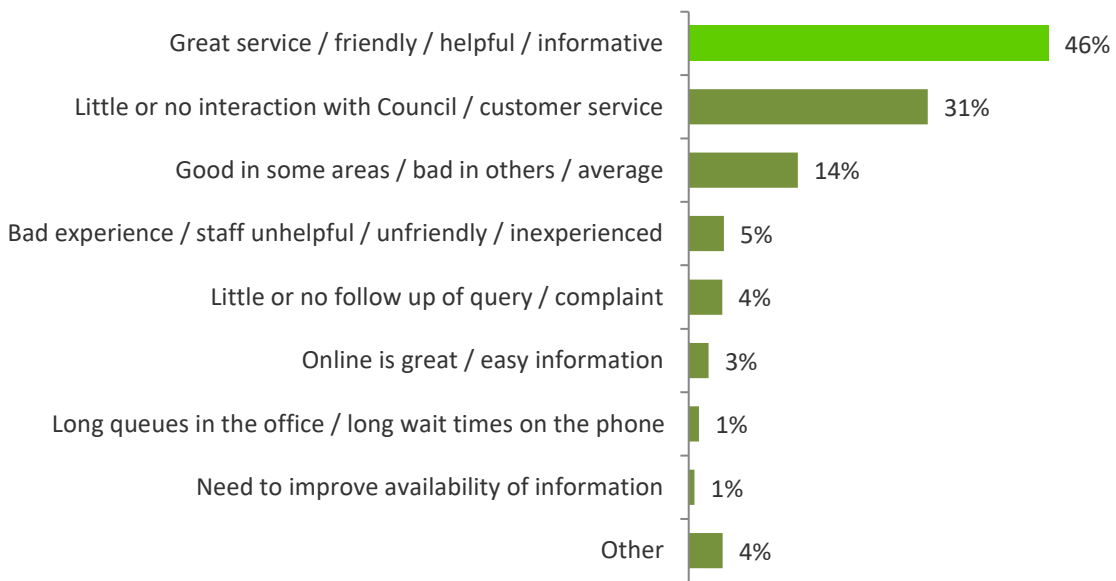
Customer service



Scores with % 7-10	2022	2021	2020	2019	Māori	All others
Customer Service (being simple and easy to interact with)	72%	75%	70%	70%	75%	71%

Scores with % 7-10	Papaioea	Takaro	Hokowhitu	Awapuni	Village-Rural
Customer Service (being simple and easy to interact with)	66%	71%	76%	82%	65%

Customer service is continued to be rated highly by residents, with 72% happy with communication they have had with Council staff and offices.



- When I have gone to the Council for information they seemed like they had no time for me.
- I have a bus stop across my driveway and asked for it to be shifted eight months ago and nothing has been done about it.
- Sometimes getting answers from the Council is unnecessarily time consuming.



- Staff are friendly and helpful.
- They were easy to interact with and got my Council records for my house easily.
- On the occasions I have come into the Council building, I have been treated respectfully and promptly.
- Great customer service every time.

NOTES:

- Sample: 2021 n=437; 2022 n=506; Excludes 'Don't know' responses
- Māori n=71; All Others n=435;
- Papaioea n=140; Takaro n=88; Hokowhitu n=140; Awapuni n=75; Village-Rural n=63;
- LS5. And how satisfied are you with Council's customer service?
- LS6. Why do you say this? n=393

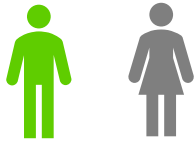
▲ Year-on-year Significantly higher
▼ Year-on-year Significantly lower
▲ Between demographics Significantly higher
▼ Between demographics Significantly lower



Sample profile

Demographics

Gender



	Male	Female
Weighted	48%	52%
Unweighted	45%	55%

Age (weighted)

Unweighted

18-24	14%	8%
25-34	22%	13%
35-44	15%	11%
45-54	16%	13%
55-64	14%	21%
65+	19%	34%

Ethnicity (weighted)

Unweighted

Māori	15%	13%
Non-Māori	85%	87%

*Multiple response

Paying rates (weighted)

Unweighted

Yes	80%	83%
No	5%	6%
Renting	13%	10%
Don't know	2%	2%

Ward (weighted)

Unweighted

Papaioea	28%	32%
Takaro	13%	20%
Hokowhitu	22%	22%
Awapuni	22%	19%
Village-Rural	15%	7%

How long lived in PN (weighted)

Unweighted

Less than 2 years	<1%	7%
2 years – less than 5	8%	12%
5 years – less than 10	14%	17%
10 years – less than 20	20%	22%
20 years – less than 30	29%	22%
30 or more years	29%	41%
Don't know	1%	1%



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Research background



Research Objectives

The specific objectives of this research were:

- To understand residents’ satisfaction with services and facilities provided by Councils across New Zealand.
- To benchmark the key performance indicators against other Councils overall and Councils of the same level to put the Annual Residents’ Surveys’ results into context.



Method

- Mail to online or telephone surveys were undertaken with 18 different Councils across New Zealand in 2021/2022, including 15 District Councils, 3 City Councils.
- Respondents were selected at random from the Council region Electoral Roll or via a purchased telephone database for the area.
- The questionnaires were designed in consultation with Councils and were structured to provide a comprehensive set of measures relating to core activities, services and infrastructure, and to provide a wider perspective of performance. This includes assessment of reputation and knowledge of Council’s activities.
- Post data collection, the samples were weighted to be exactly representative of key population demographics for each area based on the 2018 Census.
- At an aggregate level the survey has an expected 95% confidence interval (margin of error) between +/- 3.2% and +/-4.8%.
- Maximum, minimum and average scores for key performance indicators are shown and benchmarked based on 18 Council’s performances. Questions used are either identical or closely related allowing for comparison.
- To allow better and more extensive benchmarking several measures are presented as an average score of all related measures in the relevant section.

