



Far North District Council 2019 Annual Residents Survey

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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
- To 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 2 May to 8 June 2019 with n=500 interviews collected via computer aided telephone interviewing (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

Executive Summary (I)

1

Overall satisfaction with Council performance declined considerably since last year with 31% of residents rating Council 7 to 10 out of 10, and 36% providing a 'neutral' rating of 5 to 6 out of 10. *Reputation* has the greatest impact on overall performance perceptions, and within this area there is a significant decline in *Faith and trust in Council*, that is residents' perceptions of *How open and transparent Council is, how Council can be relied on to act honestly and fairly and its ability to work in the best interest of the district*.

2

Vision and leadership, that is residents' perceptions that Council is *Committed to creating a great district*, how it promotes economic development, being in touch with the community and setting clear direction and perceptions of the *Quality of services and facilities* have the greatest impact on reputation. Satisfaction with *Vision and leadership* was relatively low and as such represents an opportunity for improvement. However, it should be noted that satisfaction with *Quality of services and facilities* also declined, with three in ten residents (30%) rating this aspect 7 to 10 out of 10.

3

The Reputation benchmark declined to 39, and was especially low for those aged 40 to 59 years (29), ratepayers (36) and rural residents (30). There was an increase in residents classified as *Sceptics* (up 5% to 68%), being more inclined to doubt or mistrust Council and not value or recognise current performance. This increase was in particular evident in the Bay of Islands-Whangaroa and Kaikohe-Hokianga Wards.

4

Services and facilities were the next most impactful aspects influencing *Overall performance* and within this area the *Roads, footpaths and walkways* have the greatest impact on perceptions. *Roads, footpaths and walkways* still have the lowest performance rating and *The availability of footpaths* saw a significant decline in satisfaction (down 6% to 32%). Nearly two-thirds of residents (64%) identified *Roading / traffic congestion* as a priority area for Council over the next 12 months. Therefore, *Roads, footpaths and walkways* continue to present an opportunity to improve satisfaction with *Overall services and facilities*.

5

Council's public facilities was the next most influential driver to satisfaction with *Overall services and facilities*. There was a decline in satisfaction with the *Cleanliness of public toilets* (down 8% to 55%). As this was the second most impactful aspect, after cemeteries, to influence perceptions of Council's public facilities, improvement in *Cleanliness of public toilets* would impact satisfaction with public facilities positively.

Executive Summary (II)

6

Satisfaction with *Parks, coastal access and car parks* declined since 2018, with just under half of residents (49%) rating the services 7 to 10 out of 10. There was a significant decline in satisfaction with *Council-provided car park facilities* (down 7% to 41%) and *Council-provided access to the coast* (down 8% to 51%). *Parks, coastal access and car parks* were the third most influential driver on satisfaction with *Overall services and facilities*.

7

Those who had contact with Council for a service request or complaint during the past 12 months, were less likely to be satisfied with the interaction (satisfaction decline 7% to 39%). All aspects related to the interaction between residents and Council declined with a significant decline in *How easy it was to make your enquiry or request* (down 9% to 70%), *The information being accurate* (down 9% to 47%), *How long it took to resolve the matter* (down 8% to 31%) and *The resolution or outcome achieved* (down 6% to 38%) the main detractors.

8

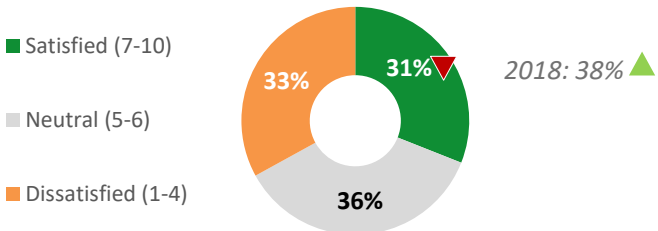
There was a significant decline in satisfaction with *Town water supply* among residents who were connected to the Council-provided services. The decline extends to all aspects including, *Continuity of supply* (79%), *Water pressure* (73%), *Clarity of water* (57%), *Odour of water* (51%) and *Taste* (42%). Satisfaction with *Rates for Council-provided water supply* declined since last year (down 6%). As water supply has the second highest impact on perceptions of water management (after Stormwater), addressing concerns should improve overall evaluation of Council's water management.

9

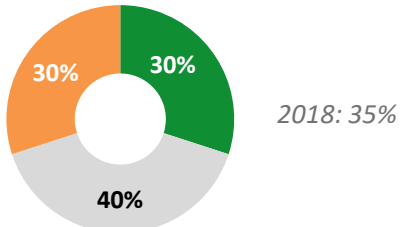
Satisfaction remained highest among those who use the public services and facilities, especially the *Public library* (93%), *Community recycling stations* (82%), *Kawakawa Pool* (81%), *Cemeteries* (80%) and *Wastewater services* (80%). Fewer users are satisfied with the *Cleanliness of public toilets* (55%) and *Kaikohe Pool* (50%) compared to last year.

Key Findings

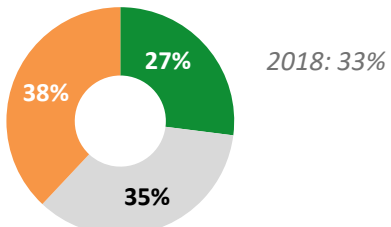
2019 OVERALL Satisfaction



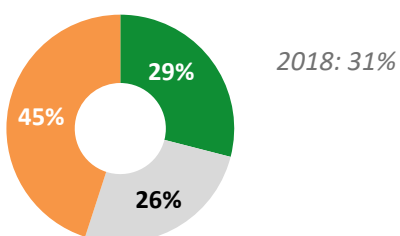
Quality of Services and Facilities



Reputation

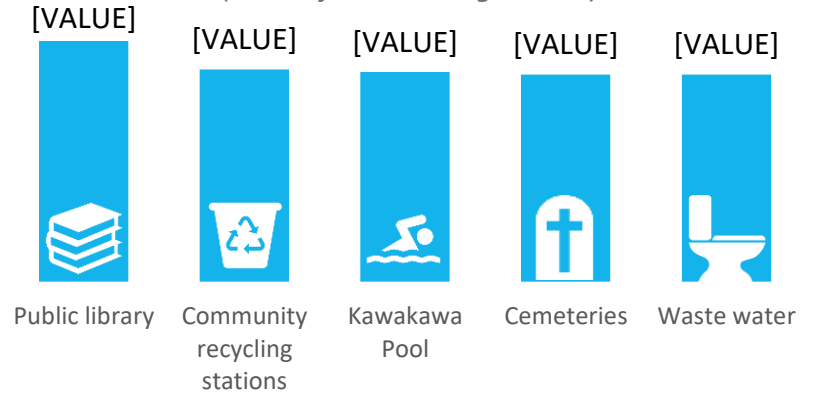


Value for money

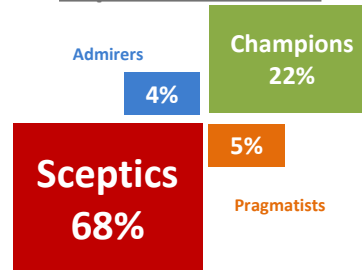


Top 5 Best Performing Areas

(% satisfied – scoring 7 to 10)



Reputation Profile



Key Opportunities for Improvement



In Summary: Comparison to previous year's results

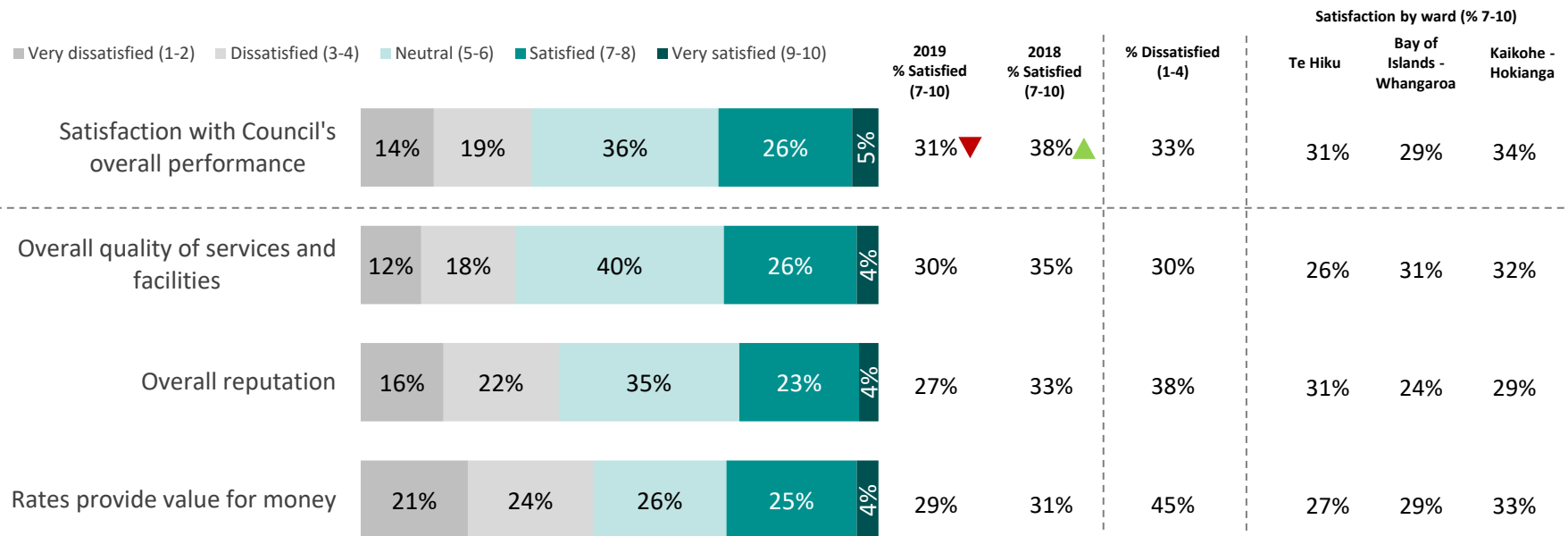
Service/Facility/Activity	2019 (%satisfied/ very satisfied)	2018 (%satisfied/ very satisfied)	Change 2018 to 2019	
Public library	93	89	+4	
Community recycling stations	82	85	-3	
Kawakawa Pool	81	88	-7	
Waste water	80	80	+0	
Cemeteries	80	86	-6	
Awareness of the community board in your area	78	85	-7	
Refuse transfer stations	77	80	-3	
Kerikeri Pool	69	88	-19	
Kaitaia Pool	65	75	-10	
Service received when contacting Council (2018: by Council frontline staff)	65	68	-3	
Water supply	60	69	-9	
Parks and reserves	60	59	+1	
Public toilets	55	63	-8	
Access to the coast	51	59	-8	
Kaikohe Pool	50	92	-42	
Stormwater drainage	48	41	+7	
Car park facilities	41	48	-7	
Local roads	37	43	-6	
Local footpaths	35	38	-3	
Informed about what Council is doing (all residents)	28	26	+2	
Informed about what Council is doing (Māori respondents)	26	24	+2	
Aware of changes to the District Plan	24	29	-5	
Informed about Council's District Plan (land use)	18	23	-5	



Overall Satisfaction

In 2019, *Overall performance* significantly decreased with only three out of ten respondents (31%) being satisfied with the Council. Similarly, less than a third of respondents were satisfied with the *Quality of services and facilities* (30%), *Rates providing value for money* (29%) and *Overall reputation* (27%)

Overall performance



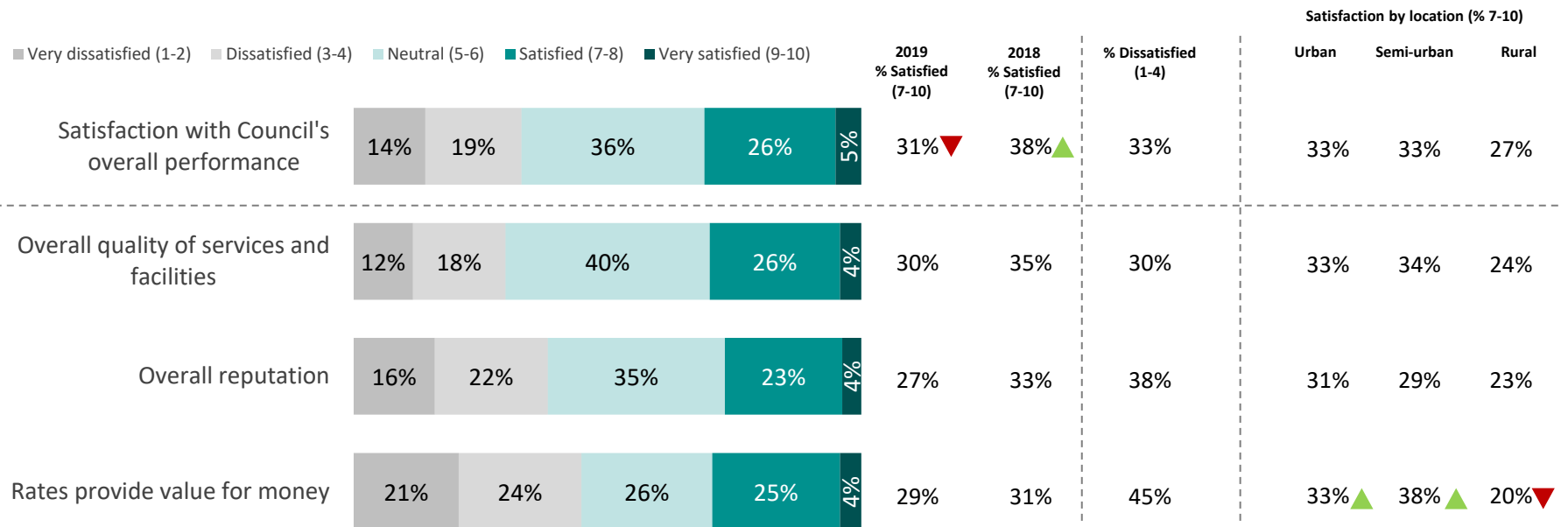
NOTES:

1. Total sample: 2018 n=500; 2019 n=500; Te Hiku n=163, Bay of Islands-Whangaroa n=226, Kaikohe-Hokianga n=111 Excludes 'don't know'
2. REP5. How would you rate Council for its overall reputation?
3. REP4. How would you rate them for the quality of what they provide the district?
4. VM2. How satisfied are you that your rates provide value for money?
5. OP1. How satisfied are you with the OVERALL performance of the Far North District Council?

▲ Significantly higher
▼ Significantly lower

Rural residents were less satisfied that their rates provide value for money compared with urban and semi-urban residents

Overall performance



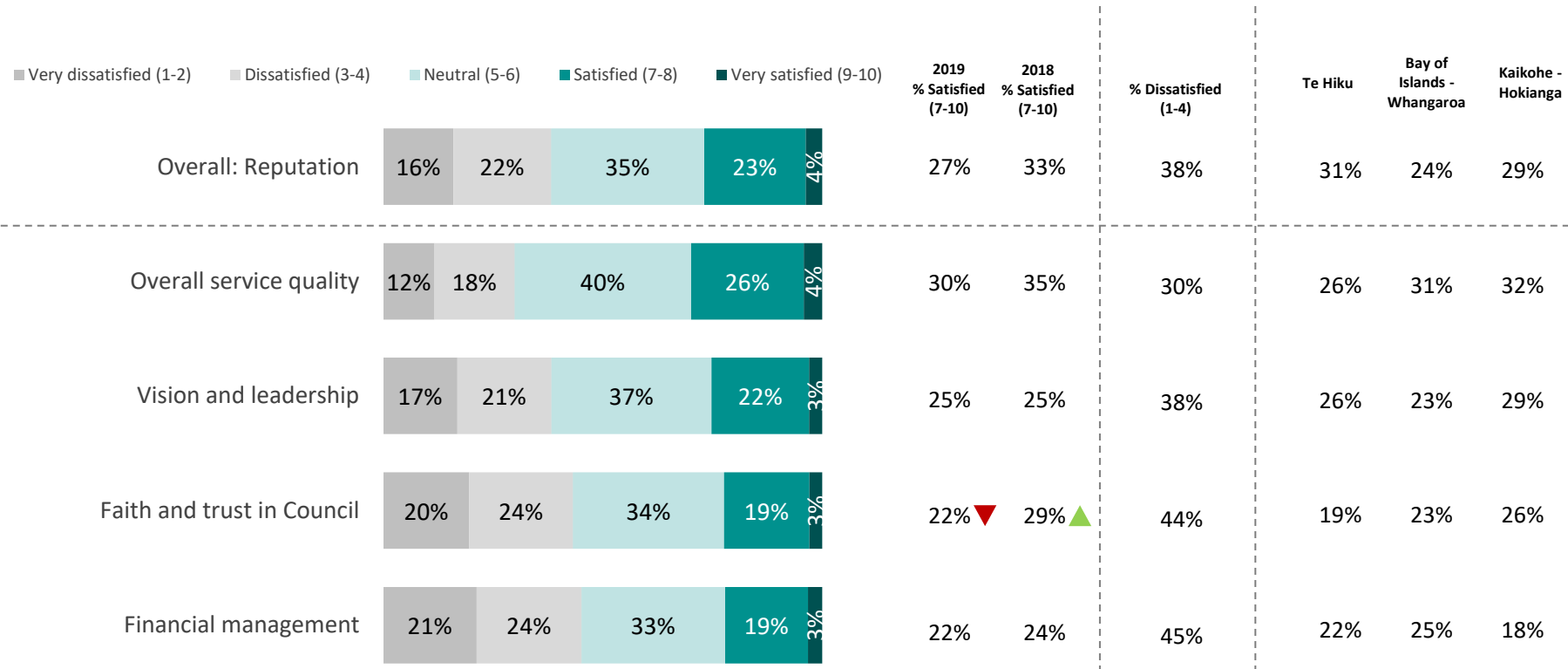
NOTES:

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5. OP1. How satisfied are you with the OVERALL performance of the Far North District Council?

▲ Significantly higher
▼ Significantly lower

Overall services quality achieved the highest satisfaction (30%), while satisfaction with *Faith and trust in Council* significantly decreased to 22%. Around a fifth of respondents were 'very dissatisfied' with the *Faith and trust in Council* (20%) and *Council's Financial management* (21%)

Image and reputation



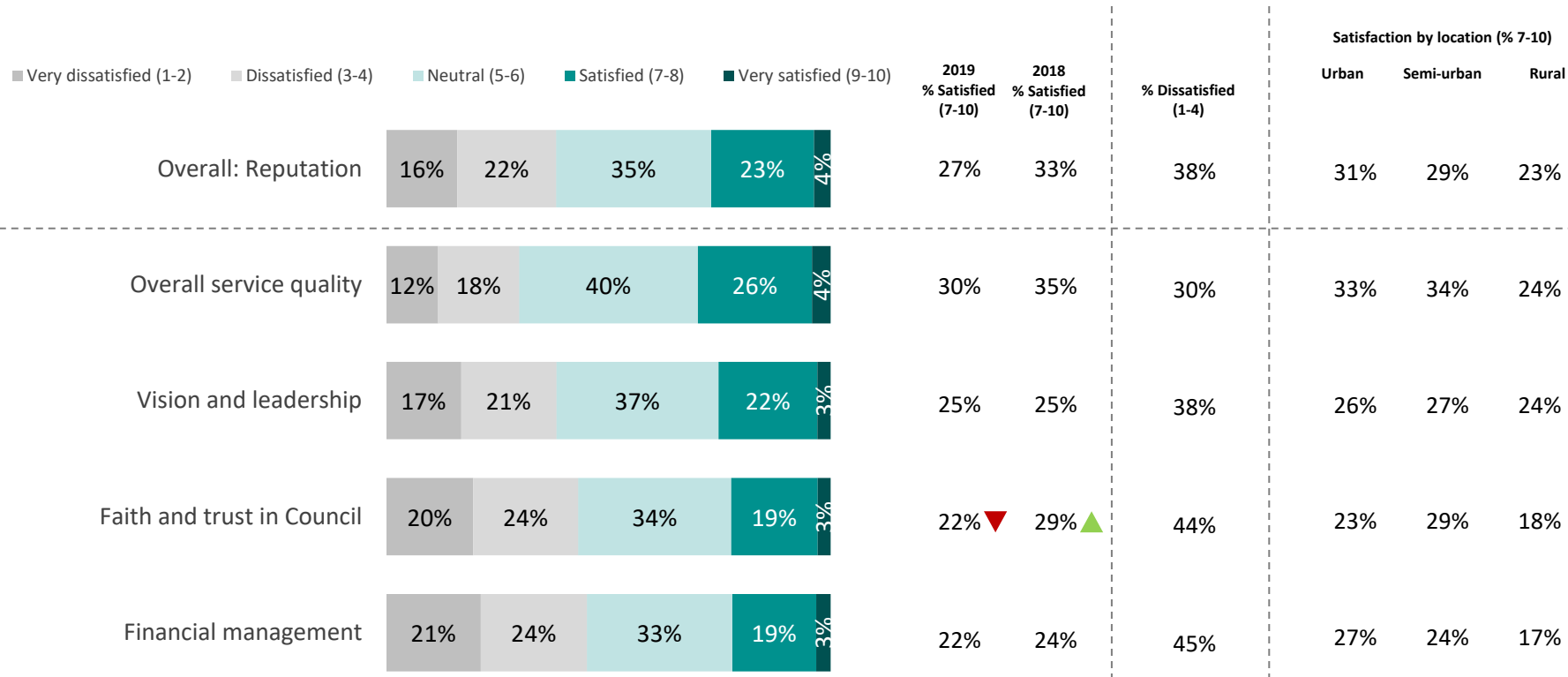
NOTES:

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- REP1. So how would you rate the FNDC for 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?
- 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 interest of the district? Overall how would you rate Council in terms of the faith and trust you have in them?
- REP3. Not 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?
- 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?
- REP5. So considering leadership, trust, financial management and quality of services provided, how would you rate Council for its overall reputation?

▲ Significantly higher
▼ Significantly lower

Although *Vision and leadership* received similar ratings across all areas, rural residents provided lower satisfaction ratings for *Faith and trust in Council*, *Financial management* and *Overall service quality*

Image and reputation



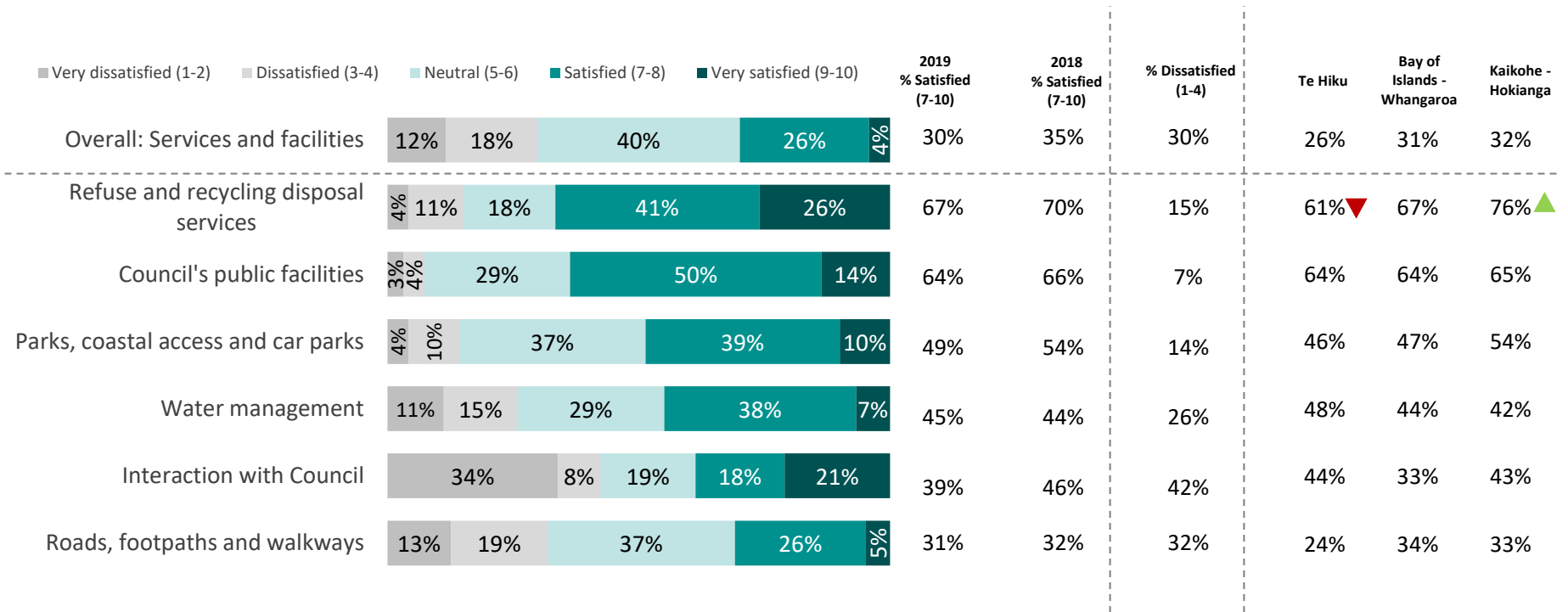
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6. REP5. So considering leadership, trust, financial management and quality of services provided, how would you rate Council for its overall reputation?

▲ Significantly higher
▼ Significantly lower

Around two-thirds of respondents were satisfied with *Refuse and recycling disposal services* (67%) and *Council's public facilities* (64%). *Interaction with Council* and *Roads, footpaths and walkways* were the two areas with the lowest satisfaction scores, 39% and 31% respectively

Services and facilities



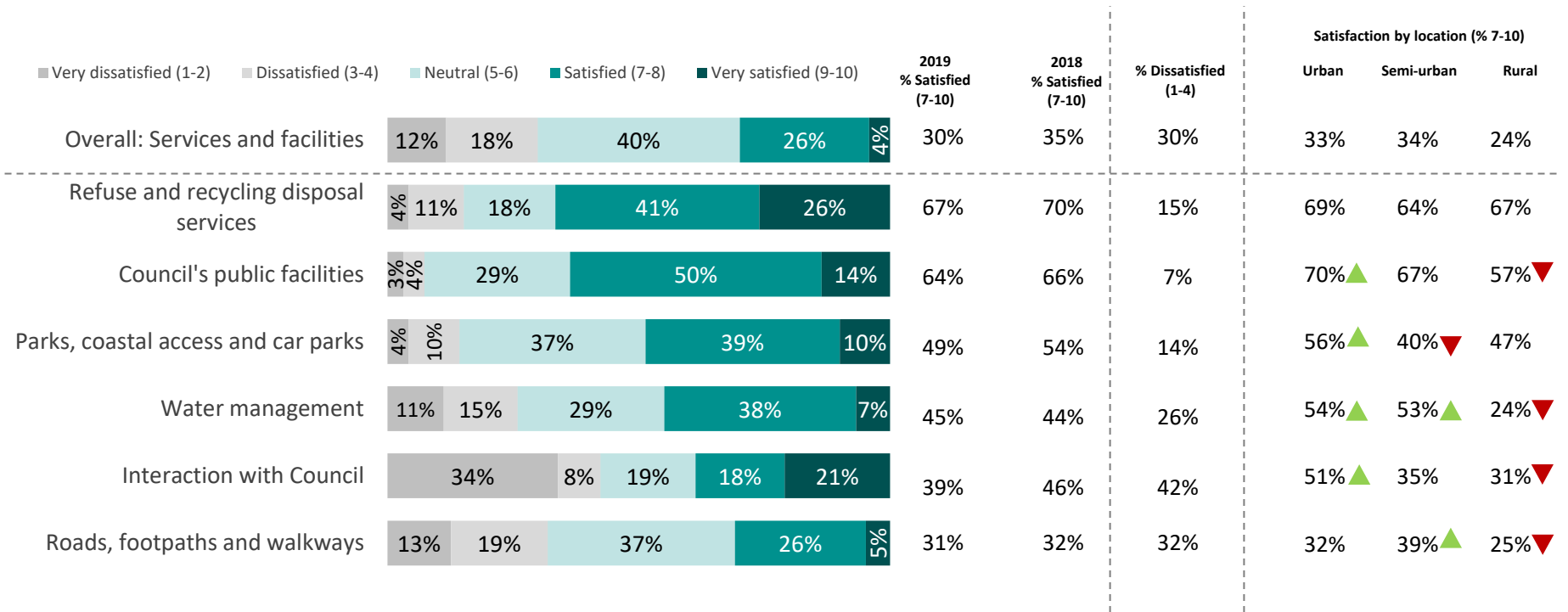
NOTES:

1. Total sample: 2018 n=500; 2019 n=500; Te Hiku n=163, Bay of Islands-Whangaroa n=226, Kaikohe-Hokianga n=111 Excludes 'don't know'
2. RF2. Overall, how satisfied are you with the roads, footpaths and walkways around the district?
3. TW6. 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. 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? Those who had contact with Council 2018 n=212, 2019 n=199
8. REP4. How would you rate them for the quality of what they provide the district?

▲ Significantly higher
▼ Significantly lower

Urban residents were more likely to be satisfied with *Council's public facilities, Parks, coastal access and car parks, water management and Interaction with Council*. Semi-urban residents were more likely to be satisfied with *Water management and Roads, footpaths and walkways*

Services and facilities



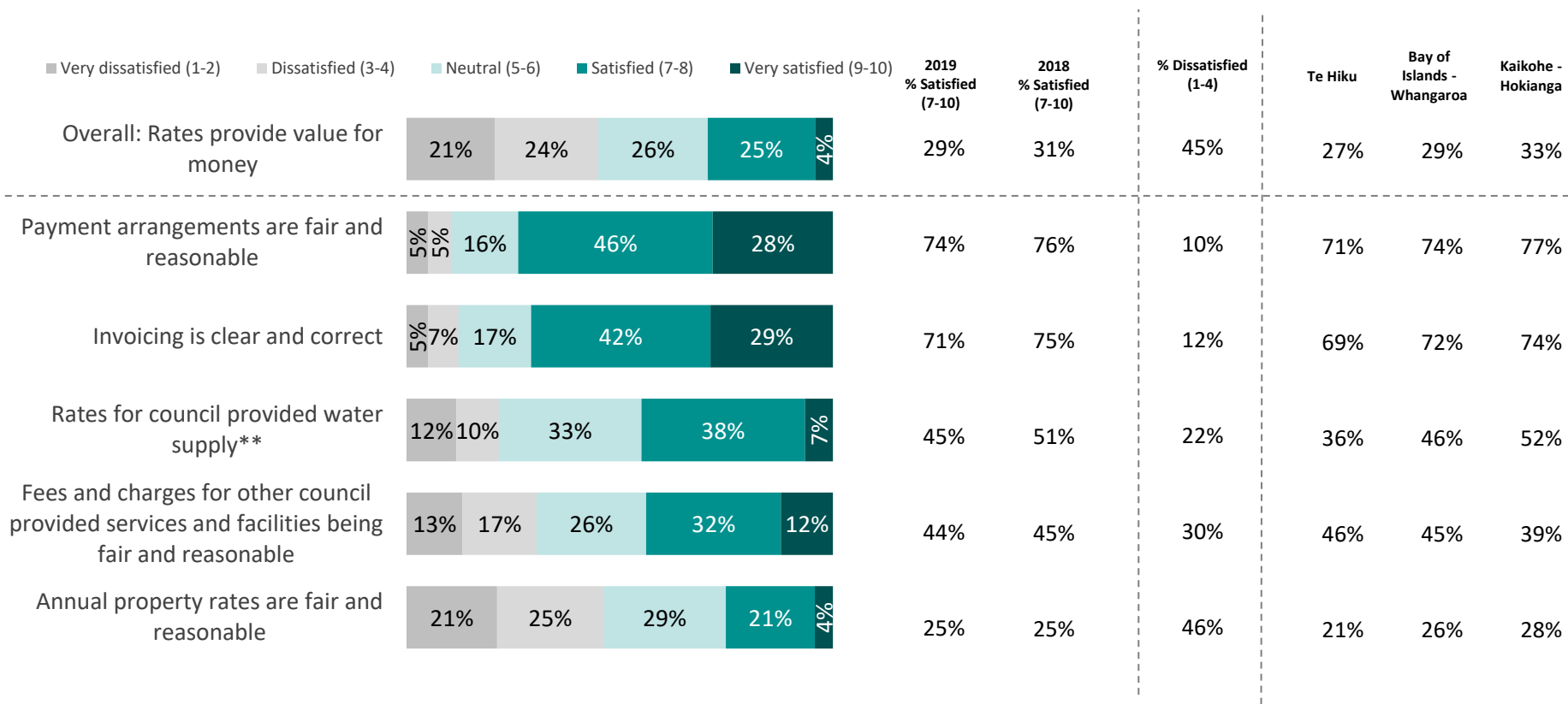
NOTES:

- Total sample: 2018 n=500; 2019 n=500; Urban n=178, Semi urban n=118, Rural n=204 Excludes 'don't know'
- RF2. Overall, how satisfied are you with the roads, footpaths and walkways around the district?
- TW6. How would you rate your satisfaction with Council overall for its management of water in the district?
- WR5. How would you rate your satisfaction with the Council overall for its refuse and recycling disposal services?
- CF4. How would you rate your overall satisfaction with the public facilities that are provided?
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- RS4G. How would you rate Council overall for how well they handled your request or complaint? Those who had contact with Council 2018 n=212, 2019 n=199
- REP4. How would you rate them for the quality of what they provide the district?

