



Waipā District Council Annual Residents' Survey 2022/2023

Table of Contents

Background, Objectives and Method	Page 3
Executive summary	Page 4
Overall Satisfaction with the Council	Page 10
Reputation profile	Page 14
Drivers of satisfaction. Priorities and opportunities	Page 17
Lifestyle and environment	Page 20
Awareness and participation	Page 24
Interactions with the Council	Page 27
Three waters: water supply, sewage and stormwater	Page 31
Waste management and waste minimisation	Page 36
Roads, footpaths and cycle ways	Page 38
Public facilities and services	Page 42
Regulatory services	Page 47
Image and reputation	Page 49
Value for money	Page 57
Sample profile	Page 60
Appendices	Page 63

Background, Objectives and Method

Background

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

Research Objectives

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

Method

- A mixed method of data collection was used, consisting of a postal invitation to an online survey, with a hard copy survey back up. Sample selection is based on a random selection from the Electoral Roll since this conforms most closely with the ideal of each member within the population having an equal probability of selection, thereby minimising the opportunity for bias.
- Following an initial survey in May – June 2016, data collection has been managed to quarterly targets between September 2016 and June 2023.
- A total of 414 responses were collected for the 2016 year, 401 responses for the 2017 year, 409 responses for the 2018 year, 402 for the 2019 year, 516 for 2020, 432 for 2021, 458 for 2022 and 422 for 2023 being comprised of Q1 =100, Q2 =108, Q3 =103 and Q4 =111.
- The questionnaire was designed in consultation with Waipā District Council and is structured to provide a comprehensive set of measures relating to core activities, services and infrastructure, and to provide a wider perspective of performance. This includes assessment of reputation and knowledge of Council's activities.
- Post data collection, the sample has been weighted so it is representative of key population demographics based on the 2018 Census.
- At an aggregate level, the survey has an expected 95% confidence interval (margin of error) of +/-4.2%.
- The margins of error associated with subgroups will be larger than this as the results become less precise as the sample size shrinks. Thus, results associated with particularly small sample sizes should be read with caution.
- Statistical significance testing has used a 95% confidence interval when testing for differences relative to the previous years.

Notes

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



Executive summary

CONTEXT

- The years 2022 and 2023 mark a new chapter for many territorial authorities, including the Waipā District. When analysing the results, it is important to consider specific points related to the Waipā District during this period of transition in 2022/2023.
 - The District is still recovering from the impact of the COVID-19 pandemic.
 - Closure of the TA Museum in 2022 due to earthquake prone status.
 - A number of reforms are underway, most notably Affordable Waters but also including the Resource Management Act, and the Future of Local Government.
 - Communities are being inundated with a high frequency of diverse messages regarding the reforms by central government and neighboring territorial authorities.
 - The current economic environment is challenging and affecting rates affordability for residents.
 - There are constraints within the labour market and supply chain making delivery challenging.
 - There have been a number of weather events including a wet summer which has influenced grass growth.
- A benchmark report across a number of Councils will be made available mid September 2023 to better understand Waipā's results in comparison to peers.

KEY RESULTS

- While satisfaction with the Council's performance has declined over the past three years, its reputation profile still falls within an acceptable range.
- The Council's reputation continues to be the most influential factor on overall satisfaction. However, there has been a significant decline in satisfaction with services and facilities, particularly surrounding concerns raised by residents regarding the condition of roading infrastructure and footpaths.
- During the past three years, the majority of parameters have experienced a substantial decline, with some demonstrating a continued downward trend. These parameters encompass satisfaction with regulatory services, public facilities, pride in residing in the District, road and footpath conditions, as well as the overall quality of life.
- There has been a noticeable shift in residents' attitudes, transitioning away from being 'champions' and 'admirers' to becoming 'sceptics'.
- There is still a relatively low level of knowledge regarding the roles of Councils and Community Boards, although there have been some slight improvements.
- Despite a slight decline from the previous year, the overall water supply and quality of life remain the attributes residents are most satisfied with.

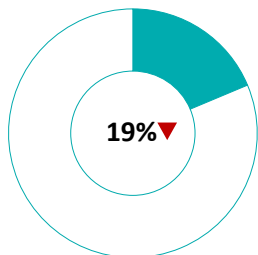
THEMES

- In 2023, the number of concerns regarding ‘roading’ were once again an increase on previous years, highlighting issues related to road safety, footpaths, street lighting, cycleways, and the growing need for a third bridge due to increasing traffic volumes.
- Reputation remains the top priority for residents, and earning their trust through fundamental services will enhance overall satisfaction with the Council's performance.
- Additional areas of improvement were highlighted in relation to reputation and value for money.
- Enhancing the perception of value for money and demonstrating effective financial management will have the greatest impact on overall perception, and any improvements in these areas would significantly enhance satisfaction with the Council as a whole.
- Residents desire more services to collect and reduce waste across the District. All metrics related to waste minimisation have decreased.
- 13% of comments commended the Council for its good performance, with residents specifically noting the friendly and helpful nature of the staff. However, satisfaction with the convenience of interactions and overall satisfaction with interactions has declined.

Overall level performance metrics

Overall level performance (%8-10)

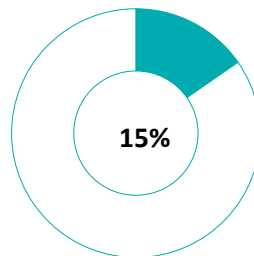
Overall satisfaction with Council



2022

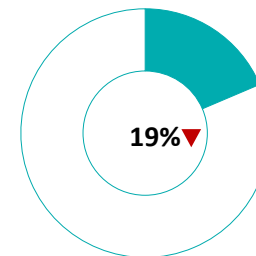
25%

Overall value for money



19%

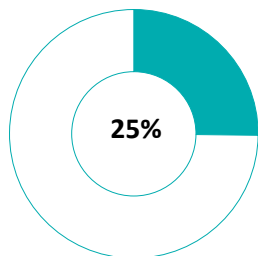
Services, facilities and infrastructure



29%

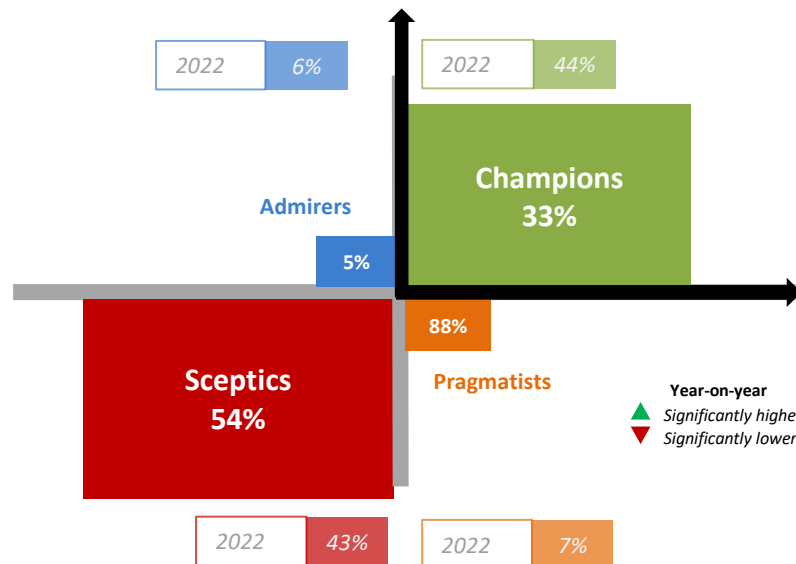
Reputation performance (%8-10)

Overall reputation



2022

30%



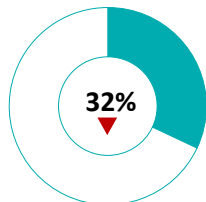
NOTES:

- Sample: 2023 n= 422; 2022 n=458; 2021 n=432.
- Excludes 'Don't know' responses.

Key performance summary

Key activities
(%8-10)

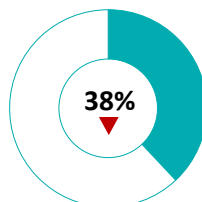
Public facilities



2022

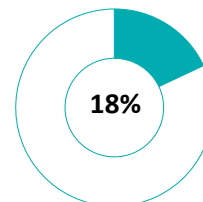
44%

Water management



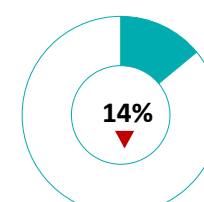
47%

Regulatory services



24%

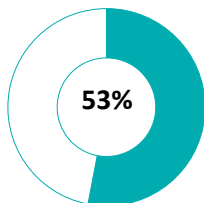
Roads and footpaths



26%

Other
(%8-10)

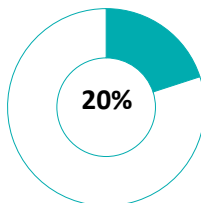
Pride in the district



2022

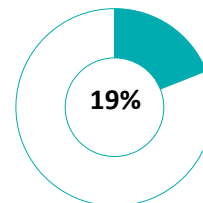
58%

Overall leadership



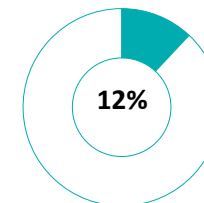
23%

Overall trust



24%

Financial management



13%

NOTES:

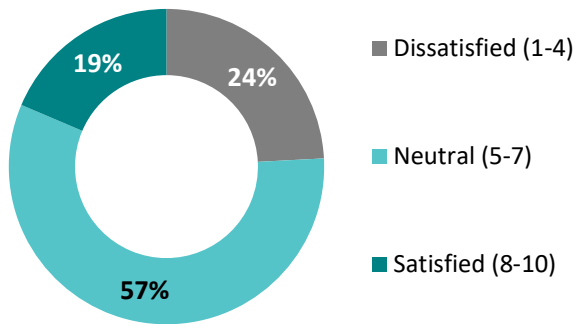
1. Sample: 2023 n= 422; 2022 n=458; 2021 n=432.
2. Excludes 'Don't know' responses.

Year-on-year
 Significantly higher
 Significantly lower

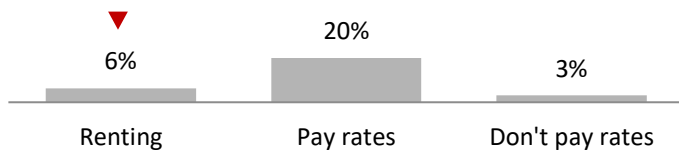
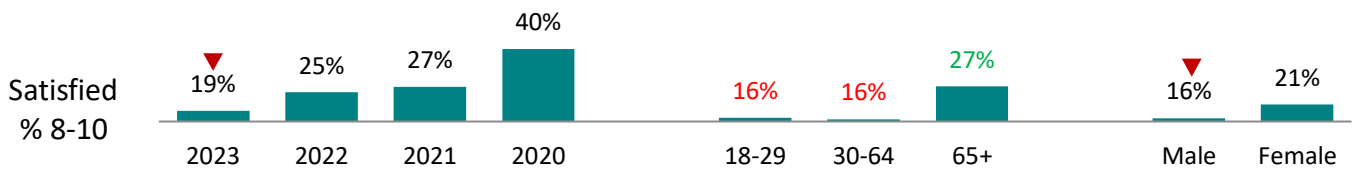


Overall Satisfaction with the Council

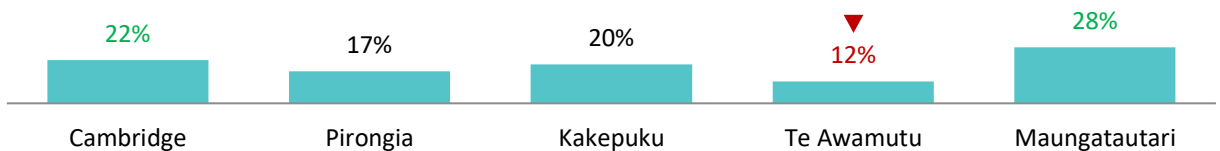
Overall Performance



- The council's satisfaction score has experienced a gradual decline over the past three years, with a notable 6% decrease in the current year, resulting in an overall satisfaction rate of 19%.



- The 18-29 and 30-64 age groups share a similar satisfaction score of 16%, while the 65+ age group has a relatively higher satisfaction score of 27%.
- Satisfaction levels amongst renters has experienced a significant decrease compared to the previous year.



- Residents in the Cambridge and Maungatautari wards are more likely to be satisfied with Council's overall performance. Among the wards, Te Awamutu residents are less likely to be satisfied with the council's overall performance.
- Residents who have lived in the district for 5 years or less are more likely to be satisfied with the Council's overall performance (29%), compared to those who have lived in the district for 6-10 years (16%) or longer than 10 years (17%).



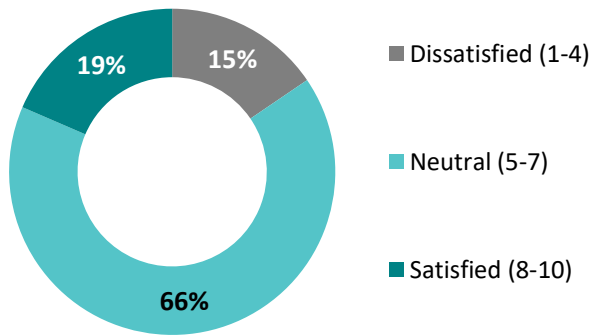
NOTES:

- Sample: 2020 n=516; 2021 n= 432; 2022 n=458; 2023 n=422. Excludes don't know responses.
- OVERP. And thinking about everything we have discussed about the Council; how it communicates and involves residents, the services and facilities it provides, its reputation and the value for money that you receive. How would you rate your overall satisfaction with the Council? n=394

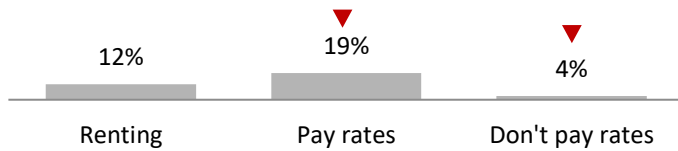
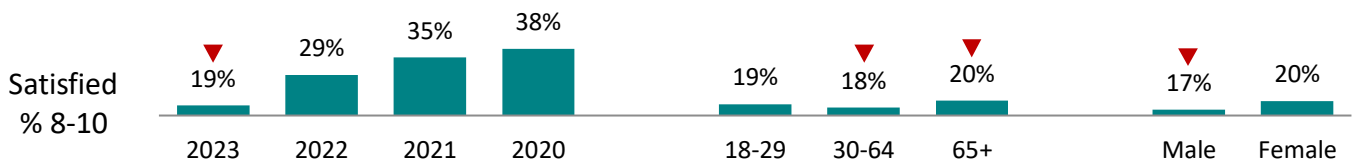
Year-on-year
▲ Significantly higher
▼ Significantly lower

Between demographics
▲ Significantly higher
▼ Significantly lower

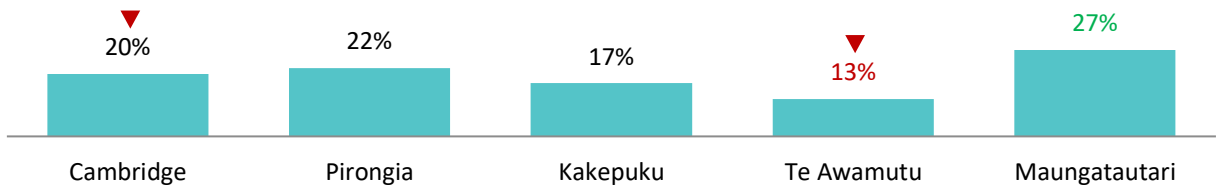
Overall services, facilities and infrastructure



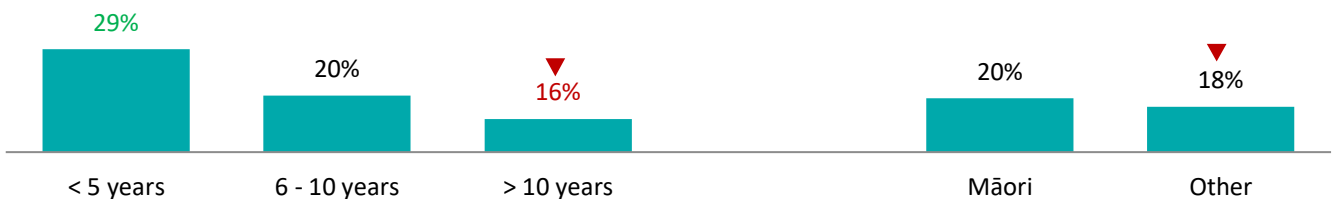
- The satisfaction score for Overall services, facilities, and infrastructure has shown a noticeable decline over the years, reaching 19% in 2023.
- Many residents have voiced concerns regarding roading infrastructure and safety.



- Male residents are less likely to be satisfied with Overall services, facilities and infrastructure compared to female residents.
- Furthermore, residents paying rates have shown a lower level of satisfaction compared to the previous year.



- Maungatautari ward shows the highest satisfaction with overall services, facilities and infrastructure.
- Satisfaction of residents from the Cambridge and Te Awamutu wards has significantly decreased.
- Satisfaction with Overall services, facilities and infrastructure decreases the longer residents live in the district. There is also a significant decrease in satisfaction among non- Māori residents.



