



# Waipā District Council Annual Residents' Survey 2021/2022

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## Background, Objectives and Method

### Background

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

### Research Objectives

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

### Method

- A mixed method of data collection is used consisting of a postal invitation to an online survey, with a hard copy survey back up. Sample selection is based on a random selection from the Electoral Roll since this conforms most closely with the ideal of each member within the population having an equal probability of selection, thereby minimising the opportunity for bias.
- Following an initial survey in May – June 2016, data collection has been managed to quarterly targets between September 2016 and May 2022.
- A total of 414 responses were collected for the 2016 year, 401 responses for the 2017 year, 409 responses for the 2018 year, 402 for the 2019 year, 516 for 2020, 432 for 2021, and 458 for 2022 being comprised of Q1 =108, Q2 =115, Q3 =122 and Q4 =113.
- The questionnaire was designed in consultation with Waipā District Council and is structured to provide a comprehensive set of measures relating to core activities, services and infrastructure, and to provide a wider perspective of performance. This includes assessment of reputation and knowledge of Council's activities.
- Post data collection, the sample has been weighted so it is 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 +/-4.2%.
- The margins of error associated with subgroups will be larger than this as the results become less precise as the sample size shrinks. Thus, results associated with particularly small sample sizes should be read with caution.
- Statistical significance testing has used a 95% confidence interval when testing for differences relative to the previous years.

### Notes

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



# Executive summary

## CONTEXT

- 2021/2022 has been a challenging year for most territorial authorities. For Waipā District there are points that need to be taken into consideration when viewing the results:
  1. Since 2019/2020 New Zealand has been through a series of lockdowns and various alert levels due to the Covid-19 pandemic disrupting access to services and facilities.
  2. Vaccine mandates and traffic light settings limited residents using some of the Council's services and facilities during certain time periods. The recent Omicron outbreak has impacted some of Council's services e.g. delays in recycling collection.
- A number of reforms are underway including 3-Waters, Resource Management Act and the Future of Local Government.
- Communities are receiving and are exposed to a relatively high frequency of varying messages in relation to the reforms issued by Central Government and across neighbouring territorial authorities.
- The District continues to experience high growth with high volumes of consents and a number of plan changes underway.
- The external environment is challenging with a tight labour market and supply chain constraints.
- A benchmark report across a number of councils will be made available early September to better understand Waipā's results in comparison to peers.

## KEY RESULTS

- Overall satisfaction with Council remained static after a significant decline in 2020 which is positive in relation to the external environment. Council’s reputation benchmark remains “acceptable.”
- A number of overall performance metrics remained stable against 2021 results within margins of error; including overall satisfaction with services, facilities and infrastructure, reputation, leadership, trust and financial management.
- Satisfaction with overall water management was the highest it has been in three years.
- Some parameters however showed significant decline with some continuing a downward trend over the last 24 months; these included satisfaction with regulatory services, public facilities, pride to live in the District and roads and footpaths.
- There has been a levelling out of sceptics and champions with approximately equal numbers now in both cohorts.
- Satisfaction with the look and feel of the area continued to significantly decline with over half of residents neutral in satisfaction that the District is heading in the right direction.
- Knowledge of the role of Council and Community Board remains low.
- A very high proportion of residents, 72%, rated Waipā an 8 to 10 for a high quality of life.

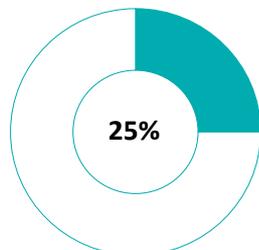
## THEMES

- The number of verbatim comments on “Roading” were again the highest with the key themes being not only on maintenance this year but overall infrastructure, safety and a third bridge.
- The focus on image and reputation in 2021 has now shifted again to value for money. 31 percent of residents mentioned roading improvements under ‘value for money.’
- Additional areas of improvement were highlighted in relation to greater equity of spend across the District and more transparency of decision-making citing better explanations and engagement on decisions made.
- Increasing the perception of value for money and financial management will have the highest level of impact on overall perception, any improvements in these areas would improve satisfaction with Council overall.
- Theme of desiring more services to collect and reduce waste across the District. All metrics related to waste minimization having decreased.
- Many comments related to questions and concerns about the development and direction of the District; how the District will approach the response to growth and maintaining the character of the District.
- 5% of comments referred to Council doing a good job and the friendly and helpful nature of staff. Satisfaction with the convenience of and satisfaction with interactions however has declined.

## Overall level performance metrics

Overall level performance (%8-10)

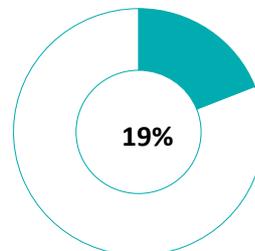
Overall satisfaction with Council



2021

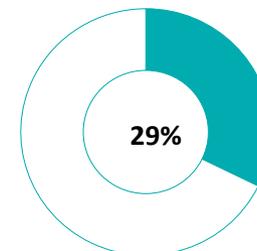
27%

Overall value for money



22%

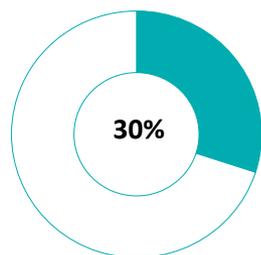
Services, facilities and infrastructure



35%

Reputation performance (%8-10)

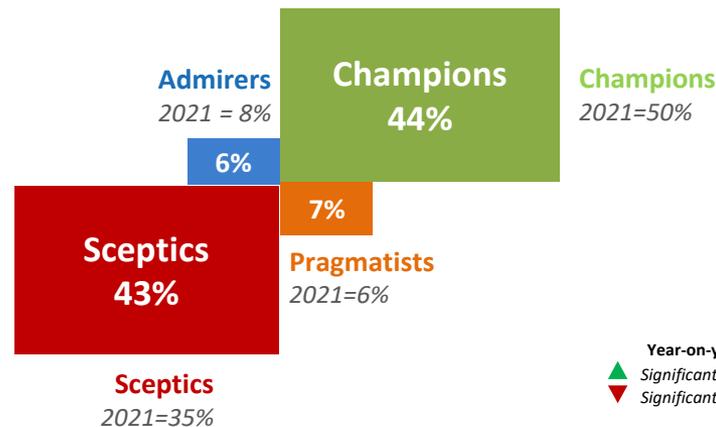
Overall reputation



2021

35%

Reputation profile



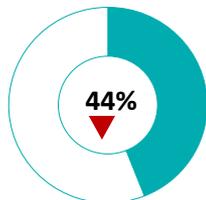
Year-on-year  
▲ Significantly higher  
▼ Significantly lower

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

## Key performance summary

Key activities  
(%8-10)

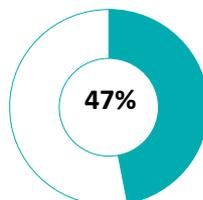
### Public facilities



2021

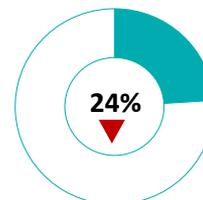
53%

### Water management



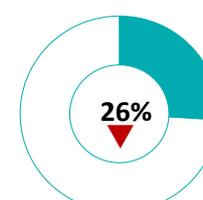
40%

### Regulatory services



37%

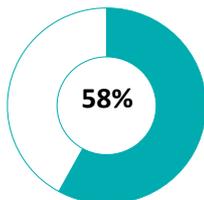
### Roads and footpaths



36%

Other  
(%8-10)

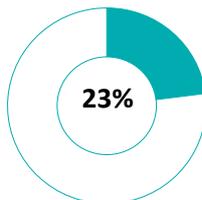
### Pride in the district



2021

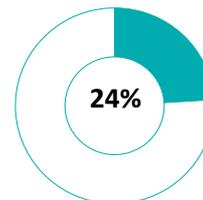
64%

### Overall leadership



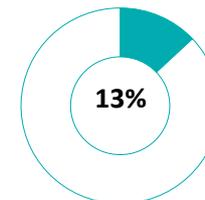
26%

### Overall trust



26%

### Financial management



18%

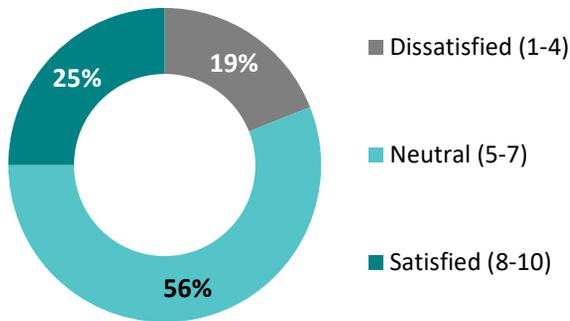
NOTES:  
1. Sample: 2022 n=458; 2021 n=432.  
2. Excludes 'Don't know' responses.

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

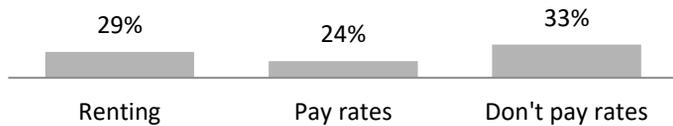
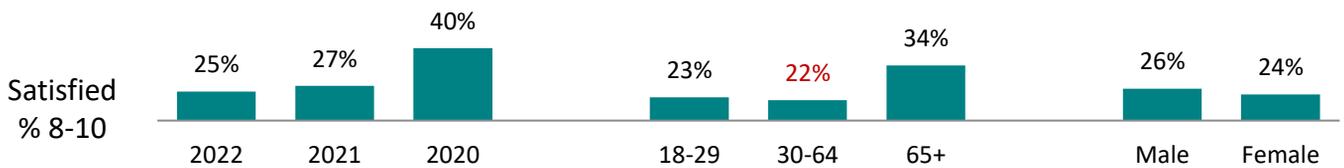


# Overall Satisfaction with the Council

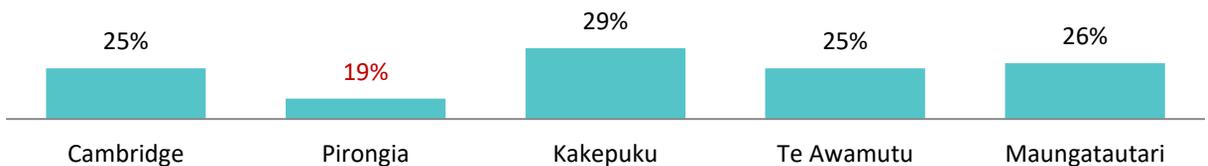
## Overall Performance



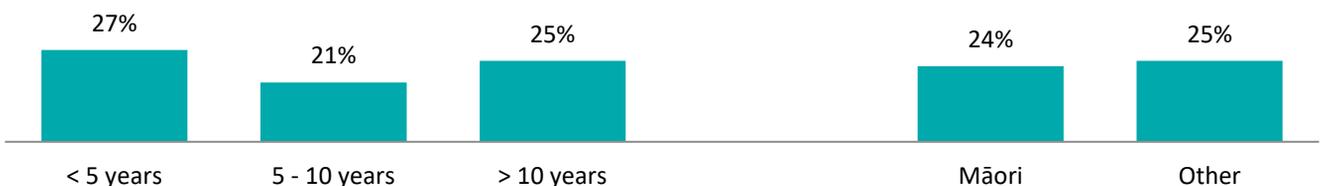
- Satisfaction with Council's performance has remained at the same level when compared with 2021 but is still a significant decrease from 40% in 2020.
- Important issues raised by the residents in the comments include roading infrastructure (30%), concerns about the future planning and economic growth (18%).



- Performance is consistent across age, gender and wards and shows no significant year-on-year shifts.



- There is a significant gap in overall satisfaction between Pirongia and other wards. Residents from Pirongia are most likely to be dissatisfied with Council's overall performance.
- Length of stay in the district has no impact on how residents perceive the Council.

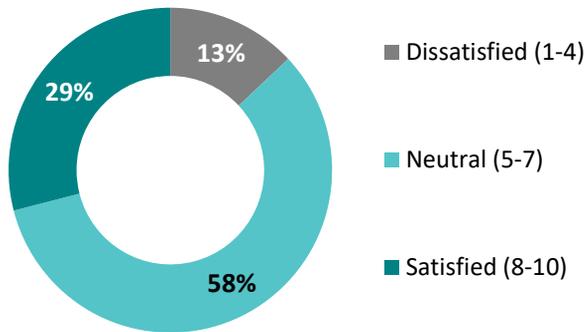


NOTES:

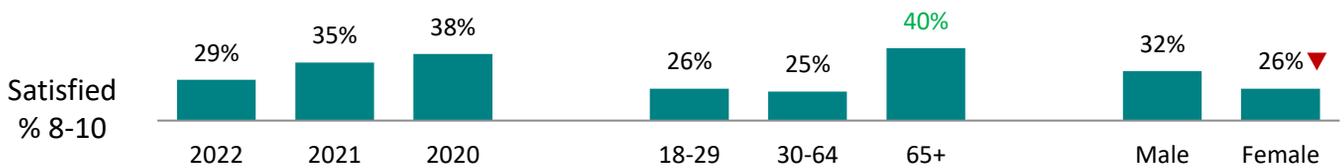
1. Sample: 2020 n=516; 2021 n= 432; 2022 n=458. Excludes don't know responses.
2. OVERP. And thinking about everything we have discussed about the Council; how it communicates and involves residents, the services and facilities it provides, its reputation and the value for money that you receive. How would you rate your overall satisfaction with the Council? n=425

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

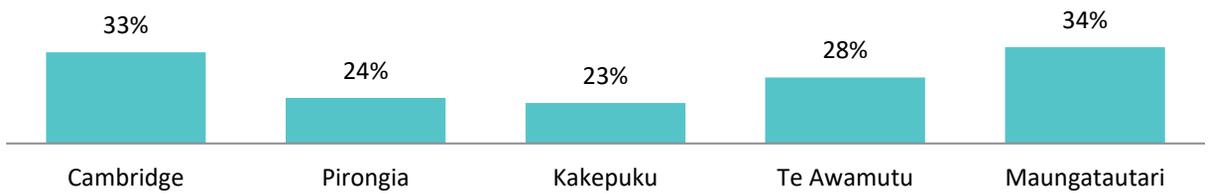
## Overall services, facilities and infrastructure



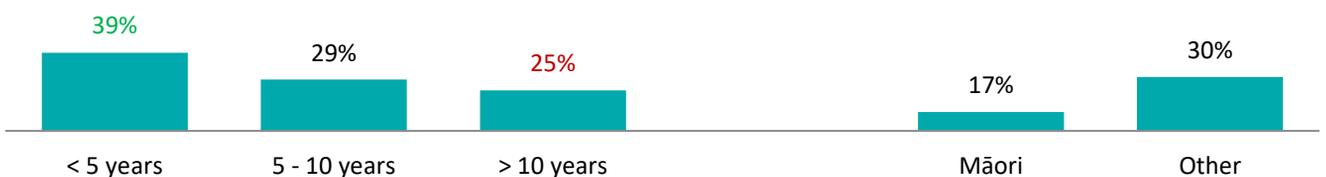
- Close to three in ten respondents (29%) are satisfied with *Overall services, facilities and infrastructure*.
- Even though there is no significant change between 2022 and 2021 reporting, there is a 9% decrease over 24 months and 14% decrease in 36 months (38% in 2020 and 43% in 2019).



- Older residents (65+) are considerably more likely to be satisfied with the quality of services, facilities and infrastructure.
- In addition, there is a year-on-year decrease in the proportion of female residents satisfied with *Overall services, facilities and infrastructure* (35% in 2021 compared with 26% in 2022).



- Cambridge and Maungatautari wards show the highest satisfaction with *Overall services, facilities and infrastructure*.
- There is no year-on-year changes in residents' perception across different wards.
- Satisfaction with *Overall services, facilities and infrastructure* decreases the longer residents live in the district.

