

KAIPARA DISTRICT COUNCIL ANNUAL RESIDENTS' SURVEY 2023/2024



Final Report | June 2024

Table of Contents

Background, Objectives and Method	Page 3
Executive summary	Page 4
Summary of Key Performance Indicators	Page 6
Overall Satisfaction with Council	Page 10
Public facilities	Page 19
Water Management	Page 29
Consent Services	Page 37
Roading and Footpaths	Page 42
Waste Management	Page 47
Other Services	Page 52
Drivers of Overall Satisfaction	Page 56
Image and Reputation	Page 59
Contact with Council	Page 65
Communication and Public Involvement	Page 72
Sample Profile	Page 79

Background, Objectives and Method

Introduction

The Kaipara District Council has an ongoing need to measure how satisfied residents are with resources, facilities and services provided by Council, and to prioritise improvement opportunities that will be valued by the community.

Research Objectives

- To assess satisfaction amongst residents in relation to the services, facilities and other activities provided by Council.
- To determine changes in performance over time and to facilitate measurement of progress against the Long-Term Plan.
- To assess Council performance on communication and community engagement with residents.
- Identify and prioritise opportunities for improvement that will be valued by residents.

Method

- The methodology involves a postal to online survey measuring the performance of the Kaipara District Council. In wave 3 of the fieldwork, email invitations were sent to previous respondents of past surveys who provided their email address to participate in future surveys.
- The questionnaire was carried over from previous years with refinements made in consultation with Kaipara District Council. It is structured to provide a comprehensive set of measures relating to core activities, services and infrastructure, as well as to provide a wider perspective of performance. This includes assessment of reputation, the willingness of residents to become involved with Council's decision making and to measure satisfaction across a range of lifestyle related matters.
- A total sample size of n=752 was achieved with data collected over three periods; from 2 October to 13 November 2023, 14 February to 26 March 2024 and 22 April to 9 June 2024.
- Post data collection the sample has been weighted so it is exactly representative of key population demographics based on the 2018 Census.
- At an aggregate level the survey has an expected 95% confidence interval (margin of error) of +/-3.52%.
- There are instances where the sum of the whole number score varies by one point relative to the aggregate score due to rounding.
- Due to rounding, percentages may add to just over or under (+/- 1%) totals.

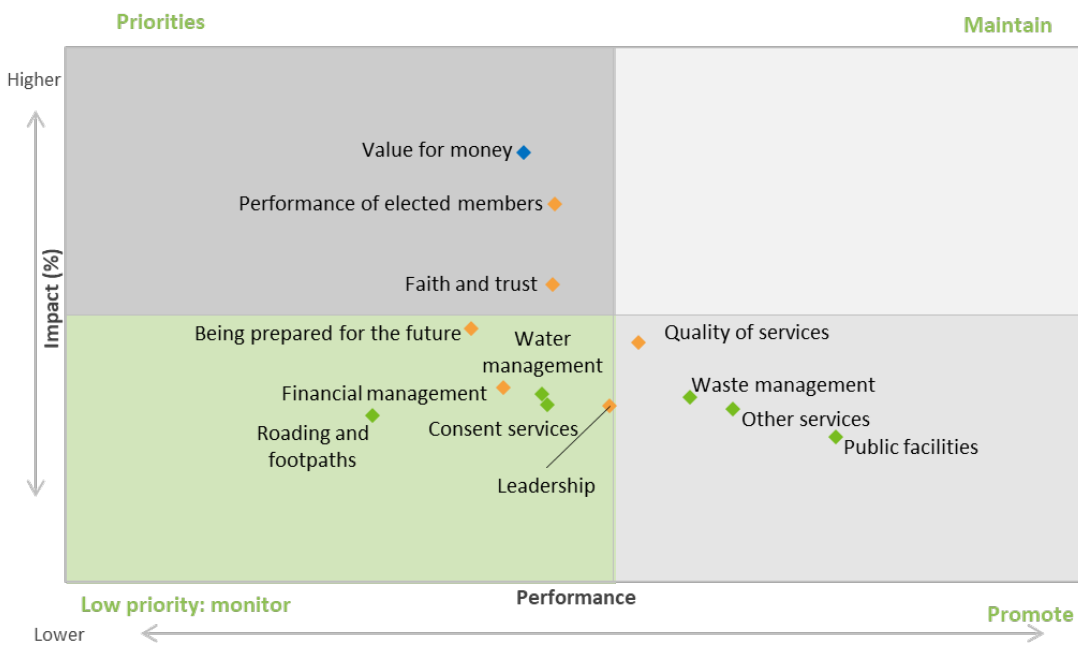


Executive Summary

Key Findings

The overall results of the 2023/24 survey are promising for the Kaipara District Council. Most indicators of satisfaction have shown year-on-year improvement.

Overall satisfaction with the Council’s performance has significantly increased from 50% in 2023 to 56% this year. *Image and reputation*, which has a 60% impact score, consistently hold the greatest influence on residents’ overall satisfaction with the Council’s performance. This measure has seen a slight 1% point increase year-on-year. However, *Performance of elected members* (51%), *Faith and trust* (50%), and *Value for money* (48%), were still identified as areas requiring improvement. This indicates that while these attributes have seen an increase, they are still underperforming, highlighting the need for the Council to prioritise improvement in these areas.



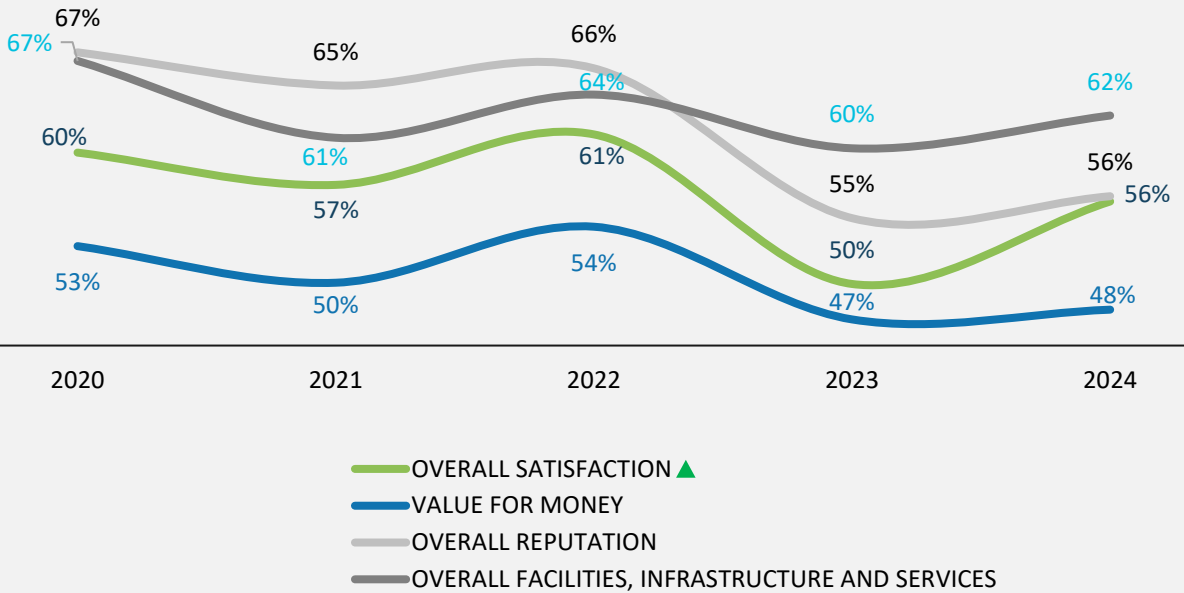
With the increase in satisfaction regarding reputation-related attributes, the Council's reputation benchmark has also increased. However, it remains below the acceptable range, with a 'Poor' reputation score of 49. More than half of residents (55%) were identified as 'Sceptics,' while nearly a third (31%) were identified as 'Champions.' This represents a positive shift from the previous year, indicating a decrease in the number of 'Sceptics' and an increase in the number of 'Champions'.

Perception of the *Quality of life in Kaipara District* has increased since 2023 (82% from 79%).

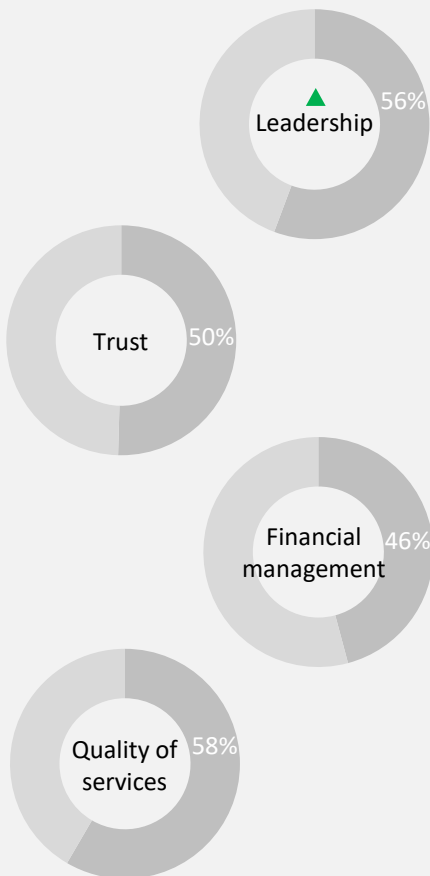
Despite the increase in most metrics, communication-related attributes—whether pertaining to the *Overall handling of request or complaint* (62%) or *Information provided by Council is clear and easy to understand* (63%)—have declined year-on-year. In general comments about the Council's communication, most residents mentioned they received insufficient communication from the Council. Others expressed general dissatisfaction, with 8% specifically noting that the communication needs to be simpler and less complicated. Improving communication services and ensuring frequent, high-quality communication could help address these concerns and potentially increase satisfaction with the Council's communication.

Summary of Key performance indicators

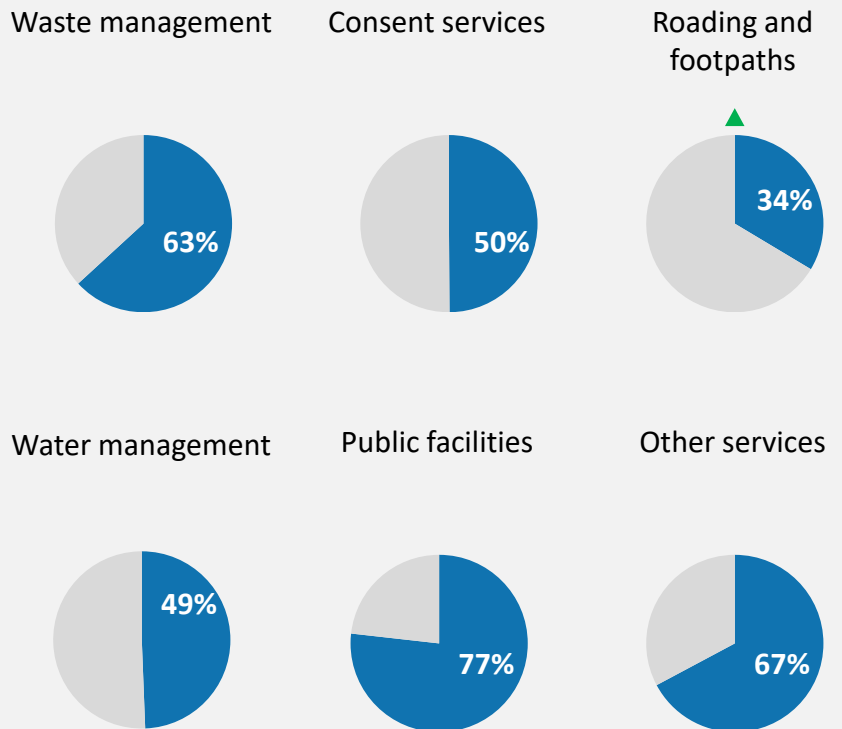
OVERALL MEASURES



REPUTATION



SERVICES AND FACILITIES



Good (% 6-10)

Satisfied (% 6-10)

Year-on-year
▲ Significantly higher
▼ Significantly lower

Between demographics
▲ Significantly higher
▼ Significantly lower

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

		% point increase / decrease (2024-2023)	Percentage of respondents satisfied, or very satisfied			
			2024	2023	2022	2021
@27_3	The standard of signage on Council's unsealed roads	11%	52%	41%	53%	49%
@27_4	The standard of signage and road markings on Council's sealed roads	9%	61%	52%	65%	64%
@22B	Council's response to this requests (in relation to contact with Council request repairs and/or maintenance to the Water Supply, Sewerage or Stormwater collection system in the District)	8%	50%	42%	44%	68%
@27A	Availability and maintenance of footpaths	8%	49%	41%	52%	0%
@41_2	Water rates are fair and reasonable	8%	33%	25%	35%	36%
@48A	Council leadership	6%	56%	50%	64%	62%
@50	Overall performance	6%	56%	50%	61%	57%
@27_6	How the Council Road network provides you with access to services and destinations all year round	6%	51%	45%	63%	56%
@29	Overall roading and footpaths	6%	34%	28%	37%	33%
@43	Council involves the public in the decisions it makes	6%	52%	46%	61%	53%
@30B_2	Council's recycling services	6%	57%	51%	50%	46%
@41_3	Invoicing is clear and correct	6%	83%	77%	83%	74%
@48C	Financial management	5%	46%	41%	47%	47%
@27_2	The ride quality of Council's unsealed roads	5%	16%	11%	21%	16%
@48E	Council being prepared for the future	5%	43%	38%	54%	49%
@21B	Satisfaction with Council's sewerage system	5%	84%	79%	83%	79%
@14	Satisfaction with the District libraries (including Dargaville library)	4%	80%	76%	83%	79%
@17A	Satisfaction with public toilets	4%	76%	72%	81%	71%
@18	Overall facilities	4%	77%	73%	79%	75%
@33	Overall waste management	4%	63%	59%	62%	59%
@37	Satisfaction with Council's approach to food safety and alcohol licensing regulations	4%	81%	77%	86%	77%
@27_1	The ride quality of the Council's sealed roads	4%	27%	23%	36%	34%
@41_4	Payment arrangements are fair and reasonable	4%	83%	79%	86%	81%
@55A	Customer experience with Council-owned campgrounds in the District	3%	85%	82%	76%	0%
@44	The community spirit	3%	69%	66%	78%	72%
@45	The quality of life in the Kaipara District	3%	82%	79%	87%	83%

NOTES:

1. Sample: 2024 n=752; 2023 n=770; 2022 n=729; 2021 n=883; 2020 n= 825;
2. *Due to rounding, percentages may add to just over or under (+/- 1%) totals.

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

		% point increase / decrease (2024-2023)	Percentage of respondents satisfied, or very satisfied			
			2024	2023	2022	2021
@57_1	District is going in the right direction	3%	59%	56%	63%	0%
@34A	Litter and graffiti control	2%	67%	65%	69%	64%
@39	Overall core service deliverables	2%	62%	60%	64%	61%
@48B	Faith and trust in Council	2%	50%	48%	55%	54%
@48F	Performance of the Elected Members	2%	51%	49%	59%	58%
@48D	The quality of the services and facilities Council provide the Kaipara District	2%	58%	56%	68%	62%
Q11	Satisfaction with how well request or complaint was resolved	1%	61%	60%	62%	66%
COM3_1	What I hear about Council is relevant or interesting to me	1%	64%	63%	68%	65%
@20B	Satisfaction with Council's stormwater collection	1%	67%	66%	75%	74%
@30B_1	The refuse bag collection service	1%	77%	76%	76%	70%
@38	Satisfaction with OTHER services overall	1%	67%	66%	74%	71%
@41_1	Annual property rates are fair and reasonable	1%	42%	41%	44%	39%
@42A	Overall value for money	1%	48%	47%	54%	50%
@49A	Overall reputation	1%	56%	55%	66%	65%
@56	Overall quality of your life	1%	91%	90%	93%	0%
@16A	Local parks, reserves or sports fields	-	82%	82%	86%	86%
@24D	Council's response to your request for service for building related matter	-	54%	54%	36%	57%
@9D_1	How easy it was to make your enquiry or request (in relation to your most recent contact with Council)	-1%	82%	83%	82%	86%
@9D_3	The information provided being accurate (in relation to your most recent contact with Council)	-1%	72%	73%	68%	73%
COM3_2	The information provided by Council is clear and easy to understand	-1%	63%	64%	67%	63%
@19B	Satisfaction with Council's water supply to your house	-1%	73%	74%	74%	66%
@23_1	Overall water management	-1%	49%	50%	62%	57%
@9D_4	How well Council handled request or complaint (in relation to your most recent contact with Council)	-2%	62%	64%	64%	68%
@34B	Animal management (dogs or stock control)	-2%	51%	53%	62%	55%
@9B	Council's understanding of what you wanted (in relation to your most recent contact with Council)	-3%	78%	81%	78%	80%
@9D_2	How long it took to resolve the matter (in relation to your most recent contact with Council)	-3%	58%	61%	59%	65%

NOTES:

1. Sample: 2024 n=752; 2023 n=770; 2022 n=729; 2021 n=883; 2020 n= 825;
2. *Due to rounding, percentages may add to just over or under (+/- 1%) totals.

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

		% point increase / decrease (2024-2023)	Percentage of respondents satisfied, or very satisfied			
			2024	2023	2022	2021
@9A	Satisfaction with the Council person you spoke to (in relation to your most recent contact with Council)	-4%	72%	76%	77%	78%
@25B	Satisfaction with the resource consent process	-4%	48%	52%	66%	48%
@9C	The quality of Council's communication (in relation to your most recent contact with Council)	-6%	76%	82%	82%	79%
@36B	Council's response regarding your questions around animal management	-7%	45%	52%	57%	44%
@24B	Satisfied with the building consent process	-8%	49%	57%	56%	56%
@26	Consent services overall	-9%	50%	59%	53%	42%

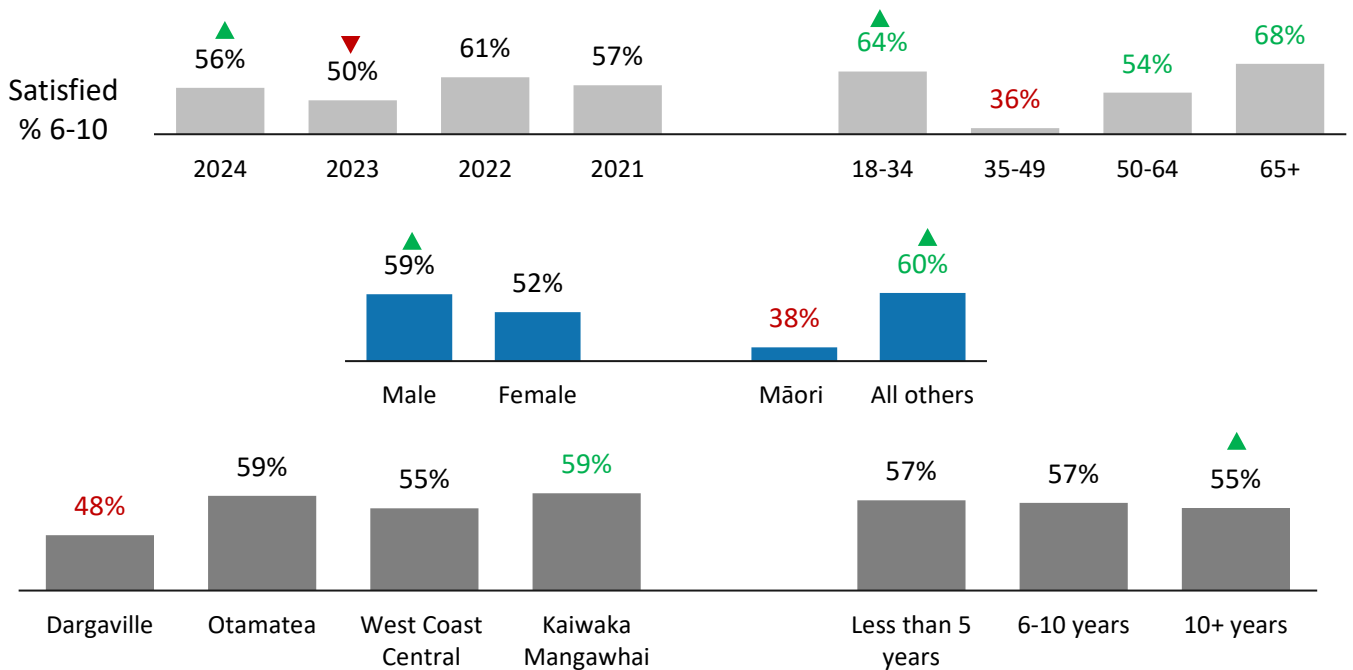
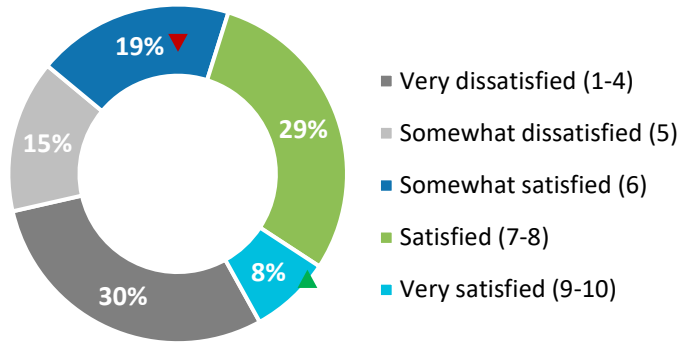
NOTES:

1. Sample: 2024 n=752; 2023 n=770; 2022 n=729; 2021 n=883; 2020 n= 825;
2. *Due to rounding, percentages may add to just over or under (+/- 1%) totals.



Overall Satisfaction with Council

Overall Performance



- Satisfaction with the *Overall performance* of the District Council has recovered since the significant decrease in 2023 (from 50% to 56% in 2024).
- Satisfaction of younger residents, those aged 18 to 34, has significantly increased by 25% points since 2023 (from 39% to 64%).
- Satisfaction of male residents with the *Overall performance* of the Council has significantly increased over the past year (from 50% to 59%).
- Māori residents are less likely to be satisfied with the *Overall performance* of the Council (38%) compared to residents of other ethnicities (60%).
- Residents living in the Kaiwaka-Mangawhai ward (59%) have significantly higher satisfaction levels compared to those living in the Dargaville ward (48%).
- Residents living in the Kaipara District for over 10 years rated the *Overall performance* of the Council significantly higher in 2024, with satisfaction increasing to 55% from 45%.

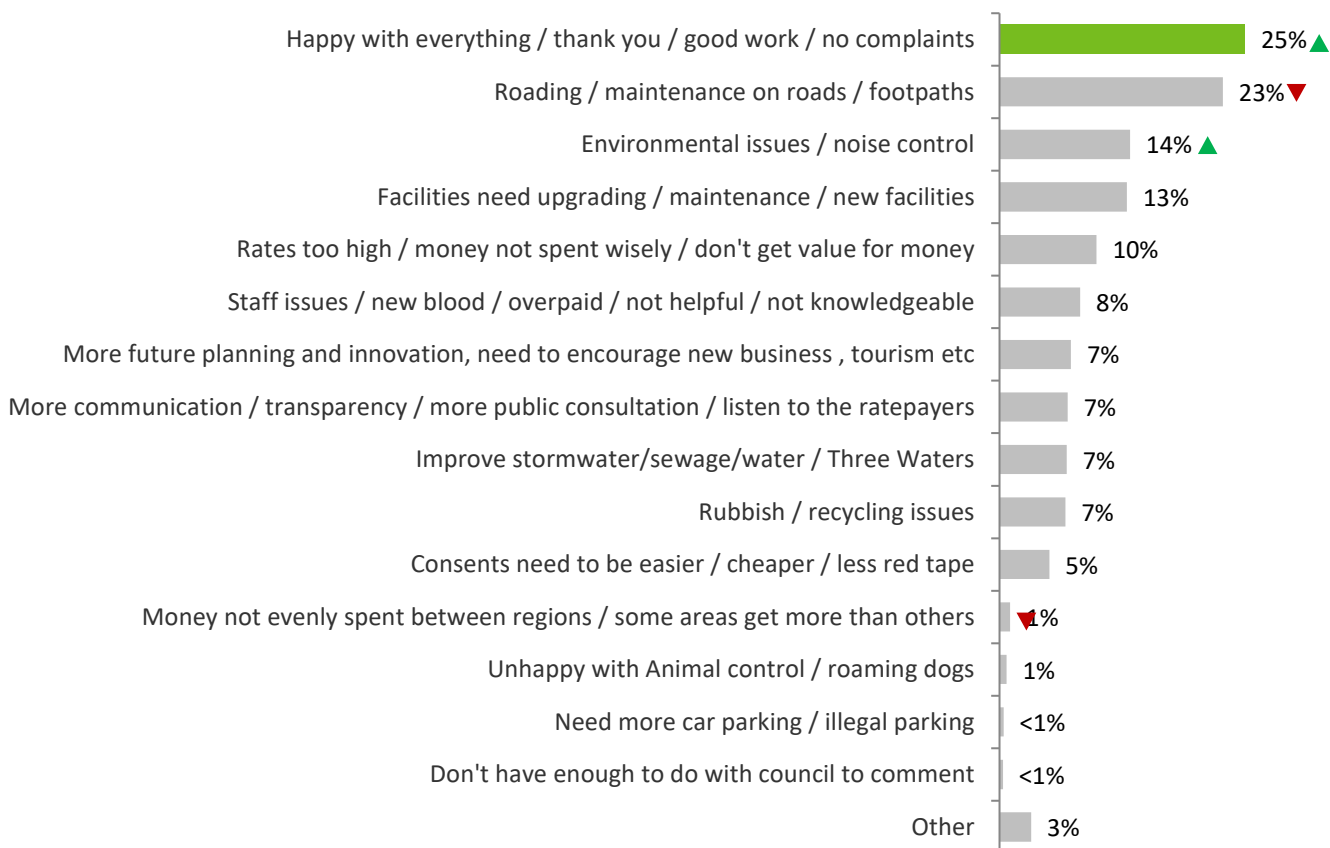
NOTES:

1. Q51. When you think about Council overall. Their image and reputation, the services and facilities they provide and the rates and fees that you pay. Overall, how satisfied are you with the Kaipara District Council? n=686
2. Excludes don't know response

Year-on-year
▲ Significantly higher
▼ Significantly lower

Between demographics
▲ Significantly higher
▼ Significantly lower

General comments



- *Roading is not good. Tar near Pebblebrooke is still not fixed.*
- *Council needs to change its attitude towards Māori and climate change.*
- *Rates seem high considering we are on a gravel road with no footpaths or street lighting, have to purchase recycling bags, have to supply our own water and wastewater solutions.*
- *Would like to see more monitoring of dogs that are free to roam all day long and not under control.*
- *I think there should be some attempt made to have a public shuttle bus to link the area with Whangarei, even if it's only twice a week.*
- *I would like to see more control on toxic weeds and trees etc.*
- *Infrastructure should be the council's top priority. Feel good projects should come once the infrastructure is very good and reliable.*



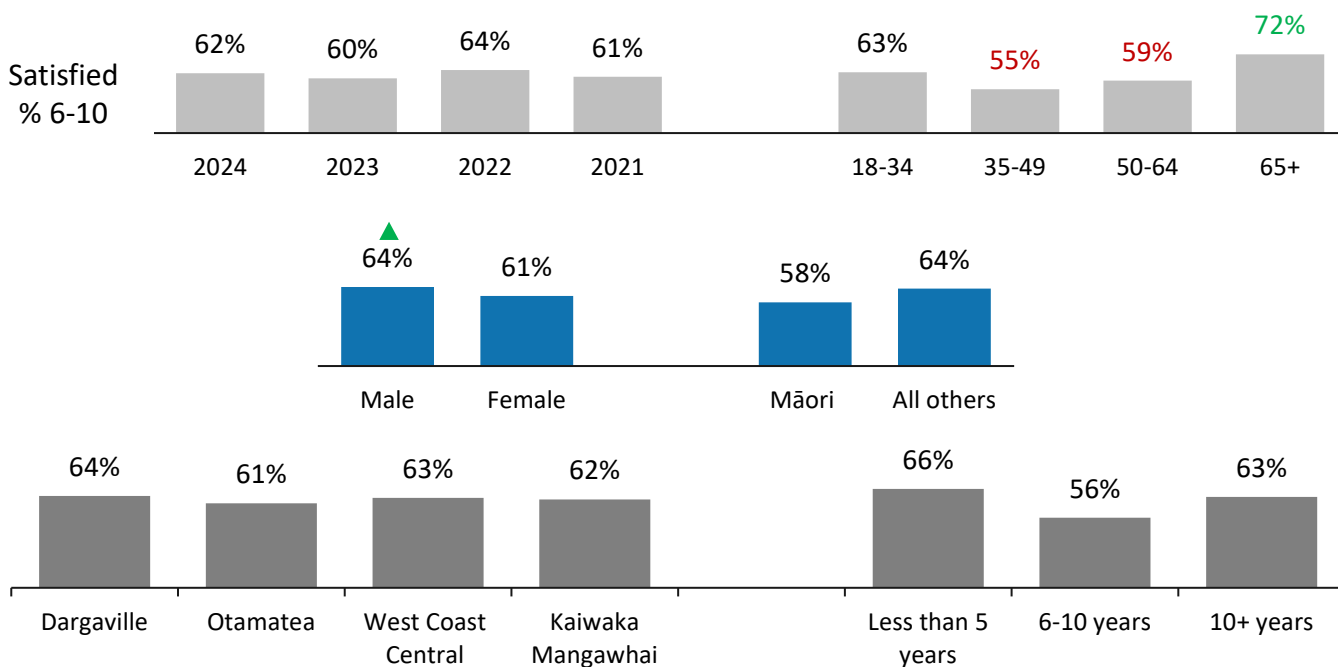
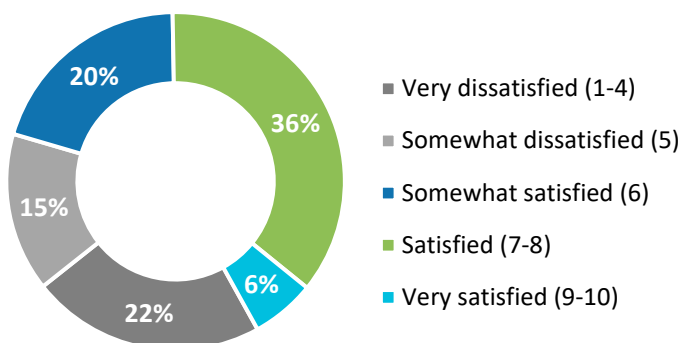
- *The mayor is a good fellow and has a good outlook. He doesn't have an easy job.*
- *Pleased with development that is happening. Particularly the road just upgraded around the village area.*
- *Thank you to the council team and members that stand up for Māori, you are noticed and appreciated.*
- *We are very pleased with our choice to move to Dargaville as it is a fascinating place with lots of history and a bit of the old type of New Zealand, which we love.*
- *After living on Waiheke Island and under Auckland City control, I find Kaipara council is very sensible in how it runs this area and not too overbearing.*
- *Our mayor and deputy are both excellent at their jobs and are in there because they really care about our community. They listen to people and respond. I totally support our council under our mayor's leadership.*

