



Waipā District Council

2024/2025 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 2025.
- A total of 516 responses for 2020, 432 for 2021, 458 for 2022, 422 for 2023, 485 for 2024 and 421 for 2025 being comprised of Q1 =102, Q2 =102, Q3 =101 and Q4 =116.
- 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 +/- 4.77%.
- 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.

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

Post the COVID period, like with many Government agencies, satisfaction with Waipā District Council declined. It continued to do so up until the 2024 survey results where the trend generally stopped and, in some instances, there was an upturn in results.

- A number of Organisational Key Performance Indicators were implemented at the time as priorities to support the continued positive trajectory.
- This is ratified for 2025 where the results have remained relatively stable with no significant declines.

The following highlights the key findings for the 2025 year:

- The results remained relatively stable across all metrics with no statistically significant declines over the year. This could be considered a good result in what was another challenging year.
- While the percentage of satisfied results across all metrics may appear low the reader should note that the satisfied score are those that gave a score from 8-10. When reading the results it is noted the percentages dissatisfied (1-4) is generally low with a significant neutral cohort.
- 19% of residents are satisfied with the Council's Overall performance. This result represents a slight decline from the 22% recorded in 2024 however not significant.
- Residents' overall perception of their Quality of life remains high at 65%.
- Significant increases were seen for query handling and the safety of footpaths across the district.

Value for money and service delivery, including facilities and infrastructure, do continue to impact respondents' perceptions of the overall performance and reputation of Council:

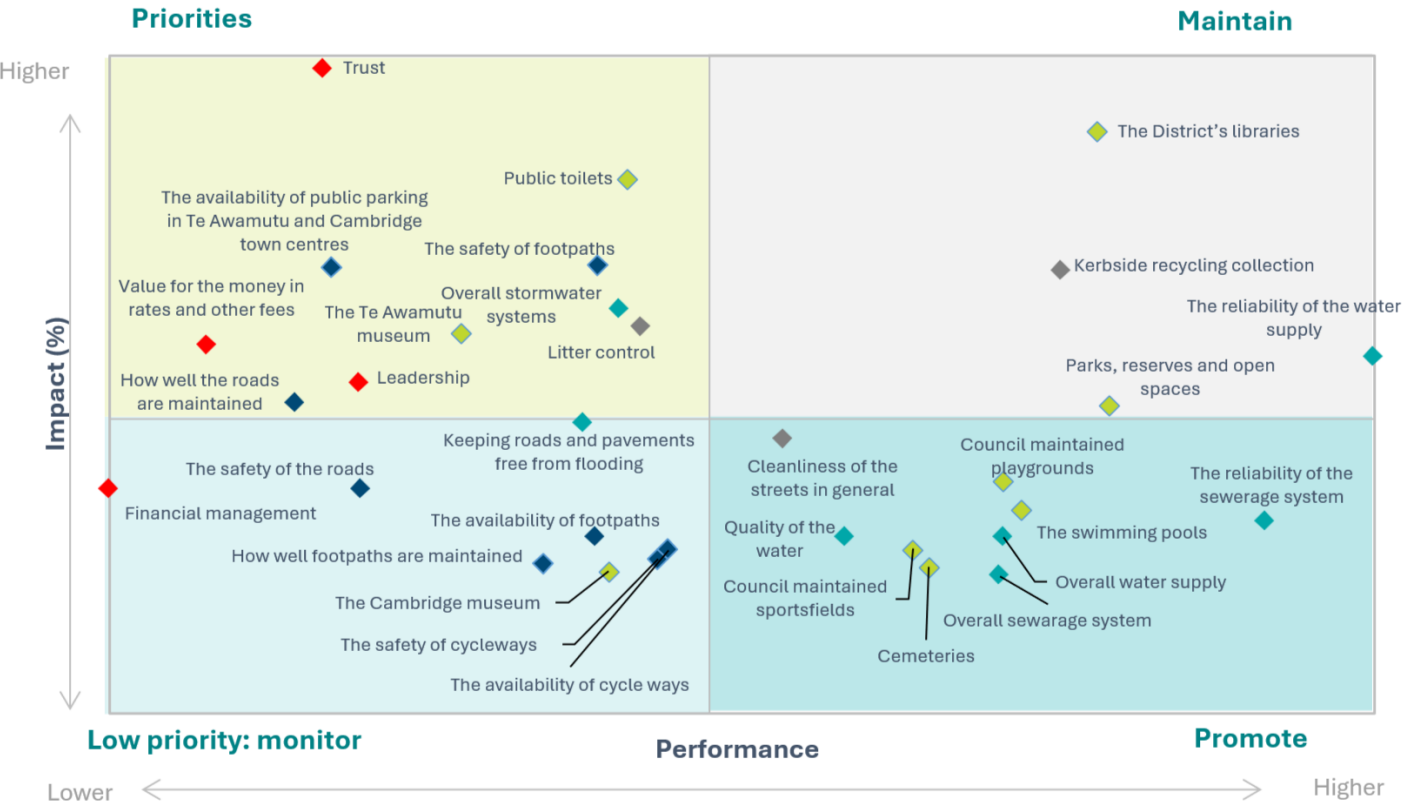
Several areas are identified as aspects for improvement including:

- **Image and reputation and value for money** (*Trust, Leadership, and Value for money in rates and other fees*),
- **Roading infrastructure** (*Availability of public parking in Te Awamutu and Cambridge town centres, The safety of footpaths, and How well roads are maintained*),
- **Public facilities** (*Public Toilets and Te Awamutu Museum*),
- **Services** (*Overall stormwater system and Litter control*).
- The perception of **Public facilities and Open spaces** (30%), **Roading infrastructure** (21%) and **Reputation and Value for money** (20%) are the most impactful drivers of overall performance.
- The Council's reputation profile has reported a slight shift in perception, with the proportion of '**Champions**' decreasing (32% from 38%), and the proportion of '**Sceptics**' increasing (57% from 50%) year on year. This suggests that strong performance in core services remains more important to respondents; low satisfaction in these areas such as Financial management (8%), Value for money (13%), and Roding infrastructure (20%) continues to affect the overall reputation and benchmark scores.
- The required emphasis upon the areas for improvement are reflected in residents' open-ended feedback, with **Issues related to roading, footpaths, cycleways, and parking** (45%), as well as **Concerns about rates** or a call to **Spend money wisely** (25%), being the most frequently mentioned.

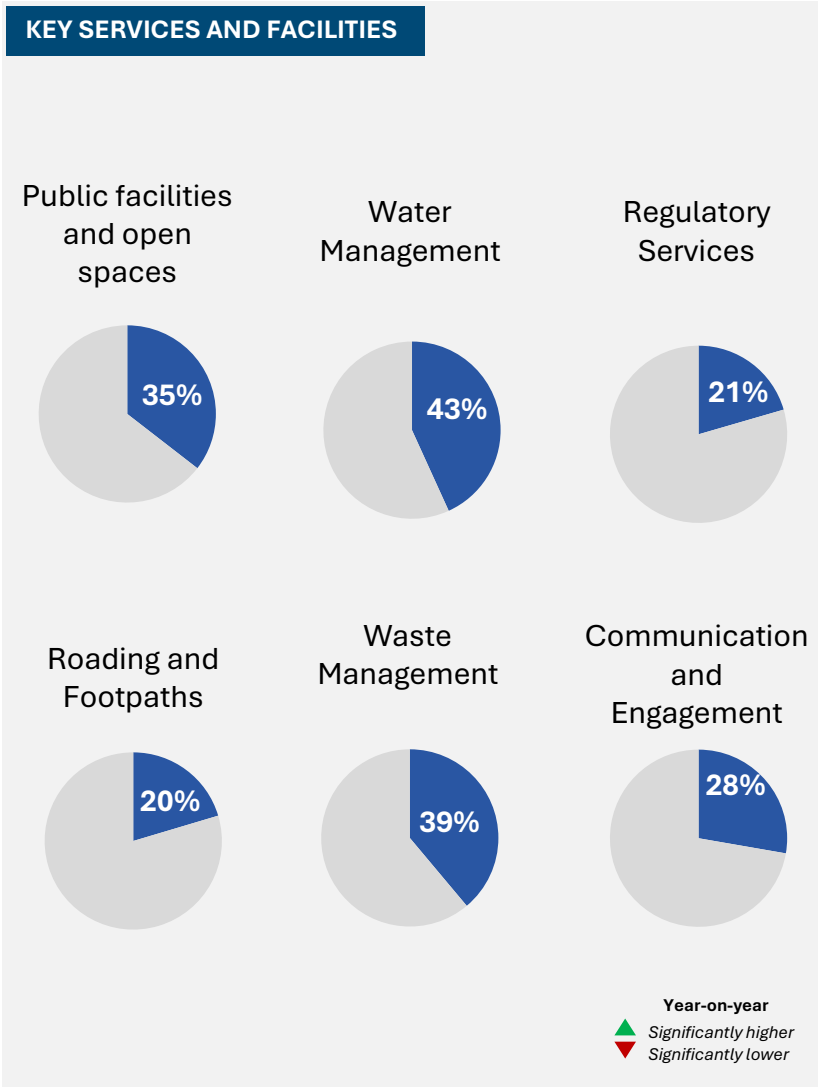
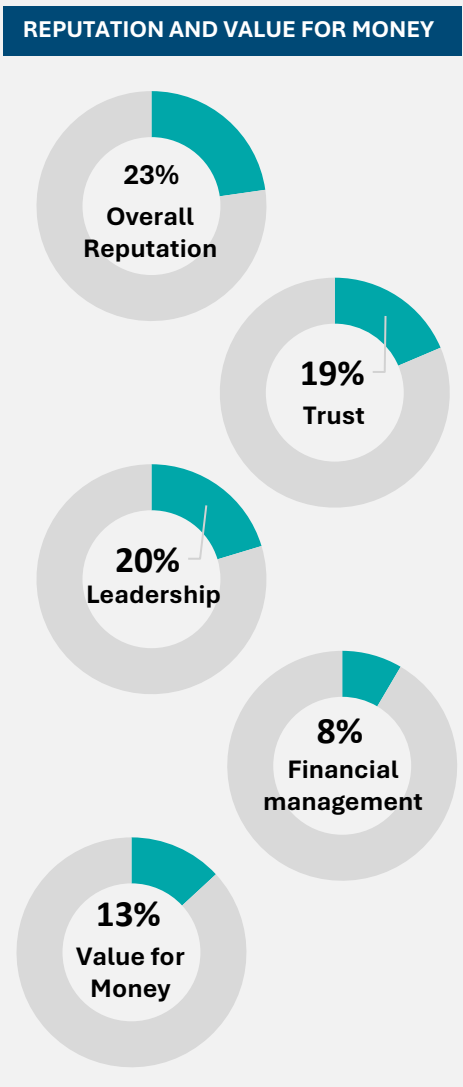
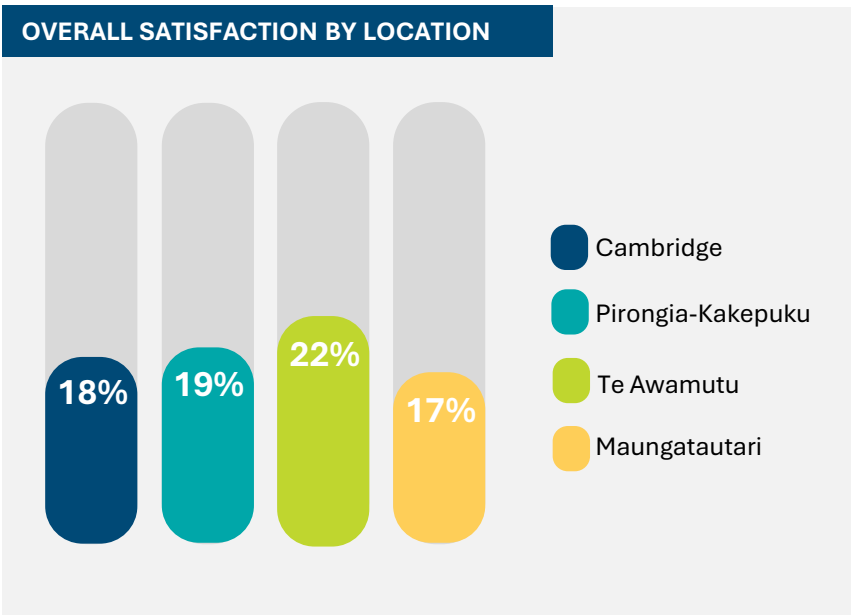
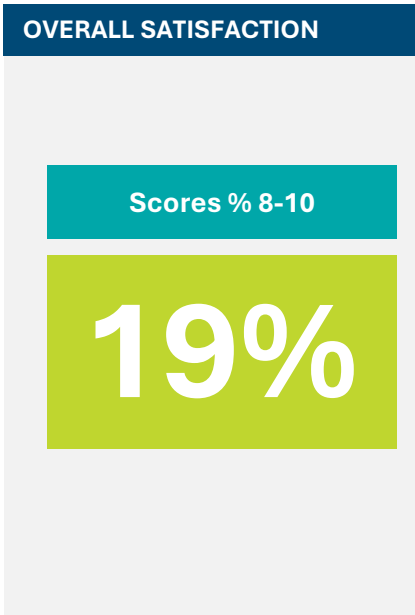
The results by different demographics also present opportunities, in particular in regard to engagement with youth and perceptions of the district by Māori.

Executive Summary (Continued)

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



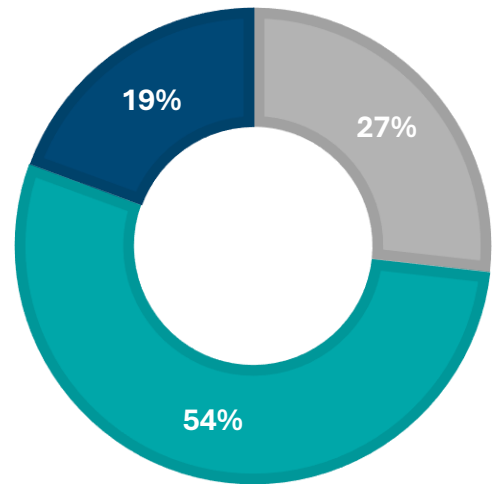
Summary of Key Performance



Overall Satisfaction with the Council

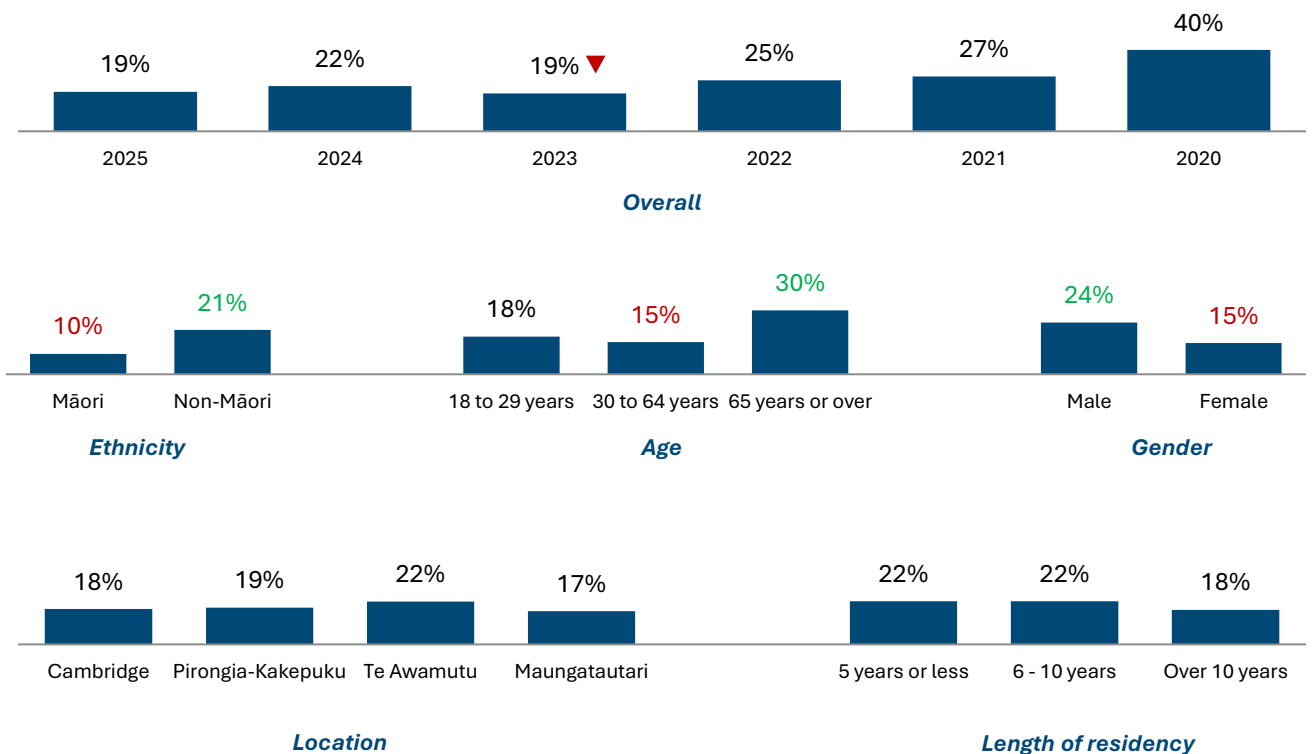
Overall Performance

- Overall satisfaction with the **Council's performance** has decreased by 3% points since 2024, declining from 22% in 2024 to 19% in 2025.
- Satisfaction is significantly higher among non-Māori (21%), those aged 65 years or over (30%), and male respondents (24%), than non-Māori (19%), those aged 30 to 64 years (15%) and female residents (15%).
- When asked for comments about the Council, 45% of those who responded mentioned **Issues with roading, footpaths, and cycle lanes**.



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

% 8-10



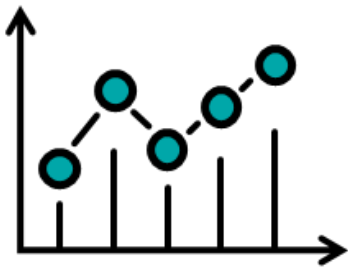
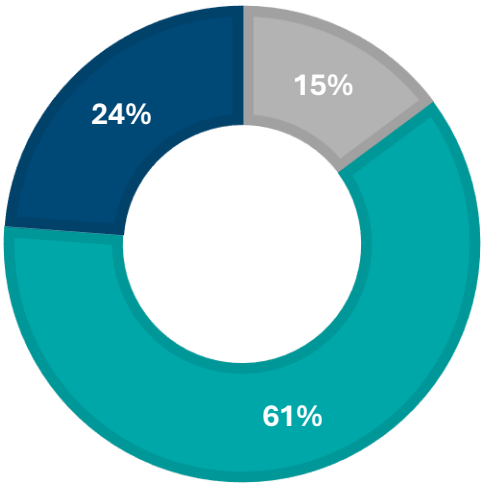
NOTES:

- 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=387
- *Caution: Small sample size (n<30). Results are indicative only.
- Excludes don't know responses.

