



A RESEARCH REPORT  
FOR LOCAL GOVERNMENT

# Central Hawke's Bay District Council Resident Opinion Survey

August 2021





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# 1.0 Summary of findings

**79%** Are satisfied with the performance of Central Hawke's Bay District Council in the previous 12 months

**85%** Believe that Central Hawke's Bay District is a great place to live

**67%** Are confident that Central Hawke's Bay District is going in the right direction

**66%** Trust the Council to do the right thing for the district and its communities

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## 1.1 Top-performing areas

**96%** Are satisfied with cemeteries

**95%** Are satisfied with the services and facilities at a park or reserve they visited

**94%** Are satisfied with environmental health services

**93%** Are satisfied with wastewater services

**83%** Are satisfied with the drinking water supply

**92%** Are satisfied with the kerbside rubbish collection

**91%** Are satisfied with cleanliness of public toilets

**89%** Are satisfied with swimming pools – being only the Waipawa Pool

**88%** Are satisfied with the services and facilities of the library they visited

**85%** Are satisfied with the Council's economic and community development activities

**85%** Are satisfied with stormwater drainage

**82%** Are satisfied with the kerbside recycling collection

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## 1.2 Communication

**90%** Believe the Council communicates well about elected Council business

**84%** Believe the Council communicates well about Council services

**82%** Thought the Council responded well to the community's needs and issues over the last 12 months

### 1.3 Key results over time

		2018	2019	2020	2021	Different to 2018	2021 score using only very satisfied + satisfied
<b>Proportion satisfied with overall performance of the Council in the past 12 months</b>	Very satisfied + satisfied + neutral	84%	83%	86%	79%	↓	59%
Cemeteries	Very satisfied + satisfied + neutral	98%	96%	97%	96%		73%
Parks and reserves		96%	94%	95%	95%		83%
Environmental health services					94%		75%
Wastewater services		86%	93%	91%	93%	↑	74%
Drinking water supply		81%	82%	83%	83%		77%
Kerbside rubbish collection > Compared over time against solid waste services (rubbish and recycling)		85%	81%	77%	92%	↑	77%
Cleanliness of public toilets		91%	87%	91%	91%		70%
Swimming pools – being only Waipawa Pool		79%	90%	94%	88%	↑	66%
Libraries – being only Waipawa Library		96%	94%	93%	88%	↓	83%
Economic and community development activities		89%	88%	89%	84%		50%
Stormwater		87%	85%	92%	85%		68%
Kerbside recycling collection > Compared over time against solid waste services (rubbish and recycling)		85%	81%	77%	82%	↑	

### 1.3 Key results over time cont.

		2018	2019	2020	2021	Different to 2018	2021 score using only very satisfied + satisfied
Building consents and compliance		72%	77%	79%	73%		49%
Other compliance and monitoring		66%	91%	72%	72%	↑	54%
Animal services		79%	85%	73%	71%	↓	60%
Waste transfer station		85%	81%	77%	71%	↓	52%
Roading in Central Hawke's Bay (not including state highways)		78%	78%	72%	68%	↓	46%
How well has the Council communicated about elected Council business	Very well + well	47%	56%	52%	90%	↑	
How well has the Council communicated about Council services		56%	64%	71%	84%	↑	
The Council has responded to community needs and issues in the past 12 months		49%	55%	66%	82%	↑	
Central Hawke's Bay District is a great place to live	Somewhat agree + agree + strongly agree	92%	92%	93%	94%		
Confident that Central Hawke's Bay District is going in the right direction		58%	63%	68%	66%		
Trust the Council to do the right thing for the district and its communities		55%	59%	64%	66%	↑	

# 2.0 Survey context

In 2018, Central Hawke's Bay District Council conducted an annual residents' survey for the first time, setting a baseline level of service metrics before the subsequent adoption and implementation of the 2018–28 Long Term Plan.

This was followed up in 2019 and 2020 with two further annual iterations of the survey. All three iterations were administered by Research First.

Declining participation has led to the Council taking a slightly different approach in 2021. This has included engaging AskYourTeam for the provision of the online survey and a decision to abandon landline telephone surveys altogether.

## 2.1 Method

The 2021 residents' survey was conducted using a mixed online survey and hard copy approach.

Hard copy surveys were distributed using a number of methods, including inserts into newspapers along with advertising (timed specifically around a long weekend) as well as copies being available at strategic Council locations across the community.

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 number of digital channels, including kiosks, links on the Council's websites and posts on the Council Facebook page. Newspaper advertisements, with QR codes were also used.

The online survey ran from 20 May 2021 to 29 June 2021.

Responses achieved

	Number of respondents	% of respondents
Paper	260	55%
Online	212	45%
Total	472	100%

The total number of responses has increased significantly from 315 in 2020 to 472 in 2021. The population of Central Hawke's Bay according to the 2018 Census is 14,142. Overall data is accurate to +/- 2.5–5.0% margin of error at the 95% confidence level (i.e. if 50% of respondents stated they are satisfied with a council facility, we could be 95% sure that between 45% and 55% of the entire population also feel this way).

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 the following:

- > In certain cases, the sum of individual responses will not add up to totalled figures due to rounding conventions.
- > Where sample sizes are low, the findings should be treated with some caution.
- > The positive scores for all individual measures have been calculated as per 2018, 2019 and 2020 for the purposes of comparison - for example: satisfaction score = neither satisfied nor dissatisfied + satisfied + very satisfied. Where available, we have also given the score for just those responses that are satisfied or very satisfied.
- > Our recommendation is that, going forward, the Council considers using only those responses that aren't satisfied or very satisfied rather than include neutral responses as well.
- > For the rating scale of very poor – very well, scores are calculated using those results for well + very well.

## 2.1 Method cont.

For the rating scale strongly disagree – 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		Compared by method	
	Number of respondents	Percentage	Paper %	Online %
15-17	2	.5%	0%	100%
18-24	5	1%	60%	40%
25-34	41	9%	17%	83%
35-44	72	15%	24%	76%
45-54	65	14%	40%	60%
55-64	83	18%	51%	49%
65-74	117	25%	71%	29%
75+	80	17%	94%	6%
Prefer not to say	7	1.5%	100%	0%
Total respondents	472	100%	55%	45%

*\*As defined by Statistics New Zealand, subnational population estimates 2018*

### By gender

	Total achieved		Compared by method	
	Number of respondents	Percentage	Paper %	Online %
Female	285	60%	46%	54%
Male	162	34%	65%	35%
Another gender	2	0%	100%	0%
Prefer not to say	23	5%	87%	13%
Total	472	100%	55%	45%

### By location

	Total achieved		Compared by method	
	Number of respondents	Percentage	Paper %	Online %
Blackhead Beach	0	0.0%		
Elsthorpe	2	0.4%	100%	0%
Kairakau	1	0.2%	100%	0%
Mangakuri	1	0.2%	100%	0%
Ongaonga	10	2.1%	80%	20%
Otane	41	8.7%	59%	41%
Porangahau	17	3.6%	35%	65%
Shoal Bay (Aramoana)	4	0.8%	100%	0%
Takapau	25	5.3%	28%	72%
Te Paerahi	0	0.0%		
Tikokino	9	1.9%	56%	44%
Waipawa	126	26.7%	45%	55%
Waipukurau	235	49.8%	63%	37%
Whangaheue	1	0.2%	0%	100%
Total	472	100%	55%	45%

