



Waipa District Council

Annual Residents' Survey

Contents

Introduction, objectives and methodology	Page 3
Executive summary	Page 5
Summary of key performance indicators	Page 6
Understanding reputation	Page 12
Drivers of overall satisfaction	Page 17
Waipa lifestyle	Page 32
Awareness and participation in decision-making	Page 34
Supplementary analysis: Reputation	Page 39
Supplementary analysis: Water management	Page 43
Supplementary analysis: Elective facilities and services	Page 48
Sample profile	Page 57

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 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. Following an initial survey in May – June 2016, data collection has been managed to quarterly targets between 6th September 2016 and 26th June 2017. A total of 414 responses were collected for the 2016 year and 401 responses for the 2017 year, the latter being comprised of Q1 = 110, Q2 = 106, Q3 = 91 and Q4 = 94
- 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
- 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%
- Statistical significance testing has used a 90% confidence interval when testing for differences relative to the prior year

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 ten-point interval scale where 1 means *'Poor'* and 10 means *'Excellent'*

The ten-point scale



Benefits

- Improved precision since residents can provide greater granularity with their responses
- Greater sensitivity to changes in satisfaction over time because there is wider scope for different responses
- The wider range of responses means we can apply more advanced statistical procedures to understand drivers of satisfaction
- Results on a ten-point scale can be directly used to assess probabilities, where conversion from other scales is less accurate

Executive summary

1

Residents have a great deal of pride in their district (73%) and while only 39% of residents are *'very satisfied'* with the council's overall performance, there is a small increase in the score relative to the last survey. Satisfaction is highest in relation to public facilities and infrastructure (65%)

2

Relative to last year, evaluation of public facilities, water supply, footpaths and libraries all show a significant improvement. Evaluation of a number of aspects of the organisation's reputation are also higher; *'spending wisely'*, *'competency to achieve good outcomes'* and *'working in the best interests of the community'*

3

The Waipa District Council has a strong reputation with the majority of residents classified as *'Champions'* (62%), having positive perceptions of the work that Council delivers to the community and a positive emotional connection. The benchmark score remains in line with 2016 and within the *'Excellent'* range

4

While reputation is a strength, there remains potential to further improve the result by demonstrating capabilities around financial management. This area has considerable influence over the district's reputation and relative to other results, it is an area that is somewhat weaker in terms of residents' evaluations

5

The most significant opportunity relates to improving value for money perceptions in relation to rates and other fees. Value perceptions continue to have a high impact on the overall satisfaction measure (46%) and as performance is relatively low, this is adversely influencing the overall satisfaction result

6

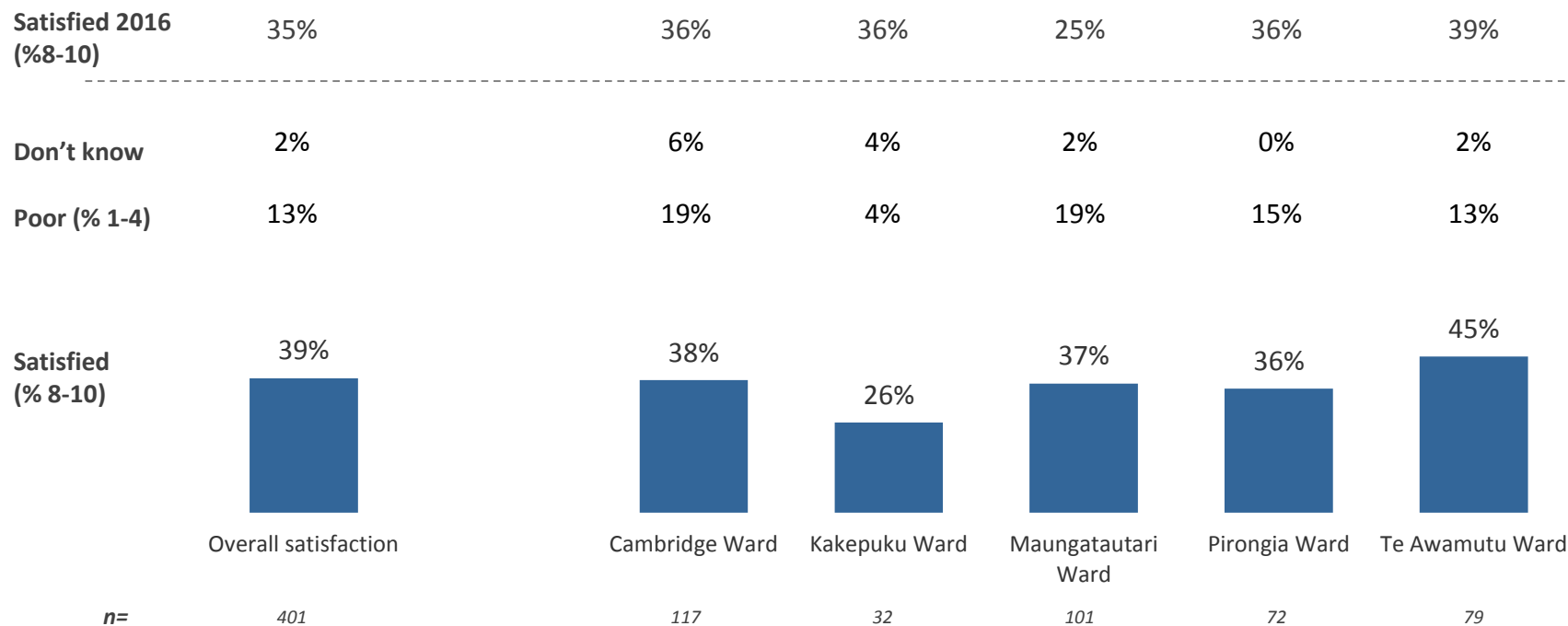
Residents have little knowledge of the Council and its various activities with only 16% stating that they have reasonably good knowledge. There is also poor recognition of community boards with only half (56%) correctly recognising that they act as an advocate for the community, this being about the same as in 2016



Summary of key performance indicators

Satisfaction with Council’s performance indicates a small improvement over the 2016 result although the change is not conclusive, this being within the confidence limits for the study

Overall performance



NOTES:

1. Sample: n=401; Cambridge n=117; Kakepuku n=32; Maungatautari n=101; Pirongia n=72; Te Awamutu n=79

2. OVERP. 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 continue to express a high level of pride in the district and there has been a significant increase in satisfaction with *'overall public facilities'* compared to 2016

Overall performance summary

	Poor (% 1-4)	Indifferent (% 5-7)	Satisfied (% 8-10)	Satisfaction by township (% 8-10)			
				2016 (%8-10)	Don't know	Cambridge	Te Awamutu
Pride in the Waipa District	25%	73%	71%	0%	75%	71%	
Satisfaction with community boards	10%	58%	32%	29%	17%	33%	31%
<hr/>							
Overall reputation	7%	53%	39%	44%	2%	38%	41%
- Leadership	11%	48%	41%	39%	3%	37%	46%
- Trust	14%	51%	35%	32%	3%	34%	36%
- Financial performance	13%	59%	28%	25%	13%	27%	29%
- Service quality		52%	42%	45%	1%	38%	48%
<hr/>							
Overall value for money	20%	52%	28%	29%	5%	27%	30%
<hr/>							
Service, infrastructure and public facilities		52%	42%	45%	1%	38%	48%
- Overall water management	8%	46%	46%	43%	14%	44%	49%
- Overall roads and footpaths	6%	49%	45%	41%	1%	51%	38%
- Overall public facilities		33%	65%	59%	5%	59%	72%
- Regulatory services	11%	52%	37%	43%	13%	35%	39%

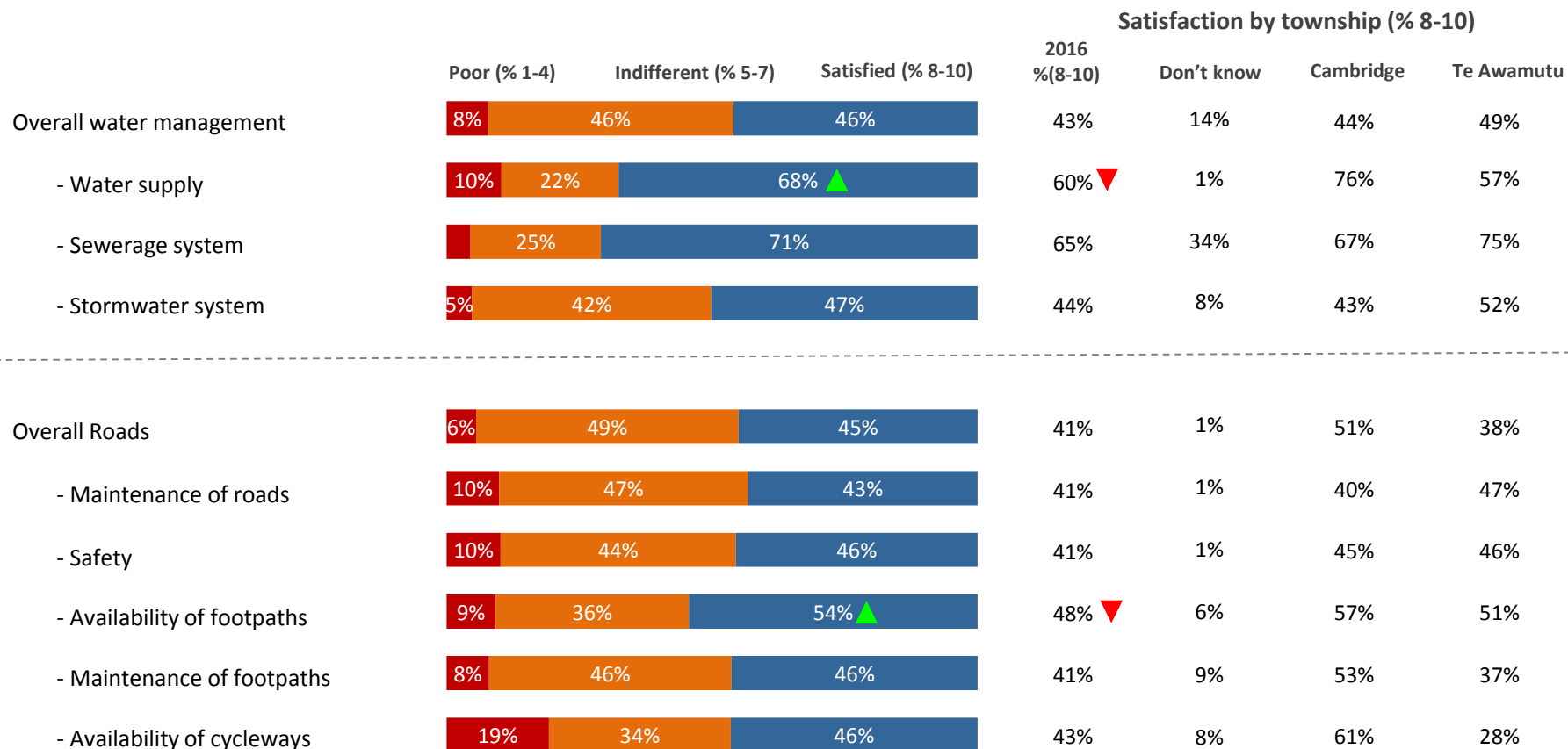
NOTES:

1. Sample: n=401
2. Excludes 'Don't know' responses
3. Significance testing has used a 90% confidence interval

▲ Significantly higher than x
▼ Significantly lower than x

There has been a significant increase in satisfaction with the water supply (68%) and availability of footpaths (54%), while performance in relation to other infrastructure is in line with 2016

Performance summary: Water management and roads

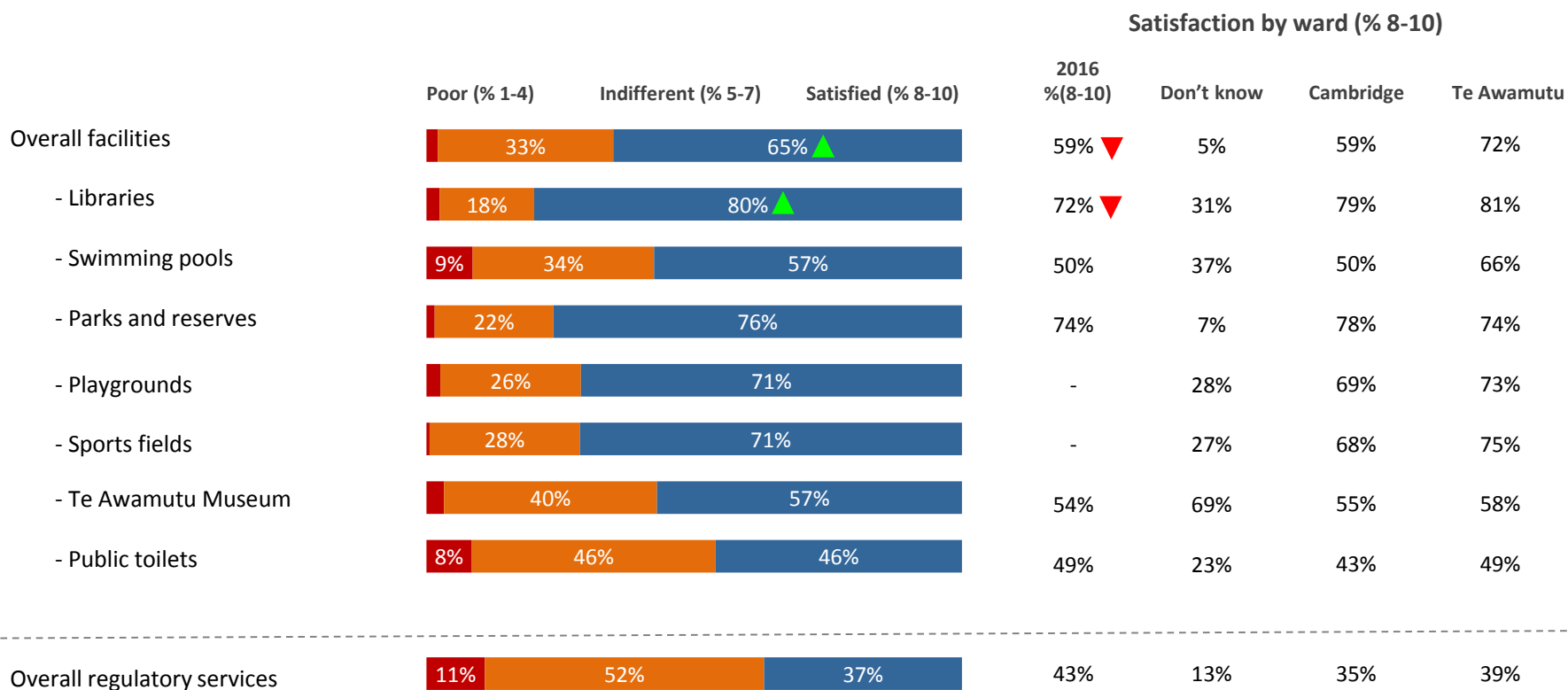


NOTES:
 1. Sample: n=401
 2. Excludes 'Don't know' responses
 3. Significance testing has used a 90% confidence interval

▲ Significantly higher than x
 ▼ Significantly lower than x

Satisfaction with the district’s public facilities remains high and there has been a significant increase in both the overall result and in relation to the district’s libraries

Performance summary: Facilities and regulatory services

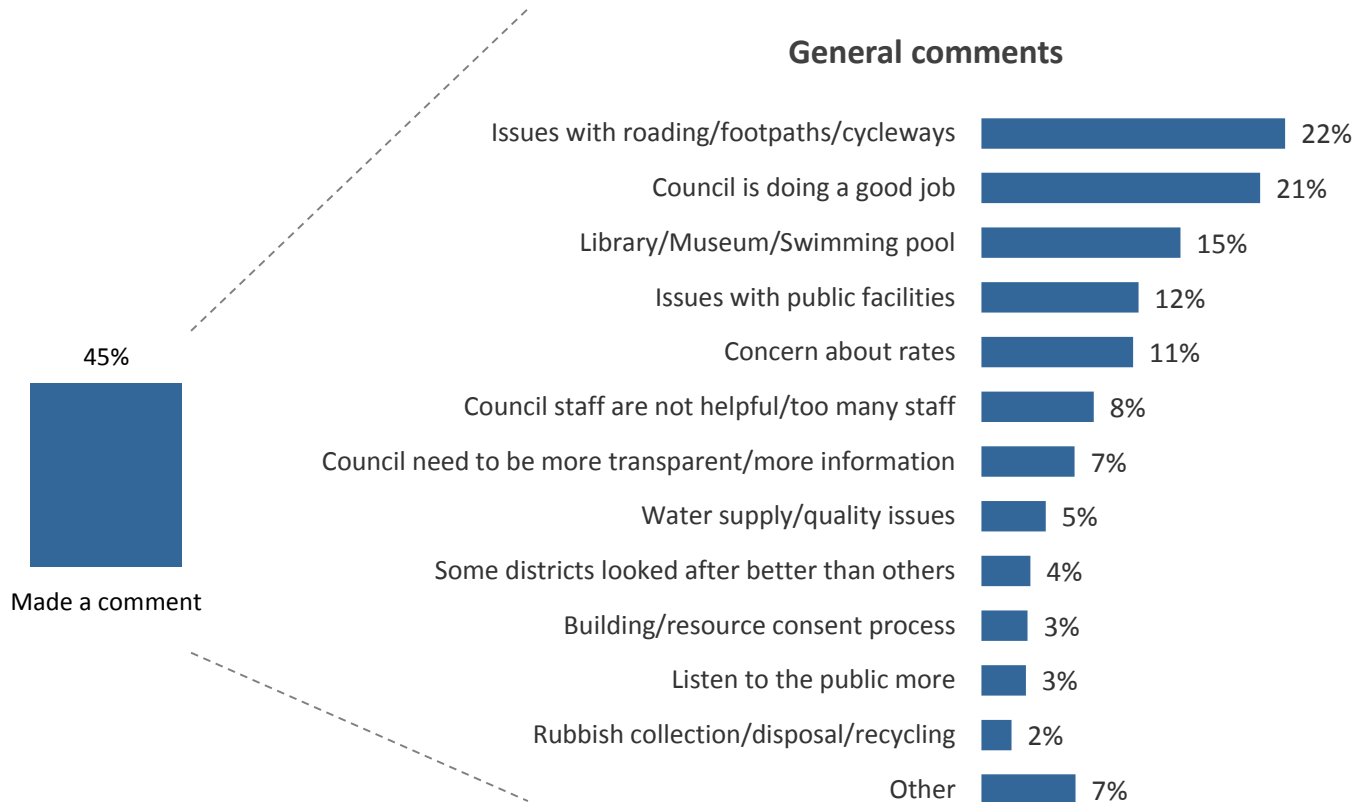


NOTES:
 1. Sample: n=401
 2. Excludes 'Don't know' responses
 3. Significance testing has used a 90% confidence interval

▲ Significantly higher than x
 ▼ Significantly lower than x

Over half of respondents offered general comments and of these, issues with roading were most frequently cited, while a fifth made positive comments about the Waipa District Council

General comments



NOTES:
 1. Sample: n=401
 2. GEN. Are there any other comments that you would like to make about the Waipa District Council?

