Waipa District Council

Annual Residents Survey

Report | June 2016

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Introduction, Objectives and Methodology

Introduction

- The Waipa 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 Council 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 measure progress against the Long Term Plan

Methodology

- The methodology involves a quarterly telephone survey measuring the performance of the Waipa District Council, together with quarterly reporting of progress. For this initial survey the full annual quota of 400 interviews has been completed as a single wave to meet annual reporting requirements
- The questionnaire was designed in consultation with staff of the Waipa 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, the willingness of residents to become involved with Council's decision making and to measure satisfaction across a range of lifestyle related measures
- The questionnaire was subjected to an initial pilot phase involving 23 interviews. The data from this phase was downloaded and carefully checked to ensure that the questionnaire was working as designed. Interviewers also confirmed that the questionnaire was flowing well and that there were no obvious issues with ambiguity
- Data collection continued over the period 4th May to 4th June with a total of 414 responses. Data collection was managed to achieve defined quota targets based on age, gender, ward and ethnicity. Post data collection the sample has been weighted so it is exactly representative of key population demographics based on the 2013 Census
- At an aggregate level the survey has an expected 95% confidence interval (margin of error) of +/-4.8%

Benefits and rationale for moving to a ten-point scale

Background

- Historically the measurement of residents' satisfaction with the Waipa District Council has used a three point scale; '*Not satisfied*', '*Satisfied*' and '*Very satisfied*'. Reporting has combined the total of the top two boxes; '*Satisfied*' and '*Very satisfied*'

- In order to make the research more actionable and sensitive to changes, we needed to undertake a greater level of analysis and this has necessitated moving to a broader scale

The ten-point scale

Poor (% 1-4)   Indifferent (% 5-7)   Satisfied (% 8-10)
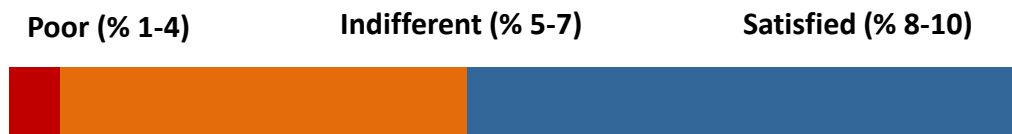
Results have been summarised as illustrated. Bars with a higher proportion of blue (%8-10) means more residents are satisfied

Benefits

| 1 | Improved precision since residents can provide greater granularity with their responses |

| 2 | Greater sensitivity to changes in satisfaction over time because there is wider scope for different responses |

| 3 | The wider range of responses means we can apply more advanced statistical procedures to understand drivers of satisfaction |

| 4 | Results on a ten-point scale can be directly used to assess probabilities, where conversion from other scales is less accurate |

Key Findings

1 Residents have a great deal of pride in their district and are mostly satisfied with the performance of the Waipa District Council. Satisfaction is highest in relation to public facilities, water supply and waste water systems. Residents are less satisfied with stormwater systems and aspects of roading infrastructure

2 The most significant opportunity relates to improving value for money perceptions in relation to rates and other fees. Value perceptions have a high impact on the overall satisfaction measure (41%) but performance is rated poorly and consequently, the low score is negatively impacting the overall satisfaction measure

3 The Waipa District Council has a strong reputation with the majority of residents classified as '*Champions*', having positive perceptions of the work that Council delivers to the community and having an emotional connection; they demonstrate trust and believe in Council's vision and leadership

4 There is potential to further improve reputation by demonstrating greater transparency with spending and communications, and by demonstrating wise spending and investment decisions, and greater competency to achieve good outcomes for the district

5 Residents generally have little knowledge of the Council and its various activities with only 16% stating that they have reasonably good knowledge. There is also poor recognition of Community Boards with only half (54%) correctly recognising that they act as an advocate for the community

6 There is also a low willingness to be involved in Council's decision making processes. Overall, 73% state that they have had no recent involvement and among these, about a third would only become involved if Council was planning something they disagreed with, or was something that would negatively impact them personally

Summary of Key Performance Indicators

Waipa DISTRICT COUNCIL

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Overall about a third (35%) of residents in the district are very satisfied with the performance of the Waipa District Council and relatively few (10%) are dissatisfied

Overall performance
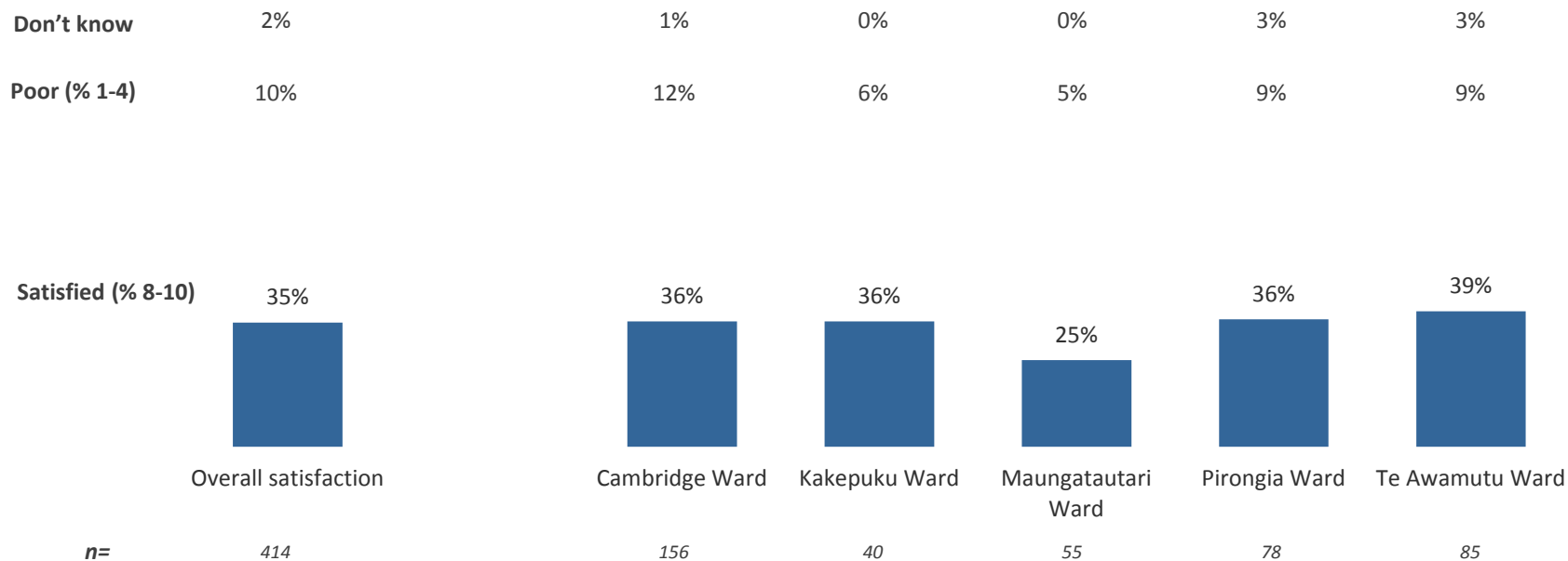
	Overall satisfaction		Cambridge Ward	Kakepuku Ward	Maungatautari Ward	Pirongia Ward	Te Awamutu Ward
Don't know	2%		1%	0%	0%	3%	3%
Poor (% 1-4)	10%		12%	6%	5%	9%	9%
Satisfied (% 8-10)	35%		36%	36%	25%	36%	39%
n=	414		156	40	55	78	85

NOTES:
1. Sample: n=414; Cambridge n=156; Kakepuku n=40; Maungatautari n=55; Pirongia n=78; Te Awamutu n=85
2. 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?

Residents express a high level of pride in the district and in relation to the various services provided by the Council, and are most satisfied with the various public facilities in the district

Overall performance summary

Satisfaction by ward (% 8-10)

	Poor (% 1-4)	Indifferent (% 5-7)	Satisfied (% 8-10)	Don't know	Cambridge	Te Awamutu
Pride in the Waipa district		25%	71%	1%	74%	69%
Satisfaction with community boards	12%	59%	29%	27%	28%	30%
Overall reputation	7%	50%	44%	3%	42%	45%
- Leadership	7%	54%	39%	6%	40%	39%
- Trust	11%	57%	32%	4%	33%	31%
- Financial performance	14%	62%	25%	18%	27%	23%
- Service quality		51%	45%	1%	49%	42%
Overall value for money	15%	56%	29%	7%	31%	28%
Service, infrastructure and public facilities		51%	45%	1%	49%	42%
- Overall water management	8%	50%	43%	13%	44%	41%
- Overall roads and footpaths	7%	53%	41%	1%	45%	36%
- Overall public facilities		40%	59%	6%	58%	59%
- Regulatory services	5%	52%	43%	18%	41%	44%

NOTES:
1. Sample: n=414
2. Excludes 'Don't know' responses

Waipa
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Satisfaction is high for the water supply, the sewerage system, the libraries, and parks and reserves, while residents are less satisfied with stormwater and roading related infrastructure

Performance summary: Services, infrastructure and facilities

Satisfaction by ward (% 8-10)

	Poor (% 1-4)	Indifferent (% 5-7)	Satisfied (% 8-10)	Don't know	Cambridge	Te Awamutu
Overall water management	8%	50%	43%	13%	44%	41%
- Water supply	11%	29%	61%	3%	64%	56%
- Sewerage system		28%	68%	38%	69%	68%
- Stormwater system	11%	45%	44%	10%	41%	47%
Overall Roads	7%	53%	41%	1%	45%	36%
- Maintenance of roads	9%	50%	41%	1%	47%	35%
- Safety	10%	50%	41%	1%	45%	36%
- Availability of footpaths	12%	41%	48%	4%	50%	45%
- Maintenance of footpaths	12%	47%	41%	5%	40%	42%
- Availability of cycleways	19%	38%	43%	13%	58%	25%
Overall facilities		40%	59%	6%	58%	59%
- Libraries		24%	72%	27%	81%	61%
- Swimming pools	8%	42%	50%	38%	44%	56%
- Parks and reserves		24%	74%	6%	78%	71%
- Te Awamutu Museum	10%	37%	54%	69%	41%	59%
- Public toilets	6%	45%	49%	23%	51%	48%
Overall regulatory services	5%	52%	43%	18%	41%	44%

NOTES:
1. Sample: n=414
2. Excludes 'Don't know' responses

Unprompted, Roading is the most frequently cited area that residents believe needs addressing, however about half either had no comment or thought Council is doing a good job

General comments

Category	Percentage
Issues with roading / footpaths / cycleways	10%
Council is doing a good job	7%
No comment / do not know / not applicable	6%
Water supply / quality issues	5%
Concern about rates	4%
Issues with public facilities	3%
Listen to the public more	3%
Council need to be more transparent / more information provided	3%
Some districts looked after better than others	2%
Rubbish collection / disposal / recycling	2%
Building / resource consent process needs looking at / less red tape	2%
Other	10%
No issues / none	48%

NOTES:
1. Sample: n=414
2. GEN. Are there any other comments that you would like to make about the Waipa District Council?

Understanding reputation

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The Waipa District Council has a particularly strong reputation with an overall benchmark score of 85 where results above 80 are considered to be *'excellent'*

Reputation benchmarks

Key:

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

	Total	Cambridge Ward	Kakepuku Ward	Maungatautari Ward	Pirongia Ward	Te Awamutu Ward
Score	85	86	86	86	86	82
n=	414	156	40	55	78	85
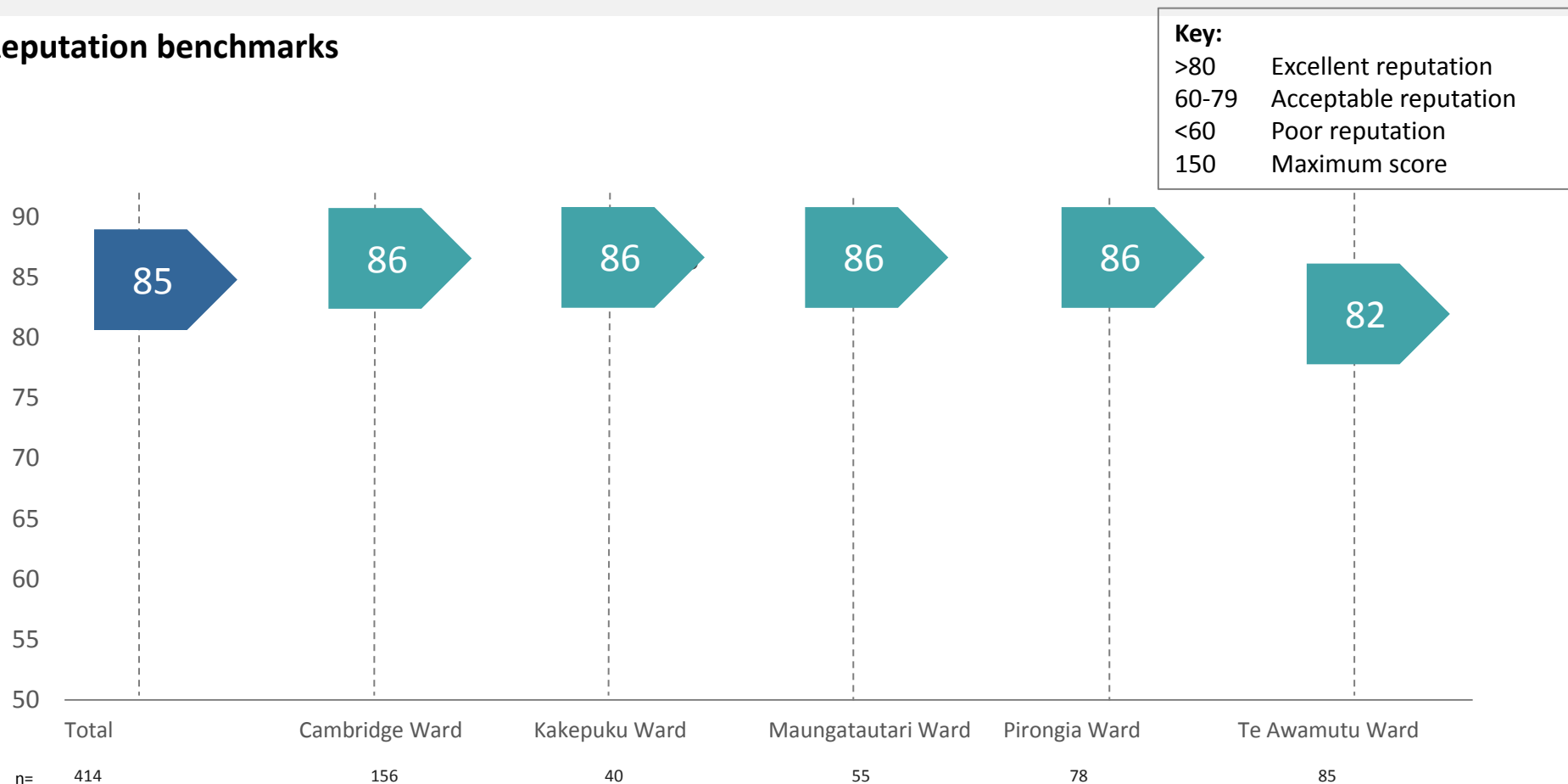
NOTES:
1. Sample n=414; don't know n=12
2. REP5. So considering, leadership, trust, financial management and quality of services provided, how would you rate the Council for its overall reputation?
3. The benchmark is calculated by re-scaling the overall reputation measure to a new scale between -50 and +150 to improve granularity for the purpose of benchmarking

The strong reputation measure is reflected in the profile with two thirds of residents recognising that Council does a good job while also having a positive emotional connection

Reputation profile
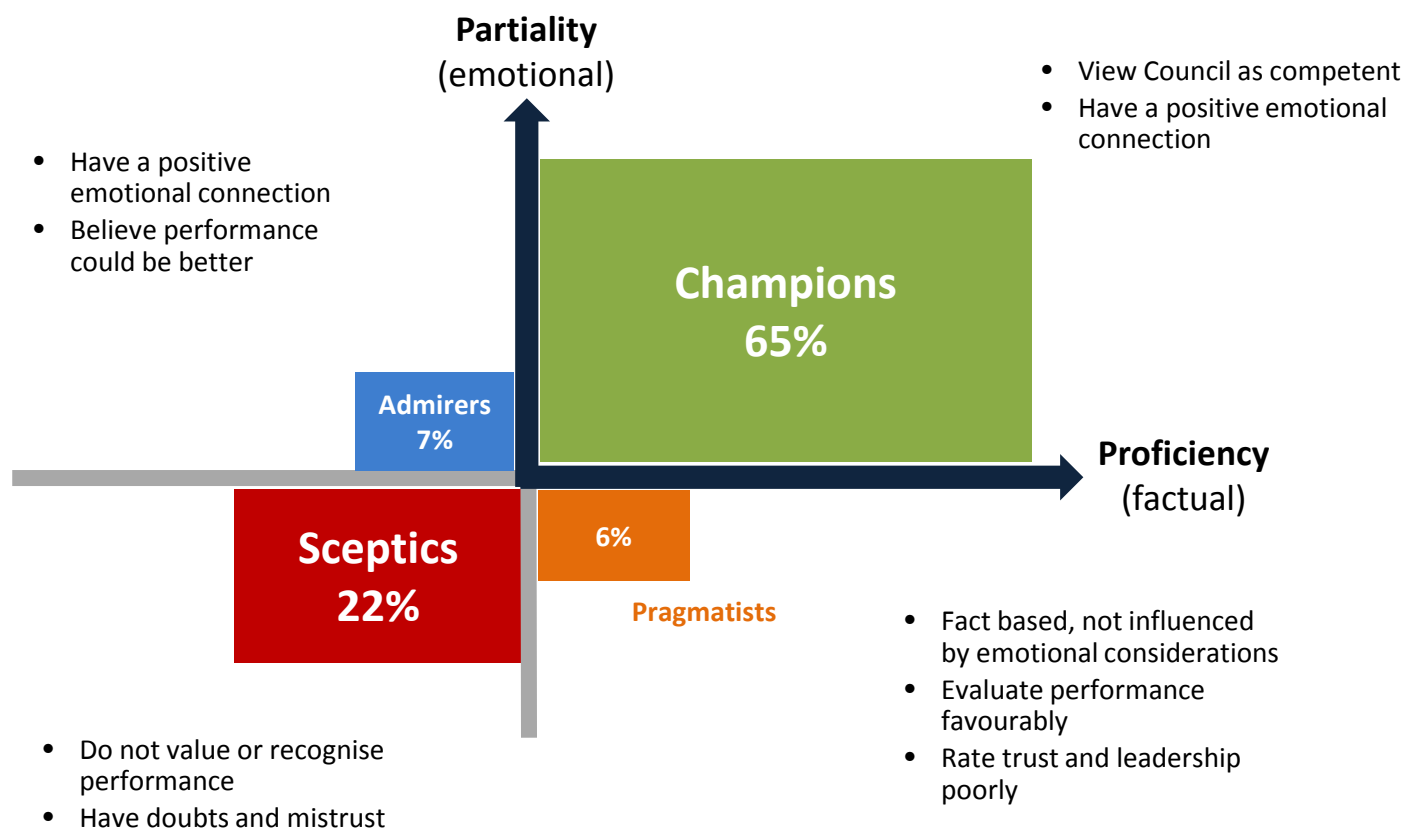
Partiality
(emotional)

