



Palmerston North Annual Residents' Survey 2022/2023

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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 2022/2023 data collection was managed quarterly from 10 October 2022 to 3 July 2023: Q1 n=104; Q2 n=92; Q3 n=179; Q4 n=161. The total number of responses collected over the 2022/2023 reporting period was 536.
- 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

2022/2023 has been a challenging year for New Zealanders on many levels, including several severe weather events which left several regions cut off and many people unable to return to their homes. This combined with financial pressures with the rising cost of living, inflation and uncertain political and economic situations.

The overall performance of the City Council has remained consistent, with a 1% point decrease in satisfaction since 2022. Satisfaction with *Overall facilities, infrastructure and services*, and *Value for money* has remained steady year-on-year. However, it's worth noting that despite this consistency, compared to 2022 the satisfaction scores for most measures are still relatively lower than pre-COVID levels.

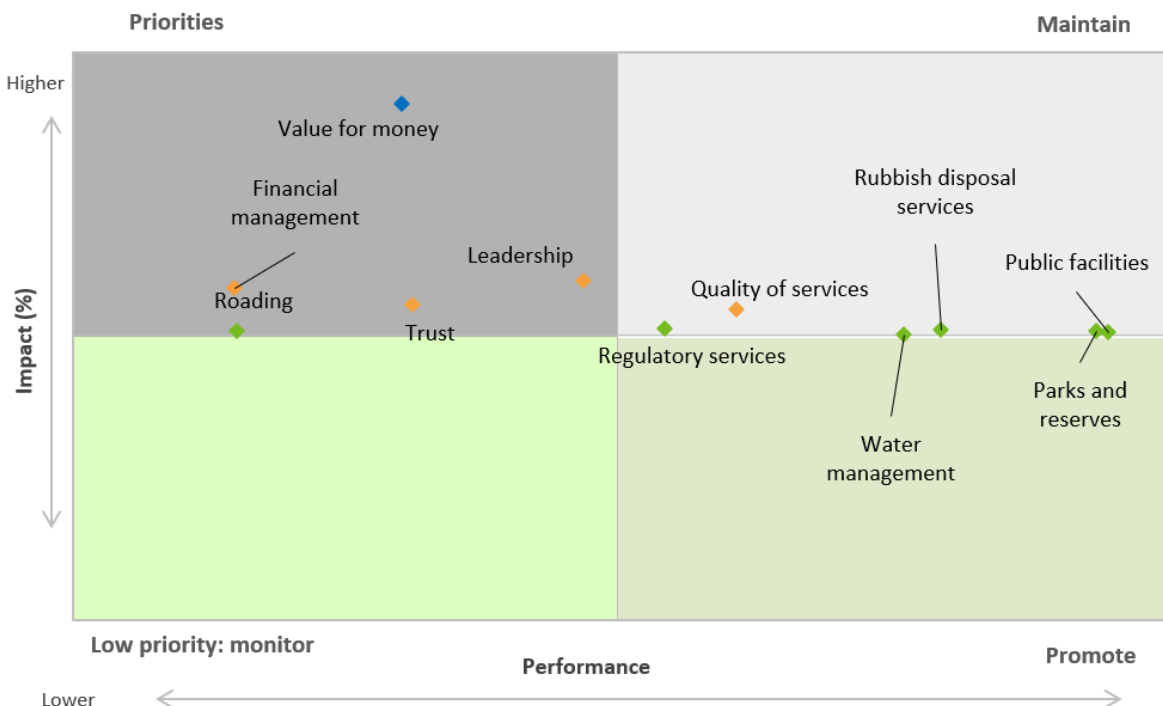
The reputation benchmark has decreased by 2 points in 2023, going from +67 to +65 points. This falls within the 'Acceptable reputation' score. The percentage of 'Sceptics' (49%) has decreased, while 'Admirers' increased by 5% points. This suggests that residents currently hold a positive emotional connection with the council although believe there is room for improvement.

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

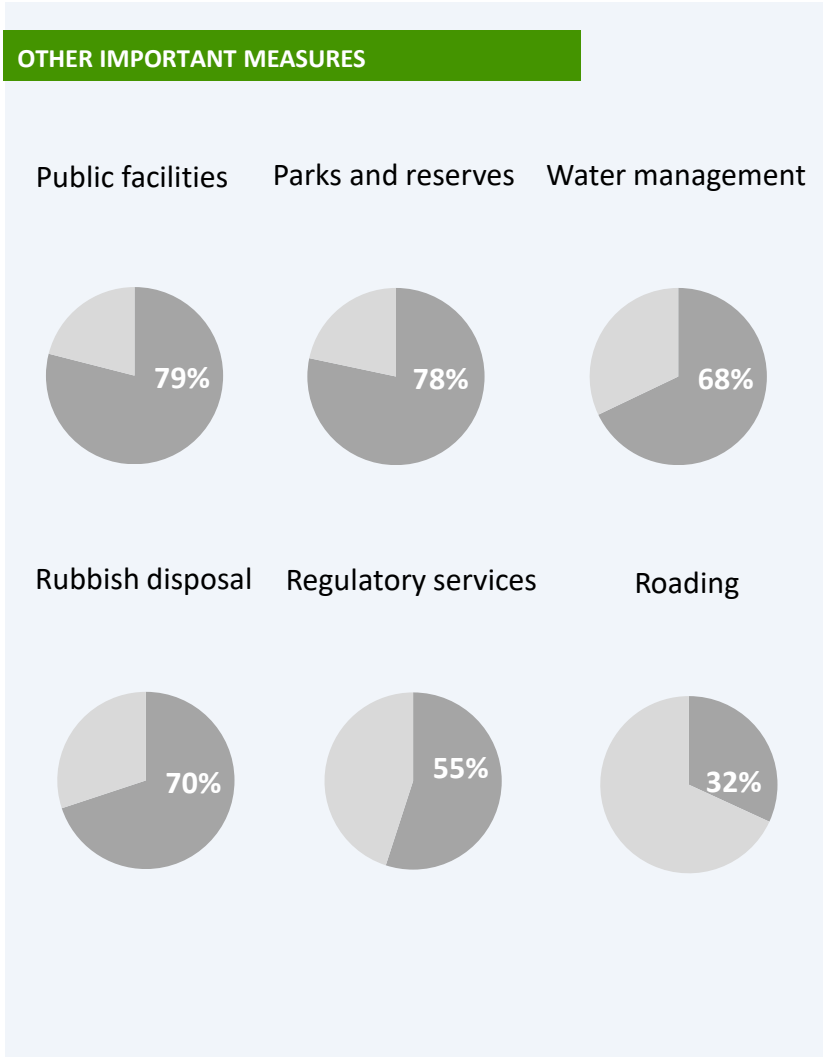
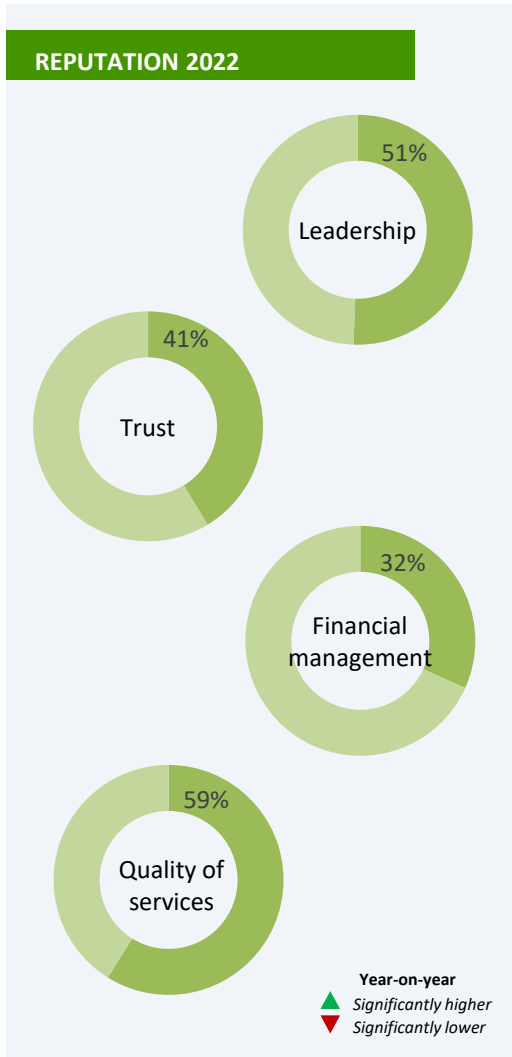
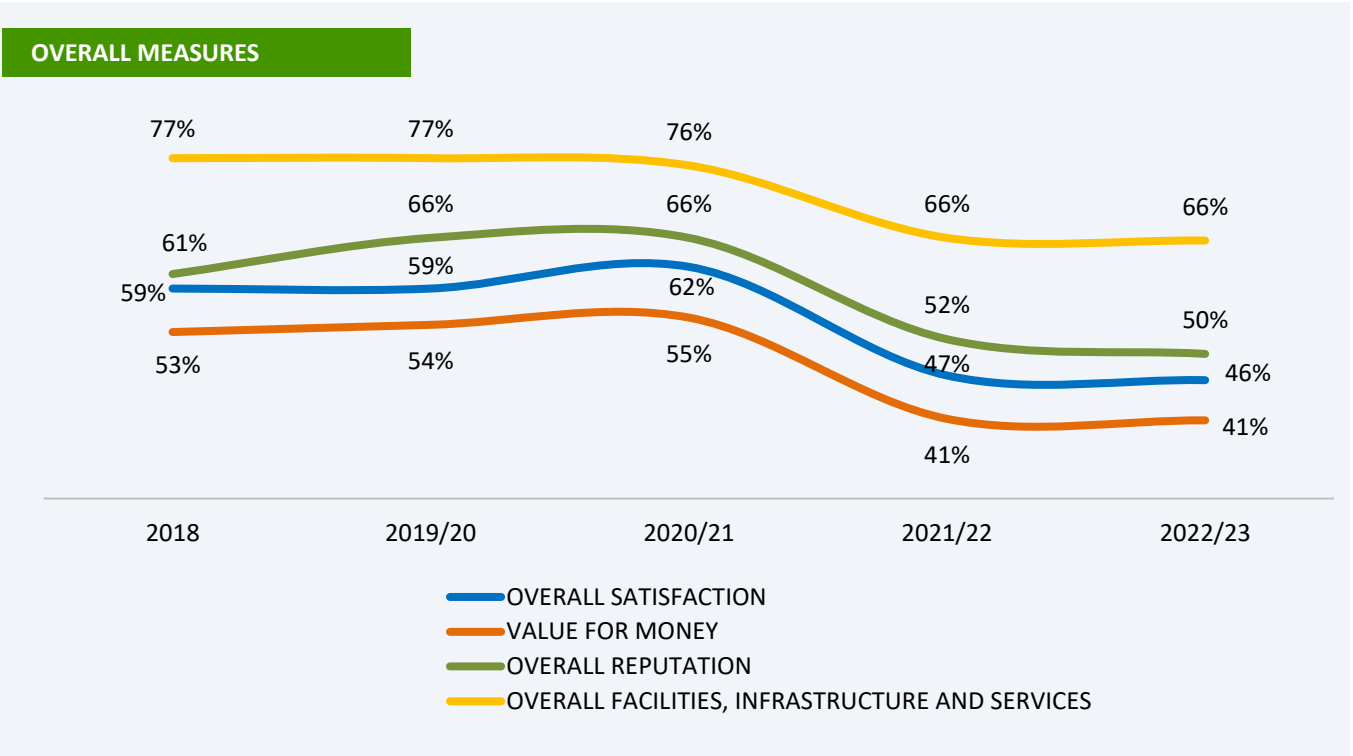
Verbatim comments left by the respondents indicate *General disagreement with how rates are spent*, as well as *Not enough effort from Council to consult the public before making financial decisions*.

Over the past years, road maintenance has received the highest number of comments from respondents. The issues mentioned include the *Need for improved maintenance* and *Ensuring that roads are safe to use*.

Satisfaction with *Outdoor and public facilities* remains highly regarded by residents.



Summary of key performance indicators



Areas of best and worst performance



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

1. Walkways and shared pathways (84%)
2. Parks, reserves and green spaces (83%)
3. Kerbside rubbish and recycling collection (82%)
4. Public libraries (80%)
5. Overall satisfaction with public facilities (79%)

*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) (53%)
2. Overall satisfaction with roading-related infrastructure (42%)
3. Ease of moving around the city at peak times (36%)
4. Footpaths throughout the city (36%)
5. Availability of parking in the city (31%)

*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 (2023-2022)	Percentage of respondents satisfied, or very satisfied				
			2023	2022	2021	2020	2019
RD1_5	Overall satisfaction with rubbish disposal services	1%	70%	69%	76%	76%	76%
PRO2_7	Overall satisfaction with the city's parks, reserves and open spaces	-	78%	78%	86%	86%	83%
OVLFI5_1	Overall satisfaction with facilities, infrastructure and services	-	66%	66%	76%	77%	77%
OV1_1	Overall value for money	-	41%	41%	55%	54%	53%
OVS1_1	Overall satisfaction with the Palmerston North City Council	-1%	46%	47%	62%	59%	59%
OF2_6	Overall satisfaction with public facilities	-1%	79%	80%	84%	84%	84%
RM1_5	Overall satisfaction with regulatory services	-2%	55%	57%	67%	61%	64%
REP2_1	Overall reputation	-2%	50%	52%	66%	66%	61%
ID1_7	Overall satisfaction with roading-related infrastructure	-3%	32%	35%	48%	46%	53%
IW1_4	Overall satisfaction with water-related infrastructure	-4%	68%	72%	77%	72%	76%

	Governance and reputation	% point increase / decrease (2023-2022)	Percentage of respondents satisfied, or very satisfied				
			2023	2022	2021	2020	2019
LS3_4	The ease of having a say in Council decision making	5%	31%	26%	41%	35%	36%
REP1_3	Financial management	4%	32%	28%	44%	39%	40%
LS3_3	Your opportunities to have a say in Council decision making	3%	38%	35%	46%	44%	42%
REP1_1	Leadership	2%	51%	49%	65%	62%	55%
REP1_4	Quality of services provided by the Council	2%	59%	57%	73%	68%	65%
LS2_1	Performance of the Mayor and Councillors	1%	48%	47%	61%	58%	54%
REP1_2	Trust	-	41%	41%	53%	51%	46%
LS1_1	Tourism and visitor promotion for Palmerston North	-1%	44%	45%	52%	49%	50%
LS3_2	The availability of information from the Council	-3%	46%	49%	57%	55%	55%
LS1_2	Council funding and support for community groups	-3%	42%	45%	55%	53%	50%
LS2_2	Performance of Council staff	-3%	48%	51%	65%	61%	56%
LS1_3	Business promotion and attraction for Palmerston North	-4%	38%	42%	51%	50%	43%
LS3_1	The quality of information you get from Council	-4%	45%	49%	54%	54%	53%
LS1_4	Promotion of working and living in Palmerston North	-5%	38%	43%	51%	47%	45%
LS5_1	Customer service (being simple and easy to interact with)	-6%	66%	72%	75%	70%	70%
SEN1	Overall quality of your life	-7% ▼	75%	82%	-	-	-
SEN2_1	You're confident that the City is going in the right direction	-8% ▼	51%	59%	-	-	-

NOTES:

- Sample: 2019 n=800 ; 2020 n=476 ; 2021 n=437; 2022 n=506; 2023 n=536.
- 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 (2023-2022)	Percentage of respondents satisfied, or very satisfied				
			2023	2022	2021	2020	2019
PE1_1	Number and range of free public events	10% ▲	70%	60%	-	-	-
PRO2_4	Walkways and shared pathways	4%	84%	80%	86%	90%	84%
RD1_1	Kerbside rubbish and recycling collection	4%	82%	78%	85%	84%	85%
PRO2_3	Public swimming pools	3%	65%	62%	78%	59%	68%
OF2_2	Central Energy Trust Arena	3%	71%	68%	68%	68%	70%
RM1_3	Control of noise	2%	55%	53%	62%	60%	62%
RD1_2	Litter control	1%	58%	57%	61%	65%	64%
PRO2_1	Parks, reserves and green spaces	1%	83%	82%	88%	82%	86%
RM1_2	Control of barking dogs	1%	51%	50%	57%	54%	56%
RM1_4	Parking enforcement	1%	47%	46%	56%	55%	58%
OF2_4	Regent Theatre	-	77%	77%	80%	78%	82%
RD1_4	Cleanliness of the streets in general	-	65%	65%	72%	71%	71%
PRO2_2	Sportsfields and playgrounds	-	73%	73%	81%	71%	77%
RD1_3	Green waste drop-off points, transfer stations and recycling	-1%	68%	69%	71%	72%	73%
PRO2_5	Maintenance of cemeteries	-1%	56%	57%	69%	65%	62%
ID1_4	Availability of parking in the city	-1%	41%	42%	49%	49%	55%
IW1_2	Stormwater services (excluding stop banks)	-1%	62%	63%	72%	71%	66%
ID1_6	Ease of moving around the city at peak times	-1%	35%	36%	45%	41%	42%
OF2_3	Public libraries	-2%	80%	82%	85%	84%	83%
OF2_5	Te Manawa, the Museum and Science Centre and Art Gallery	-2%	75%	77%	81%	76%	80%
ID1_5	Cycling in the city	-2%	43%	45%	53%	53%	50%
IW1_3	Sewerage system	-3%	72%	75%	76%	80%	78%
PRO2_6	Public toilets	-3%	50%	53%	63%	52%	54%
OF2_1	Conference and Function Centre	-4%	54%	58%	53%	60%	63%
OF2_7	Central Energy Trust Wildbase Recovery	-4%	66%	70%	73%	71%	0%
RM1_1	Control of roaming dogs	-4%	59%	63%	62%	64%	65%
IW1_1	Water supply	-4%	76%	80%	84%	82%	82%
ID1_2	Footpaths throughout the city	-8% ▼	39%	47%	47%	52%	51%
ID1_1	Roads throughout the city (excluding state highways)	-9% ▼	28%	37%	51%	51%	56%
ID1_3	Street lighting throughout the city	-12% ▼	51%	63%	63%	60%	64%

NOTES:

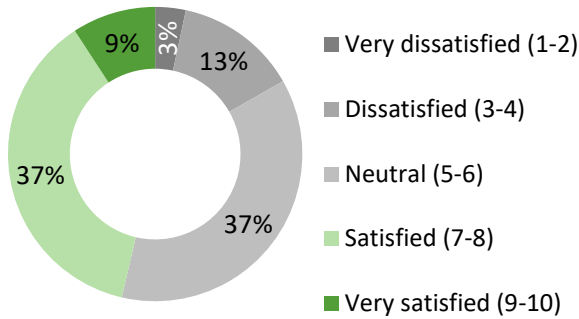
- Sample: 2019 n=800 ; 2020 n=476 ; 2021 n=437; 2022 n=506; 2023 n=536.
- Excludes don't know responses.

▲ Year-on-year Significantly higher
▼ Significantly lower

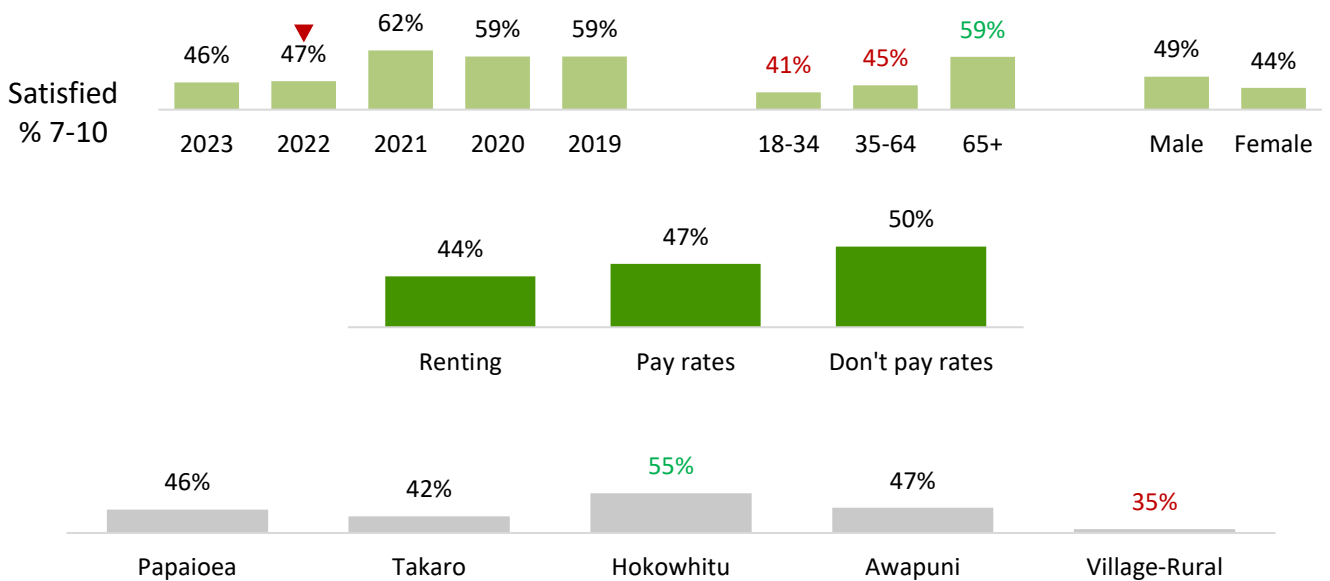


Overall satisfaction with the Council and perceptions of the city

Overall performance

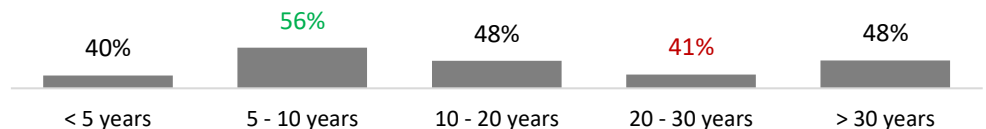


- The overall satisfaction with *Council's performance* has continued to decline, decreasing from 62% in 2021 to 47% in 2022, and further down to 46% in 2023.
- Residents aged 65+ are more likely to give the highest evaluation for the *Council's overall performance* (59%).



