



Far North District Council

2018 Annual Residents Survey



Far North
District Council

Report | June 2018



Table of Contents

Introduction, Objectives and Method	Page 3
Key Findings	Page 5
Executive Summary	Page 6
Overall Satisfaction	Page 8
Drivers of Overall Satisfaction	Page 13
Understanding Reputation	Page 34
Satisfaction Scores	Page 43
Usage of Services and Facilities	Page 50
Contact with Council	Page 56
Governance, Communication and Strategic Administration	Page 61
Priority for Next 12 Months	Page 66
Sample Profile	Page 68
Appendix: Reasons for Dissatisfaction	Page 70

Introduction, Objectives and Method

Introduction

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

Research Objectives

- To provide a robust measure of satisfaction with the Council's performance in relation to services and Council assets
- To determine performance drivers and assist Council to identify the best opportunities to further improve satisfaction
- Measure how Council's reputation is evaluated by its residents
- To assess changes in satisfaction over time and measure progress against the Long Term Plan

Method

- The methodology involved a telephone survey measuring the performance of the Far North District Council
- The questionnaire was designed in consultation with staff of the Far North District Council and is structured to provide a comprehensive set of measures relating to core activities, services and infrastructure, and to provide a wider perspective of performance. This includes assessment of reputation, the willingness of residents to become involved with Council's decision making
- Data collection was conducted between 22 May to 22 June 2018 with n=500 interviews collected via CATI
- Data collection was managed to defined quota targets based on age, gender, ward and ethnicity. Post data collection the sample was weighted so it is exactly representative of key population demographics based on the 2013 Census
- At an aggregate level the survey has an expected 95% confidence interval (margin of error) of $\pm 4.3\%$
- There are instances where the sum of the whole number score varies by one point relative to the aggregate score due to rounding

The questionnaire, rating scale, and categorisation for reporting satisfaction scores has been refined and is somewhat similar to what was used in previous years

Residents were asked to rate their satisfaction with various services, infrastructure and facilities provided by Council, using a 10 point scale where 1 is very dissatisfied and 10 is very satisfied.

Results throughout this report are presented as the percentage of respondents that provided a score of 7 to 10 being satisfied and very satisfied.

Scores can be categorised as follows:

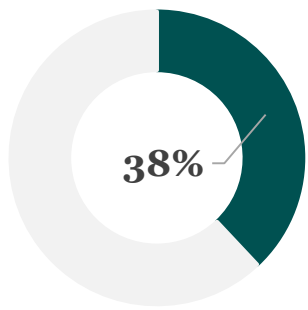
Category	Score
Very satisfied	9 – 10
Satisfied	7 – 8
Neutral	5 – 6
Dissatisfied	3 – 4
Very dissatisfied	1 – 2

When making direct comparisons to previous survey results, slight variations could potentially be attributed to differences in questionnaire layout and question wording, methodology, scale, and score calculations.

With the survey design and reporting of results, every effort has been made to minimise any potential for variation.

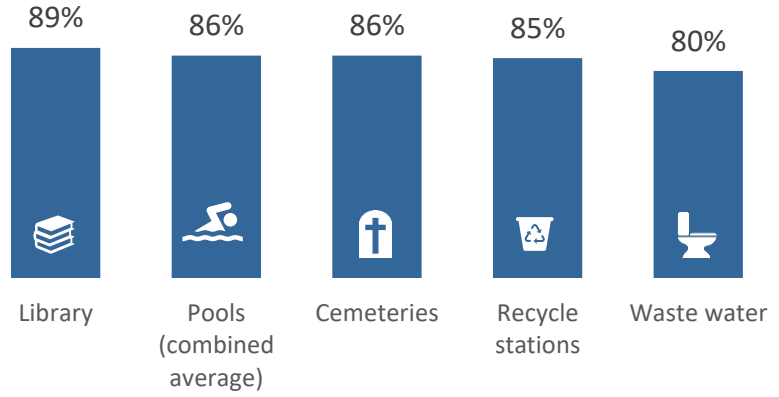
Key Findings

2018 OVERALL Satisfaction
(% satisfied – scoring 7 to 10)



2017: 24%
(% satisfied – scoring 4 to 5)

Top 5 Best Performing Areas
(% satisfied – scoring 7 to 10)



Key Opportunities for Improvement



Executive summary

1

Most residents of the Far North District Council are satisfied with many Council services. However, only 38% of residents are satisfied with the Council's overall performance, compared to 24% of residents in 2017

2

The Far North District Council does not have a particularly strong reputation with the majority of residents (63%) classified as '*Sceptics*', having negative perceptions of the work that Council delivers to the community; they have little trust and doubt Council's vision and leadership

3

There is potential to improve reputation by demonstrating greater transparency with financial management and by further improving resident perceptions with regard to the vision and leadership of Council

4

Encouragingly the 18-39 year old age group are likely to rate Council's reputation highly and are more likely to be classified as '*Champions*' who view the Council as competent and have a more positive emotional connection, this being a notoriously hard group to engage

5


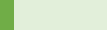


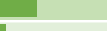

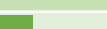

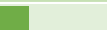






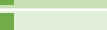
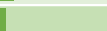


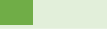



Satisfaction is rated highest in relation to public facilities by those who use these services and facilities, and include the libraries, various pools, cemeteries and recycle stations. Residents are less satisfied with aspects of roading infrastructure, stormwater management and property rates

6

While not specifically identified as high priorities, there is some evidence to suggest that residents would value improvements to the time taken to resolve a request or complaint made to Council and the Council's unsealed road network

Comparison to previous year's results

(refer to page 4 for important considerations when making comparisons)

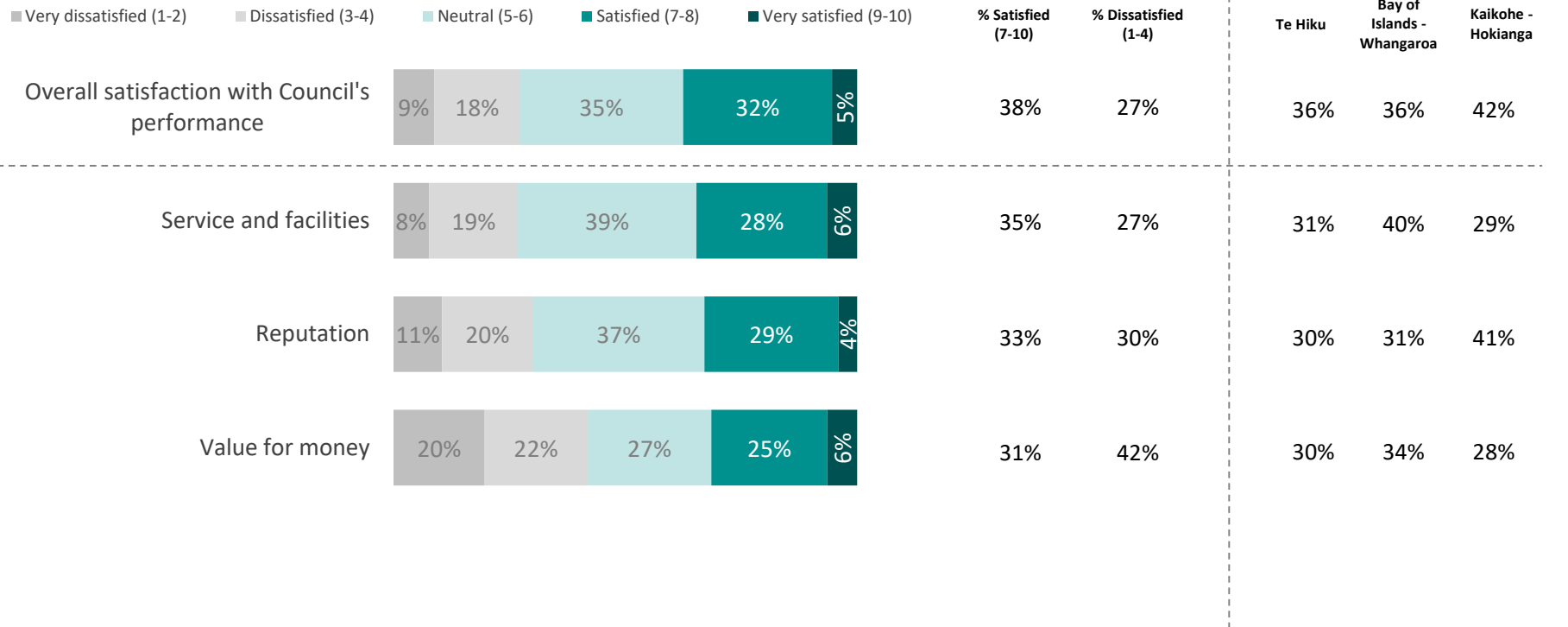
Service/Facility/Activity	2017 (%satisfied/ very satisfied)	2018 (%satisfied/ very satisfied)	Change 2017 to 2018	
Local roads	21	43	+22	
Local footpaths	34	38	+4	
Stormwater drainage	28	41	+13	
Water supply	69	69	+0	
Waste water	70	80	+10	
Refuse transfer stations	78	80	+2	
Community recycling stations	90	85	-5	
Cemeteries	77	86	+9	
Kaikohe Pool	80	92	+12	
Kaitaia Pool	67	75	+8	
Kawakawa Pool	57	88	+31	
Kerikeri Pool	69	88	+19	
Public library	90	89	-1	
Public toilets	56	63	+7	
Parks and reserves	56	59	+3	
Access to the coast	56	59	+3	
Car park facilities	44	48	+4	
Service received when contacting Council (2018: by Council frontline staff)	64	68	+4	
Awareness of the community board in your area	83	85	+2	
Informed about Council's District Plan (land use)	20	23	+3	
Aware of changes to the District Plan	21	29	+8	
Informed about what Council is doing (all residents)	17	26	+9	
Informed about what Council is doing (Māori respondents)	17	24	+7	
Overall performance of Council	24	38	+14	



Overall Satisfaction

Close to two in five residents (38%) are satisfied (% scoring 7 to 10) with the Far North District Council's overall performance

Overall

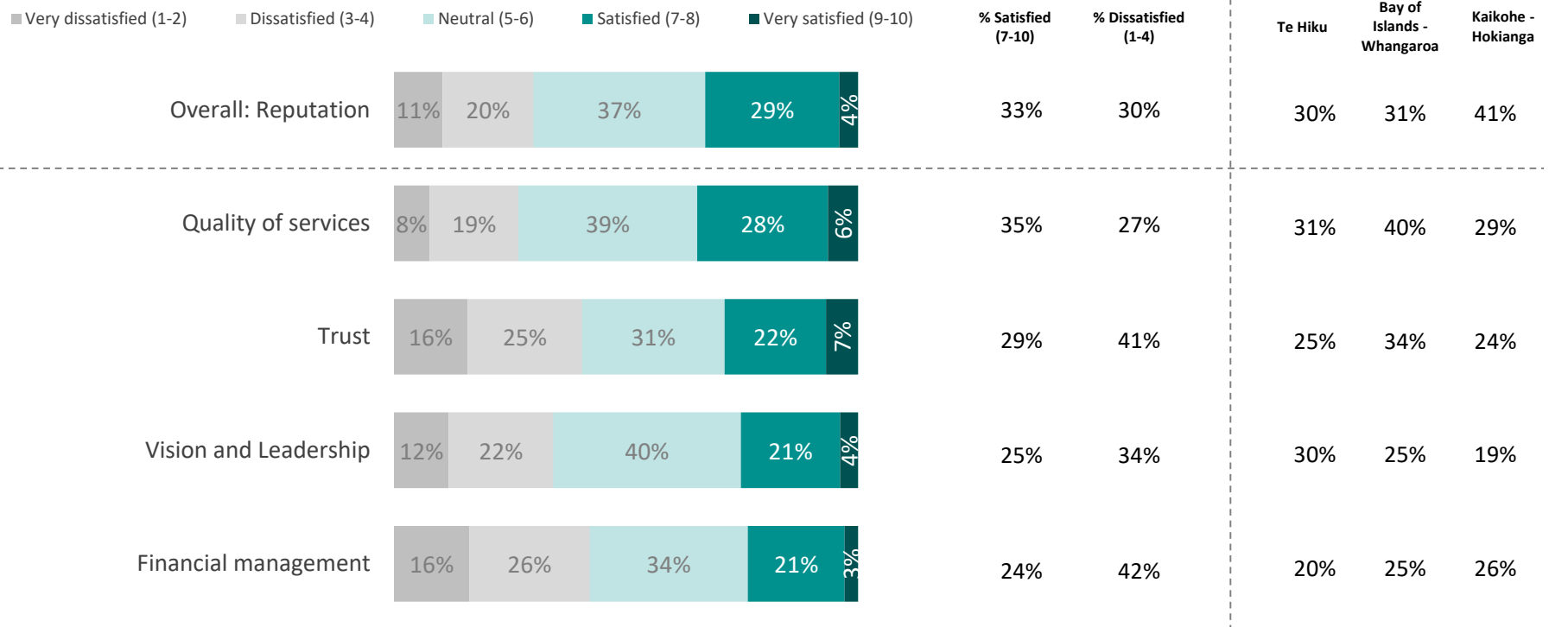


NOTES:

1. Total sample: n=500; Excludes 'don't know'
2. REP5. So considering, leadership, trust, financial management and quality of services provided, how would you rate Council for its overall reputation?
3. REP4. And thinking about all the services, facilities and infrastructure Council provides, how would you rate them for the quality of what they provide the district?
4. VM2. Thinking about everything Council has done over the last 12 months and what you have experienced of its services and facilities, how satisfied are you that your rates provide value for money?
5. OP1. Everything considered that we've gone through; reputation, services and facilities, and value for money, how satisfied are you with the OVERALL performance of the Far North District Council?

The four elements of image and reputation have similar satisfaction distributions, the highest satisfaction being for quality of service, particularly by Bay of Islands-Whangaroa residents

Image and reputation

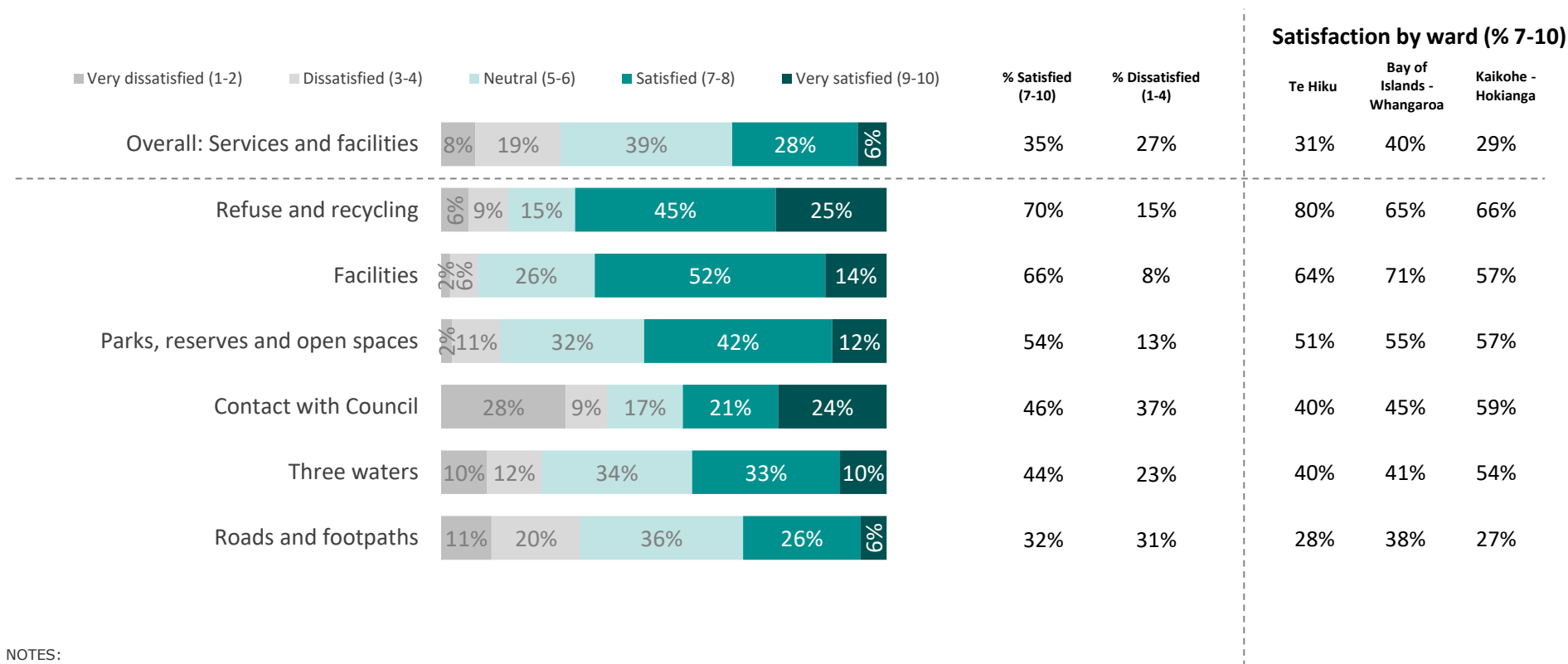


NOTES:

1. Total sample: n=500; Excludes 'don't know'
2. REP1. Being committed to creating a great district, how it promotes economic development, being in touch with the community and setting clear direction... overall how would you rate Council for its vision and leadership?
3. REP2. Next I'd like you to think about how open and transparent Council is, how Council can be relied on to act honestly and fairly, and their ability to work in the best interests of the district? Overall how would you rate Council in terms of the faith and trust you have in them?
4. REP3. Now thinking about Council's financial management - how appropriately it invests in the district, how wisely it spends and avoids waste, and its transparency around spending. How would you rate Council overall for its financial management?
5. REP4. And thinking about all the services, facilities and infrastructure Council provides, how would you rate them for the quality of what they provide the district?
6. REP5. So considering, leadership, trust, financial management and quality of services provided, how would you rate Council for its overall reputation?

Roads and footpaths has the lowest level of satisfaction out of all services and facilities, with three in ten (31%) residents being dissatisfied (% scoring 1 to 4)

Services and facilities

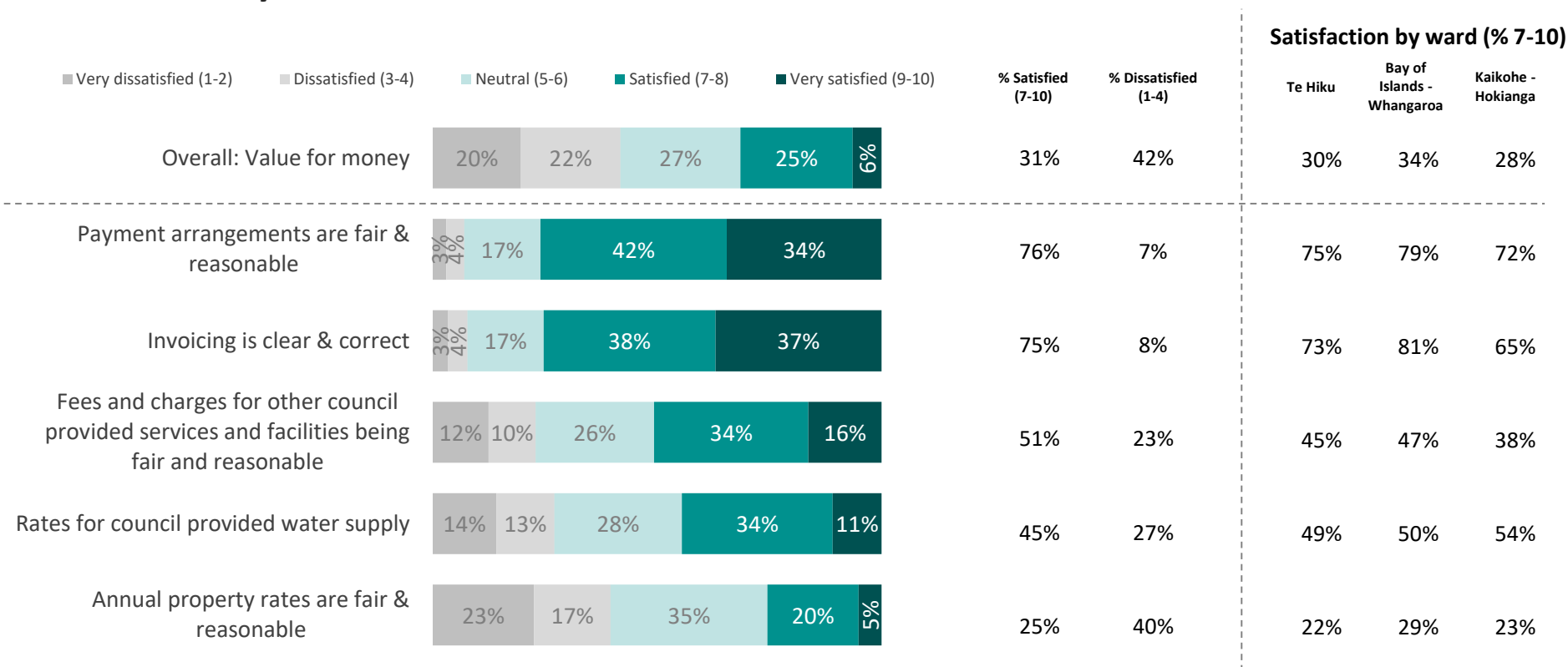


NOTES:

1. Total sample: n=500; Excludes 'don't know'
2. RF2. Overall, how satisfied are you with the roads, footpaths and walkways around the district?
3. TW6. And overall, when you think about the supply of water, the management and disposal of stormwater and disposal of waste water, how would you rate your satisfaction with Council overall for its management of water in the district?
4. WR5. How would you rate your satisfaction with the Council overall for its refuse and recycling disposal services?
5. CF4. When you consider all the public facilities that are provided by Council including how well they are maintained, the opening hours and where applicable, the cost to use these, how would you rate your overall satisfaction with the public facilities that are provided?
6. PR2. And overall, how satisfied are you with Council parks, coastal access and car parks
7. RS4G. How would you rate Council overall for how well they handled your request or complaint?
8. REP4. And thinking about all the services, facilities and infrastructure Council provides, how would you rate them for the quality of what they provide the district?

Although overall residents are dissatisfied with rates and value, three quarters are satisfied with payment arrangements being fair and with invoicing being clear and correct

Value for money



NOTES:

1. Total sample: n=500; Excludes 'don't know'
2. VM1. Using a scale of 1-10 where 1 is strongly disagree and 10 is strongly agree, how much do you agree with the following statements?
3. VM2. Thinking about everything Council has done over the last 12 months and what you have experienced of its services and facilities, how satisfied are you that your rates provide value for money?



Drivers of Overall Satisfaction



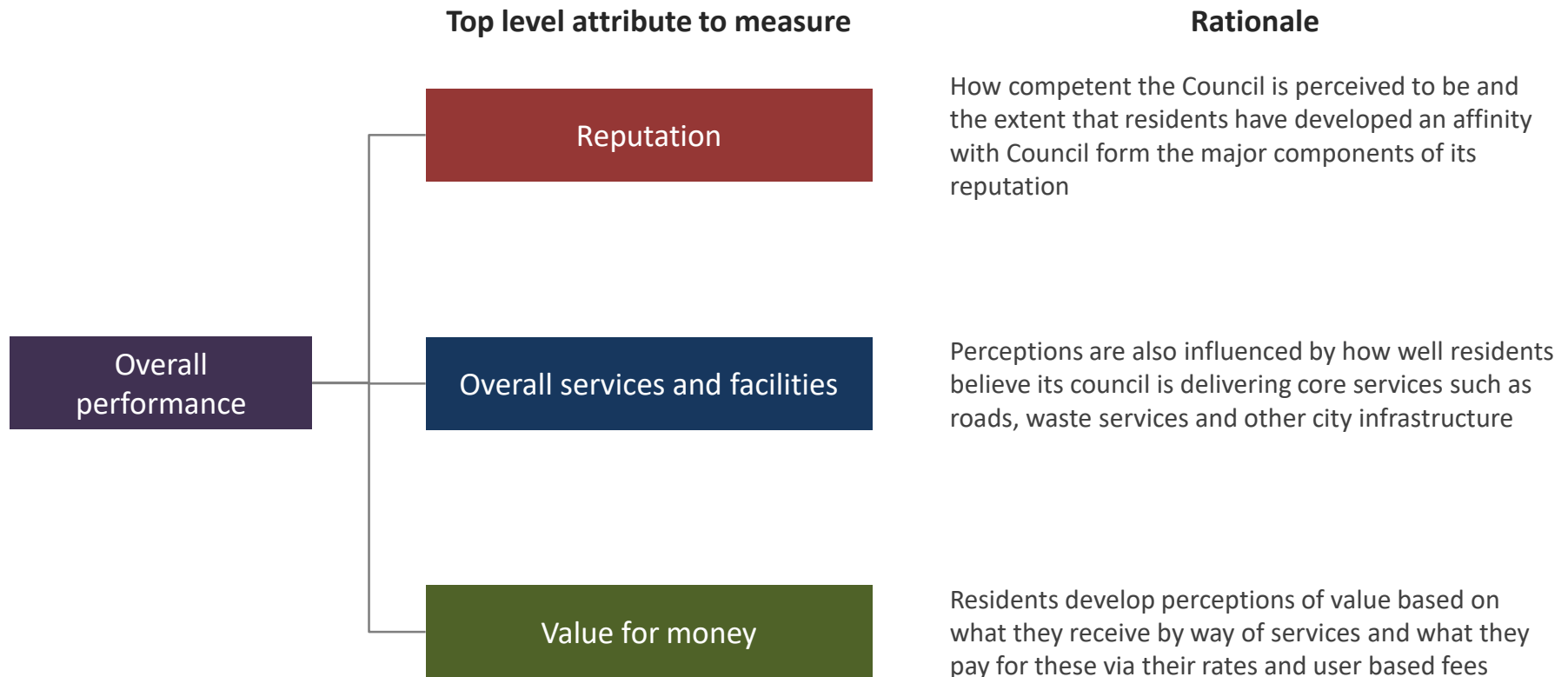
Far North
District Council



KEYRESEARCH

A framework has been used to determine how the various reputation, service and value elements impact residents overall evaluation of Council

Overview



Overview of the driver analysis model

Multiple regression

- Overall satisfaction scores have been analysed using multiple regression analysis. This is a statistical technique used to analyse the relationship between a single dependent variable, 'overall satisfaction' with several independent variables
- The objective of the analysis is to use the independent variables to predict the overall satisfaction score thereby understanding the relative influence that each of these independent variables has on explaining satisfaction. Each independent variable is weighted by the regression analysis with these weights denoting the contribution (or impact) of each of the independent variables

Impact

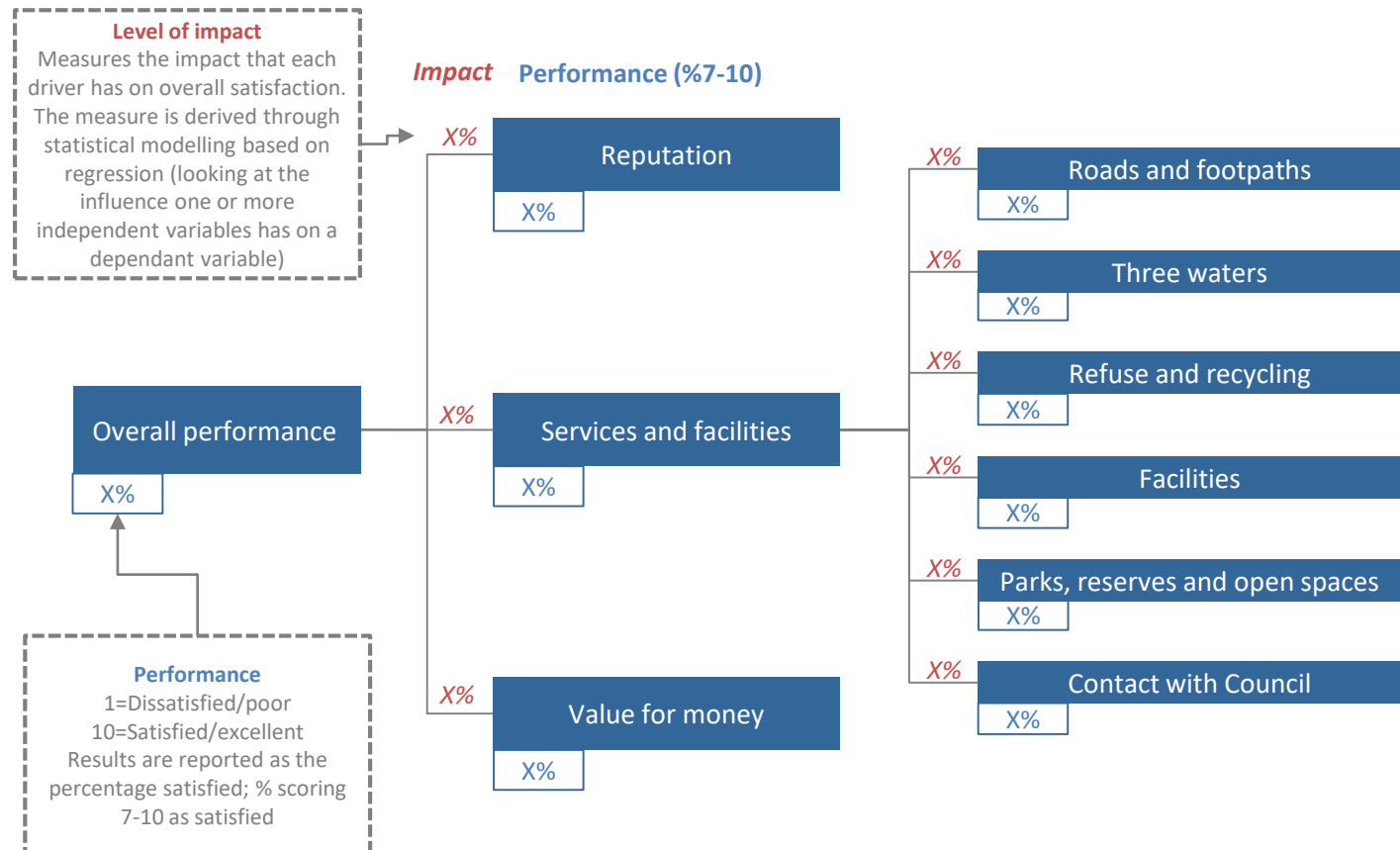
- Factors that have a high impact score and low performance represent the best opportunities to add value since these have a high influence on the 'overall satisfaction' measure but as performance is low, it is having the effect of lowering the result
- Elements with low impact and low performance are areas that need to be monitored but not necessarily addressed since the lower scores are having only a minor negative impact
- Elements with low impact and high performance represent opportunities to either promote performance or potentially to reduce effort since these have little impact on 'overall satisfaction'
- Where both performance and impact are high, the strategy needs to be one of maintaining performance