Year on year change (% 7-10)

2021/2022 Council Benchmarking

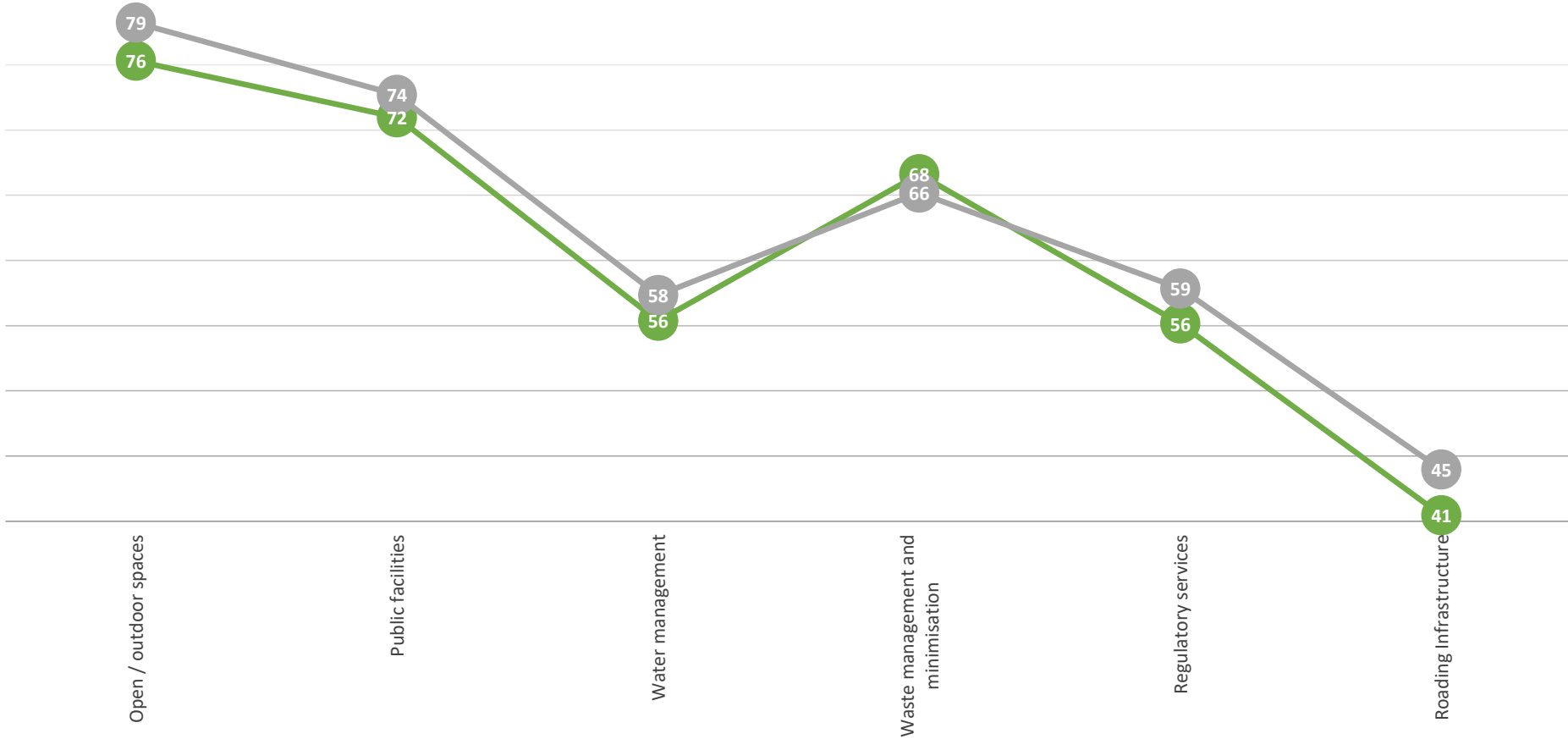
All Councils' Average 2022 2021 Average



Year on year change (% 7-10)

2021/2022 Council Benchmarking

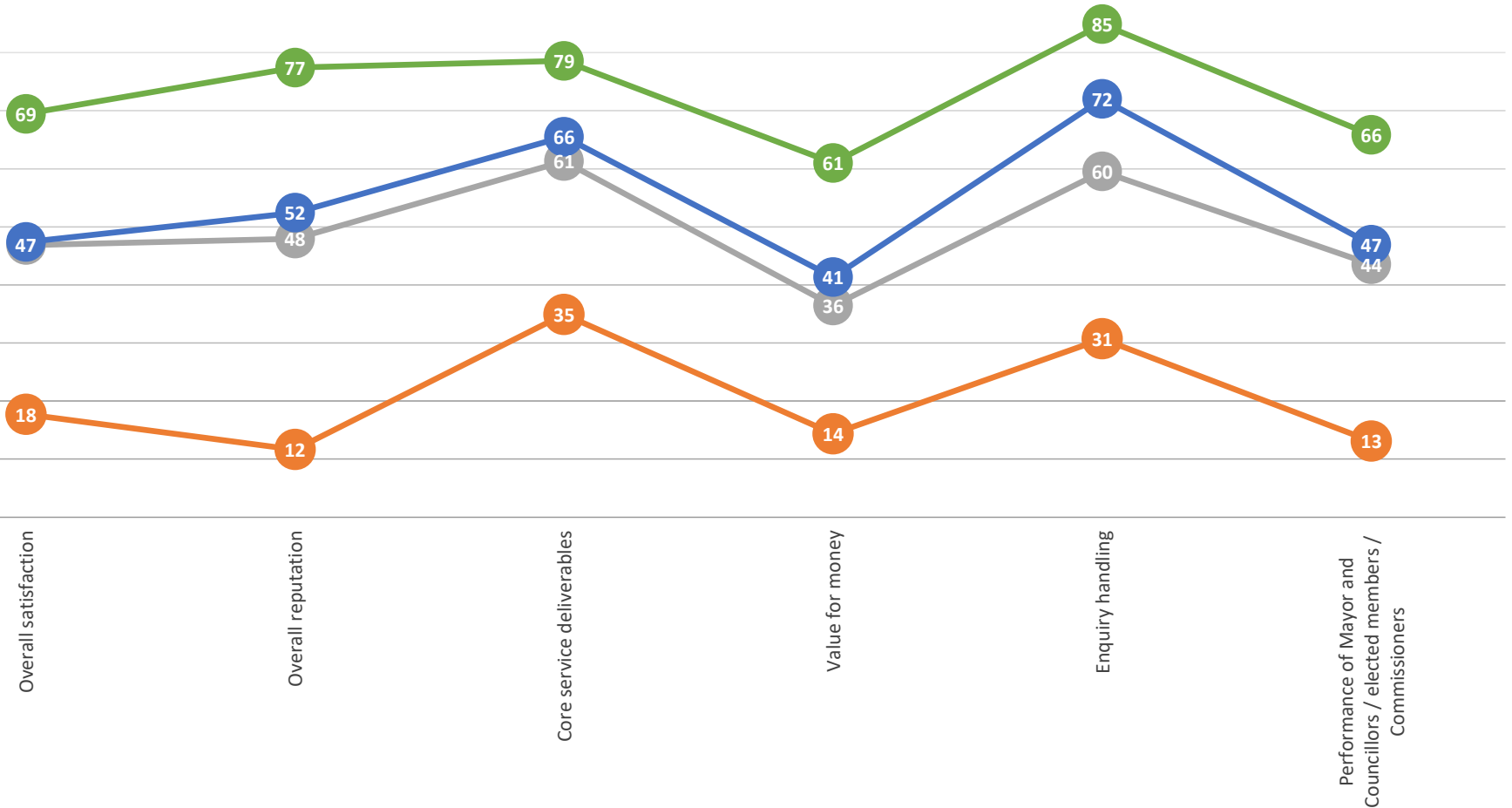
—●— All Councils' Average 2022 —●— 2021 Average



