



**Kaipara District Council Annual Residents’  
Survey  
2020/2021**

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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. Additional questions regarding interaction with Council and communications was included in 2020/2021.
- A total sample size of n=883 was achieved with data collected over three periods; from 22 October to 27 November 2020, 5 March to 4 April 2021 and 12 May to 7 June 2021.
- Data collection was managed to achieve defined quota targets based on age, gender, ward and ethnicity. 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 +/- 3.29%.
- There are instances where the sum of the whole number score varies by one point relative to the aggregate score due to rounding.

### Notes

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





# Executive summary

## Key Findings

### Improve

- Value for money
- Financial management
- Being prepared for the future
- Trust

### Monitor

- Rooding and Footpaths
- Consent Services

### Maintain

- Quality of services
- Performance of Elected members

### Promote

- Waste management
- Water management
- Leadership
- Other services
- Facilities.

Nearly three in five residents (57%) were satisfied with Council overall. Perceptions of *Council's performance* was impacted greatly by ratepayers' perceptions on whether they receive *value for money* given the rates spent. 50% of ratepayers were satisfied that this was the case but there was a considerable decline in satisfaction that *annual property rates were fair and reasonable* (39%), and that *invoicing was clear and correct* (74%).

Kaipara District Council's *Overall reputation* remained 'poor' (benchmark of 58) with a significant decline in satisfaction with Council's *Financial Management* (47%), the level of *Trust* residents placed in Council (54%), the *Performance of elected members* (58%), and perceptions that Council was *being prepared for the future* (49%).

Fewer residents were satisfied with *the way Council involves the public in the decisions it makes* (53%), while the perceptions of *the quality of life in the Kaipara District* (83%) and *community spirit* (72%) were also lower year-on-year.

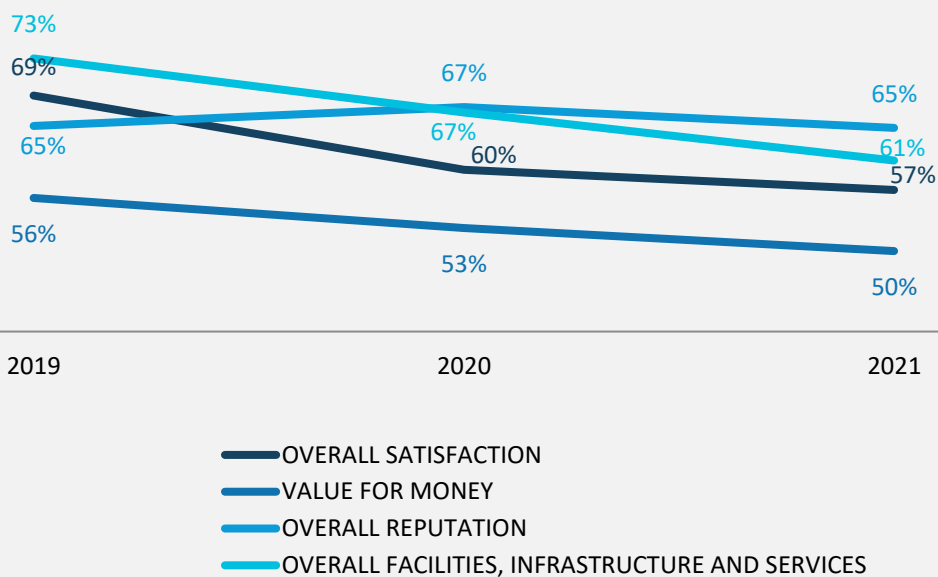
*Overall satisfaction with the core service deliverables* declined to 61%, with a considerable decline in satisfaction for *Overall roading and footpaths* (33%).

Satisfaction levels increased considerably for two service areas namely *satisfaction with the resource consent process* (48%) and *Council's response to requests related to the repair and/or maintenance of the water supply, sewerage or stormwater collection system* (68%).

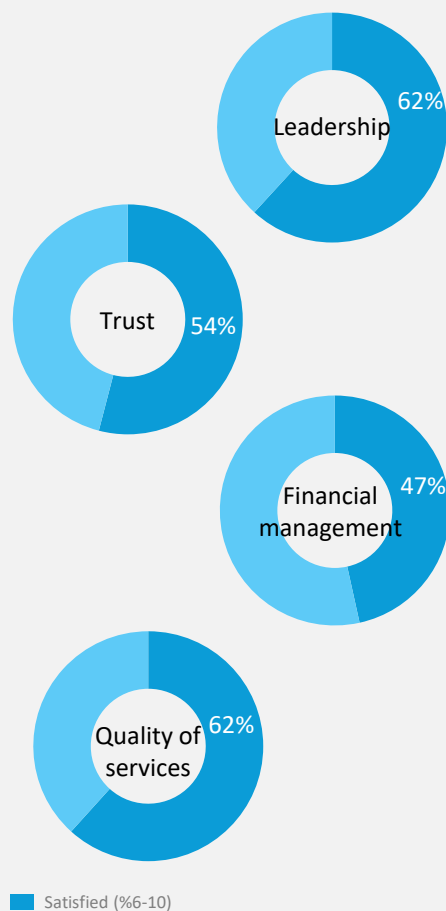
Satisfaction declined considerably for a number of services and facilities including *litter and graffiti control*, *Council's sewerage system*, *refuse bag collection service*, *public toilets*, *Council's approach to food safety and alcohol licensing regulations*, and *water supply*.

## Summary of Key performance indicators

### OVERALL MEASURES

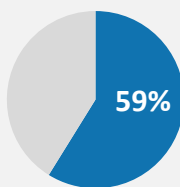


### REPUTATION

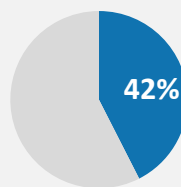


### TOP 5 BEST PERFORMING SERVICES AND FACILITIES

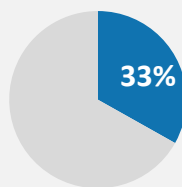
#### Waste management



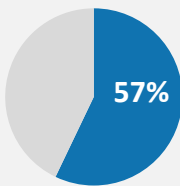
#### Consent services



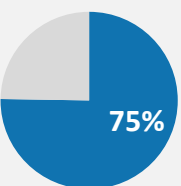
#### Roading and footpaths



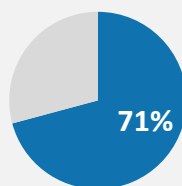
#### Water management



#### Public facilities



#### Other services



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

		% point increase / decrease (2021-2020)	Percentage of respondents satisfied, or very satisfied	
			2021	2020
25B	Satisfaction with the resource consent process	22%	48%▲	26%
22B	Council's response to requests related to the repair and/or maintenance to the Water Supply, Sewerage or Stormwater collection system	7%	68%▲	61%
16A	Local parks, reserves or sports fields	4%	86%	82%
36B	Council's response regarding your questions around animal management	3%	44%	41%
24B	Satisfaction with building consent process	3%	56%	53%
24D	Council's response to your request for service for building related matter	2%	57%	55%
27_5	Satisfaction with Footpaths	1%*	49%	47%
Q38	Satisfaction with OTHER services overall	1%	71%	70%
20B	Satisfaction with Council's stormwater collection	1%	74%	73%
Q15	Satisfaction with the District libraries (including Dargaville library)	1%	79%	78%
27_2	Satisfaction with the ride quality of Council's unsealed roads	0%	16%	16%
9D_1	How easy it was to make enquiry or request	-	86%	-
9D_3	The information provided being accurate	-	73%	-
9D_4	How well Council handled request or complaint	-	68%	-
9D_2	How long it took to resolve the matter	-	65%	-
COM3_1	What I hear about Council is relevant or interesting to residents	-	65%	-
23_1	Overall water management	-1%	57%	58%
Q33	Overall waste management	-2%	59%	61%
Q50	Overall performance	-2%*	57%	60%
49A	Overall reputation	-3%*	65%	67%
42A	Overall value for money	-3%	50%	53%
Q18	Facilities overall	-3%*	75%	79%
48D	The quality of the services and facilities Council provide the Kaipara District	-3%*	62%	64%
27_4	The standard of signage and road markings on Council's sealed roads	-3%	64%	67%
27_6	The road network provides you with access to services and destinations all year round	-3%	56%	59%
48E	Council for being prepared for the future	-3%*	49%	53%

### NOTES:

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

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





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

		% point increase / decrease (2021-2020)	Percentage of respondents satisfied, or very satisfied	
			2021	2020
48a	Council for its leadership	-4%	62%	66%
27_3	The standard of signage on Council's unsealed roads	-4%*	49%	54%
Q11	Satisfaction with how well request or complaint was resolved	-4%*	66%	71%
34_1	Litter and graffiti control	-5%	64%	69%
21B	Satisfaction with Council's sewerage system	-5%	79%	84%
Q26	Consent services overall	-5%*	42%	48%
30_1	Satisfaction with the refuse bag collection service	-6%	70% ▼	76%
9B	Council's understanding of what you wanted	-6%	80% ▼	86%
9C	The quality of Council's communication	-6%	79% ▼	85%
9A	Satisfaction with the Council person you spoke to	-6%	78% ▼	84%
Q39	Overall core service deliverables	-6%	61% ▼	67%
Q29	Overall roading and footpaths	-7%	33% ▼	40%
Q44	The community spirit	-7%*	72% ▼	78%
48B	Faith and trust in Council	-7%	54% ▼	61%
17A	Satisfaction with public toilets	-7%	71% ▼	78%
Q45	The quality of life in the Kaipara District	-7%	83% ▼	90%
Q37	Satisfaction with Council's approach to food safety and alcohol licensing regulations	-7%	77% ▼	84%
48C	Financial management	-7%	47% ▼	54%
41_3	Invoicing is clear and correct	-8%	74% ▼	82%
48F	Performance of the Elected Members	-9%	58% ▼	67%
Q43	Council involves the public in the decisions it makes	-9%	53% ▼	62%
41_1	Annual property rates are fair and reasonable	-9%	39% ▼	48%
19B	Satisfaction with Council's water supply to your house	-15%	66% ▼	81%

### NOTES:

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

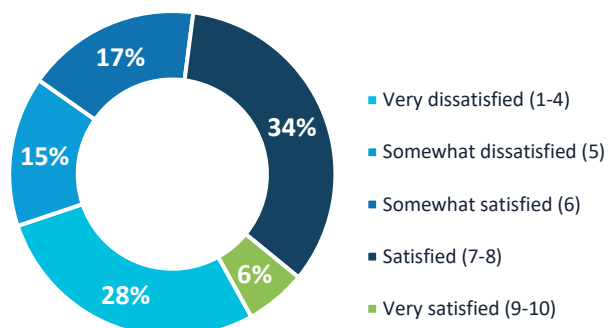
**Year-on-year**  
 Significantly higher  
 Significantly lower





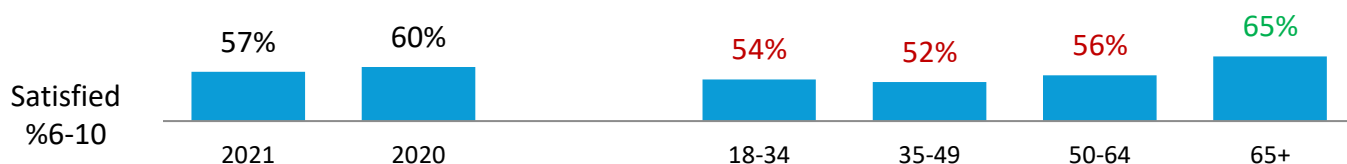
# Overall Satisfaction with Council

## Overall Performance



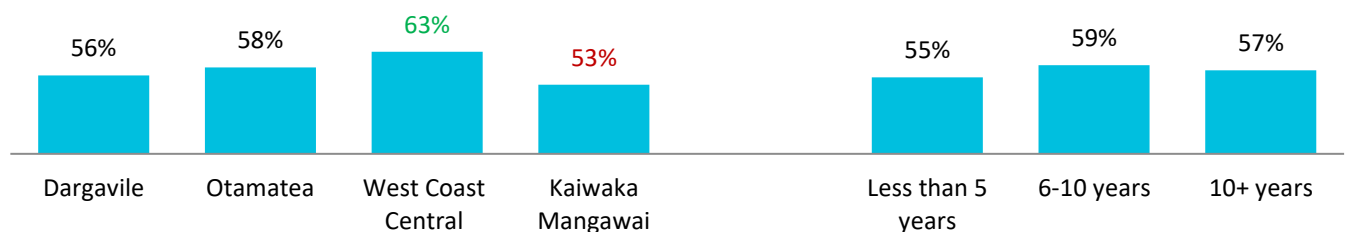
*Overall satisfaction* with Kaipara District Council remained low with 57% of residents rating the Council 6 to 10 out of 10.

More than a quarter of residents (28%) were 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 were more likely to be satisfied with Council overall (65%).

Similar levels of *overall satisfaction* were measured across gender and ethnicity groups.



Residents from West Coast Central were more likely to be satisfied with Council all things considered, while those living in Kaiwaka-Mangawai were less likely to be satisfied.

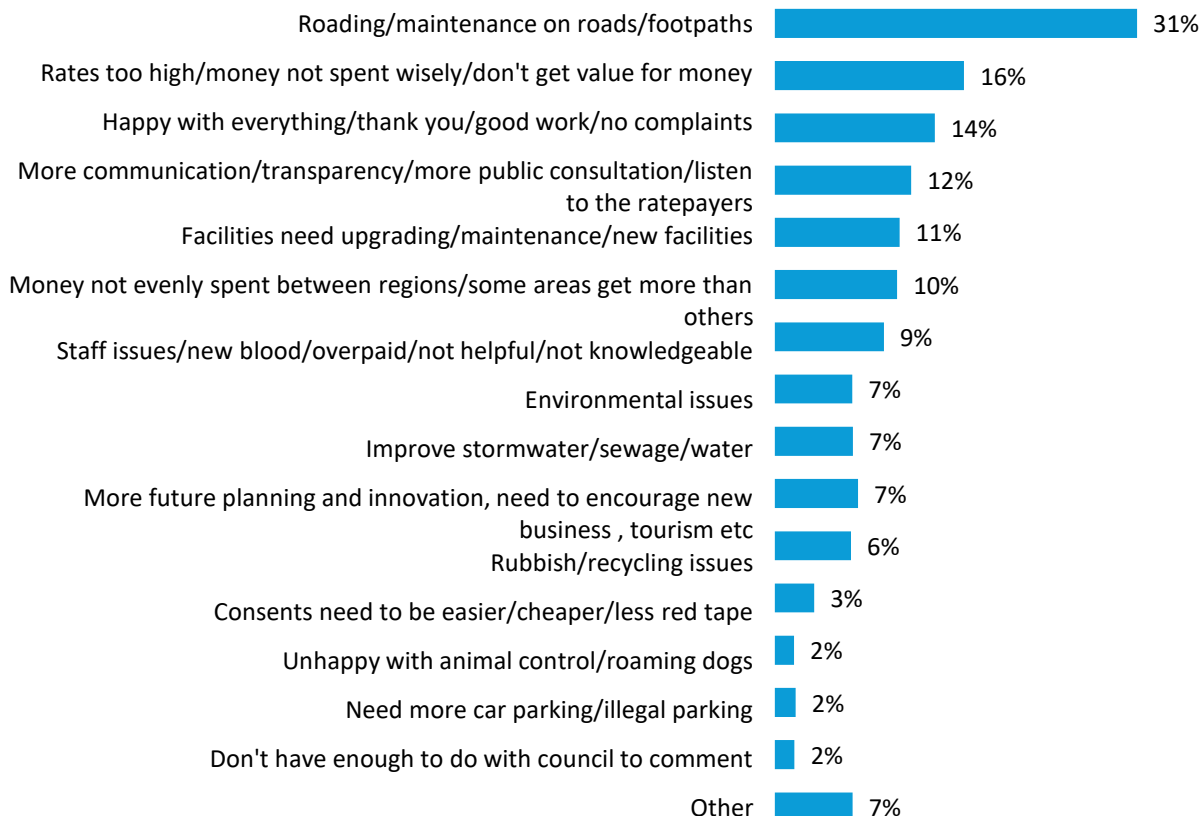
Satisfaction did not seem to depend on the length of stay within the district, with similar performance seen across all groups.

### NOTES:

- Sample: 2021 n=883; 2020 n= 825; 18-34 n=66; 35-49 n=128; 50-64 n=254; 65=435; Male n=425; Female n=458; Māori n=110; All others n=773; Dargaville n=378; Otamatea n=227; West Coast Central n=115; Kaiwaka-Mangawai n=163; Less than 5 yrs n=151; 6-10 yrs n= 143; 10+ yrs n= 584; Excludes don't know response
- 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?

Between demographics  
Significantly higher  
Significantly lower

## General comments



- We would love to see more footpaths, pedestrian crossings and walkways in Mangawhai to make it safer for all the children.
- It would be great to have our local area more accessible by bikes or walking, especially in the summer months when traffic is awful. More footpaths, lower speed limits and generally making it safer for children.
- Our rates are too high because of mistakes the previous Council made in the waste management.
- I would not be prepared to pay for town water, sewerage, footpaths etc. on my rates when we have none of these facilities.
- I find potholes are unattended, even on main roads. The town looks untidy and neglected sometimes.

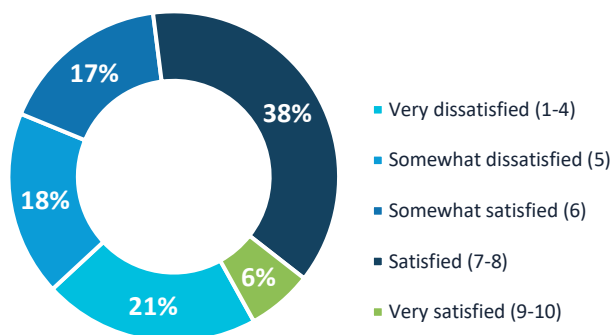


- It's not an easy job, it's good to not see infighting amongst the Councillors and that you are fairly unified about stuff. It means good leadership in place, and good Councillors on board.
- Kaipara is a great place to live. I deal with Kaipara District Council a lot with building consents and the service is good.
- Thank you for doing your best in difficult times. Please try to listen to the little people.
- As a permanent resident living in the Kaipara District since 2005, the progress shown in this area is truly impressive. Thank you.
- I appreciate the public face of the Kaipara Council members being regularly in the media and at events. You all seem to have a lot of energy and great positive intent for the future and development of the wider community.

### NOTES:

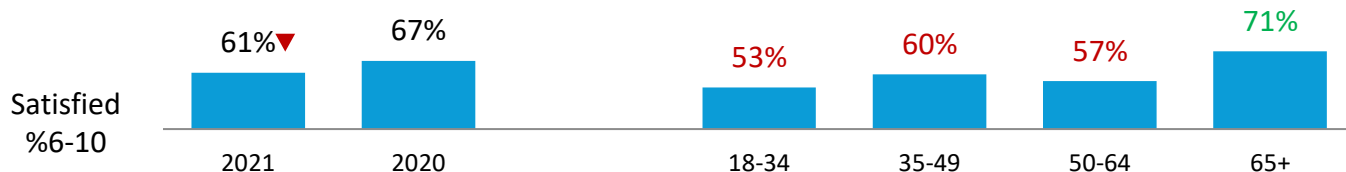
1. Sample: 2021 n=883;
2. Q54. Finally, are there any comments or feedback that you would like to make? n=310

## Overall Core Service Deliverables

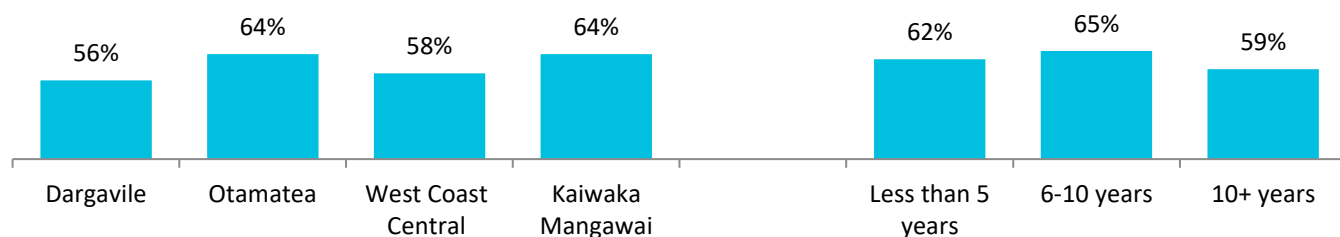


*Overall satisfaction with the core service deliverables declined considerably year-on-year with around three in five residents satisfied when thinking about all the services of the Kaipara District Council taking into account public facilities, water, outdoor spaces, roading, waste management and other services (61%).*

*Around one in five residents (21%) were very dissatisfied with the core service delivery provided by Council.*



*Overall satisfaction with core service deliverables were at a similar level across gender and ethnic groups, with 62% of males, 59% of females, 61% of other ethnicity residents and 59% of Maori residents rating Council 6 to 10 out of 10.*



Nearly two thirds of residents from Kaiwaka-Mangawai (64%) and Otamatea (64%) were satisfied with core service deliverables, while 58% of West Coast Central residents and 56% of Dargaville residents were satisfied. More than three in five residents who lived in the district for less than 5 years (62%) or for 6-10 years (65%) were satisfied with Councils delivery of core services.

### NOTES:

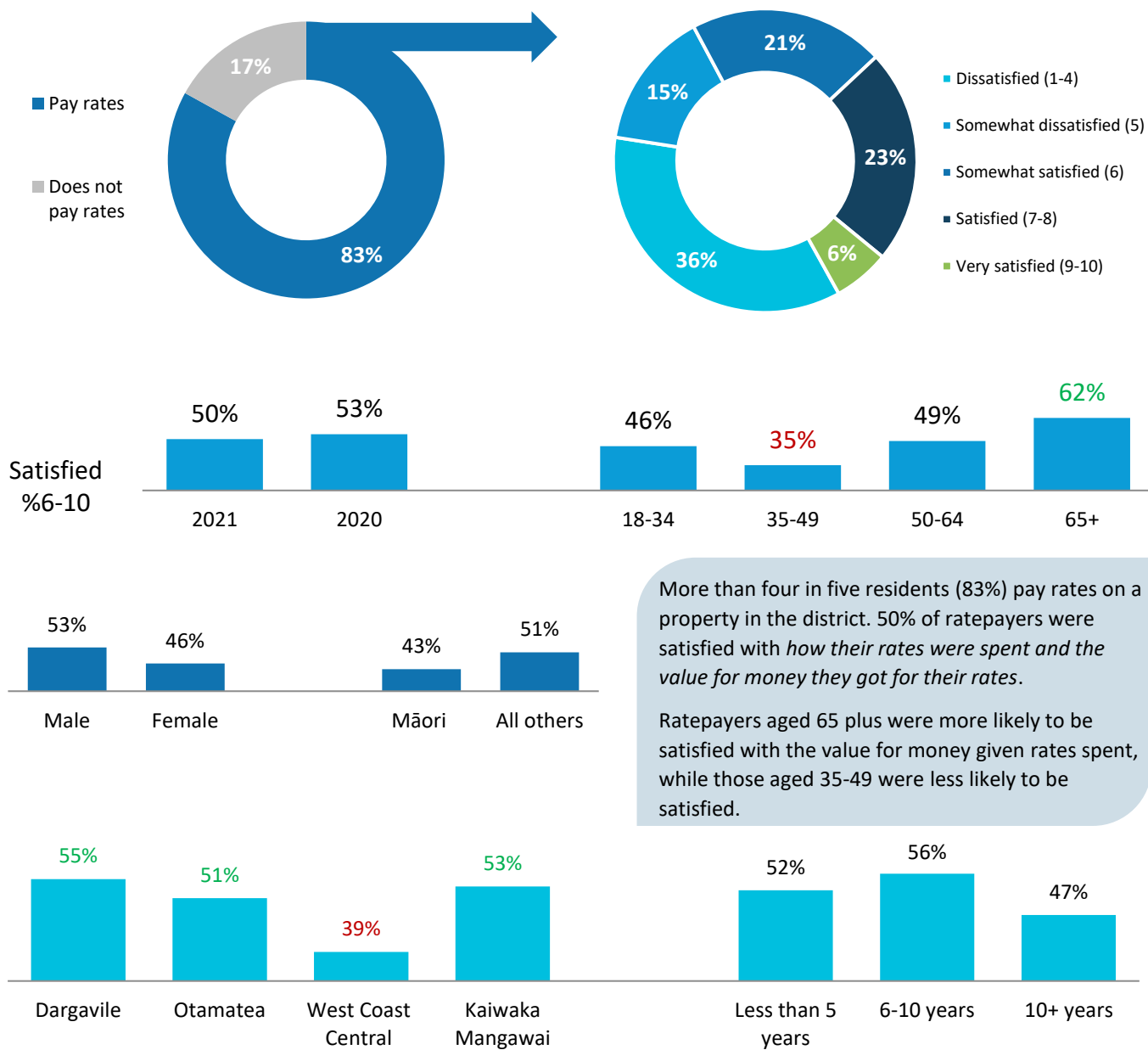
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- Q39 Now thinking about ALL THE SERVICES of the Kaipara District Council taking into account facilities, water, outdoor spaces, roading, waste management and other services, how would you rate Kaipara District Council for its OVERALL CORE SERVICE DELIVERABLES?

Year-on-year  
▲ Significantly higher  
▼ Significantly lower

Between demographics  
▲ Significantly higher  
▼ Significantly lower



## Value for Money



Ratepayers living in the West Coast Central area were less likely to be satisfied with how their rates were spent and the value for money they got for their rates (39%). 55% of Dargaville residents, 53% of Kaiwaka Mangawai residents and 51% of Otamatea residents were satisfied with how their rates were spent and the value for money they got for their rates.