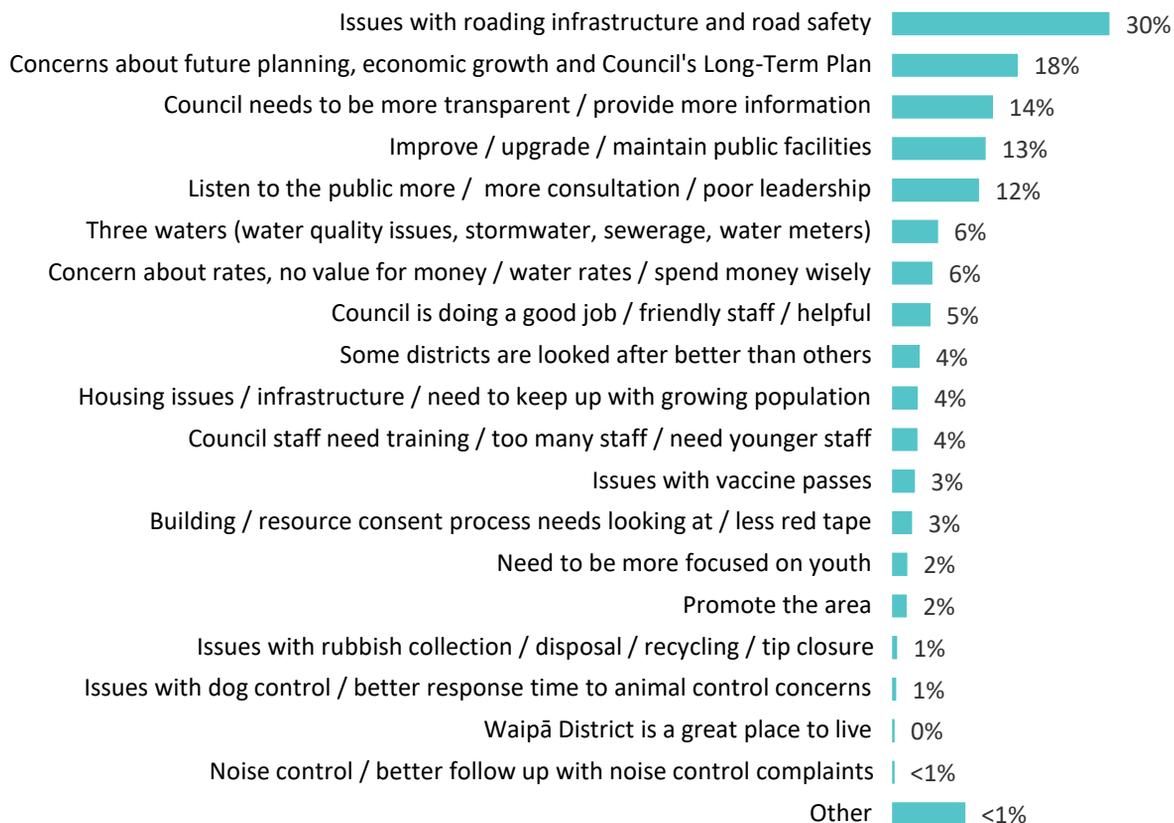


NOTES:

1. Sample: 2020 n=516; 2021 n= 432; 2022 n=458. Excludes don't know responses.
2. QL4. Thinking overall about all the services, facilities and infrastructure such as water, roading... how would you rate your satisfaction with Council's performance in relation to all of these types of services that it provides for the community? n=438

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

## General comments about Waipā District Council



- *My main concern are the roads and the costs. Do them once and do them right. Putting cycleways and the costs involved just for a few I think is disgusting. Most people just want clean roads, water, safe community, and good planning like a third bridge in Cambridge.*
- *Poor communication when making decisions that directly affects the residents.*
- *As mentioned before, infrastructure for the Waipā area needs to be a priority. There are many new housing areas, and there does not appear to be any increase in infrastructure to support this growth.*
- *I have young kids that love to play at the parks. I would love more parks to have fences around them. I would like the TA pools to be cheaper.*
- *Pirongia is ignored. I remember going to a meeting and all the council talked about was the plans for Cambridge and Te Awamutu. No effort is put into Pirongia. What about parks and things for the youth.*
- *Lack of enforcement of bylaws, I have witnessed these broken every day. The Council has been informed and no action has been taken.*



- *Keep up the good work. I have lived in Cambridge for 15 months now. I really enjoy it. I love all the paths and walkways around town.*
- *I liked the way we could comment on the kids' safety on roads temporary plans. It's a shame that the negative voices were very loud.*
- *From everything I have experienced I am satisfied.*
- *We have had occasion to meet with Wayne and Tony from the regulatory department. They were very professional and helpful.*
- *Every so often can you be visible in public and just randomly have conversations with the general public, have good face to face relationship so the people can know and acknowledge who represents the district? Liz Stolwyk is known to a few people, maybe others can be present at various events too. Otherwise, I'm happy.*

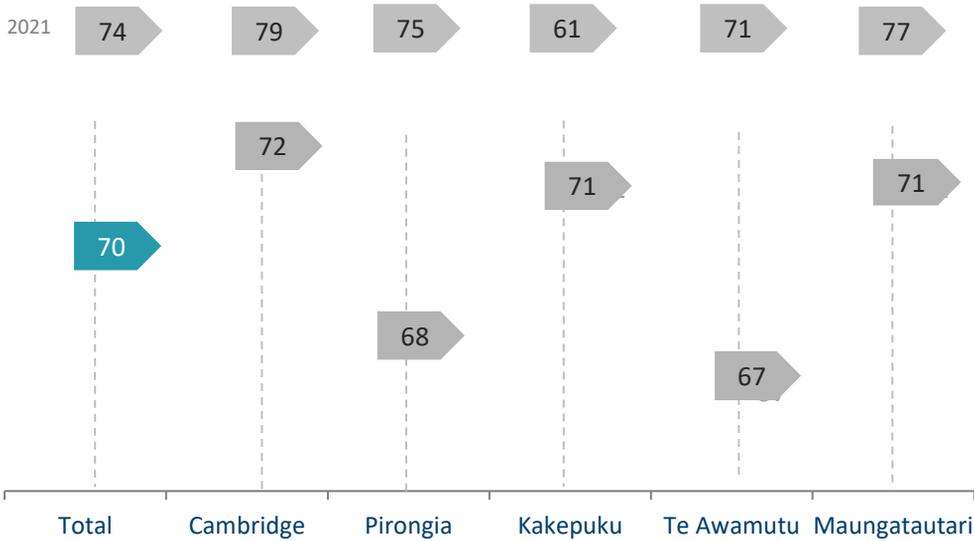
NOTES:

1. Sample: 2022 n= 458 Excludes don't know responses.
2. GEN. Are there any other comments that you would like to make about the Waipā District Council? n=158



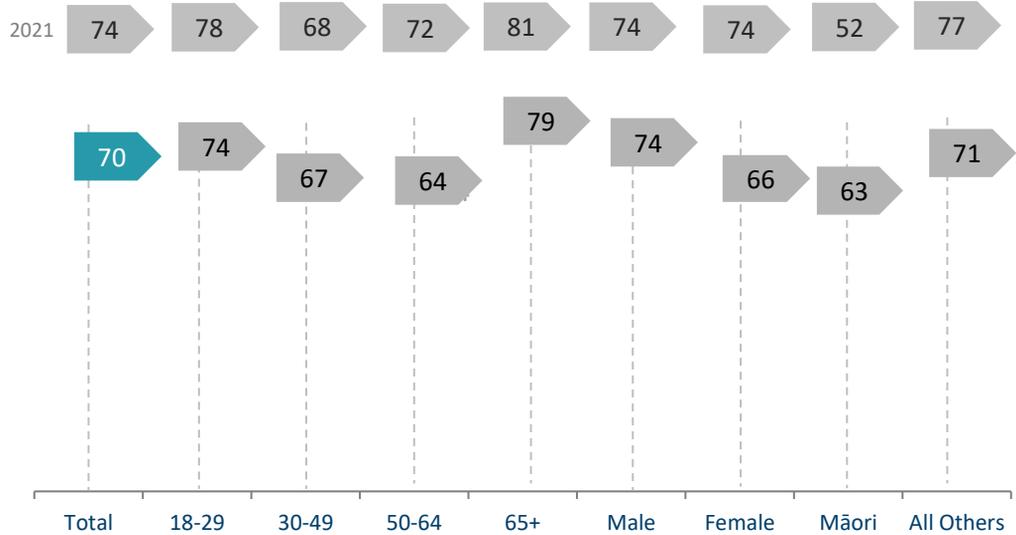
# Reputation profile

## Reputation Benchmarks



- The reputation benchmark remains acceptable for all demographic groups.
- There has been a slight decline across all wards.
- Perception of Council’s reputation among Māori residents has significantly improved when compared with the results in 2021 (+11 points).

- Overall, groups that support Council the most include those residing in Cambridge, youth (aged 18-29) and older residents (over 65 years).

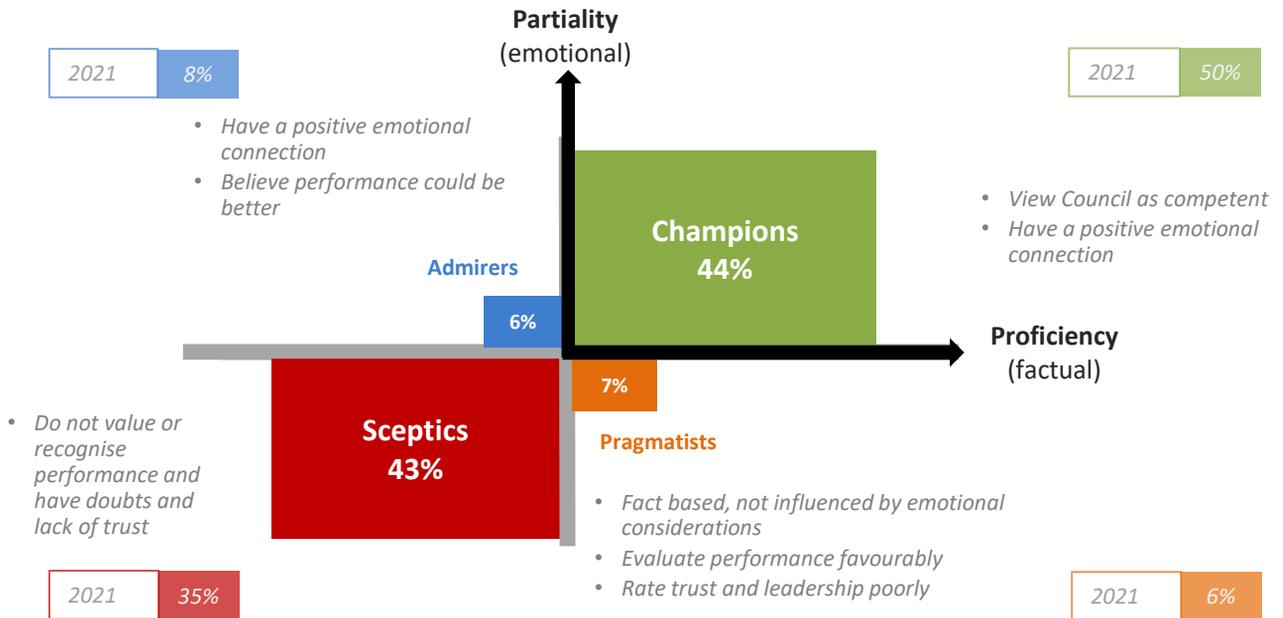


**NOTES:**

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

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

## Reputation Profile



- Over four in ten residents (44%) are 'Champions' of the District Council, while a similar proportion are 'Sceptics' (43%).
- There is a slight increase in 'Sceptics' in 2022 compared with 2021, however, the overall profile remains fairly consistent over the past 12 months.

- Maungatautari ward has recorded the largest negative shift in the reputation profile.
- While in 2021 the residents from that area showed the most support for the Council, in 2022 the proportion of 'Champions' has decreased from 57% down to 45% while the proportion of 'Sceptics' has increased from 21% to 48%.

- While the reputation profile for those who identify as Māori remains similar to what we have recorded in 2021, other ethnicities have seen a slight decline in 'Champions' and a significant increase in 'Sceptics' (+8%).

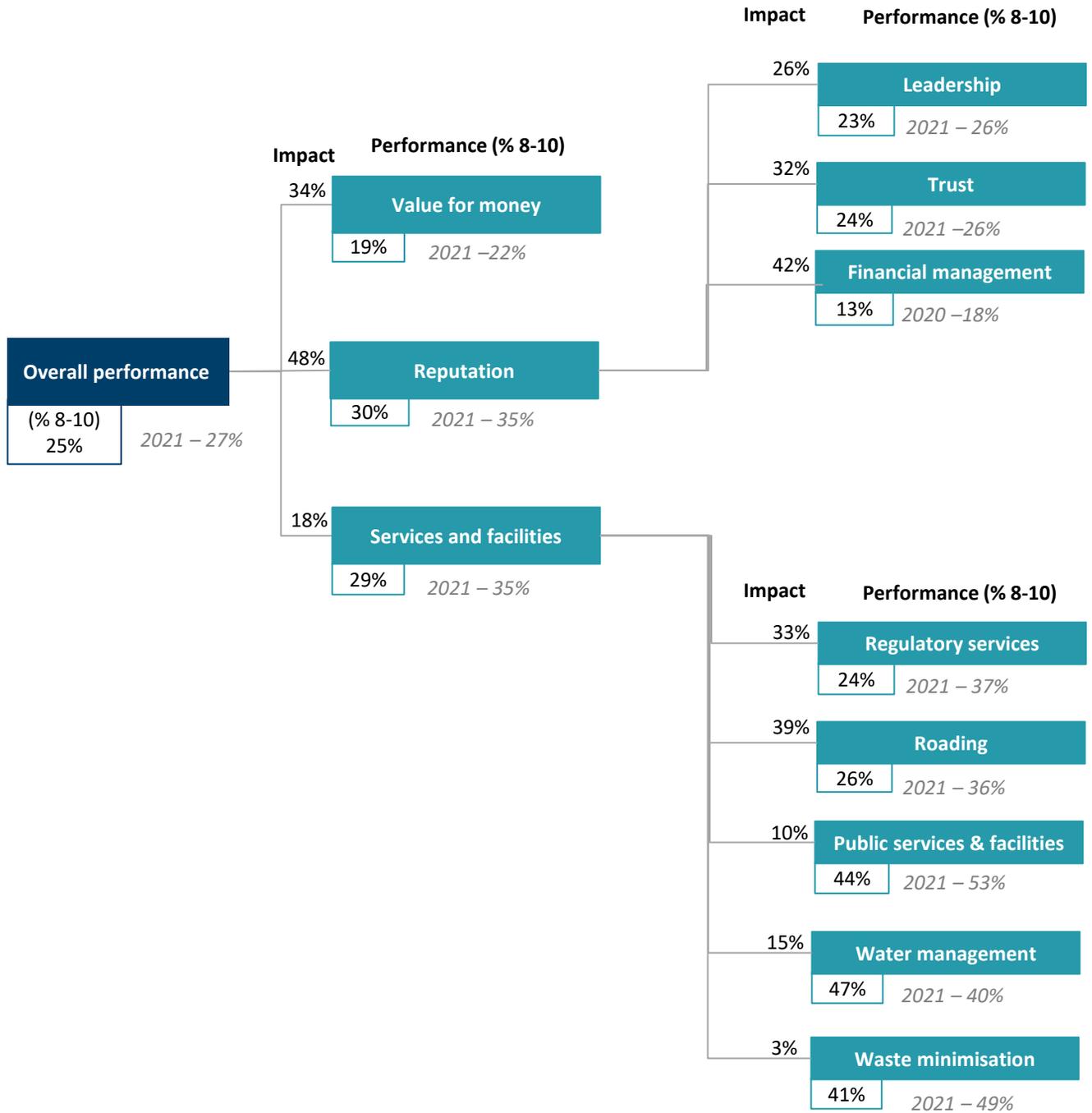
- Residents aged over 65 have the smallest proportion of 'Sceptics' (33%) and the largest proportion of 'Champions' (52%).
- Those aged 30-64 years show the least support for the Council with 39% of 'Sceptics' and just 46% of 'Champions' which is consistent with the results recorded in 2021.

NOTES:  
 1. Sample: 2022 n=458; 2021 n=432. Excludes 'Don't know' responses  
 2. LS6. Vision and leadership.  
 3. TS6. Trust .  
 4. FM5. Financial management.  
 5. QL4. Quality of deliverables, OVREP overall reputation.