NOTES:

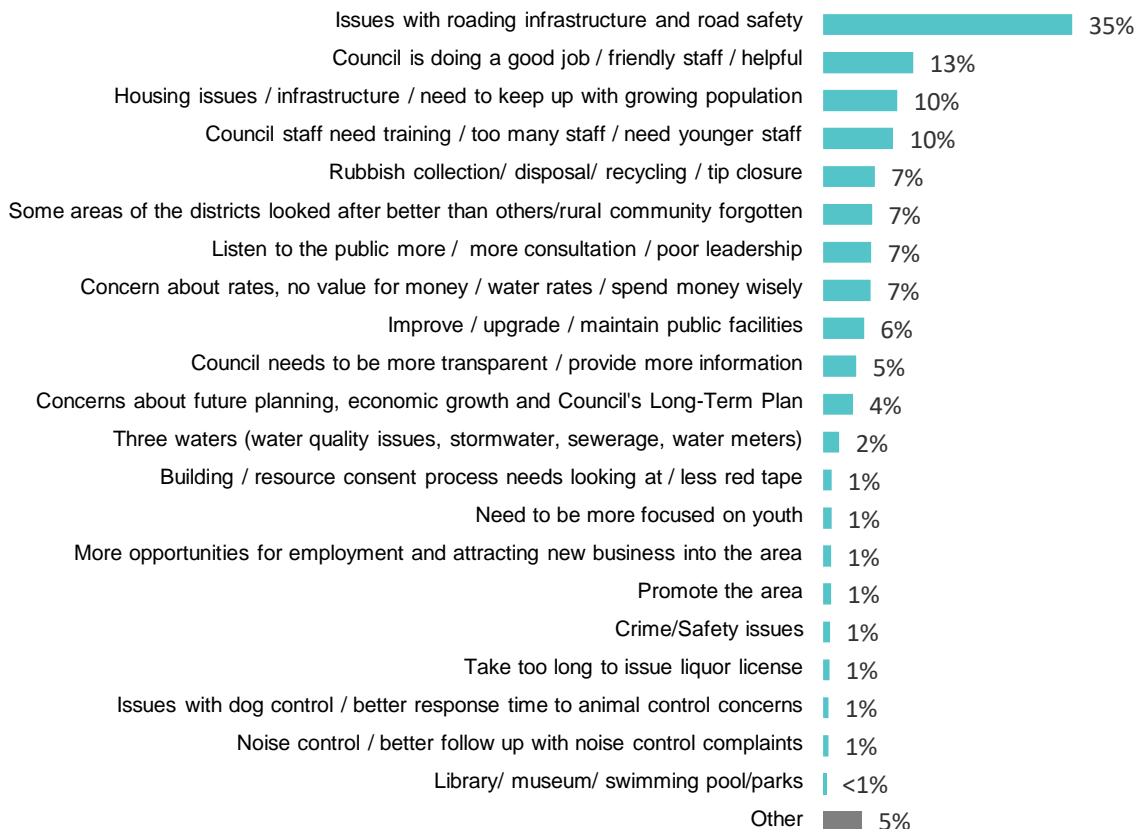
1. Sample: 2020 n=516; 2021 n= 432; 2022 n=458; 2023 n=422. Excludes don't know responses.
2. QL4. Thinking overall about all the services, facilities and infrastructure such as water, roading... how would you rate your satisfaction with Council's performance in relation to all of these types of services that it provides for the community? n=406

▲ Significantly higher
▼ Significantly lower

Year-on-year
▲ Significantly higher
▼ Significantly lower

Between demographics
▲ Significantly higher
▼ Significantly lower

General comments about Waipā District Council



- *Parking is a real problem. My husband and I have health problems that prevent us from walking too far. Although we have a mobility parking permit, there aren't that many around town and we both feel it would be great to have a parking building.*
- *Utilise the spaces between trees down the older roads in urban areas to create more parking for cars. Roads become narrow when cars are parked on both sides*
- *They need to stop spending money on playgrounds no one uses and spend money on fixing the roads. The roading conditions are disgusting.*
- *There are nowhere near enough mobility parks in the area. It is impossible to watch kids' netball games on Saturdays because the place is impossible to get around with all the changes in level and lack of accessible parking.*
- *I would like to see improvements on the upper Hall Street footpaths. Lots of elderly residents in that area are unable to walk the street due to the uneven and broken path.*
- *Stop putting manufacturing and other noisy industries adjacent to housing areas.*



- *The guys who do the parks and gardens do a wonderful job.*
- *I am confident in my local council's ability to look after this community and move us into the next decade in a financial position that does not bare a burden on the ratepayers.*
- *It's the best council I've lived in within sixty years or so.*
- *Keep up the good work. There has been a high standard set, may it continue!*
- *Very happy with all that they do.*
- *I like all the parks/green spaces to walk around. The cycle track by the river/velodrome is awesome.*
- *Great work team.*
- *I elected you because I felt you were the best at the job. Keep going.*
- *Great new mayoress.*
- *Communication is generally regular.*
- *I might complain about it, but it's still the best council I've ever lived with.*

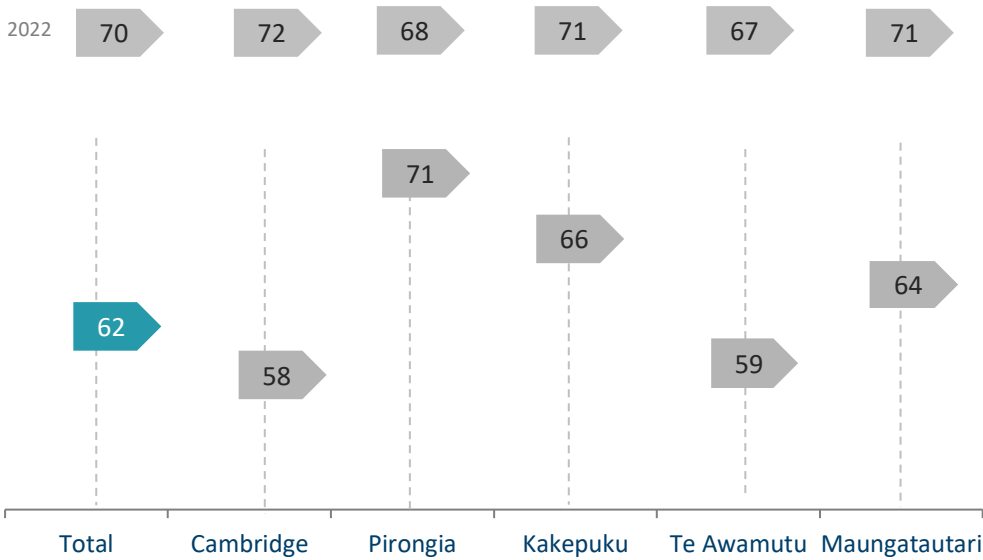
NOTES:

1. Sample: 2023 n= 422 Excludes don't know responses.
2. GEN. Are there any other comments that you would like to make about the Waipā District Council? n=140



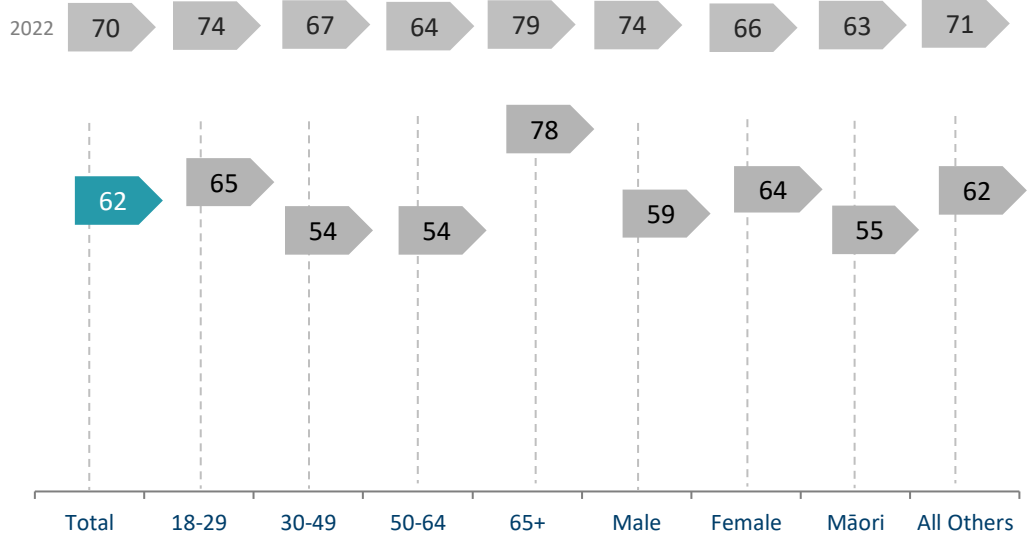
Reputation profile

Reputation Benchmarks



- The overall reputation benchmark score has experienced a decline, dropping from 70 in 2022 to 62 in 2023. However, this score still falls within an acceptable range, as it meets the benchmark of at least 60 points.
- The decline in the score is apparent in all wards, with Cambridge and Te Awamutu falling slightly below the acceptable reputation benchmark score.

- The decline in the reputation benchmark is evident across all demographic profiles.
- Older residents have a higher reputation benchmark score than younger age groups.

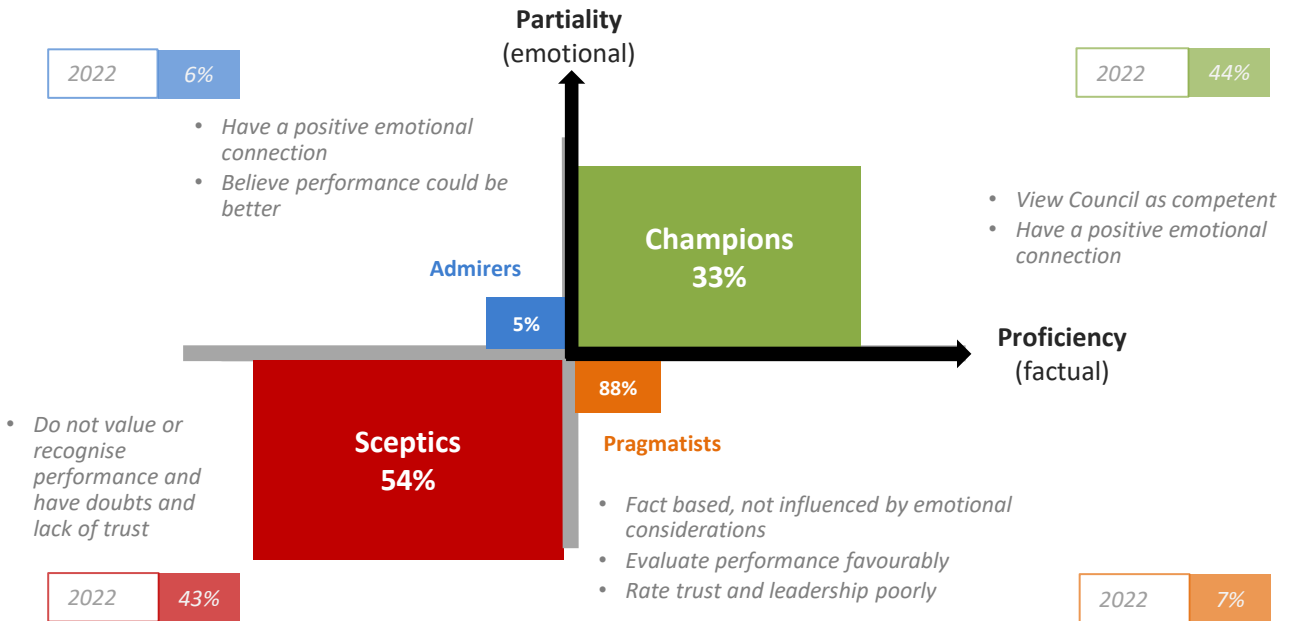


NOTES:

- Sample: 2023 n=422 ;2022 n=458; 2021 n=432. Excludes 'Don't know' responses
- LS6 vision and leadership, TS6 trust, FM5 financial management, QL4 quality of deliverables, OVREP overall reputation
- The benchmark is calculated by rescaling the overall reputation measure to a new scale between -50 and +150 to improve granularity for the purpose of benchmarking

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

Reputation Profile



- Approximately one-third (33%) of residents are categorised as Champions, while slightly more than half (54%) identified as 'Sceptics', representing a significant increase in this category compared to the previous year.

- In Cambridge, there has been a shift among residents, with a decrease of 6% in the number of 'Admirers' and an 11% decline in the number of 'Champions'. In contrast, 'Sceptics' have experienced a substantial increase of 16%, indicating a notable shift in residents' attitudes.

- There is a slight shift from being 'Admirers' to 'Champions' for those who identify as Māori. However, for other ethnicities, there has been a significant increase of 14% in the number of 'Sceptics'.

- The attitude of older residents has remained consistent, while younger age groups have increasingly identified as 'Sceptics' and shown less support as 'Champions' or 'Admirers'. Specifically, among the 18-29 age group, 21% identify as 'Sceptics', indicating the lowest level of support for the District Council.

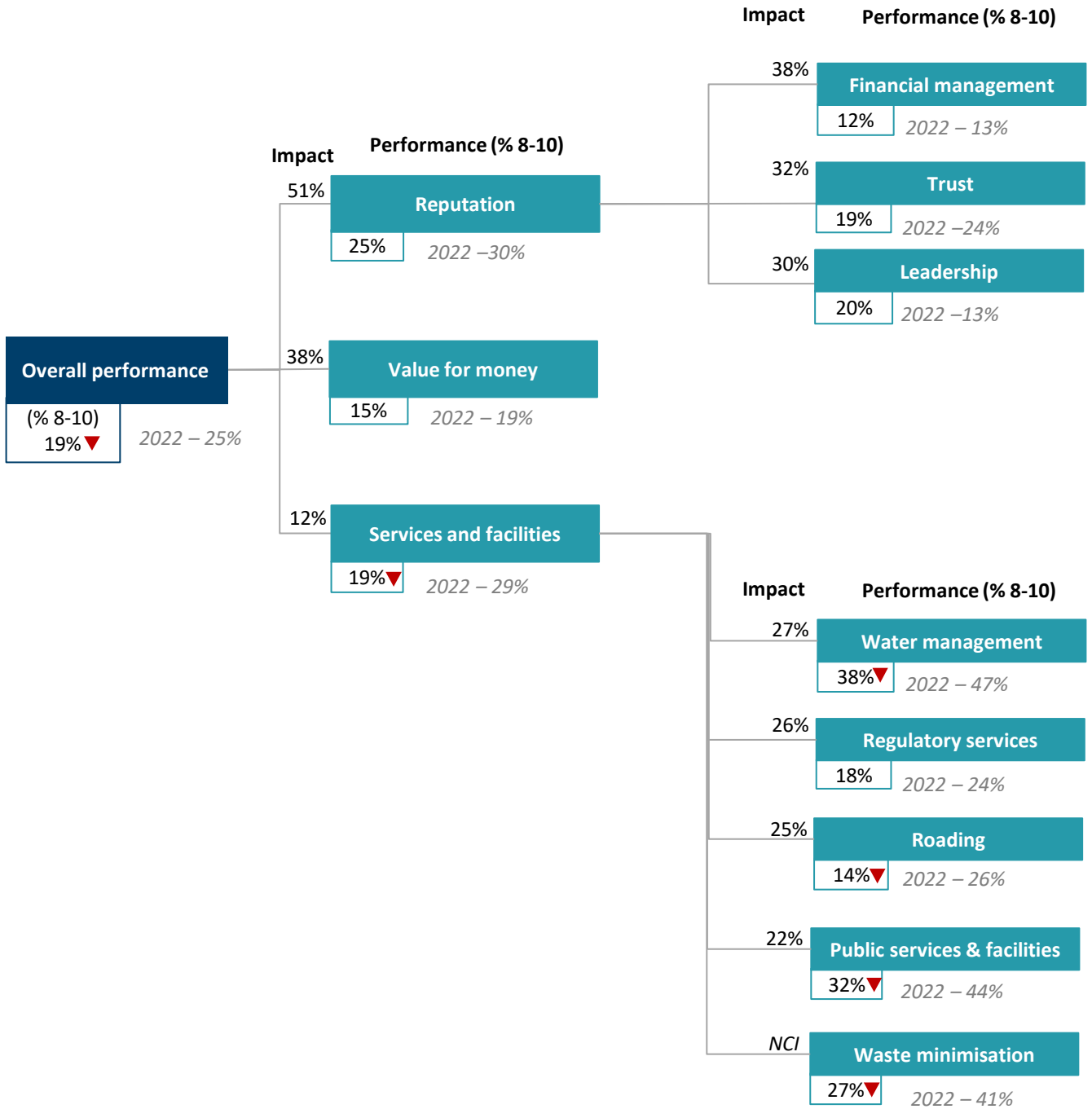
NOTES:

- Sample: 2023 n=422 ;2022 n=458; 2021 n=432. Excludes 'Don't know' responses
- LS6. Vision and leadership.
- TS6. Trust .
- FM5. Financial management.
- QL4. Quality of deliverables, OVREP overall reputation.



Drivers of satisfaction
Priorities and opportunities

Drivers of Perceptions of Waipā District Council’s Performance



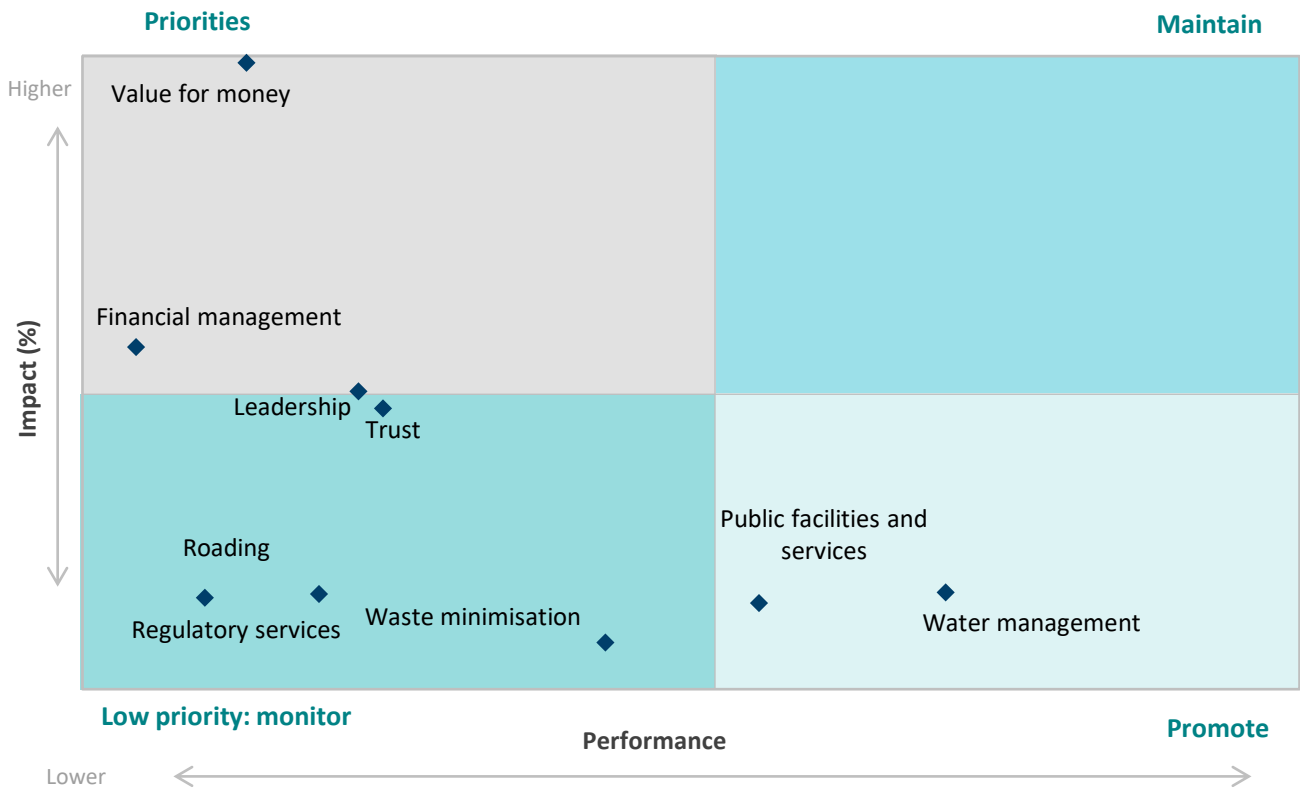
- Reputation continues to be the primary factor influencing overall satisfaction, with a slightly greater impact on the overall satisfaction of the council's performance (51% in 2023 compared to 48% in 2022). Additionally, there has been a modest 4% increase in the impact of value for money.

