



Waipa District Council

Annual Residents' Survey

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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 assets
- To determine performance drivers and assist Council to identify the best opportunities to further improve satisfaction
- To assess changes in satisfaction over time and to facilitate measurement of progress against the Long Term Plan

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 September 2016 and May 2018. A total of 414 responses were collected for the 2016 year, 401 responses for the 2017 year, and 409 responses for the 2018 year, the latter being comprised of Q1 = 105, Q2 = 101, Q3 = 102 and Q4 = 101
- The questionnaire was designed in consultation with 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 and knowledge of Council's activities
- 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 90% confidence interval (margin of error) of +/-4.1%
- Statistical significance testing has used a 90% confidence interval when testing for differences relative to the prior year
- Results have been rounded to the nearest whole number. Where results measured on a 1-10 scale have been summarised into groups, the sum of these groups may result in a difference of plus or minus one percentage point

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

Overall, 2018's results are largely consistent with last year's – with gains on 2016's performance generally maintained or slightly increased. Residents remain very proud of their district (76%), but only 36% of residents are '*satisfied*' (%8-10) with Council's overall performance

2

Satisfaction with services, infrastructure and public facilities remains strong (46% '*satisfied*'), with performance of regulatory services significantly increased since 2017 (49% up from 37%). Satisfaction with footpaths and cycleways has seen gradual but consistent improvement over the past two years

3

Satisfaction with public facilities has also consistently increased over the past two years (69%, up from 59% in 2016). Relative to 2017, satisfaction with sports fields, public toilets, libraries and the Te Awamutu Museum have increased, with a significant increase in library usage as well, (61%, vs. 51% in 2017)

4

While Council continues to have a positive reputation profile, perceptions of financial management remain a weakness. Since this is a key driver of reputation which in turn is a key driver of overall satisfaction (44% impact), it is important that perceptions relating to financial management be addressed

5

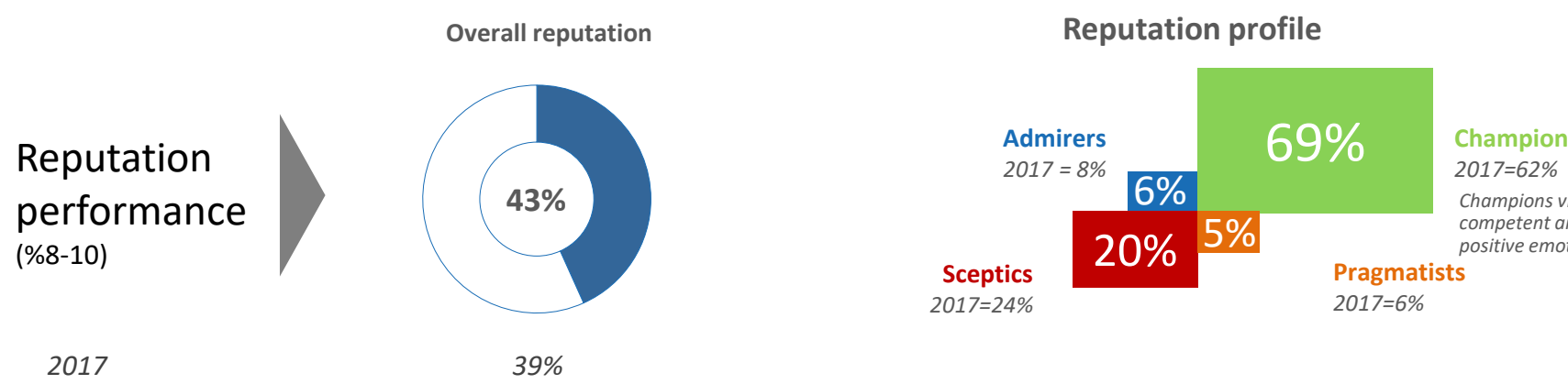
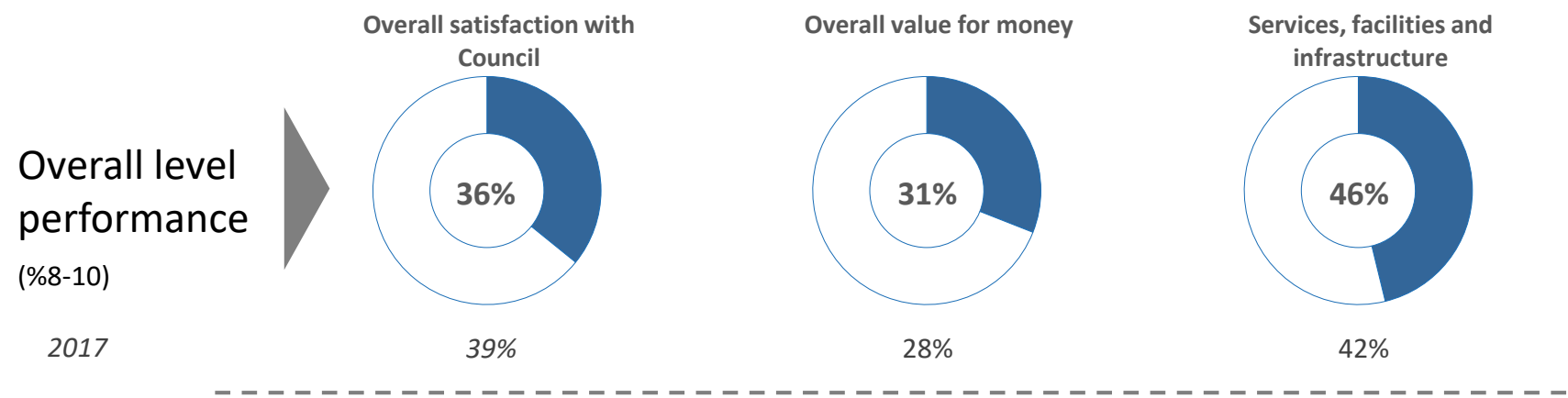
The most significant single opportunity relates to improving value for money perceptions in relation to rates and other fees. Value perceptions continue to have a high impact on the overall satisfaction measure (46% impact), and as performance is relatively low (31%), improvement would be beneficial

6

While the proportion of residents who believe they know a great deal about the Council and what it does has increased significantly this year, a quarter still have little knowledge – suggesting that a core group remain unimpacted by any outreach programme. Women, in particular, rate their knowledge lower. Low knowledge is a barrier that may hinder the ability to improve perceptions of value for money and financial management

Key performance measures are all in line with those recorded for the 2017 year with reputation continuing to be a strength; 69% of residents are classified as 'Champions'

Overall level performance metrics⁽¹⁾⁽²⁾⁽³⁾



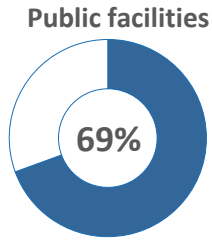
NOTES:
 1. Sample: 2017 n=401; 2018 n=409
 2. Excludes 'Don't know' responses
 3. Significance testing has used a 90% confidence interval

Residents have a great deal of pride in their district and evaluate Council well for its public facilities, while satisfaction with regulatory services is significantly improved on last year

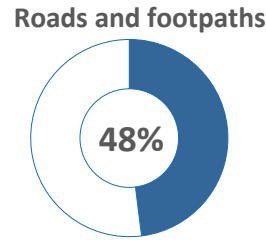
Key performance summary⁽¹⁾⁽²⁾⁽³⁾

Key activities
(%8-10)

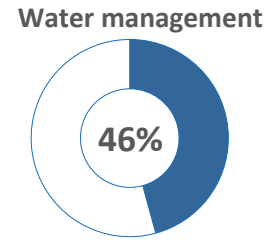
2017



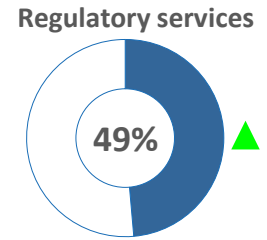
65%



45%



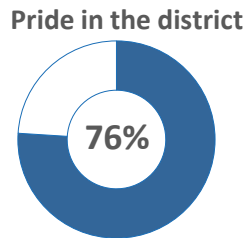
46%



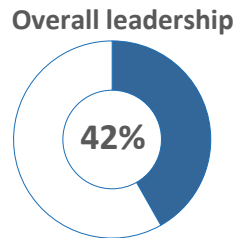
37%

Other
(%8-10)

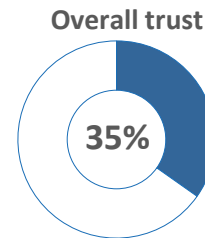
2017



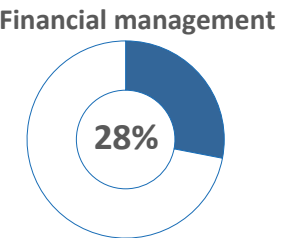
73%





41%



35%



28%

 Significantly higher
 Significantly lower
Compared to in 2017

NOTES:
1. Sample: 2017 n=401; 2018 n=409
2. Excludes 'Don't know' responses
3. Significance testing has used a 90% confidence interval



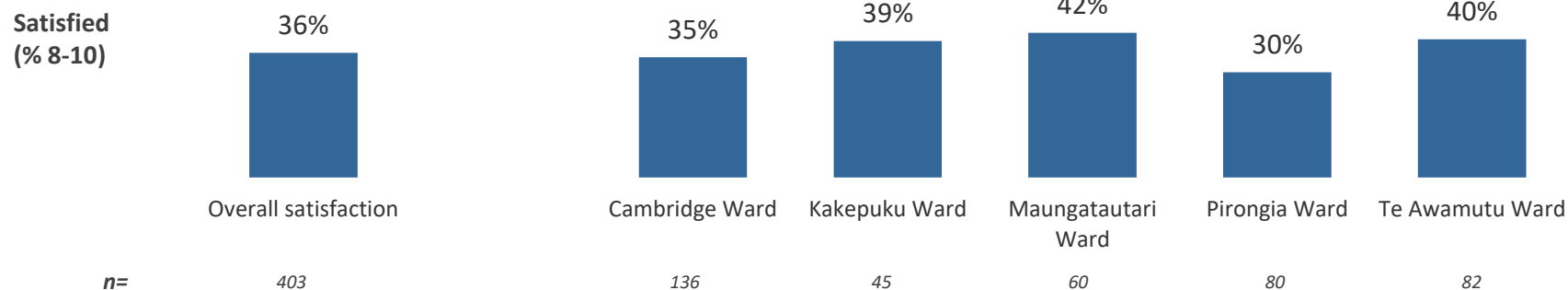
Summary of key performance indicators

Satisfaction with Council's performance remains consistent with results from the past two years

Overall performance⁽¹⁾⁽²⁾

Satisfied 2017 (%8-10)	39%	38%	26%	37%	36%	45%
Satisfied 2016 (%8-10)	35%	36%	36%	25%	36%	39%

Poor (% 1-4)	12%	14%	5%	9%	13%	10%
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NOTES:



1. Sample: 2016 n=414, 2017 n=401; 2018 n=409; Cambridge n=137; Kakepuku n=45; Maungatautari n=60; Pirongia n=84; Te Awamutu n=83; Excludes don't know responses. Total Don't know n=6

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 great pride in the district, and results for reputation, service delivery and value are in line with 2017, while perceptions of regulatory services have improved

Overall performance summary⁽¹⁾⁽²⁾⁽³⁾

	Satisfaction by ward (% 8-10)			2017	2016	Satisfaction by ward (% 8-10)		
	Poor (% 1-4)	Indifferent (% 5-7)	Satisfied (% 8-10)			Cambridge	Te Awamutu	Don't know
Pride in the Waipa District	22%	76%		73%	71%	81%	70%	2%
Satisfaction with community boards	10%	53%	37%	32%	29%	37%	37%	28%
Overall reputation	8%	49%	43%	39%	44%	44%	43%	3%
- Leadership	10%	48%	42%	41%	39%	39%	45%	9%
- Trust	15%	50%	35%	35%	32%	32%	38%	3%
- Financial management	15%	57%	28%	28%	25%	29%	27%	16%
- Service quality	6%	47%	46%	42%	45%	45%	47%	3%
Overall value for money	17%	52%	31%	28%	29%	31%	31%	6%
Service, infrastructure and public facilities	6%	47%	46%	42%	45%	45%	47%	3%
- Overall water management	6%	48%	46%	46%	43%	47%	44%	14%
- Overall roads and footpaths	7%	45%	48%	45%	41%	49%	47%	0%
- Overall public facilities	29%	69%		65% 	59% 	66%	73%	6%
- Regulatory services	8%	44%	49% 	37% 	43%	48%	49%	20%

 Significantly higher
 Significantly lower

NOTES:
 1. Sample: 2016 n=414, 2017 n=401; 2018 n=409
 2. Excludes 'Don't know' responses
 3. Significance testing has used a 90% confidence interval

Satisfaction with the availability of footpaths and cycleways has increased significantly since 2016, with all other aspects of infrastructure performance consistent with prior years

Performance summary: Water management and roads⁽¹⁾⁽²⁾⁽³⁾

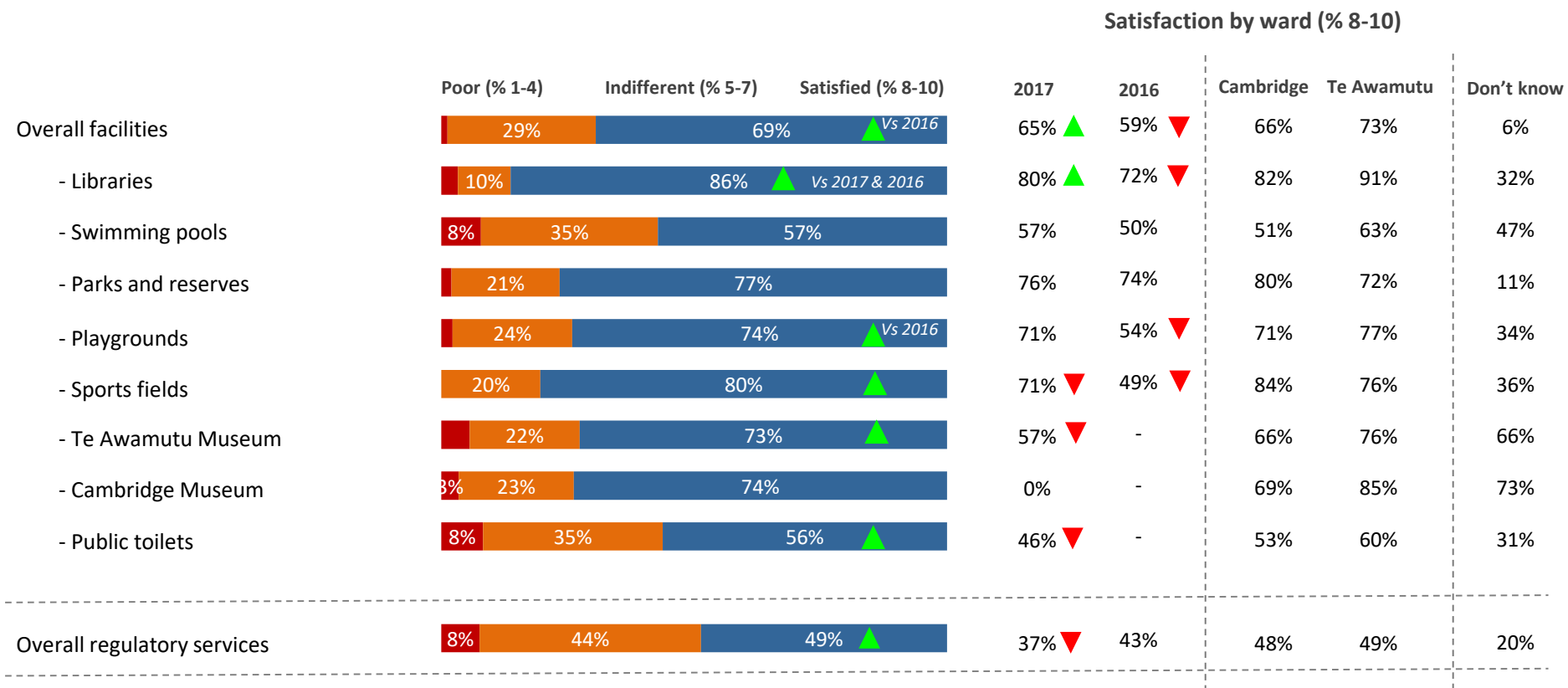
	Satisfaction by ward (% 8-10)			2017	2016	Cambridge	Te Awamutu	Don't know
	Poor (% 1-4)	Indifferent (% 5-7)	Satisfied (% 8-10)					
Overall water management	6%	48%	46%	46%	43%	47%	44%	14%
- Water supply	8%	30%	62%	68% ▲	60% ▼	70%	53%	3%
- Sewerage system	21%	74%	71%	71%	65%	72%	77%	37%
- Stormwater system	12%	41%	47%	47%	44%	42%	53%	9%
<hr/>								
Overall Roads	7%	45%	48%	45%	41%	49%	47%	0%
- Maintenance of roads	8%	50%	42%	43%	41%	42%	41%	0%
- Safety	11%	41%	49%	46%	41%	51%	45%	0%
- Availability of footpaths	10%	34%	56% ▲ ^{Vs 2016}	54% ▲	48% ▼	57%	55%	6%
- Maintenance of footpaths	10%	41%	49%	46%	41%	51%	46%	8%
- Availability of cycleways	14%	33%	53% ▲	46%	43% ▼	62%	41%	12%

▲ Significantly higher
▼ Significantly lower

NOTES:
1. Sample: 2016 n=414, 2017 n=401; 2018 n=409
2. Excludes 'Don't know' responses
3. Significance testing has used a 90% confidence interval

Satisfaction with the district's public facilities remains high with significant increases in satisfaction with libraries, sports fields, the Te Awamutu Museum and public toilets

Performance summary: Facilities and regulatory services⁽¹⁾⁽²⁾⁽³⁾

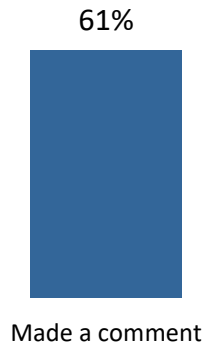


NOTES:
 1. Sample: 2016 n=414, 2017 n=401; 2018 n=409
 2. Excludes 'Don't know' responses
 3. Significance testing has used a 90% confidence interval

