



# 2021 Annual Residents' Survey

## Table of Contents

Introduction, Objectives and Method	<a href="#">Page 3</a>
Executive Summary	<a href="#">Page 4</a>
Key Findings	<a href="#">Page 6</a>
In Summary: Comparison to previous year's results	<a href="#">Page 7</a>
Overall Satisfaction	<a href="#">Page 8</a>
Drivers of Overall Satisfaction	<a href="#">Page 17</a>
Understanding Reputation	<a href="#">Page 33</a>
Services and Facilities: Roads, footpaths and walkways	<a href="#">Page 42</a>
Services and Facilities: Water management	<a href="#">Page 50</a>
Services and Facilities: Waste management	<a href="#">Page 58</a>
Services and Facilities: Council's public facilities	<a href="#">Page 63</a>
Services and Facilities: Parks, coastal access and car parks	<a href="#">Page 69</a>
Interaction with Council	<a href="#">Page 74</a>
Governance, Communication and Strategic Administration	<a href="#">Page 81</a>
Sample profile	<a href="#">Page 90</a>

## 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 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 Far North District Council
- The questionnaire was designed in consultation with the staff of 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 and the willingness of residents to become involved with Council's decision making
- Data collection was conducted between 29 May to 25 June 2021 with n=501 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 2018 Census
- At an aggregate level the survey has an expected 95% confidence interval (margin of error) of  $\pm 4.4\%$
- There are instances where the sum of the whole number score varies by one point relative to the aggregate score due to rounding

### Notes

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

## Executive Summary (I)

1

All key measures declined year-on-year with significantly lower results on *Overall performance* (25%), *Reputation* (22%) and *Value for money* (26%). Results for several services and facilities reverted to levels measured in 2019, negating the significant gains made in 2020. It was, however, also evident from verbatim comments that the Significant Natural Areas (SNA) policy consultation process, which took place at the time of fieldwork interviewing for the annual residents' survey, impacted on results to some extent.

2

*Reputation* had the greatest impact on perceptions of *Overall performance* and with a significant decline to 22% in satisfaction the *reputation benchmark* declined to 32. Ratings regarding *Vision and leadership* (17%), *Trust* (19%), and *Financial management* (15%) declined considerably year-on-year.

3

Around two thirds of residents (65%) identified *Roading/Traffic congestion* as the main priority for Council to address in the next 10 years. All ratings related to Council provided *Roading and footpaths* declined since last year, with less than a third of residents (31%) satisfied with *Overall roading and footpaths*. 29% were satisfied with *the Sealed roading network*, 13% with the *Unsealed roading network* and 39% with *How well Far North District Council-owned roads meet their needs*. 41% were satisfied with *How well Council-owned footpaths meet their needs*, with 38% satisfied with *the Availability of footpaths* and 33% satisfied with *How well footpaths were maintained*.

4

Satisfaction with the *Overall water management system* also declined year-on-year (35%), with fewer residents satisfied with *Stormwater management* (35%). 57% of residents were satisfied with the *Water supply* and 66% rated the *Sewerage system* 7 to 10 out of 10.

## Executive Summary (II)

5

Satisfaction with *Parks, coastal access and car parks* (48%) declined since last year, with a decline in satisfaction for the *Range of parks and reserves* (63%), *Council-provided access to the coast* (55%) and *Council-provided car park facilities* (44%).

6

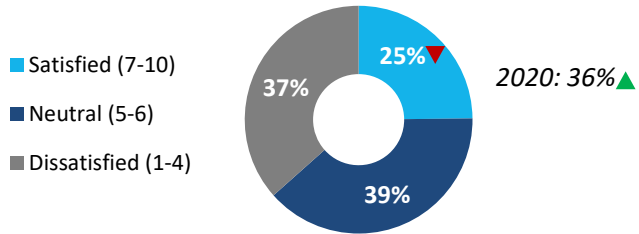
Services and facilities that improved year-on-year included the *Service provided by Council frontline staff* (71%), *Cemeteries* (90%) and *Kaikohe Pool* (100%).

7

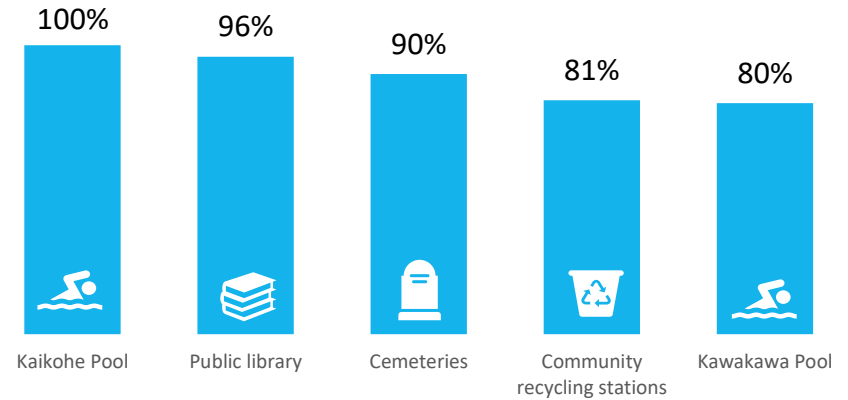
42% of residents contacted Council in the past year with a request or complaint regarding a service. Contact was mainly made via *Telephone* (65%) and *Road repairs, Environmental management concerns* and *Water supply* were the main reasons for contacting Council. 45% of those who contacted Council were satisfied with the *Overall handling of their request or complaint*, but fewer residents were satisfied with *How easy it was to make the enquiry or request* (66%) compared to last year.

# Key Findings

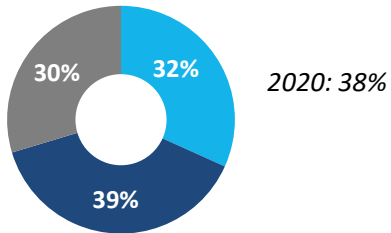
## 2021 OVERALL Satisfaction



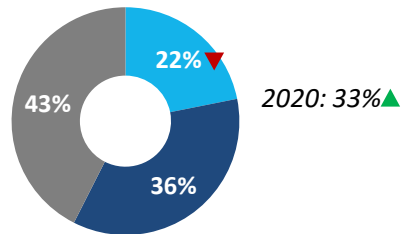
## Top Performing Areas (% satisfied – scoring 7 to 10)



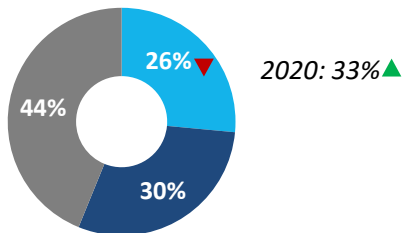
## Quality of Services and Facilities



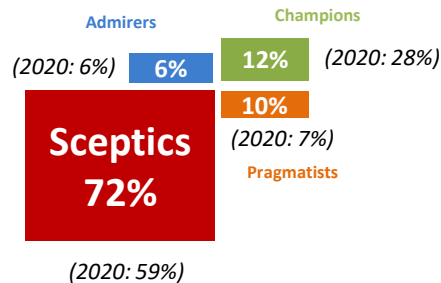
## Reputation



## Value for money



## Reputation Profile



## Key Opportunities for Improvement



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

## In Summary: Comparison to previous year's results

Service/Facility/Activity	2021 (%satisfied/ very satisfied)	2020 (%satisfied/ very satisfied)	Change 2020 to 2021	
Kaikohe Pool*	100	94	+6	
Public library	96	96	+0	
Cemeteries	90	84	+6	
Awareness of the community board in your area	82	89	-7	
Community recycling stations	81	86	-5	
Kawakawa Pool*	80	87	-7	
Refuse transfer stations	79	81	-2	
Service received when contacting Council (frontline staff)	71	65	+6	
Waste water	66	74	-8	
Range of Parks and reserves	63	70	-7	
Kaitaia Pool*	62	77	-15	
Kerikeri Pool*	60	87	-27	
Water supply	57	65	-8	
Access to the coast	55	63	-8	
Public toilets	55	59	-4	
Car park facilities	44	51	-7	
Local footpaths	42	51	-9	
Local roads	38	56	-18	
Stormwater drainage	35	49	-14	
Informed about what Council is doing (all residents)	25	36	-11	
Informed about what Council is doing (Māori respondents)	22	37	-15	
Aware of changes to the District Plan	20	24	-4	
Informed about Council's District Plan (land use)	15	22	-7	



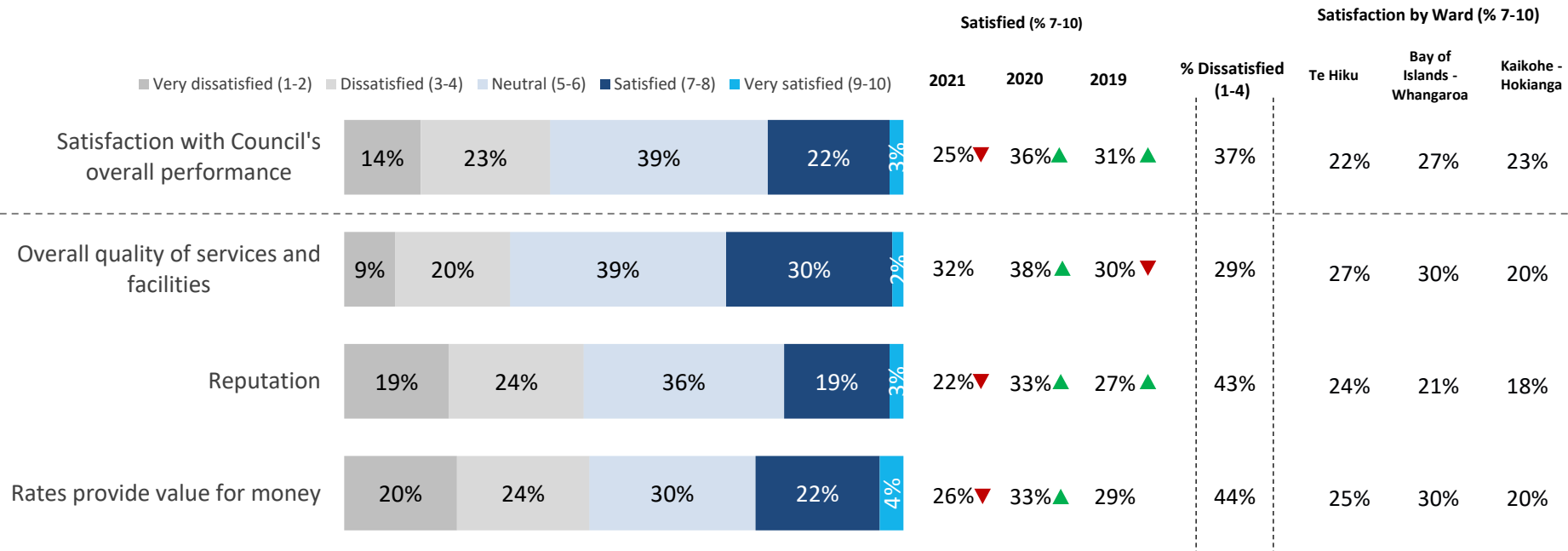


## Overall Satisfaction



Satisfaction with the *Overall performance of the Far North District Council* (everything considered; reputation, services and facilities, and value for money) declined considerably year-on-year (25%). *Reputation* (22%) and satisfaction that *Rates provide value for money* (26%) declined considerably.