**Drivers of satisfaction**  
**Priorities and opportunities**

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

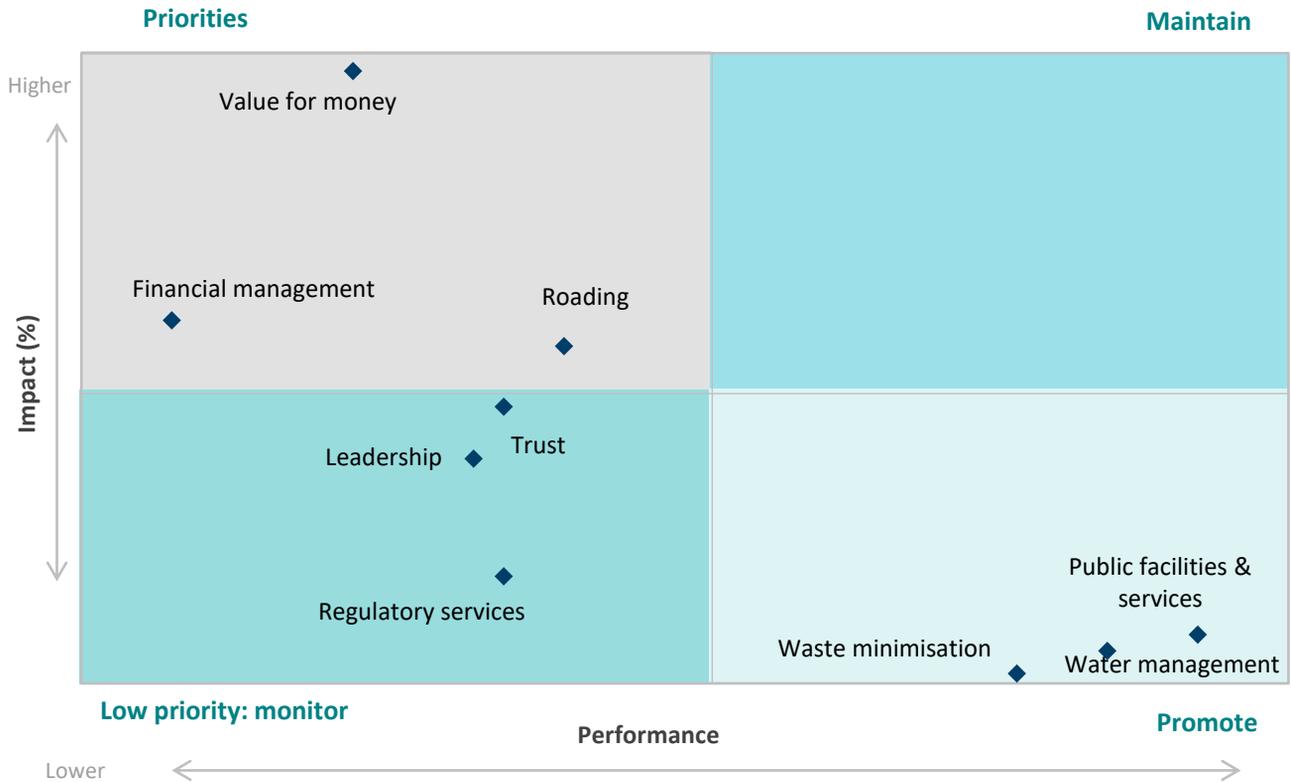


- While Reputation remains the strongest driver of satisfaction in 2022, its impact has reduced in the past 12 months (55% in 2021 compared with 48% in 2022) while impact of the perception of Value for money has increased (28% in 2021 compared with 34% in 2022).

NOTES:

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

## Opportunities and priorities. Overall measures



While last year there was a strong focus on Image and reputation in the priorities, in 2022 the focus for residents shifted to Value for money and Roothing:

### Roothing.

- Very similar to 2021, this is the area that has collected the most comments from the residents from amongst the open-ended questions. This year the comments were not only focused on maintenance, but also on overall infrastructure and how it is coping with the new developments and growing population, as well as overall safety, which included safety on footpaths and cycle lanes.
- 30% of the respondents talked about roading in General comments, 31% of the respondents mentioned roading related issues in 'Value for money' section (the latter is a 16% increase year on year).

### Value for money.

- *Value for money* and *Financial management* are closely related. Residents would like to see their rates equally spent in the district with Council having the right focus on the priorities.
- Comments also indicated that Council needs to be more transparent with how they spend the rates money and provide better explanations of the decisions made.



Services provided by the Council that are rated relatively high by the residents, but don't have as much impact, are usually underrated and worth promoting by the Council.



# Lifestyle and environment

## Community spirit and pride in the district

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



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

% 8-10	Waipā district has a great sense of community spirit				
	Cambridge	Pirongia	Kakepuku	Te Awamutu	Maungatautari
	36%	34%	40%	26%	41%
% 8-10	Waipā district has a great sense of community spirit				
	Māori	All others	18-29	30-64	65+
	29%	34% ▼	32%	31%	42%

- One third of Waipā residents (34%) think there is a great sense of community spirit. This is a slight decline from 40% recorded in 2021. This feeling is especially strong for those aged over 65 years and residents from Kakepuku and Maungatautari wards.

Proud to live in the district



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

% 8-10	Proud to live in the district				
	Cambridge	Pirongia	Kakepuku	Te Awamutu	Maungatautari
	68%	51%	58%	46% ▼	63%
% 8-10	Proud to live in the district				
	Māori	All others	18-29	30-64	65+
	48%	59%	49%	55%	70%

- We have recorded a further 6% decrease among residents when it comes to how proud they feel that they live in the Waipā district. Overall, we have observed a 12% decline over the past 24 months.
- The feeling of pride is especially low among the residents from Pirongia and Te Awamutu with the latter recording a 13% decline year on year.

**NOTES:**

1. Sample: 2022 n=458; 2021 n= 432 Excludes don't know responses.
2. LE6. Using the scale 1-10 where 1 means 'strongly disagree' and 10 means 'strongly agree', Waipā district has a great sense of community spirit (a sense of togetherness and good atmosphere among people)? n=427
3. LE2. Thinking about the Waipā district, using a 1-10 scale where 1 means 'not at all proud' and 10 means 'very proud', how proud do you feel to say that you live in this district? n=446

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

## Look and feel

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



■ Dissatisfied (1-4)

■ Neutral (5-7)

■ Satisfied (8-10)

% 8-10

	Cambridge	Pirongia	Kakepuku	Te Awamutu	Maungatautari
Satisfaction with the way the area is developing in terms of look and feel	32%	29%	25%	24%	30% ▼

% 8-10

	Māori	All others	18-29	30-64	65+
Satisfaction with the way the area is developing in terms of look and feel	39% ▲	27% ▼	30%	25%	36%

% 8-10

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

- Satisfaction with the look and feel of the area has been declining over the past 24 months, a further 8% decrease has been recorded in 2022 with an overall 21% decrease since 2020.
- While the perception of residents from Pirongia has not changed year on year, perceptions had a significant shift for those residing in Maungatautari ward (-23%).
- Residents who identify as Māori are feeling more positive about the way the area is developing in terms of look and feel when compared with 12 months ago (27% in 2021 compared with 39% in 2022).

NOTES:

1. Sample: 2018 n=409; 2019 n=402;; 2020 n=516; 2021 n= 432; 2022 n=458; Excludes don't know responses.
2. LE3. Using a 1-10 scale where 1 means 'very dissatisfied' and 10 means 'very satisfied', how satisfied are you with the way your town is developing in terms of look and feel? n=443

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

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

## Cultural heritage and diversity acceptance in the district

Culture and heritage are promoted in Waipā district



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

% 8-10	Cambridge	Pirongia	Kakepuku	Te Awamutu	Maungatautari
Culture and heritage are promoted in Waipā district	35%	42%	33%	35%	43%

% 8-10	Māori	All others	18-29	30-64	65+
Culture and heritage are promoted in Waipā district	27%	38%	38%	33%	46%

- Just under two in five residents (37%) think that culture and heritage are promoted well in the district.
- Residents aged over 65 and those who reside in Maungatautari are more likely to agree with this statement when compared with other demographics.
- The results are consistent with the previous reporting period.

Waipā district is accepting and welcoming to newcomers and is respectful towards culture diversity



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

% 8-10	Cambridge	Pirongia	Kakepuku	Te Awamutu	Maungatautari
Waipā district is accepting and welcoming to newcomers and is respectful towards culture diversity	42%	35%	30%	32%	28%

% 8-10	Māori	All others	18-29	30-64	65+
Waipā district is accepting and welcoming to newcomers and is respectful towards culture diversity	26%	37%	25%	34%	49%

- 36% of respondents consider the district to be accepting and welcoming of newcomers or respectful towards cultural diversity. This is a slight decline from 39% recorded in 2021.
- The proportion of residents who consider the district to be welcoming and respectful is consistent across ethnicities and wards.

NOTES:

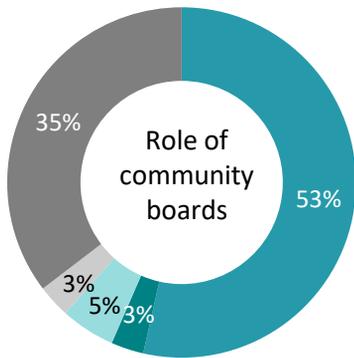
1. Sample: 2022 n=458; 2021 n= 432 Excludes don't know responses.
2. LE4. Using a 1-10 scale where 1 means 'No, not at all' and 10 means 'Yes, absolutely', do you think that culture and heritage are promoted in Waipā district? n=420
3. LE5. Using a 1-10 scale where 1 means 'No, not at all' and 10 means 'Yes, absolutely', as a local resident, how accepting and welcoming is the district to newcomers and respecting towards the cultural diversity? (recent migrants, international students, former refugees) n=352

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



Awareness and participation

## Community boards: Recognition of purpose and satisfaction



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

- About one third (35%) of residents are unaware of the purpose of the Community boards. This is an improvement on 41% recorded in 2021.
- Close to half of the respondents (53%) said that the Community boards' purpose is to *act as an advocate for the community*.

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

### Satisfaction with performance of the local community board and its members

■ Dissatisfied (1-4)

■ Neutral (5-7)

■ Satisfied (8-10)



% 8-10	Cambridge	Pirongia	Kakepuku	Te Awamutu	Maungatautari
	Satisfaction with performance of the local community board and its members	28%	28%	16%	21%

% 8-10	Māori	All others	18-29	30-64	65+
	Satisfaction with performance of the local community board and its members	24%	23%	28%	21%

- After a 13% decrease recorded in 2021, the satisfaction with performance of the local Community board remains stable with no further significant change in 2022.
- Satisfaction in this area remains low across all wards.

#### NOTES:

1. Sample: 2018 n=409; 2019 n=402; 2020 n=516; 2021 n= 432; 2022 n=458; Excludes don't know responses.
2. AD4. The Waipā district has two community boards. Which of the following best describes the role of these community boards? n=453
3. AD5. Using the 1-10 scale, how satisfied are you with the performance of your Local Community Board and its members? n=300

▲ Significantly higher  
▼ Significantly lower

■ Significantly higher  
■ Significantly lower

## Knowledge about Council activities and opportunities to engage

Knowledge about Council and what it does



■ Know little (1-4)

■ Have reasonable knowledge (5-7)

■ Know a lot (8-10)

% 8-10

	Cambridge	Pirongia	Kakepuku	Te Awamutu	Maungatautari
Knowledge about Council and what it does	19%	12%	7%	16%	17%

% 8-10

	Māori	All others	18-29	30-64	65+
Knowledge about Council and what it does	28% ▲	14%	6%	19%	15%

- Overall knowledge about Council and its activities is relatively low with only 16% of the residents reporting that they know 'A lot'. The knowledge about what Council does among Māori has significantly increased when compared with 2021, while it remained the same across other demographics.

Satisfaction with opportunities to participate in decision making



■ Dissatisfied (1-4)

■ Neutral (5-7)

■ Satisfied (8-10)

% 8-10

	Cambridge	Pirongia	Kakepuku	Te Awamutu	Maungatautari
Satisfaction with opportunities to participate in decision making	11%	17%	10%	12%	21%

% 8-10

	Māori	All others	18-29	30-64	65+
Satisfaction with opportunities to participate in decision making	17%	12%	4%	14%	17%

- 13% of the residents are satisfied with opportunities to participate in decision making which is consistent with the results from 2021.
- Older residents tend to be more satisfied, which is most likely due to their knowledge of Council activities and taking the opportunity to engage with the Council more often.

NOTES:

- Sample: 2022 n= 458; 2021 n= 432 Excludes don't know responses.
- AD6. And thinking more generally about the Council, how much do you know about the Council and what it does? Use a 1-10 scale where 1 means 'you feel you know very little' and 10 means 'you feel you know a great deal' n=443
- AD7. Using the 1-10 scale, how satisfied are you with the opportunities provided to you to participate in Council decision making processes? n=389

▲ Significantly higher  
▼ Significantly lower

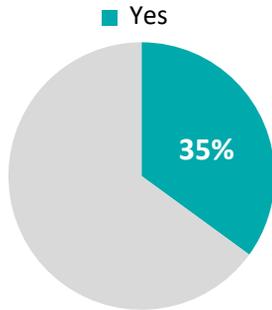
■ Significantly higher  
■ Significantly lower



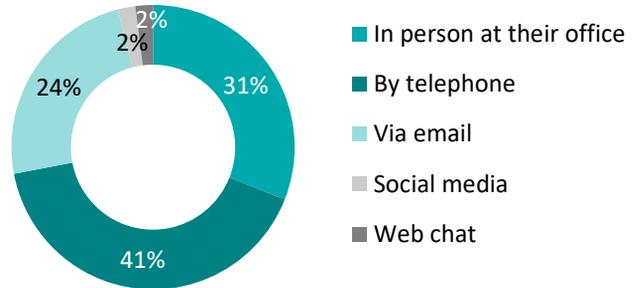
# Interactions with the Council

## Contact with the Council

Contacted Council



Method of contact



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

- Overall, the proportion of residents who contacted the Council has remained consistent over 2020-2022.
- People aged 18-29 years are least likely to contact Council.
- Telephone remains the most common way of contacting the Council.

	Cambridge	Pirongia	Kakepuku	Te Awamutu	Maungatautari
Contacted Council	32%	36%	38%	35%	44%
In person	29%	10%	40%	42%	32%
By telephone	40%	56%	42%	36%	32%
Via email	30%	34%	18%	14%	22%
Social media	-	-	-	7%	-
Web Chat	-	-	-	-	15%

	Māori	All others	18-29	30-64	65+
Contacted Council	40%	35%	11%	41%	39%
In person	35%	31%	28%	30%	36%
By telephone	41%	41%	72%	37%	44%
Via email	13%	26%	0%	29%	16%
Social media	-	2%	0%	1%	4%
Web Chat	12%	-	0%	2%	0%

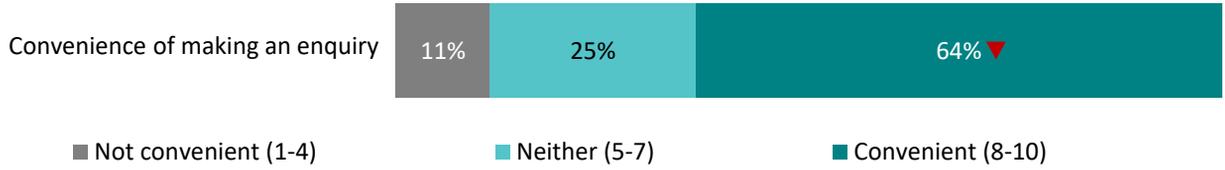
NOTES:

1. Sample: 2019 n=402; 2020 n=516; 2021 n= 432; 2022 n= 458; Excludes don't know responses.
2. INT.1 Have you made an enquiry about something with the Waipā District Council within the last six months? n=454
3. Made enquiry n=163
4. INT2. Which best describes how you contacted the Council about this matter? Was it... n=162

▲ Significantly higher  
▼ Significantly lower

■ Significantly higher  
■ Significantly lower

## Convenience



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

% 8-10	Cambridge	Pirongia	Kakepuku	Te Awamutu	Maungatautari
Total	65%	62%	43%	63%	84%
In person	66%	79%	79%	68%	79%
By telephone	70%	56%	12% ▼	45% ▼	80%
Via email	58% ▼	66%	Small sample	Small sample	Small sample

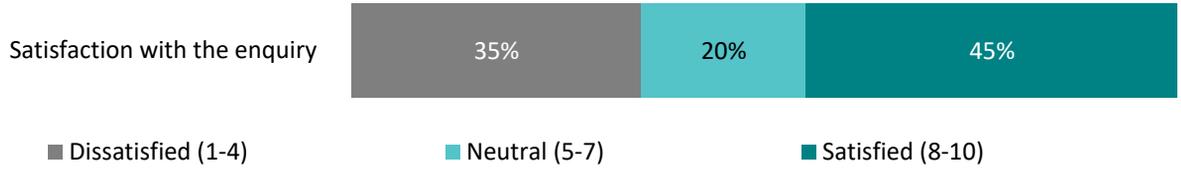
% 8-10	Māori	All others	18-29	30-64	65+
Total	65%	64%	65%	60%	74%
In person	92%	67%	Small sample	64%	81%
By telephone	21% ▼	61% ▼	Small sample	49% ▼	70%
Via email	Small sample	64% ▼	Small sample	65% ▼	57%

- For over six in ten respondents, it was convenient to make an enquiry the way they did.
- Overall, making an enquiry in person is the most convenient.
- Satisfaction with telephone enquiries is relatively high among Maungatautari residents. Convenience for in-person interactions is high across all demographics.

