



Waipā District Council Annual Residents' Survey 2020/2021



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Report | July 2021



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Background, Objectives and Method

Background

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

Research Objectives

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

Method

- A mixed method of data collection is used consisting of a postal invitation to an online survey, with a hard copy survey back up. Sample selection is based on a random selection from the Electoral Roll since this conforms most closely with the ideal of each member within the population having an equal probability of selection, thereby minimising the opportunity for bias.
- Following an initial survey in May – June 2016, data collection has been managed to quarterly targets between September 2016 and May 2021.
- A total of 414 responses were collected for the 2016 year, 401 responses for the 2017 year, 409 responses for the 2018 year, 402 for the 2019 year, 516 for 2020, and 432 for 2021 being comprised of Q1 =109, Q2 =97, Q3 =121 and Q4 =105.
- The questionnaire was designed in consultation with Waipā District Council and is structured to provide a comprehensive set of measures relating to core activities, services and infrastructure, and to provide a wider perspective of performance. This includes assessment of reputation and knowledge of Council's activities.
- Post data collection, the sample has been weighted so it is exactly representative of key population demographics based on the 2018 Census.
- At an aggregate level the survey has an expected 95% confidence interval (margin of error) of +/-4.2%.
- The margins of error associated with sub groups will be larger than this as the results become less precise as the sample size shrinks. Thus, results associated with particularly small sample sizes should be read with caution.
- Statistical significance testing has used a 95% confidence interval when testing for differences relative to the previous years.

Notes

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



Executive summary



1

Even though we have recorded a significant decrease across several Key Performance Indicators, we still consider that overall, 2020/21 has been a positive year for the Waipā District Council.

2

Looking at the reputation benchmark (74) and reputation profile, we are still confident that most of the residents support Council's decisions. The proportion of 'Champions' remains consistent over the past 12 months, while the proportion of 'Sceptics' has decreased. Half of the residents are 'Champions' of the District Council (50%), while just over a third are 'Sceptics' (35%). There is a slight decrease in 'Sceptics' in 2021 compared with 2020. Māori residents are slightly more likely to be 'Champions' (54%) than other ethnicities (52%) and also have a significantly lower proportion of 'Sceptics' (32% to 38%).

3

Image and Reputation has the strongest influence on the overall evaluation of Council's performance (55%), followed by *Value for money* (28%) and *Services and facilities* (17%). The key priorities for the Council include *Financial management* and perception of *Trust*. Verbatim comments left by the respondents indicate that disagreement with how rates are spent, as well as not enough consultation with the public are the main reasons for rating these two areas poorly. Focusing on these two metrics will help increase residents' overall perception the most.

4

Roading is the area that has collected the most comments from the open-ended questions. There were comments about road maintenance, discussing a possibility of opening another bridge, maintaining footpaths and creating more parking in town centres. 33% of the respondents talked about roading in General comments, 15% of the respondents mentioned roading related issues in 'Value for money' section.

5

The perception of public facilities and services remains the highest area of performance (53%). There is a significant increase year on year in usage of the council-maintained sportsfields (38% in 2021 compared with 32% in 2020).

6

Around seven out of ten residents are satisfied with Parks, reserves and open spaces (71%), district's libraries (70%), playgrounds (67%), sportsfields (67%) and cemeteries (67%). There is a positive trend with residents who use the elective services and facilities being considerably more satisfied with them than those who don't.

7

Two in five Waipā residents agree there is a great sense of community spirit. This feeling is especially strong for the people residing in Cambridge. Most of the residents (91%) consider Waipā district accepting and welcoming to newcomers and is respectful towards culture diversity.

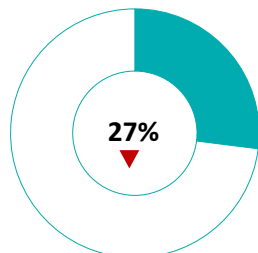
8

Two in five residents (41%) are unaware of the purpose of the Community boards. There has been a noticeable trend over the past 24 months, where the proportion of the residents that 'Don't know' what the role of the Community boards is has been increasing (19% in 2019, followed by 31% in 2020 and 41% in 2021).

Overall level performance metrics

Overall level performance (%8-10)

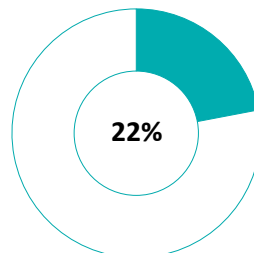
Overall satisfaction with Council



2020

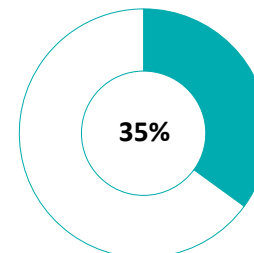
40%

Overall value for money



25%

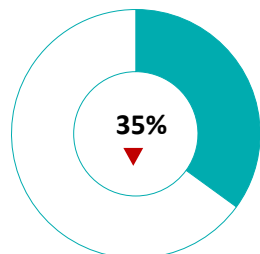
Services, facilities and infrastructure



38%

Reputation performance (%8-10)

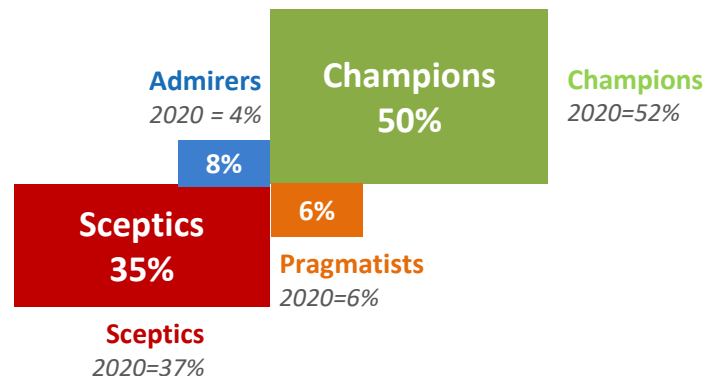
Overall reputation



2020

42%

Reputation profile

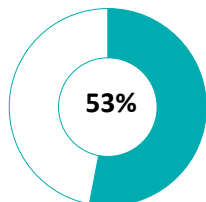


Year-on-year
▲ Significantly higher
▼ Significantly lower

Key performance summary

Key activities
(%8-10)

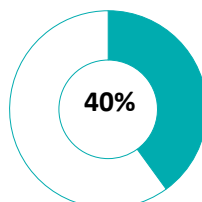
Public facilities



2020

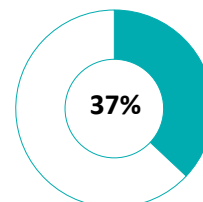
56%

Water management



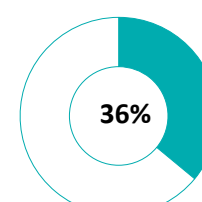
44%

Regulatory services



32%

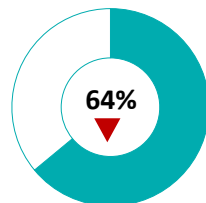
Roads and footpaths



38%

Other
(%8-10)

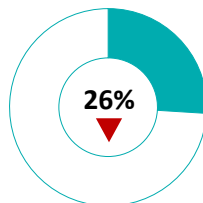
Pride in the district



2020

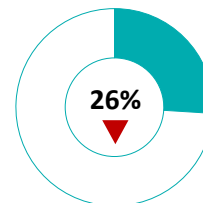
70%

Overall leadership



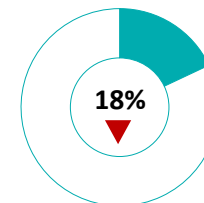
40%

Overall trust



35%

Financial management



25%

Year-on-year
▲ Significantly higher
▼ Significantly lower

Trends in satisfaction (%8-10 excluding don't know)

		% point increase / decrease (2021-2020)	Percentage of respondents %8-10				
			2021	2020	2019	2018	2017
CF2_6	The Te Awamutu museum	+12%	60%	48%	70%	73%	57%
CF2_8	The Cambridge museum	+11%	48%	37%	70%	74%	-
INT3	Convenience of making an enquiry	+7%	79%	72%	78%	78%	-
CF2_2	The swimming pools	+6%	47%	41%	73%	57%	57%
QL3_1	Overall regulatory services	+5%	37%	32%	46%	49%	37%
RF1_5	The availability of cycle ways	+2%	45%	43%	51%	53%	46%
TW3_2	Overall sewerage system	+2%	83%	81%	77%	74%	71%
CF2_3	Parks, reserves and open spaces	+1%	71%	71%	78%	77%	76%
LE4	Culture and heritage are promoted in Waipā district	NEW	43%	-	-	-	-
LE5	The district is accepting and welcoming to newcomers, and respectful towards culture diversity	NEW	39%	-	-	-	-
LE6	Waipā district has a great sense of community spirit	NEW	40%	-	-	-	-
AD7	Opportunities provided to participate in Council decision making processes	NEW	13%	-	-	-	-
WM1_1	Kerbside recycling collection	NEW	69%	-	-	-	-
WM1_2	Litter control	NEW	48%	-	-	-	-
WM1_3	Cleanliness of the streets in general	NEW	62%	-	-	-	-
WM2	Overall waste minimisation within Waipā district	NEW	49%	-	-	-	-
RF1_6	The safety of footpaths	NEW	42%	-	-	-	-
RF1_7	The safety of cycleways	NEW	48%	-	-	-	-
RF1_8	The availability of public parking in Te Awamutu and Cambridge town centres	NEW	21%	-	-	-	-
CF2_9	Cemeteries	NEW	67%	-	-	-	-
LS8	Council playing a positive role in the social, environmental, economic and cultural recovery for our district	NEW	25%	-	-	-	-
CF2_5	Council maintained sportsfields	-1%	67%	68%	73%	80%	71%
LS1	Council being committed to creating a district that is a great place to live, learn, work and play	-2%	48%	50%	54%	62%	57%

Trends in satisfaction (%8-10 excluding don't know)

		% point increase / decrease (2021-2020)	Percentage of respondents %8-10				
			2021	2020	2019	2018	2017
CF2_4	Council maintained playgrounds	-3%	67%	70%	80%	74%	71%
VM1	Overall value for the money in rates and other fees	-3%	22%	25%	22%	31%	28%
TW2_2	Quality of the water	-3%	58%	61%	67%	63%	54%
RF2_1	Overall roads and footpaths	-3%	36%	38%	45%	48%	45%
CF3_1	Overall public facilities and services they provide	-3%	53%	56%	68%	69%	65%
TW5	Overall water management in the district	-3%	40%	44%	51%	46%	46%
QL4_1	Overall Council provided services, facilities and infrastructure	-3%	35%	38%	43%	46%	42%
TW2_1	The reliability of the water supply	-4%	74%	78%	81%	77%	80%
RF1_3	The availability of footpaths	-4%	42%	45%	60%	56%	54%
TW3_1	The reliability of the sewerage system	-4%	80%	84%	85%	86%	89%
TW4_2	Overall stormwater systems in the district	-4%	43%	47%	57%	47%	47%
AD6	How much do you know about the Council and what it does	-4%	16%	21%	26%	25%	16%
TW4_1	Keeping roads and pavements free from flooding	-4%	42%	46%	57%	48%	49%
CF2_7	Public toilets	-4%	48%	52%	54%	56%	46%
CF2_1	The district's libraries	-5%	70%	75%	86%	86%	80%
TW2_3	Overall district's water supply?	-5%	56%	61%	67%	62%	68%
RF1_1	How well the roads are maintained	-5%	30%	35%	43%	42%	43%
TS5	Council being transparent and communicating openly	-6%	21%	27%	30%	30%	29%
FM2	Spending wisely and avoiding wasteful spending	-6%	17%	23%	20%	21%	26%
OVREP	Overall reputation	-6%	35%	42%	40%	43%	39%
LE2	Pride in the district	-6%	64%	70%	75%	76%	73%
FM1	Council making appropriate investment decisions for the district	-7%	19%	26%	27%	34%	31%
FM5	Overall financial management	-7%	18%	25%	25%	28%	28%
INT4	Satisfaction with how query was handled	-7%	54%	62%	50%	45%	-

Trends in satisfaction (%8-10 excluding don't know)

		% point increase / decrease (2021-2020)	Percentage of respondents %8-10				
			2021	2020	2019	2018	2017
LS2	Council recognising and taking advantage of opportunities that will benefit the district	-8%	35%	43%	44%	51%	47%
TS6	Overall trust	-8%	26%	35%	35%	35%	35%
RF1_4	How well footpaths are maintained	-9%	36%	45%	50%	49%	46%
FM3	Being transparent with the spending	-12%	19%	30%	26%	26%	27%
LS4	How well the Council is in touch with the community and understands the issues facing residents	-12%	19%	31%	35%	30%	25%
OVERP	Overall Council's Performance	-13%	27%	40%	35%	36%	39%
AD5	Performance of your Local Community Board and its members?	-13%	28%	41%	35%	37%	32%
LE3	The way your town is developing in terms of look and feel	-13%	37%	50%	48%	52%	0%
LS6	Overall leadership	-14%	26%	40%	39%	42%	41%
TS2	Council is operating in a way that is fair	-14%	27%	41%	41%	38%	36%
TS3	Council demonstrates that it can be relied upon to work in the best interests of the community	-14%	25%	39%	31%	34%	39%
TS4	Council's competency and ability to achieve good outcomes for the district	-14%	28%	43%	33%	39%	39%
LS3	Council demonstrating initiative and providing inspiration for economic growth	-15%	25%	40%	37%	40%	37%
RF1_2	The safety of the roads	-15%	34%	49%	44%	49%	46%
LS5	Council having vision and providing clear direction for the development of the district	-17%	24%	40%	39%	36%	34%
LS7	Council providing an opportunity to contribute to setting the vision and direction for the district	-19%	19%	39%	-	-	-



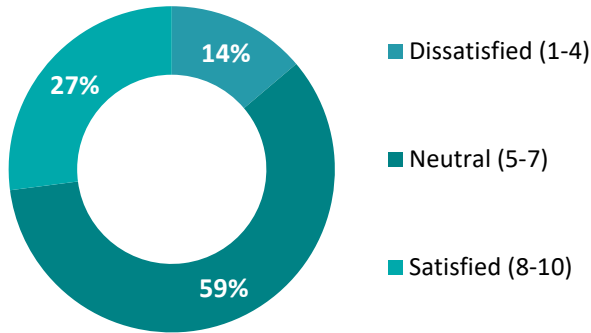
Overall Satisfaction with the Council



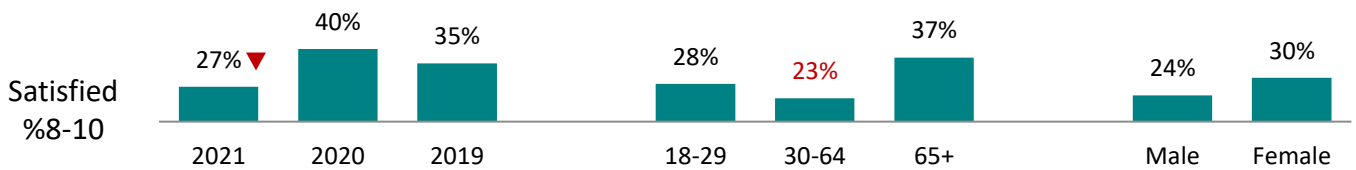
DISTRICT COUNCIL
Document Set ID: 10643141
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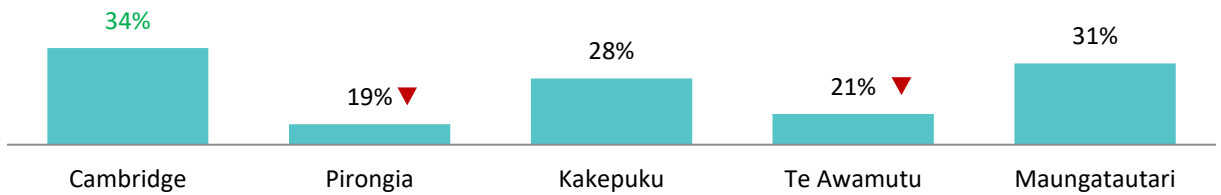
Overall Performance



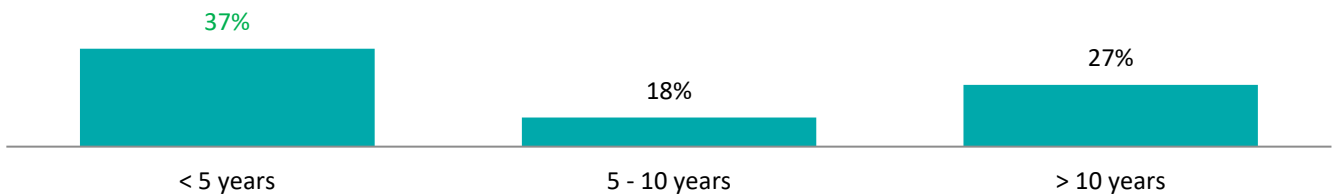
- Satisfaction with Council's performance has significantly decreased in the past 12 months (40% in 2020 compared with 27% in 2021). *Roading*, especially concerns about third bridge, safety and maintenance were the most commented on issue among the residents.
- Other important issues raised by the residents include Council's reputation, lack of consultation with the community, high and unfair rates and financial management.



