

Community Survey Report 2022

A survey to measure residents' perceptions of activities, services and functions of Upper Hutt City Council

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Section 1:

Background, method and design

Background, method and design

- Purpose:
 - Upper Hutt City Council needs to understand how satisfied residents are with the various services, facilities and infrastructure provided for the city. This survey provides a direct voice to decision-makers in Council to identify where improvements could be made and how these should be prioritised to add value
- Background:
 Historically, the survey was undertaken via telephone and managed in quarterly cycles with a total sample achieved of approximately n=400 residents. However, diminishing use of landlines, 64% in the 2018 Census, down from 92% in 2006, means that this method no longer achieves a genuinely representative sample of the population. From 2021 the survey has used a sequential mixed method to ensure that all adult residents have an equal opportunity for selection. Both the 2021 and 2022 surveys have also achieved a larger sample, n=600 and n=563, respectively. Covid-19 impacted the 2022 survey in terms of printing and mail-outs, and this resulted in a slight reduction in the sample, n=563 vs the target of n=600
- Survey method:
 A sequential mixed method has been adopted for the 2021 and 2022 surveys whereby residents were invited, via post, to complete an online questionnaire. After approximately ten days, those who hadn't responded were sent a reminder postcard, and after a further ten days, a letter that included a paper questionnaire that could be completed and posted back, postage paid. Therefore, those without internet access or sufficient internet literacy were still able to participate. The initial mail-out was on 12th July, and data collection was closed off on 18th August 2022
- Design:
 The sample was created from an extract of the Electoral Roll using a stratified design. Specifically, separate samples were created, one for each of four age groups. This approach has the advantage of minimising variation within the sample. Those in each age group had an equal probability of selection, thereby helping to minimise bias. The survey used an online questionnaire accessed via our website using a unique code provided to individuals who had been invited to participate. Overall, 563 responses were received, comprised of 467 online and 96 on paper. This total represents a response rate of 22%, which is slightly lower than 2021 (25%) but still considered high by industry standards. Notably, the final sample is very closely aligned with known population distributions meaning that data weighting has had only a minor impact; the standard deviation of the weight variable is just 0.27. The Random Iterative Method (RIM) of weighting has been applied using age, gender and ethnicity. The 95% confidence interval is +/-4.1%



Section 2:

Executive summary

Executive summary and recommendations





General observation

With the change in methodology from telephone to a sequential mixed method of online and postal data collection in 2021, we urged caution in comparing results with prior years. Specifically, we couldn't be certain that the degree of change in performance scores was real, or a reflection of the change in methodology. However, given that the 2022 survey represents the second year with the same design, we can now be much more confident in concluding that residents are becoming more concerned with Council's performance across a number of important areas

2



Value perceptions have diminished

Rates and fees paid for various services account for most of the influence on 'overall perceptions of value' (55% impact). As with last year, this finding indicates that residents are more strongly focused on what they pay than on the various services, facilities and infrastructure they receive in return for rates. Additionally, the survey detects further concern with the lack of investment in infrastructure, the condition of the city's roads, the lack of recycling services, the city centre, and communications. In a nutshell, residents see their rates increasing but perceive that they are receiving less in return, which is reflected in a lower performance score for the 'value for money' attribute, at 38%, down from 48%

3



Public facilities continue to be well evaluated

Satisfaction levels with the city's various public facilities remain strong, at 88% for outdoor facilities and 76% for indoor facilities. Furthermore, use of these facilities remains high, with 91% visiting one or more outdoor facilities and 89% visiting one or more indoor facilities. However, this high performance is not currently influencing overall value perceptions and therefore, the strategy needs to focus on maintaining current standards



Executive summary and recommendations (continued)





Infrastructure meets residents' needs but is becoming a concern

Residents continue to view the city's infrastructure as fit for purpose, with 53% being satisfied. There is, however, a growing concern about the condition of the city's roading network and a lack of general upkeep. This is reflected in a lower performance score for 'roading and walkways' at 43%, down from 59%, and to a lesser extent, a decline in satisfaction with household water supply to 81% down from 89%. The decline in the roading measure is the most concerning since this has a sizeable impact on the 'overall infrastructure' measure (57% impact) and contributes to the lower value perception. The survey has identified that a decline in satisfaction with the maintenance of roads and footpaths has lead to a lower evaluation of the city's roads. More generally, verbatim feedback collected suggest a growing concern for what is seen as a lack of investment in infrastructure as a consequence of an increase in urban development





Urban development should be addressed

Although the performance measure for 'urban development' remains unchanged (40%), this is an important driver, and about a third of the population (31%) is quite dissatisfied. There are particular concerns around the level of intensification, loss of green spaces and the impact that development is having on existing infrastructure. There is also concern about the look and feel of the city centre, with a quarter of residents dissatisfied (27%), and verbatim comments suggest that some are looking for Council to provide greater economic stimulus to help make the city centre more vibrant





Waste services may need reviewing

Satisfaction with the city's waste disposal services remains low (48%), and about a quarter of residents (24%) are quite dissatisfied. And while the Park Street drop-off for recycling is well used, with 61% of residents having used this facility in the last year, there is evidence that it may be reaching capacity. Use of the facility grew considerably between 2020 and 2021; 49% using to 61% using, however, the level of use has remained unchanged between 2021 and 2022. Verbatim comments suggest that the facility is often full and this may be working as a deterrent. Additionally, some residents continue to voice concerns about the lack of a comprehensive recycling service similar to that operated by other Councils



Executive summary and recommendations (continued)





Reputation performance requires attention

The measure for 'overall reputation' has declined to 41%, down from 54%, and this is driven by a decline across all the various reputation measures: 'quality', 'financial management', 'leadership' and 'trust'. The lower evaluation for reputation is concerning since in many respects, reputation represents the 'license to operate'. Without a strong reputation, Council may start to have difficulty with community support to enable it to perform effectively. It is likely that the decline in reputation measures is a reflection of dissatisfaction elsewhere, namely concerns about the state of the city's roads, concerns about urban development, lack of perceived investment in infrastructure, and waste services





Communication and engagement are worthy of focus

Communication and engagement are not currently having an impact on overall value perceptions; however, performance has declined since 2021 to 39%, down from 46%, and there is anecdotal evidence within verbatim comments to indicate that residents don't feel sufficiently informed about Council. This is also reflected in the 'keeping the public informed' measure, which has declined to 41%, down from 48%. As Council develops plans and actions improvements relating to the various areas of concern, it will be important to ensure that adequate communications are maintained so residents are aware of the work being done, particularly in relation to attributes that drive value perceptions. Specifically, work to address investment in infrastructure, maintenance of the city's roads, urban development and other services, including waste and recycling





Regulatory services may require review

The perception of Council's regulatory services has declined to 47%, down from 62%. Further, perceptions among those who have used one or more of these services in the last year also indicates a declining trend over the last three years. Regulatory services currently have only a minor impact on the overall value perception, however, an investigation to understand reasons for the decline would be worthwhile

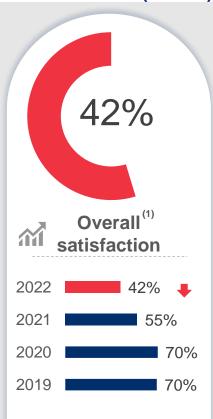


Section 3:

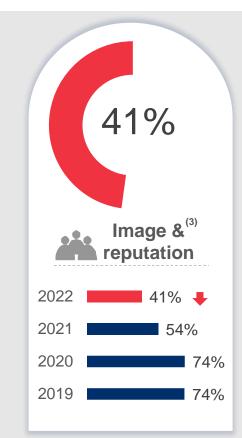
Overall level measures

Overall, level measures are lower relative to results reported in the prior two years

Overall level measures (% 7-10)⁽⁴⁾

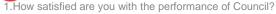






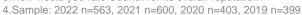
Significant increase 95% CI Significant decrease 95% CI





10

^{3.} How would you rate Council for its overall reputation?

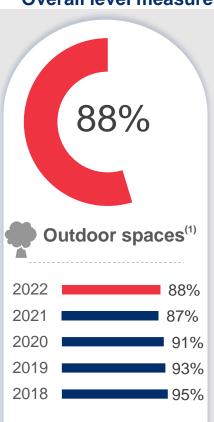


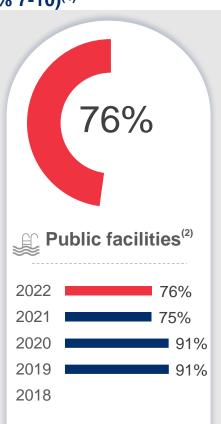


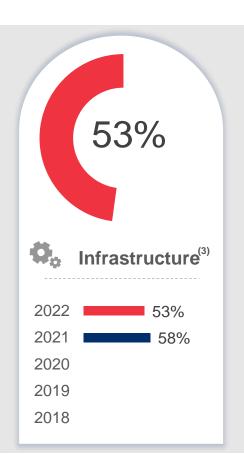
^{2.} Considering everything that Council provides..., how satisfied are you that you receive good value for the money you spend...?

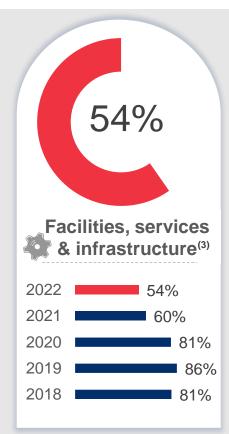
Results for Council's facilities and infrastructure are on par with those reported in 2021, and of note, outdoor amenities and public facilities continue to be highly evaluated

Overall level measures (% 7-10)⁽⁴⁾



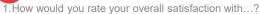






Significant increase 95% CI Significant decrease 95% CI





^{2.} Results relate to perceptions held by residents collectively, irrespective of them being users of the respective facilities or services or not

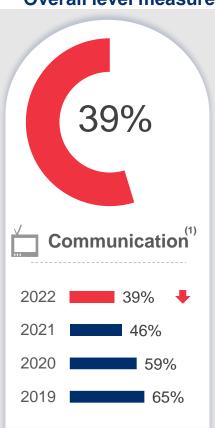
3. The measures for 'infrastructure' and 'facilities, services & infrastructure' were not asked directly in 2022, but have been imputed

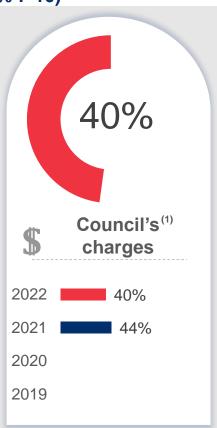
4. Sample: 2022 n=563, 2021 n=600, 2020 n=403, 2019 n=399, 2018 n=401

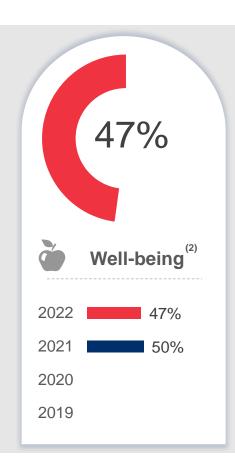


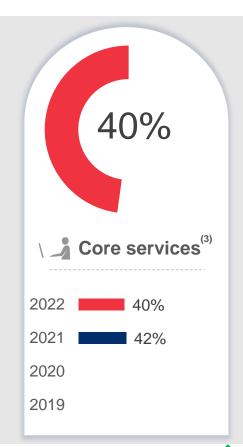
Satisfaction with Council's communications continues to show a decline, with the result lower than for prior years, while the evaluation of Council's core services, its efforts to promote well-being and with its fees remains on par with last year

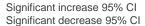
Overall level measures (% 7-10)⁽⁴⁾













^{1.} How would you rate your overall satisfaction with...?



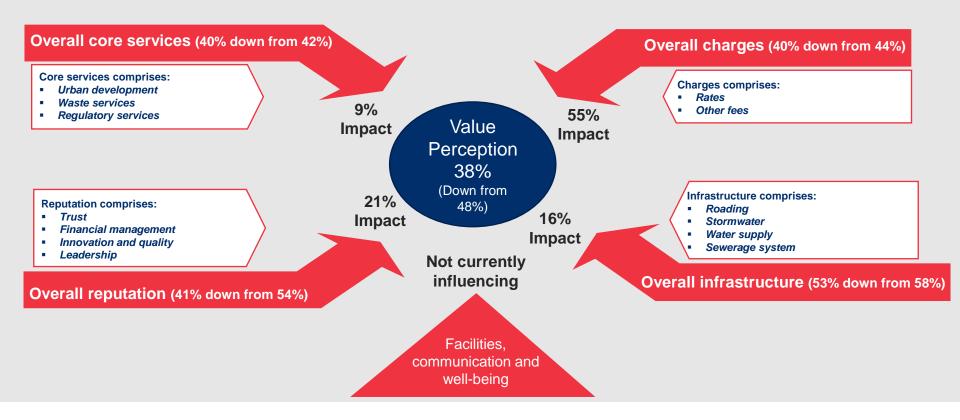
^{2.} How would you rate Council for...working to promote well-being?