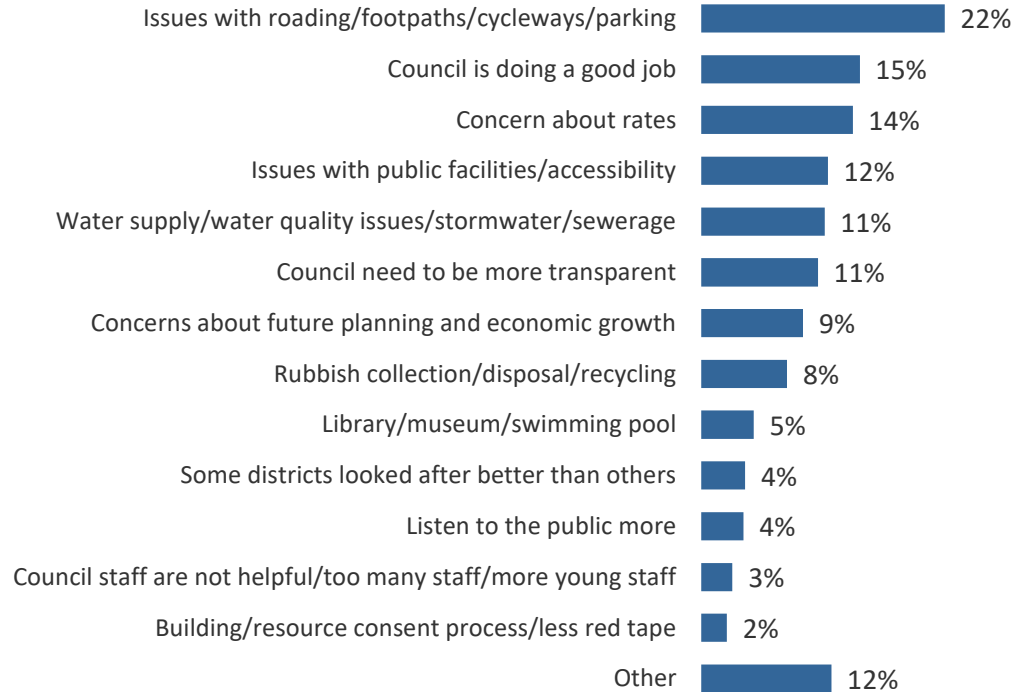
▲ Significantly higher
 ▼ Significantly lower

Six in ten residents offered general comments and many of these relate to infrastructure, although 14% of comments express concern about rates

General comments⁽¹⁾⁽²⁾



General comments



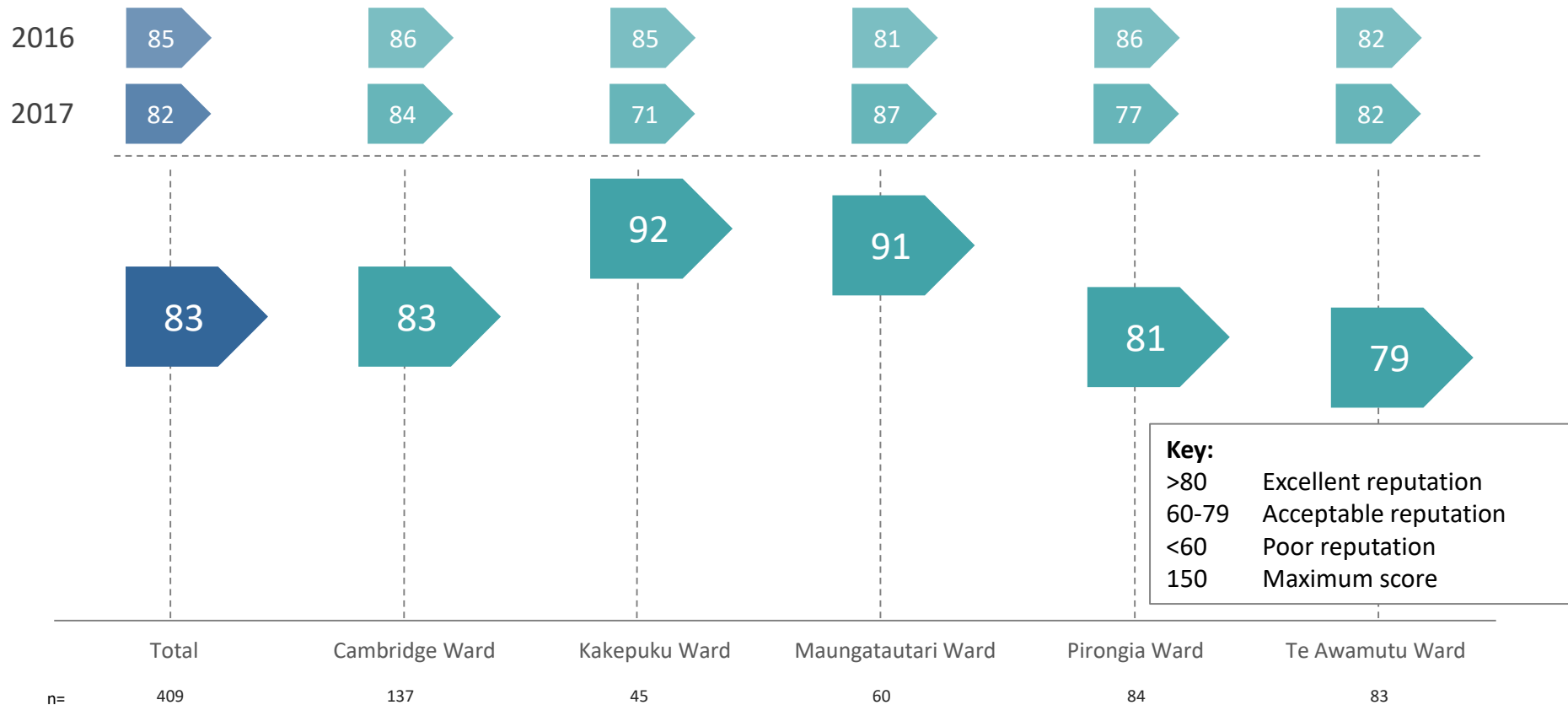
NOTES:
 1. Sample: 2018 n=409; All making a comment n=252
 2. GEN. Are there any other comments that you would like to make about the Waipa District Council?



Understanding reputation

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

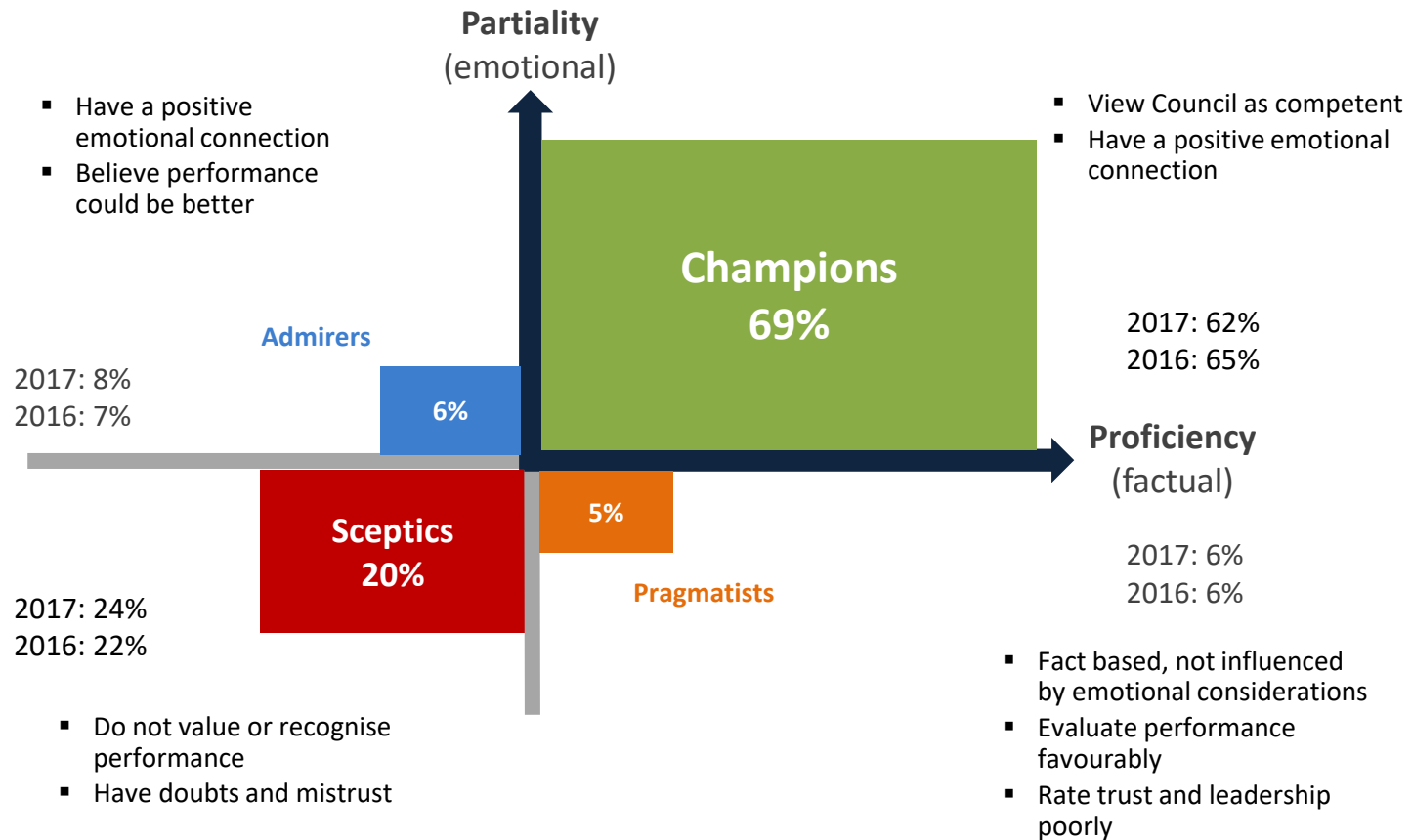
Reputation benchmarks⁽¹⁾⁽²⁾⁽³⁾



NOTES:
 1. Sample 2016 n=414, 2017 n=401; 2018 n=409
 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 more than two thirds of residents recognising that Council does a good job, while also having a positive emotional connection

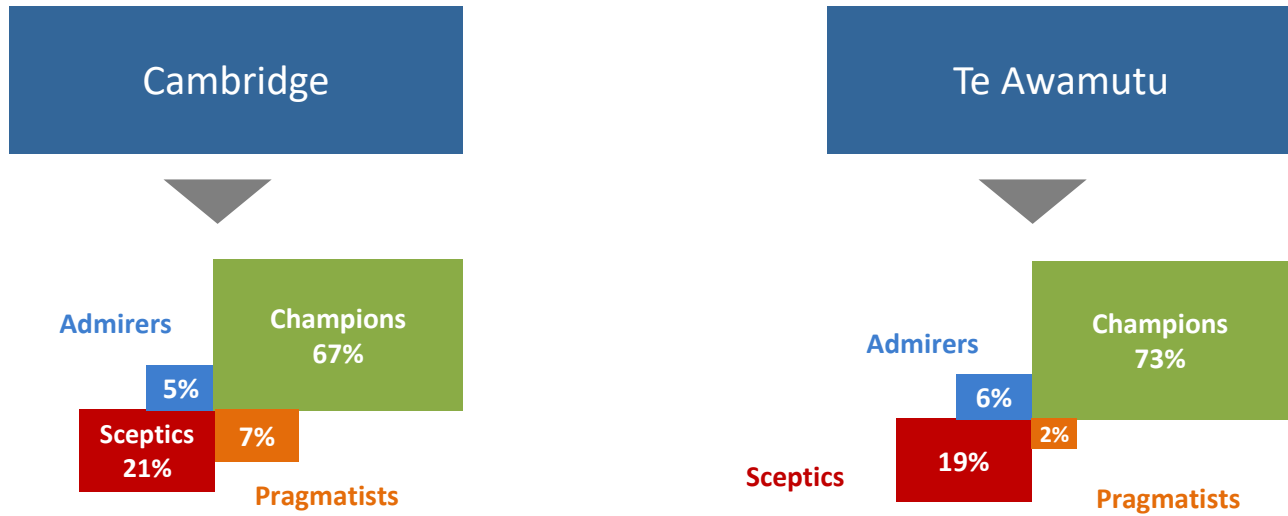
Reputation profile⁽¹⁾⁽²⁾⁽³⁾



NOTES:
 1. Sample: 2016 n=414, 2017: n=401; 2018 n= 409. Excludes those who did not answer all the reputation questions; n=86
 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 have remained consistent over the past two years

Reputation profile: Wards⁽¹⁾⁽²⁾⁽³⁾

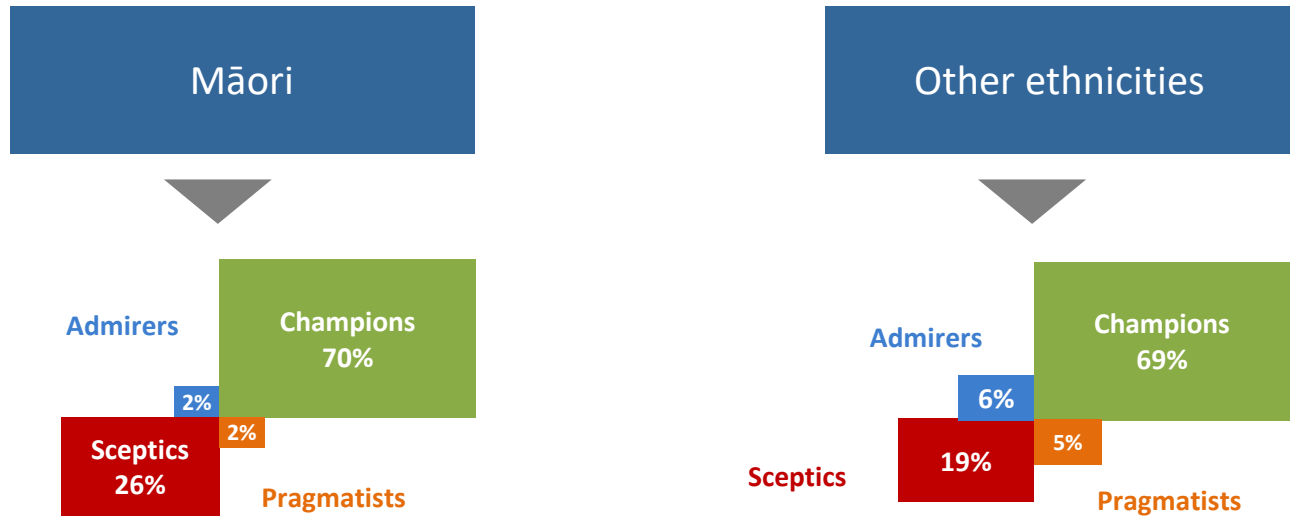


	2016	2017	2018	2016	2017	2018
Admirers	7%	10%	5%	7%	6%	6%
Champions	67%	60%	67%	64%	63%	73%
Pragmatists	7%	10%	7%	5%	2%	2%
Sceptics	20%	20%	21%	24%	28%	19%

NOTES:
 1. Sample: 2016 n=414, 2017 n=401; 2018 n=409: Cambridge n=221, Te Awamutu n=188. Excludes those who did not answer all the reputation questions; n=86
 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 reputational profile of both major ethnic groups is comparable and consistent with the previous two years

Reputation profile: Ethnicity⁽¹⁾⁽²⁾⁽³⁾



	2016	2017	2018	2016	2017	2018
Admirers	3%	9%	2%	8%	8%	6%
Champions	66%	56%	70%	65%	63%	69%
Pragmatists	7%	5%	2%	6%	6%	5%
Sceptics	25%	29%	26%	21%	23%	19%

NOTES:
 1. Sample: 2016 n=414, 2017 n=401; 2018 n=409: Maori n=61, Other ethnicities n=348. Excludes those who did not answer all the reputation questions, n=86
 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

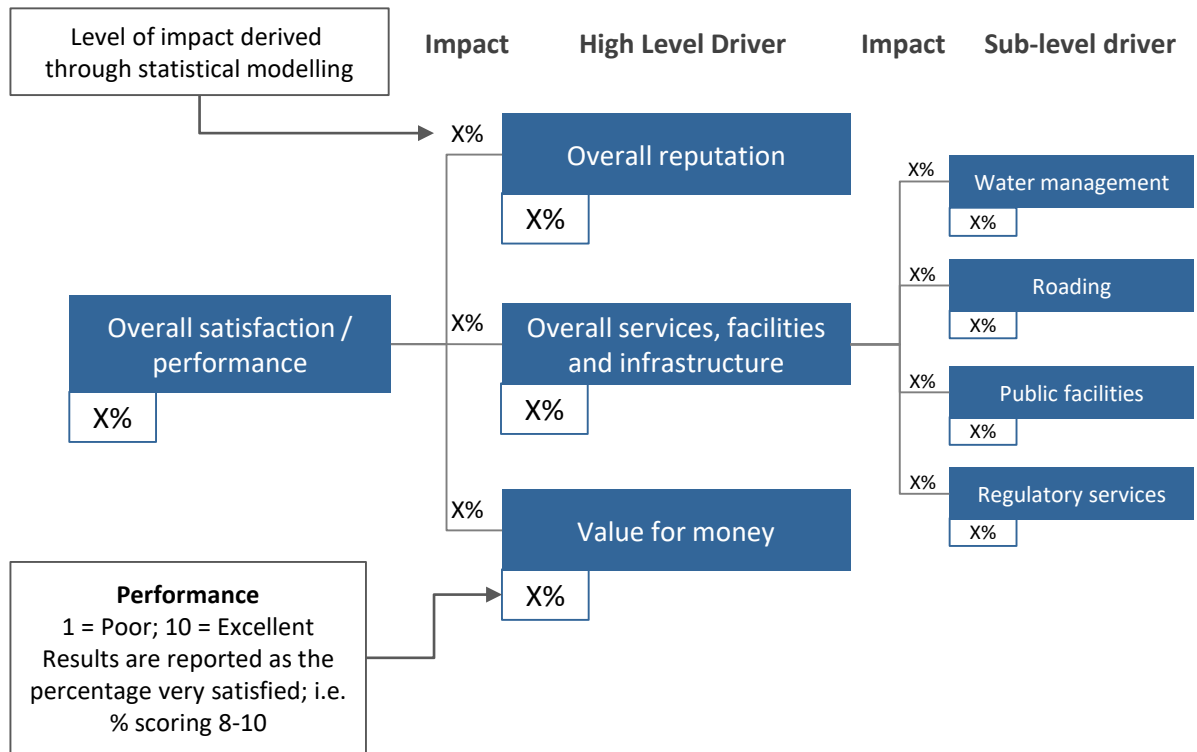
The foundation to our approach is based on determining how residents develop perceptions of their council by understanding how they value what they receive, relative to what they pay