NOTES:

1. Q57. Finally are there any comments or feedback that you would like to make? n=187

Year-on-year
▲ Significantly higher
▼ Significantly lower

Overall Core Service Deliverables



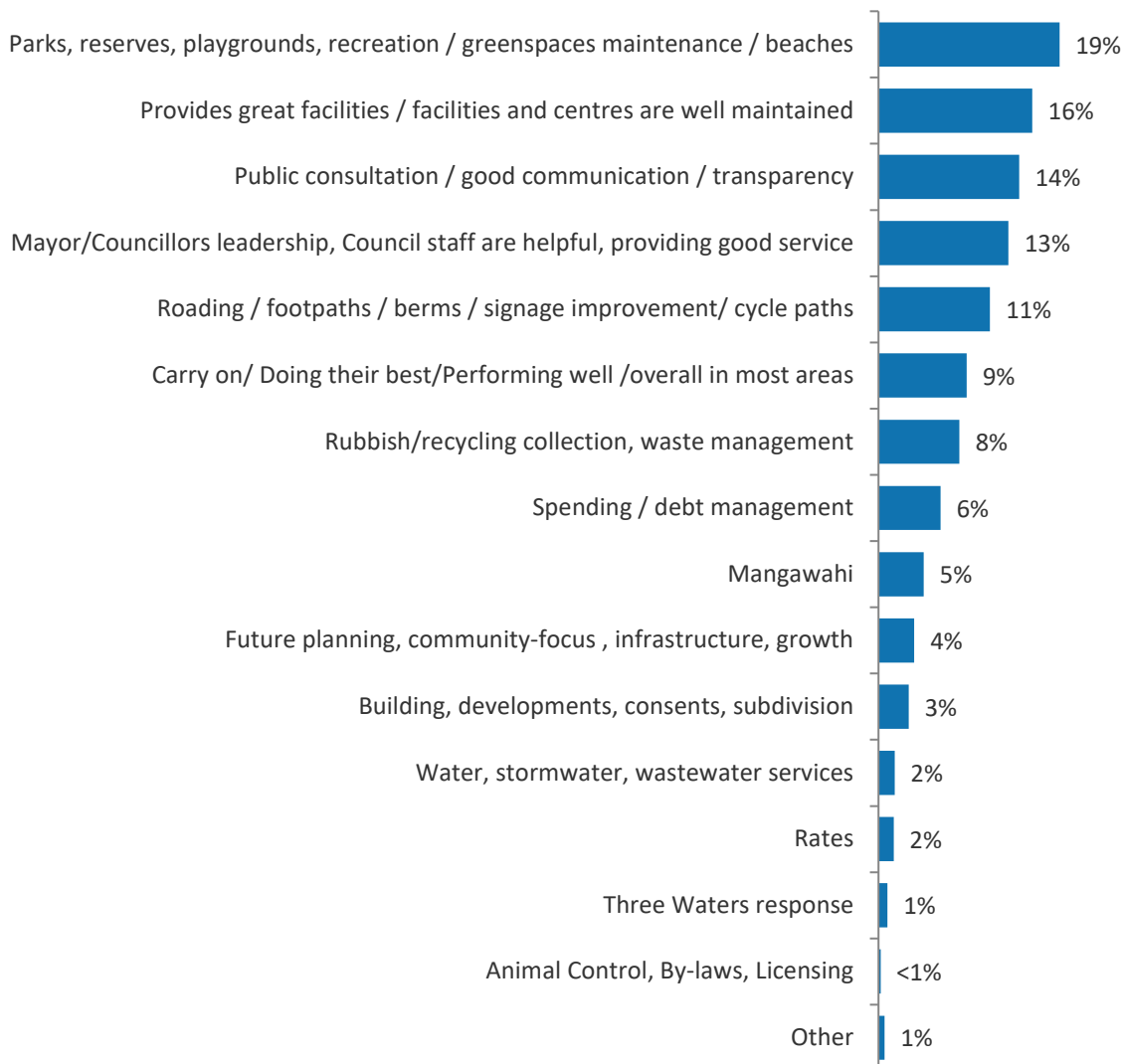
- The satisfaction level with *Overall core service deliverables* has remained consistent over the past four years, showing a slight increase of 2% points since 2023 (from 60% to 62%).
- Residents aged 65 and above are more likely to express satisfaction compared to younger age groups.
- Satisfaction of male residents with *Overall core service deliverables* has significantly increased since 2023, rising from 57% to 64%.
- 66% of residents who have lived in the district for less than 5 years are satisfied with the Council’s *Core services deliverables*. While fewer residents who have lived in the district for 6 to 10 years express satisfaction (56%).

NOTES:

1. Q40. Now thinking about ALL THE SERVICES of the Kaipara District Council taking into account facilities, water, outdoor spaces, roading, waste management and other services, how would you rate Kaipara District Council for its OVERALL CORE SERVICE DELIVERABLES? n=706
2. Excludes don't know response

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

Areas Where the Council is Performing Well



- *Opening up areas for housing and infrastructure in the Dargaville region to help grow the area. This is very needed and great to see. More please.*
- *There are some amazing and hard working staff who are working in a really challenging environment due to leadership. They are professional, wise and talented. I hope they are well supported.*
- *Responding to ratepayers needs when we had flooding and working on safety proofing roads.*
- *Keeping Kaipara a clean and healthy town which is beginning to show development for future prosperity and exciting possibilities.*
- *Everything we use or need is being well maintained, looked after and improvements are being advertised as being actioned.*
- *The spending of our rates is carefully controlled with not a lot of ambitious spending that wastes the rates money. There is limited rash spending.*

NOTES:

1. Q51A: What are the areas where Council is performing well?. n=322

Other comments



- *Be community minded, be culturally aware and sensitive and stop being so visibly racist and arrogant, be fair to all regardless.*
- *We need more sports fields in our town. We need an affordable high school so our kids aren't travelling so far to a high school, it has to be a huge cost in fuel. We need better road maintenance too.*
- *More in person community engagement would be great, as well as more in person community events.*
- *Tell us more publicly about what you are doing. Please the people by including recycling bins and rural rubbish at the gate collection in the rates, without putting the rates up. We already pay for services we don't get.*
- *Start listening to the people who live in Dargaville and put the money into Dargaville, not Mangawhai.*
- *I'm a regular user of your parks and beach reserves, would love to see more covered shelter areas with BBQs and seating provided, and better access to these areas, they are our gem.*

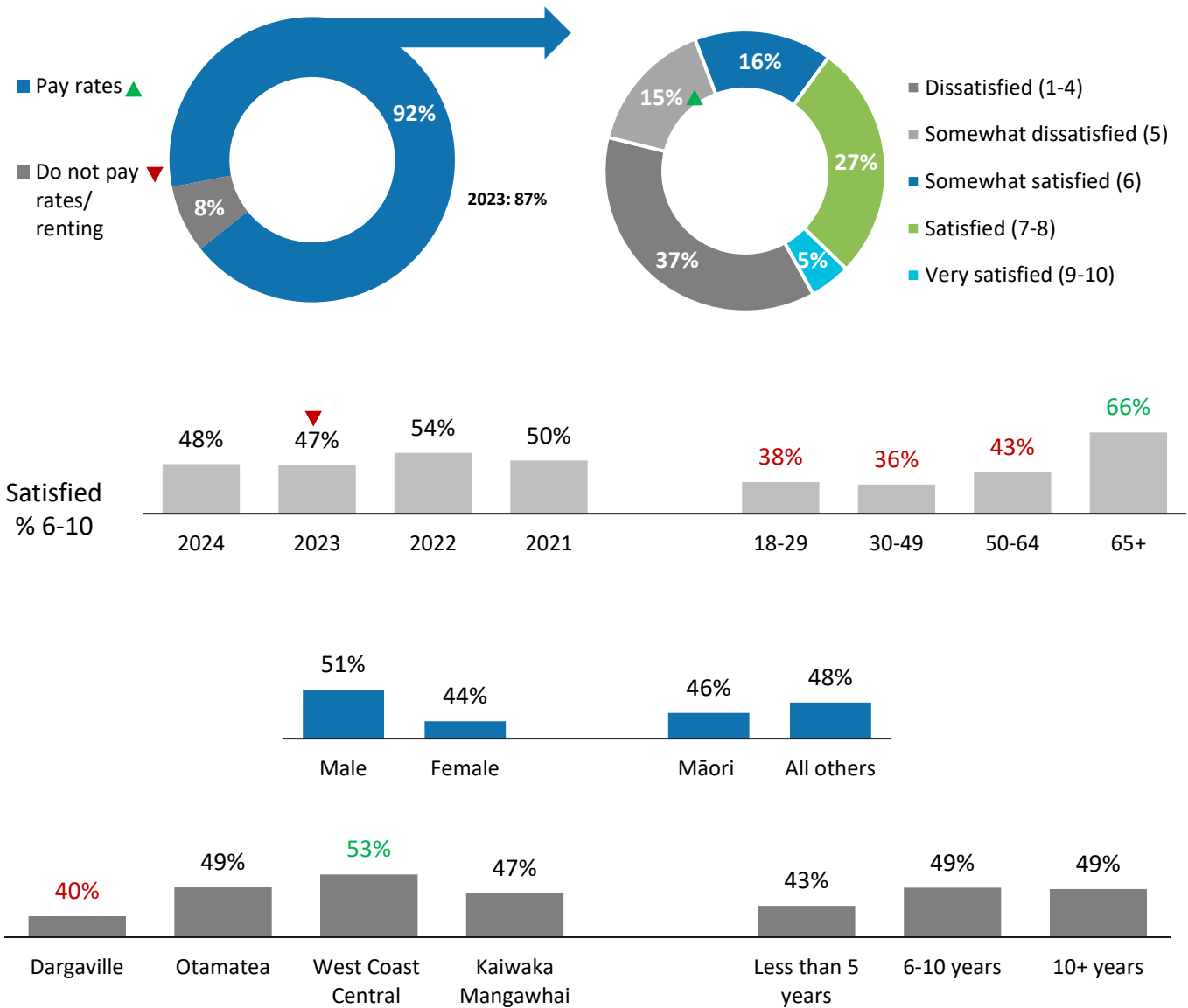


- *The Mayor has our complete support to govern for everyone, not a select few.*
- *Whenever I contact the KDC by phone I have found them very helpful.*
- *As a small council, I value the accessibility and approachability of Councillors and staff.*
- *I think the council is doing a very good job in hard times and covering a huge area. Grateful every day that we live here now. I have been impressed with council staff across various areas.*
- *Overall, I consider that the council provides a very good service and remains approachable and responsive compared to my experience with other councils.*
- *I think they do a good job, it's a big area with limited budget but council is working to bring more people into the area which helps income infrastructure needs to keep up.*

NOTES:

1. Q51B: Are there any other comments you would like to make about Kaipara District Council? n=264

Value for Money



- Most of the residents (92%) in Kaipara District pay rates. Amongst them, nearly five in ten (48%) are satisfied with the *Value for money they receive for their rates*, showing a slight increase of 1% point since 2023.
- Despite the decline since 2023 (58% to 53%), residents in the West Coast Central ward exhibit the highest satisfaction with the *Value for money they receive for their rates* compared to ratepayers in other wards
- 49% of ratepayers who have lived in Kaipara District for 6 years or more are satisfied with this measure.

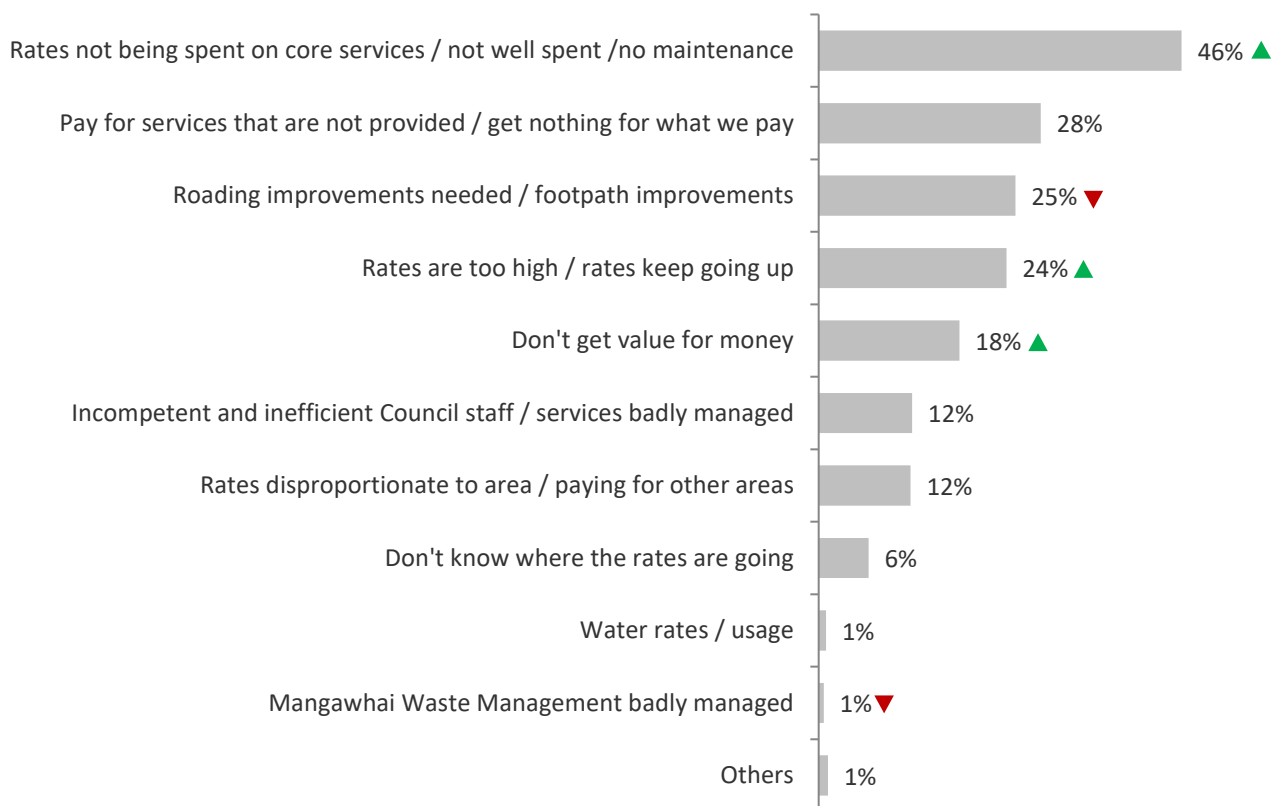
NOTES:

1. Q41. Do you, or a member of your household, pay rates on a property in the Kaipara District Council area? Pay rates n=692
2. Q43A. Now thinking about everything Kaipara District Council has done over the last 12 months and what you have experienced of its services and facilities. How satisfied are you with how rates are spent on services and facilities provided by Council, and the value for money you get for your rates? Ratepayers n=630
3. Excludes don't know response

Year-on-year
▲ Significantly higher
▼ Significantly lower

Between demographics
▲ Significantly higher
▼ Significantly lower

Reasons for Low Value for Money Ratings



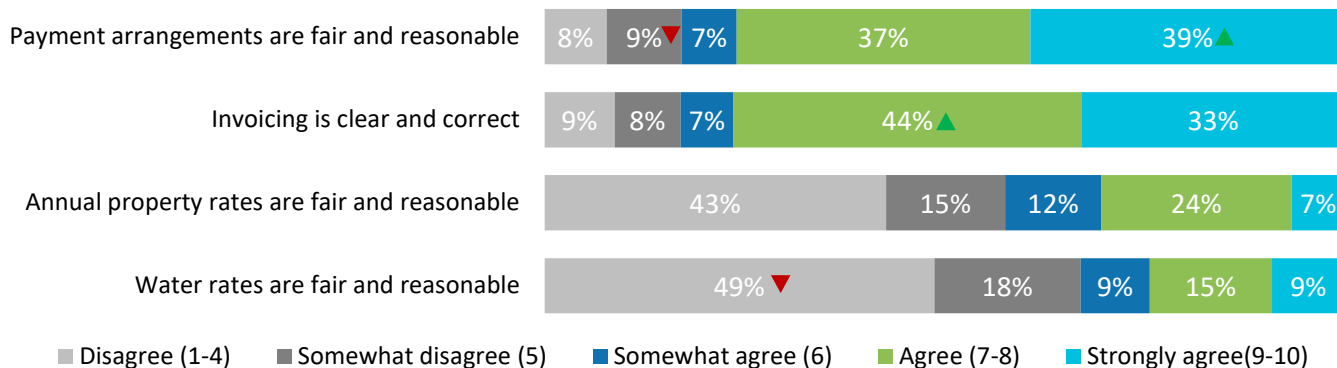
- I am paying rates, but my unsealed road is not maintained regularly, and as soon it rains, the potholes re-appear. There are no recycling kerbside collection points within a reasonable range, so I'm not prepared to pay for extra services when I can't access them easily.*
- Money is not evenly distributed across the region. With rising rates, it's disappointing that things aren't improving.*
- We would like to see proactive maintenance to roading rather than reactive. We would like more accountability of roading contractors.*
- Too much money being spent without consideration as to costs and viability, for example, Mangawhai sewage plant and costs to be incurred with Māori school, septic, sewage, stormwater, footpaths and roading.*
- Being a pedestrian, the footpaths are horrendous. I see drains blocked on Victoria Street. I only walk certain streets as roaming dogs put me off. I also feel a lot of my rates money gets filtered into Mangawhai.*
- No improvements to the Dargaville area. Rates include kerb mowing, no kerbs are being mowed.*
- We need to know what project needed most attention, for example, the road and the flood dike all needed upgrading, not a bike trail in town or park. The safety of the community comes first, it's not all about beautification of here and there.*
- My parents get more in value for similar rates, even though their property is worth double mine.*
- The Council needs to focus on core issues such as roading and waste management, rather than social endeavors such as funding and grants.*

NOTES:

- Q43B. Relating to value for money, if you rated your satisfaction 1 to 5 out of 10, can you please tell us why? (Please provide as much detail as possible.) n=305

Year-on-year
▲ Significantly higher
▼ Significantly lower

Value for Money



- All measures related to *Value for money* have shown increases from 1% to 8% points, significantly in satisfaction with *Invoicing is clear and correct* (from 77% to 83%) and *Water rates are fair and reasonable* (from 25% to 33%). Despite this improvement, *Water rates are fair and reasonable* is rated the lowest amongst all *Value for money* attributes.
- Ratepayers highly value *Payment arrangements are fair and reasonable* and *Invoicing is clear and correct* with an 83% satisfaction rate, the highest amongst all attributes.
- Māori residents are less likely to be satisfied with all measures related to *Value for money* compared to other ethnicities.

Scores with % 6-10	2024	2023	2022	2021	Māori	All Other
Payment arrangements are fair and reasonable	83%	79% ▼	86% ▲	81%	71%	85%
Invoicing is clear and correct	83% ▲	77% ▼	83% ▲	74%	70%	86% ▲
Annual property rates are fair and reasonable	42%	41%	44% ▲	39%	30%	45%
Water rates are fair and reasonable	33% ▲	25% ▼	35%	36%	24%	35% ▲

Scores with % 6-10	Dargaville	Otamatea	West Coast Central	Kaiwaka - Mangawhai
Payment arrangements are fair and reasonable	82%	86%	84%	81%
Invoicing is clear and correct	77%	83%	87%	83% ▲
Annual property rates are fair and reasonable	40%	50%	45%	36%
Water rates are fair and reasonable	29%	43% ▲	41% ▲	16%

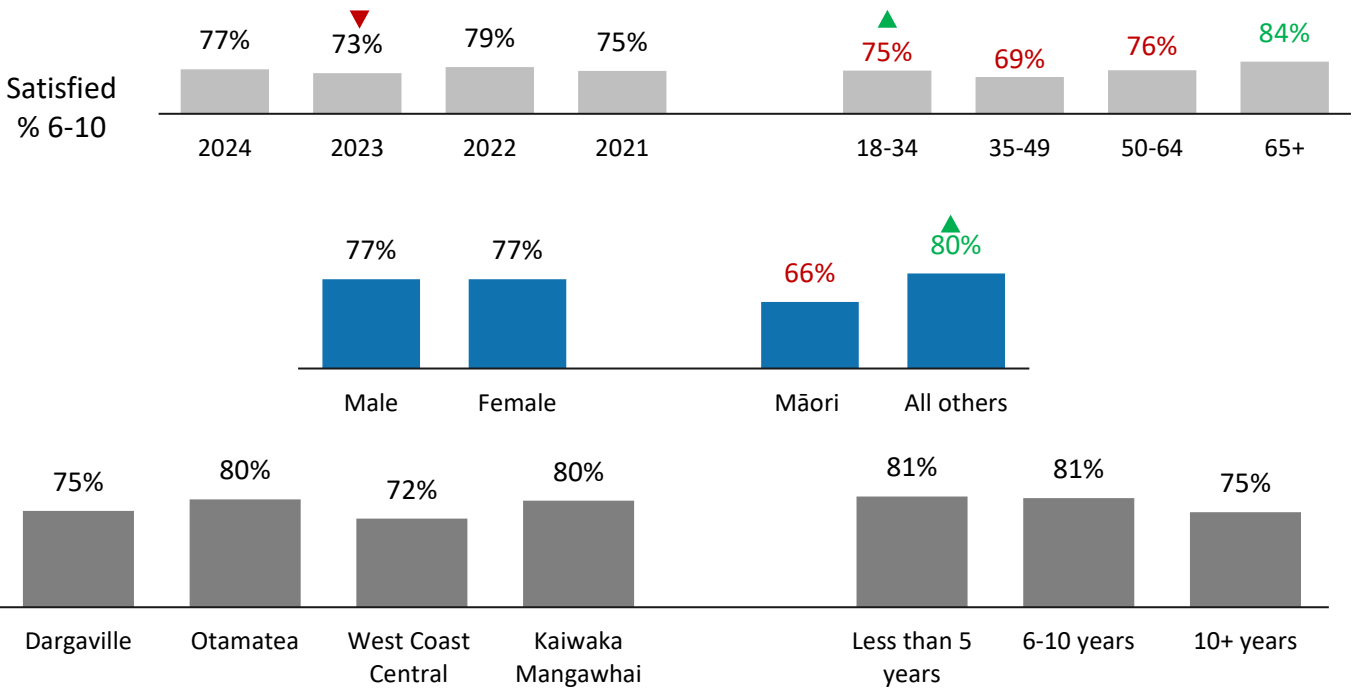
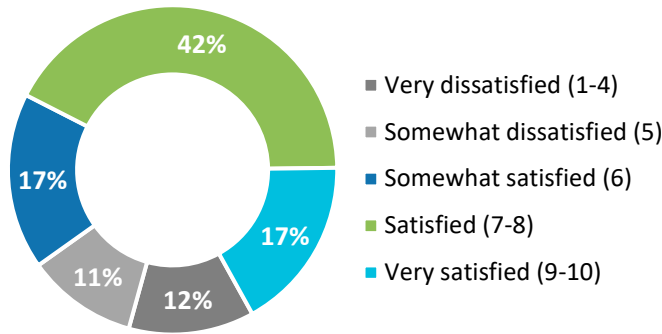
- NOTES:
- Q42. How strongly do you agree or disagree with the following statements? n=672
 - Payment arrangements are fair and reasonable n=606
 - Invoicing is clear and correct n=649
 - Annual property rates are fair and reasonable n=762
 - Water rates are fair and reasonable n=333
 - Excludes don't know response

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



Public Facilities

Satisfaction with Public Facilities



- Nearly eight in ten residents (77%) are satisfied with *Council provided public facilities*, showing an increase of 4% points since 2023.
- Older residents aged 65 and above (84%) are significantly more likely to express satisfaction with *Council-provided public facilities* compared to younger residents.
- Those who identified as non-Māori are more likely to be satisfied than Māori residents, with a satisfaction rate of 80% compared to 66%.

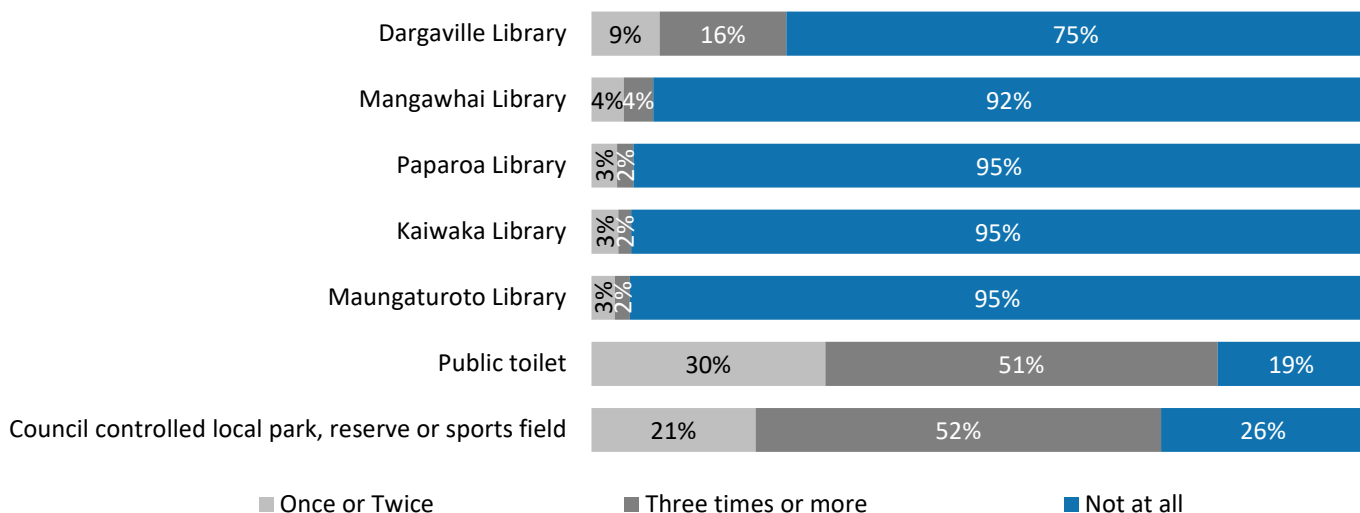
NOTES:

1. Q18. Thinking about the FACILITIES discussed, provided by the Kaipara District Council taking into account things like libraries, sports facilities, public conveniences, how would you rate Kaipara District Council for the FACILITIES provided? n=697
2. Excludes don't know responses

Year-on-year
▲ Significantly higher
▼ Significantly lower

Between demographics
▲ Significantly higher
▼ Significantly lower

Use of Facilities



- Despite a slight decline, Dargaville Library remains the most visited library in the Kaipara District, with a 25% visitation rate.
- Just over eight in ten residents (81%) have used a *Public toilet*, while 74% have used or visited a *Council-controlled local park or sports field* at least once in the last year.