## 2.2 Participation by demographics cont.

### Rural and coastal areas compared with urban

	Total achieved		Compared by method	
	Number of respondents	Percentage	Paper %	Online %
Urban community	361	76%	57%	43%
Rural area + coastal community	111	24%	50%	50%
Total	472	100%	260	212

### By Homeowner status

	Total achieved		Compared by method	
	Number of respondents	Percentage	Paper %	Online %
Yes	435	23%	55%	45%
No	24	12%	46%	54%
Unsure	13	56%	77%	23%
Total	472	100%	260	212

### By time in the Hawke's Bay

	Total achieved		Compared by method	
	Number of respondents	Percentage	Paper %	Online %
5 years or less	108	23%	43%	57%
6 to 10 years	58	12%	41%	59%
More than 10 years	266	56%	57%	43%
Prefer not to say	40	8%	95%	5%
Total	472	100%	260	212

# 3.0 Overall performance

## 3.1 Satisfaction with the overall performance of Council

Residents are satisfied with the Council's performance. Seventy-nine percent state that they are satisfied with the overall performance of Central Hawke's Bay District Council over the last 12 months.

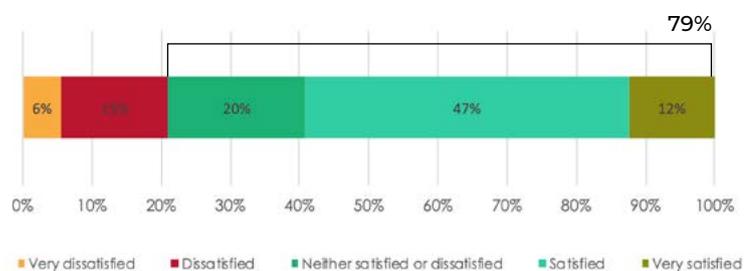
This result has declined slightly since 2018.

Overall, please rate the performance of Central Hawke's Bay District Council over the last 12 months

*\*Excludes don't know/unable to say.*

*\*This score includes those who are neither satisfied nor dissatisfied for consistency with previous years' results and reports.*

*\*The score for only those residents who are satisfied or very satisfied is 59%.*



## 3.2 Suggested improvements

Residents were asked two questions to which they were able to make comment.

“If there was one area/activity that Central Hawke's Bay District Council could focus on to deliver a thriving community, what would it be?”

“Are there any other comments or suggestions you'd like to make?”

From the comments made against these two question, we have been able to draw out a number of potential areas or opportunities for the council to focus on for improvement.

*\*Please note that we have referred to the number of times these areas have been commented on, rather than as a percentage of the comments. This is because in some instances, residents have listed multiple areas of improvement in one comment.*

Areas for improvement	Number of references/ comments
Water - drinking water, wastewater, sewerage	84
Rubbish/recycling	65
Roading/traffic Control	64
Council spending/management/rates	58
Library (the majority associated with the closure/building of the Waipukurau Library)	28
Housing	16
Improved communication/consultation	15
Maintenance/infrastructure	15
Parks, playgrounds, sports and recreational facilities	12

# 4.0 Community leadership

## 4.1 Governance

Residents' opinions of how well the Council is communicating have been steadily improving since 2018:

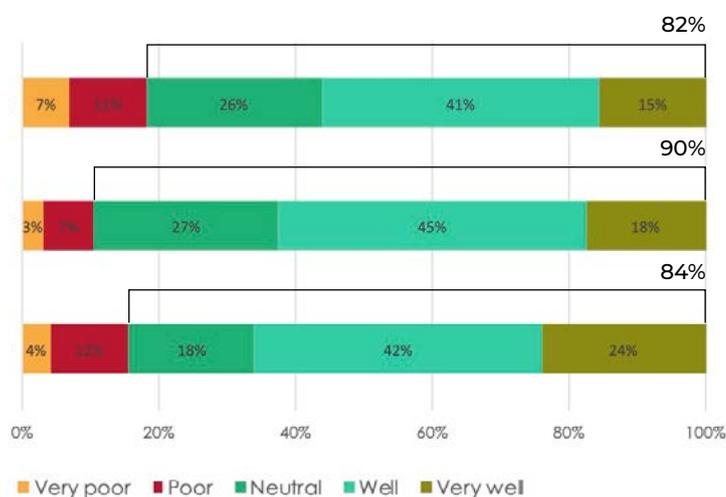
- > The Council is communicating well regarding Council services (84% compared with 56% in 2018 and 71% in 2020).
- > The Council is responding well to community needs and issues (82% compared with 49% in 2018 and 66% in 2020).
- > The proportion of residents who believe the Council is communicating well regarding elected Council business has shown the most significant improvement (90% compared with 47% in 2018 and 52% in 2020).

The Council has responded to community needs and issues in the last 12 months

The Council has communicated about elected Council business (e.g. when Council meetings are, the agendas etc.)

The Council has communicated about Council services (e.g. recycling, events, water)

*\*Excludes don't know/unable to say.  
 \*This score includes those who are neither satisfied nor dissatisfied for consistency with previous years' results and reports.  
 \*The scores for only those residents who are satisfied or very satisfied were 56%, 63% and 66% respectively.*



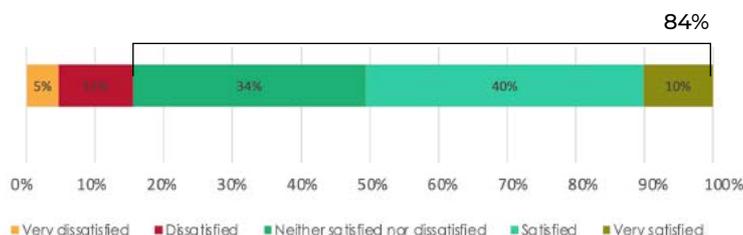
## 4.2 Economic and Social Development

Residents were asked to rate how satisfied they are with the Council's economic and community development activities (e.g., Mayor's Taskforce for Jobs, Provincial Growth Fund applications, Safer CHB, youth development and positive ageing).

The results show that 85% are satisfied with these activities, which is consistent, albeit slightly lower, with the previous years' surveys.

Council's economic and community development activities

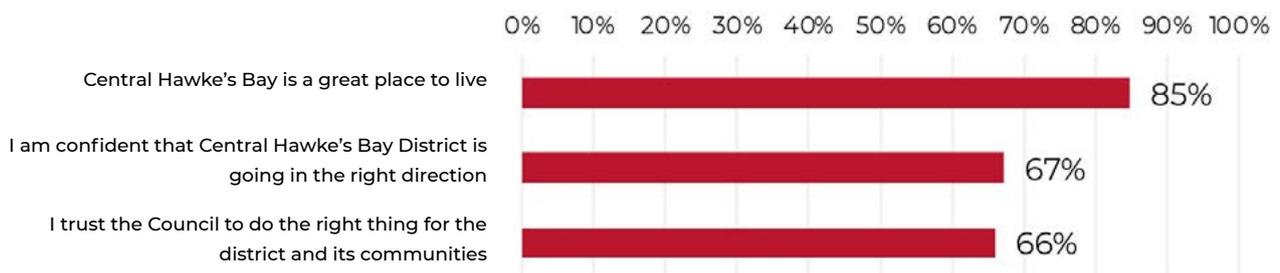
*\*Excludes don't know/unable to say.  
 \*This score includes those who are neither satisfied nor dissatisfied for consistency with previous years' results and reports.  
 \*The score for only those residents who are satisfied or very satisfied was 50%.*



## 4.3 Other perceptions of the Council

Almost all residents believe that Central Hawke's Bay is a great place to live, and over half of them show trust and confidence in the Council.