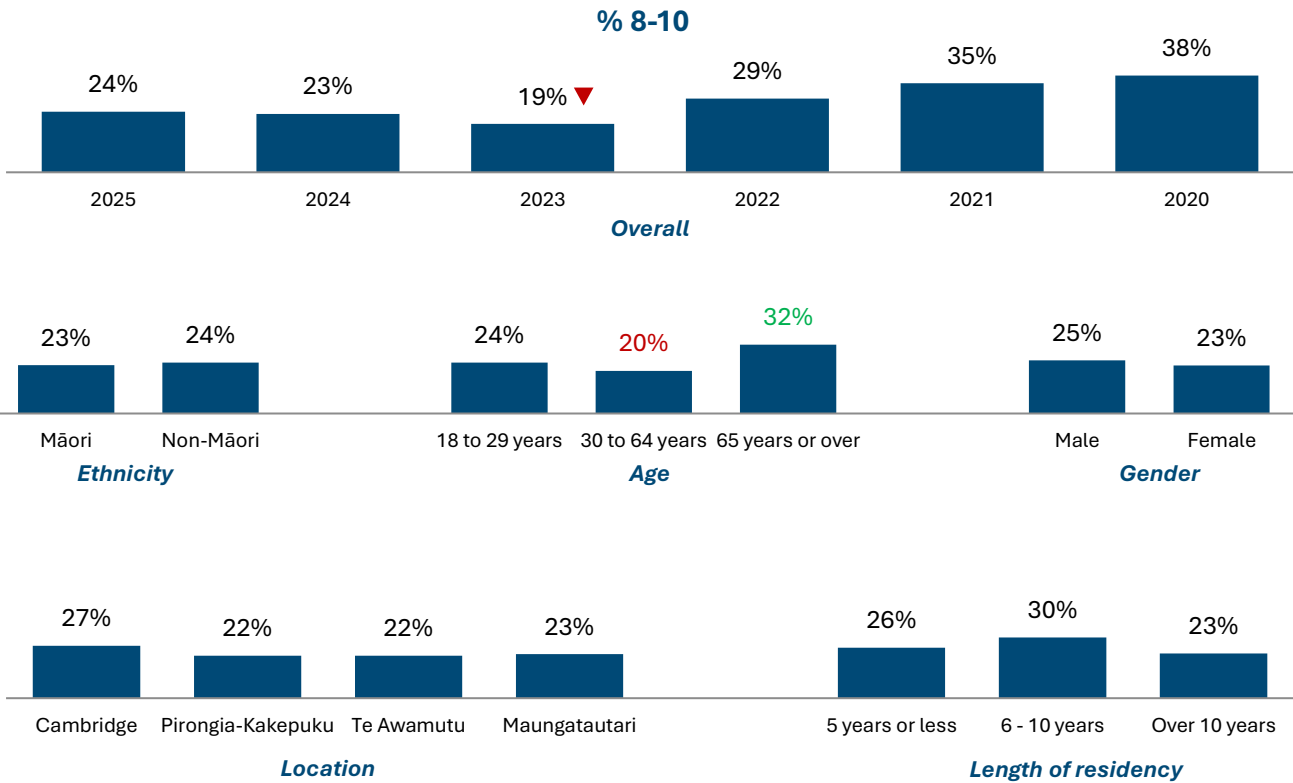
Year-on-year
▲ Significantly higher
▼ Significantly lower
Between demographics
▲ Significantly higher
▼ Significantly lower

Overall Services, Facilities and Infrastructure

- Satisfaction with **Services, facilities and infrastructure** (24%) remained on par with the previous year (23%).
- Respondents aged 30 to 64 years are significantly less likely to express satisfaction with this aspect compared to older residents aged 65 and over (20% vs 32%), while satisfaction remains consistent across other demographic groups.

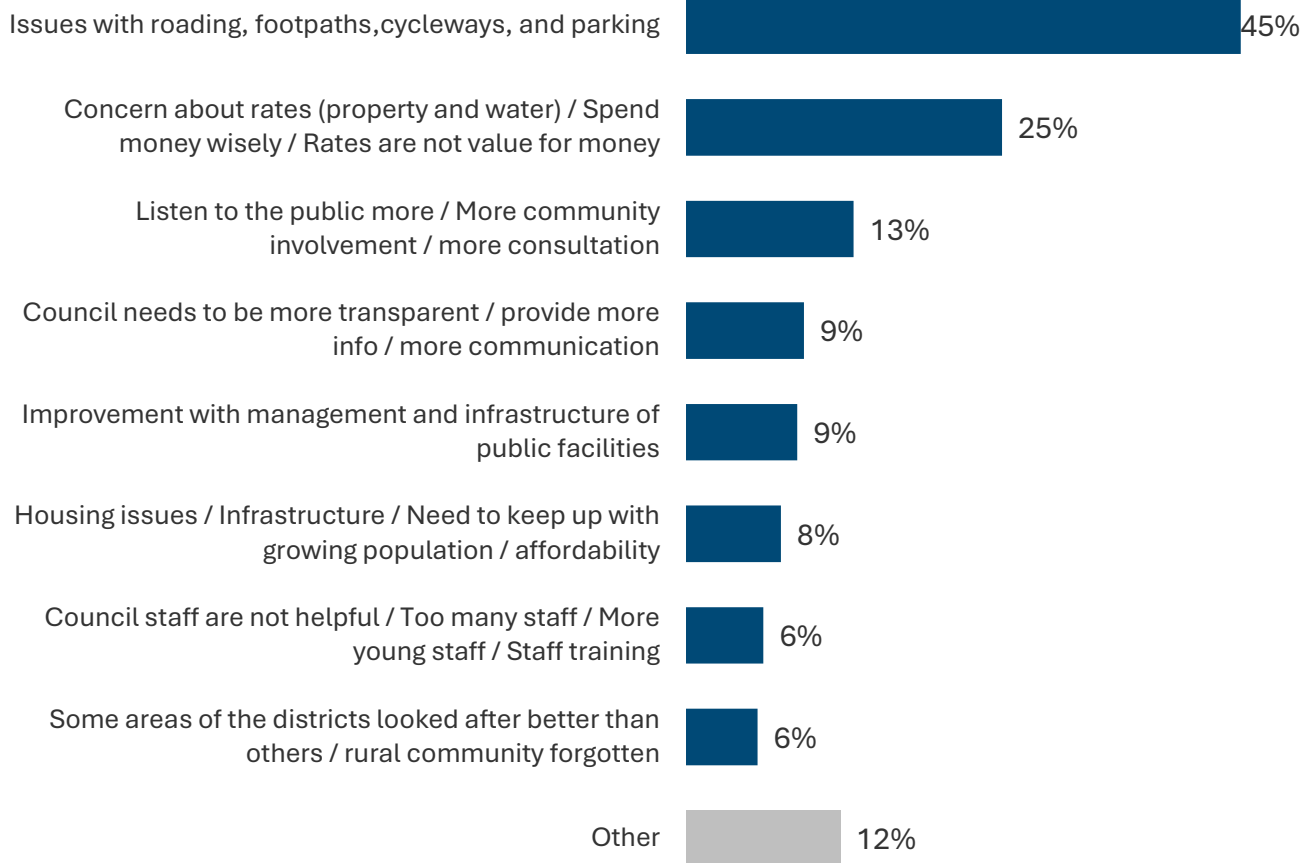


■ Dissatisfied (%1-4)
■ Neutral (%5-7)
■ Satisfied (%8-10)



NOTES:
 1. 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=396
 2. Excludes don't know responses.

General comments about Waipā District Council



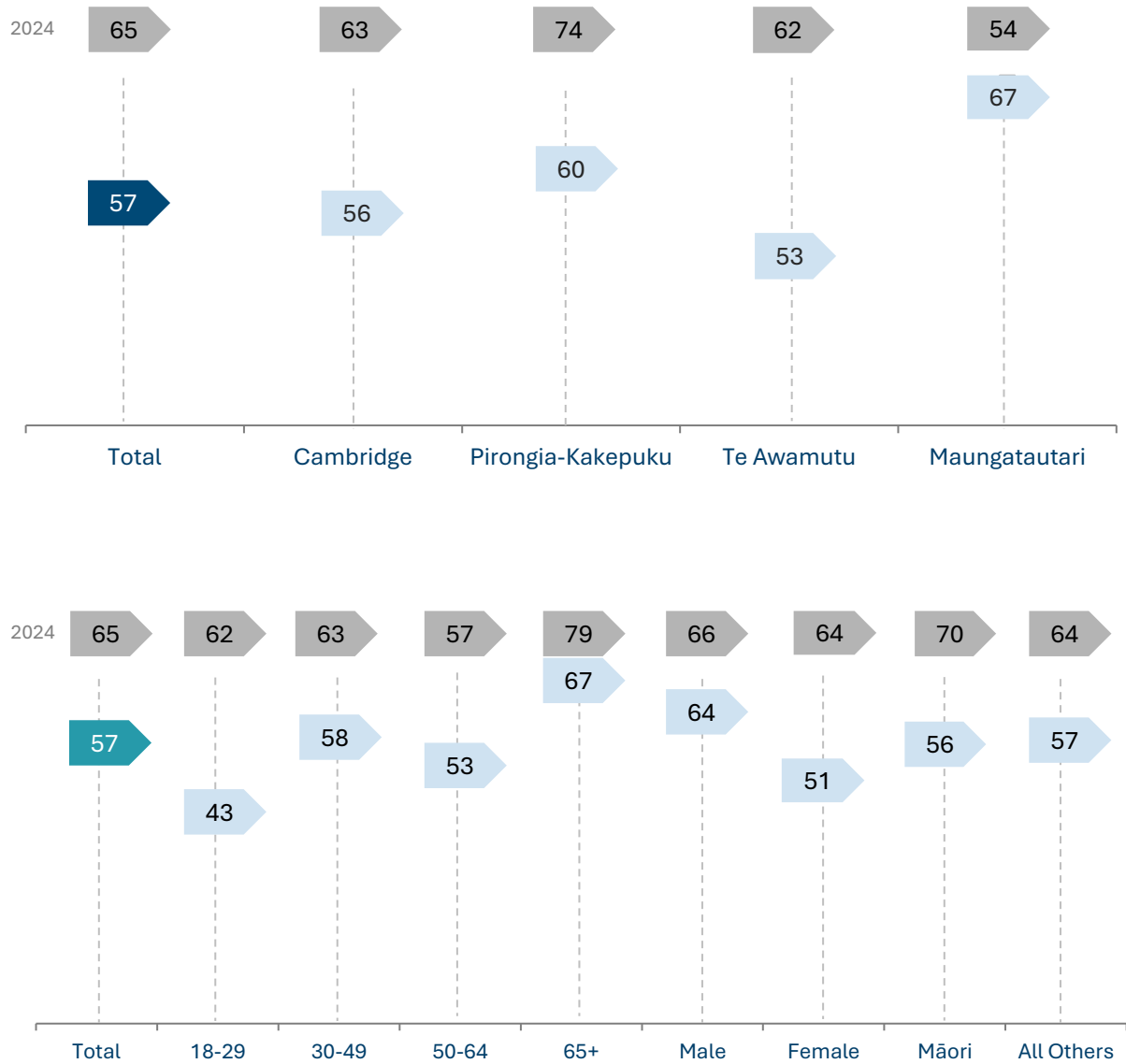
- *Footpaths, residents should be made to keep public footpaths free from overgrown shrubs and trees. When out walking, I should not have to go onto the grass verge because of the overgrowth.*
- *Fix the numerous potholes and stop disincentivising people to take care of the environment by making it too expensive to be green.*
- *The new cycleways and roads are terrible and unsafe.*
- *Too many speed bumps and some of them are massive, which is totally a waste of money in terms of installing them and slowing down every single car.*
- *Whatever they do and plan, it needs to be fit for purpose, be essential and be within budget.*
- *Any wasteful spending needs to be stopped immediately. Why do we need a new library in Cambridge? I've also seen that the Mayor and councillors have been on overseas trips, this is not needed.*
- *Shared water rates are unacceptable. Council could look at supplying a water meter for each residence free of charge.*
- *I'd like to see the Council rethinking its priorities and better limiting expenditure and containing future rates rises.*
- *Council needs to listen to the whole community on what is required, not just specialised groups.*
- *Less bureaucrats politics, more logic, more simple but direct communication.*

NOTES:

1. GEN. Are there any other comments that you would like to make about the Waipā District Council? n=144
2. Comments <5% are not shown.

Reputation profile

Reputation Benchmarks



- The Council’s reputation benchmark has declined from +65 in 2024 to +55 in 2025, placing it within the ‘poor’ range.
- Reputation is highest among residents in Maungatautari and those aged 65 and over (both at +67), while younger residents aged 18 to 29 recorded the lowest score at +43.

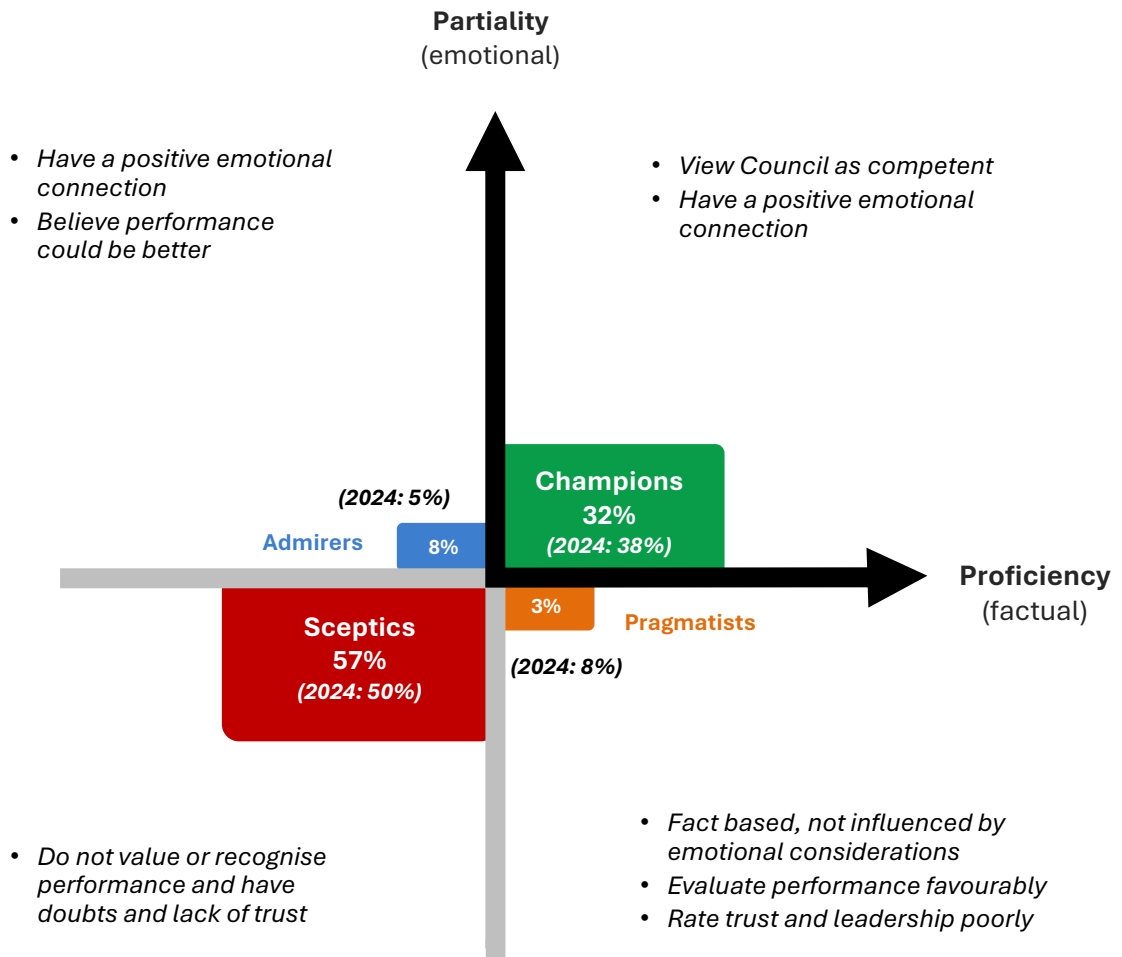
NOTES:

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



- A slight shift in residents' perceptions has been reported, with the proportion of residents identified as **'Champions'** decreasing to 32% from 38% in 2024, and **'Sceptics'** increasing to 57% from 50%.
- Residents aged 65 or above are most likely to be classed as **'Champions'** (43%) compared to those from other demographic groups.
- 'Pragmatists'** (3%) are the group that mostly approves of the Council's decision-making; however, they lack trust and often are not satisfied with the leadership.
- 8% of the residents can be classed as **'Admirers'**. This group might not support all of Council's decisions, but overall, they trust that Council is acting in the best interest of the District.

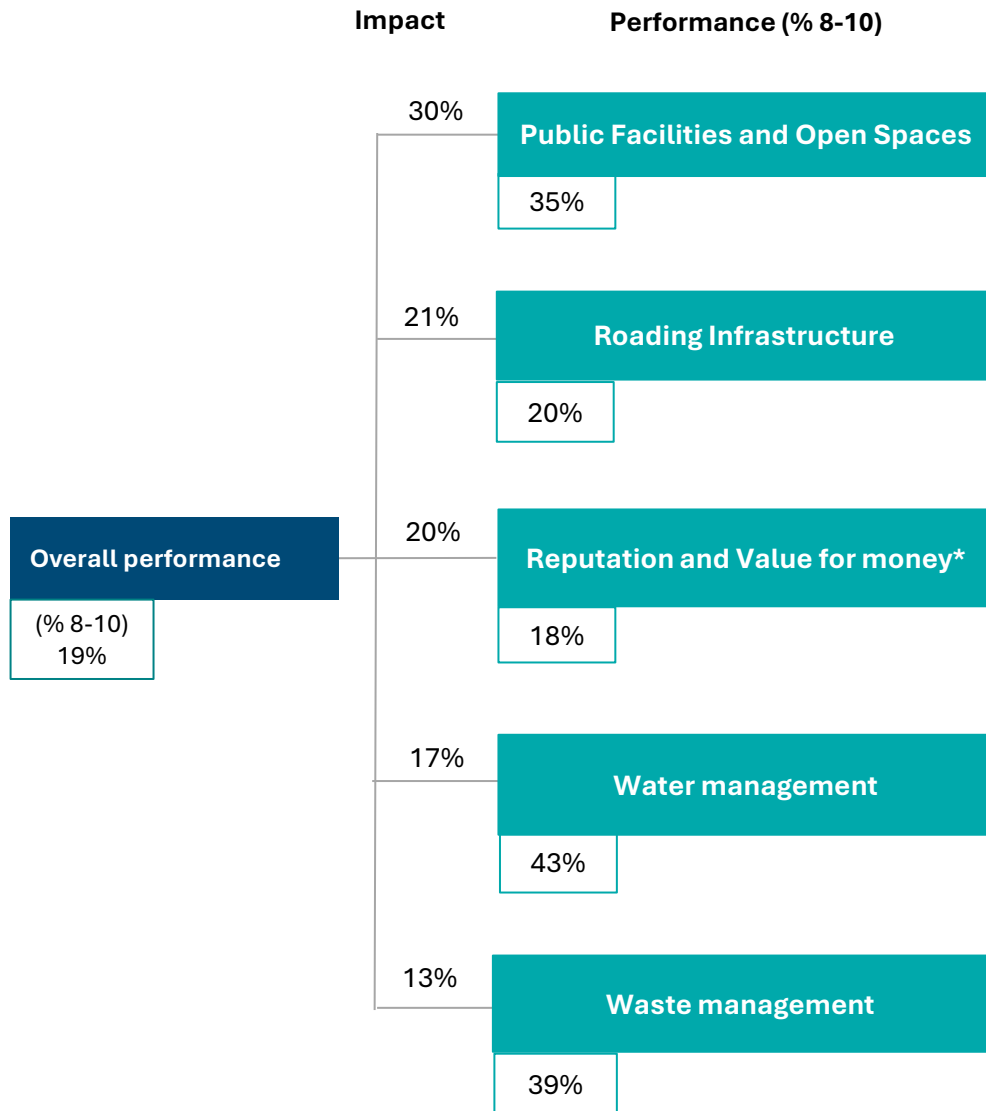
NOTES:

- LS6. Vision and leadership.
- TS6. Trust.
- FM5. Financial management.
- QL4. Quality of deliverables, OVREP overall reputation.

Drivers of Satisfaction Priorities and Opportunities

Drivers of Perceptions of Waipā District Council's Performance

- **Public facilities and open spaces** (30%) have the highest impact score on overall satisfaction with the Council.
- **Roading infrastructure** (21%) is the second highest aspect that influences residents' overall perception of the Council, highlighting ongoing concerns about the quality and maintenance of local roads. This is closely followed by **Reputation and value for money**, with a 20% impact score.



