



Waipā District Council

2025/2026 Residents' Survey

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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 was used, consisting of a postal invitation to an online survey, with a hard copy survey back up. Sample selection is based on a random selection from the Electoral Roll since this conforms most closely with the ideal of each member within the population having an equal probability of selection, thereby minimising the opportunity for bias. In addition to the postal invitations, email invites were sent to respondents of previous Residents' Surveys who provided their email address to be contacted again.
- Following an initial survey in May – June 2016, data collection has been managed to quarterly targets between September 2016 and June 2026.
- A total of 516 responses for 2020, 432 for 2021, 458 for 2022, 422 for 2023, 485 for 2024, 421 for 2025 and 411 for 2026 being comprised of Q1 =103, Q2 =103, Q3 =102 and Q4 =103.
- The questionnaire was designed in consultation with Waipā District Council and is structured to provide a comprehensive set of measures relating to core activities, services and infrastructure, and to provide a wider perspective of performance. This includes assessment of reputation, and knowledge of Council's activities.
- Post data collection, the sample has been weighted so it is representative of key population demographics based on the 2023 Census.
- At an aggregate level, the survey has an expected 95% confidence interval (margin of error) of +/- 4.83%.
- 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.

All satisfaction ratings exclude don't know responses.

Responses were given scores on a scale of 1 to 10, which were grouped as follows:

1-4 Dissatisfied

5-7 Neutral

8-10 Satisfied

Executive Summary

Overall Satisfaction

- Satisfaction with Waipā District Council's *Overall performance* has increased slightly by 1% point since 2025 (from 19% to 20%).
- This gradual improvement is consistent across key measures, including:
 - *Overall services, facilities, and infrastructure* (from 24% in 2025 to 27% in 2026)
 - *Overall image and reputation* (from 23% to 26%).

Services and Infrastructure

- Satisfaction with most Council services and infrastructure has remained relatively stable year-on-year.
- Satisfaction with *Overall water management* decreased slightly from 43% in 2025 to 41% in 2026, while satisfaction with *Overall waste minimisation* remained unchanged at 39%. Satisfaction with *Roads and footpaths* also declined, from 20% to 19%.
- In contrast, satisfaction with *Regulatory services* improved, increasing by 5% points from 21% in 2025 to 26% in 2026.

Reputation

- The Council's reputation benchmark remains consistent at +57, within the 'acceptable' range.
- A slight positive shift in the reputation profile has been reported with the proportion of residents identified as 'Champions' increasing from 32% to 33%, while the proportion identified as 'Sceptics' has declined from 57% to 54%.

Drivers and Priorities

- *Public Facilities and Open Spaces* continue to be the strongest driver of overall performance (30% impact) and reported a significant increase in satisfaction (from 35% in 2025 to 44% in 2026).
- While overall performance has improved slightly, driven by significant improvement in *Public facilities and open spaces*, satisfaction remains low and is constrained by ongoing financial concerns. Among those who provided feedback regarding the performance of the Waipā District Council, over a quarter (26%) cited *Wasteful spending / focus on core services / dissatisfied with Council decisions*.
- *Value for rates and other fees* (13%), along with reputation-related attributes (*Trust and Leadership*) and other service and infrastructure measures, were identified as key areas for improvements, including:
 - *How well the roads are maintained*
 - *Safety of cycleways*
 - Te Awamutu Museum
 - Litter control

Council Communication

- 32% of residents agree that the Information provided by the Council is clear and easy to understand, a gradual improvement since the previous reporting period (28%).
- A significantly higher proportion of residents compared to 2025 (from 40% to 54%) had heard or seen information about the Council through *Social media* in the last three months. This is also the most preferred source of Council information for residents (36%), representing an opportunity to further leverage this channel to strengthen Council communications and engagement.

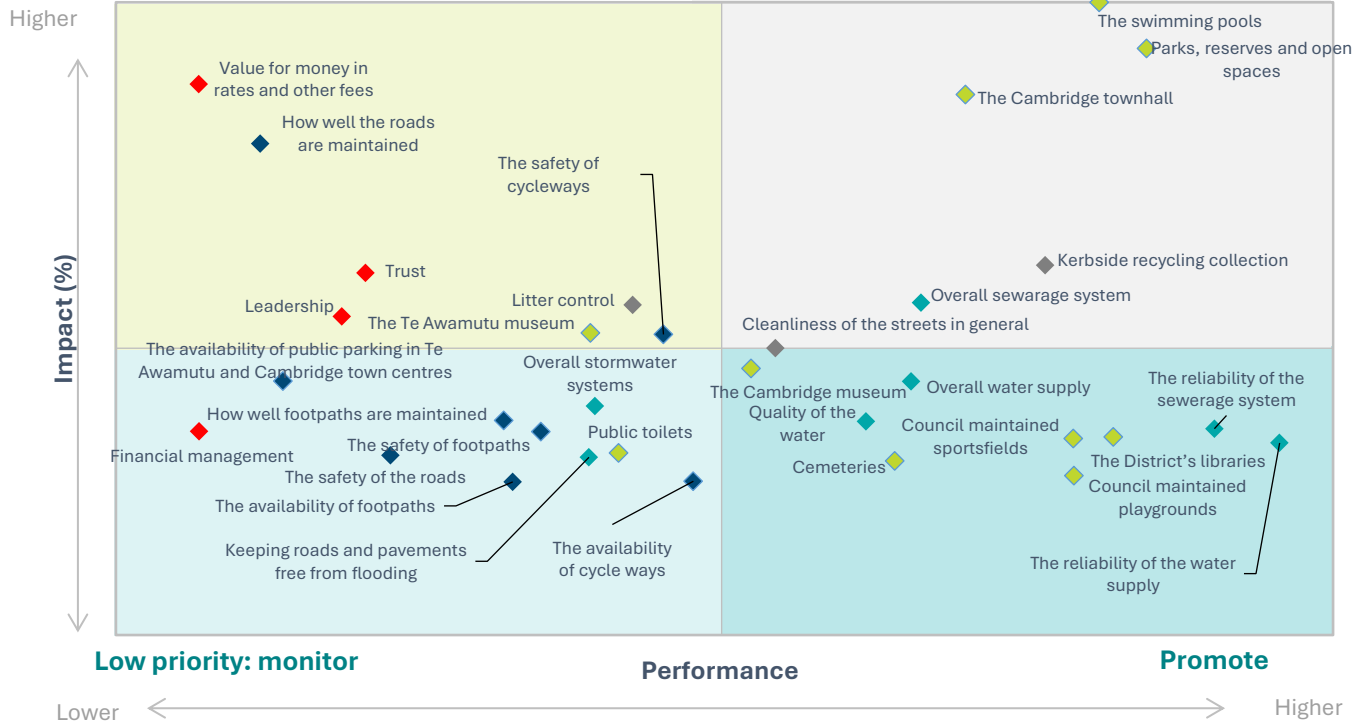
Executive Summary (Continued)

The figure below outlines those areas on which Council should focus on and/or promote:

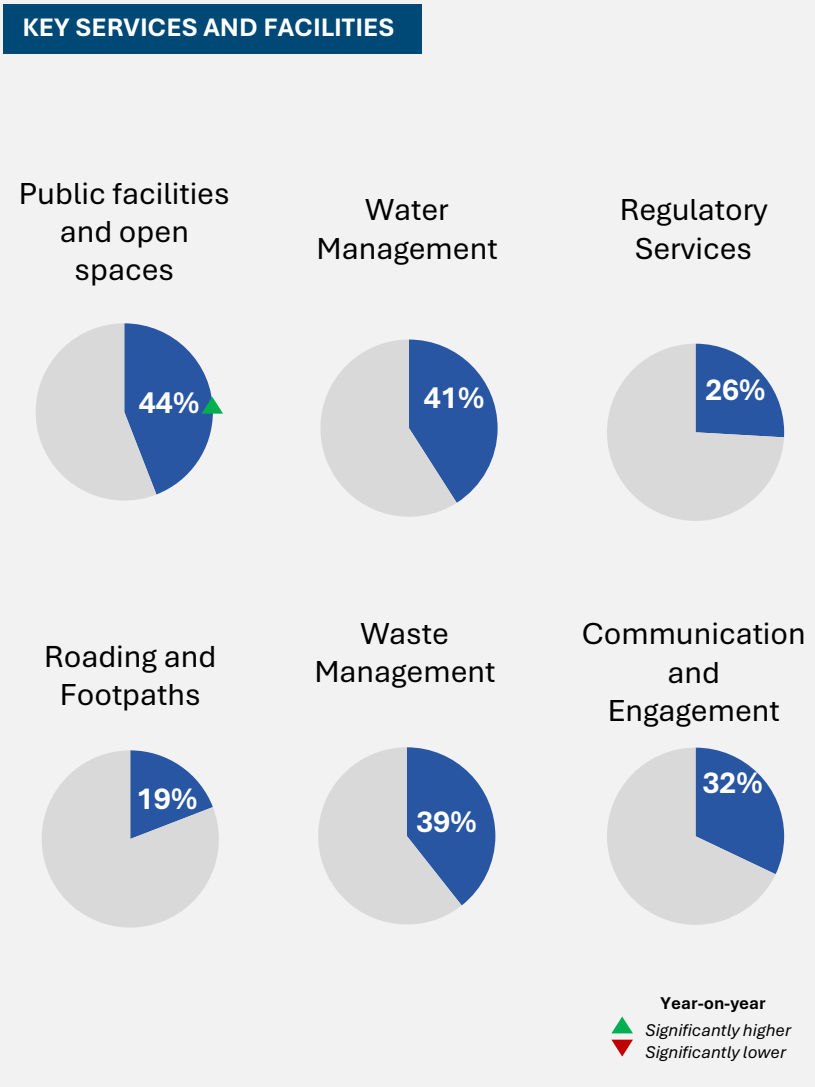
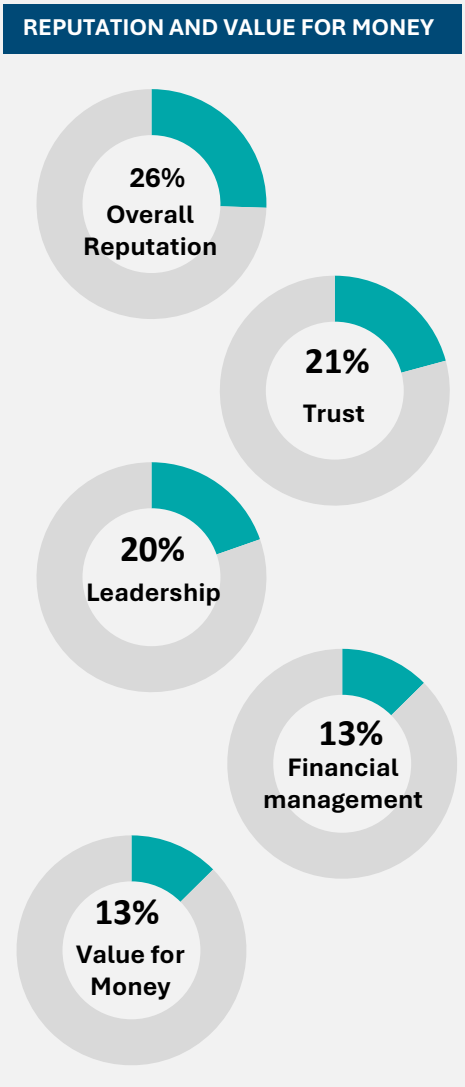
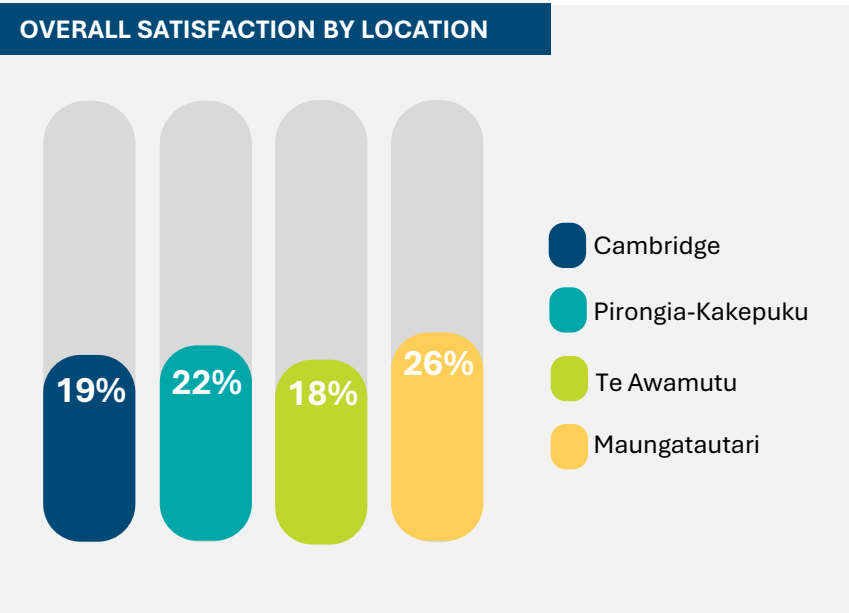
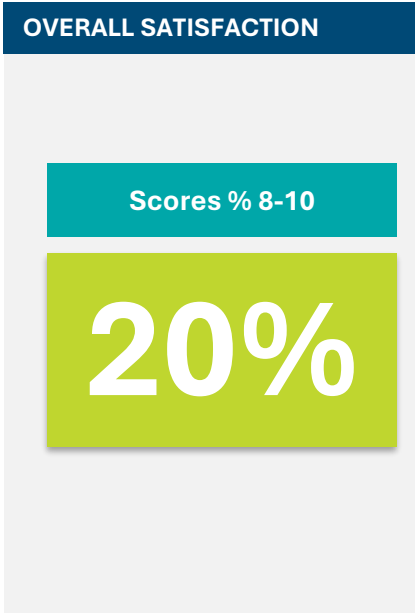
- ◆ Public facilities and open spaces
- ◆ Water management
- ◆ Waste management
- ◆ Reputation and value for money
- ◆ Roding Infrastructure

Priorities

Maintain



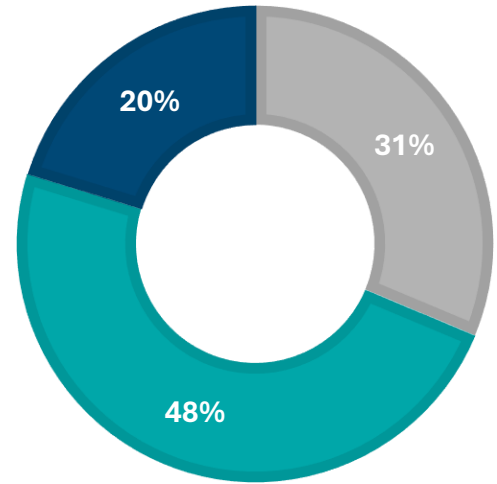
Summary of Key Performance



Overall Satisfaction with the Council

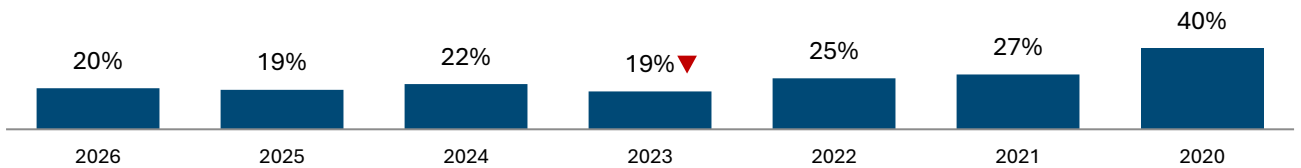
Overall Performance

- The satisfaction with *Overall performance* of the Council has remained consistent year-on-year with a slight 1% point increase.
- Satisfaction among Māori residents has significantly increased since the previous year improving from 10% to 27%.
- However, satisfaction remained very low among residents aged 18% to 29% (4%) and significantly lower than older age groups.

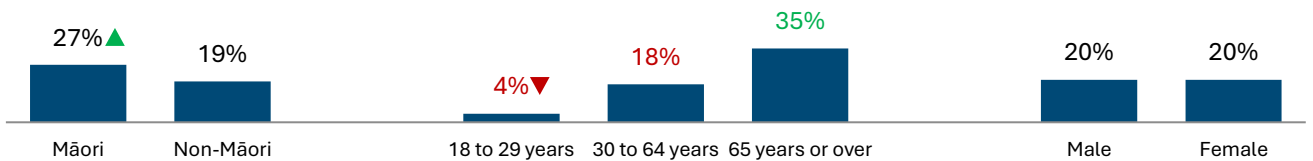


■ Dissatisfied (%1-4)
■ Neutral (%5-7)
■ Satisfied (%8-10)

% 8-10



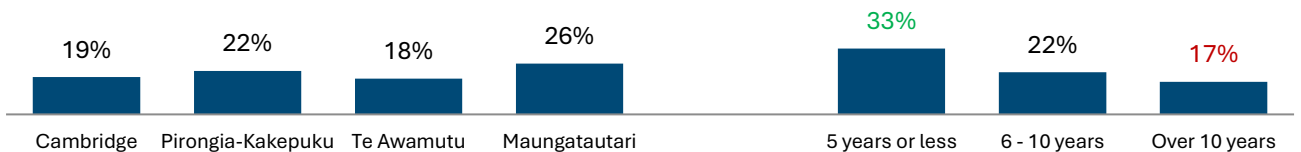
Overall



Ethnicity

Age

Gender



Location

Length of residency

NOTES:

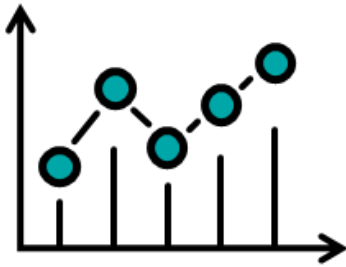
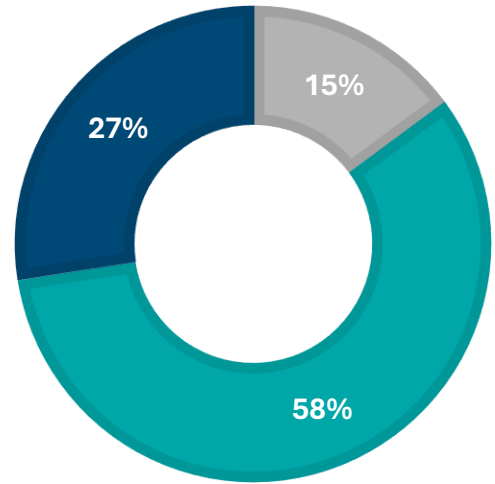
1. OVERP. And thinking about everything we have discussed about the Council; how it communicates and involves residents, the services and facilities it provides, its reputation and the value for money that you receive. How would you rate your overall satisfaction with the Council? n=391
2. *Caution: Small sample size (n<30). Results are indicative only.