Overall measures

2021/2022 Council Benchmarking

— All Councils' Average 2022 — Min — Max — P. North CC



Overall measures (All Councils)

	% 7-10	Your Council 2021/22 %	Average based on All Councils %	point diff %	Top performance %	point diff %	Lowest performance %	point diff %
Overall satisfaction		47	47	-	69	-22	18	+29
Overall reputation		52	48	+4	77	-25	12	+40
Core service deliverables		66	61	+5	79	-13	35	+31
Value for money		41	36	+5	61	-20	14	+27
Enquiry handling		72	60	+12	85	-13	31	+41
Performance of Mayor and Councillors / elected members / Commissioners		47	44	+3	66	-19	13	+34

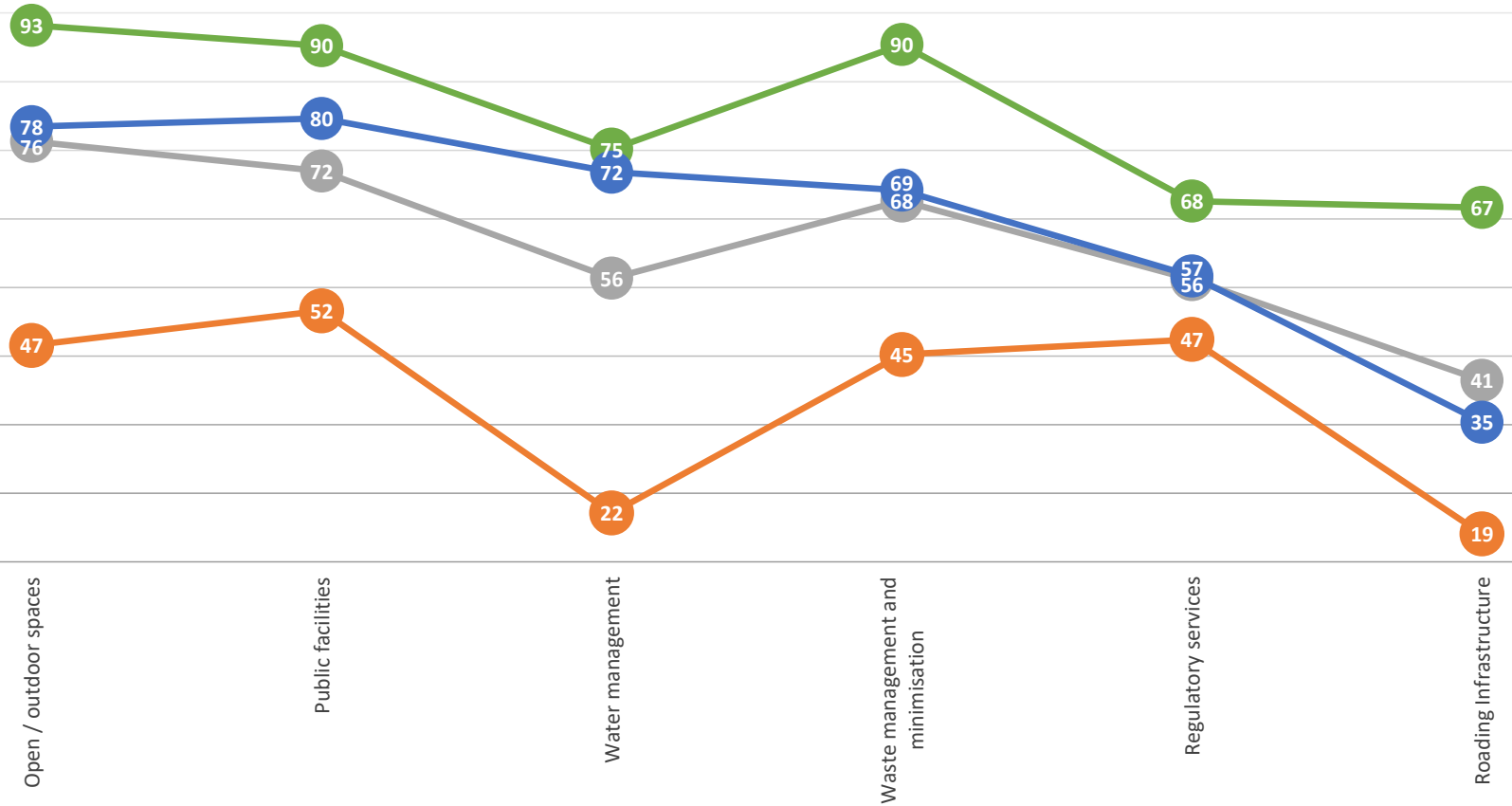
Overall measures (City Councils only)

% 7-10	Your Council 2021/22 %	Average based on All Councils %	point diff %	Top performance %	point diff %	Lowest performance %	point diff %
Overall satisfaction	47	38	+9	47	-	32	+15
Overall reputation	52	40	+12	52	-	23	+29
Core service deliverables	66	62	+4	66	-	56	+10
Value for money	41	36	+5	41	-	30	+11
Enquiry handling	72	58	+14	72	-	44	+28
Performance of Mayor and Councillors / elected members / Commissioners	47	46	+1	47	-	45	+2

Core service deliverables

2021/2022 Council Benchmarking

— All Councils' Average 2022 — Min — Max — P. North CC



Core service deliverables (All Councils)

	% 7-10	Your Council 2021/22 %	Average based on All Councils %	point diff %	Top performance %	point diff %	Lowest performance %	point diff %
Open / outdoor spaces		78	76	+2	93	-15	47	+31
Public facilities		80	72	+8	90	-10	52	+28
Water management		72	56	+16	75	-3	22	+50
Waste management and minimisation		69	68	+1	90	-21	45	+24
Regulatory services		57	56	+1	68	-11	47	+10
Roading Infrastructure		35	41	-6	67	-32	19	+16