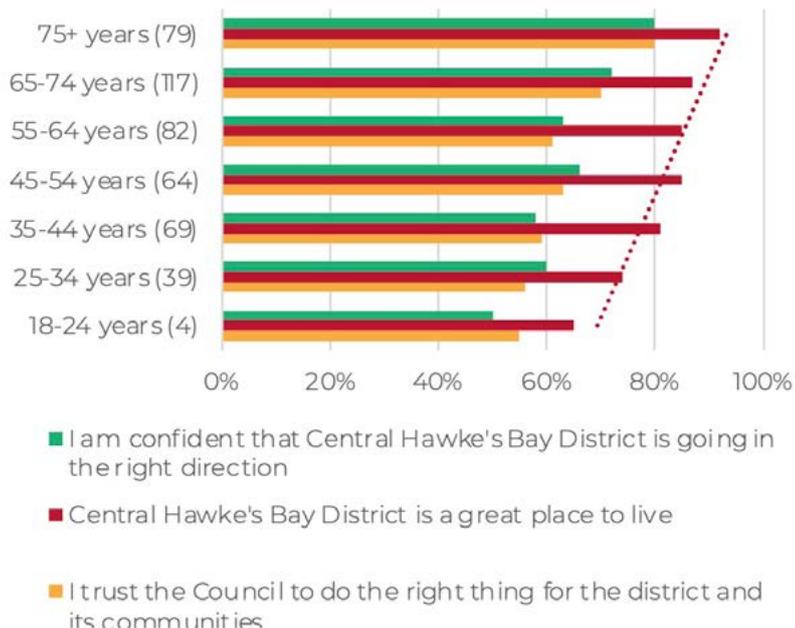
These results have not changed significantly over time.



*\*These scores are based on a 7-point agreement scale. Responses are reported as an average score and are scored as described in section 2.1 Method.*

### Results by age

Age has a significant impact on the positivity of responses to these questions.



Whilst there is a degree of consistency in results for residents aged between 25 and 64, Older generations have a far higher level of agreement than younger residents.

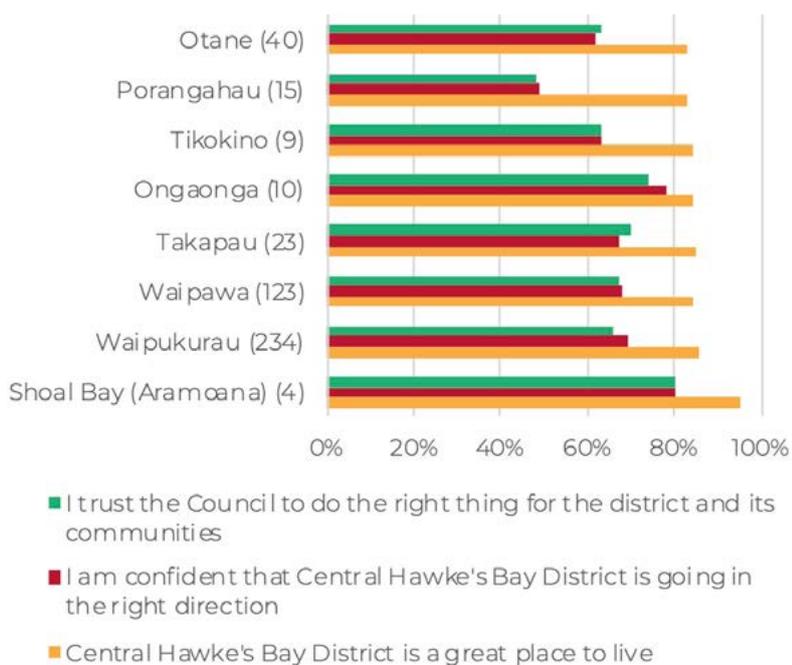
For the question "Central Hawke's Bay is a great place to live", residents aged 75 + had a high score of 92%, down to a low score of 65% for those aged between 18 and 24.

This trend is mirrored in the other two questions as well.

## 4.3 Other perceptions of the Council cont.

### Results by location

Whilst there is general consistency across most locations in terms of the residents' level of positivity (or agreement) with these questions, the results for Porangahau<sup>1</sup> are significantly lower around trust and confidence than the other regions.



For the question "I am confident that Central Hawke's Bay District Council is going in the right direction" residents from Porangahau scored 49% (40% for residents aged 55–64).

For the question "I trust the Council to do the right thing for the district and its communities", residents from Porangahau scored 48% (with a low score of 33% for residents aged 65–74).

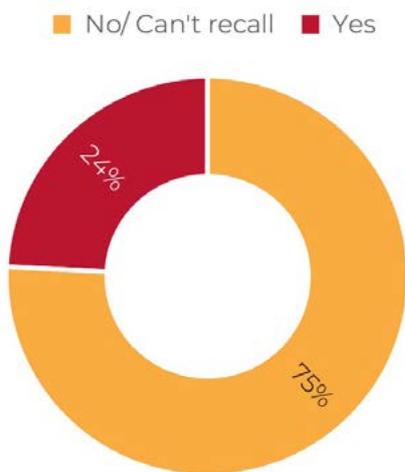
<sup>1</sup>The number of respondents for Porangahau is 15.

# 5.0 Planning and regulatory

## 5.1 Animal control

Of those people who have used the Council's animal services in the last 12 months, 71% are satisfied with the service. Satisfaction with animal services has not changed significantly over time.

### Use of animal services



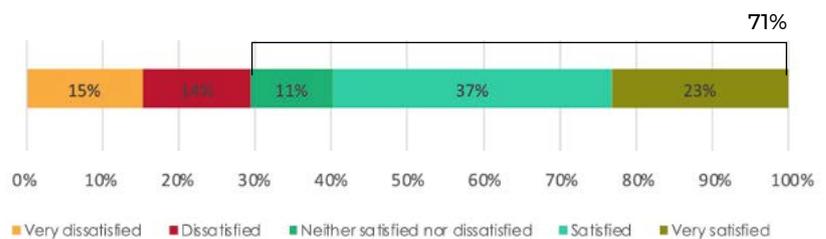
There are no significant differences in the satisfaction scores amongst the various demographic groups other than a high level of dissatisfaction in animal services from those respondents from Tikokino. All respondents from Tikokino<sup>2</sup> answered dissatisfied to this question.

### How satisfied were you with the services provided by animal services

*\*Excludes don't know/unable to say.*

*\*This score includes those who are neither satisfied nor dissatisfied for consistency with previous years' results and reports.*

*\*The score for only those residents who are satisfied or very satisfied was 60%.*



<sup>2</sup> There were 9 respondents to this question from Tikokino.

