



Kaipara District Council Annual Residents' Survey 2021/2022

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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=729 was achieved with data collected over three periods; from 19 October to 18 November 2021, 26 February to 22 March 2022 and 3 May to 13 June 2022. To maximise the sample and minimise margin of error additional n=50 interview were conducted via telephone between 9 and 13 June 2022.
- 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

2022 has been a challenging year for most territorial authorities. For Kaipara District Council there are several points that need to be taken into consideration when viewing the results:

1. The omicron outbreak has impacted Council’s services across the city. Staff shortages that affected both Council staff and contractors, affected areas that include, but not limited to response to requests (e.g. enquiries, animal control and others), roading and rubbish collection.
2. Vaccine mandates and different alert level / traffic lights system that limited residents using some of the Council’s services and facilities.
3. Use of facilities services was restricted by the alert levels / traffic light system / gathering numbers.

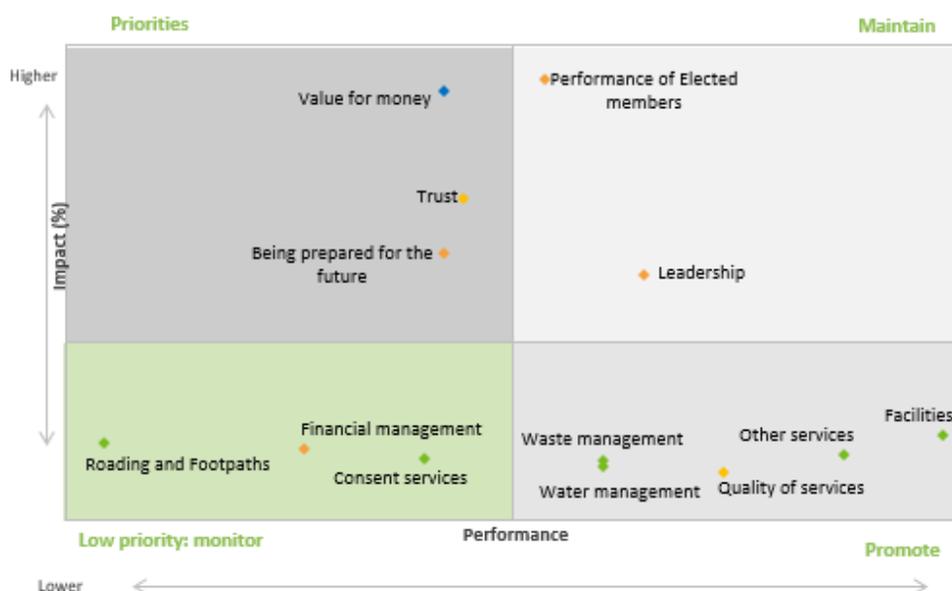
2022’s report shows a lot of positive trends across the board, *Overall satisfaction, Value for money, Overall reputation and Overall facilities and infrastructure* are all up year-on-year. However, with the highest amongst these measures (Overall satisfaction) scoring a 66% satisfied result there is still room for improvement across these metrics.

Two-thirds of residents (66%) were satisfied with Council overall. Perceptions of Council’s performance were impacted greatly by ratepayers’ perceptions on whether they receive value for money given the rates spent. 54% of ratepayers were satisfied that this was the case up 4% against 2021, *Image and reputation* also remained a strong driver of *Overall Performance* from 2021 however we have seen a shift in perceived importance with an increase in both *Leadership* and *Performance of elected members*, we see this increased importance to the Kaipara residents both through our data analysis and the sentiment in the verbatim comments and monitoring these aspects will be important for future satisfaction results.

Kaipara District Council’s *Overall reputation* had a slight decrease from 2021 and remains ‘poor’ (benchmark of 57) the Council’s Financial Management remains at 2021’s low 47%, the level of Trust residents placed in Council, the *Performance of elected members* and *Leadership* have all slightly increased (55%, 59%, 64%) and the *Quality of services and facilities* has had a significant increase to 68%. Despite these increases a shift in perceived importance primarily from the higher scoring other facilities into lower scoring metrics resulted in a one-point benchmark decrease.

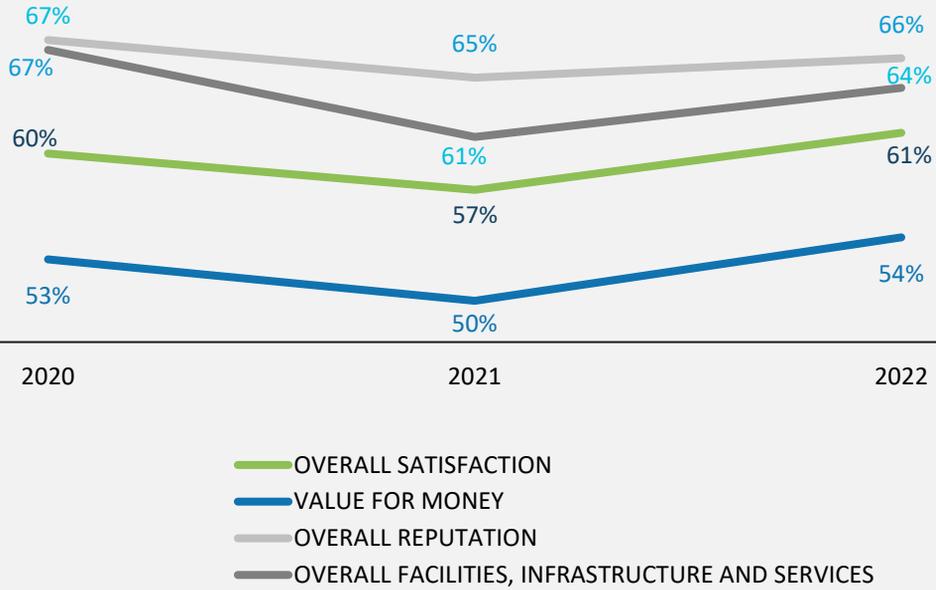
Satisfaction with the way council involves the public in the decisions it makes significantly improved year-on-year (53% 2021, 61% 2022) as did the perceptions of the quality of life in the Kaipara District (87%) and community spirit (78%).

Satisfaction levels increased slightly across the board in the core service deliverable areas.

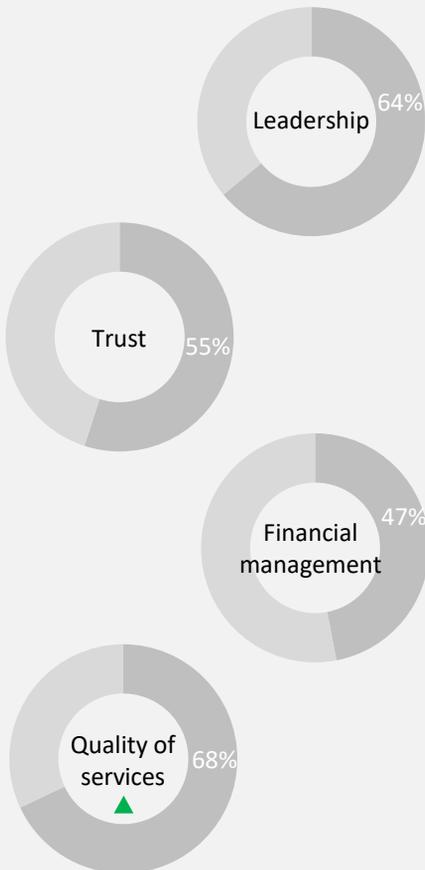


Summary of Key performance indicators

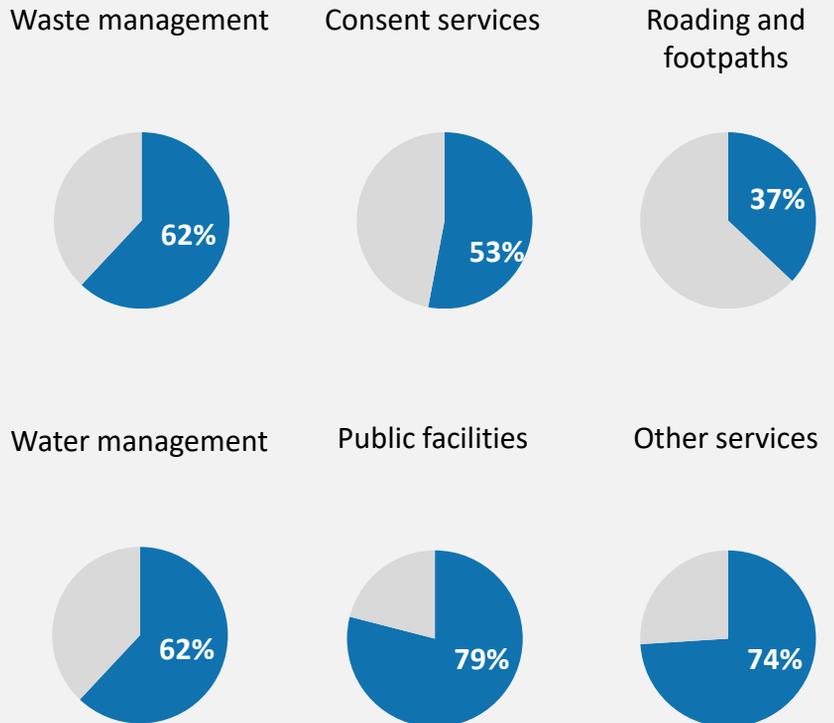
OVERALL MEASURES



REPUTATION



SERVICES AND FACILITIES



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 (2022-2021)	Percentage of respondents satisfied, or very satisfied		
			2022	2021	2020
@25B	Satisfaction with the resource consent process	18%	66%	48%	26%
@36B	Council's response regarding your questions around animal management	13%	57%	44%	41%
@26	Consent services overall	11%	53%	42%	48%
@17A	Satisfaction with public toilets	10%	81%	71%	78%
@37	Satisfaction with Council's approach to food safety and alcohol licensing regulations	9%	86%	77%	84%
@41_3	Invoicing is clear & correct	9%	83%	74%	82%
@19B	Satisfaction with Council's water supply to your house	8%	74%	66%	81%
@43	Council involves the public in the decisions it makes	8%	61%	53%	62%
@27_6	How the Council Road network provides you with access to services and destinations all year round	7%	63%	56%	59%
@34B	Animal management (dogs or stock control)	7%	62%	55%	56%
@30B_1	The refuse bag collection service	6%	76%	70%	76%
@44	The community spirit	6%	78%	72%	78%
@48D	The quality of the services and facilities Council provide the Kaipara District	6%	68%	62%	64%
@23_1	Overall water management	5%	62%	57%	58%
@48E	Council for being prepared for the future	5%	54%	49%	53%
@27_2	The ride quality of Council's unsealed roads	5%	21%	16%	16%
@41_1	Annual property rates are fair & reasonable	5%	44%	39%	48%
@34A	Litter and graffiti control	5%	69%	64%	69%
@41_4	Payment arrangements are fair & reasonable	5%	86%	81%	81%
COM3_2	The information provided by Council is clear and easy to understand	4%	67%	63%	0%
@18	Overall facilities	4%	79%	75%	79%
@27_3	The standard of signage on Council's unsealed roads	4%	53%	49%	54%
@42A	Overall value for money	4%	54%	50%	53%
@45	The quality of life in the Kaipara District	4%	87%	83%	90%
@50	Overall performance	4%	61%	57%	60%
@29	Overall roading and footpaths	4%	37%	33%	40%

NOTES:

1. Sample: 2022 n=729; 2021 n=883; 2020 n= 825;
2. *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 (2022-2021)	Percentage of respondents satisfied, or very satisfied		
			2022	2021	2020
@30B_2	Council's recycling services	4%	50%	46%	47%
@14	Satisfaction with the District libraries (including Dargaville library)	4%	83%	79%	78%
@21B	Satisfaction with Council's sewerage system	4%	83%	79%	84%
COM3_1	What I hear about Council is relevant or interesting to me	3%	68%	65%	-
@33	Overall waste management	3%	62%	59%	61%
@38	Satisfaction with OTHER services overall	3%	74%	71%	70%
@39	Overall core service deliverables	3%	64%	61%	67%
@9C	The quality of Council's communication	3%	82%	79%	85%
@48A	Council for its leadership	2%	64%	62%	66%
@27_1	The ride quality of the Council's sealed roads	2%	36%	34%	35%
@20B	Satisfaction with Council's stormwater collection	1%	75%	74%	73%
@27_4	The standard of signage and road markings on Council's sealed roads	1%	65%	64%	67%
@48B	Faith and trust in Council	1%	55%	54%	61%
@48F	Performance of the Elected Members	1%	59%	58%	67%
@49A	Overall reputation	1%	66%	65%	67%
@55A	Customer experience with Council-owned campgrounds in the District	-	76%	-	-
@56	Overall quality of your life	-	93%	-	-
@57_1	You are confident that the District is going in the right direction	-	63%	-	-
@16A	Local parks, reserves or sports fields	0%	86%	86%	82%
@24B	Satisfied with the building consent process	0%	56%	56%	53%
@48C	Financial management	0%	47%	47%	54%
@9A	Satisfaction with the Council person you spoke to	-1%	77%	78%	84%
@41_2	Water rates are fair & reasonable	-1%	35%	36%	38%
@9B	Council's understanding of what you wanted	-2%	78%	80%	86%
@9D_1	How easy it was to make your enquiry or request	-4%	82%	86%	-
@9D_4	How well Council handled request or complaint	-4%	64%	68%	-

NOTES:

1. Sample: 2022 n=729; 2021 n=883; 2020 n= 825;
2. *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 (2022-2021)	Percentage of respondents satisfied, or very satisfied		
			2022	2021	2020
Q11	Satisfaction with how well request or complaint was resolved	-4%	62%	66%	71%
@9D_3	The information provided being accurate	-5%	68%	73%	-
@9D_2	How long it took to resolve the matter	-6%	59%	65%	-
@24D	Council's response to your request for service for building related matter	-21%	36%	57%	55%
@22B	Council's response to this requests	-24%	44%	68%	61%

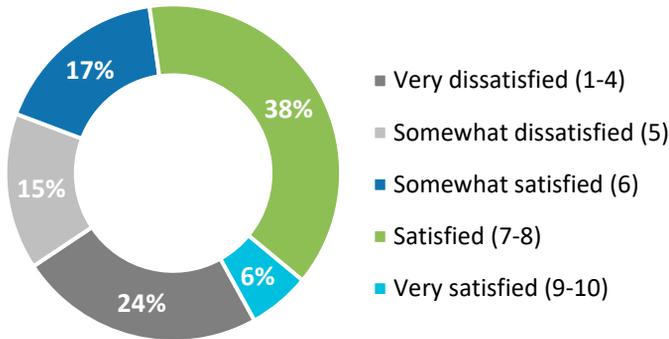
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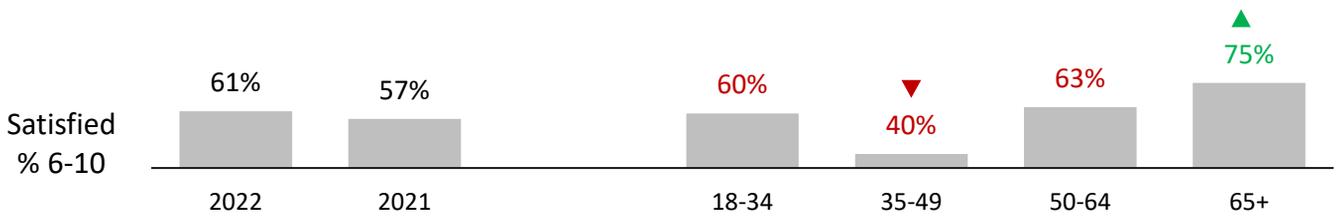


Overall Satisfaction with Council

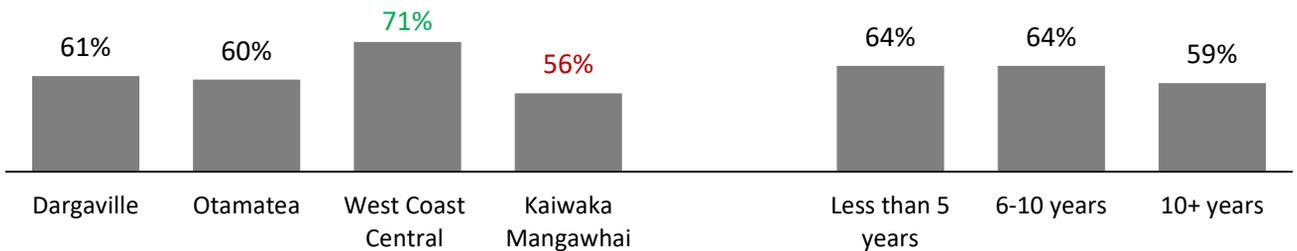
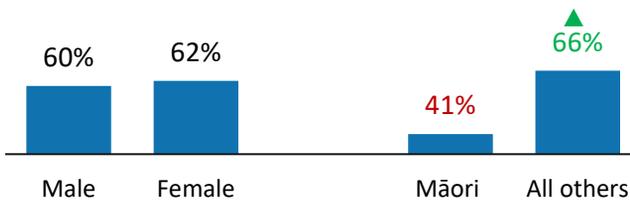
Overall Performance



- Overall satisfaction with Kaipara District Council has slightly increased compared with 12 months ago.
- Less than a quarter of residents (24%) are dissatisfied when they think about Council overall, their image and reputation, the services and facilities they provide and the rates and fees that they pay.



- Residents aged 65 and older are more likely to be satisfied with Council overall (75%) which is a 10% increase year on year.
- However, perception of Council has significantly shifted for those residents aged between 35 and 49 with a 12% decrease year on year.



- Non-Māori residents are significantly more satisfied with Council's performance compared to those who identify as Māori.
- Residents from West Coast Central are more likely to be satisfied with Council all things considered, while those living in Kaiwaka-Mangawhai were less likely to be satisfied.

NOTES:

1. Sample: 2022 n=729; 2021 n=883;
2. 18-34 n=45; 35-49 n=58; 50-64 n=129; 65=497;
3. Male n=349; Female n=380;
4. Māori n=67; All others n=662;
5. Dargaville n=238; Otamatea n=133; West Coast Central n=35; Kaiwaka-Mangawhai n=323;
6. Less than 5 yrs n=183; 6-10 yrs n= 180; 10+ yrs n= 362;
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=662

Year-on-year
▲ Significantly higher
▼ Significantly lower

Between demographics
▲ Significantly higher
▼ Significantly lower

General comments



- Roads are littered with rubbish and I feel there needs to be more signs reminding people not to litter. Provide more rubbish bins around the district.
- My personal opinion is Council needs to step up in the upkeep of Mangawhai. There is no roadside maintenance done, if so, very seldom.
- It would be nice to see elected members get out from behind desks and talk with people on the street on a regular basis.
- Infrastructure and services should be highest priority before growing the population and not rating the ratepayer for it but subject it to the developers.
- I am not happy about how growth is being handled. The lack of infrastructure in place before development is approved.
- Tell Council staff and elected members to be truthful and follow up on requests the stock answer is "I will get somebody to contact you about this." Just as well I did not hold my breath as this hardly ever happens.

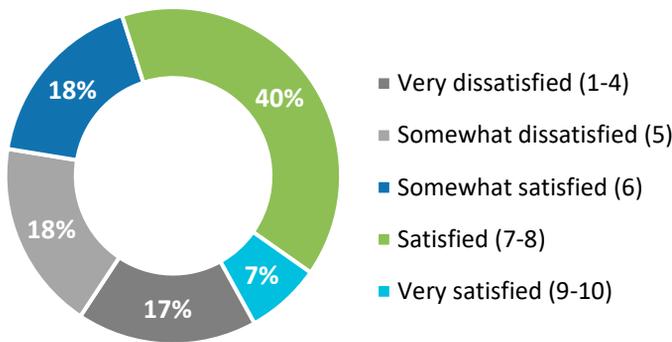


- I like Dargaville and I think the District Council are doing a good job. Keeps everybody happy and the facilities are great. Kids playground, new sports field and swimming pool. Keep up the good work.
- Overall, I'm reasonably happy with our Council/community and our Kaipara way of life and I have definitely seen many infrastructure improvements over the last twenty plus years. So, we are heading in the right direction.
- Thanks for the opportunity to make a comment. If I were more engaged in Council decisions, I would have been more appreciative, I'm sure, to have the opportunity to feedback. Lovely to see a Council interested in gaining reflections and feedback from its local community. Best of luck.
- It is a great place to live, and I am using services based in Dargaville more often. Paparoa is almost dead and Mangawhai needs a decent cafe and restaurant.

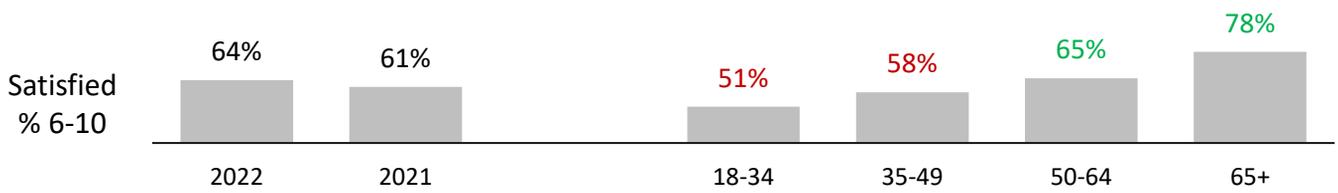
NOTES:

1. Sample: 2022 n=729;
2. Q54. Finally, are there any comments or feedback that you would like to make? n=233

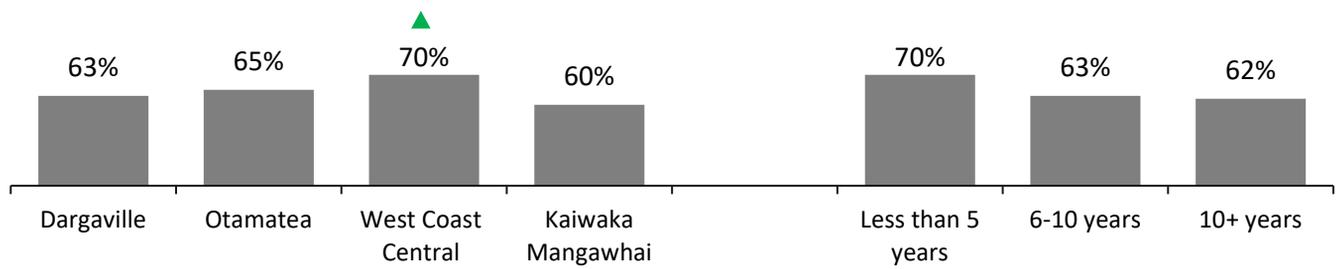
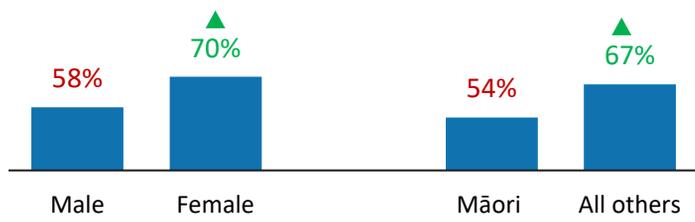
Overall Core Service Deliverables



- Overall satisfaction with the core service deliverables remains at the same level with 2021 results with around three in five residents satisfied (64%).
- Around one in five residents (17%) were very dissatisfied with the core service delivery provided by Council.



- The satisfaction levels with Overall satisfaction with core service deliverables increases with age.
- Overall satisfaction with core service deliverables has increased year on year among female and non-Māori residents.



- Perception has significantly shifted among residents from West Coast Central compared with the previous reporting period (+12%).

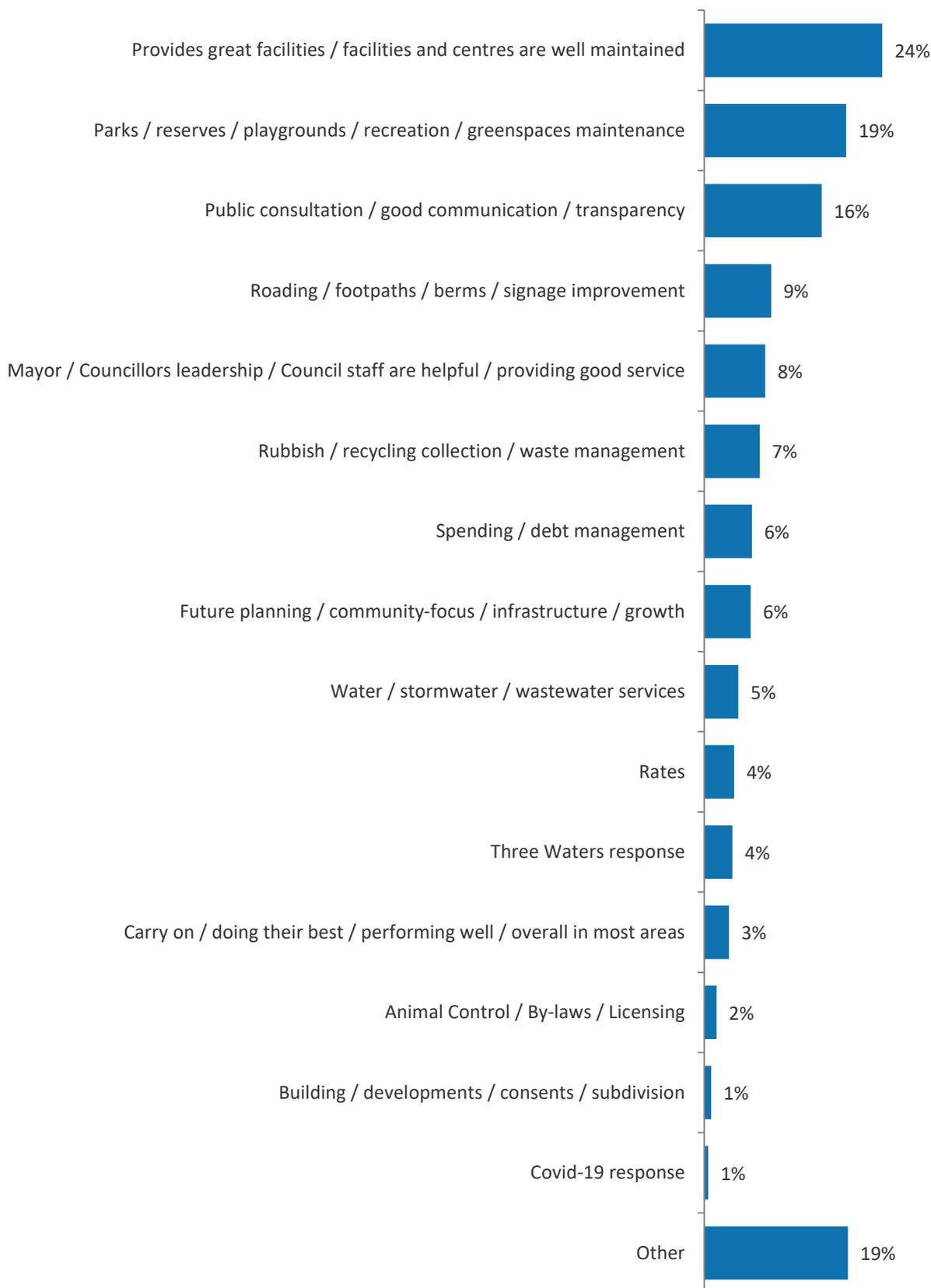
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- Dargaville n=238; Otamatea n=133; West Coast Central n=35; Kaiwaka-Mangawhai n=323;
- Less than 5 yrs n=183; 6-10 yrs n= 180; 10+ yrs n= 362;
- Excludes don't know response
- Q39 Now thinking about ALL THE SERVICES of the Kaipara District Council 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=684