- View Council as competent
- Have a positive emotional connection

- Have a positive emotional connection
- Believe performance could be better

Champions 65%

Admirers 7%

Proficiency
(factual)

Sceptics 22%

6%

Pragmatists

- Fact based, not influenced by emotional considerations
- Evaluate performance favourably
- Rate trust and leadership poorly

- Do not value or recognise performance
- Have doubts and mistrust

NOTES:
1. Sample: n=332. Excludes 'don't know' responses to any of the reputation questions
2. Segments have been determined using the results from a set of five overall level questions
3. REP1 vision and leadership, REP2 trust, REP3 financial management, REP4 quality of deliverables, REP5 overall reputation

Both major areas within the Waipa district have a similar reputation profile with a relatively high proportion of residents classified as *'Champions'*

Reputation profile: Wards

Cambridge

n = 172

Admirers 7%

Champions 67%

Sceptics 20%

7% **Pragmatists**

Te Awamutu

n=160

Admirers 7%

Champions 64%

Sceptics 24%

5% **Pragmatists**

	Cambridge	Te Awamutu
Admirers	7%	7%
Champions	67%	64%
Pragmatists	7%	5%
Sceptics	20%	24%

NOTES:
1. Sample: n=332. Excludes 'don't know responses to any of the reputation questions
2. Segments have been determined using the results from a set of five overall level questions
3. REP1 vision and leadership, REP2 trust, REP3 financial management, REP4 quality of deliverables, REP5 overall reputation

While the sample for Māori is small, indications are that their reputation profile is very similar to that of other ethnicities with about two thirds classified as '*Champions*'

Reputation profile: Ethnicity

Māori	Other ethnicities
n = 39	n=293

Māori
- Admirers
- Champions 66%
- 3%
- 7%
- Sceptics 25%
- Pragmatists

Other ethnicities
- Admirers
- Champions 65%
- 8%
- 6%
- Sceptics 21%
- Pragmatists

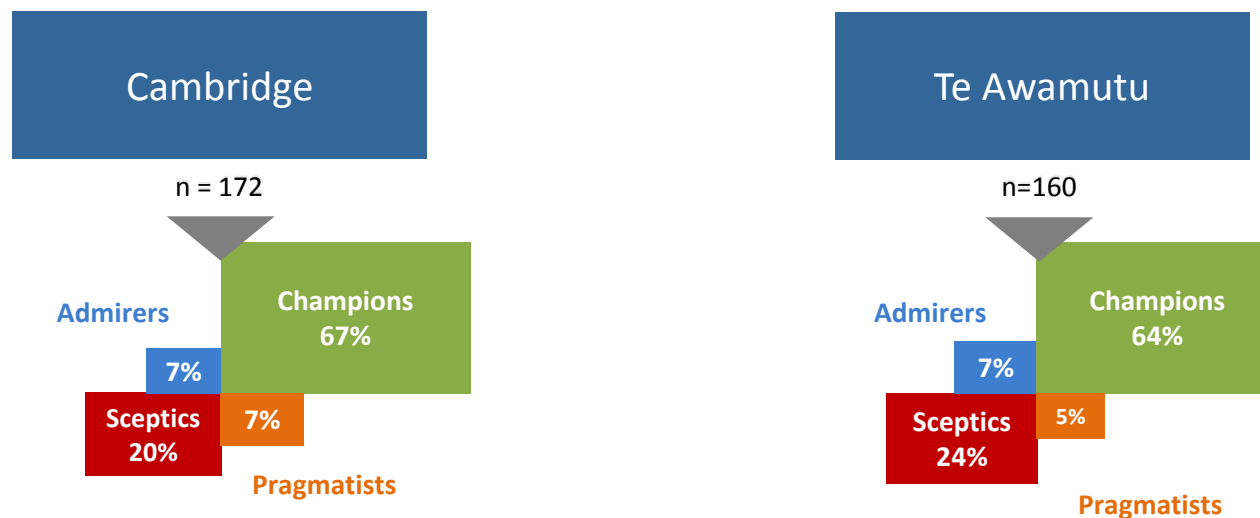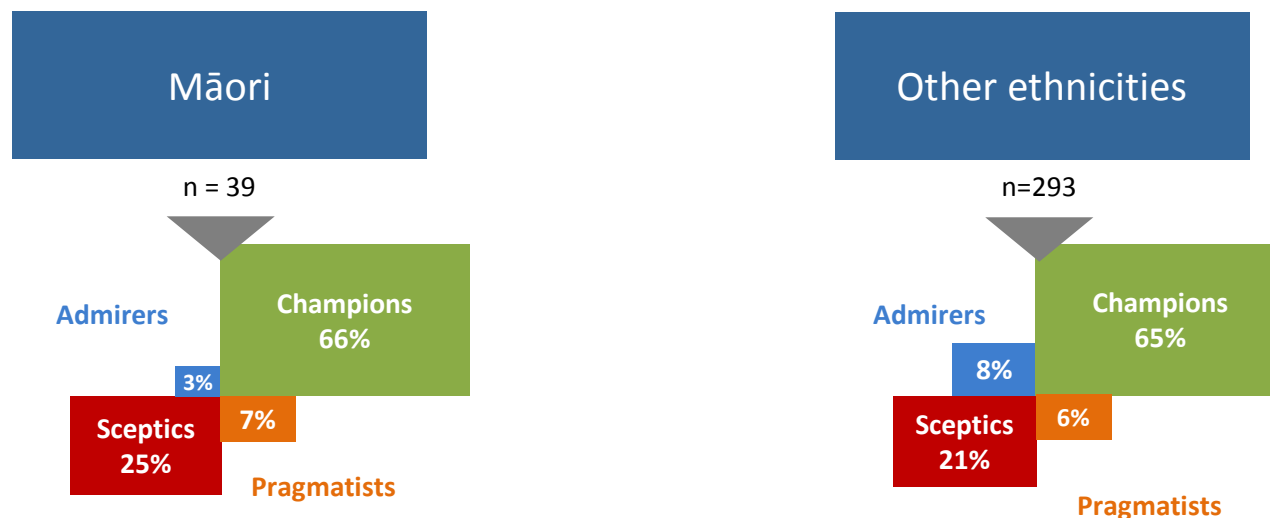|	Māori	Other ethnicities
Admirers	3%	8%
Champions	66%	65%
Pragmatists	7%	6%
Sceptics	25%	21%

NOTES:
1. Sample: n=332. Excludes 'don't know responses to any of the reputation questions
2. Segments have been determined using the results from a set of five overall level questions
3. REP1 vision and leadership, REP2 trust, REP3 financial management, REP4 quality of deliverables, REP5 overall reputation

Driver of Overall Satisfaction

The foundation to our approach is based on determining how residents develop perceptions of their council by understanding how they value what they receive relative to what they pay

The driver model explained

Illustrative

Overview of our driver model
- Residents were asked to rate their council on the drivers of value. These processes align with council processes to ensure they are actionable
- Rather than ask respondents what is important, we use statistics to derive the impact of drivers on overall perceived value
- Results provide a basis for comparing performance by region and potentially with other Councils

Level of impact derived through statistical modelling

Impact   **High Level Driver**   **Impact**   **Sub-level driver**

Overall satisfaction / performance

X%

X% → Organisational reputation

X%

X% → Service delivery performance

X%

X% → Rates and fees

X%

X% → Water management

X%

X% → Roading

X%

X% → Public facilities

X%

X% → Regulatory services

X%

Performance
1 = Poor; 10= Excellent
Results can also be reported as the percentage satisfied;
e.g. % scoring 8-10 representing '*very satisfied*'

Residents' perceptions are being influenced most strongly by less tangible measures; image and reputation (47%) and value (41%) where service delivery is having a much weaker influence

Overall performance

| Impact | Performance (% 8-10) | | Impact | Performance (% 8-10) |

Overall performance
2016
(35% 8-10)

- 47% **Image and reputation** — 44%
- 12% **Overall services and facilities** — 45%
  - 14% **Water management** — 43%
  - 22% **Roading** — 41%
  - 28% **Public facilities** — 59%
  - 37% **Regulatory services** — 43%
- 41% **Value for money** — 29%
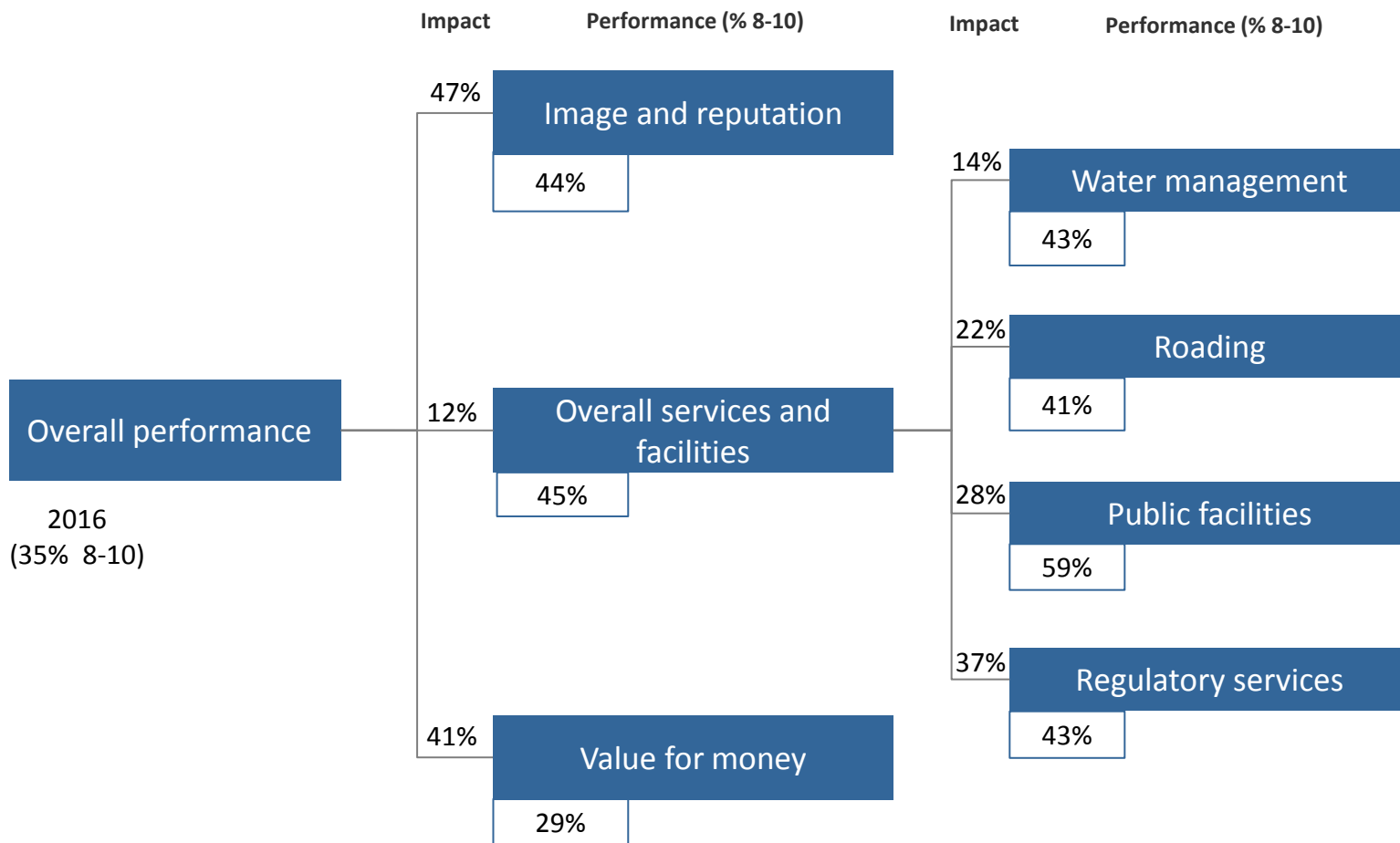
NOTES:
1. Sample: n=414

Value for money is having a strong impact on overall perceptions and as this is evaluated poorly it is having a negative impact on the overall satisfaction measure

Driver analysis: Overall level drivers
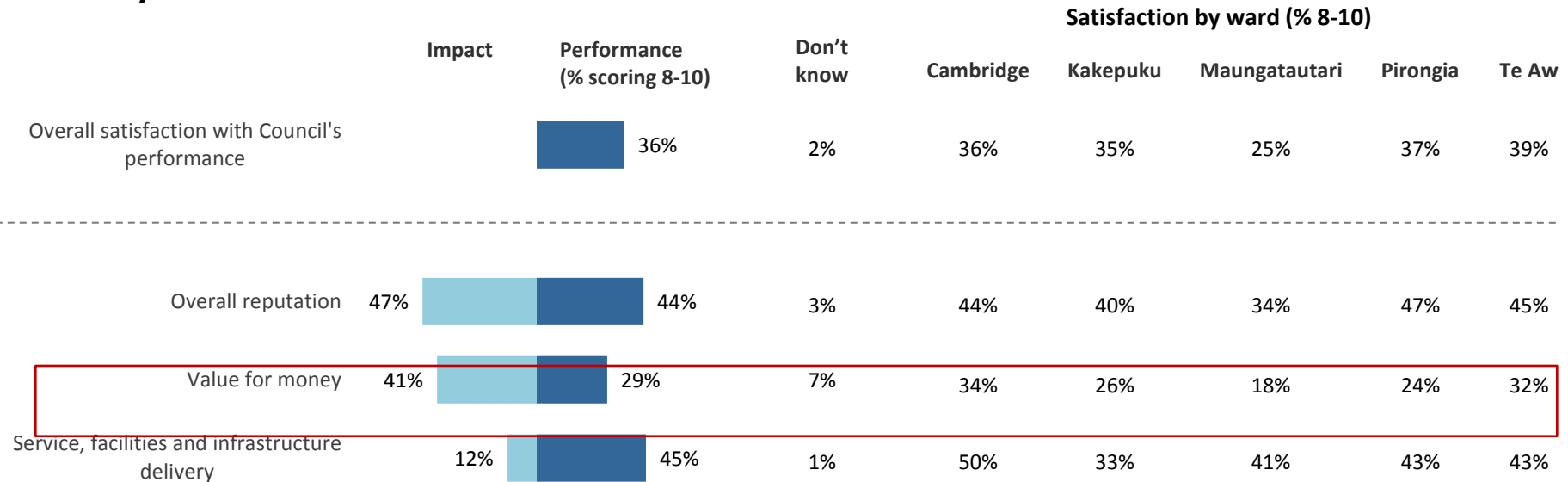
	Impact	Performance (% scoring 8-10)	Don't know	Satisfaction by ward (% 8-10)				
				Cambridge	Kakepuku	Maungatautari	Pirongia	Te Aw
Overall satisfaction with Council's performance		36%	2%	36%	35%	25%	37%	39%
Overall reputation	47%	44%	3%	44%	40%	34%	47%	45%
Value for money	41%	29%	7%	34%	26%	18%	24%	32%
Service, facilities and infrastructure delivery	12%	45%	1%	50%	33%	41%	43%	43%

NOTES:
1. Sample: n= 414; Cambridge n= 156; Kakepuku n=40; Maungatautari n=55; Pirongia n=78; Te Awamutu n=85
2. OVLP: 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?

Image and reputation also has considerable influence on the overall satisfaction measure and while Council's reputation is strong, the low score for financial management is a barrier

Driver analysis: Reputation drivers

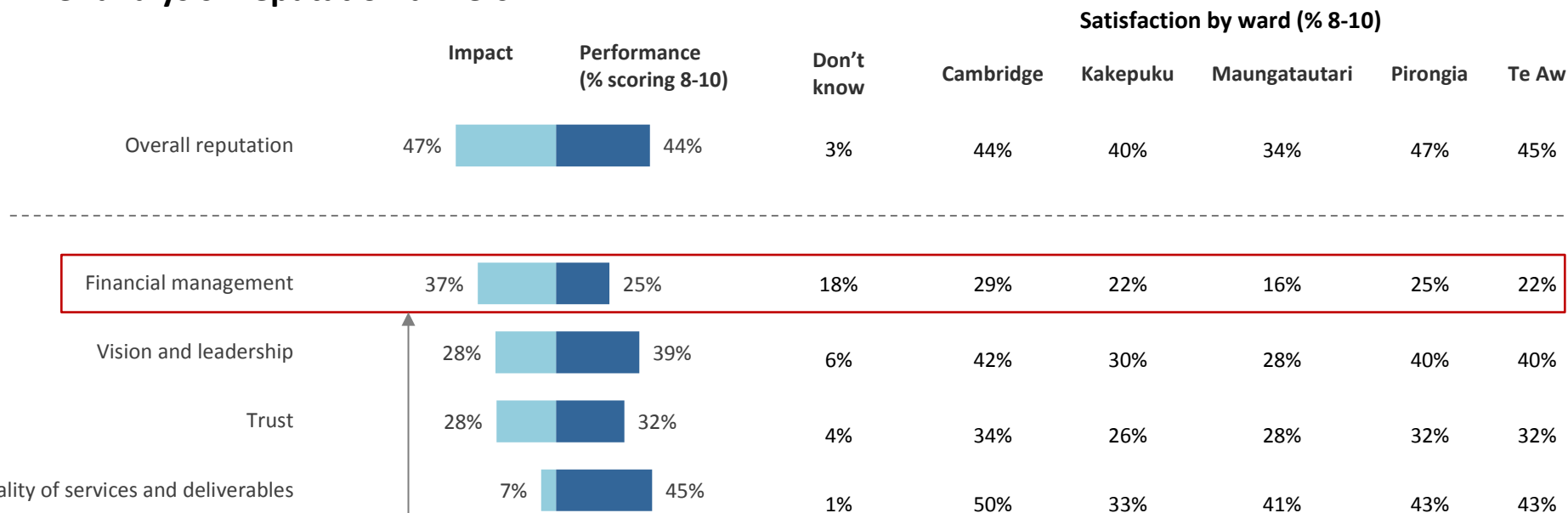|	Impact	Performance (% scoring 8-10)	Don't know	Satisfaction by ward (% 8-10)				
				Cambridge	Kakepuku	Maungatautari	Pirongia	Te Aw
Overall reputation	47%	44%	3%	44%	40%	34%	47%	45%
Financial management	37%	25%	18%	29%	22%	16%	25%	22%
Vision and leadership	28%	39%	6%	42%	30%	28%	40%	40%
Trust	28%	32%	4%	34%	26%	28%	32%	32%
Quality of services and deliverables	7%	45%	1%	50%	33%	41%	43%	43%

Residents' evaluation of Council's performance with financial management is poor and as this attribute has the strongest relationship with the overall reputation measure, improving perceptions relating to financial management will have positive implications for both reputation and overall satisfaction with Council

NOTES:
1. Sample: n= 414; Cambridge n= 156; Kakepuku n=40; Maungatautari n=55; Pirongia n=78; Te Awamutu n=85
2. And finally, thinking about the overall reputation of the Waipa 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 Waipa District Council for its overall reputation?