The driver model explained

Illustrative

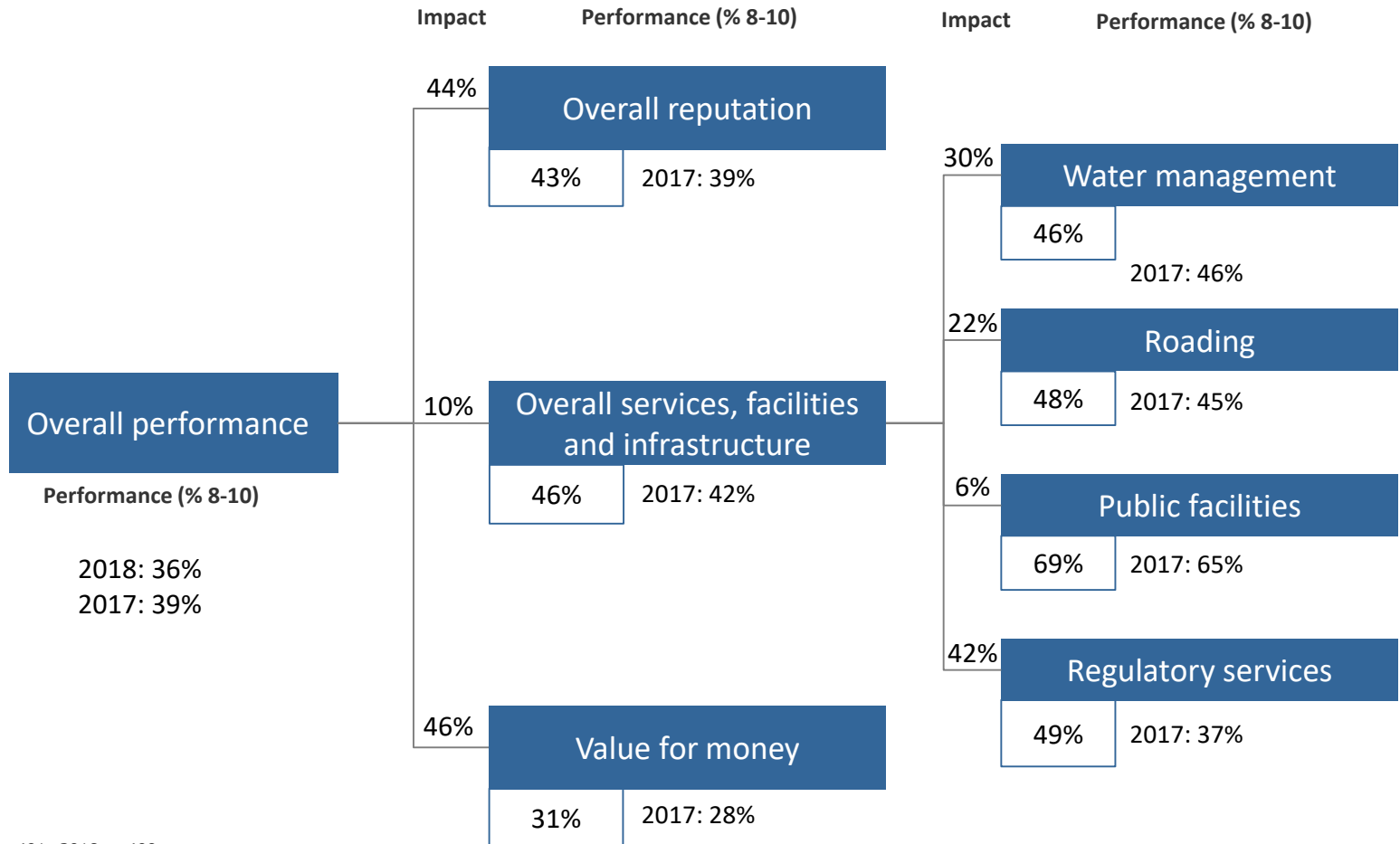
Overview of our driver model

- Residents were asked to rate the Council on the drivers of value. These processes align with Council's 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 location and potentially with other councils



Residents' perceptions are being influenced most strongly by 'Value for money' (46%), and 'Reputation' (44%) whereas service delivery has a weaker influence





Overall performance⁽¹⁾



NOTES:
1. Sample: 2017 n=401; 2018 n=409

'Value for money' has the most impact (46%) on overall perceptions and the low score relative to other measures is having a negative impact on the *'Overall satisfaction'* result

Driver analysis: Overall level drivers⁽¹⁾⁽²⁾

	Impact	Performance (% scoring 8-10)	2017 %(8-10)	Satisfaction by ward (% 8-10)					Don't know
				Cambridge	Kakepuku	Maungatautari	Pirongia	Te Aw	
Overall satisfaction with Council's performance		 36%	39%	35%	39%	42%	30%	40%	2%
Value for money	46%	 31%	28%	31%	42%	35%	30%	29%	6%
Overall reputation	44%	 43%	39%	44%	45%	49%	39%	43%	3%
Service, facilities and infrastructure delivery	10%	 46%	42%	45%	54%	50%	46%	45%	3%






NOTES:

1. Sample: 2017 n= 401; 2018 n=409; Cambridge n=137; Kakepuku n=45; Maungatautari n=60; Pirongia n=84; Te Awamutu n=83

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?

'Reputation' has a considerable influence (44%) on *'Overall satisfaction'* and therefore the low score on the key driver, *'Financial management'*, is also working to lower overall perceptions

Driver analysis: Reputation drivers⁽¹⁾⁽²⁾

	Impact	Performance (% scoring 8-10)	2017 % (8-10)	Satisfaction by ward (% 8-10)					Don't know
				Cambridge	Kakepuku	Maungatautari	Pirongia	Te Aw	
Overall reputation	44%		39%	44%	45%	49%	39%	43%	3%
Financial management	46%		28%	29%	37%	32%	23%	27%	16%
Trust and emotional appeal	26%		35%	31%	49%	43%	32%	38%	3%
Vision and leadership	23%		41%	37%	53%	46%	38%	47%	9%
Quality of services and deliverables	5%		42%	45%	54%	50%	46%	45%	3%

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.

Improving perceptions relating to spending will be key to driving improvement in this crucial area, as will demonstrating transparency







Driver analysis: Reputation drivers⁽¹⁾⁽²⁾

	Impact	Performance (% scoring 8-10)	2017 % (8-10)	Satisfaction by ward (% 8-10)					Don't know
				Cambridge	Kakepuku	Maungatautari	Pirongia	Te Aw	
Overall financial management	46%	28%	28%	29%	37%	32%	23%	27%	16%
Spending wisely and avoiding wasteful spending	42%	21%	26%	20%	35%	24%	20%	20%	16%
Being transparent with their spending	36%	26%	27%	30%	40%	26%	19%	20%	15%
Making appropriate investment decisions	22%	34%	31%	35%	42%	33%	29%	35%	24%

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.

'Transparent and communicating' continues to be an opportunity since performance is low (30%) and with a reasonably high impact score (37%), this will also be having a negative effect

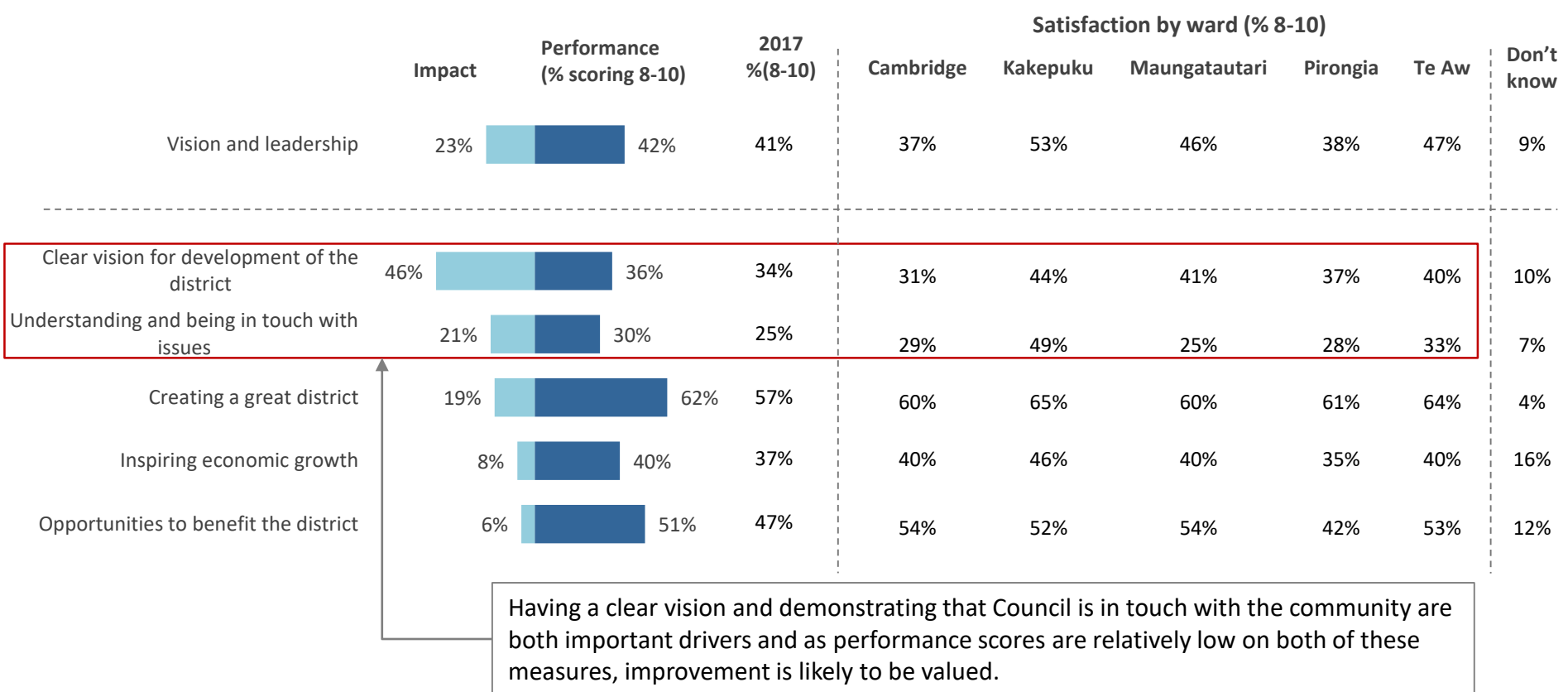
Driver analysis: Reputation drivers, trust and emotional appeal⁽¹⁾⁽²⁾

	Impact	Performance (% scoring 8-10)	2017 %(8-10)	Satisfaction by ward (% 8-10)					Don't know	
				Cambridge	Kakepuku	Maungatautari	Pirongia	Te Aw		
Overall trust and emotional appeal	26%		35%	35%	31%	49%	43%	32%	38%	3%
Transparent and communicating openly	37%		30%	29%	31%	45%	37%	22%	27%	8%
Competency and ability to achieve good outcomes	23%		39%	39%	37%	59%	48%	28%	45%	5%
Working in the best interests of the community	18%		34%	39%	28%	48%	35%	29%	46%	8%
Operating in a way that is fair	11%		38%	36%	37%	39%	38%	29%	44%	11%
Admiration	11%		36%	33%	34%	38%	40%	34%	38%	5%

Being transparent is the single largest driver of trust and as such, demonstrating increased openness will be valued, and is likely to reflect in the overall performance evaluation.

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*’ remains a barrier

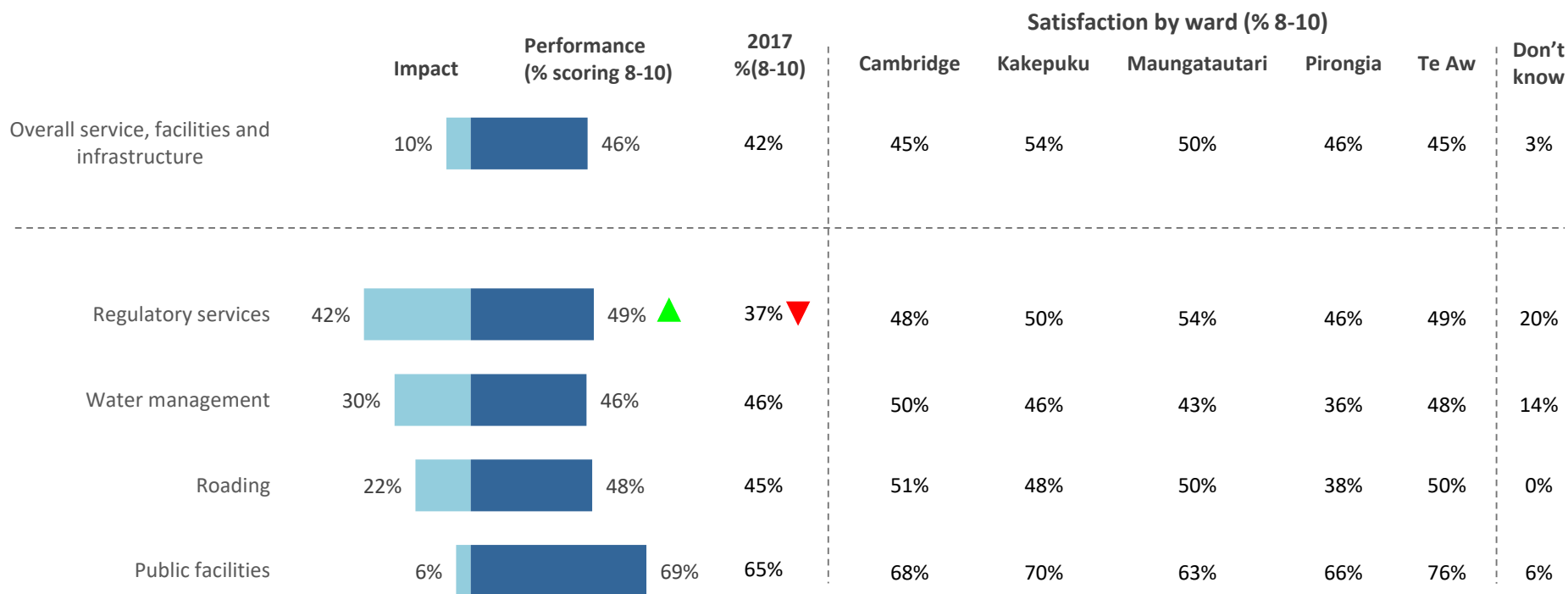
Driver analysis: Reputation drivers, vision and leadership⁽¹⁾⁽²⁾



NOTES:
 1. Sample: 2017 n= 401; 2018 n=409; Cambridge n=137; Kakepuku n=45; Maungatautari n=60; Pirongia n=84; Te Awamutu n=83
 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

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

Driver analysis: Services, facilities and infrastructure⁽¹⁾⁽²⁾⁽³⁾



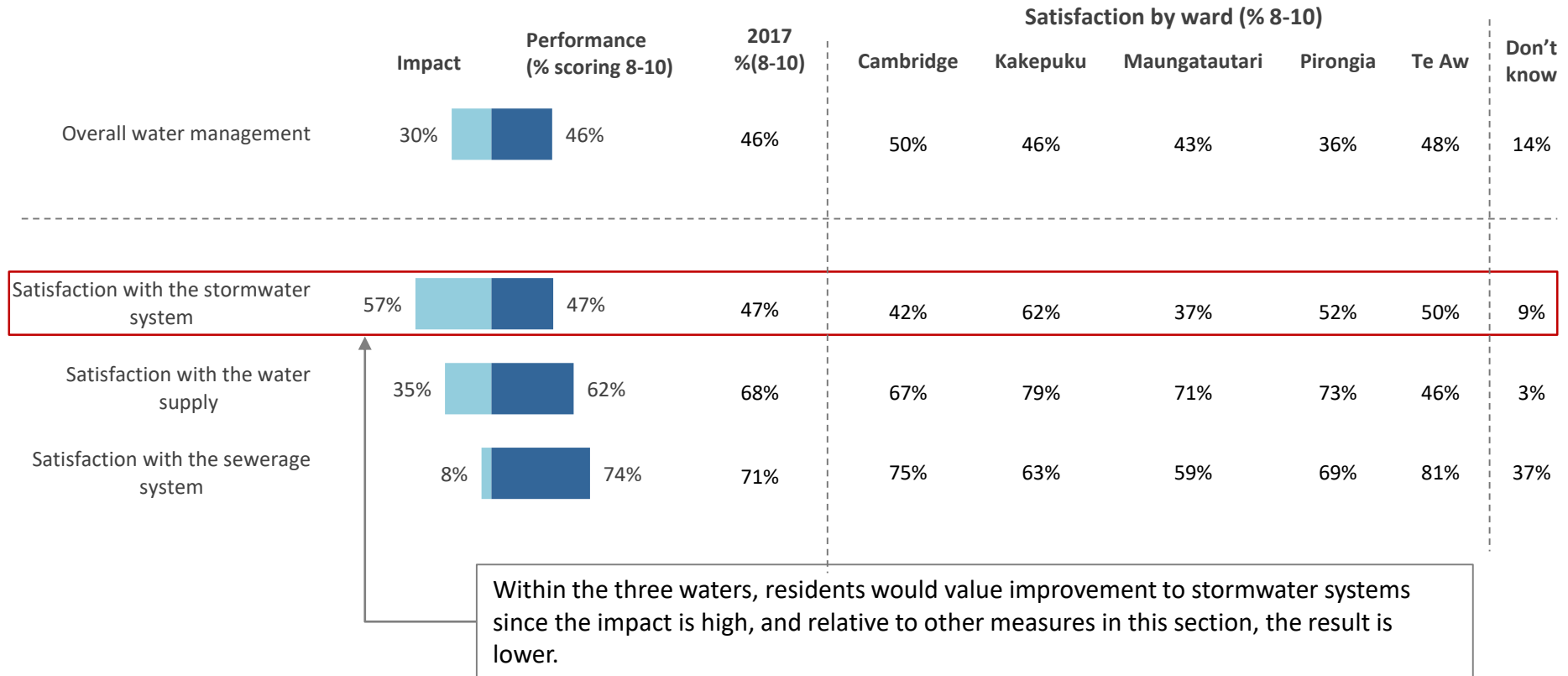
▲ Significantly higher
▼ Significantly lower

NOTES:

1. Sample: 2017 n= 401; 2018 n=409; Cambridge n=137; Kakepuku n=45; Maungatautari n=60; Pirongia n=84; Te Awamutu n=83
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 worthy of attention as this has a high impact (57%) on the overall water management measure, although this is having minimal impact on overall perceptions of Council







Driver analysis: Water management⁽¹⁾⁽²⁾⁽³⁾



NOTES:
 1. Sample: 2017 n= 401; 2018 n=409; Cambridge n=137; Kakepuku n=45; Maungatautari n=60; Pirongia n=84; Te Awamutu n=83
 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 and since performance scores are not particularly high, there may be opportunity to effect some improvement

Driver analysis: Roding⁽¹⁾⁽²⁾⁽³⁾

	Impact	Performance (% scoring 8-10)	2017 %(8-10)	Satisfaction by ward (% 8-10)					Don't know
				Cambridge	Kakepuku	Maungatautari	Pirongia	Te Aw	
Overall roading	22%	 48%	45%	51%	48%	50%	38%	50%	0%
Maintenance of roads	29%	 42%	43%	40%	54%	49%	38%	42%	0%
Safety of the roads	24%	 49%	46%	54%	48%	54%	31%	52%	0%
Availability of footpaths	17%	 56%	54%	57%	53%	56%	51%	59%	6%
Maintenance of footpaths	15%	 49%	46%	52%	52%	55%	43%	45%	8%
Availability of cycleways	14%	 53%	46%	66%	38%	65%	36%	44%	12%

NOTES:

1. Sample: 2017 n= 401; 2018 n=409; Cambridge n=137; Kakepuku n=45; Maungatautari n=60; Pirongia n=84; Te Awamutu n=83
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 public facilities and there has been a significant improvement in perceptions of public toilets, the museum and sportsfields