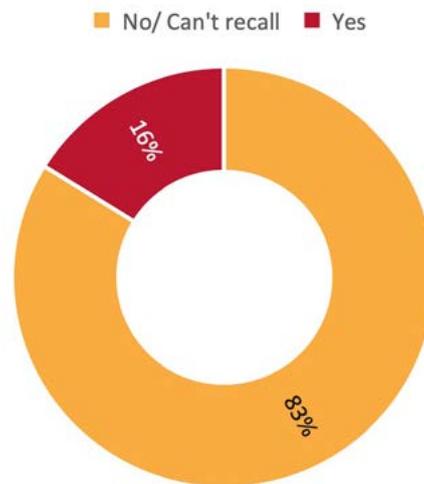
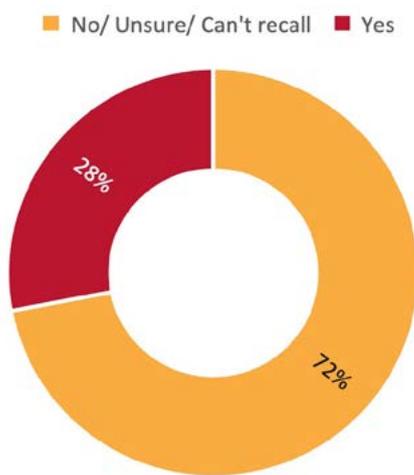
## 5.2 Compliance and monitoring

Twenty-eight percent of residents have used building consents and compliance services. One in ten have used other compliance or monitoring services.

Over 15% of residents have used other compliance and monitoring services (e.g. freedom camping, noise control).

### Use of building and planning consents services

### Use of compliance and monitoring services



\*Excludes don't know/unable to say.

\*This score includes those who are neither satisfied nor dissatisfied for consistency with previous years' results and reports.

\*The score for only those residents who are satisfied or very satisfied was 49%.

Out of those who have used these services, 73% are satisfied with building consents and compliance services, and 72% are satisfied with other compliance and monitoring services. The levels of satisfaction with these services have not changed over time, and there are no significant differences in satisfaction amongst the demographic groups.

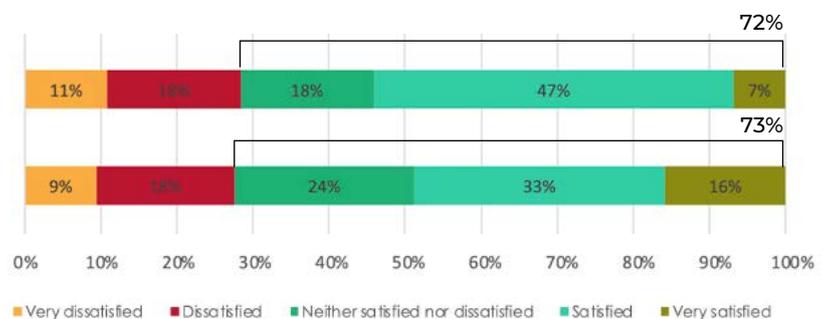
How satisfied were you with the compliance and monitoring services

How satisfied were you with the building and planning consents services

\*Excludes don't know/unable to say.

\*This score includes those who are neither satisfied nor dissatisfied for consistency with previous years' results and reports.

\*The score for only those residents who are satisfied or very satisfied was 42%.



# 6.0 Roothing and transport

Sixty-seven percent of residents are satisfied with the roading in the district, which is statistically similar to the previous years' data.

Residents aged 18-64 are significantly less likely to be satisfied with the roading (59%) compared with 79% of those aged 65+).

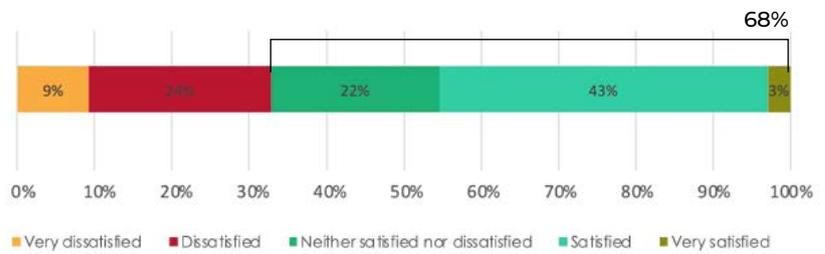
There are no other significant differences amongst the demographic groups.

## Roothing in Central Hawke's Bay (not including state highways as they are looked after by NZTA)

*\*Excludes don't know/unable to say.*

*\*This score includes those who are neither satisfied nor dissatisfied for consistency with previous years' results and reports.*

*\*The score for only those residents who are satisfied or very satisfied was 46%.*

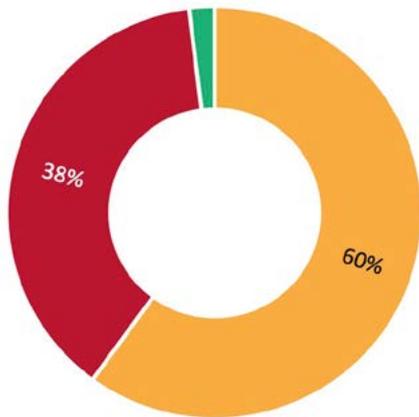


# 7.0 Solid waste

## 7.1 Kerbside recycling services

Is kerbside recycling available where you live?

Yes No Unsure



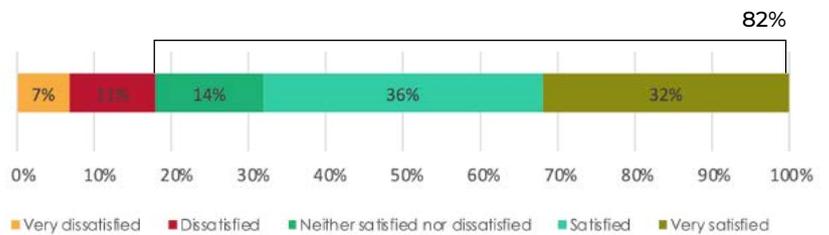
Kerbside recycling services are available to 60% of residents of the district. Residents living in rural and coastal areas are less likely than those living in urban areas to use kerbside recycling collection.

How satisfied are you with the kerbside recycling?

*\*Excludes don't know/unable to say.*

*\*This score includes those who are neither satisfied nor dissatisfied for consistency with previous years' results and reports.*

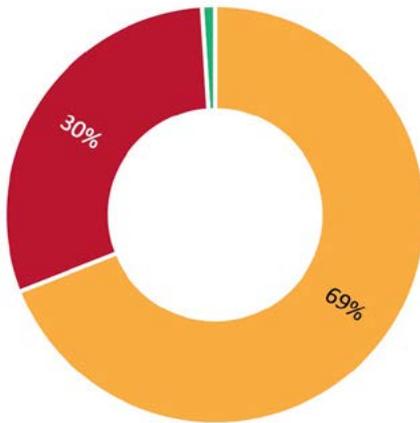
*\*The score for only those residents who are satisfied or very satisfied was 68%.*



## 7.2 Kerbside rubbish services

Is kerbside rubbish collection available where you live?