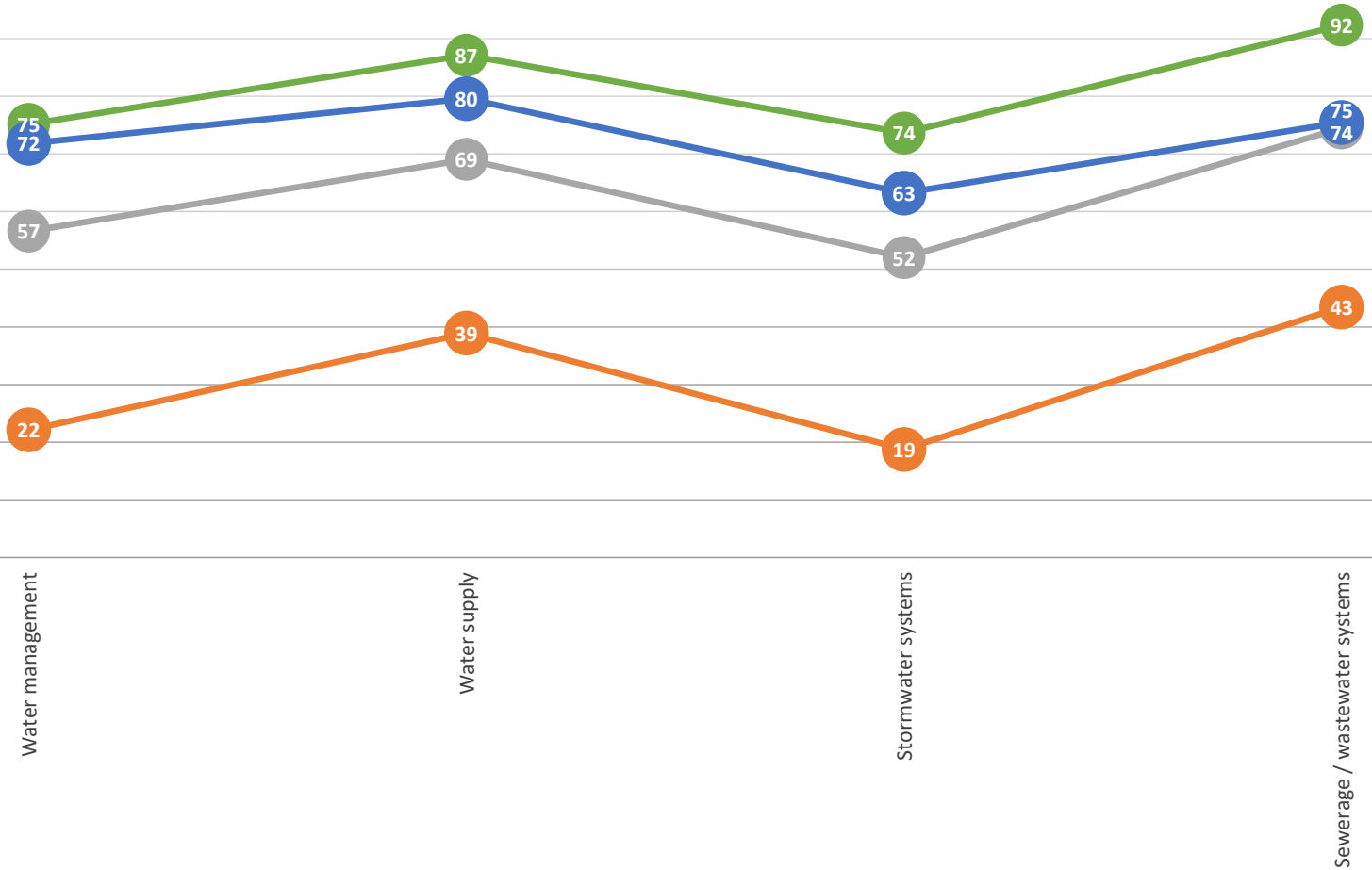
Core service deliverables (City Councils only)

	% 7-10	Your Council 2021/22 %	Average based on All Councils %	point diff %	Top performance %	point diff %	Lowest performance %	point diff %
Open / outdoor spaces		78	76	+2	78	-	73	+5
Public facilities		80	75	+5	80	-	70	+10
Water management		72	57	+15	72	-	45	+27
Waste management and minimisation		69	67	+2	69	-	63	+6
Regulatory services		57	53	+4	57	-	49	+8
Roading Infrastructure		35	40	-4	44	-9	35	-

Three waters

2021/2022 Council Benchmarking

— All Councils' Average 2022 — Min — Max — P. North CC



Three waters (All Councils)

% 7-10	Your Council 2021/22 %	Average based on All Councils %	point diff %	Top performance %	point diff %	Lowest performance %	point diff %
Water management	72	57	+15	75	-3	22	+50
Water supply	80	69	+11	87	-7	39	+41
Stormwater systems	63	52	+11	74	-9	19	+44
Sewerage / wastewater systems	75	74	+1	92	-17	43	+32

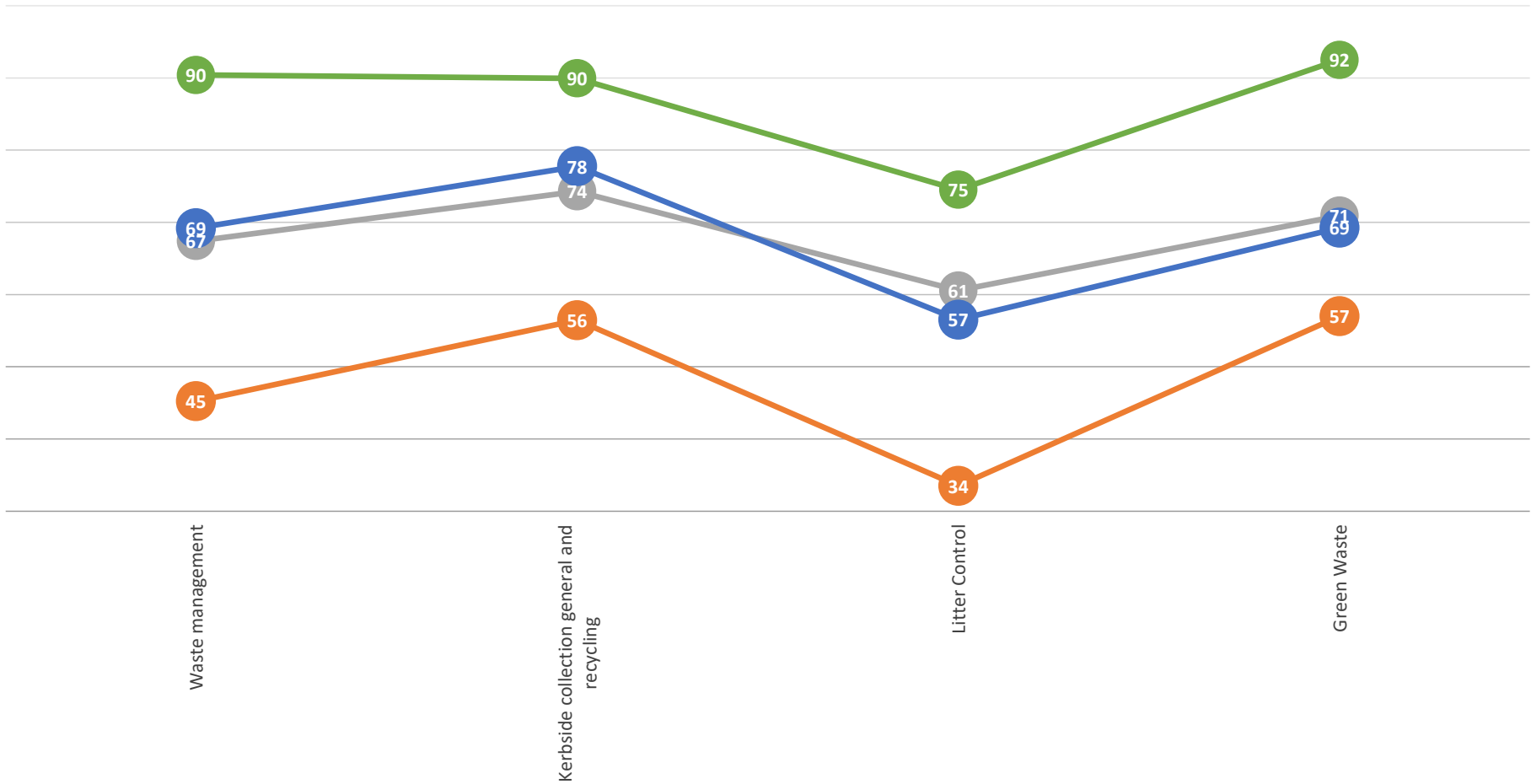
Three waters (City Councils only)