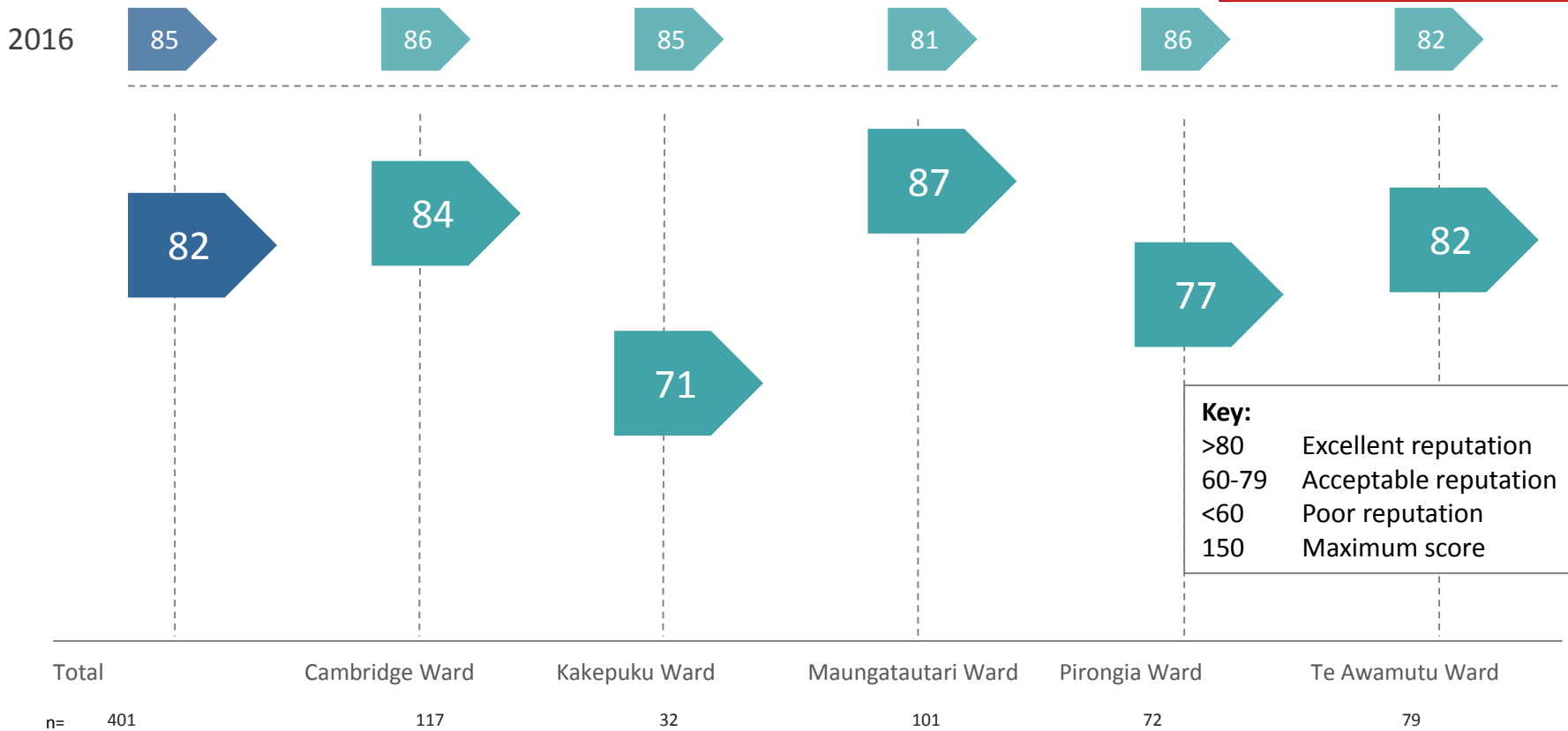


Understanding reputation

The Waipa District Council's overall reputation remains strong with the benchmark score in line with the previous year

Reputation benchmarks

Caution: Small sample for Kakepuku so the result is not conclusive

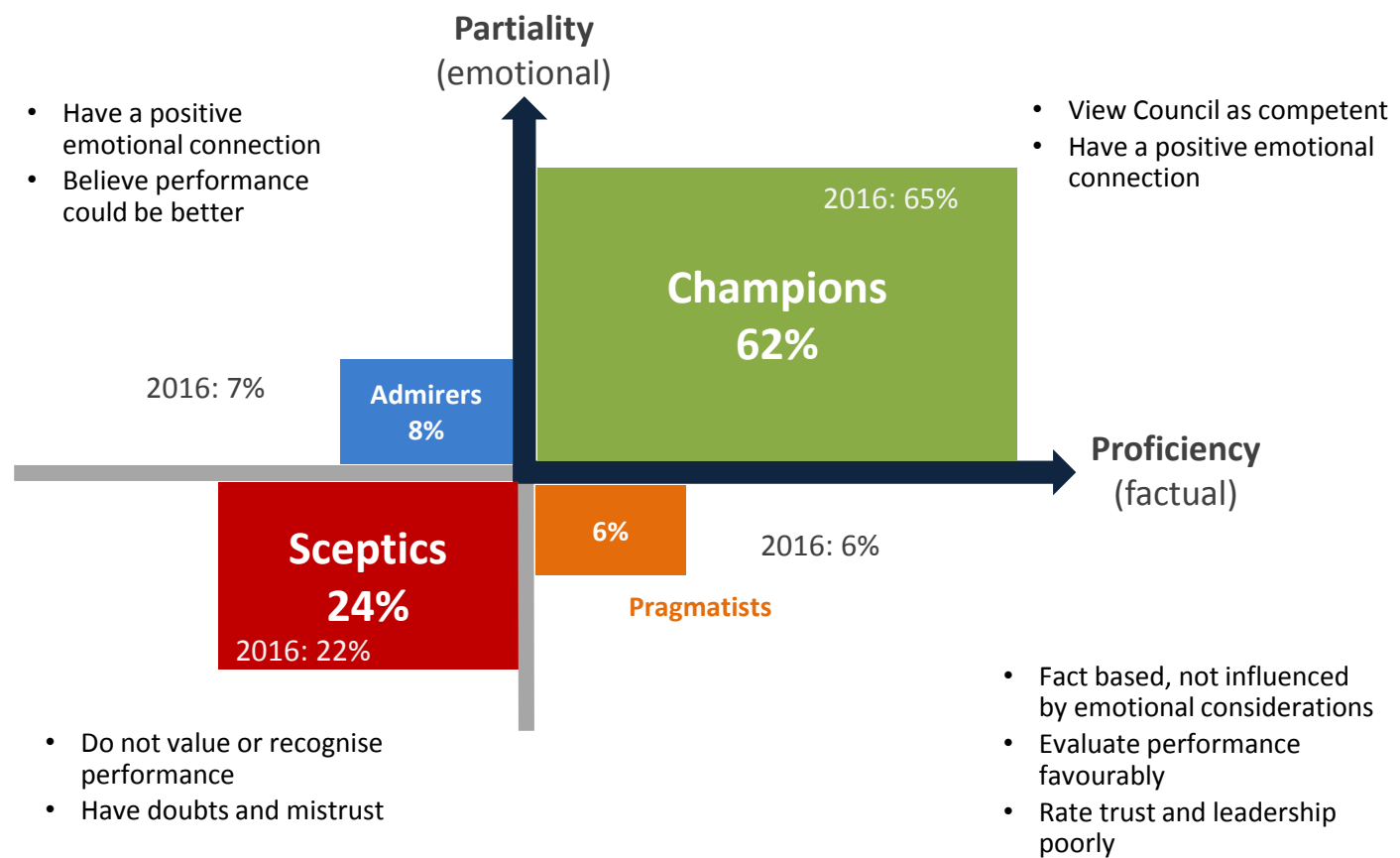


NOTES:

1. Sample n=401
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 about two thirds of residents recognising that Council does a good job, while also having a positive emotional connection

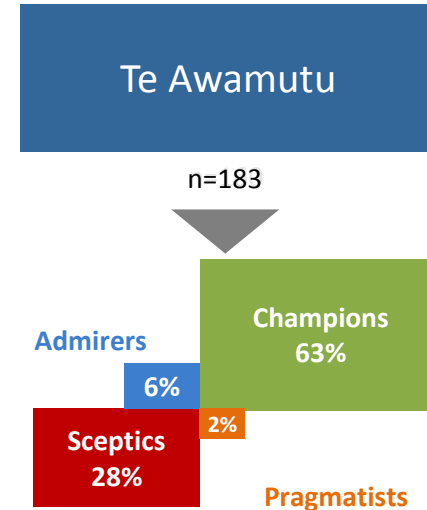
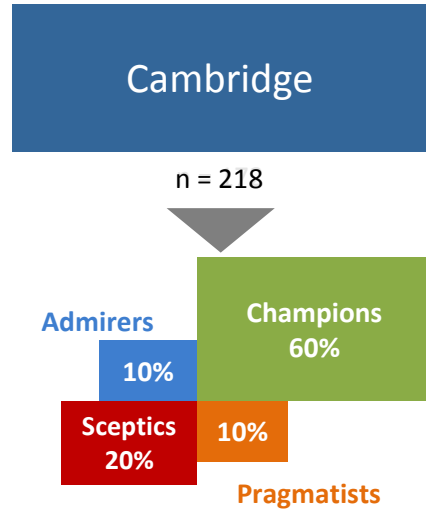
Reputation profile



NOTES:
 1. Sample: n=401. Excludes those who did not answer all reputation questions, n=79
 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

The reputation profiles for both Te Awamutu and Cambridge are similar to those reported last year

Reputation profile: Wards

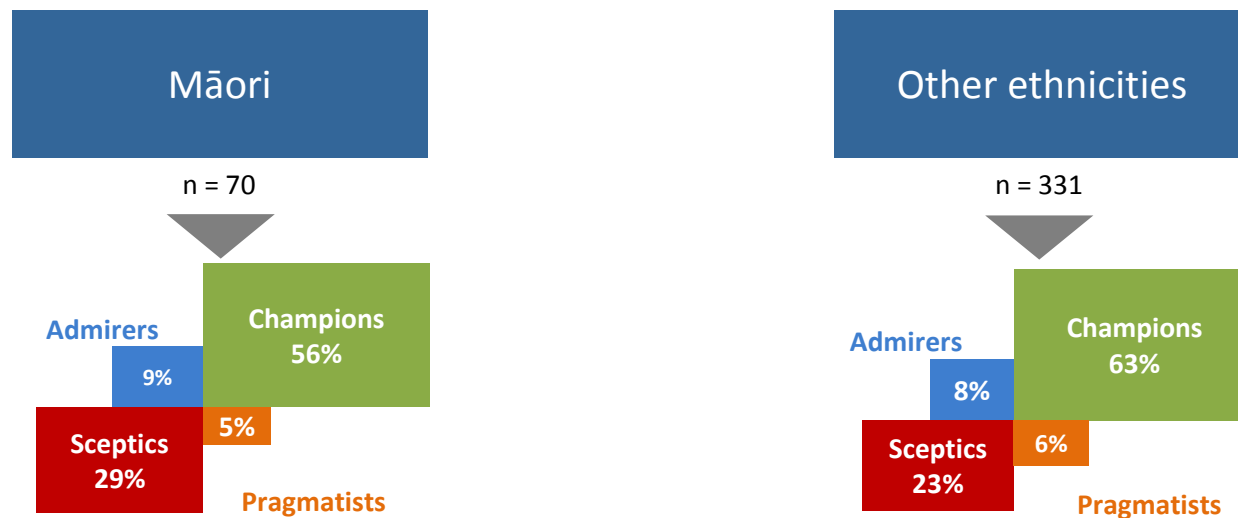


	2016	2017		2016	2017
Admirers	7%	10%	Admirers	7%	6%
Champions	67%	60%	Champions	64%	63%
Pragmatists	7%	10%	Pragmatists	5%	2%
Sceptics	20%	20%	Sceptics	24%	28%

NOTES:
 1. Sample: n=401. Cambridge n=218, Te Awamutu n=183. Excludes those who did not answer all reputation questions, n=79
 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 ethnic groups have a similar reputation profile which is substantially the same as the 2016 year

Reputation profile: Ethnicity



	2016	2017	2016	2017
Admirers	3%	9%	8%	8%
Champions	66%	56%	65%	63%
Pragmatists	7%	5%	6%	6%
Sceptics	25%	29%	21%	23%

NOTES:

1. Sample: n=401. Maori n=70, other ethnicities n=331. Excludes those who did not answer all reputation questions, n=79
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



Drivers of overall satisfaction

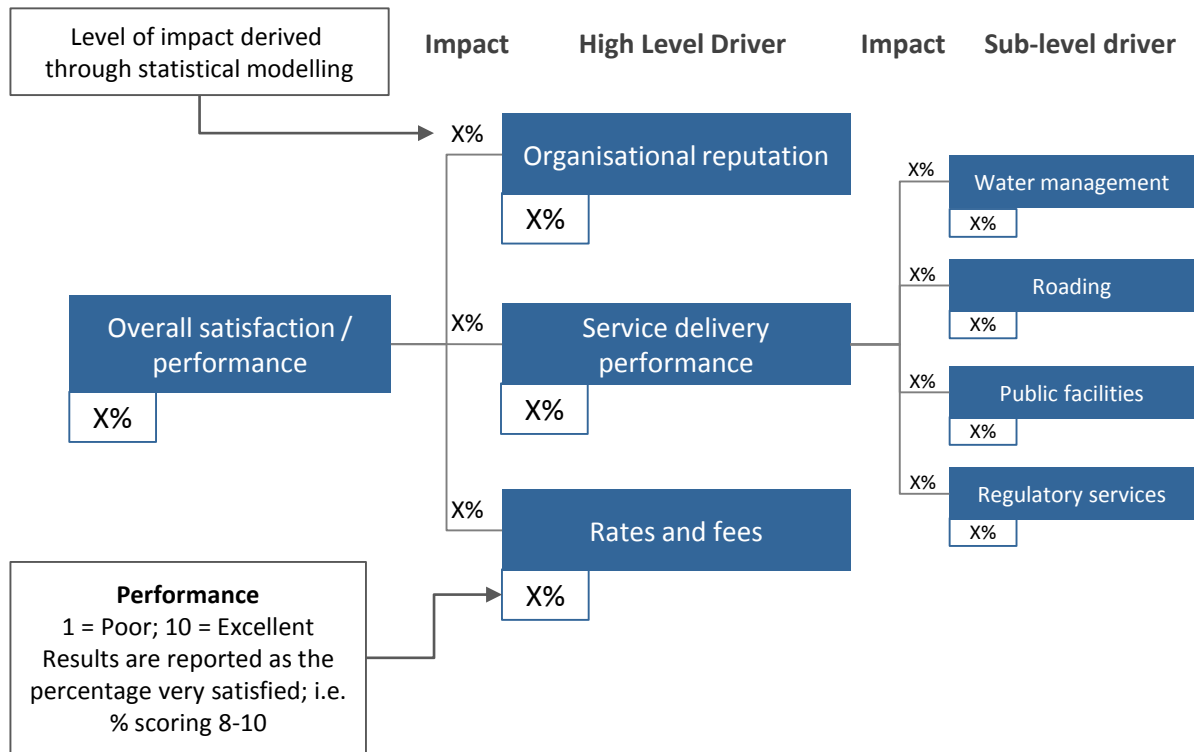
The foundation to our approach is based on determining how residents develop perceptions of their council by understanding how they value what they receive relative to what they pay

