



Kaipara District Council Annual Residents' Survey 2022/2023

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Background, Objectives and Method

Introduction

The Kaipara District Council has an ongoing need to measure how satisfied residents are with resources, facilities and services provided by Council, and to prioritise improvement opportunities that will be valued by the community.

Research Objectives

- To assess satisfaction among residents in relation to the services, facilities and other activities provided by Council.
- To determine changes in performance over time and to facilitate measurement of progress against the Long-Term Plan.
- To assess Council performance on communication and community engagement with residents.
- Identify and prioritise opportunities for improvement that will be valued by residents.

Method

- The methodology involves a postal to online survey measuring the performance of the Kaipara District Council, together with a dashboard reporting of progress across three waves.
- The questionnaire was carried over from previous years with refinements made in consultation with staff of the Kaipara District Council. It is structured to provide a comprehensive set of measures relating to core activities, services and infrastructure, as well as to provide a wider perspective of performance. This includes assessment of reputation, the willingness of residents to become involved with Council's decision making and to measure satisfaction across a range of lifestyle related matters.
- A total sample size of n=770 was achieved with data collected over three periods; from 19 October to 21 November 2021, 10 February to 21 March 2023 and 21 April to 30 June 2023.
- Post data collection the sample has been weighted so it is exactly 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 +/-3.57%.
- There are instances where the sum of the whole number score varies by one point relative to the aggregate score due to rounding.
- Due to rounding, percentages may add to just over or under (+/- 1%) totals.



Executive summary

Key Findings

The years 2022 and 2023 have been challenging years for Kaipara District. There are several points that need to be taken into consideration when viewing the results:

1. There are multiple storms that hit the area of Kaipara District resulting in flooding, physical damage to both public and private properties.
2. With the recent election of a new Mayor and Councillors in late 2022, the trust of the residents in the new local government members is still in the early stages of development.

2023's report shows a number of negative trends across the board, *Overall satisfaction*, *Value for money*, *Overall image and reputation* and *Overall facilities and infrastructure* each declined year-on-year.

Image and reputation has the greatest impact (50%) on the perception of the Council's overall performance. Since this attribute has performed poorly this year, it is identified as an opportunity for the council to improve. In particular *Being prepared for the future* and the *Performance of Elected members* are sub-attributes where improvement will positively impact the overall perception of *Image and reputation*.

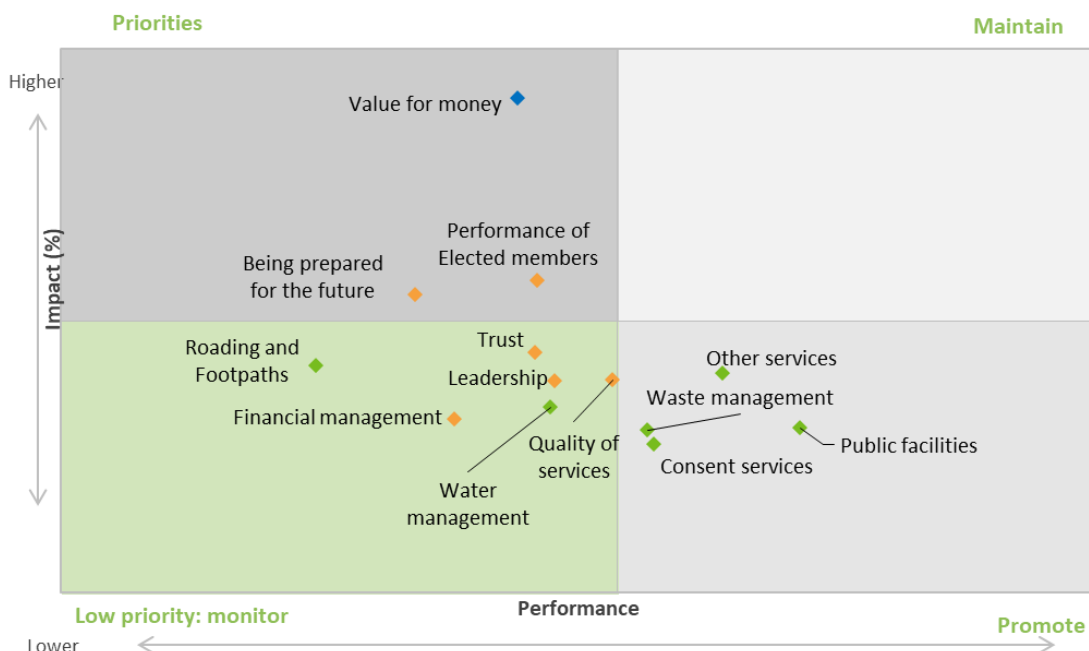
Kaipara District Council's *Overall reputation* remains 'poor' (benchmark of 47). All attributes related to the Council's reputation have significantly declined since 2022. Perceptions of *Quality of the services and facilities provided* (56%), *Leadership* (50%), *Performance of elected members* (49%), *Trust* (48%), *Financial management* (41%) and *Being prepared for the future* (38%) have all significantly decreased.

Attributes pertaining to the roading network have declined significantly over the past year as a result of the relentless climatic events which have hit the region.

Perceptions of *Quality of life* have declined since 2022 (79% v 87%).

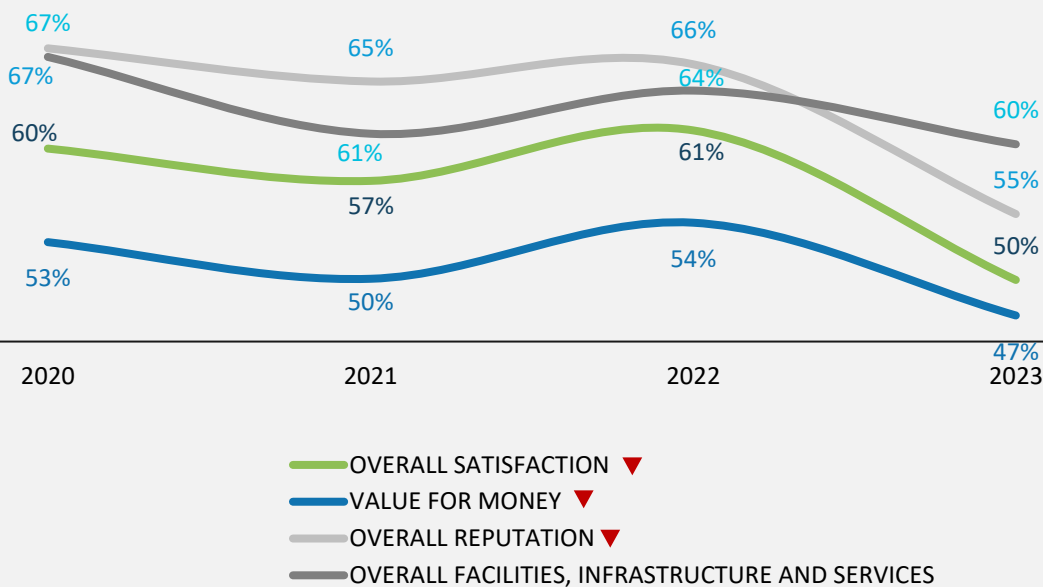
Despite the decrease on most metrics, satisfaction levels for '*Contact with the Council*' increased slightly.

As per the matrix displayed below *Value for money* perceptions are also a priority for improvement.

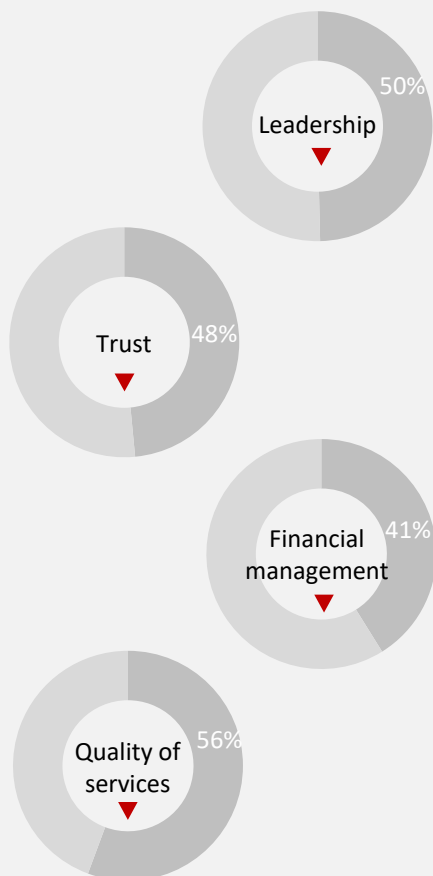


Summary of Key performance indicators

OVERALL MEASURES

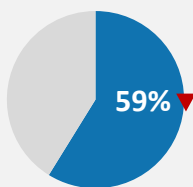


REPUTATION

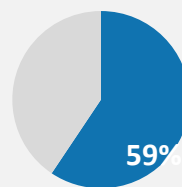


SERVICES AND FACILITIES

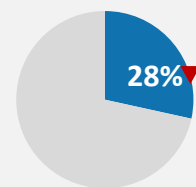
Waste management



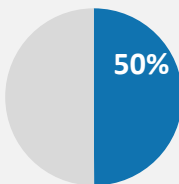
Consent services



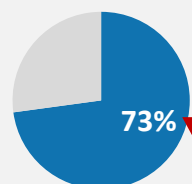
Roading and footpaths



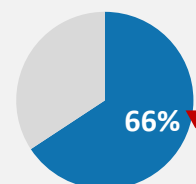
Water management



Public facilities



Other services



Good (% 6-10)

Satisfied (% 6-10)

▲ Year-on-year
 Significantly higher
 ▼ Significantly lower

▲ Between demographics
 Significantly higher
 ▼ Significantly lower

Trends in overall measures and reputation (% 6-10 excluding don't know)

		% point increase / decrease (2023-2022)	Percentage of respondents satisfied, or very satisfied			
			2023	2022	2021	2020
@24D	Council's response to your request for service for building related matters	18%	54%	36%	57%	55%
@26	Consent services overall	6%	59%	53%	42%	48%
@55A	Customer experience with Council-owned campgrounds in the District	6%	82%	76%	-	-
@9D_3	The information provided being accurate	5%	73%	68%	73%	-
@9B	Council's understanding of what you wanted	3%	81%	78%	80%	86%
@9D_2	How long it took to resolve the matter	2%	61%	59%	65%	-
@9D_1	How easy it was to make your enquiry or request	1%	83%	82%	86%	-
@30B_2	Council's recycling services	1%	51%	50%	46%	47%
@24B	Satisfied with the building consent process	1%	57%	56%	56%	53%
@9C	The quality of Council's communication	-	82%	82%	79%	85%
@9D_4	How well Council handled request or complaint	-	64%	64%	68%	-
@19B	Satisfaction with Council's water supply to your house	-	74%	74%	66%	81%
@30B_1	The refuse bag collection service	-	76%	76%	70%	76%
@9A	Satisfaction with the Council person you spoke to	-1%	76%	77%	78%	84%
Q11	Satisfaction with how well request or complaint was resolved	-2%	60%	62%	66%	71%
@22B	Council's response to this requests	-2%	42%	44%	68%	61%
COM3_2	The information provided by Council is clear and easy to understand	-3%	64%	67%	63%	-
@33	Overall waste management	-3%	59%	62%	59%	61%
@41_1	Annual property rates are fair & reasonable	-3%	41%	44%	39%	48%
@56	Overall quality of your life	-3%	90%	93%	-	-
@21B	Satisfaction with Council's sewerage system	-4%	79%	83%	79%	84%
@34A	Litter and graffiti control	-4%	65%	69%	64%	69%
@16A	Local parks, reserves or sports fields	-4%	82%	86%	86%	82%
@39	Overall core service deliverables	-4%	60%	64%	61%	67%
@36B	Council's response regarding your questions around animal management	-5%	52%	57%	44%	41%
COM3_1	What I hear about Council is relevant or interesting to me	-5%	63%	68%	65%	-

NOTES:

- Sample: 2023 n=770; 2022 n=729; 2021 n=883; 2020 n= 825;
- *Due to rounding, percentages may add to just over or under (+/- 1%) totals.

Trends in satisfaction (% 6-10 excluding don't know)

		% point increase / decrease (2023-2022)	Percentage of respondents satisfied, or very satisfied			
			2023	2022	2021	2020
@41_3	Invoicing is clear & correct	-6%	77%	83%	74%	82%
@48C	Financial management	-6%	41%	47%	47%	54%
@18	Overall facilities	-6%	73%	79%	75%	79%
@14	Satisfaction with the District libraries (including Dargaville library)	-7%	76%	83%	79%	78%
@41_4	Payment arrangements are fair & reasonable	-7%	79%	86%	81%	81%
@57_1	District is going in the right direction	-7%	56%	63%	-	-
@42A	Overall value for money	-7%	47%	54%	50%	53%
@48B	Faith and trust in Council	-7%	48%	55%	54%	61%
@38	Satisfaction with OTHER services overall	-8%	66%	74%	71%	70%
@45	The quality of life in the Kaipara District	-8%	79%	87%	83%	90%
@20B	Satisfaction with Council's stormwater collection	-9%	66%	75%	74%	73%
@29	Overall roading and footpaths	-9%	28%	37%	33%	40%
@34B	Animal management (dogs or stock control)	-9%	53%	62%	55%	56%
@37	Satisfaction with Council's approach to food safety and alcohol licensing regulations	-9%	77%	86%	77%	84%
@17A	Satisfaction with public toilets	-9%	72%	81%	71%	78%
@41_2	Water rates are fair & reasonable	-10%	25%	35%	36%	38%
@48F	Performance of the Elected Members	-10%	49%	59%	58%	67%
@27_2	The ride quality of Council's unsealed roads	-10%	11%	21%	16%	16%
@49A	Overall reputation	-11%	55%	66%	65%	67%
@50	Overall performance	-11%	50%	61%	57%	60%
@27A	Availability and maintenance of footpaths	-11%	41%	52%	-	-
@23_1	Overall water management	-12%	50%	62%	57%	58%
@44	The community spirit	-12%	66%	78%	72%	78%
@48D	The quality of the services and facilities Council provide the Kaipara District	-12%	56%	68%	62%	64%
@27_3	The standard of signage on Council's unsealed roads	-12%	41%	53%	49%	54%
@27_1	The ride quality of the Council's sealed roads	-13%	23%	36%	34%	35%

NOTES:

- Sample: 2023 n=770; 2022 n=729; 2021 n=883; 2020 n= 825;
- *Due to rounding, percentages may add to just over or under (+/- 1%) totals.

Trends in satisfaction (% 6-10 excluding don't know)

		% point increase / decrease (2023-2022)	Percentage of respondents satisfied, or very satisfied			
			2023	2022	2021	2020
@27_4	The standard of signage and road markings on Council's sealed roads	-13%	52%	65%	64%	67%
@25B	Satisfaction with the resource consent process	-14%	52%	66%	48%	26%
@48A	Council for its leadership	-14%	50%	64%	62%	66%
@43	Council involves the public in the decisions it makes	-15%	46%	61%	53%	62%
@48E	Council for being prepared for the future	-16%	38%	54%	49%	53%
@27_6	How the Council road network provides you with access to services and destinations all year round	-18%	45%	63%	56%	59%

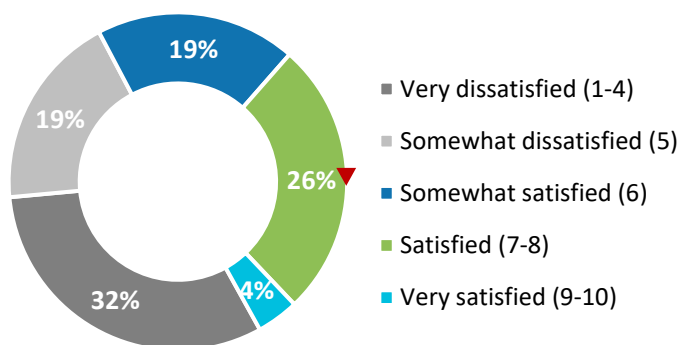
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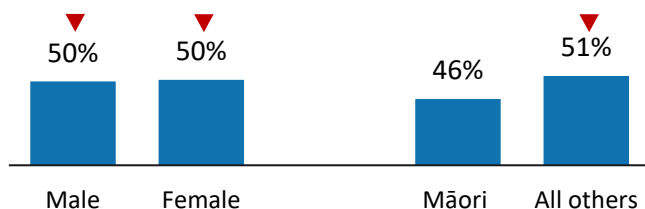
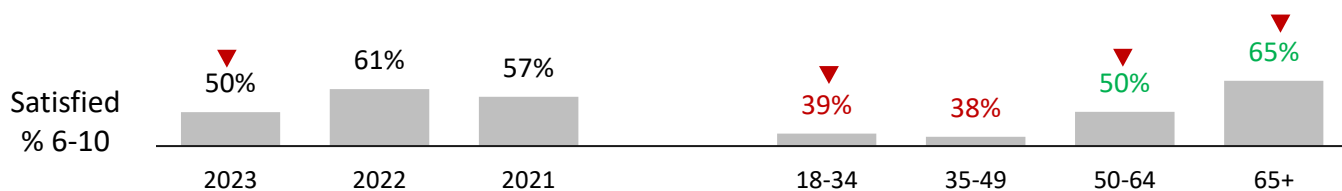


Overall Satisfaction with Council

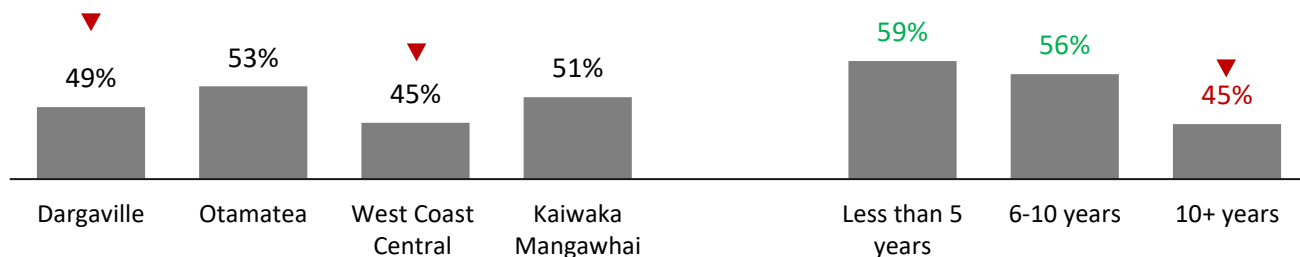
Overall Performance



- Overall satisfaction with Kaipara District Council has significantly decreased from last year.
- Satisfaction levels have declined across all age groups, but older generations still tend to be more satisfied with the overall performance of the Kaipara District Council.



- The satisfaction levels of both male and female residents have experienced a significant decline, with males showing a 10% decrease and females demonstrating a 12% decrease.
- Māori residents have displayed a higher likelihood of satisfaction with the Council's overall performance, exhibiting a slight increase of 5%.



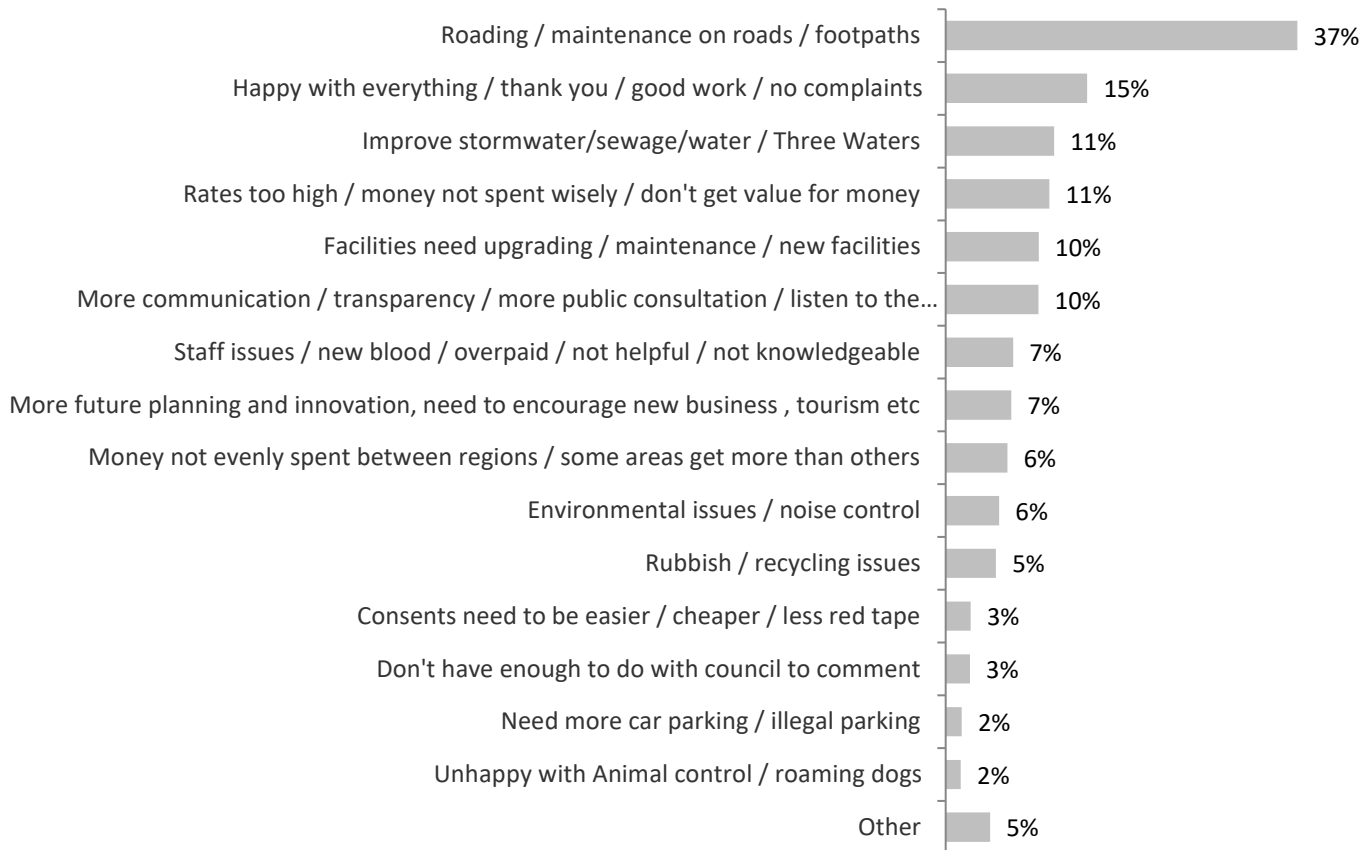
- The overall satisfaction of residents living in Dargaville and West Coast Central has significantly decreased, while residents in other wards have experienced a slight decrease in their satisfaction levels.
- Residents who have recently moved to the Kaipara District are more likely to express satisfaction with the Council's overall performance. However, residents who have lived in the district for 10 years or longer have experienced a significant decrease in their level of satisfaction.

NOTES:

1. Sample: 2023 n=770; 2022 n=729; 2021 n=883;
2. 18-34 n=130; 35-49 n=155; 50-64 n=240; 65+ n=245;
3. Male n=361; Female n=409;
4. Māori n=164; All others n=606;
5. Dargaville n=310; Otamatea n=197; West Coast Central n=83; Kaiwaka-Mangawhai n=180;
6. Less than 5 yrs n=147; 6-10 yrs n= 148; 10+ yrs n= 470;
7. Excludes don't know response
8. Q50. When you think about Council overall. Their image and reputation, the services and facilities they provide and the rates and fees that you pay. Overall, how satisfied are you with the Kaipara District Council? n=701

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

General comments



- The footpaths (as I walk a lot) are quite overgrown by shrubbery in a number of places and covered in moss and dirt that makes it slippery at times.*
- Please finish the roads, footpaths and improve the unsealed roads.*
- The promise of a mountain bike park in my locality has so far been broken.*
- Flooding is a big issue, our low lying area on Main Street.*
- I would like more attention being paid to grated drains in our area. Frequently blocked and flooding can occur.*
- Kaipara ratepayers are some of the highest ratepayers in NZ, and yet we still have to buy recycling bags.*
- It would be nice if rates weren't increased each year.*
- My fear is, as a super annuitant, I am going to be rated out of my home. Financially having just the Super income is tough. A very unsettling and scary place to be.*

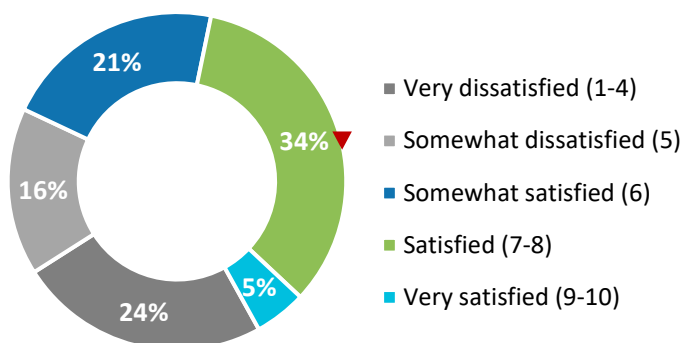


- I have found people working for the council to be approachable and friendly.*
- Kaipara is full of amazing community-spirited people, it would be an amazing place to live with a few changes.*
- I think Kaipara District Council has performed badly in the past years but is starting to get things sorted and heading in the right direction now.*
- Keep going forward, being transparent and working toward outcomes.*
- Thank you for all you do.*
- I have lived in Dargaville for 62 years, and the best thing is the friendly people and service you get in the shops.*
- We need businessmen at the helm.*
- Looking forward to seeing how the new council performs.*

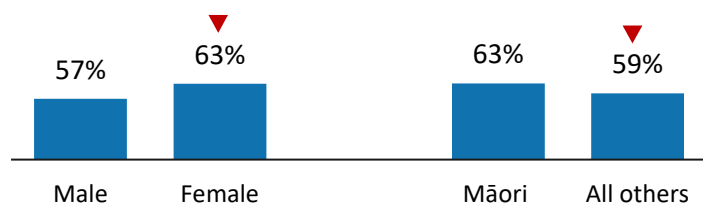
NOTES:

- Sample: 2023 n=770;
- Q54. Finally are there any comments or feedback that you would like to make? n=227

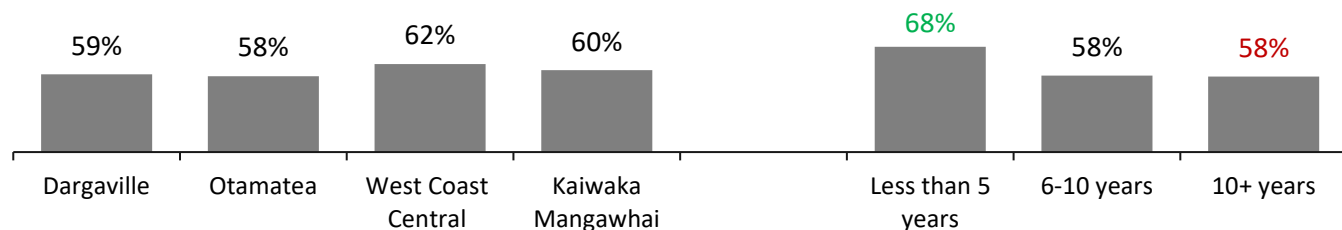
Overall Core Service Deliverables



- Overall satisfaction with core service deliverables remains consistent throughout the past three years with an average score of 62%.
- However, there has been a significant decline in satisfaction among pre-retirement age groups (40-64).



- Among the residents, there has been a slight year-on-year increase in overall satisfaction with core service deliverables among Māori residents, while other ethnicities have experienced a significant decline in their satisfaction levels.



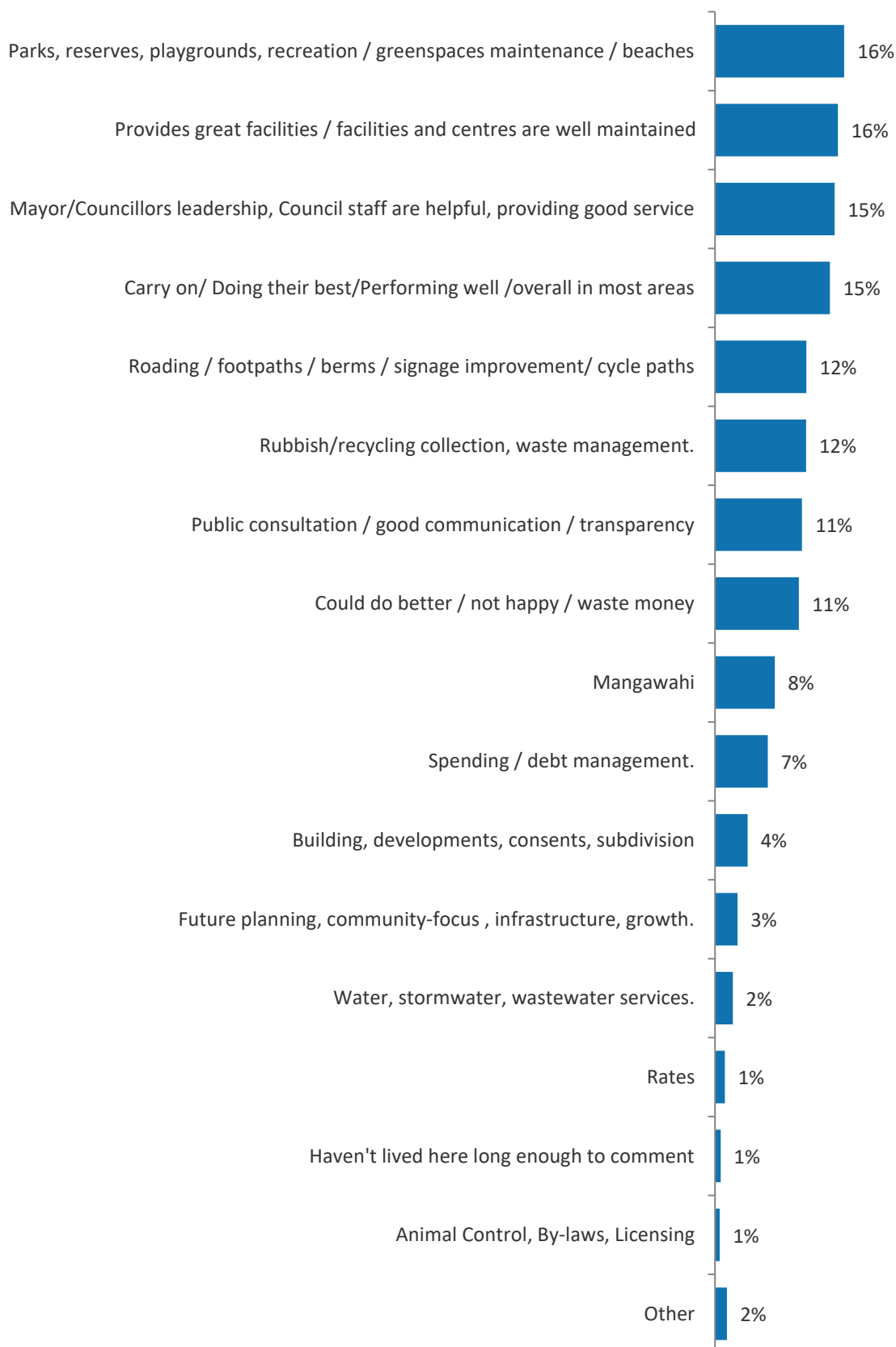
- There is no significant difference across all wards when it comes to their satisfaction with the core service deliverables.
- A significant portion of residents (68%) who have resided in the district for less than 5 years express satisfaction with the council's *core service deliverables*.