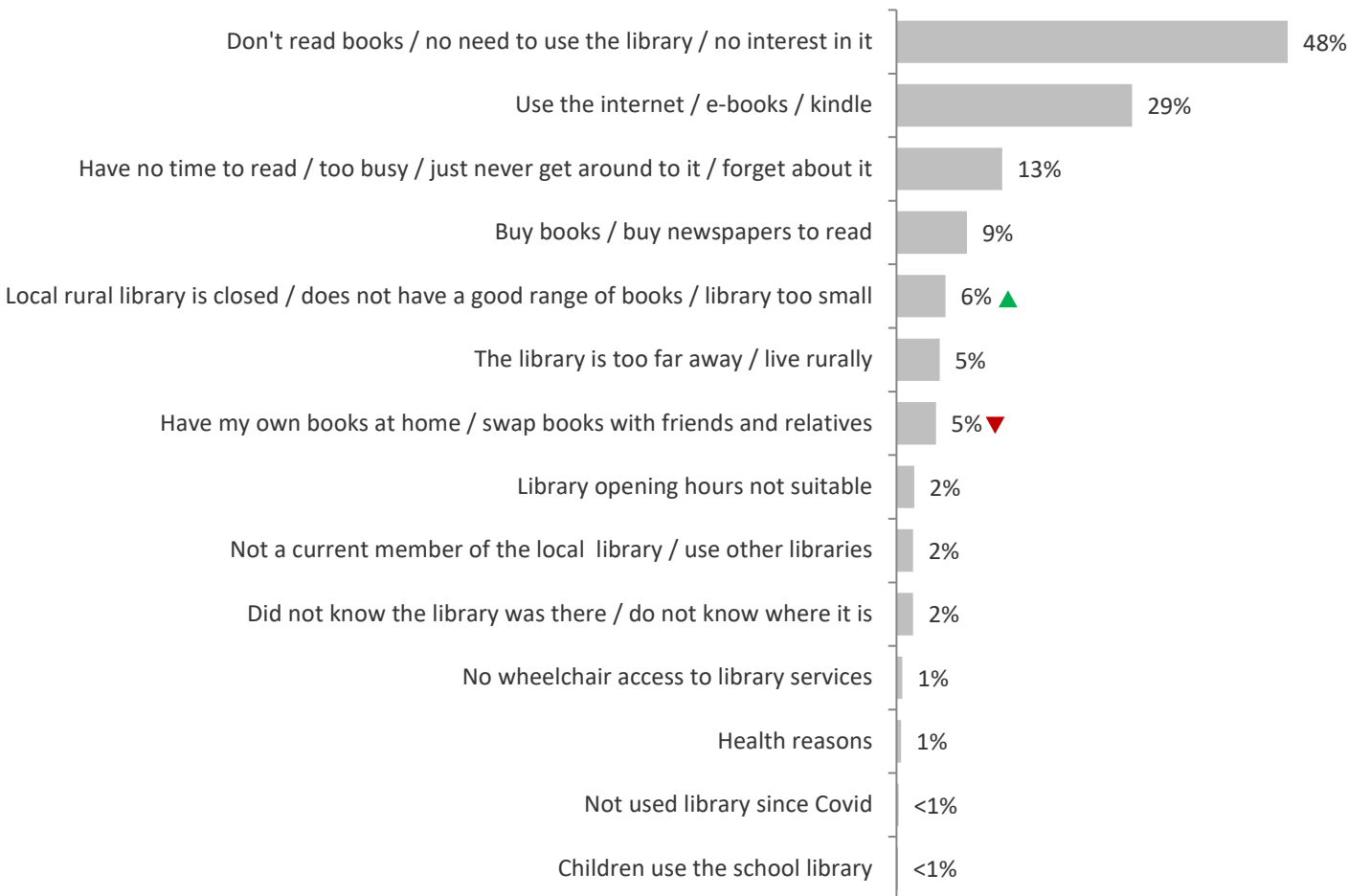
% Who used or visited the services	2024	2023	2022	Dargaville	Otamatea	West Coast Central	Kaiwaka - Mangawhai
Dargaville Library	25%	28%	27%	51%	10%	50%	1% ▼
Mangawhai Library	8%	13%	11%	1%	-	-	24% ▼
Paparoa Library	5%	4%	6%	2%	18%	3%	-
Kaiwaka Library	5%	7%	8%	1%	4%	-	13%
Maungaturoto Library	5%	6%	7%	1%	17%	-	2%
Public toilet	81%	80%	80%	83%	79%	79%	83%
Council controlled local park, reserve or sports field	74%	73%	79%	75%	75%	59%	83%

NOTES:

1. Q12. In the last year, how frequently have you used the following services provided by the Kaipara District Council...? n=748
2. Excludes don't know response

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

Reasons for not using library services



- *Don't have spare time and it is not open when I'm free.*
- *Not a wide enough selection of books.*
- *I don't often borrow books or need to use the facilities.*
- *I don't know we have a public library. I don't really read books. I research stuff on the internet.*
- *Not inviting. Does not reflect a modern library. Opening hours don't suit. We deserve better. A library is an essential public service for a community. We need a better library and library hub in Mangawhai.*
- *Mangawhai library is not fit for purpose and hasn't been for over 10 years. We use the Wellsford library and even Warkworth and Orewa library services because they are amazing community spaces.*
- *We live in a remote area of the KDC and therefore don't visit these areas.*
- *Has taken a while to actually know where the Paparua Library is. The signage is dismal.*

NOTES:

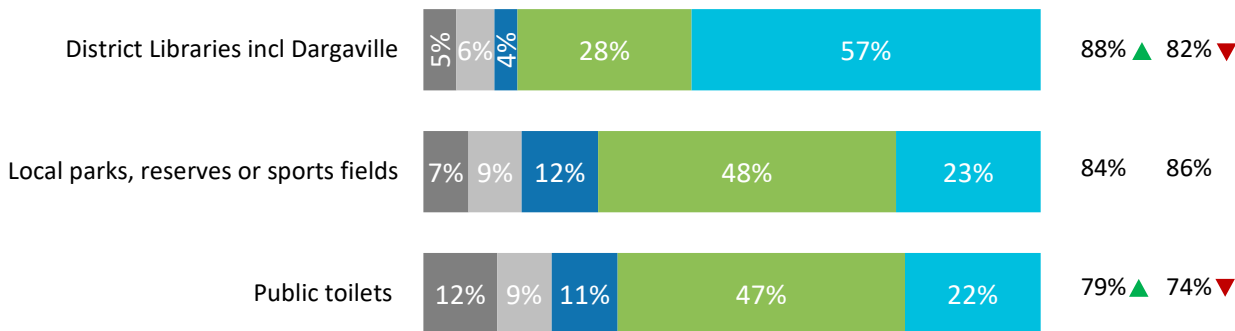
1. Q13. If you have not used any of the library services in the last year, please tell us why. n=407

Year-on-year
▲ Significantly higher
▼ Significantly lower

Satisfaction with Facilities: Users vs. Non-users

Users

% 6-10
2024 2023

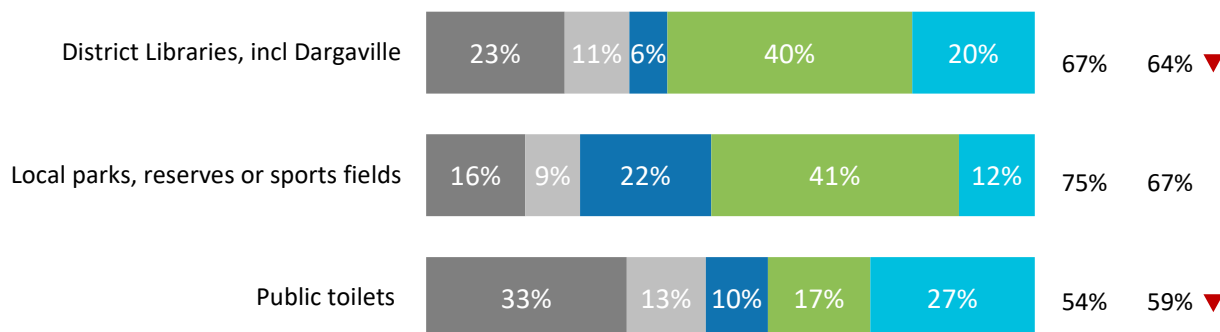


■ Very dissatisfied (1-4) ■ Somewhat dissatisfied (5) ■ Somewhat satisfied (6) ■ Satisfied (7-8) ■ Very satisfied (9-10)

- Users of Council provided facilities are more likely to be satisfied with this service than non-users.
- Both district library users and public toilet users have reported a significant increase in satisfaction over the past year. In contrast, satisfaction amongst non-users of public toilets has declined since 2023.

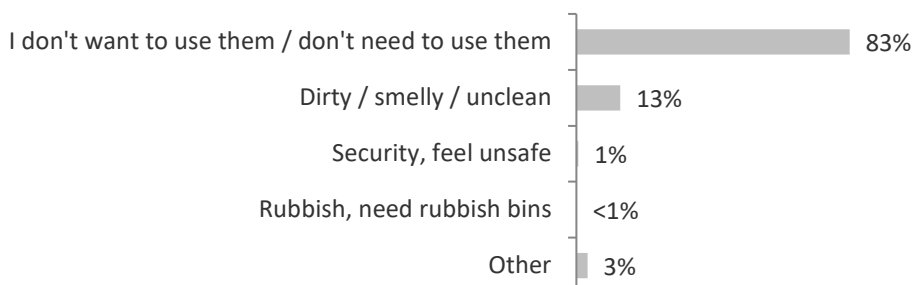
Non-users

% 6-10
2024 2023



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

Factors Influencing Non-Use of Public Toilets (n=146)



NOTES:

1. Q14. Thinking about all libraries, overall, how satisfied are you with the District libraries (including Dargaville library)? User n=325, Non-user n=49
2. Q16. How satisfied are you with local parks, reserves or sports fields? User n=528, Non-user n=133
3. Q17A. How satisfied are you with public toilets? User n=587, Non-user n=72
4. Q17. If you have not used or visited a public toilet in the last year, please tell us why. (Please provide as much details as possible). n=146

Year-on-year
▲ Significantly higher
▼ Significantly lower

Suggested Improvements for District Libraries (including Dargaville)



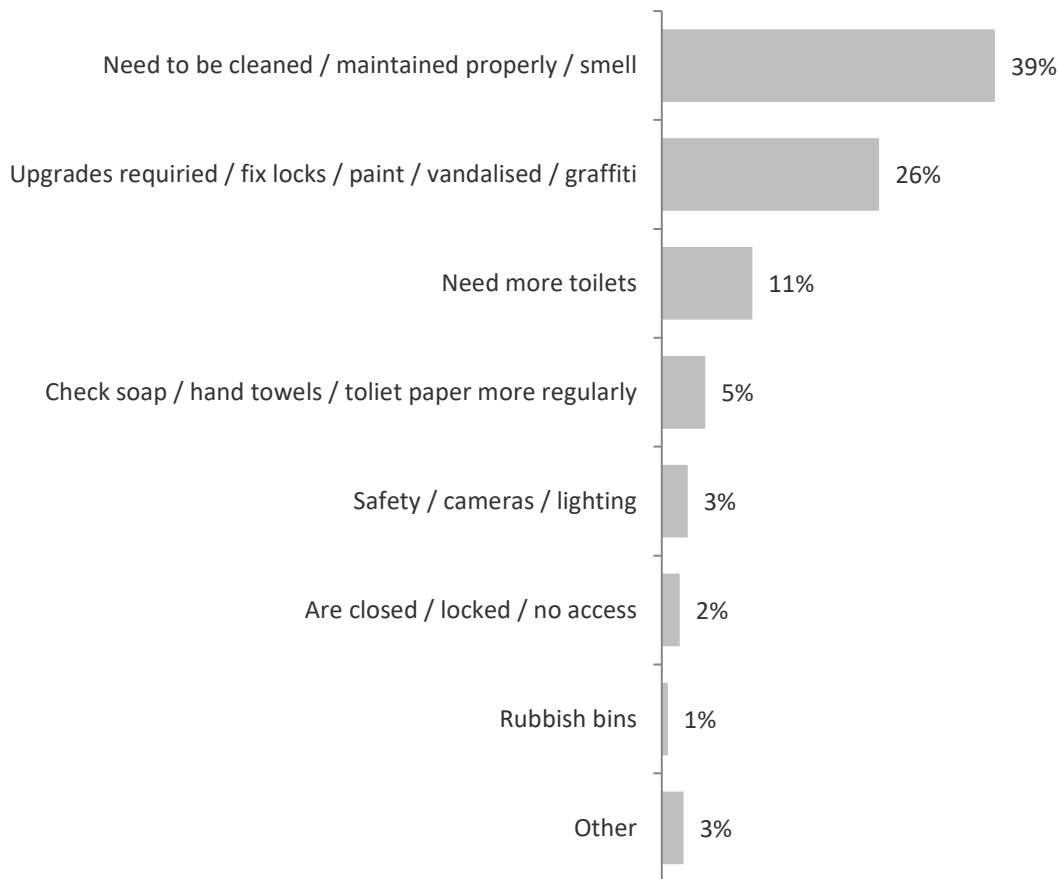
- *I feel like it could be a bigger space and have a bigger range of books.*
- *Free access to internet, an attached coffee cafe to promote an outing sense for elderly, and a cheap sandwich or pie for kids after school. Most kids need the snack right after school.*
- *Mangawhai has outgrown its current facility, and given the growth in the township, needs a purpose build new facility.*
- *Choosing the right books that would suit to someone's liking, and having some more entertainment books like cookbooks, magazines etc.*
- *More parking, open over Christmas and New Year for both locals and tourists.*
- *It would be helpful if volunteers operating district libraries could be provided with a training course, rather than learning on the job.*
- *A wider appeal for rangatahi to encourage them to continue to read.*
- *Dargaville, space. More room to cater for students, quiet spaces, room for bigger group gatherings, green space outside, more tables and seating. The managers office in that building is a safe for goodness sakes.*
- *I'd like more audio books available and also instructions on how to access them. I have low vision and am now unable to read books.*
- *Perhaps a wider variety of travel within Dargaville information to take away.*

NOTES:

1. Q15. What improvements could be made to any of the District Libraries, including the Dargaville Library? n=492

Year-on-year
▲ Significantly higher
▼ Significantly lower

Suggested Improvements for Public Toilets



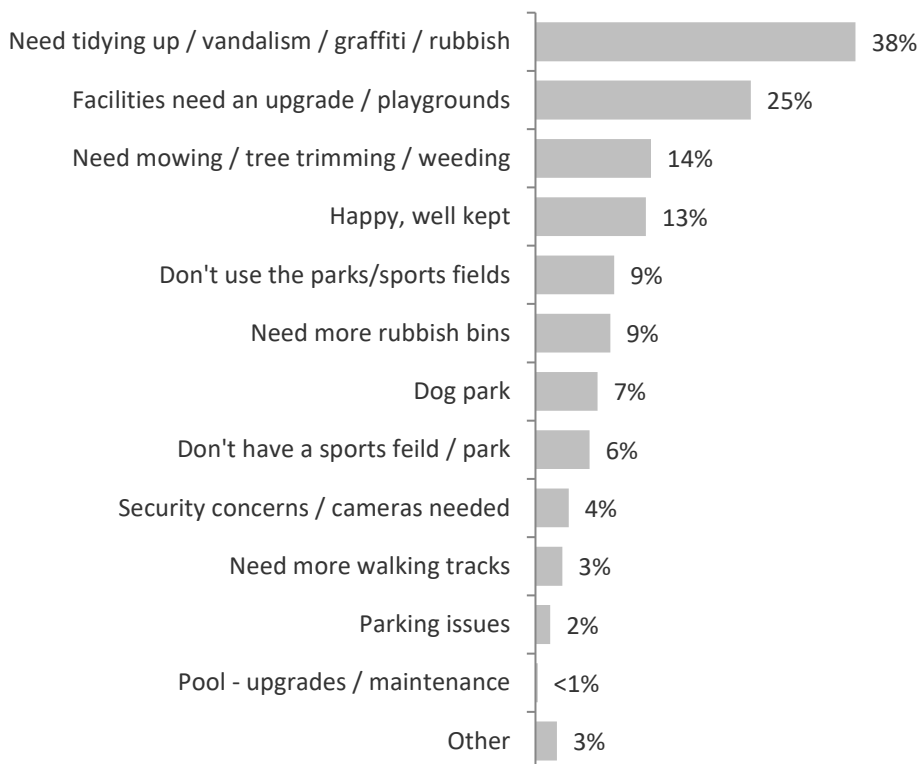
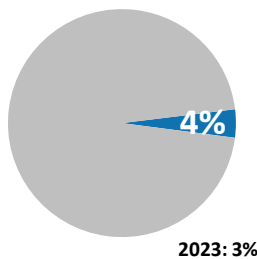
- *An attendant on site to keep them clean during working hours, is the only way to keep them clean.*
- *They appear to be okay. I haven't needed to use one. Maybe the one in the park opposite the new council offices could have an upgrade, looks pretty old from the outside.*
- *Possibly a new set of public toilets at the Wood Street shops rather than those currently within the shops as they tend to be vandalised, as they are not heavy-duty public toilets.*
- *Some of the toilets by the boat club are often out of order, doors don't lock.*
- *There are no toilets available along the estuary by the playground near the campground, which is a pain with kids.*
- *Maybe have signs up to say cameras will video vandalism which will be posted on Facebook and passed onto the police. I hate seeing great, clean, modern toilet facilities vandalised.*
- *I think we can have a few more in town. The elderly have a long distance to walk between toilets.*
- *An increase in more electric toilets. The Ruawai and Dargaville toilets are great.*
- *It would be good to have a rubbish bin near the estuary toilet in Mangawhai.*

NOTES:

1. Q17C. What improvements could be made to the public toilets within the district? (If you have a specific toilet facility in mind, please details in your response). n=461

Reasons for Dissatisfaction with Local Parks Reserves and Sports Fields

(% 1-2) Very dissatisfied



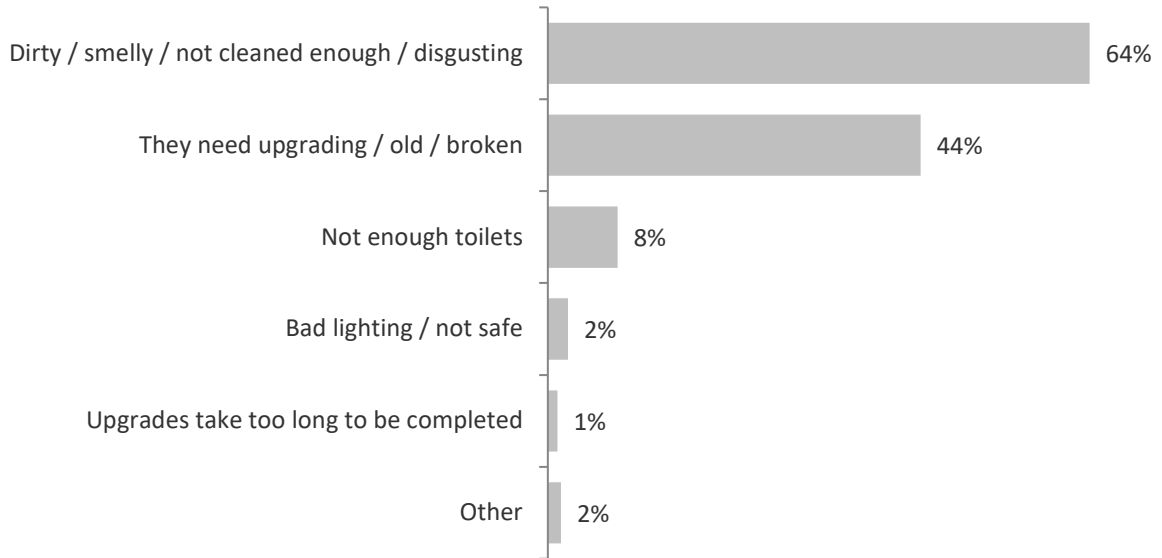
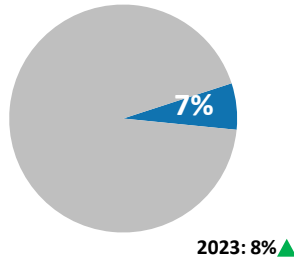
- *The park we visited was trashed with vandalism, graffiti, rubbish and dog faeces. The council needs to install cameras and catch the perpetrators. They need a life lesson.*
- *Mangawhai playgrounds managed by council are very poorly maintained and are desperately needing an upgrade.*
- *The Domain in Te Kopuru is often neglected e.g., mowing. Seems some of the proposed improvements are being hindered by red tape.*

NOTES:

1. Q16A. Relating to local parks, reserves and sports fields, if you rated your satisfaction 1-5 out of 10, can you please tell us why? (Please provide as much detail as possible.) n=125

Reasons for Dissatisfaction with Public Toilets

(% 1-2) Very dissatisfied



- They are dirty, smell bad, and are not very appealing.
- They are very old and run down. Most are not very clean due to the use and age.
- The public toilet does appear to be not cared for, and there are times in walking past that there is a disagreeable smell.
- They're usually unhygienic.
- Need a permanent cleaner who actually does the work at Kaiwaka.
- Toilets are out of order often. Toilets are often unhygienic and gross. This is not the fault of the Council or staff. Some people are disgusting. However, this does make it unsafe for other users. The rubbish bins close to public toilets are frequently overflowing with rubbish that ends up on the ground. This could be mitigated by more frequent emptying of this bins, especially during summer with more movement of locals and tourists.

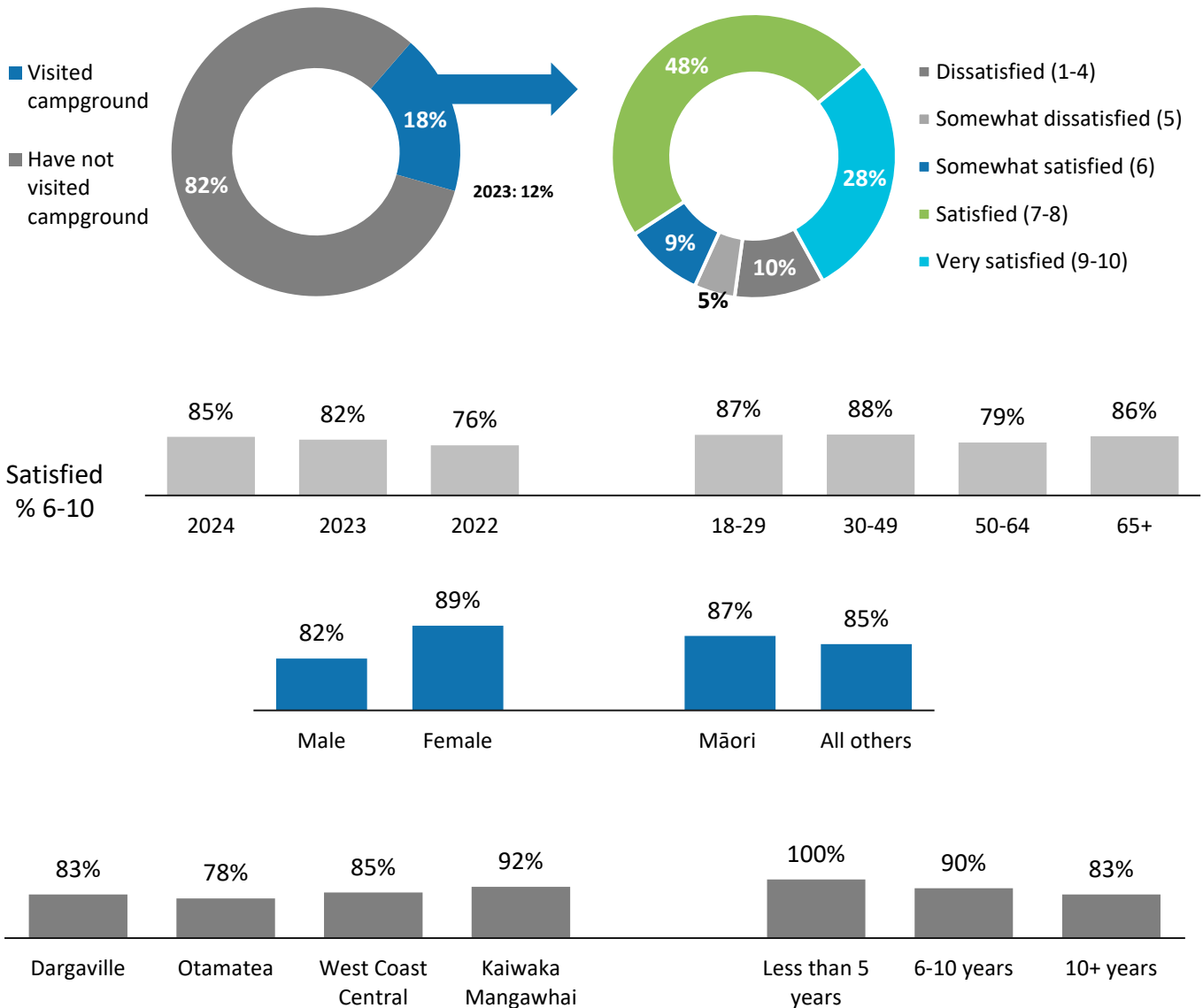
NOTES:

1. Q17B. Relating to public toilets, if you rated your satisfaction 1 or 2 out of 10, can you please tell us why? (Please provide as much detail as possible.) n=160

Year-on-year

- ▲ Significantly higher
- ▼ Significantly lower

Council-Owned Campground



- Nearly two in ten residents (18%) visited a *Council-owned Campground* in the last year.
- There has been a gradual increase in satisfaction with *Council-owned campgrounds* observed over the past three years, rising from 76% in 2022 to 82% in 2023, and further to 85% in 2024.
- Residents in Kaiwaka-Mangawhai show a higher likelihood of being satisfied with *Council-owned campgrounds* than residents in other wards.

NOTES:

1. Q19. In the last year, have you used or visited a Council-owned campground in the District?
2. Q19A. Using a scale of 1 to 10 where 1 is 'Poor' and 10 is 'Excellent', how would you rate your customer experience with Council-owned campgrounds in the District? n=123
3. Excludes don't know response

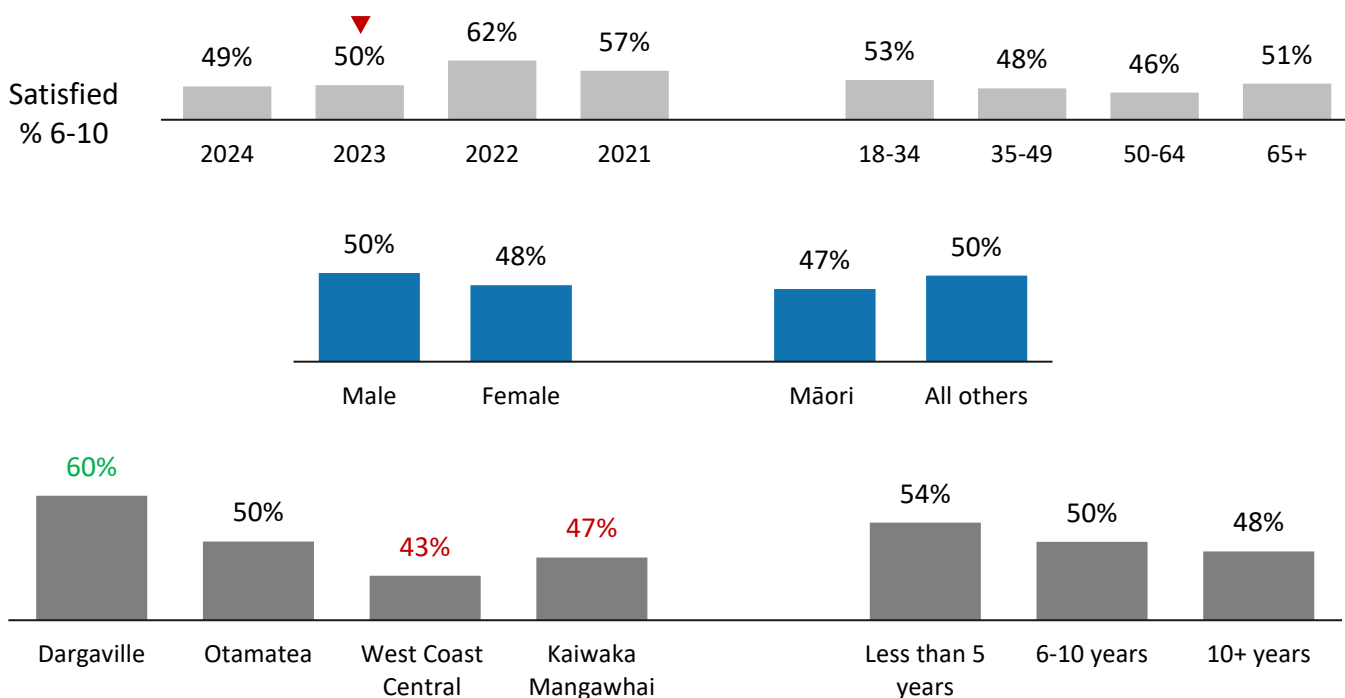
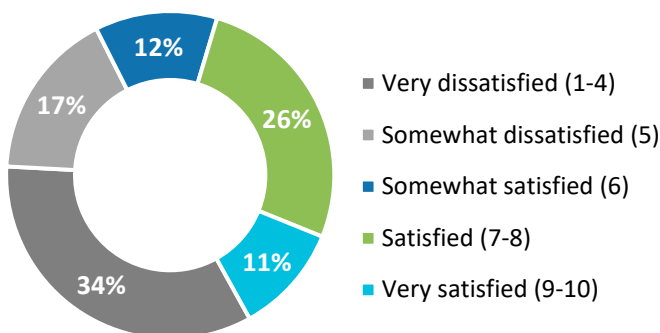
Year-on-year
▲ Significantly higher
▼ Significantly lower

Between demographics
▲ Significantly higher
▼ Significantly lower



Water Management

Satisfaction with Water Management



- Nearly half (49%) of residents are satisfied with Kaipara District Council’s *Water management*, showing a slight decline of 1% point since 2023.
- More than a third (34%) of residents were very dissatisfied with *Water management*.
- Residents between the ages of 50 and 64 are less likely to be satisfied with this service than other age groups.
- Residents in the Dargaville ward (60%) are significantly more likely to express satisfaction with *Water management* than residents in West Coast Central (43%) and Kaiwaka-Mangawhai (47%).
- Residents who have lived in the Kaipara District for less than 5 years were more likely to rate Council’s *Water management* 6 to 10 out of 10 (54%), a slightly higher score than last year (52%).

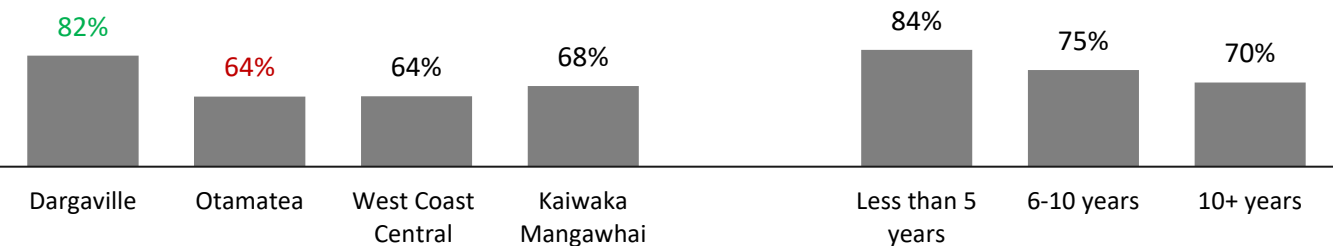
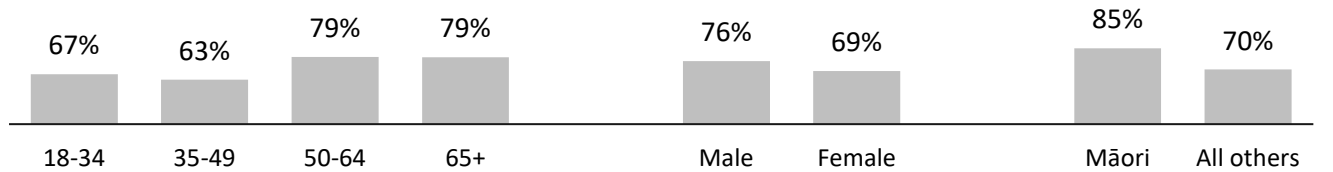
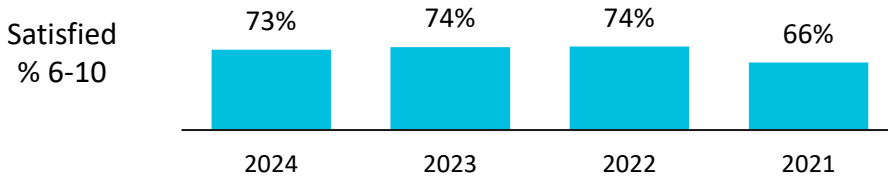
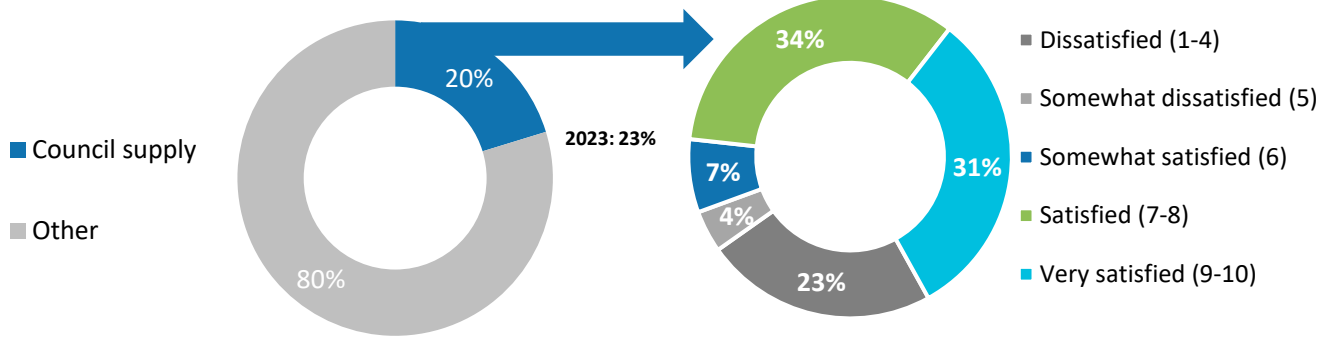
NOTES:

1. Q24. And overall, when you think about the supply of water, stormwater collection and the sewerage system, how would you rate your satisfaction with Council overall for its management of water in the district? n=471
2. Excludes don't know response

Year-on-year
▲ Significantly higher
▼ Significantly lower

Between demographics
▲ Significantly higher
▼ Significantly lower

Water Supply



- At least two in ten households (20%) are connected to the *Council provided water supply*, which is a slight decrease from last year at 23%.
- Of those who receive the *Council water supply*, 73% are satisfied with the service.
- Residents in the Dargaville ward (82%) are significantly more likely to express satisfaction with the *Council provided water supply* than residents in Otamatea (64%).
- Residents who have recently moved to the Kaipara District are more likely to express satisfaction with the *Council provided water supply* (84%).