Driver analysis: Public facilities⁽¹⁾⁽²⁾⁽³⁾⁽⁴⁾

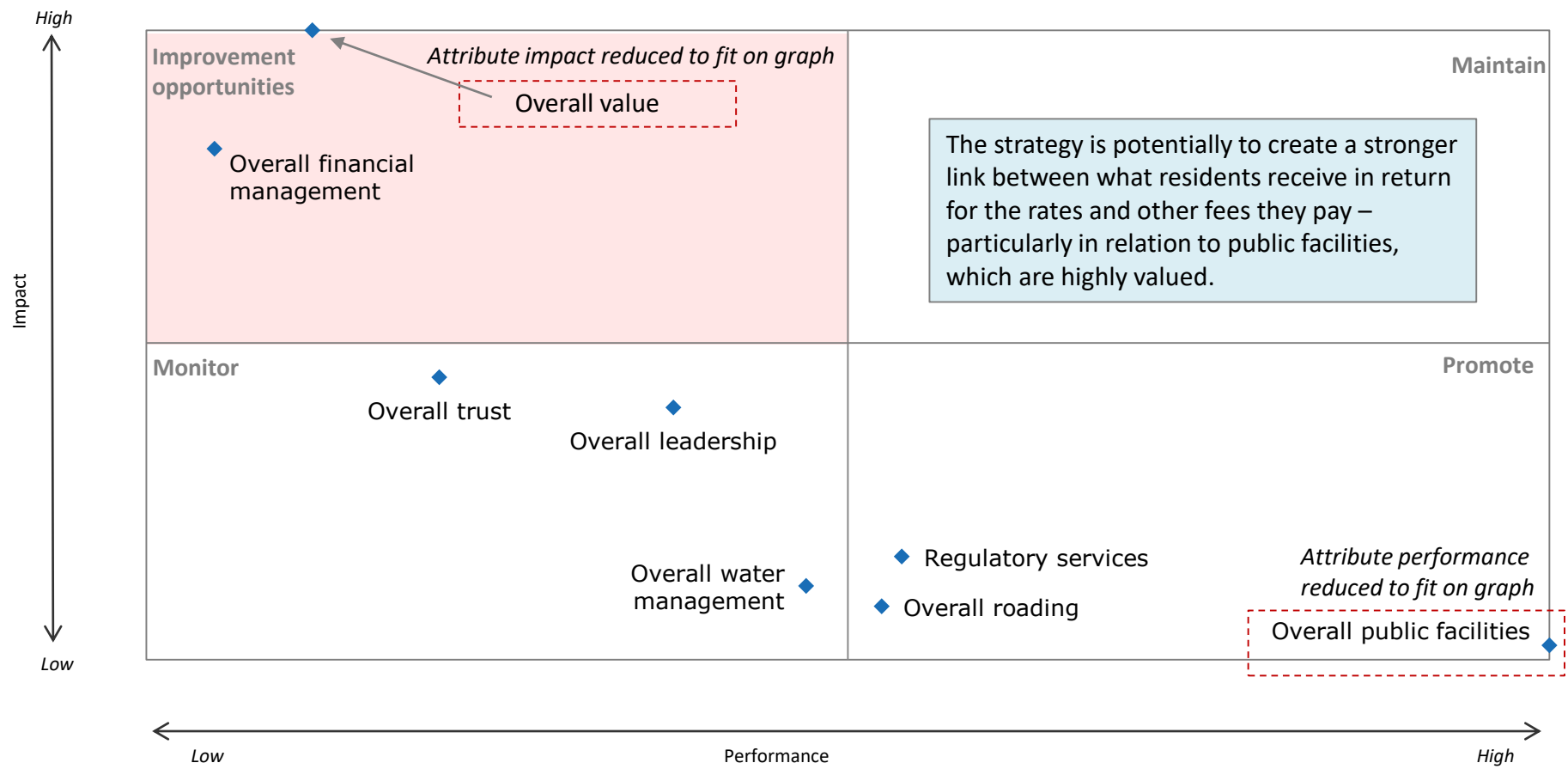
	Impact	Performance (% scoring 8-10)	2017 (%8-10)	Satisfaction by ward (% 8-10)					Don't know
				Cambridge	Kakepuku	Maungatautari	Pirongia	Te Aw	
Overall public facilities	6%	69%	65%	68%	70%	63%	66%	76%	6%
Playgrounds	34%	74%	71%	71%	72%	76%	64%	84%	34%
Libraries	33%	86%	80%	82%	94%	89%	91%	88%	32%
Parks and reserves	15%	77%	76%	79%	82%	86%	71%	72%	11%
Public toilets	14%	56% ▲	46% ▼	49%	58%	64%	58%	62%	31%
The Cambridge museum	3%	74%	0%	71%	95%	69%	69%	81%	73%
The Te Awamutu Museum	1%	73% ▲	57% ▼	74%	87%	68%	72%	70%	66%
Sportsfields	NCI	80% ▲	71% ▼	87%	75%	84%	59%	84%	36%
Swimming pools	NCI	57%	57%	53%	77%	51%	47%	68%	47%

▲ Significantly higher
▼ Significantly lower

NOTES:
 1. Sample: 2017 n= 401; 2018 n=409; Cambridge n=137; Kakepuku n=45; Maungatautari n=60; Pirongia n=84; Te Awamutu n=83
 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 aggregate level, improving perceptions of value and financial management represent the most significant opportunities for improving the overall evaluation of Council

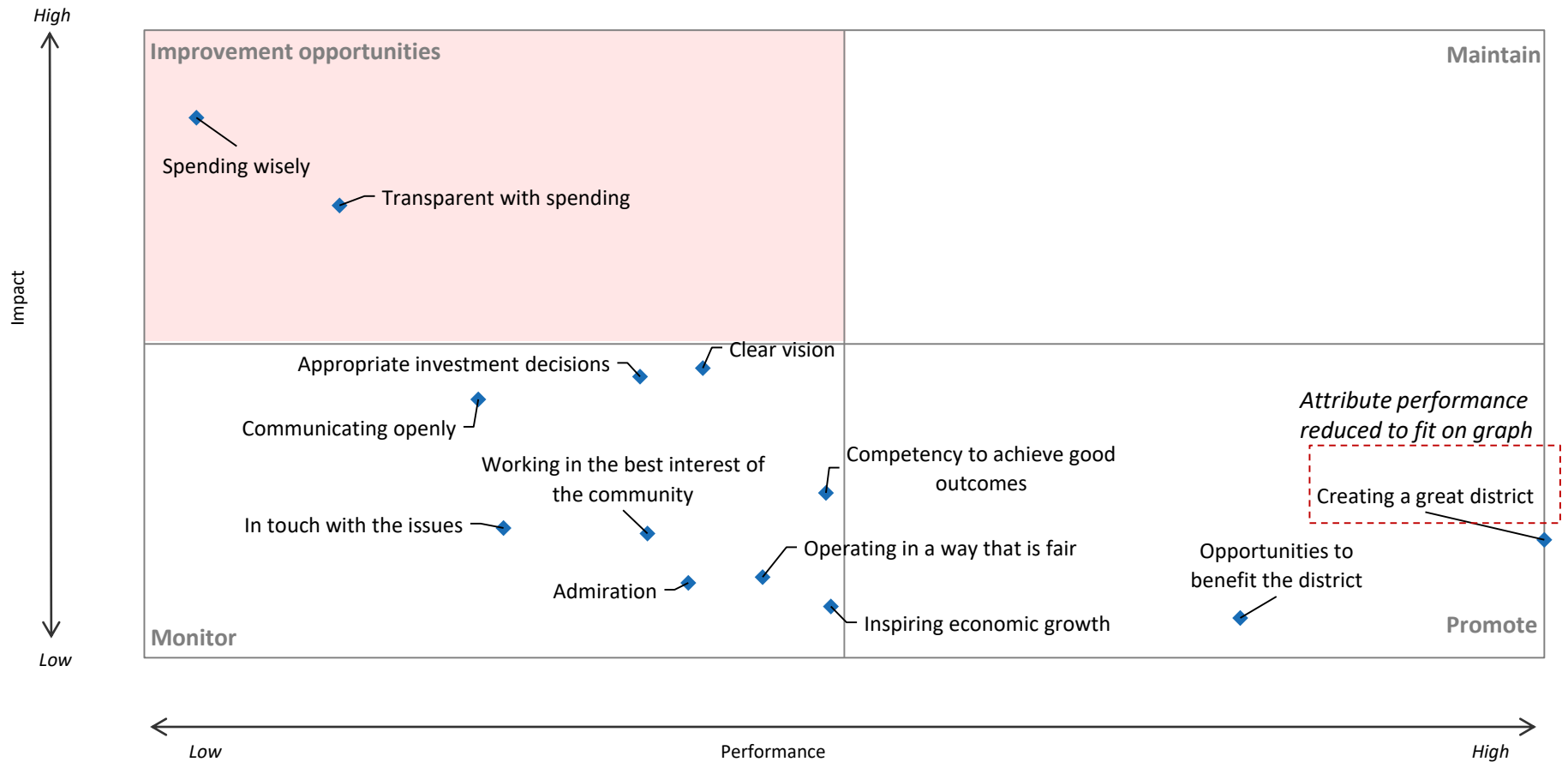
Overall level performance: Improvement opportunities⁽¹⁾



NOTES:
1. Sample: n=409

Reputation related improvements that would be of most value relate to spending wisely, and transparency related to spending

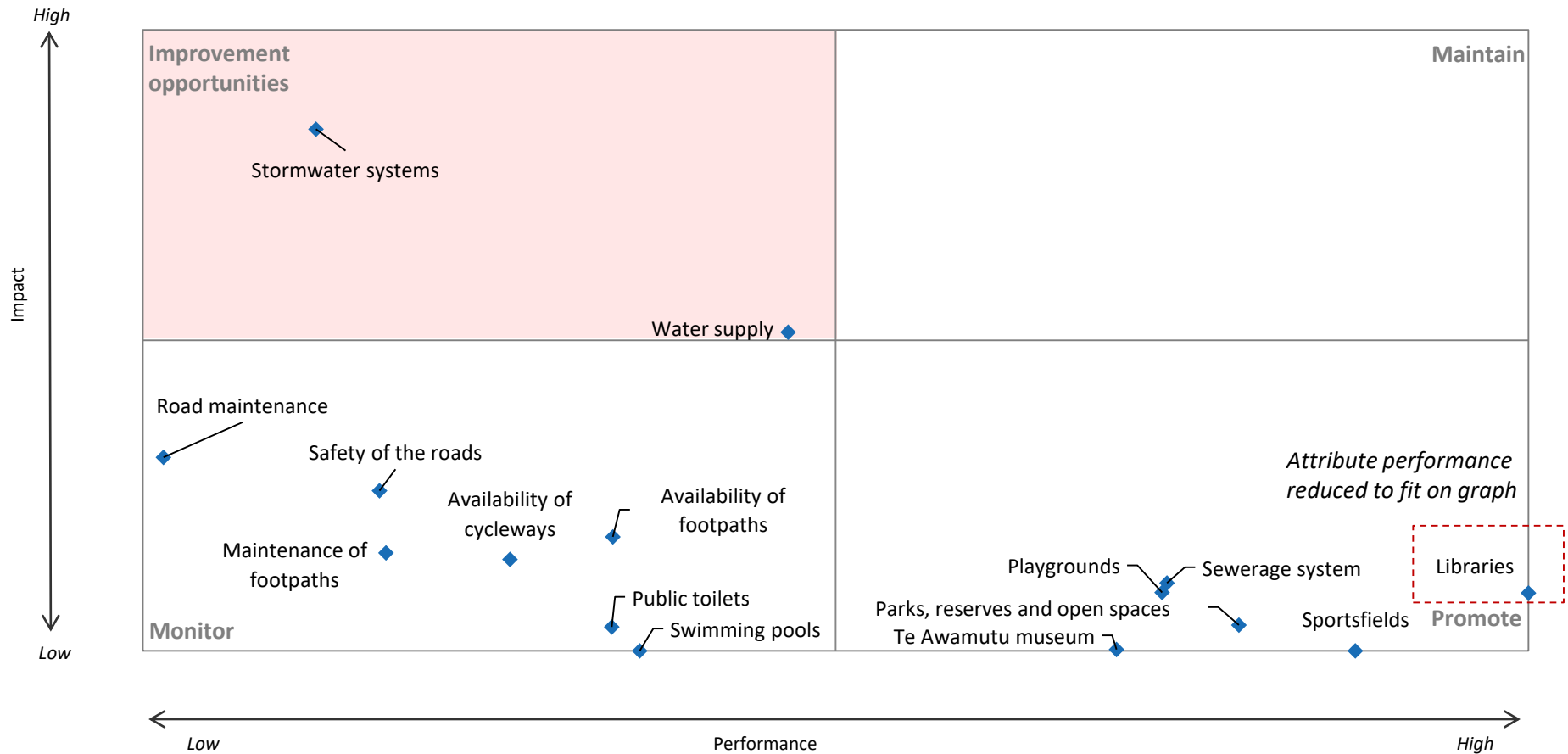
Reputation performance: Improvement opportunities⁽¹⁾



NOTES:
1. Sample: n=409

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

Service and facilities performance: Improvement opportunities⁽¹⁾



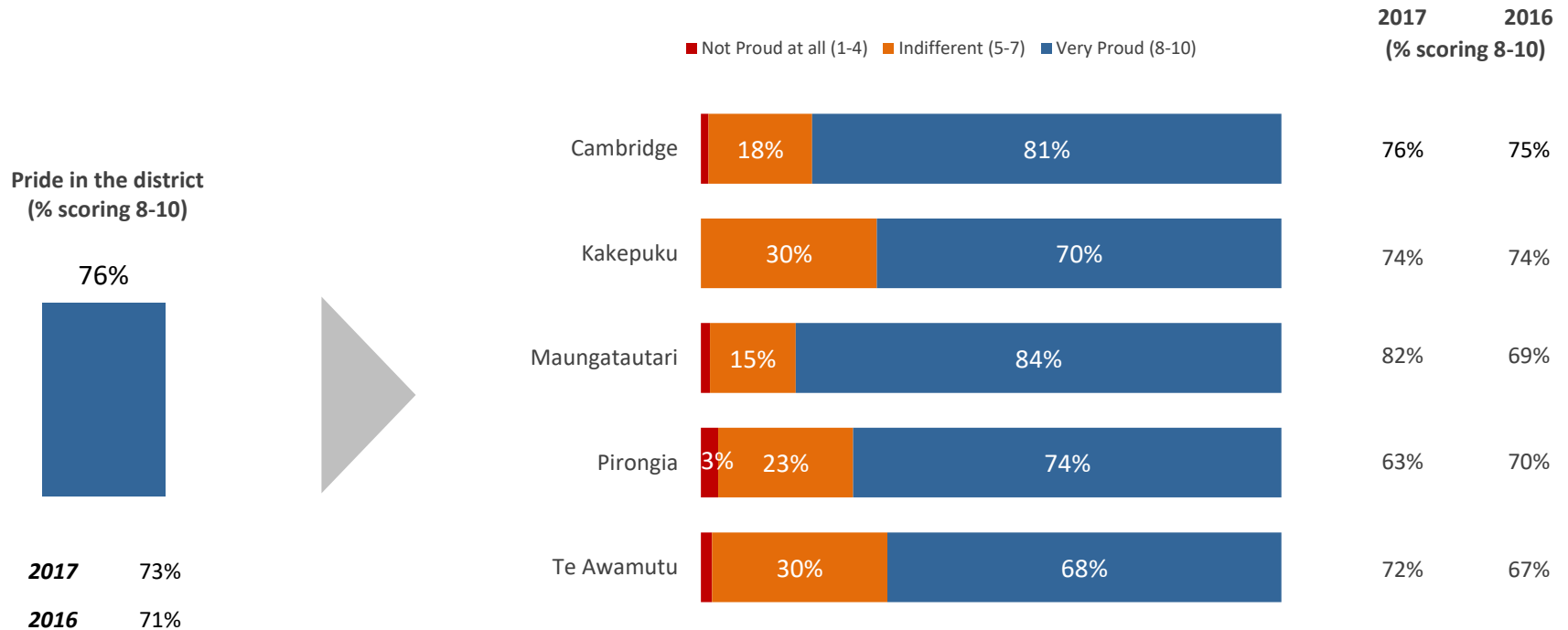
NOTES:
1. Sample: n=409



Waipa lifestyle

Overall, three quarters (76%) of residents are proud of the Waipa District, with pride highest among residents of Cambridge and Maungatautari

Waipa lifestyle: Pride in district⁽¹⁾⁽²⁾



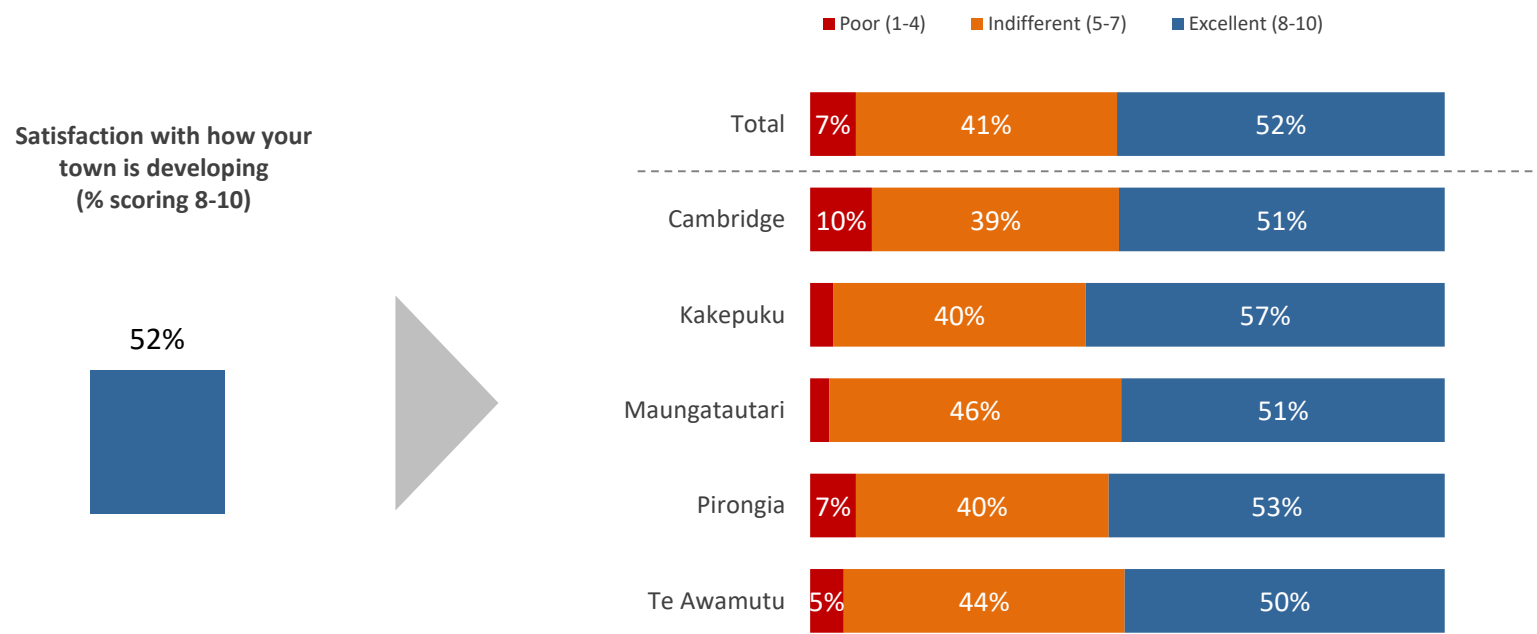
NOTES:

1. Sample: 2017 n=401; 2018 n=409

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?