Being transparent with spending has the most impact on perceptions of financial management and as this is a significant driver of reputation, improvement in this area would be beneficial

Driver analysis: Reputation drivers
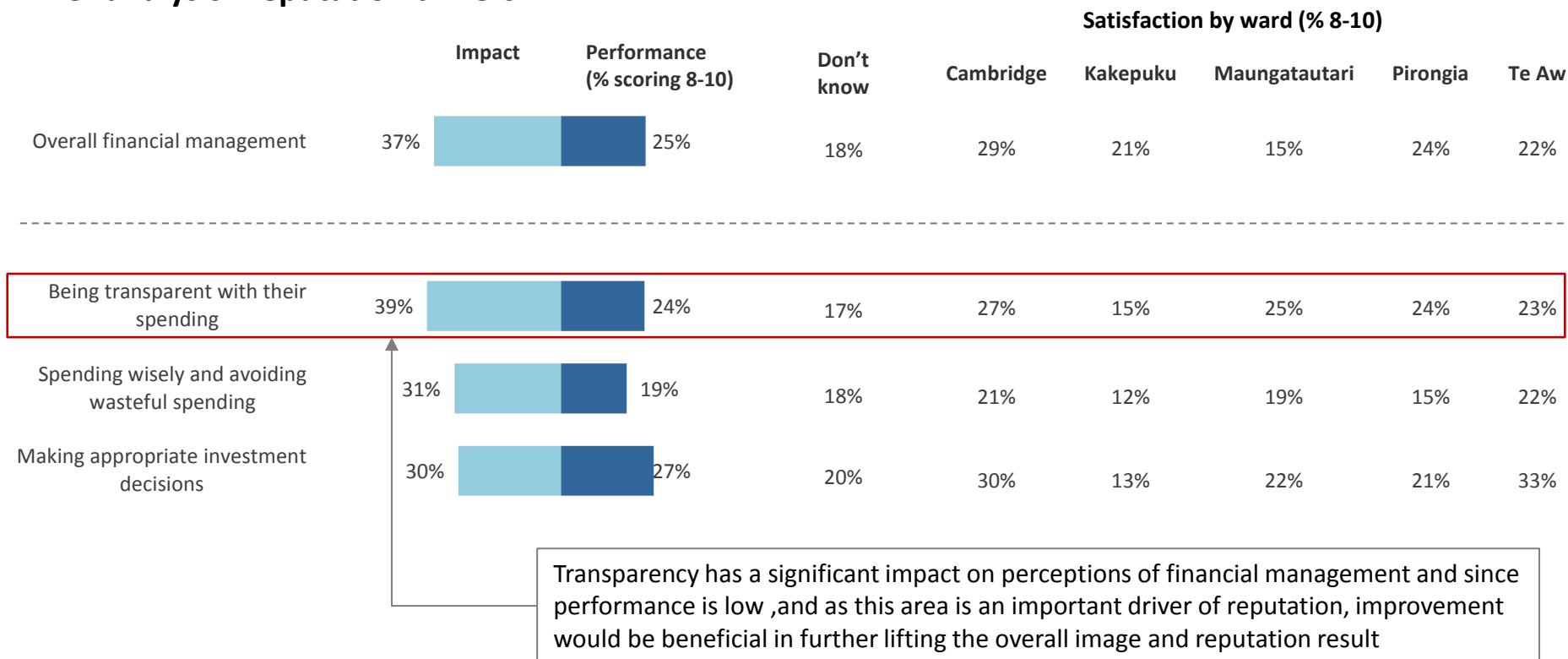
Satisfaction by ward (% 8-10)

	Impact	Performance (% scoring 8-10)	Don't know	Cambridge	Kakepuku	Maungatautari	Pirongia	Te Aw
Overall financial management	37%	25%	18%	29%	21%	15%	24%	22%
Being transparent with their spending	39%	24%	17%	27%	15%	25%	24%	23%
Spending wisely and avoiding wasteful spending	31%	19%	18%	21%	12%	19%	15%	22%
Making appropriate investment decisions	30%	27%	20%	30%	13%	22%	21%	33%

Transparency has a significant impact on perceptions of financial management and since performance is low ,and as this area is an important driver of reputation, improvement would be beneficial in further lifting the overall image and reputation result
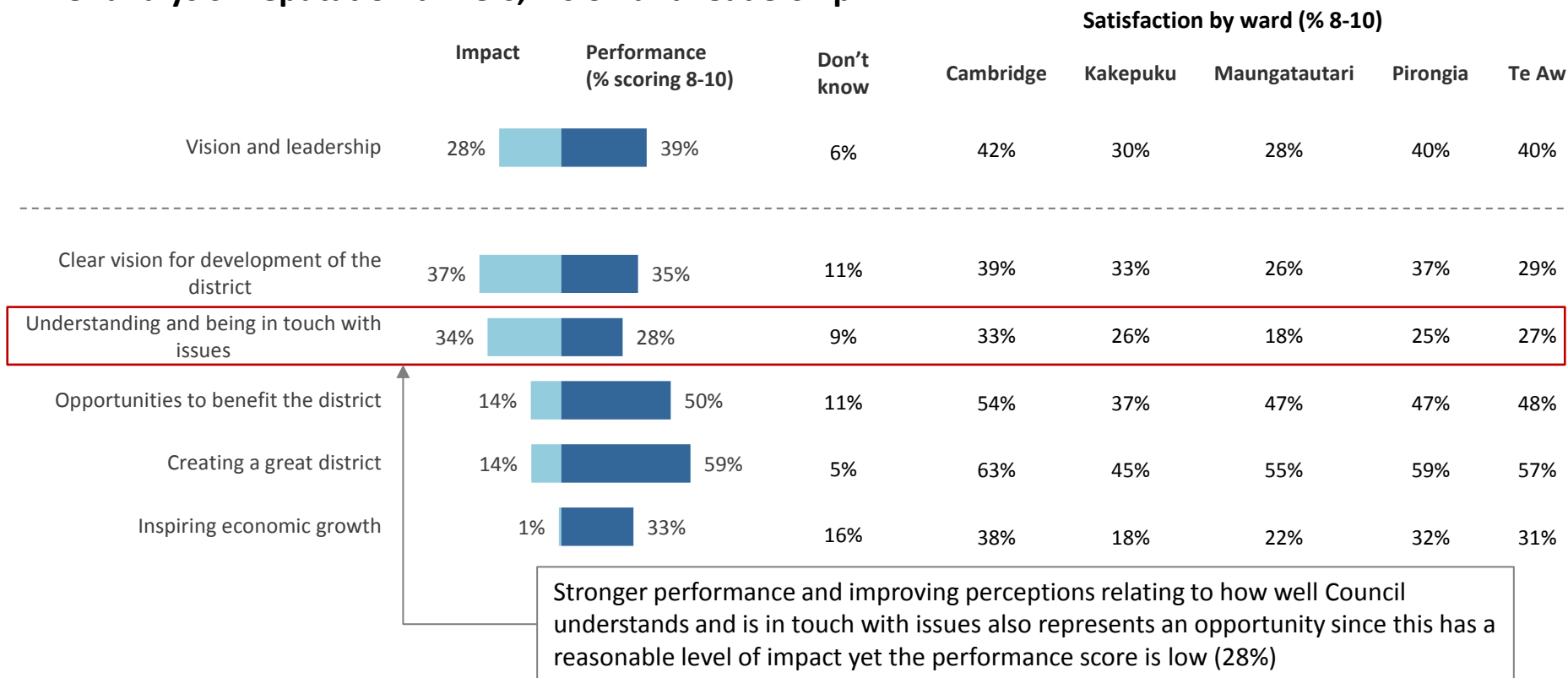
NOTES:
1. Sample: n= 414; Cambridge n= 156; Kakepuku n=40; Maungatautari n=55; Pirongia n=78; Te Awamutu n=85
2. FM5: Now thinking about Council's financial management in general – how wisely it spends to avoid waste, and how transparent it is around expenditure, how would you rate Council overall for its financial management?

Within the area of '*vision and leadership*', there is opportunity for Council to improve how it understands and keeps in touch with issues, and to better demonstrate its performance

Driver analysis: Reputation drivers; vision and leadership

	Impact	Performance (% scoring 8-10)	Don't know	Satisfaction by ward (% 8-10)				
				Cambridge	Kakepuku	Maungatautari	Pirongia	Te Aw
Vision and leadership	28%	39%	6%	42%	30%	28%	40%	40%
Clear vision for development of the district	37%	35%	11%	39%	33%	26%	37%	29%
Understanding and being in touch with issues	34%	28%	9%	33%	26%	18%	25%	27%
Opportunities to benefit the district	14%	50%	11%	54%	37%	47%	47%	48%
Creating a great district	14%	59%	5%	63%	45%	55%	59%	57%
Inspiring economic growth	1%	33%	16%	38%	18%	22%	32%	31%

Stronger performance and improving perceptions relating to how well Council understands and is in touch with issues also represents an opportunity since this has a reasonable level of impact yet the performance score is low (28%)

NOTES:
1. Sample: n= 414; Cambridge n= 156; Kakepuku n=40; Maungatautari n=55; Pirongia n=78; Te Awamutu n=85
2. LS6: And thinking about all of these things, how committed the Council is to creating a great district, how it promotes economic growth, being in touch with the community and setting clear direction, overall how would you rate the Council for its leadership

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Being transparent and communicating openly is also an opportunity since performance is low (26%) and with a reasonably high impact score (34%) this will also be having a negative effect

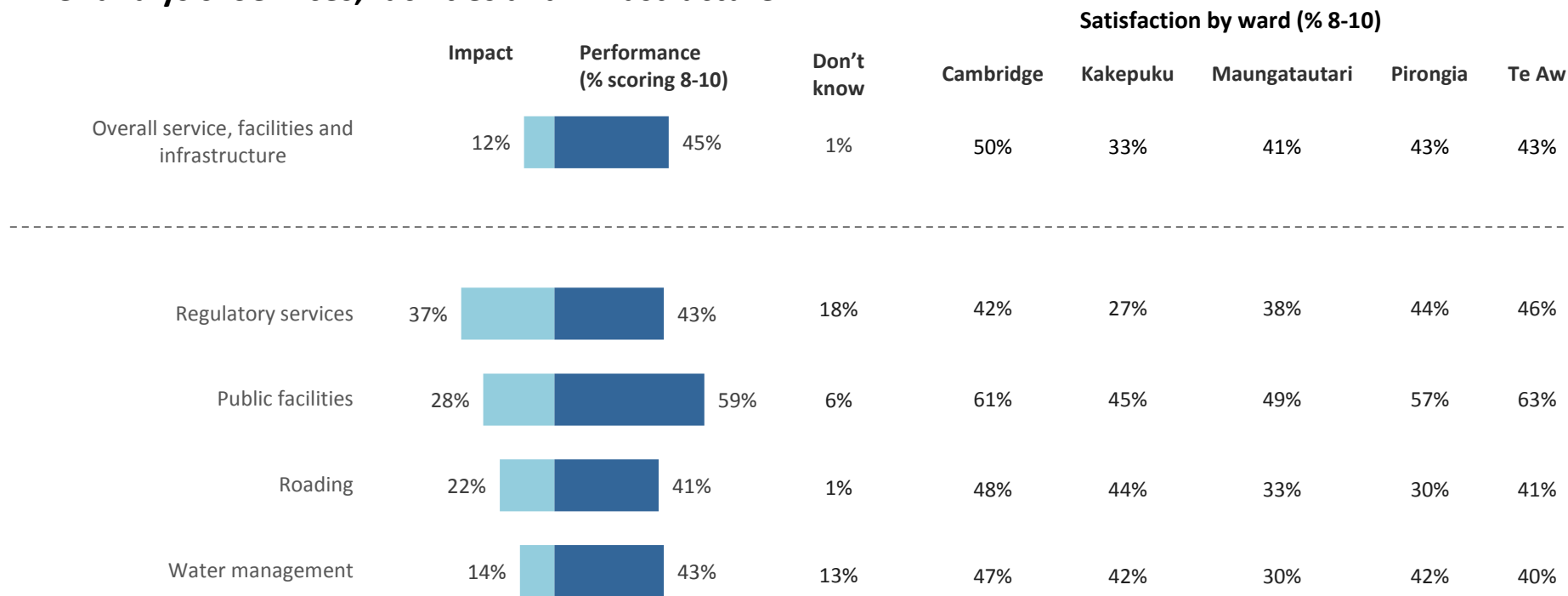## Driver analysis: Reputation drivers; trust and emotional appeal

	Impact	Performance (% scoring 8-10)	Don't know	Satisfaction by ward (% 8-10)				
				Cambridge	Kakepuku	Maungatautari	Pirongia	Te Aw
Overall trust and emotional appeal	28%	32%	4%	34%	26%	28%	32%	32%
Transparent and communicating openly	34%	26%	11%	28%	22%	22%	29%	22%
Competency and ability to achieve good outcomes	29%	34%	7%	36%	26%	19%	34%	36%
Operating in a way that is fair	17%	32%	9%	36%	22%	19%	30%	35%
Working in the best interests of the community	13%	32%	8%	37%	21%	24%	22%	39%
Admiration	7%	31%	4%	33%	21%	26%	23%	36%

NOTES:
1.   Sample: n= 414; Cambridge n= 156; Kakepuku n=40; Maungatautari n=55; Pirongia n=78; Te Awamutu n=85
2.   REP5: Overall reputation
3.   OVLSV:
4.   VM2:

Service delivery is having little impact on the overall result which suggests that performance is at an appropriate level, since further improvements won't reflect in higher satisfaction

Driver analysis: Services, facilities and infrastructure

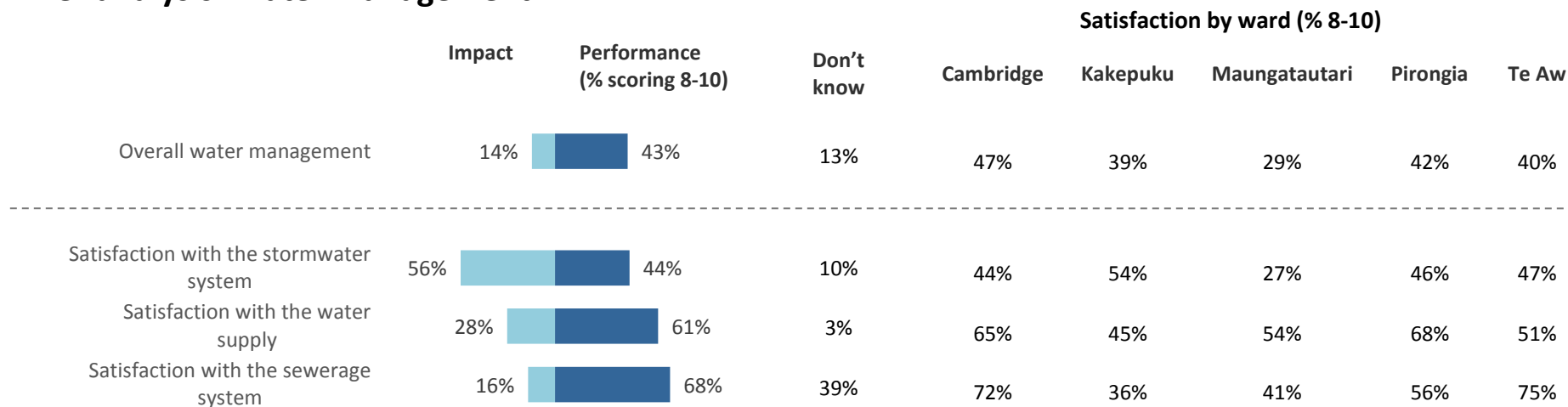|	Impact	Performance (% scoring 8-10)	Don't know	Satisfaction by ward (% 8-10)				
				Cambridge	Kakepuku	Maungatautari	Pirongia	Te Aw
Overall service, facilities and infrastructure	12%	45%	1%	50%	33%	41%	43%	43%
Regulatory services	37%	43%	18%	42%	27%	38%	44%	46%
Public facilities	28%	59%	6%	61%	45%	49%	57%	63%
Roading	22%	41%	1%	48%	44%	33%	30%	41%
Water management	14%	43%	13%	47%	42%	30%	42%	40%

NOTES:
1. Sample: n= 414; Cambridge n= 156; Kakepuku n=40; Maungatautari n=55; Pirongia n=78; Te Awamutu n=85
2. 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?