	% 7-10	Your Council 2021/22 %	Average based on All Councils %	point diff %	Top performance %	point diff %	Lowest performance %	point diff %
Water management		72	57	+15	72	-	45	+27
Water supply		80	78	+2	80	-	77	+3
Stormwater systems		63	50	+13	63	-	37	+26
Sewerage / wastewater systems		75	63	+12	75	-	51	+24

Waste management

2021/2022 Council Benchmarking

— All Councils' Average 2022 — Min — Max — P. North CC



Waste management (All Councils)

	% 7-10	Your Council 2021/22 %	Average based on All Councils %	point diff %	Top performance %	point diff %	Lowest performance %	point diff %
Waste management		69	67	+2	90	-21	45	+24
Kerbside collection general and recycling		78	74	+4	90	-12	56	+22
Litter Control		57	61	-4	75	-18	34	+23
Green Waste		69	71	-2	92	-23	57	+12

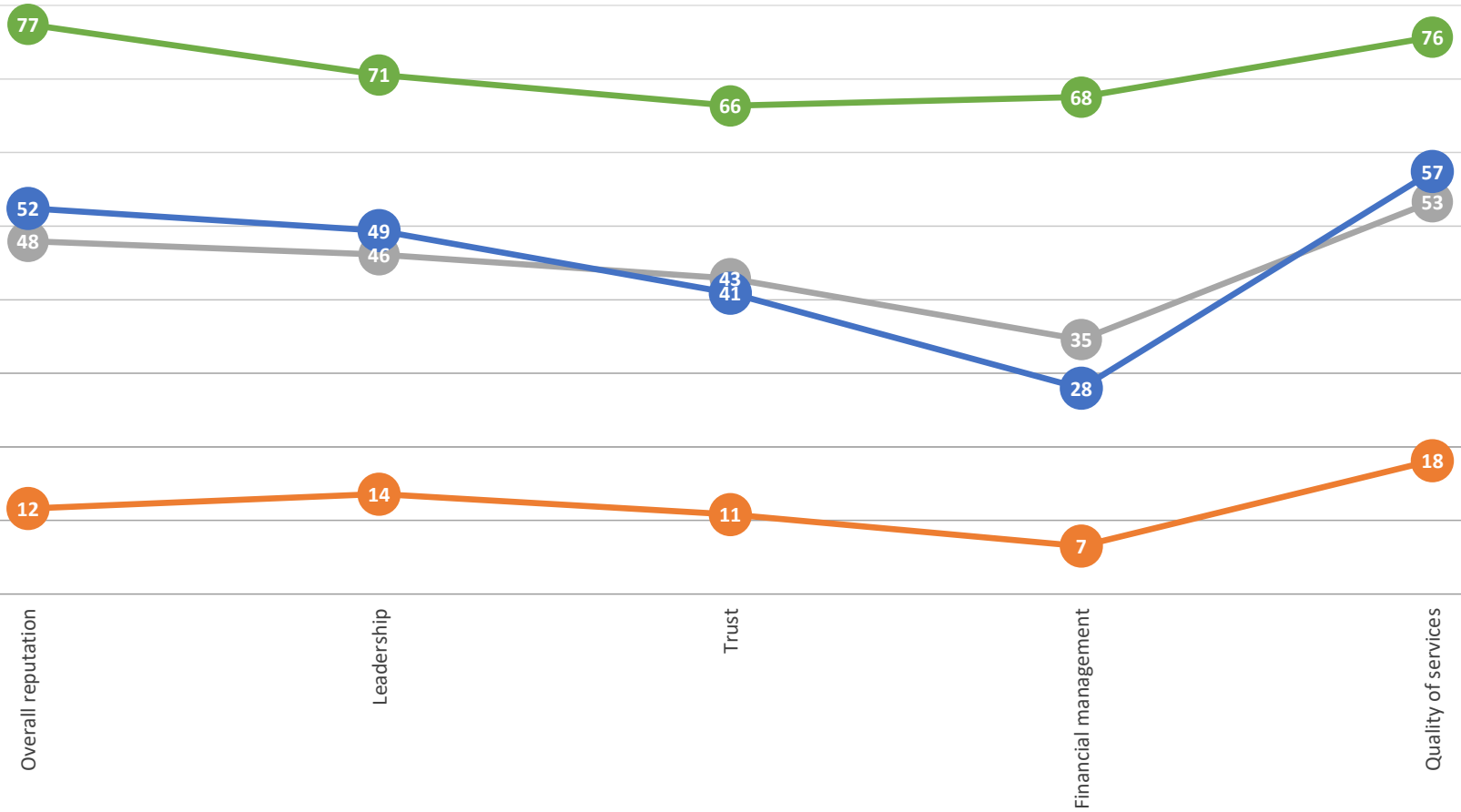
Waste management (City Councils only)

