



Kawerau

District Council

2023 Resident Survey

| SIL Research

July 2023

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EXECUTIVE SUMMARY

The purpose of this research was to consultatively engage with Kawerau District's residents to determine levels of satisfaction with and perceptions of Council's services, facilities, rates, communication, management and local highlights, and to identify opportunities for improvement.

Fieldwork was conducted between 8 May and 25 June 2023. Multiple data collection methods were utilised to ensure residents were well-represented (e.g. telephone surveys, postal forms and social media). A total of n=303 responses were used in the final analysis (up from 205 previously in 2020).

In 2023, the survey methodology was reviewed and adjusted to improve on previous sample limitations (i.e. introducing mixed method data collection, more inclusive sample, additional demographic details and criteria, and industry standard 1-10 rating scales). In combination, these changes represent a fairer and more accurate measure of resident sentiments. While those changes may, in part, explain greater variations in the current results compared to historical data, the adjustments made this year will allow for a more robust and representative baseline for ongoing evaluation and tracking moving forward.

In addition, it is important to consider the impact of significant circumstances when evaluating satisfaction levels and ability of the Council to meet the needs of the community in 2022-23. The cost of living in New Zealand has been steadily increasing, which has put financial pressure on Kawerau District residents. With local body elections in 2022, the electoral campaign and voting period likely brought local issues and concerns to the forefront of residents' minds as they considered the forthcoming Council term and candidates up for election. Additionally, the impact of extreme weather events and heavy rainfalls continued challenging the District, putting additional stress on local roads and infrastructure. The Kawerau District Council operated in a demanding environment marked by these, along with other, factors; which had an impact on the community and potentially influenced perceptions of the Council's performance.

The main findings in 2023 were as follows:

- Overall, Kawerau District's residents expressed satisfaction with the Council services and facilities in their community, with a satisfaction rate of 70%. This satisfaction level exceeded the New Zealand benchmark average of 58%.
- The majority of evaluated Council services, 14 out of 19 (74%), achieved satisfaction ratings of 70% or higher, with 9 services reaching very positive 80% satisfaction or above.
- The top-rated services in 2023 were the Kawerau cemetery (91%), public library (90%), and rubbish collection (90%).

- However, other areas were identified for improvement based on the survey results and community feedback. In particular, two Council services - water services (quality at 36% and delivery at 44%) and dog control (34%) - received low satisfaction scores (below 50%). These services also received a substantial amount of negative feedback from the community, particularly concerning issues with discoloured water and roaming dogs.
- Other areas of concern (as mentioned in unprompted resident feedback) included roads (specifically potholes and poor quality) and footpaths requiring more maintenance and upgrades (partly due to uneven and hazardous surfaces).
- Kawerau residents generally expressed positive sentiments regarding democracy and governance in the District – exceeding national benchmarks. 62% of respondents were satisfied with how their rates were spent on Council services and facilities (39% NZ average). Satisfaction with the Mayor and Councillors' performance stood at 69% (53% NZ average), while satisfaction with the Council staff's performance was at 75% in 2023 (54% NZ average).
- Furthermore, 64% of respondents expressed satisfaction with the way the Council involves the public in decision-making processes (51% NZ average).
- Feelings of safety remained high in the District, with 84% of respondents reporting feeling safe to some extent (58% NZ average).
- Additionally, over 7-in-10 respondents reported positive feelings of quality of life (72%) and community spirit (75%).
- Over half of respondents (57%) agreed that the Council has a good reputation (51% NZ average).
- In 2023, 47% of respondents believed that Kawerau remained the same as a place to live compared to three years ago, while 20% believed that the District had improved.

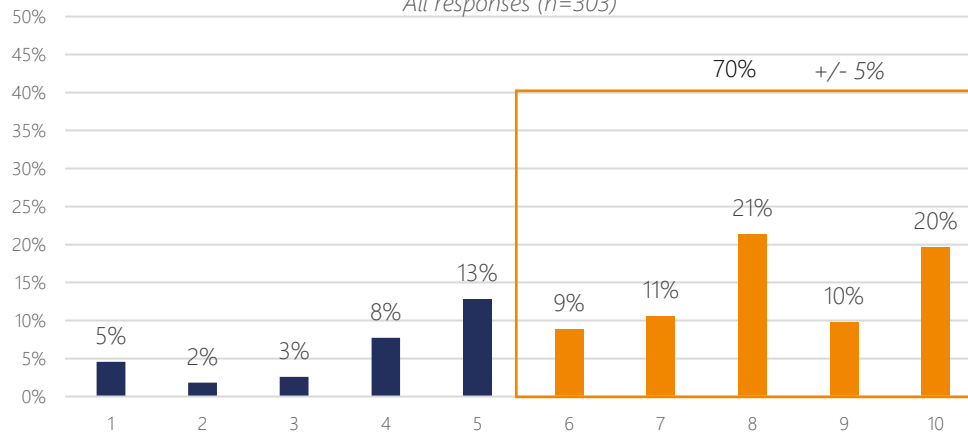


OVERALL SATISFACTION

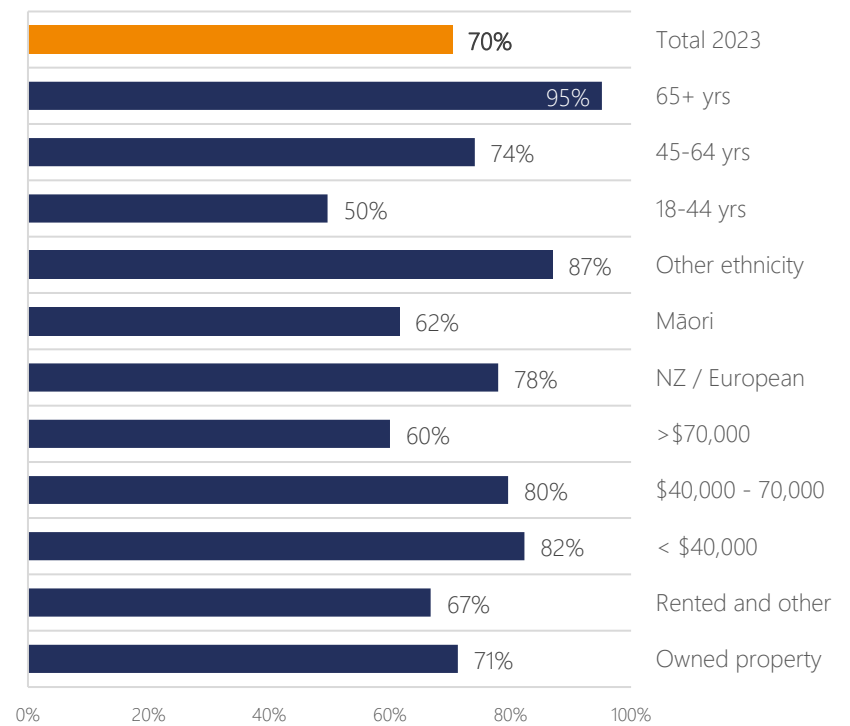
- In 2023, 70% of respondents were satisfied with overall services received from the Kawerau District Council.
- Satisfaction differed significantly by age, with younger respondents being the least satisfied (50%), compared to respondents aged 65+ (95%).
- Furthermore, Māori respondents tended to display lower satisfaction compared to New Zealand / European or other ethnicities combined.
- The current result was notably above the NZ benchmark average (58%).

Overall satisfaction with services received from the Council

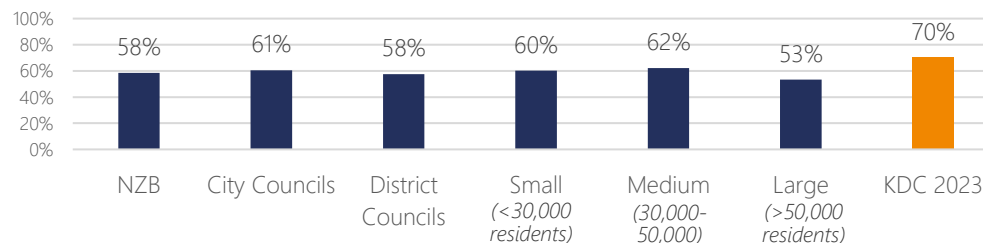
All responses (n=303)





























Overall satisfaction by key demographic groups



Overall satisfaction New Zealand benchmark



Overall satisfaction with services received from the Kawerau District Council. Scale: 1-very dissatisfied and 10-very satisfied.

 Kawerau cemetery KDC 2023: 91% NZB 2023: 79%	 District library KDC 2023: 90% NZB 2023: 87%	 Rubbish collection KDC 2023: 90% NZB 2023: 73%	 i-Site KDC 2023: 88% NZB 2023: n/a	 Safety KDC 2023: 84% NZB 2023: 58%	 Community attractiveness KDC 2023: 84% NZB 2023: n/a
 Public halls KDC 2023: 83% NZB 2023: n/a	 Parks and reserves KDC 2023: 82% NZB 2023: 82%	 Wastewater KDC 2023: 82% NZB 2023: 74%	 Recycling KDC 2023: 81% NZB 2023: n/a	 Public toilets KDC 2023: 79% NZB 2023: 67%	 Refuse transfer station KDC 2023: 78% NZB 2023: 66%
 Kawerau Museum KDC 2023: 77% NZB 2023: n/a	 Council staff KDC 2023: 75% NZB 2023: 54%	 Community spirit KDC 2023: 75% NZB 2023: n/a	 Good quality of life KDC 2023: 72% NZB 2023: n/a	 Swimming pool KDC 2023: 72% NZB 2023: 69%	 Stormwater KDC 2023: 70% NZB 2023: 56%
 Mayor and Councillors KDC 2023: 69% NZB 2023: 53%	 Decision making KDC 2023: 64% NZB 2023: 51%	 Rates value KDC 2023: 62% NZB 2023: 39%	 Footpaths KDC 2023: 60% NZB 2023: 60%	 Roads KDC 2023: 57% NZB 2023: 43%	 Reputation KDC 2023: 57% NZB 2023: 51%
 Emergency kit KDC 2023: 50% NZB 2023: n/a	 Water service ¹ KDC 2023: 40% NZB 2023: 73%	 Dog control KDC 2023: 34% NZB 2023: 63%	 Place to live (Better+Same) KDC 2023: 67% NZB 2023: n/a	 Overall performance KDC 2023: 70% NZB 2023: 58%	

-  - Good performance (70% and above)
-  - Services with positive performance (below 70% but equal to or above 50%)
-  - Services for improvement
-  - Overall performance indicators

¹ An average score between water delivery and water quality



METHODOLOGY

RESEARCH GOAL

Every three years, the Kawerau District Council (KDC) commissions an independent research company to survey Kawerau residents. The purpose of this research was to consultatively engage with Kawerau District residents to determine levels of satisfaction with and perceptions of Council's services, facilities, rates, communication, management and local highlights, and to identify opportunities for improvement.

QUESTIONNAIRE AND MAIN CHANGES

In 2023, the Resident Satisfaction Survey has been conducted by SIL Research.

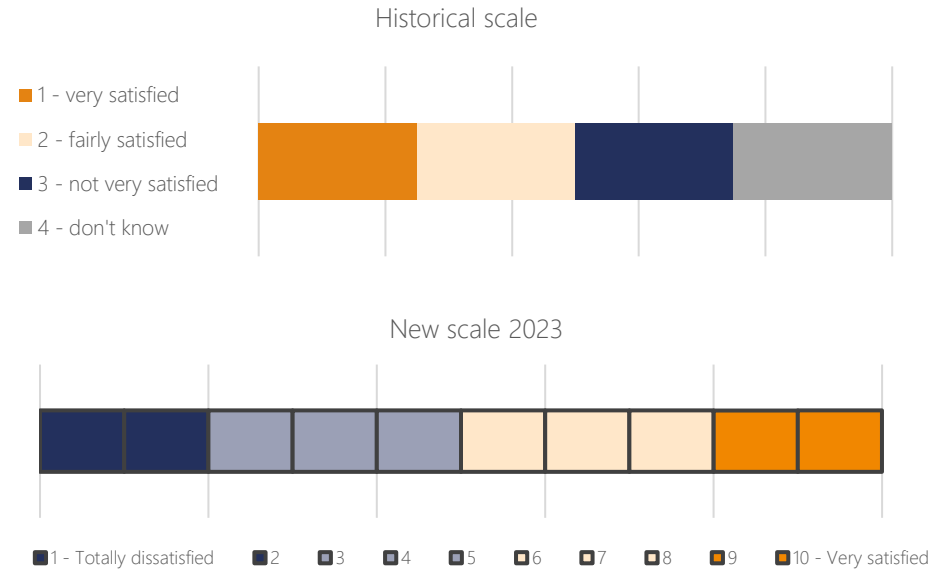
SIL Research, together with the Kawerau District Council, developed a Resident Survey questionnaire in 2023. The initial drafting was based on research previously carried out for KDC.

This questionnaire was reviewed and tested prior to full-scale data collection to ensure the survey was fit for purpose.

The new questionnaire included additional demographic criteria, based on ethnicity, home ownership and annual household income.

A combination of simple random sampling with quota sampling was used. Random sampling improved the accuracy and representativeness of the results by reducing sampling bias across the district. Age and ethnicity distribution were also monitored using quotas to ensure a sufficient number of participants was included in key demographic groups.

Historically, the survey has used a combination of scales to select responses ('Not very satisfied', 'Fairly satisfied', 'Not very satisfied', 'Don't know' – main scale, and 'Very good', 'Fairly good', 'Just acceptable', 'Not very good', 'Poor', 'Don't know' – secondary scale). In 2023, a new 1-10 Likert scale was introduced, providing more robust and consistent options for residents to express their views. The new 1-10 scale provides a wide and balanced range of response options, representing a fairer and more accurate measure of resident sentiments. A less balanced scale can result in higher (more 'positive') aggregated scores (when 'positive' ratings are combined) compared to a more balanced scale.



Historically, surveys were conducted predominantly by telephone. In contrast, the 2023 survey used a mixed method approach (including telephone, social media, online and postal methods).

DATA COLLECTION

Fieldwork was conducted between 8 May and 25 June 2023. Multiple data collection methods were utilised to ensure residents were well-represented. A mixed-methods approach included:

- (1) Telephone survey. Respondents were randomly selected from the publicly available telephone directories within Kawerau District;
- (2) Social media (available via SIL Research social media platforms, such as Facebook). The invitation advertisement was randomly promoted to District residents;
- (3) Postal survey. 1,500 survey forms were sent to randomly selected Kawerau District households.
- (4) Online survey. The survey was promoted and available via KDC channels to increase community awareness.

A total of n=303 surveys were used in the final analysis, which was a significant increase compared to n=205 in 2020.

DATA ANALYSIS

Responses were also statistically weighted (post-stratification) to reflect the age, gender and ethnicity group proportions as determined by the Statistics New Zealand 2018 Census for Kawerau District residents aged 18+.

SIL Research ensured quality control during the fieldwork period. In addition, a quality control check was performed using follow-up calls

across randomly selected respondents (10% of those who agreed to the follow up) to verify the key responses.

Further checks included, but were not limited to, removal of incomplete responses and responses coming from outside of Kawerau District.

The main resident groups analysed in this report were: age, gender, ethnicity, home ownership and income. During the analysis stage of this report, two sets of statistical testing were employed while reviewing data findings. Chi-square tests were used when comparing group results in tables, and ANOVA tests were used when comparing statement averages across groups. The threshold for reporting any statistically significant differences was a p-value of 0.05. Where differences were outside this threshold (less than 95%), no comments were made; where differences were within this threshold, comments have been made within the context of their practical relevance to KDC.

Overall results are reported with margins of error at a 95% confidence level, as indicated below.

Table 2 Margins of error

Responses n=	Reported percentages	
	50%	80% or 20%
300	±5.5	±4.4
200	±6.8	±5.4
100	±9.7	±7.8

The maximum likely error margin occurs when a reported percentage is close to 50%. The key reported measures in the main report include margins of errors calculated taking into account the survey design, finite population size correction, and service usage.

NOTES ON REPORTING

Comparative data prior to 2023 is indicative only; data collection methods before 2023 (including response scales and data collection methods) differed significantly from current methods. Historical data is shown for the total reported results available for comparison.

Due to rounding, figures with percentages may not add to 100%. Reported percentages were calculated on actual results not rounded values.

Open-ended (free-text) responses were also collected and analysed. SIL Research used a content analysis approach to determine certain themes, concepts or issues within this feedback. This represents a 'bottom up' data driven approach where identified themes are derived purely from the collective respondent feedback, rather than fitting responses into pre-determined categories. Results for reported themes may not add to 100% as several themes could be mentioned by a given respondent.

Where results are reported by sub-groups of residents, estimates of results may not be statistically reliable due to the high margins of error (small sample sizes).

Overall '*satisfaction*' percentages presented in this report are aggregated 6-10 responses on a 1-10 scale.

Satisfaction with Council services and facilities is reported in two ways:

- Total satisfaction percentage for the District (all responses), and
- Satisfaction percentages for '*Users/Visitors*' (e.g. residents who had visited/used specific Council services/facilities and/or knew enough to provide a rating).

The strength of trends or changes over time was also assessed. R^2 is a measure based on regression analysis of results over time. It was applied to the historical and current aggregated satisfaction ratings. In summary, the closer the R^2 value is to 100%, the more likely there is a trend towards an increase or decrease in performance ratings over time.

The regression analysis was also used for key driver analysis. This statistical method investigates the relationships between potential influential drivers (e.g. Council services) and residents' overall perceptions about the Council. Identified key drivers are factors that have a greater improvement potential.

RESPONSES USED IN THE ANALYSIS

Table 1 Responses by age (18+)

	Frequency	Percent
18-44	119	39%
45-64	101	33%
65+	84	28%
Total	303	100%

Table 2 Responses by gender (18+)

	Frequency	Percent
Male	121	40%
Female	181	60%
Non-binary	2	1%
Total	303	100%

Table 3 Responses by home ownership (18+)

	Frequency	Percent
Other	58	19%
Owned	245	81%
Total	303	100%

Table 4 Responses by ethnicity (multi-choice) (18+)

	Frequency	Percent
New Zealand European	166	55%
European	25	8%
Māori	163	54%
Pacific people	11	3%
Asian	5	2%
Middle Eastern/Latin American/African	2	1%
Other	10	3%
Total	303	100%

Table 5 Responses by income (18+)

	Frequency	Percent
Under \$10,000	6	2%
\$10-\$25,000	24	8%
\$25-\$40,000	54	18%
\$40-\$55,000	23	8%
\$55-\$70,000	18	6%
\$70-\$85,000	20	7%
\$85-\$100,000	28	9%
\$100,000+	58	19%
Total	303	100%

Note: final dataset was statistically weighted to increase accuracy of the reported results.

BENCHMARKING

SIL Research conducts a representative National survey of Councils* to establish a series of benchmarks across a range of Council services. This allows KDC to compare their survey results against a National average (NZB).

The National survey data is collected throughout the year so that annual results can be presented without seasonal bias. The benchmarking results in this report are based on n=400 responses collected over 2023. The data is collected using a 1-10 scale; satisfaction percentages are aggregated 6-10 ratings.

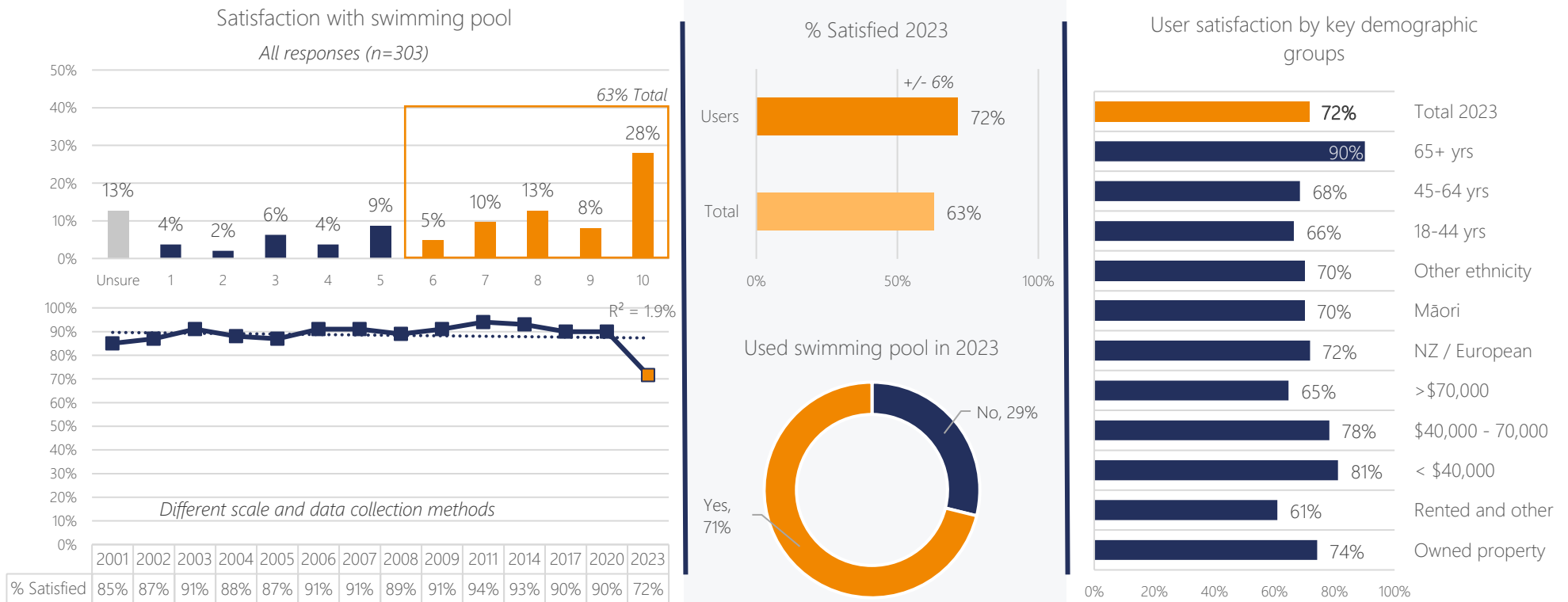
Benchmarking results are reported at 95% confidence level +/- 4-5%.

*Excludes Auckland, Wellington, Christchurch and Dunedin.



SWIMMING POOL

- In 2023, 71% of respondents reported using the public swimming pool in Kawerau (similar to 76% in 2020).
- Among these respondents, 72% expressed satisfaction with their overall experience at the swimming pool.
- Notably, 28% of respondents awarded the highest rating (10 out of 10).
- Older respondents aged 65+ (90%) tended to be more satisfied with the swimming pool compared to respondents aged under 65.
- Around one-third of respondents (31%) provided positive feedback about their swimming pool experience. They appreciated the pool as a valuable asset to the District, highlighted free fees, mentioned the good maintenance, and acknowledged the competence of the staff.
- However, approximately 17% of respondents expressed their dissatisfaction with various concerns. These included reduced and inconsistent opening hours over the past year, concerns about staff, a perceived lack of maintenance, and other issues.



Respondents were asked to rate Council's provision of the public swimming pool. Scale: 1-very poor and 10-very good.



