



Central Hawke's Bay District Council Resident Opinion Survey 2023

REPORT | JULY 2023



Contents

1	Summary of Findings	4	
1.1	Together We Thrive! Ora Ngā Tahi Ana!	4	
1.2	Performance Measure Summary	5	
	Land Transport		5
1.3	Key Results Over Time	7	
2	Survey Context	9	
2.1	Method	9	
2.2	Participation by Demographics	10	
3	Together We Thrive! Ora Ngā Tahi Ana!	12	
4	Leadership, Governance and Consultation	20	
4.1	Council Engagement	20	
5	Social Development	21	
6	Land Transport	21	
7	Places and Open Spaces Group	22	
7.1	Reserves and Open Spaces	22	
7.2	Community Facilities	23	
7.3	Cemeteries	23	
8	Planning & Regulatory Services	24	
8.1	Building Control	24	
8.2	Animal Services	24	
8.3	Compliance and Monitoring	25	
	Compliance, monitoring and investigation of property issues related to building and resource consents.		25
	Compliance and monitoring of bylaws.		25
8.4	Environmental Health	26	
8.5	Land Use and Consenting	27	
9	Solid Waste	28	
	Kerbside Recycling Services		28
	Drop-off Recycling Centres		28
	Rural Mobile Recycling Services		29
	Kerbside Rubbish Services		29
	Transfer Station Services		30
10	Stormwater	31	
11	Wastewater Services	32	
12	Water Supply	33	

1 Summary of Findings

1.1 Together We Thrive! Ora Ngā Tahi Ana!

Goal	Measure	2023 Result
<p>1. Proud District - He Rohe Poho Kererū</p> <p>By 2031, 95% of our residents will think Central Hawke's Bay is a great place to live.</p>	<p>Do you think Central Hawke's Bay is a great place to live?</p>	<p>96%</p>
<p>2. Prosperous District - He Rohe Tōnui</p> <p>By 2031, the GDP per FTE in Central Hawke's Bay will be at or will be the New Zealand average.</p>	<p>Do you think Central Hawke's Bay is a thriving and prosperous district?</p>	<p>71%</p>
<p>3. Strong Communities - He Hapori Kaha</p> <p>By 2031, more than 95% of our community will find it easy to express their identity (83.3% in the 2018 Census).</p>	<p>In Central Hawke's Bay, do you find it easy to express your own identity?</p>	<p>78%</p>
<p>4. Connected Citizens - He Kirirarau Whai Hononga</p> <p>Our community's overall life satisfaction will be maintained or will increase year on year (baseline is 7.8/10 from the 2018 Census).</p>	<p>I am satisfied with my life in the Central Hawke's Bay District?</p>	<p>78%</p>
<p>7. Durable Infrastructure - He Hanganga Mauroa</p> <p>By 2031, 85% of our community will be confident that we are appropriately planning for the future renewal and long-term development of Council and community assets.</p>	<p>Are you confident that the Central Hawke's Bay District Council is appropriately planning for the future renewal and long-term development of Council and community assets?</p>	<p>70%</p>

1.2 Performance Measure Summary

Council Engagement

76%
(85%) Thought Council listened and responded well or very well to the needs and issues faced by the Community

81%
(85%) Thought Council engaged and communicated about Council business well or very well

Social Development

76%
(95%) Are satisfied with Council's social development activities

Land Transport

34%
(90%) Are satisfied with roading services provided by Council

Places and Open Spaces Group

79%
(80%) Have used or visited a park, reserve or open space

87%
(90%) Are satisfied with the services and facilities at a park or reserve they visited

91%
(60%) Are satisfied with the community halls

93%
(90%) Are satisfied with the Council cemeteries

Planning and Regulatory Service

88% (90%)	Are satisfied with Council's building control services provided by the Council	83% (90%)	Are satisfied with the Council's animal control services provided by the Council
71% (90%)	Are satisfied with the Council's compliance and monitoring of property issues	60% (90%)	Are satisfied with the Council's compliance and monitoring of bylaws
59% (90%)	Are satisfied with the resource consent services provided by the Council	87% (95%)	Are satisfied with environmental health services provided by the Council
86% (80%)	Are satisfied with the kerbside recycling collection provided by the Council	90% (80%)	Are satisfied with the drop-off recycling centres provided by the Council
87% (80%)	Are satisfied with rural mobile recycling services provided by the Council	81% (80%)	Are satisfied with the kerbside rubbish collection provided by the Council
76% (80%)	Are satisfied with the Council transfer stations provided by the Council	64% (90%)	Are satisfied with stormwater and drainage provided by the Council
93% (90%)	Are satisfied with Council wastewater services provided by the Council	88% (90%)	Are satisfied with the drinking water supply provided by the Council

1.3 Key Results Over Time

With a number of changes to performance measures this year and a change to the satisfaction rating scale (removing the “neither satisfied nor dissatisfied” option), a direct ‘over time’ comparison is not possible. However, where there is an ability to apply a level of trend analysis, this has been done and is shown below.

Council Engagement

	2020 Very well + well	2021 Very well + well	2022 Very well + well	2023 Very well + well	LTP Measure
The Council has listened and responded to community needs and issues in the past 12 months	66%	82%	77%	76%	85%
How well has the Council communicated about Council services	71%	84%	91%	81%	85%

Social Development

	2020 Very satisfied + satisfied + neutral	2021 Very satisfied + satisfied + neutral	2022 Very satisfied + satisfied	2023 Very satisfied + satisfied	LTP Target
Social development activities	89%	85%	50%	76%	90%
<ul style="list-style-type: none"> • 2019–2021 included economic development activities in the measure 					

Land Transport

	2020 Very satisfied + satisfied + neutral	2021 Very satisfied + satisfied + neutral	2022 Very satisfied + satisfied	2023 Very satisfied + satisfied	LTP Target
Roading (not including State Highways)	72%	67%	67%	34%	90%

Places and Open Spaces Group

	2020	2021	2022	2023	LTP Target
	Very satisfied + satisfied + neutral	Very satisfied + satisfied + neutral	Very satisfied + satisfied	Very satisfied + satisfied	
Cemeteries	96%	73%	98%	93%	90%
Parks and reserves	95%	83%	91%	87%	90%
Community halls			91%	91%	60%
Building control services			88%	88%	90%
Animal services	71%	60%	91%	83%	90%

Planning and Regulatory Service

	2020	2021	2022	2023	LTP Target
	Very satisfied + satisfied + neutral	Very satisfied + satisfied + neutral	Very satisfied + satisfied	Very satisfied + satisfied	
Building compliance and monitoring	72%	54%	71%	71%	90%
Environmental health services	94%	75%	95%	87%	95%
Resource consents services	73%	49%	87%	59%	90%
Kerbside rubbish collection					
• Compared over time against solid waste services (rubbish and recycling)	91%	77%	87%	86%	85%
Kerbside recycling collection					
• Compared over time against solid waste services (rubbish and recycling)	82%		85%	81%	85%
Waste transfer station	71%	52%	85%	76%	85%
Stormwater	85%	68%	83%	64%	90%
Wastewater services	93%	74%	92%	93%	90%
Drinking water supply	92%	77%	90%	88%	90%

2 Survey Context

2.1 Method

The 2023 Residents' Survey was conducted using a mixed approach comprising an online survey and hard copy surveys.

Hard copy surveys were distributed via a number of methods.