NOTES:

1. Q20A. Where you live, does the Council provide water supply to your house? Yes n=213
2. Q20B. How satisfied are you with Council's water supply to your house? n=210
3. Excludes don't know response
4. Q20C. Relating to Council's water supply to your house, if you rated the service 1 or 2 out of 10, can you please tell us why? n=14

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

Reasons for Dissatisfaction with Water Supply

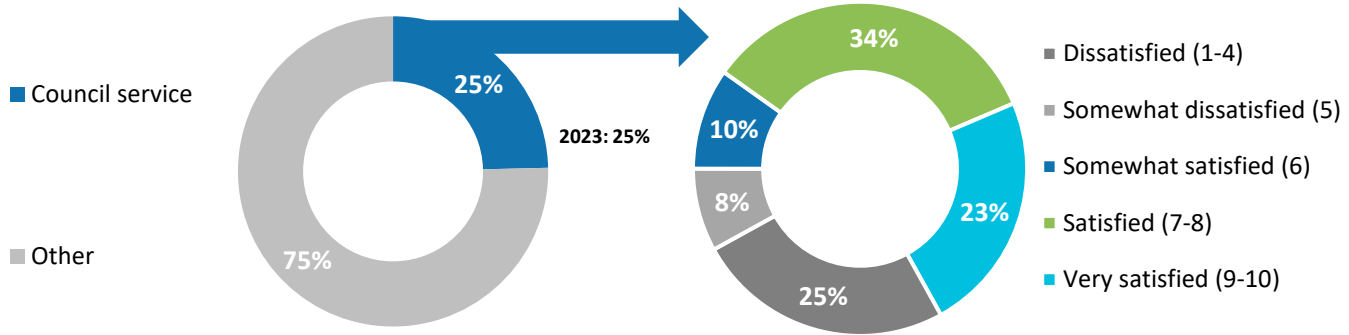


- *We live in the untreated water supply area, we are charged the same as town which has treated water. Sometimes the water runs brown.*
- *Poor hydrant maintenance. Some hydrant boxes are overgrown, or boxes are touching the valve so are inoperable. Reservoir on Griffin Road leaks so badly that a massive volume of treated water goes to waste. This is an unnecessary cost to taxpayers that could go toward repairing the reservoir.*
- *We don't drink the tap water; we buy bottled water. Doesn't taste great. Water boiled in the jug ruins jugs, been through five kettles in three years. Lots of calcium and scale build up that has to be cleaned every two weeks max.*
- *When we built our house, we had to put a pump in as the pressure was extremely poor, and you could stop the water from coming out of the tap when it was on full blast. Showers weren't an option like it was. So, consequently we put in tanks as well.*
- *Water gets a metallic taste in the Summer that gets worse as the season goes on. If left sitting in a glass jar, the water goes green.*
- *I had to have a filter system fitted to the water line coming into my house due to the rubbish in the pipes.*

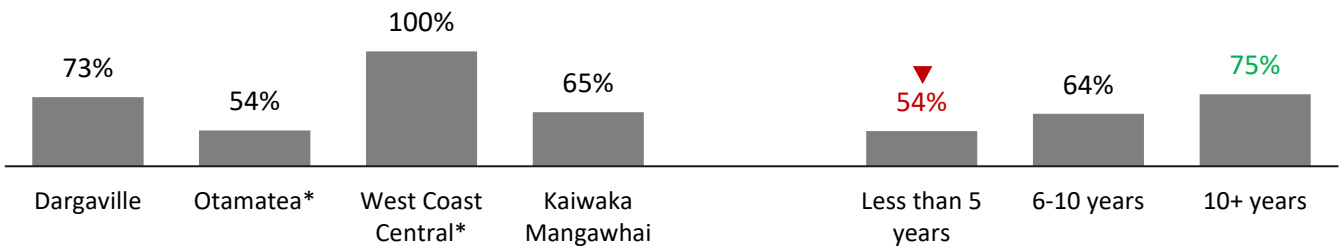
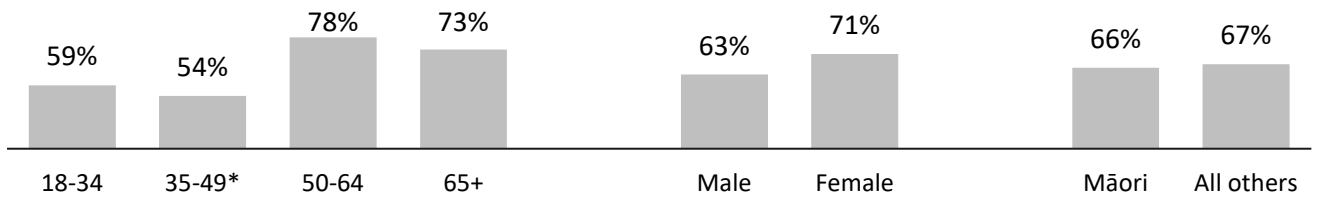
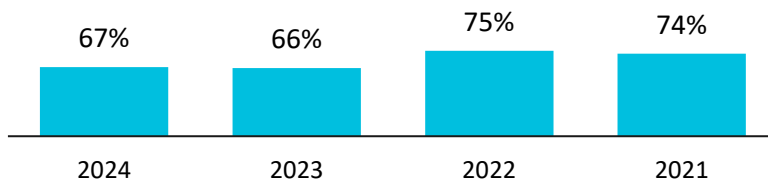
NOTES:

1. Q20C. Relating to Council's water supply to your house, if you rated the service 1 or 2 out of 10, can you please tell us why? n=14

Stormwater Collection



Satisfied % 6-10



- A quarter of households (25%) are provided with Council’s *stormwater collection*.
- 67% are satisfied with this service from the Council, showing a slight increase from 66% in 2023.
- Older residents, those aged 50 and above, express higher levels of satisfaction with Council’s *Stormwater collection* than other age groups.
- Satisfaction with *Stormwater collection* amongst residents in the Kaipara District who have lived there for less than 5 years has significantly declined, dropping from 84% in 2023 to 54% in 2024.

NOTES:

1. Q21A. Where you live, does the Council provide stormwater collection? Yes n=226
2. Q21B. How satisfied are you with Council’s stormwater collection? n=214
3. Excludes don’t know response
4. *Caution small sample size (n<30) results are indicative only.

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

Reasons for Dissatisfaction with Stormwater Collection

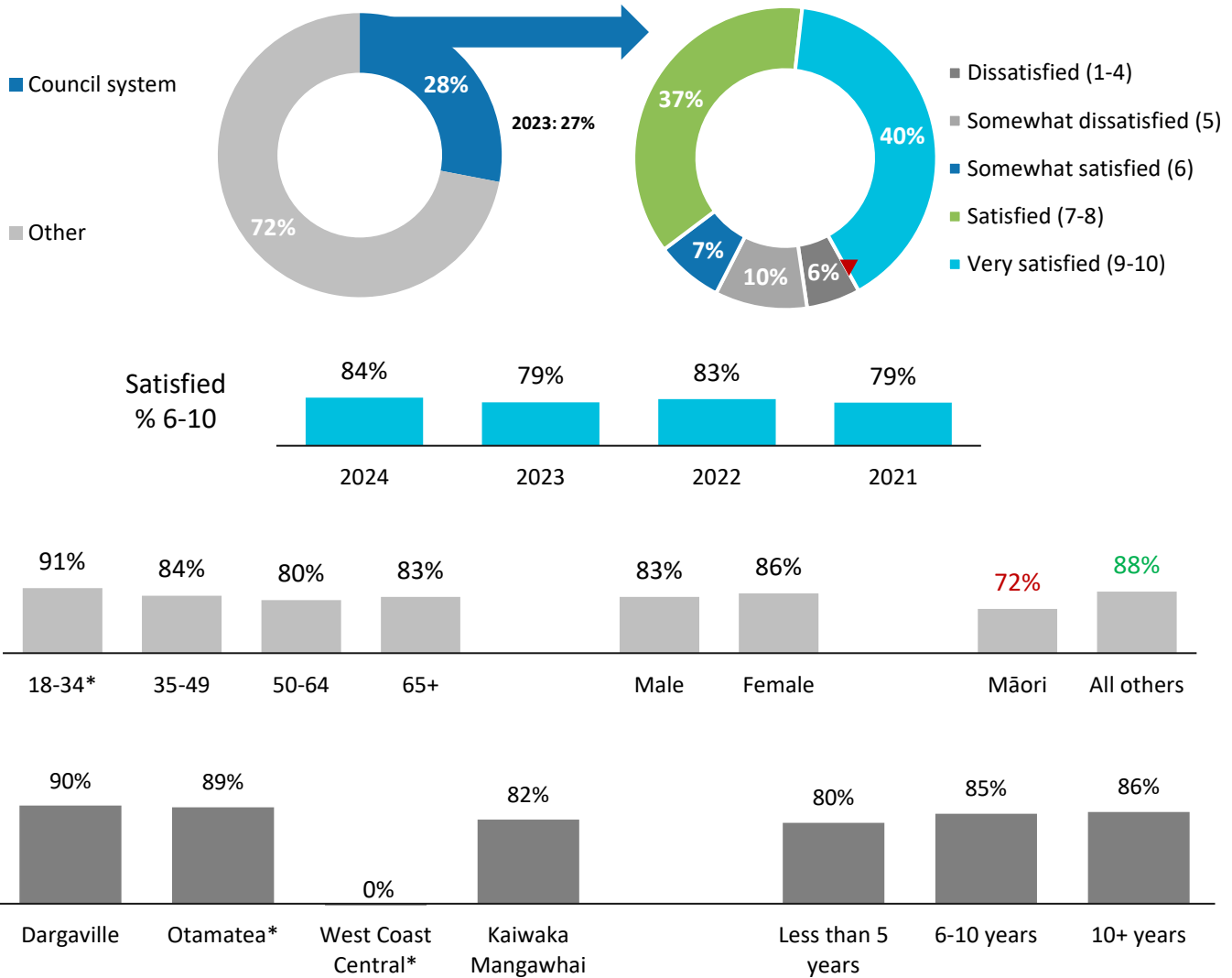


- *Where we live, the roads flood. There is insufficient maintenance work in the lower estuary, so the water doesn't escape quickly. The Council simply seems to allow all new developments to disperse stormwater into the upper estuary, with no maintenance plan to keep water levels down.*
- *Drains are not cleaned and the water runs off the road onto my property, often causing damage.*
- *There are open drains in front of a lot of properties in Dargaville and the Council is unconcerned. Drains fill up with rubbish and weeds, then the water does not flow, resulting in stagnant, smelly water at times.*
- *I have an illegal stormwater drain crossing through my place which overflows. It is eroding my land and threatening to undermine my house. The Council won't do anything.*
- *During the flooding, there were not enough drains. The drains that are there are not cleared or maintained. My one has never been cleaned. I clear it myself.*

NOTES:

1. Q21C. . Relating to Council's stormwater collection, if you rated the service 1 or 2 out of 10, can you please tell us why?

Sewerage System



- Nearly three in ten households (28%) receive the Council’s Sewerage system service.
- 84% of those who are connected to the service are satisfied with the Council’s Sewerage system, the highest rating recorded in the past four years.

Reasons for Dissatisfaction with Sewerage System

👎 *In Mangawhai, we are paying for an overpriced sewage system that use grinders that breakdown all the time. The Mangawhai sewerage system has been a disaster from day one. It was totally mismanaged from the start with the initial installation done by cowboys and the Council not keeping close quality control. It was extremely overpriced which we are still paying for in our rates. This is causing the normal Jo Blogs almost being priced out of town because of the rates. On top of this, it still will not meet the needs for the future.*

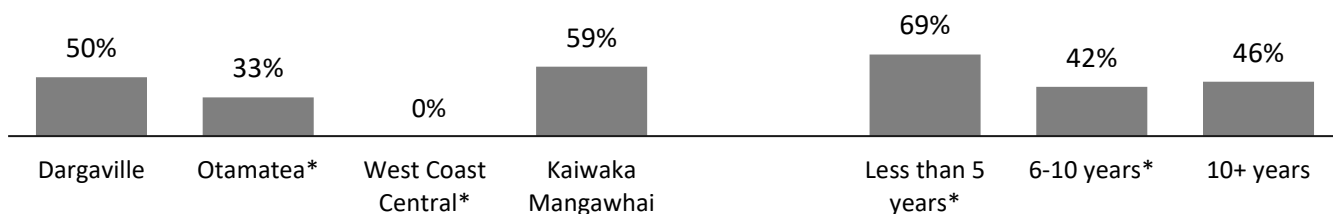
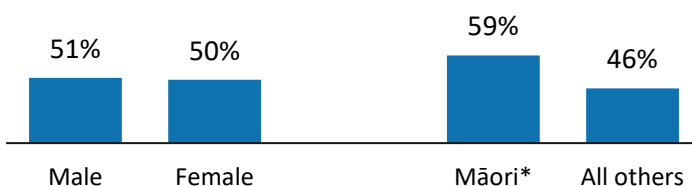
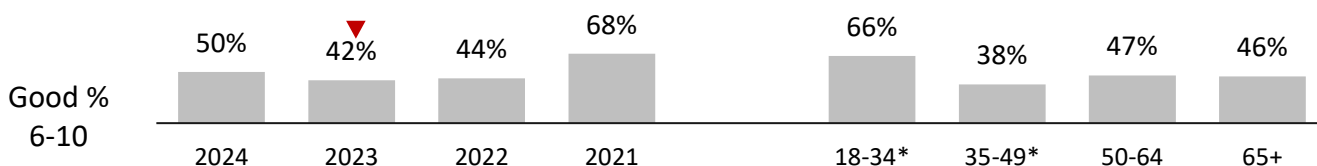
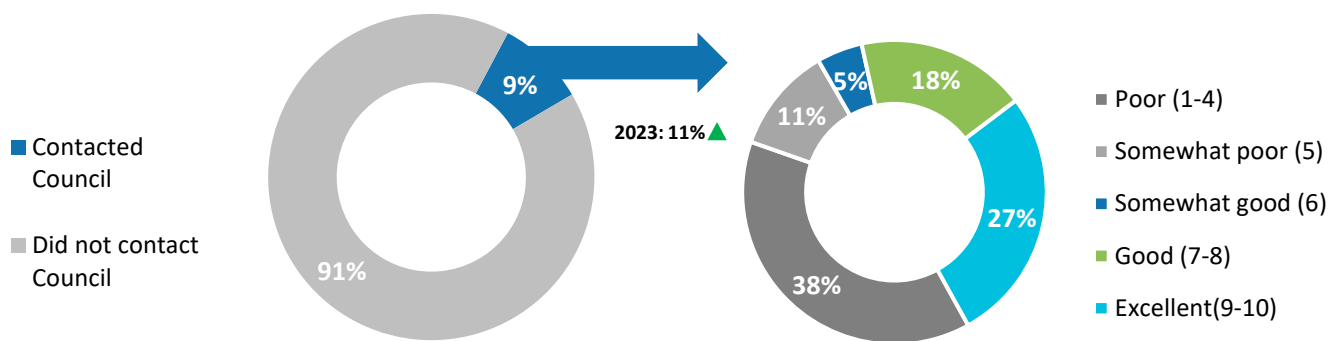
NOTES:

1. Q22A. Where you live, does the Council provide the sewerage system? Yes n=254
2. Q22B. How Satisfied are you with Council’s sewerage system? n=238
3. Excludes don’t know response
4. *Caution small sample size (n<30) results are indicative only.
5. Q22C. Relating to Council’s sewerage system, if you rated the service 1 or 2 out of 10, can you please tell us why?

Year-on-year
▲ Significantly higher
▼ Significantly lower

Between demographics
▲ Significantly higher
▼ Significantly lower

Requested repairs and/or maintenance to Water Supply, Sewerage or Stormwater collection systems



- 9% of residents have *Contacted the Council in the past 12 months to request repairs or maintenance for the water supply, sewerage, or stormwater collection system in the district.*
- Half of them (50%) are satisfied with the Council’s response to their request, an increase from 42% in 2023.
- The residents of Kaiwaka-Mangawhai (59%) exhibit higher levels of satisfaction when it comes to requested repairs and maintenance related to water supply, sewerage, or stormwater than residents in other wards.

NOTES:

1. Q23A. Have you contacted the Council, in the last 12 months, to request repairs and/or maintenance to the Water Supply, Sewerage or Stormwater collection system in the District? Yes n=82
2. Q23B. How would you rate Council’s response to this request/s? Would you rate it...? n=80
3. Excludes don’t know response
4. *Caution small sample size (n<30) results are indicative only.

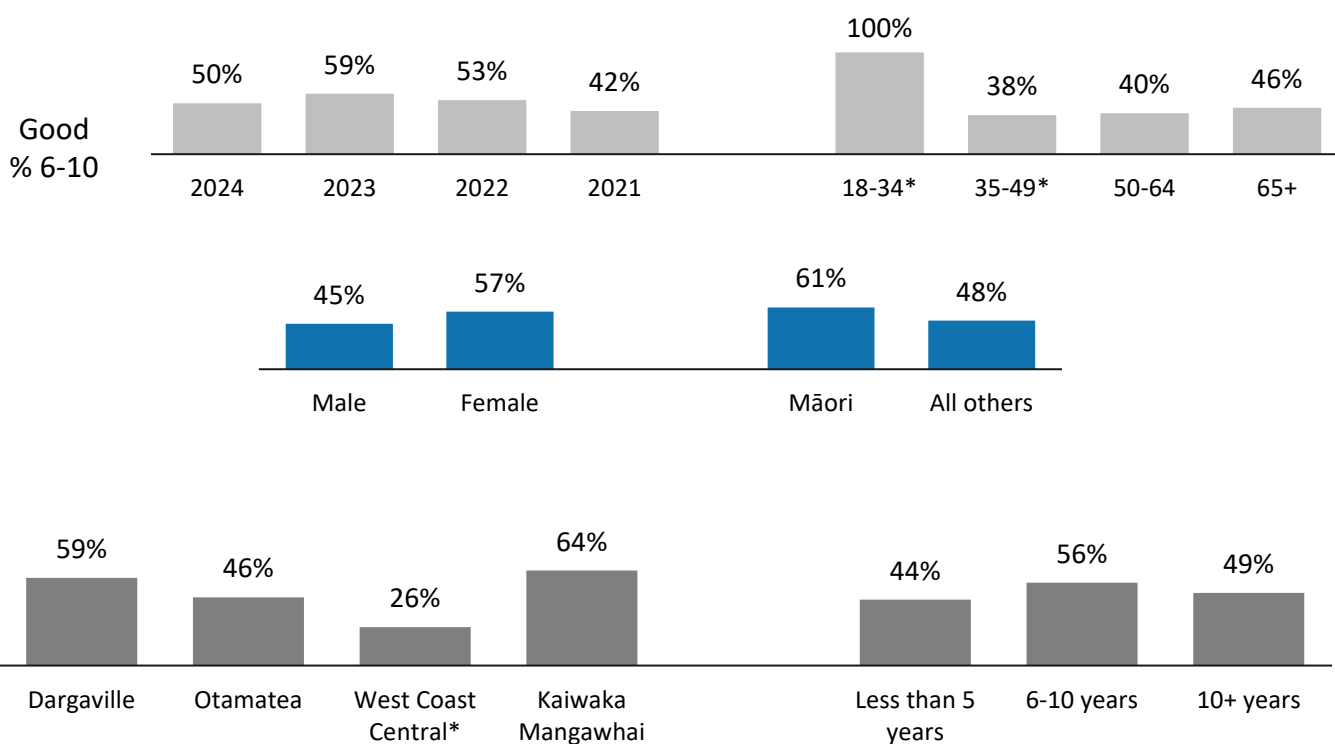
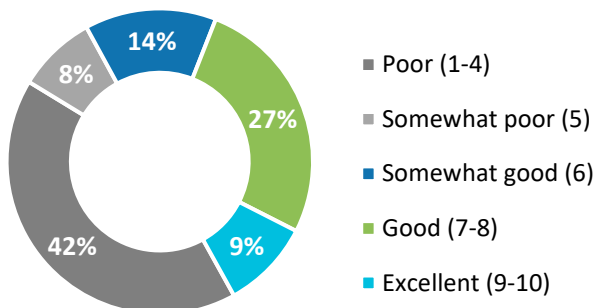
Year-on-year
▲ Significantly higher
▼ Significantly lower

Between demographics
▲ Significantly higher
▼ Significantly lower



Consent Services

Satisfaction with Consent Services



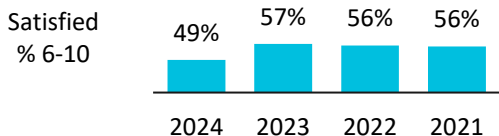
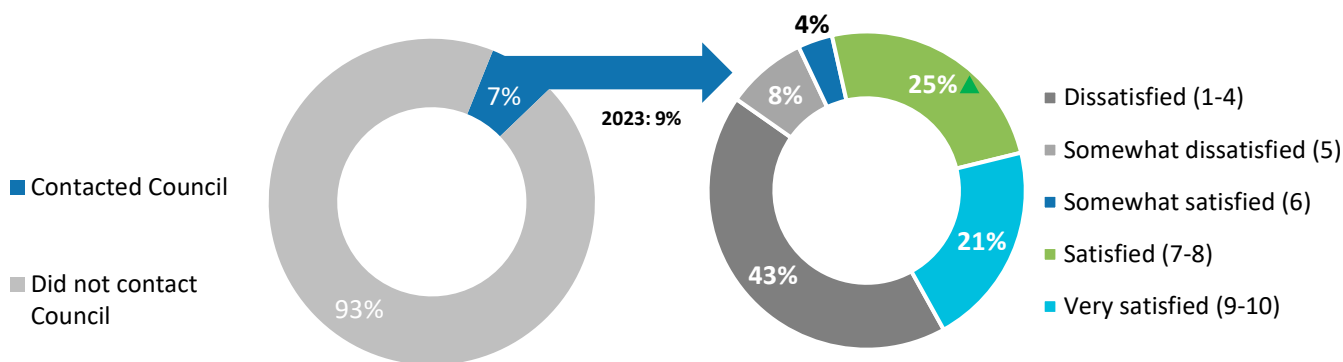
- 50% of those who utilised *Consent services* are satisfied with the service they received, showing a decline of 9% points since 2023.
- 42% rated the service ‘Poor’, falling within the range of 1 to 4 on the rating scale, a higher number than 2023 (28%).
- Māori residents express higher satisfaction with this service of the Council compared to other ethnicities.
- Residents in West Coast Central are significantly less likely to be satisfied with the Council’s *Consent services* compared to residents in Kaiwaka-Mangawhai, who rated this service the highest across all wards.

NOTES:

1. Q27. Thinking about CONSENT services of the Kaipara District Council taking into consideration both building and resource; how would you rate Kaipara District Council for these CONSENT services overall? n=67
2. Excludes don't know response
3. *Caution small sample size (n<10) results are indicative only.

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

Building Consents



- 7% of residents have contacted the Council within the last 12 months to request a *Building Consent*.
- Nearly half of those residents (49%) who contacted the Council to request *Building consent* services are satisfied with the process.

Reasons for Dissatisfaction



- *Slow and costly.*
- *Charged me for nothing. Waste of money.*
- *Non notifying consents allows the council to break the rules.*
- *Too complicated. Resource consent rules are too subjective on whoever the engineer is on the day. Māori should have no more say than anyone else. Paying fees to Māori for resource consents is nonsense.*
- *I can't believe how much it has cost me to get to this point. Nearly 12 months on, and still no spade in the ground. There were things signed-off prior to owning property that is costing me.*
- *It cost too much and took too long. The Council officer who handled our building consent application got into an altercation with our architect over the information he provided in the application and accused him of not supplying the correct information when, in fact, he had.*
- *There is so much RFI and red tape, be good to see more buildings coming up but people are scared of the red tape. Council needs to be proactive and help businesses, not red tape them.*
- *Way too complicated, too much red tape. It takes way too long, is way too expensive and there is no one in council that is helpful. It's like they don't want you to build. Our consent cost us \$18,000. When anyone starts a new build there should be someone in council that is dedicated to helping.*
- *Took too long. Too many hoops to jump through.*
- *Cost. Time. Goal post moving. Just makes things hard.*

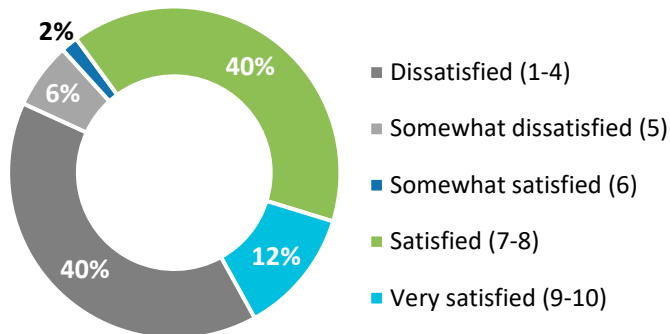
NOTES:

1. Q25A. Have you contacted the Council within the last 12 months with a request for a building consent? Yes n=49
2. Q25B. How satisfied were you with the building consent process? n=46
3. Excludes don't know response
4. Q25C. Relating to the building consent process, if you rated the service 1 or 2 out of 10, can you please tell us why? n=9

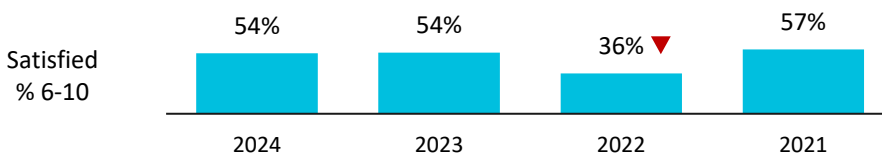
Year-on-year
▲ Significantly higher
▼ Significantly lower

Between demographics
▲ Significantly higher
▼ Significantly lower

Satisfaction with Request for Service for Building Related Matter



- 54% of residents who contacted the Council for a *Request for Service for Building Related Matter* are satisfied with the service they received.
- While 40% who requested building-related service are dissatisfied with the service they received.



Reasons for Dissatisfaction



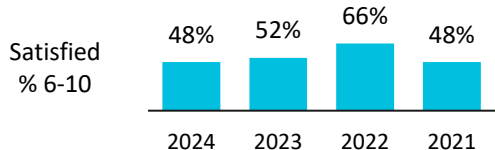
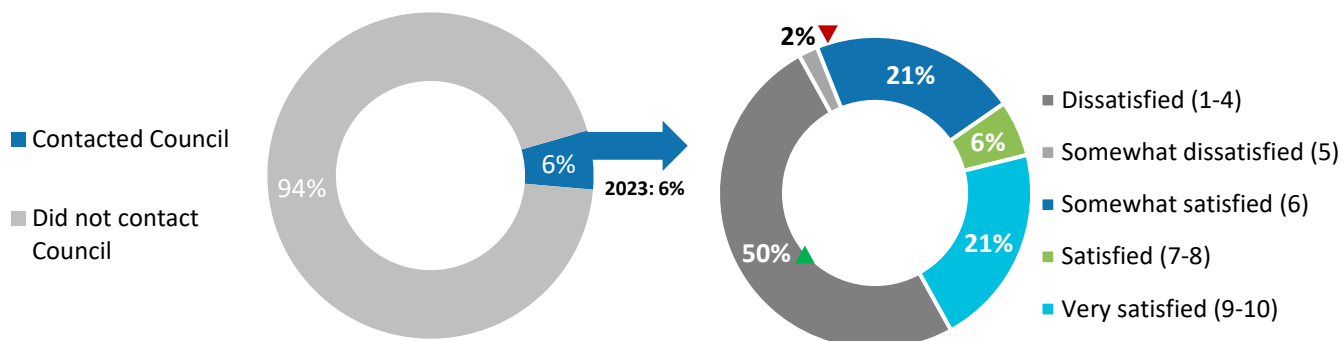
- *Paid for nothing.*
- *To be heard about a consent too late, you have to take the council to court and never win.*
- *After providing the information asked for, the wastewater specialist still insisted on having a condition that duplicated the information already provided. If he was not satisfied with the response, they should have said so. This is very frustrating.*
- *I am over the frustrating process.*
- *A possible glitch in the new Objective Build portal. Time delays and issues are not yet resolved. From a previous build, we found the building inspectors great to deal with. The consent staff and departments just didn't talk or communicate with each other, making the process difficult and repetitive for an easy garage build, resulting in lost and wasted time. It doesn't appear to be one management system that keeps everything flowing such as weekly reports that would catch any hold ups quickly. We can see that we will have the same reoccurring problems that we have 18 months ago with the consent that we have lodged at the moment.*
- *Moving the goal post. Do what they ask, then they ask for more stuff.*
- *Cost. Time. Goal post moving. Just makes things hard.*

NOTES:

1. Q25D. How would you rate the Council's response to your request for service for a building related matter? n=46
2. Excludes don't know response
3. Q25E. If you are very dissatisfied with Council's response to your request for service for a building related matter, i.e., rated them 1 or 2 out of 10, can you tell us why you are not satisfied? n=9

Year-on-year
▲ Significantly higher
▼ Significantly lower

Resource Consent



- 6% of residents have contacted the Council regarding a Resource consent within the last 12 months, which is consistent with 2023.
- Overall satisfaction with this service has dropped by 4% points, from 52% to 48% in 2024.
- Half of the residents (50%) making requests are very dissatisfied with the Resource consent process.