▲ Significantly higher
▼ Significantly lower

Respondents were satisfied that *Payment arrangements are fair and reasonable* (74%) and *Invoicing is clear and correct* (71%). There were high levels of dissatisfaction with *Annual property rates being fair and reasonable*, with nearly half of respondents (46%) 'very dissatisfied' or 'dissatisfied' with this aspect

Value for money

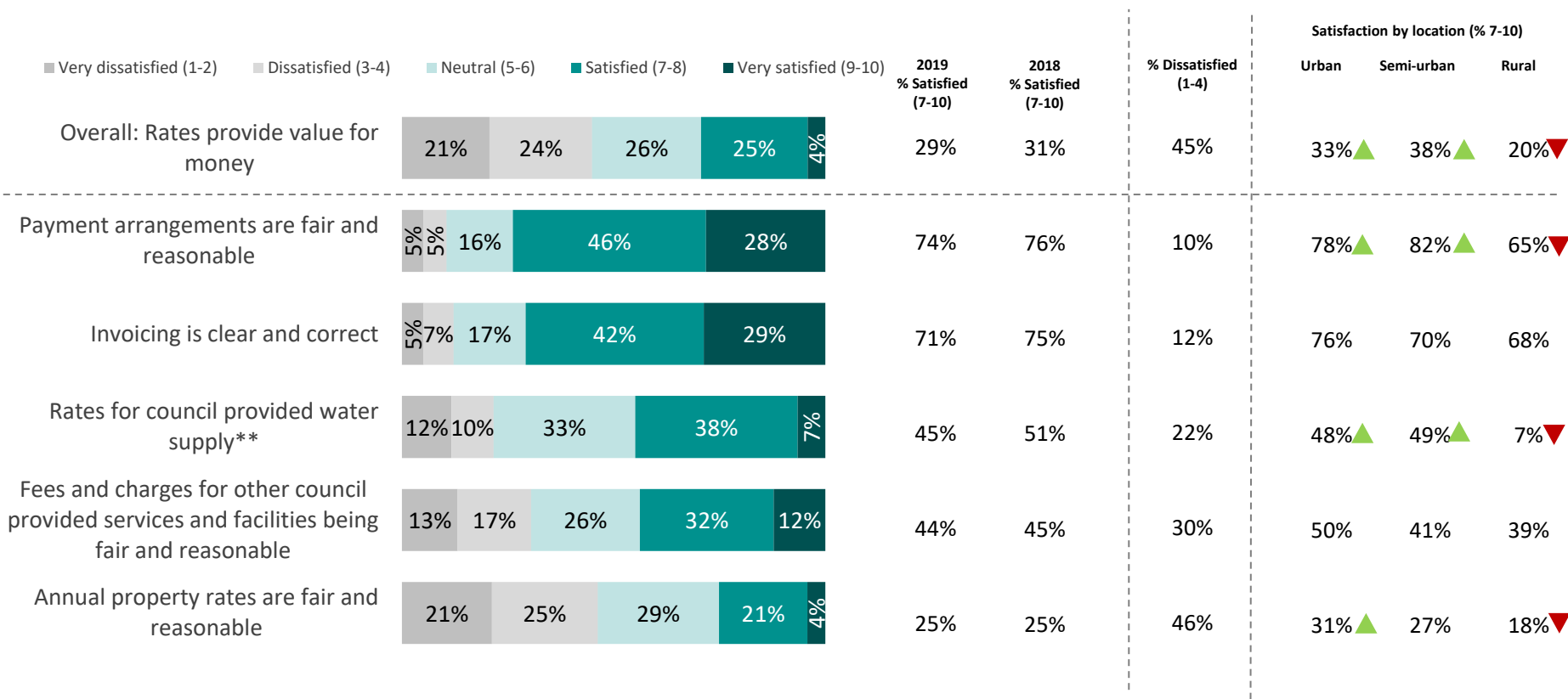


NOTES:

1. Total sample: 2018 n=500; 2019 n=500; Te Hiku n=163, Bay of Islands-Whangaroa n=226, Kaikohe-Hokianga n=111 Excludes 'don't know'
2. ** Rates for Council-provided water supply based on n=187 who have Council water supply connection
3. 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?
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?

Rural residents were less satisfied that their *Rates provide value for money* with lower satisfaction across all aspects, especially *Payment arrangements being fair and reasonable* and *Annual property rates being fair and reasonable*

Value for money



NOTES:

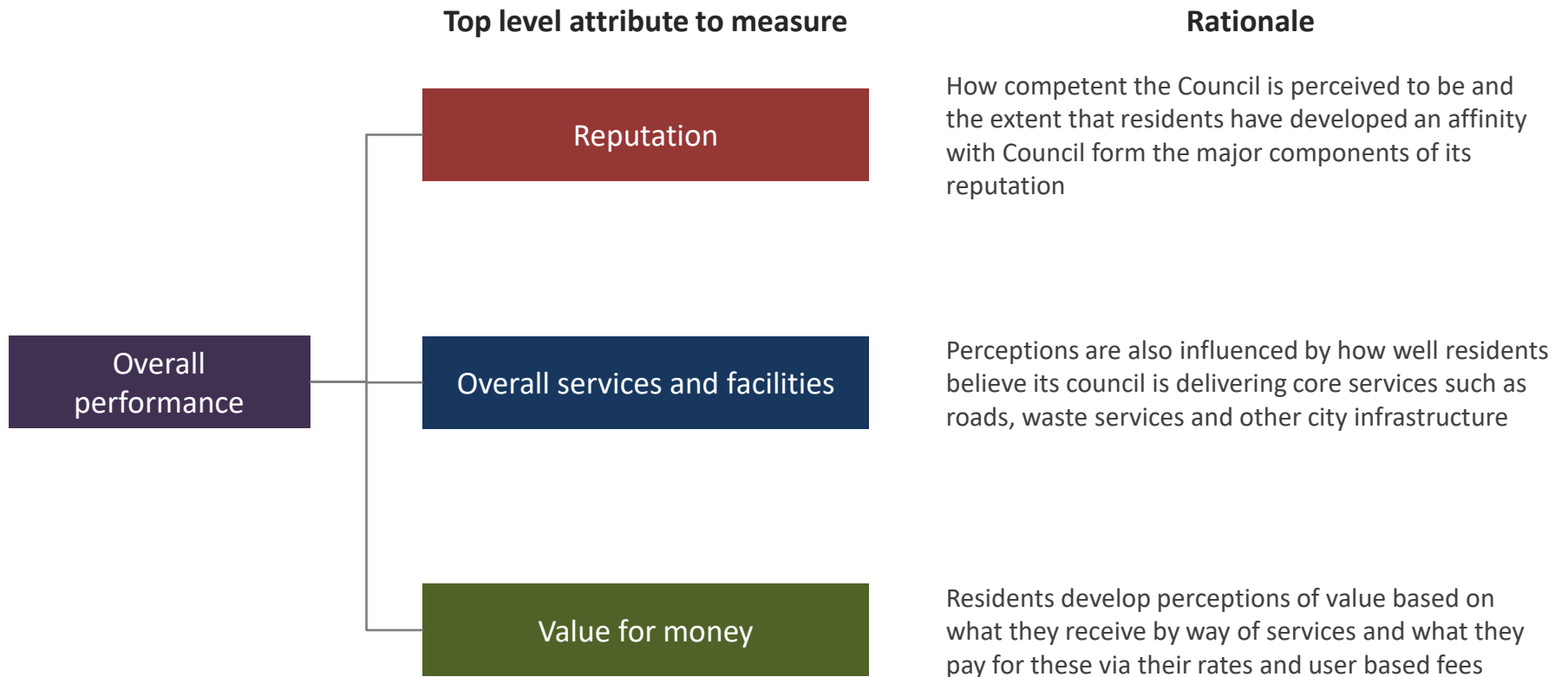
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Drivers of Overall Satisfaction

A Customer Value Management framework was used to determine how the various reputation, service and value elements impact residents overall evaluation of Council

Overview

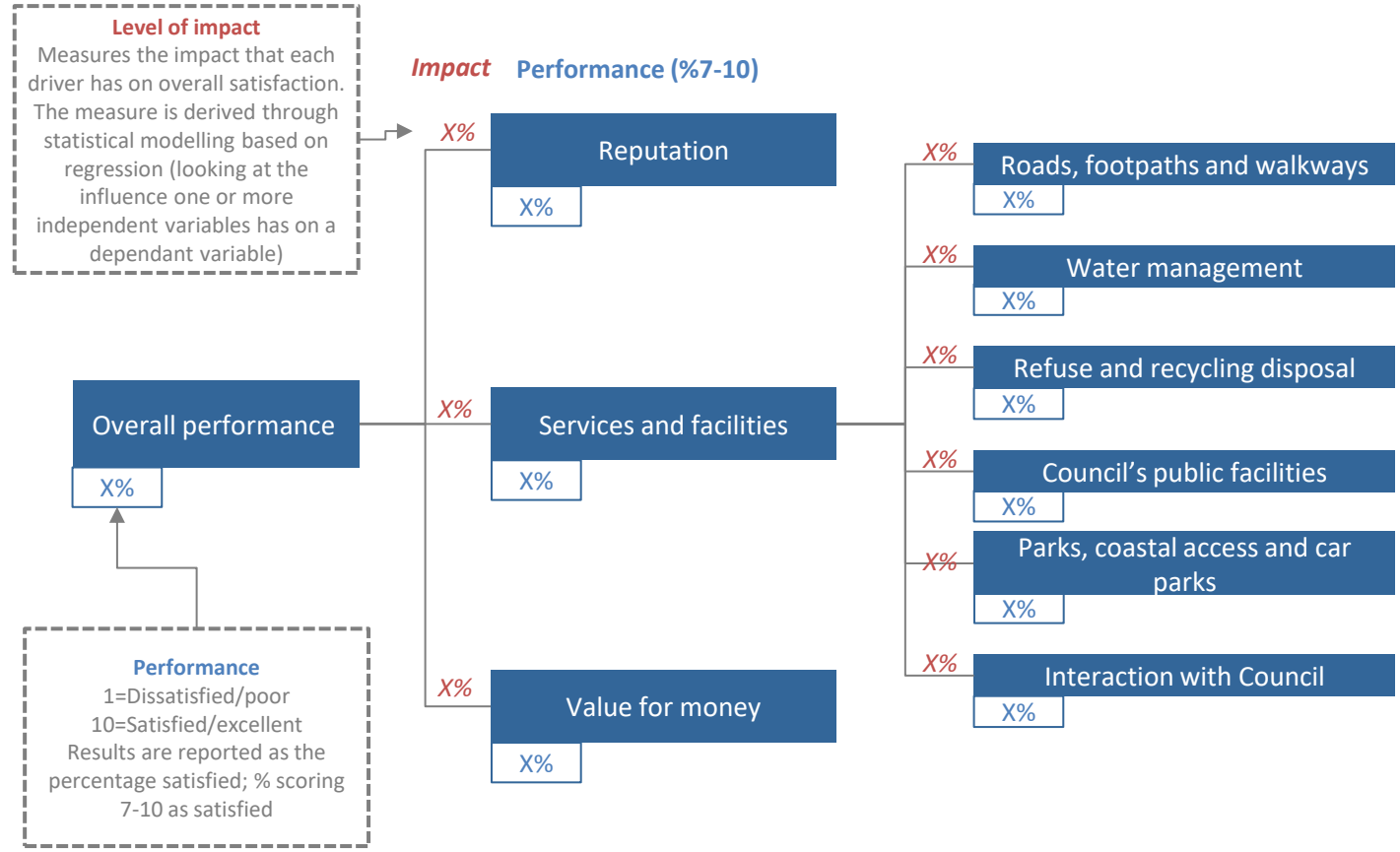


The model analyses the relationship between ‘overall satisfaction’ and the various services that are expected to influence perceptions

Introduction to the CVM driver model

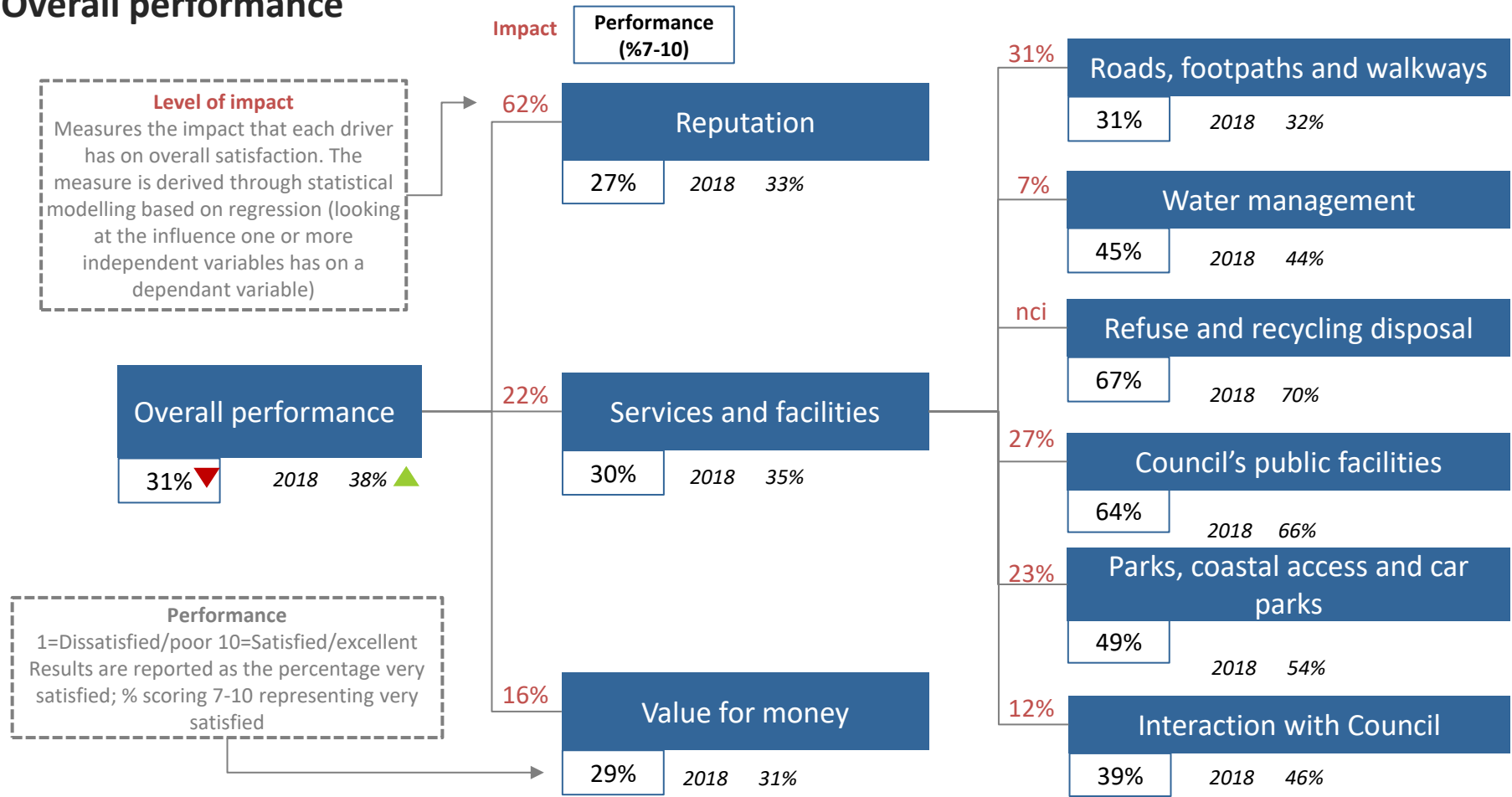
EXAMPLE

- Overview of our driver model**
- Respondents 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 perceptions of the Council’s performance



The Overall performance evaluation was impacted most heavily by *Reputation*, followed by *Services and facilities*. Within *Services and facilities*, *Roads, footpaths and walkways* have the greatest impact, followed by *Council's public facilities* and *Parks, coastal access and car parks*

Overall performance

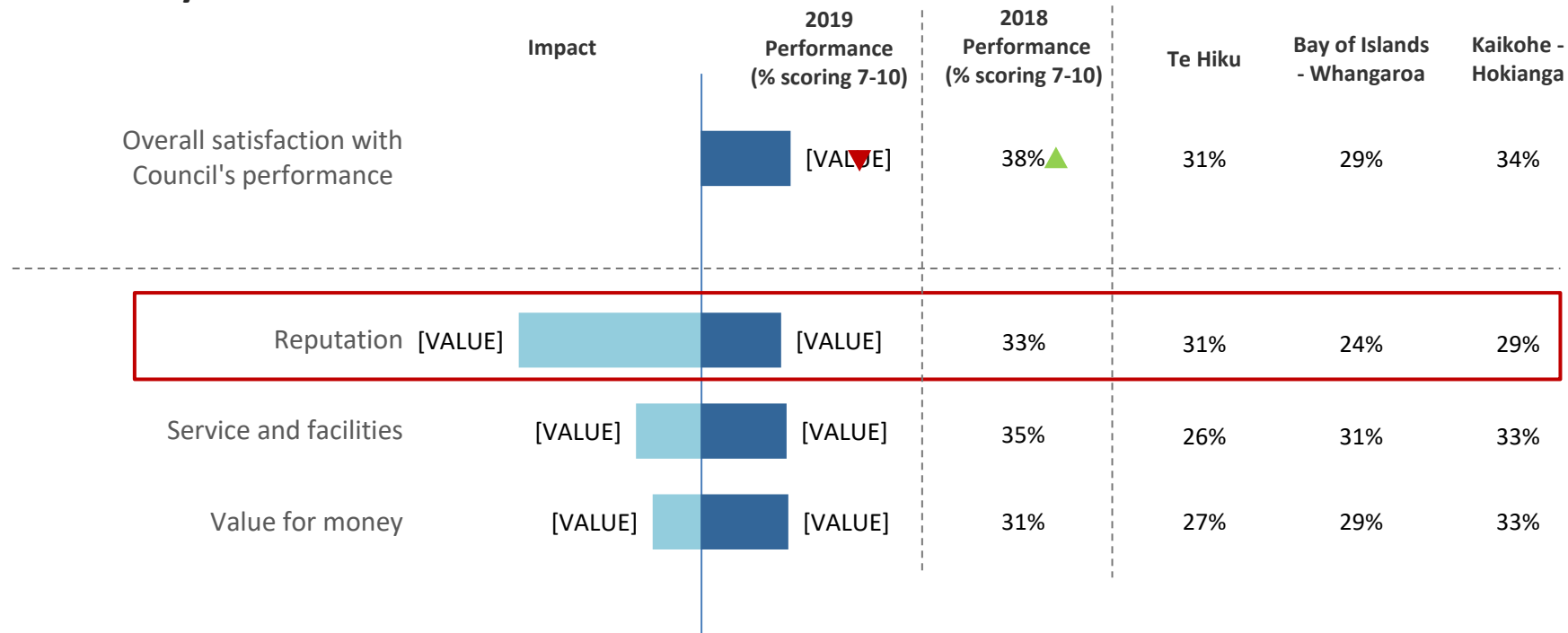


NOTES:
1. Sample: 2019 n=500; 2018 n=500
2. nci = no current impact

▲ Significantly higher
▼ Significantly lower

Reputation has the greatest impact on satisfaction with Overall performance. Because performance was relatively low, making improvements in this area will increase residents' positive perceptions of Council

Driver analysis: Overall level drivers



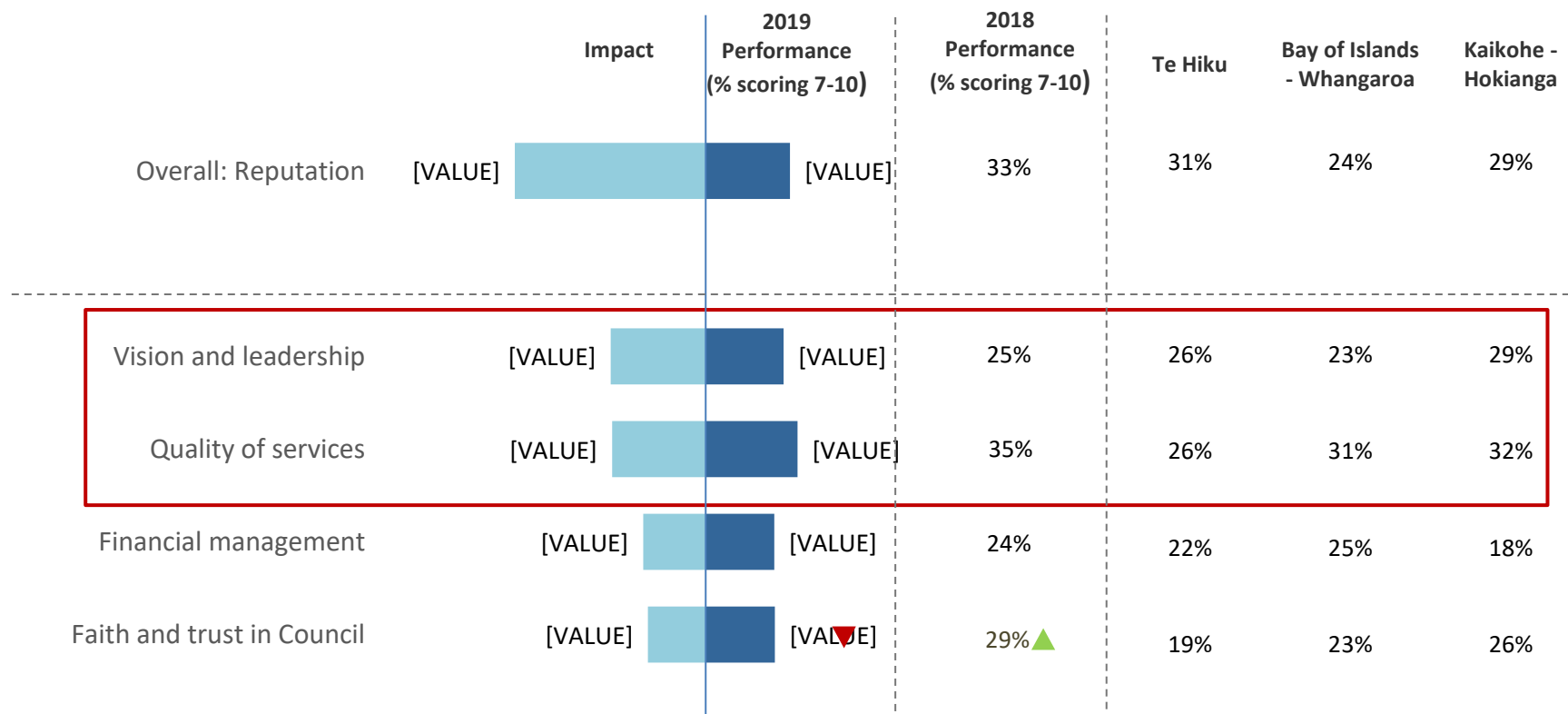
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3. REP4. How would you rate them for the quality of what they provide the district?
4. VM2. How satisfied are you that your rates provide value for money?
5. OP1. How satisfied are you with the OVERALL performance of the Far North District Council?

▲ Significantly higher
▼ Significantly lower

Two areas that had the most influence over *Overall reputation* were *Vision and leadership* and *Quality of services*. Satisfaction scores for both were low (25% and 30% respectively), so improving these aspects have the greatest potential impact on the perceptions of Council’s reputation

Driver analysis: Reputation



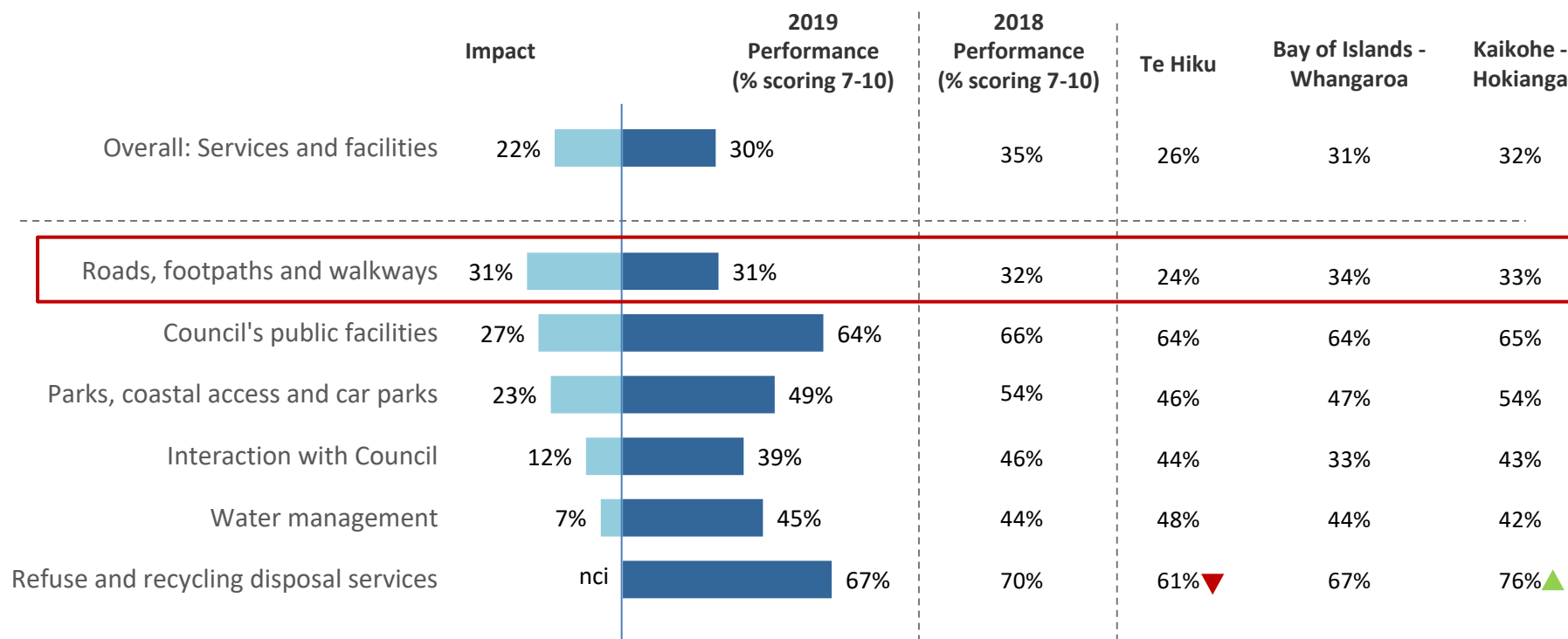
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- REP3. Not thinking about Council's financial management – how appropriately it invests in the district, how wisely it spends and avoids waste, and its transparency around spending. How would you rate Council overall for its financial management?
- 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?
- REP5. So considering leadership, trust, financial management and quality of services provided, how would you rate Council for its overall reputation?