NOTES:

1. Sample: 2023 n=770; 2022 n=729; 2021 n=883;
2. 18-34 n=130; 35-49 n=155; 50-64 n=240; 65+ n=245;
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4. Māori n=164; All others n=606;
5. Dargaville n=310; Otamatea n=197; West Coast Central n=83; Kaiwaka-Mangawhai n=180;
6. Less than 5 yrs n=147; 6-10 yrs n= 148; 10+ yrs n= 470;
7. Excludes don't know response
8. Q39 Now thinking about ALL THE SERVICES of the Kaipara District Council taking into account facilities, water, outdoor spaces, roading, waste management and other services, how would you rate Kaipara District Council for its OVERALL CORE SERVICE DELIVERABLES? n=727

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

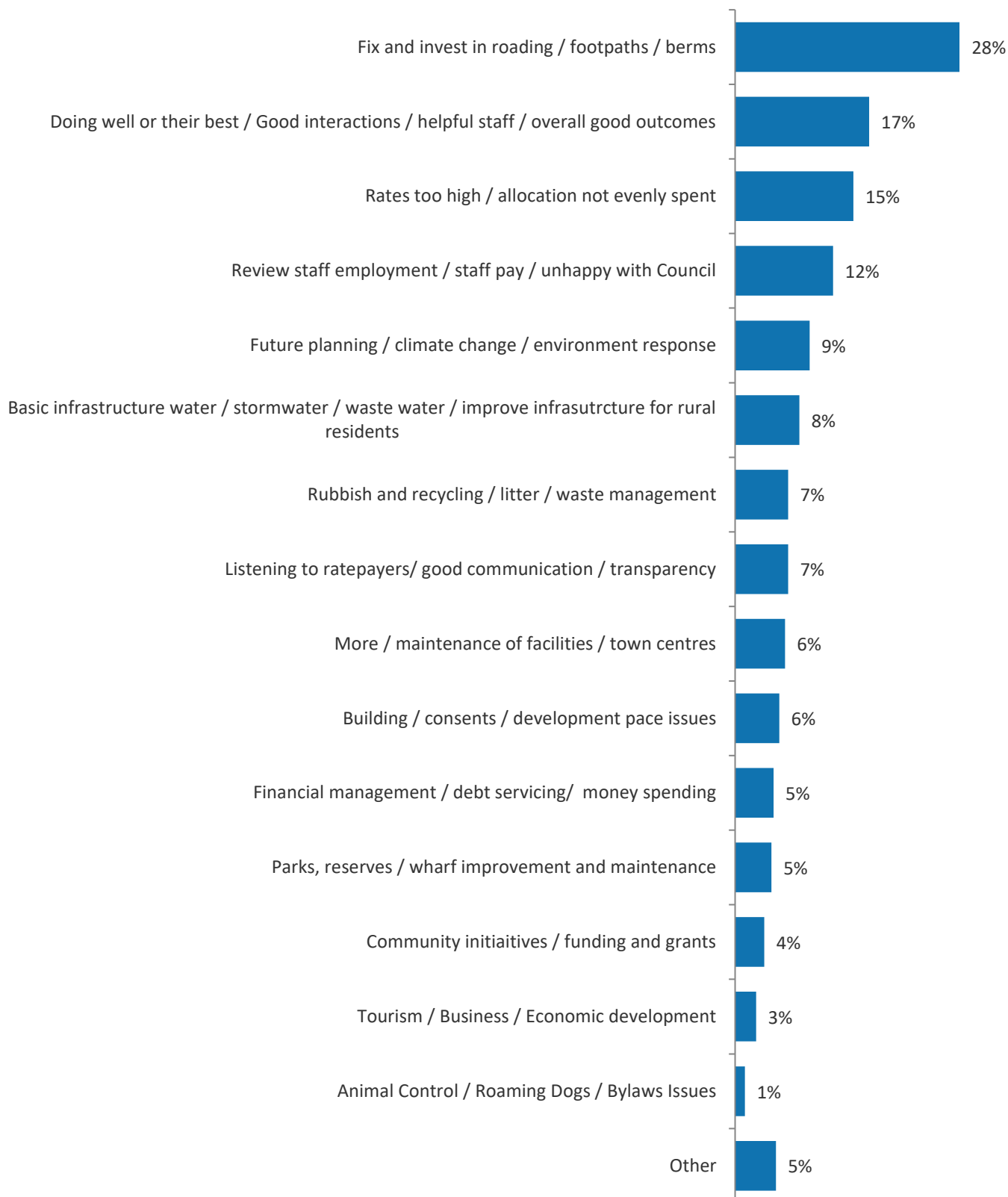
Areas where the council is performing well



NOTES:

1. Sample: 2023 n=770
2. Q50A: What are the areas where Council is performing well?. n=310

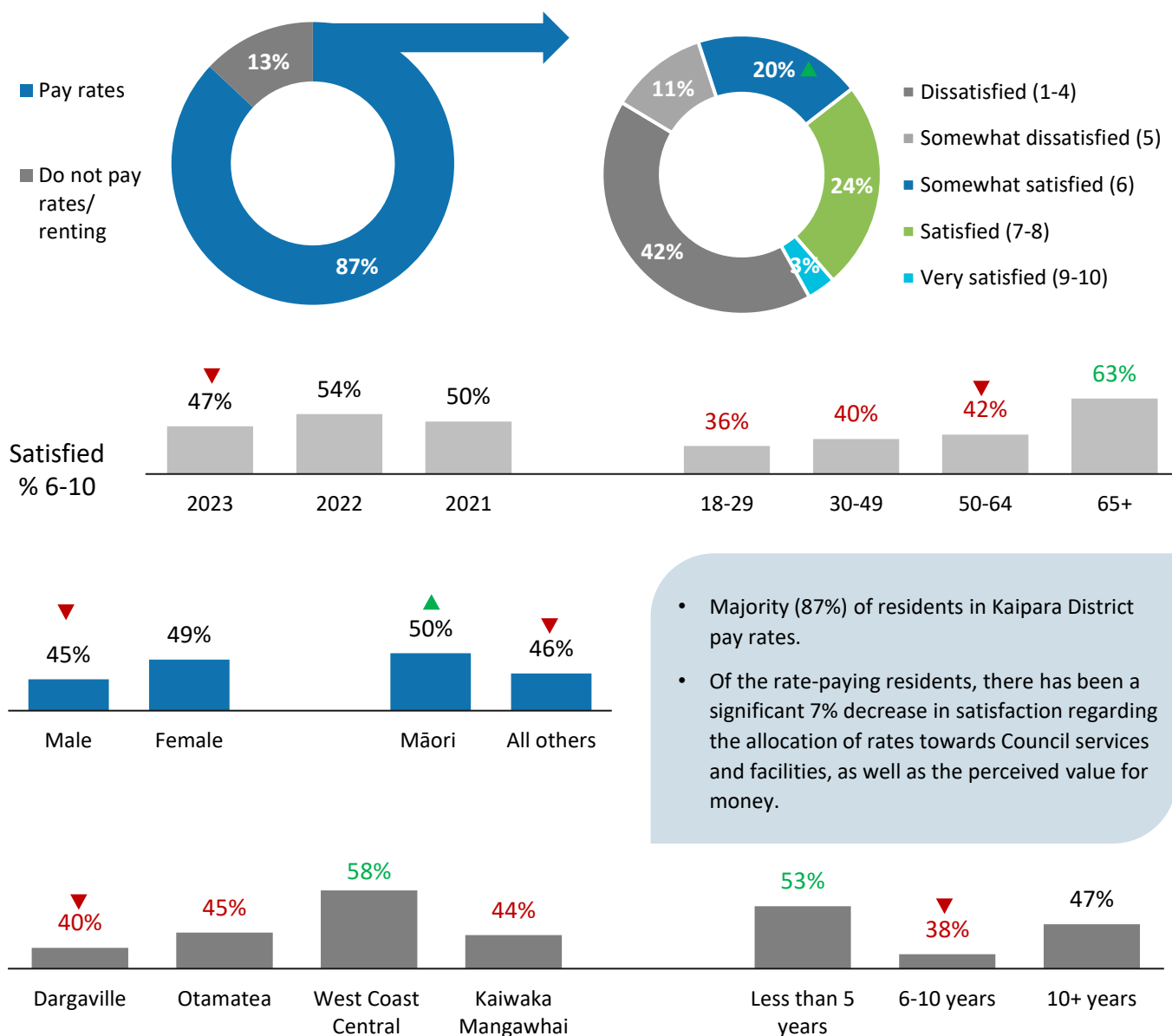
Other comments



NOTES:

1. Sample: 2023 n=770
2. Q50B: Are there any other comments you would like to make about Kaipara District Council?
n=294

Value for Money



- Majority (87%) of residents in Kaipara District pay rates.
- Of the rate-paying residents, there has been a significant 7% decrease in satisfaction regarding the allocation of rates towards Council services and facilities, as well as the perceived value for money.

- Ratepayers in Dargaville have experienced a significant decrease in satisfaction with how their rates were spent and the perceived value for money they received. On the other hand, ratepayers in West Coast Central continue to display the highest level of satisfaction across all wards.
- Despite a slight decrease, residents who have lived in the Kaipara district for shorter durations are more inclined to be satisfied with the overall value for money they receive from the Council than other residents.

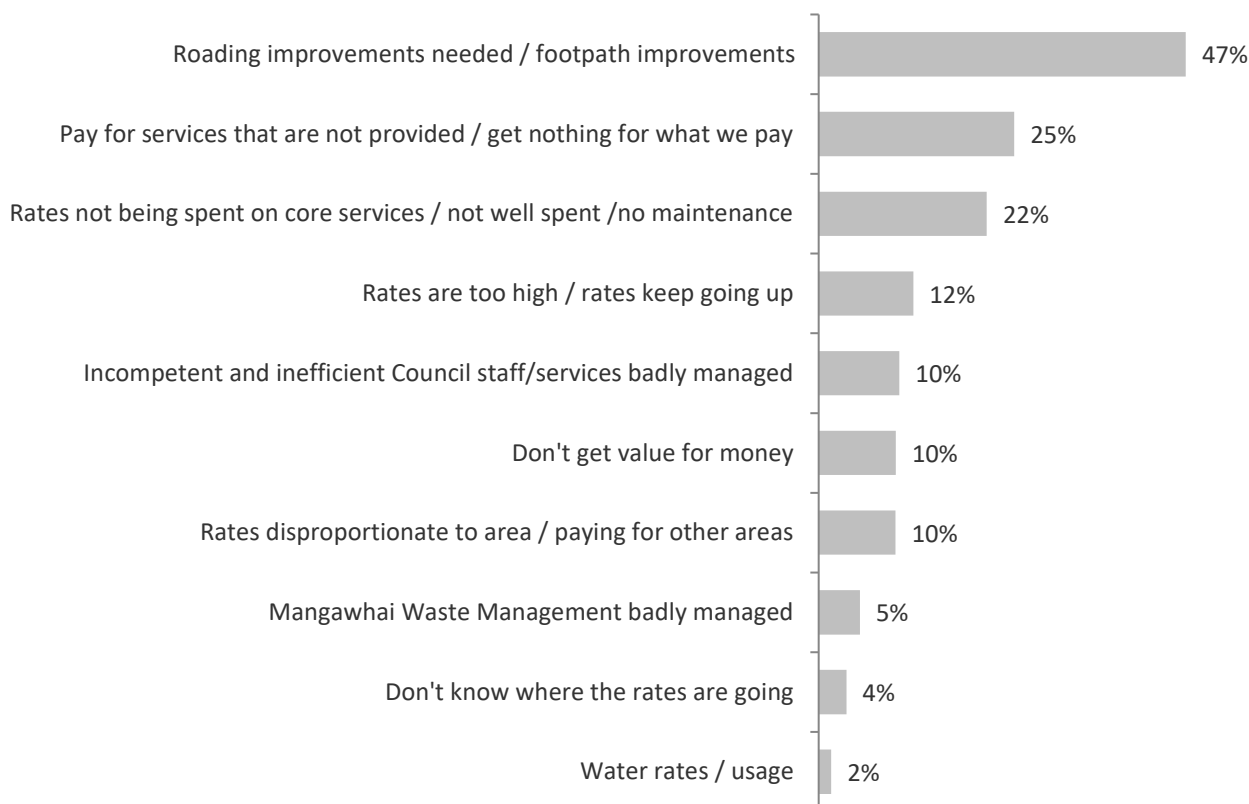
NOTES:

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6. Less than 5 yrs n=147; 6-10 yrs n= 148; 10+ yrs n= 470;
7. Excludes don't know response
8. Q40. Do you, or a member of your household, pay rates on a property in the Kaipara District Council area? n=766
9. Q42A. Now thinking about everything Kaipara District Council has done over the last 12 months and what you have experienced of its services and facilities. How satisfied are you with how rates are spent on services and facilities provided by Council, and the value for money you get for your rates? Ratepayers n=615

Year-on-year
▲ Significantly higher
▼ Significantly lower

Between demographics
▲ Significantly higher
▼ Significantly lower

Reasons for Low Value for Money Ratings

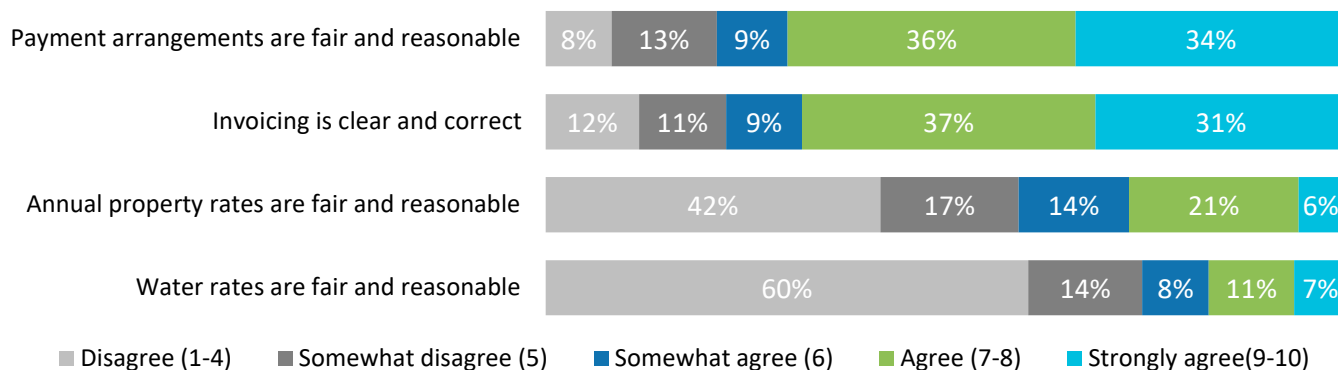


- *There has been no replacement rubbish bin on Komiti Reserve and no footpath around the waterfront to the wharf.*
- *Wastewater is a joke let alone allowing central to go ahead and add a greater burden to a drowning system.*
- *We use roads daily which are in very poor repair, which makes me feel unsafe.*
- *Rates keep increasing, and services don't.*
- *We don't receive much for our twelve plus thousand we pay each year no footpaths, no rubbish collection no water no sewage only a few grader runs past our property and some metal occasionally otherwise nothing for a large chunk of our annual income.*
- *Staff numbers and turnover are high. Turnover represents a real cost.*
- *Lack of real thought into WFP, the effect of water uptake on the aquifers for mid central, stormwater runoff into the estuary is of major concern.*
- *I think there is a high degree of poor quality spending, particularly roading, and poor communication in the Council, which shows itself in the quality of the services provided.*
- *Much money is wasted as assets are only repaired when broken and not maintained properly.*
- *Our Council has no clear visions for Kaipara, that doesn't cost big bucks. Dargaville is looking shabby and unloved, no mowing of berms to keep the town tidy for one thing.*
- *The cost of the sewerage scheme back in the day makes me sceptical of Council spending.*
- *I think too much goes to administration and consulting and very little to deal with the issues.*

NOTES:

1. Sample: 2023 n=770;
2. Q42B. If you were dissatisfied with the value for money offered, i.e., rated them 1 to 5 out of 10, can you tell us why you are not satisfied with the value for money? n=312

Value for money



- Despite a significant decrease in satisfaction, the attributes '*payment arrangements being fair and reasonable*' and '*invoicing being clear and correct*' are still highly perceived by most residents, with nearly eight in ten expressing agreement.
- Majority of ratepayers across all ethnicities and wards think that *water rates are not fair and reasonable*

Scores with % 6-10	2023	2022	2021	Māori	All Other
Payment arrangements are fair and reasonable	79% ▼	86% ▲	81%	62% ▼	82%
Invoicing is clear and correct	77% ▼	83% ▲	74%	63% ▼	81%
Annual property rates are fair and reasonable	41%	44% ▲	39%	30%	43%
Water rates are fair and reasonable	25% ▼	35%	36%	22%	27% ▼

Scores with % 6-10	Dargaville	Otamatea	West Coast Central	Kaiwaka - Mangawhai
Payment arrangements are fair and reasonable	75%	84%	85% ▼	73%
Invoicing is clear and correct	75%	84%	80%	72% ▼
Annual property rates are fair and reasonable	37%	40%	52% ▼	36%
Water rates are fair and reasonable	30%	26% ▼	21%	25%

NOTES:

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- Dargaville n=310; Otamatea n=197; West Coast Central n=83; Kaiwaka-Mangawhai n=180;
- Excludes don't know response
- Q41. How strongly do you agree or disagree with the following statements? n=640

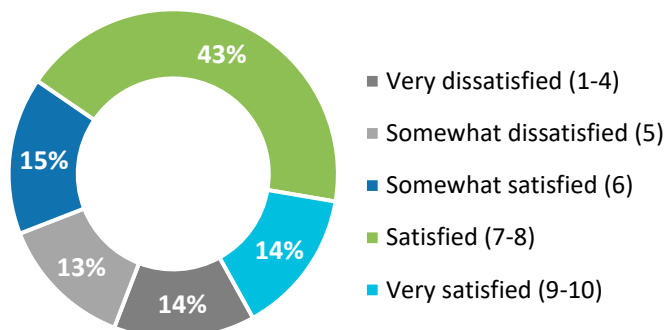
Year-on-year
 ▲ Significantly higher
 ▼ Significantly lower

Between demographics
 Significantly higher
 Significantly lower

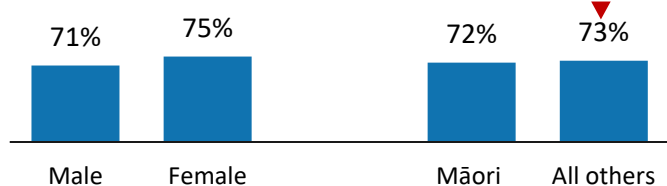


Public facilities

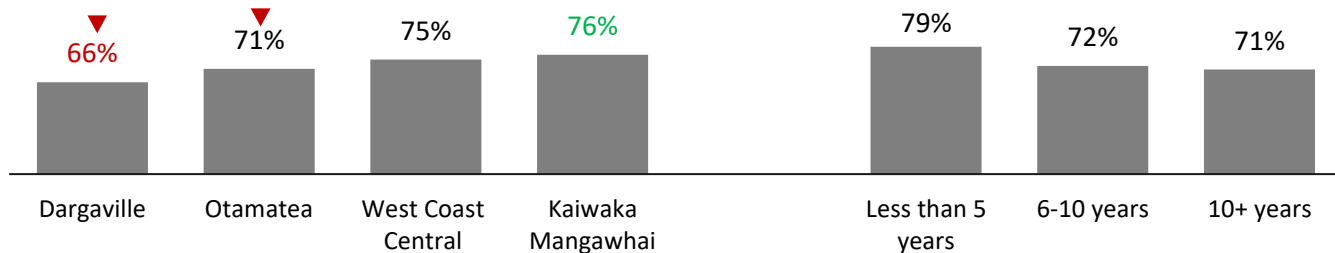
Satisfaction with public facilities



- Majority of residents (73%) are satisfied with *Council provided public facilities*. However, there has been a significant decrease in satisfaction levels over the past year.
- The decrease in satisfaction was primarily driven by residents between the ages of 50 and 64. Whereas residents aged 65 and above have consistently maintained a high satisfaction level of 85%.



- There is no significant difference in satisfaction levels of residents among different genders and ethnicities.
- A significant decrease in satisfaction among Non-Māori has been observed with satisfaction levels dropping from 85% in 2022 to 73% this year.



- Residents in Kaiwaka Mangawhai ward are more likely to be satisfied with *Council provided facilities* than residents in other wards.

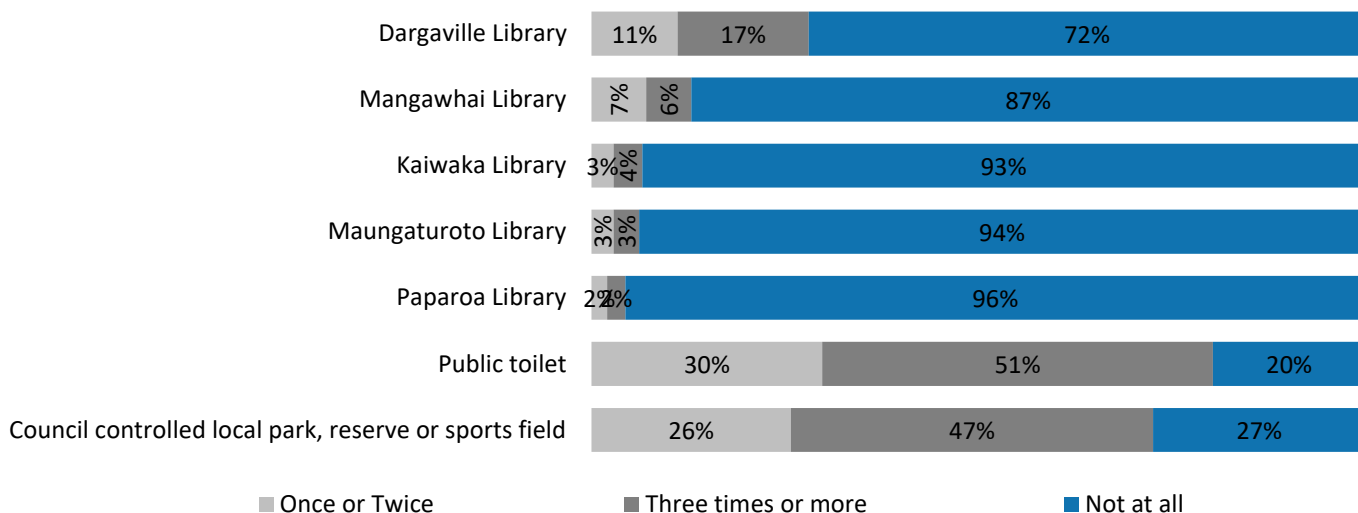
NOTES:

- Sample: 2023 n=770; 2022 n=729; 2021 n=883;
- 18-34 n=130; 35-49 n=155; 50-64 n=240; 65+ n=245;
- Male n=361; Female n=409;
- Māori n=164; All others n=606;
- Dargaville n=310; Otamatea n=197; West Coast Central n=83; Kaiwaka-Mangawhai n=180;
- Less than 5 yrs n=147; 6-10 yrs n= 148; 10+ yrs n= 470;
- Excludes don't know response
- Q17. Thinking about the FACILITIES discussed, provided by the Kaipara District Council taking into account things like libraries, sports facilities, public conveniences, how would you rate Kaipara District Council for the FACILITIES provided? n=711

Year-on-year
 ▲ Significantly higher
 ▼ Significantly lower

Between demographics
 ▲ Significantly higher
 ▼ Significantly lower

Use of Facilities



- *Public toilets* followed by *Council controlled local park, reserve or sports field* are the most used or visited public facilities within the Kaipara District.
- Among all libraries, *Dargaville library* is the most used or visited with approximately three in ten respondents visiting the library every year.

% Who used or visited the services	2023	2022	Dargaville	Otamatea	West Coast Central	Kaiwaka - Mangawhai
Dargaville Library	28%	27%	54% ▲	11% ▼	49% ▲	6% ▲
Mangawhai Library	13%	11%	1% ▼	2% ▼	4%	34% ▲
Kaiwaka Library	7%	8%	1% ▼	4% ▼	-	16%
Maungaturoto Library	6%	7%	1% ▼	20% ▲	-	3%
Paparoa Library	4%	6%	1% ▼	13% ▲	1% ▼	2%
Public toilet	80%	80%	83%	77%	82%	80%
Council controlled local park, reserve or sports field	73%	79%	74%	70%	67% ▲	78% ▲

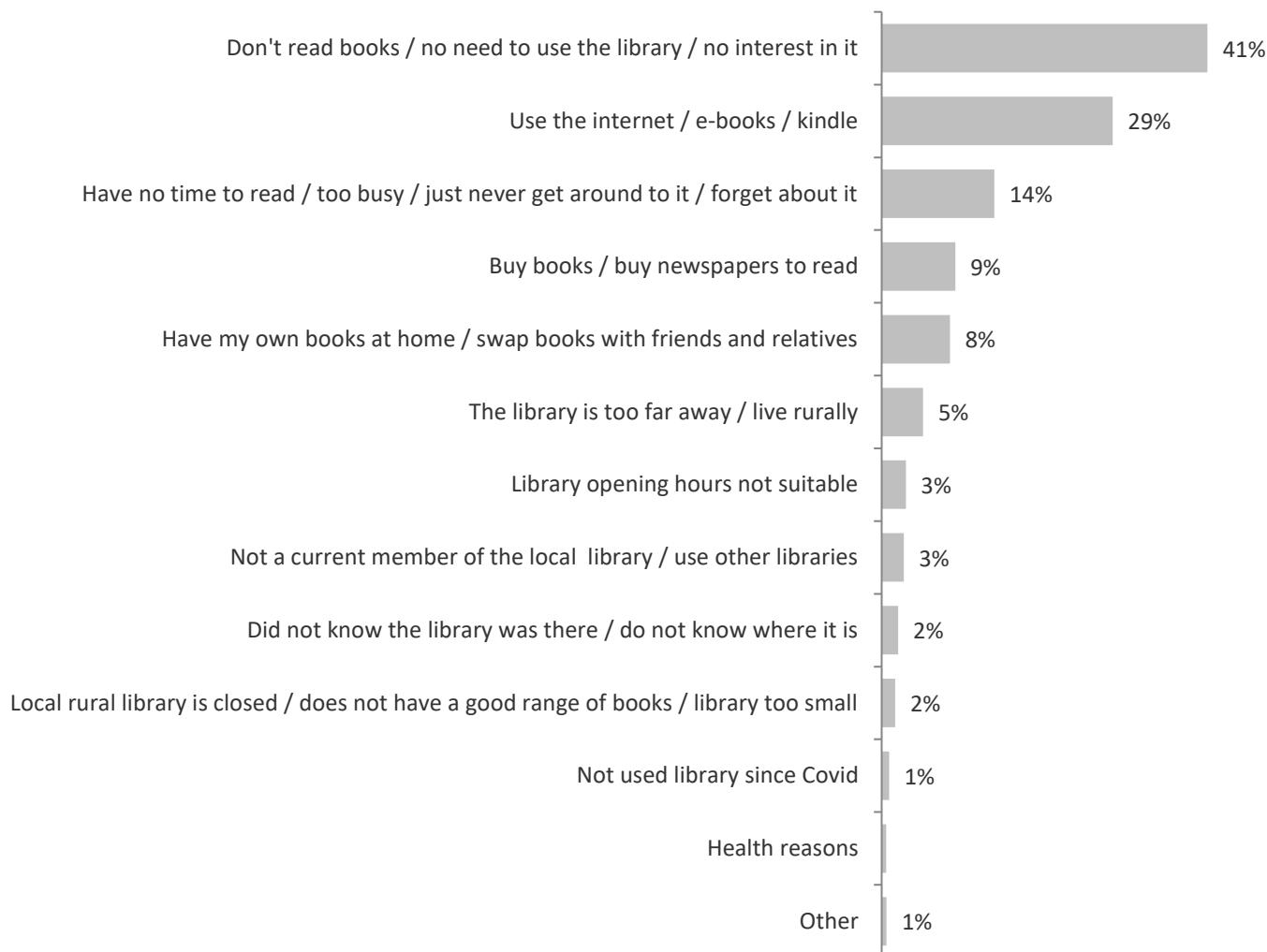
NOTES:

1. Sample: 2023 n=770; 2022 n=729; 2021 n=883;
2. Dargaville n=310; Otamatea n=197; West Coast Central n=83; Kaiwaka-Mangawhai n=180;
3. Excludes don't know response
4. Q12. In the last year, how frequently have you used the following services provided by the Kaipara District Council...? n=748

