



# 2023/24 Annual Residents' Opinion Survey

Presentation to Council | October 2024



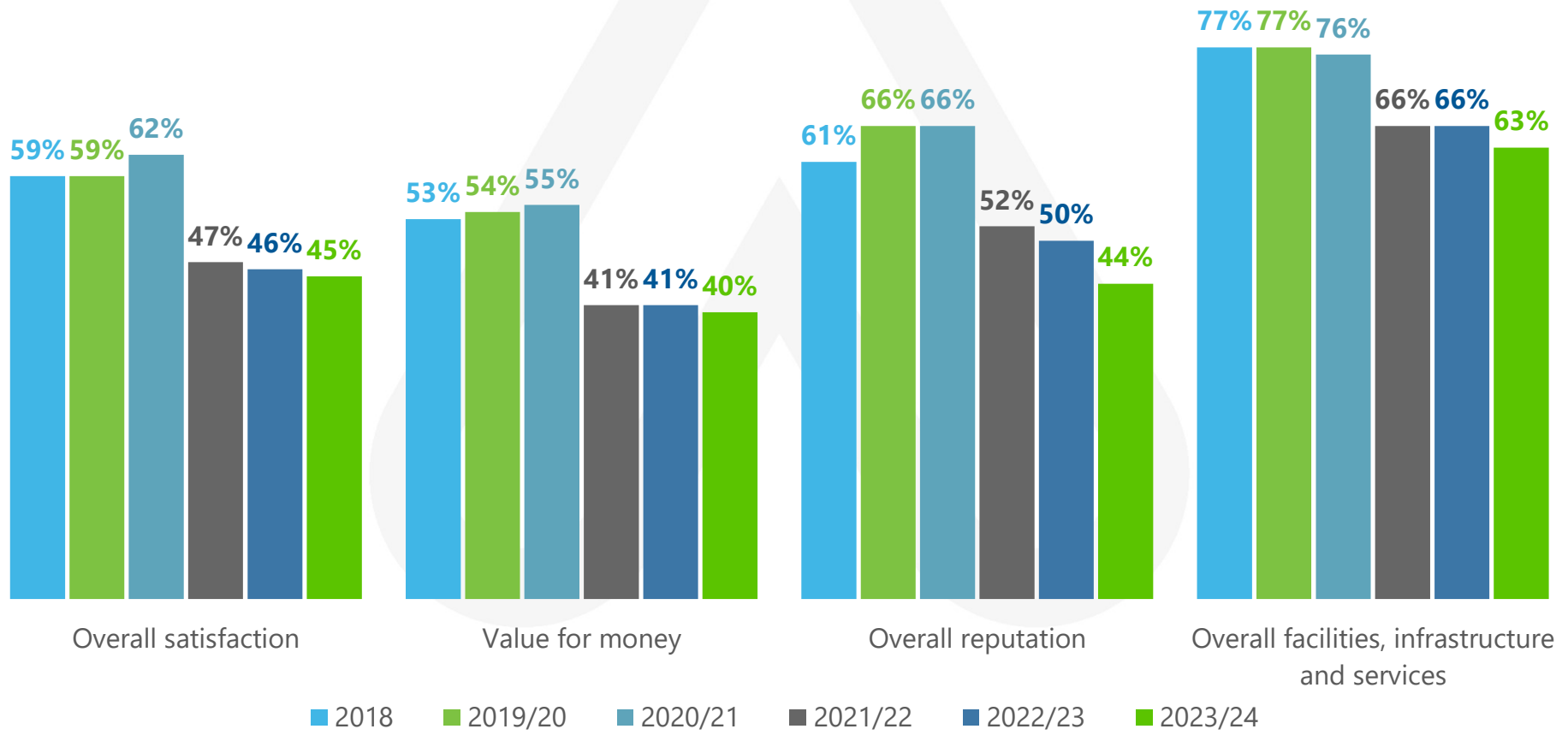
## **Research Objectives**

- 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
- To establish perceptions regarding organisational reputation and perceived competency of the Council
- To assess changes in satisfaction over time and measure progress towards LTP measures