## Overall performance



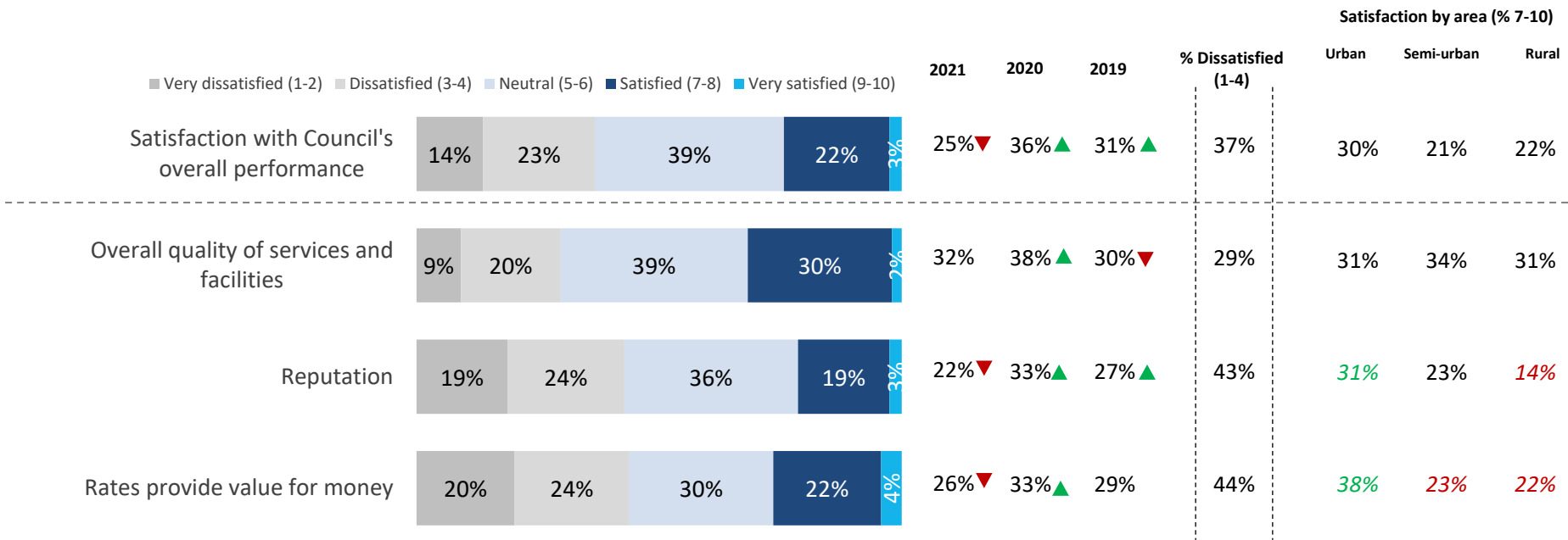
### NOTES:

1. Total sample: 2019 n=500; 2020 n=501; 2021 n=501; Te Hiku n=160, Bay of Islands-Whangaroa n=245, Kaikohe-Hokianga n=96; 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?

Year-on-year  
 ▲ Significantly higher  
 ▼ Significantly lower

Residents from *semi-urban* and *rural* areas were less likely to be satisfied that *Rates provide value for money*, while *urban* residents were more likely to rate Council's *Reputation* and their satisfaction with *Rates providing value for money* 7 to 10 out of 10.

## Overall performance



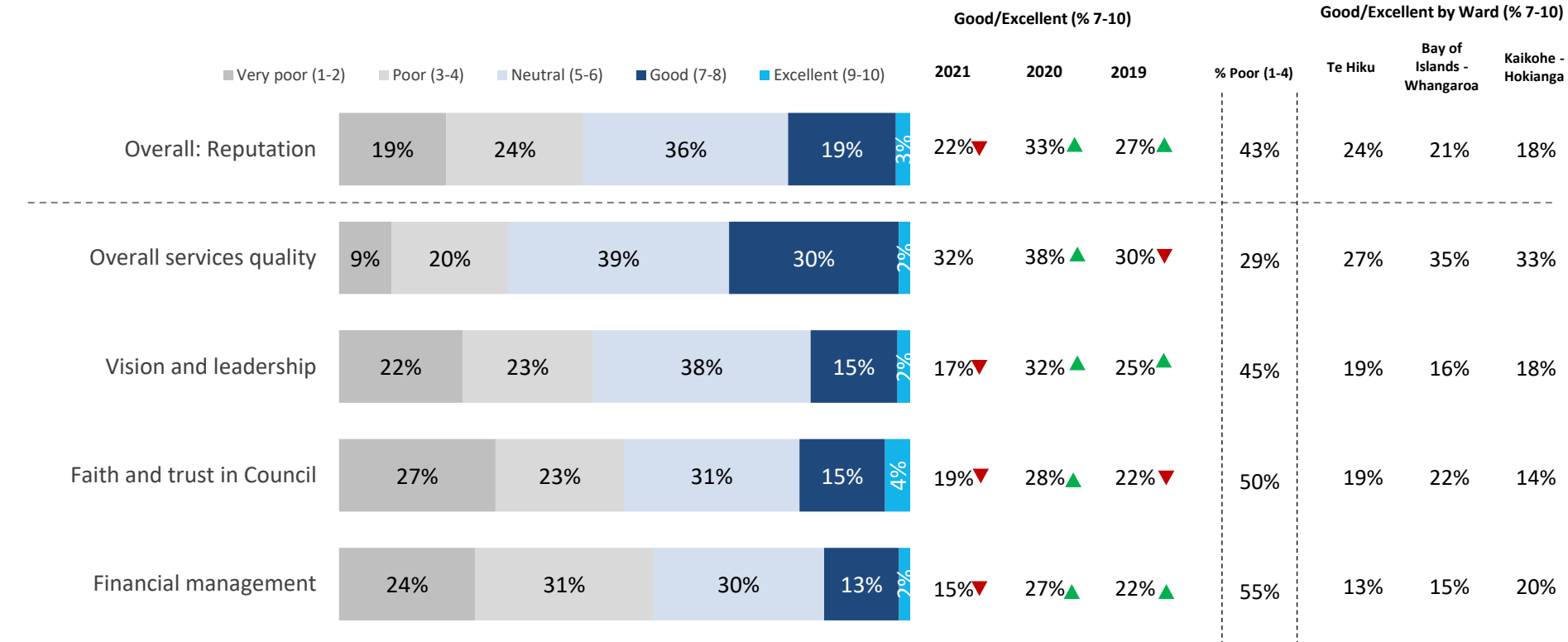
NOTES:

1. Total sample: 2019 n=500; 2020 n=501; 2021 n=501 Urban n=175, Semi urban n=93, Rural n=233; 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?

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

Reputation ratings declined considerably with 22% of residents rating Council's Reputation 'good' to 'excellent'. Only 17% of residents felt Council had Vision and leadership, while 19% indicated a strong level of Faith and trust in Council. Financial management also rated lower at 15%, with 32% rating Overall services quality 'good' to 'excellent'.

## Image and reputation



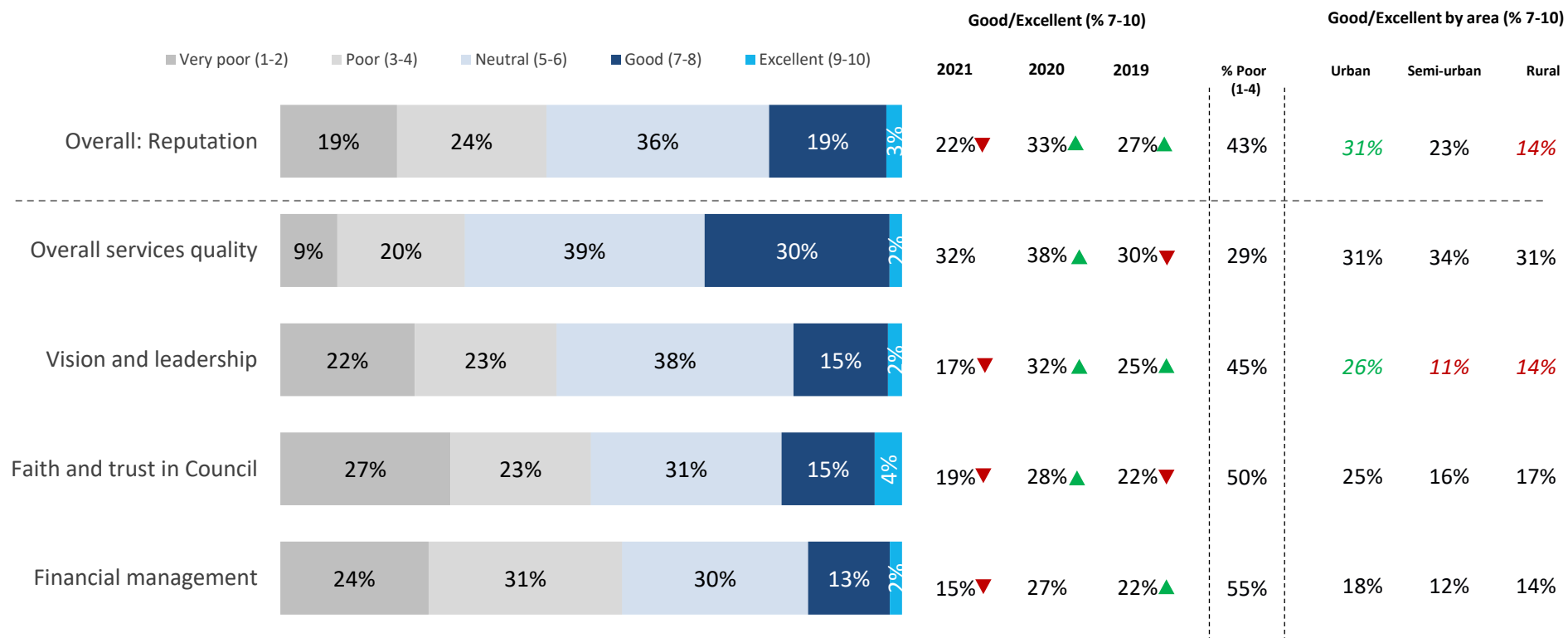
NOTES:

1. Total sample: 2019 n=500; 2020 n=501; 2021 n=501; Te Hiku n=160, Bay of Islands-Whangaroa n=245, Kaikohe-Hokianga n=96; Excludes 'don't know'
2. 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?
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 interest of the district? Overall how would you rate Council in terms of the faith and trust you have in them?
4. 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?
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?

Year-on-year  
▲ Significantly higher  
▼ Significantly lower

Residents living in *urban areas* were more likely to rate Council's *Reputation* and *Vision and leadership* 7 to 10 out of 10 (31% and 26% respectively).

