



Waipā District Council Annual Residents' Survey 2023/2024

Table of Contents

Background, Objectives and Method	Page 3
Executive summary	Page 4
Overall Satisfaction with the Council	Page 8
Reputation profile	Page 12
Drivers of satisfaction. Priorities and opportunities	Page 15
Lifestyle and environment	Page 18
Awareness and participation	Page 23
Interactions with the Council	Page 26
Communication and Engagement	Page 30
Three waters: water supply, sewage and stormwater	Page 34
Waste management and waste minimisation	Page 39
Roads, footpaths and cycle ways	Page 41
Public facilities and services	Page 45
Regulatory services	Page 50
Image and reputation	Page 52
Value for money	Page 60
Sample profile	Page 63
Appendices	Page 66

Background, Objectives and Method

Background

Waipā District Council has an ongoing need to measure how satisfied residents are with resources, facilities and services provided by the council, and to prioritise improvement opportunities that will be valued by the community. Key Research has developed a comprehensive mechanism for providing this service.

Research Objectives

- To provide a robust measure of satisfaction with the Council's performance in relation to services and assets.
- To determine performance drivers and assist Council to identify the best opportunities to further improve satisfaction.
- To assess changes in satisfaction over time and to facilitate measurement of progress against the Long Term Plan.

Method

- A mixed method of data collection was used, consisting of a postal invitation to an online survey, with a hard copy survey back up. Sample selection is based on a random selection from the Electoral Roll since this conforms most closely with the ideal of each member within the population having an equal probability of selection, thereby minimising the opportunity for bias.
- Following an initial survey in May – June 2016, data collection has been managed to quarterly targets between September 2016 and June 2023.
- A total of 409 responses for the 2018 year, 402 for the 2019 year, 516 for 2020, 432 for 2021, 458 for 2022, 422 for 2023 and 485 for 2024 being comprised of Q1 =136, Q2 =120, Q3 =117 and Q4 =112.
- The questionnaire was designed in consultation with Waipā District Council and is structured to provide a comprehensive set of measures relating to core activities, services and infrastructure, and to provide a wider perspective of performance. This includes assessment of reputation, and knowledge of Council's activities.
- Post data collection, the sample has been weighted so it is representative of key population demographics based on the 2018 Census.
- At an aggregate level, the survey has an expected 95% confidence interval (margin of error) of +/-4.4%.
- The margins of error associated with subgroups 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.
- Statistical significance testing has used a 95% confidence interval when testing for differences relative to the previous years.

Notes

Due to rounding, percentages may add to just over or under (+/- 1%) totals.



Executive Summary

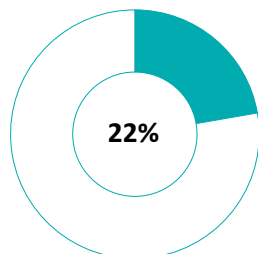
KEY RESULTS

- Waipā District Council received higher satisfaction scores across most measures in 2024 when compared to 2023. This includes satisfaction with *Services and facilities* as well as *Value for money*. Although this increase does not fully offset the significant decrease observed in 2023 compared to the 2022 results, the gradual improvement indicates that residents are increasingly trusting the Council and appreciating its efforts.
- Satisfaction with *Overall performance* has increased by 3% points since 2023 (22% compared to 19%). In the general comments, 14% of respondents commended the Waipā District Council, and 4% stated that they are happy living in the district. However, *Issues with roading infrastructure* remain the top concern of residents, with 27% making comments related to roading infrastructure.
- The *Council's reputation* continues to be the most influential factor in *Overall satisfaction*. The gradual improvement in this area has led to an increase in *Overall satisfaction* with the Council. The reputation benchmark has slightly increased year on year from 62 in 2023 to 65 in 2024 and remains at an 'acceptable' level.
- Residents identified as 'Admirers' and 'Pragmatists' have remained at the same level since 2023, while those identified as 'Sceptics' have decreased and 'Champions' have increased. This indicates a positive shift in residents' perception towards the Council.
- Most residents *Know where to access Council information* (66%). However, only 30% perceive that the *Information provided by the Council is clear and easy to understand*.
- The areas identified for priority improvement are related to financial aspects: *Value for money* and *Financial management*, which have relatively low satisfaction scores of 16% and 12%, respectively.

Overall Level Performance Metrics

Overall level performance (%8-10)

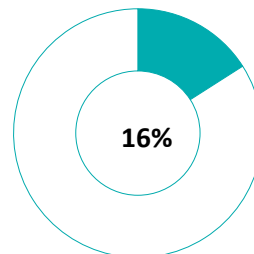
Overall satisfaction with Council



2023

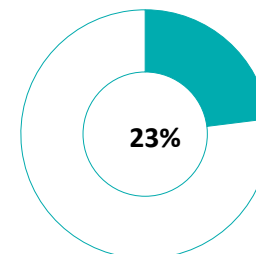
19%

Overall value for money



15%

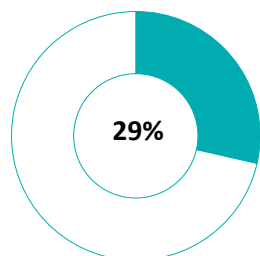
Services, facilities and infrastructure



19%

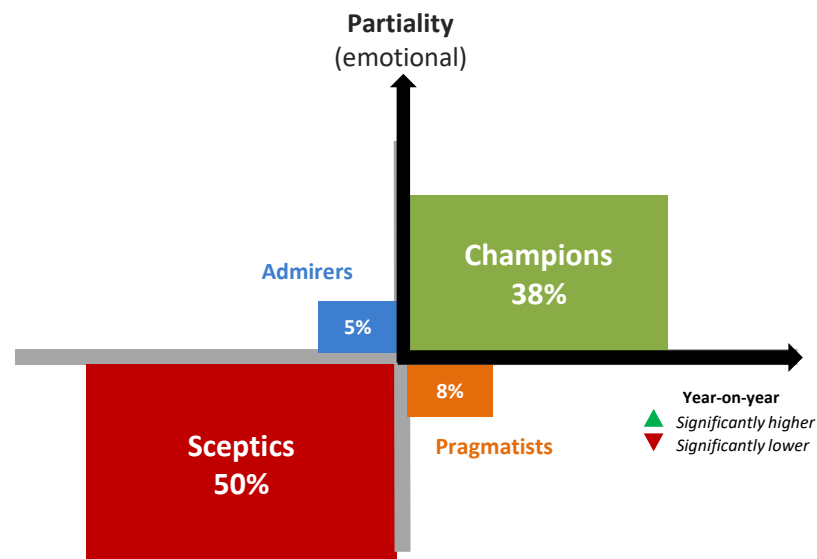
Reputation performance (%8-10)

Overall reputation



2023

25%

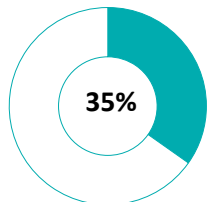


NOTES:
1. Sample: 2024 n=485
2. Excludes 'Don't know' responses.

Key Performance Summary

Key activities
(%8-10)

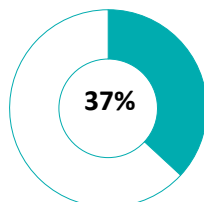
Public facilities



2023

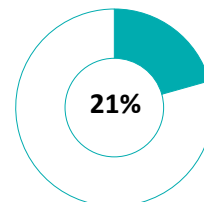
32%

Water management



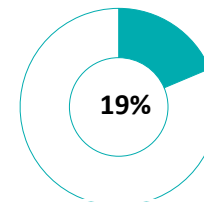
38%

Regulatory services



18%

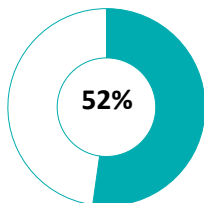
Roads and footpaths



14%

Other
(%8-10)

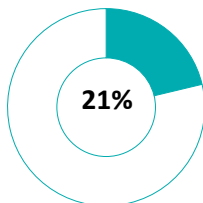
Pride in the district



2023

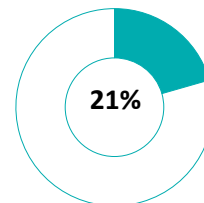
53%

Overall leadership



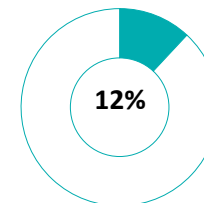
20%

Overall trust



19%

Financial management



12%

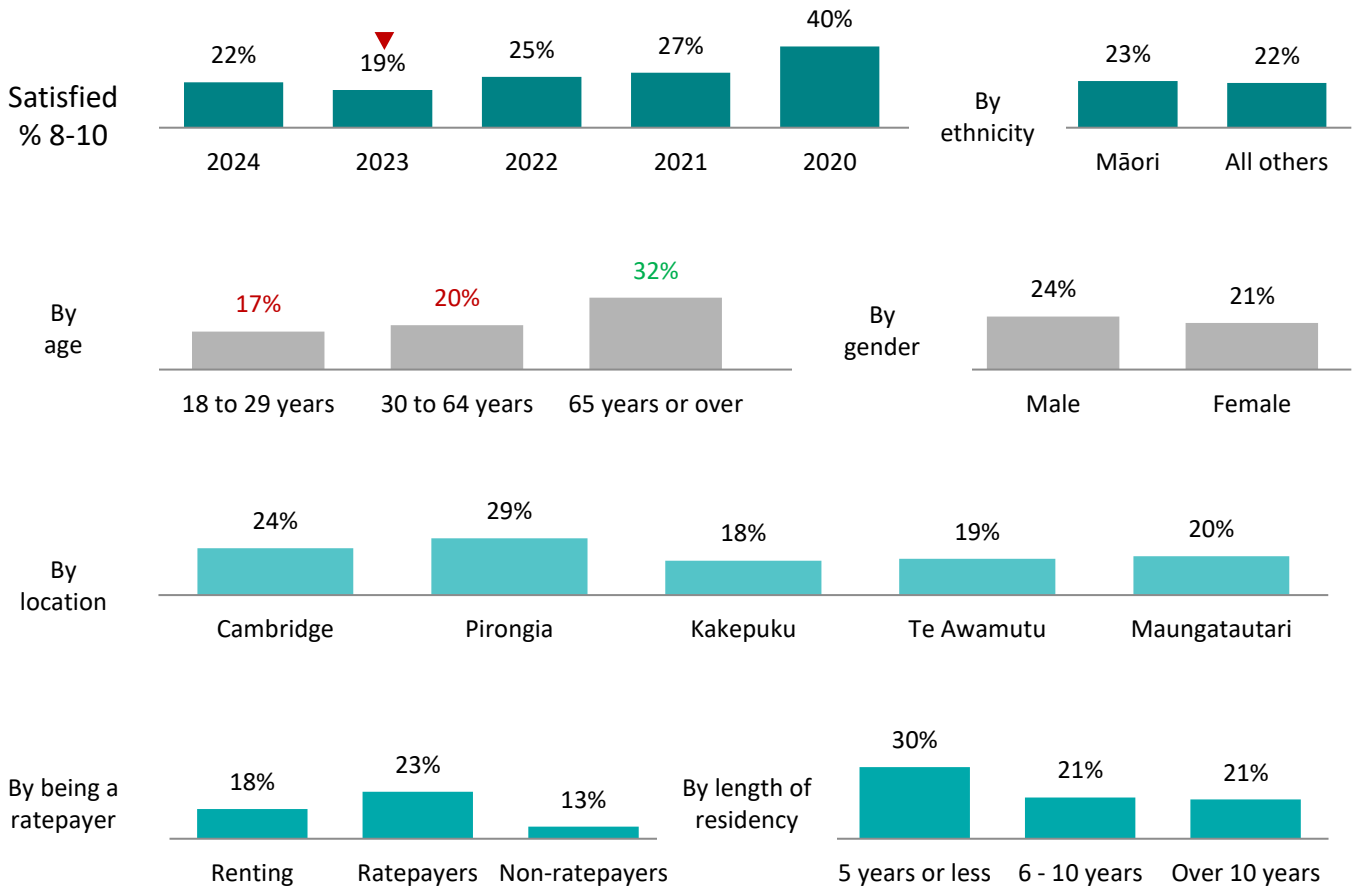
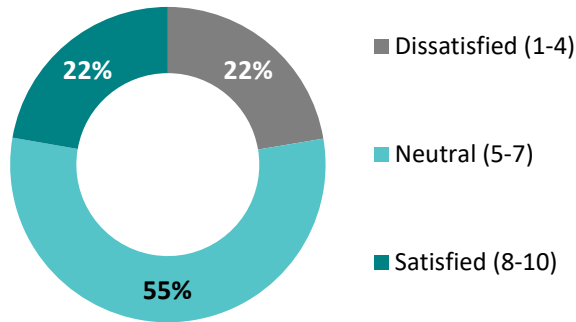
NOTES:
1. Sample: 2024 n=485
2. Excludes 'Don't know' responses.

Year-on-year
▲ Significantly higher
▼ Significantly lower



Overall Satisfaction with the Council

Overall Performance



- Satisfaction with the *Overall performance* of the District Council has increased by 3% points since 2023, rising from 19% to 22% in 2024. However, the current satisfaction score remains lower than the levels recorded in 2022 and prior.
- Older residents, those aged 65 and above, are more likely to express satisfaction with the *Council's Overall performance* than younger residents.

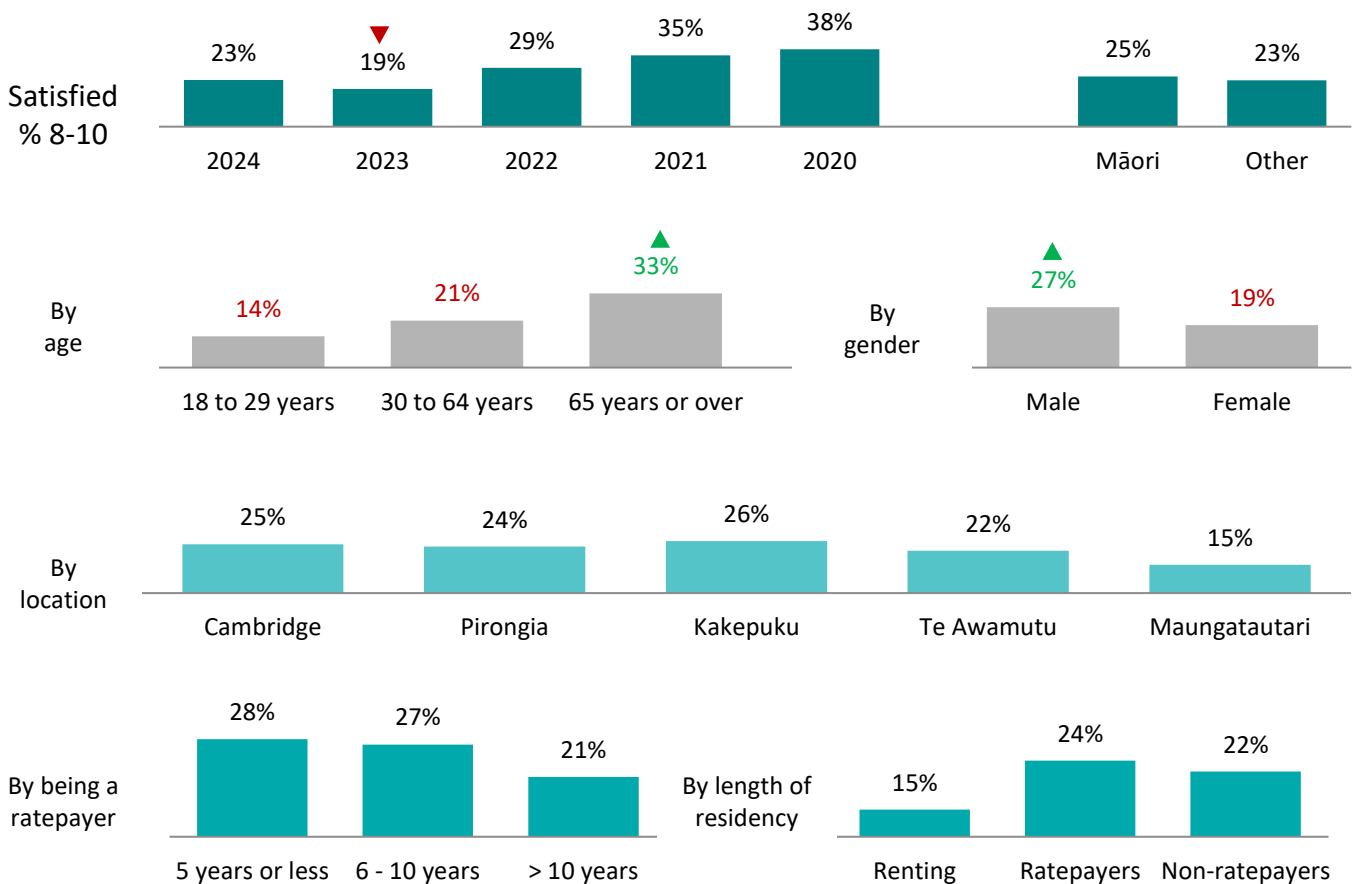
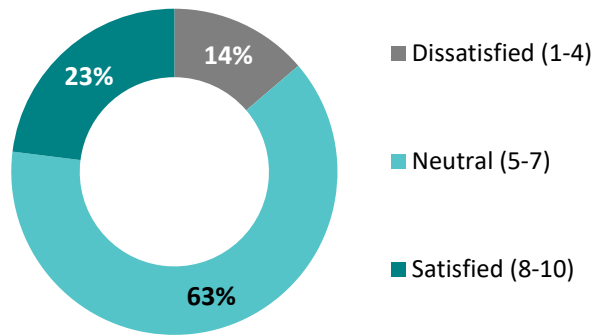
NOTES:

1. OVERP. And thinking about everything we have discussed about the Council; how it communicates and involves residents, the services and facilities it provides, its reputation and the value for money that you receive. How would you rate your overall satisfaction with the Council? n=452
2. Excludes don't know responses.

Year-on-year
▲ Significantly higher
▼ Significantly lower

Between demographics
▲ Significantly higher
▼ Significantly lower

Overall Services, Facilities and Infrastructure

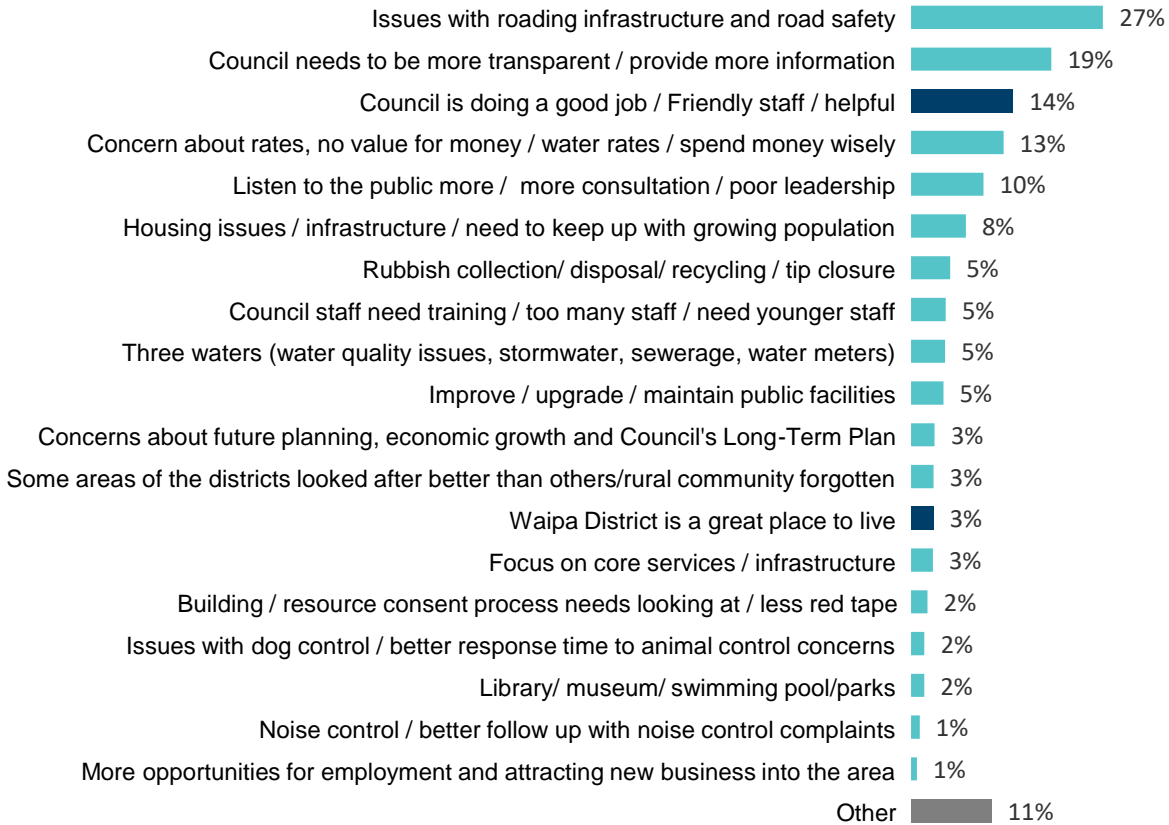


- 23% of residents are satisfied with the *Overall services, facilities, and infrastructure* provided by the Council, a 4% point increase from the level recorded in 2023.
- Satisfaction of older residents, those aged 65 and above, has significantly increased by 13% points since 2023 (from 20% to 33%).
- Male residents are significantly more satisfied with the *Overall services, facilities, and infrastructure* provided by the Council compared to female residents (27% and 19% respectively). Furthermore, male respondents satisfaction levels have increased noticeably since 2023, rising from 17% to 27%.
- Residents of the Maungatautari ward are the least satisfied with this service, while those in the Kakepuku ward report the highest satisfaction across all wards.

NOTES:

1. QL4. Thinking overall about all the services, facilities and infrastructure such as water, roading... how would you rate your satisfaction with Council's performance in relation to all of these types of services that it provides for the community? n=463
2. Excludes don't know responses.