	% 7-10	Your Council 2021/22 %	Average based on All Councils %	point diff %	Top performance %	point diff %	Lowest performance %	point diff %
Waste management		69	67	+2	69	-	63	+6
Kerbside collection general and recycling		78	77	+1	78	-	74	+4
Litter Control		57	59	-2	61	-4	57	-
Green Waste		69	69	-	69	-	69	-

2021/2022 Council Benchmarking

Reputation

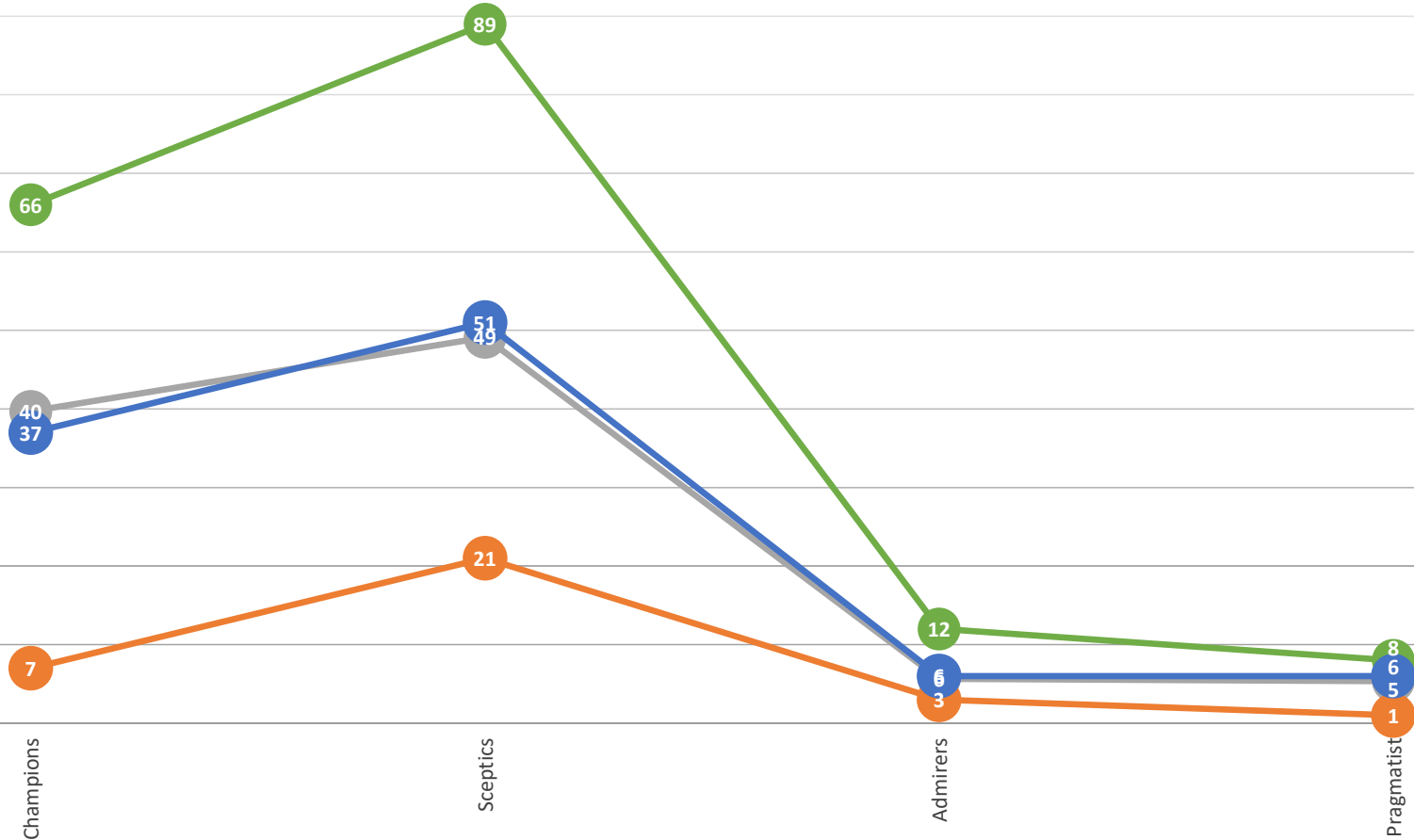
● All Councils' Average 2022
 ● Min
 ● Max
 ● P. North CC



2021/2022 Council Benchmarking

Reputation Profile

—●— All Councils' Average 2022
 —●— Min
 —●— Max
 —●— P. North CC



Reputation (All Councils)

	% 7-10	Your Council 2021/22 %	Average based on All Councils %	point diff %	Top performance %	point diff %	Lowest performance %	point diff %
Overall reputation		52	48	+4	77	-25	12	+40
Leadership		49	46	+3	71	-22	14	+35
Trust		41	43	-2	66	-25	11	+30
Financial management		28	35	-7	68	-40	7	+21
Quality of services		57	53	+4	76	-18	18	+39