The online survey provided an option for those with a preference to participate online. These surveys were provisioned and made available to residents using a variety of digital channels, including via kiosks, links on the Council's websites and social media posts on the Council's Facebook.

The online survey ran from the 8 June 2023 until 3 July 2023.

Responses achieved:

	Number of Respondents	% of Respondents
Paper	190	54%
Online	165	46%
Total	355	100%

The total number of responses has increased in 2023, with 310 responses received in 2022.

This increase reflects an increase in online participation, increasing from 92 in 2022 to 190 this year.

The eligible voting population of Central Hawke's Bay according to the New Zealand

Electoral Office was 11,450 as at July 2020. Overall data can be considered accurate to +/- 5.0% margin of error at the 95% confidence level.

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 the subtotal of respondents calculated.

Please note that:

- In certain cases, the sum of individual responses will not add up to totalled figures; this is due to rounding conventions.
- Where sample sizes are low, the findings should be treated with some caution.
- The rating scale for satisfaction scores has been changed from previous years to only include "very dissatisfied", "dissatisfied", "satisfied" and "very satisfied". The positive scores for all individual measures have been calculated using "satisfied + very satisfied".
- For the rating scale of "very poor" to "very well", scores are calculated using those results for "well + very well".
- For the rating scale "strongly disagree" to "strongly agree", agreement ratings were made on a 7-point Likert scale. Responses are reported as an average score and are scored as shown below.

2.2 Participation by Demographics

The following tables show the responses achieved and the demographic information obtained.

By Age

	Total Achieved	
	Number of Respondents	% of Respondents
15–17	1	0%
18–24	0	0%
25–34	22	6%
35–44	38	11%
45–54	55	15%
55–64	63	18%
65–74+	95	27%
75+	81	23%
Prefer not to say	0	0%
Total respondents	355	100%

By Gender

	Total Achieved	
	Number of Respondents	% of Respondents
Female	217	61%
Male	115	32%
Another gender	0	0
Prefer not to say	23	7%
Total	355	100%

By Location

	Total Achieved	
	Number of Respondents	% of Respondents
Blackhead Beach	0	0%
Elsthorpe	10	2.8%
Kairakau	2	0.6%
Mangakuri	0	0%
Ongaonga	10	2.8%
Otāne	30	8.5%
Pourerere	2	0.6%
Pōrangahau	11	3.1%
Shoal Bay (Aramoana)	0	0%
Takapau	20	5.6%
Te Paerahi	1	0.3%
Tikokino	13	5.0%
Waipawa	80	22.5%
Waipukurau	176	49.6%
Whangaehu	0	0%
Total	355	100%

By Homeowner Status

	Total Achieved	
	Number of Respondents	% of Respondents
Yes	290	82%
No	18	5%
Unsure	47	13%
Total	355	100%

By Time in the Hawke's Bay

	Total Achieved	
	Number of Respondents	% of Respondents
0-1 years	13	4%
1-3 years	28	8%
3-5 years	24	7%
5-10 years	51	14%
10-20 years	71	20%
More than 20 years	168	47%
Total	355	100%

3 Together We Thrive! Ora Ngā Tahi Ana!

The District Council's vision for Central Hawke's Bay is a proud and prosperous district made up of strong communities and connected people who respect and protect our environment and celebrate our beautiful part of New Zealand. The Council has established seven strategic goals for achieving this vision. Where possible, the progress towards these goals was measured through the 2023 Residents' Opinion Survey.

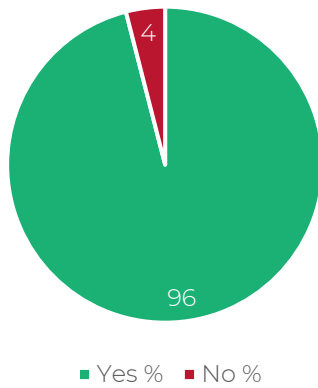
Goal 1

Proud District - He Rohe Poho Kererū

Target:

By 2031, 95% of our residents will think Central Hawke's Bay is a great place to live.

Do you think Central Hawke's Bay is a great place to live?



Of the residents that responded to the survey, 96% believe that Central Hawke's Bay is a great place to live.

This is up by 1% from 2022 and continues to reflect how proud the community are of the district and the quality of life they experience.

Differences between demographic groups are detailed below.

Comparison by demographics.

Not surprisingly given the 96% result, there is general consistency between demographic groups, especially for those groups with more than two responses.

It was noted that of the 10 responses from Ongaonga, only 80% felt Hawke's Bay was a great place to live, and the result for Waipawa (96%) has lifted significantly from 2022 (88%).

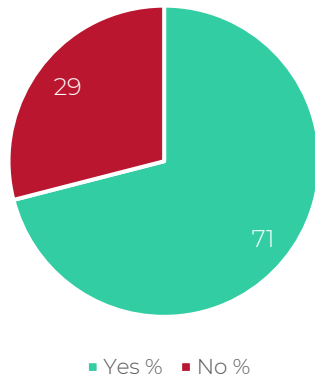
Goal 2

Prosperous District - He Rohe Tōnui

Target:

By 2031, the GDP per FTE in Central Hawke's Bay will be at or will be the New Zealand average.

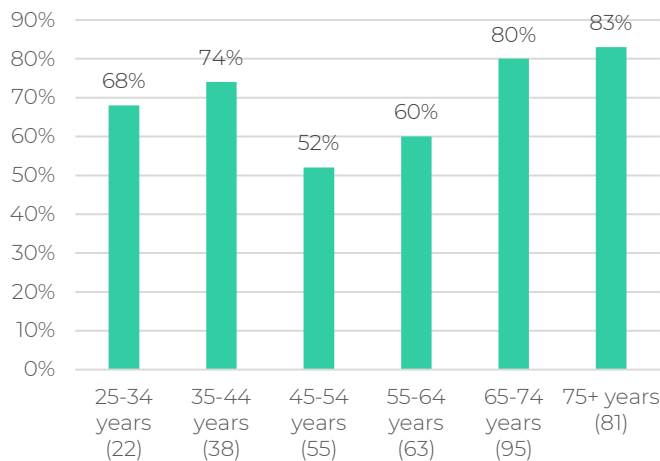
Do you think Central Hawke's Bay is a thriving and prosperous district?



Although the question is not a direct measure of the assigned target, of the residents that responded to the survey, 71% felt that Central Hawke's Bay is a thriving and prosperous district.

This is down from 80% in 2022.

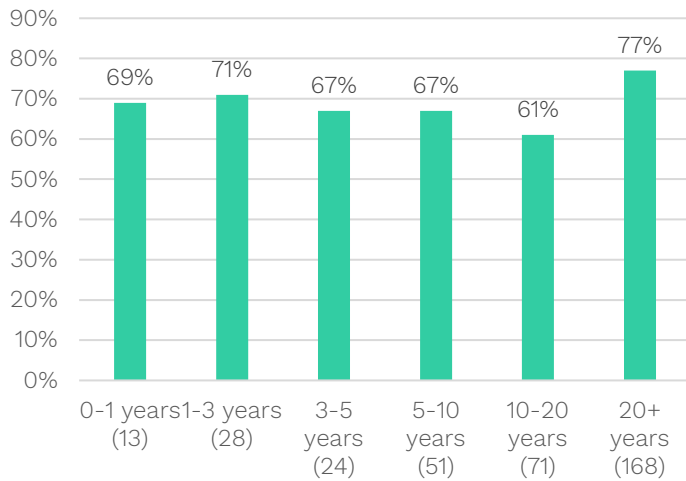
Differences between demographic groups are detailed below.