General comments about Waipā District Council



- *I think you need to focus more on making the town accessible for those with disabilities. So many footpaths are rubbish, and the elderly can have accidents on such uneven ground.*
- *The low bridge at the bottom of Shakespeare Street is badly in need of repair and is a bad advert for Cambridge.*
- *We need a bus service between Cambridge and Te Awamutu during commuting hours.*
- *Is there anything we can do to ensure safe and secure parking for the mobility scooters, they are only going to increase in number.*
- *Keep being transparent and give the public more opportunities to participate in public debate by making it more widely advertised and known.*
- *Transparency on spending. All these green bins around inner city roads are nothing more than a traffic hazard, especially for cyclists.*
- *Stop wasteful spending and amalgamate. Duplication of salaries across 13 councils is too much and impact our rates.*



- *All in all, well done in challenging times. Keep the town tidy, build a third bridge, it will never be cheaper.*
- *Te Awamutu is a great town, I hope we still keep improving with councillors who come and leave, we can only hope we vote for the best, and there is a lot of us to keep happy. Cheers and good luck.*
- *As we live on the fringe of Waipa and my business is based in the South Waikato, I feel they do a reasonable job as the district is growing and is a desirable location to live.*
- *As far as I can see, Te Awamutu is a nice place to live.*
- *Members of the council are there to support the community, and by and large have the best interests of the citizens at heart.*
- *We elect our councillors to do the best job they can for its residents, and I am sure they consider all options. It's not an easy job, and we're fortunate to have great people put their hand up.*
- *I think they do their best.*
- *Well done, Waipa.*

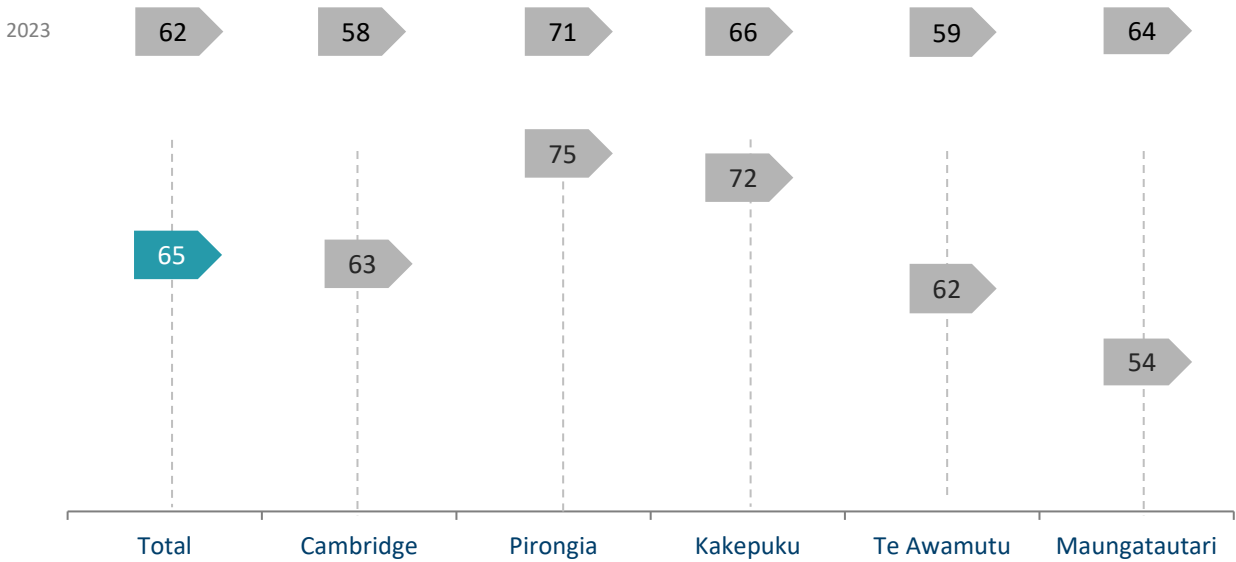
NOTES:

1. GEN. Are there any other comments that you would like to make about the Waipā District Council? n=128

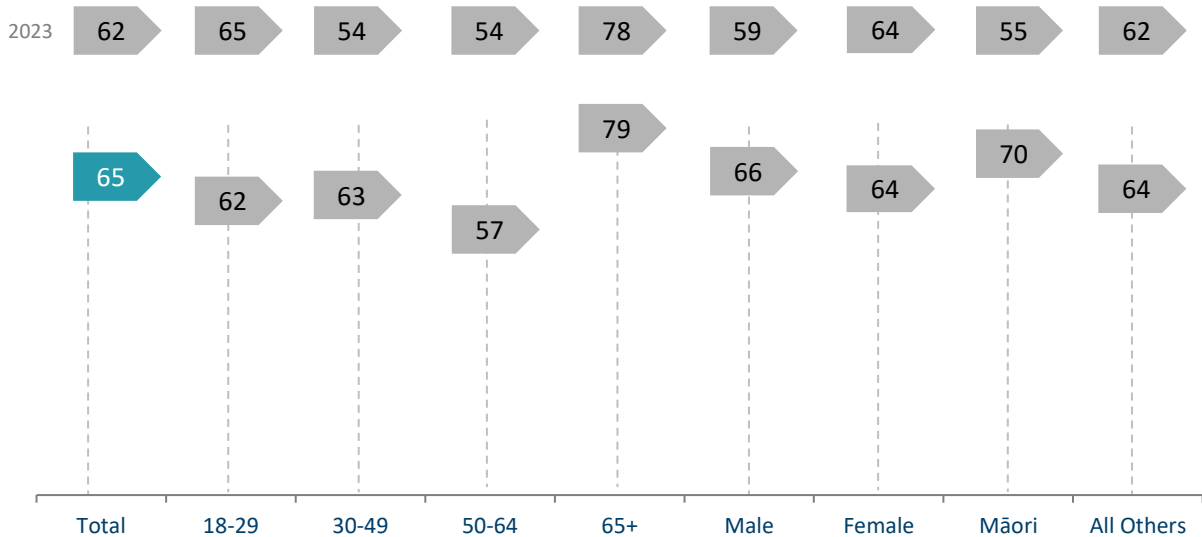


Reputation profile

Reputation Benchmarks



- The overall reputation benchmark score has experienced an increase, rising from 62 in 2023 to 65 in 2024. This score falls within an acceptable range.
- Residents in Pirongia and Kakepuku have the highest reputation benchmark scores, with 75 and 72, respectively. In contrast, Maungatautari residents have a 'Poor' reputation benchmark score of 54.
- Older residents aged 65 and above state the Council's reputation score at the high end of the 'Acceptable' range at 79.

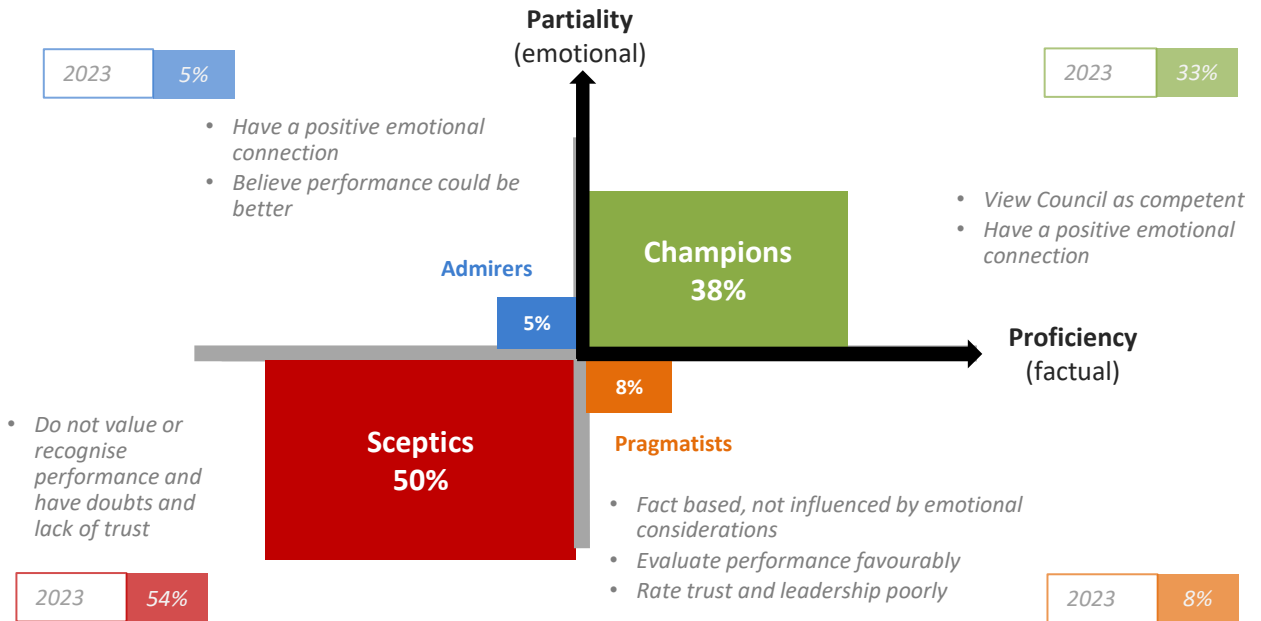


NOTES:

1. LS6 vision and leadership, TS6 trust, FM5 financial management, QL4 quality of deliverables, OVREP overall reputation
2. The benchmark is calculated by rescaling the overall reputation measure to a new scale between -50 and +150 to improve granularity for the purpose of benchmarking

Key:	
>80	Excellent reputation
60-79	Acceptable reputation
<60	Poor reputation
150	Maximum score

Reputation Profile



- Half of residents (50%) identified as *Sceptics*, while over a third (38%) are categorized as *Champions*. This marks a slight shift from the previous year, where *Sceptics* were at 54% and *Champions* at 33%.
- Although *Sceptics* still comprise the largest proportion of residents, their numbers have declined, indicating an improved perception towards the Council. This trend holds true across all ethnicities, with Māori residents more likely to be identified as *Champions* (41%) compared to their counterparts (37%).

- Younger residents, aged between 18 and 29, are more likely to be classified as *Sceptics* (54%) and *Pragmatists* (11%) than other age groups. This suggests they do not value or recognise the Council's performance, harbour doubts and have a lack of trust. Connecting with these younger residents using fact-based information is crucial to shifting their perspective towards the Council.

- Similar to the 2023 study, 5% are identified as *Admirers*, while 8% are identified as *Pragmatists*.

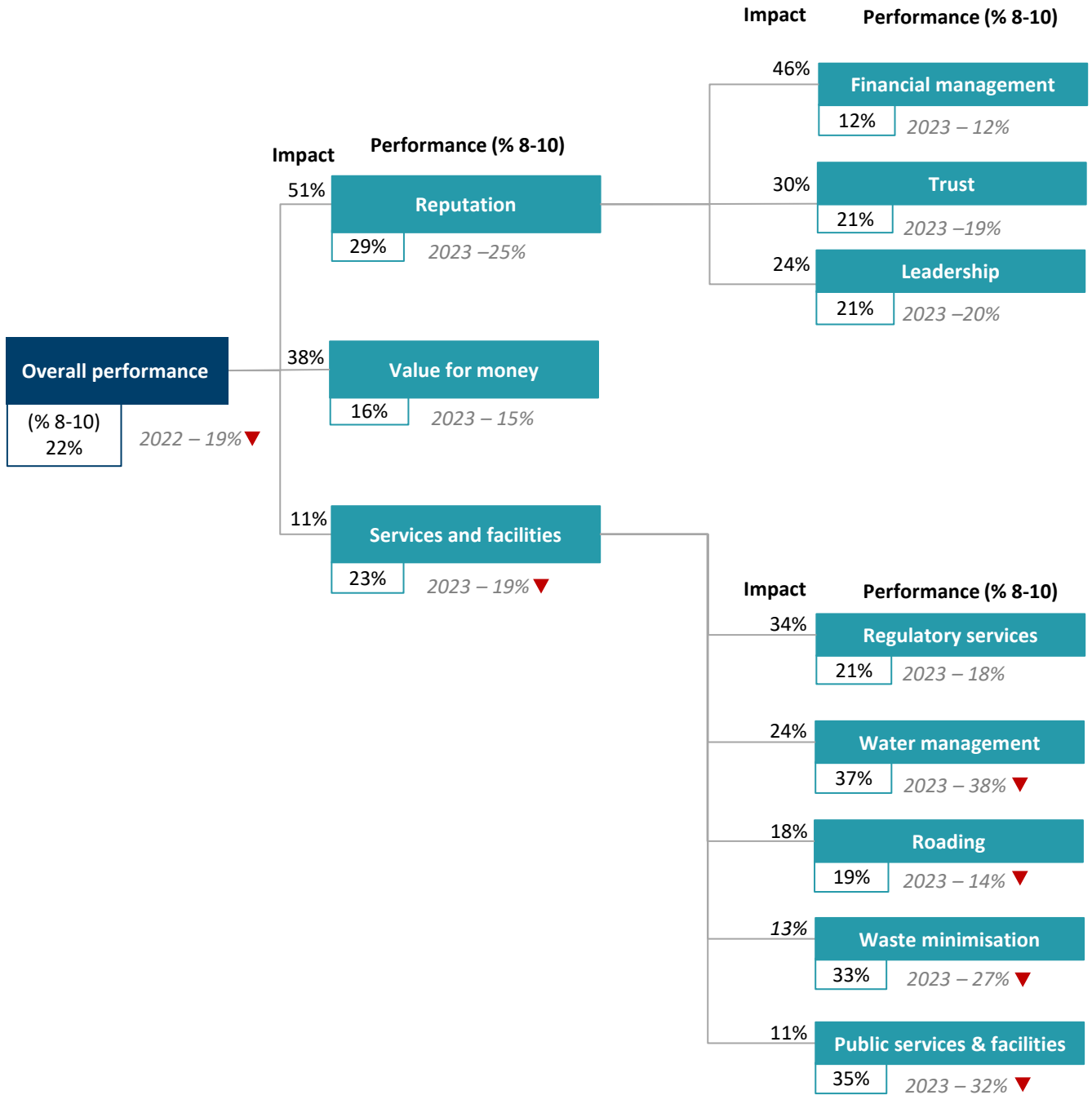
NOTES:

1. LS6. Vision and leadership.
2. TS6. Trust.
3. FM5. Financial management.
4. QL4. Quality of deliverables, OVREP overall reputation.



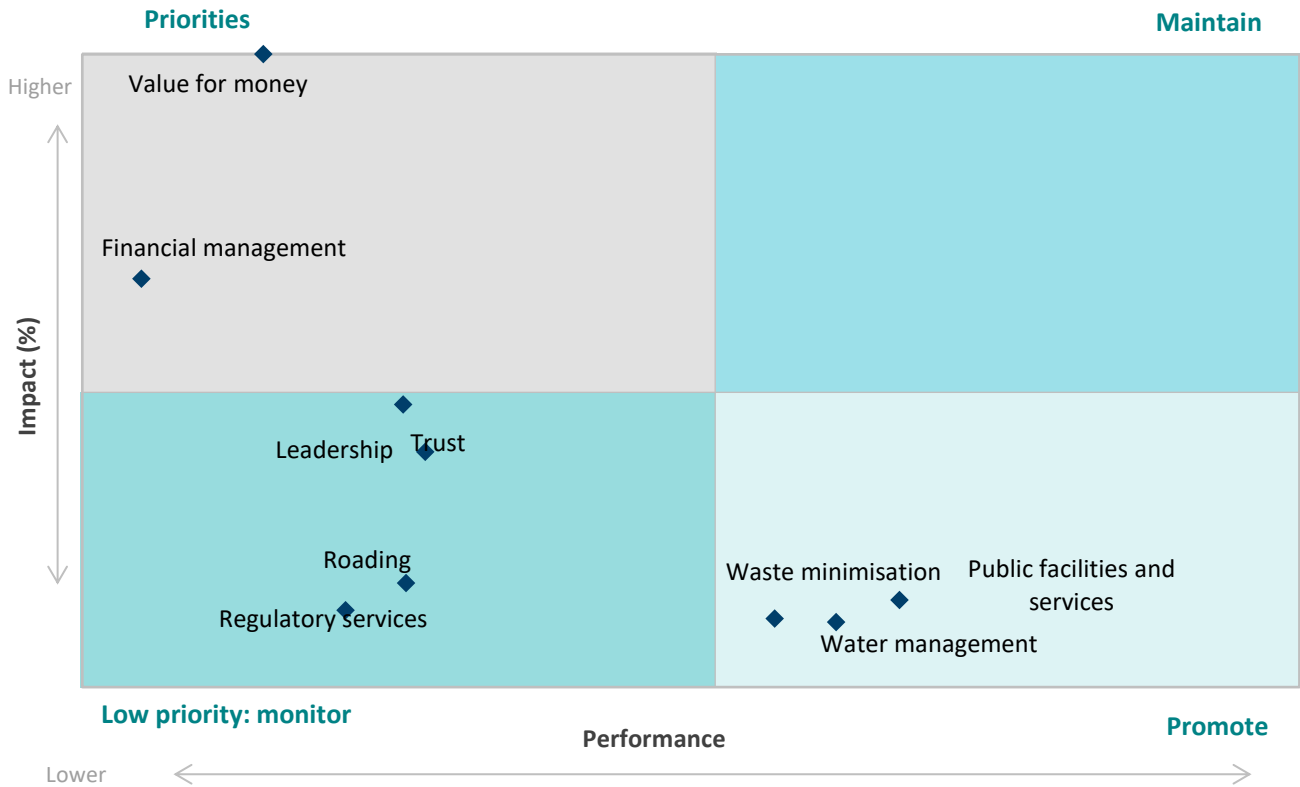
Drivers of satisfaction
Priorities and opportunities

Drivers of Perceptions of Waipā District Council’s Performance



- Council’s *Reputation* (51%) remains the most significant factor affecting residents’ overall satisfaction with its performance.
- Amongst reputation factors, Financial management (46%) followed by Trust (30%) are the two most impactful attributes.

Opportunities and Priorities. Overall measures



The top two areas identified for priority improvement are related to financial aspects:

Value for money and Financial management. Enhancing these attributes is crucial as they significantly influence the overall reputation of the Council, which in turn shapes residents' perception of its performance. Improving these areas will likely result in higher satisfaction scores for the Council's overall performance.

Some of the comments left by the respondents point toward the following issues:

- ✓ Concerns about high rates (33%)
- ✓ Emphasis on prioritising improvements and wise spending in core areas such as roading infrastructure (17%) and waste management services (14%).

By focusing on these priorities, the Council can make significant progress towards enhancing residents' overall perception and satisfaction.

Priorities

Promote

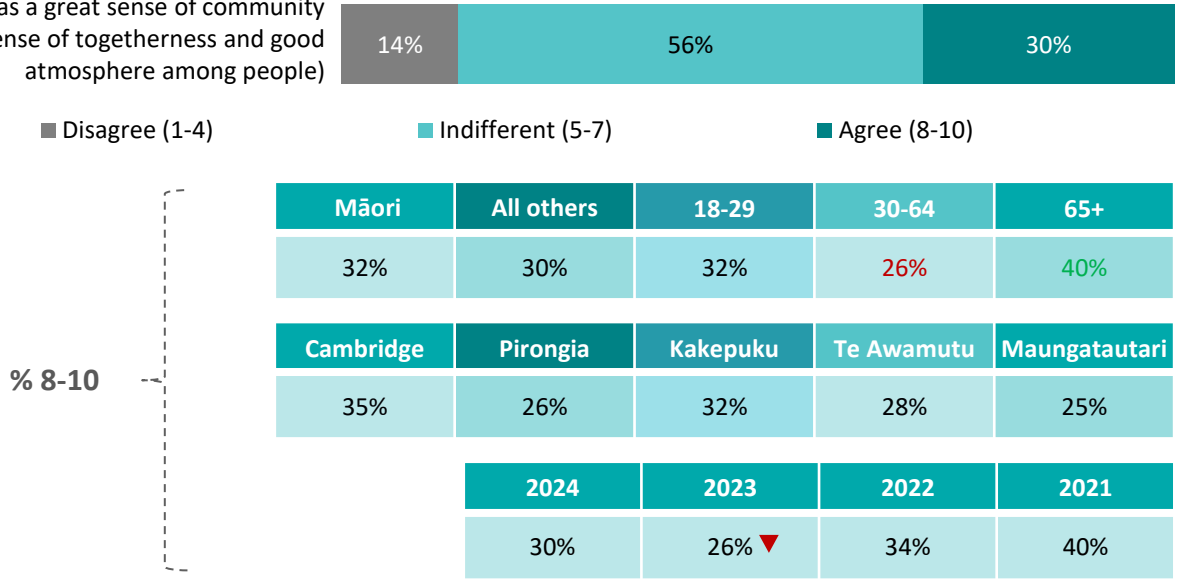
Areas within the Council's performance that are not receiving sufficient recognition include **public facilities and services; water management** and **waste minimisation**. Promoting these aspects of the Council's performance would naturally redirect residents' attention towards a more positive perception.



Lifestyle and environment

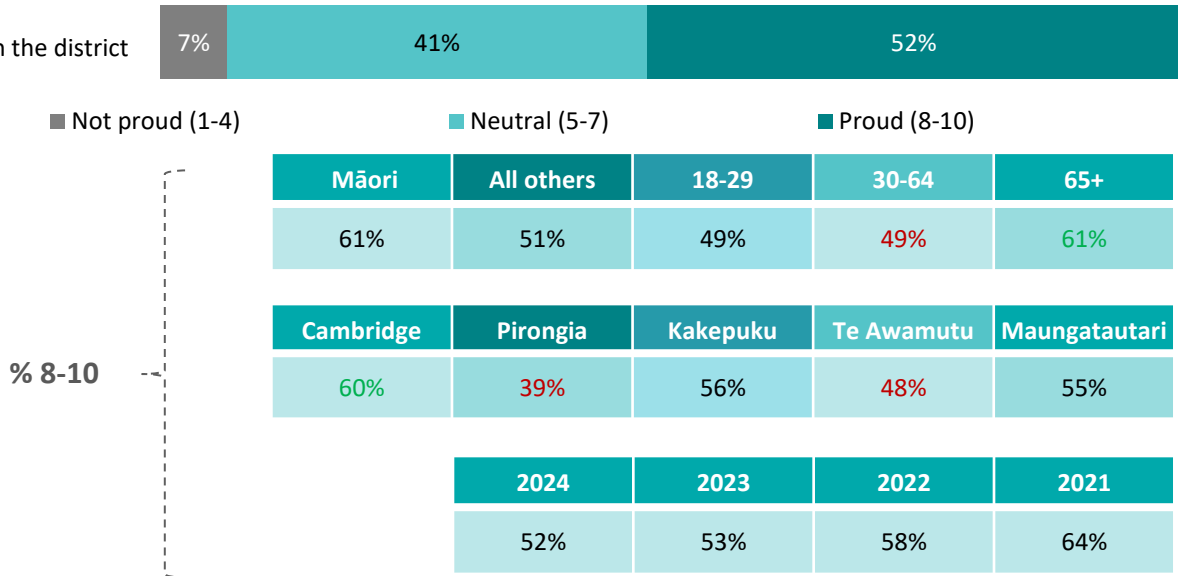
Community Spirit and Pride in the District

Waipā district has a great sense of community spirit (a sense of togetherness and good atmosphere among people)



- The perception of a strong *Community spirit* in the Waipā district has increased, rising from 26% in 2023 to 30% in 2024. Amongst all age groups, the demographic of older working adults (30-64) shows significantly lower scores with this aspect.