Year-on-year
 ▲ Significantly higher
 ▼ Significantly lower

Between demographics
 ▲ Significantly higher
 ▼ Significantly lower

Reasons for not using library services

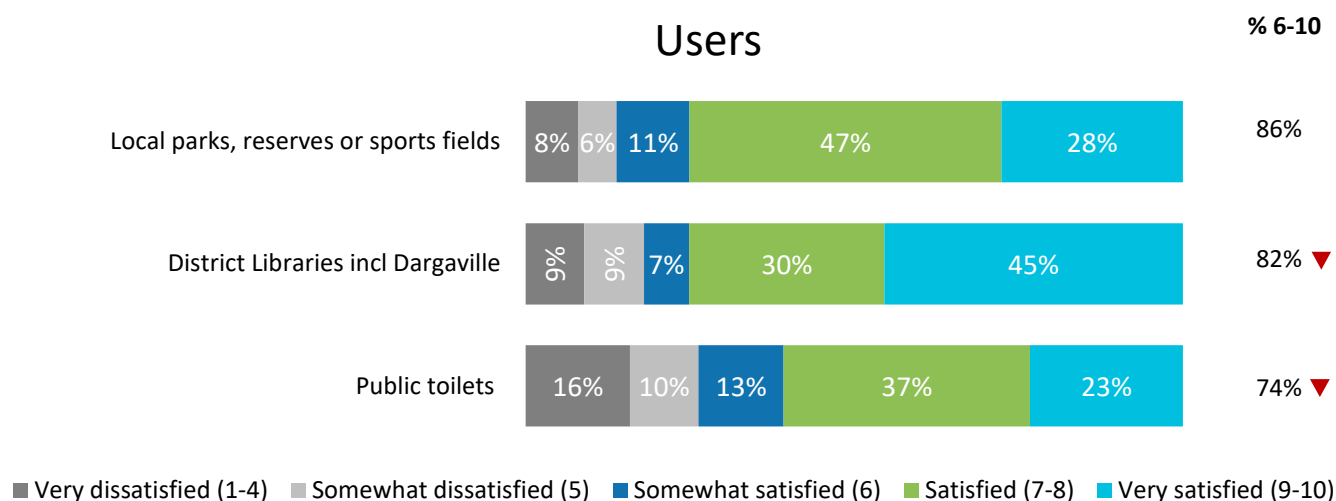


- 40% of non-visitors shows no interest in reading books.
- 29% of non-visitors depend on online platforms or use Kindle for reading books. While others buy their own books or newspapers to read (9%)
- Some just don't have time to read or too busy (14%)

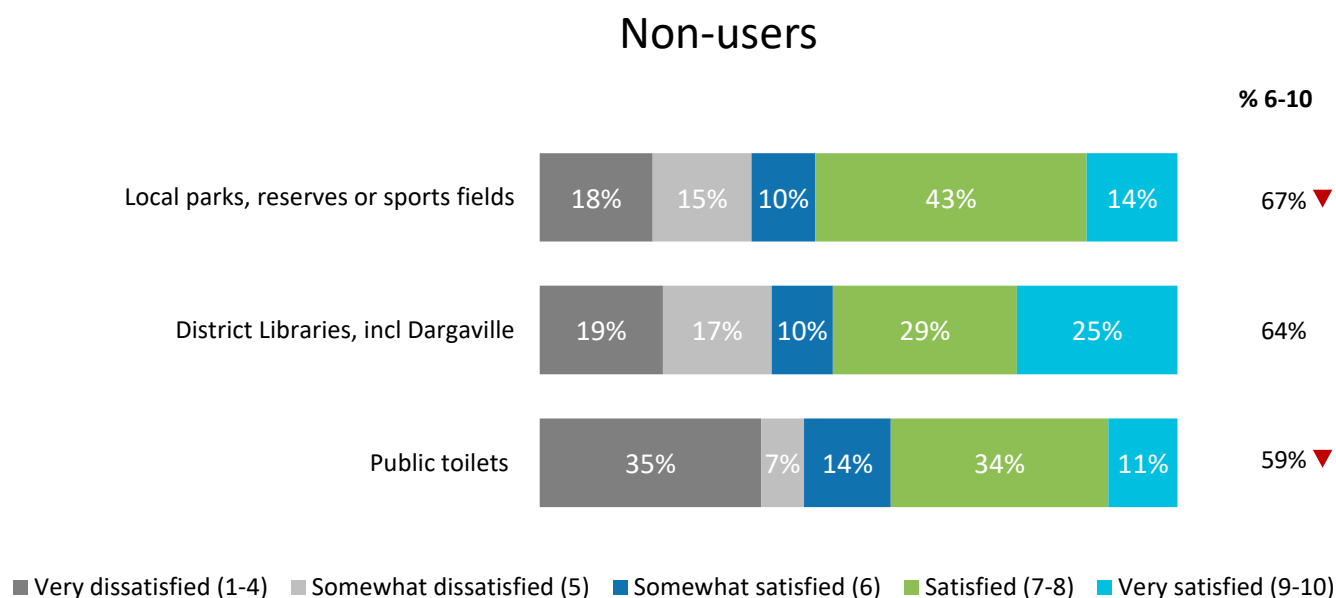
NOTES:

1. Sample: 2023 n=770;
2. Q13. If you have not used any of the library services in the last year, please tell us why. n=313

Satisfaction with Facilities: Users vs. Non-users



- Users of *Council provided services and facilities* are more likely to be satisfied with this service of the Council.
- Both district library users and public toilet users have experienced a significant decline in satisfaction over the past year, with an eight-percentage-point decrease for both facilities.
- Likewise, the satisfaction of non-users with *Local parks, reserves or sports field* and *public toilets* has significantly declined by 12% and 10% respectively.

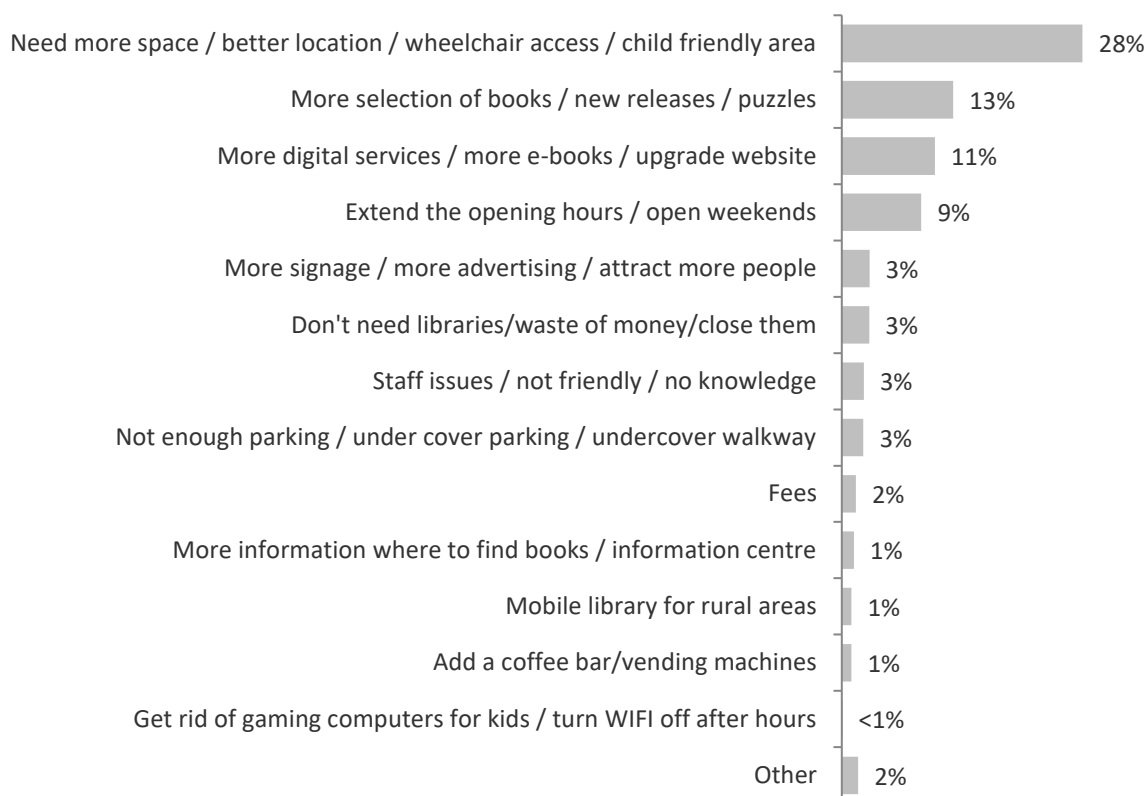


NOTES:

1. Sample: 2023 n=770;
2. Q14. Thinking about all libraries, overall, how satisfied are you with the District libraries (including Dargaville library)? User n=348, Non-user n=176
3. Q15. How satisfied are you with local parks, reserves or sports fields? User n=517, Non-user n=150
4. Q16. How satisfied are you with public toilets? User n=596, Non-user n=88

Year-on-year
 ▲ Significantly higher
 ▼ Significantly lower

Suggested improvements for District Libraries (including Dargaville)



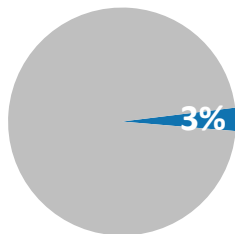
- *I wish the Dargaville Library had a quiet space with tables, electrical outlets and Wi-Fi. I would like to be able to sit and study from the time they open until the time they shut.*
- *Longer opening hours.*
- *A bigger library for Kaiwaka with computer access for the elderly to use.*
- *Put them on digital platform, free Wi-Fi, and big screens.*
- *Have a printer.*
- *Digital Services for people who don't have Internet to access books and websites.*
- *As I live far away from the main libraries, an easier and more accessible online library with e-books and audio books would be useful. Also having a wider range of material, both fiction and non-fiction.*
- *I think there should be more advertising around where the libraries are.*
- *The hours of opening are not suitable for working people.*
- *We live in Tinopai, I would like to see Paparoa library's opening hours extended.*
- *Mangawhai opening hours are infrequent and different each time.*
- *I would suggest getting a variety of books available for all ages and ethnic groups.*
- *Up to date books.*
- *Wide range of eBooks.*
- *Libraries are important civic spaces and are about more than loaning books. They can be great facilities for working, studying, hosting research groups, inspiring young minds. They are also warm, welcoming spaces for those who may not have many social options. To achieve this, having longer opening hours and a diverse range of material is important.*

NOTES:

1. Sample: 2023 n=770;
2. Q14. What improvements could be made to any of the District Libraries, including the Dargaville Library? n=445

Reasons for dissatisfaction with local parks reserves and sports fields

(% 1-2) Very dissatisfied



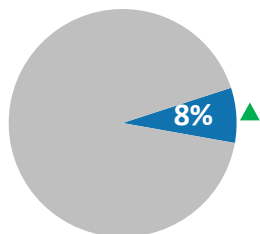
Reasons for dissatisfaction (n=26)

- Cannot take my toddler to any playground or park as they are not fenced.
- Lawns are never mowed.
- Some equipment is not safe.
- Soccer no showers or changing rooms.
- Our parks are overrun with problems of bullying, gang related incidents.
- The playgrounds always look trashed.

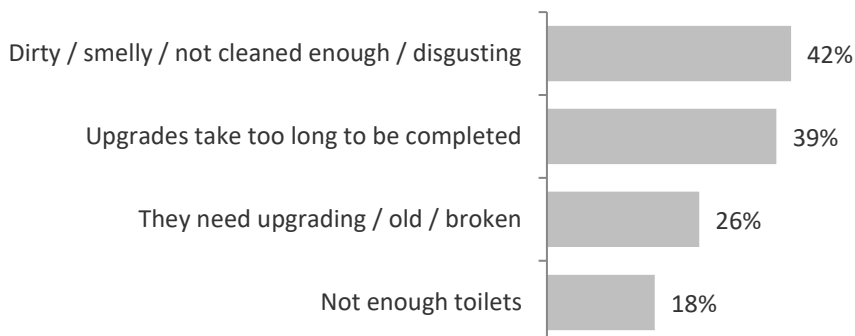
- Many residents expressed their dissatisfaction with local parks, reserves, and sports fields due to sanitary and maintenance issues, lack of facilities, and safety concerns.

Reasons for dissatisfaction with public toilets

(% 1-2) Very dissatisfied





Reasons for dissatisfaction (n=57)



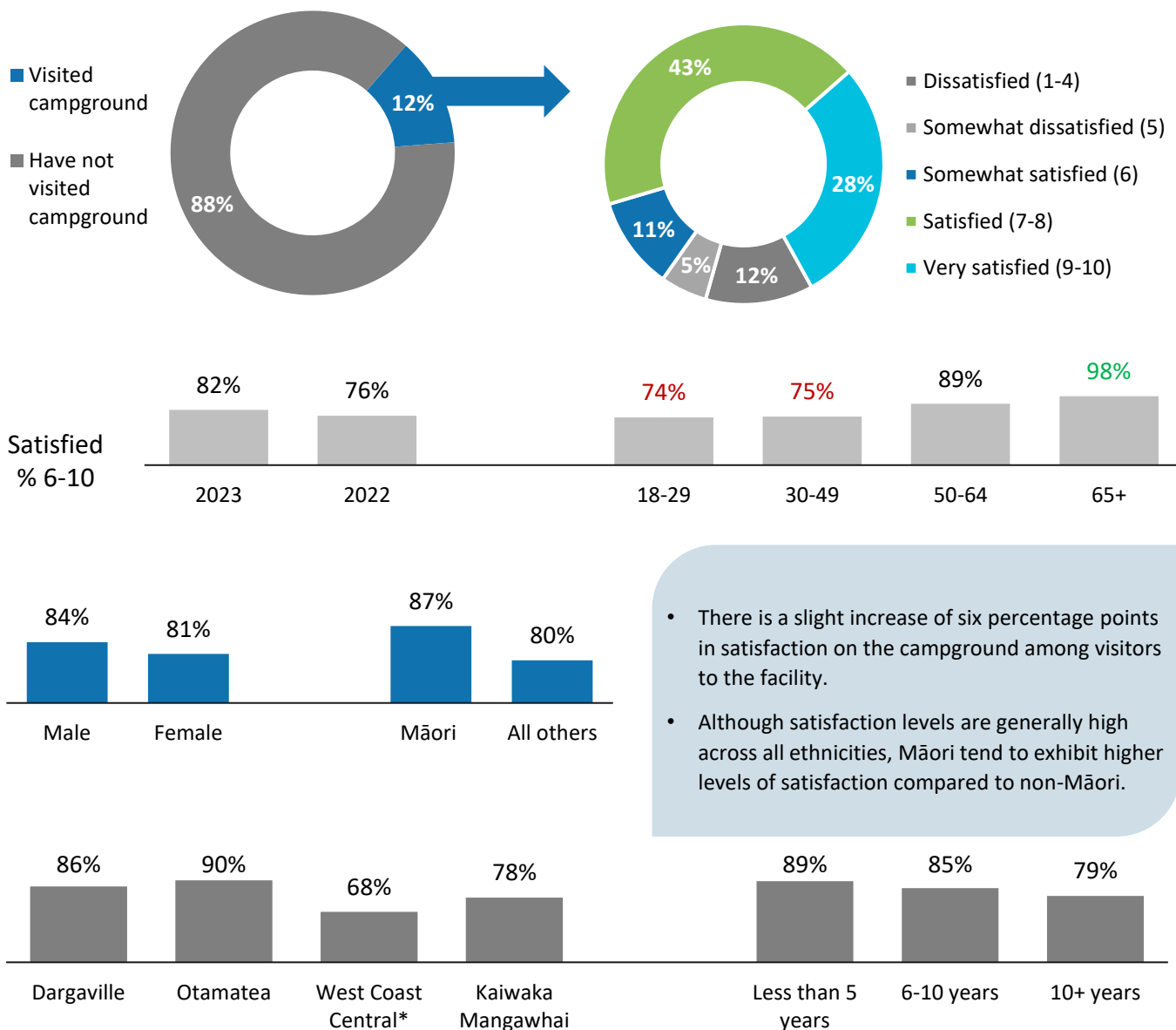
- Out of the 8% who expressed dissatisfaction with public toilets, the majority (42%) specifically cited issues with cleanliness and unpleasant odours as the main concerns.
- An additional 39% of dissatisfied residents believe that the ongoing upgrades to the public toilets are taking an excessive amount of time.

NOTES:

1. Sample: 2023 n=770;
2. 15A. Relating to local parks, reserves and sports fields, if you rated your satisfaction 1 or 2 out of 10, can you please tell us why? (Please provide as much detail as possible.)
3. 16A. Relating to public toilets, if you rated your satisfaction 1 or 2 out of 10, can you please tell us why? (Please provide as much detail as possible.)



Year-on-year
 Significantly higher
 Significantly lower



Council-Owned Campground



NOTES:

- Sample: 2023 n=770; 2022 n=729;
- 18-34 n=130; 35-49 n=155; 50-64 n=240; 65+ n=245;
- Male n=361; Female n=409;
- Māori n=164; All others n=606;
- Dargaville n=310; Otamatea n=197; West Coast Central n=83; Kaiwaka-Mangawhai n=180;
- Less than 5 yrs n=147; 6-10 yrs n= 148; 10+ yrs n= 470;
- Excludes don't know response
- Q18. In the last year, have you used or visited a Council-owned campground in the District?
- Q18A. Using a scale of 1 to 10 where 1 is 'Poor' and 10 is 'Excellent', how would you rate your customer experience with Council-owned campgrounds in the District? n=105
- *Caution small sample size (n<10) results are indicative only.

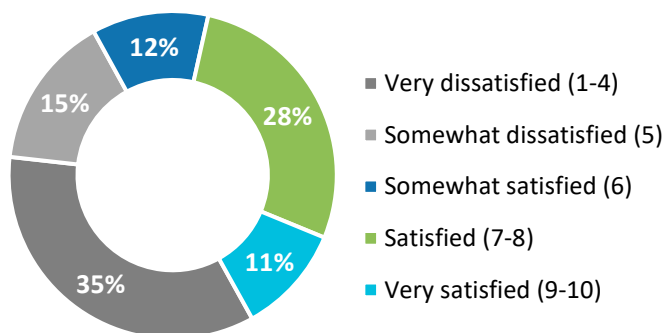
Year-on-year
 Significantly higher
 Significantly lower

Between demographics
 Significantly higher
 Significantly lower

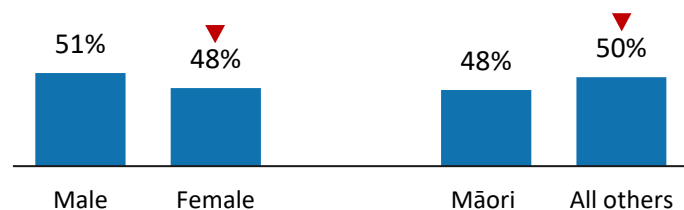
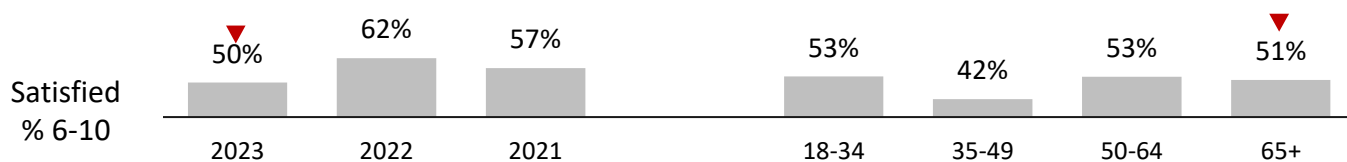


Water Management

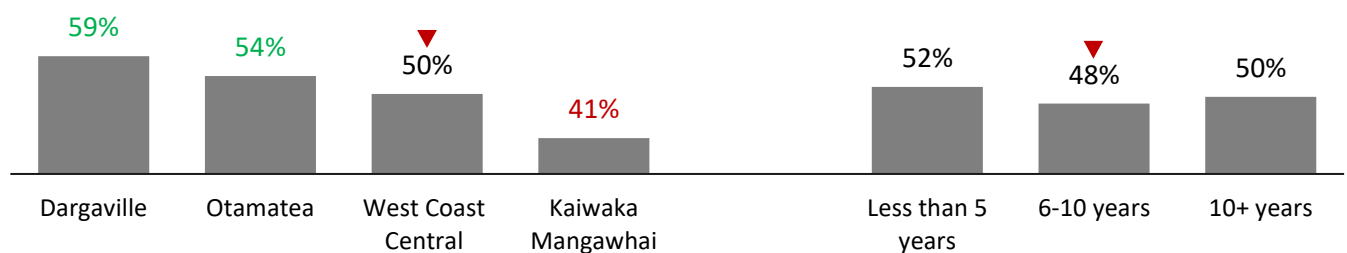
Satisfaction with Water Management



- Overall satisfaction with the Council's *overall water management* has experienced a significant 12% point decrease.
- More than a third (35%) of residents were very dissatisfied with *overall water management*.
- Residents between the ages of 35 and 49 are less likely to be satisfied with this service. Furthermore, a significant decline in satisfaction was observed among individuals aged 65 and older.



- Satisfaction levels in this area are consistent among different genders and ethnicities, although a significant decrease in satisfaction has been observed among females and non-Māori residents.



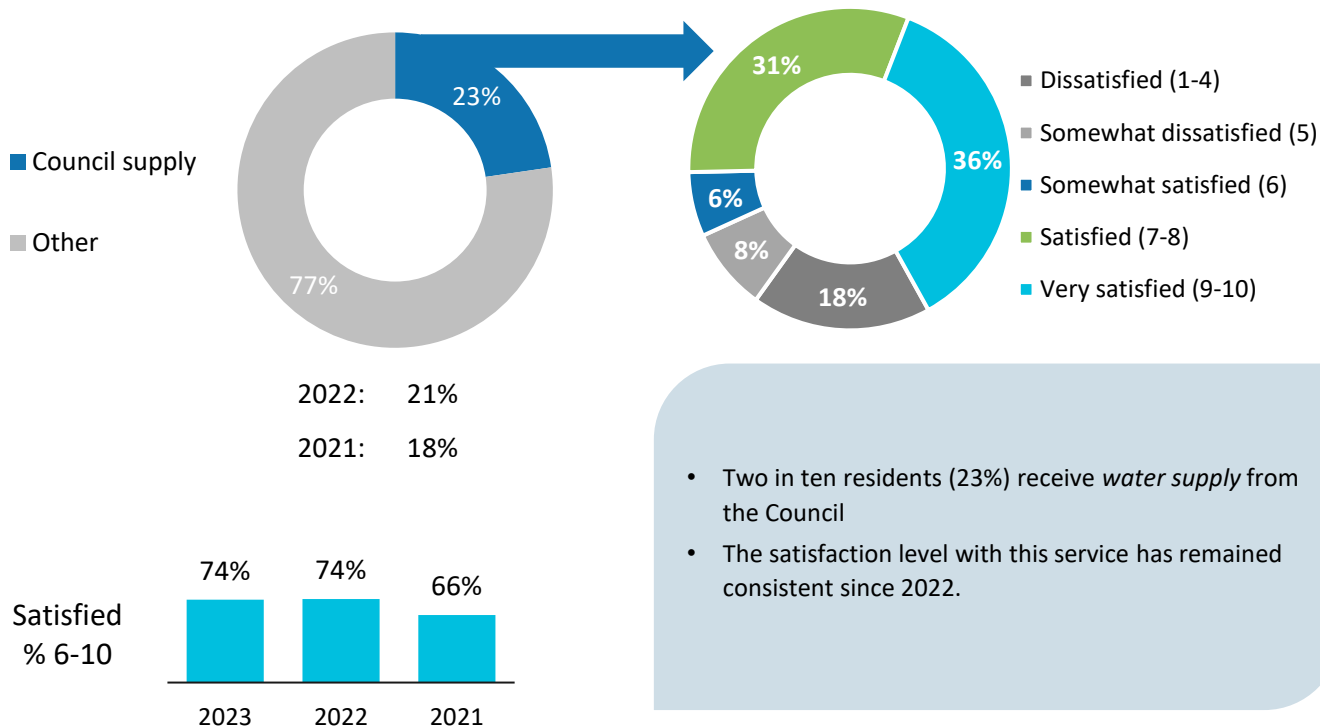
- Residents residing in Kaiwaka-Mangawhai are most likely to be dissatisfied with *overall water management* in their area. Furthermore, there has been a significant decrease in satisfaction among West Coast Central residents, dropping from 73% last year to 50% this year.

NOTES:

- Sample: 2023 n=770; 2022 n=729; 2021 n=883;
- 18-34 n=130; 35-49 n=155; 50-64 n=240; 65+ n=245;
- Male n=361; Female n=409;
- Māori n=164; All others n=606;
- Dargaville n=310; Otamatea n=197; West Coast Central n=83; Kaiwaka-Mangawhai n=180;
- Less than 5 yrs n=147; 6-10 yrs n= 148; 10+ yrs n= 470;
- Excludes don't know response
- Q23. And overall, when you think about the supply of water, stormwater collection and the sewerage system, how would you rate your satisfaction with Council overall for its management of water in the district? n=478

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

Water supply



- Some of the reasons for dissatisfaction with the water supply include supply shortages and concerns about the taste of the water.



Reasons for dissatisfaction (n=19)





- Biggest issue is lack of supply (restrictions) pretty much every year.*
- Upgrade needed of reservoir system and utilise the water from the Kaihu River in summer instead of water shortages.*
- Taste awful both at work or home.*
- Too many disruptions, low pressure and occasional dirty water coming through.*
- I absolutely hate town water (not to mention the whopping \$300-odd connection fee!). I consume far more juice/soda than I should to avoid it, & sometimes the shower smells like the public swimming pools.*
- Too expensive.*
- Impossible to contact anyone about water leaks.*
- It has a horrible taste, even worse it taints your ice cubes.*
- Poor management of water infrastructure. Hydrant maintenance is non-existent. If somebody's house catches fire, many hydrants will require digging to get to while the house burns.*

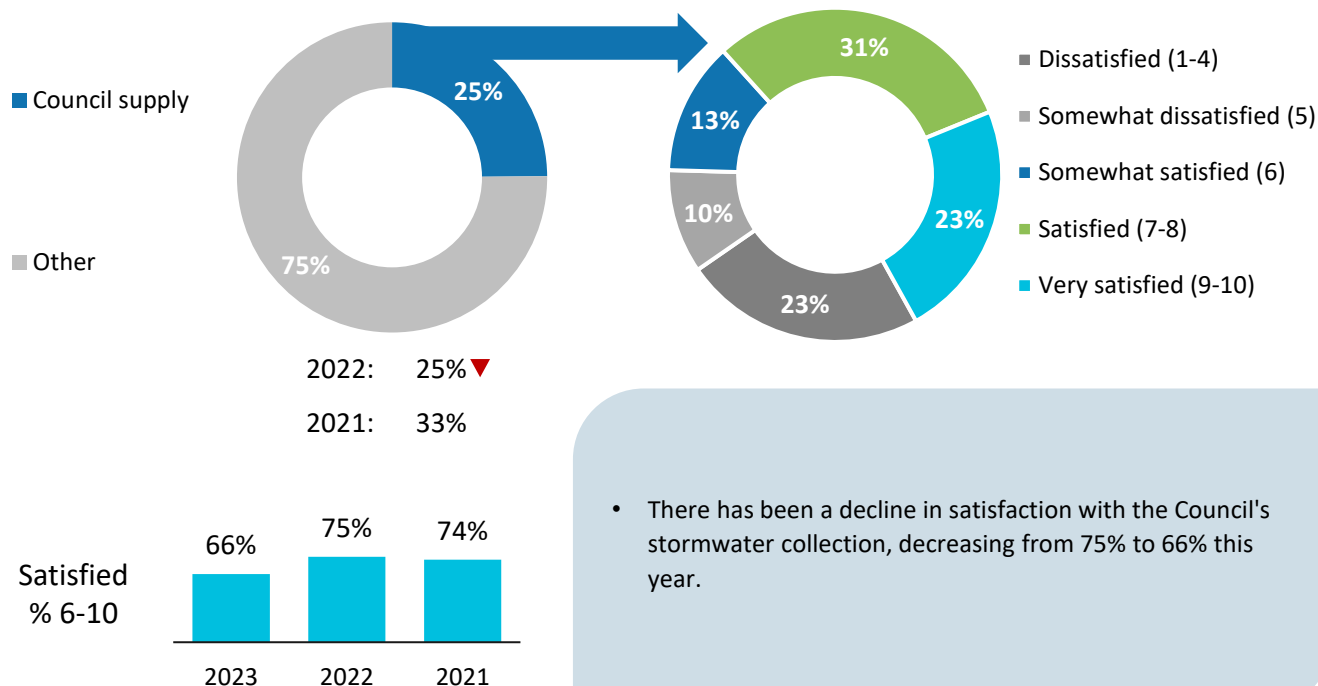
NOTES:

- Sample: 2023 n=770; 2022 n=729; 2021 n=883;
- Excludes don't know response
- Q19A. Where you live, does the Council provide water supply to your house? Yes n=232
- Q19B. How satisfied are you with Council's water supply to your house?
- Q19. Relating to Council's water supply to your house, if you rated the service 1 or 2 out of 10, can you please tell us why?

Year-on-year
 Significantly higher
 Significantly lower

Between demographics
 Significantly higher
 Significantly lower

Stormwater collection



- Stormwater overflowing, and water runoff onto the property were some of the reasons for dissatisfaction.

Reasons for dissatisfaction (n=26)



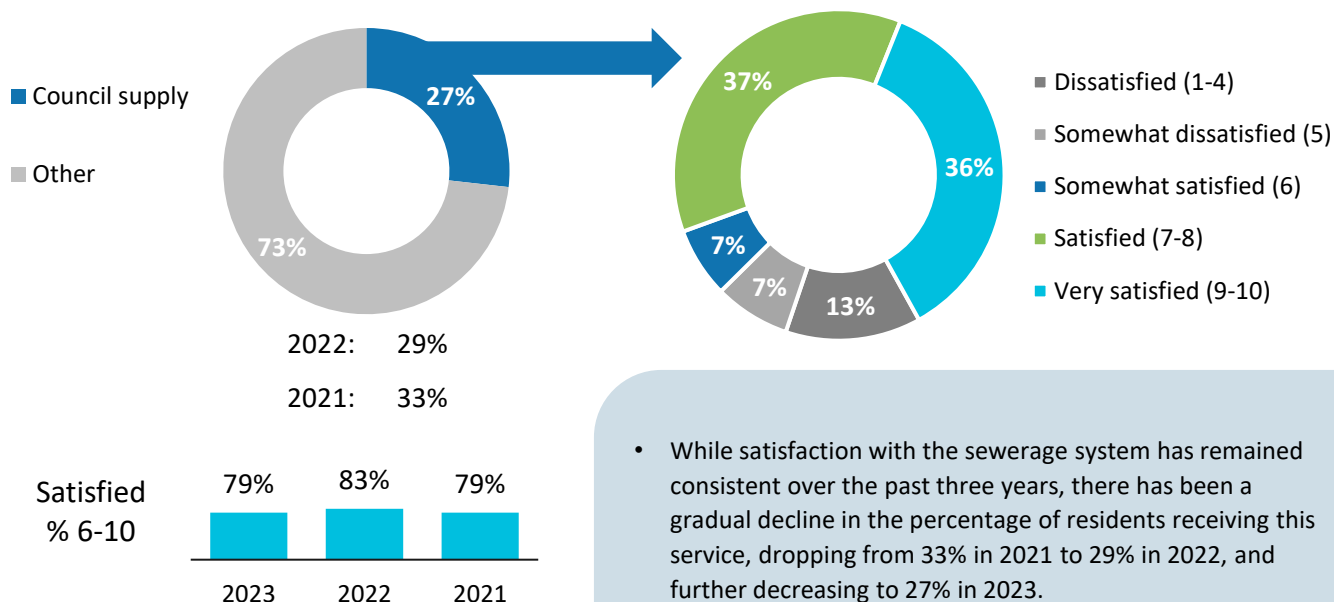
- Pay excessive in our rates for stormwater yet it just runs through the section.
- The drain fills up at the front of our house and then floods our property.
- The cost involved which is reflected in our rates is exorbitant in comparison to any other council we have dealt with, it seems Mangawhai ratepayers are being used to pay for the Council's mismanagement.
- Not maintained properly causing overflow.
- Stormwater drain and the back of my property is always flooded when it rains therefore floods my property.
- No planning, maintenance or action to improve.