Comparison by age.

There appears to be a general trend that residents' perspective of Central Hawke's Bay as a thriving and prosperous district is more positive with the older population (65+ years). The age group 45-64 years has a significantly less positive view.

These trends mirror last year's results except for the age group 25-34 years, whose results have improved significantly from 2022 (57%).



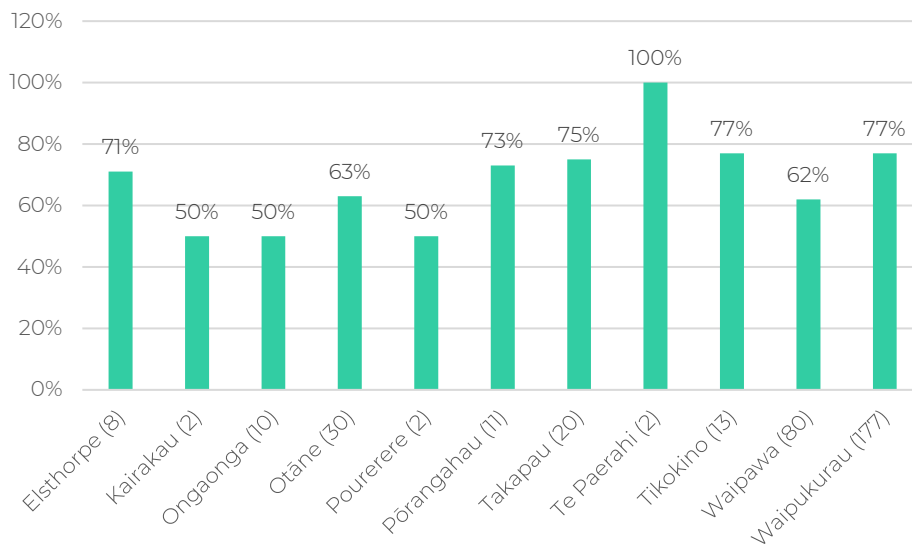
Comparison by time in the District.

These results show more consistency than those from 2022. For the group who have been in the district for 0-1 years, the 2023 result is significantly higher than in 2022 (56%).

Comparison by location.

Ignoring those locations where there are a very small number of responses (less than three), scores for this question are consistent for most locations across the district.

For residents from Ongaonga, only 50% of the 10 respondents thought Central Hawke's Bay is a thriving and prosperous district, 21% down from 2022 results. The result for Waipawa was also significantly down from the 2022 result (75%).



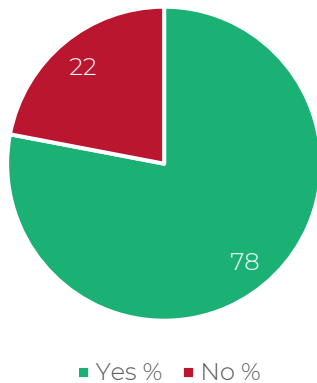
Goal 3

Strong Communities - He Hapori Kaha

Target:

By 2031, more than 95% of our community will find it easy to express their identity (83.3% in the 2018 Census).

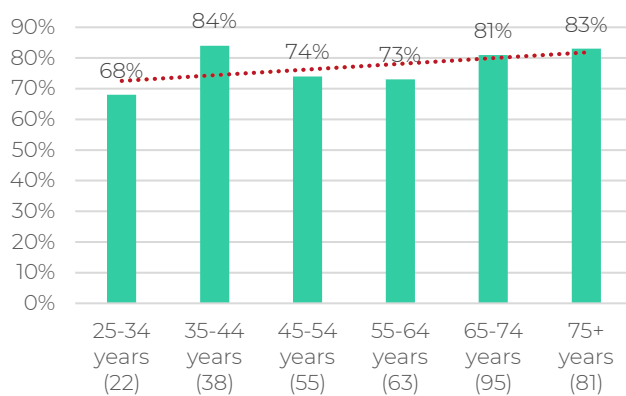
In Central Hawke's Bay do you find it easy to express your own identity?



Of the residents that responded to the survey, 78% felt they found it easy to express their identity in Central Hawke's Bay.

Whilst below the 2018 Census results, the difference is not significant; however, the result is trending downward, with this year's score slightly lower than the 2022 result of 80%.

Differences between demographic groups are detailed below.

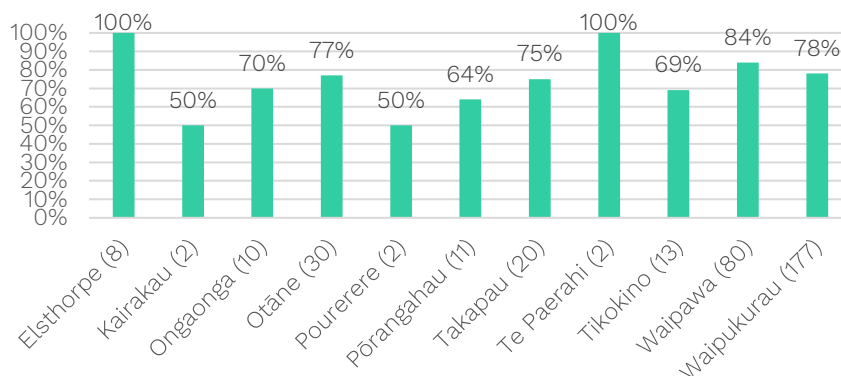


Comparison by age.

There is a general trend that residents' ability to express their own identity is greater with the older population (65+ years). The age group 35-44 years being the exception, with their score of 84% being the highest score among all age groups.

Comparison by location.

Ignoring those locations where there are a very small number of responses (less than three), scores for this question are consistent for most locations across the district; although a score of 100% for the eight people who live in Elsthorpe is a clear outlier.



Goal 4

Connected Citizens - He Kirirarau Whai Hononga

Target:

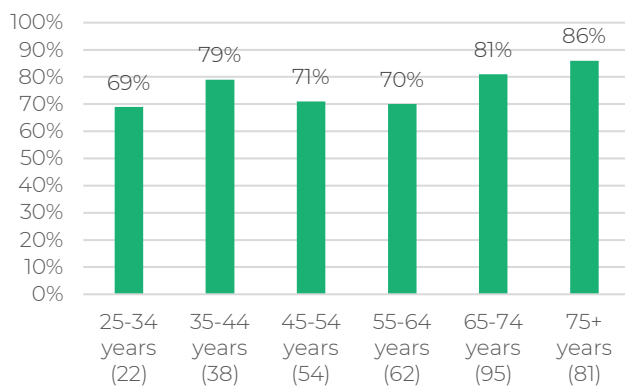
Our community's overall life satisfaction will be maintained or will increase year on year (baseline is 7.8/10 from the 2018 Census).