## **Methodology**

- Postal to online survey.
- Electoral Roll - sampleframe
- 514 responses (99% online, 1% paper- 13% response rate)
- Sample weighted so it is aligned with known population distributions as contained in the 2018 Census.
- Fieldwork:
  - *Wave 1:* 19 September – 31 October 2023
  - *Wave 2:* 15 December 2023 – 25 January 2024
  - *Wave 3:* 4 March – 14 April 2024
  - *Wave 4:* 22 May – 19 June 2024

# Overall Performance (2019-2024)



# Survey results: Highest satisfaction (2024)

<b>Service/Facility/Activity</b>	<b>2024 (% 7-10)</b>
Walkways and shared pathways	84%
Parks, reserves and green spaces	83%
Public libraries	82%
Overall satisfaction with public facilities	81%
Overall quality of your life	80%
Kerbside rubbish and recycling collection	80%
Overall satisfaction with the city's parks, reserves and open spaces	78%

## Survey results: Highest dissatisfaction (2024)

<b>Service/Facility/Activity</b>	<b>2024 (% 1-4)</b>
Roads throughout the city (excluding state highways)	52%
Overall satisfaction with roading-related infrastructure	41%
Ease of moving around the city at peak times	39%
Footpaths throughout the city	38%
Availability of parking in the city	31%
Financial management	30%
The ease of having a say in Council decision making	28%

# Biggest improvements (2024)

<b>Service/Facility/Activity</b>	<b>Change 2023 to 2024</b>	<b>2024 % Satisfied</b>	<b>2023 % Satisfied</b>
Overall satisfaction with- Conference and Function Centre	+6%	60%	54%
Overall quality of your life	+5%	80%	75%
Overall satisfaction with- Central Energy Trust Wildbase Recovery	+5%	71%	66%
Overall satisfaction with- Performance of Council staff	+4%	52%	48%
Overall satisfaction with- Stormwater services (excluding stop banks)	+4%	66%	62%

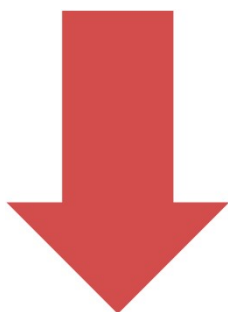
# Biggest decreases (2024)

<b>Service/Facility/Activity</b>	<b>Change 2023 to 2024</b>	<b>2024 % Satisfied</b>	<b>2023 %Satisfied</b>
Tourism and visitor promotion for Palmerston North	-7%	37%	44%
Cycling in the city	-7%	36%	43%
Overall reputation	-6%	44%	50%
Performance of the Mayor and Councillors	-6%	42%	48%
Litter control	-6%	52%	58%
Control of noise	-6%	49%	55%
Cleanliness of the streets in general	-6%	59%	65%

# Quality of life measures



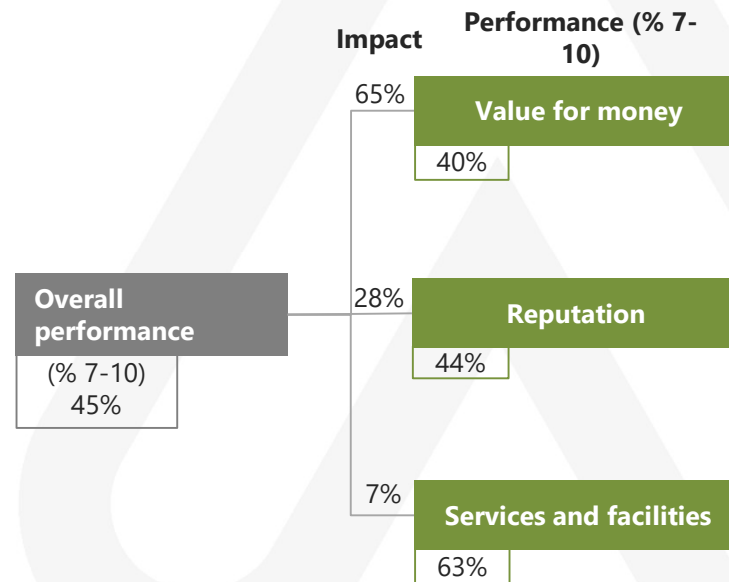
Service/Facility/Activity	Change 2023 to 2024	2024 % Agree	2023 %Agree
<b>Overall quality of your life</b>	<b>+5</b>	<b>80%</b>	<b>75%</b>
Palmerston North has a good standard of living	+5	66%	61%
PN has a great sense of community spirit	+5	46%	41%
PN is welcoming and friendly	+4	55%	51%