^{3.} The measure for 'Core services' was not asked directly, but has been imputed

^{4.}Sample: 2022 n=563, 2021 n=600, 2020 n=403, 2019 n=399

The lower perception of value is mostly being influenced by a decline in satisfaction with Council's charges, Council's infrastructure, and its reputation, while lower performance across services is having a minor negative influence

Drivers of value perception(1)(2)(3)





^{1.}Considering everything that Council provides..., how satisfied are you that you receive good value for the money you spend...?

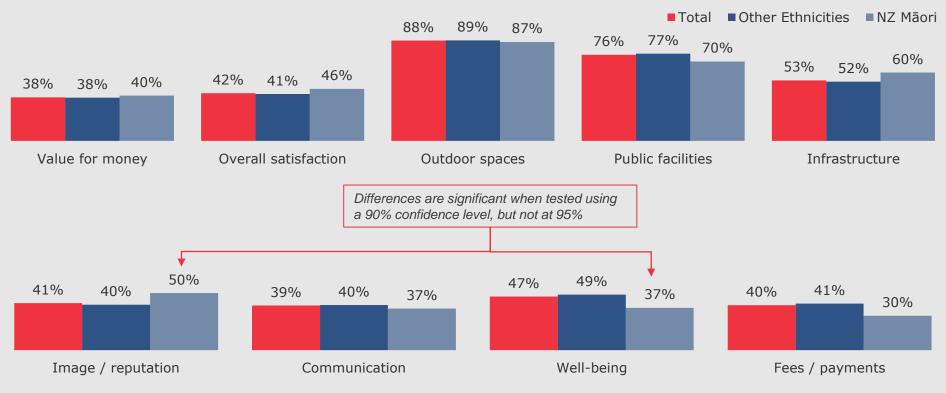


^{2.}Impact scores sum to 101% due to rounding

^{3.} Sample: 2022 n=563, 2021 n=600

There is little difference in how Council is evaluated between ethnic groups;, however, those of Māori ethnicity are somewhat more satisfied with Council's reputation but less satisfied with how Council is working to promote well-being

Overall level measures by ethnicity (% 7-10)⁽¹⁾⁽²⁾⁽³⁾



Significant increase 95% CI Significant decrease 95% CI





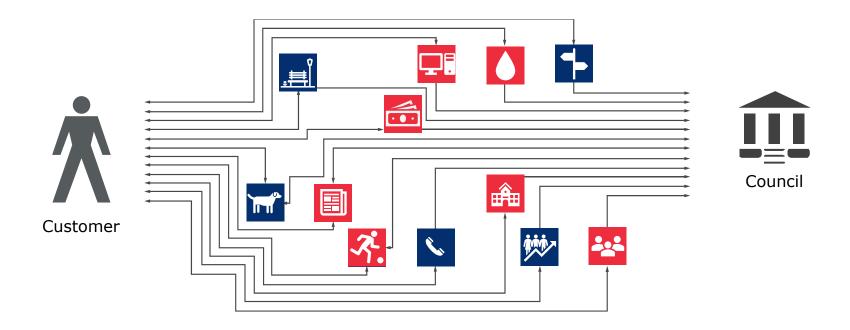
^{2.} The Ministry of Health method of prioritised ethnicity has been applied whereby respondents can identify with multiple ethnicities, but anyone identifying as Māori has been classified as Māori

^{3.}Sample: 2022 n=563, Māori n=62 Other ethnicities n=501

Section 4:

Customer value management explained

Since customers interact with councils through multiple touchpoints and channels, each of which influences the customer experience differently, a comprehensive approach is needed for measuring performance





We have adopted a Customer Value Management (CVM) methodology that incorporates a holistic set of measurements to measure the customer experience accurately and determine which services drive value for residents

Customer Value Management is about accurately determining Reputation is a determinant of quality and value perceptions. Additionally, public sector Image and reputation what drives value for stakeholder organisations are exposed to greater reputation risk due to higher public expectations. groups. This process allows organisations to align efforts and focus resources on creating a **Outdoor spaces** stronger, more customer-centric offering. **Public facilities** Residents associate Council with the tangible benefits that they receive by way of the facilities available for their use and the infrastructure and services provided by the city or district. **Customer Value** Infrastructure Management

Drivers of value

Services

Communication and interactions

Health and well-being

Fees and payments

Direct interactions with Council's personnel and via official communications channels create impressions that ultimately influence perceptions of the organisation.

Rationale for inclusion

Local government has an important role in the well-being of its residents by supporting a better life for people and helping to create more resilient communities.

Council must manage elements that drive perceptions of value, the quality of infrastructure and services received for the price paid via rates and other fees.



Customer Value Management

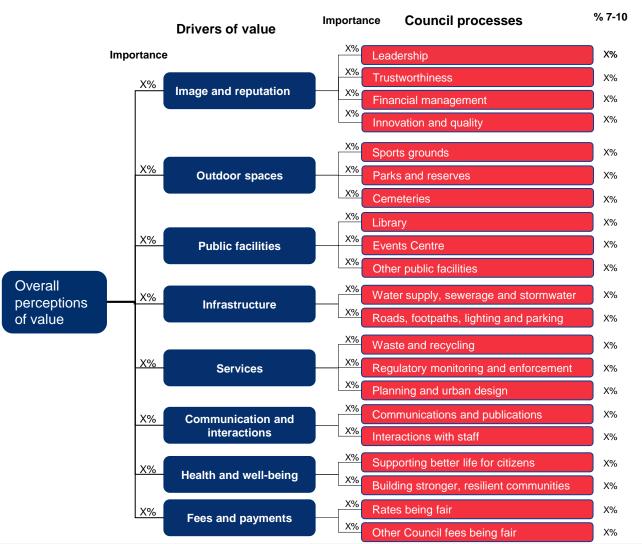
Overall perceptions of value to residents

The elements that comprise each of the overall level measures are examined to understand how residents trade off between what they receive for what they pay in rates and other fees

Illustrative framework

Overview of measures

- Residents are asked to score
 Council on the various elements
 over which Council has control that
 influence their value perceptions.
 This ensures that outputs are
 actionable
- Directly asking residents to rate importance is problematic, so we use statistics to derive scores for the drivers of value
- The model is expanded to include the various processes for which impact (importance) and performance scores are obtained



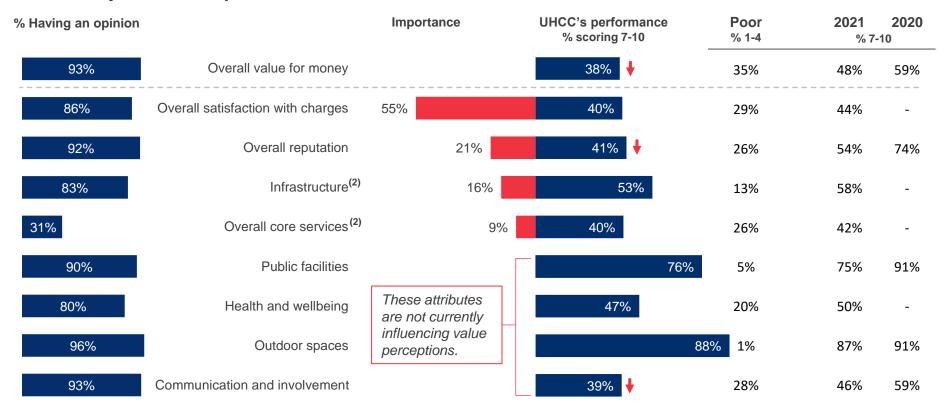


Section 5:

Customer value management analysis

Rates and fees have the most direct influence on the perception of value delivered by Council, followed by reputation, infrastructure and services

CVM analysis: Overall performance⁽¹⁾⁽³⁾



Significant increase 95% CI Significant decrease 95% CI



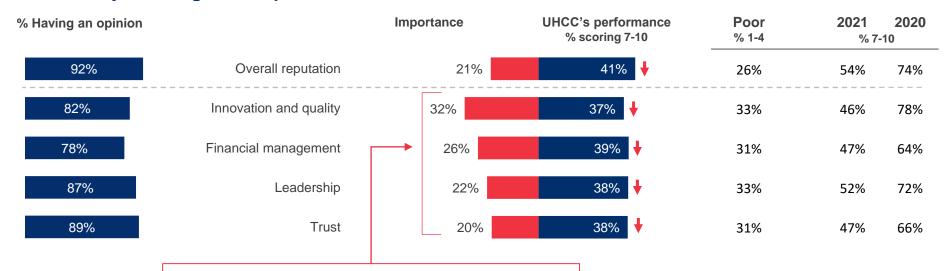


^{1.} Overall level questions are asked in the context of summarising the lower order questions which relate to the business area being examined

^{2.}Results for 'Infrastructure' and for 'Overall core services' were not directly asked and have been imputed using the lower order variables

All the reputation measures are lower in the current survey, and since 'image and reputation' is an important driver, the change is working to lower the overall perception of Council

CVM analysis: Image and reputation(1)(2)



Actions need to focus strongly on demonstrating the quality of Council's work, how well it is managing finances, how well it is in touch with the community, and providing direction for the city.

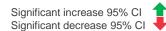
Significant increase 95% CI Significant decrease 95% CI



The city's outdoor spaces continue to be evaluated very well (88%), with the overall result being strongly influenced by perceptions relating to parks, reserves and gardens

CVM analysis: Outdoor facilities⁽¹⁾⁽²⁾⁽³⁾

% Having an opinion		Importance	UHCC's performance % scoring 7-10	Poor % 1-4	2021 % 7-	2020 10
96%	Overall outdoor spaces	Not currently impacting value perceptions.	88%	1%	87%	91%
95%	Parks, reserves, and gardens	58%	89%	1%	87%	92%
64%	Sports fields	19%	86%	1%	81%	92%
42%	Akatārawa Cemetery	17%	92%	0%	90%	96%
72%	Playgrounds	6%	89%	2%	84%	91%







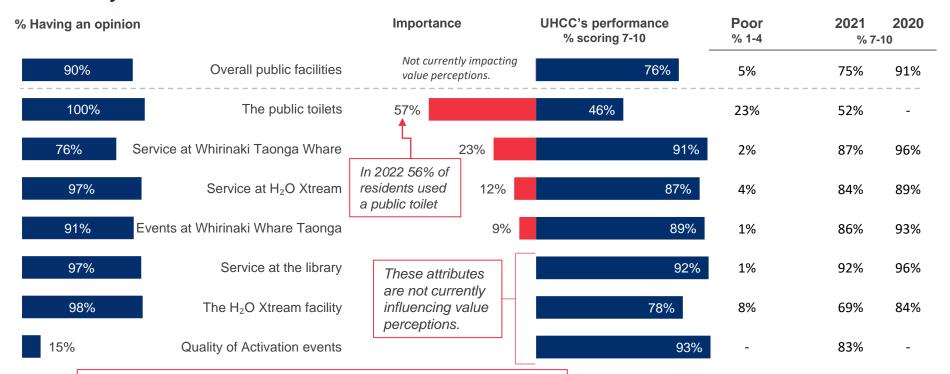
^{1.} How would you rate your overall satisfaction with...?

3. Sample: 2022 n=563, 2021 n=600, 2020 n=403

^{2.} Results relate to all members of the population who have an opinion about a given facility, irrespective of having used the facility or not

Public facilities continue to represent an area of strength; however, it is noteworthy that the result for 'public toilets' now has a greater influence, and as the score for this attribute is low (46%), it would be worthwhile reviewing service delivery

CVM analysis: Public facilities – users of individual facilities(1)(2)(3)



Results for individual facilities relate to those who have used the facility within the prior 12 months. The result for 'overall public facilities' is across the total population, irrespective of having visited a public facility in the last year or not.

Significant increase 95% CI Significant decrease 95% CI



^{1.} How would you rate your overall satisfaction with...?