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

Satisfied % 7-10 (By length of stay in the city)

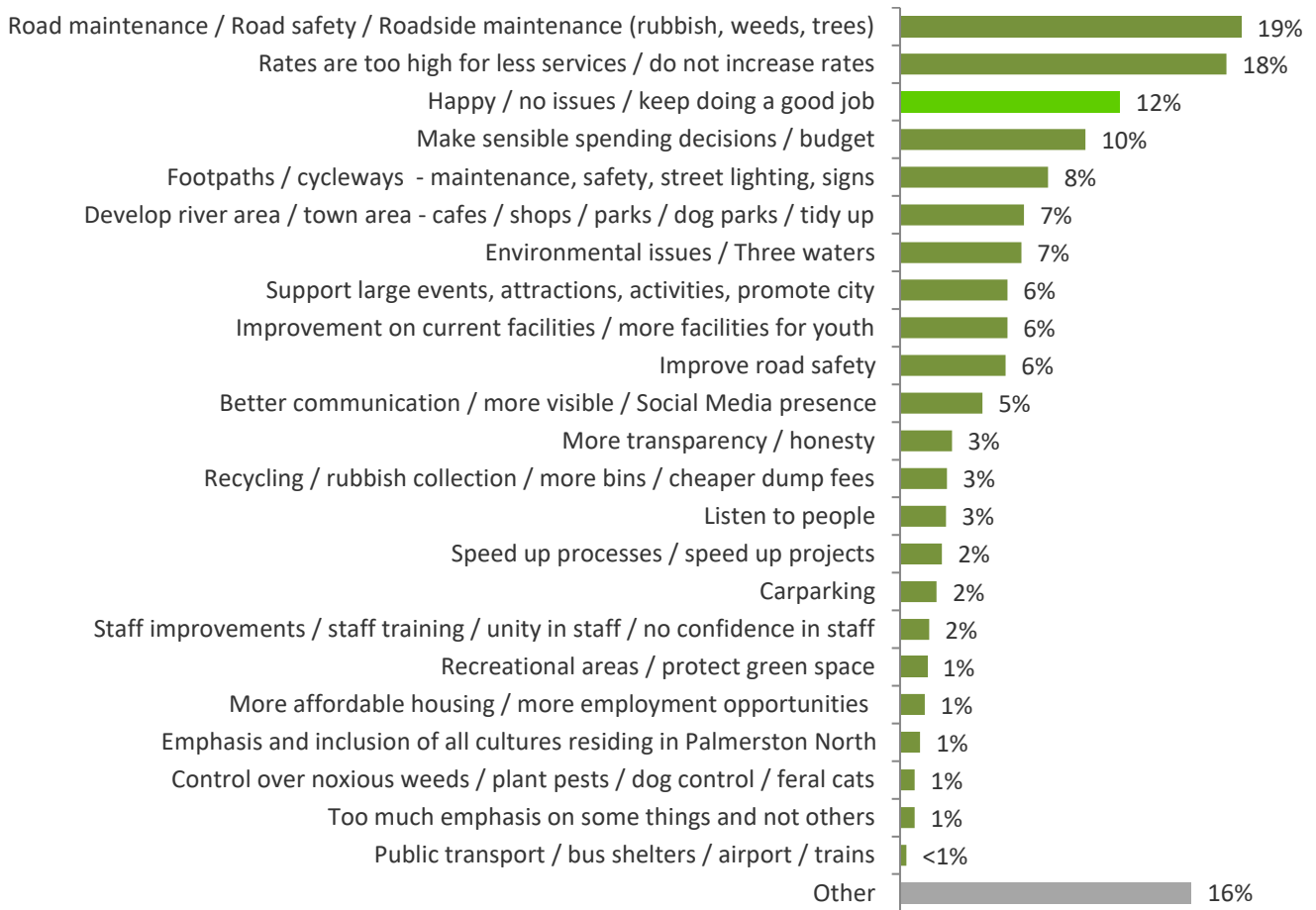


NOTES:

1. Sample: 2021 n=437; 2022 n=506; 2023 n=536; Excludes 'Don't know' responses
2. 18-34 n=184; 35-64 n=212; 65+ n=140;
3. Male n=255; Female n=281;
4. Māori n=113; All Others n=423;
5. Papaioea n=158; Takaro n=83; Hokowhitu n=126; Awapuni n=93; Village-Rural n=76;
6. Renting n=81; Pay rates n=408; Don't pay rates n=35;
7. Lived in PN <5 years n=38; 5-10 years n=63; 10-20 years n=120; 20-30 years n=151, >30 years n=162
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? n=510

▲ **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



- Spend less on cycleways and fancy bridges, and more on road improvements and the maintenance of essential services such as water treatment and sewerage.
- Fix the roads and listen to ratepayers’ mature opinions.
- More nature recreation areas for hiking, hunting and fishing.
- I feel as though rates are really high, as I always hear my family complaining about what it’s used for.
- Stop wasting money on digging up roads that are fine and making them worse than they were before you started. This is on rural roads.
- Just more transparency please. I would like to see more reporting on the different areas that councillors are involved with.

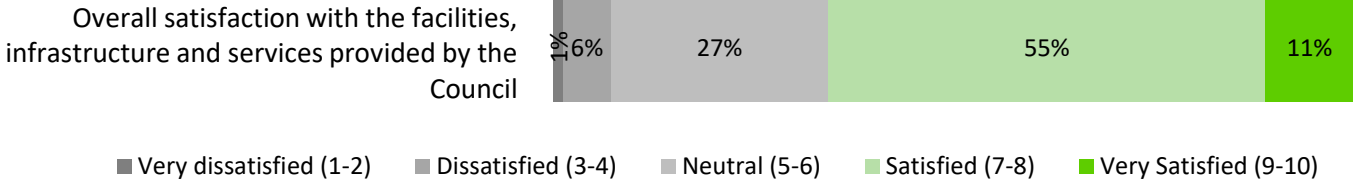


- Keep going, Cuba street upgrade is great, keep modernising our city and bringing our communities together with events such as the fireworks and the festival of cultures.
- I love the ability to run and walk in nature. Must promote Palmerston North more as a great place to live.
- You are doing a great job, keep up the good work.
- I think as long as they continue to maintain services and make improvements, they are doing well.
- Love the artworks and new road improvements on Cuba Street.
- In general, I am happy with the Council’s performance.

NOTES:

1. Sample: 2023 n=536; 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=251

Overall facilities, infrastructure and services



Scores with % 7-10	2023	2022	2021	2020	2019	Māori	All others
Overall satisfaction with the facilities, infrastructure and services provided by the Council	66%	66% ▼	76%	77%	77%	52%	68%

Scores with % 7-10	Papaioea	Takaro	Hokowhitu	Awapuni	Village-Rural
Overall satisfaction with the facilities, infrastructure and services provided by the Council	62%	64%	72%	66%	63%

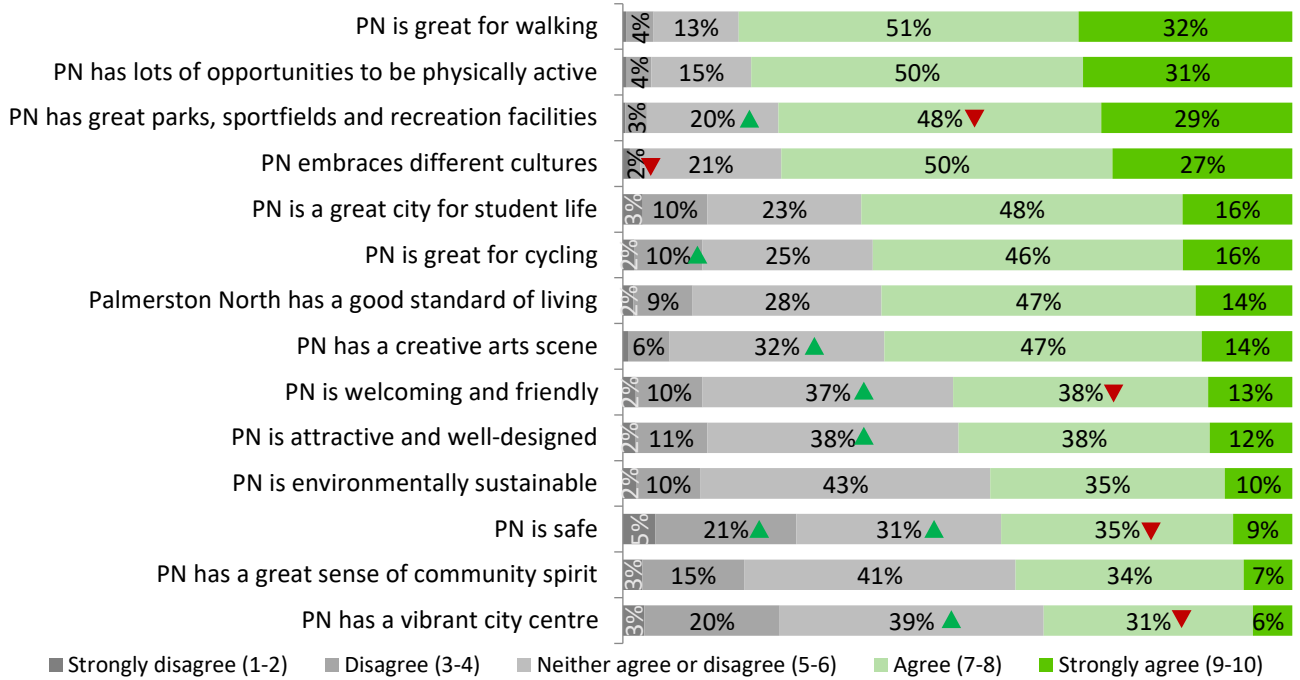
- Consistent with the result in 2022, 66% of the residents are satisfied with the *Overall facilities, infrastructure and services* provided and maintained by the Council.
- Māori residents are least likely to be satisfied with *Overall facilities, infrastructure and services* provided and maintained by the Council.
- The results are fairly consistent with no significant differences across wards.

NOTES:

1. Sample: 2021 n=437; 2022 n=506; 2023 n=536; Excludes 'Don't know' responses
2. Māori n=113; All Others n=423;
3. Papaioea n=158; Takaro n=83; Hokowhitu n=126; Awapuni n=93; Village-Rural n=76;
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? n=524

Year-on-year
 ▲ Significantly higher
 ▼ Significantly lower

Overall perceptions of Palmerston North



Scores with % 7-10	2023	2022	2021	18-34	35-64	65+
PN is great for walking	83%	84%	87%	83%	83%	82%
PN has lots of opportunities to be physically active	81%▼	86%▼	91%	78%	83%	82%
PN has great parks, sportfields and recreation facilities	77%▼	83%	85%	73%	78%▼	81%
PN embraces different cultures	76%	76%▼	83%	73%	75%	87%
PN is a great city for student life	64%	65%▼	79%	60%	66%	69%▼
PN is great for cycling	63%	65%	77%	62%	60%	71%
Palmerston North has a good standard of living	61%	66%	-	57%	60%▼	73%
PN has a creative arts scene	61%	64%▼	74%	58%	59%	70%
PN is welcoming and friendly	51%▼	58%▼	67%	47%	49%	62%
PN is attractive and well-designed	50%	55%▼	64%	47%	45%	66%
PN is environmentally sustainable	45%	48%▼	61%	44%	43%	53%▼
PN is safe	43%▼	59%▼	70%	45%	39%▼	53%▼
PN has a great sense of community spirit	41%▼	48%▼	58%	33%	42%▼	54%
PN has a vibrant city centre	37%▼	46%▼	53%	36%	35%▼	45%

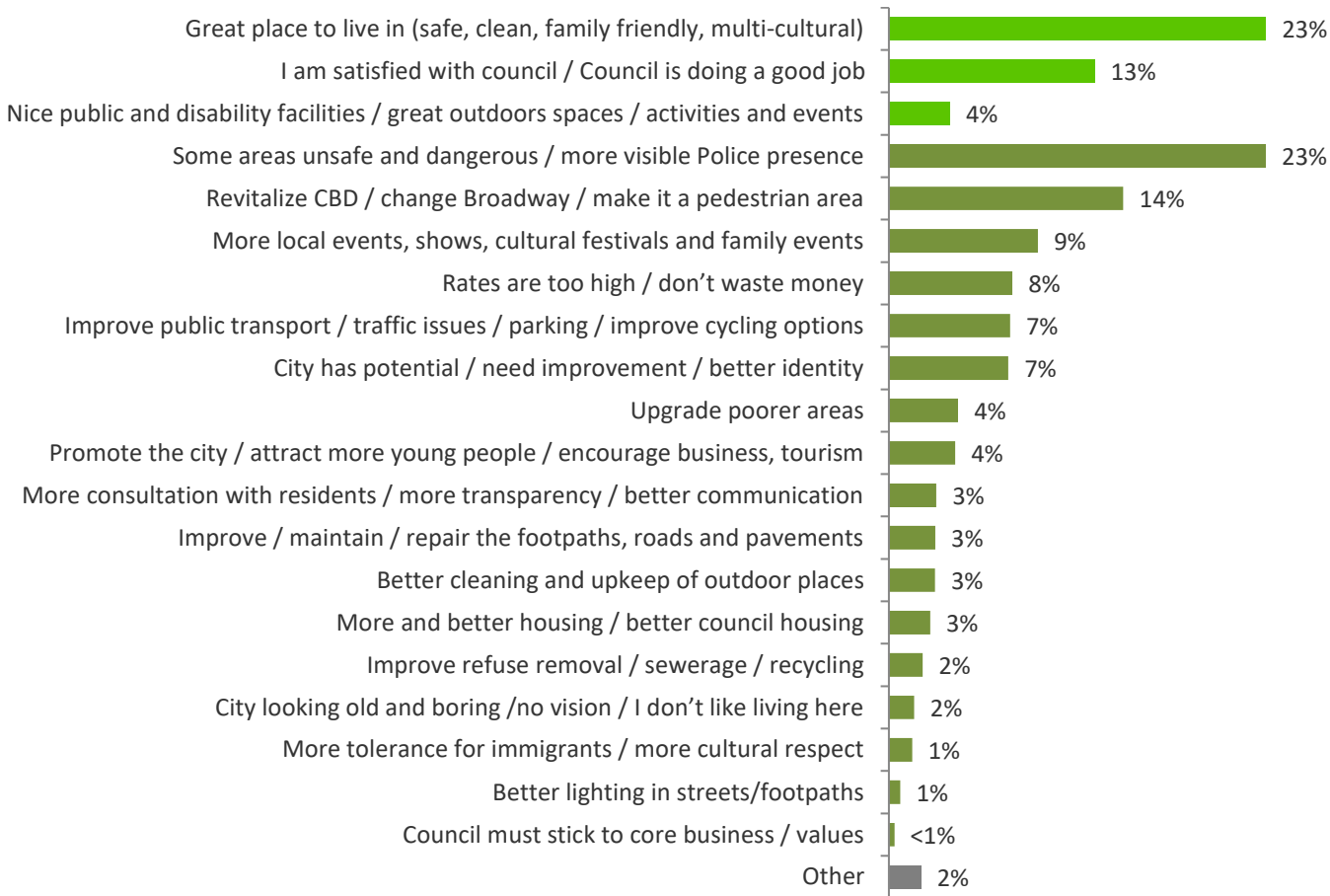
- Overall perceptions of Palmerston North have decreased significantly in areas of *Opportunities to be physically active* (from 86% to 81%), having *Great parks, sport fields and recreation facilities* (from 83% to 77%), being *Welcoming and friendly* (from 58% to 51%), being *safe* (from 59% to 43%), having a *Great sense of community spirit* (from 48% to 41%) and having a *vibrant city centre* (from 46% to 37%).

NOTES:

- Sample: 2023 n=536; 2022 n=506; 2021 n=437; Excludes 'Don't know' responses
- 18-34 n=184; 35-64 n=212; 65+ n=140;
- PD1. Please indicate your overall perception of Palmerston North using the 1-10 scale where 1 means 'strongly disagree' and 10 means 'strongly agree'. n=532

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

General comments



- *Roading network could have been planned better.*
- *Consider the residents in decision making. Many made promises that were not kept after being elected.*
- *Dangerous occurrences seem to be on the rise, and it feels like it's becoming a more dangerous city to live in.*
- *The amount of violence and theft has gotten terrible.*
- *Palmerston North had the worst hospital wait times in New Zealand.*
- *Things like what happened in the food court downtown, as well as other reports of low-level crime from young people stick in the mind and give somewhat of a sense of unease.*

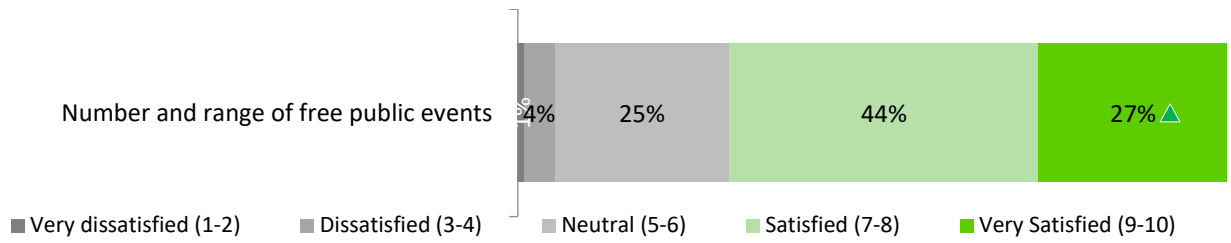


- Overall, I feel the Council is doing a good job.*
- *I enjoy living in Palmerston North.*
 - *Such a great range of parks and attractions in our city.*
 - *The exercise areas at parks are awesome.*
 - *Palmerston North is centrally located and is a good city to live in.*
 - *Palmerston North is a great place to live. It is very easy to get around the city.*
 - *Happy with what is going on.*
 - *A great city to live in and retire in. Beautiful parks and recreation areas, well maintained.*
 - *Palmerston North is a real great place for families because it is a good solid stable place to live with good facilities and services for that kind of thing.*

NOTES:

1. Sample: 2023 n=536; Excludes 'Don't know' responses
2. GEN1. Do you have any other comments that you would like to make about the City Council or Palmerston North generally? n=210

Public events



Scores with % 7-10	2023	2022	18-34	35-64	65+
Number and range of free public events	70% ▲	60%	67%	74% ▲	67%

Scores with % 7-10	Māori	All others
Number and range of free public events	71% ▲	70% ▲

Scores with % 7-10	Papaioea	Takaro	Hokowhitu	Awapuni	Village-Rural
Number and range of free public events	68%	70%	78% ▲	70%	63%

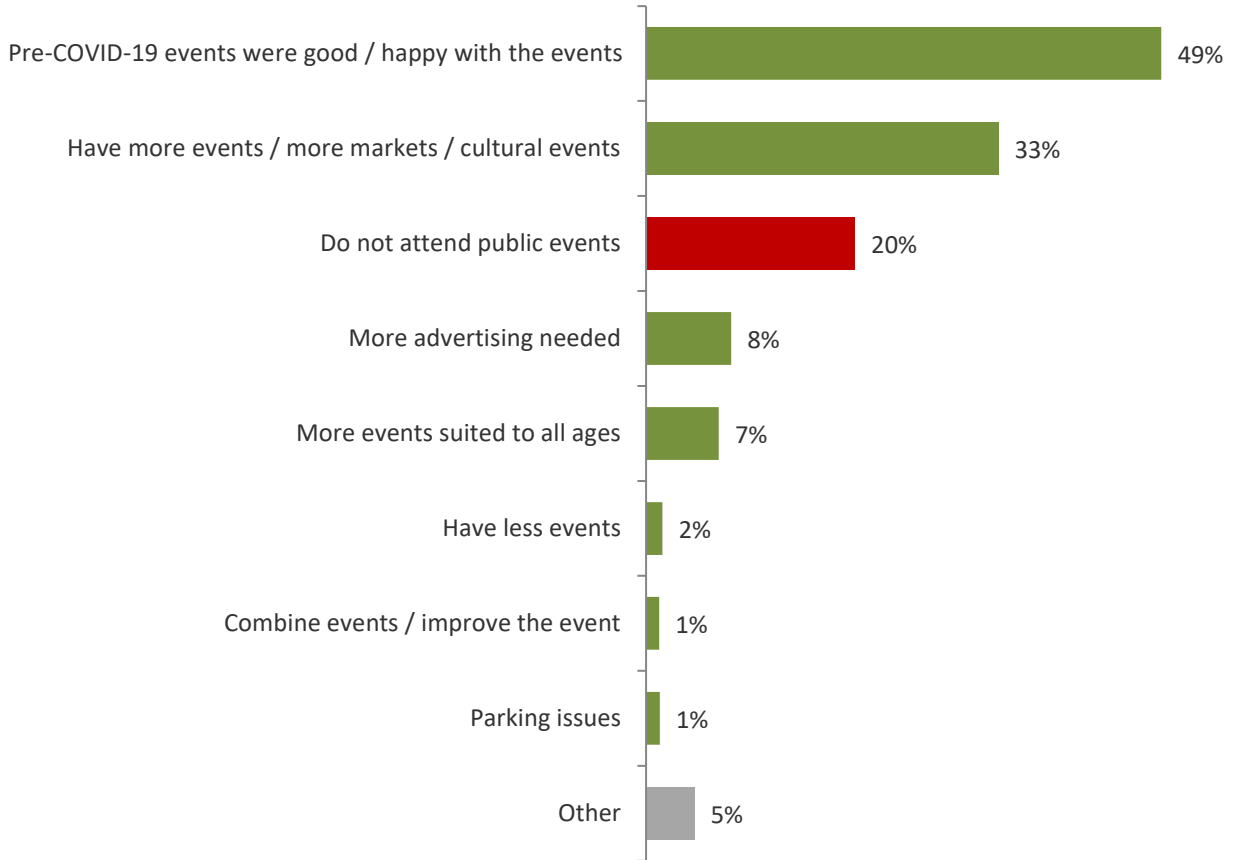
- Seven in ten residents (70%) are satisfied with the *Number and range of free public events* in Palmerston North, marking a significantly higher result compared to last year.
- Residents in Hokowhitu are most likely to be satisfied with the *Number and range of free public events* than residents in other wards, especially compared to residents in Village-Rural.