Reasons for Dissatisfaction



- The consent process is rubbish.
- It is such a slow process, years in the process, with extreme costs associated, including koha demands.
- Money grabbing.
- Too subjective depending on who your engineer is on the day. It cost me more than my neighbours as I had different rules applied for the same job.
- I can't be bothered wasting my time.
- It took too long. The building consent people at the Council didn't know that our resource consent had been granted and put a halt on our building project. The Council's ineptitude over the resource consent application caused us to have to get an additional Geotech engineers report for the Council at an additional cost to us of \$5,000. It was just tax, after tax, after tax, to get a new build project started.
- Completely separate system to building consents with slow communications. It took too long to exercise discretionary powers on a silly rule that captures every new house build in the Mangawhai Harbour overlay to be sent to Iwi when the district plan did not require it.
- Communication between building and resource consent departments need to happen to make the process flow, and not to act as though they are God.
- They enforced rules on our resource consent I have never heard of being given to anyone else ever. We were then told by one person to disregard what it said, then by another it is a rule.

NOTES:

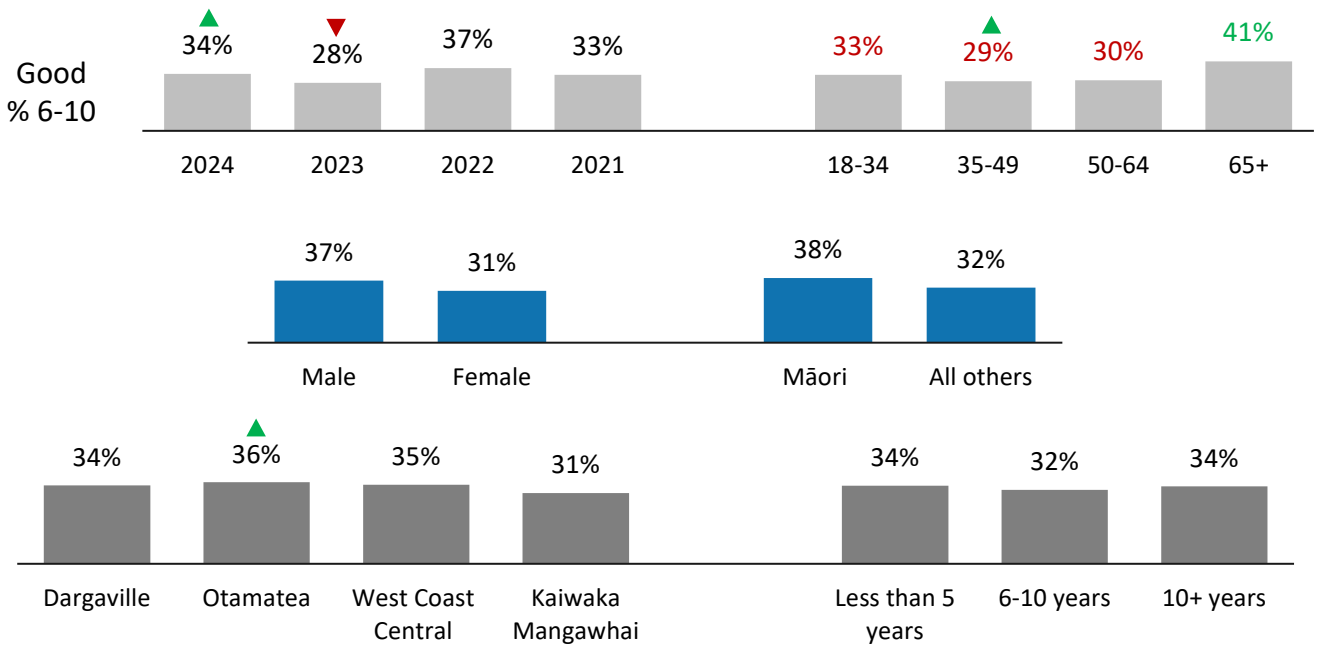
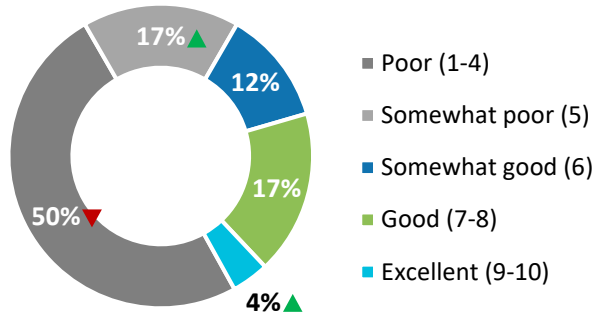
1. Q26A. Have you contacted the Council within the last 12 months with a request for a resource consent?
2. Q26B. How satisfied were you with the resource consent process?
3. Q26C. Relating to the resource consent process, if you rated the service 1 or 2 out of 10, can you please tell us why? n=9

Year-on-year
▲ Significantly higher
▼ Significantly lower



Roading and Footpaths

Overall Performance Roding and Footpaths



- There has been a significant increase in satisfaction with *Overall roading and footpaths* within the district, rising from 28% in 2023 to 34% in 2024.
- Half (50%) of residents rated the district's *Overall roading and footpaths* as 'Poor' (scoring 1-4 out of 10), which is significantly lower than 2023 (59%).
- Māori residents (38%) express higher satisfaction with the district's *Overall roading and footpaths* compared to other ethnicities (32%).
- Satisfaction amongst residents from different wards with the *Overall roads and footpaths* has increased significantly, particularly in the Otamatea ward, rising from 23% in 2023 to 36% in 2024.

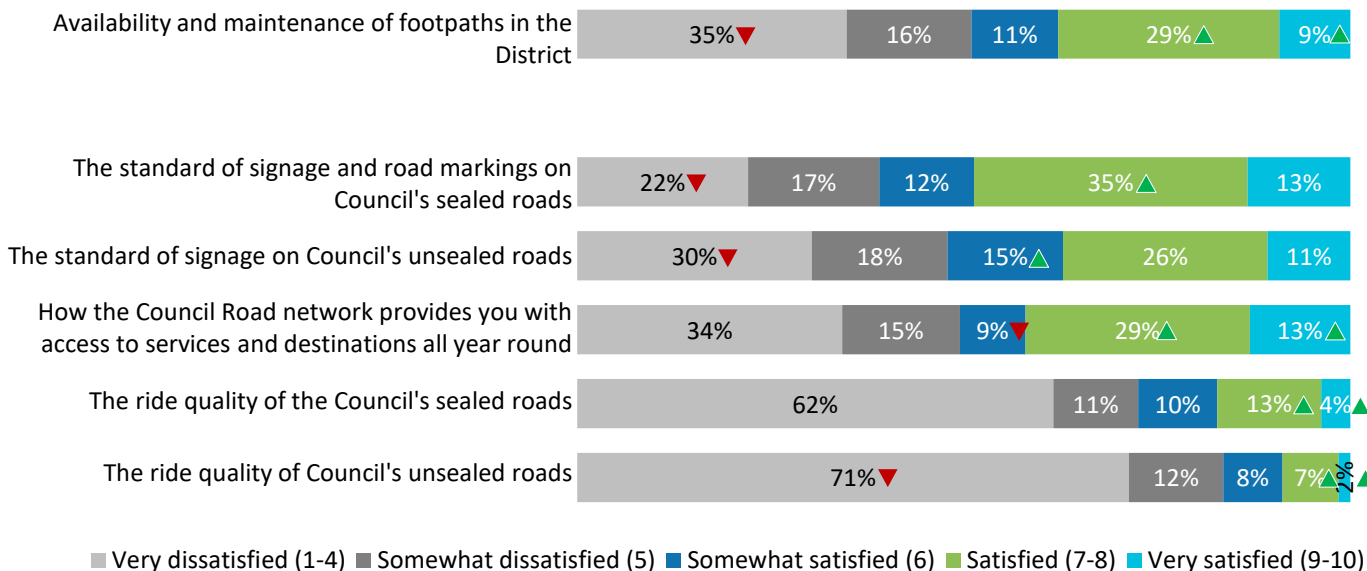
NOTES:

1. Q30. Thinking about the roading and footpaths of the Kaipara District Council how would you rate Kaipara District Council on their overall ROADING and FOOTPATHS? n=737
2. Excludes don't know response

Year-on-year
▲ Significantly higher
▼ Significantly lower

Between demographics
▲ Significantly higher
▼ Significantly lower

Roading and Footpaths



- All measures related to *Roading and footpaths* have significantly improved, contributing to the overall increase in satisfaction with *Roading and footpaths* this year.
- The *Standard of signage and road markings on sealed roads* received the highest satisfaction score of 61%, while *Ride quality of the unsealed roads* received the lowest satisfaction score of 16%.
- Non-Māori residents are significantly more likely to express satisfaction with the *Standard of signage and road markings on sealed roads* (64%), *Standard of signage on unsealed roads* (54%), and *Road network providing access to services and destinations* (53%) than Māori residents.

Scores with % 6-10	2024	2023	2022	2021	Māori	All Other
Availability and maintenance of footpaths in the District	49% ▲	41% ▼	52%	-	52% ▲	48%
Standard of signage and road markings on sealed roads	61% ▲	52% ▼	65%	64%	48%	64% ▲
Standard of signage on unsealed roads	52% ▲	41% ▼	53%	49%	43%	54% ▲
Road network providing access to services and destinations	51%	45% ▼	63% ▲	56%	43%	52%
Ride quality of the sealed roads	27% ▲	23% ▼	36%	34%	28%	27%
Ride quality of the unsealed roads	16% ▲	11% ▼	21% ▲	16%	20%	16% ▲

NOTES:

1. Q28A. On a scale of 1 to 10 where 1 is 'very dissatisfied' and 10 is 'very satisfied', how satisfied are you with the availability and maintenance of footpaths in the District?
2. Q28B. Now thinking about Council roads – excluding State Highways 1,12 and 14 which are not Council roads – how satisfied are you with...?
3. Excludes don't know response

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

Roading

Scores with % 6-10	Dargaville	Otamatea	West Coast Central	Kaiwaka - Mangawhai
Availability and maintenance of footpaths in the District	45%	42%	61%	49%
Standard of signage and road markings on sealed roads	61%	68%▲	69%▲	50%
Standard of signage on unsealed roads	47%	56%▲	64%▲	44%▲
Road network providing access to services and destinations	59%	57%▲	53%	39%
Ride quality of the sealed roads	29%	29%	38%	18%
Ride quality of the unsealed roads	22%	13%	22%▲	11%

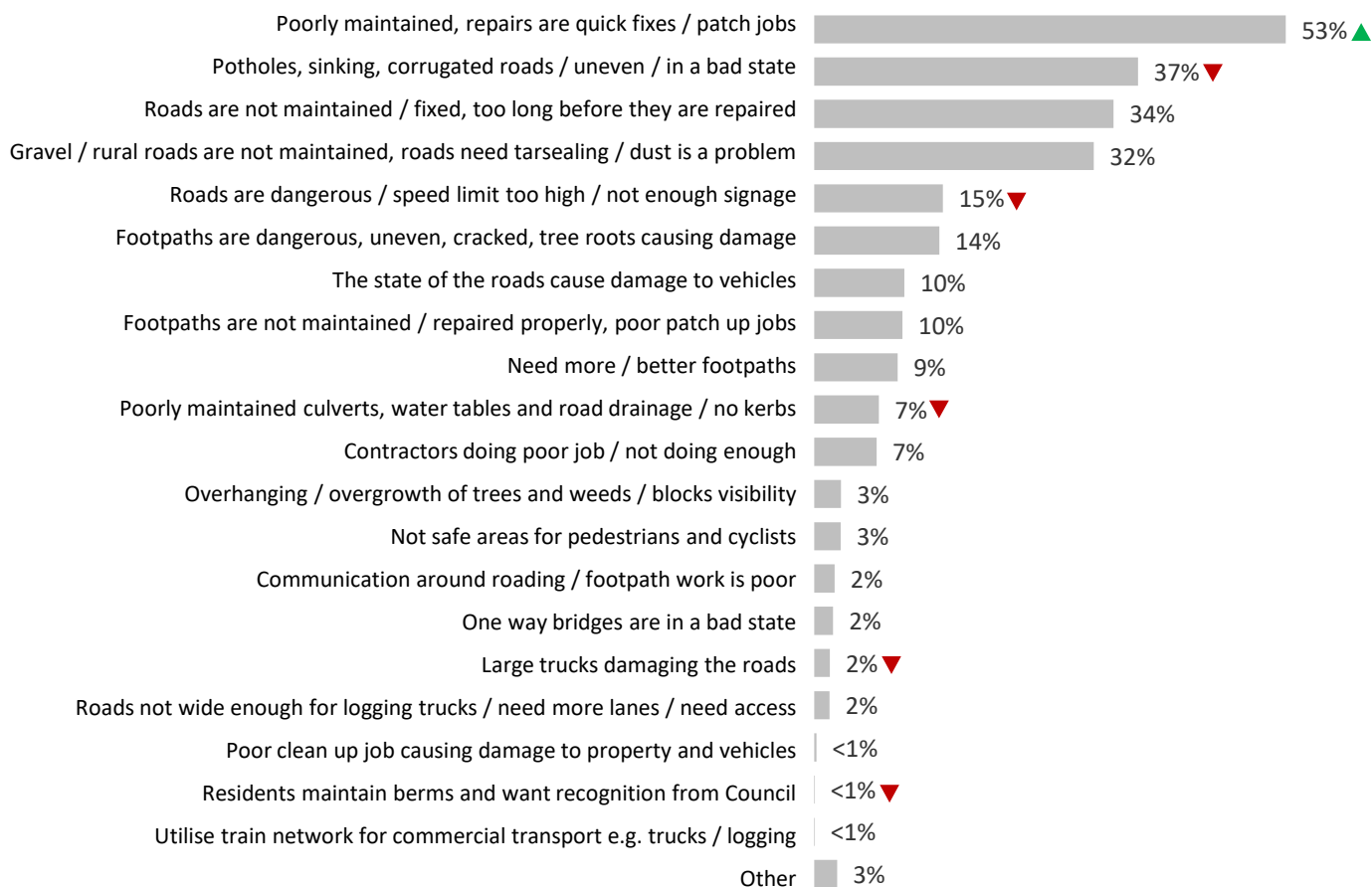
- Dargaville residents rated the *Road network providing access to services and destinations* the highest, at 59%, compared to residents in other wards. However, they are significantly less likely to be satisfied with the *Availability and maintenance of footpaths in the District* (45%) and the *Standard of signage on unsealed roads* (47%) than the Otamatea and West Coast Central wards.
- There has been a significant increase in satisfaction observed in the Otamatea ward with the *Standard of signage and road markings on sealed roads* (from 56% to 68%), the *Standard of signage on unsealed roads* (from 43% to 56%), and the *Road network providing access to services and destinations* (from 40% to 57%).
- West Coast Central residents rated the *Standard of signage and road markings on sealed roads*, the *Standard of signage on unsealed roads* and the *Ride quality of the sealed roads* the highest, at 69%, 64%, and 38%, respectively.
- Residents living in the Kaiwaka-Mangawhai ward express significantly lower satisfaction with all measures related to roading and footpaths than other wards.

NOTES:

1. Q28A. On a scale of 1 to 10 where 1 is 'very dissatisfied' and 10 is 'very satisfied', how satisfied are you with the availability and maintenance of footpaths in the District?
2. Q28B. Now thinking about Council roads – excluding State Highways 1,12 and 14 which are not Council roads – how satisfied are you with...?
3. Excludes don't know response

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

Reasons for Dissatisfaction with Roding and Footpaths



- *Our roads are in such disrepair, and even when new seal is applied, within two weeks they are repairing it again. The contractors are absolutely under skilled and in a lot of cases should not be paid for the appalling jobs they have been doing.*
- *Roads are in a very bad state all around. I wish there were more footpaths and walks on rural roads too, so we don't need to walk amongst the cars.*
- *Roads in and out of Mangawhai are in absolutely terrible condition.*
- *Potholes and poor-quality seal all over the district.*
- *Unsealed Otioro Road was badly damaged in the cyclones, slips, water tables gouged out and metal washed off.*
- *Waihue unsealed road is a mess.*
- *We live on gravel road. We have requested repairs to it this year which have been very unsatisfactory. The problem results due to the drain not being cleared out causing undermining of road surfaces.*
- *Kaiwaka to Mangawhai Road, has weeks of repairs, then two months later, its broken up, rough and traffic control holding vehicles for 20 minutes at a time. There seems to be no rechecking of work done, or probation period after road repairs.*

NOTES:

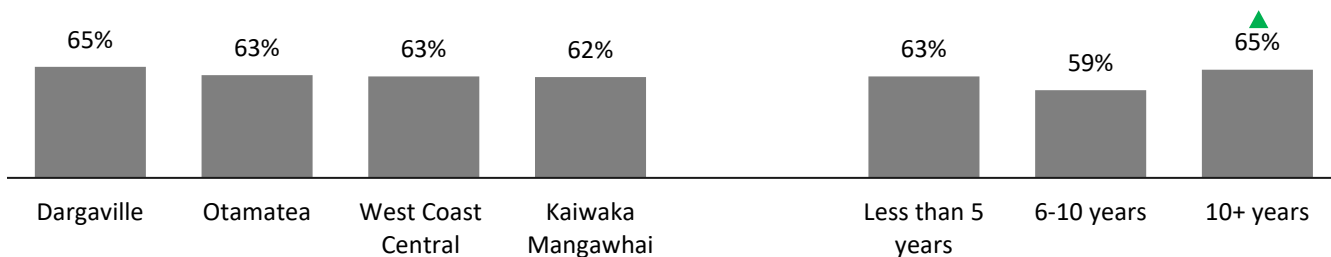
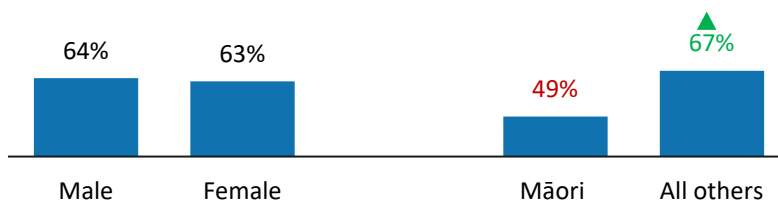
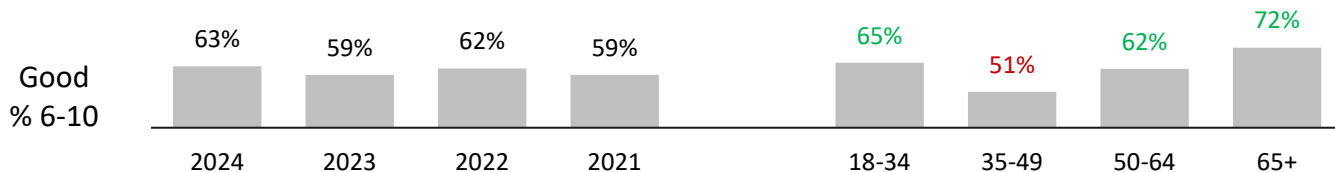
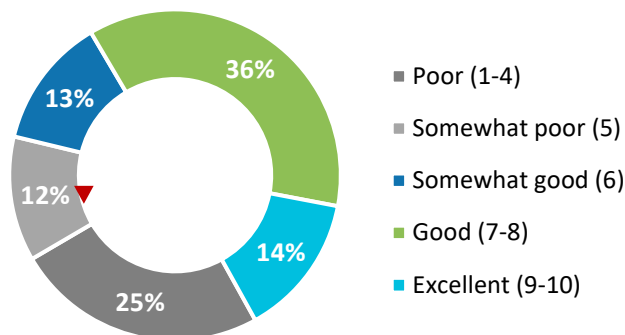
1. Q29. Relating to Council roads and footpaths, if you rated them 1 or 2 out of 10, can you please tell us why? n=321

▲ Year-on-year
Significantly higher
▼ Significantly lower



Waste Management

Overall Performance Waste Management



- An increase in satisfaction with the Council’s *Waste management* has been observed over the past 12 months, rising from 59% to 63%.
- Older residents, those aged 65 and above, express the highest satisfaction with this service, at 72%, compared to other age groups.
- At least a quarter of residents (25%) rated the overall *Waste management* service as ‘Poor’ (1-4 out of 10).
- Satisfaction with the Council’s *Overall waste management* amongst Non-Māori residents has experienced a significant increase of 7% points over the past year.
- Residents who have lived in the district for 10 years or longer have experienced a significant increase in their level of satisfaction with *Overall waste management*, rising from 57% to 65%.

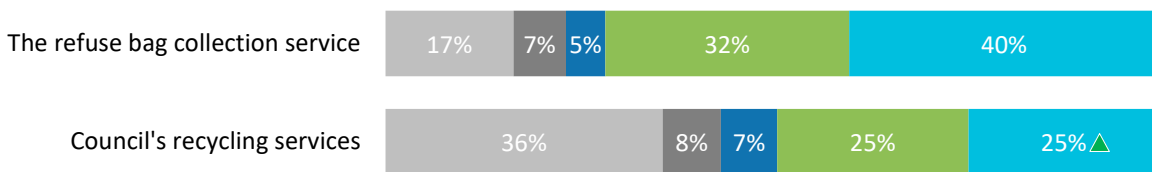
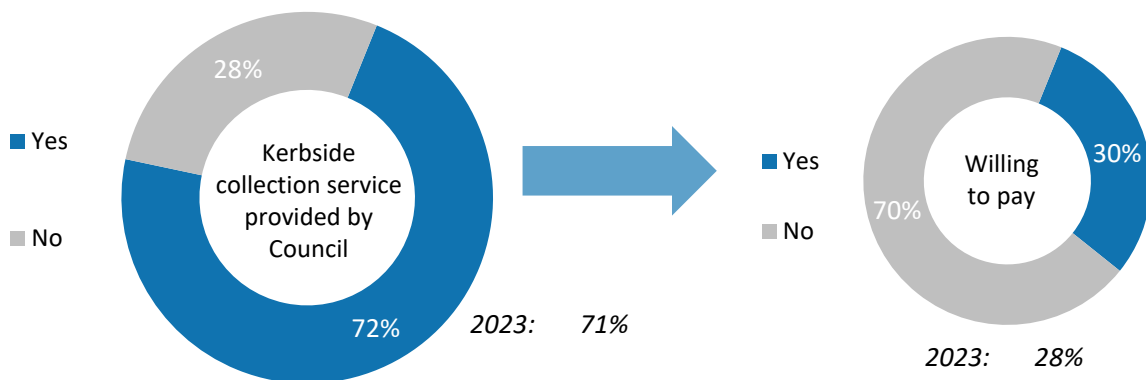
NOTES:

1. Q34. Thinking about the WASTE MANAGEMENT of the Kaipara District Council, taking into account refuse bag collection, recycling services and litter bins, how would you rate Kaipara District Council for its overall WASTE MANAGEMENT? n=681
2. Excludes don’t know response

Year-on-year
▲ Significantly higher
▼ Significantly lower

Between demographics
▲ Significantly higher
▼ Significantly lower

Waste Management Services and Facilities



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

- Nearly three-quarters of residents (72%) have a *Kerbside collection service* provided by the Council.
- The satisfaction score for *The refuse bag collection service* remains consistent from last year, with a slight 1% increase from 76% to 77%.
- At least a quarter of residents (25%) stated that they were very satisfied with *Council's recycling services* (9-10 out of 10), marking a significant increase since 2023 (19%).

Scores with % 6-10	2024	2023	2022	2021	Māori	All Other
The refuse bag collection service	77%	76%	76% ▲	70%	62%	80%
Council's recycling services	57%	51%	50%	46%	40% ▲	61% ▲

NOTES:

1. Q31. Where you live, is there a kerbside collection service provided by Council? Yes n=566
2. Q31A Would you be willing to pay for such service? Yes n=51
3. Q31B. How satisfied are you with the following services or facilities?
 - a. Refuse bag collection service n=639
 - b. Council's recycling services n=625
4. Excludes don't know response

Year-on-year
▲ Significantly higher
▼ Significantly lower

Between demographics
▲ Significantly higher
▼ Significantly lower



Reasons for Dissatisfaction with Waste Management



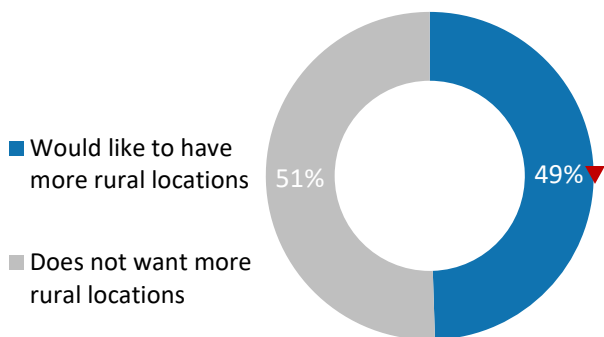
- *We should have free recycling bins like they had in Auckland a few years ago.*
- *Very poor recycling services compared to other districts.*
- *We need to cart our bags to end of our road for collection, so by doing that I might as well take them to the refuse, which the closest for us is in Whangarei. There they don't accept Kaipara bags, so I pay again. I usually recycle in Whangarei.*
- *Should be 24/7 and free.*
- *I stopped using collection because of the useless small bags. Do a dump run myself once a week.*
- *Recycling bags are too small and expensive. Would be better to have recycling containers available at the drop off.*
- *Blue bags are small, expensive, and tear easily, especially by dogs and cats. Rural recycling is not available.*
- *Bags are not the way to go. Council need to join the 21st Century. Bins are the way to go.*
- *Bins would be good.*
- *There is no recycling, and our rubbish is not even collected from the driveway when we pay more than \$100/week on rates. Very poor.*
- *There does not appear to be a recycling option in my area, I take my recycling to Kokopu which is the nearest transfer station.*

NOTES:

1. Q32. Relating to Council's waste management services, if you rated them 1 or 2 out of 10, can you please tell us why? n=120

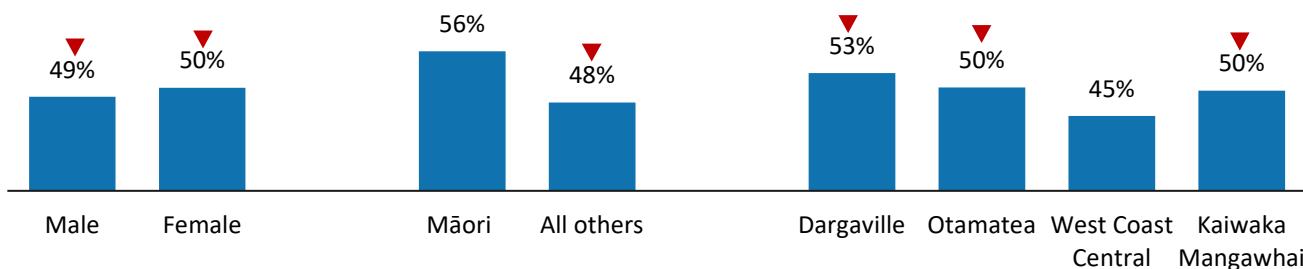
Year-on-year
 Significantly higher
 Significantly lower

Rural Drop Off Locations

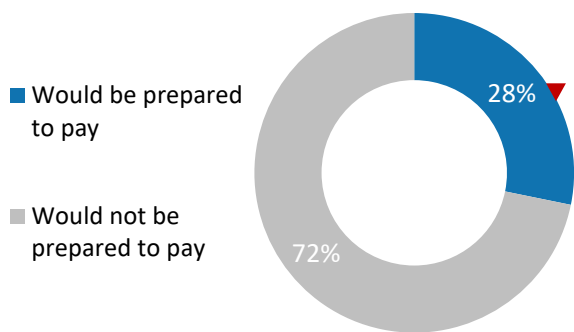


- Nearly half of residents (49%) want more rural drop-off locations for recycling and general waste, a significant decrease from 63% in 2023.
- The desire for more rural drop-off locations amongst residents in the Dargaville, Otamatea, and Kaiwaka-Mangawhai wards has significantly decreased since 2023.

% Prefer more rural locations 2023: 63%



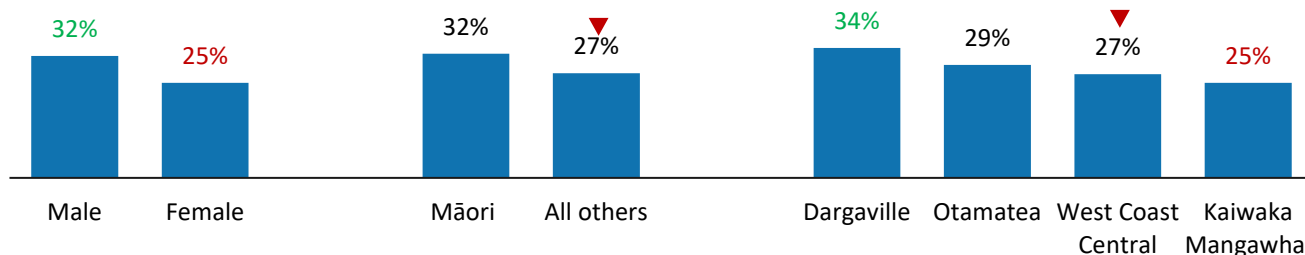
Prepared to Pay for a Better Waste Management Service



2023: 34%

- Just 28% of residents stated they would be prepared to pay for better waste management services.
- Residents from Dargaville (34%) were more likely to be prepared to pay through rates for a better service, while residents from Kaiwaka-Mangawhai (25%) were less likely to be prepared to pay for such services.