Year-on-year
▲ Significantly higher
▼ Significantly lower

Between demographics
▲ Significantly higher
▼ Significantly lower

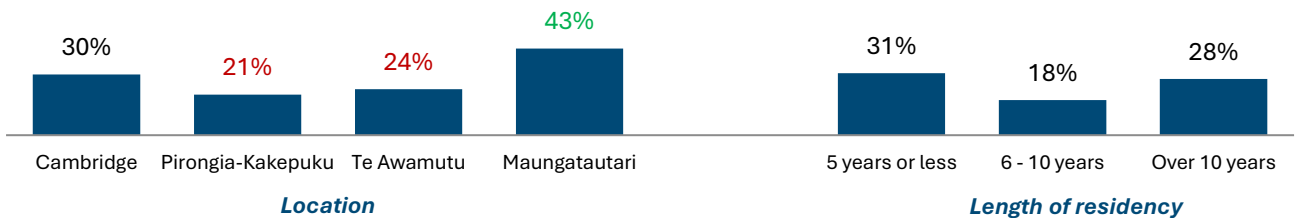
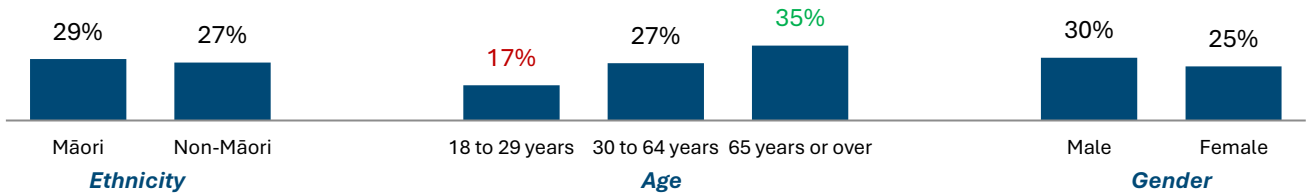
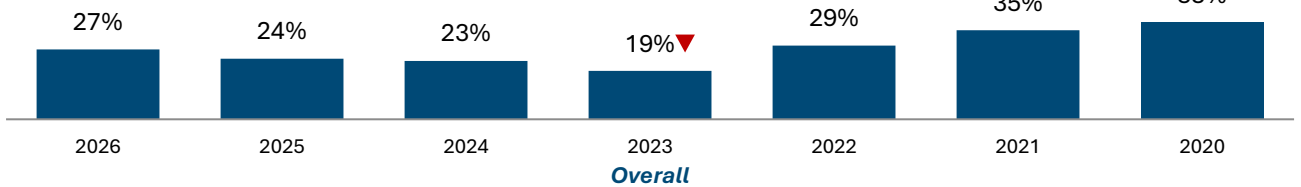
Overall Services, Facilities, and Infrastructure

- 27% of residents are satisfied with the *Overall services, facilities, and infrastructure*, marking the highest satisfaction recorded over the past 3 years.
- Residents in the Maungatautari ward (43%) are significantly more likely to be satisfied with the *Overall services, facilities, and infrastructure* than residents in Pirongia-Kakepuku (21%) and Te Awamutu (24%).



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

% 8-10



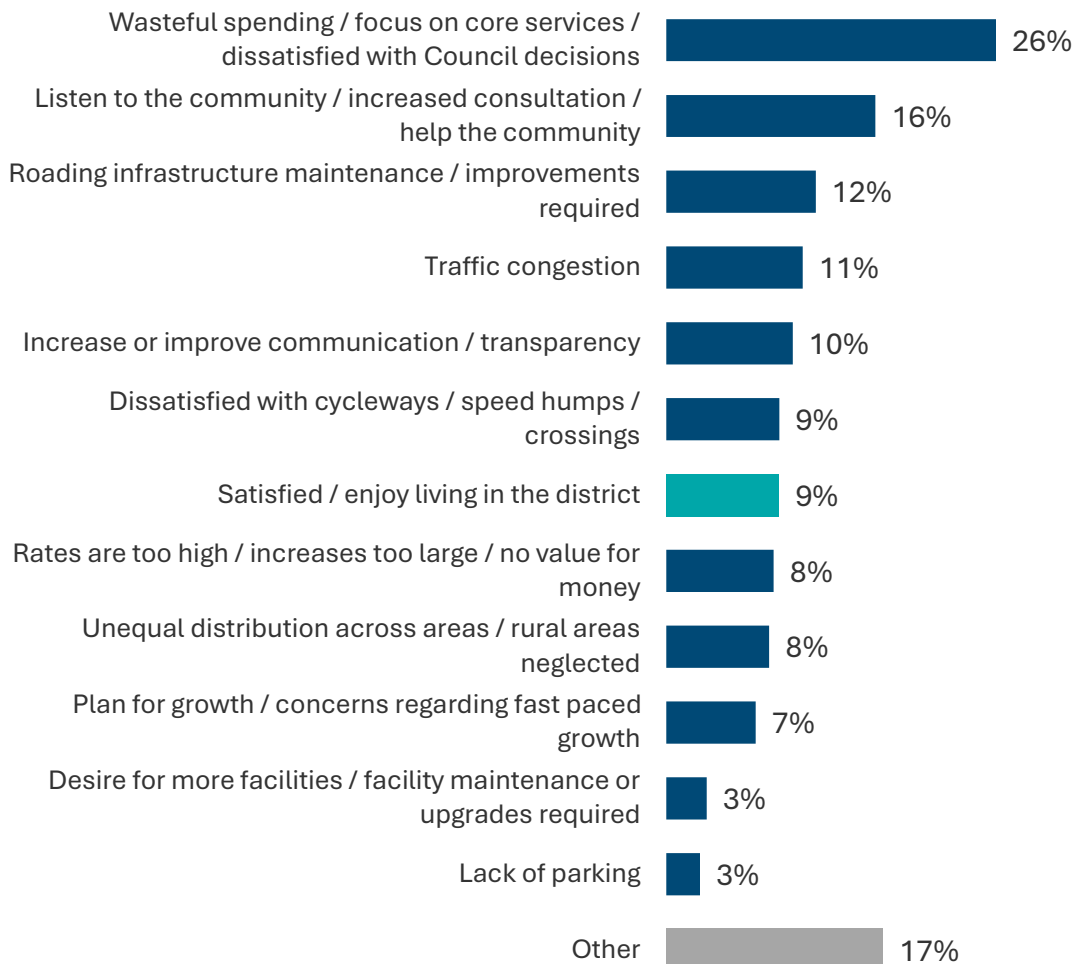
NOTES:

- 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=398
- Excludes don't know responses.

Year-on-year
▲ Significantly higher
▼ Significantly lower

Between demographics
▲ Significantly higher
▼ Significantly lower

General comments about Waipā District Council



- *You're doing great. Thank you.*
- *I am happy with the current councillors.*
- *Council stepped up marvellously in response to the disruption in Pirongia's water service.*
- *Overall I am happy to be a member of Waipā district.*
- *I think they're doing a great job with keeping our town clean and offering wonderful public places to visit, our town is growing and we need to keep up with that.*
- *There's probably always room for improvement and upgrades, but Waipa District Council is good enough.*
- *The town looks and feels inviting.*

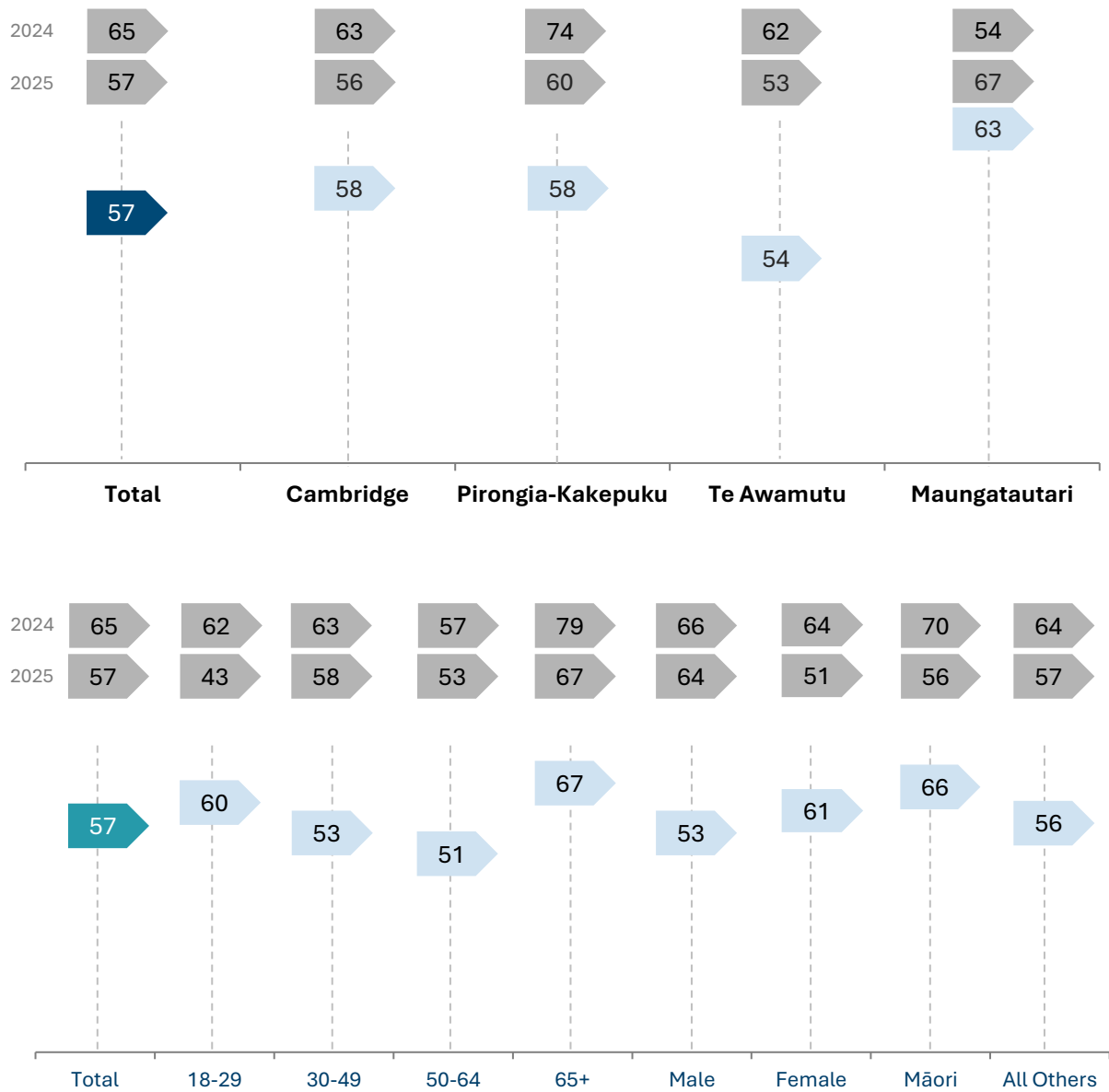
- *I think there needs to be a lot more audits on spending.*
- *Too much money is spent on nice to haves and not enough on have to haves, such as the cycle lanes aren't have to haves.*
- *Cambridge is growing too quickly for the infrastructure. Another bridge is needed.*
- *Council should pay more attention to the will of the ratepayers, especially when that will is expressed through submissions.*
- *More Māori representation is vital.*
- *Use Facebook more, petition and hui more often, and source locally from unconnected small businesses.*
- *Better roads, more business support.*
- *Get on with planning the third bridge.*

NOTES:

1. GEN. Are there any other comments that you would like to make about the Waipā District Council? n=146

Reputation profile

Reputation Benchmarks



- Council’s overall *Reputation benchmark* remained at +57 since the previous reporting period.
- Residents aged 65+ have consistently recorded the highest Reputation benchmark (+67) over recent studies and recorded a similarly high benchmark in 2026, while a significant increase was experienced for residents aged 18-43, from +43 in 2025 to +60 in 2026.

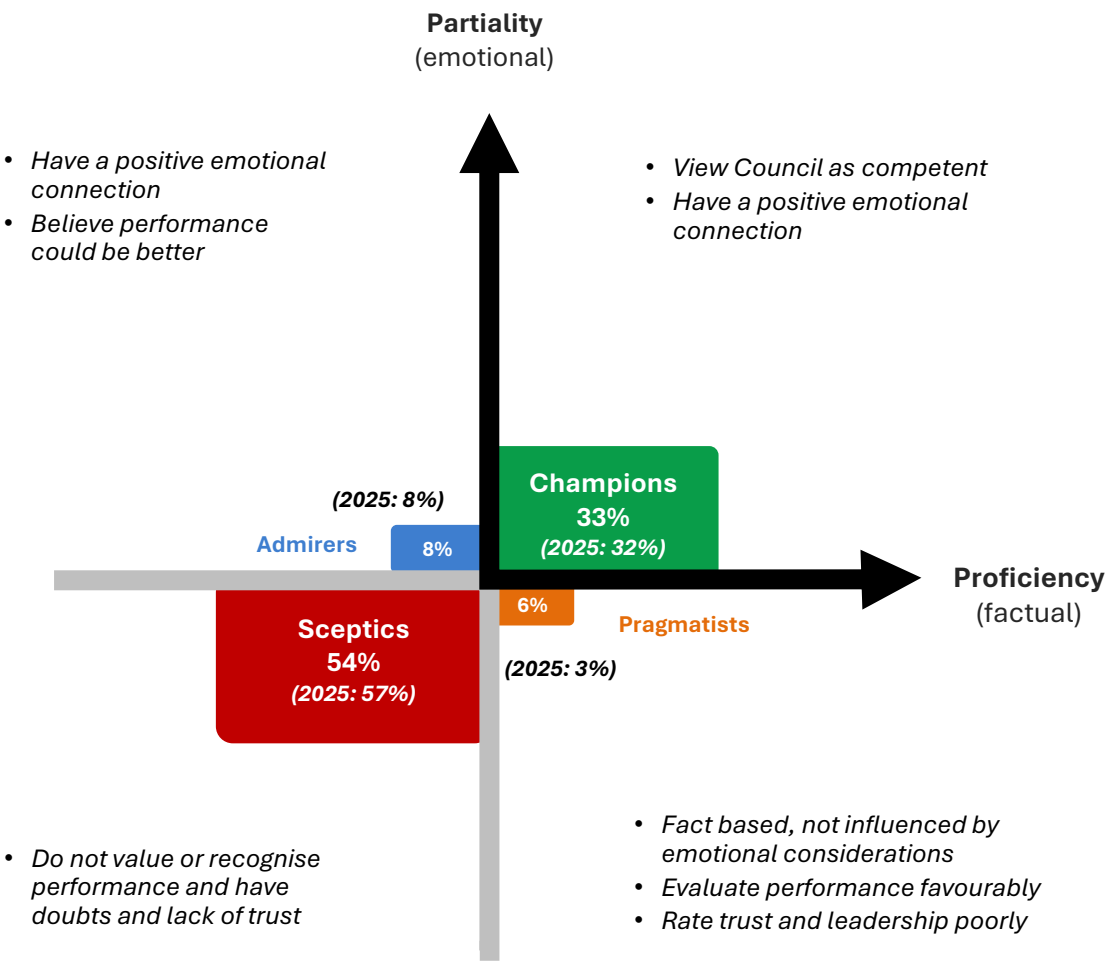
NOTES:

1. LS6 vision and leadership, TS6 trust, FM5 financial management, QL4 quality of deliverables, OVREP overall reputation
2. 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



- There has been a slight positive shift in resident sentiment since 2025, with the proportion of residents identified as ‘*Champions*’ increasing from 32% to 33%, while the proportion identified as ‘*Sceptics*’ has declined from 57% to 54%.
- Residents identified as ‘*Pragmatists*’ has also increased, rising from 3% in 2025 to 6% in 2026.
- Residents in Maungatautari are more likely to be identified as ‘*Champions*’ (44%) than those in other wards. In contrast, a majority of Te Awamutu residents are identified as *Sceptics* (58%).

NOTES:

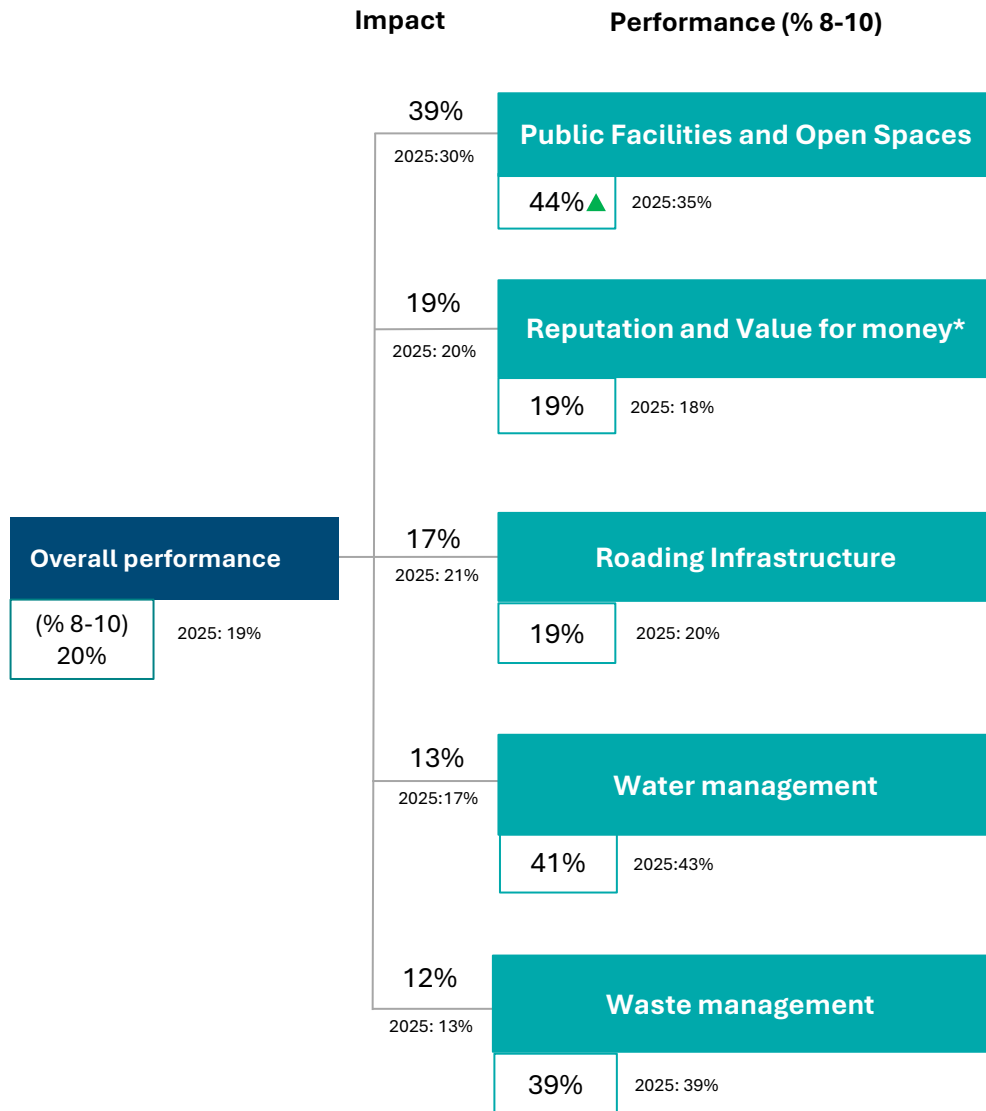
1. LS6. Vision and leadership.
2. TS6. Trust.
3. FM5. Financial management.
4. QL4. Quality of deliverables, OVREP overall reputation.
5. n=297

Drivers of Satisfaction

Priorities and Opportunities

Drivers of Perceptions of Waipā District Council's Performance

- Public facilities and open spaces continue to hold the greatest impact on the Council's *Overall performance* at a 30% impact score. This measure has significantly increased since the previous year (from 35% to 44%).



NOTES:

- Excludes 'Don't know' responses
- *These measures were grouped as they reflect overall resident sentiment about how well the Council is perceived to manage resources and maintain public trust.

