



Palmerston North Annual Residents' Survey 2023/2024

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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 2023/2024 data collection was managed quarterly from 19 September 2023 to 19 June 2024: Q1 n=131; Q2 n=130; Q3 n=131; Q4 n=122. The total number of responses collected over the 2023/2024 reporting period was 514.
- 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 $\pm 4.32\%$. 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.
- All question statements have been added in the footnotes, along with the sample size (n=) for each.
- Margin of error for specific demographics is included on slide 55.
- Please note, this report has defined wards using the 2013 ward boundaries. Please refer to slide 58 for the statistical area covered.



Executive summary

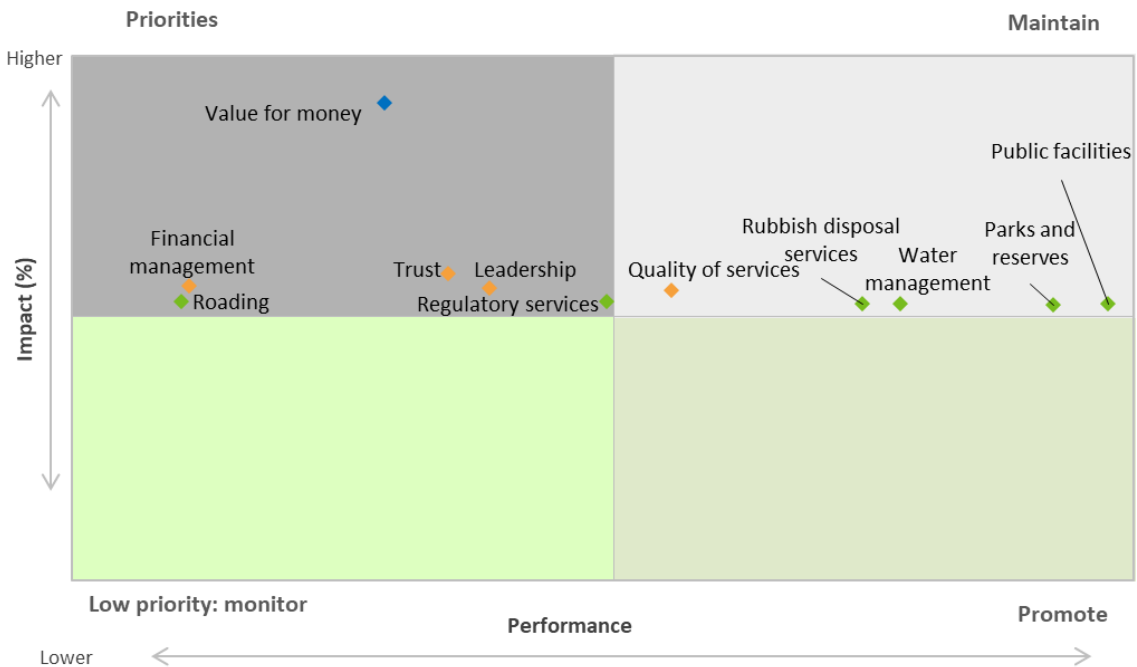
Key Findings

The overall results of the 2023/24 survey are relatively consistent year-on-year, with negligible decreases across most indicators of performance. This reflects that the City Council has not yet fully recovered from the significant decreases noted in the 2022/23 survey.

Overall satisfaction with the Council experienced a decrease of 1% point, declining from 46% in 2023 to 45% this year. Council’s overall *Value for money* (65%) continues to hold the greatest influence on residents’ overall satisfaction with the Council's performance. This measure has a relatively low satisfaction score and has declined by 1% point year-on-year (40% vs. 41%), making it a key area for improvement for the Council. Reputation-related attributes, including *Financial management*, *Trust*, and *Leadership*, were also identified as areas for improvement, along with *Roading* and *Regulatory services*.

Top-3 concerns/priorities for improvement in Palmerston North City Council include:

- Road maintenance and safety / Roadside maintenance (22%)
- Make sensible spending decisions / spend money wisely (21%)
- Rates are too high for less services / don’t increase rates (18%)



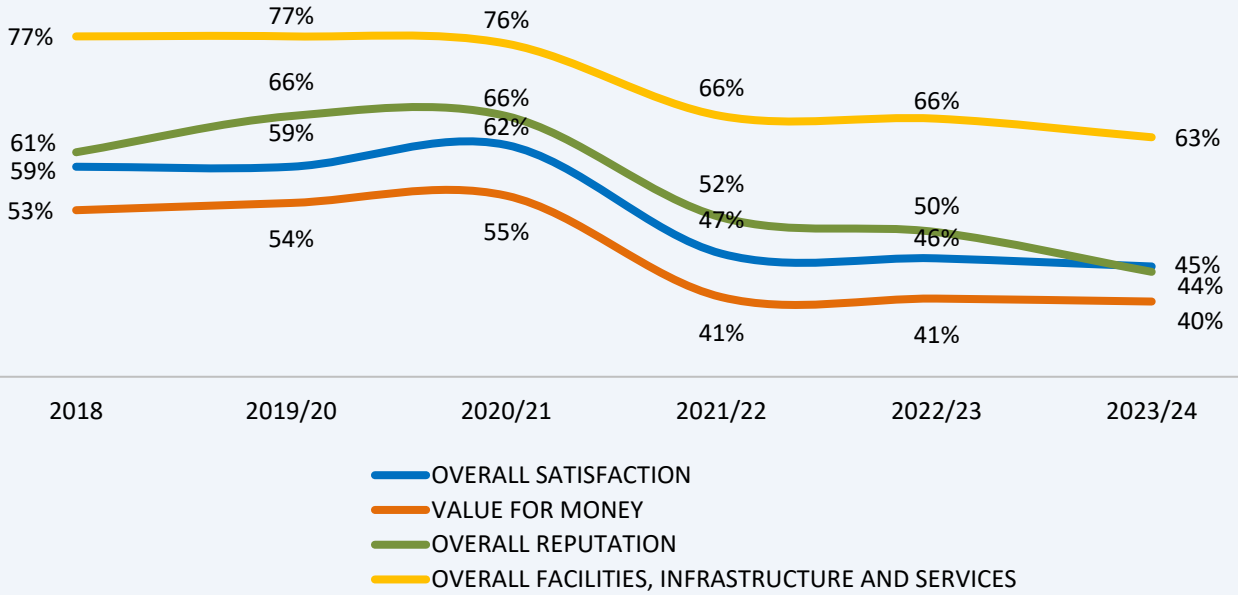
Despite the decrease, Council’s reputation benchmark remains at an ‘Acceptable range’ of +62. Just over half of residents (51%) were identified as ‘Sceptics,’ while over a third (34%) were identified as ‘Champions.’

In other metrics, 80% of respondents rated the *Quality of life* as ‘Good’ or ‘Excellent’, marking a 5% point increase. However, only 49% believe that the *City is going in the right direction*.

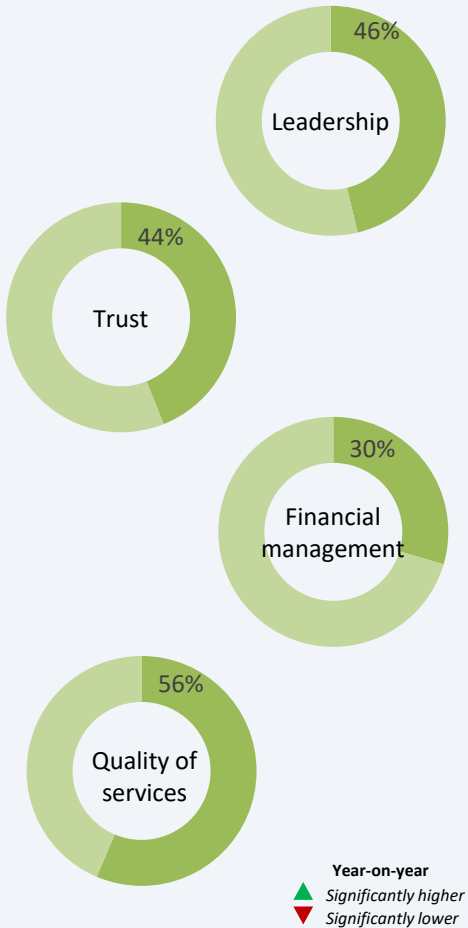
Summary of Key Performance Indicators

Scores with 7-10 (% of respondents)

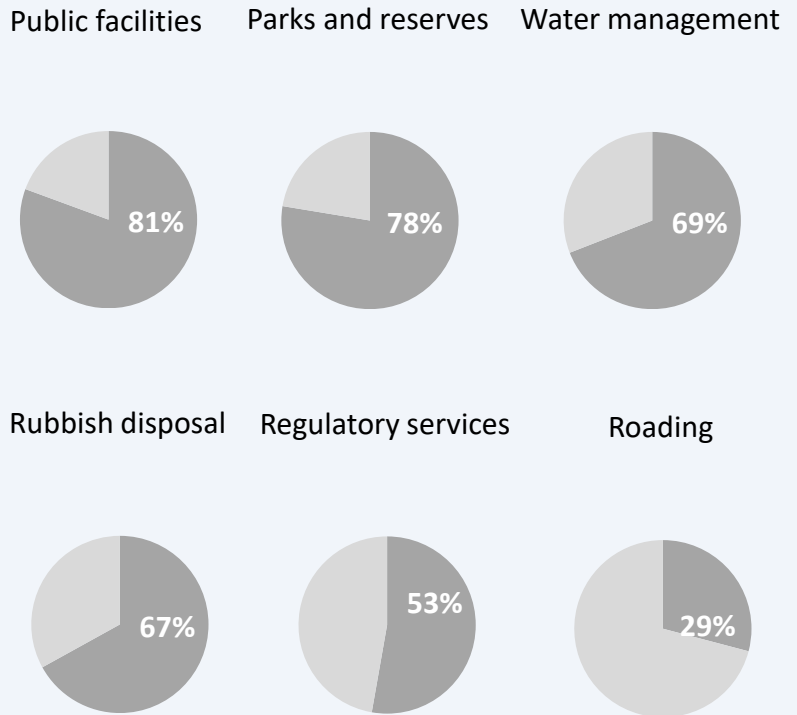
OVERALL MEASURES



REPUTATION 2024



OTHER IMPORTANT MEASURES



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. Public libraries (82%)
4. Overall satisfaction with public facilities (81%)
5. Kerbside rubbish and recycling collection (80%)

*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) (52%)
2. Overall satisfaction with roading-related infrastructure (41%)
3. Ease of moving around the city at peak times (39%)
4. Footpaths throughout the city (38%)
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: percentage of respondents who scored 7-10 (%).
- Worst performance shows areas with the highest dissatisfaction/poor scores: percentage of respondents who scored 1-4 (%).



Trends in Overall Measures and Reputation (% 7-10, excluding don't know)

	Overall measures	% point increase / decrease (2024-2023)	Percentage of respondents satisfied, or very satisfied				
			2024	2023	2022	2021	2020
OF2_6	Overall satisfaction with public facilities	2%	81%	79%	80%	84%	84%
IW1_4	Overall satisfaction with water-related infrastructure	1%	69%	68%	72%	77%	72%
PRO2_7	Overall satisfaction with the city's parks, reserves and open spaces	-	78%	78%	78%	86%	86%
OV1_1	Overall value for money	-1%	40%	41%	41%	55%	54%
OVS1_1	Overall satisfaction with the Palmerston North City Council	-1%	45%	46%	47%	62%	59%
RM1_5	Overall satisfaction with regulatory services	-2%	53%	55%	57%	67%	61%
RD1_5	Overall satisfaction with rubbish disposal services	-3%	67%	70%	69%	76%	76%
OVLFIS_1	Overall satisfaction with facilities, infrastructure and services	-3%	63%	66%	66%	76%	77%
ID1_7	Overall satisfaction with roading-related infrastructure	-3%	29%	32%	35%	48%	46%
REP2_1	Overall reputation	-6%	44%	50%	52%	66%	66%

	Governance and reputation	% point increase / decrease (2024-2023)	Percentage of respondents satisfied, or very satisfied				
			2024	2023	2022	2021	2020
SEN1	Overall quality of your life	5%	80%	75%	82%	0%	0%
LS2_2	Performance of Council staff	4%	52%	48%	51%	65%	61%
REP1_2	Trust	3%	44%	41%	41%	53%	51%
LS1_2	Council funding and support for community groups	2%	44%	42%	45%	55%	53%
LS3_2	The availability of information from the Council	1%	47%	46%	49%	57%	55%
LS3_1	The quality of information you get from Council	-	45%	45%	49%	54%	54%
LS5_1	Customer service (being simple and easy to interact with)	-	66%	66%	72%	75%	70%
LS1_3	Business promotion and attraction for Palmerston North	-1%	37%	38%	42%	51%	50%
REP1_3	Financial management	-2%	30%	32%	28%	44%	39%
LS3_3	Your opportunities to have a say in Council decision making	-2%	36%	38%	35%	46%	44%
LS1_4	Promotion of working and living in Palmerston North	-2%	36%	38%	43%	51%	47%
SEN2_1	You're confident that the City is going in the right direction	-2%	49%	51%	59%	-	-
REP1_4	Quality of services provided by the Council	-3%	56%	59%	57%	73%	68%
LS3_4	The ease of having a say in Council decision making	-3%	28%	31%	26%	41%	35%
REP1_1	Leadership	-5%	46%	51%	49%	65%	62%
LS2_1	Performance of the Mayor and Councillors	-6%	42%	48%	47%	61%	58%
LS1_1	Tourism and visitor promotion for Palmerston North	-7%	37%	44%	45%	52%	49%

NOTES:

1. Sample: 2020 n=476 ; 2021 n=437; 2022 n=506; 2023 n=536; 2024 n=514.
2. 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 (2024-2023)	Percentage of respondents satisfied, or very satisfied				
			2024	2023	2022	2021	2020
OF2_1	Conference and Function Centre	6%	60%	54%	58%	53%	60%
OF2_7	Central Energy Trust Wildbase Recovery	5%	71%	66%	70%	73%	71%
IW1_2	Stormwater services (excluding stop banks)	4%	66%	62%	63%	72%	71%
PRO2_3	Public swimming pools	2%	67%	65%	62%	78%	59%
OF2_3	Public libraries	2%	82%	80%	82%	85%	84%
PE1_1	Number and range of free public events	1%	71%	70%	60%	-	-
RD1_3	Green waste drop-off points, transfer stations and recycling	1%	69%	68%	69%	71%	72%
PRO2_4	Walkways and shared pathways	-	84%	84%	80%	86%	90%
PRO2_1	Parks, reserves and green spaces	-	83%	83%	82%	88%	82%
RM1_4	Parking enforcement	-	47%	47%	46%	56%	55%
OF2_4	Regent Theatre	-	77%	77%	77%	80%	78%
ID1_4	Availability of parking in the city	-	41%	41%	42%	49%	49%
OF2_5	Te Manawa, the Museum and Science Centre and Art Gallery	-	75%	75%	77%	81%	76%
PRO2_6	Public toilets	-	50%	50%	53%	63%	52%
ID1_1	Roads throughout the city (excluding state highways)	-	28%	28%	37%	51%	51%
IW1_3	Sewerage system	-1%	71%	72%	75%	76%	80%
IW1_1	Water supply	-1%	75%	76%	80%	84%	82%
RD1_1	Kerbside rubbish and recycling collection	-2%	80%	82%	78%	85%	84%
RM1_2	Control of barking dogs	-2%	49%	51%	50%	57%	54%
PRO2_2	Sportsfields and playgrounds	-2%	71%	73%	73%	81%	71%
PRO2_5	Maintenance of cemeteries	-2%	54%	56%	57%	69%	65%
ID1_3	Street lighting throughout the city	-2%	49%	51%	63%	63%	60%
ID1_2	Footpaths throughout the city	-3%	36%	39%	47%	47%	52%
OF2_2	Central Energy Trust Arena	-4%	67%	71%	68%	68%	68%
ID1_6	Ease of moving around the city at peak times	-4%	31%	35%	36%	45%	41%
RM1_1	Control of roaming dogs	-5%	54%	59%	63%	62%	64%
RD1_2	Litter control	-6%	52%	58%	57%	61%	65%
RM1_3	Control of noise	-6%	49%	55%	53%	62%	60%
RD1_4	Cleanliness of the streets in general	-6%	59%	65%	65%	72%	71%
ID1_5	Cycling in the city	-7%	36%	43%	45%	53%	53%

NOTES:

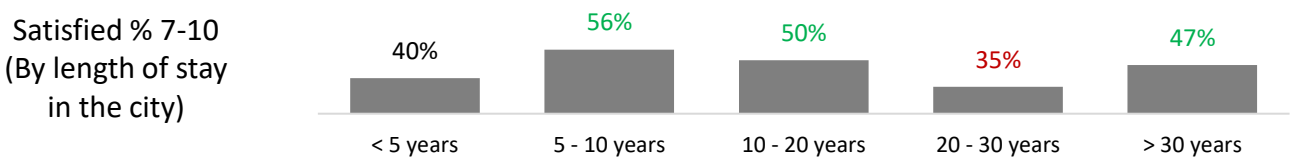
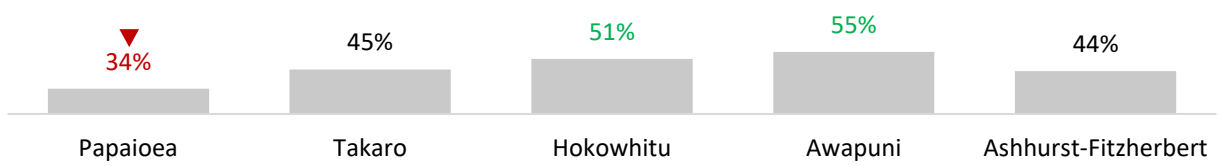
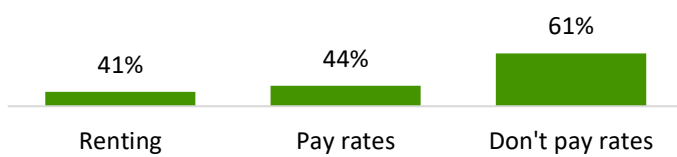
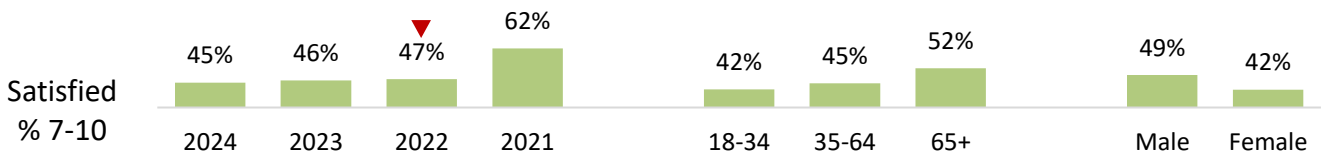
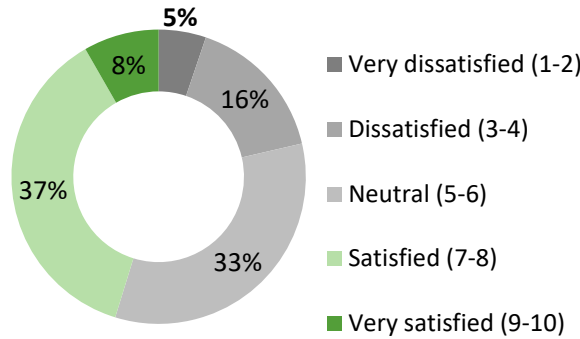
- Sample: 2020 n=476 ; 2021 n=437; 2022 n=506; 2023 n=536; 2024 n=514.
- Excludes don't know responses.

▲ Year-on-year Significantly higher
▼ Significantly lower



Overall satisfaction with the Council and perceptions of the city

Overall Performance



- Satisfaction with the *Overall performance* of the City Council remained consistent with a slight 1% point decrease since 2023 (from 46% to 45%).
- Residents from Papaioea are less likely to express satisfaction with the *Overall performance* of the City Council, with a significant decrease since 2023. Satisfaction declined from 46% in 2023 to 34% in 2024.
- Hokowhitu (51%) and Awapuni (55%) wards are most likely to be satisfied with the *Council's overall performance*, compared to other wards.