I am satisfied with my life in
the Central Hawke's Bay
District

78%

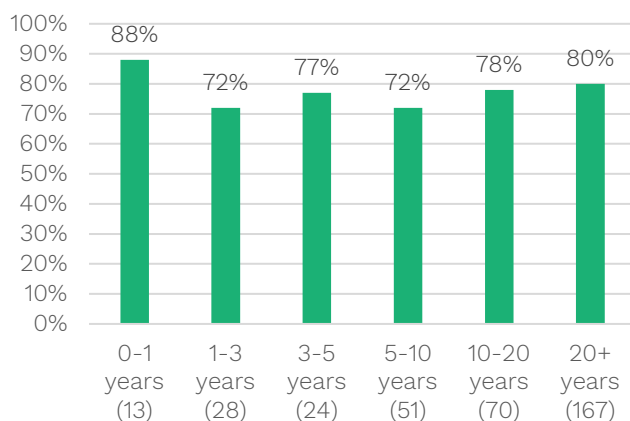
Of the residents that responded to the survey, the overall level of life satisfaction was 78%. This result matches that from the 2018 Census but is slightly down from 2022 (82%).

Differences between demographic groups are detailed below.



Comparison by age.

As reflected in results from the other goals, the age groups 65 years and above and 35–44 years are far more positive about the region and their satisfaction with life than the other age groups.

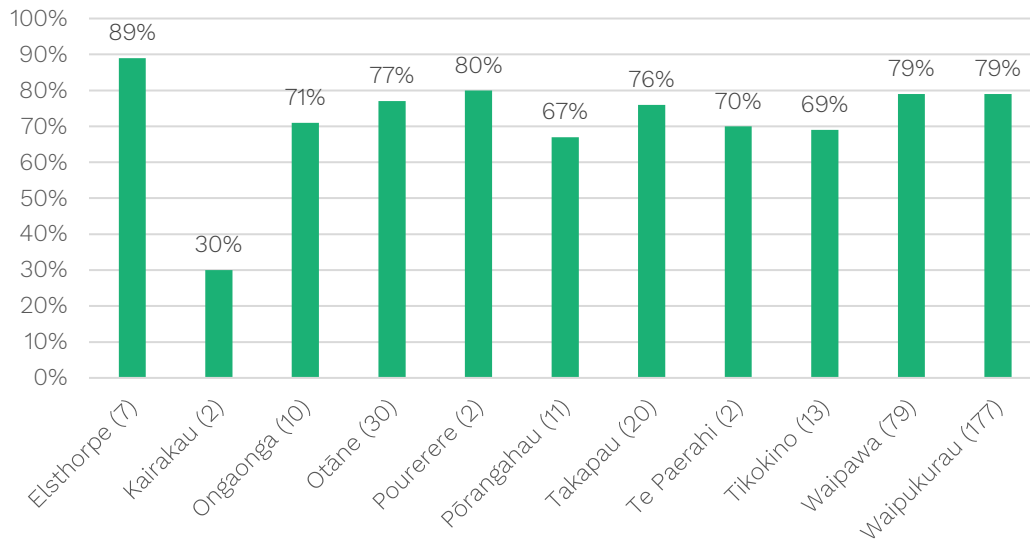


Comparison by length of time in Central Hawke's Bay

People who have moved to Central Hawke's Bay during the past year are more satisfied about their life than other groups.

Comparison by location

Ignoring those locations where there are a very small number of responses (less than three), scores for this question are consistent for most locations across the district with the exception of the residents of Elsthorpe (89%), who are significantly more satisfied with their life than other locations.



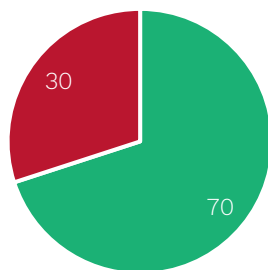
Goal 7

Durable Infrastructure - He Hanganga Mauroa

Target:

By 2031, 85% of our community will be confident that we are appropriately planning for the future renewal and long-term development of Council and community assets.

Are you confident that the Central Hawke's Bay District Council is appropriately planning for the future renewal and long term development of Council and community assets.

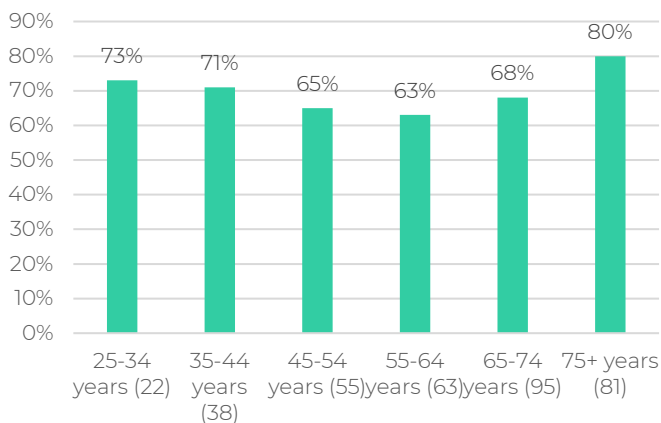


■ Yes % ■ No %

Of the residents that responded to the survey, 70% felt confident in the way Council is planning for the future renewal and long-term development of Council and community assets.

This result has decreased slightly from 2022 (74%).

Differences between demographic groups are detailed below.

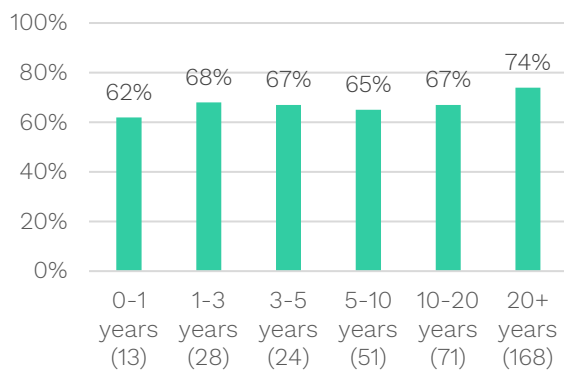
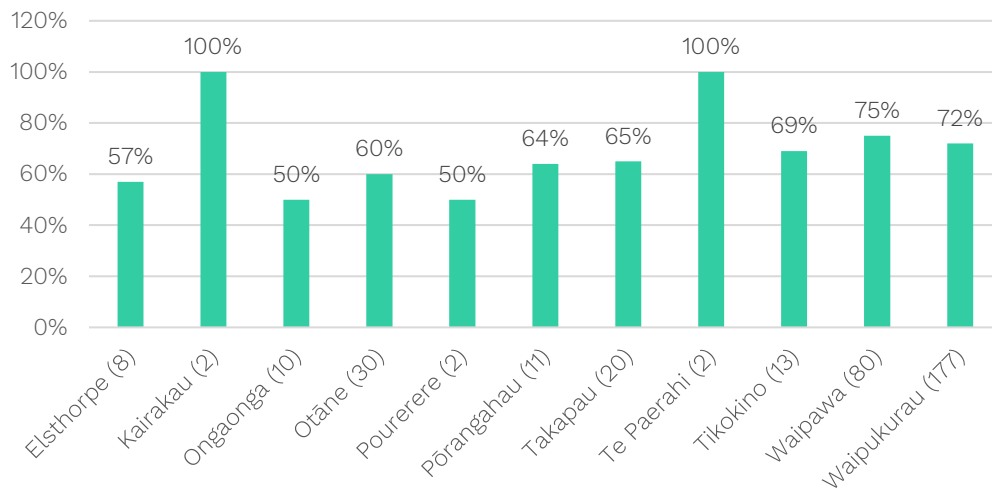


Comparison by age.