We have used a Customer Value Management (CVM) model to analyse the relationship between 'overall satisfaction' and the various services that are expected to influence perceptions

Introduction to the CVM driver model

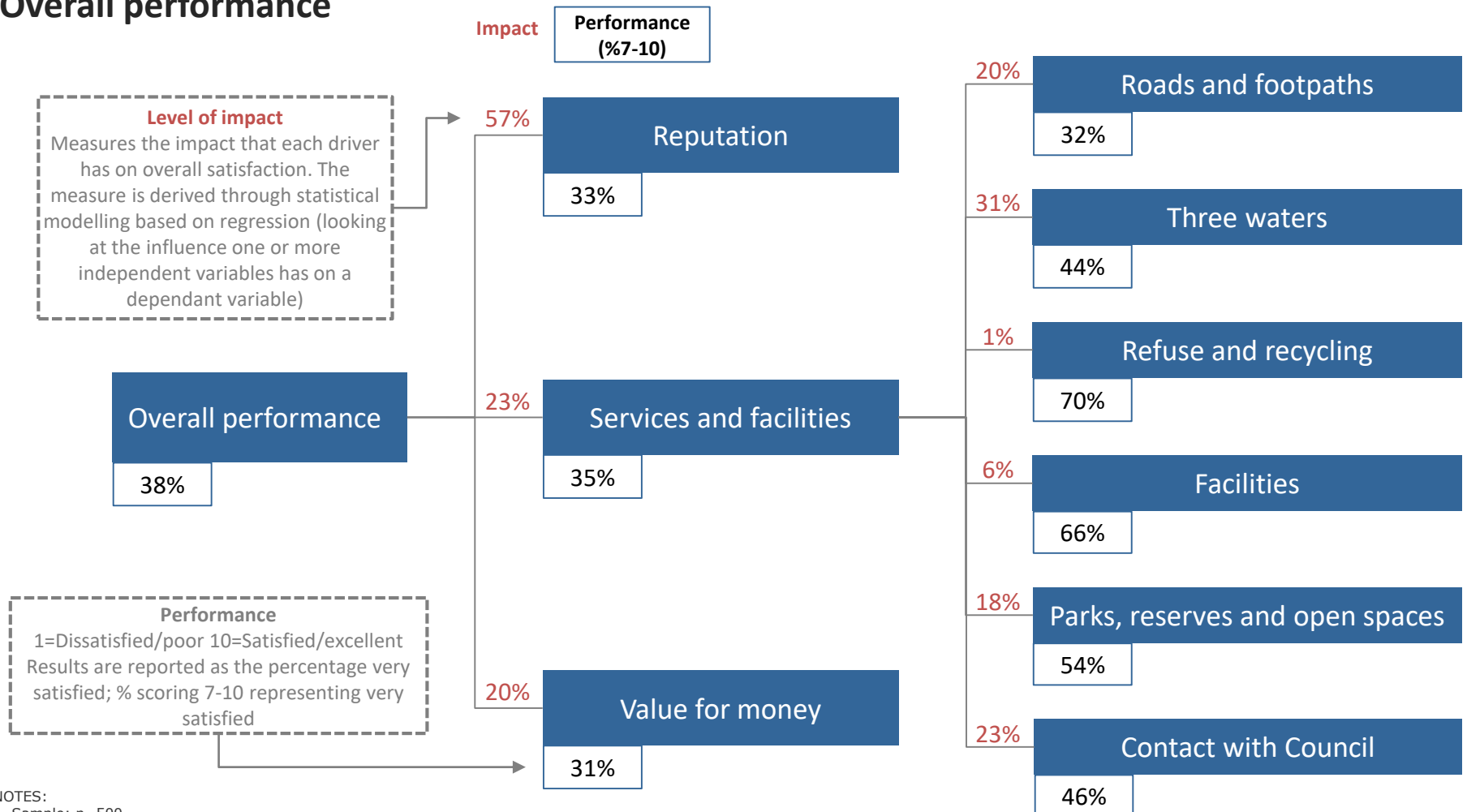
Overview of our driver model

- Residents are asked to rate their perceptions of Council's performance on the various elements that impact overall satisfaction with public services, facilities and activities that Council provides
- Rather than asking respondents what is important, we use statistics to derive the impact each element has on the overall perception of the Council's performance



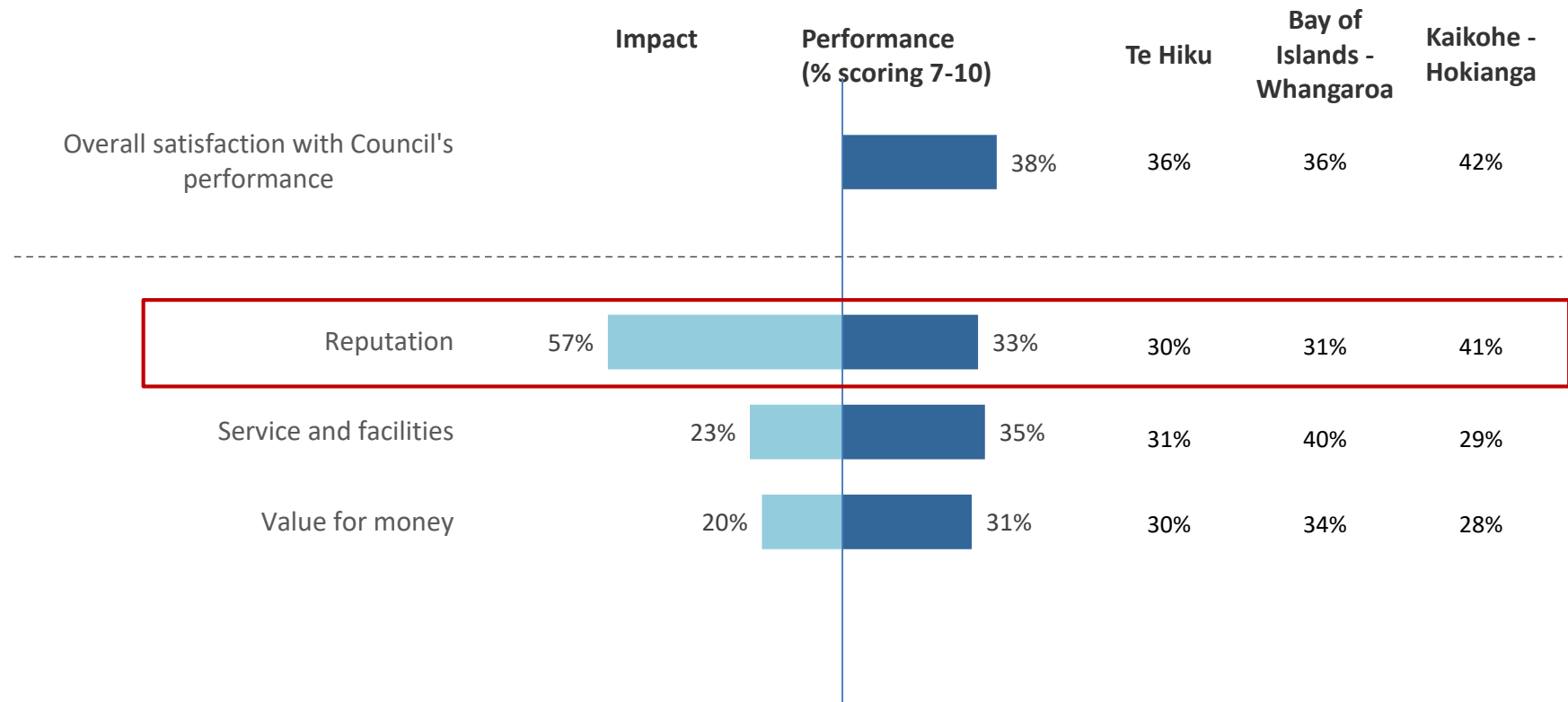
The overall performance evaluation is influenced most heavily by reputation with satisfaction highest for services and facilities

Overall performance



Perceptions of reputation has the largest influence on overall perceptions of Council's performance, and with performance being low, focus in this area should lift overall satisfaction

Driver analysis: Overall level drivers

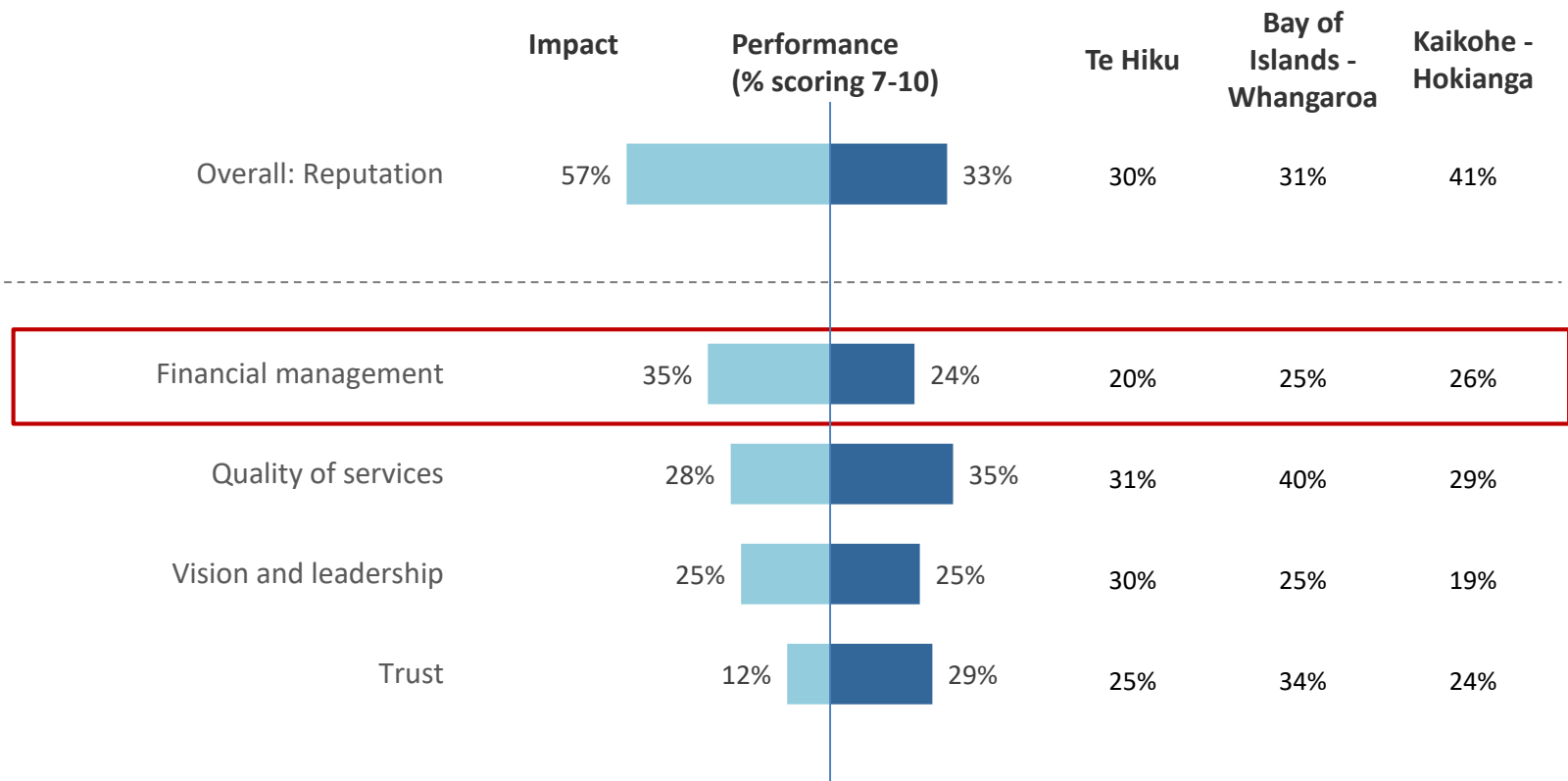


NOTES:

1. Total sample: n=500; Excludes 'don't know'
2. REP5. So considering, leadership, trust, financial management and quality of services provided, how would you rate Council for its overall reputation?
3. REP4. And thinking about all the services, facilities and infrastructure Council provides, how would you rate them for the quality of what they provide the district?
4. VM2. Thinking about everything Council has done over the last 12 months and what you have experienced of its services and facilities, how satisfied are you that your rates provide value for money?
5. OP1. Everything considered that we've gone through; reputation, services and facilities, and value for money, how satisfied are you with the OVERALL performance of the Far North District Council?

The low score for financial management, particularly in Te Hiku Ward, is impacting the reputation score of the council; focus in this area represents an opportunity for Council

Driver analysis: Reputation

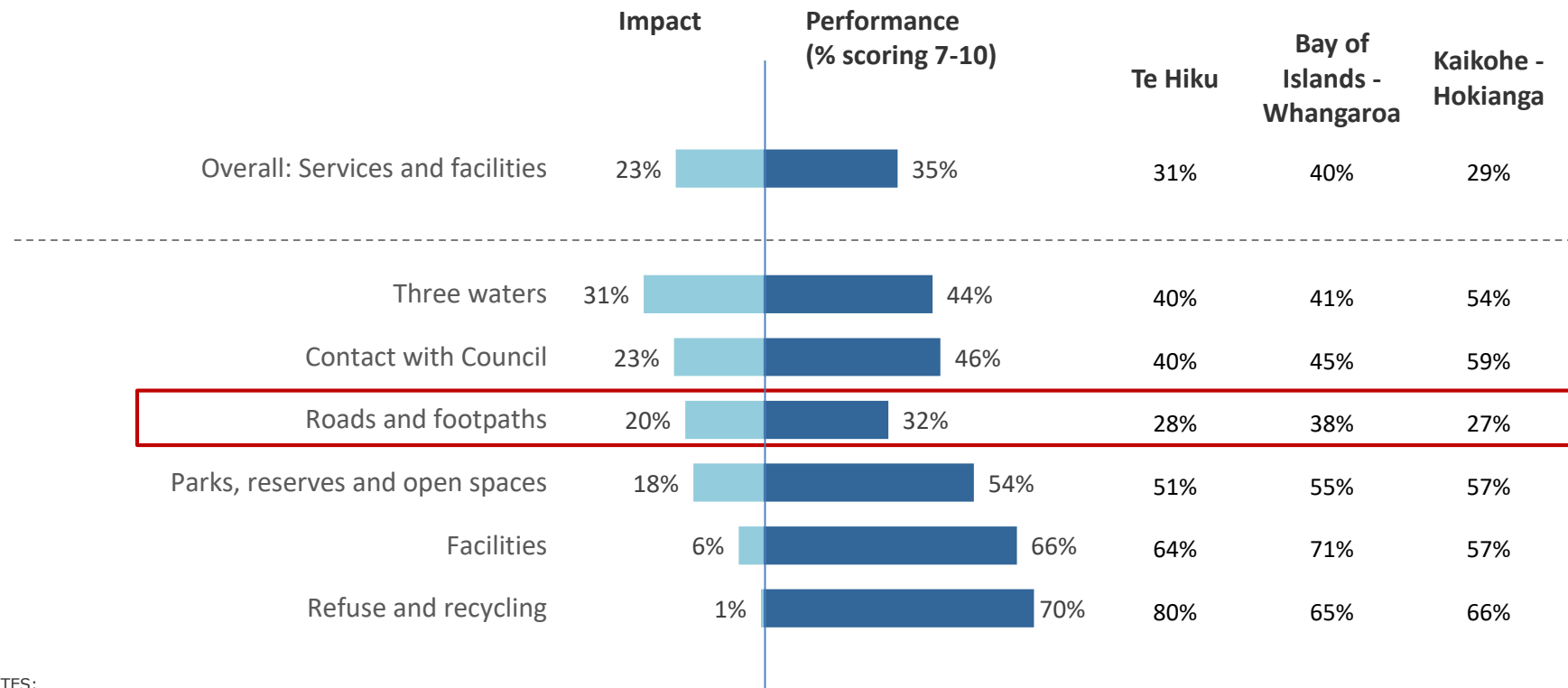


NOTES:

1. Total sample: n=500; Excludes 'don't know'
2. REP1. Being committed to creating a great district, how it promotes economic development, being in touch with the community and setting clear direction... overall how would you rate Council for its vision and leadership?
3. REP2. Next I'd like you to think about how open and transparent Council is, how Council can be relied on to act honestly and fairly, and their ability to work in the best interests of the district? Overall how would you rate Council in terms of the faith and trust you have in them?
4. REP3. Now thinking about Council's financial management – how appropriately it invests in the district, how wisely it spends and avoids waste, and its transparency around spending. How would you rate Council overall for its financial management?
5. REP4. And thinking about all the services, facilities and infrastructure Council provides, how would you rate them for the quality of what they provide the district?
6. REP5. So considering, leadership, trust, financial management and quality of services provided, how would you rate Council for its overall reputation?

Roads and footpaths have a particularly strong impact on overall performance; this area has the lowest performance and presents an opportunity to raise the overall services and facilities score

Driver analysis: Services and Facilities

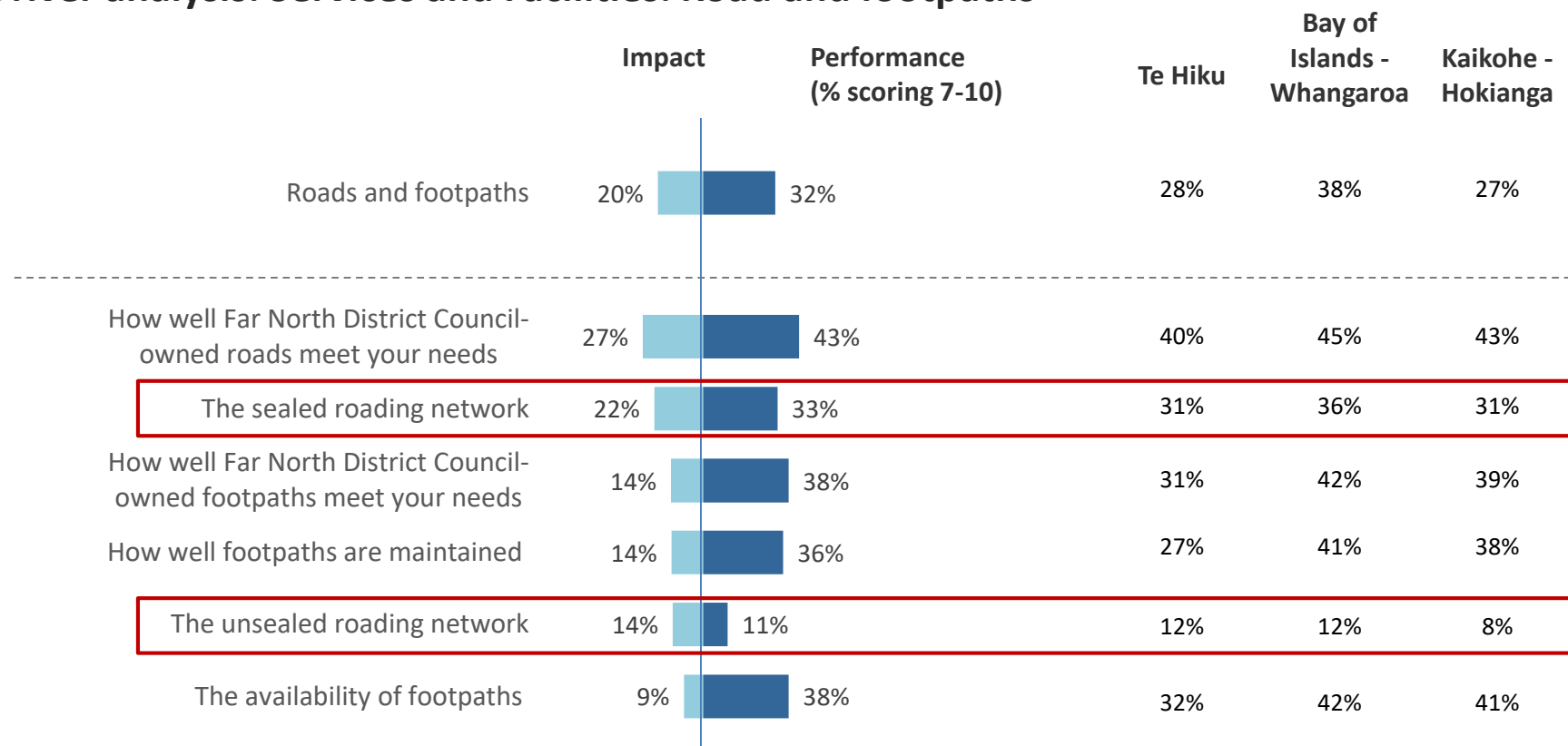


NOTES:

1. Total sample: n=500; Excludes 'don't know'
2. RF2. Overall, how satisfied are you with the roads, footpaths and walkways around the district?
3. TW6. And overall, when you think about the supply of water, the management and disposal of stormwater and disposal of waste water, how would you rate your satisfaction with Council overall for its management of water in the district?
4. WR5. How would you rate your satisfaction with the Council overall for its refuse and recycling disposal services?
5. CF4. When you consider all the public facilities that are provided by Council including how well they are maintained, the opening hours and where applicable, the cost to use these, how would you rate your overall satisfaction with the public facilities that are provided?
6. PR2. And overall, how satisfied are you with Council parks, coastal access and car parks
7. RS4G. How would you rate Council overall for how well they handled your request or complaint?
8. REP4. And thinking about all the services, facilities and infrastructure Council provides, how would you rate them for the quality of what they provide the district?

Roads and footpaths in general offer an opportunity for improvement, in particular with the sealed and unsealed roading network where satisfaction is low and impact is high

Driver analysis: Services and Facilities: Road and footpaths

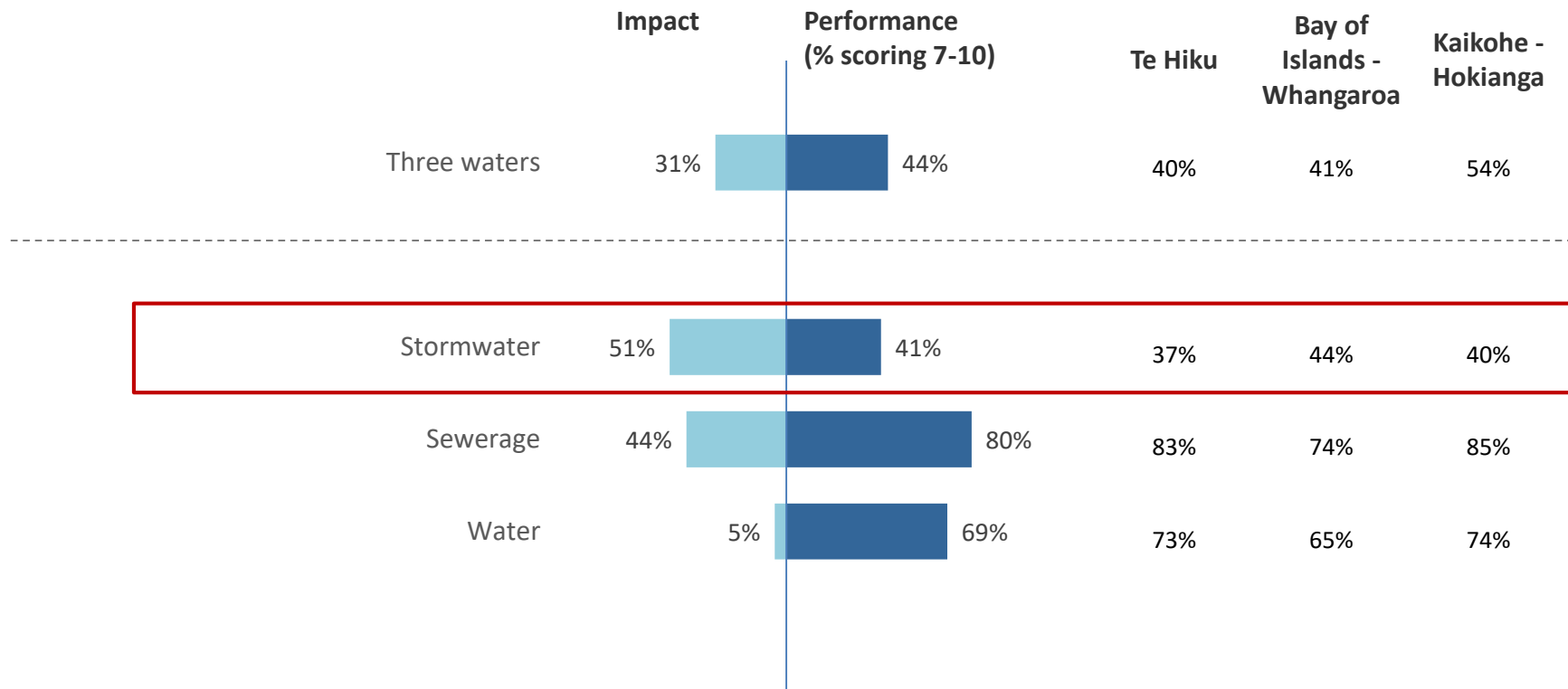


NOTES:

1. Sample: n=500
2. RF1. Using the 1 to 10 scale, where 1 means 'very dissatisfied' and 10 means 'very satisfied', how would you rate your level of satisfaction with each of the following...
3. RF2. Overall, how satisfied are you with the roads, footpaths and walkways around the district?