NOTES:

1. 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=497
2. Excludes 'Don't know' responses
3. See slide 55 for margin of error.

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

Comments on the Council's Performance and Needed Improvements Throughout the City



- I think the Council have moved in the wrong direction with spending.*
- Since moving to Palmy, my rates have gone from 1500 dollars to 2900 dollars. Am I getting value for the money? Regional Council rates on top of that too. Our waterpipes are leaking too much.*
- Much tighter financial decision making about rates. No more excuses. Stop the exponential rate increases.*
- Roads and footpaths as they are dangerous for the older population. Put barriers up to stop the motorbikes on walkways before someone is killed or hurt.*
- It would be good to see all the roads repaired in the city as I have to dodge potholes and uneven surfaces.*

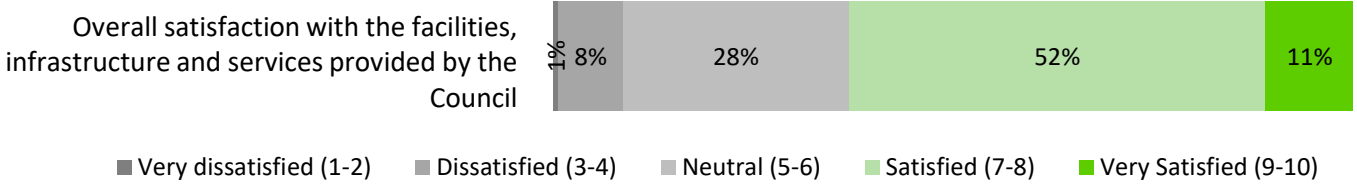


- I am generally happy with their performance.*
- The Council is doing a pretty good job already.*
- Keep up the good work. There will always be challenges, and you'll never please everyone.*
- Palmerston North is the greatest and most wonderful city to raise kids in. There is still some room for improvement around public safety and traffic issues.*
- I think that they are managing well.*
- Keep fixing the roads up to help with traffic, especially during peak times. Some of the recent changes to roads have been great.*
- It is great that the Ferguson Street and Pitt Street intersection is finally finished.*
- Public service is good. We are happy. It will be even better if the money value is higher.*

NOTES:

- 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=242

Overall Facilities, Infrastructure and Services



Scores with 7-10 (% of respondents)

Year	2024	2023	2022	2021	Māori	All others
Overall satisfaction with the facilities, infrastructure and services provided by the Council	63%	66%	66% ▼	76%	59%	64%

Ward	Papaioea	Takaro	Hokowhitu	Awapuni	Ashhurst-Fitzherbert
Overall satisfaction with the facilities, infrastructure and services provided by the Council	49% ▼	59%	72%	73%	66%

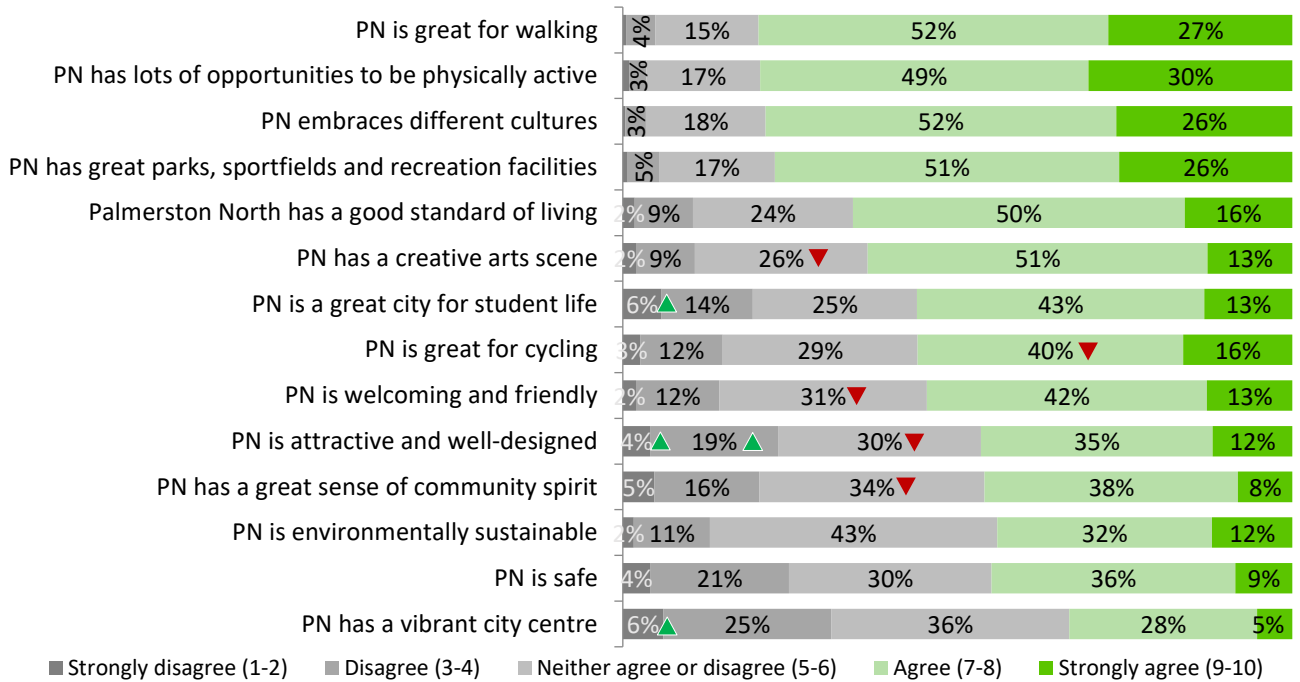
- Over six in ten residents (63%) were satisfied with the *Overall facilities, infrastructure and services* provided and maintained by the Council.
- Māori residents were the least likely to be satisfied with *Overall facilities, infrastructure and services* provided and maintained by the Council.
- Satisfaction among Papaioea residents has significantly declined year-on-year, decreasing from 62% in 2023 to 49% in 2024.

NOTES:

1. OVLFIS. 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=511

Year-on-year
 ▲ Significantly higher
 ▼ Significantly lower

Overall Perceptions of Palmerston North



Scores with 7-10 (% of respondents)

Year and Age Group	2024	2023	2022	2021	18-34	35-64	65+
PN is great for walking	80%	83%	84%	87%	74%▼	81%	87%
PN has lots of opportunities to be physically active	80%	81%▼	86%▼	91%	72%	81%	90%
PN embraces different cultures	79%	76%	76%▼	83%	73%	81%	84%
PN has great parks, sportfields and recreation facilities	77%	77%▼	83%	85%	71%	78%	86%
Palmerston North has a good standard of living	66%	61%	66%	-	56%	68%	78%
PN has a creative arts scene	63%	61%	64%	74%	54%	68%	71%
PN is a great city for student life	56%▼	64%	65%▼	79%	46%▼	61%	65%
PN is great for cycling	56%▼	63%	65%▼	77%	46%▼	59%	68%
PN is welcoming and friendly	55%	51%▼	58%▼	67%	49%	57%	62%
PN is attractive and well-designed	46%	50%	55%▼	64%	36%▼	47%	64%
PN has a great sense of community spirit	46%	41%▼	48%▼	58%	37%	48%	59%
PN is environmentally sustainable	44%	45%	48%▼	61%	36%	43%	60%
PN is safe	45%	43%▼	59%▼	70%	39%	48%▲	47%
PN has a vibrant city centre	33%	37%▼	46%▼	53%	29%	34%	41%

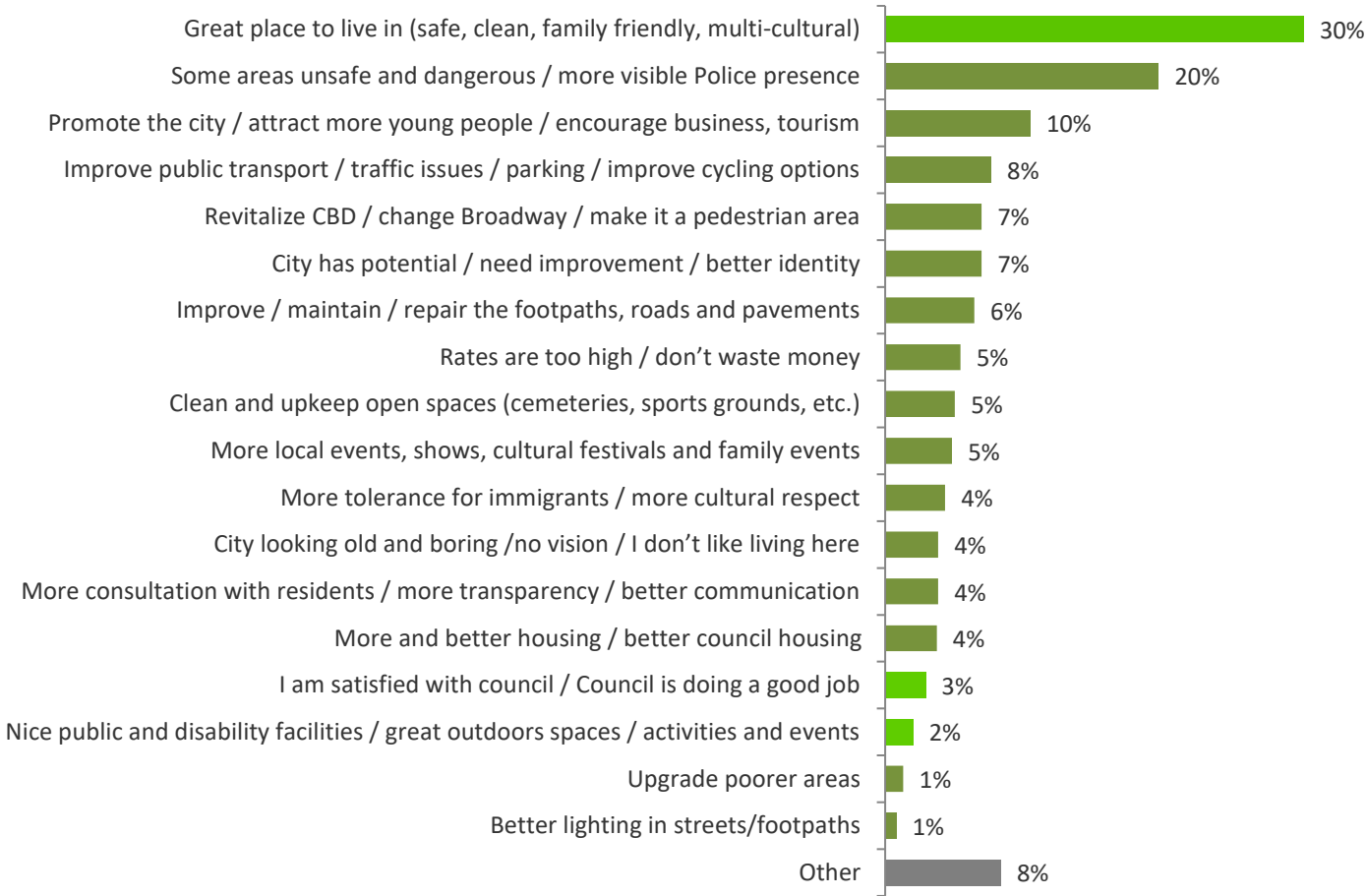
- Residents perceive Palmerston North City highly for being *Great for walking* (80%) and *Offering many opportunities to be physically active* (80%).
- Overall perceptions of Palmerston North have decreased significantly for *Being a great city for student life* (56% v 64%) and a *Great city for cycling* (56% v 63%).

NOTES:

- 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=508
- Excludes 'Don't know' responses

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

General Comments



- *Going uptown or into the Square has become unsafe at times, with young, violent kids terrorizing people.*
- *Sort the homeless out and get rid of all the unsafe people roaming the streets.*
- *The crime rate in Ashhurst is crazy, far too many incidents and the police are slow to react.*
- *Would like to see more foot patrols from the police, efforts to stop boy racers.*
- *Public transport is limited.*
- *There should be more information and or public promotion of the relationship with Rangitane.*
- *I'm careful about where I walk in the CBD at night as some areas can be quite deserted.*
- *Rates increases are too high for residents in general.*

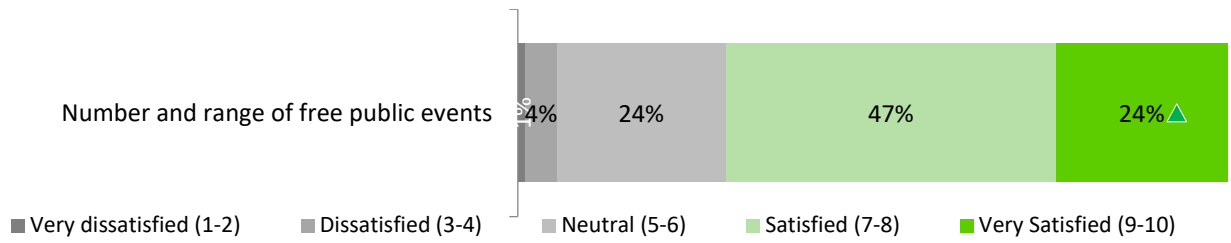


- *Everything in general is looking good as far as I am concerned.*
- *We have only been in Palmerston North for four years, and it has been a really nice experience so far.*
- *Palmerston North is a great city for families and young children.*
- *Palmerston North is welcoming of its diverse cultures, which I think is an amazing thing*
- *A good city, but needs a lot of tidying up, maintenance, and positive promotion.*
- *Overall, I believe the Council is doing a good job. I believe the community needs to get a bit more involved to make this city more safe and welcoming.*
- *Keep making the city a better place.*

NOTES:

1. GEN1. Do you have any other comments that you would like to make about the City Council or Palmerston North generally? n=188

Public Events



Scores with 7-10 (% of respondents)

Year	2024	2023	2022	18-34	35-64	65+
Number and range of free public events	71%	70%▲	60%	76%	67%	71%

Ethnicity	Māori	All others
Number and range of free public events	66%	72%

Ward	Papaioea	Takaro	Hokowhitu	Awapuni	Ashhurst-Fitzherbert
Number and range of free public events	66%	73%	70%	76%	71%

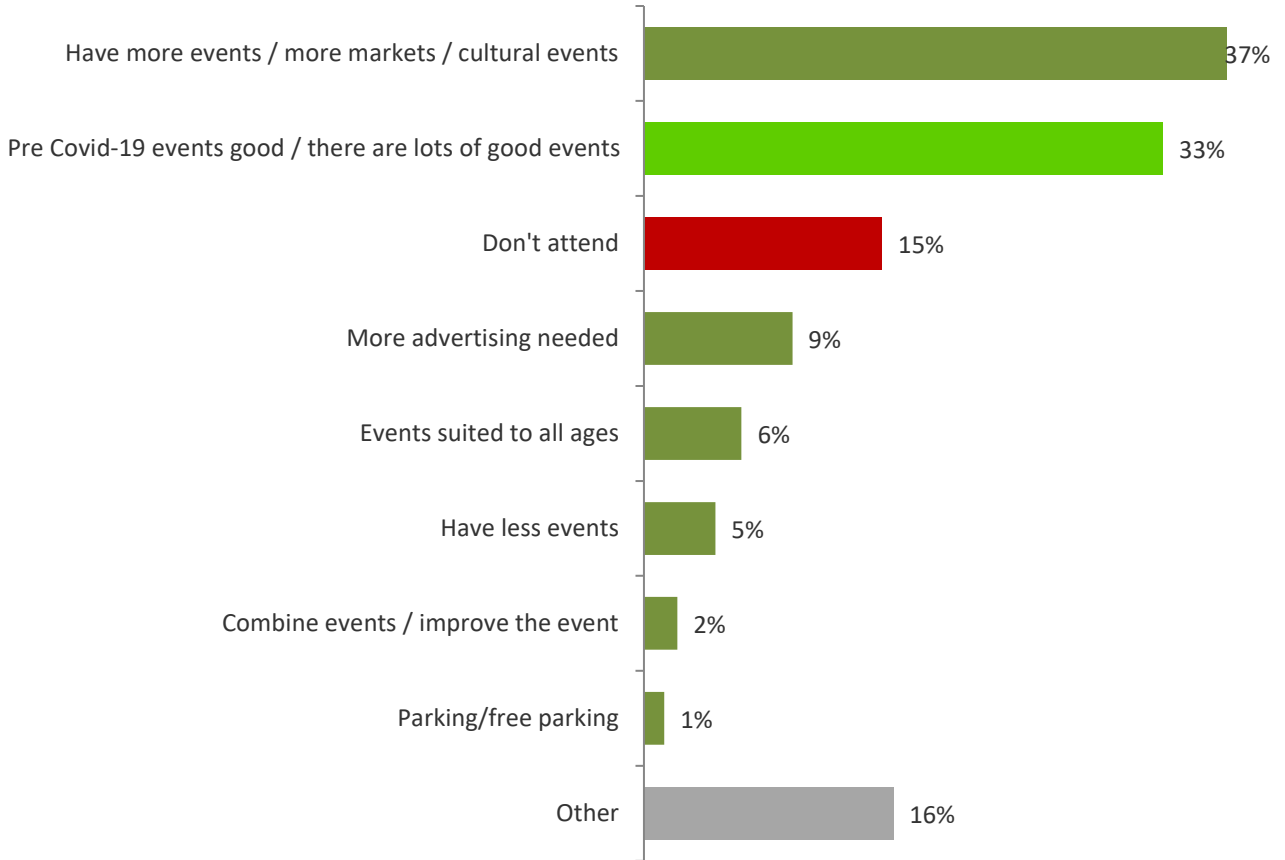
- Over seven in ten residents (71%) are satisfied with the *Number and range of free public events* in Palmerston North, marking a slight 1% increase since 2023 (70%).
- The results are fairly consistent with no significant differences across different age groups or wards.