▲ Significantly higher
▼ Significantly lower

Roads, footpaths and walkways have the most impact on residents' Overall satisfaction with Services and facilities. With comparatively poor performance, making improvements in this area will have the most influence on the evaluation of services and facilities

Driver analysis: Services and facilities



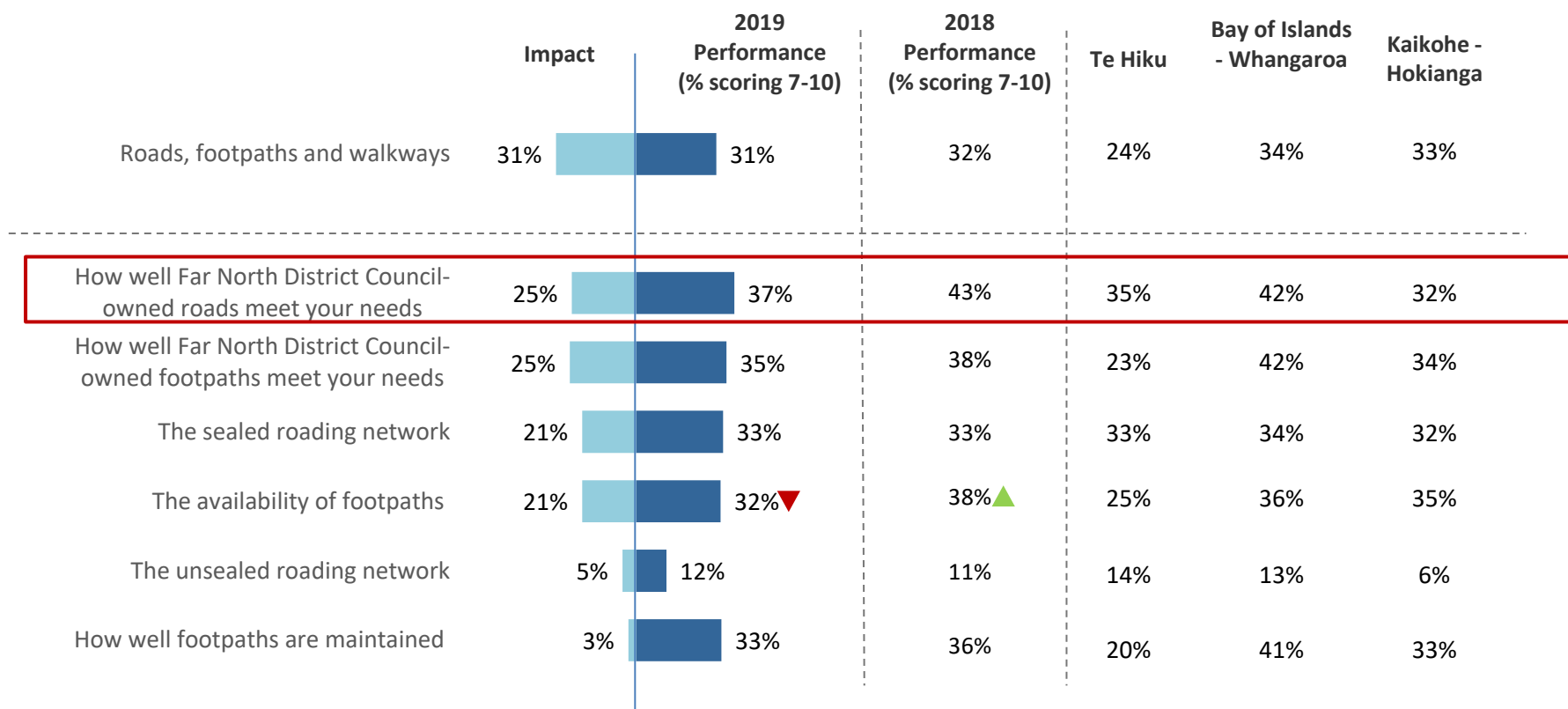
NOTES:

1. Total sample: 2018 n=500; 2019 n=500; Te Hiku n=163, Bay of Islands-Whangaroa n=226, Kaikohe-Hokianga n=111 Excludes 'don't know'
2. RF2. Overall, how satisfied are you with the roads, footpaths and walkways around the district?
3. TW6. 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. 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? Those who had contact with Council 2018 n=212, 2019 n=199
8. REP4. How would you rate them for the quality of what they provide the district?
9. nci=no current impact

▲ Significantly higher
▼ Significantly lower

How well Far North District Council-owned roads meet residents' needs has the most impact on perceptions of Roads, footpaths and walkways. The unsealed roading network has the lowest satisfaction score, but the impact it has is comparatively low, so improving it will not influence the overall score much

Driver analysis: Services and facilities: Road, footpaths and walkways

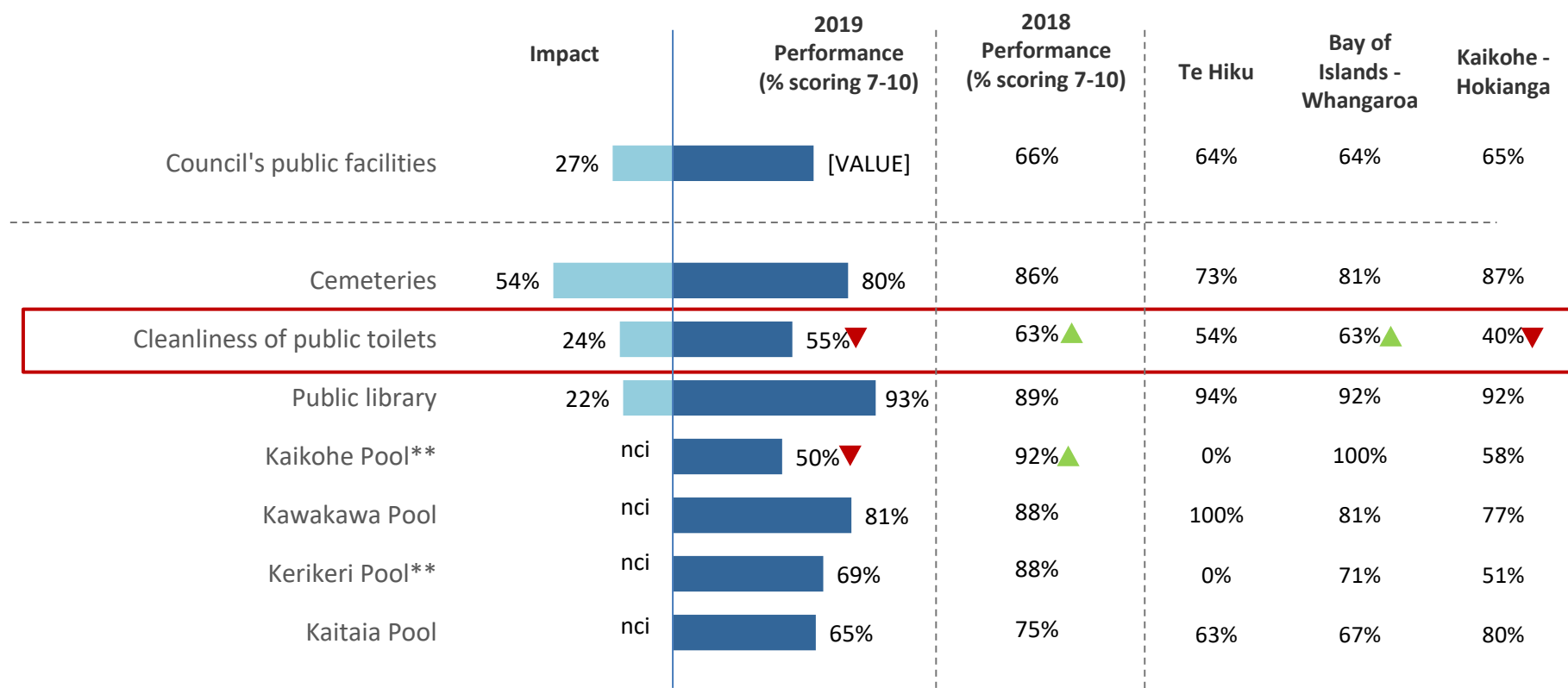


NOTES:

1. Sample: 2018 n=500; 2019 n=500; Te Hiku n=163, Bay of Islands-Whangaroa n=226, Kaikohe-Hokianga n=111 Excludes 'don't know'
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?

Cleanliness of public toilets had a satisfaction score of 55%, which is significantly lower than 2018. However, this element has the second highest impact on perceptions of *Council's public facilities*. Making improvements in this area is recommended to increase positive perceptions of the Council's public facilities

Driver analysis: Services and facilities: Facilities

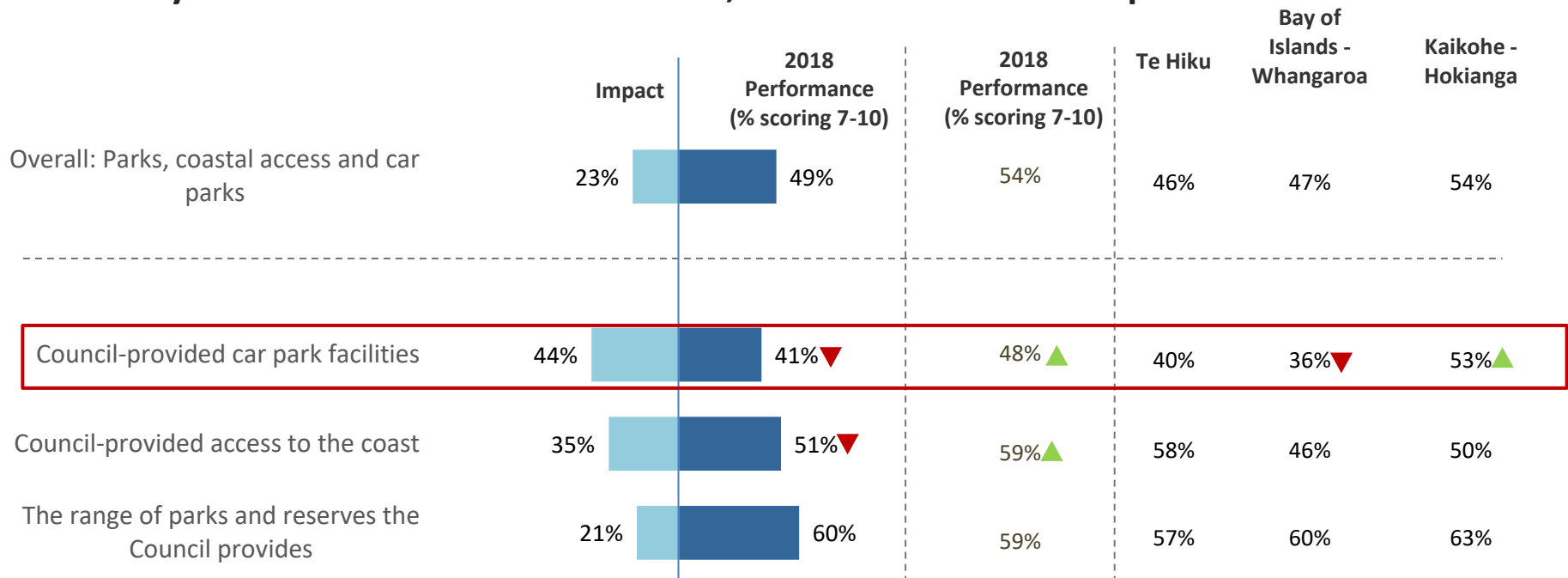


NOTES:
 1. Sample: 2018 n=500; 2019 n=500; Te Hiku n=163, Bay of Islands-Whangaroa n=226, Kaikohe-Hokianga n=111 Excludes 'don't know'
 2. CF2. On the scale of 1- 10, how would you rate your level of satisfaction with...
 3. CF4. How would you rate your overall satisfaction with the public facilities that are provided?
 4. ** Caution: small base size <n=30

▲ Significantly higher
 ▼ Significantly lower

Council-provided car park facilities were the most important for residents' positive evaluation of *Parks, coastal access and car parks*. With a significant decline in satisfaction in this area since last year, making improvements is recommended

Driver analysis: Services and facilities: Parks, coastal access and car parks



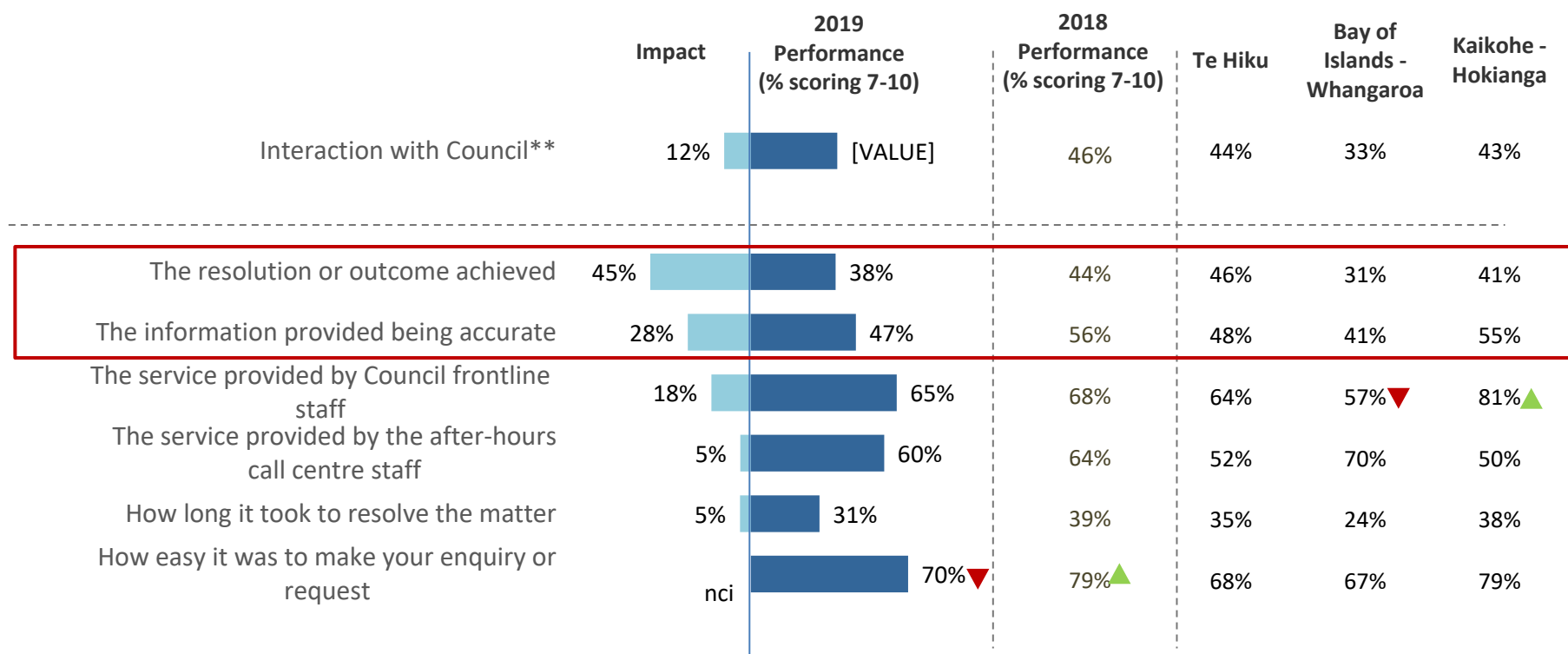
NOTES:

1. Sample: 2018 n=500; 2019 n=500; Te Hiku n=163, Bay of Islands-Whangaroa n=226, Kaikohe-Hokianga n=111 Excludes 'don't know'
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?

▲ Significantly higher
▼ Significantly lower

The resolution of outcome achieved has the greatest impact on perceptions of the *Interaction with Council*. The relatively low performance score represents an opportunity to improve perceptions. The second most impactful measure was the *Information provided being accurate*. Similarly, performance can be improved for a better overall evaluation

Driver analysis: Services and facilities: Contact with Council



**Interaction with Council: Overall how well Council handled residents' request or complaint

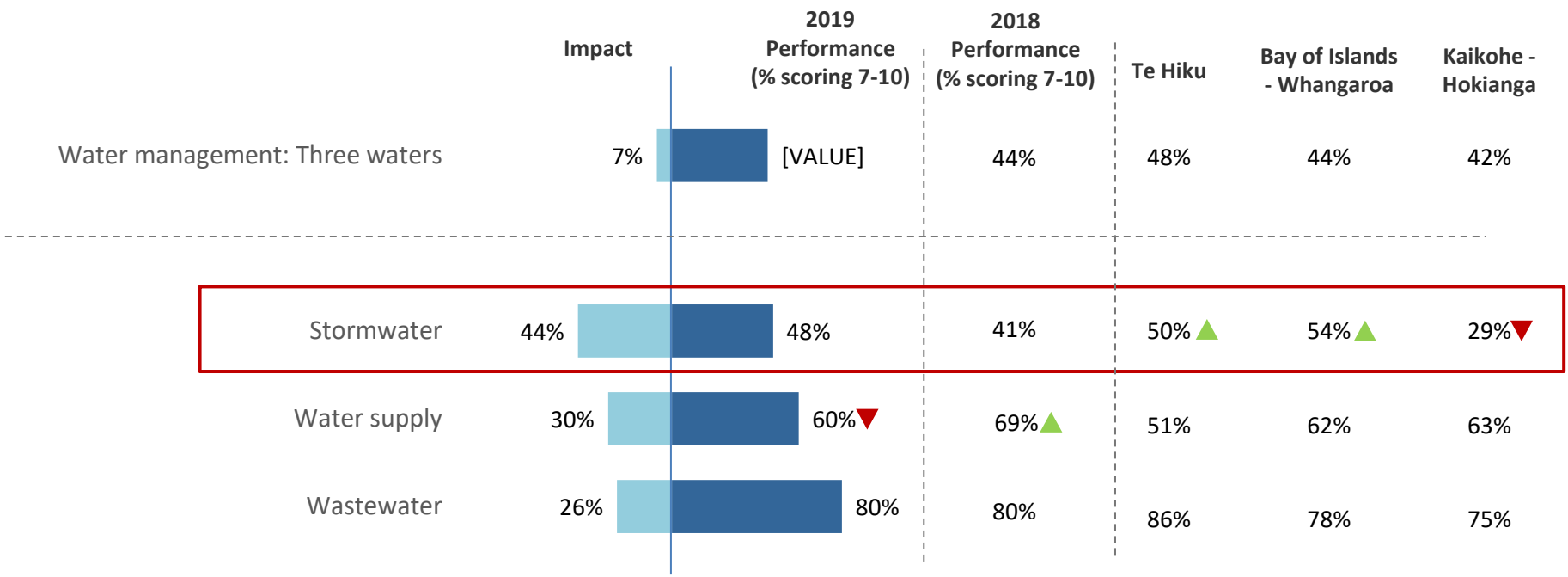
NOTES:

1. Sample: 2018 n=500; 2019 n=500; Te Hiku n=163, Bay of Islands-Whangaroa n=226, Kaikohe-Hokianga n=111 Excludes 'don't know' Those who contacted Council in past 12 months 2018 n=212, 2019 n=199
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?
4. nci = no current impact

▲ Significantly higher
▼ Significantly lower

All Three waters have relatively high impact on overall perceptions of *Water management*. Improving the *Stormwater system* has the greatest potential to improve perceptions of water management, as it has the lowest satisfaction score (48%) and the highest impact rating overall

Driver analysis: Services and facilities: Water management

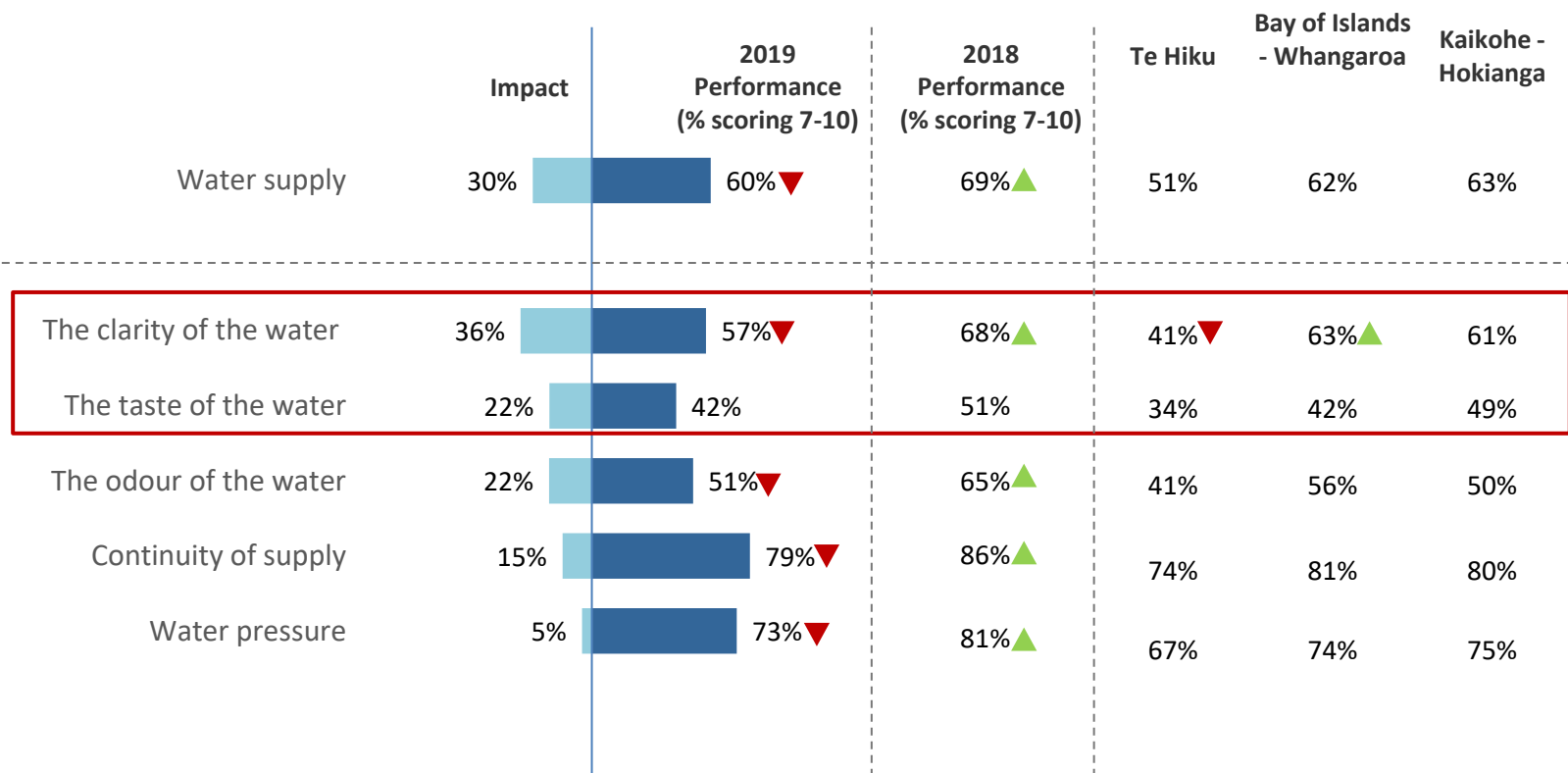


NOTES:
 1. Sample: 2018 n=500; 2019 n=500; Te Hiku n=163, Bay of Islands-Whangaroa n=226, Kaikohe-Hokianga n=111 Excludes 'don't know'
 2. TW2B. Overall, how satisfied or dissatisfied are you with the water you receive from the Far North District Council? This is about the service not the cost.
 3. TW4. 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. How would you rate your satisfaction with Council overall for its management of water in the district?

▲ Significantly higher
 ▼ Significantly lower

Satisfaction across all *Water supply* related areas decreased considerably since last year. The *Clarity of the water* has the greatest impact on perceptions of water supply, but the *Taste of water* is the most important issue to focus on because it had the lowest satisfaction levels, and relatively high impact

Driver analysis: Services and facilities: Water supply



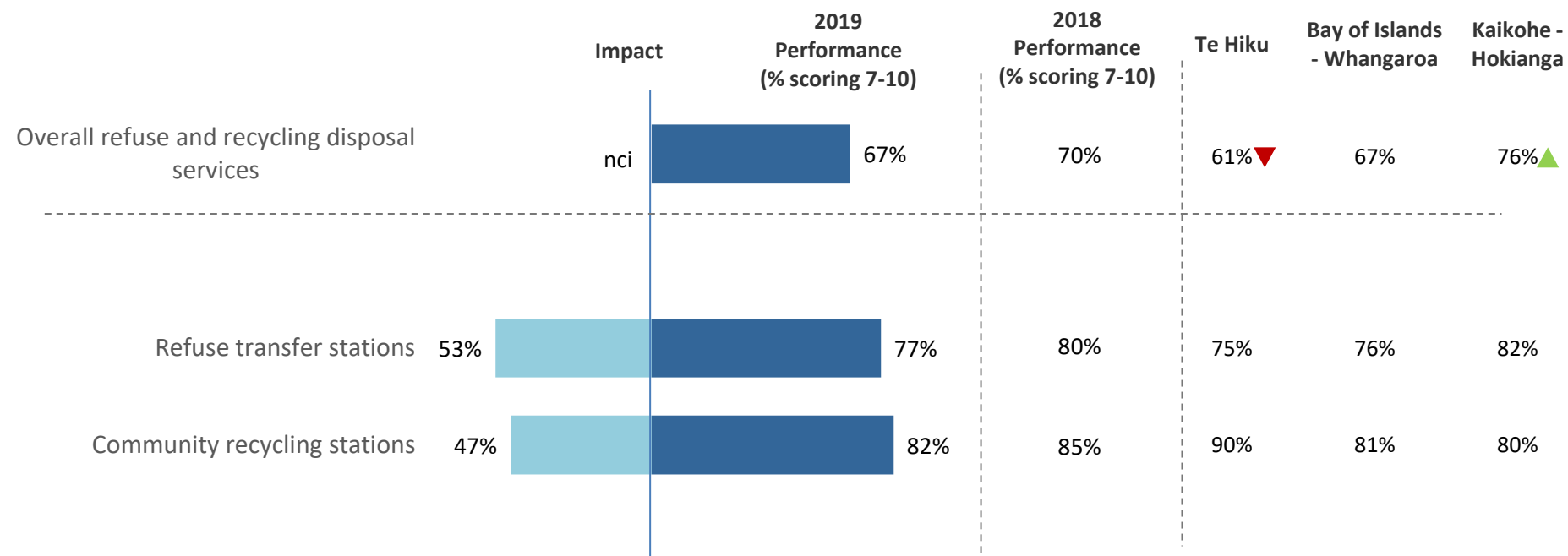
NOTES:

1. Sample: Those connected to the Council water supply 2018 n=417, 2019 n=372; Te Hiku n=118, Bay of Islands-Whangaroa n=167, Kaikohe-Hokianga n=87 Excludes 'don't know'
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.

▲ Significantly higher
▼ Significantly lower

Perceptions of Refuse transfer stations and Community recycling stations have similar impacts on Overall satisfaction with Refuse and recycling disposal services. As satisfaction with these measures was strong, the strategy should be to maintain current service levels

Driver analysis: Services and facilities: Refuse and recycling



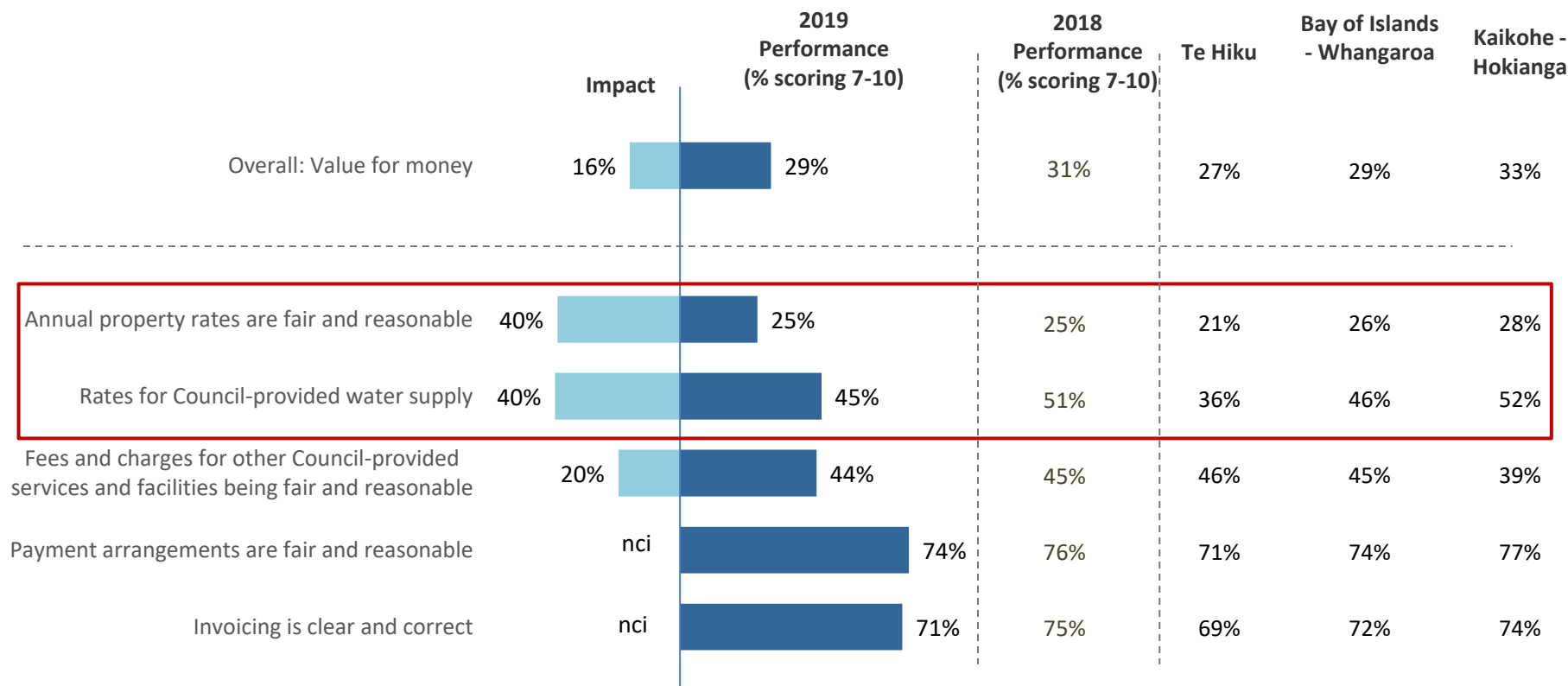
NOTES:

1. Sample: 2018 n=500; 2019 n=500; Te Hiku n=163, Bay of Islands-Whangaroa n=226, Kaikohe-Hokianga n=111 Excludes 'don't know'
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?
5. nci=no current impact

▲ Significantly higher
▼ Significantly lower

Annual property rates being fair and reasonable and Rates for Council-provided water supply have the same level of impact on overall perceptions of Value for money. However, satisfaction with annual rates was relatively low and presents the better opportunity to improve overall value perceptions

Driver analysis: Rates and value



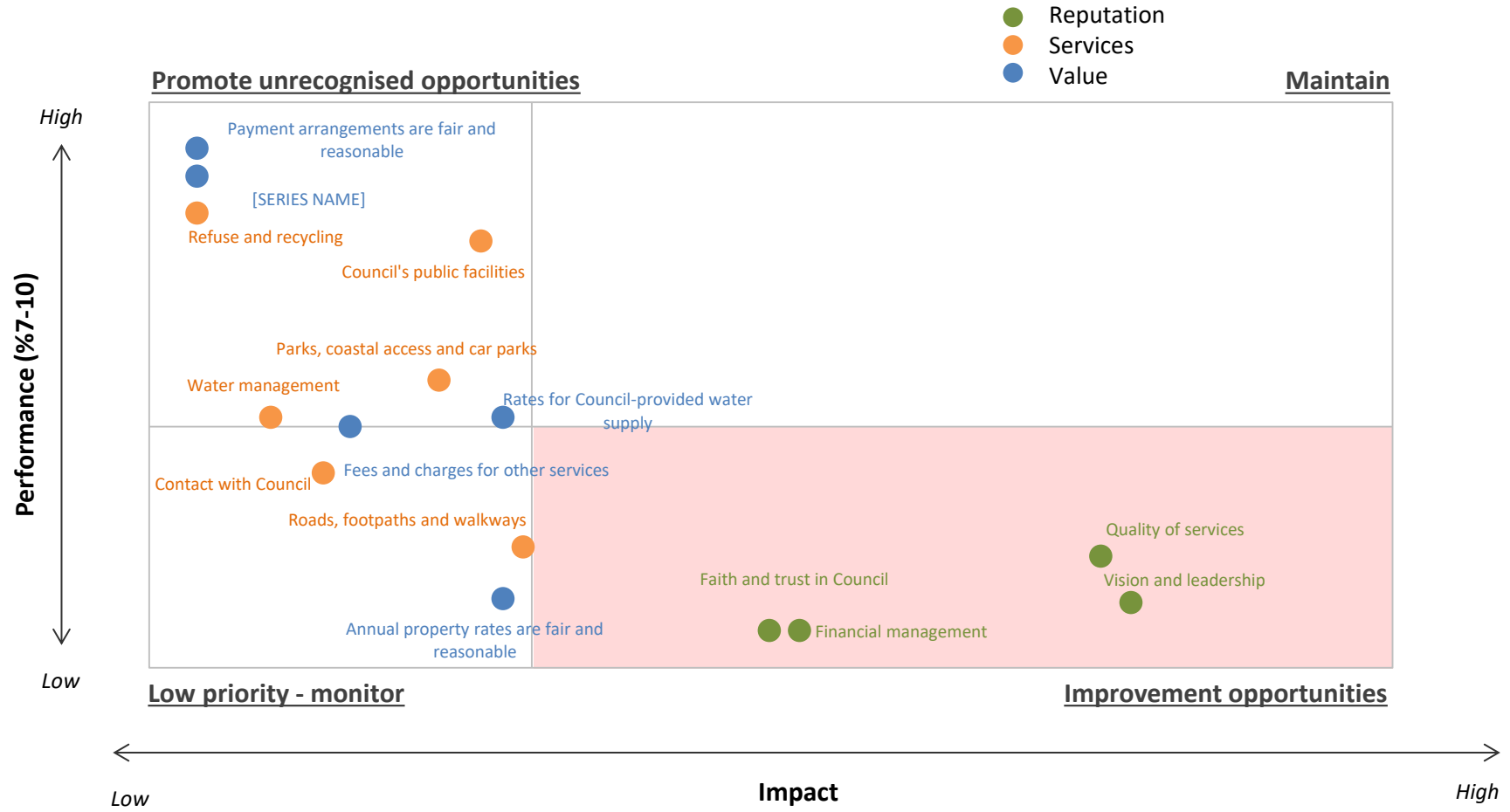
NOTES:

1. Sample: 2018 n=500; 2019 n=500; Te Hiku n=163, Bay of Islands-Whangaroa n=226, Kaikohe-Hokianga n=111 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?
4. nci = no current impact

▲ Significantly higher
▼ Significantly lower

All Reputation measures, namely *Faith and trust in Council*, *Financial management*, *Quality of services* and *Vision and leadership* present opportunities for improvement with relatively low performance ratings and high impact on *Overall performance*