NOTES:

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

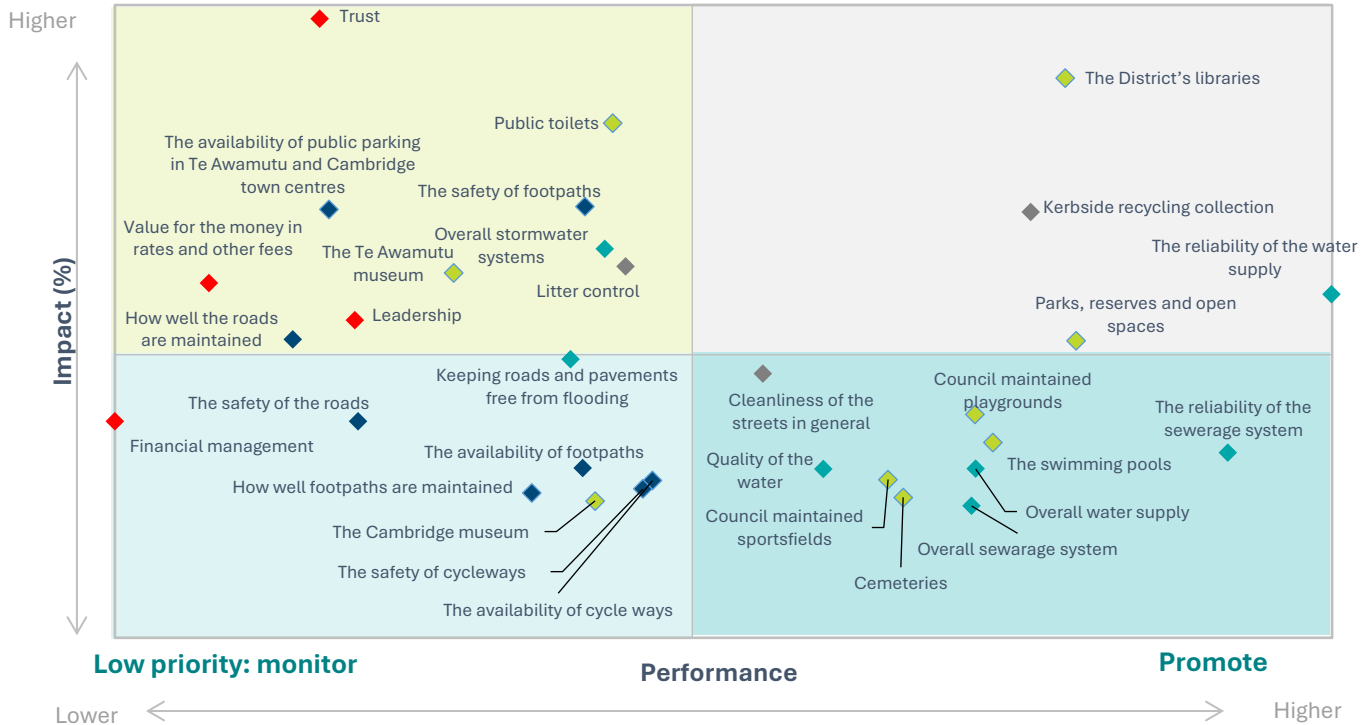
Year-on-year
 Significantly higher
 Significantly lower

Opportunities and Priorities. Overall measures

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

Priorities

Maintain



Waipā District Council needs to prioritise improvements across several key aspects, particularly in:

1. **Image and Reputation and Value for money**

- Trust
- Leadership
- Value for money in rates and other fees

2. **Roding Infrastructure**

- Availability of public parking in Te Awamutu and Cambridge town centres
- Safety of footpaths
- How well roads are maintained

3. **Public Facilities**

- Public toilets
- Te Awamutu Museum

4. **Other Services**

- Overall stormwater system
- Litter control

These findings suggest a need to strengthen both infrastructure-related services and efforts that build community connection and confidence in Council leadership.

Lifestyle and Environment

Community Spirit and Pride in the District

- Over one quarter of respondents (29%) agree that the **Waipā district has a great sense of community spirit**, which is on par with the 2024 results (30%).
- More than half (55%) of residents are **Proud to live in the district**. This sentiment is significantly higher among Cambridge residents (62%) compared to those in Te Awamutu (44%).

Waipā district has a great sense of community spirit

16%

55%

29%

Disagree (%1-4)

Indifferent (%5-7)

Agree (%8-10)

% 8-10

Māori	Non-Māori	18-29	30-64	65+
30%	29%	23%	28%	36%
Cambridge	Pirongia-Kakepuku	Te Awamutu	Maungatautari	
34%	28%	24%	30%	
2025	2024	2023	2022	2021
29%	30%	26% ▼	34%	40%

Proud to live in the district

9%

36%

55%

Not proud (%1-4)

Neutral (%5-7)

Proud (%8-10)

% 8-10

Māori	Non-Māori	18-29	30-64	65+
43%	57%	42%	54%	65%
Cambridge	Pirongia-Kakepuku	Te Awamutu	Maungatautari	
62%	55%	44%	58%	
2025	2024	2023	2022	2021
55%	52%	53%	58%	64%

NOTES:

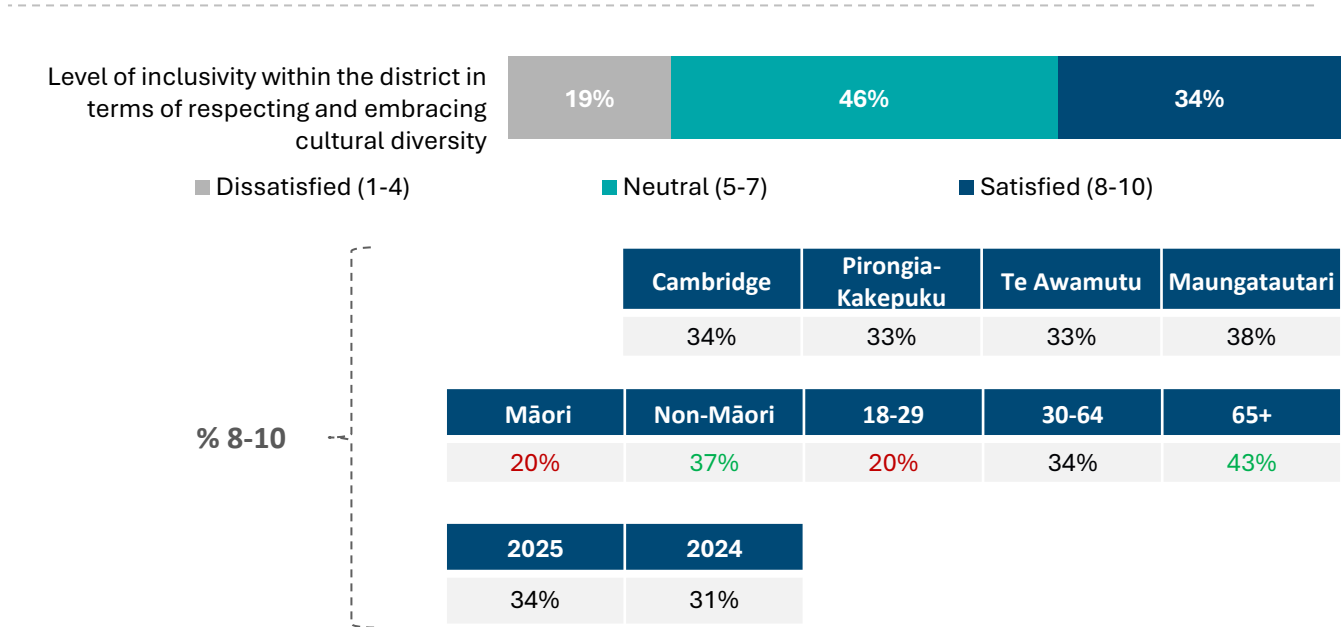
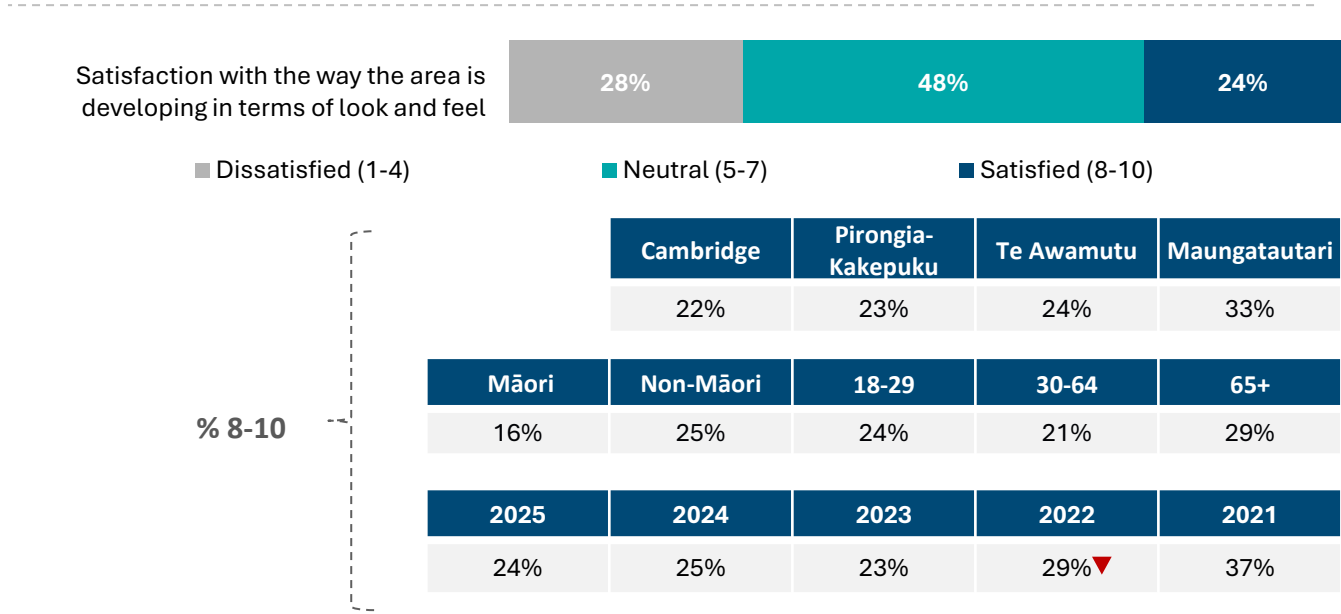
- LE1. Using the scale 1-10 where 1 means 'strongly disagree' and 10 means 'strongly agree', Waipā district has a great sense of community spirit (a sense of togetherness and good atmosphere among people)? n=393
- LE2. Thinking about the Waipā district, using a 1-10 scale where 1 means 'not at all proud' and 10 means 'very proud', how proud do you feel to say that you live in this district? n=414
- 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

- Nearly one quarter of respondents (24%) are satisfied with *The way the area is developing in terms of look and feel* in the district.
- 34% of respondents express satisfaction with the *Level of inclusivity within the district in terms of respecting and embracing cultural diversity*.
- Satisfaction is significantly higher among non-Māori residents (37%) and those aged 65 or over (43%) compared to Māori (20%) and those aged 18 to 29 years (20%).

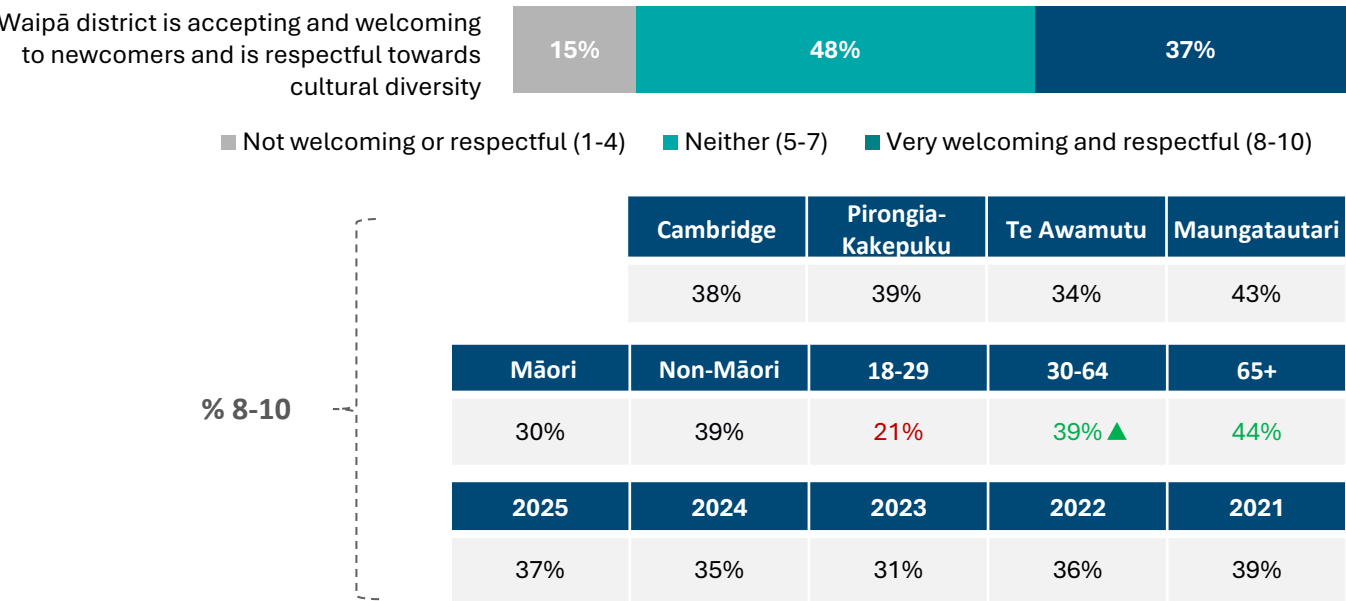
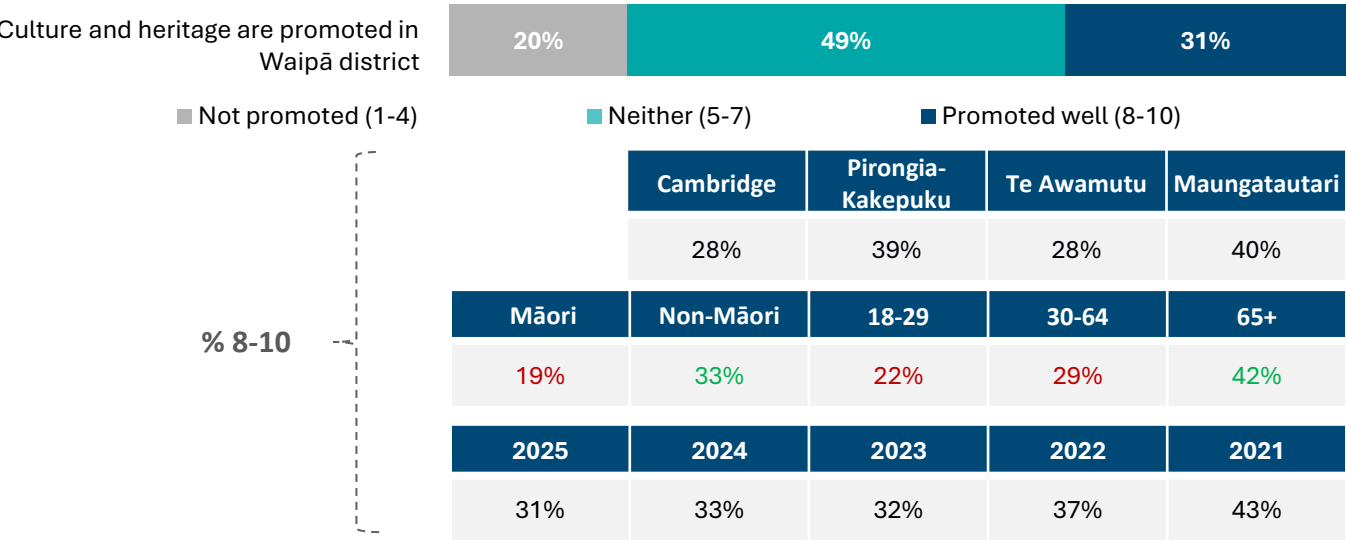


NOTES:

- 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=414
- 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=328
- Excludes don't know responses.

Cultural Heritage and Diversity Acceptance in the District

- Just over three in ten respondents (31%) perceived that **Culture and heritage are promoted in Waipā district.**
- This perception is significantly higher among non-Māori (33%) compared to Māori respondents (19%).
- Additionally, 37% feel that the **Waipā district is accepting and welcoming to newcomers and is respectful towards cultural diversity.**



NOTES:

1. 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=385

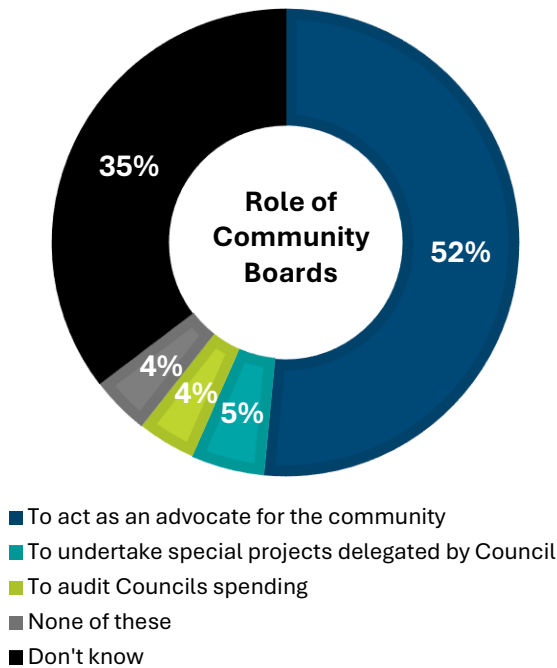
2. LE5. Using a 1-10 scale where 1 means ‘No, not at all’ and 10 means ‘Yes, absolutely’, as a local resident, how accepting and welcoming is the district to newcomers and respecting towards the cultural diversity? (recent migrants, international students, former refugees) n=308

3. Excludes don’t know responses.

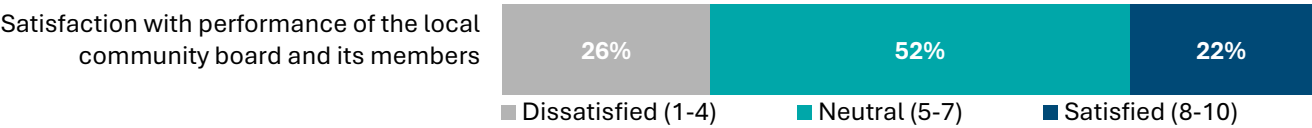
Awareness and participation

Community Boards: Recognition of Purpose and Satisfaction

- Just over one-half (51%) of respondents identified **Acting as an advocate for the community** as the primary role of community boards.
- However, 35% did not know the role of community boards.
- 22% are satisfied with the **Performance of the local community board and its members**, representing a slight increase from 19% in 2024.



