



# 2017 RESIDENTS' OPINION SURVEY



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# 1 Executive Summary

## 1.1 Executive Summary

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This document reports the results of the 2017 Residents' Opinion Survey. The survey was conducted for Kāpiti Coast District Council by Research First in two waves, over February and May 2017, and includes 413 Kāpiti residents.

The key finding of this research is that in most areas of service, Council's performance has **improved** or is **steady** compared to 2016 results.



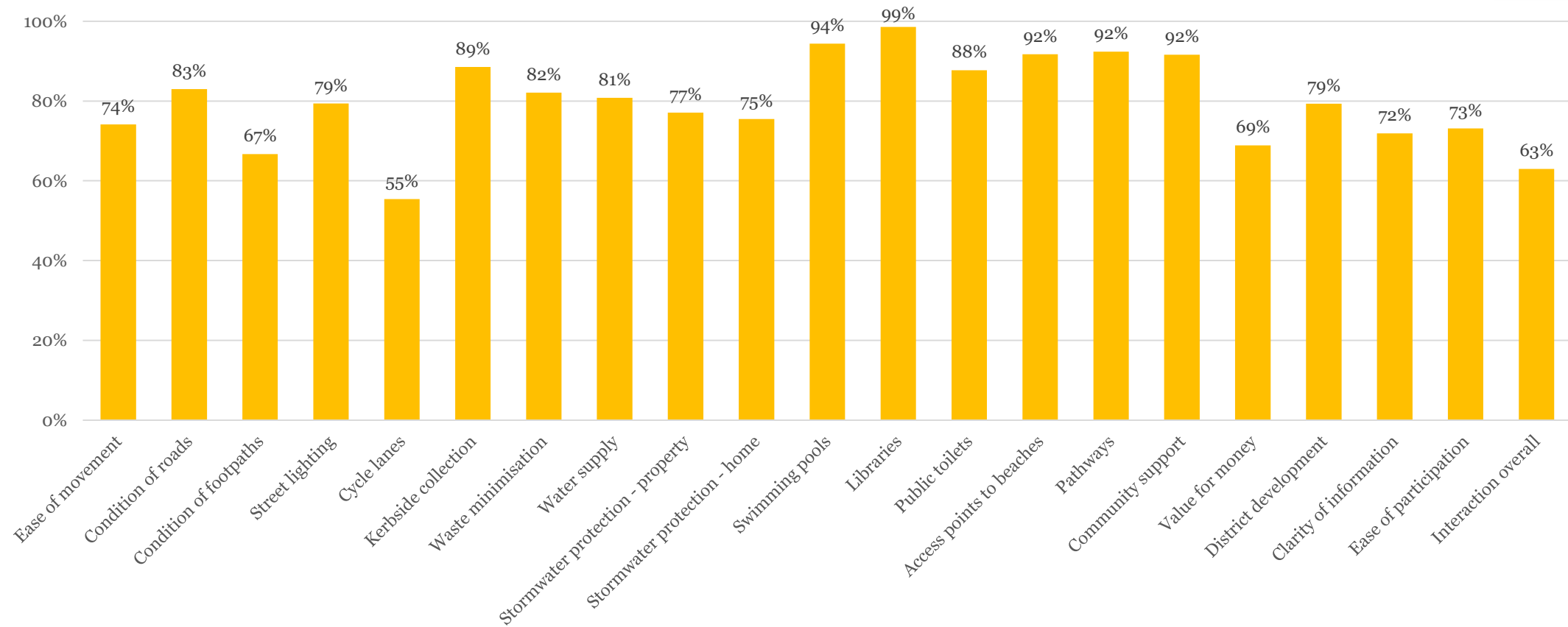
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## 2 Research Design

## 2.1 Research Context

Kāpiti Coast District Council (Council) is the local government authority for Kāpiti Coast District. Each year Council surveys residents in Kāpiti about their opinions on a wide range of services delivered to the district.

The information provided by the survey results helps Council determine its work programme and budget priorities in the future.

In 2017, Council contracted Research First to conduct the Residents' Opinion Survey.



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## 2.2 Research Method



The research was conducted using a telephone survey design. This method was the best choice because:

- Keeping the method the same as that used in previous years means that results can be compared;
- It provides better quality results (because the presence of a telephone interviewer reduces errors and addresses potential biases resulting from interpretation problems on behalf of the participants);
- It provides results that are representative of the views of a geographically dispersed population; and
- It provides results that can be extrapolated to an audience with a high degree of accuracy (because of the use of probability samples).

The survey was conducted in two waves, in February and May 2017. The total sample for this annual report is 413 respondents.

Note that in both waves, data was simultaneously collected online, with respondents accessing the survey through Council's social media and other communication channels. This increases engagement but the online results have been kept separate from the telephone results, and are not reported in this document; this is because the sample was self-selected rather than randomly-selected and the demographic does not match the profile of Kāpiti. The results therefore may not match the actual proportion of sentiment across the District. The feedback received from the online survey, with the telephone results, will be disseminated across Council for use in Council's on-going efforts to improve how it delivers its services.



## 2.3 Notes On This Report



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When reading this report, it is important to consider:

- The maximum margin of error for the achieved sample of 413 respondents is +/-4.7% at the 95% confidence interval. This means that Council can have confidence in the results for the sample as a whole, but the results for subsamples such as community board, age and gender are less precise;
- The 2016 results are from a telephone survey of 399 respondents conducted in March 2016;
- In some cases, respondents chose to answer 'don't know' rather than rate a service or facility. Where this is the case, these responses have been removed from the analysis and a subtotal of respondents calculated;
- For each service or facility, an 'adjusted satisfaction score' has been calculated. This is in line with the way Council has previously analysed its satisfaction results. The adjusted satisfaction score is calculated by removing neutral and don't know responses, and recalculating the percentage of satisfied respondents from the reduced base size;
- Where a result is significantly different from results recorded in previous years, this is noted with a yellow (positive) or blue (negative) arrow; and
- Results have also been analysed against Long Term Plan targets. An achieved score is denoted with a tick, while not achieved scores are denoted with a cross.

## 2.4 Research Sample

The demographics of the research sample were matched to the population of Kāpiti as captured by the 2013 Census.

<i>Age Group</i>	n	%	Census 2013
18-29	44	11%	12%
30-39	38	9%	12%
40-49	80	19%	18%
50-59	73	18%	18%
60-64	38	9%	8%
65+	140	34%	32%
Total	413	100%	

<i>Gender</i>	n	%	Census 2013
Male	185	45%	46%
Female	228	55%	54%
Total	413	100%	

<i>Town</i>	n	%
Paraparaumu	103	25%
Waikanae	96	23%
Ōtaki	76	18%
Paekākāriki	44	11%
Paraparaumu Beach	30	7%
Raumati South	25	6%
Raumati Beach	19	5%
Waikanae Beach	11	3%
Te Horo	4	1%
Ōtaki Beach	2	0%
Reikorangi	2	0%
Otaihanga	1	0%
Total	413	100%

<i>Community Board</i>	n	%
Ōtaki	82	20%
Waikanae	109	26%
Paraparaumu	178	43%
Paekākāriki	44	11%
Total	413	100%



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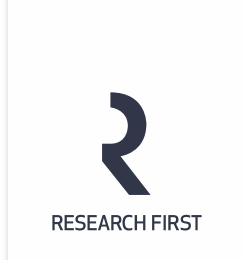
## 3 Overall Satisfaction