Ratepayers who lived in the district for 10 years or more were less likely to perceive their rates spend as value for money.

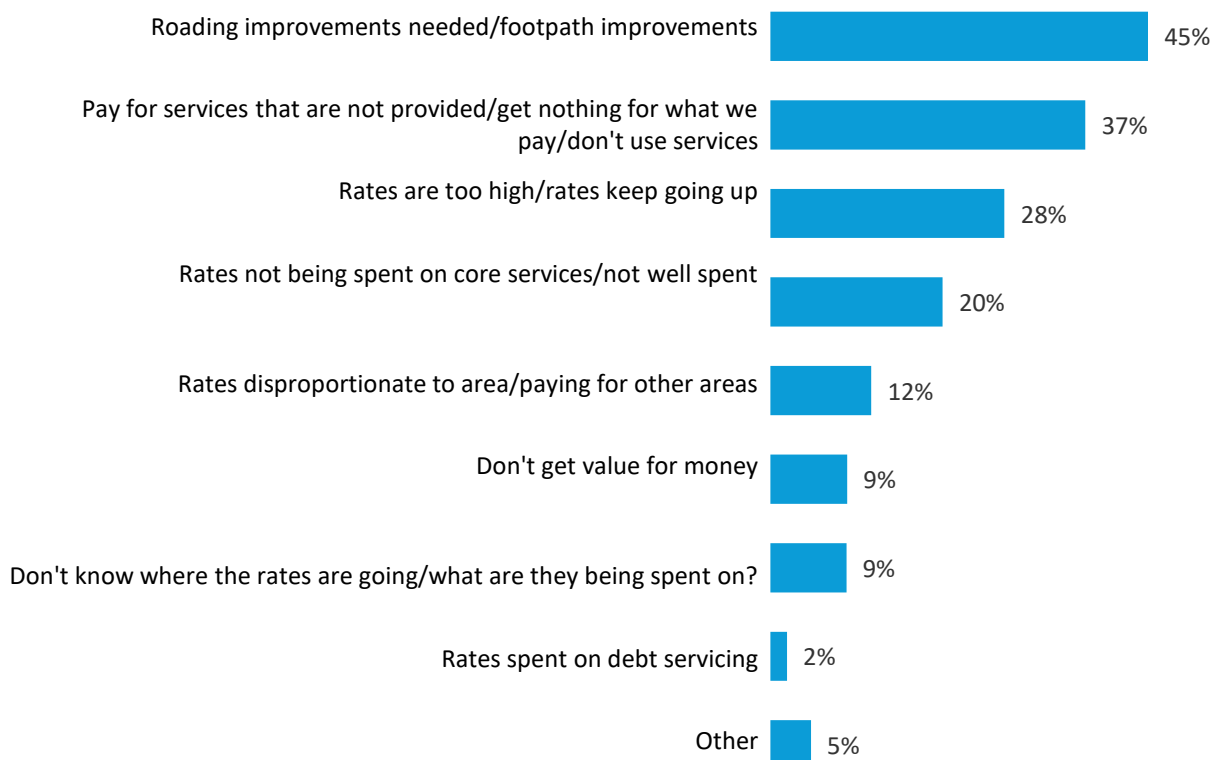
### NOTES:

- Sample: 2021 n=883; 2020 n= 825; 18-34 n=66; 35-49 n=128; 50-64 n=254; 65=435; Male n=425; Female n=458; Māori n=110; All others n=773; Dargaville n=378; Otamatea n=227; West Coast Central n=115; Kaiwaka-Mangawai n=163; Less than 5 yrs n=151; 6-10 yrs n= 143; 10+ yrs n= 584; Excludes don't know response
- Q40. Do you, or a member of your household, pay rates on a property in the Kaipara District Council area?
- Q42A. Not 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=781

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

**Between demographics**  
▲ Significantly higher  
▼ Significantly lower

## Reasons for Low Value for Money Ratings



- Our roads are shot, and it seems the standard is to leave temporary speed signs up for several months until they're repaired.
- Mainly roading lack of maintenance and having to keep ringing Council to get something done.
- All I get for my rates is a potholed road and an uneven surface of road due to log trucks. I don't use any town services.
- I feel with the amount of rates paid, roading and parks, should be at a higher standard. Potholes fixed to a poor standard, parks always look messy and unkept.
- Just want my road graded, metaled and safe. At the moment it is not. We have had this problem for the past 10 years and our rates continue to rise.

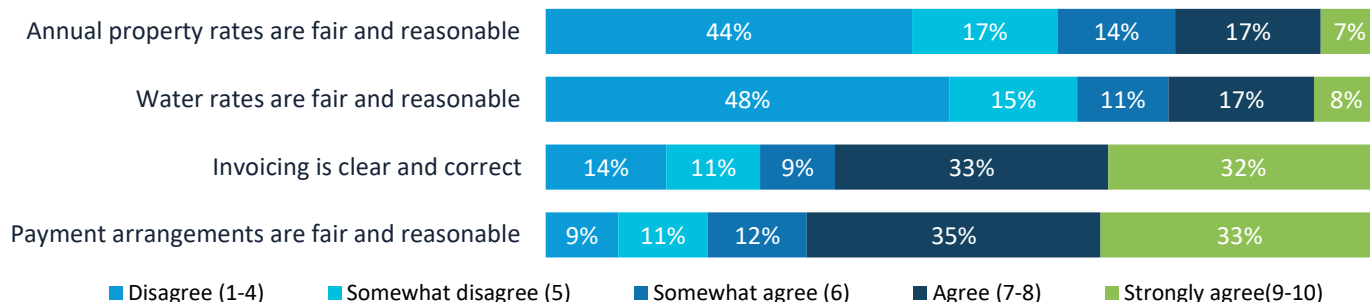
### Other includes, for example:

- Should get more rubbish bags with rate payments.
- Forestry paying lower rates but should increase with carbon income.
- Contractors ripping off Council.
- Stagger annual rates and water rates.
- Too bureaucratic.
- Rates should be targeted to services used.
- Outstanding rates complaint.
- Top heavy management.

### NOTES:

1. Sample: 2021 n=883;
2. Q42B. If you were dissatisfied with the value for money offered, i.e., rated them 1 to 5 out of 10, can you tell us why you are not satisfied with the value for money? n=269

## Value for money



The proportion of ratepayers who agreed that *annual property rates are fair and reasonable* (39%), and that *invoicing was clear and correct* (79%) declined considerably since last year. Nearly half of ratepayers (48%) disagreed *water rates were fair and reasonable*, while more than two in five ratepayers (44%) disagreed *annual property rates were fair and reasonable*.

Ratepayers from other ethnic groups, and those living in Otamatea and West Coast areas were more likely to agree that *payment arrangement were fair and reasonable*.

Ratepayers from the Kaiwaka-Managwhai area were less likely to agree that *annual rates, water rates and payment arrangement were fair and reasonable*.

Scores with % 6-10	2021	2020	Māori	All Other
Annual property rates are fair and reasonable	39% ▼	48%	34%	39%
Water rates are fair and reasonable	36%	38%	35%	37%
Invoicing is clear and correct	74% ▼	82%	69%	75%
Payment arrangements are fair and reasonable	81%	81%	72%	82%

Scores with % 6-10	Dargaville	Otamatea	West Coast Central	Kaiwaka - Mangawhai
Annual property rates are fair and reasonable	45%	45%	41%	28%
Water rates are fair and reasonable	43%	40%	43%	18%
Invoicing is clear and correct	71%	77%	77%	72%
Payment arrangements are fair and reasonable	78%	83%	90%	74%

### NOTES:

- Sample: 2021 n=883; 2020 n= 825; 18-34 n=66; 35-49 n=128; 50-64 n=254; 65=435; Male n=425; Female n=458; Māori n=110; All others n=773; Dargaville n=378; Otamatea n=227; West Coast Central n=115; Kaiwaka-Mangawhai n=163; Less than 5 yrs n=151; 6-10 yrs n= 143; 10+ yrs n= 584; Excludes don't know response
- Q41. How strongly do you agree or disagree with the following statements?

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

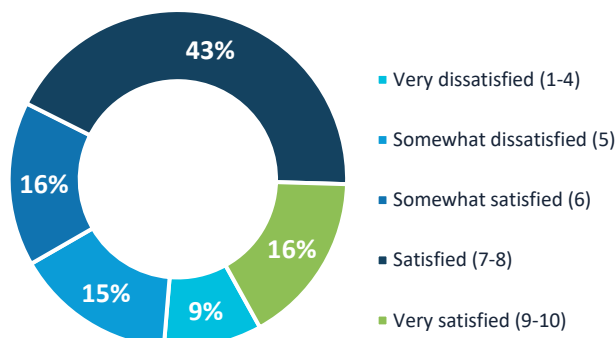
**Between demographics**  
▲ Significantly higher  
▼ Significantly lower



# Facilities

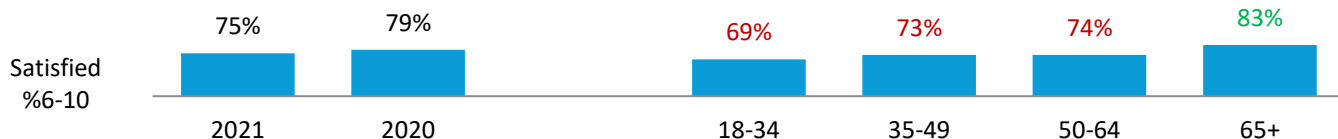


## Satisfaction with FACILITIES

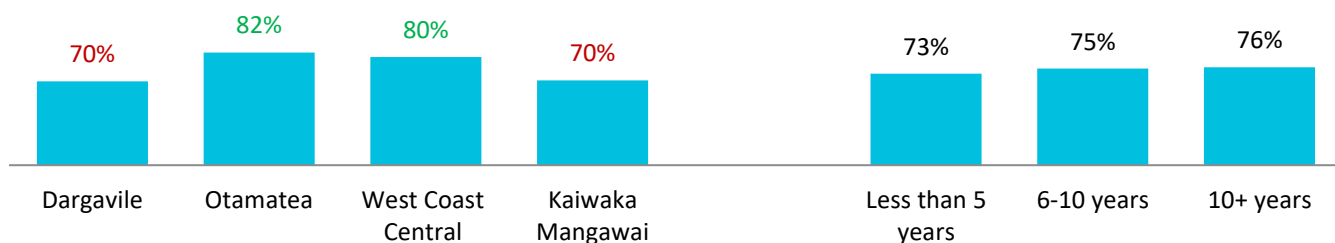


Three quarters of residents (75%) were *satisfied with Council provided facilities* taking into account things like *libraries, sports facilities and public conveniences*.

Those aged 65 plus were more likely to be satisfied with *Council provided facilities overall* (83%), while those aged 18-34 years were less likely to be satisfied with the overall facilities (69%)



78% of male residents and 73% of female residents were satisfied with the *Council provided facilities*, with 73% of Māori residents and 76% of residents of all other ethnic groups rating the facilities 6 to 10 out of 10.



82% of residents living in Otamatea area and 80% of residents living in West Coast Central area were satisfied with the *facilities provided by Council taking into account things like libraries, sports facilities and public conveniences*. Seven in ten residents (70%) living in Dargaville and Kaiwaka-Mangawai areas were satisfied with the overall facilities provided.

### NOTES:

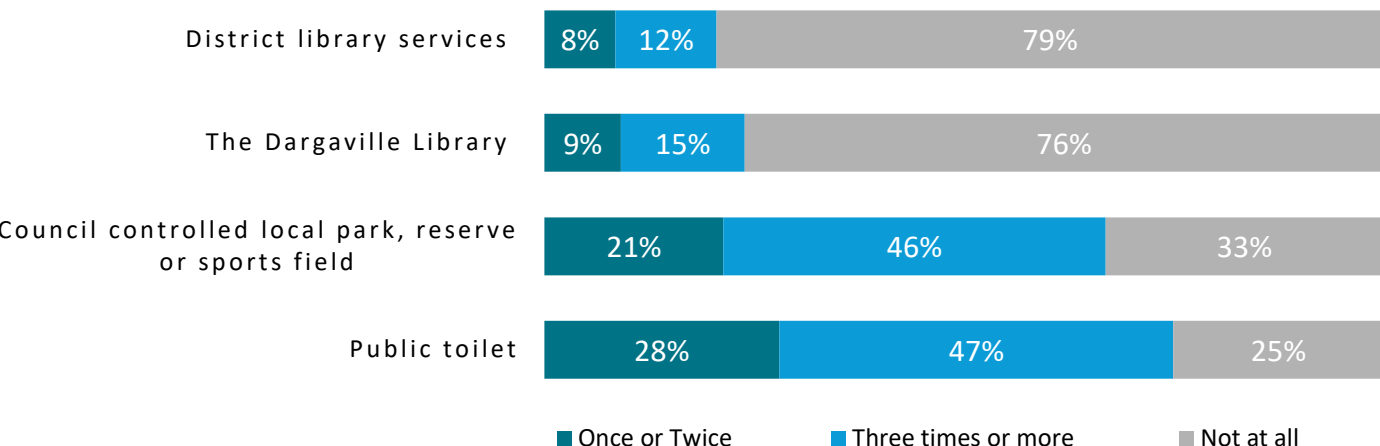
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- Q18. Thinking about the FACILITIES discussed, provided by the Kaipara District Council taking into account things like libraries, sports facilities, public conveniences, how would you rate Kaipara District Council for the FACILITIES provided?

Between demographics

Significantly higher

Significantly lower

## Use of Facilities



Three quarters of residents have *used a public toilet* facility in the last year (75%), while two thirds of residents (67%) *used or visited a Council controlled local park, reserves or sports fields*. The *District library services* (Paparoa, Kaiwaka, Maungatuturo, or Mangawhai) were used by 20% of residents while the *Dargaville library* was used or visited by 24% of residents.

Residents living in Dargaville and West Coast Central areas were more likely to use or visit *the Dargaville library*, while residents from Otamatea and Kaiwaka-Mangawhai wards were more likely to *use or visit the other district libraries*.

Residents living in Otamatea and West Coast areas were more likely to use *a public toilet* facility.

Residents living in Kaiwaka-Mangawhai were more likely to use or visit *a Council controlled local park, reserve or sports field*.

% Who used or visited the services	Dargaville	Otamatea	West Coast Central	Kaiwaka - Mangawhai
District Library services	13%	25%	6%	33%
Dargaville library	46%	14%	42%	4%
Council controlled local park, reserve or sports field	68%	60%	66%	72%
Public toilet	74%	81%	83%	65%

### NOTES:

- Sample: 2021 n=883; Dargaville n=378; Otamatea n=227; West Coast Central n=115; Kaiwaka-Mangawai n=163; Excludes don't know response
- Q12. In the last year, how frequently have you used the following services provided by the Kaipara District Council...

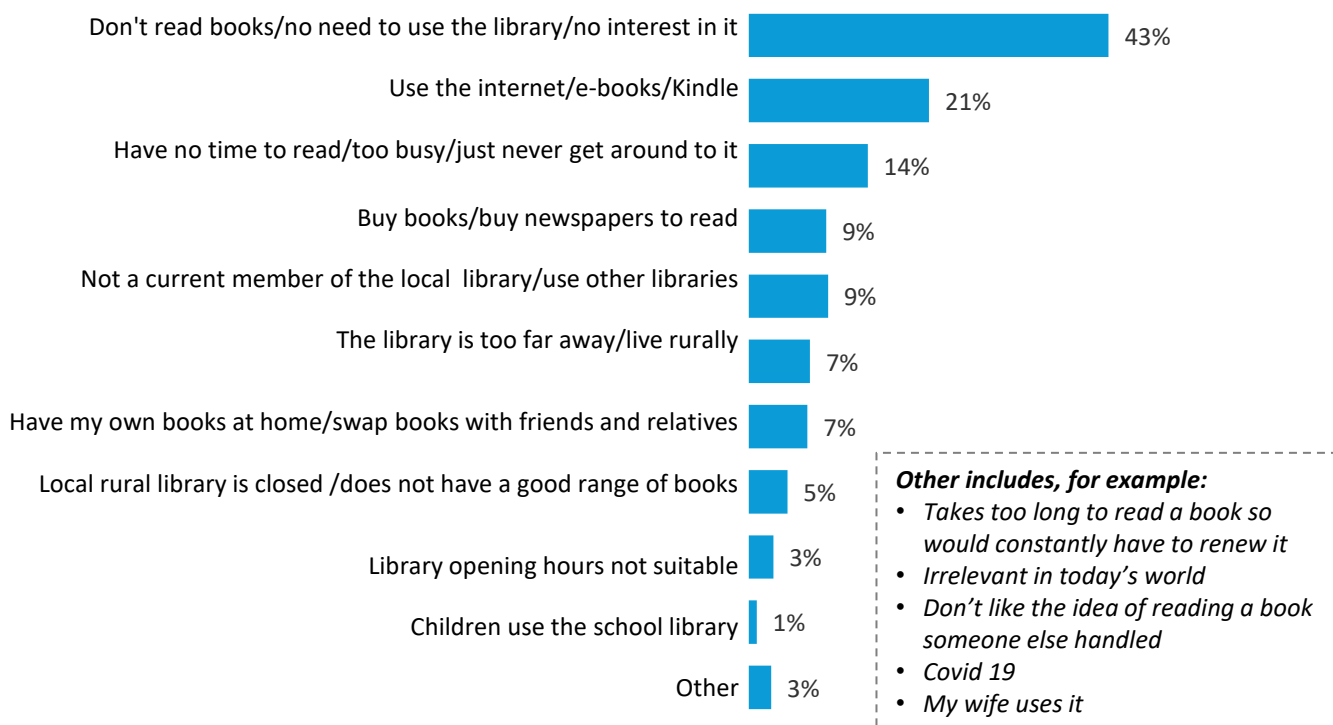
Between demographics  
Significantly higher  
Significantly lower

## Reasons for not using library services

More than two in five residents (43%) who do not use the library services *don't read books and have no interest in it*.

A fifth (21%) *use online formats such as the internet, e-books (Kindle)* for their reading material. 14% do not use the library services as they *have no time to read* and therefore never get around to it.

Almost ten per cent of residents *buy books or newspapers to read* (9%) while a similar proportion (9%) indicate they were *not currently a member of the local library or were using other libraries*.



- *I have been too busy keeping head above water to be reading books.*
- *Not a priority.*
- *Don't have time to read a lot.*
- *Have enough books at home.*
- *We have Kindles and read electronically. + We have internet at home.*
- *I can find all the information I need online, so I don't see myself using a library anytime soon.*
- *Use E-books.*

### NOTES:

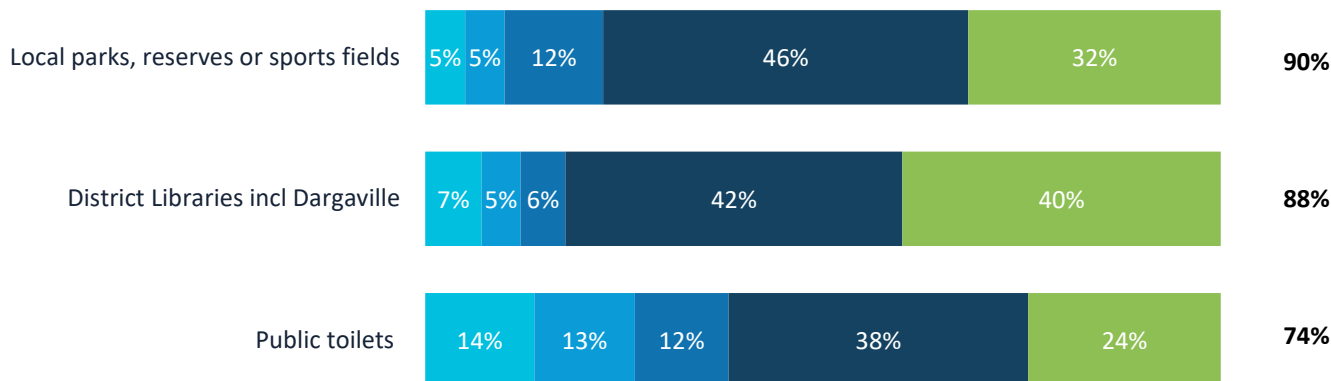
1. Sample: 2021 n=883; Excludes don't know response

2. Q13. If you have not used any of the library services in the last year, please tell us why. n=364

## Satisfaction with Facilities: Users vs. Non-users

### Users

%6-10



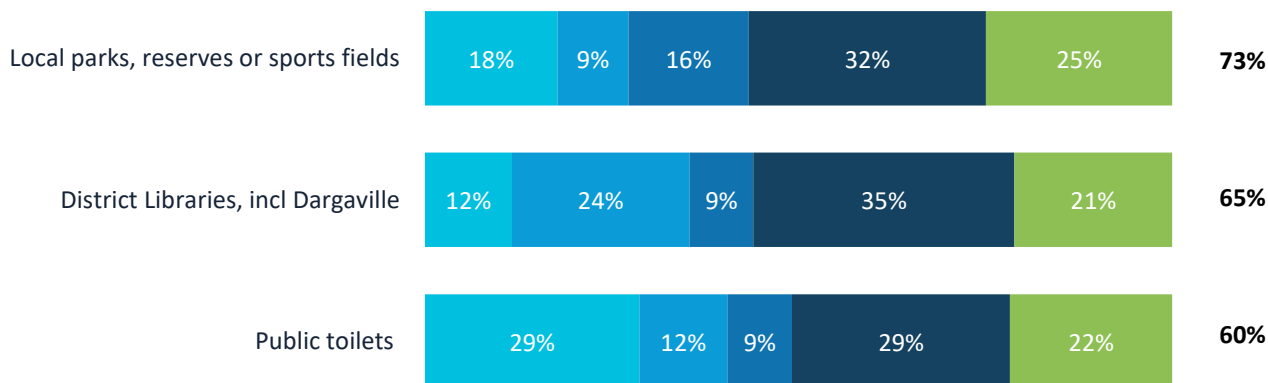
■ Very dissatisfied (1-4) ■ Somewhat dissatisfied (5) ■ Somewhat satisfied (6) ■ Satisfied (7-8) ■ Very satisfied (9-10)

Satisfaction with Council provided services and facilities was higher amongst users than non users. Nine in ten users (90%) were satisfied with the *local parks, reserves and sports fields*, compared with 73% of non-users rating their satisfaction with *local parks, reserves and sports fields* 6 to 10 out of 10.

Similarly, 88% of users were satisfied with *the district libraries (including Dargaville)*, while only 65% of non-users were satisfied with these facilities. 74% of users were satisfied with *public toilets* compared with 60% of non-users.

### Non-users

%6-10



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

#### NOTES:

- Sample: 2021 n=883; Excludes don't know response
- Q15. Thinking about all libraries, overall, how satisfied are you with the District libraries (including Dargaville library)? User n=361, Non-user n=188
- Q16A. How satisfied are you with local parks, reserves or sports fields? User n=506, Non-user n=211
- Q17A. How satisfied are you with public toilets? User n=617, Non-user n=133

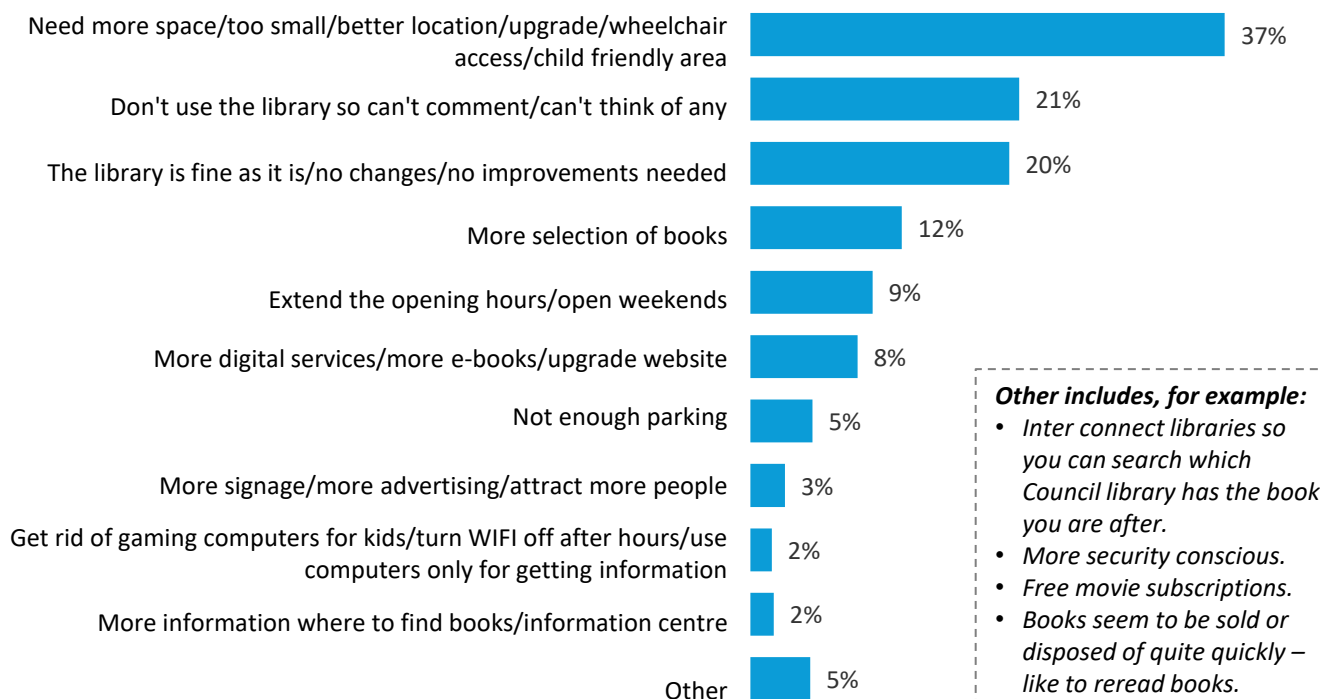


## Suggested improvements for District Libraries (including Dargaville)

The *provision of more space at some of the district libraries or better location and facilities* were the main suggested improvements (37%).