Of the three waters, improvement in stormwater management presents the best opportunity to increase overall perceptions of Council performance

Driver analysis: Services and Facilities: Three waters

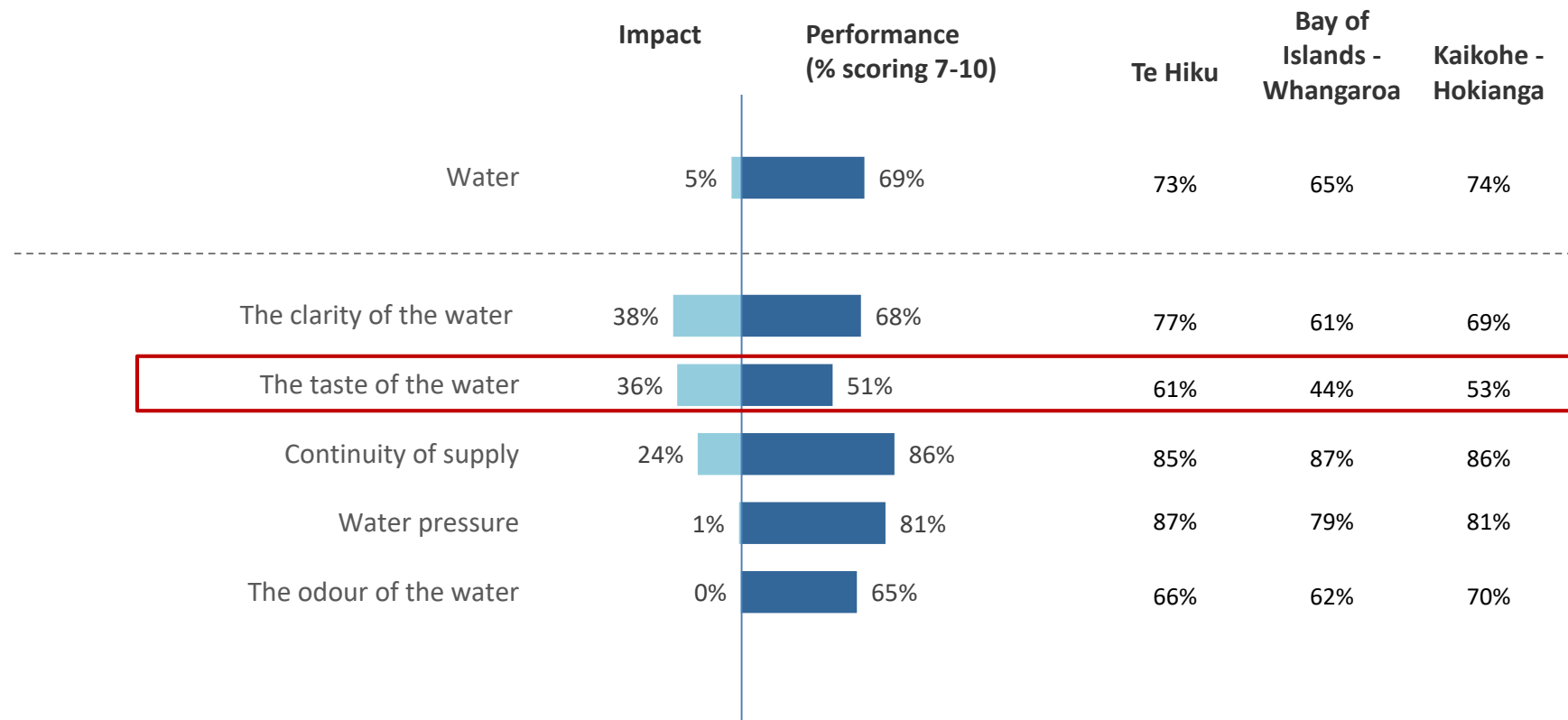


NOTES:

1. Sample: n=500
2. TW2B. Overall, how satisfied or dissatisfied are you with the water you receive from the Far North District Council? This is about the service not the cost.
3. TW4. On the scale of 1- 10, how satisfied or dissatisfied are you with the Far North District Council sewerage system? Please note, this is about the service not the cost.
4. TW5. How satisfied are you with the Far North District Council-owned urban (town) stormwater management system?
5. TW6. And overall, when you think about the supply of water, the management and disposal of stormwater and disposal of waste water, how would you rate your satisfaction with Council overall for its management of water in the district

The taste of water in the district has a high impact on overall water perceptions, and with a low performance particularly in Bay of Islands – Whangaroa, is identified as an opportunity

Driver analysis: Services and Facilities: Three waters: Water

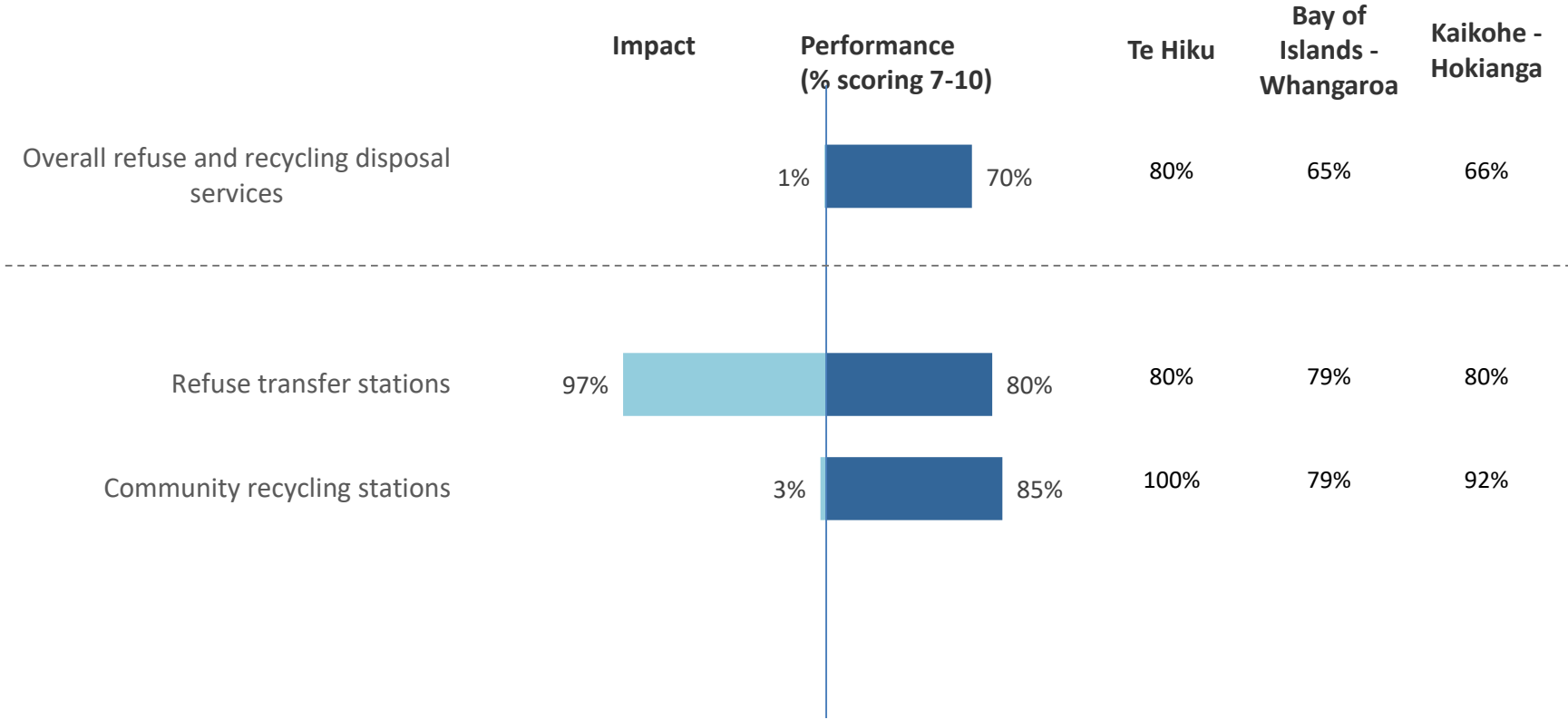


NOTES:

1. Sample: n=500
2. TW2. On the scale of 1- 10, how would you rate your satisfaction with...
3. TW2B. Overall, how satisfied or dissatisfied are you with the water you receive from the Far North District Council? This is about the service not the cost.

Around four in five residents are satisfied with the refuse transfer stations and the community recycling stations

Driver analysis: Services and Facilities: Refuse and Recycling

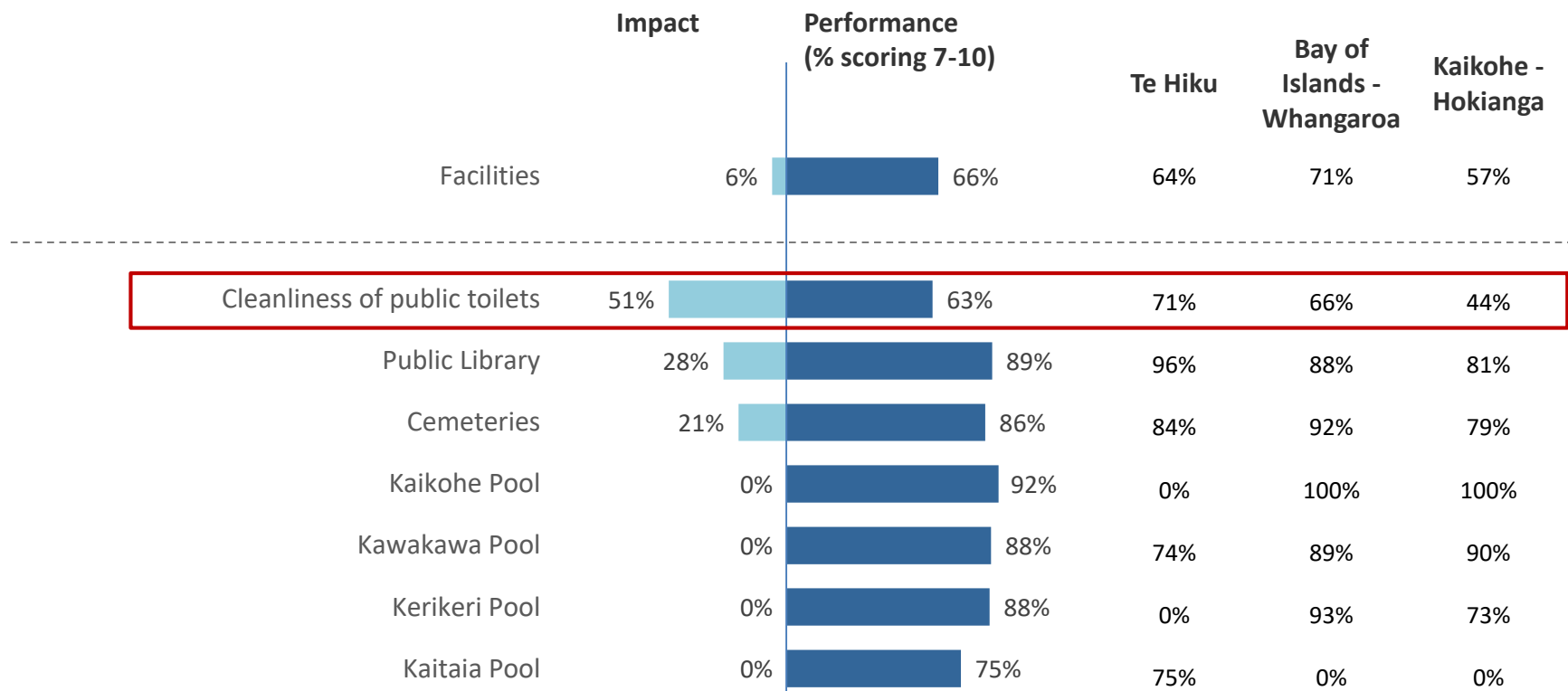


NOTES:

1. Sample: n=500
2. WR2. Still using the 1-10 scale, how satisfied or dissatisfied are you with the rubbish and recycling services at the Council's refuse transfer stations?
3. WR4. Still using the 1-10 scale, how satisfied or dissatisfied are you with the Council's community recycling stations?
4. WR5. How would you rate your satisfaction with the Council overall for its refuse and recycling disposal services?

Residents are very satisfied with Council's performance in delivering public facilities, with the only area where less than 75% were satisfied, relating to cleanliness of public toilets

Driver analysis: Services and Facilities: Facilities

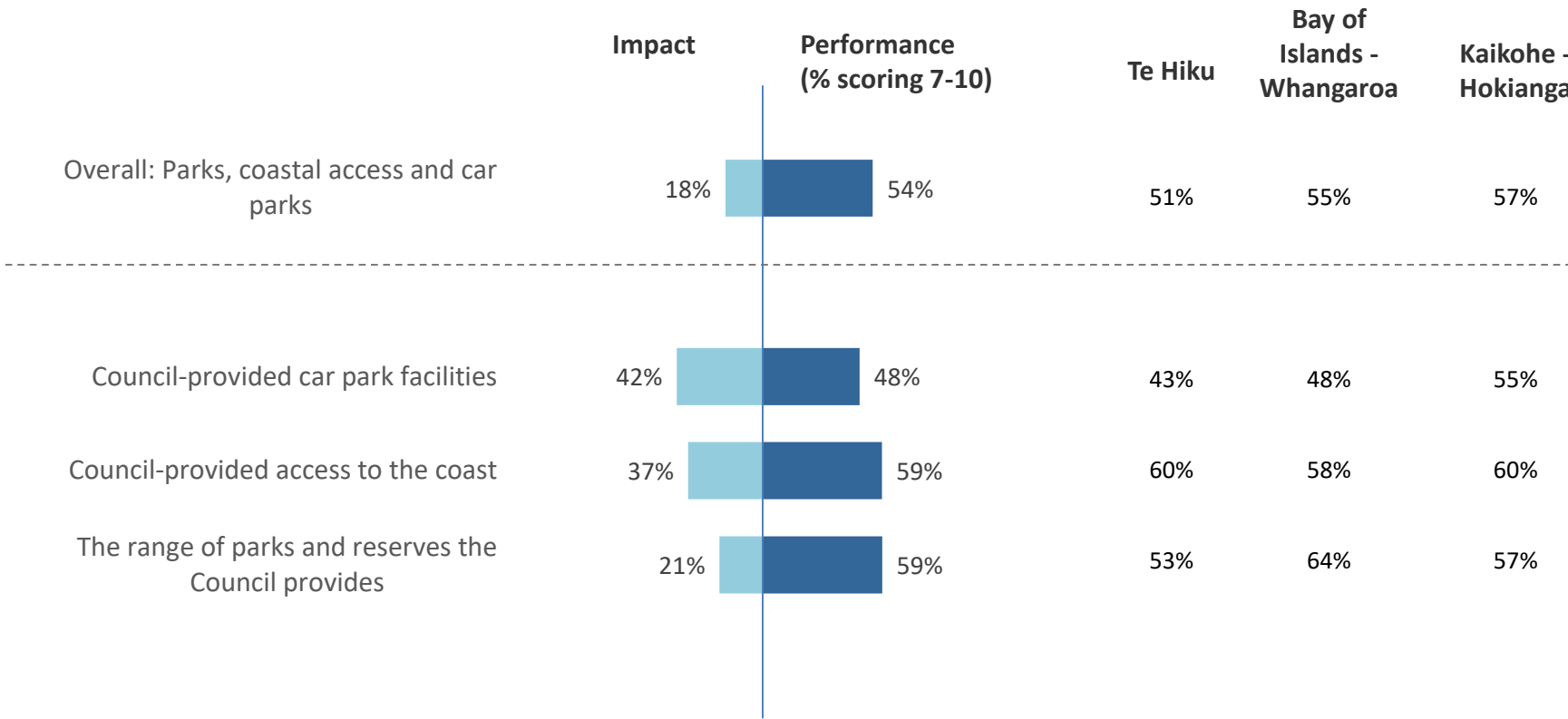


NOTES:

1. Sample: n=500
2. CF2. On the scale of 1- 10, how would you rate your level of satisfaction with...
3. CF4. When you consider all the public facilities that are provided by Council including how well they are maintained, the opening hours and where applicable, the cost to use these, how would you rate your overall satisfaction with the public facilities that are provided?

Council provided car park facilities has relatively low performance with just less than half (48%) of residents satisfied, while having a high impact as a driver of overall performance

Driver analysis: Services and Facilities: Parks, reserves and open spaces

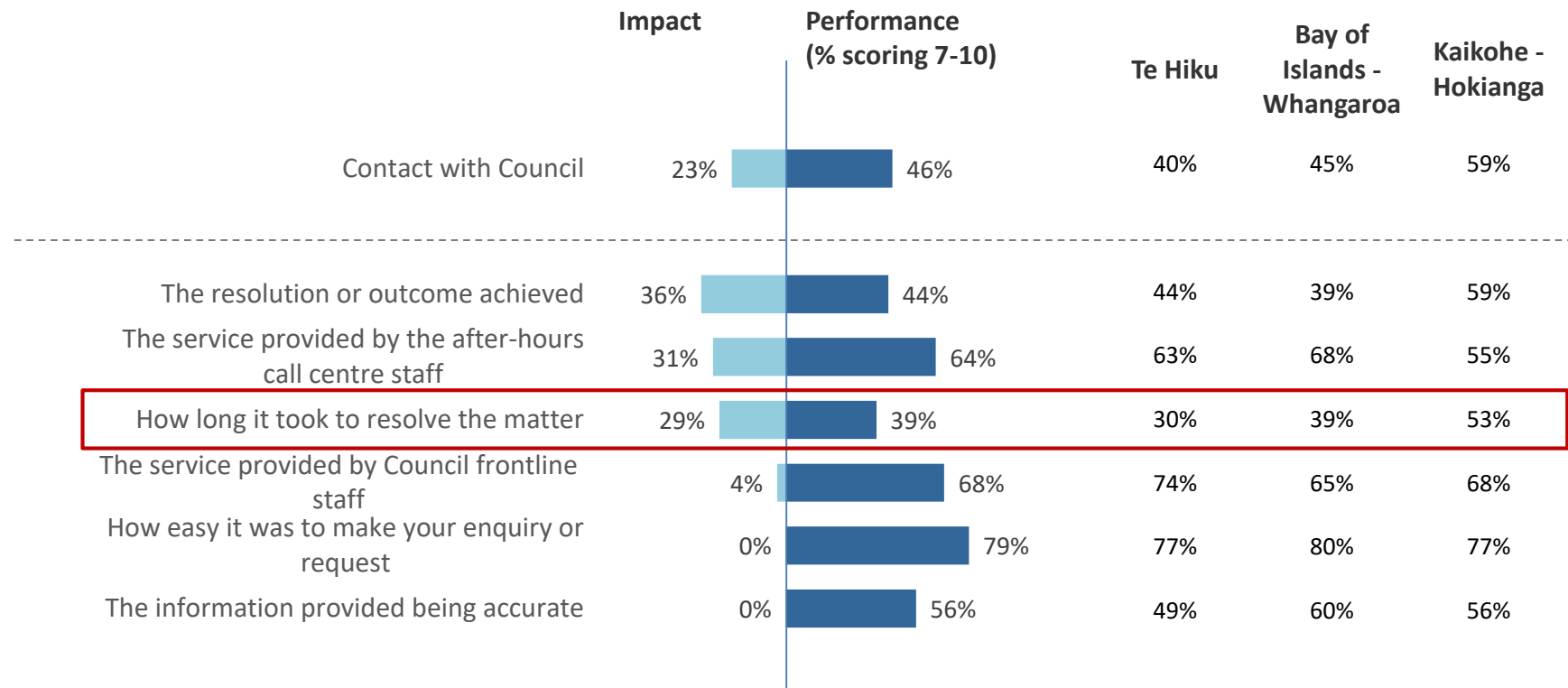


NOTES:

1. Sample: n=500
2. PR1. Still using the 1 to 10 scale, where 1 means 'very dissatisfied' and 10 means 'very satisfied', how would you rate your satisfaction with the following...
3. PR2. And overall, how satisfied are you with Council parks, coastal access and car parks?

Of the service drivers, contact with the Council has a high impact with having a favourable outcome to a request or complaint having the most impact on performance in this area

Driver analysis: Services and Facilities: Contact with Council

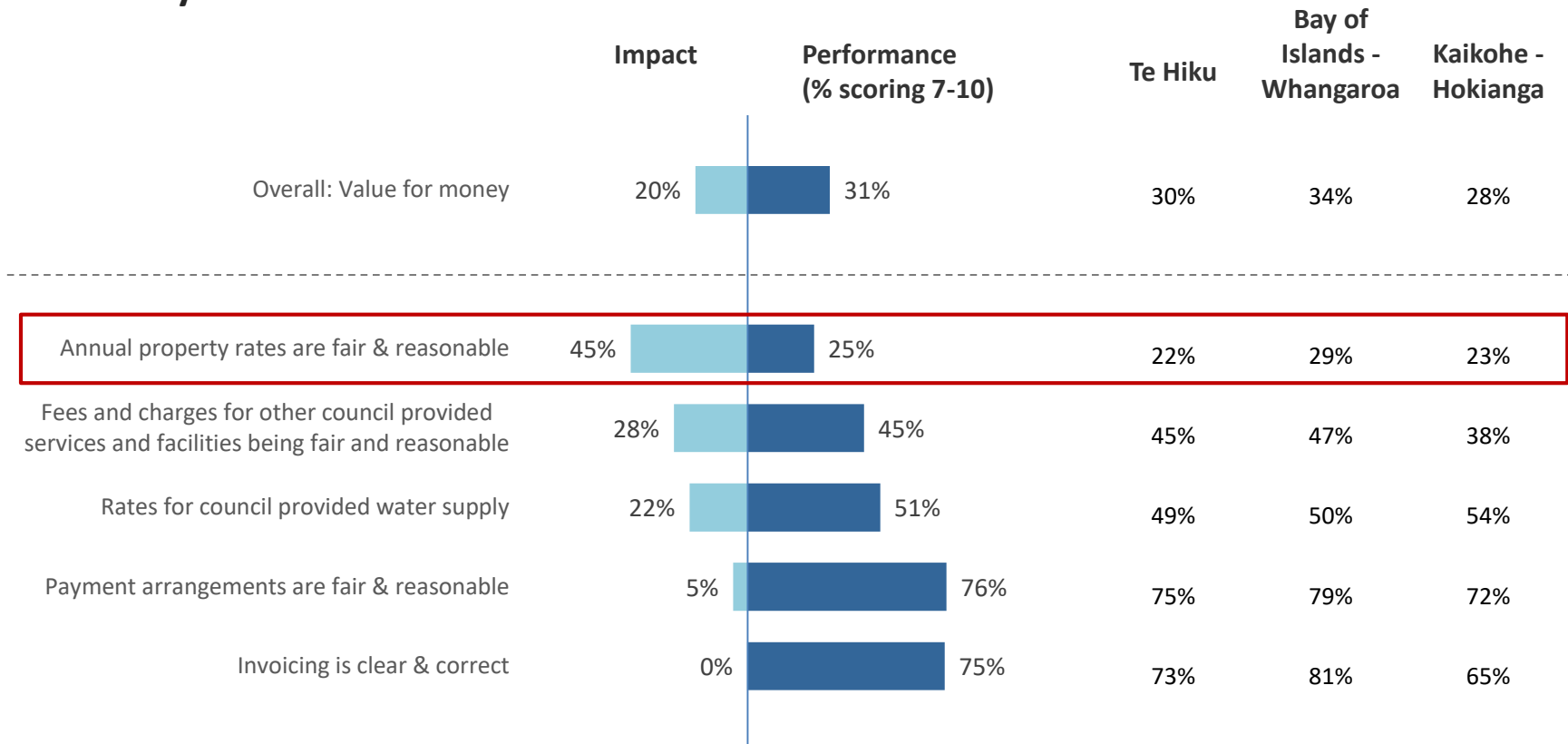


NOTES:

1. Sample: n=500
2. RS4. Thinking back to your most recent request or complaint, how would you rate your satisfaction with each of the following?
3. RS4B. How would you rate Council overall for how well they handled your request or complaint?

Improving perceptions of value for money represents an important opportunity and this is best achieved by focusing on demonstrating that annual property rates are fair and reasonable

Driver analysis: Rates and value

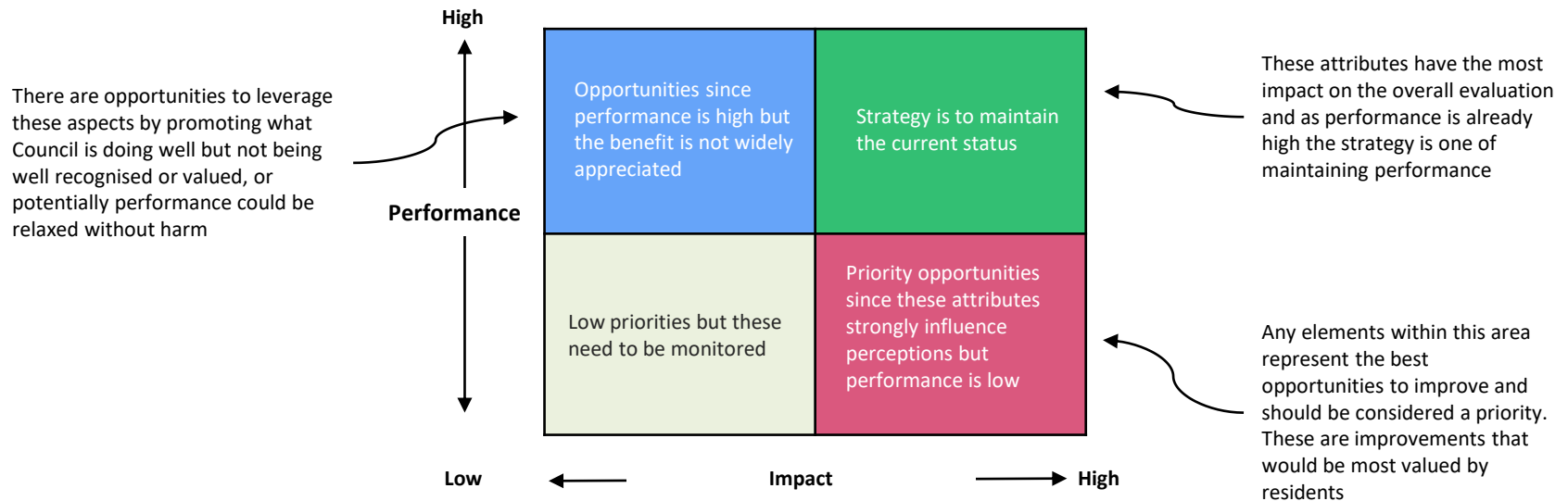


NOTES:

1. Sample: n=500
2. VM1. Using a scale of 1-10 where 1 is strongly disagree and 10 is strongly agree, how much do you agree with the following statements?
3. VM2. Thinking about everything Council has done over the last 12 months and what you have experienced of its services and facilities, how satisfied are you that your rates provide value for money?

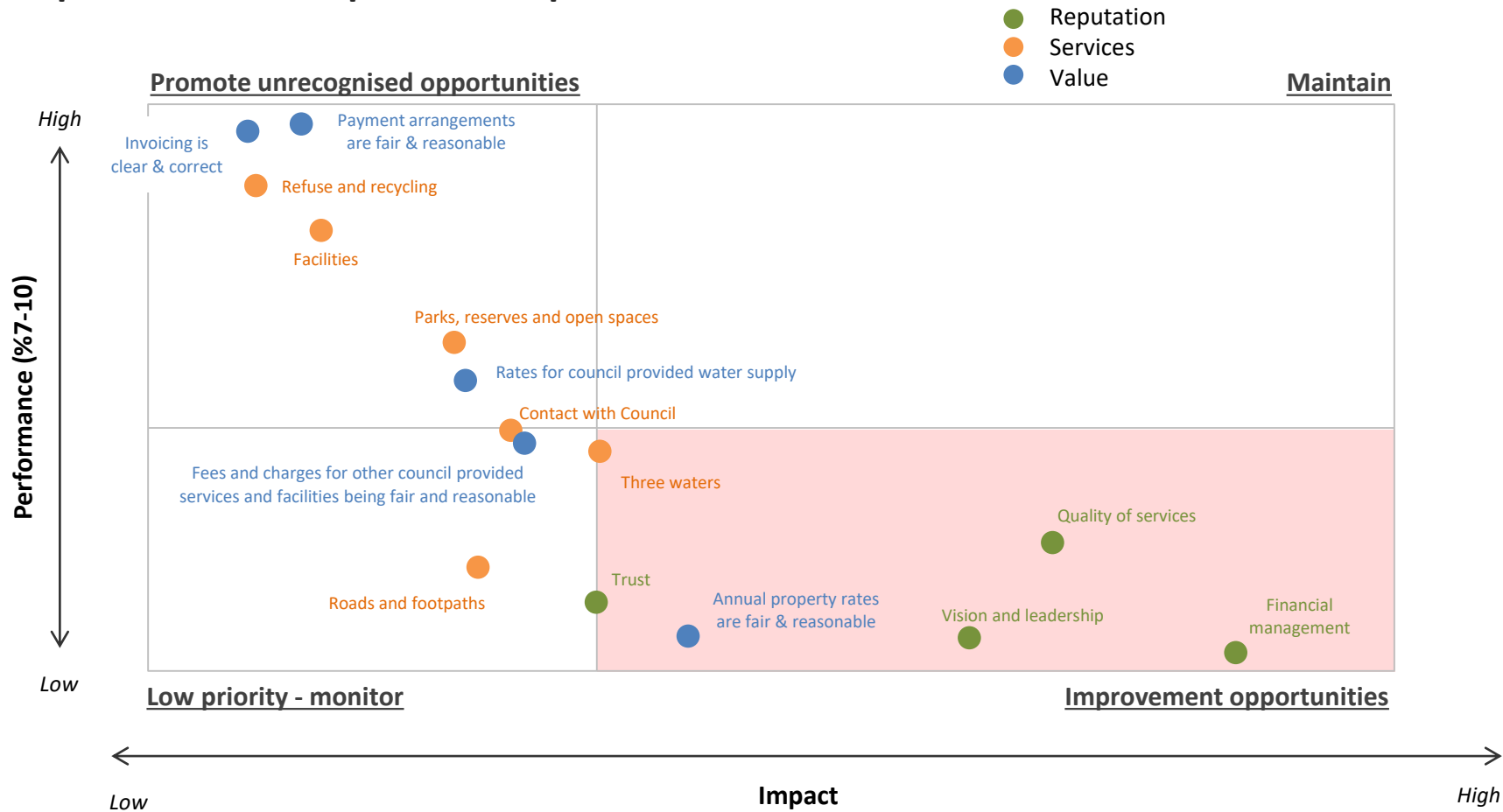
Improvement opportunities derived from the driver model analysis are plotted on a priority matrix

Interpreting the priority matrix



Opportunities for improving perceptions exist around reputation (vision and leadership, quality of services, and financial management) and demonstrating that rates are fair and reasonable

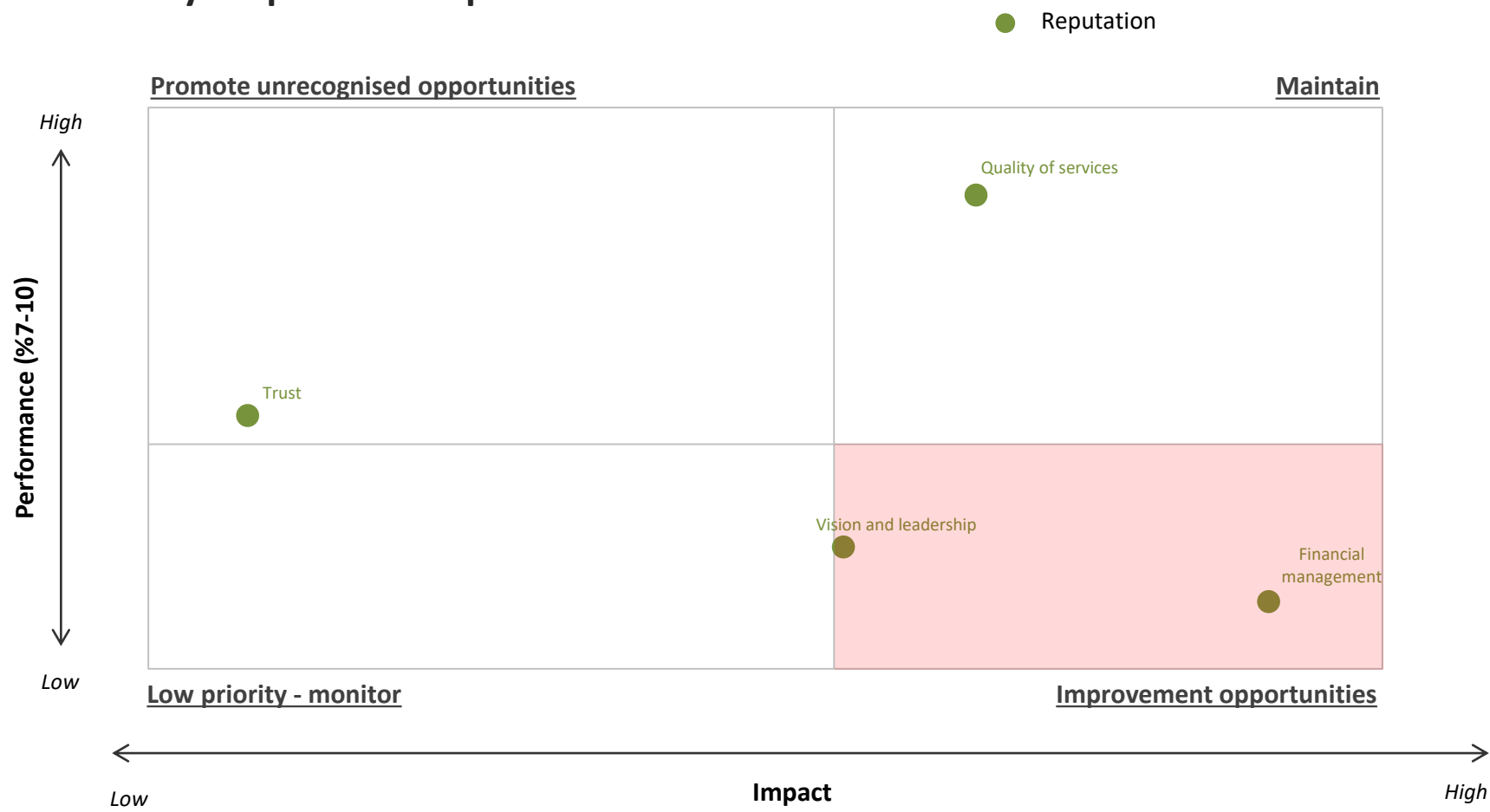
Overall performance: Improvement priorities