### 3.1 Overall Satisfaction, 2017

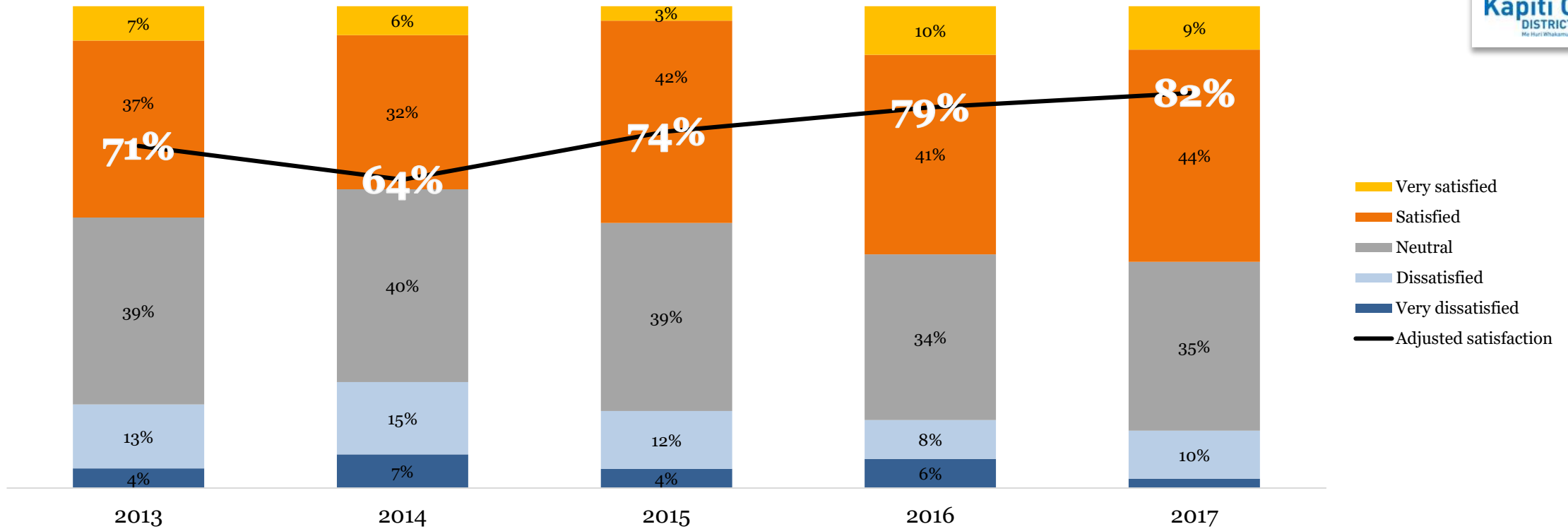


Respondents were asked how satisfied or dissatisfied they are with the overall performance of Council.

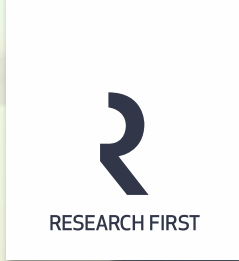
Results show that 53% of respondents were satisfied or very satisfied with the overall performance of Council. The adjusted satisfaction score is 82%. This is a slight increase on the 2016 score, 79%.



## 3.2 Overall Satisfaction, Over Time



When analysed over time, results show that perceptions of Council performance have been continually improving since 2014.



# 4 Results in Detail

## 4.1

# Ease of Movement



Respondents were asked how satisfied or dissatisfied they are that Council roads allow for easy movement around the District.

Overall, 58% of respondents were satisfied or very satisfied with ease of movement in Kāpiti. The adjusted satisfaction score is 74%. This is a significant improvement on the 2016 score of 61%, although it falls short of the targeted 85% in the Long Term Plan 2015-35.



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Respondents were asked how satisfied they are with the condition of roads in the District.

Overall, 57% of respondents were satisfied or very satisfied with the condition of roads in Kāpiti. The adjusted satisfaction score is 83%. This score is in line with the result achieved in 2016. Satisfaction with roading conditions met the Long Term Plan 2015-35 target of 70%.



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## 4.3 Condition of Footpaths



Respondents were asked how satisfied they are with the condition of footpaths in the District.

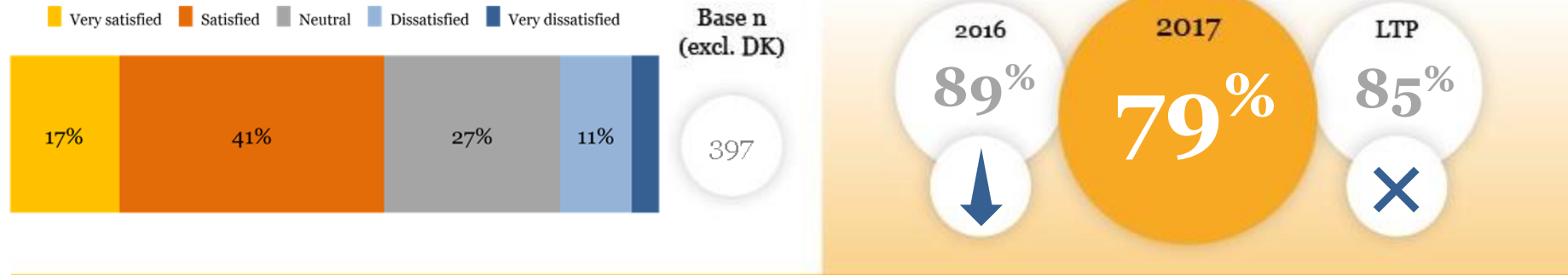
Overall, 46% of respondents were satisfied or very satisfied with the condition of footpaths in Kāpiti. The adjusted satisfaction score is 67%. This score is in line with the result achieved in 2016. Satisfaction with roading conditions did not meet the Long Term Plan 2015-35 target of 70%.



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## 4.4 Street Lighting



Respondents were asked how satisfied they are with street lighting in the District.

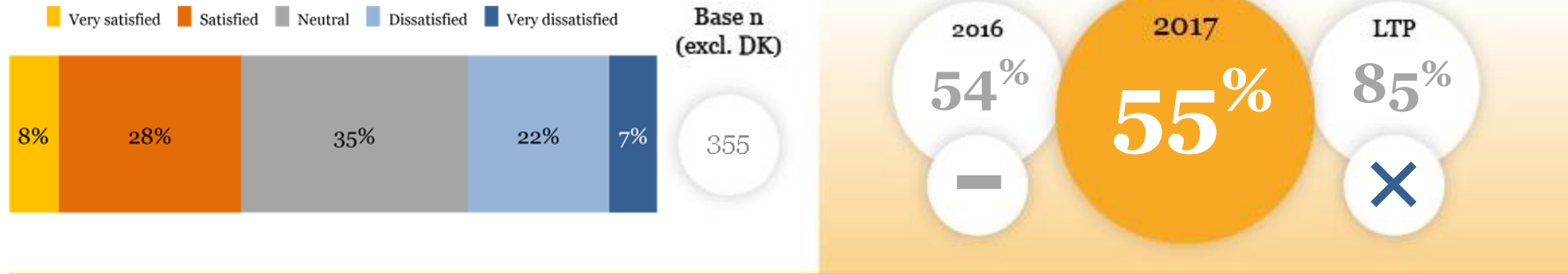
Overall, 58% of respondents were satisfied or very satisfied with street lighting in Kāpiti. The adjusted satisfaction score is 79%. This score has declined from 89% achieved in 2016. Satisfaction with street lighting did not meet the Long Term Plan 2015-35 target of 85%.



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## 4.5 Cycle Lanes



Respondents were asked how satisfied they are with the safety and availability of cycle lanes in the District.

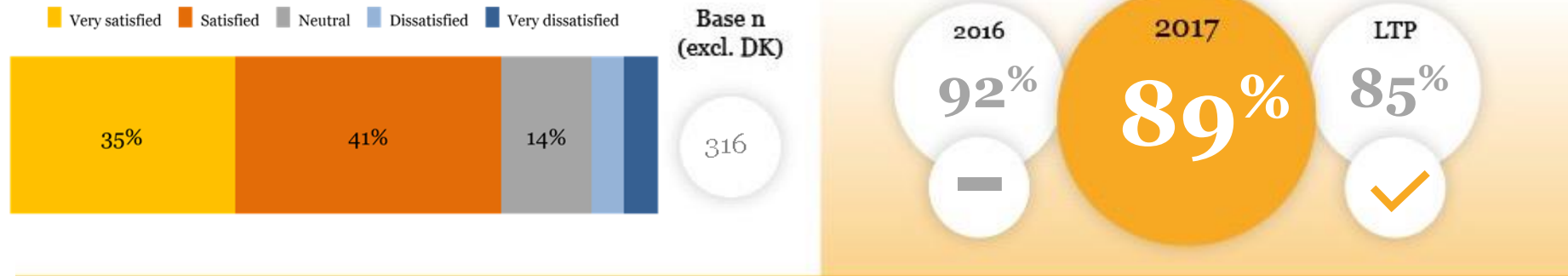
Overall, 36% of respondents were satisfied or very satisfied with the safety and availability of cycle lanes in Kāpiti. The adjusted satisfaction score is 55%. This score is in line with the result from 2016. Satisfaction with cycle lane safety and availability did not meet the Long Term Plan 2015-35 target of 85%.