20% of residents felt the *library facilities were fine and no improvements or changes were required*. 12% asked for a *greater selection of books*, 9% asked for *extended opening hours* and 8% requested *more digital services / e-books and an upgrade of the library website*.

A fifth of residents (21%) felt they *could not suggest any improvements as they did not use the facilities*.



- *I used to use the library quite often. Then they shifted it and the people on the computers crammed in, it made me feel like I was taking up too much room.*
- *Very small library.*
- *Not the ideal building. All squished in and therefore not a good layout. People would use it more if appealing and had more room to move.*
- *Wider range of non-fiction in smaller libraries. History, philosophy and arts.*
- *New books, not Dargaville's discarded books. A lot of the books are old and need new ones.*



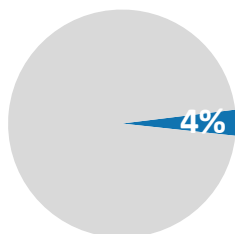
- *Mangawhai Library is a nice friendly space.*
- *I find our local library well run and helpful with any information requested.*
- *For the limited space, the Dargaville Library is amazing.*
- *Library is fine. Opening hours could be a bit longer to allow people to go after work maybe?*
- *I can only speak for Paparoa Community Library. I think the volunteers are doing a great job in trying to attract readers.*
- *The team is super friendly and helpful.*

### Notes:

1. Sample: 2021 n=883; 2020 n= 825; 18-34 n=66; 35-49 n=128; 50-64 n=254; 65-435; Male n=425; Female n=458; Māori n=110; All others n=773; Dargaville n=378; Otamatea n=227; West Coast Central n=115; Kaiwaka-Mangawai n=163; Less than 5 yrs n=151; 6-10 yrs n= 143; 10+ yrs n= 584; Excludes don't know response
2. Q14. What improvements could be made to any of the District Libraries, including the Dargaville Library? n=303

## Reasons for dissatisfaction with local parks reserves and sports fields

% Dissatisfied



### Reasons for dissatisfaction

- Poor maintenance
- Many people of 'not good character' at parks
- Safety concerns
- Need more dog friendly parks
- None in area
- Needs to be upgraded
- Lack shade / shelter
- Poorly managed

Only 4% of residents were very dissatisfied with *the local parks, reserves and sports fields*.

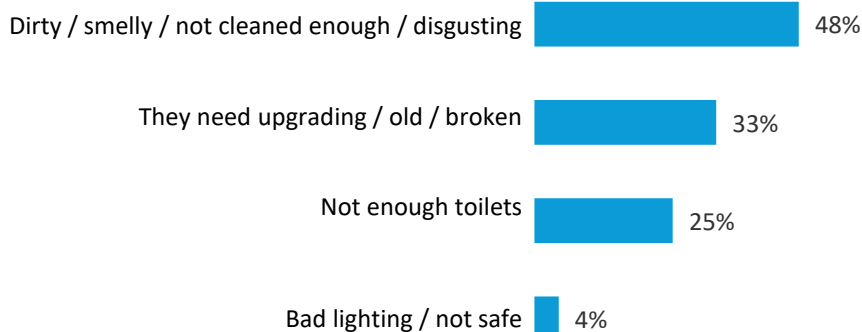
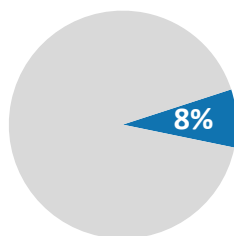
Reasons for dissatisfaction ranged from *poor maintenance* to *lack of facilities such as dog friendly spaces, local parks, reserves and sports fields*.

The *behaviour of some other users* resulted in dissatisfaction while some had safety concerns.

## Reasons for dissatisfaction with public toilets

### Reasons for dissatisfaction

% Dissatisfied



8% of residents were dissatisfied with the *public toilets*.

The facilities being *dirty/smelly* was the main reason for dissatisfaction (48%), with a third of those dissatisfied indicating that *facilities were old/broken and needed to be upgraded*.

Some were dissatisfied because of the *lack of public toilet facilities*, while *bad lighting* caused some to feel the facilities were not safe.

#### Notes:

1. Sample: 2021 n=883; 2020 n= 825;

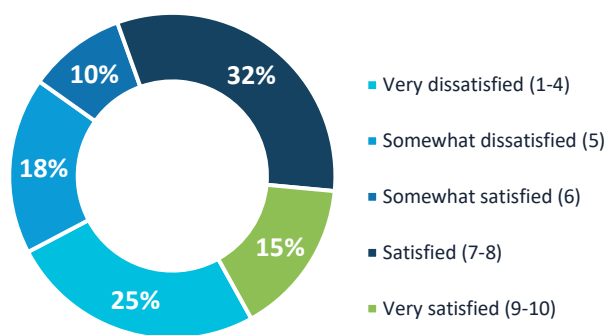
2. Q16B. If you are very dissatisfied with the local parks, reserves or sports fields, i.e. rated them 1 or 2 out of 10, can you please tell us why you are not satisfied?

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

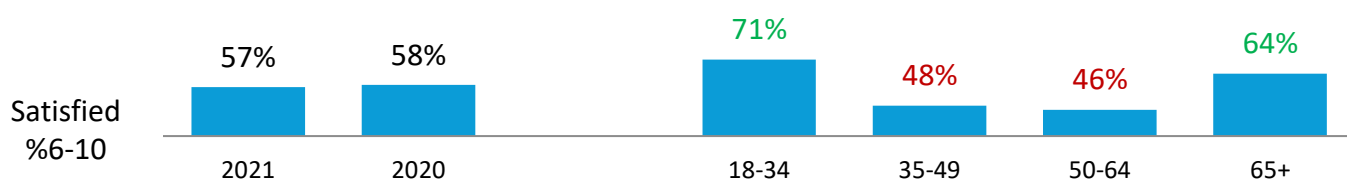
## Satisfaction with Water Management



Overall satisfaction with water management remained the same year-on-year at 57% rating the service 6 to 10 out of 10.

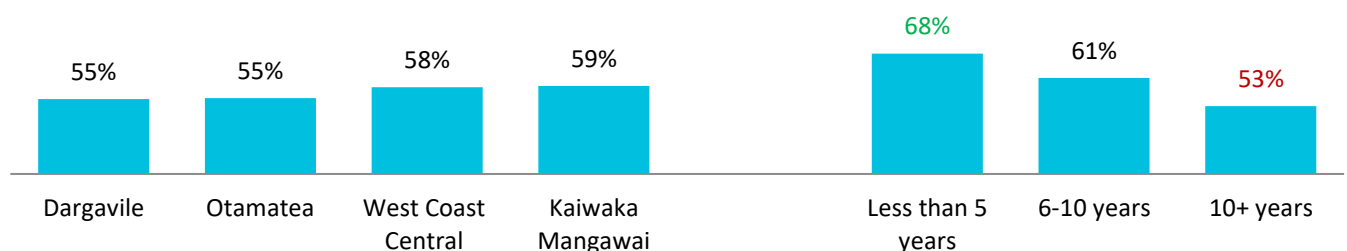
A quarter of residents (25%) were dissatisfied with *water management overall*.

Younger residents aged 18-34 years and residents aged 65 plus were more likely to be satisfied with *water management* in the district.



Male residents were more likely to be satisfied with *water management overall* with 62% of them rating this service 6 to 10 out of 10 compared to 52% of female residents.

Results were similar across ethnic groups.



Overall satisfaction with water management was similar across the different district areas. Residents who had lived in the Kaipara district for less than 5 years were more likely to be *satisfied with water management overall* (68%), while those who have lived in the district for 10 years or more were less likely to be satisfied (53%).

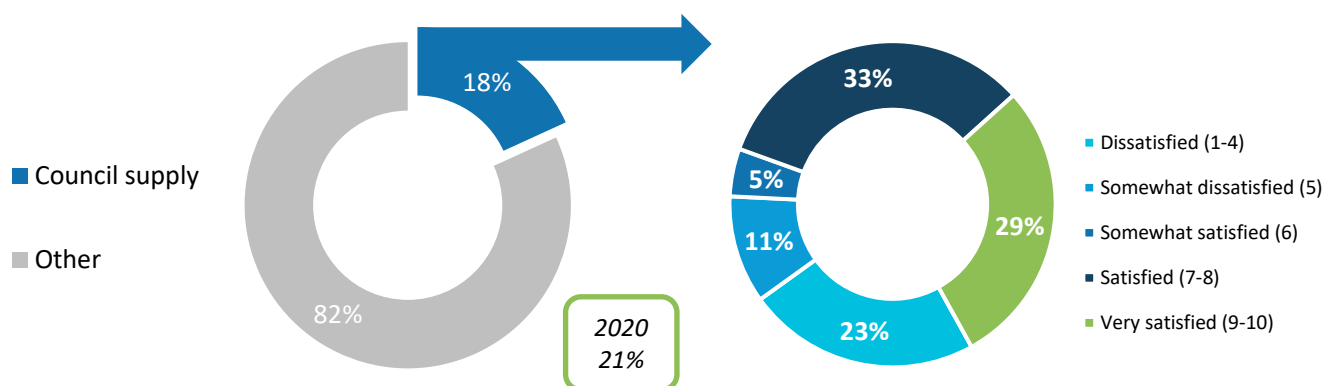
### NOTES:

- Sample: 2021 n=883; 2020 n= 825; 18-34 n=66; 35-49 n=128; 50-64 n=254; 65=435; Male n=425; Female n=458; Māori n=110; All others n=773; Dargaville n=378; Otamatea n=227; West Coast Central n=115; Kaiwaka-Mangawai n=163; Less than 5 yrs n=151; 6-10 yrs n= 143; 10+ yrs n= 584; Excludes don't know response
- Q23. And overall, when you think about the supply of water, stormwater collection and the sewerage system, how would you rate your satisfaction with Council overall for its management of water in the district?

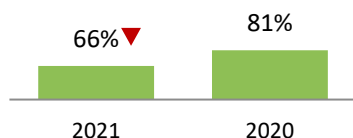
Between demographics  
Significantly higher  
Significantly lower



## Water supply



Satisfied  
%6-10



For 18% of residents *Council provided water supply to their house*, slightly fewer than last year.

Satisfaction with the *Council's water supply* declined significantly with only two thirds of residents (66%) rating the supply 6 to 10 out of 10, compared to 81% last year.

Nearly a quarter of residents who have *Council provided water supply to their house* were dissatisfied with the service (23%)

Dissatisfaction stemmed from annual restrictions which meant that Council was not providing a year-long consistent supply. Furthermore, the water quality was considered poor, with some residents indicating that the water was not drinkable. Discolouration and inconsistent chemical treatment were also mentioned, while the cost of installing water tanks and the expense of poor quality water were also leading to residents being 'very dissatisfied'.

### Reasons for dissatisfaction

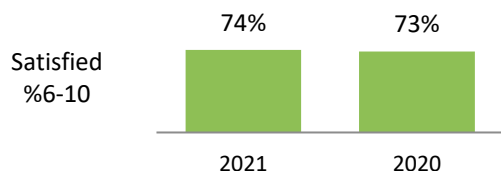
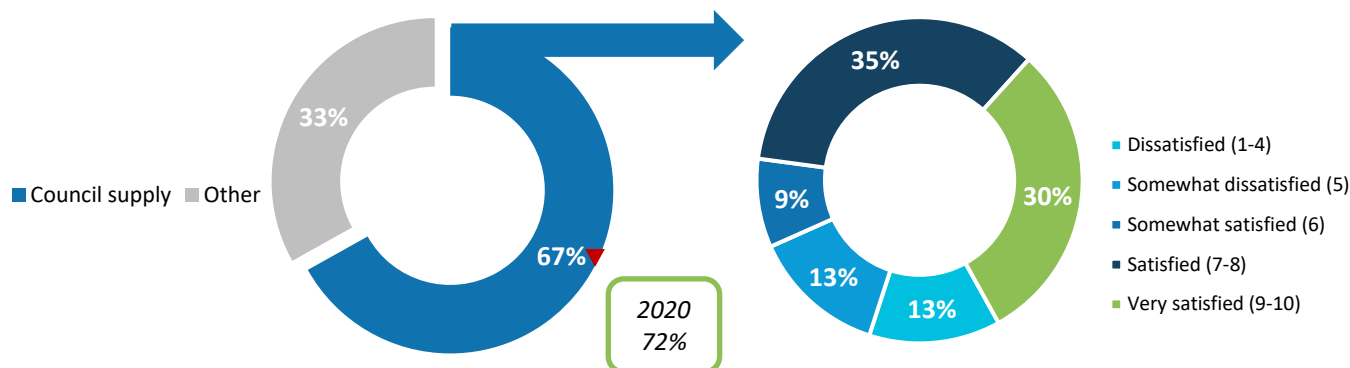
- Annual restrictions/not providing year long supply/need to upgrade water plant
- Water from taps not drinkable/terrible taste/unfit for human consumption
- Not helping with cost to install tanks to ensure safe / drinkable water supply
- Inconsistent chemical treatment of water/need to be managed better
- Expensive
- Discoloured/brown/white and cloudy

#### NOTES:

1. Sample: 2021 n=883; 2020 n= 825; Excludes don't know response
2. Q19A. Where you live, does the Council provide water supply to your house? Yes n=241
3. Q19B. How satisfied are you with Council's water supply to your house?
4. 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?

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

## Stormwater collection



67% of residents were connected to *Council provided stormwater collection*, a considerably smaller proportion than last year.

Three quarters of those who were connected (74%) were *satisfied with Council's stormwater collection*.

13% of those connected to Council's *stormwater collection* were dissatisfied with the service.

*Blocked drains, open drains, run off onto property and stormwater diverting into the sewerage system* were some of the reasons for dissatisfaction. Some felt the *stormwater pond in Kedge Drive needed to be cleaned up*, while others felt *Council was not consistent in decisions around stormwater collection* in the district.

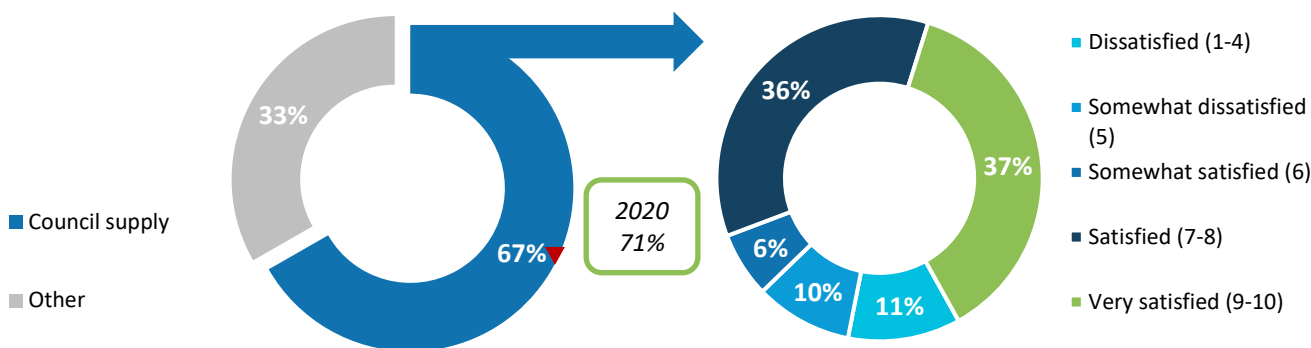
### Reasons for dissatisfaction

- Blocked culverts/clean drains more often
- No pipes
- Need to clean stormwater pond in Kedge Drive
- Hiring of open drains – inconsistent decisions by Council
- Live in flat low-lying area – prone to flooding
- Open drains/deep/steep/collects rubbish/overgrown/stagnant
- Run off onto property – breaking fences leading to loss of stock
- Stormwater infiltrates sewerage system which causes back flow of sewage onto property
- Expensive

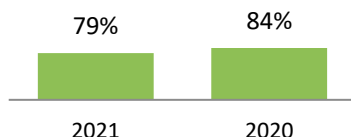
#### NOTES:

1. Sample: 2021 n=883; 2020 n= 825; Excludes don't know response
2. Q20A. Where you live, does the Council provide stormwater collection? Yes n=285
3. Q20B. How satisfied are you with Council's stormwater collection?
4. 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?

## Sewerage system



Satisfied  
%6-10



67% of residents were *connected to the Council provided sewerage system*, a considerably smaller proportion than last year.

Almost eight in ten of those connected were *satisfied with the sewerage system* (79%).

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 the *related impact on rates and compulsory contribution* that residents felt they had to make if not using the service.

Some residents felt *Council was not transparent regarding the maintenance required at the wastewater treatment plant*. *Open sewerage ditches, the smell from air vents in town and sewerage backflow onto properties* also contributed to dissatisfaction.

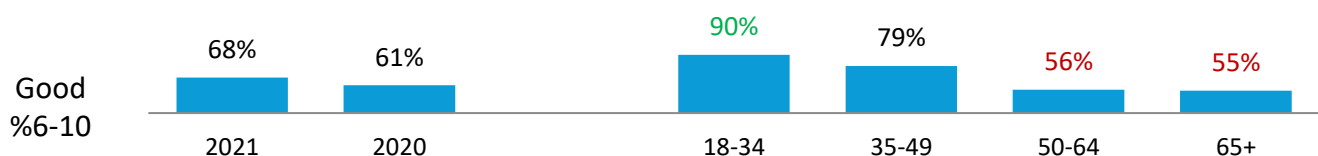
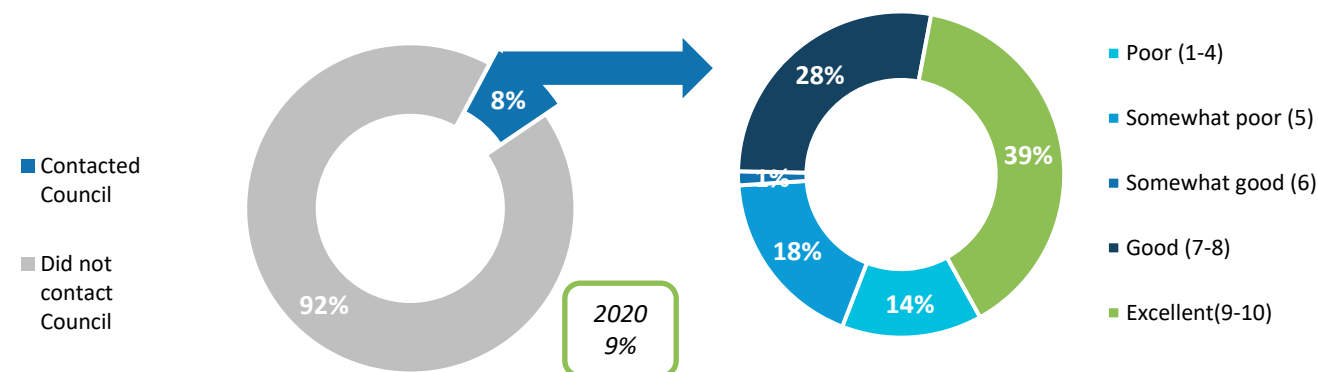
### Reasons for dissatisfaction

- Expensive system/reason rates are so high/compulsory waste hook up contribution
- Should not be charged if not using
- Open ditch alongside the main road, highway 12
- Smell from air vents in village
- Sewage backflow onto front lawn following heavy rain
- Poor condition and deferred maintenance of the Mangawhai Community Wastewater Scheme kept secret
- Tree roots from adjoining property infiltrated the system - repair at own cost

#### NOTES:

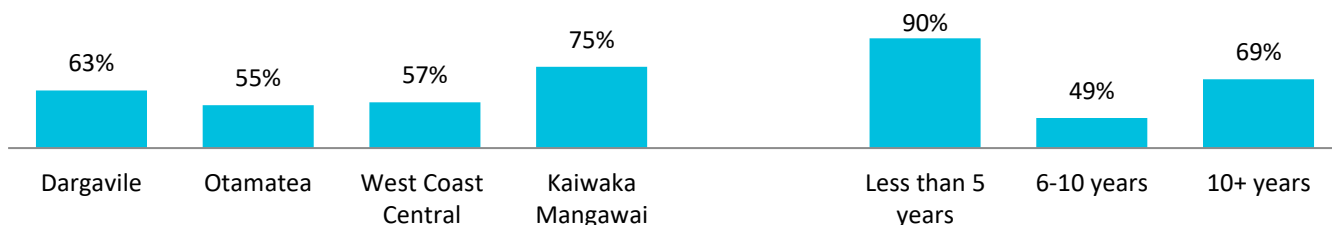
1. Sample: 2021 n=883; 2020 n= 825; Excludes don't know response
2. Q21A. Where you live, does the Council provide the sewerage system? Yes n=280
3. Q21B. How Satisfied are you with Council's sewerage system?
4. Q21C. If you are very dissatisfied with the sewerage system, i.e., rated them 1 or 2 out of 10, can you tell us why you are not satisfied?

## Requested repairs and/or maintenance to Three Waters



8% 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.

68% of those who contact Council rated Council's response to their request/s 'somewhat good' to 'excellent' (6-10/10).



Among residents who requested repairs and/or maintenance, younger residents aged 18-34 years (90%) and Māori residents (87%) were more likely to rate Council's response to their request/s 'somewhat good' to 'excellent' (6-10/10).

### NOTES:

- Sample: 2021 n=883; 2020 n= 825; 18-34 n=66; 35-49 n=128; 50-64 n=254; 65=435; Male n=425; Female n=458; Māori n=110; All others n=773; Dargaville n=378; Otamatea n=227; West Coast Central n=115; Kaiwaka-Mangawai n=163; Less than 5 yrs n=151; 6-10 yrs n= 143; 10+ yrs n= 584; Excludes don't know response
- Q22A. Have you contacted the Council, in the last 12 months, to request repairs and/or maintenance to the Water Supply, Sewerage or Stormwater collection system in the District? n=69
- Q22B. How would you rate Council's response to this request/s? Would you rate it...?

**Between demographics**  
Significantly higher  
Significantly lower

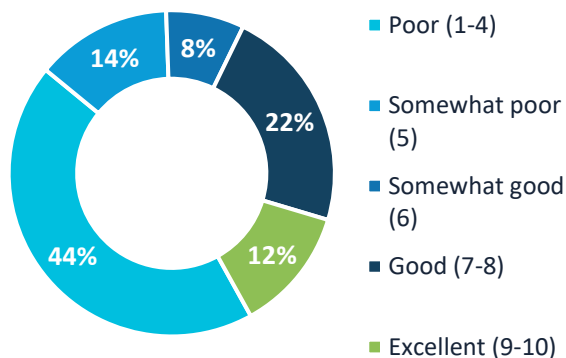




# Consent Services

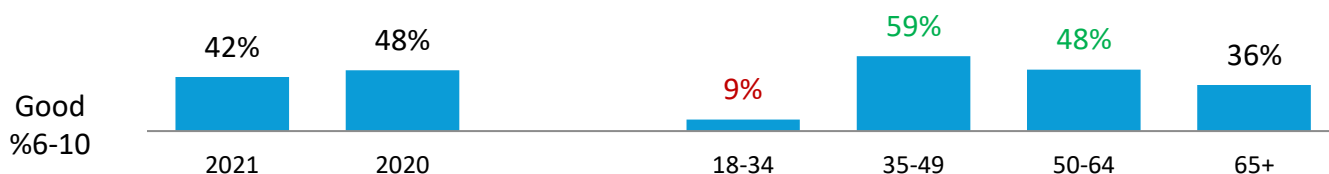


## Satisfaction with Consent Services

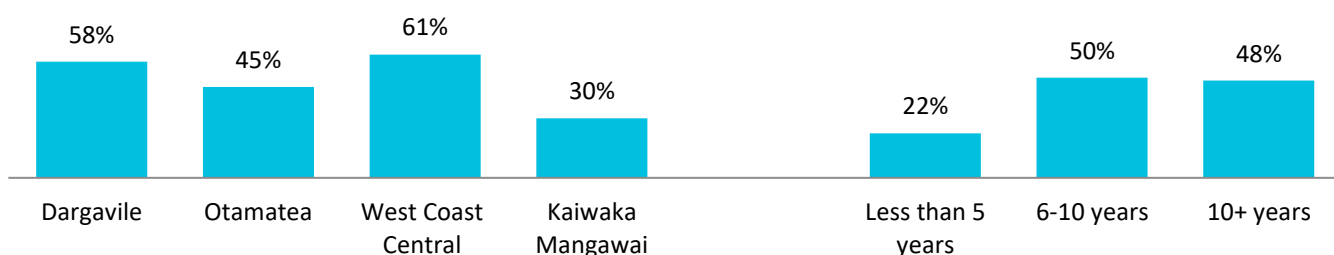


Only around two in five residents (42%) who contacted Council regarding a building and/or resource consent rated *Council's consent services* 'somewhat good' to 'excellent' overall (6-10/10). This was lower than last year.

44% 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 from the 35–49-year age group (59%) and the 50–64-year age group (48%) were more likely to rate *Council's consents services* as 'somewhat good' to 'excellent' (6-10/10).