NOTES:
1. Sample: n=500

Opportunities for improving reputation perceptions in isolation exist around vision and leadership, and financial management

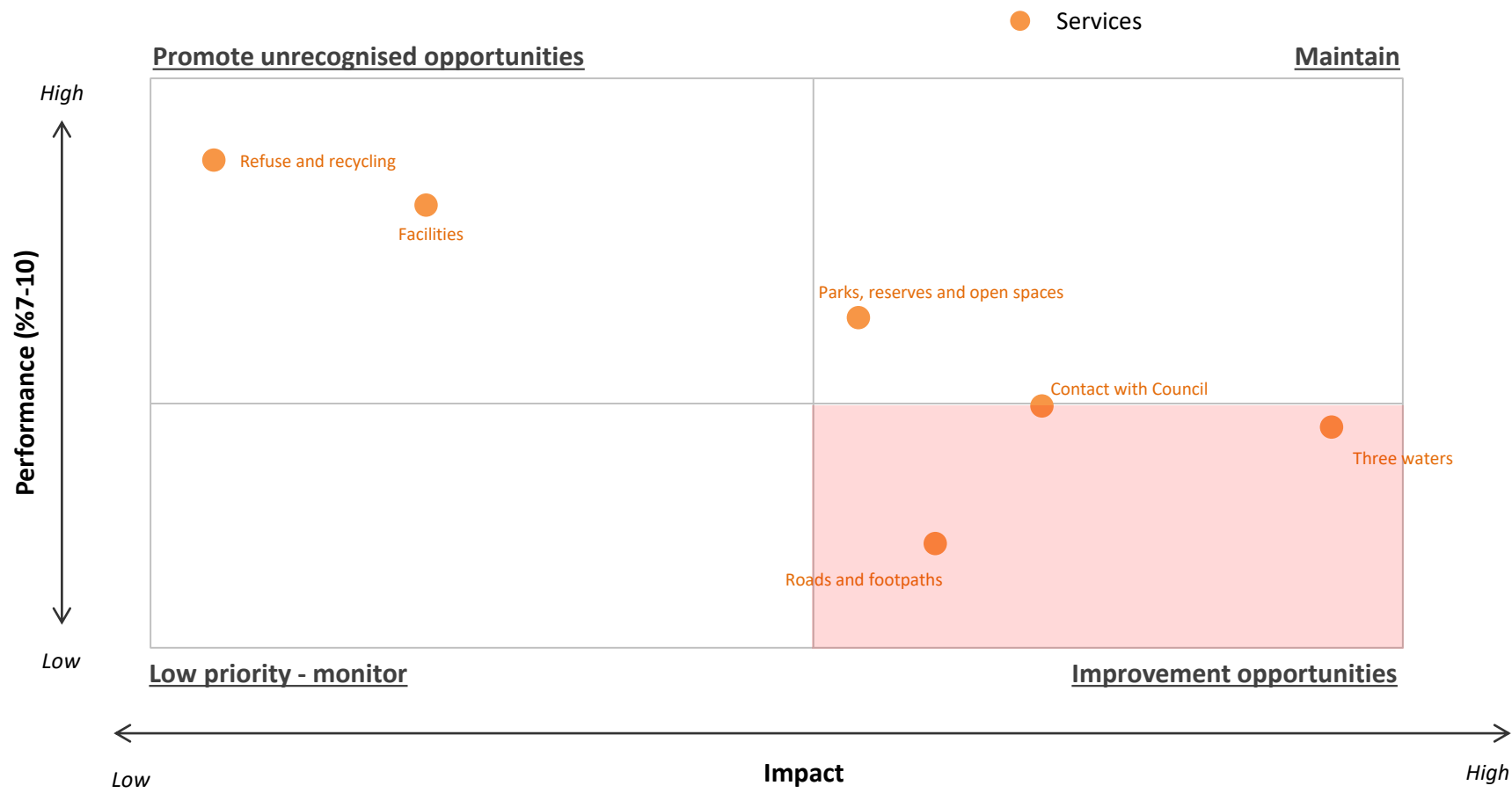
Reputation only: Improvement priorities



NOTES:
1. Sample: n=500

Opportunities for improving perceptions of services provided in isolation exist around roads and footpaths, and three waters

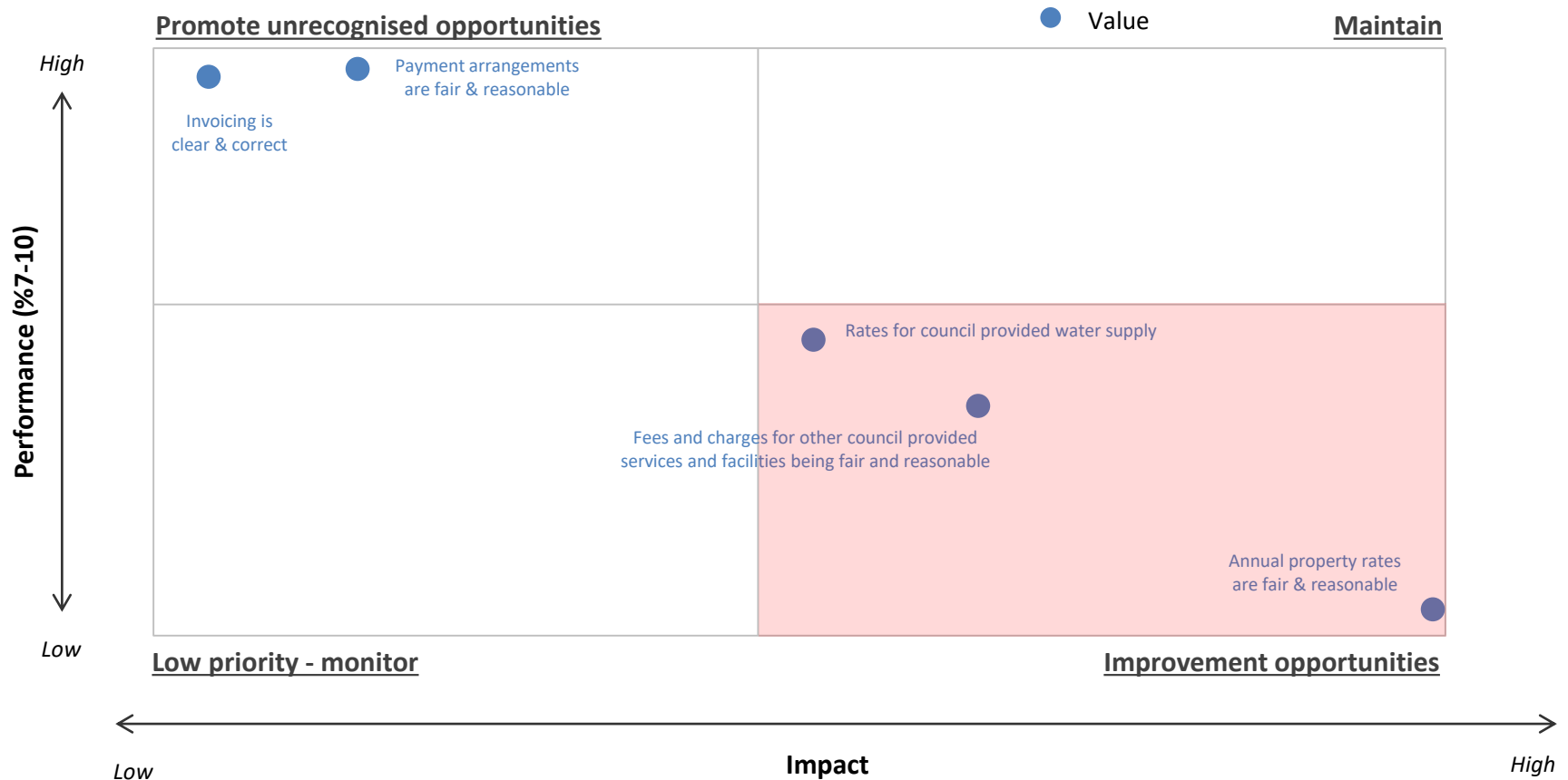
Services only: Improvement priorities



NOTES:
1. Sample: n=500

Opportunities for improving perceptions of value in isolation exist around demonstrating that rates, fees and charges are fair and reasonable

Value only: Improvement priorities



NOTES:

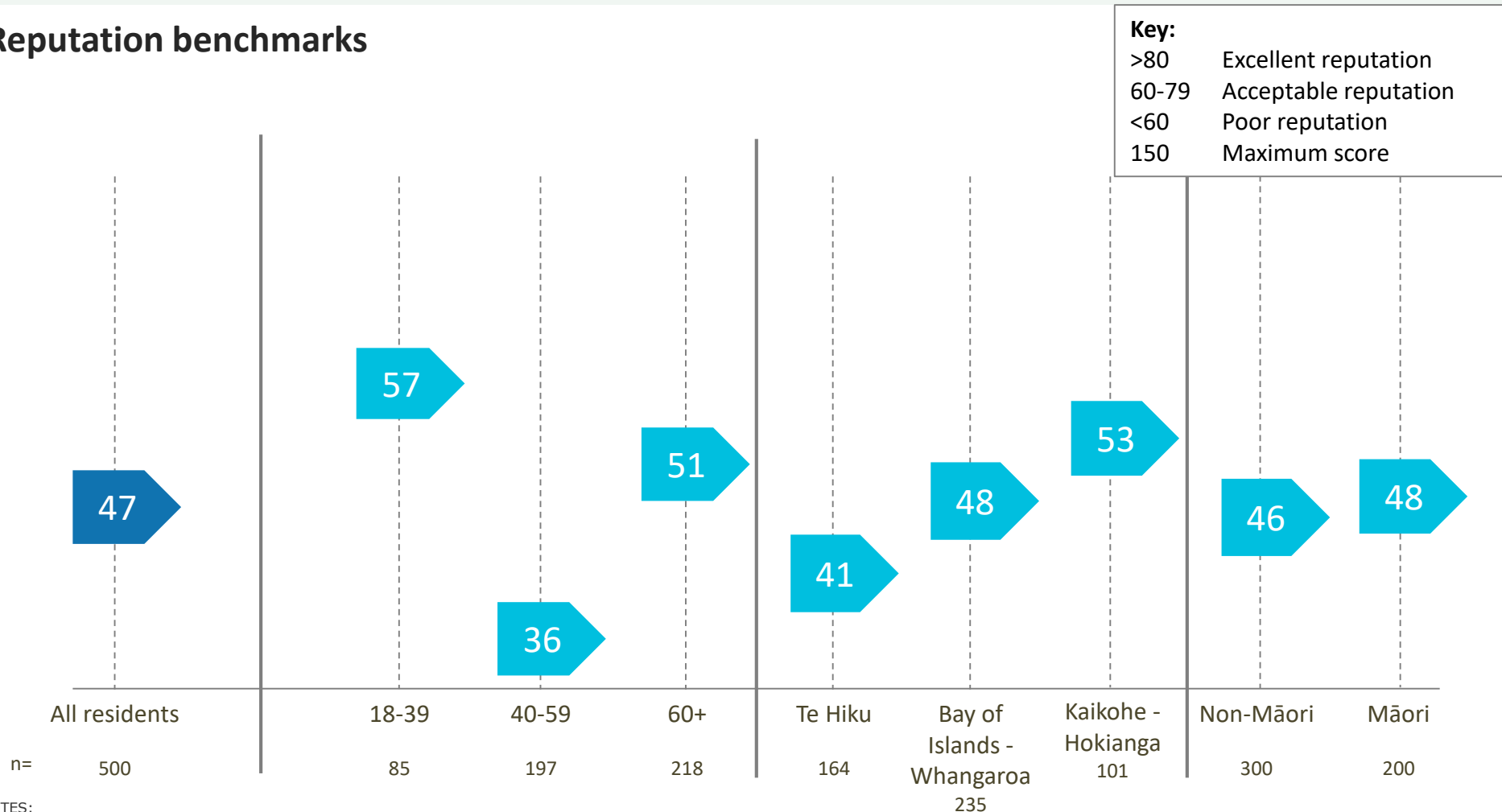
1. Sample: n=500



Understanding Reputation

Council has a poor reputation overall with residents aged 18 to 39 having a more positive view of the reputation compared to other age brackets

Reputation benchmarks

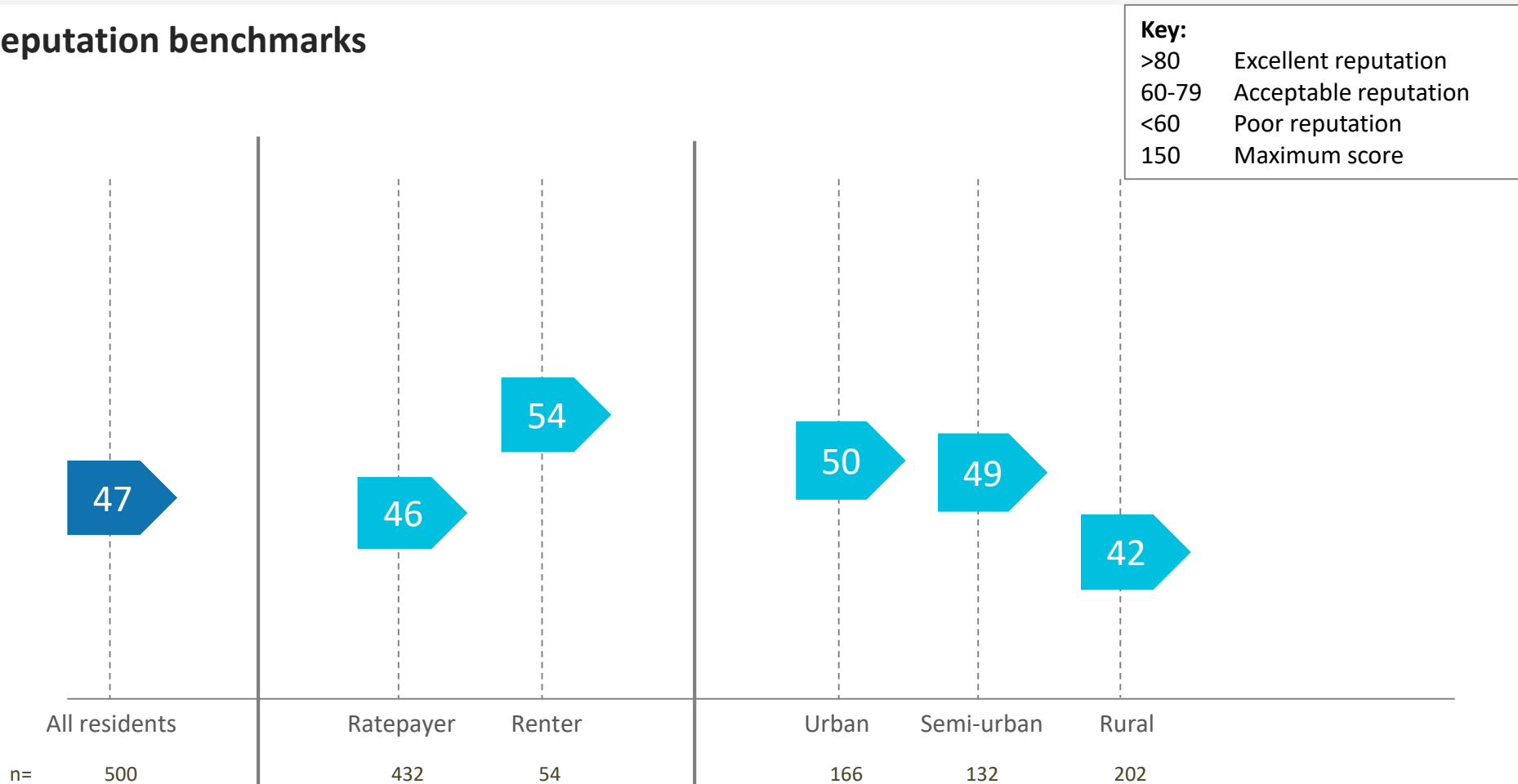


NOTES:

1. Sample n=500
2. REP5. So considering, leadership, trust, financial management and quality of services provided, how would you rate Council for its overall reputation?
3. The benchmark is calculated by re-scaling the overall reputation measure to a new scale between -50 and +150 to improve granularity for the purpose of benchmarking

Renters have a more positive view of the reputation of Council compared to ratepayers, and residents living in urban areas rate reputation higher than those living in rural areas

Reputation benchmarks

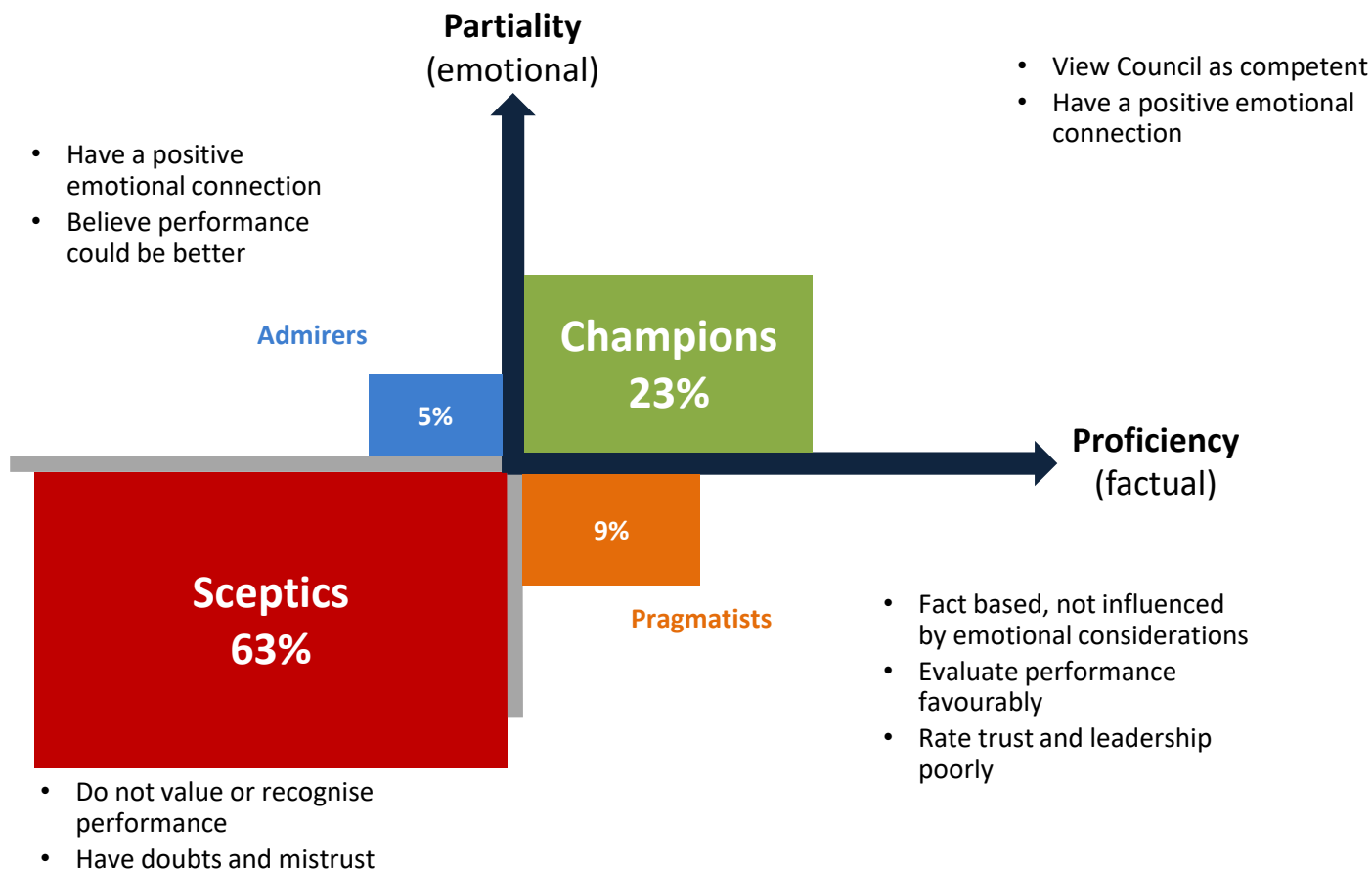


NOTES:

1. Sample n=500
2. REP5. So considering, leadership, trust, financial management and quality of services provided, how would you rate Council for its overall reputation?
3. The benchmark is calculated by re-scaling the overall reputation measure to a new scale between -50 and +150 to improve granularity for the purpose of benchmarking

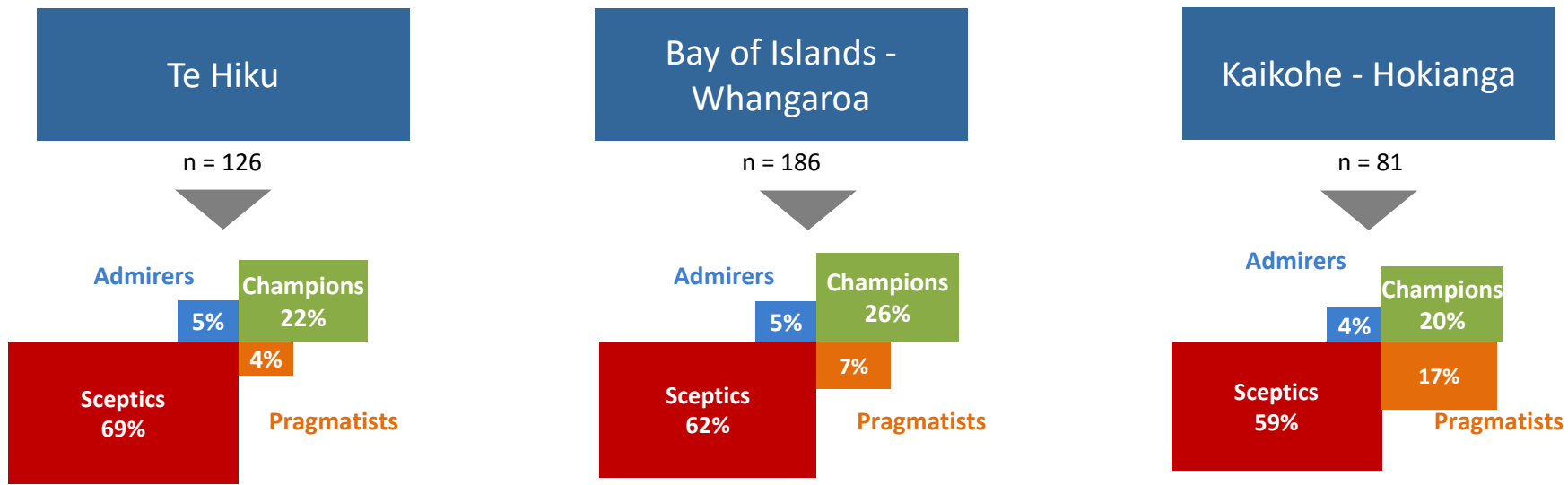
Far North District Council has a high proportion of 'Sceptics', with 63% of residents being less emotionally connected and believing Council could be doing a better job

Reputation profile



There is a higher proportion of ‘*Champions*’ in the Bay of Islands-Whangaroa ward while those in the Te Hiku ward are more likely to be ‘*Sceptics*’

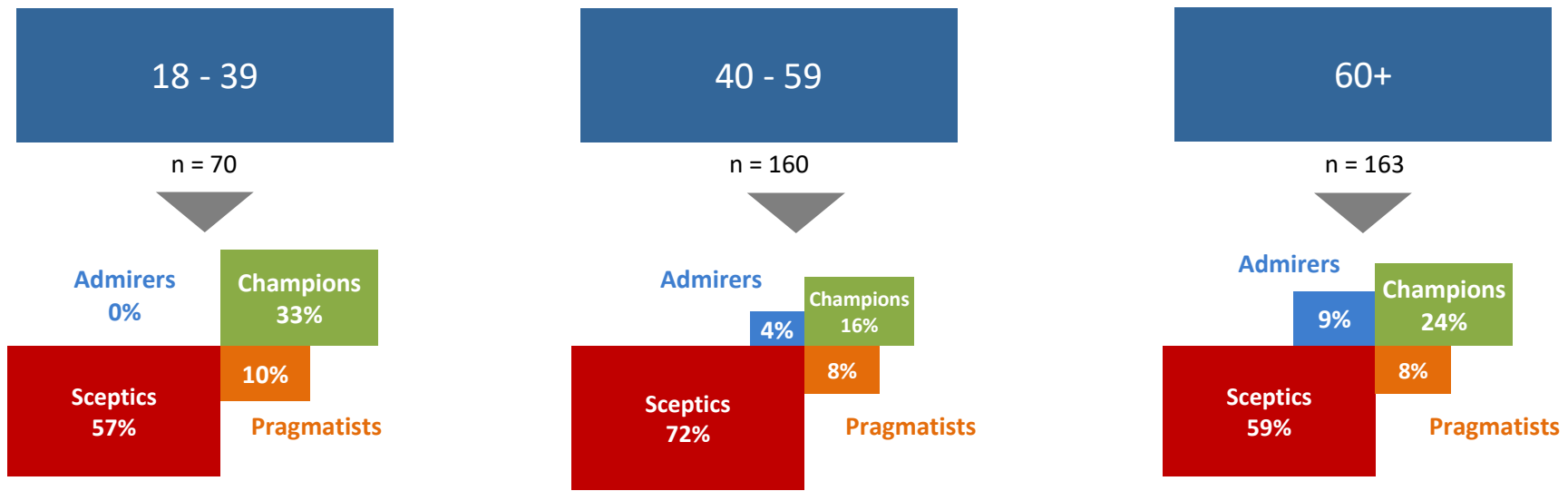
Reputation profile: Wards



NOTES:
 1. Sample: n=500. Excludes 'don't know' responses to any of the reputation questions
 2. Segments have been determined using the results from a set of five overall level questions
 3. REP1 leadership, REP2 trust, REP3 financial management, REP4 services quality, REP5 overall reputation

One third (33%) of residents aged between 18 and 39 are ‘Champions’, indicating an emotional connection and evaluating the performance of Council more favourably than other age groups

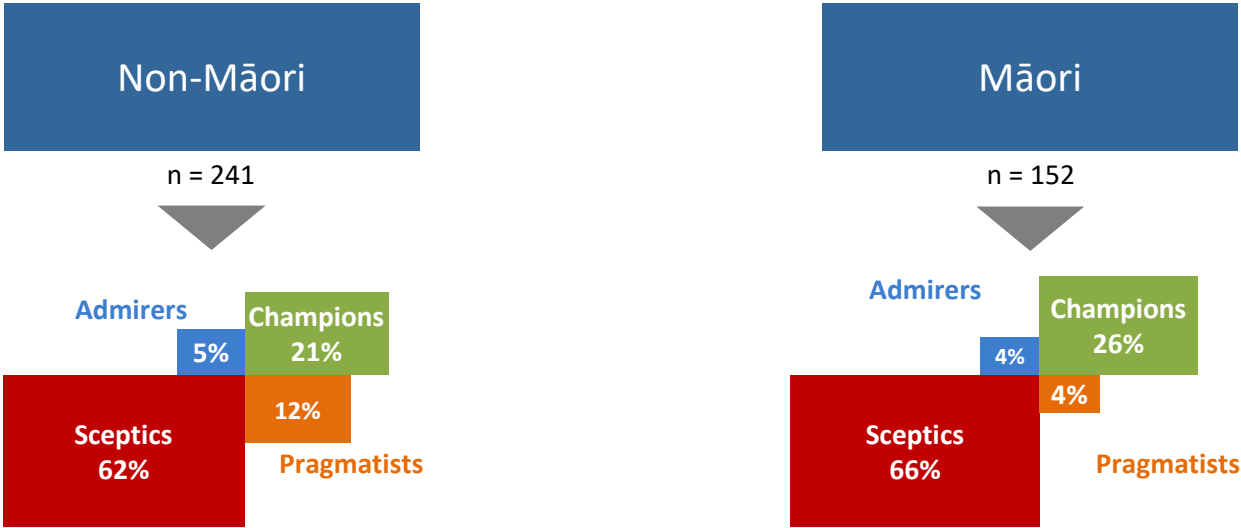
Reputation profile: Age



NOTES:
 1. Sample: n=500. Excludes 'don't know' responses to any of the reputation questions
 2. Segments have been determined using the results from a set of five overall level questions
 3. REP1 leadership, REP2 trust, REP3 financial management, REP4 services quality, REP5 overall reputation

Non-Māori residents are more likely to be ‘*Pragmatists*’ than Māori residents, evaluating performance favourably, while trust and leadership is rated poorly