NOTES:

- Sample: 2023 n=770; 2022 n=729; 2021 n=883;
- Excludes don't know response
- Q20A. Where you live, does the Council provide stormwater collection? Yes n=219
- Q20B. How satisfied are you with Council's stormwater collection?
- Q20C. Relating to Council's stormwater collection, if you rated the service 1 or 2 out of 10, can you please tell us why?

Year-on-year
 Significantly higher
 Significantly lower

Sewerage system



- Several residents have expressed their dissatisfaction with the Council's sewerage system due to issues such as poor maintenance, unpleasant odours, and instances of overflowing.

Reasons for dissatisfaction (n=15)

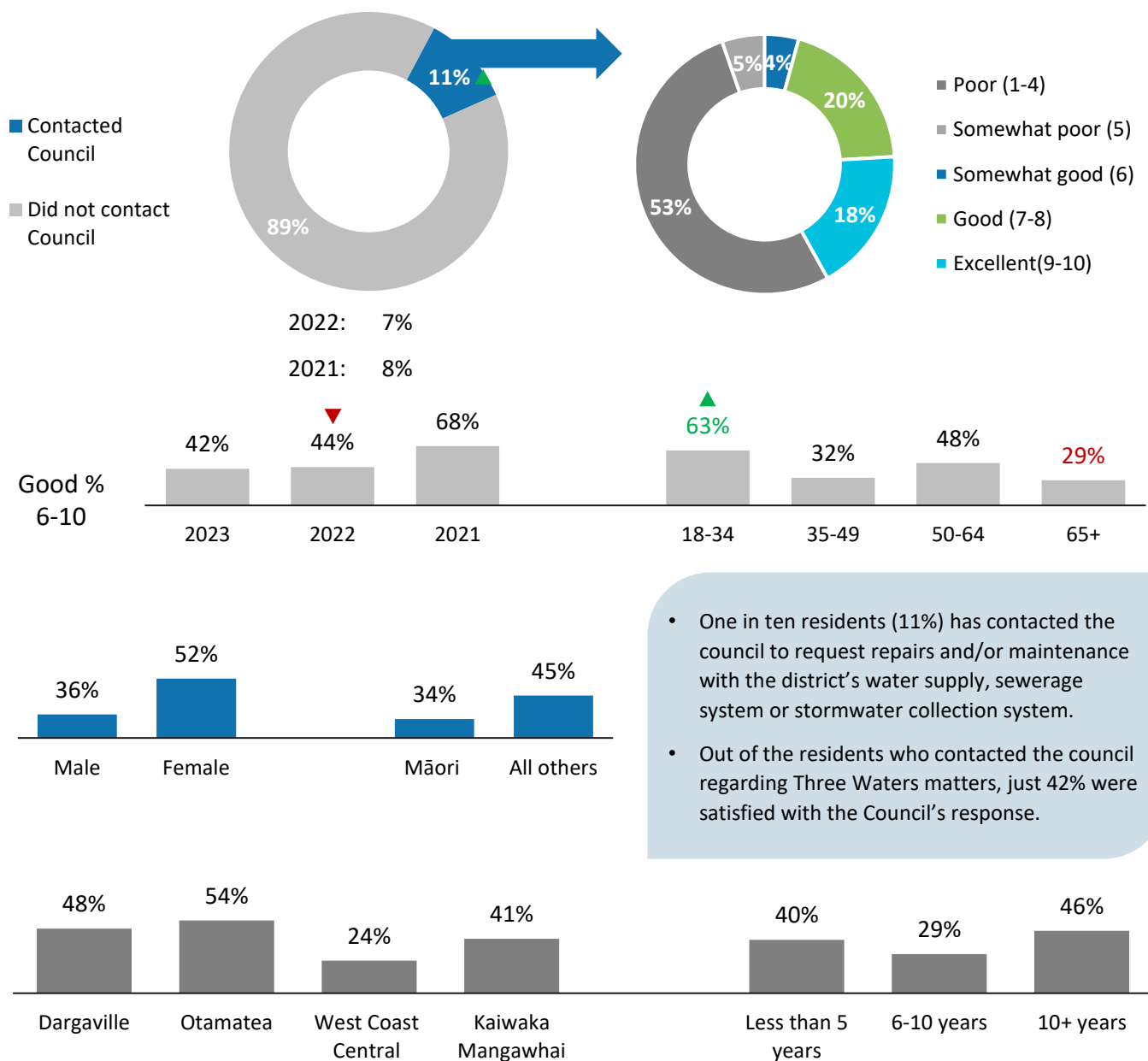


- We were told the pipes are old, outdated and not big enough to cope with development, therefore overflows and regularly blocked until some work was done.
- It is bloody expensive, it is at capacity connections and debt ridden.
- The smell from the oxidation ponds is very off-putting at times
- Still waiting after seven and a half years for it to be fixed.
- Stormwater enters the main sewer line and overflows it.
- It's very irritating when the grinder plays up. And the cost of the sewerage service is way too expensive.
- With any decent rain I've been getting sewerage flowing onto my property. I'm aware it's quite a common problem on Hokianga Road.
- It stinks. Given the right wind direction, Dargaville smells as if it's decomposing.

NOTES:

- Sample: 2023 n=770; 2022 n=729; 2021 n=883;
- Excludes don't know response
- Q21A. Where you live, does the Council provide the sewerage system? Yes n=244
- Q21B. How Satisfied are you with Council's sewerage system?
- Q21C. Relating to Council's sewerage system, if you rated the service 1 or 2 out of 10, can you please tell us why?

Requested repairs and/or maintenance to Three Waters



NOTES:

- Sample: 2023 n=770; 2022 n=729; 2021 n=883;
- 18-34 n=130; 35-49 n=155; 50-64 n=240; 65+ n=245;
- Male n=361; Female n=409;
- Māori n=164; All others n=606;
- Dargaville n=310; Otamatea n=197; West Coast Central n=83; Kaiwaka-Mangawhai n=180;
- Less than 5 yrs n=147; 6-10 yrs n= 148; 10+ yrs n= 470;
- Excludes don't know response
- Q22A. Have you contacted the Council, in the last 12 months, to request repairs and/or maintenance to the Water Supply, Sewerage or Stormwater collection system in the District? n=81
- Q22B. How would you rate Council's response to this request/s? Would you rate it...?

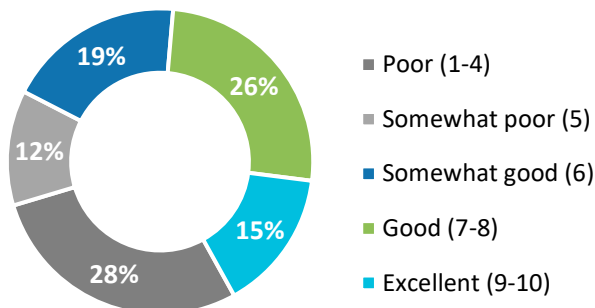
Year-on-year
▲ Significantly higher
▼ Significantly lower

Between demographics
▲ Significantly higher
▼ Significantly lower

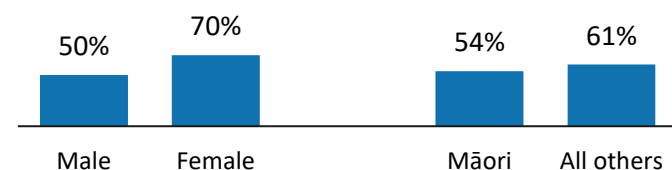
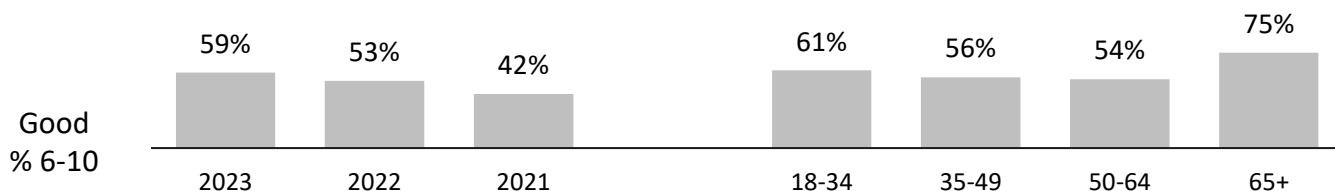


Consent Services

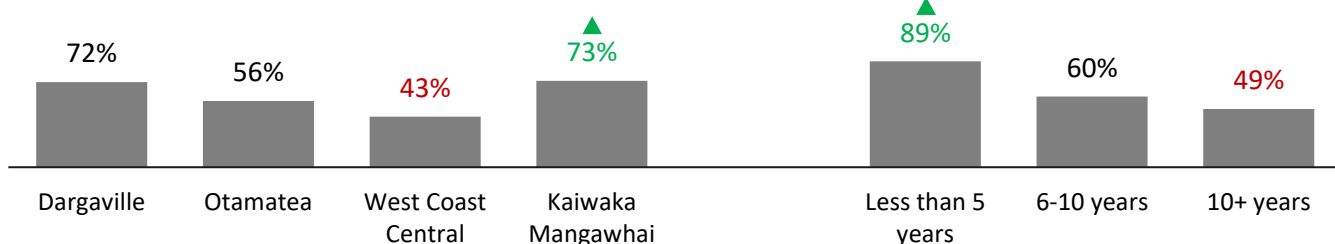
Satisfaction with Consent Services



- There is a slight increase in the satisfaction with *Consent services* of the Council, rising from 53% in 2022 to 59% this year.
- Just over a quarter (28%) of those who contacted the Council for Consent services rated the services as poor, falling within the range of 1 to 4 on the rating scale.



- There are no significant differences in the satisfaction level between male and female as well as among different ethnicities.



- Seven in ten residents who reached out to the Council concerning Consent services in Dargaville and Kaiwaka Mangawhai express satisfaction with the provided service.
- Residents who have resided in the Kaipara District for less than five years exhibit a higher likelihood of satisfaction with the service compared to those who have lived there for a longer duration.

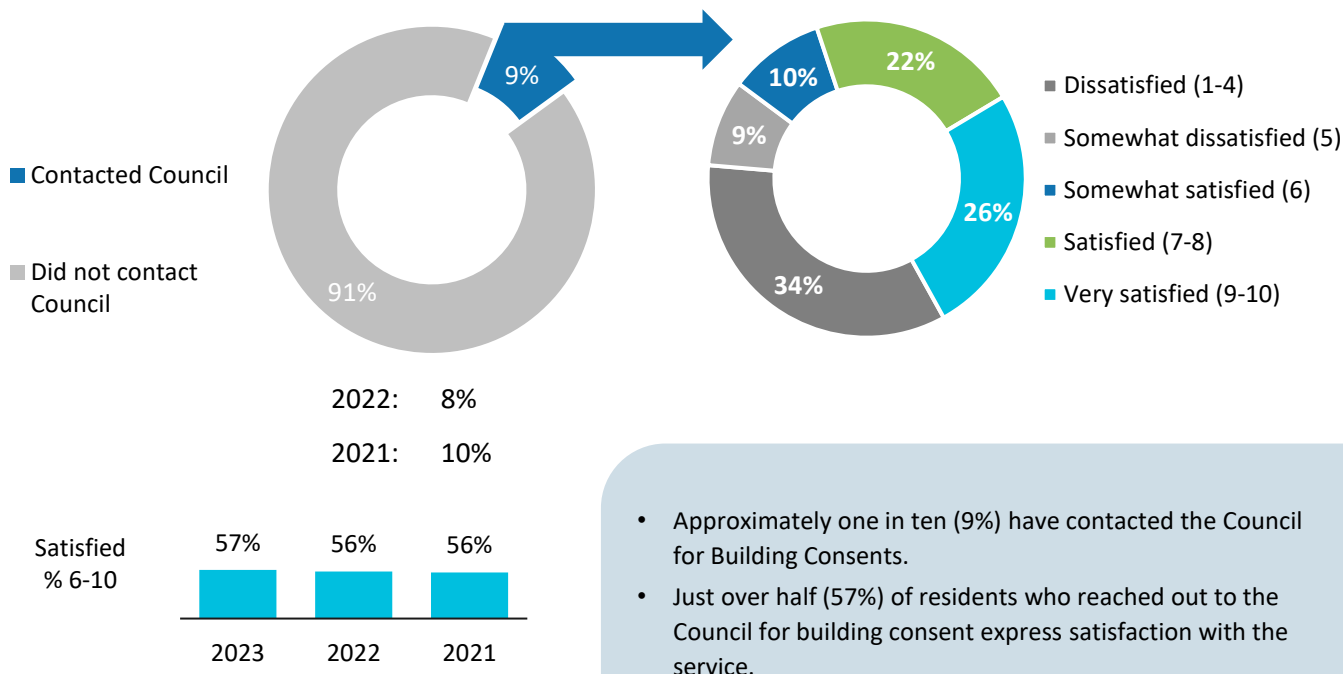
NOTES:

1. Sample: 2023 n=770; 2022 n=729; 2021 n=883;
2. 18-34 n=130; 35-49 n=155; 50-64 n=240; 65+ n=245;
3. Male n=361; Female n=409;
4. Māori n=164; All others n=606;
5. Dargaville n=310; Otamatea n=197; West Coast Central n=83; Kaiwaka-Mangawhai n=180;
6. Less than 5 yrs n=147; 6-10 yrs n= 148; 10+ yrs n= 470;
7. Excludes don't know response
8. Q26. Thinking about CONSENT services of the Kaipara District Council taking into consideration both building and resource; how would you rate Kaipara District Council for these CONSENT services overall? n=60

Year-on-year
 ▲ Significantly higher
 ▼ Significantly lower

Between demographics
 ▲ Significantly higher
 ▼ Significantly lower

Building Consents





- A number of residents who express dissatisfaction with the Building consent service noted that the process was time-consuming or took an extended period.



Reasons for dissatisfaction

- 18 months to get consent for animal shelter is just ridiculous.*
- It took too long and far too pedantic. Those that we dealt with that were located outside of Kaipara were ignorant of the local conditions of the area.*
- The lack of understanding of the people put in charge of the building consent process about our area, soil, and our people.*
- The ridiculous amount of questions that do not relate to the area where the house is being located. These extra requests for information were not requested when I relocated a house on the same property six years ago.*
- Absolutely disappointing. We had to pay an extra 8000k for a resource consent that we still to this day don't know why.*

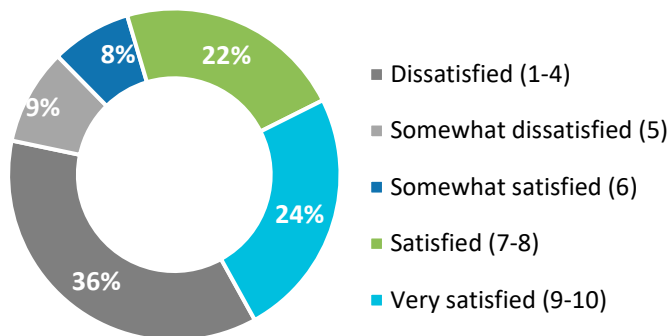
NOTES:

- Sample: 2023 n=770; 2022 n=729; 2021 n=883; Excludes don't know response
- Q24A. Have you contacted the Council within the last 12 months with a request for a building consent? Yes n=53
- Q24B. How satisfied were you with the building consent process?
- Q24C. Relating to the building consent process, if you rated the service 1 or 2 out of 10, can you please tell us why?

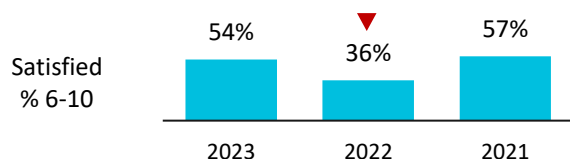
Year-on-year
 Significantly higher
 Significantly lower

Between demographics
 Significantly higher
 Significantly lower

Satisfaction with request for service for building related matter



- There's an increase in satisfaction with *Service for building-related matters* from 36% in 2022 to 54% this year.
- Over a third of residents (36%) who requested *building-related service* are dissatisfied with the service they received.



- Slow service or process taking too long is the main reason for the residents' dissatisfaction.

Reasons for dissatisfaction

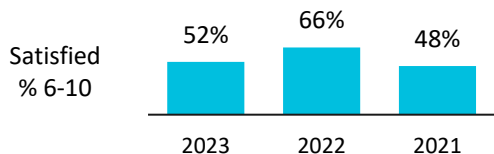
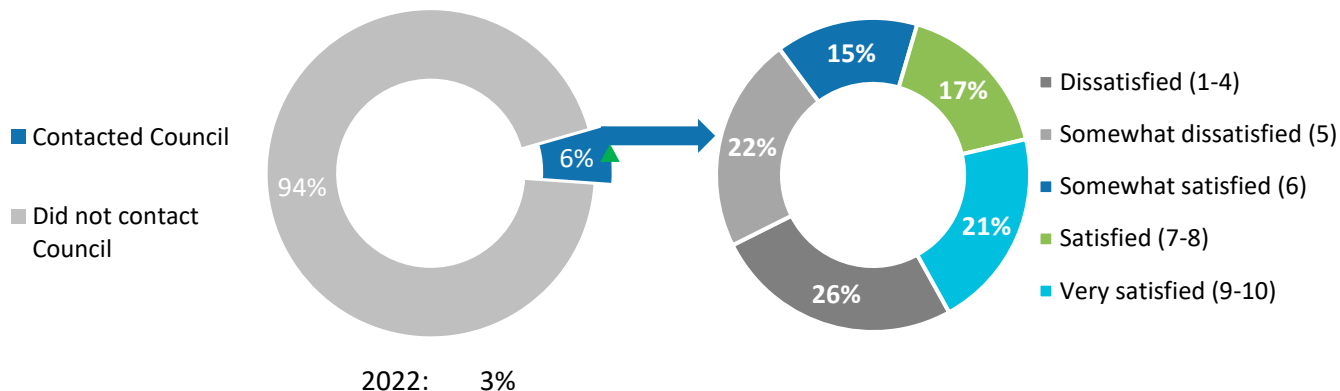
- *We lodged for building consent on 11/11/22. On 21/2/23 we are still getting asked for more details and most of them are so trivial and should have all been asked in first email. Process is far too slow and hindering growth.*
- They took a long time to get here because the roads were so bad.
- Were slow to respond, those outside of Kaipara.

NOTES:

1. Sample: 2023 n=770; 2022 n=729; 2021 n=883; Excludes don't know response
2. Q24D. How would you rate the Council's response to your request for service for a building related matter?
3. Q24E. If you are very dissatisfied with Council's response to your request for service for a building related matter, i.e., rated them 1 or 2 out of 10, can you tell us why you are not satisfied?

Year-on-year
▲ Significantly higher
▼ Significantly lower

Resource consent



- 6% of residents have contacted the Council regarding *Resource consents* within the last 12 months.
- Just over half (52%) of residents who contacted the Council regarding *Resource consent* were satisfied with the process. This represents a 14% decrease compared to the previous year.

- Residents who contacted the Council regarding resource consent expressed dissatisfaction with the client service provided.

Reasons for dissatisfaction (n=4)

- *There was an extremely rude, officious and unprofessional resource consent person who intentionally misquoted sections of the act to indicate issues where there were none in the slightest. Requiring an extensive back and forth wasting both of our time over each section that was not being breached at all.*
- *Far too slow and pedantic.*

NOTES:

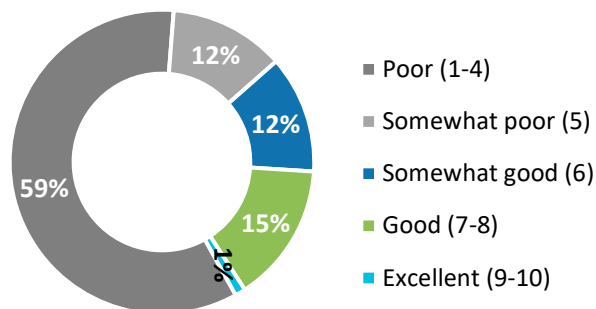
1. Sample: 2023 n=770; 2022 n=729; 2021 n=883; Excludes don't know response
2. Q25A. Have you contacted the Council within the last 12 months with a request for a resource consent?
3. Q25B. How satisfied were you with the resource consent process?
4. Q25C. Relating to the resource consent process, if you rated the service 1 or 2 out of 10, can you please tell us why?

Year-on-year
▲ Significantly higher
▼ Significantly lower

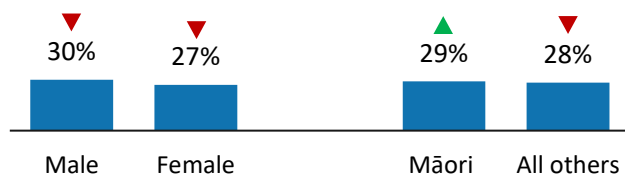


Roading and Footpaths

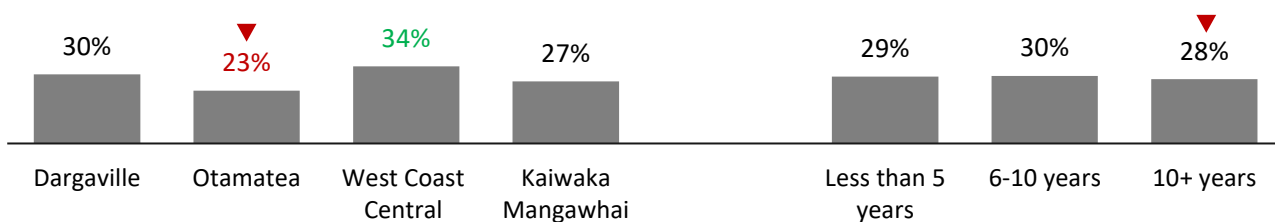
Overall Performance Roothing and Footpaths



- The residents' overall satisfaction with *Roothing and footpaths* has experienced a significant decline over the past year, dropping by 9 percentage points.
- Six in ten residents (59%) rated the district's overall *Roothing and footpaths* 'poor' (1-4/10).
- Satisfaction with overall *Roothing and footpaths* decrease across all age groups.



- Satisfaction ratings for both genders regarding *Roothing and footpaths* have experienced a significant decline of 8-10%.
- Māori residents are significantly more satisfied with *Roothing and footpaths* this year than last year



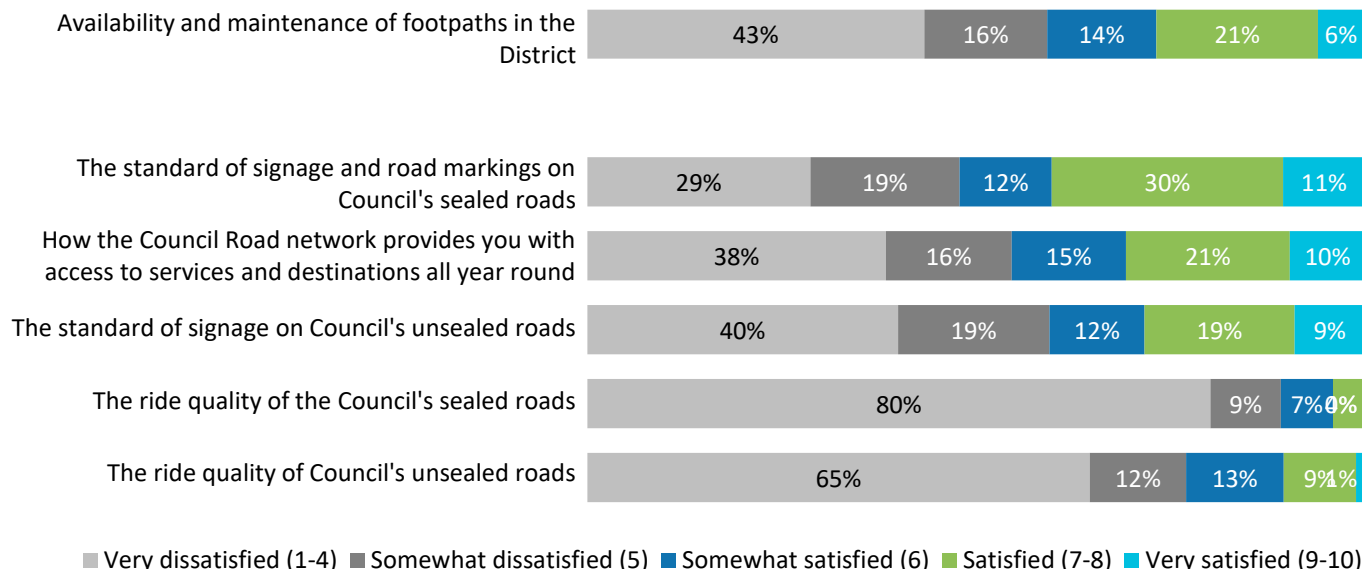
- The satisfaction rates for *Roothing and footpaths* are consistently low across all wards, with Otamatea exhibiting particularly low satisfaction, dropping from 38% in 2022 to 23% this year.

NOTES:

- Sample: 2023 n=770; 2022 n=729; 2021 n=883;
- 18-34 n=130; 35-49 n=155; 50-64 n=240; 65+ n=245;
- Male n=361; Female n=409;
- Māori n=164; All others n=606;
- Dargaville n=310; Otamatea n=197; West Coast Central n=83; Kaiwaka-Mangawhai n=180;
- Less than 5 yrs n=147; 6-10 yrs n= 148; 10+ yrs n= 470;
- Excludes don't know response
- Q29. Thinking about the roading and footpaths of the Kaipara District Council how would you rate Kaipara District Council on their overall ROADING and FOOTPATHS? n=755

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

Roading and Footpaths



- All measures related to *Roading and footpaths* have significantly dropped, contributing to the overall decline in satisfaction with roading and footpaths this year.
- The *Ride quality of unsealed roads* receives the lowest satisfaction score of 11%.
- Both *Standard of signage and road markings on sealed roads* and *Ride quality of the sealed roads* share a similar satisfaction level of 23%.
- The *Availability and maintenance of footpaths in the District* as well as the *Standard of signage on unsealed roads* both have 41% satisfaction scores.

Scores with % 6-10	2023	2022	2021	Māori	All Other
Availability and maintenance of footpaths in the District	41% ▼	52%	-	35% ▼	42% ▼
Standard of signage and road markings on sealed roads	23% ▼	65%	64%	53% ▼	52% ▼
Road network providing access to services and destinations	45% ▼	63% ▲	56%	40% ▼	47% ▼
Standard of signage on unsealed roads	41% ▼	53%	49%	42% ▼	40% ▼
Ride quality of the sealed roads	23% ▼	36%	34%	24%	23% ▼
Ride quality of the unsealed roads	11% ▼	21% ▲	16%	13%	10% ▼

NOTES:

1. Sample: 2023 n=770; 2022 n=729; 2021 n=883;
2. Māori n=164; All others n=606;
3. Excludes don't know response
4. 27A. On a scale of 1 to 10 where 1 is 'very dissatisfied' and 10 is 'very satisfied', how satisfied are you with the availability and maintenance of footpaths in the District?
5. Q27B. Now thinking about Council roads – excluding State Highways 1,12 and 14 which are not Council roads – how satisfied are you with...?

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



Roading



Scores with % 6-10	Dargaville	Otamatea	West Coast Central	Kaiwaka - Mangawhai
Availability and maintenance of footpaths in the District	40%	32%▼	53%	40%
Standard of signage and road markings on sealed roads	54%▼	56%▼	56%	45%▼
Road network providing access to services and destinations	52%	40%	52%	40%
Standard of signage on unsealed roads	44%	43%▼	50%▼	30%▼
Ride quality of the sealed roads	26%▼	18%▼	28%	21%▼
Ride quality of the unsealed roads	18%	9%▼	11%▼	8%▼

- Just more than half of the residents on Dargaville express their satisfaction with the *Standard of signage and road marking on sealed roads* (54%) and *Road network providing access to services and destinations* (52%). Both satisfaction levels have declined from the previous year, where the *Standard of signage and road marking* had a satisfaction level of 70%, and the *Road network providing access to services and destinations* satisfaction level was 59%.
- Otamatea residents are more likely to be satisfied with the *Standard of signage and roading markings on sealed road* (56%) than the residents of Dargaville and Kaiwaka-Mangawhai. However, they are less likely to be satisfied with *Ride quality of the unsealed roads* (9%).
- Residents in Kaiwaka-Mangawhai tend to indicate lower levels of satisfaction with measures related to *Roading and footpaths*.
- Residents of West Coast tend to express higher satisfaction with *Roading and footpaths* related attributes. More than half of the residents in that area express satisfaction with *Availability and maintenance of footpaths in the District* (53%), *Standard of signage and road markings on sealed roads* (56%), and *Road network providing access to services and destinations* (52%).