61% of residents from the West Coast Central 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 30% of residents from the Kaiwaka-Mangawai area who dealt with Council in this regard rated the services 6 to 10 out of 10.

### NOTES:

- Sample: 2021 n=883; 2020 n= 825; 18-34 n=66; 35-49 n=128; 50-64 n=254; 65=435; Male n=425; Female n=458; Māori n=110; All others n=773; Dargaville n=378; Otamatea n=227; West Coast Central n=115; Kaiwaka-Mangawai n=163; Less than 5 yrs n=151; 6-10 yrs n= 143; 10+ yrs n= 584; Excludes don't know response

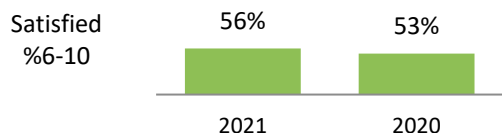
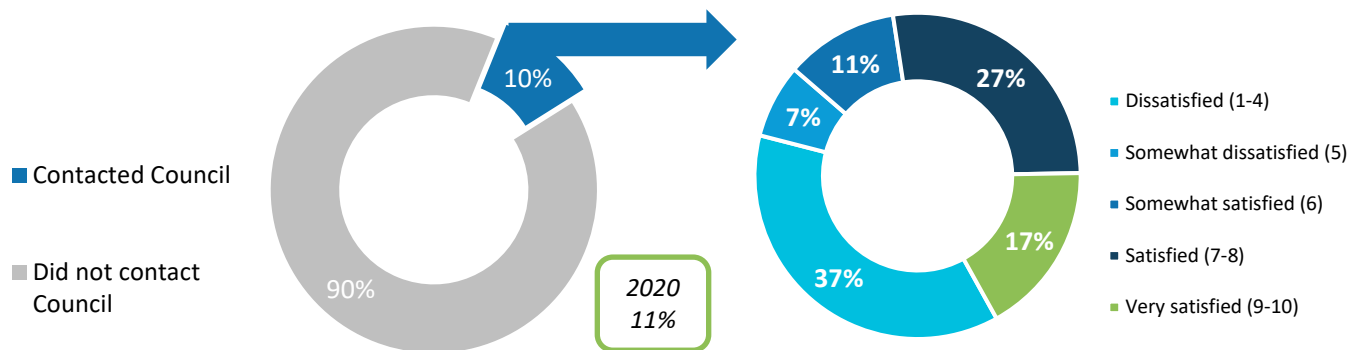
- Q24A. Have you contacted the Council within the last 12 months with a request for a building consent?

- Q25A. Have you contacted the Council within the last 12 months with a request for a resource consent?

- 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=54

Between demographics  
Significantly higher  
Significantly lower

## Building Consents



10% 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 (37%) were dissatisfied with the process.

*Additional expense, incorrect information and approving work that was not done to specifications were some of the reasons for dissatisfaction with the building consent process. The building consent process was also perceived as slow and site visits did not always happen in a timely manner.*

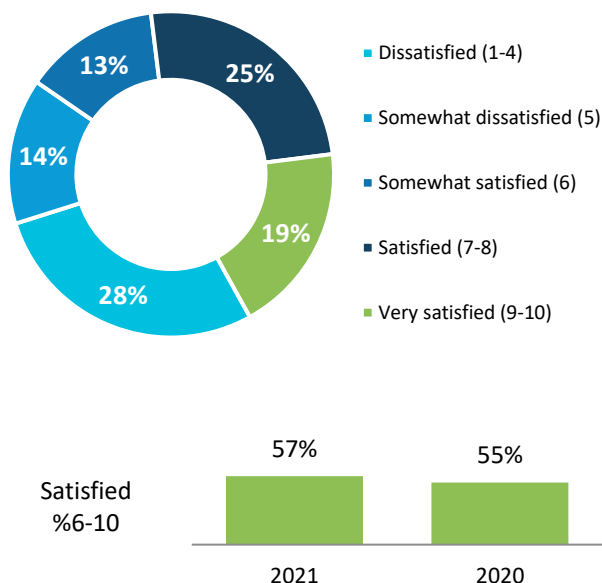
### Reasons for dissatisfaction

- Doubled the expense through bureaucratic requirements/expensive
- Signed off on work that was not done to specifications
- Incorrect information leading to additional cost later
- Takes too long/slow/got run around
- Flood restrictions in area that does not flood
- Visit sites in timely manner
- Poorly trained staff
- 8m turning circle for a garage

#### NOTES:

1. Sample: 2021 n=883; 2020 n= 825; 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=59
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 of 10, can you tell us why you are not satisfied?

## Satisfaction with request for service for building related matter



57% 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 similar level of satisfaction to last year.

More than a quarter (28%) were dissatisfied with *Council's response to their request for service for a building related matter*.

Dissatisfaction mainly stemmed from perceptions of *Council bureaucracy, a slow process* and perceptions that *Council was hindering growth and new builds*. One person indicated that the response to building related matters largely *depends on who at Council sees to the request*.

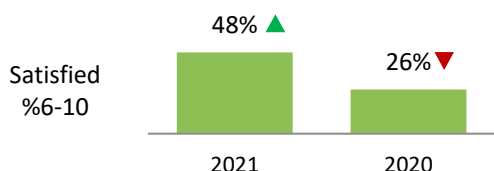
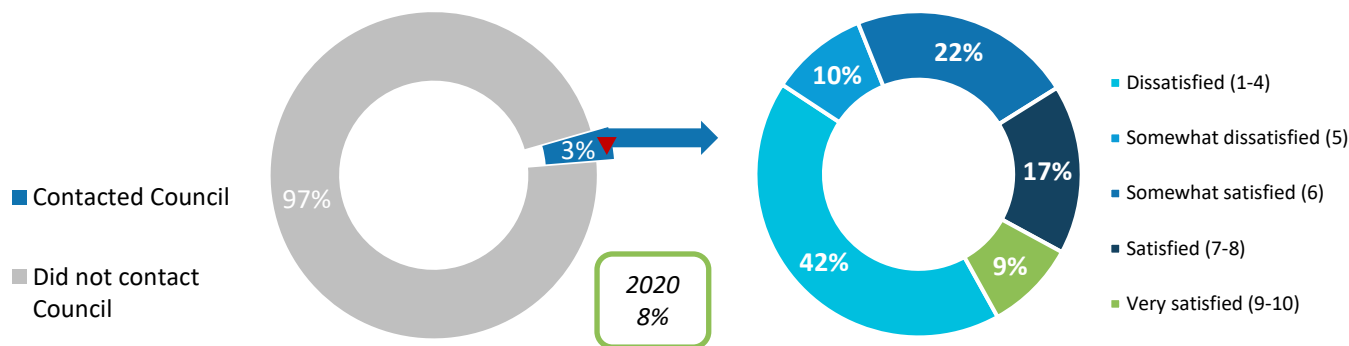
### Reasons for dissatisfaction

- Bureaucracy doubling expense
- Takes too long/still waiting to hear back/nobody answers questions directly
- Response depends on who you get at Council – some good, some awful
- Council against growth and new builds

#### NOTES:

1. Sample: 2021 n=883; 2020 n= 825; 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?

## 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.

In one instance the resource consent was required on top of a building consent leading to additional cost. Dissatisfaction also stemmed from the *length of time involved and associated cost for subdividing land*. There was also a perception that *Council did not answer questions regarding resource consents directly*, and there was a *lack of staff knowledge around the process*.

### Reasons for dissatisfaction

- Resource consent required on top of building consent for a garage – adds to costs
- Poor service/takes too long
- Staff not knowledgeable
- Expensive and difficult to subdivide land
- Hard to get a straight answer

#### NOTES:

1. Sample: 2021 n=883; 2020 n= 825; 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

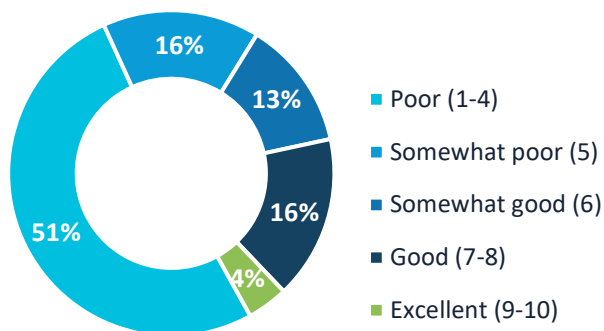
**Year-on-year**  
▲ Significantly higher  
▼ Significantly lower





# Roading and Footpaths

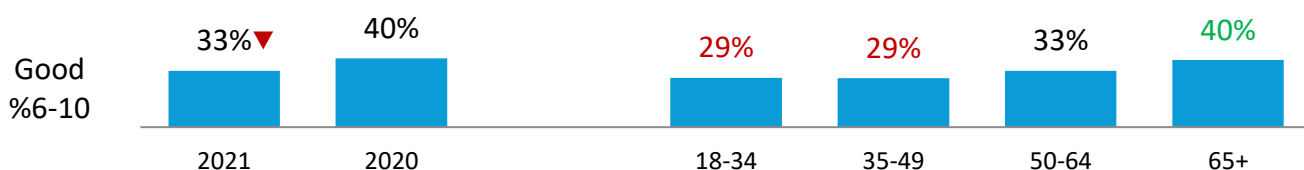
## Overall Performance Roothing and Footpaths



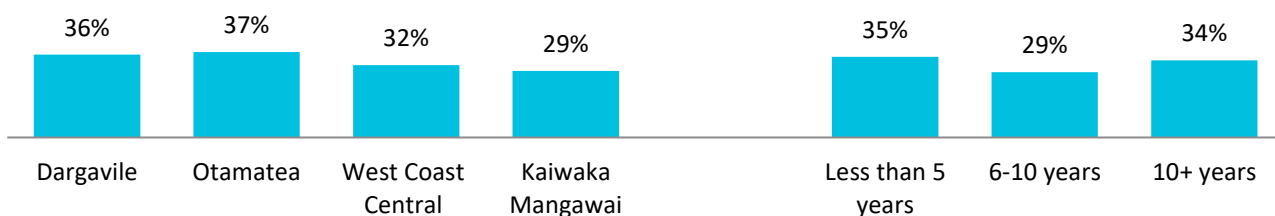
Overall rating of roading and footpaths in the Kaipara district declined considerably with only a third of residents (33%) rating the roads and footpaths 'somewhat good' to 'excellent' (6-10/10).

More than half of residents (51%) 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' (40%).



Results were similar across gender and ethnic groups.



Perceptions of the district's *roading and footpaths* were slightly more favourable amongst residents in the Otamatea (37%) and Dargaville (36%) areas, with residents from the Kaiwaka-Mangawai area less likely to rate the *roading and footpaths* 'somewhat good' to 'excellent' (6-10/10).

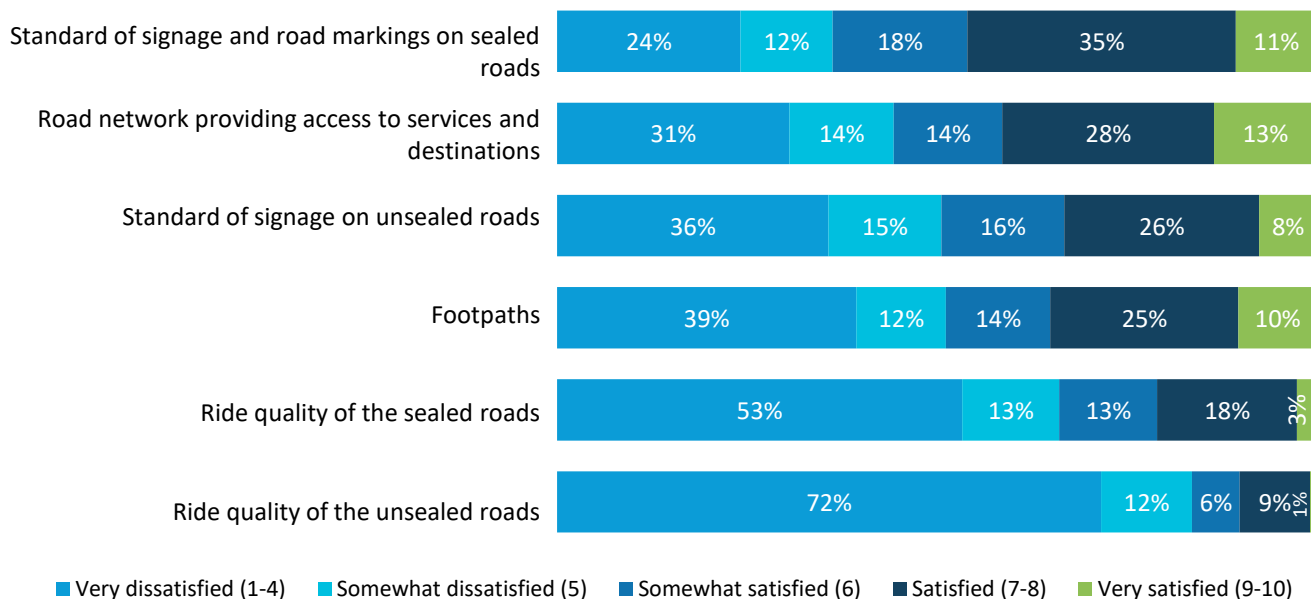
### NOTES:

- Sample: 2021 n=883; 2020 n= 825; 18-34 n=66; 35-49 n=128; 50-64 n=254; 65=435; Male n=425; Female n=458; Māori n=110; All others n=773; Dargaville n=378; Otamatea n=227; West Coast Central n=115; Kaiwaka-Mangawai n=163; Less than 5 yrs n=151; 6-10 yrs n= 143; 10+ yrs n= 584; Excludes don't know response
- Q29. Thinking about the roading and footpaths of the Kaipara District Council how would you rate Kaipara District Council on their overall ROADING and FOOTPATHS?

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

**Between demographics**  
▲ Significantly higher  
▼ Significantly lower

## Roading and Footpaths



Most *roading and footpath* measures declined slightly year-on-year.

Nearly two thirds of residents (64%) were satisfied with *the standard of signage and road markings on sealed roads*, while more than half (56%) were satisfied with the *road network providing access to services and destinations*.

Almost half (49%) were satisfied with *the standard of signage on unsealed roads and footpaths*.

Slightly more than a third (34%) were satisfied with the *ride quality of the sealed roads*, but only 16% were satisfied with the *ride quality of the unsealed roads*.

Māori residents were less likely to be satisfied with the *road network providing access to services and destinations* (47%).

Scores with % 6-10	2021	2020	Māori	All Other
Standard of signage and road markings on sealed roads	64%	67%	58%	65%
Road network providing access to services and destinations	56%	59%	47%	58%
Standard of signage on unsealed roads	49%	54%	46%	50%
Footpaths	49%	47%	54%	47%
Ride quality of the sealed roads	34%	35%	35%	34%
Ride quality of the unsealed roads	16%	16%	16%	17%

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

### NOTES:

- Sample: 2021 n=883; 2020 n= 825; Māori n=110; All others n=773; 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...?

## Roading and Footpaths

Scores with % 6-10	Dargaville	Otamatea	West Coast Central	Kaiwaka - Mangawhai
Standard of signage and road markings on sealed roads	58%	63%	78%	57%
Road network providing access to services and destinations	59%	61%	56%	49%
Standard of signage on unsealed roads	51%	59%	54%	38%
Footpaths	52%	48%	67%	35%
Ride quality of the sealed roads	34%	33%	39%	31%
Ride quality of the unsealed roads	20%	20%	9%	18%

Residents living in the Dargaville area were more likely to be satisfied with *the standard of signage on unsealed roads* (51%) and *the ride quality of the unsealed roads* (20%). They were less likely to be satisfied with *the standard of signage and road markings on sealed roads* (58%) and *footpaths* (52%).

Otamatea residents were more likely to be satisfied with the *road network providing access to services and destinations* (61%); *the standard of signage on unsealed roads* (59%) and *the ride quality of the unsealed roads* (20%). They were less likely to be satisfied with the *standard of signage and road markings on sealed roads* (63%) and *footpaths* (48%).

Residents from the West Coast Central area were more likely to be satisfied with the *standard of signage and road markings on sealed roads* (78%); *the standard of signage on unsealed roads* (54%); *footpaths* (67%) and *the ride quality of the sealed roads* (39%). They were less likely to be satisfied with the *ride quality of the unsealed roads* (9%).

Kaiwaka-Mangawhai residents were more likely to be satisfied with the *ride quality of the unsealed roads* (18%), but less satisfied with all other measures relating to roading and footpaths.

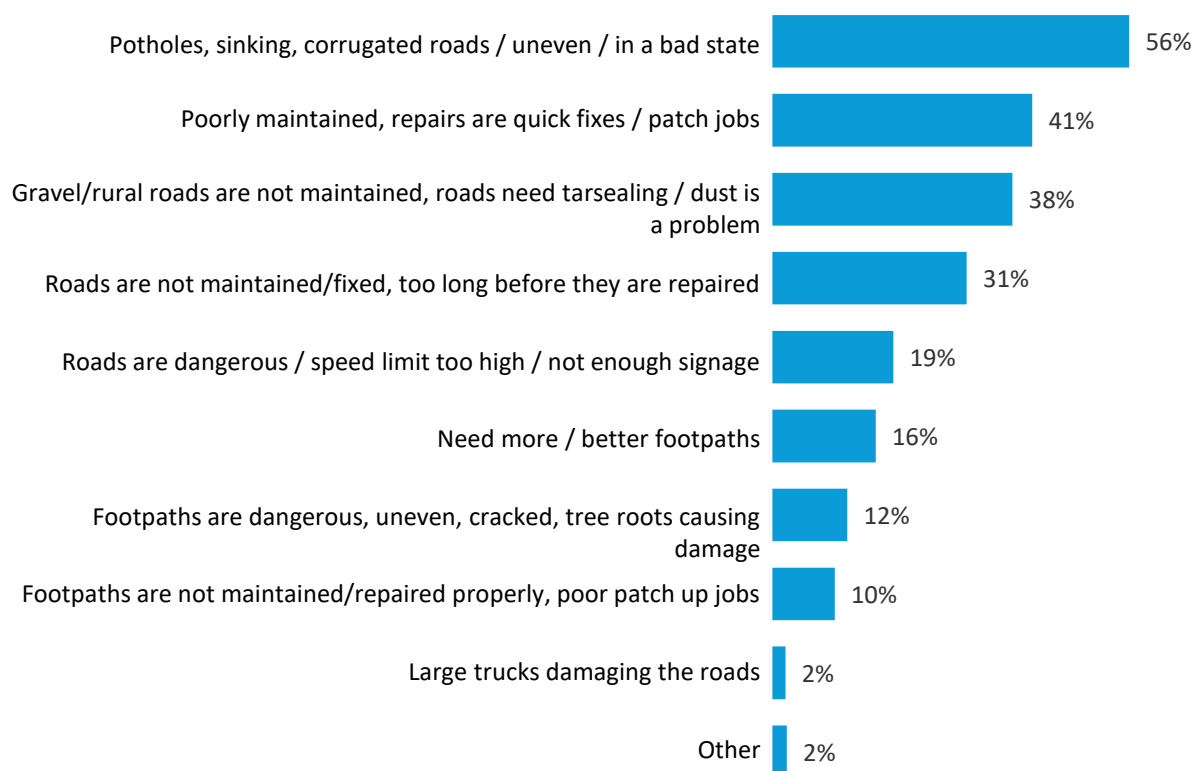
### NOTES:

1. Sample: Dargaville n=378; Otamatea n=227; West Coast Central n=115; Kaiwaka-Mangawhai n=163; Excludes don't know response
2. Q27. Now thinking about Council roads – excluding State Highways 1,12 and 14 which are not Council roads – how satisfied are you with...?

Between demographics  
Significantly higher  
Significantly lower



## Reasons for dissatisfaction with roading and footpaths



- *Pothole repairs are a joke. Looks like chewing gum, get professionals in.*
- *Too many potholes, roads that are unsealed not looked after regularly and when they are they change back to undriveable. Sealed roads are not sealed to last and the holes cause damage to cars, and cause accidents. Low speed limit signs are left out and nobody adheres to them.*
- *A lot of the roads in the district are in very poor condition. Signs are put up and nothing is done for ages to improve.*
- *Road repairs are haphazard and of a temporary nature. Repaired surfaces seemingly just skimmed, meaning seal peels off.*
- *Having spoken to the roading contractors, they know full well they are doing a cheap, shoddy job, but are powerless to do it right the first time. Do it once and do it properly. Not rocket science, is it? You are wasting our money.*
- *The roads are very poorly maintained. Third world conditions.*
- *Kaipara District Council are terrible at maintaining a decent standard of roading within the district.*
- *Unsealed roads need grading, signs and marker pegs need cleaning, footpaths are cracked, parts of sealed roads need fixing.*

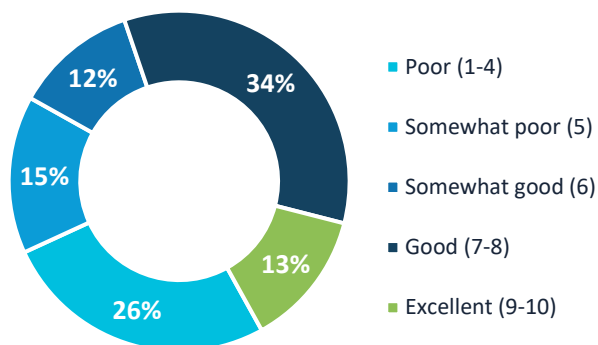
### NOTES:

1. Sample: 2021 n=883;
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=334



# Waste Management

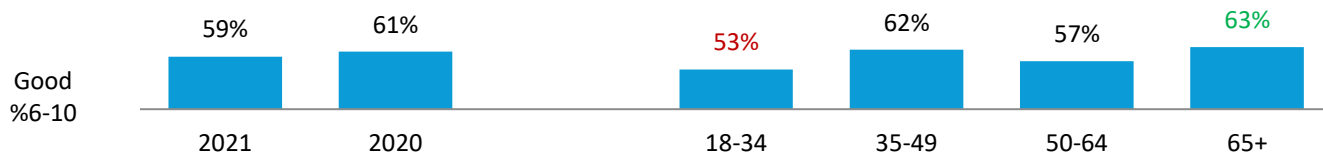
## Overall Performance Waste Management



Around three in five residents (59%) rated the *overall waste management* 'somewhat good' to 'excellent' (6-10/10) taking into account refuse bag collections, recycling services and litter bins.

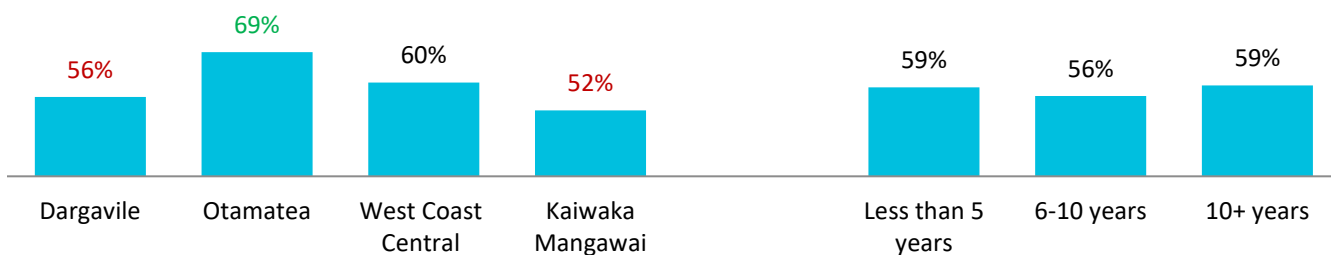
Slightly more than a quarter of residents (26%) rated the *overall waste management* provided by Council 'poor' (1-4/10).

Younger residents aged 18-34 years were less likely and older residents aged 65+ were more likely to rate Council's overall waste management 6 to 10 out of 10.



62% of male residents and 62% of residents from other ethnic groups rated Council's waste management 'somewhat good' to 'excellent'.

Māori residents were less likely to rate waste management 6-10/10 overall.



Residents from Otamatea area were more likely to rate Council's waste management overall 'somewhat good' to 'excellent' (69%), while those who live in Kaiwaka-Mangawai and Dargaville areas were less likely to rate the service 6 to 10 out of 10 (52% and 56% respectively).

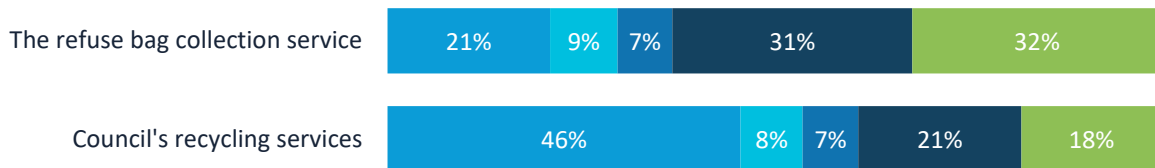
### NOTES:

- Sample: 2021 n=883; 2020 n= 825; 18-34 n=66; 35-49 n=128; 50-64 n=254; 65=435; Male n=425; Female n=458; Māori n=110; All others n=773; Dargaville n=378; Otamatea n=227; West Coast Central n=115; Kaiwaka-Mangawai n=163; Less than 5 yrs n=151; 6-10 yrs n= 143; 10+ yrs n= 584; Excludes don't know response
- 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?