There appears to be a general trend that residents' level of confidence in the Council's planning for the future renewal and development of assets is lower for the age groups 45-64 years.

Comparison by location.

Ignoring those locations where there are a very small number of responses (Kairakau, Pourerere and Te Paerahi), results for Waipawa, Waipukurau and Tikokino were slightly higher than other locations but reasonably consistent across the other locations. With a score of 50%, there is significantly less confidence among the residents of Ongaonga.



Comparison by length of time in Central Hawke's Bay.

The results are reasonably consistent across all groups, although people who have been living in Central Hawke's Bay for more than 20 years (nearly 50% of all respondents) were more confident than all other groups.

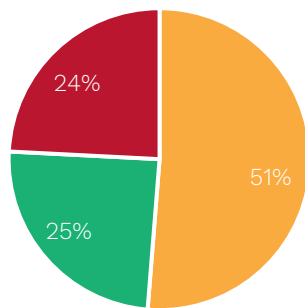
4 Leadership, Governance and Consultation

4.1 Council Engagement

Residents were asked about their views on how the Council has listened and responded to the needs of the community during the past 12 months.

Of those who had an opinion on this question (76 residents answered "I don't know"), 76% felt that the Council has listened and responded well or very well to the needs and issues of the community over the past 12 months.

How well do you believe the Council has listened and responded to the needs and issues faced by the Central Hawke's Bay Community in the last 12 months?

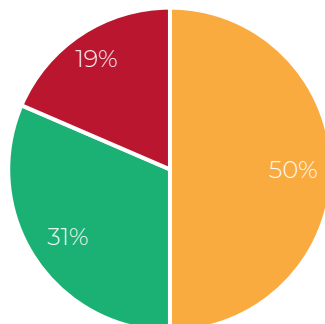


Well Very well Not well at all

There were no major differences in responses based on locations (putting aside the results from locations with a small number of participants), with the exception of Ongaonga and Pōrangahau, which were significantly lower.

Generally, there was a more positive sentiment among older age groups, with the highest portion of responses for "not well at all" coming from those ages 35–54 years. Across the other demographics, there was no significant difference.

How do you believe Central Hawke's Bay District Council has engaged and communicated about Council business in the last 12 months?



Well Very well Not well at all

Residents were also asked how well the Council has engaged and communicated on Council business during the past 12 months.

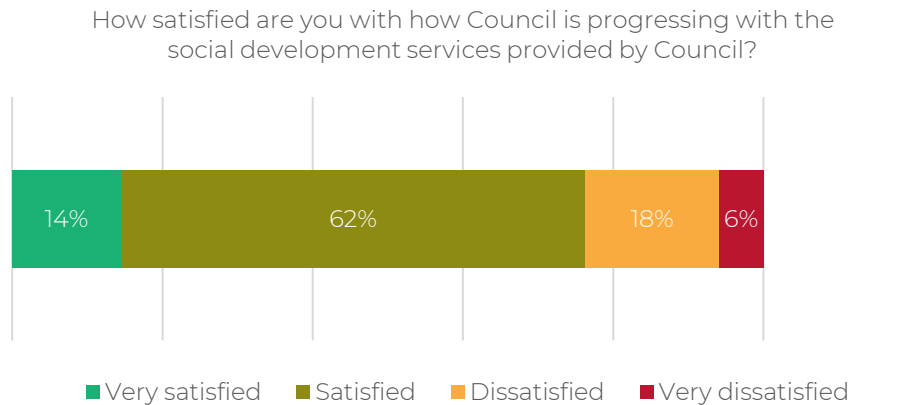
Of those who had an opinion on this question (83 answered "I don't know"), 81% feel that the Council has engaged and communicated well or very well over the past 12 months.

This is down on the 2022 score of 91%.

Not surprisingly, the demographic variance for this question was similar to the question above. Although Ongaonga's results were much higher for this question, 4 out of 10 residents responded, "I don't know". There was a much higher score for "not well at all" (43%) for the 25–34 years age group for this question.

5 Social Development

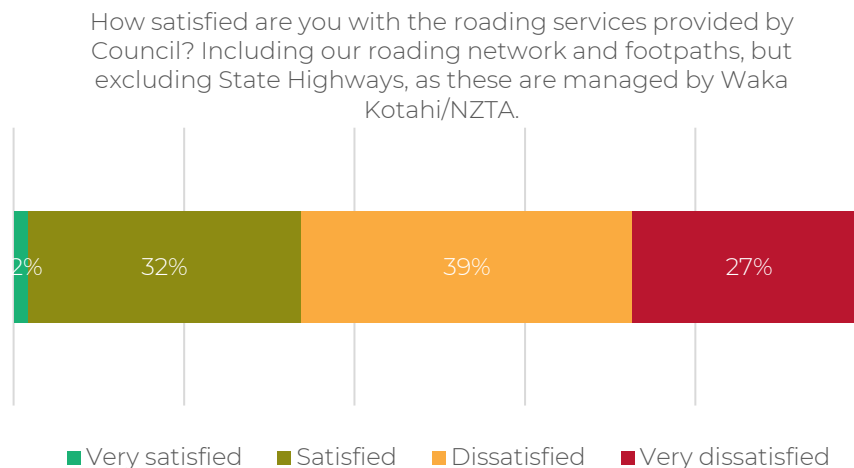
Residents were asked to rate how satisfied they are with how Council is progressing with the social development services provided by Council. The question relates to the role Council has in supporting community networks, such as older persons, youth development and safer CHB, and wider issues such as housing.



* Excludes "don't know"/"unable to say"/"haven't used the service"

6 Land Transport

Thirty-four (34%) percent of residents are satisfied with roading in the district, which is significantly lower than last year's result of 67%.



* Excludes "don't know"/"have not used this service"

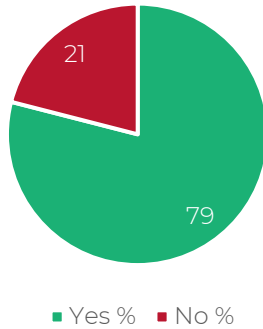
Unlike previous years, there was little difference of opinion between the age groups.

7 Places and Open Spaces Group

7.1 Reserves and Open Spaces

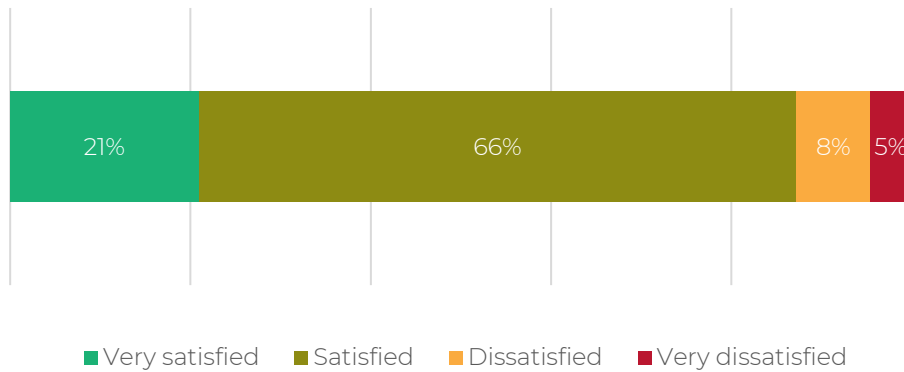
Have you used or visited a Council park, reserve or open space in the last 12 months? Including those locations on the coast e.g. foreshore reserve areas.