## Image and reputation



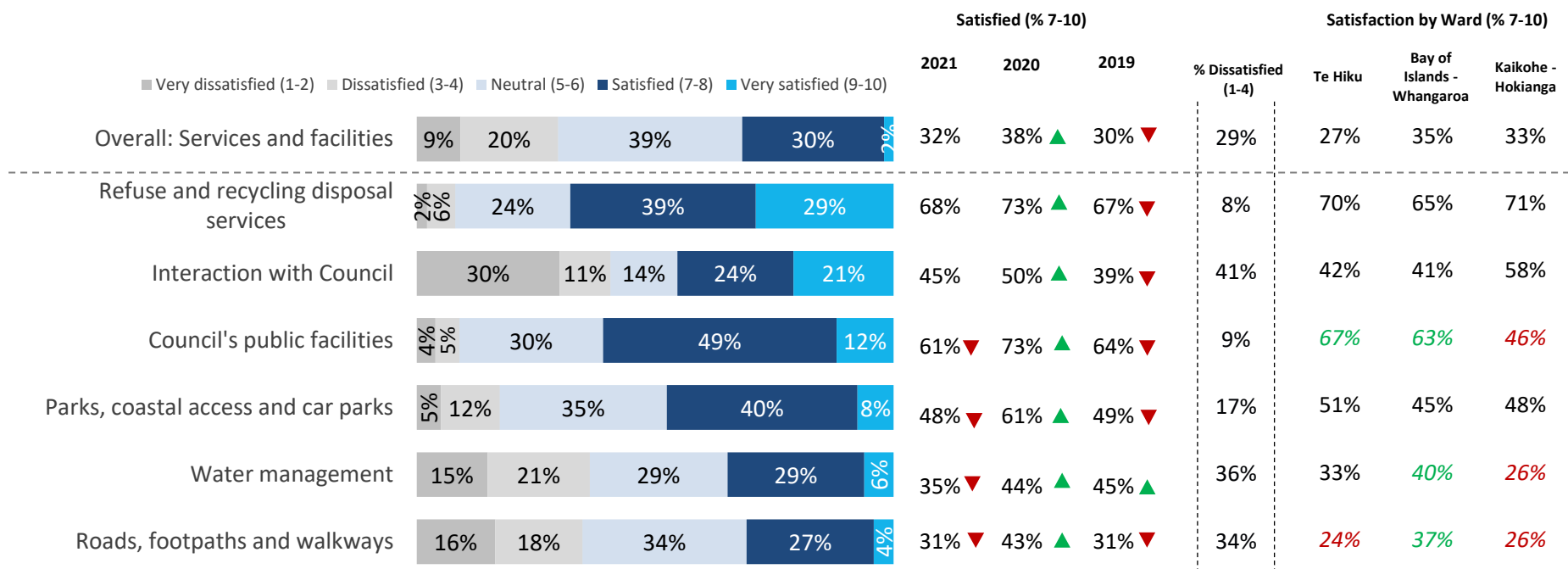
### NOTES:

1. Total sample: 2019 n=500; 2020 n=501; 2021 n=501 Urban n=175, Semi urban n=93, Rural n=233; Excludes 'don't know'
2. 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?
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 interest of the district? Overall how would you rate Council in terms of the faith and trust you have in them?
4. 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?
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?

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

Nearly a third of residents (32%) were satisfied with *Overall services and facilities*, with 68% satisfied with *Refuse and recycling disposal services* and 45% of those who had contact with Council satisfied with the *Interaction*. There was a significant decline in satisfaction with *Council's public facilities* (61%), *Parks, coastal access and car parks* (48%), *Water management* (35%) and *Roads, footpaths and walkways* (31%).

## Services and facilities



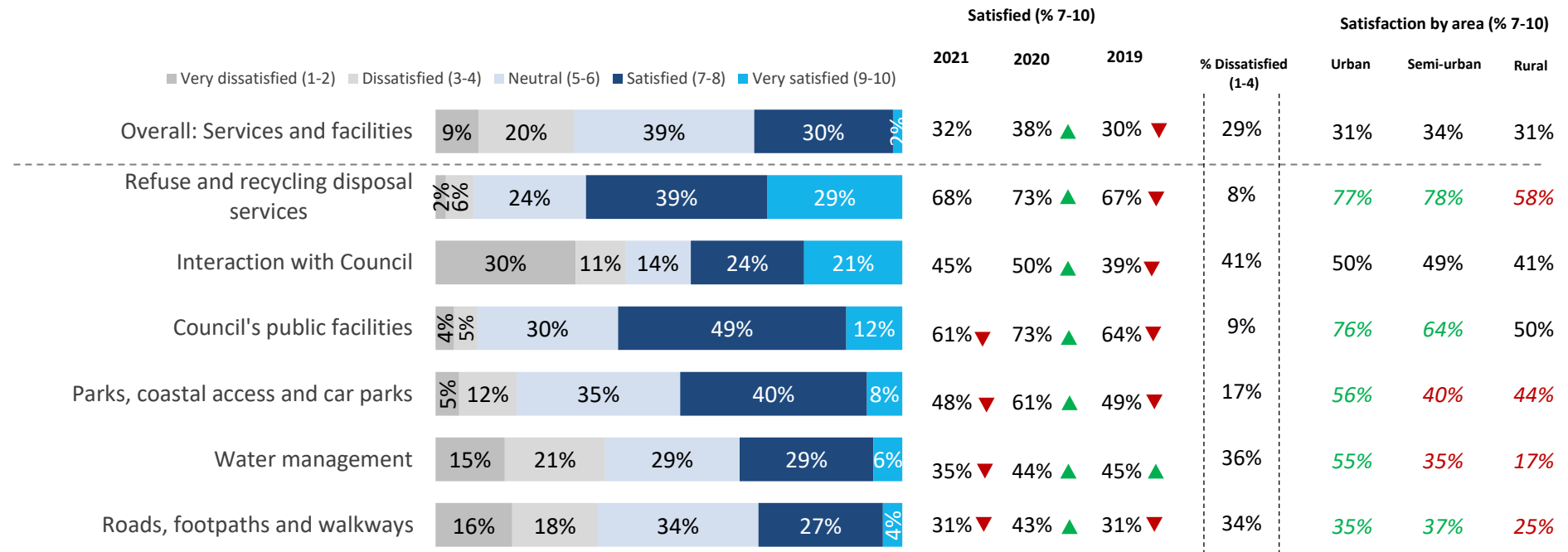
### NOTES:

- Total sample: 2019 n=500; 2020 n=501; 2021 n=501; Te Hiku n=160, Bay of Islands-Whangaroa n=245, Kaikohe-Hokianga n=96; 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?
- PR2. And overall, how satisfied are you with Council parks, coastal access and car parks
- RS4G. How would you rate Council overall for how well they handled your request or complaint? Those who had contact with Council 2021 n=236; 2020 n=212; 2019 n=199
- REP4. How would you rate them for the quality of what they provide the district?

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

Residents from *rural* areas were less likely to be satisfied with *Refuse and recycling disposal services* (58%), *Parks, coastal access and car parks* (44%), *Water management* (17%) and *Roads, footpaths and walkways* (25%). *Semi-urban* residents were less likely to be satisfied with *Parks, coastal access and car parks* (40%) and *Water management* (35%).

## Services and facilities



NOTES:

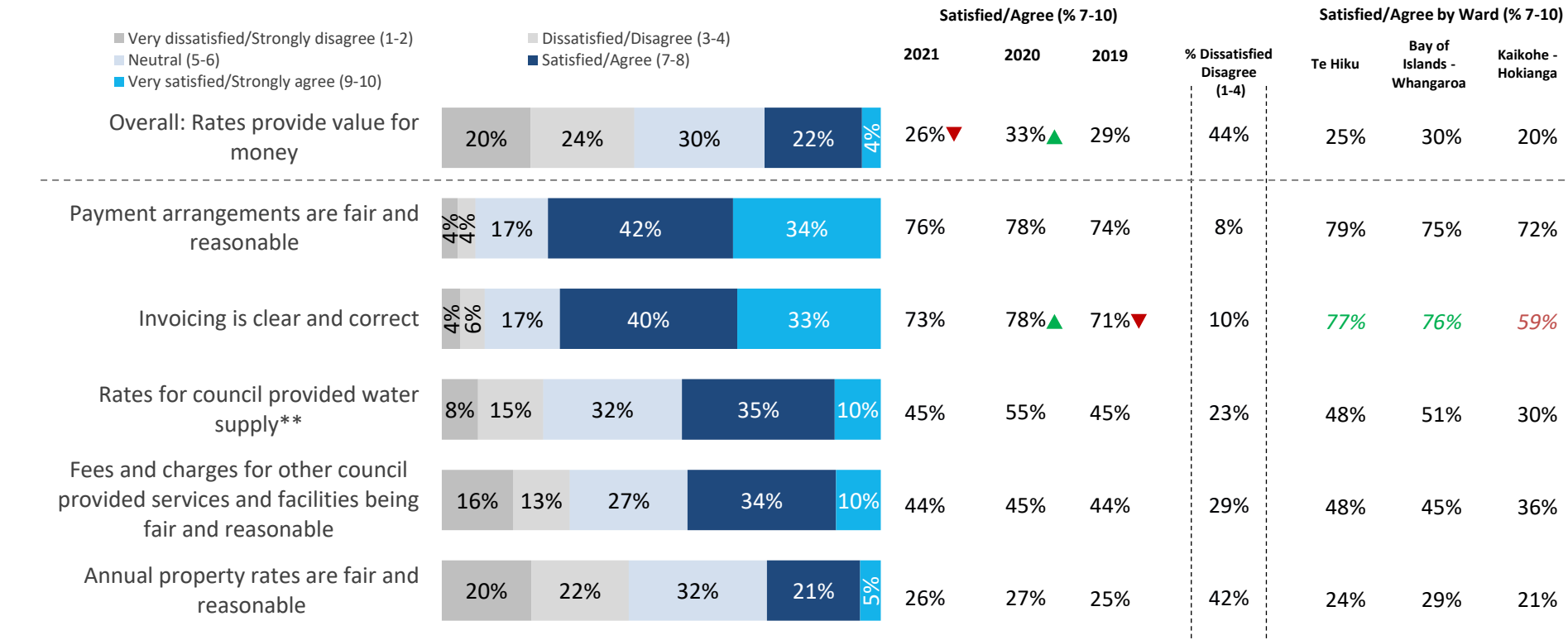
- Total sample: 2019 n=500; 2020 n=501; 2021 n=501 Urban n=175, Semi urban n=93, Rural n=233; Excludes 'don't know'
- RF2. Overall, how satisfied are you with the roads, footpaths and walkways around the district?
- TW6. How would you rate your satisfaction with Council overall for its management of 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?
- PR2. And overall, how satisfied are you with Council parks, coastal access and car parks
- RS4G. How would you rate Council overall for how well they handled your request or complaint? Those who had contact with Council 2021 n=236; 2020 n=212; 2019 n=199
- REP4. How would you rate them for the quality of what they provide the district?

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



Satisfaction with *Rates providing value for money* declined significantly with around a quarter (26%) of residents rating *Value for money* 7 to 10 out of 10 thinking about everything Council has done over the last 12 months and what they have experienced of its services and facilities. 44% of residents were either very dissatisfied (20%) or dissatisfied (24%) with the *Rates providing value for money*. Residents from *Kaikohe-Hokianga Ward* rated all *Value for money* measures lower than other areas.