Between demographics

Significantly higher  
Significantly lower

## Waste Management Services and Facilities



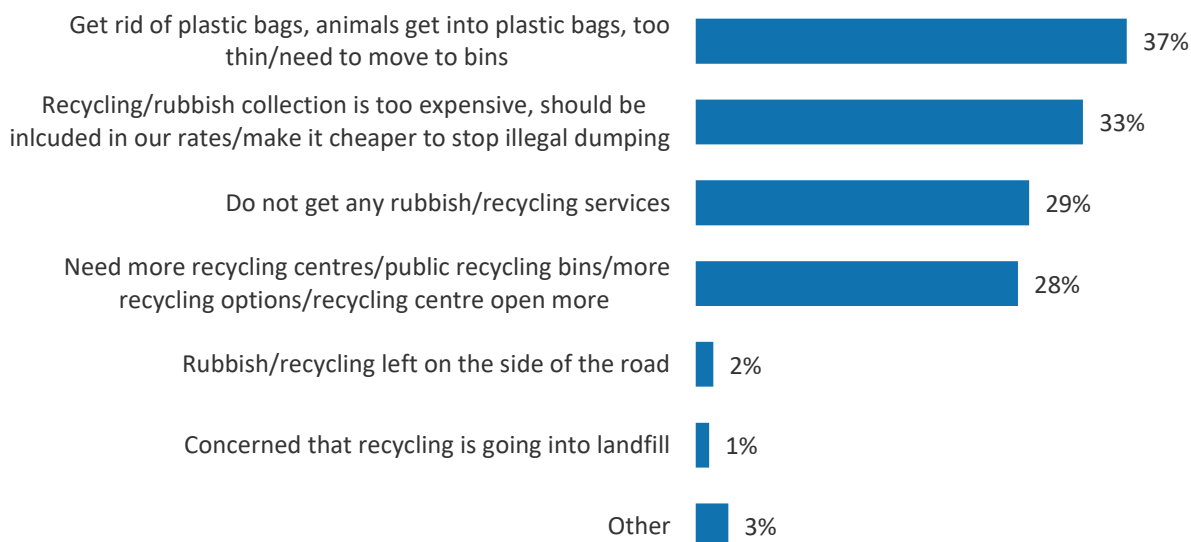
■ Verv dissatisfied (1-4) ■ Somewhat dissatisfied (5) ■ Somewhat satisfied (6) ■ Satisfied (7-8) ■ Verv satisfied (9-10)

Satisfaction with *the refuse bag collection service* declined considerably year-on-year, with 70% 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* remained the same year-on-year, with nearly half of residents (46%) dissatisfied with this service.

Scores with % 6-10	2021	2020	Māori	All Other
The refuse bag collection service	70% ▼	76% ▲	62%	73%
Council's recycling services	46%	47%	40%	48%

### Reasons for dissatisfaction with waste management



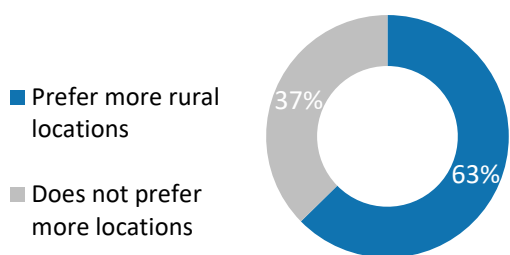
#### NOTES:

- Sample: 2021 n=883; 2020 n= 825; Māori n=110; All others n=773; Excludes don't know response
- Q30. How satisfied are you with the following services or facilities?
- 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?

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



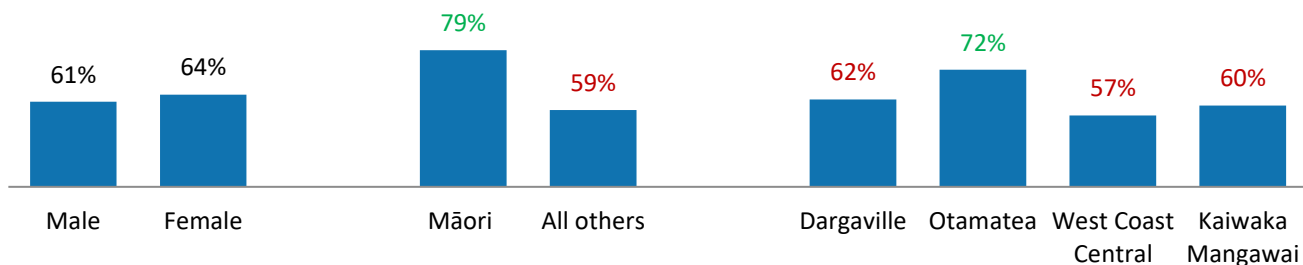
## Rural drop off locations



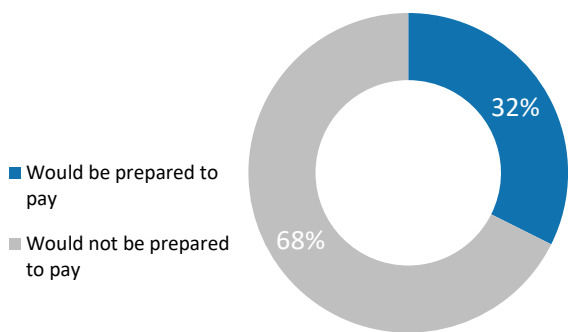
63% of residents would *like to see more rural drop off locations for recycling and general waste*.

Māori residents (79%) and residents from Otamatea area (72%) were more likely to *like to see more rural drop off locations for recycling and general waste*.

### % Prefer more rural locations



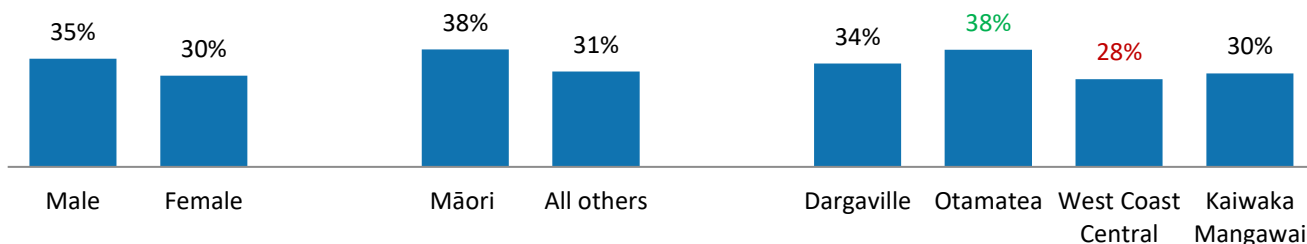
## Prepared to pay for better waste management service



32% of residents would *be prepared to pay through rates for a better service* (waste management).

Residents from Otamatea area (38%) were more likely to *be prepared to pay through rates for a better service* while residents from the West Coast Central area (28%) were less likely to be prepared to pay more.

### % Prepared to pay



#### NOTES:

- Sample: 2021 n=883; 2020 n= 825; 18-34 n=66; 35-49 n=128; 50-64 n=254; 65=435; Male n=425; Female n=458; Māori n=110; All others n=773; Dargaville n=378; Otamatea n=227; West Coast Central n=115; Kaiwaka-Mangawai n=163; Less than 5 yrs n=151; 6-10 yrs n= 143; 10+ yrs n= 584; Excludes don't know response
- Q32A. Would you like to see more rural drop off locations for recycling and general waste?
- Q32B. Would you be prepared to pay through rates for a better service?

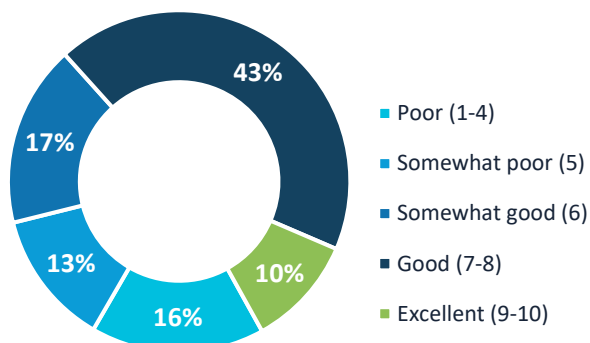
**Year-on-year**  
▲ Significantly higher  
▼ Significantly lower

**Between demographics**  
▲ Significantly higher  
▼ Significantly lower



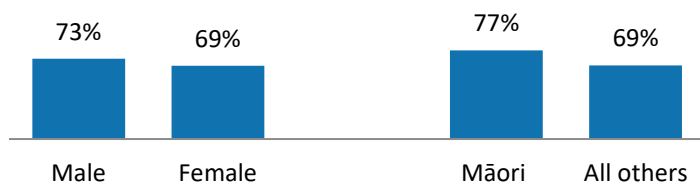
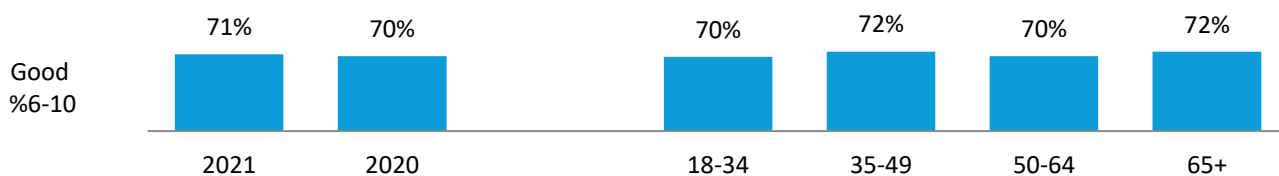
# Other Services

## Overall Performance Other Services



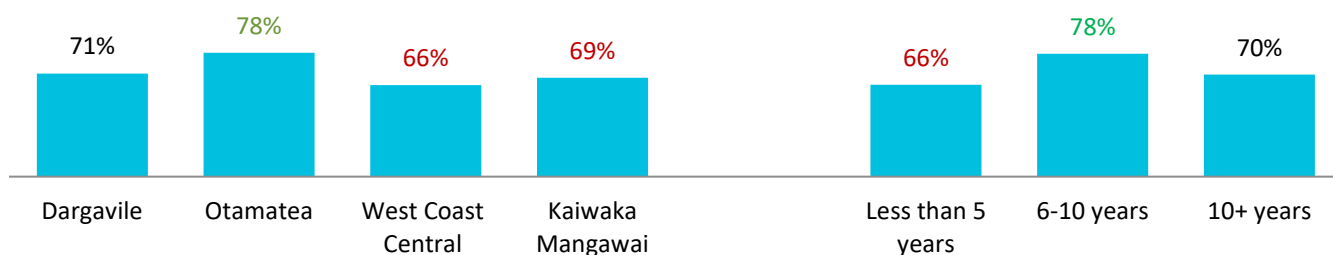
Seven in ten residents (71%) rated the other services of the Kaipara District Council 'somewhat good' to 'excellent' taking into account animal control, litter and graffiti and protecting environmental health.

16% of residents rated the other services provided by Council 'poor' (1-4/10).



73% of male residents and 69% of female residents rated other Council services 6 to 10 out of 10.

77% of Māori residents rated other Council services 6 to 10 out of 10.



Residents from the West Coast Central and Kaiwaka Mangawai areas were less likely to rate the other services of Council 'somewhat good' to 'excellent' (66% and 69% respectively.)

Residents who had lived in the Kaipara district for 6 to 10 years were more likely to rate the other Council services 6 to 10 out of 10 (78%)

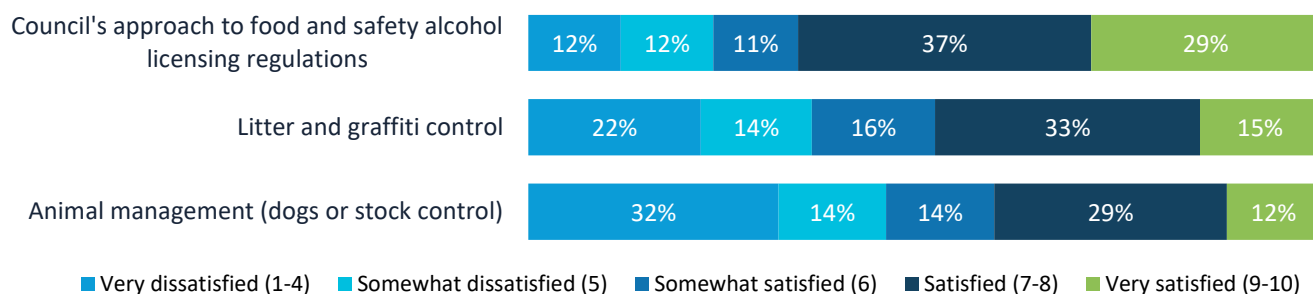
### NOTES:

- Sample: 2021 n=883; 2020 n= 825; 18-34 n=66; 35-49 n=128; 50-64 n=254; 65=435; Male n=425; Female n=458; Māori n=110; All others n=773; Dargaville n=378; Otamatea n=227; West Coast Central n=115; Kaiwaka-Mangawai n=163; Less than 5 yrs n=151; 6-10 yrs n= 143; 10+ yrs n= 584; Excludes don't know response
- Q38. Thinking about the OTHER serviced of the Kaipara District Council taking into account animal control, litter & graffiti, and protecting environmental health, how would you rate Kaipara District Council for these OTHER services overall?

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

**Between demographics**  
▲ Significantly higher  
▼ Significantly lower

## Other Services

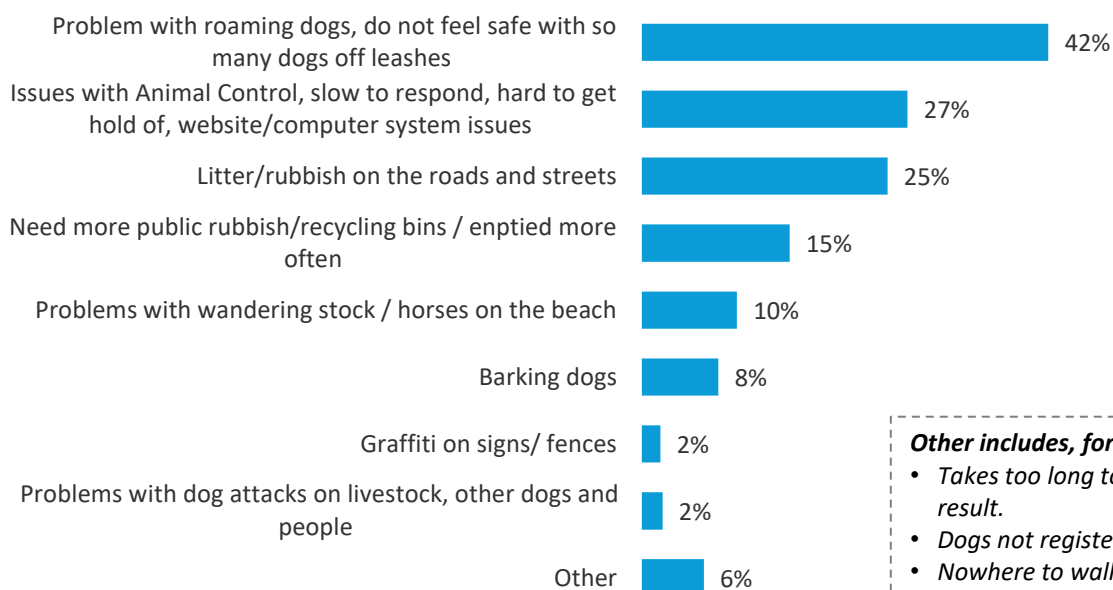


Satisfaction with *Council's approach to food safety and alcohol licensing regulation* declined year-on-year, with 77% of residents 'somewhat' to 'very satisfied' with this service. 64% of residents were satisfied with *litter and graffiti control*, while 55% of residents were satisfied with *animal management (dogs or stock control)*.

Māori residents were more likely to be satisfied with *animal management (dogs or stock control)* services (63%).

Scores with % 6-10	2021	2020	Māori	All Other
Council's approach to food safety and alcohol licensing regulation	77%▼	84%	81%	75%
Litter and graffiti control	64%	69%	64%	64%
Animal management (dogs or stock control)	55%	56%	63%	53%

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



#### Other includes, for example:

- Takes too long to get a result.
- Dogs not registered.
- Nowhere to walk dogs.

#### NOTES:

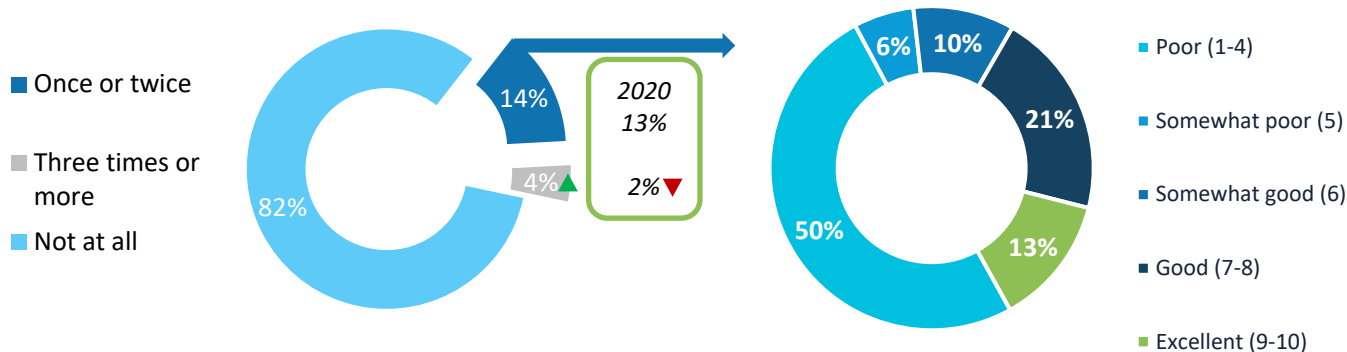
1. Sample: 2021 n=883; 2020 n= 825; Māori n=110; All others n=773; Excludes don't know response
2. Q33. How satisfied are you with the following services or facilities?
3. Q35. If you are very dissatisfied with any aspects regarding litter and graffiti control or animal management i.e., rated them 1 or 2 out of 10, can you tell us why you are not satisfied?
4. Q37. How satisfied are you with the Council's approach to food safety and alcohol licensing regulations?

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

**Between demographics**  
▲ Significantly higher  
▼ Significantly lower

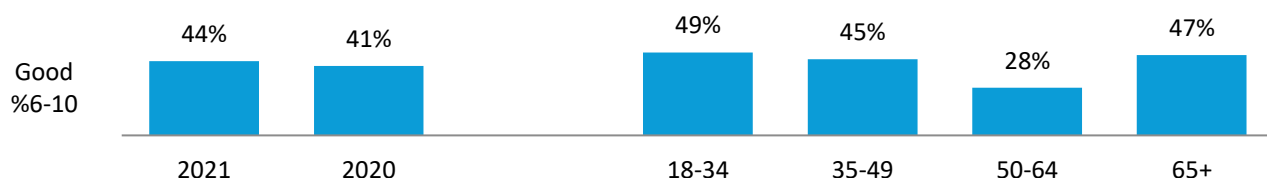


## Contact Regarding Animal Management

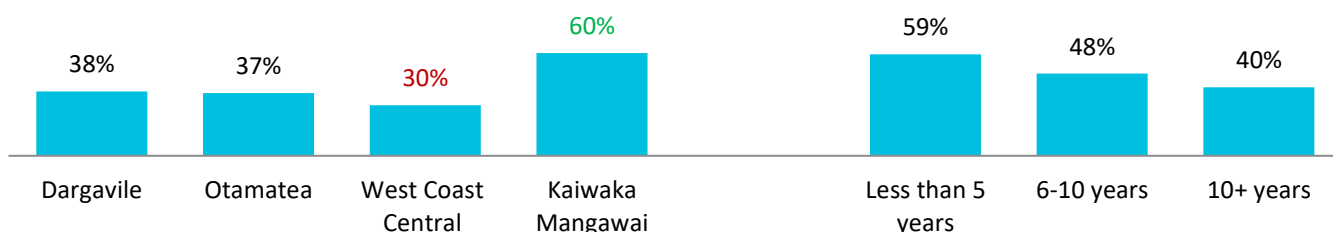


14% of residents contacted Council once or twice and a further 4% contacted Council three or more times in the last year about animal management issues. The number of residents who contacted Council three or more times doubled since last year.

44% of residents who contacted Council about animal management issues rate Council's response regarding their questions 'somewhat good' to 'excellent' (6-10/10). Half of residents who contacted Council regarding animal management issues rated Council's response as 'poor' (1-4/10).



Māori residents and residents living in Kaiwaka Mangawai area, who contacted Council regarding animal management issues, were more likely to rate Council's response 6 to 10 out of 10 (60% respectively).



### NOTES:

1. Sample: 2021 n=883; 2020 n= 825; 18-34 n=66; 35-49 n=128; 50-64 n=254; 65=435; Male n=425; Female n=458; Māori n=110; All others n=773; Dargaville n=378; Otamatea n=227; West Coast Central n=115; Kaiwaka-Mangawai n=163; Less than 5 yrs n=151; 6-10 yrs n= 143; 10+ yrs n= 584; Excludes don't know response

2. Q36A. In the last year, how often have you contacted the Kaipara District Council about animal management issues (dogs or stock control)? n=135

3. 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

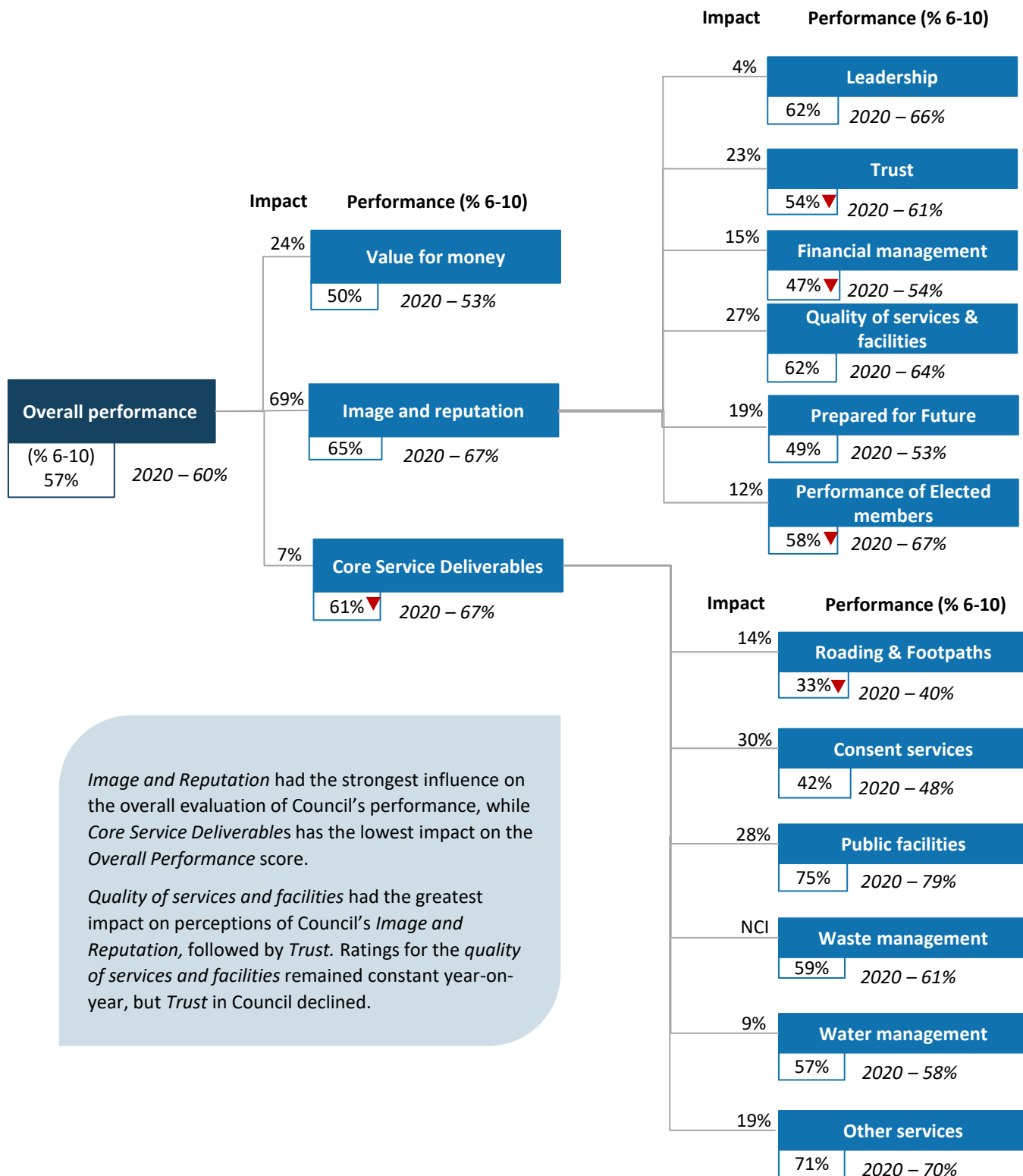
**Between demographics**  
▲ Significantly higher  
▼ Significantly lower



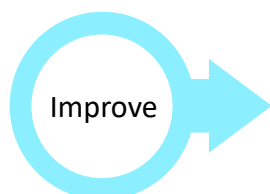
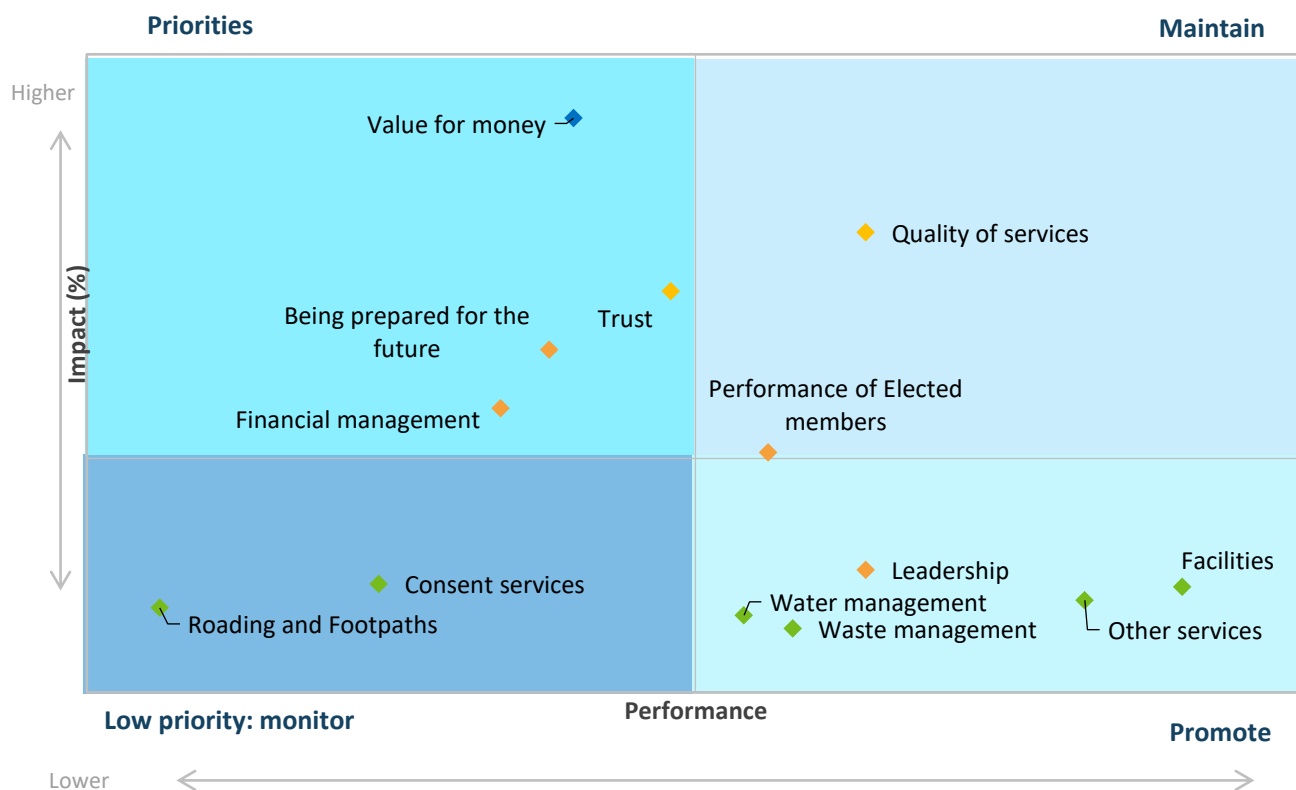


# Drivers of Overall Satisfaction

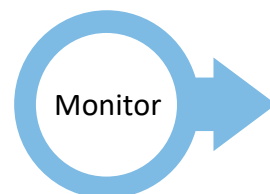
## Drivers of Perceptions of Kaipara District Council's Performance



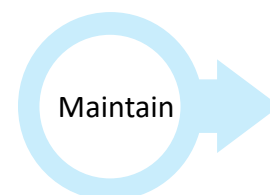
## Opportunities and priorities. Overall measures



*Value for money, Financial management, Being prepared for the future, and Trust* were identified as the best opportunities for Kaipara District Council, being aspects of relatively low performance that are considered important by residents.