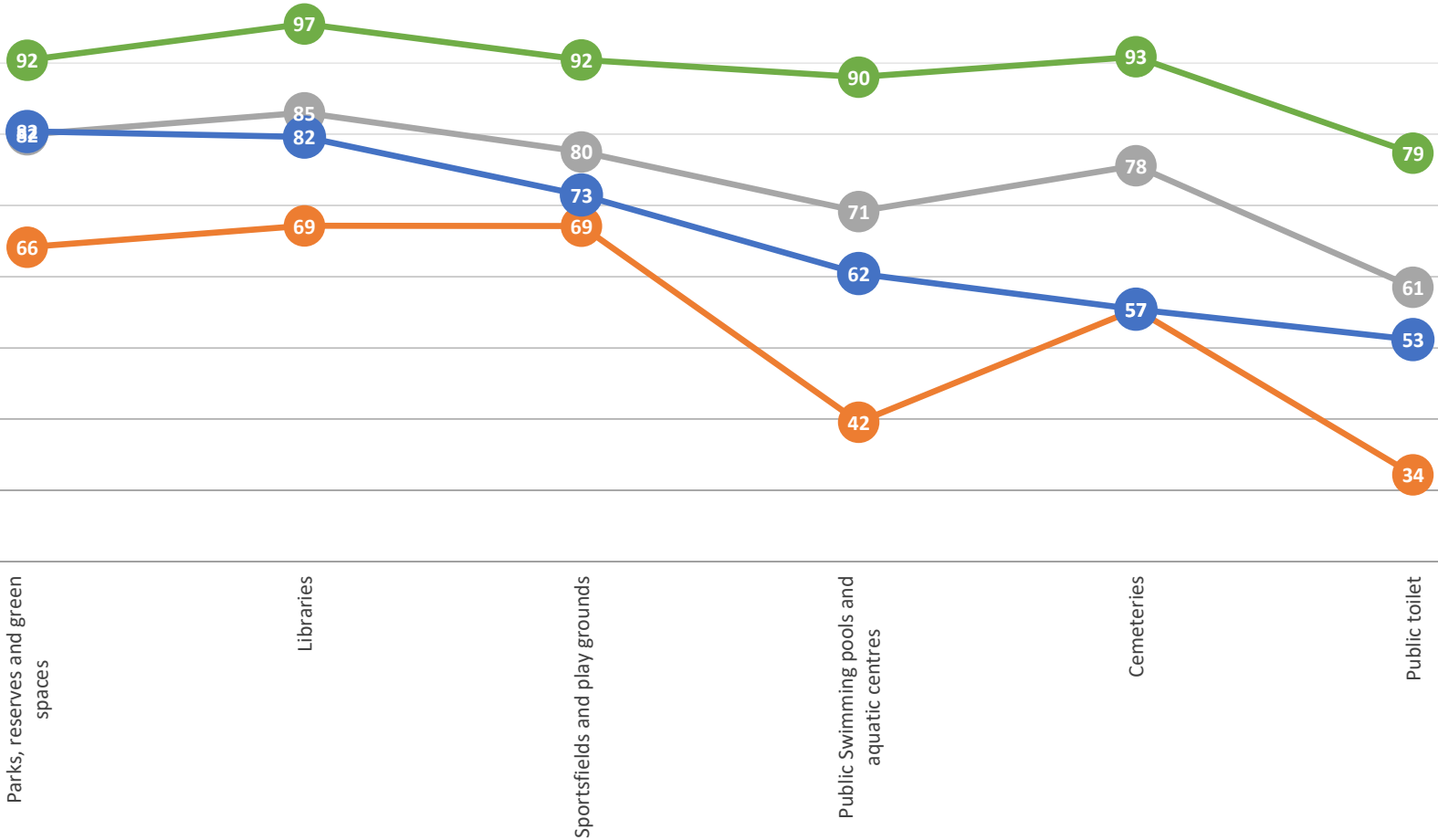
Reputation (City Councils only)

	% 7-10	Your Council 2021/22 %	Average based on District Councils %	point diff %	Top performance %	point diff %	Lowest performance %	point diff %
Overall reputation		52	40	+12	52	-	23	+29
Leadership		49	40	+9	49	-	29	+20
Trust		41	34	+7	41	-	24	+17
Financial management		28	25	+3	28	-	19	+9
Quality of services		57	50	+7	57	-	40	+17

Services and facilities

2021/2022 Council Benchmarking

— All Councils' Average 2022 — Min — Max — P. North CC



Services and facilities (All Councils)

	% 7-10	Your Council 2021/22 %	Average based on All Councils %	point diff %	Top performance %	point diff %	Lowest performance %	point diff %
Parks, reserves and green spaces		82	82	-	92	-10	66	+16
Libraries		82	85	-3	97	-15	69	+13
Sportsfields and play grounds		73	80	-7	92	-19	69	+4
Public Swimming pools and aquatic centres		62	71	-9	90	-28	42	+20
Cemeteries		57	78	-19	93	-36	57	-
Public toilet		53	61	-8	79	-26	34	+19

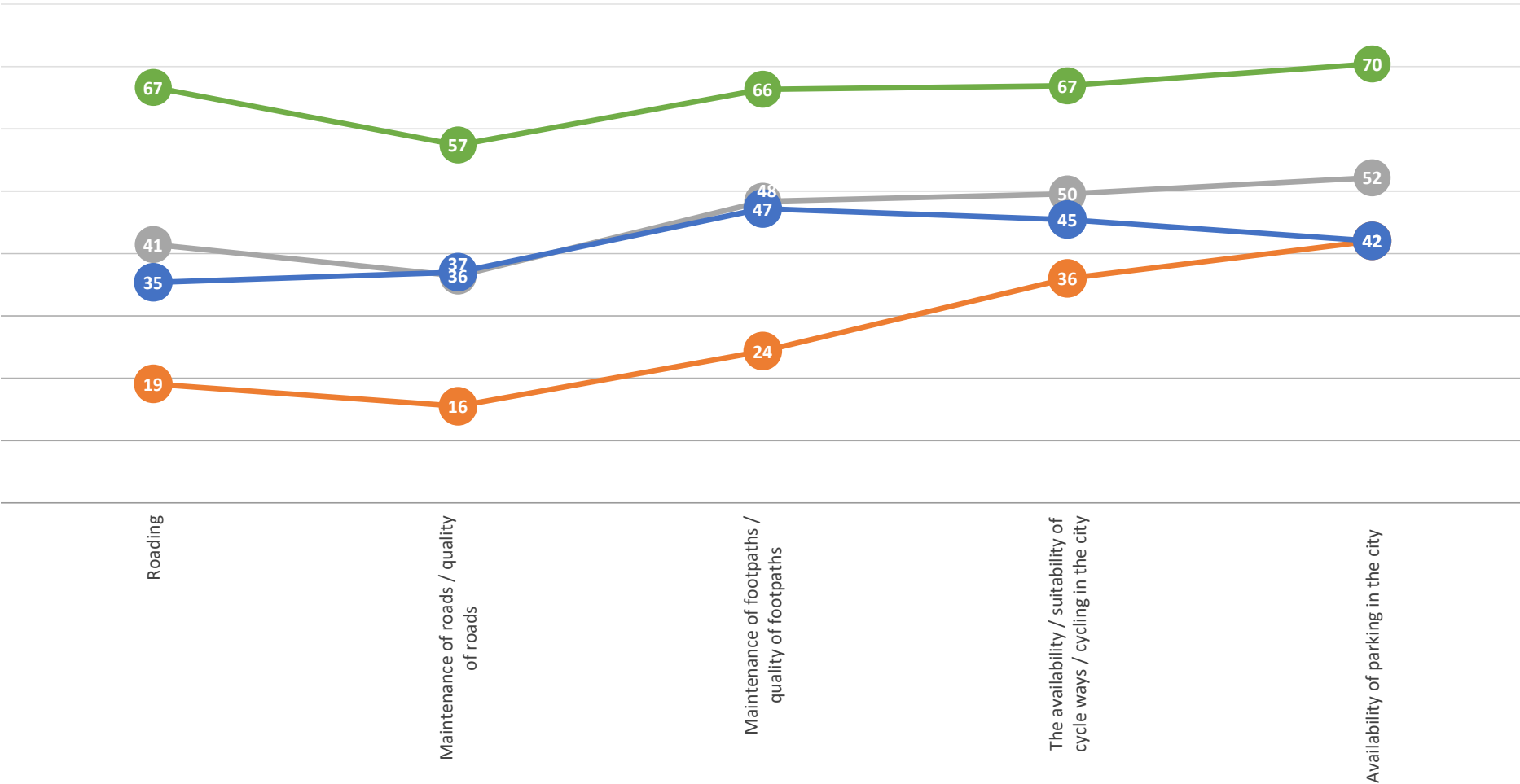
Services and facilities (City Councils only)