NOTES:

1. 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=458
2. Excludes ‘Don’t know’ responses

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

Comments Related to Public Events



- I think there should be an environmental Festival that help people celebrate nature and work out how to adapt to climate change.*
- No. The lack of public transport has often meant no attendance, or the event has happened and then I see it in the Guardian afterwards.*
- Would love to see more.*
- Could we be offering some free Te Reo building events? That may be family-focused and fun. Have waiata in The Square as a regular monthly event.*
- They probably needs to be advertised a bit more, but we have a good range.*
- Sometimes I'm unaware of what's happening. There needs to be more wide-ranging methods of advertising these events in advance.*



- My wife likes attending functions relating to her culture and activities that her congregation participates in.*
- Good range of events put on. Loved the Field Day in the square.*
- A good range and well-run events.*
- I think that the Palmerston North City Council provides a good number, and wide range, of events.*
- For a city of our size, I think the events the Council put on are good, in particular with a family focus.*
- Grateful for the New Years Eve celebration that has kids' fireworks earlier.*
- I enjoy that the events are of a wide interest and ethnicities.*

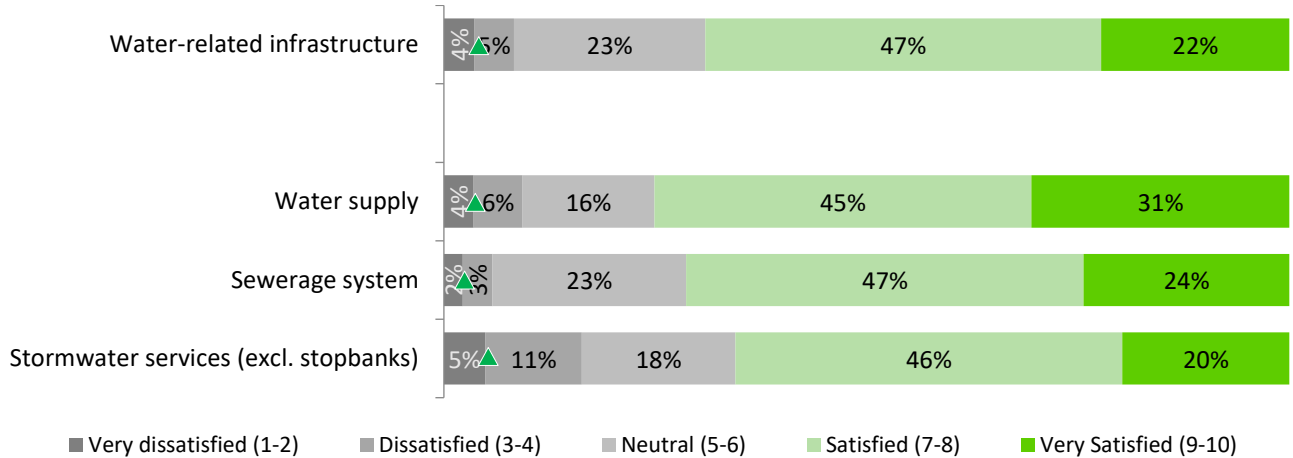
NOTES:

1. PE2. Do you have any comments on the range of free public events? n=129



Satisfaction with services and infrastructure

Water-related Infrastructure



Scores with 7-10 (% of respondents)

Year and Ethnicity	2024	2023	2022	2021	2020	2019	Māori	All others
Water-related infrastructure	69%	68%	72%	77%	72%	76%	62%	70%
Water supply	75%	76%	80%	84%	82%	82%	66%	77%
Sewerage system	71%	72%	75%	76%	80%	78%	65%	72%
Stormwater services (excl. stopbanks)	66%	62%	63% ▼	72%	71%	66%	57%	67%

Ward	Papaioea	Takaro	Hokowhitu	Awapuni	Ashhurst-Fitzherbert
Water-related infrastructure	67%	69%	75%	72% ▲	61%
Water supply	68%	72%	84%	84%	64%
Sewerage system	68%	71%	80%	70%	68%
Stormwater services (excl. stopbanks)	55%	63%	77%	71% ▲	64%

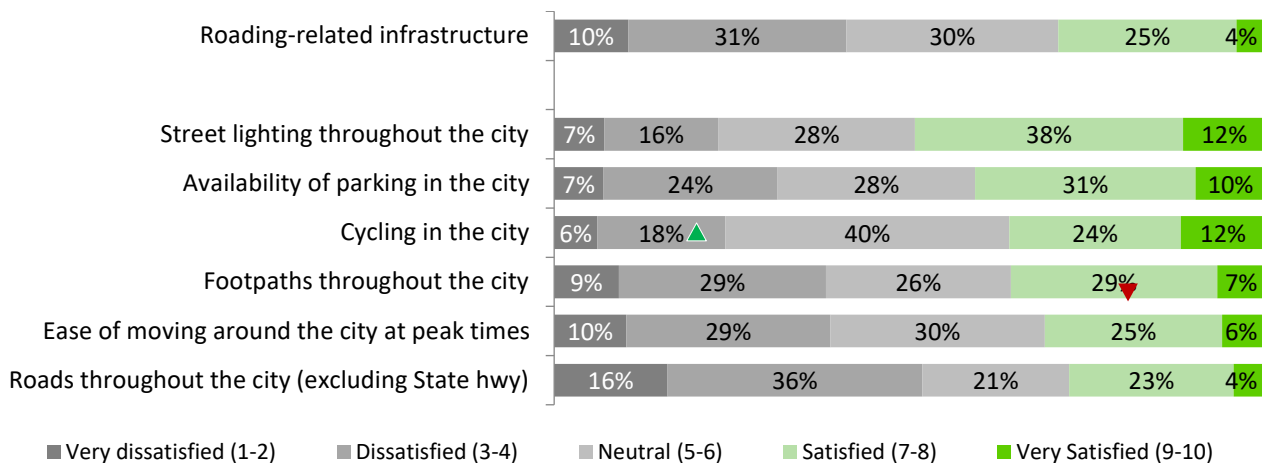
- The perception of *Water-related infrastructure* (69%) and *Stormwater services* (66%) has experienced a slight increase of 1% point and 4% points respectively compared to the previous year. This is likely due to a significant increase in satisfaction among Awapuni residents.
- Residents in the Hokowhitu ward are significantly more satisfied with all measures, including *Overall Water-related infrastructure*, *Sewerage system*, and *Stormwater services* compared to residents from other wards.

NOTES:

1. 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 (% of respondents)

Year and Ethnicity	2024	2023	2022	2021	2020	2019	Māori	All others
Roading-related infrastructure	29%	32%	35% ▼	48%	46%	53%	30%	29%
Street lighting throughout the city	49%	51% ▼	63%	63%	60%	64%	43%	50%
Availability of parking in the city	41%	41%	42% ▼	49%	49%	55%	38%	41%
Cycling in the city	36%	43%	45% ▼	53%	53%	50%	43%	35% ▼
Footpaths throughout the city	36%	39% ▼	47%	47%	52%	51%	38%	35%
Ease of moving around the city at peak times	31%	35%	36% ▼	45%	41%	42%	33%	31%
Roads throughout the city (excluding State hwy)	28%	28% ▼	37% ▼	51%	51%	56%	32%	27%

Ward	Papaioea	Takaro	Hokowhitu	Awapuni	Ashhurst-Fitzherbert
Roading-related infrastructure	24%	21%	40%	25%	36%
Street lighting throughout the city	44%	43%	54%	50%	56%
Availability of parking in the city	34%	34%	57%	35%	46%
Cycling in the city	29%	26% ▼	44%	39%	40%
Footpaths throughout the city	29%	25% ▼	42%	39%	45%
Ease of moving around the city at peak times	21%	33%	43%	28%	34%
Roads throughout the city (excluding State hwy)	23%	19%	38%	26%	31%

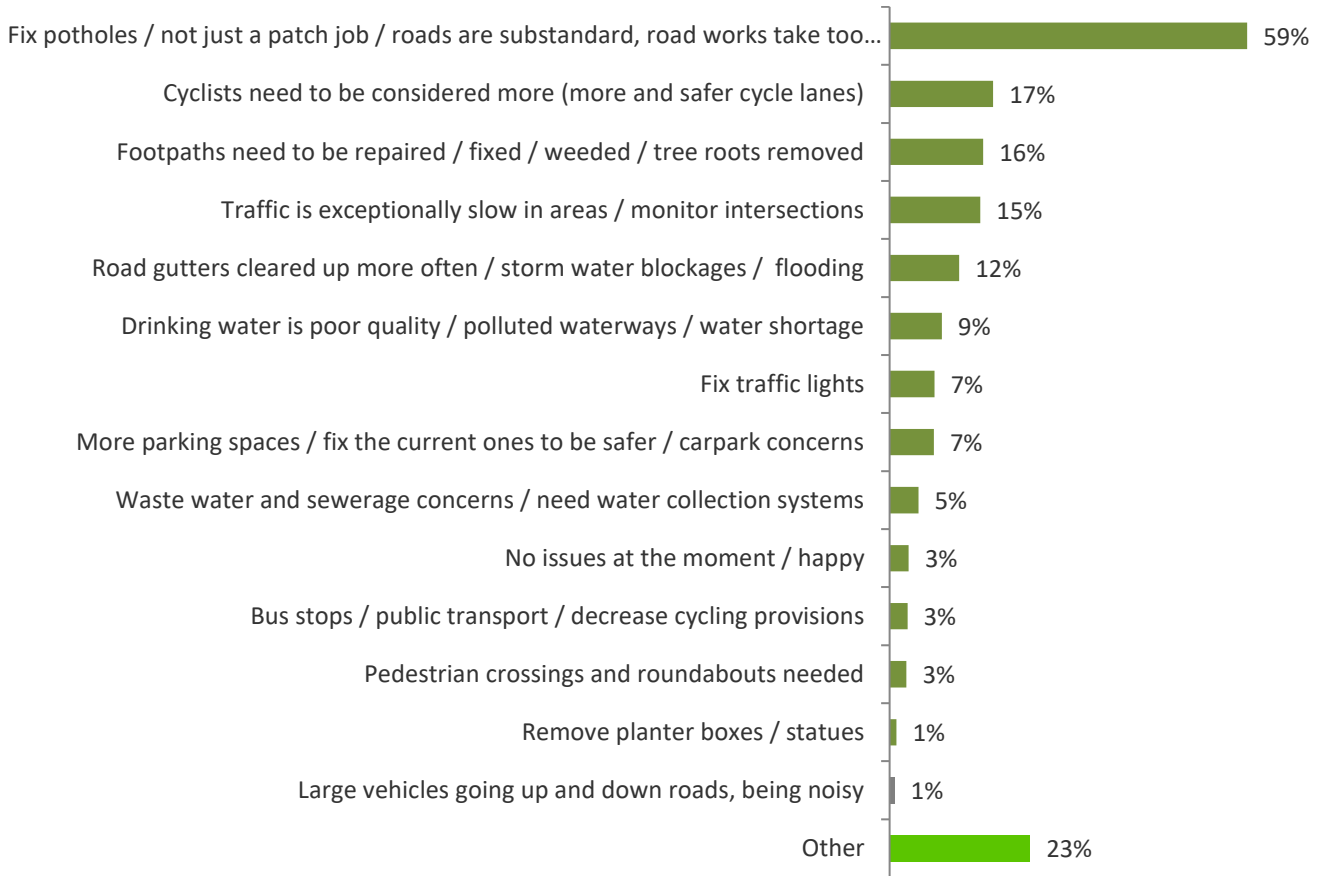
- The perception of *Roading-related infrastructure* has continued to decline over the past three years.
- With the exception of the *Availability of parking in the city* (41%) and *Roads throughout the city* (28%), all roading-related measures have declined since 2023.
- Residents in Papaioea and Takaro are significantly less likely to be satisfied with most roading related measures compared to other wards.

NOTES:

1. ID1. How satisfied are you with each of the following? n=511

▲ 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



- *The roads are full of potholes, and they are either constantly being fixed and then reappearing straight away, or they are not being fixed at all.*
- *There are too many potholes around the city. The patch up jobs don't cut it.*
- *I cycle, use footpaths, and also ride a motorcycle. I am dissatisfied with the number of potholes and the general state of the roads as it makes these activities more dangerous.*
- *It should be safer for cyclists. Some roads have loads of potholes.*
- *Sometimes the flooding in certain areas can be a bit frustrating.*
- *The water is over-treated. There are problems with excess chemicals put in it at times.*

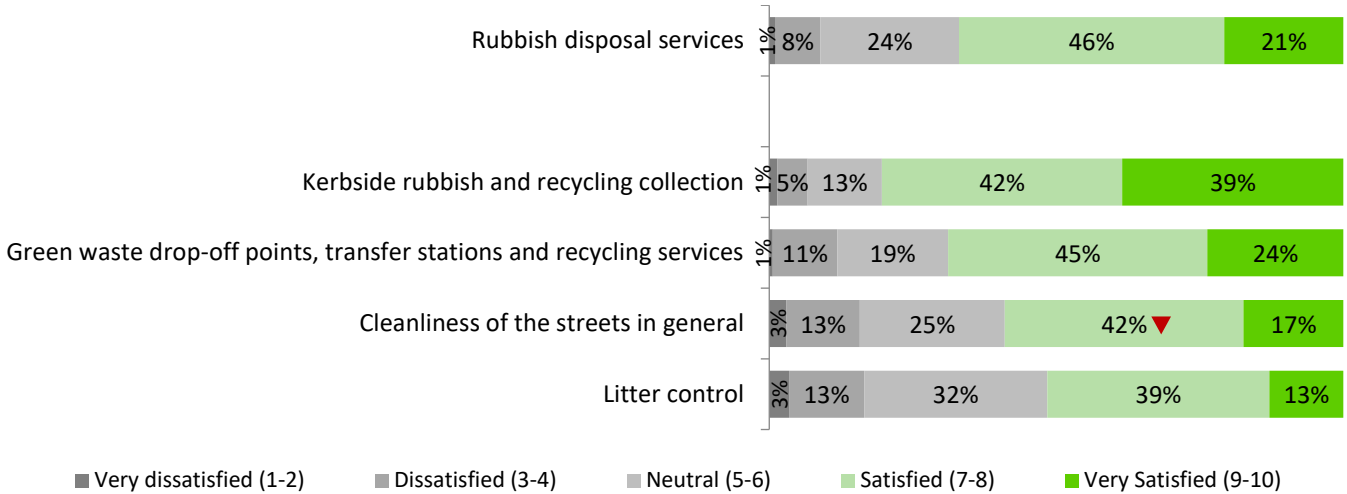


- *I'm happy with the water and quality*
- *I am very happy with the Council's programme for upgrading the urban water delivery system, i.e. replacing old pipes with bigger flexible ones to try to earthquake-proof them as much as possible.*
- *No comments about the water related infrastructure, everything seems to be working well from my perspective.*
- *Good job on Ferguson Street in front of Pak'n'save. Albert Street needs work.*
- *Keep the good work up.*
- *Palmerston North must be a cyclist haven because of its flat landscape.*

NOTES:

1. VB2. Do you have any comments about the city's roading or water related infrastructure? n=323

Rubbish Disposal Services



Scores with 7-10 (% of respondents)

Year and Ethnicity	2024	2023	2022	2021	2020	2019	Māori	All others
Rubbish disposal services	67%	70%	69% ▼	76%	76%	76%	63%	68%
Kerbside rubbish and recycling collection	80%	82%	78% ▼	85%	84%	85%	79%	81%
Green waste drop-off points, transfer stations and recycling services	69%	68%	69%	71%	72%	73%	63%	70%
Cleanliness of the streets in general	59%	65%	65%	72%	71%	71%	53%	60%
Litter control	52%	58%	57% ▼	61%	65%	64%	53%	51%

Ward	Papaioea	Takaro	Hokowhitu	Awapuni	Ashhurst-Fitzherbert
Rubbish disposal services	62%	67%	69%	74%	63%
Kerbside rubbish and recycling collection	76%	83%	81%	86%	78%
Green waste drop-off points, transfer stations and recycling services	58%	68%	77%	76%	67%
Cleanliness of the streets in general	50% ▼	58%	63%	64%	65%
Litter control	50%	47%	61%	51%	45%

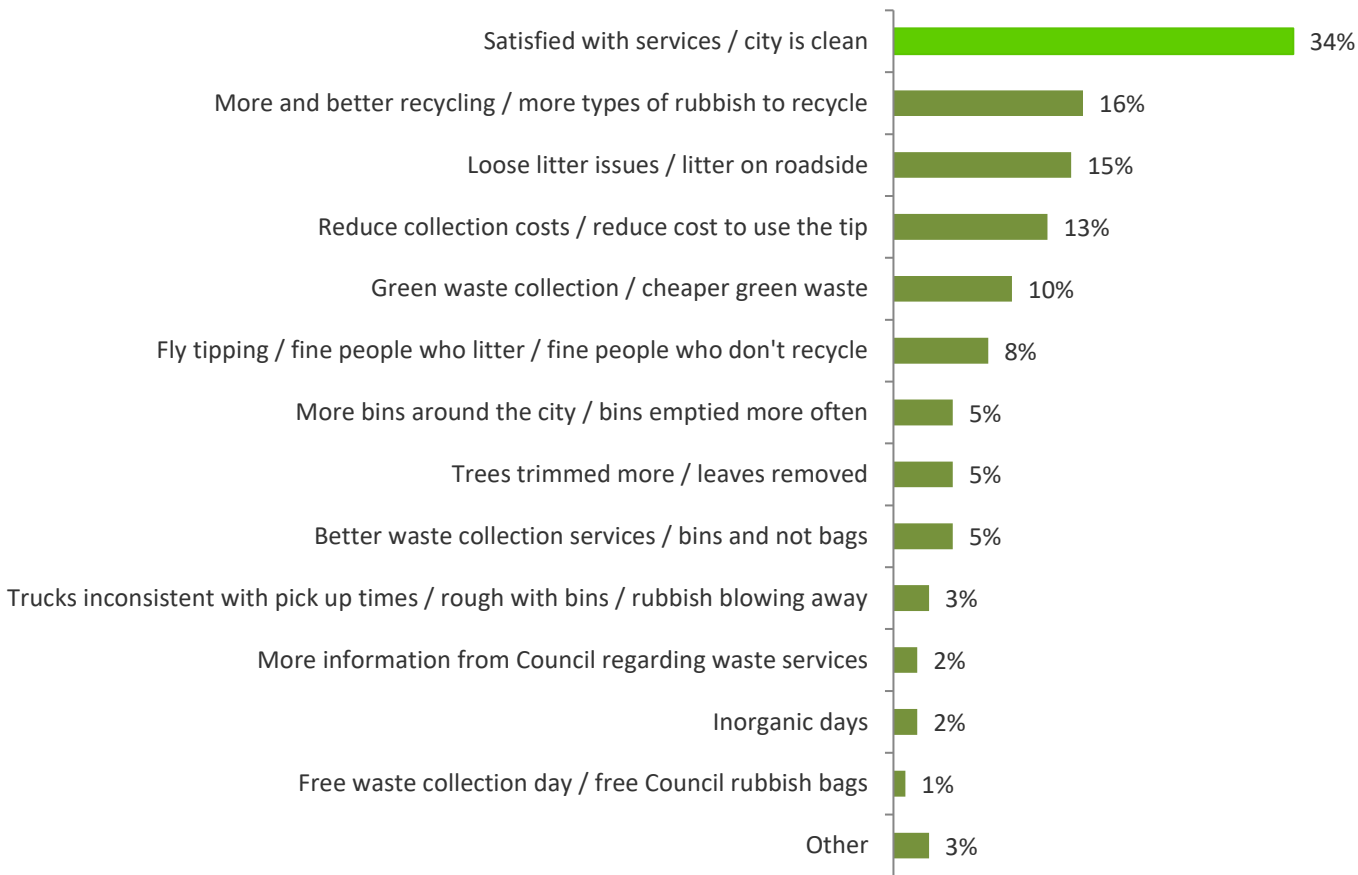
- Nearly seven in ten residents (67%) express satisfaction with the overall *Rubbish disposal services*, marking a 3% point decline since 2023 (70%).
- Kerbside rubbish and recycling collection* consistently received the highest satisfaction among all rubbish disposal services, with an 80% satisfaction score. In contrast, *Litter control* was rated the lowest, with a 52% satisfaction score.
- Papaioea residents are significantly less likely to express satisfaction with rubbish disposal services than other wards.