SWIMMING POOL – community feedback

Good / positive / excellent / Great asset – 84%
Free – 21%
Clean / tidy / well maintained – 21%
Good staff / Friendly – 13%
Good amenities / BBQ – 1%
Other – 1%

Top reasons for satisfaction with swimming pool

n=95 respondents provided a comment

Closed / reduced opening hours / bore – 71%
Staff issues / lifeguards – 43%
Other – 16%
Need longer hours / working people – 14%
Slow / poor maintenance / unclean – 10%
Non-Kawerau residents should pay – 2%

Top reasons for dissatisfaction with swimming pool

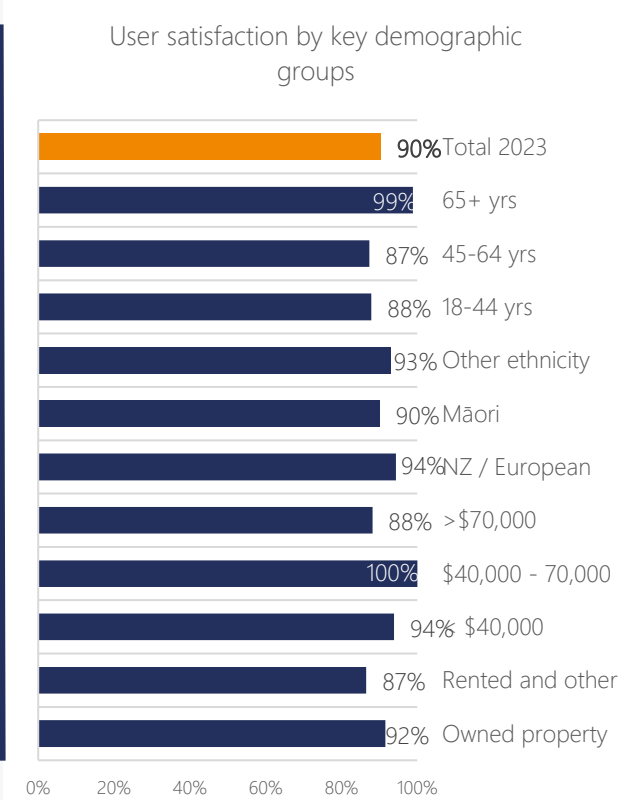
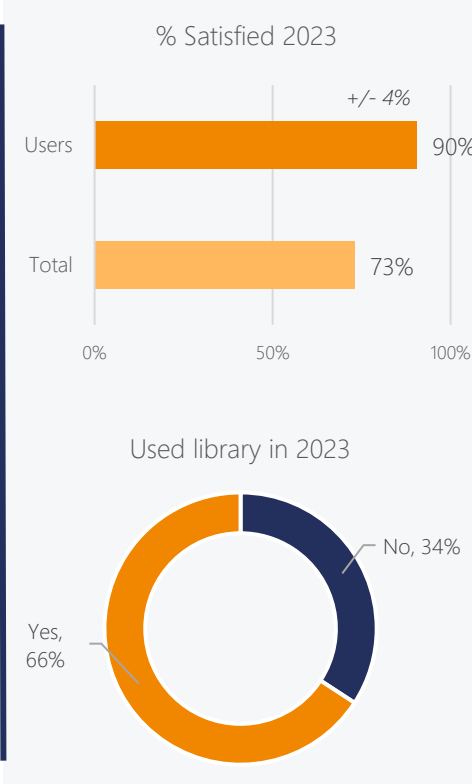
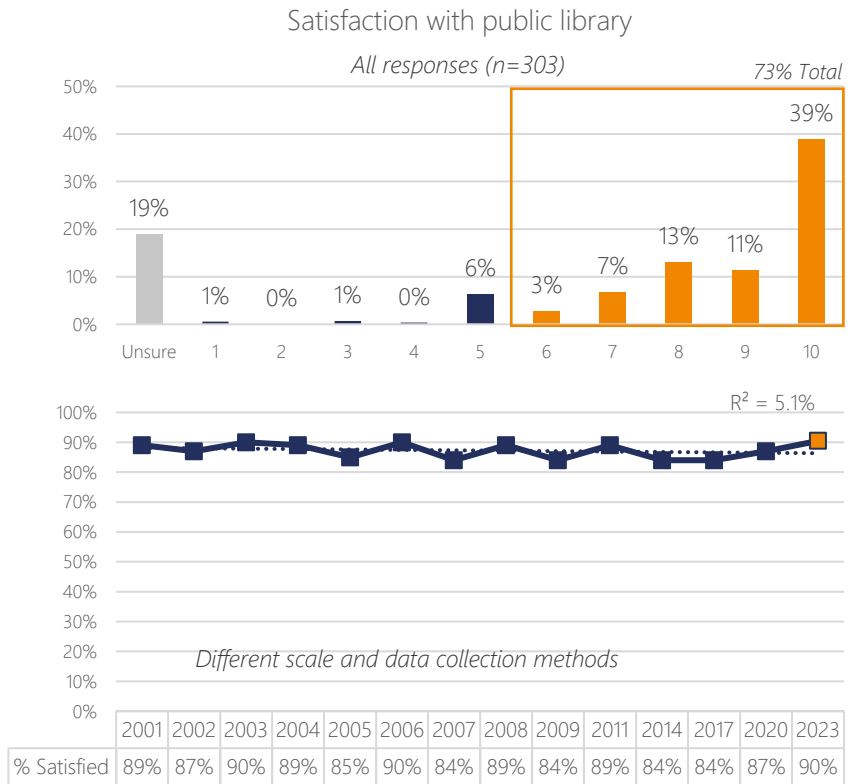
n=51 respondents provided a comment

Provision of the swimming pool – open-ended comments sorted into categories.



PUBLIC LIBRARY

- In 2023, two-thirds of respondents (66%) reported visiting the public library in Kawerau (similar to 67% in 2020).
- Among library users, a significant majority of 90% expressed high levels of satisfaction, providing ratings 6 or above. The public library was one of the top-rated services in 2023.
- There were no statistically significant differences by resident subgroups in 2023.
- The high satisfaction rate was reinforced by 45% of respondents who provided positive feedback regarding their library experience. On the other hand, only a small number of respondents (n=4) offered negative comments.



Respondents were asked to rate Council's provision of the public library. Scale: 1-very poor and 10-very good.



PUBLIC LIBRARY – community feedback

Excellent / good / great service – 68%
Good staff / helpful – 39%
Good catalogue / range – 16%
Great activities / community engagement – 11%
Great for kids – 7%
Free wi-fi / Internet / online resources – 6%
Other – 4%
Use regularly – 2%

Top reasons for satisfaction with public library

n=135 respondents provided a comment

Other – 72% [*mainly due to low usage*]
Poor service / unfriendly – 28%

Top reasons for dissatisfaction with public library

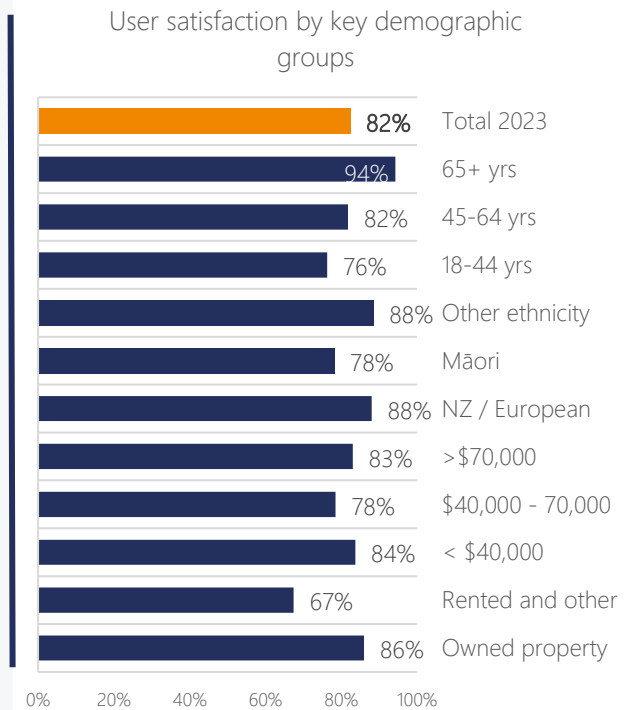
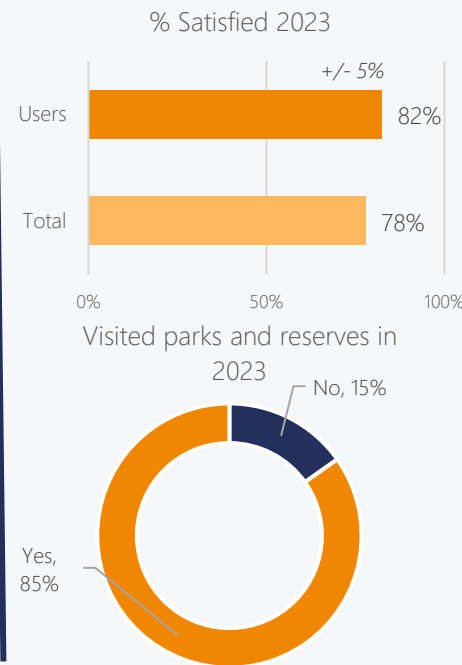
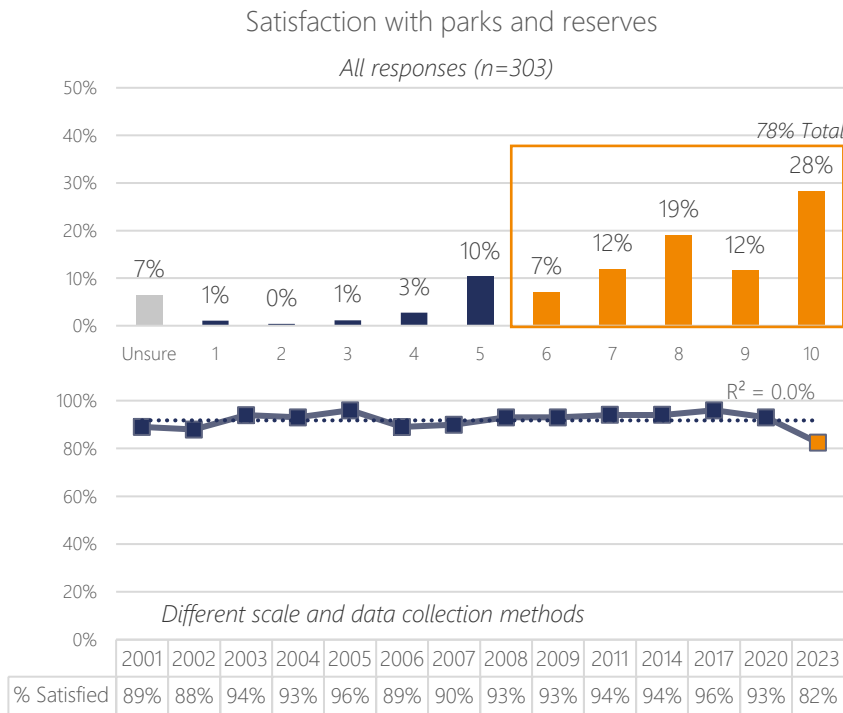
n=4 respondents provided a comment

Provision of the public library – open-ended comments sorted into categories.



PARKS AND RESERVES

- In 2023, 85% of respondents indicated visiting parks or reserves in the District (similar to 91% in 2020).
- Among these respondents, 82% expressed satisfaction with their experience in the parks or reserves.
- There were significant differences by age and home ownership in 2023.
- Younger respondents aged under 45 (76%) tended to be less satisfied; however, 76% still provided a positive rating.
- Home owners tended to be more satisfied with parks or reserves (86%) compared to those living in a rental or other types of property.
- Additionally, 37% of respondents provided positive feedback regarding their parks and reserves experience, highlighting attributes such as the beauty, good maintenance, and suitability for walking, among other positive aspects. On the other hand, a small percentage of respondents (just 6%) provided negative feedback, primarily emphasising the need for more maintenance.



Respondents were asked to rate Council's provision of parks and reserves. Scale: 1-very poor and 10-very good.



PARKS AND RESERVES – community feedback

Beautiful / nice / lovely – 75%
Well maintained / tidy – 43%
Great for walking / accessible – 13%
Can run dogs – 6%
Other – 2%

Top reasons for satisfaction with parks and reserves

n=112 respondents provided a comment

Need upgrades / more maintenance needed / cleaning / mowing / deteriorated – 64%
Unsafe / vandalism / littering / dog poo – 35%
Other – 10%
More bins needed – 7%
Wheelchair and accessibility issues – 6%

Top reasons for dissatisfaction with parks and reserves

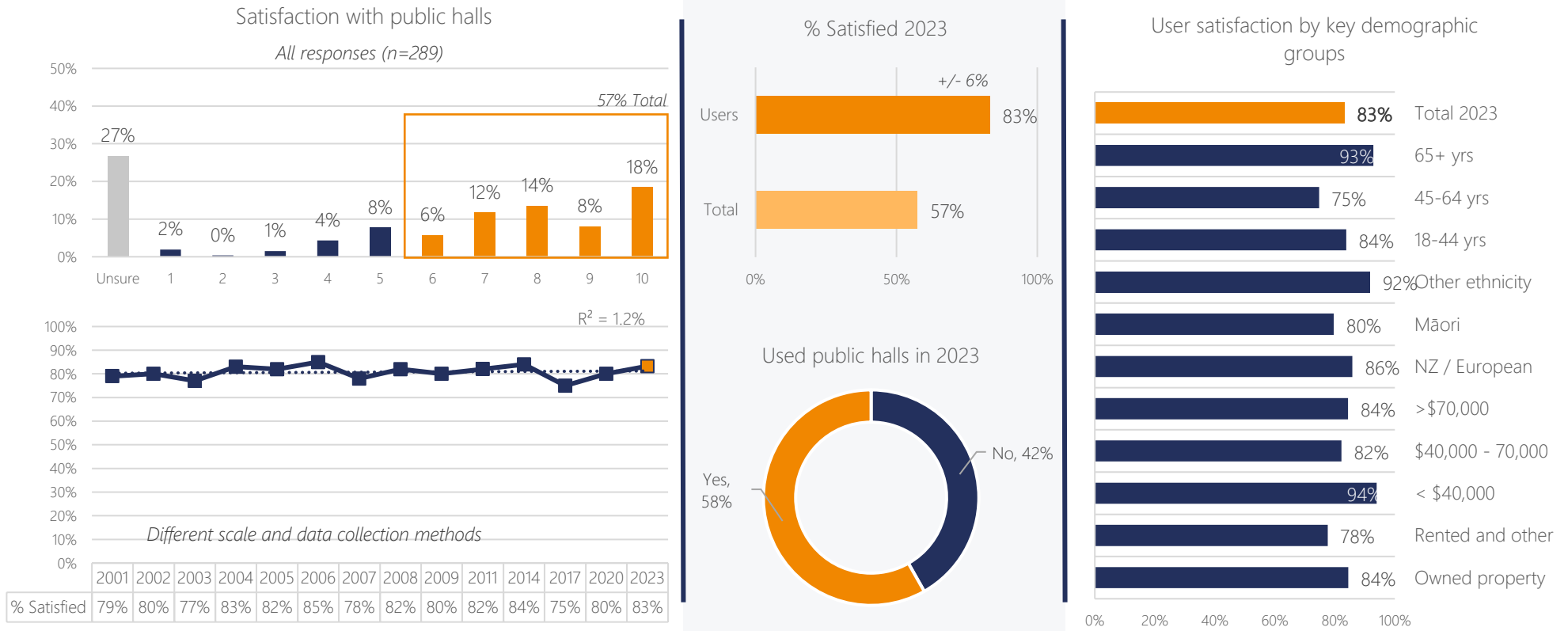
n=17 respondents provided a comment

Provision of parks and reserves – open-ended comments sorted into categories.



PUBLIC HALLS

- In 2023, 58% of respondents reported using public halls in the District (64% in 2020 and 57% in 2017).
- Among public hall users, 83% were satisfied with their experience.
- There were no statistically significant differences by resident subgroups in 2023.
- Feedback was provided by just over one-quarter of respondents, with 21% offering positive comments. They appreciated the good facilities, good maintenance, utilisation, and accessibility of the public halls, among other positive aspects.



Respondents were asked to rate Council's provision of public halls. Scale: 1-very poor and 10-very good.



PUBLIC HALLS – community feedback

OK / good / very good / no issues – 47%
Well-kept / maintained / presented – 32%
Accessible – 13%
Well used – 6%
Well / reasonably priced – 4%
Other – 4%
Good variety – 2%

Top reasons for satisfaction with public halls

n=61 respondents provided a comment

Poorly maintained / outdated / old / cold / leaks – 54%
Under utilised – 33%
Other – 11%
Expensive – 5%

Top reasons for dissatisfaction with public halls

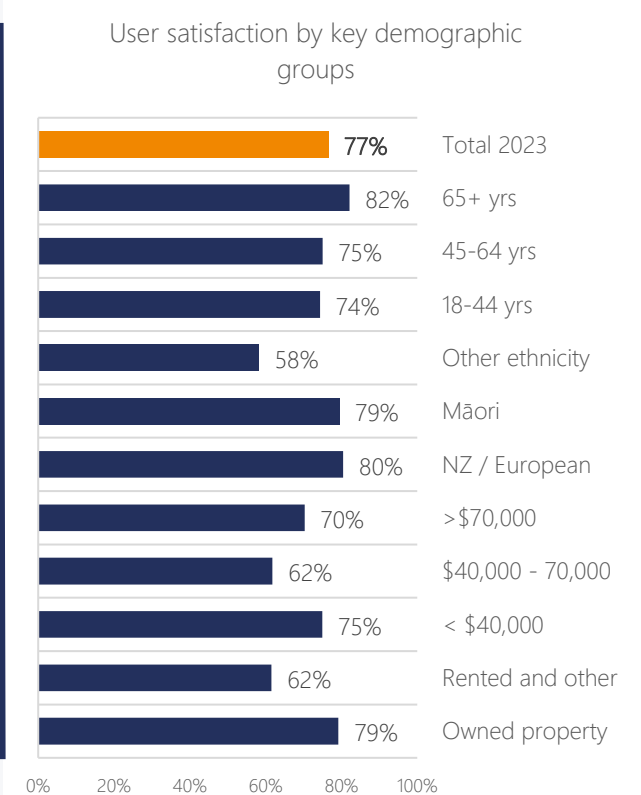
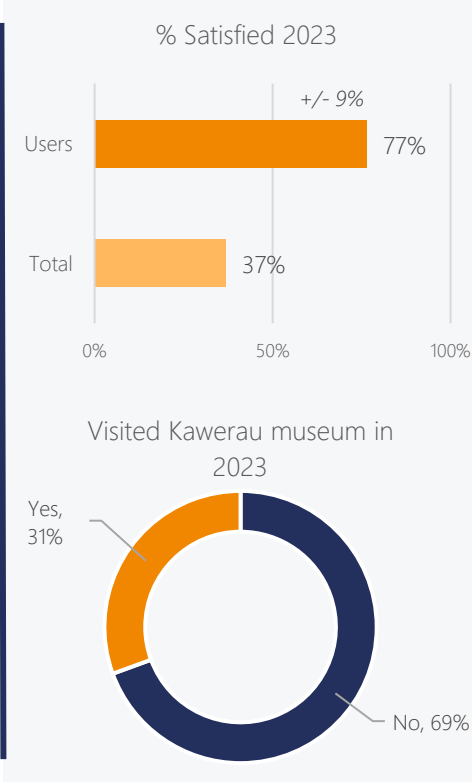
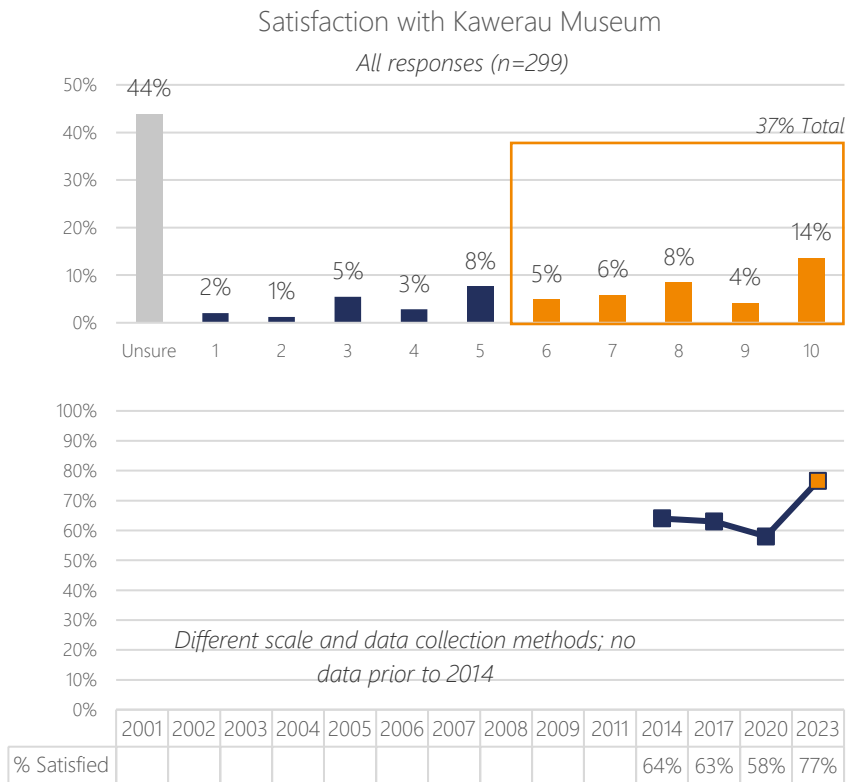
n=20 respondents provided a comment

Provision of public halls – open-ended comments sorted into categories.



KAWERAU MUSEUM

- In 2023, approximately one-third (31%) of respondents reported visiting the Kawerau Museum (similar to 35% in 2020).
- Consistent with the low visitation levels, general knowledge about this facility was also low; 44% of respondents were unable to comment or provide a rating (e.g. 'unsure' responses).
- Nevertheless, museum visitors, satisfaction with their experience was high (77%).
- There were no statistically significant differences by resident subgroups in 2023.
- Again, just around one-quarter of respondents provided further feedback, with 15% expressing their positive experiences (e.g. good facility, informative, tidy, and good staff).



Respondents were asked to rate Kawerau Museum. Scale: 1-very poor and 10-very good.