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



% 8-10		Cambridge	Pirongia-Kakepuku	Te Awamutu	Maungatautari
		22%	19%	25%	23%
	Māori*	Non- Māori	18-29*	30-64	65+
	23%	22%	6%	21%	30%
			2025	2024	2023
		22%	19%	19%	

NOTES:

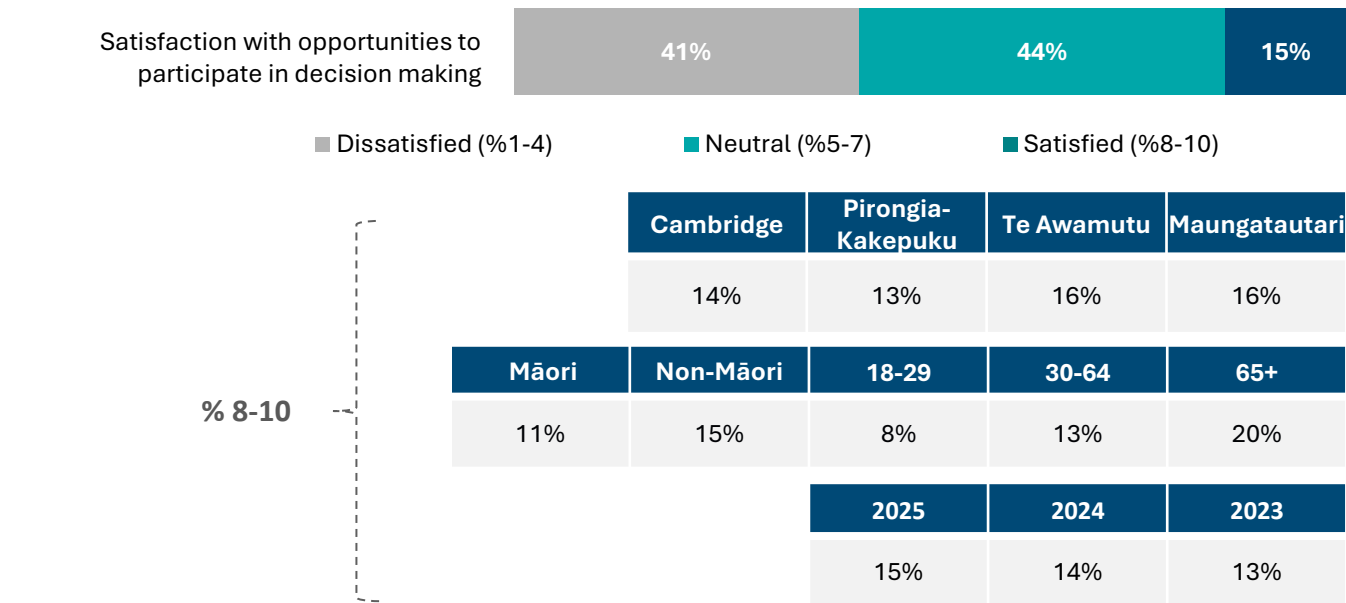
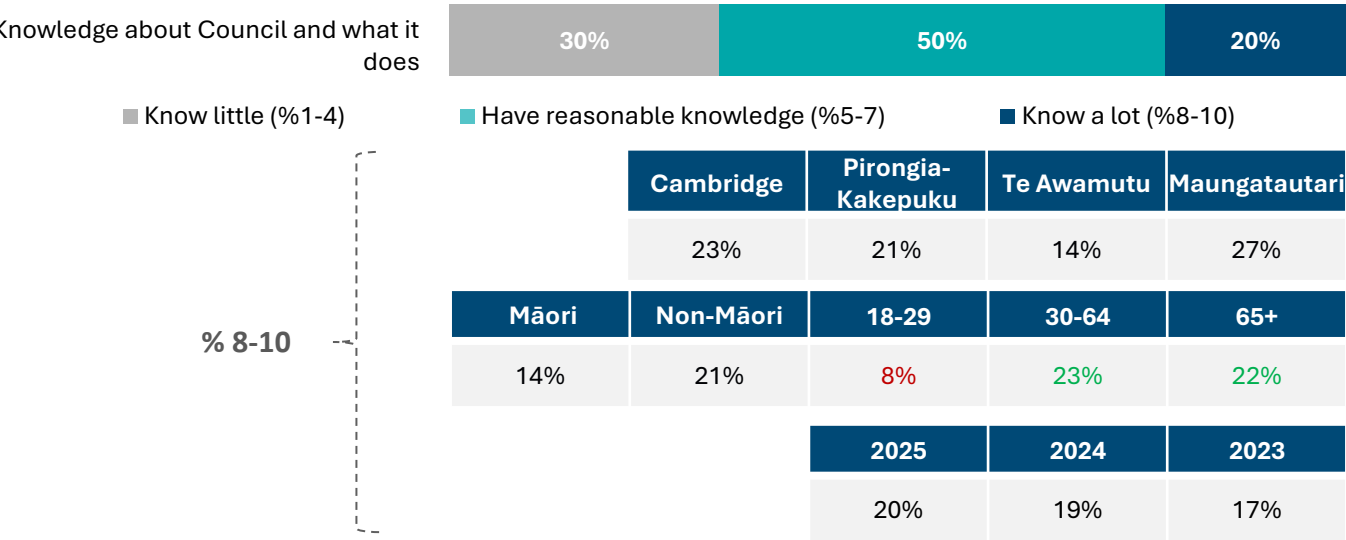
1. AD4. The Waipā district has two community boards. Which of the following best describes the role of these community boards? n=416

2. AD5. Using the 1-10 scale, how satisfied are you with the performance of your Local Community Board and its members? n=267

3. Excludes don't know responses.

Knowledge About Council Activities and Opportunities to Engage

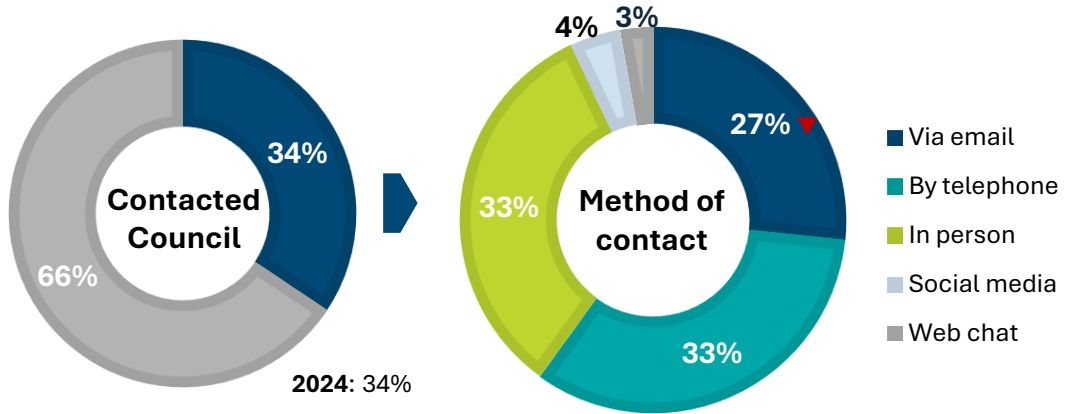
- When asked how much they know about the Council and its role, one in five respondents (20%) rated their knowledge highly (8 – 10 on a 10-point scale). Half (50%) of respondents have reasonable knowledge (rated 5 – 7) about the Council and what it does.
- Only 15% of residents are satisfied with the **Opportunities to participate in decision making**.
- Satisfaction with **Opportunities to participate in decision making** is extremely low among residents aged 18 to 29, with only 8% expressing satisfaction.



Interactions with the Council

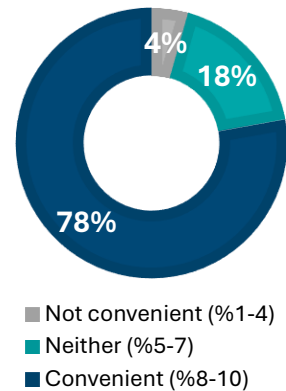
Contact with the Council

- Over one-third of respondents (34%) have made an enquiry about something with the Council in the last six months.
- Among those who made contact, 33% did so **By telephone** and a further 33% **In person**.
- The majority (78%) found the enquiry process **Convenient** (rating 8-10% on the 10-point scale).
- Overall, satisfaction with **How enquiries were handled** has significantly improved. Just over one-half (52%) of those who made contact were satisfied with the overall handling of their enquiry, an increase from 41% in 2024.

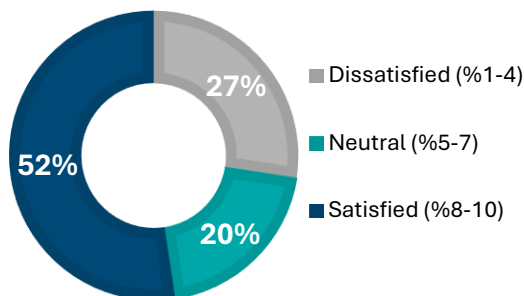


Convenience of making an enquiry (%8-10)

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



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



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

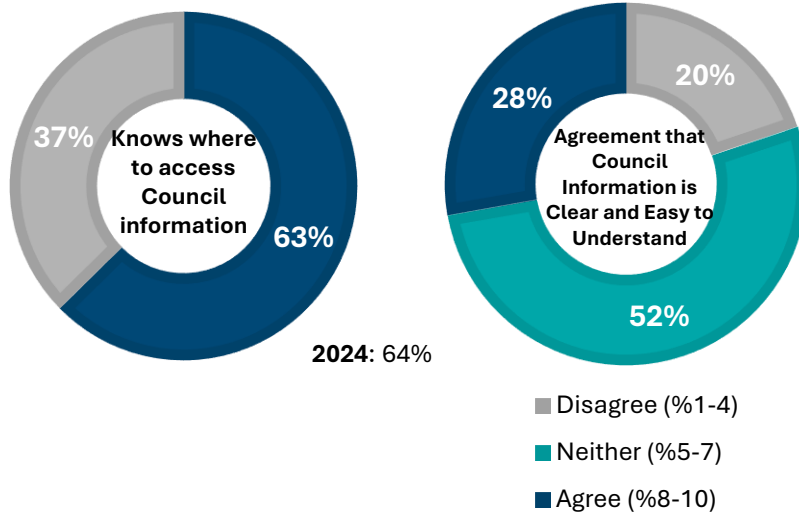
NOTES:

- INT.1 Have you made an enquiry about something with the Waipā District Council within the last six months? n=415 Made enquiry n=144
- INT2. Which best describes how you contacted the Council about this matter? Was it... n=142
- 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=144
- 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=144
- Excludes don't know responses.

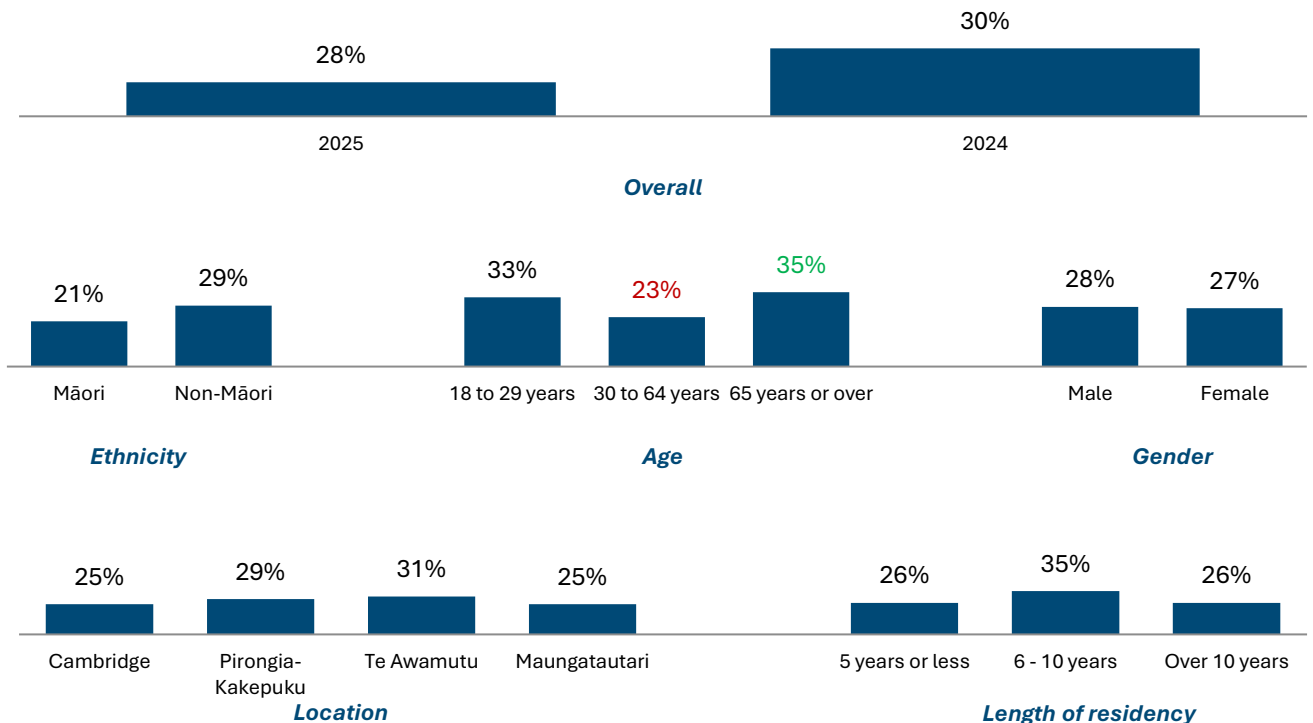
Communication and Engagement

Communication and Engagement

- 63% of residents report **Knowing where to access Council information**.
- However, only 28% **Agree that Council information is clear and easy to understand**. This sentiment is significantly lower among respondents aged 30 to 64 (23%) compared to those aged 65 and over (35%).



% 8-10



NOTES:

- COM1. Do you know where to find the latest information on council activities and services? n=419
- 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=381
- Excludes don't know responses.

Communication and Engagement

- Residents primarily have heard or seen information about the Council in the last three months through **Articles in newspaper** (52%), followed by **Social media** (40%).
- Similarly, **Social media** (32%) and **Newspapers** (30%) are also the two most preferred ways for residents to stay up to date with Council.



Main Way of Hearing or Seeing Council

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

Preferred way to keep up to date

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

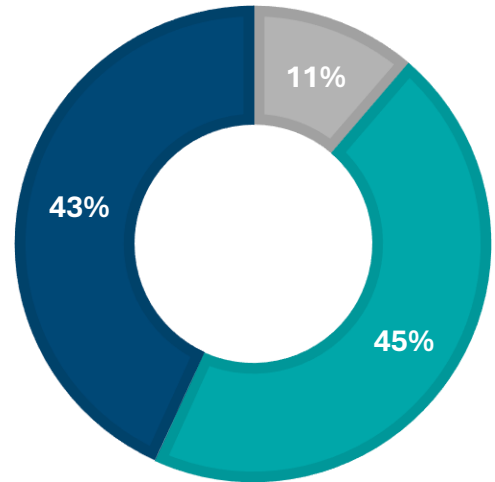
NOTES:

- COM2. In the last 3 months, where have you seen or heard about Waipā District Council? n=421
- COM3. What would be your preferred way to keep up to date with what Waipā District Council is doing? n=421

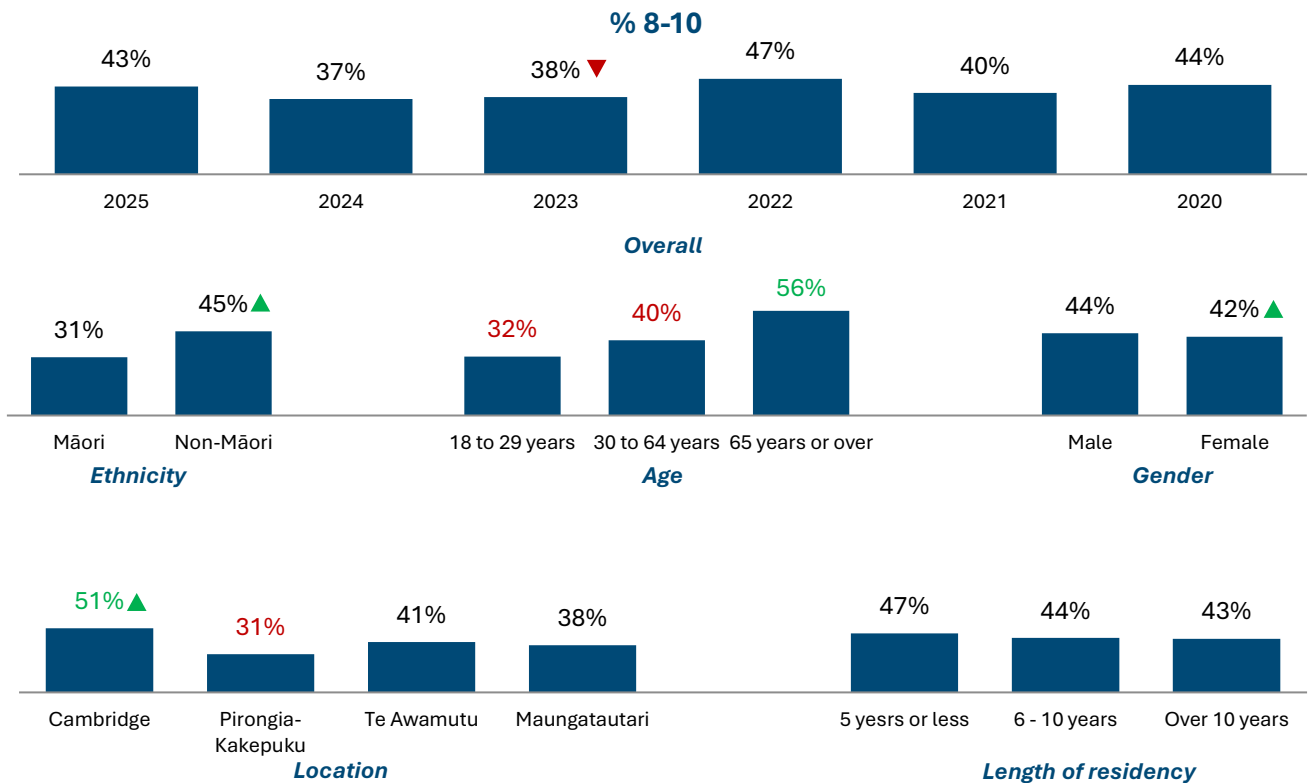
Water management: water supply, sewage and stormwater

Overall Water Management

- Overall satisfaction with **Water management** improved, now 43%, an increase from 37% last year.
- Satisfaction has significantly increased since 2024 among non-Māori respondents (45%), female respondents (42%), and those living in Cambridge.



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



NOTES:

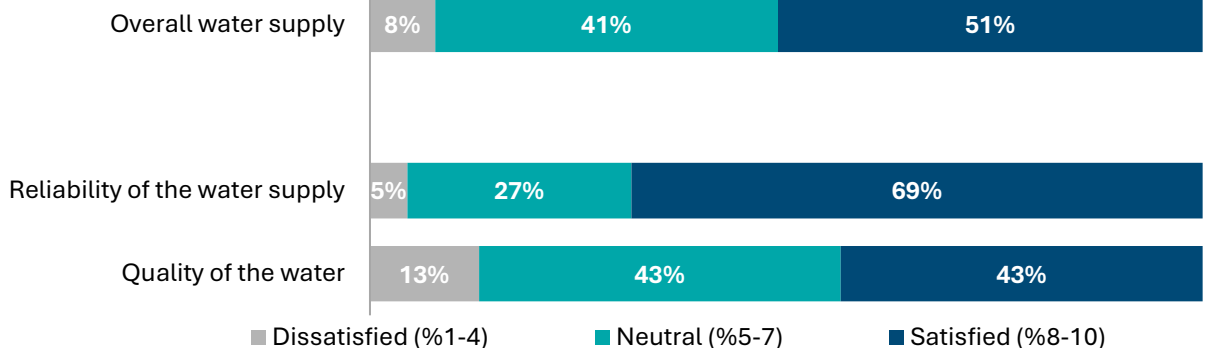
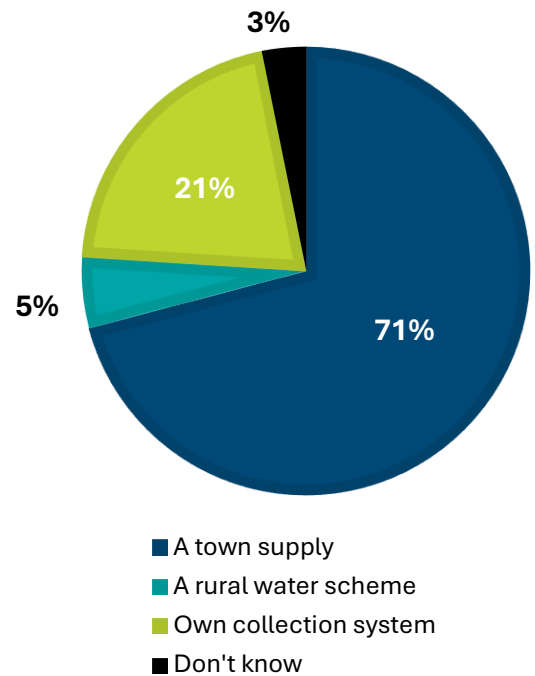
- TW5. And OVERALL, when you think about the supply of water, the management and disposal stormwater and disposal of waste water, how would you rate your satisfaction with Council overall for its MANAGEMENT OF WATER in the district n=351
- Excludes don't know responses.