## Value for money



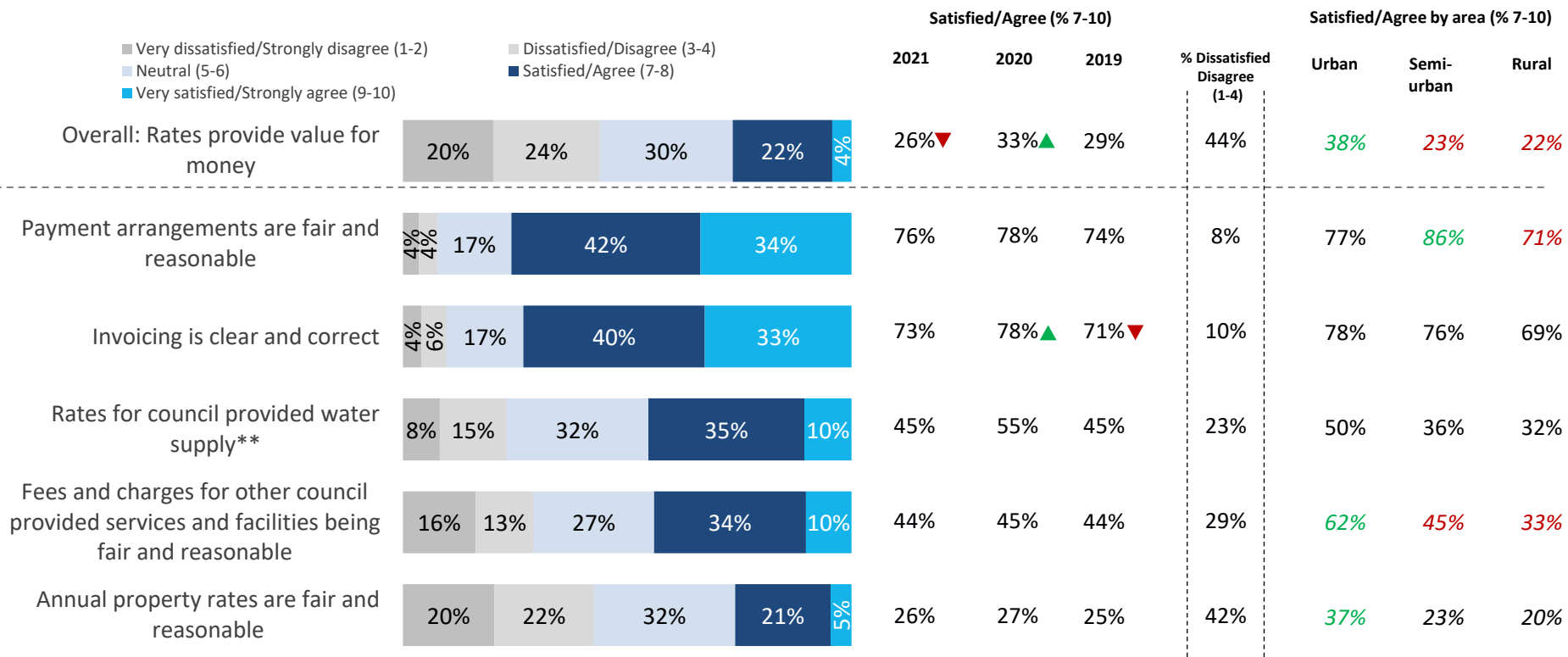
### NOTES:

- Total sample: 2019 n=500; 2020 n=501; 2021 n=501; Te Hiku n=160, Bay of Islands-Whangaroa n=245, Kaikohe-Hokianga n=96; Excludes 'don't know'
- \*\* Rates for Council-provided water supply based on n=166 who have Council water supply connection
- 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?
- 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?

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

Residents in *urban* areas were more likely to be satisfied that *Rates provide value for money*, and more likely to agree *Fees and charges for other council provided services and facilities were fair and reasonable* (62%) and *Annual property rates were fair and reasonable* (37%). Residents from *semi-urban* areas were more likely to agree *Payment arrangements were fair and reasonable* (86%).

## Value for money



### NOTES:

1. Total sample: 2019 n=500; 2020 n=501; 2021 n=501 Urban n=175, Semi urban n=93, Rural n=233; 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?

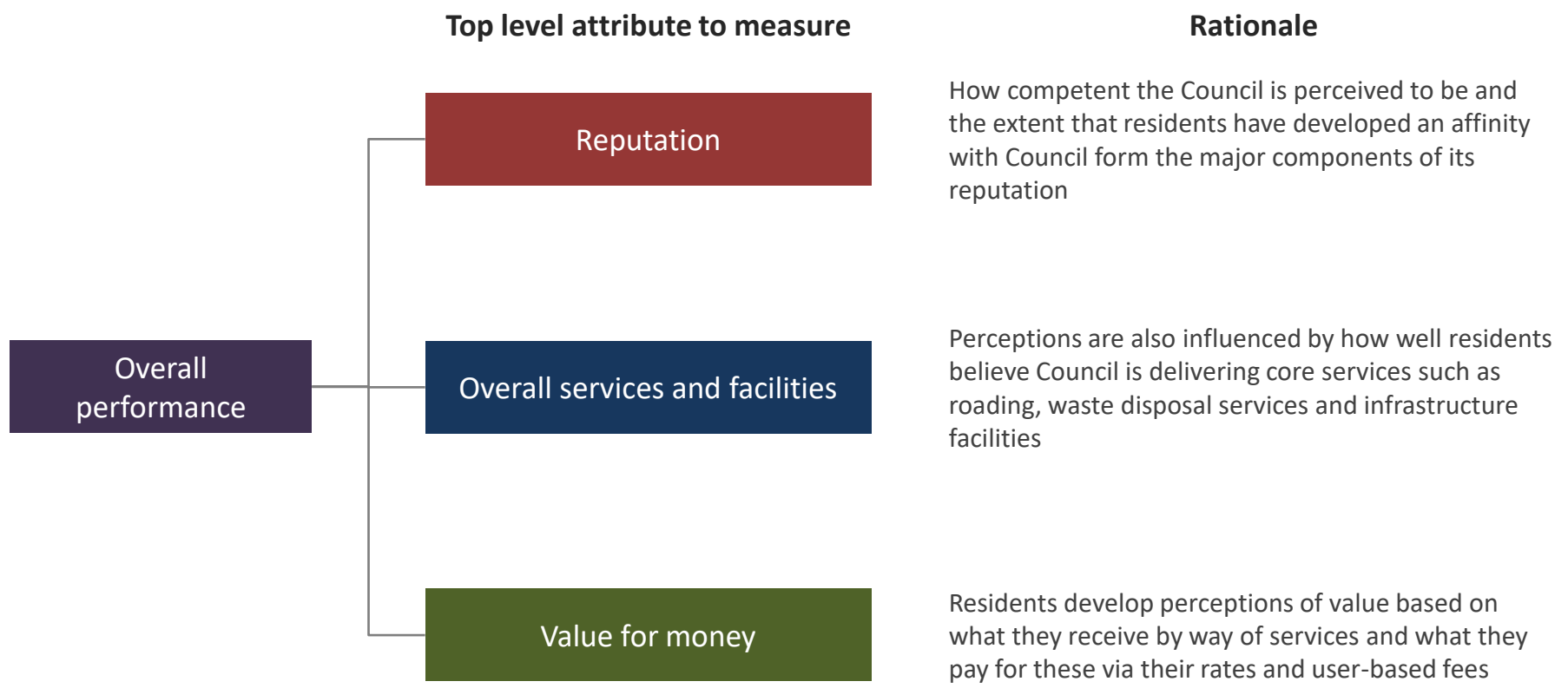
▲ Year-on-year Significantly higher  
▼ Year-on-year Significantly lower  
▲ Between demographics Significantly higher  
▼ Between demographics Significantly lower



## 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



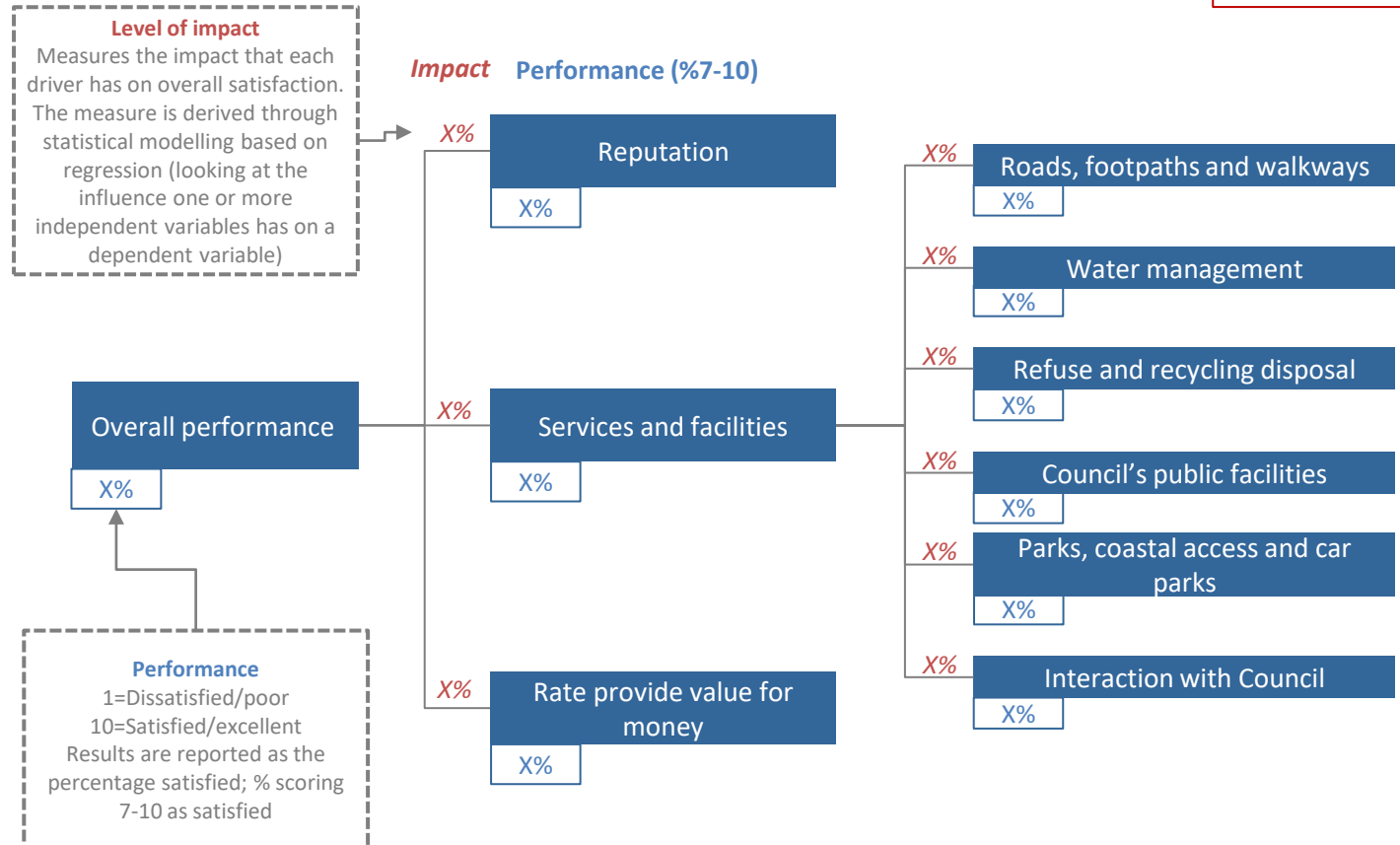
The Customer Value Management (CVM) model is a tool to understand perceptions of Council and a mechanism for prioritising improvement opportunities