The driver model explained

Illustrative

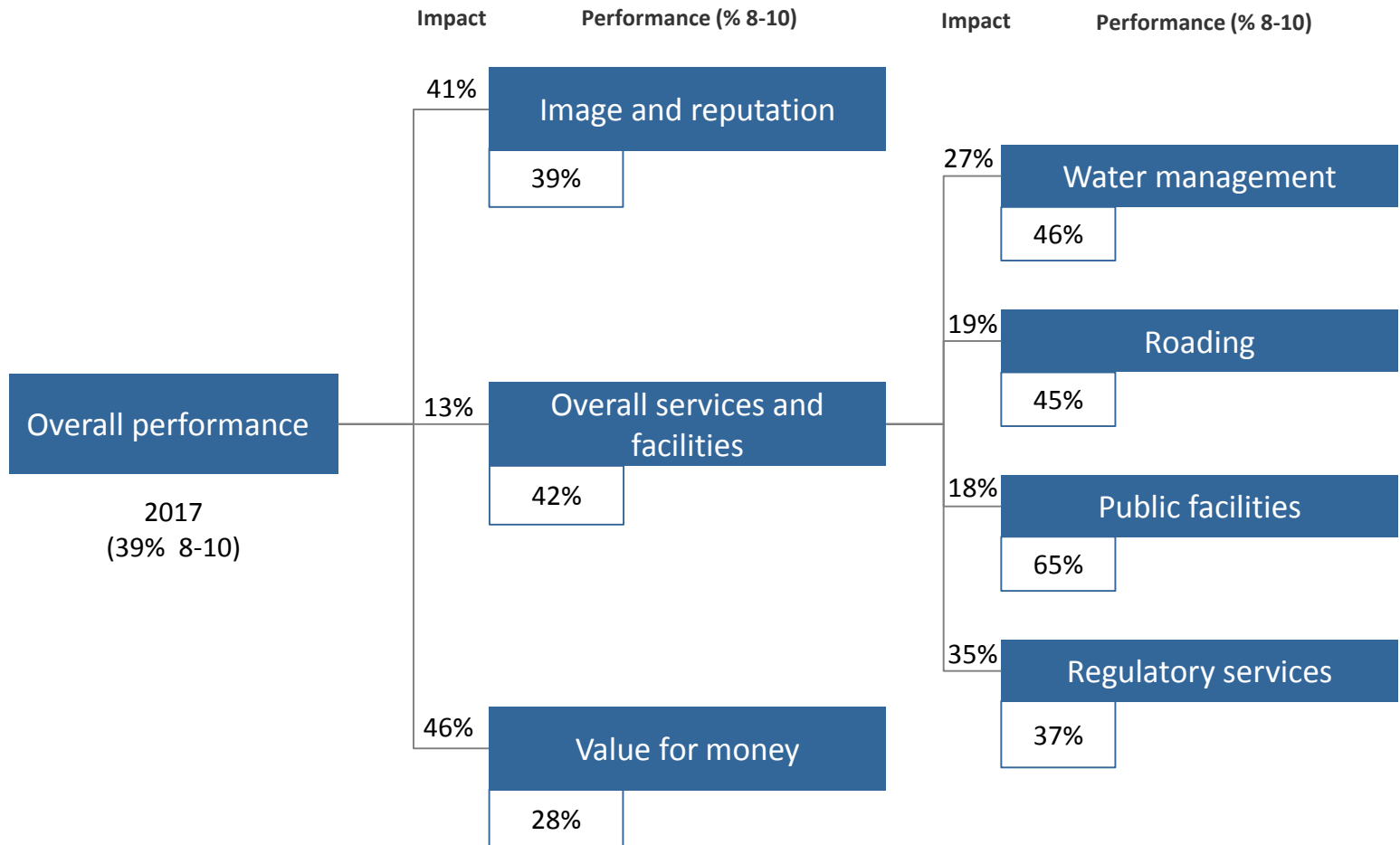
Overview of our driver model

- 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



Residents' perceptions are being influenced most strongly by less tangible measures such as value (46%) and image and reputation (41%), whereas service delivery has a weaker influence

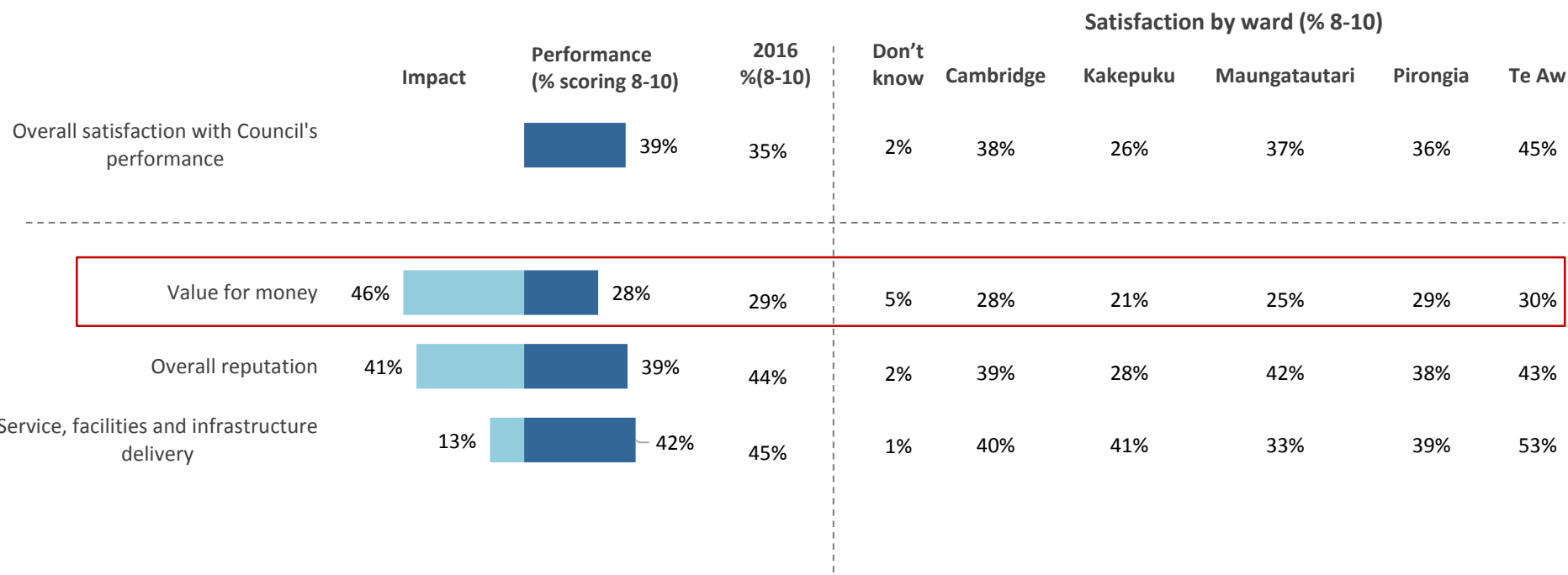
Overall performance



NOTES:
1. Sample: n=401

Value for money has the strongest impact (46%) on overall perceptions and as this is evaluated poorly it is having a negative impact on the overall satisfaction result

Driver analysis: Overall level drivers

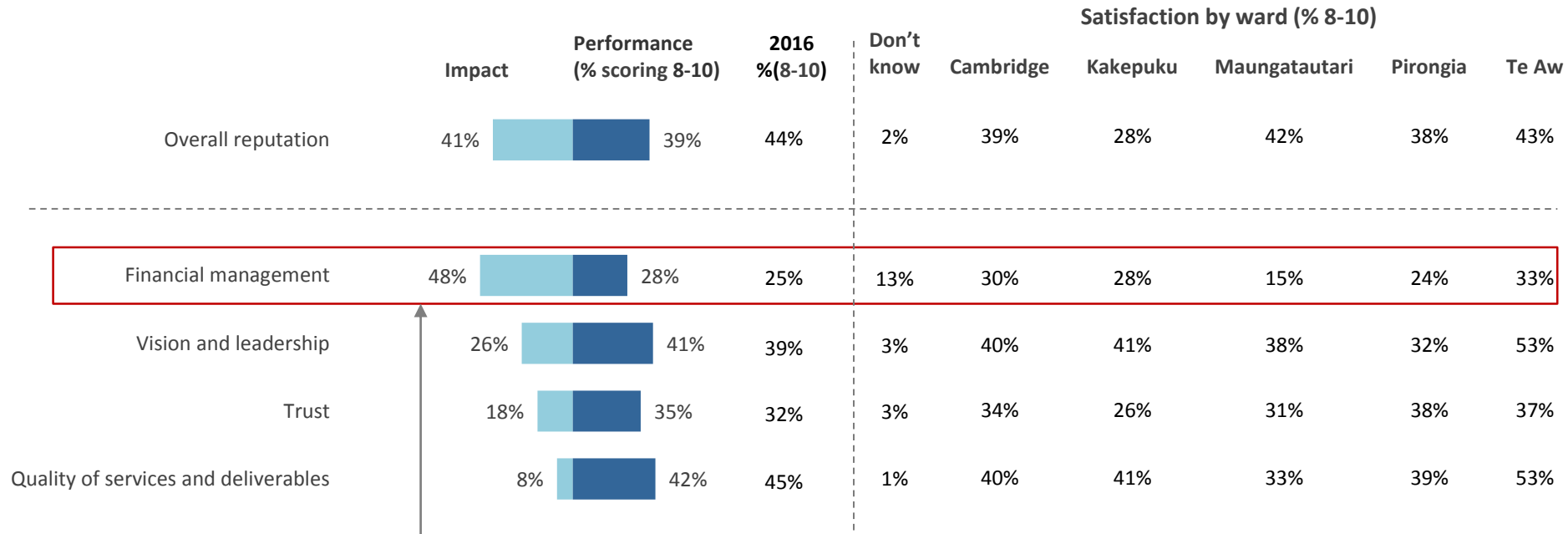


NOTES:

1. Sample: n= 401; Cambridge n=117; Kakepuku n=32; Maungatautari n=101; Pirongia n=72; Te Awamutu n=79
2. OVL: 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 have considerable influence on the overall satisfaction measure and while Council’s reputation is strong, the low score for financial management continues to be a barrier

Driver analysis: Reputation drivers

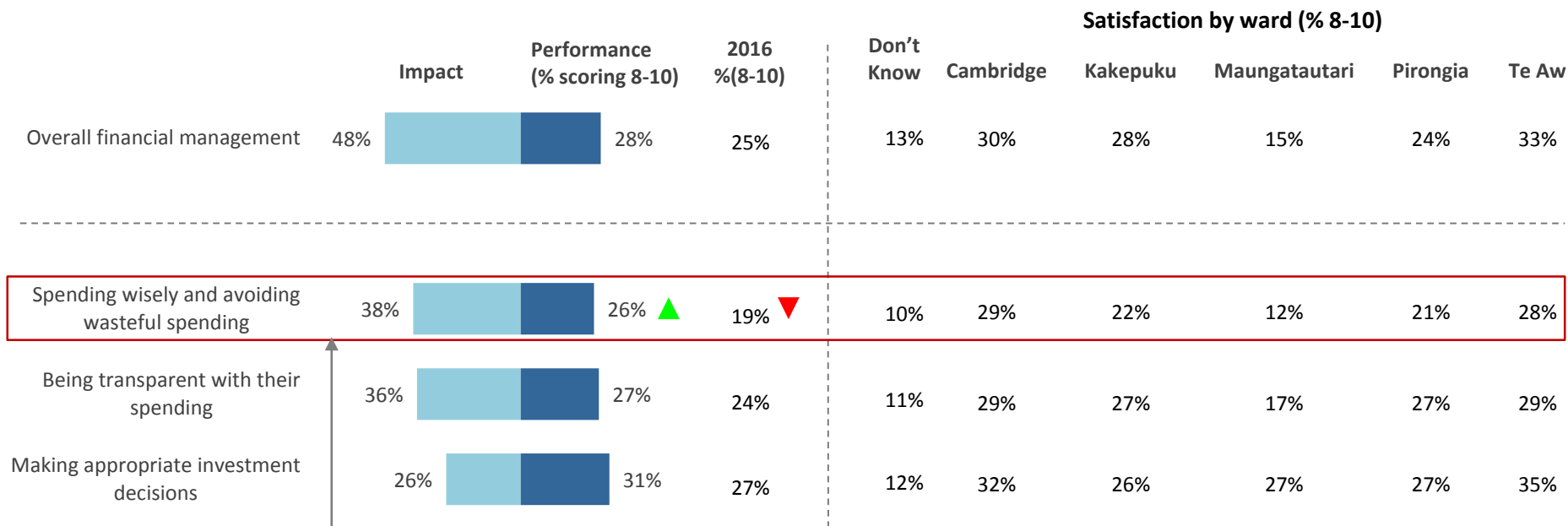


Residents’ evaluation of Council’s performance with financial management is low and as this attribute has the strongest relationship with the overall reputation measure, improving perceptions relating to financial management will have positive implications for both reputation and overall satisfaction.

NOTES:
 1. Sample: n= 401; Cambridge n=117; Kakepuku n=32; Maungatautari n=101; Pirongia n=72; Te Awamutu n=79
 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?

The evaluation for *'spending wisely'* has improved, however the result remains relatively low and as this has a high impact (38%) on perceptions, further improvement would be beneficial

Driver analysis: Reputation drivers



Spending wisely has a significant impact on perceptions of financial management and since performance remains relatively low, further improvement will reflect positively in both reputation and overall satisfaction.







▲ Significantly higher than x
▼ Significantly lower than x

NOTES:

- Sample: n= 401; Cambridge n=117; Kakepuku n=32; Maungatautari n=101; Pirongia n=72; Te Awamutu n=79
- 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?
- Significance testing has used a 90% confidence interval

Within the area of *'vision and leadership'*, providing clear direction for the district has the most impact on reputation, however the low score for *'understanding issues'* is a barrier

Driver analysis: Reputation drivers, vision and leadership

	Impact	Performance (% scoring 8-10)	2016 %(8-10)	Satisfaction by ward (% 8-10)					
				Don't Know	Cambridge	Kakepuku	Maungatautari	Pirongia	Te Aw
Vision and leadership	26%	 41%	39%	3%	40%	41%	38%	32%	53%
Clear vision for development of the district	40%	 34%	35%	5%	33%	35%	29%	25%	46%
Understanding and being in touch with issues	24%	 25%	29%	6%	20%	39%	28%	26%	29%
Creating a great district	15%	 57%	59%	3%	61%	49%	67%	47%	55%
Opportunities to benefit the district	12%	 47%	50%	7%	45%	50%	56%	48%	46%
Inspiring economic growth	10%	 37%	33%	11%	39%	43%	39%	24%	44%

NOTES:

1. Sample: n= 401; Cambridge n=117; Kakepuku n=32; Maungatautari n=101; Pirongia n=72; Te Awamutu n=79
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

Being transparent and communicating continues to be an opportunity since performance is low (29%) and with a reasonably high impact score (36%), this will also be having a negative effect

Driver analysis: Reputation drivers, trust and emotional appeal

	Impact	Performance (% scoring 8-10)	2016 %(8-10)	Don't Know	Satisfaction by ward (% 8-10)				
					Cambridge	Kakepuku	Maungatautari	Pirongia	Te Aw
Overall trust and emotional appeal	18%	35%	32%	3%	34%	26%	31%	38%	37%
Transparent and communicating openly	36%	29%	26%	8%	25%	20%	28%	33%	36%
Competency and ability to achieve good outcomes	30%	39%	33%	5%	25%	20%	28%	33%	36%
Working in the best interests of the community	14%	39%	32%	5%	32%	35%	40%	41%	48%
Operating in a way that is fair	12%	36%	32%	6%	34%	35%	31%	40%	38%
Admiration	7%	33%	31%	3%	27%	38%	31%	34%	40%

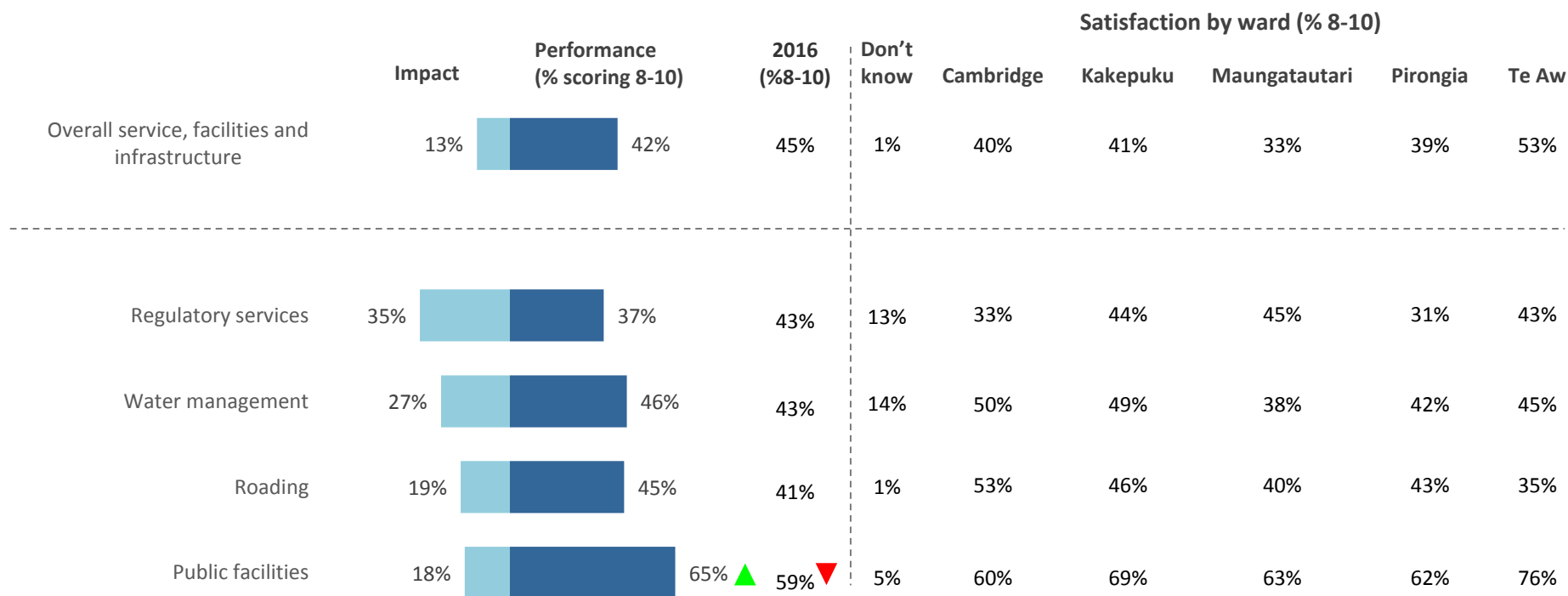
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NOTES:

- Sample: n= 401; Cambridge n=117; Kakepuku n=32; Maungatautari n=101; Pirongia n=72; Te Awamutu n=79
- TS6: So thinking about all of these things, how much you admire the Council, being able to rely on the Council to act honestly and fairly, being transparent, their ability to work together in the best interests of the district... how would you rate the Council in terms of overall trust?
- Significance testing has used a 90% confidence interval

Service delivery is having little impact on the overall results which suggests that performance is at an appropriate level and that further improvements won't necessarily be valued