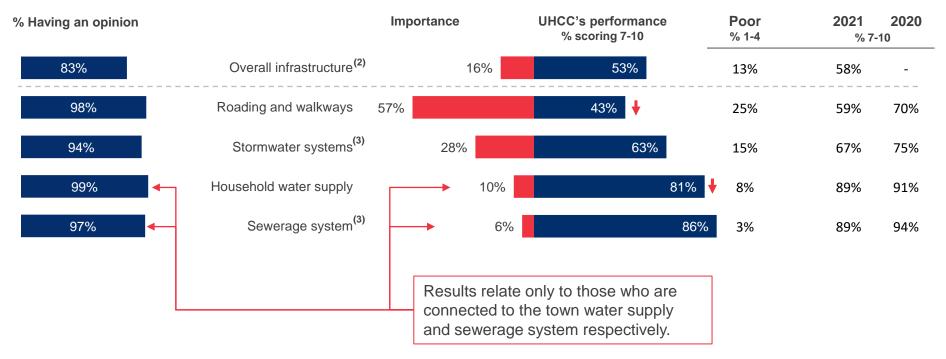
3. Sample: 2022 n=563, 2021 n=600, 2020 n=403



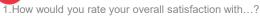
^{2.}Results relate to users of individual facilities. The overall result relates to all members of the population who have an opinion about public facilities, irrespective of having used a facility or not

Residents are less satisfied with the city's roads relative to the prior year (43% vs 59%), and this has resulted in a lower score for 'overall infrastructure', plus it will have a negative impact on the overall evaluation of Council

CVM analysis: Overall infrastructure⁽¹⁾⁽⁴⁾



Significant increase 95% CI Significant decrease 95% CI



^{2.} The question for 'overall infrastructure' was not asked directly, so results have been imputed from results for roading and the three waters

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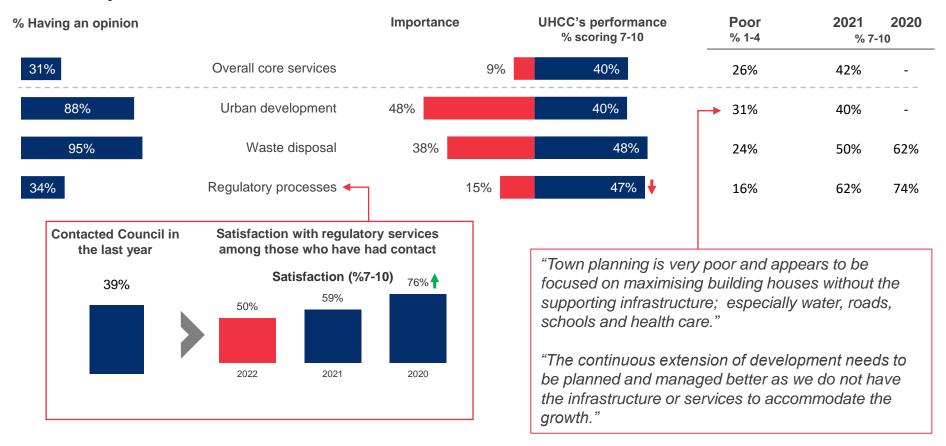


^{3.} Results for the town water supply and for the town sewerage system relate to residents whose properties are connected

^{4.}Sample: 2022 n=563, 2021 n=600, 2020 n=403

The evaluation of 'overall core services' is most strongly influenced by how well residents believe Council is managing urban development in the city, and of note, there is a high level of dissatisfaction (31%) about this area, while residents are less satisfied with regulatory services

CVM analysis: Overall services(1)(2)(3)





^{1.} How would you rate your overall satisfaction with...?

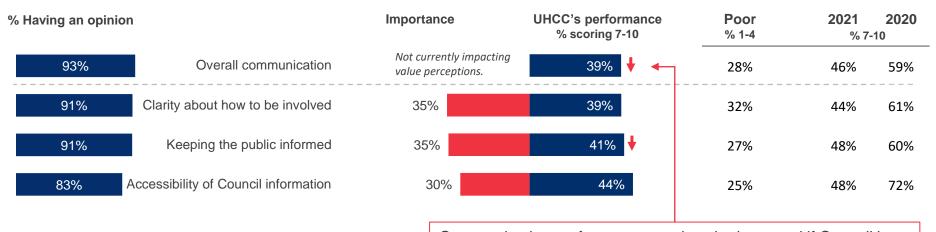
3. Sample: 2022 n=563, 2021 n=600, 2020 n=403



^{2.} The question for 'overall core services' was not asked directly, so has been imputed from results for urban development, waste and regulatory

Satisfaction with Council's communication performance shows a declining trend, and although it doesn't currently influence value perceptions, addressing this area is considered important to help residents formulate their perceptions of what Council is delivering

CVM analysis: Communications⁽¹⁾⁽²⁾

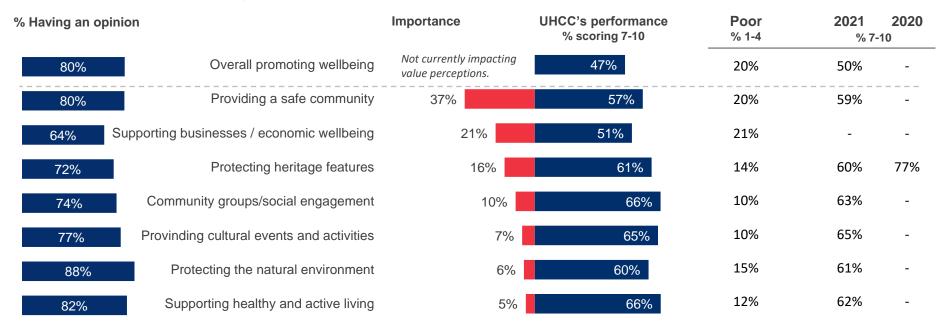


Communication performance needs to be improved if Council is to influence value perceptions by helping residents understand what they receive in return for what they pay in rates and other fees.



Perceptions of how well Council is working to promote well-being within the community are strongly influenced by the sense of safety in the community and its support for businesses

CVM analysis: Well-being⁽¹⁾⁽²⁾⁽³⁾





^{1.} How would you rate your overall satisfaction with...?

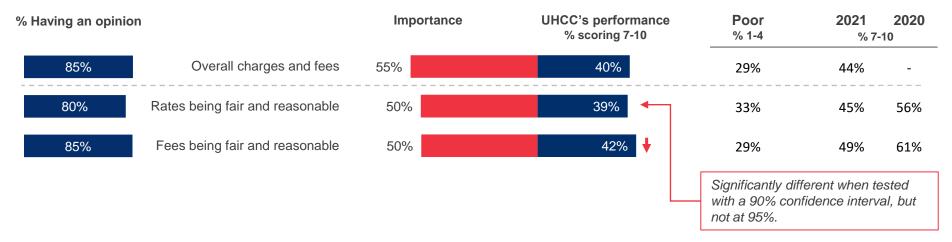
^{2.} The health and well-being questions are in recognition of the Council's responsibility under the recently passed Local Government (Community well-being) Amendment Act 2019





Evaluation of the fairness and reasonableness of rates and other fees continues to suggest a decline in satisfaction, and as this is the most significant driver, the lower scores have a direct influence on the overall evaluation of Council

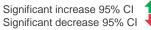
CVM analysis: Fees and payment options⁽¹⁾⁽²⁾



"You truly need to rethink rates and sustainability, including affordability of continued percentage increases against fixed incomes or constrained incomes. Rates need to align with services provided."

"In my opinion, Council should learn to live within its means. If it can't be afforded then we shouldn't have it. Not just charging rates at an unreasonable level every year."

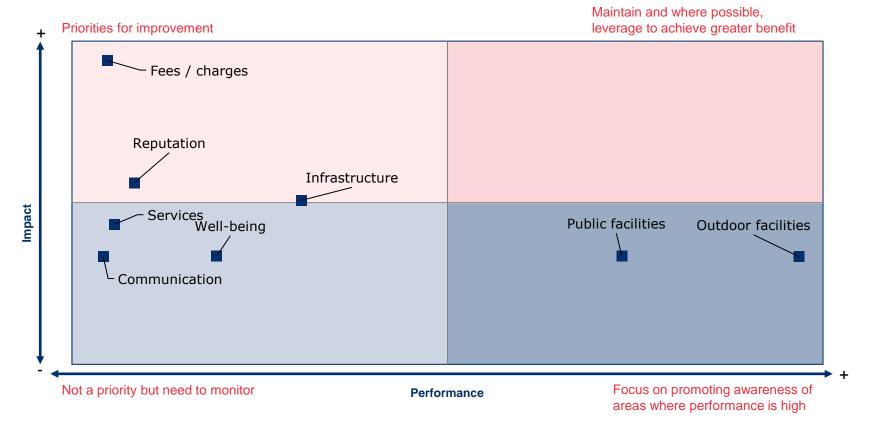
"Rates need to be reined in. Costs just can't keep going up every year. Find ways of being more efficient with your spending of rates money."





Improving performance in areas of infrastructure and reputation, plus demonstrating value residents receive for fees paid, represent the areas of focus to improve the overall value perception of Council

CVM priority analysis⁽¹⁾



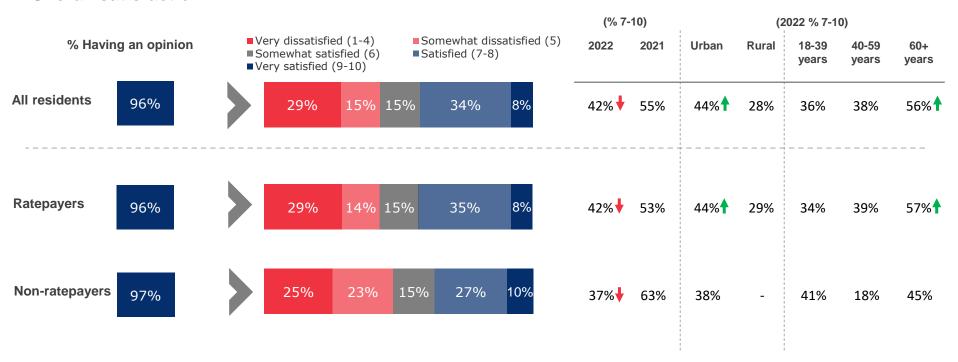


Section 6:

Overall satisfaction with Council

Satisfaction with Council is lower than the prior year, and of note, residents in the younger age groups are less satisfied than older residents (60+years)

Overall satisfaction⁽¹⁾⁽²⁾⁽³⁾



Significant increase 95% CI Significant decrease 95% CI





^{1.} Results within detailed bars may sum to +/- one point due to rounding

^{2.} How would you rate your Council for...?

^{3.}Sample: Total 2022 n=563, Urban n=509, Rural n=54, Ratepayer n=500, Non-ratepayer n=54, Age: 18-39 years n=180, 40-59 years n=192, 60+ years n=192; 2021 n=600

Residents who are dissatisfied with Council express concerns about the poor condition of the city's roads, lack of recycling, the city centre and issues with urban planning

Understanding overall satisfaction(1)(2)(3)

"Over the past five years Upper Hutt has deteriorated. Roading is bad, footpaths are broken and gutters are full of weeds, and leaves are causing flooding. Uncared for is the image I have."

"The big issue is the lack of a recycling plan. Perhaps the only council in New Zealand who do not have a green, recycle, rubbish plan for all its citizens."

"I feel that Upper Hutt's main street really needs some improvement. Business owners regularly complain about high rents, high rates and low Council support. I think if Council were to encourage more businesses into premises on the main street and improve the attractiveness of the area, it could transform the Upper Hutt shopping scene and encourage shoppers from other areas of Wellington."

"Upper Hutt needs more mixed use housing/shops/restaurants near the railway line. More cycleways. Incentivise redevelopment of the main high street such as apartments over the shops. Make it vibrant!"



They also express concerns about a lack of transparency...

Understanding overall satisfaction (continued)(1)(2)(3)

"Council needs to address openness and communication with the public; an example would be the awful quality, or non existence, of appropriate video conference coverage of their live council meetings."

"Need to see more visibility of what Council is doing and action taken on key issues."

"I was unable to give an informed response to many of the questions in this survey because I feel uninformed about what the Council actually does. I hadn't heard of any of the initiatives mentioned, and I feel uninformed about issues which affect me. For example, the current road closure on Alexander Road, and feel a general sense of detachment from what goes on in Upper Hutt, despite having lived here for 11 years!"



...plus they are concerned about the state of existing infrastructure

Understanding overall satisfaction (continued)(1)(2)(3)

"Stop wasting money on flowers and murals, statues, art, etc. Put money into infrastructure where it is needed most; i.e. roads, footpaths, stormwater. Infrastructure can't cope with our current population, it needs serious investment and improvements to cope with more people."

"The state of Fergusson Drive south is appalling. Every time a water leak is reported in south Upper Hutt, it is quickly repaired but another occurs almost immediately. Need to look at water infrastructure"

"There is an incredible amount of building going on yet the complete lack of infrastructure being put in to support this growth is unbelievable. Most green spaces are gone, no roading changes, no new health facilities, no new schooling. A complete lack of foresight."