The key opportunities for Kaipara District Council to monitor included *Roothing and Footpaths* and *Consent Services*.

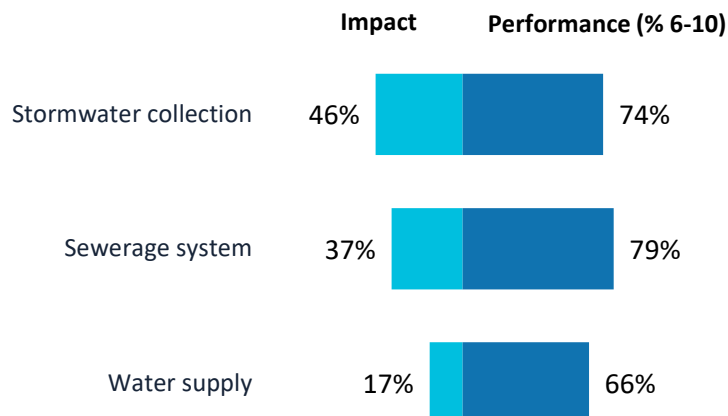


The key areas to maintain included *Quality of services* and the *Performance of Elected members*.



The most underappreciated areas of Council's performance were *Waste management, Water management, Leadership, Other services* and *Facilities*.

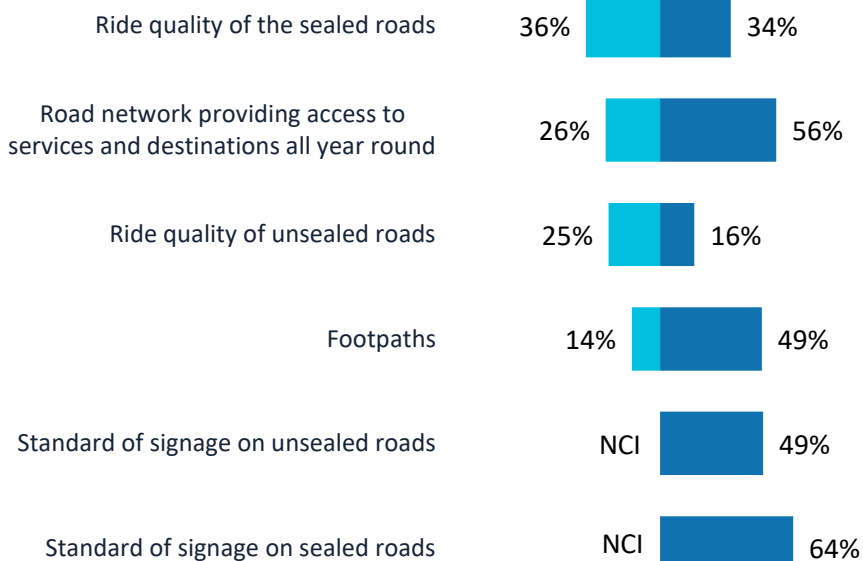
## Impact scores



*Stormwater collection* had the greatest impact on how *water management* was perceived, and with relatively high satisfaction, performance should be maintained at current service levels.

## Impact Performance (% 6-10)

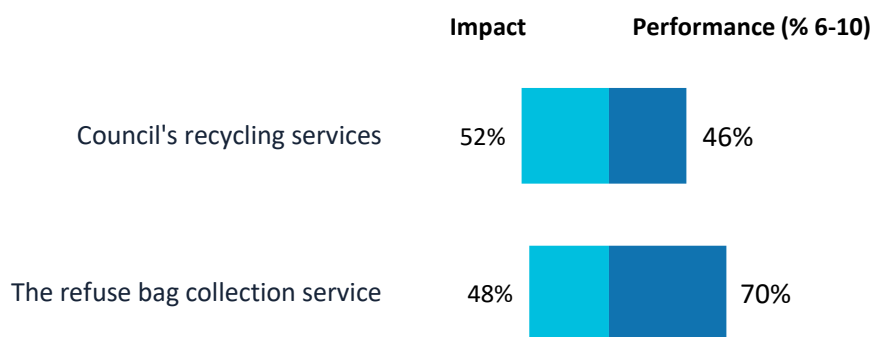
The *Ride quality of the sealed roads* had the greatest impact on overall perception of *Roading and footpaths*. Satisfaction was relatively low, and this presents an opportunity for Council to improve residents' satisfaction.



### NOTES:

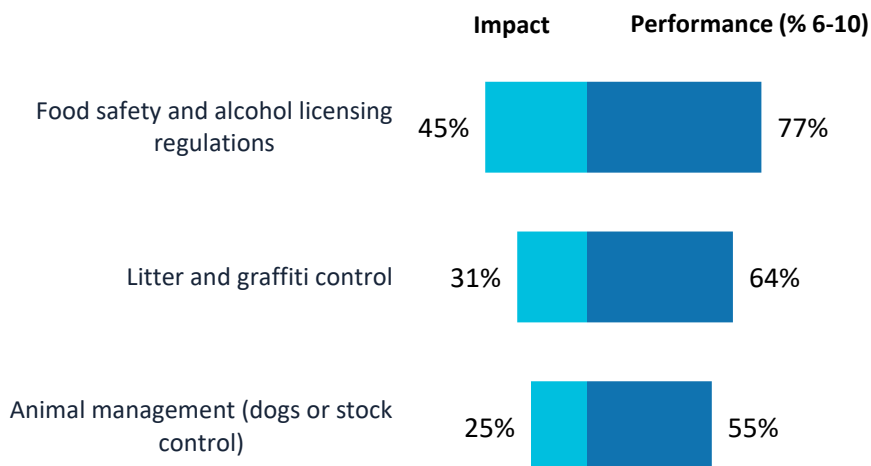
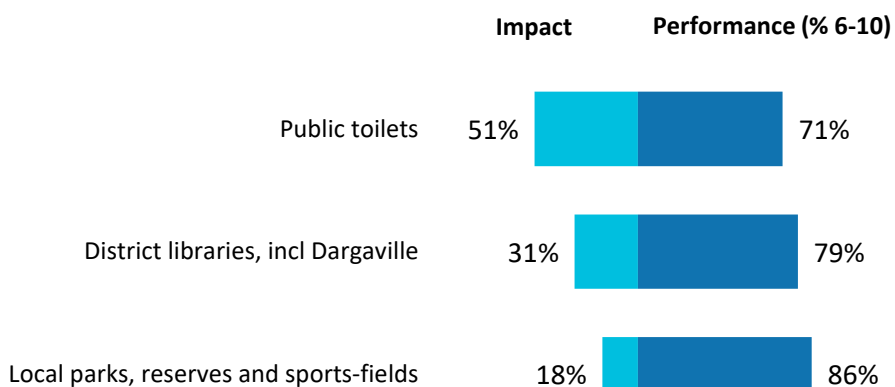
1. Sample: 2021 n=883; Excludes don't know response
2. NCI – no current impact

## 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.*

Perceptions of *Public toilets* had the greatest impact on how *facilities* were viewed, and with a relatively poor performance, this presents an area for improvement.



*How Council approached food safety and alcohol licensing had the greatest impact on how Council's other services were perceived. Satisfaction with this service is strong and current service levels should be maintained.*

### NOTES:

1. Sample: 2021 n=883; Excludes don't know response

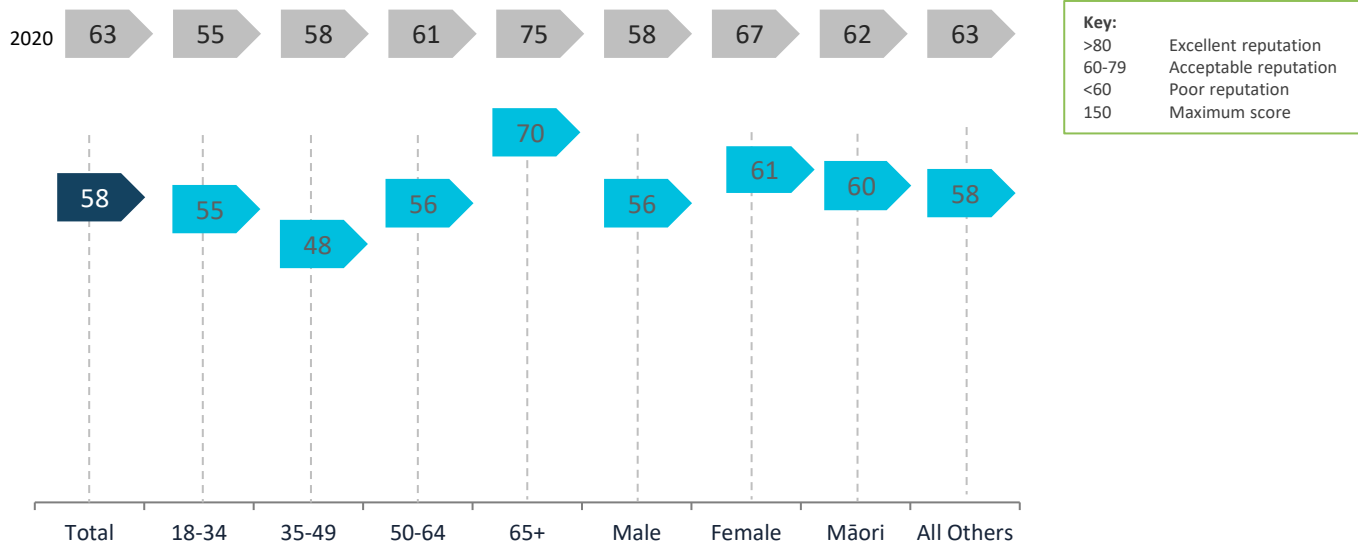
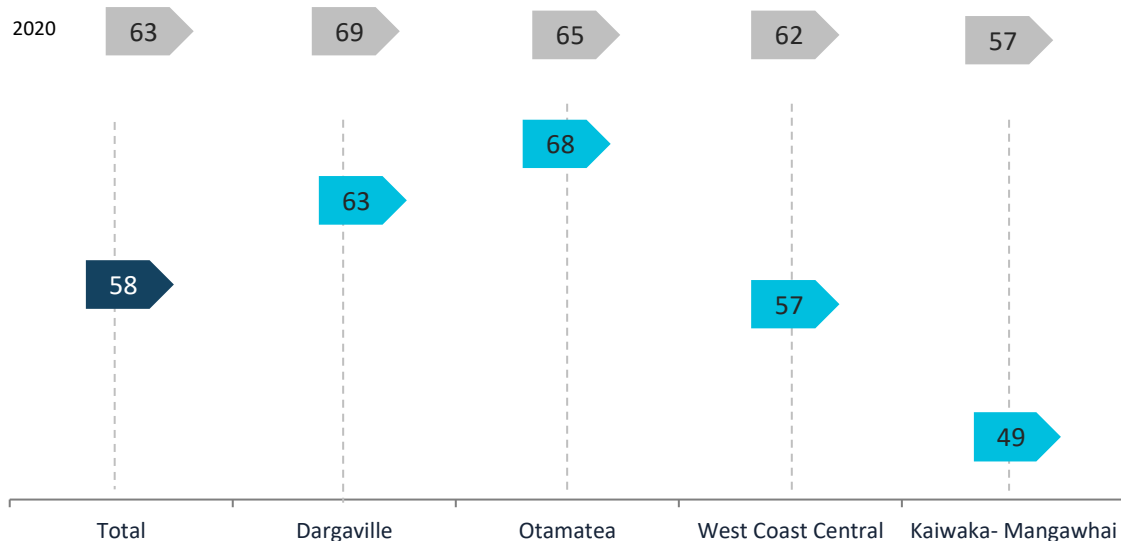




# Image and Reputation

## Reputation Benchmarks

Council's *reputation* was considered 'poor' with a reputation rating of 58 against the benchmark. Kaiwaka-Mangawhai provided the lowest rating (49), followed by West Coast Central (57). Acceptable reputation scores were seen for Otamatea (68) and Dargaville (63).

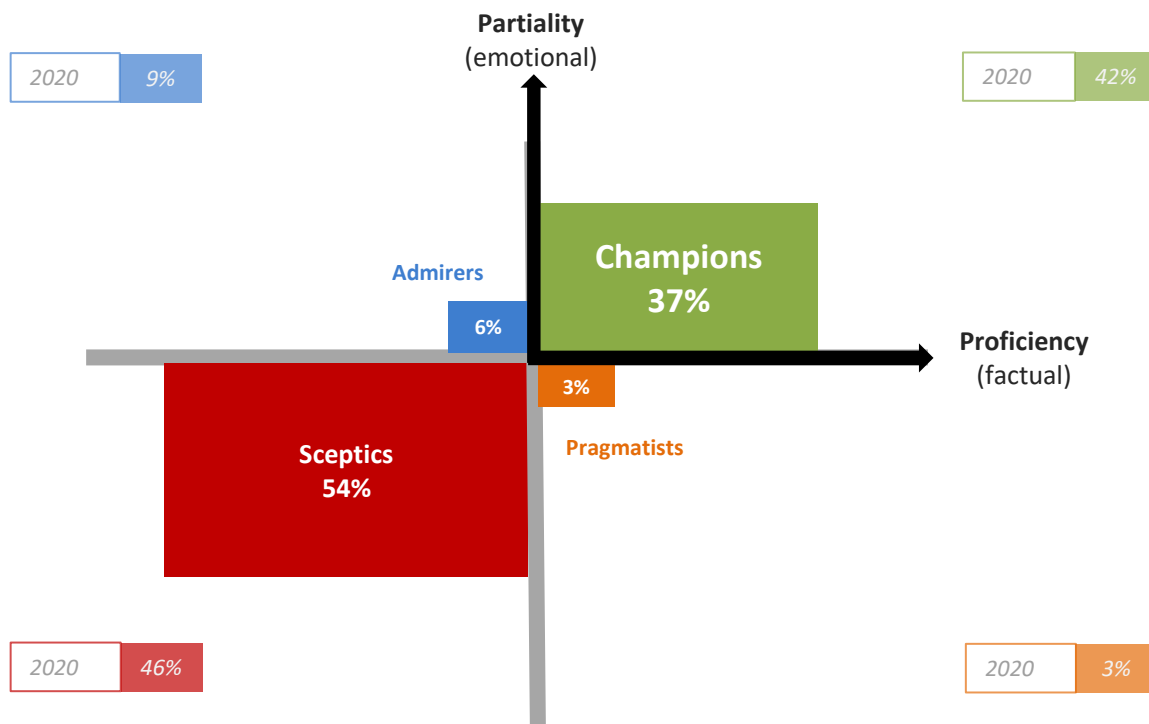


Higher *reputation* scores were calculated for residents aged 65+ (70), female residents (61) and Māori residents (60). Council's *reputation* was considered poor among all other demographic groups.

### NOTES:

- Sample: 2021 n=883; 2020 n= 825; 18-34 n=66; 35-49 n=128; 50-64 n=254; 65=435; Male n=425; Female n=458; Māori n=110; All others n=773; Dargaville n=378; Otamatea n=227; West Coast Central n=115; Kaiwaka-Mangawai n=163; Less than 5 yrs n=151; 6-10 yrs n= 143; 10+ yrs n= 584; Excludes don't know response
- REP2\_1: So considering, leadership, trust, financial management and quality of services provided, how would you rate Palmerston North City Council for its overall reputation?
- The benchmark is calculated by rescaling the overall reputation measure to a new scale between -50 and +150 to improve granularity for the purpose of benchmarking

## Reputation Profile



More than half of residents were classified as *Sceptics* (54%), not valuing / recognizing Council's performance and having doubts about or mistrusting Council.

Residents from Kaiwaka-Mangawhai area, those aged 18-34 years and 35-49 years were more likely to be *Sceptics*.

6% of residents were *Admirers* having a positive connection to Council but believing performance could be better.

West Coast Central residents and Māori residents were more likely to be *Admirers*.

3% of residents were classified as *Pragmatists*, evaluating Council's performance favourably, but rating Council poorly on trust and leadership.

Residents from Kaiwaka-Mangawhai and those aged 35-49 were more likely to be *Pragmatists*.

Slightly more than a third of residents (37%) were *Champions* viewing Council as competent and having a positive connection to Council.

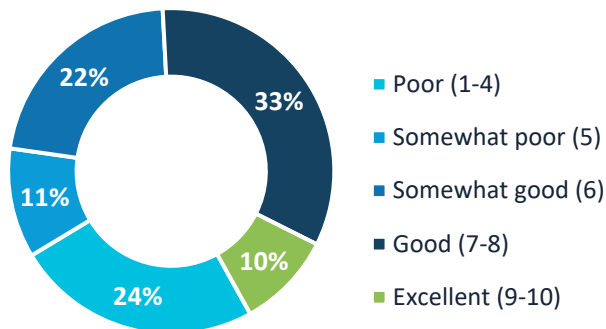
Residents aged 50-64 years and 65+ years were more likely to be *Champions*.

Residents from Otamatea were also more likely to belong to this group.

### NOTES:

1. Sample: 2021 n=883; 2020 n= 825; 18-34 n=66; 35-49 n=128; 50-64 n=254; 65=435; Male n=425; Female n=458; Māori n=110; All others n=773; Dargaville n=378; Otamatea n=227; West Coast Central n=115; Kaiwaka-Mangawai n=163; Less than 5 yrs n=151; 6-10 yrs n= 143; 10+ yrs n= 584; Excludes don't know response
2. Segments have been determined using the results from a set of five overall level questions
3. REP1\_1 leadership, REP1\_2 trust, REP1\_3 financial management, REP1\_4 quality of deliverables, REP2\_1 overall reputation

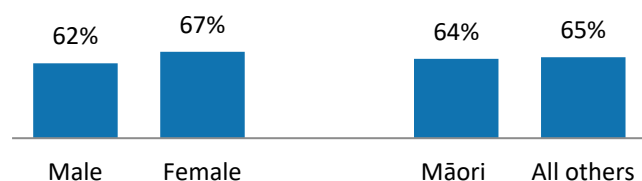
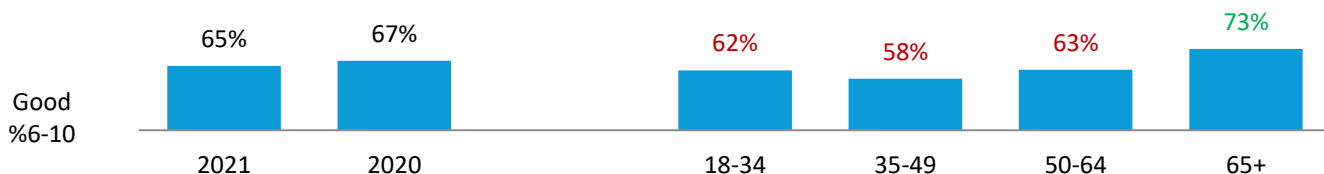
## Overall Reputation



65% 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.

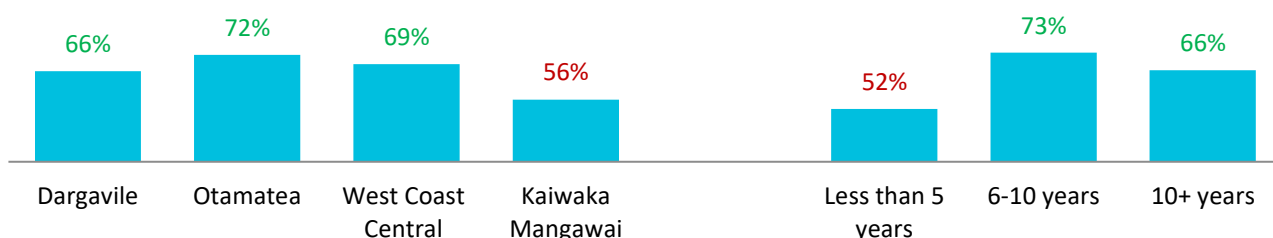
Nearly a quarter (24%) rate Council's *overall reputation* 'poor' (1-4/10).

Residents aged 65+ were more likely to rate Council's *overall reputation* 6 to 10 out of 10.



Female residents were slightly more likely to rate Council's *overall reputation* 6 to 10 out of 10.

Results was similar across ethnic groups.



Residents from Kaiwaka-Mangawai (56%) and those who lived in the district for less than 5 years (52%) were less 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*.

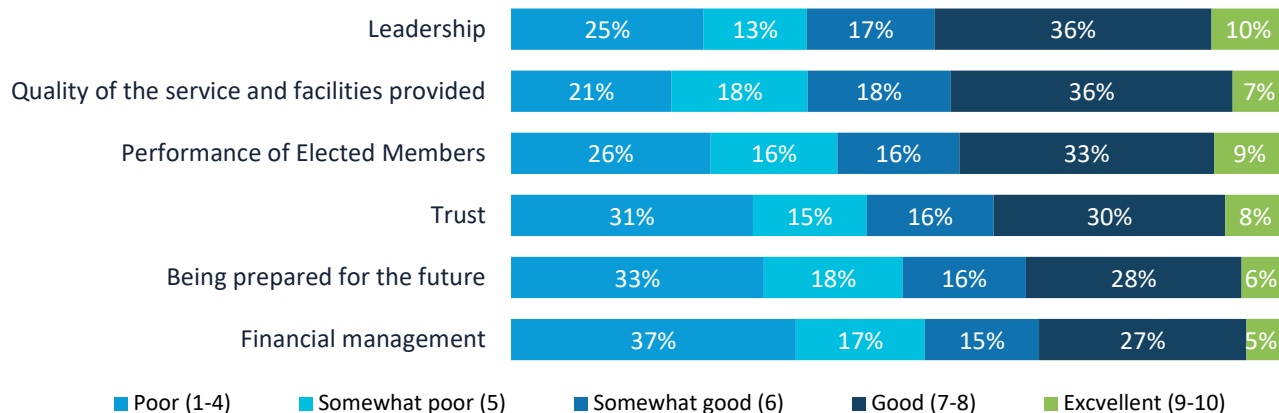
Between demographics  
Significantly higher  
Significantly lower

### NOTES:

- Sample: 2021 n=883; 2020 n= 825; 18-34 n=66; 35-49 n=128; 50-64 n=254; 65=435; Male n=425; Female n=458; Māori n=110; All others n=773; Dargaville n=378; Otamatea n=227; West Coast Central n=115; Kaiwaka-Mangawai n=163; Less than 5 yrs n=151; 6-10 yrs n= 143; 10+ yrs n= 584; 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?