Seventy-nine percent (79%) of residents have used or visited a Council park, reserve or open space in the district in the last 12 months.



Of those who have used a Council park, reserve or open space, 87% percent were “very satisfied” or “satisfied” with the services the Council provides. This is slightly down on the 2022 result of 91%.

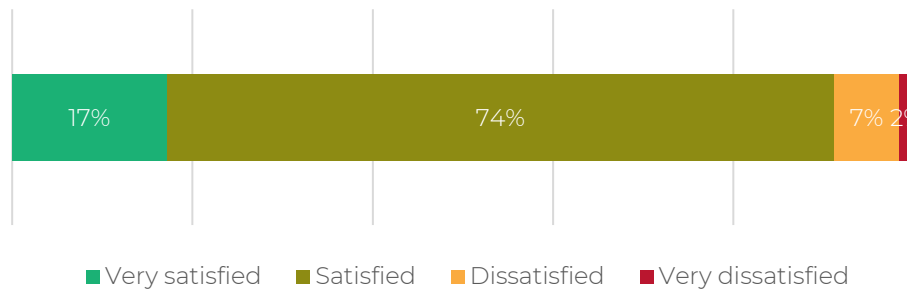
How satisfied are you with the parks, reserves, and open spaces provided by Council?



7.2 Community Facilities

Sixty-three percent (63%) of residents who responded have used a Council community hall. This is up from 56% in 2022. Of these, 91% percent were “very satisfied” or “satisfied” with the Council community halls.

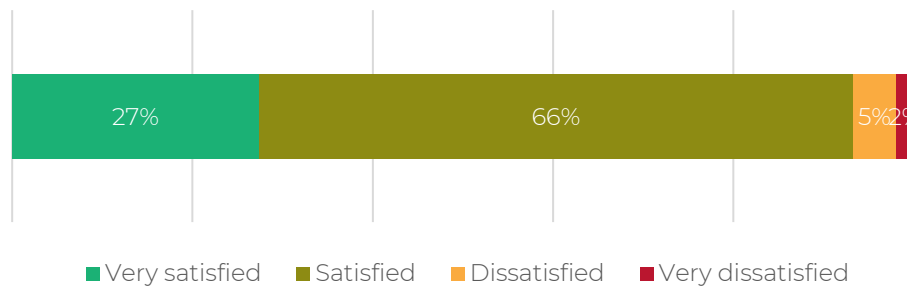
How satisfied are you with Council Community Halls? e.g., Council-owned Halls, Argyll Hall, Elsthorpe Hall, Ongaonga Hall, Otane Hall, Otawhao Hall, Porangahau War Memorial Hall, Takapau Hall, Tikokino War Memorial Hall, Wallingford Hall, Waipukurau Commu



7.3 Cemeteries

Ninety-three (93%) percent of residents are satisfied with the Council cemeteries. This is similar to previous surveys and shows no significant differences between the demographic groups.

How satisfied are you with the condition and maintenance of our district's cemeteries?

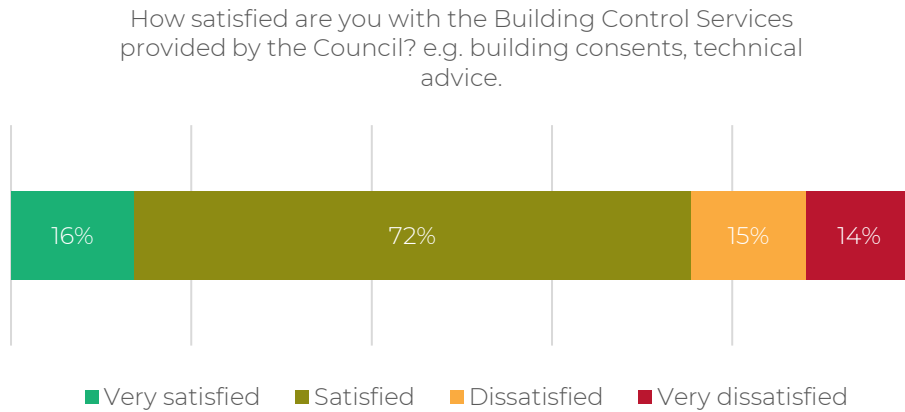


8 Planning & Regulatory Services

8.1 Building Control

Thirty-seven percent (37%) of respondents have used the Council's building control services during the past 12 months, an increase of 5% from 2022.

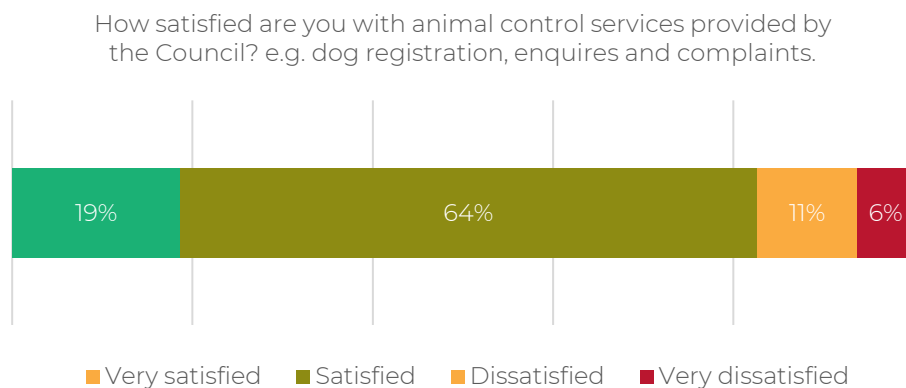
Of these, 88% percent of residents were satisfied with the delivery of the services.



Several common themes emerged from the comments provided regarding people's dissatisfaction with Council's building control services:

8.2 Animal Services

Forty-five percent (45%) of respondents have used the Council's animal services during the past 12 months, of which 83% were satisfied with the service. This is down from the 2021 result of 91%.



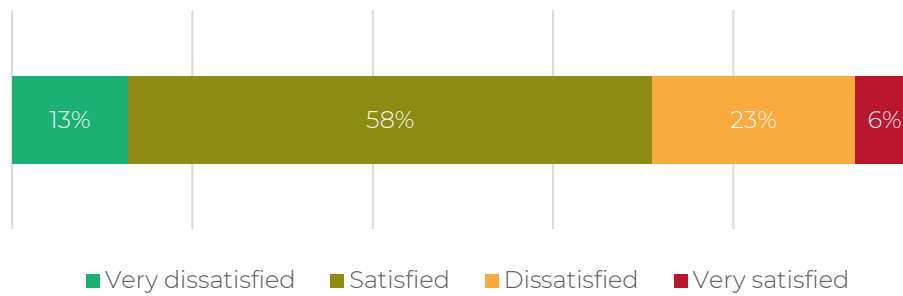
There are no significant differences in the satisfaction scores among the various demographic groups.

8.3 Compliance and Monitoring

Compliance, monitoring and investigation of property issues related to building and resource consents.

Only 17% of respondents have used the Council's building monitoring and investigation services, of which 71% were satisfied with the service provided.