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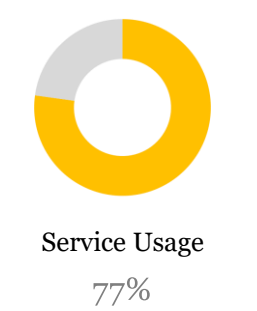
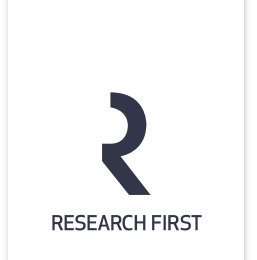


## 4.6 Kerbside Collection



Respondents who had access to kerbside rubbish collection services were asked how satisfied they are with them.

In total, 77% of respondents had access to kerbside rubbish collection services. Of these respondents, 76% were satisfied or very satisfied with the standard of collection. The adjusted satisfaction score is 89%, which meets the Long Term Plan 2015-35 target of 85%.





Respondents who were aware of Council's waste minimisation programmes were asked how satisfied they are with them.

In total, 26% of respondents were aware of waste minimisation programmes. Of these respondents, 54% were satisfied or very satisfied with the programmes. The adjusted satisfaction score is 82%, which meets the Long Term Plan 2015-35 target of 75%.



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Service Awareness

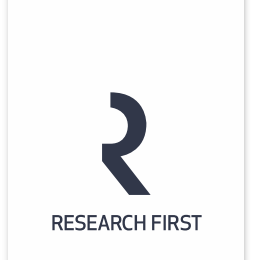
26%

## 4.8 Water Supply



Respondents who were provided with Council water supply were asked about their satisfaction with the quality.

In total, 88% of respondents had access to a Council-provided water supply. Of these respondents, 66% were satisfied or very satisfied with the quality of the water. The adjusted satisfaction score is 81%, which meets the Long Term Plan 2015-35 target of 80%.



Service Usage  
88%



## 4.9 Stormwater, Protecting Properties & Gardens



Respondents were asked how satisfied they are with the ability of the stormwater system to protect their property and garden from flooding.

Overall, 55% of respondents were satisfied or very satisfied with how the stormwater system protects their property and garden. The adjusted satisfaction score is 77%. This score is in line with the result from 2016.



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## 4.10 Stormwater, Protecting Homes



Respondents were asked how satisfied they are with the ability of the stormwater system to protect their home from flooding.

Overall, 52% of respondents were satisfied or very satisfied with how the stormwater system protects their home. The adjusted satisfaction score is 75%. This score has declined since 2016.



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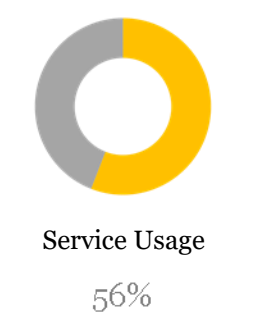
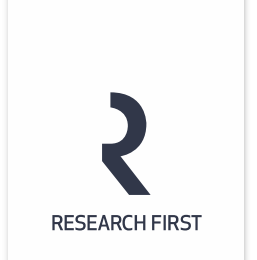


## 4.11 Swimming Pools



Respondents who had used a Council-owned swimming pool were asked how satisfied they are with the services and facilities.

In total, 56% of respondents had used a Council-owned swimming pool. Of these respondents, 81% were satisfied or very satisfied with the pools. The adjusted satisfaction score is 94%, which is an improved score since 2016. The score meets the Long Term Plan 2015-35 target of 85%.

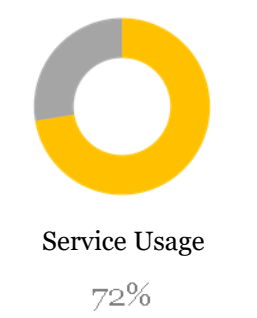
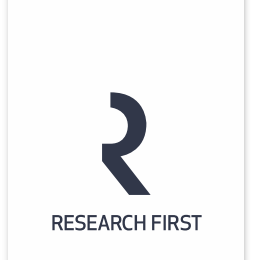


## 4.12 Libraries

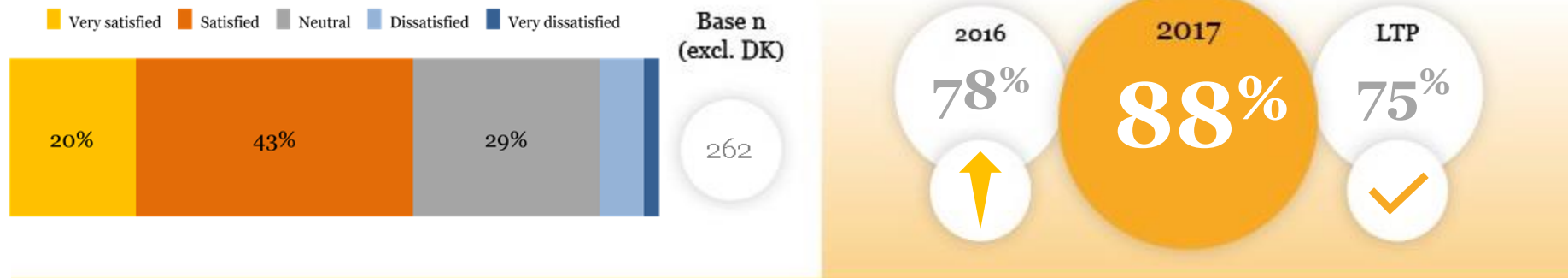


Respondents who had visited a Council-owned library were asked how satisfactory the service was.

In total, 72% of respondents had visited a Council-owned library. Of these respondents, 93% were satisfied or very satisfied with the service. The adjusted satisfaction score is 99%, in line with the 2016 score. The score meets the Long Term Plan 2015-35 target of 85%.



## 4.13 Public Toilets



Respondents who had used a public toilet in the District were asked how satisfied they are with public toilets.

In total, 62% of respondents had used a public toilet. Of these respondents, 63% were satisfied or very satisfied with the toilets. The adjusted satisfaction score is 88%, which is an improved score since 2016. The score meets the Long Term Plan 2015-35 target of 75%.



Service Usage

62%

## 4.14 Access Points to Beaches



Respondents were asked how satisfied they are with access points to beaches in the District.

Overall, 75% of respondents were satisfied or very satisfied with access points to beaches. The adjusted satisfaction score is 92%. This is in line with the 2016 score. The score meets the Long Term Plan 2015-35 target of 85%.

## 4.15 Pathways



Respondents were asked how satisfied they are with pathways for cycling, walking, and bridleways.

Overall, 71% of respondents were satisfied or very satisfied with pathways. The adjusted satisfaction score is 92%. This is in line with the 2016 score. The score meets the Long Term Plan 2015-35 target of 85%.



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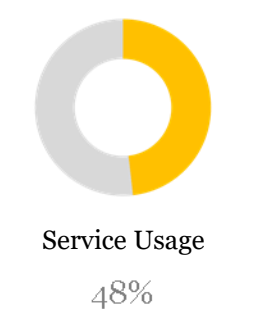
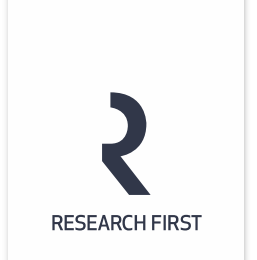


## 4.16 Community Support

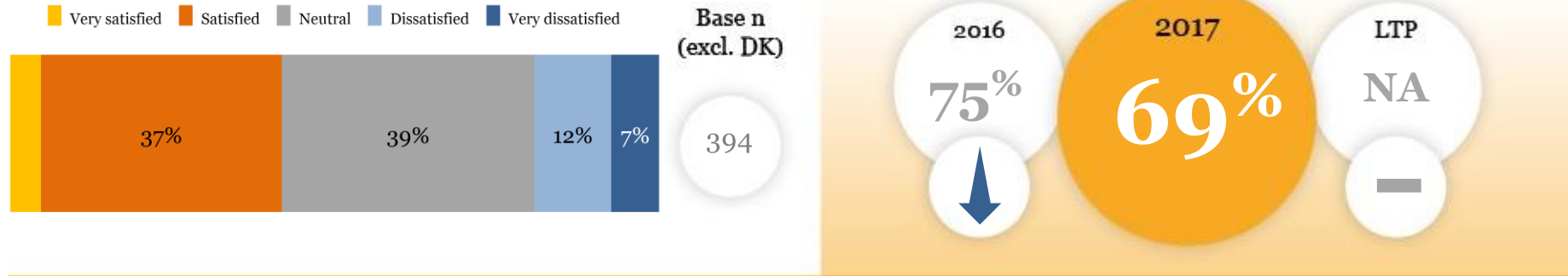


Respondents who were aware of Council's community support services were asked how satisfied they are with them.