- There is a significant change in satisfaction within some wards compared with the results from 12 months ago. Satisfaction levels from Pirongia and Te Awamutu residents has decreased considerably year on year:
 - ✓ Pirongia – 19% in 2021 vs 47% in 2020
 - ✓ Te Awamutu – 21% in 2021 vs 39% in 2020



- There is a significant gap in overall satisfaction across different wards. While Cambridge residents are most satisfied with the Council's performance, residents from Pirongia and Te Awamutu wards tend to evaluate Council lower.
- Residents who are new to the area tend to be more satisfied with the Council when compared to long-time residents.

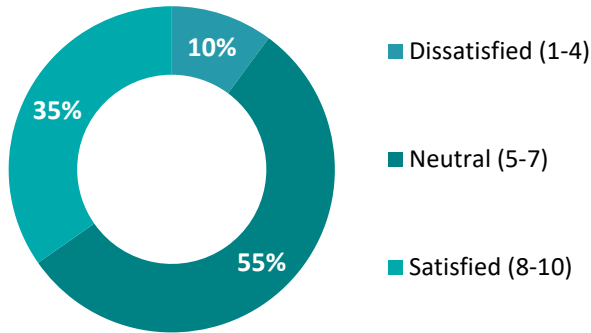


NOTES:

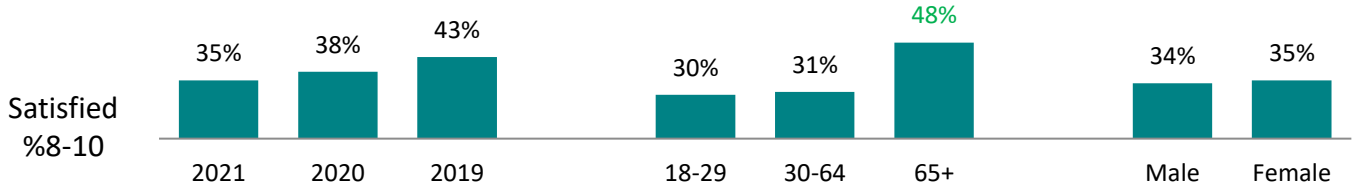
- Sample: 2019 n=402; 2020 n=516; 2021 n= 432 Excludes don't know responses.
- OVERP. And thinking about everything we have discussed about the Council; how it communicates services and facilities it provides, its reputation and the value for money you receive from the Council; how do you feel about your overall satisfaction with the Council? n=406

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

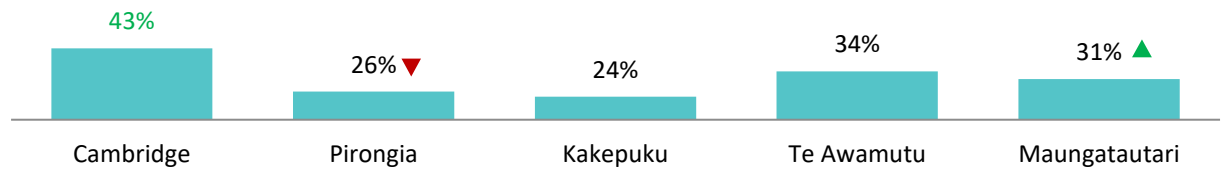
Overall services, facilities and infrastructure



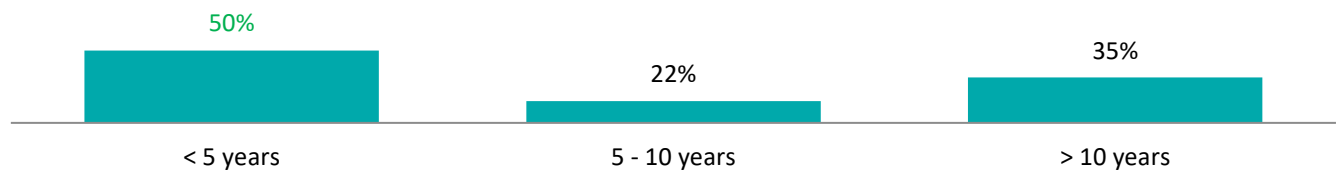
- Over one third of the respondents (35%) are satisfied with *Overall services, facilities and infrastructure*.
- Even though there is no significant change between 2021 and 2020 reporting, there is a noticeable decrease over 24 months (43% in 2019 compared with 35% in 2021)



- Older residents (65+) are considerably more likely to be satisfied with the quality of services, facilities and infrastructure.
- This is due to this age group having better understanding of the infrastructure, such as water and waste management, as well as having more interaction with Council and more likely to be paying rates

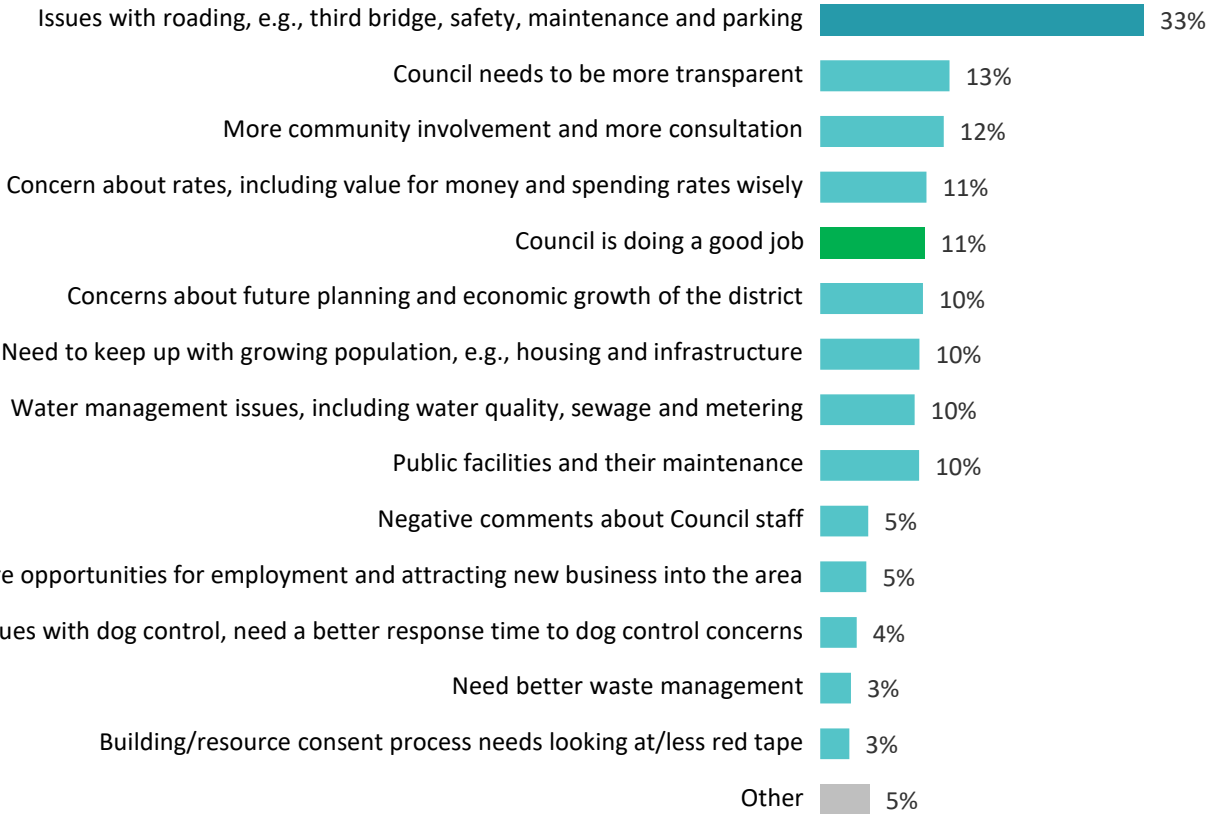


- Cambridge remains the ward with the highest satisfaction.
- There are two year on year significant changes in proportion of residents who are satisfied with *Services, facilities and infrastructure*:
 - ✓ Pirongia (-23%)
 - ✓ Maungatautari (+20%)



NOTES:
 1. Sample: 2019 n=402; 2020 n=516; 2021 n= 432 Excludes don't know responses.
 2. QL4. Thinking overall about all the services, facilities and infrastructure such as water, roading...
 Document Set ID: 10643144 Satisfaction with Council's performance in relation to all of these types of
 Version: 6, Version Date: 22/07/2021 Community? n=422

General comments about Waipā District Council



- *Very poor communication about your decision to redesign the roads.*
- *Police are non-existent, older areas need judder bars to prevent cars from speeding down residential roads and endangering residents. Lack of street lighting encourages robberies.*
- *Any communication seems one way, the Mayor is outdated, needs young blood who know how to communicate to the people.*
- *Concentrate on water supply, we can all live without sports, nothing lives without water. Thousands of more people in CMB means more water.*
- *Rates are high and so is the cost of service for water not used. For us in particular, we have a bore hole and pay our own costs of service and filtering and power for it. The rubbish collection is not very good and sometimes mine doesn't get collected. The swimming pool inspection rate is high and not necessary. I always keep it safe, so why do I have to pay council to inspect it for me!*

- *It's a nice place and good environment in Waipā, very happy and safe living.*
- *Great respect for the Mayor. Council staff always polite and helpful. Need to get priorities in order to be addressed, water supply, footpaths and roading.*
- *The council appears to do a good job. From a householders' perspective, recycling, water and general infrastructure appear to be consistent and trustworthy.*
- *Overall doing a really good job. I think they just need to focus on the spending and specific areas that require it.*
- *I have lived in Te Awamutu for the last 56 years. I love the place and am delighted to be given the opportunity to take part in this survey.*
- *I think we are fortunate to have great leadership by our Mayor who understands the role and management of a District Council.*
- *Overall they do a good job and I've always received very good frontline customer service, whether it's via the phone, email or face to face.*

NOTES:

1. Document Set ID: 10643141 n= 432 Excludes don't know responses.
2. Version: 5, Version Date: 22/07/2021 that you would like to make about the Waipā District Council? n=132



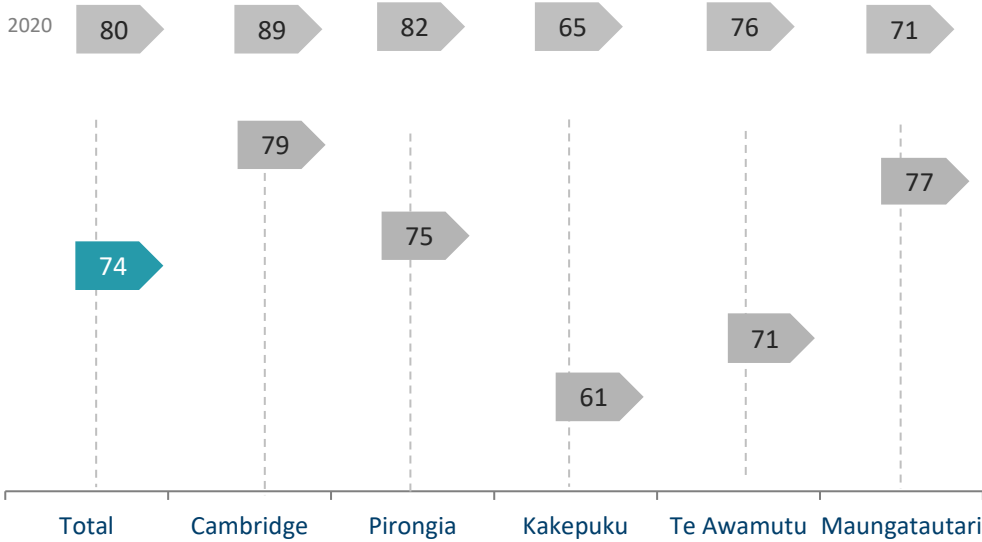
Reputation profile



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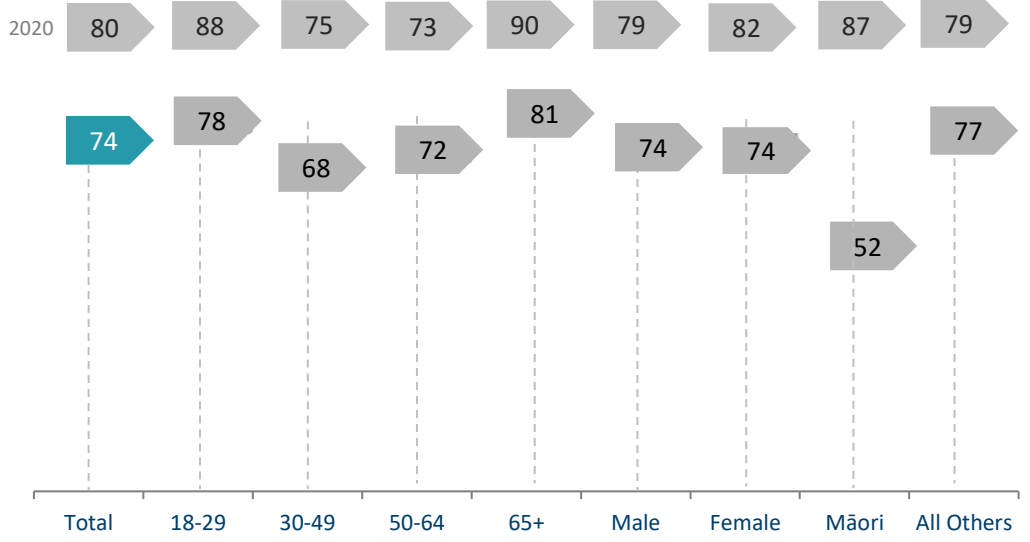
Reputation Benchmarks



• Even though we saw a significant decrease in residents' perception of Image and reputation overall, as well as the sub-drivers in this area, benchmark shows that reputation still remains acceptable for almost all demographic groups.

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

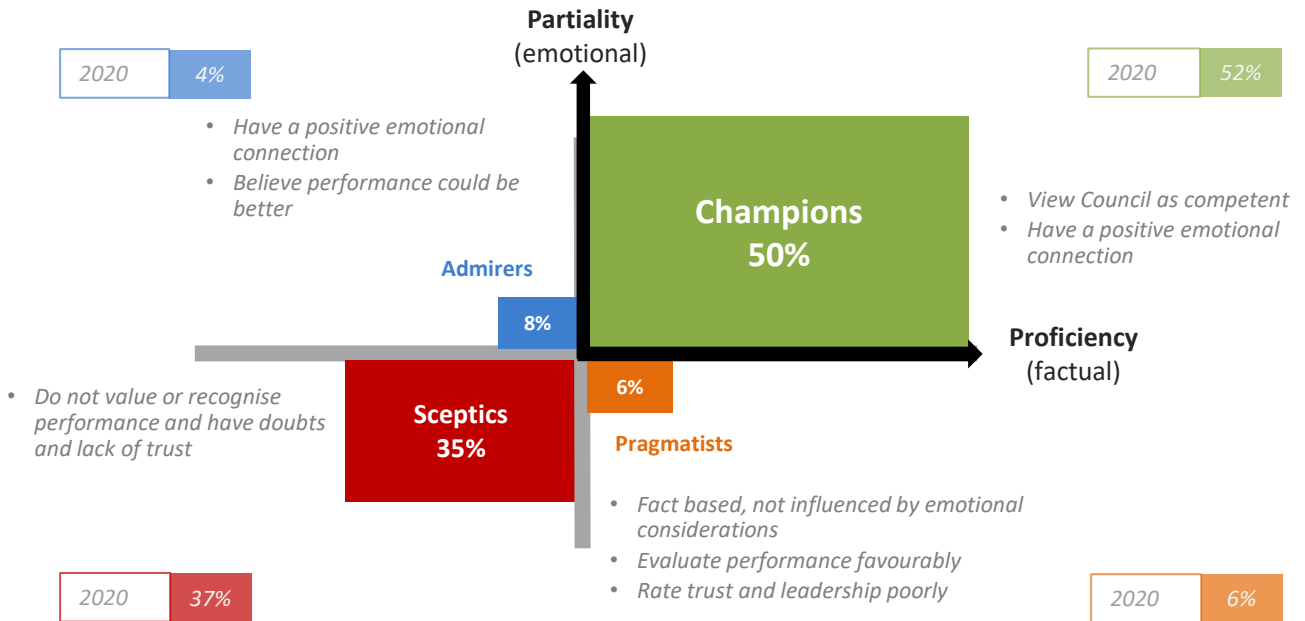
• Residents from Kakepuku and those who identify as Māori have the lowest reputation benchmark at 61 and 52 respectively.