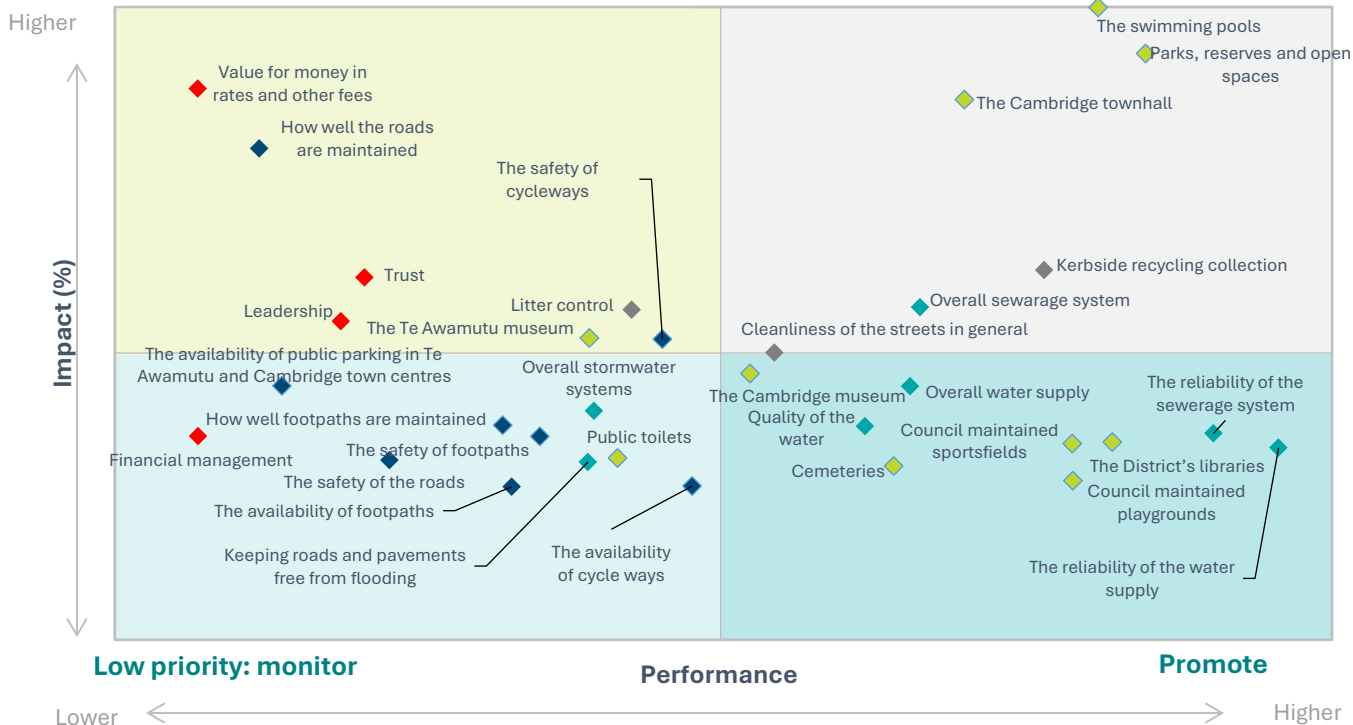
Year-on-year
▲ Significantly higher
▼ Significantly lower

Opportunities and Priorities. Overall measures

- ◆ Public facilities and open spaces
- ◆ Water management
- ◆ Waste management
- ◆ Reputation and value for money
- ◆ Roding Infrastructure

Priorities

Maintain



There are several aspects identified as key areas for improvement for Waipā District Council including:

- 1. Image and Reputation and Value for money**
 - Trust
 - Leadership
 - Value for money in rates and other fees
- 2. Roding Infrastructure**
 - How well the roads are maintained
 - Safety of cycleways
- 3. Others**
 - Te Awamutu Museum
 - Litter control

Overall, the results point to the importance of addressing infrastructure concerns while continuing efforts to improve public trust, Council reputation, and perceptions of value for money.

Lifestyle and Environment

Community Spirit and Pride in the District

- There has been a significant increase in residents' perception that the *Waipā District has a great sense of community spirit*, rising from 29% in 2025 to 36% in 2026. This change is likely driven by a significant increase in perceptions among residents aged 30–64 years, from 28% to 37%.
- The majority of residents are *Proud to live in the district* (54%), representing a similar result to 2025 (55%).

Waipā district has a great sense of community spirit

15%

48%

36%

Disagree (%1-4)

Indifferent (%5-7)

Agree (%8-10)

% 8-10

Māori	Non-Māori	18-29	30-64	65+	
46%	35%	21%	37%▲	44%	
	Cambridge	Pirongia-Kakepuku	Te Awamutu	Maungatautari	
	42%	33%	32%	29%	
2026	2025	2024	2023	2022	2021
36%▲	29%	30%	26%▼	34%	40%

Proud to live in the district

7%

39%

54%

Not proud (%1-4)

Neutral (%5-7)

Proud (%8-10)

% 8-10

Māori	Non-Māori	18-29	30-64	65+	
62%	53%	34%	55%	64%	
	Cambridge	Pirongia-Kakepuku	Te Awamutu	Maungatautari	
	56%	49%	53%	63%	
2026	2025	2024	2023	2022	2021
54%	55%	52%	53%	58%	64%

NOTES:

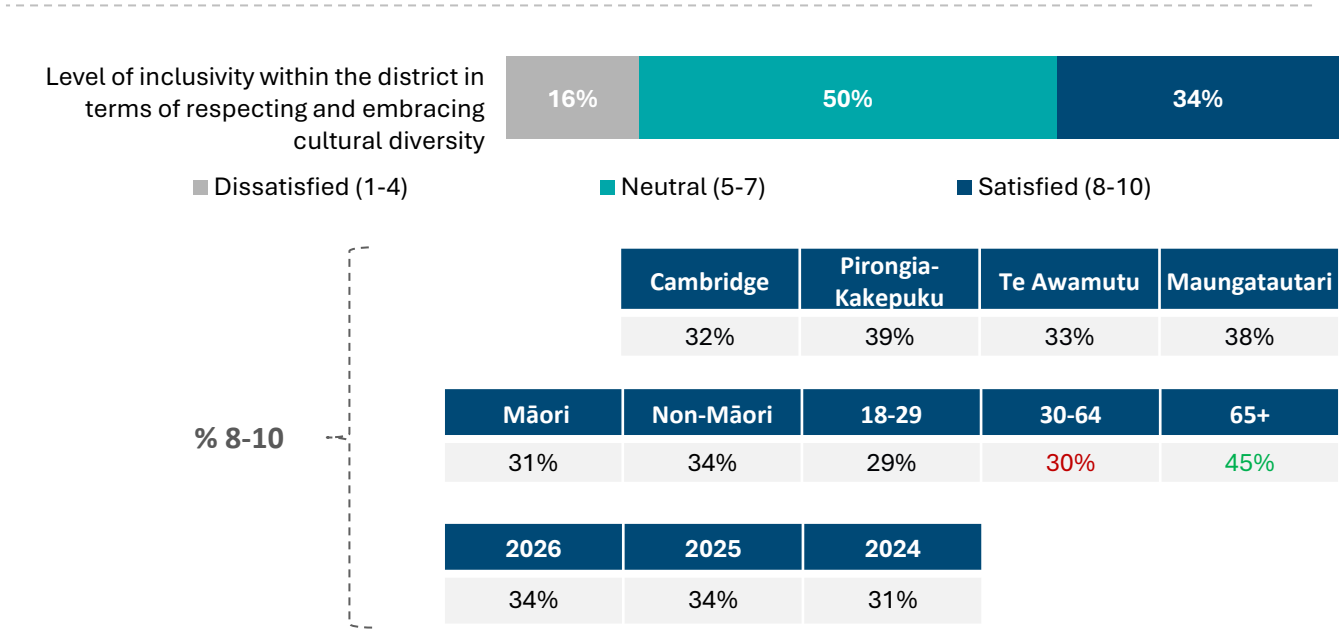
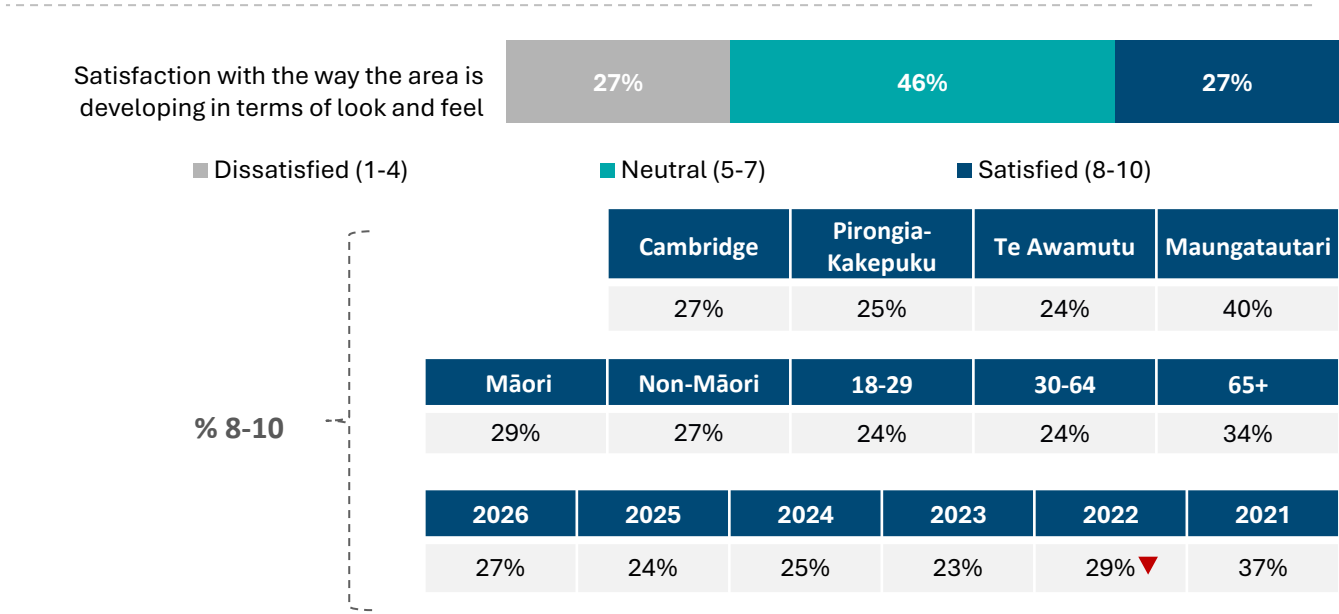
- LE1. Using the scale 1-10 where 1 means 'strongly disagree' and 10 means 'strongly agree', Waipā district has a great sense of community spirit (a sense of togetherness and good atmosphere among people)? n=392
- LE2. Thinking about the Waipā district, using a 1-10 scale where 1 means 'not at all proud' and 10 means 'very proud', how proud do you feel to say that you live in this district? n=410
- Excludes don't know responses.

Year-on-year
▲ Significantly higher
▼ Significantly lower

Between demographics
▲ Significantly higher
▼ Significantly lower

Look and Feel and Level of Inclusivity

- Just over a quarter of residents (27%) are satisfied with *The way the area is developing in terms of look and feel* across the Waipā district
- Satisfaction with the *Level of inclusivity within the district in terms of respecting and embracing cultural diversity* remained the same as the 2025 result (34%).



NOTES:

- 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=406
- LE6. Using a scale of 1 to 10, where 1 means 'very dissatisfied' and 10 means 'very satisfied,' how satisfied are you with the level of inclusivity within the district in terms of respecting and embracing cultural diversity? n=333
- Excludes don't know responses.

Year-on-year
 ▲ Significantly higher
 ▼ Significantly lower

Between demographics
 ▲ Significantly higher
 ▼ Significantly lower

Cultural Heritage and Diversity Acceptance in the District

- Just over one-third (34%) agree that *Culture and heritage are promoted in Waipā district*. This perception has significantly increased among Te Awamutu residents from 28% in 2025 to 41% in 2026.
- Nearly four in ten residents (38%) feel that the *Waipā district is accepting and welcoming to newcomers and is respectful towards cultural diversity*.

Culture and heritage are promoted in Waipā district

■ Not promoted (1-4)

■ Neither (5-7)

■ Promoted well (8-10)

% 8-10

20%		45%		34%	
■ Neither (5-7)		■ Promoted well (8-10)			
	Cambridge	Pirongia-Kakepuku	Te Awamutu	Maungatautari	
	30%	32%	41%▲	36%	
Māori	Non-Māori	18-29	30-64	65+	
32%	34%	31%	28%	50%	
2026	2025	2024	2023	2022	2021
34%	31%	33%	32%	37%	43%

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

■ Not welcoming or respectful (1-4)

■ Neither (5-7)

■ Very welcoming and respectful (8-10)

% 8-10

	Cambridge	Pirongia-Kakepuku	Te Awamutu	Maungatautari	
	35%	46%	37%	46%	
Māori	Non-Māori	18-29	30-64	65+	
33%	39%	27%	36%	50%	
2026	2025	2024	2023	2022	2021
38%	37%	35%	31%	36%	39%

NOTES:

- 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=384
- 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=308
- Excludes don't know responses.

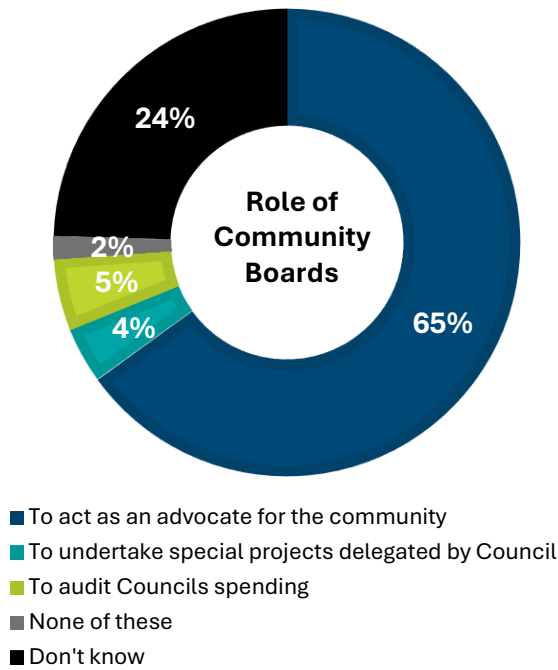
Year-on-year
▲ Significantly higher
▼ Significantly lower

Between demographics
▲ Significantly higher
▼ Significantly lower

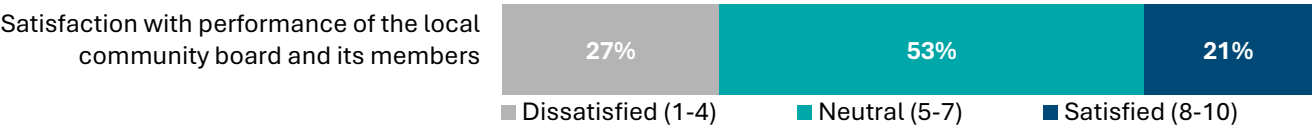
Awareness and participation

Community Boards: Recognition of Purpose and Satisfaction

- A majority of residents correctly identify the role of Community boards: *To act as an advocate for the community*, increasing from 51% in 2025 to 65% in 2026. This is the highest level of awareness recorded since 2018.
- Satisfaction with the *Performance of the local community board and its members* (21%) is consistent with the 2025 result (22%).



Role of Community Boards	2026	2025	2024	2023	2022	2021	2020	2019	2018
To act as an advocate for the community	65%▲	51%	53%	57%	53%	49%	59%	54%	59%
To audit Councils spending	5%	4%	5%▲	1%	3%	4%	4%	11%	10%
To undertake special projects delegated by Council	4%	5%	6%	6%	5%	4%	5%	9%	7%
None of these	2%▼	4%	4%	3%	3%	2%	1%	6%	2%
Don't know	25%▼	35%	31%	33%	35%	41%	31%	19%	22%



% 8-10		Cambridge	Pirongia-Kakepuku	Te Awamutu	Maungatautari*
		19%	22%	24%	11%
	Māori	Non- Māori	18-29	30-64	65+
	30%	19%	11%	17%	33%
		2026	2025	2024	2023
		21%	22%	19%	19%

NOTES:

1. AD4. The Waipā district has two community boards. Which of the following best describes the role of these community boards? n=411

2. AD5. Using the 1-10 scale, how satisfied are you with the performance of your Local Community Board and its members? n=290

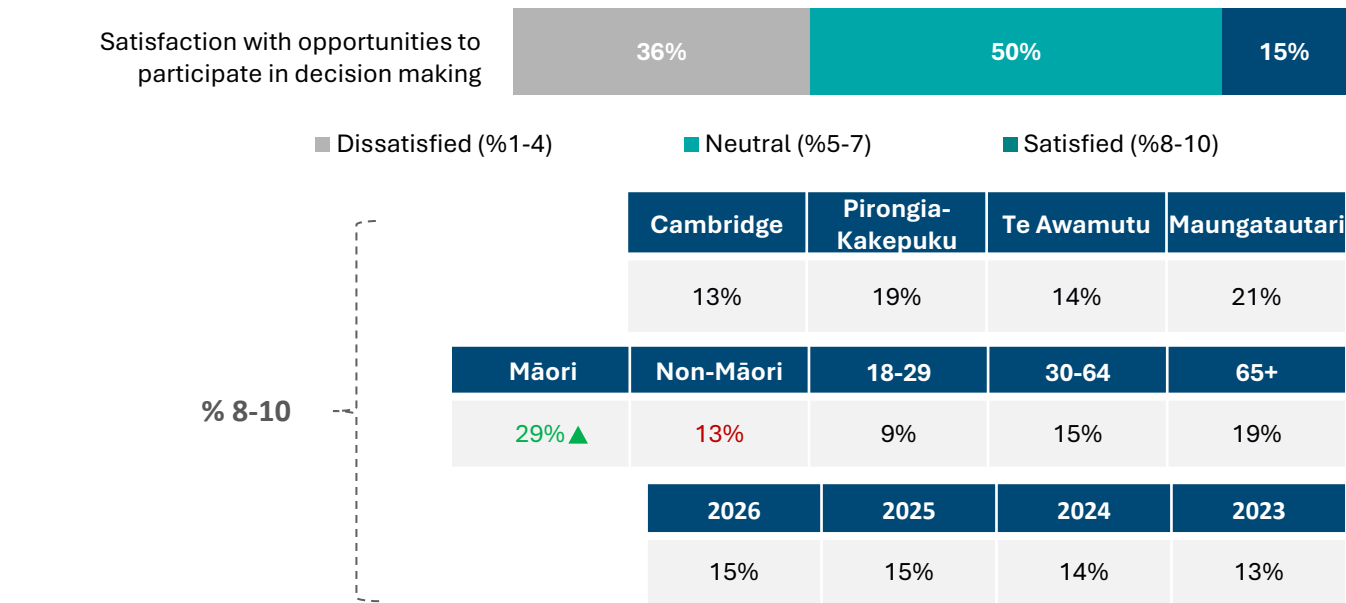
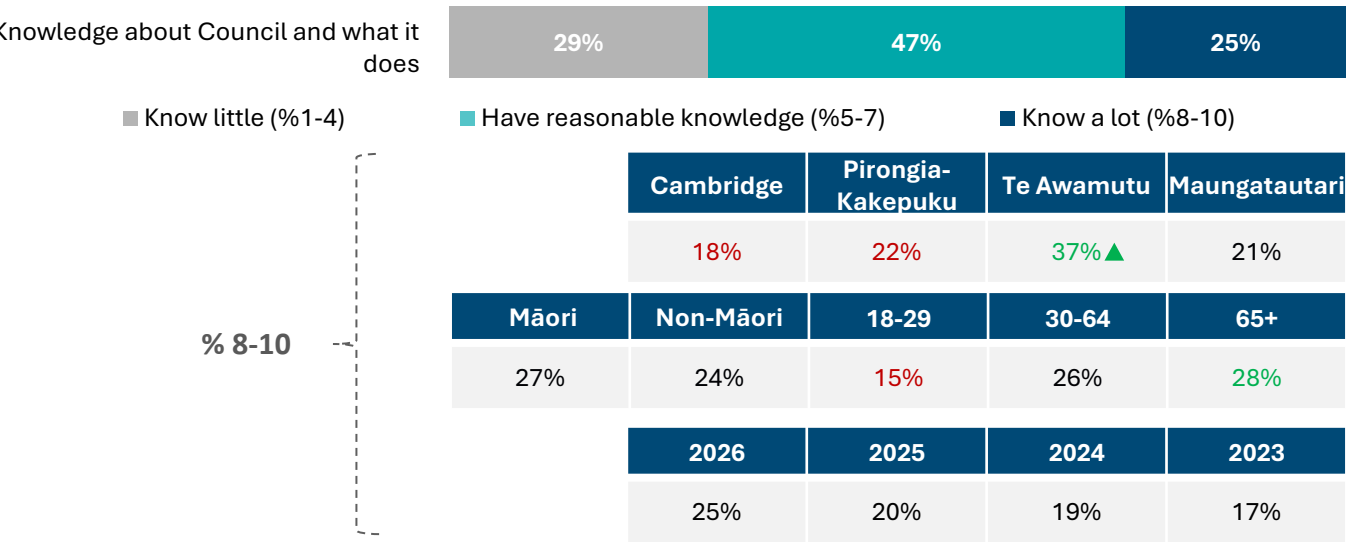
3. Excludes don't know responses.