Proud to live in the district



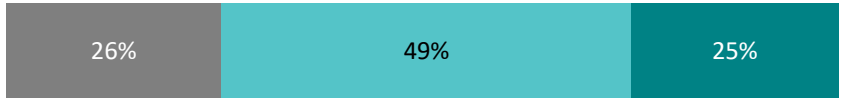
- Overall, just over half of Waipā residents (52%) feel proud to be living in the district, which is slightly lower compared to 2023 (53%).
- Older residents, those aged 65 or older in the Waipā district express a higher level of pride in their district in comparison to younger age groups.
- Residents in the Cambridge ward (60%) demonstrate a significantly higher level of pride in living within their ward compared to residents in other wards. Meanwhile, residents in Pirongia exhibit the lowest percentage (39%).

NOTES:

- LE6. Using the scale 1-10 where 1 means 'strongly disagree' and 10 means 'strongly agree', Waipā district has a great sense of community spirit (a sense of togetherness and good atmosphere among people)? n=442
- LE2. Thinking about the Waipā district, using a 1-10 scale where 1 means 'not at all proud' and 10 means 'very proud', how proud do you feel to say that you live in this district? n=474
- Excludes don't know responses.

Look and Feel

Satisfaction with the way the area is developing in terms of look and feel



■ Dissatisfied (1-4) ■ Neutral (5-7) ■ Satisfied (8-10)

	Cambridge	Pirongia	Kakepuku	Te Awamutu	Maungatautari
	26%	25%	24%	25%	19%
% 8-10	Māori	All others	18-29	30-64	65+
	29%	24%	26%	24%	26%
	2024	2023	2022	2021	
	25%	23%	29% ▼	37%	

- A quarter (25%) of respondents are satisfied with the development of the district in terms of its *Look and feel*, marking a slight increase since 2023 (23%).
- Satisfaction amongst Maungatautari residents is the lowest, with a rate of 19%, down from 20% in 2023.
- Māori residents consistently show higher satisfaction with the way the area is developing in terms of its *Look and feel* compared to other ethnicities.

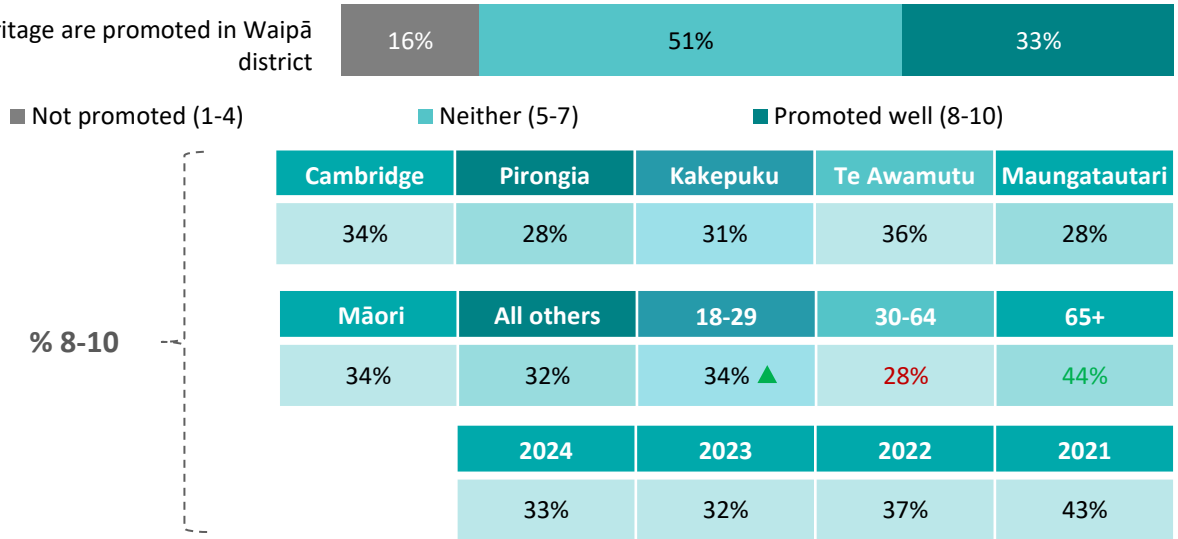
NOTES:

1. LE3. Using a 1-10 scale where 1 means 'very dissatisfied' and 10 means 'very satisfied', how satisfied are you with the way your town is developing in terms of look and feel? n=478
2. Excludes don't know responses.

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

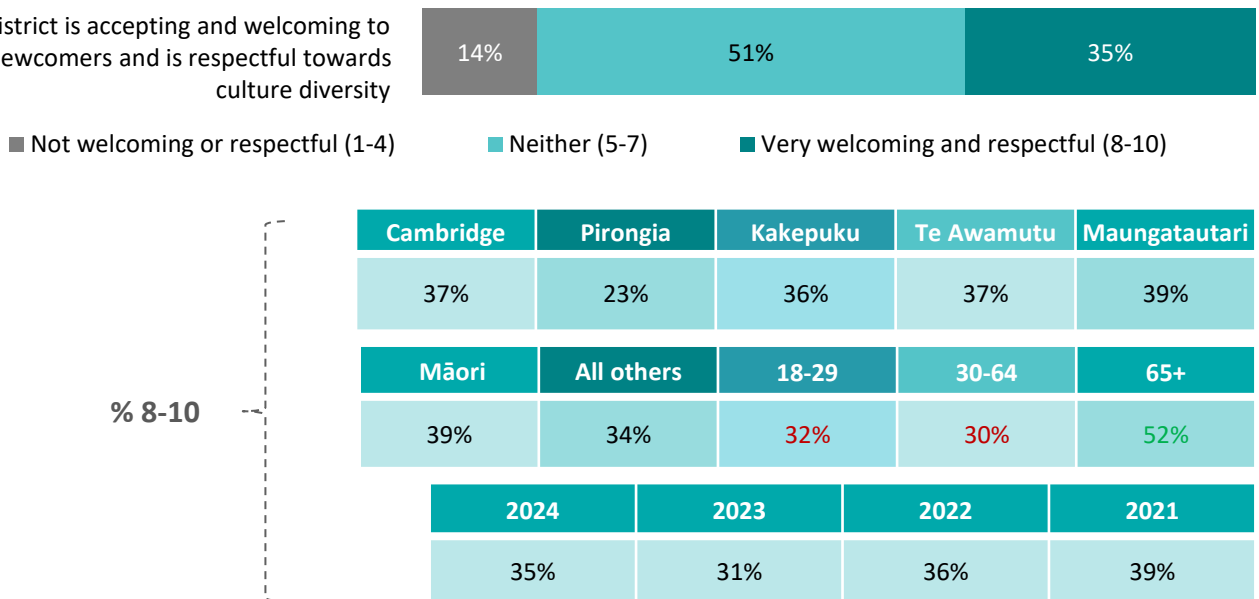
Cultural Heritage and Diversity Acceptance in the District

Culture and heritage are promoted in Waipā district



- A third (33%) of residents believe that *Culture and heritage are being promoted* in the Waipā district.
- Residents in Te Awamutu (36%) are more likely to agree with this statement, closely followed by residents in Cambridge (34%), compared to residents in other wards.
- Perception amongst younger age groups (18-29) regarding the promotion of *Culture and heritage* in the district has significantly increased, rising from 17% in 2023 to 34% in 2024.

Waipā district is accepting and welcoming to newcomers and is respectful towards culture diversity



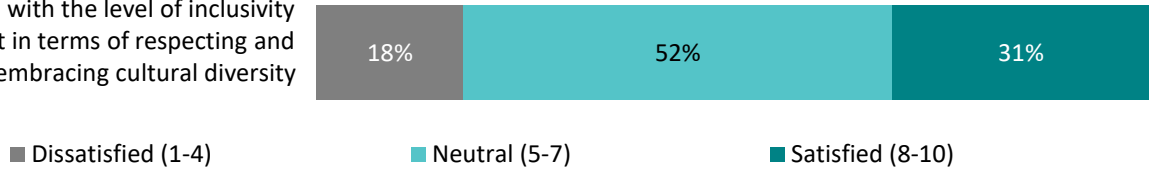
- Residents' perception of the Waipā district as *Accepting and welcoming towards newcomers and respectful of cultural diversity*, has increased over the year, rising from 31% in 2023 and 35% in 2024.
- Younger residents aged 18 to 64 are less likely to express satisfaction than older residents aged 65 and above with Waipā district's *Acceptance and welcoming of newcomers and respectfulness towards cultural diversity*.

NOTES:

1. LE4. Using a 1-10 scale where 1 means 'No, not at all' and 10 means 'Yes, absolutely', do you think that culture and heritage are promoted in Waipā district? n=446
2. LE5. Using a 1-10 scale where 1 means 'No, not at all' and 10 means 'Yes, absolutely', as a local resident, how accepting and welcoming is the district to newcomers and respecting towards the cultural diversity? (recent migrants, international students, former refugees) n=349
3. Excludes don't know responses.

Cultural Heritage and Diversity Acceptance in the District

*Satisfaction with the level of inclusivity within the district in terms of respecting and embracing cultural diversity



	Cambridge	Pirongia	Kakepuku	Te Awamutu	Maungatautari
% 8-10	34%	24%	21%	32%	38%
	Māori	All others	18-29	30-64	65+
	32%	31%	30%	27%	42%

- Nearly a third (31%) of residents are satisfied with *The level of inclusivity within the district in terms of respecting and embracing cultural diversity*.
- Satisfaction among Maungatautari residents is the highest across all wards (38%).
- Older residents aged 65 and above are more likely to be satisfied with *The level of inclusivity within the district in terms of respecting and embracing cultural diversity* than younger residents.

NOTES:

1. LE6. Using a scale of 1 to 10, where 1 means 'very dissatisfied' and 10 means 'very satisfied,' how satisfied are you with the level of inclusivity within the district in terms of respecting and embracing cultural diversity? n=397
2. Excludes don't know responses.
3. *New question added in 2023/24 survey

▲ Significantly higher
▼ Significantly lower

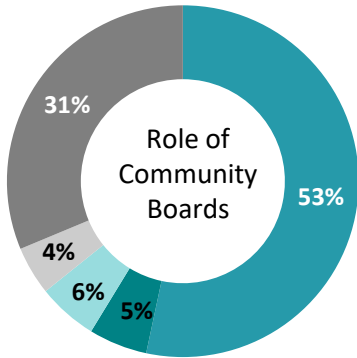
Year-on-year
▲ Significantly higher
▼ Significantly lower

Between demographics
▲ Significantly higher
▼ Significantly lower



Awareness and participation

Community Boards: Recognition of Purpose and Satisfaction

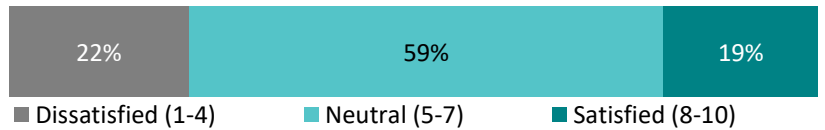


- To act as an advocate for the community
- To audit Councils spending
- To undertake special projects delegated by Council
- None of these
- Don't know

- Just over half of residents (53%) believe that the role of community boards is *To act as an advocate for the community*, while nearly a third (31%) are unaware of the purpose of Community boards.
- The perception of Community Boards as *Auditors of council spending* has significantly increased year-on-year.

Role of Community Boards	2024	2023	2022	2021	2020	2019	2018
To act as an advocate for the community	53%	57%	53%	49%	59%	54%	59%
To undertake special projects delegated by Council	6%	6%	5%	4%	5%	9%	7%
To audit Councils spending	5% ▲	1%	3%	4%	4%	11%	10%
None of these	4%	3%	3%	2%	1%	6%	2%
Don't know	31%	33%	35%	41%	31%	19%	22%

Satisfaction with performance of the local community board and its members



% 8-10

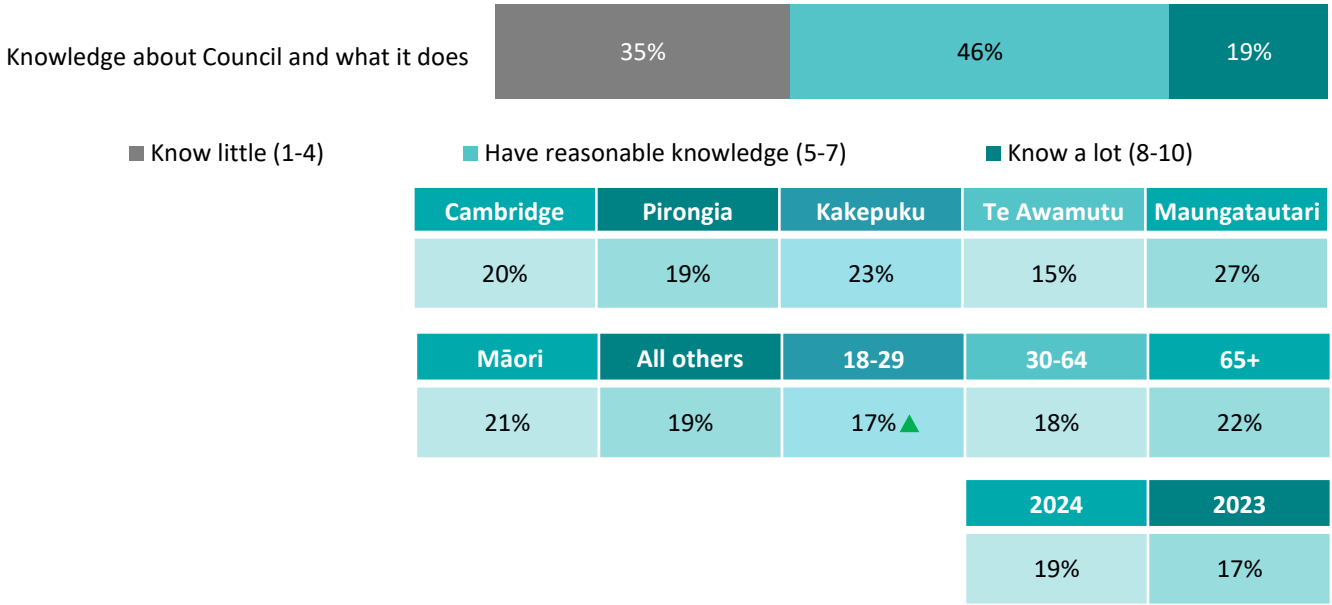
	Cambridge	Pirongia	Kakepuku	Te Awamutu	Maungatautari
	19%	21%	31%	15%	17%
Māori	16%	20%	18-29	30-64	65+
	16%	20%	16%	15%	29%
	2024	2023			
	19%	19%			

- Satisfaction with the *Performance of the local community board and its members* has remained consistently low over the past year, at 19%.
- Satisfaction levels among residents of the Maungatautari and Te Awamutu wards are the lowest, with scores of 17% and 15%, respectively.

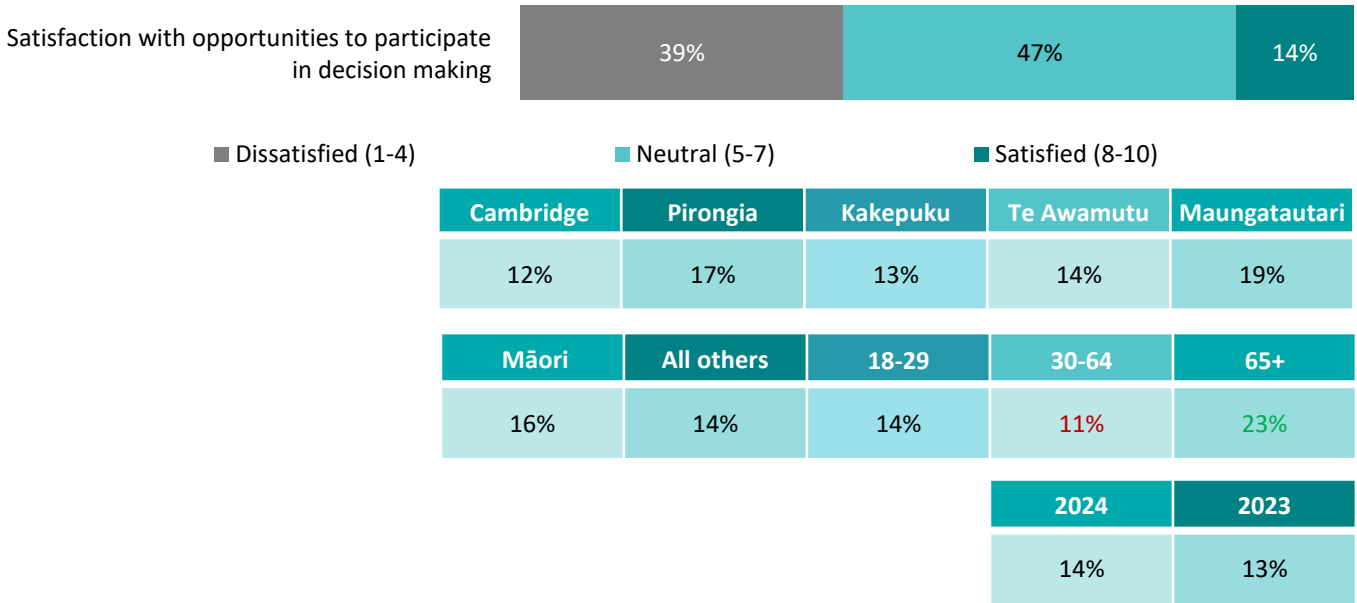
NOTES:

1. AD4. The Waipā district has two community boards. Which of the following best describes the role of these community boards? n=484
2. AD5. Using the 1-10 scale, how satisfied are you with the performance of your Local Community Board and its members? n=319
3. Excludes don't know responses.

Knowledge About Council Activities and Opportunities to Engage



- Despite the slight increase of 2% points, residents' overall knowledge about the Council and its activities remains relatively low at 19%.
- Younger residents' perception of their knowledge about the Council and its activities has experienced a significant increase over the past year, rising from 6% in 2023 to 17% in 2024.



- One in ten residents (14%) are satisfied with the *Opportunities provided to participate in Council decision making process*.
- Older residents tend to be more satisfied, a trend consistent year on year.

NOTES:

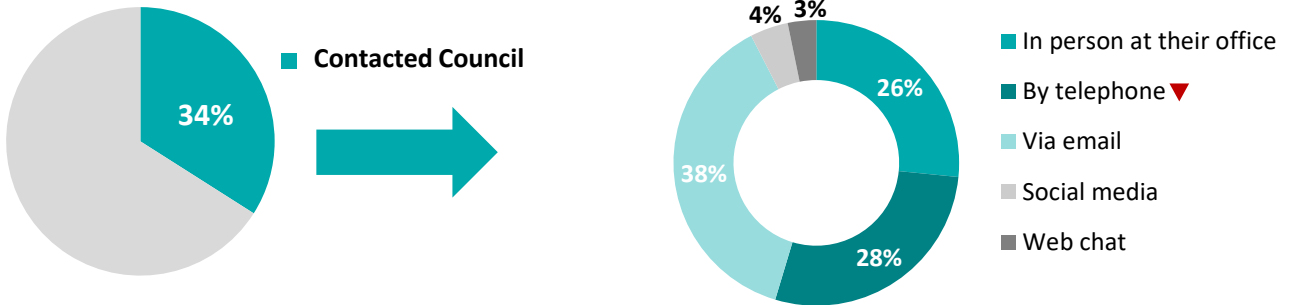
1. AD6. And thinking more generally about the Council, how much do you know about the Council and what it does? Use a 1-10 scale where 1 means 'you feel you know very little' and 10 means 'you feel you know a great deal' n=473
2. AD7. Using the 1-10 scale, how satisfied are you with the opportunities provided to you to participate in Council decision making processes? n=418
3. Excludes don't know responses.



Interactions with the Council

Contact with the Council

Method of contact



	2024	2023	2022	2021
Contacted Council	34%	37%	35%	37%
Via email	38%	35%▲	24%	26%
By telephone	28%▼	40%	41%	42%
In person	26%	20%▼	31%	33%
Social media	4%	3%	2%	-
Web chat	3%	3%	2%	-

- Just over a third of residents (34%) have contacted the Council within the last six months.
- Most of these interactions have been *Via email* (38%), which has seen a gradual increase of 3% points since 2023 (35%).
- In contrast, contacting the Council *By telephone* has significantly decreased year-on-year (28% in 2024 compared to 40% in 2023).

	Cambridge	Pirongia	Kakepuku	Te Awamutu	Maungatautari
Contacted Council	34%	38%	34%	35%	23%
Via email	37%	55%	34%	32%	23%
By telephone	21%▼	24%	31%	36%	35%
In person	33%	10%	35%	24%	35%
Social media	3%	4%	-	6%	8%
Web Chat	5%	7%	-	-	-

	Māori	All others	18-29	30-64	65+
Contacted Council	36%	34%	27%	36%	34%
Via email	32%	38%	52%	37%	32%
By telephone	26%	28%	19%▼	30%	28%
In person	37%	25%	23%	26%	31%
Social media	4%	4%	6%	3%	6%
Web chat	-	4%	-	5%	-

NOTES:

- INT.1 Have you made an enquiry about something with the Waipā District Council within the last six months? n=483 Made enquiry n=165
- INT2. Which best describes how you contacted the Council about this matter? Was it... n=165
- Excludes don't know responses.

▲ Significantly higher
▼ Significantly lower

Between demographics
▲ Significantly higher
▼ Significantly lower

Convenience

Convenience of making an enquiry



■ Not convenient (1-4)

■ Neither (5-7)

■ Convenient (8-10)

% 8-10	2024	2023	2022	2021	2020	2019
Total	71% ▲	61%	64% ▼	79%	72%	78%
In person	58%	49%	71%	66%	61%	70%
By telephone	76% ▲	56%	55% ▼	82%	78%	83%
Via email	82% ▲	71%	64% ▼	89%	78%	68%
Social media	Small sample	Small sample	Small sample	-	Small sample	-
Web chat	Small sample	Small sample	Small sample	-	Small sample	-

% 8-10	Cambridge	Pirongia	Kakepuku	Te Awamutu	Maungatautari
Total	81%	84%	51%	55%	85%
In person	69%	100%	36%	35%	78%
By telephone	78%	76%	74%	70%	100%
Via email	94%	88%	46%	68%	100%

% 8-10	Māori	All others	18-29	30-64	65+
Total	61%	73%	70%	71%	74%
In person	49%	60%	20%	55%	82%
By telephone	90%	74%	71%	81% ▲	64%
Via email	54%	85%	89% ▲	78%	87%

- Over seven in ten residents (71%) who made an inquiry felt that the method they used was convenient for them.
- The convenience of non-face-to-face interactions, such as *Telephone* (76%) and *Email* (82%) contact, has significantly increased and continues to rise compared to in-person interactions, as observed since 2022.