NOTES:
 1. Sample: 2021 n=432; 2020 n=516. Excludes 'Don't know' responses
 2. LS6 vision and leadership, TS6 trust, FM5 financial management, QL4 quality of deliverables, OVREP overall reputation
 3. The benchmark is calculated by rescaling the overall reputation measure to the 2021 score and +150 to improve granularity for the purpose of comparison.
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Key:	
>80	Excellent reputation
60-79	Acceptable reputation
<60	Poor reputation
150	Maximum score

Reputation Profile



Half of the residents are 'Champions' of the District Council (50%), while just over a third are 'Sceptics' (35%). There is a slight decrease in 'Sceptics' in 2021 compared with 2020

Maungatautari ward has the strongest reputation profile with 57% of 'Champions' and just 21% of 'Sceptics'. However, residents from Kakepuku ward and Te Awamutu tend to have a lack of trust and not value Council as much as those from other wards. There are 48% of 'Sceptics' in Kakepuku and 41% in Te Awamutu.

Māori residents are slightly more likely to be 'Champions' (54%) than other ethnicities (52%) and also have a significantly lower proportion of 'Sceptics' (32% to 38%)

Residents aged 18-29, as well as those aged over 65 have the smallest proportion of 'Sceptics' (31%) and the largest proportions of 'Champions' (56% and 55% respectively). Those aged 30-49 years show the least support for the Council with 41% of 'Sceptics' and just 45% of 'Champions'

NOTES:

1. Sample: 2021 n=432; 2020 n=516. Excludes 'Don't know' responses
2. LS6 vision and leadership, TS6 trust, FM5 financial management, QL4 quality of deliverables, OVREP overall reputation
3. The benchmark is calculated by rescaling the overall reputation measure to the range of -150 to +150 to improve granularity for the purpose of the report



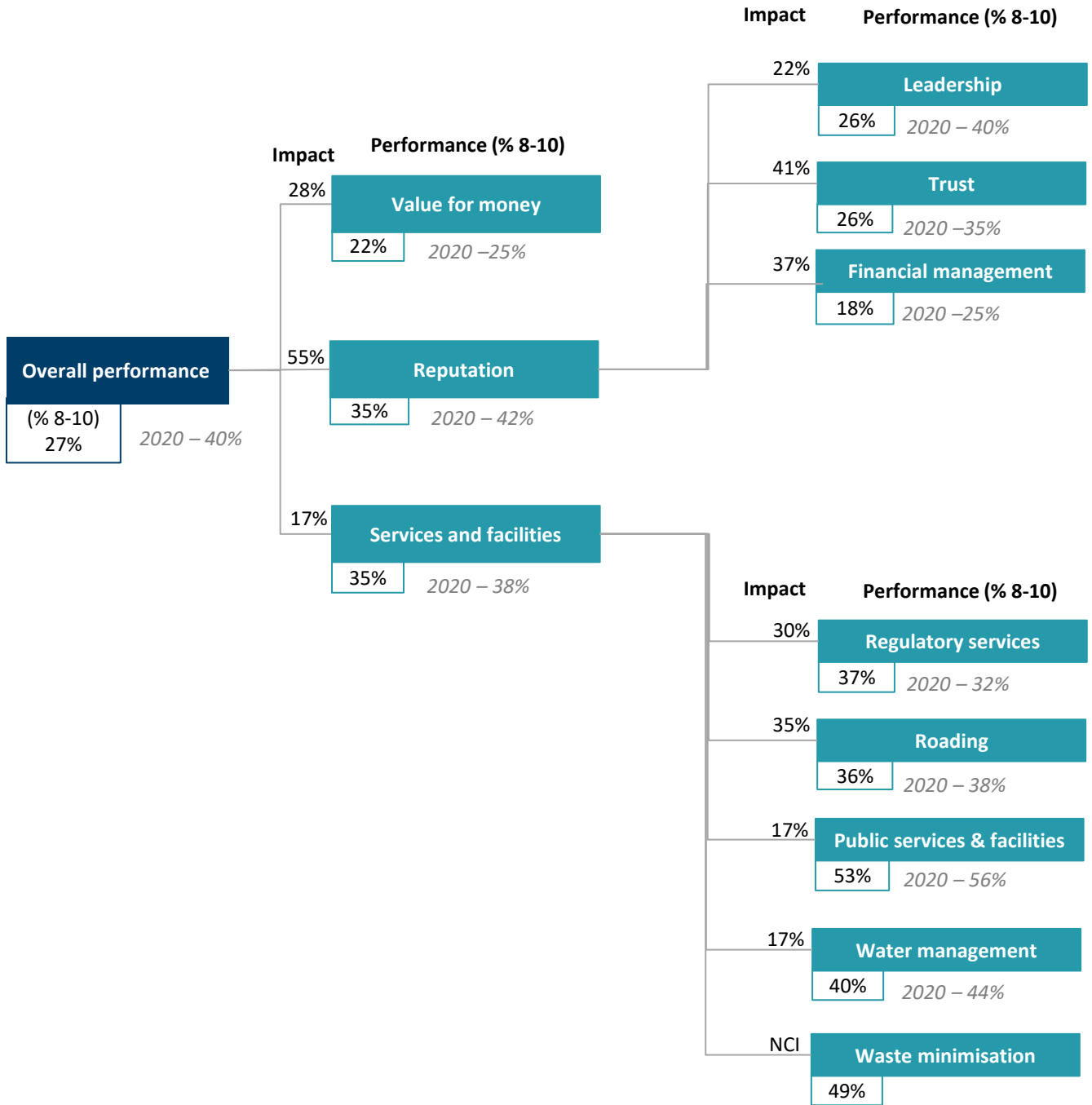
Drivers of satisfaction Priorities and opportunities



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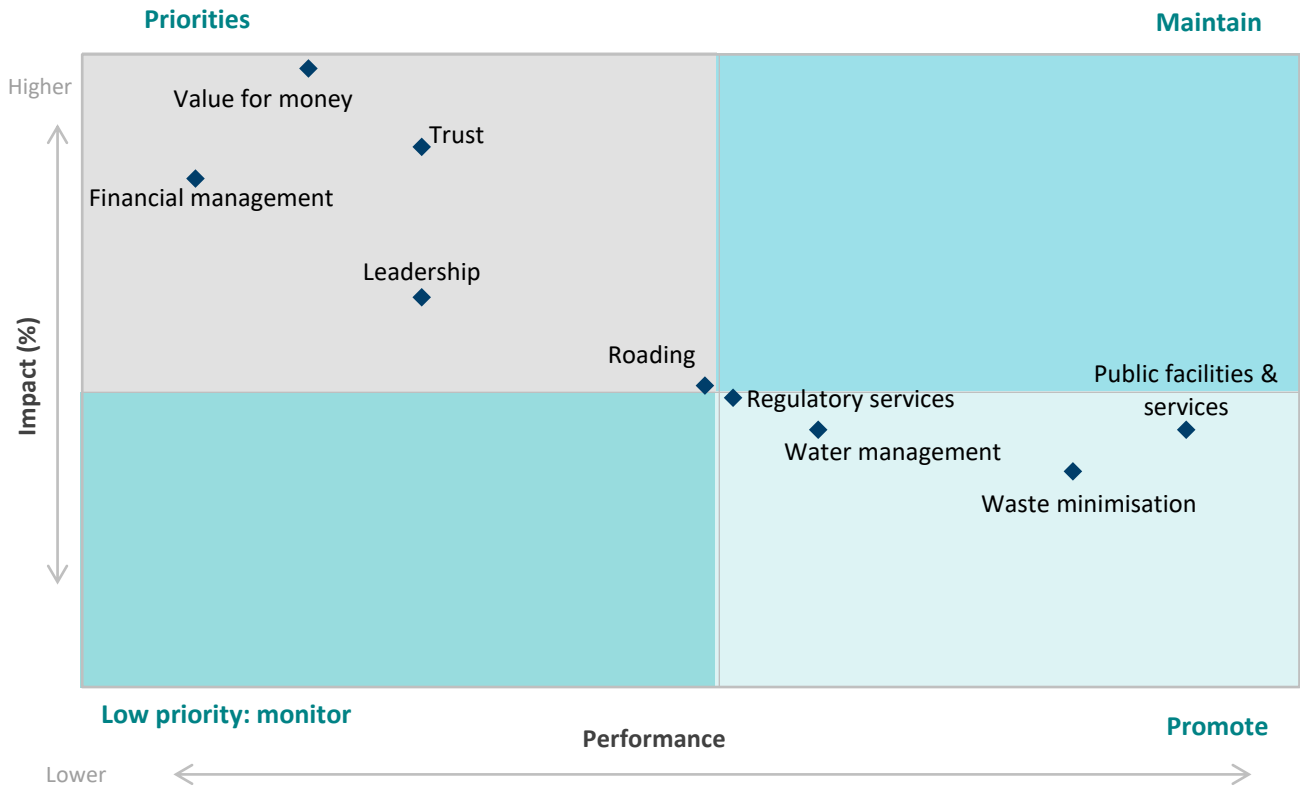


Drivers of Perceptions of Waipā District Council's Performance



In 2021 residents' perception of Image and reputation is the key driver of Overall satisfaction. Image and reputation has 55% impact on the Overall satisfaction, followed by Value for money (28%) and Services and facilities (17%)

Opportunities and priorities. Overall measures



There are several priorities that we have identified as main areas to focus on over the next year to shift residents' overall perception of the Council:

- ✓ **Image and reputation.** This area had the most significant decrease in residents' perception over the past 12 months. *Financial management* and *Trust* are two most important areas to focus on. Looking at how residents evaluated sub-drivers of *Trust* and *Financial management*, we could see that even though Council is open and transparent in their decision making, there seems to be not enough consultation with the general public.
- ✓ **Roothing.** This is the area that has collected the most comments from the residents between all the open-ended questions. There were comments about road maintenance, discussing the possibility of opening another bridge, maintaining footpaths and creating more parking in town centres. 33% of the respondents talked about roading in General comments, 15% of the respondents mentioned roading related issues in 'Value for money' section.
- ✓ **Value for money.** *Value for money* and *Financial management* are closely related. Residents would like to see their rates equally spent in the district with Council having the right focus on the priorities.

Priorities

Promote

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



Lifestyle and environment



Document Set ID: 10643141
Version: 5, Version Date: 22/07/2021



Community spirit and pride in the district

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



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

% 8-10

	Cambridge	Pirongia	Kakepuku	Te Awamutu	Maungatautari
Waipā district has a great sense of community spirit	47%	30%	43%	33%	47%

% 8-10

	Māori	All others	18-29	30-64	65+
Waipā district has a great sense of community spirit	28%	40%	35%	36%	55%

- Two in five Waipā residents think there is a great sense of community spirit. This feeling is especially strong for the people residing in Cambridge. However, residents from Pirongia tend to disagree there is a sense of togetherness among people

Proud to live in the district



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

% 8-10

	Cambridge	Pirongia	Kakepuku	Te Awamutu	Maungatautari
Proud to live in the district	70%	63%	42%	59%	75%

% 8-10

	Māori	All others	18-29	30-64	65+
Proud to live in the district	53%	65%	57%	63%	70%

- We have recorded a 6% decrease among residents when it comes to how proud they feel that they live in Waipā district. The feeling of pride is especially low among the residents from Kakepuku.

NOTES:

- Sample: 2020 n=516; 2021 n= 432 Excludes don't know responses.
- LE6. Using the scale 1-10 where 1 means 'strongly disagree' and 10 means 'strongly agree', Waipā district has a great sense of community spirit (a sense of togetherness and good atmosphere among people)? n=296
- 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=427

▲ Significantly higher
▼ Significantly lower

■ Significantly higher
■ Significantly lower

Look and feel

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



■ Dissatisfied (1-4)

■ Neutral (5-7)

■ Satisfied (8-10)

% 8-10

	Cambridge	Pirongia	Kakepuku	Te Awamutu	Maungatautari
Satisfaction with the way the area is developing in terms of look and feel	40%	29%	37%	32%	53%

% 8-10

	Māori	All others	18-29	30-64	65+
Satisfaction with the way the area is developing in terms of look and feel	20%	39%	41%	32%	45%

% 8-10

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

- There is a significant decrease in satisfaction with the way area is developing in terms of look and feel. We have recorded a steady result between 2018-2020 with a 13% decrease over the past 12 months.
- Residents who identify as Māori, as well as those residing in Pirongia and Te Awamutu are most likely to feel dissatisfied with the look and feel of the town where they live.

NOTES:

1. Sample: 2018 n=409; 2019 n=402;; 2020 n=516; 2021 n= 432 Excludes don't know responses.
2. Document Set ID: 106431441
Version: 5, Version Date: 22/07/2021
Scale 1 means 'very dissatisfied' and 10 means 'very satisfied', how satisfied developing in terms of look and feel? n=427

Year-on-year
▲ Significantly higher
▼ Significantly lower

Between demographics
▲ Significantly higher
▼ Significantly lower

Cultural heritage and diversity acceptance in the district

Culture and heritage are promoted in Waipā district



■ Not promoted (1-4)

■ Neither (5-7)

■ Promoted well (8-10)

% 8-10

	Cambridge	Pirongia	Kakepuku	Te Awamutu	Maungatautari
Culture and heritage are promoted in Waipā district	46%	49%	37%	40%	32%

% 8-10

	Māori	All others	18-29	30-64	65+
Culture and heritage are promoted in Waipā district	26%	45%	38%	39%	56%

- Over two in five residents (43%) think that culture and heritage are promoted well in the district.
- However, the proportion of Māori residents who agree with the statement is significantly lower when compared with other ethnicities (26% vs 45%).

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



■ Not welcoming or respectful (1-4)

■ Neither (5-7)

■ Very welcoming and respectful (8-10)

% 8-10

	Cambridge	Pirongia	Kakepuku	Te Awamutu	Maungatautari
Waipā district is accepting and welcoming to newcomers and is respectful towards culture diversity	45%	33%	50%	31%	29%

% 8-10

	Māori	All others	18-29	30-64	65+
Waipā district is accepting and welcoming to newcomers and is respectful towards culture diversity	42%	38%	38%	36%	49%

- One in ten respondents consider the district not accepting and welcoming to newcomers or respectful towards cultural diversity.
- The proportion of residents who consider the district to be welcoming and respectful is consistent across ethnicities and wards.

NOTES:

1. Sample: 2020 n=516; 2021 n= 432 Excludes don't know responses.
2. LE4. Using a 1-10 scale where 1 means 'No, not at all' and 10 means 'Yes, absolutely', do you think that culture and heritage are promoted in Waipā district? n=297
3. LE5. Using a 1-10 scale where 1 means 'No, not at all' and 10 means 'Yes, absolutely', as a local resident, do you think that the district is accepting and welcoming to newcomers and respecting towards the culture and heritage of international students, former refugees) n=254

Year-on-year
▲ Significantly higher
▼ Significantly lower

Between demographics
▲ Significantly higher
▼ Significantly lower



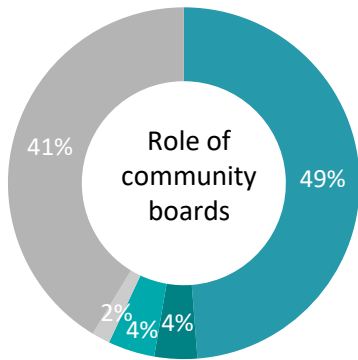
Awareness and participation



Document Set ID: 10643141
Version: 5, Version Date: 22/07/2021



Community boards: Recognition of purpose and satisfaction



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

- Two in five residents (41%) are unaware of the purpose of the Community boards. There has been a noticeable trend over the past 24 months, where the proportion of 'Don't know' responses has been increasing.
- Close to half of the respondents (49%) said that the Community boards' purpose is to *act as an advocate for the community*.

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

Satisfaction with performance of the local community board and its members

■ Dissatisfied (1-4)

■ Neutral (5-7)

■ Satisfied (8-10)

% 8-10	Cambridge	Pirongia	Kakepuku	Te Awamutu	Maungatautari
Satisfaction with performance of the local community board and its members	32%	24%	34%	23%	26%

% 8-10	Māori	All others	18-29	30-64	65+
Satisfaction with performance of the local community board and its members	17%	29%	32%	21%	37%

- There is a 13% decrease in satisfaction with performance of the local Community board and its members.
- Satisfaction in this area remains low across all wards.
- However, residents aged over 65 years are more likely to be satisfied with performance of the local Community board and its members.