In total, 48% of respondents were aware of community support services. Of these respondents, 61% were satisfied or very satisfied with the programmes. The adjusted satisfaction score is 92%, which meets the Long Term Plan 2015-35 target of 85%.



## 4.17 Value for Money



Respondents were asked how satisfied they are that they receive good value for the money they spend in rates and other fees, considering all the services Council provides.

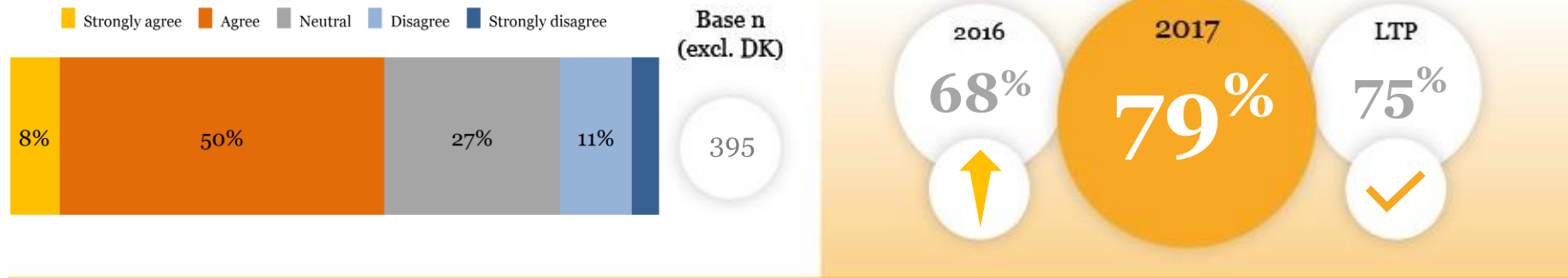
Overall, 42% of respondents were satisfied or very satisfied with value for money. The adjusted satisfaction score is 69%. This score has decreased compared to 2016.



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## 4.18 District Development



Respondents were asked if they agree or disagree that the District is developing in a way that takes into account its unique character and natural environment.

Overall, 58% of respondents agreed or strongly agreed. The adjusted agreement score is 79%. This score has improved compared to 2016. The score meets the Long Term Plan 2015-35 target of 75%.



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## 4.19 Clarity of Information



Respondents were asked how satisfied they are that Council provides clear information on issues where decisions are coming up.

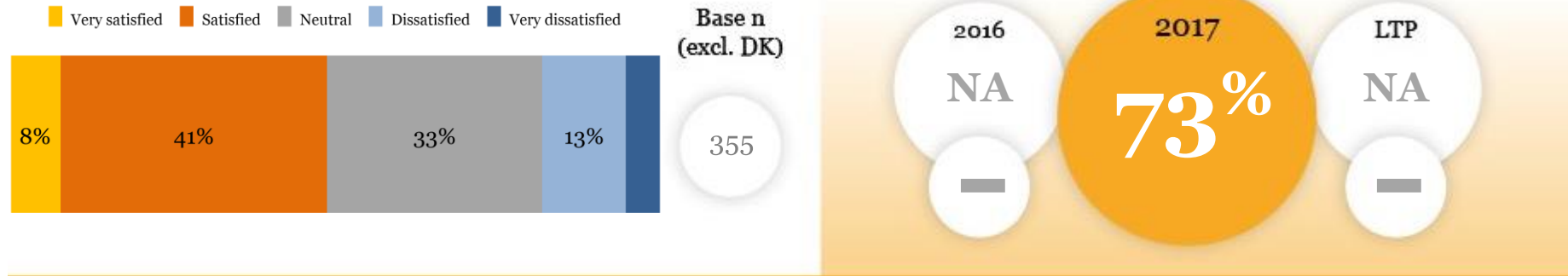
Overall, 48% of respondents were satisfied or very satisfied with the clarity of information. The adjusted satisfaction score is 72%. Note that the question wording has changed since 2016, which means the results cannot be compared over time.



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## 4.20 Ease of Participation



Respondents were asked how satisfied they are that Council makes it easy for them to have their say and participate in decision-making that affects the District.

Overall, 49% of respondents were satisfied or very satisfied with the ease of participating in decision-making. The adjusted satisfaction score is 73%. Note that the question wording has changed since 2016, which means the results cannot be compared over time.

## 4.21 Interactions with Council

<i>Who Was Contacted</i>	n	%
A Council staff member	77	87%
An elected member	3	3%
Can't recall/other	9	10%
Total	89	100%

<i>How Contact Was Made</i>	n	%
Phone	52	58%
In person at an office or service centre	23	26%
Email	13	15%
Written letter	6	7%
Online (including website and social media)	1	1%
Other	3	3%
Total	89	100%

Respondents were asked if they had made a request for service or a complaint about Council service in the past 12 months.

In total, 22% of respondents had interacted with Council.

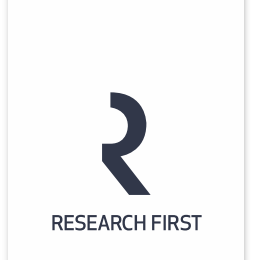
Of these respondents, most had interacted with Council staff over the phone.

## 4.22 Interactions with Council, Overall



Respondents who had interacted with Council were asked to rate how well their enquiry was handled overall.

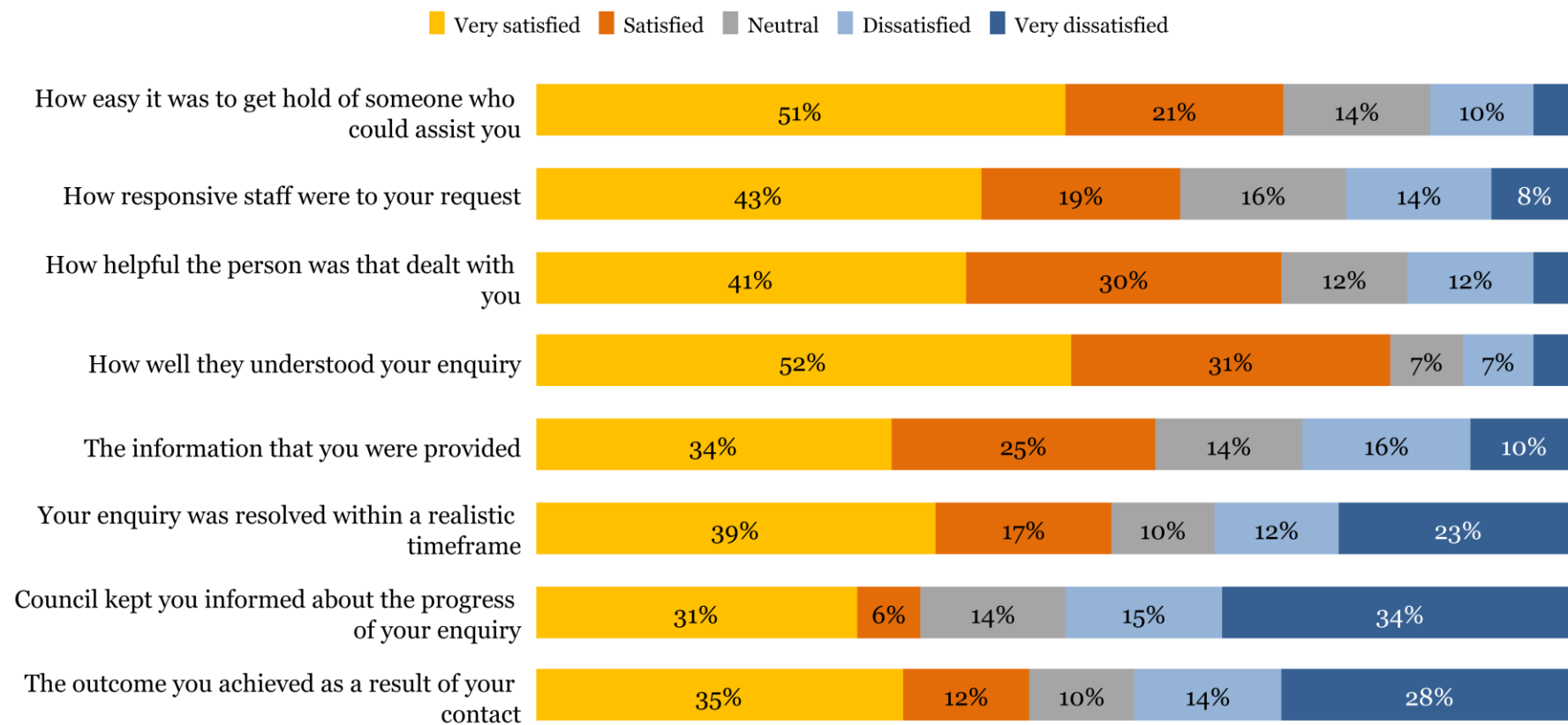
In total, 22% of respondents had interacted with Council. Of these respondents, 53% were satisfied or very satisfied with the interaction. The adjusted satisfaction score is 63%, in line with the 2016 score.