Stormwater is an area that is worthy of attention since the result is much lower than for other water related measures, however while it has a high impact, water management has little influence at the current level of performance
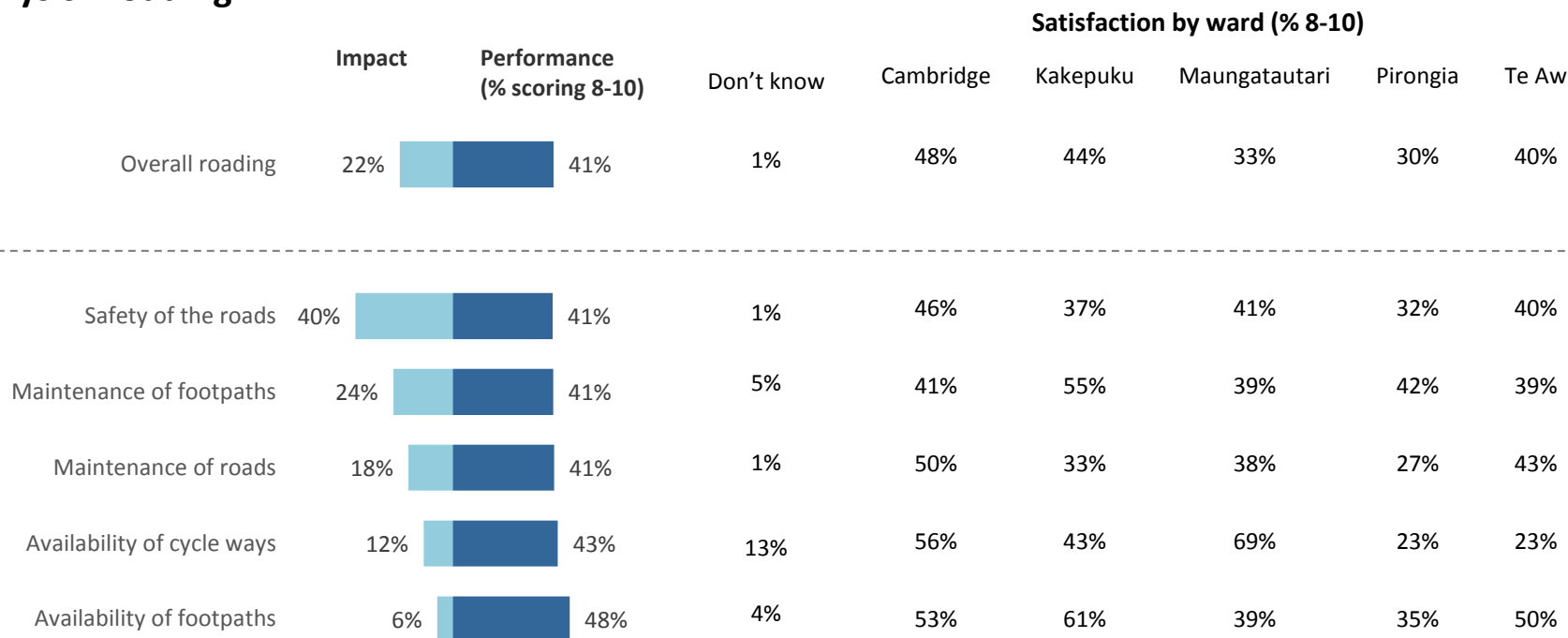
Driver analysis: Water management

	Impact	Performance (% scoring 8-10)	Don't know	Satisfaction by ward (% 8-10)				
				Cambridge	Kakepuku	Maungatautari	Pirongia	Te Aw
Overall water management	14%	43%	13%	47%	39%	29%	42%	40%
Satisfaction with the stormwater system	56%	44%	10%	44%	54%	27%	46%	47%
Satisfaction with the water supply	28%	61%	3%	65%	45%	54%	68%	51%
Satisfaction with the sewerage system	16%	68%	39%	72%	36%	41%	56%	75%

Roading related attributes are all evaluated at a relatively similar level, however among this set, road safety is the area where residents would most value improvement

Driver analysis: Roading

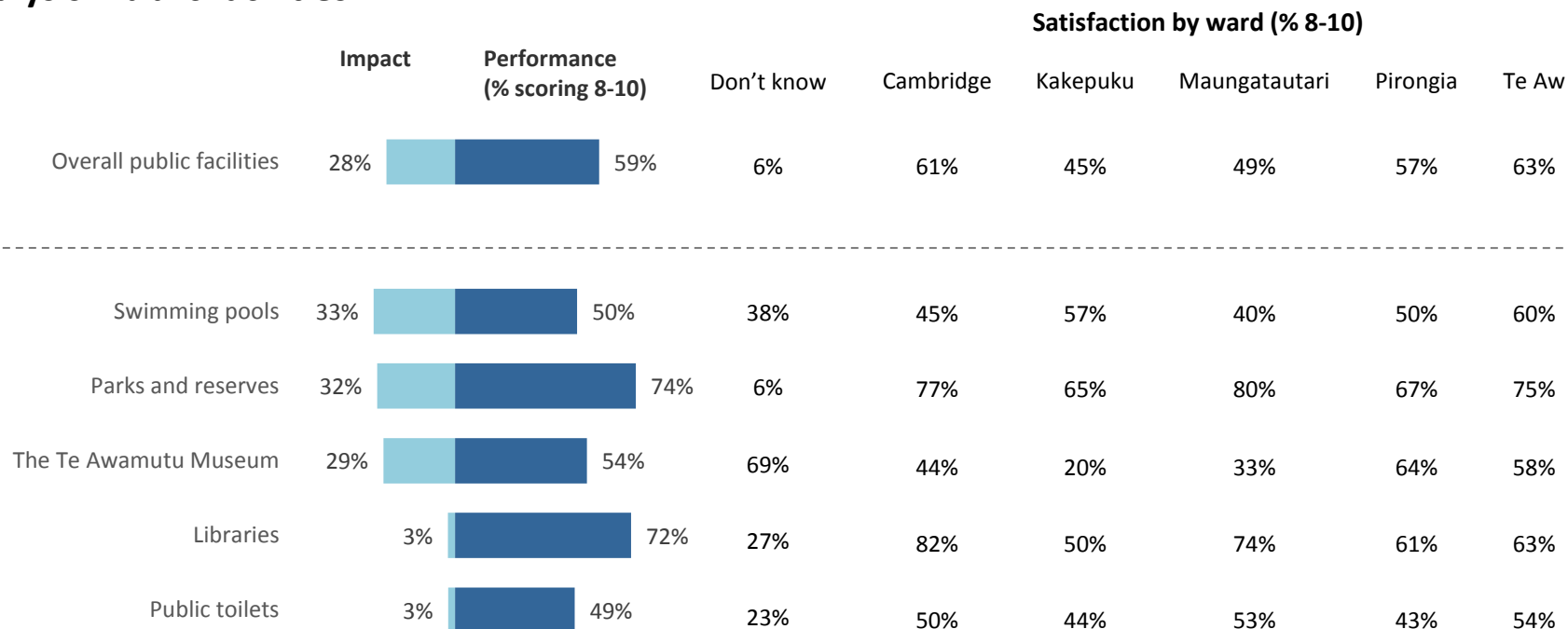|	Impact	Performance (% scoring 8-10)	Satisfaction by ward (% 8-10)					
			Don't know	Cambridge	Kakepuku	Maungatautari	Pirongia	Te Aw
Overall roading	22%	41%	1%	48%	44%	33%	30%	40%
Safety of the roads	40%	41%	1%	46%	37%	41%	32%	40%
Maintenance of footpaths	24%	41%	5%	41%	55%	39%	42%	39%
Maintenance of roads	18%	41%	1%	50%	33%	38%	27%	43%
Availability of cycle ways	12%	43%	13%	56%	43%	69%	23%	23%
Availability of footpaths	6%	48%	4%	53%	61%	39%	35%	50%

NOTES:
1.   Sample: n= 414; Cambridge n= 156; Kakepuku n=40; Maungatautari n=55; Pirongia n=78; Te Awamutu n=85
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...

Residents are very satisfied with Council's performance in delivering public facilities, particularly its parks and reserves, and its library services
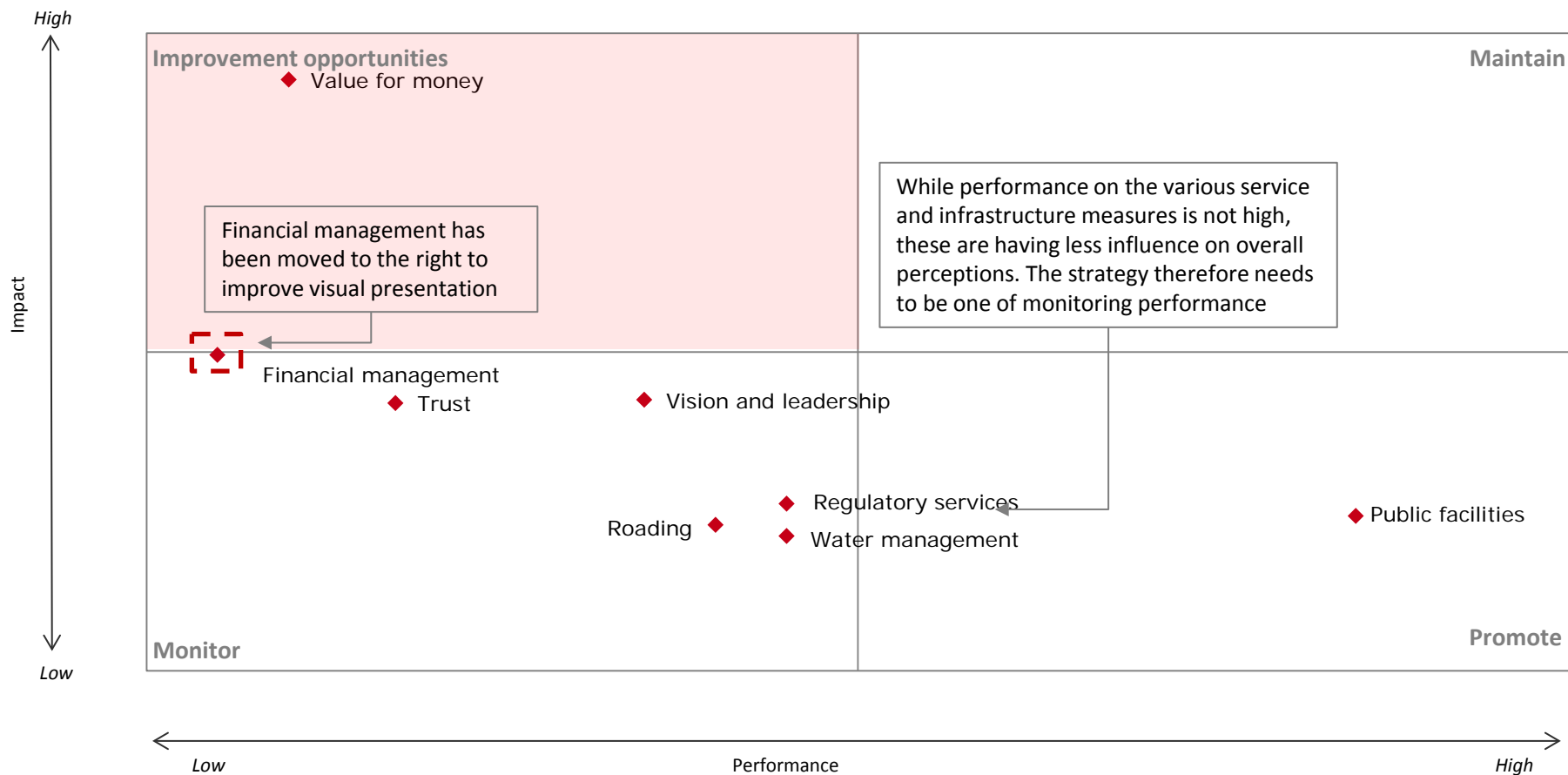
Driver analysis: Public facilities

Satisfaction by ward (% 8-10)

	Impact	Performance (% scoring 8-10)	Don't know	Cambridge	Kakepuku	Maungatautari	Pirongia	Te Aw
Overall public facilities	28%	59%	6%	61%	45%	49%	57%	63%
Swimming pools	33%	50%	38%	45%	57%	40%	50%	60%
Parks and reserves	32%	74%	6%	77%	65%	80%	67%	75%
The Te Awamutu Museum	29%	54%	69%	44%	20%	33%	64%	58%
Libraries	3%	72%	27%	82%	50%	74%	61%	63%
Public toilets	3%	49%	23%	50%	44%	53%	43%	54%

Demonstrating value for money in relation to rates and other fees represents the best opportunity to improve the overall evaluation of the Waipa District Council

Overall performance: Improvement priorities

High

Low

Impact

Improvement opportunities

Maintain

◆ Value for money

Financial management has been moved to the right to improve visual presentation

While performance on the various service and infrastructure measures is not high, these are having less influence on overall perceptions. The strategy therefore needs to be one of monitoring performance

◆ Financial management

◆ Trust

◆ Vision and leadership

◆ Regulatory services

Roading ◆

◆ Water management

◆ Public facilities

Monitor

Promote

Low   Performance   High

NOTES:
1. Sample: n=414

Reputational improvement opportunities relate to demonstrating transparency, making good decisions and demonstrating competency

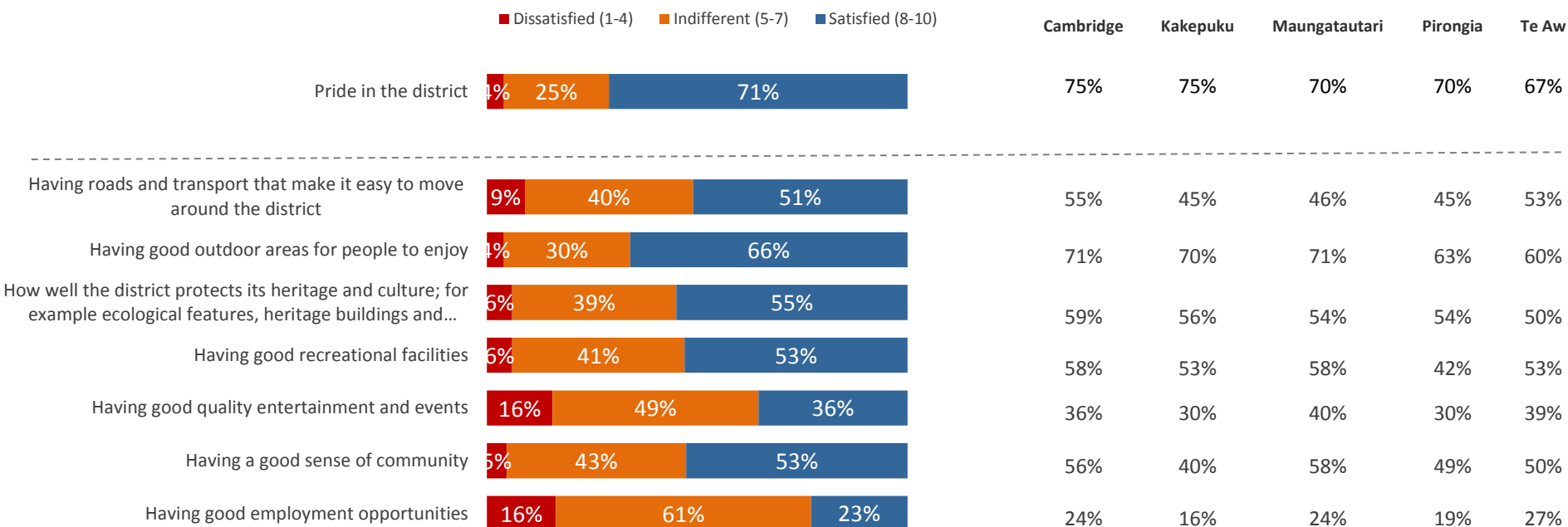## Reputation: Improvement priorities
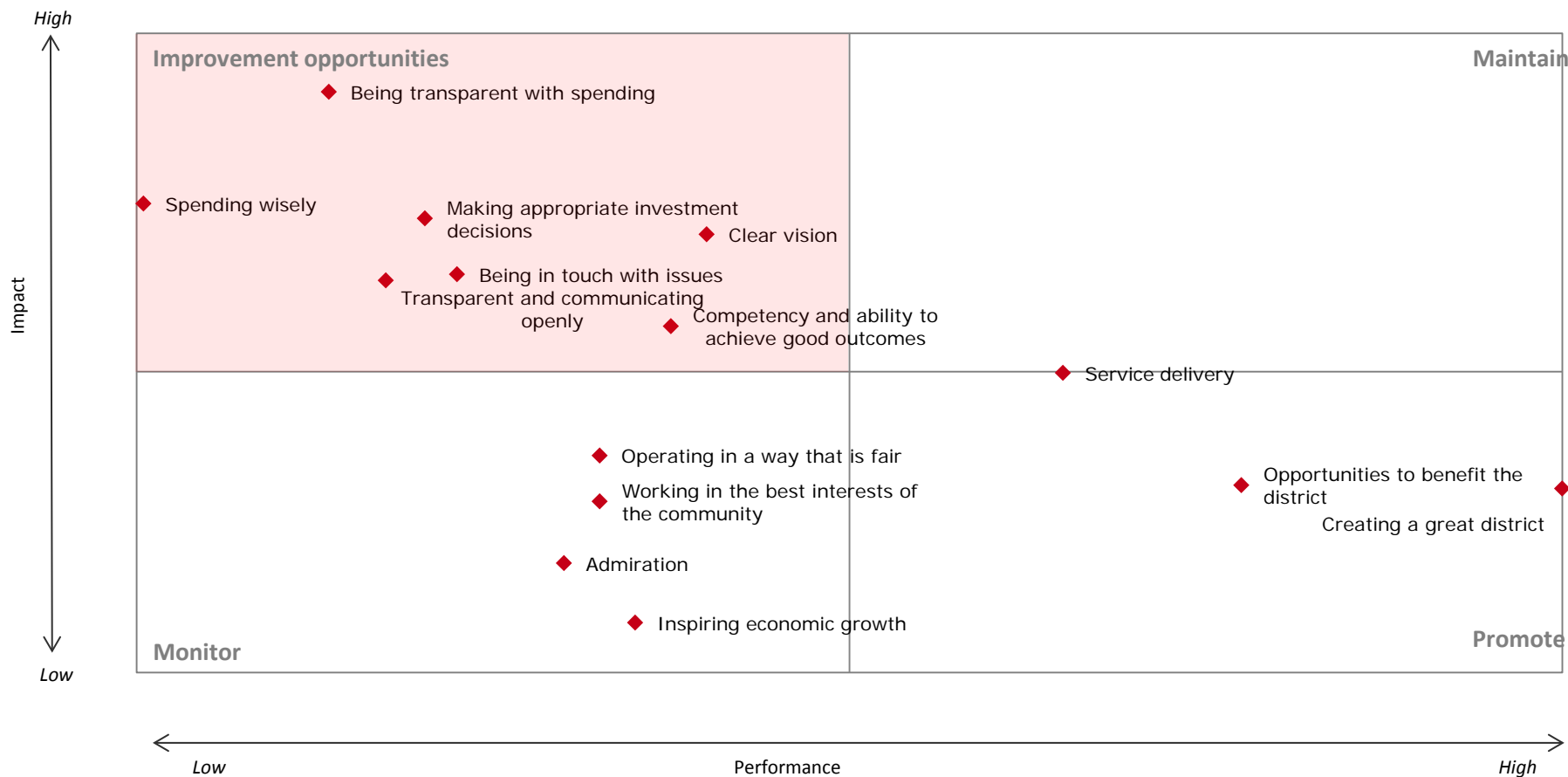
NOTES:
1. Sample: n=414

Waipa lifestyle

Residents in all wards demonstrate a high level of pride in their district and are particularly satisfied with outdoor areas

Waipa lifestyle

Legend: ■ Dissatisfied (1-4) ■ Indifferent (5-7) ■ Satisfied (8-10)

	Dissatisfied	Indifferent	Satisfied
Pride in the district	4%	25%	71%
Having roads and transport that make it easy to move around the district	9%	40%	51%
Having good outdoor areas for people to enjoy	4%	30%	66%
How well the district protects its heritage and culture; for example ecological features, heritage buildings and…	6%	39%	55%
Having good recreational facilities	6%	41%	53%
Having good quality entertainment and events	16%	49%	36%
Having a good sense of community	5%	43%	53%
Having good employment opportunities	16%	61%	23%