## Introduction to the CVM driver model

Illustration

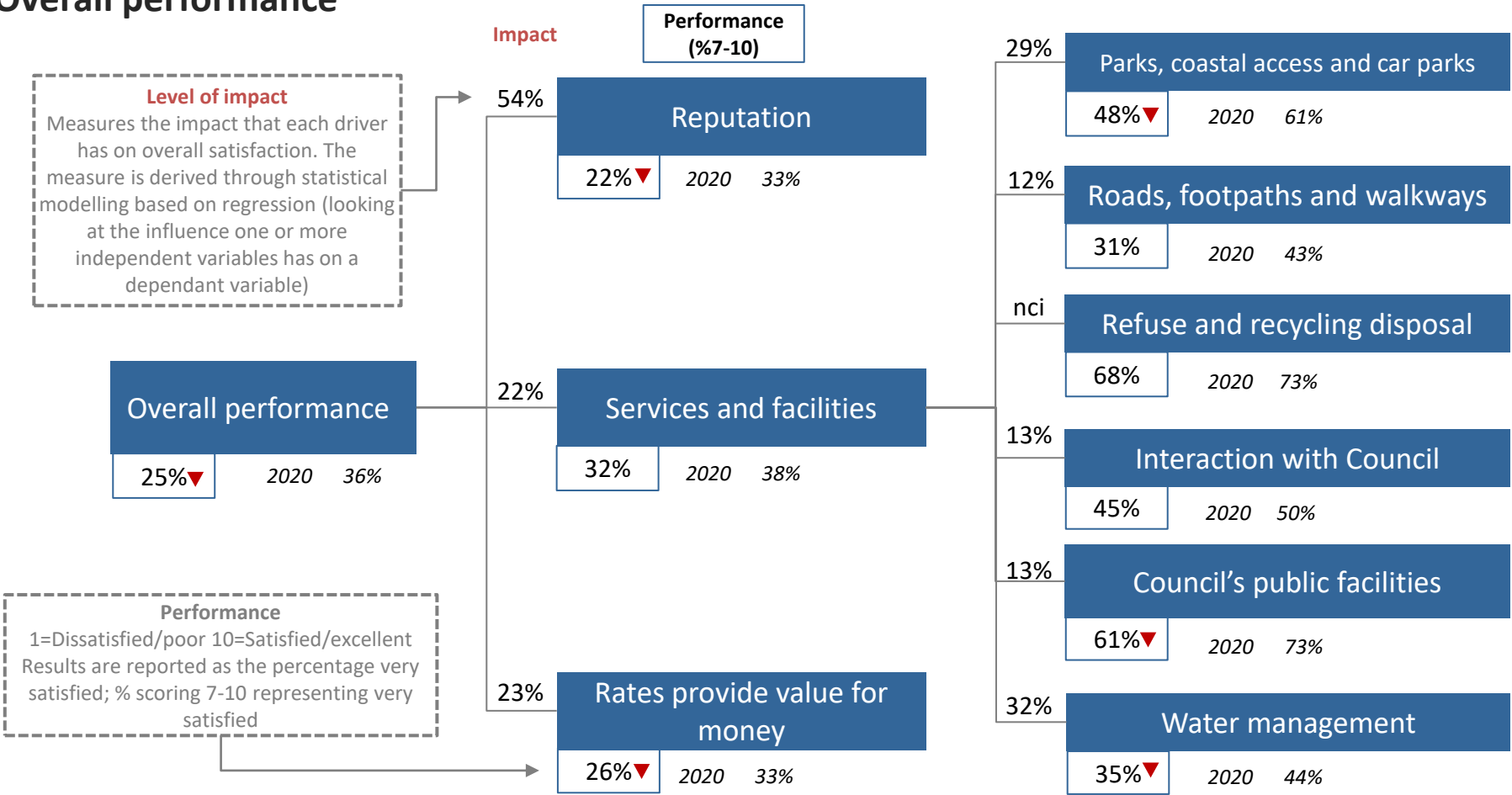
### Overview of our driver model

- 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 residents what is important, we use statistics to derive the impact each element has on the overall perceptions of Council's performance



Reputation had the greatest impact on Overall performance (54%), followed by Rates providing value for money (23%) and Services and facilities (22%) with similar levels of impact. Water management had the greatest impact on perceptions of Services and facilities, followed by Parks, coastal access and car parks.

## Overall performance



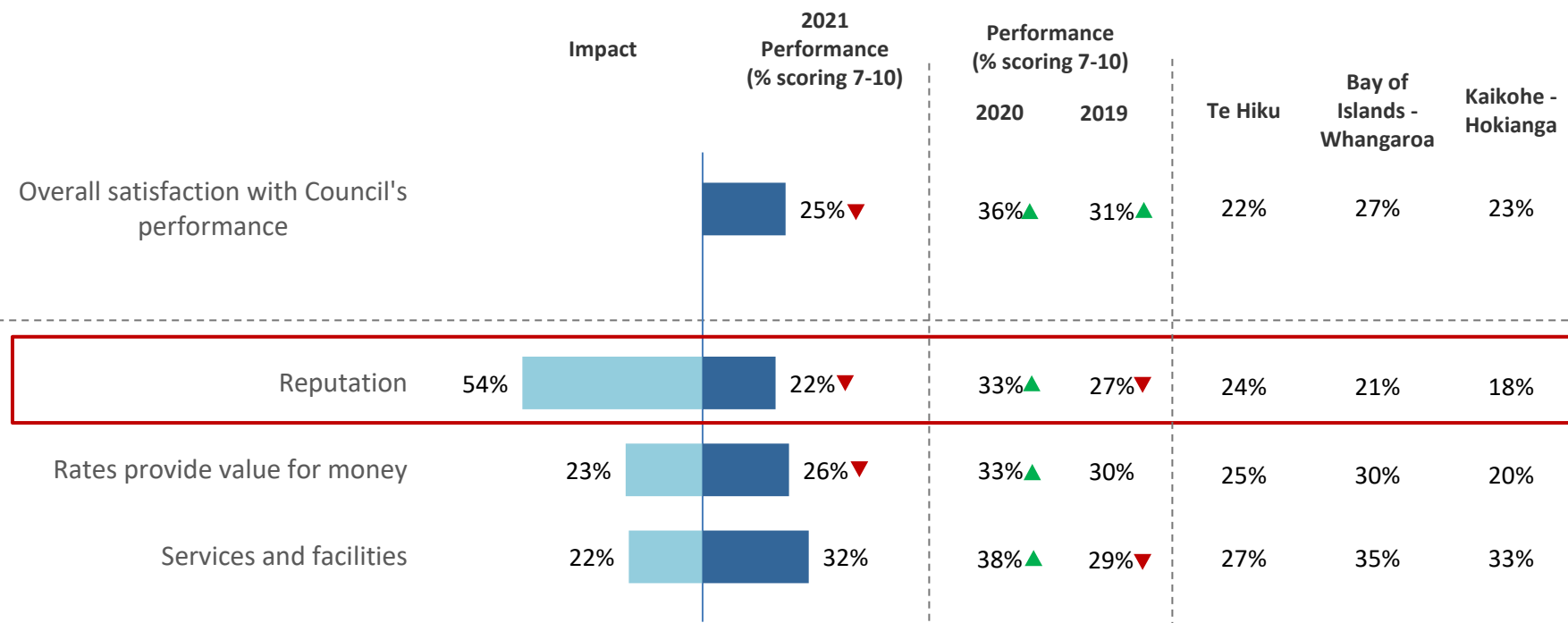
NOTES:  
1. Sample: 2020 n=501; 2021 n=501  
2. nci = no current impact

Year-on-year  
▲ Significantly higher  
▼ Significantly lower



Reputation had the greatest impact on Overall performance. Reputation ratings declined to levels lower than what was measured in 2019. Lower ratings were evident across all three Council wards.

## Driver analysis: Overall level drivers



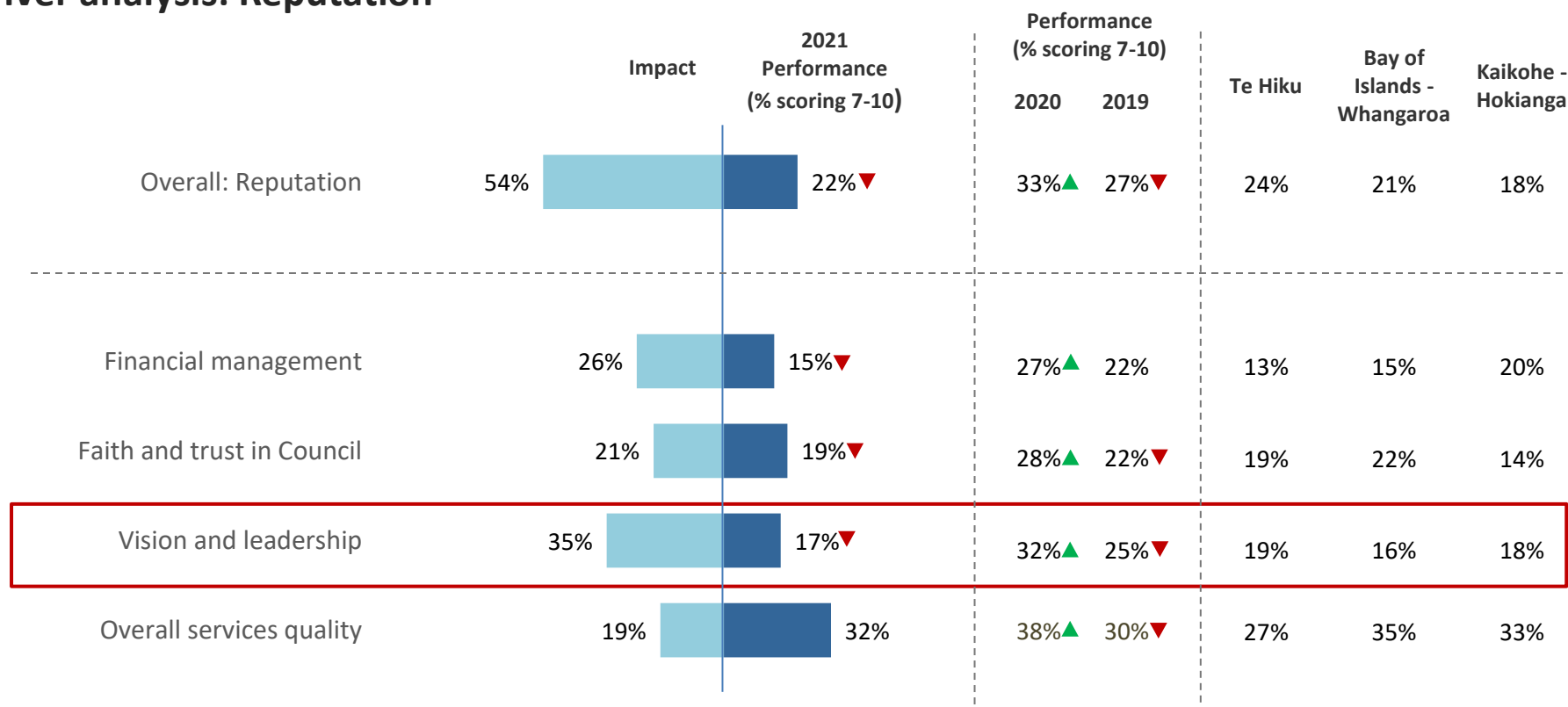
### NOTES:

1. Total sample: 2019 n=500; 2020 n=501; 2021 n=501; Te Hiku n=160, Bay of Islands-Whangaroa n=245, Kaikohe-Hokianga n=96; 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?

Year-on-year  
 ▲ Significantly higher  
 ▼ Significantly lower

*Vision and leadership* had the greatest impact on perceptions of Council's *Reputation* and ratings reverted to lower levels than measured in 2019. Lower ratings regarding *Vision and leadership* were evident across all three Council wards.