KAWERAU MUSEUM – community feedback

Good / great / awesome – 69%
Interesting / informative / history of Kawerau – 24%
Clean / tidy – 9%
Good staff – 5%

Old / Outdated / poorly maintained – 34%
Haven't used it / little promotion – 31%
Too small / need more displays – 19%
Other – 16%

Top reasons for satisfaction with Kawerau Museum

Top reasons for dissatisfaction with Kawerau Museum

n=45 respondents provided a comment

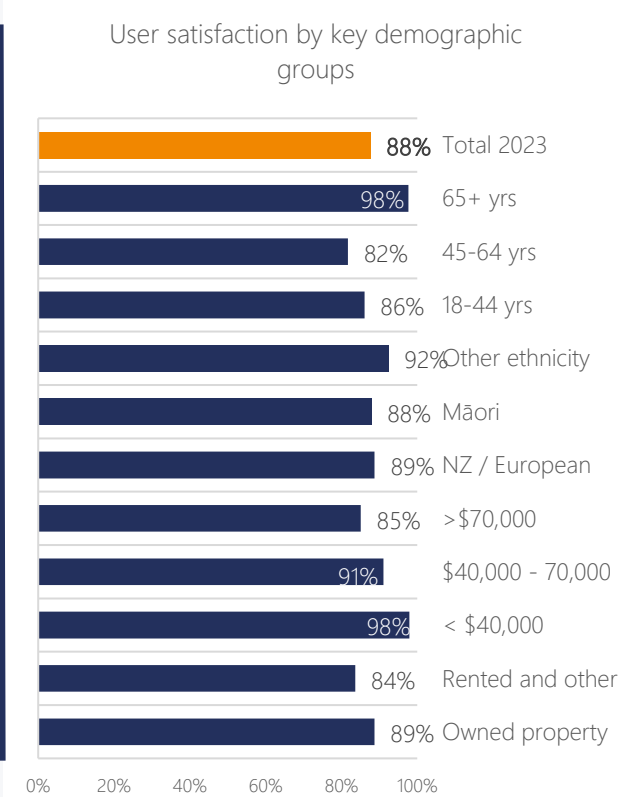
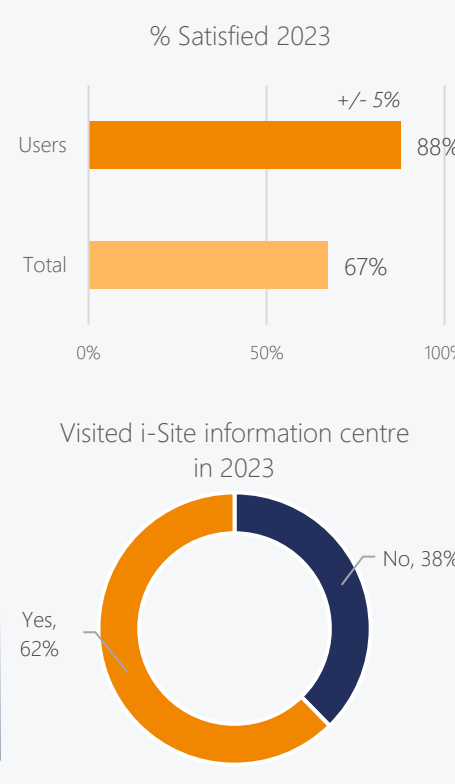
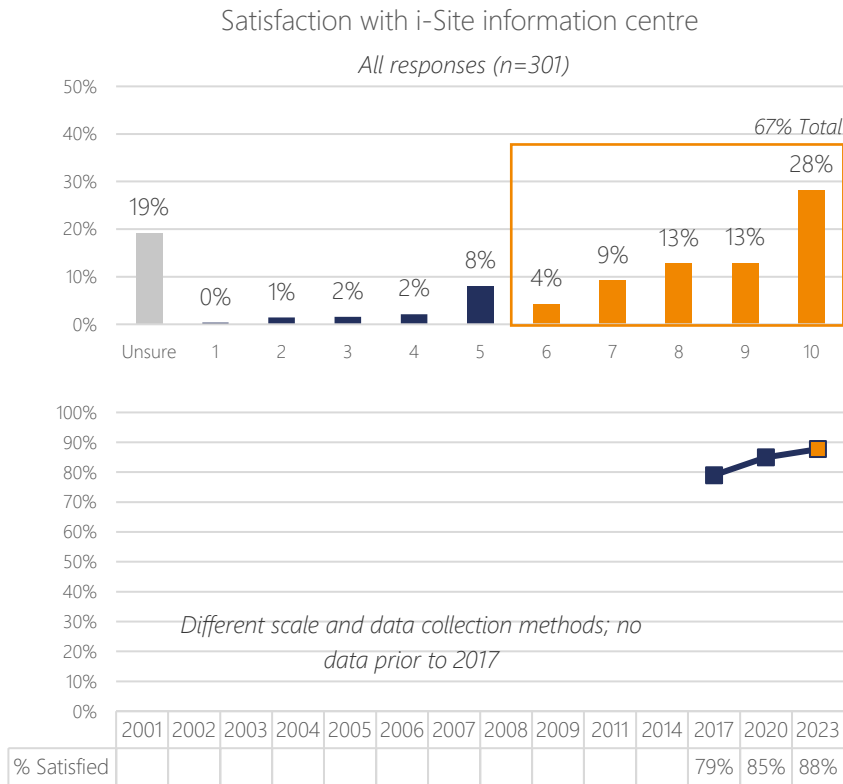
n=27 respondents provided a comment

Kawerau Museum – open-ended comments sorted into categories.



I-SITE INFORMATION CENTRE

- In 2023, 62% of respondents reported using or visiting the i-Site Information Centre in Kawerau (slightly down from 74% in 2020).
- 88% of these respondents were satisfied with this facility.
- There were no statistically significant differences by resident subgroups in 2023.
- Supporting the high satisfaction levels, one-third of respondents provided positive feedback regarding their experience at the i-Site Information Centre. They mentioned this being a good service for information, praised the helpful and friendly staff, and appreciated the well-kept nature of the facility. Only a small percentage (4%) expressed some negative experiences.



Respondents were asked to rate the i-Site visitor information centre. Scale: 1-very poor and 10-very good.



I-SITE INFORMATION CENTRE – community feedback

Good service /information – 46%
Good / great / friendly staff – 35%
Helpful – 23%
Clean / tidy – 6%

Negative: open hours, need upgrading, staff – 85%
Other – 10%

Top reasons for satisfaction with i-Site

Top reasons for dissatisfaction with i-Site

n=100 respondents provided a comment

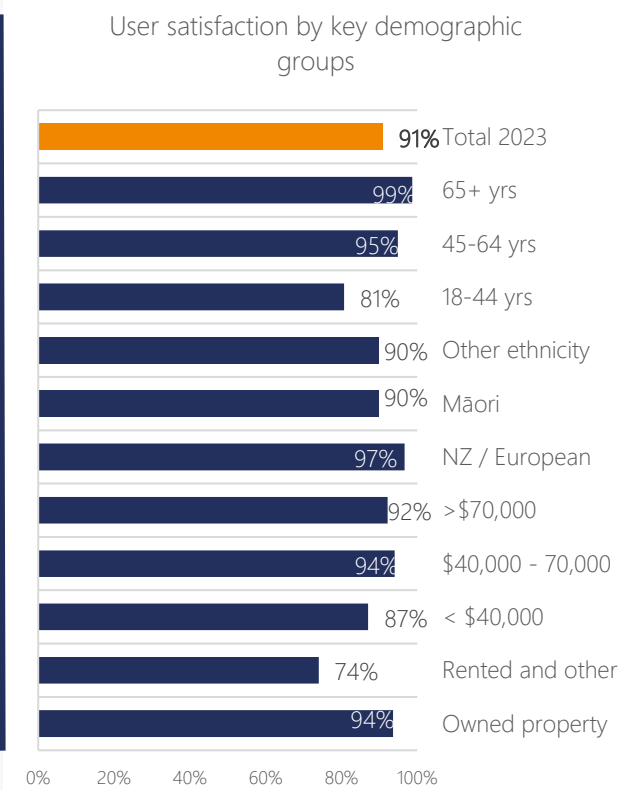
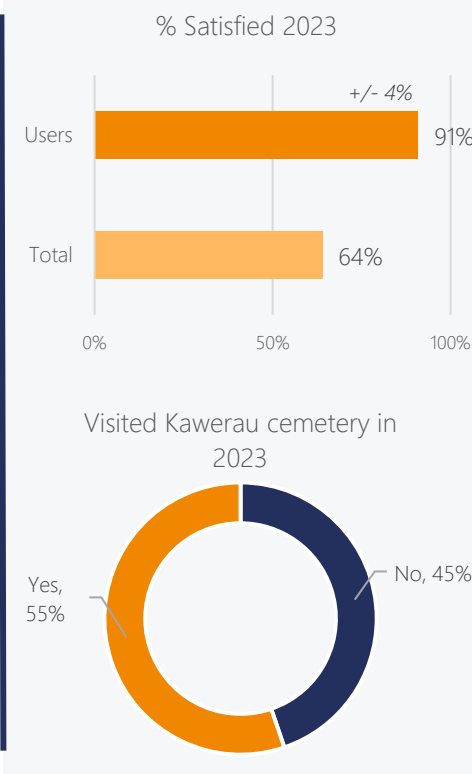
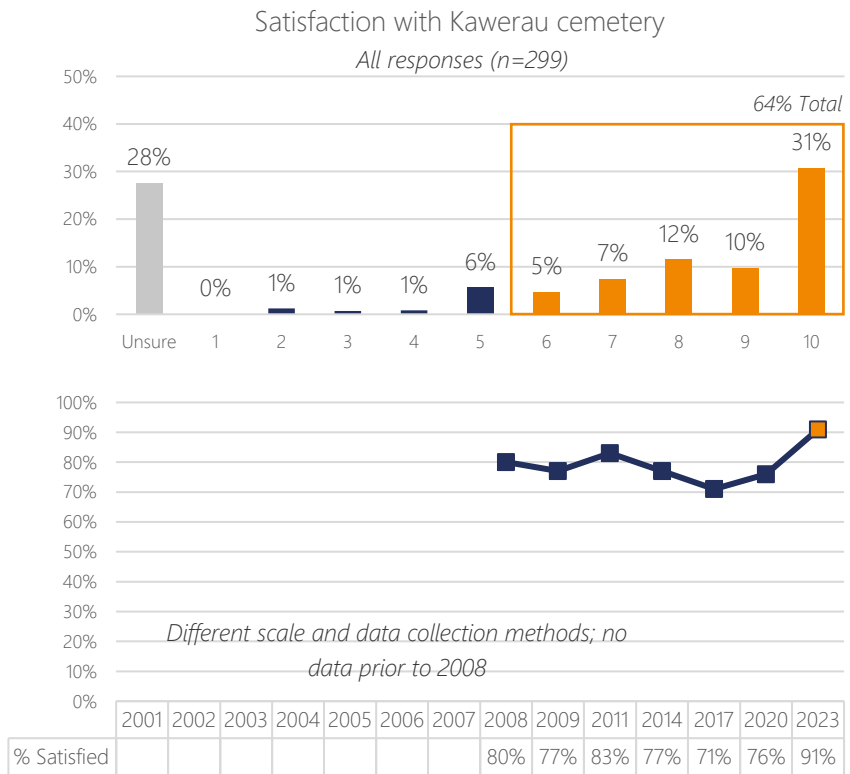
n=11 respondents provided a comment

i-Site visitor information centre – open-ended comments sorted into categories.



CEMETERY

- In 2023, just over half of respondents (55%) reported visiting the Kawerau cemetery (similar to 53% in 2020).
- 91% of visitors were satisfied with the cemetery, making it the top-rated service attribute in 2023.
- The high satisfaction was supported by 32% of respondents who provided positive feedback about their experiences at the cemetery, describing it as well-kept, beautiful, and peaceful.
- Respondents living in a rental or other types of property tended to be less satisfied with the cemetery, compared to home owners.
- Only a small number of respondents (n=4) provided negative comments.



Respondents were asked to rate Kawerau cemetery. Scale: 1-very poor and 10-very good.



CEMETERY – community feedback

Tidy / well-kept / beautiful – 75%
Good / excellent – 21%
Peaceful – 9%
Other – 4%

Other – 72% [*reported damage to a headstone, lack of service compassion*]
Poorly maintained – 28%
More security / stop vandalism – 28%

Top reasons for satisfaction with cemetery

Top reasons for dissatisfaction with cemetery

n=97 respondents provided a comment

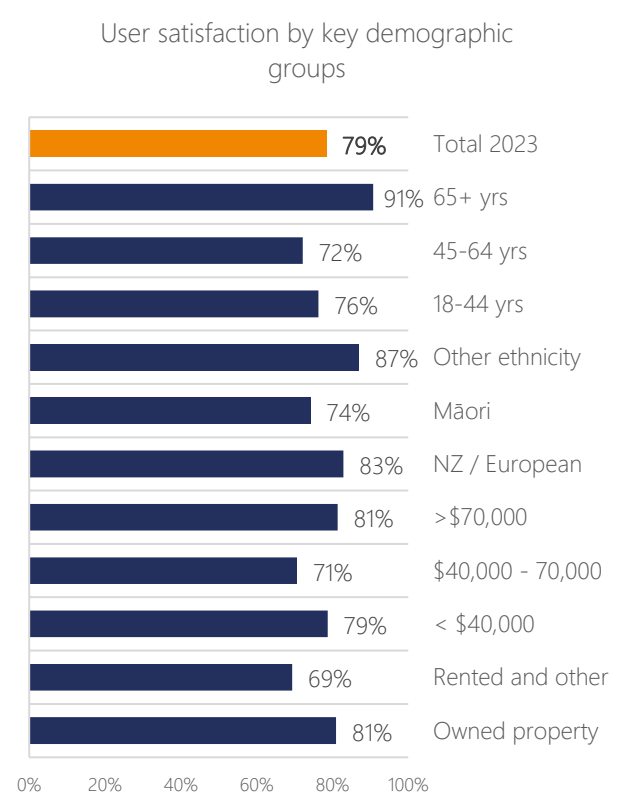
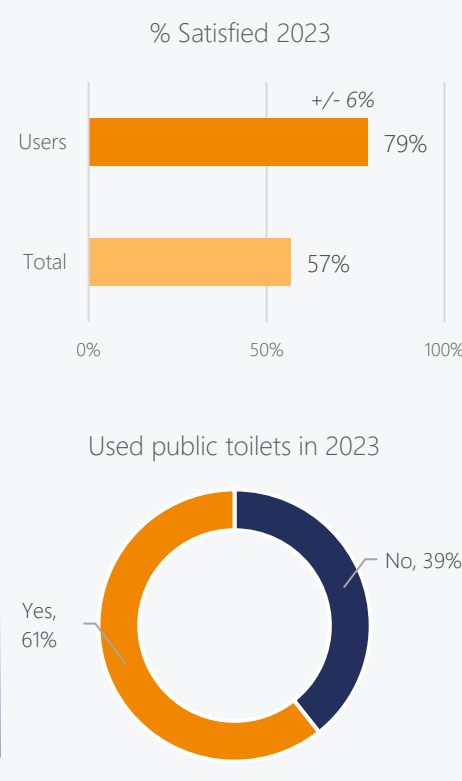
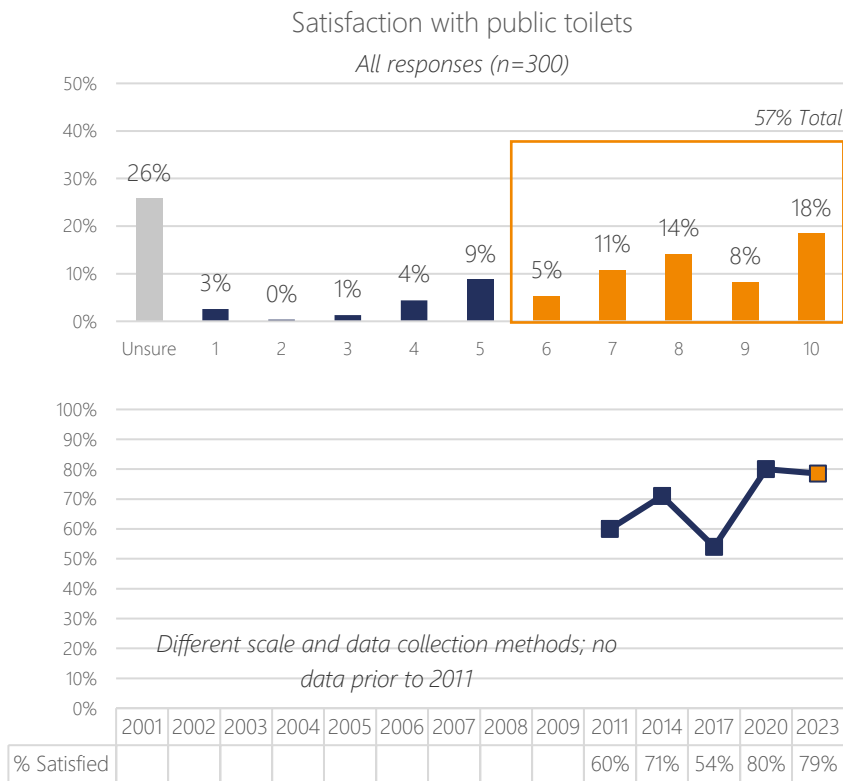
n=4 respondents provided a comment

Kawerau cemetery – open-ended comments sorted into categories.



PUBLIC TOILETS

- In 2023, 6-in-10 respondents (61%) reported using a public toilet in the District (similar to 65% in 2020).
- 79% of these respondents were satisfied with public toilets.
- Around 3-in-10 respondents provided further comments about public toilets, with 23% of these comments being positive (e.g. good facilities, clean and well-maintained).
- There were no statistically significant differences by resident subgroups in 2023. However, respondents aged 65+ tended to be notably more satisfied compared to those aged under 65.



Respondents were asked to rate Council's provision of public toilets. Scale: 1-very poor and 10-very good.



PUBLIC TOILETS – community feedback

Clean/ tidy / well-maintained – 67%
Good / excellent – 32%

Need cleaning / maintenance – 52%
More needed – 29%
Address vandalism – 18%
Other – 15%
Longer opening hours – 3%

Top reasons for satisfaction with public toilets

Top reasons for dissatisfaction with public toilets

n=70 respondents provided a comment

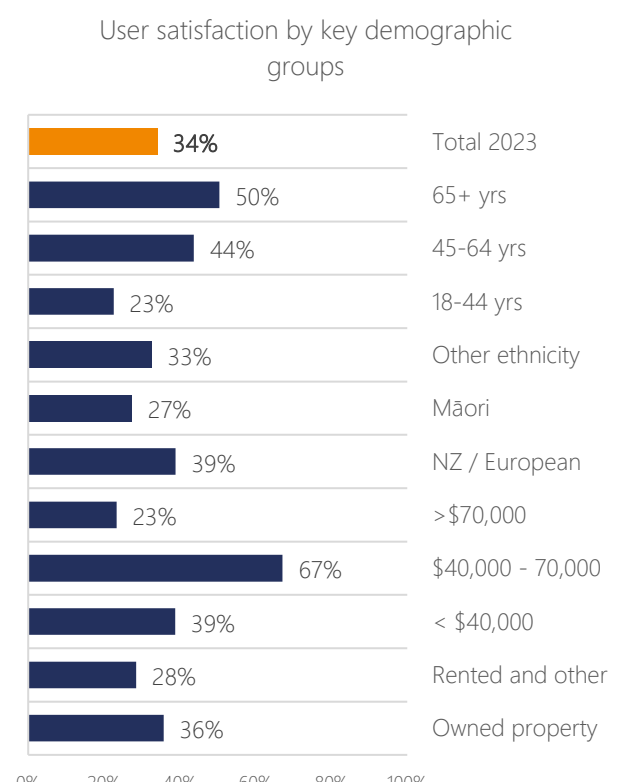
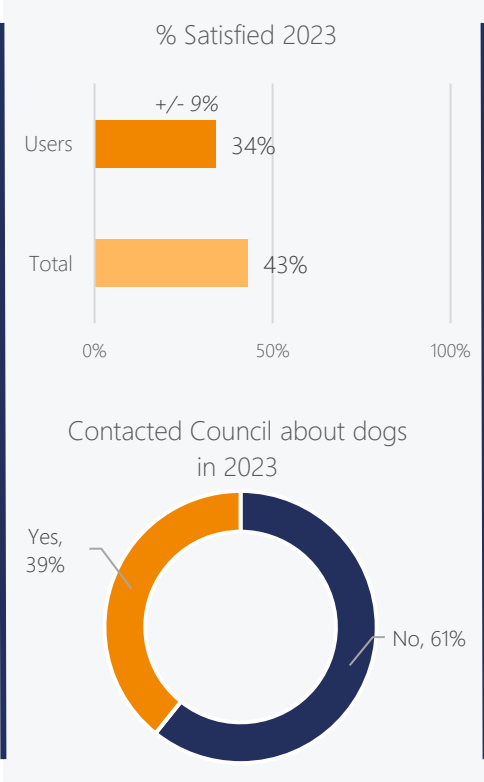
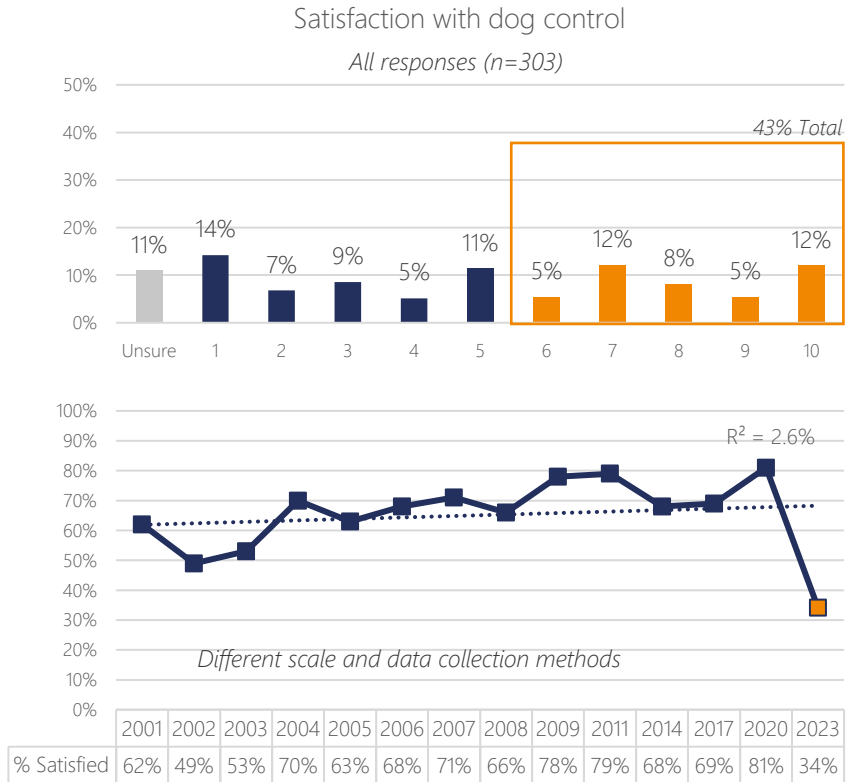
n=21 respondents provided a comment

Provision of public toilets – open-ended comments sorted into categories.



DOG CONTROL

- In 2023, just 39% of respondents reported contacting the Council about dogs (similar to 39% in 2020).
- Notably, dog control was the only service attribute where service users exhibited lower levels of satisfaction (34%) compared to respondents overall (43%). This was the lowest rated service in 2023.
- Moreover, one-third of respondents (32%) provided negative feedback specifically regarding the dog control service, while only 18% offered positive comments.
- Respondents aged under 45 (23%), and those with annual income over \$70,000 (23%), were the least satisfied with dog control.
- The community's unprompted concerns primarily revolved around stray or roaming dogs, highlighting the perceived danger associated with such situations.



Respondents were asked to rate Council's provision of dog control. Scale: 1-very poor and 10-very good.