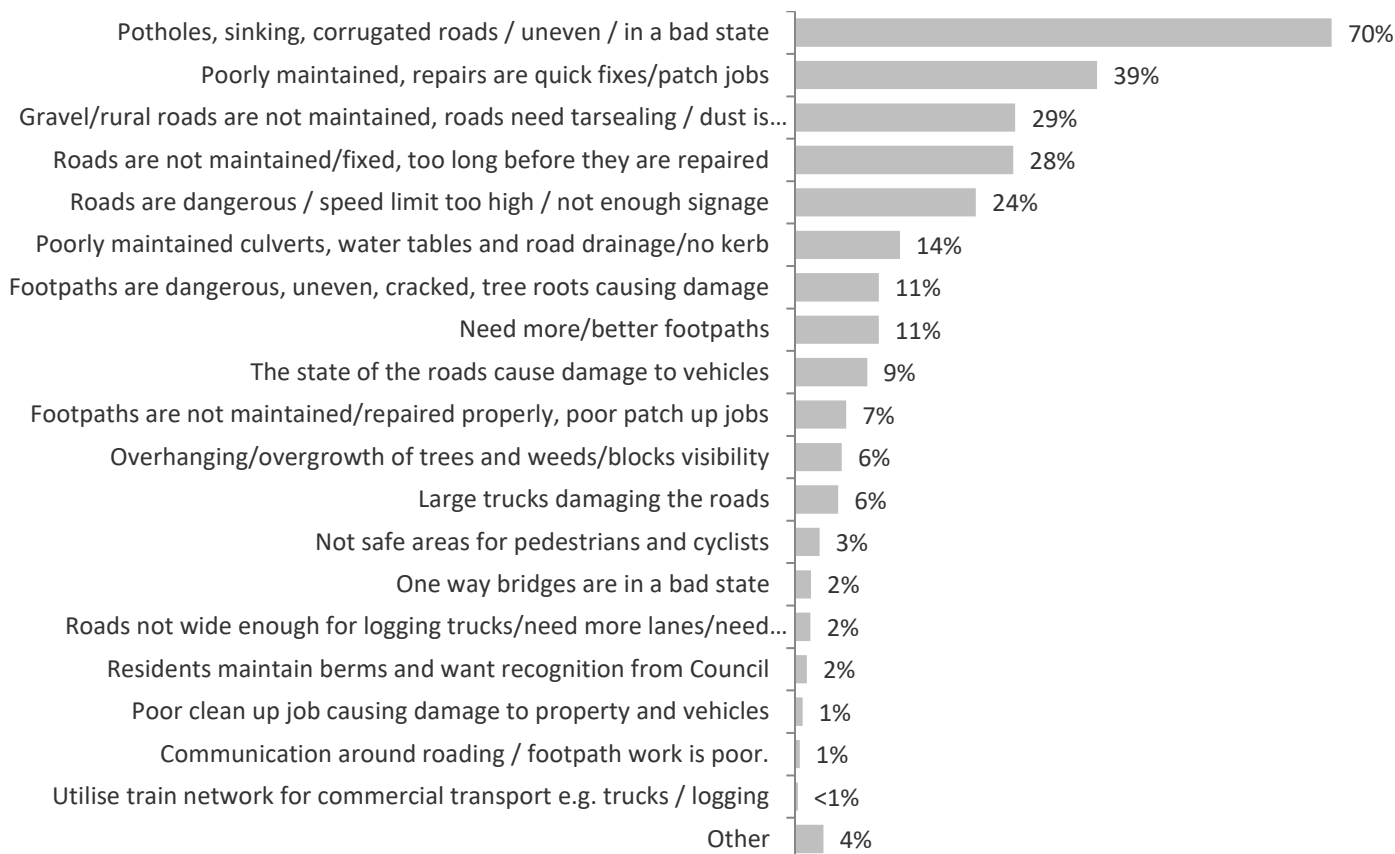
NOTES:

1. Sample: 2023 n=770; 2022 n=729; 2021 n=883;
2. Dargaville n=310; Otamatea n=197; West Coast Central n=83; Kaiwaka-Mangawhai n=180; Excludes don't know response
3. 27A. On a scale of 1 to 10 where 1 is 'very dissatisfied' and 10 is 'very satisfied', how satisfied are you with the availability and maintenance of footpaths in the District?
4. Q27B. Now thinking about Council roads – excluding State Highways 1,12 and 14 which are not Council roads – how satisfied are you with...?

Year-on-year
 Significantly higher
 Significantly lower

Between demographics
 Significantly higher
 Significantly lower

Reasons for dissatisfaction with roading and footpaths



- *Unsealed roads need grading far more frequently as a result of increasing rainfall and flooding.*
- *Tinopai Road collapsing and breaking up.*
- *The roads need to be repaired fully. Not just patching up the same holes time after time. It is just not good enough.*
- *Frequently used road are still unsealed, and maintenance is inadequate for the amount of traffic on it.*
- *They are not maintained regularly, and when they are repaired, they are done with such terrible quality that the road is poor or is so pockmarked and uneven within the first couple weeks you wouldn't have known they had been done, to begin with.*
- *We have no footpath, and our road is narrow and full of potholes.*
- *Most of the council roads are crap with the number of rates and taxes being paid to the local government and the New Zealand government.*
- *Bad grading jobs in Waihue, Mamaranui, and Maropiu.*
- *Unsealed roads need a lot of constant maintenance. I often travel on Charity Hill Road, and it is always corrugated.*
- *The footpaths in Maungaturoto are ankle breakers.*

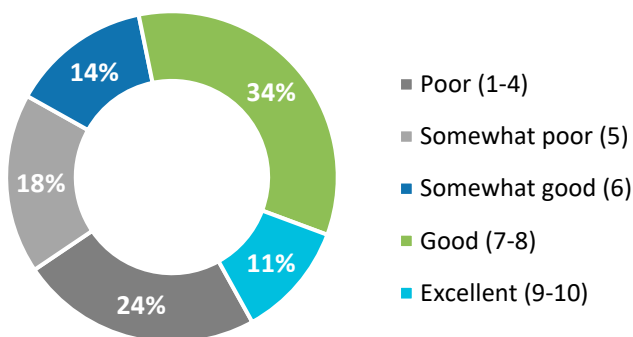
NOTES:

1. Sample: 2023 n=770;
2. Q28. Relating to Council roads and footpaths, if you rated them 1 or 2 out of 10, can you please tell us why? n=356



Waste Management

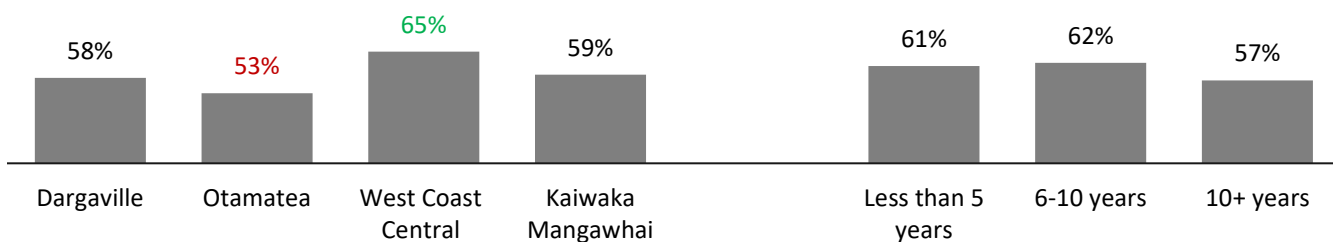
Overall Performance Waste Management



- There is a slight decrease in the level of satisfaction that the residents have with *Overall waste management*, declining from 62% in 2022 to 59% this year.
- About a quarter (24%) rated the *Overall waste management* as *Poor* (1-4/10)
- Older residents are more likely to be satisfied with the Council's *Overall waste management* than younger age groups.



- Satisfaction with the Council's *Overall waste management* among *Female* residents has experienced a significant decline of 8 percentage points.
- Results across *Ethnicities* and *Length of time lived in the district* remain consistent.



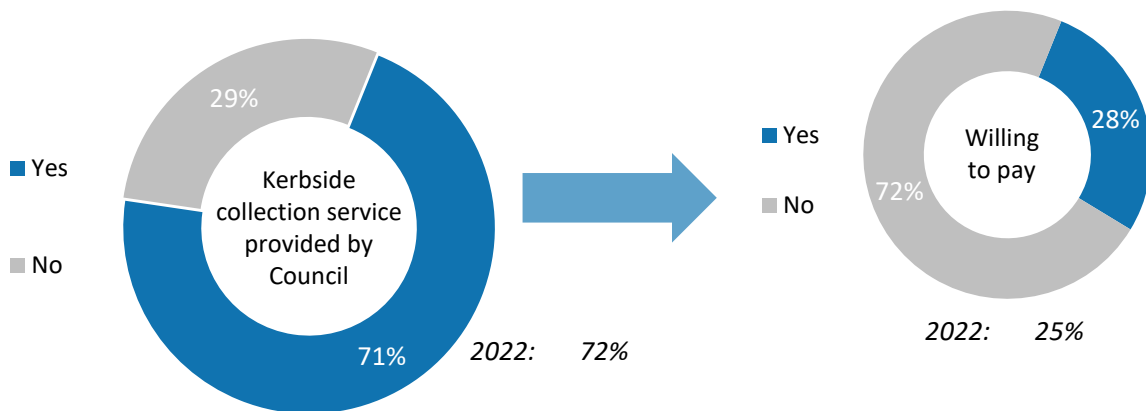
- Otamatea residents are less likely to rate the *Overall waste management* 'Somewhat good' to 'Excellent' (6-10/10) than residents in other wards.

NOTES:

1. Sample: 2023 n=770; 2022 n=729; 2021 n=883;
2. 18-34 n=130; 35-49 n=155; 50-64 n=240; 65+ n=245;
3. Male n=361; Female n=409;
4. Māori n=164; All others n=606;
5. Dargaville n=310; Otamatea n=197; West Coast Central n=83; Kaiwaka-Mangawhai n=180;
6. Less than 5 yrs n=147; 6-10 yrs n= 148; 10+ yrs n= 470;
7. Excludes don't know response
8. Q33. Thinking about the WASTE MANAGEMENT of the Kaipara District Council, taking into account refuse bag collection, recycling services and litter bins, how would you rate Kaipara District Council for its overall WASTE MANAGEMENT? n=695

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

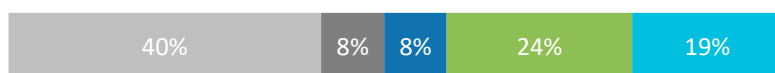
Waste Management Services and Facilities



The refuse bag collection service



Council's recycling services



■ Very dissatisfied (1-4) ■ Somewhat dissatisfied (5) ■ Somewhat satisfied (6) ■ Satisfied (7-8) ■ Very satisfied (9-10)

- Nearly three-quarters of residents (71%) have a *Kerbside collection service* provided by the Council.
- The satisfaction scores for the *Refuse bag collection service* and the *Council's recycling services* remain consistent from last year, with 76% and 51% satisfaction scores respectively.

Scores with % 6-10	2023	2022	2021	Māori	All Other
The refuse bag collection service	76%	76% ▲	70%	62%	80% ▲
Council's recycling services	51%	50%	46%	35%	55% ▲

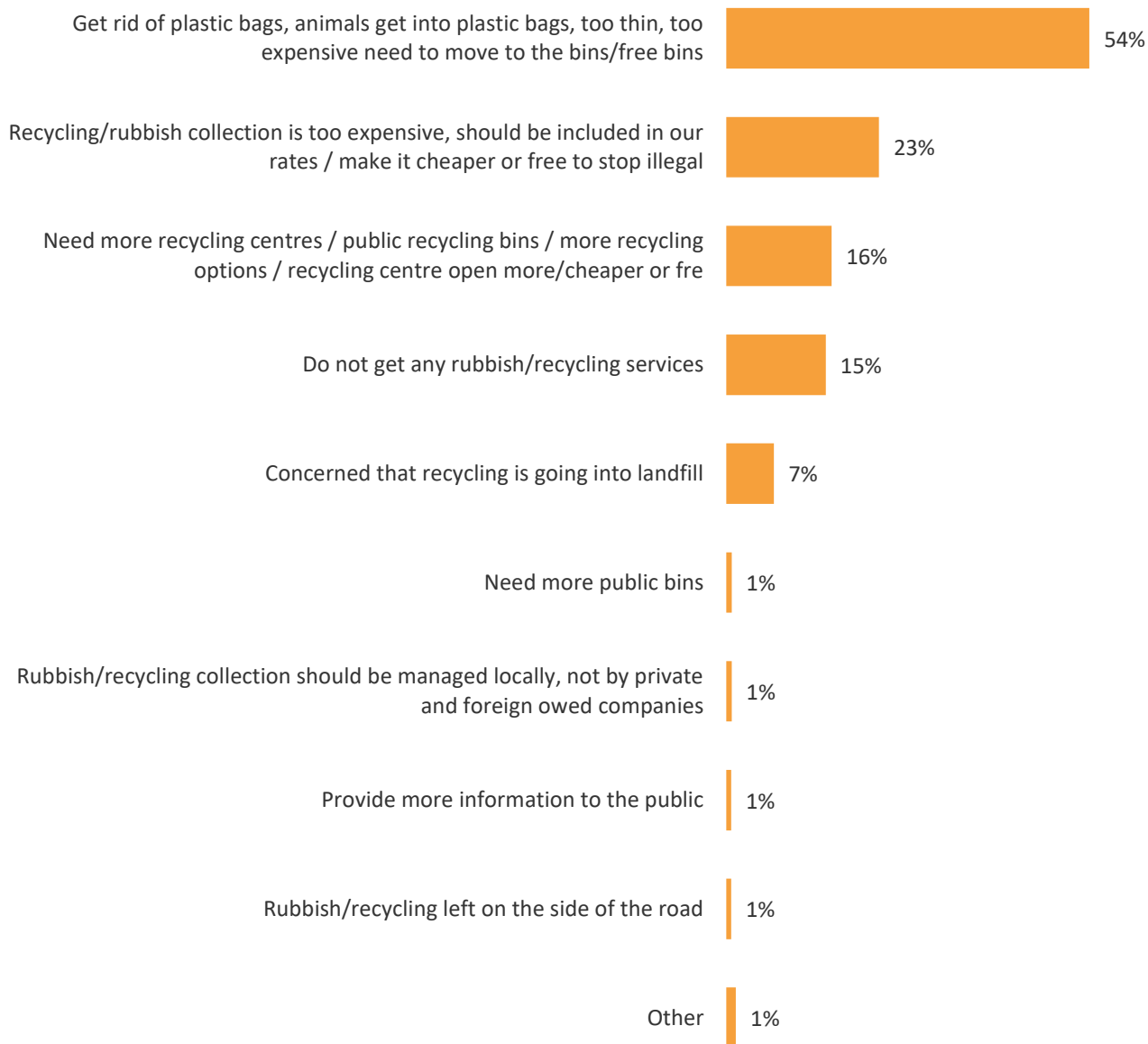
NOTES:

- Sample: 2023 n=770; 2022 n= 729; 2021 n=883;
- Māori n=164; All others n=606;
- Excludes don't know response
- Q30 Where you live, is there a kerbside collection service provided by Council? Yes n=564
- Q30A Would you be willing to pay for such service? Yes n=53
- Q30B. How satisfied are you with the following services or facilities?

Year-on-year
 ▲ Significantly higher
 ▼ Significantly lower



Between demographics
 ▲ Significantly higher
 ▼ Significantly lower



Reasons for dissatisfaction with waste management



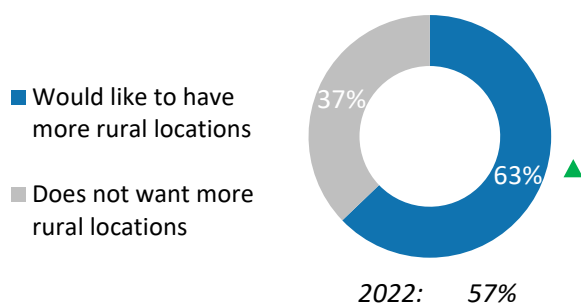
NOTES:

1. Sample: 2023 n=770;
2. Q31. Relating to Council's waste management services, if you rated them 1 or 2 out of 10, can you please tell us why? n=135

Year-on-year
 Significantly higher
 Significantly lower

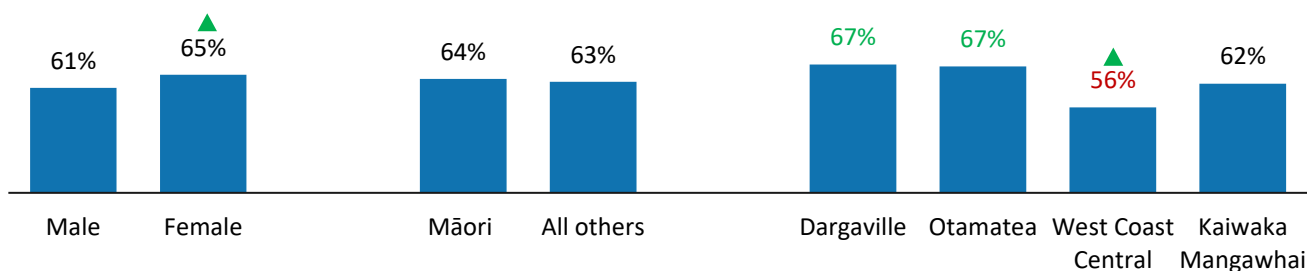
Between demographics
 Significantly higher
 Significantly lower

Rural drop off locations

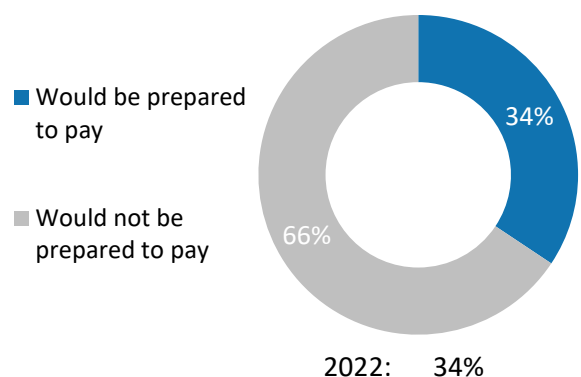


- The majority of residents (63%) would like to have more rural locations for recycling and general waste, a significantly higher number than last year.
- Residents from *Dargaville* and *Otamatea* areas in particular (67%) would like to see more rural drop off locations for recycling and general waste.

% Prefer more rural locations

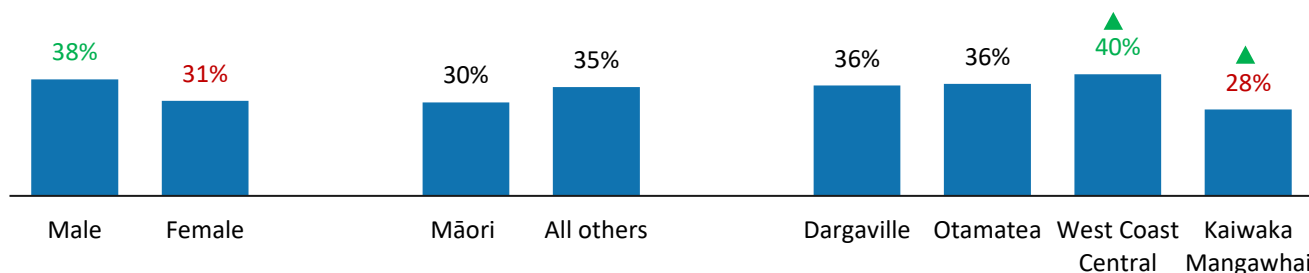


Prepared to pay for better waste management service



- About one-third (34%) of residents are *Prepared to pay through rates for a better waste management service*.
- Residents from *West Coast Central* (40%) were more likely to be prepared to pay through rates for a better service while residents from *Kaiwaka-Mangawhai* (28%) were less likely to be *Prepared to pay* for such service.

% Prepared to pay



NOTES:

1. Sample: 2023 n=770; 2022 n=729; 2021 n=883;
2. 18-34 n=130; 35-49 n=155; 50-64 n=240; 65+ n=245;
3. Male n=361; Female n=409;
4. Māori n=164; All others n=606;
5. Dargaville n=310; Otamatea n=197; West Coast Central n=83; Kaiwaka-Mangawhai n=180;
6. Less than 5 yrs n=147; 6-10 yrs n= 148; 10+ yrs n= 470;
7. Excludes don't know response
8. Q32A. Would you like to see more rural drop off locations for recycling and general waste?
9. Q32B. Would you be prepared to pay through rates for a better service?

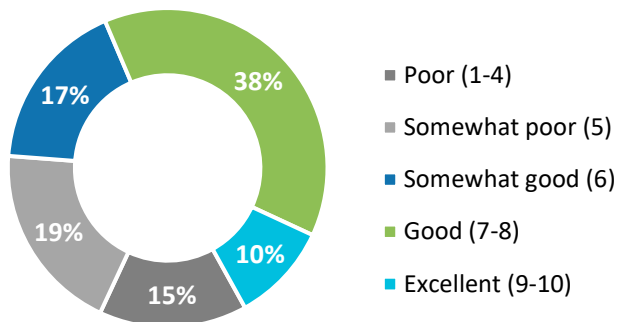
Year-on-year
▲ Significantly higher
▼ Significantly lower

Between demographics
▲ Significantly higher
▼ Significantly lower

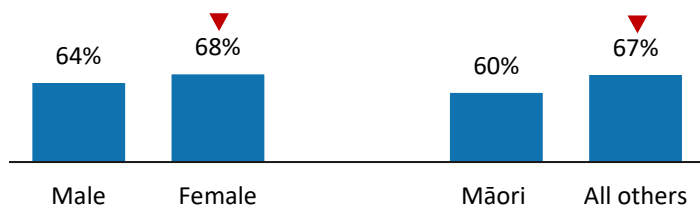
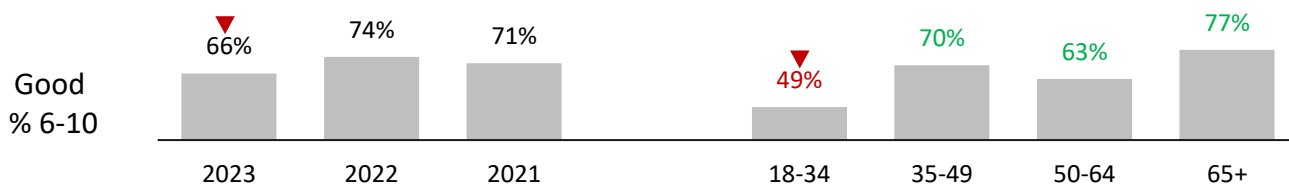


Other Services

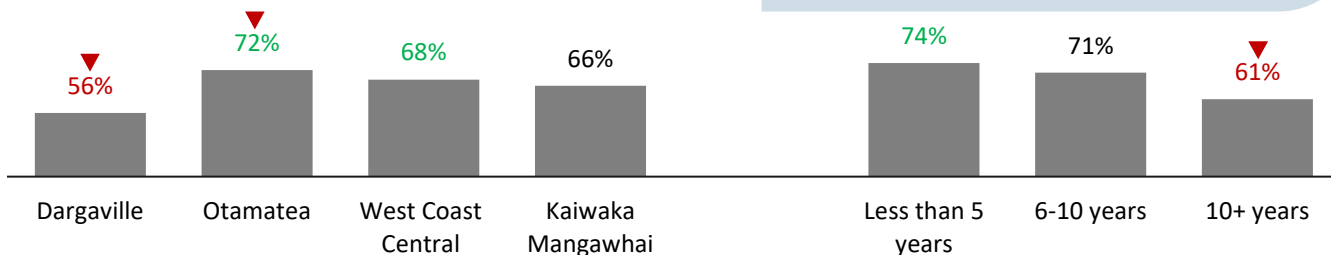
Overall Performance Other Services



- Residents' rating with the Council's *Other services* has significantly declined from 74% to 66% this year.
- Over one in ten (15%) residents rated *Other services* as *Poor* (1-4/10).
- Younger residents are less likely to be satisfied with *Other services* of the Council compared to older residents.



- About seven in ten (68%) *Female* residents have rated *Other services* as *Somewhat good* to *Excellent*, a significant drop from the result last year (79%).
- The satisfaction level among *Māori* residents remains consistent year-on-year, whereas the satisfaction level among residents from other ethnicities has experienced a significant decline, dropping from 79% to 67%.



- Residents from *Dargaville* are less likely to rate Council's *Other services* 6 to 10 out of 10 (56%).
- Residents who had lived in the Kaipara district for less than 5 years were more likely to rate the other Council services 6 to 10 out of 10 (74%), a slightly lower score than last year (83%).

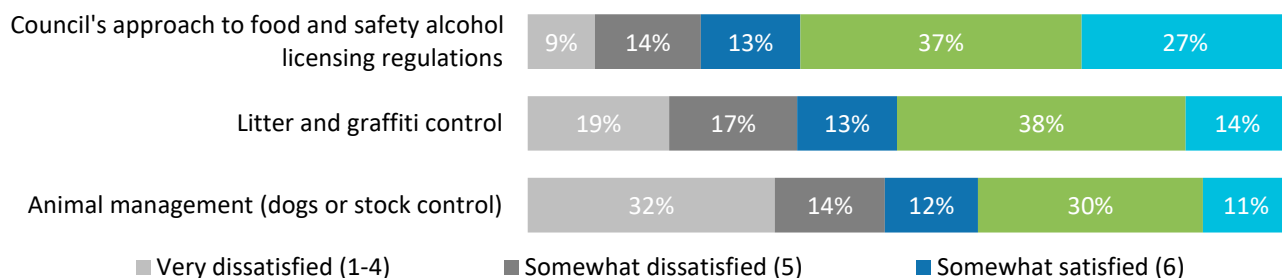
NOTES:

- Sample: 2023 n=770; 2022 n=729; 2021 n=883;
- 18-34 n=130; 35-49 n=155; 50-64 n=240; 65+ n=245;
- Male n=361; Female n=409;
- Māori n=164; All others n=606;
- Dargaville n=310; Otamatea n=197; West Coast Central n=83; Kaiwaka-Mangawhai n=180;
- Less than 5 yrs n=147; 6-10 yrs n= 148; 10+ yrs n= 470;
- Excludes don't know response
- Q38. Thinking about the OTHER serviced of the Kaipara District Council taking into account animal control, litter & graffiti, and protecting environmental health, how would you rate Kaipara District Council for these OTHER services overall? n=613

Year-on-year
▲ Significantly higher
▼ Significantly lower

Between demographics
▲ Significantly higher
▼ Significantly lower

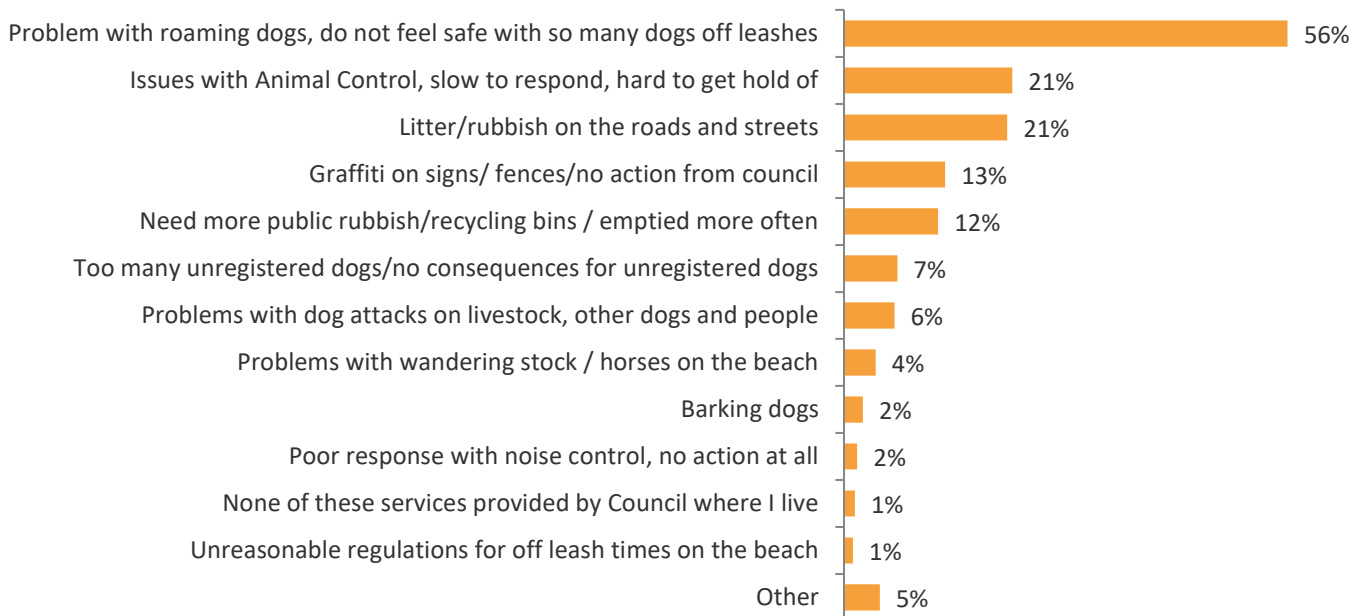
Other Services



- Although satisfaction with *Litter and graffiti control* has seen a slight decrease compared to the previous year, the *Council's approach to food safety and alcohol licensing regulation*, along with *Animal management*, has experienced a significant decline of 9 percentage points over the course of the year.