Driver analysis: Services, facilities and infrastructure



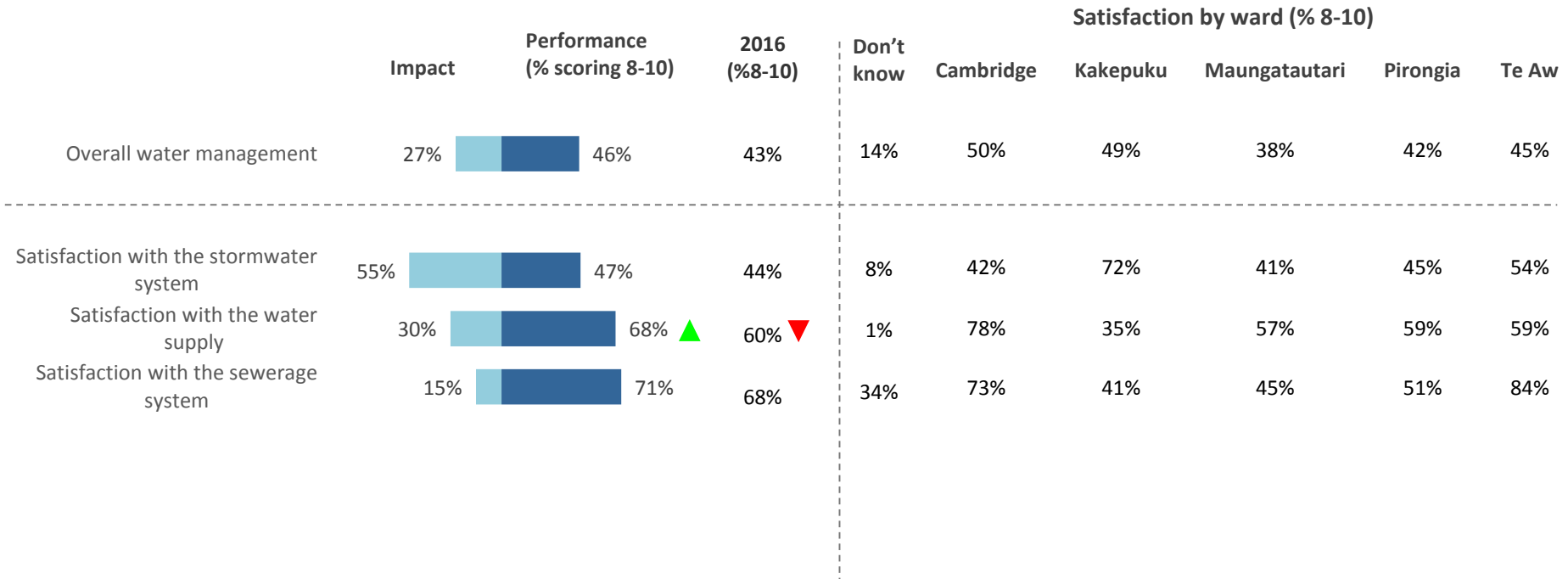
 Significantly higher than x
 Significantly lower than x

NOTES:

1. Sample: n= 401; Cambridge n=117; Kakepuku n=32; Maungatautari n=101; Pirongia n=72; Te Awamutu n=79
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?
3. Significance testing has used a 90% confidence interval

Stormwater is an area that is worthy of attention as the results show this has a high impact on the overall water management measure

Driver analysis: Water management

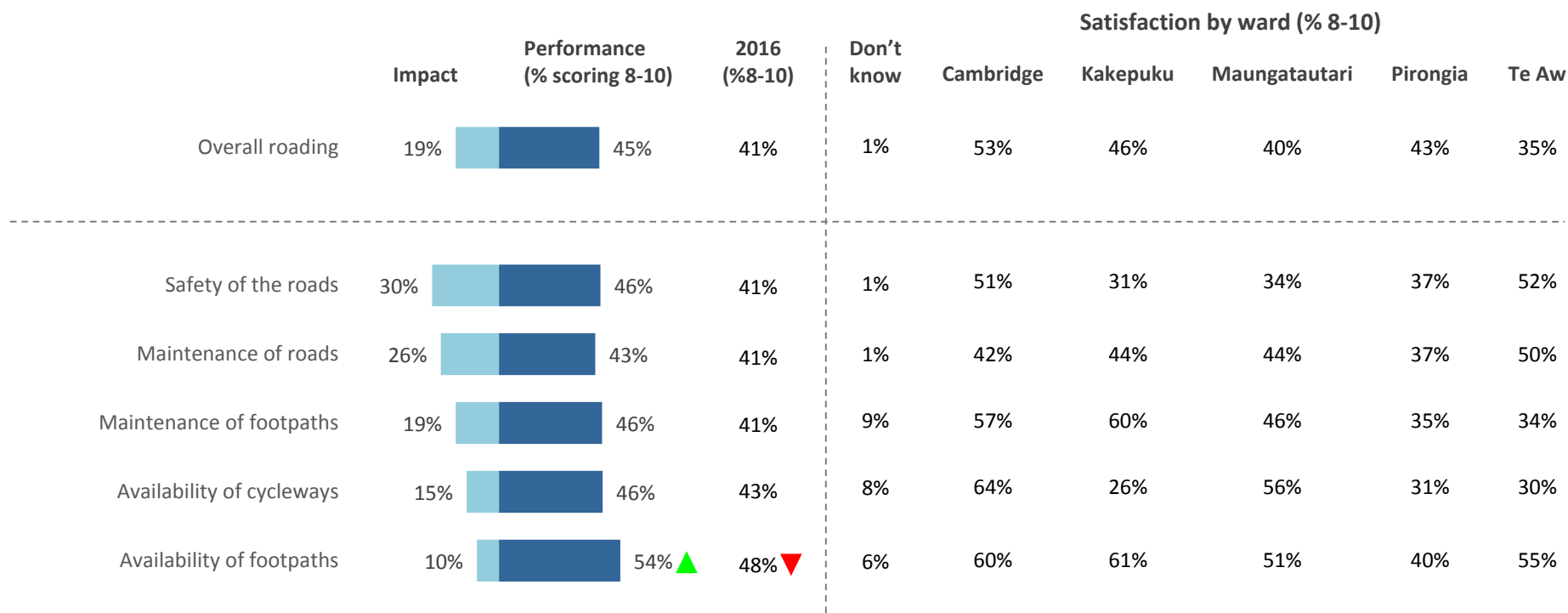


▲ Significantly higher than x
▼ Significantly lower than x

NOTES:
 1. Sample: n= 401; Cambridge n=117; Kakepuku n=32; Maungatautari n=101; Pirongia n=72; Te Awamutu n=79
 2. TW2. On the scale of 1- 10, how would you rate your satisfaction with...
 3. Significance testing has used a 90% confidence interval

Roading related attributes are all evaluated at a relatively similar level, however, among this set, road safety and road maintenance have the most impact on evaluation of the district's roads

Driver analysis: Roding



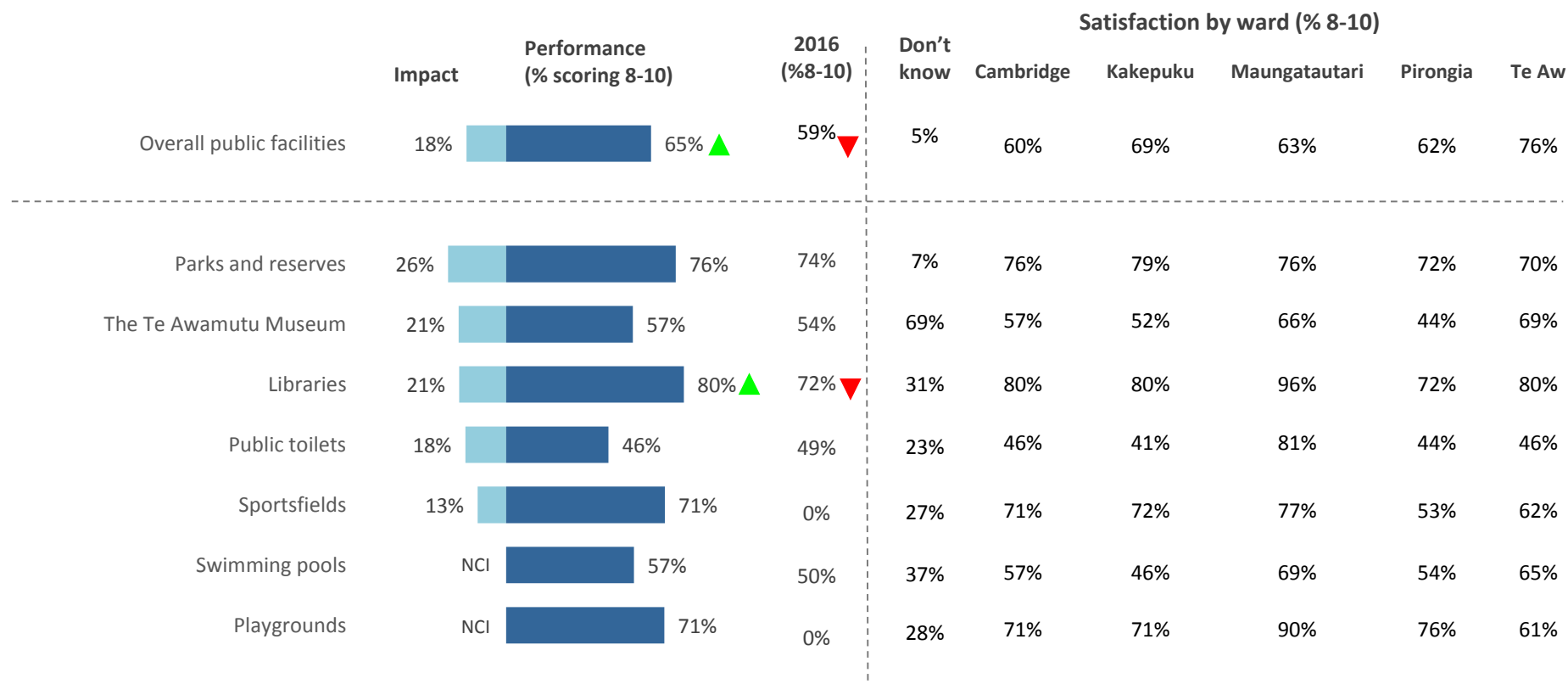
▲ Significantly higher than x
▼ Significantly lower than x

NOTES:

1. Sample: n= 401; Cambridge n=117; Kakepuku n=32; Maungatautari n=101; Pirongia n=72; Te Awamutu n=79
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...
3. Significance testing has used a 90% confidence interval

Residents are very satisfied with Council’s performance in delivering public facilities, particularly its parks and reserves, and its library services, the latter showing a significant improvement

Driver analysis: Public facilities



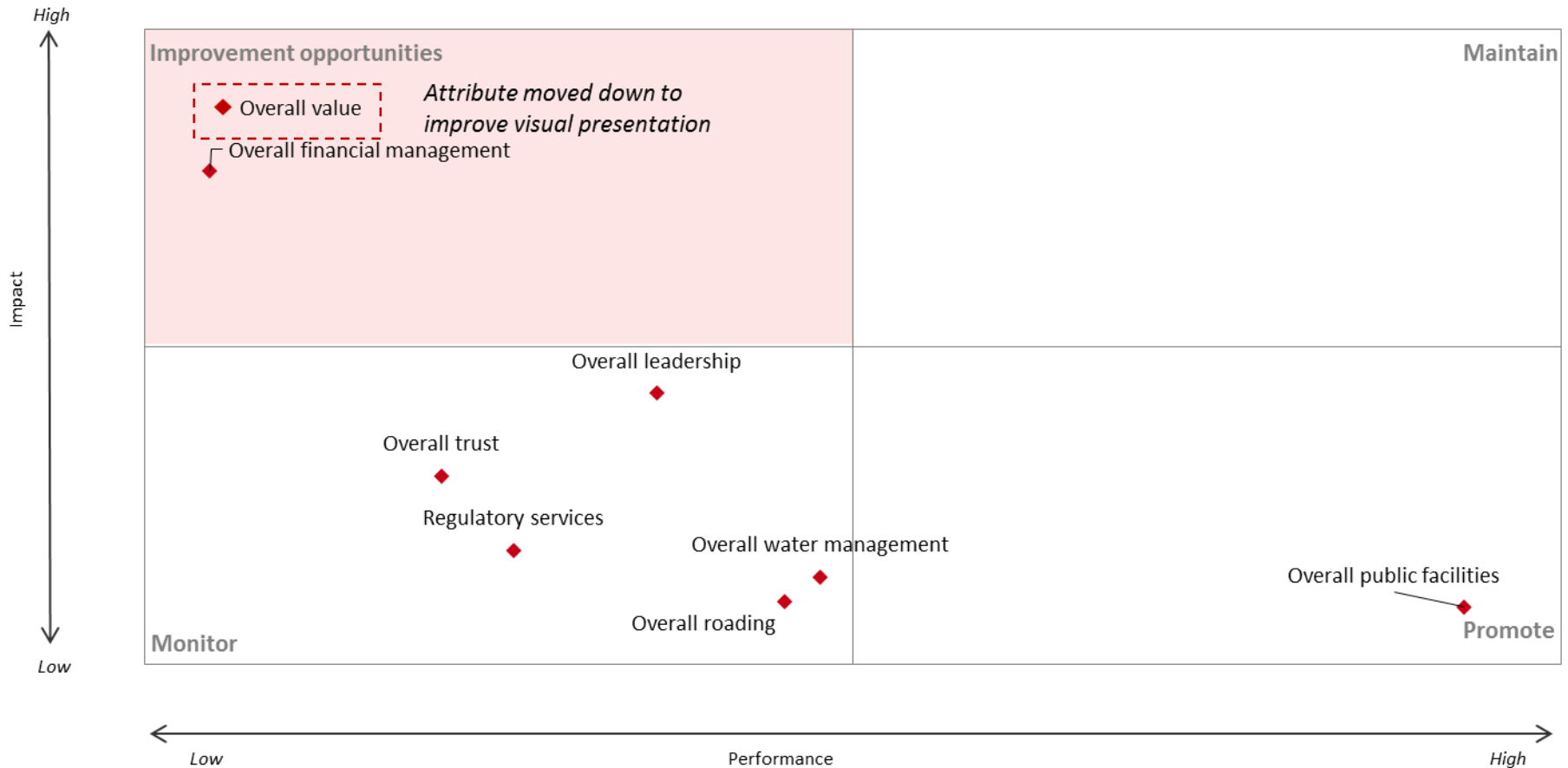
▲ Significantly higher than x
▼ Significantly lower than x

NOTES:

1. Sample: n= 401; Cambridge n=117; Kakepuku n=32; Maungatautari n=101; Pirongia n=72; Te Awamutu n=79
2. CF2. Based on your experience or impressions, how would you rate your overall satisfaction with each of the following facilities?
3. NCI means 'No current impact'
4. Significance testing has used a 90% confidence interval

At an overall level, improving perceptions of value represents the most significant opportunity, followed by perceptions of how Council manages the district's finances

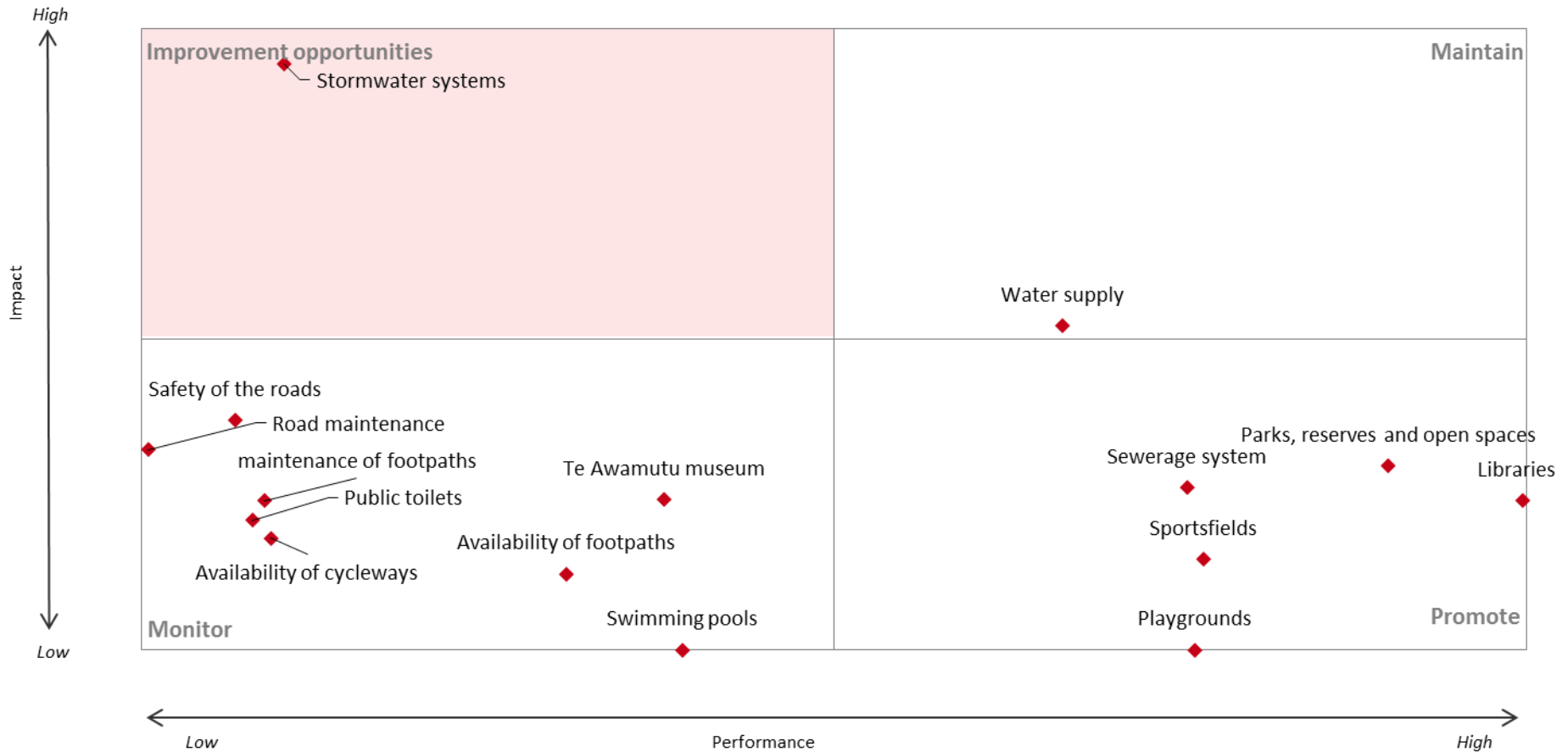
Overall level performance: Improvement opportunities