NOTES:

1. Sample: 2019 n=402; 2020 n=516; 2021 n= 432; 2022 n=458; Excludes don't know responses.
2. Made enquiry n=163
3. INT3. Using a 1 to 10 scale where 1 means 'not at all convenient' and 10 means 'very convenient', how convenient was it for you to make your enquiry this way? n=160

## Satisfaction



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

	Cambridge	Pirongia	Kakepuku	Te Awamutu	Maungatautari
Total	40%	40%	46%	47%	62%
In person	37%	21%	46%	63%	60%
By telephone	45%	42%	43% ▼	34%	69%
Via email	38%	44%	54%	27%	38%

	Māori	All others	18-29	30-64	65+
Total	56%	43%	36%	46%	44%
In person	65%	47%	Small sample	49%	54%
By telephone	23%	47%	38%	42% ▼	47%
Via email	Small sample	33%	-	40%	26%

- Just under half of the residents who made an enquiry through the Council (45%) are satisfied with the way it was handled.
- Satisfaction is the lowest for the enquiries made via email, which is relatively consistent across different demographics.

NOTES:

1. Sample: 2019 n=402; 2020 n=516; 2021 n= 432; 2022 n=458; Excludes don't know responses.
2. Made enquiry n=163
3. INT4. And overall, how satisfied are you with how your complaint or query was handled? Use a 1-10 scale where 1 means 'very dissatisfied' and 10 means 'very satisfied' n=162

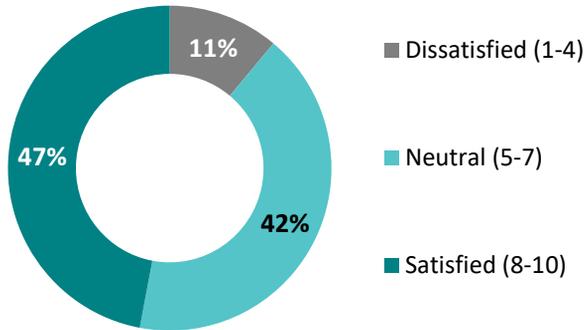
**Year-on-year**  
▲ Significantly higher  
▼ Significantly lower

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

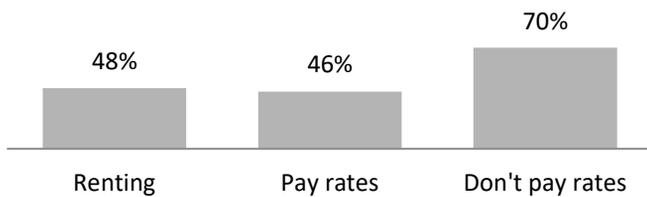
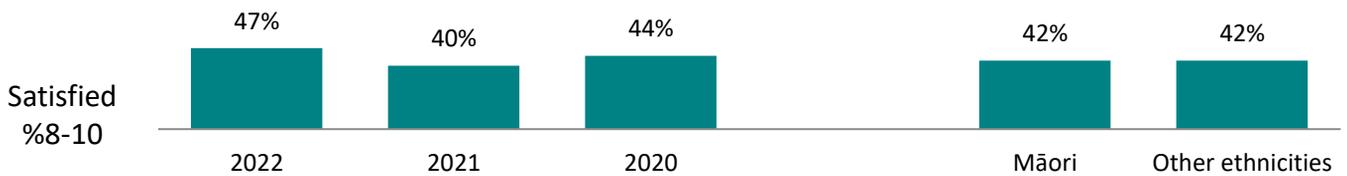


# Three waters: water supply, sewage and stormwater

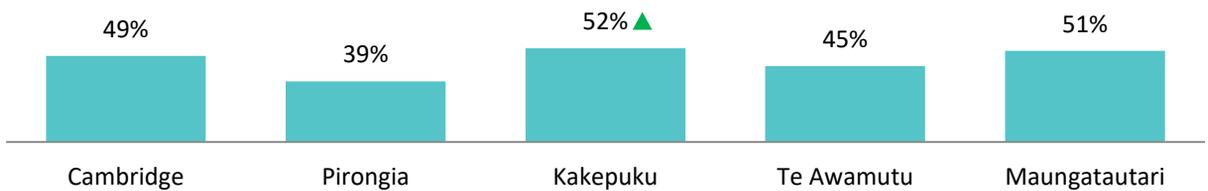
## Overall water management



- Overall, close to half of the residents (47%) are satisfied with the water management in the district, which is the highest it has been over the past three years.
- Satisfaction is consistently high across ethnicities.



- Satisfaction is consistent for ratepayers and non ratepayers.
- Residents from Kakepuku (52%) are considerably more satisfied with water management overall compared with 2021 (24%).



- Satisfaction with water management is similar for those who are new to the area and those who have lived in Waipā district for over five years.

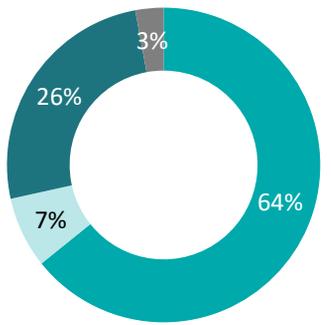


NOTES:

1. Sample: 2020 n=516; 2021 n= 432; 2022 n=458; Excludes don't know responses.
2. TW5. And OVERALL, when you think about the supply of water, the management and disposal stormwater and disposal of waste water, how would you rate your satisfaction with Council overall for its MANAGEMENT OF WATER in the district n=398

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

## Water management: water supply



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



The reliability of the water supply



The reliability of the water supply



Quality of the water

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

Scores 8-10	Town supply	Rural supply
	Overall water supply	56%
The reliability of the water supply	66%▼	68%
Quality of the water	55%	59%

- The overall perception of *water supply* has remained consistent year on year.
- Satisfaction with the *reliability and quality of water* has significantly decreased in 2021 (-8%).
- Residents from Cambridge are more likely to rate water quality higher compared to other wards. However, the perception among Cambridge residents when it comes to water supply reliability and quality of water has significantly decreased year on year.

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

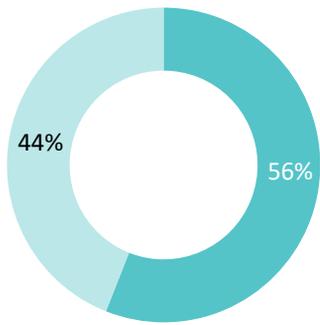
Overall	Cambridge	Pirongia	Kakepuku	Te Awamutu	Maungatautari
Overall water supply	61%	31%	Small sample	52%	76%
The reliability of the water supply	70% ▼	49% ▼	Small sample	62%	63%
Quality of the water	53% ▼	47%	Small sample	50%	53%

NOTES:

1. Sample: 2019 n=402 2020 n=516; 2021 n= 432; 2022 n=458; Excludes don't know responses.
2. TW1. Which of the following best describes your water supply connection? n=453
3. TW2. On the scale of 1- 10, how would you rate your satisfaction with... n=320

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

## Water management: sewage system



■ Town sewage system  
■ Own septic tank



Overall sewage system



The reliability of the sewage system



■ Dissatisfied (1-4)

■ Neutral (5-7)

■ Satisfied (8-10)

	% 8-10	2022	2021	2020
		Overall sewage system	72% ▼	83%
The reliability of the sewage system		74%	80%	84%

% 8-10	Cambridge	Pirongia	Kakepuku	Te Awamutu	Maungatautari
	Overall sewage system	73%	Small sample	Small sample	72%
The reliability of the sewage system	77%	Small sample	Small sample	72%	Small sample

- Perception of the *sewage system* has significantly declined over the past 12 months with consistent results across all wards.

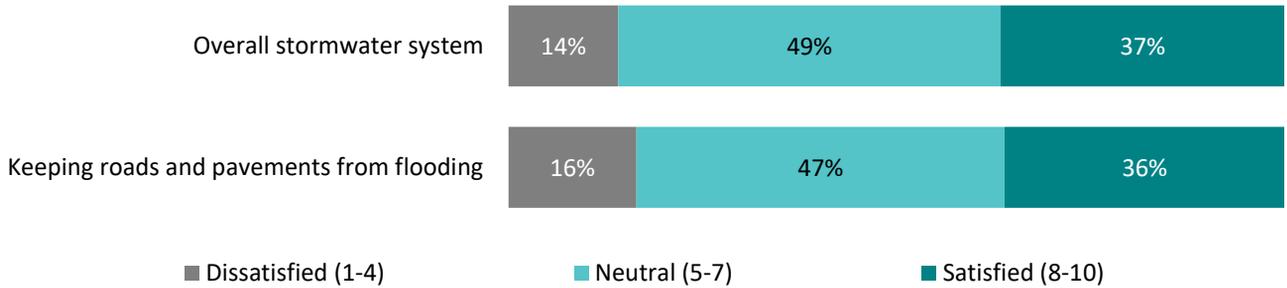
NOTES:

- Sample: 2020 n=516; 2021 n= 432; 2022 n=458; Excludes don't know responses.
- TW6. Which of the following best describes the sewerage system you use? n=450
- TW3. Thinking about the Council's management of its sewerage (wastewater) system, on the scale of 1- 10, how would you rate your satisfaction with... n=234

Year-on-year  
▲ Significantly higher  
▼ Significantly lower

Between demographics  
▲ Significantly higher  
▼ Significantly lower

## Water management: stormwater system



% 8-10	2022	2021	2020
Overall stormwater system	37%	43%	47%
Keeping roads and pavements from flooding	36%	42%	46%

% 8-10	Cambridge	Pirongia	Kakepuku	Te Awamutu	Maungatautari
Overall stormwater system	36%	37%	36%	35%	41%
Keeping roads and pavements from flooding	36%	40%	41%	30%	47%

- Satisfaction with the stormwater system has remained consistent over 12 months with over a third of residents satisfied with *Keeping roads and pavements from flooding* (36%).

NOTES:

1. Sample: 2020 n=516; 2021 n= 432; 2022 n=458; Excludes don't know responses.
2. TW6. Which of the following best describes the sewerage system you use? n=450
3. TW4. On the scale of 1- 10, how would you rate your satisfaction with the stormwater system in terms of...n=426

▲ Significantly higher  
▼ Significantly lower

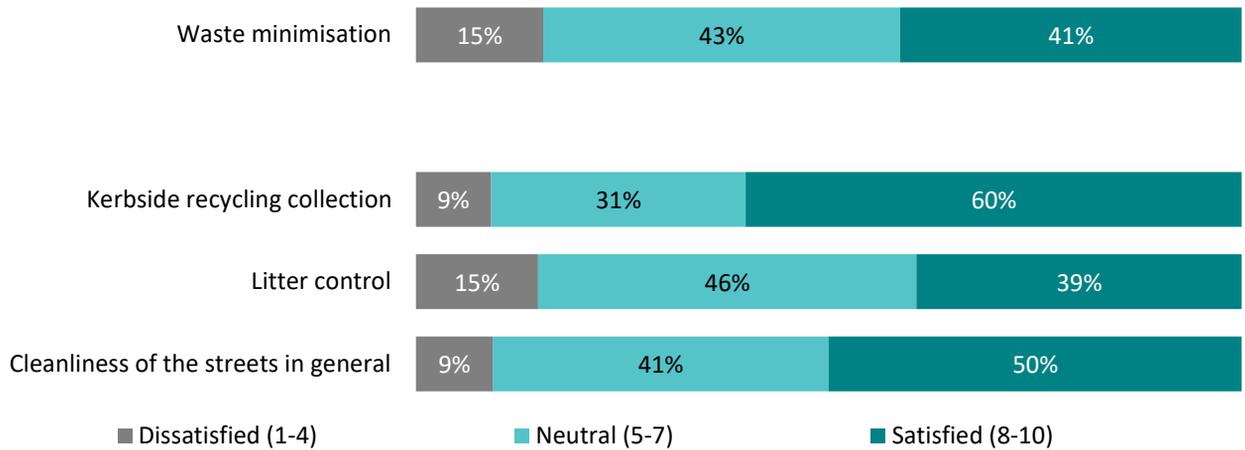
**Year-on-year**  
▲ Significantly higher  
▼ Significantly lower

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



# Waste management and waste minimisation

## Satisfaction with waste management and waste minimisation



% 8-10	2022	2021	Māori	All others
Waste minimisation	41% ▼	49%	47%	41% ▼
Kerbside recycling collection	60% ▼	69%	47%	62% ▼
Litter control	39% ▼	48%	34%	40% ▼
Cleanliness of the streets in general	50% ▼	62%	42%	51% ▼

% 8-10	Cambridge	Pirongia	Kakepuku	Te Awamutu	Maungatautari
Waste minimisation	42% ▼	32%	46%	38%	58%
Kerbside recycling collection	59%	55%	68%	63%	57%
Litter control	46%	29%	25%	37% ▼	49%
Cleanliness of the streets in general	57% ▼	38%	45%	44% ▼	67%

- Four in ten residents (41%) are satisfied with *Waste minimization* within the district. Satisfaction has significantly decreased year on year which is most likely due to staff shortage and the temporary suspension of services due to the COVID-19 outbreak.
- Residents who identify as Māori are considerably less satisfied with the services when compared with other ethnicities.
- Satisfaction with *Litter control* and *Cleanliness of the streets in general* is especially high in Maungatautari ward.

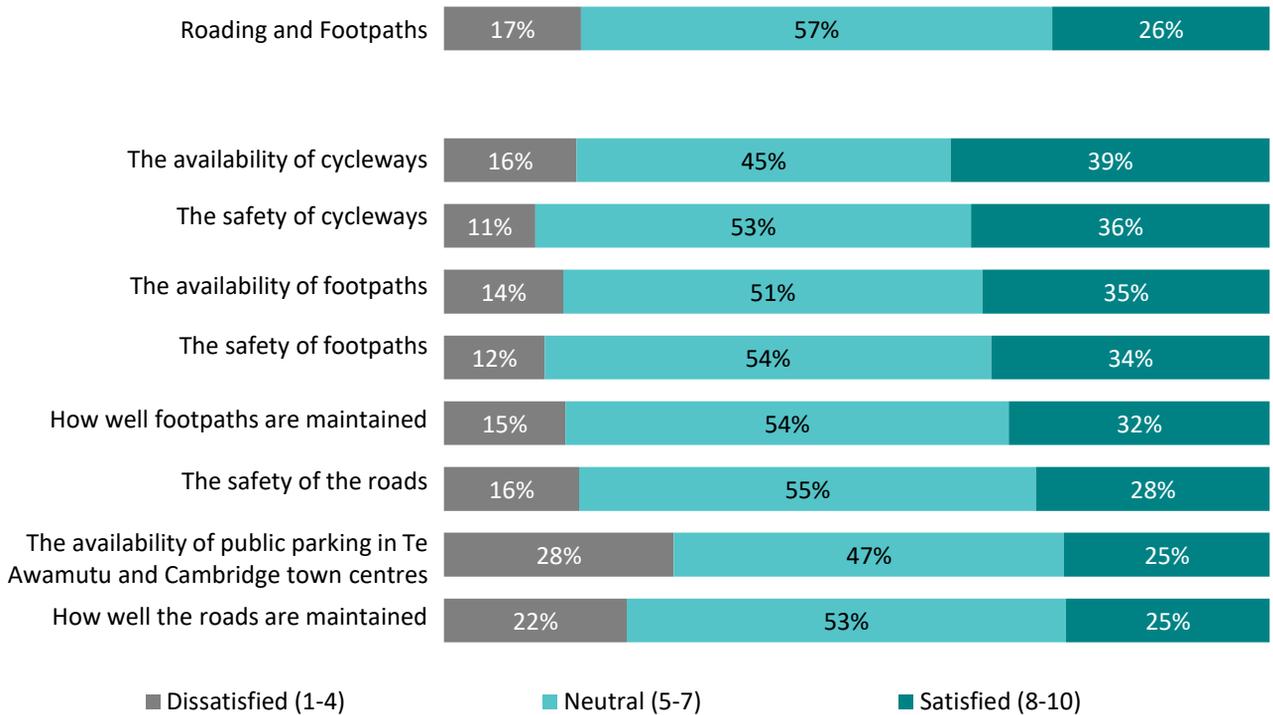
NOTES:

1. Sample: 2022 n=458; 2021 n= 432 Excludes don't know responses.
2. WM2. Everything considered, how satisfied are you with the WASTE MINIMISATION within Waipā district? n=408
3. WM1. How satisfied are you with each of the following? n=449



# Roads, footpaths and cycle ways

## Roads, footpaths and cycleways



% 8-10	2022	2021	2020
Overall roads, footpaths and cycleways	26% ▼	36% ▲	38% ▲
The availability of cycleways	39%	45%	43%
The safety of cycleways	36% ▼	48% ▲	-
The availability of footpaths	35% ▼	42% ▲	45% ▲
The safety of footpaths	34% ▼	42% ▲	-
How well footpaths are maintained	32% ▼	36% ▼	45% ▲
The safety of the roads	28% ▼	34% ▼	49% ▲
The availability of public parking in Te Awamutu and Cambridge town centres	25%	21%	-
How well the roads are maintained	25% ▼	30%	35% ▲

- *Roothing* received the most comments in 2022. 30% of the general comments mentioned issues with maintenance, fixing the road surface, road safety and overall infrastructure not being sufficient for the growing population.
- With the exception of *availability of cycleways* and *availability of parking* there has been a significant decline in satisfaction across other areas related to roading and footpaths.