Year-on-year
▲ Significantly higher
▼ Significantly lower

Between demographics
▲ Significantly higher
▼ Significantly lower

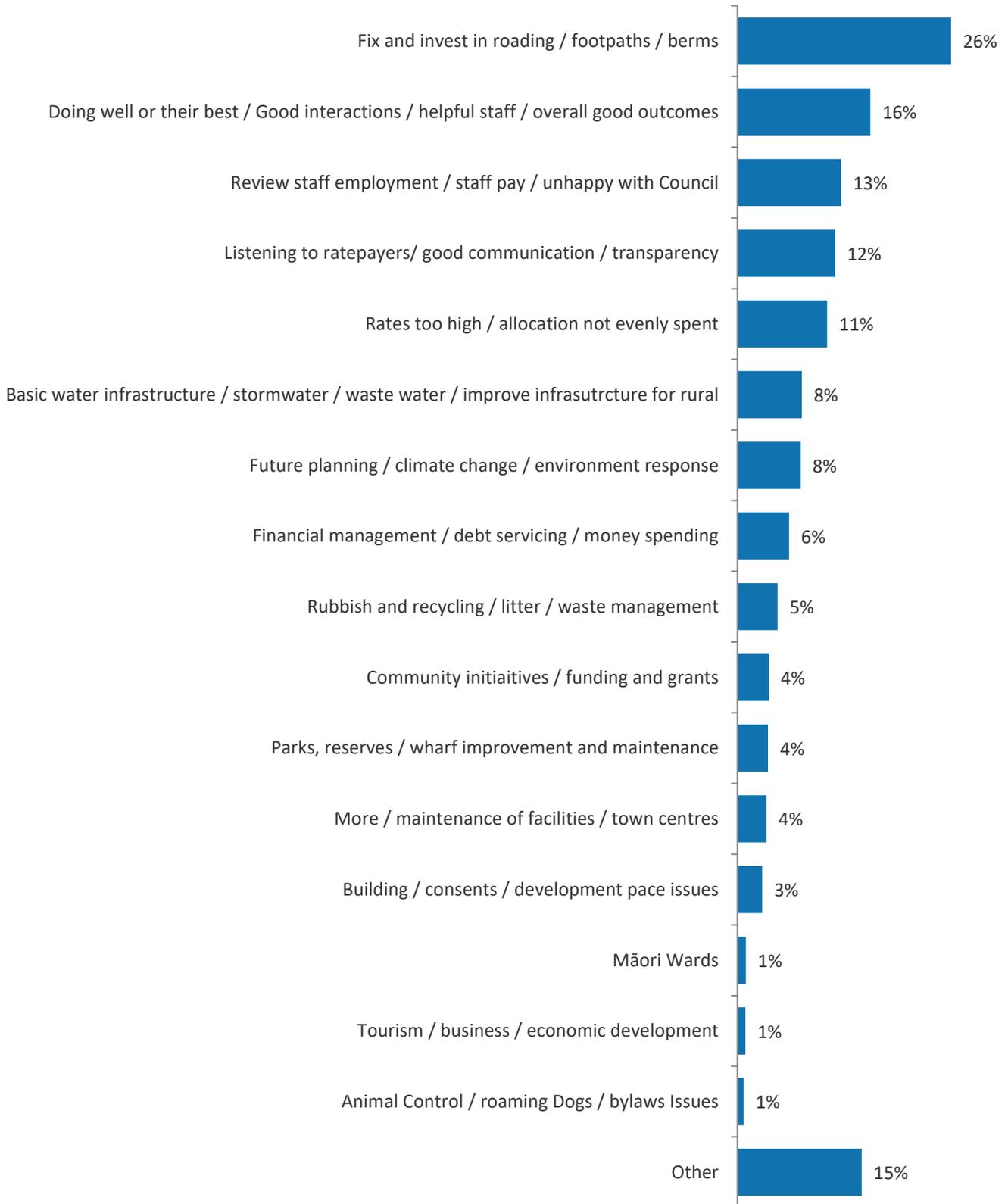
Areas where the council is performing well



NOTES:

1. Sample: 2022 n=729
2. Q50A: What are the areas where Council is performing well?. n=236

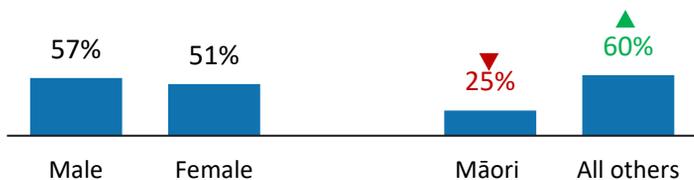
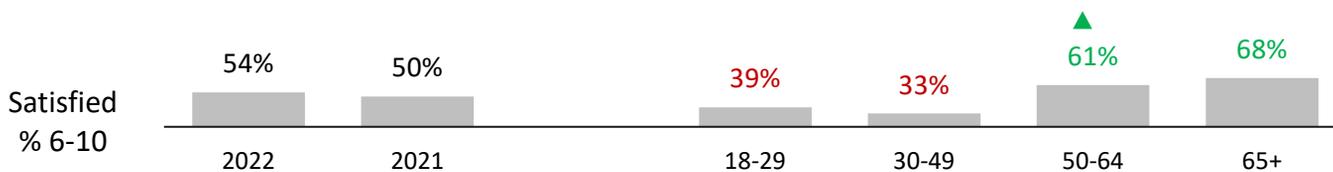
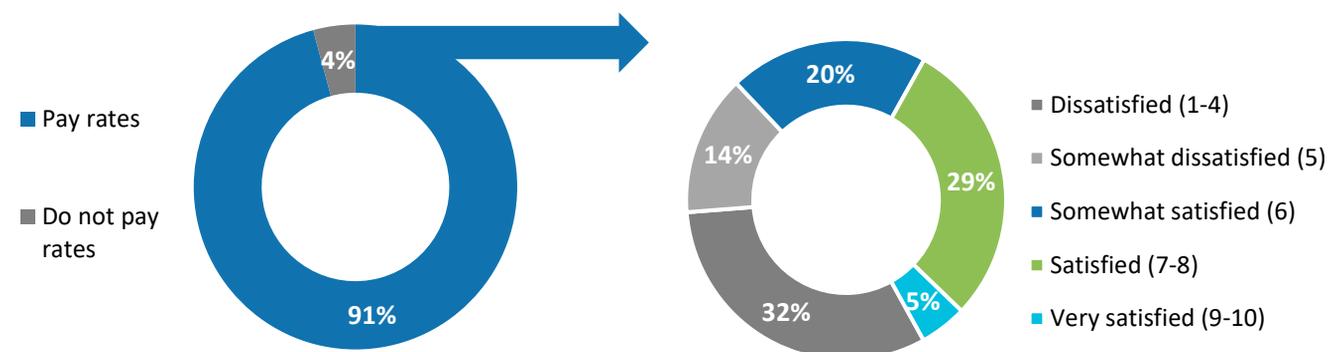
Other comments



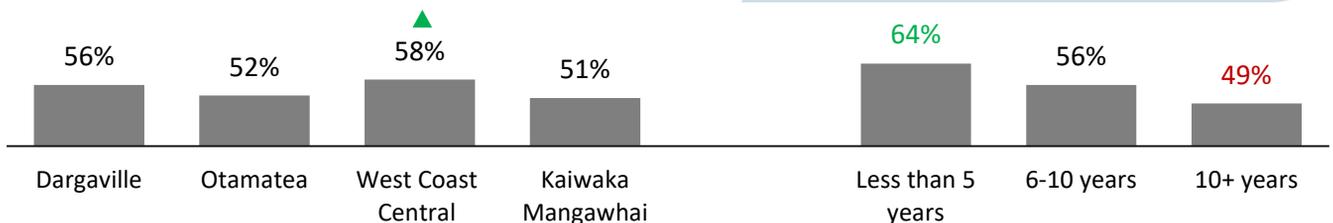
NOTES:

1. Sample: 2022 n=729
2. Q50B: Are there any other comments you would like to make about Kaipara District Council?
n=222

Value for Money



- More than nine in ten residents (91%) pay rates on a property in the district. 54% of ratepayers were satisfied with *how their rates are spent and the value for money they got for their rates*.
- Ratepayers aged over 50 years are more likely to be satisfied with the value for money given rates spent, while those aged 30-49 are least likely to be satisfied.



- Ratepayers living in the West Coast Central area are most likely to be satisfied with *how their rates were spent and the value for money they got for their rates* (58%), which is a 19% increase year on year.
- Ratepayers who lived in the district for 10 years or more are least likely to perceive their rates spend as value for money.

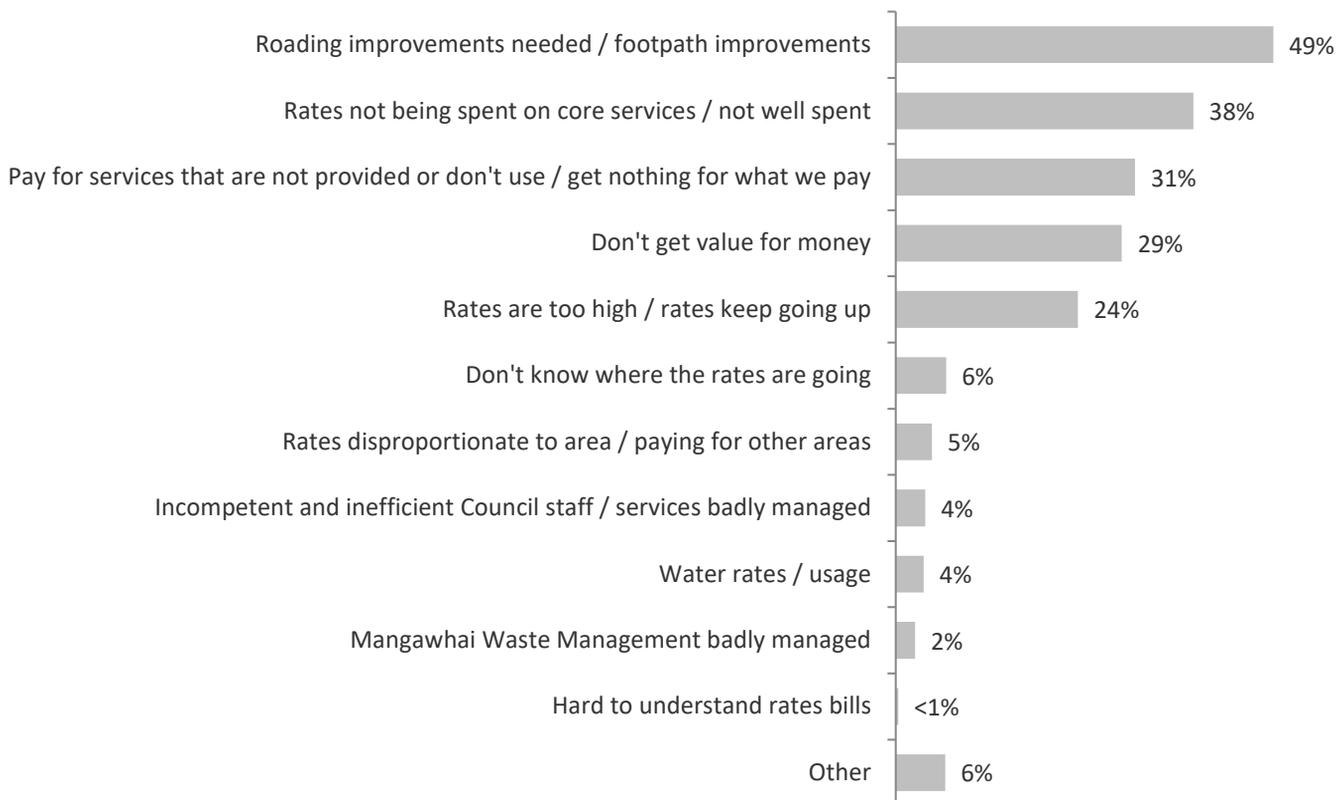
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6. Less than 5 yrs n=183; 6-10 yrs n= 180; 10+ yrs n= 362;
7. Excludes don't know response
8. Q40. Do you, or a member of your household, pay rates on a property in the Kaipara District Council area? n=723
9. Q42A. Now thinking about everything Kaipara 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=674

Year-on-year
▲ Significantly higher
▼ Significantly lower

Between demographics
▲ Significantly higher
▼ Significantly lower

Reasons for Low Value for Money Ratings



- I am unhappy with the lack of environmental protection with drain spraying. I am unhappy about the lack of bush reserves or tracks for walking.*
- In my area, I receive very few services. I provide my own water, dispose of my waste and storm water, and even pay for the upkeep of the road I live on as it is a private road.*
- Rates have gone up way too high. Not sure where all the rates money is going.*
- Feels like we don't get a lot of value for money where we live, as our road is poorly maintained and since we are rural, we don't receive many services.*
- Need more shop facilities like food outlets and supermarkets. Countdown needs a competitor.*
- I believe that Pahi is very neglected by the Council and that many of the services here are inappropriate. If only the basics were done properly.*

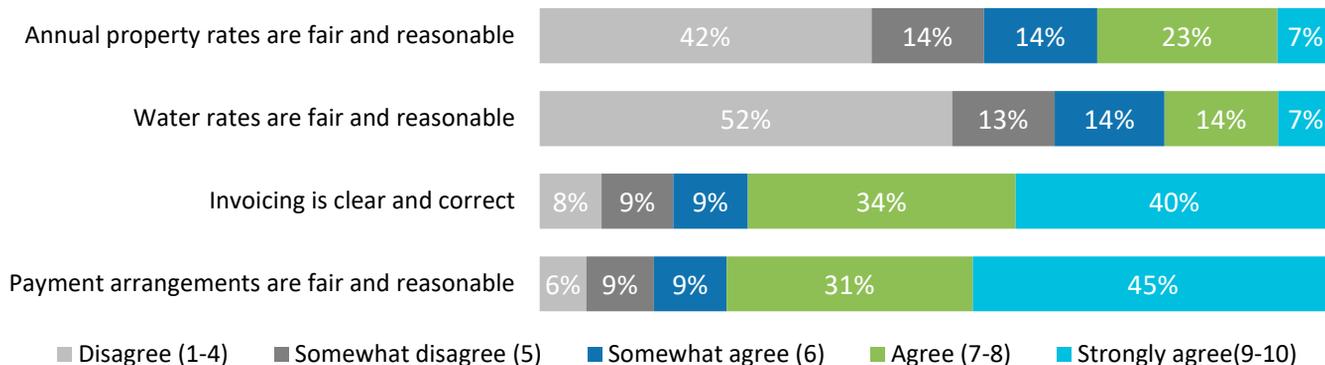


- I give it a five. The main town seems to get looked after well, but that's where it seems to end.*

NOTES:

- Sample: 2022 n=729;
- 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=214

Value for money



- The proportion of ratepayers who agree that *annual property rates are fair and reasonable* (44%), that *invoicing is clear and correct* (83%) and that *payment arrangements are fair and reasonable* (86%) increased considerably since last year. Over half of ratepayers (52%) disagree *water rates were fair and reasonable*, while more than two in five ratepayers (42%) disagree *annual property rates were fair and reasonable*.
- Non-Māori ratepayers, and those living in West Coast areas are more likely to agree that *payment arrangements were fair and reasonable*.
- Ratepayers from the Kaiwaka-Managwhai area are least likely to agree that *annual property rates are fair and reasonable*.

Scores with % 6-10	2022	2021	Māori	All Other
Annual property rates are fair and reasonable	44% ▲	39%	27%	48% ▲
Water rates are fair and reasonable	35%	36%	23%	39%
Invoicing is clear and correct	83% ▲	74%	93% ▲	81% ▲
Payment arrangements are fair and reasonable	86% ▲	81%	81%	87%

Scores with % 6-10	Dargaville	Otamatea	West Coast Central	Kaiwaka - Mangawhai
Annual property rates are fair and reasonable	48%	39%	66% ▲	30%
Water rates are fair and reasonable	33%	47%	25% ▼	35%
Invoicing is clear and correct	77%	84%	87% ▲	84% ▲
Payment arrangements are fair and reasonable	83%	83%	97% ▲	81% ▲

NOTES:

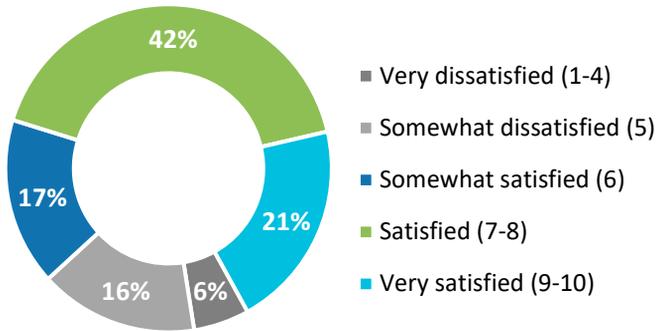
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5. Dargaville n=238; Otamatea n=133; West Coast Central n=35; Kaiwaka-Mangawhai n=323;
6. Excludes don't know response
7. Q41. How strongly do you agree or disagree with the following statements? n=644

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

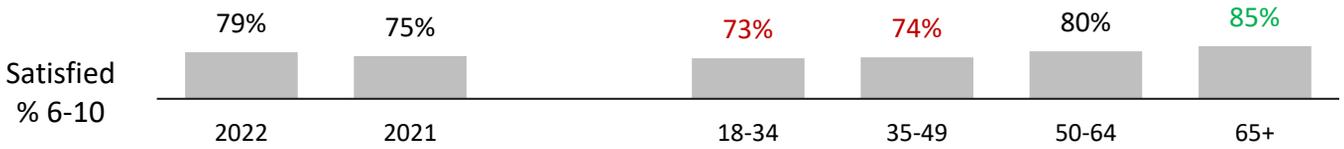


Public facilities

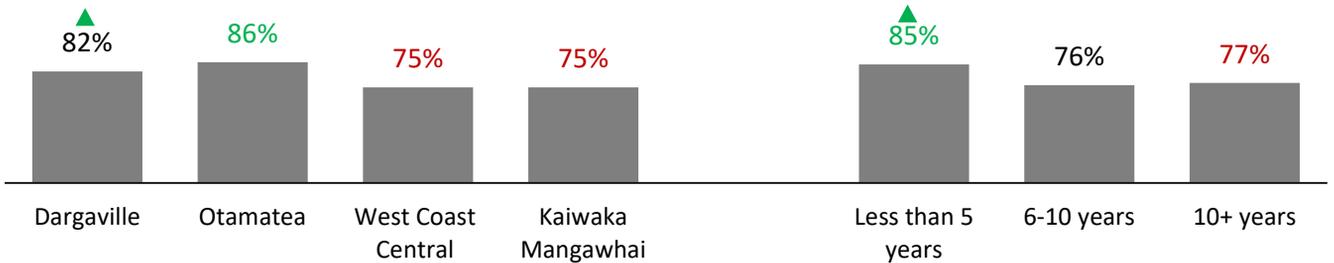
Satisfaction with public facilities



- Almost eight in ten residents (79%) are *satisfied with Council provided facilities* taking into account things like *libraries, sports facilities and public conveniences*.
- Those aged 65 plus are more likely to be satisfied with *Council provided facilities overall* (85%), compared with the residents aged under 50 years.



- 76% of male residents and 81% of female residents are satisfied with the *Council provided facilities*, with 76% of Māori residents and 80% of residents of all other ethnic groups rating the facilities 6 to 10 out of 10.



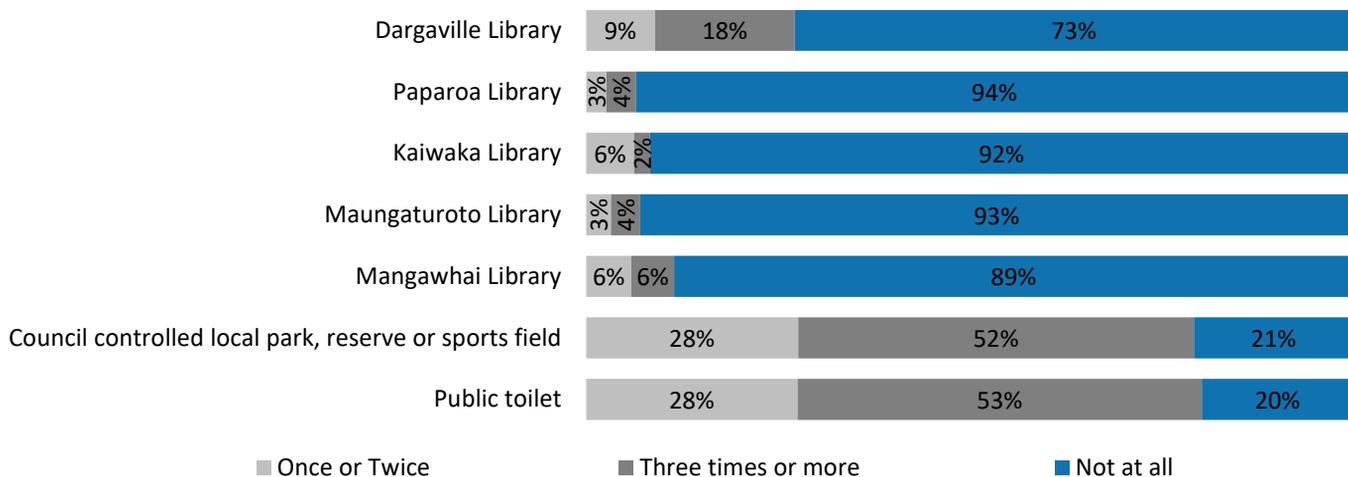
- 82% of residents living in Dargaville and 86% of residents living in Otamatea are satisfied with the *facilities provided by Council taking into account things like libraries, sports facilities and public conveniences* which is considerably higher than in other wards.

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6. Less than 5 yrs n=183; 6-10 yrs n= 180; 10+ yrs n= 362;
7. Excludes don't know response
8. Q18. 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=666

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

Use of Facilities



- Eight in ten residents have used a public toilet facility in the last year (80%) or visited a Council maintained local park, reserve or sports fields (79%). The District library services (Paparoa, Kaiwaka, Maungaturoto, or Mangawhai) were used by 7%-12% of residents while the Dargaville library was used or visited by 27% of residents.
- Residents living in Dargaville, and West Coast Central areas are more likely to use or visit the Dargaville library, while residents from Otamatea and Kaiwaka-Mangawhai wards are more likely to use or visit the other district libraries.
- Residents living in Kaiwaka - Mangawhai and West Coast areas are more likely to use a public toilet facility.
- Residents living in Kaiwaka-Mangawhai and West Coast are more likely to use or visit a Council maintained local park, reserve or sports field.

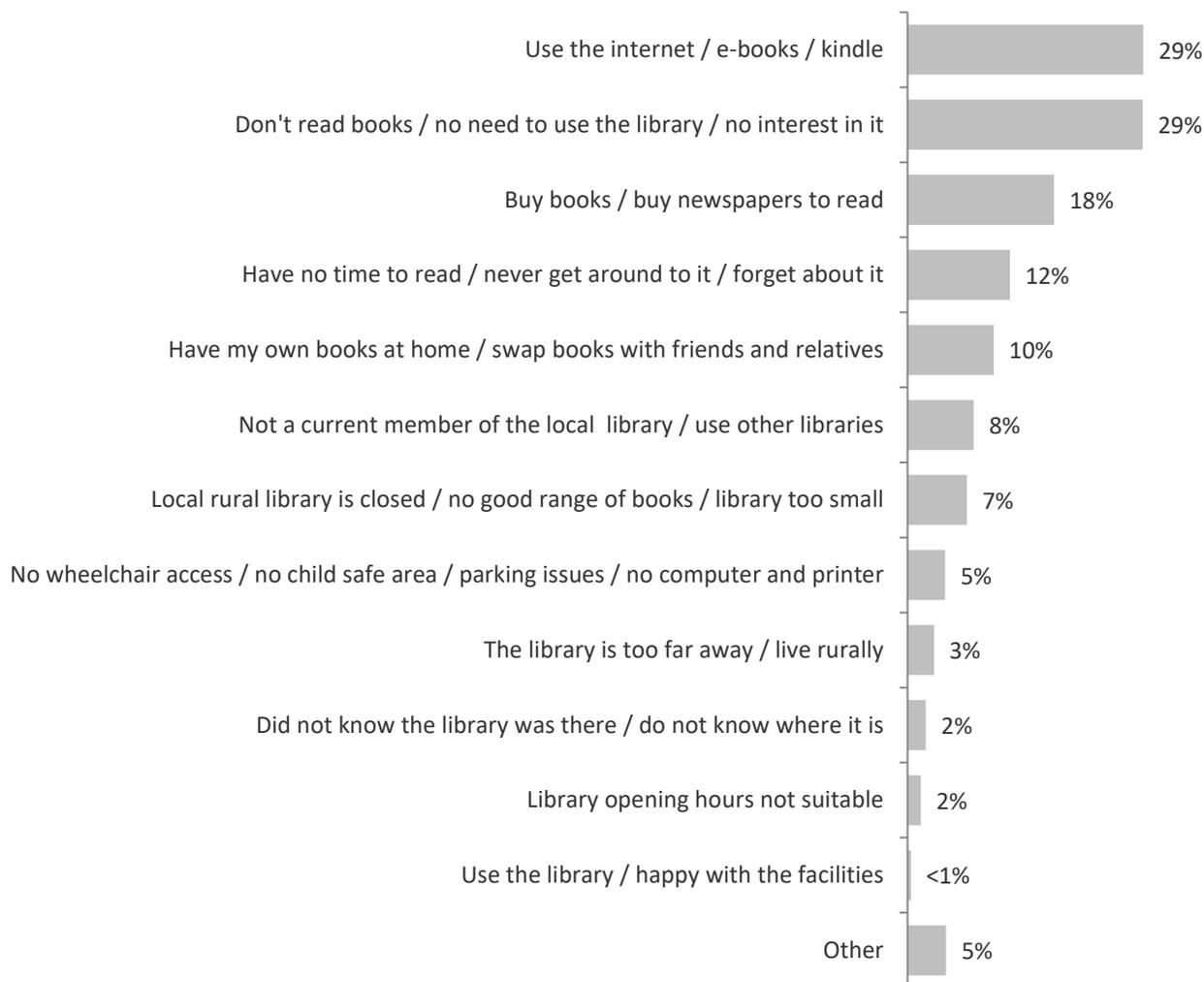
% Who used or visited the services	Dargaville	Otamatea	West Coast Central	Kaiwaka - Mangawhai
Dargaville Library	59%	12%	44%	1%
Paparoa Library	2%	18%	6%	1%
Kaiwaka Library	-	10%	-	18%
Maungaturoto Library	1%	24%	-	2%
Mangawhai Library	-	9%	-	28%
Council controlled local park, reserve or sports field	76%	67%	84%	86%
Public toilet	78%	79%	85%	80%

NOTES:

1. Sample: 2022 n=729; 2021 n=883;
2. Dargaville n=238; Otamatea n=133; West Coast Central n=35; Kaiwaka-Mangawhai n=323;
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=661

Between demographics
Significantly higher
Significantly lower

Reasons for not using library services



- 29% of the residents who do not use library services, *use online formats such as the internet, e-books (Kindle) for their reading material.*
- 29% *do not read books and have no interest in using libraries.*
- 18% of residents *buy books or newspapers to read.*

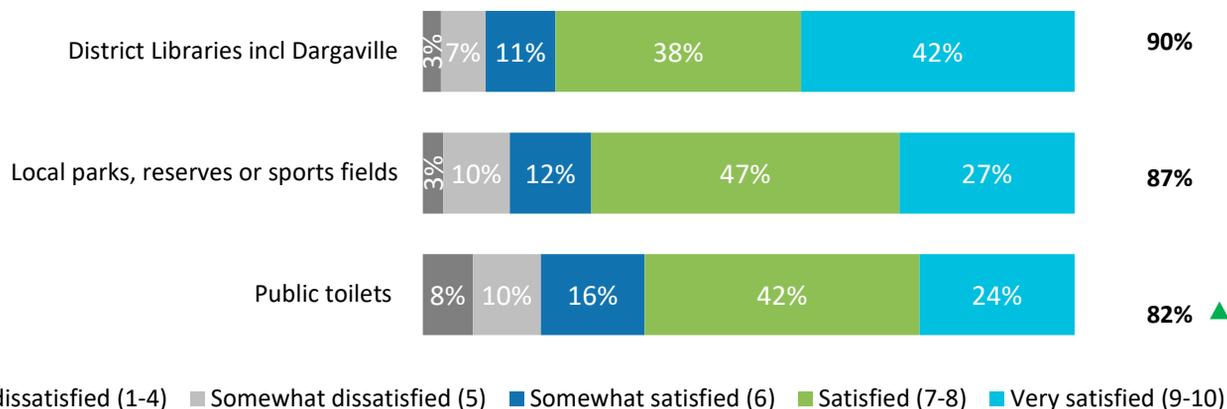
NOTES:

1. Sample: 2022 n=729;
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

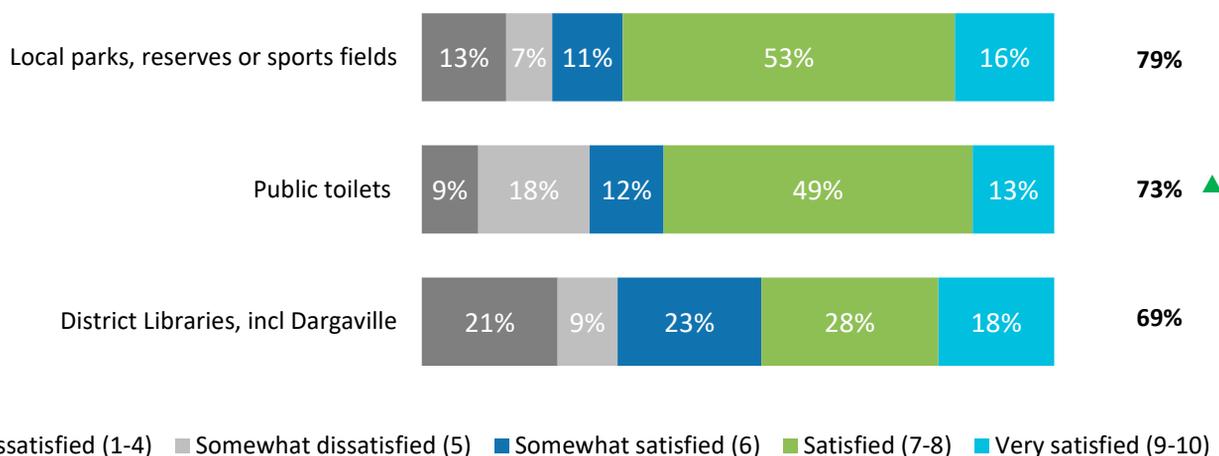
% 6-10



- Satisfaction with Council provided services and facilities is higher amongst users than non-users. Close to nine in ten users (87%) are satisfied with the *local parks, reserves and sports fields*, compared with 79% of non-users rating their satisfaction with *local parks, reserves and sports fields* 6 to 10 out of 10.
- Similarly, 90% of users were satisfied with *the district libraries (including Dargaville)*, while only 69% of non-users were satisfied with these facilities.
- 82% of users were satisfied with *public toilets* compared with 73% of non-users.