Year-on-year
Significantly higher
Significantly lower

Between demographics
Significantly higher
Significantly lower

Knowledge About Council Activities and Opportunities to Engage

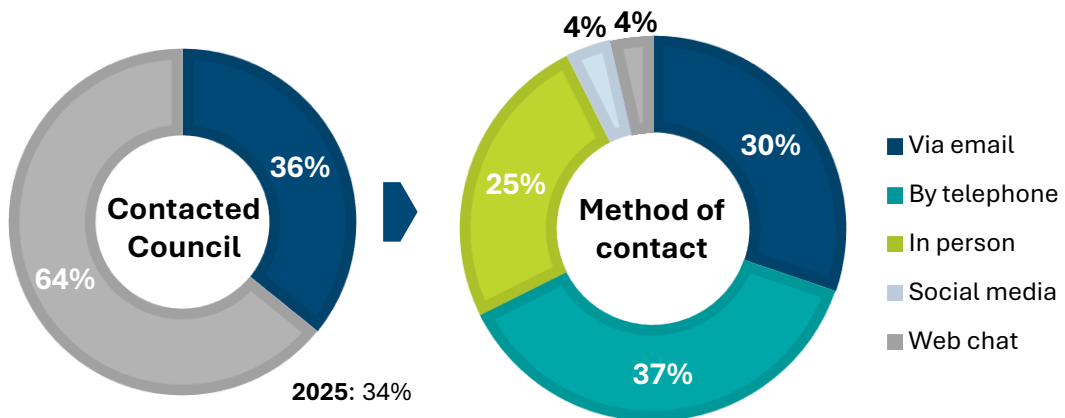
- One in four residents (25%) report having *Knowledge about the Council and what it does*, representing a 5% point increase from 20% in 2025.
- Reported *Knowledge about the Council and what it does* among residents in Te Awamutu has significantly increased by 23% points since 2025, improving from 14% to 37%.
- Satisfaction with *Opportunities to participate in decision making* has remained the same as the 2025 result (15%).



Interactions with the Council

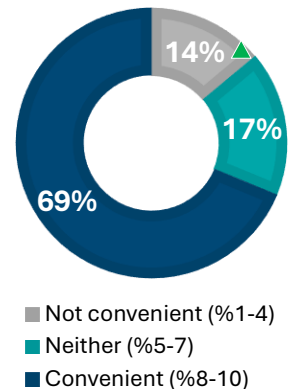
Contact with the Council

- Over one-third of residents (36%) have made an enquiry with the Waipā District Council within the last six months. Among those who made contact, telephone (37%) and email (30%) were the most commonly used channels.
- Satisfaction with the *Overall convenience of making an enquiry* has declined since 2025, falling from 78% to 69%. This decline appears to be driven by residents who contacted the Council via email, whose satisfaction with the *Convenience of making an enquiry* declined significantly from 79% to 54%.
- Similarly, satisfaction with *How enquiries were handled* has decreased from 52% in 2025 to 47% in 2026.

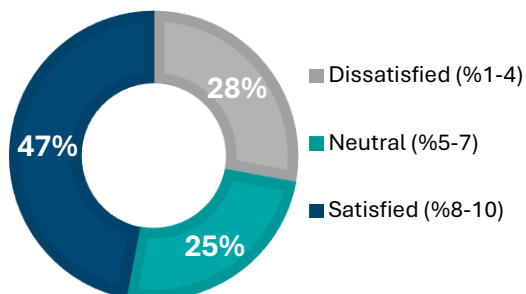


Convenience of making an enquiry (%8-10)

	2026	2025	2024	2023	2022
Total	69%	78%	71%▲	61%	64%
In person	81%	81%	58%	49%	71%
By telephone	69%	71%	76%▲	56%	55%
Via email	54%▼	79%	82%▲	71%	64%



Satisfaction with how enquiry was handled (%8-10)



Scores 8-10	2026	2025	2024	2023	2022
Total	47%	52%▲	41%	36%	45%
In person	65%	62%	45%	26%▼	50%
By telephone	44%	55%	46%	41%	43%
Via email	40%	49%	34%	38%	38%

NOTES:

- INT.1 Have you made an enquiry about something with the Waipā District Council within the last six months? n=407 Made enquiry n=148
- INT2. Which best describes how you contacted the Council about this matter? Was it... n=148
- 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? Made enquiry n=148
- 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=147
- Excludes don't know responses.

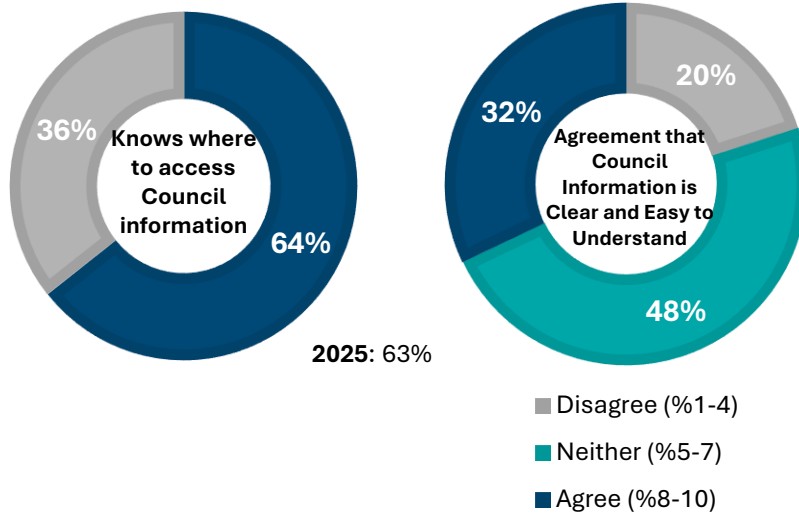
Year-on-year
▲ Significantly higher
▼ Significantly lower

Between demographics
▲ Significantly higher
▼ Significantly lower

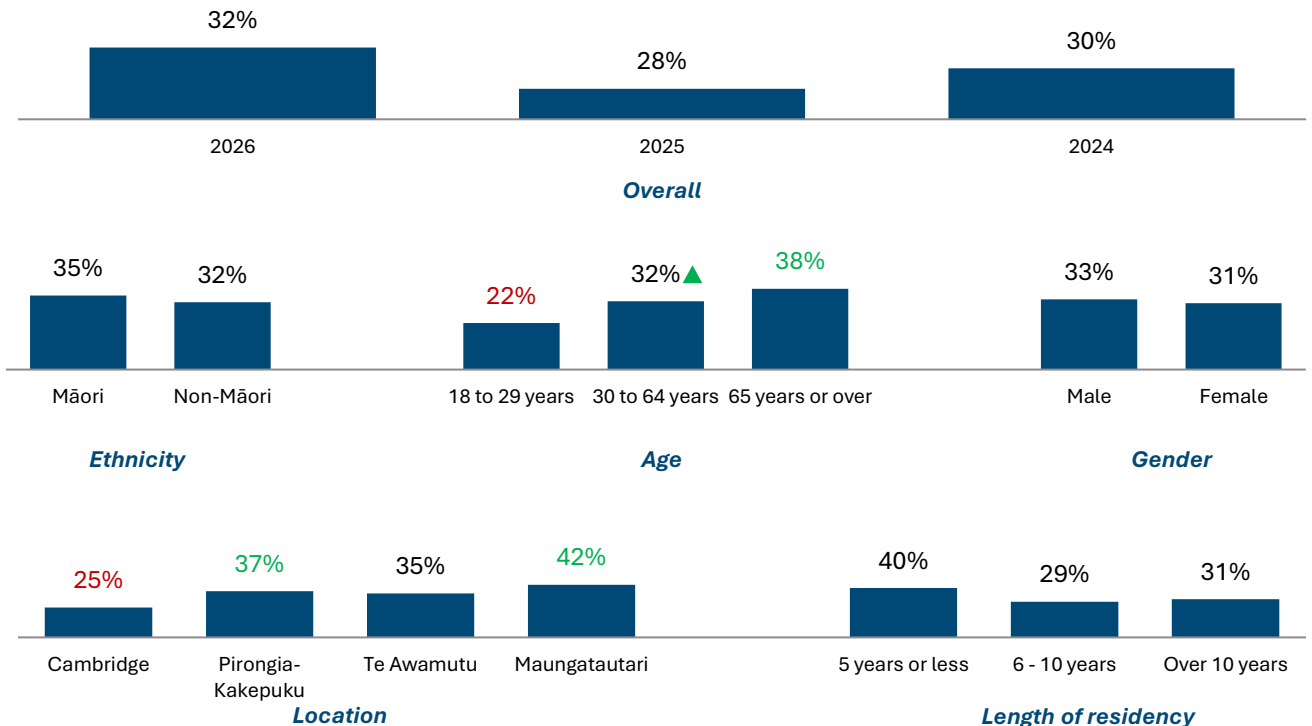
Communication and Engagement

Communication and Engagement

- Over six in ten residents (64%) *Know where to access Council information*, a very similar result to that recorded in 2025.
- 32% of residents agree that the *Information provided by the Council is clear and easy to understand*.



% 8-10

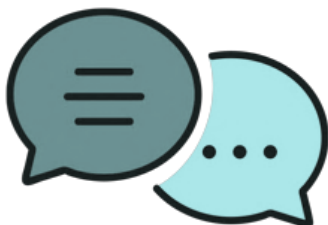


NOTES:

- COM1. Do you know where to find the latest information on council activities and services? n=411
- COM4. Using a scale of 1 to 10 where 1 means 'Strongly disagree' and 10 means 'Strongly agree', how much do you agree or disagree that information provided by the Council is clear and easy to understand? n=385
- Excludes don't know responses.

Communication and Engagement

- More than half of residents (54%) report hearing or seeing information about the Council through *Social media* in the last three months, reflecting a significant increase from 40% in 2025.
- Similarly, *Social media* is the preferred source of Council information for residents, with 36% identifying it as their preferred channel for staying informed.



Main Way of Hearing or Seeing Council

	2026	2025	2024
Social media	54%▲	40%	37%
Articles in newspaper	47%	52%	54%
Newsletters	31%	30%	35%
In the mail/online with rates notice	31%	29%	29%
Council's website	30%	26%	26%
Word of mouth	30%	26%	23%
Antenno app	28%	23%	21%
Advert in the newspaper	21%	21%	22%
Interaction with Council staff	10%	11%	9%
Face-to-face	10%	10%	10%
Personalised letters	9%	9%▼	14%
Billboards	9%	6%	6%
On the radio	6%	5%	5%
Articles on television news	4%	5%	4%
Via local Councillors	3%	3%▲	1%
Other	1%	1%	1%
Don't know	1%	2%	1%
None of these	4%▼	7%	6%

Preferred Way to Keep Up to Date

	2026	2025	2024
Social media	36%	32%	31%
Antenno app	31%	26%	22%
Council email newsletters	29%	28%	30%
Newspapers	26%	30%	30%
In the mail/online with rates notice	26%	29%	28%
Council's website	25%	25%	26%
Face-to-face	9%	8%	6%
Consultation documents for Council plans	8%	9%	8%
Personalised letters from the Council	6%	8%	7%
Website alerts	6%	5%	6%
Radio	4%	3%	5%
Personal contact	2%	2%	2%
Via local Councillor	2%	2%	2%
Other	1%	1%	1%
Don't know	1%	3%	2%
None of these	1%	2%	1%

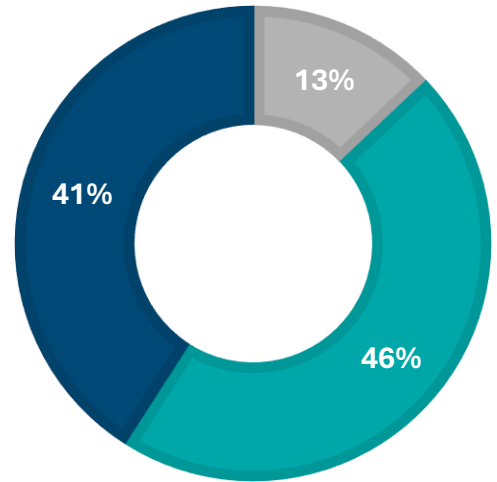
NOTES:

- COM2. In the last 3 months, where have you seen or heard about Waipā District Council? n=411
- COM3. What would be your preferred way to keep up to date with what Waipā District Council is doing? n=411

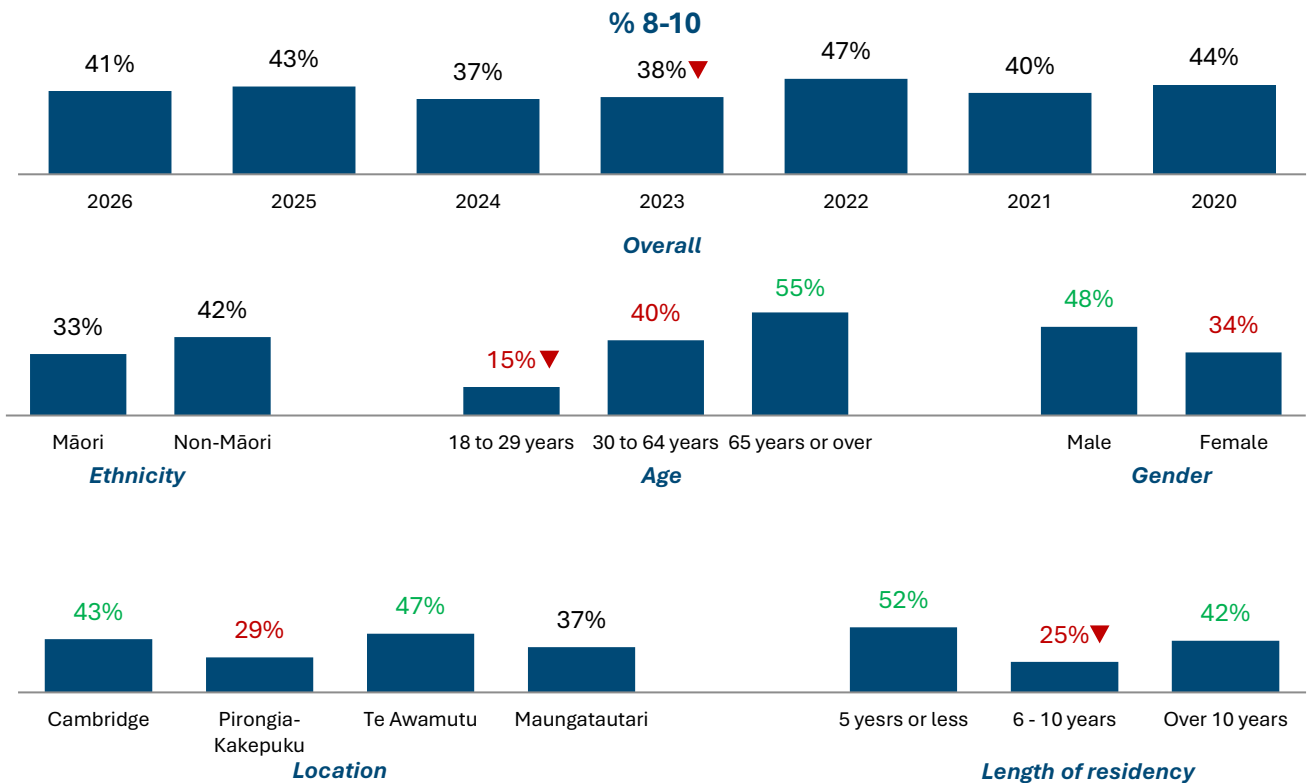
Water management: water supply, sewage and stormwater

Overall Water Management

- While satisfaction with the *Overall water management* (41%) has remained relatively consistent since 2025 (43%), satisfaction among residents aged 18 to 29 years has significantly declined, from 32% to 15% over the same period.



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



NOTES:

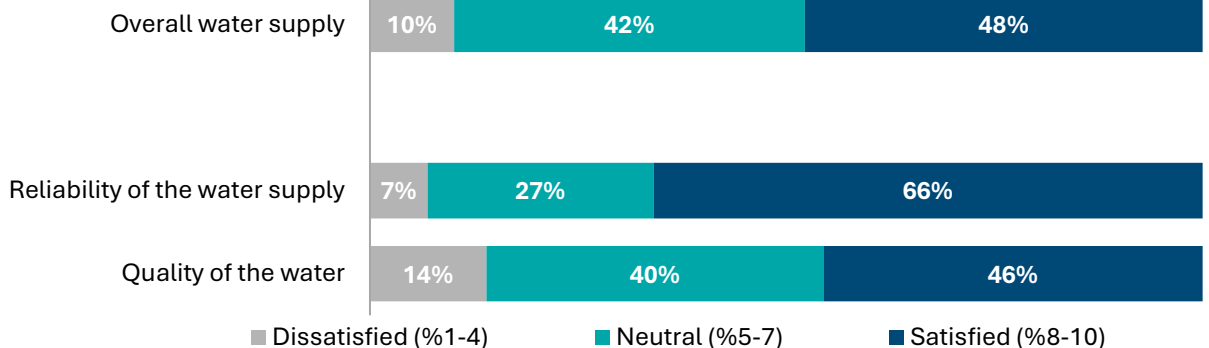
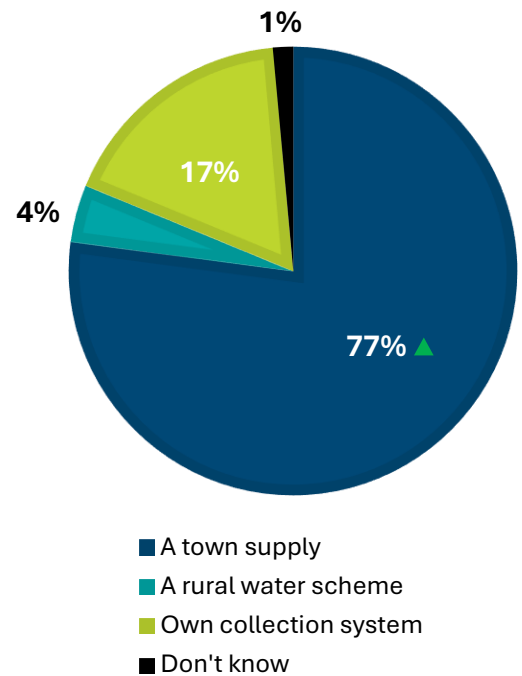
- TW5. And OVERALL, when you think about the supply of water, the management and disposal stormwater and disposal of waste water, how would you rate your satisfaction with Council overall for its MANAGEMENT OF WATER in the district n=370
- Excludes don't know responses.

Year-on-year
▲ Significantly higher
▼ Significantly lower

Between demographics
▲ Significantly higher
▼ Significantly lower

Water Management: Water Supply

- Most households are connected to the *Town supply* (77%), a significant increase since 2025 (71%).
- Of those connected to the town water supply, nearly one-half (48%) are satisfied with the *Overall water supply*.
- Of all water supply measures, *Reliability of the water supply* continues to receive the highest satisfaction rating, at 66%.



Scores %8-10	Town supply	Rural supply*	2026	2025	2024	2023	2022
Overall water supply	48%	42%	48%	51%	52%	52%	56%
The reliability of the water supply	67%	41%	66%	69%	68%	66%	66%
Quality of the water	46%	44%	46%	43%	49%	49%	52%

Scores %8-10	Cambridge	Pirongia-Kakepuku	Te Awamutu	Maungatautari*
Overall water supply	48%	46%	49%	42%
The reliability of the water supply	70%	57%	66%	48%
Quality of the water	44%	47%	48%	39%

NOTES:

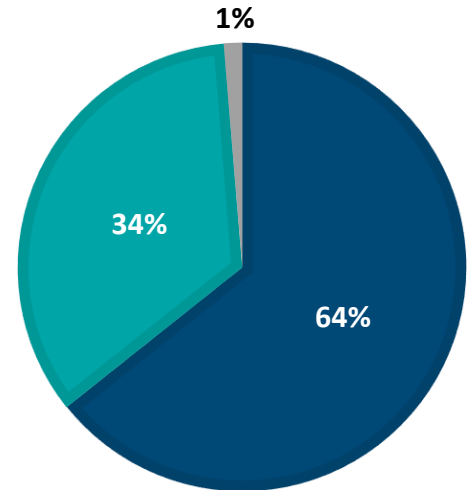
- TW1. Which of the following best describes your water supply connection? n=411
- TW2. On the scale of 1- 10, how would you rate your satisfaction with...
 - Overall water supply n=324
 - The reliability of the water supply n=327
 - Quality of the water n=327
- Excludes don't know responses.
- *Caution small sample size (n<30) results are indicative only.