Yes No Unsure



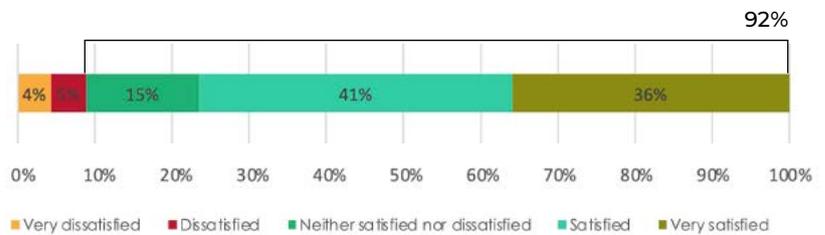
Of these residents, 92% are satisfied with the service provided with no significant difference between the level of satisfaction between rural/coastal areas and urban areas.

How satisfied are you with the kerbside rubbish collection?

*\*Excludes don't know/unable to say.*

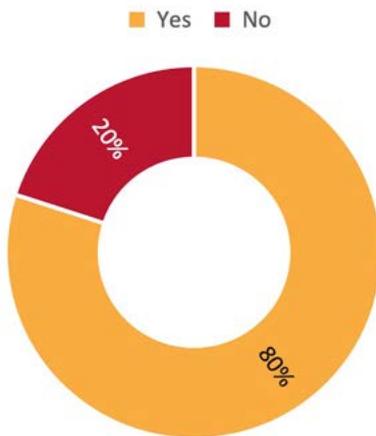
*\*This score includes those who are neither satisfied nor dissatisfied for consistency with previous years' results and reports.*

*\*The score for only those residents who are satisfied or very satisfied was 77%.*



## 7.3 Waste transfer station services

In the last 12 months, have you used a waste transfer station (rubbish dump?)



In the last 12 months 80% of residents have used waste transfer station services.

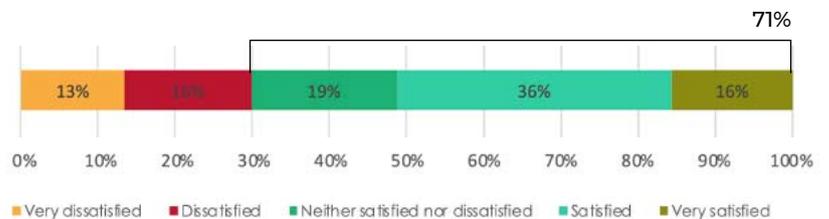
Of all district residents who have used a waste transfer station in the last 12 months, 71% are satisfied with the service provided with no significant difference between demographic groups.

How satisfied are you with the waste transfer station (rubbish dump)?

*\*Excludes don't know/unable to say.*

*\*This score includes those who are neither satisfied nor dissatisfied for consistency with previous years' results and reports.*

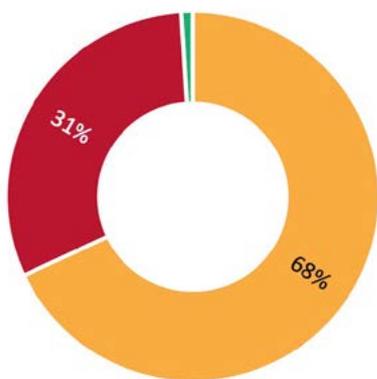
*\*The score for only those residents who are satisfied or very satisfied was 52%.*



# 8.0 Water services

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

Yes No Unsure



Nearly 70% of Central Hawke's Bay residents have access to Council-supplied drinking water.

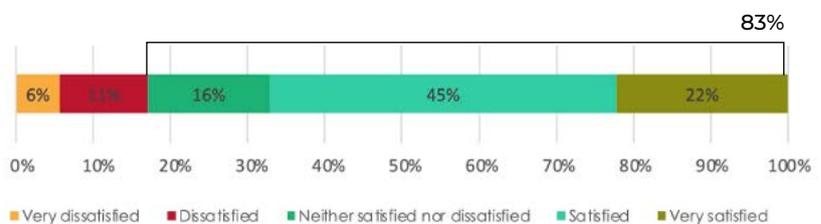
Of all these residents, 83% are satisfied with the drinking water supply. This is a similar result to 2018 (81%) and 2020 (83%). Levels of dissatisfaction are slightly higher in rural/coastal areas than urban areas with no significant difference between demographic groups.

How satisfied are you with the drinking water supply?

*\*Excludes don't know/unable to say.*

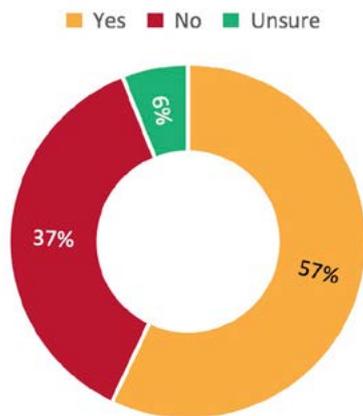
*\*This score includes those who are neither satisfied nor dissatisfied for consistency with previous years' results and reports.*

*\*The score for only those residents who are satisfied or very satisfied was 67%.*



# 9.0 Wastewater services

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



**Fifty-seven percent of residents have access to wastewater services from the Council.**

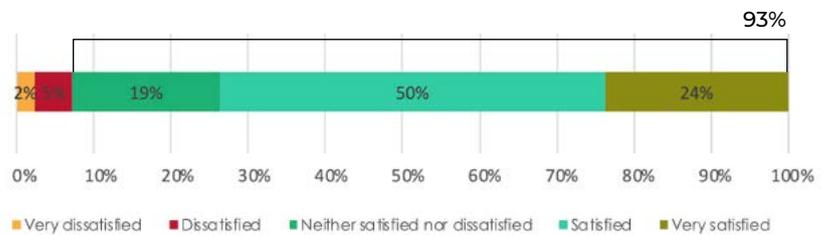
Of those who have used the Council's wastewater services, 93% are satisfied with the service. Satisfaction with wastewater services has not changed significantly over time, and there are no significant differences in the satisfaction scores amongst the various demographic groups.

How satisfied are you with the wastewater?

*\*Excludes don't know/unable to say.*

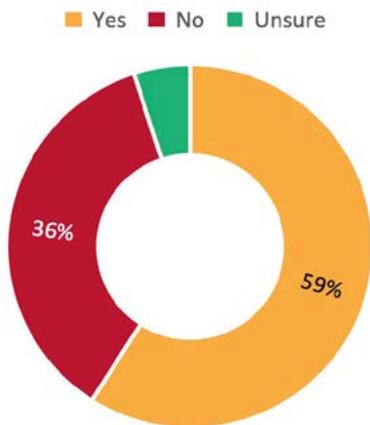
*\*This score includes those who are neither satisfied nor dissatisfied for consistency with previous years' results and reports.*

*\*The score for only those residents who are satisfied or very satisfied was 74%.*



# 10.0 Stormwater

Where you live, does Central Hawke's Bay District Council provide stormwater drainage?