Non-users

% 6-10

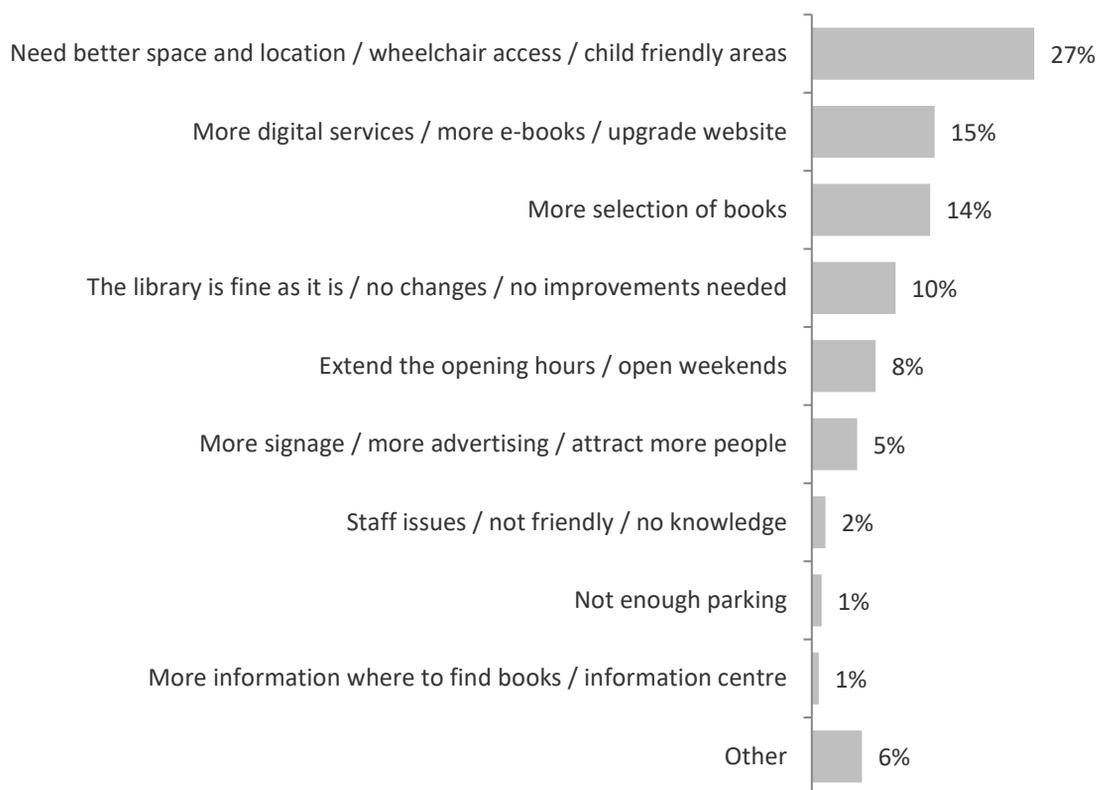


NOTES:

1. Sample: 2022 n=729;
2. Q15. Thinking about all libraries, overall, how satisfied are you with the District libraries (including Dargaville library)? User n=324, Non-user n=105
3. Q16A. How satisfied are you with local parks, reserves or sports fields? User n=449, Non-user n=93
4. Q17A. How satisfied are you with public toilets? User n=502, Non-user n=85

Year-on-year
 ▲ Significantly higher
 ▼ Significantly lower

Suggested improvements for District Libraries (including Dargaville)



- *Kaikawa should be in a better building. The old telephone exchange is past its use by date.*
- *More space and therefore more resources and magazines and range of books.*
- *Increase opening hours. Allow the ability to access on-line research service of other Councils, in particular the Auckland City Council.*
- *I love going to the library but find the limited space a real challenge. It is hard to get around, especially when it is busy. I would like to see seating where we can sit and read.*
- *I use audio books online service and there is not a particularly wide selection.*
- *It would be good to have more computers available to print off paperwork and things for people with no access to a computer, printer or stationery.*



- *Dargaville library is fantastic. But our community libraries need more funding to be as good. They are doing the best they can. But they will be used more if they were better resourced.*
- *Happy with service and range of books and resources available.*
- *The library is small, convenient and well located with good parking. The libraries do not need upgrading to fancy ones.*
- *Have internet facilities in all of them for use by its members. Well-lit and space seem to be lacking in Maungaturoto. The volunteers do a great job of keeping it open.*
- *Dargaville Library has really fantastic staff. They are always helpful, active and come up with good ideas. Hopefully they can upgrade all facilities and add a bigger space, at the moment the library is too small.*

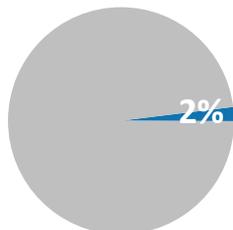
NOTES:

1. Sample: 2022 n=729;
2. Q14. What improvements could be made to any of the District Libraries, including the Dargaville Library? n=318

Reasons for dissatisfaction with local parks reserves and sports fields

Reasons for dissatisfaction (n=19)

(% 1-2) Very dissatisfied



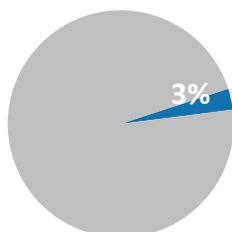
- Poor maintenance
- Safety concerns
- Need more rubbish bins / doggy bags
- None in area
- Needs park for dogs
- Closed

- Only 2% of residents were very dissatisfied with *the local parks, reserves and sports fields*.
- Reasons for dissatisfaction ranged from *poor maintenance* to *safety concerns* due to undesirable groups hanging around and drug use.

Reasons for dissatisfaction with public toilets

Reasons for dissatisfaction (n=18)

(% 1-2) Very dissatisfied



- Bad smell and blockage
- Need cleaning and maintenance
- Need upgrading
- Closed too often
- More public toilets needed

- 3% of residents were dissatisfied with the *public toilets*.
- The facilities being *dirty/smelly* were the two main reasons for dissatisfaction.
- Most negative comments related to Pahi toilets.

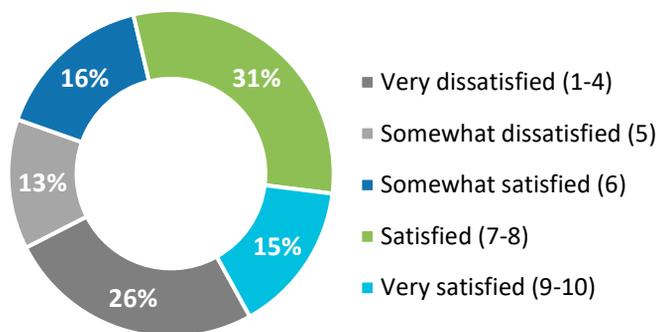
NOTES:

1. Sample: 2022 n=729;
2. Q16B. If you are very dissatisfied with the local parks, reserves or sports fields, i.e. rated them 1 or 2 out of 10, can you please tell us why you are not satisfied?
3. Q17B. If you are very dissatisfied with the public toilets, i.e. rated them 1 or 2 out of 10, can you tell us why you are not satisfied?

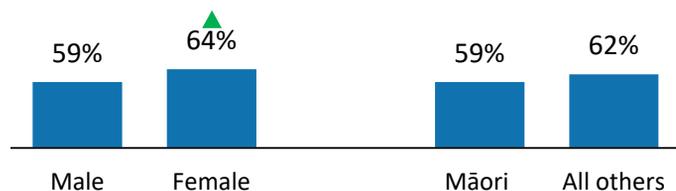


Water Management

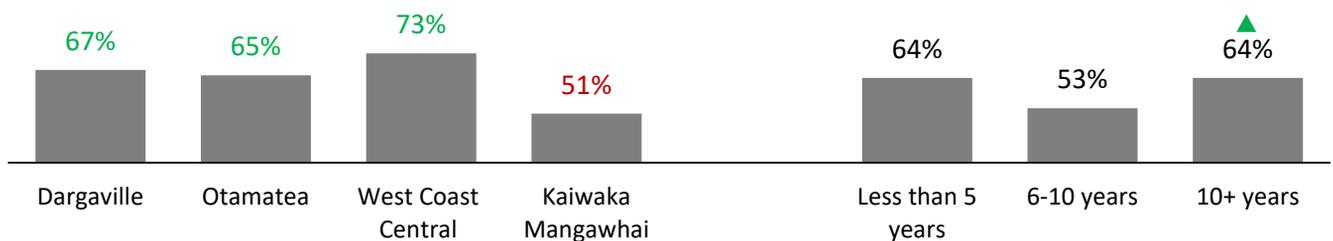
Satisfaction with Water Management



- Overall satisfaction with water management has slightly increased compared with results reported in 2021. 62% rated the service 6 to 10 out of 10.
- A quarter of residents (26%) were dissatisfied with water management overall.
- Satisfaction with water management is consistent across all age groups.



- Satisfaction in this area is similar across different genders and ethnicities.



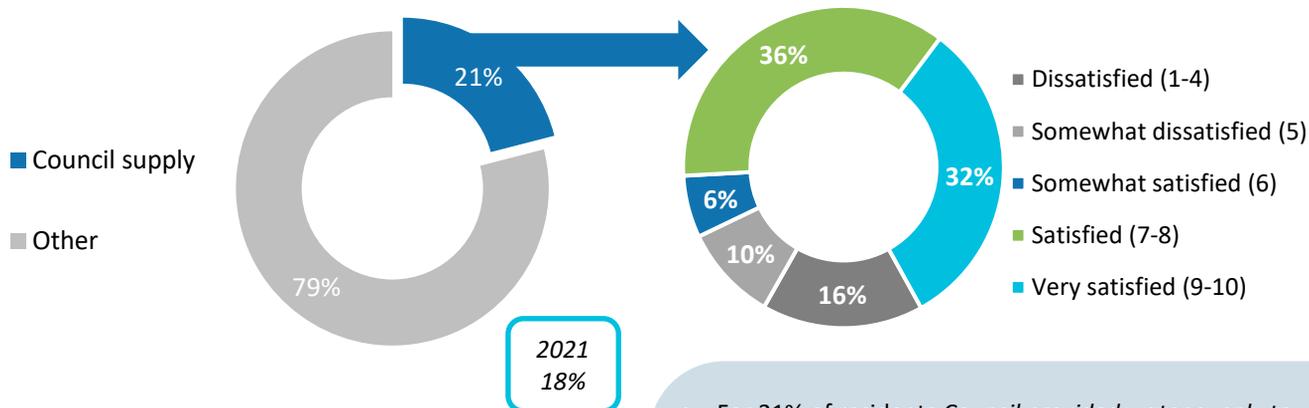
- Residents who live in Kaiwaka-Mangawhai are most likely to be dissatisfied with Water management in their area.

NOTES:

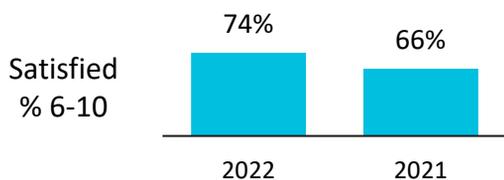
1. Sample: 2022 n=729; 2021 n=883;
2. 18-34 n=45; 35-49 n=58; 50-64 n=129; 65=497;
3. Male n=349; Female n=380;
4. Māori n=67; All others n=662;
5. Dargaville n=238; Otamatea n=133; West Coast Central n=35; Kaiwaka-Mangawhai n=323;
6. Less than 5 yrs n=183; 6-10 yrs n= 180; 10+ yrs n= 362;
7. Excludes don't know response
8. 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=472

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

Water supply



2021
18%



- For 21% of residents *Council provided water supply to their house*, slightly more than last year.
- Satisfaction with the *Council's water supply* increased with three in four residents (74%) rating the supply 6 to 10 out of 10, compared to 66% last year.
- Over one in ten residents who have *Council provided water supply to their house* were dissatisfied with the service (16%)

- Dissatisfaction stemmed from annual restrictions and water quality

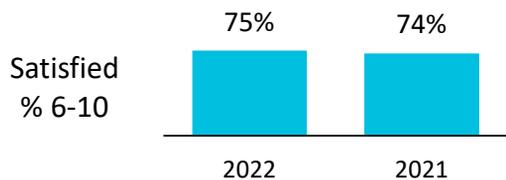
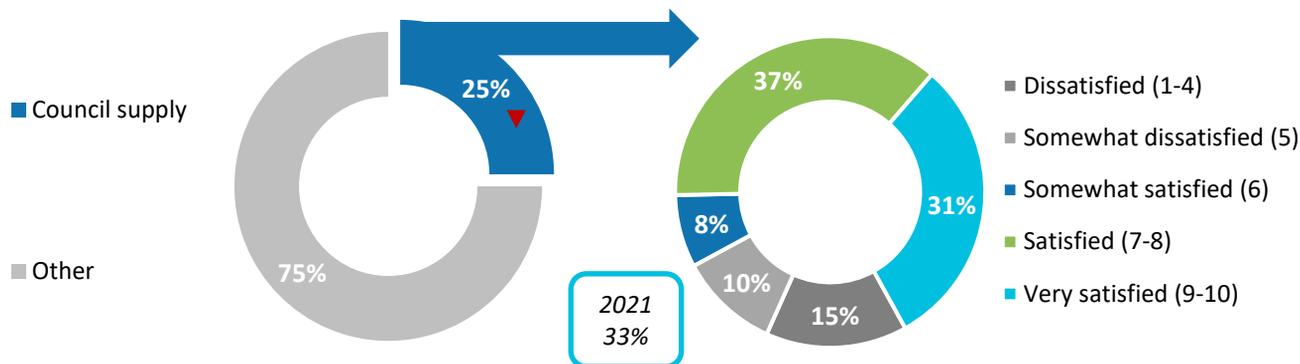
Reasons for dissatisfaction (n=8)

- *I am satisfied with my water supply most of the time, but I do object to the constant limitations on use during spring and summer. The mayor is anti the Three Waters Reform programme, and the council cannot guarantee a secure supply as they cannot afford to fix infrastructure that has been unmaintained for a long time.*
- *Its really expensive and doesn't taste nice - we recently installed a filter tap because it was hardly drinkable.*
- *Leaks on Turiwiri properties do not qualify for individual remission as a one off. All grouped into one scheme. Unfair and suffered a \$10k leak.*
- *In the 5 years that I have lived here, each year has had water restrictions and NO measures have been undertaken to mitigate the problem.*
- *The water quality seems good. The water restrictions annually are a major disappointment. Retirees are not so good at bucketing water to try to grow a few vegetables.*
- *Full of minerals and too expensive, even overcharge for meter placement in Ruawai.*
- *Maungaturoto water is very hard and has a lot of lime in the water which is harsh on tapware and glass etc and is very hard to keep looking clean. Is there any way this can be improved?*
- *There is always a hose ban in the summer just when my garden needs it.*

NOTES:

1. Sample: 2022 n=729; 2021 n=883;
2. Excludes don't know response
3. Q19A. Where you live, does the Council provide water supply to your house? Yes n=206
4. Q19B. How satisfied are you with Council's water supply to your house?
5. Q19C. If you were dissatisfied with the water supply, i.e., rated them 1 or 2 out of 10, can you tell us why you are not satisfied?

Stormwater collection



- 25% of residents were connected to *Council provided stormwater collection*, a considerably smaller proportion than last year (33%).
- Three quarters of those who were connected (75%) were *satisfied with Council's stormwater collection*.
- 15% of those connected to Council's *stormwater collection* were dissatisfied with the service.

- *Blocked drains, water run off onto property and stormwater diverting into the sewerage system* were some of the reasons for dissatisfaction.
- Many residents mentioned a particularly bad situation in Mangawhai area.

Reasons for dissatisfaction (n=26)



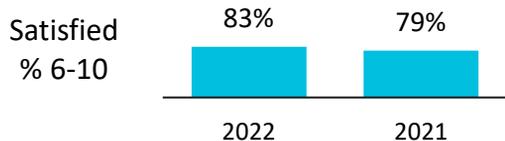
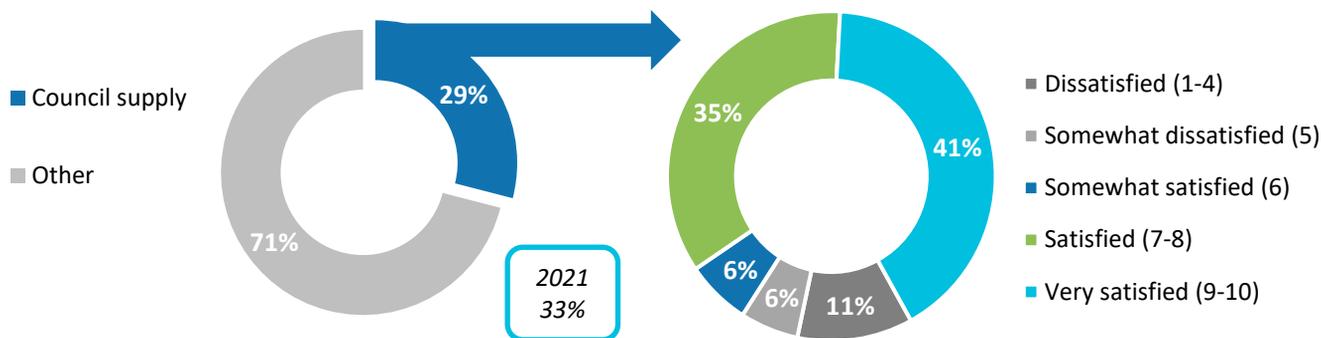
- *Water runs down our driveway as the manhole is too high for water to flow into it. Previously water of Evelina Street caused a major slip on our neighbours' property. We approached Council and although Jim Hale looked at it and recommended it be fixed, Council chose not to do anything about it and is still causing a major problem for us.*
- *The stormwater drains in Mangawhai are almost nonexistent, in heavy rain Ellen Street gets deep ruts at the side of Margaret Street and floods.*
- *Stormwater drains on my street are blocked and overgrown. Water runs down the road, breaking up seal and causing drains that have never been cleared in 11 years on Pahi flat to flood. Drains are not maintained and sloped, causing excessive flooding. Drainpipes to the beach are blocked, they have never been unblocked.*
- *From our house the service is fine. Around the streets of Mangawhai Heads the storm water collection from gutters is dismal. Most don't have a direct place to drain, hence there is a lot of road flooding after heavy rain.*

NOTES:

1. Sample: 2022 n=729; 2021 n=883;
2. Excludes don't know response
3. Q20A. Where you live, does the Council provide stormwater collection? Yes n=287
4. Q20B. How satisfied are you with Council's stormwater collection?
5. Q20C. If you are very dissatisfied with the stormwater collection, 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

Sewerage system



- 29% of residents are connected to the Council provided sewerage system, a slightly smaller proportion than last year.
- Over eight in ten of those connected were satisfied with the sewerage system (83%).
- 11% of residents who were connected to the Council provided sewerage system were dissatisfied with the services.

- Dissatisfaction with the Council provided sewerage system was due to high compulsory costs, as well as need of upgrade and maintenance.
- Several respondents have mentioned an issue in Mangawhai in particular where too many homes are allowed to connect putting strain on the existing system.

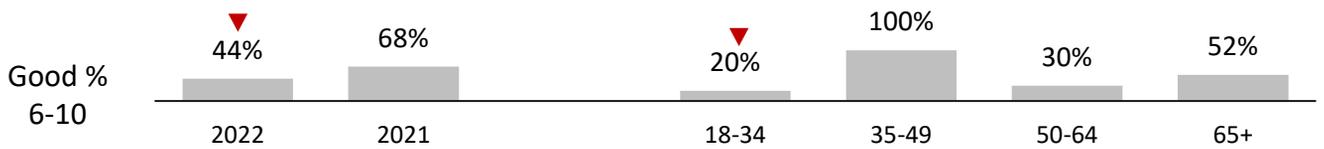
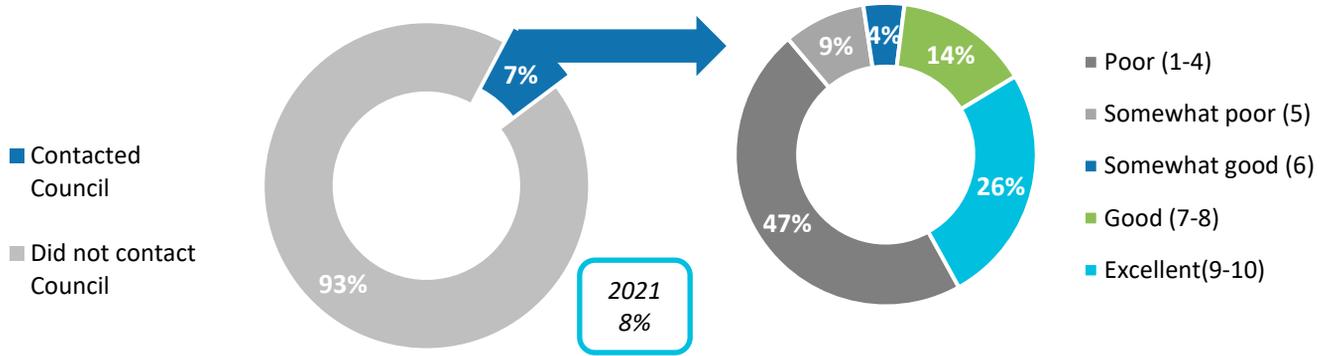
Reasons for dissatisfaction (n=14)

- Our sewerage system works perfectly but I am dissatisfied by the huge repayment for overspending on the development of the system. More importantly, too many homes are to be allowed in Mangawhai central, putting a strain on the existing system.
- The cost of a sewer system overspend has cost ratepayers dearly.
- In heavy rain, the sewerage blocks up to the point of nearly flooding the bowl when it's flushed.
- An odour problem arose during and after building completion. A number of neighbours including ourselves, needed to have an odour filter installed. Park Rise, Parkview Waters, Mangawhai.
- The cost of sewerage upgrades to the future rates and bills? This is because the Council is being ripped off by Contractors.
- I am not connected, but because I am able to connect I have to pay \$800 in extra rates.
- Mangawhai pays too much and too many new houses are being connected. Do not agree to Three Waters or reimbursement, all money should go back to ratepayers.

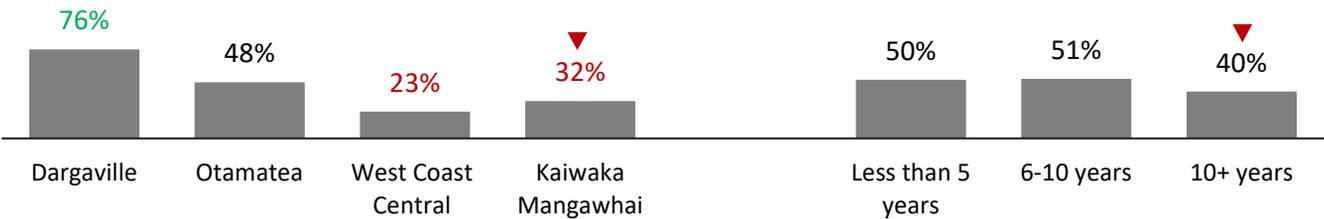
NOTES:

1. Sample: 2022 n=729; 2021 n=883;
2. Excludes don't know response
3. Q21A. Where you live, does the Council provide the sewerage system? Yes n=341
4. Q21B. How Satisfied are you with Council's sewerage system?
5. Q21C. If you are very dissatisfied with the sewerage system, i.e., rated them 1 or 2 out of 10, can you tell us why you are not satisfied?

Requested repairs and/or maintenance to Three Waters



- 7% of residents contacted Council in the last 12 months to request repairs and/or maintenance to the Water Supply, Sewerage or Stormwater collection system in the District.
- 44% of those who contact Council rated Council's response to their request/s 'somewhat good' to 'excellent' (6-10/10) which is a significant decline over the past 12 months.



- The year-on-year decline was mostly impacted by the perception of younger residents aged between 18 and 34 years, those residing in Kaiwaka-Mangawhai area, as well as residents who have lived in Kaipara District for over 10 years.

NOTES:

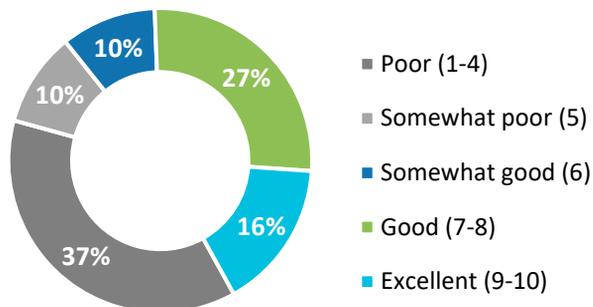
1. Sample: 2022 n=729; 2021 n=883;
2. 18-34 n=45; 35-49 n=58; 50-64 n=129; 65=497;
3. Male n=349; Female n=380;
4. Māori n=67; All others n=662;
5. Dargaville n=238; Otamatea n=133; West Coast Central n=35; Kaiwaka-Mangawhai n=323;
6. Less than 5 yrs n=183; 6-10 yrs n= 180; 10+ yrs n= 362;
7. Excludes don't know response
8. 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=75
9. Q22B. How would you rate Council's response to this request/s? Would you rate it...?