Year-on-year
▲ Significantly higher
▼ Significantly lower

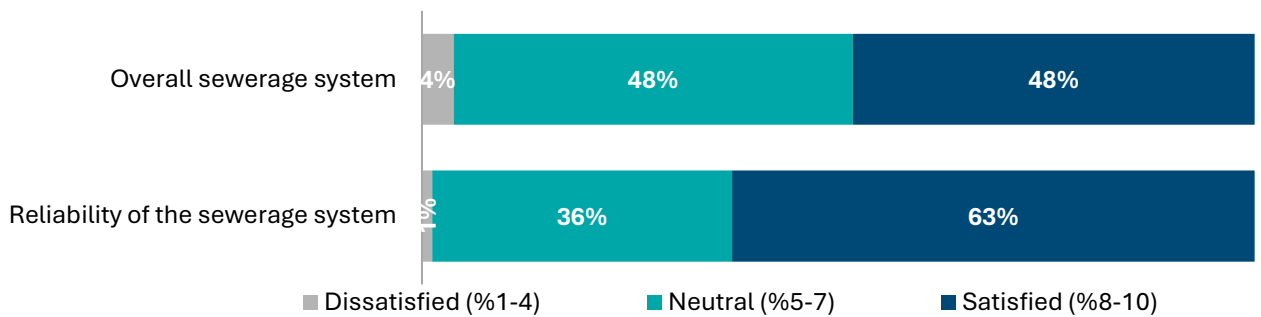
Between demographics
▲ Significantly higher
▼ Significantly lower

Water Management: Sewerage System

- Nearly half of residents (48%) connected to the district's sewerage system are satisfied with the *Overall sewerage system*.
- Satisfaction is significantly lower among Pirongia-Kakepuku residents (6%) compared with those living in Cambridge (52%) and Te Awamutu (61%).



■ Town sewerage system
■ Own septic tank
■ Other



Scores %8-10	2026	2025	2024	2023	2022
Overall sewerage system	48%	51%	50%	63%	72%
The reliability of the sewerage system	63%	63%	66%	64%	74%

Scores %8-10	Cambridge	Pirongia-Kakepuku	Te Awamutu	Maungatautari*
Overall sewerage system	52%	6%	61%	46%
The reliability of the sewerage system	64%	15%*	62%	100%

NOTES:

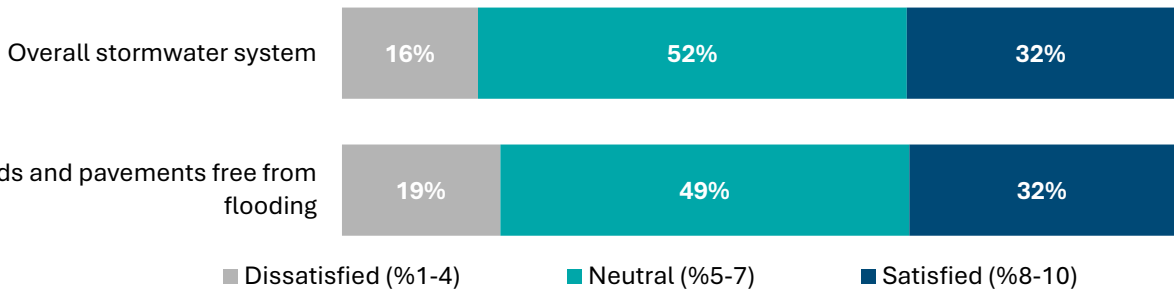
- TW6. Which of the following best describes the sewerage system you use? n=411
- TW3. Thinking about the Council's management of its sewerage (wastewater) system, on the scale of 1- 10, how would you rate your satisfaction with...
 - Overall sewerage system n=316
 - The reliability of the sewerage system n=249
- Excludes don't know responses.
- *Caution small sample size (n<30) results are indicative only.

Year-on-year
▲ Significantly higher
▼ Significantly lower

Between demographics
▲ Significantly higher
▼ Significantly lower

Water Management: Stormwater System

- The same proportions of residents are satisfied with the *Overall stormwater system* (32%) and *Keeping roads and pavements free from flooding* (32%).
- Satisfaction with the *Overall stormwater system* is significantly higher among Cambridge residents (38%) than among those in Te Awamutu (25%).



Scores %8-10	2026	2025	2024	2023	2022
Overall stormwater system	32%	33%	28%	30% ▼	37%
Keeping roads and pavements free from flooding	32%	31%	28%	30%	36%

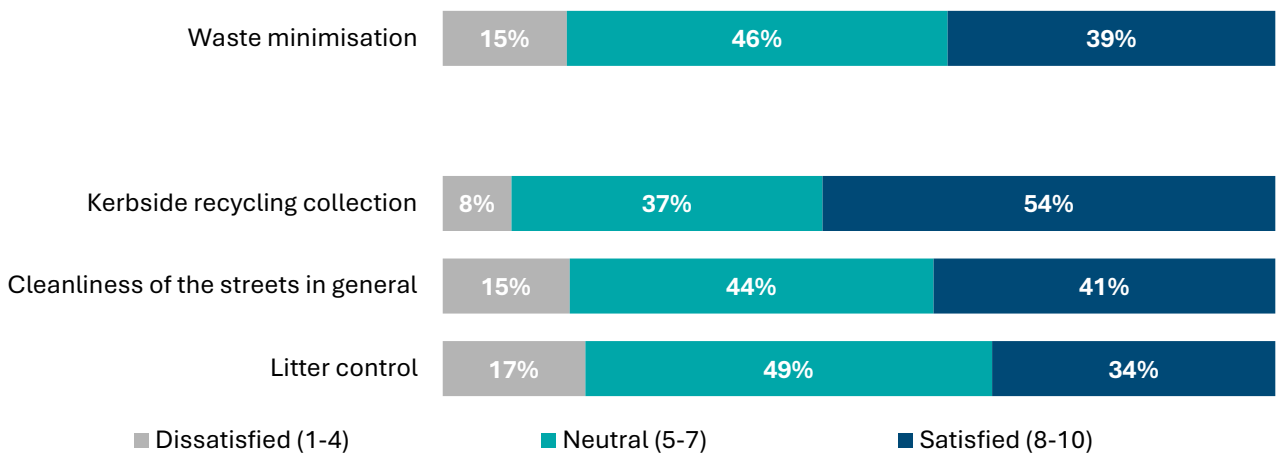
Scores %8-10	Cambridge	Pirongia-Kakepuku	Te Awamutu	Maungatautari
Overall stormwater system	38%	28%	25%	41%
Keeping roads and pavements free from flooding	35%	27%	29%	35%

NOTES:
1. TW4. On the scale of 1- 10, how would you rate your satisfaction with the stormwater system in terms of...
a. Overall stormwater system n=387
b. Keeping roads and pavements free from flooding n=401
2. Excludes don't know responses.

Waste Management and Waste Minimisation

Satisfaction with Waste Management and Waste Minimisation

- Overall satisfaction with *Waste minimisation* remains consistent at 39%, with no significant changes recorded overall across related measures compared with the previous year.
- Cambridge residents are more likely to be satisfied with waste minimisation and its related measures than residents in other wards.



% 8-10	2026	2025	2024	2023	2022	2021
Waste minimisation	39%	39%	33%	27% ▼	41% ▼	49%
Kerbside recycling collection	54%	54%	49% ▲	35% ▼	60% ▼	69%
Cleanliness of the streets in general	41%	40%	41%	37% ▼	50% ▼	62%
Litter control	34%	34%	32% ▲	26% ▼	39% ▼	48%

% 8-10	Cambridge	Pirongia-Kakepuku	Te Awamutu	Maungatautari
Waste minimisation	44%	42%	31%	43%
Kerbside recycling collection	60%	49%	54%	44%
Cleanliness of the streets in general	48%	35%	34% ▲	49%
Litter control	37%	31%	32%	32%

NOTES:

- WM2. Everything considered, how satisfied are you with the WASTE MINIMISATION within Waipā district? n=377
- WM1. How satisfied are you with each of the following?
 - Kerbside recycling collection n=406
 - Litter control n=396
 - Cleanliness of streets in general n=407
- Excludes don't know responses.

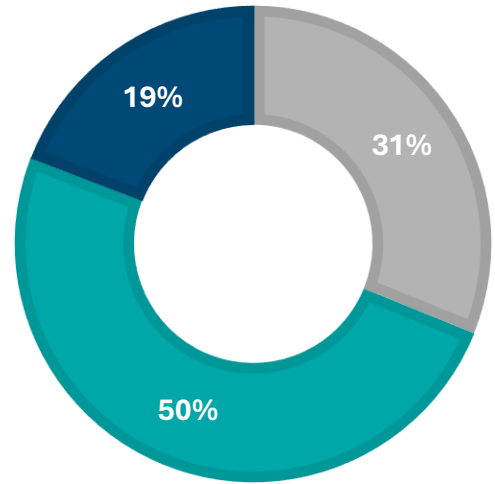
Year-on-year
▲ Significantly higher
▼ Significantly lower

Between demographics
▲ Significantly higher
▼ Significantly lower

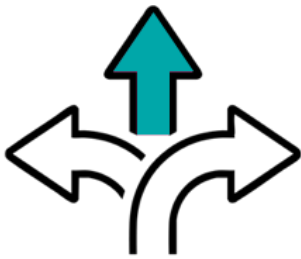
Roads, footpaths and cycle ways

Overall Roads and Footpaths

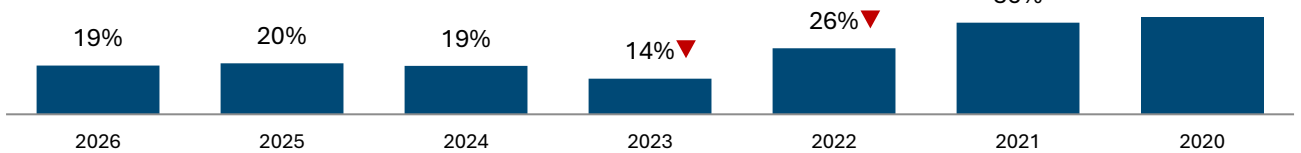
- There is a slight 1% point decline in satisfaction with *Overall roads and footpaths* since the previous waves, declining from 20% to 19%.
- Respondents from Te Awamutu were significantly more dissatisfied year on year, with their satisfaction rating decreasing from 20% in 2025 to 10% 2026.



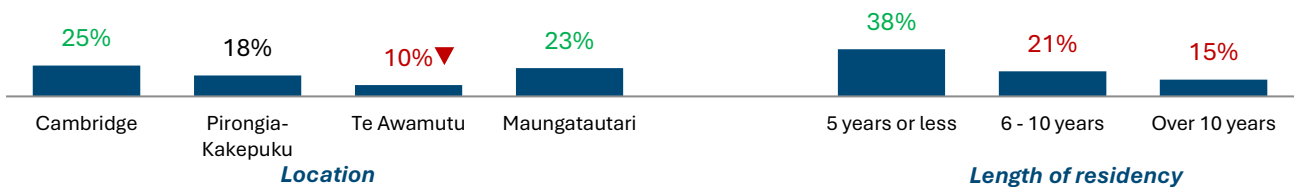
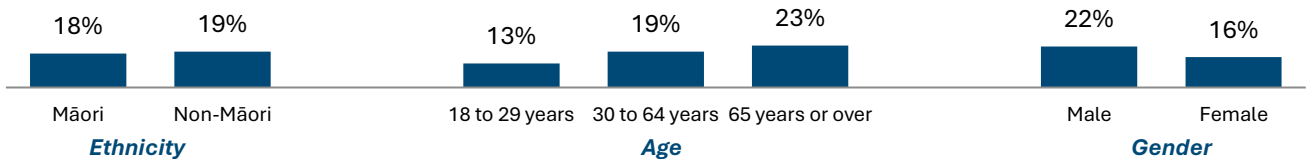
■ Dissatisfied (%1-4)
■ Neutral (%5-7)
■ Satisfied (%8-10)



% 8-10



Overall



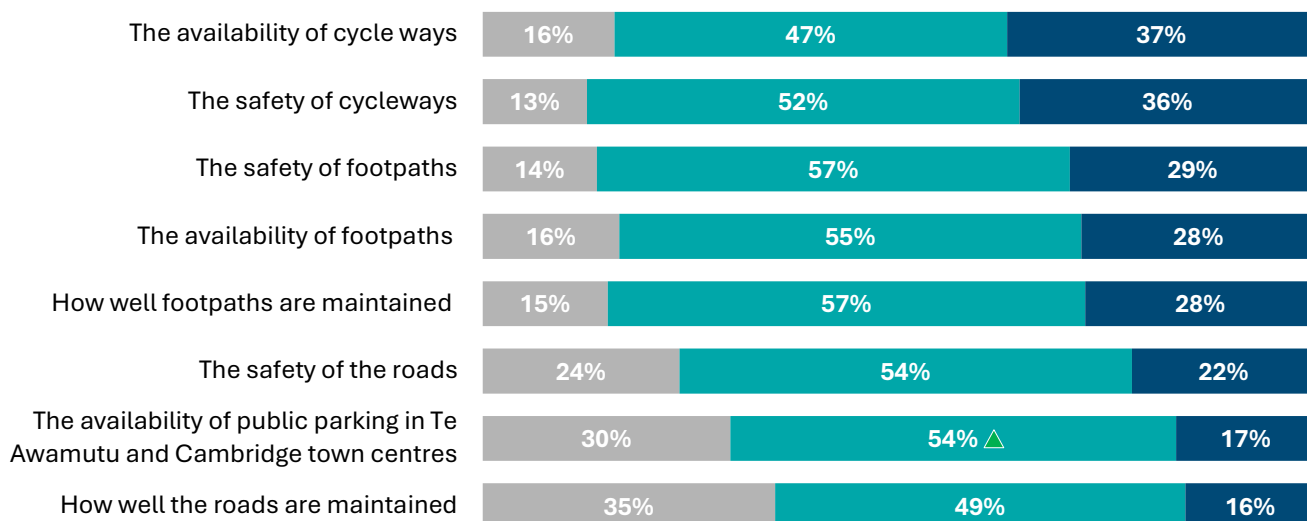
NOTES:

- RF2. OVERALL how satisfied are you with the ROADS AND FOOTPATHS around the district? n=410
- Excludes don't know responses.

Year-on-year
▲ Significantly higher
▼ Significantly lower

Between demographics
▲ Significantly higher
▼ Significantly lower

Measures Related to Roads, Footpaths and Cycleways



■ Dissatisfied (1-4)

■ Neutral (5-7)

■ Satisfied (8-10)

% 8-10	2026	2025	2024	2023	2022	2021	2020
The availability of cycleways	37%	35%	34%	33%	39%	45%	43%
The safety of cycleways	36%	35%	33%	30%	36% ▼	48%	-
The safety of footpaths	29%	32% ▲	26%	25% ▼	34% ▼	42%	-
The availability of footpaths	28%	32%	27%	23% ▼	35% ▼	42%	45%
How well footpaths are maintained	28%	29%	24%	20% ▼	32% ▼	36% ▼	45%
The safety of the roads	22%	20%	22% ▲	16% ▼	28% ▼	34%	49%
The availability of public parking in Te Awamutu and Cambridge town centres	17%	19%	23%	19% ▼	25%	21%	-
How well the roads are maintained	16%	17%	14%	14% ▼	25% ▼	30%	35%

% 8-10	Cambridge	Pirongia-Kakepuku	Te Awamutu	Maungatautari
The availability of cycleways	48%	23%	22%	60%
The safety of cycleways	46%	29%	22%	40%
The safety of footpaths	36%	26%	21%	41%
The availability of footpaths	33%	23%	24%	30%
How well footpaths are maintained	32%	21%	21%	45%
The safety of the roads	29%	20%	11%	31%
The availability of public parking in Te Awamutu and Cambridge town centres	18%	24%	9% ▼	20%
How well the roads are maintained	25%	6% ▼	9%	21%

NOTES:

- 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... How well the roads are maintained n=411, The safety of the roads n=408, The availability of footpaths n=405, How well footpaths are maintained n=404, The availability of cycleways n=361, The safety of footpaths n=398, The safety of cycleways n=338, The availability of public parking in Te Awamutu and Cambridge town centres n=407
- Excludes don't know responses.

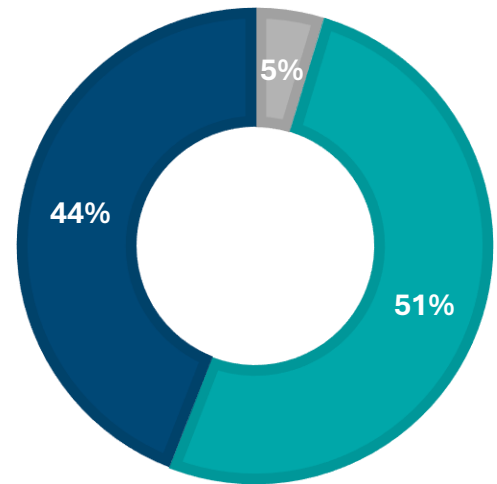
▲ Significantly higher
▼ Significantly lower

▲ Significantly higher
▼ Significantly lower

Public Facilities and Services

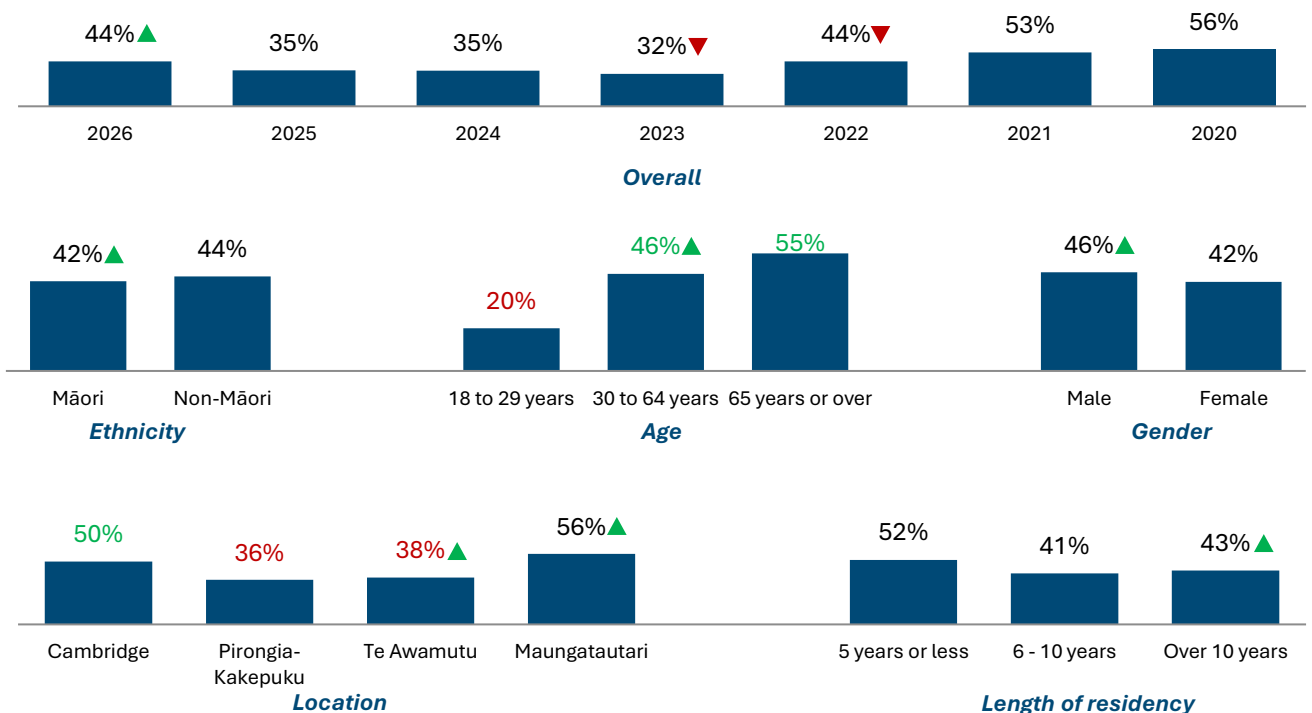
Overall Public Facilities and Open Spaces

- Satisfaction with *Overall public facilities and open spaces* has significantly improved since 2025, increasing from 35% to 44%.
- This increase is reflected across several key groups, including residents aged 30–64 years (from 36% to 55%), male residents (from 36% to 46%), residents of Te Awamutu (from 25% to 38%) and Maungatautari (from 27% to 56%), as well as those who have lived in the district for more than 10 years (from 33% to 43%).