About half (52%) of all residents are very happy with the way that their town is developing and there is a high level of consistency across the five wards

Waipa lifestyle: Satisfaction with the way the town is developing⁽¹⁾⁽²⁾



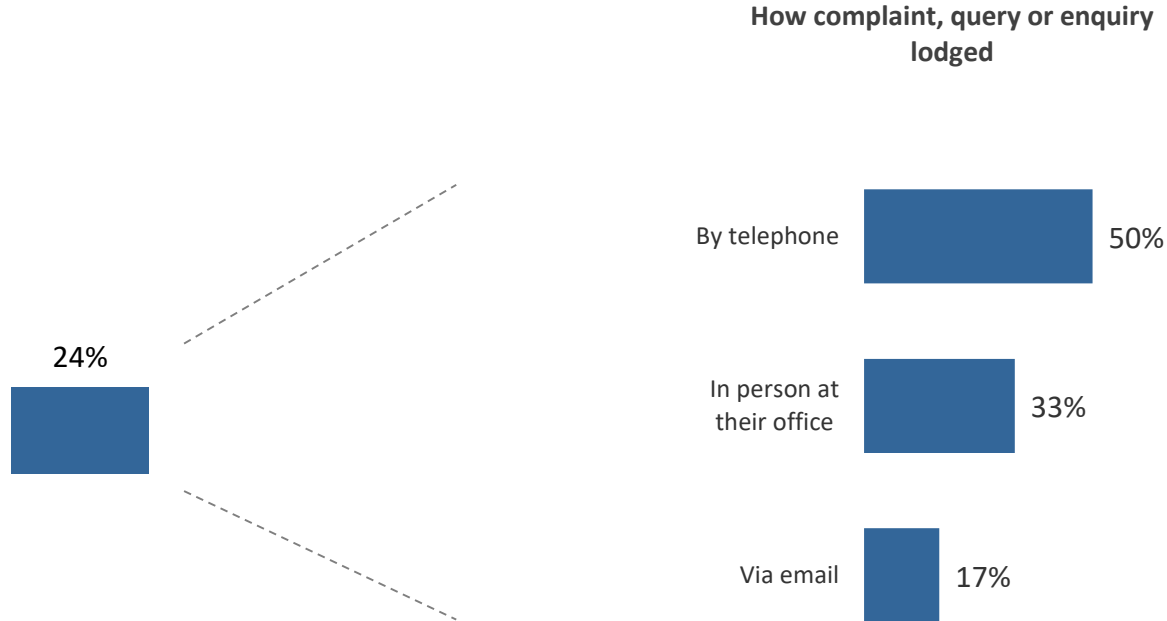
NOTES:
 1. Sample: 2017 n=401; 2018 n=409
 2. LE2: And thinking about the Waipa District, using a 1-10 scale where 1 means 'not at all proud' and 10 means 'very proud', how proud do you feel to be able to say that you live in this district?



Interaction performance

About a quarter of residents made an enquiry or lodged a complaint with Council during the year with most of these (50%) being made via telephone

Interactions: Proportion of residents lodging enquiries⁽¹⁾⁽²⁾⁽³⁾



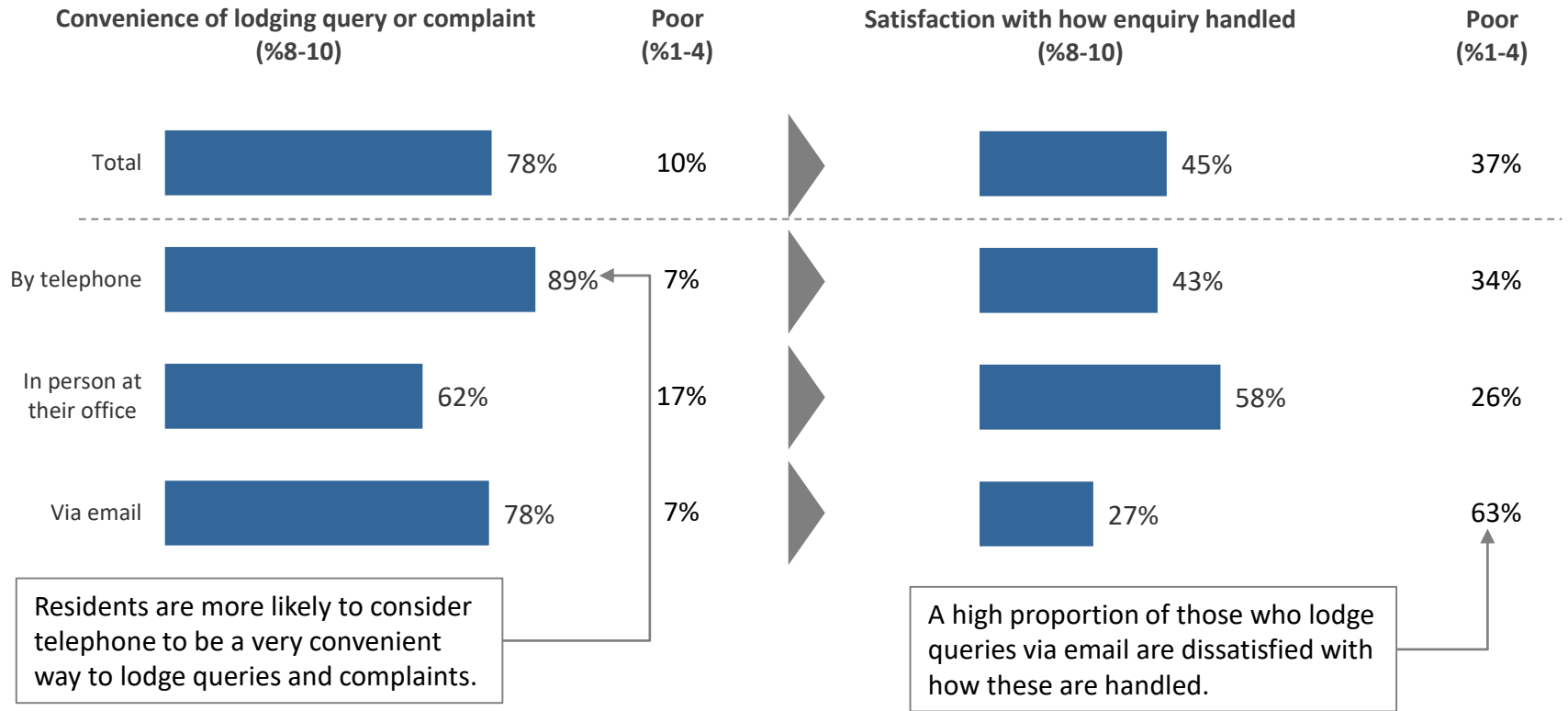
NOTES:

- 1. Sample: 2018 n=409. Lodged an enquiry n=95; Telephone n=51, in person n=30, email n=14
- 2. INT.1 Have you made an enquiry or lodged a complaint about something with the Waipa District Council within the last six months?
- 3. INT2. Which best describes how you contacted the Council about this matter? Was it...

Telephone is the most convenient way to lodge enquiries, however satisfaction with how enquiries are handled is low (45%), particularly among those using email (27%)

Interactions: Proportion of residents lodging enquiries

Caution: Small sample for those lodging requests via email; n=14



NOTES:

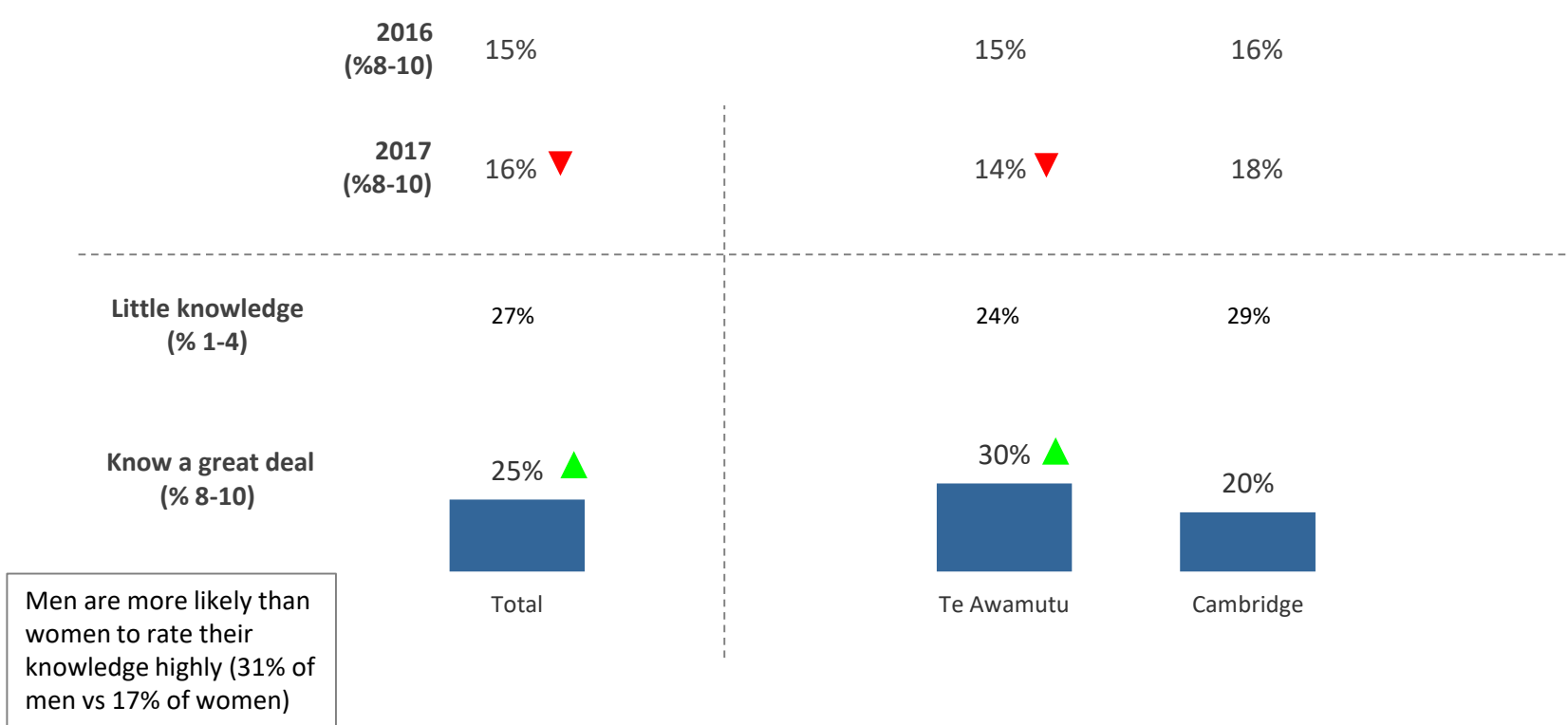
1. Sample: 2018 n=409. Lodged an enquiry n=95; Telephone n=51, in person n=30, email n=14
2. INT.1 Have you made an enquiry or lodged a complaint about something with the Waipa District Council within the last six months?
3. INT2. Which best describes how you contacted the Council about this matter? Was it...
4. INT3. Using a 1 to 10 scale where 1 means 'not at all convenient' and 10 means 'very convenient', how convenient was it for you to make your enquiry or lodge your complaint this way?
5. INT4. And overall, how satisfied are you with how your complaint or query was handled?



Awareness and participation in decision-making

While the proportion of residents who believe they know a great deal about Council has increased significantly this year, a quarter (27%) still have little knowledge

Knowledge of Council and its activities⁽¹⁾⁽²⁾⁽³⁾



Men are more likely than women to rate their knowledge highly (31% of men vs 17% of women)

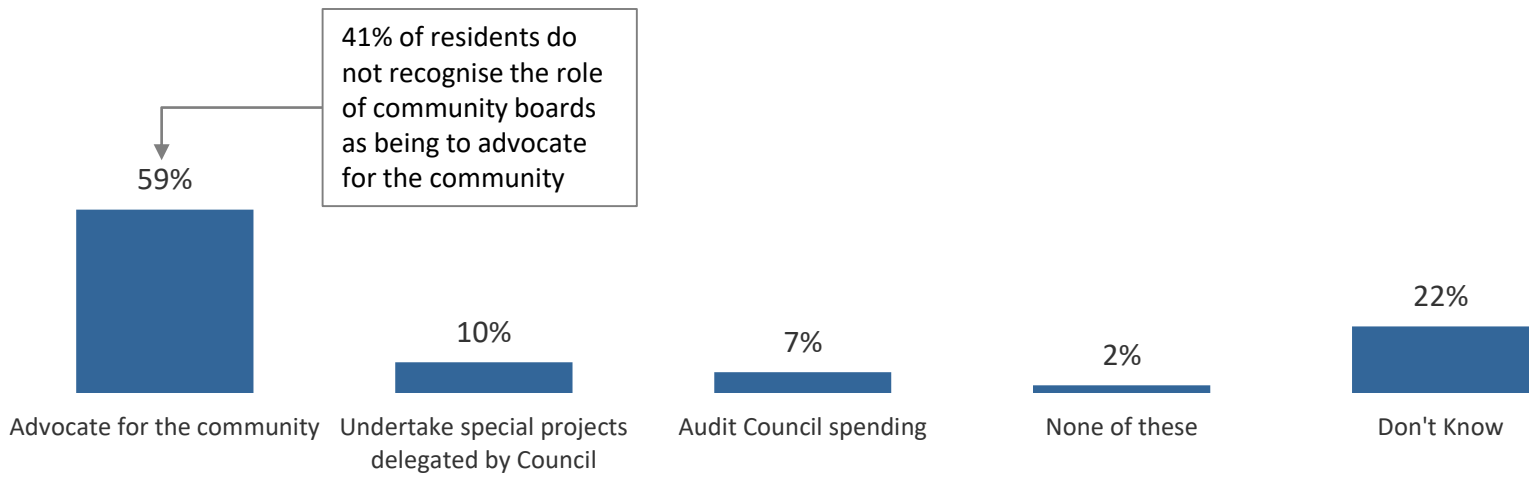
▲ Significantly higher
▼ Significantly lower

NOTES:
 1. Sample: 2016 n=414, 2017 n=401; 2018 n=409
 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'
 3. Significance testing has used a 90% confidence interval

Understanding of the role of community boards has seen no change since 2016, with more than four in ten residents (41%) unclear on their purpose

Community boards: Recognition of purpose⁽¹⁾⁽²⁾

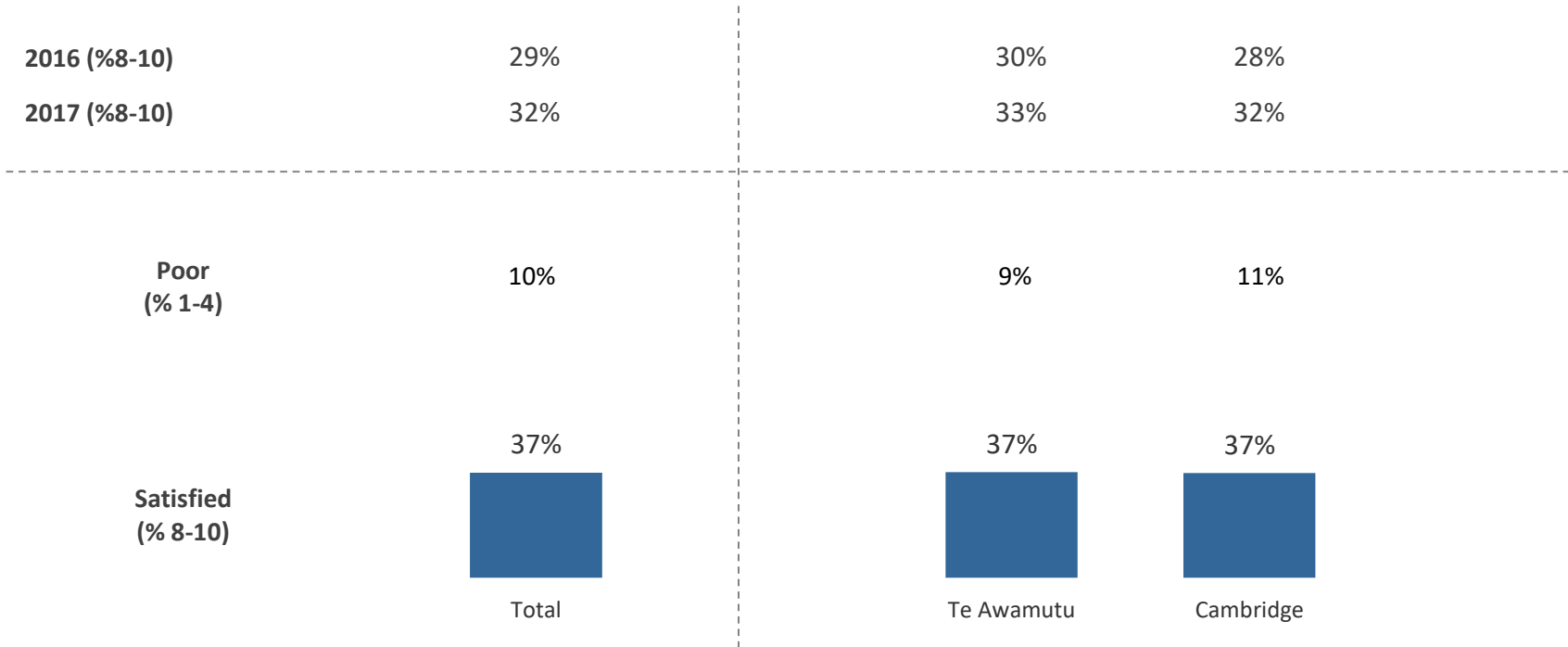
2016 (%8-10)	54%	10%	7%	5%	24%
2017 (%8-10)	56%	15%	6%	4%	19%



NOTES:
 1. Sample: 2016 n=414, 2017 n=401; 2018 n=409
 2. AD4: The Waipa District has two community boards. Which of the following best describes the role of these community boards?

Satisfaction with local community boards has seen no significant change since 2016, with around a third (37%) of residents satisfied with their performance...