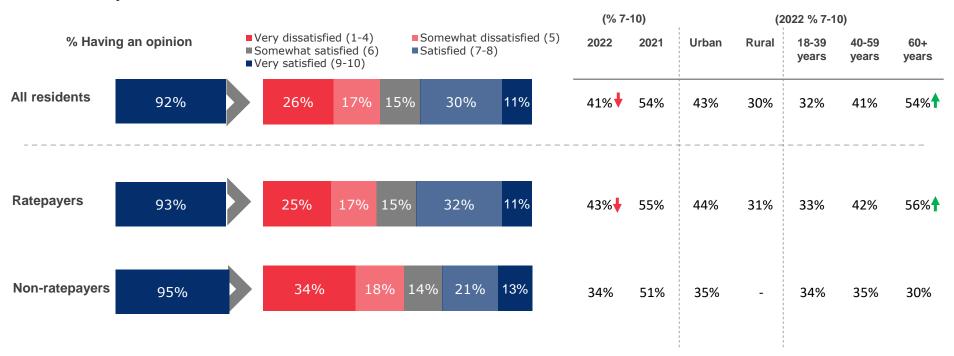


Section 7:

Image and reputation

Council's 'overall reputation' shows a decline relative to last year, with younger residents being less satisfied relative to their older counterparts

Overall reputation(1)(2)(3)



Significant increase 95% CI Significant decrease 95% CI



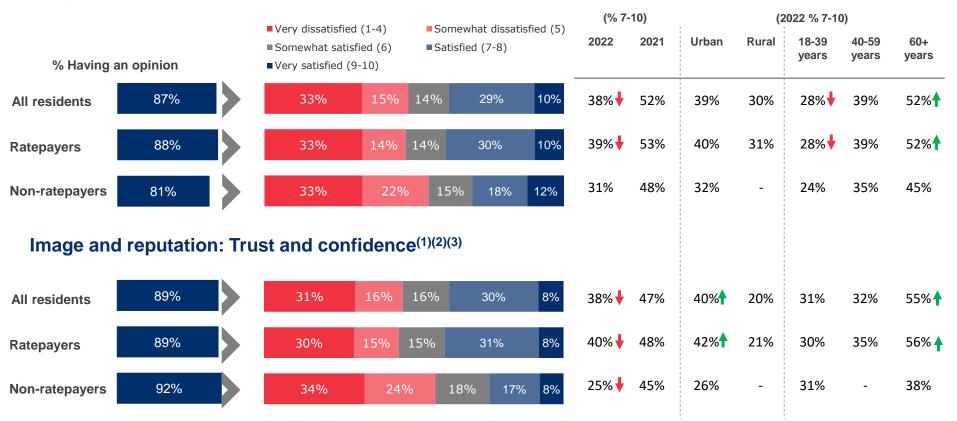
^{1.}Results within detailed bars may sum to +/- one point due to rounding

^{2.} How would you rate your Council for...?

^{3.}Sample: Total 2022 n=563, Urban n=509, Rural n=54, Ratepayer n=500, Non-ratepayer n=54, Age: 18-39 years n=180, 40-59 years n=192, 60+ years n=192; 2021 n=600

The situation is similar, with results for 'leadership' and 'trust' also being lower than previous years, with younger residents typically less satisfied than older age groups

Image and reputation: Leadership⁽¹⁾⁽²⁾⁽³⁾



Significant increase 95% CI Significant decrease 95% CI



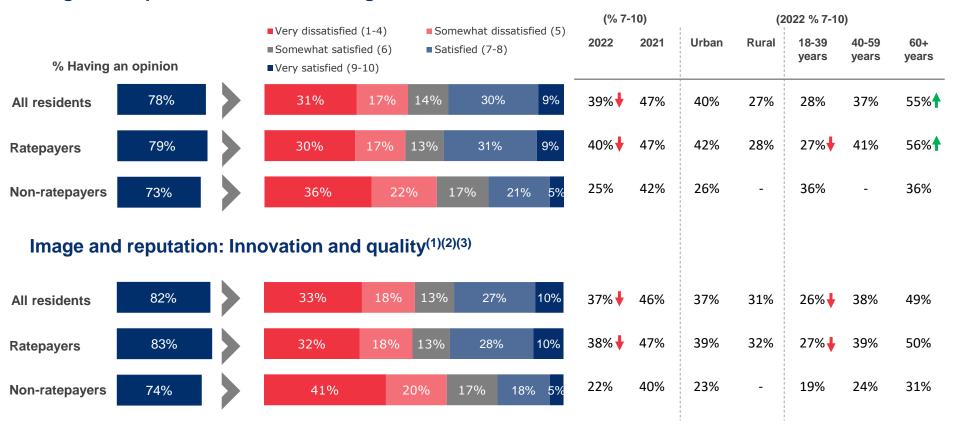
2. How would you rate your Council for ...?

^{3.}Sample: Total 2022 n=563, Urban n=509, Rural n=54, Ratepayer n=500, Non-ratepayer n=54, Age: 18-39 years n=180, 40-59 years n=192, 60+ years n=192; 2021 n=600



Results for both 'financial management' and 'innovation and quality' are also lower and impacted by a poorer evaluation by younger residents

Image and reputation: Financial management(1)(2)(3)







^{1.} Results within detailed bars may sum to +/- one point due to rounding

^{2.} How would you rate your Council for...?

^{3.}Sample: Total 2022 n=563, Urban n=509, Rural n=54, Ratepayer n=500, Non-ratepayer n=54, Age: 18-39 years n=180, 40-59 years n=192, 60+ years n=192; 2021 n=600

Section 8:

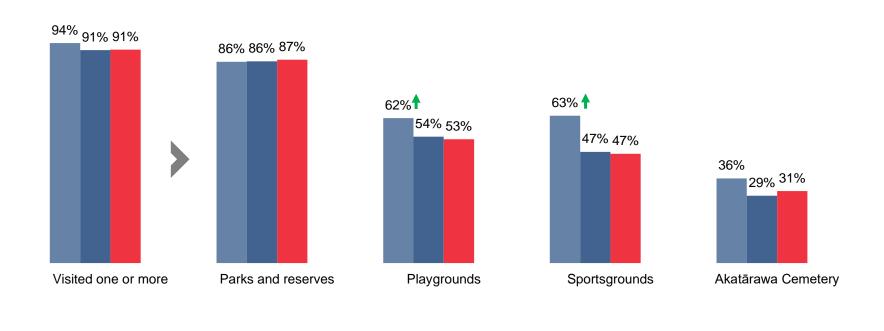
Public facilities

Muirton

Visitation to the city's outdoor facilities remains high, with 91% of the population visiting one or more in the last year; however, visitation to playgrounds and sports grounds remains lower than in 2020

Public facilities: Visitation to outdoor facilities⁽¹⁾⁽²⁾

% Visited in the last year



Significant increase 95% CI Significant decrease 95% CI



2020

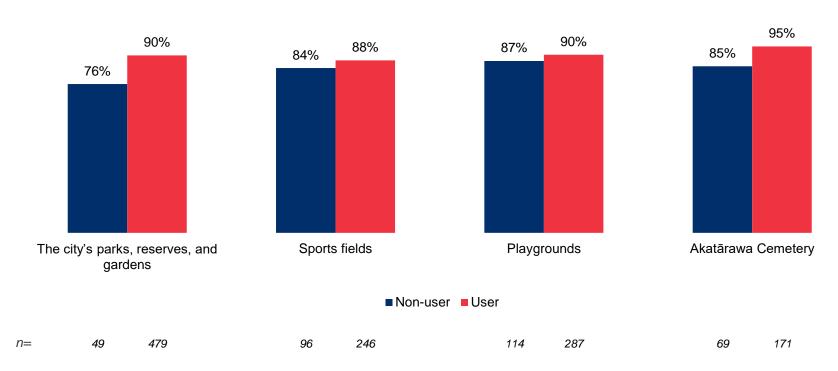
2021

2022

Non-user residents who haven't visited an outdoor facility in the last year have opinions that are relatively similar to those of users, although typically less favourable

Public facilities: Outdoor facilities – Users versus non-users(1)(2)(3)

Users versus non-users of outdoor facilities facilities







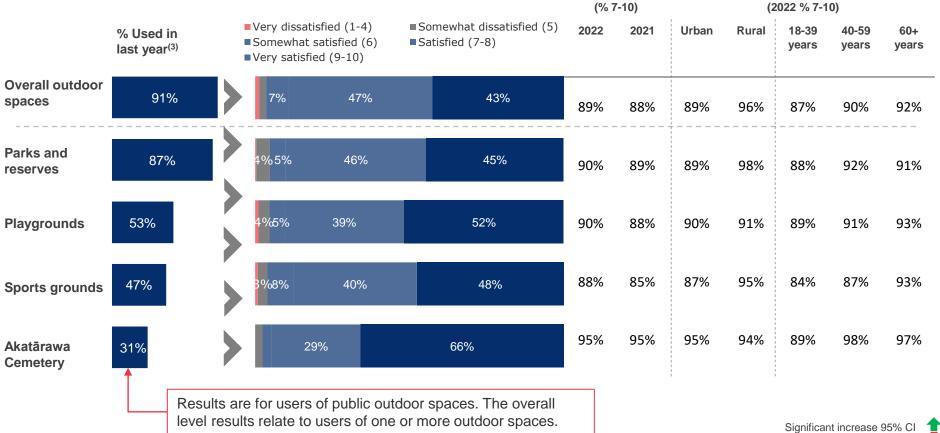
^{1.}In the last year, which of the following have you visited?

^{2.} Results exclude 'Don't know' responses

^{3.} Sample: 2022 n=563, 2021 n=600, 2020 n=403, 2019 n=399

Those residents using the city's outdoor facilities evaluate them highly, and of note, results are consistent with the prior year

Public facilities: Satisfaction among users of outdoor facilities(1)(2)(4)









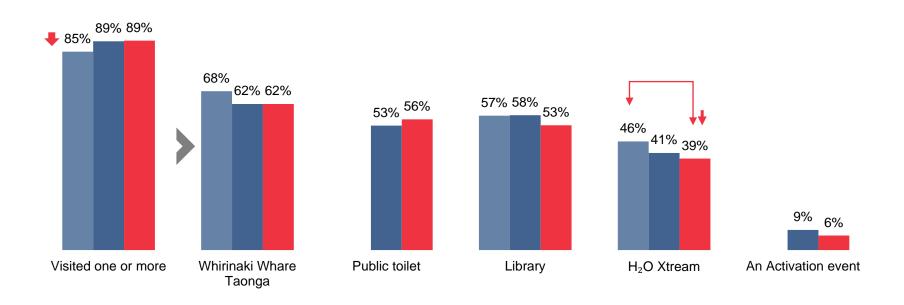
 $[\]hbox{2.In the last year, which of the following have you visited? How would you rate your satisfaction with...?}$

^{3.} Scores relate to those who have used the specific facility within the last year, the overall score is for users of one or more facility 4. Sample: Total 2022 n=563, Urban n=509, Rural n=54, Age: 18-39 years n=180, 40-59 years n=192, 60+ years n=192; 2021 n=600

The proportion of residents visiting one or more public facilities remains at 89%, and while visitation of individual facilities remains stable, use of the X_2 0 facility is much lower relative to 2020

Public facilities: Visitation of public facilities⁽¹⁾⁽²⁾

% Visited in the last year



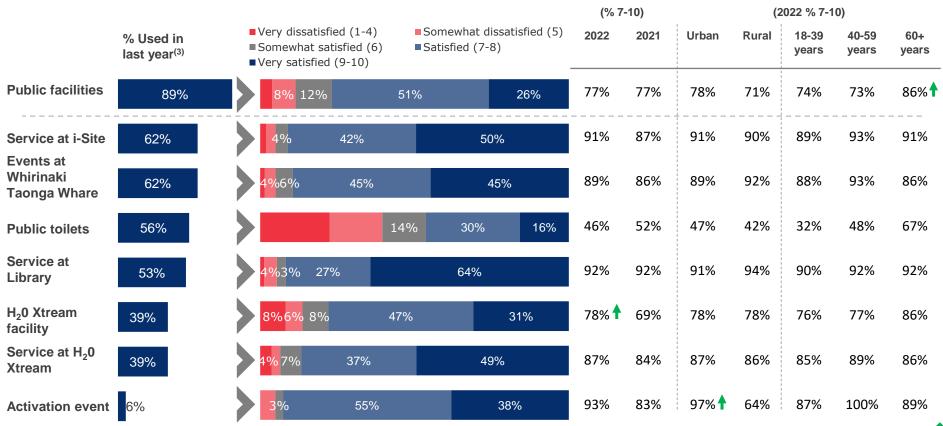
Significant increase 95% CI Significant decrease 95% CI



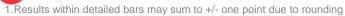
■2020 **■**2021 **■**2022

Among users, satisfaction with public facilities remains high (77%), and of note, satisfaction with the H₂0 Xtream facility has increased

Public facilities: Satisfaction among users of indoor facilities(1)(2)(4)

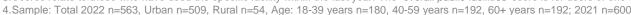


Significant increase 95% CI Significant decrease 95% CI



44

^{3.} Scores relate to those who have used the specific facility within the last year. The 'overall public facilities' score is for users of one or more facility





^{2.}In the last year, which of the following have you visited? How would you rate your satisfaction with...?