Year-on-year
▲ Significantly higher
▼ Significantly lower

Between demographics
▲ Significantly higher
▼ Significantly lower

Water Management: Water Supply

- Most households are connected to a **Town supply** (71%) while 5% are connected to a **Rural water scheme**.
- Overall, 51% of those connected to a town supply or rural water scheme are satisfied with their **Water supply**.
- In addition, their satisfaction with the **Reliability of the supply** is high at 69%.



Scores %8-10	Town supply	Rural supply*	2025	2024	2023	2022
Overall water supply	52%	35%	51%	52%	52%	56%
The reliability of the water supply	69%	65%	69%	68%	66%	66% ▼
Quality of the water	44%	38%	43%	49%	49%	52%

Scores %8-10	Cambridge	Pirongia-Kakepuku	Te Awamutu	Maungatautari*
Overall water supply	53%	46%	49%	52%
The reliability of the water supply	72%	68%	66%	53%
Quality of the water	42%	53%	41%	52%

NOTES:

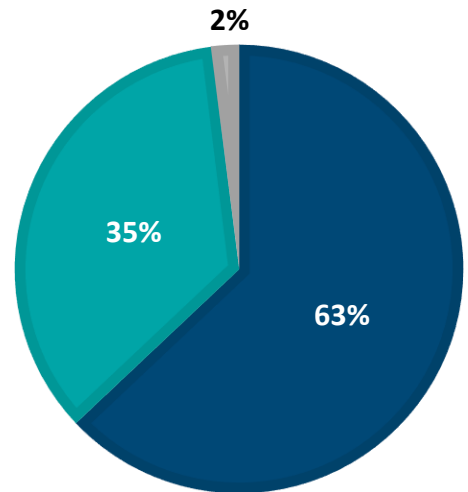
- TW1. Which of the following best describes your water supply connection? n=421
- TW2. On the scale of 1- 10, how would you rate your satisfaction with...
 - Overall water supply n=283
 - The reliability of the water supply n=288
 - Quality of the water n=288
- Excludes don't know responses.
- *Caution small sample size (n<30) results are indicative only.

Year-on-year
 ▲ Significantly higher
 ▼ Significantly lower

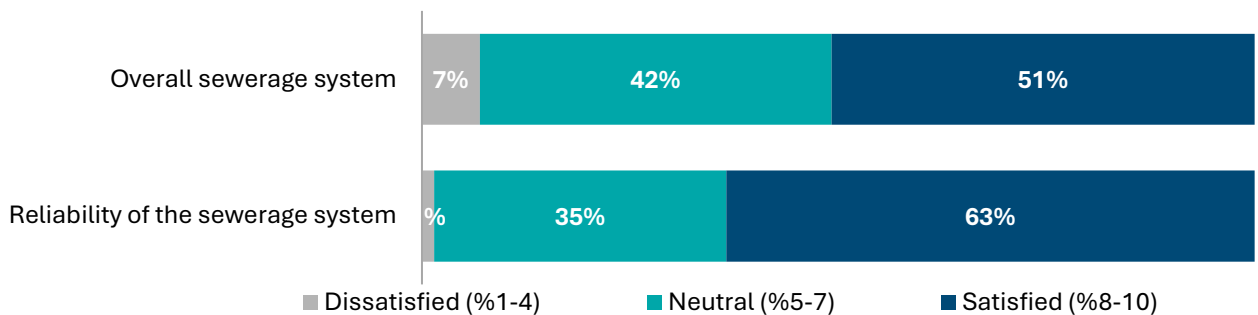
Between demographics
 ▲ Significantly higher
 ▼ Significantly lower

Water Management: Sewerage System

- Just over six in ten households (63%) are connected to the **Town sewerage system**.
- Among the connected residents, 51% are satisfied with the overall service they receive, while 63% are satisfied with the **Reliability of the sewerage system**.



■ Town sewerage system
■ Own septic tank
■ Other



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

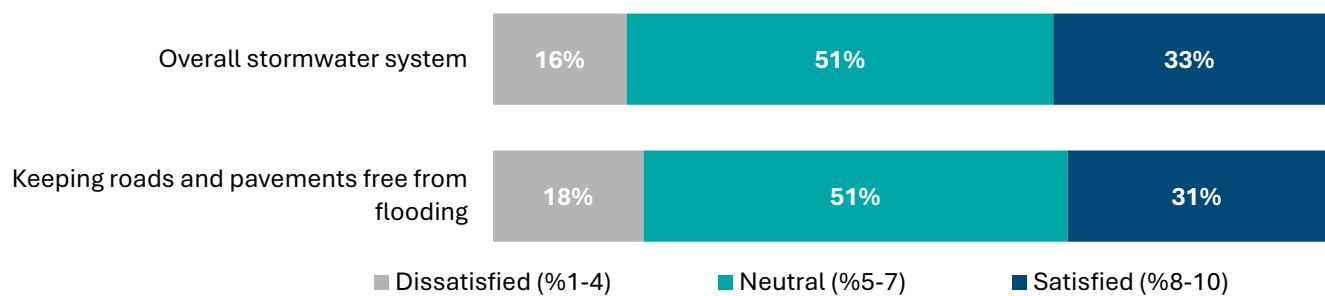
Scores %8-10	Cambridge	Pirongia-Kakepuku*	Te Awamutu	Maungatautari*
Overall sewerage system	59%	24%	54%	26%
The reliability of the sewerage system	71%	71%	53%	0%

NOTES:

- TW6. Which of the following best describes the sewerage system you use? n=421
- 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=296
 - The reliability of the sewerage system n=214
- Excludes don't know responses.
- *Caution small sample size (n<30) results are indicative only.

Water Management: Stormwater System

- One-third of respondents (33%) are satisfied with the Council’s **Overall stormwater system**, while a similar proportion (31%) are satisfied with **Keeping roads and pavements free from flooding**.
- A larger proportion (51%) feel neutral about the **Overall stormwater system**, and **Keeping roads and pavements free from flooding**.



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

Scores %8-10	Cambridge	Pirongia-Kakepuku	Te Awamutu	Maungatautari
Overall stormwater system	36%	31%	30%	29%
Keeping roads and pavements free from flooding	33%	26%	30%	36%

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=388

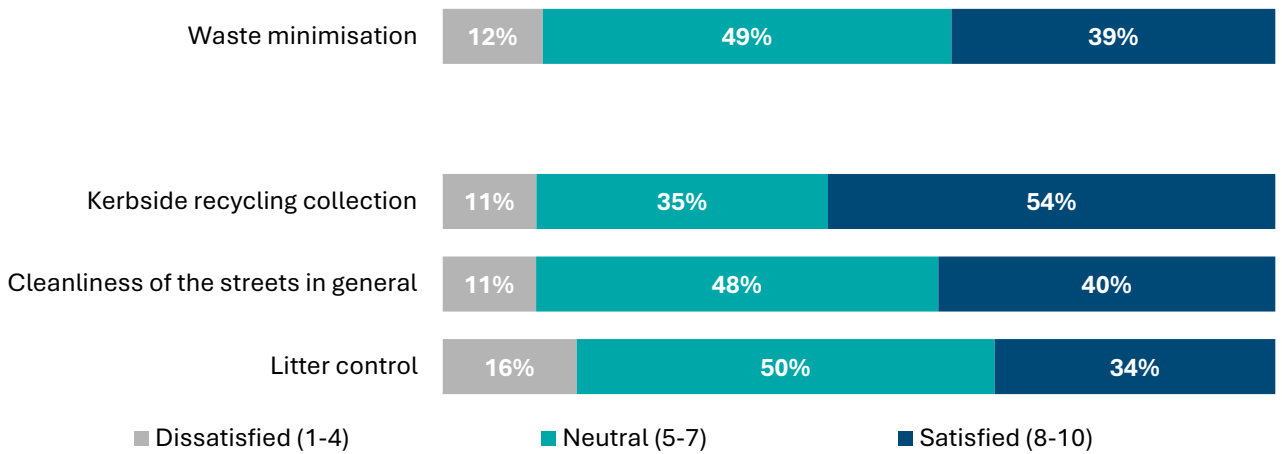
b. Keeping roads and pavements free from flooding n=401

2. Excludes don't know responses.

Waste Management and Waste Minimisation

Satisfaction with Waste Management and Waste Minimisation

- Nearly four in ten respondents (39%) are satisfied with **Waste minimisation** within the Waipā district.
- With the exception of satisfaction with the **Cleanliness of the streets in general** (40%), satisfaction with waste minimisation and related measures has improved since 2024.
- Residents in Cambridge express significantly higher satisfaction with waste management measures than respondents from other areas.



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

% 8-10	Cambridge	Pirongia-Kakepuku	Te Awamutu	Maungatautari
Waste minimisation	45%	37%	31%	43%
Kerbside recycling collection	56%	53%	51%	51%
Cleanliness of the streets in general	52%	41%	22% ▼	51% ▲
Litter control	45%	30%	23%	26%

NOTES:

- WM2. Everything considered, how satisfied are you with the WASTE MINIMISATION within Waipā district? n=364
- WM1. How satisfied are you with each of the following?
 - Kerbside recycling collection n=412
 - Litter control n=393
 - Cleanliness of streets in general n=414
- Excludes don't know responses.

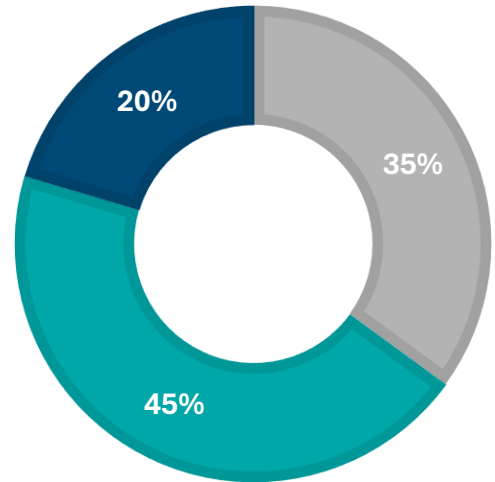
▲ Significantly higher
 ▼ Significantly lower

▲ Significantly higher
 ▼ Significantly lower

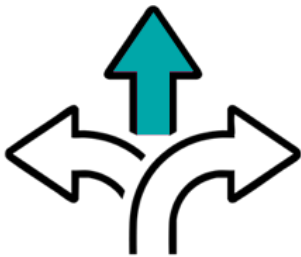
Roads, footpaths and cycle ways

Overall Roads and Footpaths

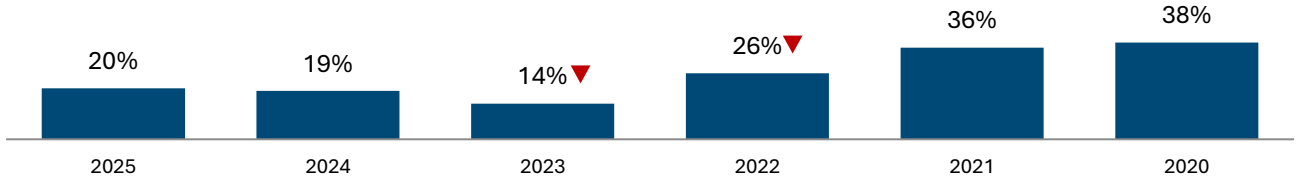
- Two in ten respondents (20%) are satisfied with the **Overall roads and footpaths**.
- Satisfaction is significantly higher among Cambridge respondents (22%) compared to those in the Pirongia-Kakepuku area (17%).
- Respondents who have lived in the district for 5 years or less express significantly higher satisfaction with **Overall roads and footpaths** compared to those who have lived in the district for over 10 years (30% vs 17%).



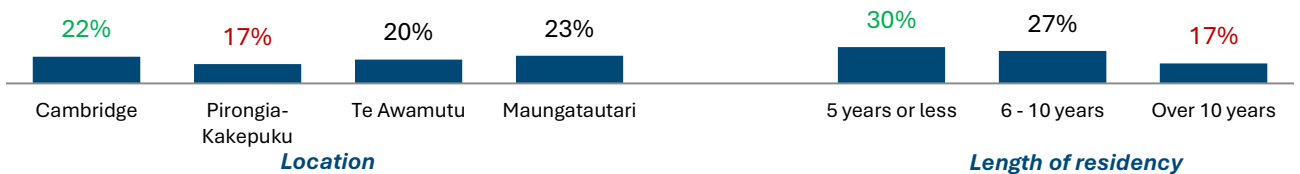
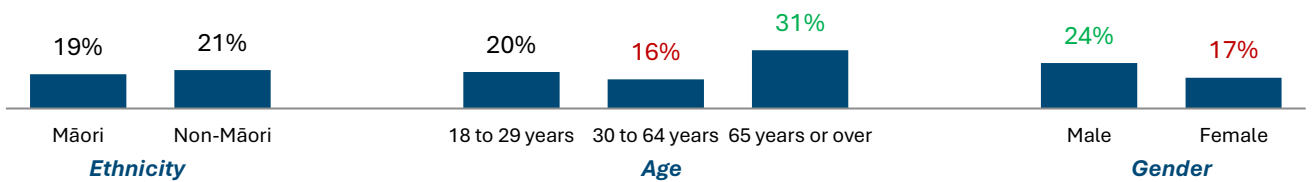
■ Dissatisfied (%1-4)
■ Neutral (%5-7)
■ Satisfied (%8-10)



% 8-10



Overall



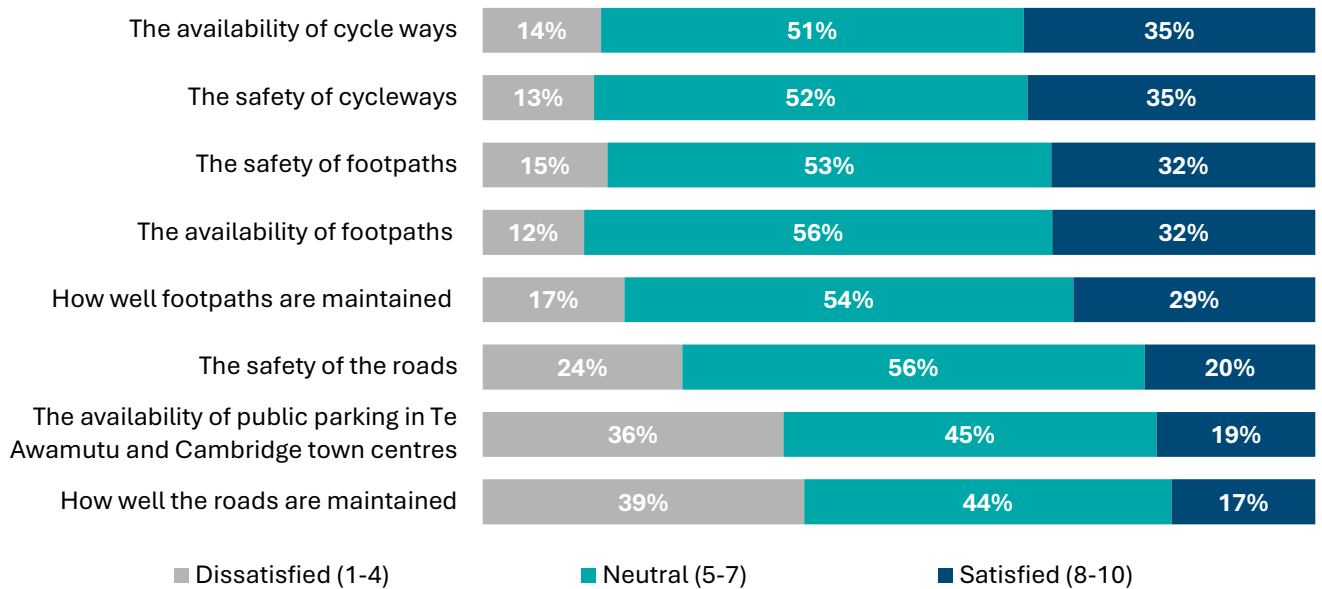
NOTES:

- RF2. OVERALL how satisfied are you with the ROADS AND FOOTPATHS around the district? n=417
- 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



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

% 8-10	Cambridge	Pirongia-Kakepuku	Te Awamutu	Maungatautari
The availability of cycleways	43%	30%	22%	45%
The safety of cycleways	39%	30%	26%	46%
The safety of footpaths	32%	30%	29%	41%
The availability of footpaths	35%	27%	28%	39%
How well footpaths are maintained	34%	22%	23%	44% ▲
The safety of the roads	22%	22%	18%	19%
The availability of public parking in Te Awamutu and Cambridge town centres	15%	23%	22%	19%
How well the roads are maintained	19%	18%	13%	22%

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=417, The safety of the roads n=416, The availability of footpaths n=407, How well footpaths are maintained n=402, The availability of cycleways n=365, The safety of footpaths n=406, The safety of cycleways n=335, The availability of public parking in Te Awamutu and Cambridge town centres n=415
- Excludes don't know responses.

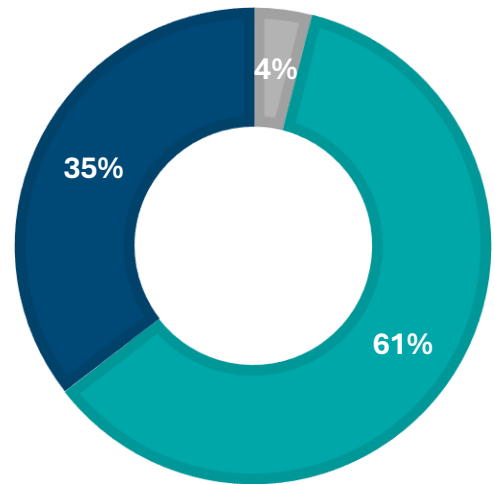
▲ Significantly higher
▼ Significantly lower

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

Public Facilities and Services

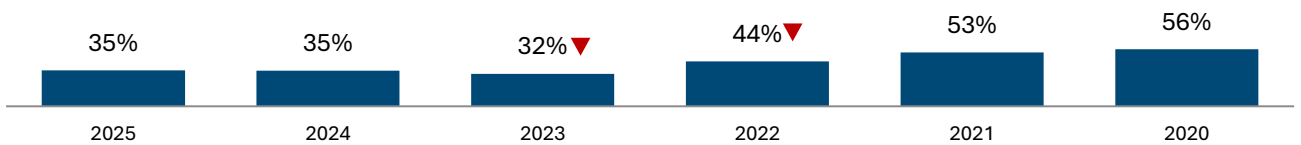
Overall Public Facilities and Open Spaces

- Satisfaction with **Public facilities and open spaces** remained consistent year-on-year at 35%.
- However, satisfaction among Te Awamutu respondents has significantly decreased from 37% in 2024 to 25% in 2025.

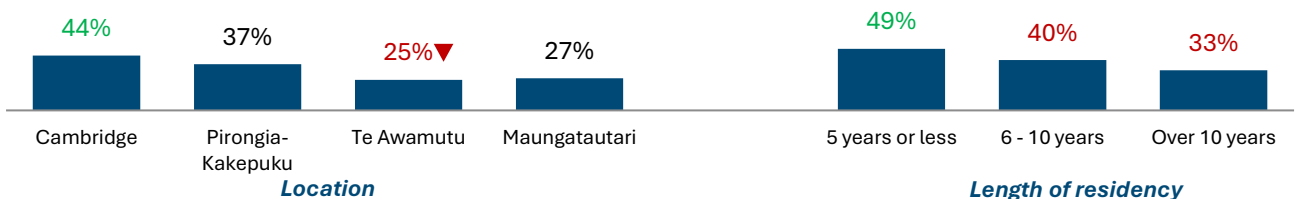
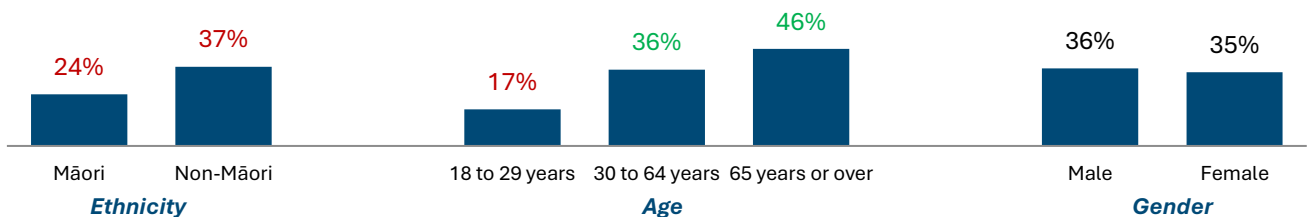


■ Dissatisfied (%1-4)
■ Neutral (%5-7)
■ Satisfied (%8-10)

% 8-10



Overall



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=397
2. Excludes don't know responses.