NOTES:

1. RD1. How satisfied are you with each of the following Council services? n=508

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

Comments About Rubbish Disposal



- *More varied plastic recycling options would be good if viable.*
- *I would like to see the trouble areas in the city be tidier. For example, the new Council housing gardens look bad because not all the tenants look after the garden.*
- *We need more clearing of the rubbish bins in public spaces. Such as the bin near the I-Site, it needs to be cleared more frequently.*
- *Rubbish is very expensive to dispose of. These prices need to come down.*
- *It would be nice to also have a bin for fruit, vegetables, and garden waste.*
- *More education about where recyclables can be dropped off and with item descriptions.*
- *If the recycling containers were accessible 24/7 like Ferguson Street, it might encourage people at the opposite end of Palmy to utilise it more.*

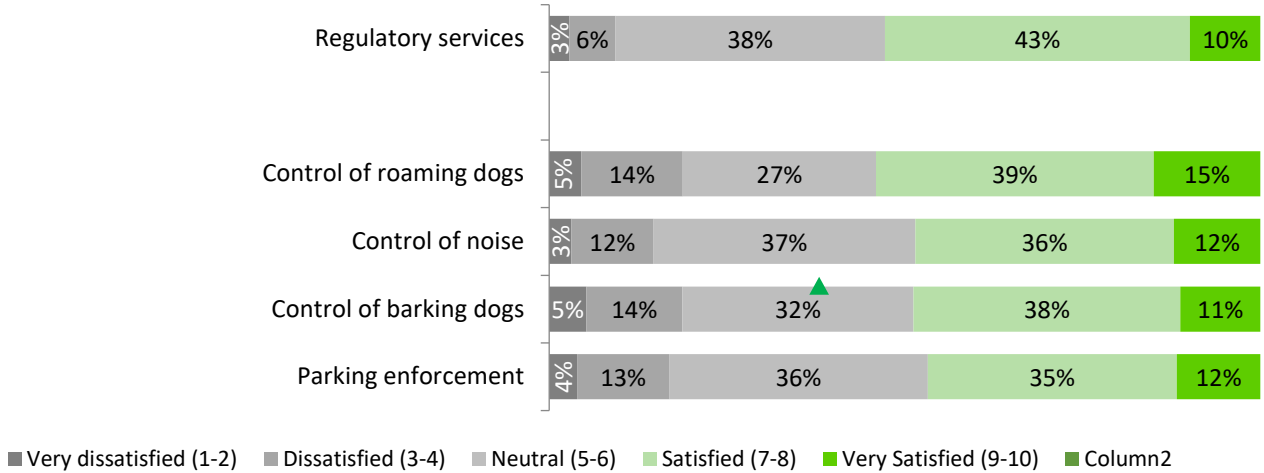


- *Driving around Palmerston North to my workplace in Linton, I find the streets pretty clean and mostly tidy. I think the contractors do a pretty good job considering how hard the job must be.*
- *Good kerbside recycling pickup. I use a third-party kerbside rubbish pickup as I didn't know that this was something that the Council did.*
- *Rubbish collection is good.*
- *They're doing a good job, keep it up.*
- *I think the services that the council provides is generally quite good.*
- *Street collection of rubbish and recycling is very good.*
- *Palmerston North City Council does a good job with these services.*

NOTES:

1. VB4. Do you have any comments about any of these services that the Palmerston North City Council provides? n=328

Regulatory Services



Scores with 7-10 (% of respondents)

Year and Ethnicity	2024	2023	2022	2021	2020	2019	Māori	All others
Regulatory services	53%	55%	57% ▼	67%	61%	64%	53%	53%
Control of roaming dogs	54%	59%	63%	62%	64%	65%	54%	54%
Control of noise	49%	55%	53% ▼	62%	60%	62%	50%	48%
Control of barking dogs	49%	51%	50% ▼	57%	54%	56%	46%	49%
Parking enforcement	47%	47%	46% ▼	56%	55%	58%	49%	46%

Ward	Papaioea	Takaro	Hokowhitu	Awapuni	Ashhurst-Fitzherbert
Regulatory services	46%	50%	63%	54%	50%
Control of roaming dogs	51%	50%	64%	49%	56%
Control of noise	44% ▼	49%	55%	49%	45%
Control of barking dogs	40%	44%	60%	48%	53%
Parking enforcement	40%	42%	51%	52%	51%

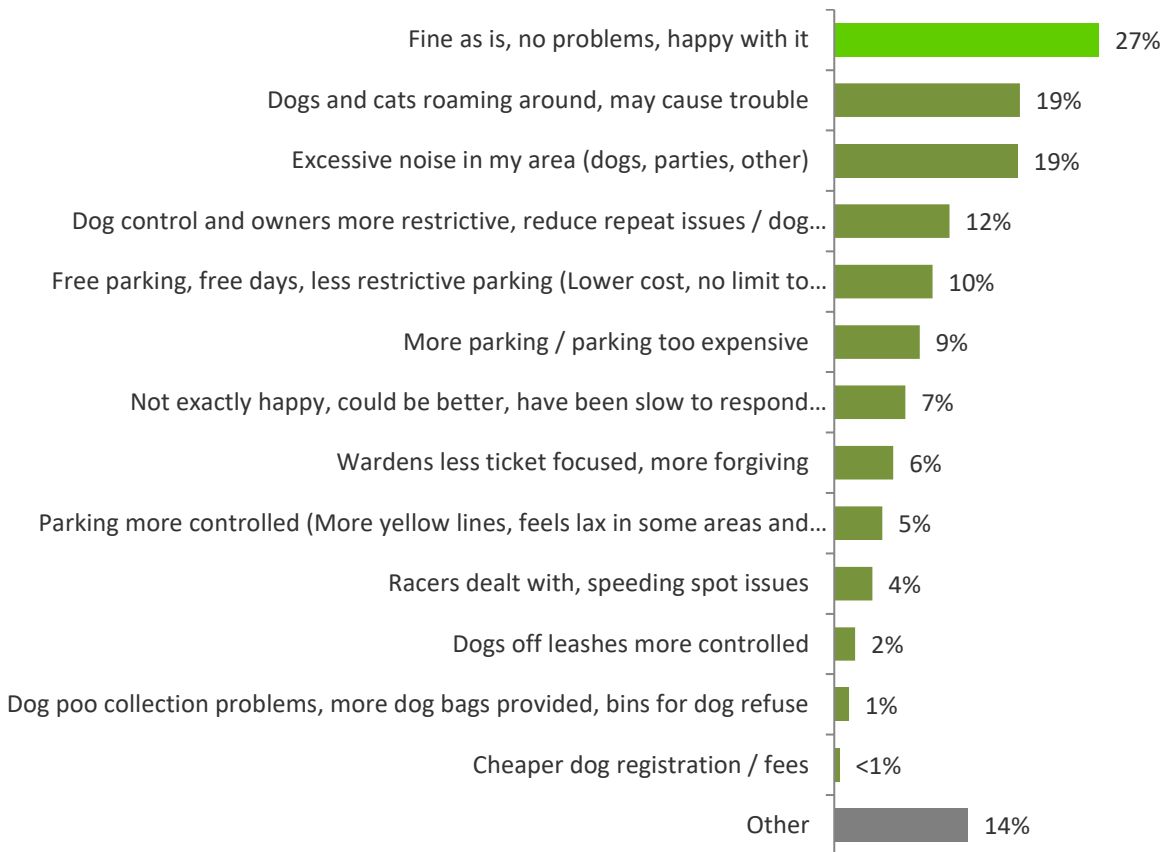
- Just over half of residents (53%) are satisfied with the overall *Regulatory services* of the Council, a slightly lower rate compared to 55% in 2023.
- Satisfaction with *Control of roaming dogs*, *Control of noise*, and *Control of barking dogs* have experienced declines of 2%-6% points year-on-year.
- There is a significant decline in satisfaction with the *Control of noise* among Papaioea residents, decreasing from 59% in 2023 to 44% in 2024.

NOTES;

1. RM1. How satisfied are you with each of the following Council services? n=481

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

Comments About Regulatory Services



- *The amount of roaming dogs is ridiculous in certain part of the city. My neighbour has a constant barking dog as well, and nothing really seems to happen whenever I've put in a complaint.*
- *You have to do something around Ada Street and Morris Street. There is too much parties and couch burning. It is very noisy and it's been going on for years. Nothing solid has been done so far.*
- *We need more dog control where people are taking dogs into areas where they are banned. It is frustrating, particularly the Gorge walk.*
- *Stricter rules for cars not to park in loading zones for trucks. Also maybe having bigger loading zones for bigger trucks.*
- *Unreasonable parking fines, and need to lower parking rates.*



- *We are mostly happy with the services provided by the Palmerston North Council.*
- *Good. No problem here.*
- *I don't have any issues with roaming dogs or noisy neighbours.*
- *I don't have any problems with noise, so something must be working well.*
- *I am satisfied. There are minor areas for improvement still.*
- *Palmerston North is a dog friendly city and dog owners generally obey the rules.*
- *Everything seems to work well.*
- *In general, the front line staff and via phone are so very pleasant to deal with. They are very patient and helpful.*

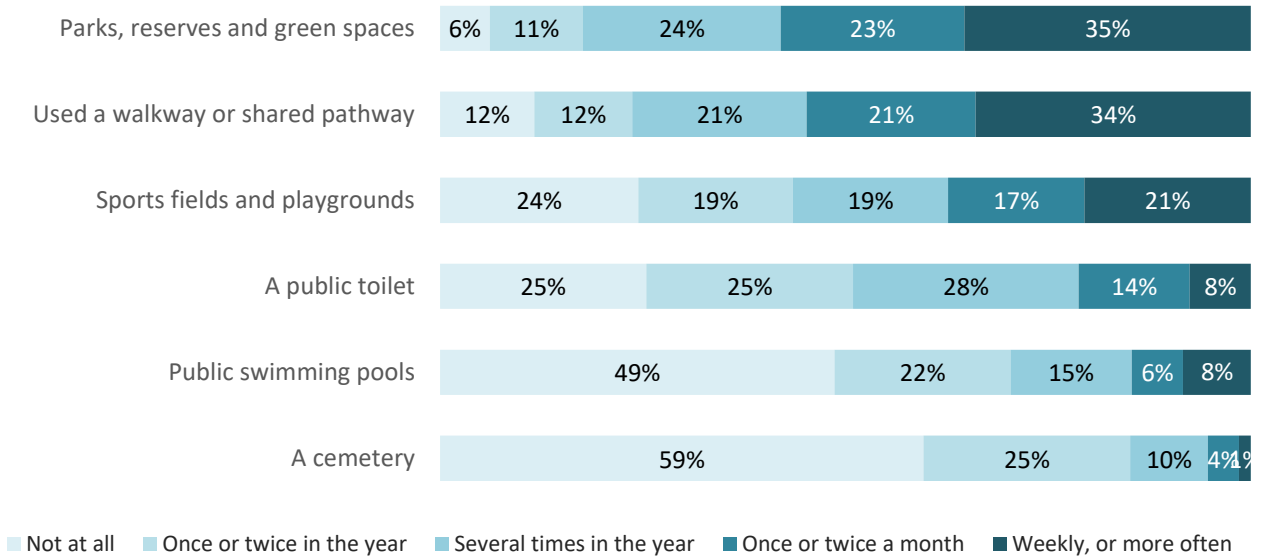
NOTES:

1. VB3. Do you have any comments about any of these services that the Palmerston North City Council provides? n=236



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

Parks, Reserves and Open Spaces: Visitation



Visited at least once in last 12 months

Year	2024	2023	2022	2021	2020	2019
Parks, reserves and green spaces	94%	95%	93% ▲	89% ▼	94% ▲	94% ▲
Used a walkway or shared pathway	88%	90% ▲	86%	87%	90%	87%
Sports fields and playgrounds	76%	75%	74%	72%	75%	77%
A public toilet	74%	76%	72% ▼	71% ▼	74% ▼	82% ▲
Public swimming pools	51%	52%	53% ▼	56%	59% ▲	59% ▲
A cemetery	40%	41%	38% ▼	41%	41%	45% ▲

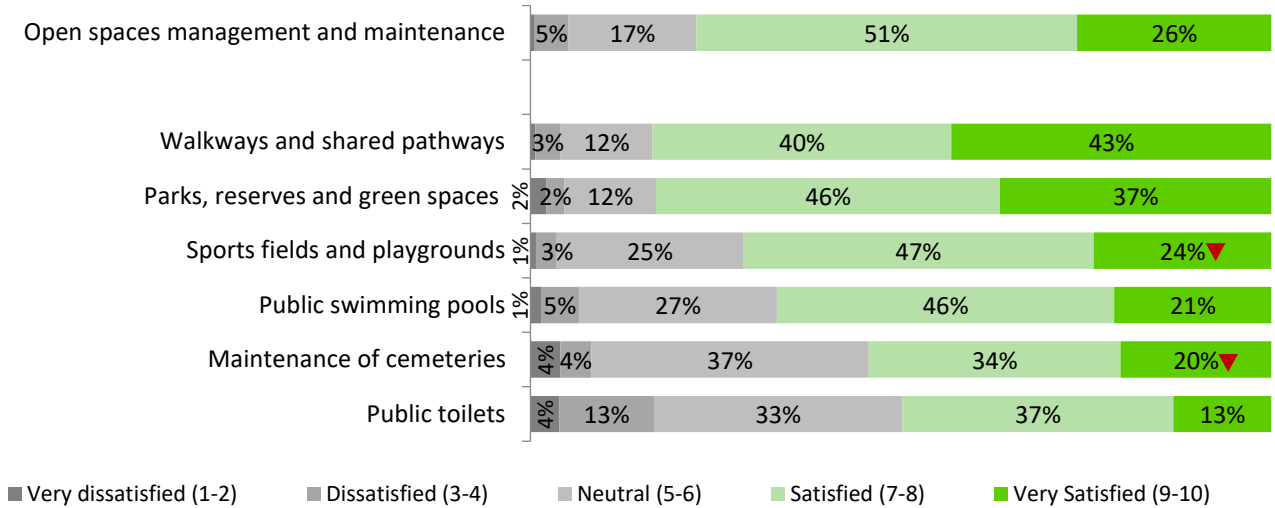
- Almost all residents of Palmerston North City have visited *Parks, reserves and green spaces* (94%) and *Used a Walkway or shared pathway* (88%).
- Additionally, there is a slight increase in visitation to *Sports fields and playgrounds* (76% vs. 75%).
- Whilst *Public swimming pools* (51%) and *A Cemetery* (40%) are the least visited open spaces.

NOTES:

1. PRO1. In the last 12 months, about how frequently have you visited or used each of the following: n=513
2. 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 (% of respondents)

Year and Ethnicity	2024	2023	2022	2021	2020	2019	Māori	All others
Open spaces management and maintenance	78%	78%	78% ▼	86%	86%	83%	73%	78%
Walkways and shared pathways	84%	84%	80% ▼	86%	90%	84%	79%	84%
Parks, reserves and green spaces	83%	83%	82% ▼	88%	82%	86%	75%	84%
Sports fields and playgrounds	71%	73%	73% ▼	81%	71%	77%	69%	72%
Public swimming pools	67%	65%	62% ▼	78%	59%	68%	67%	67%
Maintenance of cemeteries	54%	56%	57% ▼	69%	65%	62%	45% ▼	56%
Public toilets	50%	50%	53% ▼	63%	52%	54%	48%	50%

Ward	Papaioea	Takaro	Hokowhitu	Awapuni	Ashhurst-Fitzherbert
Open spaces management and maintenance	68%	75%	80%	83%	86%
Parks, reserves and green spaces	78%	76%	81%	89%	92%
Walkways and shared pathways	79%	74%	83%	89%	93% ▲
Sports fields and playgrounds	69%	65%	68%	72%	87% ▲
Public swimming pools	64%	61%	65%	70%	75%
Maintenance of cemeteries	53%	58%	59%	44%	62%
Public toilets	43%	44%	61%	42% ▼	63%

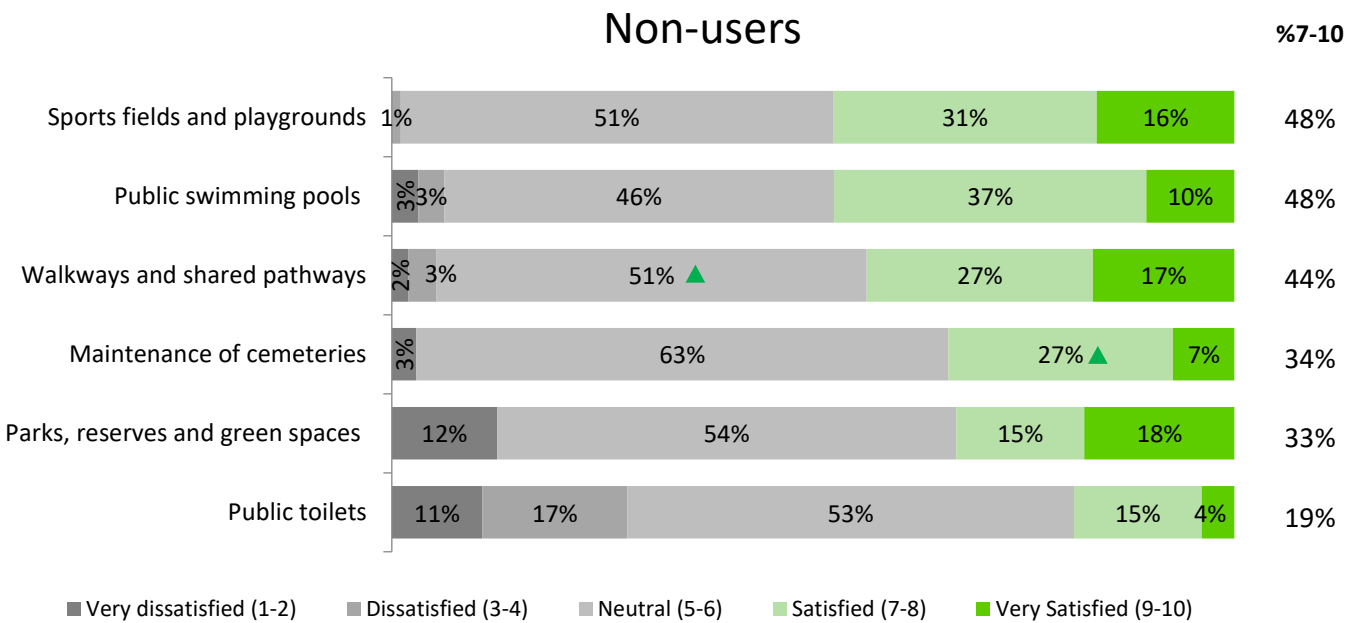
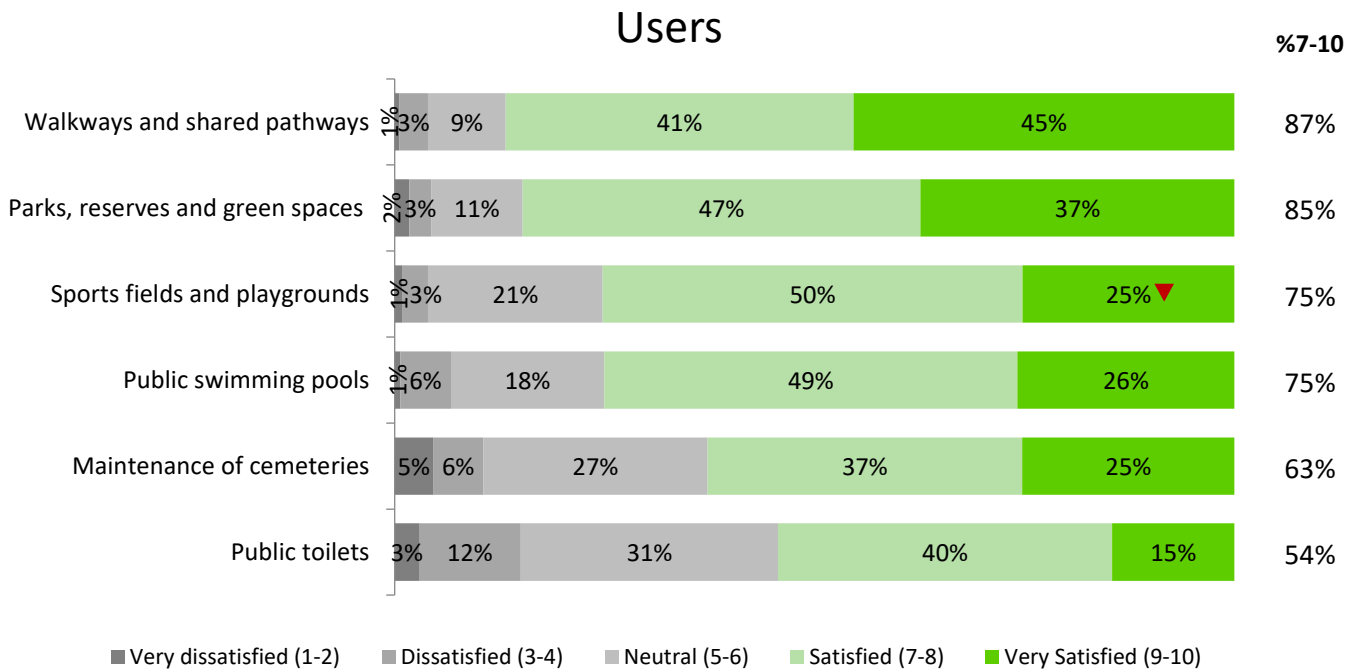
- The overall satisfaction with *Open spaces management and maintenance* (78%), *Walkways and shared spaces* (84%), and *Parks, reserves and green spaces* (83%) remained consistent since 2023.
- Residents from the Ashhurst-Fitzherbert ward express significantly higher levels of satisfaction with all parks, reserves, and open spaces compared to residents from other wards.
- In contrast, with the exception of *Cemetery maintenance*, residents in Papaioea express significantly lower satisfaction with these services.