DOG CONTROL – community feedback

Good / great / no issues / problem – 62%
Not many roaming – 15%
Other – 5%
Helpful staff – 2%

Strays / roaming dogs / dangerous – 90%
Slow response / no actions taken /
patrols in wrong time – 23%
More control over uncomplying owners / unfair on
registered owners – 11%
Barking noise – 10%
Needs improvement – 10%
Can't walk own dog safely – 9%
Droppings on property / created mess – 8%

Top reasons for satisfaction with dog control

n=55 respondents provided a comment

Top reasons for dissatisfaction with dog control

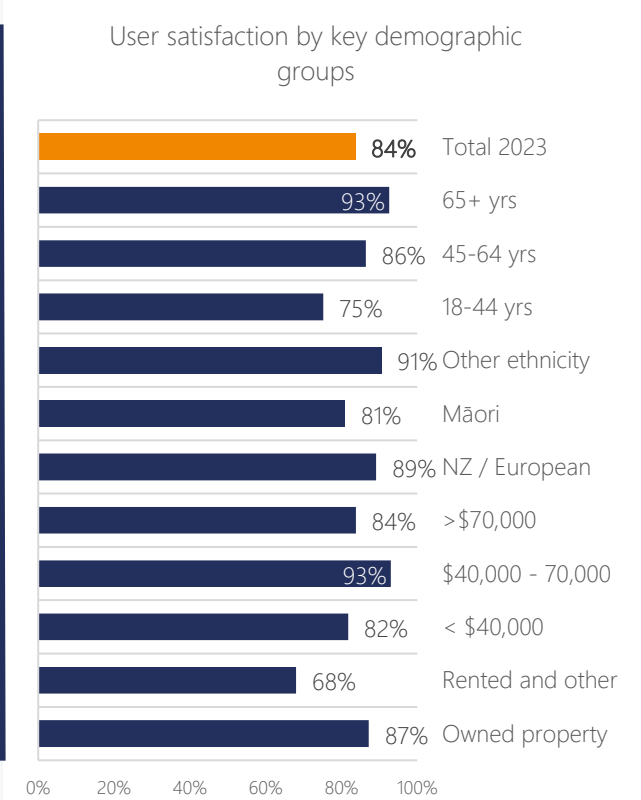
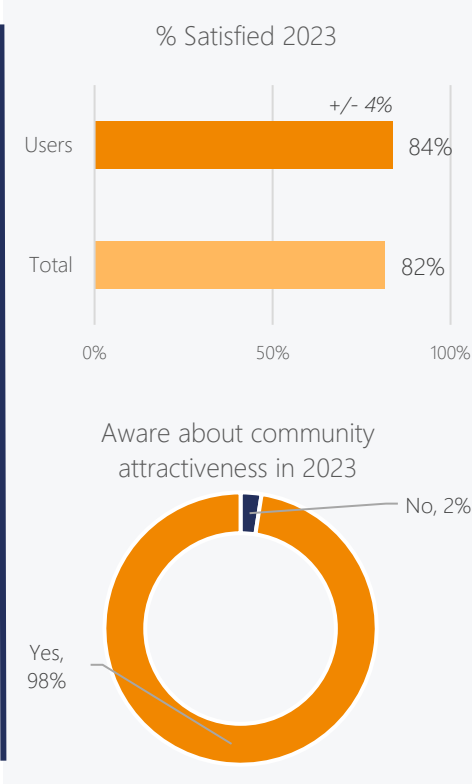
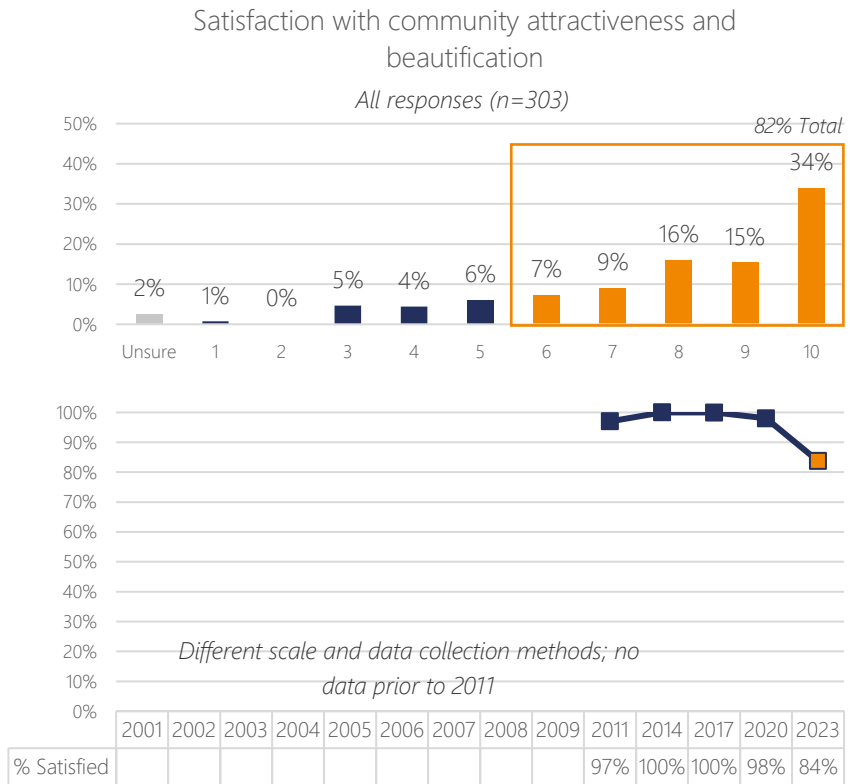
n=99 respondents provided a comment

Provision of dog control – open-ended comments sorted into categories.



COMMUNITY ATTRACTIVENESS

- In 2023, 84% of respondents who were able to provide a rating expressed satisfaction with Kawerau's community attractiveness and beautification.
- Furthermore, respondents were inclined to provide positive feedback (45%) regarding the District's gardens, parks, well-kept public spaces, and the commendable work carried out by the Council staff.
- Respondents aged under 45 (75%), and those living in a rental or other types of property (68%), tended to be less satisfied with community attractiveness and beautification in 2023.



Respondents were asked to rate community attractiveness and beautification. Scale: 1-very poor and 10-very good.



ATTRACTIVENESS – community feedback

Gardens / parks great – 42%

Beautiful / attractive / lovely – 36%

Good job / satisfied – 31%

Tidy / clean – 21%

Well maintained – 18%

More work needed / could be better – 44%

Shops rundown / empty / centre untidy /

outdated / old – 23%

Other – 22%

More kids' facilities needed – 8%

Top reasons for satisfaction with community attractiveness

Top reasons for dissatisfaction with community attractiveness

n=139 respondents provided a comment

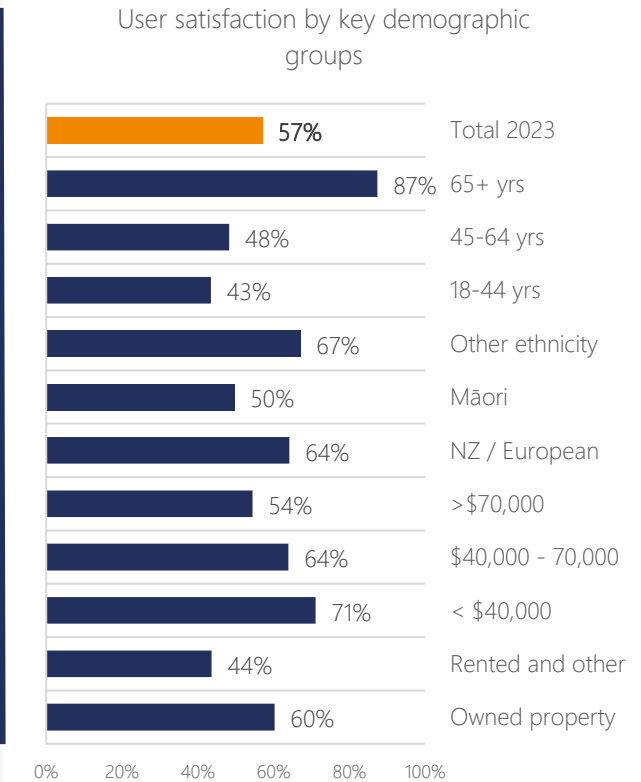
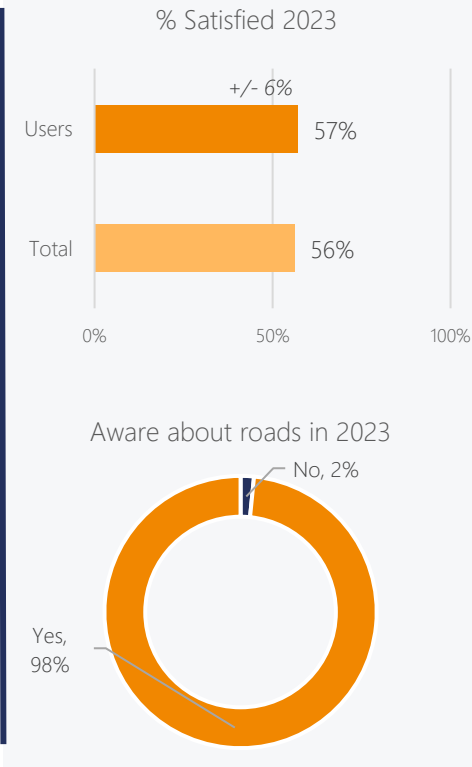
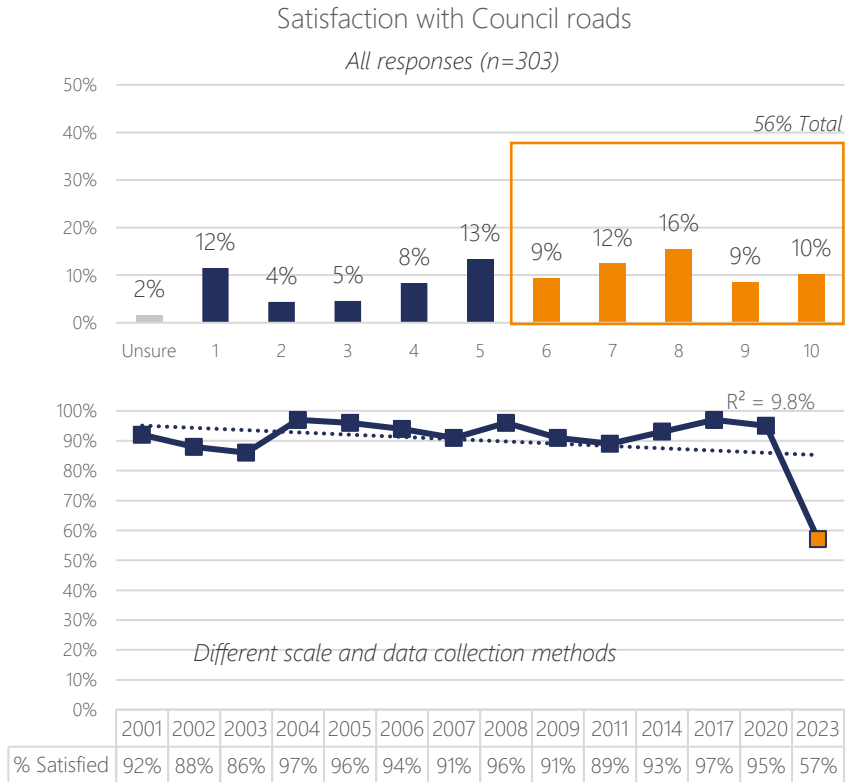
n=23 respondents provided a comment

Community attractiveness and beautification – open-ended comments sorted into categories.



ROADS

- In 2023, 57% of respondents were satisfied with Council's roading in the District.
- It is worth noting that satisfaction with roads has been declining nationwide reportedly in part due to the increased frequency of extreme weather events and the reported presence of potholes across New Zealand.
- However, satisfaction with roads differed significantly by age, home ownership and income.
- Respondents aged under 65, those living in a rental or other types of property, and with an annual income over \$70,000, tended to be less satisfied with roads.
- 28% of respondents provided negative feedback about roads in the District, predominantly mentioning issues such as potholes, poor road quality, speed bumps, and slow maintenance. On the other hand, 23% of respondents made positive comments about the roads, although some of these remarks still acknowledged the need for repairs.



Respondents were asked to rate roading in the District (excluding state highways). Scale: 1-very poor and 10-very good.



ROADS – community feedback

Overall good / ok / no problems – 63%
Potholes – 19%
Room for improvement / repairs needed – 7%
Quick repairs – 4%

Potholes – 59%
Poor road quality / uneven surfacing – 22%
Speed bumps / too high / too many / poor signage – 22%
Poor / slow maintenance / upgrades – 18%
Other – 4%

Top reasons for satisfaction with roads

Top reasons for dissatisfaction with roads

n=69 respondents provided a comment

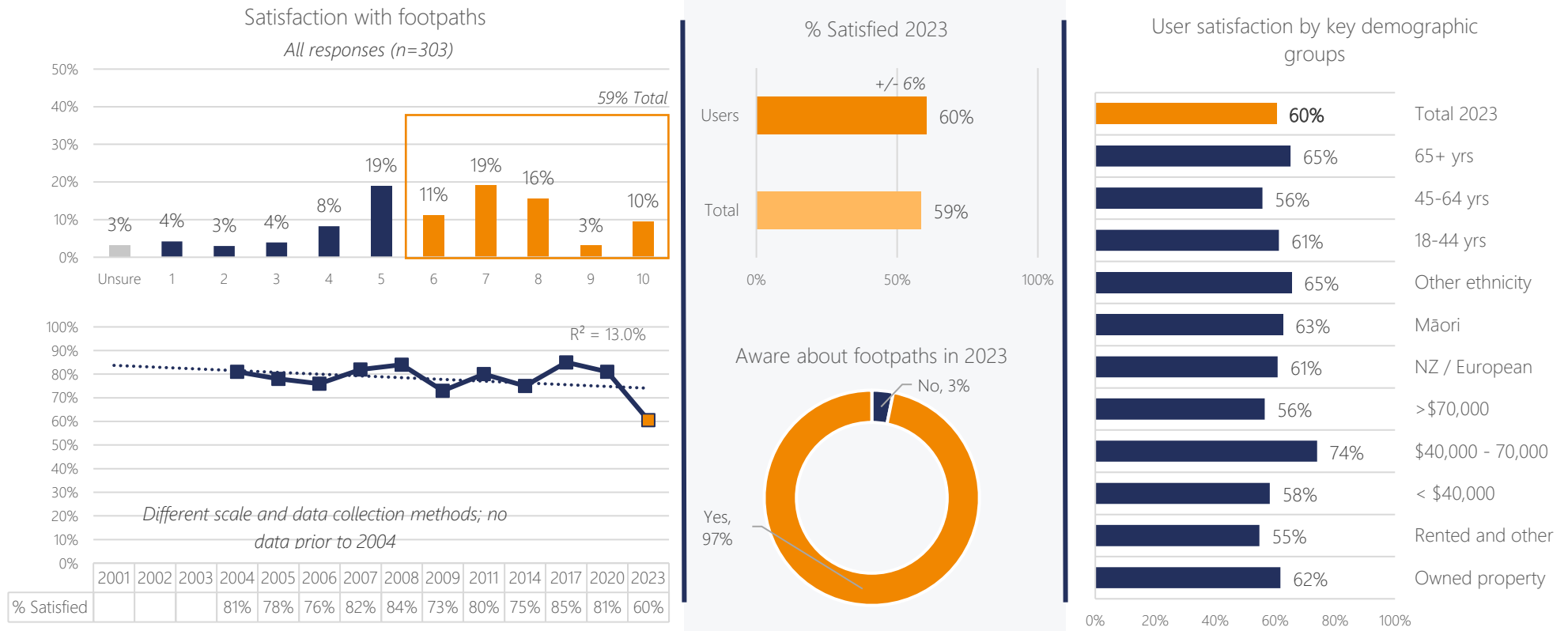
n=86 respondents provided a comment

Roading – open-ended comments sorted into categories.



FOOTPATHS

- In 2023, 60% of respondents who provided a rating expressed satisfaction with footpaths in the District.
- It is worth noting that a higher percentage of respondents (22%) provided negative feedback compared to those who provided positive feedback (17%).
- There were no statistically significant differences by resident subgroups in 2023.
- The main concerns raised by respondents were related to the hazardous state of footpaths caused by cracks, tree roots, and uneven surfaces. Many respondents expressed the need for upgrades and better maintenance of the footpaths.





FOOTPATHS – community feedback

Generally good / maintained / no issue – 70%
Some repairs / upgrades needed / old – 20%
Other – 2%

Hazards / cracks / trees / roots / uneven – 53%
Some repairs / upgrades needed / old – 43%
Wheelchair / mobility scooters / accessibility issues – 9%
Poor – 6%
Other – 5%

Top reasons for satisfaction with footpaths

Top reasons for dissatisfaction with footpaths

n=51 respondents provided a comment

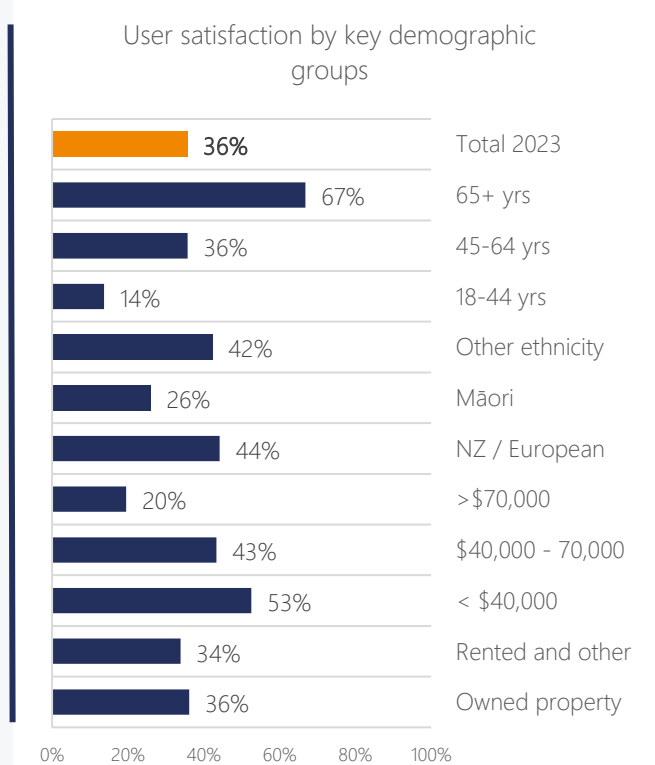
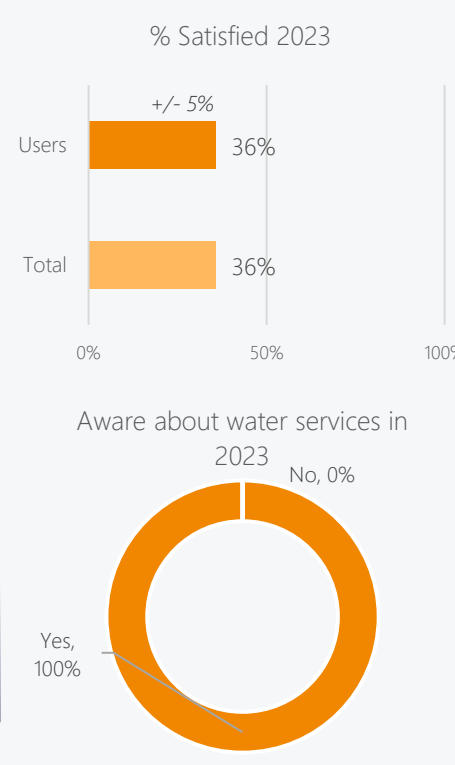
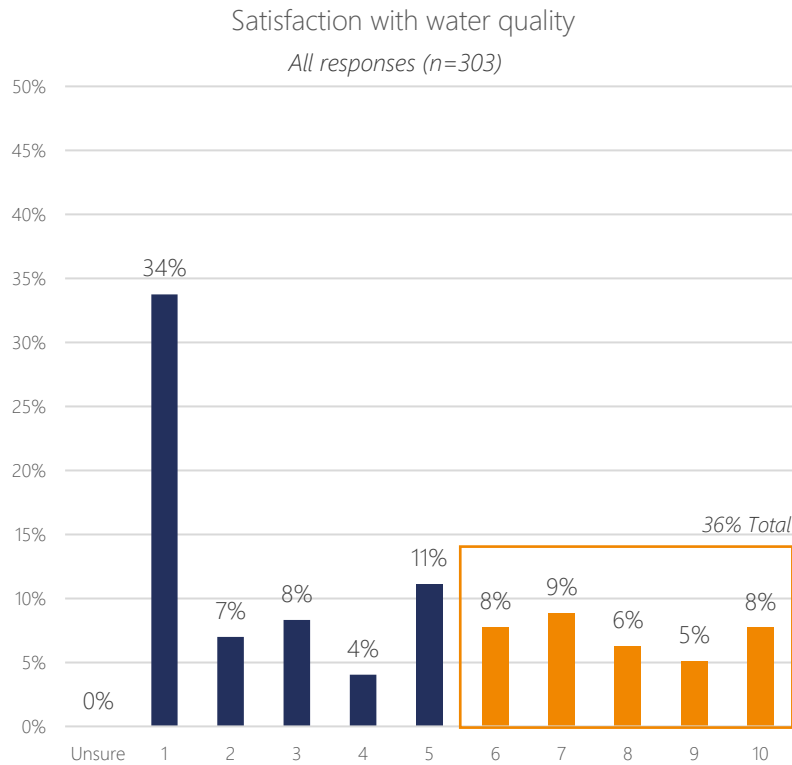
n=65 respondents provided a comment

Provision of footpaths – open-ended comments sorted into categories.



WATER SERVICES – water quality

- In 2023, all respondents were aware of being connected to Council’s water supply.
- At the same time, just 36% of respondents were satisfied with the quality of water – representing one of the lowest rated services in 2023.
- Contributing to this, one-third of respondents (34%) provided the lowest (1 out of 10) rating in 2023.
- Satisfaction with water quality differed by age, ethnicity and income.
- Younger respondents, those with an annual income over \$70, 000, and Māori respondents, tended to be the least satisfied.
- The result among 18-44 year olds was particularly very low, and a distinct sign of dissatisfaction and expectations for improvement.