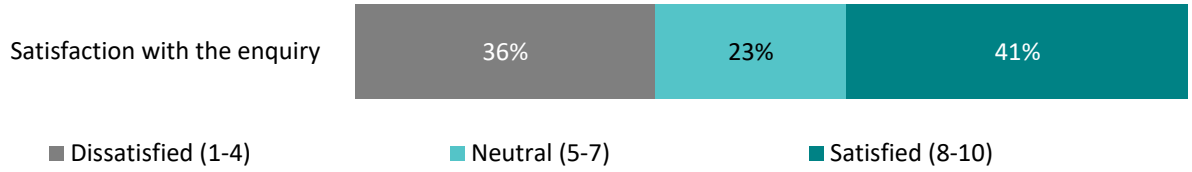
NOTES:

1. INT3. Using a 1 to 10 scale where 1 means 'not at all convenient' and 10 means 'very convenient', how convenient was it for you to make your enquiry this way? Made enquiry n=165
2. Excludes don't know responses.

Year-on-year
▲ Significantly higher
▼ Significantly lower

Between demographics
▲ Significantly higher
▼ Significantly lower

Satisfaction



Scores 8-10	2023	2023	2022	2021	2020	2019
Total	41%	36%	45%▼	54%	62%▲	50%
In person	45%	26%▼	50%	54%	63%	51%
By telephone	46%	41%	43%▼	60%▲	64%	52%
Via email	34%	38%	38%	40%	48%	35%
Social media	Small sample	Small sample	Small sample	-	Small sample	-
Web chat	Small sample	Small sample	Small sample	-	Small sample	-

	Cambridge	Pirongia	Kakepuku	Te Awamutu	Maungatautari
Total	45%	50%	30%	34%	46%
In person	54% ▲	65%	40%	23%	66%
By telephone	42%	51%	52%	44%	50%
Via email	33%	42%	0%	41%	30%

	Māori	All others	18-29	30-64	65+
Total	48%	40%	39%	41%	43%
In person	44%	45%	20%	45%	56%
By telephone	58%	44%	29%	49%	44%
Via email	46%	33%	45%	32%	32%

- At least four in ten residents who made contact (41%) were satisfied with *How their complaint or query was handled*, showing an increase since 2023 (36%).
- All methods of contact experienced an increase in satisfaction, with the highest increase among those who contacted the Council *In person*, showing a 22% point rise.

NOTES:

1. Made enquiry n=165
2. INT4. And overall, how satisfied are you with how your complaint or query was handled? Use a 1-10 scale where 1 means 'very dissatisfied' and 10 means 'very satisfied' n=164
3. Excludes don't know responses.

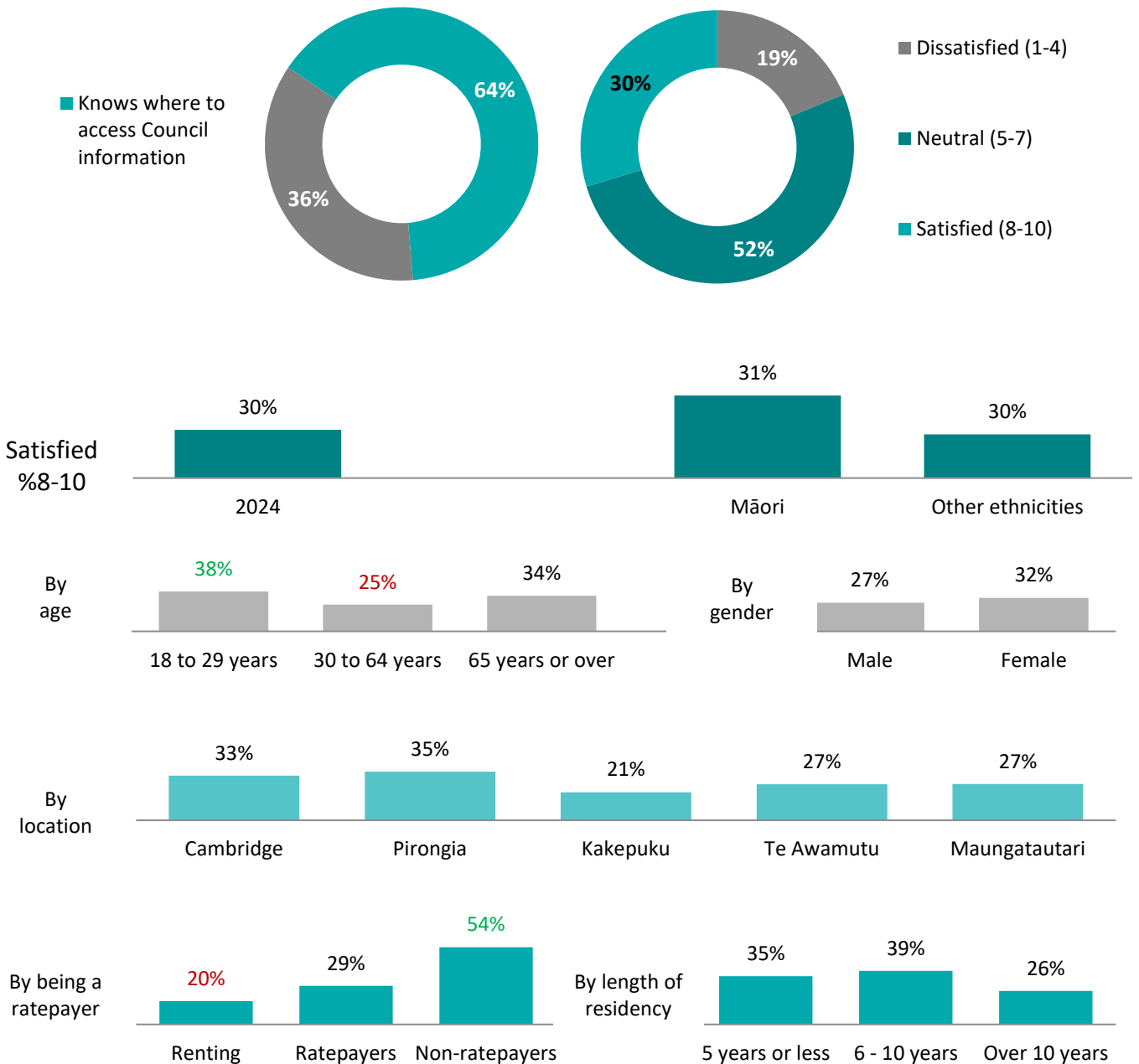
▲ Significantly higher
▼ Significantly lower

Between demographics
▲ Significantly higher
▼ Significantly lower



Communication and Engagement

Communication and Engagement



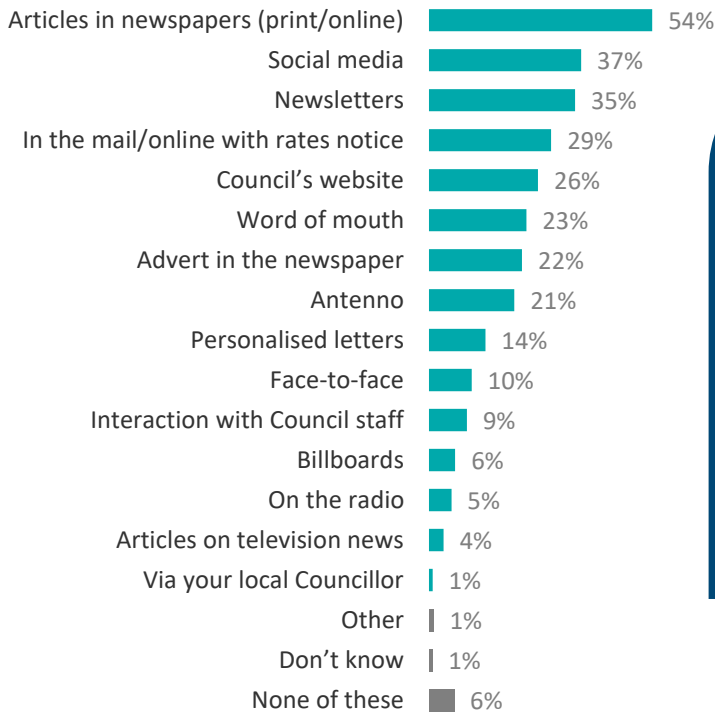
- Over six in ten residents (64%) *Know where to access Council information.*
- Nearly a third (30%) of residents perceive that the *Information provided by the Council is clear and easy to understand.*
- Younger residents, those aged 18 to 29 years (38%), are more likely to perceive that the *Information provided by the Council is clear and easy to understand* than their counterparts.

NOTES:

1. COM1. Do you know where to find the latest information on council activities and services?
2. COM4. Using a scale of 1 to 10 where 1 means 'Strongly disagree' and 10 means 'Strongly agree', how much do you agree or disagree that information provided by the Council is clear and easy to understand? n=447
3. Excludes don't know responses.

Communication and Engagement

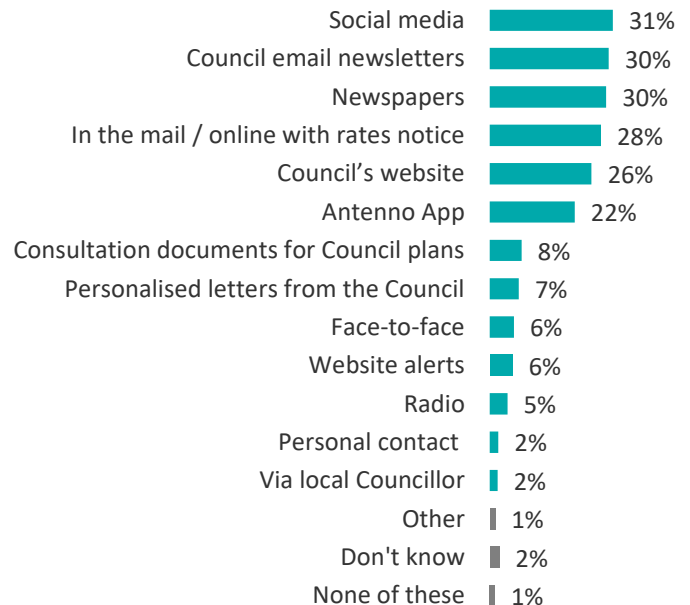
Main Way of Staying Informed



- Residents primarily heard or saw information about the Council through *Articles in newspapers (print or online)*, (54%).
- Nearly four in ten residents (37%) received information through *Social media*, closely followed by *Newsletters* at 35%.
- While just over a quarter (26%) heard or saw information about the Council through *Council's website*.

- Most residents prefer to receive information about the Council online, highlighting the need for the Council to enhance its online presence.
- Many residents prefer to keep up to date with Waipā District Council through *Social media* (31%), closely followed by *Council email newsletters* and *Newspapers*, both at 30%.
- 28% would prefer to receive information about the Council together with their *Rates notice*.

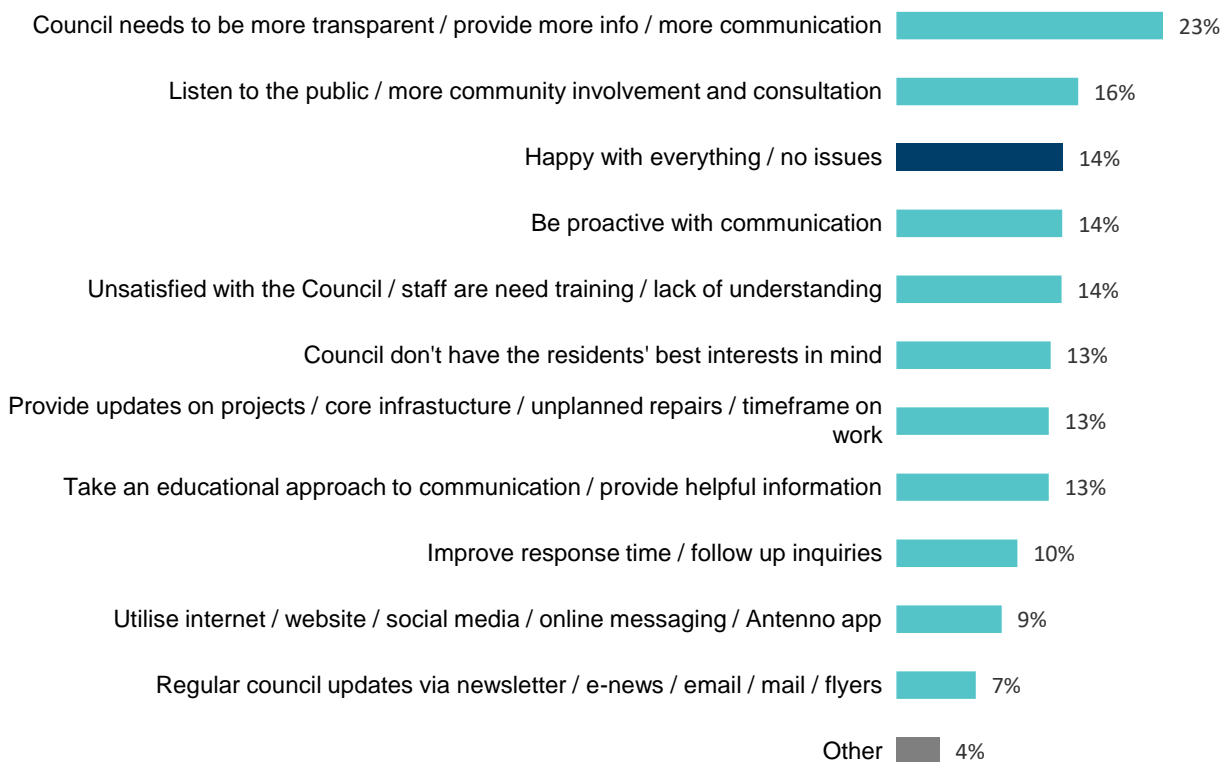
Preferred way to keep up to date



NOTES:

1. COM2. In the last 3 months, where have you seen or heard about Waipā District Council?
2. COM3. What would be your preferred way to keep up to date with what Waipā District Council is doing?

Comments About Council Communication



- *Would love more updates on our drinking supply, as we often have nasty water in Te Awamutu.*
- *I've never lived anywhere where the council is so opaque. Hard to contact, hard to understand what's going on, don't communicate any vision.*
- *I would like to know why the council have put a speed bump next to a stop sign on Vogel Street, and how much it cost.*
- *The more targeted and personalised the better, and as many different media as you can think up.*
- *Disjointed. Often not complete. Seems like more of an opinion from individual Councillors.*
- *I would like to be informed about upcoming council projects and the costs to rate payers.*
- *WDC should be transparent from the get-go, not wait until they legally have to inform us. This is where our noses get put out of joint. Transparency is the key.*
- *Needs to be more of it. Kept up to date with problems and what they are doing about it.*



- *We are happy with our current communications. It is easy to find ways of contacting council.*
- *I think the council has a proactive approach to managing information and communication, I really like that.*
- *Information is clear to keep up to date with what is happening in Waipa.*
- *The timing to send my mail is on point.*
- *It is just the right amount to know what is happening.*
- *I like the posts on Facebook, I find it means I don't have to go out of my way to stay up to date on what's going on. I especially like the idea behind the what's happening in x town this week content. It's a nice way to stay abreast of smaller changes, rather than just seeing notices about bigger changes all the time.*
- *My communications with district council staff have always been clear and polite.*
- *The ones on Antenno are very good, communication from library and library staff is excellent.*

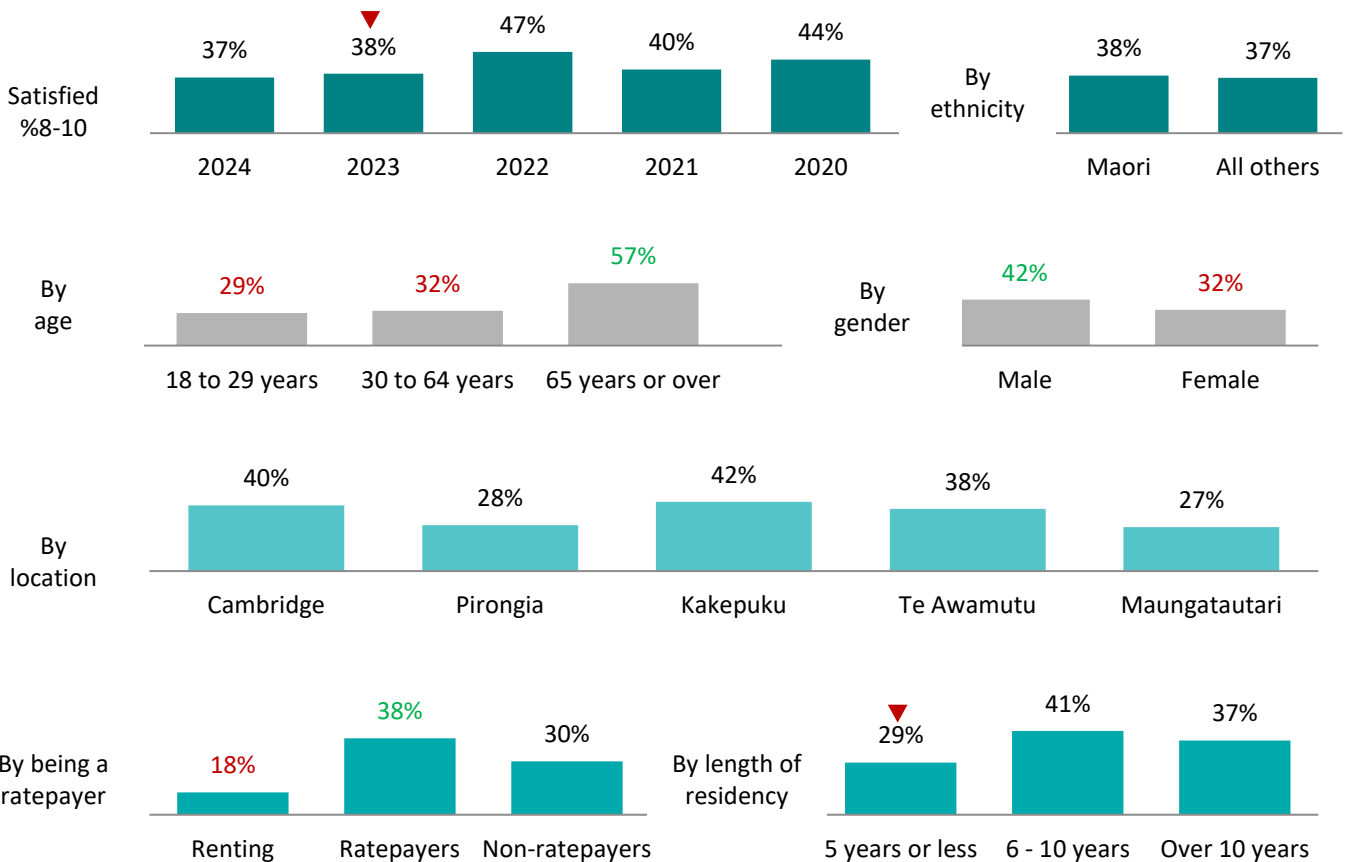
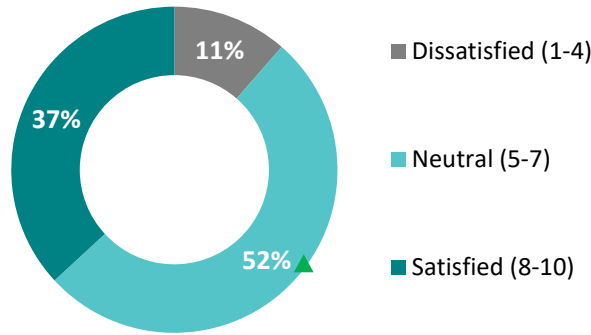
NOTES:

1. COM5. Are there any comments that you would like to make about the communications provided by Waipā District Council? n=106



Three waters: water supply, sewage and stormwater

Overall Water Management

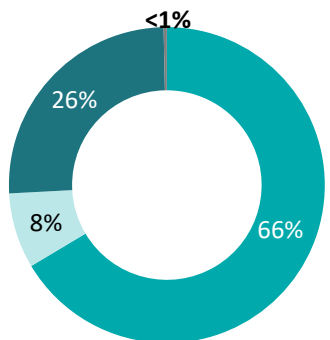


- 37% of residents are satisfied with Waipā District Council’s *Water management*, showing a slight decline of 1% point since 2023.
- At least one in ten residents (11%) are dissatisfied with Council’s *Water management*.
- Younger residents, those aged between 18 and 64, are less likely to be satisfied with this service than those aged 65 or older.
- Residents in Kakepuku (42%) and Cambridge (40%) wards are more likely to express satisfaction with *Water management* than residents in other wards.
- Satisfaction of residents who have recently moved to the Waipā District has significantly declined from 48% in 2023 to 29% in 2024.

NOTES:

1. TW5. And OVERALL, when you think about the supply of water, the management and disposal stormwater and disposal of waste water, how would you rate your satisfaction with Council overall for its MANAGEMENT OF WATER in the district n=429
2. Excludes don’t know responses.

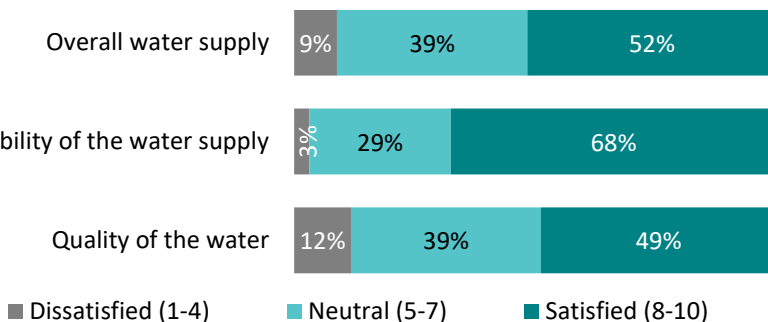
Water Management: Water Supply



- A town / city supply
- A rural water scheme
- Your own collection system
- Other



The reliability of the water supply



Scores 8-10

	Town supply	Rural supply
Overall water supply	52%	51%
The reliability of the water supply	68%	64%
Quality of the water	48%	53%

- Most households in the Waipā District receive *A town or city water supply* (66%). Over half (52%) of these households are satisfied with their *Overall water supply*.
- Nearly seven in ten residents (68%) who are connected to the *Town or city water supply* rated the *Reliability of their water supply* as satisfactory, while 48% are satisfied with the *Quality of the water*.
- Those connected to a *Rural water scheme* expressed similar satisfaction levels with the *Overall water supply* (51%), *Reliability* (64%), and *Quality* (53%).

Overall	2024	2023	2022	2021	2020	2019
Overall water supply	52%	52%	56%	56%	61%	67%
The reliability of the water supply	68%	66%	66% ▼	74%	78%	81%
Quality of the water	49%	49%	52%	58%	61%	67%

Overall	Cambridge	Pirongia	Kakepuku	Te Awamutu	Maungatautari
Overall water supply	53%	52%	68%	47%	66%
The reliability of the water supply	73%	54%	79%	63%	67%
Quality of the water	51%	52%	63% ▲	42%	66%

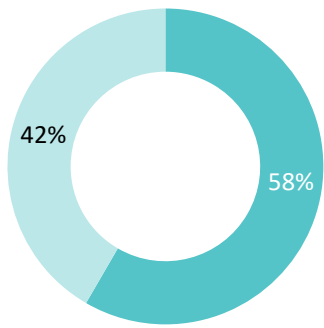
NOTES:

- TW1. Which of the following best describes your water supply connection? n=475
- TW2. On the scale of 1- 10, how would you rate your satisfaction with... n=342
- Excludes don't know responses.