Year-on-year
▲ Significantly higher
▼ Significantly lower

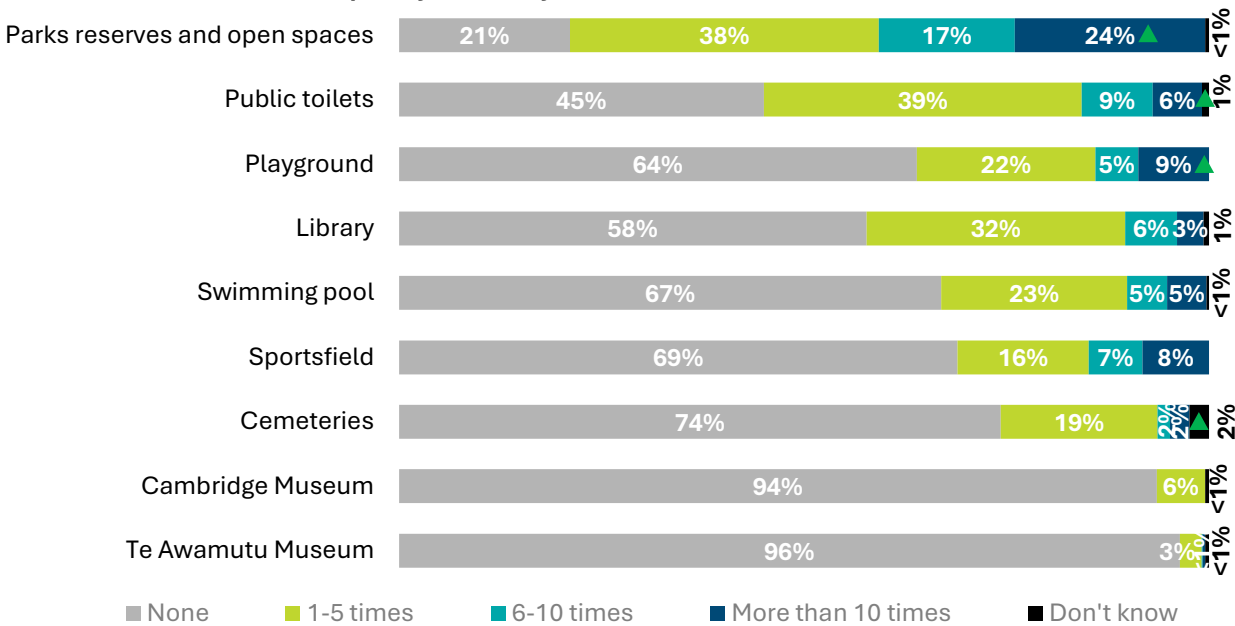
Between demographics
▲ Significantly higher
▼ Significantly lower

Use of Elective Facilities and Services

- **Parks, reserves, and open spaces** were the most frequently used facilities in the District, with 84% of respondents reporting they had visited or used these spaces in the last year.
- **Library** visitation has significantly increased, from 45% in 2024 to 52% in 2025.

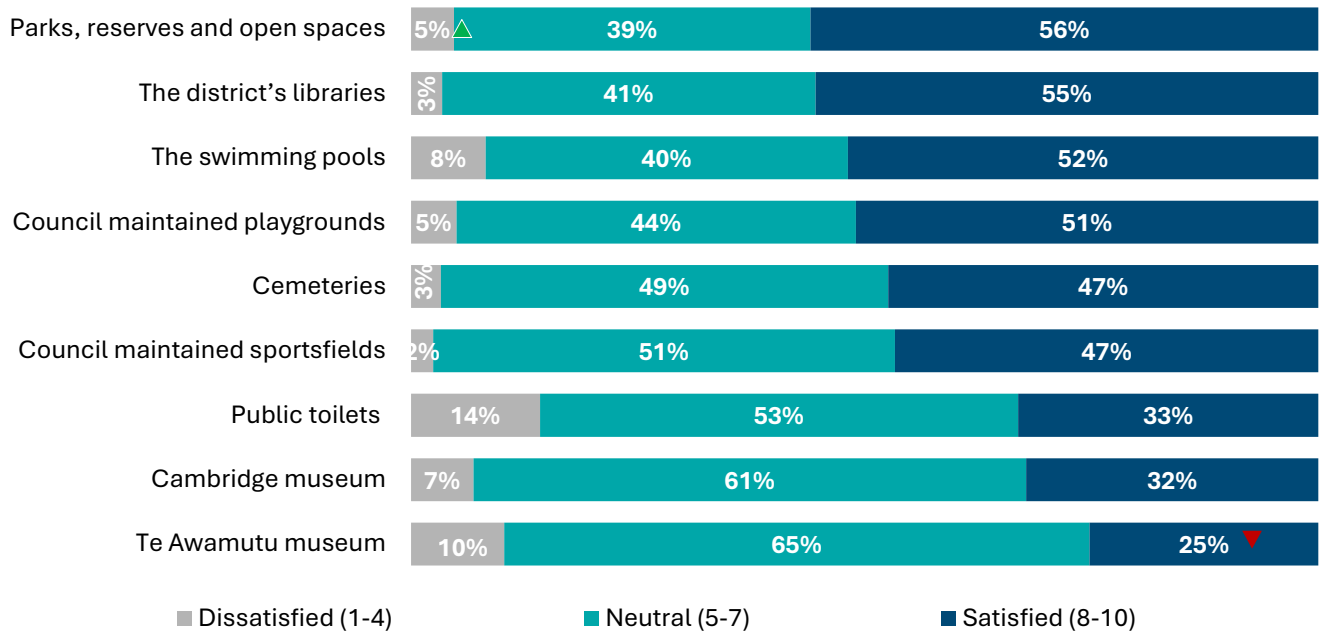
Visitation in last 12 months	2025	2024	2023	2022	2021	2020
Parks, reserves and open spaces	84%	81%	83%	84%	82%	80%
Public toilets	59%	58%	58%	55%	58%	56%
Library	52%▲	45%	46%	49%	50%	54%
Swimming pool	43%	43%	40%	38%▲	30%	35%
A council-maintained playground	40%	40%	43%	37%	42%	41%
A council-maintained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

Frequency of Facility Use in the Last Two Months



Satisfaction with the Council Facilities (Total)

- **Parks, reserves, and open spaces** and **District Libraries** continue to be the highest-rated facilities, with satisfaction scores of 56% and 55%, respectively.
- Satisfaction with most **Public facilities and open spaces** has remained consistent year-on-year (56%).
- However, a significant decline in satisfaction with the **Te Awamutu Museum** (from 38% in 2024 to 25% in 2025) has been recorded.



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

NOTES:

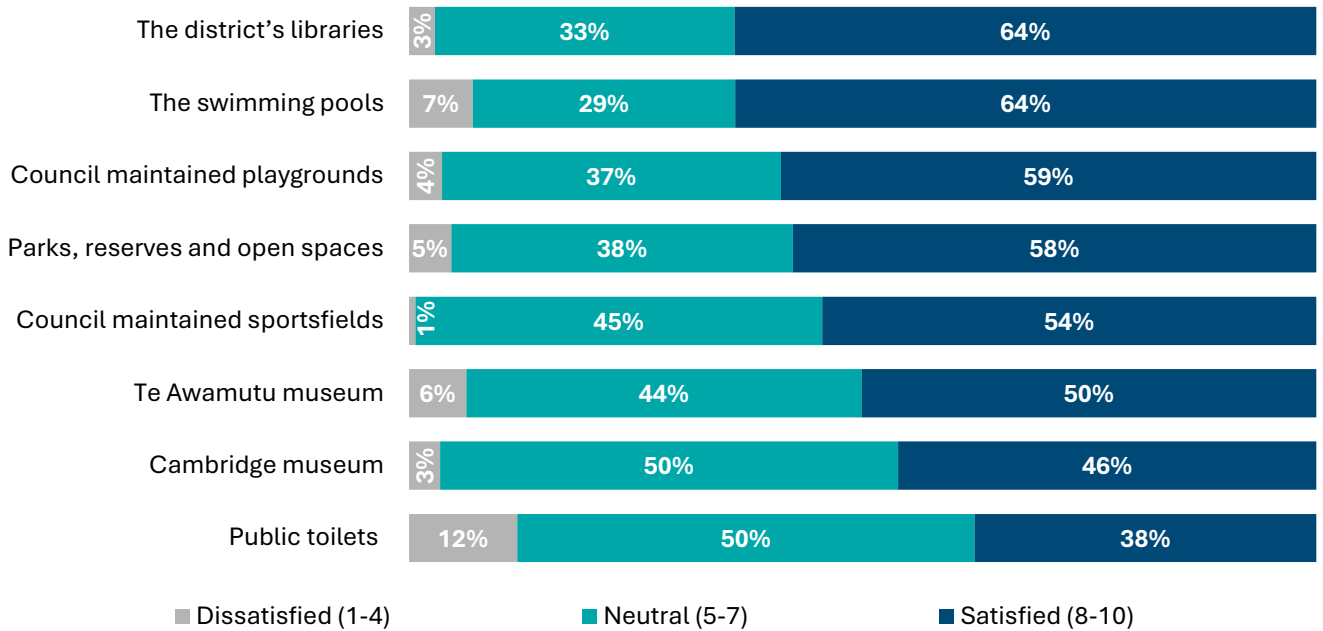
- CF2. Based on your experience or impressions, how would you rate your overall satisfaction with each of the following facilities? Library n=324, Swimming pools n=278, Parks, reserves and open spaces n=391, Playground n=302, Sportsfield n=272, Te Awamutu museum n=111, Public toilets n=317, The Cambridge museum n=106, Cemeteries n=183
- Excludes don't know responses.

 Significantly higher
 Significantly lower

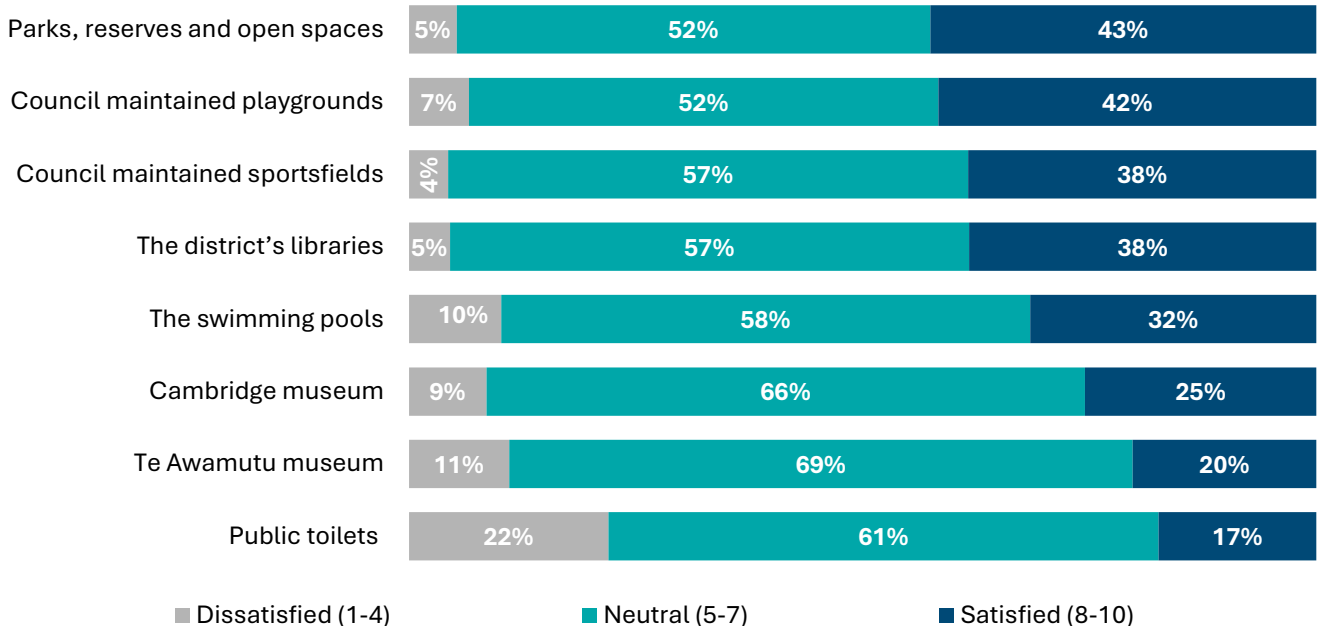
Year-on-year
Between demographics
 Significantly higher
 Significantly lower

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.

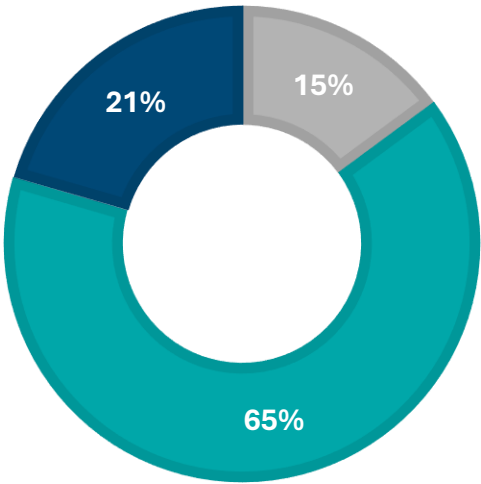
Year-on-year
▲ Significantly higher
▼ Significantly lower

Between demographics
▲ Significantly higher
▼ Significantly lower

Regulatory services

Regulatory Services

- Satisfaction with **Regulatory services** including building and resource consents, licensing premises for food and alcohol sales, dog control, and noise management, remained consistent since 2024 at 21%.

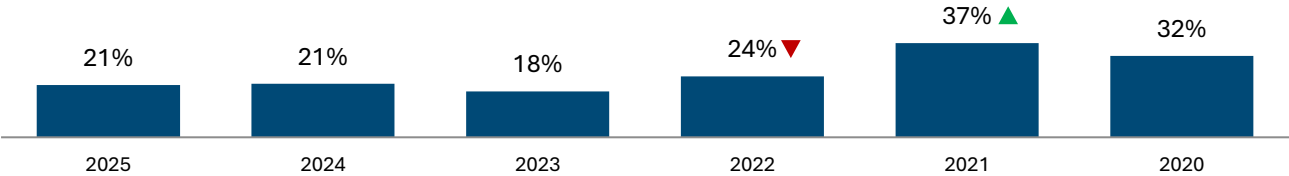


■ Dissatisfied (%1-4)

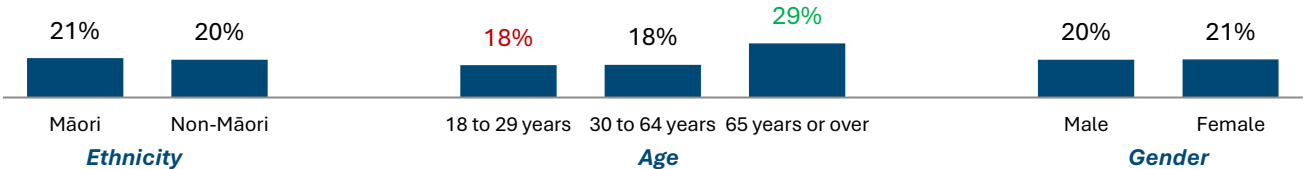
■ Neutral (%5-7)

■ Satisfied (%8-10)

% 8-10



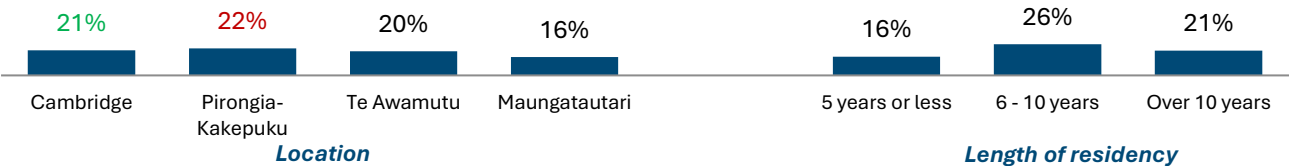
Overall



Ethnicity

Age

Gender



Location

Length of residency

NOTES:

- 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=317
- Excludes don't know responses.

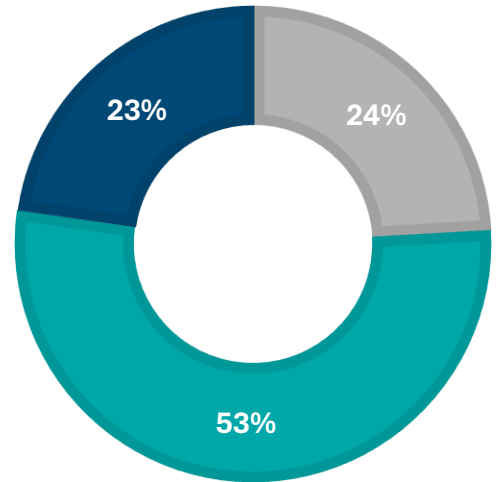
Year-on-year
▲ Significantly higher
▼ Significantly lower

Between demographics
▲ Significantly higher
▼ Significantly lower

Image and reputation

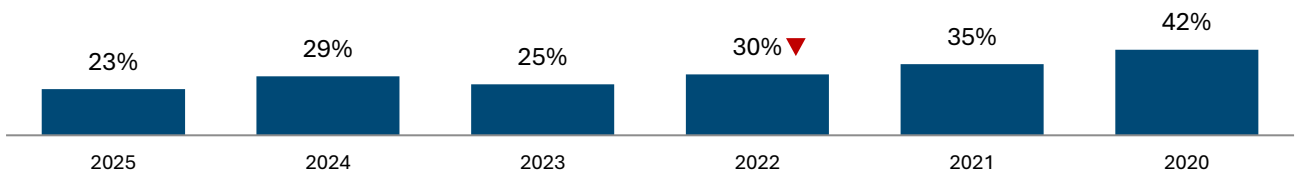
Overall Image and Reputation

- A 6%-point decrease in satisfaction with the Council's **Overall image and reputation** (29% to 23%) has been observed over the past year.
- Satisfaction is significantly lower among female respondents (18%) and those who have lived in the district for 10 years or more (21%), compared to 2024.

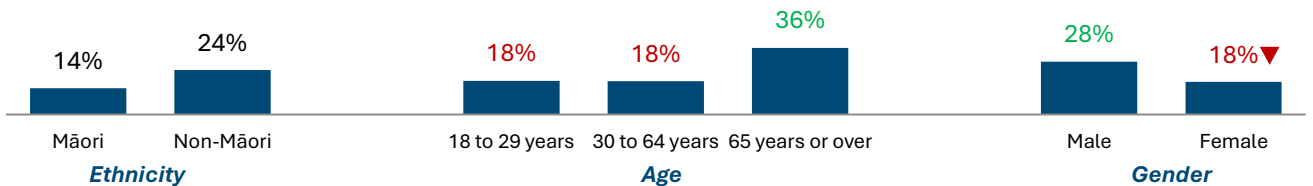


■ Poor (%1-4)
■ Neutral (%5-7)
■ Good (%8-10)

% 8-10



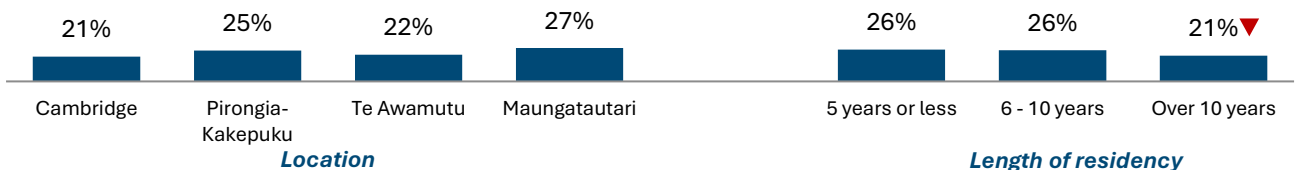
Overall



Ethnicity

Age

Gender



Location

Length of residency

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=378
- Excludes don't know responses.