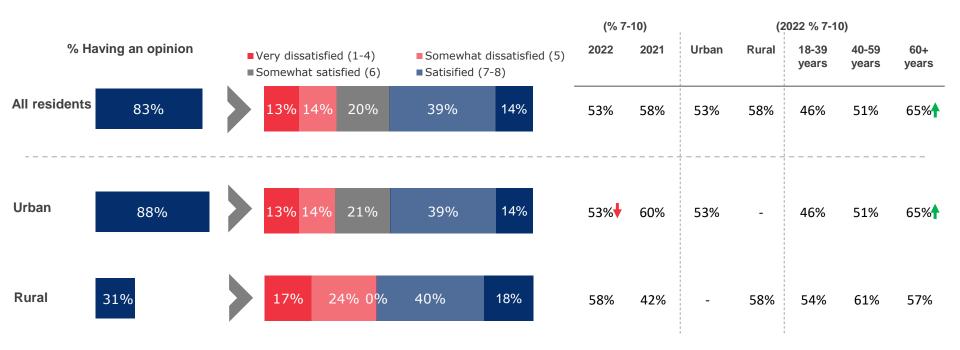
Section 9:

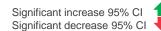
Infrastructure

Muirton

Overall, 53% of residents are satisfied with the city's infrastructure, suggesting that about half of all residents consider it to be fit for purpose and well maintained

Infrastructure: Overall satisfaction with infrastructure⁽¹⁾⁽²⁾⁽³⁾









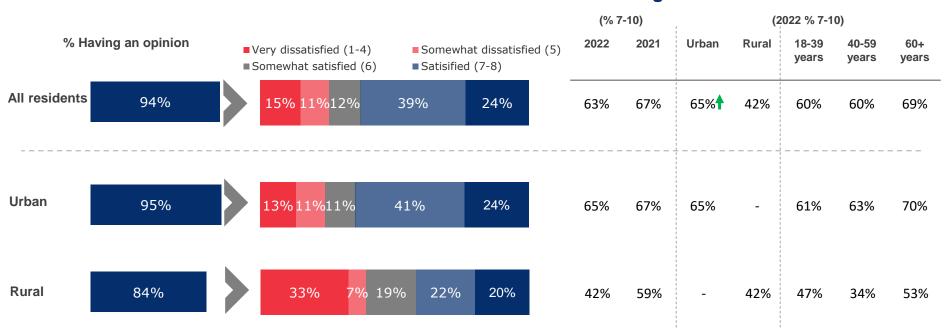
^{1.} Results within detailed bars may sum to +/- one point due to rounding

^{2.}The 'overall infrastructure' question has been imputed using results for roads and the three waters

^{3.}Sample: Total 2022 n=563, Urban n=509, Rural n=54, Age: 18-39 years n=180, 40-59 years n=192, 60+ years n=192; 2021 n=600

Satisfaction with the city's stormwater management is on par with results reported for the prior year

Infrastructure: Stormwater – overall satisfaction with stormwater management(1)(2)(3)







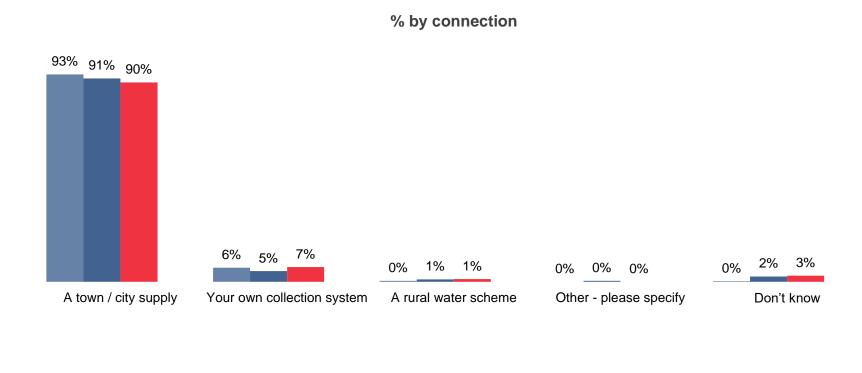
^{1.} Results within detailed bars may sum to +/- one point due to rounding

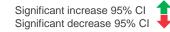
^{2.} How satisfied are you with...?

^{3.}Sample: Total 2022 n=563, Urban n=509, Rural n=54, Age: 18-39 years n=180, 40-59 years n=192, 60+ years n=192; 2021 n=600

The majority of residents (90%) rely on the city's water system to deliver their drinking water, a result that has remained unchanged over the prior two years

Infrastructure: Water supply⁽¹⁾⁽²⁾







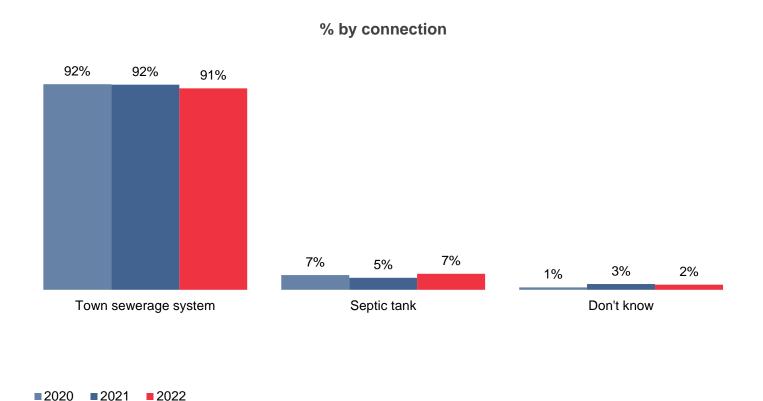
2020

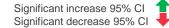
2021

2022

The city's sewerage system continues to service about 91% of the residents, a figure that is in line with the two prior surveys

Infrastructure: Sewerage connection(1)(2)

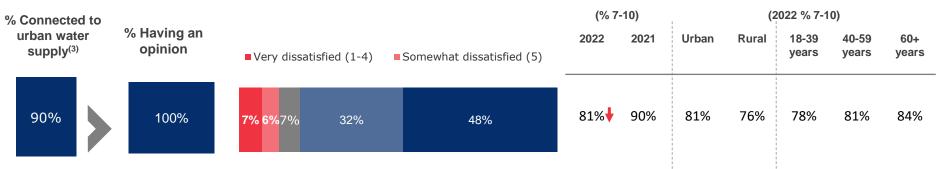






Residents who have city services for water supply and sewerage are typically very satisfied with these systems, at 81% and 86%, respectively; however, satisfaction with reticulated water has decreased

Infrastructure: Satisfaction with water supply (among those connected to the urban system)(1)(2)(4)



Infrastructure: Satisfaction with sewerage system (among those connected to the urban system)(1)(2)(4)







^{1.} Results within detailed bars may sum to +/- one point due to rounding

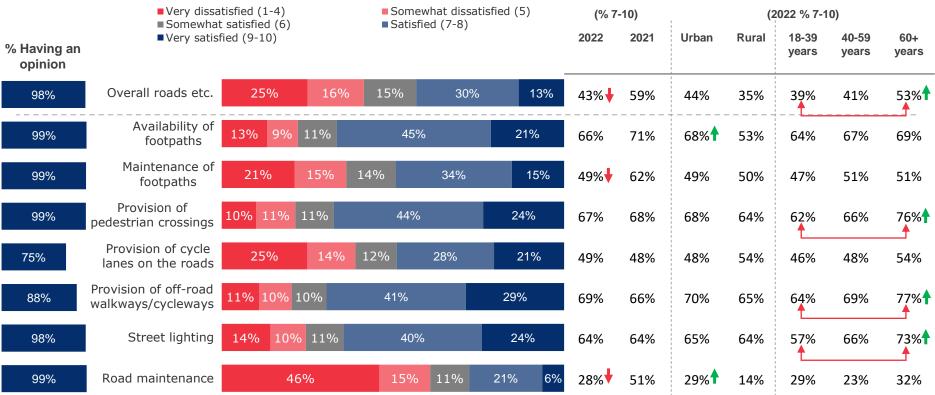
^{2.} How satisfied are you with each of the following...?

^{3.} Performance scores relate only to those who indicate that they have a connection to the urban system

^{4.}Sample: Total 2022 n=563, Urban n=509, Rural n=54, Age: 18-39 years n=180, 40-59 years n=192, 60+ years n=192; 2021 n=600

Residents are less satisfied with the city's roading infrastructure (43% down from 59%), with this result mostly being influenced by a lower evaluation of maintenance in relation to both roads and footpaths, and of note, 46% are very dissatisfied with how the city's roads are being maintained









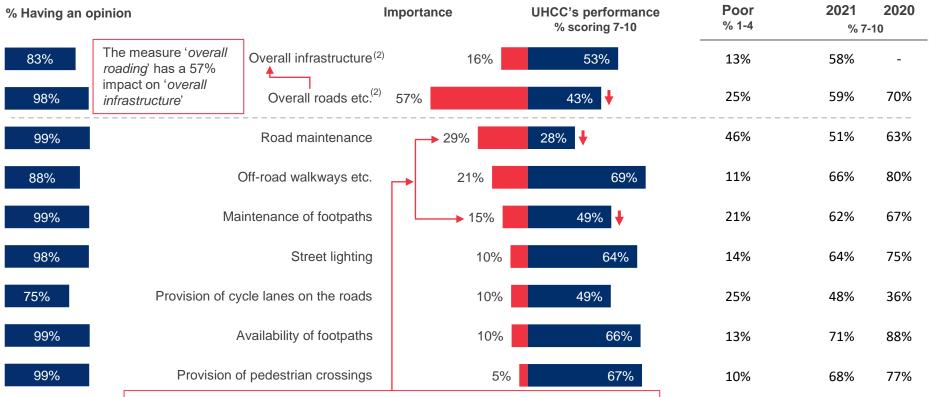
^{1.} Results within detailed bars may sum to +/- one point due to rounding

^{2.} How would you rate your satisfied with each of the following...?

^{3.}Sample: Total 2022 n=563, Urban n=509, Rural n=54, Age: 18-39 years n=180, 40-59 years n=192, 60+ years n=192; 2021 n=600

Improving maintenance of the city's roads and footpaths represents an opportunity to add value since performance scores on these attributes are poor, and they have considerable impact (44% combined) on the overall evaluation of roading

Infrastructure: Understanding satisfaction with roading⁽¹⁾⁽³⁾



Improving road maintenance and the maintenance of footpaths represent the best opportunities to add value since performance scores are low, and these attributes have a significant impact on the overall evaluation of the city's roads.



^{1.} How would you rate your satisfied with each of the following...?



^{2.}The overall questions about roading and infrastructure were added to the survey in 2021

^{3.}Sample: 2022 n=563, 2021 n=600, 2020 n=403

Residents who are dissatisfied with roading infrastructure mention the need for both more investment and an increased focus on repairs

Infrastructure: Understanding satisfaction with roading(1)(2)(3)

"They are intent on building new sub-divisions while not investing in infrastructure; vehicles per day using my street has increase ten-fold and the roads are worse than ever."

"The roading is absolutely appalling. They are doing some fixing but its not fast enough and almost too little too late"

"The roads are not maintained as well as they could be. There could be more cycle lanes and footpaths. Cycling in the valley is very popular but they are always in the middle of the road and are a hazard to drivers. This can be improved."

"Fix the potholes on our roads, the uneven footpaths and the water leaks. It's time Council took some pride in our city."



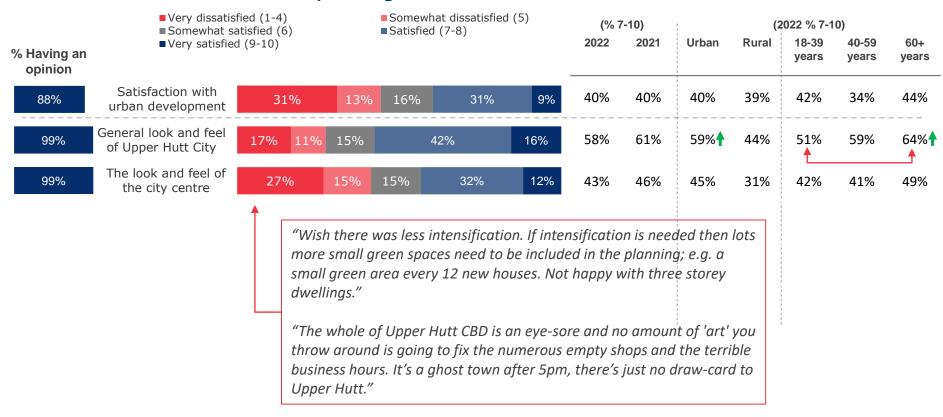
Section 10:

Services

Muirton

A high proportion of residents are concerned about urban development in Upper Hutt (31% dissatisfied), and similarly, over a quarter (27%) are unhappy with the look and feel of the city centre

Services: Satisfaction with town planning⁽¹⁾⁽²⁾⁽³⁾





^{2.}Based on your experience of impressions, how would you rate Council's performance in providing each of the following?

Comments about urban planning express concerns that not enough is being done to consider the broader implications of insufficient and new infrastructure, the impact on communities, and on the environment

Understanding views on town planning⁽¹⁾⁽²⁾⁽³⁾

"I am wondering what Council's actions are going to be for climate change? Like planting trees or example. There is so much wasted green space where you could plant some native trees. For example, the Brown Owl reserve, or the park on Spreagrass Grove."

"As the population of the city grows the infrastructure and amenities don't appear to be keeping up."

"Traffic management is a joke and the increased number of vehicles that come with a major housing development programme is not aligned with a road improvement programme to the main centres where people work."