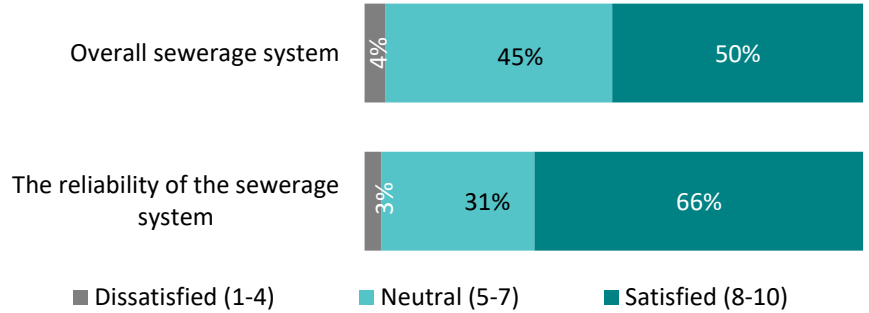
▲ Significantly higher
▼ Significantly lower

Between demographics
▲ Significantly higher
▼ Significantly lower

Water Management: Sewerage /System



■ Town sewerage system
■ Own septic tank



■ Dissatisfied (1-4) ■ Neutral (5-7) ■ Satisfied (8-10)

% 8-10	2024	2023	2022	2021	2020
Overall sewerage system	50% ▼	63% ▼	72% ▼	83%	81%
The reliability of the sewerage system	66%	64% ▼	74%	80%	84%

% 8-10	Cambridge	Pirongia	Kakepuku*	Te Awamutu	Maungatautari*
Overall sewerage system	60%	19%	53%	49%	22%
The reliability of the sewerage system	70%	-	75%	60%	-

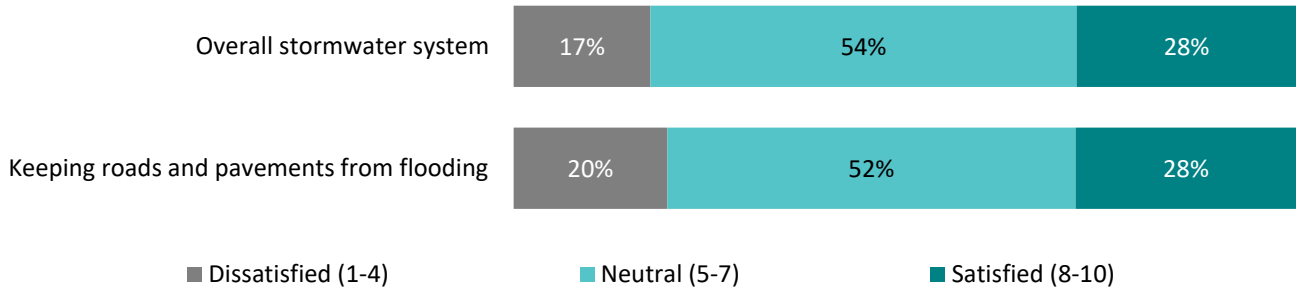
- Residents' satisfaction with the *Overall sewerage system* has seen a continuous significant decline, with satisfaction scores decreasing from 83% in 2021 to 72% in 2022, 63% in 2023 and further to 50% in 2024.
- In contrast, *The reliability of the sewerage system* has experienced a slight increase of 2% points, rising from 64% in 2023 to 66% in 2024.

NOTES:

- TW6. Which of the following best describes the sewerage system you use? n=480
- TW3. Thinking about the Council's management of its sewerage (wastewater) system, on the scale of 1- 10, how would you rate your satisfaction with... n=357
- Excludes don't know responses.
- *Caution small sample size (n<30) results are indicative only.

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

Water Management: Stormwater System



% 8-10	2024	2023	2022	2021	2020
Overall stormwater system	28%	30% ▼	37%	43%	47%
Keeping roads and pavements from flooding	28%	30%	36%	42%	46%

% 8-10	Cambridge	Pirongia	Kakepuku	Te Awamutu	Maungatautari
Overall stormwater system	29%	17%	38%	31%	20%
Keeping roads and pavements from flooding	28%	20% ▼	40%	31%	21%

- Satisfaction with both the *Stormwater system* and *Efforts to prevent roads and pavements from flooding* have seen a slight decrease since 2023, dropping from 30% to 28%.
- Residents in the Kakepuku ward (40%) and the Te Awamutu ward (31%) show significantly higher satisfaction with *Keeping roads and pavements from flooding* compared to residents in other wards.

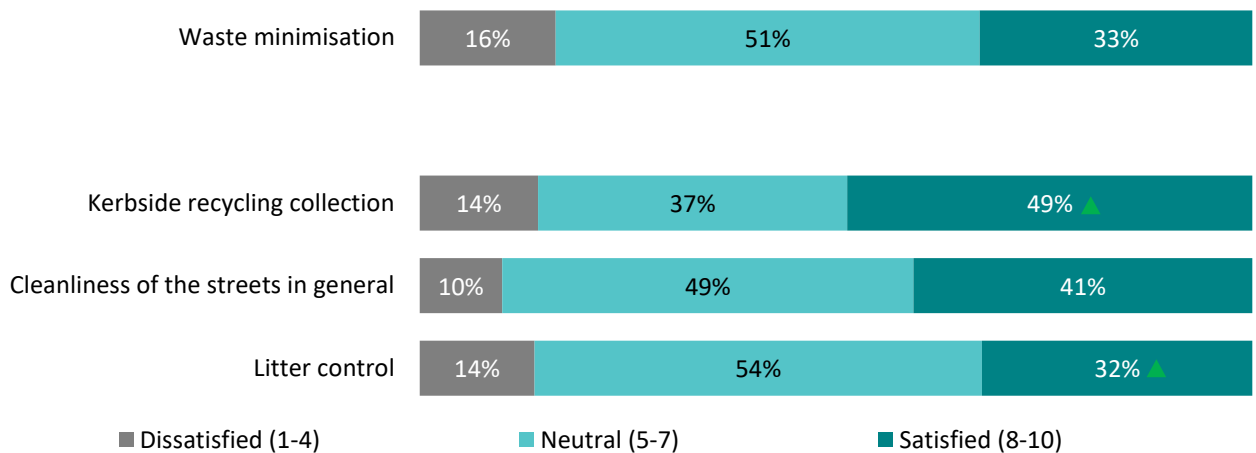
NOTES:

1. TW4. On the scale of 1- 10, how would you rate your satisfaction with the stormwater system in terms of...n=449
2. Excludes don't know responses.



Waste Management and Waste Minimisation

Satisfaction with Waste Management and Waste Minimisation



% 8-10	2024	2023	2022	2021
Waste minimisation	33%	27% ▼	41% ▼	49%
Kerbside recycling collection	49% ▲	35% ▼	60% ▼	69%
Cleanliness of the streets in general	41%	37% ▼	50% ▼	62%
Litter control	32% ▲	26% ▼	39% ▼	48%

% 8-10	Cambridge	Pirongia	Kakepuku	Te Awamutu	Maungatautari
Waste minimisation	37%	23%	30%	37% ▲	22%
Kerbside recycling collection	51% ▲	54%	46%	47% ▲	35%
Cleanliness of the streets in general	48%	36%	35%	41%	25%
Litter control	36%	34%	30%	29%	28%

- An increase in satisfaction with the *Council’s Waste minimisation* has been observed over the past 12 months, rising from 27% to 33%. However, the satisfaction score is still lower than recorded in both 2022 and 2021.
- Satisfaction with waste minimization-related measures has increased, significantly with the *Kerbside recycling collection* (from 35% to 49%) and *Litter control* (from 26% to 32%).
- Residents in the Cambridge ward are more likely to be satisfied with Council’s *Waste minimization* (37%) and all related measures compared to residents in other wards.
- *Waste minimisation* has been rated the lowest by residents in the Pirongia ward at 25%, while 54% in the same ward are satisfied with the *Kerbside recycling collection*.

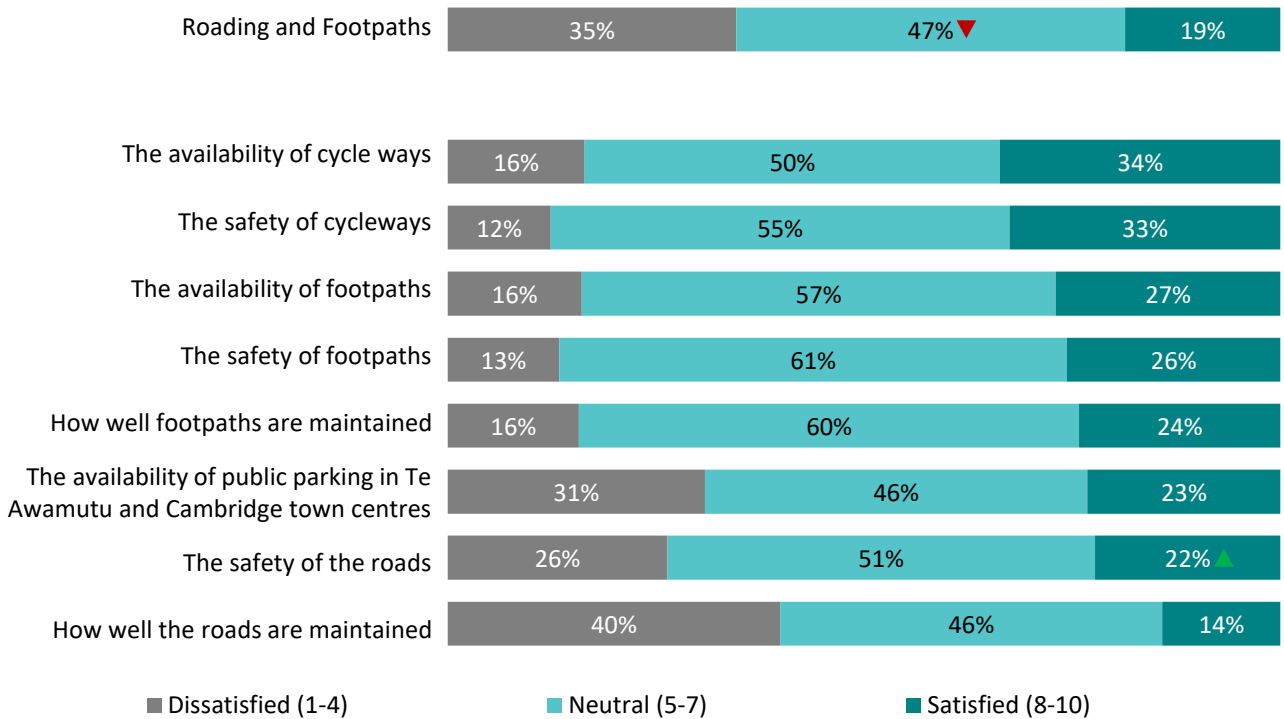
NOTES:

1. WM2. Everything considered, how satisfied are you with the WASTE MINIMISATION within Waipā district? n=439
2. WM1. How satisfied are you with each of the following? n=477
3. Excludes don’t know responses.



Roads, footpaths and cycle ways

Roads, Footpaths and Cycleways



% 8-10	2024	2023	2022	2021	2020
	Overall roads, footpaths and cycleways	19%	14% ▼	26% ▼	36%
The availability of cycleways	34%	33%	39%	45%	43%
The safety of cycleways	33%	30%	36% ▼	48% ▲	-
The availability of footpaths	27%	23% ▼	35% ▼	42%	45%
The safety of footpaths	26%	25% ▼	34% ▼	42%	-
How well footpaths are maintained	24%	20% ▼	32% ▼	36% ▼	45%
The availability of public parking in Te Awamutu and Cambridge town centres	23%	19% ▼	25%	21%	-
The safety of the roads	22% ▲	16% ▼	28% ▼	34% ▼	49%
How well the roads are maintained	14%	14% ▼	25% ▼	30%	35%

- All measures related to *Roading, footpaths and cycleways* have improved, contributing to the overall increase in satisfaction with *Roading, footpaths and cycleways* this year. However, satisfaction scores remain relatively low.
- Residents continuously emphasised the need for the Council to prioritise overall roading and allocate rates towards improving roading infrastructure.

NOTES:

1. RF2. OVERALL how satisfied are you with the ROADS AND FOOTPATHS around the district? n=419
2. RF1. Still using the 1 to 10 scale where 1 means 'very dissatisfied' and 10 means 'very satisfied', how would you rate your overall satisfaction with each of the following... n=421
3. Excludes don't know responses.

▲ Significantly higher
▼ Significantly lower

▲ Significantly higher
▼ Significantly lower

Roads, Footpaths and Cycleways

% 8-10	Cambridge	Pirongia	Kakepuku	Te Awamutu	Maungatautari
Overall roads, footpaths and cycleways	23%	16%	17%	18%	10%
The availability of cycleways	43%	17%	30%	28%▲	42%
The safety of cycleways	38%	24%	36%▲	27%	34%▼
The availability of footpaths	32%	15%	26%	29%▲	24%
The safety of footpaths	27%	18%	30%	27%▲	24%
How well footpaths are maintained	29%	11%	22%	27%▲	22%
The availability of public parking in Te Awamutu and Cambridge town centres	20%	18%	32%	30%▲	10%
The safety of the roads	28%▲	17%	27%▲	20%	9%▼
How well the roads are maintained	19%	11%	18%▲	11%	7%▼

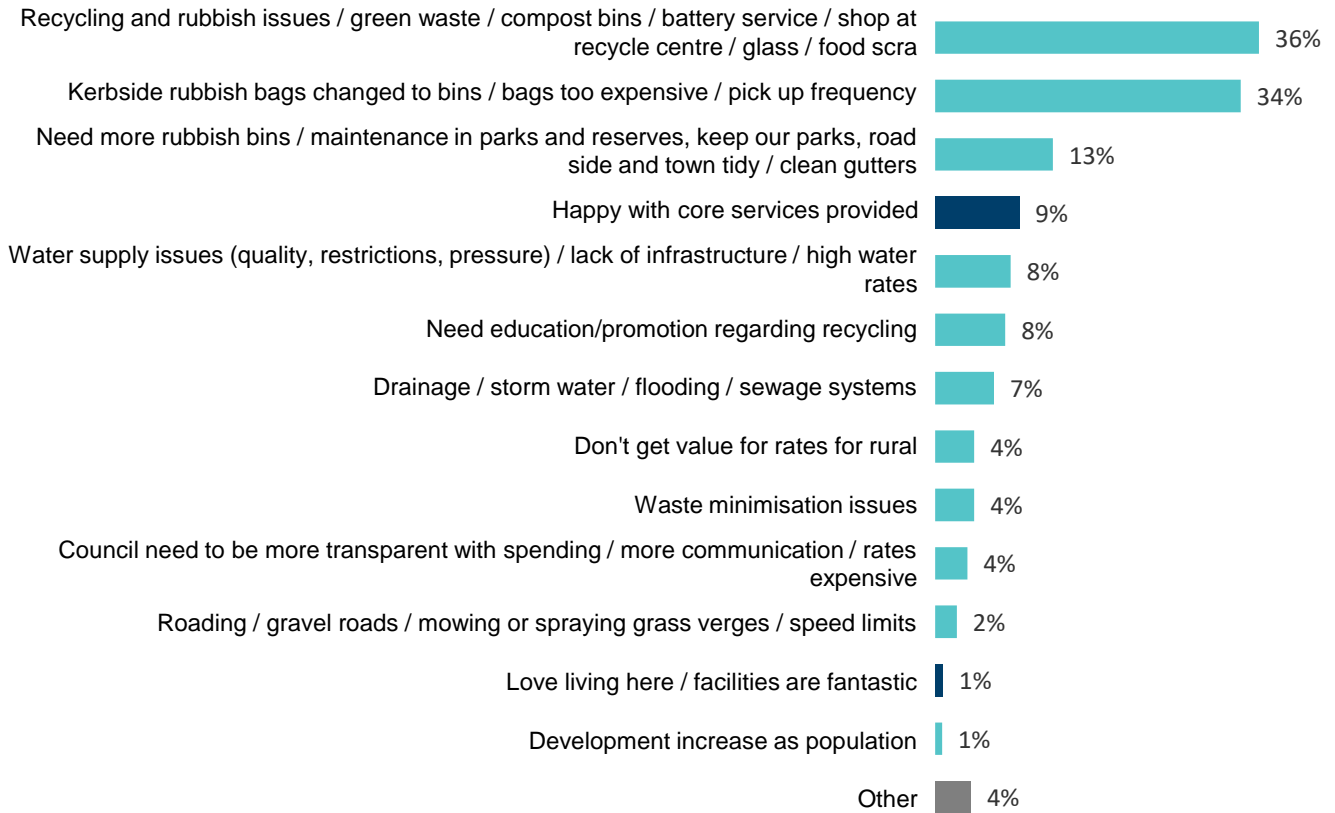
- Except for *The availability of public parking in Te Awamutu and Cambridge town centres*, Cambridge ward residents rated all *Roading, footpaths and cycleways* measures the highest, compared to residents in other wards.
- There has been a significant increase in satisfaction observed in the Kakepuku ward with *The safety of cycleways* (from 13% to 36%), *The safety of the roads* (from 10% to 27%), and *How well the roads are maintained* (from 4% to 18%).
- Most measures related to *Footpaths and cycleways* have seen a significant increase in satisfaction in the Te Awamutu ward.
- All measures related to *Roading*, such as *The safety of the roads* (from 32% to 9%) and *How well the roads are maintained* (from 26% to 7%), have had a significant decrease in satisfaction amongst residents in Maungatautari.

NOTES:

1. RF2. OVERALL how satisfied are you with the ROADS AND FOOTPATHS around the district? n=419
2. RF1. Still using the 1 to 10 scale where 1 means 'very dissatisfied' and 10 means 'very satisfied', how would you rate your overall satisfaction with each of the following... n=421
3. Excludes don't know responses.

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

Comments About Services Provided, Including Water, Waste and Roding



- *It would be good if recycling allowance was per household member rather than per household. That is, we are a family of 6 and have the same allocation as a household of 1-2 people. Our bin gets very full very quickly.*
- *Recycle in the CBD business area, even if you have to rate for it.*
- *Need an organic and vegetable waste collection service.*
- *The Council contracted transfer station is unsupportive in an attitude that encourages customers to dispose of waste at their centre.*
- *Why do we have to buy rubbish bags and pay extra on our rates. Do they provide, or do we provide. Our money no matter how you look at it.*
- *Slow picking up rubbish dumped in rural areas.*
- *The town looks as though it could do with a clean. Pavements are uneven and grubby. It's a pretty town and deserves to be kept clean and tidy.*
- *More recycling bins should be provided in town.*



- *I think council does a good job with restricted resources. I'd like to see changes in people's attitudes towards feeling more personally responsible eg. clearing gutters, picking up litter etc. I don't think we should have to pay more for a messy minority. Keep up the good work.*
- *Kerbside collections are excellent and reliable.*
- *The town is kept clean and tidy. There is a lot to look after.*
- *I appreciate the recycling service but unfortunately live in an area where many either don't care to know how to correctly recycle, or don't know how.*
- *Keep up the great work that you are currently doing, don't drop the ball.*
- *Not an easy job to keep on top of, especially rural roads. Overall, I think it is handled well and promptly, especially if the Council has been alerted to an issue. It is handled quickly.*
- *Job well done by the workers that keep our town clean and working.*
- *Generally Waipā is a clean and pleasant place.*

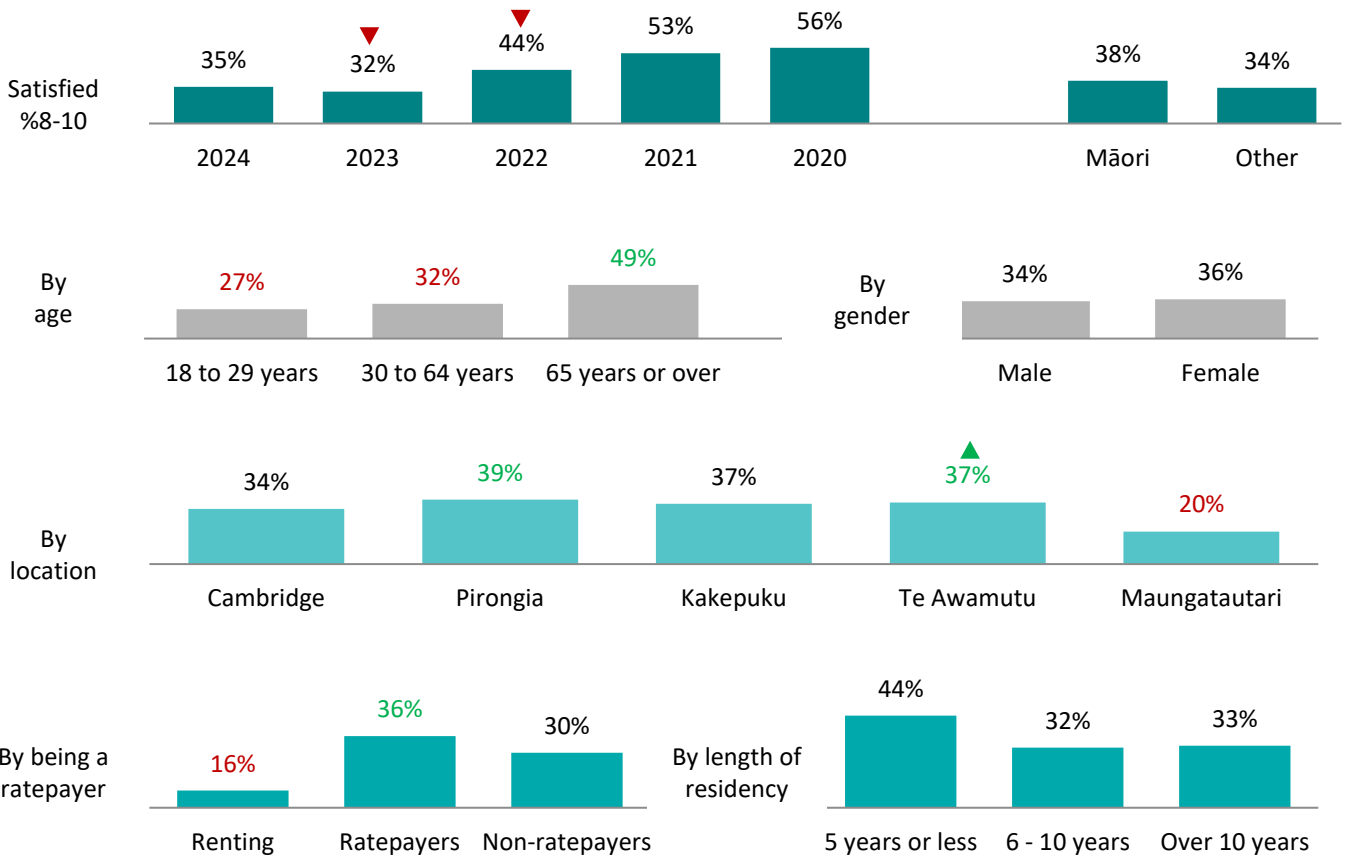
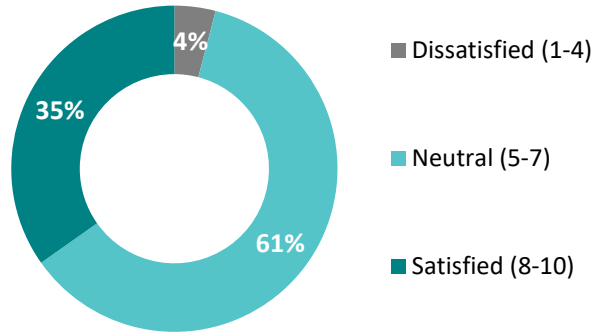
NOTES:

1. WM3. Do you have any comments about any of these services that the Waipā District Council provides? n=150



Public Facilities and Services

Overall Public Facilities and Services



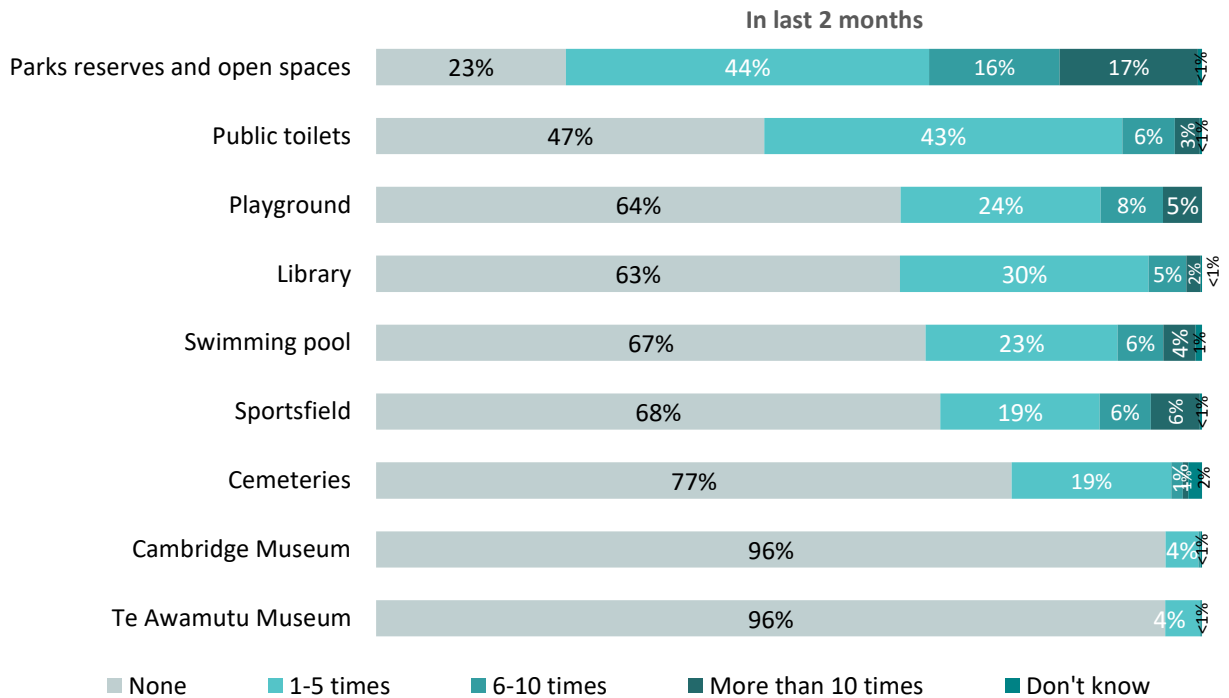
- Just over a third (35%) are satisfied with *Council-provided public facilities and services*, showing an increase of 3% points since 2023.
- Older residents, those aged 65 and above (49%), are significantly more likely to express satisfaction with *Council-provided public facilities and services* compared to younger residents.
- Residents in the Pirongia (39%) and Te Awamutu wards (37%) show a significantly higher likelihood of being satisfied with *Council-provided public facilities and services* than residents in the Maungatautari (20%) ward.

NOTES:

1. CF3. When you consider ALL these public facilities that are provided by Council including how well they are maintained, the opening hours and where applicable the cost to use these, how would you rate your satisfaction with the PUBLIC FACILITIES AND SERVICES that are provided? n=460
2. Excludes don't know responses.

Use of Elective Facilities and Services

In last 12 months	2024	2023	2022	2021	2020
Parks, reserves and open spaces	81%	83%	84%	82%	80%
Public toilets	58%	58%	55%	58%	56%
Library	45%	46%	49%	50%	54%
Swimming pool	43%	40%	38%▲	30%	35%
A council-maintained playground	40%	43%	37%	42%	41%
A council-maintained sportsfield	34%	38%	36%	38%	32%
Cambridge museum	7%	8%	5%	6%	7%
Te Awamutu museum	6%	6%	6%	9%	9%
None of these	8%	10%	7%	6%	5%



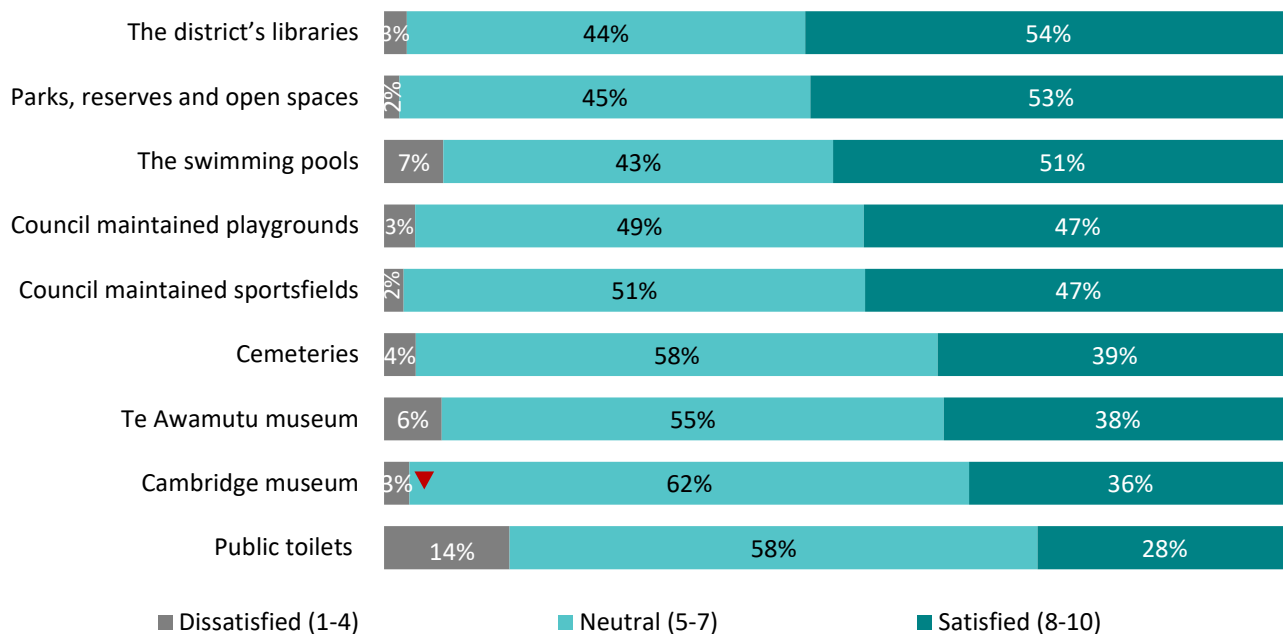
- Despite a slight decline of 2% points, *Parks, reserves and open spaces* remain the most used public facilities in the Waipā District over the past year, with an 81% visitation rate.
- Nearly six in ten residents (58%) have used a *Public toilet*, while 45% have used or visited a *Library* in the past year.
- *Parks, reserves, and open spaces* have also seen the most visits in the last two months, with 44% of residents using them at least 1-5 times.

NOTES:

1. CF1. Which of the following facilities have you visited or used in the last year? n=485
2. CF8. And how frequently have you used each of these facilities in the last TWO MONTHS? n=485
3. Excludes don't know responses.

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

Satisfaction with the Elective Facilities and Services (Overall)



%8-10	2024	2023	2022	2021	2020
The district's libraries	54%	51%	57% ▼	70%	75%
Parks, reserves and open spaces	53%	51% ▼	61% ▼	71%	71%
The swimming pools	51%	48%	54% ▲	47%	41%
Council maintained playgrounds	47%	48%	53% ▼	67%	70%
Council maintained sportsfields	47%	41%	47% ▼	67%	68%
Cemeteries	39%	37%	44% ▼	67%	-
Te Awamutu museum	38% ▲	24% ▼	44% ▼	60%	48%
Cambridge museum	36%	31%	33%	48%	37%
Public toilets	28%	24% ▼	34% ▼	48%	52%

- *The district libraries* received the highest satisfaction rating at 54%, closely followed by *Parks, reserves, and open spaces* at 53%, and *The swimming pools* at 51%.
- Satisfaction with the *District museums* has increased, significantly with the *Te Awamutu museum*, rising from 24% in 2023 to 38% in 2024.
- Waipā District residents are the least satisfied with *Public toilets* at 28%.

NOTES:

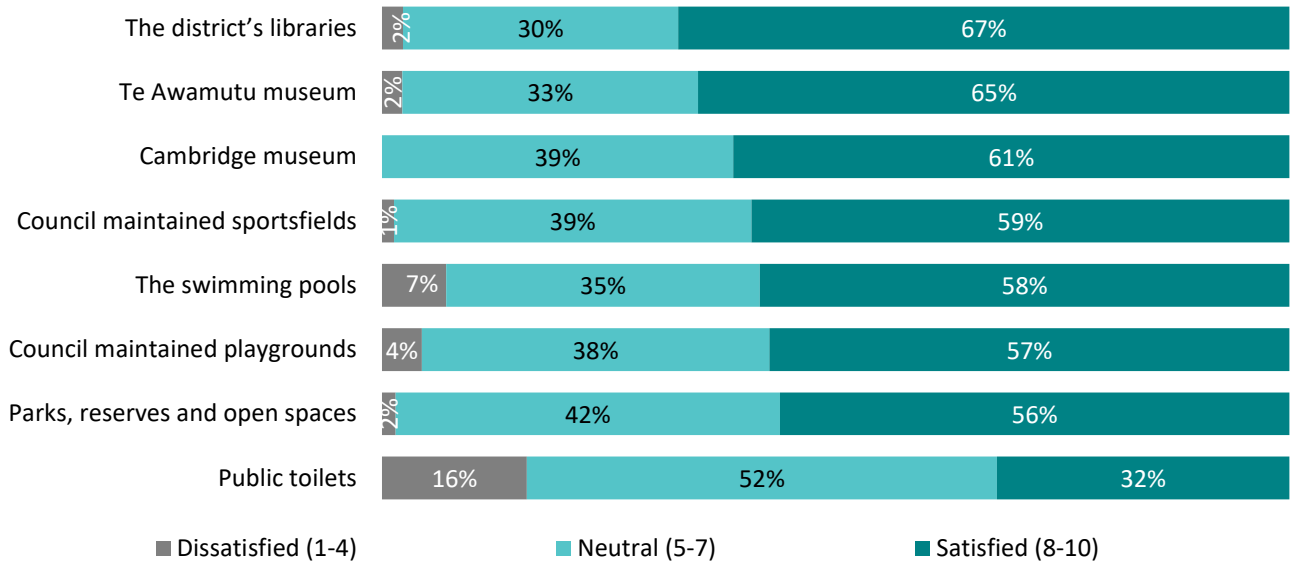
1. CF2. Based on your experience or impressions, how would you rate your overall satisfaction with each of the following facilities? n=458
2. Excludes don't know responses.

Year-on-year
▲ Significantly higher
▼ Significantly lower

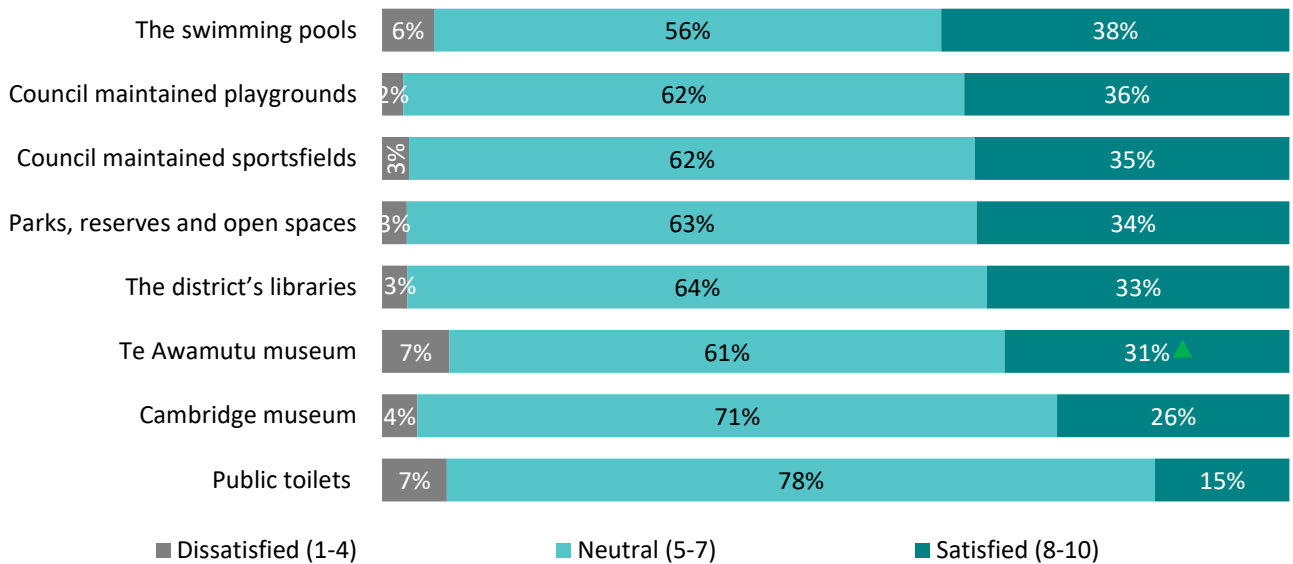
Between demographics
▲ Significantly higher
▼ Significantly lower

Satisfaction with the Elective Facilities and Services (Users vs. Non-users)

Users



Non-Users



- Satisfaction levels differ significantly between users and non-users of public facilities. For *public libraries*, 67% of users are satisfied with the facility, whereas only 33% of non-users are satisfied. Similarly, for the *Te Awamutu museum*, 65% of users are satisfied, compared to only 31% of non-users. This same trend is observed with other public facilities, indicating that non-users generally have roughly half the satisfaction level of users across various facilities.

NOTES:

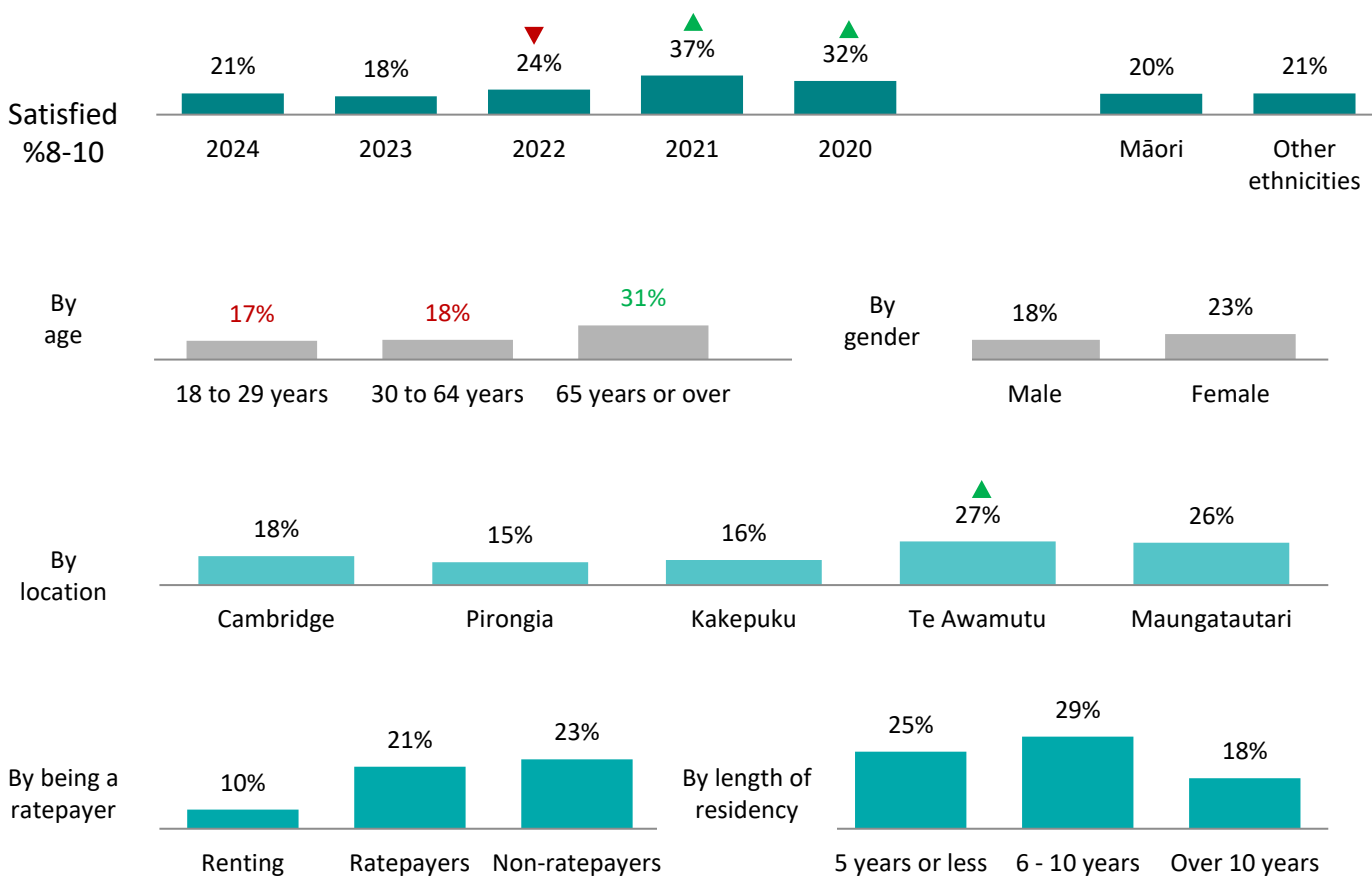
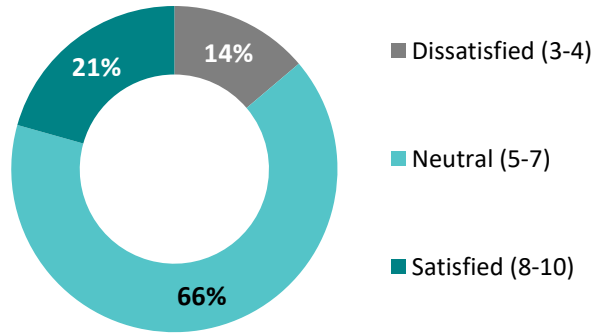
- CF2. Based on your experience or impressions, how would you rate your overall satisfaction with each of the following facilities? n=458
- Excludes don't know responses.

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



Regulatory services

Regulatory Services



- Satisfaction with Council's *Regulatory services* remained generally consistent year-on-year with a slight increase of 3% points, rising from 18% in 2023 to 21% in 2024.
- Just over one in ten residents (14%) rated being 'Dissatisfied' with *Regulatory services* (rated 1-4 out of 10).
- Satisfaction amongst Te Awamutu residents has significantly increased over the past year, rising from 14% to 27%.
- Residents who have lived in the district for 10 years or longer are less likely to express satisfaction with the Council's *Regulatory services* (18%).

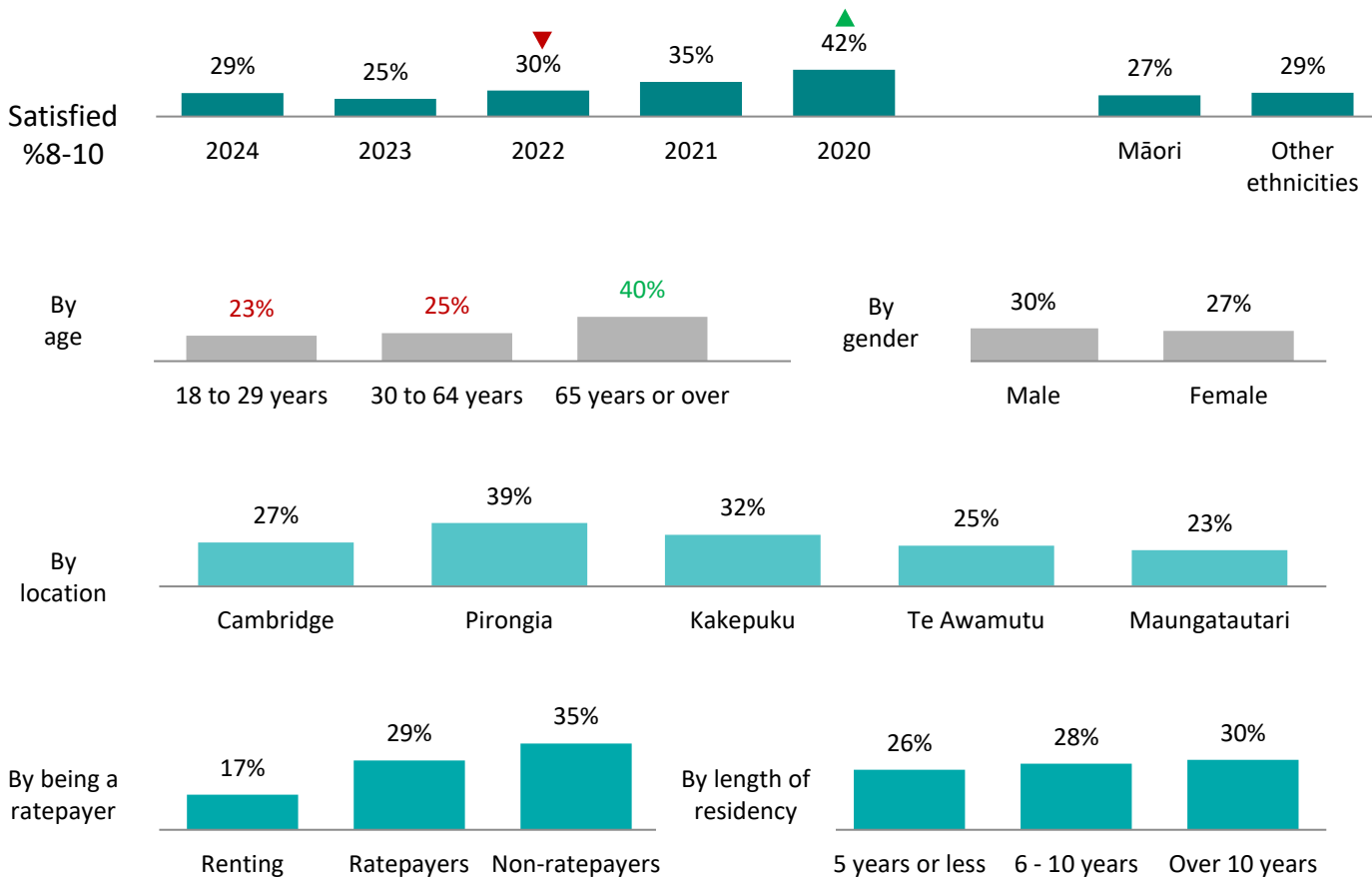
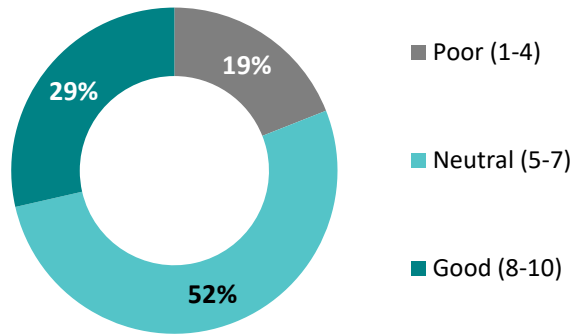
NOTES:

1. QL3. Council also provides a range of other services such as building and resource consents, licensing premises for food and alcohol sales, dog control and noise management. Taken together, how would you rate the Council for the quality of these other services that it provides? n=378
2. Excludes don't know responses.