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

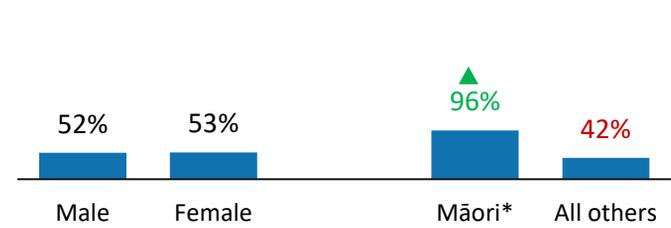
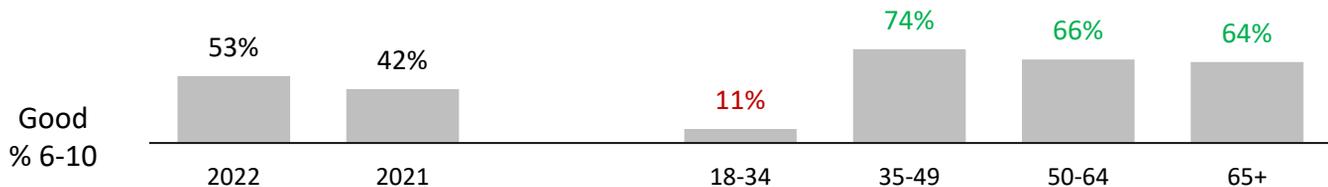


Consent Services

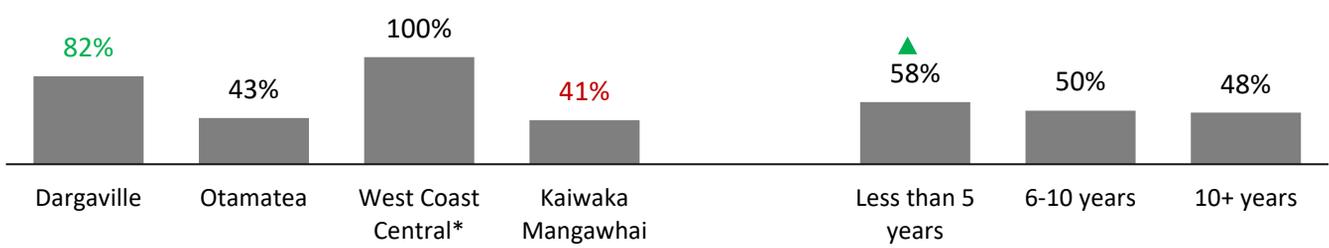
Satisfaction with Consent Services



- Just over half of the residents (53%) who contacted Council regarding a building and/or resource consent rated *Council consent services* 'somewhat good' to 'excellent' overall (6-10/10). This was slightly higher than last year.
- 37% of those who contacted Council regarding a building and/or resource consent rated *Council's consent services* 'poor' (1-4/10).



- Those who contacted Council regarding a building and/or resource consent who identify as Māori were far more likely (96%) to rate *Council's consents services* as 'somewhat good' to 'excellent' (6-10/10).



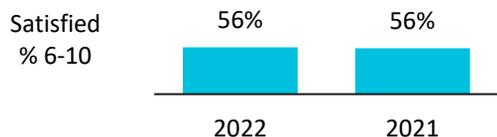
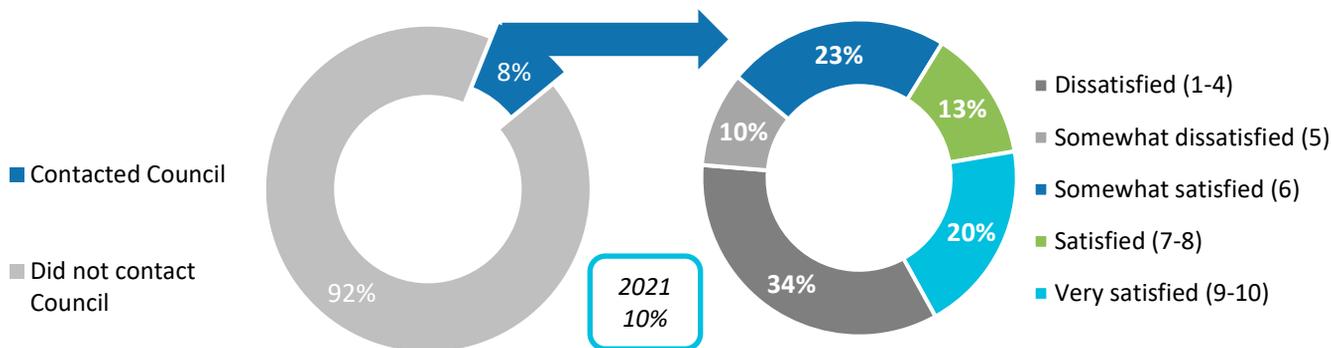
- 82% of residents from the Dargaville area who contacted Council regarding a building and/or resource consent rated *Council's consents services* 'somewhat good' to 'excellent'(6-10/10) .
- In comparison only 41% of residents from the Kaiwaka-Mangawhai area who dealt with Council in this regard rated the services 6 to 10 out of 10. This is an improvement against 2021's results (30%)

- NOTES:
1. Sample: 2022 n=729; 2021 n=883;
 2. 18-34 n=45; 35-49 n=58; 50-64 n=129; 65=497;
 3. Male n=349; Female n=380;
 4. Māori n=67; All others n=662;
 5. Dargaville n=238; Otamatea n=133; West Coast Central n=35; Kaiwaka-Mangawhai n=323;
 6. Less than 5 yrs n=183; 6-10 yrs n= 180; 10+ yrs n= 362;
 7. Excludes don't know response
 8. Q24A. Have you contacted the Council within the last 12 months with a request for a building consent?
 9. Q25A. Have you contacted the Council within the last 12 months with a request for a resource consent?
 10. 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=44
 11. *Caution small sample size (n<10) results are indicative only.

Year-on-year
▲ Significantly higher
▼ Significantly lower

Between demographics
▲ Significantly higher
▼ Significantly lower

Building Consents



- 8% of residents contacted Council in the last 12 months with a request for a building consent.
- More than half of those who contacted Council with a request for a building consent (56%) were satisfied with the building consent process, but more than a third (34%) were dissatisfied with the process.

- Expensive, slow, and perceived lack of knowledge from staff were some of the reasons for dissatisfaction with the building consent process.

Reasons for dissatisfaction

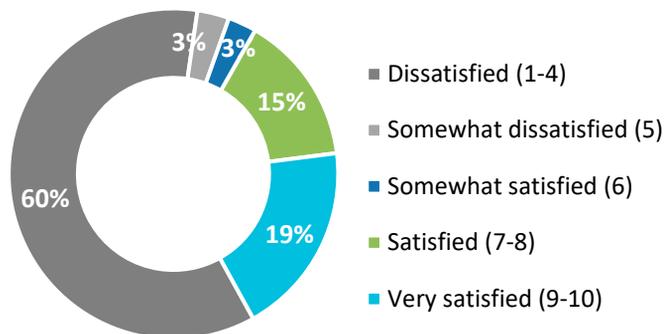
- It is a very slow and expensive process.
- Lack of communication.
- The council advised me that I couldn't build a small dwelling on a 10-acre block.
- Very slow. Massively over the top with control over it. Very expensive.
- I was asked to provide a flood assessment report and it is just nonsense.
- Lack of communication.
- We needed to fix our septic tank, applied paperwork, still haven't heard anything.
- Cost of consent processing was too high as they kept asking for information not required from the architect who then billed me for the time. Not looking forward to the next one.

NOTES:

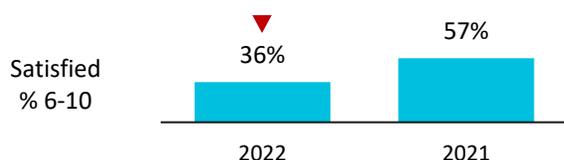
1. Sample: 2022 n=729; 2021 n=883; Excludes don't know response
2. Q24A. Have you contacted the Council within the last 12 months with a request for a building consent? Yes n=56
3. Q24B. How satisfied were you with the building consent process?
4. Q24C. If you are very dissatisfied with the building consent process, i.e., rated them 1 or 2 out 10, can you tell us why you are not satisfied?

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

Satisfaction with request for service for building related matter



- 36% of residents who contacted Council with a request for a building consent were satisfied with *Council's response to their request for service for a building related matter*. This is a significant decrease in the level of satisfaction against last year.
- Six in ten respondents (60%) were dissatisfied with *Council's response to their request for service for a building related matter*.



- Dissatisfaction mainly stemmed from perceptions of *staff knowledge* and perceptions that *the council delays builds through frivolous claims*. More than one person indicated that the response to building related matters largely depends on who at Council sees to the request.

Reasons for dissatisfaction

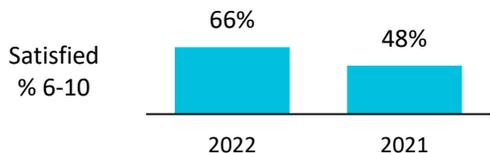
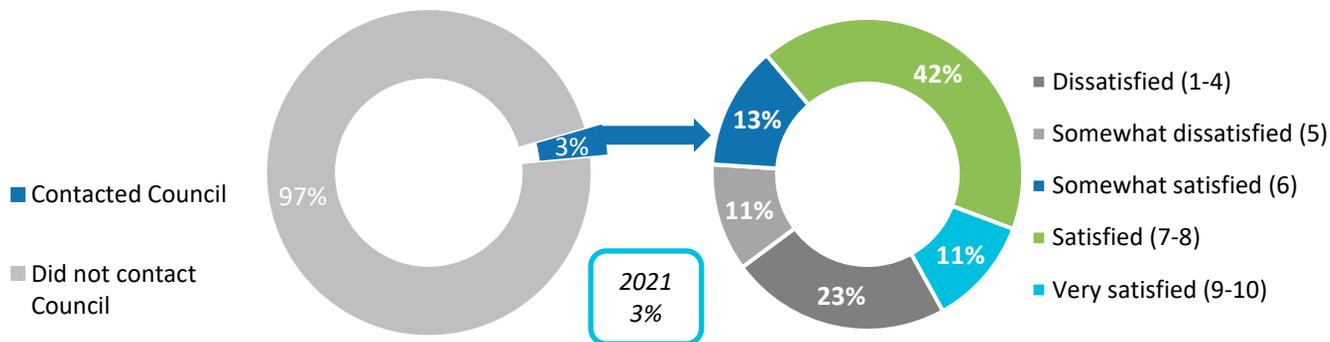
- *They kept sending questions back to us that had been answered in previous communication.*
- *I find the advice given to me ridiculous considering how close together the houses are in Dargaville.*
- *The Council has persistently sought to delay our building through frivolous or simply wrong claims that our plans and construction do not meet codes. If I hadn't experienced this myself, I would be incredulous that supposedly professional people could behave so badly. We have been rescued eventually by a few rational actors.*

NOTES:

1. Sample: 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



- 3% of residents contacted Council within the last 12 months with a request for a resource consent.
- 48% of these residents were satisfied with the resource consent process; a considerably higher satisfaction score than last year.
- 42% of those who contacted Council within the last 12 months were dissatisfied with the process.

- There was a perception that there is a *Lack of knowledge* and that it *Takes far too long*. There was also a comment suggesting that the *Computer system needs upgrading*.

Reasons for dissatisfaction

- “Officer unaware of the difference between additions and new residence”.
- “They hire people outside the Council to do the work and the time taken is beyond a joke”.
- “A lot of it seems to be unimportant”.
- “Took far too long? Lack of staff”.

NOTES:

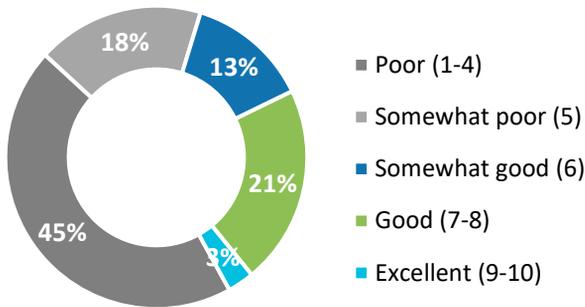
1. Sample: 2022 n=729; 2021 n=883; Excludes don't know response
2. Q25A. Have you contacted the Council within the last 12 months with a request for a resource consent?
3. Q25B. How satisfied were you with the resource consent process? n=24*
4. Q25C. If you are very dissatisfied with the resource consent process, i.e., rated them 1 or 2 out of 10, can you tell us why you are not satisfied?
5. *Caution: small sample size

Year-on-year
▲ Significantly higher
▼ Significantly lower

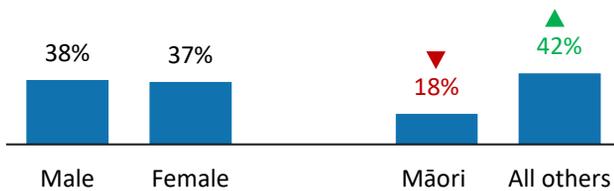
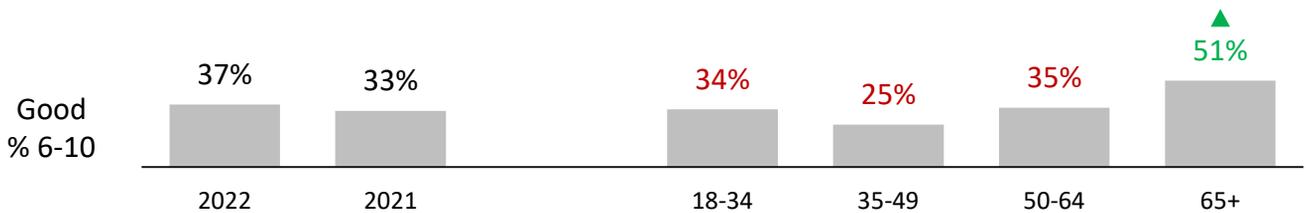


Roading and Footpaths

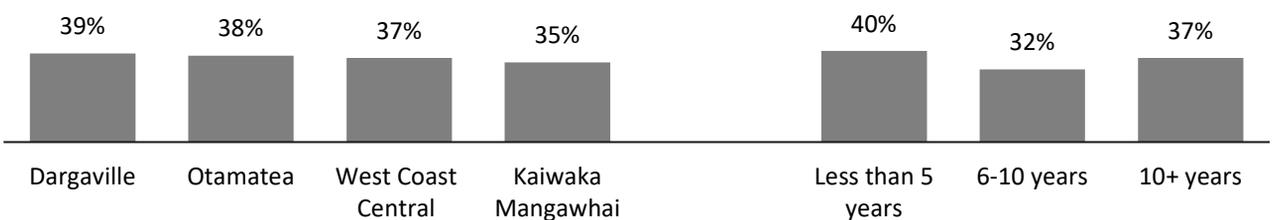
Overall Performance Roding and Footpaths



- Overall rating of roading and footpaths in the Kaipara district remain low with just over a third of residents (37%) rating the roads and footpaths 'somewhat good' to 'excellent' (6-10/10).
- More than four in ten residents (45%) rated roading and footpaths 'poor' (1-4/10) overall.
- Older residents aged 65 plus years were more likely to rate the district's roading and footpaths 'somewhat good' to 'excellent' (51%).



- Residents who identify as Māori were far less likely to rate the roading and footpaths as 'somewhat good' to 'excellent' (18%) than other ethnicities (42%)



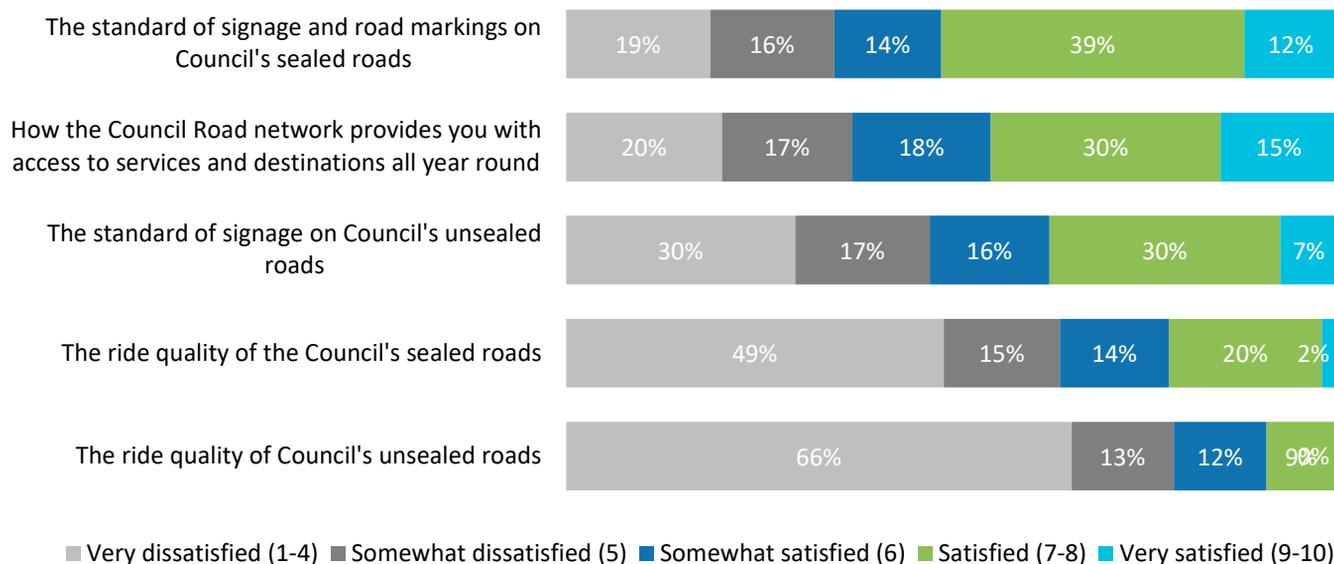
- Perceptions of the district's roading and footpaths were reasonably consistent across regions and the length of time the respondents have lived in the district.

NOTES:

1. Sample: 2022 n=729; 2021 n=883;
2. 18-34 n=45; 35-49 n=58; 50-64 n=129; 65=497;
3. Male n=349; Female n=380;
4. Māori n=67; All others n=662;
5. Dargaville n=238; Otamatea n=133; West Coast Central n=35; Kaiwaka-Mangawhai n=323;
6. Less than 5 yrs n=183; 6-10 yrs n= 180; 10+ yrs n= 362;
7. Excludes don't know response
8. 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=697

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

Roading and Footpaths



All *roading* measures improved year-on-year.

Both *Road network providing access to services and destinations* (63%) and *Ride quality of the unsealed roads* (21%) saw significant year on year improvement.

Over half (53%) of respondents were satisfied with *the standard of signage on unsealed roads and footpaths* with respondents who identify as Māori (61%) significantly more satisfied than those of other ethnicities (51%).

Māori residents were less likely to be satisfied with the *Ride quality* of both sealed (23%) and unsealed (11%) roads but were more likely to be satisfied with the *Standard of signage* on both sealed (71%) and unsealed (61%) roads.

Scores with % 6-10	2022	2021	Māori	All Other
Standard of signage and road markings on sealed roads	65%	64%	71% ▲	64%
Road network providing access to services and destinations	63% ▲	56%	57%	64% ▲
Standard of signage on unsealed roads	53%	49%	61% ▲	51%
Ride quality of the sealed roads	36%	34%	23% ▼	39% ▲
Ride quality of the unsealed roads	21% ▲	16%	11%	24% ▲

NOTES:

1. Sample: 2022 n=729; 2021 n=883;
2. Māori n=67; All others n=662;
3. Excludes don't know response
4. Q27. Now thinking about Council roads – excluding State Highways 1,12 and 14 which are not Council roads – how satisfied are you with...?

▲ Significantly higher
▼ Significantly lower

▲ Significantly higher
▼ Significantly lower

Roading

Scores with % 6-10	Dargaville	Otamatea	West Coast Central	Kaiwaka - Mangawhai
Standard of signage and road markings on sealed roads	70% ▲	69%	62% ▼	62%
Road network providing access to services and destinations	59%	59%	75% ▲	59% ▲
Standard of signage on unsealed roads	45%	56%	64%	47%
Ride quality of the sealed roads	42%	35%	37%	32%
Ride quality of the unsealed roads	22%	24%	26% ▲	15%

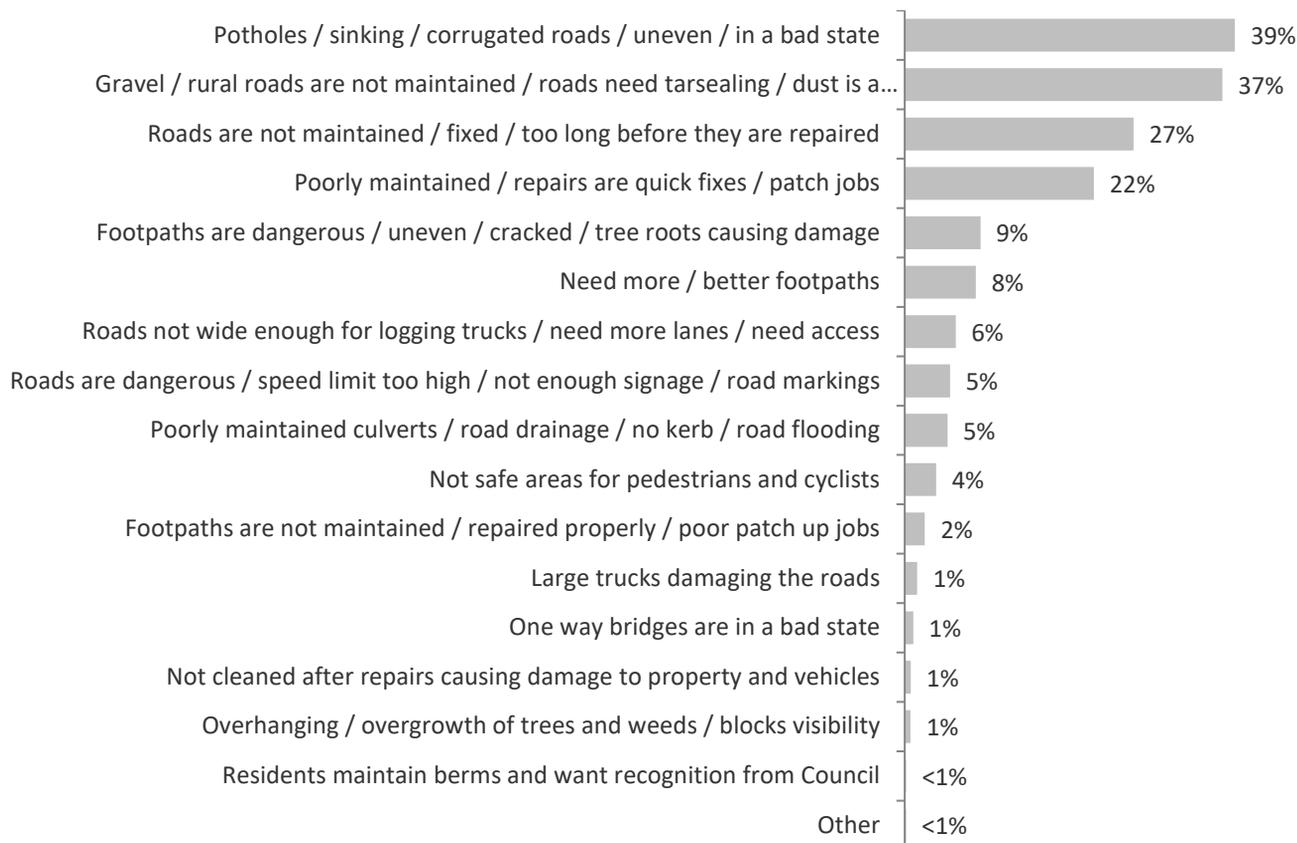
- Residents living in the Dargaville area were more likely to be satisfied with *the standard of signage on unsealed roads* (70%) a significant increase against 2021's result (59%). They are less likely to be satisfied with *road network providing access to services and destinations* (59%) and *standard and signage on unsealed roads* (45%)
- Otamatea residents were more likely to be satisfied with the *ride quality of the unsealed roads* (24%). They were less likely to be satisfied with the *road network providing access to services and destinations* (59%).
- Residents from the West Coast Central area are the most satisfied with *roading* overall. They were more likely to be satisfied with the *road network providing access to services and destinations* (75%); the *standard of signage on unsealed roads* (64%) and the *ride quality of the unsealed roads* (26%).
- Kaiwaka-Mangawhai residents are the least satisfied with the *roading and footpaths* of all regions, however they have had a significant increase in satisfaction of *Road network providing access to services and destinations* (59%) against 2021's results (49%).

NOTES:

- Sample: 2022 n=729; 2021 n=883;
- Dargaville n=238; Otamatea n=133; West Coast Central n=35; Kaiwaka-Mangawhai n=323;
- Excludes don't know response
- Q27. 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	▲	Between demographics Significantly higher
▼	Significantly lower	▼	Significantly lower

Reasons for dissatisfaction with roading and footpaths



- *The gravel roads are potholed and when filled, they are filled with massive stones that cause tyre damage or flat tyres.*
- *The main road between Dargaville and Whangarei is not enjoyable. There are potholes and patched roadworks which causes further wear on the cars, plus it could be unsafe, especially between the first passing lane after Cons Hill heading toward Whangarei, Tangateroria and just past Bob Taylor Road.*
- *The metal roads out here at Omamari can be terrible at times. Seriously. Last time they were graded with the road grader, I got a flat tyre from all the stones sticking up everywhere!*
- *No safe areas for pedestrians outside of the main centres and as a cyclist, I rarely feel safe on my bike.*
- *Our roads are appalling, potholes, sink areas and not enough metal on some unsealed roads. Blocked or poorly maintained culverts, leading to wash outs.*
- *Just seems to take too long to get repairs done and when they are done, it's a patch up job only. For an example, the road between Paparoa and Maungaturoto is shocking. Also, the lack of traffic control and signage used has been inadequate for some of the work involved.*
- *Our roads are unsafe, uneven, and potholes are everywhere. Kaipara roads are dangerous, definitely need work done on our roads.*
- *The Cove Road one-way bridges have been so bad for so long. Also, Brown Road constantly has potholes.*

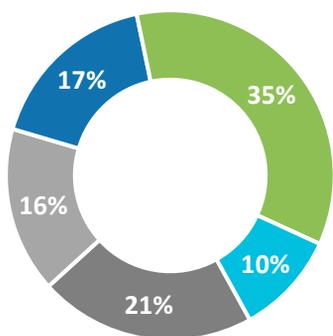
NOTES:

1. Sample: 2022 n=729;
2. Q28. If you were dissatisfied with any aspects regarding Council roads and footpaths, i.e., rated them 1 or 2 out of 10, can you tell us why you are not satisfied? n=192



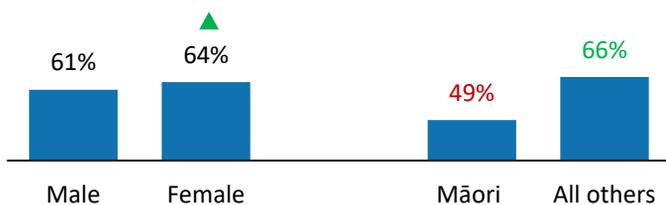
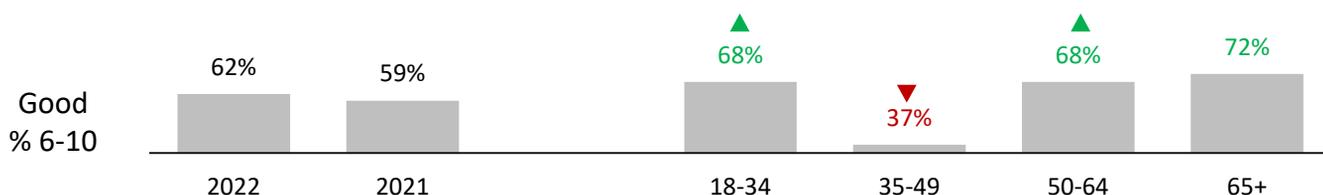
Waste Management

Overall Performance Waste Management

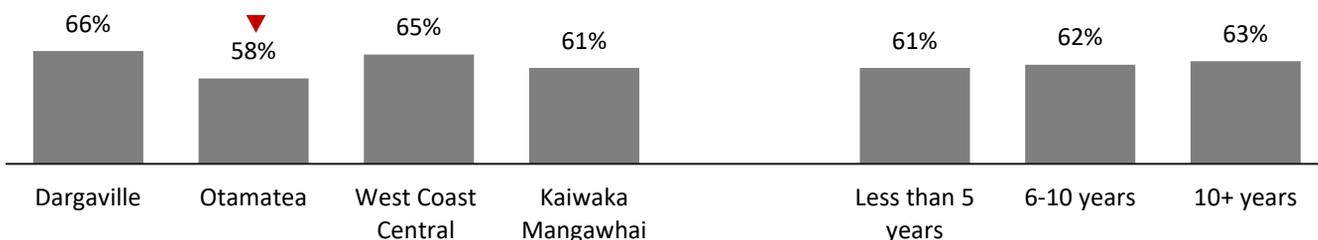


- Poor (1-4)
- Somewhat poor (5)
- Somewhat good (6)
- Good (7-8)
- Excellent (9-10)

- Over three in five residents (62%) rated the *overall waste management* ‘somewhat good’ to ‘excellent’ (6-10/10) taking into account refuse bag collections, recycling services and litter bins.
- Slightly over one in five residents (21%) rated the *overall waste management* provided by Council ‘poor’ (1-4/10).
- Residents aged 35-49 years were significantly less likely to rate *Council’s overall waste management* 6 to 10 out of 10.