% Prepared to pay



NOTES:

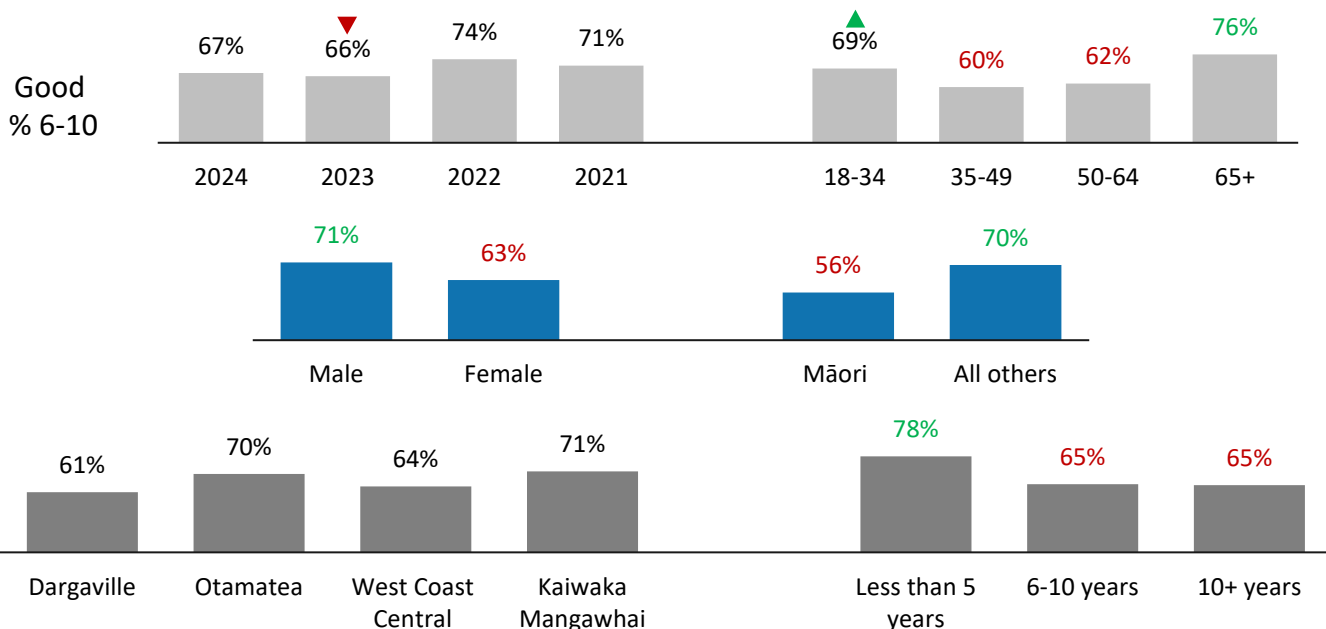
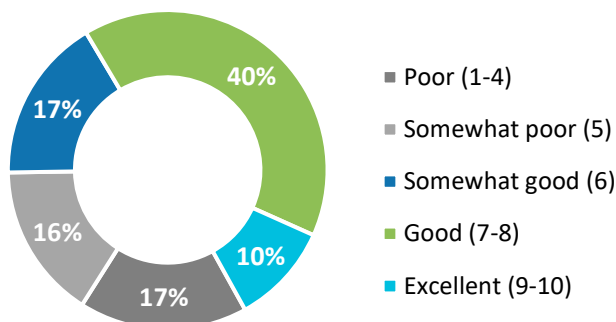
- Q33A. Would you like to see more rural drop off locations for recycling and general waste?
- Q33B. Would you be prepared to pay through rates for a better service? n=
- Excludes don't know response

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



Other Services

Overall Performance Other Services



- Satisfaction with Council’s *Other services* remained consistent year-on-year with a slight increase of 1% point rising from 66% in 2023 to 67% in 2024.
- Nearly two in ten residents (17%) rated *Other services* as ‘Poor’ (1-4 out of 10), marking a slight increase since 2023 (15%).
- Satisfaction amongst younger residents, those aged 18 to 34, has significantly increased over the past year, rising from 49% to 69%.
- Seven in ten male residents (71%) rated other services as ‘Somewhat Good to Excellent’, significantly higher than the 63% satisfaction rate amongst female residents.
- On the other hand, Non-Māori residents (70%) are more likely to express satisfaction with *Other services* compared to Māori residents (56%).
- Residents from Otamatea and Kaiwaka-Mangawhai wards are more likely to rate Council’s *Other services* 6 to 10 out of 10 with satisfaction scores of 70% and 71%, respectively.
- Newer residents to the district, those who have lived in the district for less than 5 years, are more likely to express satisfaction with the Council’s *Other services*.

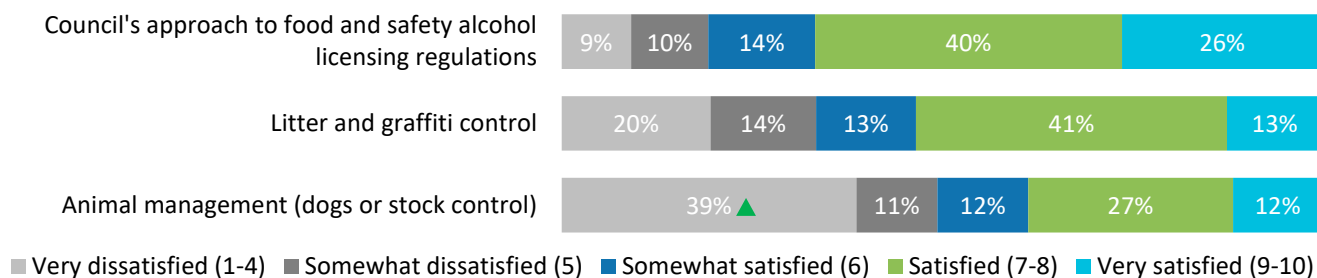
NOTES:

1. Q39. Thinking about the OTHER serviced of the Kaipara District Council taking into account animal control, litter & graffiti, and protecting environmental health, how would you rate Kaipara District Council for these OTHER services overall? n=602
2. Excludes don’t know response

Year-on-year
▲ Significantly higher
▼ Significantly lower

Between demographics
▲ Significantly higher
▼ Significantly lower

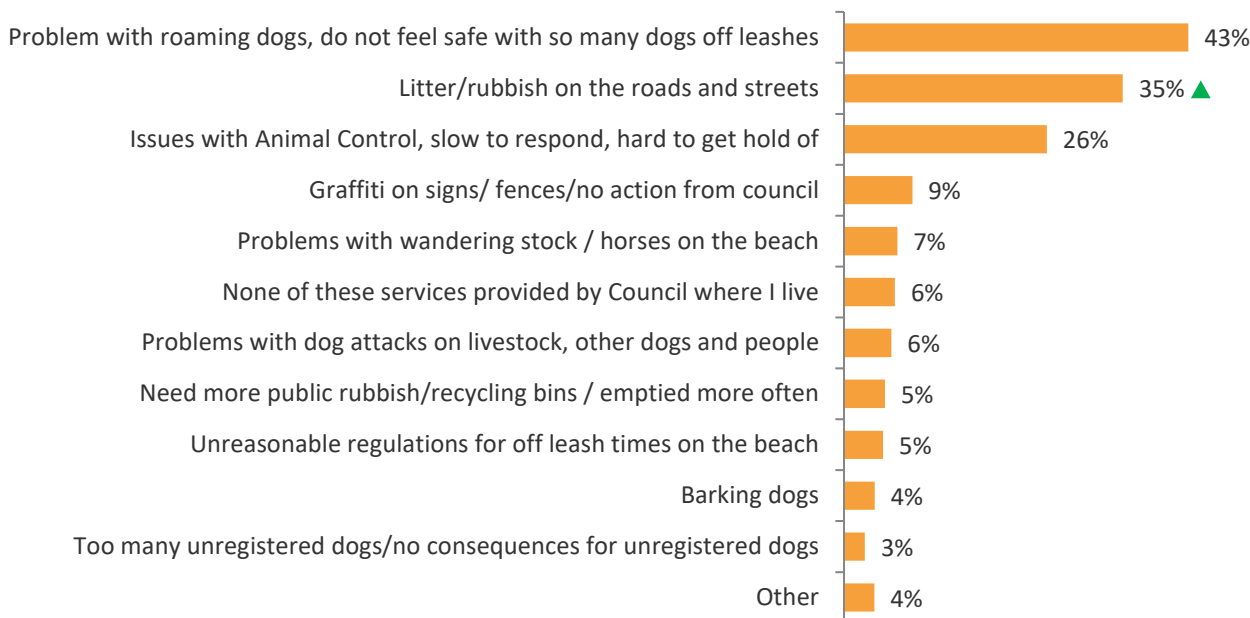
Other Services



- Satisfaction with *Council's approach to food safety and alcohol licensing regulation* was highly rated by residents at 81%, an increase from 77% in 2023.
- In contrast, there has been a significant increase in 'Very dissatisfied' residents with *Animal Management*, rising from 32% to 39%.

Scores with % 6-10	2024	2023	2022	2021	Māori	All Other
Council's approach to food safety and alcohol licensing regulation	81%	77% ▼	86% ▲	77%	70%	84%
Litter and graffiti control	67%	65%	69%	64%	51%	71%
Animal management (dogs or stock control)	51%	53% ▼	62% ▲	55%	48%	51%

Reasons for Dissatisfaction with Litter and Graffiti Control, or Animal Management

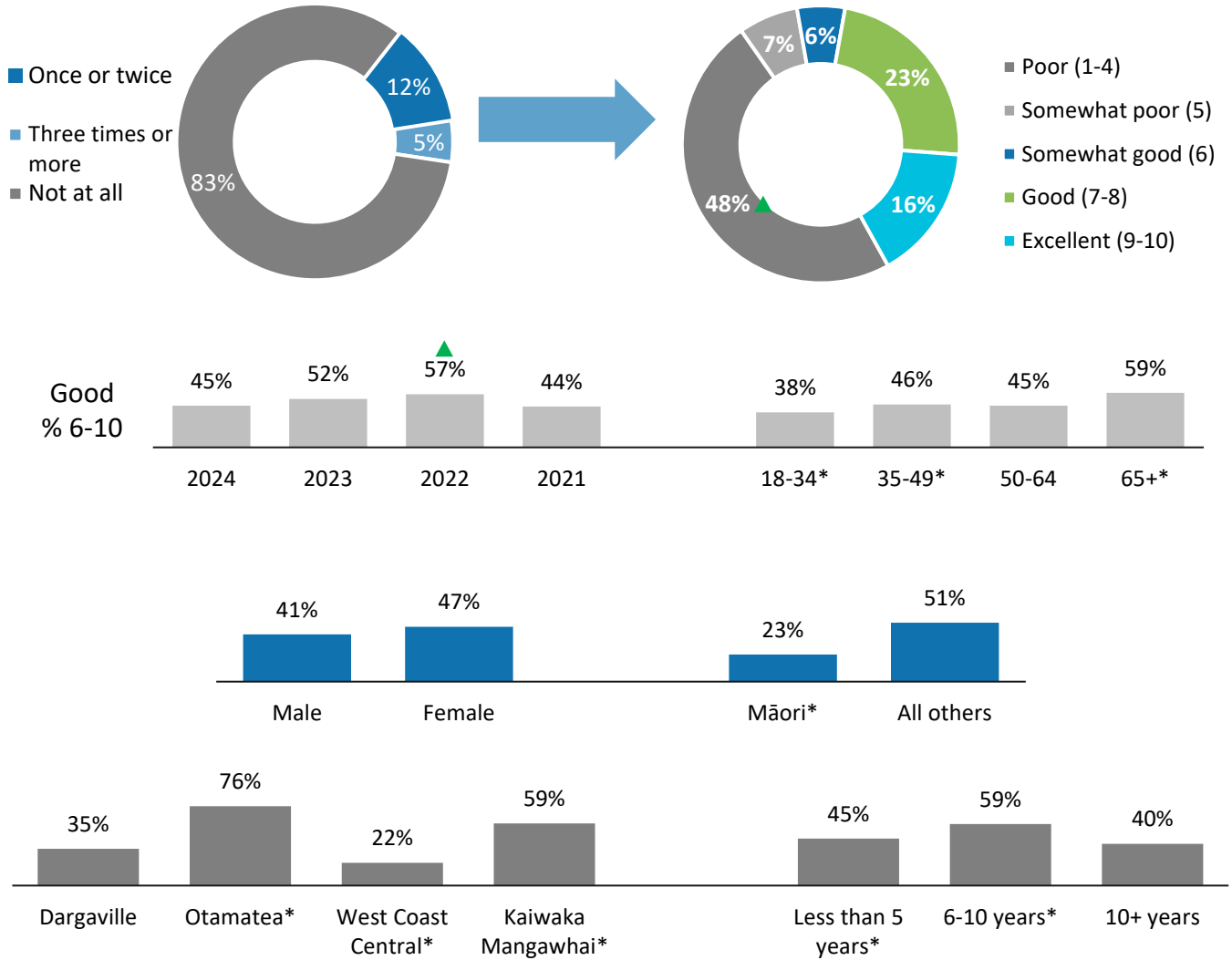


NOTES:

1. Q35A. On a scale of 1 to 10 where 1 is 'very dissatisfied' and 10 is 'very satisfied', how satisfied are you with the litter and graffiti control services provided by Council? n=626
2. Q35B. How satisfied are you with animal management (dogs or stock control) services provided by Council? n=543
3. Q38. How satisfied are you with the Council's approach to food safety and alcohol licensing regulations? n=428
4. Q36. Relating to litter and graffiti control or animal management services provided by Council, if you rated them 1 or 2 out of 10, can you please tell us why? n=121
5. Excludes don't know response

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

Contact Regarding Animal Management



- Nearly two in ten residents (17%) have contacted the Council regarding *Animal management issues* at least once in the last year.
- Amongst those, 45% are satisfied with the service they received.

NOTES:

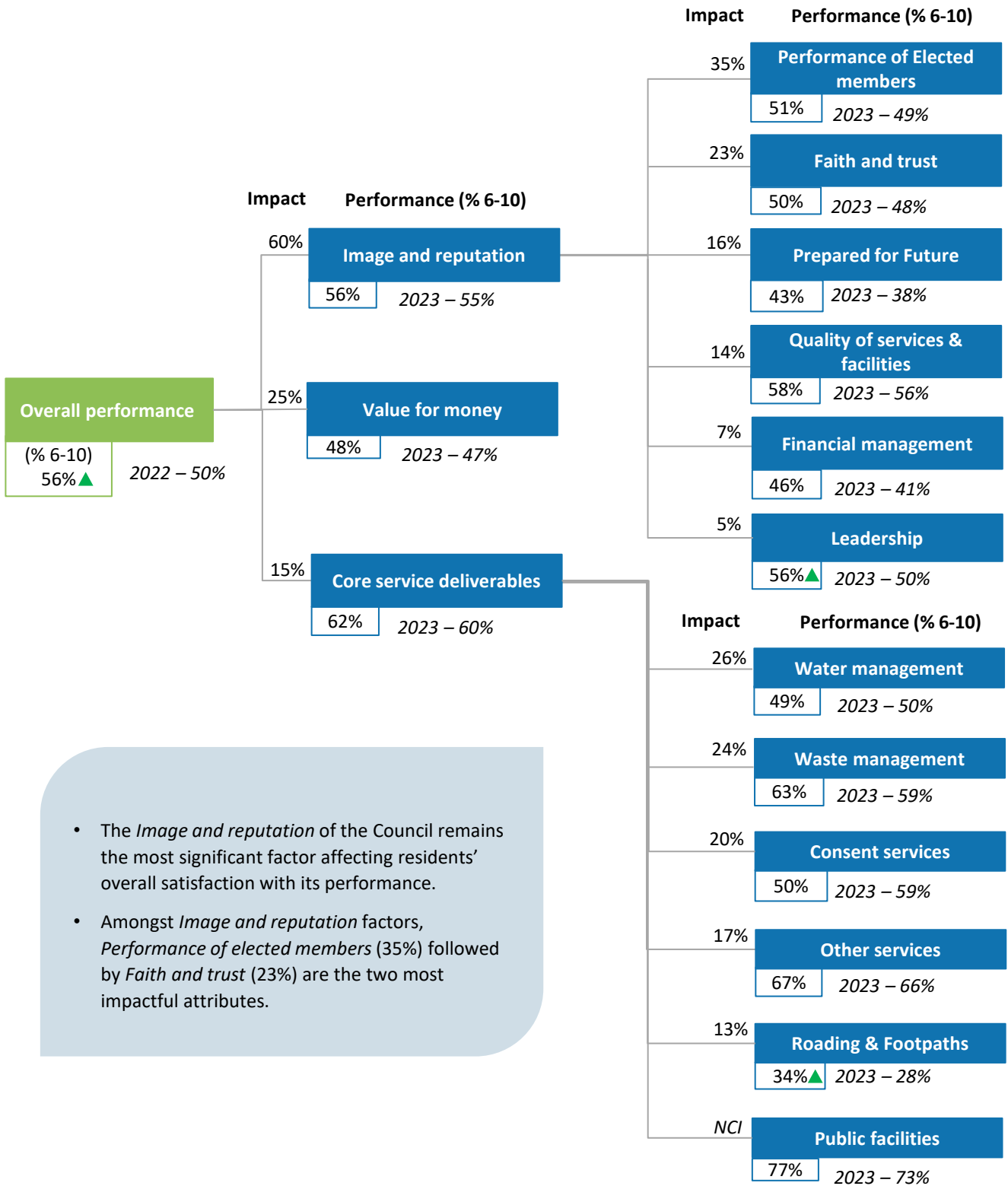
1. Q37A. In the last year, how often have you contacted the Kaipara District Council about animal management issues (dogs or stock control)? n=112
2. Q37B. How would you rate Council's response regarding your questions around animal management? Would you rate it...? n=110
3. Excludes don't know response
4. *Caution small sample size (n<30) results are indicative only.

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



Drivers of Overall Satisfaction

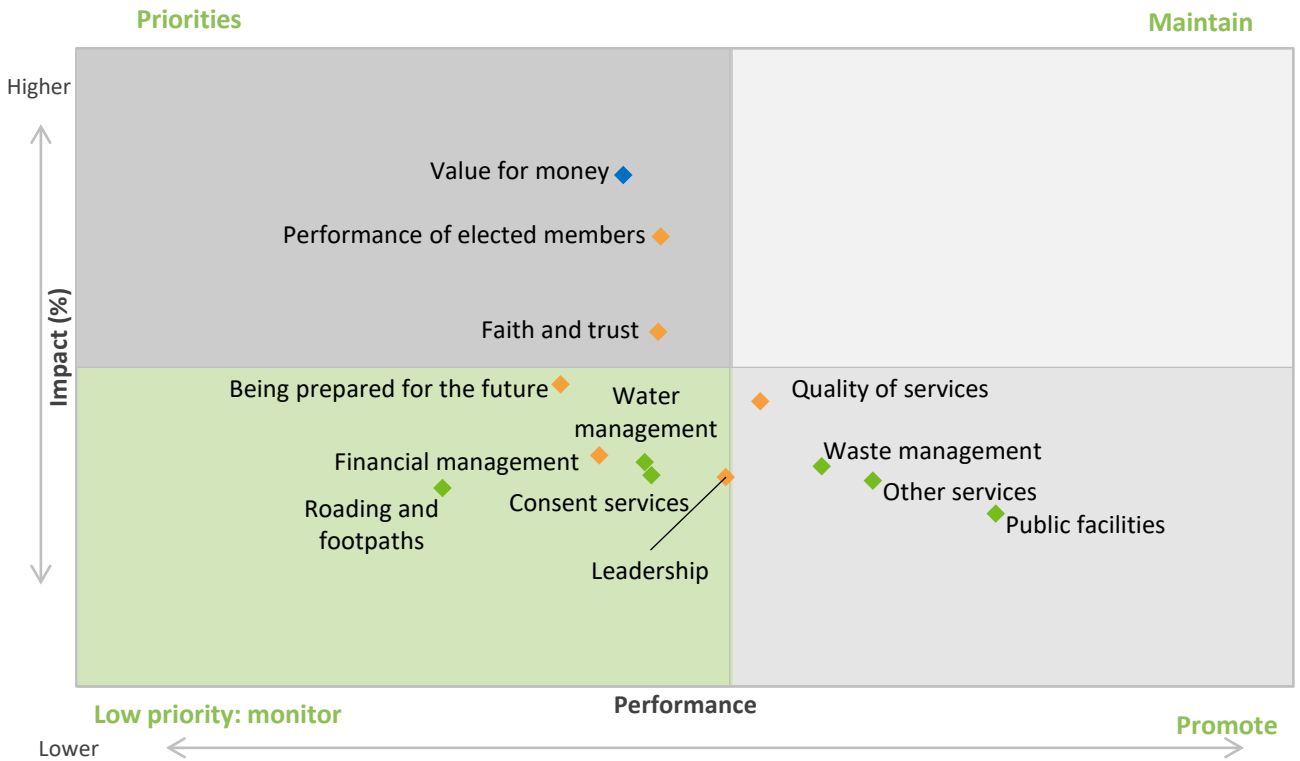
Drivers of Perceptions of Kaipara District Council's Performance



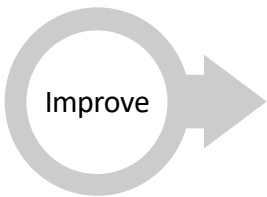
- The *Image and reputation* of the Council remains the most significant factor affecting residents' overall satisfaction with its performance.
- Amongst *Image and reputation* factors, *Performance of elected members* (35%) followed by *Faith and trust* (23%) are the two most impactful attributes.

Year-on-year
▲ Significantly higher
▼ Significantly lower

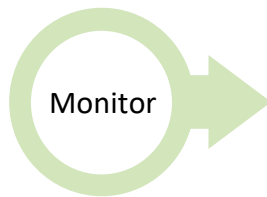
Opportunities and priorities. Overall measures



- Reputation
- Core Service Deliverables
- Value for money



Value for money, Performance of elected members, and Faith and trust in the Council have been identified as the priority areas of improvement for the Kaipara District Council. These aspects are considered important to the residents, and demonstrate a relatively low performance.



The areas which Kaipara District Council should monitor include *Being prepared for the future, Water management, Financial management, Roothing and footpaths, Consent services, and Leadership.*

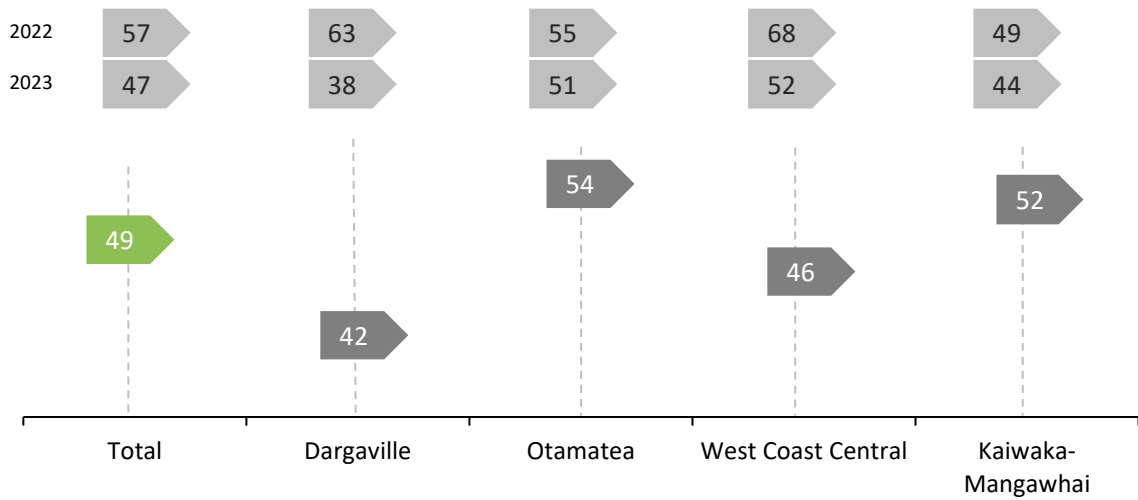


Areas of the Council's performance such as *Quality of services, Waste management, Public facilities, and Other services* are currently under recognised. Highlighting these aspects would naturally shift residents' focus towards a more positive perception of the Council overall.

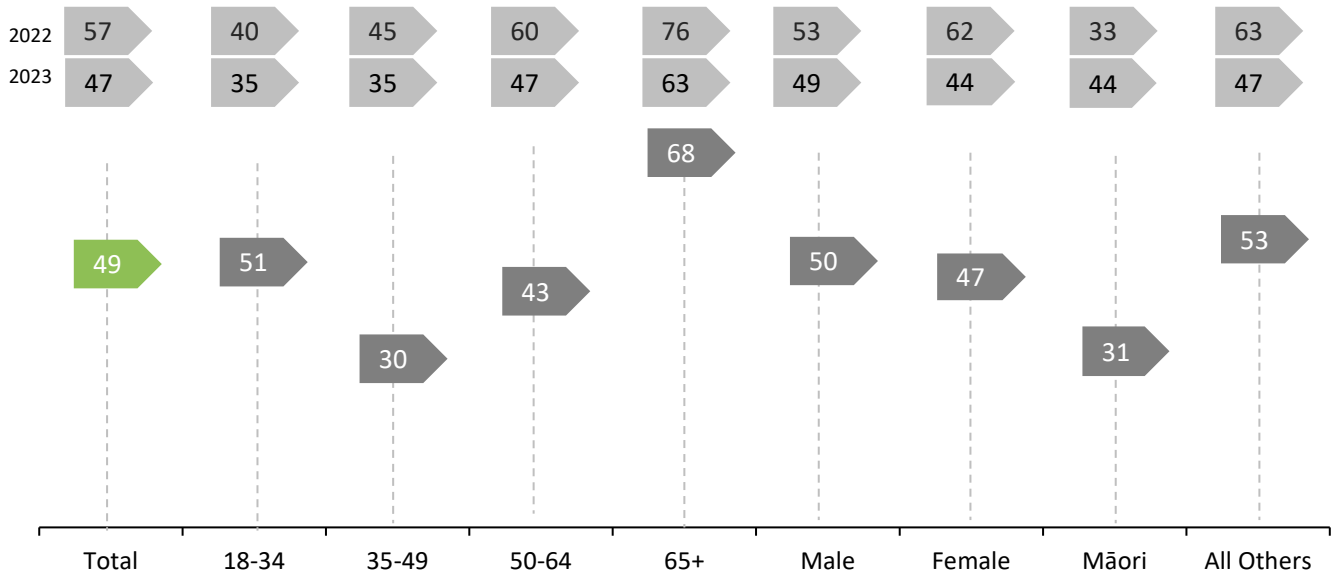


Image and Reputation

Reputation Benchmarks



- The Council's reputation score remains 'Poor', but has shown a slight increase since 2023, rising from 47 to 49.
- Amongst the wards in the Kaipara District, Otamatea has the highest reputation benchmark score of 54, closely followed by Kaiwaka-Mangawhai at 52.
- The Council's reputation benchmark was considered acceptable amongst older age groups, those aged 65 or older, at a score of 68.
- Māori residents are more likely to have a poor reputation benchmark compared to non-Māori residents (31 and 53 respectively.).



Key:

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

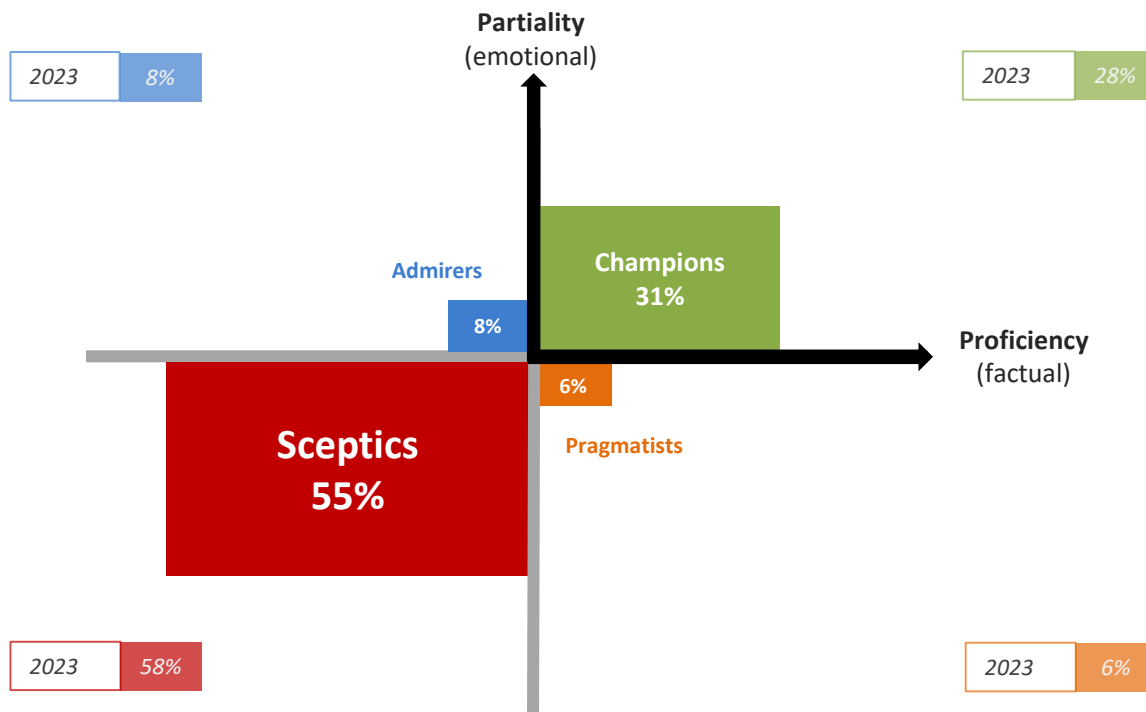
NOTES:

1. Q50A. So, everything considered, leadership, trust, financial management, quality of services provided, and preparing for the future, how would you rate the Kaipara District Council for its overall reputation? n=667
2. Excludes don't know response
3. The benchmark is calculated by rescaling the overall reputation measure to a new scale between -50 and +150 to improve granularity for the purpose of benchmarking

Year-on-year **Between demographics**

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

Reputation Profile



- Over half (55%) of residents identified as *Sceptics*, while nearly a third (31%) are categorized as *Champions*. This represents a slight shift from the previous year, when *Sceptics* were at 58% and *Champions* at 28%.

- Those who identified as non-Māori are more likely to be categorized as *Champions* (33%) than Māori residents (22%). As *Champions*, they tend to view the Council as competent and have a positive emotional connection with the Council.