NOTES:

1. PRO2. How satisfied are you with each of the following? n=504
2. Excludes 'Don't know' responses.

▲ 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



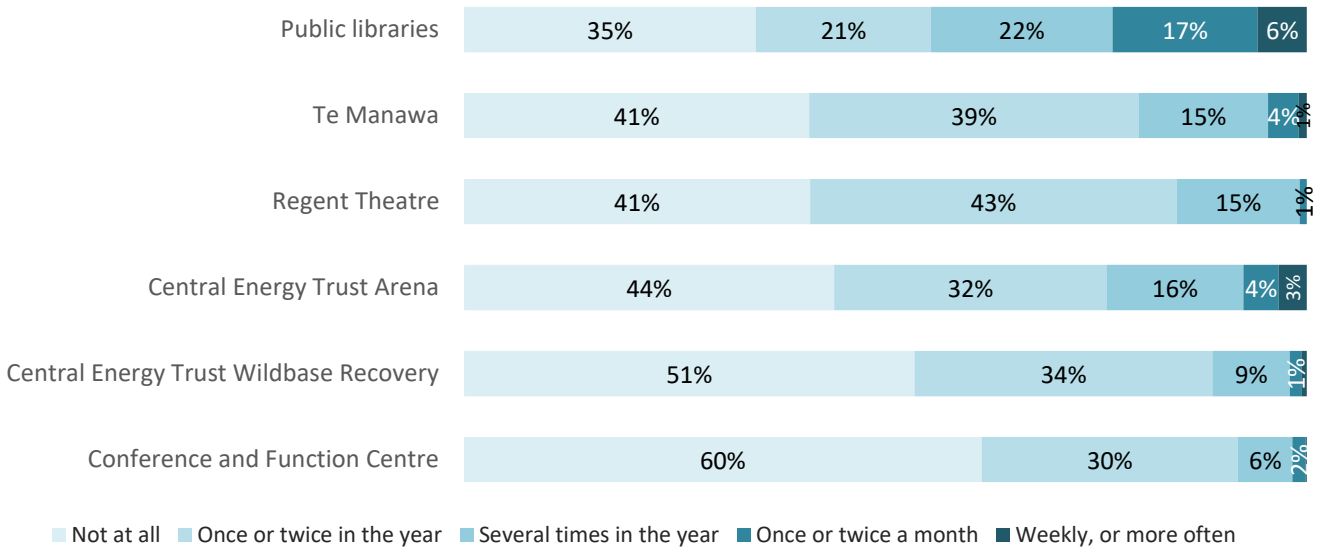
- Users are more likely to be satisfied with *Parks, reserves and open spaces* than those who have not visited these facilities in the last 12 months.
- Users are most satisfied with *Walkways and shared pathways* (87%) and *Parks, reserves and green spaces* (85%).
- Both users and non-users are least satisfied with the *Public toilets*.

NOTES:

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

Year-on-year
▲ Significantly higher
▼ Significantly lower

Other Public Facilities: Visitation



Visited at least once in last 12 months

Year	2024	2023	2022	2021	2020	2019
Public libraries	65%	66%	67%	67% ▼	74% ▲	71%
Te Manawa	59%	55%	57%	60% ▼	66% ▲	60% ▼
Regent Theatre	58%	56%	54%	56% ▼	69% ▲	65% ▼
Central Energy Trust Arena	56%	58%	46%	44%	34%	-
Central Energy Trust Wildbase Recovery	45%	42%	54%	48% ▼	66% ▲	60% ▲
Conference and Function Centre	38%	35%	37%	35% ▼	48% ▲	44% ▲

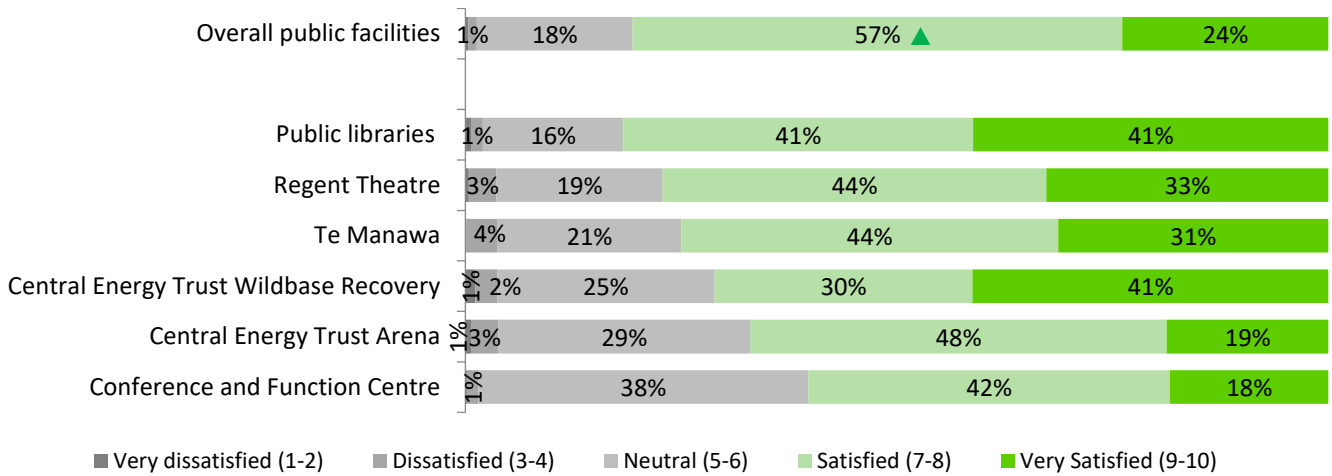
- Over the past five years, *Public libraries* (65%) have consistently remained the most visited facilities in Palmerston North. While the *Conference and Function Centre* is the least visited (38%).

NOTES:

- OF1. In the last 12 months, about how frequently have you visited or used each of the following: n=514
- 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 (% of respondents)

Year and Ethnicity	2024	2023	2022	2021	2020	2019	Māori	All others
Overall public facilities	81%	79%	80%	84%	84%	84%	73%	82%
Public libraries	82%	80%	82%	85%	84%	83%	78%	82%
Regent Theatre	77%	77%	77%	80%	78%	82%	75%	77%
Te Manawa	75%	75%	77%	81%	76%	80%	77%	75%
Central Energy Trust Wildbase Recovery	71%	66%	70%	73%	71%	-	72%	71%
Central Energy Trust Arena	67%	71%	68%	68%	68%	70%	71%	66%
Conference and Function Centre	60%	54%	58%	53%	60%	63%	47%	63%

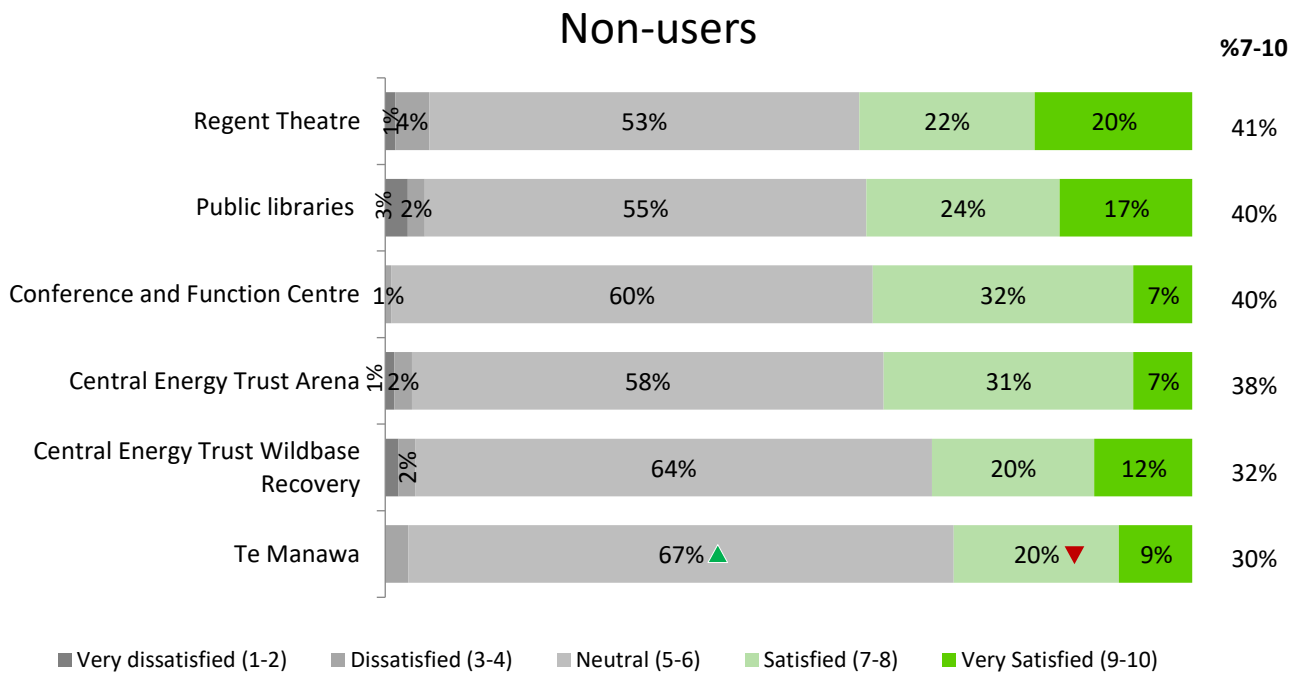
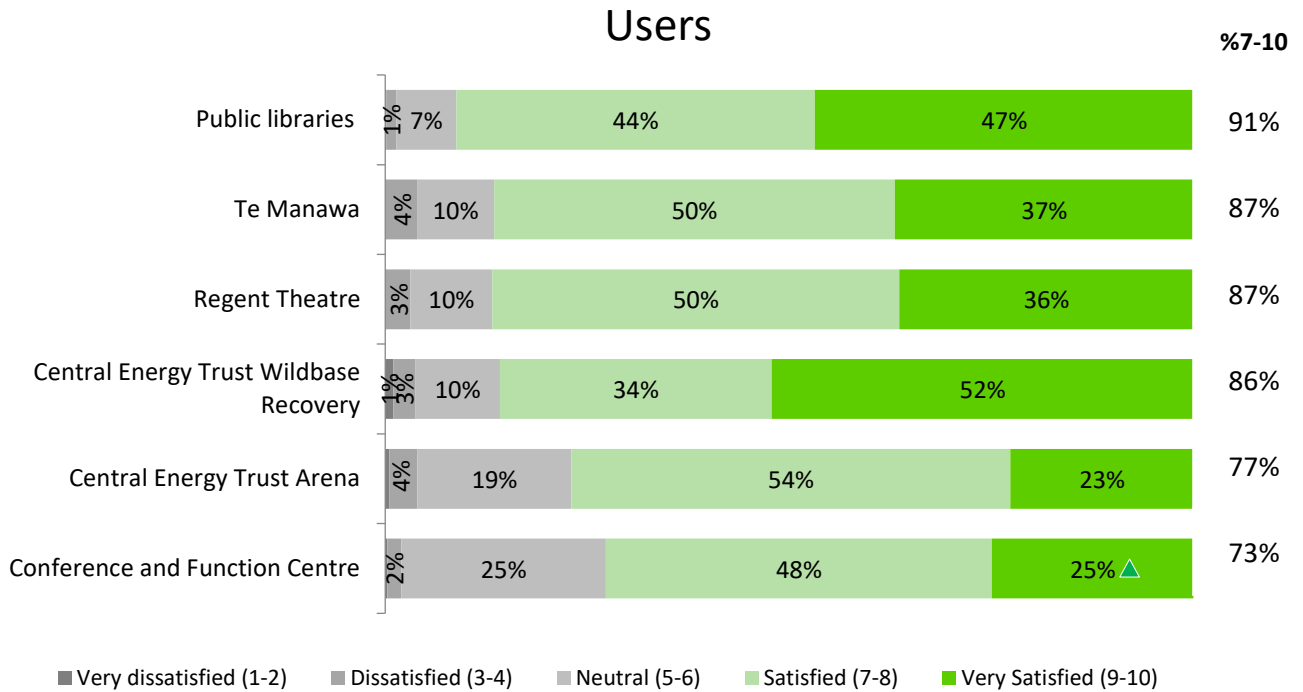
Ward	Papaioea	Takaro	Hokowhitu	Awapuni	Ashhurst-Fitzherbert
Overall public facilities	77%	78%	76%	87%	86%
Public libraries	75%	80%	78%	91%	87%
Regent Theatre	71%	78%	78%	79%	86%
Te Manawa	65%	83%	76%	80%	76%
Central Energy Trust Wildbase Recovery	68%	78%	69%	73%	74%
Central Energy Trust Arena	63%	73%	61%	70%	75%
Conference and Function Centre	64%	64%	48%	61%	70%

- A 2% point increase in satisfaction with *Overall public facilities* has been observed.
- Satisfaction with the *Regent Theatre* (77%) and *Te Manawa* (75%) remain consistent year-on-year, whilst satisfaction with other Council-maintained public facilities has increased.
- Satisfaction with *Public libraries* among Awapuni residents has significantly increased from 76% in 2023 to 91% in 2024.

NOTES:
1. OF2. How satisfied are you with each of the following venues? n=470

▲ 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

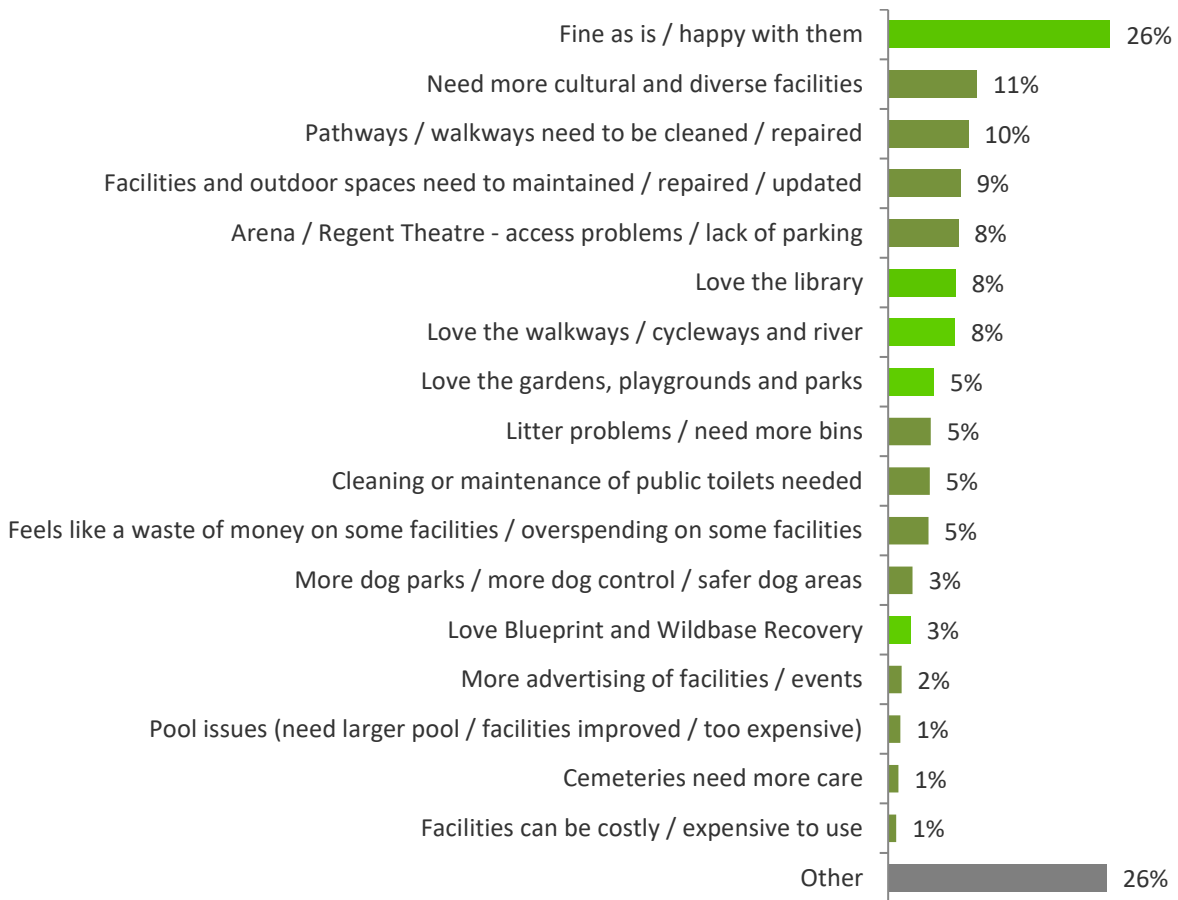


- Overall, users are considerably more satisfied with public facilities than non-users.
- Most users of *Public libraries* (91%) are satisfied with the facility, followed by *Te Manawa* and *Regent theatre* recording a satisfaction score of 87% each.