**Fifty-nine percent of residents have access to stormwater drainage services from the Council.**

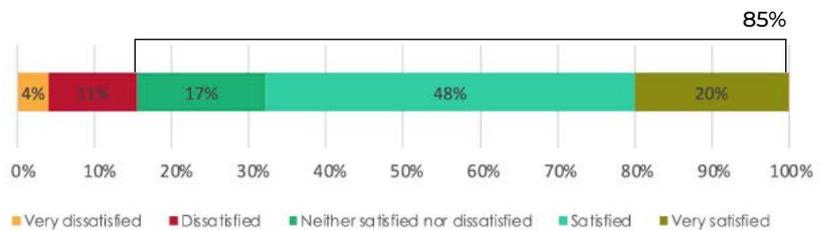
Of those who have used the Council's stormwater drainage services, 85% are satisfied with the service. Satisfaction with stormwater drainage has not changed significantly over time but has declined slightly since last year (92% in 2020). There are no significant differences in the satisfaction scores amongst the various demographic groups.

How satisfied are you with the stormwater drainage?

*\*Excludes don't know/unable to say.*

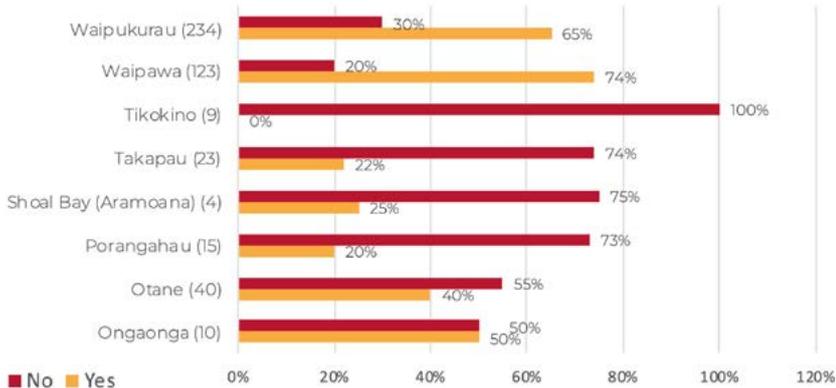
*\*This score includes those who are neither satisfied nor dissatisfied for consistency with previous years' results and reports.*

*\*The score for only those residents who are satisfied or very satisfied was 68%.*



## Provision of stormwater drainage by location

Where you live, does Central Hawke's Bay District Council provide stormwater drainage?



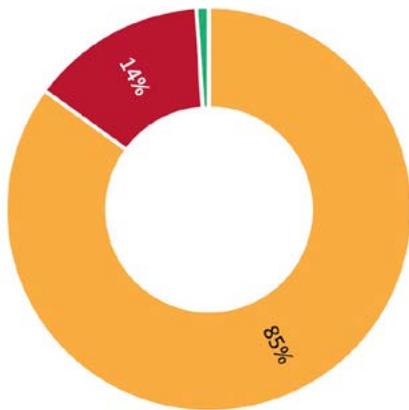
Residents living in rural and coastal areas have less availability of stormwater drainage than those living in urban areas.

# 11.0 Recreation and community facilities

## 11.1 Parks and Reserves and Waipawa Pool

In the last 12 months, have you used a park or reserve in Central Hawke's Bay?

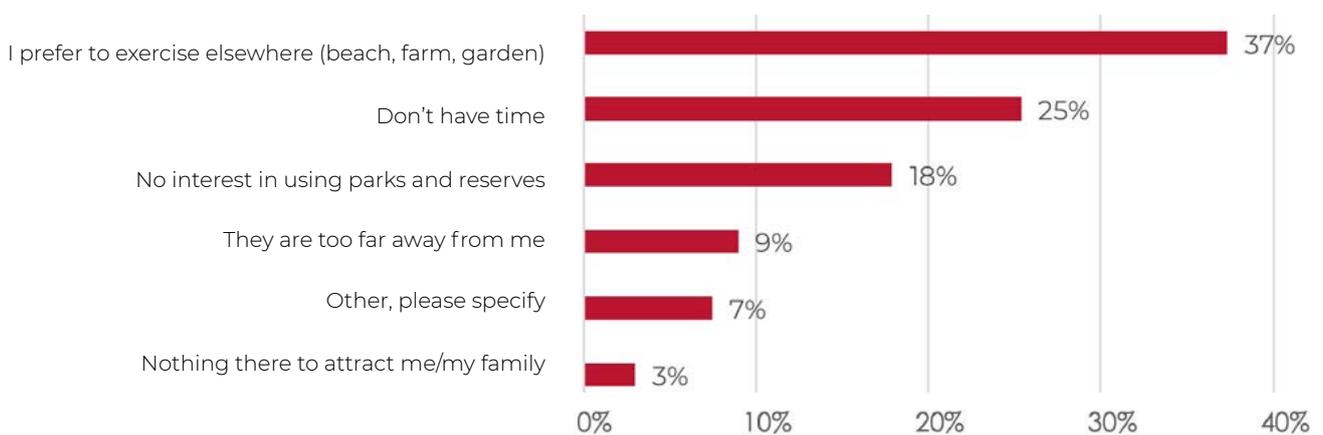
Yes No Can't recall



Eighty-five percent of residents have used/visited parks and reserves in the district in the last 12 months.

Residents who had not used these services gave a variety of reasons. Thirty-seven percent said that they prefer to exercise elsewhere, while 25% referred to a lack of time.

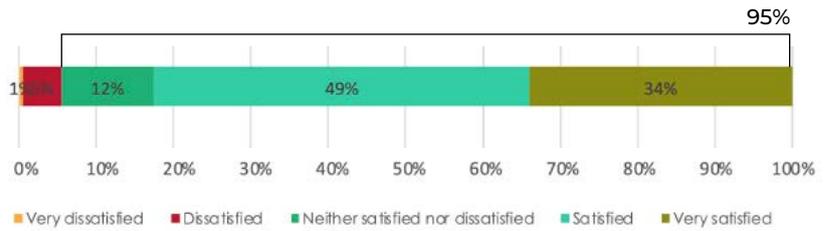
You mentioned that you haven't been to a park or reserve. What's the main reason for that?



Ninety-five percent of residents who visited parks and reserves are satisfied with the services and facilities. This is consistent with the previous years' results.

**How satisfied are you with the services and facilities at the park or reserve you visited?**

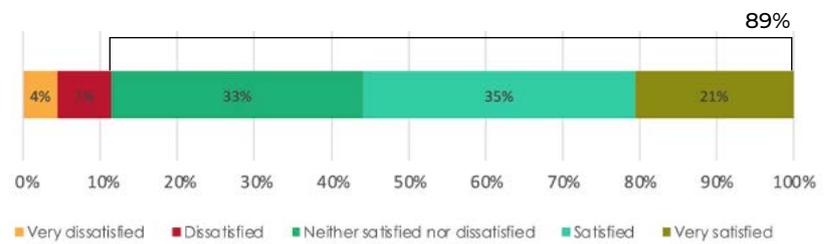
*\*Excludes don't know/unable to say.  
 \*This score includes those who are neither satisfied nor dissatisfied for consistency with previous years' results and reports.  
 \*The score for only those residents who are satisfied or very satisfied was 83%.*



Eighty-nine percent of residents were satisfied they are with the Waipawa Pool. While this is slightly lower than in 2020 (94%), it is a significant increase from the 2018 score of 79%.