NOTES:

1. Sample:2023 n=536; 2022 n=506; Excludes 'Don't know' responses
2. Māori n=113; All Others n=423;
3. Papaioea n=158; Takaro n=83; Hokowhitu n=126; Awapuni n=93; Village-Rural n=76;
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? n=485

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

Comments related to public events



- *They are great events, but I don't often hear about them - to be fair, I don't often go looking for public events.*
- *I was not aware of these events mentioned - but would like to attend in the future. They sound quite cool.*
- *They are considered 'free events' as the entry is free, but the majority of the available activities at these events are not free and are actually quite costly, making them not as accessible for certain families.*
- *More free public events would be great to engage our youth.*
- *I often hear about them after they've happened, or only a few days beforehand so I don't have time to plan to go. It would be great to hear more about them in advance.*



- *I love the Festival of Cultures. It would be lovely if our local orchestra was involved a bit more, but I always have a wonderful time with my grandchildren.*
- *We really enjoyed it.*
- *I think they have been great. Great for families especially.*
- *Food stalls though are increasingly expensive making it impossible for many whanau to afford kai.*
- *I think there are events to cater to all cultures, ages and interests.*
- *Love the positive celebrations and focus on diversity, inclusion, and fun.*

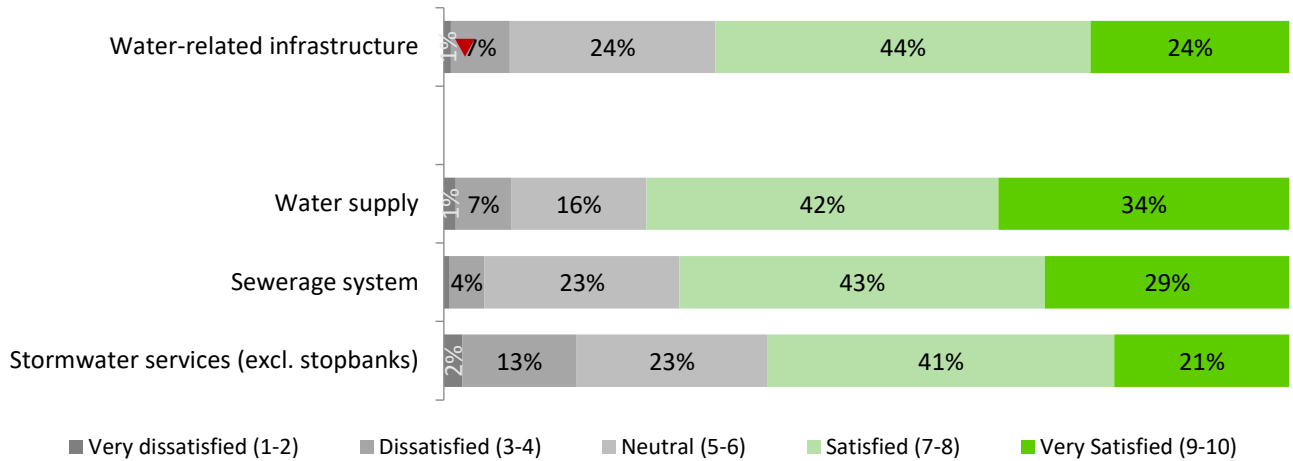
NOTES:

1. Sample: 2023 n=536; Excludes 'Don't know' responses
2. PE2. Do you have any comments on the range of free public events? n=166



Satisfaction with services and infrastructure

Water-related infrastructure



Scores with % 7-10	2023	2022	2021	2020	2019	Māori	All others
Water-related infrastructure	68%	72%	77%	72%	76%	61%	69%
Water supply	76%	80%	84%	82%	82%	71%	77%
Sewerage system	72%	75%	76%	80%	78%	68%	73%
Stormwater services (excl. stopbanks)	62%	63% ▼	72%	71%	66%	56%	63%

Scores with % 7-10	Papaioea	Takaro	Hokowhitu	Awapuni	Village-Rural
Water-related infrastructure	71%	66%	78%	57% ▼	64%
Water supply	77%	75%	82%	73%	69%
Sewerage system	73%	68%	81%	69% ▼	64%
Stormwater services (excl. stopbanks)	60%	62%	72%	55% ▼	60%

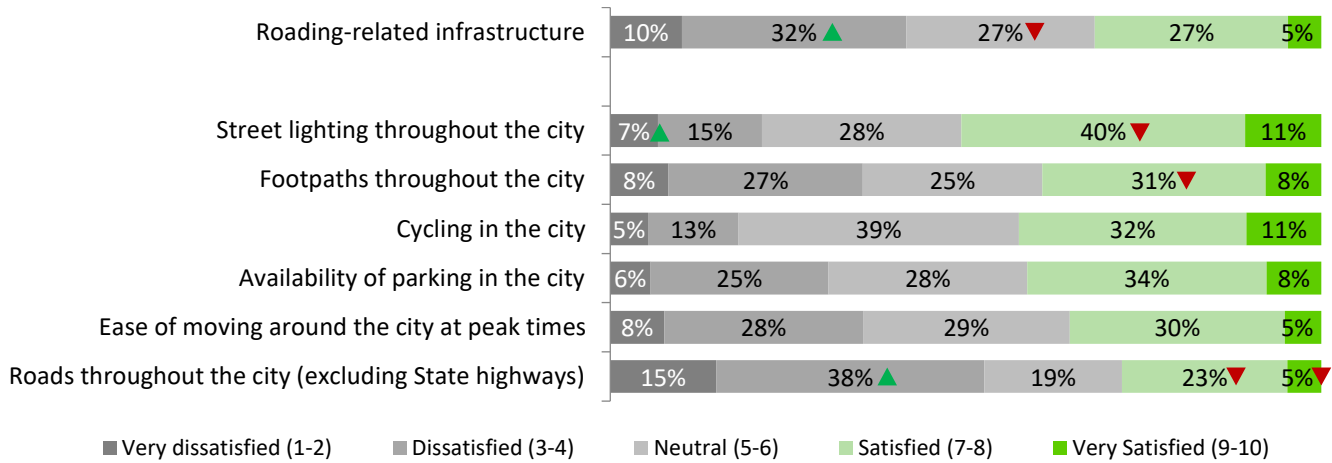
- Perception of all measures including *Overall water-related infrastructure* has experienced a slight decrease compared to the previous year.
- Residents in the Hokowhitu ward are significantly more satisfied when it comes to *Water-related infrastructure, Sewerage system, and Stormwater services* compared to other wards.
- Satisfaction of residents in Awapuni ward with *Water-related infrastructure, Sewerage system, and Stormwater services* has significantly declined since 2022.

NOTES:

1. Sample: 2023 n=536; 2022 n=506; Excludes 'Don't know' responses
2. Māori n=113; All Others n=423;
3. Papaioea n=158; Takaro n=83; Hokowhitu n=126; Awapuni n=93; Village-Rural n=76;
4. IW1. How satisfied are you with each of the following Council services? n=515

▲ 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	2023	2022	2021	2020	2019	Māori	All others
Roothing-related infrastructure	32%	35% ▼	48%	46%	53%	28%	33%
Street lighting throughout the city	51% ▼	63%	63%	60%	64%	46%	51%
Footpaths throughout the city	39% ▼	47%	47%	52%	51%	39%	39%
Cycling in the city	43%	45% ▼	53%	53%	50%	41%	43%
Availability of parking in the city	41%	42% ▼	49%	49%	55%	37%	42%
Ease of moving around the city at peak times	35%	36% ▼	45%	41%	42%	33%	36%
Roads throughout the city (excluding State highways)	28% ▼	37% ▼	51%	51%	56%	23%	29%

Scores with % 7-10	Papaioea	Takaro	Hokowhitu	Awapuni	Village-Rural
Roothing-related infrastructure	28%	36%	40%	29% ▼	30%
Street lighting throughout the city	47%	46%	51% ▼	46% ▼	69%
Footpaths throughout the city	36%	42%	41%	36% ▼	47%
Cycling in the city	39%	51%	52%	38% ▼	34%
Availability of parking in the city	36%	40%	47%	46%	38%
Ease of moving around the city at peak times	28%	41%	45%	33% ▼	35%
Roads throughout the city (excluding State highways)	28%	34%	32% ▼	23% ▼	25%

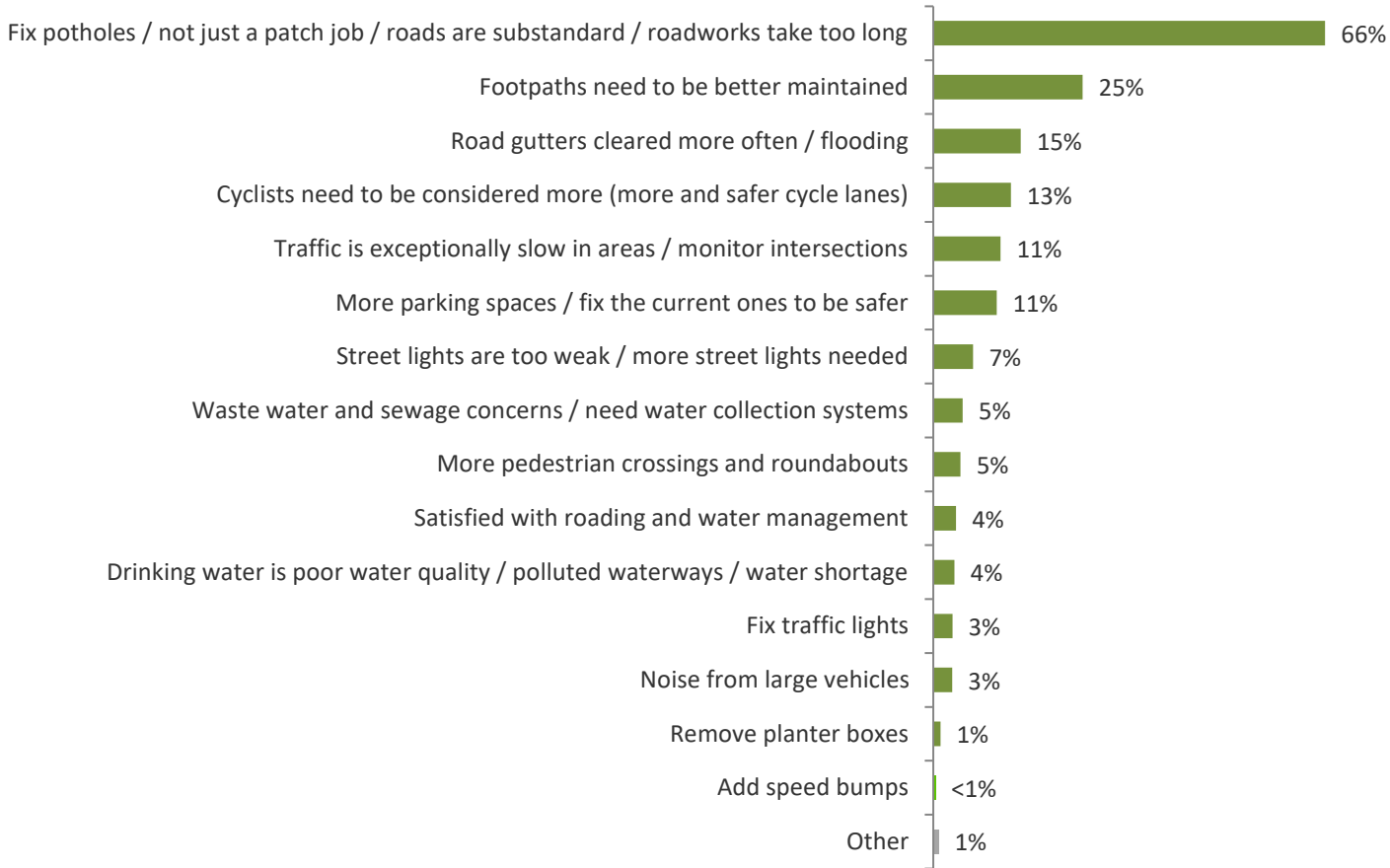
- The perception of *Roothing-related infrastructure* has continued to decline over the past 12 months.
- For the past two years, *Ease of moving around the city at peak times* and *Roads throughout the city* have consistently been the two lowest-performing areas across the roading related measures.
- With the exception of the *Availability of parking in the city*, the perception of residents in the Awapuni ward on roading measures has significantly decreased this year.

NOTES:

1. Sample: 2023 n=536; 2022 n=506; Excludes 'Don't know' responses
2. Māori n=113; All Others n=423;
3. Papaioea n=158; Takaro n=83; Hokowhitu n=126; Awapuni n=93; Village-Rural n=76;
4. ID1. How satisfied are you with each of the following? n=533

▲ 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



- *Too many potholes. Roadworks done when schools start, causing real congestion.*
- *Pedestrian crossings with a countdown system would be great.*
- *The emphasis on cycling as a transport road use is very slow, too slow.*
- *The water main in our street (Churchill Ave) has burst half a dozen times in the last 12-24 months. It has been repaired and repaired and repaired, but not fixed.*
- *I think there needs to be some enforcing of the disability parking areas as able-bodied people have parked their cars in disabled only parking spaces.*
- *Should have free public parking in the city.*

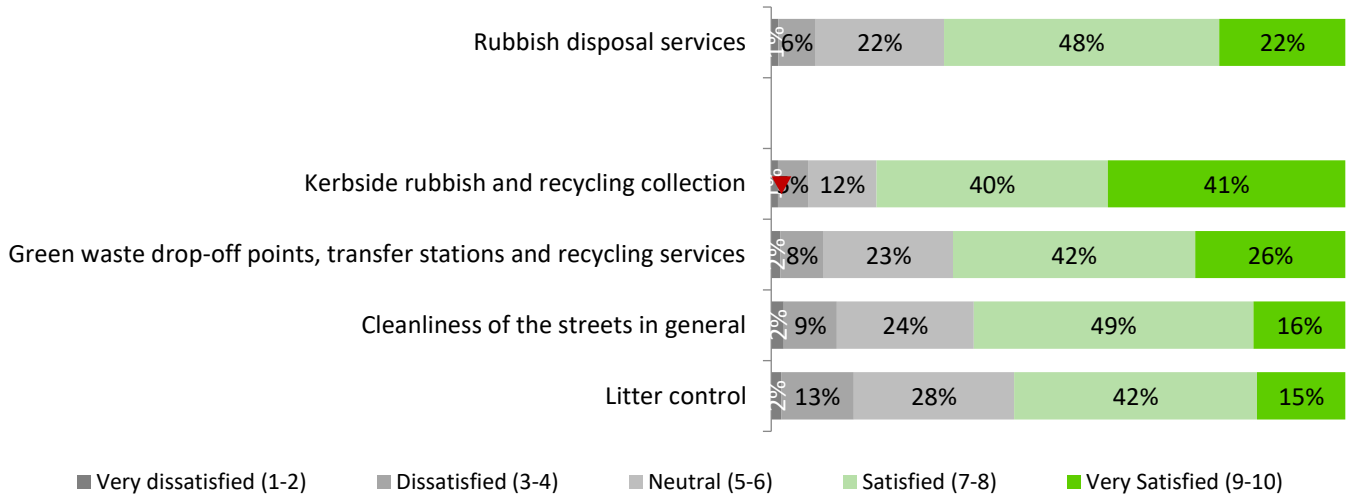


- *Most footpaths are safe, a few places less so for elderly. Good progress with intersection upgrades. Hopefully will alleviate pressure during rush hour.*
- *It is good to see maintenance work being done on the roads recently.*
- *I am happy with everything, thank you.*
- *Water-related infrastructure seems to be very good and well-maintained.*
- *Parking in town can be a pain but generally, it is good.*

NOTES:

1. Sample: 2023 n=536; 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=313

Rubbish disposal services



Scores with % 7-10	2023	2022	2021	2020	2019	Māori	All others
Rubbish disposal services	70%	69% ▼	76%	76%	76%	67%	70%
Kerbside rubbish and recycling collection	82%	78% ▼	85%	84%	85%	79%	82%
Green waste drop-off points, transfer stations and recycling services	68%	69%	71%	72%	73%	64%	69%
Cleanliness of the streets in general	65%	65%	72%	71%	71%	59%	66%
Litter control	58%	57% ▼	61%	65%	64%	64% ▲	57%

Scores with % 7-10	Papaioea	Takaro	Hokowhitu	Awapuni	Village-Rural
Rubbish disposal services	71%	64%	75%	72%	62%
Kerbside rubbish and recycling collection	76%	82%	86%	83%	85%
Green waste drop-off points, transfer stations and recycling services	68%	72%	74%	67% ▼	59%
Cleanliness of the streets in general	64%	57%	71%	66%	63%
Litter control	56%	58%	63%	57%	54%

- Satisfaction with *Rubbish disposal services* has slightly improved (from 69% to 70%), picking up from the significant decrease experienced during the Omicron outbreak last year.
- The majority of residents (82%) are highly satisfied with *Kerbside rubbish and recycling collection*, making it the highest valued metric in this area.
- Residents from Hokowhitu ward are most likely to be satisfied with the Council’s rubbish disposal services than residents in other wards.