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

% 8-10



NOTES:

1. 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=399
2. Excludes don't know responses.

Year-on-year
▲ Significantly higher
▼ Significantly lower

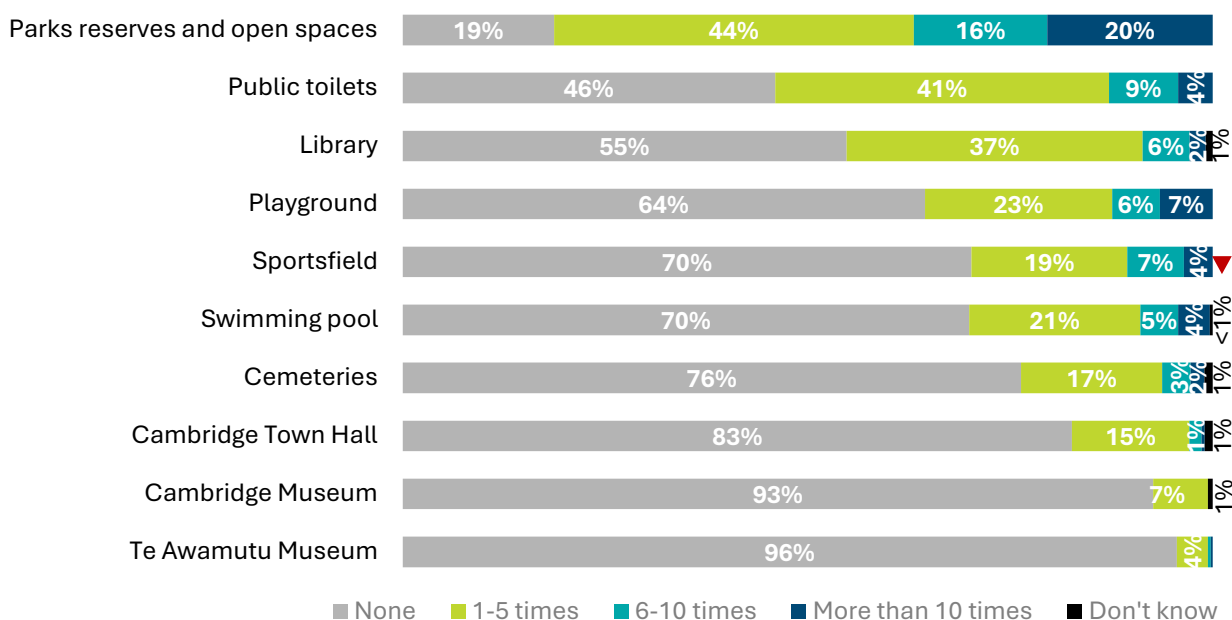
Between demographics
▲ Significantly higher
▼ Significantly lower

Use of Elective Facilities and Services

- Visitation of public facilities and open spaces remained consistent year-on-year, with *Parks, reserves, and open spaces* recording the highest visitation at 86%.
- Te Awamutu museum* is the least visited public facility at 9%.

Visitation in last 12 months	2026	2025	2024	2023	2022	2021	2020
Parks, reserves and open spaces	86%	84%	81%	83%	84%	82%	80%
Public toilets	58%	59%	58%	58%	55%	58%	56%
Library	53%	52%▲	45%	46%	49%	50%	54%
Swimming pool	43%	43%	43%	40%	38%▲	30%	35%
A council-maintained playground	40%	40%	40%	43%	37%	42%	41%
A council-maintained sportsfield	33%	35%	34%	38%	36%	38%	32%
Cambridge Town Hall*	21%	-	-	-	-	-	-
Cambridge museum	9%	9%	7%	8%	5%	6%	7%
Te Awamutu museum	7%	4%	6%	6%	6%	9%	9%
None of these	6%	6%	8%	10%	7%	6%	5%

Frequency of Facility Use in the Last Two Months



NOTES:

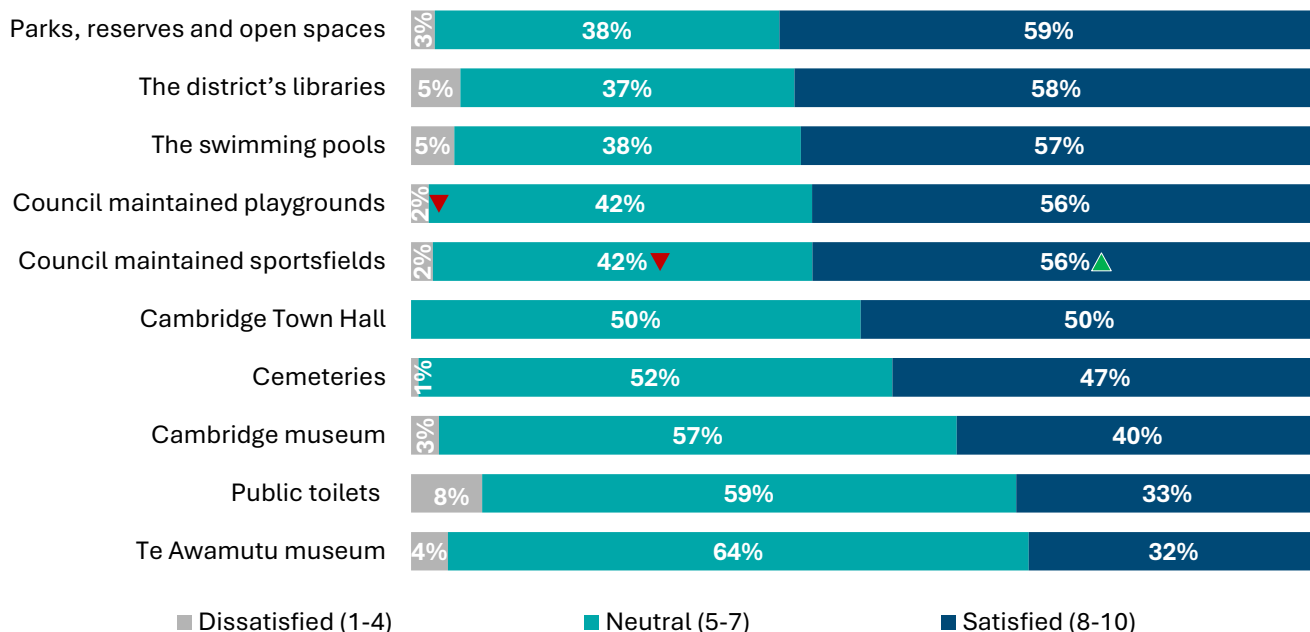
- CF1. Which of the following facilities have you visited or used in the last year? n=411
- CF8. And how frequently have you used each of these facilities in the last TWO MONTHS? n=411
- *New question added to the 2026 survey. No historical data available.
- Excludes don't know responses.

▲ Significantly higher
▼ Significantly lower

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

Satisfaction with Council Facilities (Total)

- In keeping with the results of 2025 (56%), satisfaction with *Parks, reserves, and open spaces* (59%) remained relatively consistent.
- Meanwhile, satisfaction with *Council-maintained sportsfields* has significantly increased since 2025, from 47% to 56%.



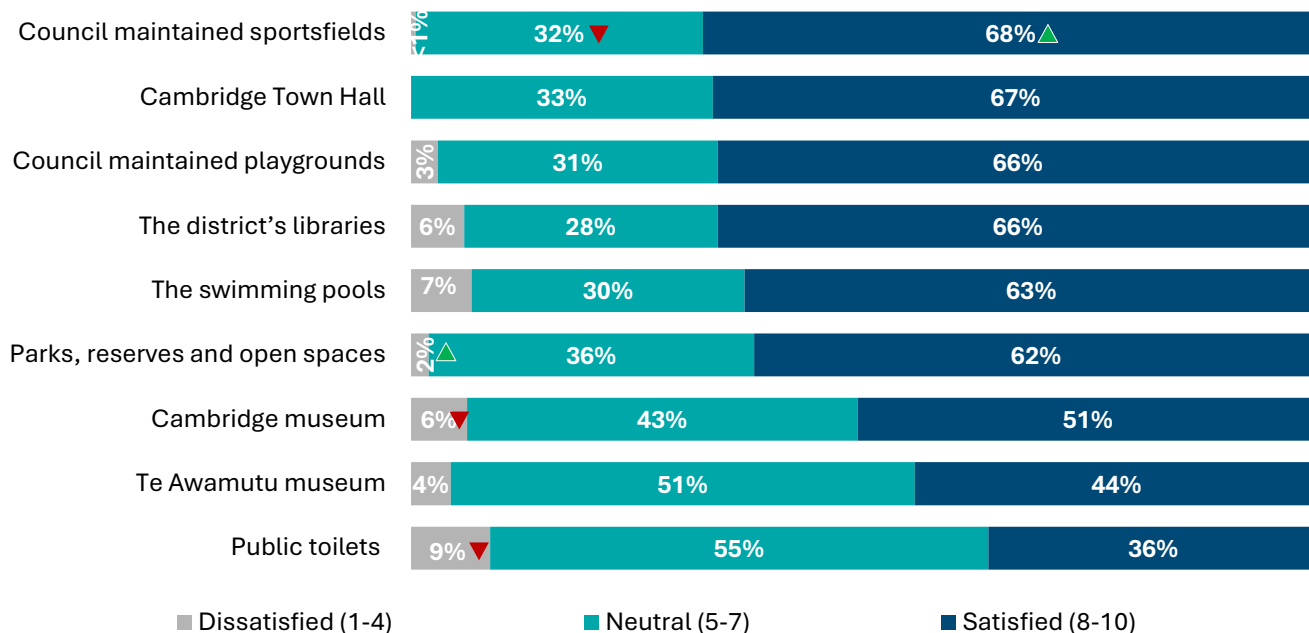
%8-10	2026	2025	2024	2023	2022	2021	2020
Parks, reserves and open spaces	59%	56%	53%	51% ▼	61% ▼	71%	71%
The district's libraries	58%	55%	54%	51%	57% ▼	70%	75%
The swimming pools	57%	52%	51%	48%	54% ▲	47%	41%
Council maintained playgrounds	56%	51%	47%	48%	53% ▼	67%	70%
Council maintained sportsfields	56% ▲	47%	47%	41%	47% ▼	67%	68%
Cambridge town hall*	50%	-	-	-	-	-	-
Cemeteries	47%	47%	39%	37%	44% ▼	67%	-
Cambridge museum	40%	32%	36%	31%	33%	48%	37%
Public toilets	33%	33%	28%	24% ▼	34% ▼	48%	52%
Te Awamutu museum	32%	25% ▼	38% ▲	24% ▼	44% ▼	60%	48%

NOTES:

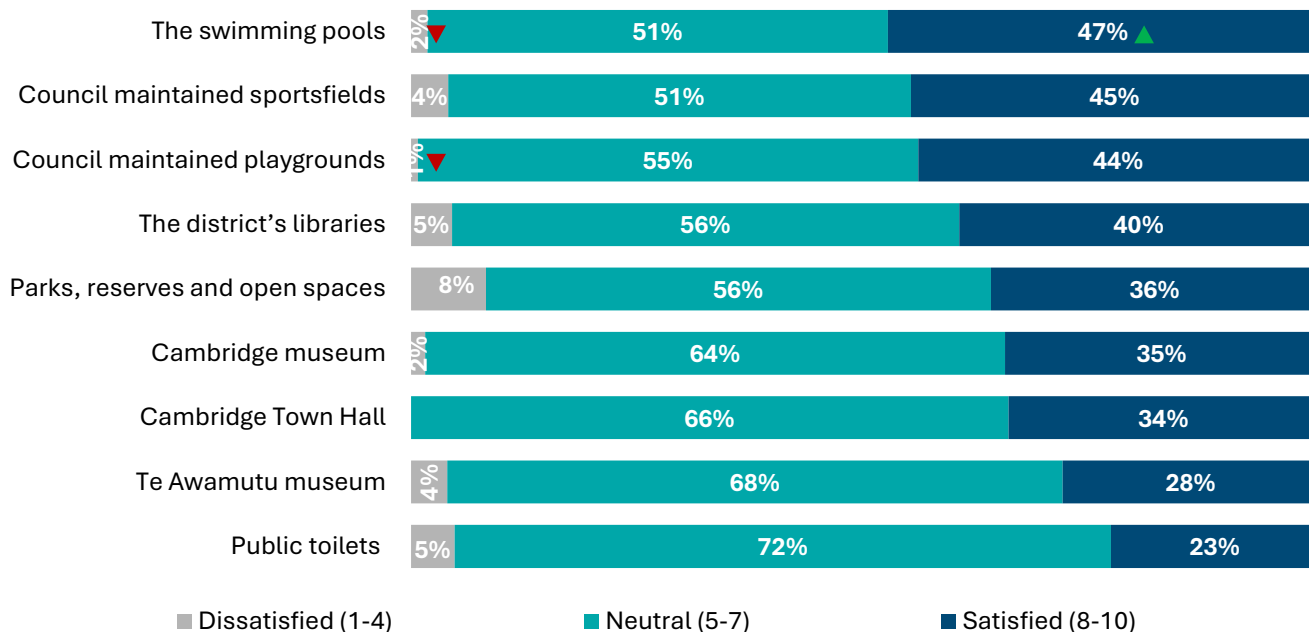
- CF2. Based on your experience or impressions, how would you rate your overall satisfaction with each of the following facilities? Library n=314, Swimming pools n=276, Parks, reserves and open spaces n=394, Playground n=303, Sportsfield n=276, Te Awamutu museum n=102, Public toilets n=312, The Cambridge museum n=114, Cambridge Town Hall n=184, Cemeteries n=176
- *New question added to the 2026 survey. No historical data available.
- Excludes don't know responses.

Satisfaction with the Elective Facilities and Services (Users vs. Non-users)

User



Non-User



NOTES:

1. CF2. Based on your experience or impressions, how would you rate your overall satisfaction with each of the following facilities?
2. Excludes don't know responses.

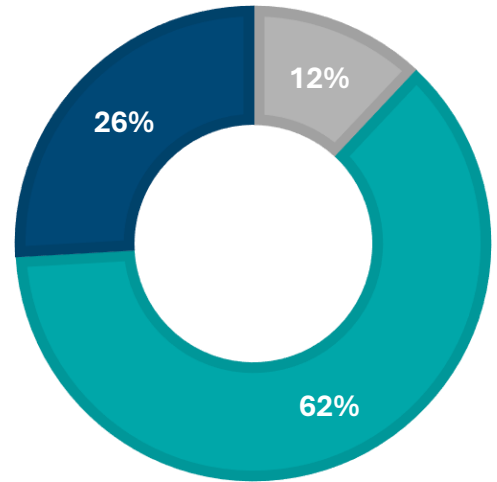
Year-on-year
▲ Significantly higher
▼ Significantly lower

Between demographics
▲ Significantly higher
▼ Significantly lower

Regulatory services

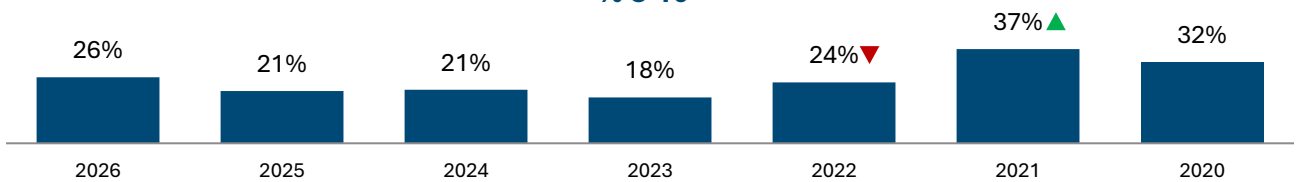
Regulatory Services

- A 5% point increase in satisfaction with regulatory services has been reported, from 21% in 2025 to 26% in 2026.
- Residents who have lived in the district for 6–10 years (42%) are significantly more satisfied with this service than those who have lived in the district for more than 10 years (22%).

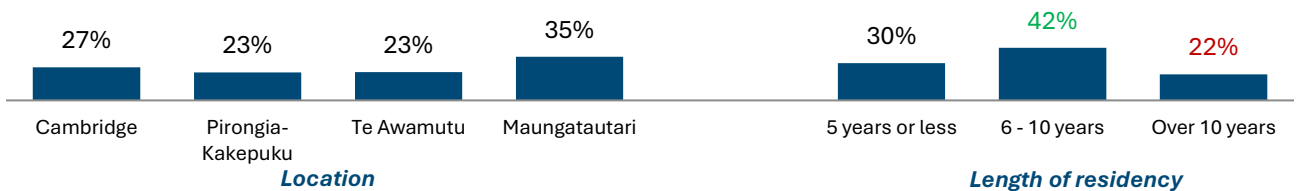
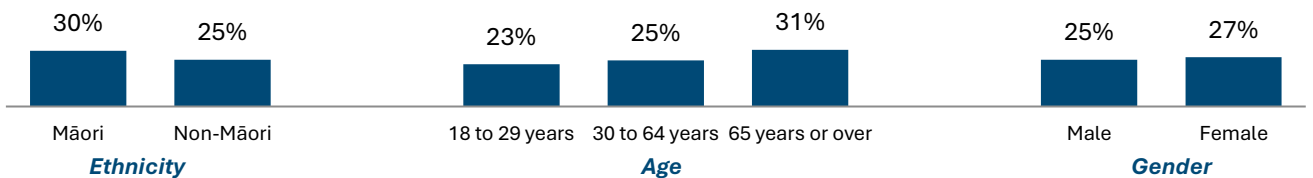


■ Dissatisfied (%1-4)
■ Neutral (%5-7)
■ Satisfied (%8-10)

% 8-10



Overall



NOTES:

1. 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=313
2. Excludes don't know responses.

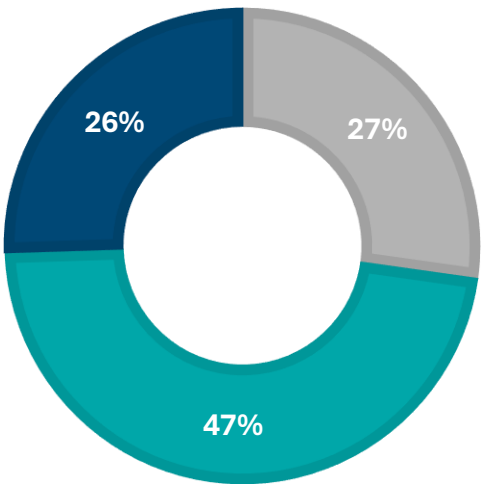
Year-on-year
▲ Significantly higher
▼ Significantly lower

Between demographics
▲ Significantly higher
▼ Significantly lower

Image and reputation

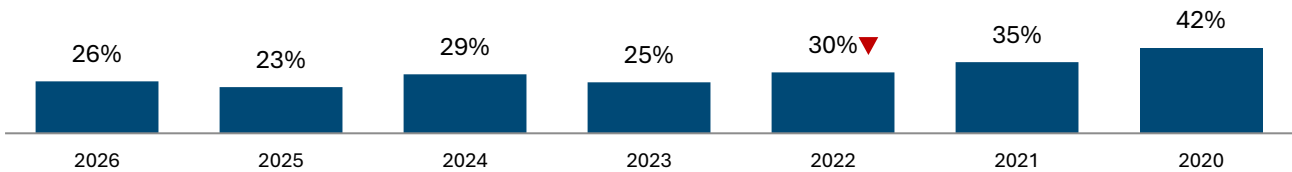
Overall Image and Reputation

- Just over a quarter of residents (26%) are satisfied with Council’s *Overall image and reputation*, representing a slight increase of 3% points year on year.
- There has been a significant increase in satisfaction among female residents over the past year, increasing from 18% to 27%.