NOTES:

1. Sample: 2018 n=409; 2019 n=402; 2020 n=516; 2021 n= 432 Excludes don't know responses.
 2. AD4. The Waipā district has two community boards. Which of the following best describes the role of these community boards? n=431
 3. Document Set ID: 10643141
- Version 5, Version Date: 22/07/2021

▲ Significantly higher
▼ Significantly lower

■ Between demographics
▲ Significantly higher
▼ Significantly lower

Knowledge about Council activities and opportunities to engage

Knowledge about Council and what it does



■ Know little (1-4)

■ Have reasonable knowledge (5-7)

■ Know a lot (8-10)

% 8-10

	Cambridge	Pirongia	Kakepuku	Te Awamutu	Maungatautari
Knowledge about Council and what it does	16%	20%	14%	15%	20%

% 8-10

	Māori	All others	18-29	30-64	65+
Knowledge about Council and what it does	6%	18%	7%	15%	25%

- Overall knowledge about Council and its activities is relatively low with only 16% of the residents reporting that they know 'A lot'. The knowledge about what Council does is especially low among Māori residents and especially high among older residents (over 65 years)

Satisfaction with opportunities to participate in decision making



■ Dissatisfied (1-4)

■ Neutral (5-7)

■ Satisfied (8-10)

% 8-10

	Cambridge	Pirongia	Kakepuku	Te Awamutu	Maungatautari
Satisfaction with opportunities to participate in decision making	15%	9%	4%	13%	19%

% 8-10

	Māori	All others	18-29	30-64	65+
Satisfaction with opportunities to participate in decision making	0%	15%	6%	11%	22%

- 13% of the residents are satisfied with opportunities to participate in decision making.
- None of the respondents who identify as Māori rated their satisfaction 8-10. However, older residents tend to be more satisfied, which is most likely due to their knowledge of Council activities and taking the opportunity to engage with the Council more often.

NOTES:

- Sample: 2021 n= 432 Excludes don't know responses.
- AD6. And thinking more generally about the Council, how much do you know about the Council and what it does? Use a 1-10 scale where 1 means 'you feel you know very little' and 10 means 'you feel you know a great deal' n=419
- AD7. How satisfied are you with the opportunities provided to you to participate in Council decision-making processes? n=276

Year-on-year
▲ Significantly higher
▼ Significantly lower

Between demographics
▲ Significantly higher
▼ Significantly lower



Interactions with the Council

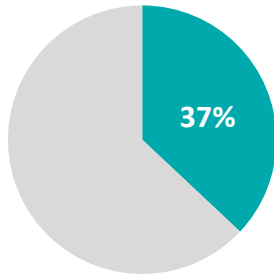


DISTRICT COUNCIL
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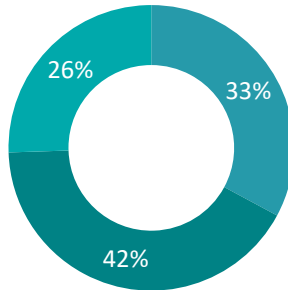


Contact with the Council

Contacted Council



Method of contact



- In person at their office
- By telephone
- Via email
- Social media
- Web chat

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

- Overall, the proportion of the residents who contacted the Council has significantly increased in the past 24 months.
- People aged 18-29 years are least likely to contact Council.
- Telephone remains the most common way of contacting the Council.

	Cambridge	Pirongia	Kakepuku	Te Awamutu	Maungatautari
Contacted Council	68%	63%	52%	56%	72%
In person	37%	24%	45%	34%	6%
By telephone	34%	33%	52%	44%	70%
Via email	30%	43%	3%	22%	24%

	Māori	All others	18-29	30-64	65+
Contacted Council	29%	38%	11%	46%	35%
In person	26%	33%	9%	32%	41%
By telephone	74%	38%	72%	39%	43%
Via email	-	28%	19%	29%	16%

NOTES:
 1. Sample: 2019 n=402; 2020 n=516; 2021 n= 432 Excludes don't know responses.
 2. INT.1 Have you made an enquiry about something with the Waipā District Council within the last six months? n=424
 3. Document Set ID: 10643141
 4. Version: 5. Version Date: 22/07/2021
 5. Have you contacted the Council about this matter? Was it... n=157

Convenience

Convenience of making an enquiry



■ Not convenient (1-4)

■ Neither (5-7)

■ Convenient (8-10)

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

% 8-10

	Cambridge	Pirongia	Kakepuku	Te Awamutu	Maungatautari
Total	88%	70%	77%	78%	66%
In person	86%	62%	53%	52%	Small sample
By telephone	84%	63%	93%	85%	72%
Via email	96%	79%	Small sample	Small sample	43%

% 8-10

	Māori	All others	18-29	30-64	65+
Total	64%	80%	100%	80%	69%
In person	Small sample	72%	Small sample	64%	70%
By telephone	86%	81%	Small sample	85%	64%
Via email	-	89%	Small sample	90%	79%

- For four in five respondents, it was convenient to make an enquiry the way they did.
- Overall, making an enquiry via email is the most convenient. However, residents from Kakepuku are more likely to use the telephone, along with residents from Te Awamutu.
- Satisfaction with telephone enquiries is relatively high across all demographics except for residents aged over 65 years.

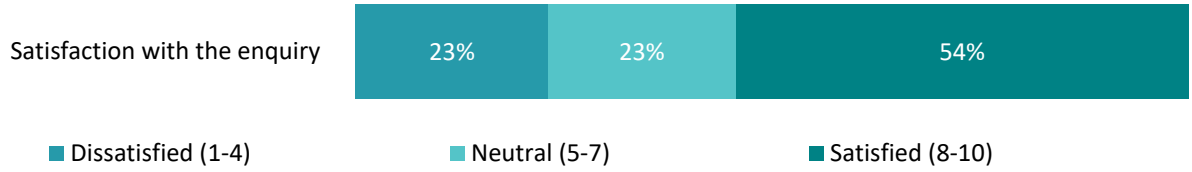
NOTES:

1. Sample: 2019 n=402; 2020 n=516; 2021 n= 432 Excludes don't know responses.
2. Made enquiry n=157
3. Document Set ID: 10643141 where 1 means 'not at all convenient' and 10 means 'very convenient', Version: 5, Version Date: 22/07/2021

Year-on-year
▲ Significantly higher
▼ Significantly lower

Between demographics
▲ Significantly higher
▼ Significantly lower

Satisfaction



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

	Cambridge	Pirongia	Kakepuku	Te Awamutu	Maungatautari
Total	59%	45%	82%	49%	32%
In person	56%	51%	73%	46%	Small sample
By telephone	65%	43%	87%	54%	46%
Via email	57%	44%	100%	43%	Small sample

	Māori	All others	18-29	30-64	65+
Total	40%	56%	61%	55%	52%
In person	Small sample	58%	Small sample	53%	52%
By telephone	55%	61%	Small sample	65%	51%
Via email	-	46%	Small sample	53%	46%

- Just over half of the residents who made an enquiry through the Council (54%) are satisfied with the way it was handled.
- Satisfaction is the lowest for the enquiries made via email, which is relatively consistent across different demographics.

NOTES:
 1. Sample: 2019 n=402; 2020 n=516; 2021 n= 432 Excludes don't know responses.
 2. Made enquiry n=157

3. Document Set ID: 10643141
 Version: 5, Version Date: 22/07/2021

Year-on-year
 ▲ Significantly higher
 ▼ Significantly lower

Between demographics
 ▲ Significantly higher
 ▼ Significantly lower



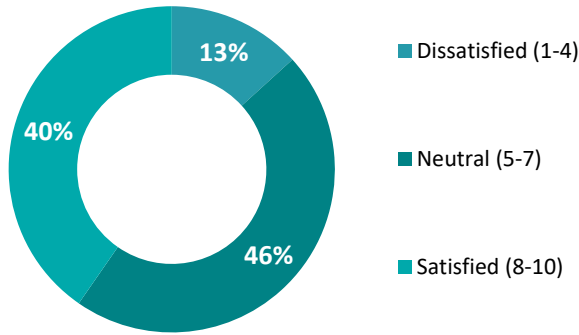
Three waters: water supply, sewage and stormwater



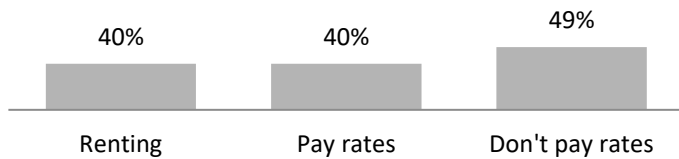
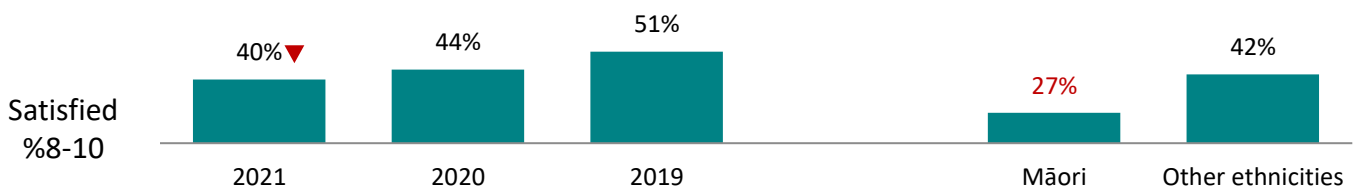
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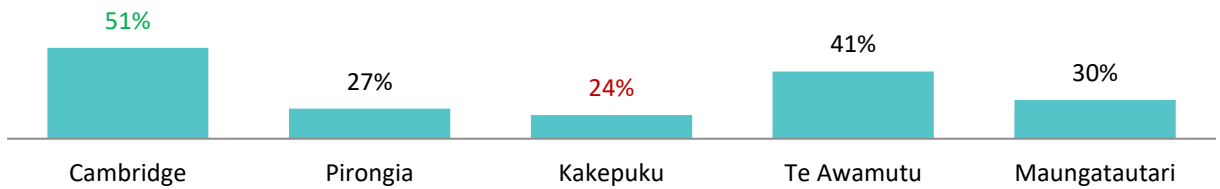
Overall water management



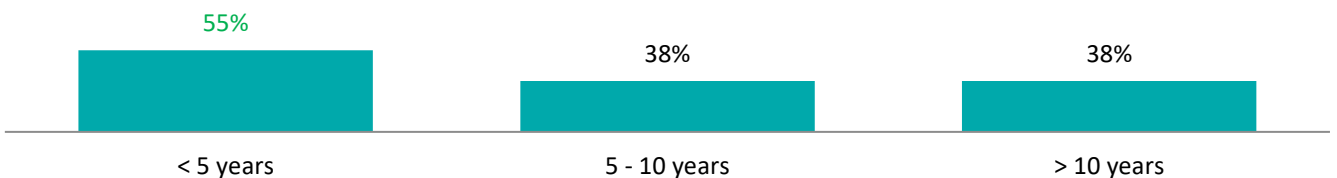
- Overall, two in five residents are satisfied with the water management in the district.
- Satisfaction is on a declining trend and shows a significant decrease in residents' satisfaction over 24 months.
- Residents who identify as Māori are more likely to be dissatisfied with the water management.



- Satisfaction is consistent for ratepayers and non ratepayers.
- Residents from Kakepuku are least satisfied with water management overall.



- Residents who are new/fairly new to the district –living in the district for less than five years, are more likely to be satisfied with the water management.
- However, residents who have spent a longer time in the district are considerably less likely to be satisfied with the water management.



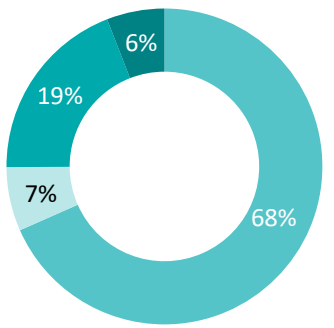
NOTES:

1. Sample: 2019 n=402; 2020 n=516; 2021 n= 432 Excludes don't know responses.
2. TW5. And OVERALL, when you think about the supply of water, the management and disposal of waste water, how would you rate your satisfaction with Council overall in the district n=380

Year-on-year
▲ Significantly higher
▼ Significantly lower

Between demographics
▲ Significantly higher
▼ Significantly lower

Water management: water supply



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



The reliability of the water supply

Overall water supply



Quality of the water



■ Dissatisfied (1-4)

■ Neutral (5-7)

■ Satisfied (8-10)

Scores 8-10

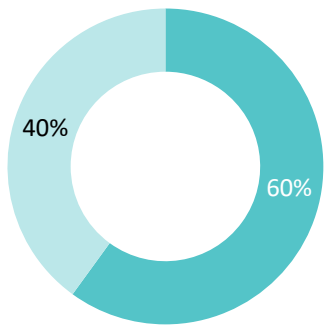
	Town supply	Rural supply
Overall water supply	57%	50%
The reliability of the water supply	74%	72%
Quality of the water	58%	55%

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

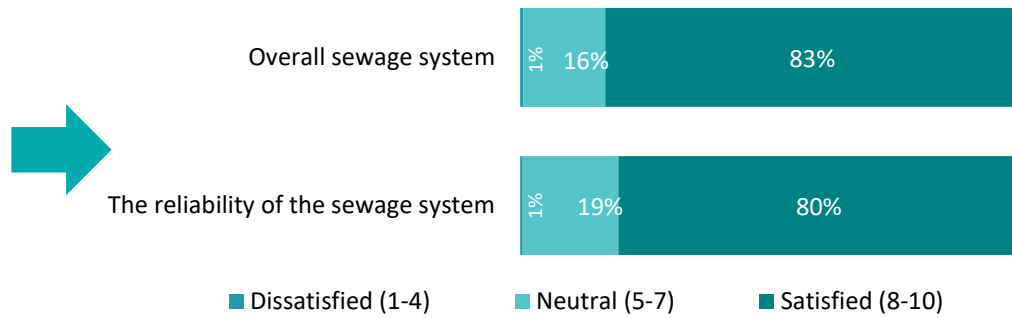
Overall	Cambridge	Pirongia	Kakepuku	Te Awamutu	Maungatautari
Overall water supply	69%	46%	Small sample	43%	Small sample
The reliability of the water supply	80%	81%	Small sample	64%	Small sample
Quality of the water	66%	47%	Small sample	51%	Small sample

- The overall perception of *water supply* has decreased year on year.
- Satisfaction with *reliability and quality of water* is fairly consistent across different water supplies.
- Residents from Cambridge are more likely to rate water quality higher compared to other wards.

Water management: sewage system

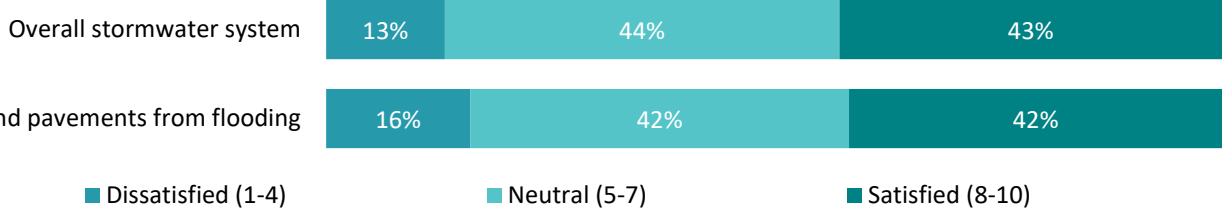


■ Town sewage system
■ Own septic tank



% 8-10	2021	2020	2019
Overall sewage system	83%	81%	84%
The reliability of the sewage system	80%	84%	85%

% 8-10	Cambridge	Pirongia	Kakepuku	Te Awamutu	Maungatautari
Overall sewage system	84%	Small sample	Small sample	81%	Small sample
The reliability of the sewage system	83%	Small sample	Small sample	77%	Small sample



% 8-10	2021	2020	2019
Overall stormwater system	43%	47%	57%
Keeping roads and pavements from flooding	42% ▼	46%	57%

% 8-10	Cambridge	Pirongia	Kakepuku	Te Awamutu	Maungatautari
Overall stormwater system	46% ▼	42%	39%	40%	42%
Keeping roads and pavements from flooding	43% ▼	39%	40%	42%	39%

- Perception of the *sewage system* remains consistent over the past 24 months with a little change in satisfaction between different wards.
- However, satisfaction with the stormwater system has decreased in the past 12 months with considerably less residents satisfied with *Keeping roads and pavements from flooding* (42% in 2021 compared with 46% in 2020).