NOTES:
 1. OF2. How satisfied are you with each of the following venues?
 2. Excludes 'Don't know' responses

Year-on-year
▲ Significantly higher
▼ Significantly lower

Comments About Recreation and Cultural Facilities



- *Cultural facilities are used infrequently, they should be multi cultural, so that they get better use rather than building different facilities for the different cultures. Stop spending on individual cultural requests.*
- *The highlights for us are the Victoria Esplanade and Manawatū River Walkway. I would be keen to see the stretch to Ashhurst completed.*
- *Maintenance and the widening of walkway footpaths is the most important thing for me.*
- *Educational facilities should be more affordable for young families.*
- *Savage Crescent park needs a toilet facility. The Arena should not be located in the middle of town.*
- *Not sure if the recreational fund is being spent in the right areas.*
- *The CET Arena and facilities are often dirty.*



- *Generally, I'm happy with how Palmerston North is progressing.*
- *I am very happy with the standard of our recreation facilities, although Barber Hall could do with some ceiling work.*
- *My husband uses the library and is very happy.*
- *Riverside walk is very good and enjoyable.*
- *Good to know they are there. They are really important assets for the wider community even if I don't regularly use some of them.*
- *The ground staff do their best to keep these in good condition. We are restricted in terms of sporting opportunities due to the lack of floodlight sports facilities. The Arena is the only location and it is cost prohibitive.*
- *The Memorial Park renovations look really good.*

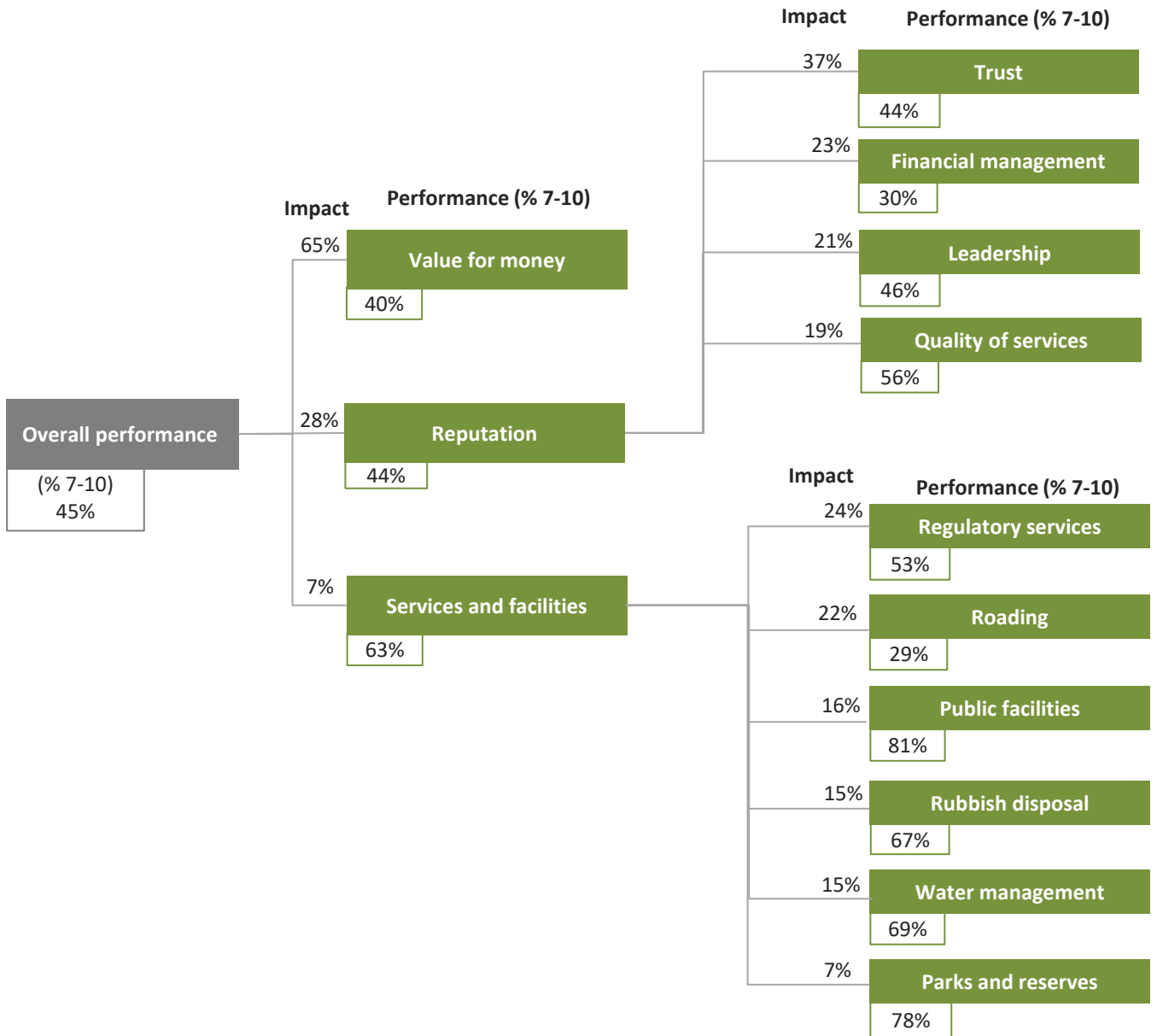
NOTES:

1. VB1. Do you have any comments about the city's recreation and cultural facilities? n=197



Drivers of overall satisfaction

Drivers of Perceptions of Palmerston North City Council’s Performance



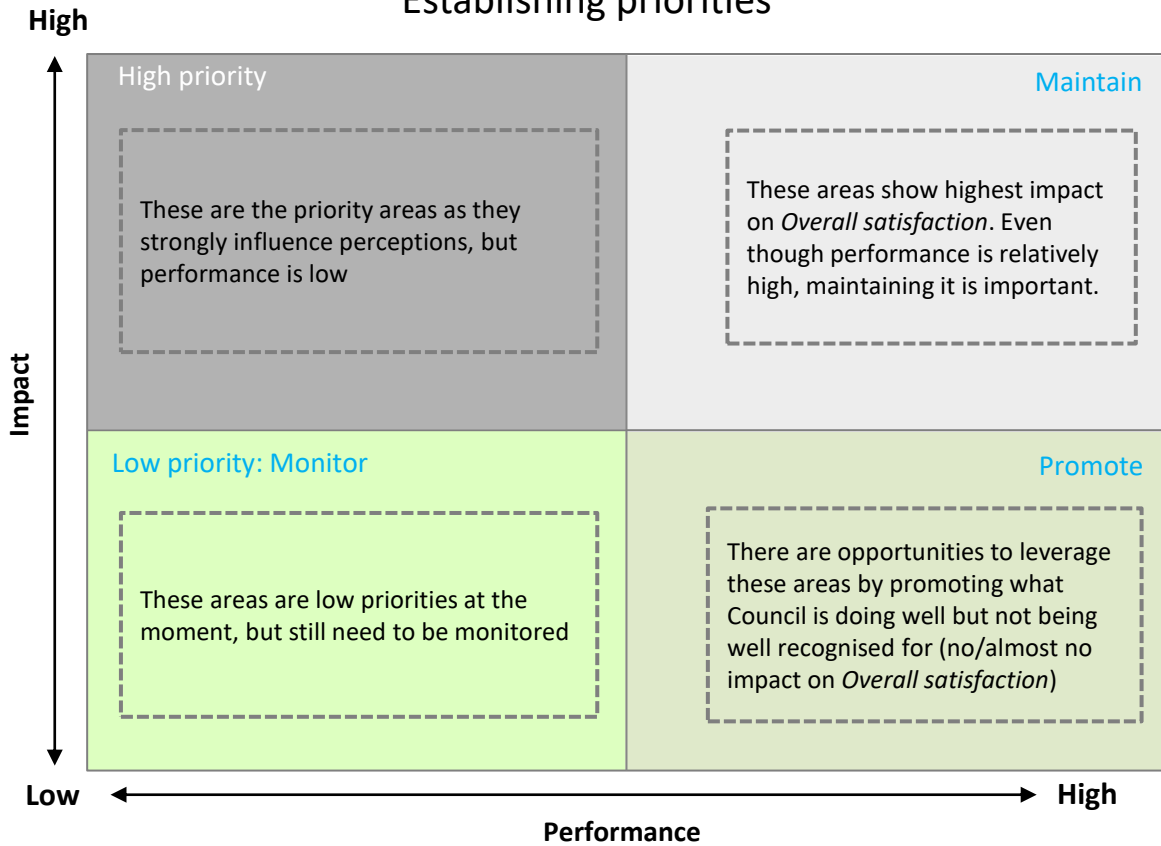
- *Value for money* has the greatest influence on the overall evaluation of the Council’s Performance (65%), followed by *Reputation* (28%) and *Services and facilities* (7%).

NOTES:

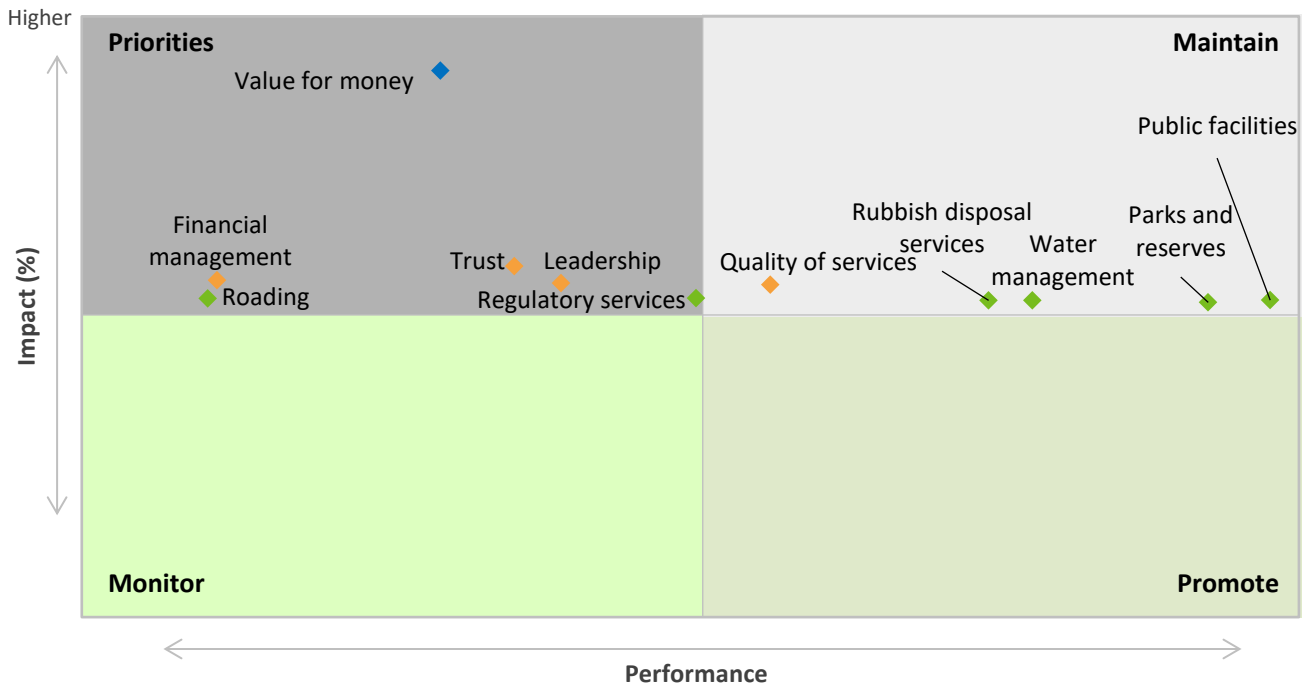
1. OVS1. Considering all the services and infrastructure that the Palmerston North City Council provides, its leadership and the value you receive for the rates and fees that you pay. Everything considered, how would you rate your overall satisfaction with the Palmerston North City Council? n=497
2. 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=484
3. OVLFS1. 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=511
4. 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? n=489
5. Excludes ‘Don’t know’ responses

Establishing Priorities - Matrix

Establishing priorities

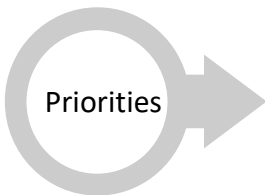


Opportunities and Priorities: Overall measures



Lower

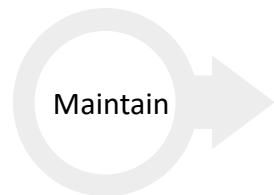
- Reputation
- Core Service Deliverables
- Value for money



With its significant impact on the Council's overall performance and a relatively low satisfaction score, *Value for money* has been identified as a priority area for improvement.

When asked about desired improvements, 18% of residents mentioned high rates and requested no further increases, making it the third highest concern.

Reputation-related measures, including *Financial management*, *Trust*, and *Leadership*, were also identified as priority areas for improvement, along with *Rooding* and *Regulatory services*.



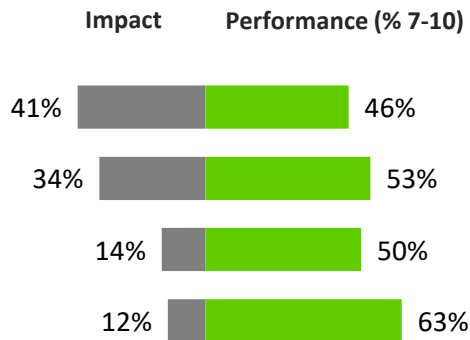
The areas which Palmerston North City Council should maintain include *Quality of services*, *Rubbish disposal services*, *Water management*, *Parks and reserves*, and *Public facilities*. Highlighting these aspects would naturally shift residents' focus towards a more positive perception of the Council overall.

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. This changes from year to year.
- 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.



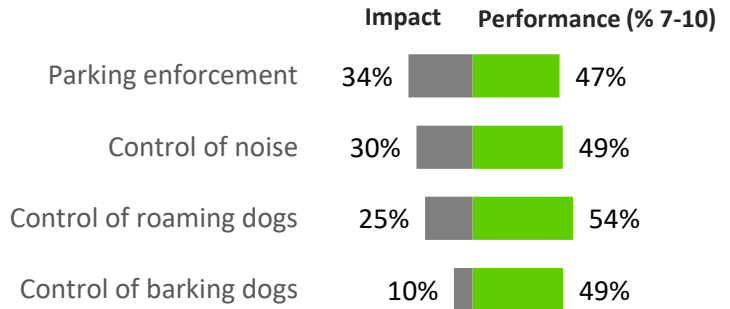
Performance
1 = Dissatisfied / poor;
10= Satisfied / excellent
Results are reported as the percentage satisfied;
e.g. % scoring 7-10 representing satisfied

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

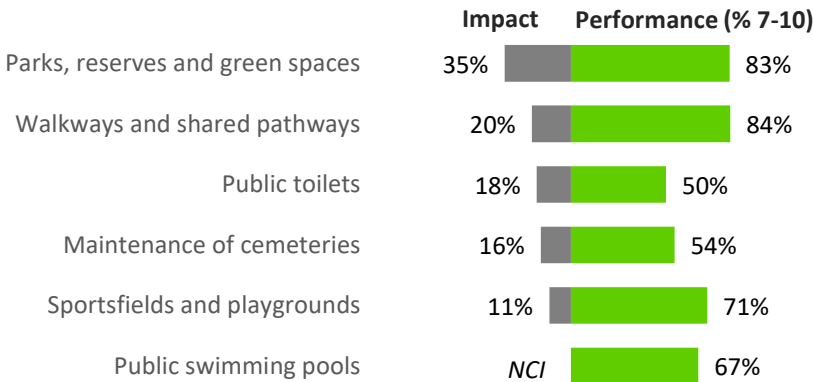
Impact Scores of Each Main Driver

- Council's parking enforcement has the most influence on the overall satisfaction of Regulatory services (34%), closely followed by Council's control of noise at 30%.

Regulatory services



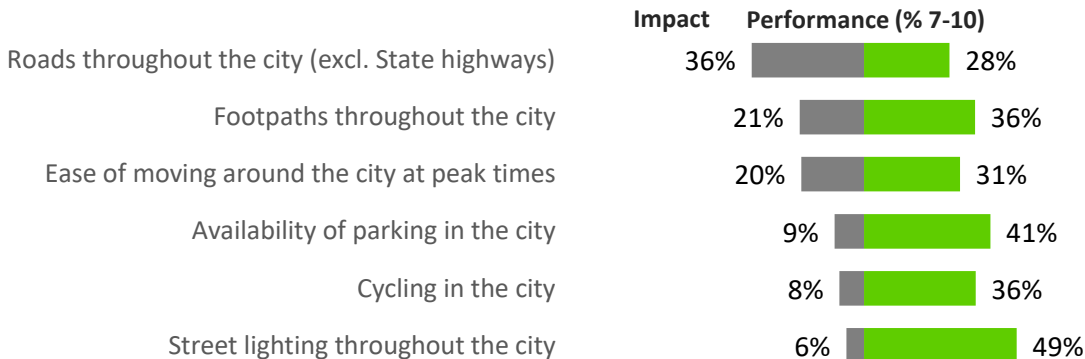
Parks, reserves and open spaces



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

- Among Roothing infrastructure, the Roads throughout the city have the highest impact on overall perception but receives the lowest satisfaction score. This is why it is an area for improvement for the Council. Focusing on enhancing this infrastructure presents the best opportunity for the Council to increase the overall level of satisfaction among residents.

Roothing infrastructure

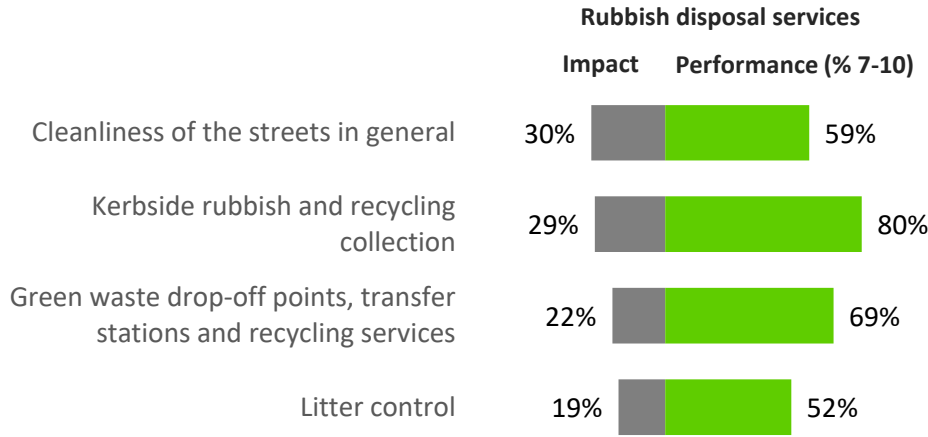
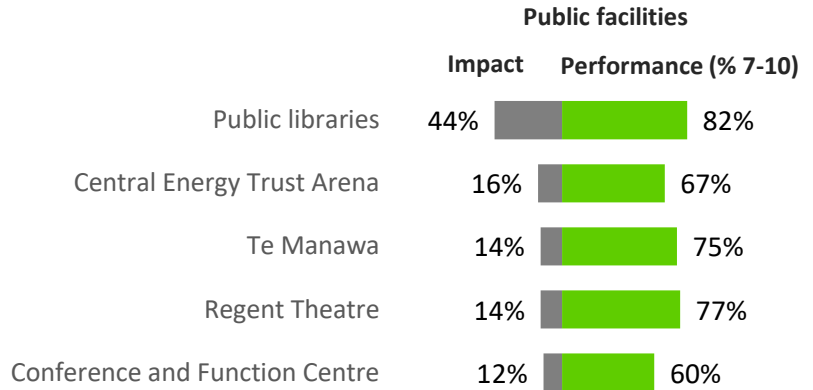


NOTES:

1. RM1. How satisfied are you with each of the following?
2. PRO2. How satisfied are you with each of the following?
3. ID1. How satisfied are you with each of the following?
4. NCI = No Current Impact

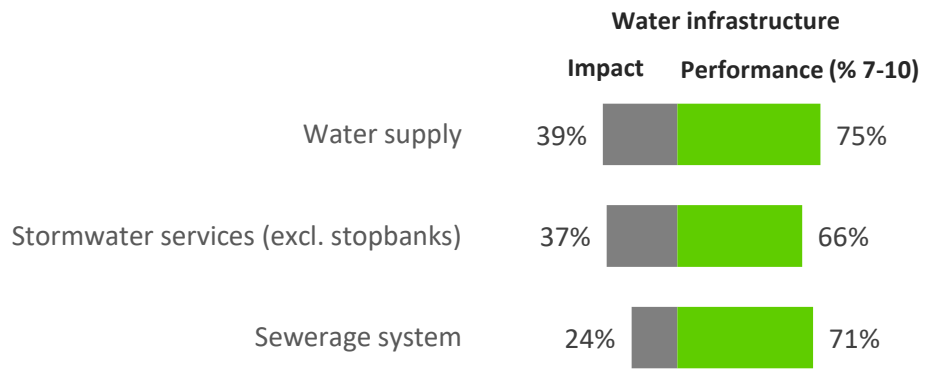
Impact Scores

- Satisfaction with *Public libraries* has the most significant impact on the overall satisfaction with Public facilities.



- Cleanliness of the streets (30%), Kerbside rubbish and Recycling collection (29%)* share a similar level of impact on Council's Rubbish disposal services.

- Water supply* has been identified as having the highest impact on overall water infrastructure satisfaction. This aspect has been rated the highest among all water-related measures.

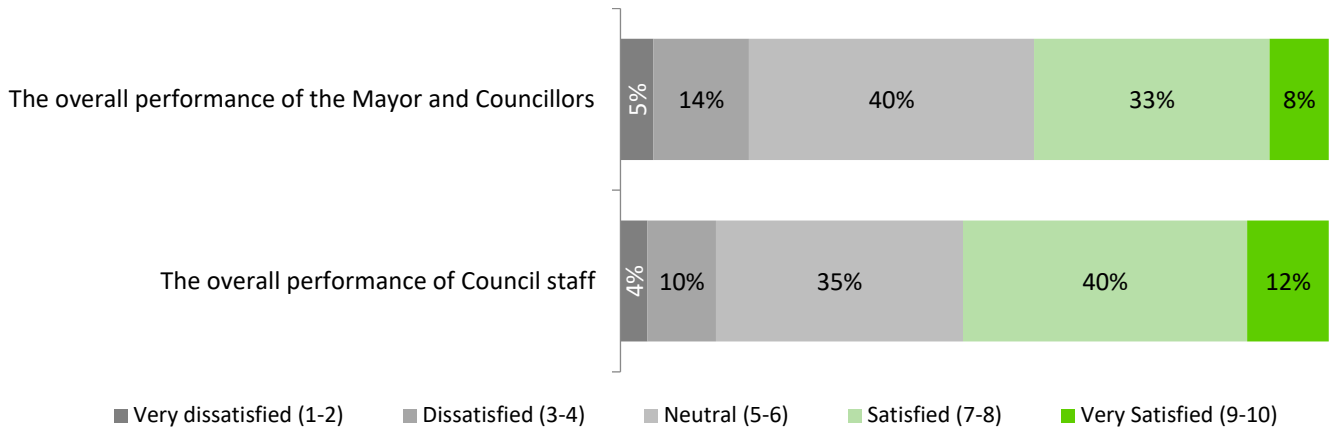


NOTES:
 1. OF2. How satisfied are you with each of the following venues?
 2. RD1. How satisfied are you with each of the following?
 3. IW1. How satisfied are you with each of the following Council's services?