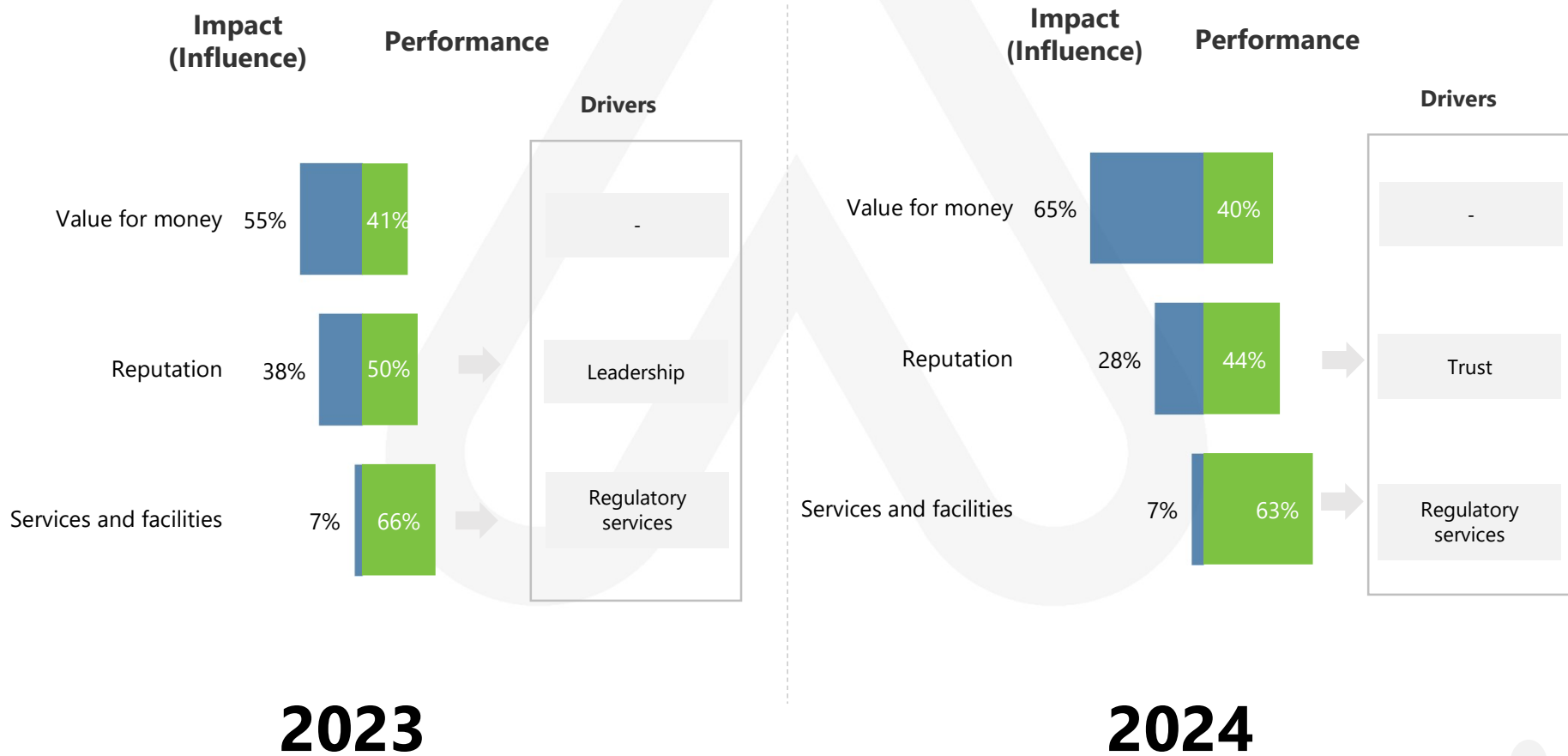
Service/Facility/Activity	Change 2023 to 2024	2024 % Agree	2023 %Agree
PN is a great city for student life	-8%	56%	64%
PN is great for cycling	-7%	56%	63%
PN is attractive and well-designed	-4%	46%	50%
PN has a vibrant city centre	-4%	33%	37%