Overall performance: Improvement priorities



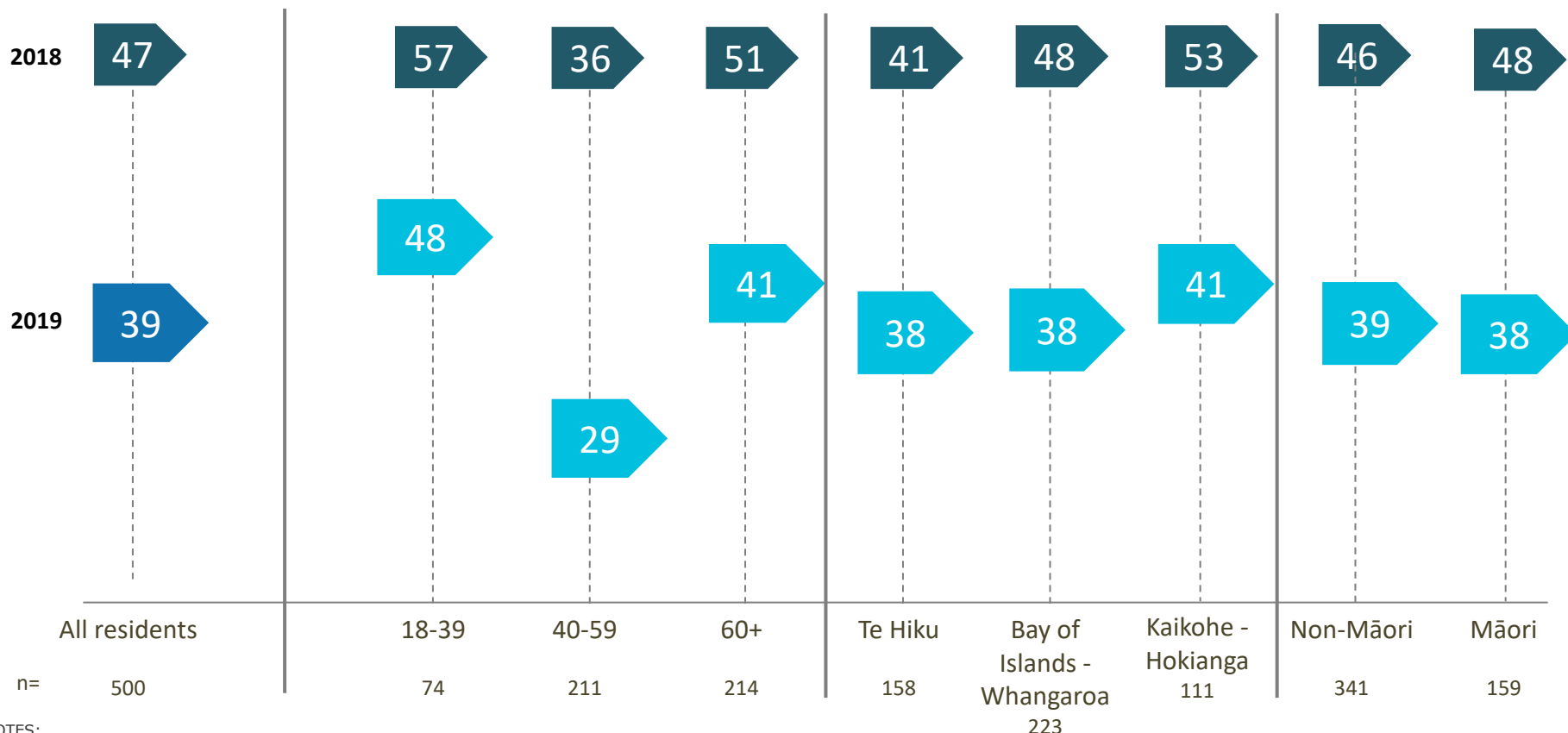
NOTES:
 1. Sample: n=500



Understanding Reputation

Overall, Council's *Reputation* declined since last year and was considered poor, especially within the 40 to 59 year age group

Reputation benchmarks



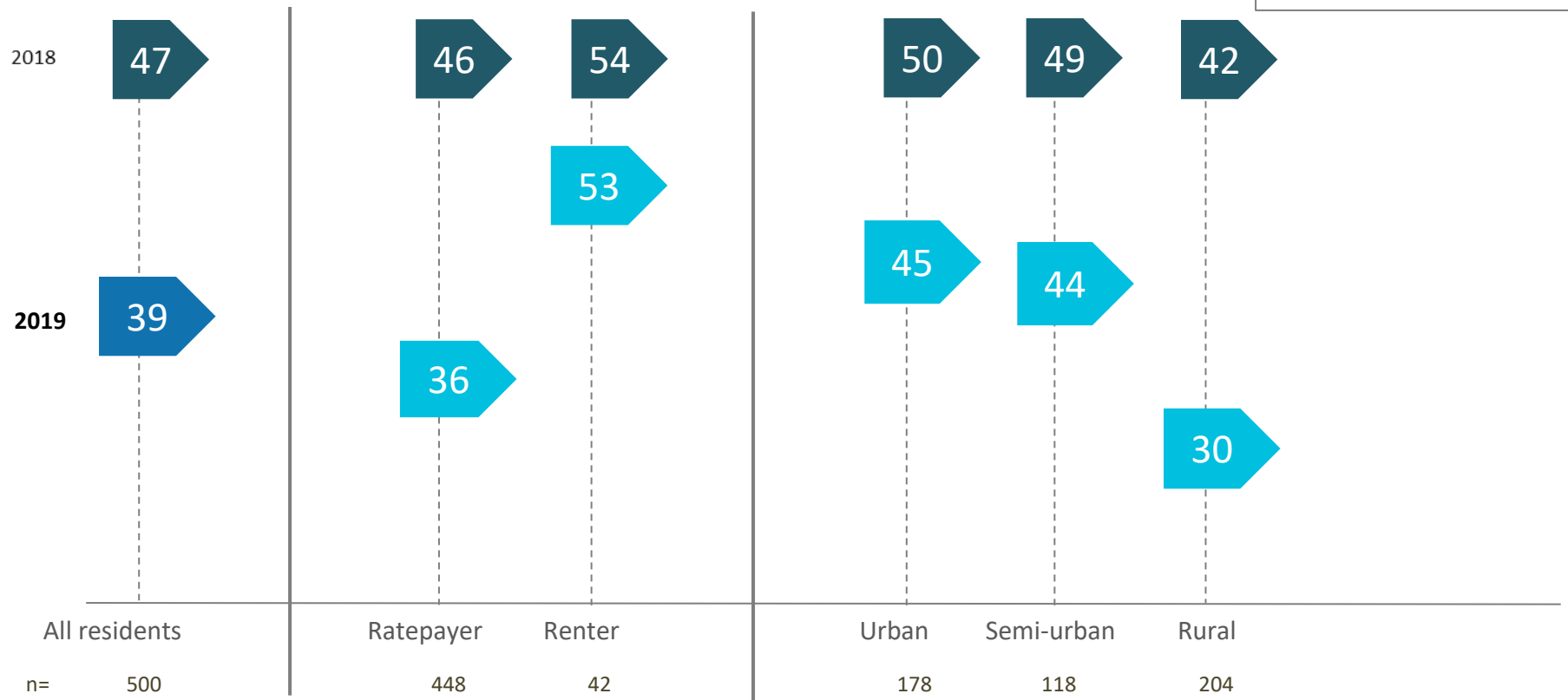
NOTES:

1. Sample 2018 n=500; 2019 n=500; 18-39 n=74, 40 -59 n=211, 60+ n=177; Te Hiku n=163, Bay of Islands-Whangaroa n=226, Kaikohe-Hokianga n=111, Non-Maori n=341, Maori n=159 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. 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

Reputation declined across all demographics. The most positive perceptions of the Council remained with Renters and Urban residents

Reputation benchmarks

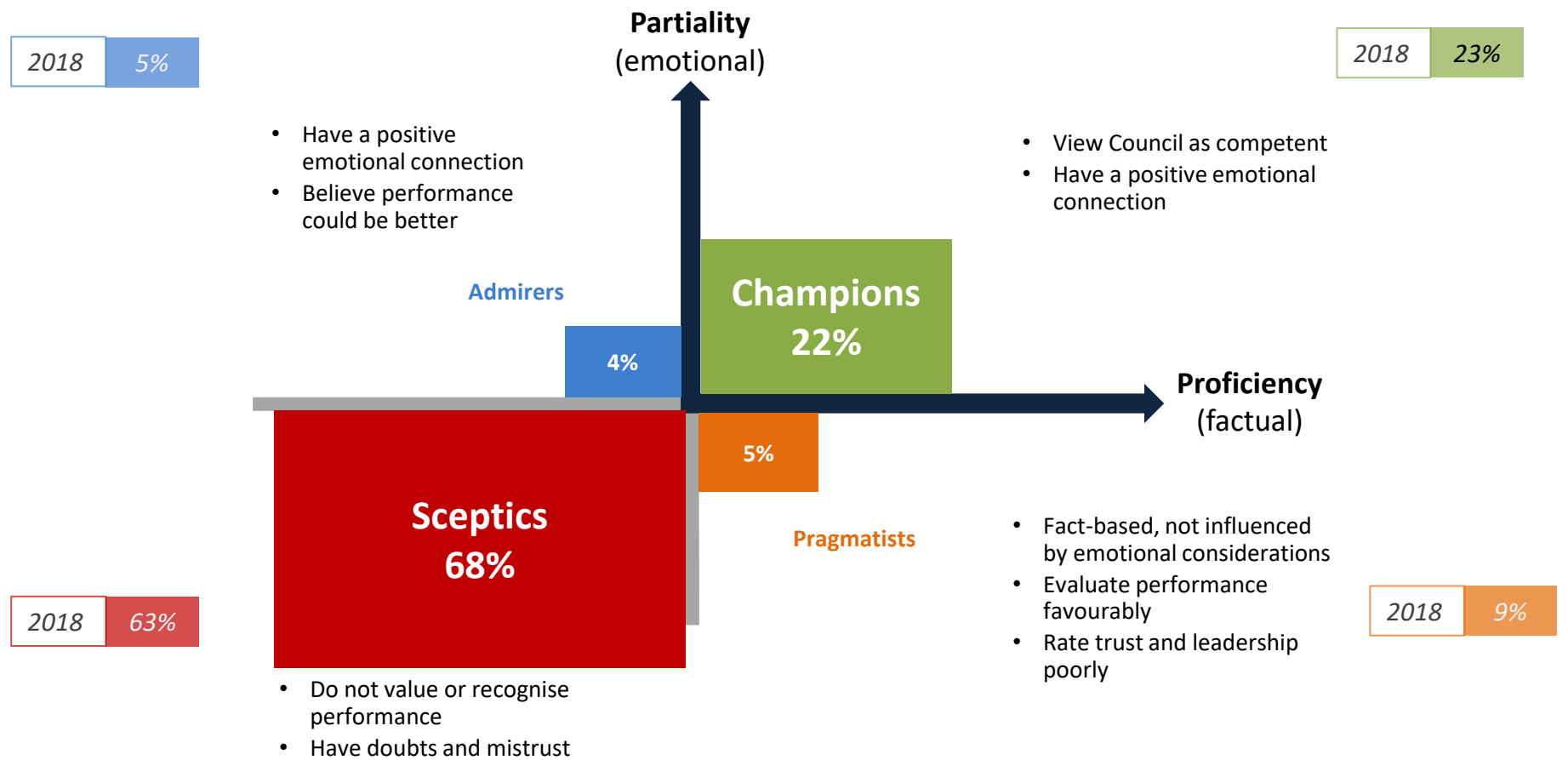
Key:
 >80 Excellent reputation
 60-79 Acceptable reputation
 <60 Poor reputation
 150 Maximum score



NOTES:
 1. Sample 2018 n=500; 2019 n=500. Ratepayer n=448, Renter n=42; Urban n= 178, Semi-urban n=118, Rural n=204
 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

Over two-thirds of residents in the Far North District were *Sceptics* (increase of 5% to 68%) which means they have low levels of trust and tend to question the decisions made by the Council. Around one-fifth of residents were classified as *Champions* (22%), who have a more positive connection with Council

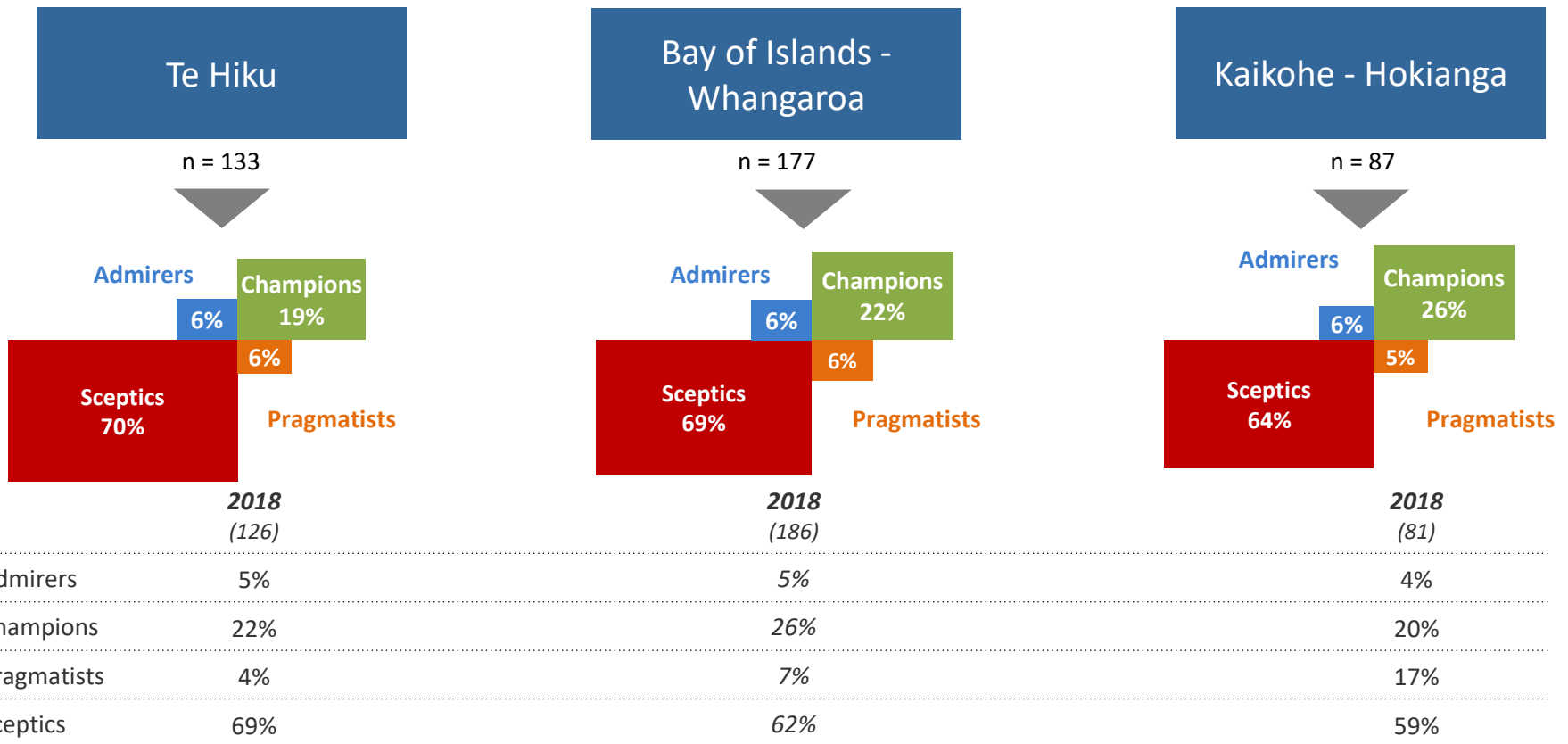
Reputation profile



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

Residents of Te Hiku Ward have the lowest trust in the Council’s decision-making with the highest proportion of *Sceptics* (70%) and the lowest proportion of *Champions* (19%). Kaikohe-Hokianga Ward was the most supportive of the Council with over a quarter of residents being *Champions* (26%)

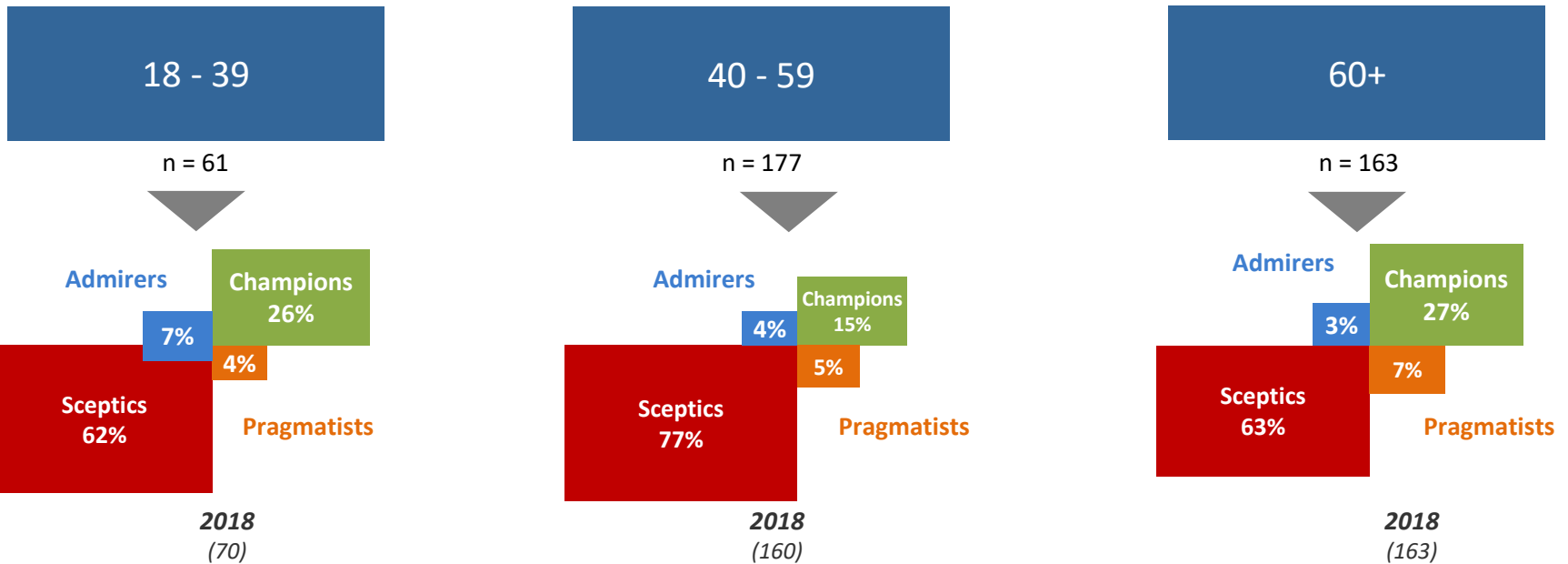
Reputation profile: Wards



NOTES:
 1. Sample: ; 2019 n=500; Te Hiku n=163, Bay of Islands-Whangaroa n=226, Kaikohe-Hokianga n=111 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

Residents aged 40-59 were more likely to be *Sceptics* (77%). Around a quarter of residents aged 60 or older (27%) and residents aged 18 to 39 years (26%) were classified as *Champions*

Reputation profile: Age

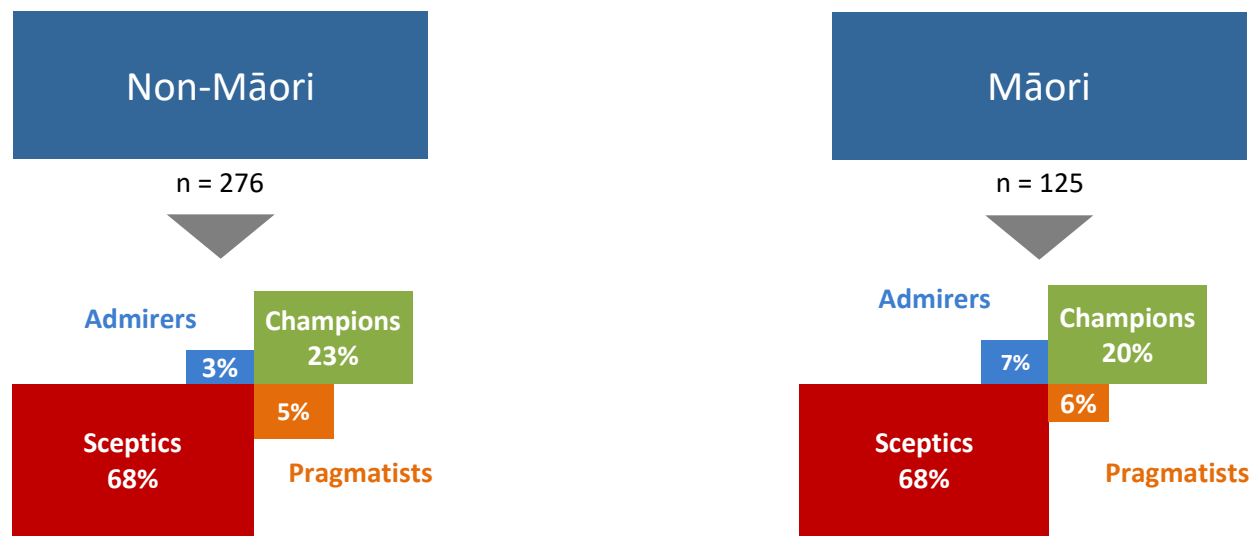


	2018 (70)	2018 (160)	2018 (163)
Admirers	0%	4%	9%
Champions	33%	16%	24%
Pragmatists	10%	8%	8%
Sceptics	57%	72%	59%

NOTES:
 1. Sample: 2019 n=500; 18-39 n=74, 40-59 n=211, 60+ n=177; 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

Both Māori and Non-Māori were likely to be *Sceptics* with Māori having a slightly higher proportion of *Admirers* compared to other ethnicities

Reputation profile: Ethnicity



	2018 (241)	2018 (152)
Admirers	5%	4%
Champions	21%	26%
Pragmatists	12%	4%
Sceptics	62%	66%

NOTES:
 1. Sample: 2019 n=500. Non-Maori n=341, Maori n=159 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

As many as seven out of ten ratepayers (70%) tend to be *Sceptics*. While a tenth of renters were *Admirers* (10%) or *Pragmatists* (10%), nearly a quarter were classified as *Champions* (23%)

Reputation profile: Ratepayer vs Renter

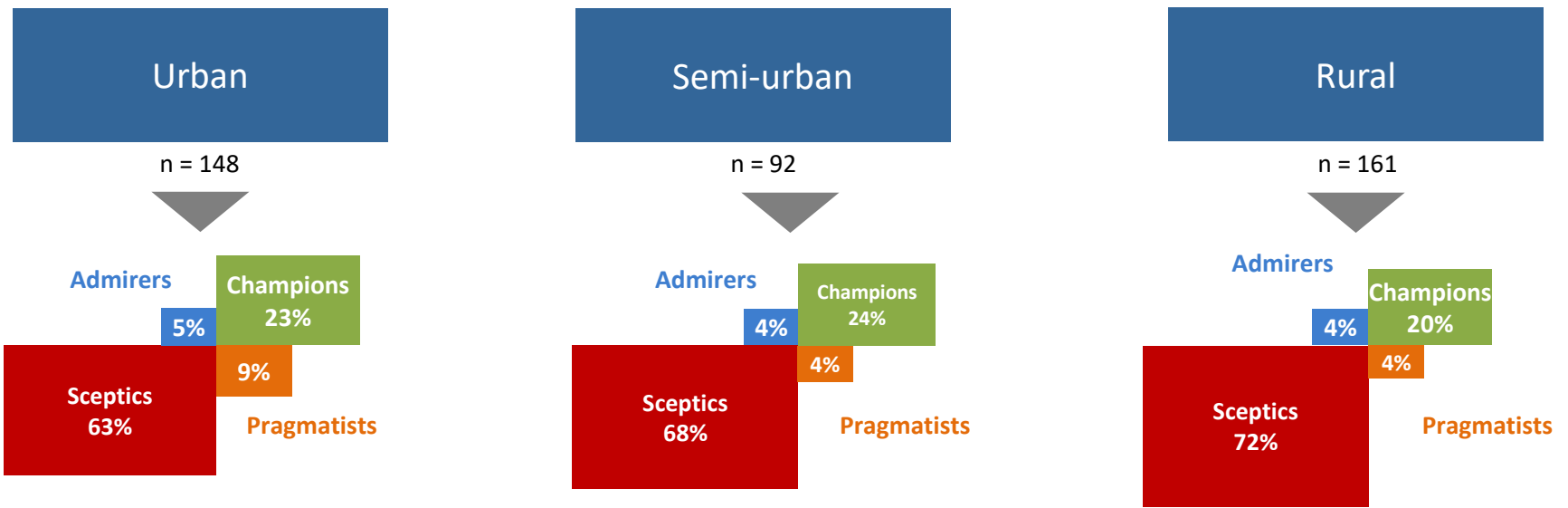


	2018 (432)	2018 (54)
Admirers	5%	0%
Champions	20%	47%
Pragmatists	9%	7%
Sceptics	66%	46%

NOTES:
 1. Sample: 2019 n=500 Ratepayer n=448, Renter n=42;. 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

Urban residents tend to have the most trust in the actions of the Council, with the lowest proportion of *Sceptics* and high metrics for both *Champions*, *Admirers* and *Pragmatists*. More than seven in ten rural residents (72%) were *Sceptics*

Reputation profile: Urban vs Rural



	2018 (166)	2018 (132)	2018 (202)
Admirers	3%	2%	8%
Champions	26%	24%	20%
Pragmatists	11%	6%	8%
Sceptics	60%	68%	64%

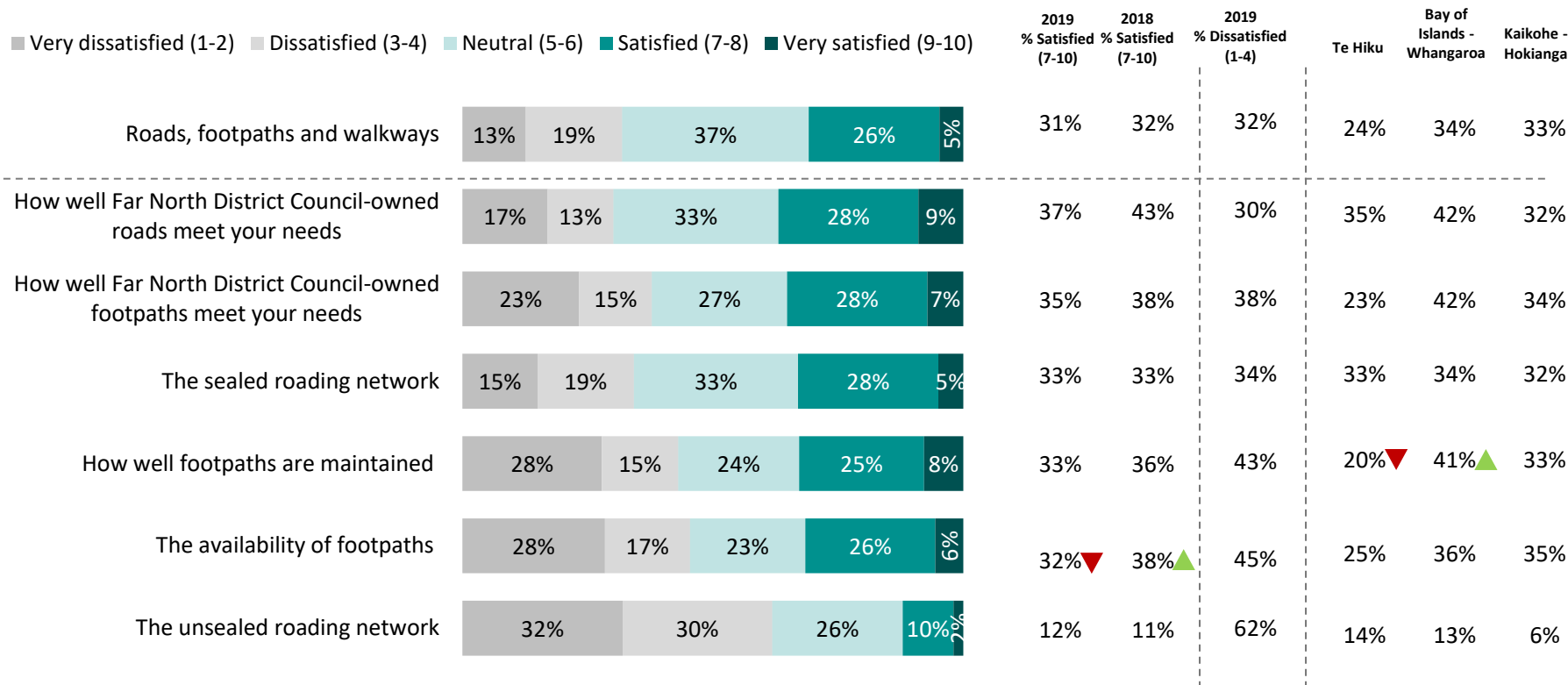
NOTES:
 1. Sample: 2019 n=500 Urban n= 178, Semi-urban n=118, Rural n=204. Excludes 'don't know' responses to any of the reputation questions
 2. Segments have been determined using the results from a set of five overall level questions
 3. REP1 leadership, REP2 trust, REP3 financial management, REP4 services quality, REP5 overall reputation



Services and Facilities: Roads, footpaths and walkways

In terms of *Roads, footpaths and walkways*, overall scores were relatively low across all the wards, with the residents of Kaikohe-Hokianga Ward having the lowest proportion of people satisfied with the *Unsealed roading network* (6%)

Services and facilities: Roads, footpaths and walkways



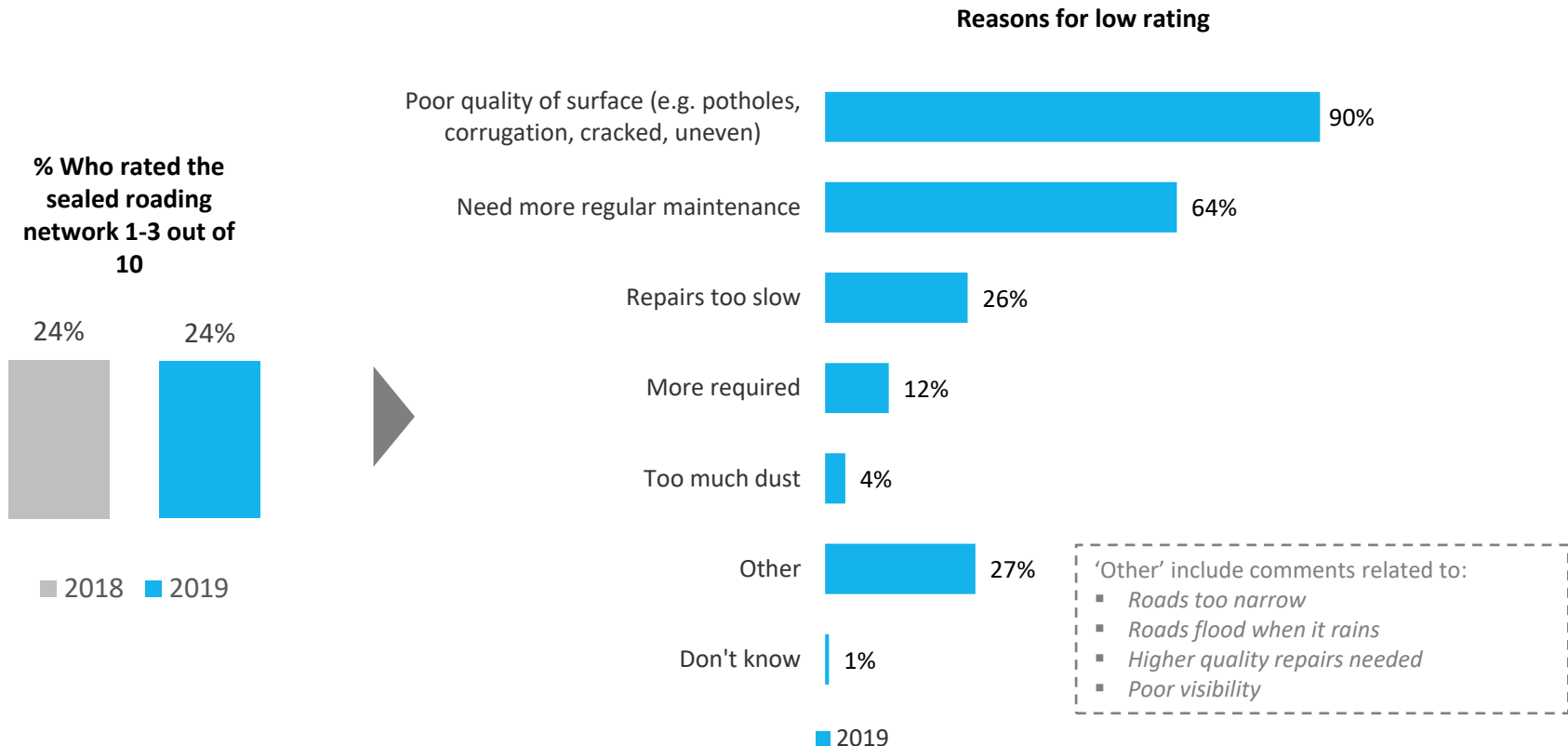
NOTES:

- Sample: 2018 n=500, 2019 n=500; Te Hiku n=163, Bay of Islands-Whangaroa n=226, Kaikohe-Hokianga n=111 Excludes 'don't know'
- 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...
- RF2. Overall, how satisfied are you with the roads, footpaths and walkways around the district?