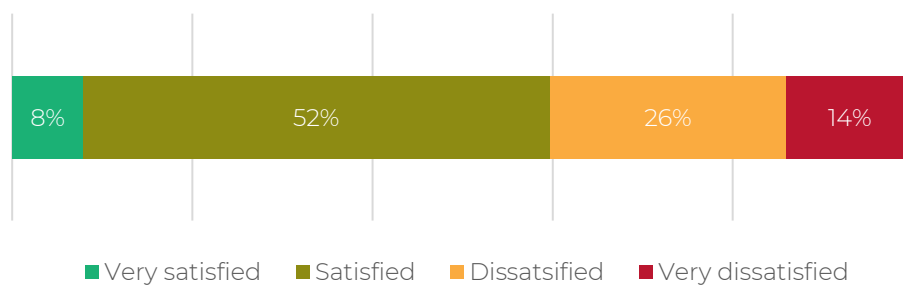
How satisfied are you with the Council's monitoring and investigation of property issues related to building and resource consents? e.g. unconsented buildings or construction works



Compliance and monitoring of bylaws.

Only 32% of respondents have used the Council's compliance and monitoring of bylaws, e.g., bylaws that cover parking, public spaces, abandoned vehicles, etc. Of these, 60% were either "satisfied" or "very satisfied" with the service provided.

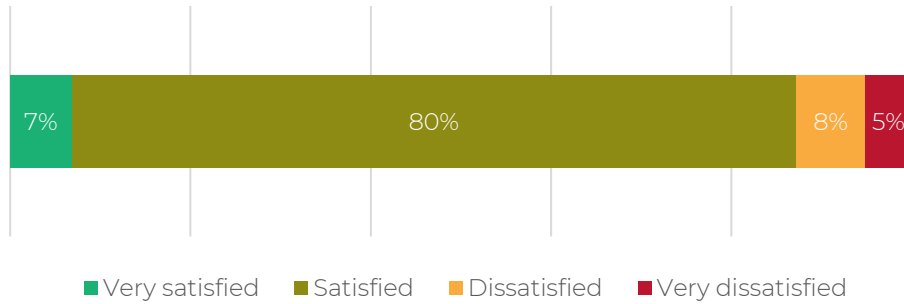
How satisfied are you with the Council's compliance and monitoring of bylaws? e.g., bylaws that cover parking, public spaces, abandoned vehicles etc.



8.4 Environmental Health

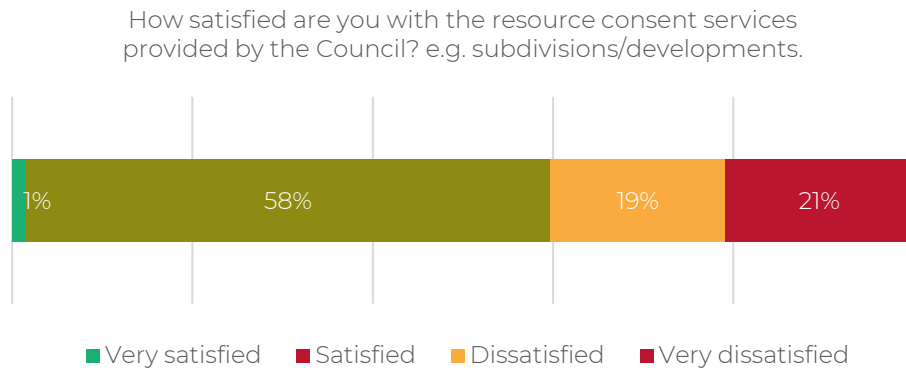
Thirty-three percent (33%) of respondents have used the Council's environmental health services during the past 12 months. This is up significantly from 17% in 2022. Of these, 87% were satisfied with the service provided, which is down from 95% in 2022.

How satisfied are you with the public/environmental health services delivered by the Council? e.g. liquor and food licensing.



8.5 Land Use and Consenting

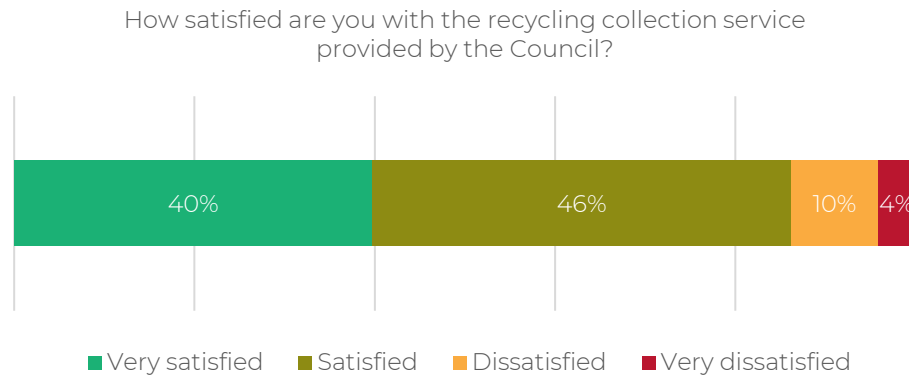
Only 19% of respondents have used the Council's land use and consenting services during the past 12 months. Of these, 59% of residents were satisfied with the delivery of these services, which is down significantly from 87% in 2022.



9 Solid Waste

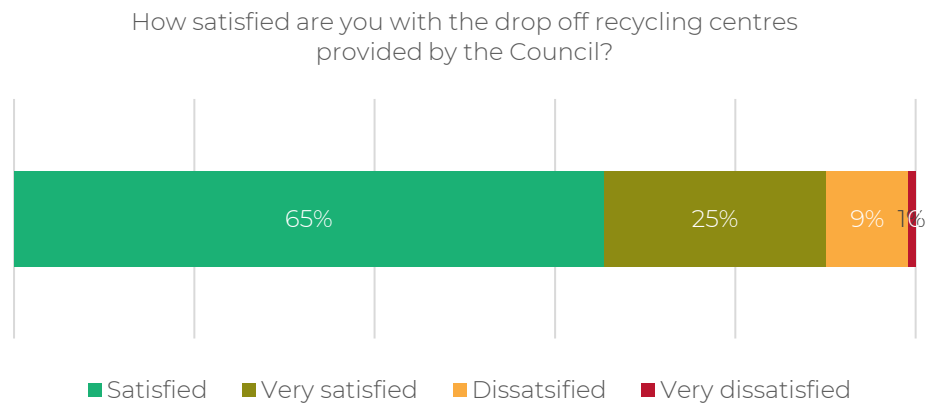
Kerbside Recycling Services

Kerbside recycling services were used by 67% of residents who responded to the survey. Among those who have used the service, 86% were either “satisfied” or “very satisfied”.



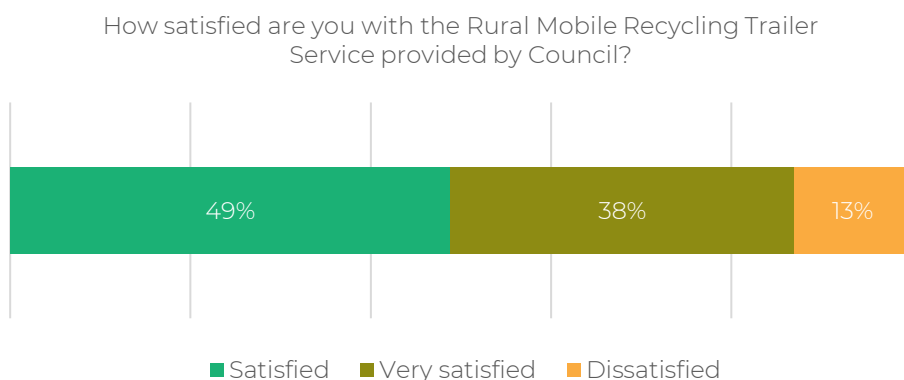
Drop-off Recycling Centres

Drop-off recycling centres were used by 68% of residents who responded to the survey. This is down slightly from 74% in 2022.