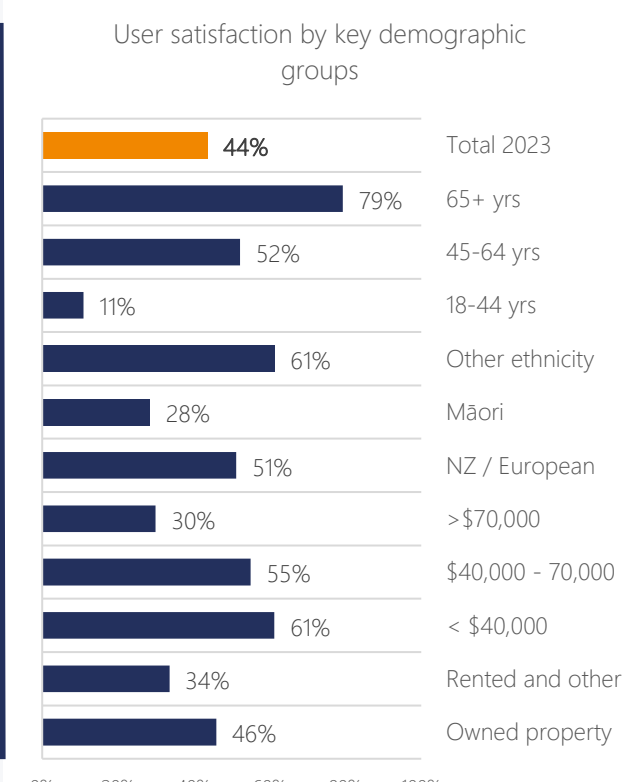
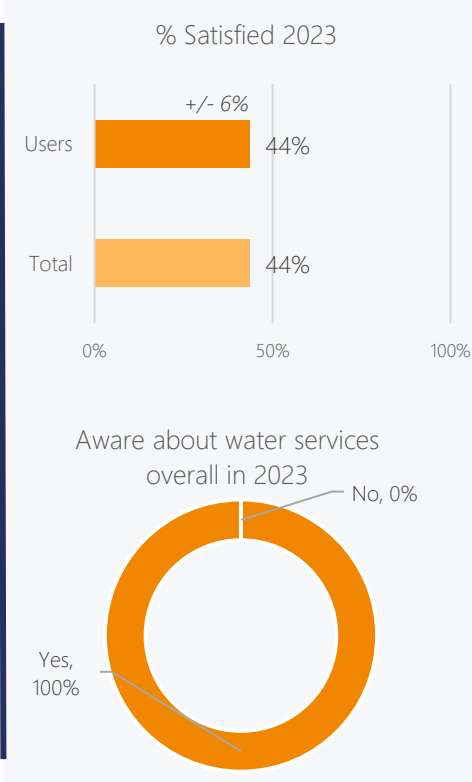
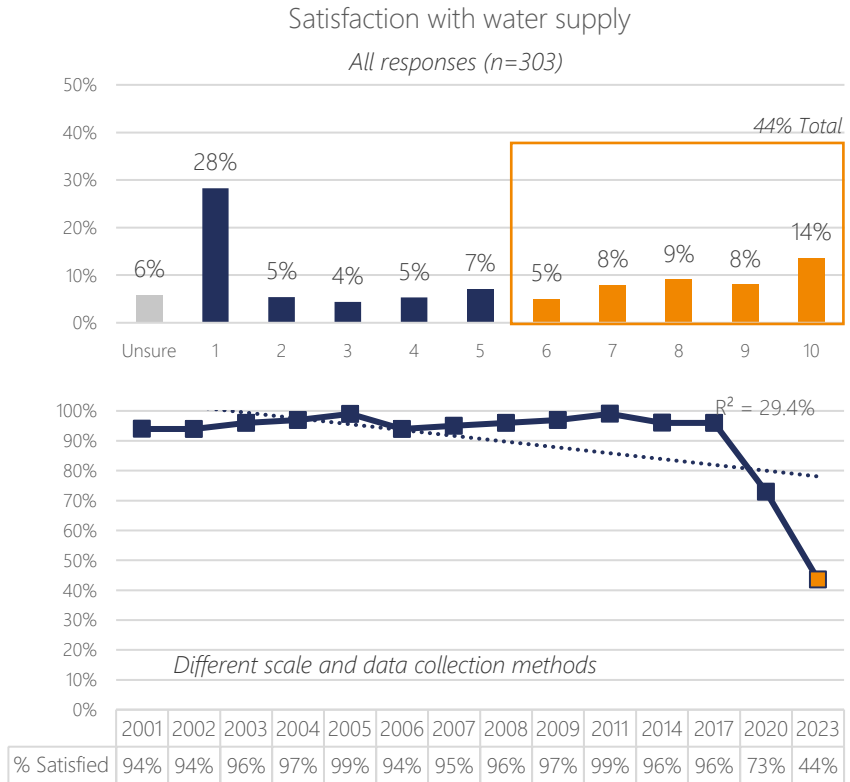


Respondents were asked to rate Council's drinking water quality. Scale: 1-very poor and 10-very good. New attribute in 2023.



WATER SERVICES – water supply

- Community perceptions of water supply and water quality (two separate service attributes in 2023) exhibited a strong correlation between the provided ratings.
- Although slightly above water quality, less than half of respondents (44%) were satisfied with their water supply.
- It is noteworthy that, despite changes in survey methodology, satisfaction with water supply is more likely to show a significant decline over the years.
- Again, younger respondents, those with an annual income over \$70,000, and Māori respondents, tended to be the least satisfied.
- Furthermore, over half of respondents (54%) provided negative comments regarding Council's water services. The primary concern cited was the decreased quality of tap water, often experiencing issues such as discolouration, which in turn raised concerns about health, taste, sediment, and impacts on appliances or vanities.



Respondents were asked to rate Council's drinking water supply. Scale: 1-very poor and 10-very good.



WATER – community feedback

Generally good / good supply – 57%
Discoloured / brown / dirty – 16%
Other – 12%
Quality decreased / improvement needed – 11%
Upgrades have been made / Council does a good job – 4%

Top reasons for satisfaction with water services

n=59 respondents provided a comment

Discoloured / brown / dirty – 67%
Quality decreased / improvement needed – 35%
Unsafe / health concerns – 18%
Can't drink tap water / filter/ bottled water / water from station – 14%
Chlorine – 14%
Bad taste / smell – 9%
Sediment – 5%
Appliances concern / discoloured vanities – 5%
Water pressure – 3%
Other – 2%
Service disruption / down – 1%

Top reasons for dissatisfaction with water services

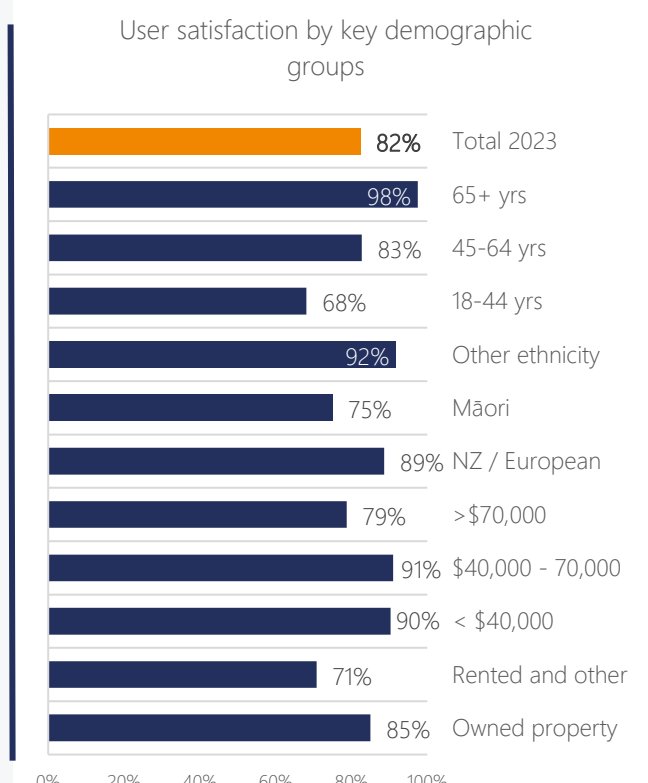
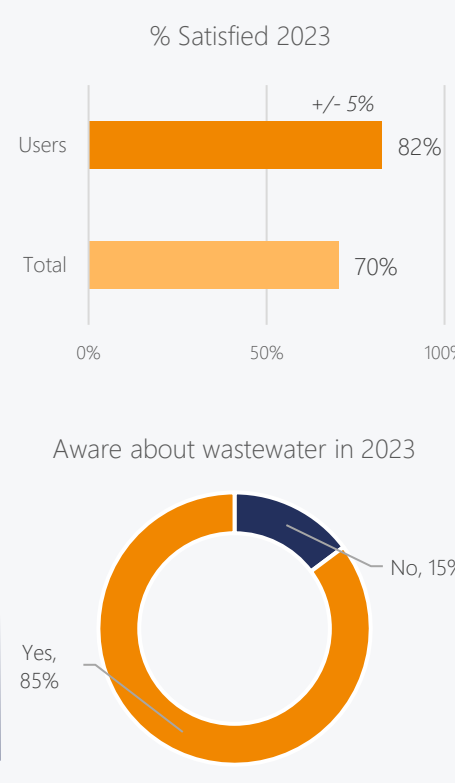
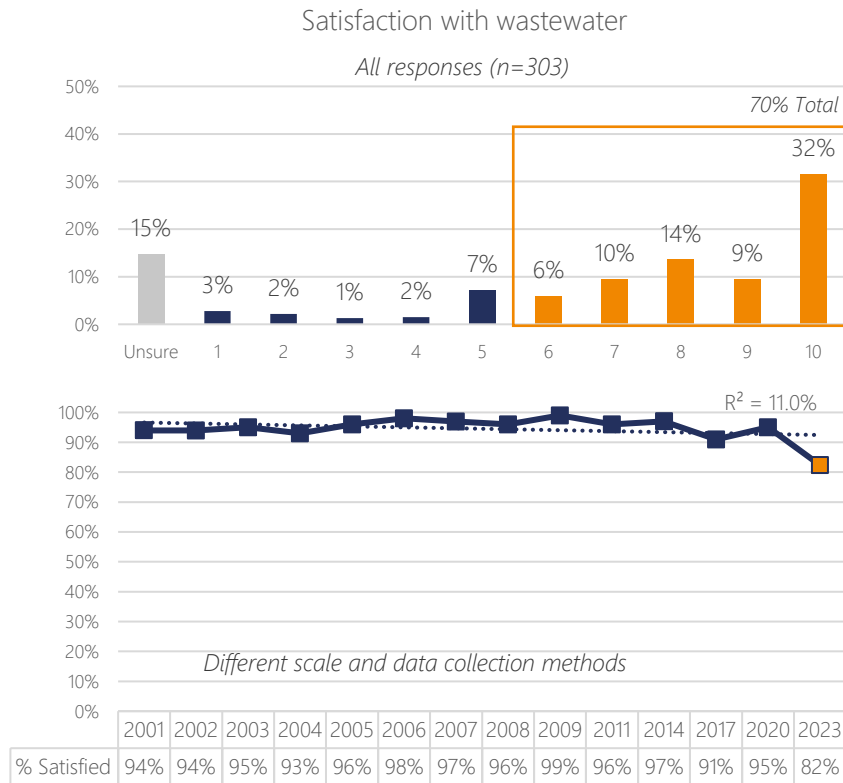
n=165 respondents provided a comment

Provision of drinking water – open-ended comments sorted into categories.



WASTEWATER

- In 2023, 85% of surveyed respondents indicated awareness of being on the Council's wastewater network.
- Of these respondents, 82% were satisfied with this service.
- Around one-third of respondents (32%) provided positive comments about the wastewater service, indicating that they had no issues and considered the service to be good.
- Satisfaction varied significantly by age, ethnicity, home ownership and income.
- Respondents aged under 45, Māori respondents, those living in a rental or other types of property, and with an annual income over \$70,000, tended to be less satisfied with wastewater services.



Respondents were asked to rate Council's provision of wastewater services (sewage disposal). Scale: 1-very poor and 10-very good.



WASTEWATER – community feedback

No problems – 48%
Good – 44%
Well maintained – 6%
Good service / response – 3%
Other – 2%

Concerns with water system overall – 44%
Drain blockage / surface flooding – 25%
Sewerage smell – 16%
Other – 15%

Top reasons for satisfaction with wastewater

Top reasons for dissatisfaction with wastewater

n=96 respondents provided a comment

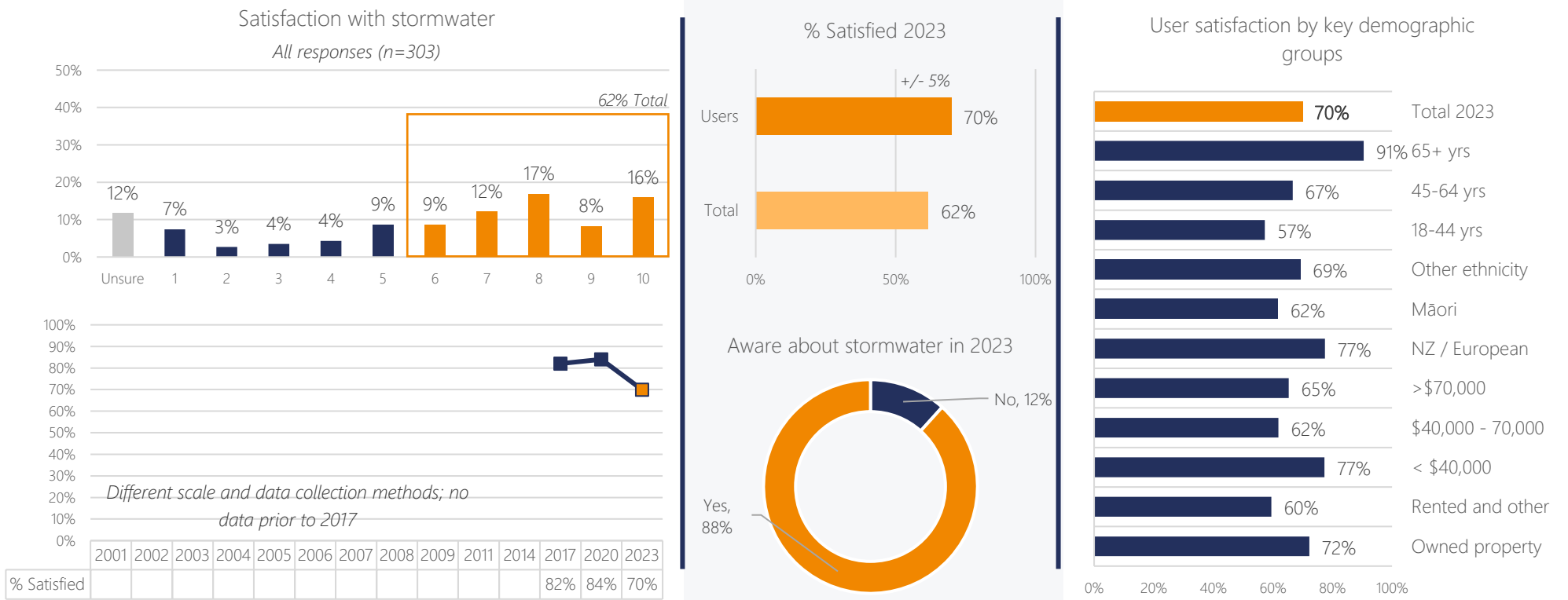
n=18 respondents provided a comment

Provision of wastewater services – open-ended comments sorted into categories.



STORMWATER

- In 2023, 88% of respondents indicated awareness of being on the Council's stormwater service network.
- Of these respondents, 70% were satisfied with this service.
- Additionally, 23% of respondents provided positive comments about the stormwater service, highlighting the absence of existing issues such as flooding.
- On the other hand, 15% of respondents reported negative experiences related to surface flooding, blocked drains, or the need for better maintenance (particularly mentioning Hardie Ave), and the importance of leaf cleaning.
- Satisfaction with stormwater differed by age and ethnicity.
- Respondents aged 65+ (91%) tended to be more satisfied with this service, compared to those aged 45-64 (67%) or 18-44 (57%).
- Māori and respondents of other ethnicities tended to be less satisfied with stormwater.



Respondents were asked to rate Council's provision of stormwater services and flood protection. Scale: 1-very poor and 10-very good.



STORMWATER – community feedback

Works well / no flooding – 31%
Generally good – 29%
No problems – 24%
Proactive / quick response / well maintained – 10%
Other – 4%
Water drains away – 2%

Top reasons for satisfaction with stormwater

n=71 respondents provided a comment

Surface flooding – 52%
Other – 17%
Drains maintenance / leaves cleaning – 16%
Blocked drains – 16%

Top reasons for dissatisfaction with stormwater

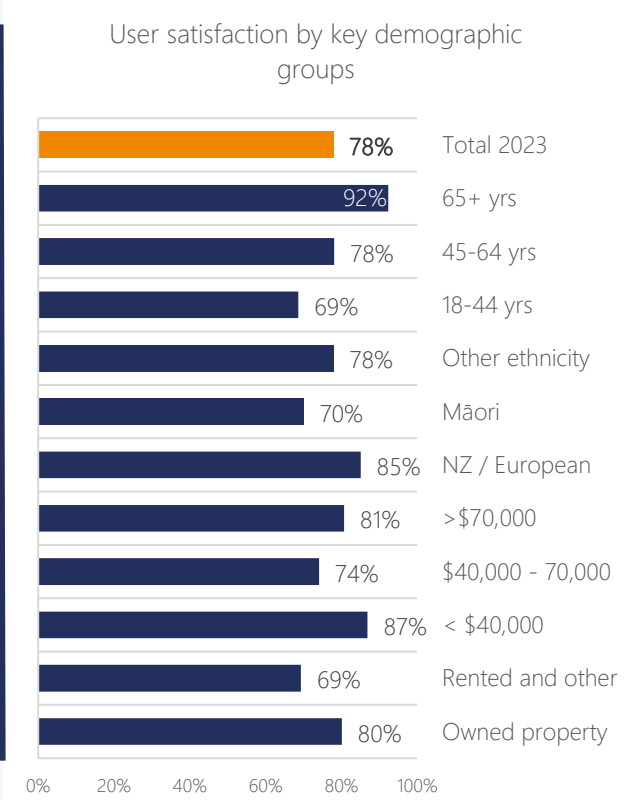
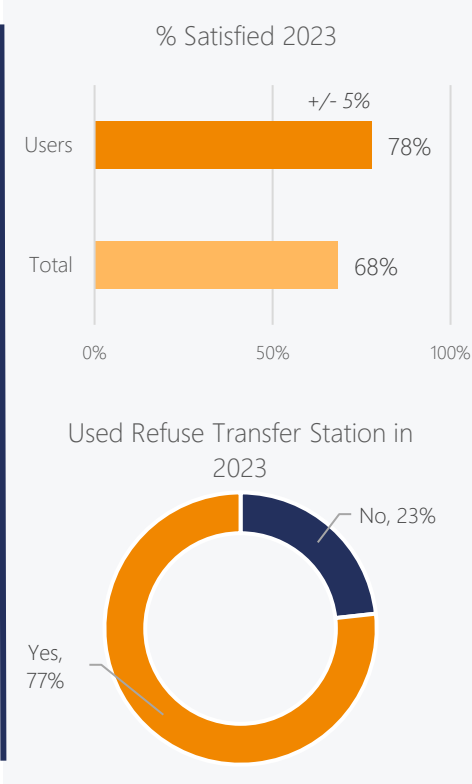
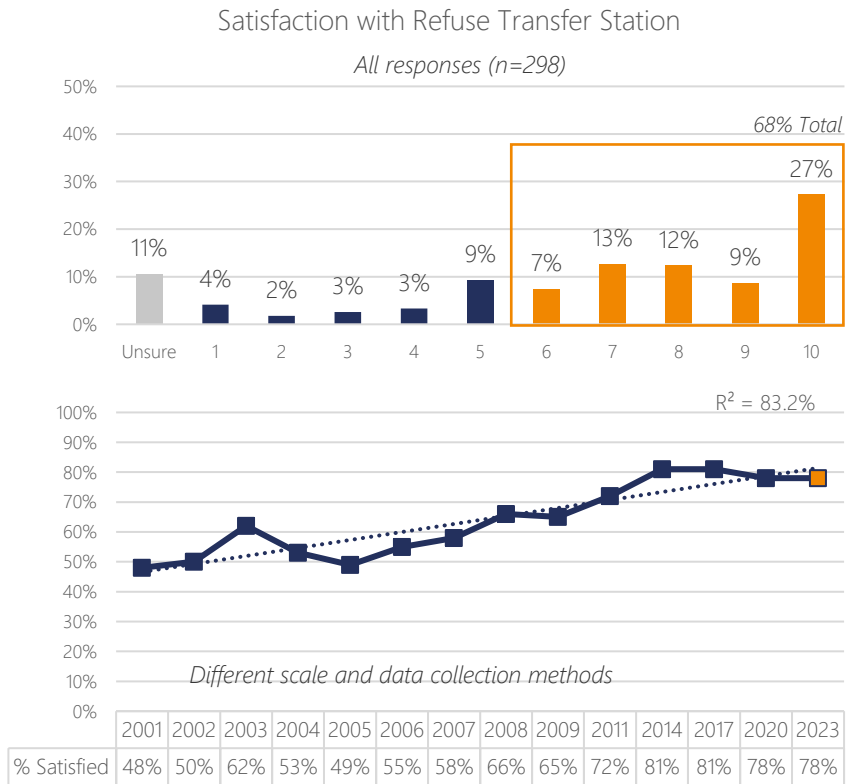
n=45 respondents provided a comment

Provision of stormwater services and flood protection – open-ended comments sorted into categories.



REFUSE DISPOSAL

- In 2023, 77% of respondents reported using the District's Refuse Transfer Station (similar to 74% in 2020).
- Among refuse disposal users, 78% were satisfied with these facilities and services.
- Furthermore, one-third of respondents (32%) provided positive comments about the refuse disposal service, highlighting its efficiency, helpful staff, and overall maintenance.
- Younger respondents (especially aged under 45) tended to be less satisfied with the Refuse Transfer Station.
- One of the main reasons for dissatisfaction was the cost, although it is worth noting that only 10% of respondents provided negative comments overall.



Respondents were asked to rate Council's Refuse Transfer Station (refuse disposal). Scale: 1-very poor and 10-very good.



REFUSE DISPOSAL – community feedback

Generally good / good service / well maintained – 57%
Efficient / helpful staff – 37%
Reasonable cost – 14%
No problems / issues – 7%
Other – 2%

Expensive – 65%
Highlighted issues about recycling / rubbish bins – 24%
Other – 9%
Confusing layout / need updates – 4%

Top reasons for satisfaction with refuse disposal

Top reasons for dissatisfaction with refuse disposal

n=94 respondents provided a comment

n=29 respondents provided a comment

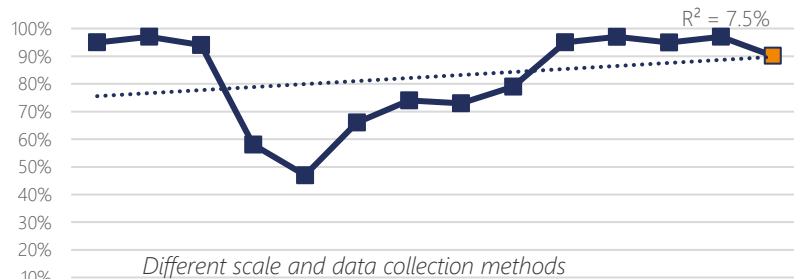
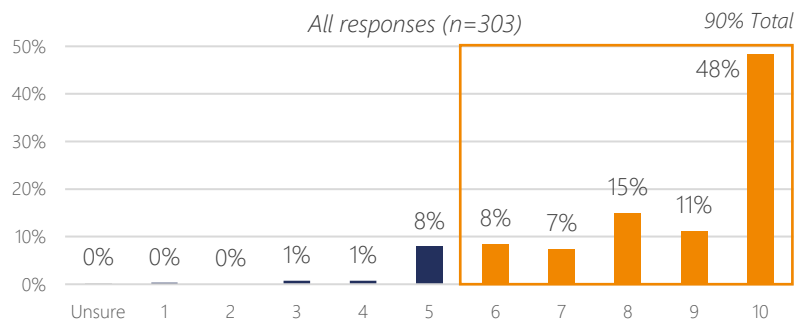
Refuse Transfer Station (refuse disposal) – open-ended comments sorted into categories.