NOTES:

1. Sample: 2019 n=402; 2020 n=516; 2021 n= 432; 2022 n=458 Excludes don't know responses.
2. RF2. OVERALL how satisfied are you with the ROADS AND FOOTPATHS around the district? n=452
3. RF1. Still using the 1 to 10 scale where 1 means 'very dissatisfied' and 10 means 'very satisfied', how would you rate your overall satisfaction with each of the following... n=455

▲ Significantly higher  
▼ Significantly lower

Between demographics  
▲ Significantly higher  
▼ Significantly lower

## Roads, footpaths and cycleways

% 8-10	Cambridge	Pirongia	Takepuku	Te Awamutu	Maungatautari
Overall roads, footpaths and cycleways	29%	20%	29%	24%	30%
How well the roads are maintained	30%	15%	13%	25%	31%
The safety of the roads	33%	18%	26%	27%	33%
The availability of footpaths	46%	20%	20%	30%	47%
How well footpaths are maintained	38%	24%	17%	28%	45%
The availability of cycle ways	58%	17%	21%	23%	54%
The safety of footpaths	43%	19%	22%	29%	48%
The safety of cycleways	48%	20%	26%	28%	45%
The availability of public parking in Te Awamutu and Cambridge town centres	21%	28%	18%	30%	29%

- Looking at the perception of *Roading* across different geographical locations we were able to identify some wards in particular to focus on:
  - Pirongia and Takepuku residents are especially concerned with *How well roads are maintained*.
  - Pirongia residents rate *Safety of the roads* especially low.
  - The availability and maintenance of footpaths is a particular worry for the respondents from Pirongia, Takepuku and Te Awamutu.
  - Residents from Pirongia, Takepuku and Te Awamutu would like to see more cycleways and footpaths available.
  - Residents from Pirongia, Takepuku and Te Awamutu have the lowest perception of *Safety of footpaths and cycle lanes* when compared with other areas.

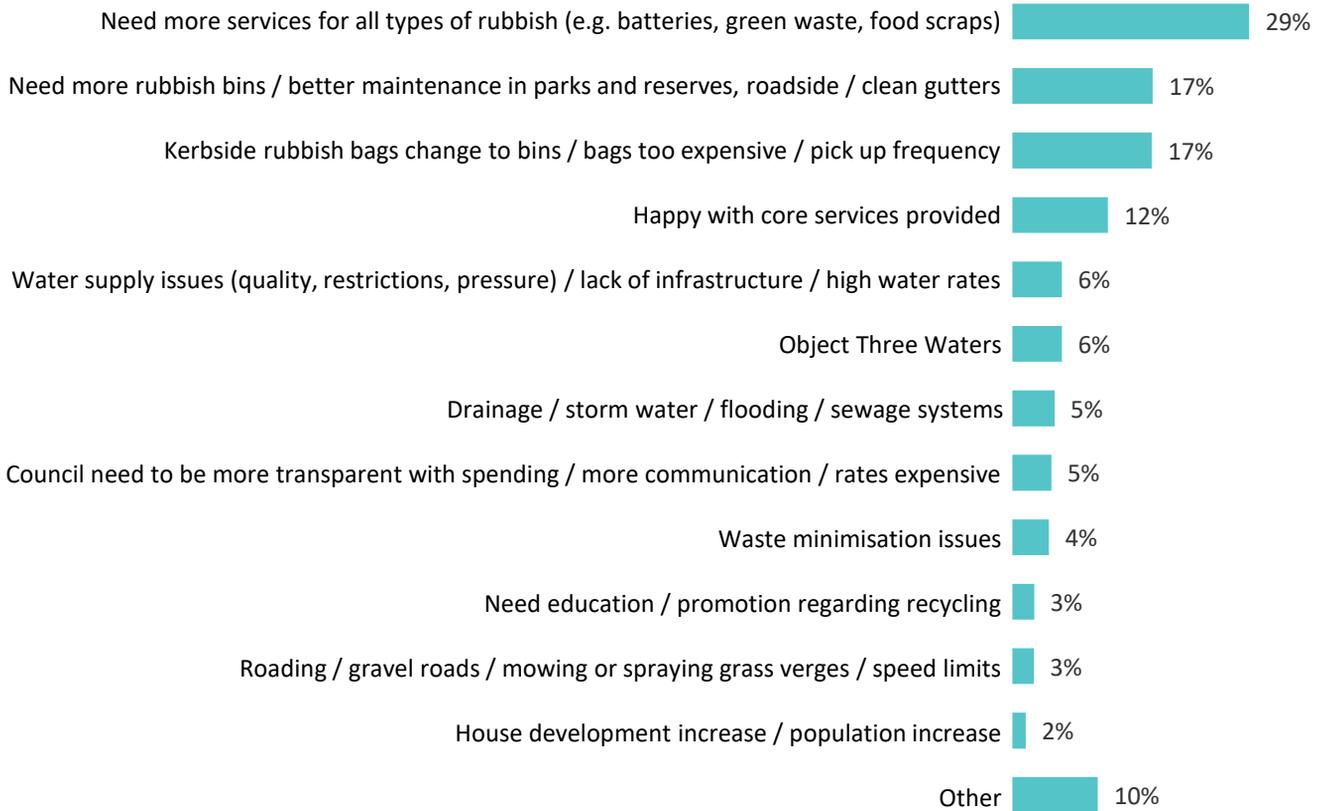
### NOTES:

- Sample: 2022 n= 458 Excludes don't know responses.
- RF2. OVERALL how satisfied are you with the ROADS AND FOOTPATHS around the district? n=452
- RF1. Still using the 1 to 10 scale where 1 means 'very dissatisfied' and 10 means 'very satisfied', how would you rate your overall satisfaction with each of the following... n=455

Significantly higher  
 Significantly lower

**Between demographics**  
 Significantly higher  
 Significantly lower

## Comments about Services provided, including water, waste and roading



- They don't provide any services. They empty a few bins, but the litter is shocking. We see it every day when we are walking.*
- Contractor provided waste disposal is overpriced and lacking in service. I believe WDC should be advocating on behalf of citizens for service improvements or take control. The rates we pay are very high considering the absence of this service.*
- In winter, the streets and culverts are not kept clear of rubbish as they need to be. This contributes to blocked stormwater drains and flooding.*
- Summer water restrictions are a concern. Cambridge has been allowed to grow too fast before infrastructure is in place. It is inadequate.*
- Council should dispose of all waste created. We live in a system of buy and throw away rather than mend. How do we dispose of many redundant and broken items?*
- At our residence, from when we first started living here to this day, our water pressure is lower than it used to be.*



- The kerbside recycling collection is okay. I rarely travel within the district so can't comment on litter control and cleanliness of the streets in general.*
- Waipā District does an excellent job in running their own Three Waters. I will be very annoyed if it goes to the government and doesn't stay in local council control and ownership.*
- Keep up the great work in being proactive in keeping the district tidy with the controls you have in place.*
- In the past, Waipā has promoted the reduction of waste to landfill through composting education. It would be great to see more of this.*
- The gardens are kept lovely in the town, but footpaths and new gardens are not looked after at all.*
- I'm happy with the bins provided, however it would be good to have a vegetable bin and general waste bin like Hamilton.*

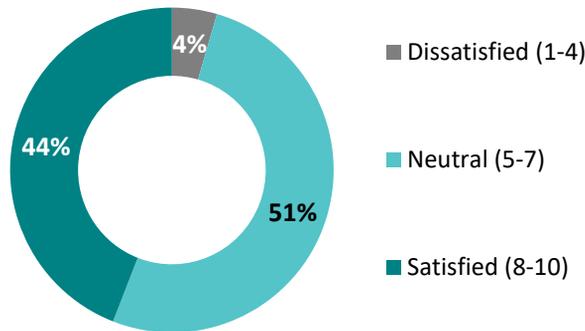
NOTES:

- Sample: 2022 n= 458 Excludes don't know responses.
- WM3. Do you have any comments about any of these services that the Waipā District Council provides? n=266

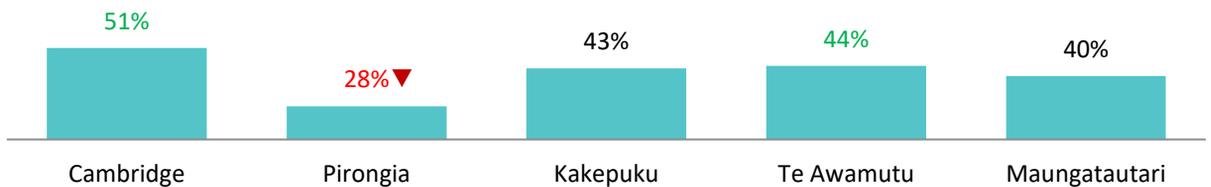
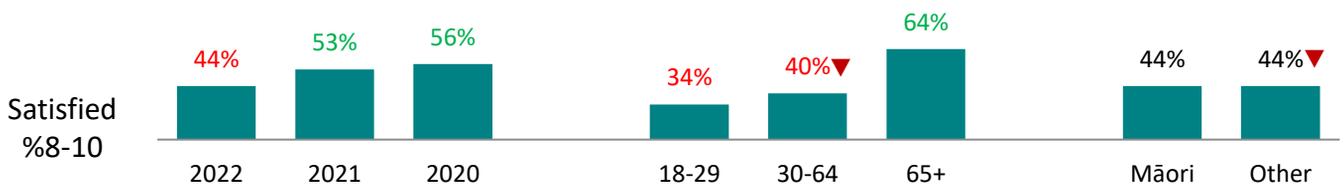


# Public facilities and services

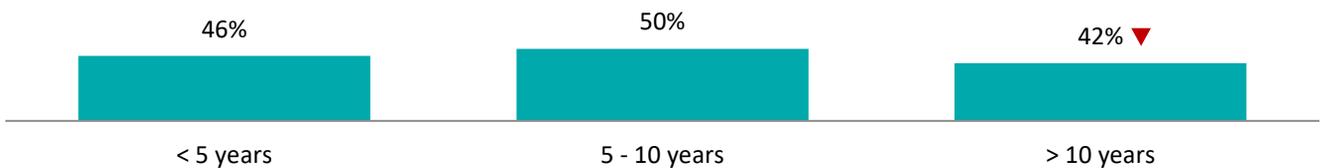
## Overall public facilities and services



- Over four in ten residents (44%) are very satisfied with the public facilities and services provided by the Council.
- There is a significant decline in the perception of *public facilities and services*, which is most likely due to temporary closures, limited availability and vaccine pass requirements due to the COVID-19 outbreak.



- Residents from Pirongia are the most likely to be dissatisfied with public facilities and services.
- However, those residing in Cambridge and Te Awamutu are the most satisfied (51% and 44% respectively).

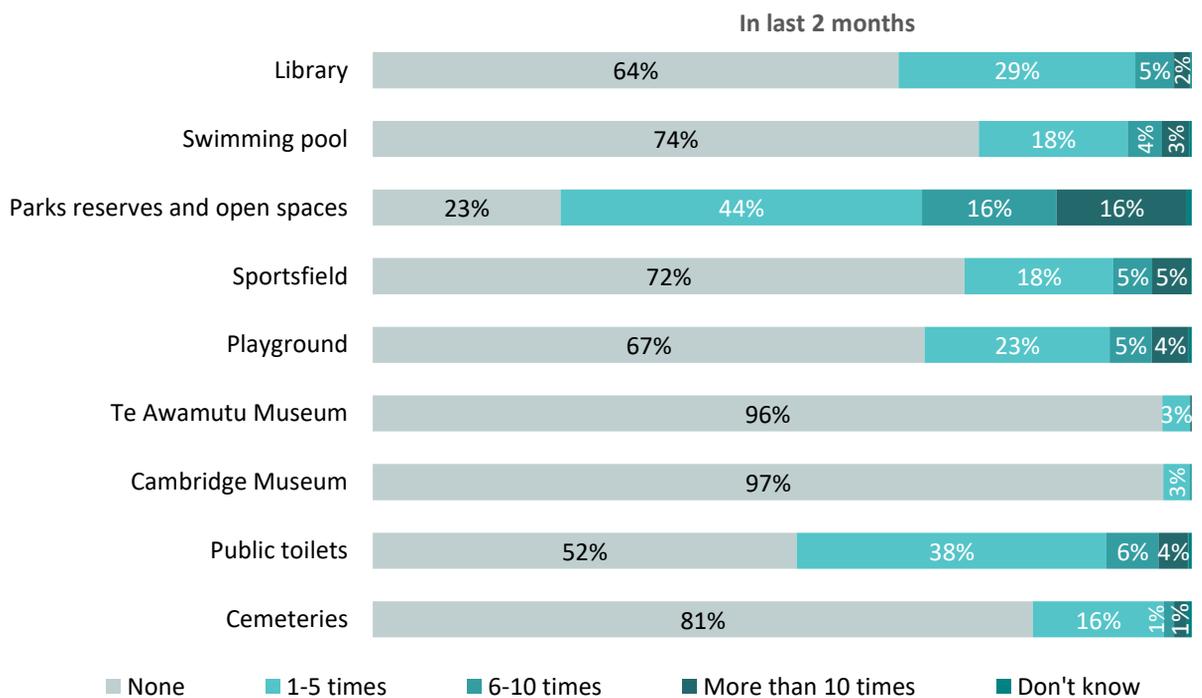


NOTES:

1. Sample: 2020 n=516; 2021 n= 432; 2022 n= 458; Excludes don't know responses.
2. CF3. When you consider ALL these public facilities that are provided by Council including how well they are maintained, the opening hours and where applicable the cost to use these, how would you rate your satisfaction with the PUBLIC FACILITIES AND SERVICES that are provided? n=418

## Use of elective facilities and services

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



- Overall, the proportion of residents using elective public facilities remains consistent when compared with the previous 12 months.
- Significantly more people in 2022 have used swimming pools than in 2021 (38% vs. 30%).
- Both the Te Awamutu museum and the Cambridge museum are the least visited facilities.