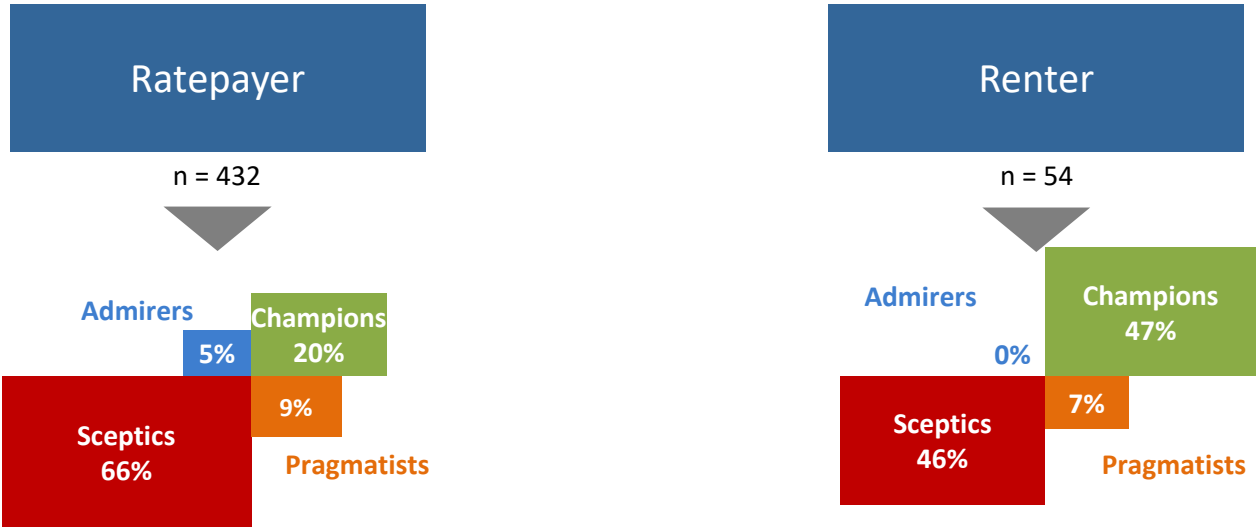
Reputation profile: Ethnicity



NOTES:
 1. Sample: n=500. Excludes 'don't know' responses to any of the reputation questions
 2. Segments have been determined using the results from a set of five overall level questions
 3. REP1 leadership, REP2 trust, REP3 financial management, REP4 services quality, REP5 overall reputation

Renters are more likely to be ‘*Champions*’ compared to ratepayer residents, evaluating performance favourably, having trust and rating leadership well

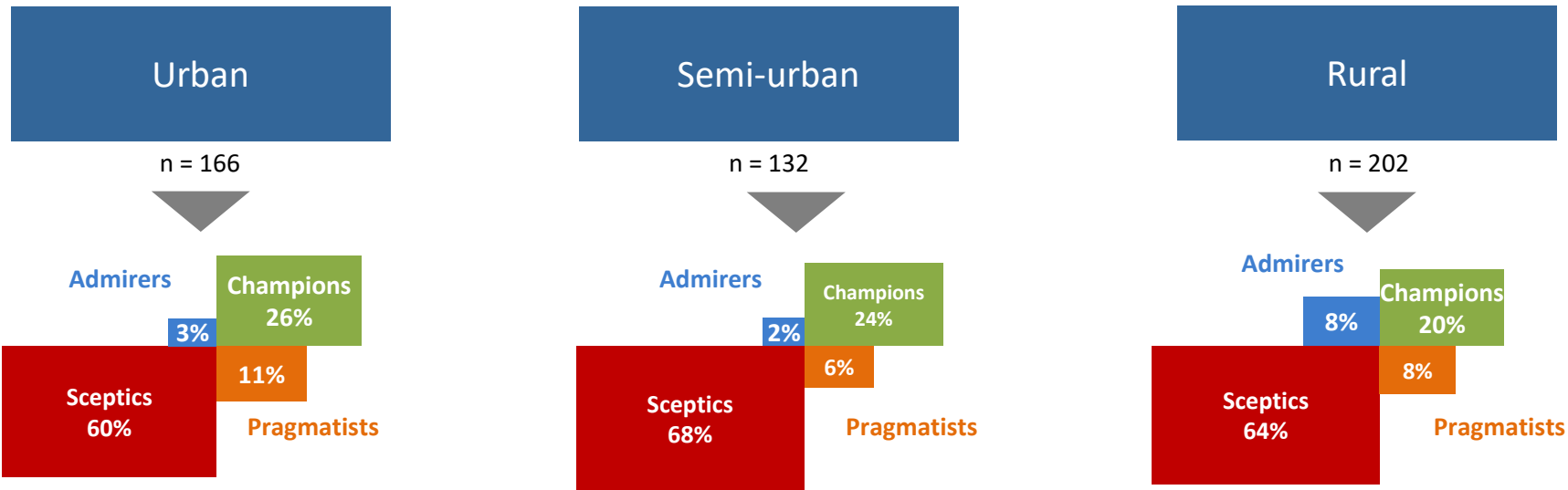
Reputation profile: Ratepayer vs Renter



NOTES:
 1. Sample: n=500. Excludes ‘don’t know’ responses to any of the reputation questions
 2. Segments have been determined using the results from a set of five overall level questions
 3. REP1 leadership, REP2 trust, REP3 financial management, REP4 services quality, REP5 overall reputation

One quarter (26%) of urban residents are ‘Champions’, indicating an emotional connection and evaluating the performance of Council more favourably than rural residents

Reputation profile: Urban vs Rural



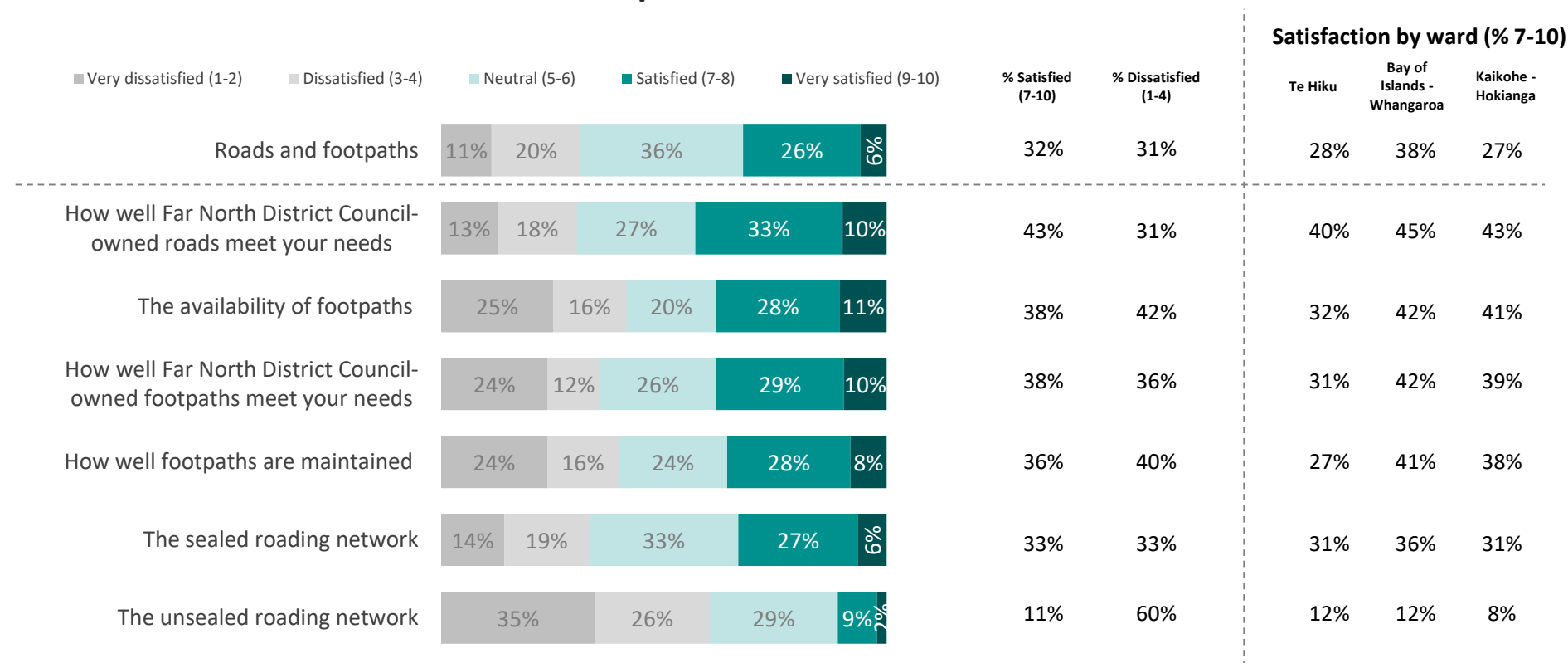
NOTES:
 1. Sample: n=500. Excludes 'don't know' responses to any of the reputation questions
 2. Segments have been determined using the results from a set of five overall level questions
 3. REP1 leadership, REP2 trust, REP3 financial management, REP4 services quality, REP5 overall reputation



Satisfaction Scores

Residents are least satisfied with Council's unsealed roading network, especially in the Kaikohe – Hokianga Ward (8% satisfied)

Services and Facilities: Roads and footpaths



NOTES:

1. Sample: n=500
2. RF1. Using the 1 to 10 scale, where 1 means 'very dissatisfied' and 10 means 'very satisfied', how would you rate your level of satisfaction with each of the following...
3. RF2. Overall, how satisfied are you with the roads, footpaths and walkways around the district?

Residents who make use of Council's water and sewerage services appear largely satisfied

Services and Facilities: Three waters

■ Very dissatisfied (1-2) ■ Dissatisfied (3-4) ■ Neutral (5-6) ■ Satisfied (7-8) ■ Very satisfied (9-10)

% Satisfied
(7-10)

% Dissatisfied
(1-4)

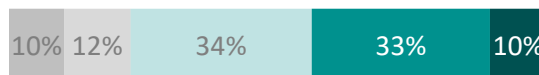
Satisfaction by ward (% 7-10)

Te Hiku

Bay of
Islands -
Whangaroa

Kaikohe -
Hokianga

Three waters



44%

23%

40%

41%

54%

Sewerage



80%

10%

83%

74%

85%

Water



69%

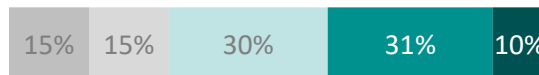
11%

73%

65%

74%

Stormwater



41%

30%

37%

44%

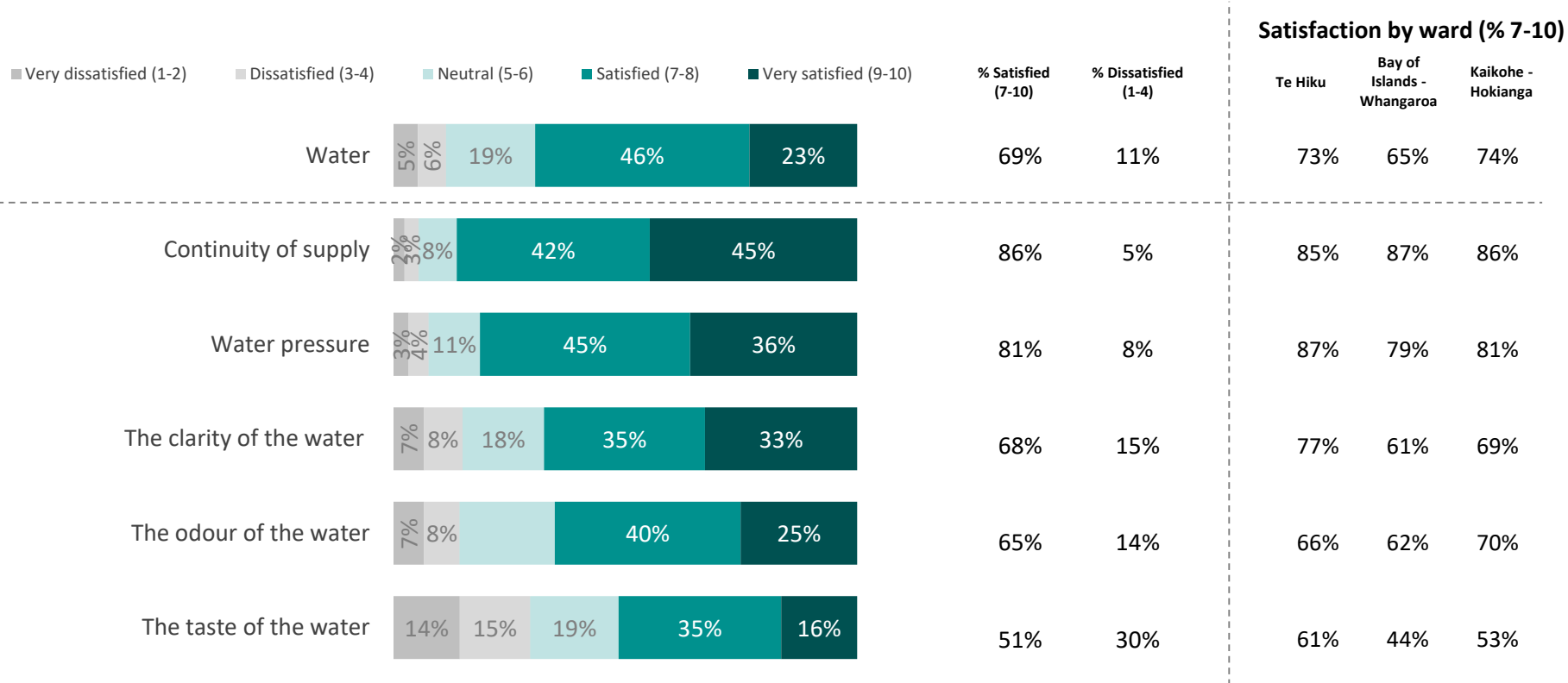
40%

NOTES:

1. Sample: n=500
2. TW2B. Overall, how satisfied or dissatisfied are you with the water you receive from the Far North District Council? This is about the service not the cost.
3. TW4. On the scale of 1- 10, how satisfied or dissatisfied are you with the Far North District Council sewerage system? Please note, this is about the service not the cost.
4. TW5. How satisfied are you with the Far North District Council-owned urban (town) stormwater management system?
5. TW6. And overall, when you think about the supply of water, the management and disposal of stormwater and disposal of waste water, how would you rate your satisfaction with Council overall for its management of water in the district

Residents who receive their water from Council are mostly satisfied with the continuity of the supply, but just half are satisfied with the taste

Services and Facilities: Water

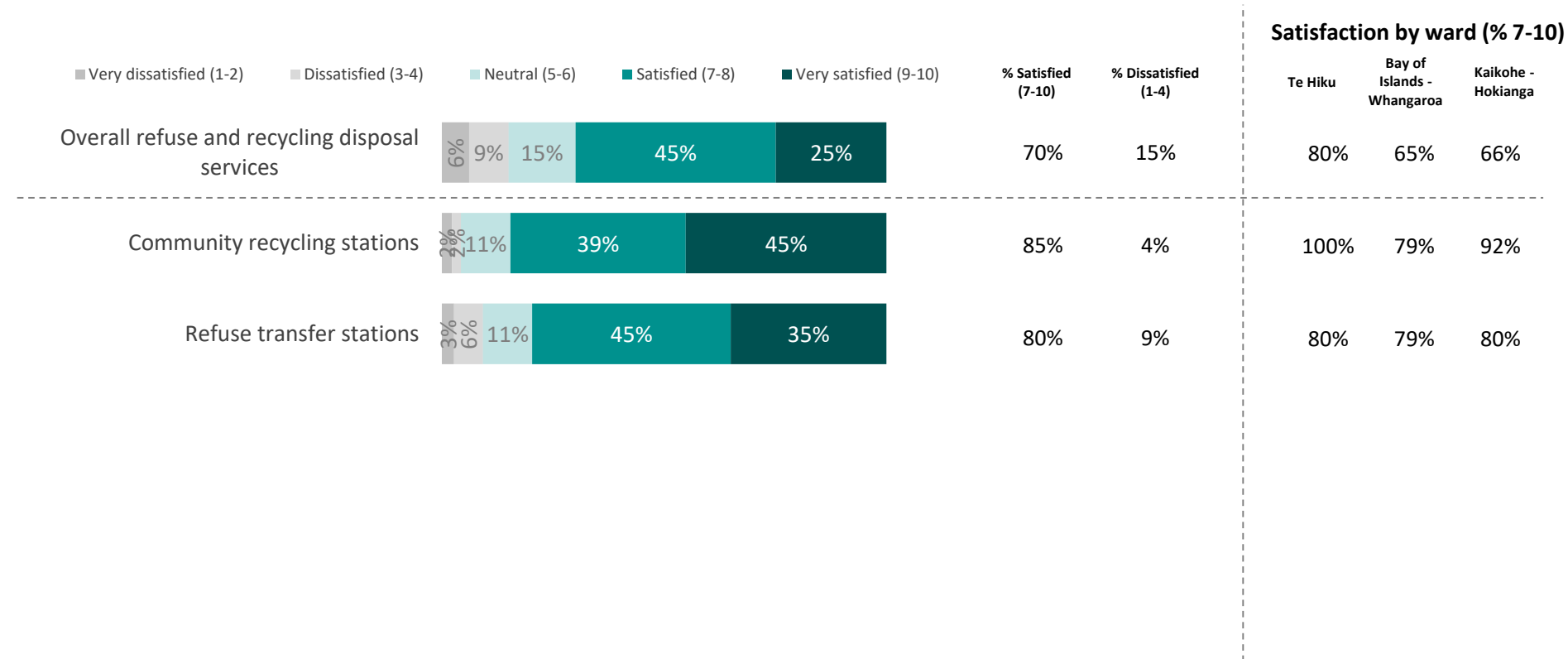


NOTES:

1. Sample: n=500
2. TW2. On the scale of 1- 10, how would you rate your satisfaction with...
3. TW2B. Overall, how satisfied or dissatisfied are you with the water you receive from the Far North District Council? This is about the service not the cost.

Seven out of ten residents are satisfied with overall refuse and recycling disposal services provided by Council with satisfaction levels being highest in the Te Hiku Ward

Services and Facilities: Refuse and Recycling

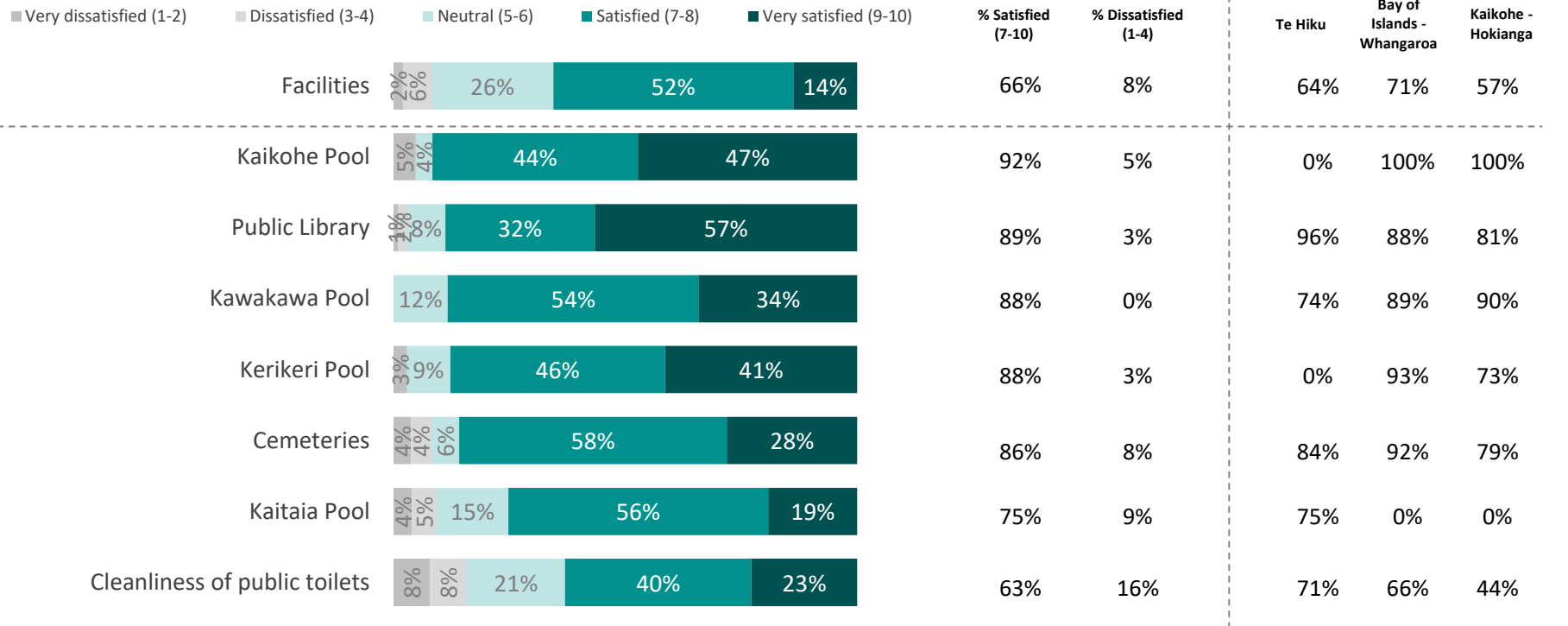


NOTES:

1. Sample: n=500
2. WR2. Still using the 1-10 scale, how satisfied or dissatisfied are you with the rubbish and recycling services at the Council's refuse transfer stations?
3. WR4. Still using the 1-10 scale, how satisfied or dissatisfied are you with the Council's community recycling stations?
4. WR5. How would you rate your satisfaction with the Council overall for its refuse and recycling disposal services?

Two thirds of residents are satisfied with the overall facilities provided by Council

Services and Facilities: Facilities

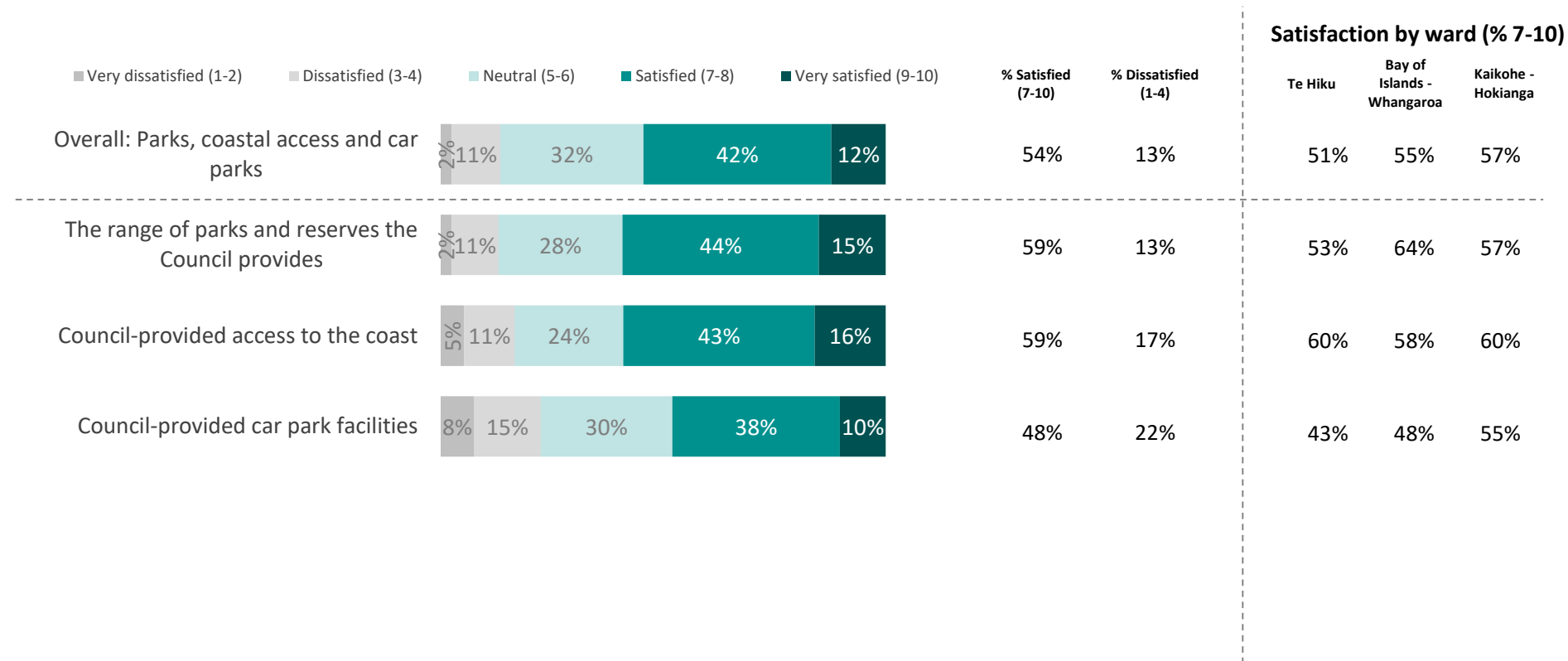


NOTES:

1. Sample: n=500
2. CF2. On the scale of 1- 10, how would you rate your level of satisfaction with...
3. CF4. When you consider all the public facilities that are provided by Council including how well they are maintained, the opening hours and where applicable, the cost to use these, how would you rate your overall satisfaction with the public facilities that are provided?

Three in five residents expressed satisfaction with the range of parks and reserves the Council provides, as well as for Council-provided access to the coast

Services and Facilities: Parks, reserves and open spaces



NOTES:

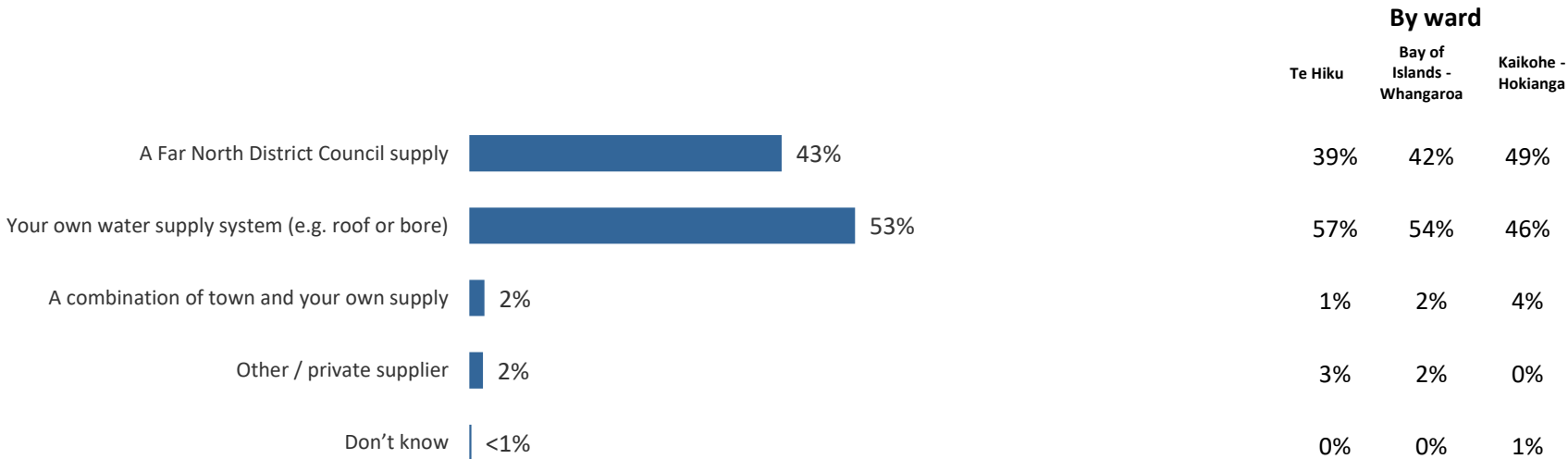
1. Sample: n=500
2. PR1. Still using the 1 to 10 scale, where 1 means 'very dissatisfied' and 10 means 'very satisfied', how would you rate your satisfaction with the following...
3. PR2. And overall, how satisfied are you with Council parks, coastal access and car parks?