- Māori residents were significantly less likely to rate *waste management* 6-10/10 overall.
- Results across gender and length of time lived in the district remain reasonably consistent.



- Residents from Otamatea area were significantly less likely to rate *Council’s waste management overall* ‘somewhat good’ to ‘excellent’ (58%) against 2021’s results (69%), while those who live in Dargaville, and West Coast Central areas were more likely to rate the service 6 to 10 out of 10 (66% and 65% respectively).

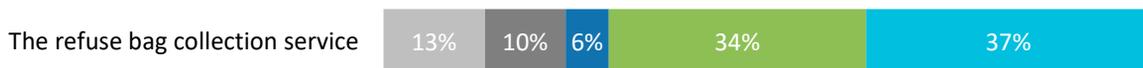
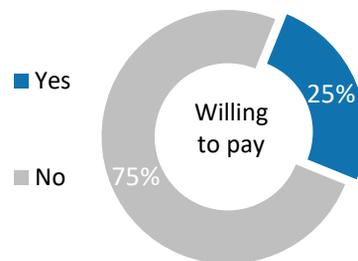
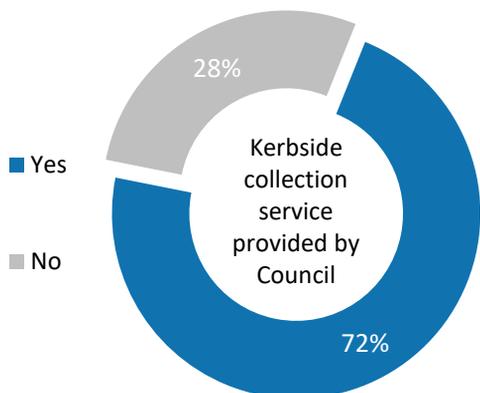
NOTES:

1. Sample: 2022 n=729; 2021 n=883;
2. 18-34 n=45; 35-49 n=58; 50-64 n=129; 65=497;
3. Male n=349; Female n=380;
4. Māori n=67; All others n=662;
5. Dargaville n=238; Otamatea n=133; West Coast Central n=35; Kaiwaka-Mangawhai n=323;
6. Less than 5 yrs n=183; 6-10 yrs n= 180; 10+ yrs n= 362;
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=679

Year-on-year
▲ Significantly higher
▼ Significantly lower

Between demographics
▲ Significantly higher
▼ Significantly lower

Waste Management Services and Facilities



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

Satisfaction with *the refuse bag collection service* improved significantly year-on-year, with 76% of residents 'somewhat' to 'very satisfied' with the service. Māori residents were less likely to be satisfied with *the refuse bag collection service* (62%).

Satisfaction with Council's *recycling services* improved slightly year-on-year, with half of residents (50%) satisfied with this service.

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

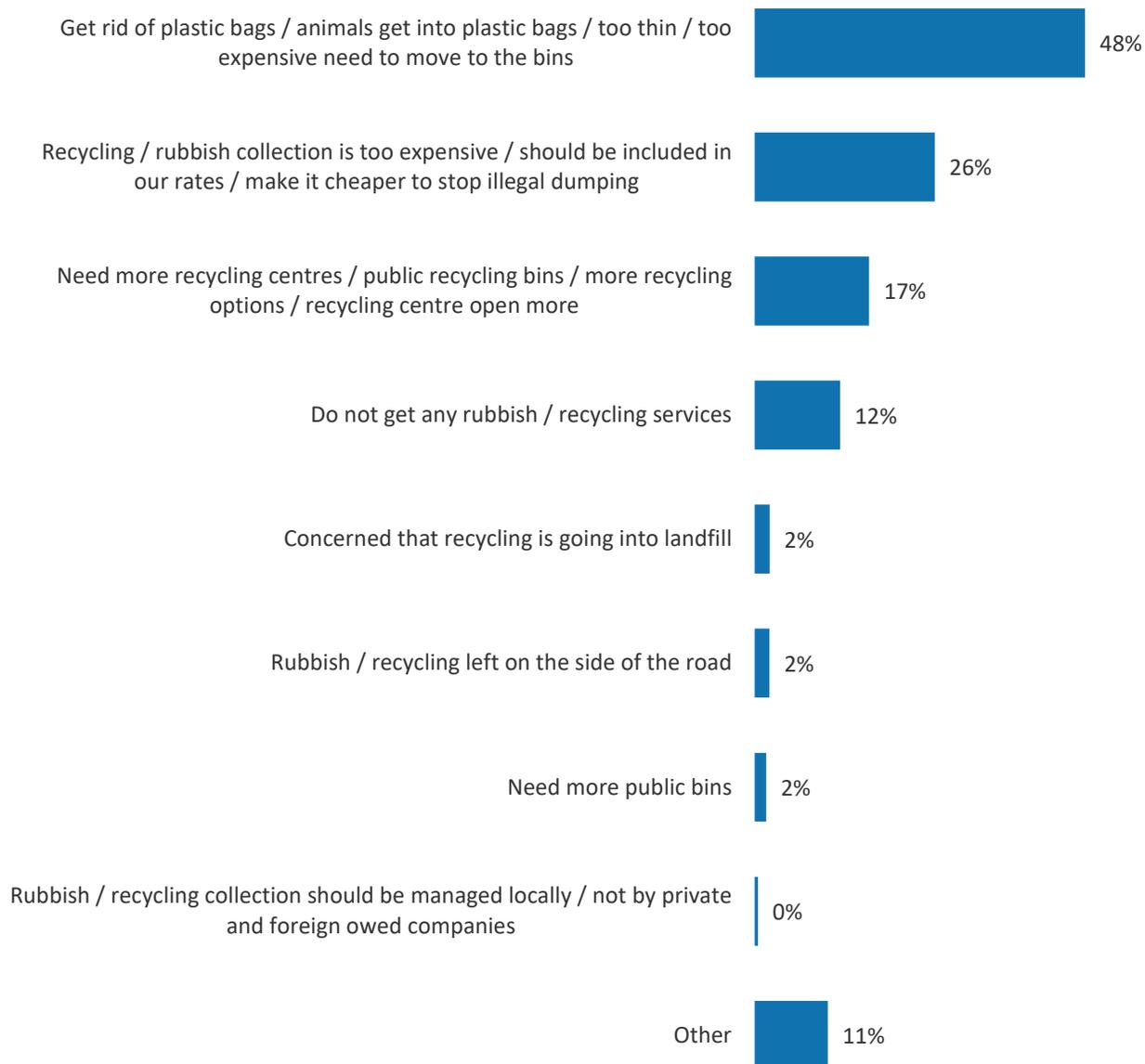
NOTES:

1. Sample: 2022 n= 729; 2021 n=883;
2. Māori n=67; All others n=662;
3. Excludes don't know response
4. Q30 Where you live, is there a kerbside collection service provided by Council? n=718
5. Q30A Would you be willing to pay for such service? n=127
6. Q30B. How satisfied are you with the following services or facilities?
7. Q30B. If you are very dissatisfied with any aspects regarding Council waste management services, 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

Between demographics
▲ Significantly higher
▼ Significantly lower

Reasons for dissatisfaction with waste management

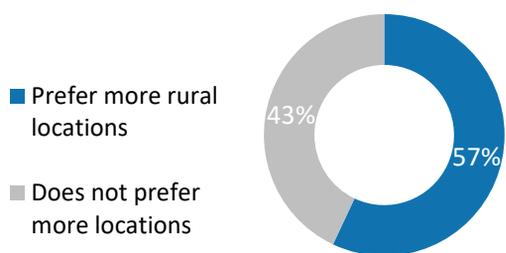


NOTES:

1. Sample: 2022 n=729
2. Q30. How satisfied are you with the following services or facilities?
3. Q31. If you are very dissatisfied with any aspects regarding Council waste management services, i.e., rated them 1 or 2 out of 10, can you tell us why you are not satisfied? n=106

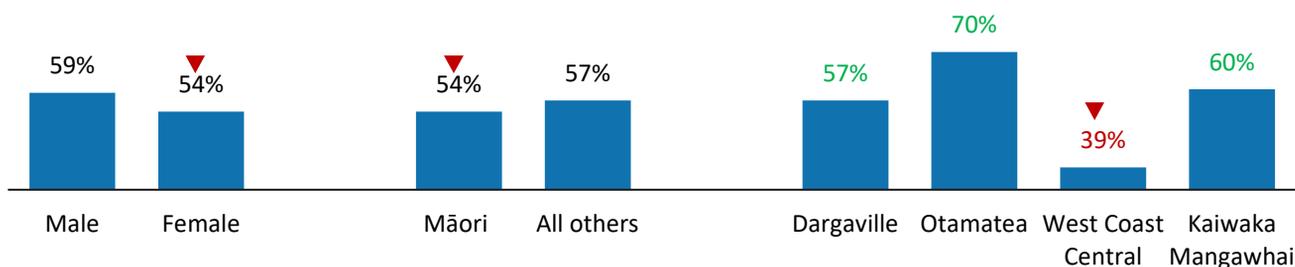
Year-on-year **Between demographics**
▲ Significantly higher ▲ Significantly higher
▼ Significantly lower ▼ Significantly lower

Rural drop off locations

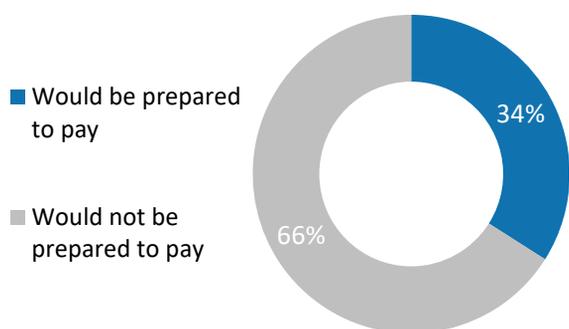


- 57% of residents would like to see more rural drop off locations for recycling and general waste.
- Residents from Otamatea area (70%) were more likely to like to see more rural drop off locations for recycling and general waste. While residents from West Coast Central were significantly less likely to (39%).

% Prefer more rural locations

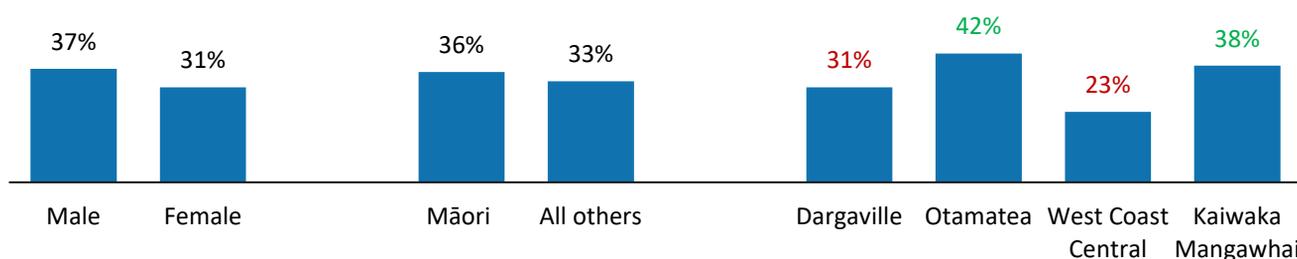


Prepared to pay for better waste management service



- 34% of residents would be prepared to pay through rates for a better service (waste management).
- Residents from Otamatea area (42%) were more likely to be prepared to pay through rates for a better service while residents from the West Coast Central area (23%) were less likely to be prepared to pay more.

% Prepared to pay



NOTES:

1. Sample: 2022 n=729; 2021 n=883; 18-34 n=45; 35-49 n=58; 50-64 n=129; 65=497; Male n=349; Female n=380; Māori n=67; All others n=662; Dargaville n=238; Otamatea n=133; West Coast Central n=35; Kaiwaka-Mangawhai n=323; Less than 5 yrs n=183; 6-10 yrs n= 180; 10+ yrs n= 362; Excludes don't know response
2. Q32A. Would you like to see more rural drop off locations for recycling and general waste?
3. Q32B. Would you be prepared to pay through rates for a better service?

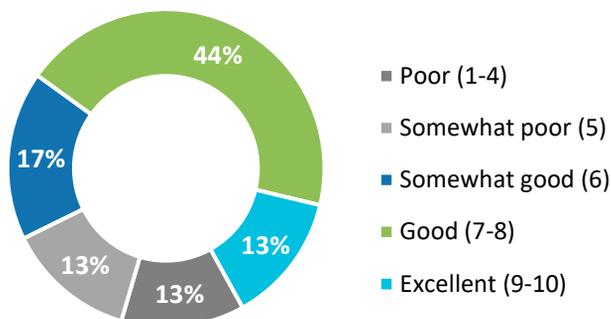
Year-on-year
▲ Significantly higher
▼ Significantly lower

Between demographics
▲ Significantly higher
▼ Significantly lower

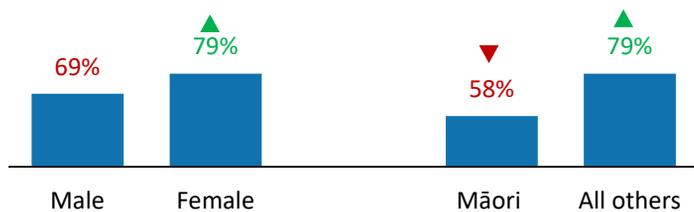
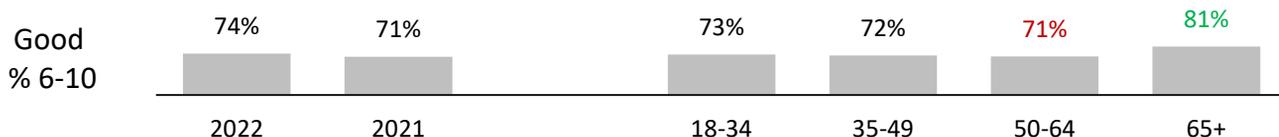


Other Services

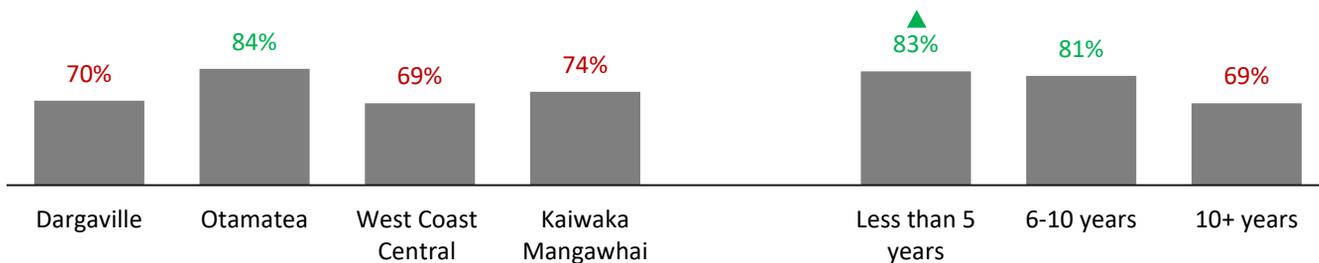
Overall Performance Other Services



- Almost three quarters of residents (74%) rated the other services of the Kaipara District Council 'somewhat good' to 'excellent' taking into account animal control, litter and graffiti and protecting environmental health.
- 13% of residents rated the other services provided by Council 'poor' (1-4/10).



- 79% of female residents rated other Council services 6 to 10 out of 10 which is a significant increase on 2021's results (69%).
- 58% of Māori residents rated other Council services 6 to 10 out of 10 a significant decrease year-on-year (77%).



- Residents from the Otamatea area were significantly more likely to rate the other services of Council 'somewhat good' to 'excellent' (84%).
- 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 (83%) a significant improvement year-on-year (66%).

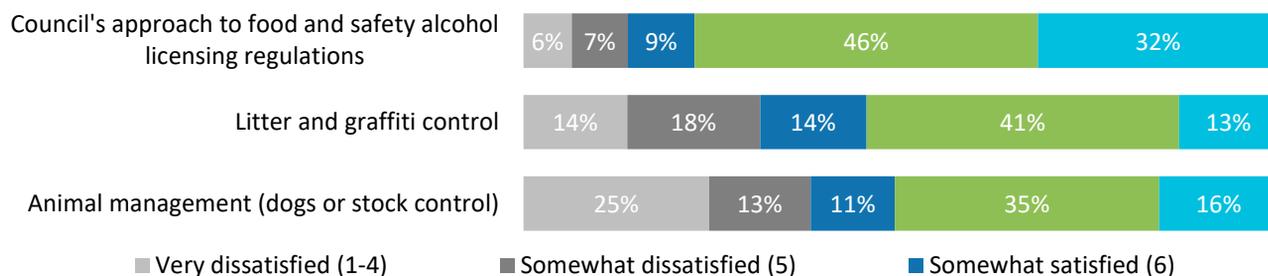
NOTES:

1. Sample: 2022 n=729; 2021 n=883;
2. 18-34 n=45; 35-49 n=58; 50-64 n=129; 65=497;
3. Male n=349; Female n=380;
4. Māori n=67; All others n=662;
5. Dargaville n=238; Otamatea n=133; West Coast Central n=35; Kaiwaka-Mangawhai n=323;
6. Less than 5 yrs n=183; 6-10 yrs n= 180; 10+ yrs n= 362;
7. Excludes don't know response
8. 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=571

Year-on-year
▲ Significantly higher
▼ Significantly lower

Between demographics
▲ Significantly higher
▼ Significantly lower

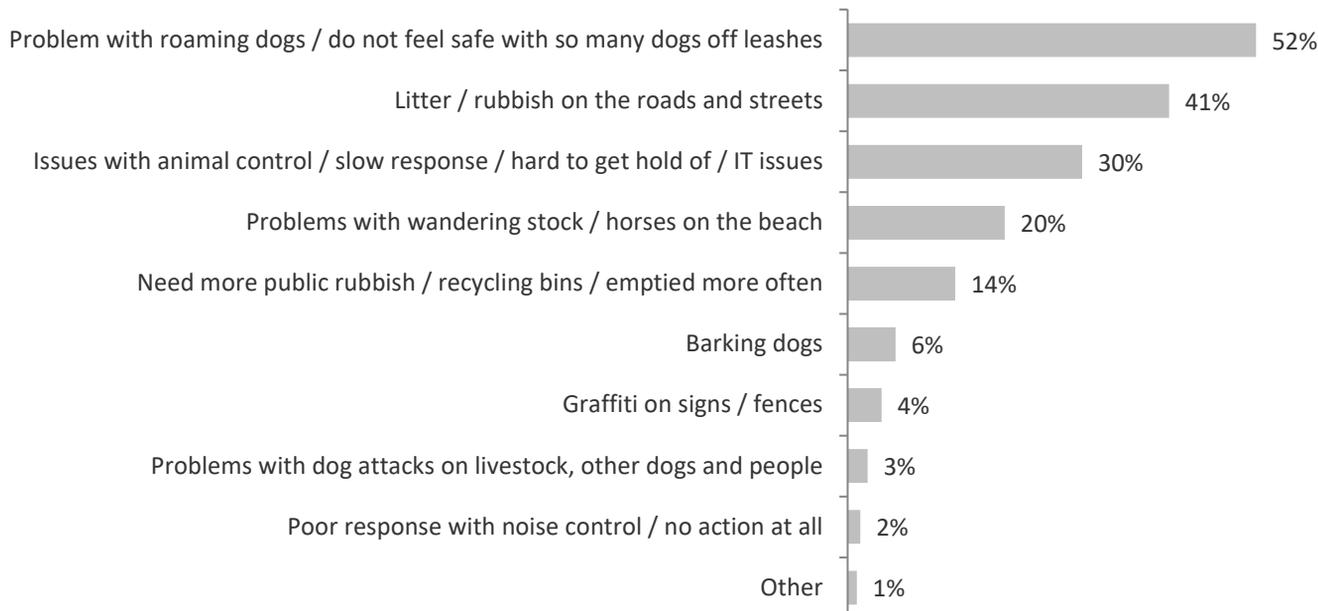
Other Services



- Satisfaction with *Council's approach to food safety and alcohol licensing regulation* improved significantly year-on-year, with 86% of residents 'somewhat' to 'very satisfied' with this service. 69% of residents were satisfied with *litter and graffiti control*, while satisfaction with *animal management (dogs or stock control)* also saw a significant year on year improvement (62% 2022, 55% 2021).

Scores with % 6-10	2022	2021	Māori	All Other
Council's approach to food safety and alcohol licensing regulation	86% ▲	77%	89%	86% ▲
Litter and graffiti control	69%	64%	52%	73% ▲
Animal management (dogs or stock control)	62% ▲	55%	73%	59% ▲

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

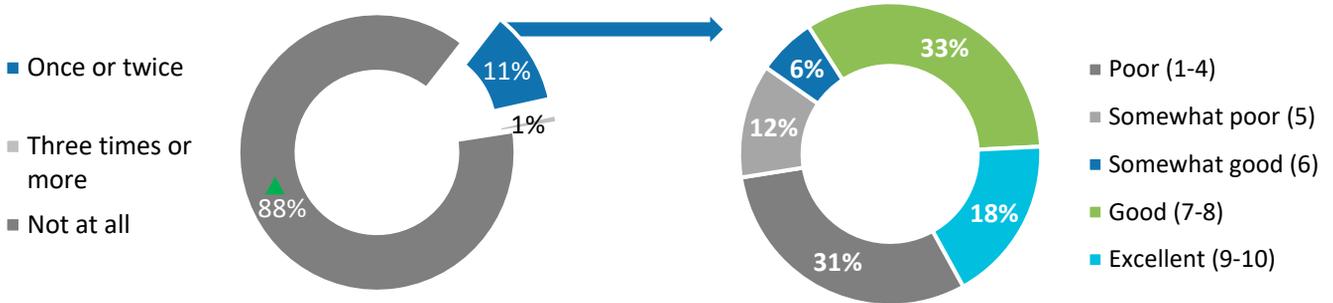


NOTES:

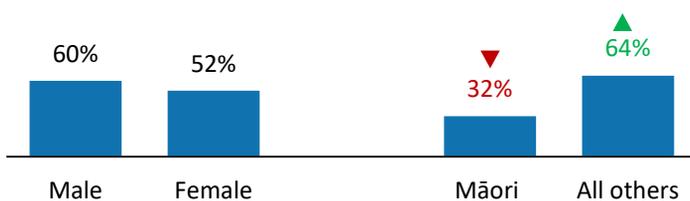
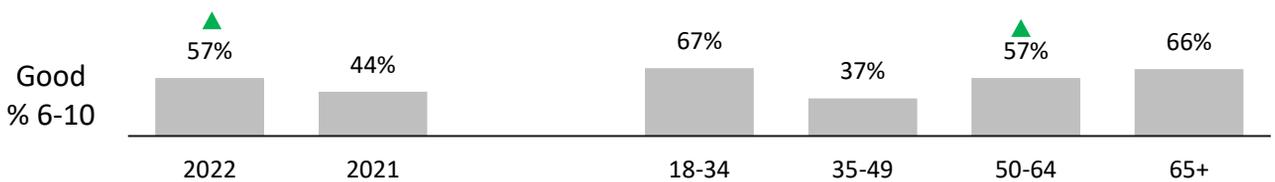
- Sample: 2022 n=729; 2021 n=883;
- Māori n=67; All others n=662;
- Excludes don't know response
- Q33. How satisfied are you with the following services or facilities?
- Q35. If you are very dissatisfied with any aspects regarding litter and graffiti control or animal management i.e., rated them 1 or 2 out of 10, can you tell us why you are not satisfied? n=53
- Q37. How satisfied are you with the Council's approach to food safety and alcohol licensing regulations?

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

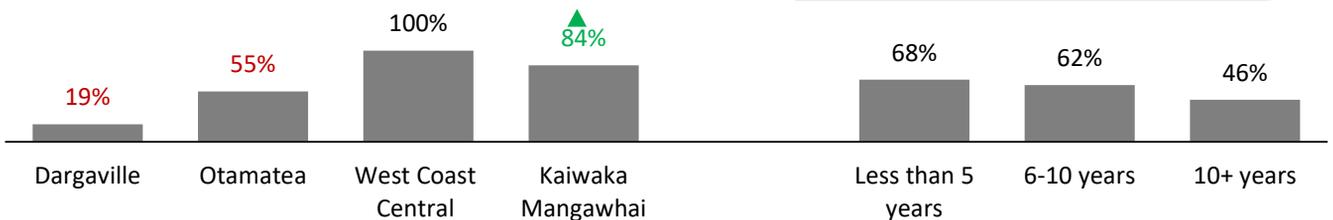
Contact Regarding Animal Management



- 11% of residents contacted Council once or twice and a further 1% contacted Council three or more times in the last year about animal management issues. The number of residents who contacted Council three or more times has significantly decreased since last year reducing by more than half.
- 57% of residents who contacted Council about animal management issues rate Council's response regarding their questions 'somewhat good' to 'excellent' (6-10/10). Just over three in ten residents (31%) who contacted Council regarding animal management issues rated Council's response as 'poor' (1-4/10).



- Māori residents and residents living in the Dargaville and Otamatea areas, who contacted Council regarding animal management issues, were less likely to rate Council's response 6 to 10 out of 10 (32%, 19% and 55% respectively).



NOTES:

1. Sample: 2022 n=729; 2021 n=883;
2. 18-34 n=45; 35-49 n=58; 50-64 n=129; 65=497;
3. Male n=349; Female n=380;
4. Māori n=67; All others n=662;
5. Dargaville n=238; Otamatea n=133; West Coast Central n=35; Kaiwaka-Mangawhai n=323;
6. Less than 5 yrs n=183; 6-10 yrs n= 180; 10+ yrs n= 362;
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=80
9. Q36B. How would you rate Council's response regarding your questions around animal management? Would you rate it...?