	% 7-10	Your Council 2021/22 %	Average based on All Councils %	point diff %	Top performance %	point diff %	Lowest performance %	point diff %
Parks, reserves and green spaces		82	79	+3	82	-	76	+6
Libraries		82	85	-3	88	-6	82	-
Sportsfields and play grounds		73	74	-1	75	-2	73	-
Public Swimming pools and aquatic centres		62	73	-9	82	-19	62	-
Cemeteries		57	75	-17	88	-31	57	-
Public toilet		53	46	+7	53	-	39	+14

Roading infrastructure

2021/2022 Council Benchmarking

— All Councils' Average 2022 — Min — Max — P. North CC



Roading infrastructure (All Councils)

% 7-10	Your Council 2021/22 %	Average based on All Councils %	point diff %	Top performance %	point diff %	Lowest performance %	point diff %
Roothing	35	41	-6	67	-32	19	+16
Maintenance of roads / quality of roads	37	36	+1	57	-20	16	+21
Maintenance of footpaths / quality of footpaths	47	48	-1	66	-19	24	+23
The availability / suitability of cycle ways / cycling in the city	45	50	-5	67	-22	36	+9
Availability of parking in the city	42	52	-10	70	-28	42	-

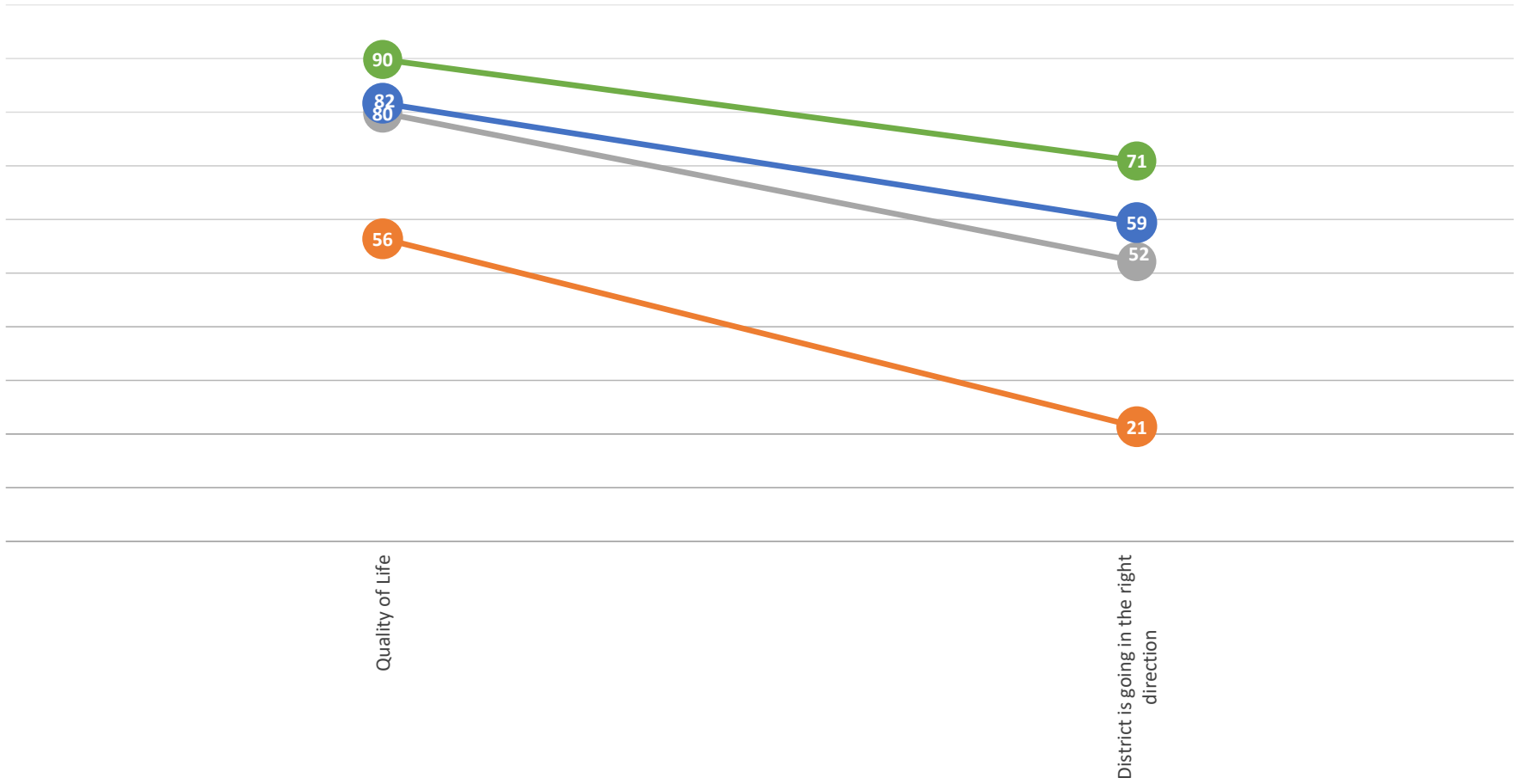
Roading infrastructure (City Councils only)

	% 7-10	Your Council 2021/22 %	Average based on All Councils %	point diff %	Top performance %	point diff %	Lowest performance %	point diff %
Roading		35	40	-5	44	-9	35	-
Maintenance of roads / quality of roads		37	36	+1	37	-	35	+2
Maintenance of footpaths / quality of footpaths		47	53	-6	66	-19	44	+3
The availability / suitability of cycle ways / cycling in the city		45	48	-3	50	-5	45	-
Availability of parking in the city		42	50	-8	58	-16	42	-

Sentiment

2021/2022 Council Benchmarking

— All Councils' Average 2022 — Min — Max — P. North CC



Sentiment (All Councils)

	% 7-10	Your Council 2021/22 %	Average based on All Councils %	point diff %	Top performance %	point diff %	Lowest performance %	point diff %
Quality of Life		82	80	+2	90	-8	56	+26
District is going in the right direction		59	52	+7	71	-11	21	+38

Sentiment (City Councils only)

	% 7-10	Your Council 2021/22 %	Average based on District Councils %	point diff %	Top performance %	point diff %	Lowest performance %	point diff %
Quality of Life		82	82	-	82	-	82	-
District is going in the right direction		59	56	+3	59	-	52	+7

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