Community boards: Satisfaction⁽¹⁾⁽²⁾



NOTES:
 1. Sample: 2016 n=414, 2017 n=401; 2018 n= 409
 2. 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 advocacy role of community boards

Community boards: Satisfaction⁽¹⁾⁽²⁾⁽³⁾

In 2017, 56% correctly recognise role of community boards

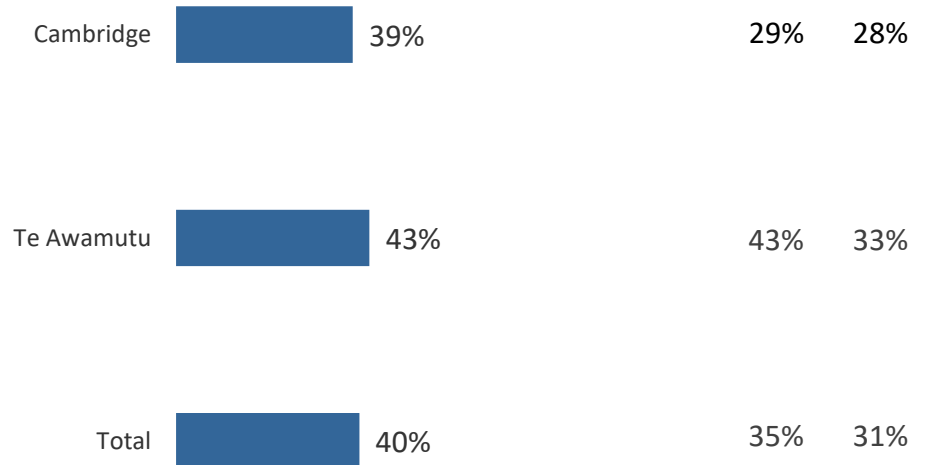
Recognise role of community boards; (act as an advocate for the community)



Satisfied with the performance of these local community boards

(%8-10)

2017 2016



NOTES:

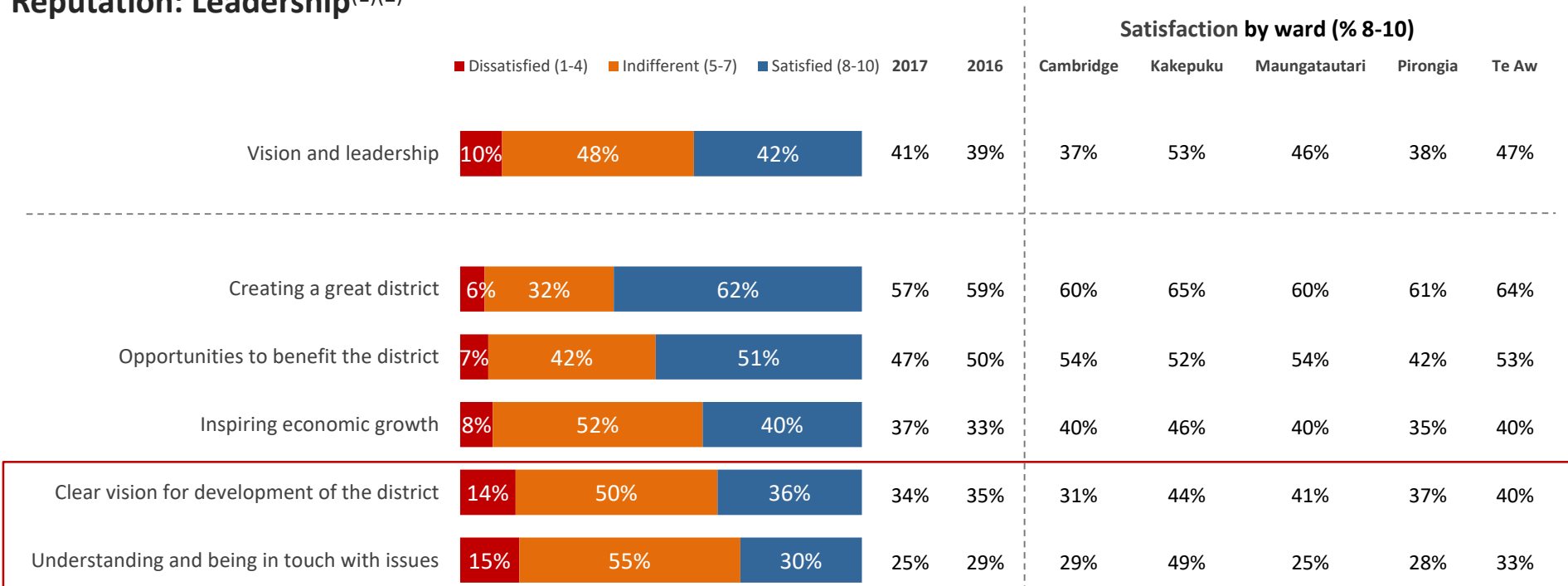
1. Sample: Those recognising role of community board as advocating for community 2017 n=194; 2018 n= n=193; Cambridge n=112; Te Awamutu n=81
2. AD4: The Waipa District has two community boards. Which of the following best describes the role of these community boards?
3. AD5: Using the 1-10 scale, how satisfied are you with the performance of your Local Community Board and its members?



Supplementary analysis: Reputation

Perceptions of Council’s ‘*Understanding and being in touch with issues*’ and ‘*Clear vision for development of the district*’ are the main opportunities for improvement within ‘*Leadership*’

Reputation: Leadership⁽¹⁾⁽²⁾

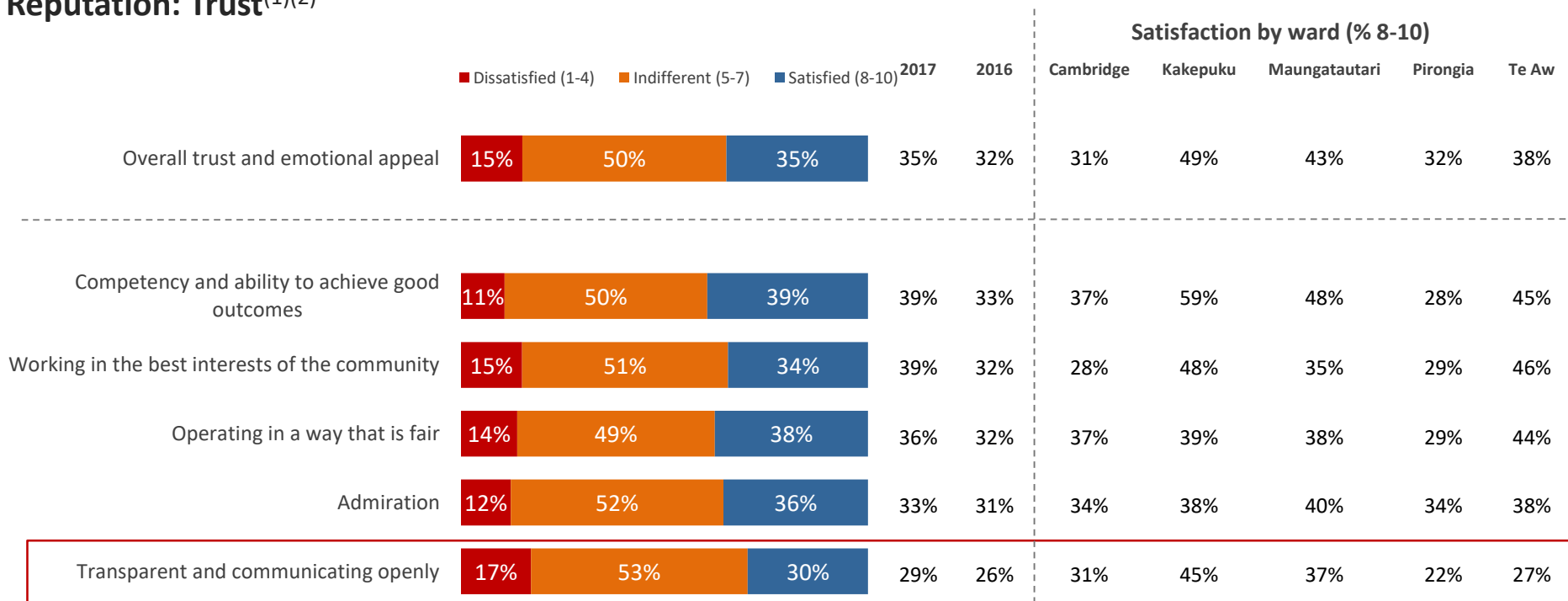


Demonstrating a clear vision and that Council is in touch with the community and understands the issues are likely to be valued since these have a reasonably high impact on ‘Leadership’ which in turn is an important attribute of ‘Overall Reputation’.

NOTES:
 1. Sample: 2016 n=414, 2017 n= 401; 2018 n=409; Cambridge n=137; Kakepuku n=45; Maungatautari n=60; Pirongia n=84; Te Awamutu n=83
 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?

Consistent with 2017 and 2016, *‘Transparent and open communication’* is the lowest scoring area within *‘Trust’* and close to a fifth of residents are dissatisfied

Reputation: Trust⁽¹⁾⁽²⁾

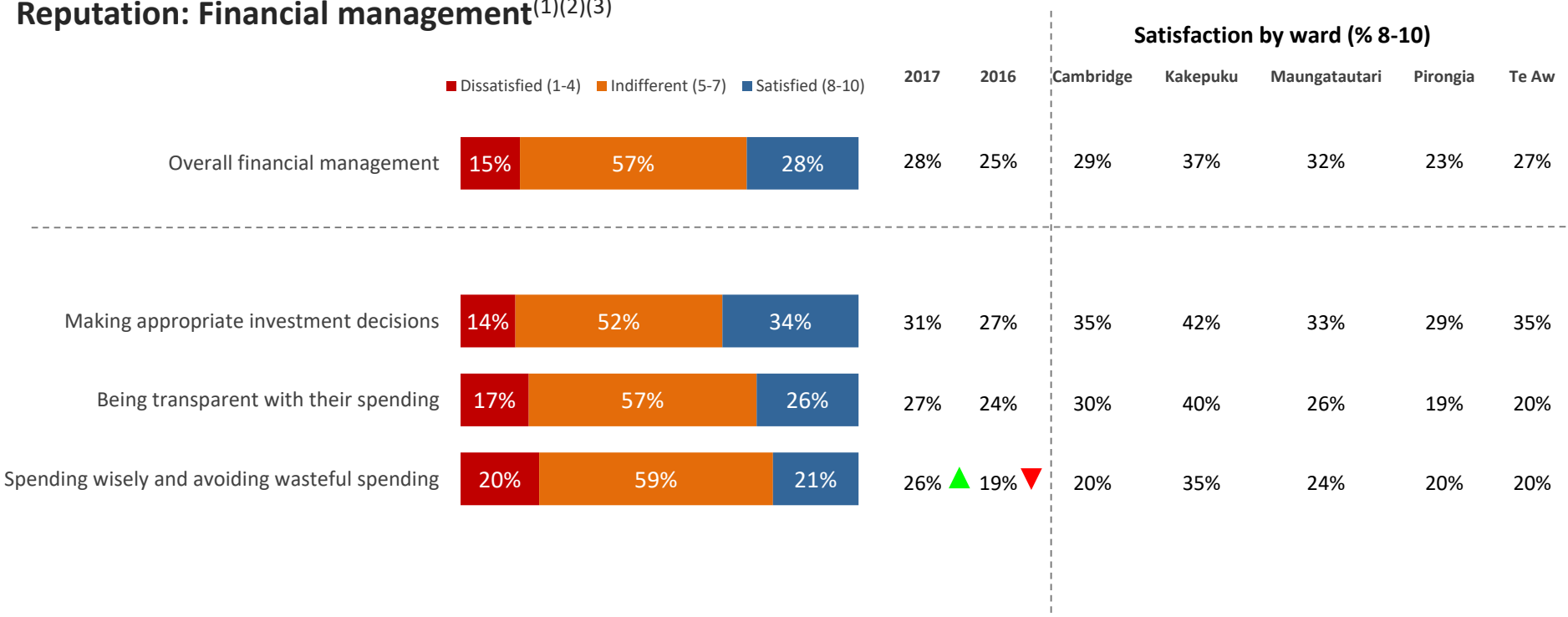


Transparency has also been noted elsewhere as an opportunity and of note, a high proportion (17%) are quite dissatisfied with Council’s performance in this area.

NOTES:
 1. Sample: 2016 n=414, 2017 n= 401; 2018 n=409; Cambridge n=137; Kakepuku n=45; Maungatautari n=60; Pirongia n=84; Te Awamutu n=83
 2. 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?

Financial management is one of Council’s lowest performing areas, with residents showing most concern about spending and with Council not being sufficiently transparent

Reputation: Financial management⁽¹⁾⁽²⁾⁽³⁾



NOTES:

1. Sample: 2016 n=414, 2017 n= 401; 2018 n=409; Cambridge n=137; Kakepuku n=45; Maungatautari n=60; Pirongia n=84; Te Awamutu n=83
2. FMS: 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?
3. Significance testing has used a 90% confidence interval

▲ Significantly higher
▼ Significantly lower



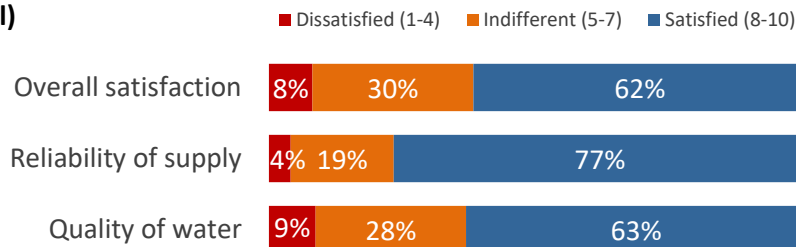
Supplementary analysis: Water management

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⁽¹⁾⁽²⁾⁽³⁾

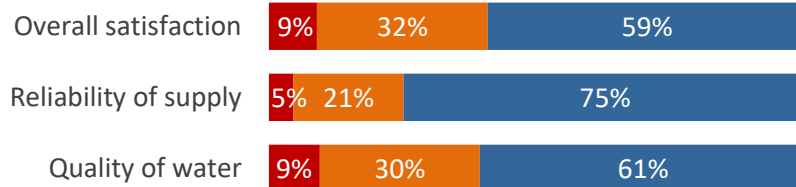
Caution: Small sample for those connected to a rural supply

Connected to a supply (Town or rural)



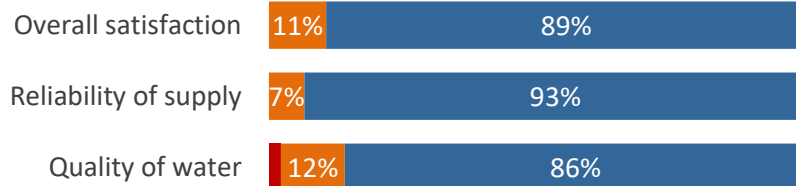
	2017 (% 8-10)	2016 (% 8-10)	Te Awamutu (% 8-10)	Cambridge (% 8-10)
Overall satisfaction	68%	61%	53%	70%
Reliability of supply	80%	76%	73%	80%
Quality of water	54%	56%	54%	72%

Town supply



Overall satisfaction	67%	59%	51%	67%
Reliability of supply	80%	76%	72%	78%
Quality of water	52%	56%	52%	70%

Rural supply



Overall satisfaction	81%	77%	-	88%
Reliability of supply	79%	75%	-	91%
Quality of water	87%	65%	-	82%

NOTES:

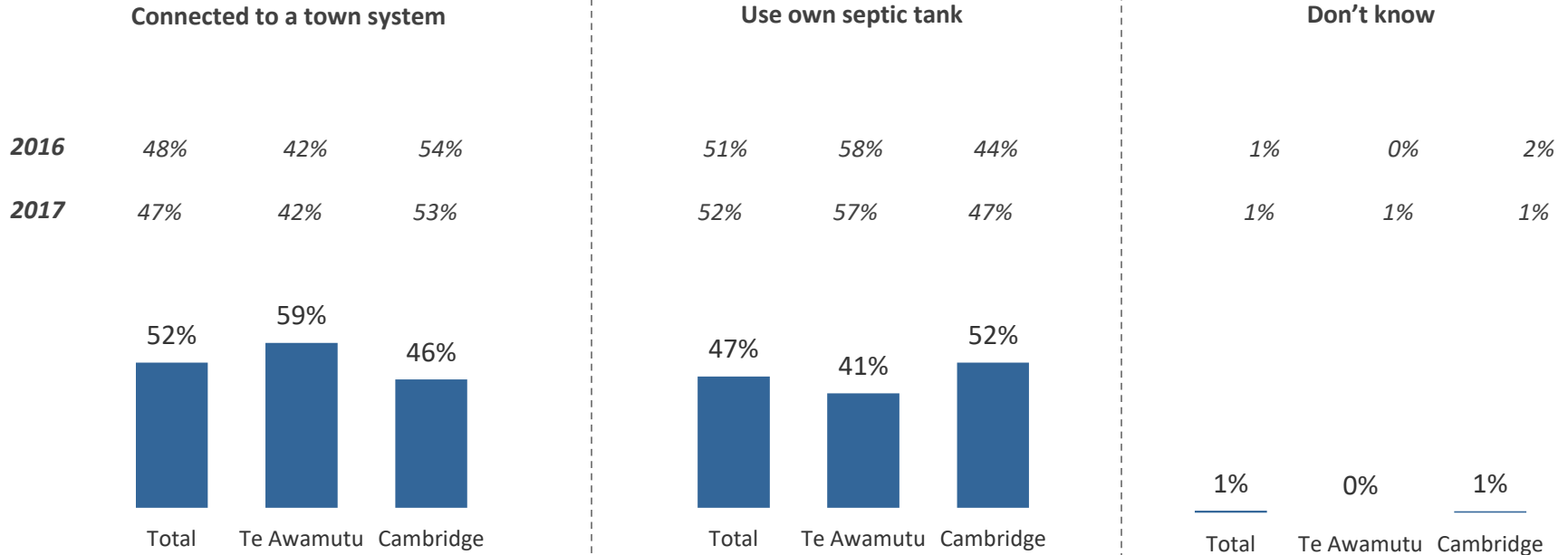
1. Sample: Connected to town or rural supply: 2016 n=259; 2017 n=218; 2018 n=258: Town supply n=224; rural supply n=34

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⁽¹⁾⁽²⁾

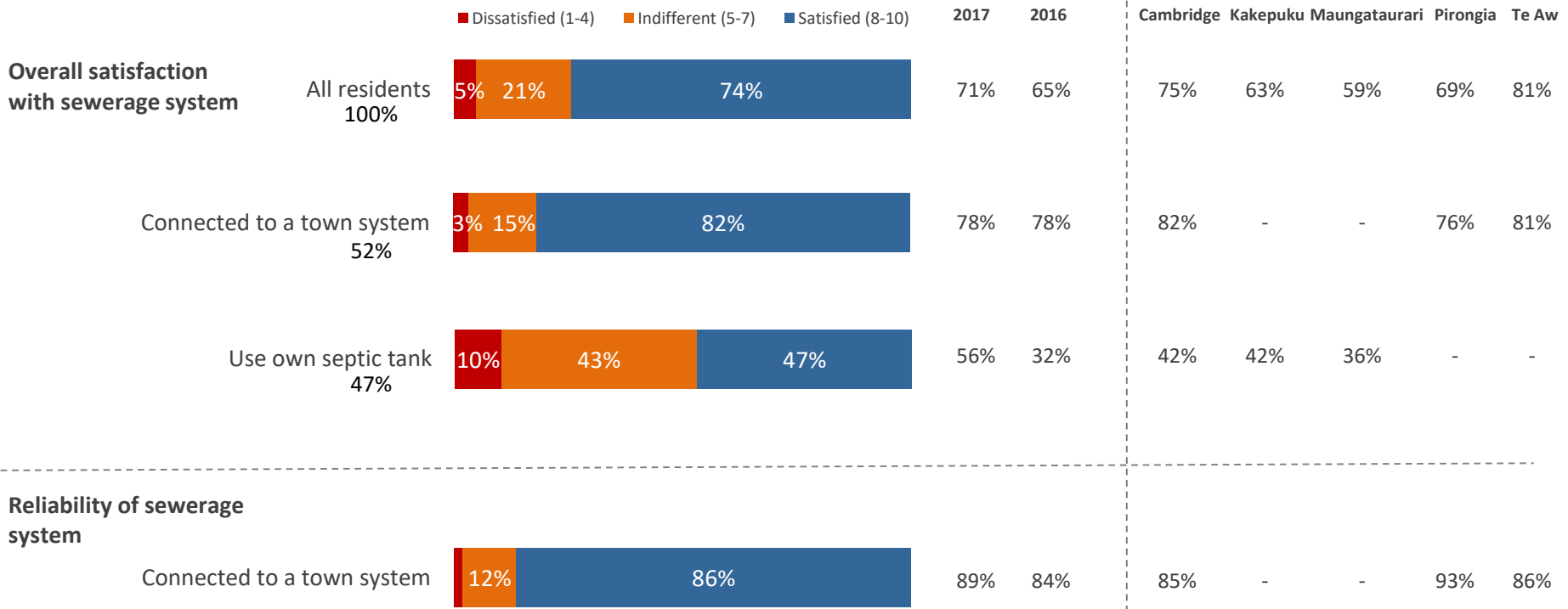


NOTES:
 1. Sample: 2017 n=401; 2018 n=409
 2. TW6: Which of the following best describes the sewerage system you use?