Image and reputation

Overall Image and Reputation



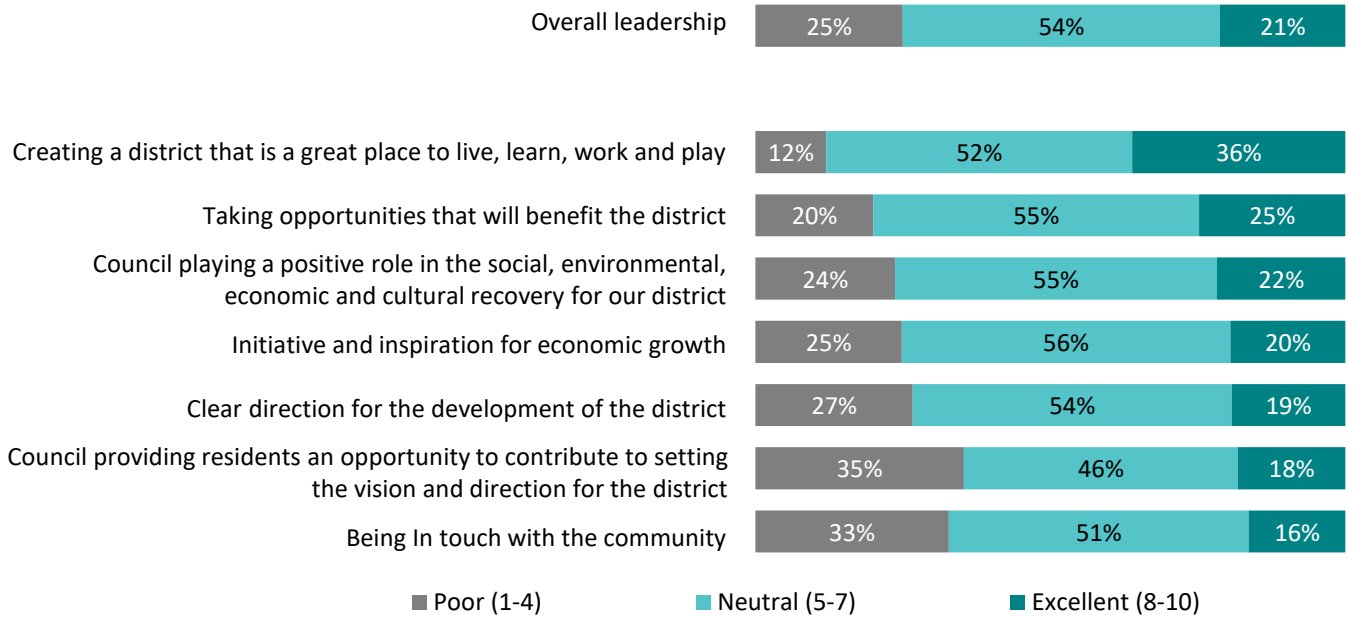
- A 4% point increase in satisfaction with the Council's *Overall image and reputation* has been observed over the past year.
- Older residents, those aged 65 or older, express the highest satisfaction with the Council's *Overall image and reputation*, at 40%.
- There has been an increase in satisfaction among Māori residents year-on-year (18% to 27%), with no significant differences observed across other ethnicities.

NOTES:

1. OVREP. And finally, thinking about the overall reputation of the Waipā District Council. Considering everything we have talked about; the quality of services and facilities the Council provides, its leadership, trust and financial management. How would you rate the Waipā District Council for its overall reputation? n=441
2. Excludes don't know responses.

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

Leadership



%8-10	2024	2023	2022	2021	2020
Overall leadership	21%	20%	23%	26%	40%
Creating a district that is a great place to live, learn, work and play	36%	32% ▼	41% ▼	48%	50%
Taking opportunities that will benefit the district	25%	27%	30%	35%	43%
Council playing a positive role in the social, environmental, economic and cultural recovery for our district	22%	21%	20%	25%	-
Initiative and inspiration for economic growth	20%	22%	25%	25%	40%
Clear direction for the development of the district	19%	18%	20%	24%	40%
Council providing residents an opportunity to contribute to setting the vision and direction for the district	18%	15%	18%	19%	39%
Being in touch with the community	16%	14%	15%	19%	31%

- With the exception of *Taking opportunities that will benefit the district* (25%) and *Initiative and inspiration for economic growth* (20%), all leadership-related attributes have seen an increase over the past year.
- Amongst all leadership-related aspects, *Creating a district that is a great place to live, learn, work and play* received the highest ratings of 36%. In contrast, *Being in touch with the community* received the lowest satisfaction rate of 16%.

NOTES:

1. Leadership section includes questions LS1 – LS8 from the questionnaire. As above the order is LS6, LS1, LS2, LS8, LS3, LS5, LS7, LS8, LS4 n=431
2. Excludes don't know responses.

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

Leadership

% 8-10	Māori	All others	18-29	30-64	65+
Overall leadership	23%	21%	19%	14%	40%
Creating a district that is a great place to live, learn, work and play	38%	36%	30%	32%	50%
Taking opportunities that will benefit the district	26%	25%	21%	20%	40%
Council playing a positive role in the social, environmental, economic and cultural recovery for our district	23%	22%	20%	18%	34%
Initiative and inspiration for economic growth	26%	19%	11%	17%	34%
Clear direction for the development of the district	20%	19%	20%	15%	30%
Council providing residents an opportunity to contribute to setting the vision and direction for the district	19%	18%	15%	16%	27%
Being in touch with the community	19%	16%	14%	13%	26%

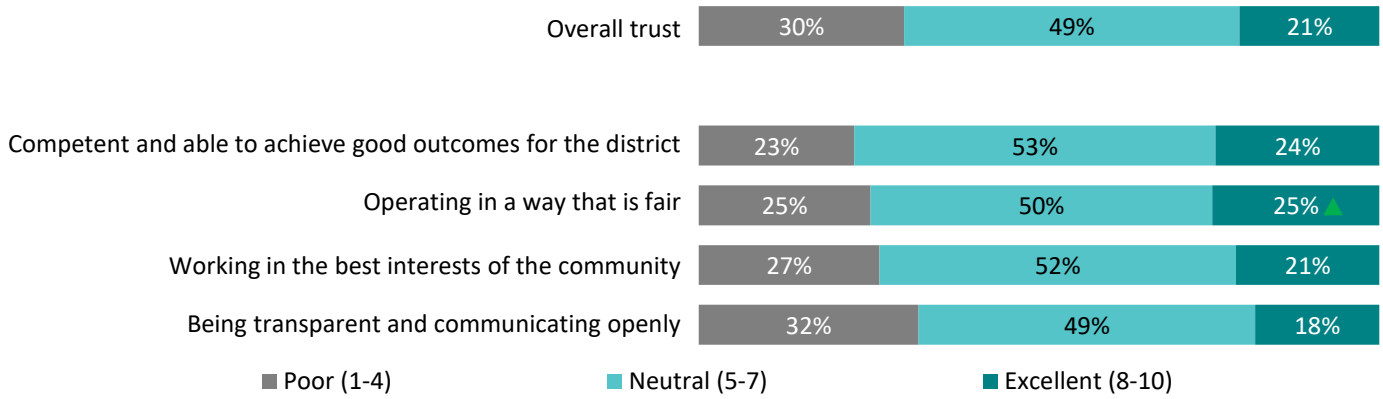
% 8-10	Cambridge	Pirongia	Kakepuku	Te Awamutu	Maungatautari
Overall leadership	22%	24%	17%	18%	28%
Creating a district that is a great place to live, learn, work and play	43%	32%	32%	32%	32%
Taking opportunities that will benefit the district	27%	25%	23%	21%	27%
Council playing a positive role in the social, environmental, economic and cultural recovery for our district	22%	25%	23%	19%	23%
Initiative and inspiration for economic growth	19%	24%	22%	16%	24%
Clear direction for the development of the district	19%	22%	27%	17%	14%
Council providing residents an opportunity to contribute to setting the vision and direction for the district	18%	23%	19%	18%	10%
Being in touch with the community	15%	23%	15%	15%	15%

- Older residents aged 65 years and above consistently rate *Overall leadership* and its related attributes significantly higher than younger residents.
- Residents in Maungatautari rated *Overall leadership* (28%) the highest amongst all wards, while they rated *Council providing residents an opportunity to contribute to setting the vision and direction for the district* the least, with only a 10% satisfaction score.

NOTES:

1. Leadership section includes questions LS1 – LS8 from the questionnaire. As above the order is LS6, LS1, LS2, LS8, LS3, LS5, LS7, LS8, LS4 n=431
2. Excludes don't know responses.

Trust and Emotional Appeal



	2024	2023	2022	2021	2020
%8-10					
Overall trust	21%	19%	24%	26%	35%
Competent and able to achieve good outcomes for the district	24%	22%	21%▼	28%	43%
Operating in a way that is fair	25%▲	18%▼	25%	27%	41%
Working in the best interests of the community	21%	19%	22%	25%	39%
Being transparent and communicating openly	18%	17%	21%	21%	27%

	Māori	All others	18-29	30-64	65+
% 8-10					
Overall trust	22%	20%	17%	16%	35%
Competent and able to achieve good outcomes for the district	31%	23%	26%	18%	39%
Operating in a way that is fair	25%	24%▲	26%	19%	38%
Working in the best interests of the community	18%	21%	14%	17%	35%
Being transparent and communicating openly	24%	17%	14%	16%	27%

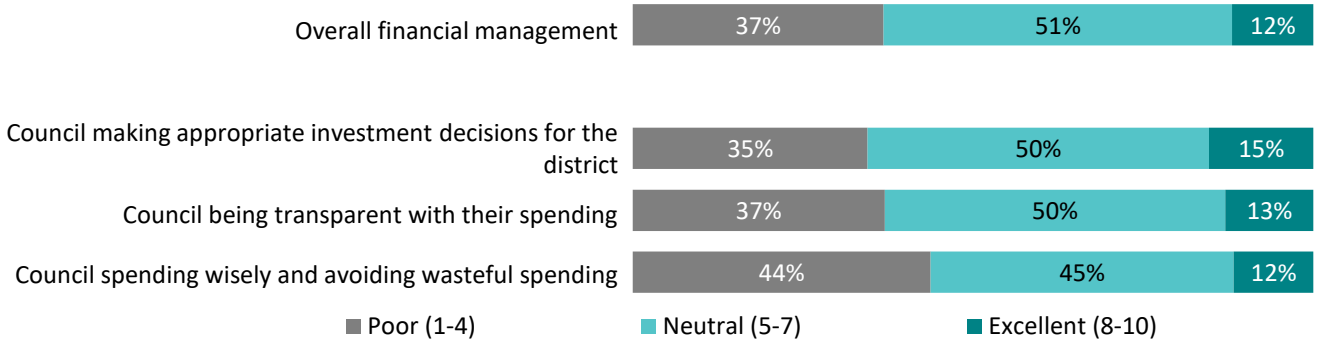
	Cambridge	Pirongia	Kakepuku	Te Awamutu	Maungatautari
% 8-10					
Overall trust	19%	22%	18%	23%	20%
Competent and able to achieve good outcomes for the district	27%	21%	26%	22%	23%
Operating in a way that is fair	25%	24%	27%	25%▲	20%
Working in the best interests of the community	24%	20%	23%	18%	20%
Being transparent and communicating openly	17%	22%	16%	17%	22%

- Satisfaction with *Overall trust* with the Council has slightly increased, rising from 19% in 2023 to 21% in 2024.
- *Operating in a way that is fair* exhibits a significant increase year on year (25% in 2024 compared to 18% in 2023).

NOTES:

1. Trust and emotional appeal includes questions TS6, TS4, TS2, TS3, TS5, n=431
2. Excludes don't know responses.

Financial Management



%8-10	2024	2023	2022	2021	2020
Overall financial management	12%	12%	13%	18%	25%
Council making appropriate investment decisions for the district	15%	14%	19%	19%	26%
Council being transparent with their spending	13%	11%▼	14%	17%	23%
Council spending wisely and avoiding wasteful spending	12%	10%	17%	19%	30%

% 8-10	Māori	All others	18-29	30-64	65+
Overall financial management	12%	12%	5%	8%	28%
Council making appropriate investment decisions for the district	10%	16%	7%	14%	28%
Council being transparent with their spending	10%	13%	9%	9%	25%
Council spending wisely and avoiding wasteful spending	13%	12%	4%	8%	29%

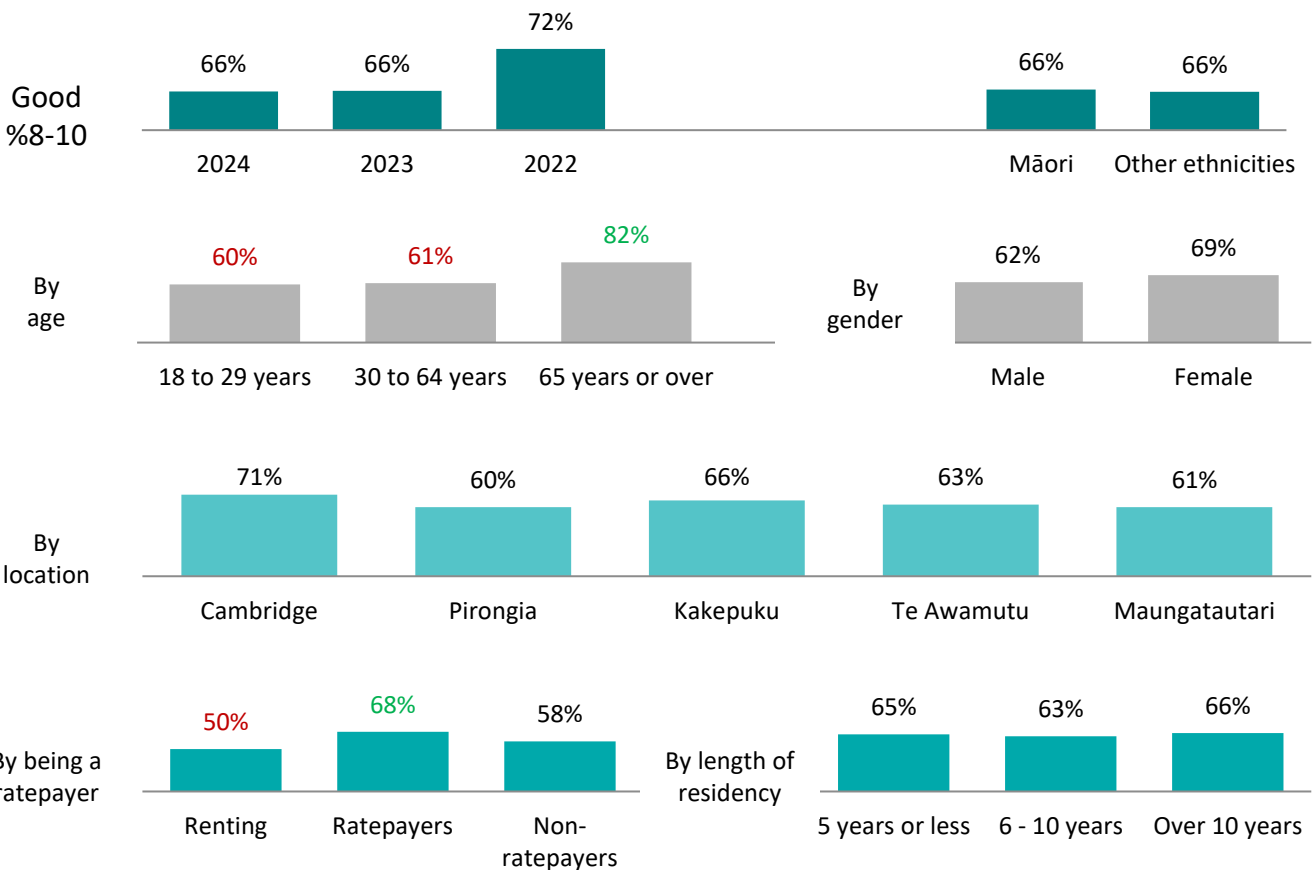
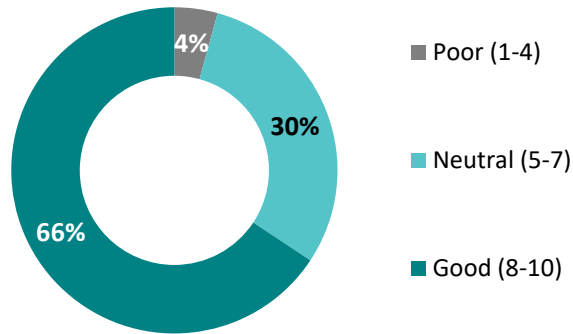
% 8-10	Cambridge	Pirongia	Kakepuku	Te Awamutu	Maungatautari
Overall financial management	9%	17%	19%	10%	11%
Council making appropriate investment decisions for the district	17%	17%	27%▲	7%	16%
Council being transparent with their spending	12%	23%	16%	8%	11%
Council spending wisely and avoiding wasteful spending	11%	16%	16%	9%	13%

- Only 12% of residents rated Council's *Overall financial management* as satisfactory.
- This area has consistently been identified as needing improvement in past years.

NOTES:

1. Financial management includes questions FM5, FM1, FM2, FM3 n=357
2. Excludes don't know responses.

Quality of Life



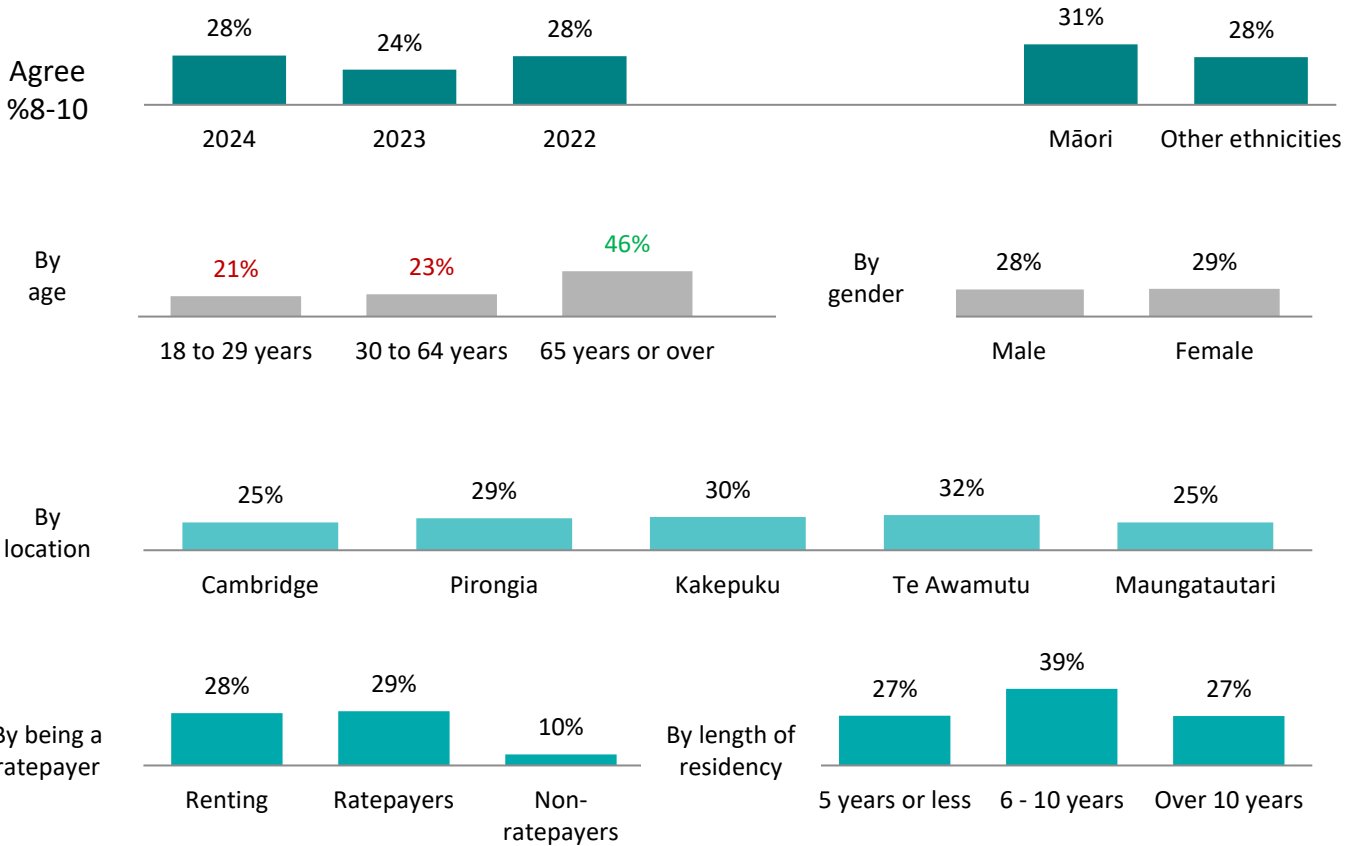
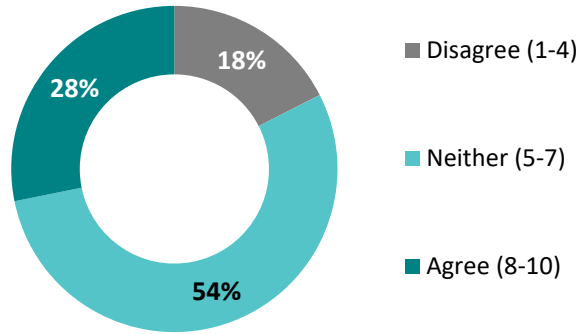
- Consistent with 2023, 66% of residents rated their *Quality of life* as 'Good' to 'Excellent' (scoring 8-10 out of 10).
- Older residents, those aged 65 and above (82%), are more likely to rate their *Quality of life* 'Good' to 'Excellent' than younger residents.
- Renters (50%) are less likely to rate their quality of life highly compared to other residents.