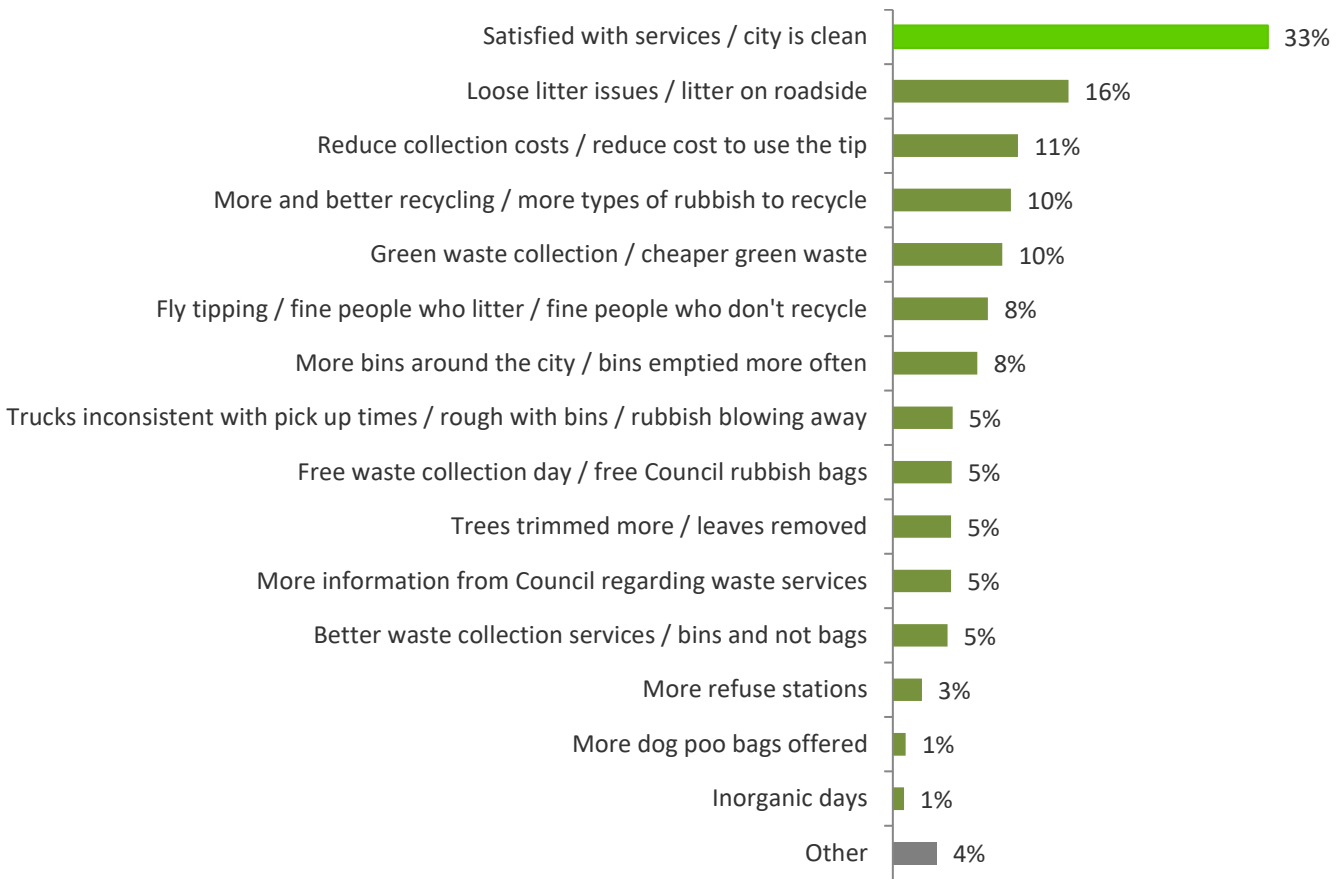
NOTES:

1. Sample: 2023 n=536; 2022 n=506; Excludes ‘Don’t know’ responses
2. Māori n=113; All Others n=423;
3. Papaioea n=158; Takaro n=83; Hokowhitu n=126; Awapuni n=93; Village-Rural n=76;
4. RD1. How satisfied are you with each of the following Council services? n=532

▲ Significantly higher
▼ Significantly lower

▲ Significantly higher
▼ Significantly lower

Comments about rubbish disposal



- *We need more waste drop-off points.*
- *Drivers are not trained properly.*
- *Can we have more public bins? In Kelvin Grove there is a bakery area that has seats but no bins unless you walk back to Countdown.*
- *There should be more services that can reserve large rubbish items like household equipment, couches, and beds. I find it difficult to get rid of my household equipment.*
- *Green waste disposal should be free of charge.*
- *Keep regular times for rubbish pick up.*
- *The rates for the dump are too high.*
- *Costs for removing rubbish by the carload is too much.*
- *I feel recycling should be collected weekly as opposed to fortnightly.*

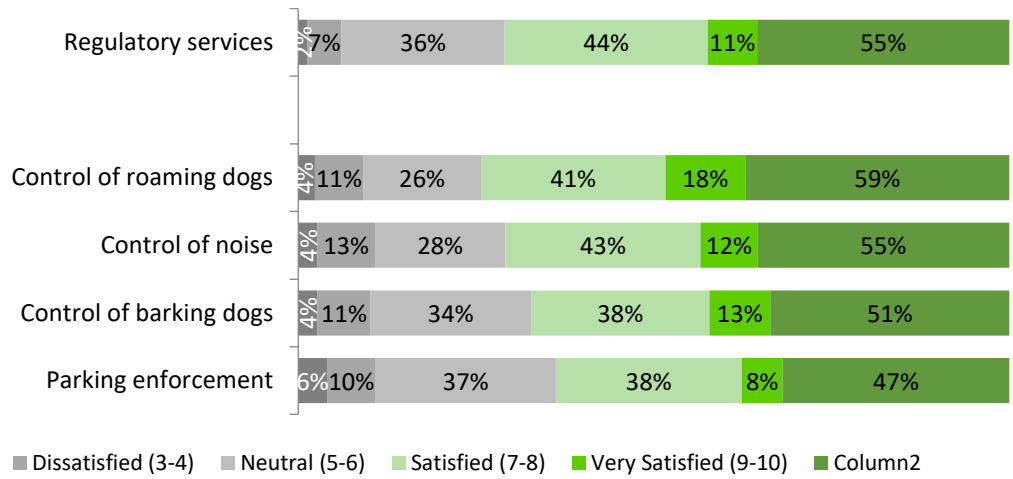


- *I believe the council provides good services for its residents.*
- *They are sufficient.*
- *Most streets look neat and tidy most of the time.*
- *I'm happy with the services we get.*
- *The recycling collection works well. Please keep it up.*
- *Green waste bins would be good. I hope the trial goes well.*
- *Have nothing to complain about, very good service.*
- *No complaints about the rubbish collection at all. I find the staff from the rubbish collection doing a great job.*
- *Great service.*

NOTES:

1. Sample: 2023 n=536; 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=321

Regulatory Services



Scores with % 7-10	2023	2022	2021	2020	2019	Māori	All others
Regulatory services	55%	57% ▼	67%	61%	64%	56%	55%
Control of roaming dogs	59%	63%	62%	64%	65%	54%	60%
Control of noise	55%	53% ▼	62%	60%	62%	59%	54%
Control of barking dogs	51%	50% ▼	57%	54%	56%	48%	51%
Parking enforcement	47%	46% ▼	56%	55%	58%	39%	48%

Scores with % 7-10	Papaioea	Takaro	Hokowhitu	Awapuni	Village-Rural
Regulatory services	57%	51%	58%	53%	52%
Control of roaming dogs	62%	43%	66%	58%	61%
Control of noise	59% ▲	51%	58%	49%	55%
Control of barking dogs	50%	40%	63%	47%	49%
Parking enforcement	46%	42%	50%	46%	48%

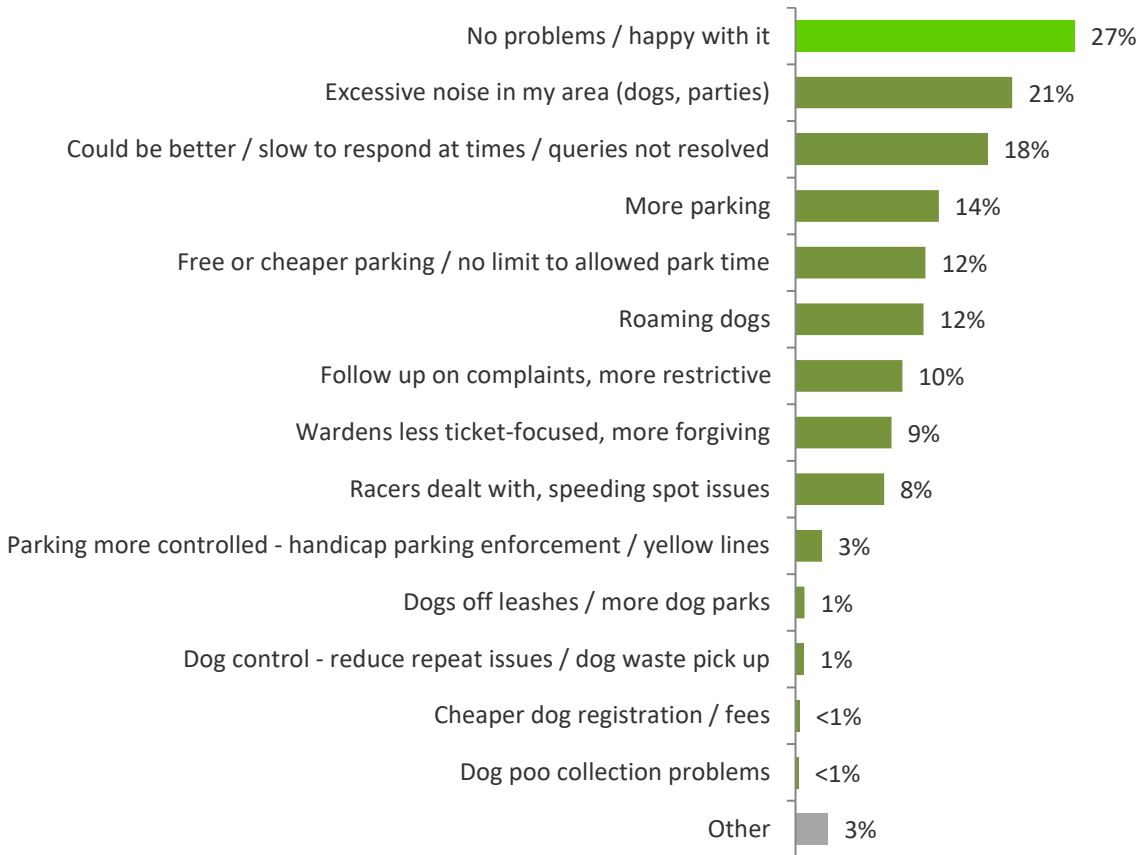
- There has been a year-on-year decrease in satisfaction with regulatory services, with ratings declining from 67% in 2021 to 57% in 2022 and further down to 55% in 2023.
- Residents in Takaro ward are more likely to be dissatisfied than other wards when it comes to *Control of roaming (43%) and barking (40%) dogs*.

NOTES:

1. Sample: 2023 n=536; 2022 n=506; Excludes 'Don't know' responses
2. Māori n=113; All Others n=423;
3. Papaioea n=158; Takaro n=83; Hokowhitu n=126; Awapuni n=93; Village-Rural n=76;
4. RM1. How satisfied are you with each of the following Council services? n=493

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

Comments About Regulatory Services



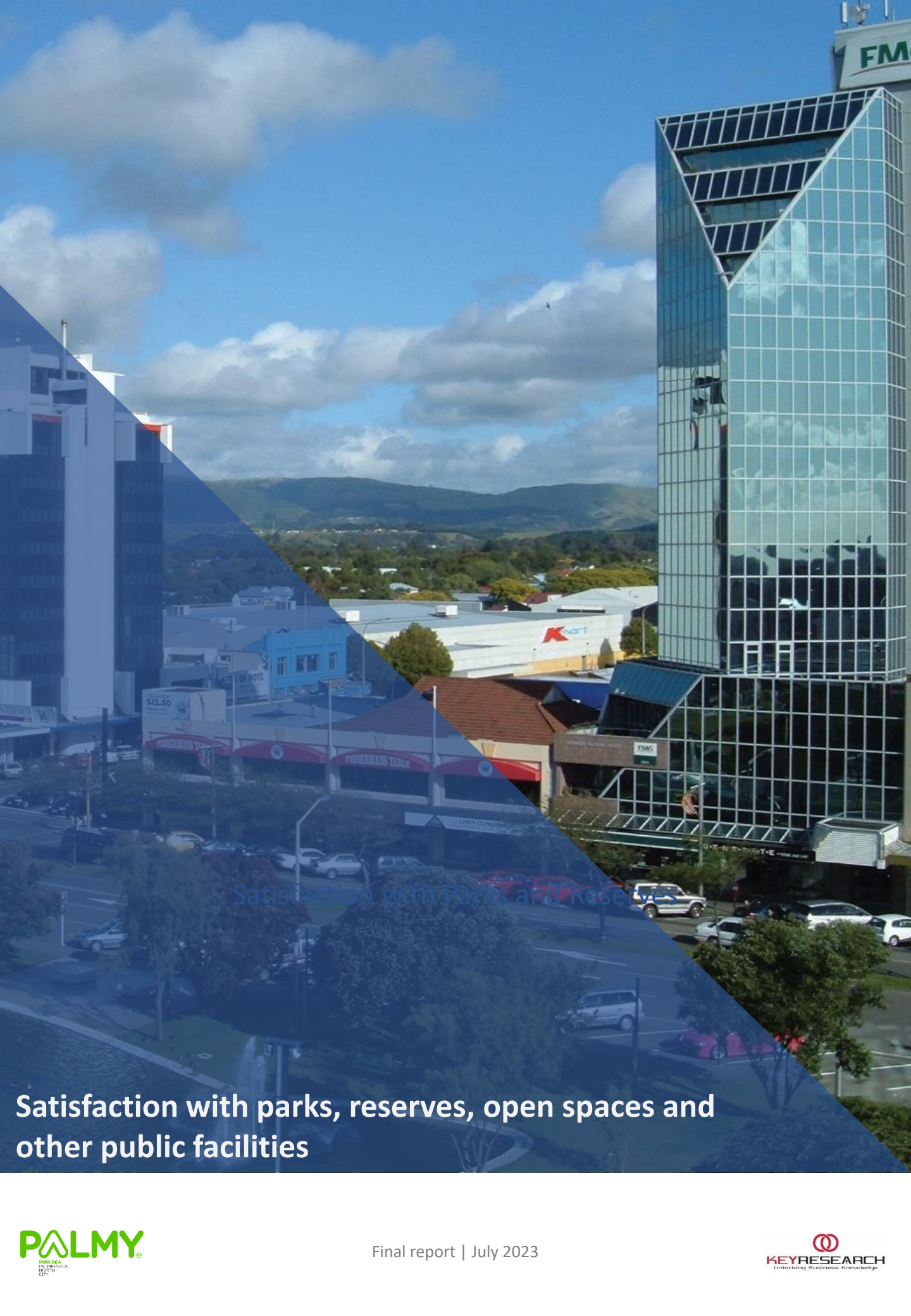
- *There are too many stray dogs.*
- *Harsher measures should be taken for noise complaints past 9:00 PM or 10:00 PM at night. There is little point in ringing to complain as nothing ever gets done.*
- *We have dangerous dogs in our neighbourhood that regularly escape. It seems that we have to wait until someone is harmed before corrective action will be taken.*
- *An update on how my complaint progressed would be appreciated.*
- *It is better to provide free parking services for university students.*
- *When we contact the council about a problem, they don't do anything about it.*
- *Roaming dogs are not dealt with adequately.*



- *Excellent customer interface - telephone and customer services centre.*
- *Website is relatively easy to navigate.*
- *Called the Contact Center and they picked up straight away where you call other places, and they have hour waits.*
- *The people I spoke to were all polite, helpful, and if they couldn't help me, they found out where I could get help.*
- *Seems to be gradually progressing.*
- *Great Facebook and Call Centre teams.*
- *Online payments are straightforward.*
- *I appreciate the council calling before impounding animals, and how sensible dog control is when dealing with matters.*

NOTES:

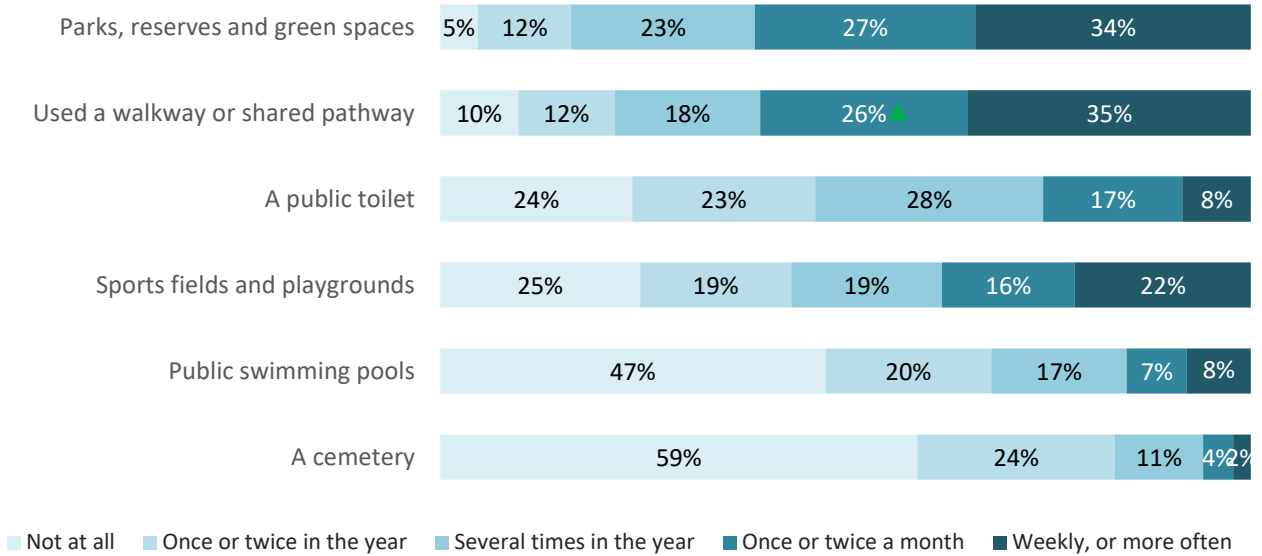
1. Sample: 2023 n=536; excludes 'Don't know' and 'Doesn't relate to me' responses.
2. VB3. Do you have any comments about any of these services that the Palmerston North City Council provides? n=234



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	2023	2022	2021	2020	2019
Parks, reserves and green spaces	95%	93% ▲	89% ▼	94% ▲	94% ▲
Used a walkway or shared pathway	90% ▲	86%	87%	90%	87%
A public toilet	76%	72% ▼	71% ▼	74% ▼	82% ▲
Sports fields and playgrounds	75%	74%	72%	75%	77%
Public swimming pools	52%	53% ▼	56%	59% ▲	59% ▲
A cemetery	41%	38% ▼	41%	41%	45% ▲

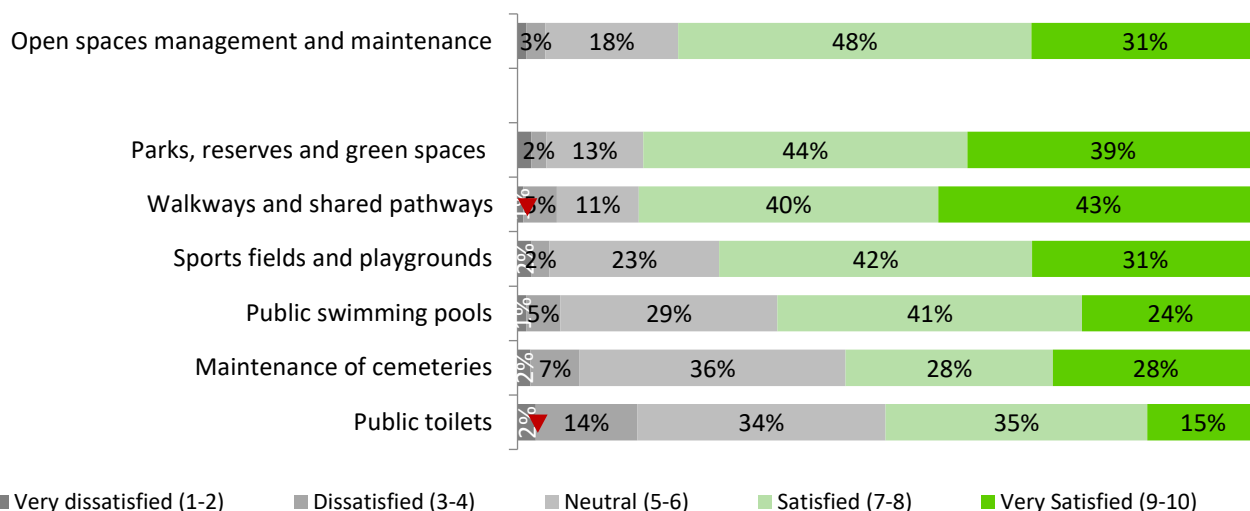
- Almost all residents of Palmerston North City have visited *Parks, reserves and green spaces* (95%) and *Used a Walkway or shared pathway* (90%).
- Furthermore, there is a slight increase in visitation to *Public toilets* (76%), *Sports fields and playgrounds* (75%), as well as *Cemeteries* (41%).