Scores with % 6-10	2023	2022	2021	Māori	All Other
Council's approach to food safety and alcohol licensing regulation	77% ▼	86% ▲	77%	75% ▼	78% ▼
Litter and graffiti control	65%	69%	64%	58%	66% ▼
Animal management (dogs or stock control)	53% ▼	62% ▲	55%	47% ▼	55%

Reasons for dissatisfaction with litter and graffiti control, or animal management



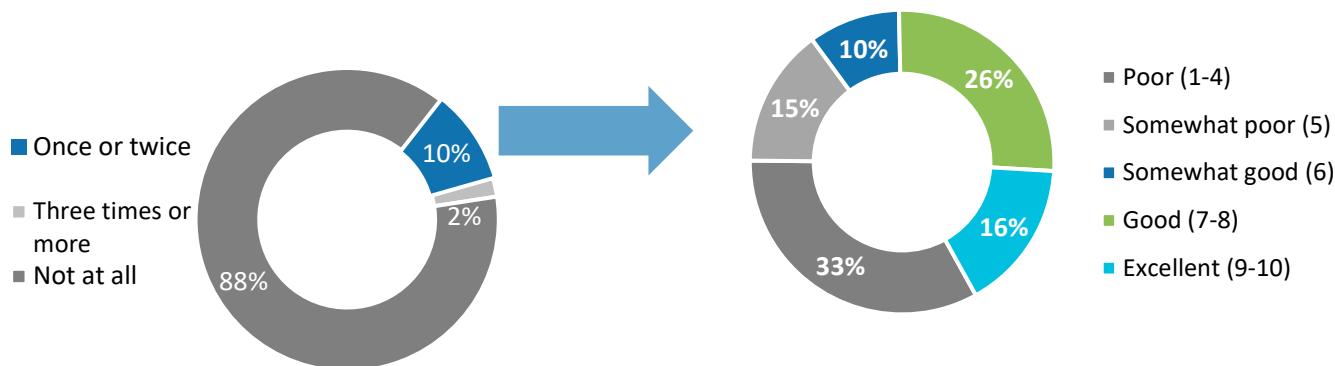
NOTES:

- Sample: 2023 n=770; 2022 n=729; 2021 n=883;
- Māori n=164; All others n=606;
- Excludes don't know response
- Q34A. On a scale of 1 to 10 where 1 is 'very dissatisfied' and 10 is 'very satisfied', how satisfied are you with the litter and graffiti control services provided by Council?
- Q34B. How satisfied are you with animal management (dogs or stock control) services provided by Council?
- Q37. How satisfied are you with the Council's approach to food safety and alcohol licensing regulations?
- Q35. Relating to litter and graffiti control or animal management services provided by Council, if you rated them 1 or 2 out of 10, can you please tell us why? n=110

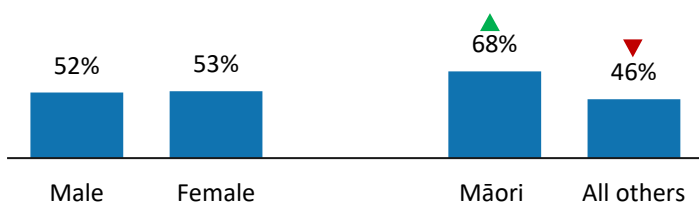
Year-on-year
 ▲ Significantly higher
 ▼ Significantly lower

Between demographics
 ▲ Significantly higher
 ▼ Significantly lower

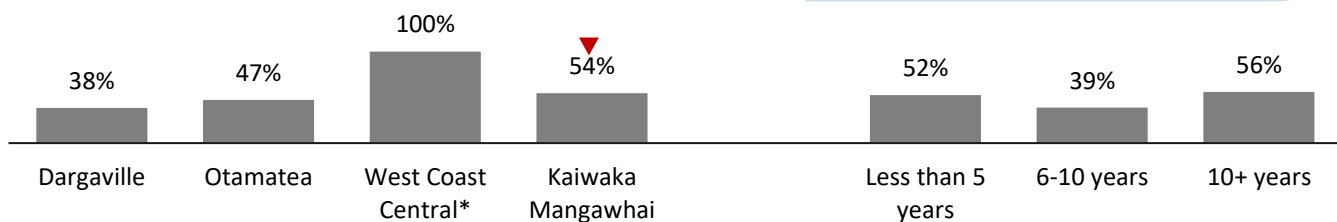
Contact Regarding Animal Management



- One in ten residents (10%) has contacted the Council once or twice within a year regarding *Animal management*.
- Over half (52%) of those who made contact regarding *Animal management* rated the Council's response *Somewhat good to Excellent* (1-6/10)



- *Māori* residents are more likely to be satisfied with the Council's *Animal management*.



NOTES:

1. Sample: 2023 n=770; 2022 n=729; 2021 n=883;
2. 18-34 n=130; 35-49 n=155; 50-64 n=240; 65+ n=245;
3. Male n=361; Female n=409;
4. Māori n=164; All others n=606;
5. Dargaville n=310; Otamatea n=197; West Coast Central n=83; Kaiwaka-Mangawhai n=180;
6. Less than 5 yrs n=147; 6-10 yrs n= 148; 10+ yrs n= 470;
7. Excludes don't know response
8. Q36A. In the last year, how often have you contacted the Kaipara District Council about animal management issues (dogs or stock control)? n=107
9. Q36B. How would you rate Council's response regarding your questions around animal management? Would you rate it...?
10. *Caution small sample size (n<10) results are indicative only.

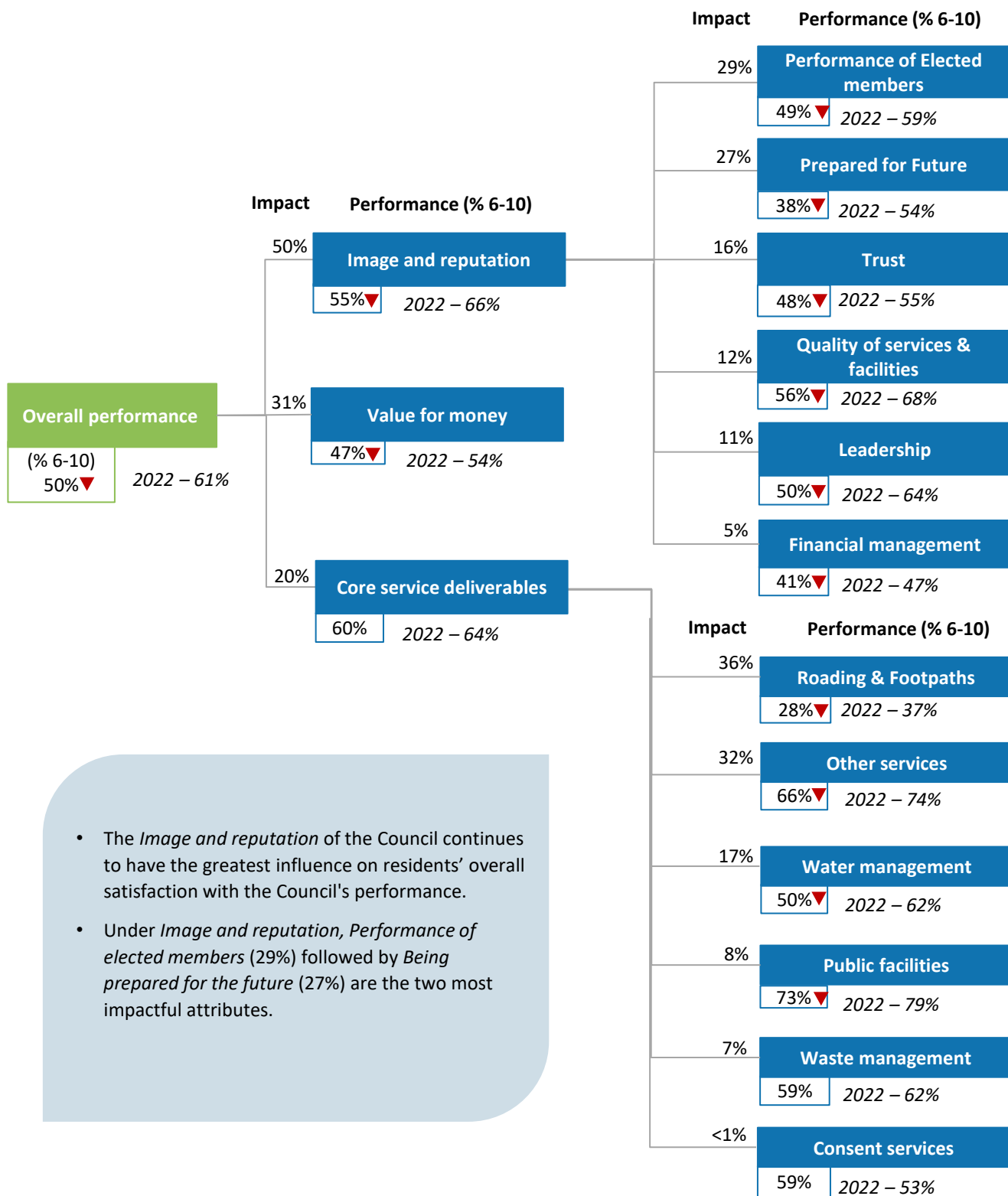
Year-on-year
▲ Significantly higher
▼ Significantly lower

Between demographics
▲ Significantly higher
▼ Significantly lower



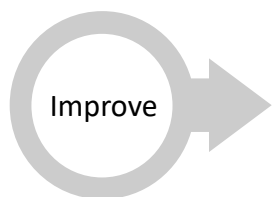
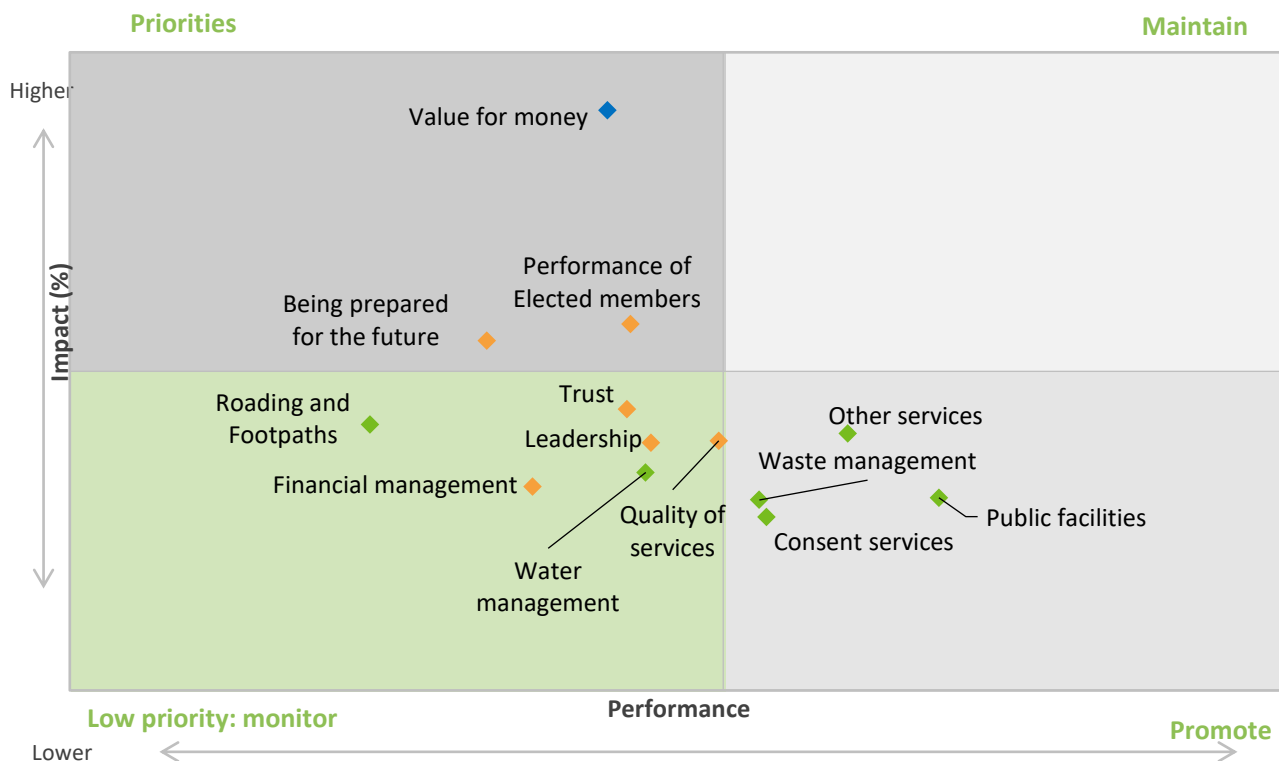
Drivers of Overall Satisfaction

Drivers of Perceptions of Kaipara District Council's Performance



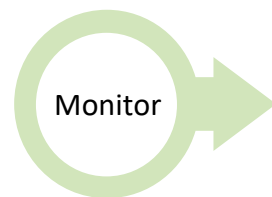
- The *Image and reputation* of the Council continues to have the greatest influence on residents' overall satisfaction with the Council's performance.
- Under *Image and reputation*, *Performance of elected members* (29%) followed by *Being prepared for the future* (27%) are the two most impactful attributes.

Opportunities and priorities. Overall measures



Improve

Value for money, Performance of elected members, and Being prepared for the future have been identified as the key areas of improvement for the Kaipara District Council. These aspects, which are considered important by residents, demonstrate relatively low performance. *Value for money* and *Being prepared for the future* show consistency with last year's results, while the *Performance of elected members* appears to have gained higher importance among residents this year.



Monitor

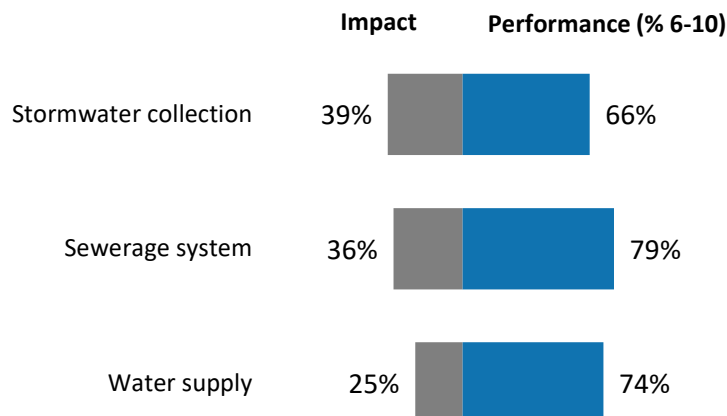
Things Kaipara District Council should monitor include *Trust, Leadership, Financial Management, Quality of Services, Water management* and *Roding and footpaths*.



Maintain

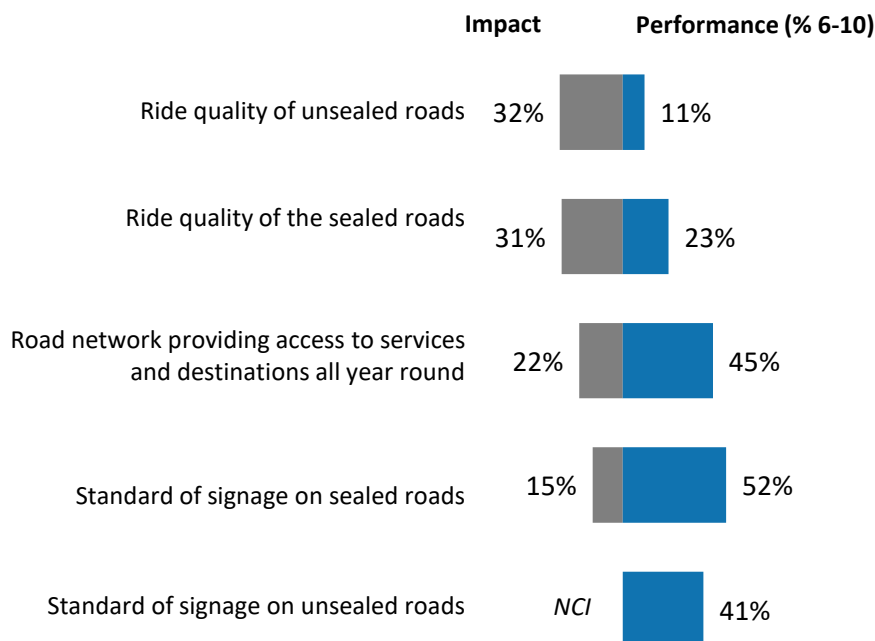
Areas within the Council's performance that are not receiving sufficient recognition include *Waste management, Consent services, Public facilities* and *Other services*. Promoting these aspects of the Council's performance would naturally redirect residents' attention towards a more positive perception.

Impact scores



- *Stormwater collection* has been identified as having the highest impact on overall water management satisfaction. However, this aspect also received the lowest rating among all water-related measures.

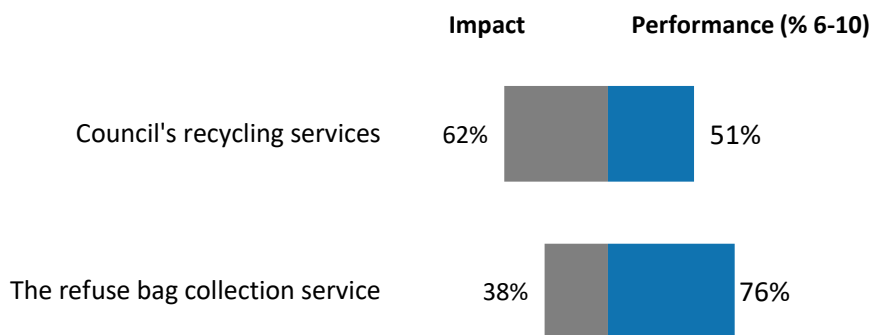
- The *Ride quality* of both *Unsealed* (32%) and *Sealed roads* (31%) has the strongest impact on how residents perceive overall *Roading and footpaths*. Both attributes were the lowest performing.



NOTES:

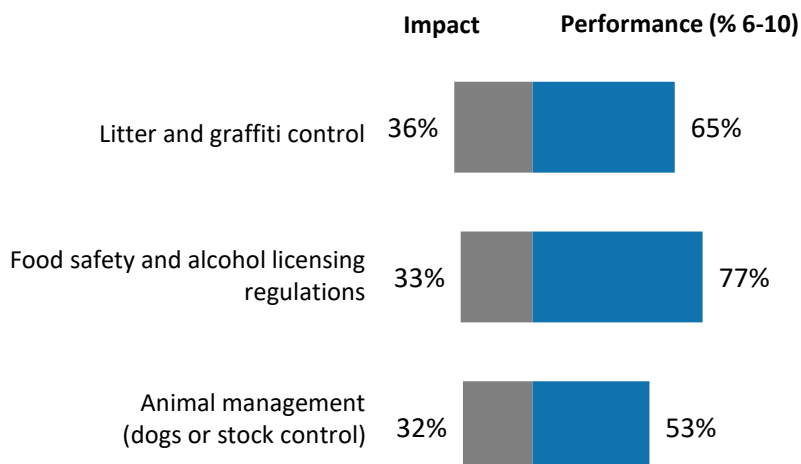
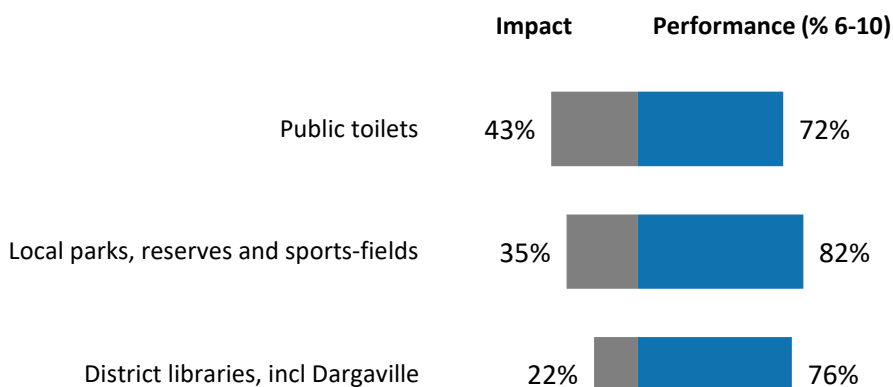
1. Sample: 2023 n=770 Excludes don't know response
2. NCI = No Current Impact

Impact scores



- Council's recycling services has the most influence on the overall satisfaction on *Waste management*. Given that the satisfaction for this aspect remains low, it presents an opportunity for the Council to make improvements in this area.

- Despite the decrease, performance across all facilities is relatively high. Perceptions of *Public toilets* had the greatest impact on how facilities were viewed.



- *Litter and graffiti control, food safety and alcohol licensing regulations, and Animal management* share a similar level of impact on Council's *Other services*.

NOTES:

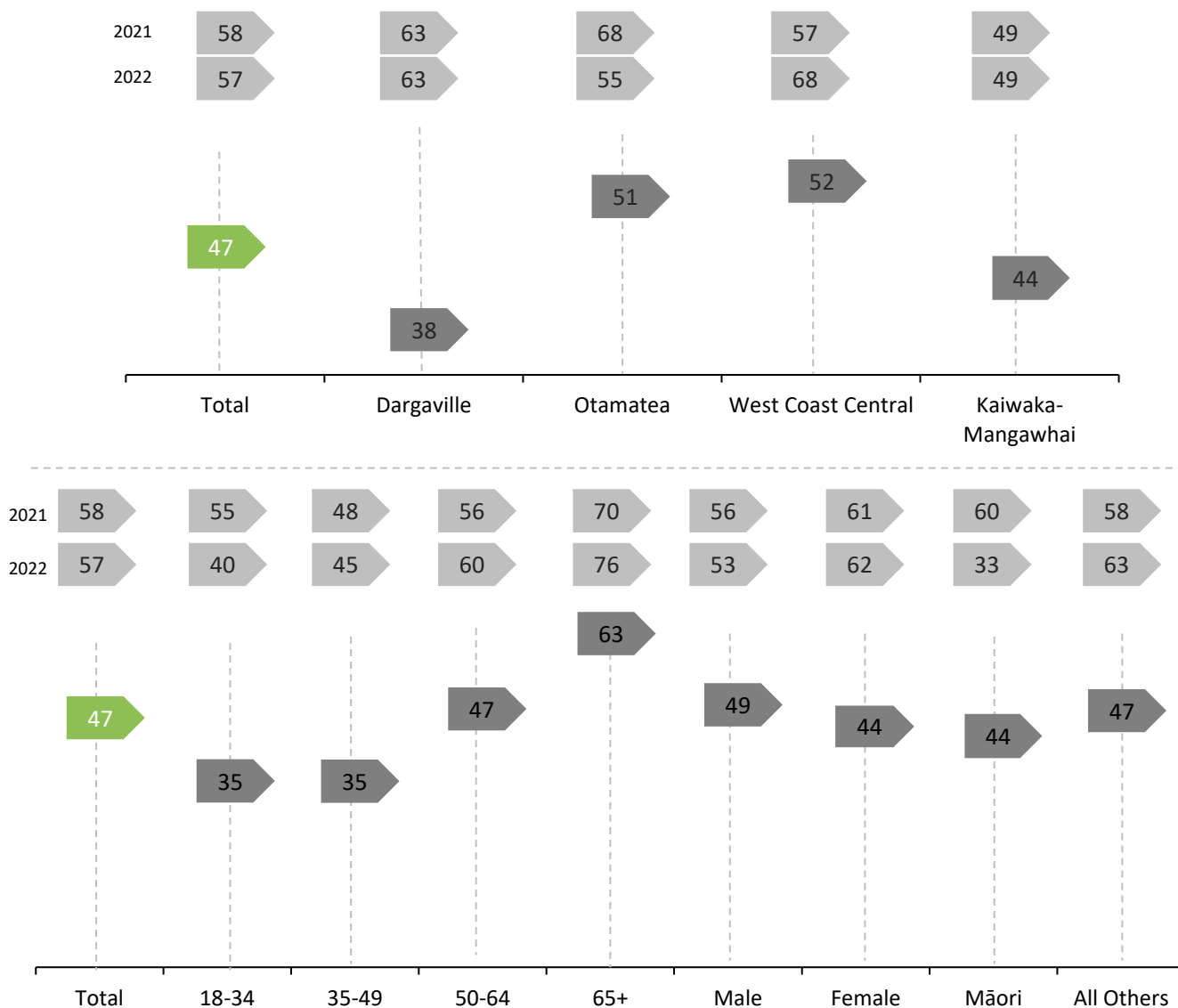
1. Sample: 2023 n=770; Excludes don't know response



Image and Reputation

Reputation Benchmarks

- The Council's *Reputation score* is considered poor (47), and it has continued to decrease over the past years. Dargaville (38) has the lowest reputation benchmark score among the various areas of the Kaipara district.



- The older age groups, 50-64 and 65+, are more likely to have an acceptable *Reputation score* (63) compared to younger age groups (35).
- Council's reputation was considered poor, with no significant differences, among both gender and all ethnicities.

NOTES:

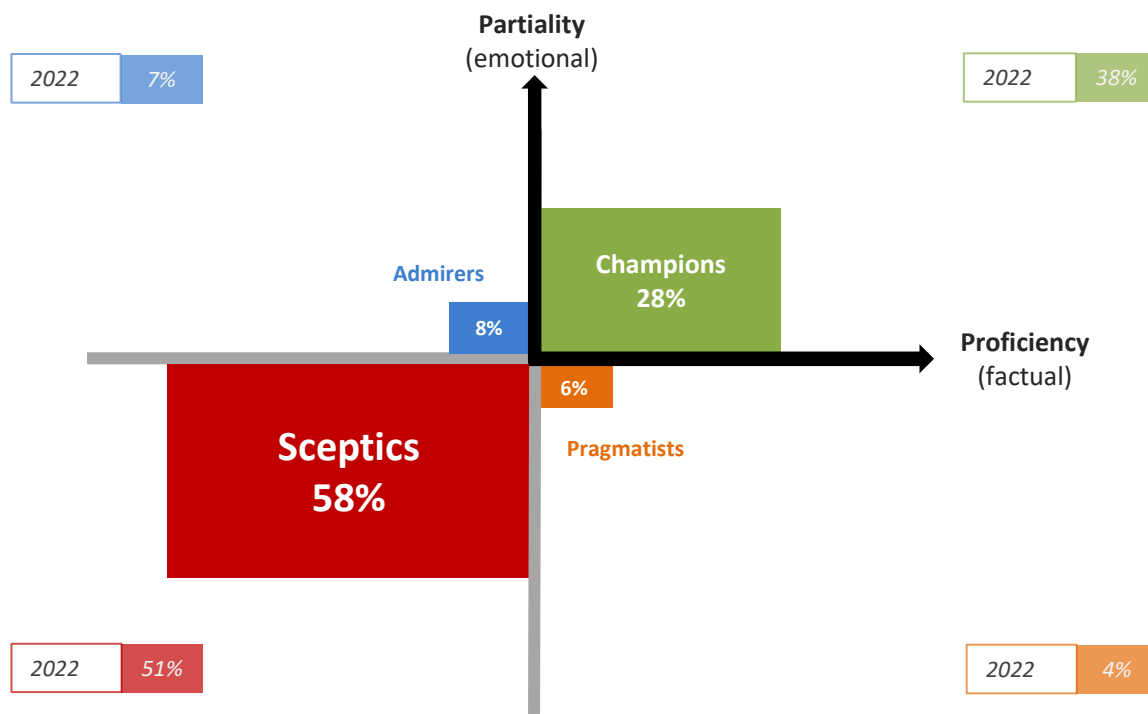
- Sample: 2023 n=770; 2022 n=729; 2021 n=883;
- 18-34 n=130; 35-49 n=155; 50-64 n=240; 65+ n=245;
- Male n=361; Female n=409;
- Māori n=164; All others n=606;
- Dargaville n=310; Otamatea n=197; West Coast Central n=83; Kaiwaka-Mangawhai n=180;
- Excludes don't know response
- REP2_1: So considering, leadership, trust, financial management and quality of services provided, how would you rate Palmerston North City Council for its 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

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

Reputation Profile



- Over one quarter (28%) of residents are categorised as *Champions*, while over half (58%) identified as *Sceptics*, representing a significant increase in this category compared to the previous year.

- A similar percentage of residents from last year are considered *Admirers*. These group of residents have a positive connection to Council but believe performance could be better.

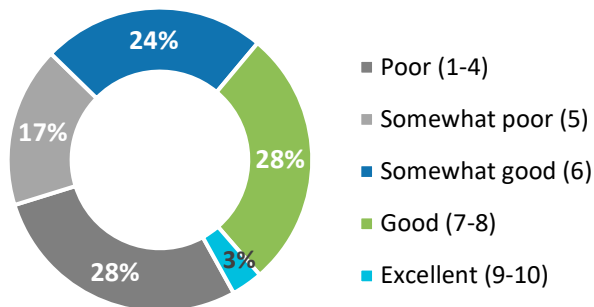
- In Dargaville, there has been a shift among residents, with a decrease of 18% in the number of *Champions*. In contrast, *Sceptics* have experienced a substantial increase of 17%, indicating a notable shift in residents' attitudes.

- Older age groups exhibit stronger emotional connections with the Council compared to younger age groups, with 41% classified as *Champions*.

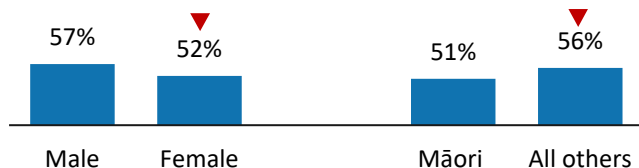
NOTES:

- Sample: 2023 n=770; 2022 n=729; 2021 n=883;
- 18-34 n=130; 35-49 n=155; 50-64 n=240; 65+ n=245;
- Male n=361; Female n=409;
- Māori n=164; All others n=606;
- Dargaville n=310; Otamatea n=197; West Coast Central n=83; Kaiwaka-Mangawhai n=180;
- Less than 5 yrs n=147; 6-10 yrs n= 148; 10+ yrs n= 470;
- Excludes don't know response
- Segments have been determined using the results from a set of five overall level questions
- REP1_1 leadership, REP1_2 trust, REP1_3 financial management, REP1_4 quality of deliverables, REP2_1 overall reputation

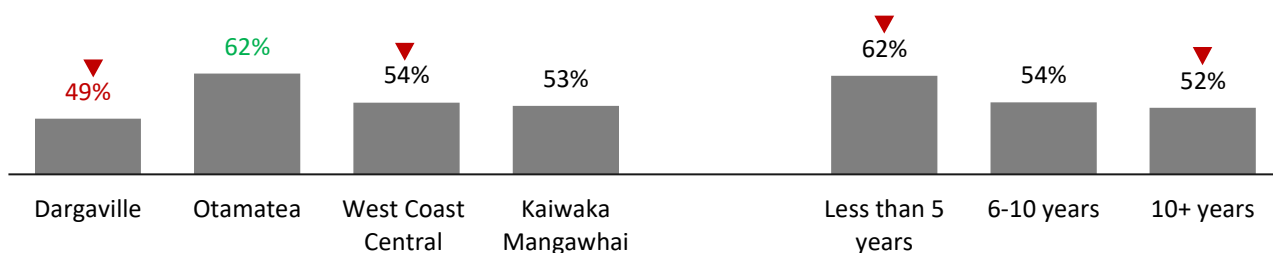
Overall Reputation



- Council's *Reputation* score has significantly decreased by 11 percentage points since the 2022 study.
- Nearly one quarter of residents (24%) have rated the *Overall reputation* of the Council as *Poor* (1-4 out of 10).
- The *Reputation* score has declined across all age groups.



- The perception of the Council's reputation among *Female* residents has experienced a significant decrease, dropping from 70% last year to 52% this year.
- The satisfaction of *Non-Māori* residents with Council's reputation has also experienced a significant decrease year-on-year.