Service Usage  
22%



## 4.23 Interactions with Council, In Detail

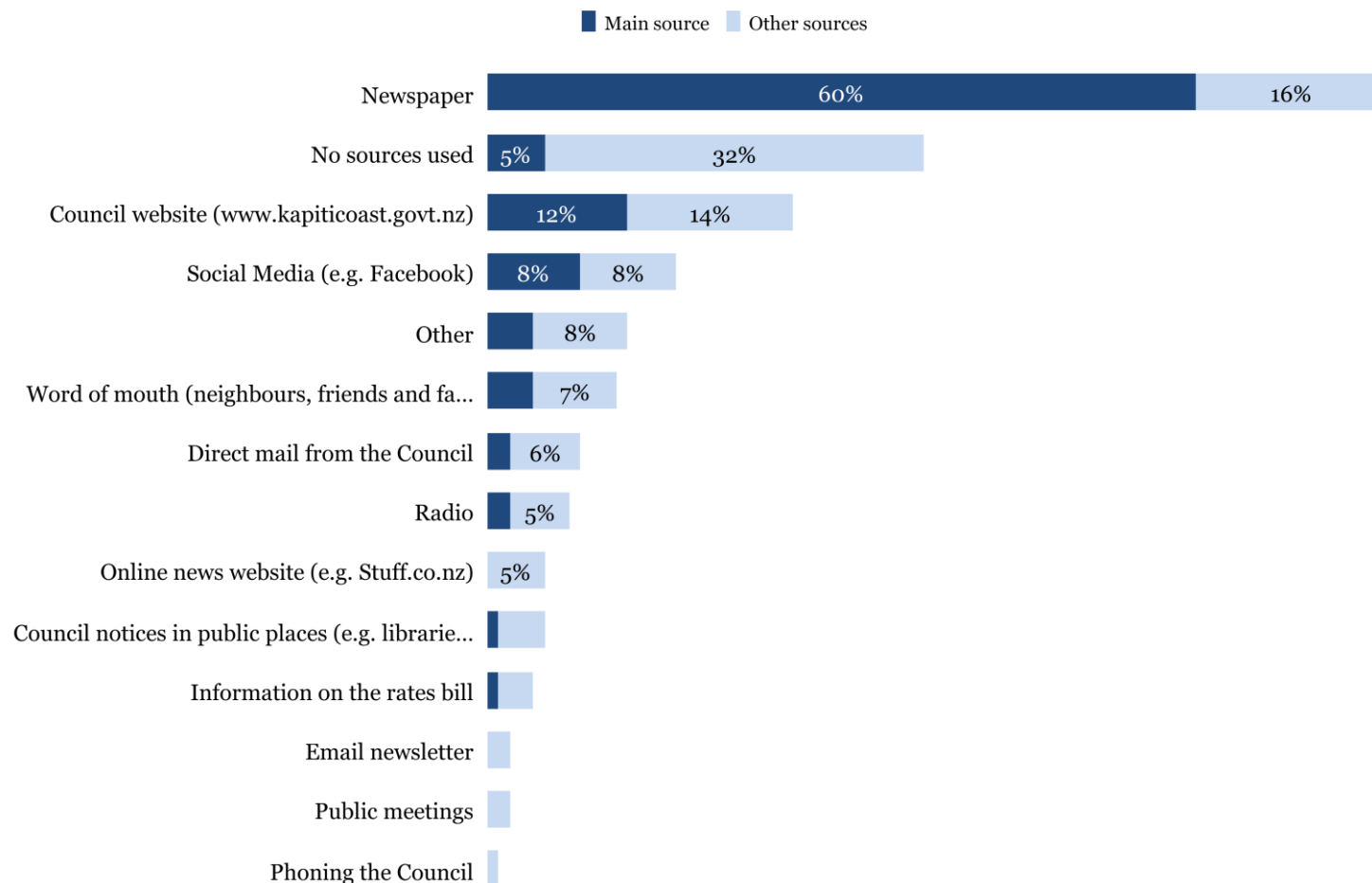


Respondents also rated aspects of their interaction with Council. The most satisfactory part of interactions was how well Council understood enquiries (82% satisfied or very satisfied), while the least satisfactory aspect was how Council kept residents informed about the progress of their enquiry (36% satisfied or very satisfied).



Service Usage  
22%

## 4.24 Sources of Information



Service Usage  
22%

Respondents were asked to name their main source of information about Council, and any other sources they used.



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## 5 Derived Importance

## 5.1 About Derived Importance

In previous years, the Residents' Opinion Survey has included a series of questions on the importance of various services and facilities. This data has been used to create a 'performance-importance matrix', showing the relationship between performance and importance of services and facilities.

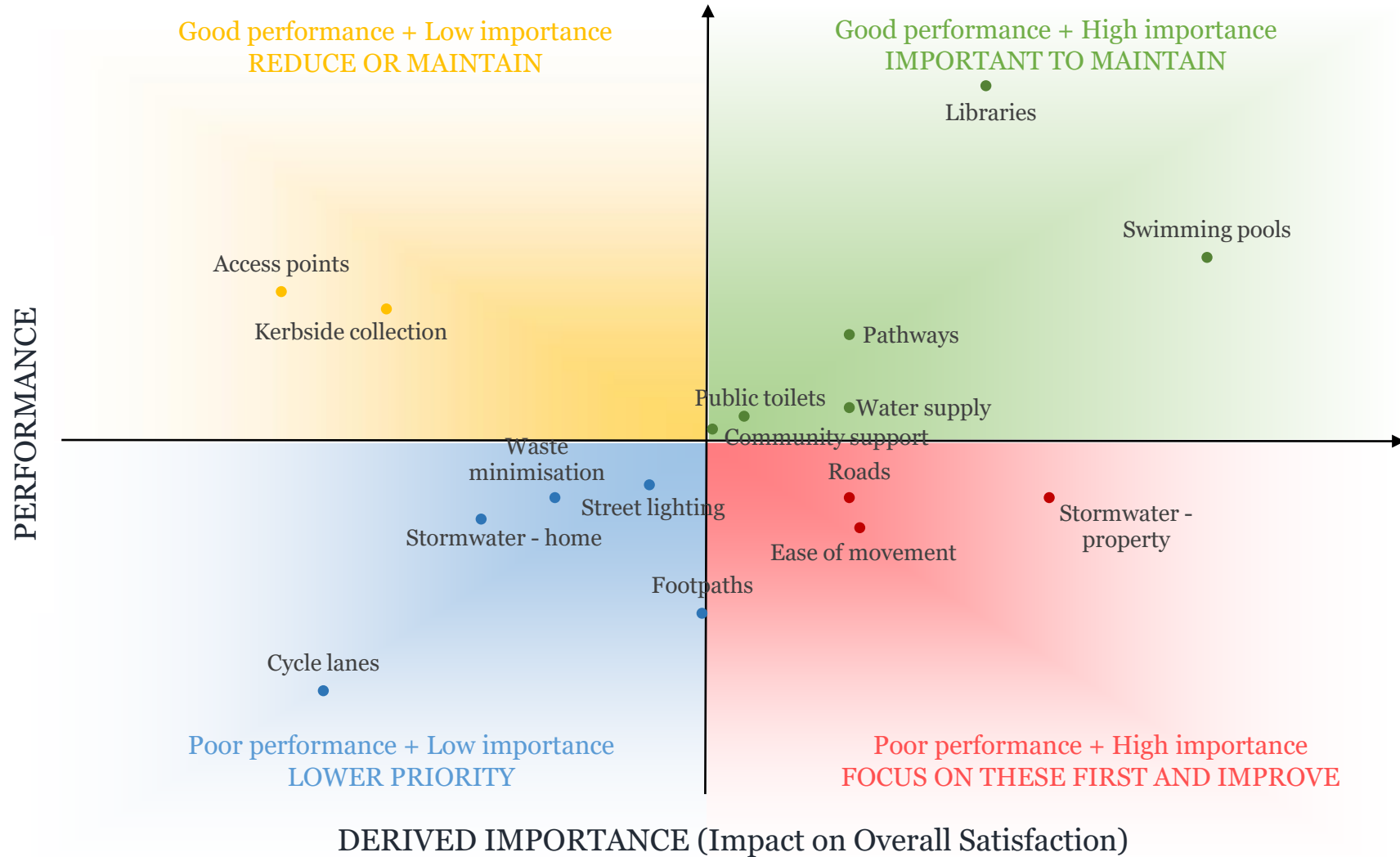
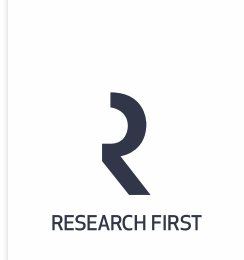
In 2017, those questions were removed from the survey to improve brevity and lessen the burden of response. Instead, importance has been estimated using **Key Driver Analysis**. This is an analysis technique using a multinomial logit model.