NOTES:

1. Sample: 2023 n=422; 2022 n=458. Excludes 'Don't know' responses

Year-on-year
▲ Significantly higher
▼ Significantly lower

Opportunities and priorities. Overall measures



Three key areas have been identified as top priorities to enhance residents' perception of the Council:

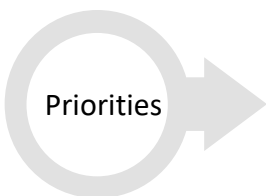
Leadership and Financial management. Enhancing these attributes is crucial as they strongly influence the overall reputation of the Council, which has the strongest influence on residents' perception of its performance. Improving these areas will lead to higher satisfaction scores for the Council's overall performance.

Value for money. Some of the comments left by the respondents point toward the following issues:

- ✓ Having to pay higher rates compared to other areas.
- ✓ Residents wanting to see their rates being spent wisely.
- ✓ Prioritising necessities like improvement of roading infrastructure, maintenance, footpaths and cycleways rather than other projects.

By focusing on these priorities, the Council can work towards improving residents' overall perception and satisfaction.

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





Lifestyle and environment

Community spirit and pride in the district

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



■ Disagree (1-4) ■ Indifferent (5-7) ■ Agree (8-10)

% 8-10	Cambridge	Pirongia	Kakepuku	Te Awamutu	Maungatautari
Waipā district has a great sense of community spirit	28%	19%	26%	24%	33%
% 8-10	Māori	All others	18-29	30-64	65+
Waipā district has a great sense of community spirit	20%	27% ▼	15% ▼	24%	40%
% 8-10	2023	2022	2021		
Waipā district has a great sense of community spirit	26% ▼	34%	40%		

- The perception of a strong community spirit in the Waipā district has significantly decreased from 34% in 2022 to 26% in 2023. Among all age groups, the younger demographic (18-29) shows notably lower scores in this aspect.

Proud to live in the district



■ Not proud (1-4) ■ Neutral (5-7) ■ Proud (8-10)

% 8-10	Cambridge	Pirongia	Kakepuku	Te Awamutu	Maungatautari	
Proud to live in the district	58%	50%	38%	50%	60%	
% 8-10	Māori	All others	18-29	30-64	65+	
Proud to live in the district	48%	53%	48%	49%	64%	
% 8-10	2023	2022	2021	2020	2019	2018
Proud to live in the district	53%	58%	64%	70%	75%	76%

- Overall, most of Waipā district’s residents feel proud to be living in the district. Residents in Cambridge demonstrate a significantly higher level of pride in living within their ward compared to residents in other wards. Meanwhile, residents in Kakepuku exhibit the lowest percentage.
- Older residents in the Waipā district express a higher level of pride in their district in comparison to younger age groups.

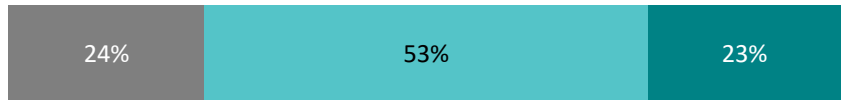
NOTES:

- Sample: 2023 n=422 ;2022 n=458; 2021 n= 432 Excludes don’t know responses.
- LE6. Using the scale 1-10 where 1 means ‘strongly disagree’ and 10 means ‘strongly agree’, Waipā district has a great sense of community spirit (a sense of togetherness and good atmosphere among people)? n=392
- LE2. Thinking about the Waipā district, using a 1-10 scale where 1 means ‘not at all proud’ and 10 means ‘very proud’, how proud do you feel to say that you live in this district? n=418

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

Look and feel

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



■ Dissatisfied (1-4)

■ Neutral (5-7)

■ Satisfied (8-10)

% 8-10

	Cambridge	Pirongia	Kakepuku	Te Awamutu	Maungatautari
Satisfaction with the way the area is developing in terms of look and feel	20% ▼	27%	27%	24%	20%

% 8-10

	Māori	All others	18-29	30-64	65+
Satisfaction with the way the area is developing in terms of look and feel	26%	23%	22%	22%	29%

% 8-10

	2023	2022	2021	2020	2019	2018
Satisfaction with the way the area is developing in terms of look and feel	23%	29% ▼	37%	50%	48%	52%

- Satisfaction with the look and feel of the area has been declining steadily since 2020 and now less than one-quarter (23%) of residents are satisfied with the way in which the area is developing in terms of look and feel.
- Satisfaction of residents in Cambridge has declined significantly by 12%.
- Māori are more likely to be satisfied with the way the area is developing in terms of look and feel than other ethnicities.

NOTES:

1. Sample: 2018 n=409; 2019 n=402;; 2020 n=516; 2021 n= 432; 2022 n=458; 2023 n=422; Excludes don't know responses.
2. LE3. Using a 1-10 scale where 1 means 'very dissatisfied' and 10 means 'very satisfied', how satisfied are you with the way your town is developing in terms of look and feel? n=420

Year-on-year
▲ Significantly higher
▼ Significantly lower

Between demographics
▲ Significantly higher
▼ Significantly lower

Cultural heritage and diversity acceptance in the district



■ Not promoted (1-4) ■ Neither (5-7) ■ Promoted well (8-10)

% 8-10	Cambridge	Pirongia	Kakepuku	Te Awamutu	Maungatautari
Culture and heritage are promoted in Waipā district	31%	33%	28%	34%	33%

% 8-10	Māori	All others	18-29	30-64	65+
Culture and heritage are promoted in Waipā district	31%	32%	17% ▼	33%	41%

% 8-10	2023	2022	2021
Culture and heritage are promoted in Waipā district	32%	37%	43%

- Nearly one-third (32%) of residents think that Culture and heritage are being promoted in the Waipā district.
- Residents in Te Awamutu are more likely to agree with this statement than residents in other wards.
- Satisfaction among younger age groups (18-29) regarding the promotion of culture and heritage in the district has significantly declined from the previous year (17% in 2023 compared to 38% in 2022).



■ Not welcoming or respectful (1-4) ■ Neither (5-7) ■ Very welcoming and respectful (8-10)

% 8-10	Cambridge	Pirongia	Kakepuku	Te Awamutu	Maungatautari
Waipā district is accepting and welcoming to newcomers and is respectful towards culture diversity	31%	34%	34%	28%	38%

% 8-10	Māori	All others	18-29	30-64	65+
Waipā district is accepting and welcoming to newcomers and is respectful towards culture diversity	36%	31%	21%	28%	48%

% 8-10	2023	2022	2021
Waipā district is accepting and welcoming to newcomers and is respectful towards culture diversity	31%	36%	39%

- Residents' perception of the Waipā district as accepting and welcoming towards newcomers, as well as respectful of cultural diversity, has consistently declined over the years, dropping from 39% in 2021 and 36% in 2022 to 31% in 2023.

NOTES:

1. Sample: 2023 n=422;2022 n=458; 2021 n= 432 Excludes don't know responses.
2. LE4. Using a 1-10 scale where 1 means 'No, not at all' and 10 means 'Yes, absolutely', do you think that culture and heritage are promoted in Waipā district? n=397
3. LE5. Using a 1-10 scale where 1 means 'No, not at all' and 10 means 'Yes, absolutely', as a local resident, how accepting and welcoming is the district to newcomers and respecting towards the cultural diversity? (recent migrants, international students, former refugees) n=342

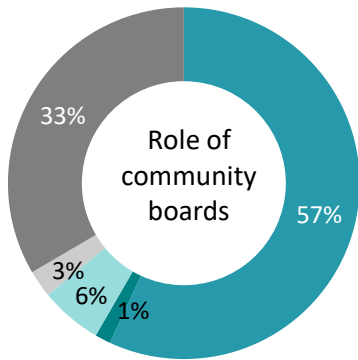
Year-on-year
▲ Significantly higher
▼ Significantly lower

Between demographics
▲ Significantly higher
▼ Significantly lower



Awareness and participation

Community boards: Recognition of purpose and satisfaction

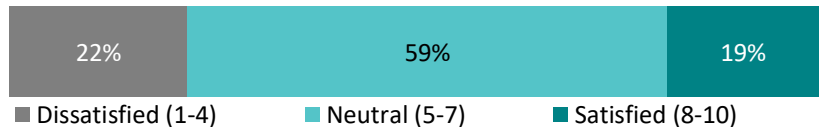


- To act as an advocate for the community
- To audit Councils spending
- To undertake special projects delegated by Council
- None of these
- Don't know

• A higher portion of residents (57%) than the previous year believe that the role of community boards is to *act as an advocate for the community*, while fewer residents are unaware of the purpose of the Community boards. This indicates a gradual upward trend in awareness from 2021 to 2023.

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

Satisfaction with performance of the local community board and its members



% 8-10	Cambridge	Pirongia	Kakepuku	Te Awamutu	Maungatautari
	Satisfaction with performance of the local community board and its members	16%▼	18%	11%	22%

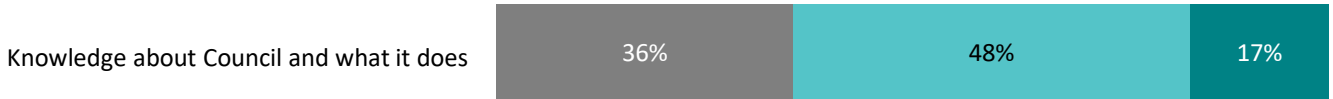
% 8-10	Māori	All others	18-29	30-64	65+
	Satisfaction with performance of the local community board and its members	16%	19%	10%	16%

- While not significant, a slight decline in satisfaction with the performance of the local community board and its members has been observed.
- Satisfaction levels are generally low across all wards, with a significant decline observed in the Cambridge ward from 28% in 2022 to 16% in 2023.

NOTES:

1. Sample: 2018 n=409; 2019 n=402; 2020 n=516; 2021 n= 432; 2022 n=458; 2023 n=422; Excludes don't know responses.
2. AD4. The Waipā district has two community boards. Which of the following best describes the role of these community boards? n=422
3. AD5. Using the 1-10 scale, how satisfied are you with the performance of your Local Community Board and its members? n=276

Knowledge about Council activities and opportunities to engage

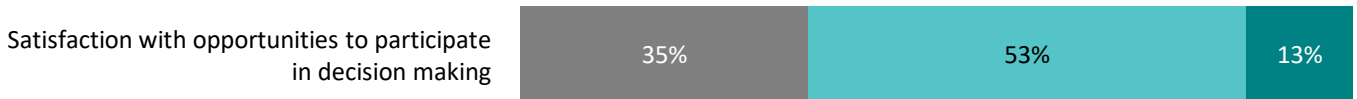


■ Know little (1-4) ■ Have reasonable knowledge (5-7) ■ Know a lot (8-10)

% 8-10	Knowledge about Council and what it does				
	Cambridge	Pirongia	Kakepuku	Te Awamutu	Maungatautari
Knowledge about Council and what it does	18%	20%	12%	10%	32%

% 8-10	Knowledge about Council and what it does				
	Māori	All others	18-29	30-64	65+
Knowledge about Council and what it does	14%	17%	6%	19%	18%

- Residents' overall knowledge about the Council and its activities remains relatively low, with only 17% of residents indicating a high level of awareness.
- There have been no significant changes in awareness observed across all demographic groups.



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

% 8-10	Satisfaction with opportunities to participate in decision making				
	Cambridge	Pirongia	Kakepuku	Te Awamutu	Maungatautari
Satisfaction with opportunities to participate in decision making	13%	18%	13%	7%	19%

% 8-10	Satisfaction with opportunities to participate in decision making				
	Māori	All others	18-29	30-64	65+
Satisfaction with opportunities to participate in decision making	12%	15%	7%	10%	23%

- Similar to the last two years, one in ten residents (13%) are satisfied with opportunities to participate in the decision-making process of the Waipā District Council.
- Older residents tend to be more satisfied, likely attributed to their familiarity with Council activities.

NOTES:

- Sample: 2023 n=422; 2022 n= 458; 2021 n= 432 Excludes don't know responses.
- AD6. And thinking more generally about the Council, how much do you know about the Council and what it does? Use a 1-10 scale where 1 means 'you feel you know very little' and 10 means 'you feel you know a great deal' n=415
- AD7. Using the 1-10 scale, how satisfied are you with the opportunities provided to you to participate in Council decision making processes? n=356

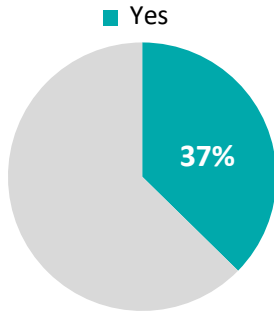
▲ **Year-on-year** Significantly higher
▼ Significantly lower
▲ **Between demographics** Significantly higher
▼ Significantly lower



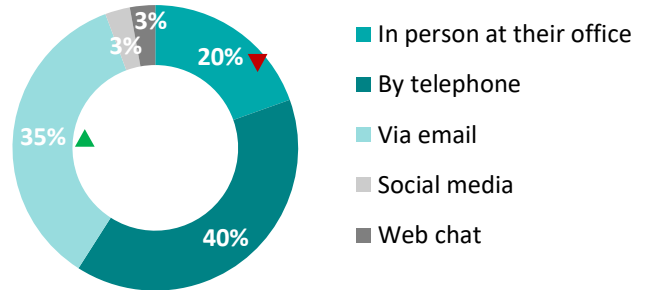
Interactions with the Council

Contact with the Council

Contacted Council



Method of contact



	2023	2022	2021	2020	2019
Contacted Council	37%	35%	37%	35%	22%
In person	20% ▼	31%	33%	37%	28%
By telephone	40%	41%	42%	45%	61%
Via email	35% ▲	24% ▲	26% ▲	15% ▼	11%
Social media	3%	2%	-	2%	-
Web chat	3%	2%	-	1%	-

- Nearly four in ten residents have contacted the council in the last six months.
- Among those who made an inquiry, the telephone continues to be the primary method of communication, while the usage of email has consistently increased over the past three years.

	Cambridge	Pirongia	Kakepuku	Te Awamutu	Maungatautari
Contacted Council	37%	36%	47%	35%	37%
In person	25%	17%	22%	13% ▼	17%
By telephone	41%	47%	26%	38%	44%
Via email	31%	32%	52% ▲	36% ▲	34%
Social media	3%	-	-	6%	-
Web Chat	-	4%	-	7%	5%

	Māori	All others	18-29	30-64	65+
Contacted Council	33%	38%	19%	41%	42%
In person	26%	19% ▼	6%	15% ▼	34%
By telephone	39%	40%	58%	40%	32%
Via email	28%	36%	36%	41%	22%
Social media	4%	3%	-	3%	3%
Web Chat	4%	3%	-	1%	9%

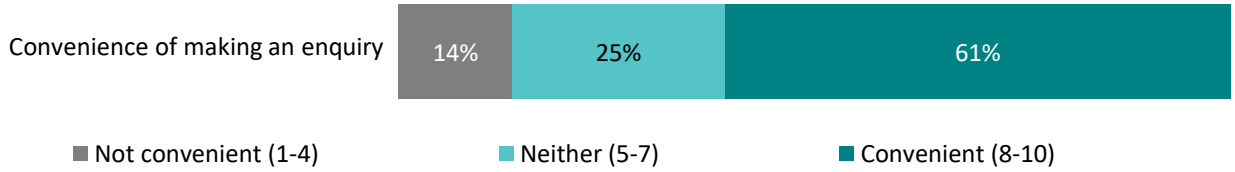
NOTES:

1. Sample: 2019 n=402; 2020 n=516; 2021 n= 432; 2022 n= 458; 2023 n=422; Excludes don't know responses.
2. INT.1 Have you made an enquiry about something with the Waipā District Council within the last six months? n=421
3. Made enquiry n=151
4. INT2. Which best describes how you contacted the Council about this matter? Was it... n=151

▲ Significantly higher
▼ Significantly lower

Between demographics
▲ Significantly higher
▼ Significantly lower

Convenience



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

% 8-10	Cambridge	Pirongia	Kakepuku	Te Awamutu	Maungatautari
Total	65%	46%	57%	69%	51%
In person	56%	43%	-	75%	53%
By telephone	59%	45%	86% ▲	60%	25%
Via email	80%	56%	66%	69%	76%

% 8-10	Māori	All others	18-29	30-64	65+
Total	56%	61%	54%	61%	63%
In person	55%	48%	-	39%	64%
By telephone	47%	57%	77%	49%	61%
Via email	85%	70%	26%	80%	57%

- Six in ten residents who made an inquiry felt that the method they used was convenient for them.
- Email has become a more convenient method for residents to make inquiries compared to in-person, as observed when compared to 2022.