NOTES:

1. Sample: 2023 n=536; 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	2023	2022	2021	2020	2019	Māori	All others
Open spaces management and maintenance	78%	78% ▼	86%	86%	83%	76%	79%
Parks, reserves and green spaces	83%	82% ▼	88%	82%	86%	82%	83%
Walkways and shared pathways	84%	80% ▼	86%	90%	84%	91% ▲	82%
Sports fields and playgrounds	73%	73% ▼	81%	71%	77%	68%	74%
Public swimming pools	65%	62% ▼	78%	59%	68%	69%	64%
Maintenance of cemeteries	56%	57% ▼	69%	65%	62%	56%	56%
Public toilets	50%	53% ▼	63%	52%	54%	51%	50%

Scores with % 7-10	Papaioea	Takaro	Hokowhitu	Awapuni	Village-Rural
Open spaces management and maintenance	73%	73%	87%	80%	78%
Parks, reserves and green spaces	81%	76%	89%	85%	82%
Walkways and shared pathways	80%	86%	86%	87%	79%
Sports fields and playgrounds	73%	69%	79%	74%	66%
Public swimming pools	61%	63%	71%	63%	68%
Maintenance of cemeteries	54%	59%	62%	53% ▲	51%
Public toilets	36%	52%	57%	62%	52%

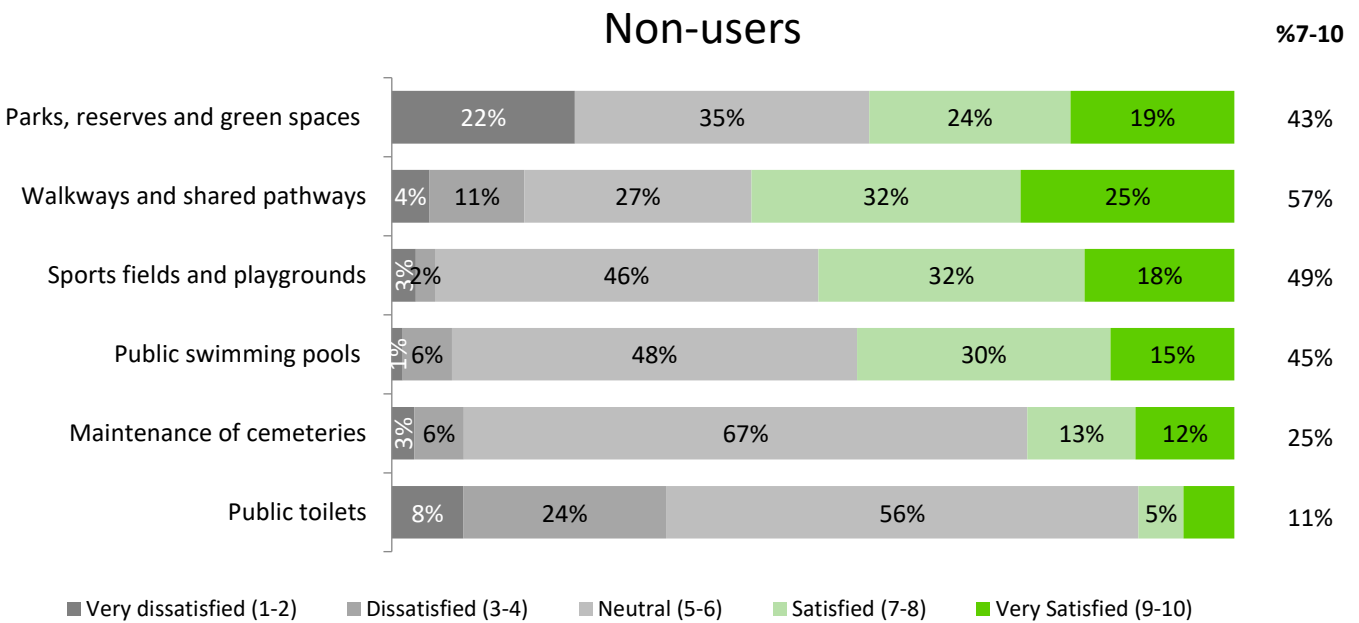
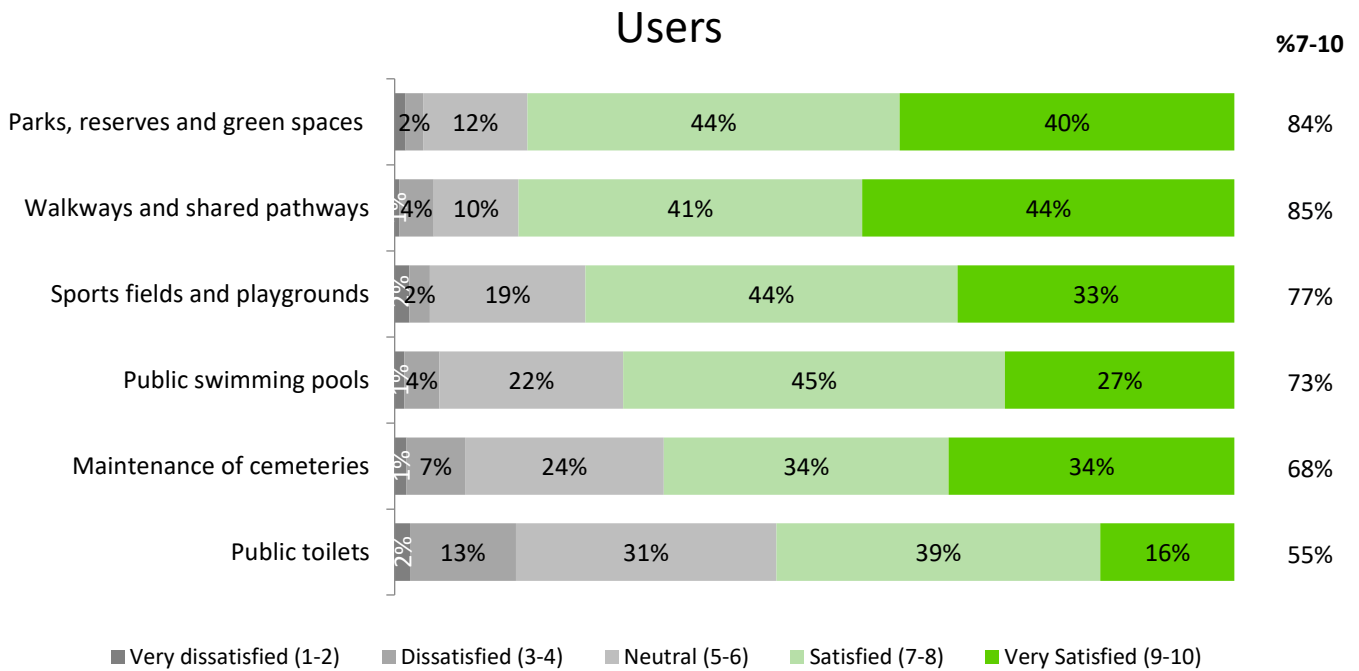
- Satisfaction with *Open spaces management and maintenance* has remained consistent at 78% since 2022.
- Māori residents exhibit a higher likelihood of satisfaction with *Walkways and shared pathways* compared to Non-Māori residents. Furthermore, their satisfaction score has experienced a significant increase when compared to last year's data.
- Residents from Papaioea are least likely to be satisfied with *Public swimming pools*, and *Public toilets* when compared with other wards.

NOTES:

1. Sample: 2023 n=536; 2022 n=506; Excludes 'Don't know' responses
2. Māori n=113; All Others n=423;
3. Papaioea n=158; Takaro n=83; Hokowhitu n=126; Awapuni n=93; Village-Rural n=76;
4. PRO2. How satisfied are you with each of the following? n=488

▲ 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

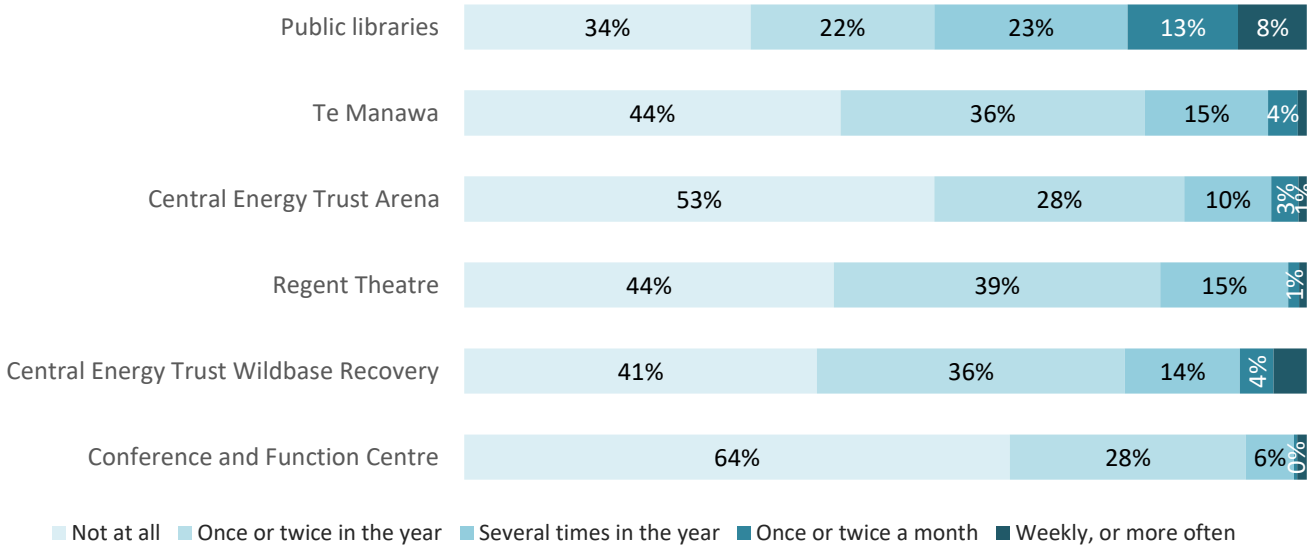


- Users are more likely to be satisfied with *Parks, reserves and open spaces* than those who have not visited these facilities in the last 12 months.
- Users are most satisfied with *Walkways and shared pathways* (85%) and *Parks, reserves and green spaces* (84%).
- Both users and non-users are least satisfied with the *Public toilets*.

NOTES:

1. Sample: 2023 n=536; 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	2023	2022	2021	2020	2019
Public libraries	66%	67% ▼	67%	74% ▲	71%
Te Manawa	55%	57% ▼	60% ▼	66% ▲	60% ▼
Central Energy Trust Arena	42%	54% ▼	48% ▼	66% ▲	60% ▼
Regent Theatre	56%	54% ▼	56% ▼	69% ▲	65% ▲
Central Energy Trust Wildbase Recovery	58%	46%	44%	34%	-
Conference and Function Centre	35%	37% ▼	35% ▼	48% ▲	44% ▲

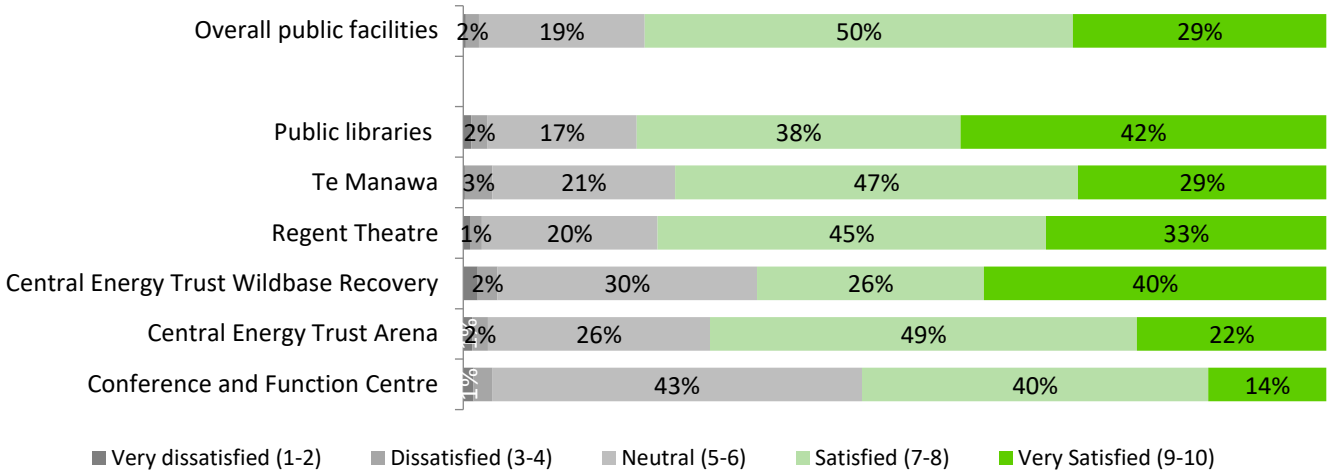
- Over the past five years, *Public libraries* have consistently remained the most visited facility in Palmerston North. However, it is important to note that the visitation rate is still significantly lower when compared with the pre-COVID period.

NOTES:

- Sample: 2023 n=536; 2022 n=506; 2021 n= 437; 2020 n=476; 2019 n=800;
- OF1. In the last 12 months, about how frequently have you visited or used each of the following:
- 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	2023	2022	2021	2020	2019	Māori	All others
Overall public facilities	79%	80%	84%	84%	84%	77%	79%
Public libraries	80%	82%	85%	84%	83%	76%	81%
Te Manawa	75%	77%	81%	76%	80%	76%	75%
Regent Theatre	77%	77%	80%	78%	82%	77%	78%
Central Energy Trust Wildbase Recovery	66%	70%	73%	71%	-	59%	67%
Central Energy Trust Arena	71%	68%	68%	68%	70%	69%	72%
Conference and Function Centre	54%	58%	53%	60%	63%	51%	54%

Scores with % 7-10	Papaioea	Takaro	Hokowhitu	Awapuni	Village-Rural
Overall public facilities	76%	77%	82%	81%	80%
Public libraries	76%	80%	87%	76%▼	82%
Te Manawa	71%	80%	78%	77%	71%
Regent Theatre	76%	70%	85%	76%	79%
Central Energy Trust Wildbase Recovery	60%	65%	76%	70%	58%
Central Energy Trust Arena	68%	64%	79%	78%	64%
Conference and Function Centre	48%	47%	58%	58%	58%

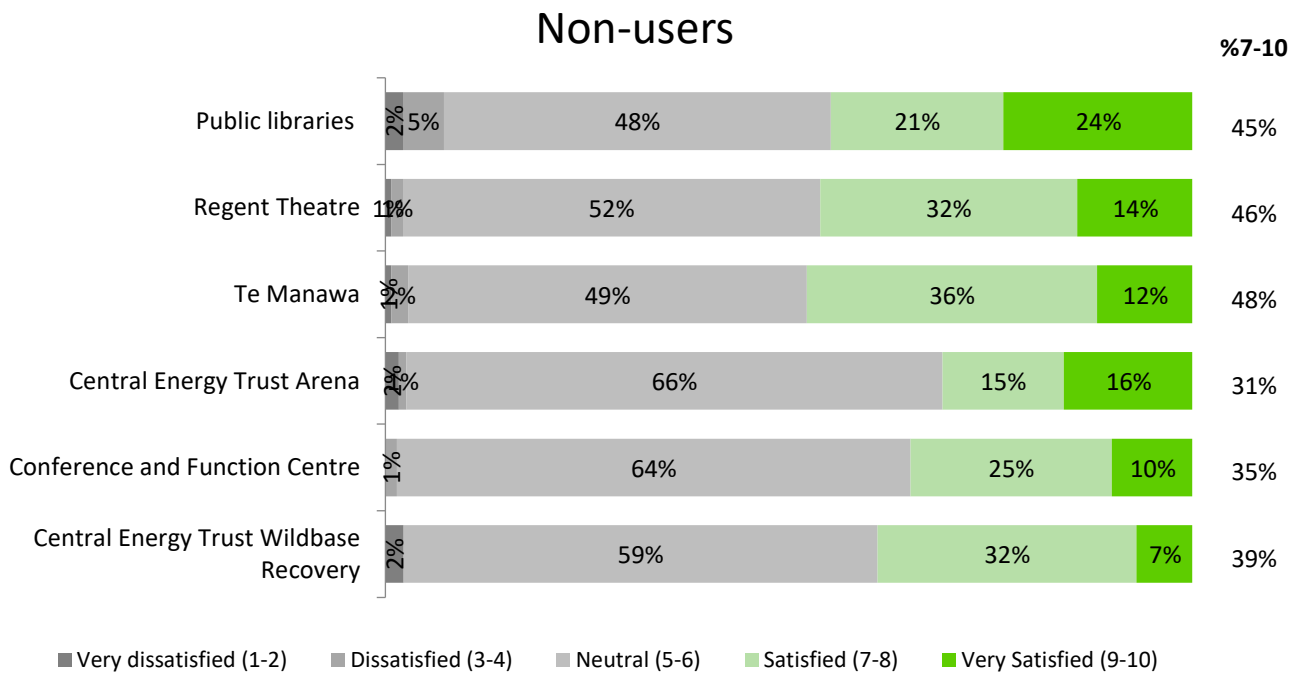
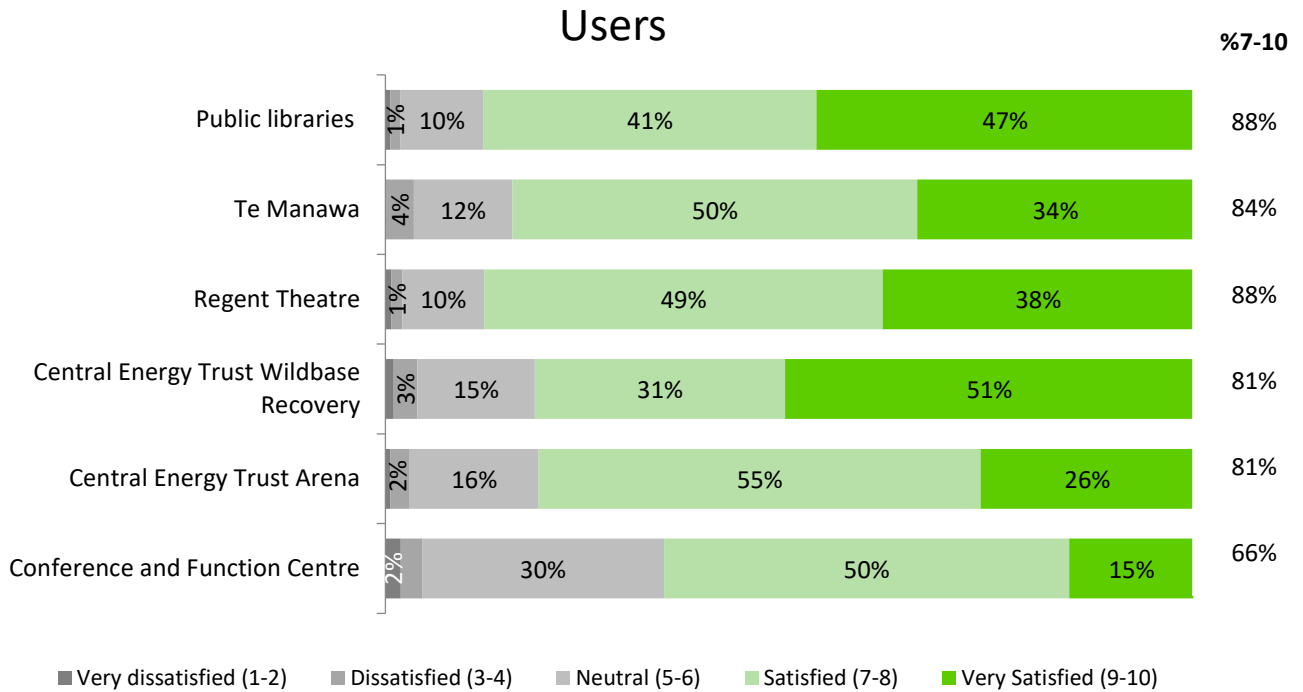
- Despite the slight decrease, satisfaction with *Public facilities* remains high at 79%.
- Residents in Hokowhitu are more likely to rate *Public libraries* (87%) higher than residents in other wards.