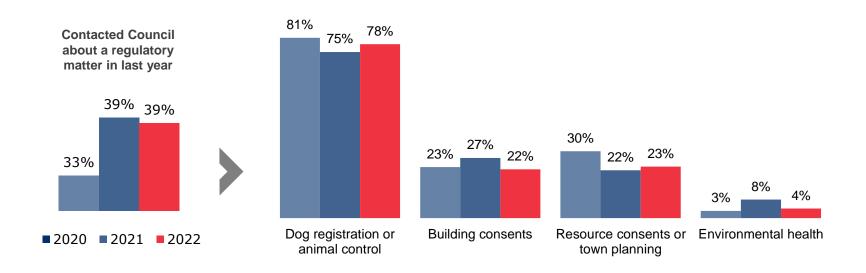
"There seems to be a bigger focus on improving recreational facilities such as parks and H_2O than improving our infrastructure such as roads, cycleways, water storage and supply, and the high street. Given the amount of land development happening in the area, demand on our infrastructure is increasing to a point that is impacting us all."



Slightly more than a third of residents have contacted Council about a regulatory matter in the last year, with most contact being related to dog registration or animal control

Services: Contacting Council about regulatory matters⁽¹⁾⁽²⁾

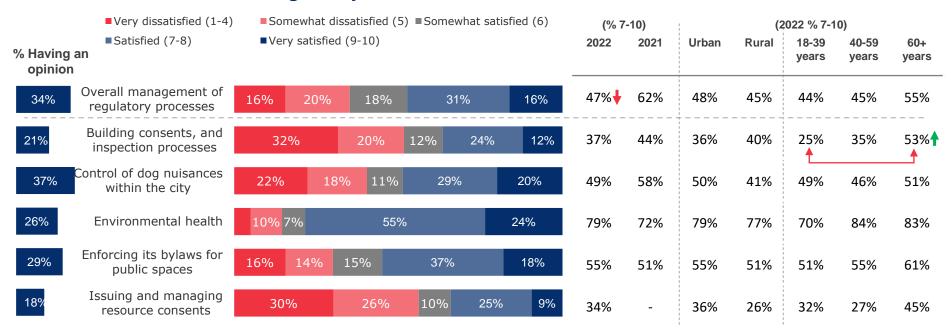
% Among those who have contact Council about a regulatory matter





Relatively few residents felt that they had sufficient knowledge to provide an evaluation of Council's regulatory services

Services: Satisfaction with regulatory services⁽¹⁾⁽²⁾⁽³⁾



Significant increase 95% CI Significant decrease 95% CI



3.Sample: Total 2022 n=563, 2021 n=600, 2020 n=403

^{1.} Results within detailed bars may sum to +/- one point due to rounding

^{2.}Based on your experience of impressions, how would you rate Council's performance in providing each of the following?

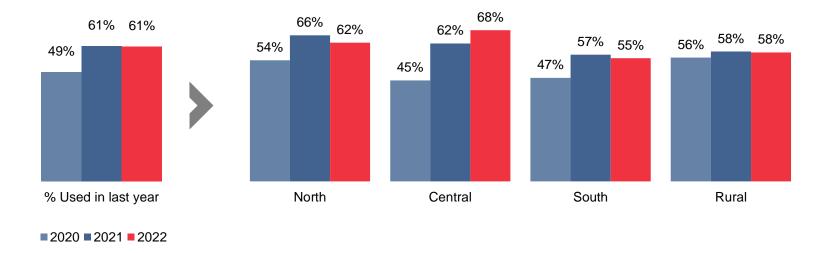
Residents in Central Upper Hutt continue to show an increase in their use of the Park Street drop-off, but overall, use of the facility has plateaued with almost two thirds (61%) of residents using the facility

Services: Using the Park Street recycle drop-off⁽¹⁾⁽²⁾

Used the Park Street recycle drop-off in last year

"Council needs a much better recycling system. The Drop off is full too often. There are no recycling/compost bins beside the public rubbish bins."

"Kerbside recycling should be provided by Council and funded by rates. This is a basic service that should be provided by every city council in NZ. The current situation of providing the recycling drop-off centre only must not continue."

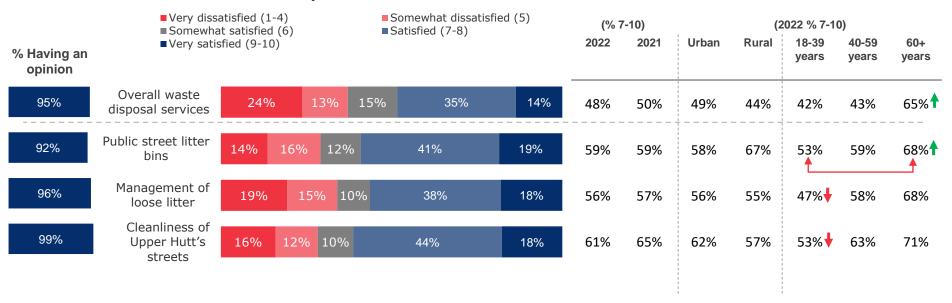






Satisfaction with Council's waste disposal services is on par with the prior year; however, about a quarter (24%) of residents are unhappy with waste disposal management

Services: Satisfaction waste disposal services⁽¹⁾⁽²⁾⁽³⁾







^{1.} Results within detailed bars may sum to +/- one point due to rounding

^{2.} How satisfied are you with the following services provided by Council?

Comments suggest that there is a strong demand for a kerbside recycling service

Services: Understanding waste disposal services⁽¹⁾⁽²⁾⁽³⁾

"I think rubbish collection and recycling needs a good looking at."

"Upper Hut needs to have a rubbish collection similar to other councils where the rubbish bins/recycling are provided by Council. We pay a rubbish fee in rates then spend another \$428 annually to contract for private collection."

"Council needs to make recycling free for everyone.."

"Very disappointed that kerbside recycling wasn't reinstated when over 50% of respondents to the 10-year plan supported it being reinstated. Council spent ratepayers' money to consult over the plan and then ignored the majority's wishes."



Section 11:

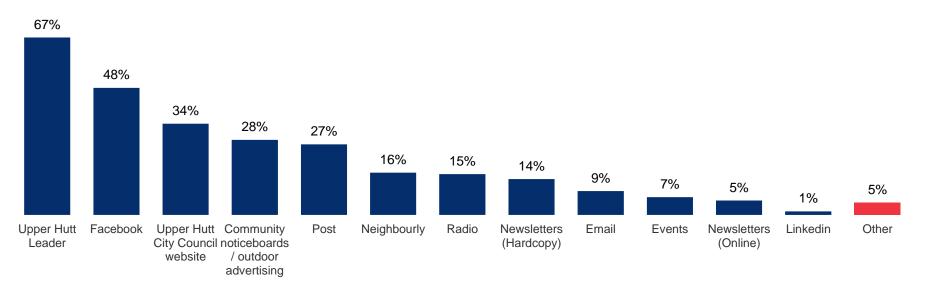
Communications

Muirton

The Upper Hutt Leader remains the most frequently used source of information about Council and its activities

Services: Channels used for keeping informed about Council's activities⁽¹⁾⁽²⁾

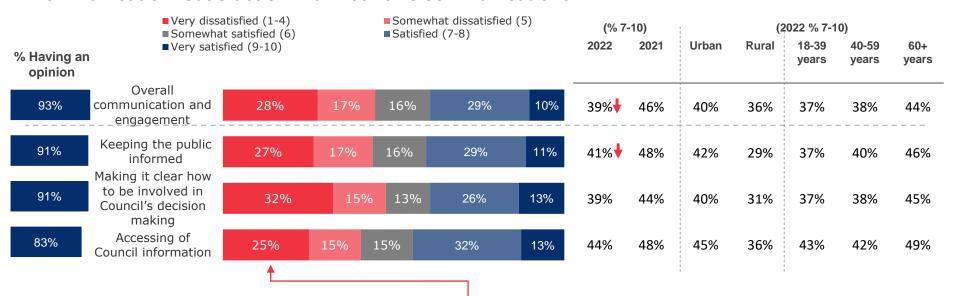
% by channel used





Residents are less satisfied with Council's communications, and while this hasn't been shown to have a strong influence on overall perceptions of Council, effective communication is necessary to develop better value recognition

Communication: Satisfaction with Council's communications⁽¹⁾⁽²⁾⁽³⁾



"Poor communication with the public; the ratepayers. We are not informed or respected."

"Council should book a regular page in 'The Leader' in order to explain what it is doing. If it is not regular then people may miss information because they are not looking for it."

"Surprised that I have lived here for 13 years and I had to write 'don't know' for a lot of areas. This means you need to increase communication of the great success stories that Council may have achieved."



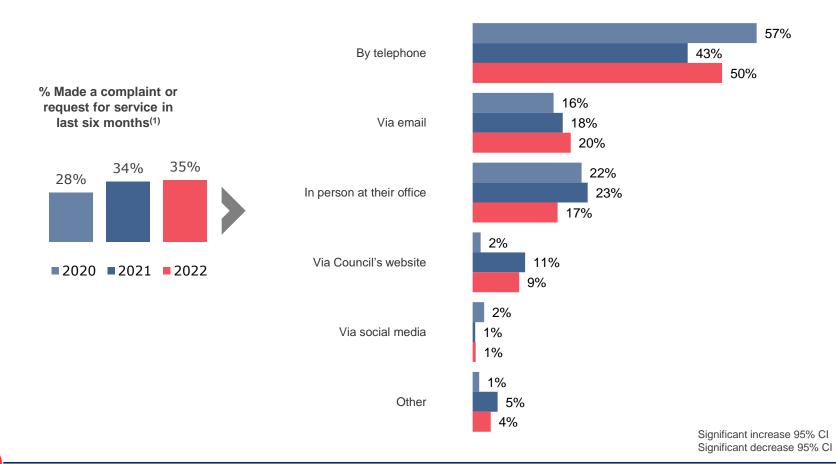


^{1.} Results within detailed bars may sum to +/- one point due to rounding

^{2.} How satisfied are you with Council's performance in relation to each of the following?

Issues lodged with Council over the last year have most frequently been via telephone (50%), and overall, the channels being used have not changed significantly over the prior year

Communication: Requesting service or making complaints⁽²⁾⁽³⁾





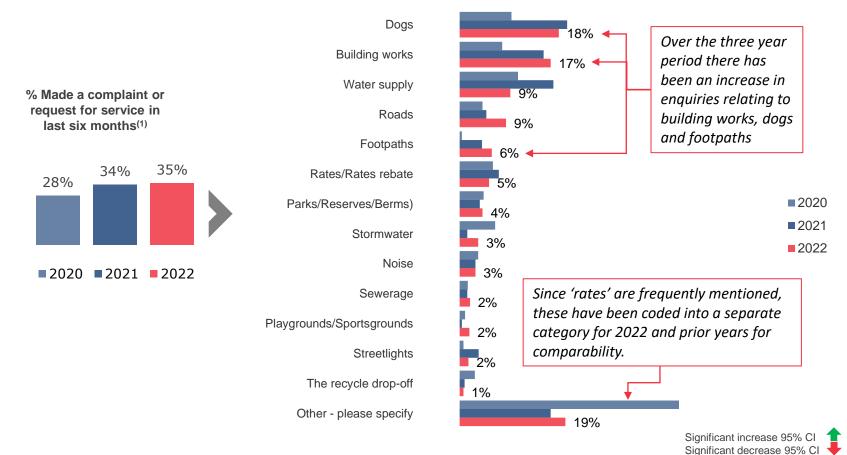
^{1.} Have you made a request for service or lodged a complaint about a Council service in the past six months?

^{2.} Thinking about your most recent request or complaint, what did it relate to?

^{3.}Sample: Total 2022 n=563, 2021 n=600, 2020 n=406; making a service request, 2022 n=196, 2021 n=195, 2020 n=121

Issues lodged with Council over the last year have most frequently related to dogs and animals (18%) and building works (17%), although roading and footpaths collectively are also often mentioned (15% combined)

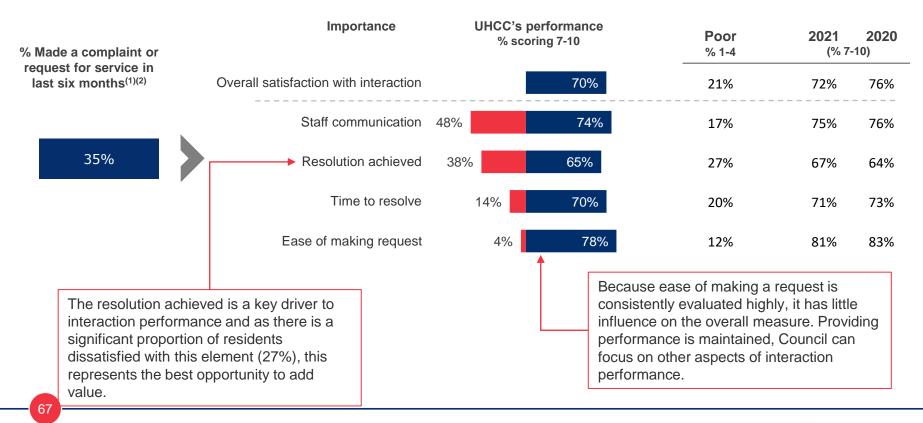
Communication: Requesting service or making complaints⁽²⁾⁽³⁾





Evaluation of how Council is handling issues lodged is strongly influenced by 'staff communication' and 'the resolution achieved', and as performance of the latter element is low relative to other measures, it is identified as an improvement opportunity

Communication: Satisfaction with handling service requests and complaints⁽³⁾



^{1.} Have you made a request for service or lodged a complaint about a Council service in the past 12 months?