NOTES:

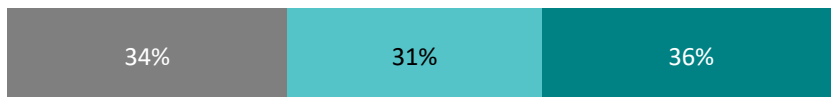
1. Sample: 2019 n=402; 2020 n=516; 2021 n= 432; 2022 n=458; 2023 n=422; Excludes don't know responses.
2. Made enquiry n=151
3. INT3. Using a 1 to 10 scale where 1 means 'not at all convenient' and 10 means 'very convenient', how convenient was it for you to make your enquiry this way? n=151

▲ Significantly higher
▼ Significantly lower

Between demographics
▲ Significantly higher
▼ Significantly lower

Satisfaction

Satisfaction with the enquiry



■ Dissatisfied (1-4)

■ Neutral (5-7)

■ Satisfied (8-10)

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

	Cambridge	Pirongia	Kakepuku	Te Awamutu	Maungatautari
Total	30%	35%	38%	46%	28%
In person	17%	43%	-	48%	53%
By telephone	30%	28%	86%	58%	25%
Via email	43%	46%	30%	39%	24%

	Māori	All others	18-29	30-64	65+
Total	36%	36%	44%	36%	33%
In person	36%	25%	-	17% ▼	37%
By telephone	53%	40%	55%	39%	39%
Via email	24%	40%	34%	40%	35%

- Satisfaction with how residents' felt their inquiries were handled is relatively low, with a decline of 9% since last year.
- Enquiries made in person have experienced a significant decline in satisfaction, being the lowest compared to other methods.

NOTES:

1. Sample: 2019 n=402; 2020 n=516; 2021 n= 432; 2022 n=458; 2023 n=422; Excludes don't know responses.
2. Made enquiry n=151
3. INT4. And overall, how satisfied are you with how your complaint or query was handled? Use a 1-10 scale where 1 means 'very dissatisfied' and 10 means 'very satisfied' n=150

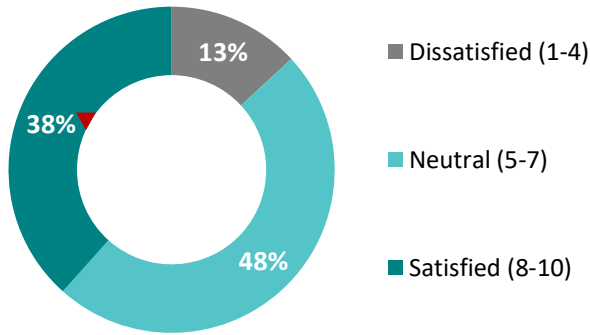
Year-on-year
▲ Significantly higher
▼ Significantly lower

Between demographics
▲ Significantly higher
▼ Significantly lower

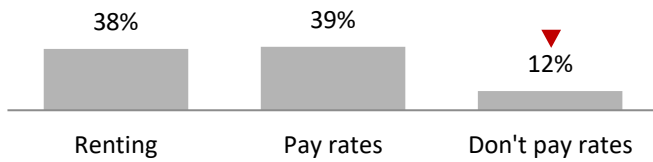
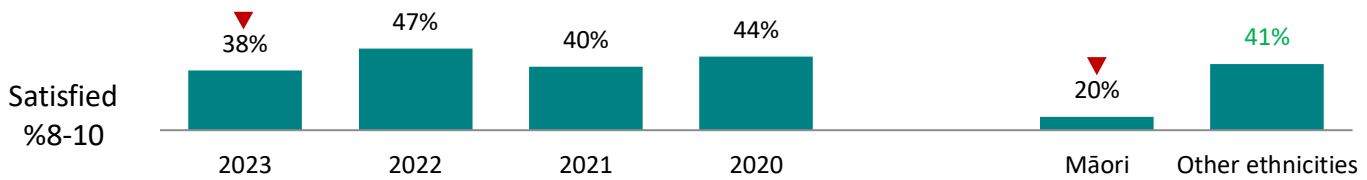


Three waters: water supply, sewage and stormwater

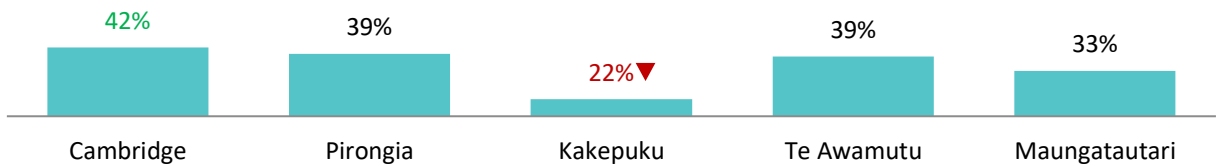
Overall water management



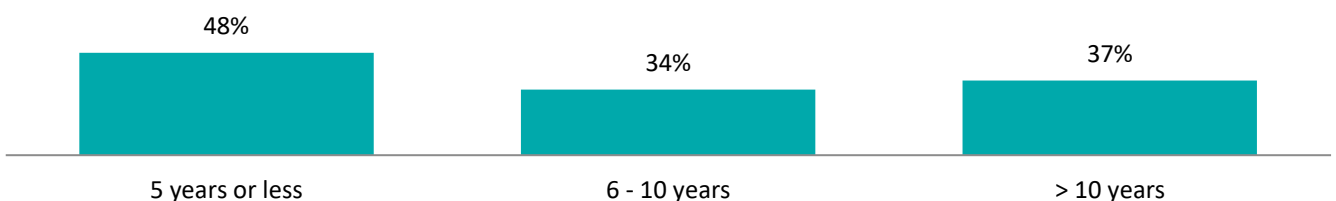
- There has been a significant decrease in satisfaction with the overall water management compared to the 2022 study.
- Additionally, Māori satisfaction in this area has also experienced a notable decline.



- Renting residents demonstrate slightly lower levels of satisfaction compared to those who pay rates, with satisfaction scores of 38% and 39% respectively. However, there has been a significant decrease in satisfaction among residents who do not pay rates at all.



- Despite a slight decrease over the year, residents of Cambridge display a higher likelihood of being satisfied with the Overall water management compared to residents in other wards.
- Residents who have lived in the Waipā district for a shorter period of time are more likely to express satisfaction with this service.

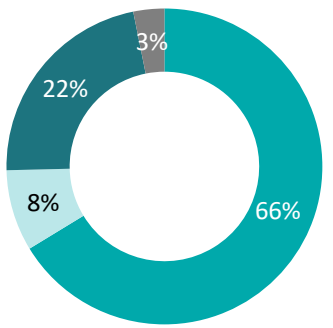


NOTES:

1. Sample: 2020 n=516; 2021 n= 432; 2022 n=458; 2023 n=422; Excludes don't know responses.
2. TW5. And OVERALL, when you think about the supply of water, the management and disposal stormwater and disposal of waste water, how would you rate your satisfaction with Council overall for its MANAGEMENT OF WATER in the district n=371

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

Water management: water supply



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



The reliability of the water supply

Overall water supply: 8% Dissatisfied (1-4), 40% Neutral (5-7), 52% Satisfied (8-10)

The reliability of the water supply: 5% Dissatisfied (1-4), 29% Neutral (5-7), 66% Satisfied (8-10)

Quality of the water: 11% Dissatisfied (1-4), 40% Neutral (5-7), 49% Satisfied (8-10)

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

Scores 8-10	Town supply	Rural supply
	Overall water supply	52%
The reliability of the water supply	66%	69%
Quality of the water	47%	61%

- The majority of Waipā residents (66%) described their water connection as *A town or City supply*.
- The overall perception of water supply, including reliability and water quality, has remained consistent year after year.
- Residents from the Cambridge and Pirongia wards tend to rate the reliability of the water supply and water quality higher compared to residents in other wards. However, there has been a slight decrease in satisfaction among Cambridge residents regarding the overall water supply compared to the previous year.

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

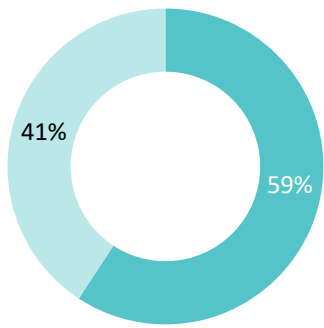
Overall	Cambridge	Pirongia	Kakepuku	Te Awamutu	Maungatautari
Overall water supply	56%	61% ▲	32%	47%	51%
The reliability of the water supply	71%	76% ▲	43%	59%	80%
Quality of the water	51%	61%	54%	39%	69%

NOTES:

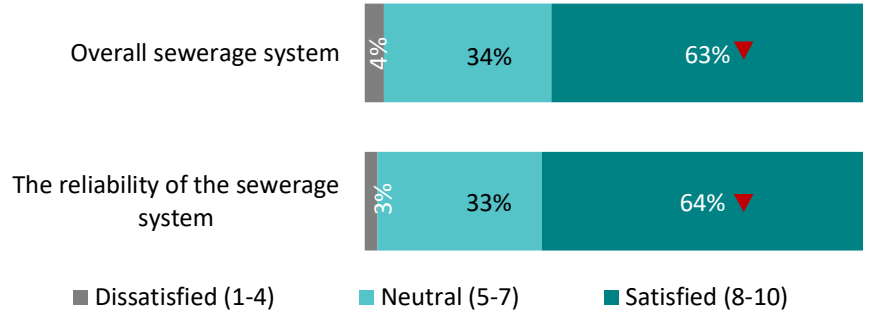
- Sample: 2019 n=402 2020 n=516; 2021 n= 432; 2022 n=458; 2023 n=422; Excludes don't know responses.
- TW1. Which of the following best describes your water supply connection? n=413
- TW2. On the scale of 1- 10, how would you rate your satisfaction with... n=309

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

Water management: sewerage system



■ Town sewerage system
■ Own septic tank



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

% 8-10	Cambridge	Pirongia	Kakepuku	Te Awamutu	Maungatautari
Overall sewerage system	67%	100%	25%	58% ▼	42%
The reliability of the sewerage system	69%	100%	25%	60%	42%

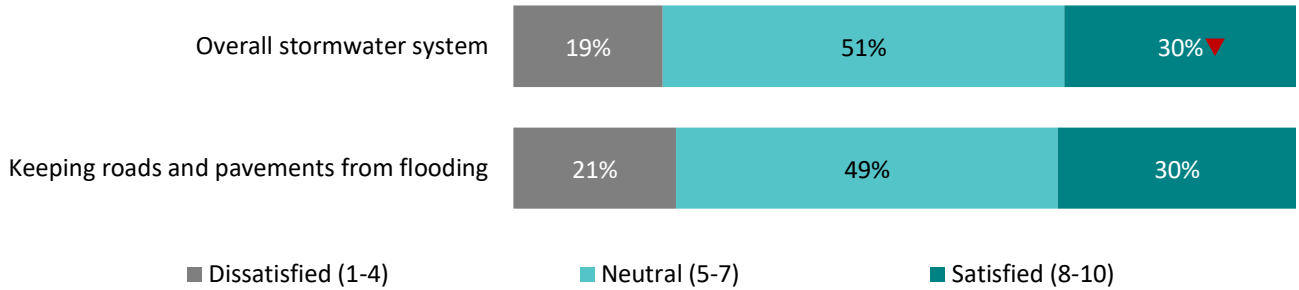
- Residents' satisfaction with the *Sewerage system* has seen a continuous decline, with satisfaction scores decreasing from 83% in 2021 to 72% in 2022 and a further decline to 63% in 2023.
- Reliability of the sewerage system* has also significantly declined over the past 12 months compared to 2022.

NOTES:

- Sample: 2020 n=516; 2021 n= 432; 2022 n=458; 2023 n=422; Excludes don't know responses.
- TW6. Which of the following best describes the sewerage system you use? n=414
- TW3. Thinking about the Council's management of its sewerage (wastewater) system, on the scale of 1- 10, how would you rate your satisfaction with... n=243

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

Water management: stormwater system



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

% 8-10	Cambridge	Pirongia	Kakepuku	Te Awamutu	Maungatautari
	Overall stormwater system	31%	31%	31%	23%
Keeping roads and pavements from flooding	30%	36%	36%	23% ▼	42%

- Satisfaction with the stormwater system has seen a significant decline over the past year, including a slight decrease in satisfaction with the efforts to *keep roads and pavements from flooding* from 36% in 2022 to 30% this year.

NOTES:

1. Sample: 2020 n=516; 2021 n= 432; 2022 n=458; 2023 n=422; Excludes don't know responses.
2. TW6. Which of the following best describes the sewerage system you use? n=414
3. TW4. On the scale of 1- 10, how would you rate your satisfaction with the stormwater system in terms of...n=412

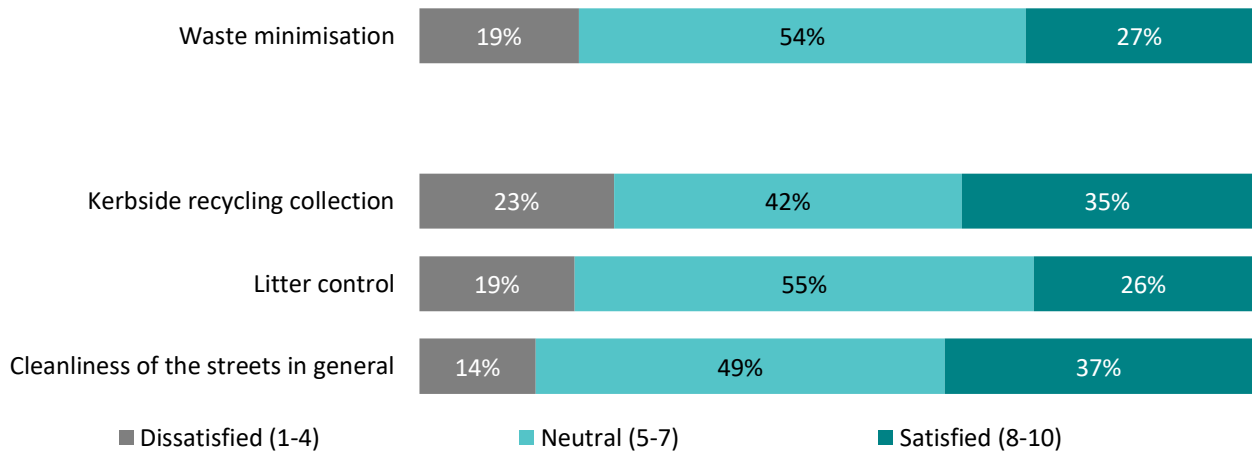
Year-on-year
▲ Significantly higher
▼ Significantly lower

Between demographics
▲ Significantly higher
▼ Significantly lower



Waste management and waste minimisation

Satisfaction with waste management and waste minimisation



% 8-10	2023	2022	2021	Māori	All others
Waste minimisation	27% ▼	41% ▼	49%	21% ▼	28% ▼
Kerbside recycling collection	35% ▼	60% ▼	69%	29%	36% ▼
Litter control	26% ▼	39% ▼	48%	25%	26% ▼
Cleanliness of the streets in general	37% ▼	50% ▼	62%	37%	37% ▼

% 8-10	Cambridge	Pirongia	Kakepuku	Te Awamutu	Maungatautari
Waste minimisation	35%	27%	25%	20%	23%
Kerbside recycling collection	38% ▼	37% ▼	35% ▼	31% ▼	30% ▼
Litter control	29% ▼	18%	22%	26%	33%
Cleanliness of the streets in general	45% ▼	30%	39%	27% ▼	46%

- Slightly more than a quarter (27%) of residents are satisfied with Waste minimization within the district. Satisfaction has significantly decreased year on year.
- Many residents have reported concerns regarding the recycling and rubbish collection services provided by Waipā District Council, particularly noting instances of missed waste collections.

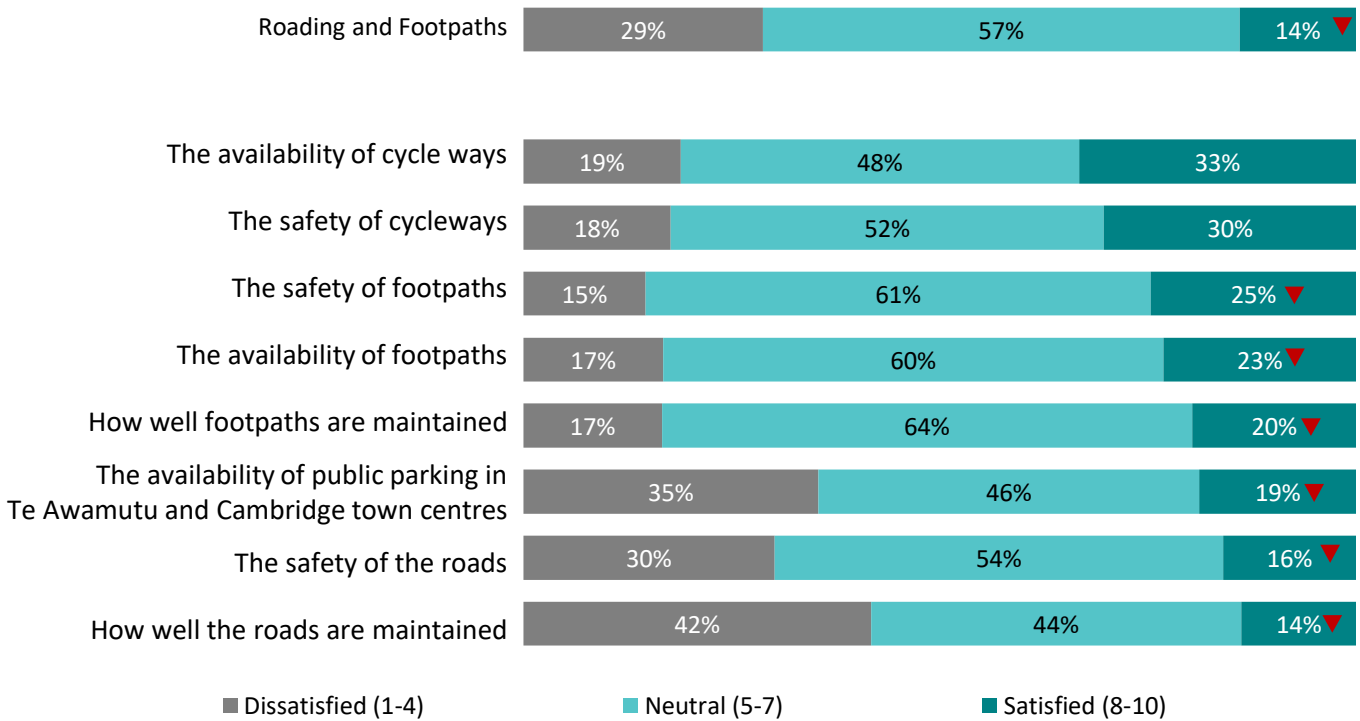
NOTES:

1. Sample: 2023 n=422; 2022 n=458; 2021 n= 432 Excludes don't know responses.
2. WM2. Everything considered, how satisfied are you with the WASTE MINIMISATION within Waipā district? n=395
3. WM1. How satisfied are you with each of the following? n=420



Roads, footpaths and cycle ways

Roads, footpaths and cycleways



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

- Satisfaction scores for *Overall roading and footpaths*, as well as related attributes, have experienced a significant decline.
- Many residents have emphasised the need for the council to prioritise overall roading and allocate rates towards improving roading infrastructure.