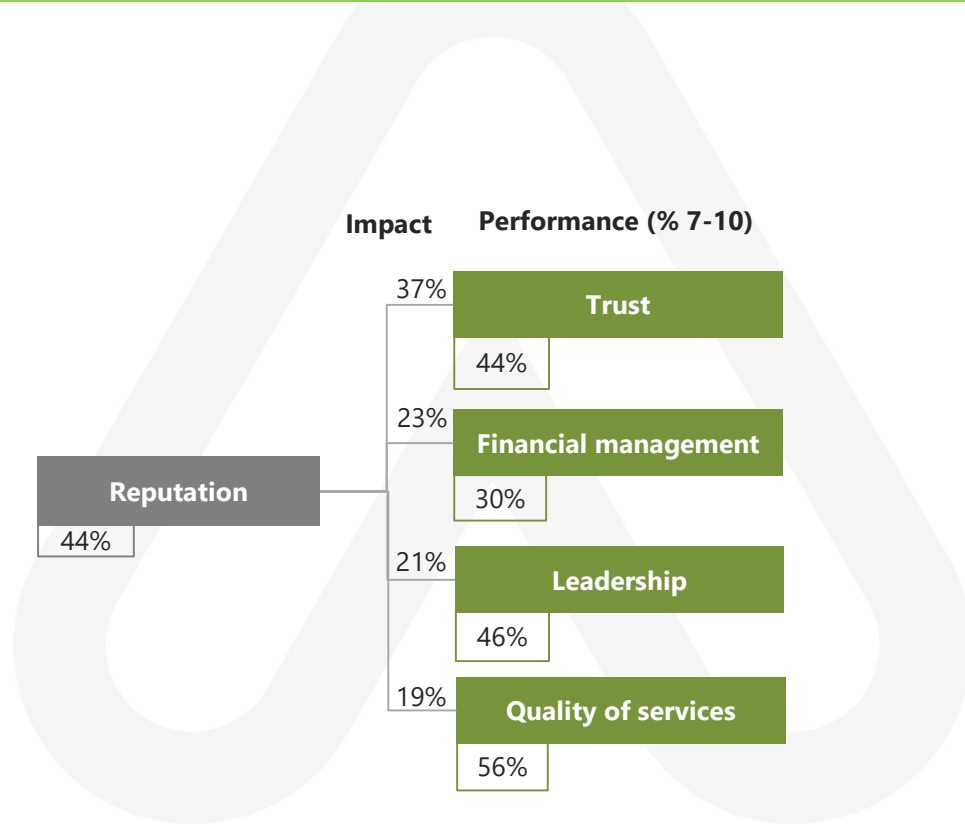
# NZCPM – driver model 2024