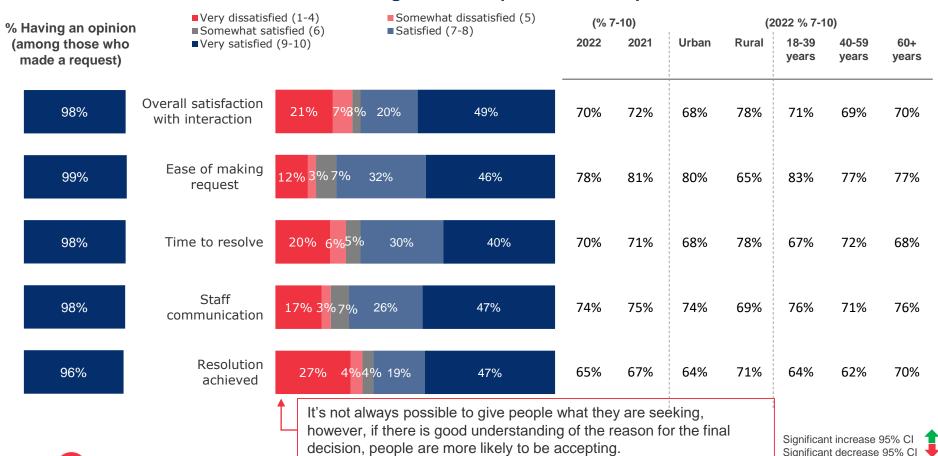


^{2.} Results relate to those who have made a complaint or request for service in the last year

^{3.} Sample: Total 2022 n=563, 2021 n=600; making a service request, 2022 n=196, 2021 n=195

Results for interactions with Council staff are similar to the prior survey; however, there remains an opportunity to improve perceptions around the resolution achievement since a high proportion are unhappy (27%)

Communication: Satisfaction with handling service requests and complaints(1)(2)(3)(4)



1. Results within detailed bars may sum to +/- one point due to rounding

68

3. Results relate to those who have made a complaint or request for service in the last year

4. Sample: Total 2022 n=563, 2021 n=600; making a service request, 2022 n=196, 2021 n=195



^{2.} Have you made a request for service or lodged a complaint about a Council service in the past 12 months?

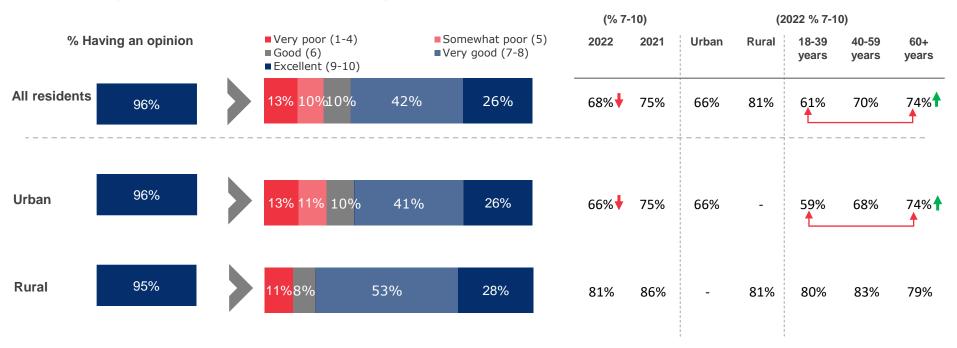
Section 12:

Well-being

Muirton

Residents in Upper Hutt City mostly have a good sense of personal well-being, with about two thirds (68%) considering their well-being to be very good or excellent, although their evaluation is lower than reported in 2021

Well-being: Personal sense of well-being⁽¹⁾⁽²⁾⁽³⁾⁽⁴⁾







^{1.} Results within detailed bars may sum to +/- one point due to rounding

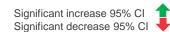
^{2.} How would you describe your personal health an well-being? New question in 2021

^{3.}Health and well-being questions were introduced in the 2021 survey to reflect the Local Government (Community well-being) Amendment Act 4.Sample: Total 2022 n=563, Urban n=509, Rural n=54, Age: 18-39 years n=180, 40-59 years n=192, 60+ years n=192; 2021 n=600

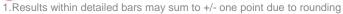
Council is seen to be doing a reasonably good job of promoting well-being in the community, with about half (47%) of all residents satisfied or very satisfied

Well-being: Satisfaction with Council's activities to promote⁽¹⁾⁽²⁾⁽³⁾⁽⁴⁾

	■Very dissatisfied (1-4) ■Somewhat satisfied (6)		■ Somewhat dissatisfied (5) ■ Satisfied (7-8)		(% 7-10)		(2022 % 7-10)				
% Having an opinion	■ Very satisfied (9-10)				2022	2021	Urban	Rural	18-39 years	40-59 years	60+ years
80%	Working to promote well-being	20% 14%	18% 36%	11%	47%	50%	47%	46%	36%	49%	62%
88%	Protecting the natural environment	15% 11% 15%	40%	19%	60%	61%	60%	52%	54%	58%	70%
72%	Protecting heritage features	14% 9% 16%	43%	18%	61%	60%	62%	54%	57%	60%	68%
77%	Providing cultural events and activities	10% 14% 11%	40%	25%	65%	65%	64%	74%	47%♥	73%	78%
74%	Supporting community groups	10% 11% 14%	44%	22%	66%	63%	65%	79%	57%♥	70%	73%
82%	Supporting healthy and active living for all ages	12% 11% 12%	42%	24%	66%	62%	65%	73%	56%♥	68%	78%





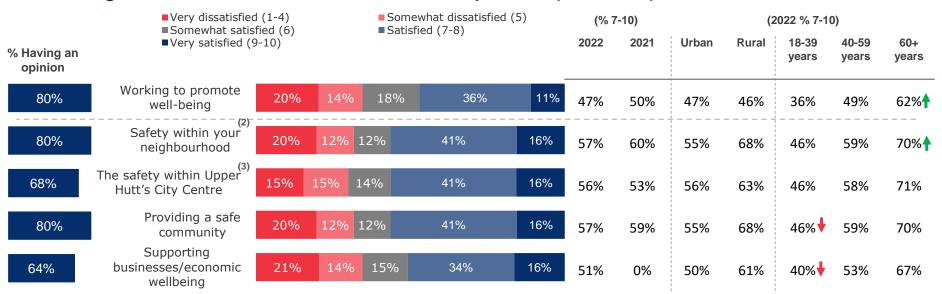


^{2.} How would you rate Council for each of the following...?

^{3.}New health and well-being questions were introduced in 2021 to reflect the Local Government (Community well-being) Amendment Act 4.Sample: Total 2022 n=563, Urban n=509, Rural n=54, Age: 18-39 years n=180, 40-59 years n=192, 60+ years n=192; 2021 n=600

Residents have a similar level of satisfaction with safety within their community as measured last year, although about a fifth have concerns

Well-being: Satisfaction with Council's activities to promote (continued)(1)(4)







^{1.} Results within detailed bars may sum to +/- one point due to rounding

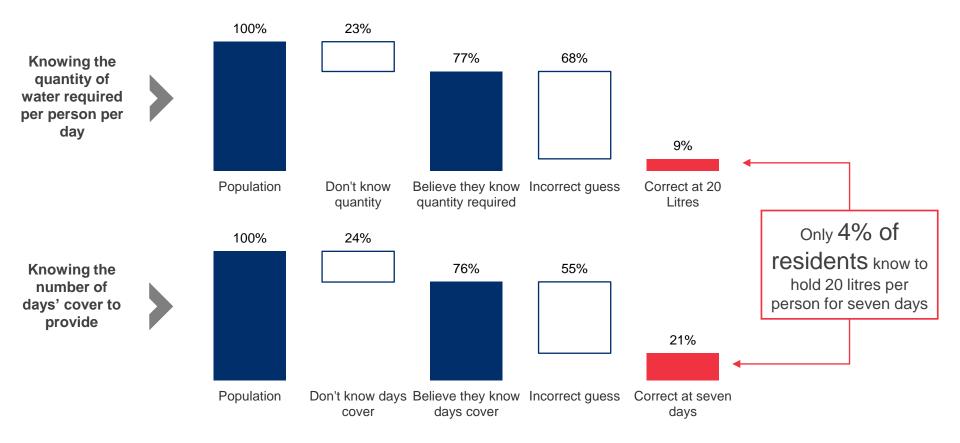
^{2.}For 2022, 'safe community' has been used as these measures are highly correlated

^{3.} For 2022 this result has been imputed

^{4.}Sample: Total 2022 n=563, Urban n=509, Rural n=54, Age: 18-39 years n=180, 40-59 years n=192, 60+ years n=192; 2021 n=600

While most residents recognise that they should have an emergency supply of water, few know the recommended number of days' coverage or the required quantities for each person

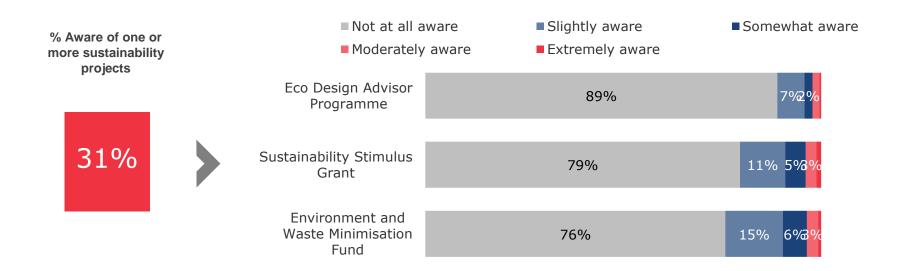
Well-being: Prepared for emergencies¹⁾⁽²⁾⁽³⁾⁽⁴⁾





Almost a third (31%) of residents are aware of one or more of the sustainability projects operated by Council; however, their level of knowledge of these activities is minimal

Sustainability projects: Proportion aware⁽¹⁾⁽²⁾



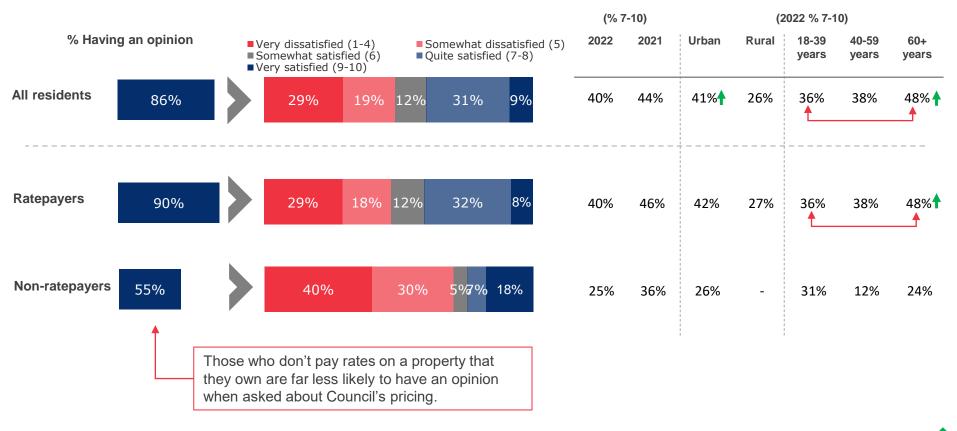


Section 13:

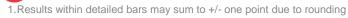
Council's charges

Perceptions of Council charges are on par with the prior year, and of note, ratepayers have a more positive perspective relative to non-ratepayers who are less likely to have an opinion

Council's charges: Overall satisfaction⁽¹⁾⁽²⁾⁽³⁾⁽⁴⁾



Significant increase 95% CI Significant decrease 95% CI



^{2.} How would you rate the Council for each of the following...?

76

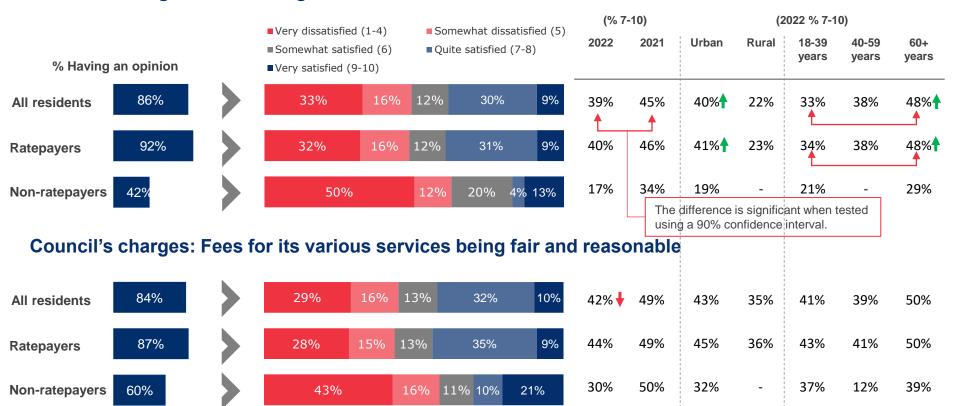
^{3.}The overall level question relating to satisfaction with Council's fees and payment options was introduced in the 2021 survey





Satisfaction with the 'rates being fair and reasonable' indicates a decline relative to the prior year, as does satisfaction with Council's charges and fees for its other services

Council's charges: Rates being fair and reasonable⁽¹⁾⁽²⁾⁽³⁾



Significant increase 95% CI
Significant decrease 95% CI





^{1.}Results within detailed bars may sum to +/- one point due to rounding

^{2.} How would you rate the Council for each of the following...?