NOTES:

1. Sample: 2019 n=402; 2020 n=516; 2021 n= 432; 2022 n=458; 2023 n=422; Excludes don't know responses.
2. RF2. OVERALL how satisfied are you with the ROADS ANS FOOTPATHS around the district? n=419
3. RF1. Still using the 1 to 10 scale where 1 means 'very dissatisfied' and 10 means 'very satisfied', how would you rate your overall satisfaction with each of the following... n=421

Year-on-year
▲ Significantly higher
▼ Significantly lower

Between demographics
▲ Significantly higher
▼ Significantly lower

Roads, footpaths and cycleways

% 8-10	Cambridge	Pirongia	Kakepuku	Te Awamutu	Maungatautari
Overall roads, footpaths and cycleways	16% ▼	13%	11% ▼	11% ▼	21%
The availability of cycleways	46% ▼	29%	18%	15%	52%
The safety of cycleways	39%	21%	13%	17%	60%
The safety of footpaths	33%	19%	20%	14% ▼	39%
The availability of footpaths	31% ▼	16%	18%	14% ▼	39%
How well footpaths are maintained	26% ▼	14%	17%	10% ▼	39%
The availability of public parking in Te Awamutu and Cambridge town centres	16%	21%	23%	20%	21%
The safety of the roads	18% ▼	17%	10%	11% ▼	32%
How well the roads are maintained	19% ▼	10%	4%	9% ▼	26%

- Despite higher satisfaction levels in roading and footpath-related attributes compared to other wards, Cambridge has experienced a significant decline in overall satisfaction with roading and footpaths from the previous year.
- In addition to Cambridge, residents in Maungatautari also demonstrate a higher level of satisfaction with their roads and footpaths compared to other wards.
- Residents in Pirongia, Kakepuku, and Te Awamutu are mostly concerned with *How well roads are maintained*.

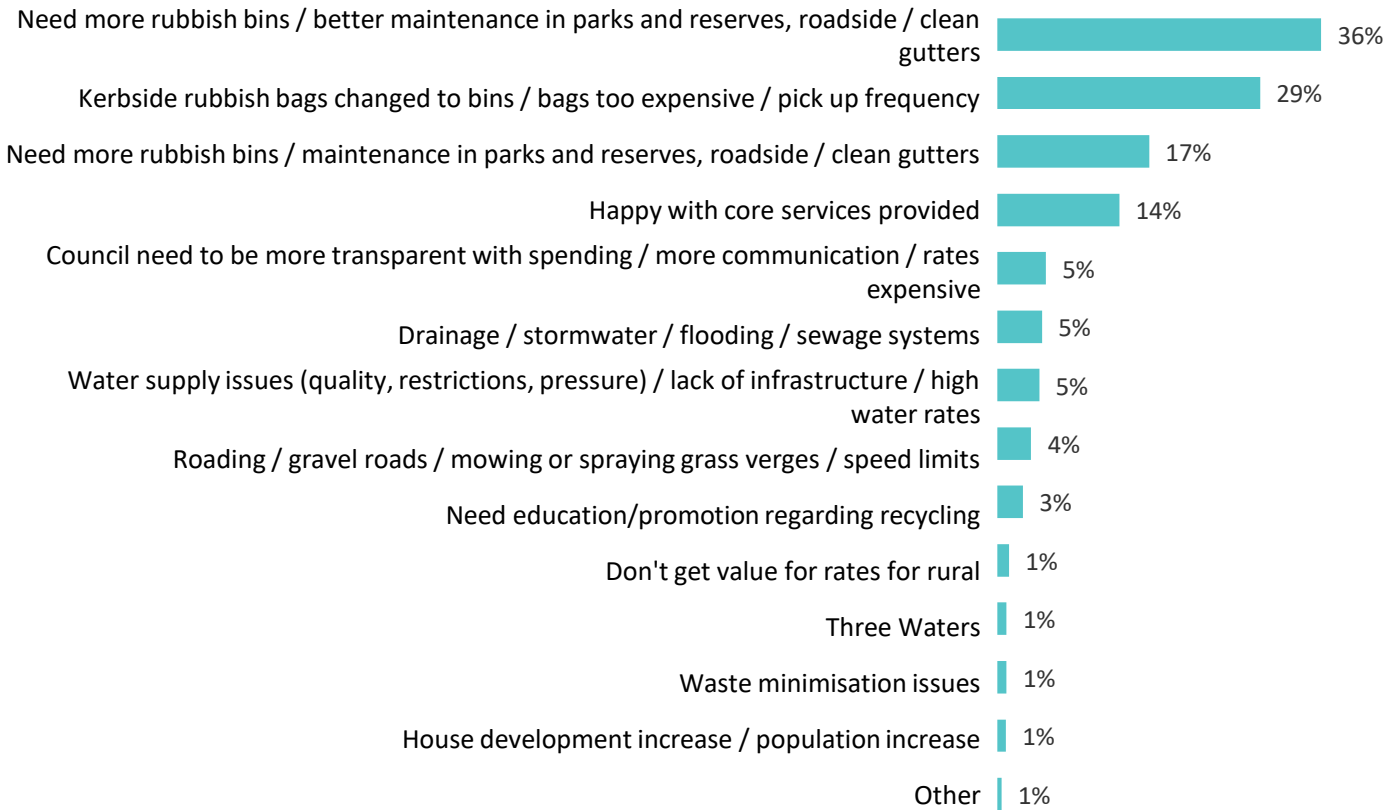
NOTES:

1. Sample: 2023 n=422, Excludes don't know responses.
2. RF2. OVERALL how satisfied are you with the ROADS AND FOOTPATHS around the district? n=419
3. RF1. Still using the 1 to 10 scale where 1 means 'very dissatisfied' and 10 means 'very satisfied', how would you rate your overall satisfaction with each of the following... n=421

Year-on-year
▲ Significantly higher
▼ Significantly lower

Between demographics
▲ Significantly higher
▼ Significantly lower

Comments about Services provided, including water, waste and roading



- *The streets are dirty with rubbish and graffiti. The walkway from the parking area by Stirling Sports has vomit down it. Dirt and graffiti are not a good look for the town.*
- *There have been problems with the kerbside recycling collection in that the contractors have not always been making the collection when they are supposed to.*
- *There should be a transfer station. Recycling has become very unreliable lately. Covid-19 should not be used as an excuse for poor service.*
- *It's way too expensive to use the dump. It's cheaper to drive to Cambridge, which is crazy as it's the same council. Recycling is a joke as far as glass is concerned. I would like to see food waste recycling started as they have it in other towns.*
- *The kerbside collection of recycling in Ōhaupō is sometimes missed.*
- *The contractors for the recycling bins need to be more accountable for the non-pick-up of bins. They seem to be having many issues this year.*



- *We have such an incredible team of people all working together to make our town a beautiful place to live.*
- *I am very impressed with the new rain gardens that have been installed to filter stormwater that runs into Lake Te Koutu. This is both innovative and attractive and in time will mean the lake is healthier. I also found a small community garden on a kerbside, which is very pleasing to see.*
- *Waipā District Council has a good record of providing these services. Also, I am totally opposed to the Three Waters proposal.*
- *The Antenno app is an absolute lifesaver with reminders about which rubbish bins are due to be collected and additional updates if there won't be a pickup due to unfortunate situations. It's very informative all the time, but not too much.*
- *Information is always put out to consumers if recycling is not going to happen in the allocated week. Good communication.*
- *I like that we receive information in the mail about what is happening within Cambridge.*

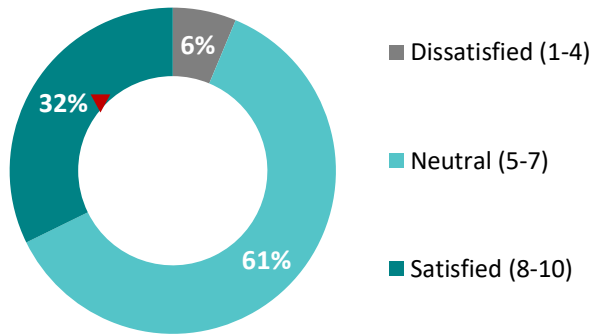
NOTES:

1. Sample: 2023 n= 422, Excludes don't know responses.
2. WM3. Do you have any comments about any of these services that the Waipā District Council provides? n=264

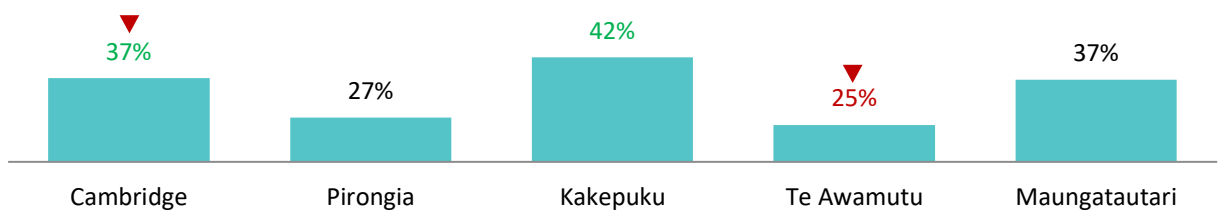
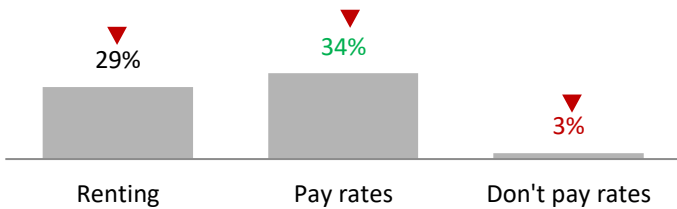
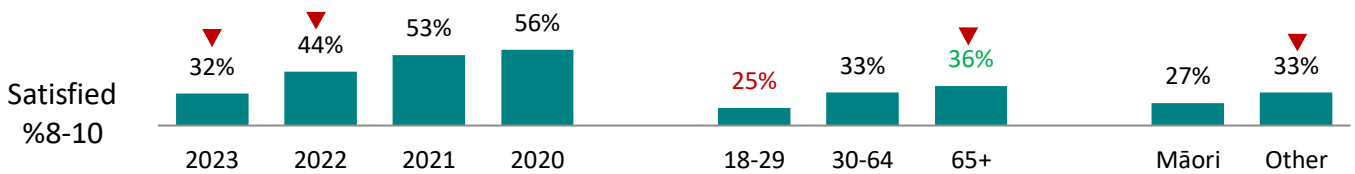


Public facilities and services

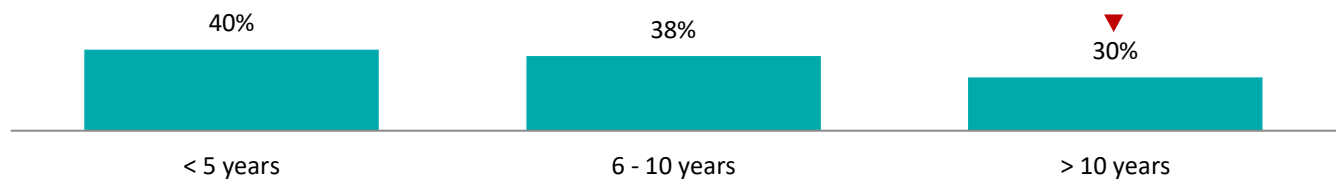
Overall public facilities and services



- Nearly one-third of residents are satisfied with *Overall public facilities and services* (32%).
- There is however a significant decline in performance over the past two years, which is most likely due to the temporary closure of public facilities and services for maintenance and rehabilitation.



- Residents from Te Awamutu are the most likely to be dissatisfied with *Public facilities and services*.
- However, those residing in Cambridge and Kakepuku are the most satisfied (37% and 42% respectively).



NOTES:

- Sample: 2020 n=516; 2021 n= 432; 2022 n= 458; 2023 n=422; Excludes don't know responses.
- CF3. When you consider ALL these public facilities that are provided by Council including how well they are maintained, the opening hours and where applicable the cost to use these, how would you rate your satisfaction with the PUBLIC FACILITIES AND SERVICES that are provided? n=401

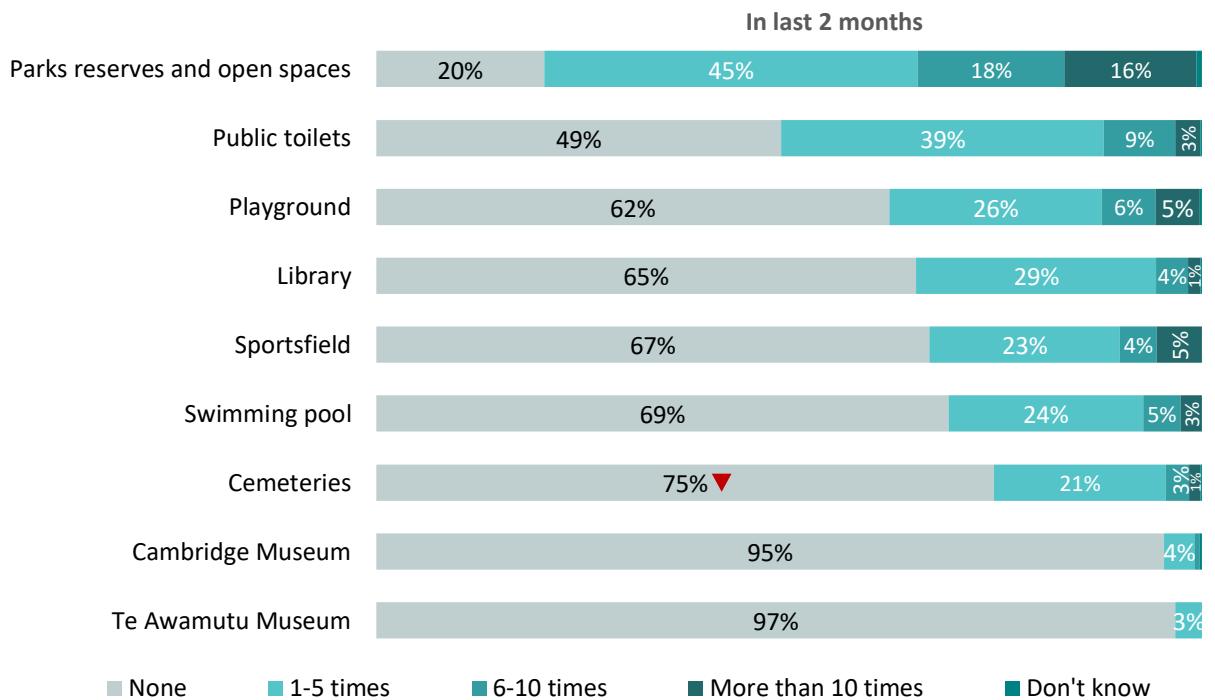
▲ Significantly higher
▼ Significantly lower

Year-on-year
▲ Significantly higher
▼ Significantly lower

Between demographics
▲ Significantly higher
▼ Significantly lower

Use of elective facilities and services

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



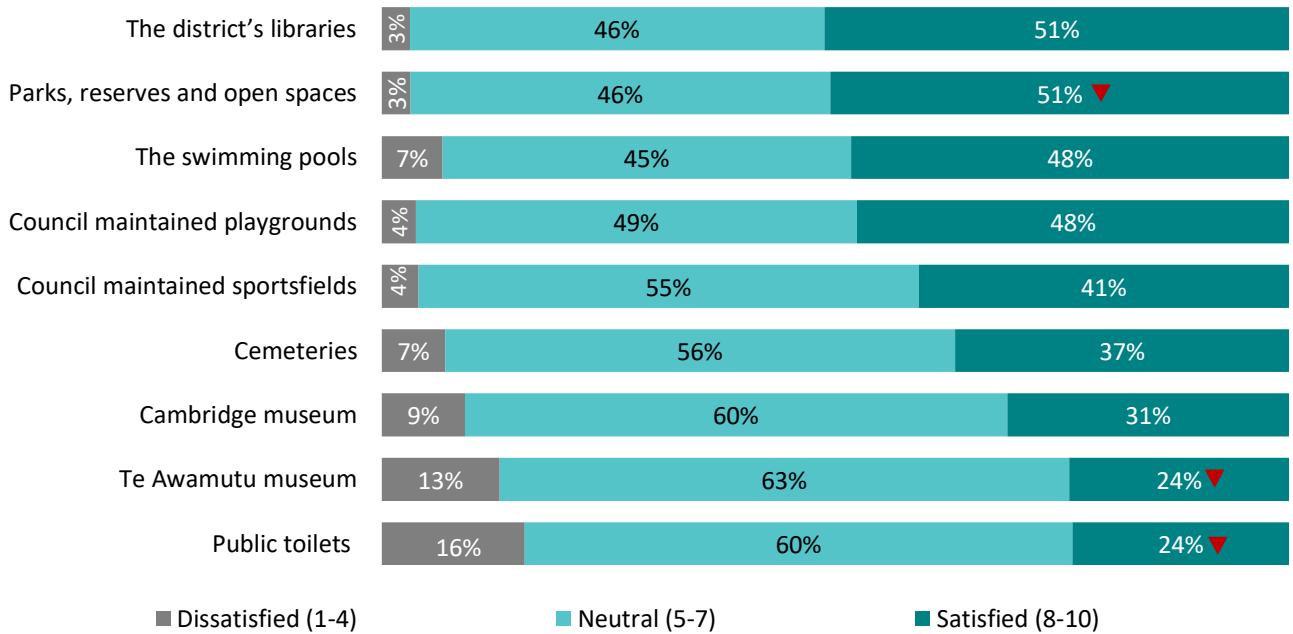
- Overall, the proportion of residents using elective public facilities remains consistent when compared with the previous years.
- The utilisation of public swimming pools continues to increase from 30% in 2021 to 38% in 2022 and further reaching 40% in 2023.
- Both the Te Awamutu museum and the Cambridge museum are the least visited facilities.