NOTES:

1. Sample: 2023 n=536; 2022 n=506; Excludes 'Don't know' responses
2. Māori n=113; All Others n=423;
3. Papaioea n=158; Takaro n=83; Hokowhitu n=126; Awapuni n=93; Village-Rural n=76;
4. OF2. How satisfied are you with each of the following venues? n=489

▲ **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

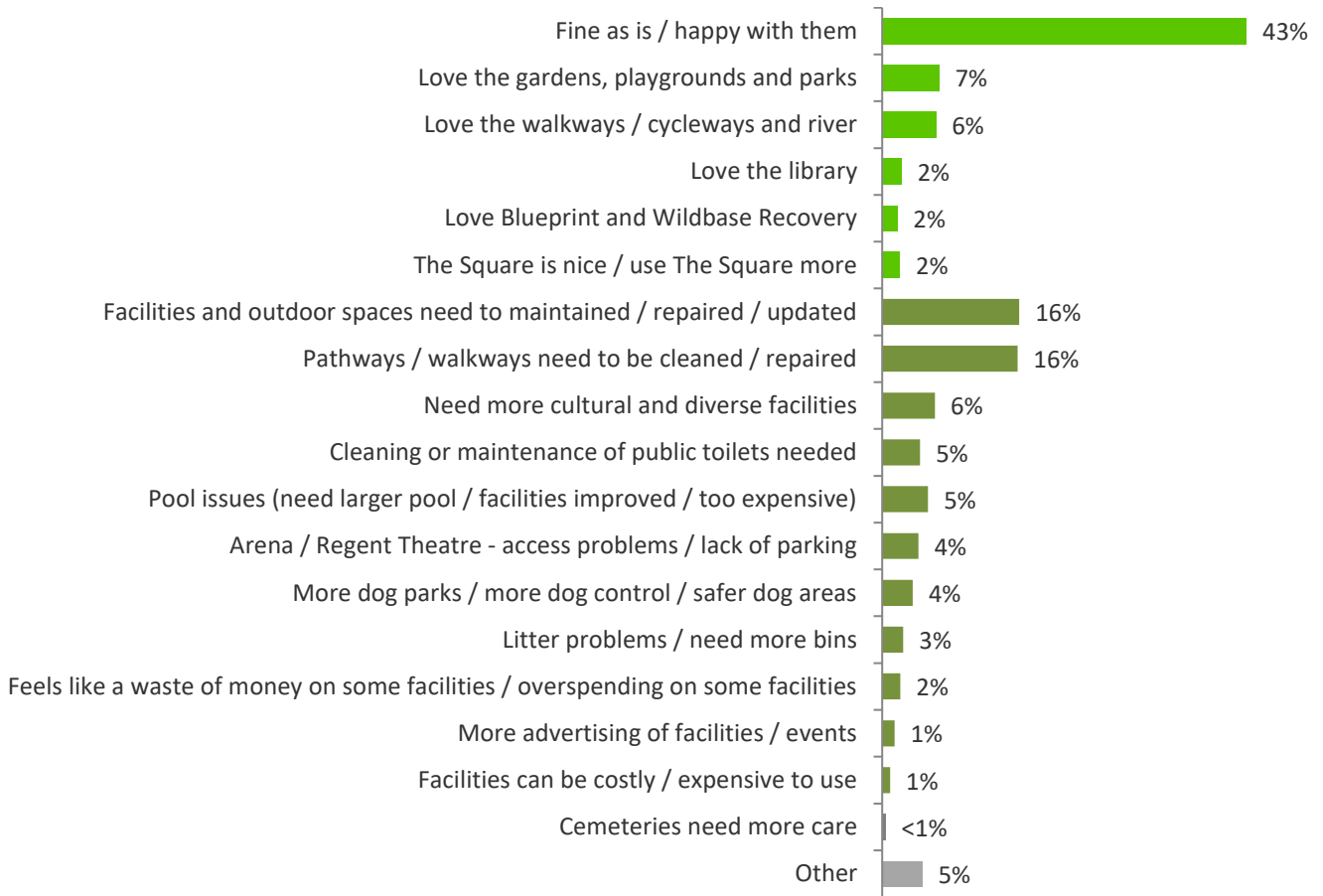


- Overall, users are considerably more satisfied with public facilities than non-users.
- *Public libraries* and *Regent Theatre* stand out as the facilities with the highest proportion of satisfied users, both scoring an 88% satisfaction rate.

NOTES:

1. Sample: 2023 n=536; Excludes 'Don't know' responses
2. OF2. How satisfied are you with each of the following venues?

Comments about recreation and cultural facilities



- *There are too many sculptures and artwork near roundabouts and intersections blocking the driver's view. We need more natural items of beauty, such as trees.*
- *A number of public tennis courts are in need of repair.*
- *Maintenance of pool facilities ensuring that key features within those facilities are operating should be conducted more regularly.*
- *The public library is a great facility, but it would be good to have a few late nights as we did before covid.*
- *The smaller suburb parks often lack equipment and are not maintained at all.*



- *I am happy that they are available.*
- *We have a great range of activities and places to take our children.*
- *All are well-maintained and functional. Palmerston North City Council provides its people and visitors with good facilities.*
- *I am really happy with Linklater Dog Park, it's amazing.*
- *I think they are worthwhile and well-maintained.*
- *Our square is a lovely area to sit in the sun and relax or have lunch.*
- *Recreation facilities we find are relatively safe for my moko, so we're very happy.*

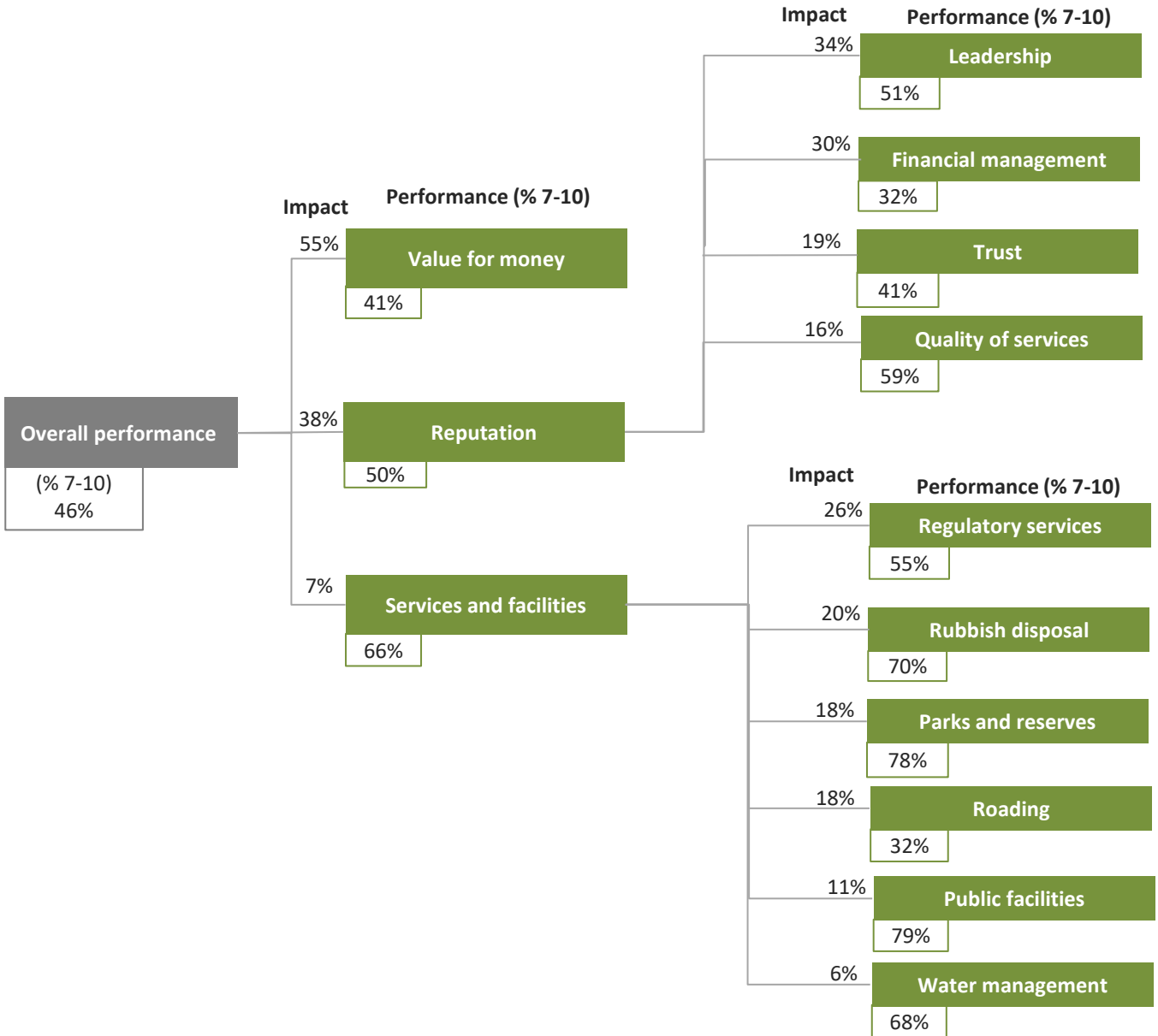
NOTES:

1. Sample: 2023 n=536; 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=178



Drivers of overall satisfaction

Drivers of perceptions of Palmerston North City Council's performance



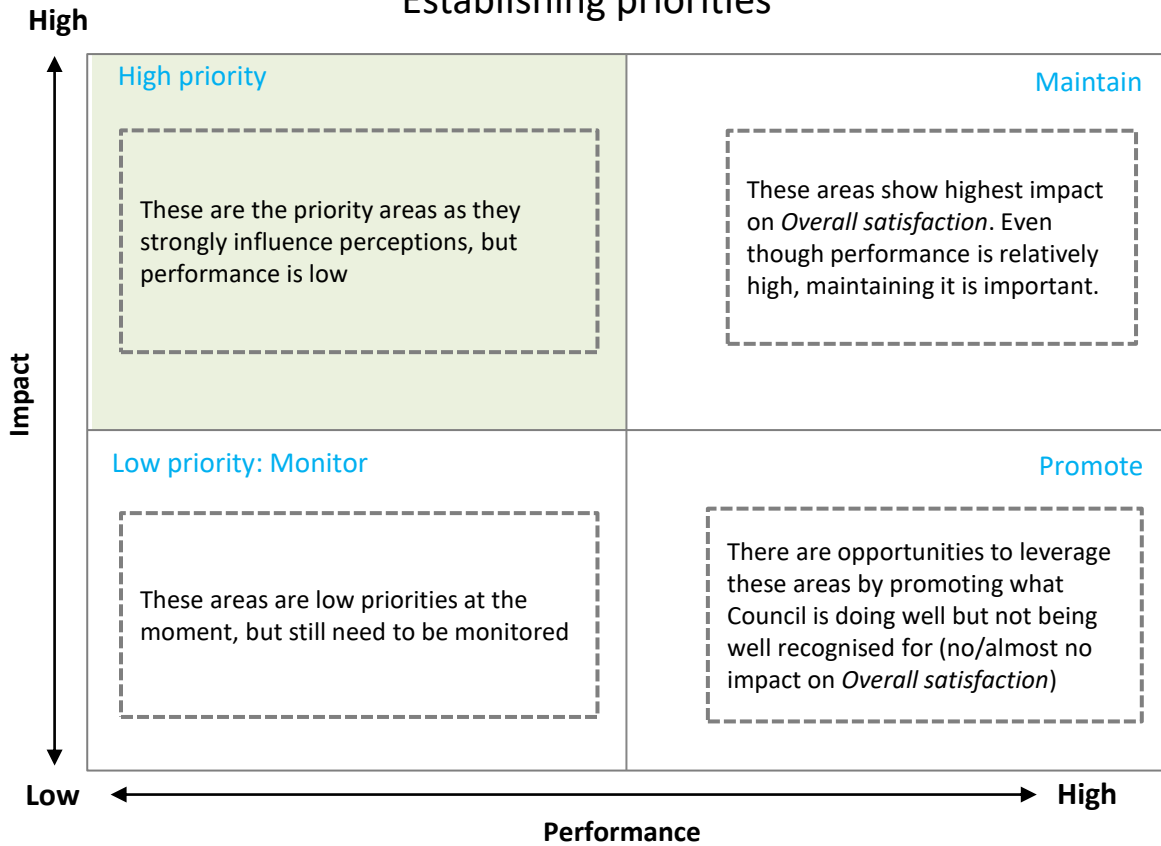
- *Value for money* has the greatest influence on the overall evaluation of the *Council's Performance* (55%), followed by *Reputation* (38%) and *Services and facilities* (7%).

NOTES:

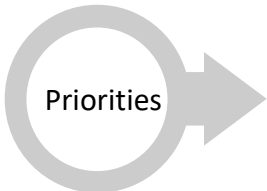
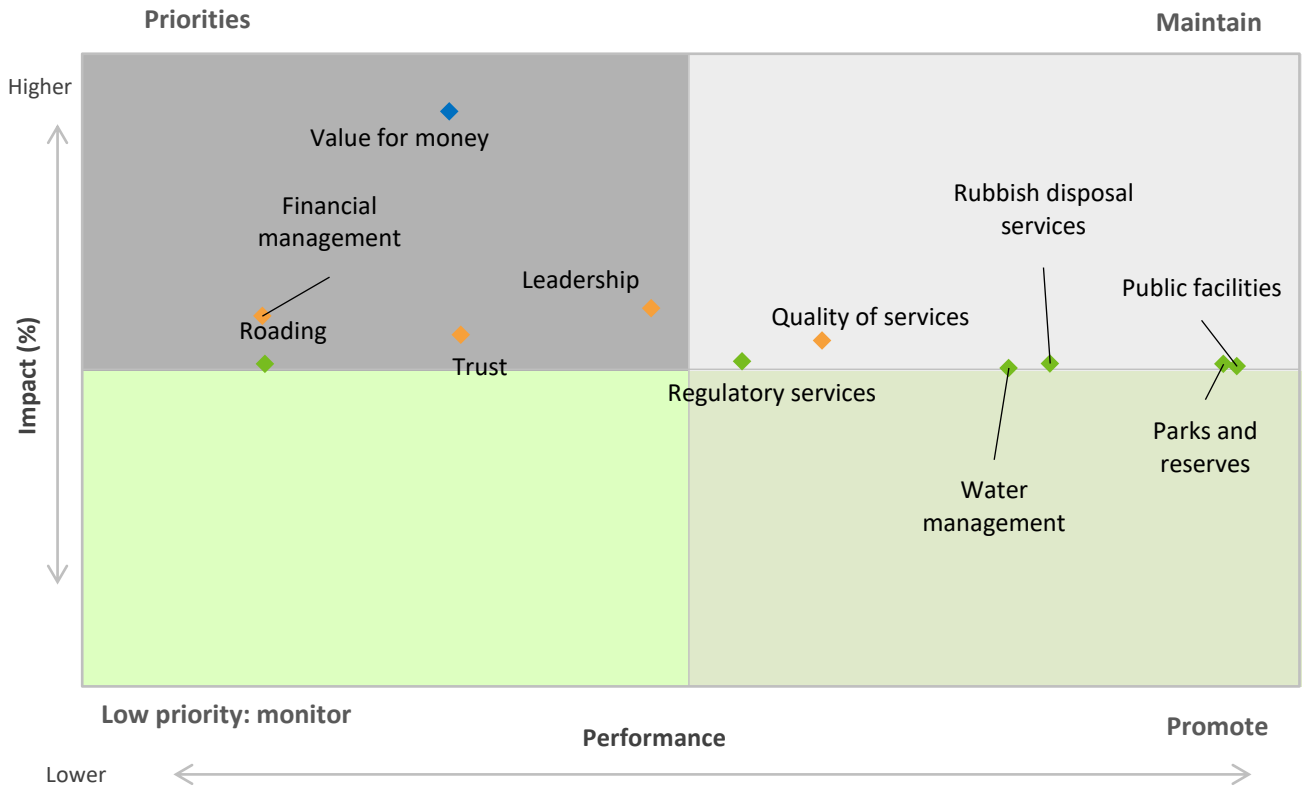
1. Sample: 2023 n= 536; Excludes 'Don't know' responses
2. OVS1. Considering all the services and infrastructure that the Palmerston North City Council provides, its leadership and the value you receive for the rates and fees that you pay. Everything considered, how would you rate your overall satisfaction 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



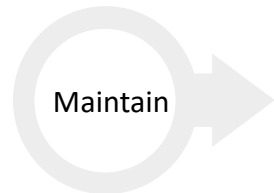
Opportunities and priorities: Overall measures



The same as the result last year, the key priorities for the Council are *Value for money*, and reputation measures such as *Leadership*, *Trust* and *Financial management*. Another priority to focus on is *Rooding*.

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

Over the past years, road maintenance has received the highest number of comments from respondents. The issues mentioned include the need for improved maintenance and ensuring that roads are safe to use.



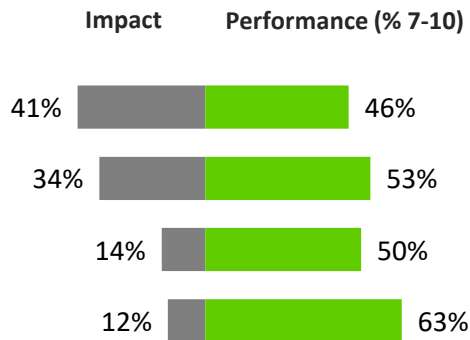
Except for *Rooding*, the perception of other *Services and facilities* need to be maintained. Satisfaction with *Outdoor and public facilities* remains high at 79%.

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 the 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.



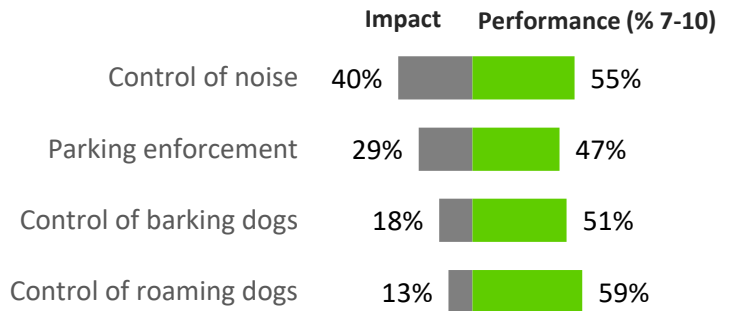
Performance
 1 = Dissatisfied / poor;
 10= Satisfied / excellent
 Results are reported as the percentage satisfied;
 e.g. % scoring 7-10 representing satisfied

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

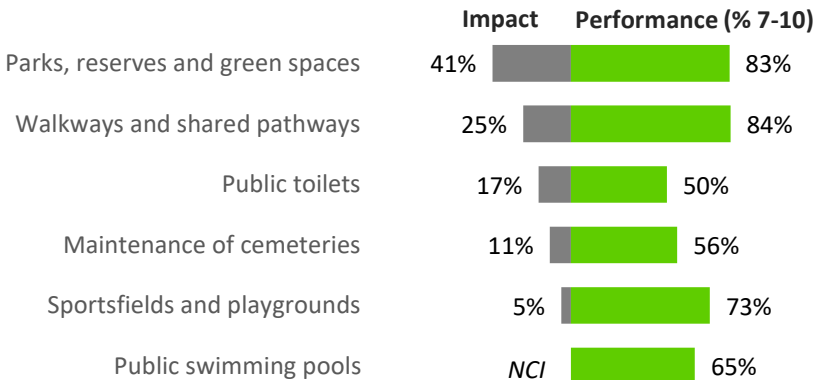
Impact scores of each main driver

- *Council's control of noise has the most influence on the overall satisfaction of Regulatory services. Given that satisfaction for this aspect is relatively low, it presents an opportunity for the Council to make improvements in this area.*

Regulatory services



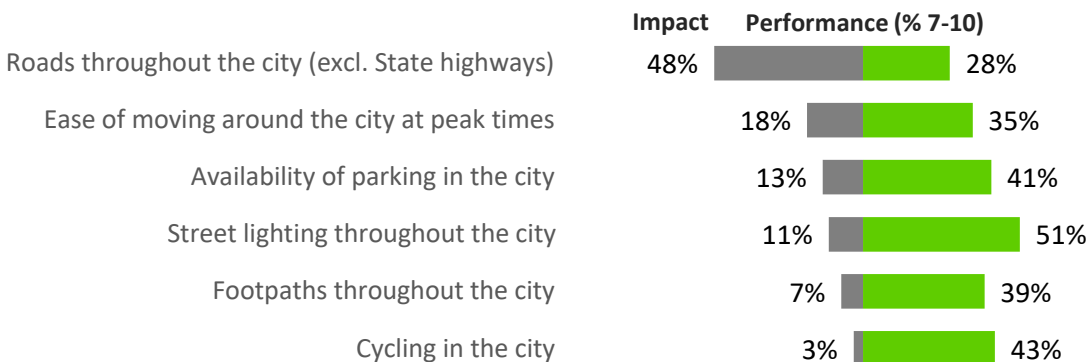
Parks, reserves and open spaces



- *Parks, reserves and green spaces have the greatest impact on overall perception and has the second-highest satisfaction score. Maintaining this high level of satisfaction score can be crucial for fostering positive perceptions.*

- *Among the Rooding infrastructure, the Roads throughout the city have the highest impact on overall perception but receive the lowest satisfaction score. Focusing on improving this facility presents the best opportunity for the Council to increase the overall level of satisfaction among residents.*