RUBBISH COLLECTION

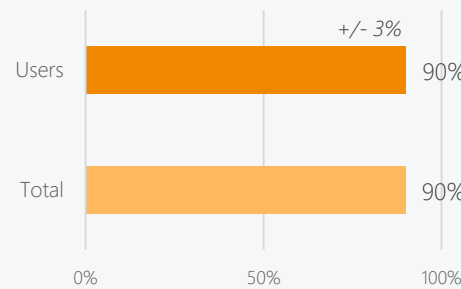
- In 2023, all respondents indicated awareness of regular rubbish collection at their property.
- The satisfaction rate with this service was high, with the majority of respondents (90%) expressing satisfaction, making it one of the top-rated services in 2023. Almost half (48%) provided a 10-out-of-10 rating.
- Furthermore, half of respondents (51%) provided positive comments about the rubbish collection service, describing it as good, reliable, and praising the friendly and professional drivers.
- It is worth noting that only a small number of respondents (n=8) provided negative comments.
- Respondents aged under 45, and those in a rental or other types of property, were slightly less satisfied with rubbish collection; although around 8-in-10 still provided positive ratings.

Satisfaction with rubbish collection

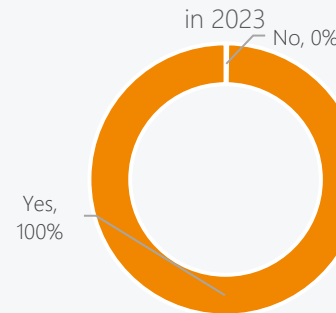


	2001	2002	2003	2004	2005	2006	2007	2008	2009	2011	2014	2017	2020	2023
% Satisfied	95%	97%	94%	58%	47%	66%	74%	73%	79%	95%	97%	95%	97%	90%

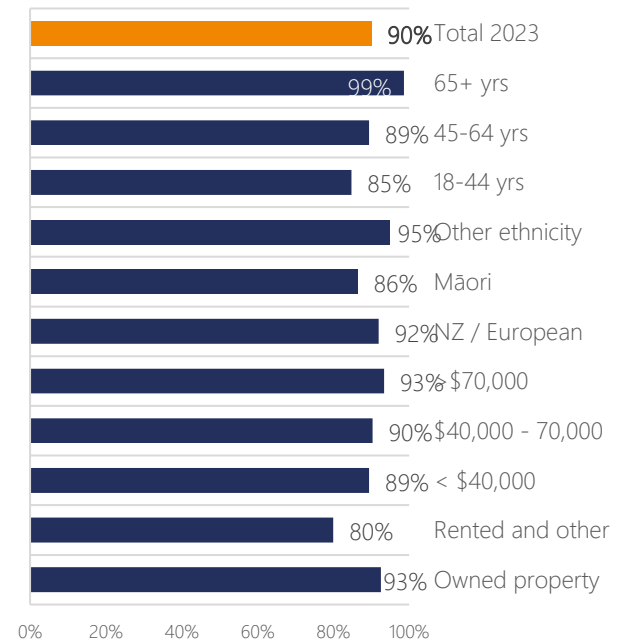
% Satisfied 2023



Aware about rubbish collection in 2023



User satisfaction by key demographic groups



Respondents were asked to rate Council's provision of rubbish collection. Scale: 1-very poor and 10-very good.



RUBBISH COLLECTION – community feedback

Generally good service – 41%
Reliable / on time / consistent – 32%
Friendly / professional drivers / Staff appreciation – 17%
Always picked up / good job – 14%
No problem / issues / complaints – 12%

Bin-related concerns / small – 48%
Other – 26%
Leave bins with rubbish / rubbish around – 7%

Top reasons for satisfaction with rubbish collection

Top reasons for dissatisfaction with rubbish collection

n=154 respondents provided a comment

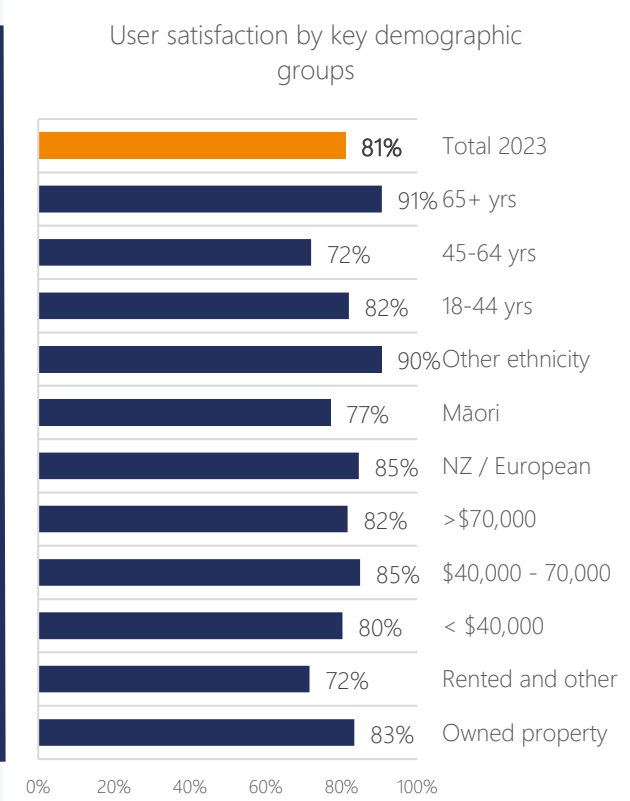
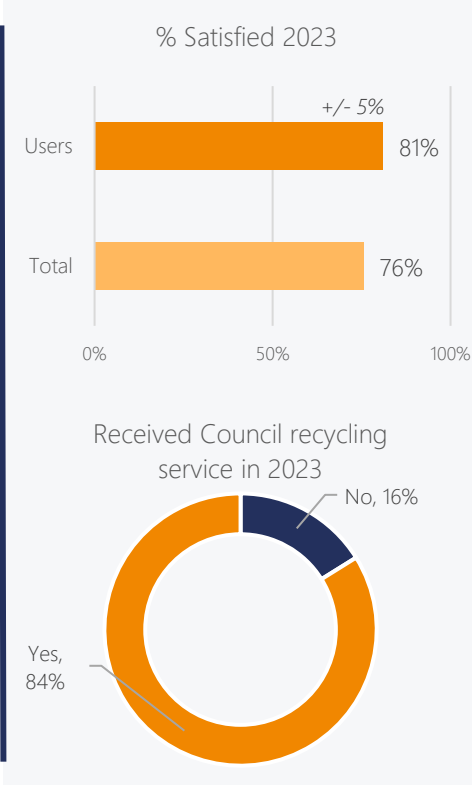
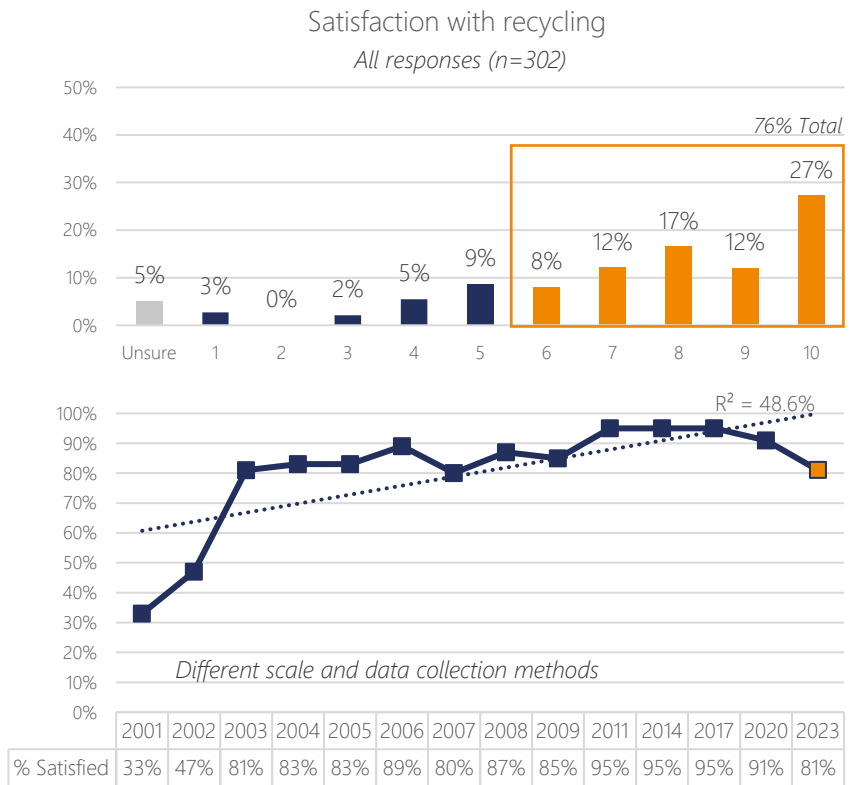
n=8 respondents provided a comment

Provision of rubbish collection – open-ended comments sorted into categories.



RECYCLING

- In 2023, 84% of respondents reported receiving Council's recycling services (similar to 89% in 2020).
- 81% of respondents who had received recycling services were satisfied with this service.
- Additionally, 31% of respondents provided generally positive comments about recycling.
- Satisfaction with recycling differed by age.
- Respondents aged 45-64 tended to be the least satisfied with this service.



Respondents were asked to rate Council's provision of recycling services. Scale: 1-very poor and 10-very good.



RECYCLING – community feedback

Generally good / good job – 66%
Reliable / efficient – 15%
Friendly / professional drivers / Staff appreciation – 10%
No problem – 5%
Other – 4%
Take extra – 3%

Top reasons for satisfaction with recycling

n=93 respondents provided a comment

Concerns where recycling goes / no recycling / all goes into one bin – 38%
More needs to be recycled – 31%
Bins concern / small – 26%
Need reuse shop – 7%
Other – 6%
Too much plastic not accepted – 6%
Bins broken / leave behind rubbish – 6%

Top reasons for dissatisfaction with recycling

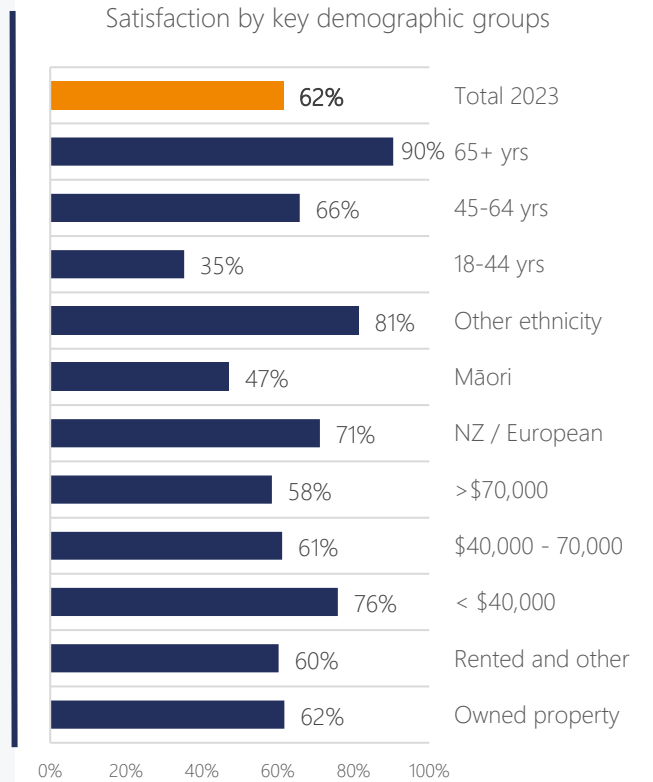
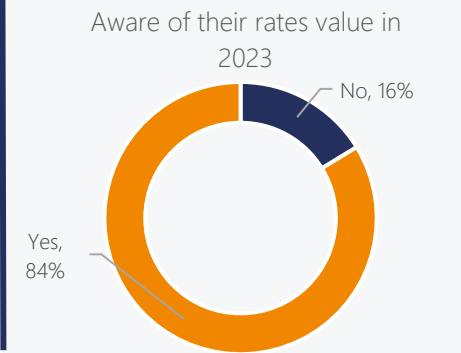
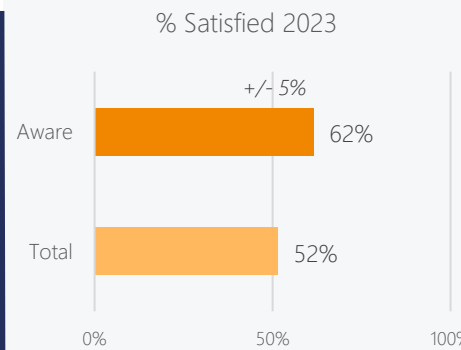
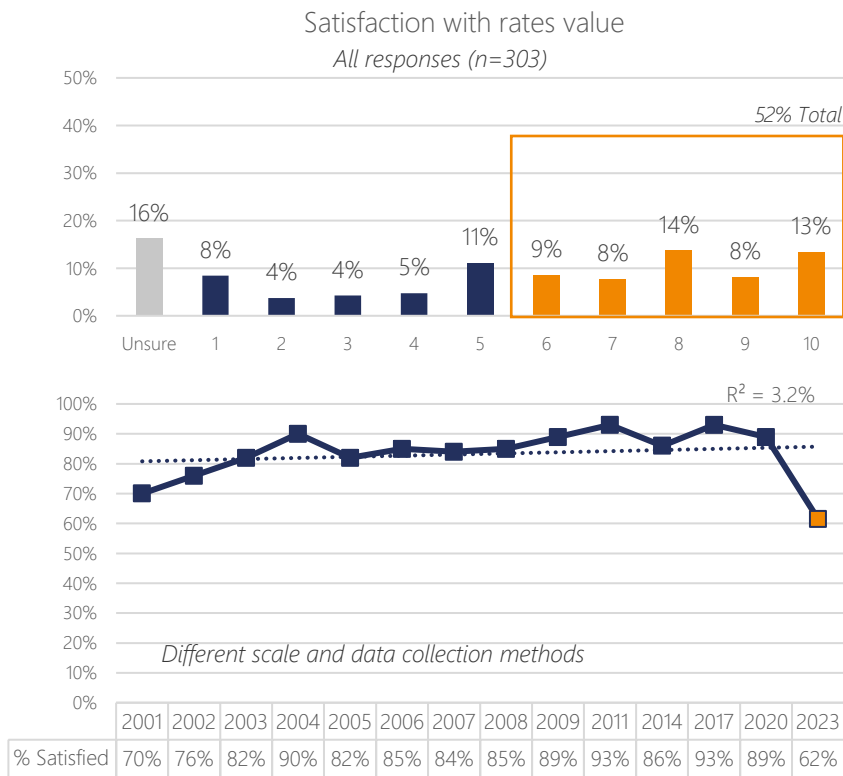
n=29 respondents provided a comment

Provision of recycling services – open-ended comments sorted into categories.



DEMOCRACY AND GOVERNANCE – rates value

- In 2023, 62% of respondents who provided a rating were satisfied with the way their rates are spent on the services and facilities provided by the Council.
- Water services and community involvement in decision making exhibited the strongest influence on the perceived value received from rates.
- Satisfaction with rates value differed by age and ethnicity.
- Respondents aged 65+ (90%) tended to be the most satisfied with their rates value, compared to respondents aged under 65, especially those aged 18-44 (35%).
- Māori respondents (47%) also tended to be less satisfied with the value of their rates.



Respondents were asked to rate the way the rates are spent on the services and facilities provided by the Council. Scale: 1-very dissatisfied and 10-very satisfied.

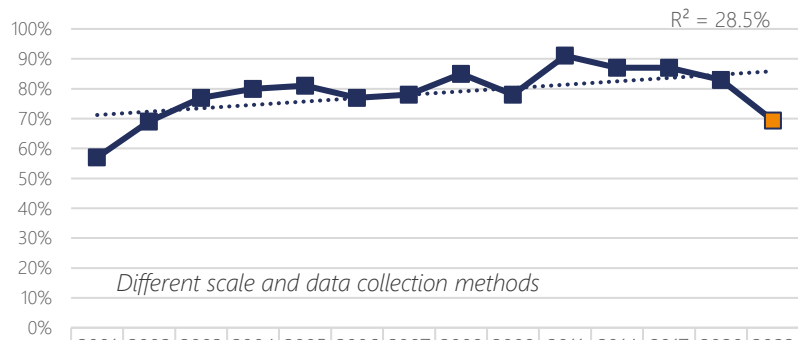
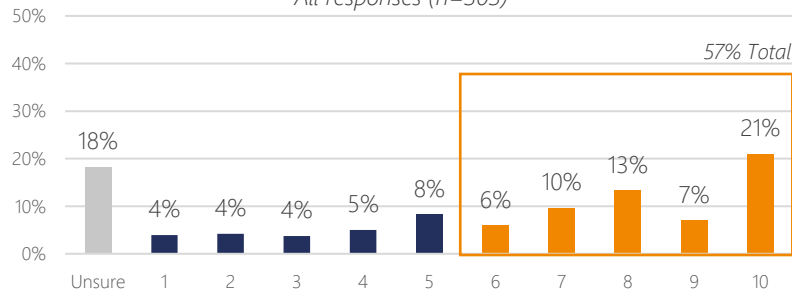


DEMOCRACY AND GOVERNANCE – elected members

- In 2023, 69% of respondents who provided a rating were satisfied with the Mayor and Councillors performance.
- Satisfaction with elected members increased with respondent age, with those aged 65+ being the most satisfied (90%) and those aged under 45 (52%) – the least satisfied.
- In addition, Māori respondents (62%) were less satisfied with the performance of elected members.

Satisfaction with the Mayor and Councillors

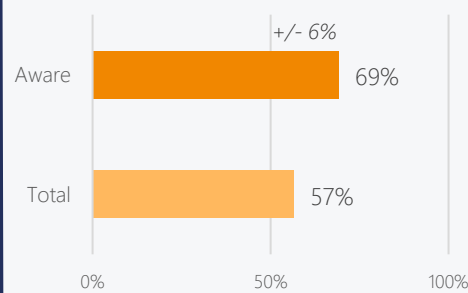
All responses (n=303)



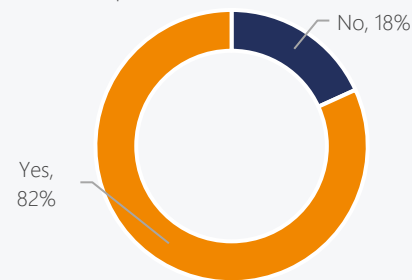
Different scale and data collection methods

Year	2001	2002	2003	2004	2005	2006	2007	2008	2009	2011	2014	2017	2020	2023
% Satisfied	57%	69%	77%	80%	81%	77%	78%	85%	78%	91%	87%	87%	83%	69%

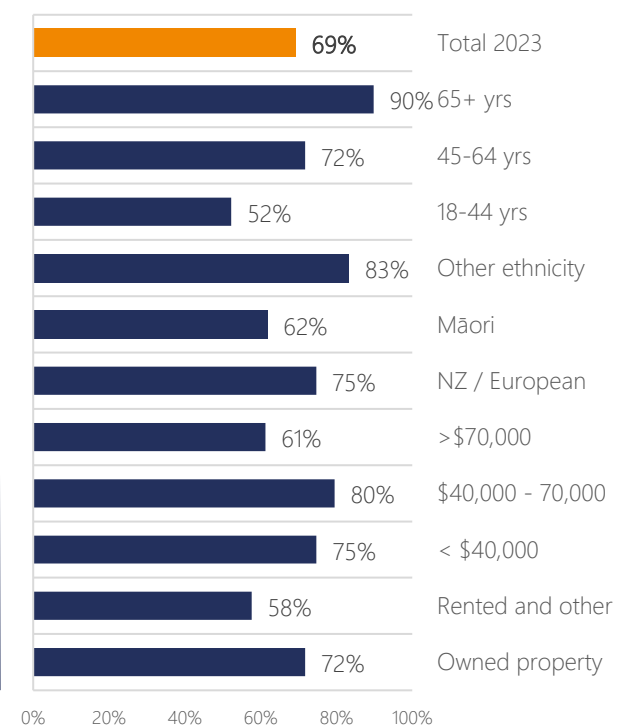
% Satisfied 2023



Aware of Mayor and Councillors performance in 2023



Satisfaction by key demographic groups



Respondents were asked to rate performance of the Mayor and Councillors. Scale: 1-very dissatisfied and 10-very satisfied.



ELECTED MEMBERS – community feedback

Good / good job / no problem – 42%
Mayor good /positive feedback – 31%
Doing their best / proactive / committed – 20%
Don't know much about them / new / too early – 14%
Approachable / good information access – 11%
Councillors good / positive feedback – 8%
Other – 5%
Have seen recent improvements – 2%

Top reasons for satisfaction with Mayor and Councillors

n=119 respondents provided a comment

Mixed / negative comments / money expenditure / transparency – 43%
Water service issues – 33%
More communication / limited visibility – 17%
Don't know much about them / new / too early – 5%
Other – 4%

Top reasons for dissatisfaction with Mayor and Councillors

n=41 respondents provided a comment

Performance of the Mayor and Councillors – open-ended comments sorted into categories.

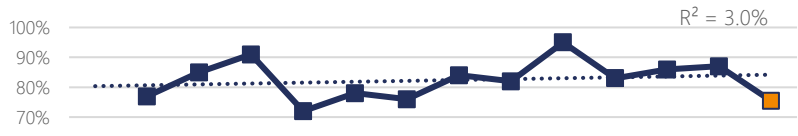
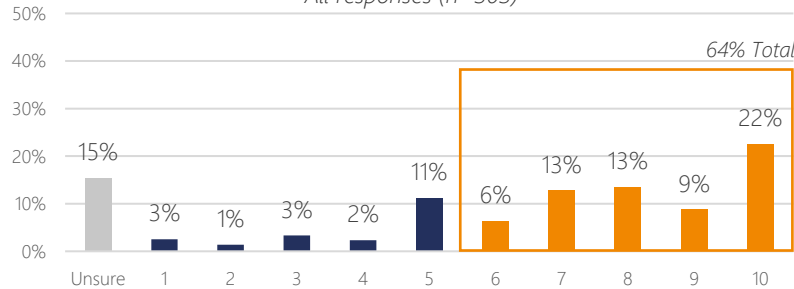


DEMOCRACY AND GOVERNANCE – staff

- In 2023, satisfaction with Council staff was slightly higher compared to the performance of elected members.
- 75% of respondents who provided a rating were satisfied with the performance of Council staff.
- Again, younger respondents (58%), and Māori respondents (65%), tended to be less satisfied.