NOTES:
1. Sample: n=401

Improvements to the district's stormwater would be valued and to a lesser extent, improvements relating to the district's roading

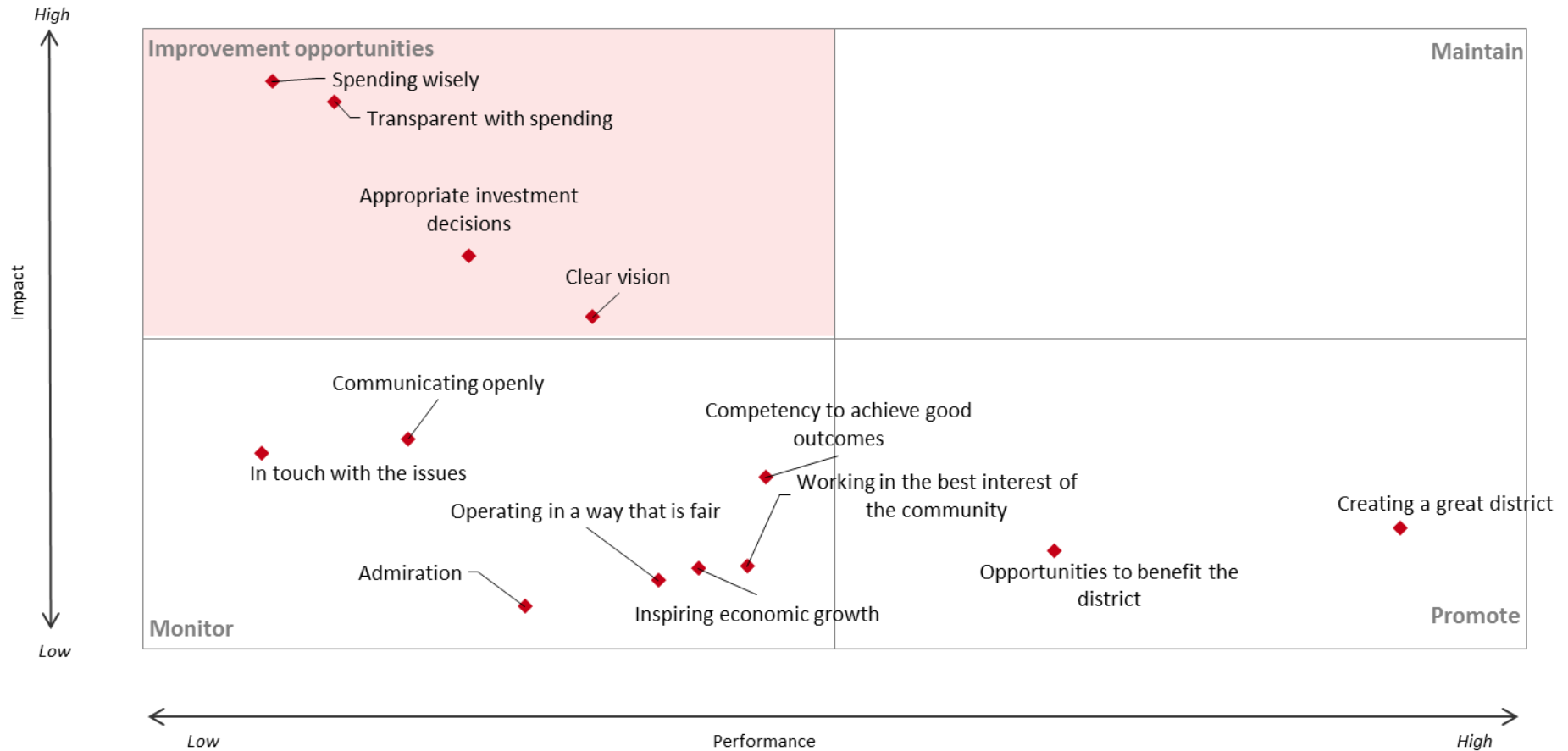
Service and facilities performance: Improvement opportunities



NOTES:
1. Sample: n=401

Reputation related improvements that would be of most value relate to demonstrating financial management, and transparency related to spending and investing, together with clarity of vision

Reputation performance: Improvement opportunities



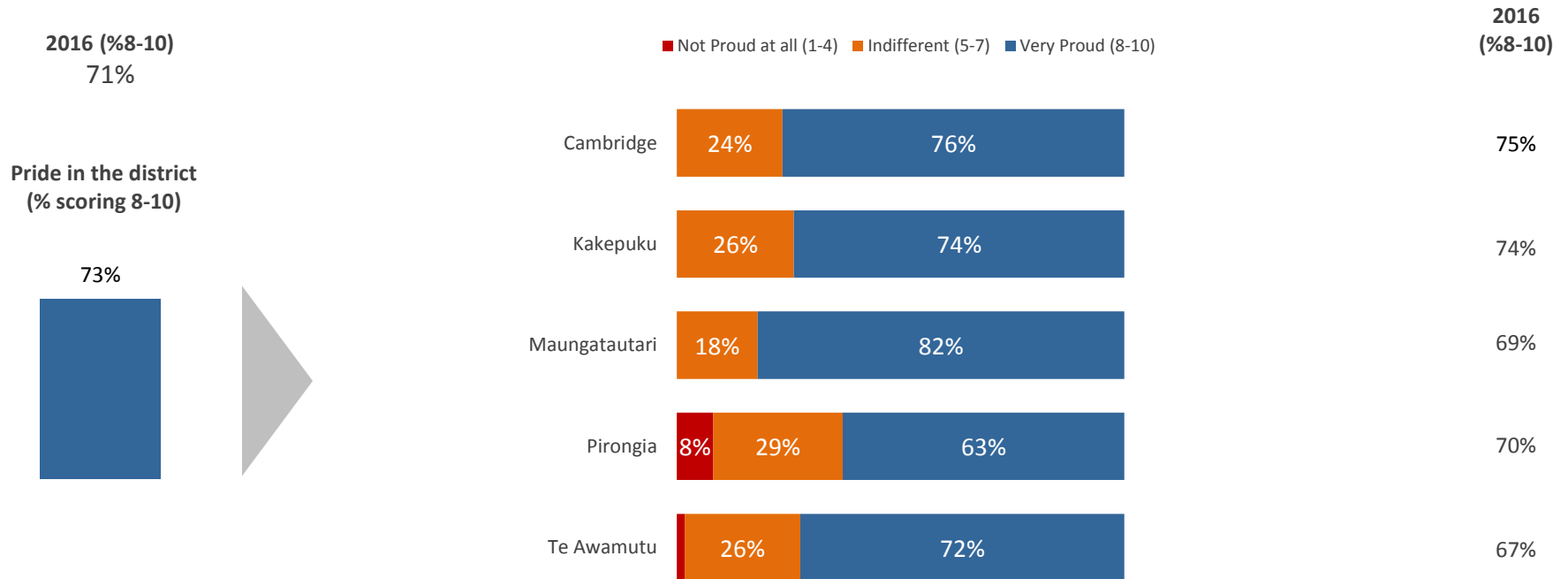
NOTES:
1. Sample: n=401



Waipa lifestyle

Overall, about three quarters (73%) of residents are proud of the Waipa District and of note, there has been an apparent increase in pride for the Maungatautari and Te Awamutu wards

Waipa lifestyle: Pride in district



NOTES:

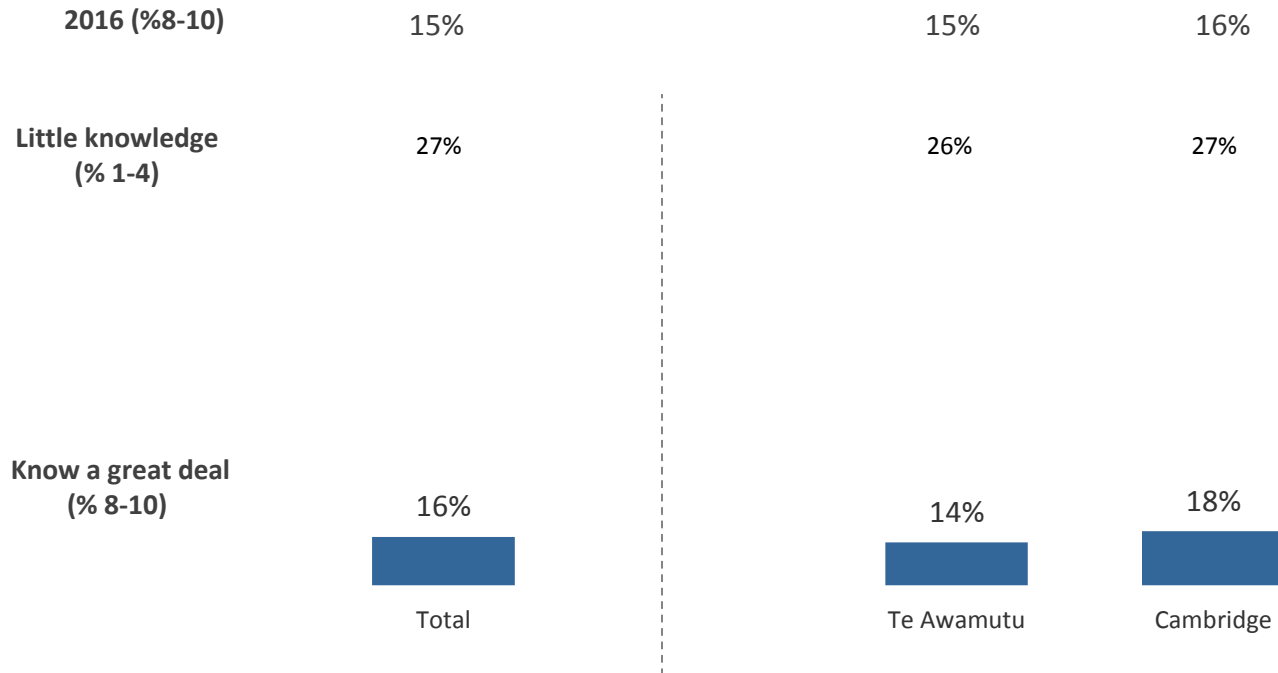
1. Sample: n=401
2. LE2: And thinking about the Waipa District, using a 1-10 scale where 1 means 'not at all proud' and 10 means 'very proud', how proud do you feel to be able to say that you live in this district?



Awareness and participation in decision-making

Relatively few residents (16%) admit to having much knowledge about the Council and what it does, and overall almost one third (27%) say that they have minimal knowledge

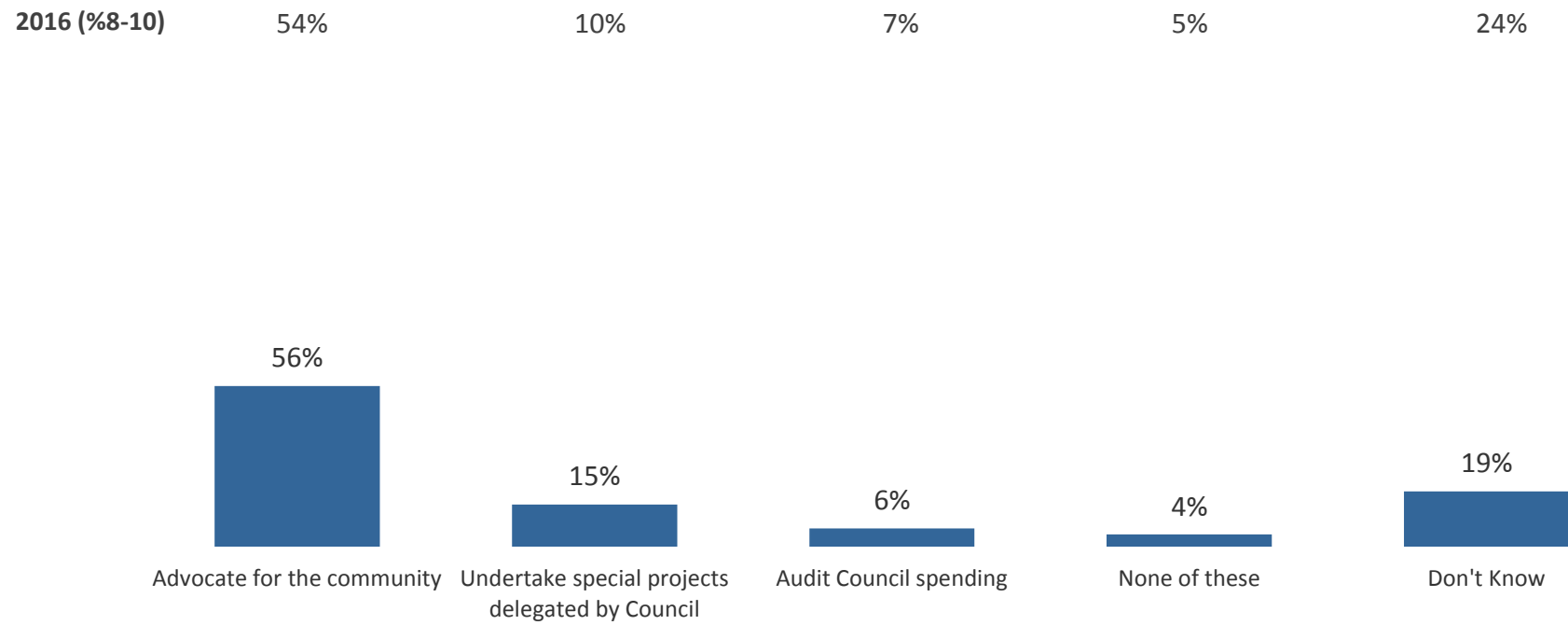
Knowledge of Council (% 8-10)



NOTES:
 1. Sample: n=401
 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 just over half (56%) of residents correctly recognising their function

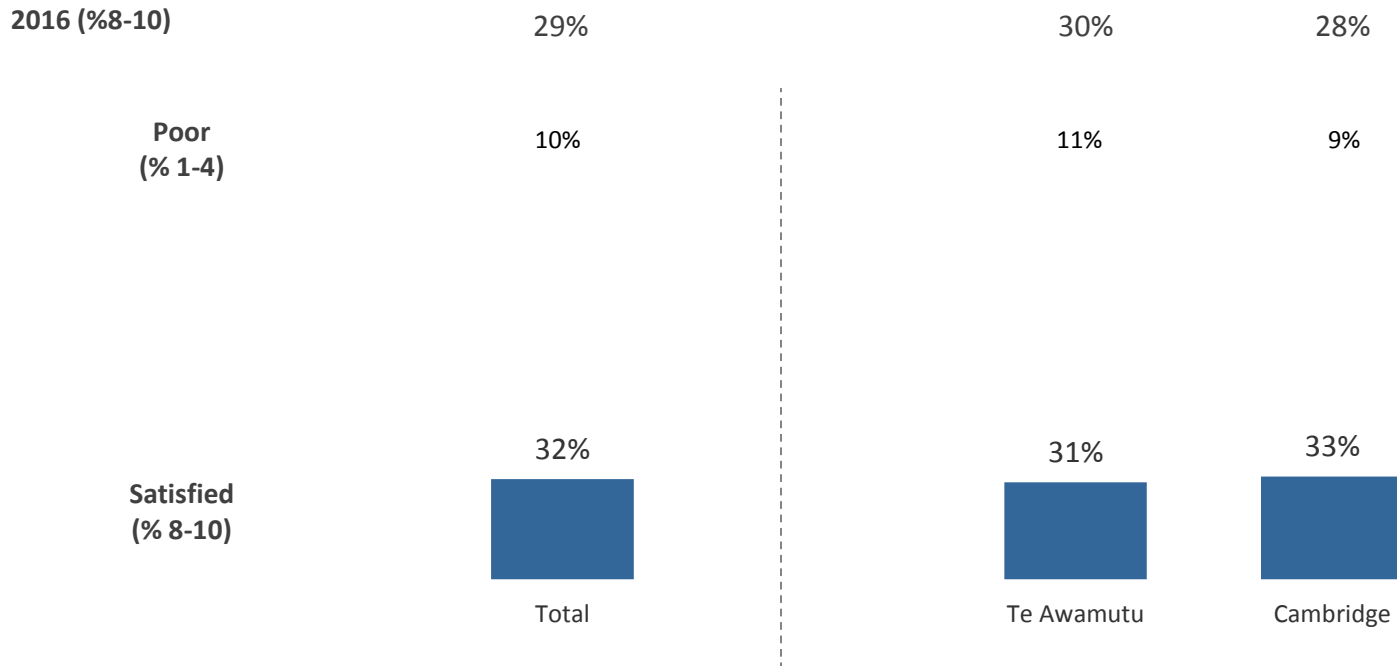
Community boards: Recognition of purpose



NOTES:
1. Sample: n=401
2. AD4: The Waipa District has two community boards. Which of the following best describes the role of these community boards?

About a third of residents are very satisfied with the performance of community boards, a result that is in line with the 2016 survey...

Community boards: Satisfaction (% 8-10)



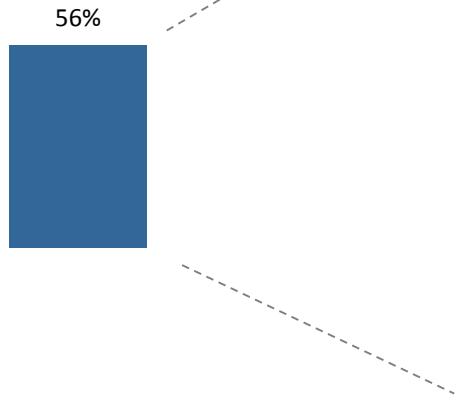
NOTES:
 1. Sample: n=401
 2. 3. AD5: Using the 1-10 scale, how satisfied are you with the performance of your Local Community Board and its members?