Rooding infrastructure

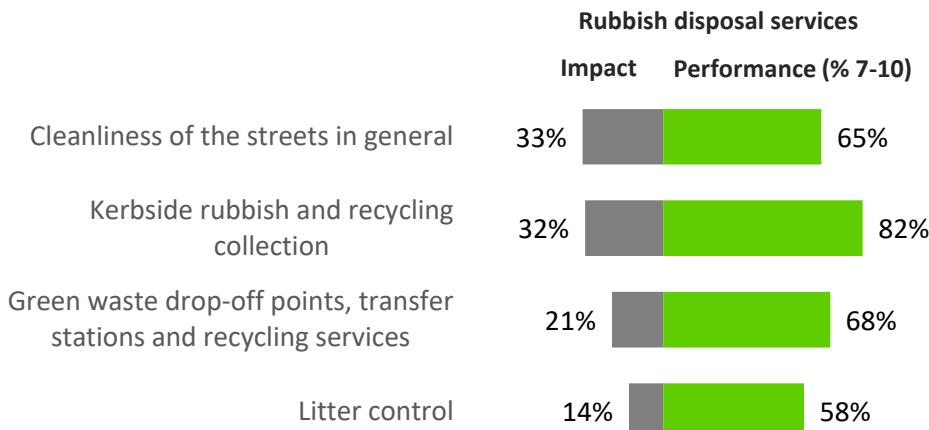
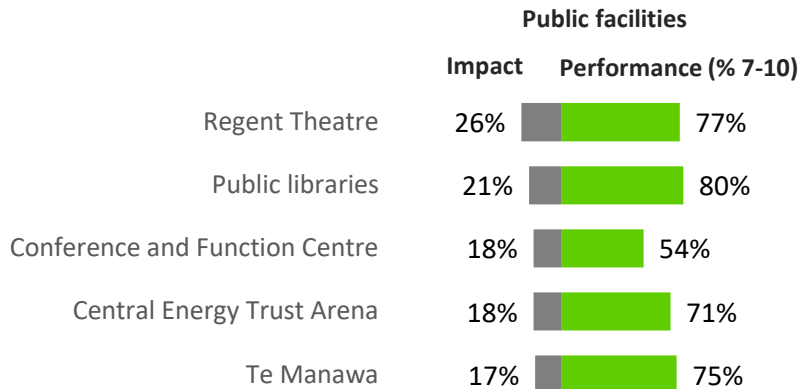


NOTES:

1. Sample: 2023 n=536 ;
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?
5. NCI = No Current Impact

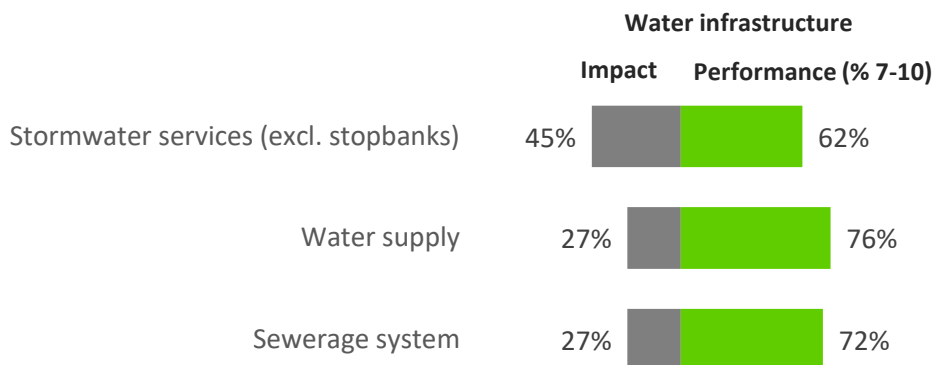
Impact scores

- Satisfaction with the *Regent Theater* and *Public libraries* have the two most significant impacts on the overall satisfaction with Public facilities.



- Cleanliness of the streets, Kerbside rubbish and Recycling collection* share an almost similar level of impact on Council's *Rubbish disposal services*.

- Stormwater services* has been identified as having the highest impact on overall water infrastructure satisfaction. However, this aspect also received the lowest rating among all water-related measures.



NOTES:

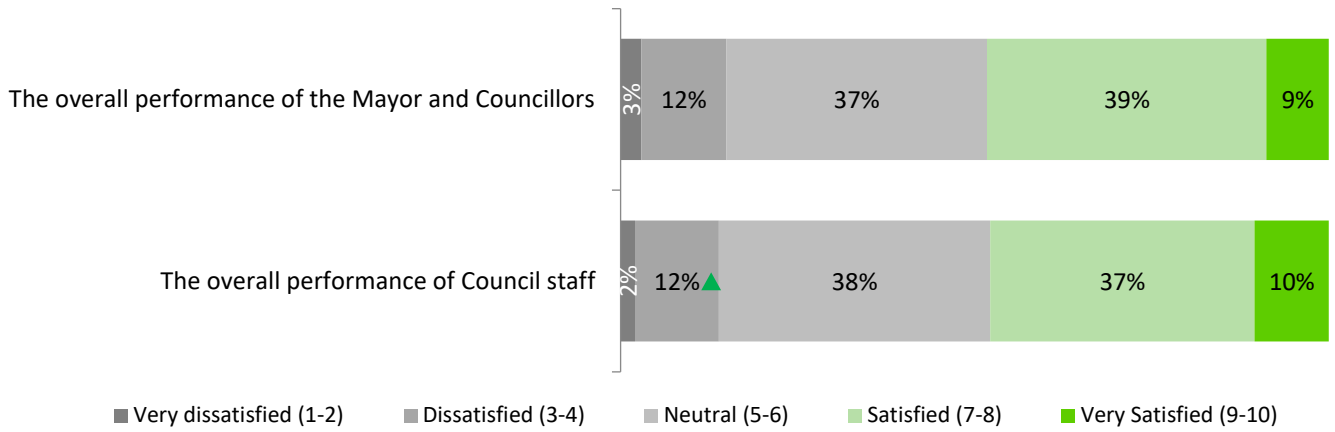
- Sample: 2023 n=536 ;
- OF2. How satisfied are you with each of the following venues?
- RD1. How satisfied are you with each of the following?
- IW1. How satisfied are you with each of the following Council's services?



Leadership and Reputation

Leadership and reputation

Performance of the Mayor, Councillors and Council staff



Scores with % 7-10	2023	2022	2021	2020	2019	Māori	All others
The overall performance of the Mayor and Councillors	48%	47% ▼	61%	58%	54%	43%	49%
The overall performance of Council staff	48%	51% ▼	65%	61%	56%	46%	48%

Scores with % 7-10	Papaioea	Takaro	Hokowhitu	Awapuni	Village-Rural
The overall performance of the Mayor and Councillors	45%	45%	55%	48%	47%
The overall performance of Council staff	48%	49%	55%	42% ▼	45%

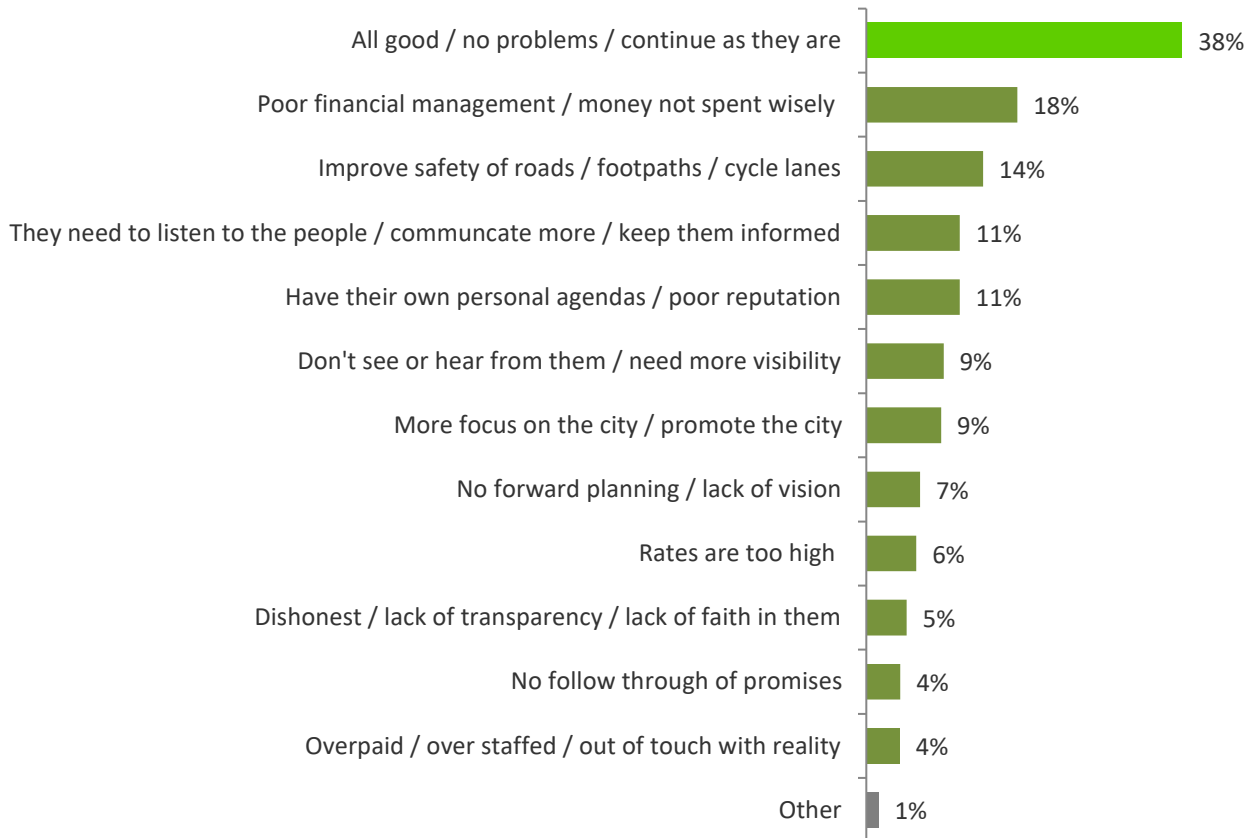
- There is a slight increase in residents' satisfaction with the *Mayor and Councillors' performance* in the past 12 months. However, satisfaction with *Council staff performance* continues to decline year-on-year.
- Awapuni residents' rating is significantly lower when it comes to the *performance of Council staff* compared to last year.

NOTES:

1. Sample: 2023 n=536 ; 2022 n=506; 2021 n=437; Excludes 'Don't know' responses
2. Māori n=113; All Others n=423;
3. Papaioea n=158; Takaro n=83; Hokowhitu n=126; Awapuni n=93; Village-Rural n=76;
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? n=462

▲ **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



- *Too many councillors see this as a stepping stone in their political ambition and lose sight of why they were elected.*
- *Too much money spent on useless activities like rainbow road painting.*
- *Take opinions of your ratepayers into account when making expensive decisions. It is their money you are spending.*
- *Maybe less money on sculptures and more on fixing our roads.*
- *Council needs to stop wasting money on silly schemes like this Palmy nonsense.*
- *Beware of promising one thing and delivering another.*

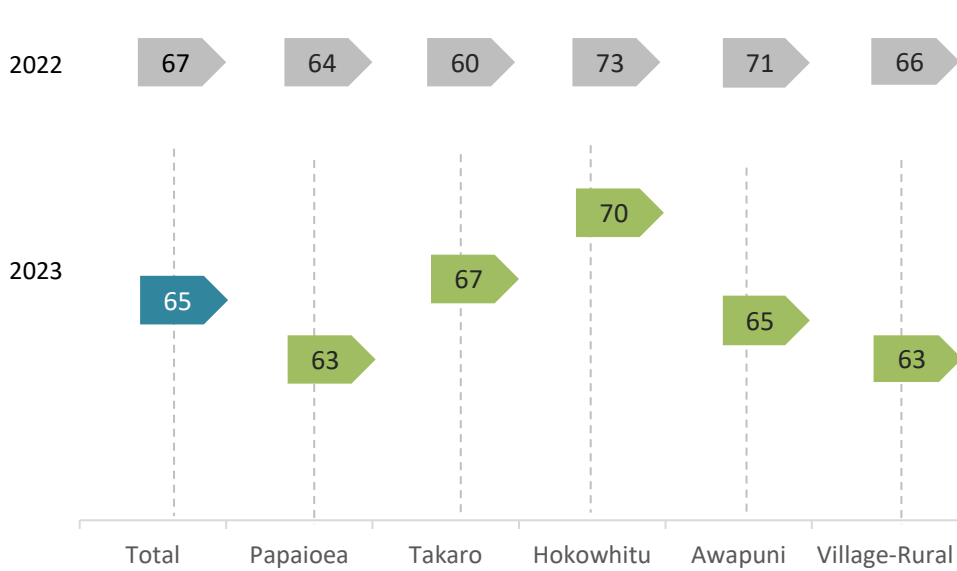


- *All are doing a good job*
- *I think the direction of travel is good the development of the Māori wards and relationship with Rangitane is helping to make an inclusive dynamic City.*
- *I think what the council has done in the past decade is great i.e., parks, walkways, new bridge etc. Keep it up.*
- *Inclusivity of Maori and their leadership and direction is important to me. I love the celebration of diversity in our city.*
- *They do a good job, and the mayor is able to bring different factions together.*
- *Appears to be an honest, hardworking council with PN, not personal glory, at the heart of actions.*

NOTES:

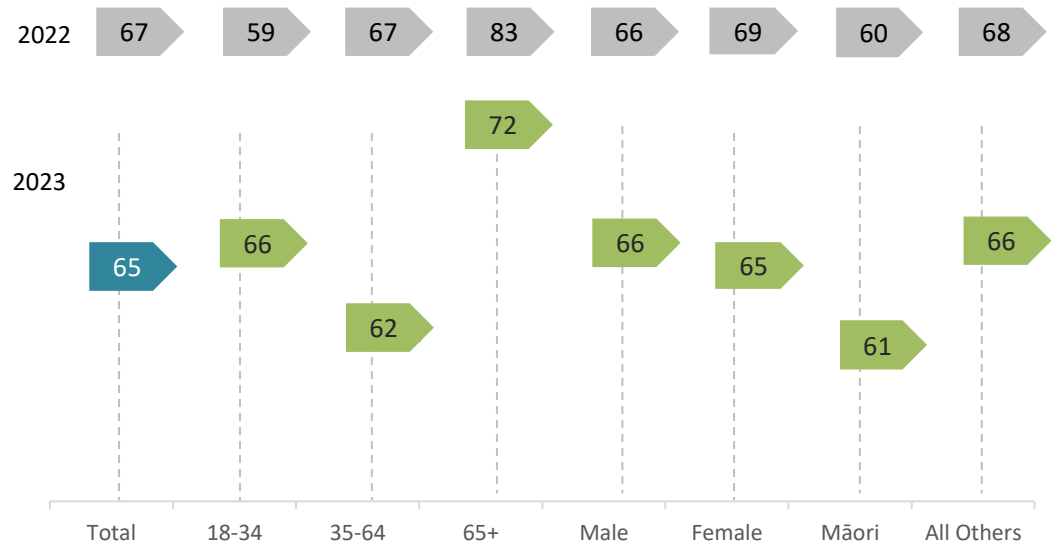
1. Sample: 2023 n=536; excludes 'Don't know' and 'Doesn't relate to me' responses.
2. LS7. Do you have any other comments about the direction that the Palmerston North City Council provides, Council's reputation and the performance of the Mayor and Councillors? n=229

Reputation benchmarks



- The overall reputation benchmark score has experienced a decline, dropping from 67 in 2022 to 65 in 2023. However, this score still falls within an acceptable range, as it meets the benchmark of at least 60 points.
- Hokowhitu residents have a higher reputation benchmark score than residents in other wards.

- Older residents aged 65+ are more likely to have a high reputation benchmark compared to younger age groups.
- Māori residents are less likely to have high reputation benchmark than other ethnicities.

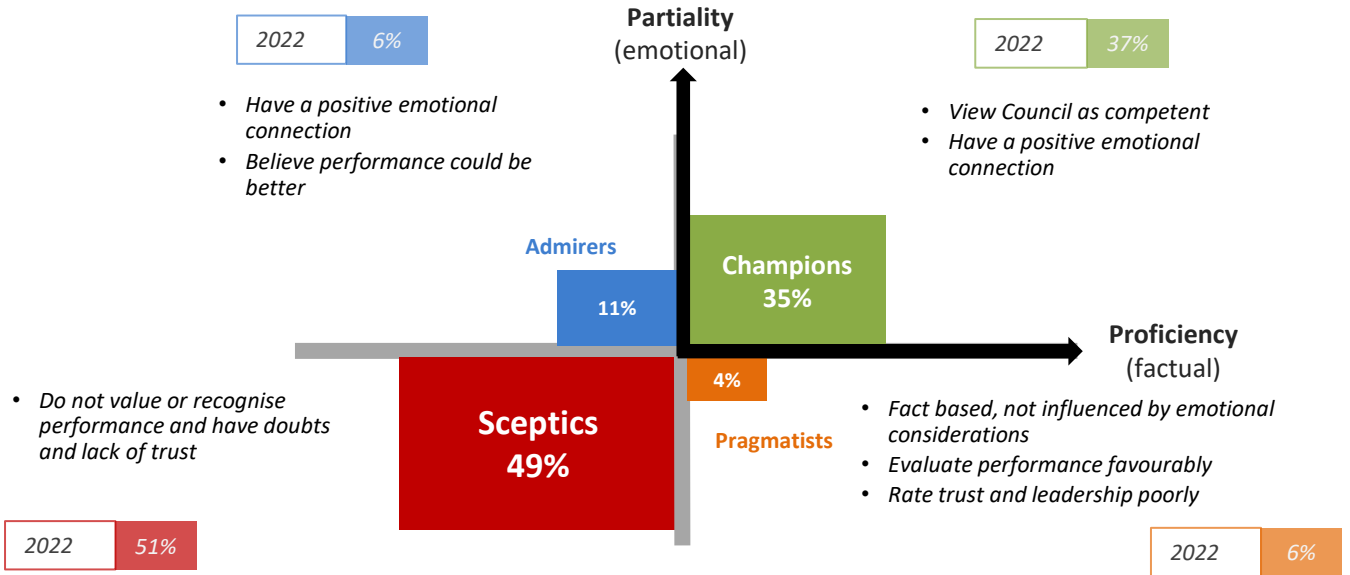


NOTES:

1. Sample: 2023 n=536 ; 2022 n=506; 2021 n=437; Excludes 'Don't know' responses
2. Māori n=113; All Others n=423;
3. Papaioea n=158; Takaro n=83; Hokowhitu n=126; Awapuni n=93; Village-Rural n=76;
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

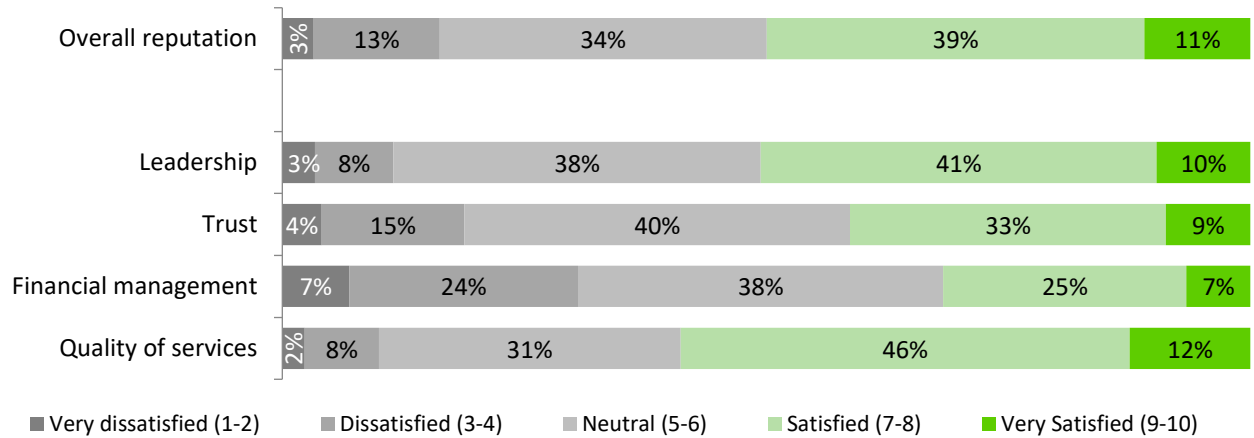


- Approximately one-third (35%) of residents are categorised as ‘Champions’, while nearly half (49%) of the residents are identified as ‘Sceptics’, representing a slight decrease in these categories compared to the previous year.
- In addition, ‘Pragmatists’ have experienced a slight decrease of 2% points compared to the previous year.
- The number of residents classified as ‘Admirers’ has shown a slight increase, rising from 6% in 2022 to 11% in 2023, suggesting a growing positive sentiment among this group.
- Younger residents aged between 18 and 34 are more likely to be classified as ‘Admirers’ than other age groups. This suggests that they have a stronger emotional connection with the Council and believe that the Council's performance could be improved. While residents aged 65+ are more likely to be identified as Champions than younger age groups.