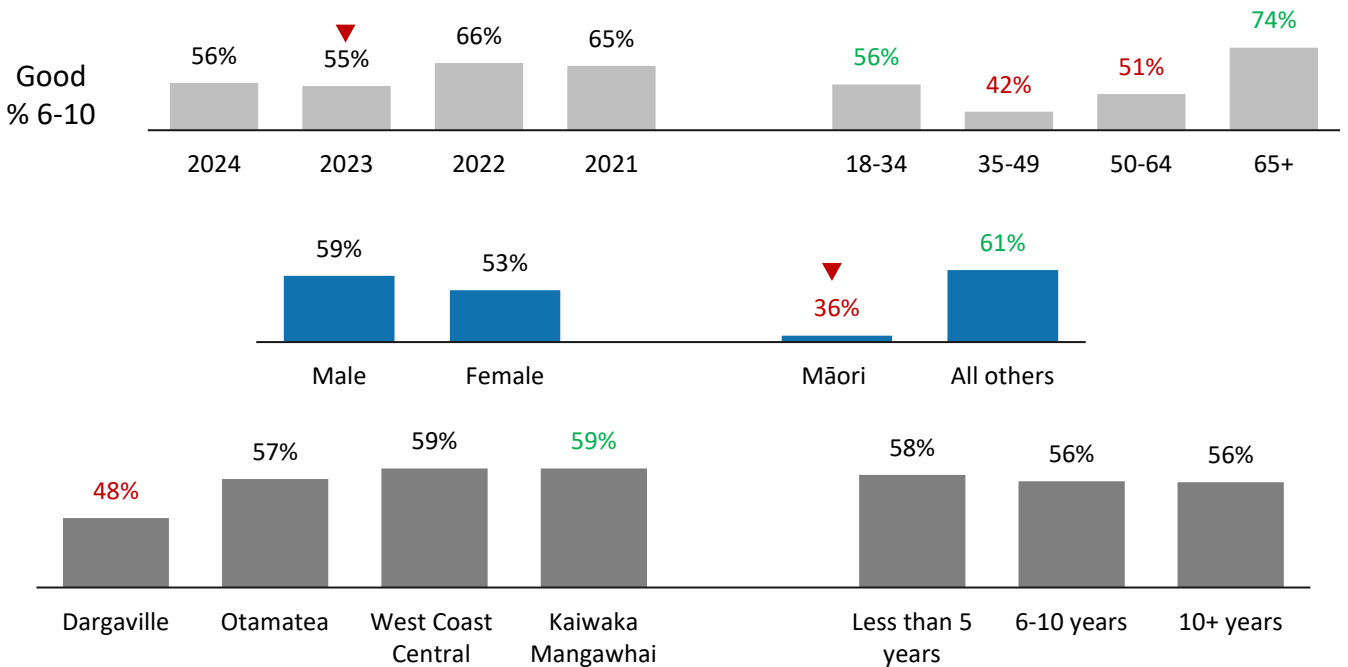
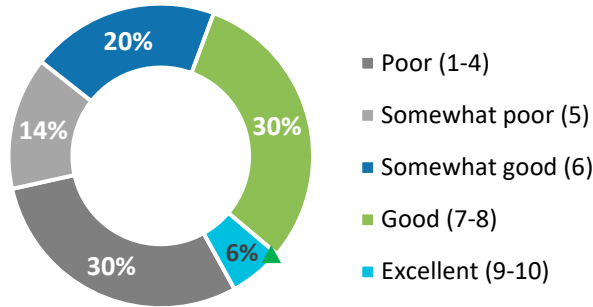
- Consistent with the 2023 results, 8% of residents are identified as *Admirers*. This group of residents has a positive connection to the Council, but believes its performance could be better.

- Younger residents, aged between 18 and 49, are more likely to be classified as *Sceptics* than other age groups. This suggests they do not value or recognize the Council's performance, harbour doubts and have a lack of trust. Connecting with these younger residents is crucial to changing their perspective towards the Council.

NOTES:

- Segments have been determined using the results from a set of five overall level questions
- REP1_1 leadership, REP1_2 trust, REP1_3 financial management, REP1_4 quality of deliverables, REP2_1 overall reputation
- Excludes don't know response

Overall Reputation



- A slight increase in satisfaction with the Council’s *Overall reputation* has been observed over the past year. However, the proportion of residents who rated the Council’s reputation as ‘Poor’ (1-4 out of 10) has also increased by 2% points, rising from 28% in 2023 to 30% in 2024.
- Older residents, those aged 65+, express the highest satisfaction with the Council’s *Overall reputation*, at 74%.
- The perception of the *Council’s reputation* amongst Māori residents has experienced a significant decrease from 51% in 2023 to 36% in 2024.
- Across all wards, residents in West Coast Central and Kaiwaka-Mangawhai rated the Council’s *Overall reputation* the highest at 59%, while residents in Dargaville reported a significantly lower satisfaction score of 48%.

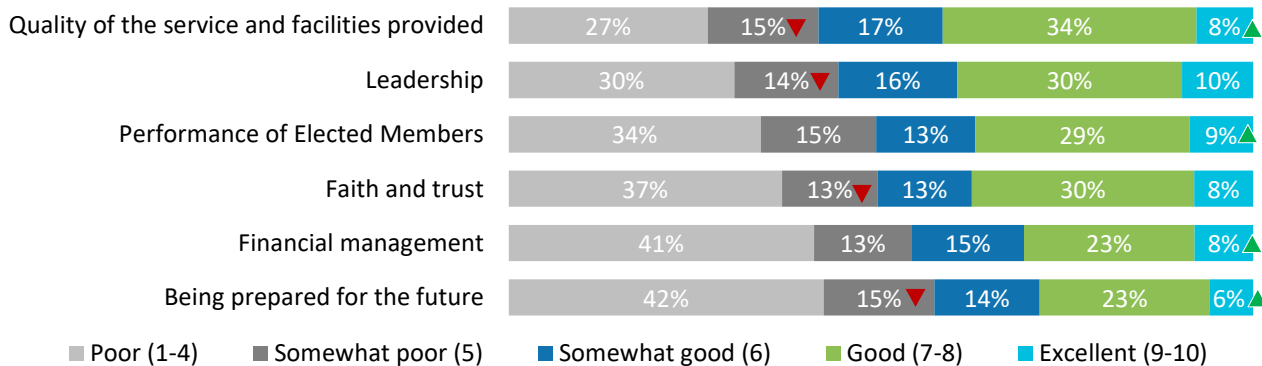
NOTES:

1. Q50A. So, everything considered, leadership, trust, financial management, quality of services provided, and preparing for the future, how would you rate the Kaipara District Council for its overall reputation? n=667
2. Excludes don’t know response

Year-on-year
▲ Significantly higher
▼ Significantly lower

Between demographics
▲ Significantly higher
▼ Significantly lower

Image and Reputation



- This year, there has been an improvement across all *Image and reputation* measures, with a significant increase in Council’s *Leadership* rating, rising from 50% to 56%.
- The *Quality of the services and facilities provided* received the highest rating amongst all *Image and reputation* measures, 58%.

Scores with % 6-10	2024	2023	2022	2021	Māori	All Other
Quality of the services and facilities provided	58%	56% ▼	68%	62%	47%	61%
Leadership	56% ▲	50% ▼	64%	62%	46%	58%
Performance of Elected members	51%	49% ▼	59%	58%	38%	54%
Faith and trust	50%	48% ▼	55% ▲	54%	36%	54%
Financial management	46%	41% ▼	47%	47%	37%	48% ▲
Being prepared for the future	43%	38% ▼	54%	49%	37%	44% ▲

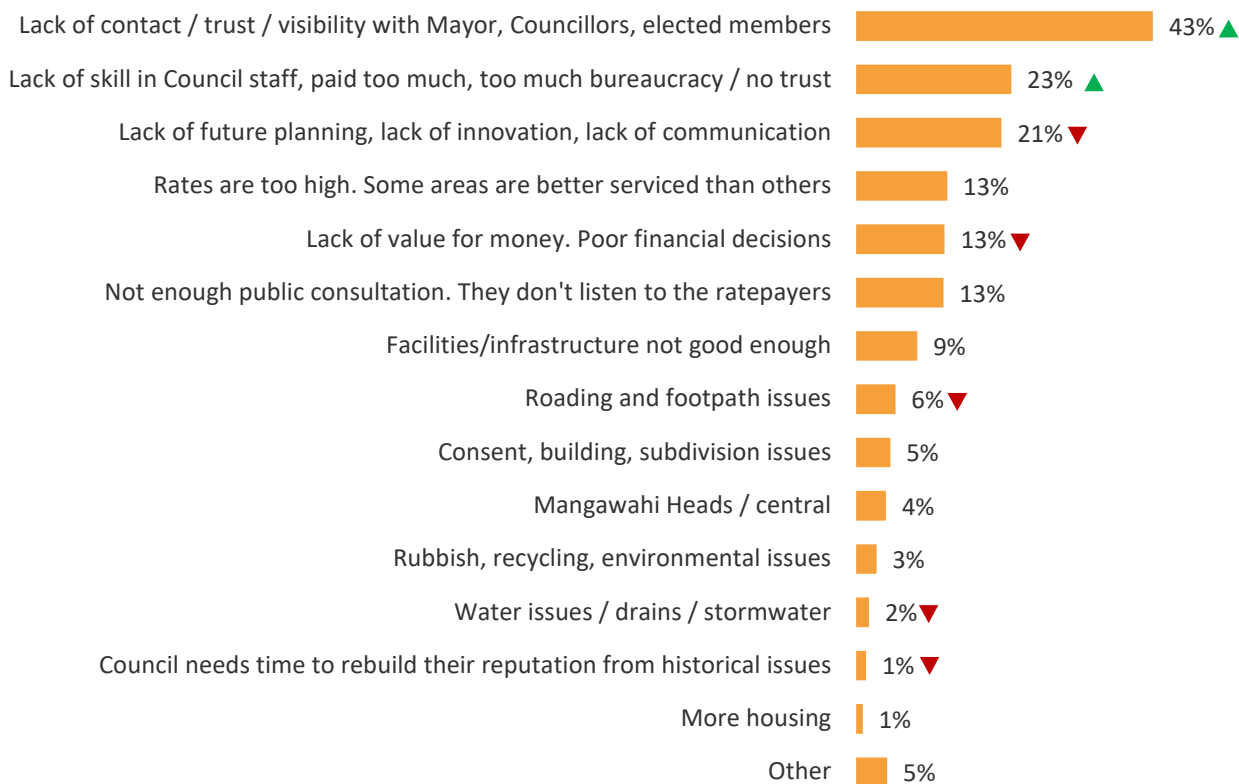
Scores with % 6- 10	Dargaville	Otamatea	West Coast Central	Kaiwaka - Mangawhai
Quality of the services and facilities provided	52%	65%	56%	59% ▲
Leadership	44%	55%	56%	63%
Performance of Elected members	40%	50%	51%	58%
Faith and trust	37%	62%	42%	56% ▲
Financial management	42%	51%	49%	42%
Being prepared for the future	38%	49%	44%	40%

NOTES:

1. Q49A. How would you rate the Council for being committed to creating a great district, how it promotes economic development, being in touch with the community and setting clear direction – LEADERSHIP n=661
2. Q49B. Thinking about how open and transparent Council is, how council can be relief on to act honestly and fairly, and their ability to work in the best interests of the district – FAITH AND TRUST n=656
3. Q49C. Now thinking about the Council’s financial management – how appropriately it invests in the district, how wisely it spends and avoids waste, and its transparency around spending – FINANCIAL MANAGEMENT n=583
4. Q49D. When you think about everything that Council does, how would you rate the Council for the quality of the services and facilities they provide the Kaipara District? n=684
5. Q49E. How would you rate the Council for being prepared for the future? n=578
6. Q49F. Taking all aspects into account, how would you rate the performance of the Elected Members? n=548
7. Excludes don’t know response

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

Reasons for Low Reputation Ratings



- *The mayor has set the district back with his removal of Maōri cultural identity and racist actions.*
- *The fish rots from the head. Jepson unfortunately taints the elected members and its council, and our region with his actions.*
- *I think the current Council has painted itself, bar a few members, as a racist, backward, untrustworthy, unprepared, uncaring bunch of misogynists.*
- *I believe that they need to include Māori input.*
- *Well the first thing that happens is you all give yourselves a pay rise, this has to stop, most are way overpaid.*
- *They have lost a lot of trust in our community through the ripping off of Mangawhai residents with the sewerage system that went over budget, forcing everyone's rates through the roof, which we will be suffering with forever.*
- *Not a strong intelligent focus, or a sense of collaborative approach of the members.*
- *Not happy with some of the decisions being made by the elected members, but don't have any major issues with the staff.*
- *Too much is hidden from ratepayers and there are obvious preferences to how money is spent, regardless of need in other areas.*

NOTES:

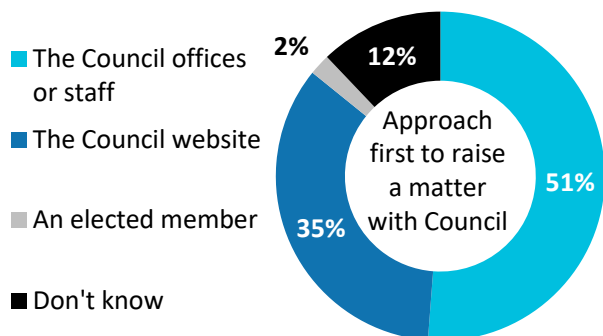
1. Q50B. If you are dissatisfied with the Kaipara District Council's reputation, i.e., rated them 1 to 5 out of 10, can you tell us why you are not satisfied? n=257

Year-on-year
 ▲ Significantly higher
 ▼ Significantly lower



Contact with Council

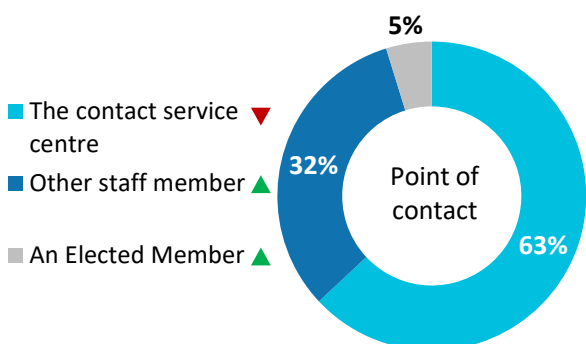
Contact with Council - Interactions



- Consistent with 2023, slightly over half of residents (51%) contact the *Council offices or staff* when they have a matter to raise.
- Over a third (35%) visit the *Council's website*, while only 2% contact *An elected member*.

- Nearly four in ten residents (39%) who contacted Council within the last 12 months contacted them *By phone*, this is significantly lower than 2023 (46%).
- *In-person* interaction has continued to decline, with 24% of residents using this method of contact, a slight decrease from 25% last year.

Method of contact	2024	2023	2022
By phone	39% ▼	46%	42%
By e-mail	32%	36%	33%
In person	24%	25% ▼	32%
Council's website	22%	-	-
Antenno App	9%	-	-
In writing	6%	6%	4%
Council's Facebook	3%	-	-
Other	1% ▼	7% ▲	3%



- There has been a significant decrease in residents dealing with the *Contact service centre* when contacting the Council, dropping from 76% in 2023 to 63% in 2024.
- While interactions with *Other staff members* (32%) and *Elected members* (5%) have significantly increased year on year.

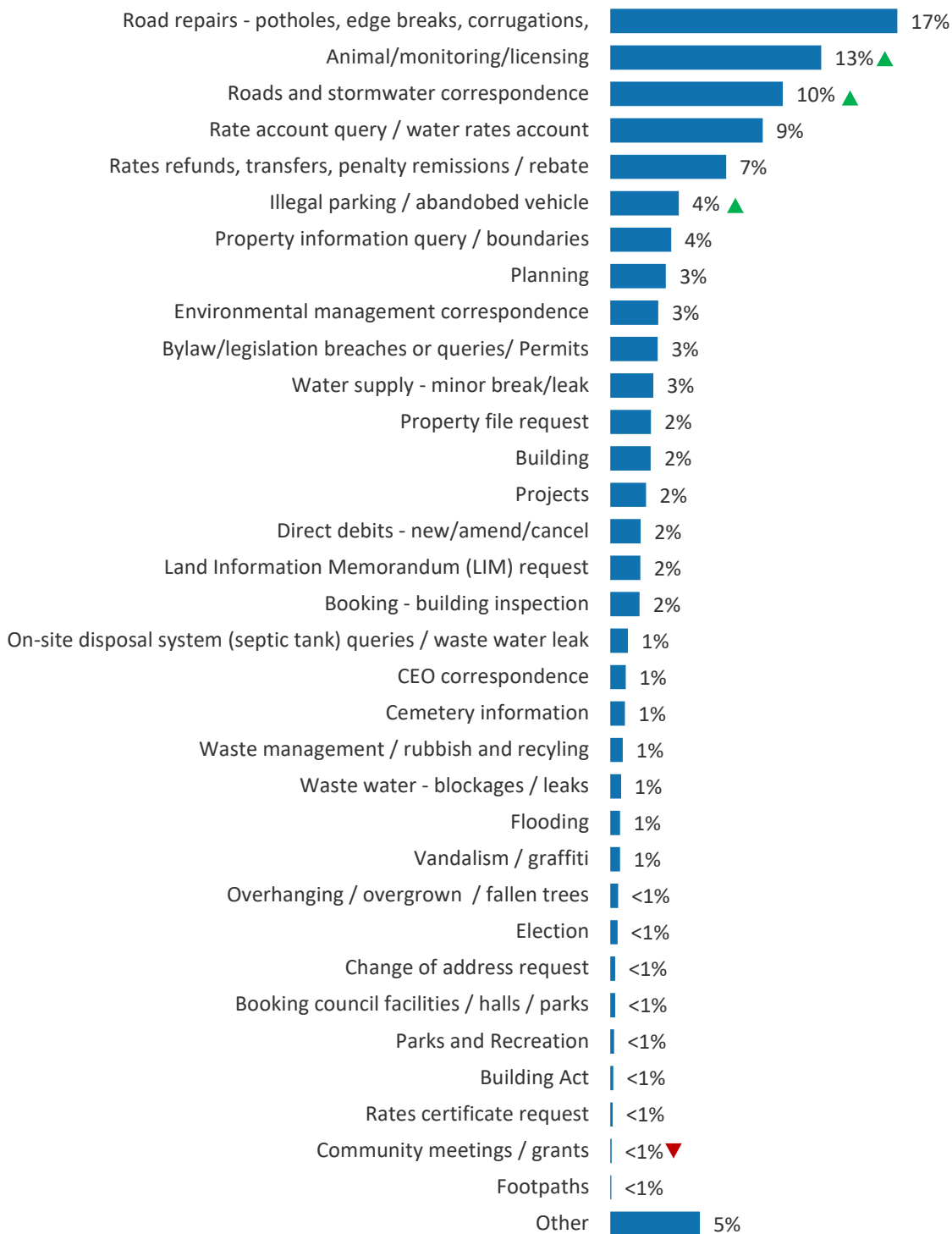
NOTES:

1. Q6. When you have a matter that you need to raise with Council, who do you approach first?
2. Q7. During the last 12 months, have you contacted the Council office...?
3. Q8. In your most recent interaction with the Council who did you deal with when contacting the Council? n=487

▲ Significantly higher
▼ Significantly lower

Between demographics
▲ Significantly higher
▼ Significantly lower

Contact with Council - Interactions



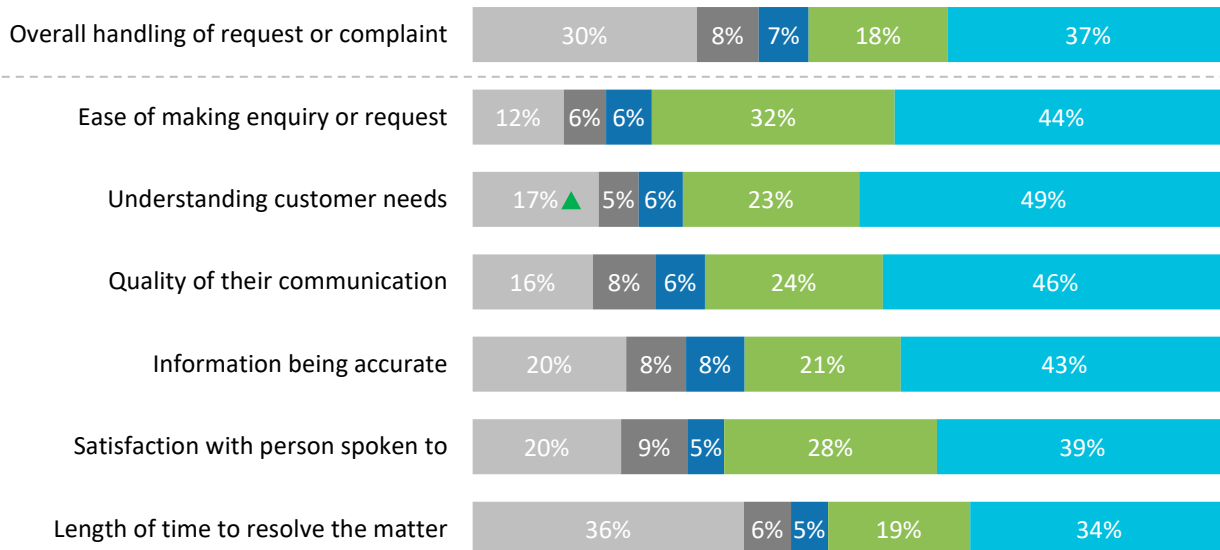
- The most common contact with Council concerns *Road repairs – potholes, edge breaks, corrugations* (17%).
- *Animal monitoring or licensing queries or requests* were the second most common reason for contacting Council at 13%

Notes:

1. Q8A. Thinking about your most recent contact with Council, what did it relate to? n=485

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

Contact with Council: Satisfaction



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

- The overall satisfaction with Councils *Handling of the request or complaint* (62%) has slightly declined by 2% points over the past year.
- Māori residents have expressed the least satisfaction with all aspects related to *Contact with Council*.

Scores with % 6-10	2024	2023	2022	2021	Māori	All Other
Overall handling of request or complaint	62%	64%	64%	68%	44% ▼	68%
Ease of making enquiry or request	82%	83%	82%	86%	67% ▼	87% ▼
Understanding customer needs	78%	81%	78%	80%	60% ▼	83%
Quality of their communication	76% ▼	82%	82%	79%	62% ▼	80%
Information being accurate	72%	73%	68%	73%	55% ▼	77%
Satisfaction with person spoken to	72%	76%	77%	78%	54% ▼	77%
Length of time to resolve the matter	58%	61%	59%	65%	42% ▼	63%

NOTES:

1. Q9A. How would you rate your satisfaction with the Council person you spoke to? n=468
2. Q9B How would you rate their understanding of what you wanted? n=466
3. Q9C. How would you rate the quality of their communication n=472
4. Q9D. How would you rate your satisfaction with each of the following? n=476
5. Excludes don't know response

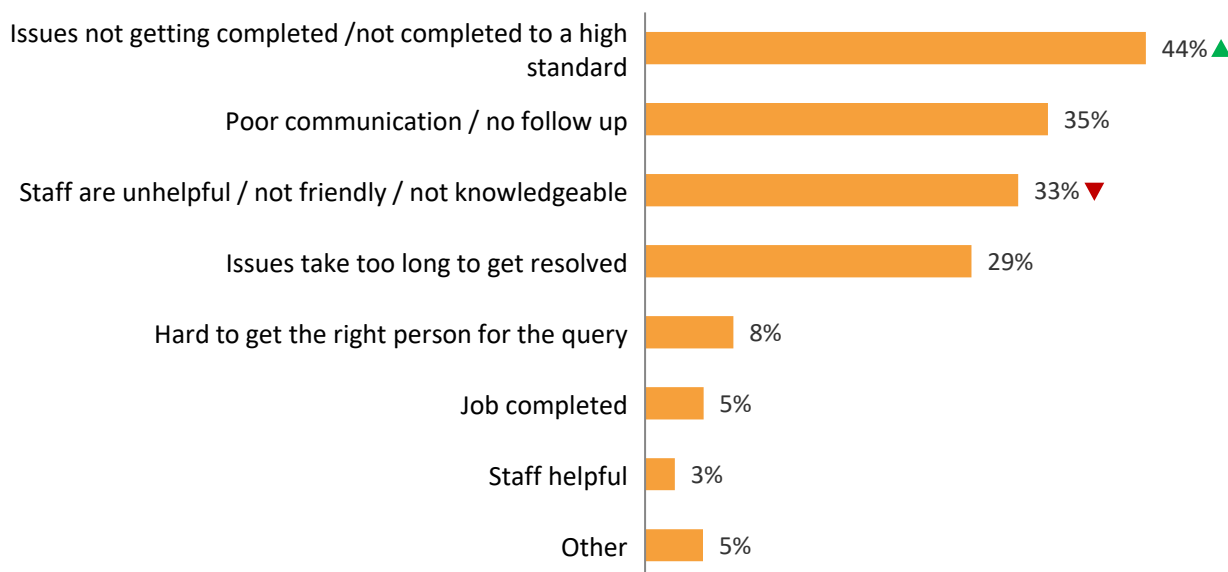
▲ Year-on-year Significantly higher
▼ Year-on-year Significantly lower
▲ Between demographics Significantly higher
▼ Between demographics Significantly lower

Contact with Council: Satisfaction

Scores with % 6-10	Dargaville	Otamatea	West Coast Central	Kaiwaka - Mangawhai
Overall handling of request or complaint	70%	65%	58%	59%
Ease of making enquiry or request	88%	81%	87%	75%
Understanding customer needs	88%	88%	69%	72%▼
Quality of their communication	84%	81%	74%	68%▼
Information being accurate	79%	82%	65%	64%
Satisfaction with person spoken to	77%	80%	67%	65%
Length of time to resolve the matter	64%	59%	52%	58%

- Satisfaction with *Overall handling requests or complaints* is highest amongst Dargaville residents (70%), who also rated related associated attributes highly compared to other wards. In contrast, residents in West Coast Central rated the *Overall handling of requests or complaints* the lowest at 58%.
- There is a significant decline in satisfaction with *Understanding customer needs* and *Quality of communication* amongst Kaiwaka-Mangawhai residents.
- The main reasons for dissatisfaction with *Contact with Council* were *Issues not being resolved or completed to a high standard* (44%) and *Poor communication or no follow-up* (35%).

Reasons for Dissatisfaction

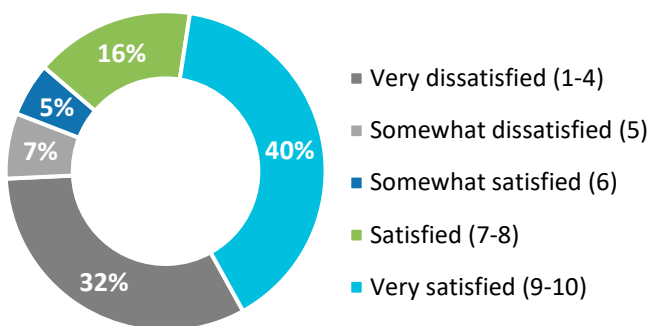


NOTES:

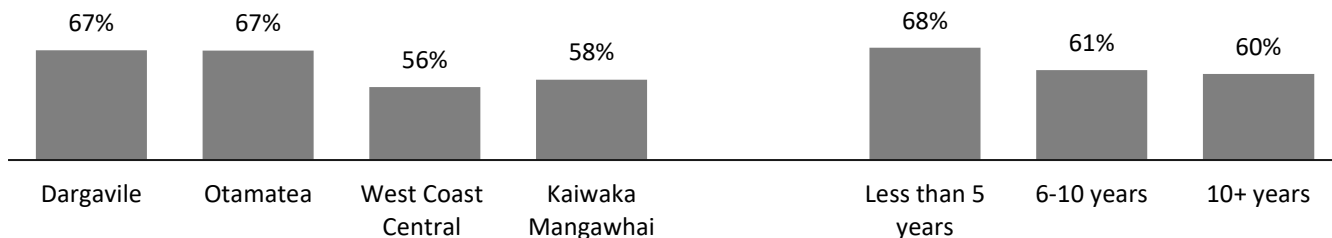
1. Q9A. How would you rate your satisfaction with the Council person you spoke to? n=468
2. Q9B How would you rate their understanding of what you wanted? n=466
3. Q9C. How would you rate the quality of their communication n=472
4. Q9D. How would you rate your satisfaction with each of the following? n=476
5. Excludes don't know response
6. Q10. Relating to your recent interaction with Council, if you rated them 1 to 5 out of 10 in Questions 9D1 to 9D4, can you please tell us why? n=189

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

Satisfaction with Outcome of Request or Complaint



Satisfied % 6-10



- Over six in ten respondents (61%) who contacted the Council are satisfied with the *Overall outcome of their request or complaint*, this is consistent year-on-year.
- Nearly a third (32%) are ‘Very dissatisfied’ with the *Overall outcome of their request or complaint*.
- Residents who identify as Māori were the least likely to be satisfied (40%) with the *Outcome of their request or complaint*, indicating a significant year-on-year decline (from 67% in 2023).
- The satisfaction of Non-Māori residents has significantly increased, rising from 59% to 68%.
- Both Dargaville and Otamatea residents rated the *Outcome of their request or complaint* at 67%.
- Residents who have lived in the Kaipara District for less than 5 years are more likely to express satisfaction with the *Outcome of their request or complaint* (68%).