## Driver analysis: Reputation



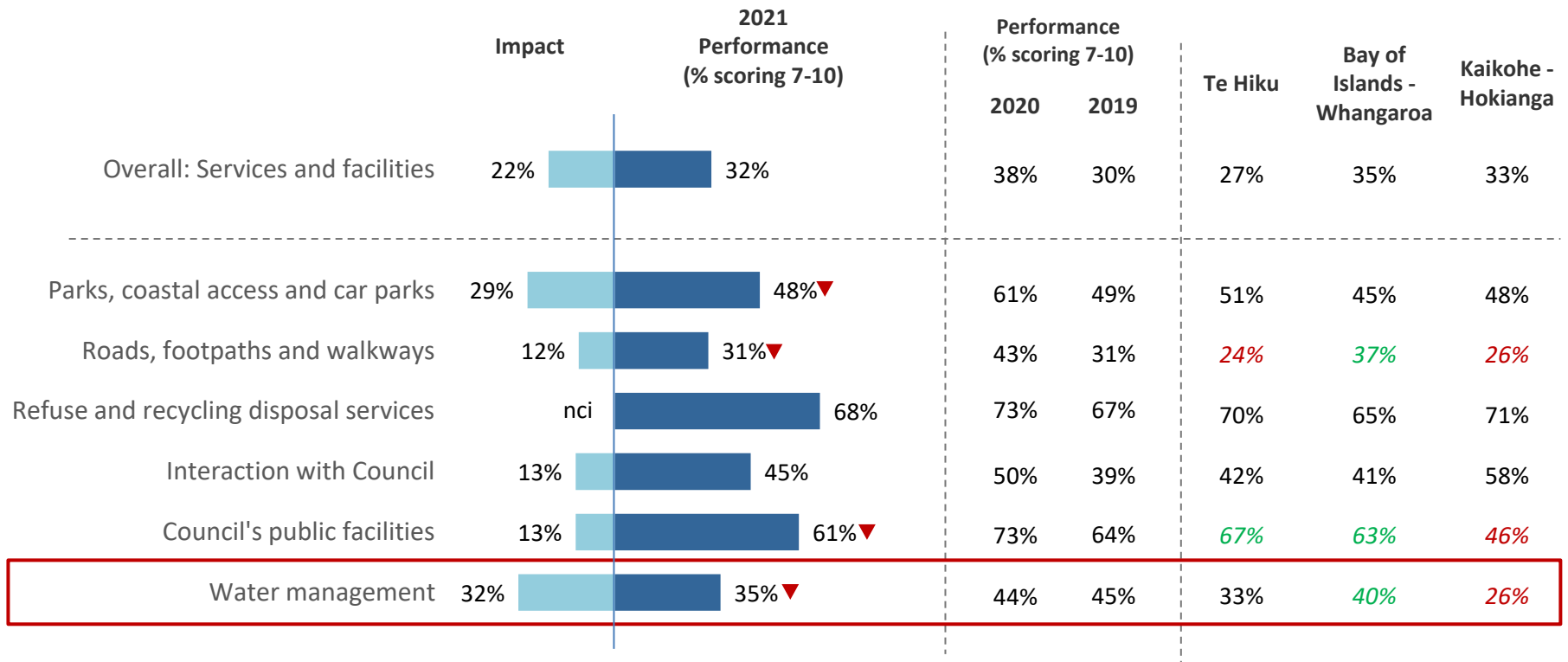
### NOTES:

1. Total sample: 2019 n=500; 2020 n=501; 2021 n=501; Te Hiku n=160, Bay of Islands-Whangaroa n=245, Kaikohe-Hokianga n=96; Excludes 'don't know'
2. 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?
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 interest of the district? Overall how would you rate Council in terms of the faith and trust you have in them?
4. 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?
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?

Year-on-year  
 ▲ Significantly higher  
 ▼ Significantly lower

Water management had the greatest impact on perceptions regarding Overall services and facilities. Satisfaction with Council's Water management services declined considerably year on year, with residents living in Kaikohe-Hokianga Ward less likely to be satisfied. Parks, coastal access and car parks were the next most impactful service on perceptions of Overall services and facilities. Satisfaction with Parks, coastal access and car parks declined considerably to levels seen in 2019.

## Driver analysis: Services and facilities



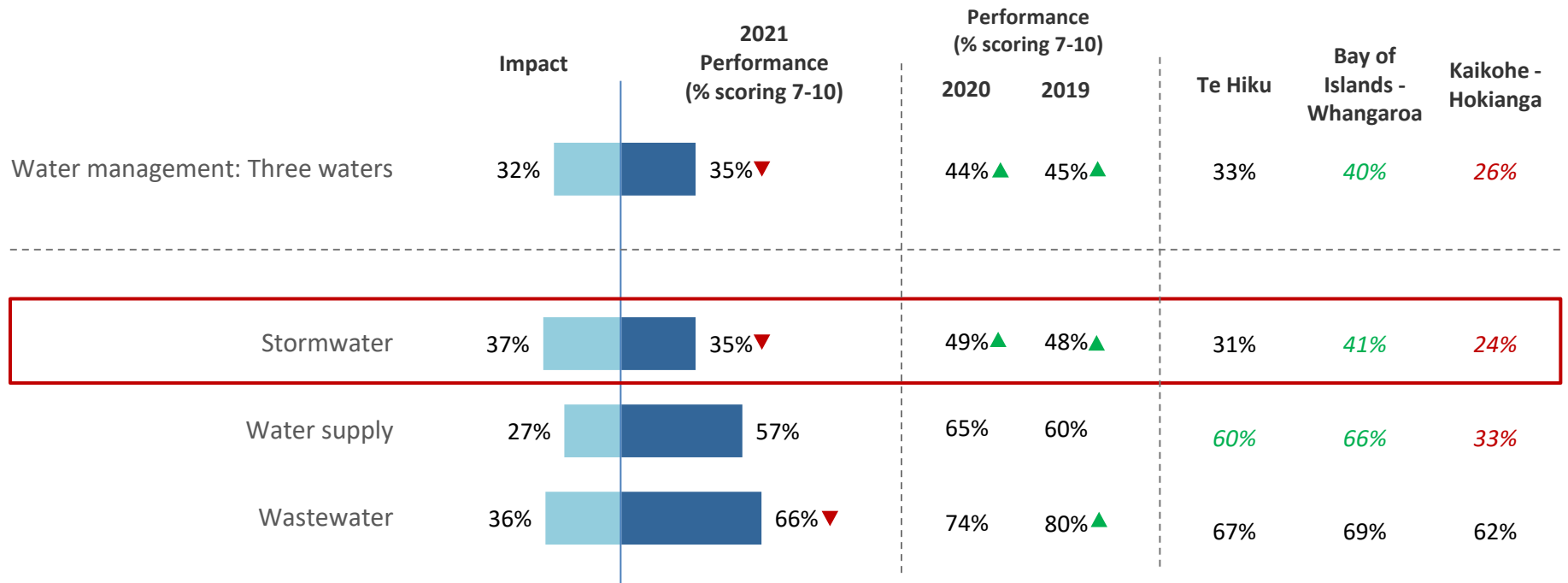
### NOTES:

- Total sample: 2019 n=500; 2020 n=501; 2021 n=501; Te Hiku n=160, Bay of Islands-Whangaroa n=245, Kaikohe-Hokianga n=96; 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?
- PR2. And overall, how satisfied are you with Council parks, coastal access and car parks
- 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?
- nci=no current impact

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

Stormwater management has the greatest influence on perceptions regarding Council Water management services, and improvements in this area would benefit the overall satisfaction with the service. Kaikohe-Hokianga Ward residents were less likely to be satisfied with both the Stormwater management (24%) and Water supply system (33%).

## Driver analysis: Services and facilities: Water management



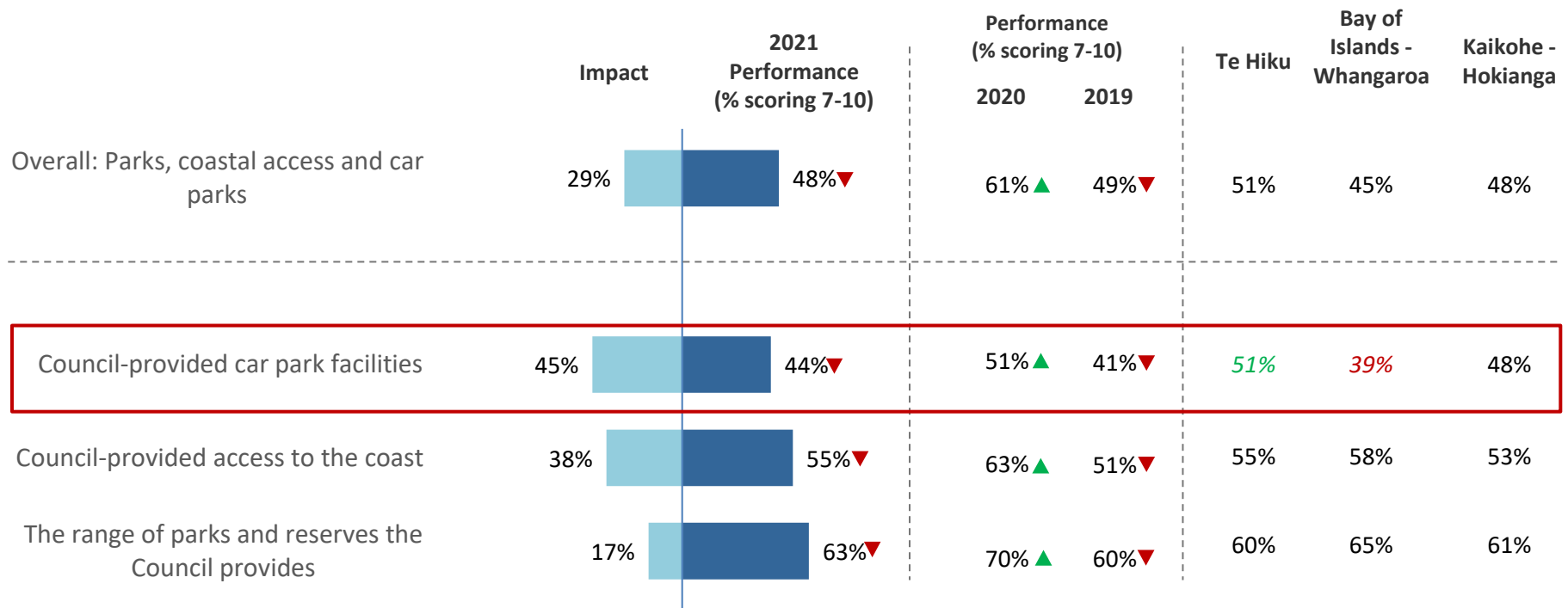
NOTES:

1. Sample: 2019 n=500; 2020 n=501; 2021 n=501; Te Hiku n=160, Bay of Islands-Whangaroa n=245, Kaikohe-Hokianga n=96; 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?

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

Council-provided car park facilities had the most impact on perceptions regarding Parks, coastal access and car parks. Satisfaction with these facilities declined, with residents from Bay of Islands-Whangaroa Ward less likely to be satisfied with the Council provided car park facilities.