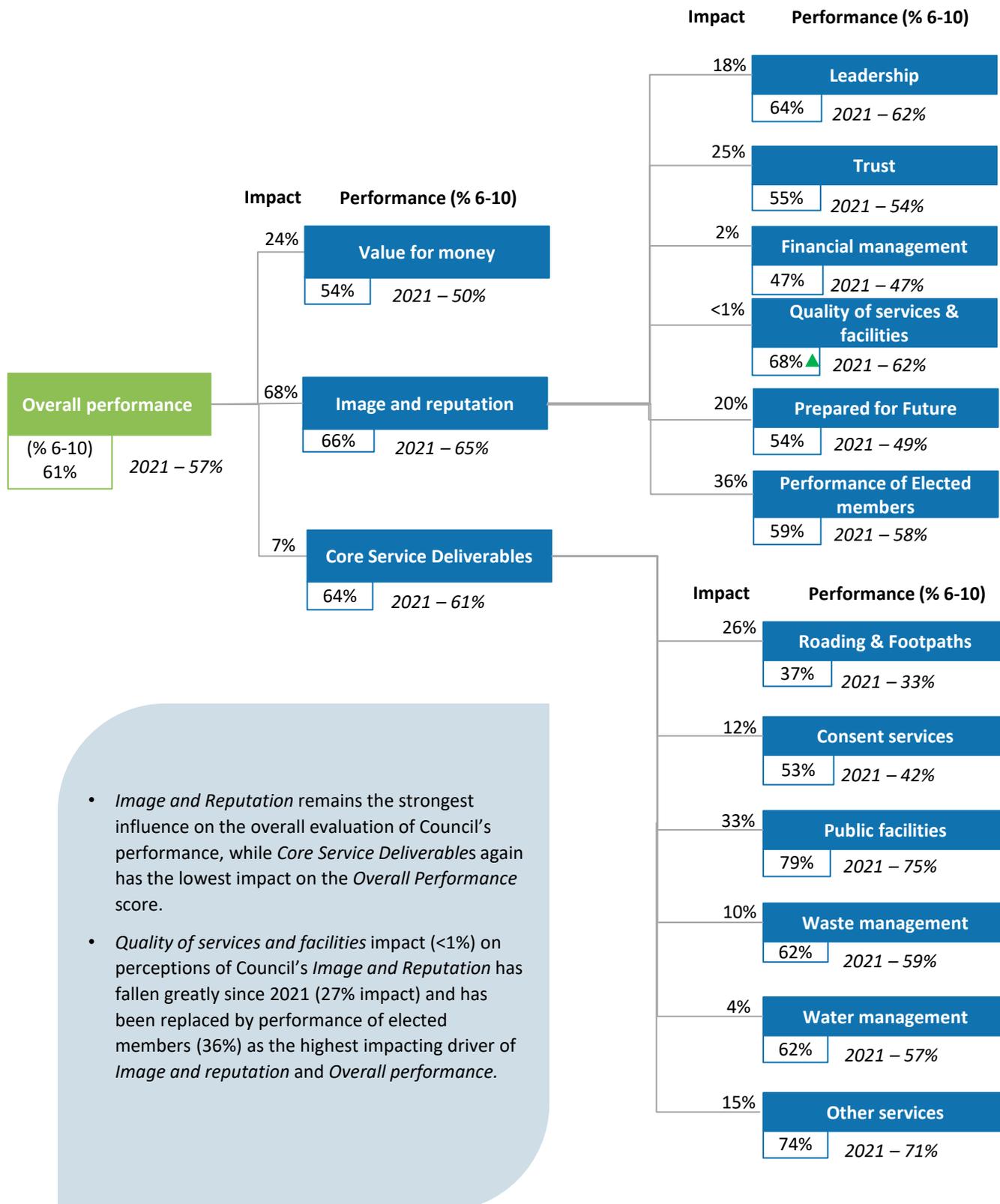
Year-on-year
▲ Significantly higher
▼ Significantly lower

Between demographics
▲ Significantly higher
▼ Significantly lower



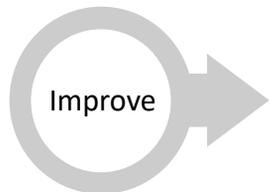
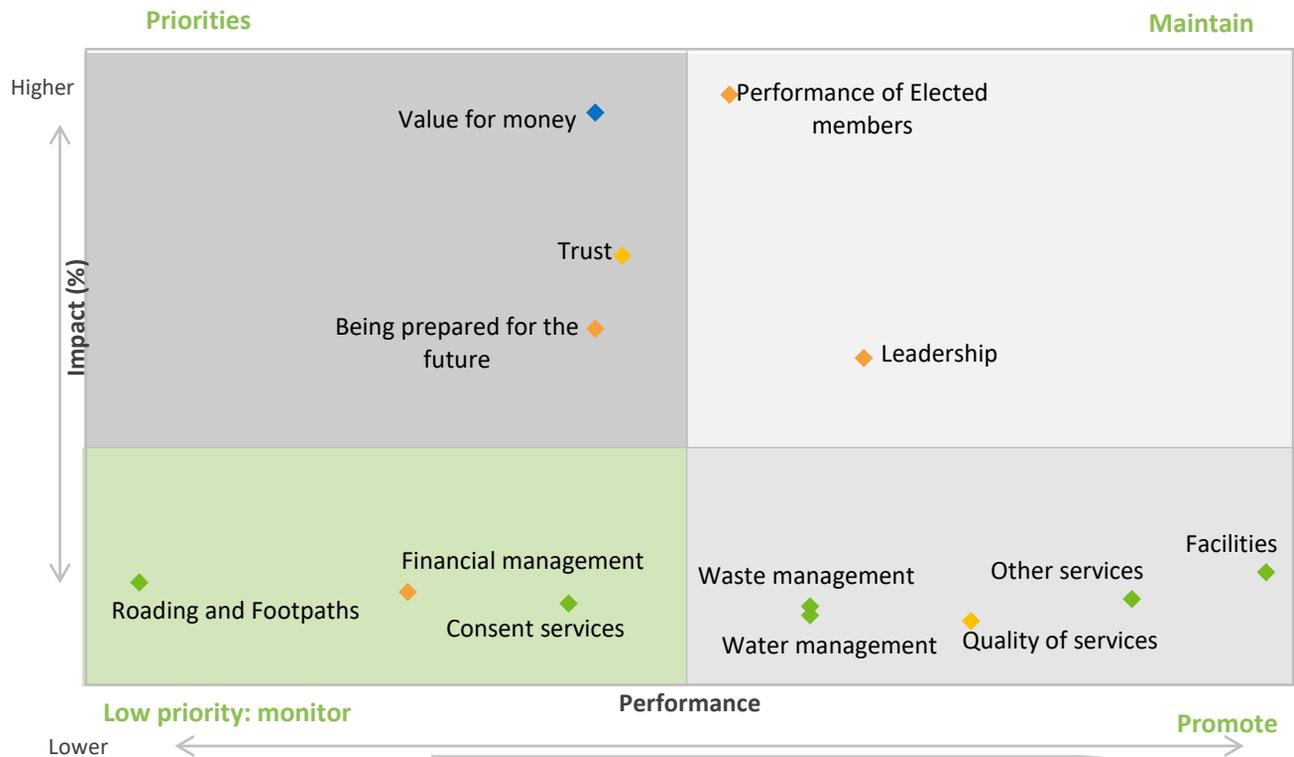
Drivers of Overall Satisfaction

Drivers of Perceptions of Kaipara District Council's Performance



- *Image and Reputation* remains the strongest influence on the overall evaluation of Council's performance, while *Core Service Deliverables* again has the lowest impact on the *Overall Performance* score.
- *Quality of services and facilities* impact (<1%) on perceptions of Council's *Image and Reputation* has fallen greatly since 2021 (27% impact) and has been replaced by performance of elected members (36%) as the highest impacting driver of *Image and reputation* and *Overall performance*.

Opportunities and priorities. Overall measures



Value for money, Trust, and Being prepared for the future, were identified as the best opportunities for Kaipara District Council, being aspects of relatively low performance that are considered important by residents. Value for money remains relatively constant with last years results while Trust appears to be of higher importance to residents this year and being prepared for the future has slightly better performance.



The key opportunities for Kaipara District Council to monitor included *Roothing and Footpaths, Consent Services, and financial management*. *Roothing and footpaths and consent services* remain the same as last year while *financial management* has fallen in apparent importance and moved from *improve* to *monitor*

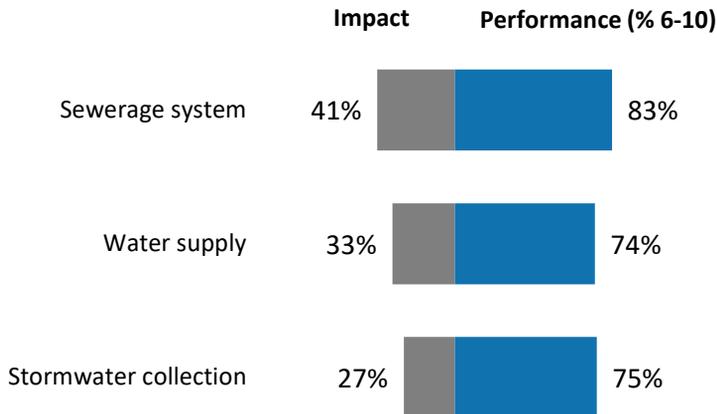


The key areas to maintain included *Leadership* and the *Performance of Elected members*. Both these metrics saw a large leap in apparent importance among respondents this year and monitoring their performance will be important for the Council's overall perceived performance.



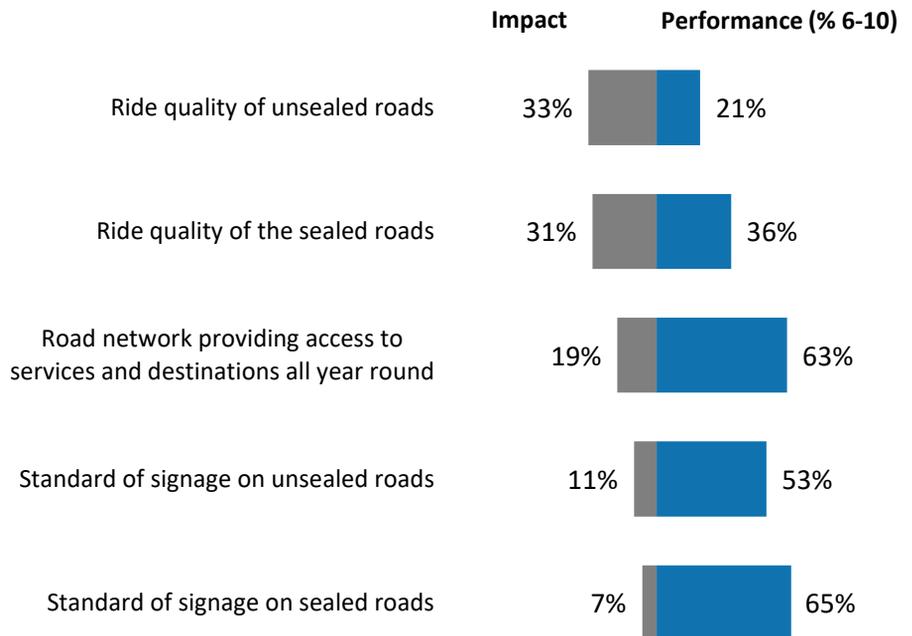
The most underappreciated areas of Council's performance were *Facilities, Other services, Quality of services, Water management, and Waste management*. With all measures scoring relatively highly in performance but have low perceived importance.

Impact scores



- *Sewerage system* had both the highest impact on how *water management* was perceived, and the highest performance. As such this should be monitored and maintained at current service levels.

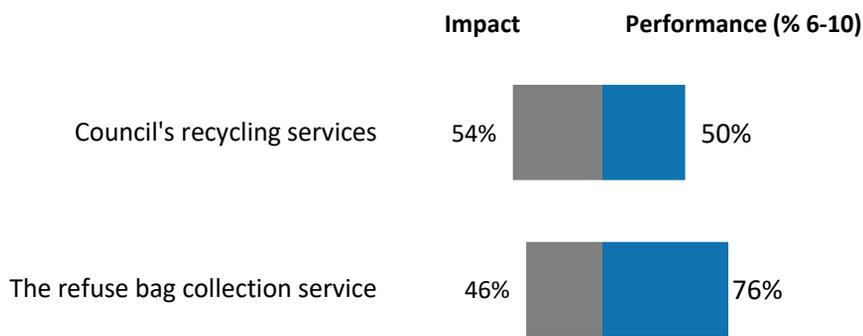
- The *Ride quality of the sealed roads* had the greatest impact on overall perception of *Roading*. Satisfaction was very low, and this presents an opportunity for Council to improve residents' satisfaction.



NOTES:

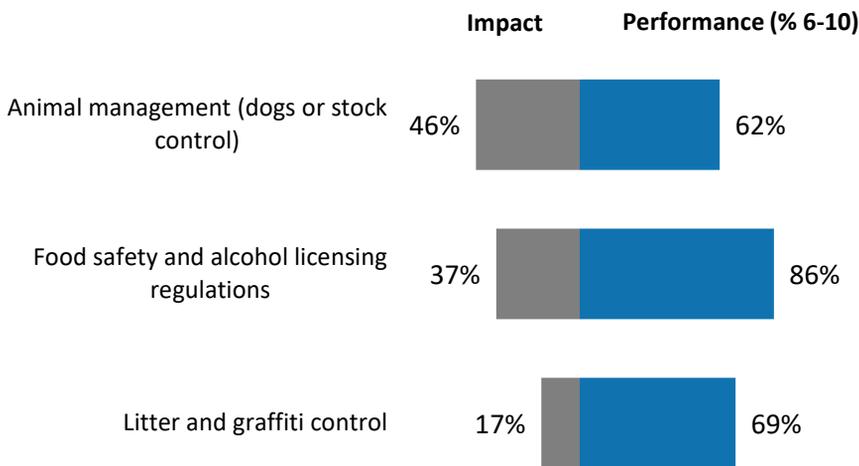
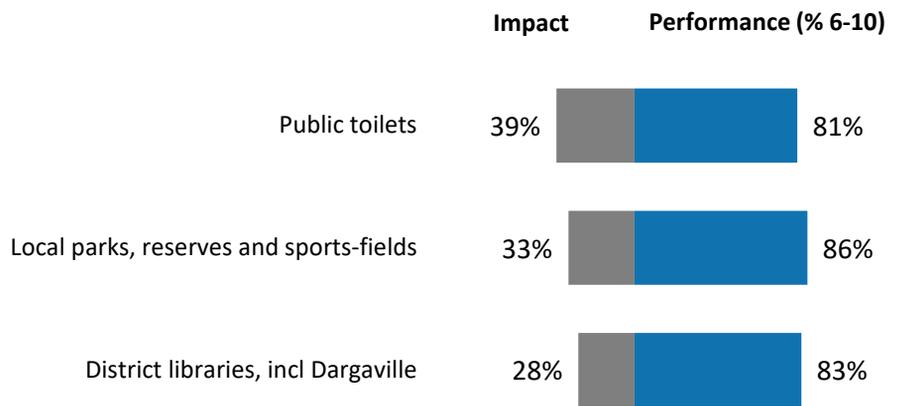
1. Sample: 2022 n=729 Excludes don't know response

Impact scores



• Council's recycling services and the refuse bag collection service had similar levels of impact on the overall perception of Council's waste management, but as satisfaction with recycling services was lower this presents an opportunity for improvement.

• Performance across all facilities are relatively high. Perceptions of *Public toilets* had the greatest impact on how *facilities* were viewed.



• How Council approached *animal management* had the greatest impact on how *Council's other services* were perceived. Satisfaction with this service is the lowest amongst *Other facilities* representing an opportunity for Council.

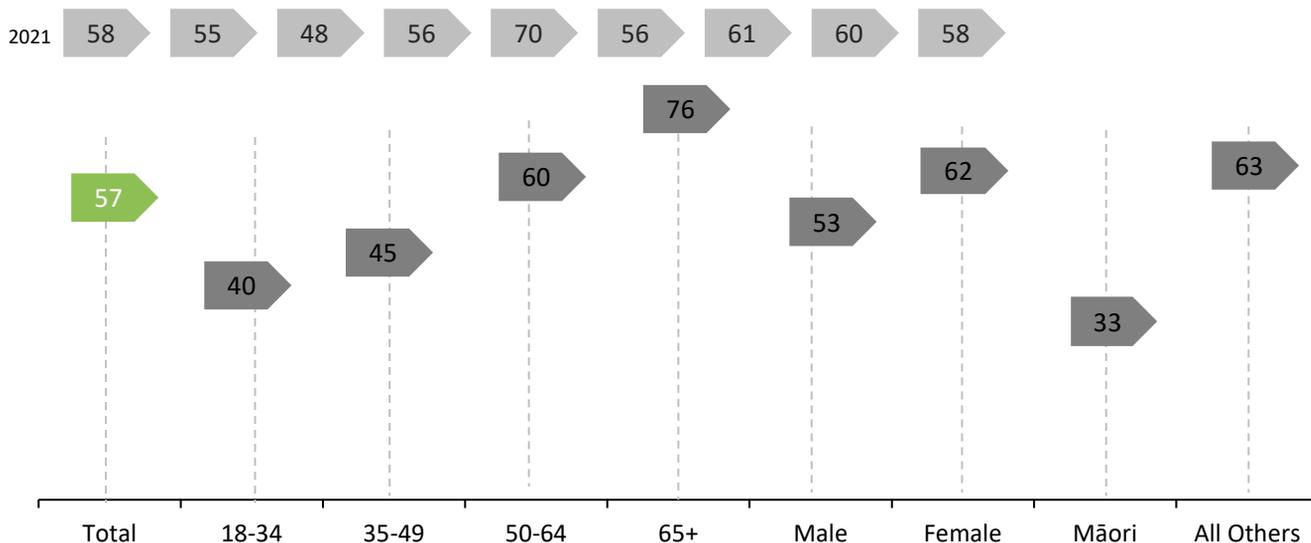
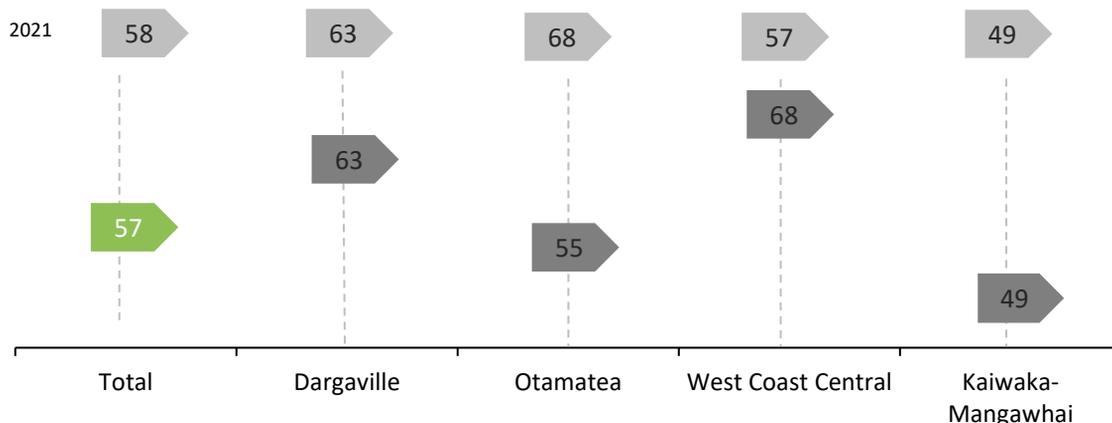
NOTES:
1. Sample: 2022 n=729; Excludes don't know response



Image and Reputation

Reputation Benchmarks

- Council's reputation was considered 'poor' with a reputation rating of 57 against the benchmark. Kaiwaka-Mangawhai provided the lowest rating (49), followed by Otamatea (55). Acceptable reputation scores were seen for West Coast Central (68) and Dargaville (63).



- Higher reputation scores were calculated for residents aged 65+ (76), 50-64 (60) and non-Māori residents (63). Council's reputation was considered poor among all other demographic groups and exceptionally poor among residents who identify as Māori.

NOTES:

- Sample: 2022 n=729; 2021 n=883;
- 18-34 n=45; 35-49 n=58; 50-64 n=129; 65=497;
- Male n=349; Female n=380;
- Māori n=67; All others n=662;
- Dargaville n=238; Otamatea n=133; West Coast Central n=35; Kaiwaka-Mangawhai n=323;
- 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

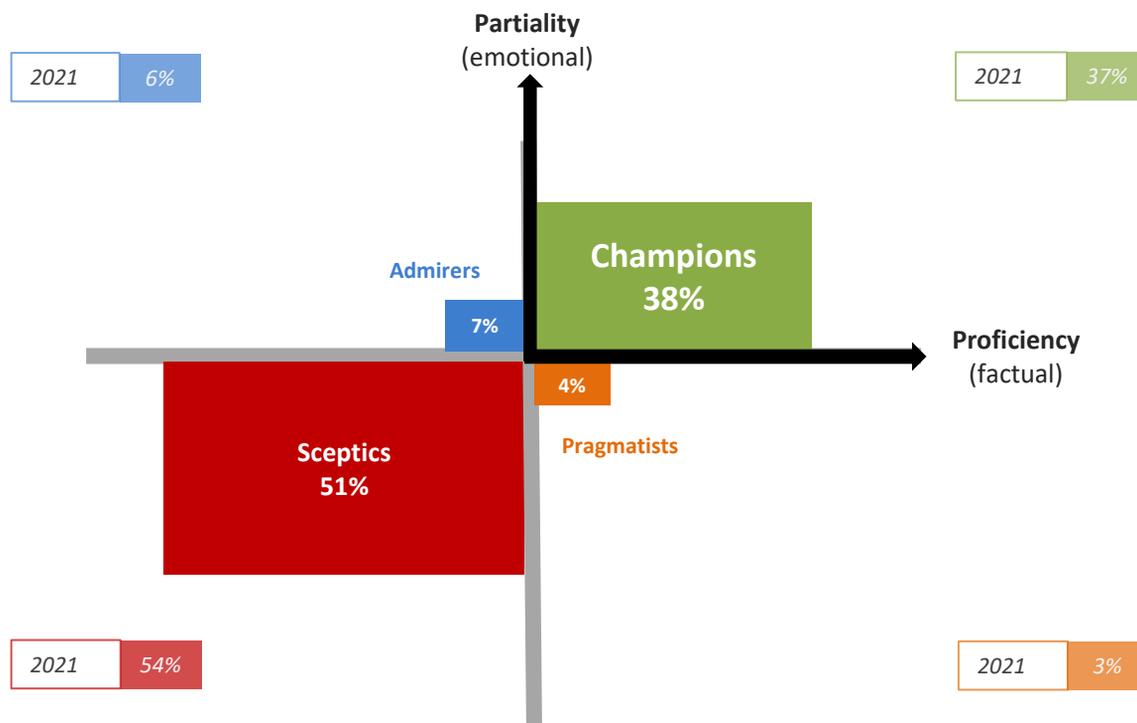
Key:

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

Year-on-year **Between demographics**

- ▲ Significantly higher
- ▼ Significantly lower
- ▲ Significantly higher
- ▼ Significantly lower

Reputation Profile



- 7% of residents were *Admirers* having a positive connection to Council but believing performance could be better.
- Otamatea residents and female residents were more likely to be *Admirers*.

- Slightly more than a third of residents (38%) were *Champions* viewing Council as competent and having a positive connection to Council.
- Residents aged 65+ and residents from Dargaville were more likely to be *Champions*.
- Male residents were also more likely to belong to this group than female residents.

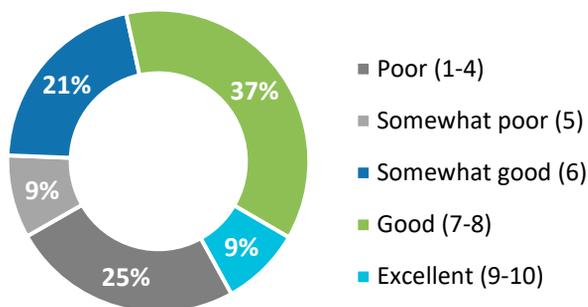
- More than half of residents were classified as *Sceptics* (51%), not valuing / recognizing Council’s performance and having doubts about or mistrusting Council.
- Residents who identify as Māori those aged 18-34 years and 35-49 years were considerably more likely to be *Sceptics*.

- 4% of residents were classified as *Pragmatists*, evaluating Council’s performance favourably, but rating Council poorly on trust and leadership.
- Residents aged 50-64 and residents from Dargaville were more likely to be *Pragmatists*.

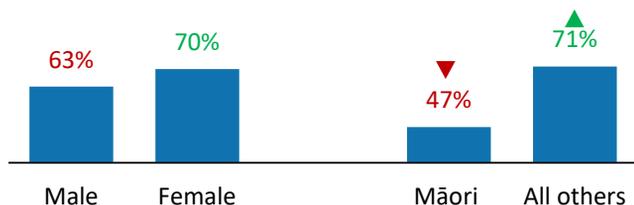
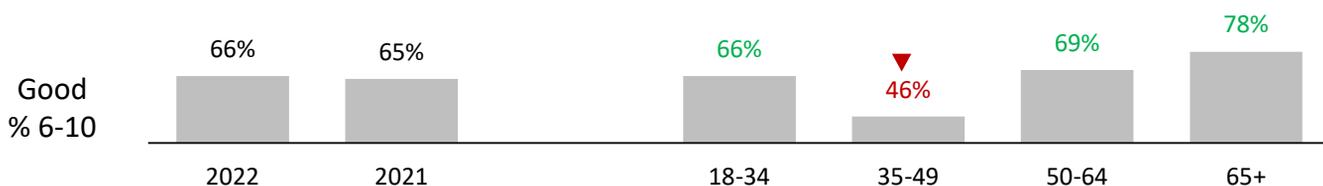
NOTES:

1. Sample: 2022 n=729; 2021 n=883;
2. 18-34 n=45; 35-49 n=58; 50-64 n=129; 65=497;
3. Male n=349; Female n=380;
4. Māori n=67; All others n=662;
5. Dargaville n=238; Otamatea n=133; West Coast Central n=35; Kaiwaka-Mangawhai n=323;
6. Less than 5 yrs n=183; 6-10 yrs n= 180; 10+ yrs n= 362;
7. Excludes don’t know response
8. Segments have been determined using the results from a set of five overall level questions
9. REP1_1 leadership, REP1_2 trust, REP1_3 financial management, REP1_4 quality of deliverables, REP2_1 overall reputation

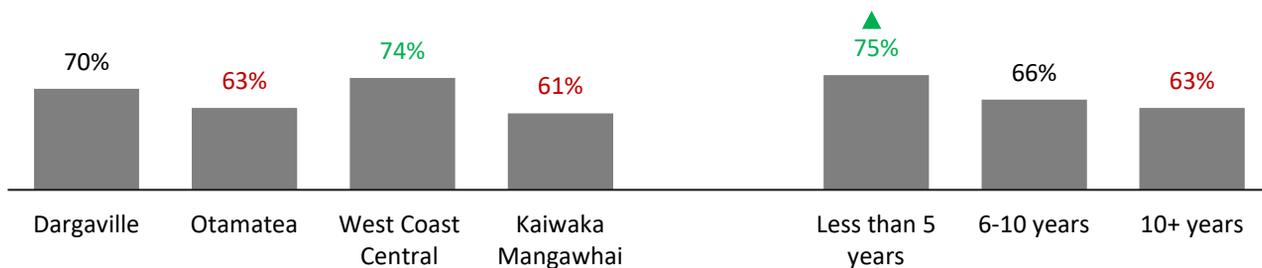
Overall Reputation



- 66% of residents rated Council's overall reputation 'somewhat good' to 'excellent' considering leadership, trust, financial management, quality of services provided and preparing for the future. This is a similar result to last year.
- A quarter of respondents (25%) rate Council's overall reputation 'poor' (1-4/10).
- Residents aged 65+ were more likely to rate Council's overall reputation 6 to 10 out of 10.



- Female residents were more likely to rate Council's overall reputation 6 to 10 out of 10.
- Residents who identify as Māori were significantly less likely to rate the council's overall reputation 6 to 10 out of 10.