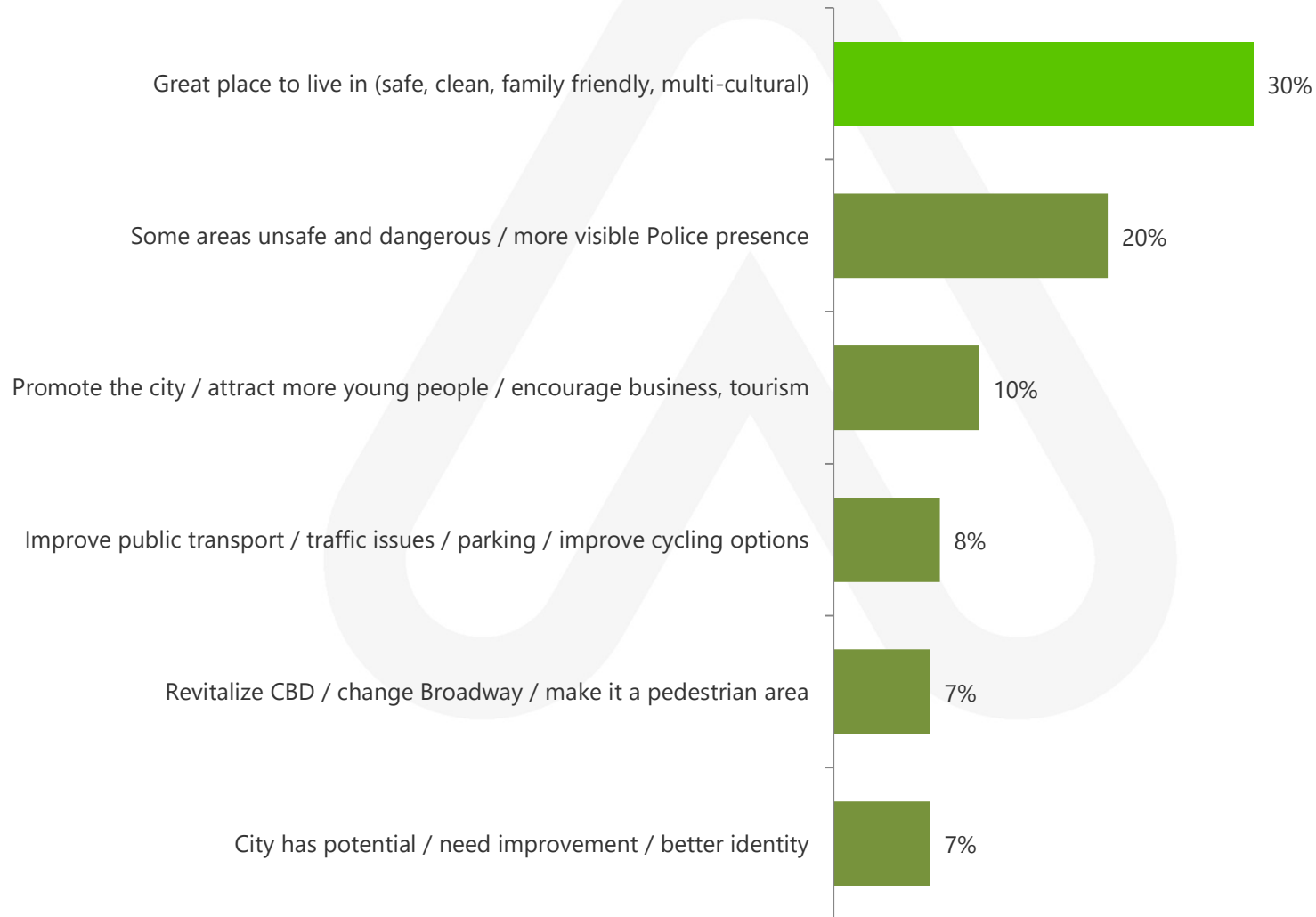
# What drives overall satisfaction 2023-2024