## Image and Reputation



Ratings of *Performance of Elected members*, *Trust* and *Financial Management* declined considerably since last year. Around a third of residents rated *Trust* (31%), *Council being prepared for the future* (33%) and *Financial management* (37%) 'poor' (1-4/10).

Scores with % 6-10	2021	2020	Māori	All Other
Leadership	62%	66%	54%	64%
Quality of the services and facilities provided	62%	64%	62%	62%
Performance of Elected members	58%▼	67%	63%	47%
Trust	54%▼	61%	46%	56%
Being prepared for the future	49%	53%	53%	49%
Financial management	47%▼	54%	32%	50%

Scores with % 6- 10	Dargaville	Otamatea	West Coast Central	Kaiwaka - Mangawhai
Leadership	59%	73%	66%	53%
Quality of the services and facilities provided	60%	69%	62%	58%
Performance of Elected members	62%	60%	57%	53%
Trust	55%	59%	62%	44%
Being prepared for the future	53%	55%	56%	39%
Financial management	47%	55%	50%	37%

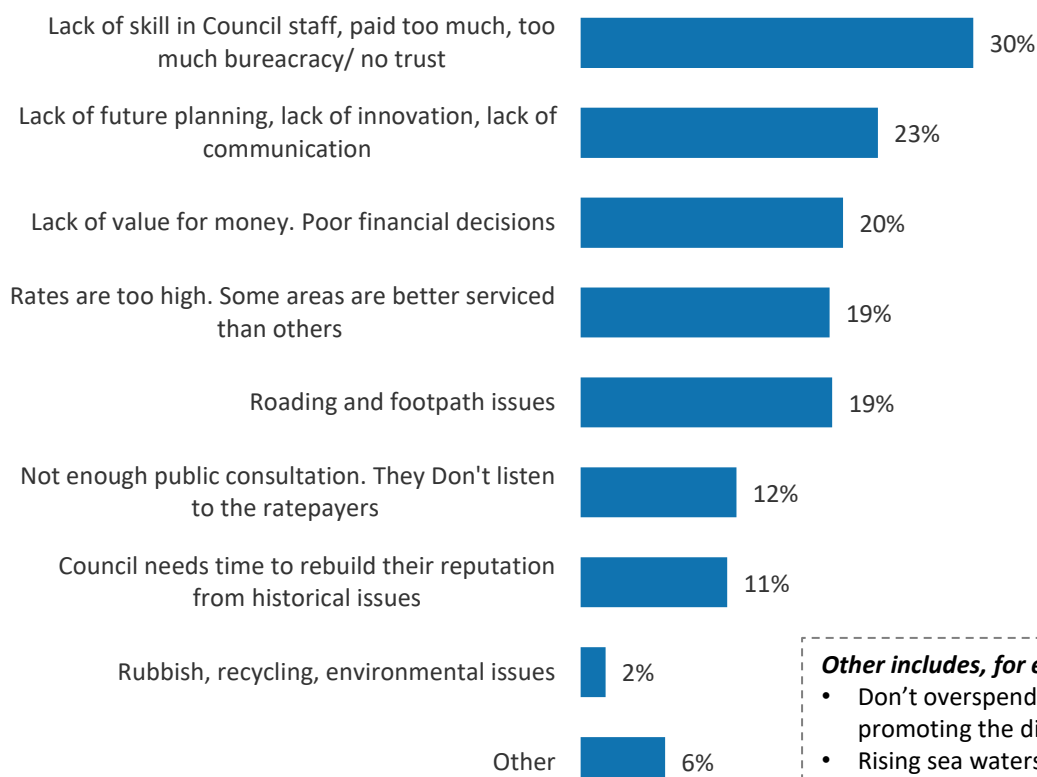
### NOTES:

- Sample: 2021 n=883; 2020 n= 825; 18-34 n=66; 35-49 n=128; 50-64 n=254; 65=435; Male n=425; Female n=458; Māori n=110; All others n=773; Dargaville n=378; Otamatea n=227; West Coast Central n=115; Kaiwaka-Mangawhai n=163; Less than 5 yrs n=151; 6-10 yrs n= 143; 10+ yrs n= 584; 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 relied 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  
▼ Significantly lower

**Between demographics**  
▲ Significantly higher  
▼ Significantly lower

## Reasons for Low Reputation Ratings



- *A typical Government bureaucracy, top heavy with administrators and consultants.*
- *Just not seeing leadership or action in a growing community. We live in a great community in spite of Council. Mangawhai Central developers are bulldozing Council with the result being more negatives than positives for the community overall.*
- *I feel trust was lost some time ago with poor financial management, money not spent where it is required.*
- *Is there another Council in NZ that has had to have its complete Council taken over by the wider government because of the amount of fraud and poor financial management? The Council voted in Council and then the reputable members resigned due to the ongoing fraud and financial misuse of the long-established Council members.*
- *Future planning is poor, feels like Kaipara District Council only plan 2 years ahead, if that.*
- *I don't think they have enough foresight.*
- *Not enough infrastructure to be able to encourage progression, for example, subdivision of rural land without loading the subdivide with excessive costs and demands.*
- *I think their reputation is still in tatters since the Mangawhai wastewater scheme. Whoever signed off on it for \$30 million should not be in a Council job.*

### NOTES:

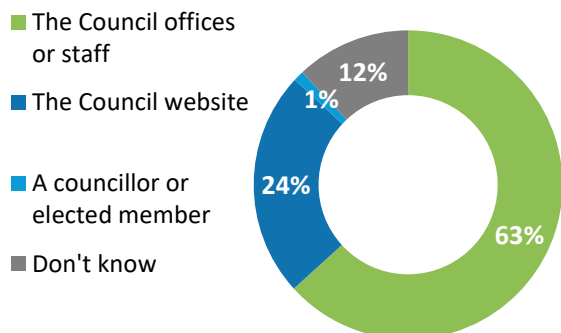
1. Sample: 2021 n=883; 2020 n= 825; 18-34 n=66; 35-49 n=128; 50-64 n=254; 65=435; Male n=425; Female n=458; Māori n=110; All others n=773; Dargaville n=378; Otamatea n=227; West Coast Central n=115; Kaiwaka-Mangawai n=163; Less than 5 yrs n=151; 6-10 yrs n= 143; 10+ yrs n= 584; Excludes don't know response
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?



# Contact with Council

## Contact with Council - Interactions

### Approach first to raise a matter with Council



More than three in five residents (63%) *contact the Council offices or staff when they have a matter to raise with Council.*

A further quarter (24%) go to *the Council website.*

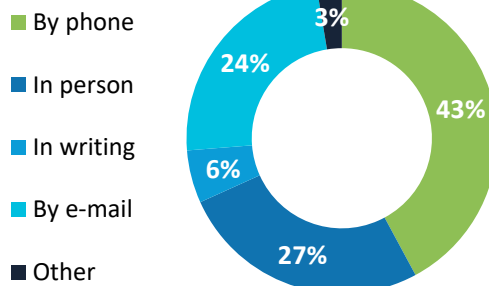
12% of residents did not know who they would contact if they had a matter to raise with Council, with 1% *contacting a councillor or elected member.*

### Method of contact

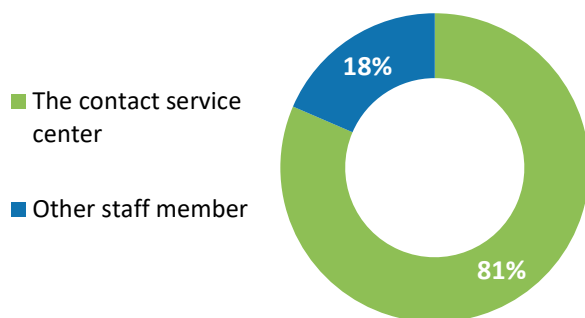
More than two in five residents (43%) have *contacted the Council office by phone in the last 12 months.*

More than a quarter (27%) have *contacted the Council office in person*, with 24% *contacting the Council office via email.*

6% of residents *contacted Council in writing.*



### Point of contact



Recent interactions with Council was mainly through the *contact service centre (81%), other staff members* picking up less than a fifth of contact with residents (18%).

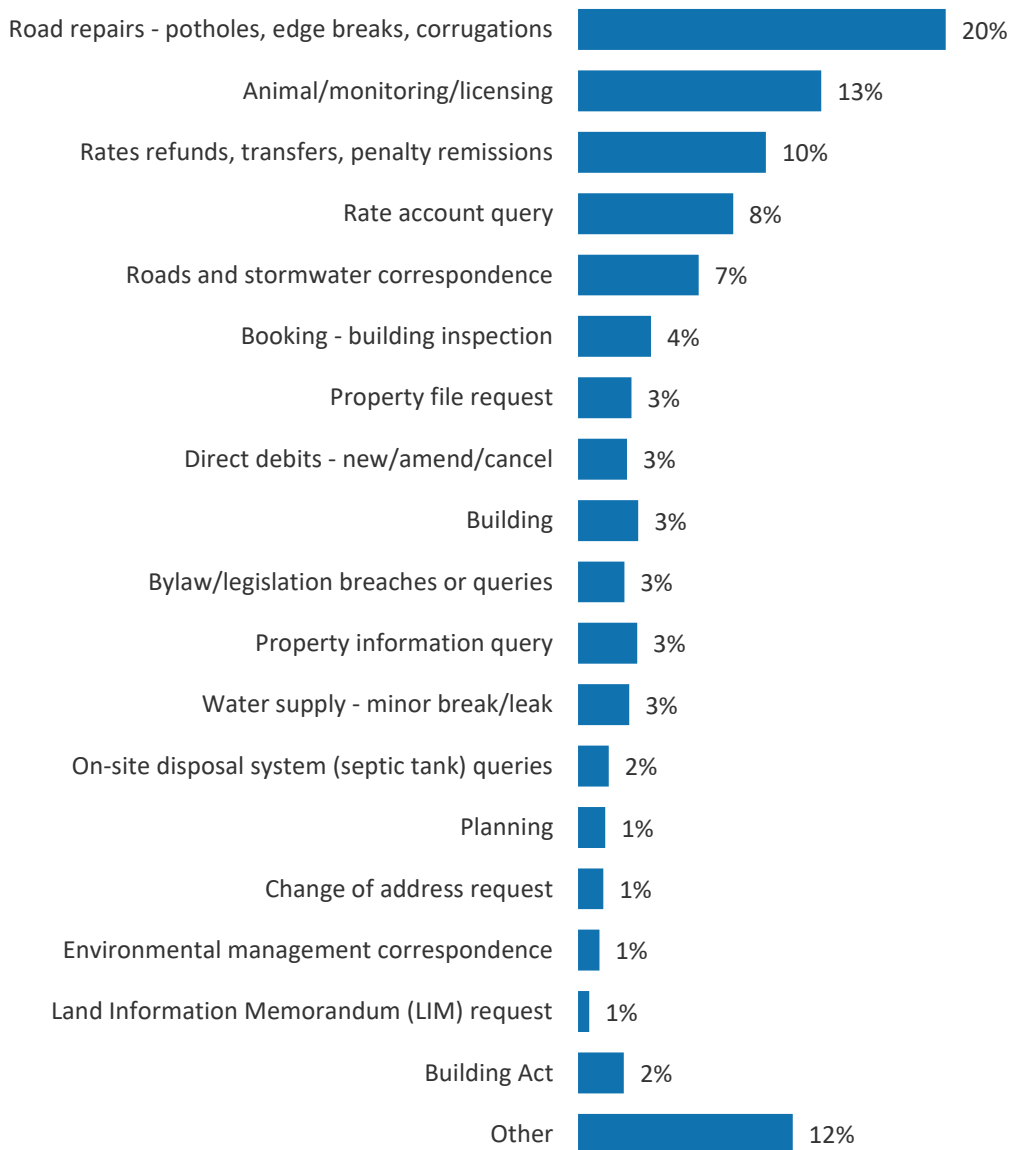
No recent interactions were with elected members.

#### NOTES:

1. Sample: 2021 n=883;
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?

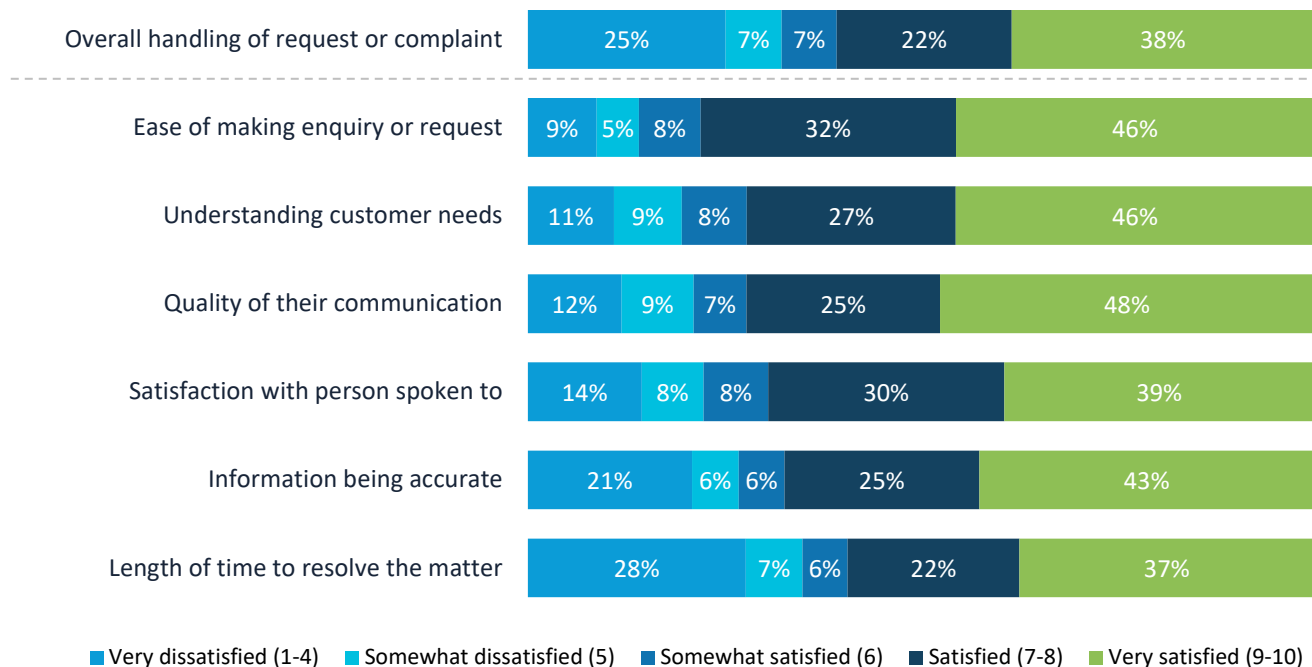


## Contact with Council - Interactions



A fifth of recent contacts related to *road repair – potholes, edge breaks or corrugations*, with an additional 13% related to *animals, monitoring or licensing*. 10% of residents' contact related to *rates refunds, transfers or penalty remissions*, with 8% related to *queries about the rate account*.

## Contact with Council: Satisfaction



New questions regarding *communication* showed 68% of residents being satisfied with the *overall handling of their request or complaint*, with 86% satisfied with the *ease of making their enquiry or request*. 73% were satisfied that the *information provided was accurate* while 65% were satisfied with the *length of time it took to resolve the matter*.

Satisfaction with *understanding customer needs* (80%), *quality of their communication* (79%) and *satisfaction with the person spoken to* (78%) declined considerably year on-year.

Māori residents were less likely to be satisfied with the *quality of communication* (68%), *the person spoken to* (70%) and *information being accurate* (63%).

Scores with % 6-10	2021	2020	Māori	All Other
Overall handling of request or complaint	68%	-	65%	68%
Ease of making enquiry or request	86%	-	83%	87%
Understanding customer needs	80% ▼	86% ▲	78%	81%
Quality of their communication	79% ▼	85% ▲	68%	82%
Satisfaction with person spoken to	78% ▼	84% ▲	70%	80%
Information being accurate	73%	-	63%	76%
Length of time to resolve the matter	65%	-	63%	66%

### NOTES:

- Sample: 2021 n=883; 2020 n= 825; 18-34 n=66; 35-49 n=128; 50-64 n=254; 65=435; Male n=425; Female n=458; Māori n=110; All others n=773; Dargaville n=378; Otamatea n=227; West Coast Central n=115; Kaiwaka-Mangawai n=163; Less than 5 yrs n=151; 6-10 yrs n= 143; 10+ yrs n= 584; Excludes don't know response
- Q9A. How would you rate your satisfaction with the Council person you spoke to?
- Q9B How would you rate their understanding of what you wanted?
- Q9C. How would you rate the quality of their communication
- Q9D. How would you rate your satisfaction with each of the following?

Year-on-year  
▲ Significantly higher  
▼ Significantly lower

Between demographics  
▲ Significantly higher  
▼ Significantly lower

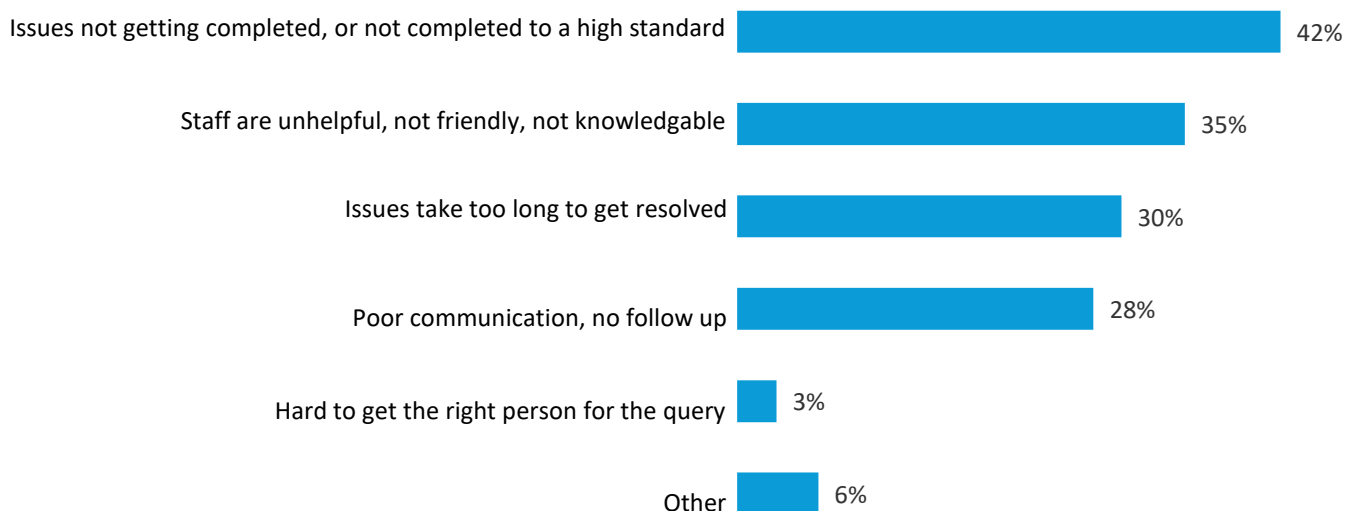
## Contact with Council: Satisfaction

Scores with % 6-10	Dargaville	Otamatea	West Coast Central	Kaiwaka - Mangawhai
Overall handling of request or complaint	70%	68%	66%	68%
Ease of making enquiry or request	85%	87%	87%	85%
Understanding customer needs	88%	85%	74%	78%
Quality of their communication	85%	83%	65%	81%
Satisfaction with person spoken to	83%	79%	67%	80%
Information being accurate	75%	77%	60%	78%
Length of time to resolve the matter	72%	64%	57%	67%

Residents from West Coast Central area were less likely to be satisfied with Council's *understanding customer needs* (74%), *quality of communication* (65%), *the person spoken to* (67%), *information being accurate* (60%) and the *length of time to resolve the matter* (57%).

Reasons for dissatisfaction mainly related to *lack of follow through* and *poor standard* (42%), *unhelpful/unfriendly staff* (35%), the *time taken to resolve issues* (30%) and *poor communication / follow up* (28%).

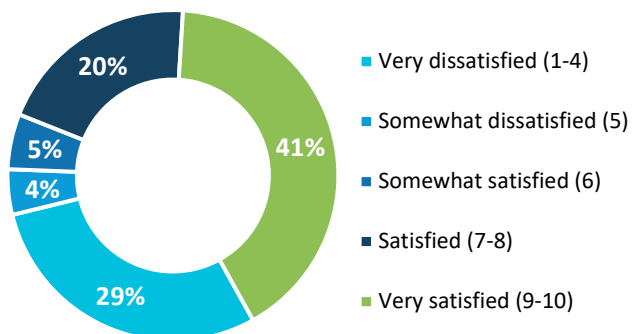
### Reasons for dissatisfaction



#### NOTES:

- Sample: 2021 n=883; Dargaville n=378; Otamatea n=227; West Coast Central n=115; Kaiwaka-Mangawai n=163; 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?

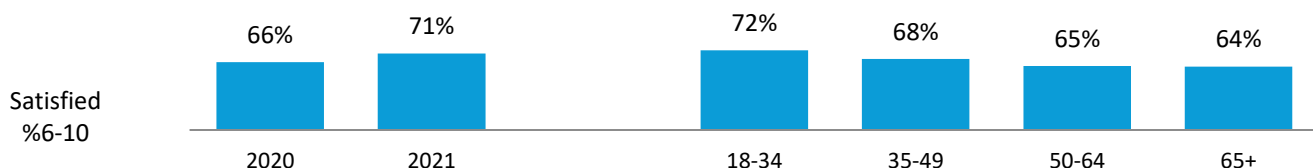
## Satisfaction with Outcome



66% 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*.

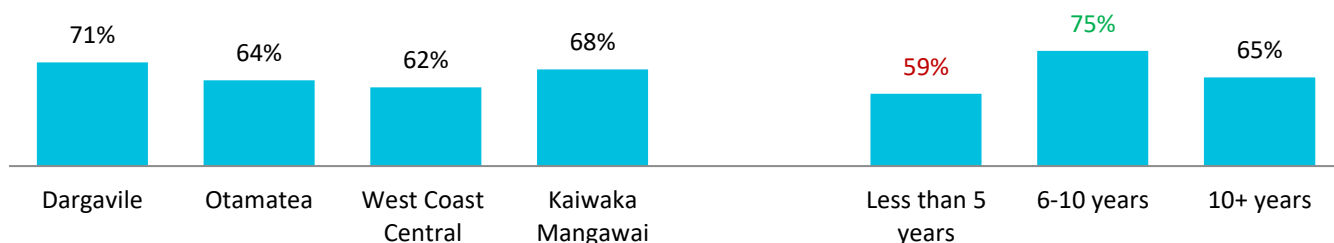
More than a quarter (29%) of those who had contact with Council in the past 12 months were dissatisfied with the outcome.

Younger residents aged 18-34 years were slightly more likely to be satisfied with *the outcome of their request or complaint* (72%), while old residents aged 65+ were slightly less likely to be satisfied with the outcome (64%).



Among those who contacted Council in the past 12 months, female residents were more likely to be satisfied (71%) with *the outcome of their request or complaint*.

Results were similar across ethnicity groups.



Residents from Dargaville area who contacted Council in the past 12 months were slightly more likely to be satisfied with *the outcome, that is how well their request or complaint was resolved* (71%).

Residents who lived in the district for 6 to 10 years were more likely to be satisfied with the *outcome to their request or complaint* (75%).

### NOTES:

- Sample: 2021 n=883; 2020 n= 825; 18-34 n=66; 35-49 n=128; 50-64 n=254; 65=435; Male n=425; Female n=458; Māori n=110; All others n=773; Dargaville n=378; Otamatea n=227; West Coast Central n=115; Kaiwaka-Mangawai n=163; Less than 5 yrs n=151; 6-10 yrs n= 143; 10+ yrs n= 584; Excludes don't know response
- Q11. And how satisfied were you with the outcome, that is how well your request or complaint was resolved?