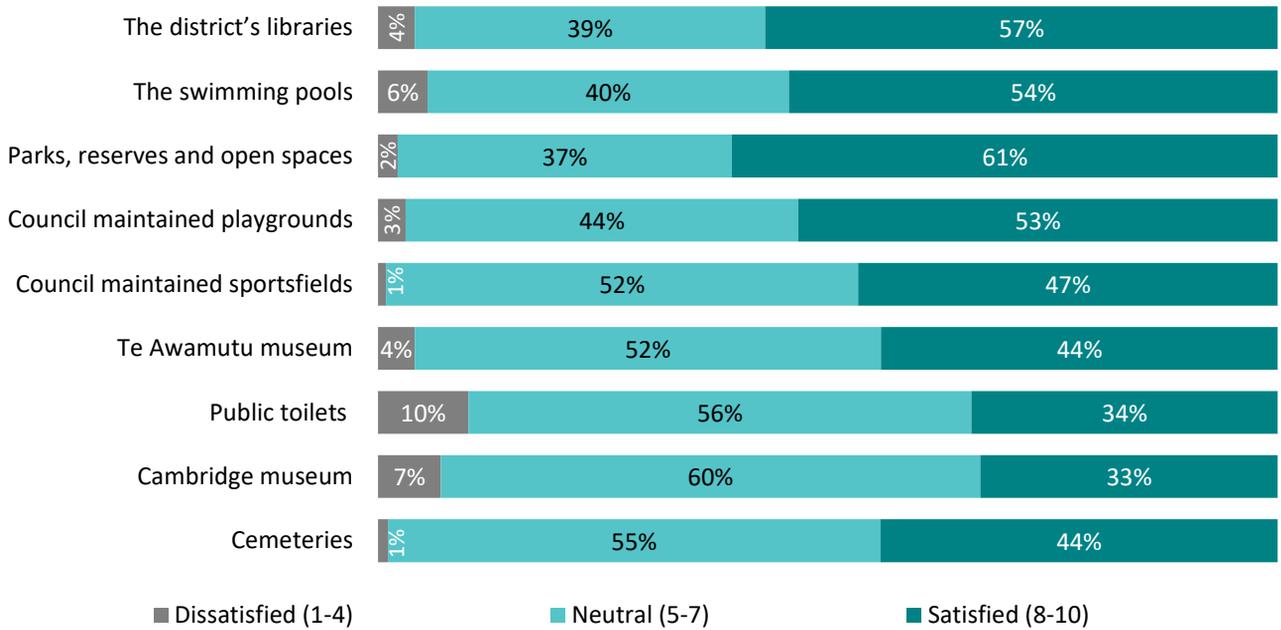
NOTES:

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

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

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

## Satisfaction with the elective facilities and services (Overall)



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

- Around six in ten residents are satisfied with parks, reserves and open spaces (61%) and the district's libraries (57%).
- Satisfaction has significantly decreased year on year with all public facilities with the exception of the swimming pool (+7%).

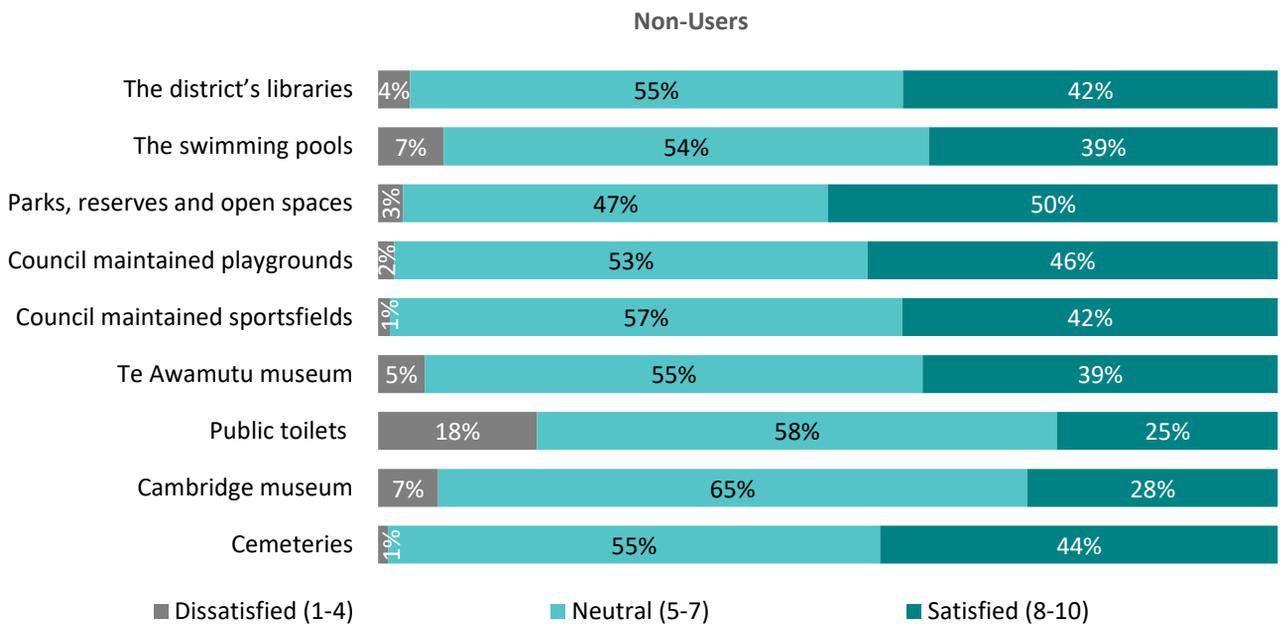
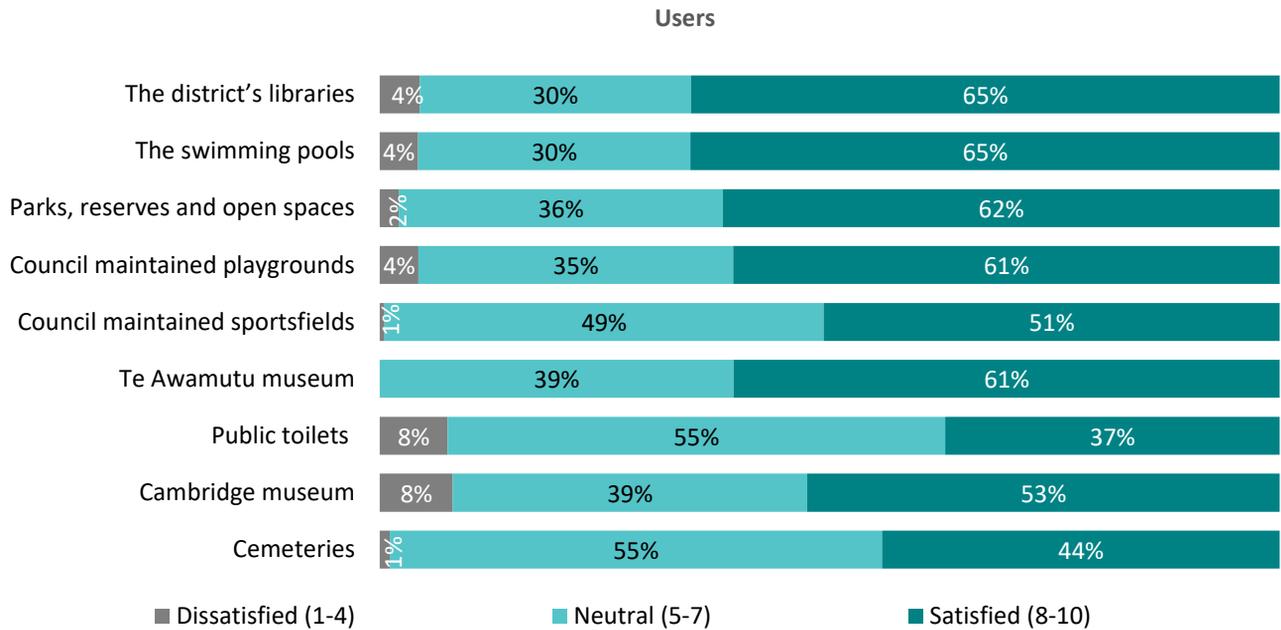
NOTES:

1. Sample: 2020 n=516; 2021 n= 432; 2022 n=458; Excludes don't know responses.
2. CF2. Based on your experience or impressions, how would you rate your overall satisfaction with each of the following facilities? n=409

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

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

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



- There is a positive trend amongst residents who use the elective services and facilities being considerably more satisfied with them than those who don't. This applies to all facilities with the exception of cemeteries.
- This is especially significant for the Cambridge museum (53% for users, vs 28% for non-users).

**NOTES:**

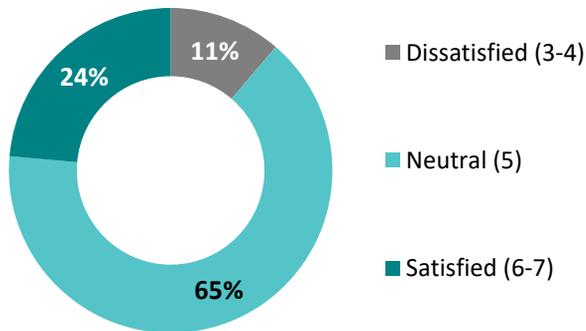
1. Sample: 2022 n= 458; Excludes don't know responses.
2. CF2. Based on your experience or impressions, how would you rate your overall satisfaction with each of the following facilities? n=409

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

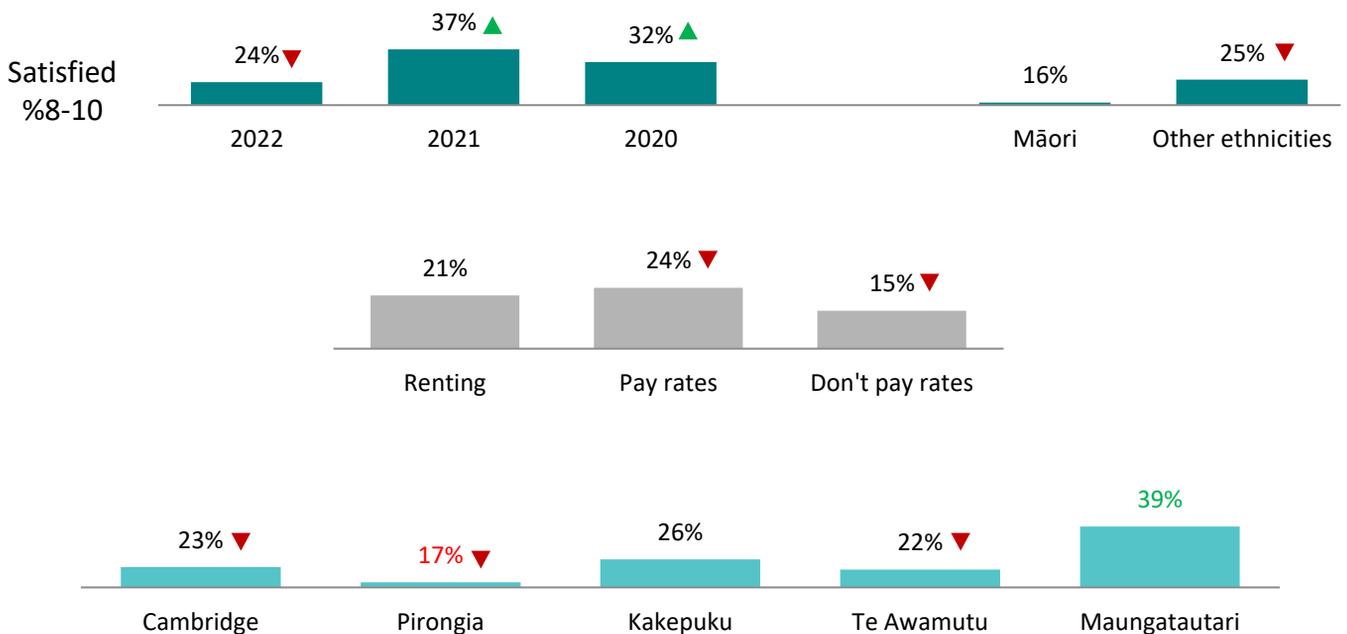


# Regulatory services

## Regulatory services



- About one quarter of residents (24%) are satisfied with *regulatory services*.
- There is a significant decrease in satisfaction with *regulatory services* among the residents when compared with 2021 and 2020.



- Those residing in Pirongia are significantly less satisfied with *regulatory services* when compared with other wards, particularly Maungatautari.
- Residents who are new to the district are most likely to be satisfied with the services.



NOTES:

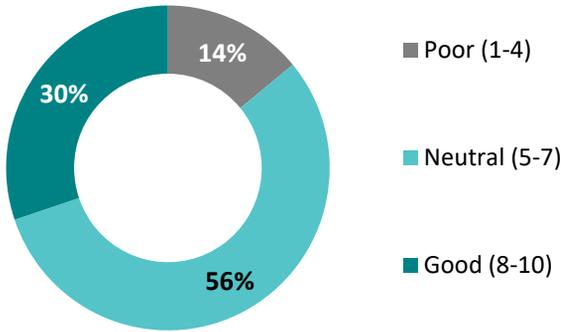
1. Sample: 2020 n=516; 2021 n= 432; 2022 n= 458; Excludes don't know responses.
2. QL3. Council also provides a range of other services such as building and resource consents, licensing premises for food and alcohol sales, dog control and noise management. Taken together, how would you rate the Council for the quality of these other services that it provides? n=346

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

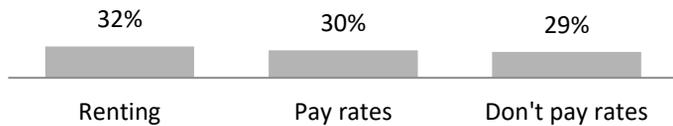
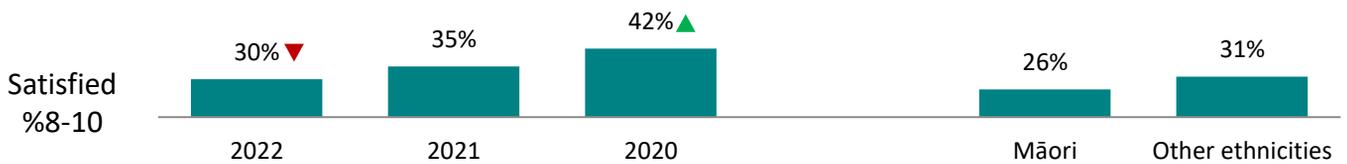


# Image and reputation

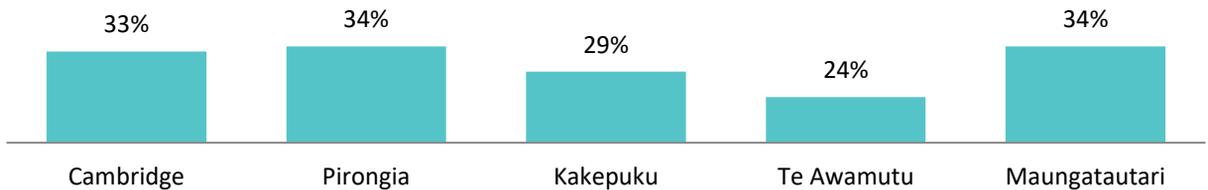
## Overall image and reputation



- There is a declining trend in residents' perception of Council's *Image and reputation* (a decrease of 12% over 24 months).
- Perception among different ethnicities remains consistent with 26% of residents who identify as Māori and 31% of other ethnicities considering Council's *Image and reputation* to be 'Excellent'



- Council was rated for *Image and reputation* similarly across all wards with slightly higher scores among residents from Cambridge, Pirongia and Maungatautari.



- Scores are consistent across various length of stay in the districts.