Usage of Services and Facilities

More than half of residents (53%) have their own water supply system, with less than half (43%) having a Far North District Council supply connection

Water supply connection



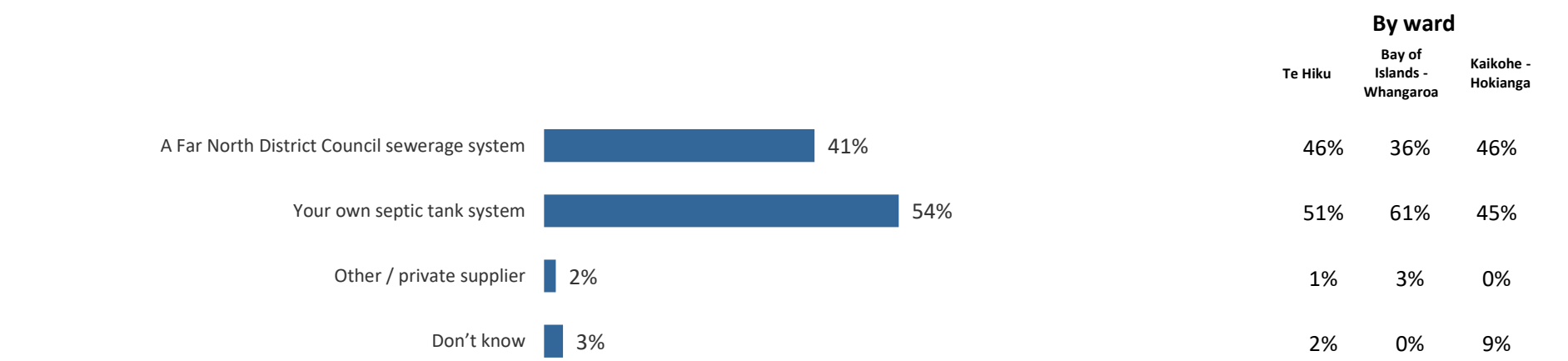
NOTES:

1. Sample: n=500

2. TW1. Which of the following best describes your water supply connection?

More than half of residents (54%) have their own septic tank system for wastewater, with two in five (41%) being connected to a Far North District Council sewerage system

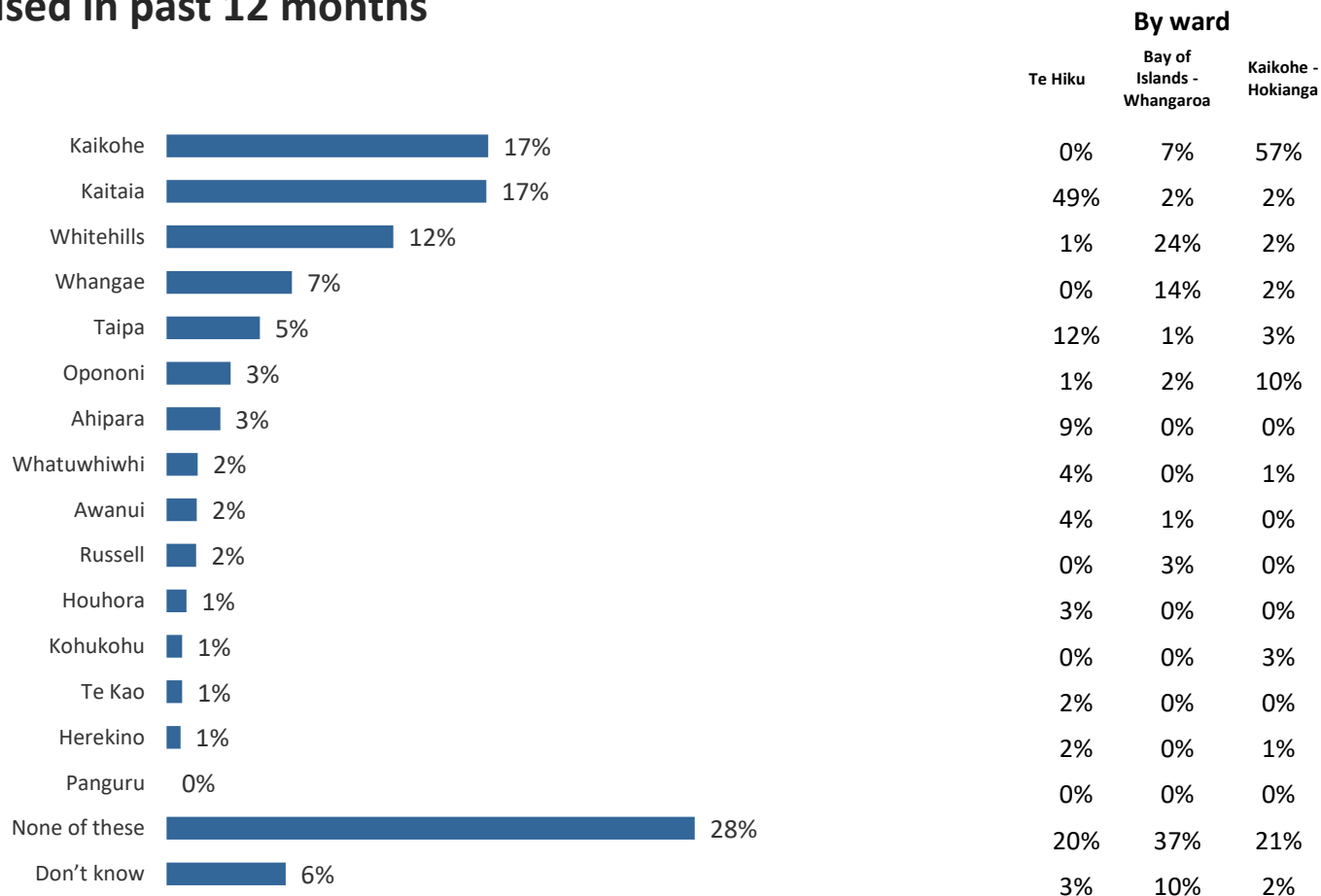
Wastewater property connected to



NOTES:
 1. Sample: n=500
 2. TW3. Which of the following best describes the wastewater system that your property is connected to?

The refuse transfer stations most used by residents in the past 12 months have been Kaikohe and Kaitaia

Refuse transfer station used in past 12 months

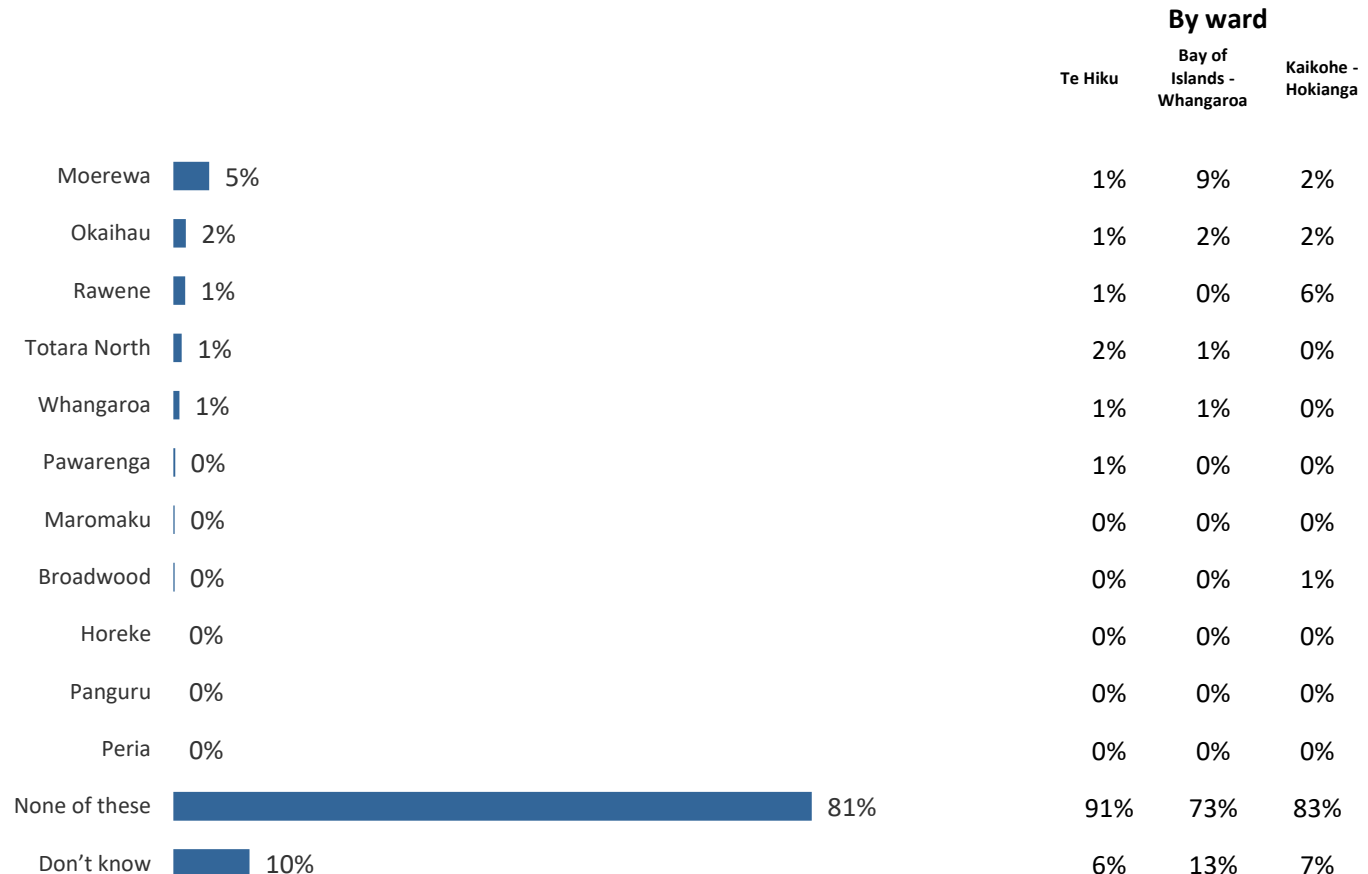


NOTES:

1. Sample: n=500
2. WR1. Which Far North District Council refuse transfer station have you used in the last 12 months? A refuse transfer station is a place where you can dispose of rubbish, and a wide range of recyclables.

Four out of five residents (81%) have not used a community recycling station in the past 12 months

Community recycling station used in past 12 months

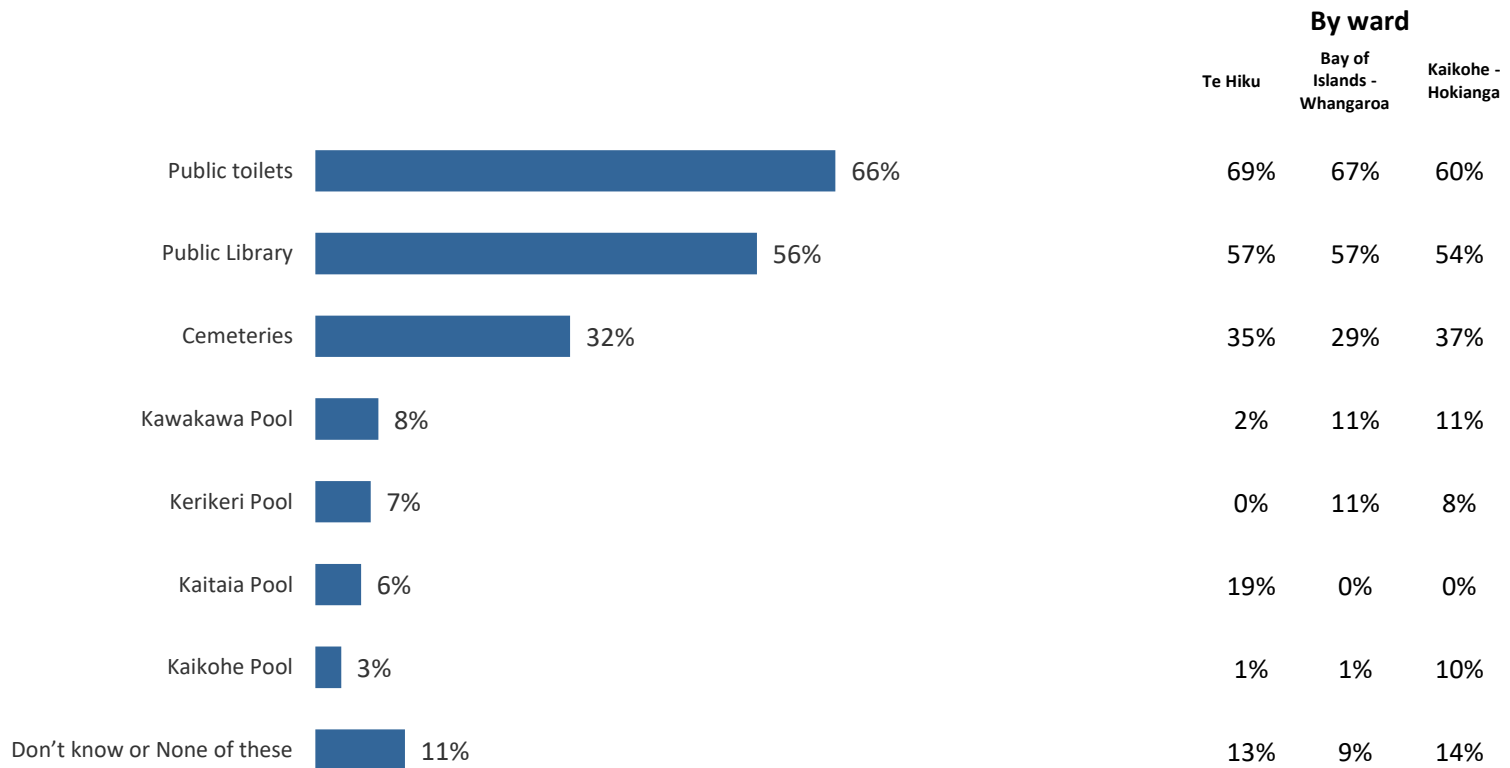


NOTES:

1. Sample: n=500
2. WR3. Which Far North District Council community recycling stations have you used in the last 12 months? These are places where you can take recyclables, but not dispose of rubbish.

Two thirds of residents (66%) have used a public toilet in the past 12 months, and just over half (56%) have visited a public library

Facilities visited or used in past 12 months



NOTES:

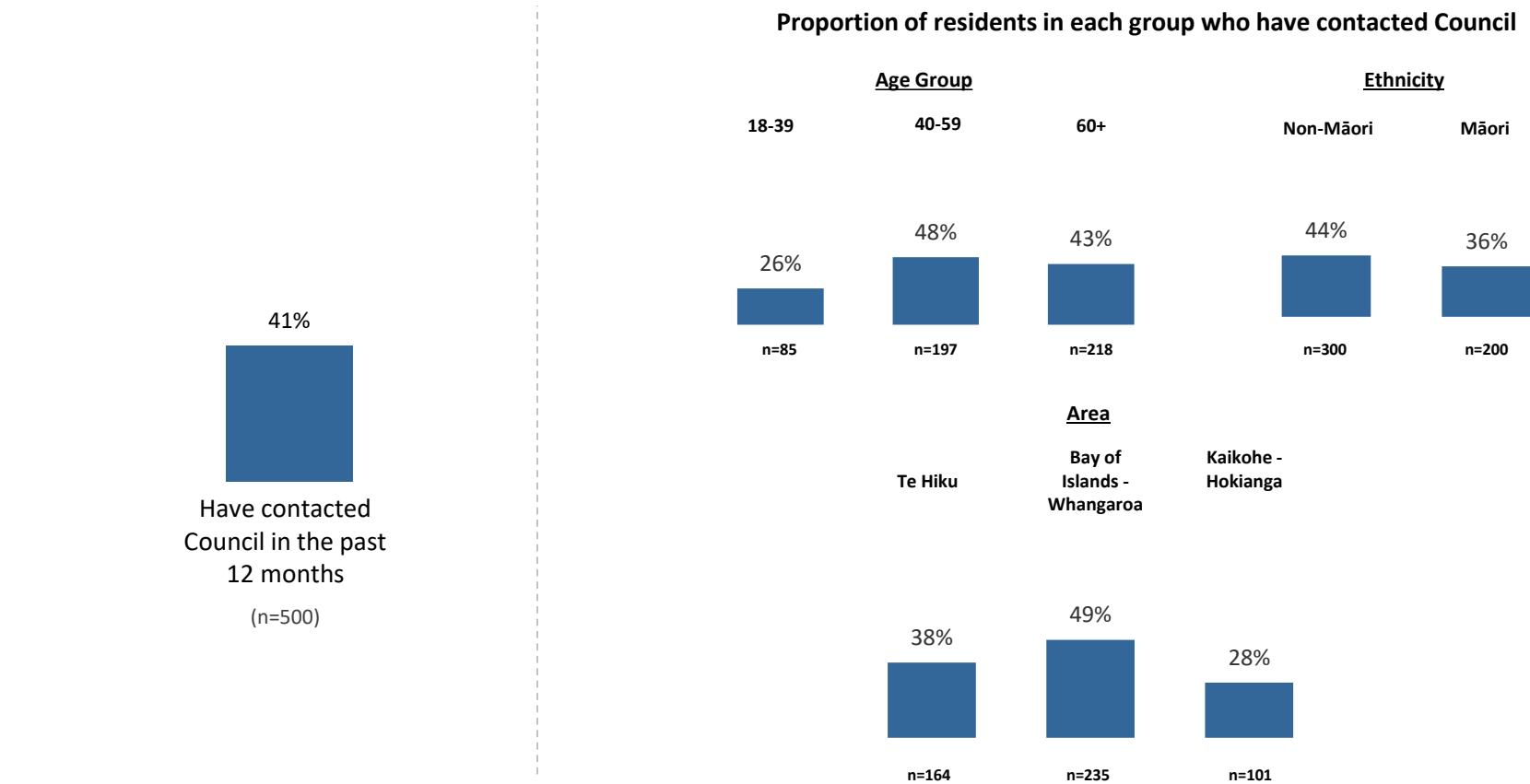
1. Sample: n=500
2. CF1. Which of the following facilities have you visited in the last year?



Contact with Council

Two in five residents (41%) have contacted Council in the past 12 months, with Bay of Islands-Whangaroa residents the most likely to have made contact with Council

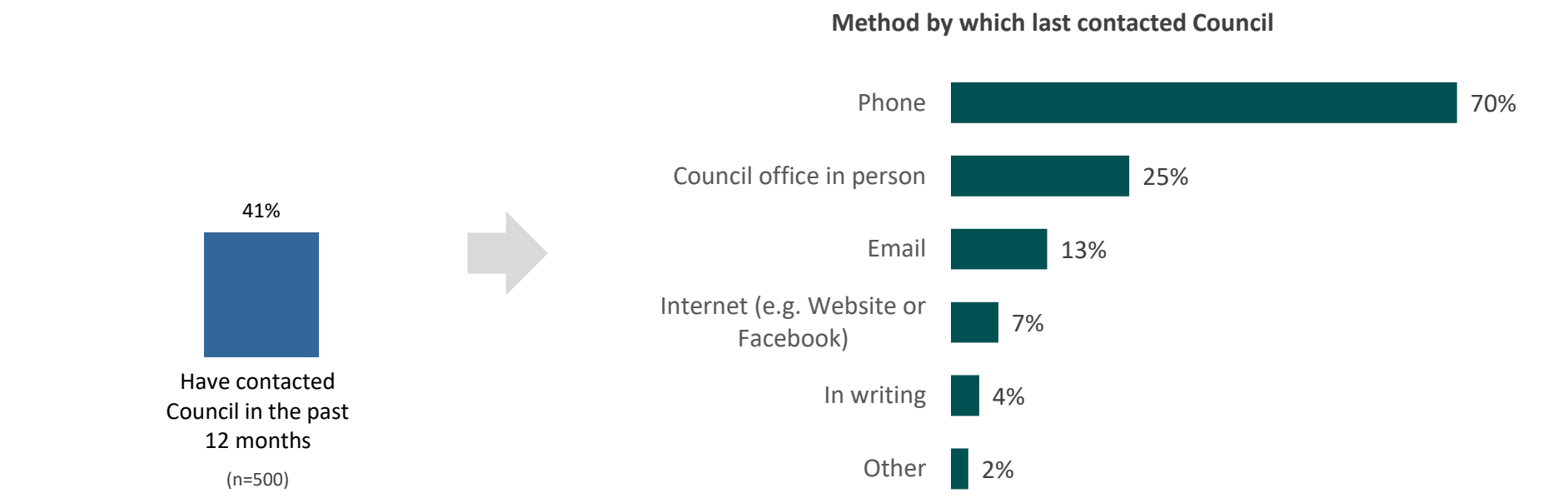
Contact with Council in the last 12 months



NOTES:
 1. Sample: n=500
 2. RS1. Have you had to contact Council for a service request or complaint during the past 12 months?

The most common way of contacting Council is via phone, followed by visiting a Council office in person

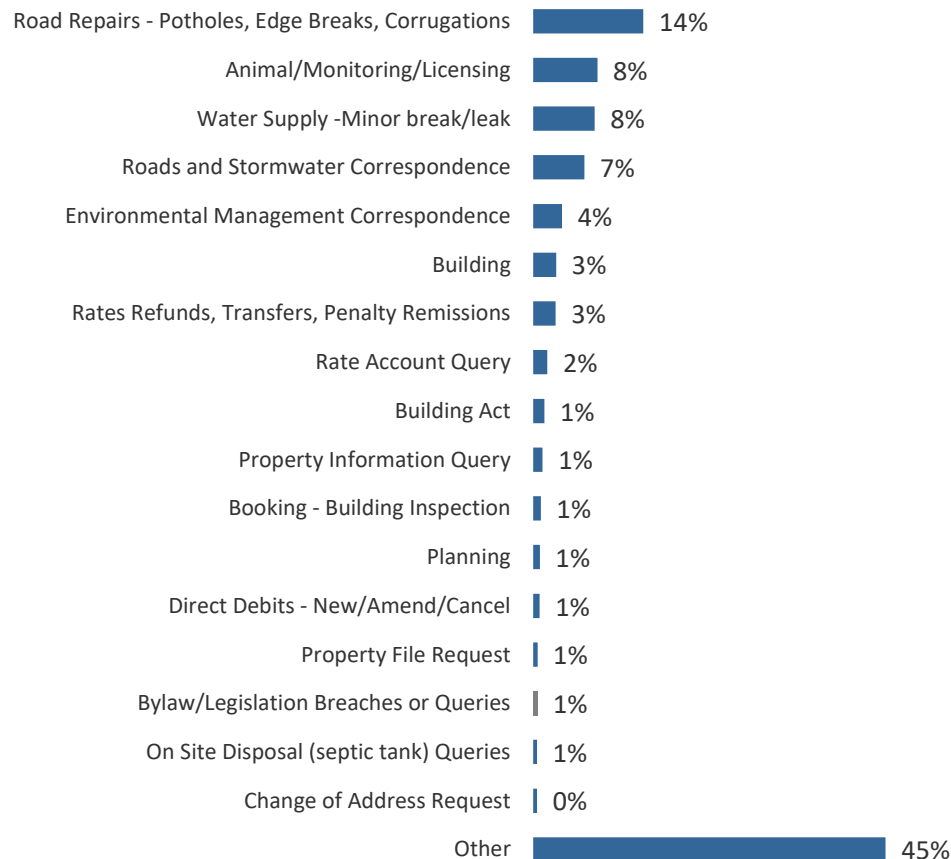
Contact with Council in the last 12 months



NOTES:
 1. Sample: n=500
 2. RS1. Have you had to contact Council for a service request or complaint during the past 12 months?
 3. RS2. How was the contact made?

Road repairs is the reason that most residents contact Council with a request or complaint

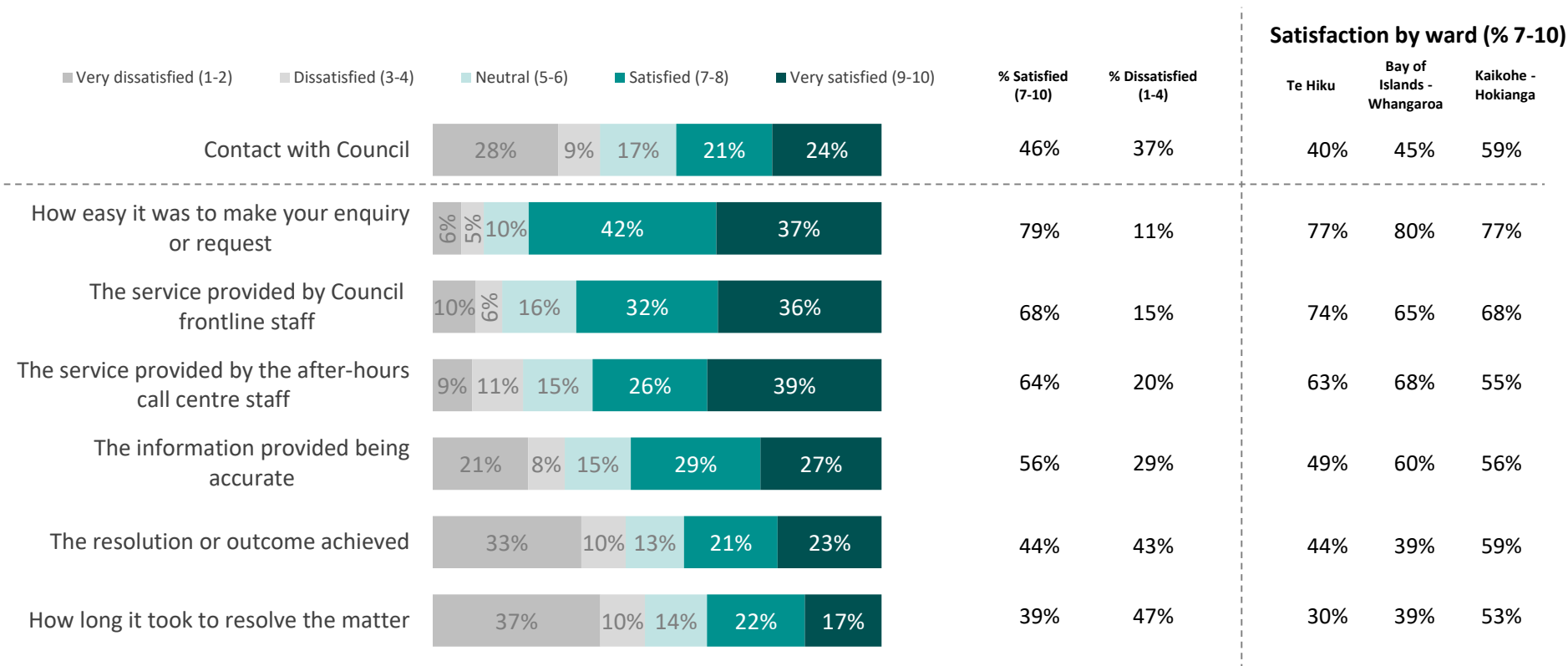
Request or complaint related to...



NOTES:
 1. Sample: n=500
 2. RS3. Thinking about your most recent request or complaint, what did it relate to?

Ease of making an enquiry or request is rated high by residents (79% satisfied) when contacting Council, while the amount of time it took to resolve a matter is rated low (39% satisfied)

Services and Facilities: Contact with Council



NOTES:

1. Sample: n=500
2. RS4. Thinking back to your most recent request or complaint, how would you rate your satisfaction with each of the following?
3. RS4B. How would you rate Council overall for how well they handled your request or complaint?



Governance, Communication and Strategic Administration



Far North
District Council

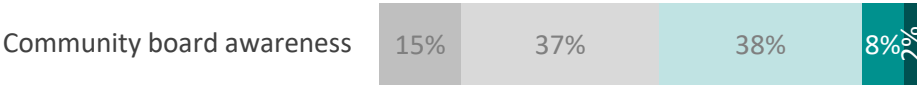


KEYRESEARCH

A large number of residents have heard about the community board in their area (85%), with one in ten residents having detailed knowledge of the work they do

Awareness of the community board that operates in your area

- Never heard of it
- Heard of it, don't know anything about it
- Heard of it, know a bit about what it does
- Have detailed knowledge of the work the community board does that interests or affects me
- Have detailed knowledge of everything the community board does



Heard of it	Never heard of it
85%	15%

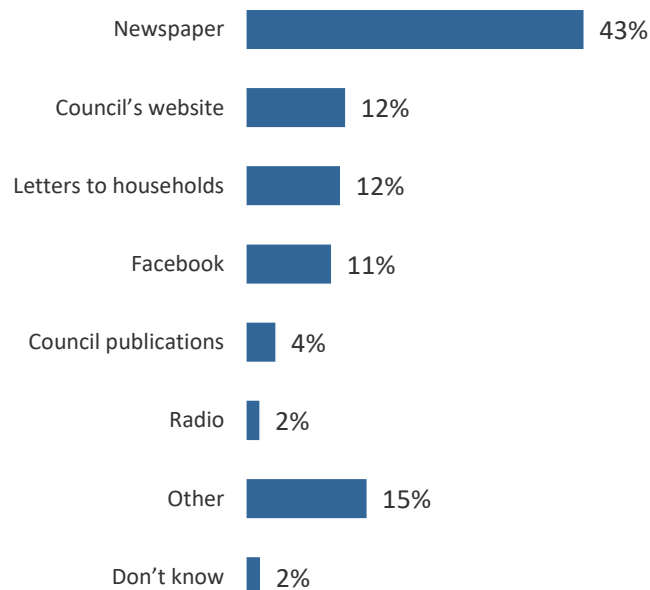
Heard of it by ward

Te Hiku	Bay of Islands - Whangaroa	Kaikohe - Hokianga
84%	86%	83%

NOTES:
 1. Sample: n=500
 2. GC1. Which of the following best describes your awareness of the community board that operates in your area?