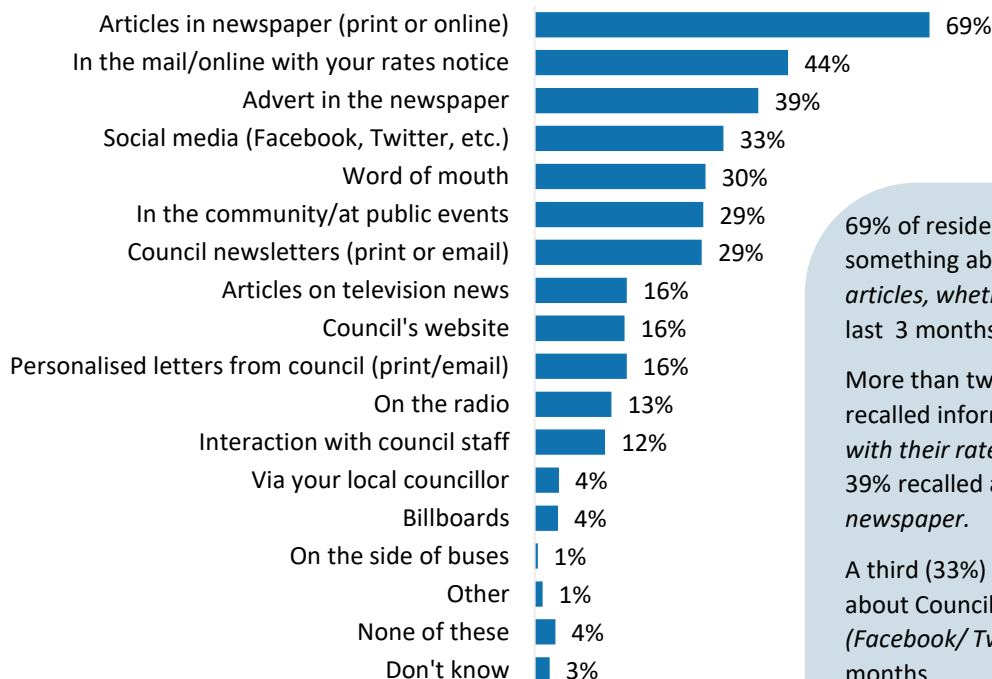
Between demographics  
Significantly higher  
Significantly lower





# Communication and Public Involvement

## Where Residents see and hear about Council

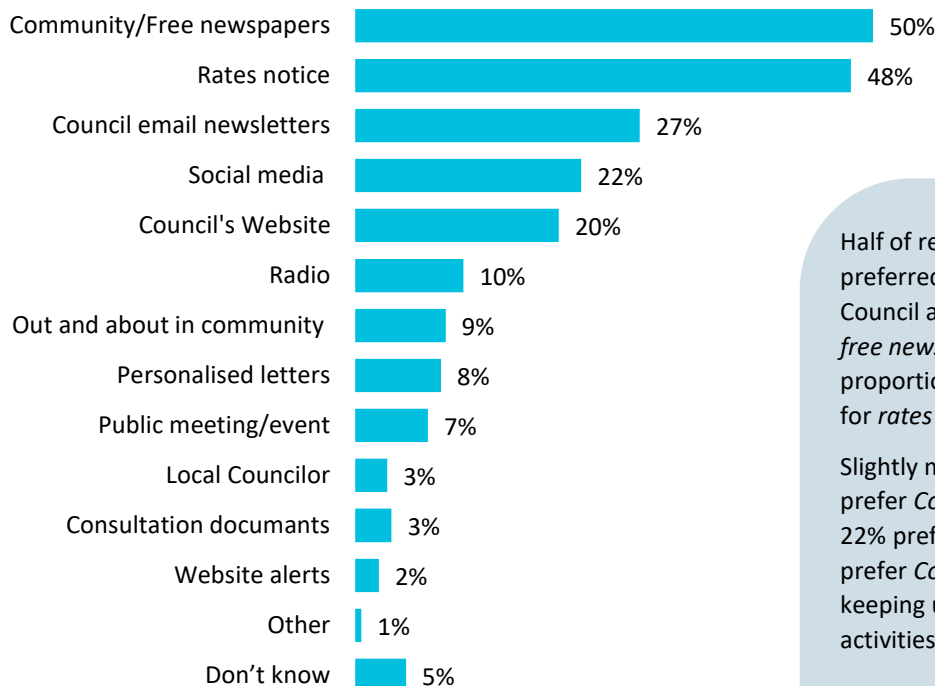


69% of residents heard or saw something about Council *in newspaper articles, whether in print or online* in the last 3 months.

More than two in five (44%) residents recalled information *in the mail / online with their rates notice* while a further 39% recalled an *advert in the newspaper*.

A third (33%) recalled seeing or hearing about Council on *Social media (Facebook/ Twitter)* in the preceding 3 months.

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



Half of residents (50%) indicate they preferred to keep up to date with Council activities through *Community / free newspapers*, with a similar proportion (48%) having a preference for *rates notices*.

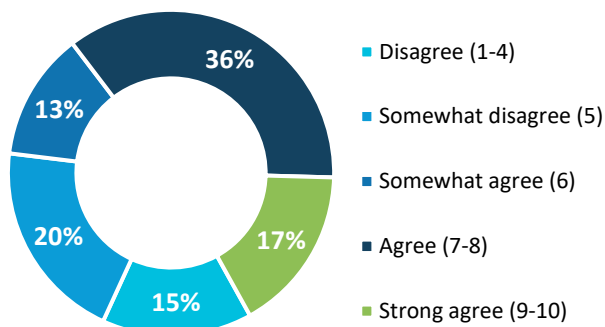
Slightly more than a quarter (27%) prefer *Council email newsletters*, while 22% prefer *Social media*, and 20% prefer *Council's website* as a means of keeping up to date with Council's activities.

### Notes:

1. Sample: 2021 n=883;
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?

## Communication Evaluation

### What heard is relevant and interesting



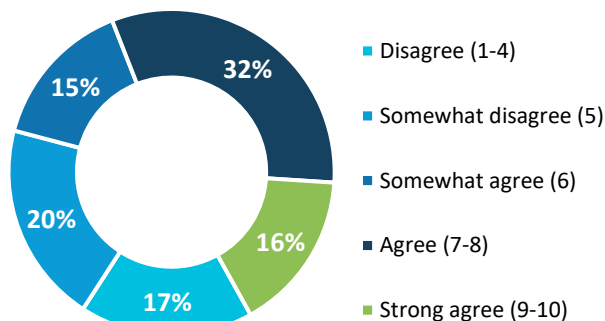
66% of residents agreed *what they heard about Council was relevant and interesting to them* (6-10/10).

15% disagreed that *what they heard about Council was relevant and interesting to them*.

### Information is clear and easy to understand

63% of residents agreed *the information provided by Council was clear and easy to understand*.

17% disagreed *the information provided by Council was clear and easy to understand*.



### Reasons for disagreement

There is no communication, communication does not relate to us 47%

Have their own agenda, no transparency, no follow up, do not understand situations 22%

Information is wrong, information hard to understand 21%

Website is not clear or easy to use 7%

No consultation 3%

Other 11%

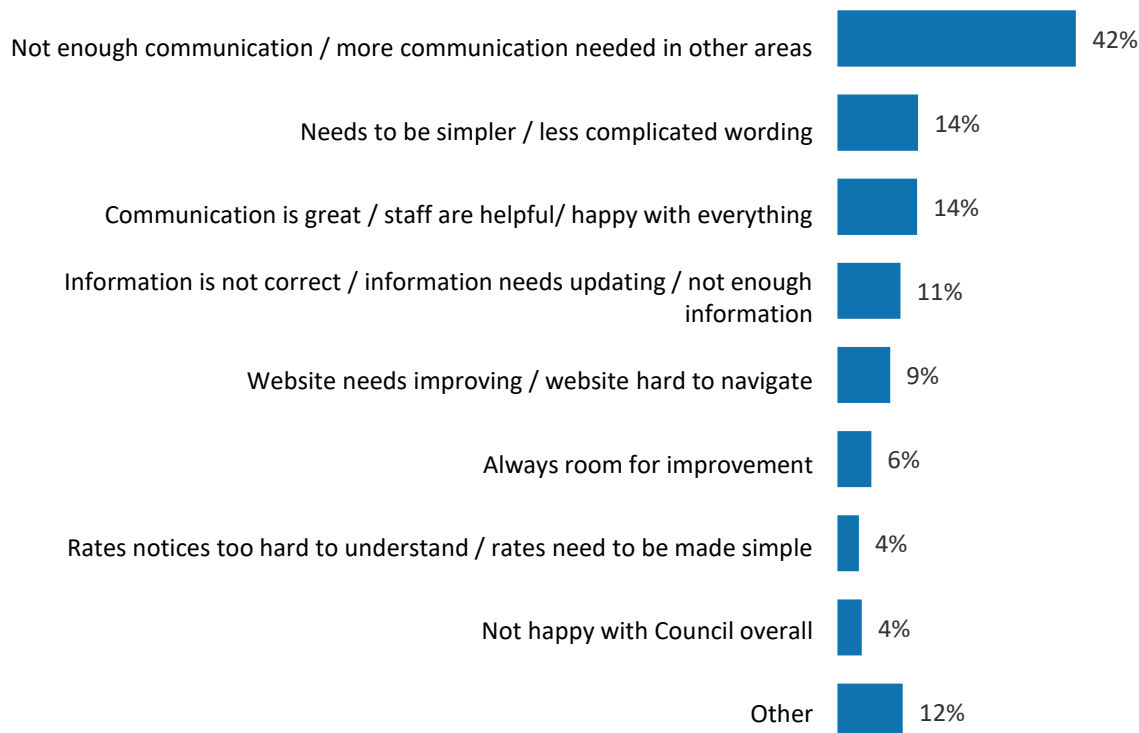
#### **Others include, for example:**

- Council disconnected from local business.
- Frustrating on phone.
- Opposed to being spoken to in Te Reo.

#### NOTES:

1. Sample: 2021 n=883
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

## General comments about Communications



- Council should not make decisions regarding representatives without asking ratepayers and residents.
- When they put out their LTP I felt it was only about Mangawhai or Dargaville, not much for other areas.
- More regular updates regarding development in surrounding areas, for example Mangawhai is exploding while the smaller areas lag behind.
- I am not happy about Council making decisions on things like special Maori seats without consulting the public.
- Often the information is generalised.
- On important matters, explain very simply and clearly what you intend to do and what the cost will be and to whom. Do not quote bylaws or direct people to your website.



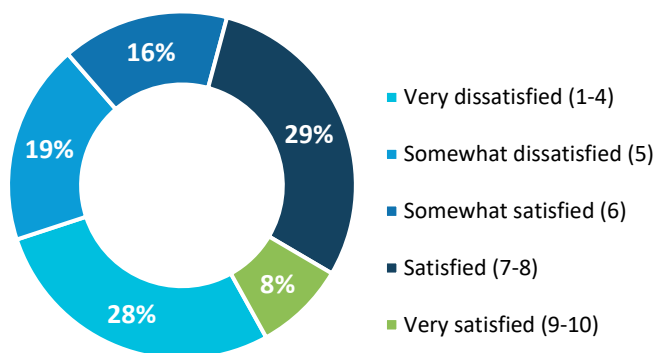
- Moved up here just over a year ago, I've never known a Council to be so active in its region, the communication on what is happening around Kaipara is excellent. Well done.
- My experience with the Council has only been the after-hours service when contacting noise control, and they have been very good to deal with.
- I think that Council does their best and utilises all relevant media.
- Communication is good with Council, always reply to emails or questions.
- Good communication.
- We find them very helpful.

### NOTES:

1. Sample: 2021 n=883
2. COM5. Are there any comments that you would like to make about the communications provided by Kaipara District Council?



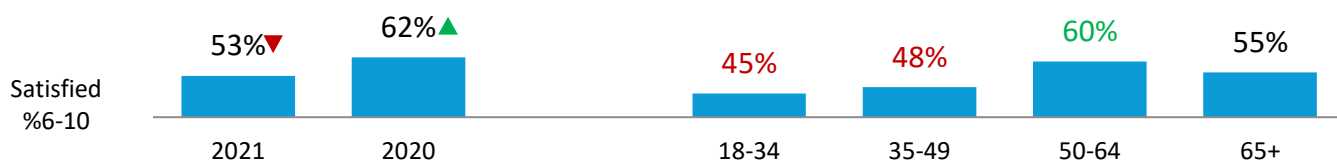
## Involvement in Council decision-making



Satisfaction with *the way Council involves the public in the decisions it makes* declined considerably since last year to 53%.

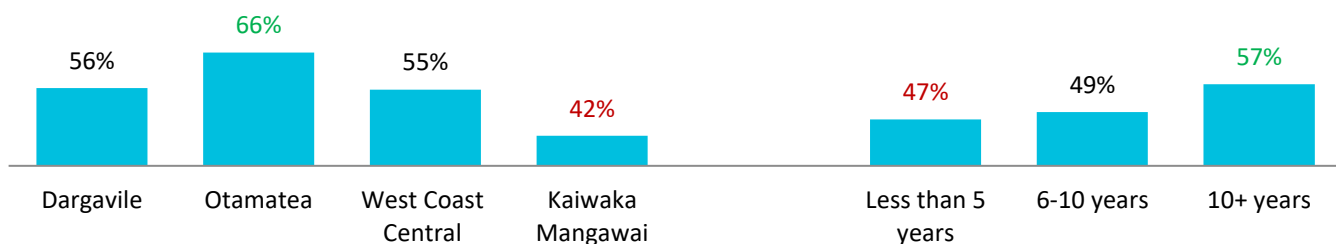
More than a quarter of residents (28%) were dissatisfied with *the way Council involves the public in the decisions it makes*.

Residents aged between 50 and 64 years were more likely to be satisfied with *how Council involved them in the decisions made*.



Male residents were slightly more satisfied with *the way Council involves the public in the decisions it makes* (56%).

Results were similar across ethnic groups.



Residents living in the Otamatea area were more likely to be satisfied with *the way Council involves the public in the decision it makes* (66%), while residents from Kaiwaka-Mangawai were less likely to be satisfied (42%).

Residents who had lived in the district for 10 or more years were more likely to be satisfied (57%) with *public consultation* while those who had lived in the district for less than 5 years were less likely to be satisfied (47%).

### NOTES:

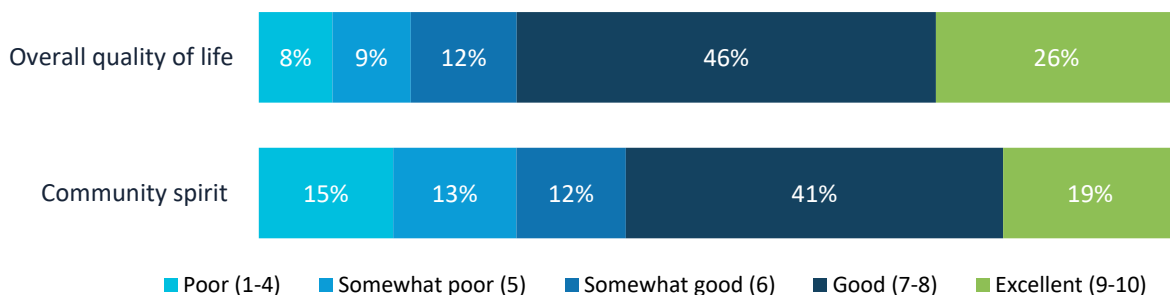
- Sample: 2021 n=883; 2020 n= 825; 18-34 n=66; 35-49 n=128; 50-64 n=254; 65=435; Male n=425; Female n=458; Māori n=110; All others n=773; Dargaville n=378; Otamatea n=227; West Coast Central n=115; Kaiwaka-Mangawai n=163; Less than 5 yrs n=151; 6-10 yrs n= 143; 10+ yrs n= 584; Excludes don't know response

- Q43. How satisfied are you with the way Council involves the public in the decisions it makes?

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

**Between demographics**  
▲ Significantly higher  
▼ Significantly lower

## Community Spirit and Quality of Life



Fewer residents rated *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' (83% and 72% respectively).

Māori residents were less likely to rate *the quality of life in the Kaipara district* 6 to 10 out of 10 (78%).

Residents from Otamatea were more likely to rate *quality of life* and *community spirit* high, while West Coast central residents were more likely to rate both aspects lower.

Kaiwaka-Mangawhai residents were more likely to rate *the quality of life in Kaipara district* high.

Dargaville residents were less likely to rate *community spirit* 6 to 10 out of 10.

Scores with % 6-10	2021	2020	Māori	All Other
Quality of Life	83% ▼	90% ▲	78%	85%
Community Spirit	72% ▼	78% ▲	66%	73%

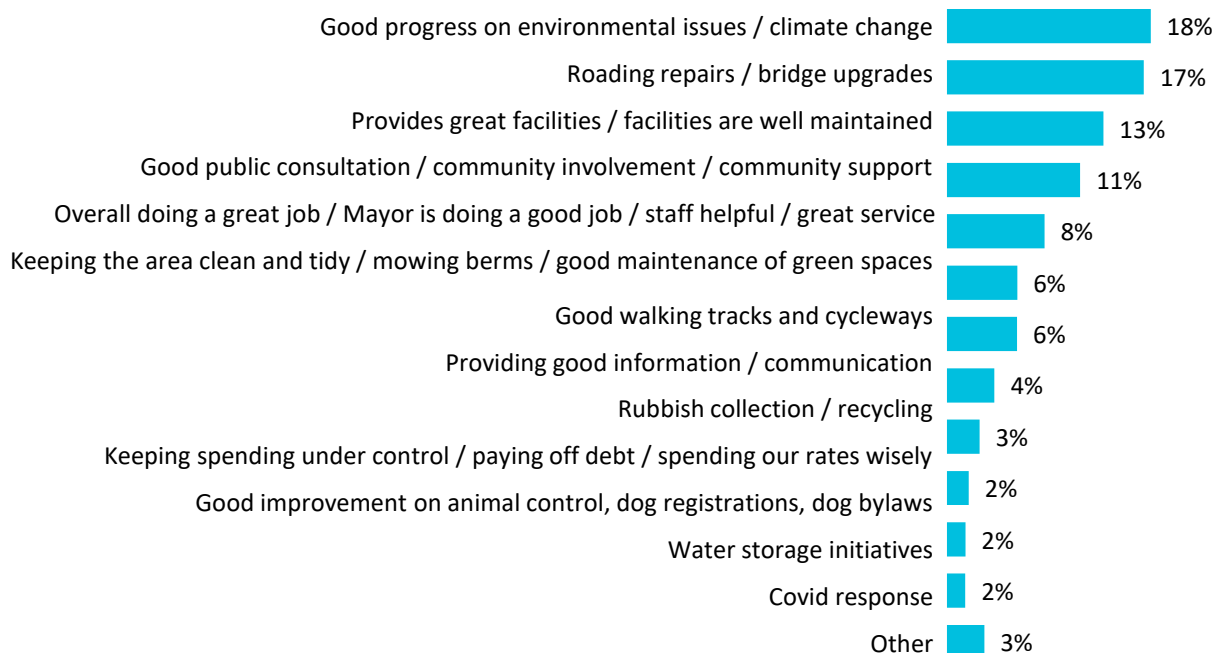
Scores with % 6-10	Dargaville	Otamatea	West Coast Central	Kaiwaka - Mangawhai
Quality of Life	80%	86%	78%	88%
Community Spirit	68%	81%	67%	72%

### NOTES:

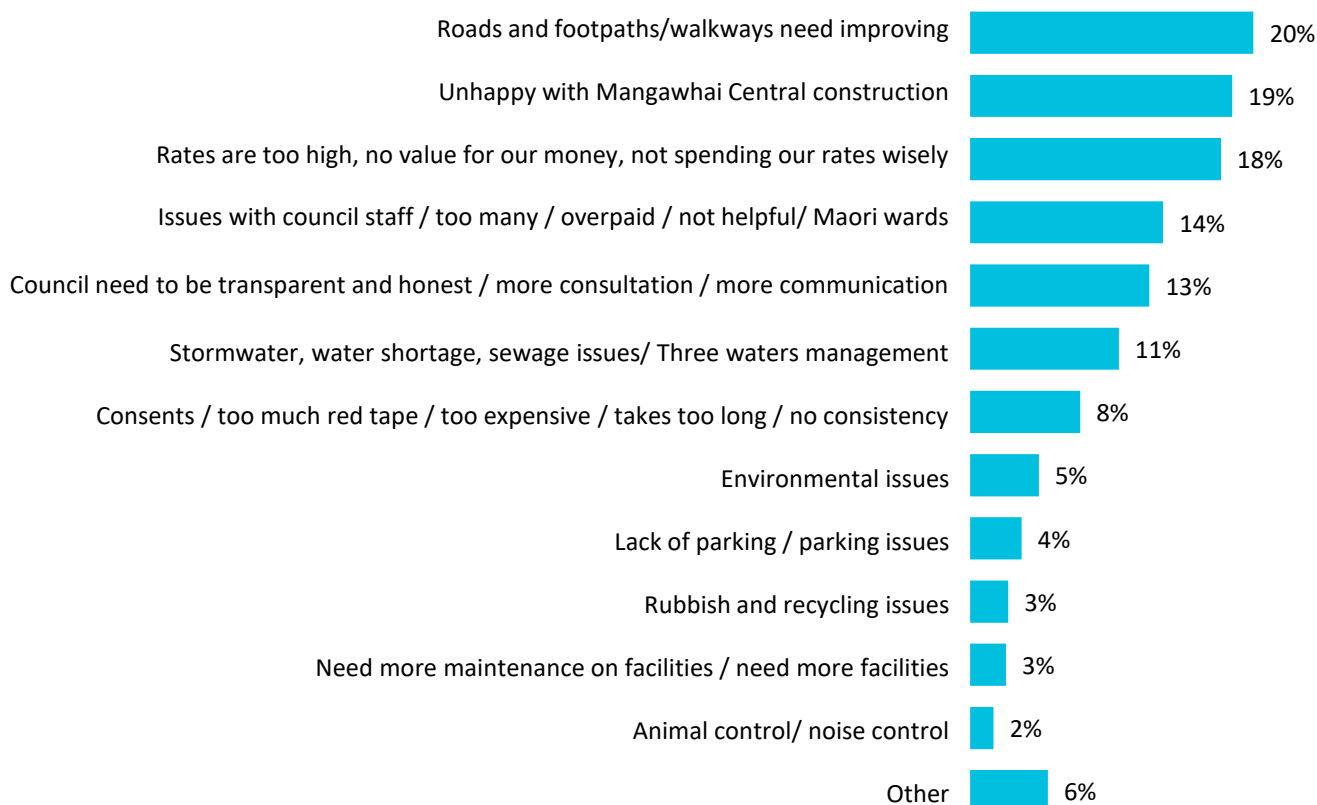
- Sample: 2021 n=883; 2020 n= 825; 18-34 n=66; 35-49 n=128; 50-64 n=254; 65=435; Male n=425; Female n=458; Māori n=110; All others n=773; Dargaville n=378; Otamatea n=227; West Coast Central n=115; Kaiwaka-Mangawhai n=163; Less than 5 yrs n=151; 6-10 yrs n= 143; 10+ yrs n= 584; Excludes don't know response
- 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...?

▲ Significantly higher  
 ▼ Significantly lower  
 ▲ Significantly higher  
 ▼ 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=186
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=342

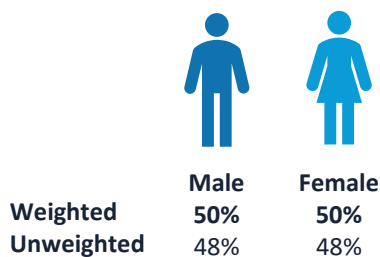


# Sample profile

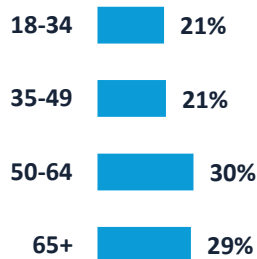


## Demographics

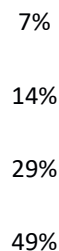
### Gender



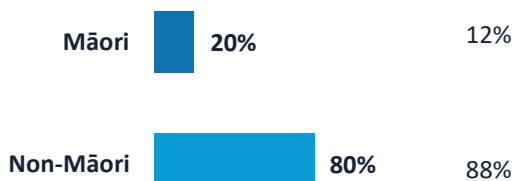
### Age (weighted)



### Unweighted

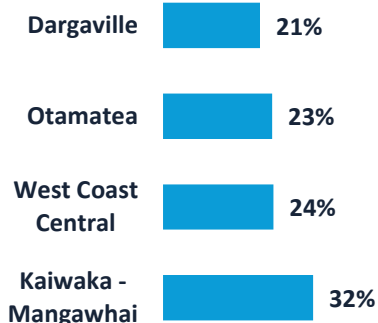


### Ethnicity (weighted)



\*Multiple response

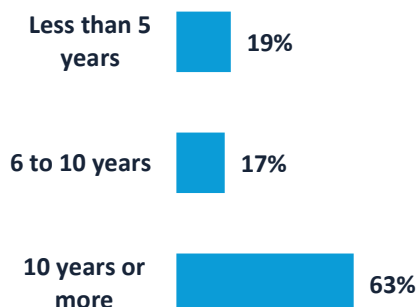
### Ward (weighted)



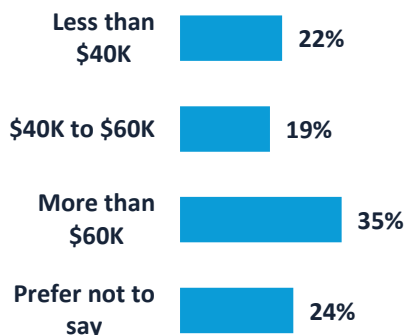
### Unweighted



### How long lived in Kaipara District (weighted)



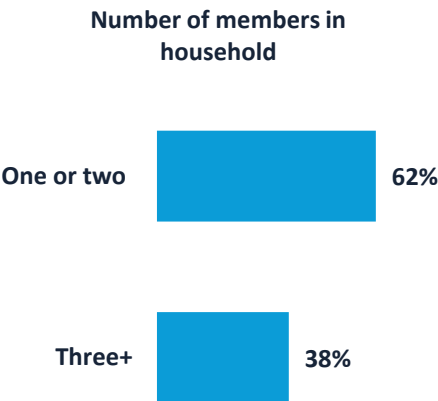
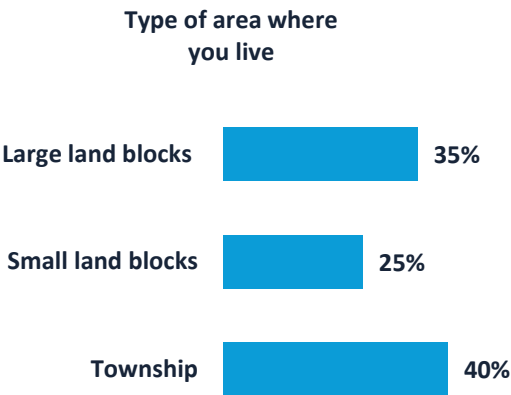
### Household earnings



### Unweighted



Demographics



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