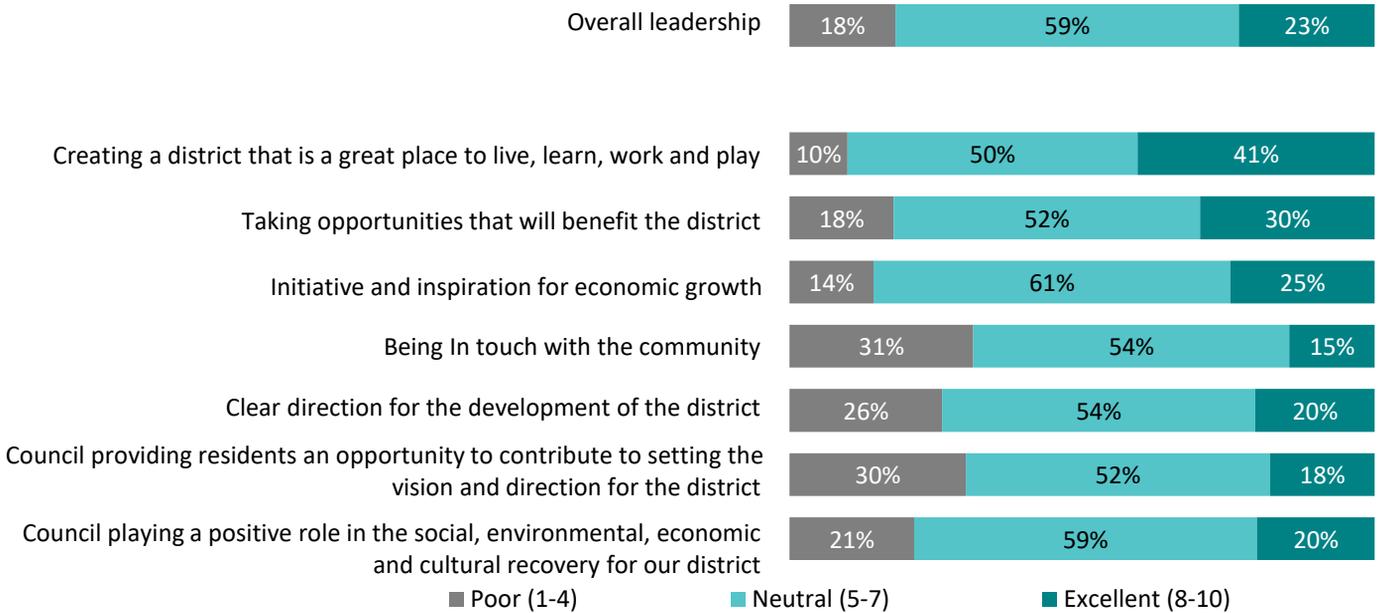


NOTES:

1. Sample: 2020 n=516; 2021 n= 432; 2022 n=458; Excludes don't know responses.
2. OVREP. And finally, thinking about the overall reputation of the Waipā District Council. Considering everything we have talked about; the quality of services and facilities the Council provides, its leadership, trust and financial management. How would you rate the Waipā District Council for its overall reputation? n=414

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

## Leadership



	%8-10		
	2022	2021	2020
Overall leadership	23%	26%	40%
Council being committed to creating a district that is a great place to live, learn, work and play	41% ▼	48%	50%
Council recognising and taking advantage of opportunities that will benefit the district	30%	35%	43%
Council demonstrating initiative and providing inspiration for economic growth	25%	25%	40%
Council is in touch with the community and understands the issues facing residents	15%	19%	31%
Council having vision and providing clear direction for the development of the district	20%	24%	40%
Council providing residents an opportunity to contribute to setting the vision and direction for the district	18%	19%	39%
Council playing a positive role in the social, environmental, economic and cultural recovery for our district	20%	25%	-

- The perception of overall leadership remains consistent year on year but is still significantly lower when compared with the results 24 months ago.
- The only area that has showed a significant decrease in satisfaction is *Council being committed to creating a district that is a great place to live, learn, work and play.*

NOTES:

1. Sample: 2020 n=516; 2021 n= 432; 2022 n=458; Excludes don't know responses.
2. Leadership section includes questions LS1 – LS8 from the questionnaire. As above the order is LS1, LS2, LS3, LS4, LS5, LS7, LS8, LS6 n=412

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

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

## Leadership

% 8-10	Cambridge	Pirongia	Kakepuku	Te Awamutu	Maungatautari
Overall leadership	25%	15%	25%	24%	27%
Council being committed to creating a district that is a great place to live, learn, work and play	45%	39%	34%	36% ▼	47%
Council recognising and taking advantage of opportunities that will benefit the district	30%	36%	28%	25%	36%
Council demonstrating initiative and providing inspiration for economic growth	27%	20%	17%	25%	33%
Council is in touch with the community and understands the issues facing residents	17%	12%	9%	13%	21%
Council having vision and providing clear direction for the development of the district	21%	16%	19%	21%	25%
Council providing residents an opportunity to contribute to setting the vision and direction for the district	20%	20%	19%	14%	20%
Council playing a positive role in the social, environmental, economic and cultural recovery for our district	18% ▼	15%	18%	25%	24%

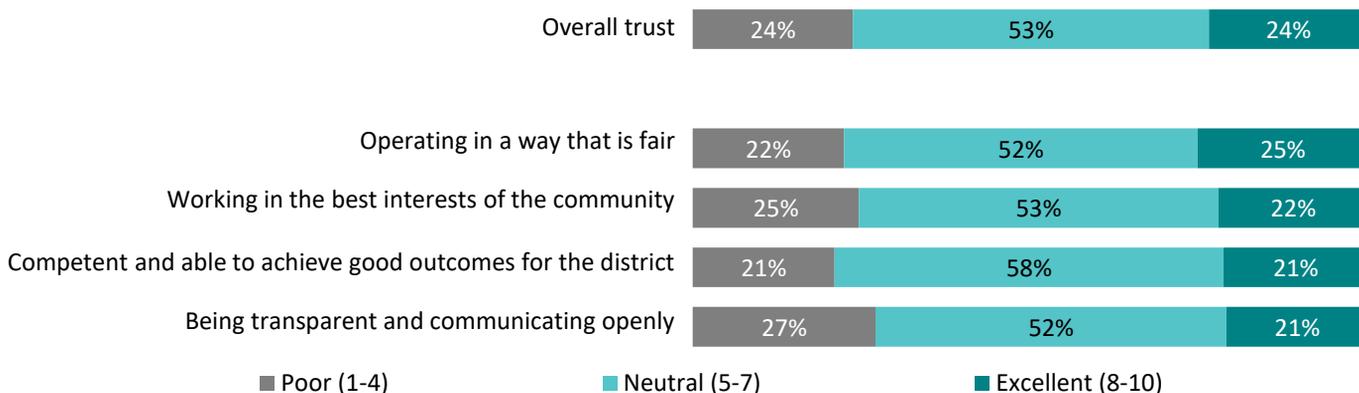
% 8-10	Māori	All others	18-29	30-64	65+
Overall leadership	22%	23%	28%	18%	33%
Council being committed to creating a district that is a great place to live, learn, work and play	39%	41% ▼	32%	39%	52%
Council recognising and taking advantage of opportunities that will benefit the district	33%	29%	23%	28%	41%
Council demonstrating initiative and providing inspiration for economic growth	20%	25%	21%	21%	37%
Council is in touch with the community and understands the issues facing residents	17%	14% ▼	7%	13%	26%
Council having vision and providing clear direction for the development of the district	26%	20%	18%	19%	25%
Council providing residents an opportunity to contribute to setting the vision and direction for the district	23% ▲	17%	9%	18%	25%
Council playing a positive role in the social, environmental, economic and cultural recovery for our district	26%	19% ▼	21%	18%	27%

- The perception of *Leadership* is similar across wards and ethnicities.
- However, older residents aged over 65 years are more likely to rate Council stronger in terms of *Leadership*.

### NOTES:

1. Sample: 2022 n= 458; Excludes don't know responses.
2. Leadership section includes questions LS1 – LS8 from the questionnaire. As above the order is Ls1, LS2, LS3, LS4, LS5, LS7, LS8, LS6 n=412

## Trust and emotional appeal



	%8-10	2022	2021	2020
Overall trust		24%	26%	35%
Council in terms of operating in a way that is fair		25%	27%	41%
Council demonstrates that it can be relied upon to work in the best interests of the community		22%	25%	39%
Council is competent and able to achieve good outcomes for the district		21% ▼	28%	43%
Council being transparent and communicating openly		21%	21%	27%

% 8-10	Cambridge	Pirongia	Kakepuku	Te Awamutu	Maungatautari
Overall trust	21%	20%	23%	29%	23%
Council in terms of operating in a way that is fair	24% ▼	20%	26%	27%	31%
Council demonstrates that it can be relied upon to work in the best interests of the community	20% ▼	17%	27%	23%	31%
Council is competent and able to achieve good outcomes for the district	21%	16%	24%	23%	22%
Council being transparent and communicating openly	19%	14%	25%	24%	23%

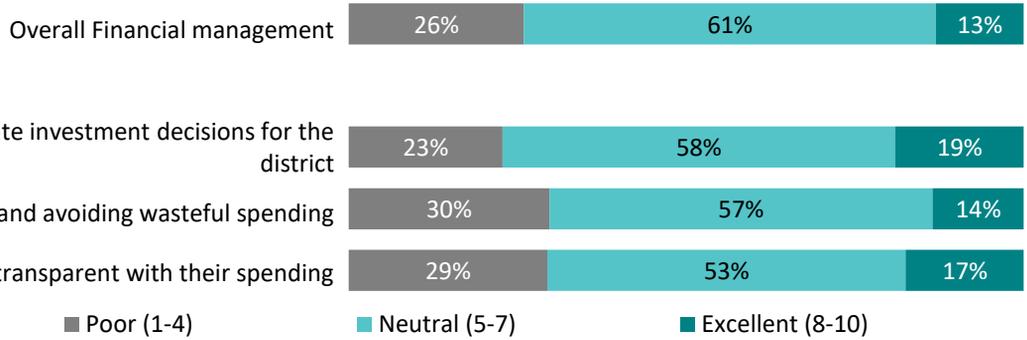
% 8-10	Māori	All others	18-29	30-64	65+
Overall trust	27%	23%	26%	20%	31%
Council in terms of operating in a way that is fair	21%	26%	27%	22%	31%
Council demonstrates that it can be relied upon to work in the best interests of the community	18%	23%	21%	18%	35%
Council is competent and able to achieve good outcomes for the district	16%	22%	21%	16% ▼	35%
Council being transparent and communicating openly	18%	21%	21%	19%	25%

- The perception of *Trust and emotional appeal* has decreased since 2020 but remains consistent when compared with 2021.
- However, *Council is competent and able to achieve good outcomes for the district* has decreased significantly in 12 months.

NOTES:

1. Sample: 2020 n=516; 2021 n= 432; 2022 n=458; Excludes don't know responses.
2. Trust and emotional appeal includes questions TS2, TS3, TS4, TS5, TS6 n=407

## Financial management



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

% 8-10	Cambridge	Pirongia	Kakepuku	Te Awamutu	Maungatautari
Overall Financial management	12% ▼	12%	17%	10%	26%
Council making appropriate investment decisions for the district	20%	19%	14%	19%	22%
Council spending wisely and avoiding wasteful spending	12% ▼	13%	15%	14%	15%
Council being transparent with their spending	17%	19%	14%	16%	27%

% 8-10	Māori	All others	18-29	30-64	65+
Overall Financial management	9%	14%	8%	11%	22%
Council making appropriate investment decisions for the district	19%	19%	8%	19%	30%
Council spending wisely and avoiding wasteful spending	16%	13%	10%	12%	19%
Council being transparent with their spending	16%	18%	15%	17%	21%

- The overall perception of *Financial management* has slightly decreased in the past 12 months.
- The lowest scores have been recorded among residents from Te Awamutu, those who identify as Māori and those aged between 18 and 29.

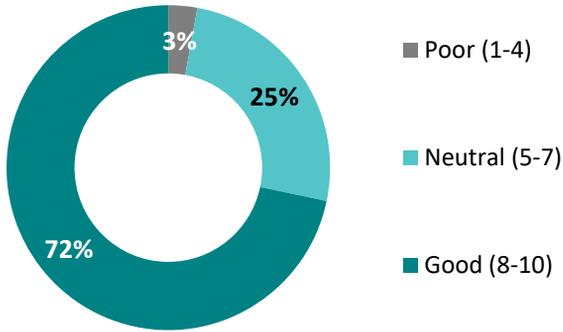
NOTES:

1. Sample: 2020 n=516; 2021 n= 432; 2022 n=458; Excludes don't know responses.
2. Financial management includes questions FM1, FM2, FM3 and FM5 n=329

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

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

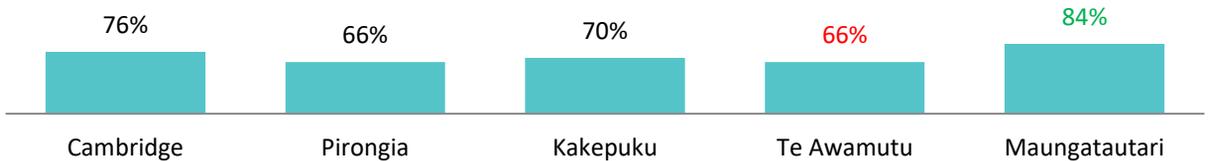
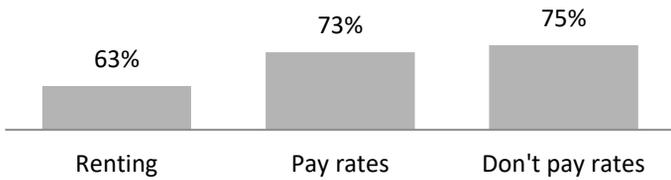
## Quality of life



- Quality of life is rated highly across the district with just 3% of the respondents rating it as 'poor'.
- Over seven in ten residents consider their quality of life 'good' or 'excellent'.



- Those who identify as Māori rate their quality of life lower when compared with other ethnicities.



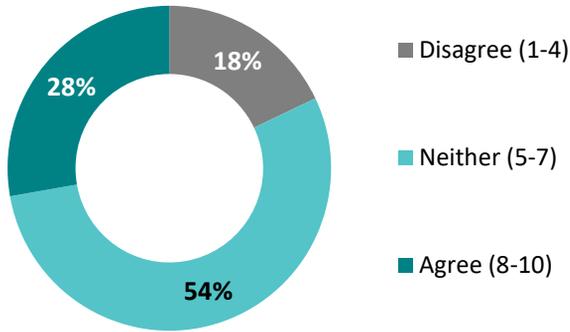
- Residents from Maungatautari have a higher quality of life when compared with other wards and with Te Awamutu in particular.



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

NOTES:  
 1. Sample: 2022 n=458; Excludes don't know responses.  
 2. SEN1. On a scale of 1 to 10 where 1 is 'extremely poor' and 10 is 'excellent', how would you rate the overall quality of your life? n=390

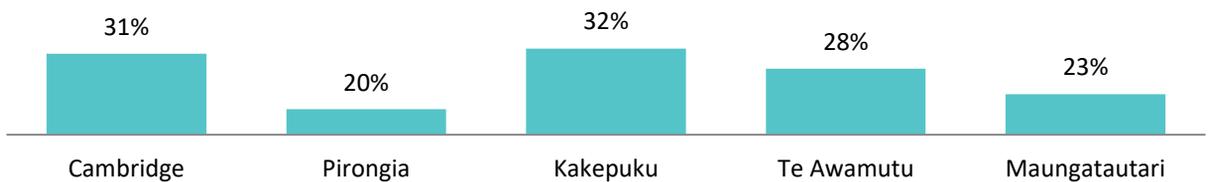
## District going in the right direction



- When it comes to residents thinking that the district is going in the right direction, just three in ten agree with the statement, while almost two in ten disagree.



- Perception is consistent across ethnicities and among both ratepayers and renters.



- Residents from Pirongia and Maungatautari are more likely to disagree that the district is going in the right direction when compared with other wards.