Satisfaction by ward (% 8-10)

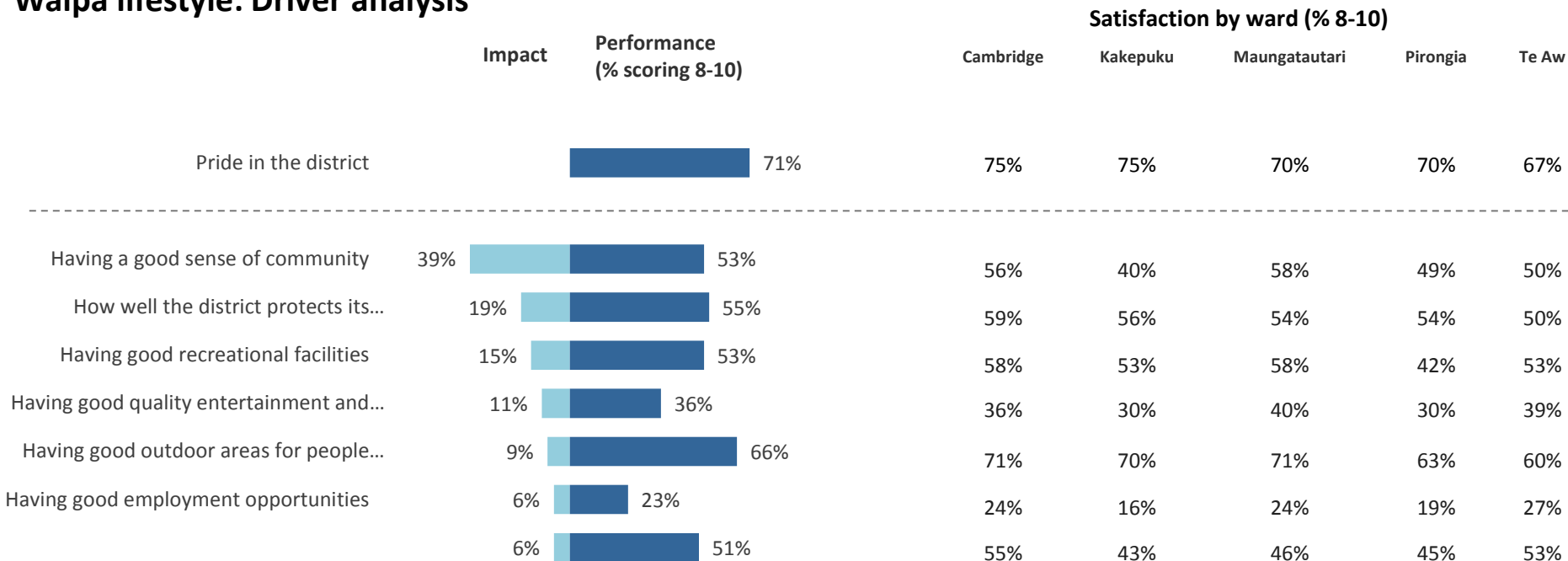|	Cambridge	Kakepuku	Maungatautari	Pirongia	Te Aw
Pride in the district	75%	75%	70%	70%	67%
Having roads and transport that make it easy to move around the district	55%	45%	46%	45%	53%
Having good outdoor areas for people to enjoy	71%	70%	71%	63%	60%
How well the district protects its heritage and culture	59%	56%	54%	54%	50%
Having good recreational facilities	58%	53%	58%	42%	53%
Having good quality entertainment and events	36%	30%	40%	30%	39%
Having a good sense of community	56%	40%	58%	49%	50%
Having good employment opportunities	24%	16%	24%	19%	27%

NOTES:
1. Sample: n=414
2. TW2: On the scale of 1- 10, how would you rate your satisfaction with…
3. TW4: On the scale of 1- 10, how would you rate your satisfaction with the stormwater system in terms of…
4. 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]
5. TW6: Which of the following best describes the sewerage system you use?

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A good sense of community is the element that residents most value when considering pride in their district, followed by protection of cultural and heritage features
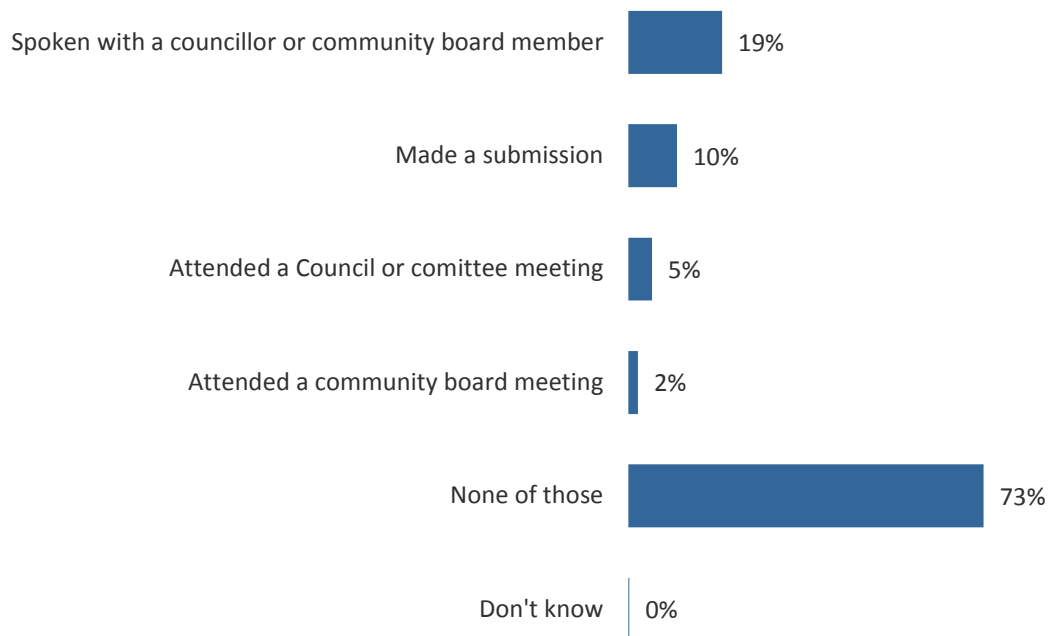
Waipa lifestyle: Driver analysis

	Impact	Performance (% scoring 8-10)	Satisfaction by ward (% 8-10)				
			Cambridge	Kakepuku	Maungatautari	Pirongia	Te Aw
Pride in the district		71%	75%	75%	70%	70%	67%
Having a good sense of community	39%	53%	56%	40%	58%	49%	50%
How well the district protects its…	19%	55%	59%	56%	54%	54%	50%
Having good recreational facilities	15%	53%	58%	53%	58%	42%	53%
Having good quality entertainment and…	11%	36%	36%	30%	40%	30%	39%
Having good outdoor areas for people…	9%	66%	71%	70%	71%	63%	60%
Having good employment opportunities	6%	23%	24%	16%	24%	19%	27%
	6%	51%	55%	43%	46%	45%	53%

Awareness and participation in decision making

Relatively few have had recent involvement with Council in the last year with only 17% having attended a meeting or made a submission on something
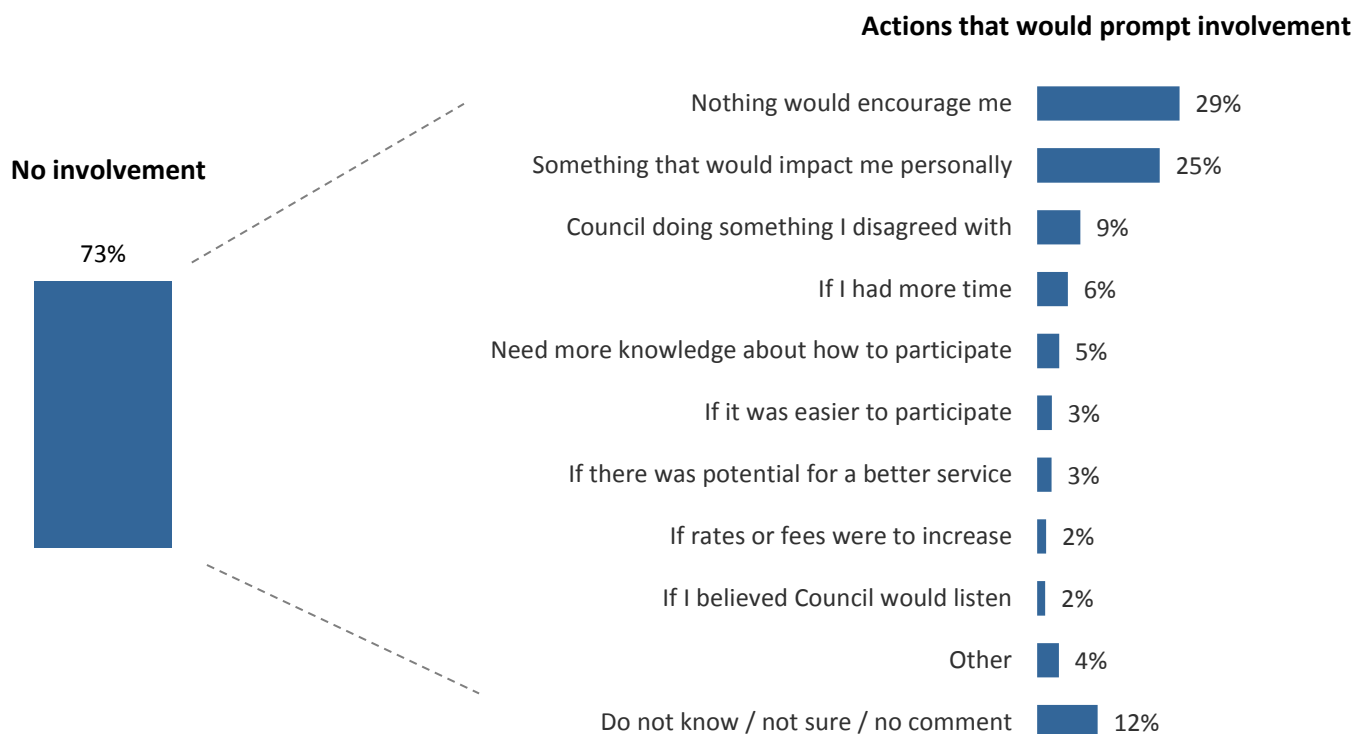
Awareness and participation

Spoken with a councillor or community board member — 19%
Made a submission — 10%
Attended a Council or comittee meeting — 5%
Attended a community board meeting — 2%
None of those — 73%
Don't know — 0%

NOTES:
1. Sample: n= 414
2. AD1: In the last year which of the following types of involvement have you had with the Council. Please tell me as I read through the list... [MULTIPLE RESPONSE]
3. AD2: What would prompt you to get involved with Council and its decision making?

Three quarters of residents have had no involvement with Council and for 29%, nothing would encourage them, while 25% would become involved for matters that directly impacted them
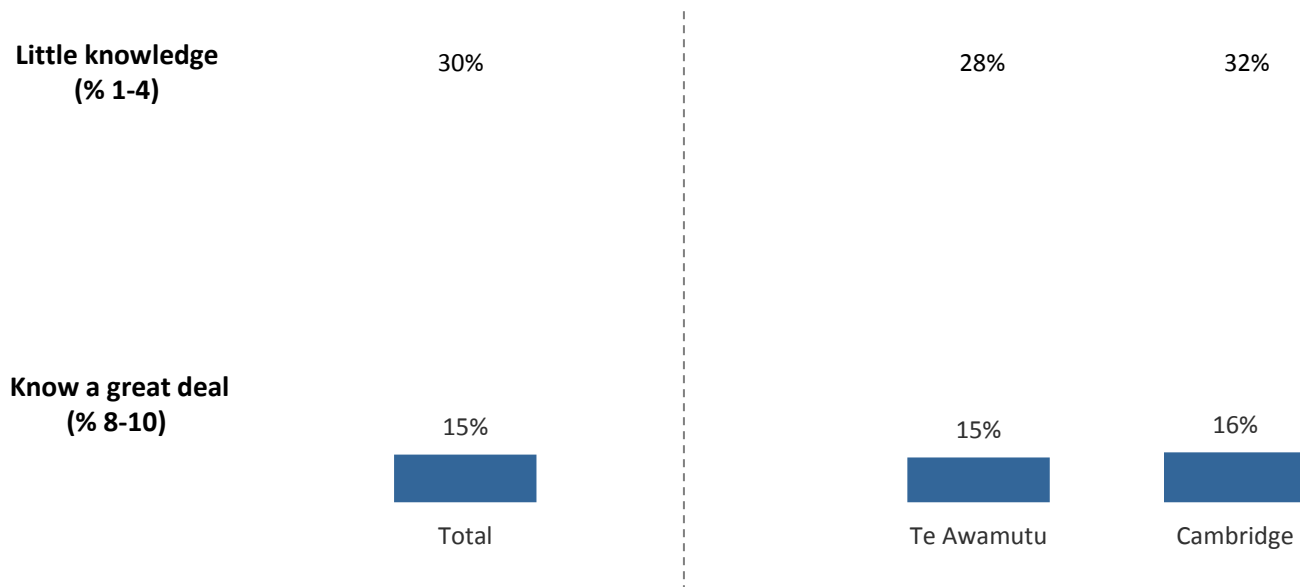
Awareness and participation

Actions that would prompt involvement

No involvement

73%

Nothing would encourage me	29%
Something that would impact me personally	25%
Council doing something I disagreed with	9%
If I had more time	6%
Need more knowledge about how to participate	5%
If it was easier to participate	3%
If there was potential for a better service	3%
If rates or fees were to increase	2%
If I believed Council would listen	2%
Other	4%
Do not know / not sure / no comment	12%

NOTES:
1. Sample: n= 414; Had no involvement with Council n=295
2. AD1: In the last year which of the following types of involvement have you had with the Council. Please tell me as I read through the list... [MULTIPLE RESPONSE]
3. AD2: What would prompt you to get involved with Council and its decision making?

Relatively few residents admit to having much knowledge about the Council and what it does, and overall 30% say that they have minimal knowledge
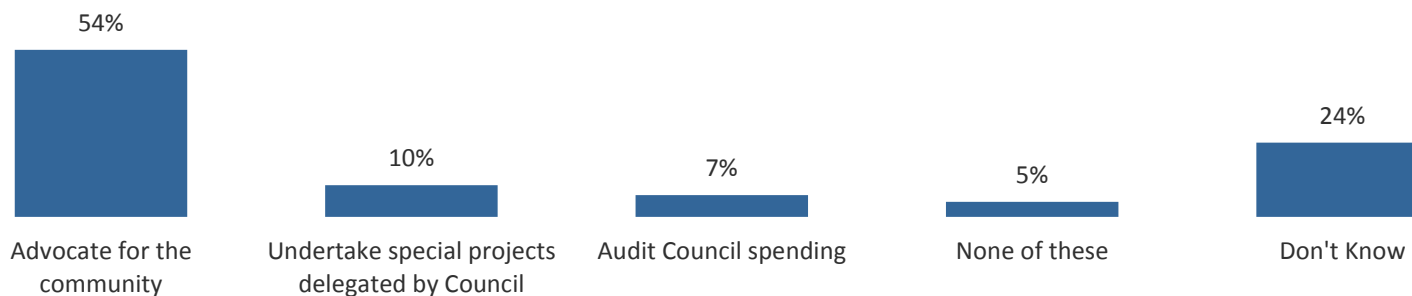
Knowledge of Council (% 8-10)

	Total		Te Awamutu	Cambridge
Little knowledge (% 1-4)	30%		28%	32%
Know a great deal (% 8-10)	15%		15%	16%

NOTES:
1. Sample: n=414
2. 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'

There is relatively little understanding of the role of Community Boards with only about half of residents correctly recognising their function

Community boards: Recognition of purpose

54%	10%	7%	5%	24%
Advocate for the community	Undertake special projects delegated by Council	Audit Council spending	None of these	Don't Know

NOTES:
1. Sample: n=414
2. AD4: The Waipa District has two community boards. Which of the following best describes the role of these community boards?