▲ Significantly higher
▼ Significantly lower

Just under a quarter of respondents (24%) rated the *Sealed roading network* 1 to 3 out of 10. The main reasons for low satisfaction related to *Poor quality surface* (90%) and the *Need for more regular maintenance* (64%). More than a quarter of respondents indicated that *Repairs are too slow* (26%)

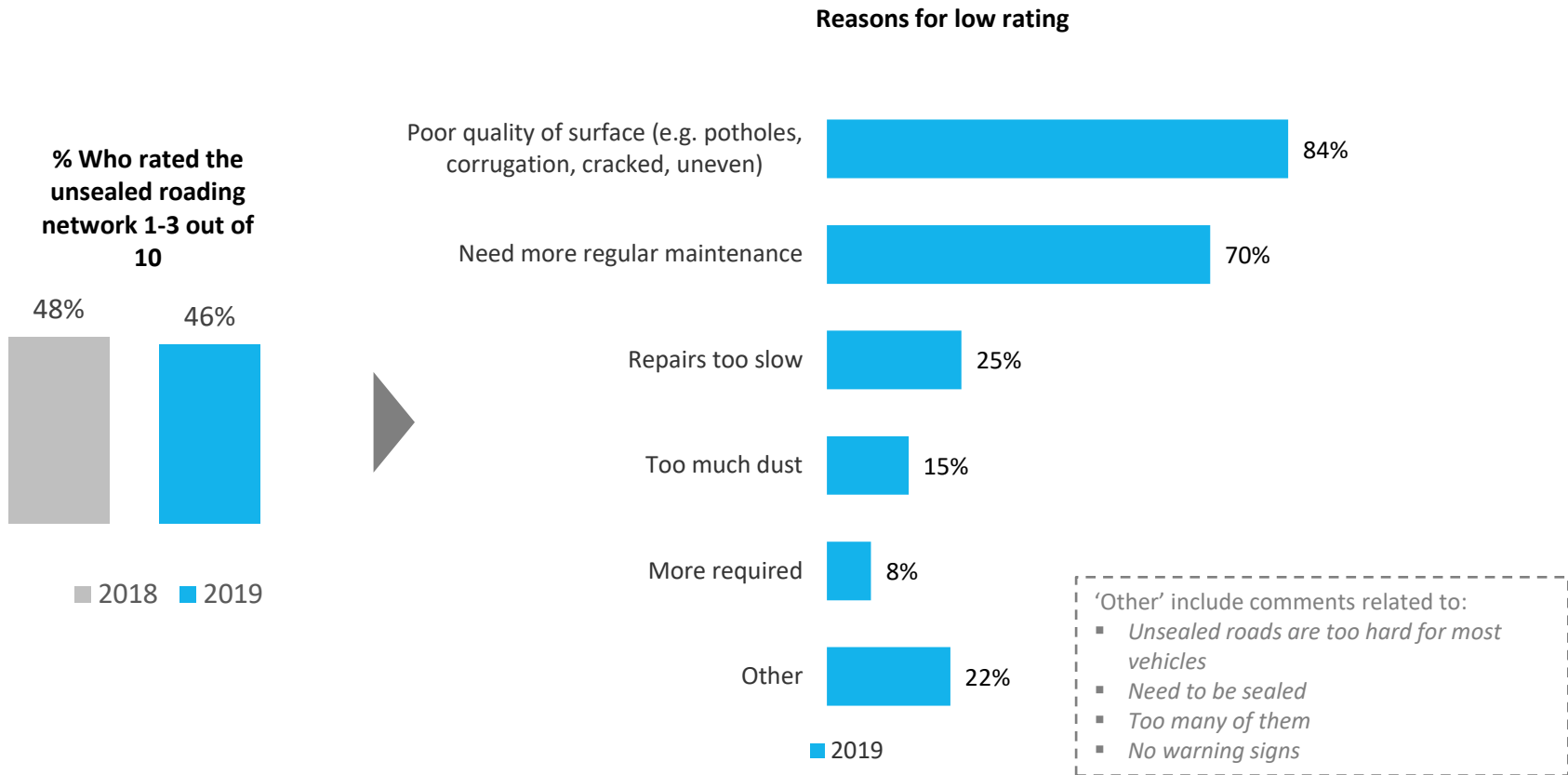
Reasons for dissatisfaction: The sealed roading network



NOTES:
 1. Sample: 2018 n=500. 2019 n=500; very dissatisfied (1-3) n=125
 2. RF1A. Why weren't you satisfied with <Xxx>?

Close to half of respondents (46%) rated the *Unsealed roading network* 1 to 3 out of 10. As with the sealed roading network, dissatisfaction mainly stemmed from *Poor quality of surface* (84%) and a *Need for more regular maintenance* (70%)

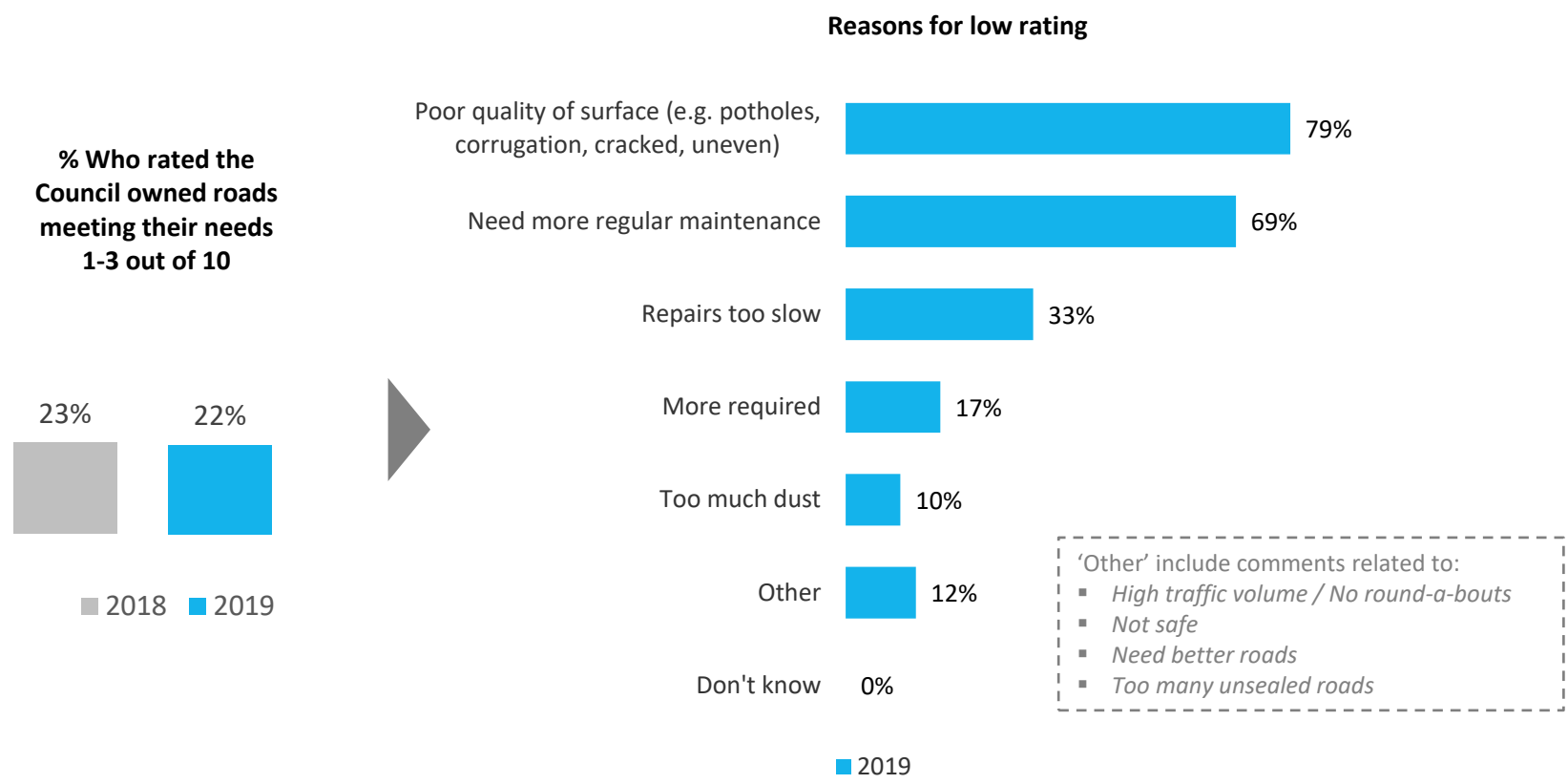
Reasons for dissatisfaction: The unsealed roading network



NOTES:
 1. Sample: 2018 n=500, 2019 n=500; very dissatisfied (1-3) n=208
 2. RF1A. Why weren't you satisfied with <Xxx>?

Two out of ten respondents (22%) didn't believe that *Council-owned roads meet their needs*, rating this aspect 1 to 3 out of 10. *Poor quality of surface (79%)* and *Need more regular maintenance (69%)* were the biggest contributing factors to low satisfaction ratings and a third indicated that *Repairs are too slow (33%)*

Reasons for dissatisfaction: How well Far North District Council-owned roads meet your needs

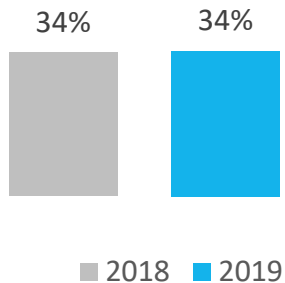


NOTES:
 1. Sample: 2018 n=500, 2019 n=500; very dissatisfied (1-3) n=111
 2. RF1A. Why weren't you satisfied with <Xxx>?

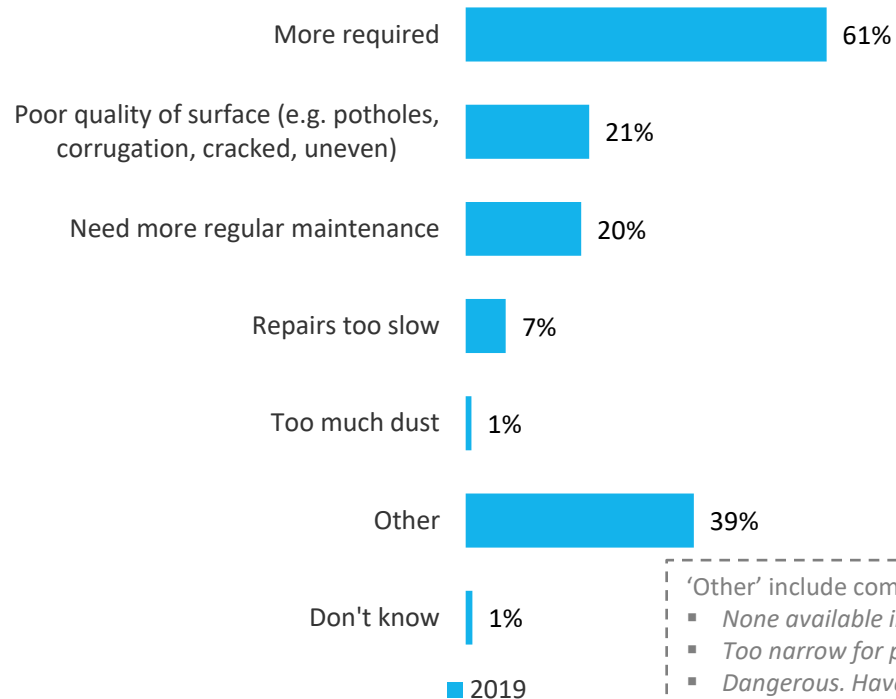
Slightly more than one-third of respondents rated *The availability of footpaths* (34%) low. 61% say *More (footpaths) are required*, while around a fifth commented on the *Poor quality of surface* (21%) and *Need for more regular maintenance* (20%)

Reasons for dissatisfaction: The availability of footpaths

% Who rated the availability of footpaths 1-3 out of 10



Reasons for low rating



'Other' include comments related to:

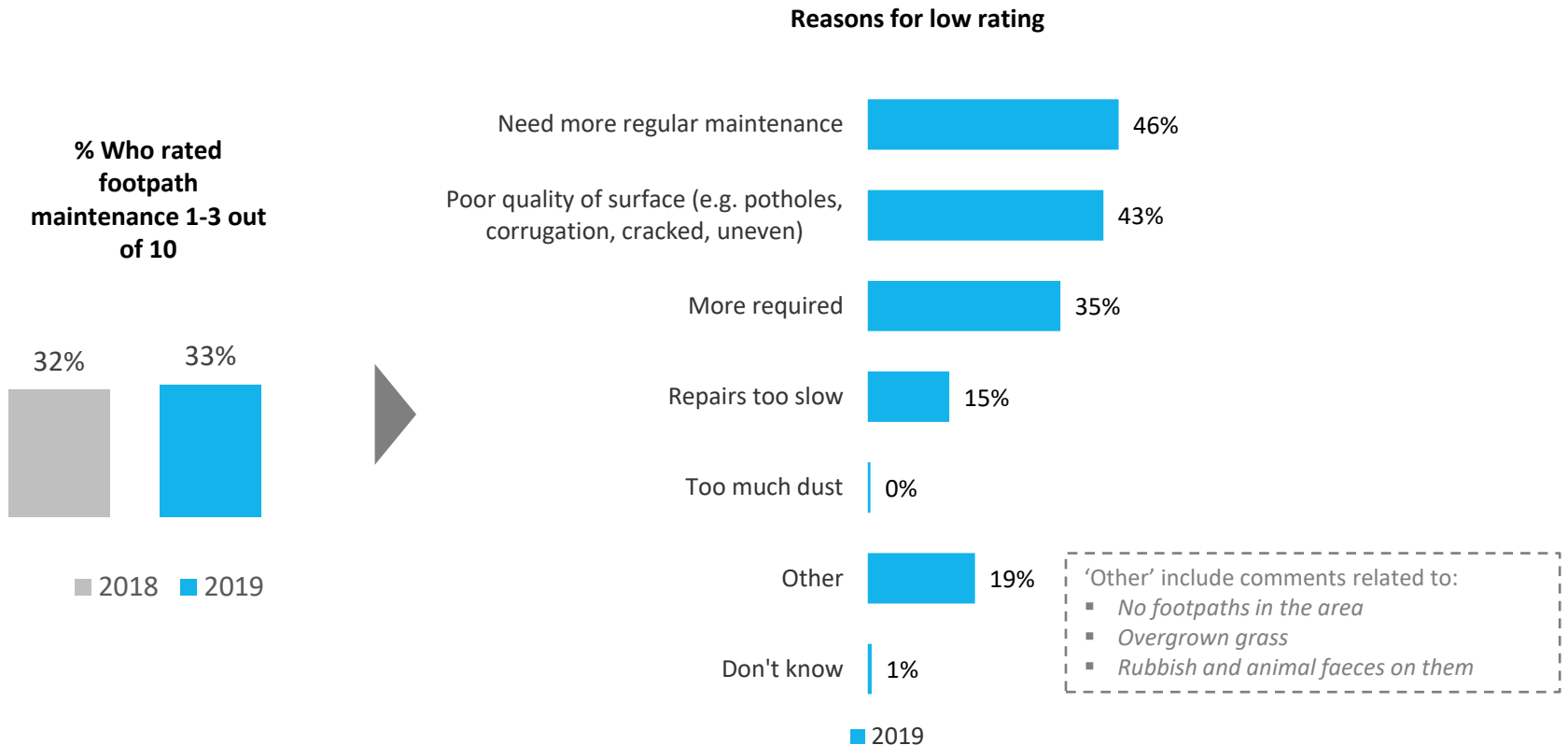
- None available in the area
- Too narrow for prams and wheelchairs
- Dangerous. Have to keep crossing roads to stay on footpaths.

NOTES:
 1. Sample: 2018 n=500, 2019 n=500; very dissatisfied (1-3) n=155
 2. RF1A. Why weren't you satisfied with <Xxx>?

▲ Significantly higher
 ▼ Significantly lower

A third of respondents (33%) rated the *Maintenance of the footpaths* in the District 1 to 3 out of 10. A *Need for more regular maintenance* was the most commonly mentioned reason for low ratings, (46%) followed by *Poor quality of surface* (43%)

Reasons for dissatisfaction: How well footpaths are maintained

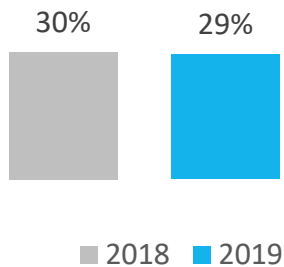


NOTES:
 1. Sample 2018 n=500, 2019 n=500; very dissatisfied (1-3) n=144
 2. RF1A. Why weren't you satisfied with <Xxx>?

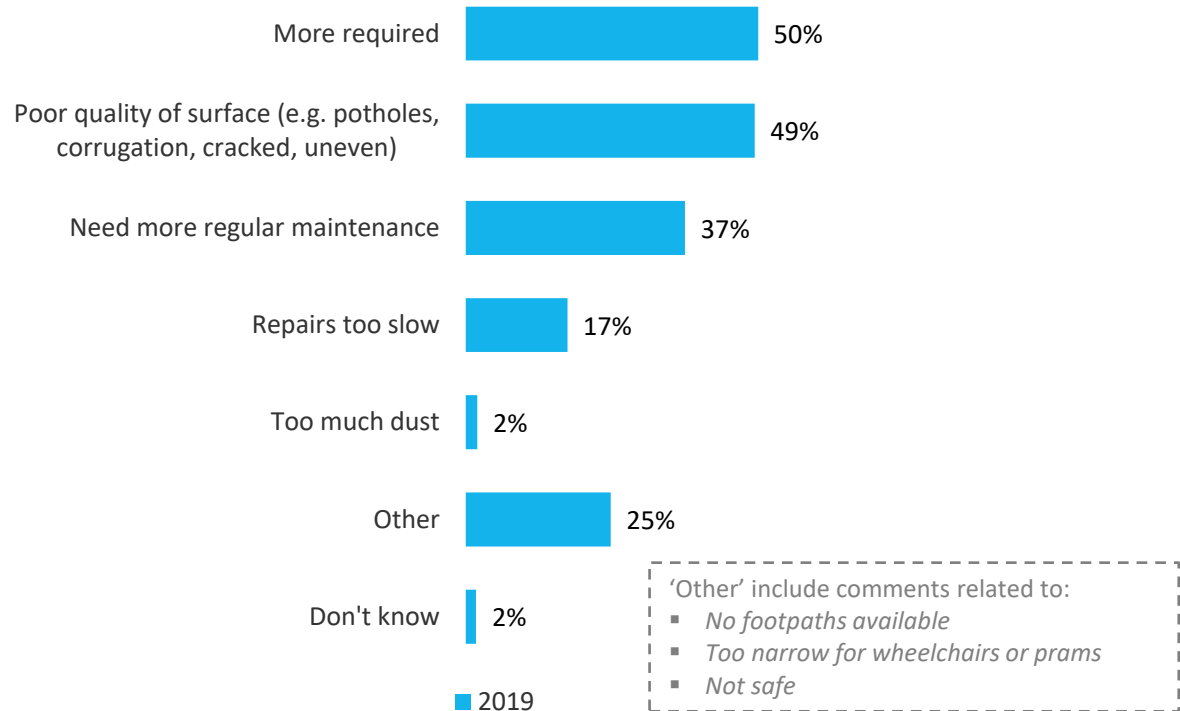
Slightly more than a quarter of respondents (29%) felt the Council-owned footpaths do not meet their needs, rating this aspect low. About half of these low ratings stemmed from a need for *More footpaths* (50%) and *Poor quality of surfaces* (49%) (49%)

Reasons for dissatisfaction: How well Far North District Council-owned footpaths meet your needs

% Who rated Council footpaths meeting their needs 1-3 out of 10



Reasons for low rating



NOTES:

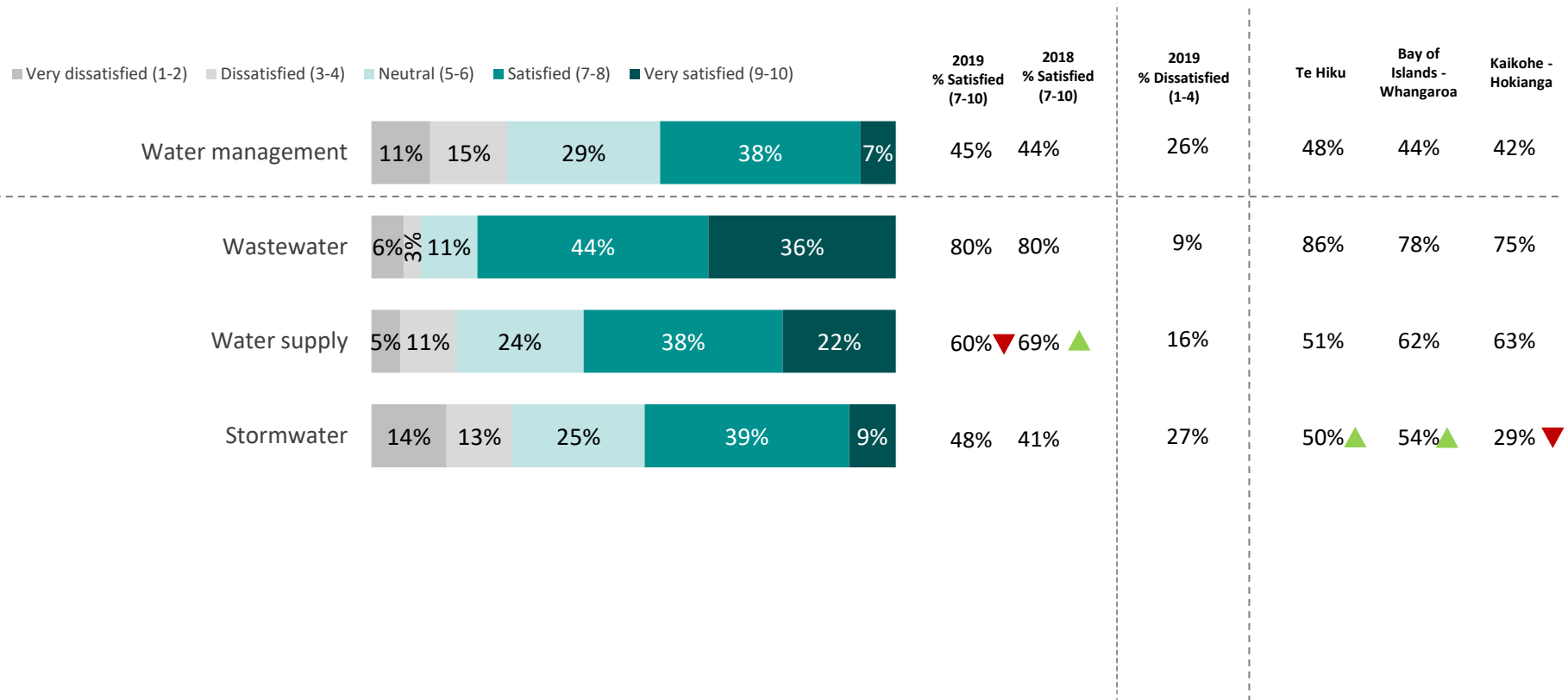
1. Sample: 2018 n=500, 2019 n=500; very dissatisfied (1-3) n=138
2. RF1A. Why weren't you satisfied with <Xxx>?



Services and Facilities: Water management

Less than half the respondents were satisfied with *Overall water management* (45%). Eight out of ten respondents (80%) were satisfied with the *Wastewater* systems provided by the Council. There was a significant decrease in satisfaction with *Water supply* compared to 2018, with 60% satisfied with this service

Services and facilities: Water management



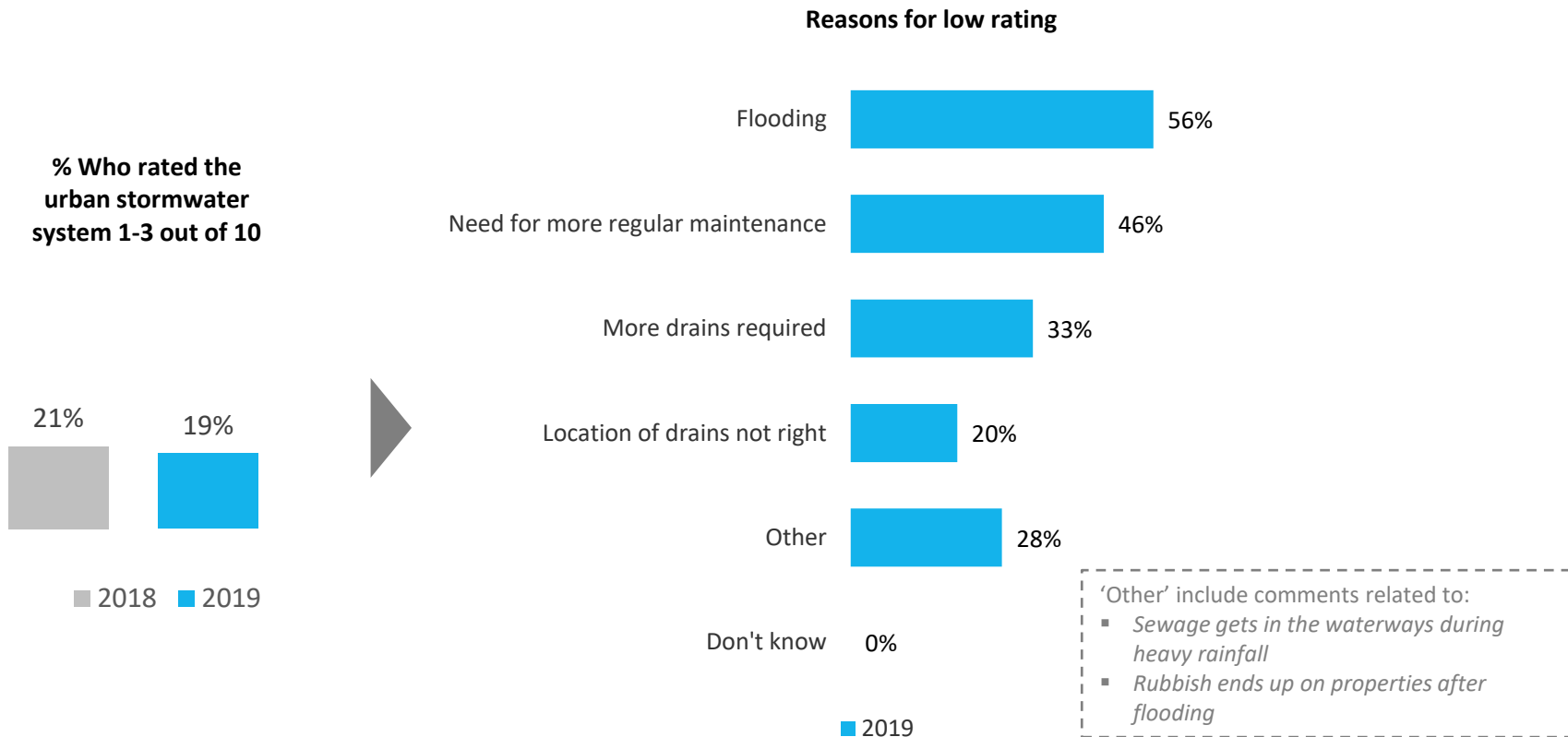
NOTES:

1. Sample: 2018 n=500, 2019 n=500; Te Hiku n=163, Bay of Islands-Whangaroa n=226, Kaikohe-Hokianga n=111 Excludes 'don't know'
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. Those connected to the Council water supply 2018 n=417, 2019 n=372;
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 wastewater, how would you rate your satisfaction with Council overall for its management of water in the district

▲ Significantly higher
▼ Significantly lower

For the urban respondents who rated the *Stormwater management systems* 1 to 3 out of 10, *Flooding* remained an issue, with over half mentioning this as the reason for their dissatisfaction (56%). *More regular maintenance* was the second most important reason for dissatisfaction (46%), with a third saying *More drains are required* (33%)

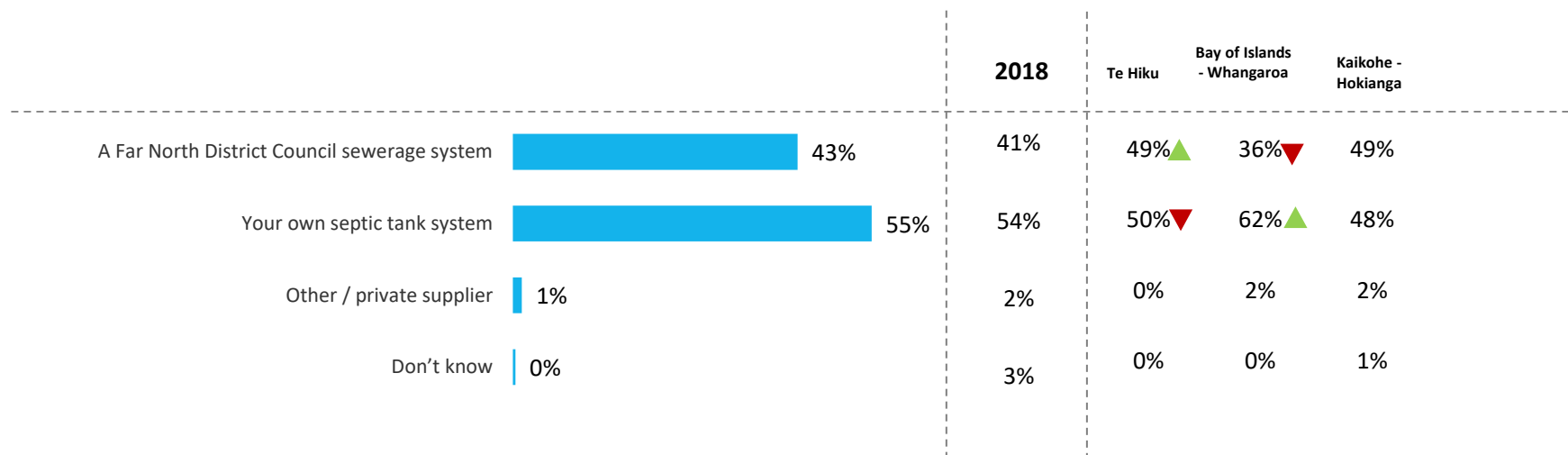
Reasons for dissatisfaction: Council-owned urban (town) stormwater management system



NOTES:
 1. Sample: 2018 n=500, 2019 n=500; very dissatisfied (1-3) n=77
 2. TW5A. Why weren't you satisfied with <Xxx>?