# What drives Reputation - 2024



# General comments



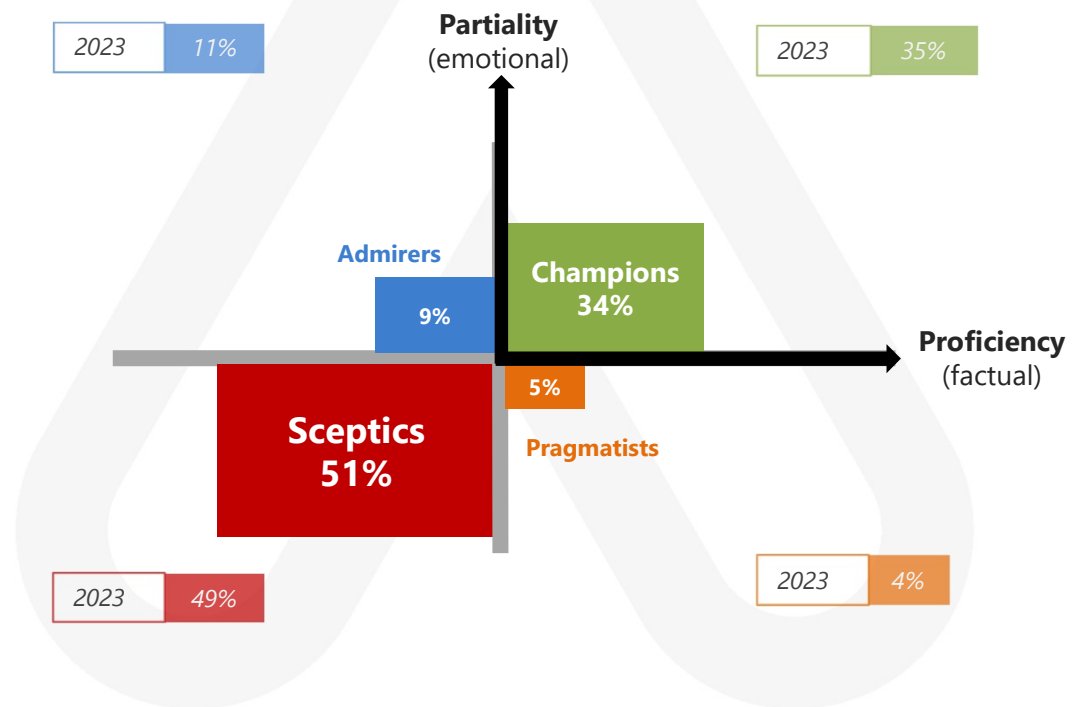
## Area differences

### Ward (%7-10)

Service/Facility/Activity	Papaioea	Takaro	Hokowhitu	Awapuni	Village – Rural
Your opportunities to have a say in Council decision making	23%		48%		
Council funding and support for community groups				58%	33%
Overall satisfaction with the facilities, infrastructure and services provided by the Council	49%			73%	
Availability of parking in the city	34%	34%	57%		
The ease of having a say in Council decision making	18%		40%		
Ease of moving around the city at peak times	21%		43%		
Conference and Function Centre			48%		70%
Leadership	38%		60%		
Sports fields and playgrounds		65%			87%
Stormwater services (excl. stopbanks)	55%		77%		
Public toilets				42%	63%
Trust		34%	55%		
Tourism and visitor promotion for Palmerston North	28%		49%		
Footpaths throughout the city		25%			45%
Overall value for money	30%		50%		
Control of barking dogs	40%		60%		
Customer Service (being simple and easy to interact with)				74%	54%
Promotion of working and living in Palmerston North	28%		48%		