Newspapers are most relied on for information about Council, followed by Council's website and letters to households

Most relied on for information about Council

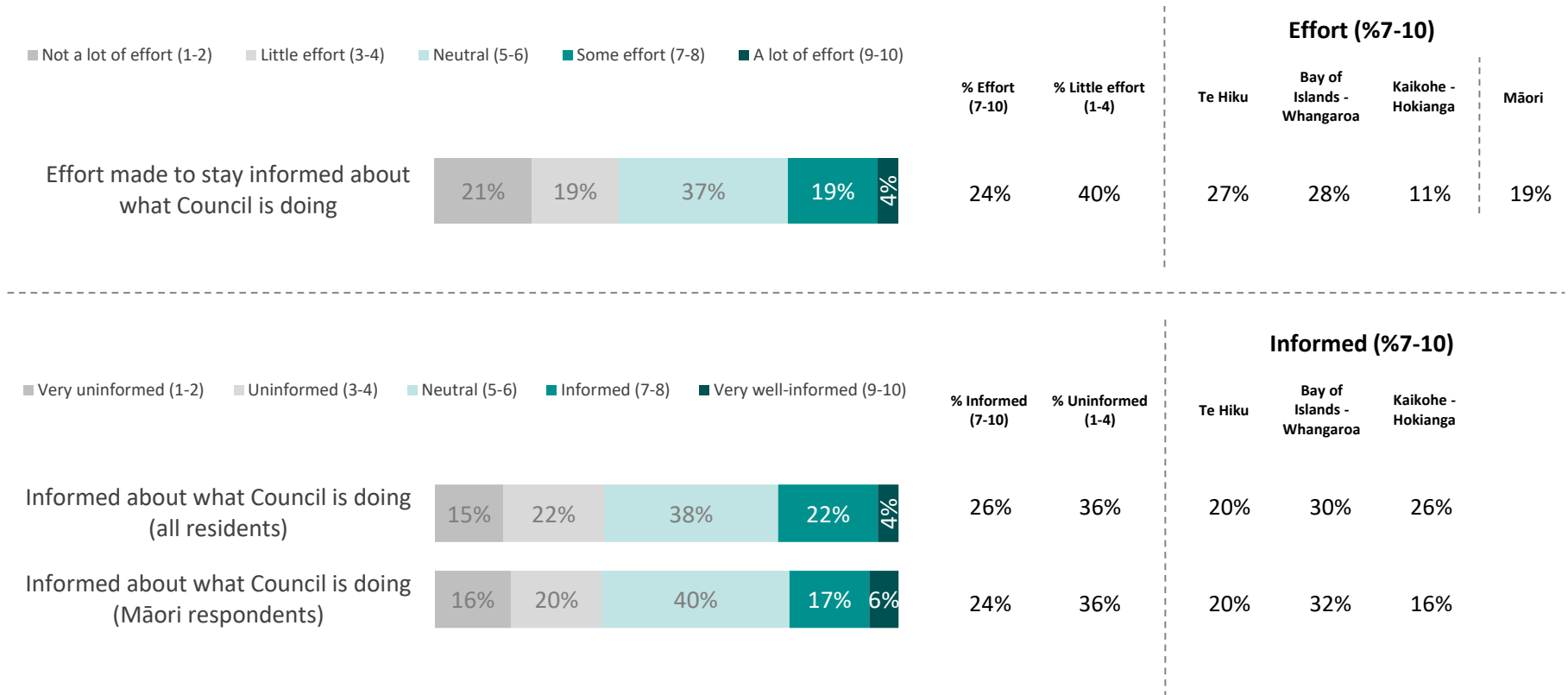


NOTES:

1. Sample: n=500
2. GC3. Which of the following do you most rely on for information about Council?

Around one quarter of residents make an effort to stay informed about what Council is doing with a similar number considering themselves as informed about what Council is doing

Informed about what Council does

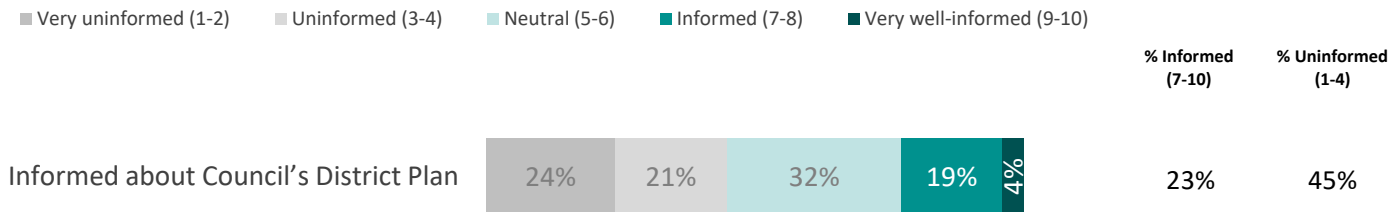


NOTES:

1. Sample: n=500
2. GC2. Using a scale of 1-10, where 1 is not much effort and 10 is a lot of effort, how much effort do you make to stay informed about what Council is doing?
3. GC4. Using a scale of 1-10 where 1 is Very uninformed and 10 is Very well-informed, in general how well-informed do you feel about what Council is doing?

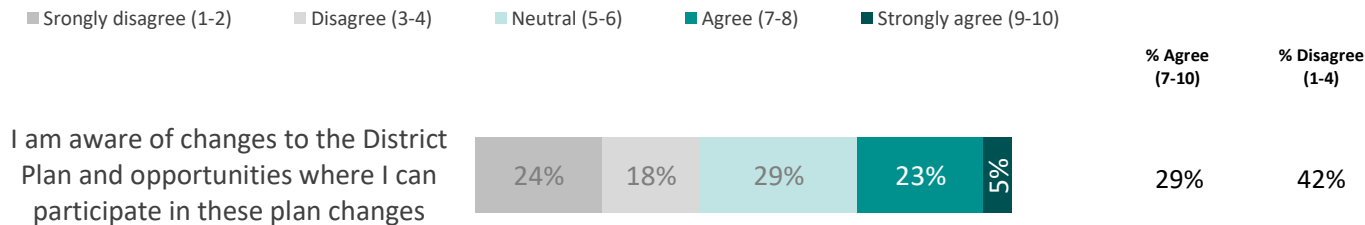
Just under one quarter (23%) of residents feel informed about Council's District Plan while three in ten (29%) are aware of changes to the District Plan and opportunities to participate

Council's District Plan



Informed by ward (%7-10)

Te Hiku	Bay of Islands - Whangaroa	Kaikohe - Hokianga
22%	25%	19%



Agreement by ward (%7-10)

Te Hiku	Bay of Islands - Whangaroa	Kaikohe - Hokianga
31%	33%	16%

NOTES:

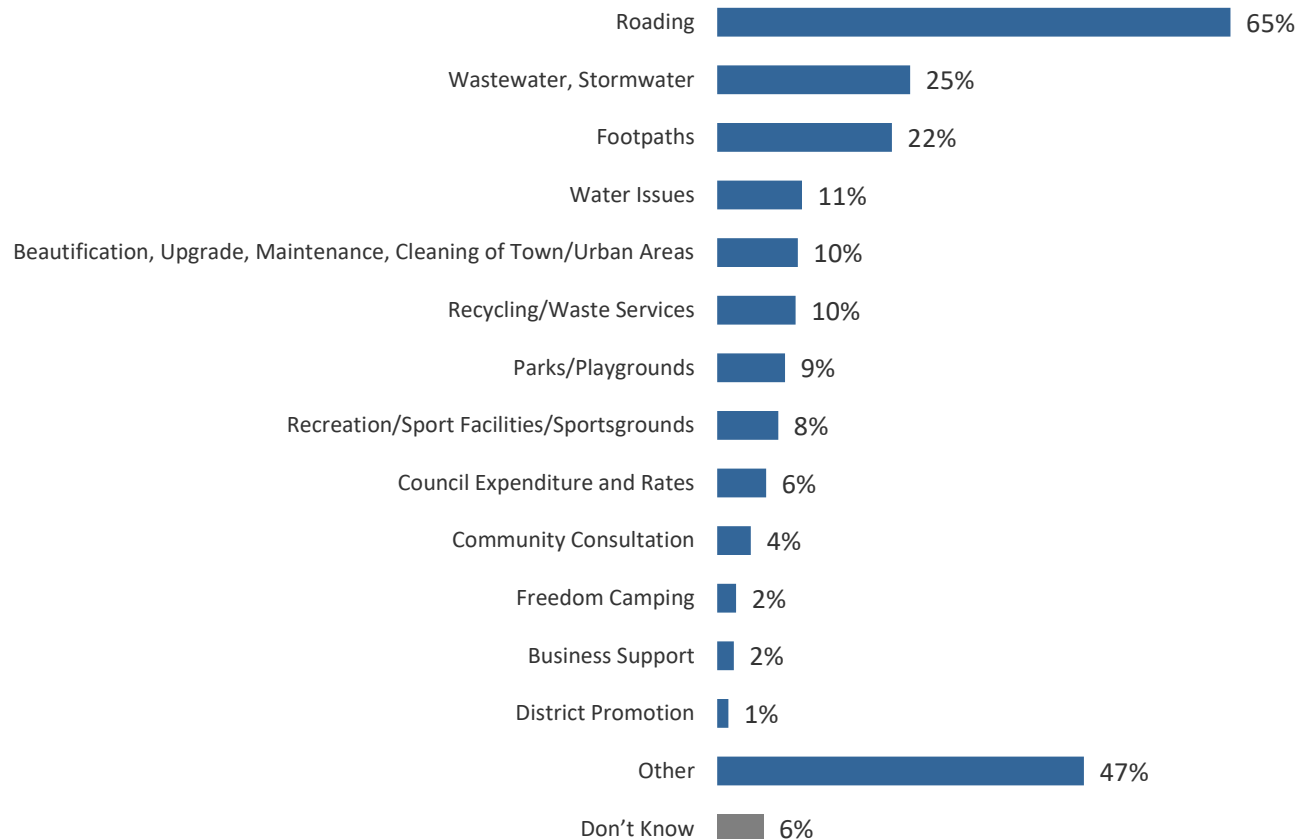
1. Sample: n=500
2. [READ OUT]: The District Plan controls land use in the district. The Annual Plan sets out what Council plans to do in the coming year
3. GC5. Using a scale of 1-10 where 1 is Very uninformed and 10 is Very well informed, in general how well informed do you feel about Council's District Plan (land use)?
4. GC6. Still thinking about the District Plan, on a scale of 1-10 where 1 is Strongly disagree and 10 is Strongly agree, how much do you agree or disagree with the following statement...



Priority for Next 12 Months

The majority of residents would like to see Council give high priority to roading over the next 12 months

Priority for next 12 months



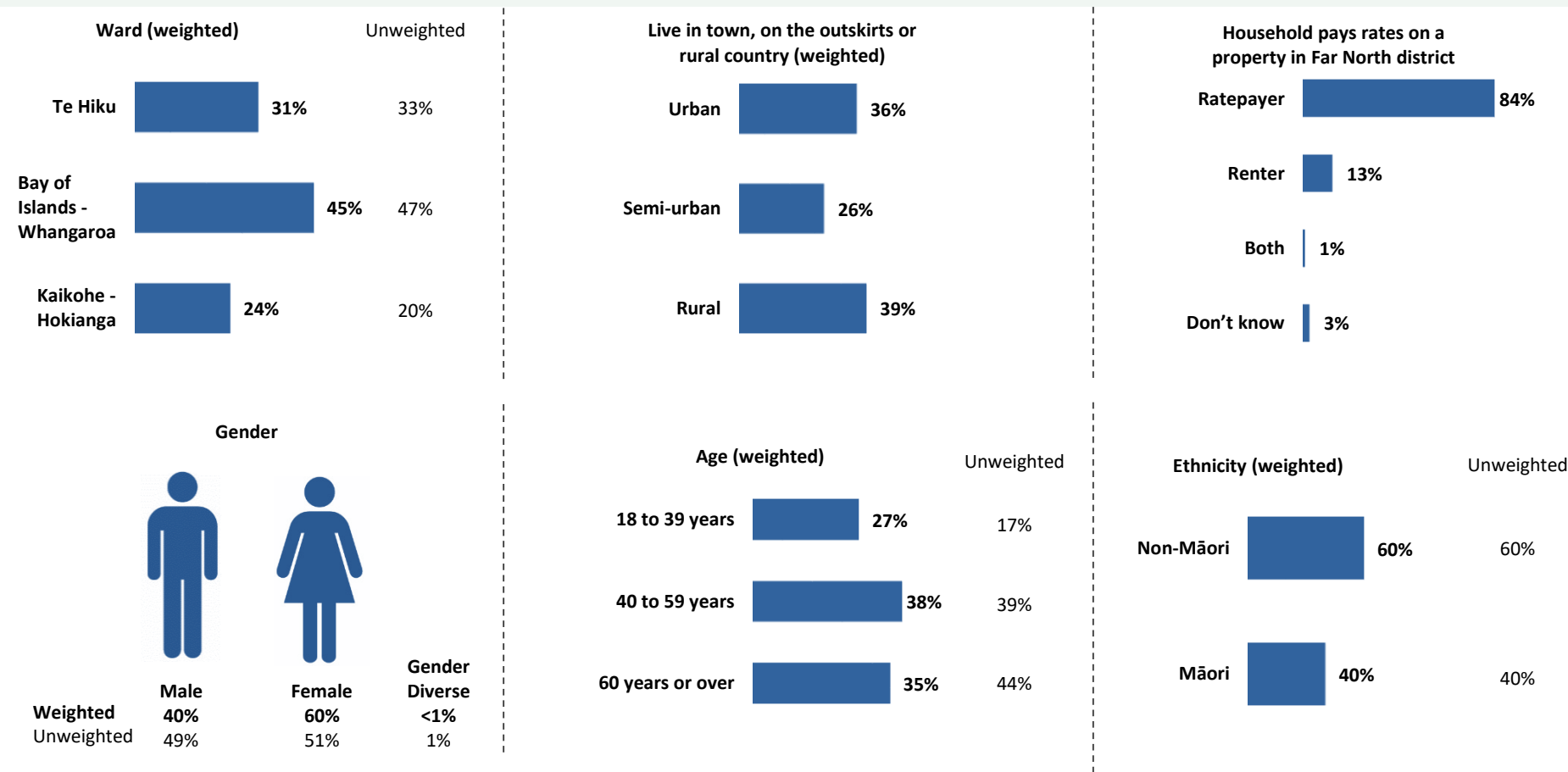
NOTES:

1. Sample: n=500
2. OP2. Which three services or facilities do you think Council should give high priority to over the next 12 months?



Sample Profile

Demographic Profile



Weighting

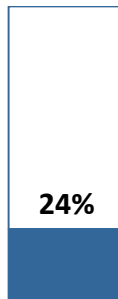
The sample structure target is set broadly in line with known population distributions and is weighted post survey so as to be exactly representative of the known population distributions according to the 2013 Census. This represents 'best practice' in research and means that inferences made about the population will then be reliable, within the confidence limits.



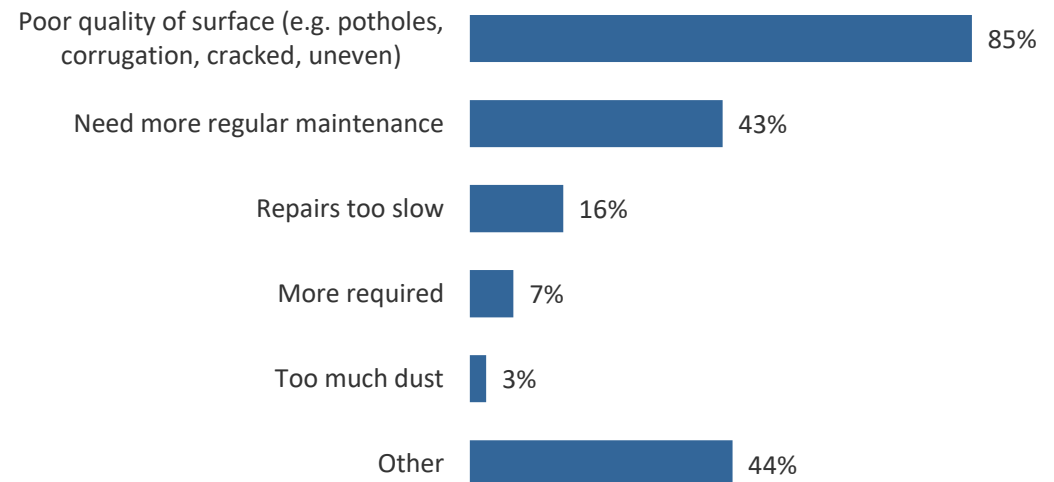
Appendix: Reasons for Dissatisfaction

The sealed roading network

Very dissatisfied (1-3)



Reasons for dissatisfaction

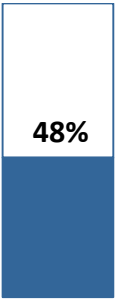


NOTES:

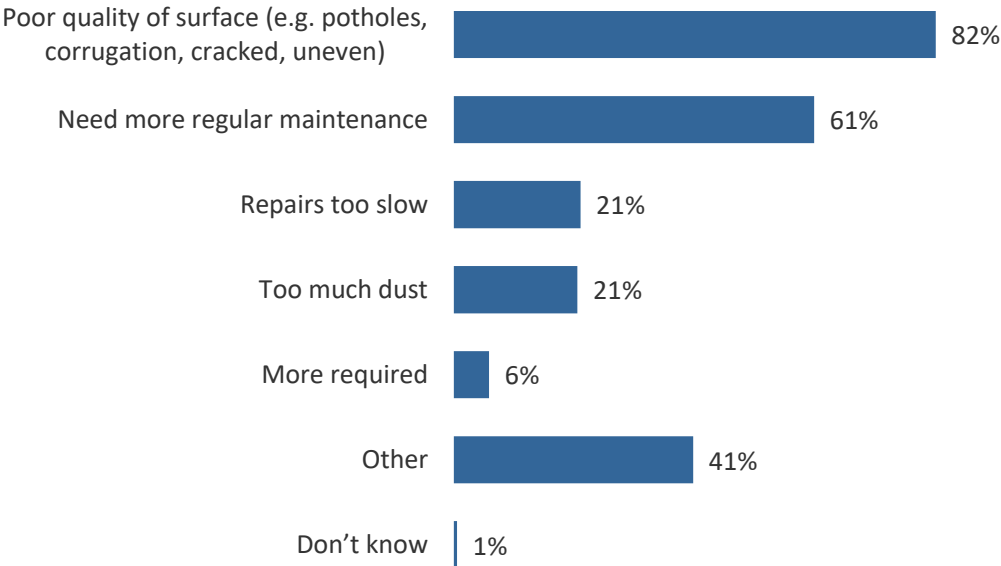
1. Sample: n=488; very dissatisfied (1-3) n=121
2. RF1A. Why weren't you satisfied with <Xxx>?

The unsealed roading network

Very dissatisfied (1-3)



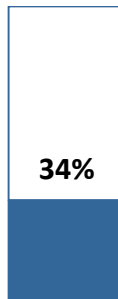
Reasons for dissatisfaction



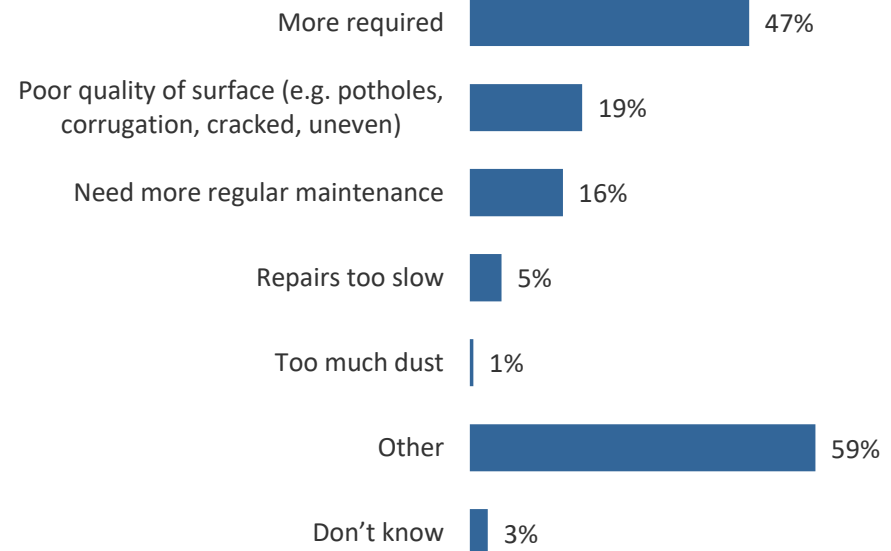
NOTES:
 1. Sample: n=434; very dissatisfied (1-3) n=217
 2. RF1A. Why weren't you satisfied with <Xxx>?

The availability of footpaths

Very dissatisfied (1-3)



Reasons for dissatisfaction

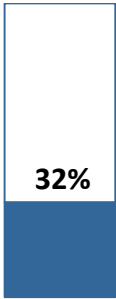


NOTES:

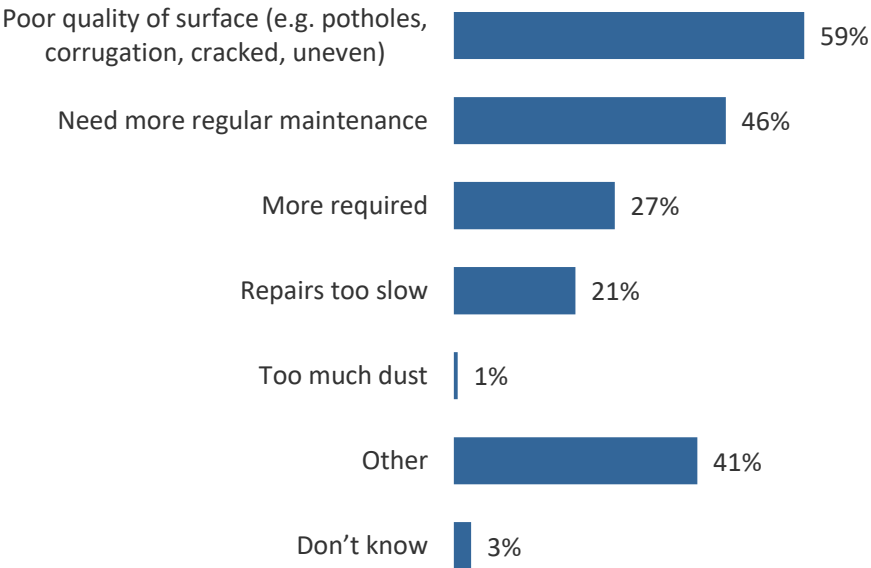
1. Sample: n=454; very dissatisfied (1-3) n=168
2. RF1A. Why weren't you satisfied with <Xxx>?

How well footpaths are maintained

Very dissatisfied (1-3)



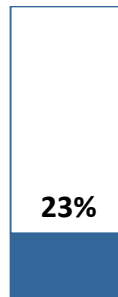
Reasons for dissatisfaction



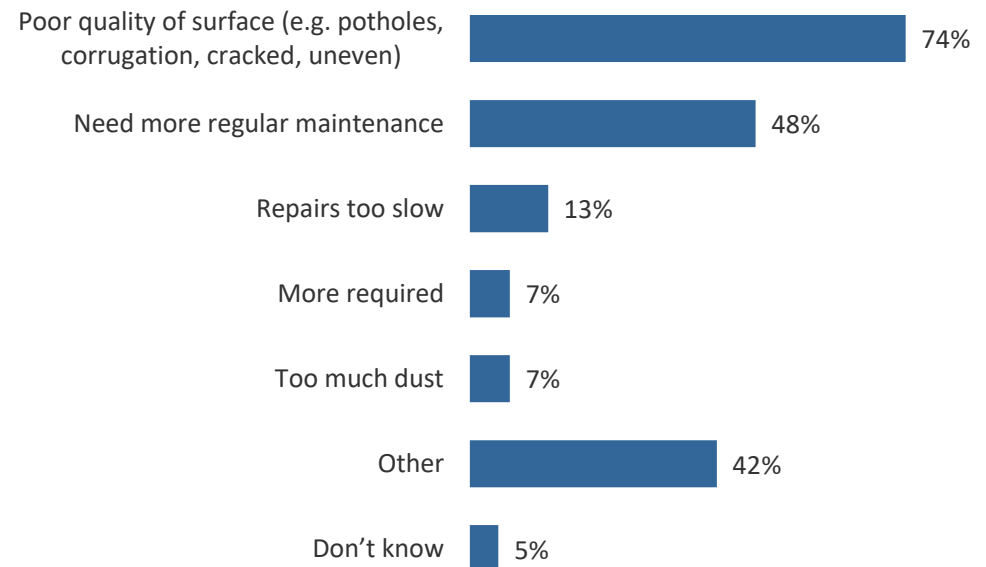
NOTES:
 1. Sample: n=427; very dissatisfied (1-3) n=149
 2. RF1A. Why weren't you satisfied with <Xxx>?

How well Far North District Council-owned roads meet your needs

Very dissatisfied (1-3)



Reasons for dissatisfaction

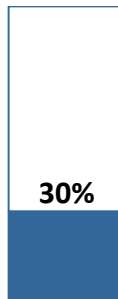


NOTES:

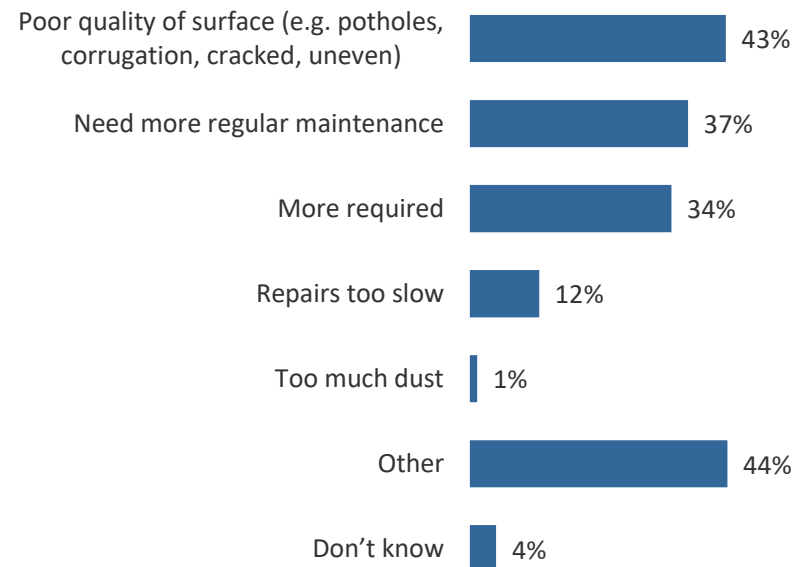
1. Sample: n=478; very dissatisfied (1-3) n=118
2. RF1A. Why weren't you satisfied with <Xxx>?

How well Far North District Council-owned footpaths meet your needs

Very dissatisfied (1-3)



Reasons for dissatisfaction



NOTES:

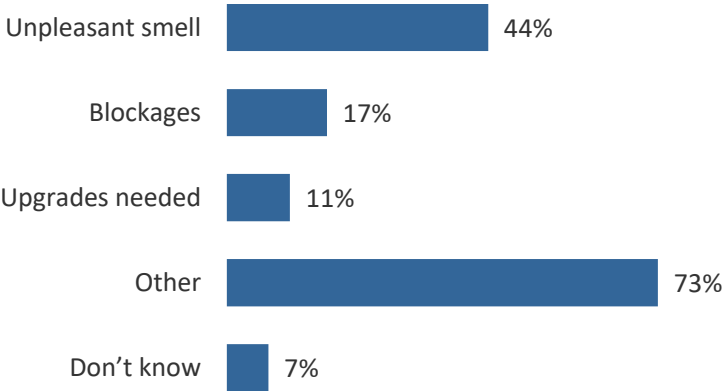
1. Sample: n=436; very dissatisfied (1-3) n=143
2. RF1A. Why weren't you satisfied with <Xxx>?

The Far North District Council sewerage system

Very dissatisfied (1-3)



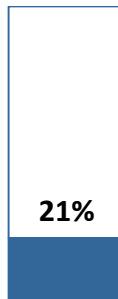
Reasons for dissatisfaction



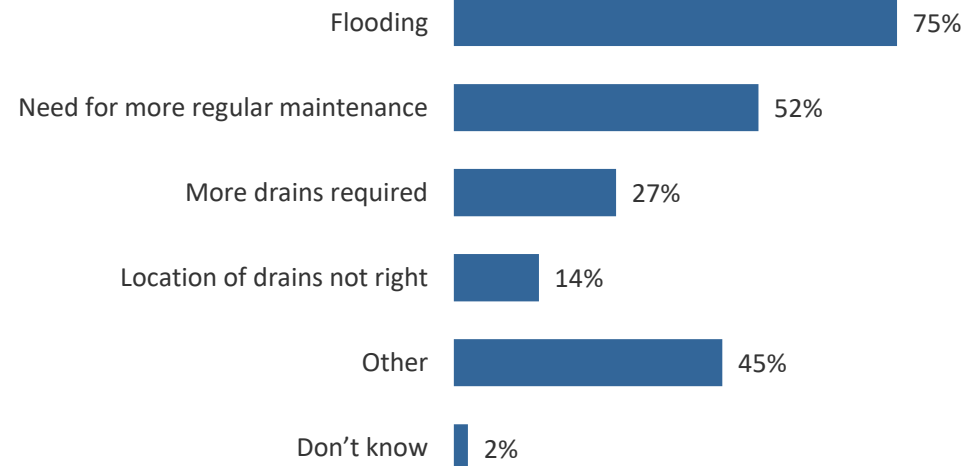
NOTES:
 1. Sample: n=191; very dissatisfied (1-3) n=16
 2. TW4A. Why weren't you satisfied with <Xxx>?