Leadership and reputation

Performance of the Mayor, Councillors and Council staff



Scores with 7-10 (% of respondents)

Year and Ethnicity	2024	2023	2022	2021	2020	2019	Māori	All others
The overall performance of the Mayor and Councillors	42% ▼	48%	47% ▼	61%	58%	54%	34%	43%
The overall performance of Council staff	52%	48%	51% ▼	65%	61%	56%	48%	52%

Ward	Papaioea	Takaro	Hokowhitu	Awapuni	Ashhurst-Fitzherbert
The overall performance of the Mayor and Councillors	34%	42%	51%	42%	42%
The overall performance of Council staff	45%	47%	56%	64% ▲	45%

- Satisfaction with the *Overall performance of the Mayor and Councillors* has significantly decreased, declining from 48% in 2023 to 42% in 2024.
- However, satisfaction with the *Overall performance of Council staff* has increased by 4% points, rising from 48% in 2023 to 52% this year.

NOTES:

1. 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=459

▲ **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



- Listen to your ratepayers. Make more sound financial decisions to improve infrastructure that will improve living in New Zealand.
- We have a leadership crisis in our city, even the vision of Palmerston North City Council is very confusing in the mind of international investors, and time has come to learn from other cities such as Singapore.
- I have no idea of their direction. Faith seems to be the order of the day.
- Mayor and Councillors need to be more out there in the communities during events to meet with communities.
- Everything is quite short sighted, or seemingly so in decision making. Having longer term direction and ideas does usually result in better long-term decisions.

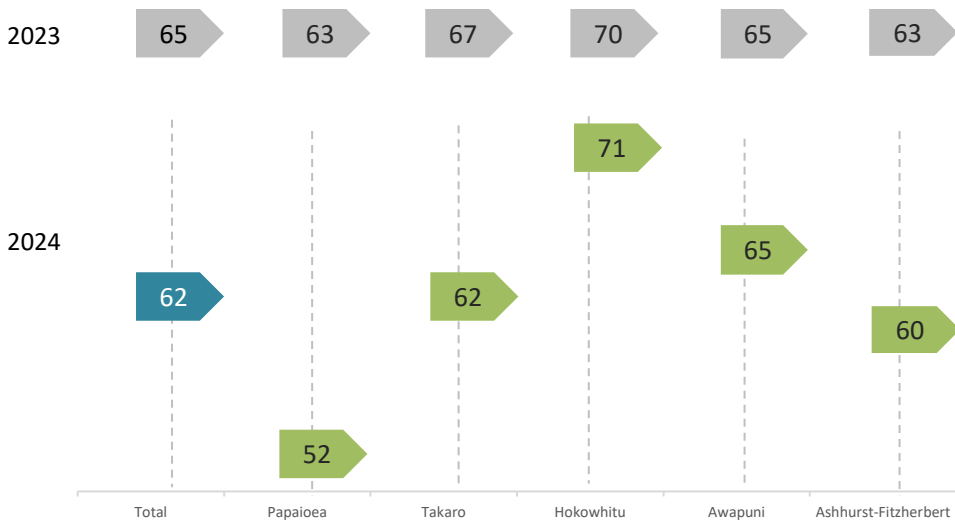


- The Mayor is visible at a lot of events and does a good job of representing the city.
- Good leadership and performance overall. Thanks.
- I don't hear too many people complaining about things too much. So, I would say the reputation is pretty good.
- Overall, I feel like the mayor and councillors are doing a good job on how Palmy is going. I love how the council provides open cinemas in the public parks.
- Good leadership, I would just like more positive promotion for the city, more business attraction and less crime.
- You guys are doing good.
- The council is doing a fairly good job, but there are always room for improvements.

NOTES:

1. 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=220

Reputation Benchmarks



- Despite the 3-point decrease, Council’s reputation benchmark remains at an *Acceptable range* of +62.
- Hokowhitu (+71) residents have a higher reputation benchmark score than residents in other wards.

- Older residents aged 65+ (+72) are more likely to have a high reputation benchmark compared to younger age groups.
- Māori (+57) residents are less likely to return a high reputation benchmark than other ethnicities.

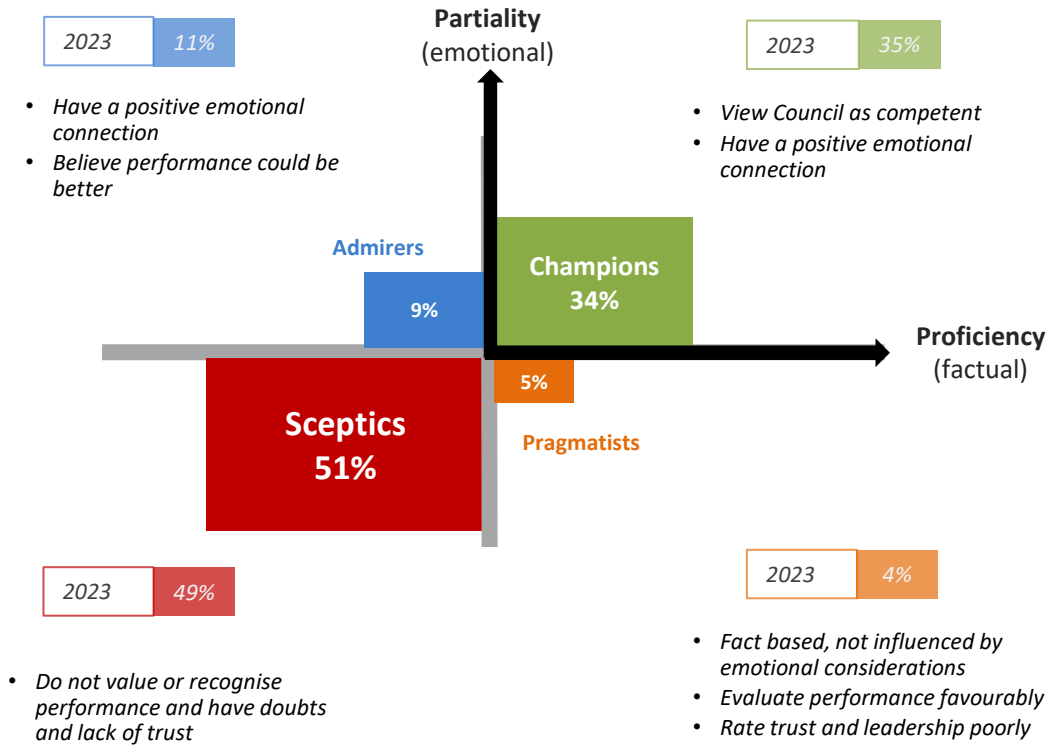


NOTES:

1. 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

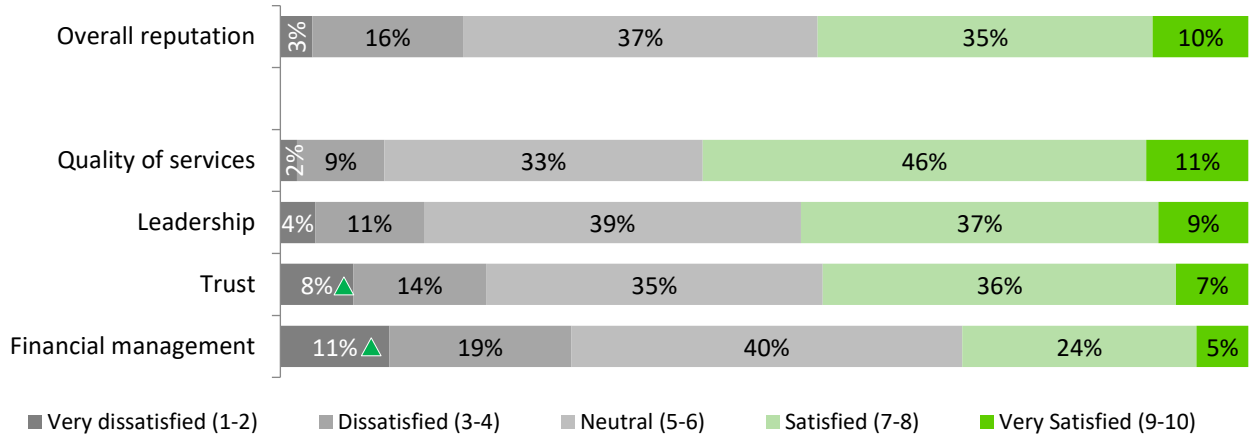
Reputation Profile



- There has been a slight shift amongst residents, with a decrease of 1% point in the number of ‘Champions’. In contrast, ‘Sceptics’ have experienced an increase of 2% points, indicating a slight shift in attitudes.
- Younger residents, those aged between 18 and 34, are more likely to be classified as ‘Sceptics’ (56%) than other older age groups. This suggests that they do not value or recognise performance and have doubts and lack of trust. While residents aged 65+ are more likely to be identified as ‘Champions’ than younger age groups.
- Residents of Hokowhitu are more likely to be identified as ‘Admirers’ (16%) compared to residents in other wards. In contrast, residents of Papaioea have a higher proportion of ‘Sceptics’ (59%) than those in other wards.

NOTES:
 1. Segments have been determined using the results from a set of five overall level questions
 2. 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 (% of respondents)

Year and Ethnicity	2024	2023	2022	2021	2020	2019	Māori	All others
Overall reputation	44%	50%	52% ▼	66%	66%	61%	48%	44%
Quality of services	56%	59%	57% ▼	73%	68%	65%	50%	57%
Leadership	46%	51%	49% ▼	65%	62%	55%	45%	46%
Trust	44%	41%	41% ▼	53%	51%	46%	42%	44%
Financial management	30%	32%	28% ▼	44%	39%	40%	25%	30%

Ward	Papaioea	Takaro	Hokowhitu	Awapuni	Ashhurst-Fitsherbert
Overall reputation	35% ▼	46%	54%	50%	40%
Quality of services	47%	52%	63%	64%	57%
Leadership	38%	43%	60%	48%	42%
Trust	40%	34%	55%	50%	37%
Financial management	23%	30%	36%	37%	20%

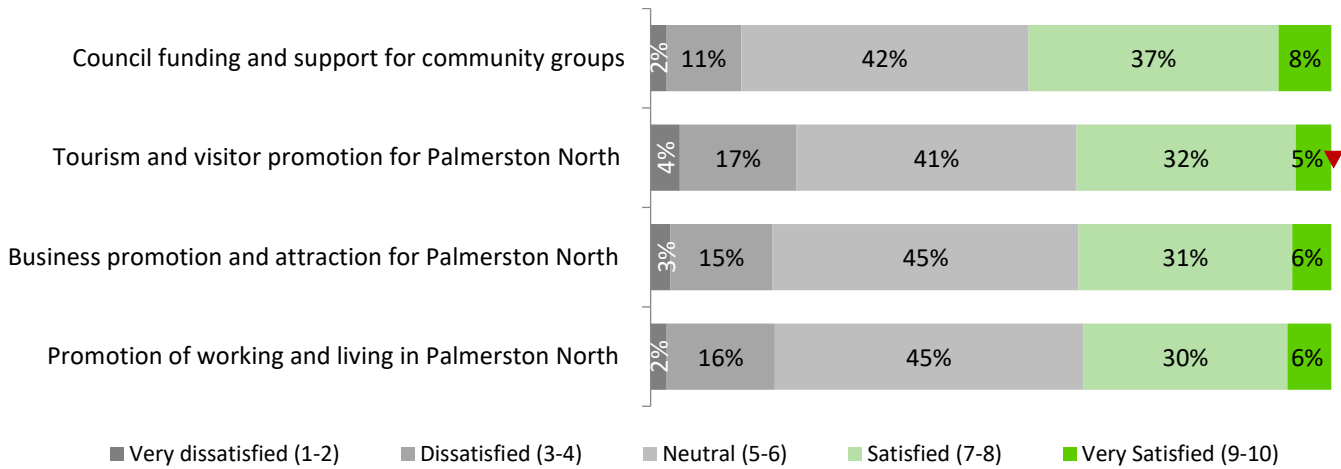
- With the exception of *Trust*, residents' perception of the Council's *Image and reputation* and related measures continues to decline (and has done so since 2022).
- Residents are the least satisfied with the Council's *Financial management*, which has only a 30% satisfaction score. This has been identified as a key priority area for improvement as well as *Leadership* and *Trust* having a relatively low satisfaction score of 46% and 44%, respectively.

NOTES:

1. REP1 Overall how would you rate Palmerston North City Council for? (1-4)
2. 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=

▲ **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 (% of respondents)

Year and Ethnicity	2024	2023	2022	2021	2020	2019	Māori	All others
Council funding and support for community groups	44%	42%	45% ▼	55%	53%	50%	38%	46%
Tourism and visitor promotion for Palmerston North	37%	44%	45%	52%	49%	50%	37%	38% ▼
Business promotion and attraction for Palmerston North	37%	38%	42% ▼	51%	50%	43%	36%	37%
Promotion of working and living in Palmerston North	36%	38%	43% ▼	51%	47%	45%	36%	36%

Ward	Papaioea	Takaro	Hokowhitu	Awapuni	Ashhurst-Fitzherbert
Council funding and support for community groups	37%	50%	46%	58% ▲	33%
Tourism and visitor promotion for Palmerston North	28% ▼	41%	49%	40%	31%
Business promotion and attraction for Palmerston North	32%	34%	45%	42%	31%
Promotion of working and living in Palmerston North	28% ▼	38%	48%	34%	38%

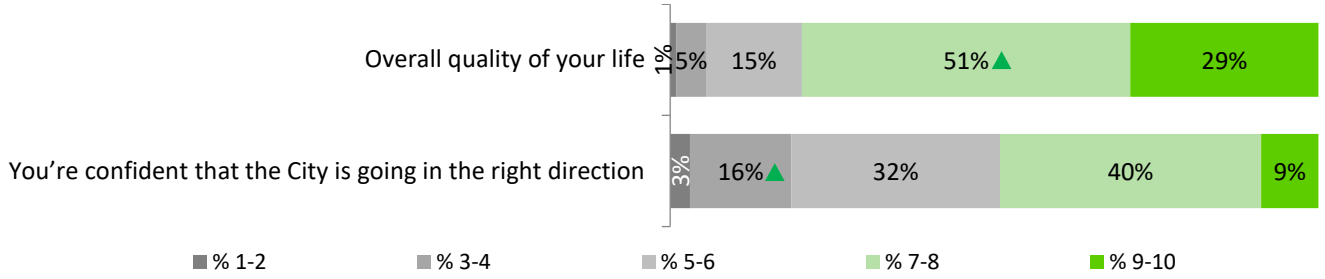
- Satisfaction with *Council funding and support for community groups* has increased by 2% points since 2023 (44% vs. 42%). This improvement is likely due to a significant increase in satisfaction among Awapuni residents (58% vs. 40%).
- Residents in the Papaioea and Ashhurst-Fitzherbert wards are less likely to be satisfied with measures related to the overall direction and support provided by the Council compared to other wards.

NOTES:

1. LS1. How satisfied are you with each of the following? n=423

▲ 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 (% of respondents)

Year and Age Group	2024	2023	2022	18-34	35-64	65+
Overall quality of your life	80%	75% ▼	82%	71%	84%▲	85%
You're confident that the City is going in the right direction	49%	51% ▼	59%	47%	47%	58%

Ethnicity	Māori	All others
Overall quality of your life	79%	80%
You're confident that the City is going in the right direction	46%	50%

Ward	Papaioea	Takaro	Hokowhitu	Awapuni	Ashhurst-Fitzherbert
Overall quality of your life	76%	74%▲	87%	78%	82%
You're confident that the City is going in the right direction	43%	52%	52%	47%	56%

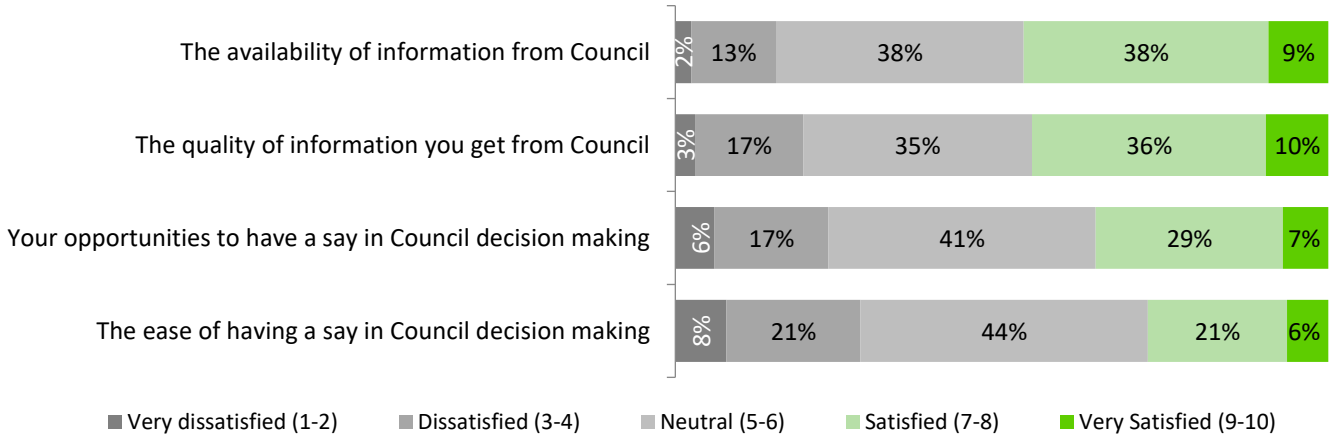
- Eight in ten residents (80%) of Palmerston North are satisfied with the *Quality of their life*, marking a 5% point increase compared to last year.
- Whilst nearly half of residents (49%) agree that the *City is going in the right direction*.