NOTES:

- Sample: 2023 n=450; 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	2023	2022	2021	2020	2019	Māori	All others
Overall reputation	50%	52% ▼	66%	66%	61%	48%	50%
Leadership	51%	49% ▼	65%	62%	55%	45%	52%
Trust	41%	41% ▼	53%	51%	46%	43%	41%
Financial management	32%	28% ▼	44%	39%	40%	33%	32%
Quality of services	59%	57% ▼	73%	68%	65%	53%	60%

Scores with % 7-10	Papaioea	Takaro	Hokowhitu	Awapuni	Village-Rural
Overall reputation	49%	47%	55%	52%	44%
Leadership	47%	57%	55%	47%	50%
Trust	39%	44%	50%	38%	36%
Financial management	28%	32%	40%	30%	30%
Quality of services	58%	54%	66%	60%	53%

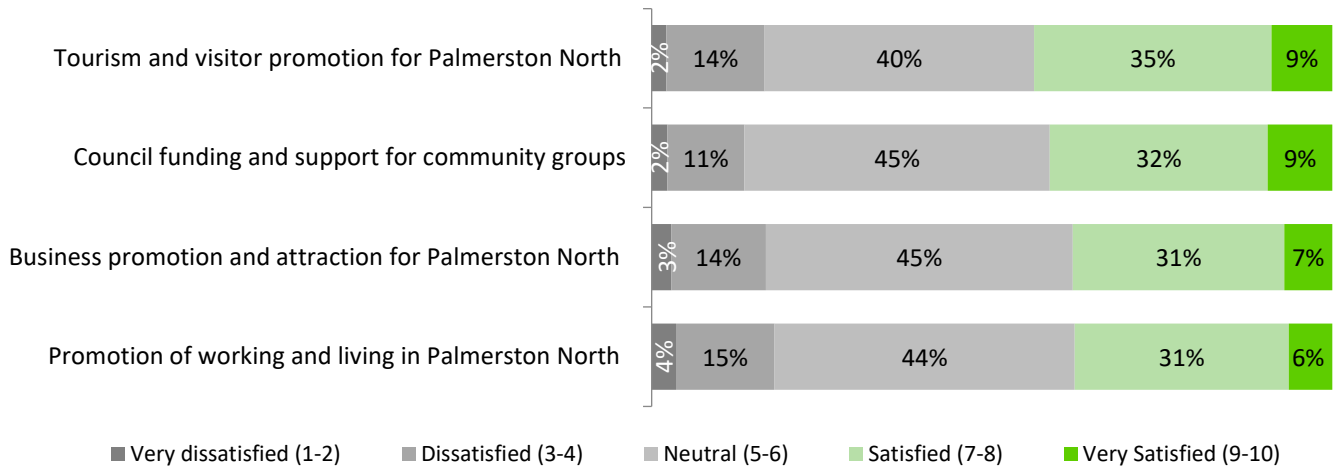
- Residents' perception of the Council's *Image and reputation* continues to decline, with a 2% point decrease since 2022.
- Residents' approval rating with Council's *Image and reputation* is consistent across all wards with slightly higher ratings among residents from Hokowhitu and Awapuni.

NOTES:

- Sample: 2023 n=536 ; 2022 n=506; 2021 n=437; Excludes 'Don't know' responses
- Māori n=113; All Others n=423;
- Papaioea n=158; Takaro n=83; Hokowhitu n=126; Awapuni n=93; Village-Rural n=76;
- REP1 Overall how would you rate Palmerston North City Council for? (1-4)
- 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? n=502

▲ **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	2023	2022	2021	2020	2019	Māori	All others
Tourism and visitor promotion for Palmerston North	44%	45%	52%	49%	50%	38%	45%
Council funding and support for community groups	42%	45% ▼	55%	53%	50%	36%	42%
Business promotion and attraction for Palmerston North	38%	42% ▼	51%	50%	43%	39%	38%
Promotion of working and living in Palmerston North	38%	43% ▼	51%	47%	45%		39%

Scores with % 7-10	Papaioea	Takaro	Hokowhitu	Awapuni	Village-Rural
Tourism and visitor promotion for Palmerston North	43%	51%	48%	35% ▼	47%
Council funding and support for community groups	36%	53%	46%	40%	39%
Business promotion and attraction for Palmerston North	38%	48%	47%	28% ▼	31%
Promotion of working and living in Palmerston North	40%	50%	42%	32% ▼	27%

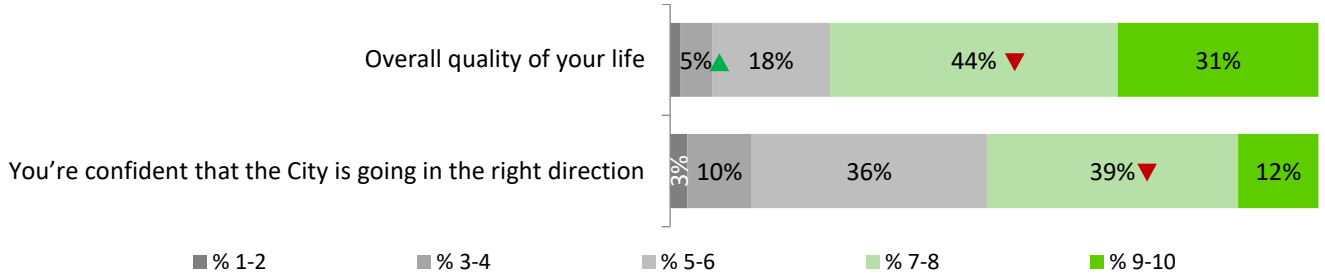
- Satisfaction across all areas related to *Direction provided by the Council* continue to decline in the past 12 months.
- This has mostly been impacted by perception of residents from Awapuni ward.

NOTES:

1. Sample: 2023 n=536 ; 2022 n=506; 2021 n=437; Excludes 'Don't know' responses
2. Māori n=113; All Others n=423;
3. Papaioea n=158; Takaro n=83; Hokowhitu n=126; Awapuni n=93; Village-Rural n=76;
4. LS1. How satisfied are you with each of the following? n=422

▲ **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	2023	2022	18-34	35-64	65+
Overall quality of your life	75% ▼	82%	70%	76% ▼	84%
You're confident that the City is going in the right direction	51% ▼	59%	50%	46% ▼	66%

Scores with % 7-10	Māori	All others
Overall quality of your life	66%	77%
You're confident that the City is going in the right direction	49% ▼	52%

Scores with % 7-10	Papaioea	Takaro	Hokowhitu	Awapuni	Village-Rural
Overall quality of your life	77%	57% ▼	82%	76%	78%
You're confident that the City is going in the right direction	49%	43% ▼	59%	51%	51%

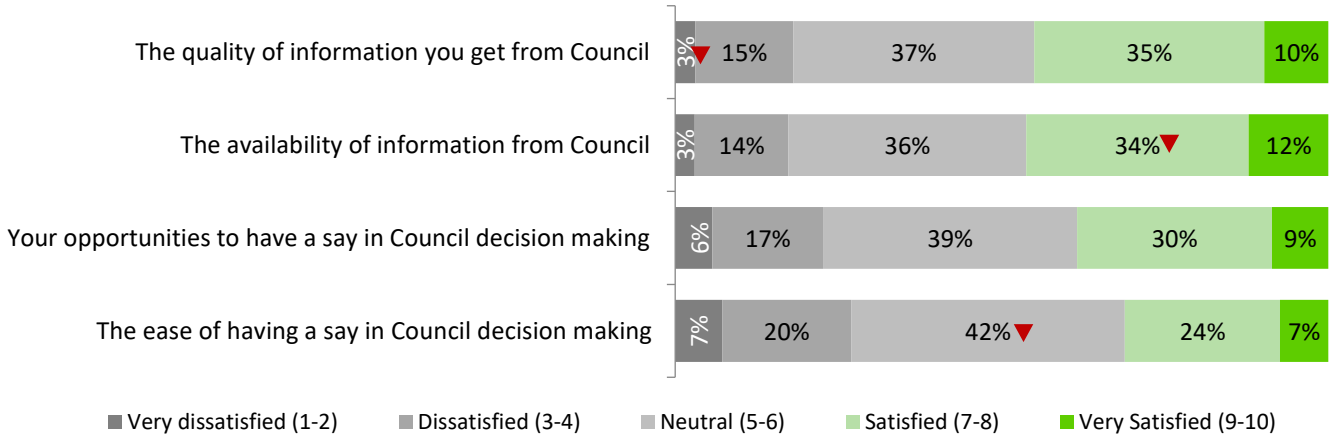
- Despite experiencing a significant decrease, overall, residents still rate their *Quality of life* highly at 75%. However, their perception of the *City going in the right direction* stands at 51%, indicating a more reserved sentiment about the future trajectory of the area.
- Residents in the Takaro ward exhibit the lowest level of satisfaction with their *Quality of life* and are also the least *Confident about the City's direction* compared to residents of other wards.

NOTES:

1. Sample: 2023 n=536 ; 2022 n=506; Excludes 'Don't know' responses
2. Māori n=113; All Others n=423;
3. Papaioea n=158; Takaro n=83; Hokowhitu n=126; Awapuni n=93; Village-Rural n=76;
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? n=523
5. SEN2 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. n=499

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

Information and decision-making process



Scores with % 7-10	2023	2022	2021	2020	2019	Māori	All others
The quality of information you get from Council	45%	49%	54%	54%	53%	44%	45%
The availability of information from Council	46%	49% ▼	57%	55%	55%	46%	46%
Your opportunities to have a say in Council decision making	38%	35% ▼	46%	44%	42%	39%	38%
The ease of having a say in Council decision making	31%	26% ▼	41%	35%	36%	31%	31%

Scores with % 7-10	Papaioea	Takaro	Hokowhitu	Awapuni	Village-Rural
The quality of information you get from Council	40%	45%	48%	42%	54%
The availability of information from Council	44%	49%	48%	45%	47%
Your opportunities to have a say in Council decision making	31%	38%	42%	44%	40%
The ease of having a say in Council decision making	30%	29%	31%	35%	29%

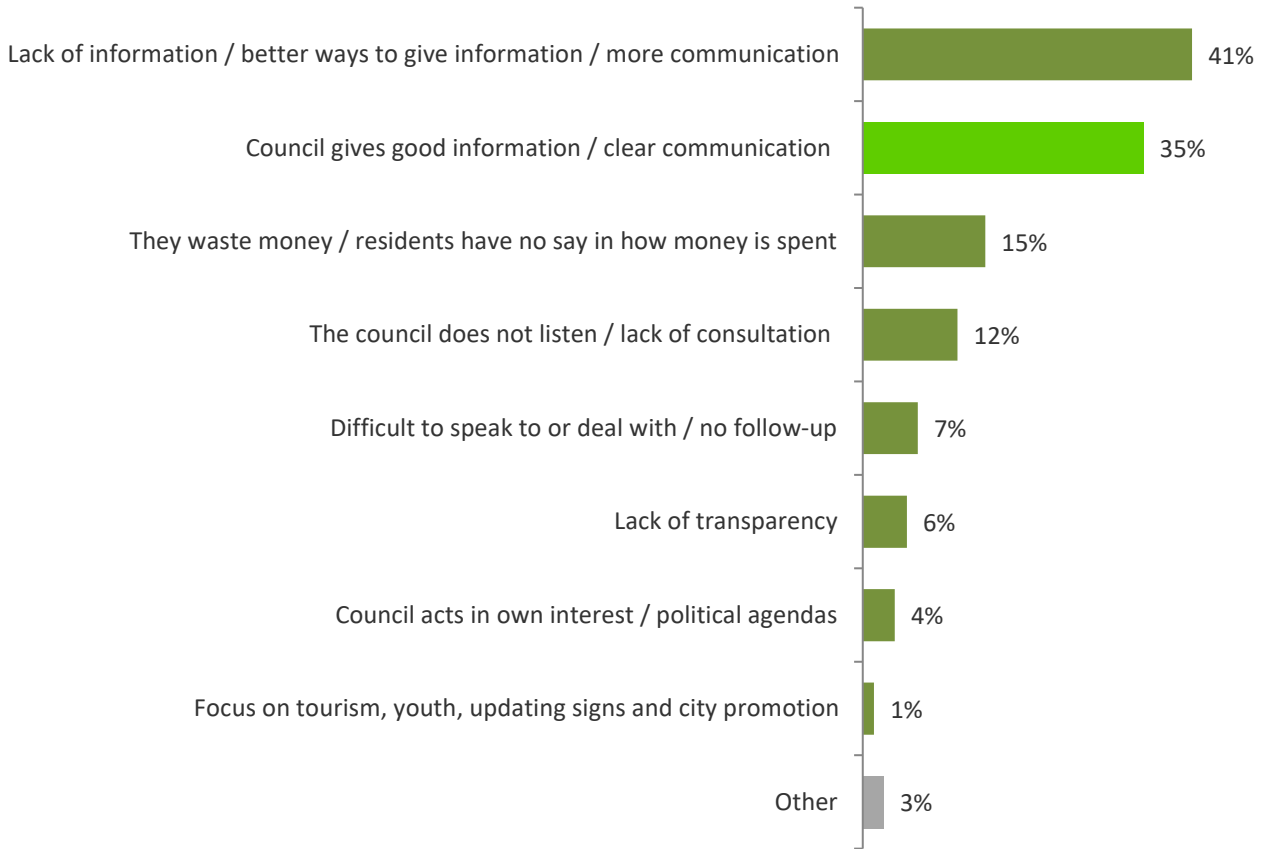
- Satisfaction with the way residents perceive the information and decision-making process has continued to decline this year.
- Residents from Awapuni are more satisfied with having an *Opportunity to have a say in Council's decision making* compared with other wards, and Papaioea in particular.

NOTES:

1. Sample: 2023 n=536 ; 2022 n=506; Excludes 'Don't know' responses
2. Māori n=113; All Others n=423;
3. Papaioea n=158; Takaro n=83; Hokowhitu n=126; Awapuni n=93; Village-Rural n=76;
4. LS3. Now, a few questions about Council's information and decision making. How satisfied are you with? n=492

▲ 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



- *Need more consultation and information regarding developments.*
- *We emailed about the title process once and never heard back. This process is very slow.*
- *Letters informing of a consultation meeting arriving four days after the event is not helpful or a fair way of informing the public.*
- *I wish there was better communication about local governance. Especially more advertising on social media platforms that have a high youth engagement.*
- *Several things have been introduced without consultation, for example, Palmerston North branding. A slap in the face to residents and ratepayers.*
- *There is not enough information easily available, accessible, or understandable.*

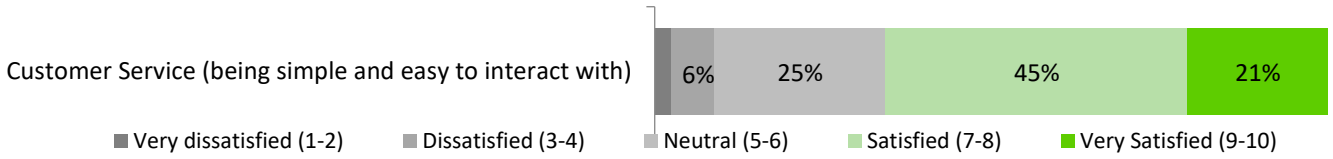


- *Consultation is good, I appreciate efforts to keep the information simple and not complicated.*
- *I am happy that there are now two Māori councillors I could contact if I wanted to.*
- *The website is really helpful and user friendly.*
- *Their Facebook page is very well-run and informative.*
- *Staff are always friendly, practical, and approachable when I have had contact with them seeking advice or help.*
- *I like community meetings. If there were important issues to discuss or inform the community, I would go to these.*
- *Most of the information is good.*

NOTES:

1. Sample: 2023 n=536; 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=231

Customer service



Scores with % 7-10	2023	2022	2021	2020	2019	Māori	All others
Customer Service (being simple and easy to interact with)	66%	72%	75%	70%	70%	60%	67%

Scores with % 7-10	Papaioea	Takaro	Hokowhitu	Awapuni	Village-Rural
Customer Service (being simple and easy to interact with)	59%	65%	70%	65% ▼	74%

Two-thirds of residents are satisfied with *Customer service*, indicating a 6% point decline compared to the previous year. Three in ten (33%) have reported little or no interaction with Council or customer service.



- *The one time we contacted them we didn't get a reply.*
- *I don't get information.*
- *Time spent getting an answer for who is responsible for certain issues.*
- *Builders' consent - difficult to deal with, orientation in the system is hard.*



- *Always polite, friendly, and helpful.*
- *Usually, staff are very pleasant and helpful.*
- *Lovely knowledgeable staff.*
- *The phone is always answered when I ring, and queries are dealt with.*
- *A lot of services can be run online.*

NOTES:

1. Sample: 2023 n=536 ; 2022 n=506; Excludes 'Don't know' responses
2. Māori n=113; All Others n=423;
3. Papaioea n=158; Takaro n=83; Hokowhitu n=126; Awapuni n=93; Village-Rural n=76;
4. LS5. And how satisfied are you with Council's customer service? n=423
5. LS6. Why do you say this? n=476

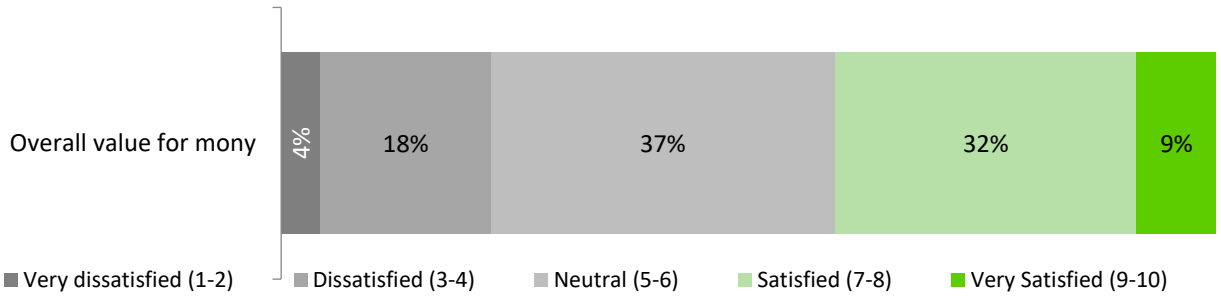
▲ **Year-on-year** Significantly higher
▼ **Year-on-year** Significantly lower
▲ **Between demographics** Significantly higher
▼ **Between demographics** Significantly lower



Leadership and Reputation

Value for Money

Value for Money



Scores with % 7-10	2023	2022	Māori	All others
Overall value for money	41%	41%	35%	42%

Scores with % 7-10	Papaioea	Takaro	Hokowhitu	Awapuni	Village-Rural
Overall value for money	39%	39%	47%	45%	29%

- A consistent 41% of residents are satisfied with the *Value for money* they received from the council.
- Residents from the Village-rural ward are less likely to be satisfied with the *Value for money* they receive from the council compared to residents in other wards.

NOTES:

1. Sample: 2023 n=536 ; 2022 n=506; Excludes 'Don't know' responses
2. Māori n=113; All Others n=423;
3. Papaioea n=158; Takaro n=83; Hokowhitu n=126; Awapuni n=93; Village-Rural n=76;
4. 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? n=498

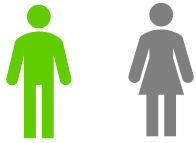
▲ **Year-on-year** Significantly higher
▼ Significantly lower
▲ **Between demographics** Significantly higher
▼ Significantly lower



Sample profile

Demographics

Gender



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

Age (weighted)

Unweighted

18-24	17%	14%
25-34	19%	21%
35-44	15%	13%
45-54	16%	13%
55-64	14%	14%
65+	19%	26%

Ethnicity (weighted)

Unweighted

Māori	15%	21%
Non-Māori	85%	79%

*Multiple response

Paying rates (weighted)

Unweighted

Yes	76%	76%
No	6%	7%
Renting	16%	15%
Don't know	2%	2%

Ward (weighted)

Unweighted

Papaioea	28%	29%
Takaro	13%	15%
Hokowhitu	22%	24%
Awapuni	22%	17%
Village-Rural	15%	14%

How long lived in PN (weighted)

Unweighted

Less than 2 years	<1%	<1%
2 years – less than 5	7%	7%
5 years – less than 10	12%	12%
10 years – less than 20	23%	22%
20 years – less than 30	29%	28%
30 or more years	28%	30%
Don't know	<1%	<1%



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