The Far North District Council-owned urban (town) stormwater management system

Very dissatisfied (1-3)



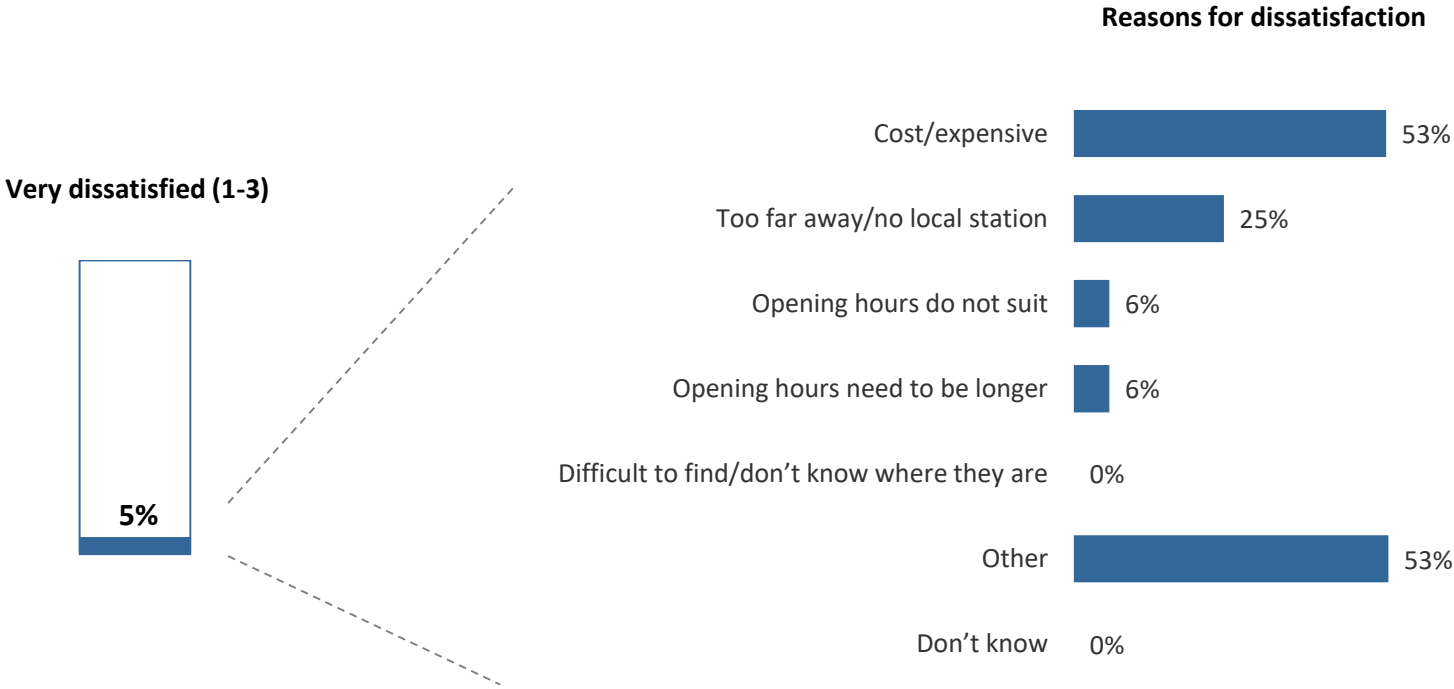
Reasons for dissatisfaction



NOTES:

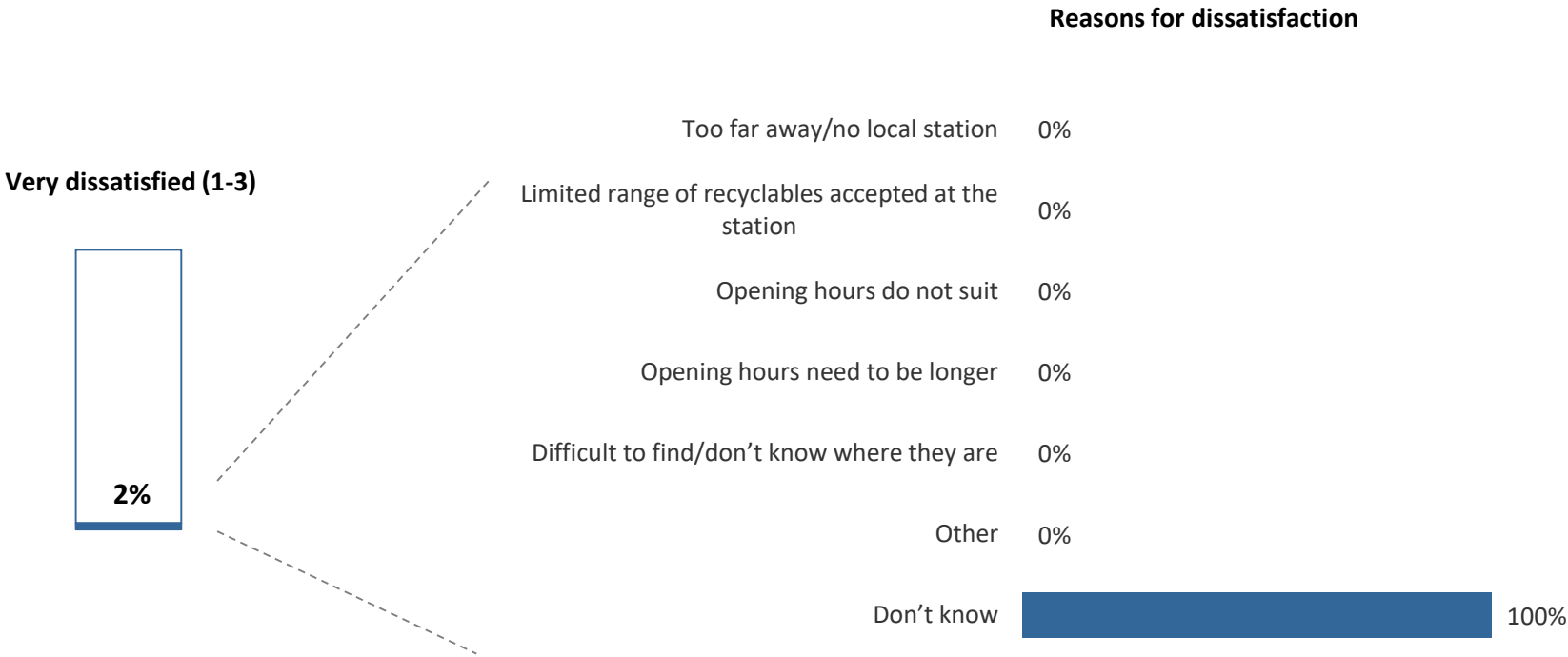
1. Sample: n=396; very dissatisfied (1-3) n=94
2. TW5A. Why weren't you satisfied with <Xxx>?

Refuse transfer stations



NOTES:
 1. Sample: n=325; very dissatisfied (1-3) n=19
 2. WR2A. Why weren't you satisfied with <Xxx>?

Community recycling stations



NOTES:

1. Sample: n=45; very dissatisfied (1-3) n=1

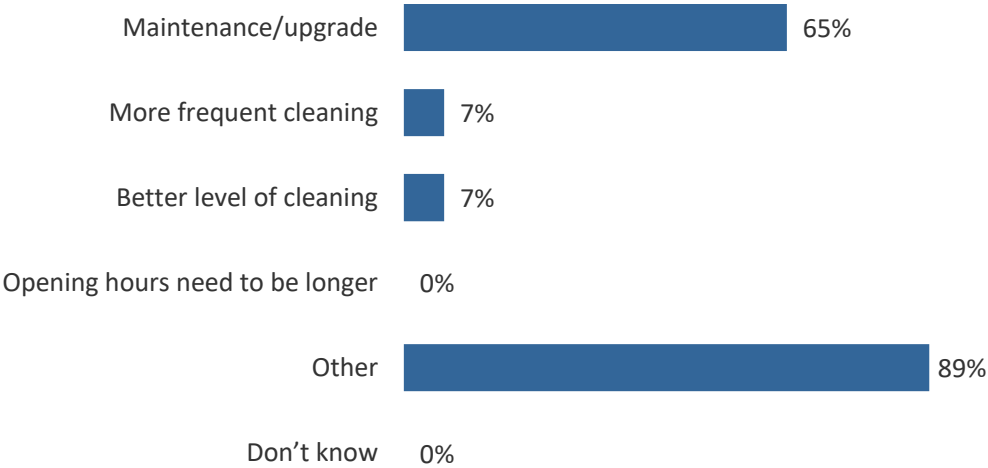
2. WR4A. Why weren't you satisfied with <Xxx>?

Cemeteries

Very dissatisfied (1-3)

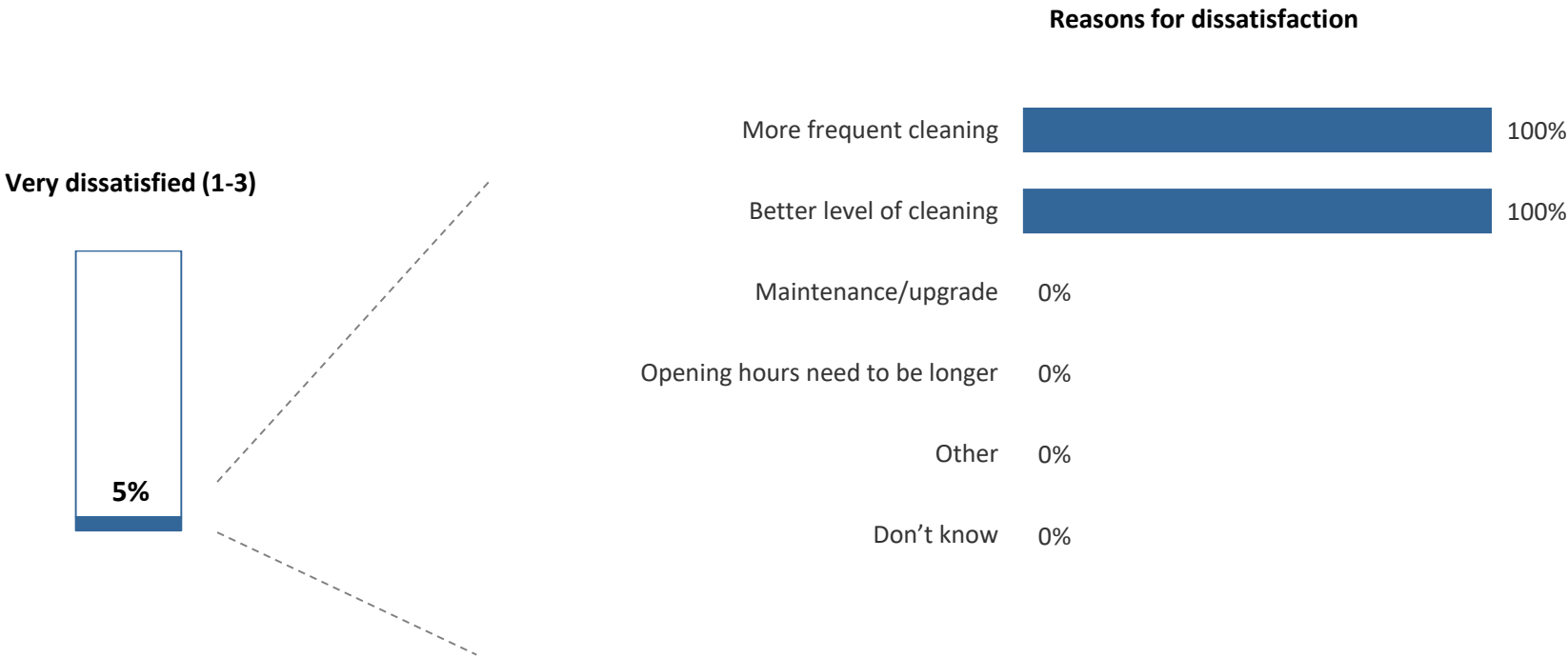


Reasons for dissatisfaction



NOTES:
 1. Sample: n=165; very dissatisfied (1-3) n=9
 2. CF2A. Why weren't you satisfied with <Xxx>?

Kaikohe Pool



NOTES:

1. Sample: n=13; very dissatisfied (1-3) n=1

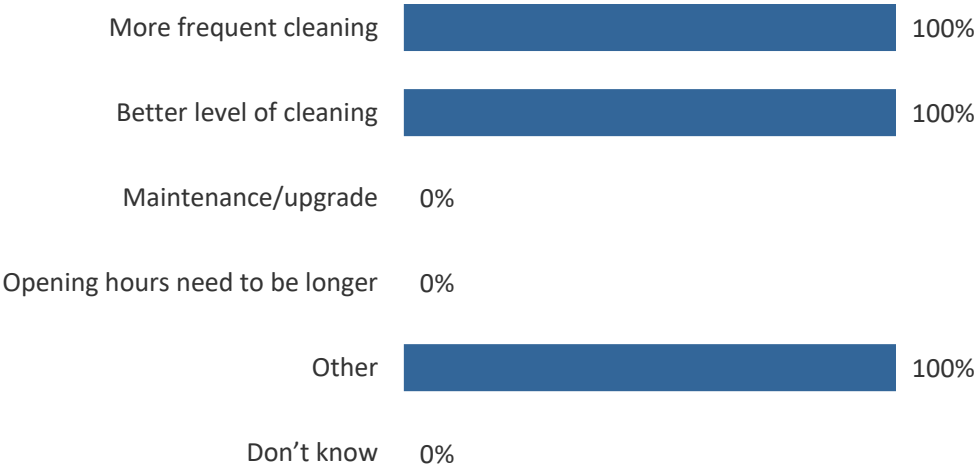
2. CF2A. Why weren't you satisfied with <Xxx>?

Kaitaia Pool

Very dissatisfied (1-3)

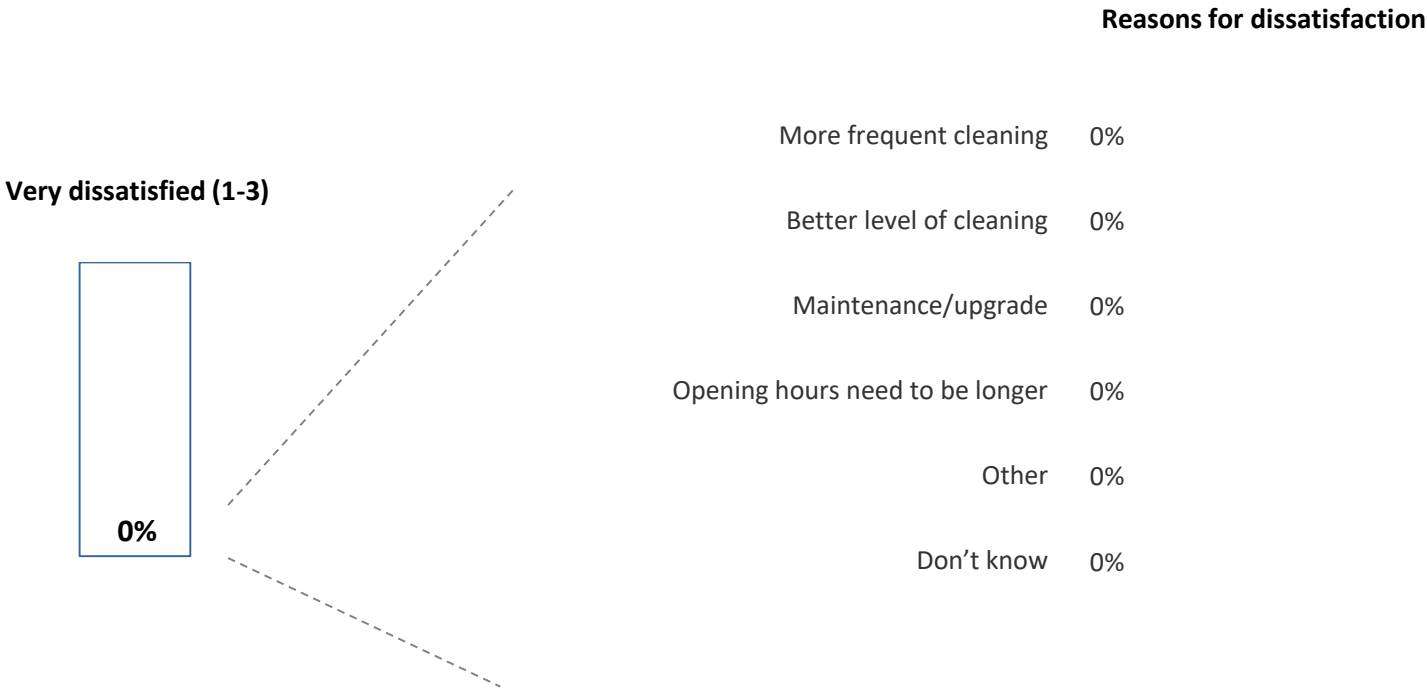


Reasons for dissatisfaction



NOTES:
 1. Sample: n=31; very dissatisfied (1-3) n=1
 2. CF2A. Why weren't you satisfied with <Xxx>?

Kawakawa Pool

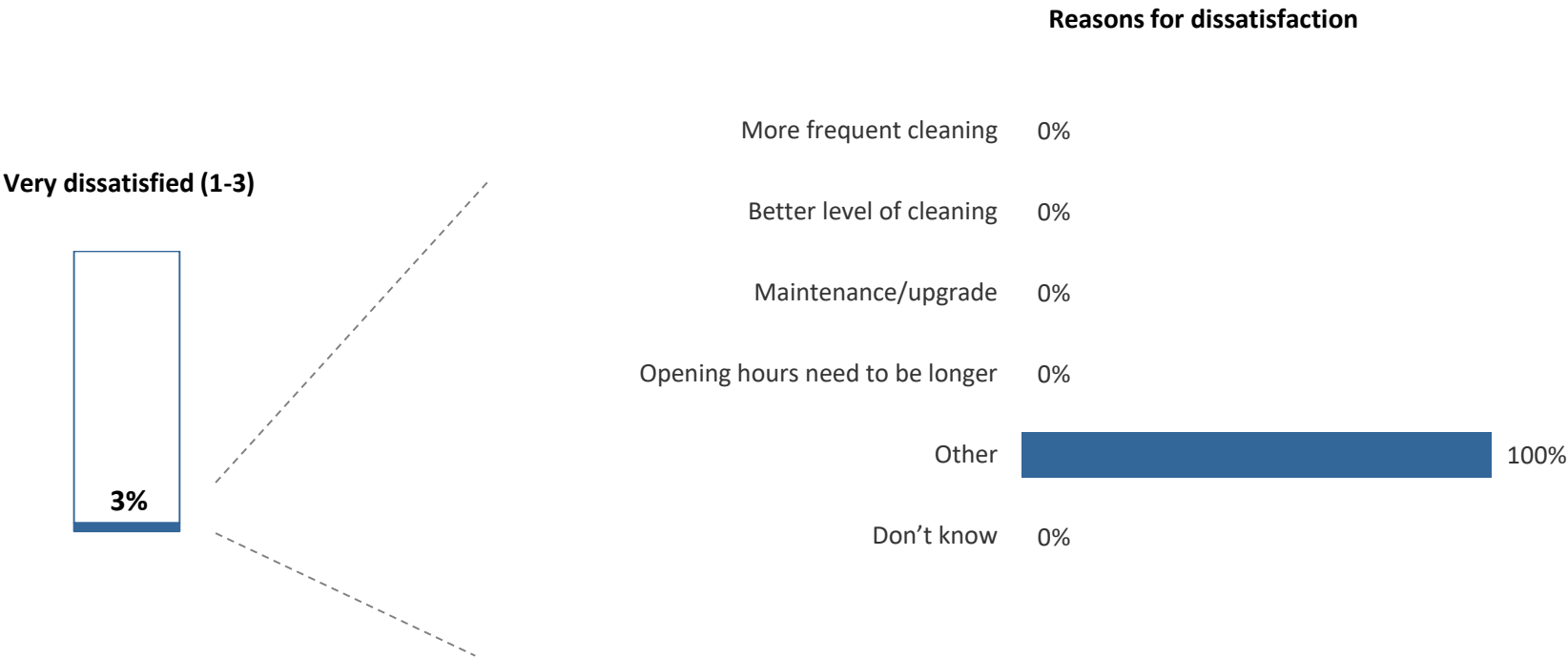


NOTES:

1. Sample: n=31; very dissatisfied (1-3) n=0

2. CF2A. Why weren't you satisfied with <Xxx>?

Kerikeri Pool



NOTES:

1. Sample: n=32; very dissatisfied (1-3) n=1

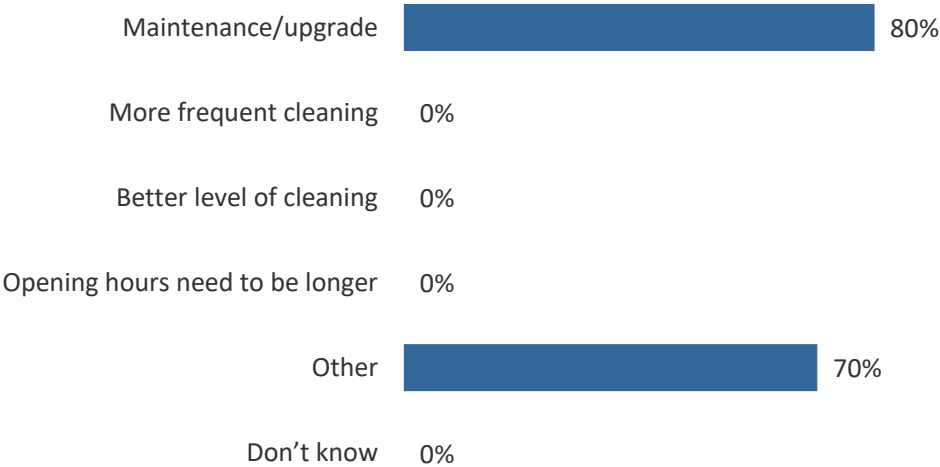
2. CF2A. Why weren't you satisfied with <Xxx>?

Public Library

Very dissatisfied (1-3)



Reasons for dissatisfaction



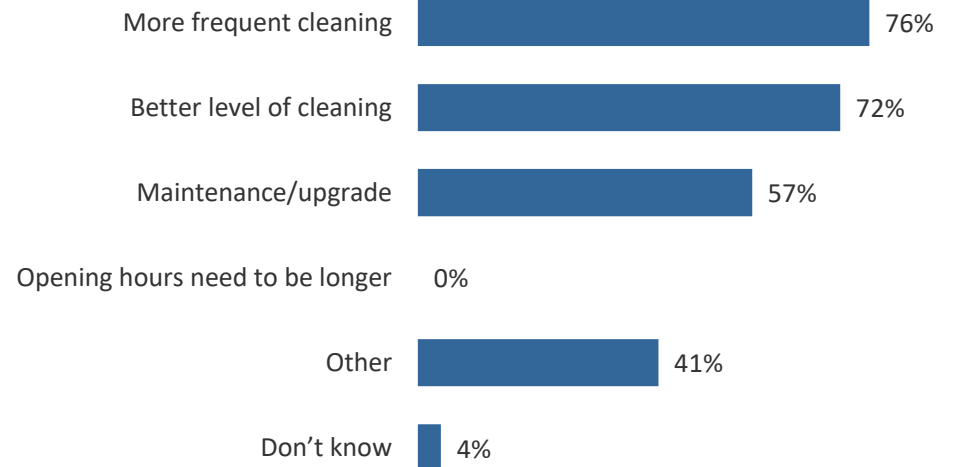
NOTES:
1. Sample: n=277; very dissatisfied (1-3) n=4
2. CF2A. Why weren't you satisfied with <Xxx>?

Cleanliness of public toilets

Very dissatisfied (1-3)



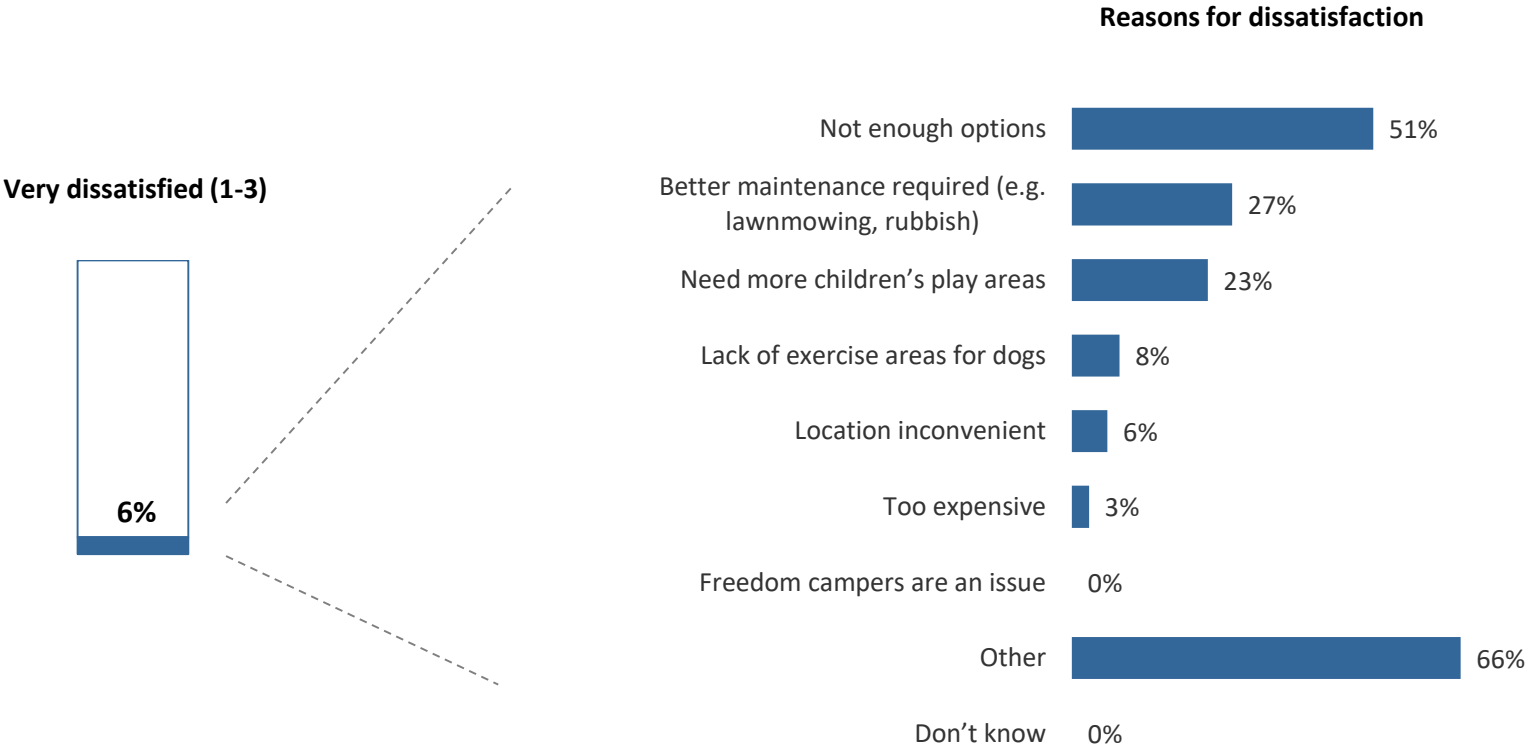
Reasons for dissatisfaction



NOTES:

1. Sample: n=336; very dissatisfied (1-3) n=31
2. CF2A. Why weren't you satisfied with <Xxx>?

The range of parks and reserves the Council provides



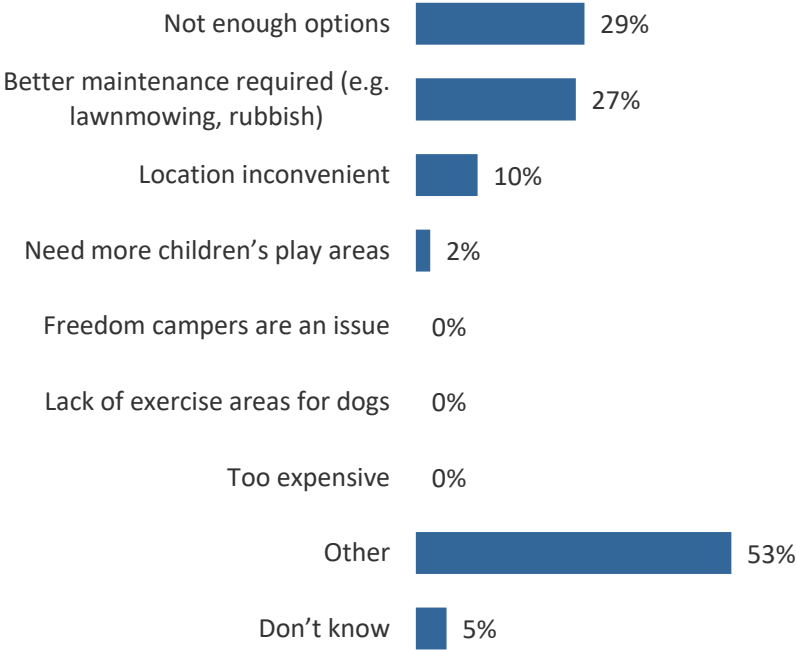
NOTES:
 1. Sample: n=456; very dissatisfied (1-3) n=27
 2. PR1A. Why weren't you satisfied with <Xxx>?

Council-provided access to the coast

Very dissatisfied (1-3)



Reasons for dissatisfaction



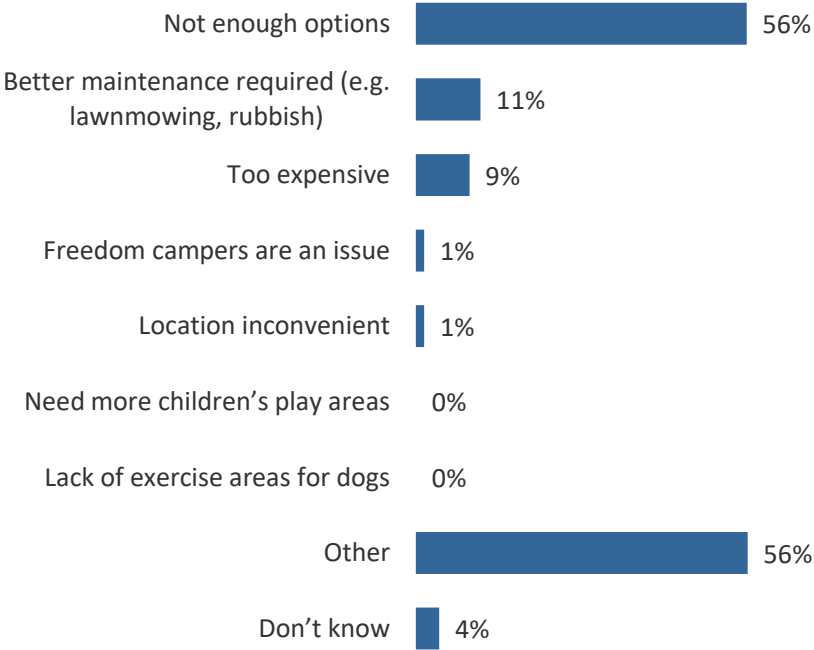
NOTES:
 1. Sample: n=428; very dissatisfied (1-3) n=45
 2. PR1A. Why weren't you satisfied with <Xxx>?

Council-provided car park facilities

Very dissatisfied (1-3)



Reasons for dissatisfaction



NOTES:
 1. Sample: n=455; very dissatisfied (1-3) n=63
 2. PR1A. Why weren't you satisfied with <Xxx>?



Contact Details



Head Office

Telephone: + 64 7 575 6900

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

Website: www.keyresearch.co.nz



Key Staff

Project lead:

Anthony Calcutt | Senior Research Executive

Telephone: + 64 7 547 4909

Email: anthony@keyresearch.co.nz

Image credit: Catherine Langford



**Far North
District Council**

Report | June 2018



KEYRESEARCH