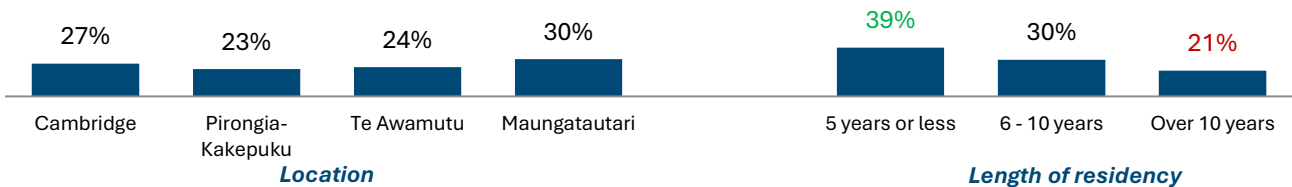
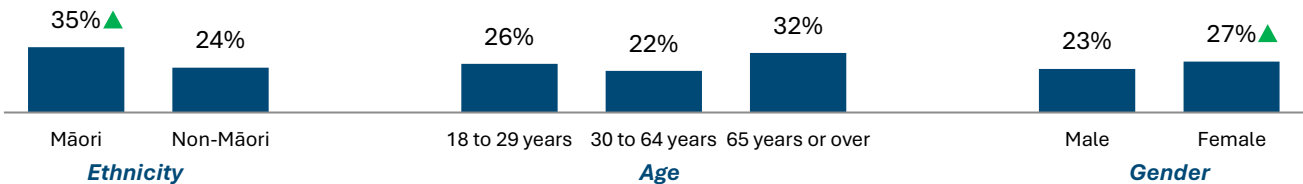


■ Poor (%1-4)
■ Neutral (%5-7)
■ Good (%8-10)

% 8-10



Overall



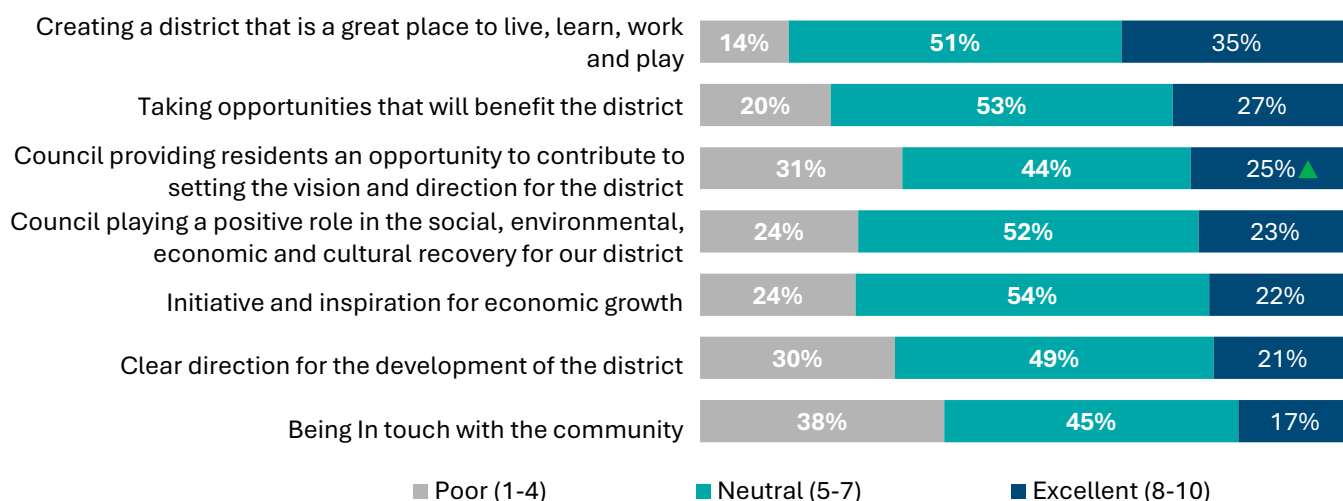
NOTES:

- 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=388
- Excludes don't know responses.

Leadership

- In keeping with the 2025 study, 20% of residents are satisfied with the *Overall leadership* of the Council.
- Among related attributes, *Creating a district that is a great place to live, learn, work, and play* returns the highest satisfaction rating at 35%.
- Meanwhile, satisfaction with the *Council providing residents an opportunity to contribute to setting the vision and direction for the district* has significantly increased, from 16% in 2025 to 25% in 2026.

Overall leadership



%8-10	2026	2025	2024	2023	2022	2021	2020
Overall leadership	20%	20%	21%	20%	23%	26%	40%
Creating a district that is a great place to live, learn, work and play	35%	32%	36%	32% ▼	41% ▼	48%	50%
Taking opportunities that will benefit the district	27%	23%	25%	27%	30%	35%	43%
Council providing residents an opportunity to contribute to setting the vision and direction for the district	25% ▲	16%	18%	15%	18%	19%	39%
Council playing a positive role in the social, environmental, economic and cultural recovery for our district	23%	22%	22%	21%	20%	25%	-
Initiative and inspiration for economic growth	22%	19%	20%	22%	25%	25%	40%
Clear direction for the development of the district	21%	16%	19%	18%	20%	24%	40%
Being in touch with the community	17%	15%	16%	14%	15%	19%	31%

NOTES:

- Leadership section includes questions LS1 – LS8 from the questionnaire. As above the order is LS6 n=374, LS1 n=371, LS2 n=328, LS7 n=359, LS8 n=350, LS3 n=319, LS5 n=366, LS8 n=350, LS4 n=377

Year-on-year
▲ Significantly higher
▼ Significantly lower

Between demographics
▲ Significantly higher
▼ Significantly lower

Leadership

- Aside from *Initiative and inspiration for economic growth*, residents aged 65+ are significantly more likely to be satisfied with all leadership-related aspects compared with other age groups.

% 8-10	Māori	Non-Māori	18-29	30-64	65+
Overall leadership	23%	19%	12%	15%	33%
Creating a district that is a great place to live, learn, work and play	44% ▲	34%	31%	32%	44%
Taking opportunities that will benefit the district	37% ▲	26%	10%	28% ▲	36%
Council providing residents an opportunity to contribute to setting the vision and direction for the district	35% ▲	23%	18%	22%	34% ▲
Council playing a positive role in the social, environmental, economic and cultural recovery for our district	24%	23%	18%	20%	35%
Initiative and inspiration for economic growth	29%	21%	16%	20%	29%
Clear direction for the development of the district	30% ▲	20%	13%	19%	30%
Being in touch with the community	19%	17%	16%	13%	27%

% 8-10	Cambridge	Pirongia-Kakepuku	Te Awamutu	Maungatautari
Overall leadership	19%	17%	19%	33%
Creating a district that is a great place to live, learn, work and play	34%	36%	35%	42%
Taking opportunities that will benefit the district	30%	25%	22%	42%
Council providing residents an opportunity to contribute to setting the vision and direction for the district	25% ▲	25%	24%	26%
Council playing a positive role in the social, environmental, economic and cultural recovery for our district	24%	27%	17%	32%
Initiative and inspiration for economic growth	22%	19%	22%	25%
Clear direction for the development of the district	17%	20%	24%	33%
Being in touch with the community	18%	16%	16%	22%

NOTES:

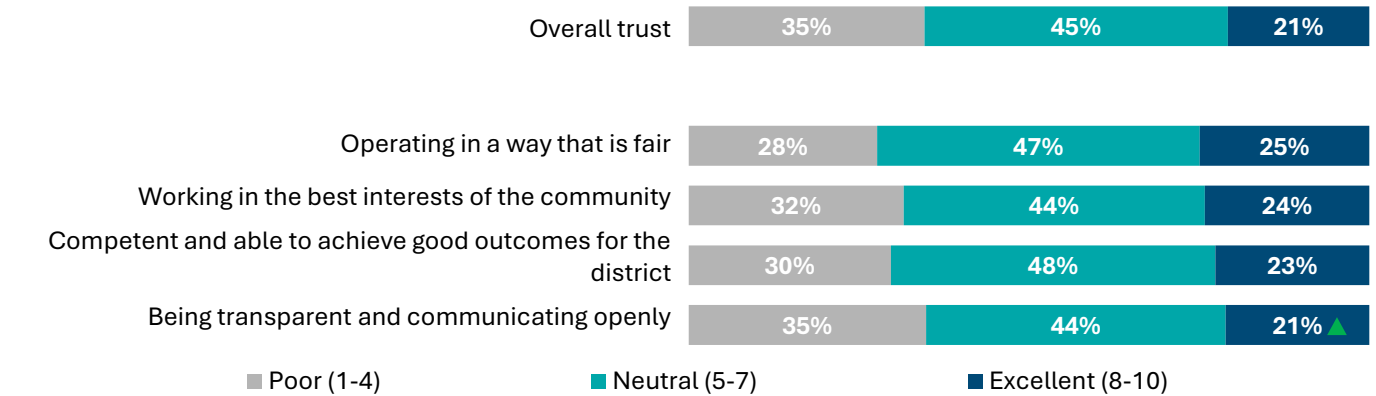
- Leadership section includes questions LS1 – LS8 from the questionnaire. As above the order is LS6 n=374, LS1 n=371, LS2 n=328, LS7 n=359, LS8 n=350, LS3 n=319, LS5 n=366, LS8 n=350, LS4 n=377

 Significantly higher
 Significantly lower

Between demographics
 Significantly higher
 Significantly lower

Trust and Emotional Appeal

- Two in ten residents (21%) rate their *Overall trust* in the Council as high (8–10 out of 10).
- All related attributes have shown year-on-year increases, with *Being transparent and communicating openly* improving significantly from 15% in 2025 to 21% in 2026.



%8-10	2026	2025	2024	2023	2022	2021	2020
Overall trust	21%	19%	21%	19%	24%	26%	35%
Operating in a way that is fair	25%	22%	25% ▲	18% ▼	25%	27%	41%
Working in the best interests of the community	24%	20%	21%	19%	22%	25%	39%
Competent and able to achieve good outcomes for the district	23%	20%	24%	22%	21% ▼	28%	43%
Being transparent and communicating openly	21% ▲	15%	18%	17%	21%	21%	27%

% 8-10	Māori	Non- Māori	18-29	30-64	65+
Overall trust	27%	20%	10%	20%	30%
Operating in a way that is fair	33%	24%	24%	22%	31%
Working in the best interests of the community	26%	24%	17%	22%	33%
Competent and able to achieve good outcomes for the district	31%	21%	12%	21%	33%
Being transparent and communicating openly	31% ▲	20%	20%	19%	27%

% 8-10	Cambridge	Pirongia-Kakepuku	Te Awamutu	Maungatautari
Overall trust	20%	25%	19%	23%
Operating in a way that is fair	28%	20%	22%	36%
Working in the best interests of the community	25%	24%	20%	37%
Competent and able to achieve good outcomes for the district	22%	22%	21%	29%
Being transparent and communicating openly	18%	25%	21%	29%

NOTES:

- Trust and emotional appeal includes questions TS6 n=382, TS2 n=342, TS3 n=373, TS4 n=375, TS5 n=365
- Excludes don't know responses.

▲ Significantly higher
 ▼ Significantly lower

▲ Significantly higher
 ▼ Significantly lower

Financial Management

- Over one in ten residents (13%) are satisfied with Council's *Financial management*, representing a 5% point increase since 2025 (8%).
- Satisfaction with *Overall financial management* among residents in Cambridge has significantly improved since 2025, increasing from 5% to 14%.
- Similarly, satisfaction with *Council being transparent with their spending* among Māori residents (from 8% to 26%) and residents aged 30-64 (from 9% to 18%) has significantly increased since 2025.

Overall financial management

47%

40%

13%

Council making appropriate investment decisions for the district

42%

41%

17%

Council being transparent with their spending

47%

37%

16%

Council spending wisely and avoiding wasteful spending

49%

39%

12%

■ Poor (%1-4)

■ Neutral (%5-7)

■ Excellent (%8-10)

%8-10

	2026	2025	2024	2023	2022	2021	2020
Overall financial management	13%	8%	12%	12%	13%	18%	25%
Council making appropriate investment decisions for the district	17%	14%	15%	14%	19%	19%	26%
Council being transparent with their spending	16%	11%	13%	11%▼	14%	17%	23%
Council spending wisely and avoiding wasteful spending	12%	10%	12%	10%	17%	19%	30%

% 8-10

	Māori	Non- Māori	18-29	30-64	65+
Overall financial management	18%	12%	4%	12%	19%
Council making appropriate investment decisions for the district	24%	16%	10%	17%	23%
Council being transparent with their spending	26%▲	14%	7%	18%▲	16%
Council spending wisely and avoiding wasteful spending	23%	10%	5%	12%	18%

% 8-10

	Cambridge	Pirongia-Kakepuku	Te Awamutu	Maungatautari
Overall financial management	14%▲	14%	11%	11%
Council making appropriate investment decisions for the district	17%	20%	16%	19%
Council being transparent with their spending	16%	18%	14%	19%
Council spending wisely and avoiding wasteful spending	13%	15%	10%	10%

NOTES:

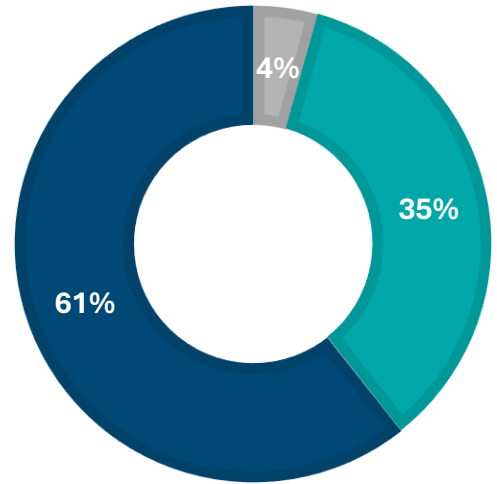
1. Financial management includes questions FM5 n=322, FM1 n=315, FM3 n=322, FM2 n=339

Year-on-year
▲ Significantly higher
▼ Significantly lower

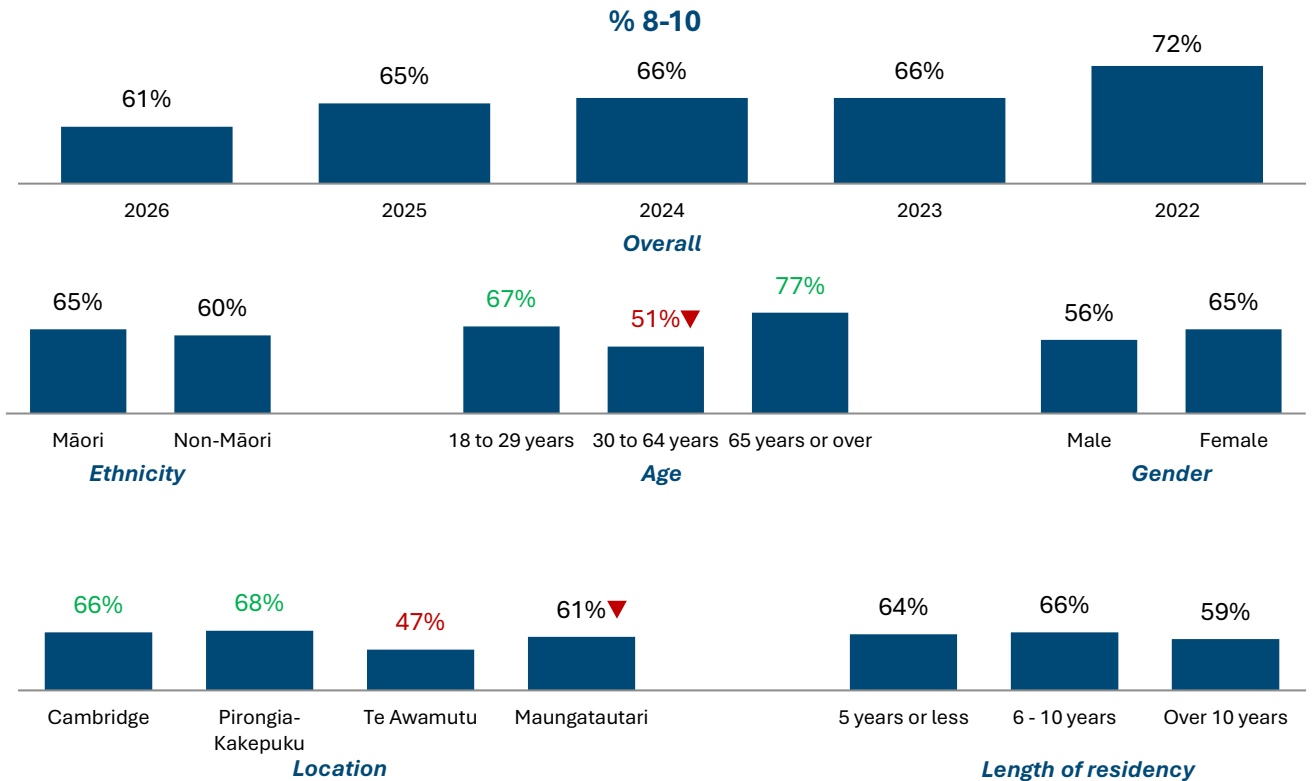
Between demographics
▲ Significantly higher
▼ Significantly lower

Quality of Life

- Residents' perception of their *Quality of life* has declined by 4% points, from 65% in 2025 to 61% in 2026.
- This decline is likely due to a significant decrease in satisfaction among residents aged 30-64 years (from 61% to 51%) and those in Maungatautari (from 83% to 61%).



■ Poor (%1-4)
■ Neutral (%5-7)
■ Good (%8-10)



NOTES:

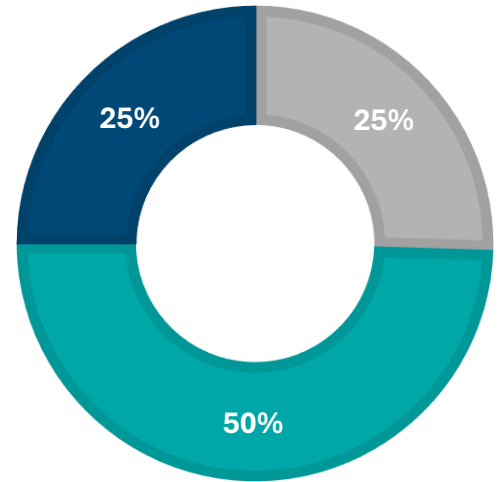
- SEN1. On a scale of 1 to 10 where 1 is 'extremely poor' and 10 is 'excellent', how would you rate the overall quality of your life? n=404
- Excludes don't know responses.

Year-on-year
▲ Significantly higher
▼ Significantly lower

Between demographics
▲ Significantly higher
▼ Significantly lower

District Going in the Right Direction

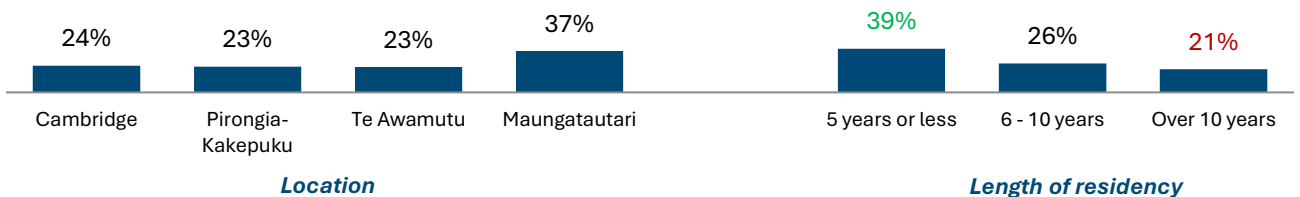
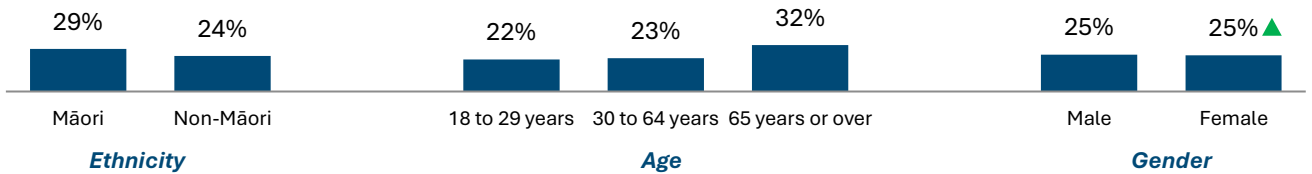
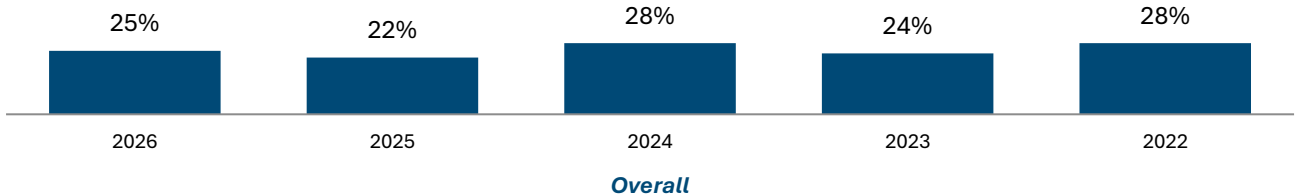
- One quarter of residents (25%) believe that the *District is going in the right direction*.
- This perception is significantly higher among residents who have lived in the district for 5 years or less (39%) than among those who have lived in the district for over 10 years (21%).
- Female residents show a significant increase in agreement with this perception, from 16% in 2025 to 25% in 2026.