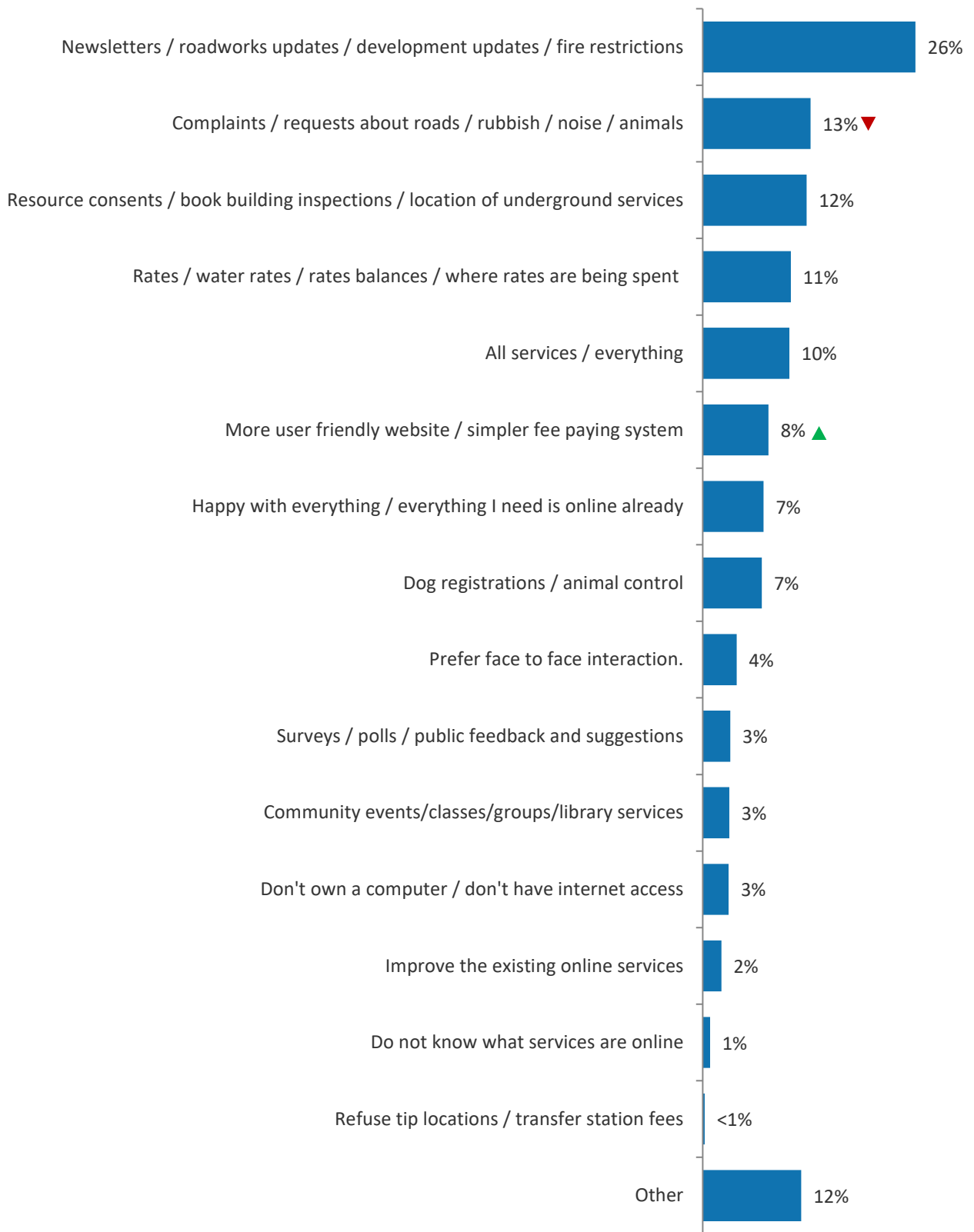
NOTES:

1. Q11. And how satisfied were you with the outcome, that is how well your request or complaint was resolved? n=447
2. Excludes don't know response

Year-on-year
▲ Significantly higher
▼ Significantly lower

Between demographics
▲ Significantly higher
▼ Significantly lower

Additional Online Services



NOTES:

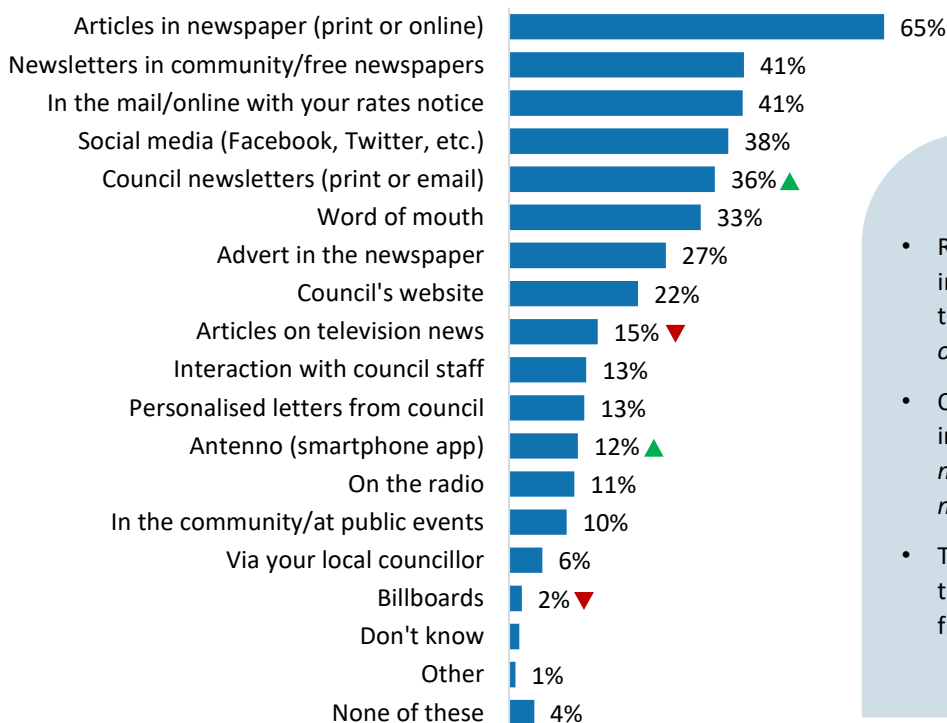
1. COM6: Are there Council services that you would like to be available online? Please provide as much detail as possible. n=136

Year-on-year
▲ Significantly higher
▼ Significantly lower



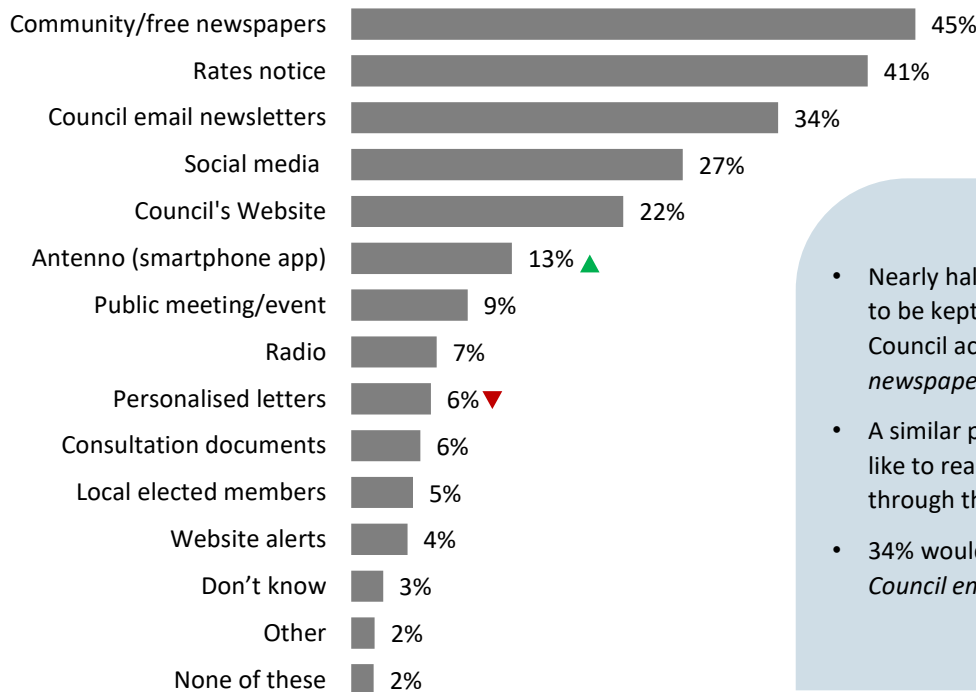
Communication and Public Involvement

Where Residents See and Hear About Council



- Residents primarily heard or saw information about the Council through *Articles in newspapers (print or online)*, (65%).
- Over four in ten residents received information through *Community newsletters* and with their *Rates notices*, both reported at 41%.
- There was an increase in awareness through *Council newsletters*, rising from 25% in 2023 to 36% in 2024.

Preferred Way to Keep up-to-date with Council Activities



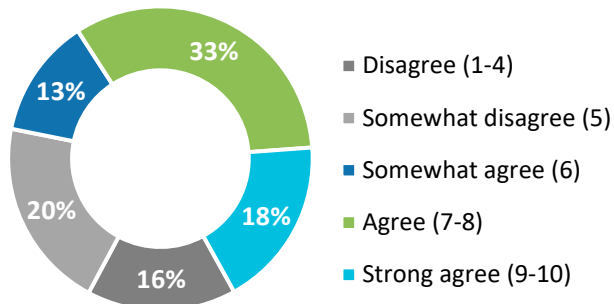
- Nearly half of residents (45%) prefer to be kept up to date regarding Council activities via *Community/free newspapers*.
- A similar percentage (41%) would like to read about the Council through their *Rates notice*.
- 34% would prefer to receive a *Council email newsletter*.

Notes:
 1. COM1. In the last 3 months, where have you seen or heard about Kaipara District Council?
 2. COM2. What would be your preferred way to keep up-to-date with what Kaipara District Council is doing?

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

Communication Evaluation

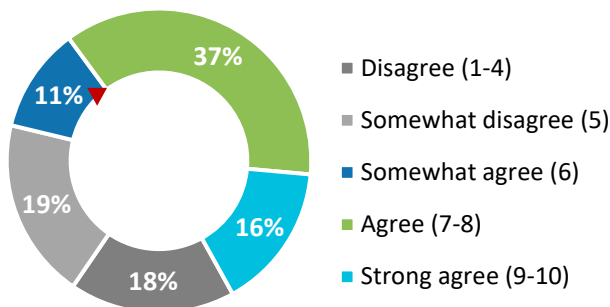
What Heard is Relevant and Interesting



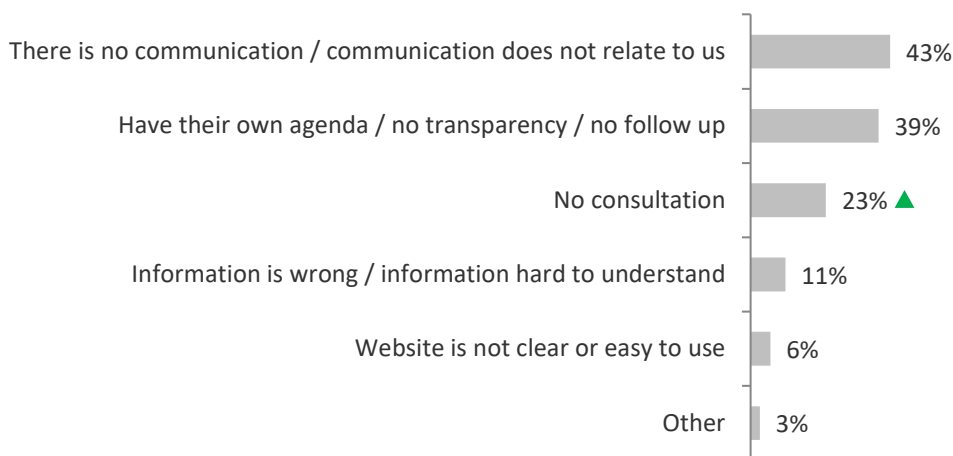
- 63% of residents agreed *What they heard about Council was relevant and interesting* to them (rated 6-10 on the 10-point scale). While 16% disagreed with the statement.

Information is clear and easy to understand

- 63% of residents agreed that *The information provided by the Council was clear and easy to understand* (rated 6-10 on the 10-point scale), showing a slight decrease of 1% point from the 2023 result.
- While 18% disagreed with the statement (rated 1-4).



Reasons for Disagreement



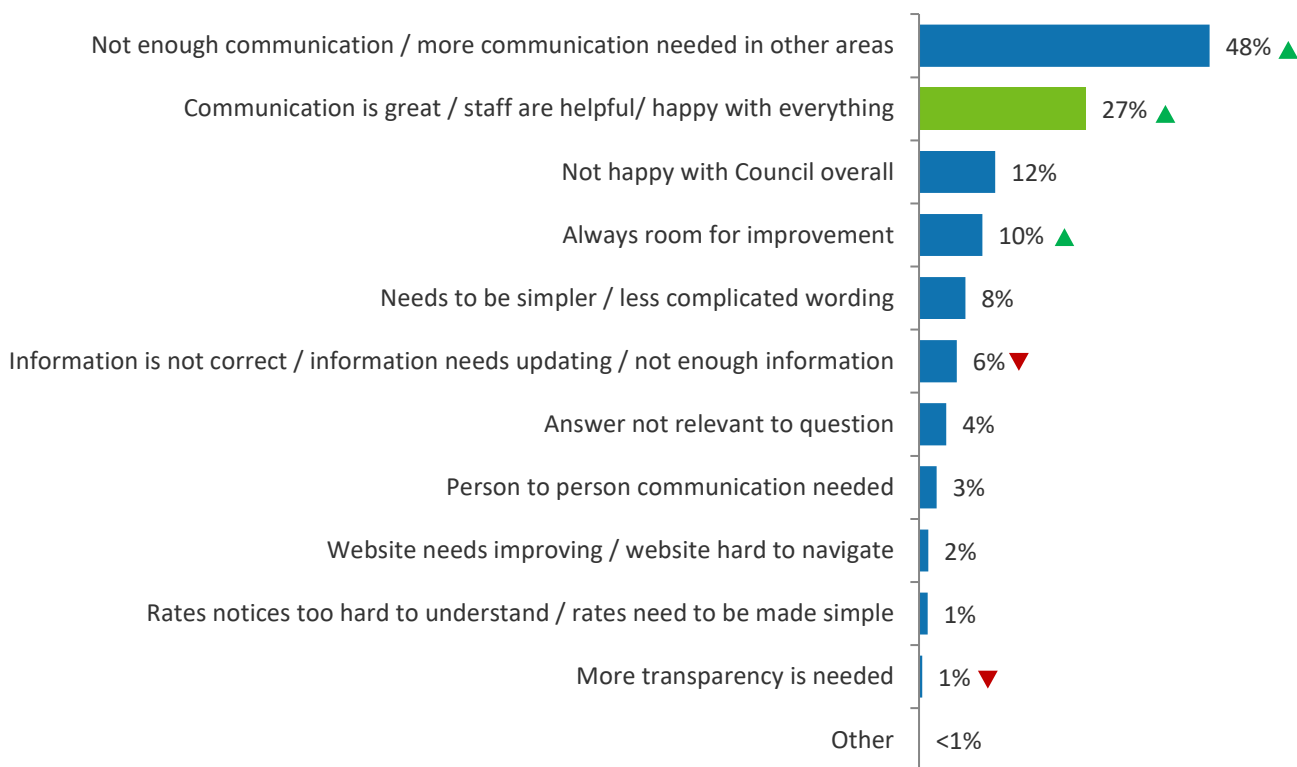
NOTES:

- COM3. Using a scale of 1 to 10 where 1 means 'strongly disagree' and 10 means 'strongly agree', how much do you agree or disagree with the following statements? n=732
- COM4. If you have rated 1 or 2 out of 10 in COM3, can you tell us why you strongly disagree with the statements about Council's communications. n=50

Year-on-year
▲ Significantly higher
▼ Significantly lower

Between demographics
▲ Significantly higher
▼ Significantly lower

General Comments about Councils Communications



- *I feel like they are lacking. I find out most through social media, which is okay for someone of my generation, but not okay for others.*
- *Letters need to be backed up with phone calls when the matter is of a serious nature.*
- *Queries and issues need to be responded to in person or email stating what action is being taken, rather than an automated reply which no action is taken.*
- *Often difficult to speak to the right people or persons.*
- *Communications around council meetings should be shared with the community more often, including a summary of what is on the agenda for upcoming meetings. A summary of all council decisions should also be published to increase public awareness and transparency.*
- *Let's use more te reo, not generated by AI.*
- *It would be good if Council could reply to letters sent in.*



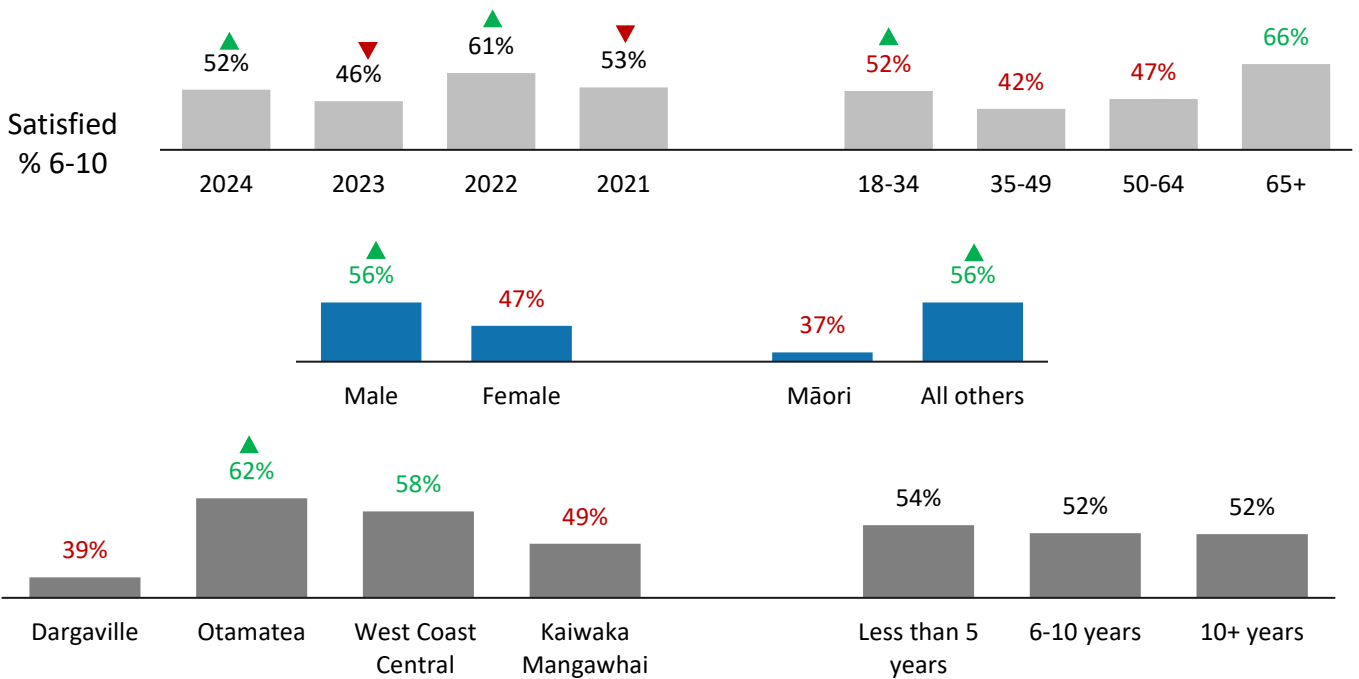
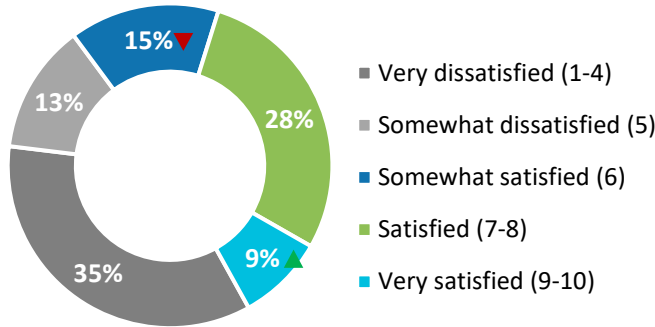
- *Council has excellent updates in local newspapers.*
- *Happy with current methods.*
- *Seem to be competent and efficient at communication.*
- *The multi platform approach is good, emails, website, social media and apps.*
- *Easy to read and understand.*
- *The council employees do their best considering they do what they are told to do, or according to a certain few in the hierarchy of the council.*
- *Excellent communications from the library. I notice more people are watching council meetings online. Front office staff are always helpful and pleasant.*
- *Information with rates is sufficient for everyday information.*
- *Seem to be up to date with existing methods.*
- *Antenno smartphone communication suits me well.*

NOTES:

1. COM5. Are there any comments that you would like to make about the communications provided by Kaipara District Council? n=202

Year-on-year
▲ Significantly higher
▼ Significantly lower

Involvement in Council decision-making



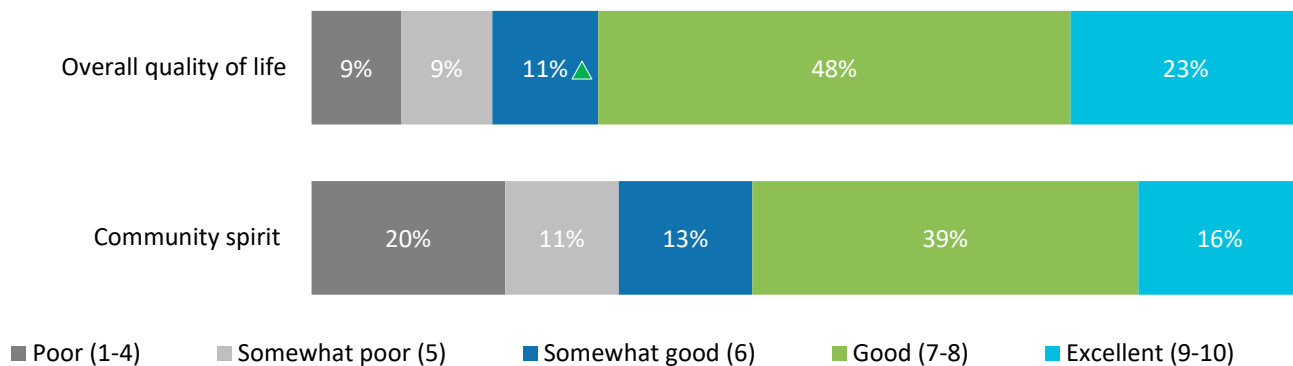
- Satisfaction with *The way Council involves the public in the decisions it makes* has significantly increased since 2023. However, the satisfaction score remains lower than 2022, which was 61%.
- Older residents, those aged 65 and above (66%), were significantly more likely to be satisfied with *The way Council involves the public in the decisions it makes* compared to younger residents, although satisfaction amongst residents aged 18 to 34 has significantly increased year-on-year.
- Male and non-Māori residents are more likely than their counterparts to be satisfied with *The way Council involves the public in the decisions it makes*.
- Residents living in the Otamatea and West Coast Central areas were significantly more likely to be satisfied with *The way Council involves the public in the decisions it makes* with 62% and 58% satisfaction scores respectively.

NOTES:

1. Q44. How satisfied are you with the way Council involves the public in the decisions it makes?
n=601
2. Excludes don't know response

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

Community Spirit and Quality of Life



- Over eight in ten residents (82%) rated their *Quality of life in the Kaipara District* as ‘Somewhat good’ to ‘Excellent’, showing a slight improvement from 2023.
- Satisfaction with *Community spirit* has also increased, rising from 66% in 2023 to 69% in 2024.

Scores with % 6-10	2024	2023	2022	2021	Māori	All Other
Quality of Life	82%	79% ▼	87% ▲	83%	64%	86% ▲
Community Spirit	69%	66% ▼	78% ▲	72%	55%	72%

Scores with % 6-10	Dargaville	Otamatea	West Coast Central	Kaiwaka - Mangawhai
Quality of Life	74%	83%	80%	87%
Community Spirit	57%	78%	64%	74%

NOTES:

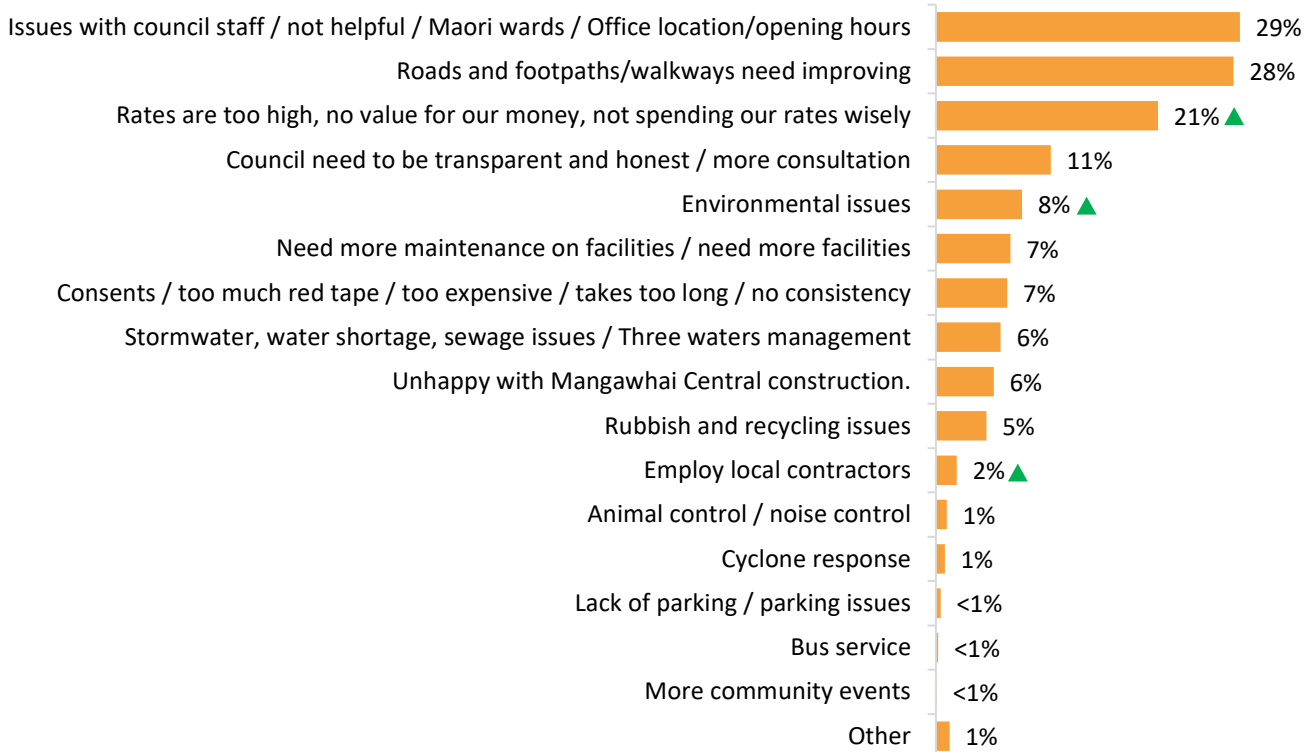
- Q45. If we thinking of community spirit as being a sense of belonging to a community, where people work together to shape their future, how would you rate the community spirit? n=690
- Q46. Would you say, that overall, the quality of life in the Kaipara District is...? n=724
- Excludes don't know response

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

Aspects Liked or Approved Of



Aspects Disliked or Disapproved Of



Notes:

- Q48A. Is there any ONE thing about the Council’s actions, decisions or management in the last few months, that comes to mind as something you do like or approve of? n=224
- Q47A. Is there any ONE thing that comes to mind with regard to the Council’s actions, decisions or management in the last few months, that you dislike or disapprove of? n=379

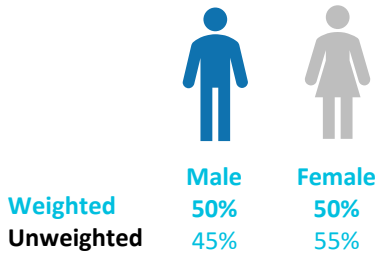
Year-on-year
▲ Significantly higher
▼ Significantly lower



Sample Profile

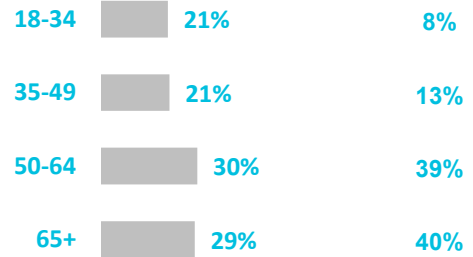
Demographics

Gender



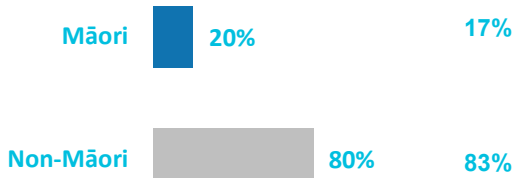
Age (weighted)

Unweighted



Ethnicity (weighted)

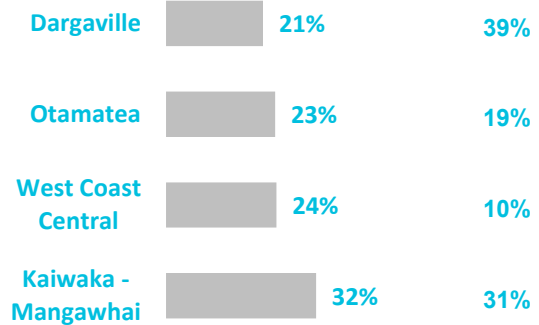
Unweighted



*Multiple response

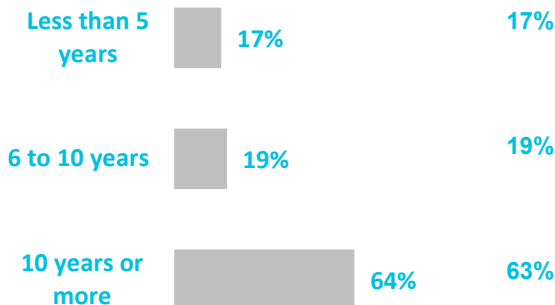
Ward (weighted)

Unweighted



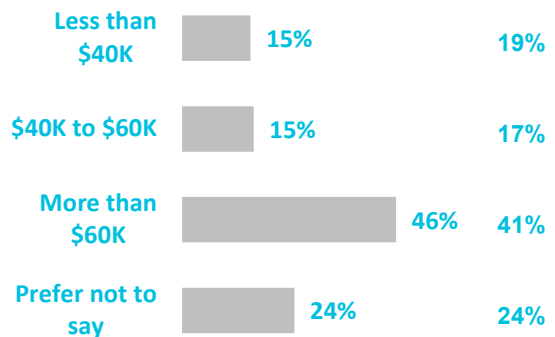
How long lived in Kaipara District (weighted)

Unweighted

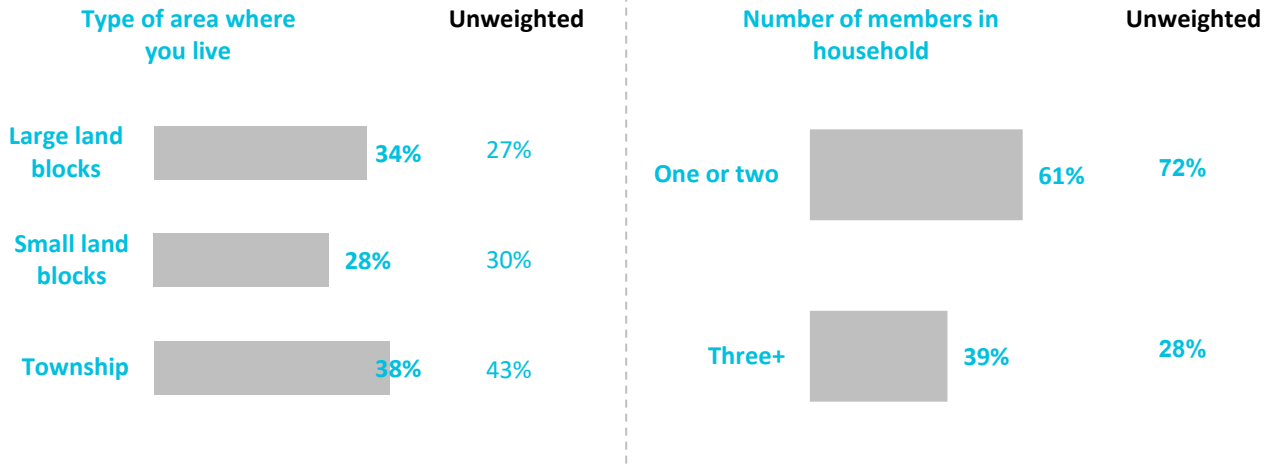


Household earnings

Unweighted



Demographics



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