NOTES:

1. Sample: 2019 n=402 2020 n=516; 2021 n= 432 Excludes don't know responses.
2. TW6. Which of the following best describes the sewerage system you use? n=402
3. TW3. Thinking about the Council's management of its sewerage (wastewater) system, on the scale of 1- 10, how would you rate your satisfaction with... n=237
4. Document Set ID: 10643141 how would you rate your satisfaction with the stormwater system in Version 5. Version Date: 22/07/2021

Year-on-year
▲ Significantly higher
▼ Significantly lower

Between demographics
▲ Significantly higher
▼ Significantly lower



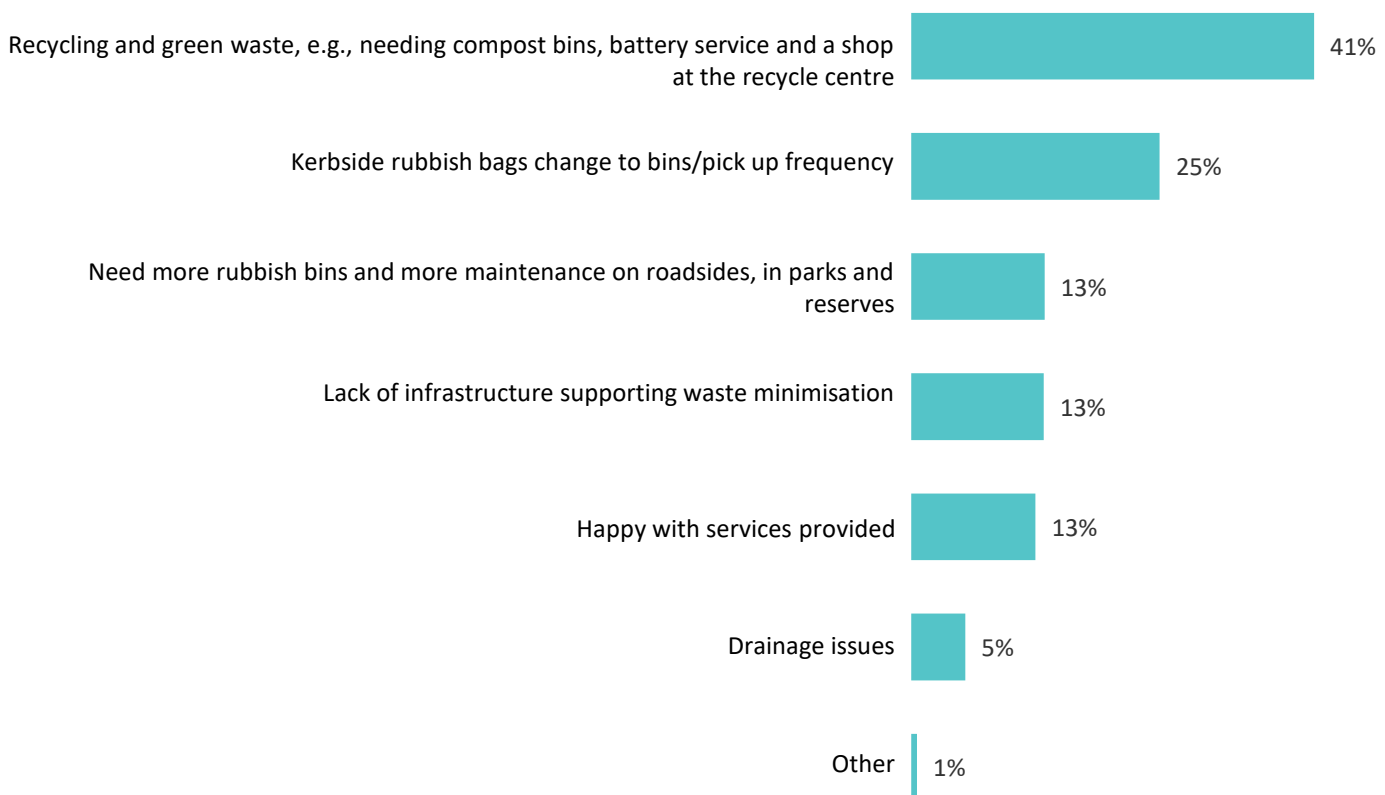
Waste management and waste minimisation



DISTRICT COUNCIL
Document Set ID: 10643141
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Comments about waste management



- *It is not very effective, sustainable or healthy for Waipā District Council to not supply a landfill collection nor to provide an incentive for recycling.*
- *The Te Awamutu dump is frequently closed. It is expensive to use. We have to pay to use recycling facilities.*
- *We need to have our own dump or refuse centre, so we are able to recycle more. Open a dump shop, make compost, have better opening hours, to have it more community friendly and to be privately owned.*
- *The recycling. Whilst I am glad the information is clearer it is disappointing that only 3 types of plastic are recycled.*
- *Waste and litter control in the streets is good but due to the extremely large fees for accessing the dump you see a lot of rubbish dumped on the countryside road around Cambridge.*
- *A battery service for free collection needed.*
- *Privatisation of rubbish. The yellow bags are wasteful and expensive. Rate payers should have a less expensive way to dispose of their rubbish, for example large bins from the Council.*



- *Nothing comes to mind in terms of negative comments, I moved to the Waipā district about two years ago and can definitely see a positive difference between the Waipā and where I previously lived. The streets are clean.*
- *Apart from the rubbish not being collected on the stated day. It was picked up the next day, so it's all good.*
- *Kerbside collections are great, would be good if everyone used it properly.*
- *Council does their best to make the town look beautiful.*
- *The contact we have had with Waste Minimisation, I believe they work hard. They provide grants for interesting ideas in minimising waste.*
- *Waste minimisation will continue to be a focus in the future.*
- *Overall, these services well done by Council. Would like to hear more about our future infrastructure in the local paper and what is our 25-year plan for this.*

NOTES:

1. Document Set ID: 10643141. Does not know responses.
2. Version: 5, Version Date: 22/07/2021. About any of these services that the Waipā District Council provides? n=132



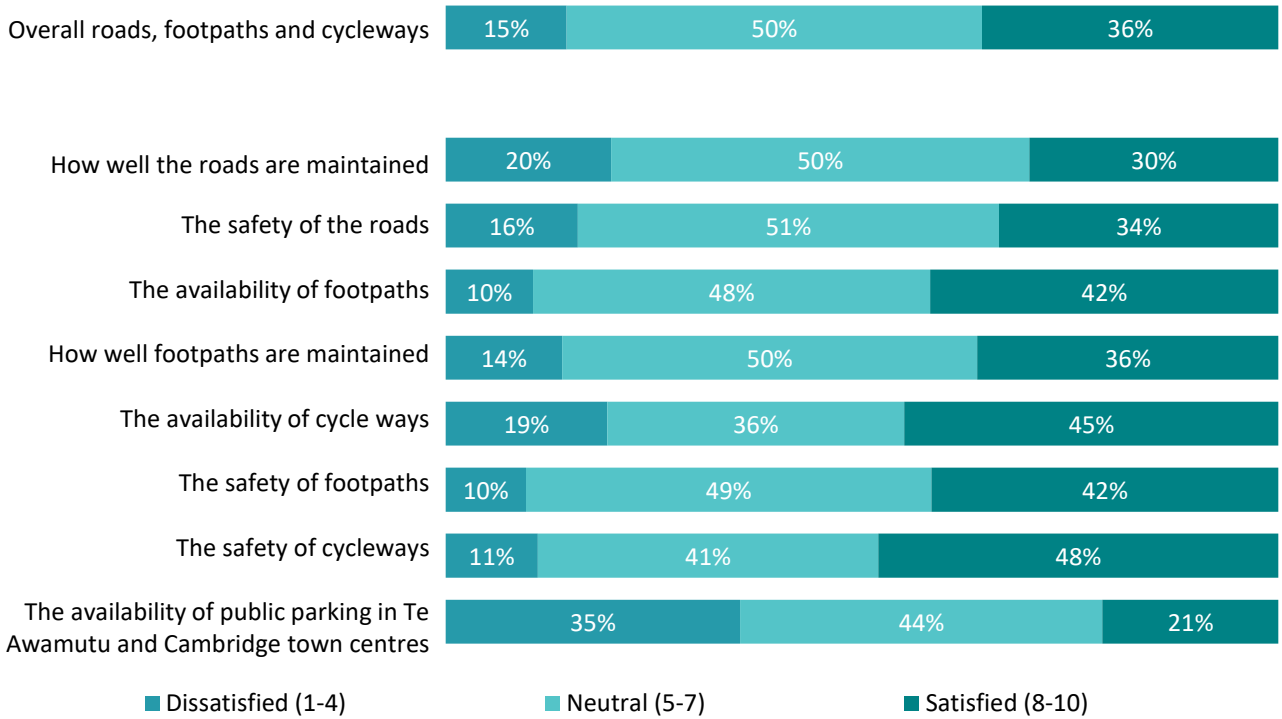
Roads, footpaths and cycle ways



DISTRICT COUNCIL
Document Set ID: 10643141
Version: 5, Version Date: 22/07/2021



Roads, footpaths and cycleways



% 8-10	2021	2020	2019
Overall roads, footpaths and cycleways	36%	38%	45%
How well the roads are maintained	30%	35%	43%
The safety of the roads	34% ▼	49%	44%
The availability of footpaths	42%	45%	60%
How well footpaths are maintained	36% ▼	45%	50%
The availability of cycle ways	45%	43%	51%
The safety of footpaths	42%	-	-
The safety of cycleways	48%	-	-
The availability of public parking in Te Awamutu and Cambridge town centres	21%	-	-

- *Roading* has been the most commented topic in 2021. 33% of the general comments mentioned issues including building of an additional bridge, footpath maintenance, road safety and parking.
- *Safety of the roads* and *How well footpaths are maintained* are two areas that show a significant decrease in residents' perception over 12 months.
- *Availability of parking in Te Awamutu and Cambridge* is the area that was rated the lowest by residents with 21% being satisfied.

NOTES:

1. Sample: 2019 n=402; 2020 n=516; 2021 n= 432 Excludes don't know responses.
2. RF2. OVERALL how satisfied are you with the ROADS AND FOOTPATHS around the district? n=426
3. Document Set ID: 106431414. Scale where 1 means 'very dissatisfied' and 10 means 'very satisfied', how satisfied are you with each of the following... n=430

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

Roads, footpaths and cycleways

% 8-10	Cambridge	Pirongia	Kakepuku	Te Awamutu	Maungatautari
Overall roads, footpaths and cycleways	38%	31%	38%	33%	41%
How well the roads are maintained	34%	20%	35%	29%	27%
The safety of the roads	38%	31%	41%	28%	28%
The availability of footpaths	43%	26%	49%	48%	37%
How well footpaths are maintained	35%	27%	48%	37%	39%
The availability of cycle ways	54%	25%	44%	41%	56%
The safety of footpaths	40%	38%	50%	40%	47%
The safety of cycleways	49%	32%	50%	53%	52%
The availability of public parking in Te Awamutu and Cambridge town centres	16%	41%	18%	19%	19%

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

NOTES:

- Sample: 2021 n= 432 Excludes don't know responses.
- RF2. OVERALL how satisfied are you with the ROADS AND FOOTPATHS around the district? n=426
- Document Set ID: 1064314141 scale where 1 means 'very dissatisfied' and 10 means 'very satisfied', how satisfied are you with each of the following... n=430

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



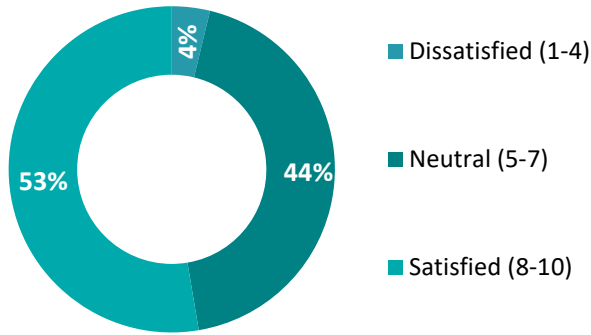
Public facilities and services



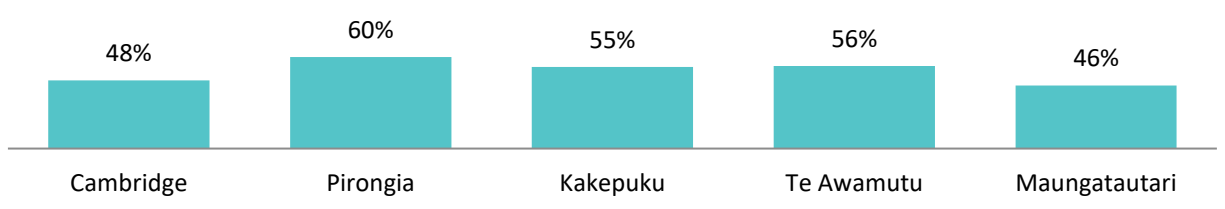
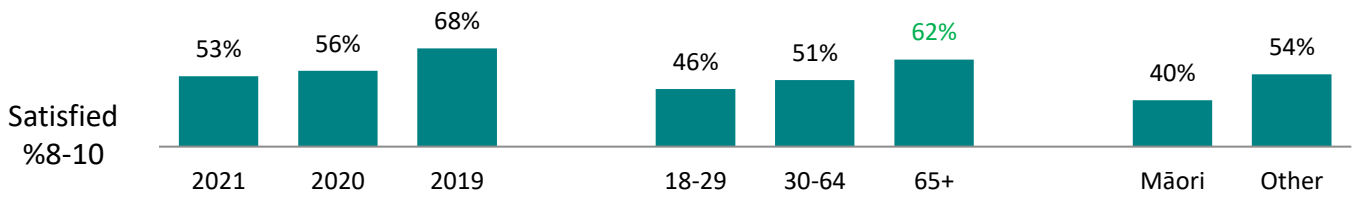
DISTRICT COUNCIL
Document Set ID: 10643141
Version: 5, Version Date: 22/07/2021



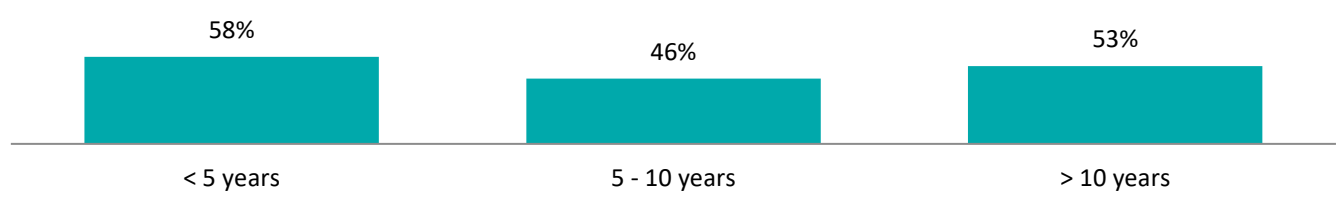
Overall public facilities and services



- Over half of the residents (53%) are very satisfied with the public facilities and services provided by the Council.
- Residents aged over 65 years are most likely to be satisfied with public facilities and services.



- Residents from Pirongia and those who have been living in the district for less than five years are the most likely to be satisfied with public facilities and services.
- However, those residing in Maungatautari, and Cambridge are the least satisfied (46% and 48% respectively).