Combined with low recognition of the function of Community Boards, residents evaluate the performance of Community Boards poorly…

Community boards: Satisfaction (% 8-10)

	Total		Te Awamutu	Cambridge
Poor (% 1-4)	12%		16%	13%
Satisfied (% 8-10)	29%		30%	29%

NOTES:
1. Sample: n=414
2. AD4: The Waipa District has two community boards. Which of the following best describes the role of these community boards?
3. AD5: Using the 1-10 scale, how satisfied are you with the performance of your Local Community Board and its members?
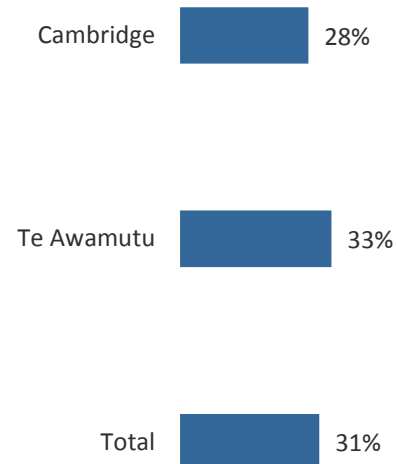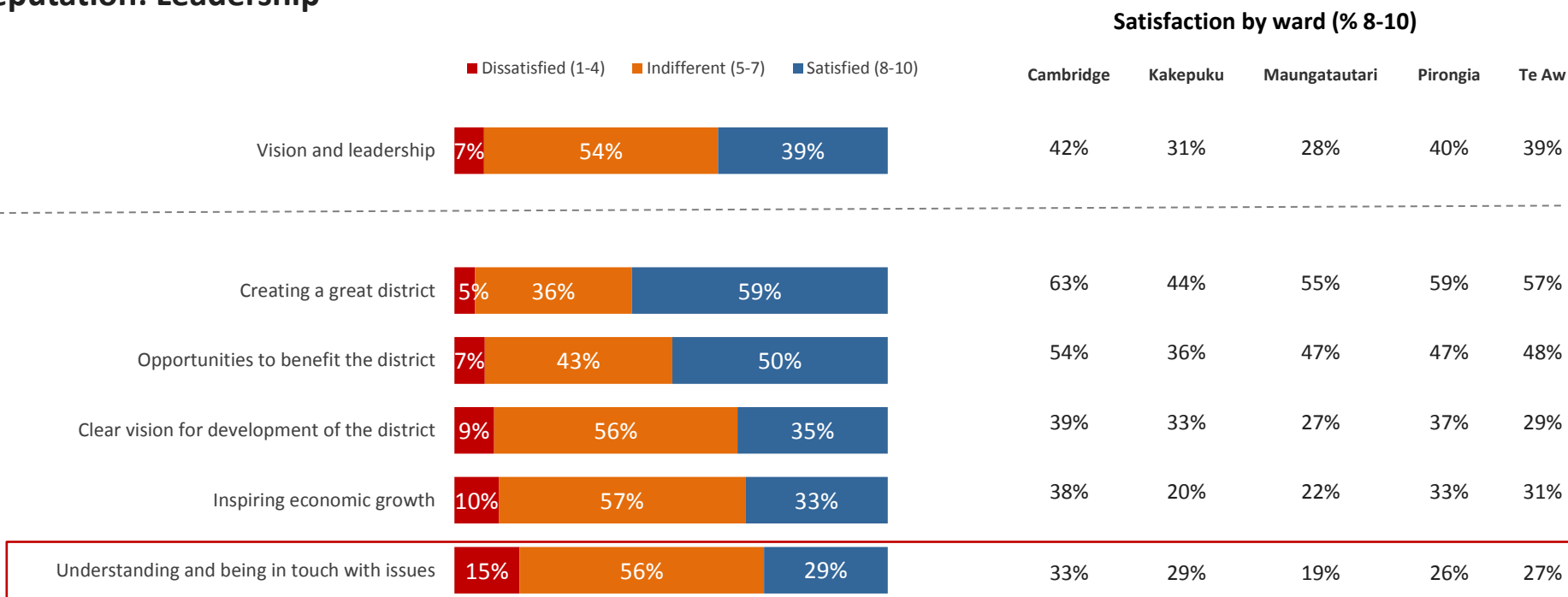
…and there is little difference in the evaluation among those who correctly recognise the role of these Boards

Community boards: Satisfaction (% 8-10)

Recognise role of Community Boards (Act as an advocate for the community)

54%

Satisfied with the performance of Community Boards

Cambridge 28%

Te Awamutu 33%

Total 31%

Supplementary analysis: Reputation

There are perceptions that the Waipa District Council is not doing a sufficiently good job of understanding and being in touch with issues

Reputation: Leadership

Satisfaction by ward (% 8-10)

Legend: ■ Dissatisfied (1-4) ■ Indifferent (5-7) ■ Satisfied (8-10)

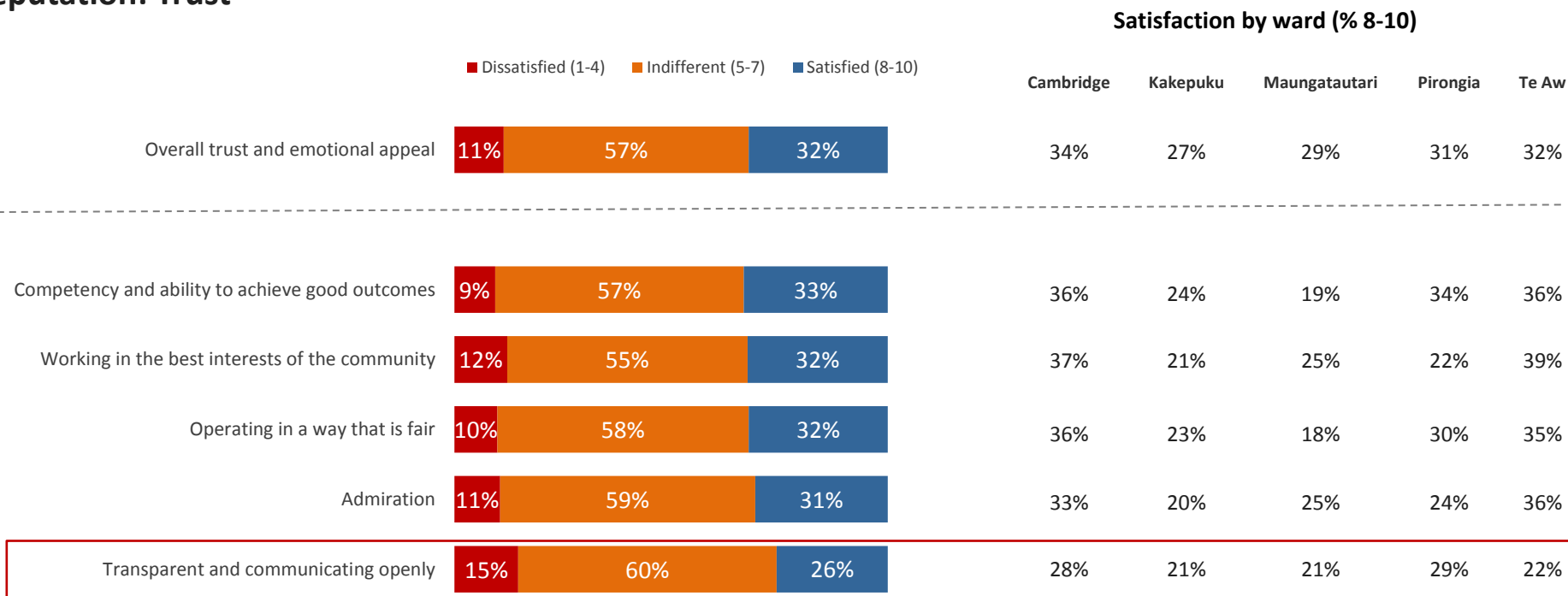|	Dissatisfied	Indifferent	Satisfied	Cambridge	Kakepuku	Maungatautari	Pirongia	Te Aw
Vision and leadership	7%	54%	39%	42%	31%	28%	40%	39%
Creating a great district	5%	36%	59%	63%	44%	55%	59%	57%
Opportunities to benefit the district	7%	43%	50%	54%	36%	47%	47%	48%
Clear vision for development of the district	9%	56%	35%	39%	33%	27%	37%	29%
Inspiring economic growth	10%	57%	33%	38%	20%	22%	33%	31%
Understanding and being in touch with issues	15%	56%	29%	33%	29%	19%	26%	27%

Understanding issues has a relatively high impact on image perceptions (34%) and the poor performance on this measure is adversely impacting perceptions of Council's performance

NOTES:
1. Sample: n= 414; Cambridge n= 156; Kakepuku n=40; Maungatautari n=55; Pirongia n=78; Te Awamutu n=85
2. LS6: And thinking about all of these things, how committed the Council is to creating a great district, how it promotes economic growth, being in touch with the community and setting clear direction, overall how would you rate the Council for its leadership?

Demonstrating greater transparency with communications will be valued by residents since performance is low and as mentioned, this area has a high impact on Council's reputation

Reputation: Trust

Legend: ■ Dissatisfied (1-4) ■ Indifferent (5-7) ■ Satisfied (8-10)

Satisfaction by ward (% 8-10)

	Dissatisfied (1-4)	Indifferent (5-7)	Satisfied (8-10)	Cambridge	Kakepuku	Maungatautari	Pirongia	Te Aw
Overall trust and emotional appeal	11%	57%	32%	34%	27%	29%	31%	32%
Competency and ability to achieve good outcomes	9%	57%	33%	36%	24%	19%	34%	36%
Working in the best interests of the community	12%	55%	32%	37%	21%	25%	22%	39%
Operating in a way that is fair	10%	58%	32%	36%	23%	18%	30%	35%
Admiration	11%	59%	31%	33%	20%	25%	24%	36%
Transparent and communicating openly	15%	60%	26%	28%	21%	21%	29%	22%

Transparency with communications also has a high impact on image perceptions (34%) and accordingly improving performance will have a positive impact on overall perceptions
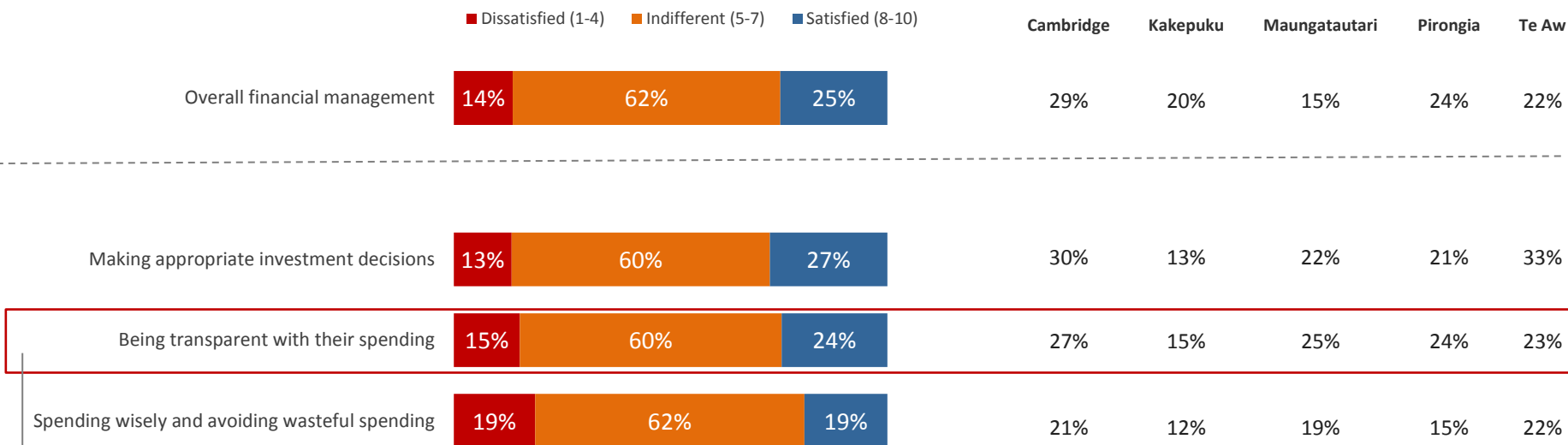
Transparency with spending is an area where improvement would be valued as the evaluation is poor and this is impacting Council's reputation, more so than other financial elements

Reputation: Financial management

Satisfaction by ward (% 8-10)

Legend: ■ Dissatisfied (1-4) ■ Indifferent (5-7) ■ Satisfied (8-10)

				Cambridge	Kakepuku	Maungatautari	Pirongia	Te Aw
Overall financial management	14%	62%	25%	29%	20%	15%	24%	22%
Making appropriate investment decisions	13%	60%	27%	30%	13%	22%	21%	33%
Being transparent with their spending	15%	60%	24%	27%	15%	25%	24%	23%
Spending wisely and avoiding wasteful spending	19%	62%	19%	21%	12%	19%	15%	22%

Transparency with spending has a high impact on the important financial management driver (39%) and as such, improving performance / perceptions will be valued by residents

NOTES:
1. Sample: n= 414; Cambridge n= 156; Kakepuku n=40; Maungatautari n=55; Pirongia n=78; Te Awamutu n=85
2. FM5: Now thinking about Council's financial management in general – how wisely it spends to avoid waste, and how transparent it is around expenditure, how would you rate Council overall for its financial management?
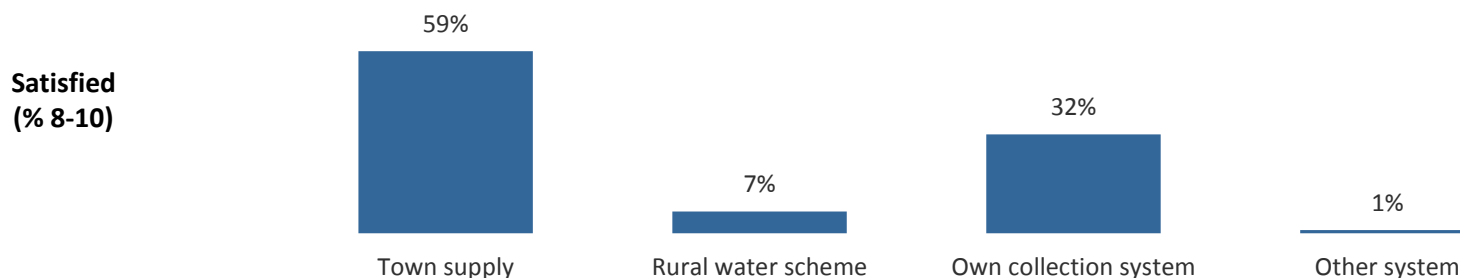
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Supplementary Analysis: Water management

Overall, 59% of residents are connected to a town water supply with the majority of residents in the Te Awamutu and Cambridge wards being connected

Water supply: Water connection, satisfaction (%8-10)

Te Awamutu	81%	4%	15%	0%
Cambridge	76%	4%	19%	1%

Satisfied (% 8-10)

Town supply	Rural water scheme	Own collection system	Other system
59%	7%	32%	1%

NOTES:
1. Sample: n=414
2. TW1: Which of the following best describes your water supply connection?

WAIPA DISTRICT COUNCIL

KEYRESEARCH

Those connected to a rural supply appear to be somewhat more satisfied than those on the town supply, particularly in relation to the quality of the water

Water management: Water supply

Caution: Small sample for those connected to a rural supply

	Dissatisfied (1-4)	Indifferent (5-7)	Satisfied (8-10)	Te Awamutu (% 8-10)	Cambridge (% 8-10)

Connected to a supply (Town or rural)

66%

	Dissatisfied	Indifferent	Satisfied	Te Awamutu	Cambridge
Overall satisfaction	10%	29%	61%	51%	65%
Reliability of supply	5%	19%	76%	70%	79%
Quality of water	12%	32%	56%	42%	63%

Town supply

59%

	Dissatisfied	Indifferent	Satisfied	Te Awamutu	Cambridge
Overall satisfaction	11%	30%	59%	52%	64%
Reliability of supply	5%	19%	76%	71%	78%
Quality of water	12%	32%	56%	44%	62%

Rural supply

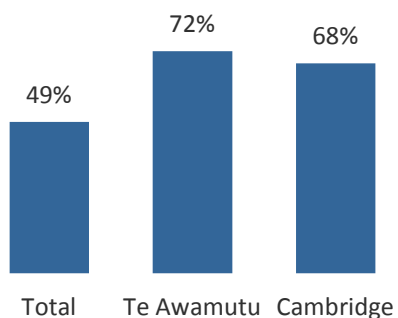|	Dissatisfied	Indifferent	Satisfied	Te Awamutu	Cambridge
Overall satisfaction	7%	17%	77%	20%	100%
Reliability of supply	4%	21%	75%	50%	100%
Quality of water	8%	27%	65%	25%	100%

7%

NOTES:
1. Sample: n=259: Town supply n=227; rural supply n=32
2. TW1: Which of the following best describes your water supply connection?
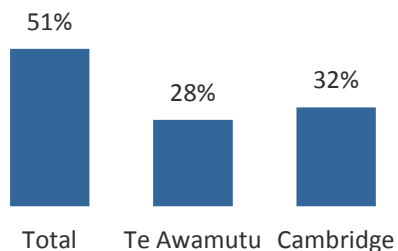3. TW2: On the scale of 1- 10, how would you rate your satisfaction with…

Overall, about half of residents are connected to the district's sewerage system and half are using their own septic tanks
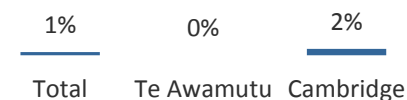
Water management: Sewerage systems

Connected to a town system

- Total: 49%
- Te Awamutu: 72%
- Cambridge: 68%

Use own septic tank

- Total: 51%
- Te Awamutu: 28%
- Cambridge: 32%

Don't know

- Total: 1%
- Te Awamutu: 0%
- Cambridge: 2%

NOTES:
1. Sample: n=414
2. TW6: Which of the following best describes the sewerage system you use?

Waipa DISTRICT COUNCIL

KEYRESEARCH

Residents who are connected to the sewerage system are typically very satisfied (78%) with the service and residents generally believe that the district's sewerage system is very reliable

Water management: Sewage system

Legend: ■ Dissatisfied (1-4) ■ Indifferent (5-7) ■ Satisfied (8-10)

Satisfaction by ward (% 8-10)

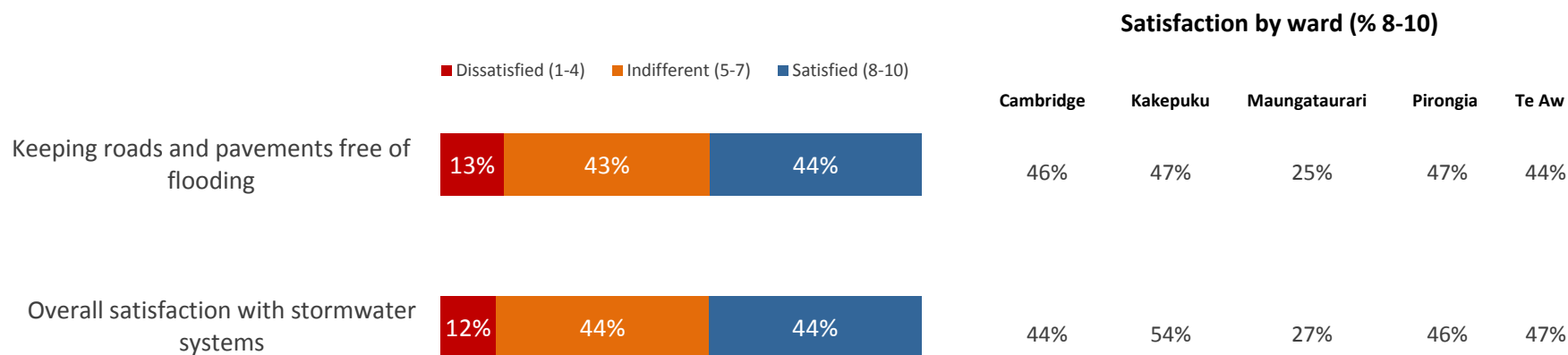|		Cambridge	Kakepuku	Maungataurari	Pirongia	Te Aw
Overall satisfaction with sewerage system	All residents 100% (5% / 30% / 65%)	70%	36%	41%	51%	72%
	Connected to a town system 49% (22% / 78%)	78%	100%	71%	81%	77%
	Use own septic tank 51% (16% / 51% / 32%)	32%	32%	32%	27%	45%
Reliability of sewerage system	All residents (15% / 84%)	85%	0%	100%	82%	84%
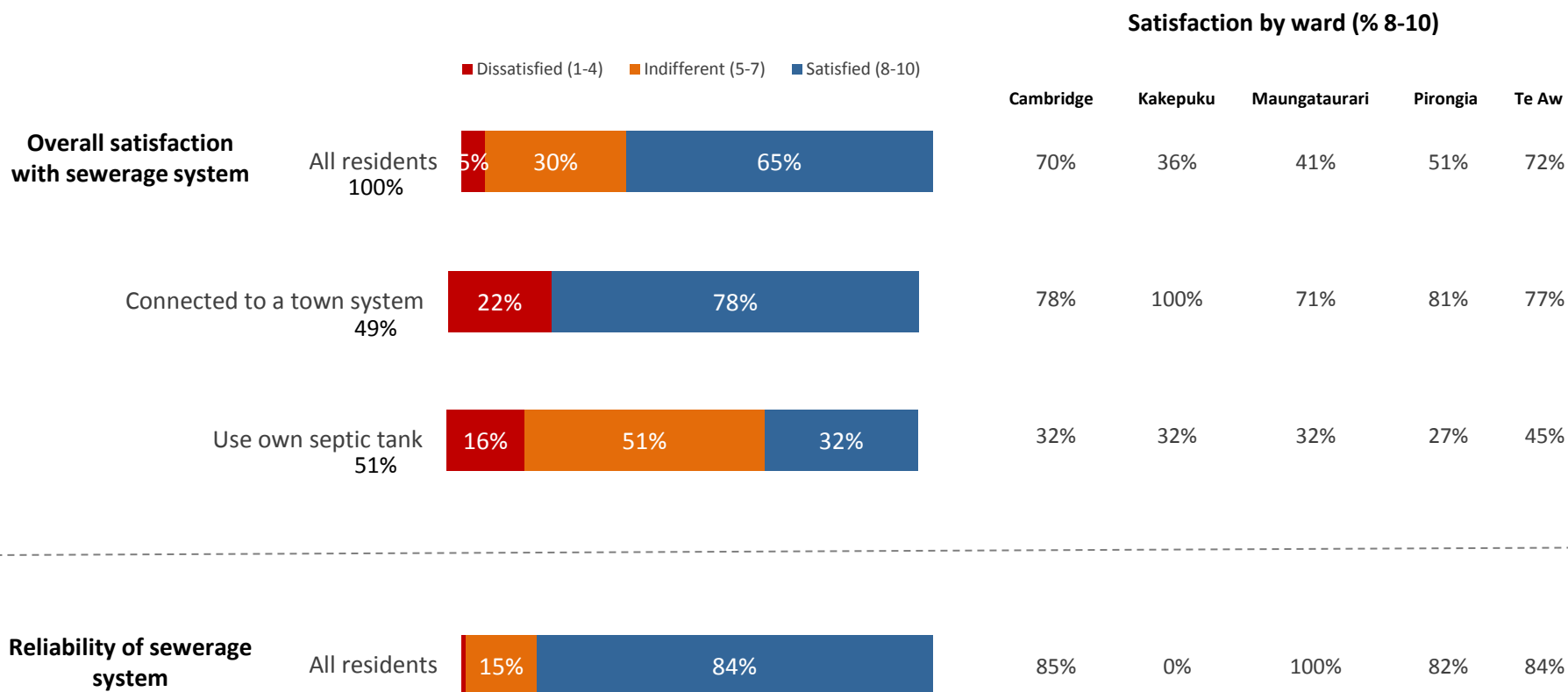
NOTES:
1. Sample: n=414
2. TW6: Which of the following best describes the sewerage system you use?
3. TW3: Thinking about the Council's management of its sewerage (wastewater) system, on the scale of 1- 10, how would you rate...