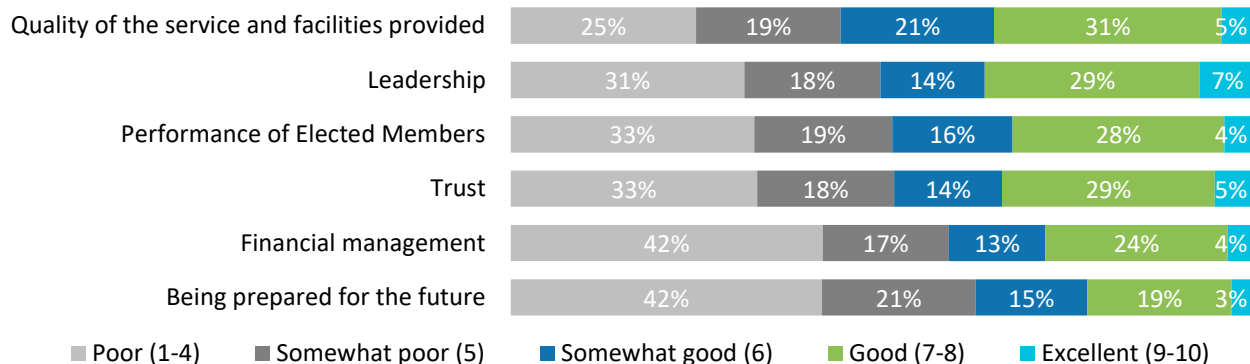
- Residents in *Dargaville* are less likely to rate Council's reputation a *Somewhat good* to *Excellent* (6-10 out of 10).
- Just more than half (52%) of long-term residents in *Kaipara* rated the Council's *Reputation* with a score of 6 to 10 out of 10.

NOTES:

1. Sample: 2023 n=770; 2022 n=729; 2021 n=883;
2. 18-34 n=130; 35-49 n=155; 50-64 n=240; 65+ n=245;
3. Male n=361; Female n=409;
4. Māori n=164; All others n=606;
5. Dargaville n=310; Otamatea n=197; West Coast Central n=83; Kaiwaka-Mangawhai n=180;
6. Less than 5 yrs n=147; 6-10 yrs n= 148; 10+ yrs n= 470;
7. Excludes don't know response
8. Q49A. So, everything considered, leadership, trust, financial management, quality of services provided, and preparing for the future, how would you rate the Kaipara District Council for its overall reputation? n=680

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

Image and Reputation



- All aspects related to *Image and reputation* have significantly declined compared to last year.
- Being prepared for the future* received the lowest rating, with only 38% of respondents rating this aspect as *Somewhat good to Excellent*.

Scores with % 6-10	2023	2022	2021	Māori	All Other
Quality of the services and facilities provided	56% ▼	68%	62%	56%	56% ▼
Leadership	50% ▼	64%	62%	43%	52% ▼
Performance of Elected members	49% ▼	59%	58%	42%	51% ▼
Trust	48% ▼	55% ▲	54%	41% ▲	50% ▼
Financial management	41% ▼	47%	47%	39% ▲	42% ▼
Being prepared for the future	38% ▼	54%	49%	37% ▲	38% ▼

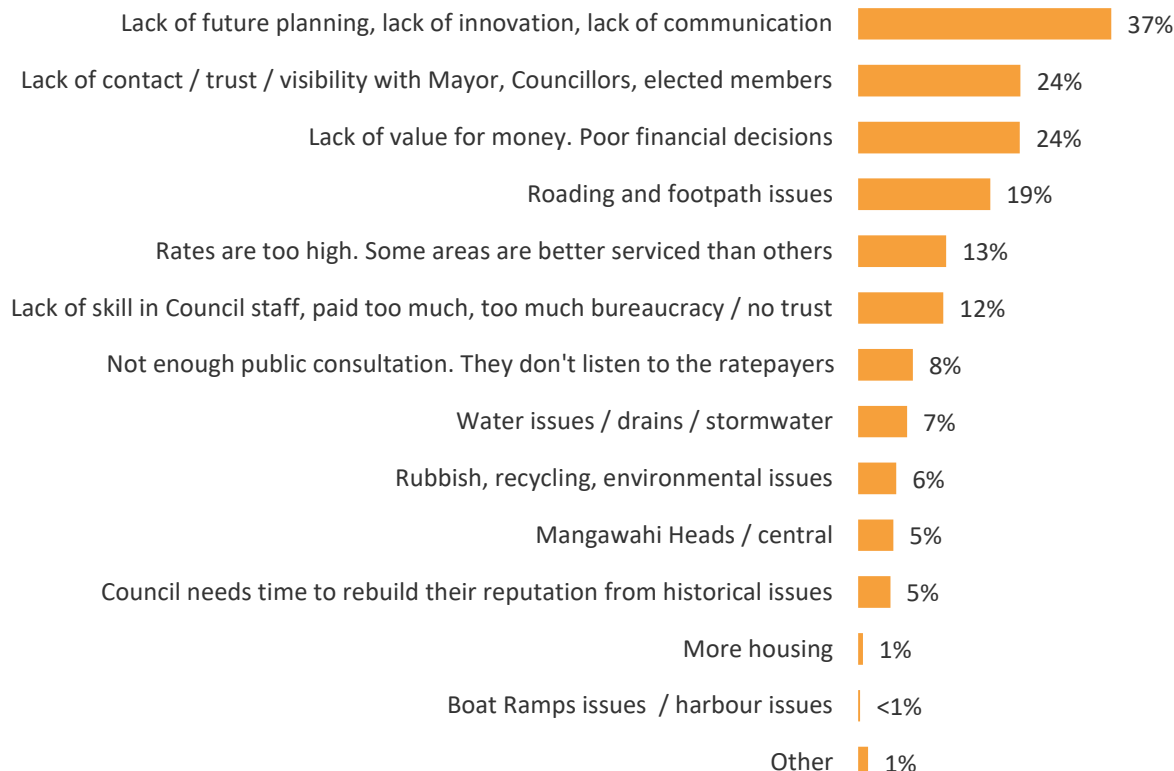
Scores with % 6- 10	Dargaville	Otamatea	West Coast Central	Kaiwaka - Mangawhai
Quality of the services and facilities provided	48% ▼	60% ▼	59% ▼	55%
Leadership	42% ▼	58%	52% ▼	48%
Performance of Elected members	43% ▼	60%	46% ▼	47%
Trust	41% ▼	58%	50%	45%
Financial management	33% ▼	48%	48%	36%
Being prepared for the future	37% ▼	45%	38% ▼	32% ▼

NOTES:

- Sample: 2023 n=770; 2022 n=729; 2021 n=883;
- 18-34 n=130; 35-49 n=155; 50-64 n=240; 65+ n=245;
- Male n=361; Female n=409;
- Māori n=164; All others n=606;
- Dargaville n=310; Otamatea n=197; West Coast Central n=83; Kaiwaka-Mangawhai n=180;
- Less than 5 yrs n=147; 6-10 yrs n= 148; 10+ yrs n= 470;
- Excludes don't know response
- Q48A. How would you rate the Council for being committed to creating a great district, how it promotes economic development, being in touch with the community and setting clear direction – LEADERSHIP
- Q48B. Thinking about how open and transparent Council is, how council can be relief on to act honestly and fairly, and their ability to work in the best interests of the district – FAITH AND TRUST
- Q48C. Now thinking about the Council's financial management – how appropriately it invests in the district, how wisely it spends and avoids waste, and its transparency around spending – FINANCIAL MANAGEMENT
- Q48D. When you think about everything that Council does, how would you rate the Council for the quality of the services and facilities they provide the Kaipara District?
- Q48E. How would you rate the Council for being prepared for the future?
- Q48F. Taking all aspects into account, how would you rate the performance of the Elected Members?

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

Reasons for Low Reputation Ratings



- It didn't seem to me that we have a cohesive plan for our district and future. I think we have opportunities going wasted in our fabulous town. We need the opportunity to develop land, build more houses, and bring people into the district. The area is landlocked with no potential for building and growing the town and economy. It's intensely frustrating.*
- There is a lack of trust due to a lack of transparency, especially because of Mangawhai Central and the hidden agenda to create more infill housing.*
- I hardly ever see any elected members.*
- Councilors are making some very ill-considered decisions led by the mayor. The mayor should not have a casting vote.*
- All the services are getting worse, and the rates are getting higher.*
- We have a mayor who disrespected our Māori culture and hasn't prepared for a state of emergency. We have a new council building because the other one had asbestos but is now being used anyway. It's not a good look.*
- We do not agree with the mayor's stance on Karakia at Council meetings and to the way in which he handled it.*
- I don't feel the council represents my needs as a rural ratepayer. The focus on business, money and reputation is wrong, the focus should be on providing a healthy, safe community.*

NOTES:

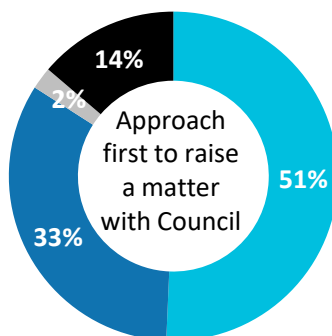
- Sample: 2023 n=770;
- Q49B. If you are dissatisfied with the Kaipara District Council's reputation, i.e., rated them 1 to 5 out of 10, can you tell us why you are not satisfied? n=258



Contact with Council

Contact with Council - Interactions

- The Council offices or staff
- The Council website
- A councillor or elected member
- Don't know

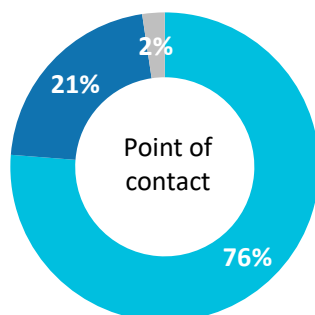


- Slightly more than half of residents (51%) contact *The Council offices or staff* when they have a matter to raise with Council.
- A one-third visit *The Council's website*.
- Over one in ten residents (14%) don't know who they would contact should they need to raise anything to the Council.

- Nearly half of the residents (46%) who contacted Council within the last 12 months contacted them *By phone*.
- *In-person* interaction has significantly declined over the past 12 months (25% from 32%) while there is a gradual increase in contact via *Email* (36% from 33%).

Method of contact	2023	2022
By phone	46%	42%
By e-mail	36%	33%
In person	25% ▼	32%
In writing	6%	4%
Other	7% ▲	3%

- The contact service center
- Other staff member
- An Elected Member



- Similar to the previous year, three quarters of recent interactions with Council was through the *Contact service center* (76%) and *Other staff member* was the first point of contact for a little over one in five residents (21%).
- 2% of recent interactions were with *Elected members*.

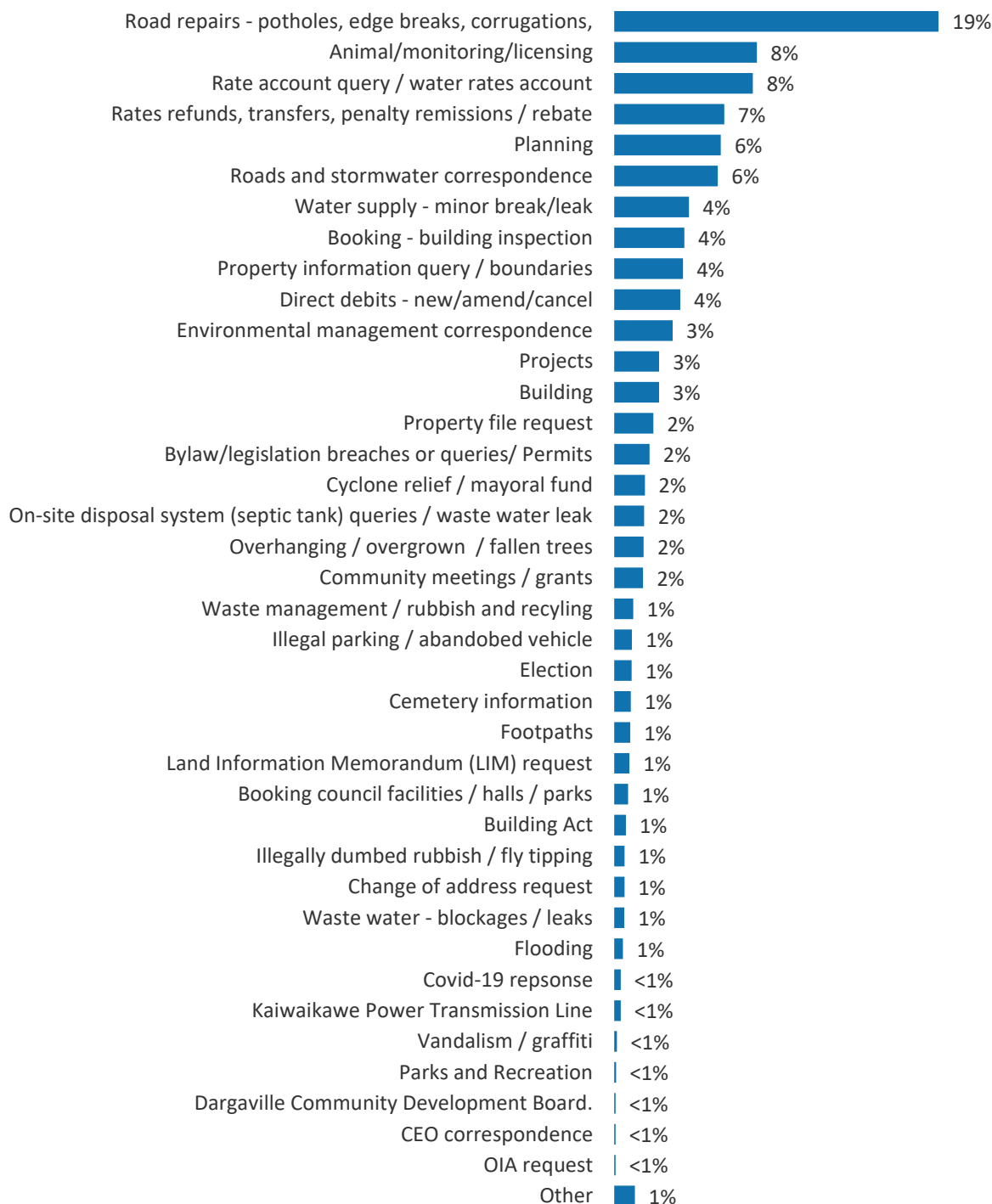
NOTES:

1. Sample: 2023 n=770; 2022 n=729
2. Q6. When you have a matter that you need to raise with Council, who do you approach first?
3. Q7. During the last 12 months, have you contacted the Council office...?
4. Q8. In your most recent interaction with the Council who did you deal with when contacting the Council?

Year-on-year
▲ Significantly higher
▼ Significantly lower

Between demographics
▲ Significantly higher
▼ Significantly lower

Contact with Council - Interactions

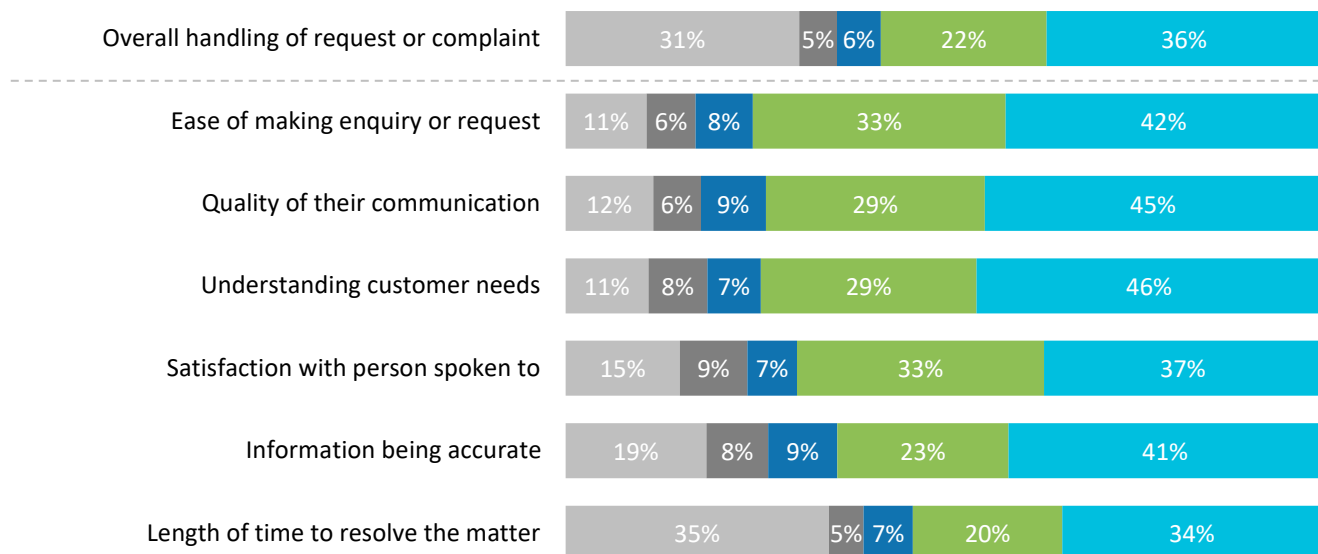


- The most common contact with Council is relating to *Road repairs – potholes, edge breaks, corrugations* (19%).
- *Animal monitoring or licensing* and *Rates / water rates queries* were the second most common reasons for contacting Council (8%).

Notes:

1. Sample: 2023 n=770;
2. Q8A. Thinking about your most recent contact with Council, what did it relate to? n=467

Contact with Council: Satisfaction



■ Very dissatisfied (1-4)
 ■ Somewhat dissatisfied (5)
 ■ Somewhat satisfied (6)
 ■ Satisfied (7-8)
 ■ Very satisfied (9-10)

- The overall satisfaction with *Handling of request or complaint* is consistent year-on-year (64%).
- Māori residents are more likely to be satisfied with all aspects surrounding *Contact with Council*.

Scores with % 6-10	2023	2022	2021	Māori	All Other
Overall handling of request or complaint	64%	64%	68%	71%	62%
Ease of making enquiry or request	83%	82%	86%	91%	81%
Quality of their communication	82%	82%	79%	94%	79%
Understanding customer needs	81%	78%	80%	90%	79%
Satisfaction with person spoken to	76%	77%	78%	90% ▲	73% ▼
Information being accurate	73%	68%	73%	76%	73%
Length of time to resolve the matter	61%	59%	65%	66%	59%

NOTES:

- Sample: 2023 n=770; 2022 n=729; 2021 n=883;
- Māori n=164; All others n=606;
- Excludes don't know response
- Q9A. How would you rate your satisfaction with the Council person you spoke to?
- Q9B. How would you rate their understanding of what you wanted?
- Q9C. How would you rate the quality of their communication
- Q9D. How would you rate your satisfaction with each of the following?

Year-on-year
▲ Significantly higher
▼ Significantly lower

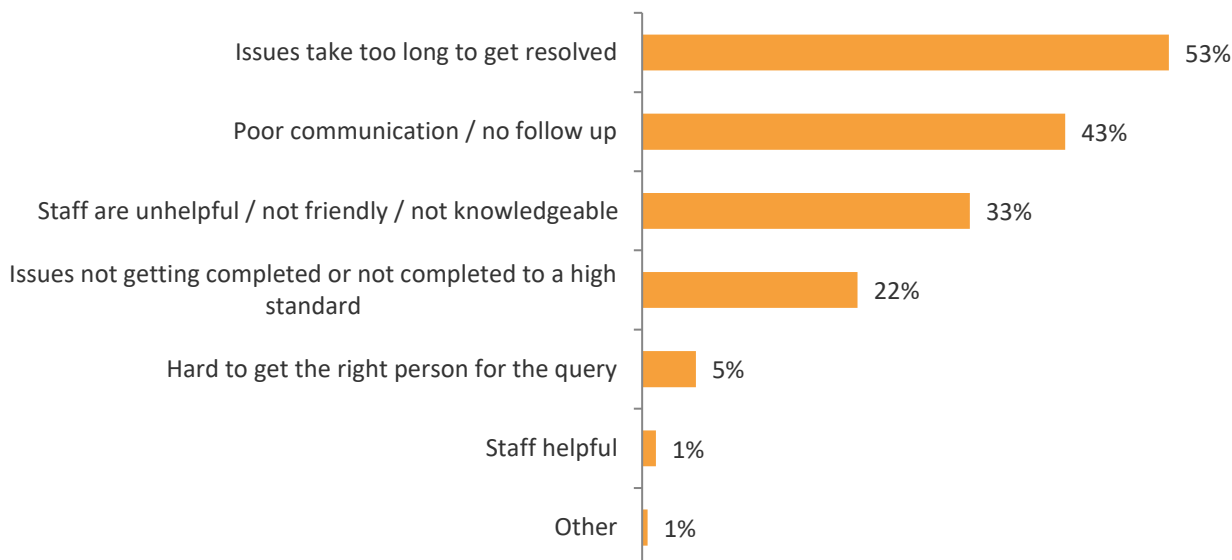
Between demographics
▲ Significantly higher
▼ Significantly lower

Contact with Council: Satisfaction

Scores with % 6-10	Dargaville	Otamatea	West Coast Central	Kaiwaka - Mangawhai
Overall handling of request or complaint	69%	64%	63% ▲	62%
Ease of making enquiry or request	84%	90%	80%	79%
Quality of their communication	82%	84%	82%	80%
Understanding customer needs	82%	83%	77%	83%
Satisfaction with person spoken to	80%	80% ▼	72%	73%
Information being accurate	76%	74%	73%	71%
Length of time to resolve the matter	66%	61%	57% ▲	59%

- The overall satisfaction score of *Handling of request or complaint* is consistent across all areas.
- *Otamatea* residents are more likely to be satisfied with the *Ease of making enquiry or request* (90%).
- The main reasons for those who are dissatisfied with *Contact with Council* were that *Issues take too long to get resolved* (53%) and there is *Poor communication / no follow up* (43%).

Reasons for dissatisfaction



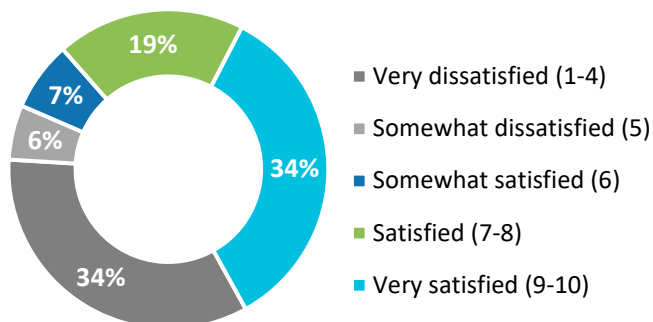
NOTES:

1. Sample: 2023 n=770; 2022 n=729; 2021 n=883;
2. Dargaville n=310; Otamatea n=197; West Coast Central n=83; Kaiwaka-Mangawhai n=180;
3. Excludes don't know response
4. Q9A. How would you rate your satisfaction with the Council person you spoke to?
5. Q9B How would you rate their understanding of what you wanted?
6. Q9C. How would you rate the quality of their communication
7. Q9D. How would you rate your satisfaction with each of the following?
8. Q10. Relating to your recent interaction with Council, if you rated them 1 to 5 out of 10 in Questions 9D1 to 9D4, can you please tell us why? n=175

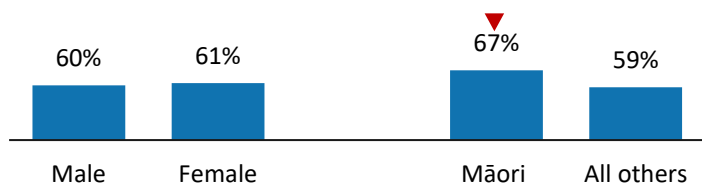
Year-on-year
 ▲ Significantly higher
 ▼ Significantly lower

Between demographics
 ▲ Significantly higher
 ▼ Significantly lower

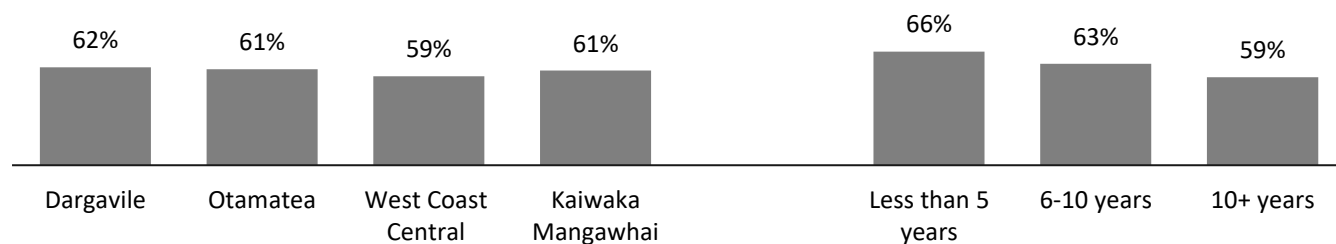
Satisfaction with Outcome



- The satisfaction with *The outcome, that is how well their request or complaint was resolved* among those who contacted the Council in the past 12 months has remained consistent year-on-year (60%).
- Two in five (40%) of those who had contact with Council in the past 12 months were either 'Somewhat' or 'Very' dissatisfied with the outcome.





- Residents who identify as *Māori* were more likely to be satisfied (67%) with the outcome of their request or complaint.





- The satisfaction with *The outcome of complaints or requests* among those who contacted the Council remains consistent across all areas and lengths of stay in the Kaipara District.

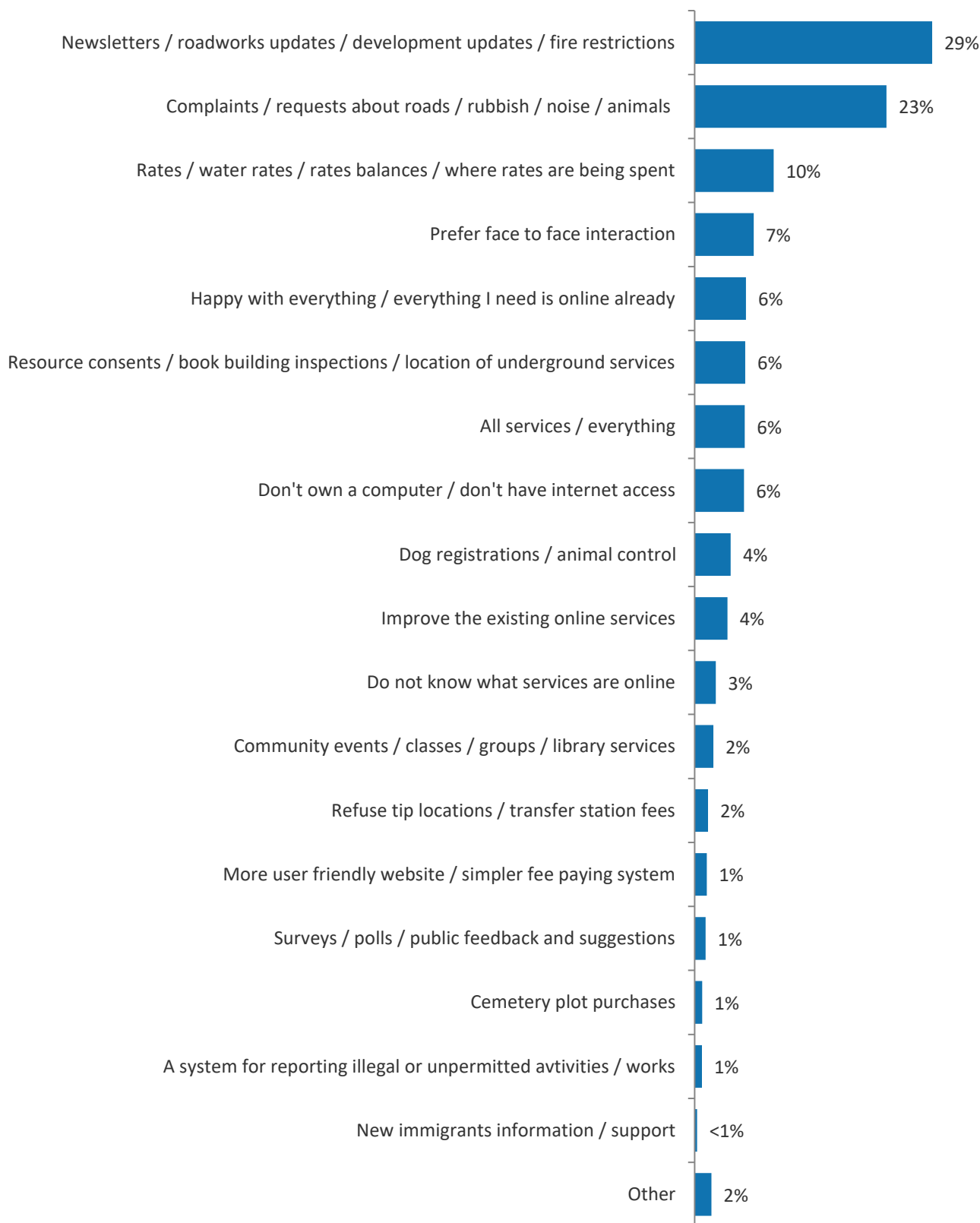
NOTES:

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- Dargaville n=310; Otamatea n=197; West Coast Central n=83; Kaiwaka-Mangawhai n=180;
- Less than 5 yrs n=147; 6-10 yrs n= 148; 10+ yrs n= 470;
- Excludes don't know response
- Q11. And how satisfied were you with the outcome, that is how well your request or complaint was resolved? n=437

Year-on-year
 Significantly higher
 Significantly lower

Between demographics
 Significantly higher
 Significantly lower

Additional online services



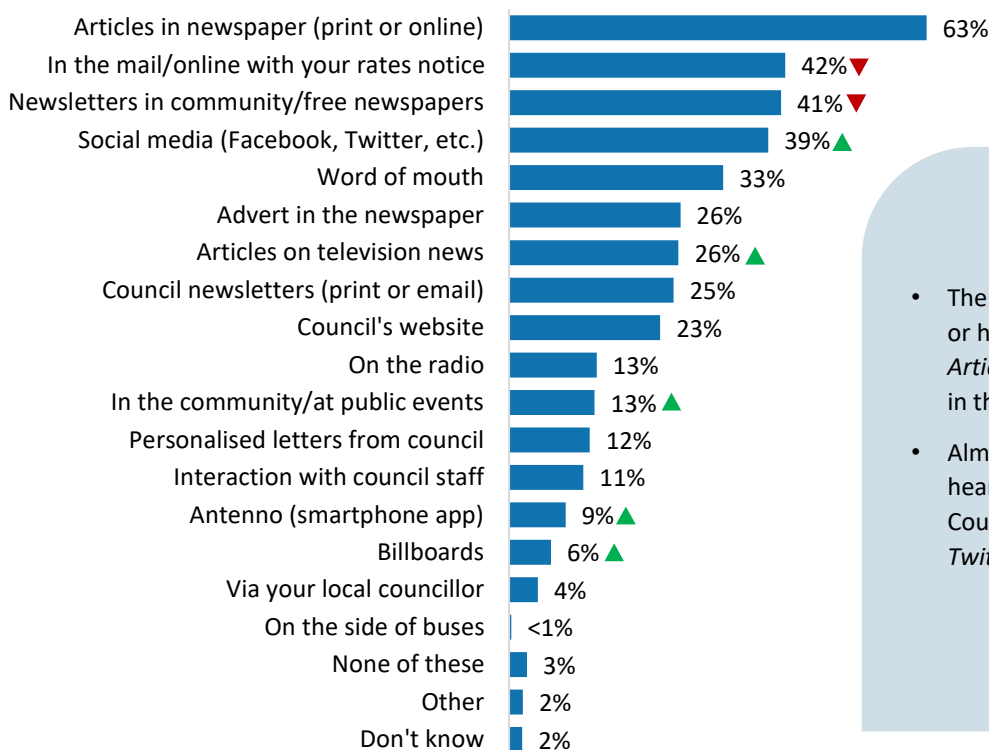
NOTES:

1. Sample: 2023 n=770;
2. COM6: Are there Council services that you would like to be available online? Please provide as much detail as possible. n=148



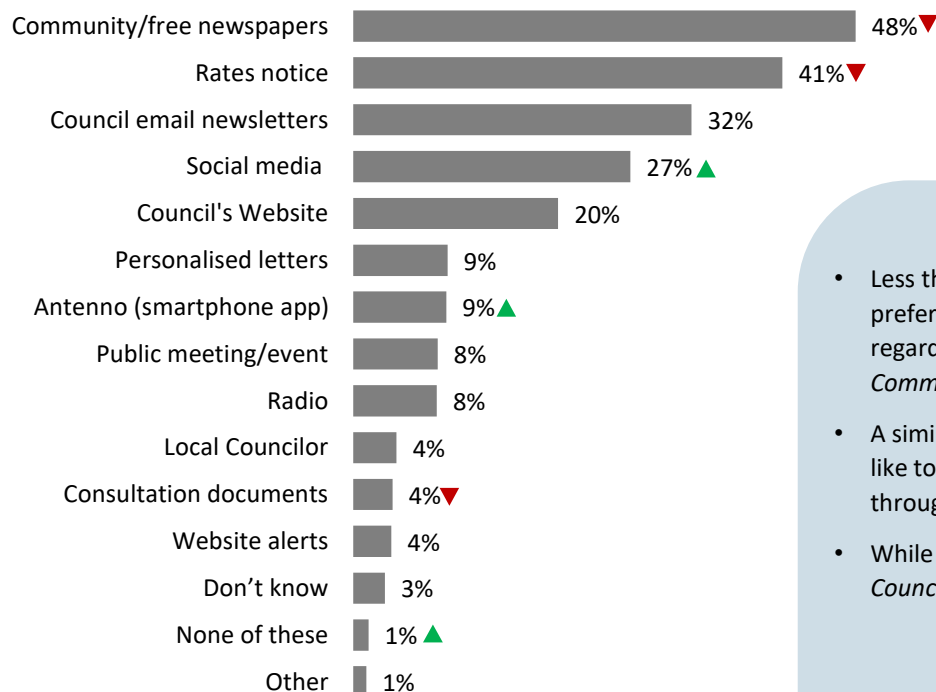
Communication and Public Involvement

Where Residents see and hear about Council



- The majority of residents (63%) saw or heard about the Council through *Articles in newspaper (print or online)* in the last three months.
- Almost four in ten residents (39%) heard or saw something about Council in *Social media (Facebook, Twitter, etc.)*

Preferred way to keep up-to-date with Council activities



- Less than half of respondents (48%) prefer to be kept up to date regarding Council activities via *Community/free newspapers*.
- A similar percentage (41%) would like to read about the Council through a *Rates notice*.
- While 32% would like to receive a *Council email newsletter*.