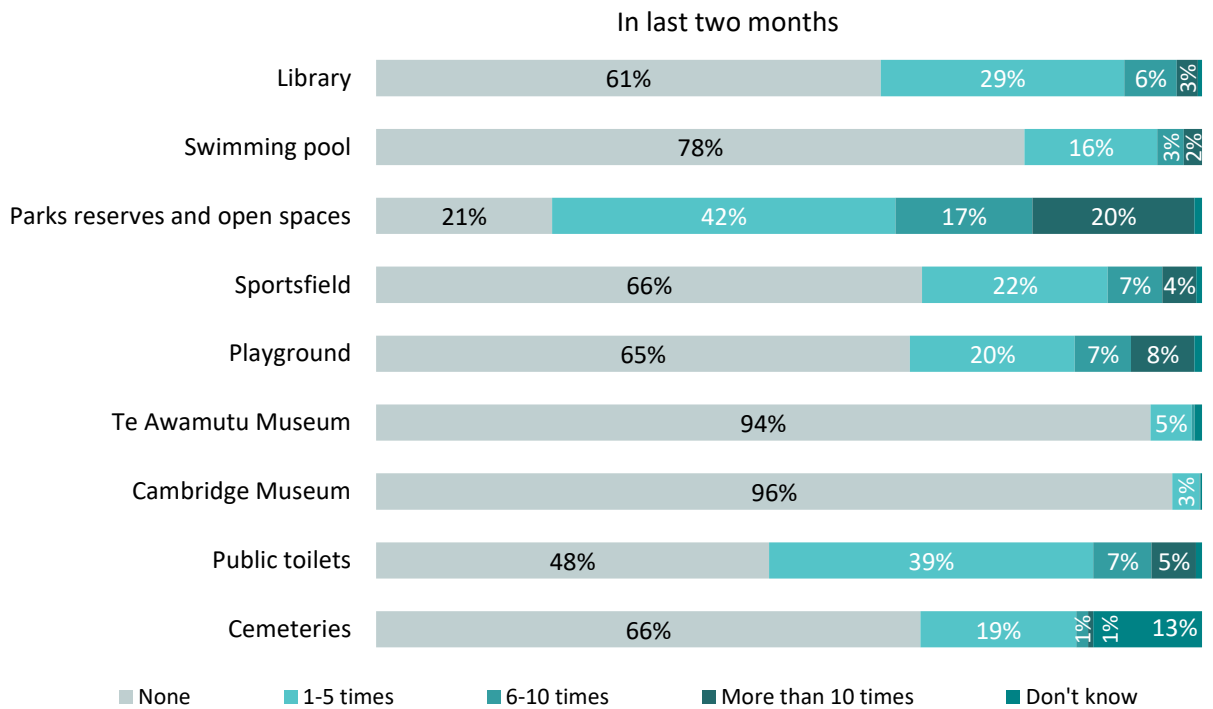
NOTES:
 1. Sample: 2019 n=402 2020 n=516; 2021 n= 432 Excludes don't know responses.
 2. CF3. When you consider ALL these public facilities that are provided by Council including how well they are maintained, opening hours and where applicable the cost to use these, how would you rate the public FACILITIES AND SERVICES that are provided? n=410

Year-on-year
 ▲ Significantly higher
 ▼ Significantly lower

Between demographics
 ▲ Significantly higher
 ▼ Significantly lower

Use of elective facilities and services

In last 12 months	2021	2020	2019
Library	50%	54%	59%
Swimming pool	30%	35%	36%
Parks, reserves and open spaces	82%	80%	86%
A council maintained sportsfield	38% ▲	32%	61%
A council maintained playground	42%	41%	61%
Te Awamutu museum	9%	9%	22%
Public toilets	58%	56%	62%
Cambridge museum	6%	7%	13%
None of these	6%	5%	6%



- Overall, the proportion of residents using elective public facilities remains consistent when compared with the previous 12 months.
- Significantly more people in 2021 have used council maintained sportsfields than in 2020 (38% vs. 32%).
- Both the Te Awamutu museum and the Cambridge museum are the least visited facilities.

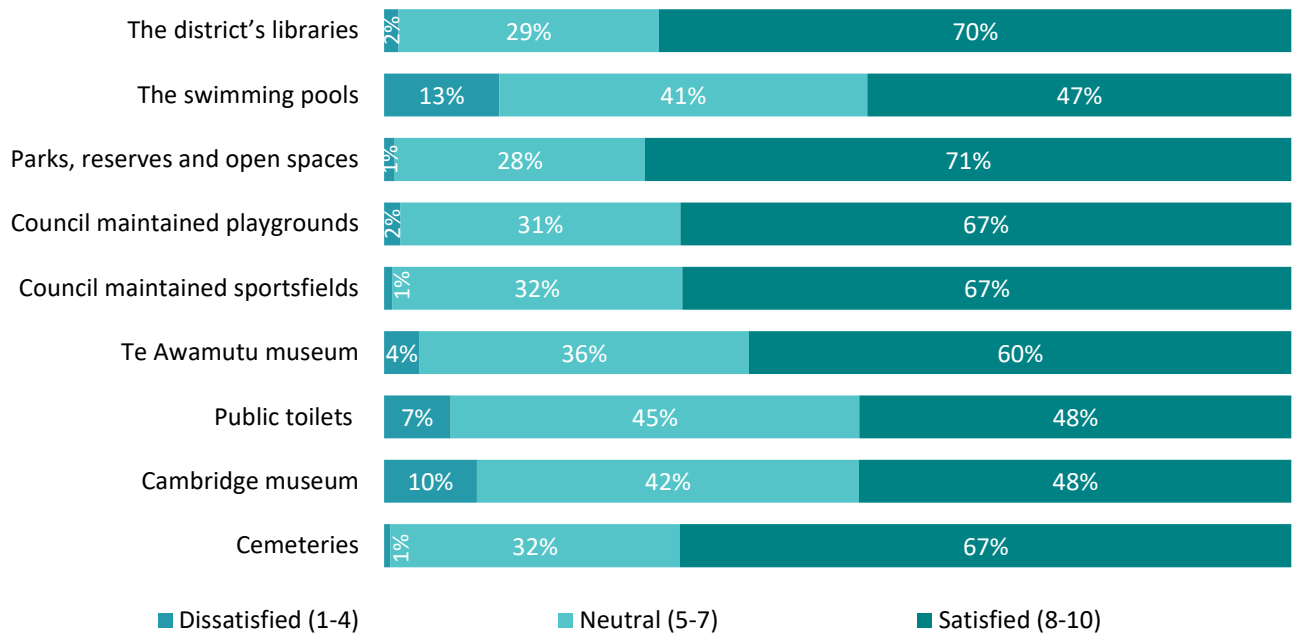
NOTES:

1. Sample: : 2019 n=402; 2020 n=516; 2021 n= 432 Excludes don't know responses.
2. Document Set ID: 10643141
3. Version 5, Version Date: 22/07/2021

Year-on-year
▲ Significantly higher
▼ Significantly lower

Between demographics
▲ Significantly higher
▼ Significantly lower

Satisfaction with the elective facilities and services (Overall)



%8-10	2021	2020	2019
The district's libraries	70%	75%	86%
The swimming pools	47%	41%	73%
Parks, reserves and open spaces	71%	71%	78%
Council maintained playgrounds	67%	70%	80%
Council maintained sportsfields	67%	68%	73%
Te Awamutu museum	60%	48%	70%
Public toilets	48%	52%	54%
Cambridge museum	48%	37%	70%
Cemeteries	67%	-	-

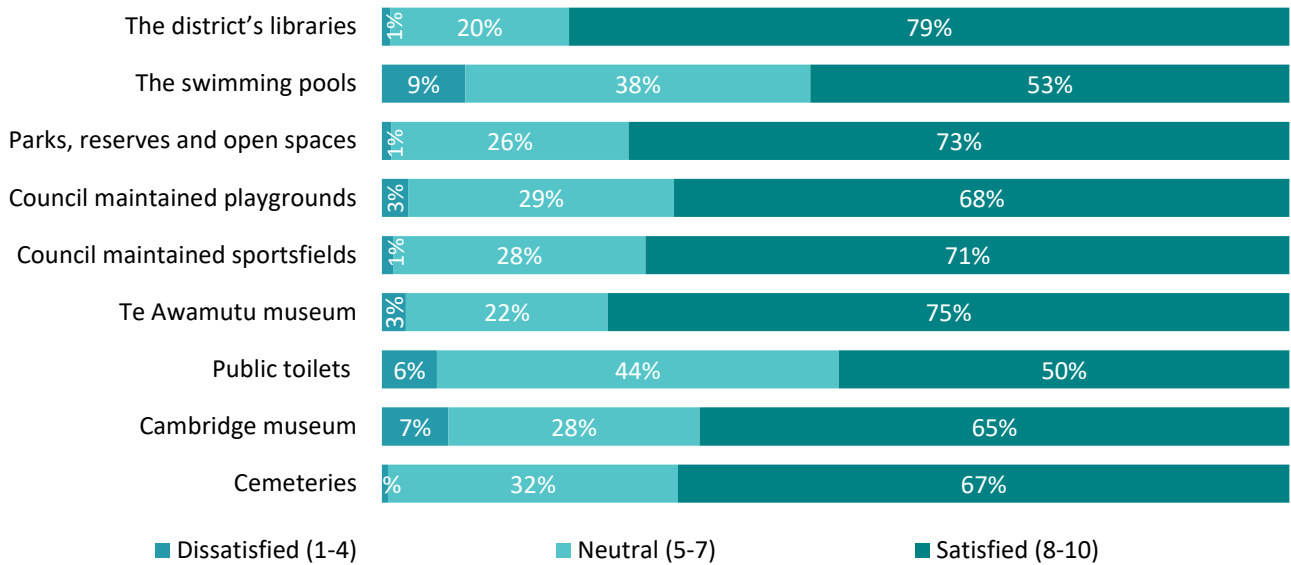
- Around seven out of ten residents are satisfied with parks, reserves and open spaces (71%), district's libraries (70%), playgrounds (67%), sportsfields (67%) and cemeteries (67%).
- Satisfaction remains consistent over time with a slight increase for swimming pools, Te Awamutu museum and Cambridge museum.
- However, we have also recorded a small decrease in satisfaction with the libraries.

NOTES:

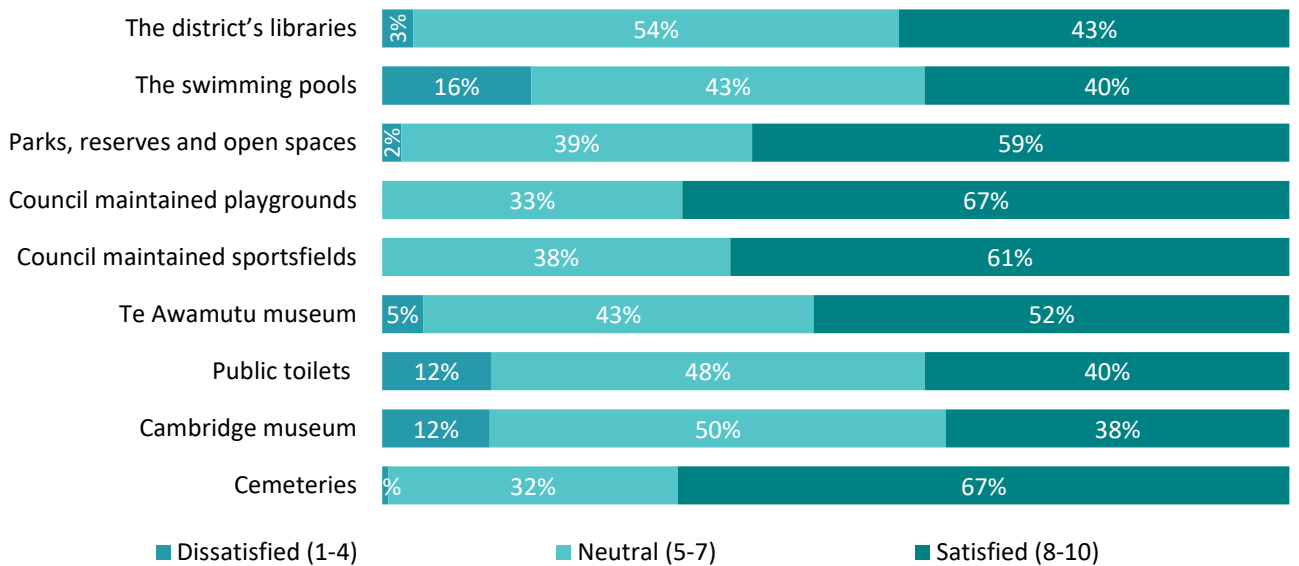
1. Sample: : 2019 n=402; 2020 n=516; 2021 n= 432 Excludes don't know responses.
2. Document Set ID: 10643144
Version: 5, Version Date: 22/07/2021

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

Users



Non-users



- There is a positive trend with residents who use the elective services and facilities being considerably more satisfied with them than those who don't.
- This is especially significant for district's libraries (79% for users vs 43% for non-users).
- However, satisfaction with the playgrounds remains high among both users (68%) and non-users (67%)

NOTES:

1. Sample: : 2019 n=402; 2020 n=516; 2021 n= 432 Excludes don't know responses.
 2. Document Set ID: 106431441
- Version: 5, Version Date: 22/07/2021



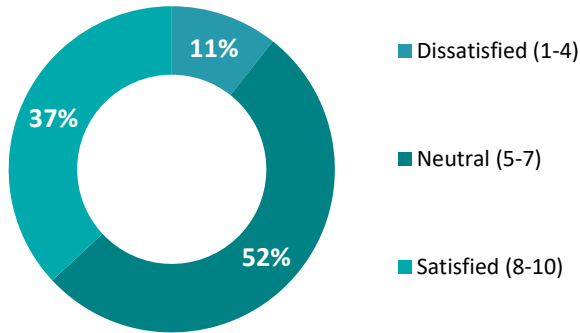
Regulatory services



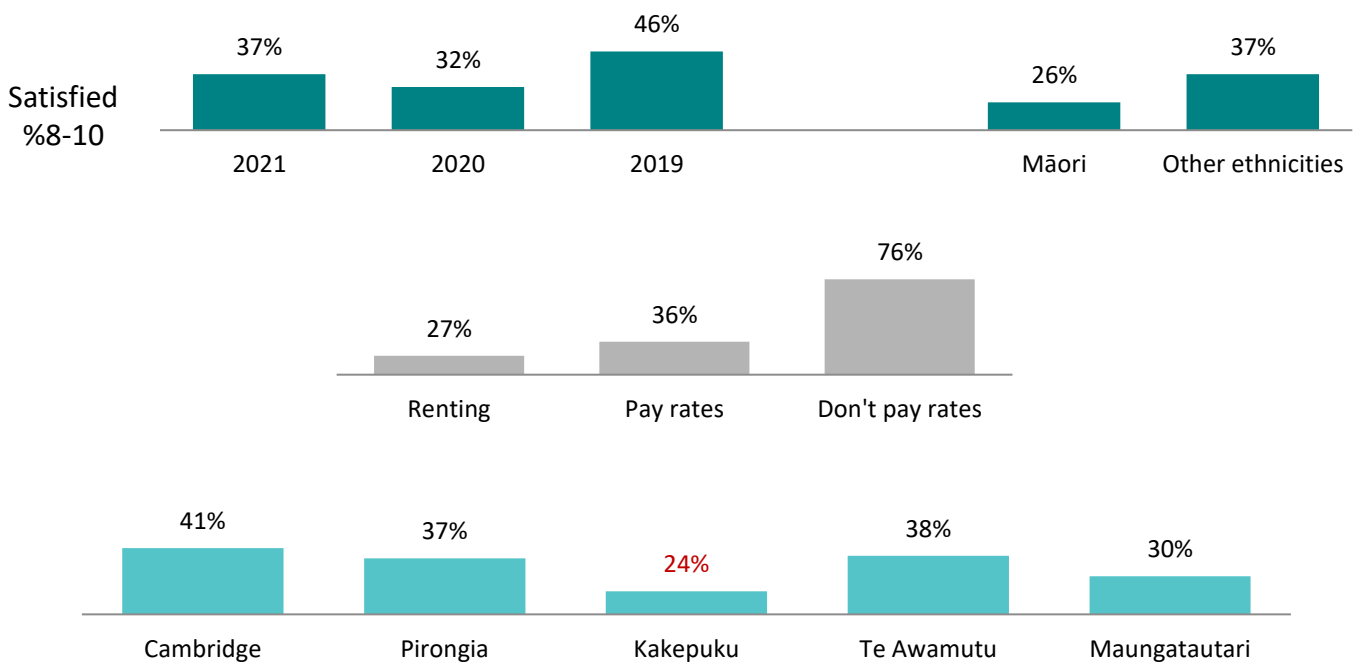
DISTRICT COUNCIL
Document Set ID: 10643141
Version: 5, Version Date: 22/07/2021



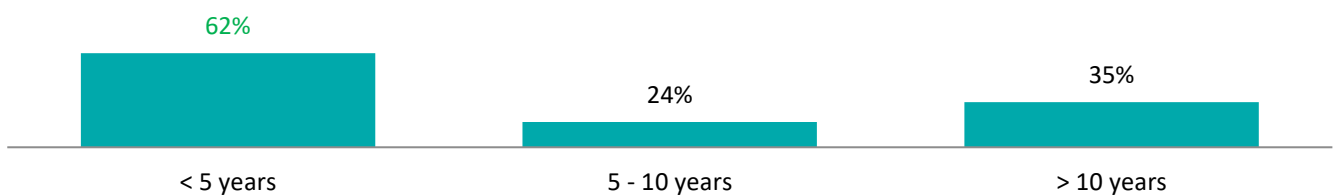
Regulatory services



- Close to two in five residents (37%) are satisfied with *regulatory services*.
- There is a slight increase in satisfaction with *regulatory services* among the residents in the past 12 months.