...and there is little difference in the evaluation among those who correctly recognise the role of these community boards

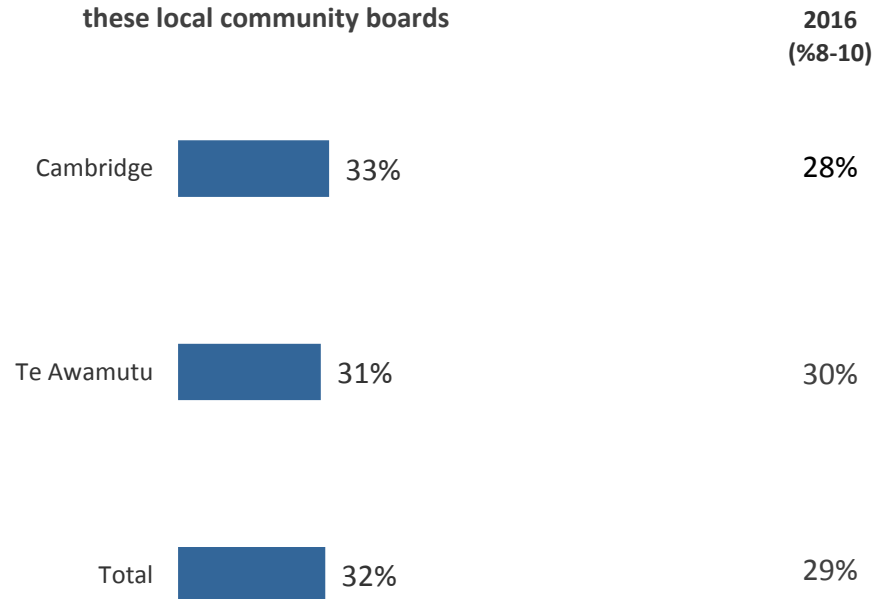
Community boards: Satisfaction (% 8-10)

In 2016, 54% recognise role of community boards

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



Satisfied with the performance of these local community boards



NOTES:

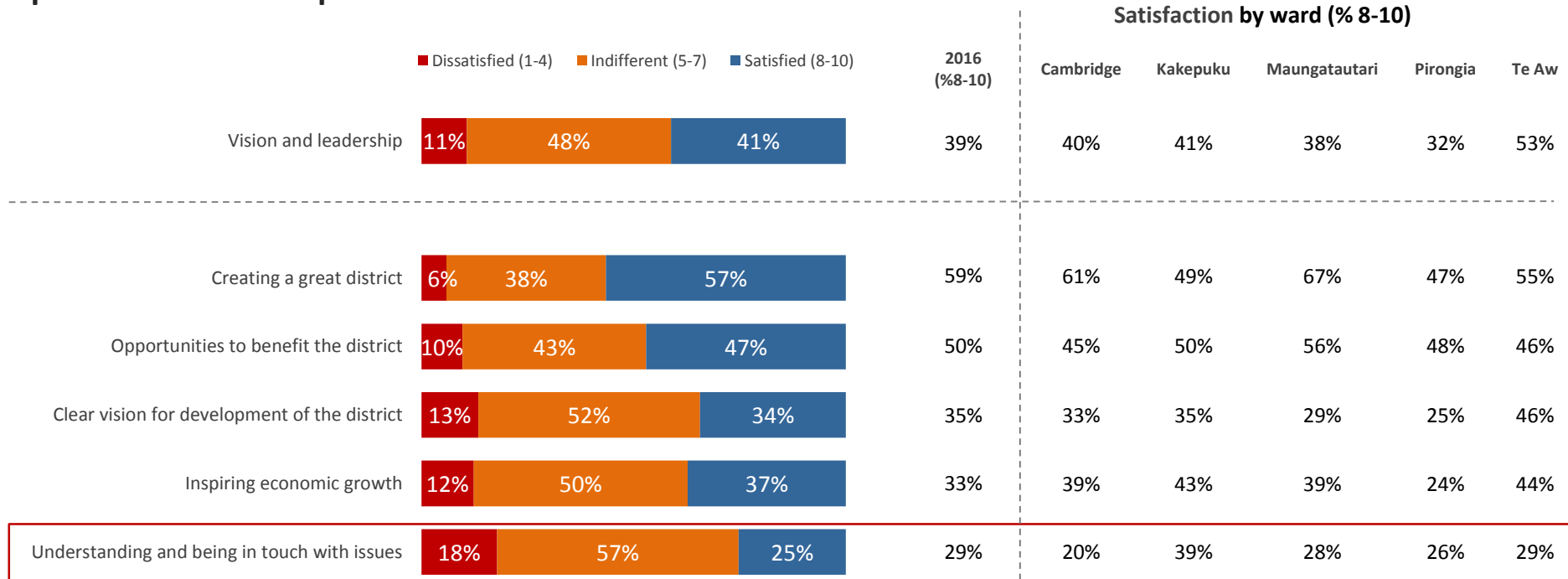
1. Sample: n=401
2. AD4: The Waipa District has two community boards. Which of the following best describes the role of these community boards?
3. AD5: Using the 1-10 scale, how satisfied are you with the performance of your Local Community Board and its members?



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 as 18% are dissatisfied

Reputation: Leadership

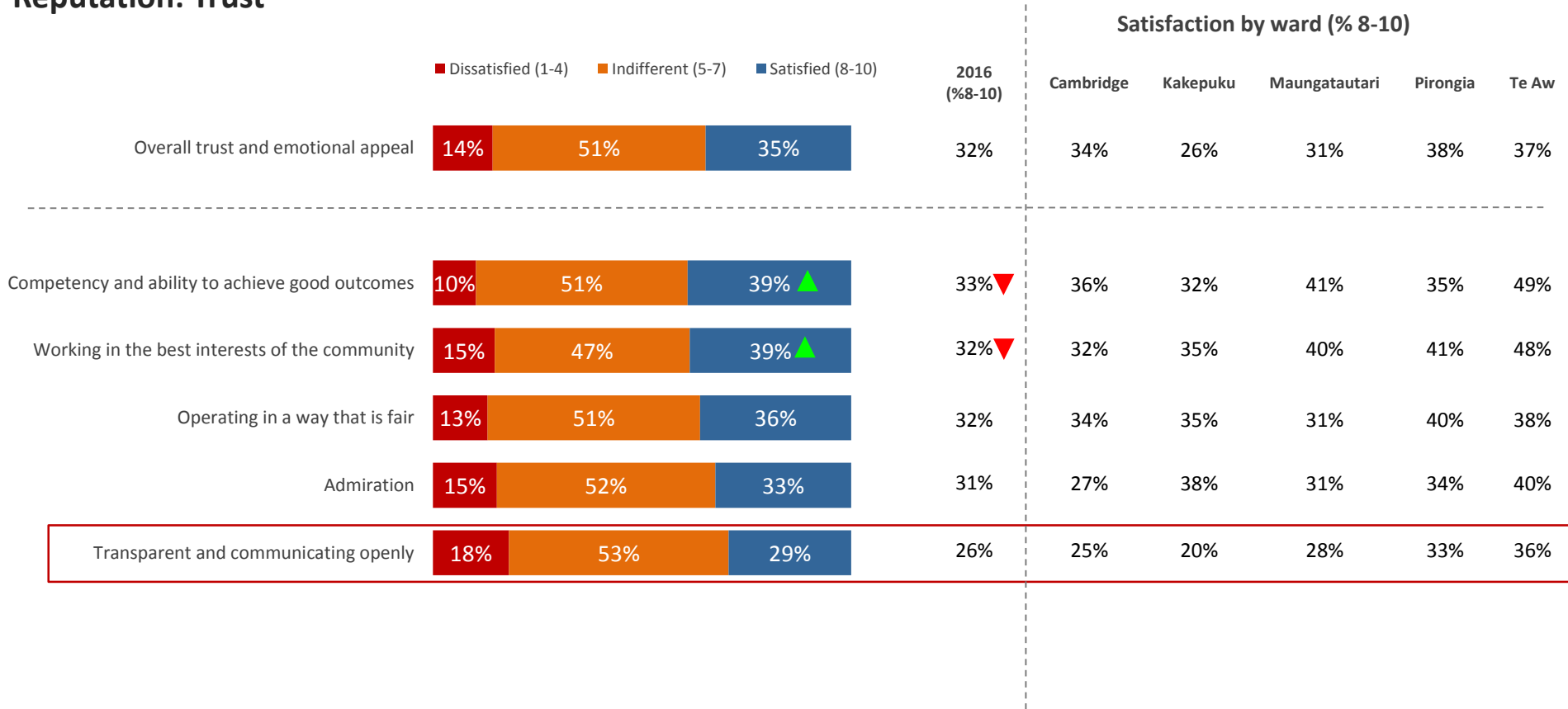


NOTES:

1. Sample: n= 401; Cambridge n=117; Kakepuku n=32; Maungatautari n=101; Pirongia n=72; Te Awamutu n=79
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?

Performance for ‘competency and ability to achieve good outcomes’ and for ‘working in the best interests of the community’ have improved

Reputation: Trust



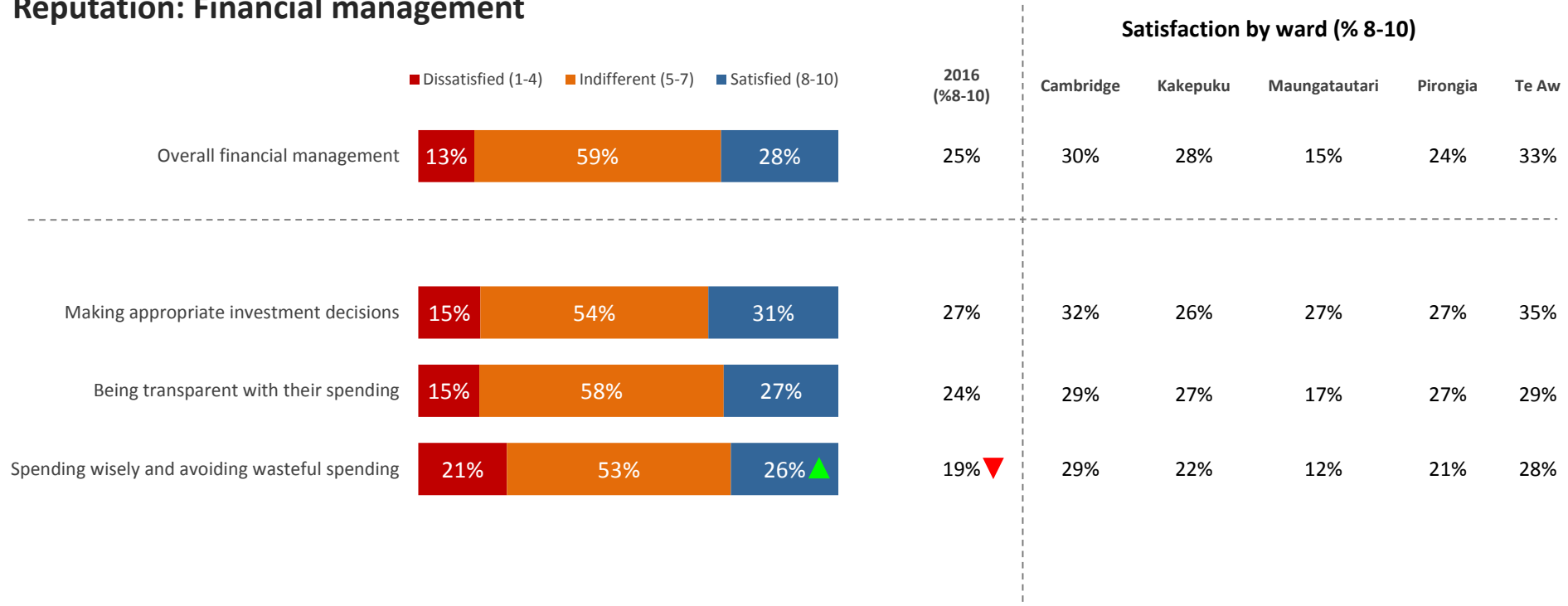
NOTES:

- Sample: n= 401; Cambridge n= 117; Kakepuku n=32; Maungatautari n=101; Pirongia n=72; Te Awamutu n=79
- TS6: So thinking about all of these things, how much you admire the Council, being able to rely on the Council to act honestly and fairly, being transparent, their ability to work together in the best interests of the district... how would you rate the Council in terms of overall trust?

▲ Significantly higher than x
▼ Significantly lower than x

While a high proportion of residents have concerns about Council’s spending, the overall result for this measure has improved from last year, 26% up from 19% satisfied

Reputation: Financial management



NOTES:

1. Sample: n= 401; Cambridge n= 117; Kakepuku n=32; Maungatautari n=101; Pirongia n=72; Te Awamutu n=79
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?

▲ Significantly higher than x
▼ Significantly lower than x



Supplementary analysis: Water management

Residents who are connected to a water supply are mostly very satisfied with the reliability of the supply but score the quality of the water somewhat less favourably

Water management: Water supply

Caution: Small sample for those connected to a rural supply

Connected to a supply (Town or rural)



	Dissatisfied (1-4)	Indifferent (5-7)	Satisfied (8-10)	2016 (% 8-10)	Te Awamutu (% 8-10)	Cambridge (% 8-10)
Overall satisfaction	10%	22%	68%	61%	58%	76%
Reliability of supply	6%	14%	80%	76%	70%	88%
Quality of water	10%	35%	54%	56%	47%	61%

Town supply



Overall satisfaction	10%	23%	67%	59%	56%	75%
Reliability of supply	6%	14%	80%	76%	71%	87%
Quality of water	11%	37%	52%	56%	44%	58%

Rural supply



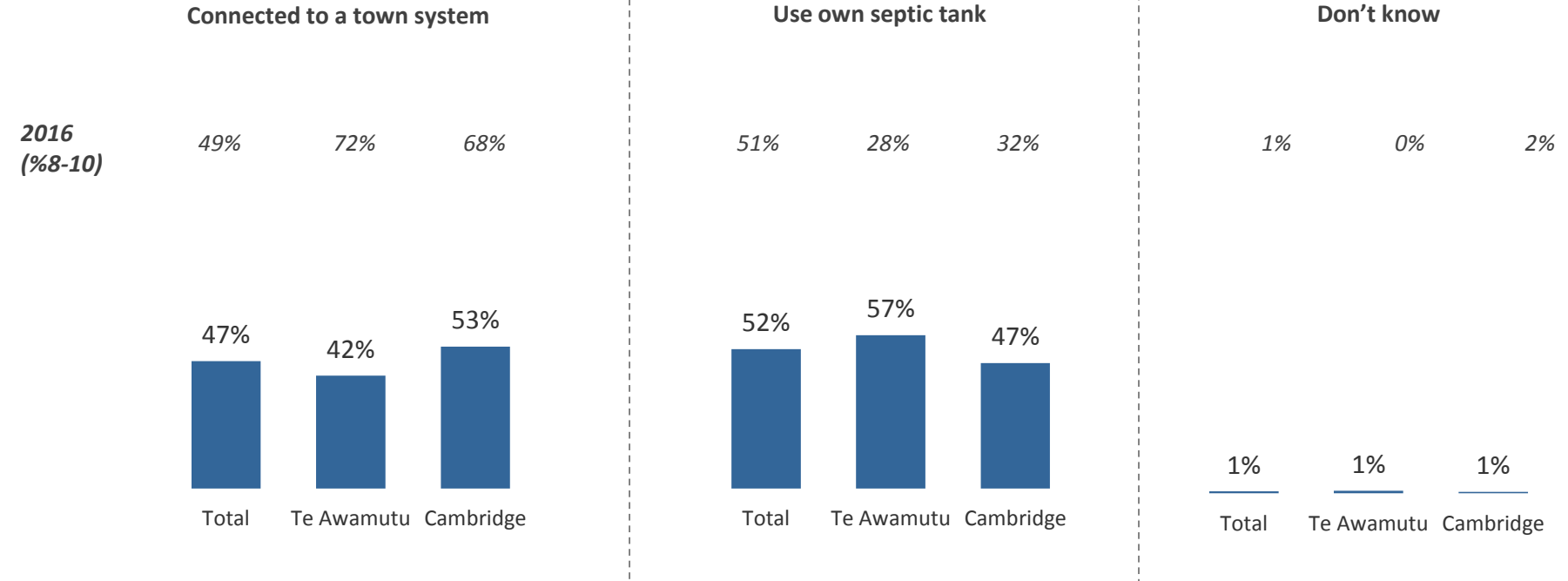
Overall satisfaction	9%	10%	81%	77%	76%	86%
Reliability of supply	5%	16%	79%	75%	68%	89%
Quality of water	12%		87%	65%	83%	90%

NOTES:

1. Sample: n=242; Town supply n=218; rural supply n=24
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...

About half of residents identify that they are connected to a town sewerage system and half are using their own septic tank systems

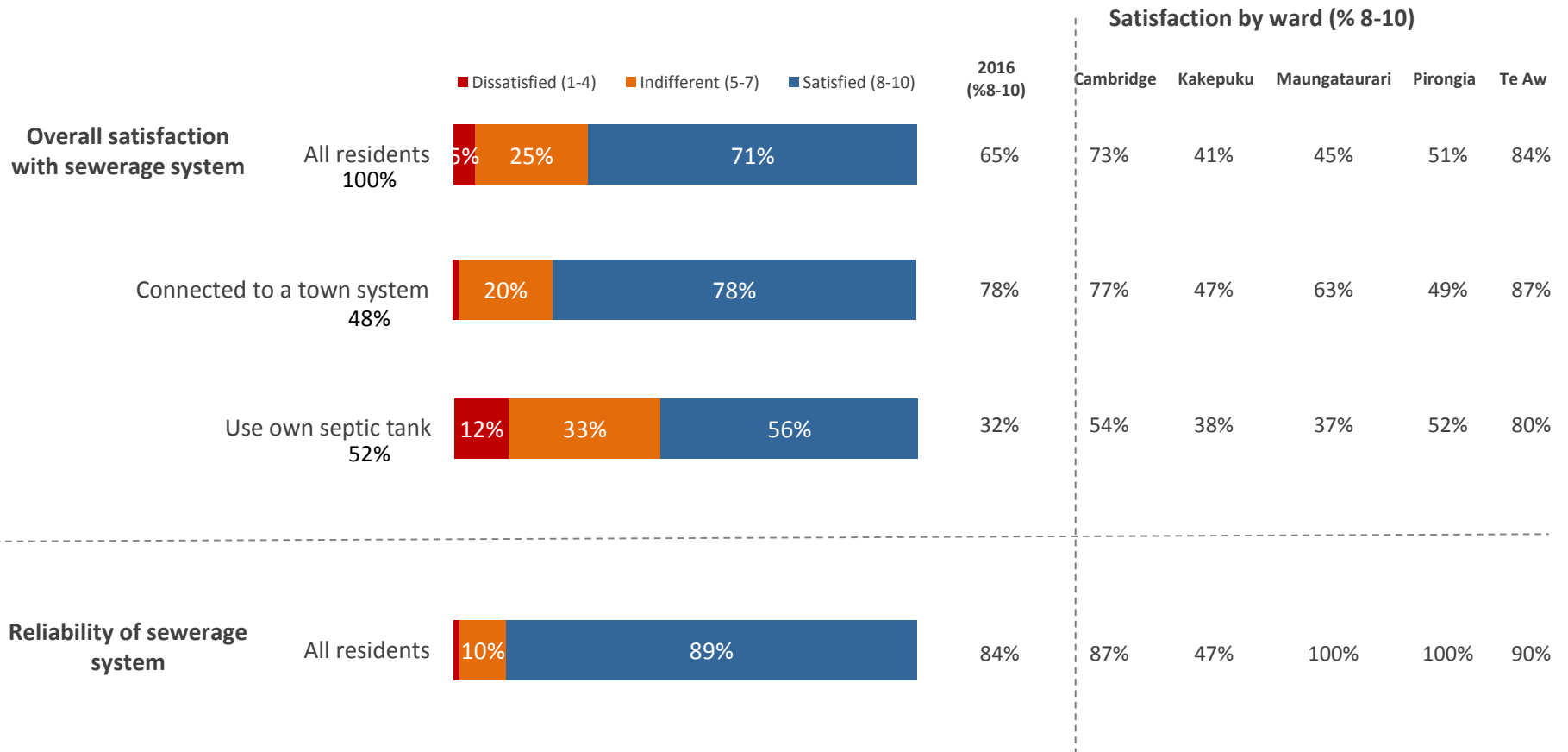
Water management: Sewerage systems



NOTES:
 1. Sample: n=401
 2. TW6: Which of the following best describes the sewerage system you use?