The proportion of people *Connected to Council's sewerage system* and *Owning a septic tank* remained steady. Te Hiku residents were more likely to be connected to the Council-owned sewerage system while Bay of Islands-Whangaroa residents were more likely to have their *Own septic tank system*

Wastewater property connected to



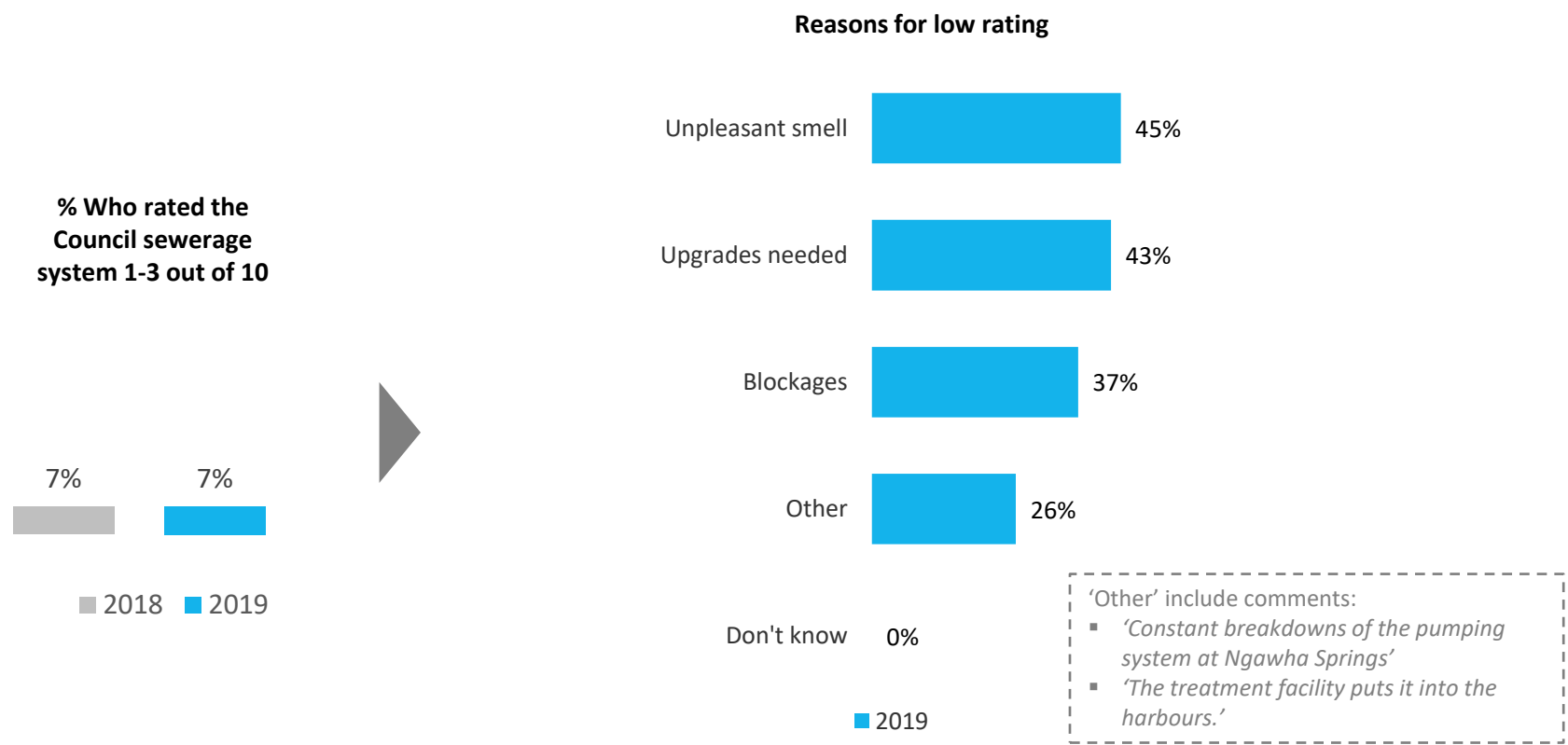
NOTES:

- Sample: 2018 n=500, 2019 n=500; Te Hiku n=163, Bay of Islands-Whangaroa n=226, Kaikohe-Hokianga n=111 Excludes 'don't know'
- TW3. Which of the following best describes the wastewater system that your property is connected to?

▲ Significantly higher
▼ Significantly lower

Less than a tenth of those connected to the wastewater system rated the *Council's sewage systems* 1 to 3 out of 10. They mentioned *Unpleasant smell* and *Need for upgrades* as the main reasons for low ratings

Reasons for dissatisfaction: Council sewerage system



NOTES:
 1. Sample: Those connected to the Council sewerage system 2018 n=197, 2019 n=212 n=191; very dissatisfied (1-3) n=16*
 2. TW4A. Why weren't you satisfied with <Xxx>?
 3. *Caution small base size <n=30

There was a slight increase in the proportion of residents who have their *Own water supply* (55% compared to 53% in 2018). Te Hiku residents were more likely to have their *Own water supply system, e.g. roof or bore*

Water supply connection

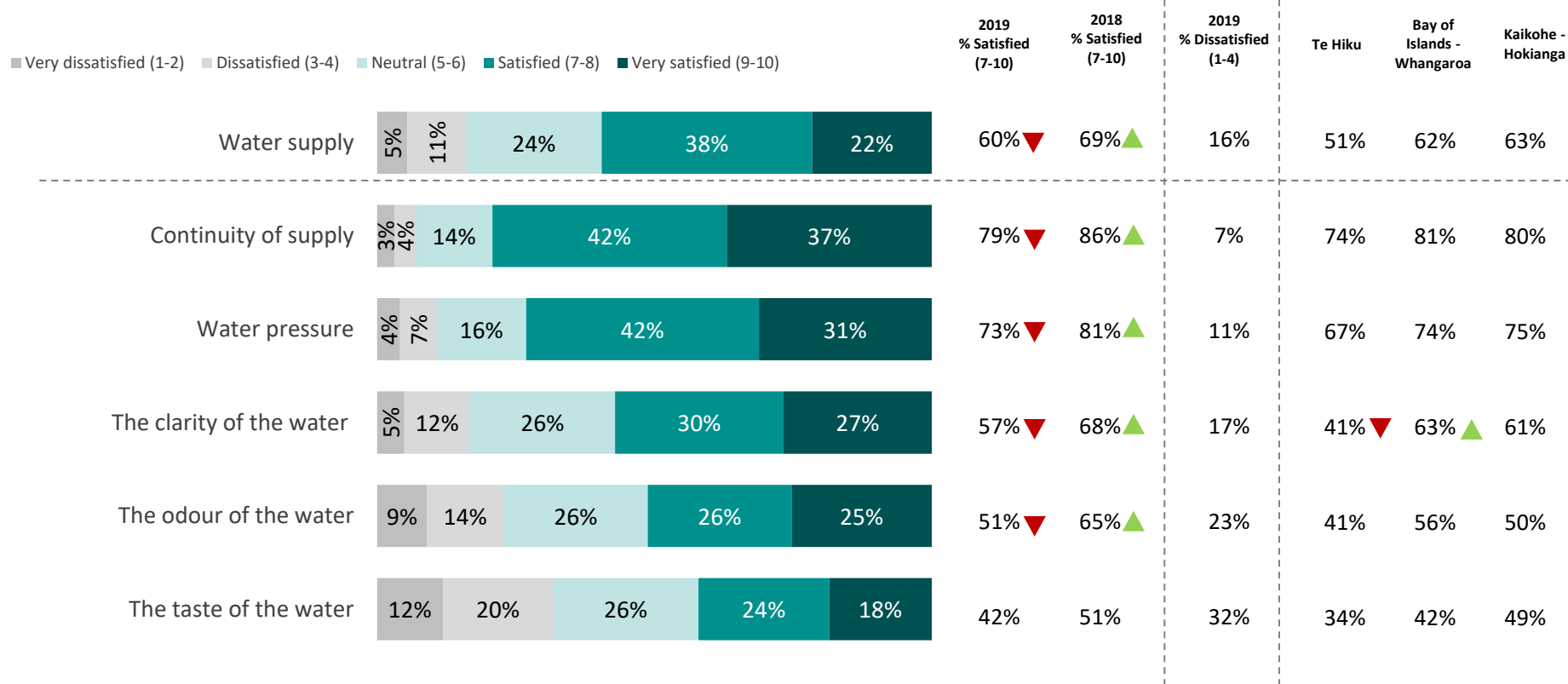
	2018	Te Hiku	Bay of Islands - Whangaroa	Kaikohe - Hokianga
A Far North District Council supply	41%	30% ▼	44% ▲	51% ▲
Your own water supply system (e.g. roof or bore)	55%	68% ▲	52% ▼	44% ▼
A combination of town and your own supply	3%	1%	3%	4%
Other, private supplier	1%	1%	1%	1%
Don't know	<1%	0%	0%	0%

NOTES:
 1. Sample: 2018 n=500, 2019 n=500; Te Hiku n=163, Bay of Islands-Whangaroa n=226, Kaikohe-Hokianga n=111 Excludes 'don't know'
 2. TW1. Which of the following best describes your water supply connection?

▲ Significantly higher
 ▼ Significantly lower

Satisfaction with all aspects related to *Water supply* declined considerably since last year including *Continuity of supply* (down 7% to 79%), *Water pressure*, (down 8% to 73%), *Clarity of water* (down 11% to 57%), *Odour* (down 14% to 51%) and *Taste of water* (down 9% to 42%)

Services and facilities: Water supply



NOTES:

- Sample: Those connected to the Council water supply 2018 n=417, 2019 n=372; Te Hiku n=118, Bay of Islands-Whangaroa n=167, Kaikohe-Hokianga n=87 Excludes 'don't know'
- TW2. On the scale of 1- 10, how would you rate your satisfaction with...
- 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.

▲ Significantly higher
▼ Significantly lower

Verbatim comments regarding dissatisfaction with the town water supply related to the water not being fit for consumption, chemical treatments to improve water quality affecting the taste and smell of the water, breaks in supply and poor taste

Reasons for dissatisfaction: Water Supply

- Our main line water is only good for animals.

- It is undrinkable. The Council website says not to drink and not to give to pets.

- I am very unsatisfied with the water and everything about it.

- We have 2 breakdowns a year. The breakdowns are due to the Council-controlled main water pipes being old, ill placed and un-serviced.

- Too many unexpected breaks.

- The systems pressure is rubbish, and during a drought the water is bad.

- There are quite often breaks in the water supply and we end up having no water. The pipes are old.

- Disruptions to supply in heavy rain. The taste turns bad, water restrictions in summer. They have not delivered in terms of supply issues. Wasted huge amounts of money not fixing water supply issues.

- We have had 3-4 burst water mains in the last year.

- It often tastes like chlorine and earth.

- It has got a dirt taste.

- Sometimes it tastes of chlorine. We have to re-filter our water and boil it as well to drink.

- Disgusting. Over chlorinated and muddy taste. Undrinkable.

- Undrinkable, doesn't matter if I boil it.

- It just has a real dirty taste and when you look at it in the glass it just looks yuck, like swamp. Green and dirty.

- It just tastes chemically and it just tastes yuck - we don't drink it.

- Some days it tastes foul, like a metallic lead taste.

- Too much chlorine in the water x5

- It's not pleasant to drink

- Find it not drinkable / undrinkable x3

- Does not taste nice.

- Too much chlorine. Doesn't taste very good. We use bottled water.

- It is not fit for consumption for animals, let alone us.

- Not for human consumption.

- Chemical taste / smell x4

- It is shocking. Had to put filters on our system.

- Quite often a different colour .

- The taste is not nice, I have to use a filter to have my water tasting better.

- In the summer, it tastes disgusting and it stinks.

- Get the chlorine and fluoride out of it, it's not needed.

- It's brown and gross.

- Tastes like a swamp

- It has a bitter / tangy taste to it.

- We get a lot of sediment in the water. A lot of sediment, but we use a filter.

- Sometimes doubt whether it is treated enough. A lot of effluent and contamination in the river after a storm.

- It tastes like it is full of chemicals and when cleaning potatoes they go white as soon as you put them under the tap when cleaning them.

- We had to put a water purifier to drink it.

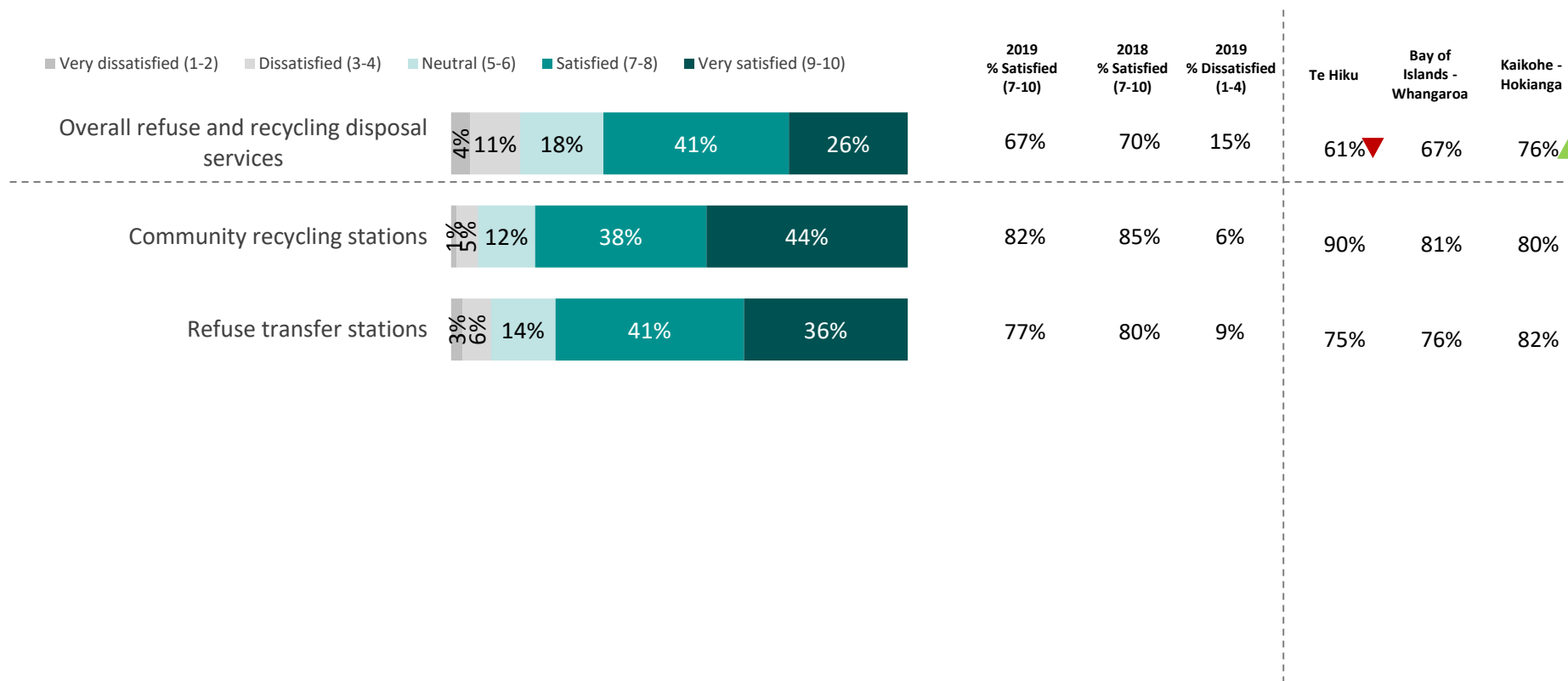
- It tastes metallic and my partner does not shower here. Quite a few of our friends have filters on the water supply and no one drinks out of the tap.



Services and Facilities: Waste management

Around two-thirds of respondents (67%) were satisfied with *Refuse and recycling disposal services overall*. Performance remained steady with around eight in ten users satisfied with the *Community recycling stations* (82%) and *Refuse transfer stations* (77%)

Services and facilities: Refuse and recycling



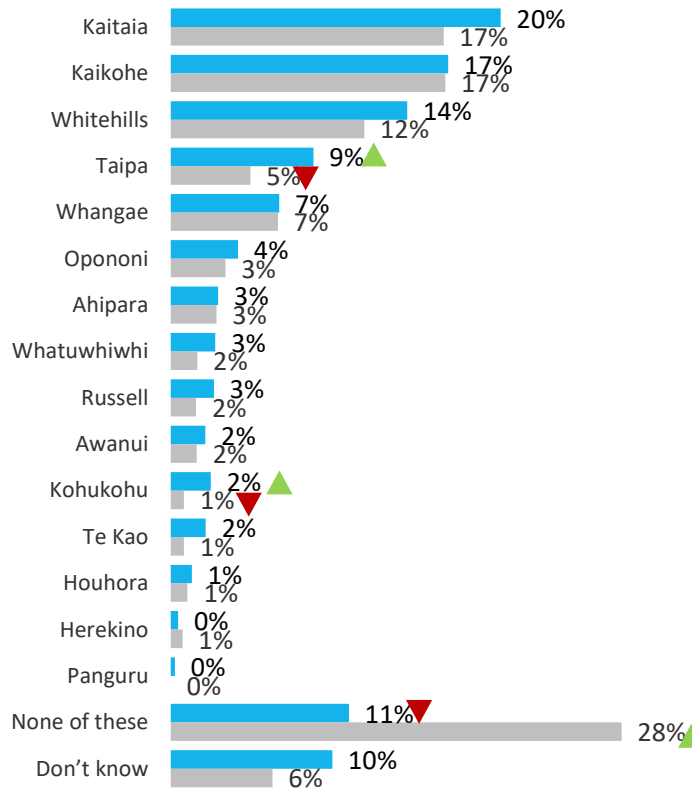
NOTES:

1. Sample: 2018 n=500. 2019 n=500; Te Hiku n=163, Bay of Islands-Whangaroa n=226, Kaikohe-Hokianga n=111 Excludes 'don't know'
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?

▲ Significantly higher
▼ Significantly lower

There was a considerable increase in the number of respondents who used the transfer stations in the last year (89% compared to 72% in 2018). *Kaitaia* (20%) and *Kaikohe* (17%) transfer stations were used most often by respondents, with a considerable increase in use of the Taipa (9%) and Kohukohu (2%) facilities

Refuse transfer station used in past 12 months



NOTES:

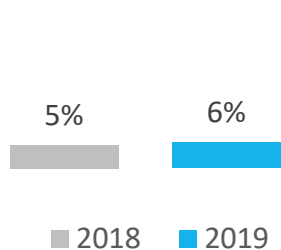
1. Sample: 2018 n=500, 2019 n=500; Te Hiku n=163, Bay of Islands-Whangaroa n=226, Kaikohe-Hokianga n=111 Excludes 'don't know'
2. WR1. Which Far North District Council refuse transfer station have you used in the last 12 months? A refuse transfer station is a place where you can dispose of rubbish, and a wide range of recyclables.

▲ Significantly higher
▼ Significantly lower

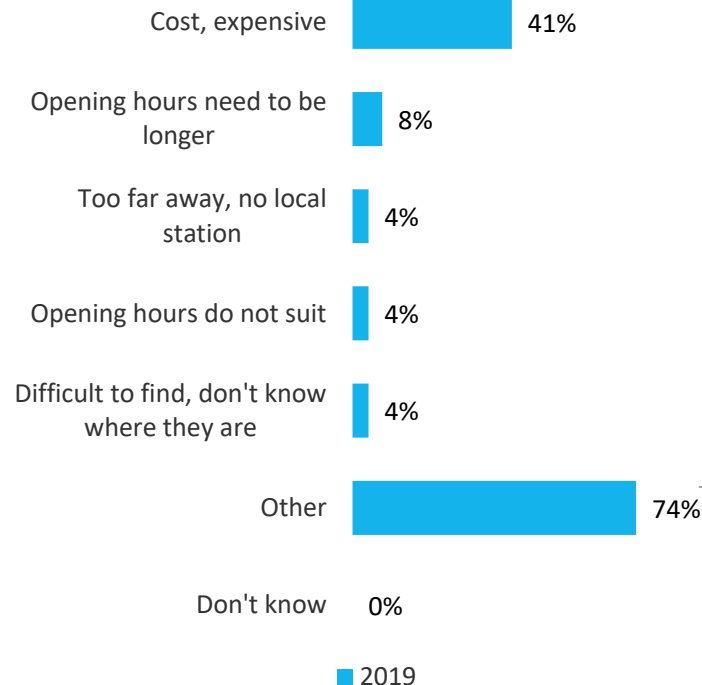
There was a small portion of respondents who rated the *Refuse transfer stations* 1 to 3 out of 10 (6%). Although the main reasons for dissatisfaction related to *Cost* and *Opening hours*, community misunderstanding and/or misinformation around refuse service suppliers and services were evident

Reasons for dissatisfaction: Refuse transfer stations

% Who rated refuse transfer stations 1-3 out of 10



Reasons for low rating

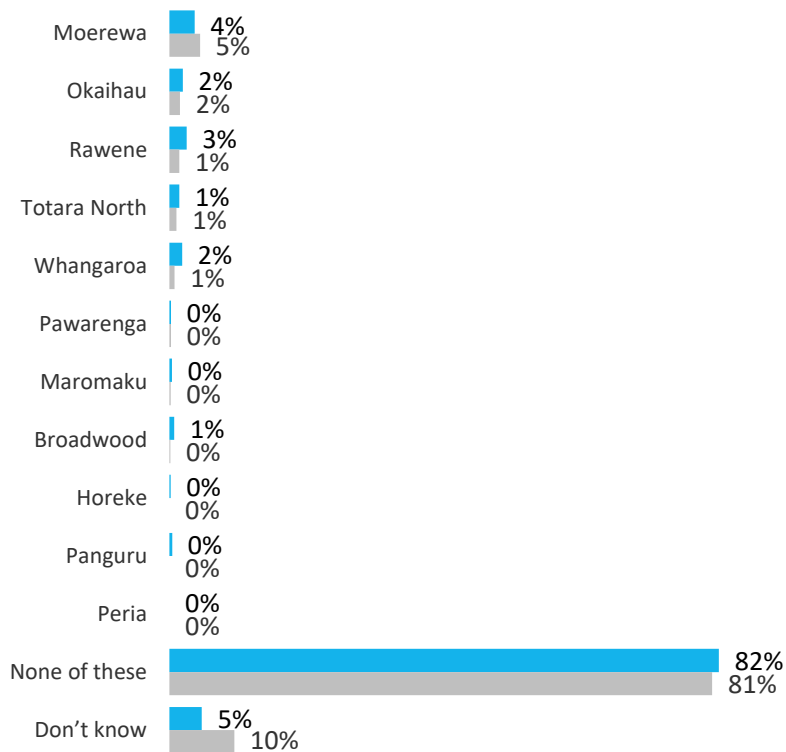


- Majority of plastic can't be recycled now.
- Provide recycle bins to put recyclable materials in and have a pick up day.
- They won't take cardboard on the side of the road or glass.
- They do not accept all recycling and this is very frustrating. Staff are very rude as well!
- They are difficult to access, people park wherever they want.
- Sorting.
- Disgusted that they are on the edge of waterways.
- Drivers think it's too dangerous to stop on my corner and pick up rubbish.
- Charges for non-recyclable rubbish are astronomical, and if you look at garden waste, which is compostable, the cost for a Ute load is no better. They are not charging for recycling which is more expensive to get rid off. I don't understand the logic of their costs.
- Staff not helpful.
- They don't take all recycling items x5
- Not very good. Not recycling anything.
- They don't have one in Kaitaia.
- Leakage.

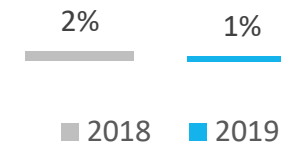
NOTES:
 1. Sample: Those who use Council's refuse transfer stations 2018 n=325, 2019 n=384; very dissatisfied (1-3) n=25*
 2. WR2A. Why weren't you satisfied with <Xxx>?
 3. *Caution: small sample base <n=30

Most of respondents (82%) have not used a *Community recycling station in the past 12 months*. 1% of users were dissatisfied and dissatisfaction stemmed from opening hours not being correct as stated

Community recycling station used in past 12 months



% Who rated community recycling stations 1-3 out of 10



- The signage for opening hours is incorrect - there was several times I went within times stated and they were closed.

NOTES:

Sample: 2018 n=500, 2019 n=500; Te Hiku n=163, Bay of Islands-Whangaroa n=226, Kaikohe-Hokianga n=111 Excludes 'don't know'

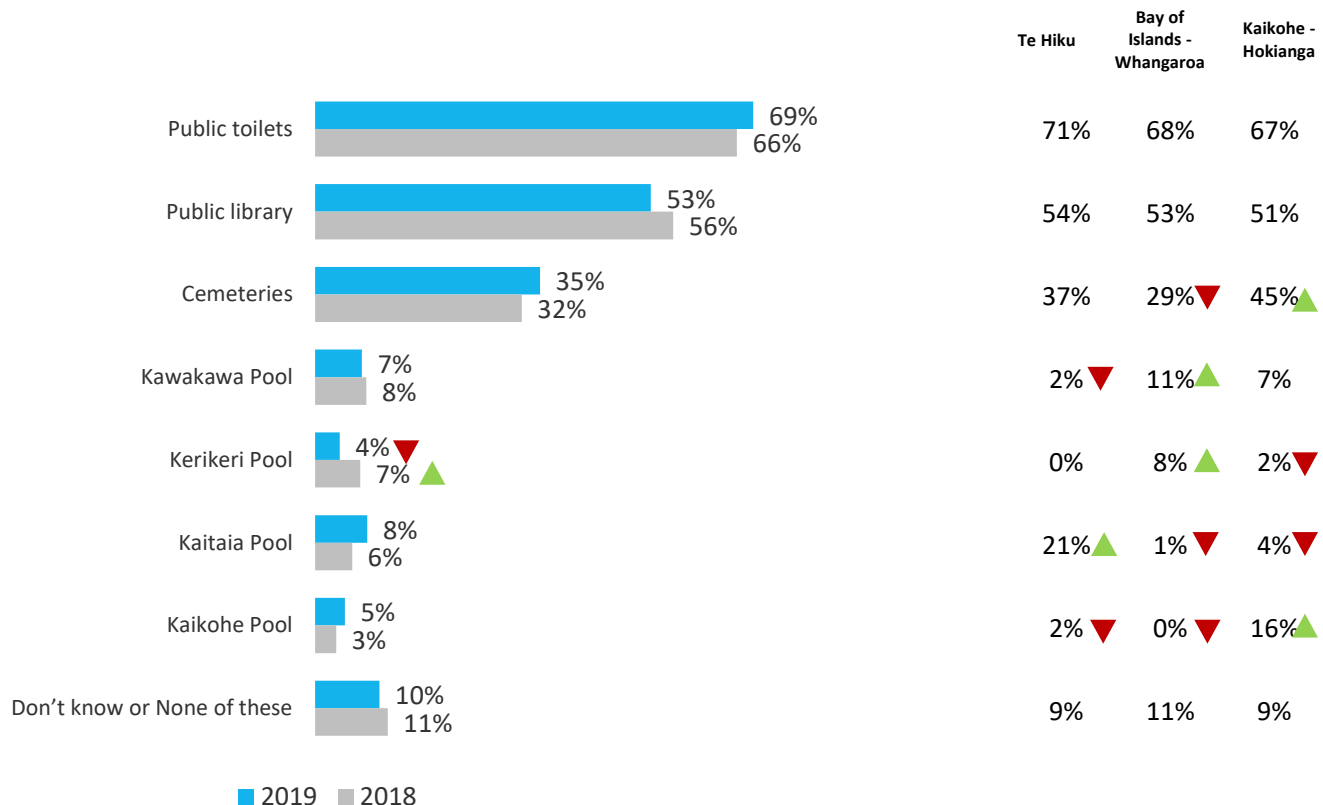
1. WR3. Which Far North District Council community recycling stations have you used in the last 12 months? These are places where you can take recyclables, but not dispose of rubbish.



Services and Facilities: Council's public facilities

Public toilets and Public libraries were the most visited facilities in the last 12 months, with 69% and 53% of respondents visiting each respectively. Slightly more than a third of respondents (35%) visited a Cemetery in the last year

Facilities visited or used in past 12 months

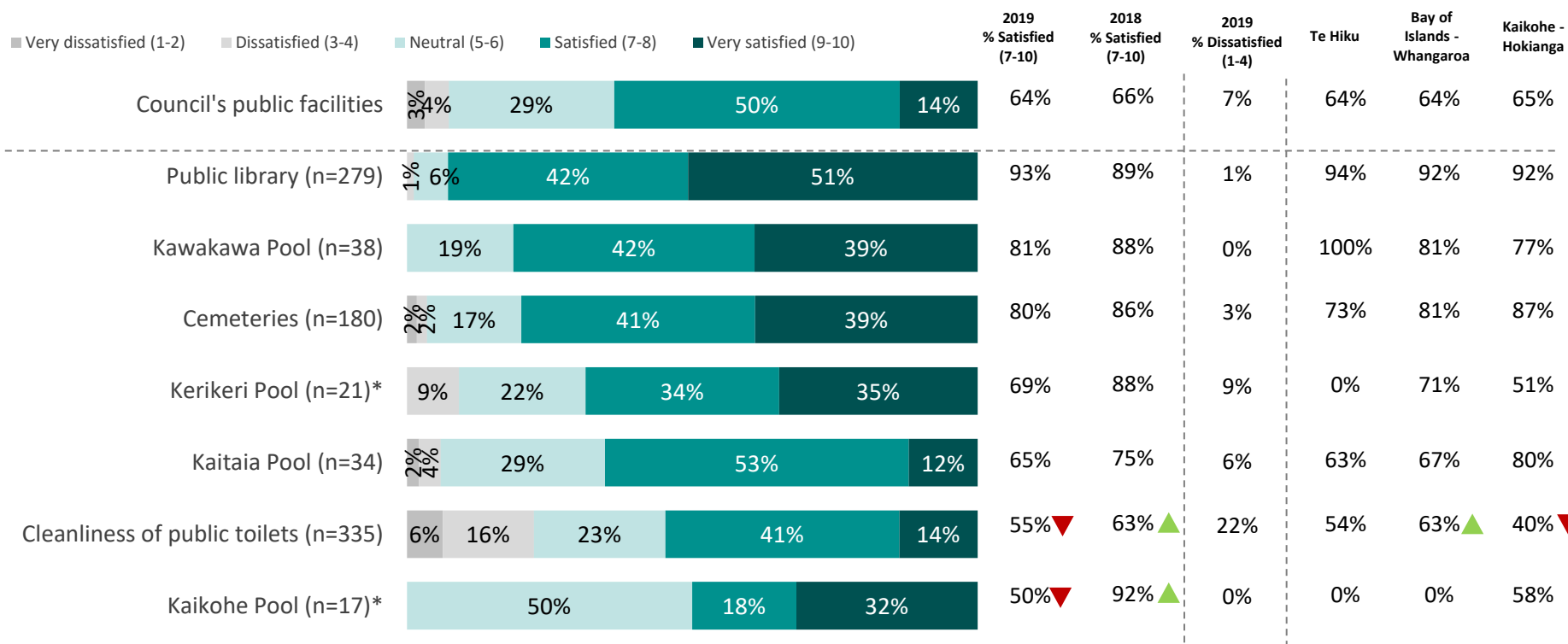


NOTES:
 1. Sample: 2018 n=500, 2019 n=500; Te Hiku n=163, Bay of Islands-Whangaroa n=226, Kaikohe-Hokianga n=111 Excludes 'don't know'
 2. CF1. Which of the following facilities have you visited in the last year?