- Residents from West Coast Central (74%) and those who lived in the district for less than 5 years (75%) were significantly more likely to rate Council's overall reputation 'somewhat good' to 'excellent' taking into consideration leadership, trust, financial management, quality of services provided and preparing for the future. Respondents that have lived in the district for less than 5 years went from the poorest performing demographic in 2021 (52%) to the highest performing in 2022.

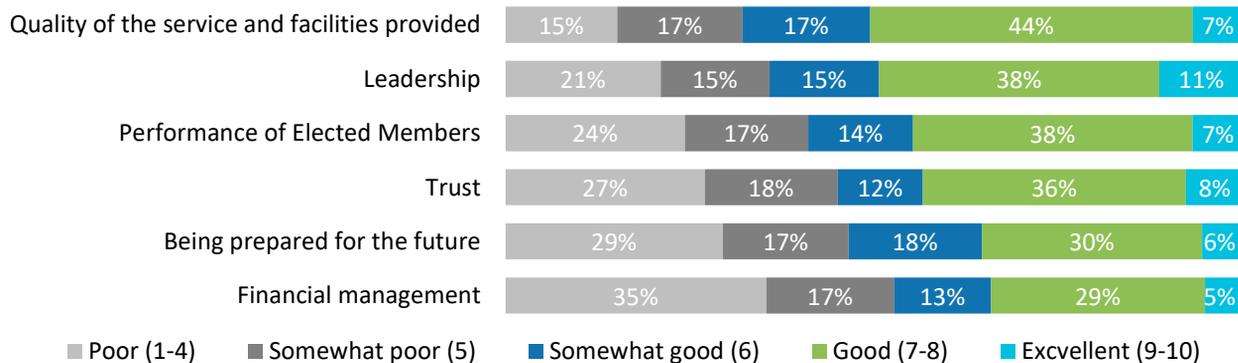
NOTES:

- Sample: 2022 n=729; 2021 n=883;
- 18-34 n=45; 35-49 n=58; 50-64 n=129; 65=497;
- Male n=349; Female n=380;
- Māori n=67; All others n=662;
- Dargaville n=238; Otamatea n=133; West Coast Central n=35; Kaiwaka-Mangawhai n=323;
- Less than 5 yrs n=183; 6-10 yrs n= 180; 10+ yrs n= 362;
- Excludes don't know response
- 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=630

Year-on-year
▲ Significantly higher
▼ Significantly lower

Between demographics
▲ Significantly higher
▼ Significantly lower

Image and Reputation



- Excluding *financial management* ratings across the board in the image and reputation category have improved considerably since last year. Around a third of residents rated *Financial management* (35%) ‘poor’ (1-4/10) While over half (51%) rated *quality of the service and facilities provided* ‘good’ (7-8) or ‘excellent’ (9-10).

Scores with % 6-10	2022	2021	Māori	All Other
Quality of the services and facilities provided	68%	62%	54%	71% ▲
Leadership	64%	62%	37% ▼	71% ▲
Performance of Elected members	59%	58%	45% ▼	63%
Trust	55% ▲	54%	24% ▼	63% ▲
Being prepared for the future	54%	49%	22% ▼	61% ▲
Financial management	47%	47%	14% ▼	56%

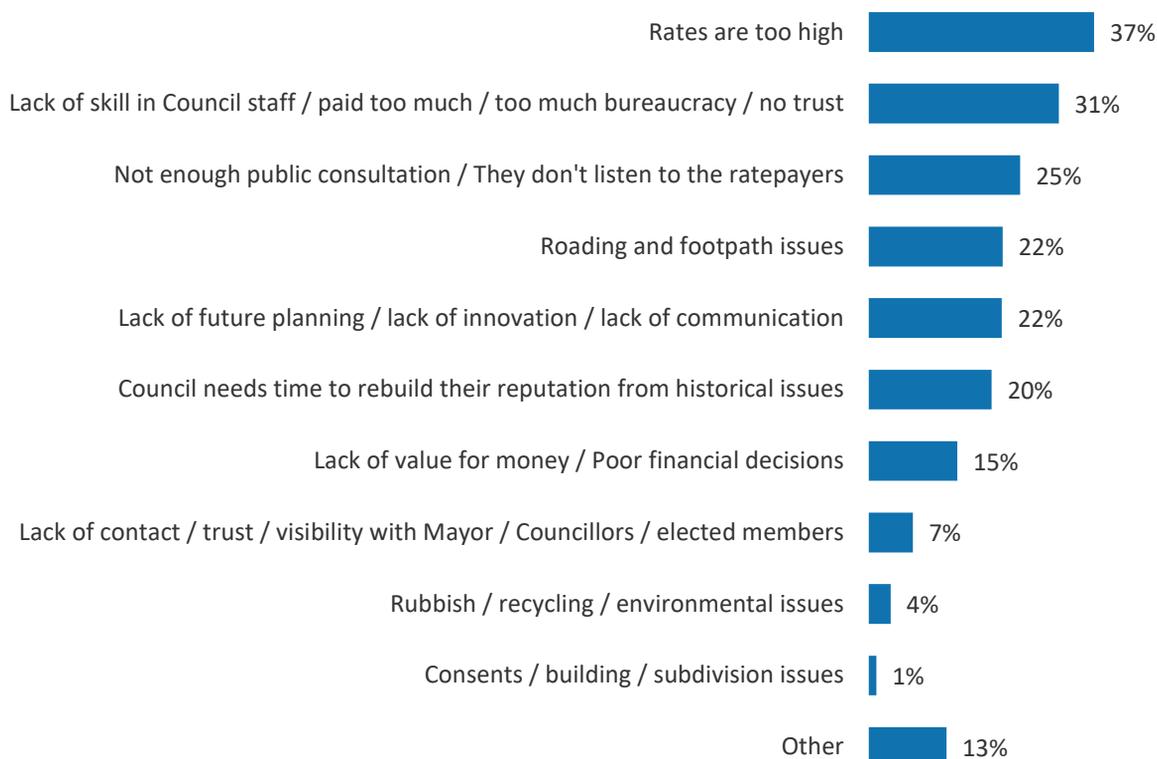
Scores with % 6- 10	Dargaville	Otamatea	West Coast Central	Kaiwaka - Mangawhai
Quality of the services and facilities provided	67%	73%	75% ▲	60%
Leadership	63%	68%	72%	57%
Performance of Elected members	59%	63%	66%	50%
Trust	56%	62%	57%	48%
Being prepared for the future	54%	53%	63%	48%
Financial management	59%	48%	44%	42%

NOTES:

- Sample: 2022 n=729; 2021 n=883;
- 18-34 n=45; 35-49 n=58; 50-64 n=129; 65=497;
- Male n=349; Female n=380;
- Māori n=67; All others n=662;
- Dargaville n=238; Otamatea n=133; West Coast Central n=35; Kaiwaka-Mangawhai n=323;
- Less than 5 yrs n=183; 6-10 yrs n= 180; 10+ yrs n= 362;
- 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



- *A long history of mismanagement. Some long-term employees have been self interested in their work, and conflicts of interests. Mangawhai taking too much.*
- *All Councils cop their fair share of criticism - but the reputation the Council has within Mangawhai and the surrounding area is terrible. No one has a good thing to say and liken it to a circus.*
- *Annual plan looks okay. Mayor is hardly seen, along with Councilors who are never seen when there is a problem. No leadership, only rate rises and trying to justify that they fix what needs fixing. Need to review what areas pay in rates compared to others.*
- *Distribution of funds that seem biased to particular area's and lack of community input in decision making.*
- *Elected members do not have the knowledge or skills to enable them to overview the performance of paid Council staff.*
- *General opinion of the Council is poor, and a lot of that opinion comes from the high rates and lack of accountability of the Council members.*
- *Its reputation is still tarred by the wastewater blowout in Mangawhai and there is an air of mistrust or suspicion in the transparency of Council decisions.*
- *Lack of infrastructure in Mangawhai. Higher rates than Auckland. Mangawhai doesn't seem to have a plan, developments are bitsy and disconnected. The best park in the town is provided for by volunteers (MAZ).*

NOTES:

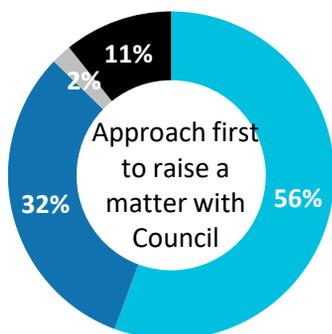
1. Sample: 2022 n=729;
2. Q49B. If you are dissatisfied with the Kaipara District Council's reputation, i.e., rated them 1 to 5 out of 10, can you tell us why you are not satisfied? n=139



Contact with Council

Contact with Council - Interactions

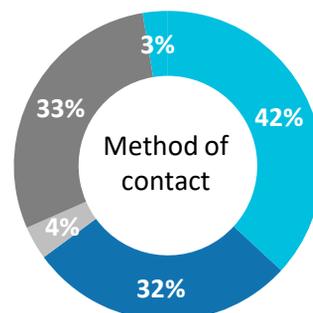
- The Council offices or staff
- The Council website
- A councillor or elected member
- Don't know



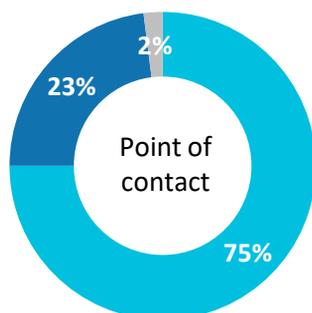
- More than half of residents (56%) *contact the Council offices or staff when they have a matter to raise with Council.*
- Over three in ten (32%) go to *the Council website.*
- 11% of residents did not know who they would contact if they had a matter to raise with Council, with 2% *contacting a Councillor or elected member.*

- More than two in five residents (42%) have *contacted the Council office by phone in the last 12 months.*
- Almost a third (32%) have *contacted the Council office in person*, with 33% *contacting the Council office via email.*
- 4% of residents *contacted Council in writing.*

- By phone
- In person
- In writing
- By e-mail
- Other



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



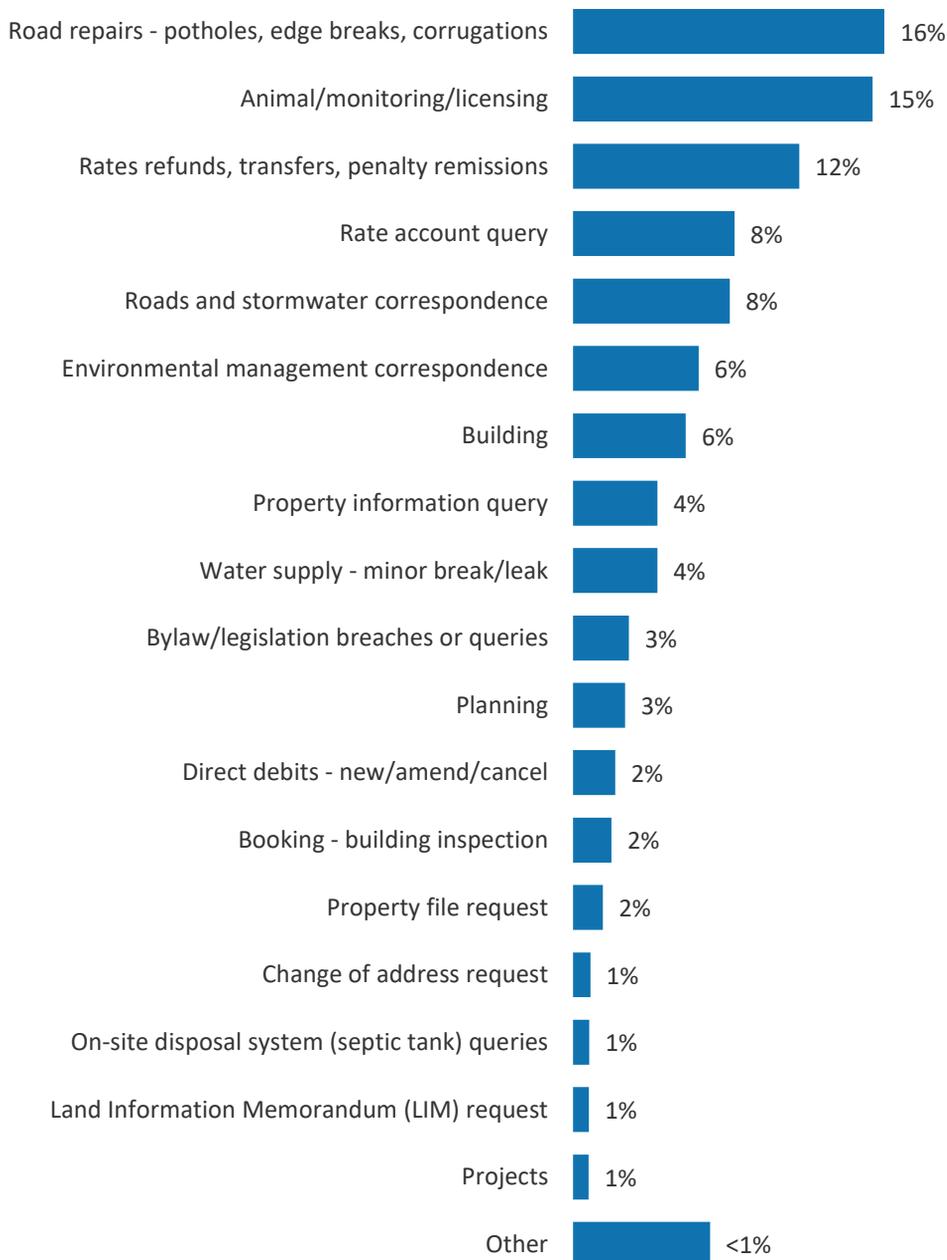
- Three quarters of recent interactions with Council was through the *contact service center (75%), other staff members* were the first point of contact for a little over one in five residents (23%).
- 2% of recent interactions were with elected members.

NOTES:

1. Sample: 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?

▲ Significantly higher ▲ Significantly higher
▼ Significantly lower ▼ Significantly lower

Contact with Council - Interactions



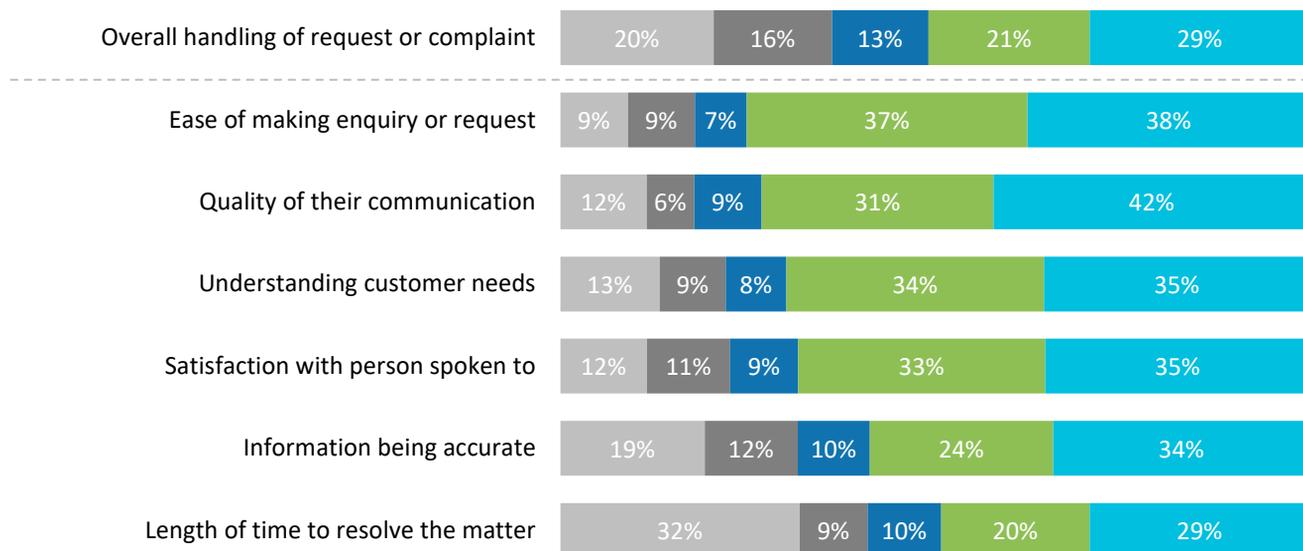
• *Road repair – potholes, edge breaks or corrugations, and animals, monitoring or licensing made up almost a third (31%) of recent council interaction (16% and 15% respectively). 12% of residents’ contact related to rates refunds, transfers or penalty remissions, with 8% related to queries about the rate account.*

Notes:

1. Sample: 2022 n=729;
2. Q8a. Thinking about your most recent contact with Council, what did it relate to? n=432

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

Contact with Council: Satisfaction



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

- 64% of residents were satisfied with the *overall handling of their request or complaint*, with 82% satisfied with the *ease of making their enquiry or request*. 68% were satisfied that the *information provided was accurate* while 59% were satisfied with *the length of time it took to resolve the matter*. These are all decreases year-on-year.
- Māori residents were significantly more likely to be satisfied with the *quality of communication* (95%), however they are less likely to be satisfied with *the person spoken to* (67%).

Scores with % 6-10	2021	2021	Māori	All Other
Overall handling of request or complaint	64%	68%	66%	63%
Ease of making enquiry or request	82%	86%	87%	81% ▼
Quality of their communication	82%	79%	95% ▲	80%
Understanding customer needs	78%	80%	79%	78%
Satisfaction with person spoken to	77%	78%	67%	79%
Information being accurate	68%	73%	71%	68% ▼
Length of time to resolve the matter	59%	65%	68%	57% ▼

NOTES:

1. Sample: 2022 n=729; 2021 n=883;
2. Māori n=67; All others n=662;
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?

Year-on-year
 ▲ Significantly higher
 ▼ Significantly lower

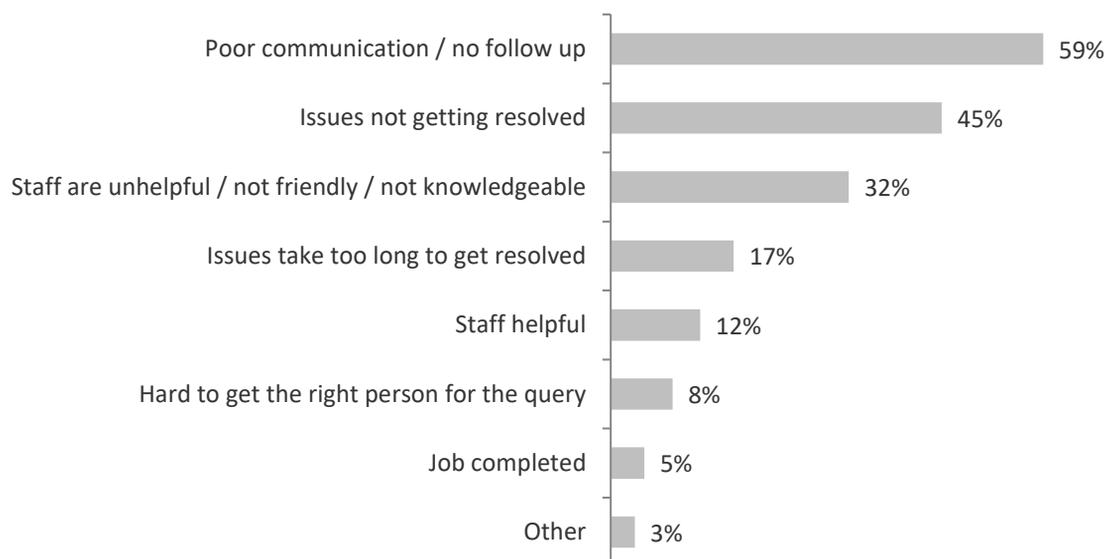
Between demographics
 ▲ Significantly higher
 ▼ Significantly lower

Contact with Council: Satisfaction

Scores with % 6-10	Dargaville	Otamatea	West Coast Central	Kaiwaka - Mangawhai
Overall handling of request or complaint	75%	72%	39% ▼	65%
Ease of making enquiry or request	84%	90%	77%	78%
Quality of their communication	88%	92%	81% ▲	70% ▼
Understanding customer needs	84%	74%	81%	74%
Satisfaction with person spoken to	85%	90% ▲	71%	65% ▼
Information being accurate	75%	62% ▼	67%	68%
Length of time to resolve the matter	65%	69%	35% ▼	63%

- Residents from West Coast Central area were less likely to be satisfied with Council's *ease of making enquiry or complaint* (77%), *quality of communication* (81%), *the person spoken to* (71%), and the *length of time to resolve the matter* (35%). They are also significantly less likely to be satisfied with the *overall handling of request or complaint* (39%).
- Reasons for dissatisfaction mainly related to *lack of follow through and poor standard* (59%), *issues not being resolved* (45%) and *unhelpful/unfriendly staff* (32%).

Reasons for dissatisfaction

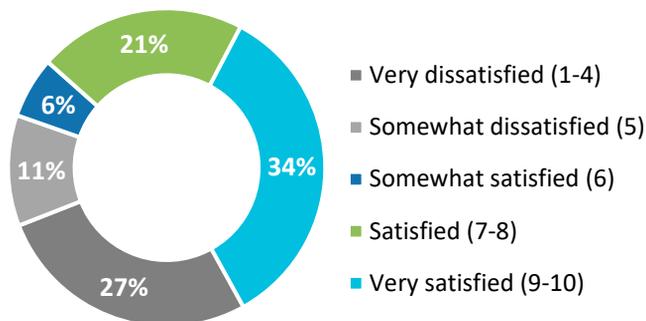


NOTES:

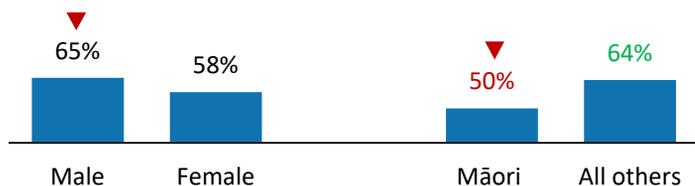
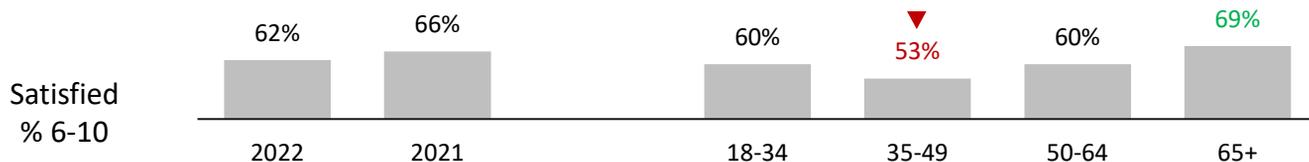
- Sample: 2022 n=729; 2021 n=883;
- Dargaville n=238; Otamatea n=133; West Coast Central n=35; Kaiwaka-Mangawhai n=323;
- Excludes don't know response
- Q9A. How would you rate your satisfaction with the Council person you spoke to?
- Q9B How would you rate their understanding of what you wanted?
- Q9C. How would you rate the quality of their communication
- Q9D. How would you rate your satisfaction with each of the following?
- Q10. If you are dissatisfied with any aspect of your recent interaction with Council, i.e., rated them 1 to 5 out of 10 in Q9A to Q9D, can you please tell us why you are not satisfied? n=156

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

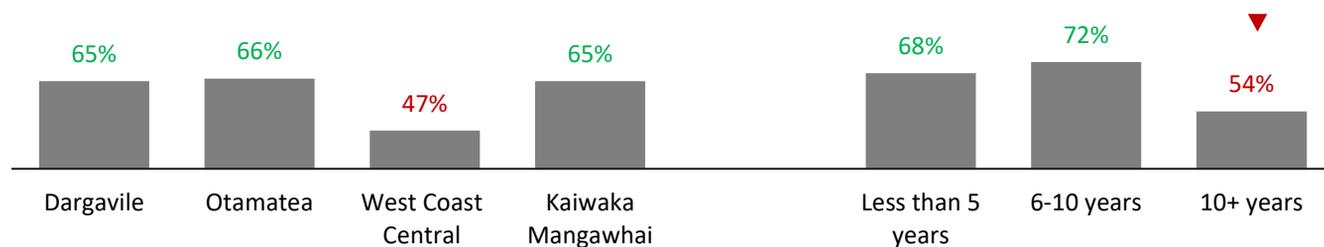
Satisfaction with Outcome



- 62% of those who had contact with Council in the past 12 months, were satisfied with *the outcome, that is how well their request or complaint was resolved*.
- More than a third (38%) of those who had contact with Council in the past 12 months were either 'somewhat' or 'very' dissatisfied with the outcome.
- Older residents aged 65+ were more likely to be satisfied with *the outcome of their request or complaint* (69%), while residents aged 35-49 were less likely to be satisfied with the outcome (53%).



- Among those who contacted Council in the past 12 months, male residents and residents that don't identify as Māori were more likely to be satisfied (65% and 64% respectively) with *the outcome of their request or complaint*.



- Residents from West Coast Central area who contacted Council in the past 12 months were significantly less likely to be satisfied with *the outcome, that is how well their request or complaint was resolved* (47%).
- Residents who lived in the district for 10+ years were significantly less likely to be satisfied with the *outcome to their request or complaint* (54%) than those who had not lived in the district for as long.