NOTES:

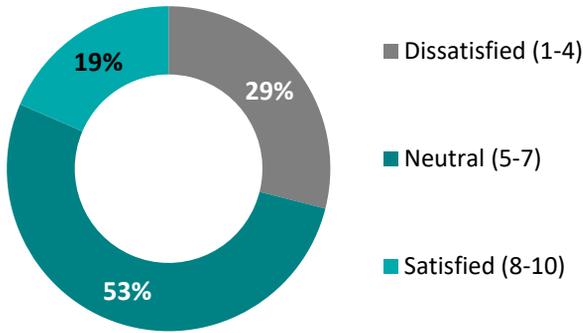
- Sample: 2022 n=458; Excludes don't know responses.
- SEN2.. On a scale of 1 to 10 where 1 is 'strongly disagree' and 10 is 'strongly agree', how strongly do you agree or disagree with the following statement about the District? - You're confident that the district is going in the right direction n=365

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

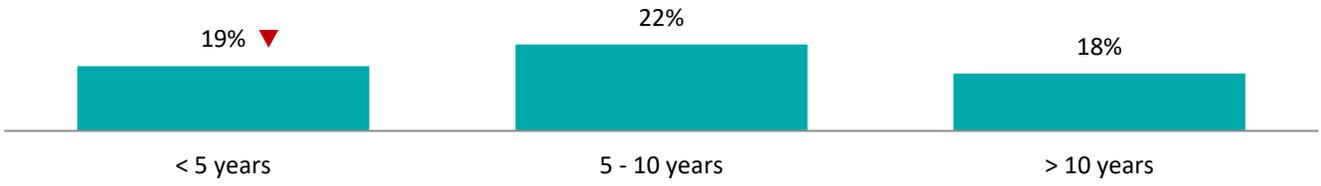
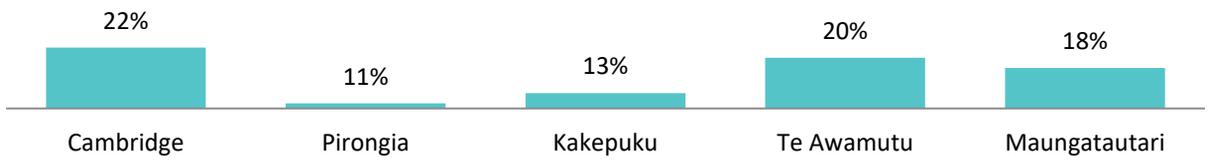
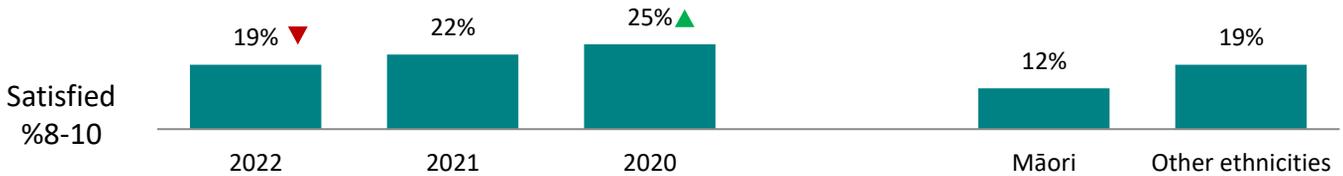


Value for money

## Value for money



- One in five residents (19%) are satisfied with Value for money.
- Evaluation of this area is fairly consistent across the different demographics with no significant difference in scores.
- However, over 24 months there has been a trend that has caused a 6% decrease in perception of this area.



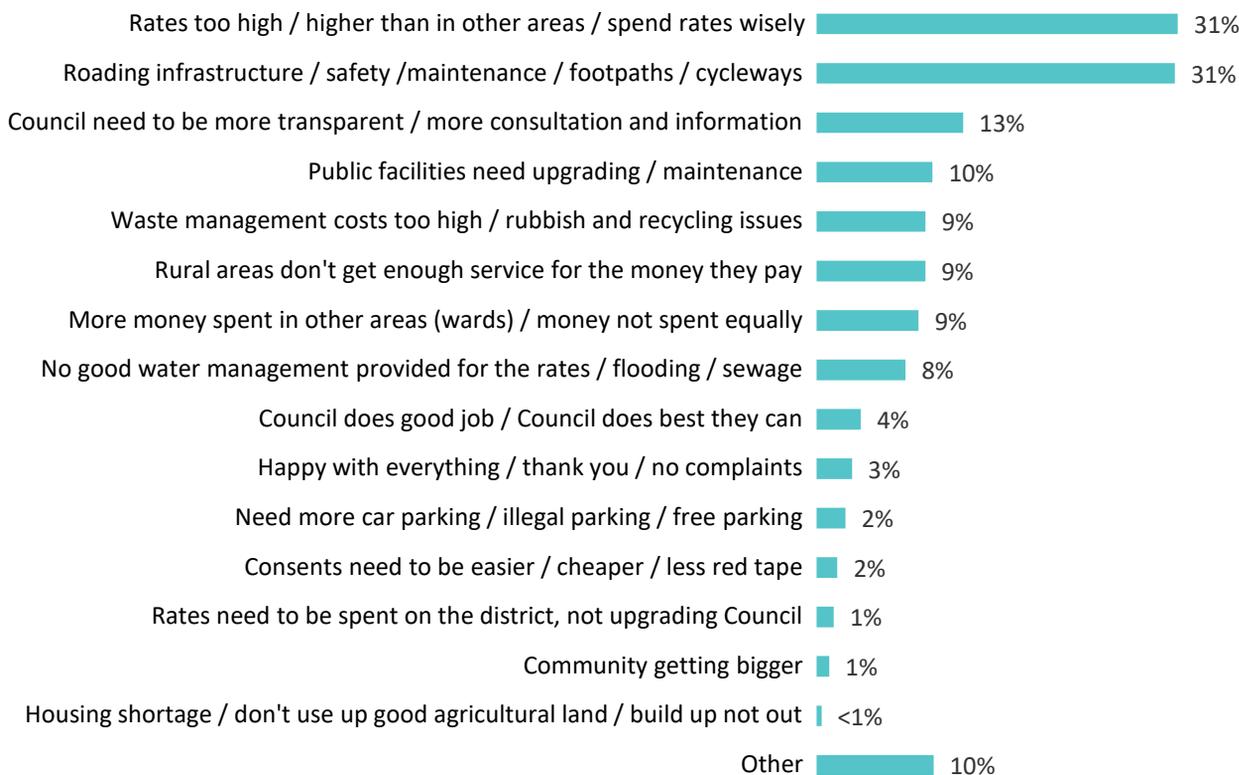
**NOTES:**

1. Sample: 2020 n=516; 2021 n=432; 2022 n=458; Excludes don't know responses.
2. VM1. Considering everything that the Council provides. Overall, how satisfied are you that you receive good value for the money you spend in rates and other fees? n=419

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

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

## Comments about value for money



- *When we see the roads being redone 3 or 4 times, I think what a waste of money. Do it once and do it right.*
- *When you push the price of houses up unfairly for the community and then charge rates on the highly inflated values, it just goes to show how broken the system is and how much of a luxury it has become to live in a place like Cambridge.*
- *I think we need to hear more from the council on a more regular basis about what they are spending our money on. It seems to be a bit of a closed shop.*
- *Because we live rural, we don't benefit from a lot of the facilities that are applicable to town dwellers.*
- *Lack of communication with the community, maybe a weekly page in local papers highlighting what is happening in the district.*
- *Little vision and too much money being spent on projects that are not a priority, like the museum and memorial park.*



- *I'm happy with services for rates - Keep looking after the roads, playgrounds and sports grounds.*
- *No, I think all in all our Council do a pretty good job. There is always room for improvement, but I think they do well.*
- *I think the council have done well to keep rates at current levels. They have always been on the slightly higher side when comparing them to places like Auckland, where in comparison they have way more amenities and infrastructure available to them. I appreciate the population difference and cost ratio. I wouldn't support rates being increased.*
- *Generally, Council does a good job of balancing the difficult aspects of the needs of the ratepayer and being fiscally responsible.*

NOTES:

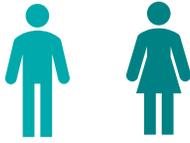
1. Sample: 2019 n=402; 2020 n=516; 2021 n= 432 Excludes don't know responses.
2. VM1. Considering everything that the Council provides. Overall how satisfied are you that you receive good value for the money you spend in rates and other fees? n=125



# Sample profile

## Demographics

### Gender



	Male	Female
<b>Weighted</b>	<b>48%</b>	<b>52%</b>
<b>Unweighted</b>	<b>46%</b>	<b>54%</b>

### Age (weighted)

Age Group	Weighted	Unweighted
18 to 29 years	17%	14%
30 to 49 years	33%	27%
50 to 64 years	26%	23%
65 years or over	24%	36%

### Unweighted

### Ethnicity (weighted)

Ethnicity	Weighted	Unweighted
Māori	12%	10%
Non-Māori	88%	90%

### Unweighted

### Paying rates (weighted)

Response	Weighted	Unweighted
Yes	89%	90%
No	2%	2%
Renting	8%	7%
Don't know	1%	1%

### Unweighted

### Ward (weighted)

Ward	Weighted	Unweighted
Cambridge Ward	37%	42%
Pirongia Ward	16%	18%
Kakepuku Ward	10%	9%
Te Awamutu Ward	29%	21%
Maungatautari Ward	9%	9%

### Unweighted

### Length of time lived in Waipā district (weighted)

Length of time	Weighted	Unweighted
5 years or less	22%	22%
6 to 10 years	15%	15%
Over 10 years	63%	64%
Unsure	0%	-

### Unweighted

### Live in city, rural township or rural country

Location	Weighted	Unweighted
In a town or township	57%	55%
In a rural area	22%	23%
Semi-urban lifestyle	21%	22%

### Unweighted

### Number of people in household

Number of people	Weighted	Unweighted
One or two	46%	53%
Three to five	48%	41%
Six or more	5%	5%
Refused	1%	2%

### Unweighted

## Demographics (counts)

Male	210
Female	248
Total	458

Māori	46
Other Ethnicities	412
Total	458

Cambridge Ward	192
Pirongia Ward	84
Kakepuku Ward	41
Te Awamutu Ward	98
Maungatautari Ward	43
Total	458

In a city, town or township, for example an urban area	248
On the outskirts of town such as a semi urban area including lifestyle properties	102
In an area of predominantly land blocks or farms, for example, a rural area	104
Don't know/Unsure	4
Total	458

18 to 29 years	62
30 to 49 years	123
50 to 64 years	107
65 years or over	166
Total	458

Pay rates	410
Don't pay rates	8
Renting	32
Don't know	5
Total	455

5 years or less	98
6 years to 10 years	66
Over 10 years	291
Unsure	0
Total	455

One or two	240
Three to five	187
Six or more	21
Refused	7
Total	455



# Appendices

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

		% point increase / decrease (2021-2020)	Percentage of respondents %8-10						
			2022	2022 (DK)	2021	2020	2019	2018	2017
LE2	Pride in the district	-6%	58%	2%	64%	70%	75%	76%	73%
LE3	The way your town is developing in terms of look and feel	-8%	29%	3%	37%	50%	48%	52%	0%
LE4	Culture and heritage are promoted in Waipā District	-6%	37%	7%	43%	-	-	-	-
LE5	The District is accepting and welcoming to newcomers, and respectful towards culture diversity	-3%	36%	21%	39%	-	-	-	-
LE6	Waipā District has a great sense of community spirit	-6%	34%	6%	40%	-	-	-	-
AD5	Performance of your Local Community Board and its members?	-5%	23%	36%	28%	41%	35%	37%	32%
AD6	How much do you know about the Council and what it does	0%	16%	2%	16%	21%	26%	25%	16%
AD7	Opportunities provided to participate in Council decision making processes	0%	13%	14%	13%	-	-	-	-
INT3	Convenience of making an enquiry	-15%	64%	1%	79%	72%	78%	78%	-
INT4	Satisfaction with how query was handled	-9%	45%	0%	54%	62%	50%	45%	-
TW2_1	The reliability of the water supply	-8%	66%	0%	74%	78%	81%	77%	80%
TW2_2	Quality of the water	-6%	52%	0%	58%	61%	67%	63%	54%
TW2_3	Overall District's water supply?	0%	56%	2%	56%	61%	67%	62%	68%
TW3_1	The reliability of the sewerage system	-6%	74%	3%	80%	84%	85%	86%	89%
TW3_2	Overall sewerage system	-11%	72%	4%	83%	81%	77%	74%	71%
TW4_1	Keeping roads and pavements free from flooding	-6%	36%	3%	42%	46%	57%	48%	49%
TW4_2	Overall stormwater systems in the District	-6%	37%	6%	43%	47%	57%	47%	47%
TW5	Overall water management in the District	7%	47%	11%	40%	44%	51%	46%	46%
WM1_1	Kerbside recycling collection	-9%	60%	1%	69%	-	-	-	-
WM1_2	Litter control	-9%	39%	3%	48%	-	-	-	-
WM1_3	Cleanliness of the streets in general	-12%	50%	1%	62%	-	-	-	-
WM2	Overall waste minimisation within Waipā District	-8%	41%	10%	49%	-	-	-	-
RF1_1	How well the roads are maintained	-5%	25%	0%	30%	35%	43%	42%	43%

## NOTES:

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

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

		% point increase / decrease (2022-2021)	Percentage of respondents %8-10						
			2022	2022 (DK)	2021	2020	2019	2018	2017
RF1_2	The safety of the roads	-6%	28%	1%	34%	49%	44%	49%	46%
RF1_3	The availability of footpaths	-7%	35%	3%	42%	45%	60%	56%	54%
RF1_4	How well footpaths are maintained	-4%	32%	4%	36%	45%	50%	49%	46%
RF1_5	The availability of cycle ways	-6%	39%	12%	45%	43%	51%	53%	46%
RF1_6	The safety of footpaths	-8%	34%	4%	42%	-	-	-	-
RF1_7	The safety of cycleways	-12%	36%	16%	48%	-	-	-	-
RF1_8	The availability of public parking in Te Awamutu and Cambridge town centres	4%	25%	3%	21%	-	-	-	-
RF2_1	Overall roads and footpaths	-10%	26%	0%	36%	38%	45%	48%	45%
CF2_1	The District's libraries	-13%	57%	23%	70%	75%	86%	86%	80%
CF2_2	The swimming pools	7%	54%	33%	47%	41%	73%	57%	57%
CF2_3	Parks, reserves and open spaces	-10%	61%	6%	71%	71%	78%	77%	76%
CF2_4	Council maintained playgrounds	-14%	53%	25%	67%	70%	80%	74%	71%
CF2_5	Council maintained sportsfields	-20%	47%	34%	67%	68%	73%	80%	71%
CF2_6	The Te Awamutu museum	-16%	44%	73%	60%	48%	70%	73%	57%
CF2_7	Public toilets	-14%	34%	27%	48%	52%	54%	56%	46%
CF2_8	The Cambridge museum	-15%	33%	78%	48%	37%	70%	74%	-
CF2_9	Cemeteries	-23%	44%	62%	67%	-	-	-	-
CF3_1	Overall public facilities and services they provide	-9%	44%	6%	53%	56%	68%	69%	65%
QL3_1	Overall regulatory services	-13%	24%	21%	37%	32%	46%	49%	37%
QL4_1	Overall Council provided services, facilities and infrastructure	-6%	29%	3%	35%	38%	43%	46%	42%
LS1	Council being committed to creating a district that is a great place to live, learn, work and play	-7%	41%	9%	48%	50%	54%	62%	57%
LS2	Council recognising and taking advantage of opportunities that will benefit the district	-5%	30%	18%	35%	43%	44%	51%	47%
LS3	Council demonstrating initiative and providing inspiration for economic growth	0%	25%	23%	25%	40%	37%	40%	37%

## NOTES:

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

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

		% point increase / decrease (2022-2021)	Percentage of respondents %8-10						
			2022	2022 (DK)	2021	2020	2019	2018	2017
LS4	How well the Council is in touch with the community and understands the issues facing residents	-4%	15%	10%	19%	31%	35%	30%	25%
LS5	Council having vision and providing clear direction for the development of the district	-4%	20%	16%	24%	40%	39%	36%	34%
LS6	Overall leadership	-3%	23%	13%	26%	40%	39%	42%	41%
LS7	Council providing an opportunity to contribute to setting the vision and direction for the district	-1%	18%	17%	19%	39%	-	-	-
LS8	Council playing a positive role in the social, environmental, economic and cultural recovery for our district	-5%	20%	17%	25%	-	-	-	-
TS2	Council is operating in a way that is fair	-2%	25%	18%	27%	41%	41%	38%	36%
TS3	Council demonstrates that it can be relied upon to work in the best interests of the community	-3%	22%	13%	25%	39%	31%	34%	39%
TS4	Council's competency and ability to achieve good outcomes for the district	-7%	21%	13%	28%	43%	33%	39%	39%
TS5	Council being transparent and communicating openly	0%	21%	15%	21%	27%	30%	30%	29%
TS6	Overall trust	-2%	24%	10%	26%	35%	35%	35%	35%
FM1	Council making appropriate investment decisions for the district	0%	19%	31%	19%	26%	27%	34%	31%
FM2	Spending wisely and avoiding wasteful spending	-3%	14%	28%	17%	23%	20%	21%	26%
FM3	Being transparent with the spending	-2%	17%	30%	19%	30%	26%	26%	27%
FM5	Overall financial management	-5%	13%	32%	18%	25%	25%	28%	28%
OVREP	Overall reputation	-5%	30%	9%	35%	42%	40%	43%	39%
VM1	Overall value for the money in rates and other fees	-3%	19%	8%	22%	25%	22%	31%	28%
OVERP	Overall Council's Performance	-2%	25%	6%	27%	40%	35%	36%	39%
SEN1	Overall quality of your life	NEW	72%	3%	-	-	-	-	-
SEN2_1	You're confident that the District is going in the right direction	NEW	28%	8%	-	-	-	-	-

## NOTES:

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

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