▲ Significantly higher
 ▼ Significantly lower

Almost all of the visitors (93%) were satisfied with *Public libraries*. In 2019, significantly fewer users were satisfied with the *Cleanliness of public toilets* (50% compared with 63% in 2018) and the *Kaikohe Pool* (50% compared with 92% last year)

Services and facilities: Council's public facilities



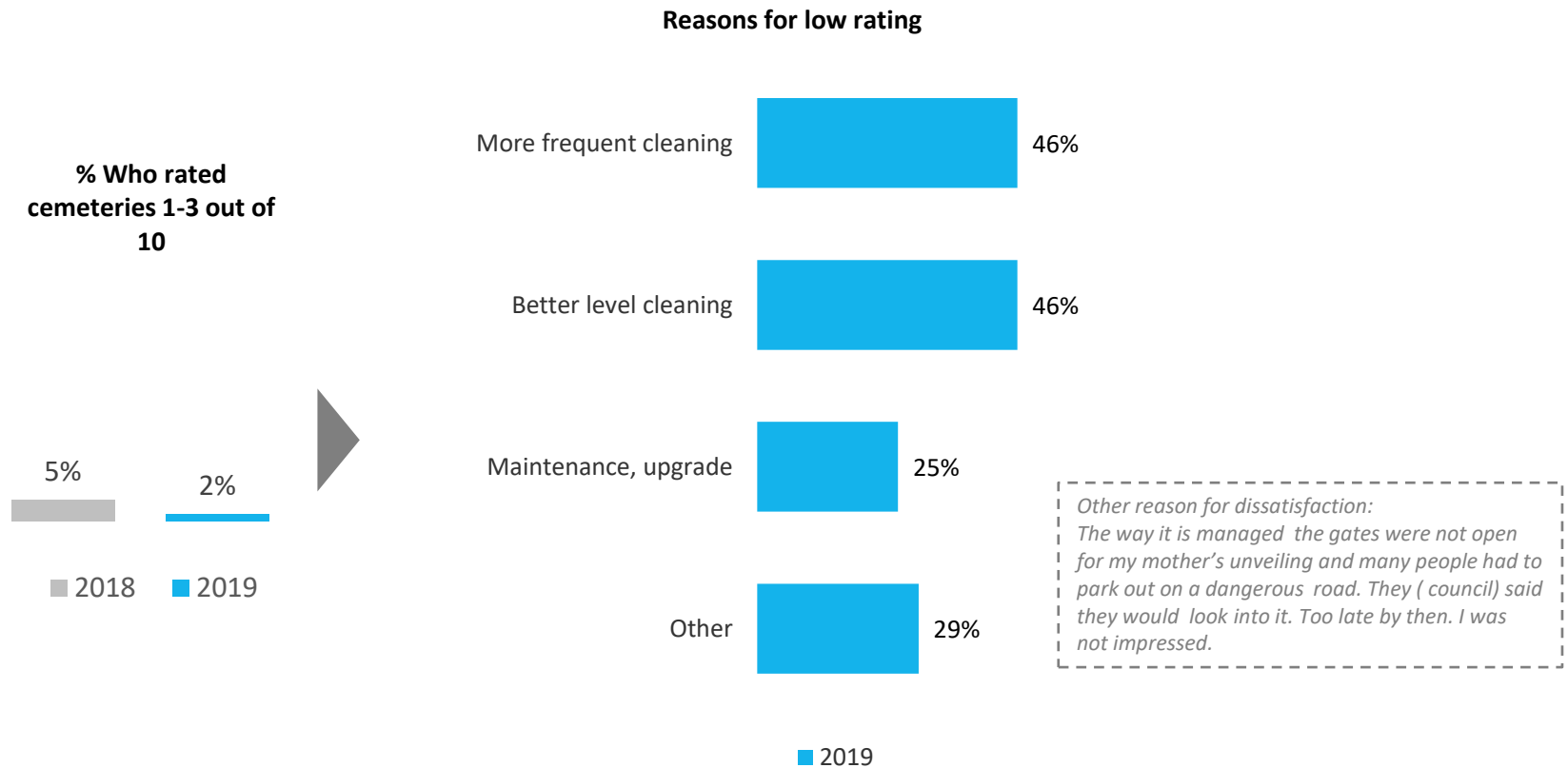
NOTES:

1. Sample: 2018 n=500, 2019 n=500; Te Hiku n=163, Bay of Islands-Whangaroa n=226, Kaikohe-Hokianga n=111 Excludes 'don't know'
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?
4. * Caution: small sample base <n=30

▲ Significantly higher
▼ Significantly lower

Only three people who visited cemeteries in 2019 rated the facilities 1 to 3 out of 10. They indicated that *More frequent cleaning* and *Better level cleaning* of the facilities was required

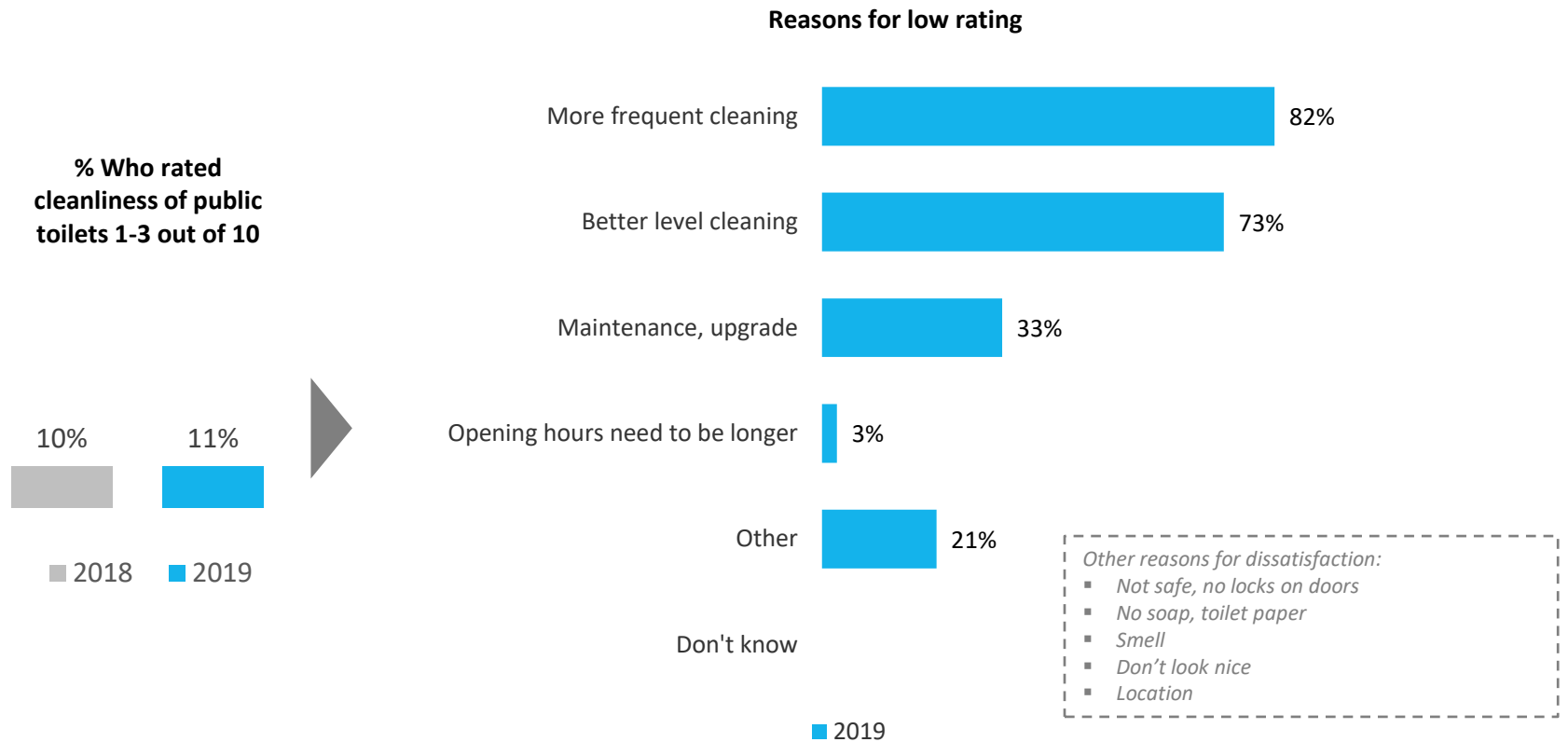
Reasons for dissatisfaction: Cemeteries



NOTES:
 1. Sample: Those who visited cemeteries 2018 n=165, 2019 n=176; very dissatisfied (1-3) n=3*
 2. CF2AA. Why weren't you satisfied with <Xxx>?
 3. * Caution: small base size <n=30

Slightly more than one out of ten visitors (11%) rated the *Cleanliness of public toilets* 1 to 3 out of 10. The main reasons for dissatisfaction related to a *Need for more frequent cleaning (82%)* and *Better level of cleaning (73%)*

Reasons for dissatisfaction: Cleanliness of public toilets

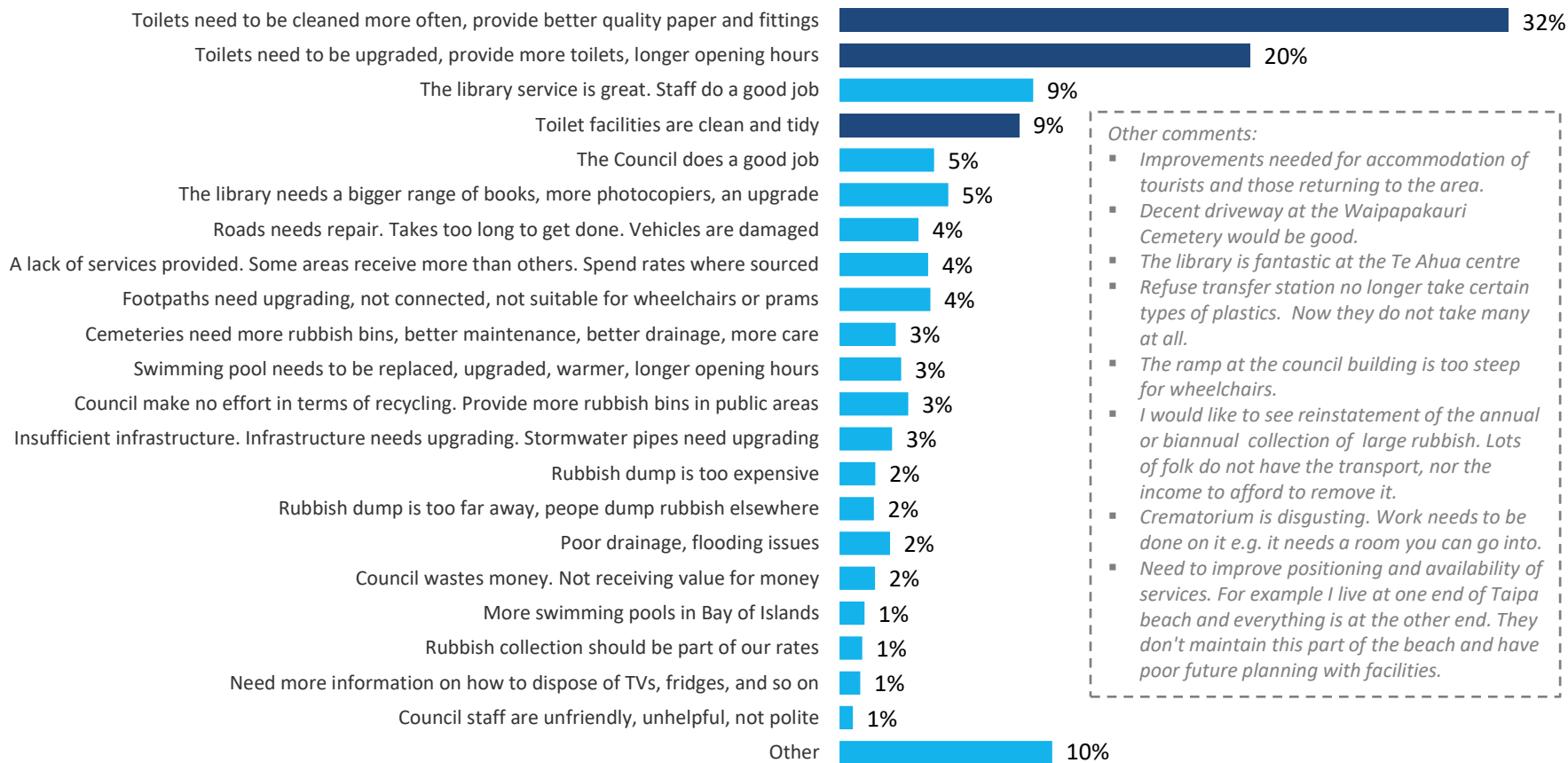


NOTES:
 1. Sample: Those who have used public toilets 2018 n=336, 2019 n=333; very dissatisfied (1-3) n=35
 2. CF2AG. Why weren't you satisfied with <Xxx>?

More than half of additional comments regarding *Council's public facilities* related to some aspect of public toilets

Comments about Council's public facilities

Additional comments



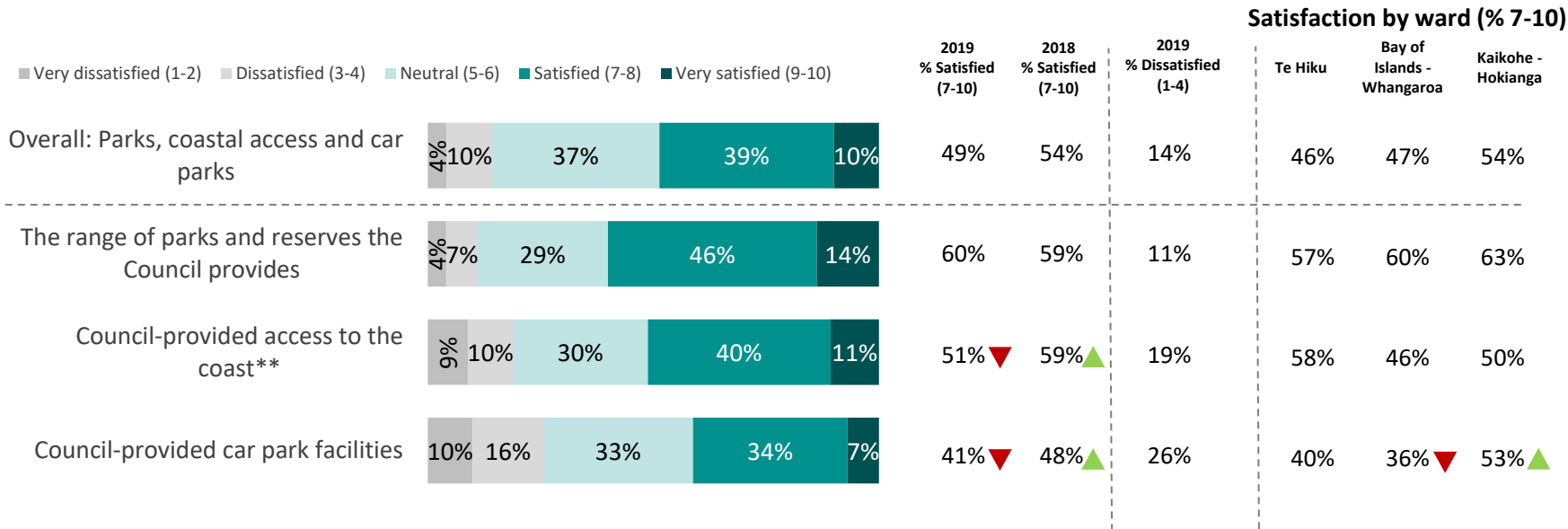
NOTES:
 1. Sample: 2019 n=500; Excludes 'don't know'
 2. CF3. Do you have any comments about these services?



Services and Facilities: Parks, coastal access and car parks

Half of the respondents were satisfied with *Parks, coastal access and car parks overall*. In 2019, there was a significant decrease in respondents' satisfaction *with Council-provided access to the coast (51%) and Council-provided car park facilities (41%)*; with residents from the Bay of Islands-Whangaroa Ward least satisfied with car parks

Services and facilities: Parks, reserves and open spaces



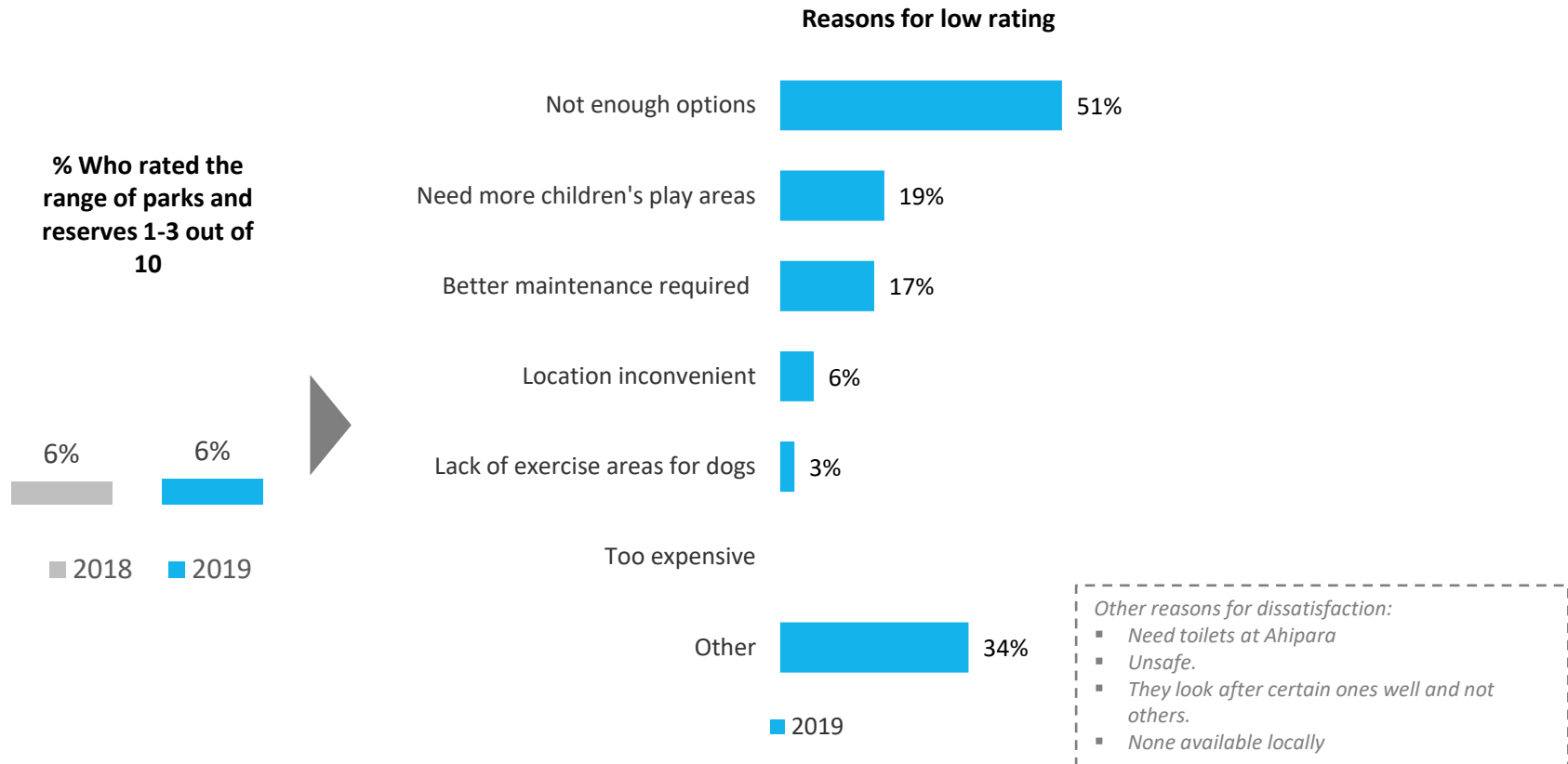
**Coastal access means Council-maintained roads, reserves and walkways that allows access to beaches in the Far North

NOTES:
 1. Sample: 2018 n=500, 2019 n=500; Te Hiku n=163, Bay of Islands-Whangaroa n=226, Kaikohe-Hokianga n=111 Excludes 'don't know'
 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?

▲ Significantly higher
 ▼ Significantly lower

Respondents who rated the *Range of parks and reserves the Council provides* 1 to 3 out of 10 mentioned the need for *More options and more children's play areas* as the main reasons behind dissatisfaction

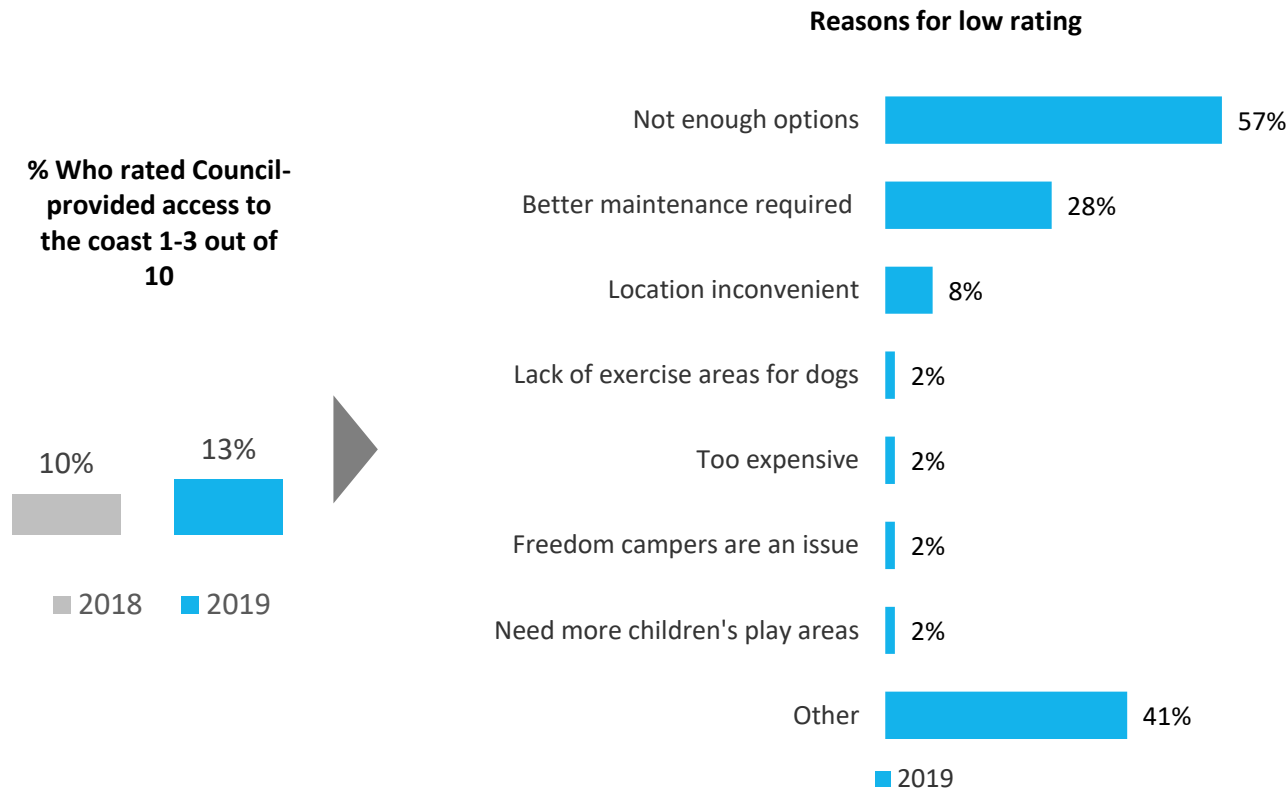
Reasons for dissatisfaction: The range of parks and reserves the Council provides



NOTES:
 1. Sample: 2018 n=500, 2019 n=500; very dissatisfied (1-3) n=32
 2. PR1A. Why weren't you satisfied with <Xxx>?

The main reasons for low ratings regarding *Council-provided access to the coast* included a *Need for more options* (57%) and that *Better maintenance is required* (28%)

Reasons for dissatisfaction: Council-provided access to the coast



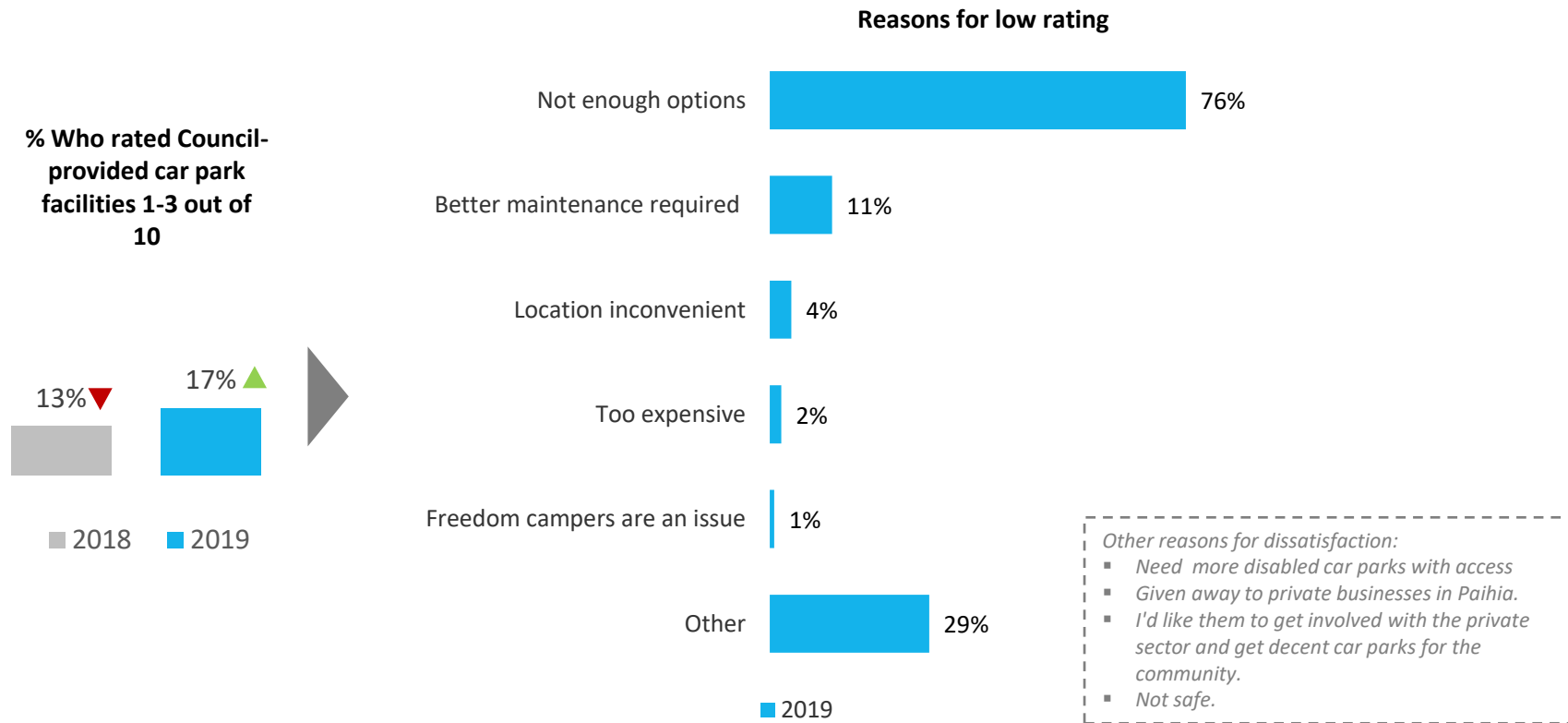
Other reasons for dissatisfaction:

- *The ramp access is soft at Kaka Street, Ahipara*
- *Privatisation of the coastal areas.*
- *It's too hard for me to get anywhere in the wheelchair.*
- *No access to some of our beaches like Takou Bay*
- *No decent parking.*
- *The roads are all gravel and hard to drive down and then you have to walk a long distance and it is not maintained to get to the beach.*

NOTES:
 1. Sample: 2018 n=500, 2019 n=500; very dissatisfied (1-3) n=60
 2. PR1A. Why weren't you satisfied with <Xxx>?

There was a significant increase in the proportion of respondents who rated the *Council-provided parking facilities* 1 to 3 out of 10 (17%). A lack of options was the main reason for dissatisfaction (76%), while around a tenth (11%) said *Better maintenance is required*

Reasons for dissatisfaction: Council-provided car park facilities



NOTES:
 1. Sample: 2018 n=500, 2019 n=500; very dissatisfied (1-3) n=84
 2. PR1A. Why weren't you satisfied with <Xxx>?

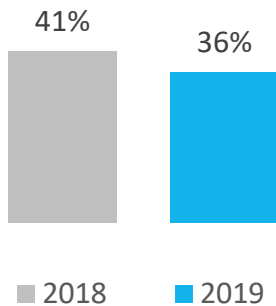


Interaction with Council

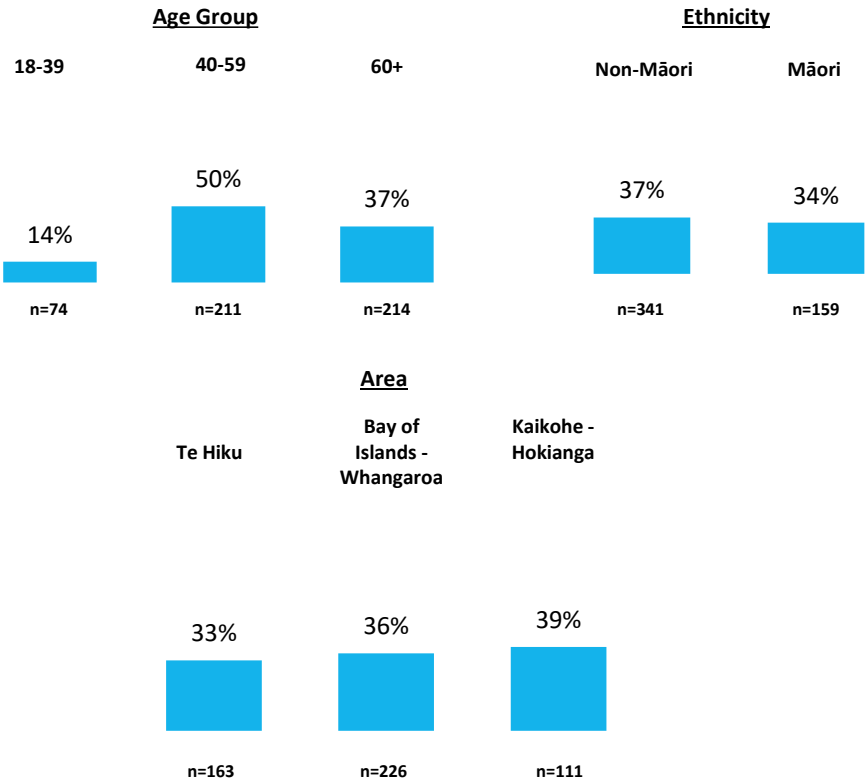
Just over one-third of the respondents (36%) had contacted the Council in the last year for a service request or complaint. Half of them (50%) were aged 40-59 and nearly four out of ten (39%) were from the Kaikohe-Hokianga Ward

Contact with Council in the last 12 months

Have contacted Council in the past 12 months



Proportion of respondents in each group who have contacted Council



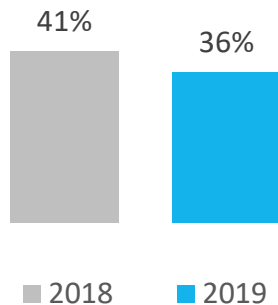
NOTES:
 Sample: 2018 n=500, 2019 n=500; Te Hiku n=163, Bay of Islands-Whangaroa n=226, Kaikohe-Hokianga n=111 18-39 n=74, 40 -59 n=211, 60+ n=177; Non-Maori n=341, Maori n=159
 Excludes 'don't know'

1. RS1. Have you had to contact Council for a service request or complaint during the past 12 months?

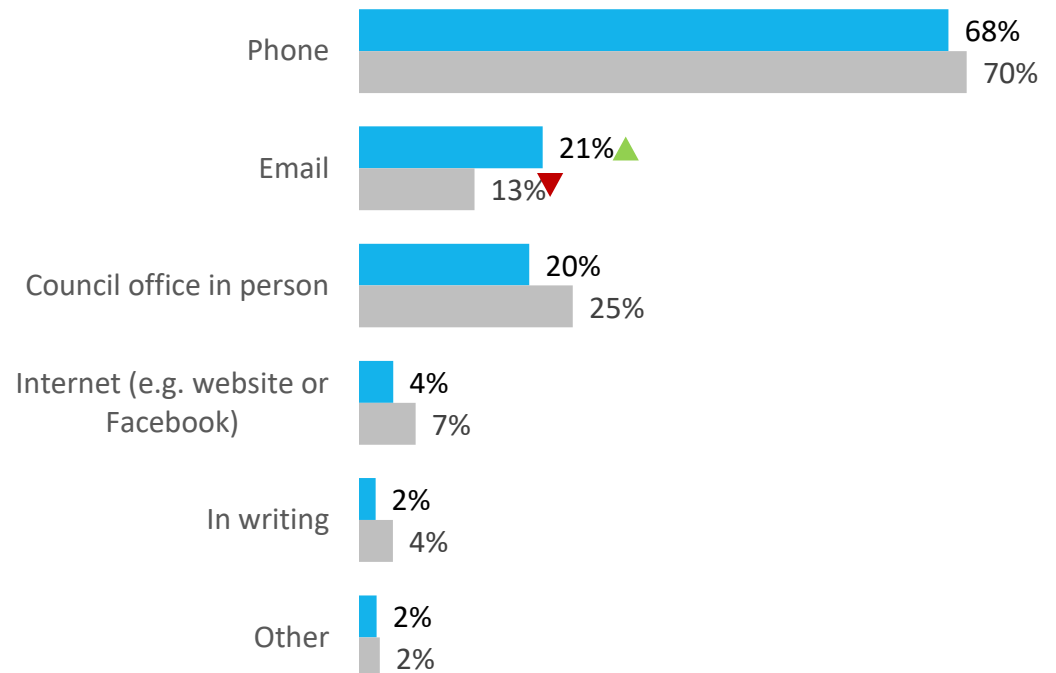
The majority of residents who contacted council for a service request or complaint in the last year (68%) did so via telephone. There was a considerable increase in contact via email, with 21% using this method

Contact with Council in the last 12 months

Have contacted Council in the past 12 months



Method by which last contacted Council

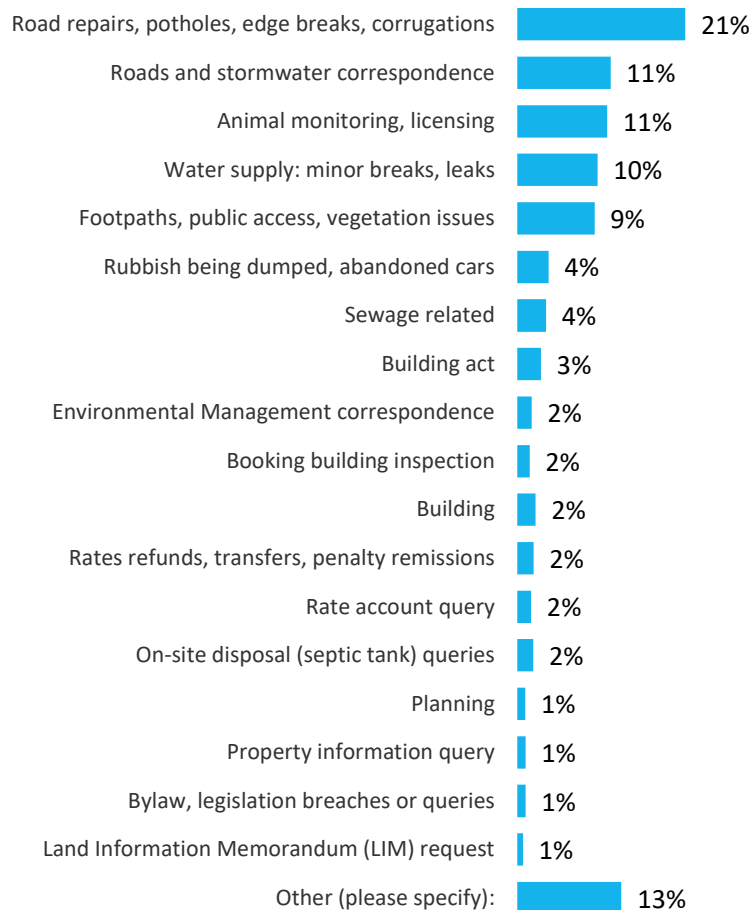


NOTES:
 1. Sample: Those who contacted Council in past 12 months 2018 n=212, 2019 n=199
 2. RS1. Have you had to contact Council for a service request or complaint during the past 12 months?
 3. RS2. How was the contact made?