Essentially, this model analyses the relationship between satisfaction with services and facilities, and satisfaction overall. This then derives an importance score based on the impact of different attributes on the overall satisfaction rating.



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## 6 Appendix One: Benchmarking



Comparisons between results recorded by Councils in similar areas are provided to add context to results. When viewing the results there are a number of factors to bear in mind that may influence recorded results:

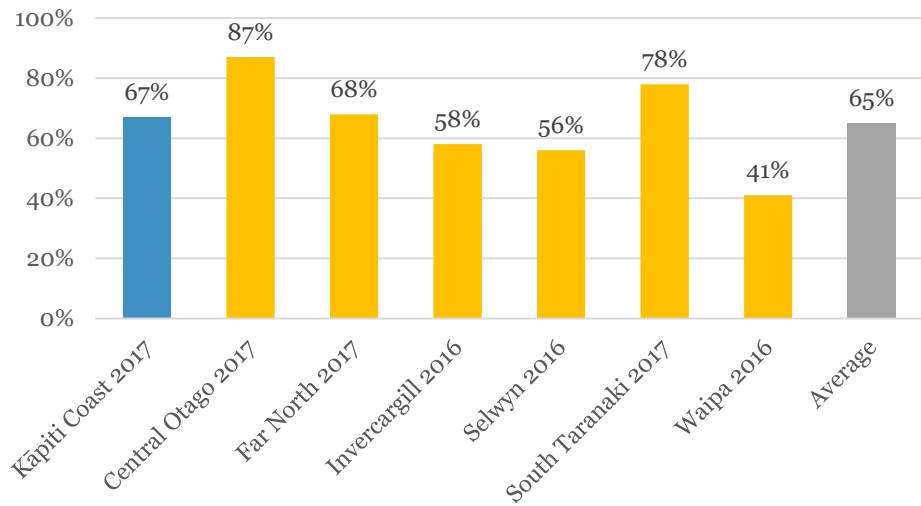
- Councils in this group were identified as being similar in terms of some key identifiers: split of urban/rural residential areas, district size, median age, population density, and population size. The districts are very different in other areas that may impact on results;
- Sample sizes and data collection methods differ slightly between Councils; and
- Question wording and response scales differ between Councils.



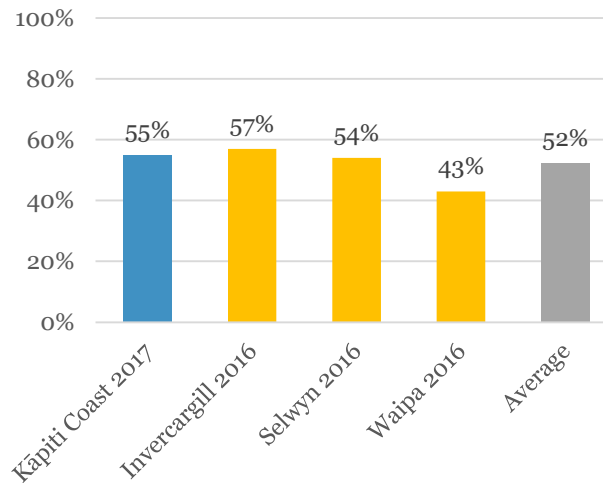
# A1.2 Benchmarked Results, Access and Transport



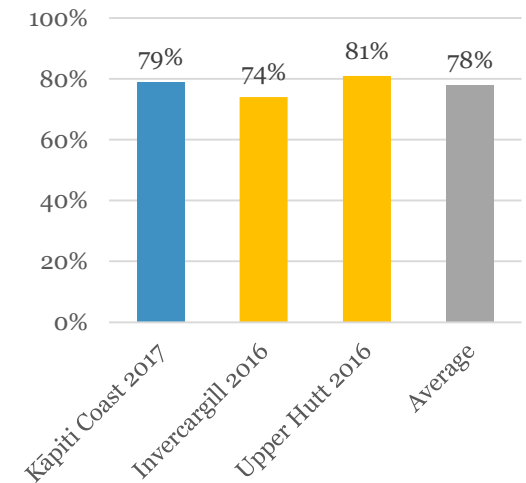
*Footpaths*



*Cycle lanes*



*Street lighting*





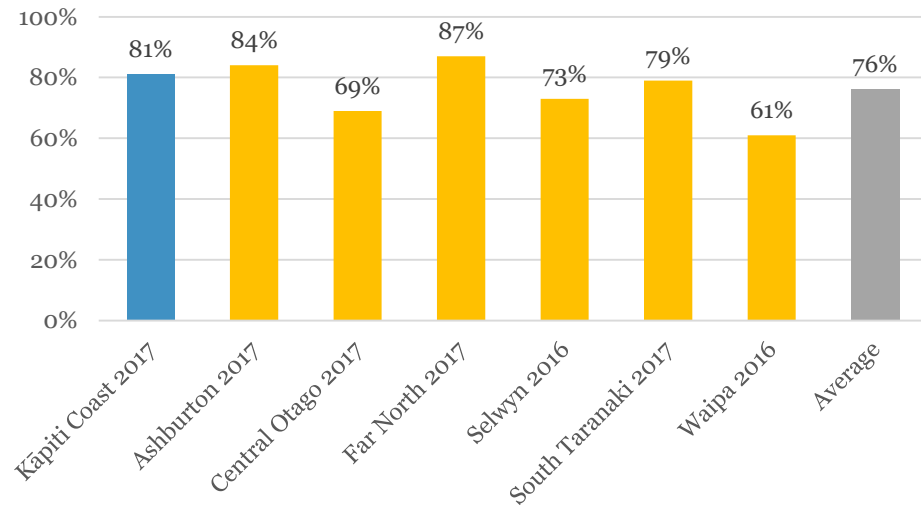
## A1.2 Benchmarked Results, Waste & Water



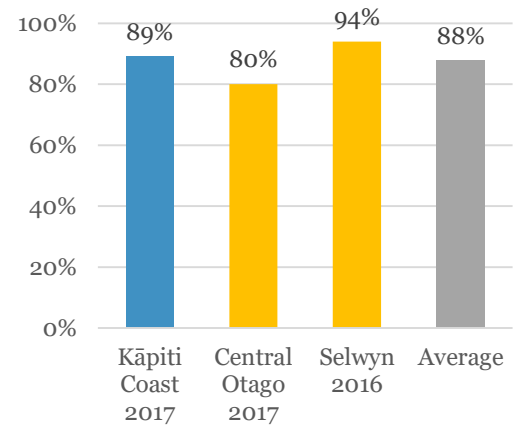
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*Water supply*