Satisfaction with Council staff

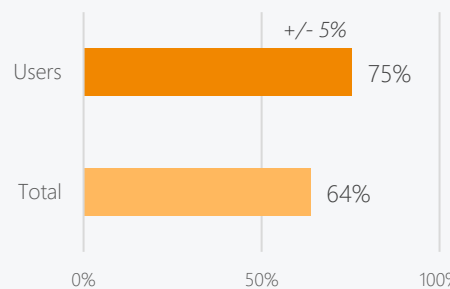
All responses (n=303)



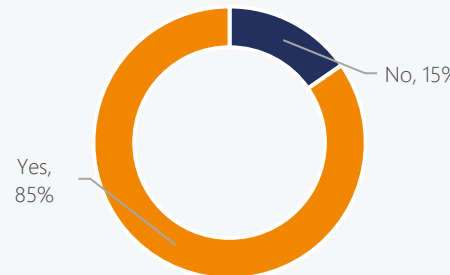
Different scale and data collection methods; no data prior to 2002

Year	2001	2002	2003	2004	2005	2006	2007	2008	2009	2011	2014	2017	2020	2023
% Satisfied		77%	85%	91%	72%	78%	76%	84%	82%	95%	83%	86%	87%	75%

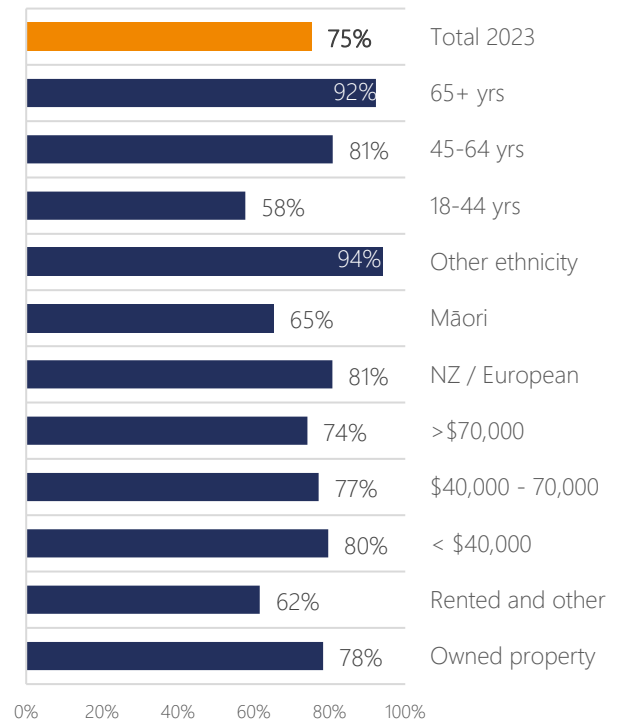
% Satisfied 2023



Aware of Council staff performance in 2023



Satisfaction by key demographic groups



Respondents were asked to rate performance of Council staff. Scale: 1-very dissatisfied and 10-very satisfied.



STAFF – community feedback

Good / excellent job / work – 47%
Helpful / polite / professional – 40%
Public spaces well-maintained – 9%
Other – 3%
Visible / present in the community – 2%

Top reasons for satisfaction with Council staff

n=134 respondents provided a comment

Various experience / rude /
little progress / other negative – 72%
Other – 18%
Room for improvement – 7%
Little visibility / new group – 3%

Top reasons for dissatisfaction with Council staff

n=20 respondents provided a comment

Performance of Council staff – open-ended comments sorted into categories.

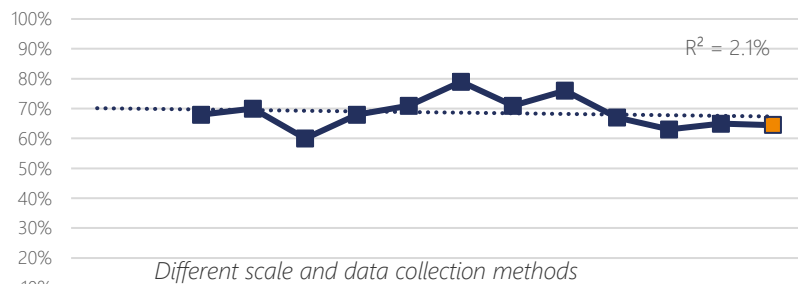
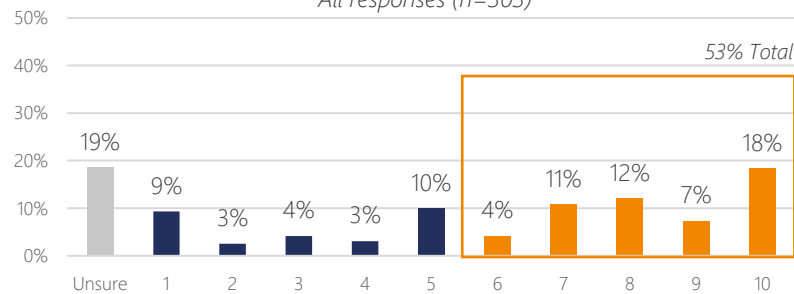


DEMOCRACY AND GOVERNANCE – decision making

- In 2023, 64% of respondents who provided a rating were satisfied with the way Council involves the public in the decisions it makes.
- Satisfaction with decision making involvement increased significantly with age; older respondents aged 65+ (91%) were the most satisfied, compared to younger respondents, especially aged under 45 (44%).

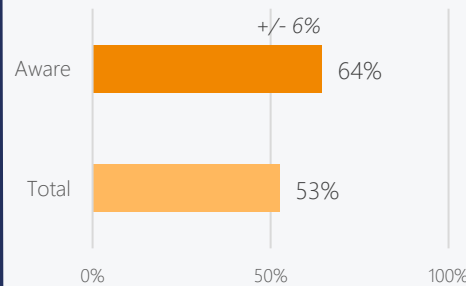
Satisfaction with decision making involvement

All responses (n=303)

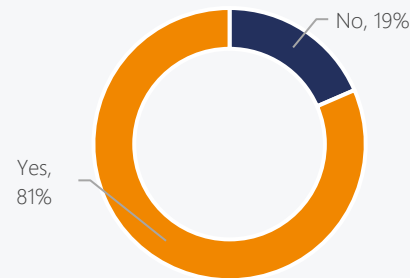


	2001	2002	2003	2004	2005	2006	2007	2008	2009	2011	2014	2017	2020	2023
% Satisfied			68%	70%	60%	68%	71%	79%	71%	76%	67%	63%	65%	64%

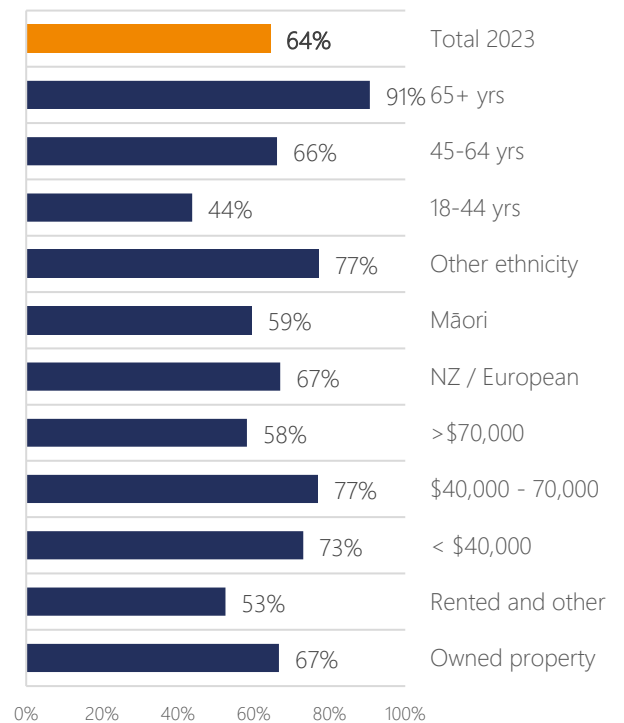
% Satisfied 2023



Aware of Council decision making in 2023



Satisfaction by key demographic groups



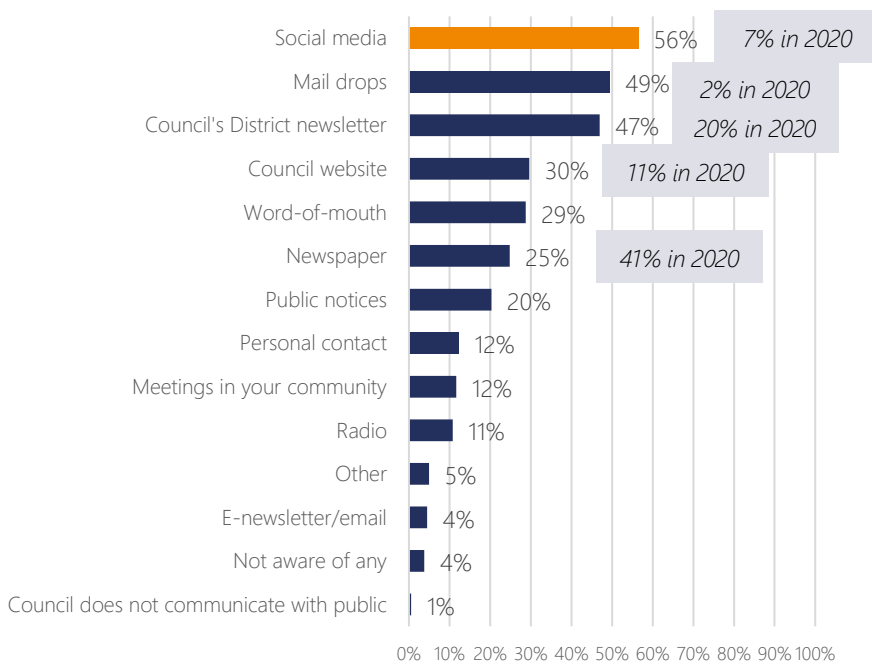
Respondents were asked to rate with the way Council involves the public in the decisions it makes. Scale: 1-very dissatisfied and 10-very satisfied.



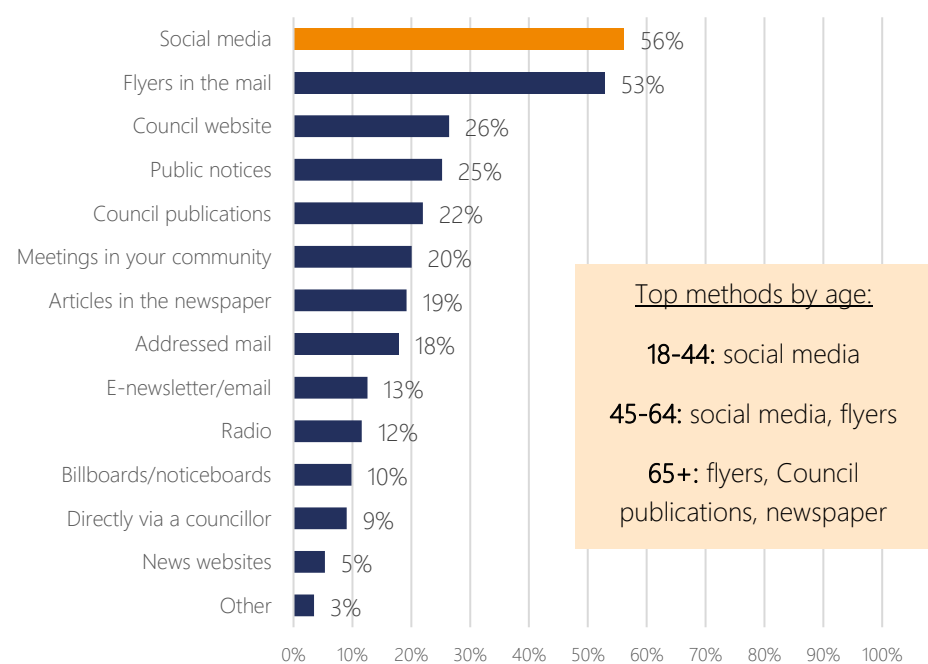
COMMUNICATION

- In 2023, most respondents could recall at least some Council communication; only around 4% stated not being aware of any communications.
- The top-recalled communication channels in 2023 were social media (56%), mail drops (49%) and Council’s newsletter (47%).
- The preferred communication sources generally matched with the used channels, with social media (56%) and flyers in the mail (53%) named as the most preferred.
- The preferred (and used) communication channels varied significantly by age.
- Younger respondents (aged 18-44) heavily favoured social media (73%), whereas only 23% of those aged 65+ cited this method.
- In contrast, older respondents preferred more traditional methods of communication, such as flyers in the mail (63%), Council publications (34%) and articles in the newspaper (30%).

Used communication channels (n=300, multi-choice)



Preferred communication channels (n=298, multi-choice)



Top methods by age:

18-44: social media

45-64: social media, flyers

65+: flyers, Council publications, newspaper

Respondents were asked to select where or from whom they get their information and what is their preferred communication method (multi-choice).

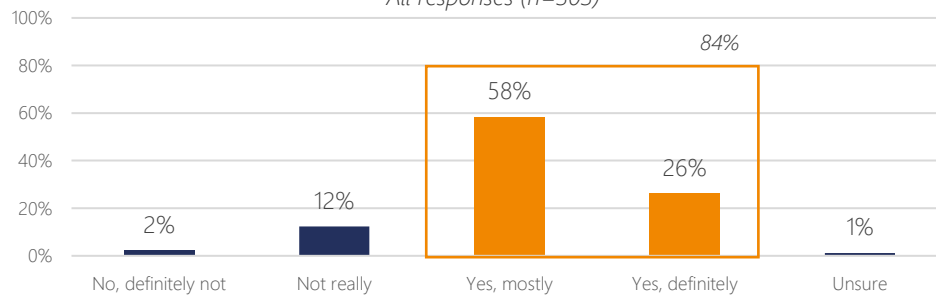


LOCAL FOCUS – safety

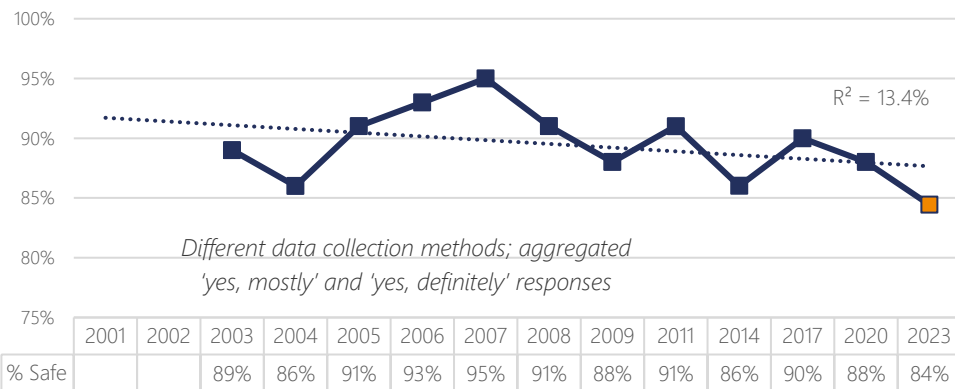
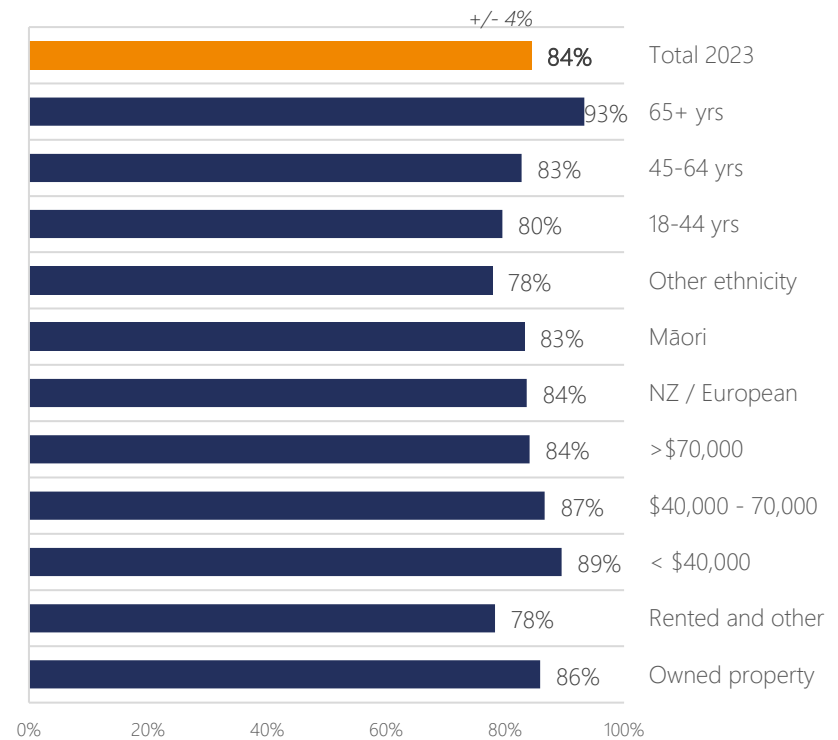
- Overall, feelings of safety remained high in the District in 2023. 84% of respondents reported feeling safe to some extent, of those 26% agreeing they felt 'definitely' safe.
- Respondents aged under 65 were less likely to agree they feel safe; although 8-in-10 still provided a positive response.

Kawerau is a safe place to live

All responses (n=303)



Aggregated feelings of safety by key demographic groups

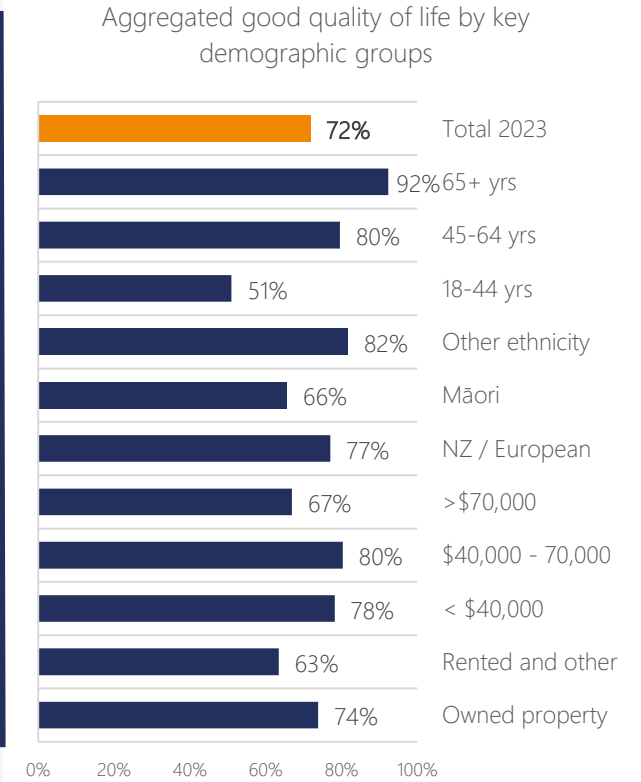
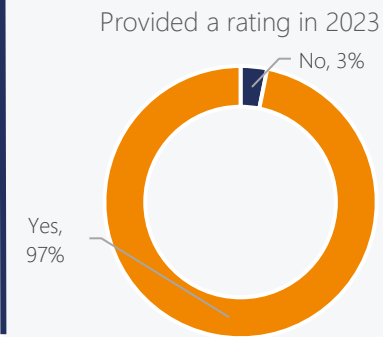
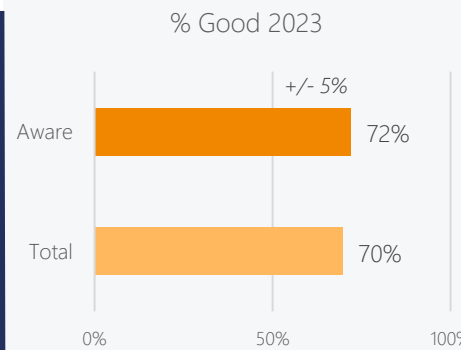
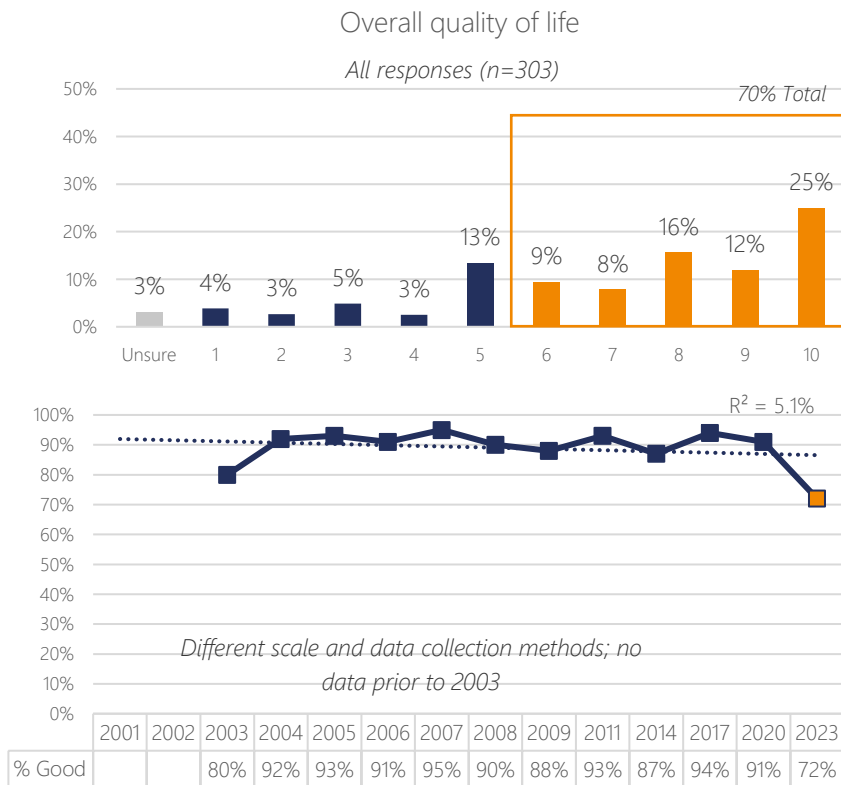


Respondents were asked to rate Kawerau District as a safe place to live.



LOCAL FOCUS – quality of life

- In 2023, 72% of respondents who provided a rating evaluated their quality of life positively (ratings 6 or above).
- Quality of life exhibited strong relationships with perceptions of community spirit and overall satisfaction with Council’s services in the District.
- Quality of life perceptions differed by age and ethnicity.
- Fewer respondents aged under 45 (51%), and Māori respondents (66%), rated their quality of life favourably.



Respondents were asked to rate overall quality of life in Kawerau. Scale: 1-very poor and 10-very good.