NOTES:

1. Sample: : 2020 n=516; 2021 n= 432; 2022 n=458; 2023 n=422; Excludes don't know responses.
2. CF1. Which of the following facilities have you visited or used in the last year? n=422
3. CF8. And how frequently have you used each of these facilities in the last TWO MONTHS? n=422

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

Satisfaction with the elective facilities and services (Overall)



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

- Satisfaction with all public facilities has declined, particularly in *Parks, reserves, and open spaces*, *Te Awamutu museum*, and *Public toilets*, which have recorded significant drops of 10% to 20% points when compared with previous studies.

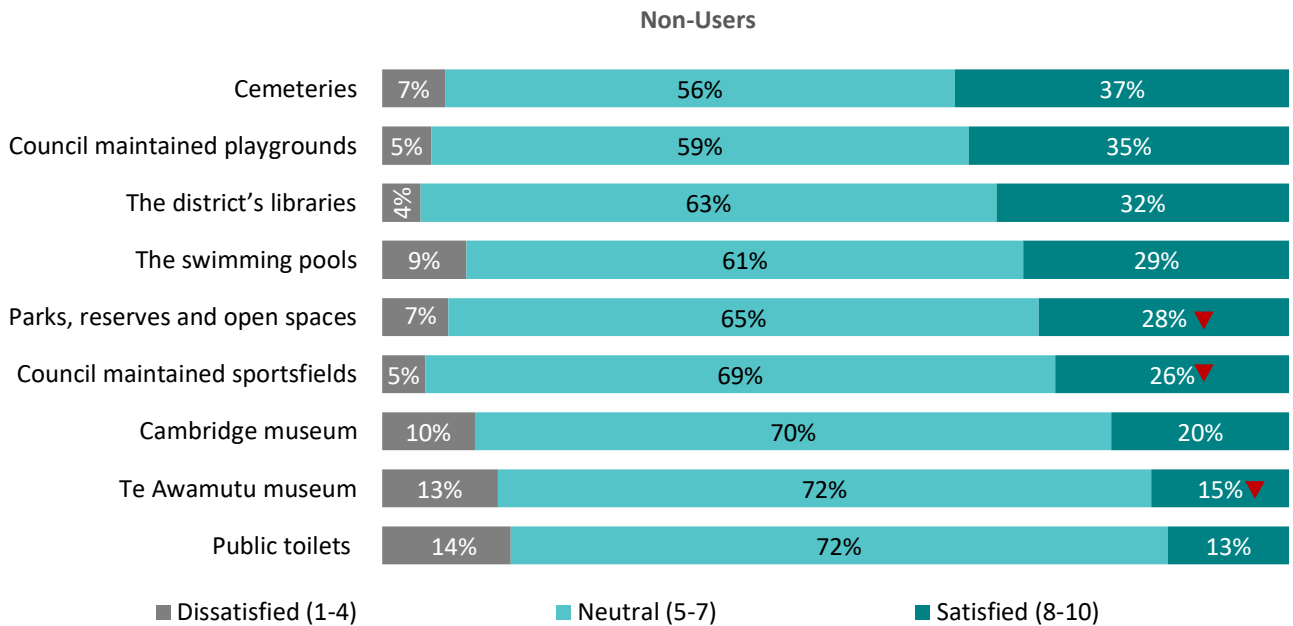
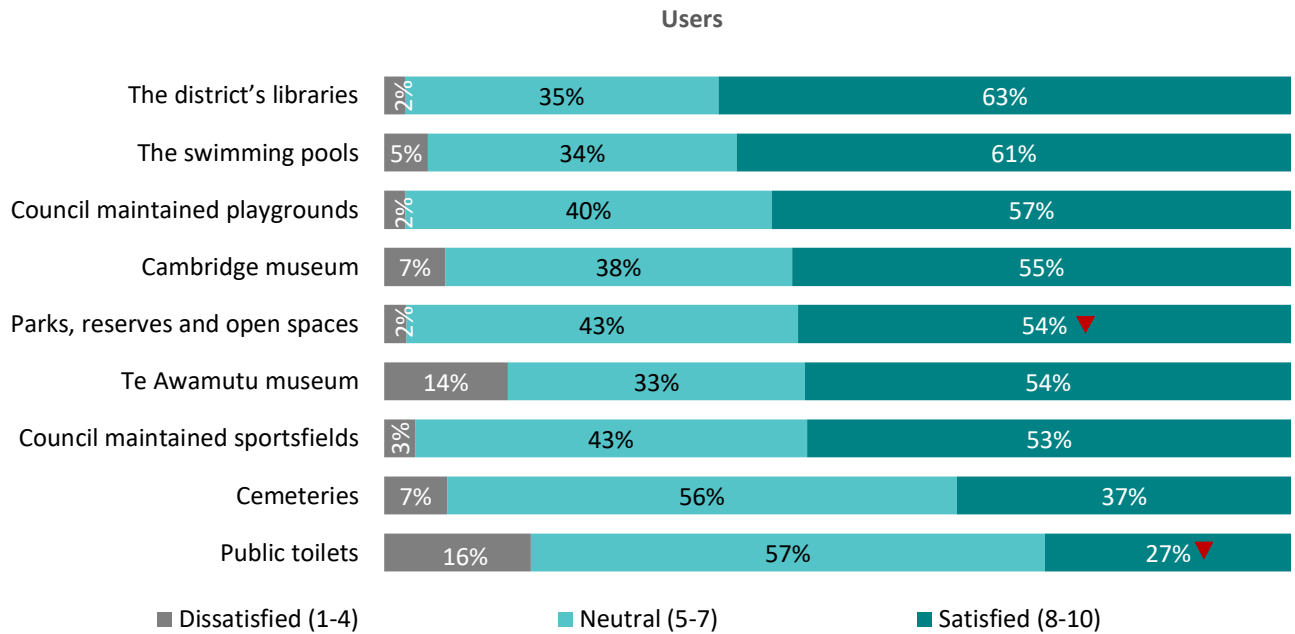
NOTES:

- Sample: 2020 n=516; 2021 n= 432; 2022 n=458; 2023 n=422; Excludes don't know responses.
- CF2. Based on your experience or impressions, how would you rate your overall satisfaction with each of the following facilities? n=403

Year-on-year
▲ Significantly higher
▼ Significantly lower

Between demographics
▲ Significantly higher
▼ Significantly lower

Satisfaction with the elective facilities and services (Users vs. non-users)



- In general, users of elective services and public facilities tend to have higher satisfaction levels with the provided facilities than non-users.

NOTES:

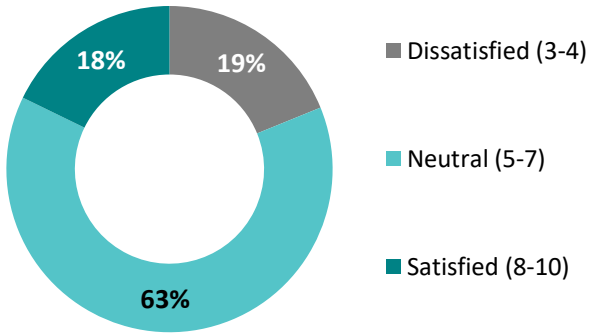
1. Sample: 2023 n= 422; Excludes don't know responses.
2. CF2. Based on your experience or impressions, how would you rate your overall satisfaction with each of the following facilities? n=403

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

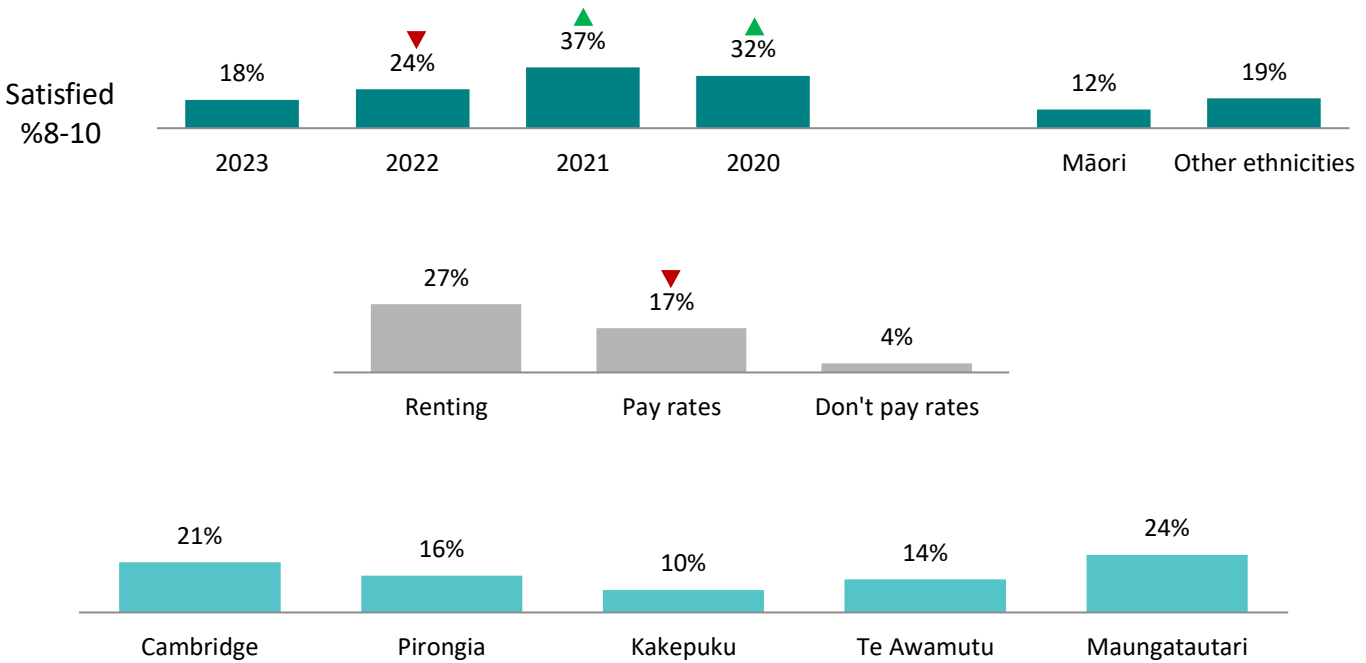


Regulatory services

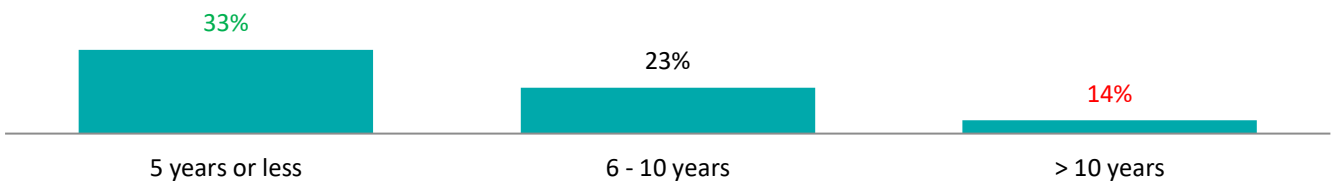
Regulatory services



- Just under one in five residents (18%) are more likely to be satisfied with Council's regulatory services.
- There has been a slight (6%) decrease in satisfaction with the Council's regulatory services compared to the year 2022.
- Non-renting residents are more inclined to express dissatisfaction with this service.



- The low satisfaction rate is consistent across all wards.
- New residents are more likely to express satisfaction with the regulatory services in the district.



NOTES:

1. Sample: 2020 n=516; 2021 n= 432; 2022 n= 458; 2023 n=422; Excludes don't know responses.
2. QL3. Council also provides a range of other services such as building and resource consents, licensing premises for food and alcohol sales, dog control and noise management. Taken together, how would you rate the Council for the quality of these other services that it provides? n=315

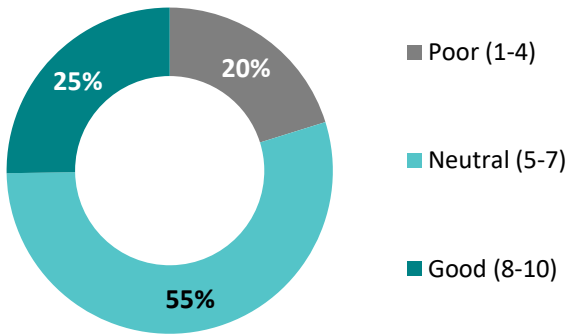
Year-on-year
▲ Significantly higher
▼ Significantly lower

Between demographics
▲ Significantly higher
▼ Significantly lower

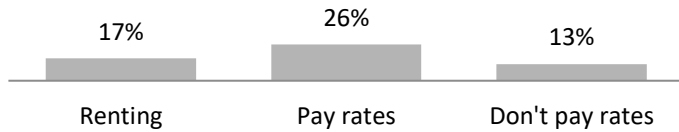
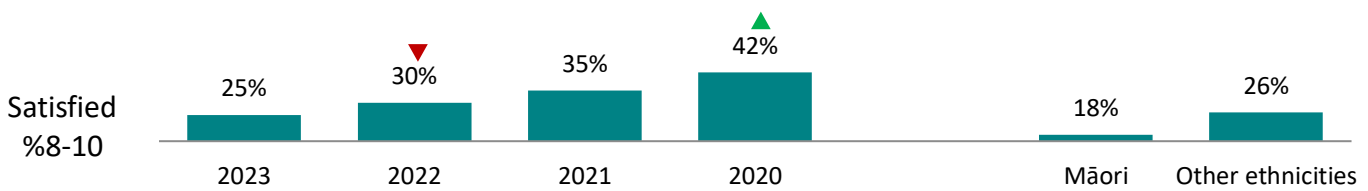


Image and reputation

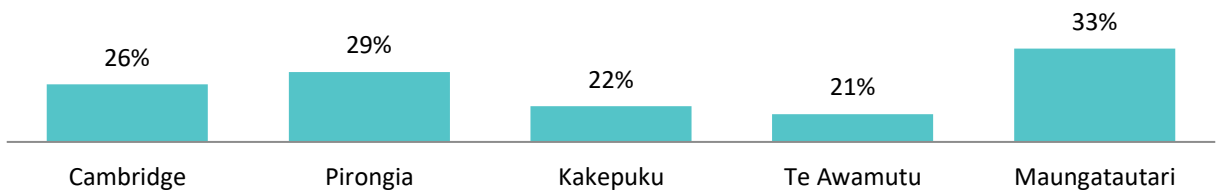
Overall image and reputation



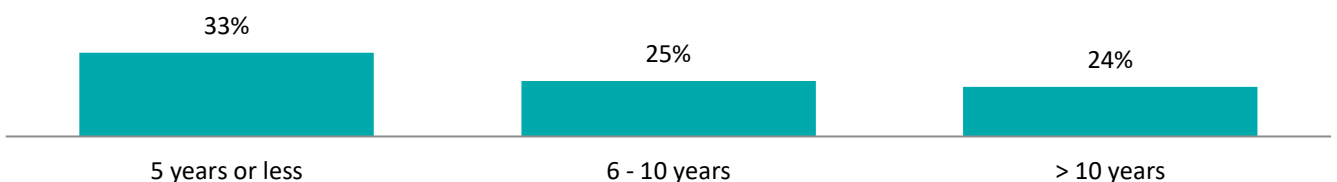
- Residents' perception of the Council's *Image and reputation* continues to decline, with a 5% decrease from 2022.
- Māori are less likely to be satisfied with the Council's *Image and reputation*.



- Residents' approval rating with Council's *Image and reputation* is consistent across all wards with slightly higher ratings among residents from Pirongia and Maungatautari.



- New residents show higher satisfaction scores compared to long-term residents in the district.

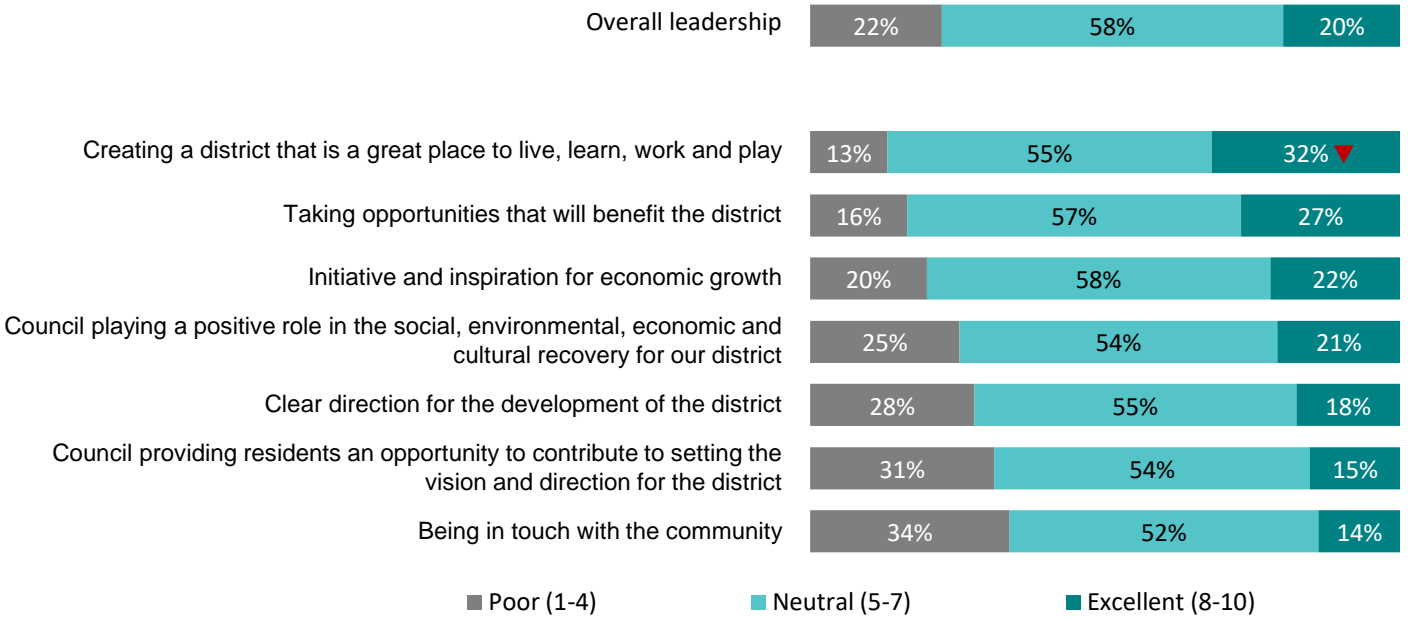


NOTES:

- Sample: 2020 n=516; 2021 n= 432; 2022 n=458; 2023 n=422; Excludes don't know responses.
- OVREP. And finally, thinking about the overall reputation of the Waipā District Council. Considering everything we have talked about; the quality of services and facilities the Council provides, its leadership, trust and financial management. How would you rate the Waipā District Council for its overall reputation? n=397

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

Leadership



%8-10

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

- Over the past three years, there has been a gradual decline in satisfaction scores, starting at 26% in 2021, dropping to 23% in 2022, and reaching 20% in 2023.
- Among all leadership-related aspects, *‘Being in touch with the community’* and *‘Council providing residents an opportunity to contribute to setting the vision and direction for the district’* received the lowest ratings.