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



NOTES:

1. Sample: 2019 n=402; 2020 n=516; 2021 n= 432 Excludes don't know responses.
2. QL3. Council also provides a range of other services such as building and resource consents, and alcohol sales, dog control and noise management. Taken together, how satisfied are you with the quality of these other services that it provides? n=325

Year-on-year
▲ Significantly higher
▼ Significantly lower

Between demographics
▲ Significantly higher
▼ Significantly lower



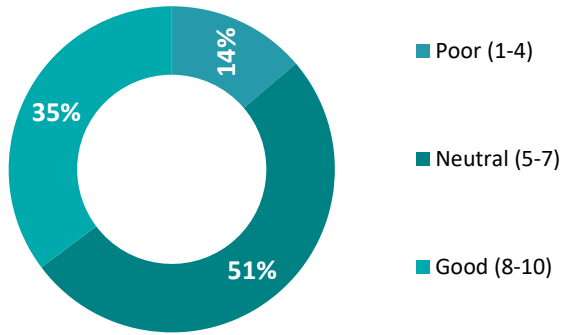
Image and reputation



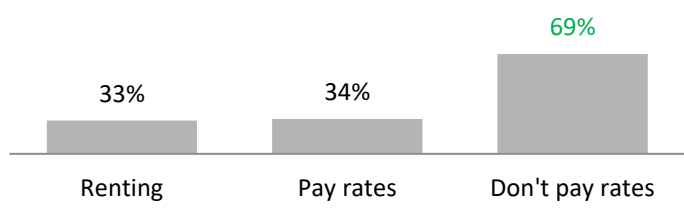
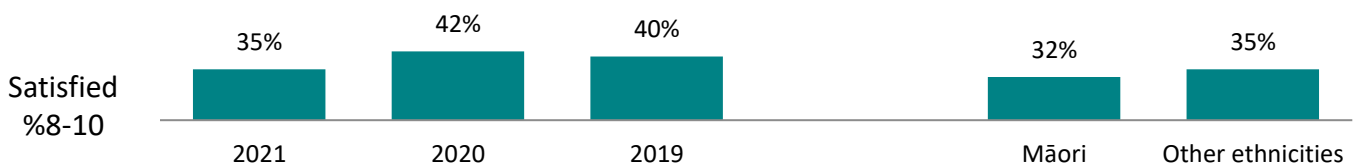
Document Set ID: 10643141
Version: 5, Version Date: 22/07/2021



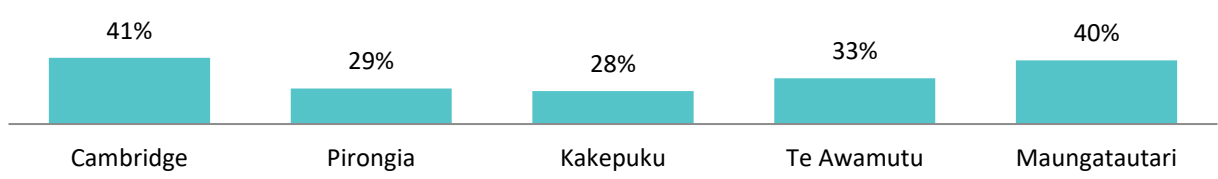
Overall image and reputation



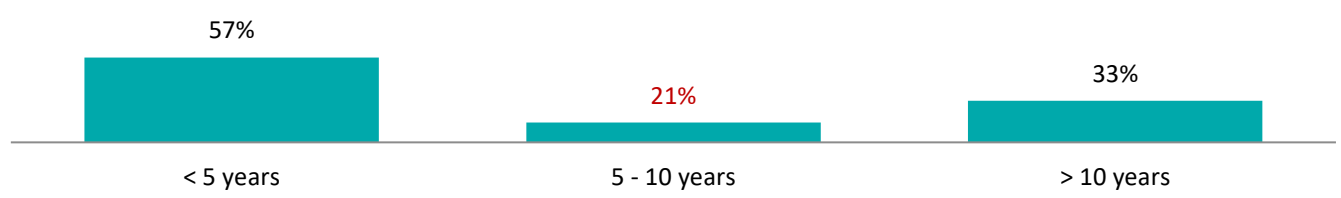
- There is a declining trend in residents' perception of Council's *Image and reputation* (a decrease of 7% over 12 months).
- Perception among different ethnicities remains consistent with 32% of residents who identify as Māori and 35% of other ethnicities consider Council's *Image and reputation* 'Excellent'



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



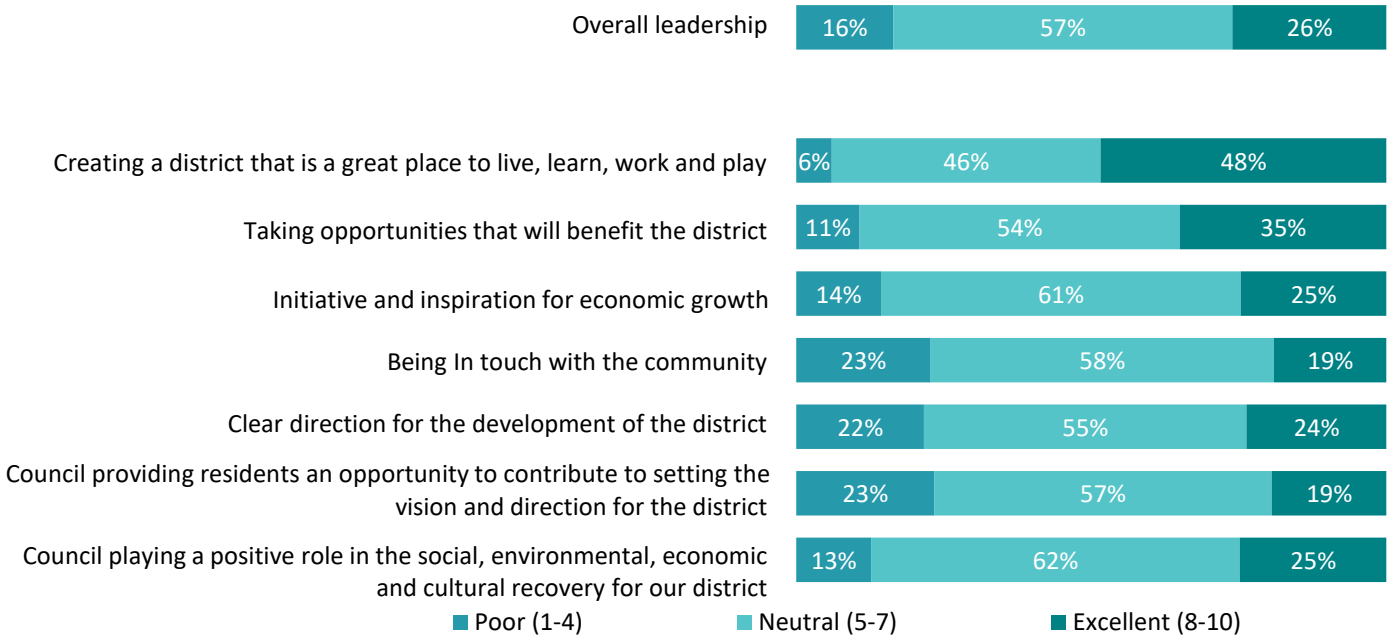
- While newcomers score Council the highest for *Image and reputation* (57% consider it 'Excellent'). The lowest scores are amongst those who have lived in the district for between five and ten years (21%).



NOTES:
 1. Sample: 2019 n=402; 2020 n=516; 2021 n= 432 Excludes don't know responses.
 2. OVREP. And finally, thinking about the overall reputation of the Waipā District Council. Considering everything we have talked about; the quality of services and facilities the Council provides, its Council's overall financial management. How would you rate the Waipā District Council for its overall reputation?
 Version 5, Version Date: 22/07/2021

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

Leadership



%8-10	2021	2020	2019
	Overall leadership	26% ▼	40%
Council being committed to creating a district that is a great place to live, learn, work and play	48%	50%	54%
Council recognising and taking advantage of opportunities that will benefit the district	35% ▼	43%	44%
Council demonstrating initiative and providing inspiration for economic growth	25% ▼	40%	37%
Council is in touch with the community and understands the issues facing residents	19% ▼	31%	35%
Council having vision and providing clear direction for the development of the district	24% ▼	40%	39%
Council providing residents an opportunity to contribute to setting the vision and direction for the district	19% ▼	39%	-
Council playing a positive role in the social, environmental, economic and cultural recovery for our district	25%	-	-

- The perception of Council's *Leadership* has significantly decreased in the past 12 months across most measures with the biggest shift being *Council providing residents an opportunity to contribute to setting the vision and direction for the district* (-20%)

NOTES:

1. Sample: 2019 n=402; 2020 n=516; 2021 n= 432 Excludes don't know responses.
 2. Document Set ID: 10643141
 Version 5, Version Date: 22/07/2021

Leadership

% 8-10	Cambridge	Pirongia	Kakepuku	Te Awamutu	Maungatautari
Overall leadership	32%	22%	17%	26%	22%
Council being committed to creating a district that is a great place to live, learn, work and play	54%	34%	42%	50%	53%
Council recognising and taking advantage of opportunities that will benefit the district	41%	26%	26%	38%	31%
Council demonstrating initiative and providing inspiration for economic growth	31%	17%	20%	21%	26%
Council is in touch with the community and understands the issues facing residents	22%	22%	9%	18%	15%
Council having vision and providing clear direction for the development of the district	29%	20%	22%	20%	21%
Council providing residents an opportunity to contribute to setting the vision and direction for the district	25%	10%	15%	18%	25%
Council playing a positive role in the social, environmental, economic and cultural recovery for our district	31%	11%	13%	29%	17%

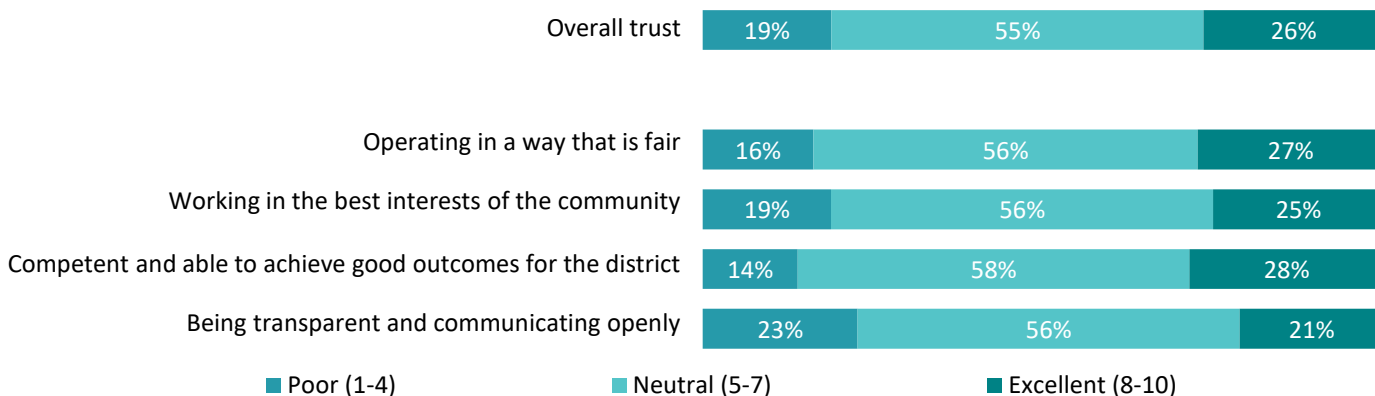
% 8-10	Māori	All others	18-29	30-64	65+
Overall leadership	15%	28%	26%	20%	40%
Council being committed to creating a district that is a great place to live, learn, work and play	39%	50%	46%	47%	53%
Council recognising and taking advantage of opportunities that will benefit the district	37%	35%	32%	31%	46%
Council demonstrating initiative and providing inspiration for economic growth	17%	26%	16%	23%	35%
Council is in touch with the community and understands the issues facing residents	11%	20%	13%	16%	32%
Council having vision and providing clear direction for the development of the district	13%	25%	16%	22%	33%
Council providing residents an opportunity to contribute to setting the vision and direction for the district	4%	22%	13%	16%	33%
Council playing a positive role in the social, environmental, economic and cultural recovery for our district	16%	26%	22%	20%	41%

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

NOTES:

1. Sample: 2019 n=402; 2020 n=516; 2021 n= 432 Excludes don't know responses.
2. Document Set ID: 10643141
Version 5, Version Date: 22/07/2021

Trust and emotional appeal



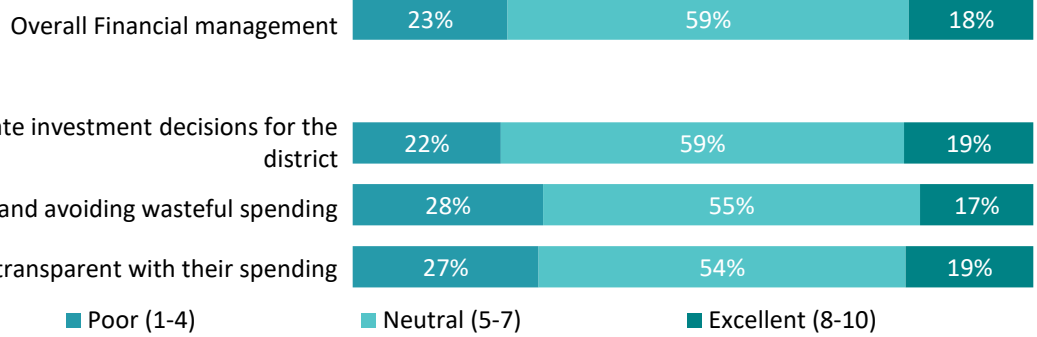
	%8-10	2021	2020	2019
Overall trust		26% ▼	35%	35%
Council in terms of operating in a way that is fair		27% ▼	41%	41%
Council demonstrates that it can be relied upon to work in the best interests of the community		25% ▼	39%	31%
Council is competent and able to achieve good outcomes for the district		28% ▼	43%	33%
Council being transparent and communicating openly		21%	27%	30%

% 8-10	Cambridge	Pirongia	Kakepuku	Te Awamutu	Maungatautari
Overall trust	29%	25%	15%	27%	29%
Council in terms of operating in a way that is fair	36%	26%	12%	23%	25%
Council demonstrates that it can be relied upon to work in the best interests of the community	31%	22%	17%	23%	23%
Council is competent and able to achieve good outcomes for the district	30%	22%	19%	34%	28%
Council being transparent and communicating openly	24%	23%	17%	18%	23%

% 8-10	Māori	All others	18-29	30-64	65+
Overall trust	20%	27%	25%	21%	40%
Council in terms of operating in a way that is fair	22%	28%	23%	25%	36%
Council demonstrates that it can be relied upon to work in the best interests of the community	21%	26%	26%	20%	36%
Council is competent and able to achieve good outcomes for the district	31%	28%	27%	25%	38%
Council being transparent and communicating openly	19%	21%	18%	17%	33%

- The perception of *Trust and emotional appeal* has decreased since 2020.
- However, *Council's transparency and open communication* remains at the same level when compared with 12 months ago.

Financial management



%8-10	2021	2020	2019
Overall Financial management	18% ▼	25%	25%
Council making appropriate investment decisions for the district	19% ▼	26%	27%
Council spending wisely and avoiding wasteful spending	17% ▼	23%	20%
Council being transparent with their spending	19% ▼	30%	26%

% 8-10	Cambridge	Pirongia	Kakepuku	Te Awamutu	Maungatautari
Overall Financial management	24%	9%	16%	17%	19%
Council making appropriate investment decisions for the district	26%	11%	8%	19%	18%
Council spending wisely and avoiding wasteful spending	24%	9%	12%	15%	15%
Council being transparent with their spending	22%	14%	21%	15%	22%

% 8-10	Māori	All others	18-29	30-64	65+
Overall Financial management	14%	19%	13%	15%	29%
Council making appropriate investment decisions for the district	21%	19%	16%	17%	25%
Council spending wisely and avoiding wasteful spending	17%	17%	10%	17%	22%
Council being transparent with their spending	4%	21%	15%	16%	27%

- The overall perception of *Financial management*, as well as the sub-drivers, has significantly decreased in the past 12 months.
- The lowest scores have been recorded among the residents from Pirongia.