NOTES:

1. 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=502
2. 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=473

▲ **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 (% of respondents)

Year and Ethnicity	2024	2023	2022	2021	2020	2019	Māori	All others
The availability of information from Council	47%	46%	49% ▼	57%	55%	55%	38%	48%
The quality of information you get from Council	45%	45%	49%	54%	54%	53%	42%	46%
Your opportunities to have a say in Council decision making	36%	38%	35% ▼	46%	44%	42%	37%	35%
The ease of having a say in Council decision making	28%	31%	26% ▼	41%	35%	36%	27%	28%

Ward	Papaioea	Takaro	Hokowhitu	Awapuni	Ashhurst-Fitzherbert
The availability of information from Council	39%	48%	56%	50%	40%
The quality of information you get from Council	42%	46%	54%	46%	39%
Your opportunities to have a say in Council decision making	23%	37%	48%	40%	33%
The ease of having a say in Council decision making	18% ▼	26%	40%	28%	28%

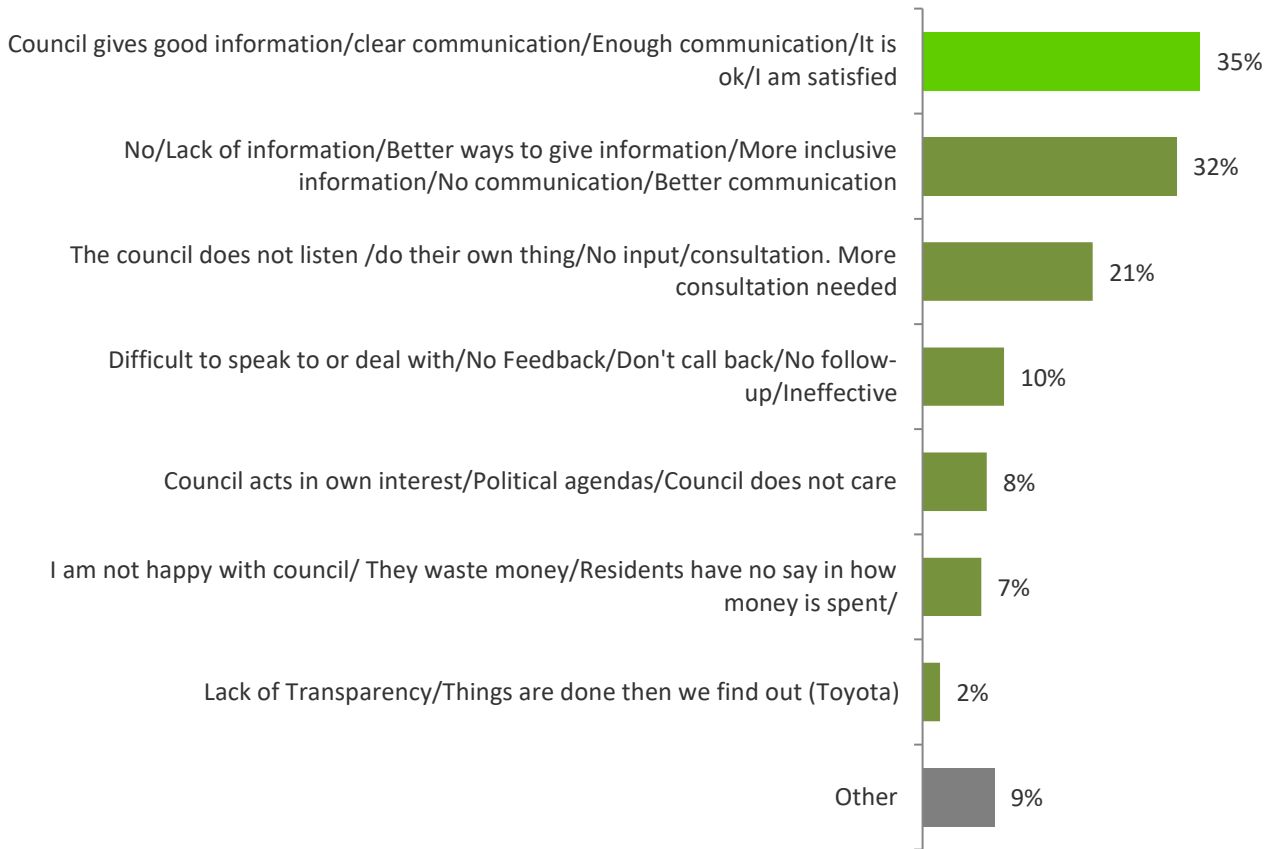
- Satisfaction with *The availability of information from Council* has slightly increased since 2023 (47% vs. 46%). While satisfaction with *Opportunities to have a say in Council decision making* and *The quality of information you get from Council* have declined.
- A significant decrease in satisfaction with *The ease of having a say in Council decision making* has been observed among Papaioea residents, declining from 30% in 2023 to 18% in 2024.

NOTES:

1. LS3. Now, a few questions about Council’s information and decision making. How satisfied are you with? n=480

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

Comments about the information residents receive from the council



- *Would like more information on what projects are being considered and worked on, and more ability to have a say. Could we have a segment on the local radio stations for example, like Positive Palmy with news about what's going on at the council and how to have a say etc.*
- *Promote why people should engage with council plans, rather than promote each consultation event.*
- *The customer service at Palmy council seems to not be very helpful in providing information. It's like they're almost trying to block you from speaking to anyone.*
- *Council listens but do not act upon what the residents suggest, and the council forge ahead with their own agenda.*
- *Trying to promote a place where there isn't actually anything to do seems like a waste of money.*



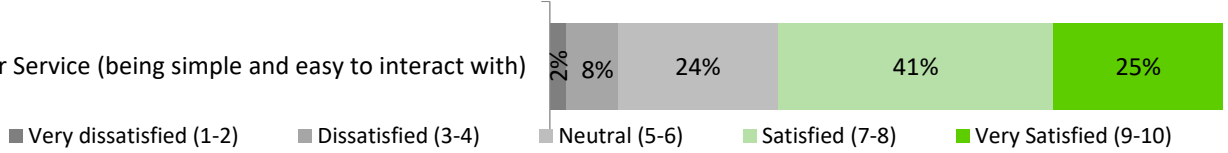
- *We get information sent out which is good, so we know what's going on.*
- *It's good that the council have a Facebook page that the people can go to and see what's happening around the city.*
- *Palmy Proud newsletter contains good information.*
- *When information arrives, usually by post, it is usually of good quality. The Council staff are usually courteous and try to be helpful.*
- *Some councillors reach out to residents, Mark Abbott does a very good job with communication.*
- *The website is good to go to when wanting information, plus the Manawatū Evening Standard on reporting what is happening in the region. Also, the occasional mail drops.*

NOTES:

1. LS4. Do you have any comments about the information you receive from Council or its consultation? n=213

Customer Service

Customer Service (being simple and easy to interact with)

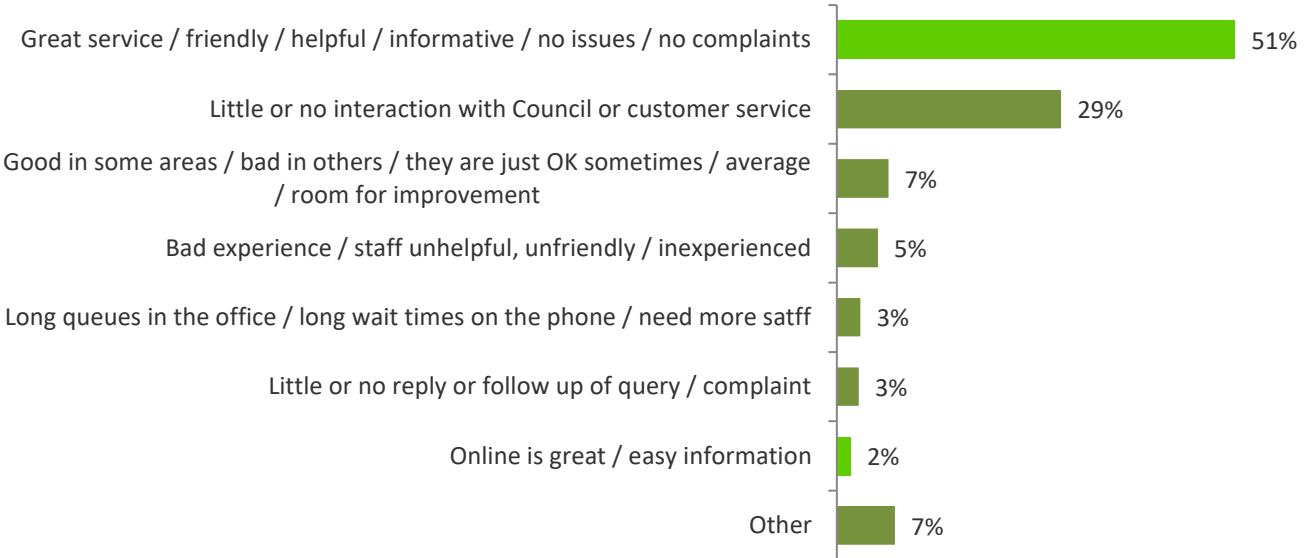


Scores with 7-10 (% of respondents)

Year and Ethnicity	2024	2023	2022	2021	2020	2019	Māori	All others
Customer Service (being simple and easy to interact with)	66%	66%	72%	75%	70%	70%	61%	67%

Ward	Papaioea	Takaro	Hokowhitu	Awapuni	Ashhurst-Fitzherbert
Customer Service (being simple and easy to interact with)	63%	67%	69%	74%	54% ▼

- Two-thirds of residents (66%) are satisfied with *Customer service*, which is consistent with 2023. Nearly three in ten (29%) have reported little or no interaction with Council or customer service.



- Because you're forever waiting to get through to get an appointment to see someone.
- You wait in line and they take your money. I'll give you the information, it is what it is.
- The follow up on some issues they were contacted about, was a little hit and miss.



- I generally have had great customer service when I have dealt with any Council issues.
- The frontline staff are always so friendly and tolerant.
- Great contact centre staff, ease of use both with phone calls and in person.

NOTES:

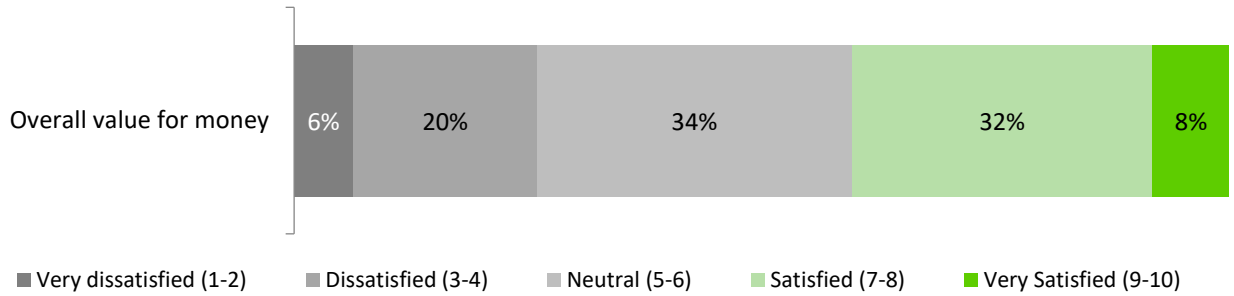
- LS5. And how satisfied are you with Council's customer service? n=438
- LS6. Why do you say this? n=457

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



Value for Money

Value for Money



Scores with 7-10 (% of respondents)

Year and Ethnicity	2024	2023	2022	Māori	All others
Overall value for money	40%	41%	41%	41%	40%

Ward	Papaioea	Takaro	Hokowhitu	Awapuni	Ashhurst-Fitzherbert
Overall value for money	30%	33%	50%	49%	38%

- A consistent four in ten residents (40%) are satisfied with the *Value for money* they received from the council.
- Residents from the Papaioea (30%) and Takaro (33%) wards are less likely to be satisfied with the *Value for money* they receive from the council compared to residents in other wards.

NOTES:

1. 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=484

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



Margin of Error by Demographics

Margin of Error (MOE) by Demographics

Age	Population	Sample	MOE
18-24	10,884	49	13.97%
25-34	12,327	72	11.52%
35-44	9,936	80	10.91%
45-54	10,005	94	10.06%
55-64	9,294	96	9.95%
65+	12,057	123	8.79%
Total	64,503	514	4.31%

Gender	Population	Sample	MOE
Male	30,846	278	5.85%
Female	33,657	236	6.36%
Total	64,503	514	4.31%

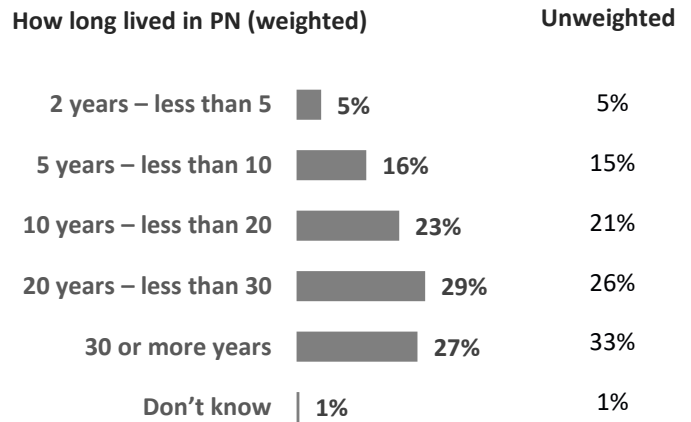
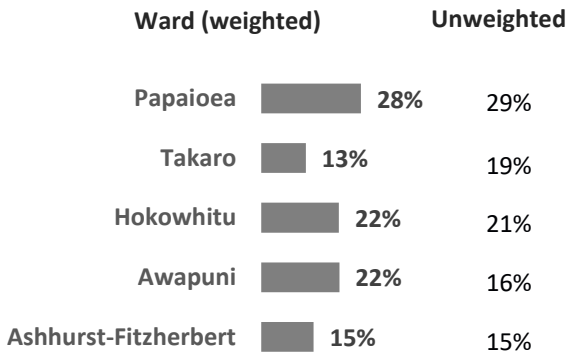
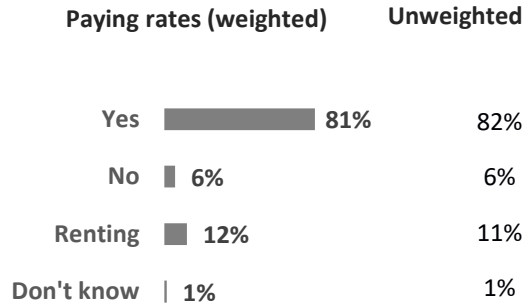
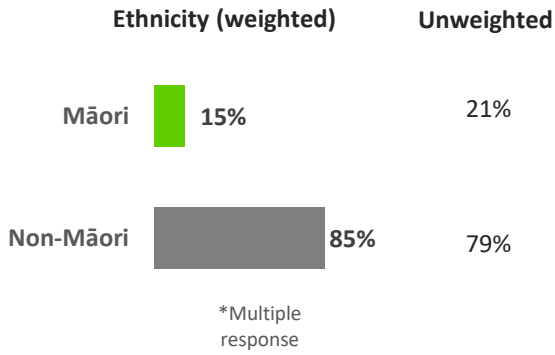
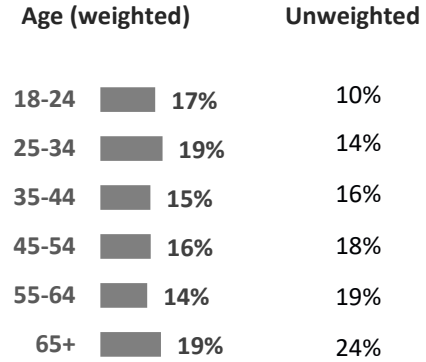
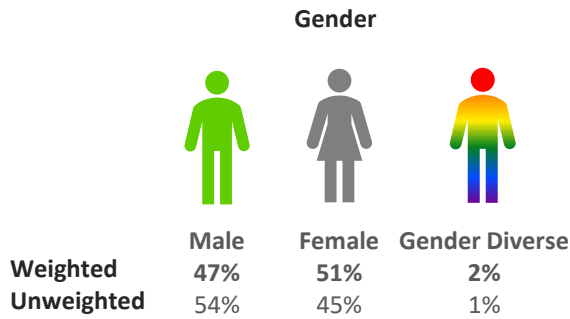
Ethnicity	Population	Sample	MOE
Māori	9,738	106	9.47%
Non-māori	54,759	408	4.83%
Total	64,503	514	4.31%

Ethnicity	Population	Sample	MOE
Papaioea	18,255	151	7.94%
Takaro	8,157	97	9.89%
Hokowhitu	14,223	109	9.35%
Awapuni	14,295	80	10.93%
Ashhurst-Fitzherbert	9,597	77	11.12%
Total	64,503	514	4.31%



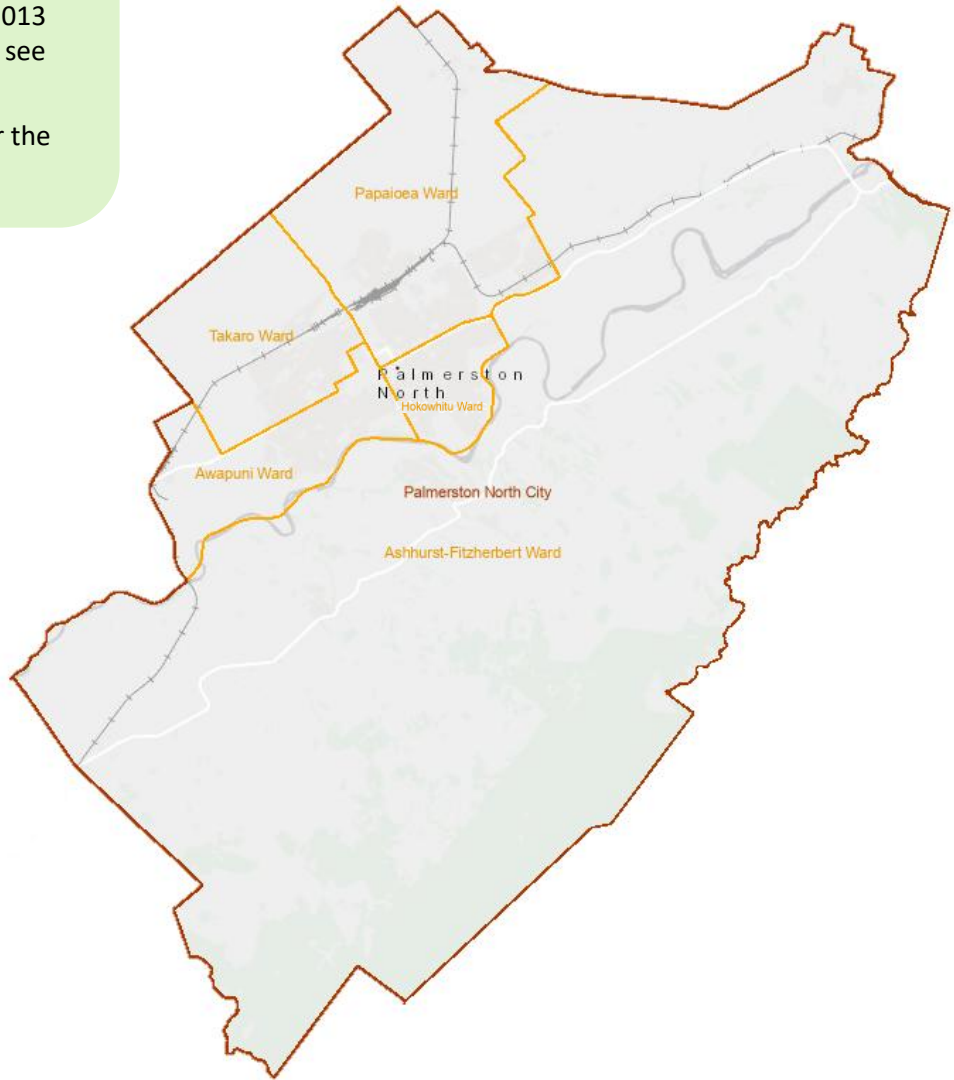
Sample profile

Demographics



Statistical areas covered by Wards

- This report has used the 2013 ward boundaries – please see map.
- Please see below table for the 2023 statistical area.



Ward	Statistical Area 2023 covered
Takaro	Cloverlea, Highbury East, Palmerston North Central, Park West, Pioneer, Takaro North, Takaro South, Westbrook. Parts of: Newbury, Palmerston North Central, Tremaine, Pioneer West, Takaro North.
Papaioea	Kelvin Growth West, Milson North, Milson South, Palmerston North Hospital, Palmerston North Airport, Papaioea North, Roslyn. Parts of: Kelvin Grove North, Newbury, Palmerston North Central, Tremaine, Whakarongo.
Awapuni	Awapuni North, Awapuni South, Esplanade, Maraetarata, West End. Parts of: Newbury, Palmerston North Central, Pioneer West, Takaro North.
Hokowhitu	Hokowhitu Central, Hokowhitu East, Hokowhitu South, Milverton, Papaioea South, Ruahine, Ruamahanga. Parts of: Palmerston North Central.
Ashhurst-Fitzherbert	Aokautere, Ashhurst, Fitzherbert, Linton Camp, Pihauatua, Poutua, Turitea. Parts of: Kelvin Grove North, Royal Oak, Whakarongo.



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