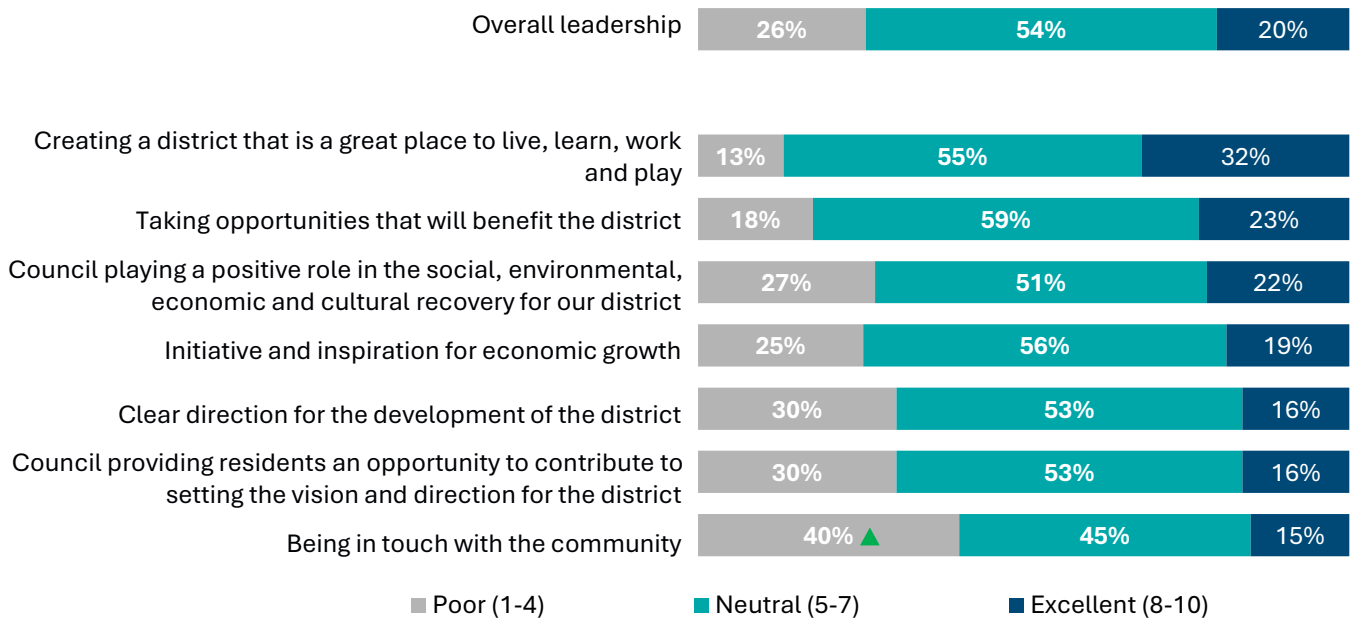
▲ Significantly higher
▼ Significantly lower

▲ Significantly higher
▼ Significantly lower

Leadership

- Two in ten residents (20%) perceived the Council’s **Overall leadership** as excellent.
- There is a significant decline in the overall perception of Council’s leadership among residents aged 65 or over, decreasing from 40% in 2024 to 27% in 2025.
- With the exception of **Council playing a positive role in the social, environmental, economic and cultural recovery for our district** (22%), all leadership-related attributes have seen a decrease in satisfaction over the past year.

Overall leadership



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

NOTES:

- Leadership section includes questions LS1 – LS8 from the questionnaire. As above the order is LS6 n=372, LS1 n=380, LS2 n=342, LS8 n=341, LS3 n=318, LS5 n=357, LS7 n=347, LS8 n=341, LS4 n=373
- Excludes don’t know responses.

Year-on-year
▲ Significantly higher
▼ Significantly lower

Between demographics
▲ Significantly higher
▼ Significantly lower

Leadership

% 8-10	Māori	Non-Māori	18-29	30-64	65+
Overall leadership	18%	21%	21%	17%	27% ▼
Creating a district that is a great place to live, learn, work and play	23%	33%	24%	29%	44%
Taking opportunities that will benefit the district	16%	24%	16%	19%	36%
Council playing a positive role in the social, environmental, economic and cultural recovery for our district	20%	22%	18%	20%	29%
Initiative and inspiration for economic growth	14%	20%	9%	17%	29%
Clear direction for the development of the district	4%	18%	5% ▼	16%	24%
Council providing residents an opportunity to contribute to setting the vision and direction for the district	10% ▼	17%	7%	18%	18%
Being in touch with the community	17%	15%	8%	14%	22%

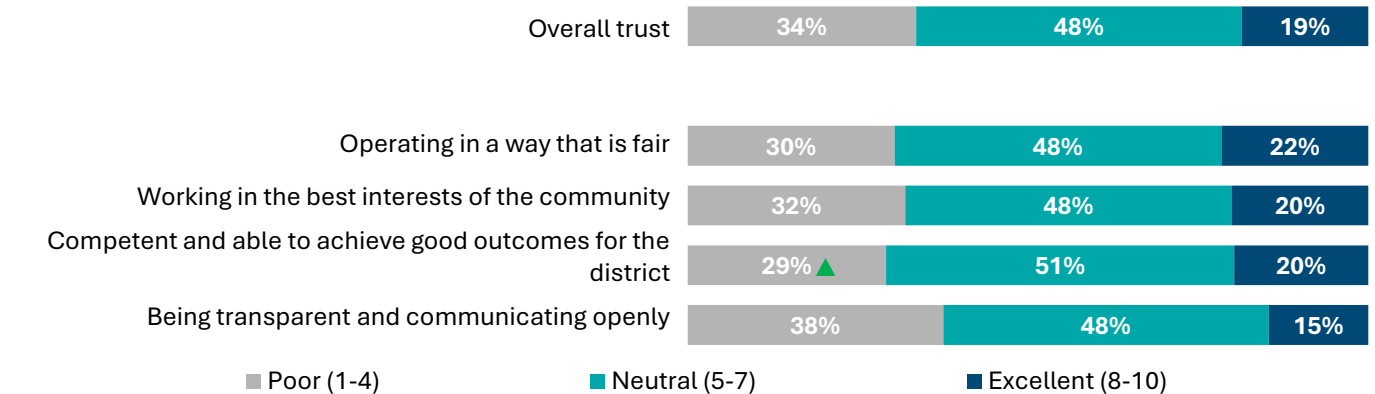
% 8-10	Cambridge	Pirongia-Kakepuku	Te Awamutu	Maungatautari
Overall leadership	18%	20%	23%	25%
Creating a district that is a great place to live, learn, work and play	34%	31%	30%	33%
Taking opportunities that will benefit the district	21%	24%	23%	30%
Council playing a positive role in the social, environmental, economic and cultural recovery for our district	20%	23%	22%	30%
Initiative and inspiration for economic growth	19%	20%	16%	26%
Clear direction for the development of the district	16%	14%	15%	26%
Council providing residents an opportunity to contribute to setting the vision and direction for the district	15%	15%	19%	19%
Being in touch with the community	11%	15%	18%	24%

NOTES:

- Leadership section includes questions LS1 – LS8 from the questionnaire. As above the order is LS6 n=372, LS1 n=380, LS2 n=342, LS8 n=341, LS3 n=318, LS5 n=357, LS7 n=347, LS8 n=341, LS4 n=373
- Excludes don't know responses.

Trust and Emotional Appeal

- 19% of respondents rated their **Trust** in the Council 8–10 on a 10-point scale, while a higher proportion felt neutral (48% rated 5-7). This measure was identified as an aspect for improvement.
- Among all trust-related measures, **Operating in a way that is fair** received the highest satisfaction at 22%, while **Being transparent and communicating openly** received the lowest, at just 15%.



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

% 8-10	Māori	Non- Māori	18-29	30-64	65+
Overall trust	18%	19%	9%	16%	29%
Operating in a way that is fair	17%	22%	16%	19%	30%
Working in the best interests of the community	22%	20%	13%	17%	30% ▲
Competent and able to achieve good outcomes for the district	20%	20%	14%	17%	29%
Being transparent and communicating openly	13%	15%	6%	13%	23%

% 8-10	Cambridge	Pirongia-Kakepuku	Te Awamutu	Maungatautari
Overall trust	15%	16%	24%	22%
Operating in a way that is fair	18%	20%	25%	31%
Working in the best interests of the community	19%	16%	23%	26%
Competent and able to achieve good outcomes for the district	19%	15%	21%	27%
Being transparent and communicating openly	11%	17%	16%	24%

NOTES:

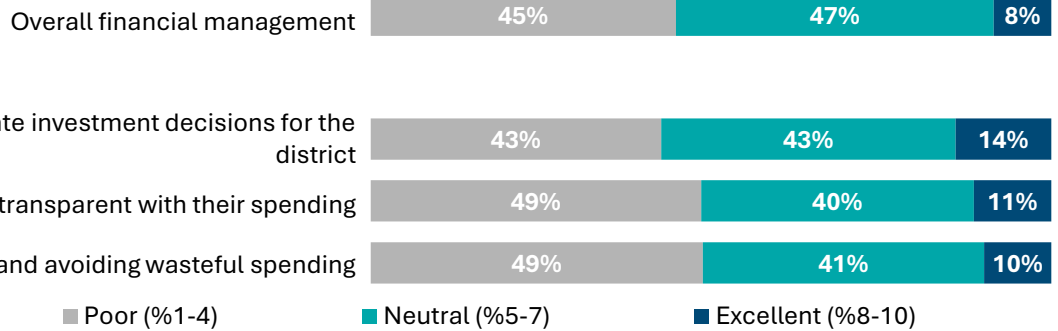
- Trust and emotional appeal includes questions TS6 n=372, TS2 n=331, TS3 n=364, TS4 n=367, TS5 n=358
- Excludes don't know responses.

Year-on-year
 ▲ Significantly higher
 ▼ Significantly lower

Between demographics
 ▲ Significantly higher
 ▼ Significantly lower

Financial Management

- Among all reputation-related measures, satisfaction with **Overall financial management** was the lowest, at just 8%. This measure continues to decline over time, reaching an all time recorded low this year.
- This measure was also identified as an aspect to monitor.



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

% 8-10	Māori	Non- Māori	18-29	30-64	65+
Overall financial management	7%	9%	6%	7%	13% ▼
Council making appropriate investment decisions for the district	13%	14%	12%	12%	19%
Council being transparent with their spending	8%	12%	8%	9%	17%
Council spending wisely and avoiding wasteful spending	8%	10%	5%	7%	19%

% 8-10	Cambridge	Pirongia-Kakepuku	Te Awamutu	Maungatautari
Overall financial management	5%	6% ▼	15%	12%
Council making appropriate investment decisions for the district	11%	11%	16%	32%
Council being transparent with their spending	10%	10%	15%	13%
Council spending wisely and avoiding wasteful spending	7%	7%	14%	18%

NOTES:

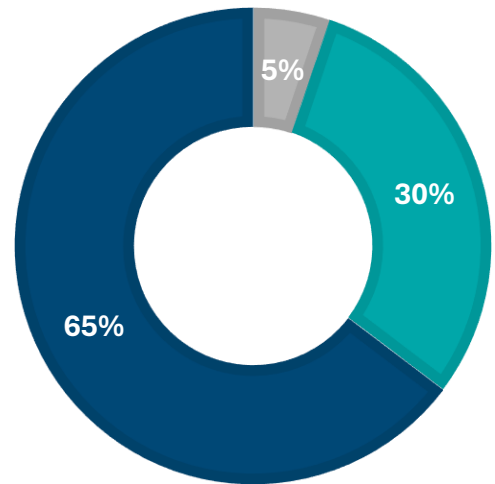
- Financial management includes questions FM5 n=322, FM1 n=307, FM2 n=335, FM3 n=321
- Excludes don't know responses.

Year-on-year
 ▲ Significantly higher
 ▼ Significantly lower

Between demographics
 ▲ Significantly higher
 ▼ Significantly lower

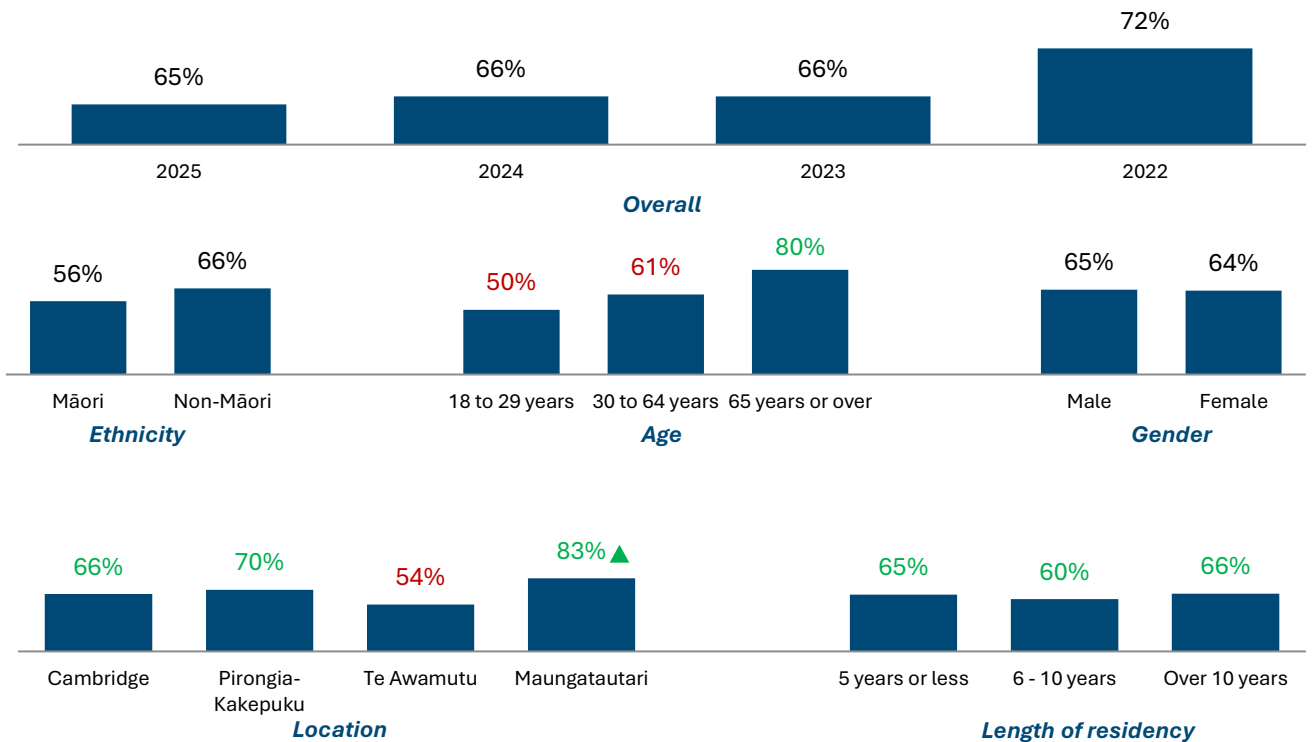
Quality of Life

- The majority of respondents (65%) consider their **Quality of life** 'good'.
- Residents aged 65 or over rated their **Quality of life** significantly higher than residents aged 18 to 64 years (80% vs 50-61%).
- A significant improvement was also observed among Maungatautari respondents, where this perception increased from 61% in 2024 to 83% in 2025.



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

% 8-10



NOTES:

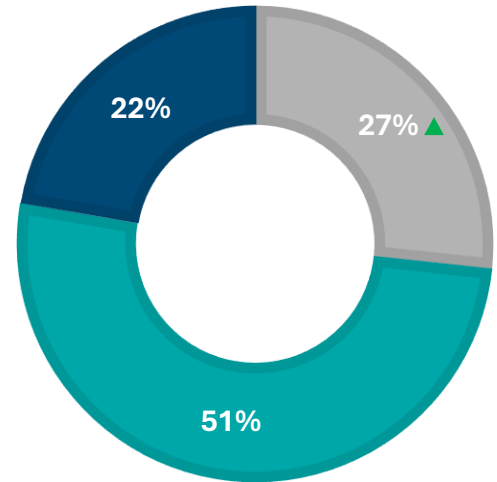
1. SEN1. On a scale of 1 to 10 where 1 is 'extremely poor' and 10 is 'excellent', how would you rate the overall quality of your life? n=402
2. Excludes don't know responses.

▲ Significantly higher
▼ Significantly lower

Between demographics
▲ Significantly higher
▼ Significantly lower

District Going in the Right Direction

- Respondents' perception of the ***District going in the right direction*** has declined by 6% points since 2024.
- This shift is particularly significant among female respondents, with agreement decreasing from 26% in 2024 to 12% in 2025.



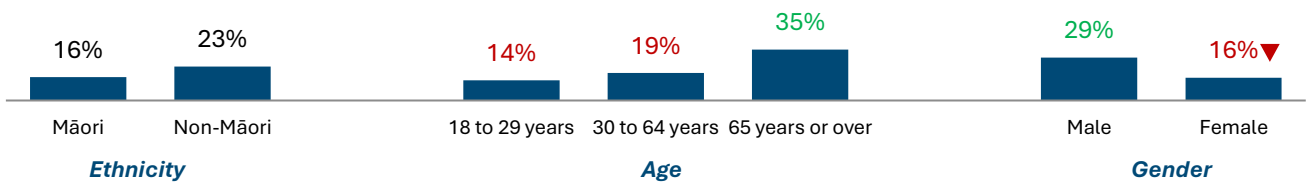
■ Disagree (%1-4)
■ Neither (%5-7)
■ Agree (%8-10)



% 8-10



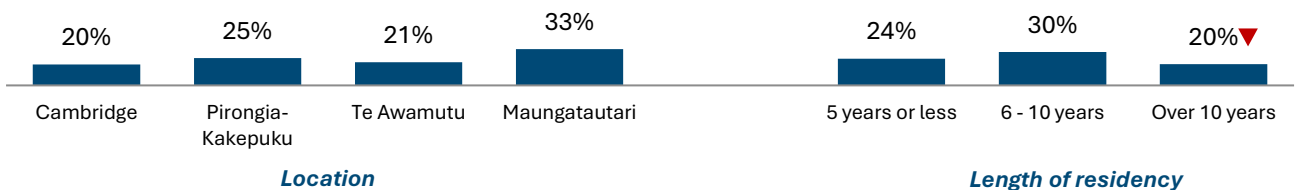
Overall



Ethnicity

Age

Gender



Location

Length of residency

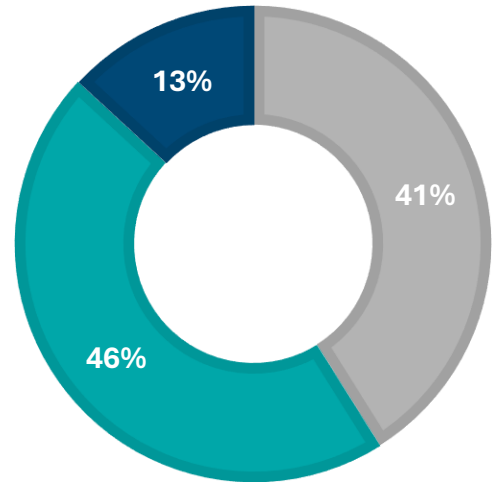
NOTES:

1. 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=377
2. Excludes don't know responses.