Although satisfaction with the district's stormwater systems is low, relatively few people are particularly dissatisfied (12%)

Water management: Stormwater systems

Satisfaction by ward (% 8-10)

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

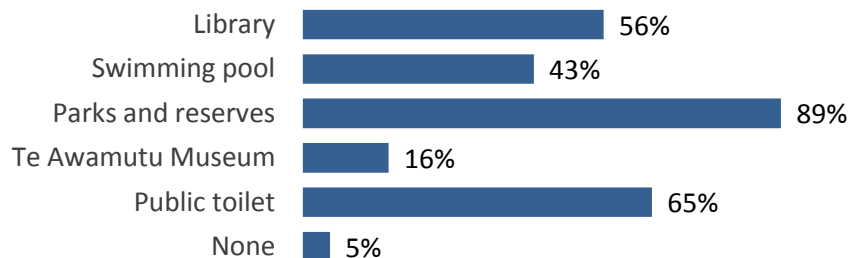|	Dissatisfied (1-4)	Indifferent (5-7)	Satisfied (8-10)	Cambridge	Kakepuku	Maungataurari	Pirongia	Te Aw
Keeping roads and pavements free of flooding	13%	43%	44%	46%	47%	25%	47%	44%
Overall satisfaction with stormwater systems	12%	44%	44%	44%	54%	27%	46%	47%

NOTES:
1. Sample: n=414
2. TW4_A: On the scale of 1- 10, how would you rate your satisfaction with the stormwater system in terms of keeping roads and pavements free of flooding?
3. TW4_B: On the scale of 1- 10, how would you rate your satisfaction with the stormwater system in terms of how satisfied you are with the stormwater systems in the District overall?
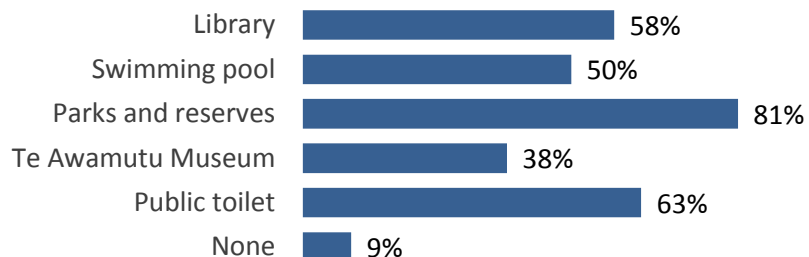
A high proportion of residents are making use of the district's parks and reserves with this being particularly high in Cambridge (91%)

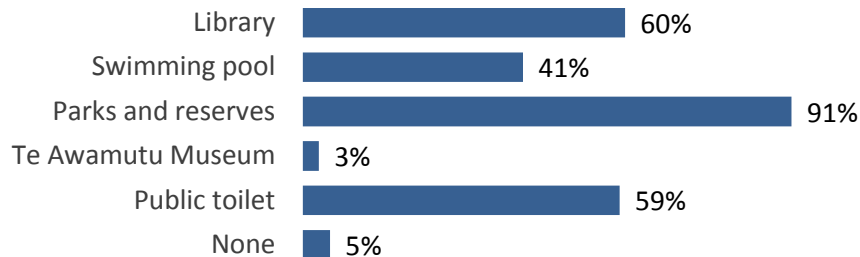## Elective facilities and services: Used in last year

Total population

Library	56%
Swimming pool	43%
Parks and reserves	89%
Te Awamutu Museum	16%
Public toilet	65%
None	5%

Te Awamutu

Library	58%
Swimming pool	50%
Parks and reserves	81%
Te Awamutu Museum	38%
Public toilet	63%
None	9%

Cambridge

Library	60%
Swimming pool	41%
Parks and reserves	91%
Te Awamutu Museum	3%
Public toilet	59%
None	5%

NOTES:
1. Sample: n=414
2. CF1: Which of the following facilities have you visited or used in the last year? [MULTIPLE RESPONSE]

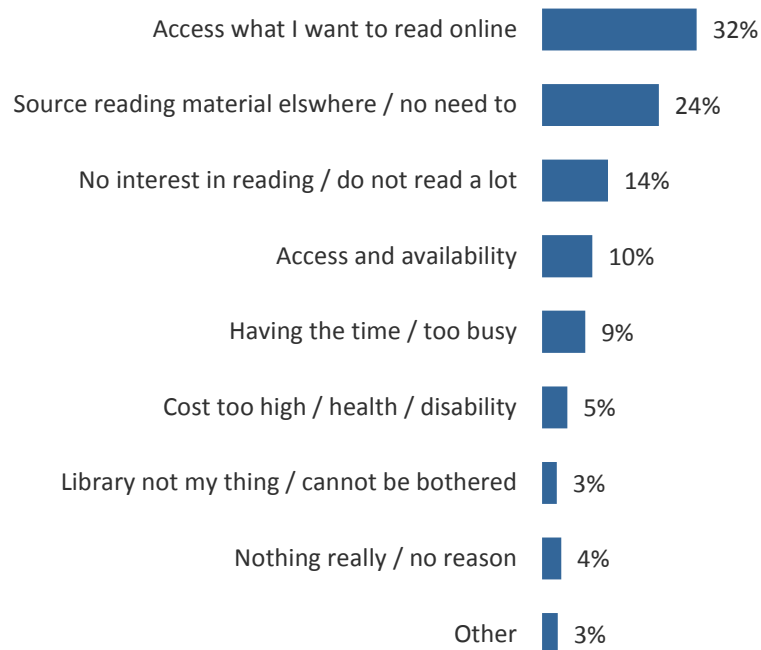Supplementary Analysis: Elective facilities and services

Residents who don't use the library mostly indicate that they either access reading material online or from alternative sources

Elective facilities and services: Library use

**Not used the Library
in last 12 months**

44%

Reasons for non use

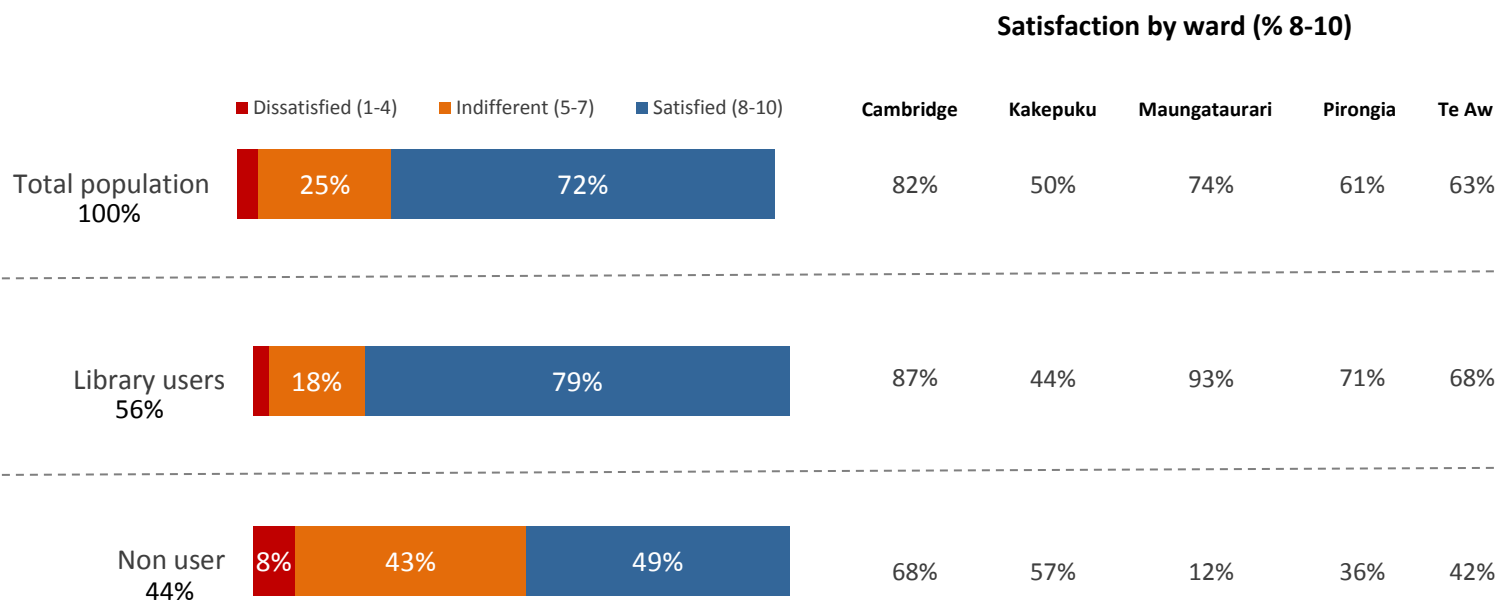|	
Access what I want to read online	32%
Source reading material elswhere / no need to	24%
No interest in reading / do not read a lot	14%
Access and availability	10%
Having the time / too busy	9%
Cost too high / health / disability	5%
Library not my thing / cannot be bothered	3%
Nothing really / no reason	4%
Other	3%

NOTES:
1. Sample: n= 414; non users n=177
2. CF1: Which of the following facilities have you visited or used in the last year? [MULTIPLE RESPONSE]
3. CF4: What are the reasons you have not used a library in the last 12 months?

Satisfaction with the library service is particularly high and as expected, those using the service tend to be more satisfied than non-users
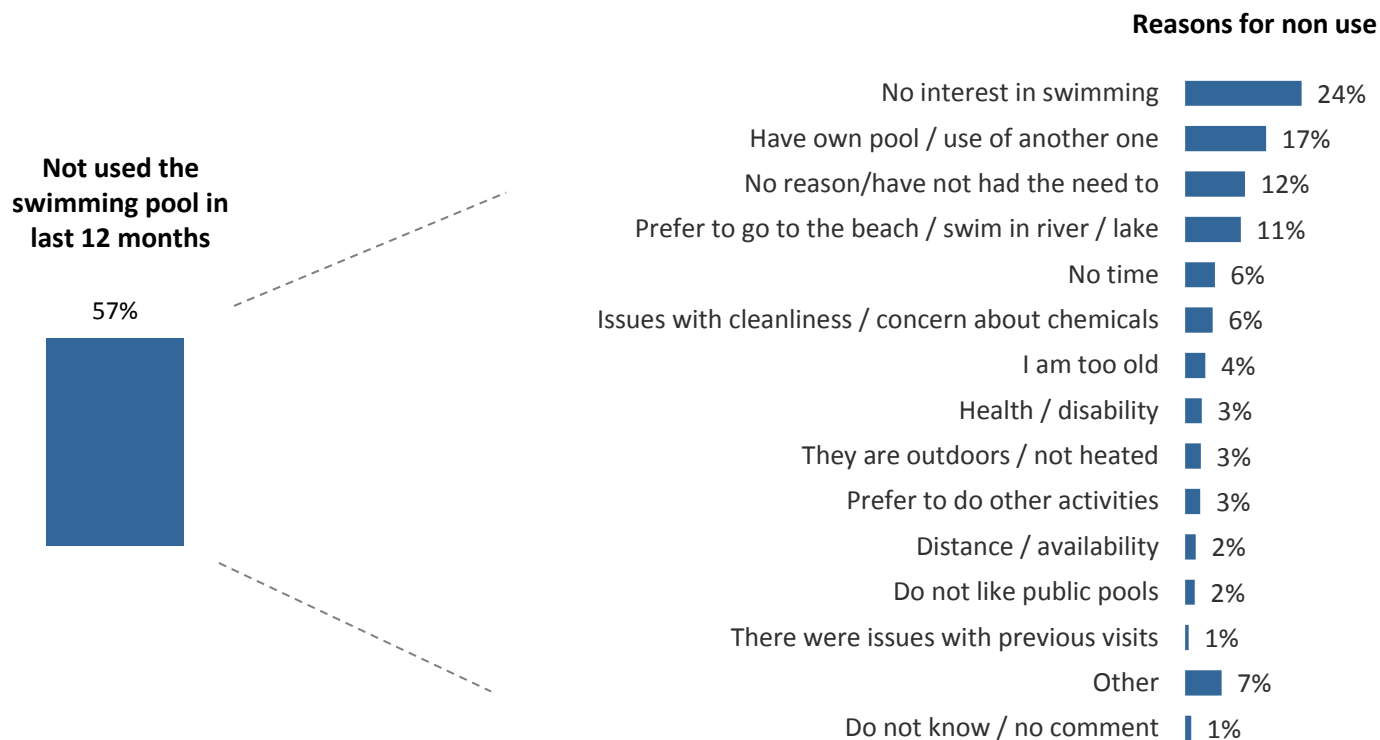
Elective facilities and services: Library use

Satisfaction by ward (% 8-10)

Legend: ■ Dissatisfied (1-4) ■ Indifferent (5-7) ■ Satisfied (8-10)

	Dissatisfied (1-4)	Indifferent (5-7)	Satisfied (8-10)	Cambridge	Kakepuku	Maungataurari	Pirongia	Te Aw
Total population 100%		25%	72%	82%	50%	74%	61%	63%
Library users 56%		18%	79%	87%	44%	93%	71%	68%
Non user 44%	8%	43%	49%	68%	57%	12%	36%	42%

NOTES:
1. Sample: n=414 ; users n=237 ; non users n=177
2. CF1: Which of the following facilities have you visited or used in the last year? [MULTIPLE RESPONSE]
3. CF2_A: Based on your experience or impressions, how would you rate your overall satisfaction with the District's libraries?

Most who don't use the swimming pools say that they have no interest in swimming or that they have access to private facilities
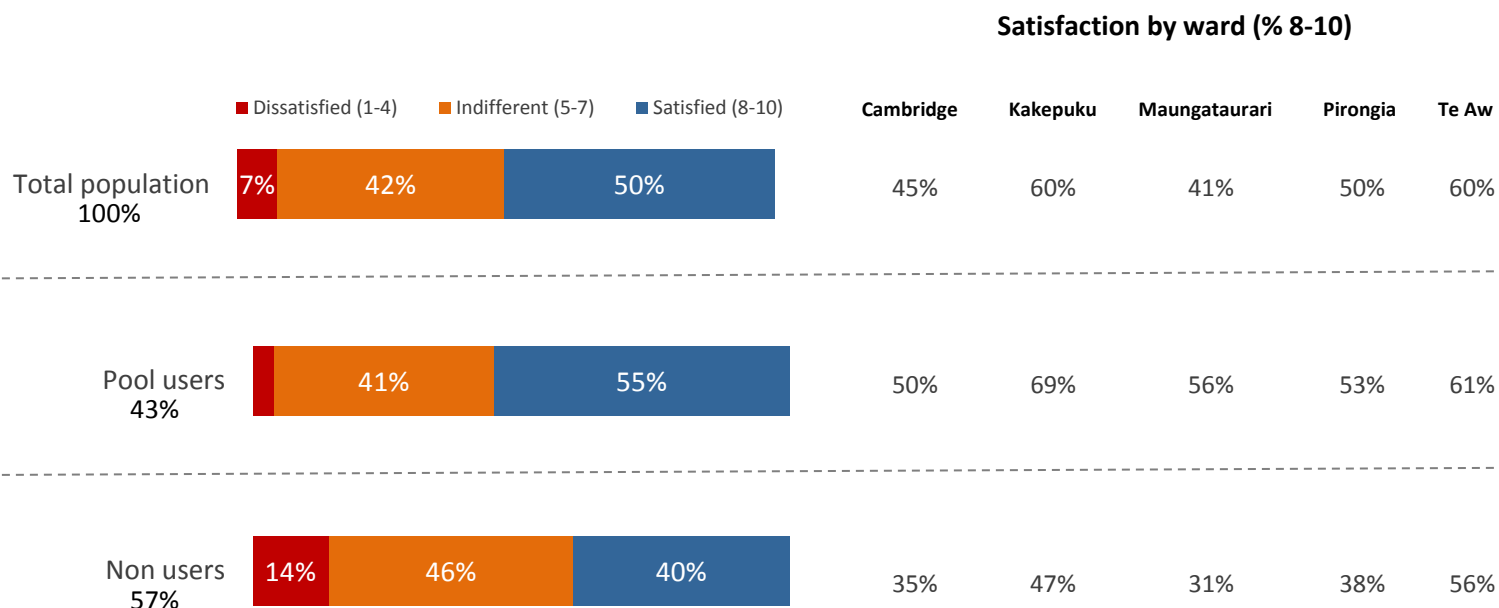
Elective facilities and services: Swimming pool use

Reasons for non use

Not used the swimming pool in last 12 months

57%

Reason	%
No interest in swimming	24%
Have own pool / use of another one	17%
No reason/have not had the need to	12%
Prefer to go to the beach / swim in river / lake	11%
No time	6%
Issues with cleanliness / concern about chemicals	6%
I am too old	4%
Health / disability	3%
They are outdoors / not heated	3%
Prefer to do other activities	3%
Distance / availability	2%
Do not like public pools	2%
There were issues with previous visits	1%
Other	7%
Do not know / no comment	1%

NOTES:
1. Sample: n= 414; non users n=240
2. CF1: Which of the following facilities have you visited or used in the last year? [MULTIPLE RESPONSE]
3. CF5: What are the reasons that you have not used a swimming pool in the last 12 months?