Between wards  
 Significantly higher  
 Significantly  
 lower

# Reputation profile



# Benchmarking performance - Overall

## 2023/2024 Council Benchmarking

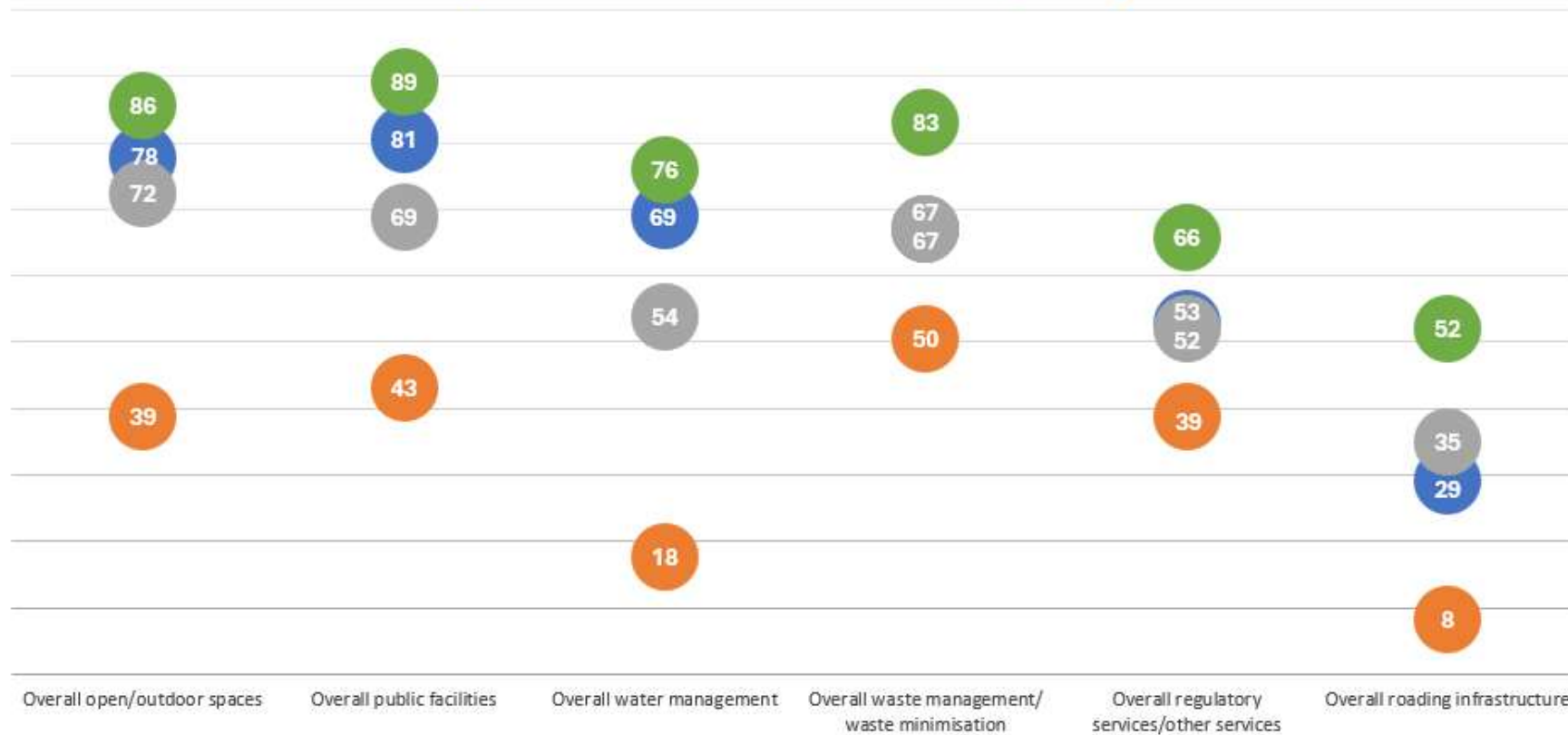
● Palmerston North CC ● All Councils' Average 2023/24 ● Max ● Min



# Benchmarking performance – Core service deliverables

## 2023/2024 Council Benchmarking

● Palmerston North CC ● All Councils' Average 2023/24 ● Max ● Min





## Moving forward

- Perceptions of Overall Performance are stable
- Decline in Reputation measures (and sub-attributes)
- Value for Money is a strong driver of overall perceptions



# Questions