**Swimming pools - being only the Waipawa Pool**

*\*Excludes don't know/unable to say.  
 \*This score includes those who are neither satisfied nor dissatisfied for consistency with previous years' results and reports.  
 \*The score for only those residents who are satisfied or very satisfied was 56%.*



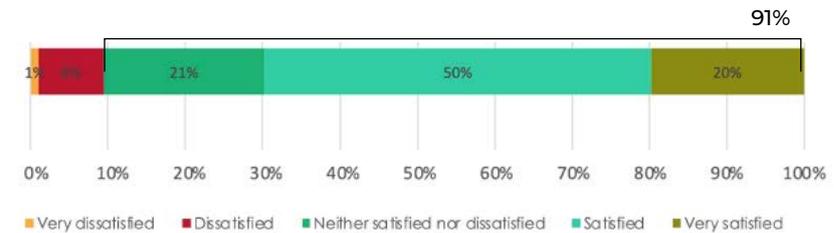
There are no significant differences between the demographic groups for either of these measures.

## 11.2 Public toilets

Satisfaction with the cleanliness and provision of public toilets was 91%. This result is similar to the previous years, and there are no significant differences between the demographic groups.

**Cleanliness and provision of public toilets**

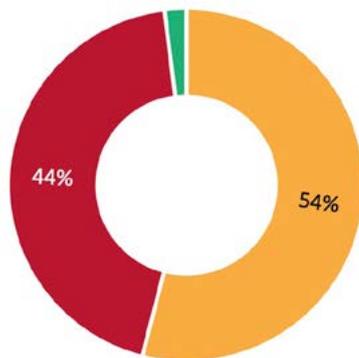
*\*Excludes don't know/unable to say.  
 \*This score includes those who are neither satisfied nor dissatisfied for consistency with previous years' results and reports.  
 \*The score for only those residents who are satisfied or very satisfied was 70%.*



## 11.3 Libraries

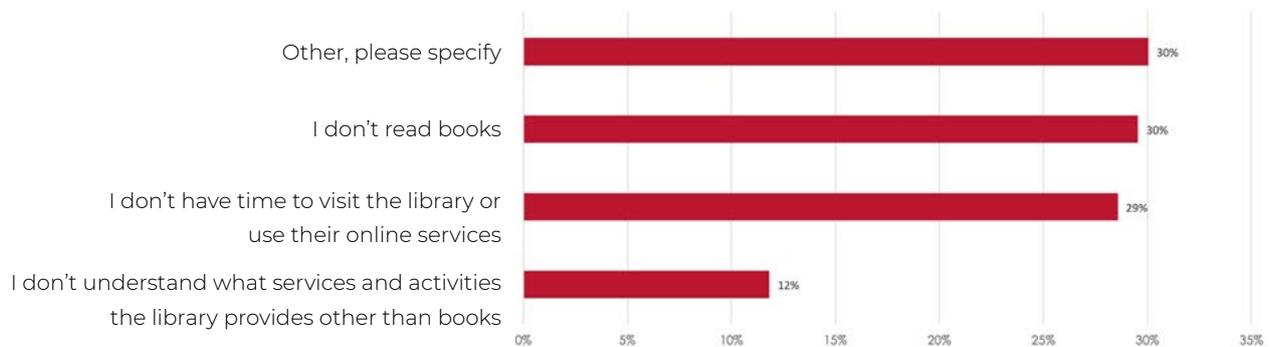
In the last 12 months, have you used a library in Central Hawke's Bay?

Yes No Can't recall



Fifty-four percent of residents had used a Council library in the last 12 months.

You mentioned you hadn't used the library. What's the main reason for that?

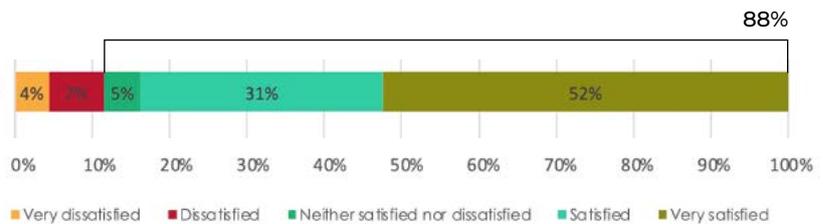


Of those residents that haven't used the Waipawa Library, there were three very similarly rated reasons all scoring around 30%. Eleven percent of people who haven't used the Waipawa library answered that a lack of understanding of the services and activities provided was their primary reason for not using the facility.

Of those who specified "other", 37% stated the fact that the Waipukurau Library is closed as the reason for not using the library. Twenty-seven percent stated that they don't use libraries or they aren't relevant to them as a reason for not going to the Waipawa Library (stating the use of online or e-books as the major alternative).

**How satisfied were you with the services and facilities at the library you visited?**

*\*Excludes don't know/unable to say.  
 \*This score includes those who are neither satisfied nor dissatisfied for consistency with previous years' results and reports.  
 \*The score for only those residents who are satisfied or very satisfied was 83%.*

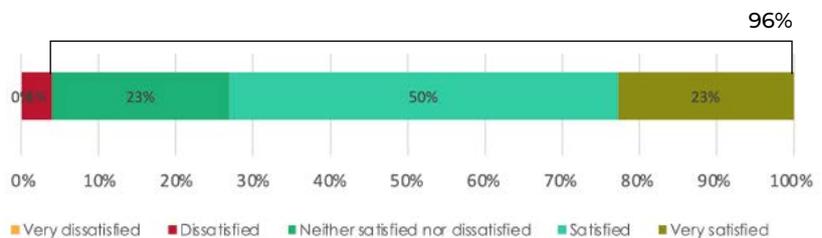


Of residents who did use the Waipawa Library 89% are satisfied, which is consistent with previous years' scores. There are no significant differences between demographic groups.

## 11.4 Cemeteries

**Cemeteries**

*\*Excludes don't know/unable to say.  
 \*This score includes those who are neither satisfied nor dissatisfied for consistency with previous years' results and reports.  
 \*The score for only those residents who are satisfied or very satisfied was 73%.*



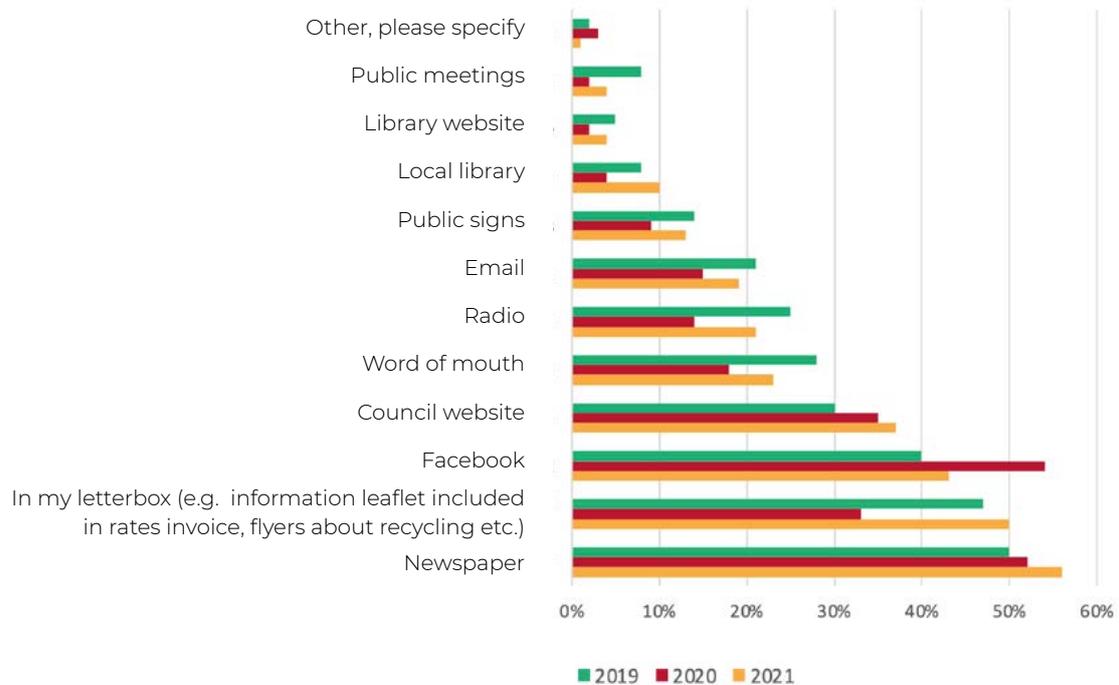
Ninety-six percent of residents are satisfied with the Council cemeteries. This is statistically similar to previous surveys, and there are no significant differences between demographic groups.