■ Disagree (%1-4)
■ Neither (%5-7)
■ Agree (%8-10)



% 8-10



NOTES:

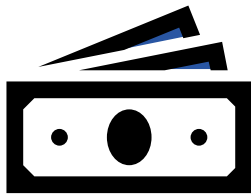
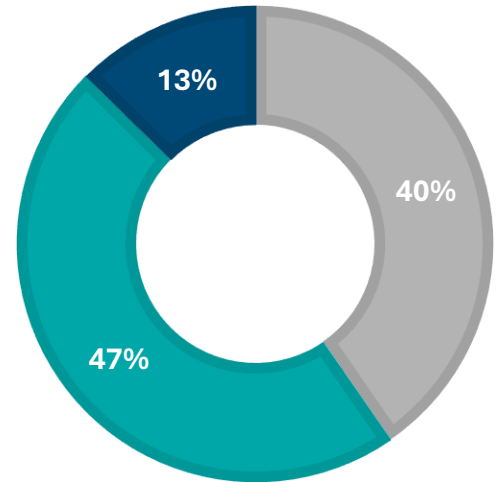
- SEN2.. On a scale of 1 to 10 where 1 is 'strongly disagree' and 10 is 'strongly agree', how strongly do you agree or disagree with the following statement about the District? - You're confident that the district is going in the right direction n=388
- Excludes don't know responses.

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

Value for money

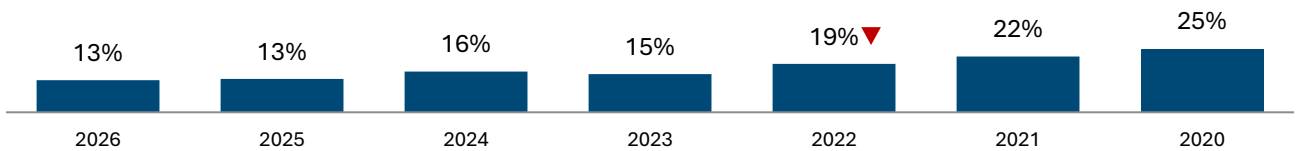
Value for Money

- In keeping with the results of 2025, 13% of residents are satisfied with the *Value for money* they receive from paying rates and other fees.
- Satisfaction among Māori residents has significantly increased since the previous year, from 6% to 21%.

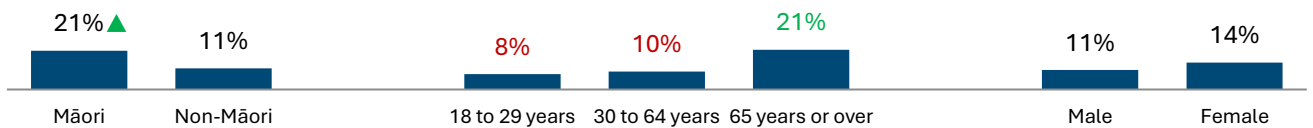


■ Dissatisfied (%1-4)
■ Neutral (%5-7)
■ Satisfied (%8-10)

% 8-10



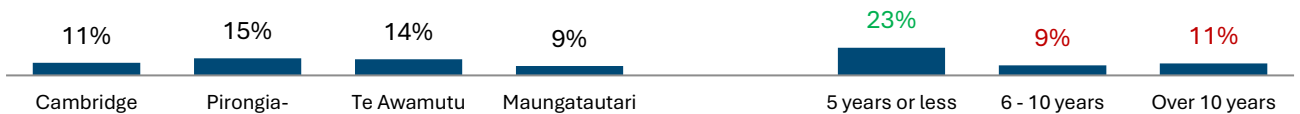
Overall



Ethnicity

Age

Gender



Location

Length of residency

NOTES:

1. 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=390
2. Excludes don't know responses.

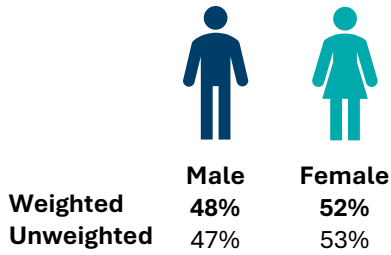
Year-on-year
▲ Significantly higher
▼ Significantly lower

Between demographics
▲ Significantly higher
▼ Significantly lower

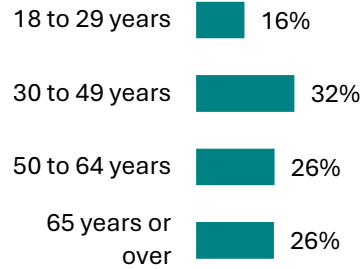
Sample profile

Demographic Profile

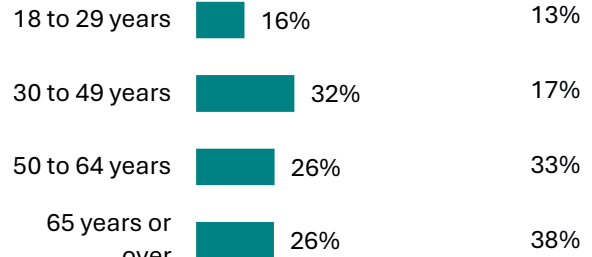
Gender



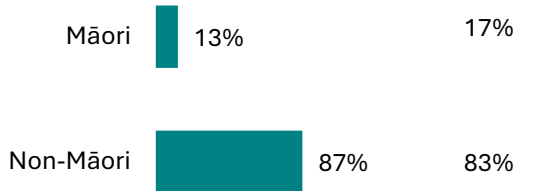
Age (weighted)



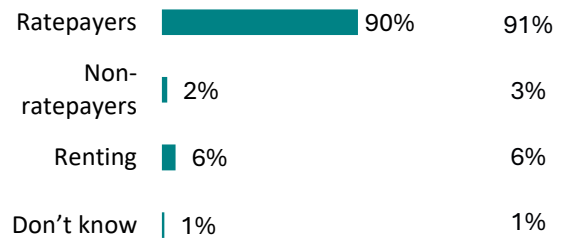
Unweighted



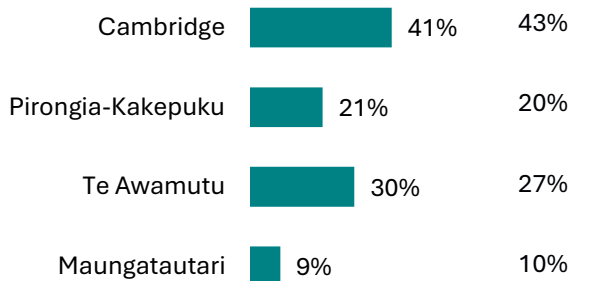
Ethnicity (weighted)



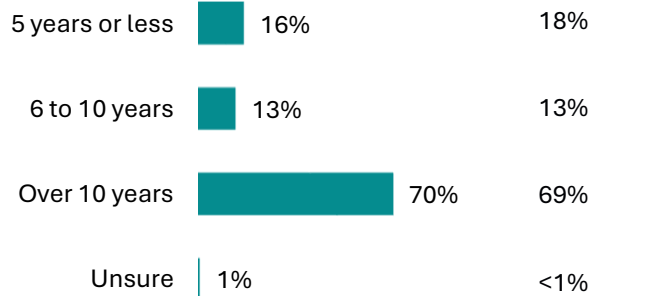
Paying rates (weighted)



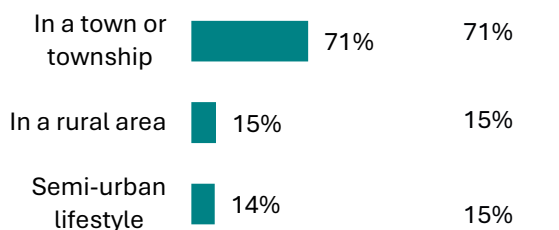
Location (weighted)



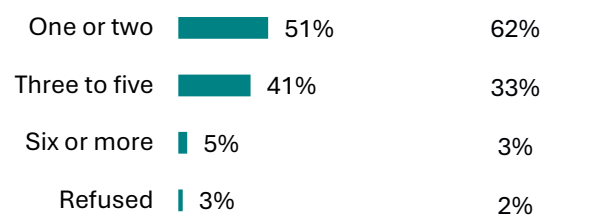
Length of time lived in Waipā district (weighted)



Live in city, rural township or rural country



Number of people in household



Demographic Profile (counts)

Male	192
Female	219
Total	411

Māori	70
Non-Māori	341
Total	411

Cambridge	177
Pirongia-Kakepuku	83
Te Awamutu	109
Maungatautari	42
Total	411

In a city, town or township, for example an urban area	290
On the outskirts of town such as a semi urban area including lifestyle properties	61
In an area of predominantly land blocks or farms, for example, a rural area	60
Total	411

18 to 29 years	54
30 to 49 years	68
50 to 64 years	134
65 years or over	155
Total	411

Ratepayers	373
Non-payers	12
Renting	23
Don't know	3
Total	411

5 years or less	73
6 years to 10 years	54
Over 10 years	283
Unsure	1
Total	411

One or two	254
Three to five	134
Six or more	14
Refused	9
Total	411

Appendices

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

		% point increase / decrease (2026-2025)	Percentage of respondents %8-10							
			2026	2026 (DK)	2025	2024	2023	2022	2021	2020
LE1	Waipā District has a great sense of community spirit	7%	36%	35%	29%	30%	26%	34%	40%	-
LE2	Pride in the district	-1%	54%	54%	55%	52%	53%	58%	64%	70%
LE3	The way your town is developing in terms of look and feel	3%	27%	27%	24%	25%	23%	29%	37%	50%
LE4	Culture and heritage are promoted in Waipā District	3%	34%	32%	31%	33%	32%	37%	43%	-
LE5	The District is accepting and welcoming to newcomers, and respectful towards culture diversity	1%	38%	29%	37%	35%	31%	36%	39%	-
LE6	The level of inclusivity within the district in terms of respecting and embracing cultural diversity	-	34%	28%	34%	31%	-	-	-	-
AD5	Performance of your Local Community Board and its members?	-1%	21%	14%	22%	19%	19%	23%	28%	41%
AD6	How much do you know about the Council and what it does	5%	25%	24%	20%	19%	17%	16%	16%	21%
AD7	Opportunities provided to participate in Council decision making processes	-	15%	13%	15%	14%	13%	13%	13%	-
INT3	Convenience of making an enquiry	-9%	69%	69%	78%	71%	61%	64%	79%	72%
INT4	Satisfaction with how query was handled	-5%	47%	46%	52%	41%	36%	45%	54%	62%
COM4	Information provided by the Council is clear and easy to understand	4%	32%	30%	28%	30%	-	-	-	-
TW2_1	The reliability of the water supply	-3%	66%	66%	69%	68%	66%	66%	74%	78%
TW2_2	Quality of the water	3%	46%	45%	43%	49%	49%	52%	58%	61%
TW2_3	Overall District's water supply	-3%	48%	47%	51%	52%	52%	56%	56%	61%
TW3_1_1	The reliability of the sewerage system	-	63%	60%	63%	66%	64%	74%	80%	84%
TW3_2_1	Overall sewerage system	-3%	48%	38%	51%	50%	63%	72%	83%	81%
TW4_1	Keeping roads and pavements free from flooding	1%	32%	31%	31%	28%	30%	36%	42%	46%
TW4_2	Overall stormwater systems in the District	-1%	32%	30%	33%	28%	30%	37%	43%	47%
TW5	Overall water management in the District	-2%	41%	37%	43%	37%	38%	47%	40%	44%
WM1_1	Kerbside recycling collection	-	54%	54%	54%	49%	35%	60%	69%	-
WM1_2	Litter control	-	34%	33%	34%	32%	26%	39%	48%	-
WM1_3	Cleanliness of the streets in general	1%	41%	41%	40%	41%	37%	50%	62%	-

NOTES:

1. Sample: 2020 n=516; 2021 n= 432; 2022 n=458; 2023 n=422; 2024 n=485; 2025 n=421; 2026 n=411

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

		% point increase / decrease (2026-2025)	Percentage of respondents %8-10							
			2026	2026 (DK)	2025	2024	2023	2022	2021	2020
WM2	Overall waste minimisation within Waipā District	-	39%	36%	39%	33%	27%	41%	49%	0%
RF1_1	How well the roads are maintained	-1%	16%	16%	17%	14%	14%	25%	30%	35%
RF1_2	The safety of the roads	2%	22%	22%	20%	22%	16%	28%	34%	49%
RF1_3	The availability of footpaths	-4%	28%	28%	32%	27%	23%	35%	42%	45%
RF1_4	How well footpaths are maintained	-1%	28%	27%	29%	24%	20%	32%	36%	45%
RF1_5	The availability of cycle ways	2%	37%	33%	35%	34%	33%	39%	45%	43%
RF1_6	The safety of footpaths	-3%	29%	29%	32%	26%	25%	34%	42%	-
RF1_7	The safety of cycleways	1%	36%	30%	35%	33%	30%	36%	48%	-
RF1_8	The availability of public parking in Te Awamutu and Cambridge town centres	-2%	17%	17%	19%	23%	19%	25%	21%	-
RF2_1	Overall roads and footpaths	-1%	19%	19%	20%	19%	14%	26%	36%	38%
CF2_1	The District’s libraries	3%	58%	44%	55%	54%	51%	57%	70%	75%
CF2_2	The swimming pools	5%	57%	40%	52%	51%	48%	54%	47%	41%
CF2_3	Parks, reserves and open spaces	3%	59%	57%	56%	53%	51%	61%	71%	71%
CF2_4	Council maintained playgrounds	5%	56%	42%	51%	47%	48%	53%	67%	70%
CF2_5	Council maintained sportsfields	9%	56%	38%	47%	47%	41%	47%	67%	68%
CF2_6	The Te Awamutu museum	7%	32%	8%	25%	38%	24%	44%	60%	48%
CF2_7	Public toilets	-	33%	25%	33%	28%	24%	34%	48%	52%
CF2_8	The Cambridge museum	8%	40%	12%	32%	36%	31%	33%	48%	37%
CF2_9	Cambridge Town Hall	50%	50%	21%	-	-	-	-	-	-
CF2_10	Cemeteries	-	47%	20%	47%	39%	37%	44%	67%	-
CF3_1	Overall public facilities and services they provide	9%	44%	43%	35%	35%	32%	44%	53%	56%
QL3_1	Overall regulatory services	5%	26%	20%	21%	21%	18%	24%	37%	32%
QL4_1	Overall Council provided services, facilities and infrastructure	3%	27%	27%	24%	23%	19%	29%	35%	38%

NOTES:

1. Sample: 2020 n=516; 2021 n= 432; 2022 n=458; 2023 n=422; 2024 n=485; 2025 n=421; 2026 n=411

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

		% point increase / decrease (2026-2025)	Percentage of respondents %8-10							
			2026	2026 (DK)	2025	2024	2023	2022	2021	2020
LS1	Council being committed to creating a district that is a great place to live, learn, work and play	3%	35%	32%	32%	36%	32%	41%	48%	50%
LS2	Council recognising and taking advantage of opportunities that will benefit the district	4%	27%	22%	23%	25%	27%	30%	35%	43%
LS3	Council demonstrating initiative and providing inspiration for economic growth	3%	22%	17%	19%	20%	22%	25%	25%	40%
LS4	How well the Council is in touch with the community and understands the issues facing residents	2%	17%	16%	15%	16%	14%	15%	19%	31%
LS5	Council having vision and providing clear direction for the development of the district	5%	21%	19%	16%	19%	18%	20%	24%	40%
LS6	Overall leadership	-	20%	18%	20%	21%	20%	23%	26%	40%
LS7	Council providing an opportunity to contribute to setting the vision and direction for the district	9%	25%	21%	16%	18%	15%	18%	19%	39%
LS8	Council playing a positive role in the social, environmental, economic and cultural recovery for our district	1%	23%	20%	22%	22%	21%	20%	25%	0%
TS2	Council is operating in a way that is fair	3%	25%	21%	22%	25%	18%	25%	27%	41%
TS3	Council demonstrates that it can be relied upon to work in the best interests of the community	4%	24%	22%	20%	21%	19%	22%	25%	39%
TS4	Council's competency and ability to achieve good outcomes for the district	3%	23%	21%	20%	24%	22%	21%	28%	43%
TS5	Council being transparent and communicating openly	6%	21%	19%	15%	18%	17%	21%	21%	27%
TS6	Overall trust	2%	21%	19%	19%	21%	19%	24%	26%	35%
FM1	Council making appropriate investment decisions for the district	3%	17%	14%	14%	15%	14%	19%	19%	26%
FM2	Spending wisely and avoiding wasteful spending	2%	12%	10%	10%	12%	10%	14%	17%	23%
FM3	Being transparent with the spending	5%	16%	13%	11%	13%	11%	17%	19%	30%
FM5	Overall financial management	5%	13%	10%	8%	12%	12%	13%	18%	25%
OVREP	Overall reputation	3%	26%	24%	23%	29%	25%	30%	35%	42%
VM1	Overall value for the money in rates and other fees	-	13%	12%	13%	16%	15%	19%	22%	25%
OVERP	Overall Council's Performance	1%	20%	19%	19%	22%	19%	25%	27%	40%
SEN1	Overall quality of your life	-4%	61%	59%	65%	66%	66%	72%	-	-
SEN2_1	You're confident that the District is going in the right direction	3%	25%	24%	22%	28%	24%	28%	-	-

NOTES:

1. Sample: 2020 n=516; 2021 n= 432; 2022 n=458; 2023 n=422; 2024 n=485; 2025 n=421; 2026 n=411

Residents' Comments

Value for Money	%
Wasteful spending / focus on core services	47%
Rates are too high / increases too large / no value for money	39%
Unequal distribution across areas / rural areas neglected	11%
Lack of transparency / communication about spending and decision making	8%
Staff overpaid / too many staff	4%
Satisfied	2%
Other	8%

Waste Minimisation	%
Issues with kerbside collection (cost, collection frequency, unreliable service)	27%
Need more public rubbish bins / more frequent emptying / litter concerns	17%
Drainage / stormwater / flooding / sewage systems	14%
Issues with transfer station (cleanliness, distance, cost)	13%
Satisfied	10%
Desire for greenwaste / foodscrap collection / ability to recycle more	9%
Increased general town cleanliness / upkeep required	9%
Vegetation maintenance required / roadside mowing	7%
Rates too high / focus on basics / spending on wrong things	3%
Need education / promotion regarding recycling	3%
Parks and reserves maintenance	2%
Other	10%

NOTES:

VM2. Do you have any comments regarding value for money? n=143

WM3. Do you have any comments about any of these services that the Waipā District Council provides? n=132

Residents' Comments

Communication	%
Council needs to be more transparent / provide more info / more communication	30%
Listen to the public / more community involvement / consultation	14%
Satisfied with everything / no issues	12%
Dissatisfied with the Council / staff are not helpful / staff need training / no accountability / lack of understanding	12%
Utilise internet / website / social media / online messaging / Antenno app	11%
Regular council updates via newsletter / e-news / email / mail / flyers	10%
Council don't have the residents' best interests in mind / have their own agenda	9%
Improve response time / follow up inquiries	9%
Take an educational approach to communication / provide helpful information	7%
Be proactive with communication	4%
Provide updates on projects / core infrastructure / unplanned repairs / timeframe on work	3%
Other	10%

NOTES:

COM5. Are there any comments that you would like to make about the communications provided by Waipā District Council? n=111

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