Residents who are connected to the town sewerage system are mostly very satisfied (82%)

Water management: Sewerage system⁽¹⁾⁽²⁾⁽³⁾

Caution: Small sample for wards other than Cambridge and Te Awamutu n<30

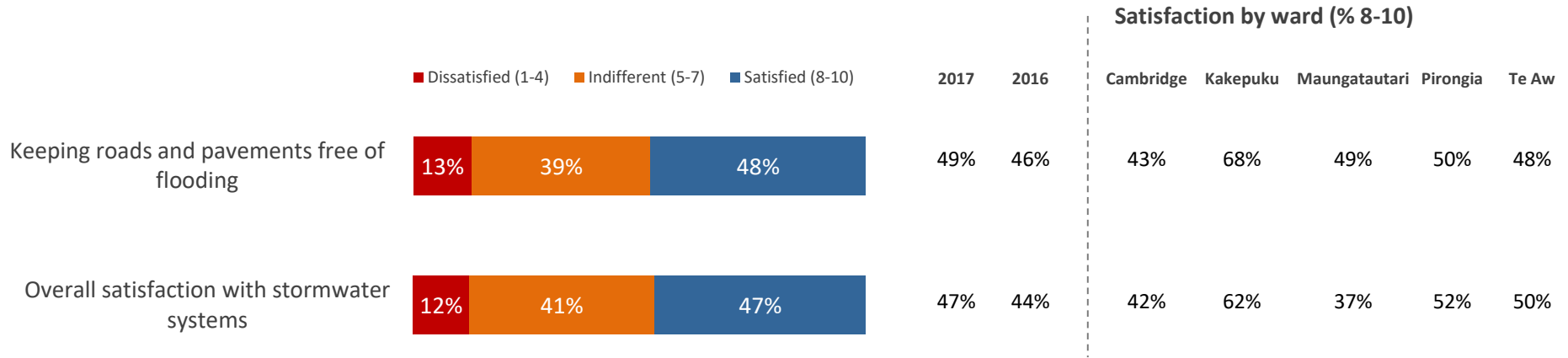


NOTES:
 1. Sample: 2017 =401; 2018 n=409, excludes Don't know responses (n=162); Cambridge n=137; Kakepuku n=45; Maungataurari n=60; Pirongia n=84; Te Awamutu n=83
 2. TW6: Which of the following best describes the sewerage system you use?
 3. TW3: Thinking about the Council's management of its sewerage (wastewater) system, on the scale of 1- 10, how would you rate...

While satisfaction with the district’s stormwater systems is lower than other areas of water management, relatively few people are particularly dissatisfied (12%)

Water management: Stormwater systems⁽¹⁾⁽²⁾⁽³⁾

Caution: Small sample for wards other than Cambridge and Te Awamutu n<30



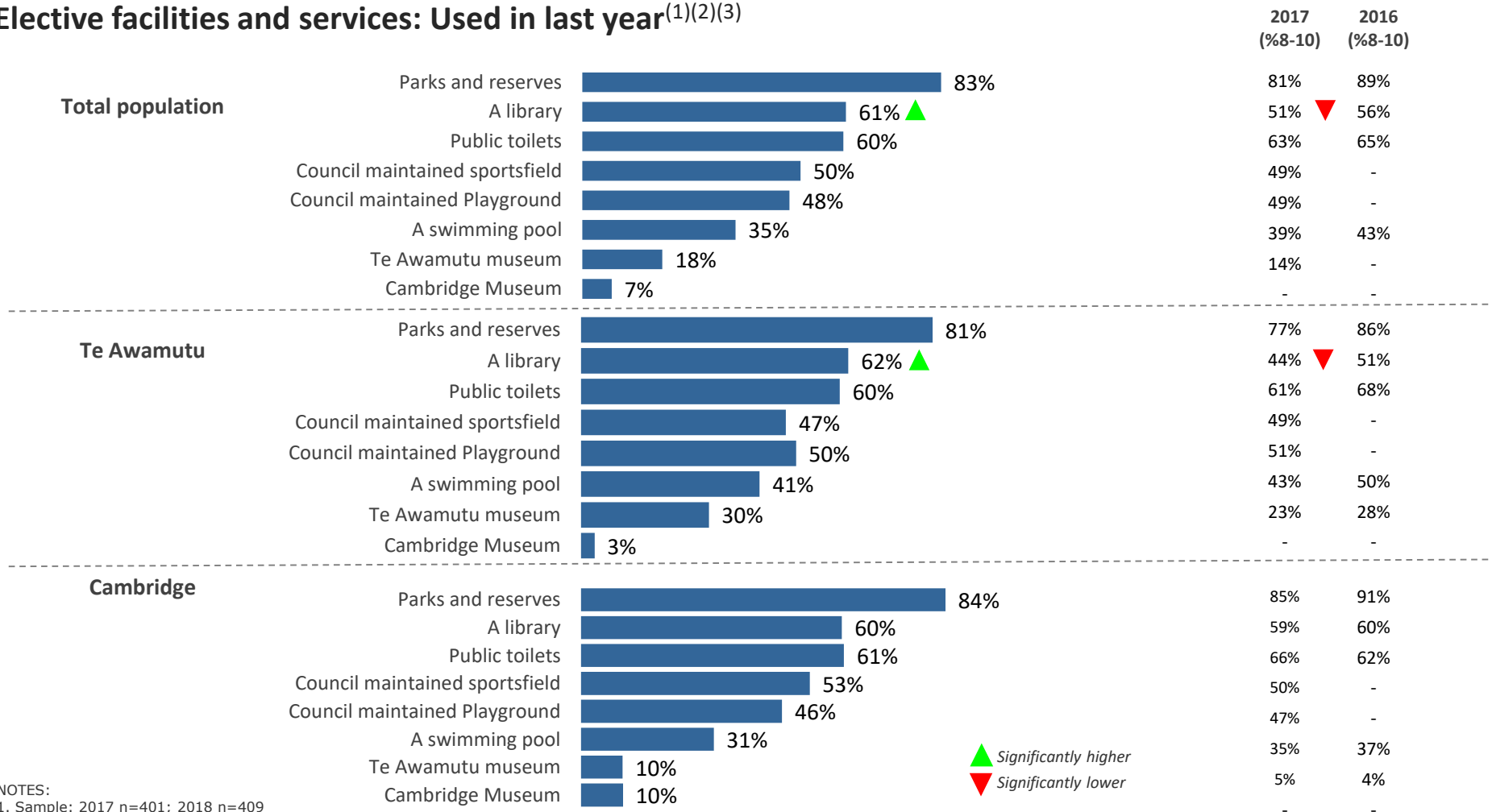
NOTES:
 1. Sample: 2017 n=401; 2018 n=409; Cambridge n=137; Kakepuku n=45; Maungatautari n=60; Pirongia n=84; Te Awamutu n=83
 2. TW4_A: On the scale of 1- 10, how would you rate your satisfaction with the stormwater system in terms of keeping roads and pavements free of flooding?
 3. TW4_B: On the scale 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

While parks and reserves remain the most used of public facilities (83%), library usage has increased significantly since 2017 (61%, up from 51%), which is mostly driven by Te Awamutu

Elective facilities and services: Used in last year⁽¹⁾⁽²⁾⁽³⁾



▲ Significantly higher
▼ Significantly lower

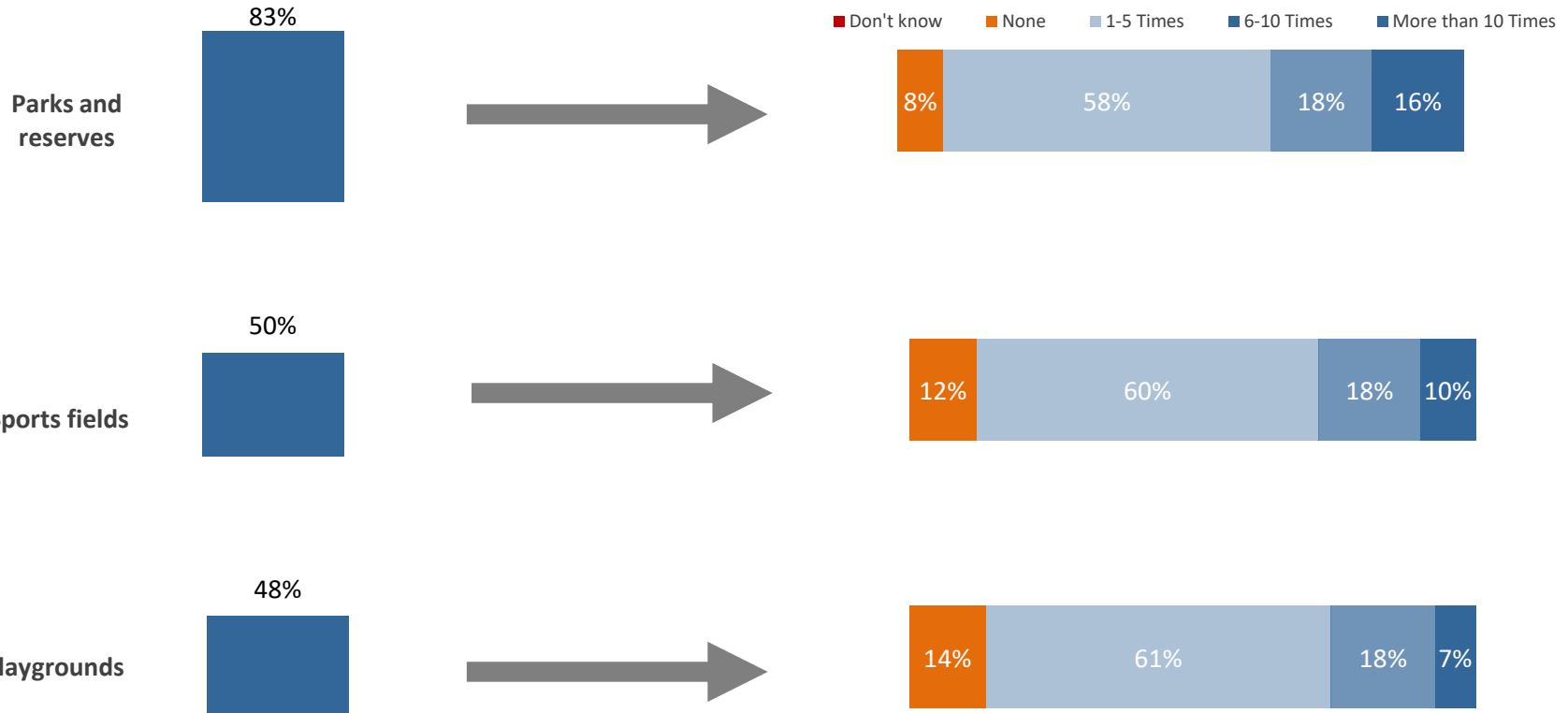
NOTES:
 1. Sample: 2017 n=401; 2018 n=409
 2. CF1: Which of the following facilities have you visited or used in the last year? [MULTIPLE RESPONSE]
 3. Significance testing has used a 90% confidence interval

Parks and reserves are being used by 83% of residents, typically between one to five times in the past two months

Use of parks, reserves, sports fields and playgrounds⁽¹⁾⁽²⁾⁽³⁾

Used in the last year

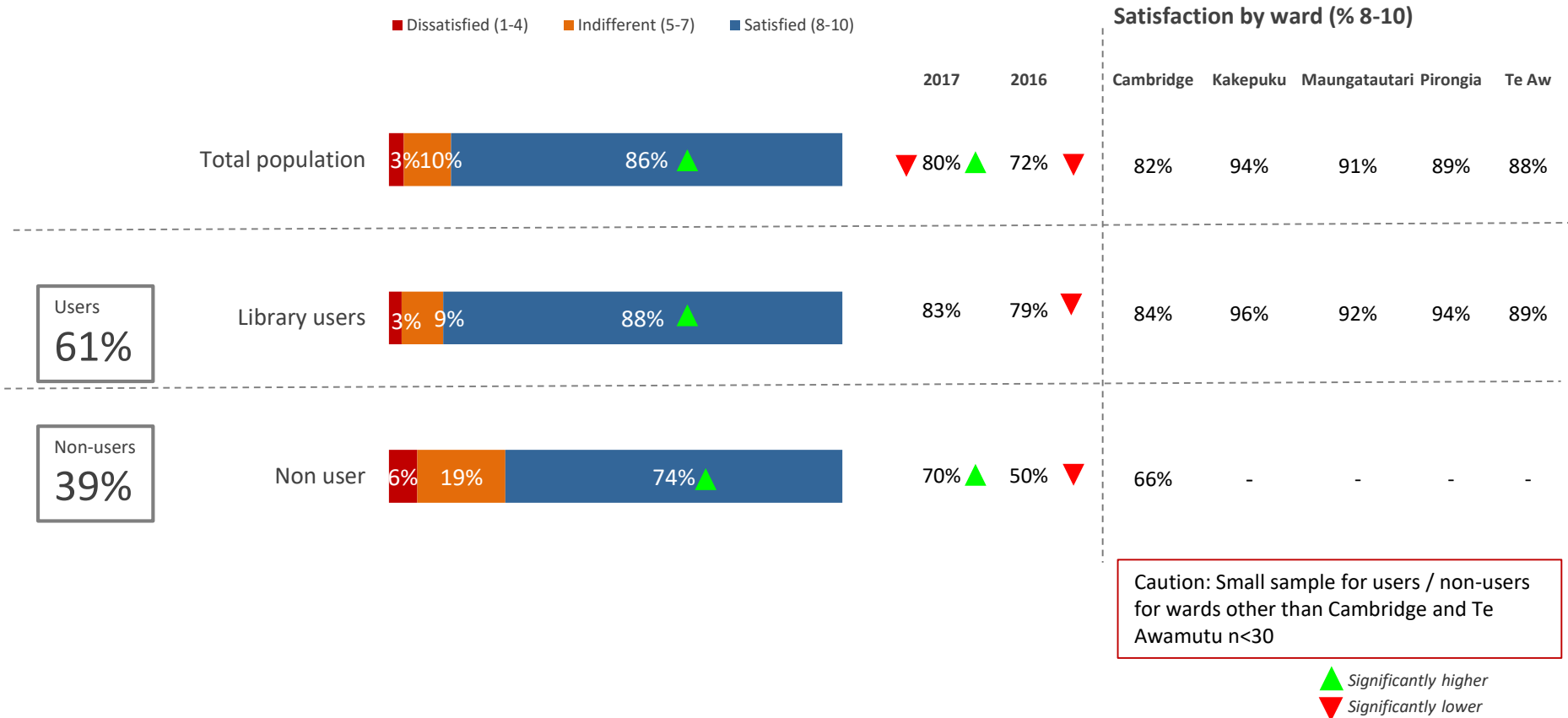
Frequency of use in last two months



NOTES:
 1. Sample: 2017 n=401; 2018 n=409
 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?

