



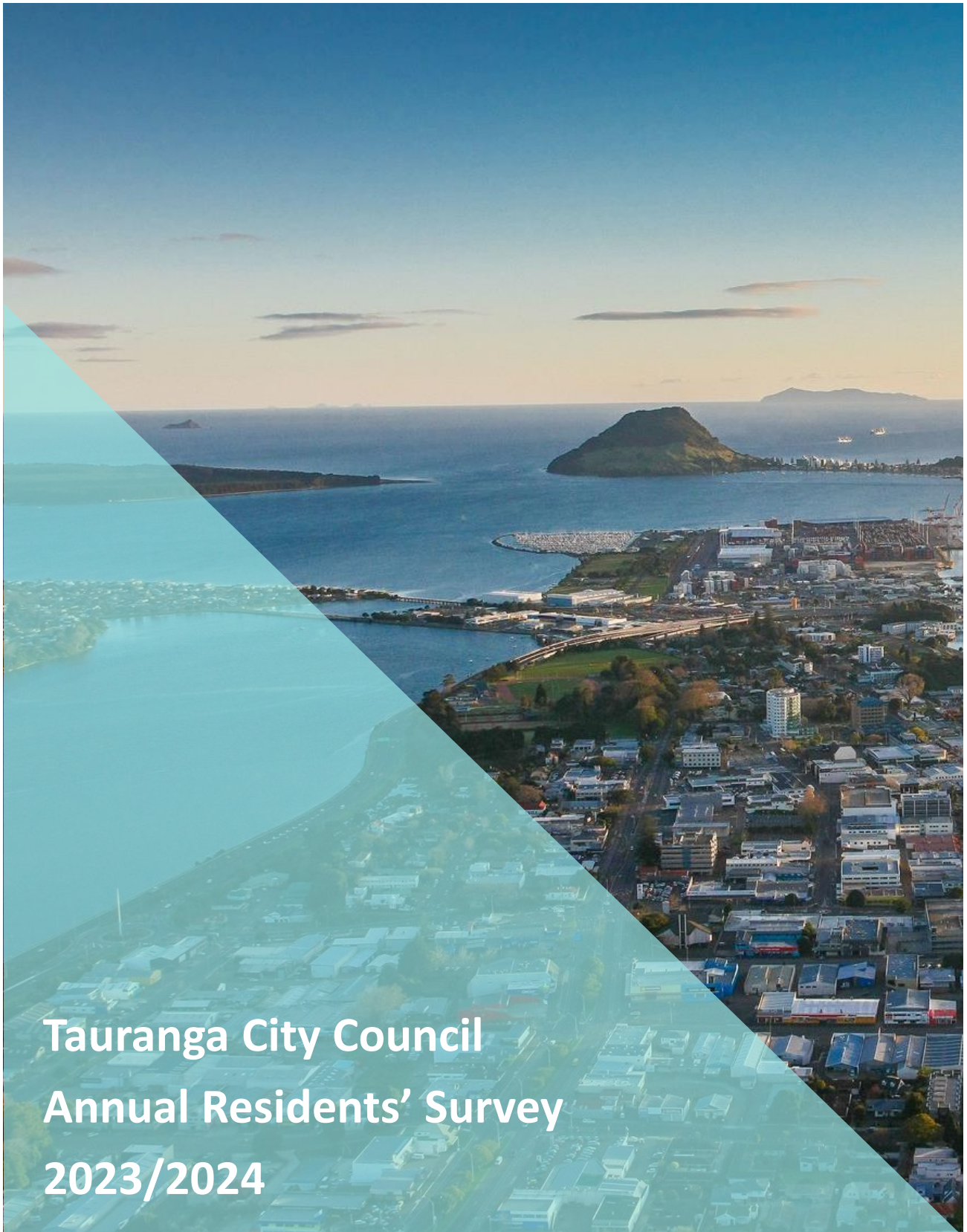
ATTACHMENTS

**Community, Transparency &
Engagement Committee meeting
Separate Attachments 1**

Tuesday, 10 September 2024

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Tauranga City Council Annual Residents' Survey 2023/2024



Report | July 2024





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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 (2024) 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:

- Responses were collected via a mail-out with an option to complete the questionnaire online or request a paper copy to be sent.
- Data collection took place between 12 September 2023 and 20 May 2024 in four waves. A statistically robust sample of n=632 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 latest available Stats NZ data 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.
- The report uses 8 geographical wards, where residents are assigned from both general and Māori electoral rolls.
- Electoral roll data indicates that all of those who identify as Māori and participated in this survey are on the Māori roll and belong to the Māori ward. Where data is analysed 'by ethnicity' it is safe to assume 'Māori' data will represent the Māori ward.



Significance testing

- The margin of error for a sample of 632 indicates that 95 chances out of a 100 will fall within 3.8% of a given result in any binomial distribution.
- Statistical significance testing helps quantify whether a result is likely due to chance or to some factor of interest. Where statistical significance is identified it indicates that an observed relationship is unlikely to be due to chance.
- Significant differences between 2023/2024 and 2022/2023 were tested across age and ethnicity. Wards could not be tested for year-on-year significance, as this report introduces the updated wards and some historical data from 2022/2023 could not be back-coded.
- Significant differences between wards, age groups and ethnicities were marked where relevant within same year period.
- Arrows indicate statistical significance between the reporting periods, while colour is used to mark statistical significance for the same reporting period (2023/2024) between different demographics.

Year-on-year		Between demographics	
▲	Significantly higher	▲	Significantly higher
▼	Significantly lower	▼	Significantly lower