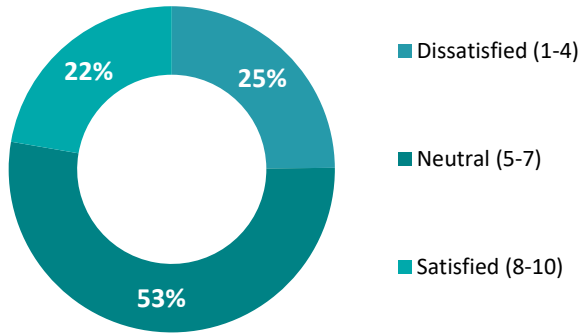
Value for money



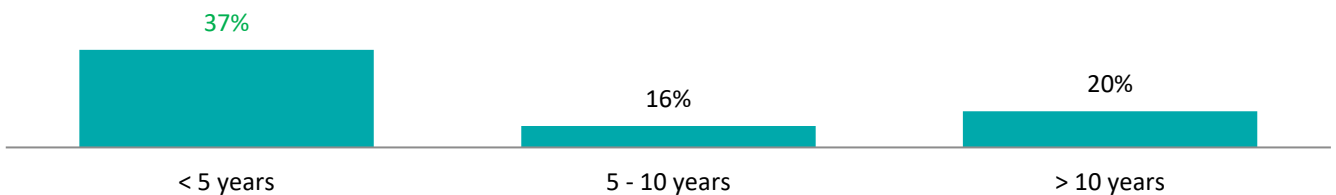
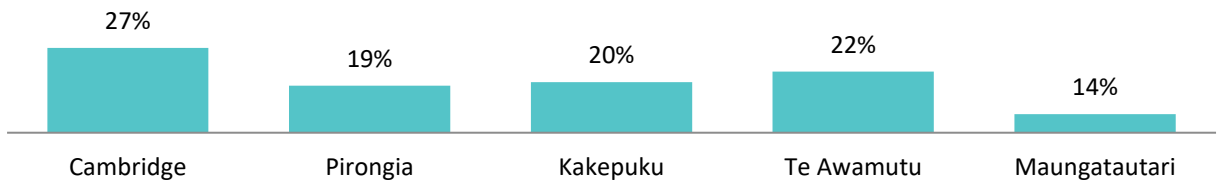
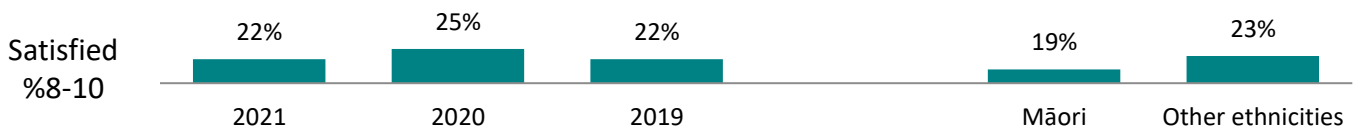
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Value for money



- One in five residents is satisfied with Value for money.
- Evaluation of this area is fairly consistent across the different demographics with no significant difference in scores.
- Residents who are new to the district tend to be more satisfied. However, this is most likely due to not being familiar with the services (see comments on the next page).



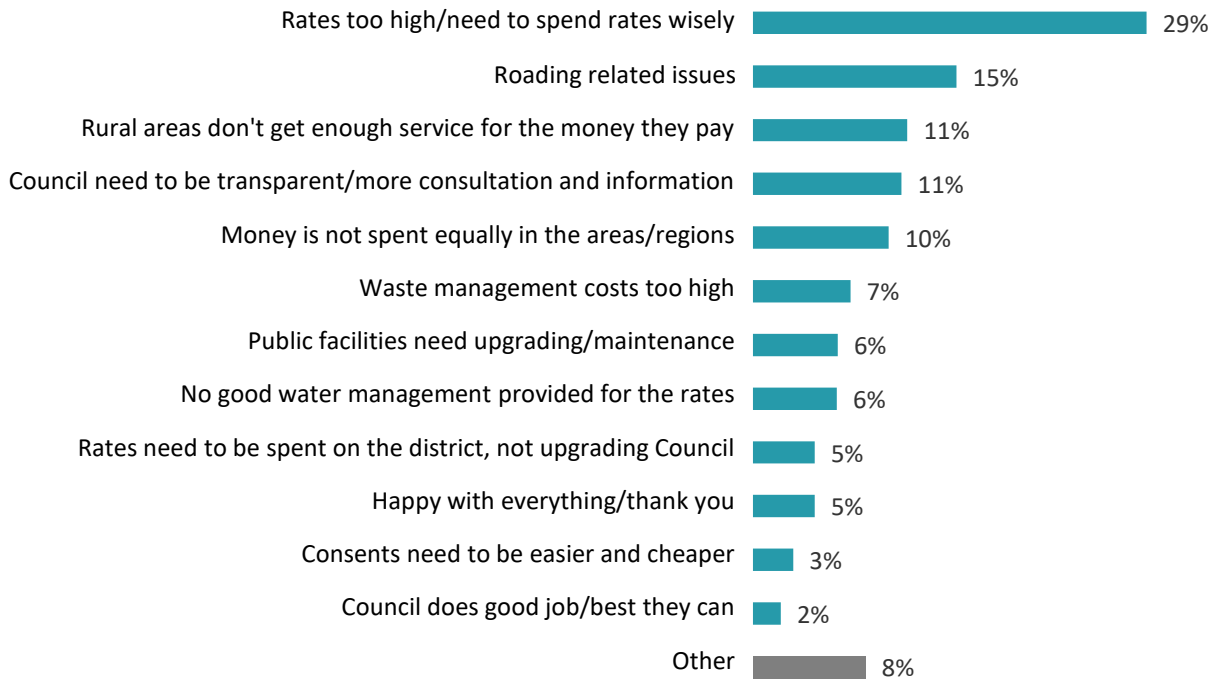
NOTES:

1. Sample: 2019 n=402; 2020 n=516; 2021 n= 432 Excludes don't know responses.
2. Document Set ID: 40643141. Noting 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=398

Year-on-year
▲ Significantly higher
▼ Significantly lower

Between demographics
▲ Significantly higher
▼ Significantly lower

Comments about value for money



- The rates continue to increase and a lot of services such as roads, and the need for new bridge are not completed. A lot of money has been spent on a swimming pool that has taken over two years and is still not completed. Housing in our town is increasing. Two bridges are not enough to meet the traffic demand.*
- Our farming community pays a very large percentage of the rates bill. A lot of our rates is spent on unnecessary things that especially rural people don't use much, if at all in relation to the percentage of rates paid. Examples are the pool, flashy library and the proposal of a new museum which is extremely unnecessary when the town is on water restrictions for several months every year.*
- There is no value for money, only high costs for something you hardly see. Same as when going for consents, all high costs and you see nothing for the money you pay.*
- Living rurally we don't get much in the way of services yet still pay for them.*
- Spending money to develop new areas and neglecting maintenance on existing ones.*



- I truly admire the investments that the council puts into the environmental side of things, particularly in maintaining healthy trees and planting new ones (I live in Cambridge). I particularly admire the efforts and investments put into the environment for the Waipā district. The general investment in community buildings looks fantastic too.*
- I think the council spend is fair but could improve in some areas.*
- My wife and I only bought a house less than 9 months ago, so are quite new to paying rates. However I am satisfied with where we live and we get out and about making the most of what the district has to offer.*
- Seem to do a good job. The town is lovely, things get done, I get help when I contact Council.*
- Council is struggling with rapid growth and providing services for new development which has to happen before the revenue in rates can be collected. Always tricky, and current residents need to suck it up.*

NOTES:

- Sample: 2019 n=402; 2020 n=516; 2021 n= 432 Excludes don't know responses.
- Document Set ID: 10643141. Asking that the Council provides. Overall how satisfied are you that you spend in rates and other fees? n=125



Sample profile

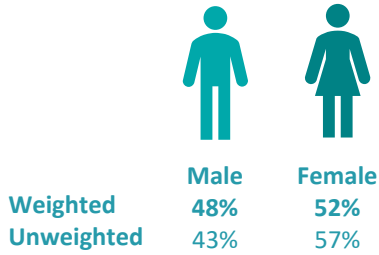


DISTRICT COUNCIL
Document Set ID: 10643141
Version: 5, Version Date: 22/07/2021

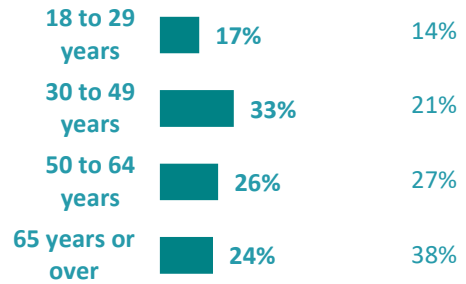


Demographics

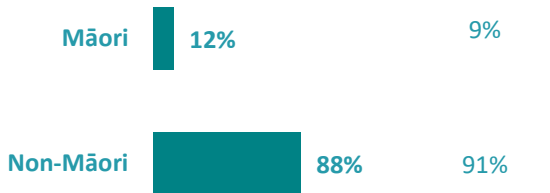
Gender



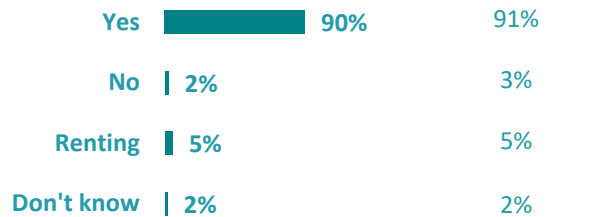
Age (weighted)



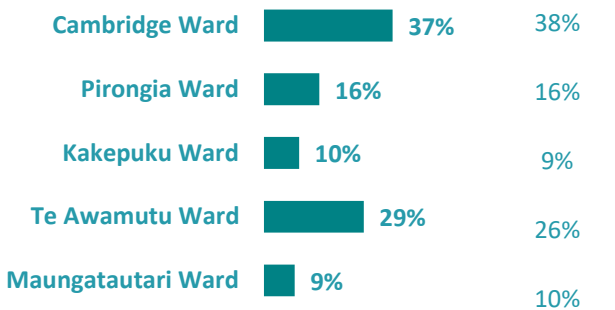
Ethnicity (weighted)



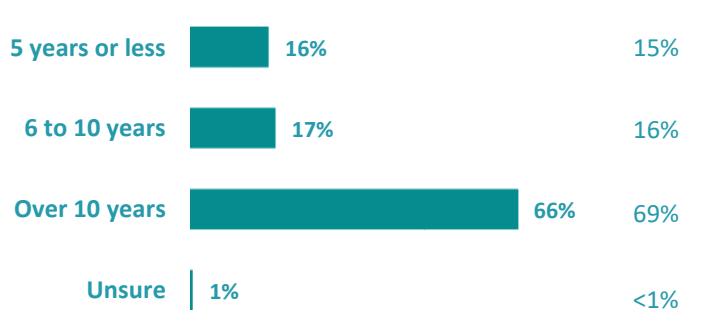
Paying rates (weighted)



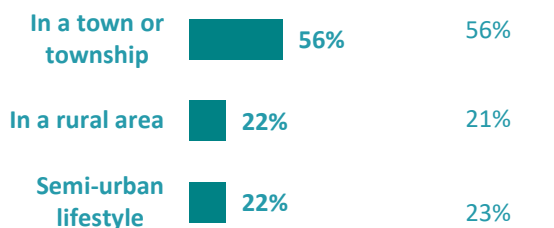
Ward (weighted)



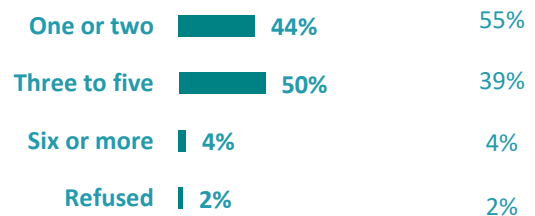
Length of time lived in Waipā district (weighted)



Live in city, rural township or rural country



Number of people in household



Demographics (counts)

Male	185
Female	247
Total	432

Māori	38
Other Ethnicities	394
Total	432

Cambridge Ward	166
Pirongia Ward	70
Kakepuku Ward	37
Te Awamutu Ward	114
Maungatautari Ward	45
Total	432

In a city, town or township, for example an urban area	240
On the outskirts of town such as a semi urban area including lifestyle properties	90
In an area of predominantly land blocks or farms, for example, a rural area	99
Don't know/Unsure	3
Total	432

18 to 29 years	62
30 to 49 years	89
50 to 64 years	118
65 years or over	163
Total	432

Pay rates	392
Don't pay rates	11
Renting	21
Don't know	8
Total	432

5 years or less	65
6 years to 10 years	69
Over 10 years	296
Unsure	2
Total	432

One or two	237
Three to five	169
Six or more	16
Refused	10
Total	432



Appendices

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

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

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

		% point increase / decrease (2021-2020)	Percentage of respondents %8-10					
			2021	2021 ('DK')	2020	2019	2018	2017
RF1_2	The safety of the roads	-15%	34%	1%	49%	44%	49%	46%
RF1_3	The availability of footpaths	-4%	42%	3%	45%	60%	56%	54%
RF1_4	How well footpaths are maintained	-9%	36%	3%	45%	50%	49%	46%
RF1_5	The availability of cycle ways	2%	45%	12%	43%	51%	53%	46%
RF1_6	The safety of footpaths	NEW	42%	8%	-	-	-	-
RF1_7	The safety of cycleways	NEW	48%	19%	-	-	-	-
RF1_8	The availability of public parking in Te Awamutu and Cambridge town centres	NEW	21%	1%	-	-	-	-
RF2_1	Overall roads and footpaths	-3%	36%	1%	38%	45%	48%	45%
CF2_1	The District’s libraries	-5%	70%	30%	75%	86%	86%	80%
CF2_2	The swimming pools	6%	47%	42%	41%	73%	57%	57%
CF2_3	Parks, reserves and open spaces	1%	71%	9%	71%	78%	77%	76%
CF2_4	Council maintained playgrounds	-3%	67%	28%	70%	80%	74%	71%
CF2_5	Council maintained sportsfields	-1%	67%	37%	68%	73%	80%	71%
CF2_6	The Te Awamutu museum	12%	60%	73%	48%	70%	73%	57%
CF2_7	Public toilets	-4%	48%	27%	52%	54%	56%	46%
CF2_8	The Cambridge museum	-11%	48%	86%	37%	70%	74%	-
CF2_9	Cemeteries	NEW	67%	69%	-	-	-	-
CF3_1	Overall public facilities and services they provide	-3%	53%	4%	56%	68%	69%	65%
QL3_1	Overall regulatory services	5%	37%	22%	32%	46%	49%	37%
QL4_1	Overall Council provided services, facilities and infrastructure	-3%	35%	2%	38%	43%	46%	42%
LS1	Council being committed to creating a district that is a great place to live, learn, work and play	-2%	48%	6%	50%	54%	62%	57%
LS2	Council recognising and taking advantage of opportunities that will benefit the district	-8%	35%	16%	43%	44%	51%	47%
LS3	Council demonstrating initiative and providing inspiration for economic growth	-15%	25%	22%	40%	37%	40%	37%

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

		% point increase / decrease (2021-2020)	Percentage of respondents %8-10					
			2021	2021 ('DK')	2020	2019	2018	2017
LS4	How well the Council is in touch with the community and understands the issues facing residents	-12%	19%	12%	31%	35%	30%	25%
LS5	Council having vision and providing clear direction for the development of the district	-17%	24%	15%	40%	39%	36%	34%
LS6	Overall leadership	-14%	26%	15%	40%	39%	42%	41%
LS7	Council providing an opportunity to contribute to setting the vision and direction for the district	-19%	19%	18%	39%	-	-	-
LS8	Council playing a positive role in the social, environmental, economic and cultural recovery for our district	NEW	25%	23%	-	-	-	-
TS2	Council is operating in a way that is fair	-14%	27%	23%	41%	41%	38%	36%
TS3	Council demonstrates that it can be relied upon to work in the best interests of the community	-14%	25%	11%	39%	31%	34%	39%
TS4	Council's competency and ability to achieve good outcomes for the district	-14%	28%	12%	43%	33%	39%	39%
TS5	Council being transparent and communicating openly	-6%	21%	15%	27%	30%	30%	29%
TS6	Overall trust	-8%	26%	11%	35%	35%	35%	35%
FM1	Council making appropriate investment decisions for the district	-7%	19%	34%	26%	27%	34%	31%
FM2	Spending wisely and avoiding wasteful spending	-6%	17%	30%	23%	20%	21%	26%
FM3	Being transparent with the spending	-12%	19%	30%	30%	26%	26%	27%
FM5	Overall financial management	-7%	18%	30%	25%	25%	28%	28%
OVREP	Overall reputation	-6%	35%	6%	42%	40%	43%	39%
VM1	Overall value for the money in rates and other fees	-3%	22%	8%	25%	22%	31%	28%
OVERP	Overall Council's Performance	-13%	27%	6%	40%	35%	36%	39%

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