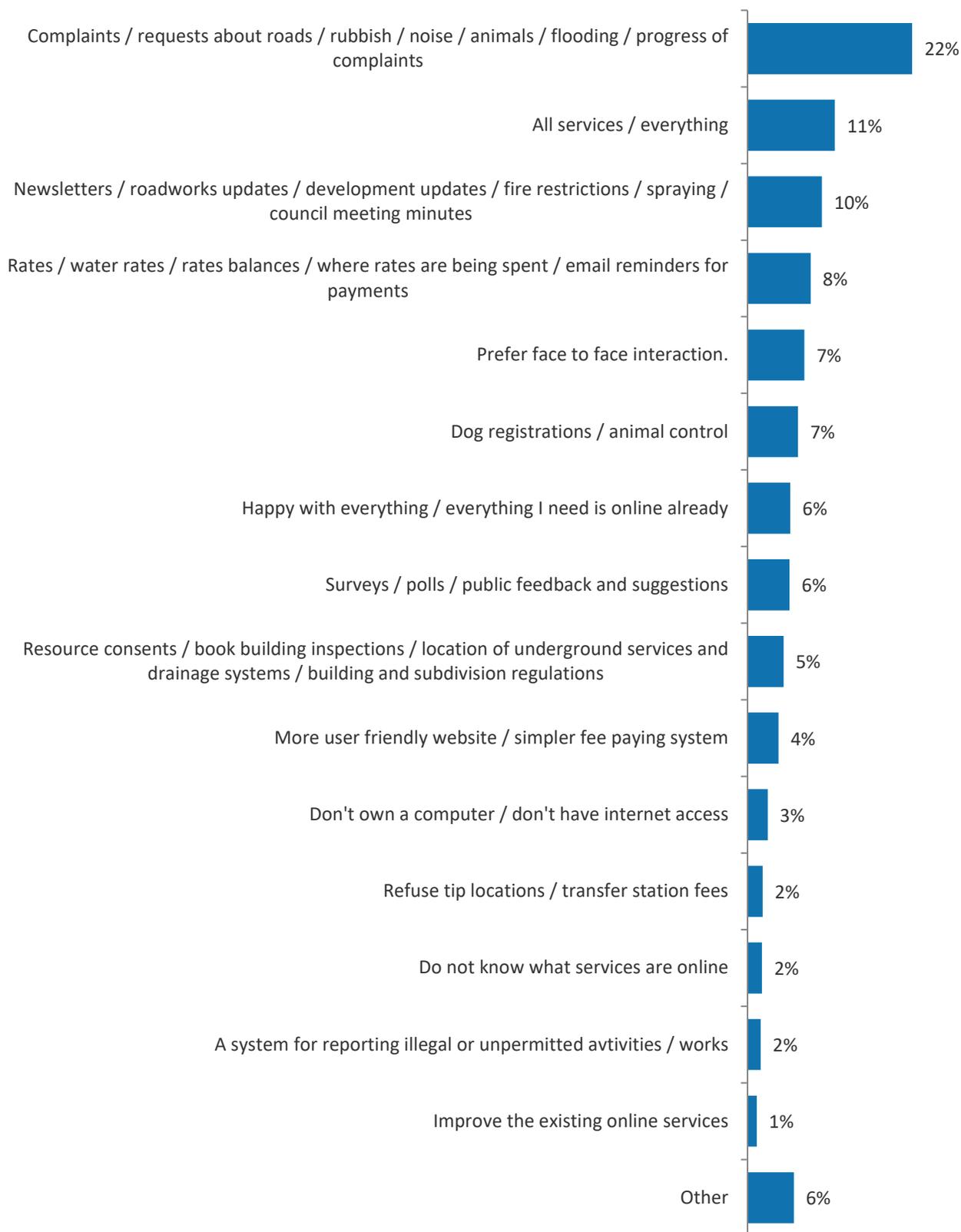
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5. Dargaville n=238; Otamatea n=133; West Coast Central n=35; Kaiwaka-Mangawhai n=323;
6. Less than 5 yrs n=183; 6-10 yrs n= 180; 10+ yrs n= 362;
7. Excludes don't know response
8. Q11. And how satisfied were you with the outcome, that is how well your request or complaint was resolved? n=404

Year-on-year
 ▲ Significantly higher
 ▼ Significantly lower

Between demographics
 ▲ Significantly higher
 ▼ Significantly lower

Additional online services



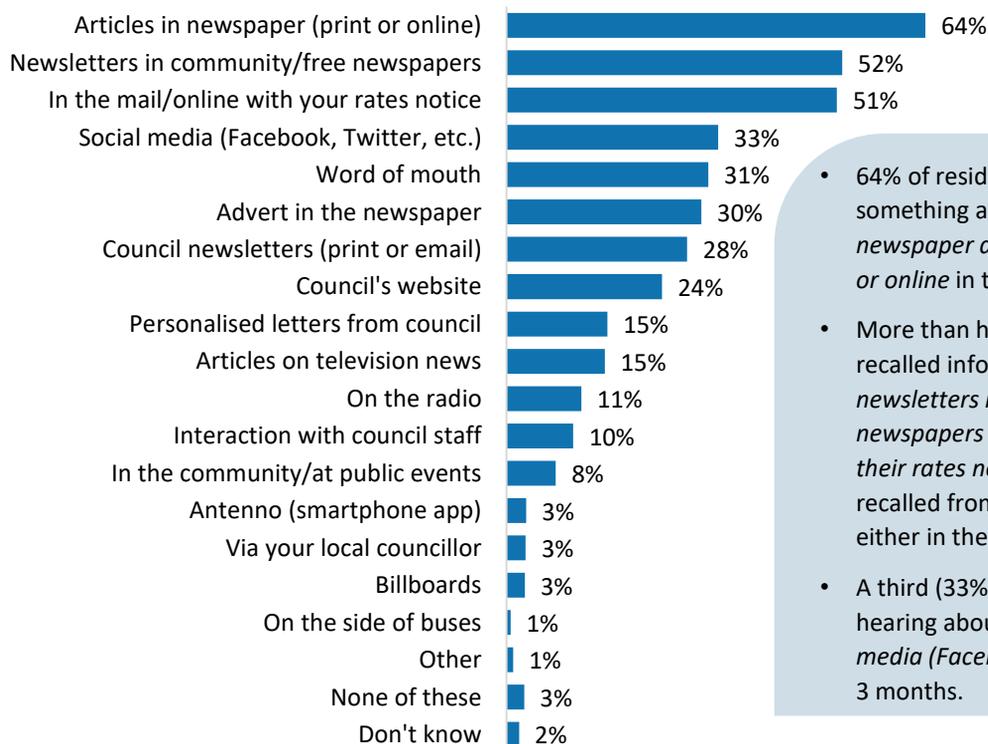
NOTES:

1. Sample: 2022 n=729
2. COM6: Are there Council services that you would like to be available online? Please provide as much detail as possible. n=117



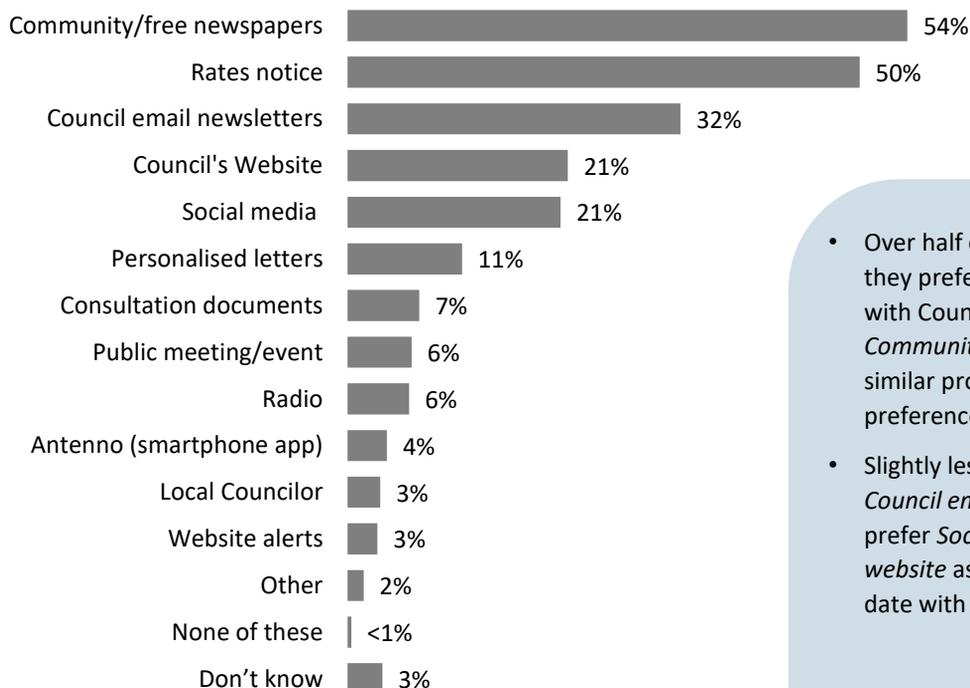
Communication and Public Involvement

Where Residents see and hear about Council



- 64% of residents heard or saw something about Council in newspaper articles, whether in print or online in the last 3 months.
- More than half of residents (52%) recalled information from newsletters in the community/free newspapers in the mail / online with their rates notice while a further 52% recalled from their rates notice either in the mail or online.
- A third (33%) recalled seeing or hearing about Council on Social media (Facebook/ Twitter) in the last 3 months.

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



- Over half of residents (54%) indicate they preferred to keep up to date with Council activities through Community / free newspapers, with a similar proportion (50%) having a preference for rates notices.
- Slightly less than a third (32%) prefer Council email newsletters, while 21% prefer Social media, or the Council's website as a means of keeping up to date with Council's activities.

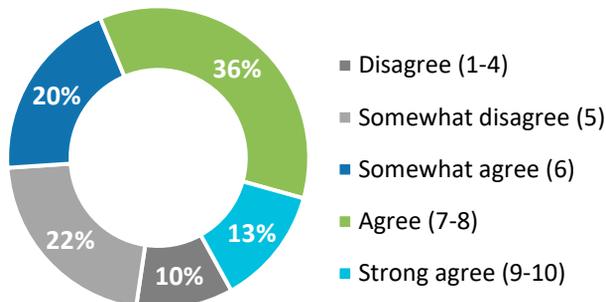
Notes:

1. Sample: 2022 n=729;
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

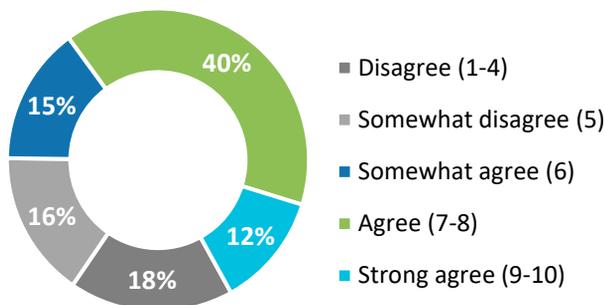
What heard is relevant and interesting



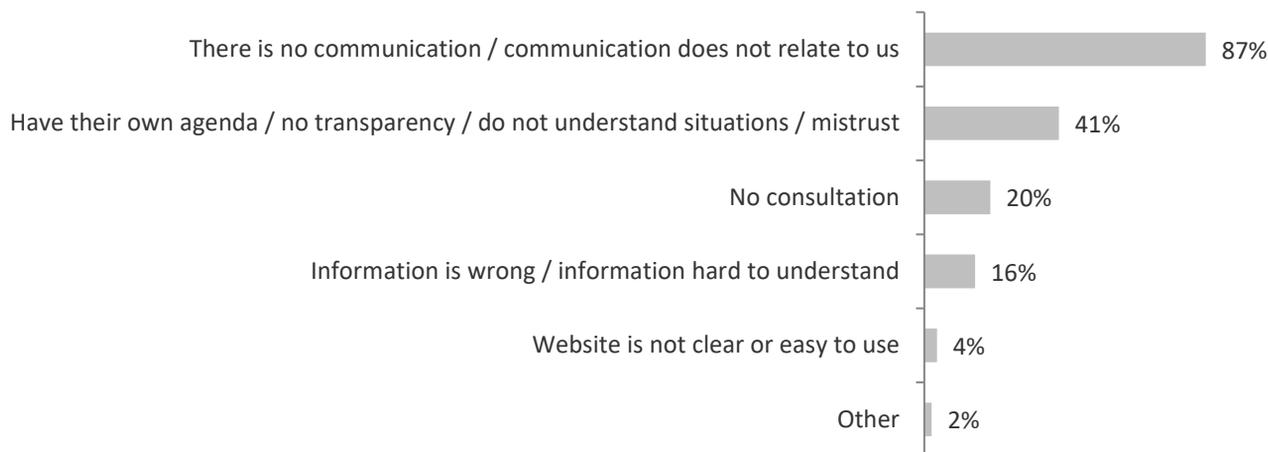
- 68% of residents agreed *what they heard about Council was relevant and interesting to them* (6-10/10).
- 10% disagreed that *what they heard about Council was relevant and interesting to them*.

Information is clear and easy to understand

- 67% of residents agreed *the information provided by Council was clear and easy to understand*.
- 18% disagreed *the information provided by Council was clear and easy to understand*.



Reasons for disagreement



NOTES:

1. Sample: 2022 n=729;
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=34

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

General comments about Communications



- *Tried to use the website to register the dog and ended up going into the Council office as what I put in didn't show, so did it at the office.*
- *Where is our ward Councillor? We never hear from him. Would be a good idea if he held shed meetings during the year or attended the local A&P Show so people can interact with him or them. These people need to intermix with the community more to give updates and get ideas of what is needed in the rural areas.*
- *When the Council Road Traffic maintenance recently renewed some storm water drains, we were not informed and had to ask the workman as it was going to run off on our land. We should have been informed.*
- *I was interested in the Reserve Contribution fund allocation of funds and the 80/20. I feel that we have been misled in Mangawhai.*



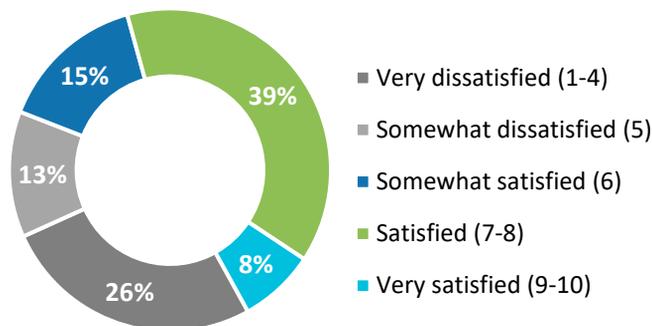
- *I have always found them helpful and co-operative and my interaction with their site visit staff has been excellent and they have provided me with valuable information and worked with me to get the desired results.*
- *I am thankful for frequent updates regarding roadworks in our area especially with changes in road use and closures, due to Covid-19 restrictions hindering supply of materials for works to be completed.*
- *I generally think that Kaipara District Council does a good job overall.*
- *They seem relevant and up to date. We have to remember that not all our residents are on-line so alternative means are necessary.*
- *Communications are very good now.*
- *The newsletter is good and relevant. Thanks.*

NOTES:

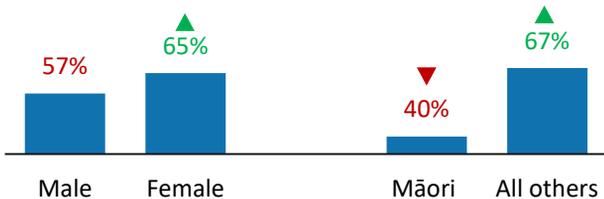
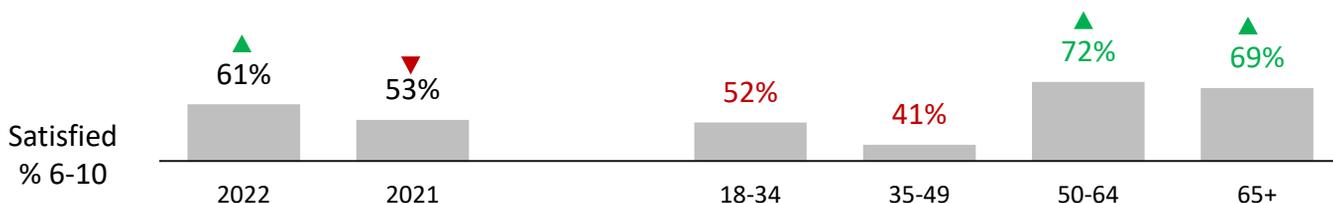
1. Sample: 2022 n=729
2. COM5. Are there any comments that you would like to make about the communications provided by Kaipara District Council? n=131

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

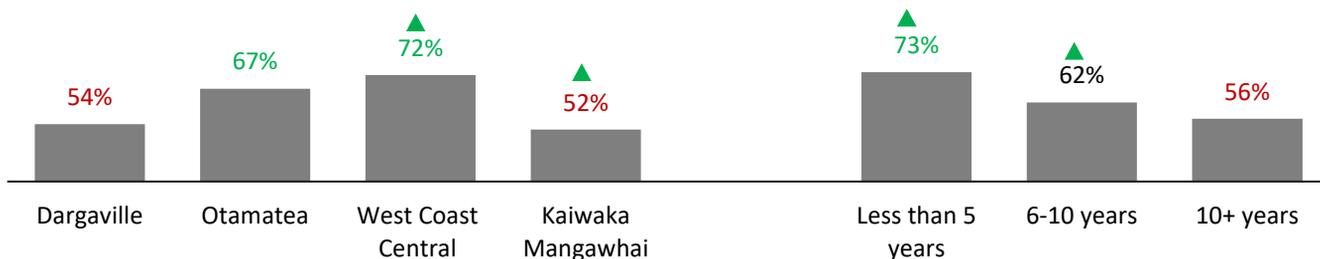
Involvement in Council decision-making



- Satisfaction with *the way Council involves the public in the decisions it makes* increased considerably since last year to 61%.
- More than a quarter of residents (26%) 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 *how Council involved them in the decisions made*.



- Female residents were more satisfied with *the way Council involves the public in the decisions it makes* (65%).
- Residents who identify as Māori were significantly less likely to be satisfied.



Residents living in the West Coast Central area were significantly more likely to be satisfied with *the way Council involves the public in the decision it makes* (72%), while residents from Kaiwaka-Mangawhai were less likely to be satisfied (52%).

Residents who had lived in the district for 10 or more years were the least likely to be satisfied (56%) with *public consultation* while those who had lived in the district for less than 5 years were significantly more likely (73%).

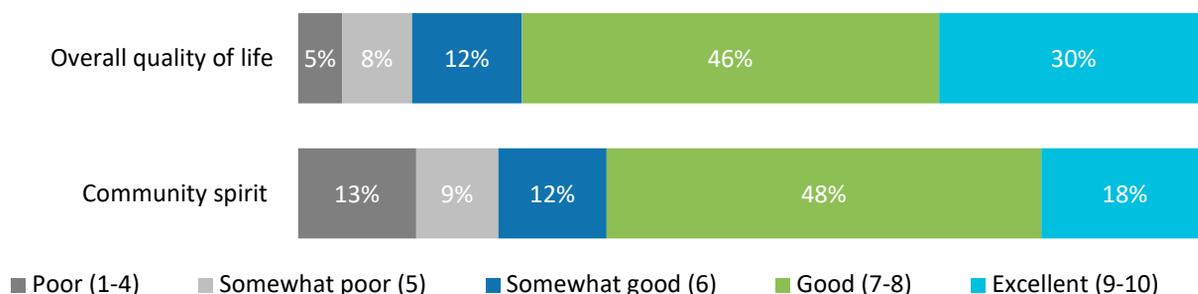
NOTES:

1. Sample: 2022 n=729; 2021 n=883;
2. 18-34 n=45; 35-49 n=58; 50-64 n=129; 65=497;
3. Male n=349; Female n=380;
4. Māori n=67; All others n=662;
5. Dargaville n=238; Otamatea n=133; West Coast Central n=35; Kaiwaka-Mangawhai n=323;
6. Less than 5 yrs n=183; 6-10 yrs n= 180; 10+ yrs n= 362;
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=564

Year-on-year
▲ Significantly higher
▼ Significantly lower

Between demographics
▲ Significantly higher
▼ Significantly lower

Community Spirit and Quality of Life



- Residents were significantly more likely to score *the quality of life in the Kaipara district* and *Community spirit*, thinking of community spirit as being a sense of belonging to a community, where people work together to shape their future, 'somewhat good' to 'excellent' (87% and 78% respectively) than in 2021.
- Māori residents were more likely to rate *the quality of life in the Kaipara district* 6 to 10 out of 10 (89%).
- Residents from West Coast Central were more likely to rate *quality of life* and *community spirit* high, while Dargaville residents were more likely to rate both aspects lower.

Scores with % 6-10	2022	2021	Māori	All Other
Quality of Life	87% ▲	83%	89% ▲	87%
Community Spirit	78% ▲	72%	71%	80% ▲

Scores with % 6-10	Dargaville	Otamatea	West Coast Central	Kaiwaka - Mangawhai
Quality of Life	76%	87%	94% ▲	90%
Community Spirit	59%	76%	95% ▲	79%

NOTES:

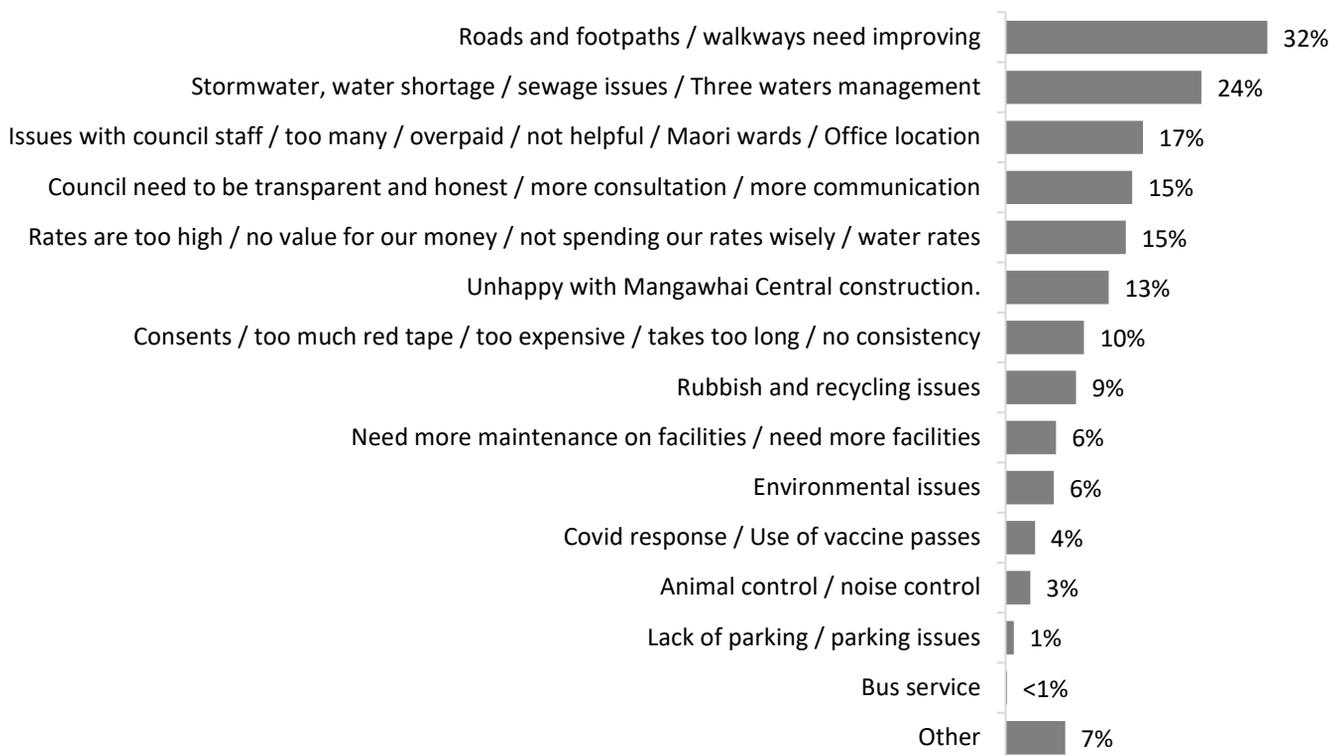
- Sample: 2022 n=729; 2021 n=883;
- Māori n=67; All others n=662;
- Dargaville n=238; Otamatea n=133; West Coast Central n=35; Kaiwaka-Mangawhai n=323;
- Excludes don't know response
- Q44. If we thinking of community spirit as being a sense of belonging to a community, where people work together to 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
▼ Year-on-year Significantly lower
▲ Between demographics Significantly higher
▼ Between demographics Significantly lower

Aspects liked or approved of



Aspects disliked or disapproved of



Notes:

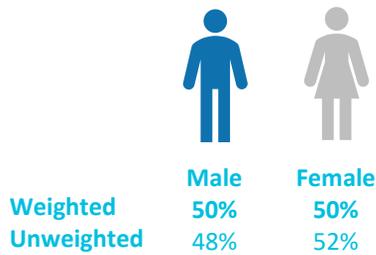
1. Sample: 2021 n=883
2. Q47A. Is there any ONE thing about the Council's actions, decisions or management in the last few months, that comes to mind as something you do like or approve of? n=211
3. Q46A. Is there any ONE thing that comes to mind with regard to the Council's actions, decisions or management in the last few months, that you dislike or disapprove of? n=285



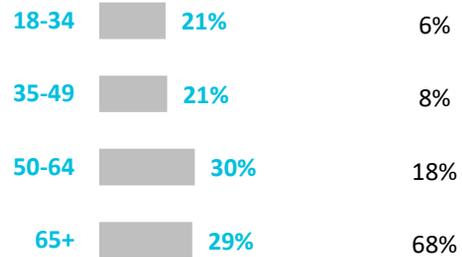
Sample profile

Demographics

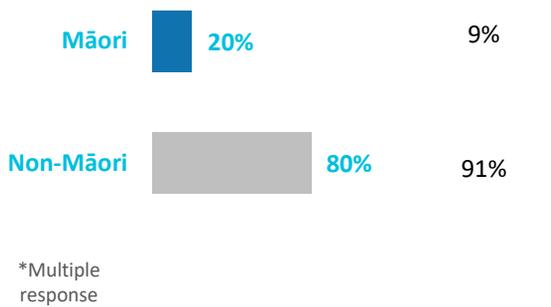
Gender



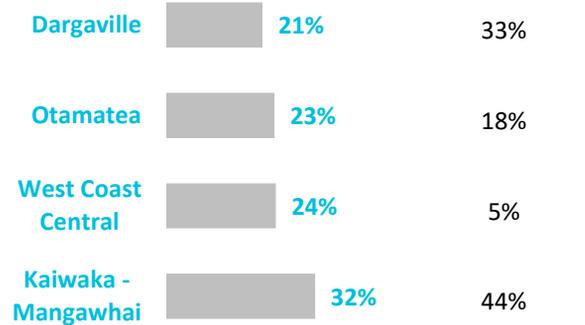
Age (weighted)



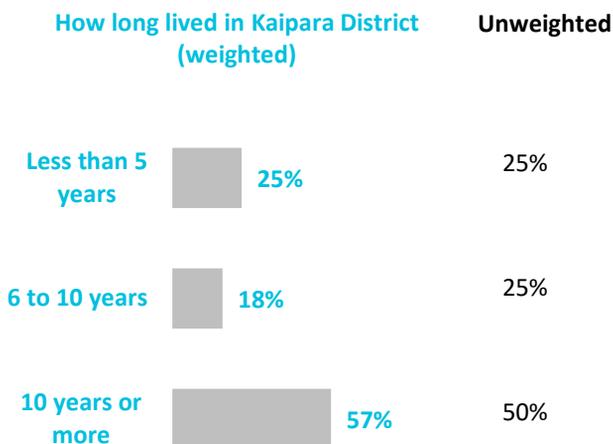
Ethnicity (weighted)



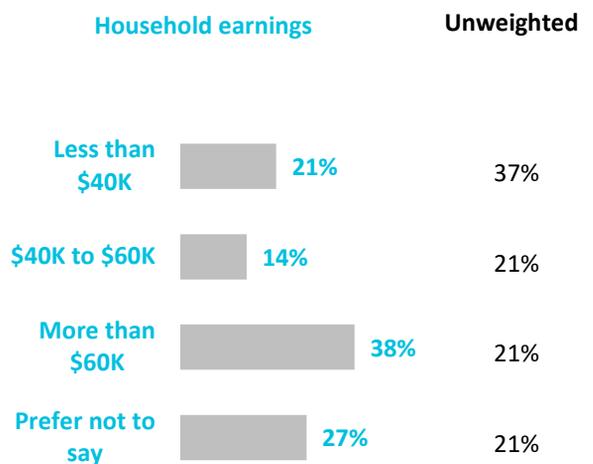
Ward (weighted)



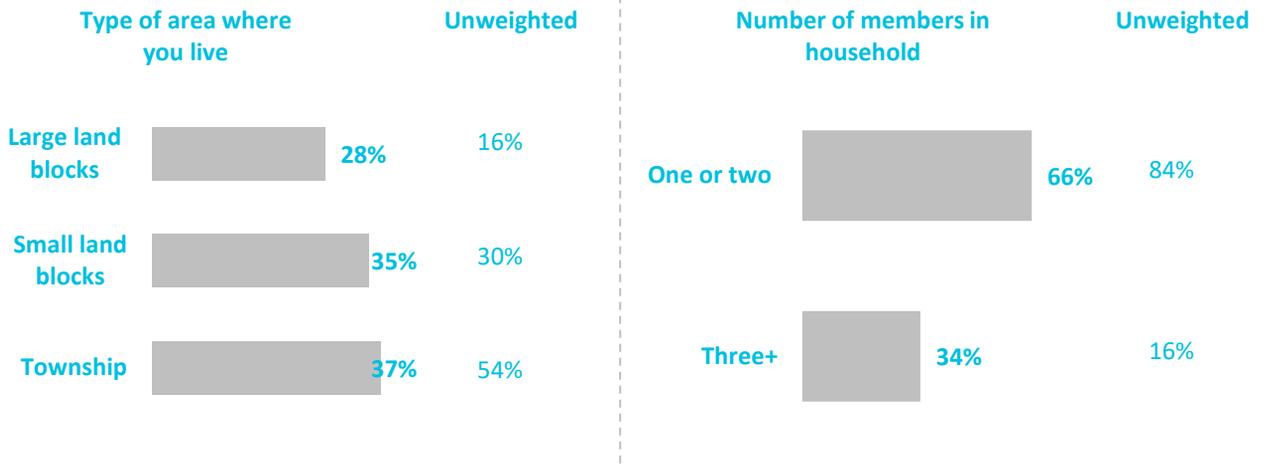
How long lived in Kaipara District (weighted)



Household earnings



Demographics



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