In addition to an increase in overall library usage, satisfaction among users and non-users has continued to increase, relative to 2016

Elective facilities and services: Library users vs non users⁽¹⁾⁽²⁾⁽³⁾⁽⁴⁾

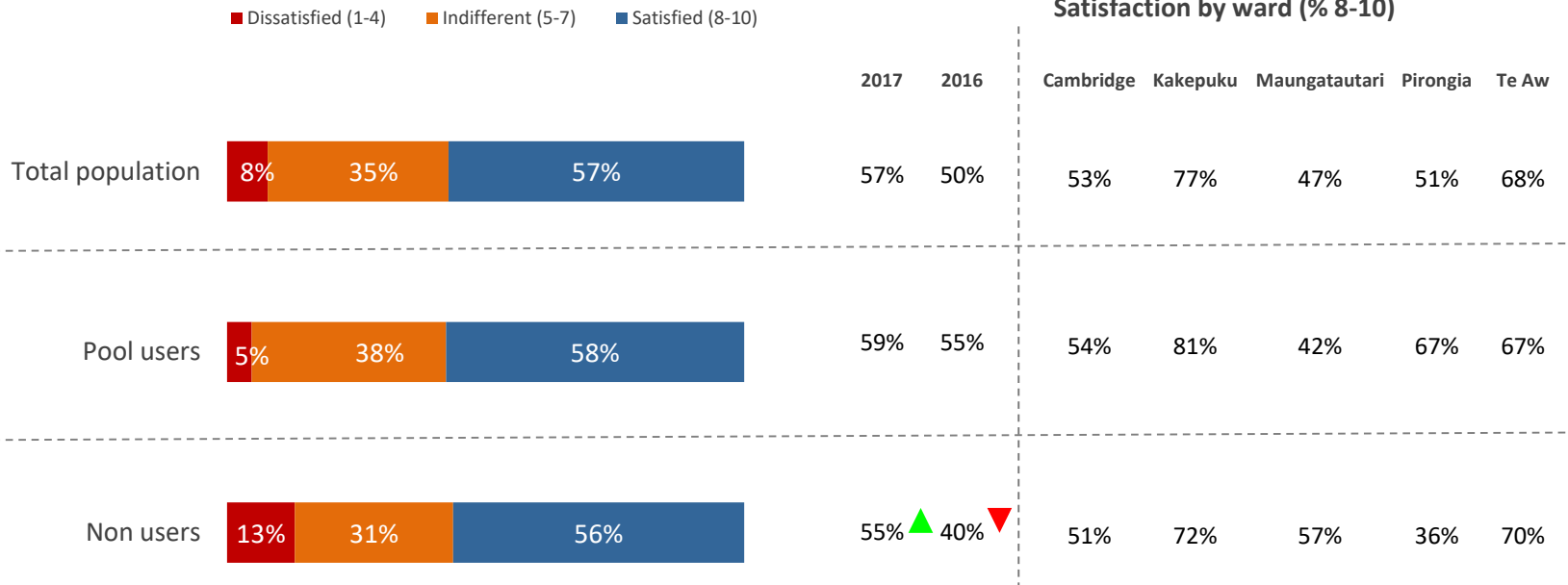


Caution: Small sample for users / non-users for wards other than Cambridge and Te Awamutu n<30

NOTES:
 1. Sample: 2017 n=401; 2018 n=409; users n=240 ; non users n=35, excludes don't know responses; Cambridge n=137; Kakepuku n=45; Maungatautari n=60; Pirongia n=84; Te Awamutu n=83
 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?
 4. Significance testing has used a 90% confidence interval

Satisfaction with the swimming pool is on par with 2017, with users and non-users displaying comparable levels of satisfaction (58% vs 56%)

Elective facilities and services: Swimming pool users vs non users⁽¹⁾⁽²⁾⁽³⁾⁽⁴⁾



Satisfaction by ward (% 8-10)

	Cambridge	Kakepuku	Maungatautari	Pirongia	Te Aw
Total population	53%	77%	47%	51%	68%
Pool users	54%	81%	42%	67%	67%
Non users	51%	72%	57%	36%	70%

Users
35%

Non-users
65%

Caution: Small sample for users / non-users for wards other than Cambridge and Te Awamutu n<30

▲ Significantly higher
▼ Significantly lower

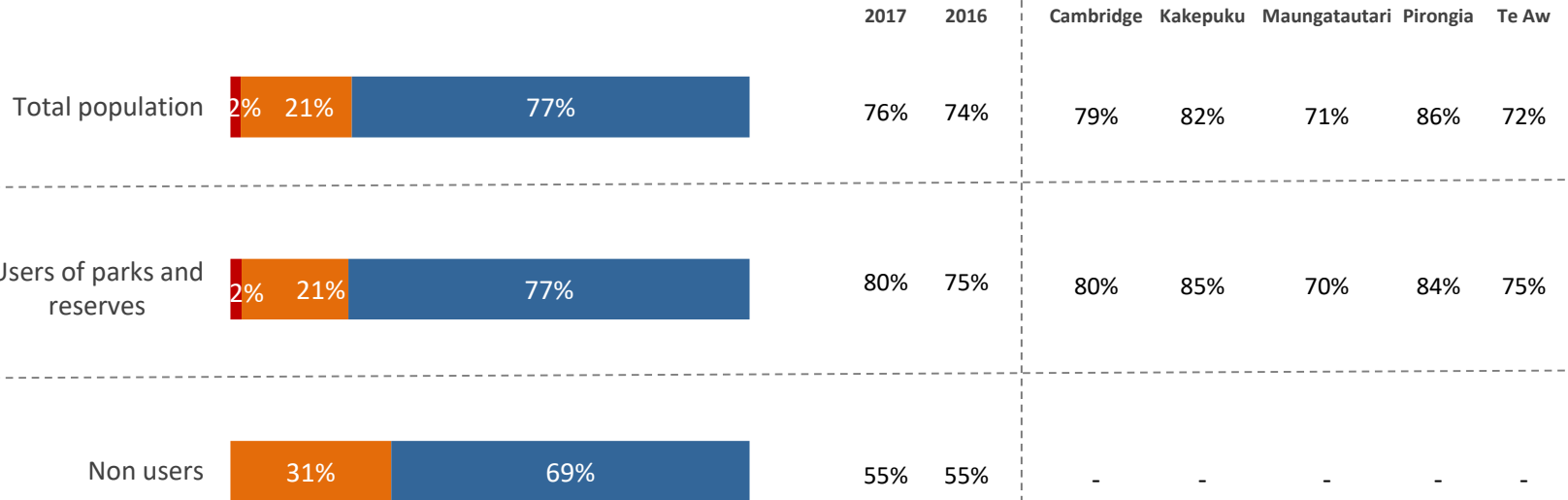
NOTES:
 1. Sample: 2017 n=401; 2018 n=409; users n=139; non users n=84; excludes don't know responses; Cambridge n=137; Kakepuku n=45; Maungatautari n=60; Pirongia n=84; Te Awamutu n=83
 2. CF1: Which of the following facilities have you visited or used in the last year? [MULTIPLE RESPONSE]
 3. CF2_2: Based on your experience or impressions, how would you rate your overall satisfaction with the swimming pools?
 4. Significance testing has used a 90% confidence interval

Overall satisfaction with how the Council maintains its parks and reserves continues to be high, particularly among users, with just over three-quarters (77%) being very satisfied

Elective facilities and services: Parks and reserves users vs non users⁽¹⁾⁽²⁾⁽³⁾

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

Satisfaction by ward (% 8-10)



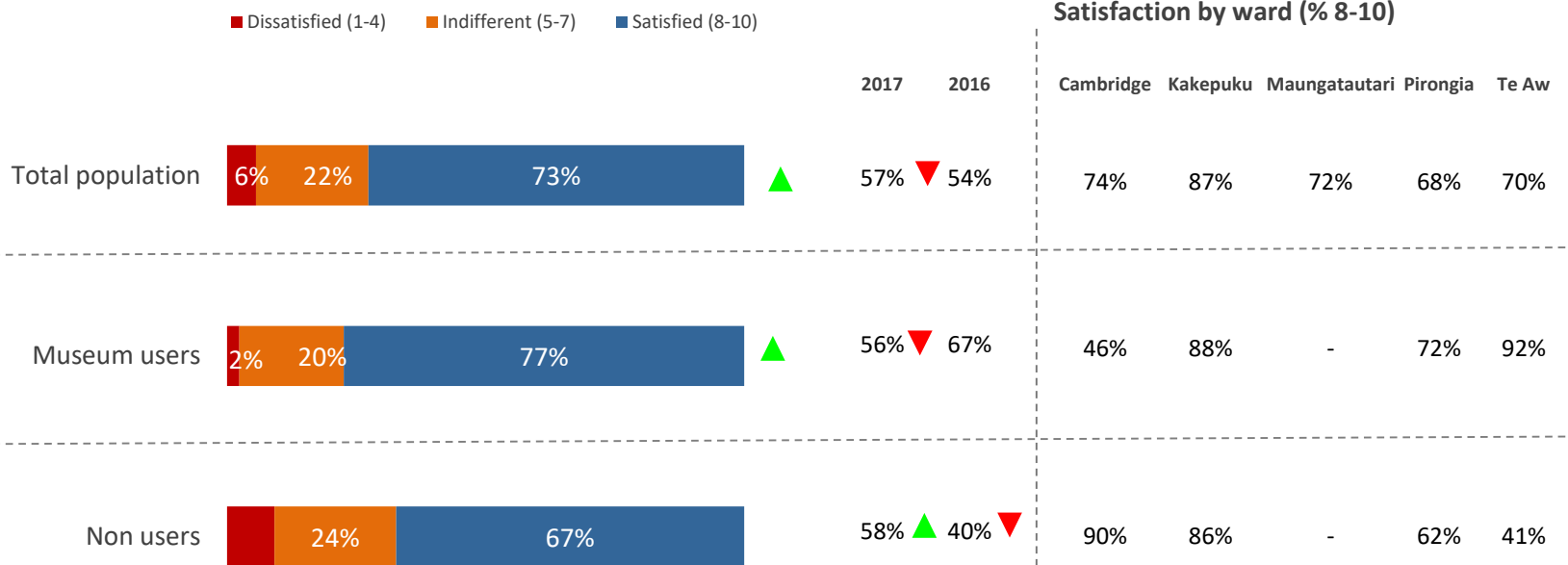
Caution: Small sample for users / non-users for wards other than Cambridge and Te Awamutu n<30

NOTES:

1. Sample: 2017 n=401; 2018 n=409; users n=334; non users n=30; excludes don't know responses; Cambridge n=137; Kakepuku n=45; Maungatautari n=60; Pirongia n=84; Te Awamutu n=83
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?

Overall satisfaction with the Te Awamutu Museum has increased significantly since 2017, driven by satisfaction among museum visitors (up from 56% to 77%)

Elective facilities and services: Te Awamutu Museum users vs non users⁽¹⁾⁽²⁾⁽³⁾⁽⁴⁾



Users
18%

Non-users
82%

Caution: Small sample for users / non-users for wards other than Cambridge and Te Awamutu n<30

▲ Significantly higher
▼ Significantly lower

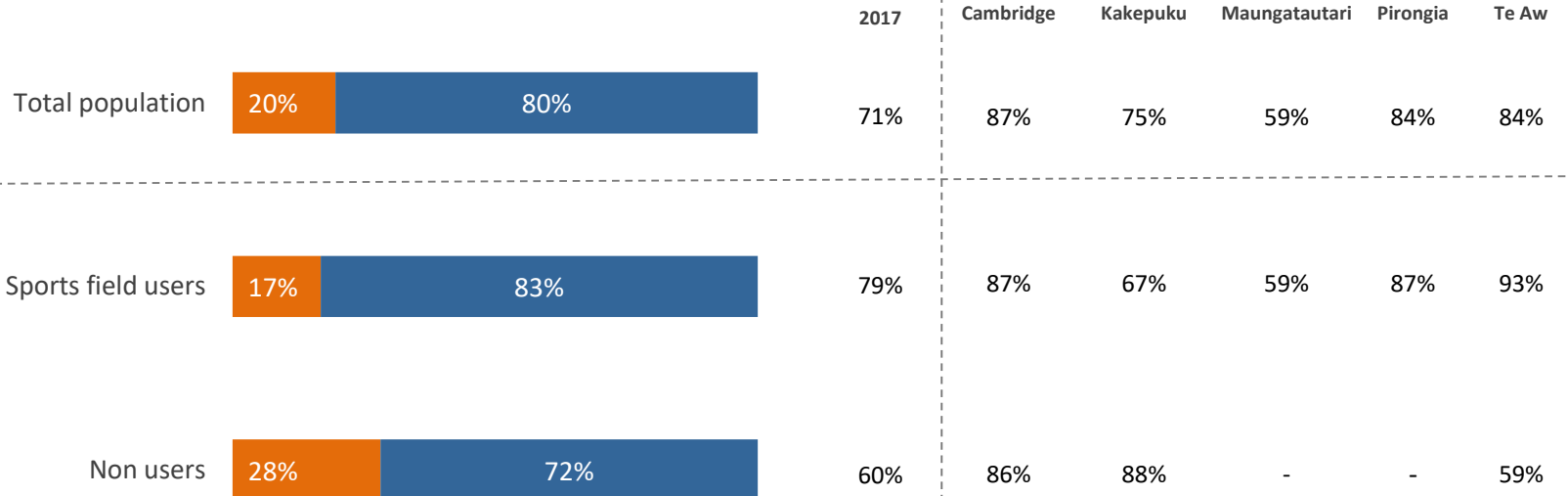
NOTES:
 1. Sample: 2017 n=401; 2018 n=409; users n=77 ; non users n=65; excludes don't know responses; Cambridge n=137; Kakepuku n=45; Maungatautari n=60; Pirongia n=84; Te Awamutu n=83
 2. CF1: Which of the following facilities have you visited or used in the last year? [MULTIPLE RESPONSE]
 3. CF2_5: Based on your experience or impressions, how would you rate your overall satisfaction with the Te Awamutu Museum?
 4. Significance testing has used a 90% confidence interval

Half of Waipa District’s residents have used a sports field in the last year and a very high proportion (83%) of users are satisfied with the facilities

Elective facilities and services: Council maintained sports fields users vs non users⁽¹⁾⁽²⁾⁽³⁾

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

Satisfaction by ward (% 8-10)



Caution: Small sample for users / non-users for wards other than Cambridge and Te Awamutu n<30

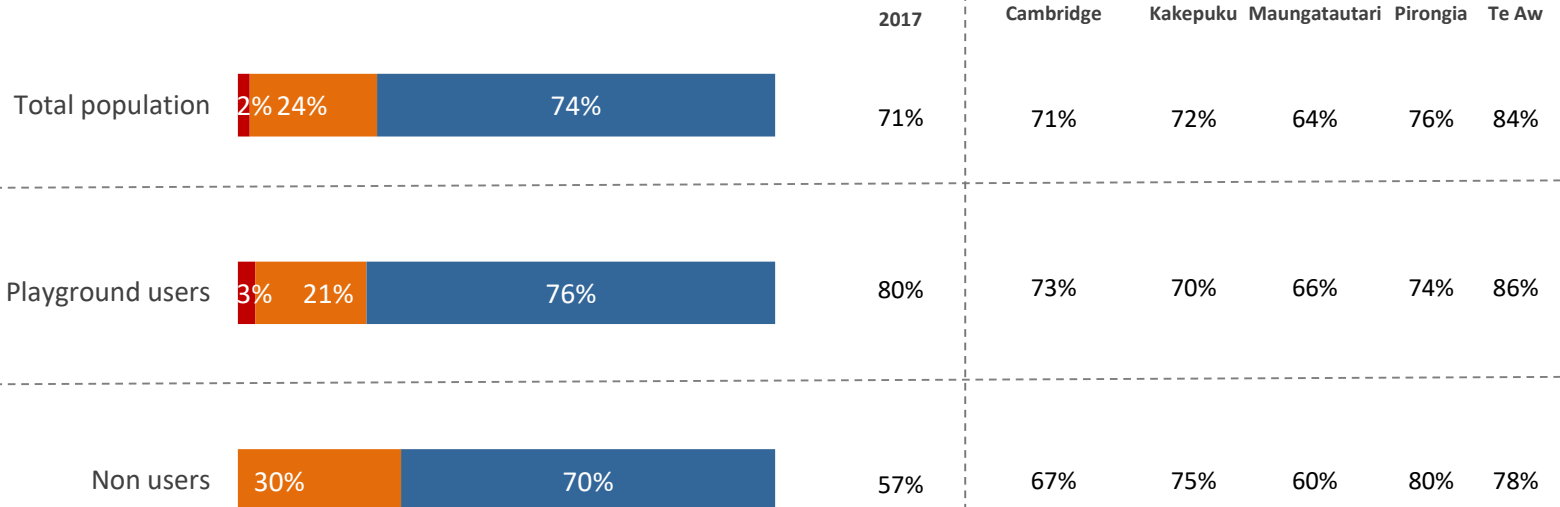
NOTES:
 1. Sample: 2017 n=401; 2018 n=409; users n=192 ; non users n=71; excludes don't know responses; Cambridge n=137; Kakepuku n=45; Maungatautari n=60; Pirongia n=84; Te Awamutu n=83
 2. CF1: Which of the following facilities have you visited or used in the last year? [MULTIPLE RESPONSE]
 3. CF2_4: Based on your experience or impressions, how would you rate your overall satisfaction with Council Maintained Sportsfields?

About half (48%) of all residents are using the district’s playgrounds and three quarters (76%) are satisfied with the facilities

Elective facilities and services: Council maintained playgrounds users vs non users⁽¹⁾⁽²⁾⁽³⁾

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

Satisfaction by ward (% 8-10)



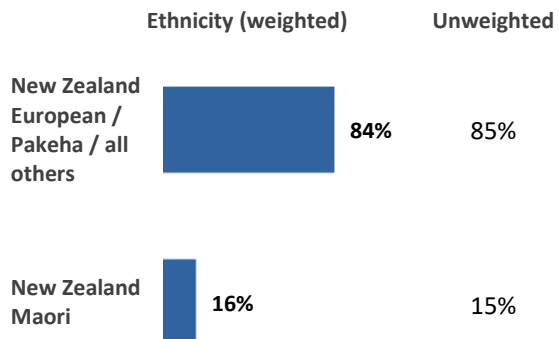
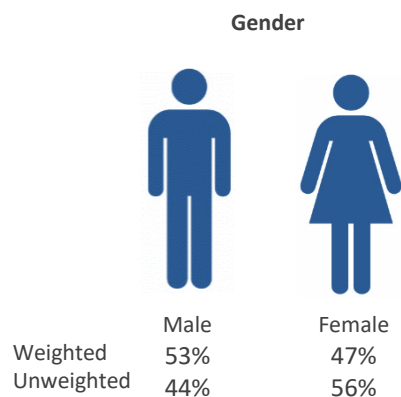
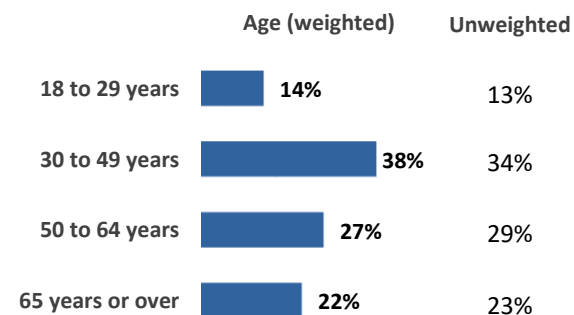
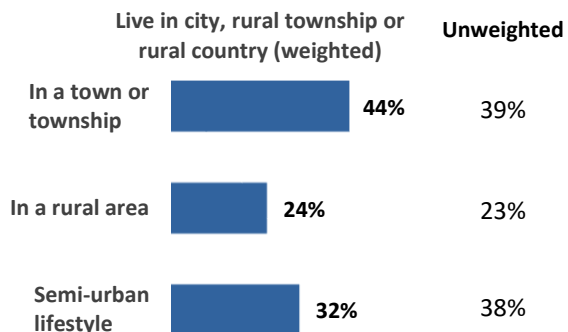
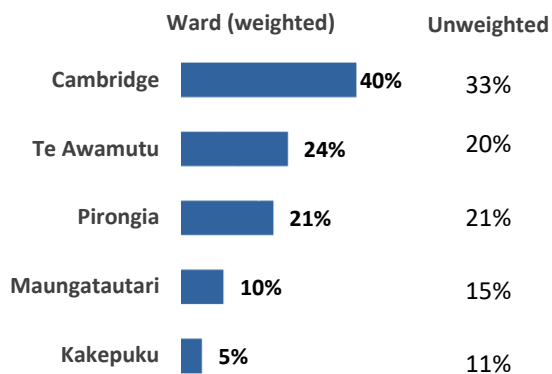
Caution: Small sample for users / non-users for wards other than Cambridge and Te Awamutu n<30

NOTES:
 1. Sample: 2017 n=401; 2018 n=409; users n=186 ; non users n=82; excludes don't know responses; Cambridge n=137; Kakepuku n=45; Maungatautari n=60; Pirongia n=84; Te Awamutu n=83
 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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