NOTES:

1. SEN1. On a scale of 1 to 10 where 1 is 'extremely poor' and 10 is 'excellent', how would you rate the overall quality of your life? n=463
2. Excludes don't know responses.

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

District Going in the Right Direction



- Nearly three in ten residents (28%) believe that the *District is heading in the right direction*.
- This belief is significantly higher amongst older residents who are aged 65 and above (46%) compared to younger residents.
- Furthermore, non-ratepayers (10%) have shown a lower level of agreement compared to their counterparts.

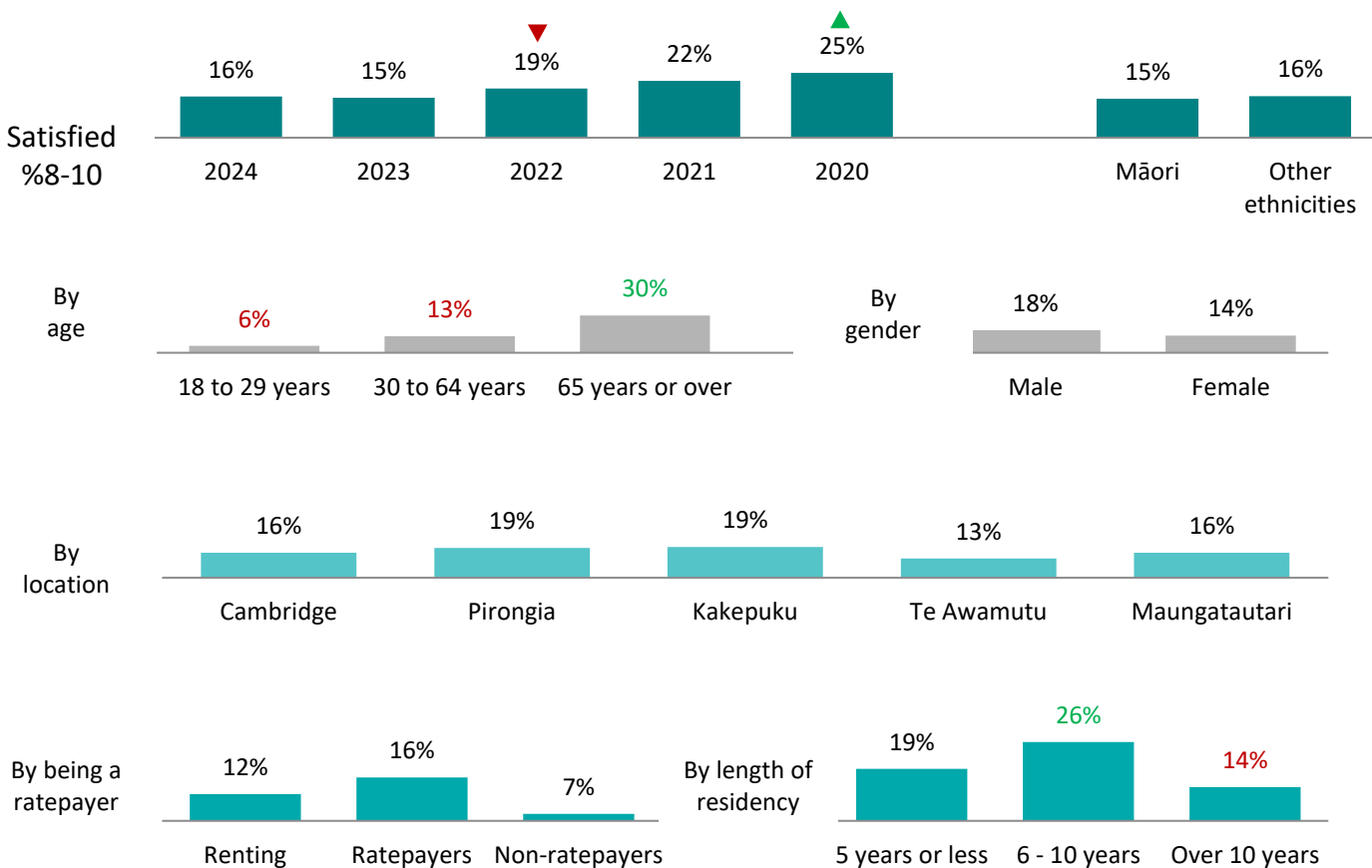
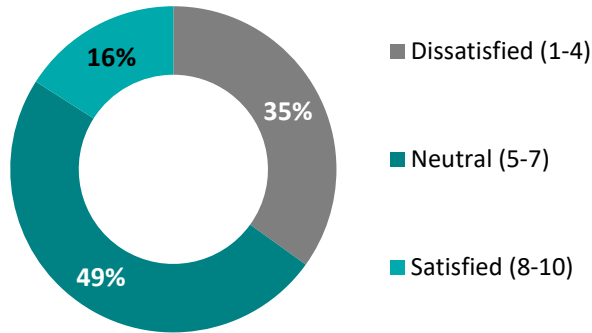
NOTES:

1. SEN2.. On a scale of 1 to 10 where 1 is 'strongly disagree' and 10 is 'strongly agree', how strongly do you agree or disagree with the following statement about the District? - You're confident that the district is going in the right direction n=426
2. Excludes don't know responses.



Value for money

Value for Money



- Despite the slight increase of 1% point, *Overall value for money* is the least rated attribute amongst all main measures of the Council at 16%.
- Younger residents, especially those aged 18 to 29 years, rated the *Value for money they receive from rates and other fees* the least, at 9%.
- Residents who have lived in the district for 10 years or longer are significantly less likely to express satisfaction with *Value for money* (14%) than residents who have lived in the district for a shorter period of time.

NOTES:

1. VM1. Considering everything that the Council provides. Overall, how satisfied are you that you receive good value for the money you spend in rates and other fees? n=449
2. Excludes don't know responses.

Comments About Value for Money



- Rates seem to be on the high side for a medium sized town.
- They waste money like all public bodies. They want to control the narrative instead of managing the narrative.
- RVs are unreasonably high due to the property price bubble, therefore rates need to come down.
- Generally on par for New Zealand councils. Rates are rising but recycling services and some roads are worse than they were a couple of years ago.
- It feels very uncertain. I understand it takes money to carry on day to day. Makes me question the efficacy of some information. Some questionable decisions regarding development in town, bridges.
- Too much spent on nice to have such as bicycle paths and walking areas. Too much on PC consulting. Needs to concentrate on essentials such as roads and services.
- Getting a proper rubbish transfer station that opens on a Sunday and Saturday with a reasonable cost for ratepayers.



- Most services are provided well, we love the parks, libraries and pools.
- I trust that the council carefully consider what is appropriate for most of the people, however I am not someone who investigates if this is being done.
- The council does a good job with a good standard of social services. Unfortunately, like so much of the country, it is fixated on overkilling the safety of the roads to the point of creating unnecessary congestion to the detriment of maintaining roads, which is becoming much more of a safety concern.
- It's good to have recycle collection rurally where we live, but I would like to see litter collection go where the recycle truck goes as well.
- I am really satisfied with the bike lanes, but I wish that the council wasted less money changing the flowers every second week in Cambridge.

NOTES:

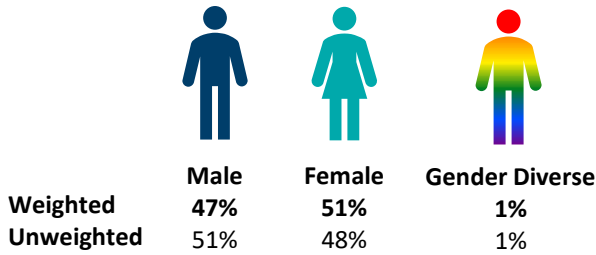
1. VM2. Do you have any comments regarding value for money? n=137



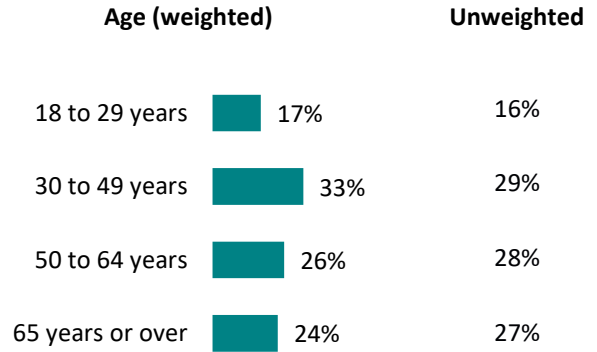
Sample profile

Demographics

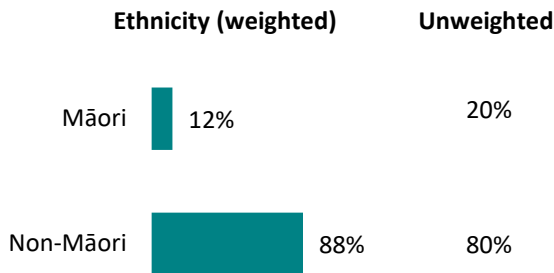
Gender



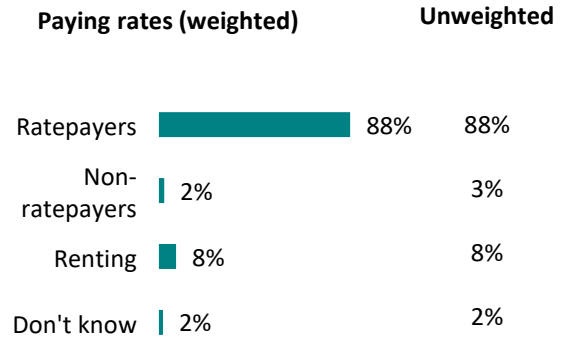
Age (weighted)



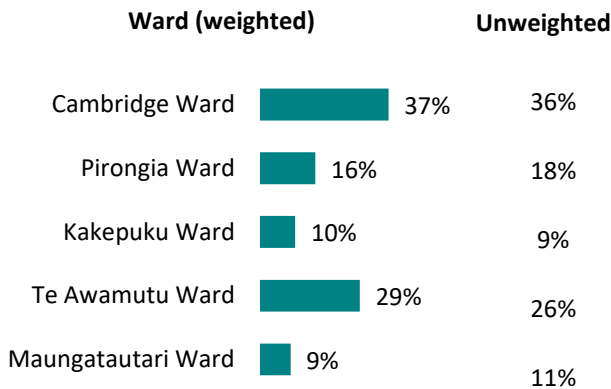
Ethnicity (weighted)



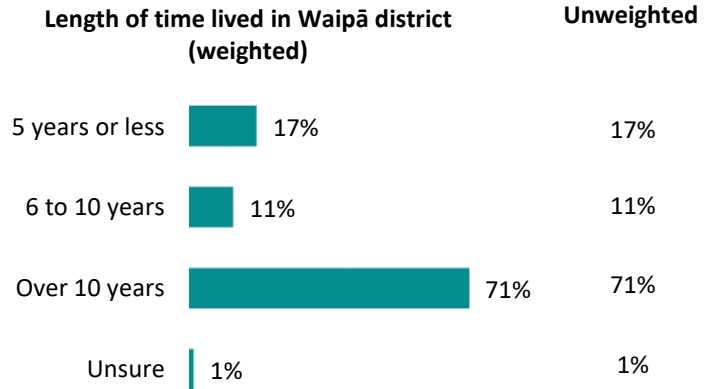
Paying rates (weighted)



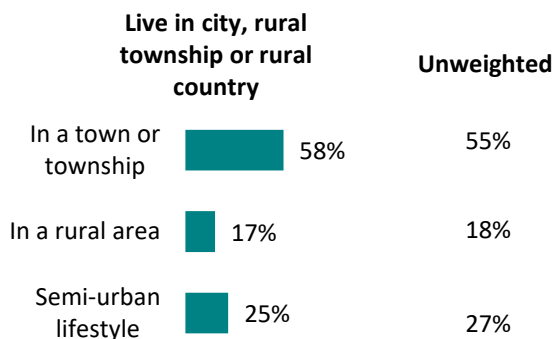
Ward (weighted)



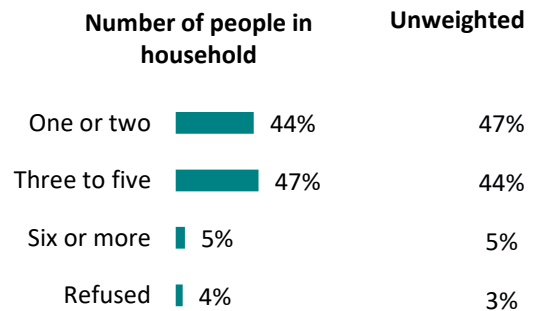
Length of time lived in Waipā district (weighted)



Live in city, rural township or rural country



Number of people in household



Demographics (counts)

Male	241
Female	229
Gender Diverse	6
Total	476

Māori	95
Other Ethnicities	390
Total	485

Cambridge Ward	174
Pirongia Ward	86
Kakepuku Ward	45
Te Awamutu Ward	127
Maungatautari Ward	53
Total	485

In a city, town or township, for example an urban area	262
On the outskirts of town such as a semi urban area including lifestyle properties	85
In an area of predominantly land blocks or farms, for example, a rural area	129
Total	476

18 to 29 years	78
30 to 49 years	139
50 to 64 years	135
65 years or over	133
Total	485

Ratepayers	417
Non-payers	14
Renting	37
Don't know	8
Total	476

5 years or less	79
6 years to 10 years	53
Over 10 years	339
Unsure	5
Total	476

One or two	225
Three to five	210
Six or more	25
Refused	16
Total	476



Appendices

Trends over time for all questions, based on the questionnaire order, including % of 'Don't know' responses

		% point increase / decrease (2024-2023)	Percentage of respondents %8-10							
			2024	2024 (DK)	2023	2022	2021	2020	2019	2018
LE2	Pride in the district	-1%	52%	2%	53%	58%	64%	70%	75%	76%
LE3	The way your town is developing in terms of look and feel	2%	25%	1%	23%	29%	37%	50%	48%	52%
LE4	Culture and heritage are promoted in Waipā District	1%	33%	8%	32%	37%	43%	-	-	-
LE5	The District is accepting and welcoming to newcomers, and respectful towards culture diversity	4%	35%	28%	31%	36%	39%	-	-	-
LE6	The level of inclusivity within the district in terms of respecting and embracing cultural diversity	-	31%	17%	-	-	-	-	-	-
LE1	Waipā District has a great sense of community spirit	4%	30%	9%	26%	34%	40%	-	-	-
AD5	Performance of your Local Community Board and its members?	-	19%	35%	19%	23%	28%	41%	35%	37%
AD6	How much do you know about the Council and what it does	2%	19%	2%	17%	16%	16%	21%	26%	25%
AD7	Opportunities provided to participate in Council decision making processes	1%	14%	14%	13%	13%	13%	-	-	-
INT3	Convenience of making an enquiry	10%	71%	-	61%	64%	79%	72%	78%	78%
INT4	Satisfaction with how query was handled	5%	41%	-	36%	45%	54%	62%	50%	45%
COM4	Information provided by the Council is clear and easy to understand	-	30%	8%	-	-	-	-	-	-
TW2_1	The reliability of the water supply	2%	68%	1%	66%	66%	74%	78%	81%	77%
TW2_2	Quality of the water	0%	49%	-	49%	52%	58%	61%	67%	63%
TW2_3	Overall District's water supply	0%	52%	2%	52%	56%	56%	61%	67%	62%
TW3_1_1	The reliability of the sewerage system	2%	66%	3%	64%	74%	80%	84%	85%	86%
TW3_2_1	Overall sewerage system	-13%	50%	25%	63%	72%	83%	81%	77%	74%
TW4_1	Keeping roads and pavements free from flooding	-2%	28%	3%	30%	36%	42%	46%	57%	48%
TW4_2	Overall stormwater systems in the District	-2%	28%	7%	30%	37%	43%	47%	57%	47%
TW5	Overall water management in the District	-1%	37%	10%	38%	47%	40%	44%	51%	46%
WM1_1	Kerbside recycling collection	14%	49%	0%	35%	60%	69%	-	-	-
WM1_2	Litter control	6%	32%	2%	26%	39%	48%	-	-	-
WM1_3	Cleanliness of the streets in general	4%	41%	1%	37%	50%	62%	-	-	-

NOTES:

1. Sample: 2018 n=409; 2019 n=402; 2020 n=516; 2021 n= 432; 2022 n=458; 2023 n=422; 2024 n=485.

Trends over time for all questions, based on the questionnaire order, including % of 'Don't know' responses

		% point increase / decrease (2024-2023)	Percentage of respondents %8-10							
			2024	2024 (DK)	2023	2022	2021	2020	2019	2018
WM2	Overall waste minimisation within Waipā District	6%	33%	9%	27%	41%	49%	-	-	-
RF1_1	How well the roads are maintained	-	14%	-	14%	25%	30%	35%	43%	42%
RF1_2	The safety of the roads	6%	22%	-	16%	28%	34%	49%	44%	49%
RF1_3	The availability of footpaths	4%	27%	1%	23%	35%	42%	45%	60%	56%
RF1_4	How well footpaths are maintained	4%	24%	3%	20%	32%	36%	45%	50%	49%
RF1_5	The availability of cycle ways	1%	34%	12%	33%	39%	45%	43%	51%	53%
RF1_6	The safety of footpaths	1%	26%	3%	25%	34%	42%	-	-	-
RF1_7	The safety of cycleways	3%	33%	18%	30%	36%	48%	-	-	-
RF1_8	The availability of public parking in Te Awamutu and Cambridge town centres	4%	23%	-	19%	25%	21%	-	-	-
RF2_1	Overall roads and footpaths	5%	19%	-	14%	26%	36%	38%	45%	48%
CF2_1	The District's libraries	3%	54%	25%	51%	57%	70%	75%	86%	86%
CF2_2	The swimming pools	3%	51%	29%	48%	54%	47%	41%	73%	57%
CF2_3	Parks, reserves and open spaces	2%	53%	5%	51%	61%	71%	71%	78%	77%
CF2_4	Council maintained playgrounds	-1%	47%	25%	48%	53%	67%	70%	80%	74%
CF2_5	Council maintained sportsfields	6%	47%	32%	41%	47%	67%	68%	73%	80%
CF2_6	The Te Awamutu museum	14%	38%	71%	24%	44%	60%	48%	70%	73%
CF2_7	Public toilets	4%	28%	25%	24%	34%	48%	52%	54%	56%
CF2_8	The Cambridge museum	5%	36%	77%	31%	33%	48%	37%	70%	74%
CF2_9	Cemeteries	2%	39%	58%	37%	44%	67%	-	-	-
CF3_1	Overall public facilities and services they provide	3%	35%	5%	32%	44%	53%	56%	68%	69%
QL3_1	Overall regulatory services	3%	21%	22%	18%	24%	37%	32%	46%	49%
QL4_1	Overall Council provided services, facilities and infrastructure	4%	23%	5%	19%	29%	35%	38%	43%	46%
LS1	Council being committed to creating a district that is a great place to live, learn, work and play	4%	36%	11%	32%	41%	48%	50%	54%	62%

NOTES:

1. Sample: 2018 n=409; 2019 n=402; 2020 n=516; 2021 n= 432; 2022 n=458; 2023 n=422; 2024 n=485.

Trends over time for all questions, based on the questionnaire order, including % of 'Don't know' responses

		% point increase / decrease (2024-2023)	Percentage of respondents %8-10							
			2024	2024 (DK)	2023	2022	2021	2020	2019	2018
LS2	Council recognising and taking advantage of opportunities that will benefit the district	-2%	25%	18%	27%	30%	35%	43%	44%	51%
LS3	Council demonstrating initiative and providing inspiration for economic growth	-2%	20%	21%	22%	25%	25%	40%	37%	40%
LS4	How well the Council is in touch with the community and understands the issues facing residents	2%	16%	13%	14%	15%	19%	31%	35%	30%
LS5	Council having vision and providing clear direction for the development of the district	1%	19%	17%	18%	20%	24%	40%	39%	36%
LS6	Overall leadership	1%	21%	15%	20%	23%	26%	40%	39%	42%
LS7	Council providing an opportunity to contribute to setting the vision and direction for the district	3%	18%	19%	15%	18%	19%	39%	-	-
LS8	Council playing a positive role in the social, environmental, economic and cultural recovery for our district	1%	22%	20%	21%	20%	25%	-	-	-
TS2	Council is operating in a way that is fair	7%	25%	21%	18%	25%	27%	41%	41%	38%
TS3	Council demonstrates that it can be relied upon to work in the best interests of the community	2%	21%	13%	19%	22%	25%	39%	31%	34%
TS4	Council's competency and ability to achieve good outcomes for the district	2%	24%	13%	22%	21%	28%	43%	33%	39%
TS5	Council being transparent and communicating openly	1%	18%	14%	17%	21%	21%	27%	30%	30%
TS6	Overall trust	2%	21%	11%	19%	24%	26%	35%	35%	35%
FM1	Council making appropriate investment decisions for the district	1%	15%	31%	14%	19%	19%	26%	27%	34%
FM2	Spending wisely and avoiding wasteful spending	2%	12%	27%	10%	14%	17%	23%	20%	21%
FM3	Being transparent with the spending	2%	13%	30%	11%	17%	19%	30%	26%	26%
FM5	Overall financial management	0%	12%	28%	12%	13%	18%	25%	25%	28%
OVREP	Overall reputation	4%	29%	9%	25%	30%	35%	42%	40%	43%
VM1	Overall value for the money in rates and other fees	1%	16%	6%	15%	19%	22%	25%	22%	31%
OVERP	Overall Council's Performance	3%	22%	5%	19%	25%	27%	40%	35%	36%
SEN1	Overall quality of your life	-	66%	3%	66%	72%	-	-	-	-
SEN2_1	You're confident that the District is going in the right direction	4%	28%	11%	24%	28%	-	-	-	-

NOTES:

1. Sample: 2018 n=409; 2019 n=402; 2020 n=516; 2021 n= 432; 2022 n=458; 2023 n=422; 2024 n=485.

Head Office

Telephone: + 64 7 575 6900

Address: Level 1, 247 Cameron Road
PO Box 13297
Tauranga 3141

Website: www.keyresearch.co.nz

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