Residents who are connected to the town sewerage system are mostly very satisfied (78%)

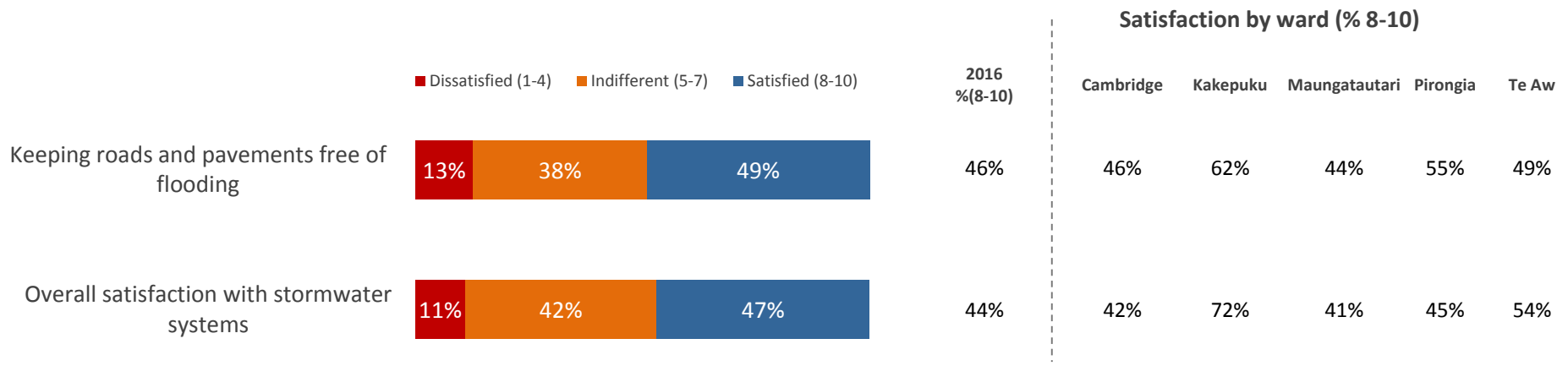
Water management: Sewerage system



NOTES:
 1. Sample: n=401
 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 (11%)

Water management: Stormwater systems



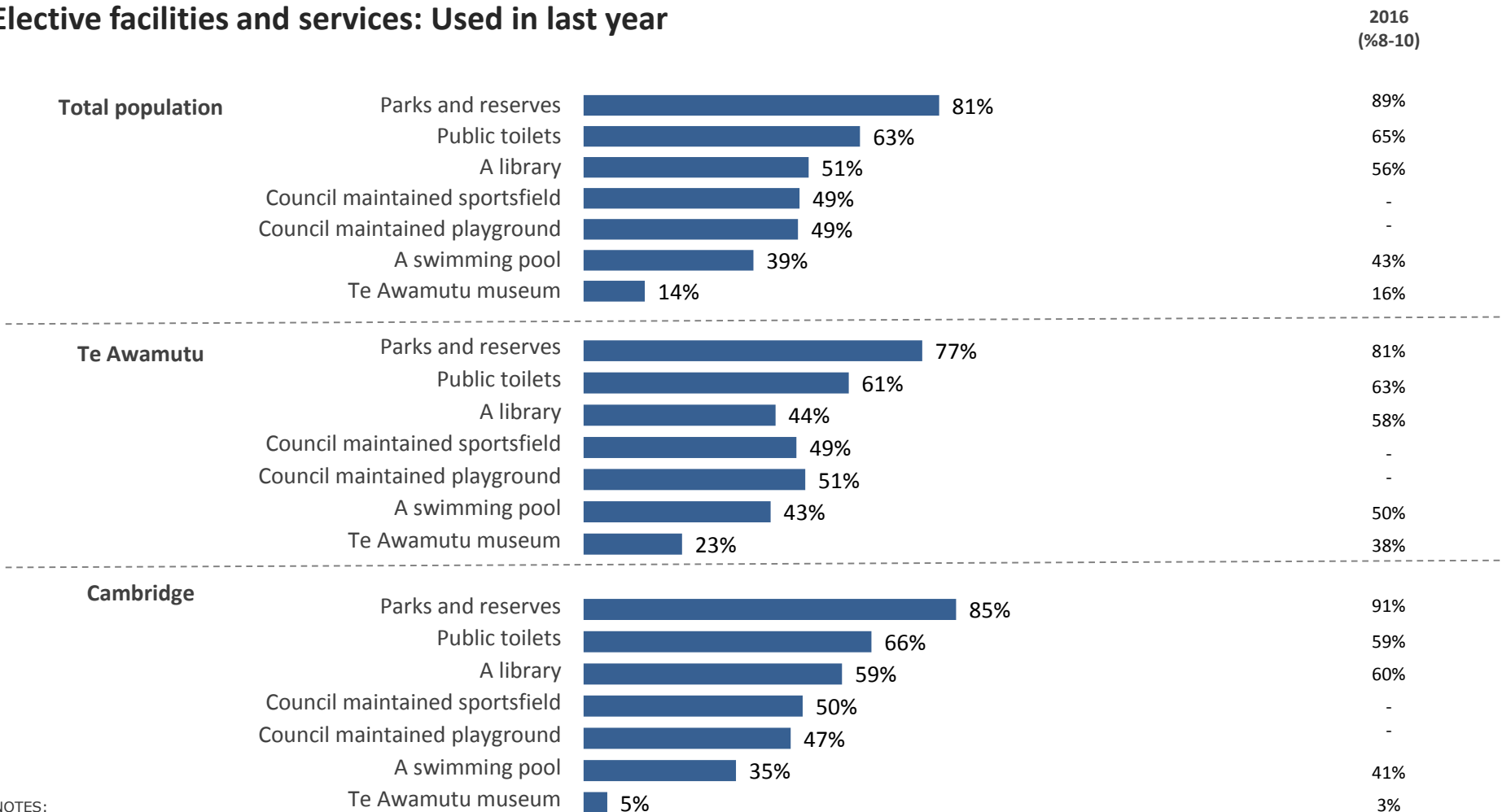
NOTES:
 1. Sample: n=401
 2. TW4_A: On the scale of 1- 10, how would you rate your satisfaction with the stormwater system in terms of keeping roads and pavements free of flooding?
 3. TW4_B: On the scale of 1- 10, how would you rate your satisfaction with the stormwater system in terms of how satisfied you are with the stormwater systems in the District overall?



Supplementary analysis: Elective facilities and services

A high proportion of residents are making use of the district's parks and reserves with this being particularly high in Cambridge (85%)

Elective facilities and services: Used in last year

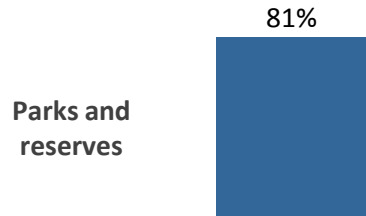


NOTES:
 1. Sample: n=401
 2. CF1: Which of the following facilities have you visited or used in the last year? [MULTIPLE RESPONSE]

Parks and reserves are being used by about 81% of residents and most frequently they are using them 1 – 5 times in a two month period

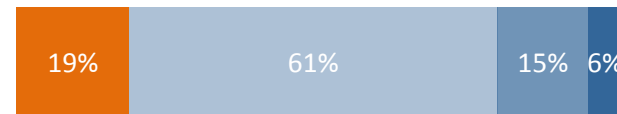
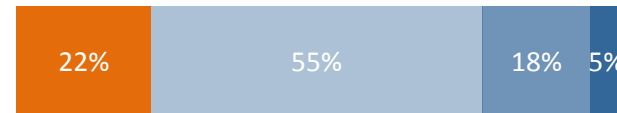
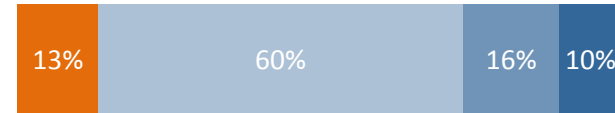
Use of parks, reserves, sports fields and playgrounds

Used in the last year



Frequency of use in last two months

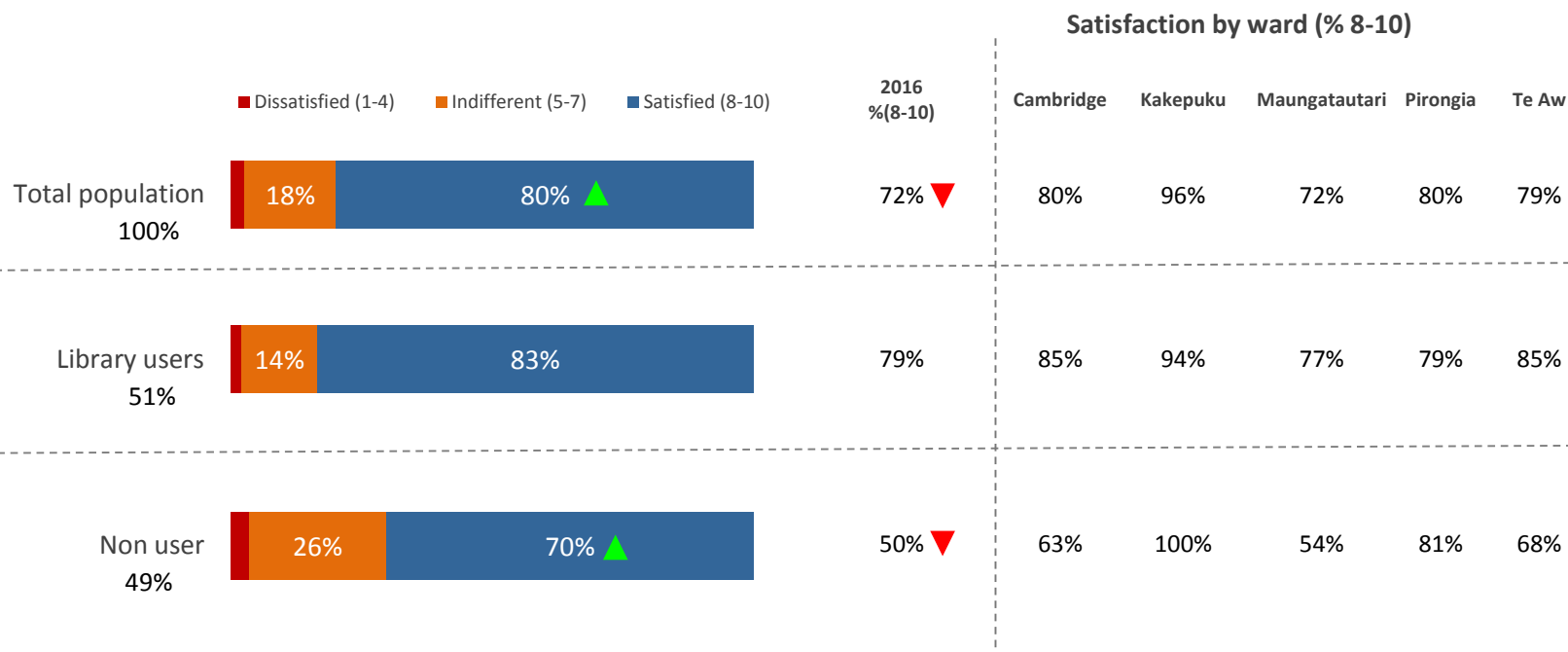
■ Don't know ■ None ■ 1-5 Times ■ 6-10 Times ■ More than 10 Times



NOTES:
 1. Sample: n=401
 2. CF1: Which of the following facilities have you visited or used in the last year? [MULTIPLE RESPONSE]
 3. CF8: And how frequently have you used each of these facilities in the last two months?

Satisfaction with the library service shows a significant increase from 2016 results, largely due to the perceptions of non-users

Elective facilities and services: Library use

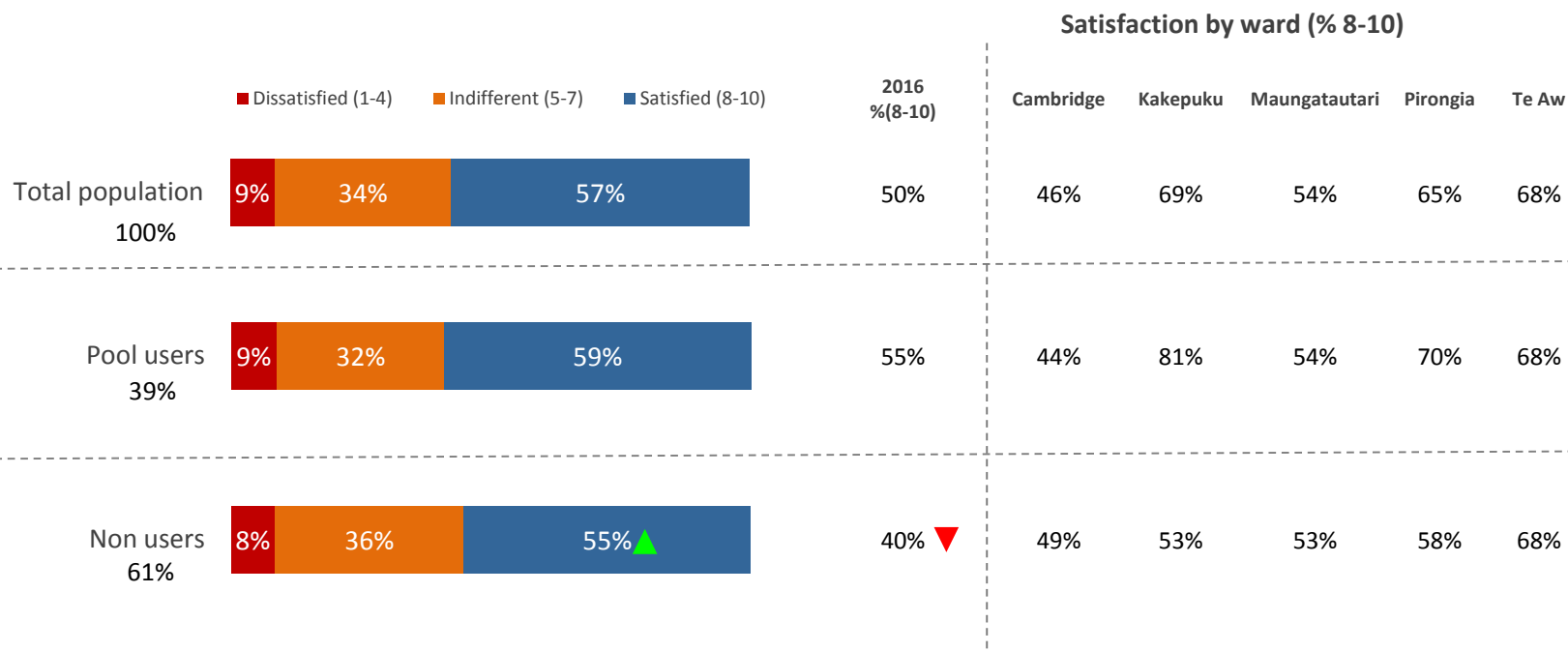


▲ Significantly higher than x
▼ Significantly lower than x

NOTES:
 1. Sample: n=401 ; users n=206 ; non users n=195
 2. CF1: Which of the following facilities have you visited or used in the last year? [MULTIPLE RESPONSE]
 3. CF2_1: Based on your experience or impressions, how would you rate your overall satisfaction with the district's libraries?
 3. Significance testing has used a 90% confidence interval

Pool users continue to be satisfied with the facilities with a significant increase in satisfaction among non-users