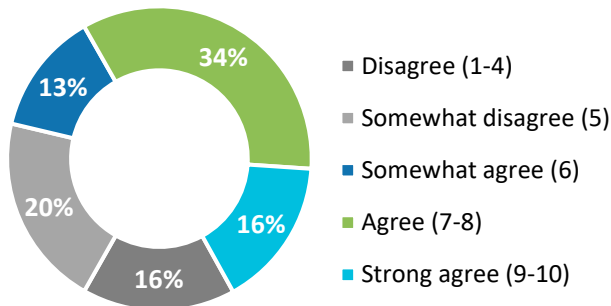
Notes:

1. Sample: 2023 n=770;
2. COM1. In the last 3 months, where have you seen or heard about Kaipara District Council?
3. COM2. What would be your preferred way to keep up-to-date with what Kaipara District Council is doing?

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

Communication Evaluation

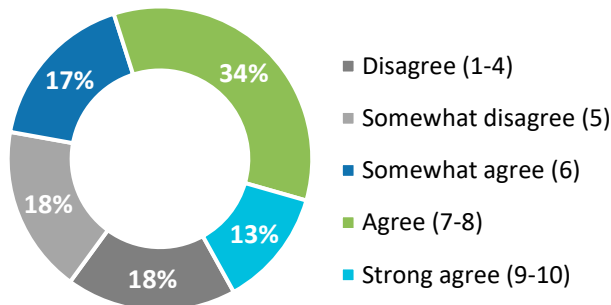
What heard is relevant and interesting



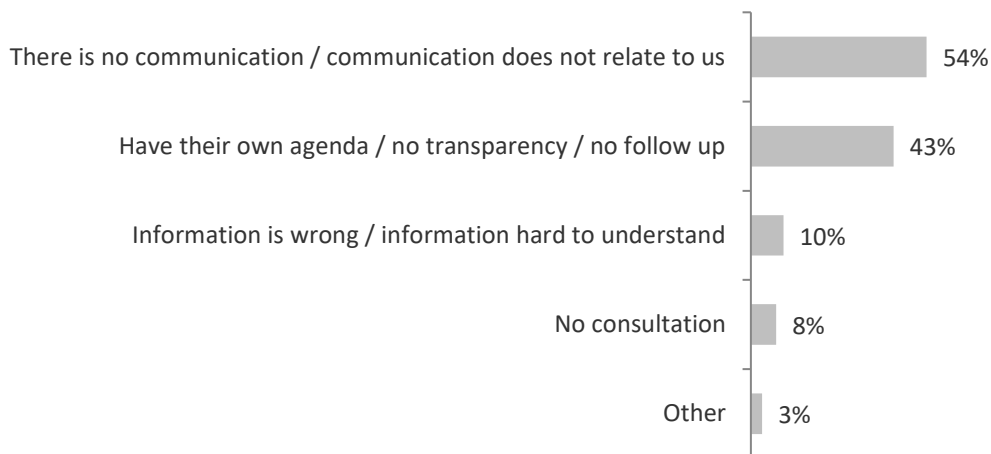
- 63% of residents agreed *What they heard about Council was relevant and interesting* to them (rated 6-10).
- 16% disagreed that *What they heard about Council was relevant and interesting* to them.

Information is clear and easy to understand

- 64% of residents agreed *The information provided by Council was clear and easy to understand* (rated 6-10).
- 18% disagreed *The information provided by Council was clear and easy to understand* (rated 1-5).



Reasons for disagreement



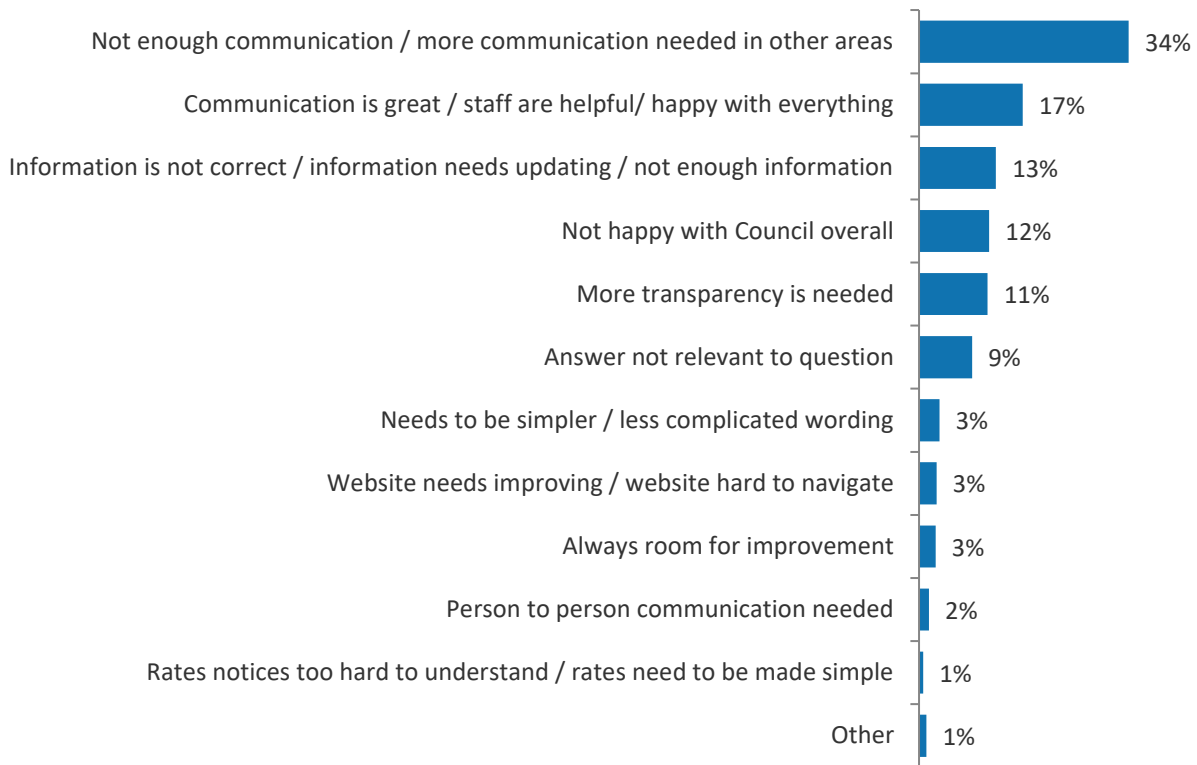
NOTES:

1. Sample: 2023 n=770;
2. COM3. Using a scale of 1 to 10 where 1 means 'strongly disagree' and 10 means 'strongly agree', how much do you agree or disagree with the following statements?
3. COM4. If you have rated 1 or 2 out of 10 in COM3, can you tell us why you strongly disagree with the statements about Council's communications. n=57

Year-on-year
▲ Significantly higher
▼ Significantly lower

Between demographics
▲ Significantly higher
▼ Significantly lower

General comments about Councils Communications



- *More communication.*
- *Phone communication often fails to provide people with the right information.*
- *The Council are not transparent.*
- *I dislike talking to the Mangawhai office via the 0800 phone number when I wish to talk to a real-living person in my local office.*
- *When I submitted my septic tank clean certificate, there was no acknowledgement of this.*
- *Some communication is not clear or well explained, for instance no breakdown of costs on invoices.*
- *Don't make promises you don't intend to keep.*
- *The communications I have recently seen have all been negative about our newly elected Mayor, he has made the "news" for all the wrong reasons.*
- *I would like to see more open disclosure. More accountability to the rate payers.*



- *Communications are reasonably clear.*
- *I'm happy to get what is printed in the local newspapers.*
- *Communication is quite good about general news like rubbish collection.*
- *No concerns, satisfied so far.*
- *They are very helpful.*

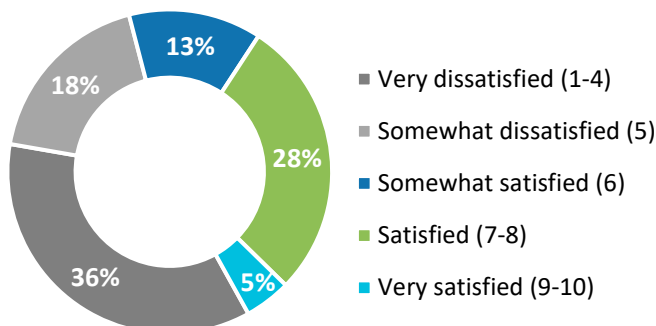
NOTES:

1. Sample: 2023 n=770
2. COM5. Are there any comments that you would like to make about the communications provided by Kaipara District Council? n=189

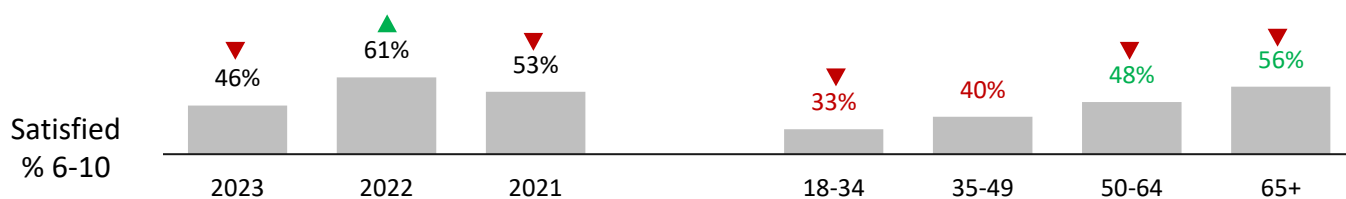
Year-on-year
▲ Significantly higher
▼ Significantly lower

Between demographics
▲ Significantly higher
▼ Significantly lower

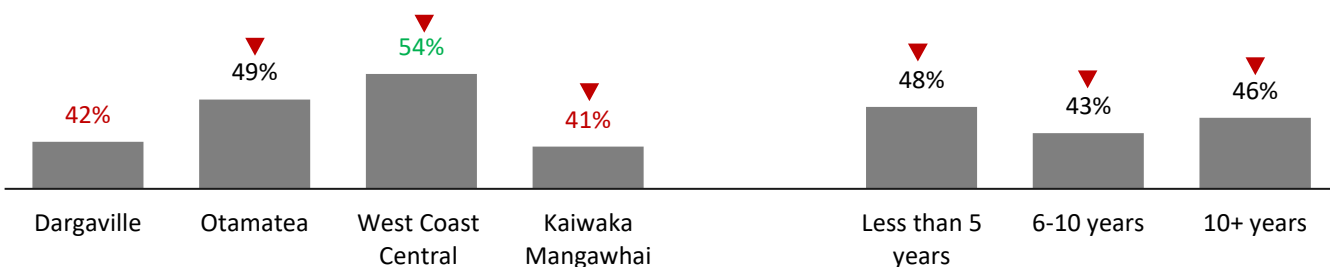
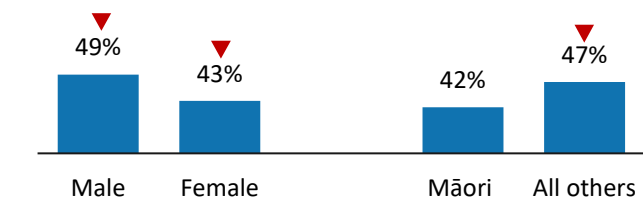
Involvement in Council decision-making



- Satisfaction with *The way Council involves the public in the decisions it makes* has significantly declined since 2022, dropping to 46% from 61%.
- More than a third of residents (36%) were dissatisfied with *The way Council involves the public in the decisions it makes*.
- Residents aged between 50 and 64 years, and 65+, were significantly more likely to be satisfied with *The way Council involves the public in the decisions it makes*.



- The satisfaction levels of both *Male* and *Female* residents, as well as those who identify as *Non-Māori*, have experienced a significant decrease compared to last year.



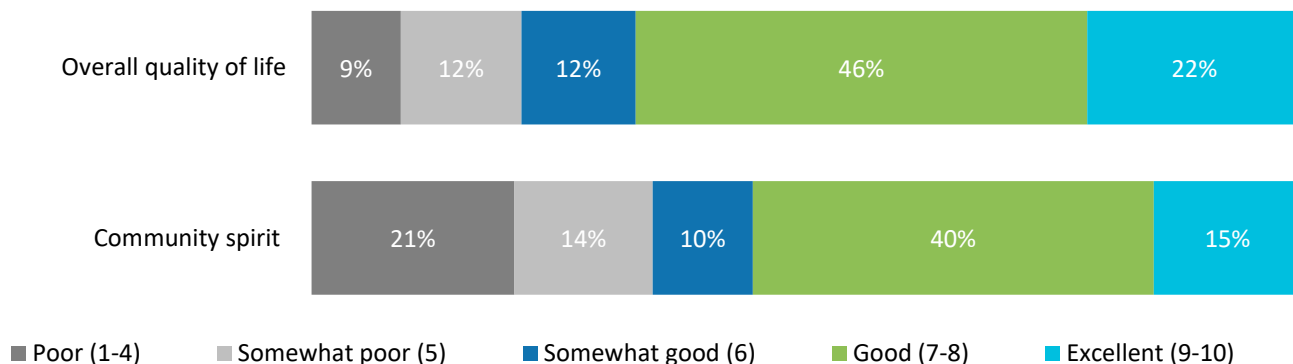
- Residents living in the *West Coast Central* area were significantly more likely to be satisfied with *The way Council involves the public in the decisions it makes* (54%), while residents from *Dargaville* and *Kaiwaka-Mangawhai* were less likely to be satisfied with 42% and 41% respectively.

NOTES:

1. Sample: 2023 n=770; 2022 n=729; 2021 n=883;
2. 18-34 n=130; 35-49 n=155; 50-64 n=240; 65+ n=245;
3. Male n=361; Female n=409;
4. Māori n=164; All others n=606;
5. Dargaville n=310; Otamatea n=197; West Coast Central n=83; Kaiwaka-Mangawhai n=180;
6. Less than 5 yrs n=147; 6-10 yrs n= 148; 10+ yrs n= 470;
7. Excludes don't know response
8. Q43. How satisfied are you with the way Council involves the public in the decisions it makes? n=561

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

Community Spirit and Quality of Life



- Perception of *Quality of life* has dropped significantly by 8 percentage points since last year.
- The *Community spirit* satisfaction score has declined significantly, dropping from 78% in 2022 to 66% in 2023

Scores with % 6-10	2023	2022	2021	Māori	All Other
Quality of Life	79% ▼	87% ▲	83%	74% ▼	80% ▼
Community Spirit	66% ▼	78% ▲	72%	55% ▼	68% ▼

Scores with % 6-10	Dargaville	Otamatea	West Coast Central	Kaiwaka - Mangawhai
Quality of Life	74%	83%	73% ▼	83% ▼
Community Spirit	54%	77%	61% ▼	68% ▼

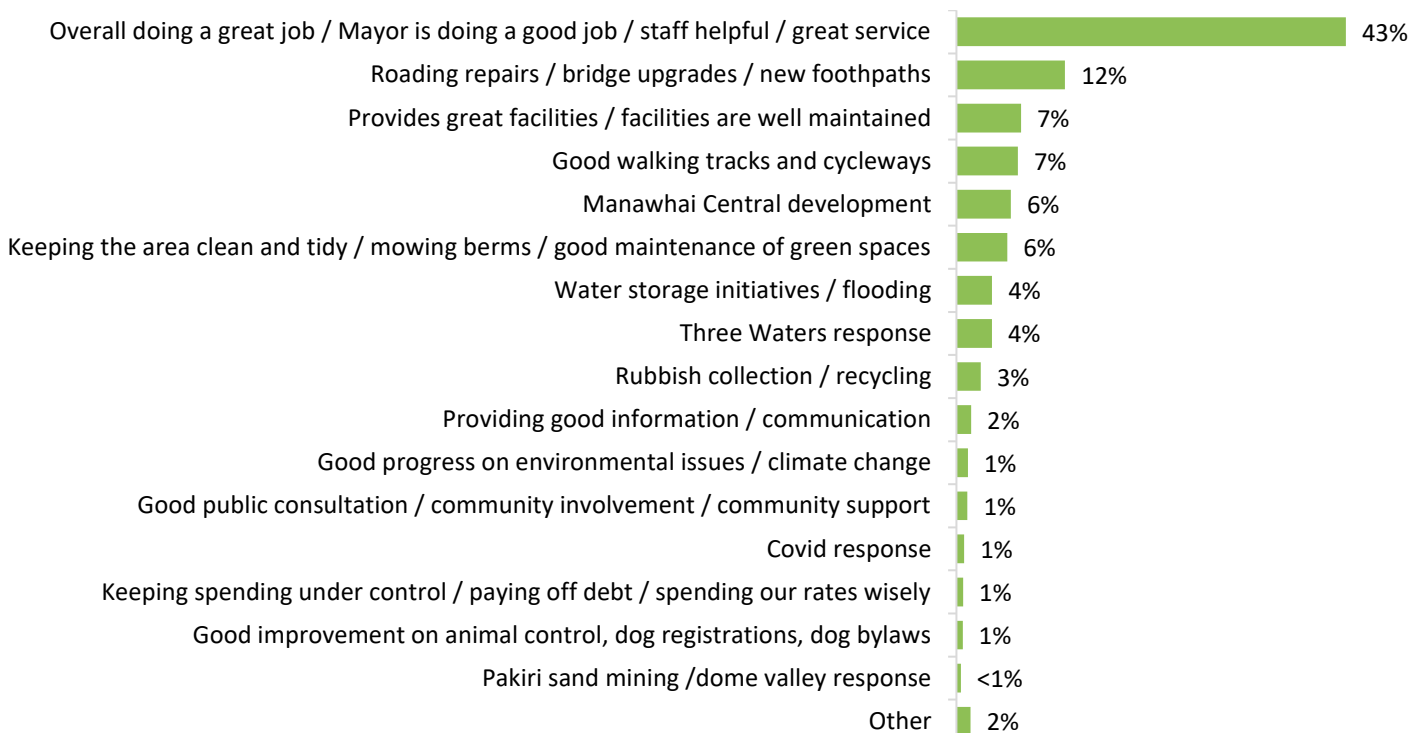
NOTES:

- Sample: 2023 n=770; 2022 n=729; 2021 n=883;
- Māori n=164; All others n=606;
- Dargaville n=310; Otamatea n=197; West Coast Central n=83; Kaiwaka-Mangawhai n=180;
- Excludes don't know response
- Q44. If we thinking of community spirit as being a sense of belonging to a community, where people work together to shape their future, how would you rate the community spirit?
- Q45. Would you say, that overall, the quality of life in the Kaipara District is...?

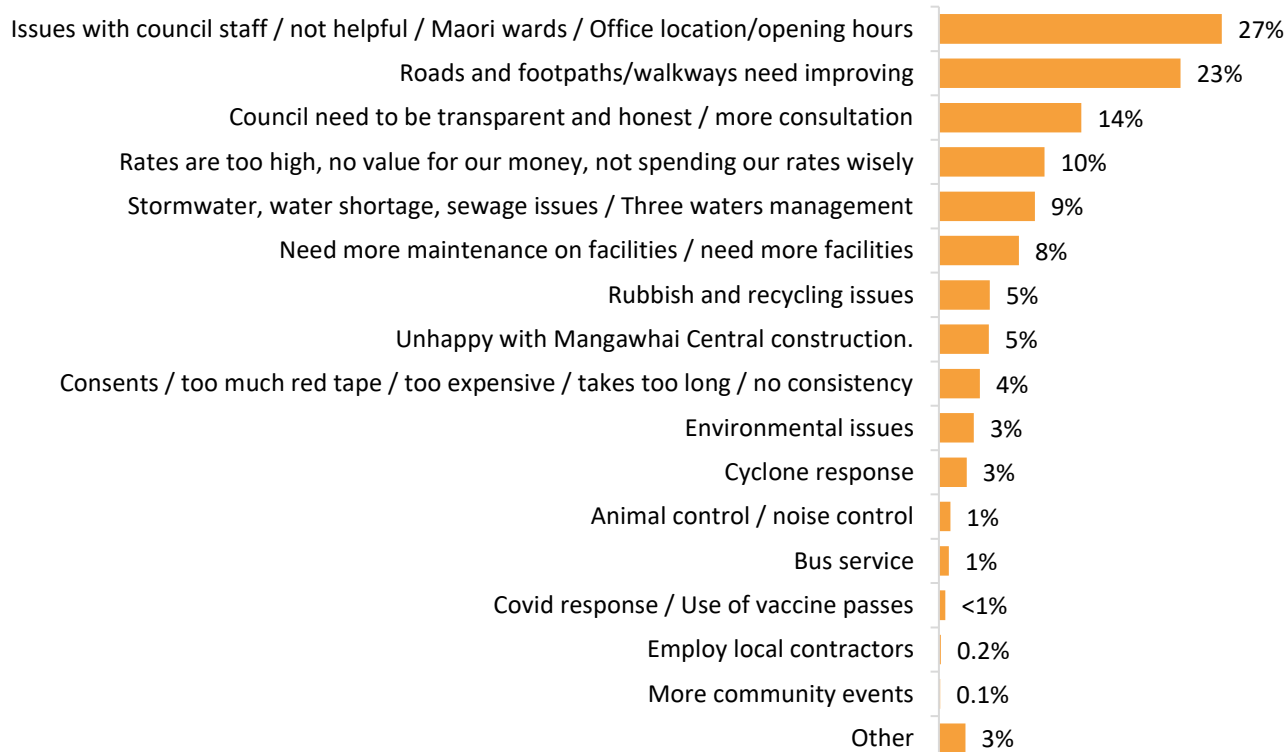
Year-on-year
 ▲ Significantly higher
 ▼ Significantly lower

Between demographics
 Significantly higher
 Significantly lower

Aspects liked or approved of



Aspects disliked or disapproved of



Notes:

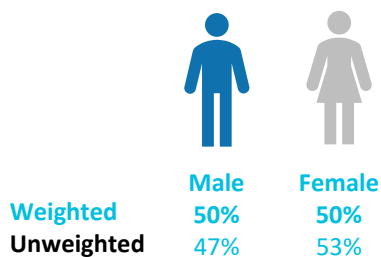
1. Sample: 2023 n=770
2. Q47A. Is there any ONE thing about the Council's actions, decisions or management in the last few months, that comes to mind as something you do like or approve of? n=213
3. Q46A. Is there any ONE thing that comes to mind with regard to the Council's actions, decisions or management in the last few months, that you dislike or disapprove of? n=375



Sample profile

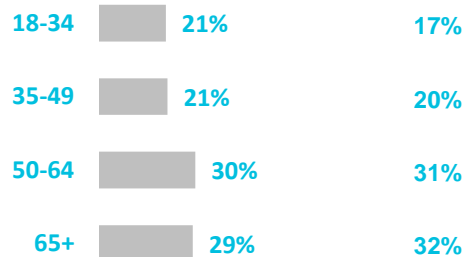
Demographics

Gender



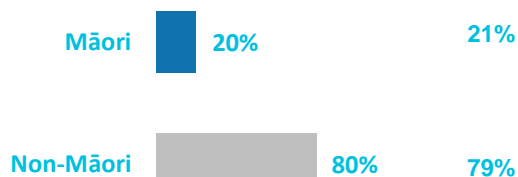
Age (weighted)

Unweighted



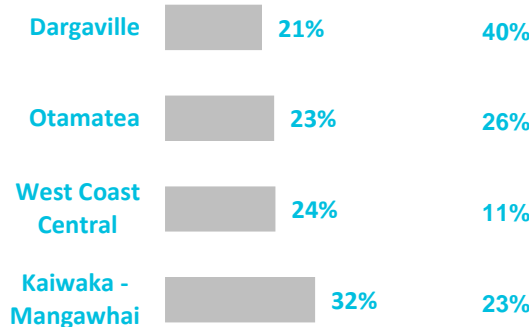
Ethnicity (weighted)

Unweighted



Ward (weighted)

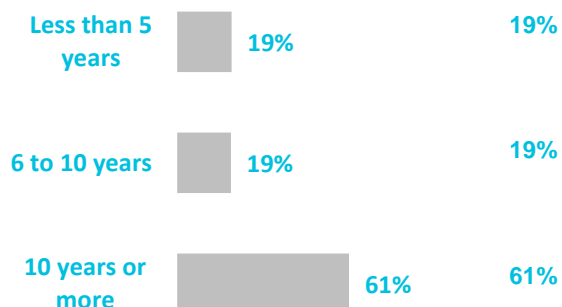
Unweighted



*Multiple response

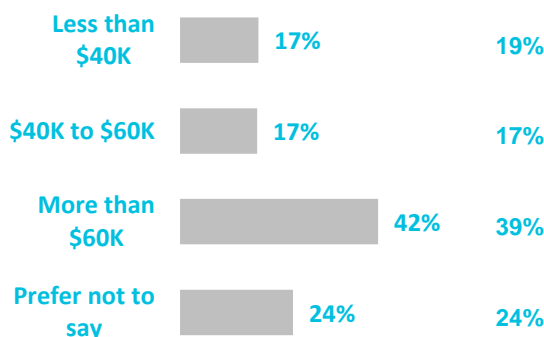
How long lived in Kaipara District (weighted)

Unweighted

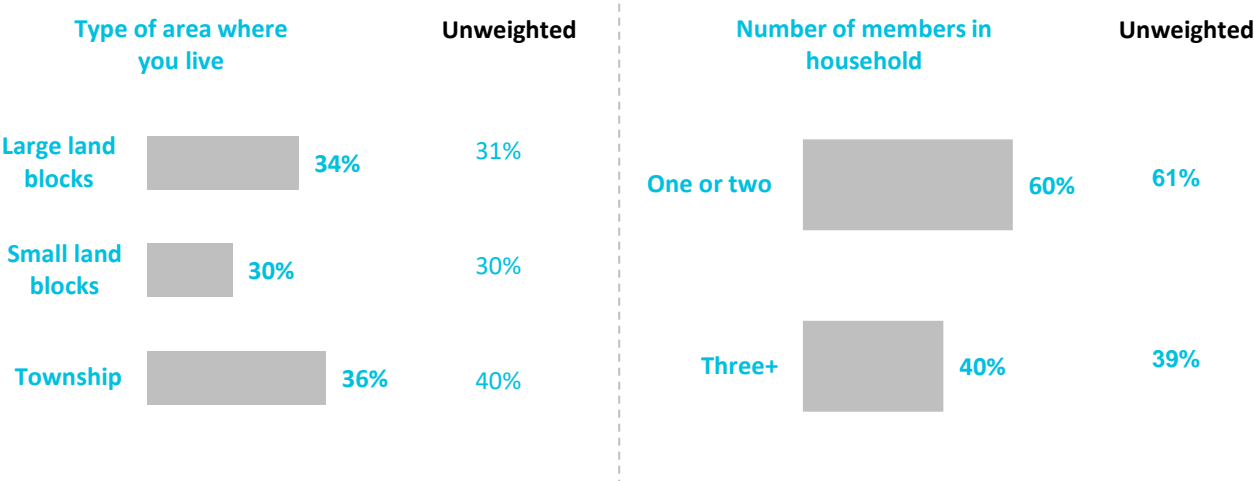


Household earnings

Unweighted



Demographics



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