



# **ATTACHMENTS**

**Strategy, Finance and Risk Committee  
meeting**

**Separate Attachments 1**

**Monday, 7 August 2023**



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**Tauranga City Council Annual Residents' Survey  
2022/2023**



Report | July 2023





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## Introduction, Objectives and Method

### **Introduction:**

The Community Perceptions Monitor measures the perceptions of residents regarding various aspects of services that Council provides. The results of this study inform the Tauranga City Council Long-term Plan process and allow Council staff to assess the performance of the Council against a set of pre-determined actions and performance levels.

To this end, Key Research has undertaken the annual Community Perceptions Study from 2006 to present (2023) to gauge residents' perceptions of Council's services and initiatives.

### **Research Objectives:**

- To determine residents' satisfaction with various Council services and facilities;
- To determine residents' perceptions about aspects of living, working and playing in Tauranga;
- To identify progress towards Key Performance Indicators (KPIs) in Council's Annual Report;
- To assess trends in perceptions and satisfaction through comparisons with previous survey results.

### **Method:**

- Up until 2019/2020 the survey was conducted via telephone. In 2020 the methodology was changed to collecting responses via a mail-out with an additional option to complete the questionnaire online.
- Data collection took place between 8th September 2022 and 30 May 2023 in four waves. A statistically robust sample of n=612 residents across the Tauranga City Council area was collected.
- Post data collection the sample has been weighted so it is aligned with known population distributions for the Tauranga City Council area, as per the Census 2018 results, based on age, gender, ward and ethnicity.
- At an aggregate level, the sample has an expected 95% confidence interval (margin of error) of +/- 3.8%. The margins of error associated with sub-groups will be larger than this as the results become less precise as the sample size shrinks. Thus, results associated with particularly small sample sizes should be read with caution.

### **Other notes:**

- Due to rounding, percentages may add to just over or under (+/- 1%) totals.
- The derived impact calculation in the driver analysis, the reputation benchmark and reputation profile are all calculated excluding 'don't know' responses.
- Satisfaction (% 7-10) excluding don't know responses has been shown on performance slides.

























































































































































































































































