NOTES:

1. Sample: 2020 n=516; 2021 n= 432; 2022 n=458; 2023 n=422; Excludes don't know responses.
2. Leadership section includes questions LS1 – LS8 from the questionnaire. As above the order is LS1, LS2, LS3, LS4, LS5, LS7, LS8, LS6 n=379

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

Leadership

% 8-10	Cambridge	Pirongia	Kakepuku	Te Awamutu	Maungatautari
Overall leadership	20%	19%	17%	21%	21%
Creating a district that is a great place to live, learn, work and play	37%	31%	28%	24% ▼	43%
Taking opportunities that will benefit the district	28%	31%	25%	22%	37%
Initiative and inspiration for economic growth	22%	25%	26%	19%	23%
Council playing a positive role in the social, environmental, economic and cultural recovery for our district	24%	14%	13%	22%	21%
Clear direction for the development of the district	18%	21%	12%	17%	20%
Council providing residents an opportunity to contribute to setting the vision and direction for the district	12%	23%	22%	11%	18%
Being in touch with the community	17%	14%	9%	11%	17%

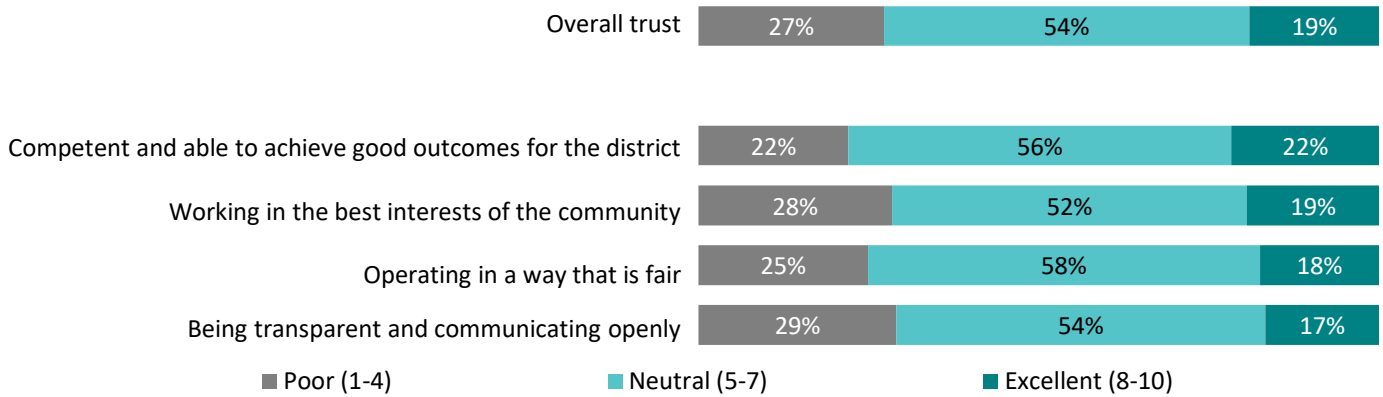
% 8-10	Māori	All others	18-29	30-64	65+
Overall leadership	20%	20%	15%	14%	37%
Creating a district that is a great place to live, learn, work and play	26%	33% ▼	24%	27% ▼	47%
Taking opportunities that will benefit the district	27%	27%	17%	24%	40%
Initiative and inspiration for economic growth	21%	22%	17%	18%	35%
Council playing a positive role in the social, environmental, economic and cultural recovery for our district	17%	21%	13%	18%	32%
Clear direction for the development of the district	16%	18%	22%	13%	26%
Council providing residents an opportunity to contribute to setting the vision and direction for the district	13%	16%	6%	15%	22%
Being in touch with the community	14%	14%	11%	11%	22%

- Across all demographic groups, there has been a slight decline in the perception of Council's leadership, with younger generations expressing more dissatisfaction compared to older generations.

NOTES:

1. Sample: 2023 n= 422; Excludes don't know responses.
2. Leadership section includes questions LS1 – LS8 from the questionnaire. As above the order is Ls1, LS2, LS3, LS4, LS5, LS7, LS8, LS6 n=379

Trust and emotional appeal



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

% 8-10	Cambridge	Pirongia	Kakepuku	Te Awamutu	Maungatautari
Overall trust	18%	21%	26%	17% ▼	19%
Competent and able to achieve good outcomes for the district	19%	29%	25%	20%	24%
Working in the best interests of the community	20%	19%	22%	18%	20%
Operating in a way that is fair	17%	21%	21%	13% ▼	26%
Being transparent and communicating openly	17%	18%	23%	14% ▼	20%

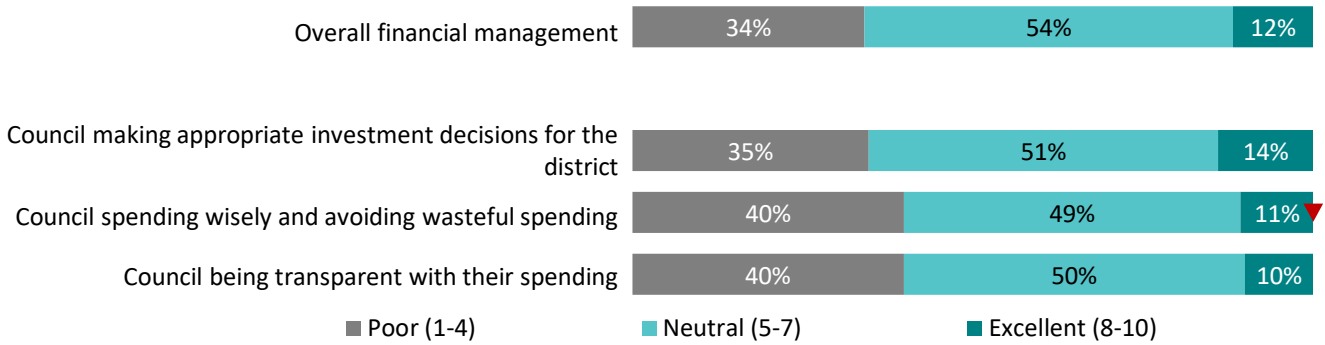
% 8-10	Māori	All others	18-29	30-64	65+
Overall trust	18%	19%	17%	15%	31%
Competent and able to achieve good outcomes for the district	18%	22%	20%	17%	35%
Working in the best interests of the community	17%	20%	17%	14%	35%
Operating in a way that is fair	17%	18% ▼	19%	13% ▼	28%
Being transparent and communicating openly	10%	18%	14%	14%	26%

- Satisfaction with *Overall trust and emotional appeal* has gradually declined over the past three years. This low satisfaction score is consistent across all wards, and younger age groups tend to be more distrustful of the council.

NOTES:

1. Sample: 2020 n=516; 2021 n= 432; 2022 n=458; 2023 n=422; Excludes don't know responses.
2. Trust and emotional appeal includes questions TS2, TS3, TS4, TS5, TS6 n=373

Financial management



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

% 8-10	Cambridge	Pirongia	Kakepuku	Te Awamutu	Maungatautari
Overall financial management	12%	23%	-	8%	15%
Council making appropriate investment decisions for the district	15%	11%	4%	15%	22%
Council spending wisely and avoiding wasteful spending	10%	13%	4%	9%	15%
Council being transparent with their spending	10%	13%	6%	11%	11%

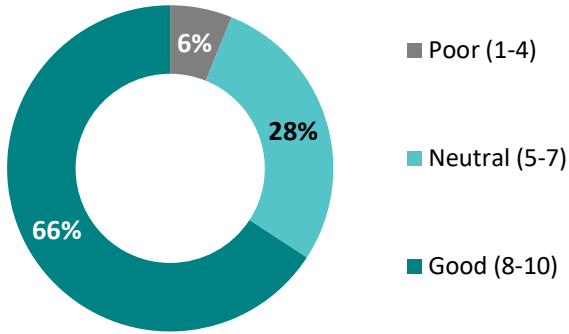
% 8-10	Māori	All others	18-29	30-64	65+
Overall financial management	10%	12%	8%	8%	22%
Council making appropriate investment decisions for the district	23%	13%	12%	10%	24%
Council spending wisely and avoiding wasteful spending	17%	9%	10%	6%	19%
Council being transparent with their spending	13%	10% ▼	4%	8%	20%

- Residents have given relatively low ratings for the Council's financial management. This area has been identified as needing improvement in the past year.

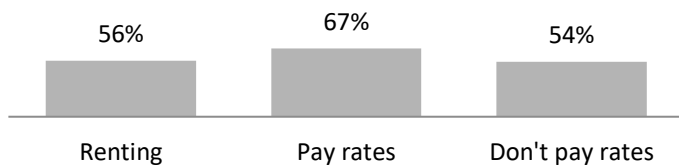
NOTES:

- Sample: 2020 n=516; 2021 n= 432; 2022 n=458; 2023 n=422; Excludes don't know responses.
- Financial management includes questions FM1, FM2, FM3 and FM5 n=291

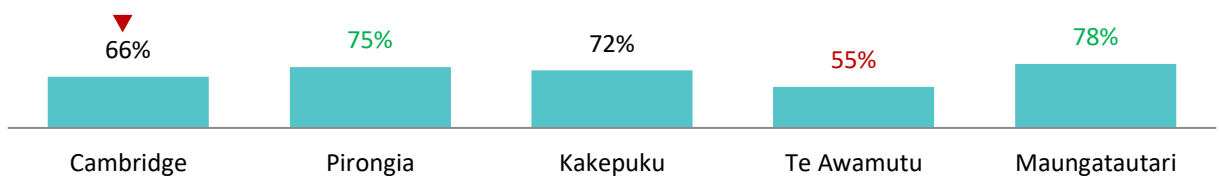
Quality of life



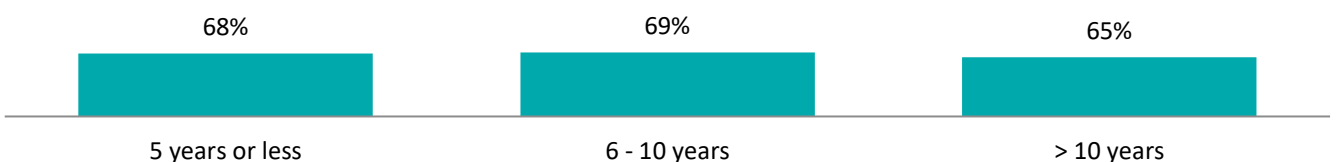
- Residents' perception of their *Quality of life* has slightly declined over the past year.
- There is a relatively consistent level of satisfaction across different ethnicities, with no significant difference observed. However, Māori residents tend to have slightly lower levels of satisfaction with their *Quality of life* compared to other ethnicities.



- The overall perception of *Quality of life* in Cambridge has experienced a significant decline compared to the previous year. On the other hand, residents from Pirongia and Maungatautari wards tend to have higher levels of satisfaction with their *Quality of life* compared to residents in other wards.



- The satisfaction with *Quality of life* remains consistent regardless of the length of residence in the Waipā district.

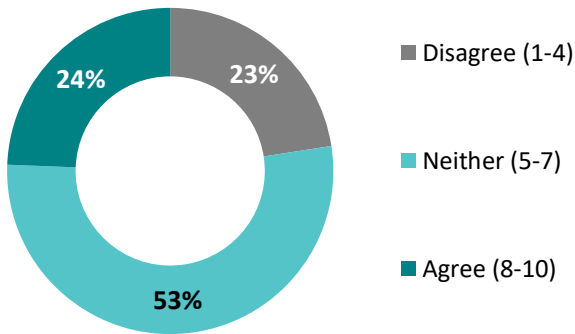


▲ Year-on-year Significantly higher
▼ Year-on-year Significantly lower
▲ Between demographics Significantly higher
▼ Between demographics Significantly lower

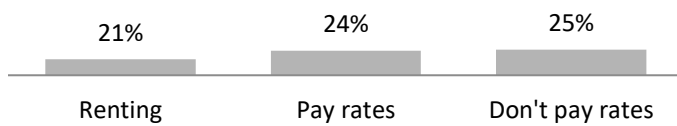
NOTES:

- Sample: 2023 n=422; 2022 n=458; Excludes don't know responses.
- SEN1. On a scale of 1 to 10 where 1 is 'extremely poor' and 10 is 'excellent', how would you rate the overall quality of your life? n=414

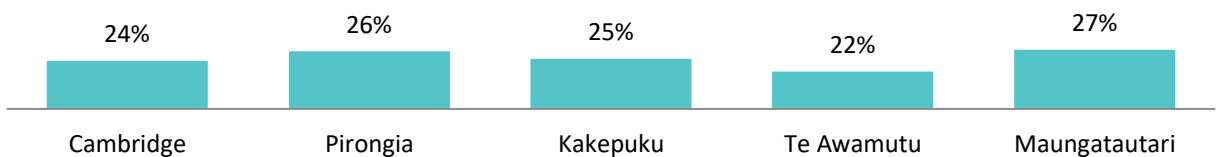
District going in the right direction



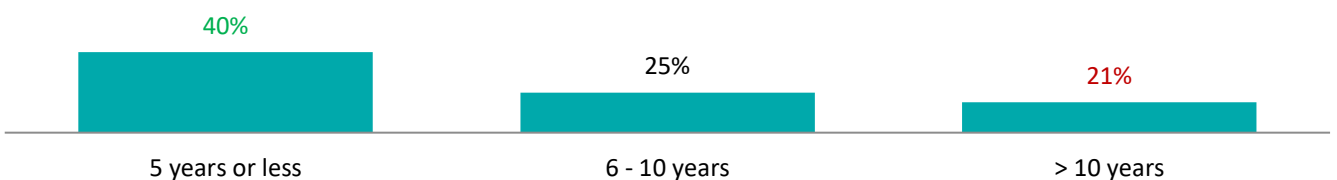
- Only 24% of residents agree that the district is heading in the right direction.



- The satisfaction level is consistent across all demographic groups.



- Later arrivals to the Waipā district are more inclined to perceive the Council as moving in the right direction compared to long-term residents.



NOTES:

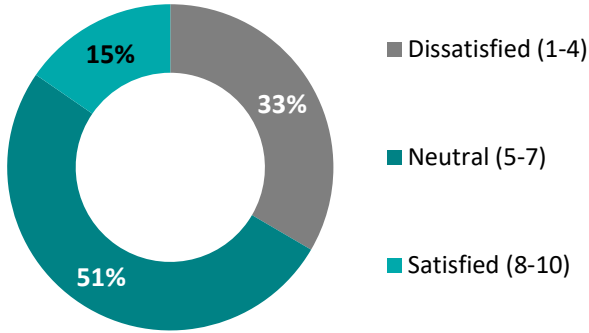
- Sample: 2023 n=422; 2022 n=458; Excludes don't know responses.
- SEN2.. On a scale of 1 to 10 where 1 is 'strongly disagree' and 10 is 'strongly agree', how strongly do you agree or disagree with the following statement about the District? - You're confident that the district is going in the right direction n=384

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

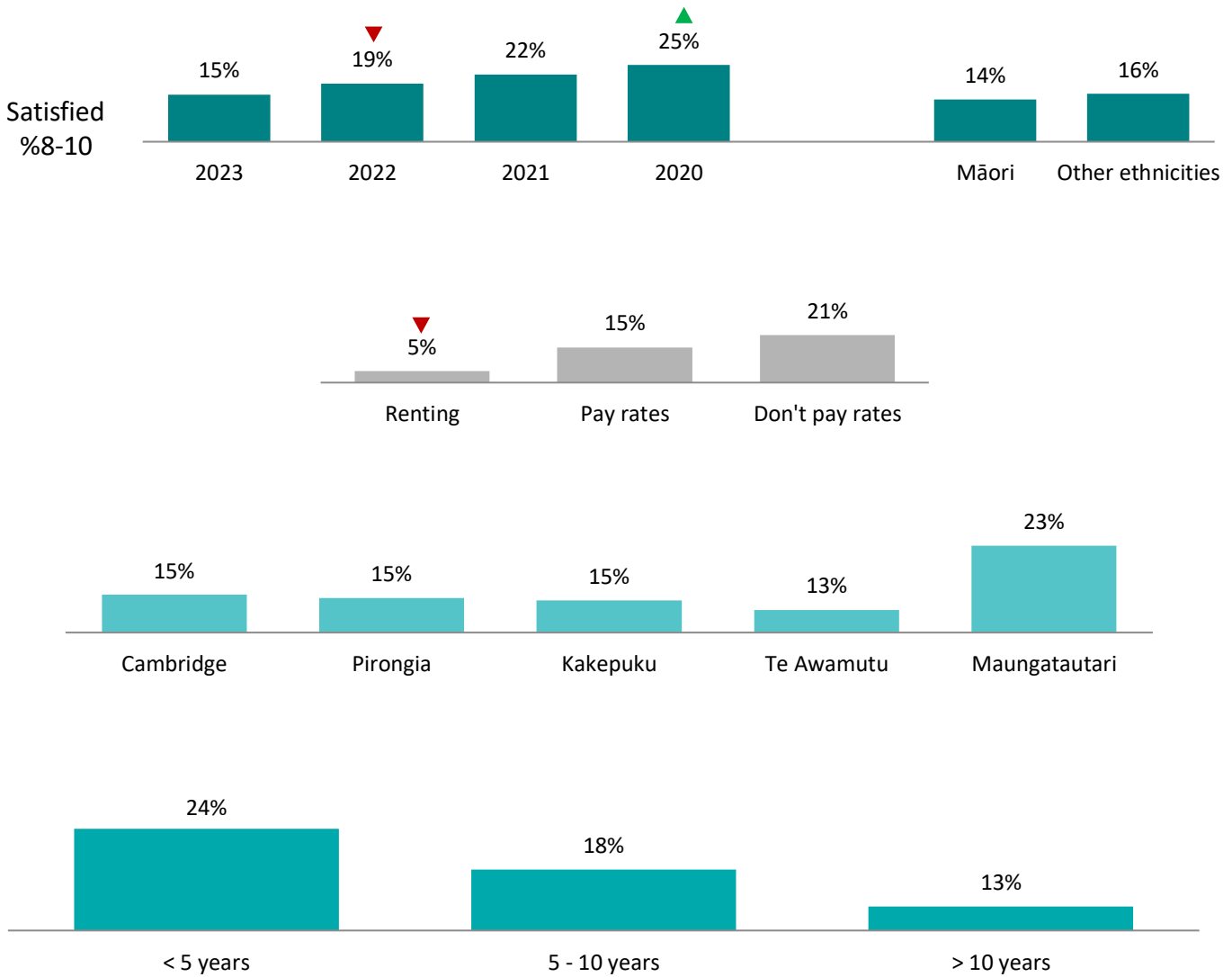


Value for money

Value for money



- A small fraction of residents (15%) expressed satisfaction with *Value for money*
- Perceived value for money in relation to the Council's services has declined over the past three years.
- Renting residents express lower satisfaction levels with this aspect of the Council compared to other residents.