# 12.0 Communication preferences

As in 2019 and 2020, residents were asked how they currently receive information about the Council's services. Although there are several differences between results, only the following are statistically significant:

- > The use of Facebook decreased significantly in 2021, dropping to a similar level to 2019.
- > Receipt of Council information (including all forms of information) via letterboxes has increased significantly.

In the past year please tell us how you received information about the following council services



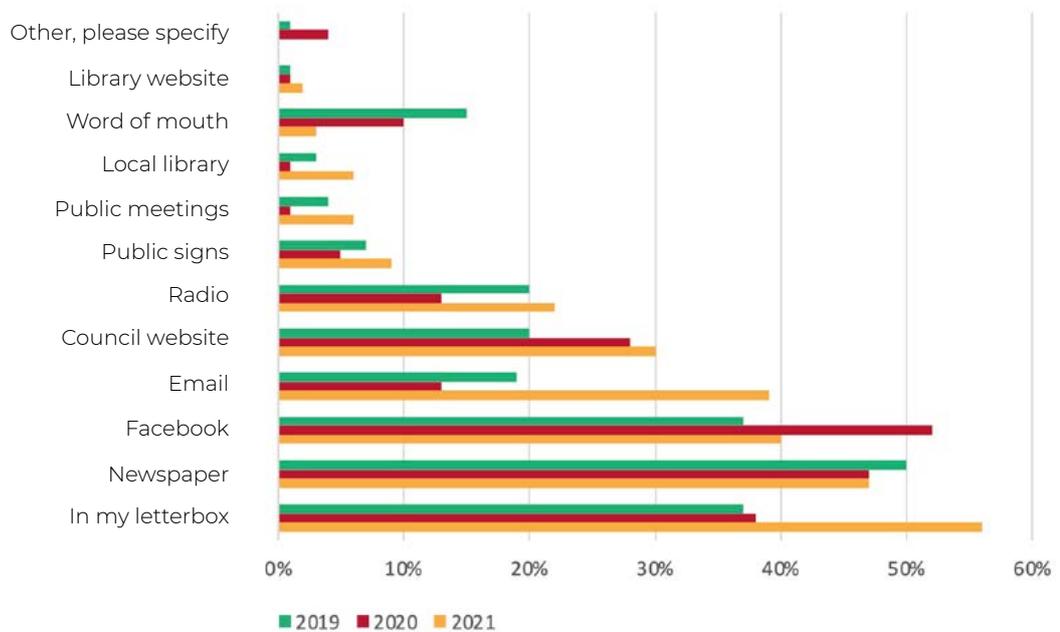
Residents were again asked to select their top three preferred ways of receiving information and updates about Council services.

Even though there appear to be several differences between the 2019, 2020 and 2021 results, only the following are statistically significant:

- > Preference for Facebook has decreased significantly between 2020 and 2021.
- > Preference for email and information in letterboxes has increased significantly.

Surprisingly, the interest in information provided in letterboxes is equally shared between older residents (75+ years) and younger residents (18–24 years) as is their lack of interest in receiving emails. Not surprisingly older residents (75+ years) have no interest in Facebook and younger residents 18–24 years have no interest in newspapers.

Please tell us your top three preferred ways of receiving updates about council services

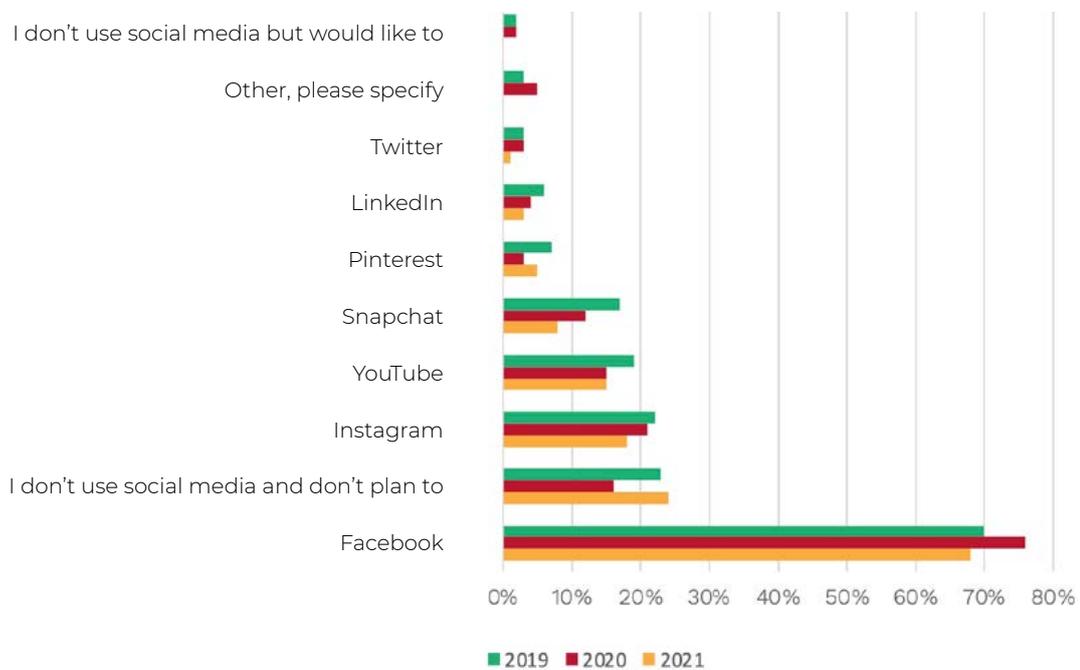


# 12.0 Communication preferences cont.

All residents were asked which social media channels they use on a regular basis. Facebook remains the most frequently used platform but has declined slightly from 2020. In fact, there has been a steady decline in interest in social media channels in 2021 (except for Pinterest), mirrored by an increase in residents who don't use social and are not intending to.

Not surprisingly, the interest in using social media declines with age, and desire not to use it increases with age.

Please tell us your top three preferred ways of receiving updates about Council services







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