*Kerbside collection*



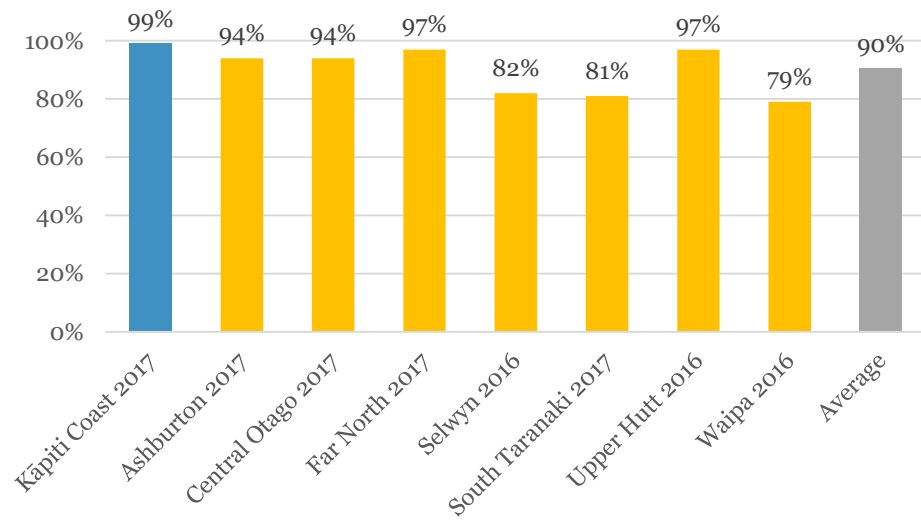
## A1.2 Benchmarked Results, Facilities



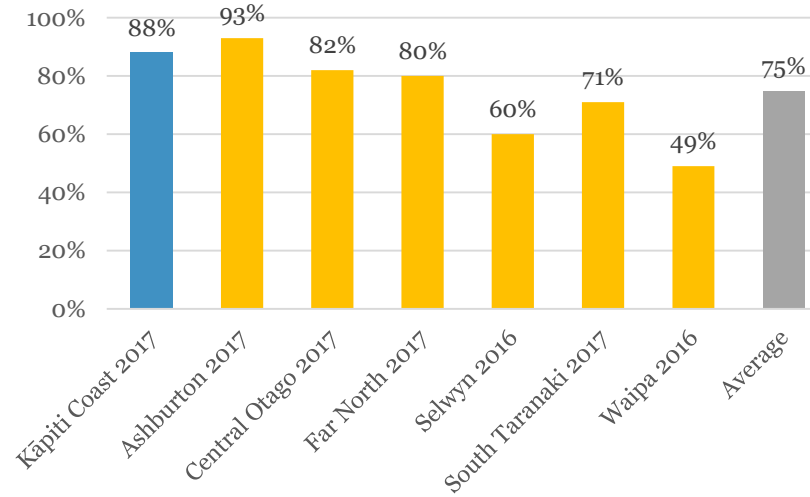
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### Libraries



### Public toilets





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## 7 Appendix Two: Results by Age

## A2.1 Results by Age (Adjusted Satisfaction)

	18-29	30-39	40-49	50-59	60-64	65+	Total
Ease of movement	81%	70%	60%	61%	69%	92%	74%
Condition of roads	88%	75%	82%	72%	71%	93%	83%
Condition of footpaths	89%	72%	65%	53%	48%	68%	67%
Street lighting	76%	67%	69%	80%	86%	88%	79%
Cycle lanes	78%	57%	42%	53%	43%	60%	55%
Kerbside collection	94%	91%	84%	78%	87%	95%	89%
Waste minimisation	100%	80%	64%	91%	75%	87%	82%
Water supply	79%	77%	80%	69%	87%	87%	81%
Stormwater protection - property	93%	75%	72%	63%	79%	81%	77%
Stormwater protection - home	92%	62%	69%	69%	80%	80%	75%
Swimming pools	100%	85%	93%	94%	100%	98%	94%
Libraries	100%	96%	100%	98%	100%	98%	99%
Public toilets	73%	71%	76%	91%	100%	98%	88%
Access points to beaches	95%	94%	93%	85%	93%	93%	92%
Pathways	88%	93%	89%	96%	88%	95%	92%
Community support	100%	100%	83%	95%	82%	93%	92%
Value for money	91%	67%	71%	64%	54%	69%	69%
District development	97%	83%	69%	67%	87%	83%	79%
Clarity of information	85%	70%	66%	72%	77%	70%	72%
Ease of participation	86%	68%	76%	70%	78%	69%	73%
Interaction overall	50%	100%	69%	57%	50%	63%	63%

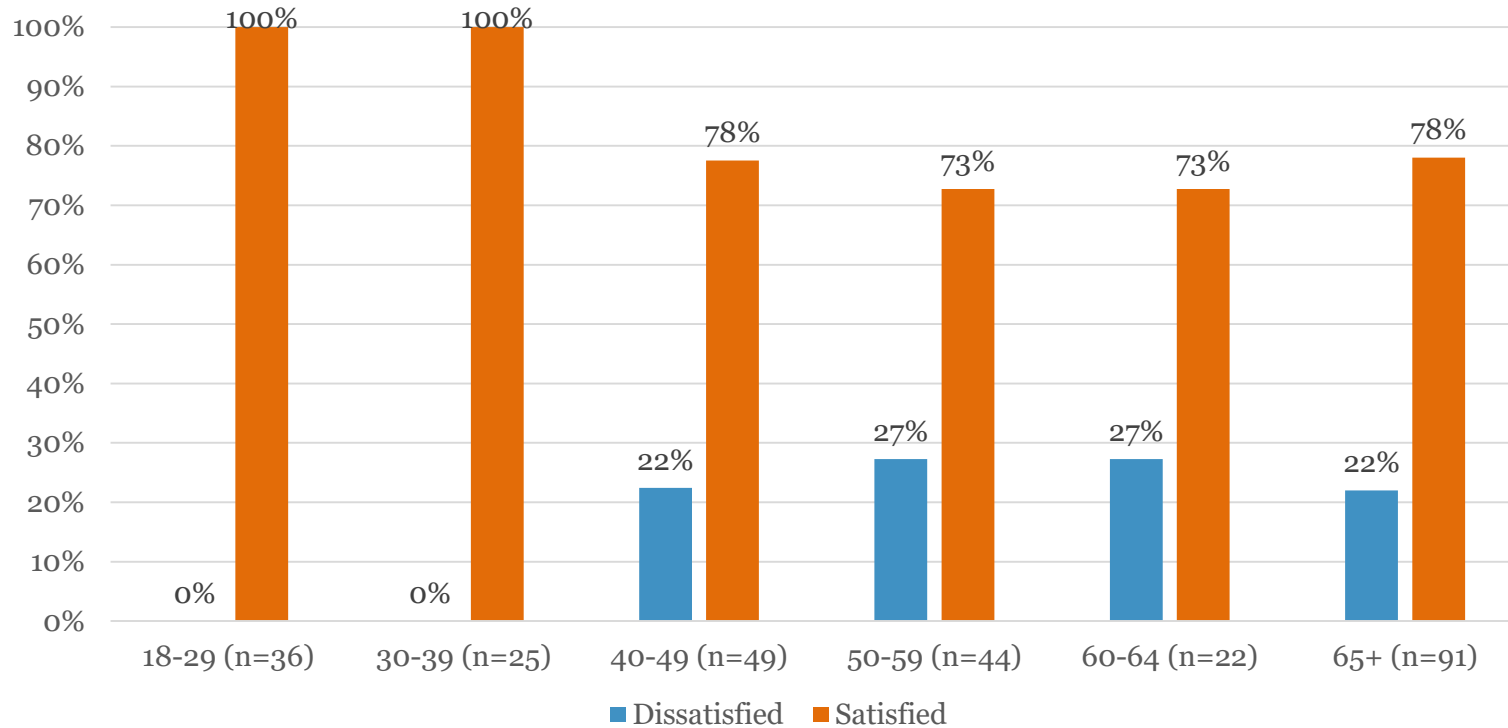
Note that where the data are red, the result is significantly lower. Where the result is blue, the result is significantly higher.