Pool users are relatively satisfied with the facilities and of note, very few are particularly dissatisfied (4%)

Elective facilities and services: Swimming pool use

Satisfaction by ward (% 8-10)

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

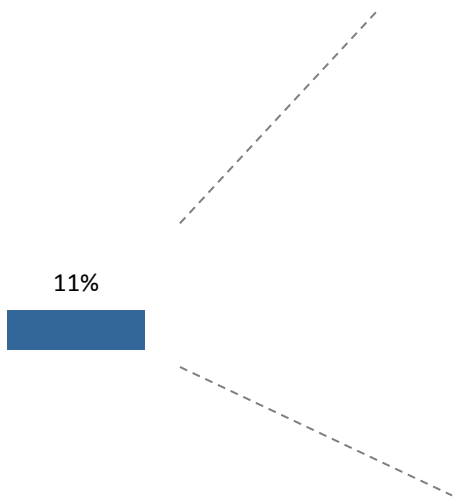|	Dissatisfied (1-4)	Indifferent (5-7)	Satisfied (8-10)	Cambridge	Kakepuku	Maungataurari	Pirongia	Te Aw
Total population 100%	7%	42%	50%	45%	60%	41%	50%	60%
Pool users 43%		41%	55%	50%	69%	56%	53%	61%
Non users 57%	14%	46%	40%	35%	47%	31%	38%	56%

NOTES:
1. Sample: n=414 ; users n=174; non users n=240
2. CF1: Which of the following facilities have you visited or used in the last year? [MULTIPLE RESPONSE]
3. CF2_B: Based on your experience or impressions, how would you rate your overall satisfaction with the swimming pools?
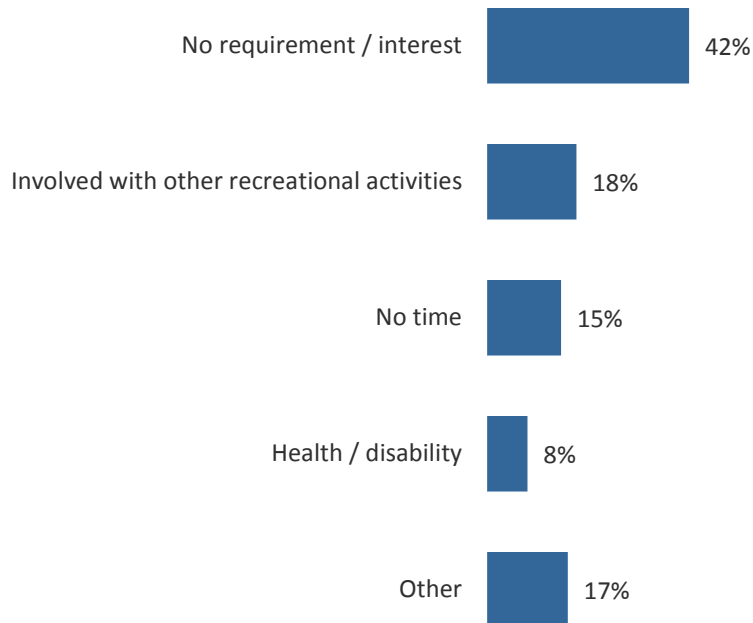
The small proportion of residents who don't use the district's parks either have no interest or are involved in recreational activities that don't necessitate the use of public outdoor spaces

Elective facilities and services: Parks and reserves

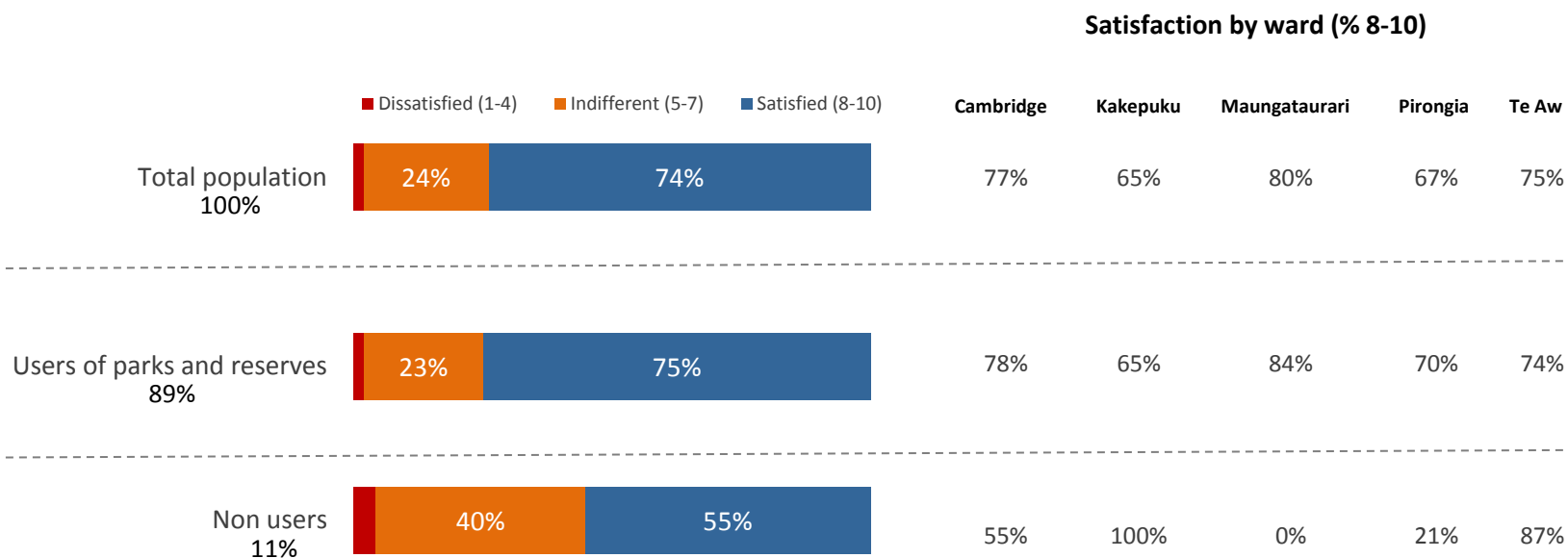**Not used parks and reserves in last 12 months**

11%

Reasons for non use

No requirement / interest	42%
Involved with other recreational activities	18%
No time	15%
Health / disability	8%
Other	17%

NOTES:
1. Sample: n=414; non users n=48
2. CF1: Which of the following facilities have you visited or used in the last year? [MULTIPLE RESPONSE]
3. CF6: What are the reasons that you haven't used any of the parks and reserves in the last 12 months?

Overall satisfaction with how the Council maintains it's parks and reserves is high, particularly among users with three quarters being very satisfied

Elective facilities and services: Parks and reserves

Satisfaction by ward (% 8-10)

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

	Dissatisfied (1-4)	Indifferent (5-7)	Satisfied (8-10)	Cambridge	Kakepuku	Maungataurari	Pirongia	Te Aw
Total population 100%		24%	74%	77%	65%	80%	67%	75%
Users of parks and reserves 89%		23%	75%	78%	65%	84%	70%	74%
Non users 11%		40%	55%	55%	100%	0%	21%	87%

NOTES:
1. Sample: n=414 ; users n=366 ; non users n=48
2. CF1: Which of the following facilities have you visited or used in the last year? [MULTIPLE RESPONSE]
3. CF2_C: Based on your experience or impressions, how would you rate your overall satisfaction with the parks and reserves?
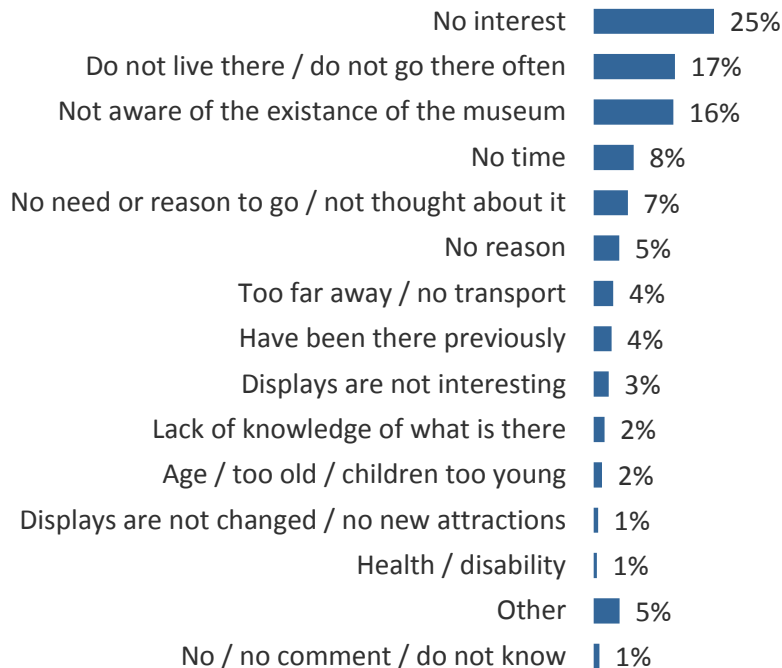
A high proportion of residents (84%) have not visited the museum in the last year with most saying that they lack interest or that they were unaware of its existence

Elective facilities and services: Te Awamutu Museum

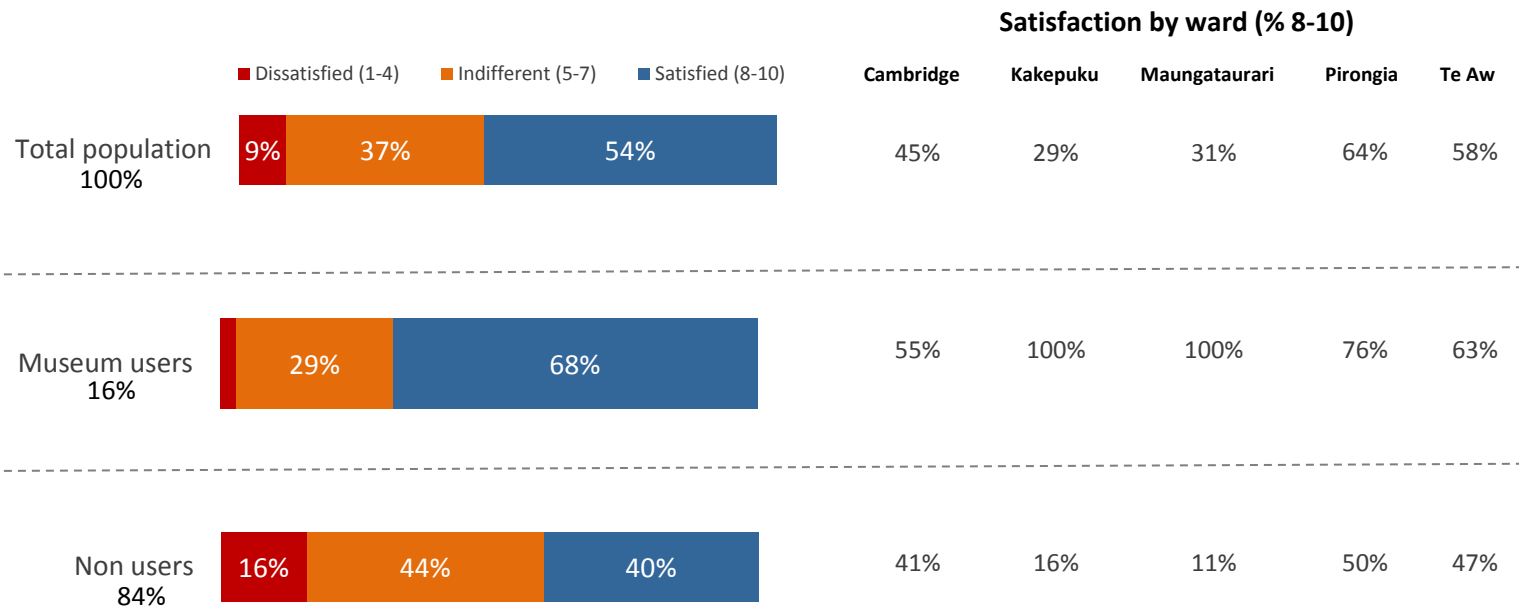**Not used Te Awamutu Museum in last 12 months**

84%

Reasons for non use

No interest	25%
Do not live there / do not go there often	17%
Not aware of the existance of the museum	16%
No time	8%
No need or reason to go / not thought about it	7%
No reason	5%
Too far away / no transport	4%
Have been there previously	4%
Displays are not interesting	3%
Lack of knowledge of what is there	2%
Age / too old / children too young	2%
Displays are not changed / no new attractions	1%
Health / disability	1%
Other	5%
No / no comment / do not know	1%

NOTES:
1. Sample: n=414 ; non users n=352
2. CF1: Which of the following facilities have you visited or used in the last year? [MULTIPLE RESPONSE]
3. CF7: What are the reasons you haven't used the Te Awamutu Museum in the last 12 months?

Those who have used the facility within the last year are mostly very satisfied (68%) which is much higher than those who have not had a recent visit

Elective facilities and services: Te Awamutu Museum

Legend: ■ Dissatisfied (1-4) ■ Indifferent (5-7) ■ Satisfied (8-10)

	Dissatisfied (1-4)	Indifferent (5-7)	Satisfied (8-10)
Total population 100%	9%	37%	54%
Museum users 16%		29%	68%
Non users 84%	16%	44%	40%

Satisfaction by ward (% 8-10)

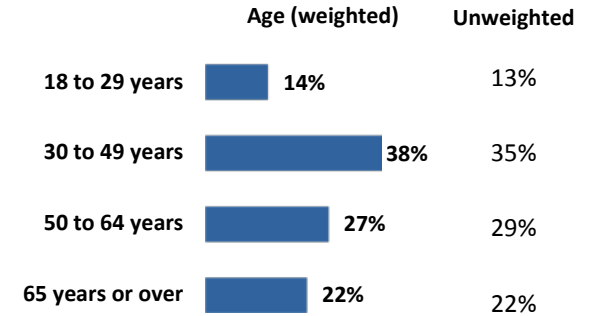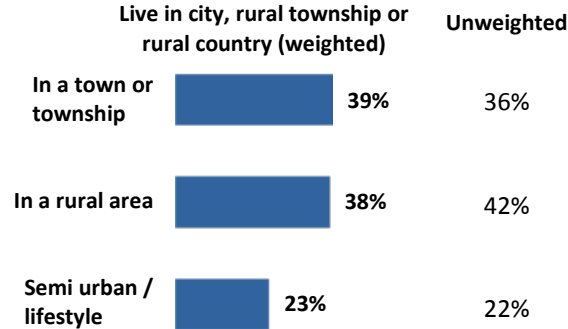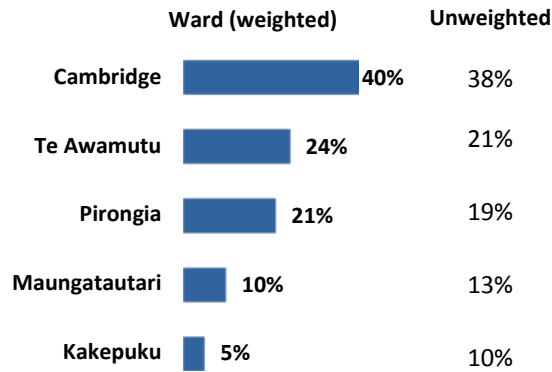|	Cambridge	Kakepuku	Maungataurari	Pirongia	Te Aw
Total population 100%	45%	29%	31%	64%	58%
Museum users 16%	55%	100%	100%	76%	63%
Non users 84%	41%	16%	11%	50%	47%

NOTES:
1. Sample: n=414 ; users n=62 ; non users n=352
2. CF1: Which of the following facilities have you visited or used in the last year? [MULTIPLE RESPONSE]
3. CF2_D: Based on your experience or impressions, how would you rate your overall satisfaction with the Te Awamutu Museum?
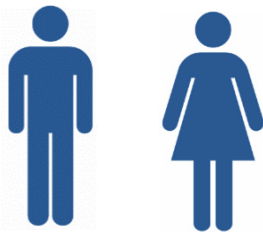
Sample profile

Demographic Profile

Ward (weighted) — Unweighted

Ward	Weighted	Unweighted
Cambridge	40%	38%
Te Awamutu	24%	21%
Pirongia	21%	19%
Maungatautari	10%	13%
Kakepuku	5%	10%

Live in city, rural township or rural country (weighted) — Unweighted

	Weighted	Unweighted
In a town or township	39%	36%
In a rural area	38%	42%
Semi urban / lifestyle	23%	22%

Age (weighted) — Unweighted

Age	Weighted	Unweighted
18 to 29 years	14%	13%
30 to 49 years	38%	35%
50 to 64 years	27%	29%
65 years or over	22%	22%

Gender

	Male	Female
Weighted	53%	47%
Unweighted	43%	57%

Ethnicity (weighted) — Unweighted

Ethnicity	Weighted	Unweighted
New Zealand European / Pakeha / all others	84%	88%
New Zealand Maori	16%	12%
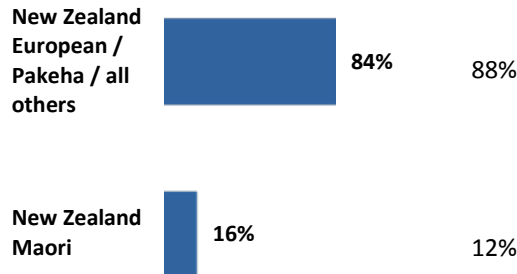
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Waipa
DISTRICT COUNCIL

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