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



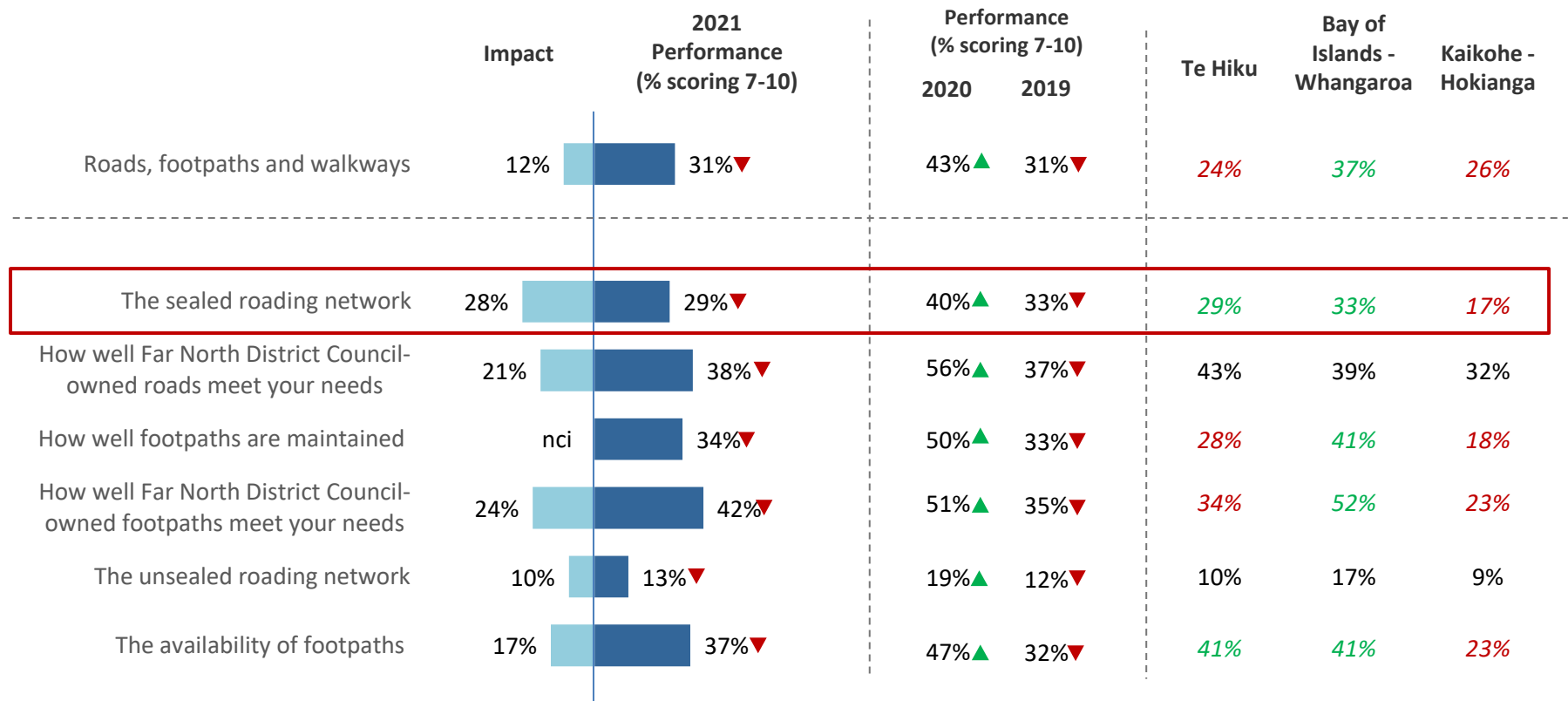
NOTES:

1. Sample: 2019 n=500; 2020 n=501; 2021 n=501; Te Hiku n=160, Bay of Islands-Whangaroa n=245, Kaikohe-Hokianga n=96; 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?

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





Perceptions of *Roading and footpaths* would benefit most from an improvement in how the *Sealed roading network* was perceived, as it contributed most to this area's performance. Residents living in *Bay of Islands-Whangaroa Ward* were more likely to be satisfied with *Roads, footpaths and walkways overall, the sealed roading network, how well footpaths are maintained, how well Far North District Council-owned footpaths meet their needs and the availability of footpaths.*

## Driver analysis: Services and facilities: Roads, footpaths and walkways



### NOTES:

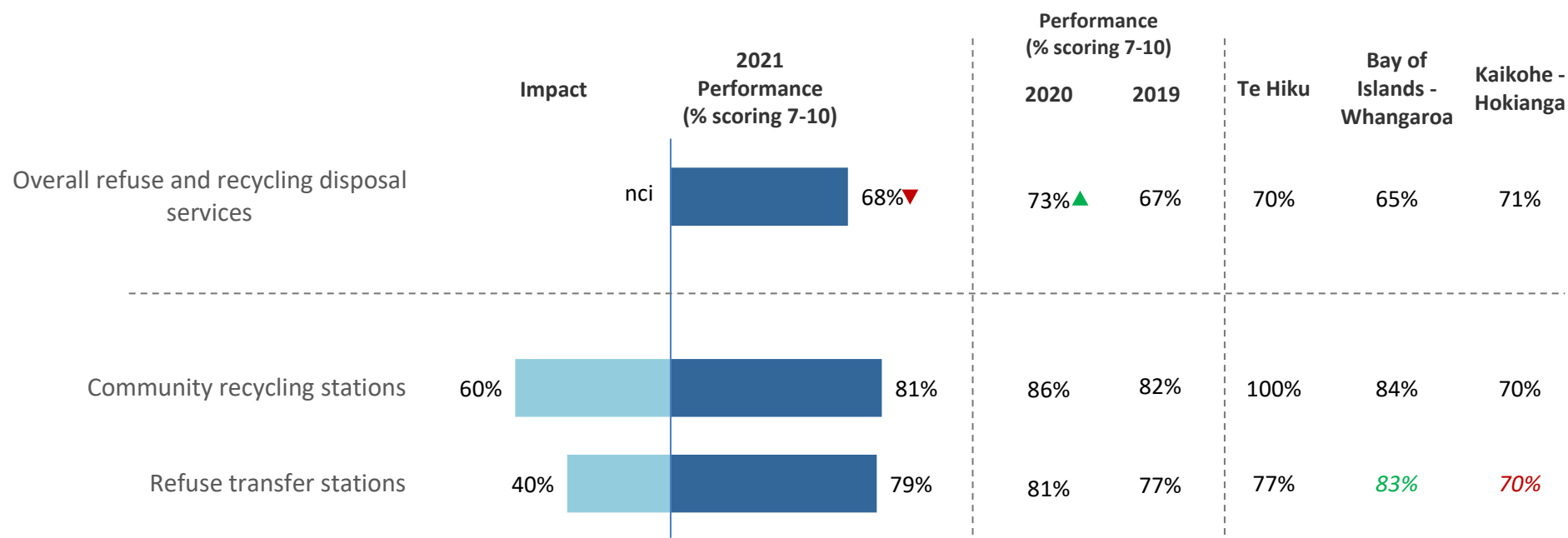
- Sample: 2019 n=500; 2020 n=501; 2021 n=501; Te Hiku n=160, Bay of Islands-Whangaroa n=245, Kaikohe-Hokianga n=96; Excludes 'don't know'
- RF1. Using the 1 to 10 scale, where 1 means 'very dissatisfied' and 10 means 'very satisfied', how would you rate your level of satisfaction with each of the following...
- RF2. Overall, how satisfied are you with the roads, footpaths and walkways around the district?

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



Community recycling stations had the greatest impact on perceptions regarding *Refuse and recycling disposal services*, and satisfaction levels were high at 81%. *Refuse transfer stations* had less impact on overall perceptions of *Refuse and recycling disposal services*. Residents from *Bay of Islands-Whangaroa Ward* were more likely to be satisfied with *Refuse transfer stations*.

## Driver analysis: Services and facilities: Refuse and recycling



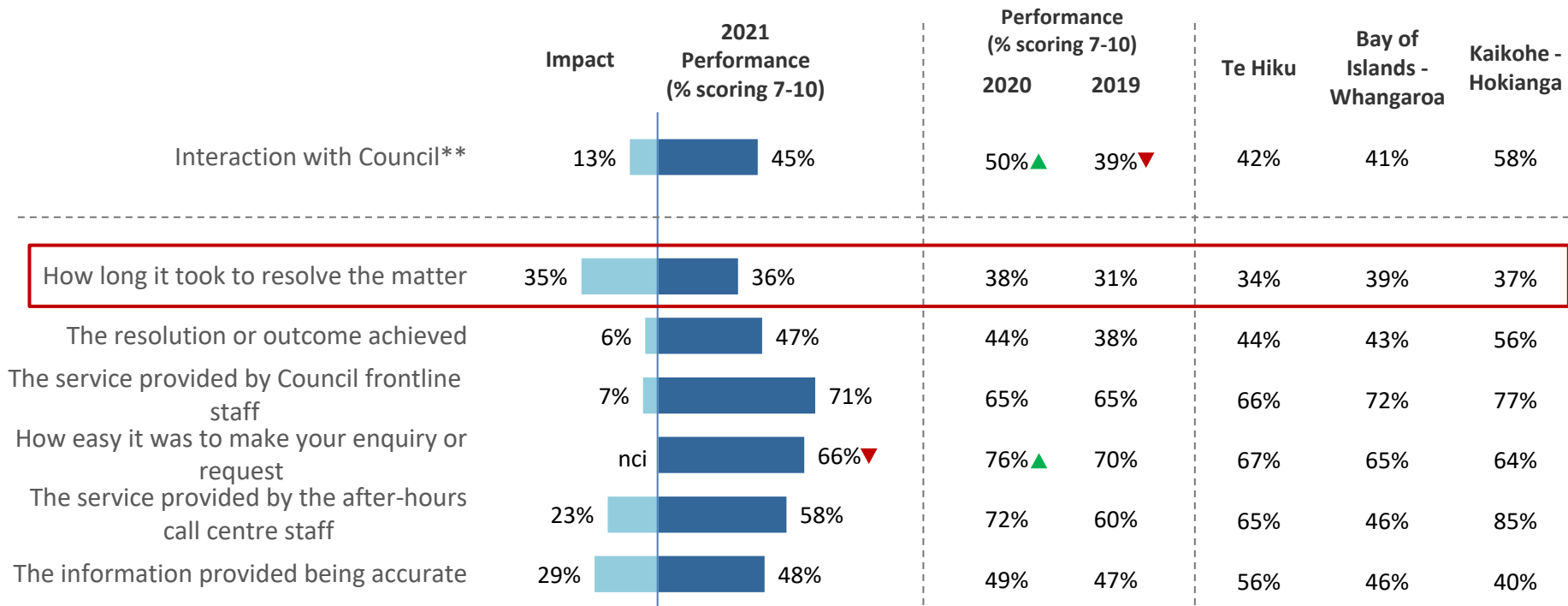
### NOTES:

- Sample: 2019 n=500; 2020 n=501; 2021 n=501; Te Hiku n=160, Bay of Islands-Whangaroa n=245, Kaikohe-Hokianga n=96; Excludes 'don't know'
- 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?
- WR4. Still using the 1-10 scale, how satisfied or dissatisfied are you with the Council's community recycling stations?
- WR5. How would you rate your satisfaction with the Council overall for its refuse and recycling disposal services?
- nci = no current impact

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

How long it took to resolve the matter had the greatest impact on overall perception of *Interaction with Council*. As satisfaction ratings were relatively low, improvements can be made in this area. The information provided being accurate was the next most impactful element. Satisfaction with *How easy it was to make your enquiry or request* declined considerably year-on-year, but this aspect had no current impact on perceptions regarding the *Interaction with Council*.