▲ Significantly higher
 ▼ Significantly lower

One in five people who contacted Council or made an enquiry (21%) lodged a request or complaint regarding *Road repairs – potholes, edge breaks and corrugations*. Around a tenth of requests or complaints related to *Roads and stormwater correspondence* (11%), *Animal monitoring or licensing* (11%) and *Water supply – minor breaks or leaks* (10%)

Request or complaint related to...

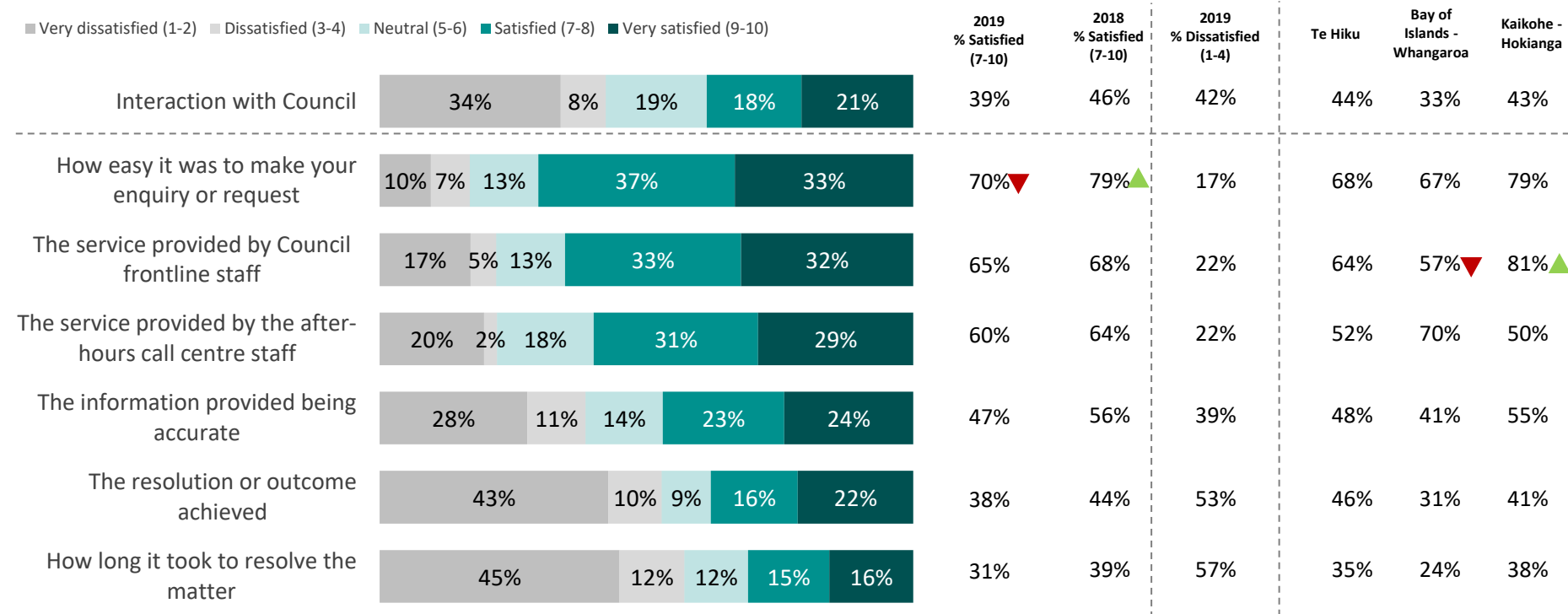


- Other enquires made by residents:*
- Parking
 - On farm enquires
 - Putting a sign up
 - Freedom campers
 - Picnic tables
 - Funding
 - Noise
 - Call centre worker complaint
 - Fire ban
 - Ajax valve on water meter
 - Fire hazard
 - Poison spraying
 - Boat ramps
 - New rapid number
 - Vandalism
 - Lighting out

NOTES:
 1. Sample: Those who contacted Council in past 12 months 2018 n=212, 2019 n=199
 2. RS3. Thinking about your most recent request or complaint, what did it relate to?

Overall, slightly less than four out of ten respondents (39%) were satisfied with *Interaction with Council*, with 42% 'very dissatisfied' or 'dissatisfied'. Those who contacted Council were dissatisfied with the *Resolution or outcome achieved* (53%) and *How long it took to resolve the matter* (58%)

Services and facilities: Interaction with Council



NOTES:

1. Sample: 2018 n=500, 2019 n=500; Te Hiku n=163, Bay of Islands-Whangaroa n=226, Kaikohe-Hokianga n=111 Excludes 'don't know' Those who contacted Council in past 12 months 2018 n=212, 2019 n=199
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?

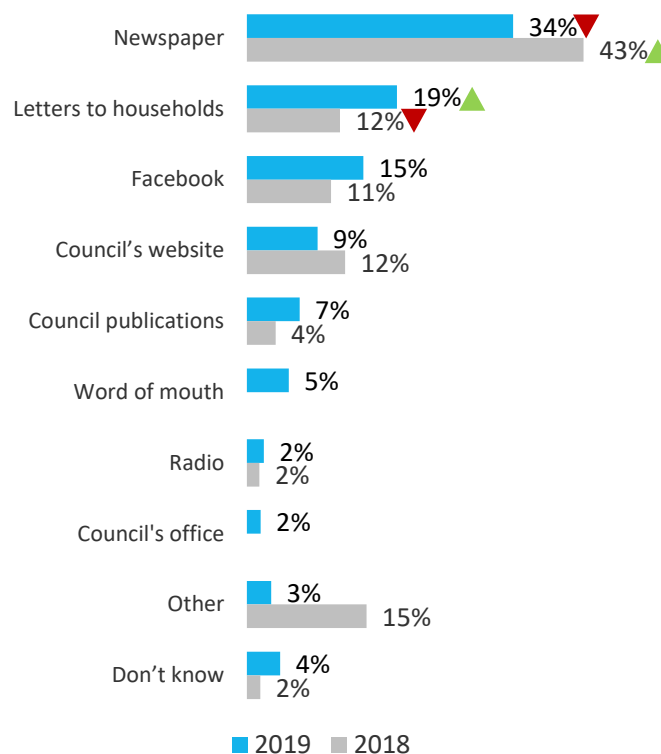
▲ Significantly higher
▼ Significantly lower



Governance, Communication and Strategic Administration

Newspapers, Letters to households and Facebook were the top-3 most relied on sources of information regarding Council’s activity. Less than a tenth of respondents (9%) turned to the Council’s website for information

Most relied on source of information about Council



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

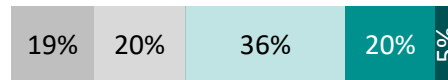
▲ Significantly higher
 ▼ Significantly lower

A quarter of all residents *Make an effort to stay informed* in regards to Council’s activity (25%), while a similar proportion (27%) felt they were *Informed about what Council is doing*

Informed about what Council does

■ Not a lot of effort (1-2) ■ Little effort (3-4) ■ Neutral (5-6)
 ■ Some effort (7-8) ■ A lot of effort (9-10)

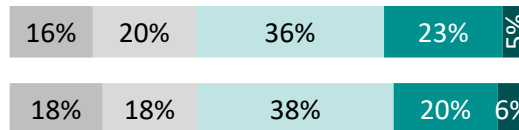
Effort made to stay informed about what Council is doing



2019 % Effort (7-10)	2018 % Effort (7-10)	2019 % Little effort (1-4)	Te Hiku	Bay of Islands - Whangaroa	Kaikohe - Hokianga
25%	24%	39%	28%	21%	31%

■ Very uninformed (1-2) ■ Uninformed (3-4) ■ Neutral (5-6) ■ Informed (7-8) ■ Very well-informed (9-10)

Informed about what Council is doing (all respondents)



Informed about what Council is doing (Māori respondents)



2019 % Informed (7-10)	2018 % Informed (7-10)	2019 % Uninformed (1-4)	Te Hiku	Bay of Islands - Whangaroa	Kaikohe - Hokianga
28%	26%	36%	32%	25%	26%
26%	24%	36%	30%	25%	28%

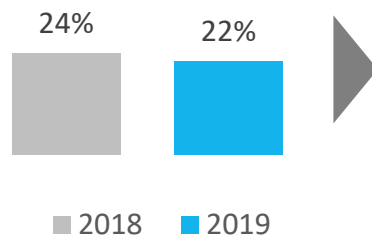
NOTES:

1. Sample: 2018 n=500, 2019 n=500; Te Hiku n=163, Bay of Islands-Whangaroa n=226, Kaikohe-Hokianga n=111 Excludes 'don't know'
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?

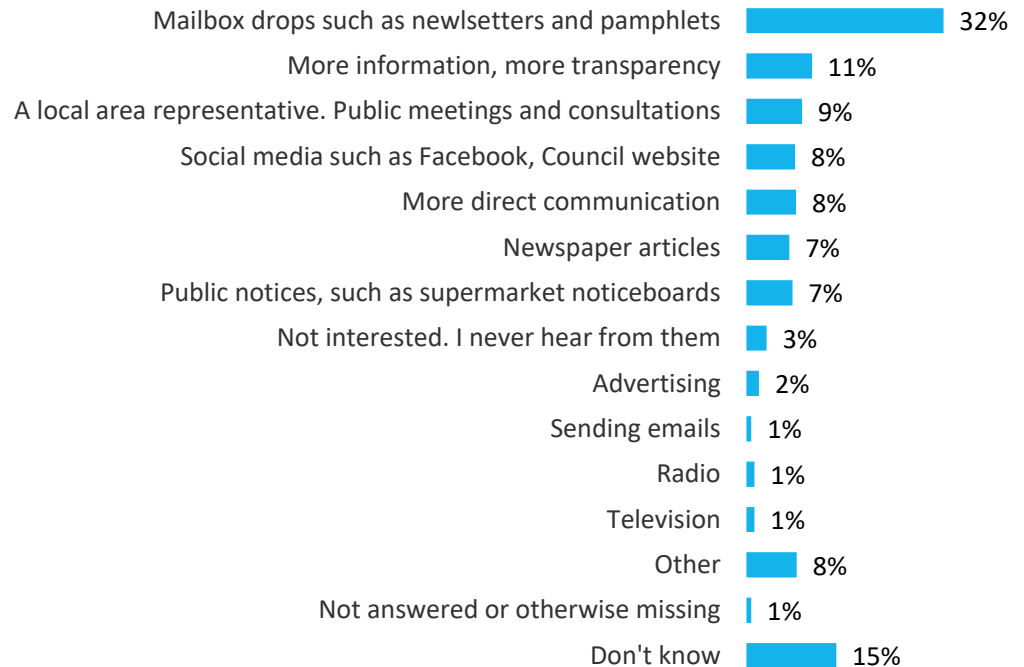
Two out of ten respondents (22%) felt that they were not informed about what Council is doing, rating this aspect 1 to 3 out of 10. Almost one-third of these respondents (32%) suggested *Mailbox drops with newsletters and pamphlets* as the way to improve communication with the public

Suggested improvements to keep residents informed

% Who rated being informed about what Council is doing 1-3 out of 10



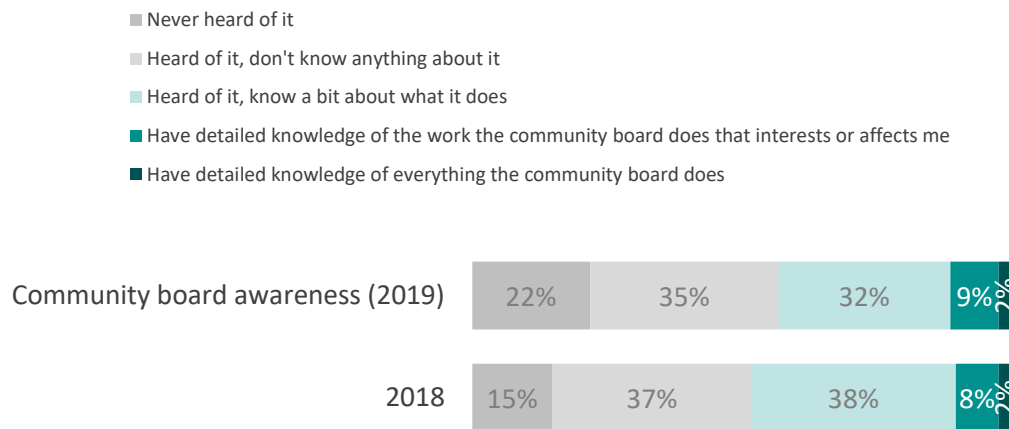
Suggested improvements



NOTES:
 1. Sample: 2019 n=500, those who feel uninformed n=105
 2. GC4. In general, how well-informed do you feel about what Council is doing?
 3. GC4A: How could Council improve the way it keeps you informed?

There was a significant increase in residents who *Have never heard of* the community board operating in their area (22%). Kaikohe-Hokianga residents were more likely to be aware of *the Community board that operates in their area* (83%), while Te Hiku residents were the least aware (73%)

Awareness of the community board that operates in your area



	Heard of it	Never heard of it
2019	78%	22% ▲
2018	85%	15% ▼

Heard of it by ward

	Te Hiku	Bay of Islands - Whangaroa	Kaikohe - Hokianga
2019	73%	79%	83%
2018	84%	86%	83%

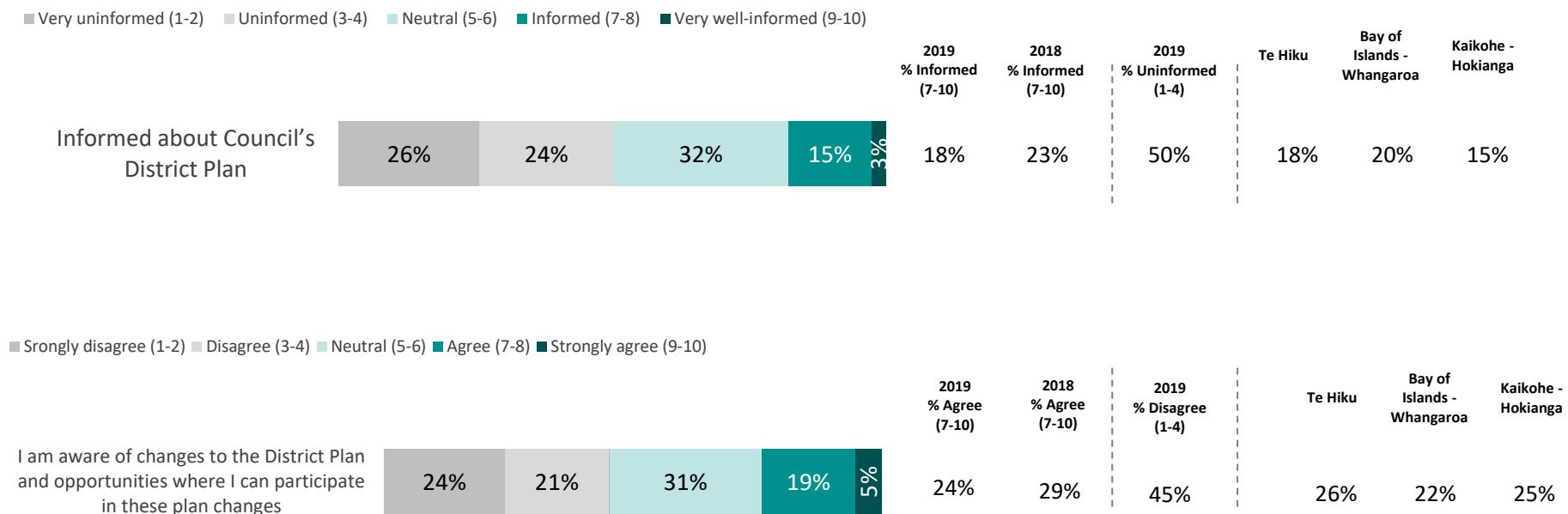
NOTES:

- Sample: 2018 n=500, 2019 n=500; Te Hiku n=163, Bay of Islands-Whangaroa n=226, Kaikohe-Hokianga n=111 Excludes 'don't know'
- GC1. Which of the following best describes your awareness of the community board that operates in your area?

▲ Significantly higher
▼ Significantly lower

Less than two out of ten residents (18%) felt informed about *Council's District plan*, with around one quarter (24%) aware of *Changes to the District Plan and opportunities where they can participate in these plan changes*

Council's District Plan



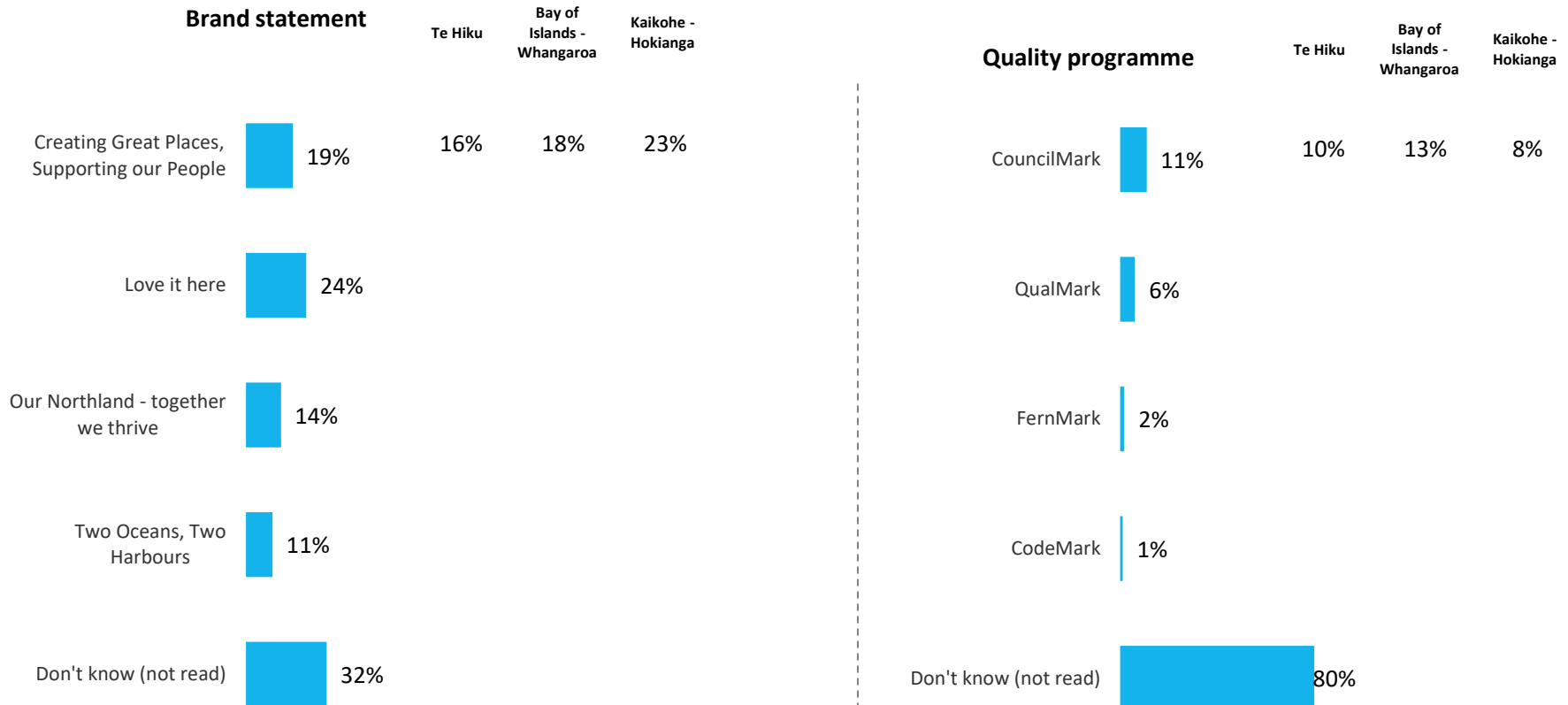
NOTES:

1. Sample: 2018 n=500, 2019 n=500; Te Hiku n=163, Bay of Islands-Whangaroa n=226, Kaikohe-Hokianga n=111 Excludes 'don't know'
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...?

▲ Significantly higher
▼ Significantly lower

Nearly one-fifth of respondents (19%) associated 'Creating Great Places, Supporting our People' with the Council. One out of ten respondents (11%) indicated the local District Council was part of the 'CouncilMark' quality programme

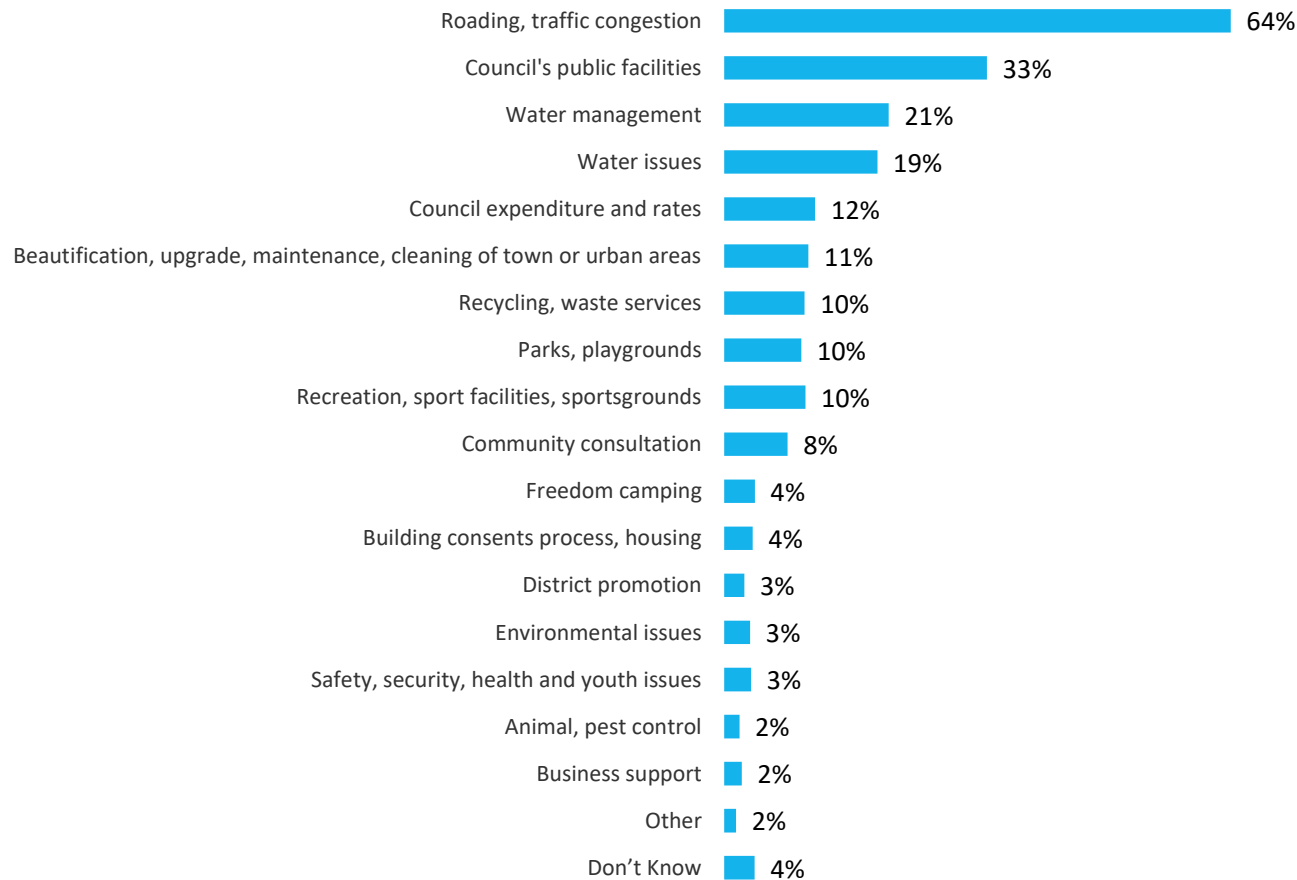
Brand statements and quality programmes



NOTES:
 1. Sample: 2019 n=500
 2. GC5a. Which of the following brand statements do you associate with the Far North District Council?
 3. GC5b Which of the following quality programmes is the Far North District Council a member of (single mention)

Respondents mentioned *Roading, traffic congestion (64%), Council's public facilities (33%)* and *Water management (21%)* as the three main areas that the Council needed to focus on over the next 12 months

Priority for next 12 months



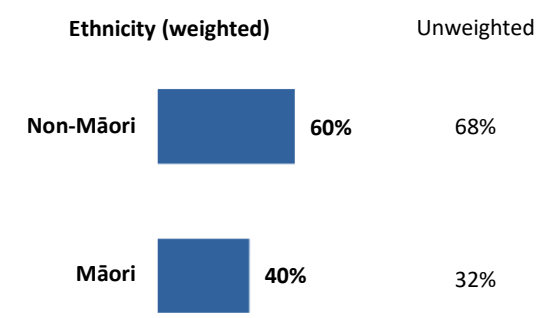
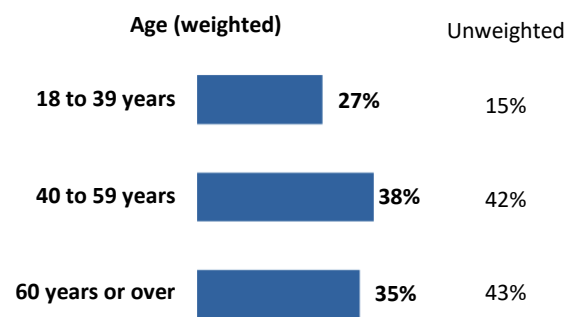
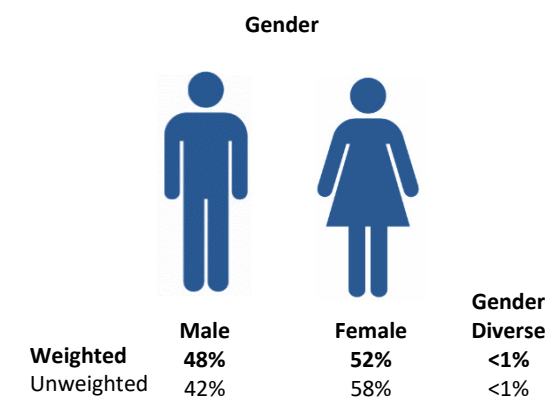
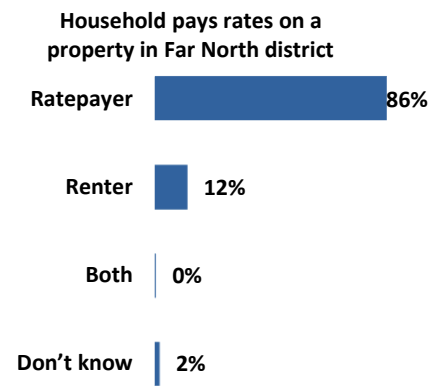
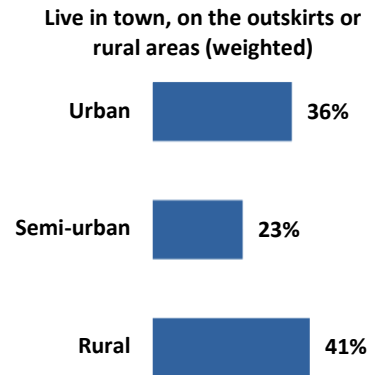
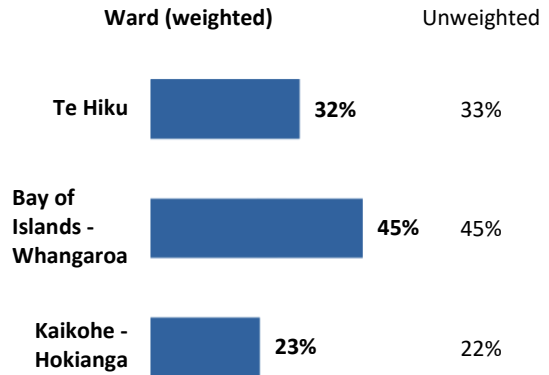
NOTES:

1. Sample: 2018 n=500, 2019 n=500
2. OP2. Which three services or facilities do you think Council should give high priority to over the next 12 months? Response with 2% or more shown



Sample Profile

Demographic Profile



Weighting
 The sample structure target was set broadly in line with known population distributions and was 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.



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Image credit: Catherine Langford

Far North District Council