^{3.}Sample: Total 2022 n=563, Urban n=509, Rural n=54, Age: 18-39 years n=180, 40-59 years n=192, 60+ years n=192; 2021 n=600

Section 14:

General comments about Council

Verbatim comments support the quantitative results with regard to concerns about roading repairs, urban planning, waste management, water-related infrastructure and better communications

General: Comments about Council or improvements that would be valued(1)(2)(3)

Improved rubbish collection/rubbish bags/recycling/landfill issues 27% Roading issues/signage/speeding/parking/lighting/pedestrian crossings 26% Subdivision issues/town planning/infrastructure investment 15% Improve three waters infrastructure/water supply/sewerage and stormwater 11% % Offering a comment Better communication/more transparency/easier to access information 11% 8% General positive comment 8% Rates and other fees are too high/stop increasing rates/payment options Improve public facilities/parks/public buildings/facility maintenance 8% New or maintain footpaths/kerbs and berms/cycleways and walkways 7% Environmental issues/sustainability/noise issues 6% CBD upgrade/mall upgrade 5% Better financial management/stop wasting money 5% 49% Economic development/promote the city 5% Council salaries too high/too many staff/improve management 4% Health and wellbeing/cultural identity/cultural events 4% Happy with Council/they do a great job/staff are great 3% General negative comment 3% Dog/stock control/ dog registrations/exercise spaces 3% Improve other core services/regulatory and planning/focus on core activities 3% Excellent swimming pool/excellent library/excellent facilities/excellent parks 3% Safety concerns/insufficient Police 2% Improve decision making process/more public interaction 2% Council representation/diversity/leadership/vision 1%

Introduce differential rates for elderly/rural who receive less services

Improve transport options/services



^{1.} Are there any comments that you would like to make about Council?



1%

1%

Other

6%

^{2.}Thinking back to how you scored...what do you think Council is doing particularly well or needs to improve? 3.Sample: Total 2022 n=563

Section 15:

Appendix: Table of performance measures

Overall level measures (%7-10)

		Year			Wa	ard			Age group		Ethi	nicity
	2022	2021	2020	North	Central	South	Rural	18-39	40-59	60+	Māori	Other
Overall value for money	38%	48%	59%	40%	41%	39%	25%	32%	33%	55%	40%	38%
Overall satisfaction	42%	55%	70%	43%	45%	43%	28%	36%	38%	56%	46%	41%
Image and reputation	41%	54%	74%	44%	43%	42%	30%	32%	41%	54%	50%	40%
Infrastructure	53%	58%	-	60%	59%	45%	58%	46%	51%	65%	60%	52%
Core services	40%	42%	-	44%	38%	42%	31%	37%	42%	42%	23%	43%
Public facilities	76%	75%	91%	75%	74%	79%	72%	73%	73%	83%	70%	77%
Outdoor spaces	88%	87%	91%	86%	90%	88%	92%	86%	89%	91%	87%	89%
Communications	39%	46%	59%	40%	44%	37%	36%	37%	38%	44%	37%	40%
Well-being	47%	50%	-	51%	47%	45%	46%	36%	49%	62%	37%	49%
Overall Council charges	40%	44%	-	37%	49%	39%	26%	36%	38%	48%	30%	41%
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Reputation measures (%7-10)

		Year			Wa	ard			Age group		Ethr	nicity
	2022	2021	2020	North	Central	South	Rural	18-39	40-59	60+	Māori	Other
Overall reputation	41%	54%	74%	44%	43%	42%	30%	32%	41%	54%	50%	40%
Leadership	38%	52%	72%	43%	44%	34%	30%	28%	39%	52%	41%	38%
Trust	38%	47%	66%	42%	43%	37%	20%	31%	32%	55%	40%	38%
Financial management	39%	47%	64%	42%	40%	39%	27%	28%	37%	55%	34%	39%
Innovation and quality	37%	46%	78%	45%	38%	31%	31%	26%	38%	49%	30%	38%
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Infrastructure measures (%7-10)

		Year			Wa	ard			Age group		Ethr	nicity
	2022	2021	2020	North	Central	South	Rural	18-39	40-59	60+	Māori	Other
Overall infrastructure	53%	58%	-	60%	59%	45%	58%	46%	51%	65%	60%	52%
Water supply	81%	90%	91%	84%	82%	79%	76%	78%	81%	84%	78%	81%
Sewerage system	86%	89%	94%	89%	86%	86%	85%	85%	87%	87%	82%	87%
Stormwater system	63%	67%	75%	62%	70%	63%	42%	60%	60%	69%	54%	64%
Overall roads, cycle ways, footpaths	43%	59%	70%	48%	53%	36%	35%	39%	41%	53%	59%	41%
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Roading measures (%7-10)

		Year			Wa	ard			Age group		Ethr	nicity
	2022	2021	2020	North	Central	South	Rural	18-39	40-59	60+	Māori	Other
Overall roads, cycle ways, footpaths	43%	59%	70%	48%	53%	36%	35%	39%	41%	53%	59%	41%
Road maintenance	28%	51%	63%	30%	36%	25%	14%	29%	23%	32%	29%	28%
Availability of footpaths	66%	71%	88%	61%	78%	65%	53%	64%	67%	69%	72%	65%
Maintenance of footpaths	49%	62%	67%	48%	53%	47%	50%	47%	51%	51%	47%	50%
Provision of pedestrian crossings	67%	68%	77%	67%	69%	67%	64%	62%	66%	76%	63%	68%
Provision of cycle lanes on roads	49%	48%	36%	50%	52%	45%	54%	46%	48%	54%	53%	48%
Provision of off-road walkways etc.	69%	66%	80%	69%	73%	68%	65%	64%	69%	77%	69%	70%
Street lighting	64%	64%	75%	65%	67%	62%	64%	57%	66%	73%	65%	64%
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Core services measures (%7-10)

		Year			W	ard			Age group		Ethi	nicity
	2022	2021	2020	North	Central	South	Rural	18-39	40-59	60+	Māori	Other
Overall core services	40%	42%	-	44%	38%	42%	31%	37%	42%	42%	23%	43%
Urban development	40%	40%	-	50%	42%	33%	39%	42%	34%	44%	35%	40%
Regulatory processes	47%	62%	74%	51%	45%	48%	45%	44%	45%	55%	32%	50%
Waste services	48%	50%	62%	52%	52%	45%	44%	42%	43%	65%	48%	48%
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Outdoor facilities measures (%7-10) (among users)

		Year			Wa	ard			Age group		Ethr	nicity
	2022	2021	2020	North	Central	South	Rural	18-39	40-59	60+	Māori	Other
Overall outdoor spaces	89%	88%	92%	87%	91%	88%	96%	87%	90%	92%	87%	90%
Parks and reserves	90%	89%	92%	89%	92%	88%	98%	88%	92%	91%	87%	91%
Sports fields	88%	85%	95%	83%	82%	93%	95%	84%	87%	93%	71%	91%
Playgrounds	90%	88%	91%	85%	87%	97%	91%	89%	91%	93%	73%	94%
Akatārawa Cemetery	95%	95%	98%	94%	95%	95%	94%	89%	98%	97%	92%	95%
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Public facilities measures (%7-10) (among users)

		Year			Wa	ard			Age group		Ethr	nicity
	2022	2021	2020	North	Central	South	Rural	18-39	40-59	60+	Māori	Other
Overall public facilities	77%	77%	91%	75%	78%	79%	71%	74%	73%	86%	70%	78%
Service at libraries	92%	92%	96%	89%	93%	92%	94%	90%	92%	92%	94%	91%
H₂O Xtream (Facility)	78%	69%	84%	86%	77%	73%	78%	76%	77%	86%	85%	76%
H₂O Xtream (Service)	87%	84%	89%	91%	85%	85%	86%	85%	89%	86%	86%	87%
Whirinaki Whare Taonga (I-site)	91%	87%	96%	95%	88%	90%	90%	89%	93%	91%	84%	92%
Whirinaki Whare Taonga (Events)	89%	86%	93%	90%	91%	88%	92%	88%	93%	86%	88%	90%
Activation event	93%	83%	-	100%	100%	93%	64%	87%	100%	89%	81%	97%
Public toilets	46%	52%	-	46%	48%	47%	42%	32%	48%	67%	35%	49%
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Communications and engagement measures (%7-10)

		Year			W	ard			Age group		Ethi	nicity
	2022	2021	2020	North	Central	South	Rural	18-39	40-59	60+	Māori	Other
Overall communications	39%	46%	59%	40%	44%	37%	36%	37%	38%	44%	37%	40%
Keeping informed	41%	48%	60%	44%	45%	38%	29%	37%	40%	46%	39%	41%
Clear how to be involved	39%	44%	61%	42%	47%	34%	31%	37%	38%	45%	39%	40%
Ease of accessing information	44%	48%	72%	50%	46%	42%	36%	43%	42%	49%	44%	44%
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Well-being measures (%7-10)

		Year			Wa	ard			Age group		Ethr	nicity
	2022	2021	2020	North	Central	South	Rural	18-39	40-59	60+	Māori	Other
Overall, promoting well-being	47%	50%	-	51%	47%	45%	46%	36%	49%	62%	37%	49%
Protect the natural environment	60%	61%	-	66%	68%	51%	52%	54%	58%	70%	60%	59%
Protection of heritage features	61%	60%	77%	65%	67%	56%	54%	57%	60%	68%	59%	62%
Providing cultural events	65%	65%	-	65%	66%	61%	74%	47%	73%	78%	64%	65%
Encouraging social engagement	66%	63%	-	70%	65%	61%	79%	57%	70%	73%	59%	67%
Supporting healthy living	66%	62%	-	70%	66%	61%	73%	56%	68%	78%	70%	65%
Safety in your neighbouhood	57%	60%	82%	56%	56%	54%	68%	46%	59%	70%	57%	57%
Safety in Upper Hutt City Centre	56%	53%	69%	57%	55%	55%	63%	46%	58%	71%	60%	56%
Business economic well-being	51%	-	-	54%	48%	48%	61%	40%	53%	67%	48%	51%
Providing a safe community	57%	59%	-	56%	56%	54%	68%	46%	59%	70%	57%	57%
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Council charges and fees (%7-10)

		Year			Wa	ard			Age group		Ethi	nicity
	2022	2021	2020	North	Central	South	Rural	18-39	40-59	60+	Māori	Other
Overall Council charges	40%	44%	-	37%	49%	39%	26%	36%	38%	48%	30%	41%
Rates being fair and reasonable	39%	45%	56%	34%	45%	42%	22%	33%	38%	48%	28%	40%
Fees for other services being reasonable	42%	49%	61%	42%	48%	41%	35%	41%	39%	50%	38%	43%
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Section 16:

Sample structure

The sample has slightly under-represented younger age groups and overrepresented those in older age groups; however, the differences are small. resulting in the weight variable having minimal impact

Response rate and sample composition by age

(2018 Census)	Grou
17%	65+ Y (65-8
26%	50-64
37%	30-49
20%	18-29

Population

Group	Sample n=	Weighted ⁽¹⁾ n=
65+ Years (65-84 years)	134	97
50-64 years	150	146
30-49 years	186	210
18-29 years	93	111
Total	563	563

Response calculation	Sample n=	
Total sample	2,700	
Less returned, moved, unable to complete etc.	100	
Adjusted sample	2,600	
Questionnaires returned - Online - Paper	467 96	
Total returned	563	22%

Weighting:

Weighting serves the purpose of adjusting responses based on demographics within the sample, so the sample exactly resembles the known population. Smaller weight variables are preferable since the sample data is subjected to less manipulation. The current study has achieved a weight variable ranging from 0.6 to 1.8 and a standard deviation of 0.27, which is considered excellent.



The sample has also achieved a good distribution across geographic areas, and although the proportion of Māori who responded is less than the population proportion (10% vs 14%), the response is sufficient and has been successfully adjusted by weighting

Sample composition by ward and ethnicity

Ward	Sample n=	Weighted n=	Weighted %
North	139	137	24%
Central	147	146	26%
South	223	225	40%
Rural	54	55	10%
Total	563	563	100%
Urban	509	508	90%
Rural	54	55	10%
Total	563	563	100%

Ethnicity	Sample n=	Weighted n=	Weighted %
Māori	62	79	14%
Other ethnicities	501	484	86%
Total	563	563	100%



Section 17:

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