Elective facilities and services: Swimming pool use

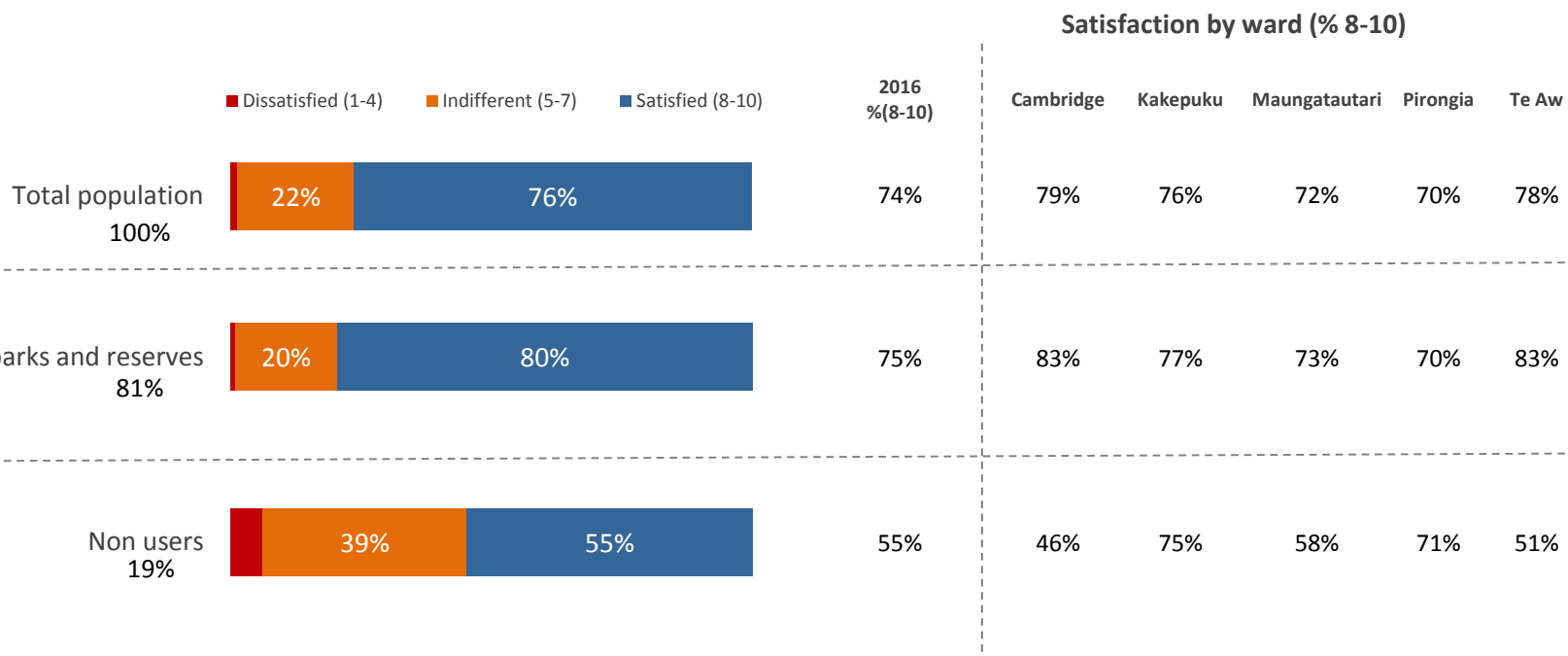


▲ Significantly higher than x
▼ Significantly lower than x

NOTES:
 1. Sample: n=401 ; users n=148; non users n=253
 2. CF1: Which of the following facilities have you visited or used in the last year? [MULTIPLE RESPONSE]
 3. CF2_2: Based on your experience or impressions, how would you rate your overall satisfaction with the swimming pools?

Overall satisfaction with how the Council maintains its parks and reserves continues to be high, particularly among users, with three-quarters being very satisfied

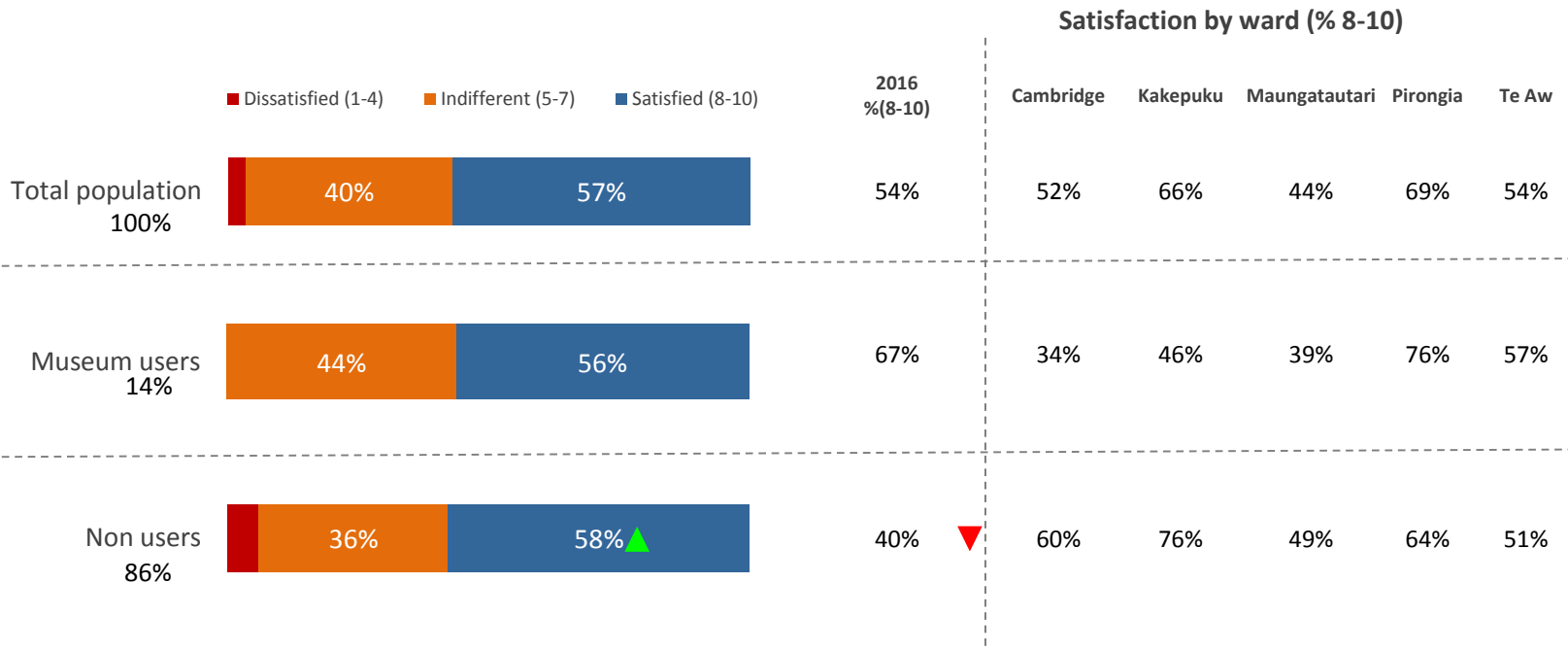
Elective facilities and services: Parks and reserves



NOTES:
 1. Sample: n=401 ; users n=326 ; non users n=75
 2. CF1: Which of the following facilities have you visited or used in the last year? [MULTIPLE RESPONSE]
 3. CF2_3: Based on your experience or impressions, how would you rate your overall satisfaction with the parks and reserves?

More than half (56%) of residents who have visited the Te Awamutu Museum in the last year are satisfied with the facilities, with a significant increase in satisfaction among non-users

Elective facilities and services: Te Awamutu Museum

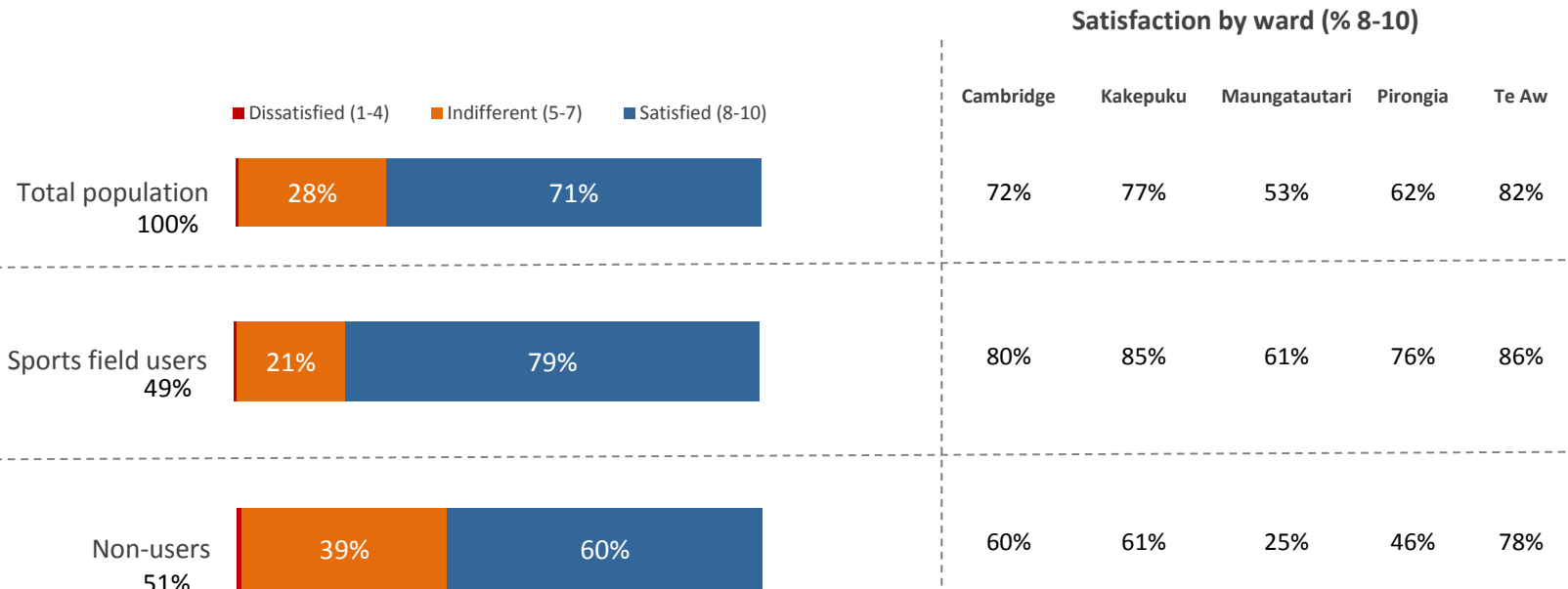


▲ Significantly higher than x
▼ Significantly lower than x

NOTES:
 1. Sample: n=401 ; users n=61 ; non users n=340
 2. CF1: Which of the following facilities have you visited or used in the last year? [MULTIPLE RESPONSE]
 3. CF2_5: Based on your experience or impressions, how would you rate your overall satisfaction with the Te Awamutu Museum?

Half of Waipa District’s residents have used a sports field in the last year and more than three-quarters (79%) of users are satisfied with the facilities

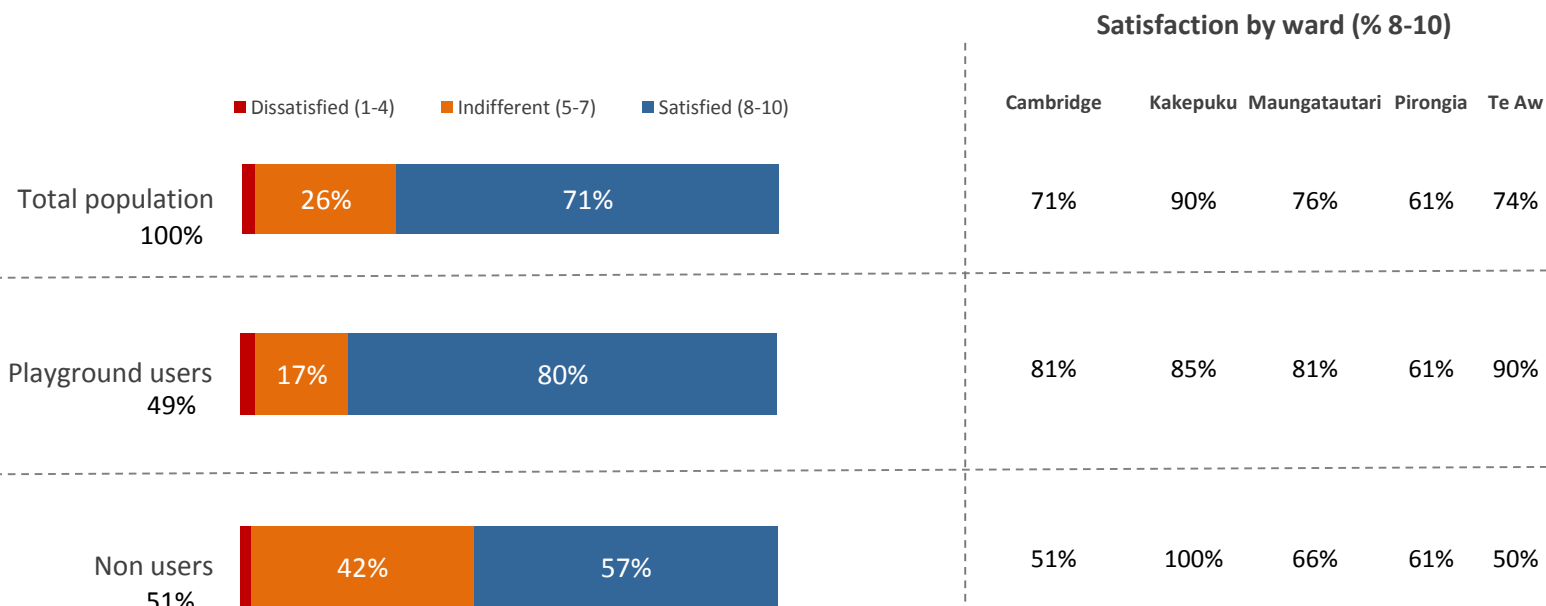
Elective facilities and services: Council maintained sports fields



NOTES:
 1. Sample: n=401 ; users n=212 ; non users n=189
 2. CF1: Which of the following facilities have you visited or used in the last year? [MULTIPLE RESPONSE]
 3. CF2_4: Based on your experience or impressions, how would you rate your overall satisfaction with Council Maintained Sportsfields?

About half of all residents are using the district’s playgrounds and indicate a particularly high level of satisfaction with the facilities (80% very satisfied)

Elective facilities and services: Council maintained playgrounds

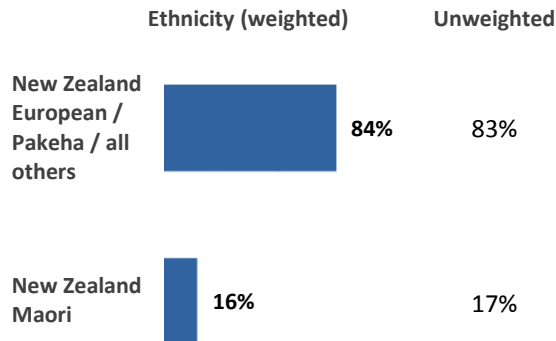
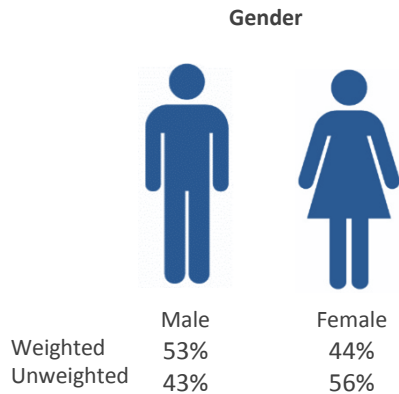
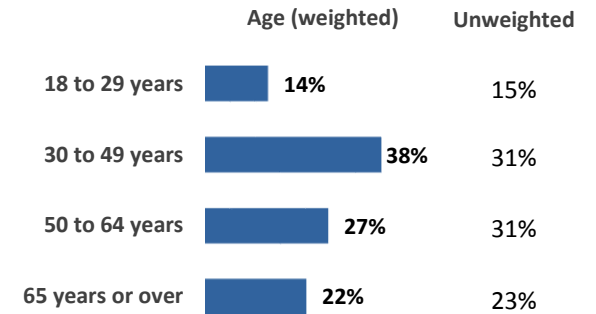
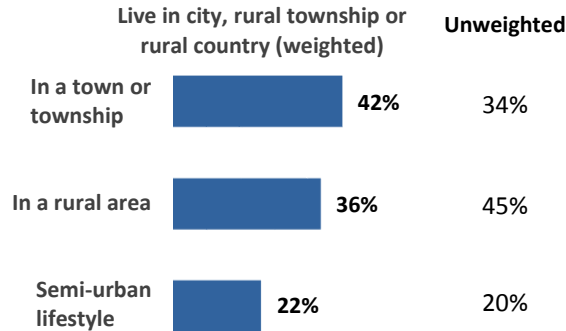
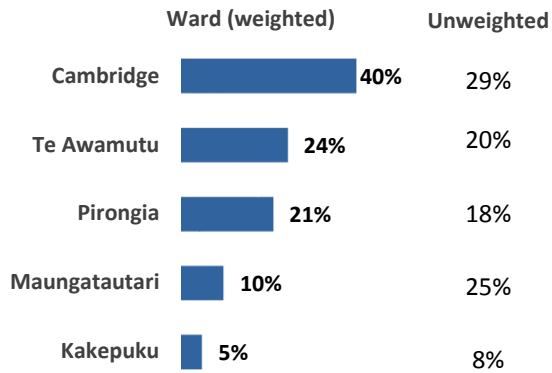


NOTES:
 1. Sample: n=401 ; users n=195 ; non users n=206
 2. CF1: Which of the following facilities have you visited or used in the last year? [MULTIPLE RESPONSE]
 3. CF2_4: Based on your experience or impressions, how would you rate your overall satisfaction with Council maintained playgrounds?



Sample profile

Demographic profile





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