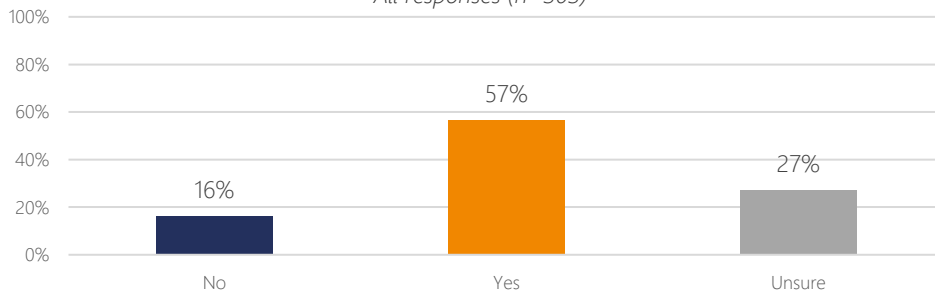


LOCAL FOCUS – reputation

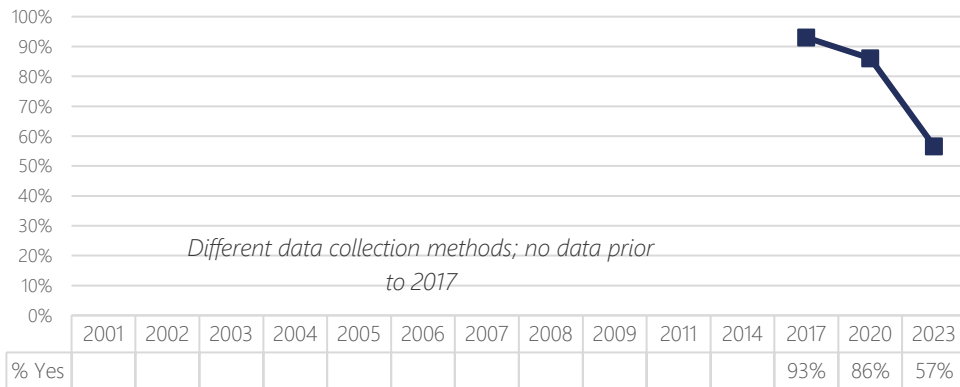
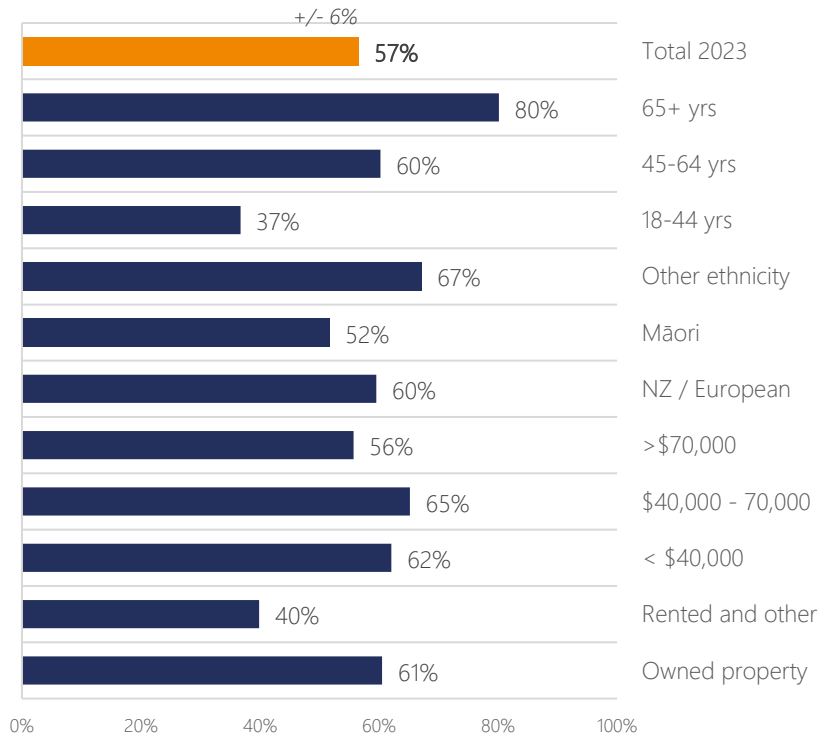
- In 2023, 57% of respondents agreed the Council has a good reputation.
- However, over one-quarter (27%) were unsure about Council’s reputation.
- Additionally, 16% of respondents did not believe that the Council has a good reputation (10% in 2020).
- Reputation perceptions differed significantly by age and home ownership.
- 80% of older respondents (65+) believed the Council has a good reputation, whereas only 37% of those aged under 45 agreed with this statement.
- Home owners (61%) were more likely to provide positive ratings compared to rental tenants or other residents (40%).

Council has a good reputation

All responses (n=303)



Good reputation by key demographic groups



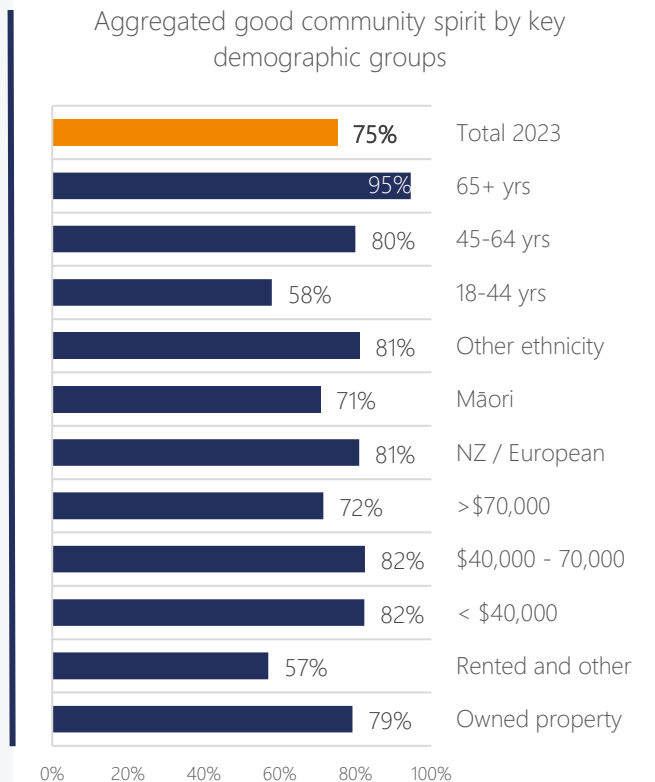
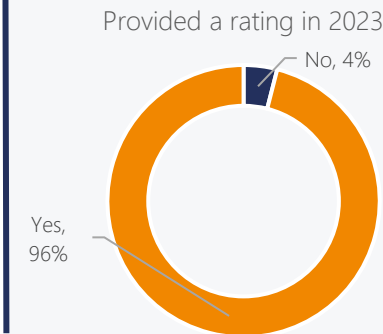
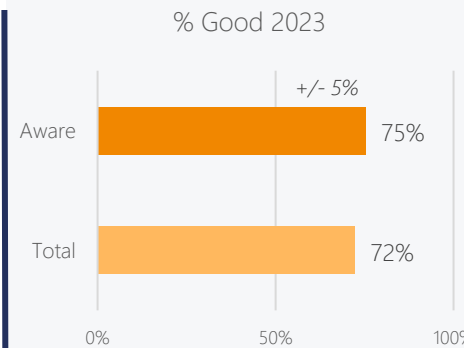
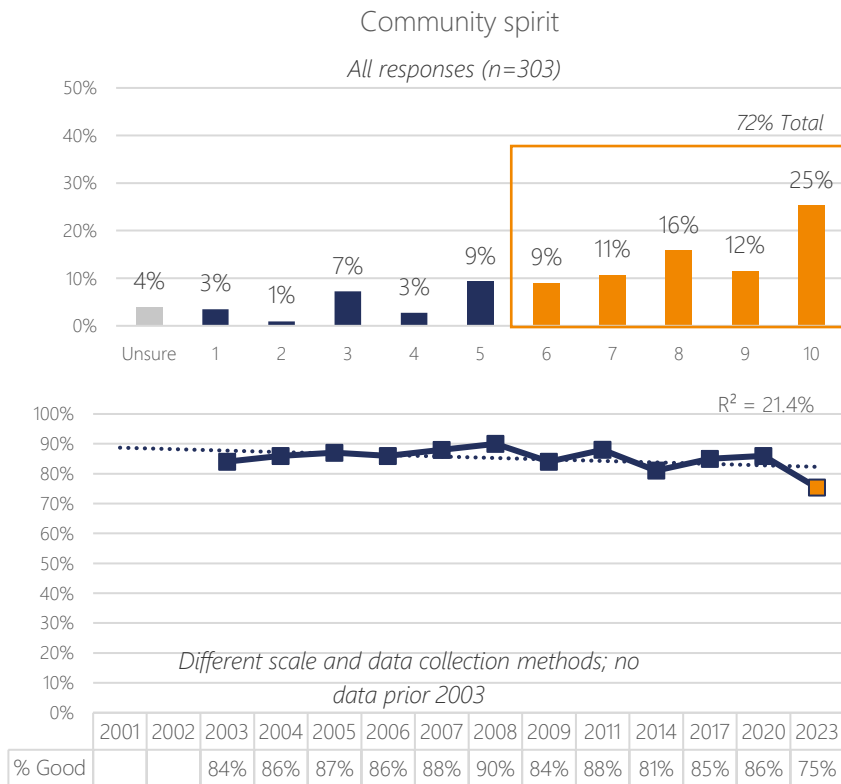
Respondents were asked: "Do you feel Kawerau District Council has a good reputation?"



LOCAL FOCUS – community spirit

- In 2023, 75% of respondents rated the community spirit positively, which encompassed a sense of belonging, togetherness, pride in the area, and a positive atmosphere.

- Community spirit perceptions varied by age and home ownership.
- Younger respondents (58%), and those living in a rental or other types of property (57%), were less likely to provide positive ratings.



Respondents were asked to rate community spirit (a sense of belonging and togetherness, a pride in the area, and a good atmosphere). Scale: 1-very poor and 10-very good.

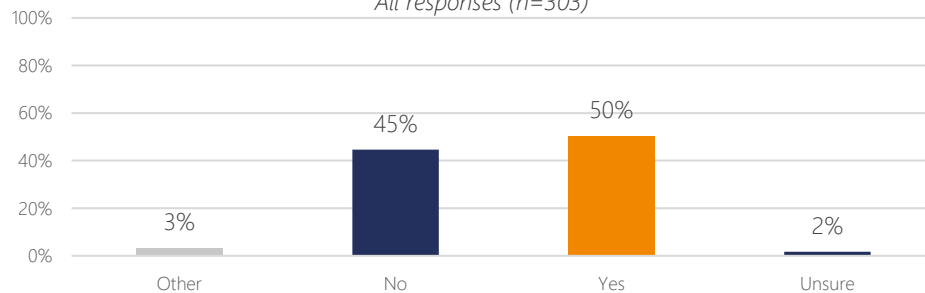


LOCAL FOCUS – emergency preparedness

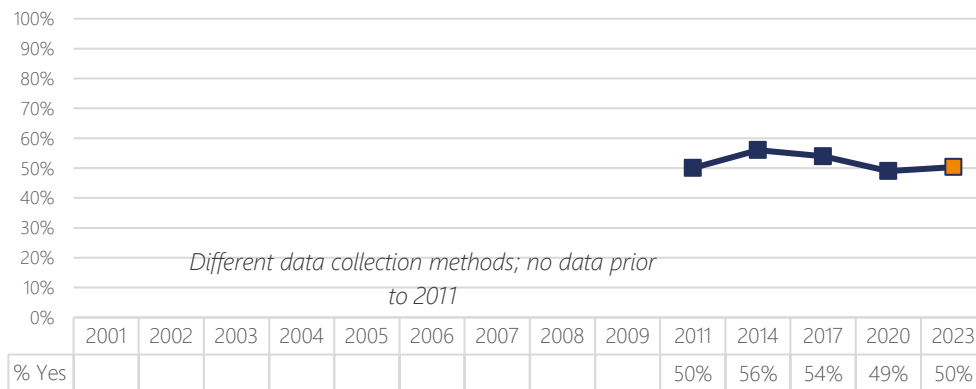
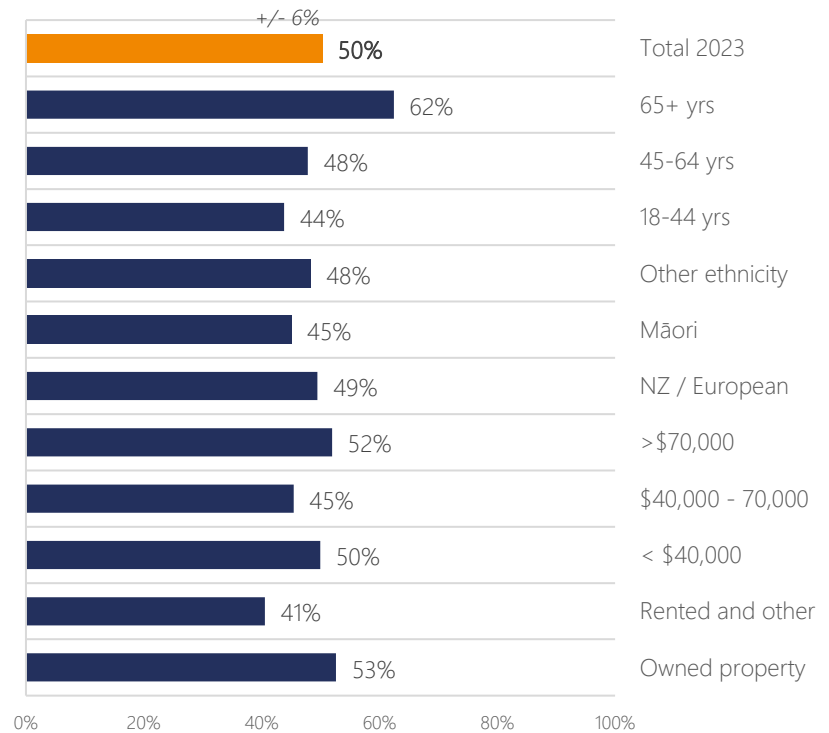
- In 2023, half of respondents (50%) agreed they have an emergency kit at home (including stored food, water, a radio, batteries, and a torch).
- This result aligned with the historical tracking average.
- Respondents aged 65+ (62%) were slightly more likely to report having an emergency kit, compared to those under 65.

Have an emergency kit

All responses (n=303)



Preparedness by key demographic groups



Respondents were asked if they had an emergency kit (includes stored food, water, a radio, batteries and a torch).

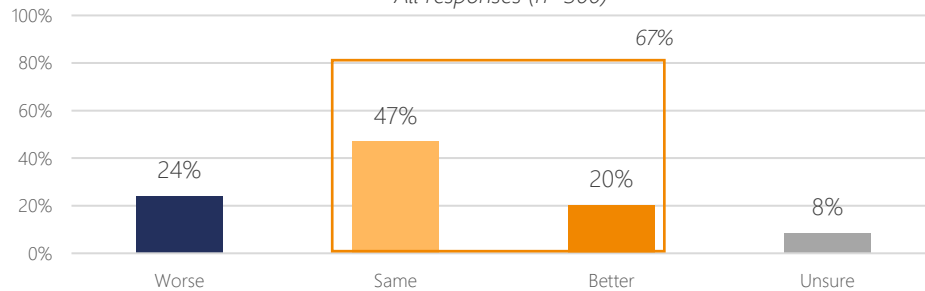


LOCAL FOCUS – place to live

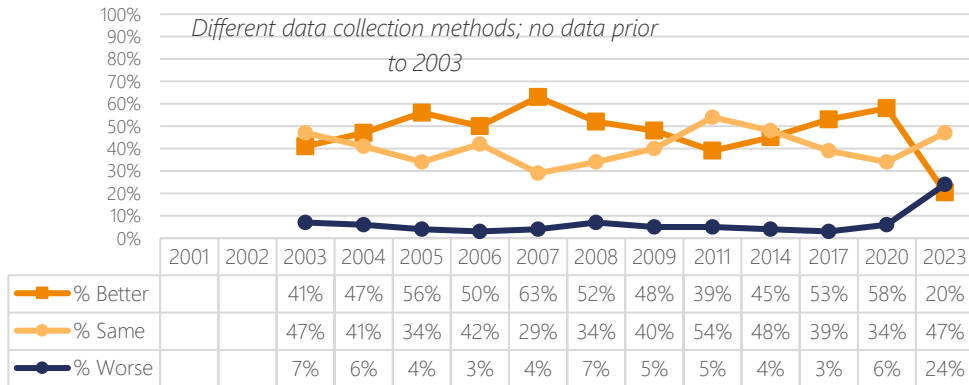
- In 2023, slightly less than half of respondents (47%) believed that Kawerau remained the same as a place to live as it was three years ago. Meanwhile, 20% believed that it had improved, and 24% expressed the opinion that Kawerau had become worse.
- Respondents aged under 45 (37%) were more likely to state that Kawerau had become worse as a place to live, while a higher percentage of older respondents (57%) indicated it had remained the same.

Kawerau as a place to live

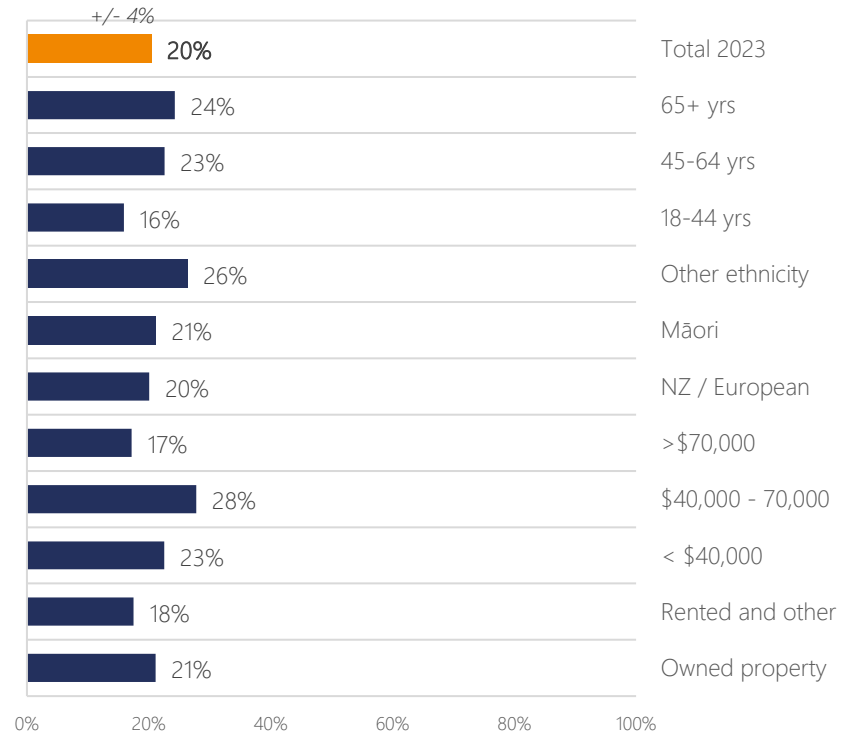
All responses (n=300)



Different data collection methods; no data prior to 2003



Better place to live by key demographic groups

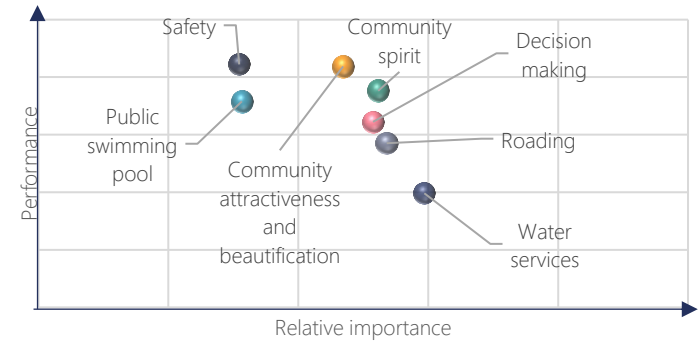
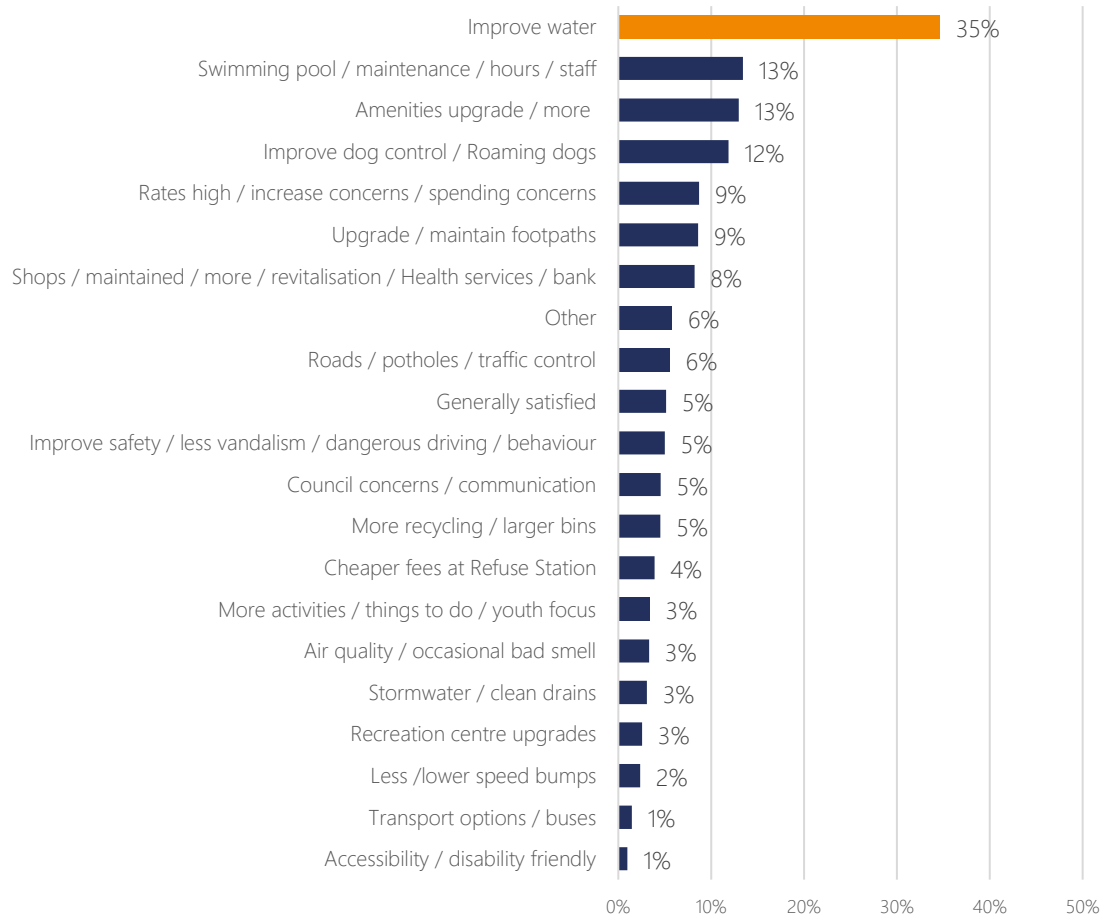


Respondents were asked wherever they think Kawerau is better, about the same or worse as a place to live than it was 3 years ago.



IMPROVEMENTS

Other suggested improvements* (n=207)



Out of all surveyed services, 7 showed stronger influence on overall satisfaction with Council's performance.

Assessing relative importance** against measured performance of these 7 attributes, water services clearly represented the greatest improvement potential.

Furthermore, 68% of respondents provided additional unprompted suggestions for improvement. These verbatim comments aligned with the overall findings, with 35% specifically mentioning water services as the key area requiring improvement. Other areas highlighted by 1-in-8 respondents included the swimming pool (citing concerns about maintenance, frequency of closures, and operating hours), public amenities (calling for upgrades, more amenities, and improvements to parks, sports fields, and playgrounds), and dog control (particularly issues related to roaming dogs).

* Open-ended comments sorted into categories. Totals may exceed 100% owing to multiple responses for each respondent. **The regression and correlation analysis were used for key driver analysis (relative importance) and data relationship assessment. These statistical methods investigate the relationships between potential influential factors (e.g. predictors) and residents' overall satisfaction