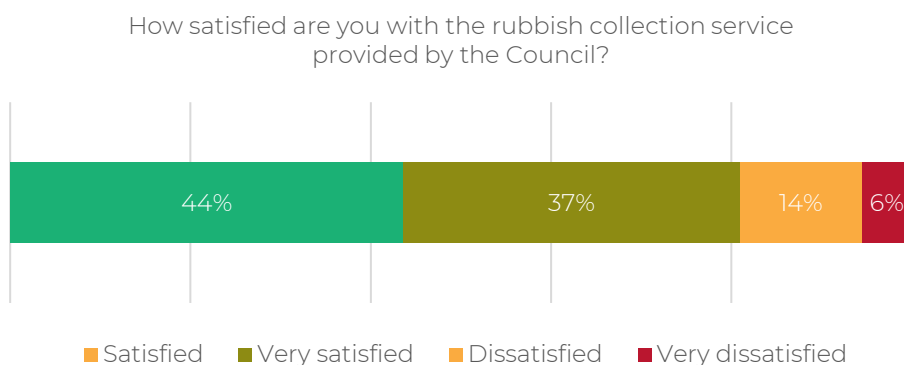
Rural Mobile Recycling Services

In the past 12 months, 15% of those surveyed have used the Council's rural mobile recycling services. Of these, 87% were either "satisfied" or "very satisfied" with the service provided.



Kerbside Rubbish Services

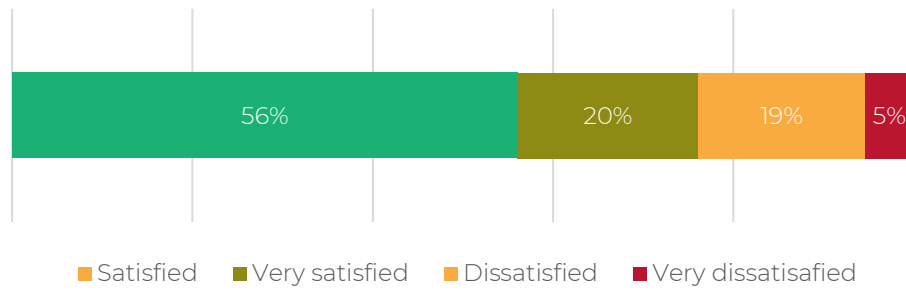
Kerbside rubbish services have been used by 64% of residents who responded to the survey. Residents living in rural and coastal areas are less likely than those living in urban areas to use kerbside rubbish collection.



Transfer Station Services

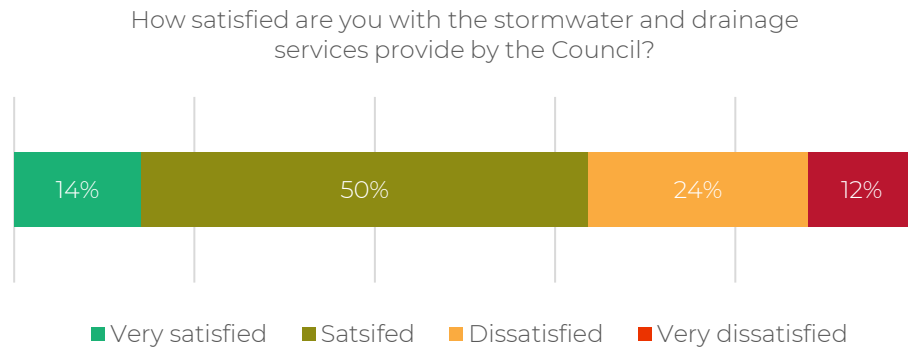
In the past 12 months, 79% of residents have used the Council's transfer station services, of which 76% were either "satisfied" or "very satisfied" with the service.

How satisfied are you with the transfer stations (rubbish dumps) provided by the Council?



10 Stormwater

Of those residents who responded to the survey (and were able to answer this question), 64% were either “satisfied” or “very satisfied” with the stormwater and drainage services provided by the Council. It should be noted that 43% of respondents answered, “I don’t know”.



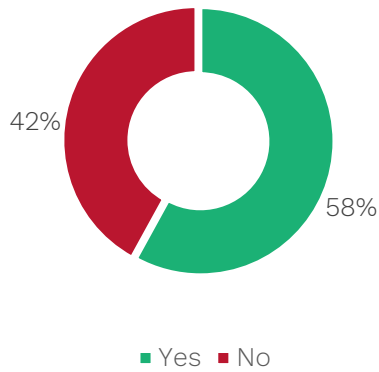
There has been a significant decrease in this result compared to 2022 (83%). This is not surprising given recent extreme weather events and associated flooding and stormwater drainage issues.

The common themes from comments provided as to why people are dissatisfied with Council’s stormwater and flooding services are:

11 Wastewater Services

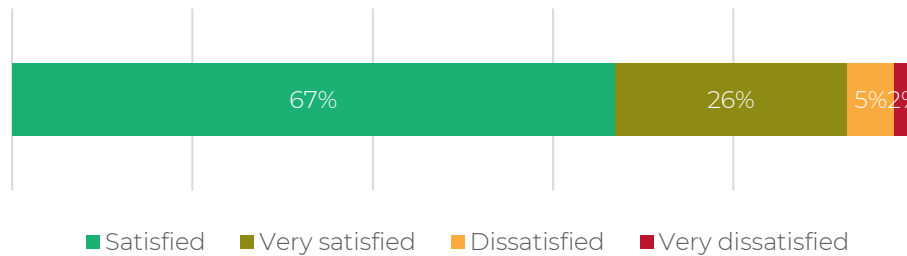
Where you live, does Central Hawke's Bay District Council provide wastewater services?

Fifty eight percent (58%) of residents have access to wastewater services from the Council. This is similar to results in 2022.



Of those who have used the Council's wastewater drainage services, 93% are satisfied with the service.

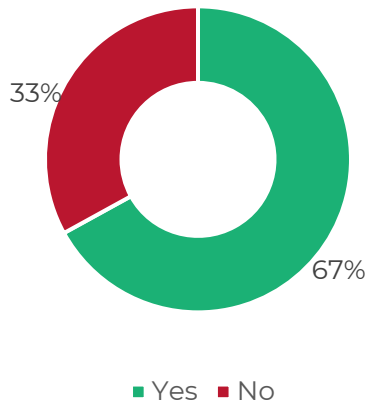
How satisfied are you with the wastewater services provided by the Council?



12 Water Supply

Sixty-seven percent (67%) of Central Hawke's Bay residents that responded to the survey have access to Council supplied drinking water.

Where you live, does Central Hawke's Bay District Council supply drinking water?



Of these residents, 88% were satisfied with the drinking water supply. This is a similar result to 2022 (90%). Levels of dissatisfaction are much higher among the younger age groups (25–34 years).

While the level of dissatisfaction with Council water supply was higher in the rural/coastal areas (Takapau and Pōrangahau, in particular), the number of responses in these areas was low, with the majority of responses coming from Waipukurau and Waipawa.

How satisfied are you with the drinking water supply?