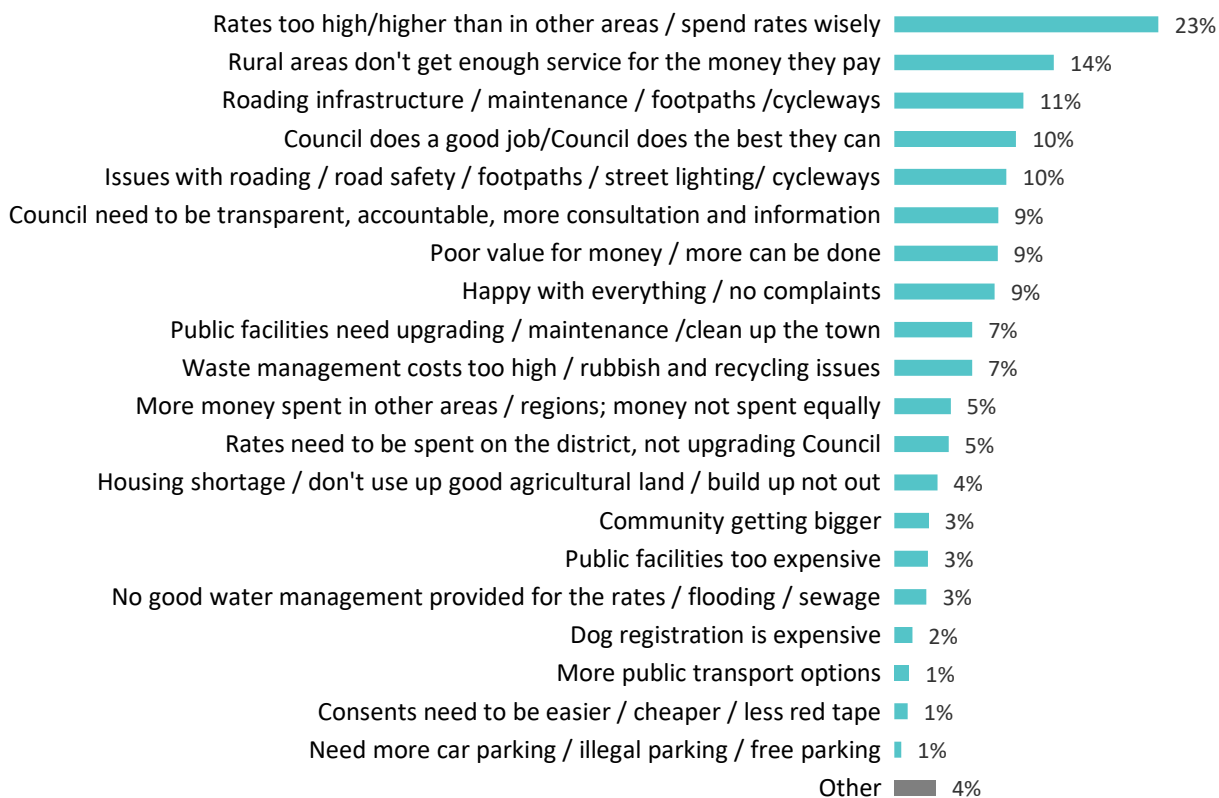
NOTES:

1. Sample: 2020 n=516; 2021 n=432; 2022 n=458; 2023 n=422; Excludes don't know responses.
2. VM1. Considering everything that the Council provides. Overall, how satisfied are you that you receive good value for the money you spend in rates and other fees? n=380

Year-on-year
▲ Significantly higher
▼ Significantly lower

Between demographics
▲ Significantly higher
▼ Significantly lower

Comments about value for money



- I don't use the pool or velodrome, but I have to pay for them.*
- I am getting charged for services that do not apply to me.*
- My rates have gone up over 30 per cent in the last five years and I now get fewer services than I used to. I pay for a private company to deal with my water, rubbish, and green waste. I have minimal use of other council-provided services.*
- When I moved here, I paid roughly the same rates as I did in Auckland on a property that had double the value. Cambridge is expensive.*
- They spend on feel-good projects instead of basic services.*
- Rates are expensive. The cost for things like pools on top of that seems excessive compared to other councils in the area.*
- Rates just always increase but it is hard to see what we get in return*



- Our council provides wonderful services to our whole community and even though I don't use them all, I am happy for my rates to provide them to everyone.*
- The new children's playgrounds and the new pool in the centre of town are great community assets which were worth every cent of the ratepayer's contribution.*
- It is great having so many free things and places to take the kids like bike rides, playgrounds, toilets, libraries, and parks.*
- Keep up the great work. Te Awamutu town is awesome.*
- The community has progressed significantly over the past few years with money well spent on infrastructure to support this growth.*
- As I am a pensioner, I don't use a lot of the facilities I'm charged for, however, I think I still get value for money.*
- I believe we get good value for the rates and fees we pay to Waipā District Council.*
- Generally, the council keeps basic expenditure and the provision of services under control.*

NOTES:

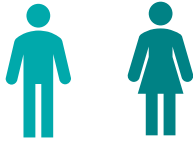
- Sample: 2023 n= 422, Excludes don't know responses.
- VM2. Do you have any comments regarding value for money? n=133



Sample profile

Demographics

Gender



	Male	Female
Weighted	48%	52%
Unweighted	45%	55%

Age (weighted)

Age Group	Weighted	Unweighted
18 to 29 years	17%	22%
30 to 49 years	33%	26%
50 to 64 years	26%	24%
65 years or over	24%	28%

Unweighted

Ethnicity (weighted)

Ethnicity	Weighted	Unweighted
Māori	12%	21%
Non-Māori	88%	79%

Unweighted

Paying rates (weighted)

Response	Weighted	Unweighted
Yes	90%	88%
No	3%	4%
Renting	6%	7%
Don't know	1%	1%

Unweighted

Ward (weighted)

Ward	Weighted	Unweighted
Cambridge Ward	37%	40%
Pirongia Ward	16%	15%
Kakepuku Ward	10%	8%
Te Awamutu Ward	29%	26%
Maungatautari Ward	9%	11%

Unweighted

Length of time lived in Waipā district (weighted)

Length of time	Weighted	Unweighted
5 years or less	13%	13%
6 to 10 years	17%	16%
Over 10 years	68%	70%
Unsure	1%	1%

Unweighted

Live in city, rural township or rural country

Location	Weighted	Unweighted
In a town or township	61%	61%
In a rural area	22%	22%
Semi-urban lifestyle	17%	17%

Unweighted

Number of people in household

Number of people	Weighted	Unweighted
One or two	47%	48%
Three to five	48%	47%
Six or more	4%	5%
Refused	1%	1%

Unweighted

Demographics (counts)

Male	189
Female	233
Total	422

Māori	90
Other Ethnicities	332
Total	422

Cambridge Ward	169
Pirongia Ward	62
Takepuku Ward	34
Te Awamutu Ward	111
Maungatautari Ward	46
Total	422

In a city, town or township, for example an urban area	258
On the outskirts of town such as a semi urban area including lifestyle properties	72
In an area of predominantly land blocks or farms, for example, a rural area	92
Total	422

18 to 29 years	92
30 to 49 years	110
50 to 64 years	101
65 years or over	119
Total	422

Pay rates	373
Don't pay rates	15
Renting	29
Don't know	5
Total	422

5 years or less	55
6 years to 10 years	68
Over 10 years	294
Unsure	5
Total	422

One or two	202
Three to five	197
Six or more	19
Refused	4
Total	422



Appendices

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

		% point increase / decrease (2023-2022)	Percentage of respondents %8-10							
			2023	2023 (DK)	2022	2021	2020	2019	2018	2017
LE2	Pride in the district	-5%	53%	1%	58%	64%	70%	75%	76%	73%
LE3	The way your town is developing in terms of look and feel	-6%	23%	1%	29%	37%	50%	48%	52%	0%
LE4	Culture and heritage are promoted in Waipā District	-5%	32%	6%	37%	43%	-	-	-	-
LE5	The District is accepting and welcoming to newcomers, and respectful towards culture diversity	-5%	31%	20%	36%	39%	-	-	-	-
LE6	Waipā District has a great sense of community spirit	-8%	26%	7%	34%	40%	-	-	-	-
AD5	Performance of your Local Community Board and its members?	-4%	19%	37%	23%	28%	41%	35%	37%	32%
AD6	How much do you know about the Council and what it does	1%	17%	2%	16%	16%	21%	26%	25%	16%
AD7	Opportunities provided to participate in Council decision making processes	-	13%	16%	13%	13%	-	-	-	-
INT3	Convenience of making an enquiry	-3%	61%	0%	64%	79%	72%	78%	78%	-
INT4	Satisfaction with how query was handled	-9%	36%	1%	45%	54%	62%	50%	45%	-
TW2_1	The reliability of the water supply	-	66%	0%	66%	74%	78%	81%	77%	80%
TW2_2	Quality of the water	-3%	49%	0%	52%	58%	61%	67%	63%	54%
TW2_3	Overall District’s water supply?	-4%	52%	2%	56%	56%	61%	67%	62%	68%
TW3_1	The reliability of the sewerage system	-10%	64%	3%	74%	80%	84%	85%	86%	89%
TW3_2	Overall sewerage system	-9%	63%	3%	72%	83%	81%	77%	74%	71%
TW4_1	Keeping roads and pavements free from flooding	-6%	30%	2%	36%	42%	46%	57%	48%	49%
TW4_2	Overall stormwater systems in the District	-7%	30%	4%	37%	43%	47%	57%	47%	47%
TW5	Overall water management in the District	-9%	38%	11%	47%	40%	44%	51%	46%	46%
WM1_1	Kerbside recycling collection	-25%	35%	0%	60%	69%	-	-	-	-
WM1_2	Litter control	-13%	26%	1%	39%	48%	-	-	-	-
WM1_3	Cleanliness of the streets in general	-13%	37%	1%	50%	62%	-	-	-	-
WM2	Overall waste minimisation within Waipā District	-14%	27%	7%	41%	49%	-	-	-	-
RF1_1	How well the roads are maintained	-11%	14%	0%	25%	30%	35%	43%	42%	43%

NOTES:

1. Sample: 2017 n=401; 2018 n=409; 2019 n=402; 2020 n=516; 2021 n= 432; 2022 n=458; 2023 n=422.

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

		% point increase / decrease (2022-2021)	Percentage of respondents %8-10							
			2023	2023 (DK)	2022	2021	2020	2019	2018	2017
RF1_2	The safety of the roads	-12%	16%	1%	28%	34%	49%	44%	49%	46%
RF1_3	The availability of footpaths	-12%	23%	2%	35%	42%	45%	60%	56%	54%
RF1_4	How well footpaths are maintained	-12%	20%	3%	32%	36%	45%	50%	49%	46%
RF1_5	The availability of cycle ways	-6%	33%	12%	39%	45%	43%	51%	53%	46%
RF1_6	The safety of footpaths	-9%	25%	2%	34%	42%	-	-	-	-
RF1_7	The safety of cycleways	-6%	30%	18%	36%	48%	-	-	-	-
RF1_8	The availability of public parking in Te Awamutu and Cambridge town centres	-6%	19%	0%	25%	21%	-	-	-	-
RF2_1	Overall roads and footpaths	-12%	14%	1%	26%	36%	38%	45%	48%	45%
CF2_1	The District's libraries	-6%	51%	26%	57%	70%	75%	86%	86%	80%
CF2_2	The swimming pools	-6%	48%	32%	54%	47%	41%	73%	57%	57%
CF2_3	Parks, reserves and open spaces	-10%	51%	4%	61%	71%	71%	78%	77%	76%
CF2_4	Council maintained playgrounds	-5%	48%	25%	53%	67%	70%	80%	74%	71%
CF2_5	Council maintained sportsfields	-6%	41%	32%	47%	67%	68%	73%	80%	71%
CF2_6	The Te Awamutu museum	-20%	24%	75%	44%	60%	48%	70%	73%	57%
CF2_7	Public toilets	-10%	24%	26%	34%	48%	52%	54%	56%	46%
CF2_8	The Cambridge museum	-2%	31%	75%	33%	48%	37%	70%	74%	-
CF2_9	Cemeteries	-7%	37%	55%	44%	67%	-	-	-	-
CF3_1	Overall public facilities and services they provide	-12%	32%	5%	44%	53%	56%	68%	69%	65%
QL3_1	Overall regulatory services	-6%	18%	25%	24%	37%	32%	46%	49%	37%
QL4_1	Overall Council provided services, facilities and infrastructure	-10%	19%	3%	29%	35%	38%	43%	46%	42%
LS1	Council being committed to creating a district that is a great place to live, learn, work and play	-9%	32%	10%	41%	48%	50%	54%	62%	57%
LS2	Council recognising and taking advantage of opportunities that will benefit the district	-3%	27%	20%	30%	35%	43%	44%	51%	47%
LS3	Council demonstrating initiative and providing inspiration for economic growth	-3%	22%	20%	25%	25%	40%	37%	40%	37%

NOTES:

1. Sample: 2017 n=401; 2018 n=409; 2019 n=402; 2020 n=516; 2021 n= 432; 2022 n=458; 2023 n=422.

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

		% point increase / decrease (2022-2021)	Percentage of respondents %8-10							
			2023	2023 (DK)	2022	2021	2020	2019	2018	2017
LS4	How well the Council is in touch with the community and understands the issues facing residents	-1%	14%	13%	15%	19%	31%	35%	30%	25%
LS5	Council having vision and providing clear direction for the development of the district	-2%	18%	14%	20%	24%	40%	39%	36%	34%
LS6	Overall leadership	-3%	20%	13%	23%	26%	40%	39%	42%	41%
LS7	Council providing an opportunity to contribute to setting the vision and direction for the district	-3%	15%	17%	18%	19%	39%	-	-	-
LS8	Council playing a positive role in the social, environmental, economic and cultural recovery for our district	1%	21%	19%	20%	25%	-	-	-	-
TS2	Council is operating in a way that is fair	-7%	18%	23%	25%	27%	41%	41%	38%	36%
TS3	Council demonstrates that it can be relied upon to work in the best interests of the community	-3%	19%	16%	22%	25%	39%	31%	34%	39%
TS4	Council's competency and ability to achieve good outcomes for the district	1%	22%	17%	21%	28%	43%	33%	39%	39%
TS5	Council being transparent and communicating openly	-4%	17%	14%	21%	21%	27%	30%	30%	29%
TS6	Overall trust	-5%	19%	12%	24%	26%	35%	35%	35%	35%
FM1	Council making appropriate investment decisions for the district	-5%	14%	34%	19%	19%	26%	27%	34%	31%
FM2	Spending wisely and avoiding wasteful spending	-4%	10%	31%	14%	17%	23%	20%	21%	26%
FM3	Being transparent with the spending	-6%	11%	32%	17%	19%	30%	26%	26%	27%
FM5	Overall financial management	-1%	12%	32%	13%	18%	25%	25%	28%	28%
OVREP	Overall reputation	-5%	25%	10%	30%	35%	42%	40%	43%	39%
VM1	Overall value for the money in rates and other fees	-4%	15%	10%	19%	22%	25%	22%	31%	28%
OVERP	Overall Council's Performance	-6%	19%	6%	25%	27%	40%	35%	36%	39%
SEN1	Overall quality of your life	-6%	66%	2%	72%	-	-	-	-	-
SEN2_1	You're confident that the District is going in the right direction	-4%	24%	9%	28%	-	-	-	-	-

NOTES:

1. Sample: 2017 n=401; 2018 n=409; 2019 n=402; 2020 n=516; 2021 n= 432, 2022 n=458; 2023 n=422. .

Head Office

Telephone: + 64 7 575 6900

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

Website: www.keyresearch.co.nz

DISCLAIMER

The information in this report is presented in good faith and on the basis that neither Key Research, nor its employees are liable (whether by reason of error, omission, negligence, lack of care or otherwise) to any person for any damage or loss that has occurred or may occur in relation to that person taking or not taking (as the case may be) action in respect of the information or advice given.