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## A2.2 Overall Satisfaction by Age (Adjusted)



Note that where the data are red, the result is significantly lower. Where the result is blue, the result is significantly higher.



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## 8 Appendix Three: Results by Gender



## A3.1 Results by Gender (Adjusted Satisfaction)

	Male	Female	Total
Ease of movement	75%	73%	74%
Condition of roads	87%	80%	83%
Condition of footpaths	75%	60%	67%
Street lighting	80%	79%	79%
Cycle lanes	63%	50%	55%
Kerbside collection	90%	87%	89%
Waste minimisation	77%	84%	82%
Water supply	82%	80%	81%
Stormwater protection - property	77%	77%	77%
Stormwater protection - home	77%	74%	75%
Swimming pools	94%	95%	94%
Libraries	100%	98%	99%
Public toilets	88%	87%	88%
Access points to beaches	93%	91%	92%
Pathways	96%	90%	92%
Community support	85%	95%	92%
Value for money	66%	71%	69%
District development	80%	79%	79%
Clarity of information	75%	69%	72%
Ease of participation	76%	71%	73%
Interaction overall	63%	62%	63%

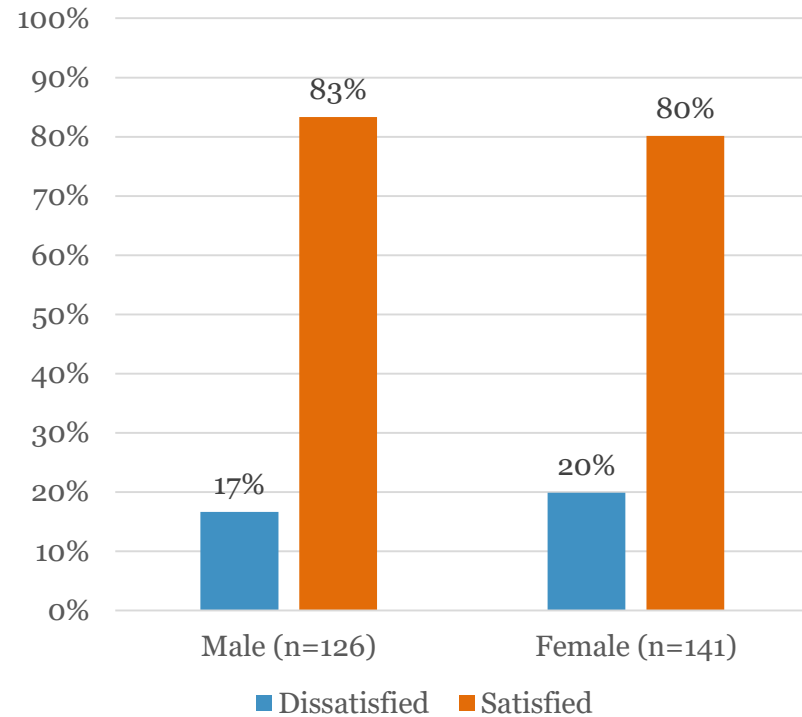
Note that where the data are red, the result is significantly lower. Where the result is blue, the result is significantly higher.



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## A3.2 Overall Satisfaction by Gender (Adjusted)



Note that where the data are red, the result is significantly lower. Where the result is blue, the result is significantly higher.





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## 9 Appendix Four: Results by Community Board

## A4.1 Results by Community Board (Adjusted Satisfaction)

	Ōtaki	Waikanae	Paraparaumu /Raumati	Paekākāriki	Total
Ease of movement	78%	80%	68%	77%	74%
Condition of roads	79%	91%	76%	100%	83%
Condition of footpaths	66%	72%	62%	76%	67%
Street lighting	79%	81%	79%	80%	79%
Cycle lanes	53%	52%	59%	54%	55%
Kerbside collection	89%	88%	87%	96%	89%
Waste minimisation	83%	79%	86%	75%	82%
Water supply	89%	77%	77%	94%	81%
Stormwater protection - property	56%	80%	78%	85%	77%
Stormwater protection - home	65%	85%	75%	88%	75%
Swimming pools	94%	100%	92%	93%	94%
Libraries	98%	96%	100%	100%	99%
Public toilets	87%	93%	83%	88%	88%
Access points to beaches	94%	91%	93%	87%	92%
Pathways	84%	93%	93%	100%	92%
Community support	92%	92%	88%	100%	92%
Value for money	55%	60%	75%	92%	69%
District development	87%	77%	77%	82%	79%
Clarity of information	71%	65%	74%	81%	72%
Ease of participation	72%	77%	68%	88%	73%
Interaction overall	67%	50%	69%	57%	63%

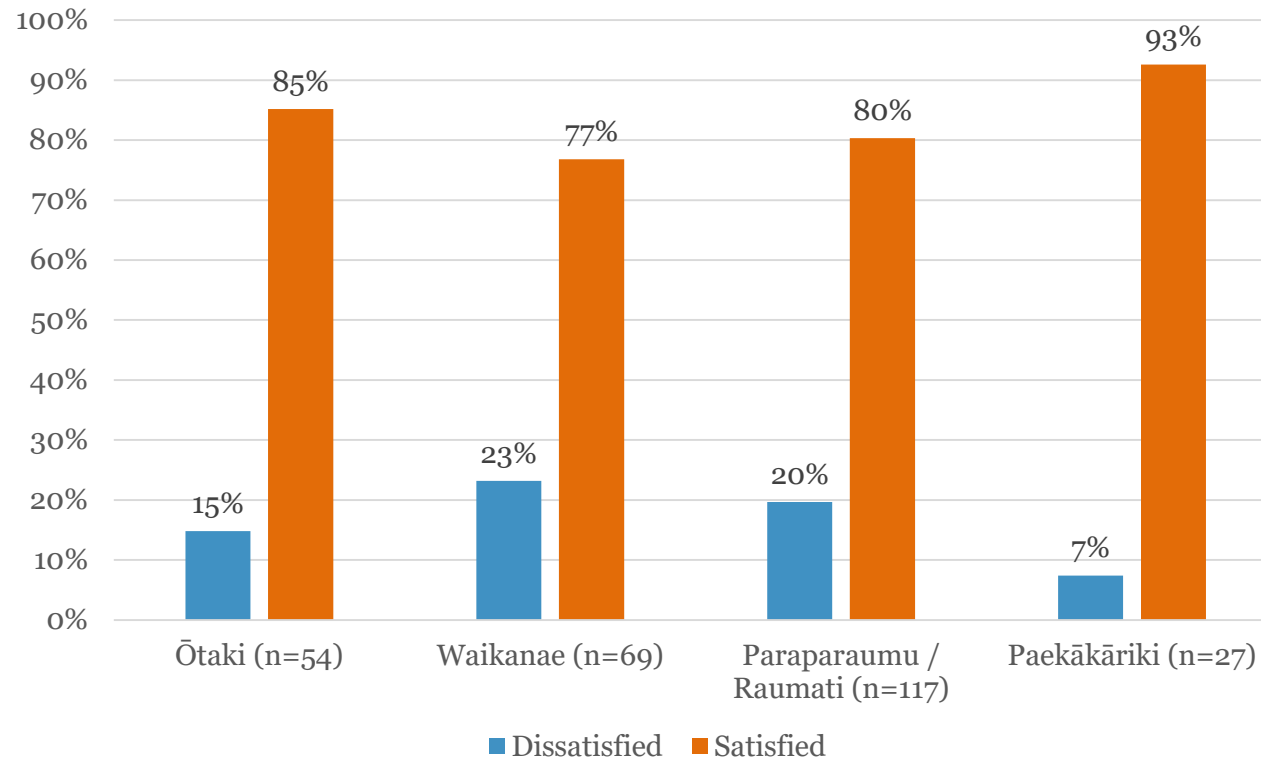
Note that where the data are red, the result is significantly lower. Where the result is blue, the result is significantly higher.



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## A4.2 Overall Satisfaction by Community Board (Adjusted)



Note that where the data are red, the result is significantly lower. Where the result is blue, the result is significantly higher.