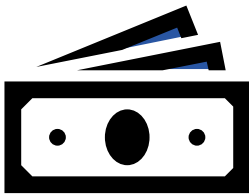
Value for money

Value for Money

- Just over one in ten (13%) respondents are satisfied with the **Value for money** they receive from the Council. This has decreased by 3% points since 2024 (16%).
- The decline in satisfaction is particularly emphasised by a significant decrease among respondents living in the Waipā district for 6 to years, with satisfaction decreasing from 26% in 2024 to 12% in 2025.



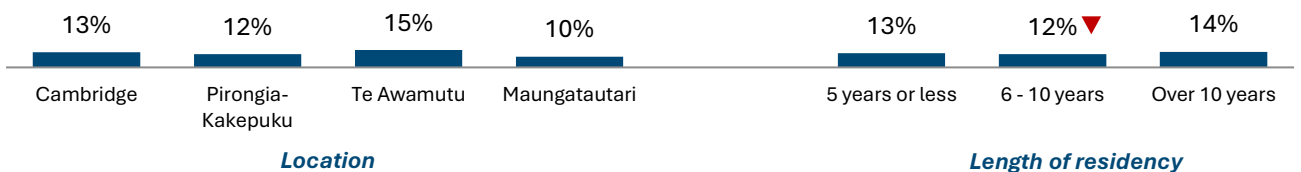
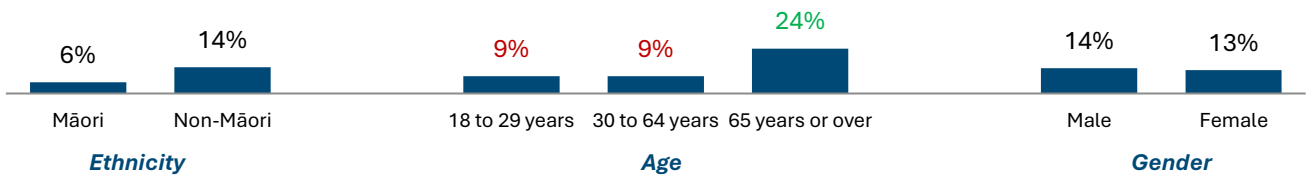
■ Dissatisfied (%1-4)
■ Neutral (%5-7)
■ Satisfied (%8-10)



% 8-10



Overall



NOTES:

- 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=382
- Excludes don't know responses.

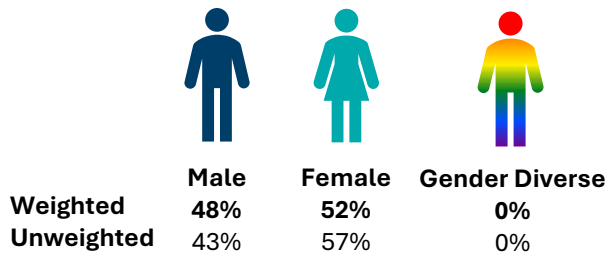
▲ Significantly higher
▼ Significantly lower

Between demographics
▲ Significantly higher
▼ Significantly lower

Sample profile

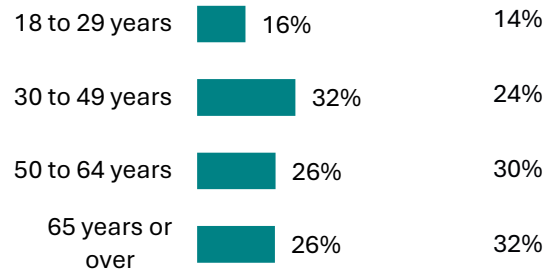
Demographic Profile

Gender



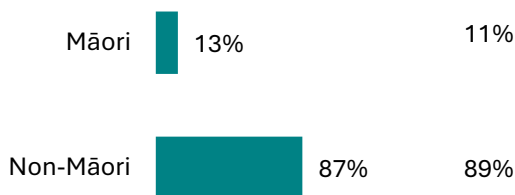
Age (weighted)

Unweighted



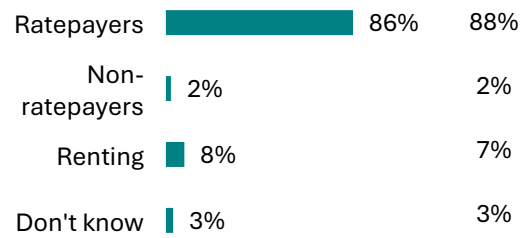
Ethnicity (weighted)

Unweighted



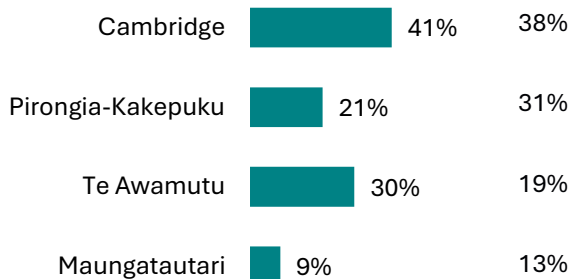
Paying rates (weighted)

Unweighted



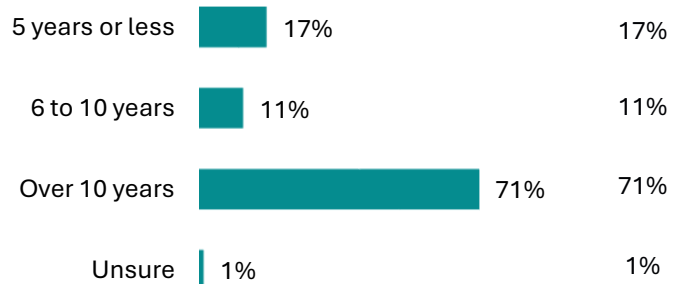
Location (weighted)

Unweighted



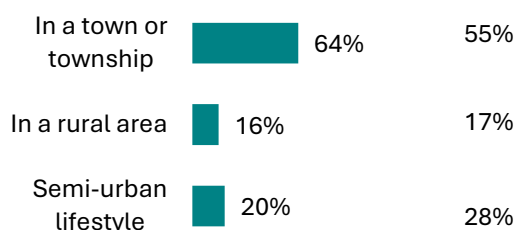
Length of time lived in Waipā district (weighted)

Unweighted



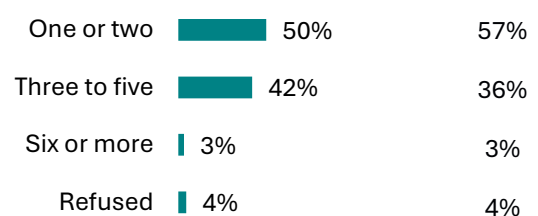
Live in city, rural township or rural country

Unweighted



Number of people in household

Unweighted



Demographic Profile (counts)

Male	203
Female	218
Gender Diverse	0
Total	421

Cambridge	171
Pirongia-Kakepuku	88
Te Awamutu	126
Maungatautari	36
Total	421

18 to 29 years	67
30 to 49 years	137
50 to 64 years	109
65 years or over	108
Total	421

5 years or less	52
6 years to 10 years	74
Over 10 years	282
Unsure	11
Total	420

Māori	55
Non-Māori	366
Total	421

In a city, town or township, for example an urban area	264
On the outskirts of town such as a semi urban area including lifestyle properties	66
In an area of predominantly land blocks or farms, for example, a rural area	81
Total	411

Ratepayers	360
Non-payers	10
Renting	35
Don't know	14
Total	419

One or two	211
Three to five	177
Six or more	14
Refused	19
Total	420

Appendices

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

		% point increase / decrease (2025-2024)	Percentage of respondents %8-10							
			2025	2025 (DK)	2024	2023	2022	2021	2020	2019
LE2	Pride in the district	3%	55%	54%	52%	53%	58%	64%	70%	75%
LE3	The way your town is developing in terms of look and feel	-1%	24%	23%	25%	23%	29%	37%	50%	48%
LE4	Culture and heritage are promoted in Waipā District	-2%	31%	29%	33%	32%	37%	43%	0%	0%
LE5	The District is accepting and welcoming to newcomers, and respectful towards culture diversity	2%	37%	27%	35%	31%	36%	39%	0%	0%
LE6	The level of inclusivity within the district in terms of respecting and embracing cultural diversity	3%	34%	27%	31%	0%	0%	0%	0%	0%
LE1	Waipā District has a great sense of community spirit	-1%	29%	27%	30%	26%	34%	40%	0%	0%
AD5	Performance of your Local Community Board and its members?	3%	22%	14%	19%	19%	23%	28%	41%	35%
AD6	How much do you know about the Council and what it does	1%	20%	20%	19%	17%	16%	16%	21%	26%
AD7	Opportunities provided to participate in Council decision making processes	1%	15%	13%	14%	13%	13%	13%	0%	0%
INT3	Convenience of making an enquiry	7%	78%	78%	71%	61%	64%	79%	72%	78%
INT4	Satisfaction with how query was handled	11%	52%	52%	41%	36%	45%	54%	62%	50%
COM4	Information provided by the Council is clear and easy to understand	-2%	28%	25%	30%	0%	0%	0%	0%	0%
TW2_1	The reliability of the water supply	1%	69%	69%	68%	66%	66%	74%	78%	81%
TW2_2	Quality of the water	-6%	43%	43%	49%	49%	52%	58%	61%	67%
TW2_3	Overall District's water supply	-1%	51%	50%	52%	52%	56%	56%	61%	67%
TW3_1_1	The reliability of the sewerage system	-3%	63%	62%	66%	64%	74%	80%	84%	85%
TW3_2_1	Overall sewerage system	1%	51%	39%	50%	63%	72%	83%	81%	77%
TW4_1	Keeping roads and pavements free from flooding	3%	31%	30%	28%	30%	36%	42%	46%	57%
TW4_2	Overall stormwater systems in the District	5%	33%	31%	28%	30%	37%	43%	47%	57%
TW5	Overall water management in the District	6%	43%	37%	37%	38%	47%	40%	44%	51%
WM1_1	Kerbside recycling collection	5%	54%	53%	49%	35%	60%	69%	0%	0%
WM1_2	Litter control	2%	34%	32%	32%	26%	39%	48%	0%	0%
WM1_3	Cleanliness of the streets in general	-1%	40%	40%	41%	37%	50%	62%	0%	0%

NOTES:

1. Sample: 2018 n=409; 2019 n=402; 2020 n=516; 2021 n= 432; 2022 n=458; 2023 n=422; 2024 n=485; 2025 n=421.

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

		% point increase / decrease (2025-2024)	Percentage of respondents %8-10							
			2025	2025 (DK)	2024	2023	2022	2021	2020	2019
WM2	Overall waste minimisation within Waipā District	6%	39%	34%	33%	27%	41%	49%	0%	0%
RF1_1	How well the roads are maintained	3%	17%	17%	14%	14%	25%	30%	35%	43%
RF1_2	The safety of the roads	-2%	20%	20%	22%	16%	28%	34%	49%	44%
RF1_3	The availability of footpaths	5%	32%	31%	27%	23%	35%	42%	45%	60%
RF1_4	How well footpaths are maintained	5%	29%	28%	24%	20%	32%	36%	45%	50%
RF1_5	The availability of cycle ways	1%	35%	30%	34%	33%	39%	45%	43%	51%
RF1_6	The safety of footpaths	6%	32%	31%	26%	25%	34%	42%	0%	0%
RF1_7	The safety of cycleways	2%	35%	28%	33%	30%	36%	48%	0%	0%
RF1_8	The availability of public parking in Te Awamutu and Cambridge town centres	-4%	19%	19%	23%	19%	25%	21%	0%	0%
RF2_1	Overall roads and footpaths	1%	20%	20%	19%	14%	26%	36%	38%	45%
CF2_1	The District's libraries	1%	55%	43%	54%	51%	57%	70%	75%	86%
CF2_2	The swimming pools	1%	52%	36%	51%	48%	54%	47%	41%	73%
CF2_3	Parks, reserves and open spaces	3%	56%	52%	53%	51%	61%	71%	71%	78%
CF2_4	Council maintained playgrounds	4%	51%	38%	47%	48%	53%	67%	70%	80%
CF2_5	Council maintained sportsfields	0%	47%	31%	47%	41%	47%	67%	68%	73%
CF2_6	The Te Awamutu museum	-13%	25%	7%	38%	24%	44%	60%	48%	70%
CF2_7	Public toilets	5%	33%	25%	28%	24%	34%	48%	52%	54%
CF2_8	The Cambridge museum	-4%	32%	8%	36%	31%	33%	48%	37%	70%
CF2_9	Cemeteries	8%	47%	21%	39%	37%	44%	67%	0%	0%
CF3_1	Overall public facilities and services they provide	0%	35%	34%	35%	32%	44%	53%	56%	68%
QL3_1	Overall regulatory services	0%	21%	15%	21%	18%	24%	37%	32%	46%
QL4_1	Overall Council provided services, facilities and infrastructure	1%	24%	22%	23%	19%	29%	35%	38%	43%
LS1	Council being committed to creating a district that is a great place to live, learn, work and play	-4%	32%	29%	36%	32%	41%	48%	50%	54%

NOTES:

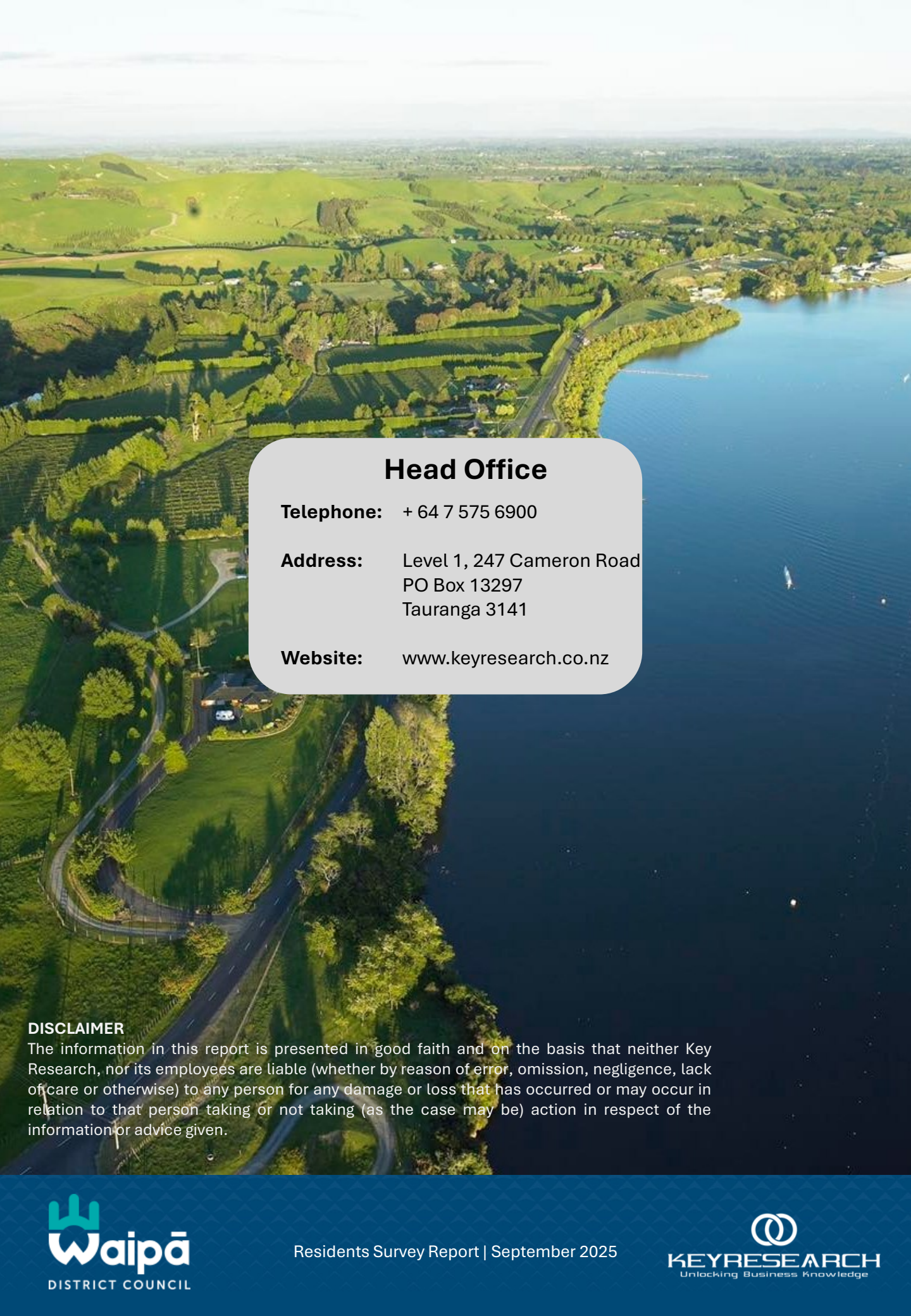
1. Sample: 2018 n=409; 2019 n=402; 2020 n=516; 2021 n= 432; 2022 n=458; 2023 n=422; 2024 n=485; 2025 n=421.

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

		% point increase / decrease (2025-2024)	Percentage of respondents %8-10							
			2025	2025 (DK)	2024	2023	2022	2021	2020	2019
LS2	Council recognising and taking advantage of opportunities that will benefit the district	-2%	23%	19%	25%	27%	30%	35%	43%	44%
LS3	Council demonstrating initiative and providing inspiration for economic growth	-1%	19%	14%	20%	22%	25%	25%	40%	37%
LS4	How well the Council is in touch with the community and understands the issues facing residents	-1%	15%	13%	16%	14%	15%	19%	31%	35%
LS5	Council having vision and providing clear direction for the development of the district	-3%	16%	14%	19%	18%	20%	24%	40%	39%
LS6	Overall leadership	-1%	20%	18%	21%	20%	23%	26%	40%	39%
LS7	Council providing an opportunity to contribute to setting the vision and direction for the district	-2%	16%	14%	18%	15%	18%	19%	39%	0%
LS8	Council playing a positive role in the social, environmental, economic and cultural recovery for our district	0%	22%	18%	22%	21%	20%	25%	0%	0%
TS2	Council is operating in a way that is fair	-3%	22%	17%	25%	18%	25%	27%	41%	41%
TS3	Council demonstrates that it can be relied upon to work in the best interests of the community	-1%	20%	17%	21%	19%	22%	25%	39%	31%
TS4	Council's competency and ability to achieve good outcomes for the district	-4%	20%	17%	24%	22%	21%	28%	43%	33%
TS5	Council being transparent and communicating openly	-3%	15%	12%	18%	17%	21%	21%	27%	30%
TS6	Overall trust	-2%	19%	17%	21%	19%	24%	26%	35%	35%
FM1	Council making appropriate investment decisions for the district	-1%	14%	10%	15%	14%	19%	19%	26%	27%
FM2	Spending wisely and avoiding wasteful spending	-2%	10%	8%	12%	10%	14%	17%	23%	20%
FM3	Being transparent with the spending	-2%	11%	9%	13%	11%	17%	19%	30%	26%
FM5	Overall financial management	-4%	8%	7%	12%	12%	13%	18%	25%	25%
OVREP	Overall reputation	-6%	23%	21%	29%	25%	30%	35%	42%	40%
VM1	Overall value for the money in rates and other fees	-3%	13%	12%	16%	15%	19%	22%	25%	22%
OVERP	Overall Council's Performance	-3%	19%	18%	22%	19%	25%	27%	40%	35%
SEN1	Overall quality of your life	-1%	65%	62%	66%	66%	72%	0%	0%	0%
SEN2_1	You're confident that the District is going in the right direction	-6%	22%	20%	28%	24%	28%	0%	0%	0%

NOTES:

1. Sample: 2018 n=409; 2019 n=402; 2020 n=516; 2021 n= 432; 2022 n=458; 2023 n=422; 2024 n=485; 2025 n=421.



Head Office

Telephone: + 64 7 575 6900

Address: Level 1, 247 Cameron Road
PO Box 13297
Tauranga 3141

Website: www.keyresearch.co.nz

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