## Driver analysis: Services and facilities: Contact with Council



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

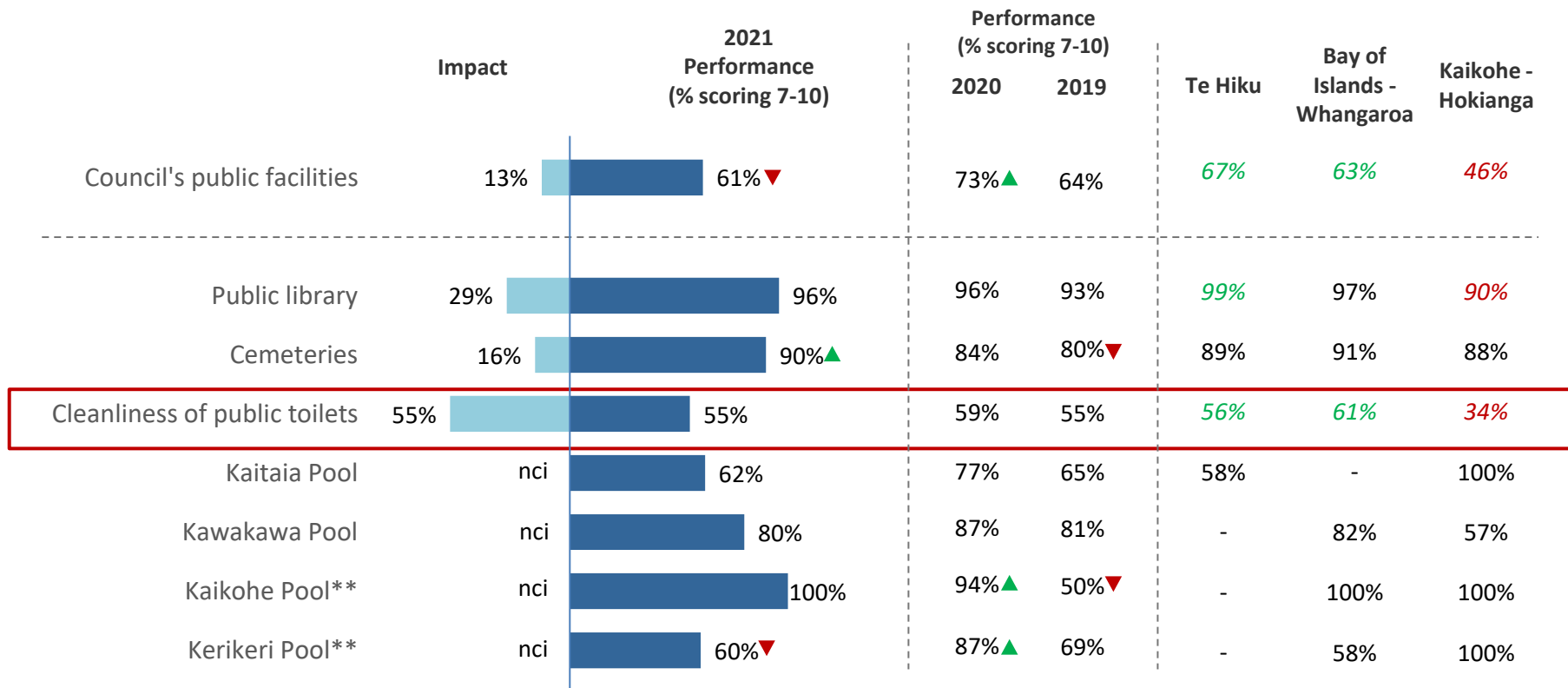
### NOTES:

1. Sample: 2019 n=500; 2020 n=501; 2021 n=501; Te Hiku n=160, Bay of Islands-Whangaroa n=245, Kaikohe-Hokianga n=96; Excludes 'don't know'
2. Those who contacted Council in past 12 months 2019 n=195, 2020 n=216; 2021 n=228
3. RS4. Thinking back to your most recent request or complaint, how would you rate your satisfaction with each of the following?
4. RS4B. How would you rate Council overall for how well they handled your request or complaint?
5. nci = no current impact

Year-on-year  
 ▲ Significantly higher  
 ▼ Significantly lower

*Cleanliness of public toilets* has the greatest impact on the perception of *Public facilities*, and continued improvements would benefit overall perceptions. Residents living in *Te Hiku Ward* (56%) and *Bay of Islands-Whangaroa Ward* (61%) were more likely to be satisfied with the *Cleanliness of public toilets*.

## Driver analysis: Services and facilities: Public facilities



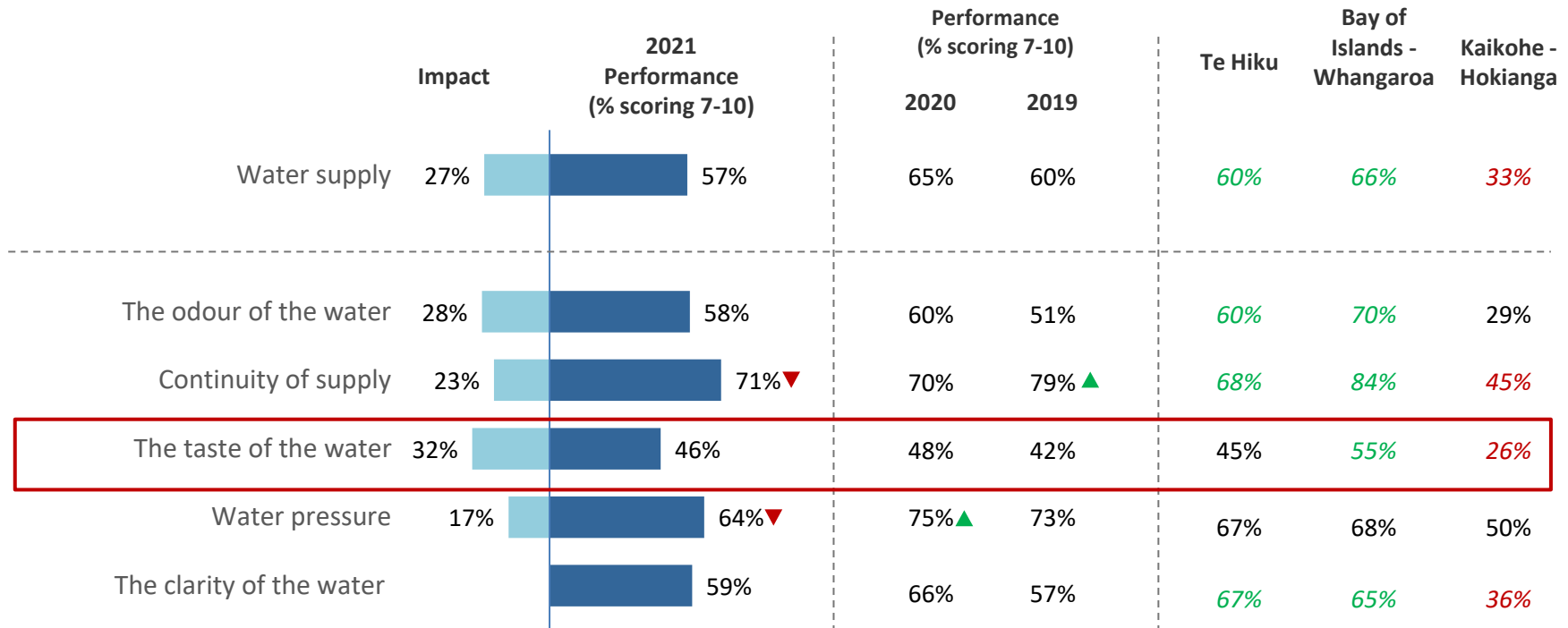
### NOTES:

1. Sample: 2019 n=500; 2020 n=501; 2021 n=501; Te Hiku n=160, Bay of Islands-Whangaroa n=245, Kaikohe-Hokianga n=96; 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
5. nci = no current impact

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

The taste of the water has the greatest impact on perceptions regarding *Water supply*, and with a relatively poor performance, this area presents an opportunity for improvement. Residents in *Kaikohe-Hokianga Ward* were less likely to be satisfied with the *Taste of the water*, and also less likely to be satisfied with the *Water supply overall*, the *Continuity of supply* and the *Clarity of the water*.

## Driver analysis: Services and facilities: Water supply



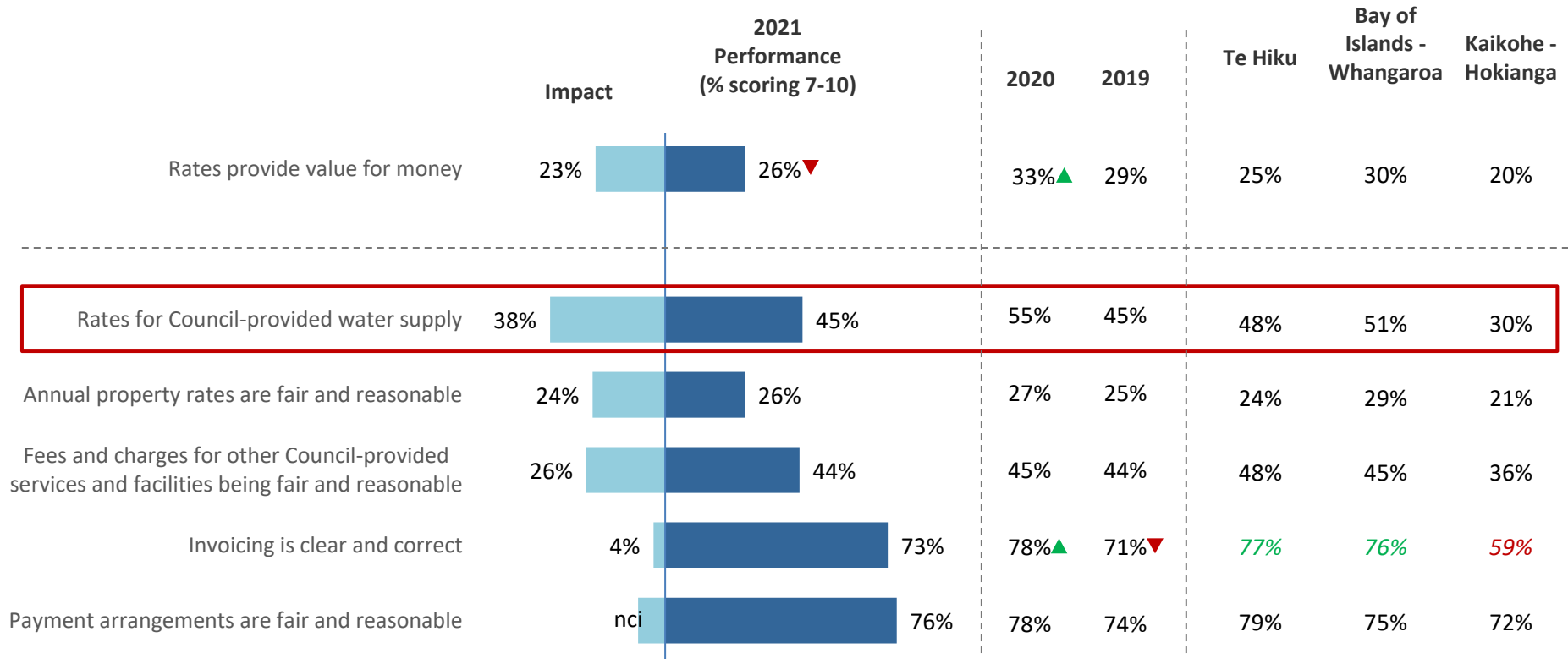
NOTES:

- Sample: Those connected to the Council water supply 2018 n=203, 2019 n=203; 2020 n=182; Te Hiku n=42, Bay of Islands-Whangaroa n=88, Kaikohe-Hokianga n=52; 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.

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

Perceptions of *Value for money* would benefit most from an improvement in how *Rates for council provided water supply* was perceived, as it contributed most to this area's performance. Residents living in the *Kaikohe-Hokianga Ward* were less likely to be satisfied with any of the aspects related to *Rates providing value for money*.

## Driver analysis: Rates and value



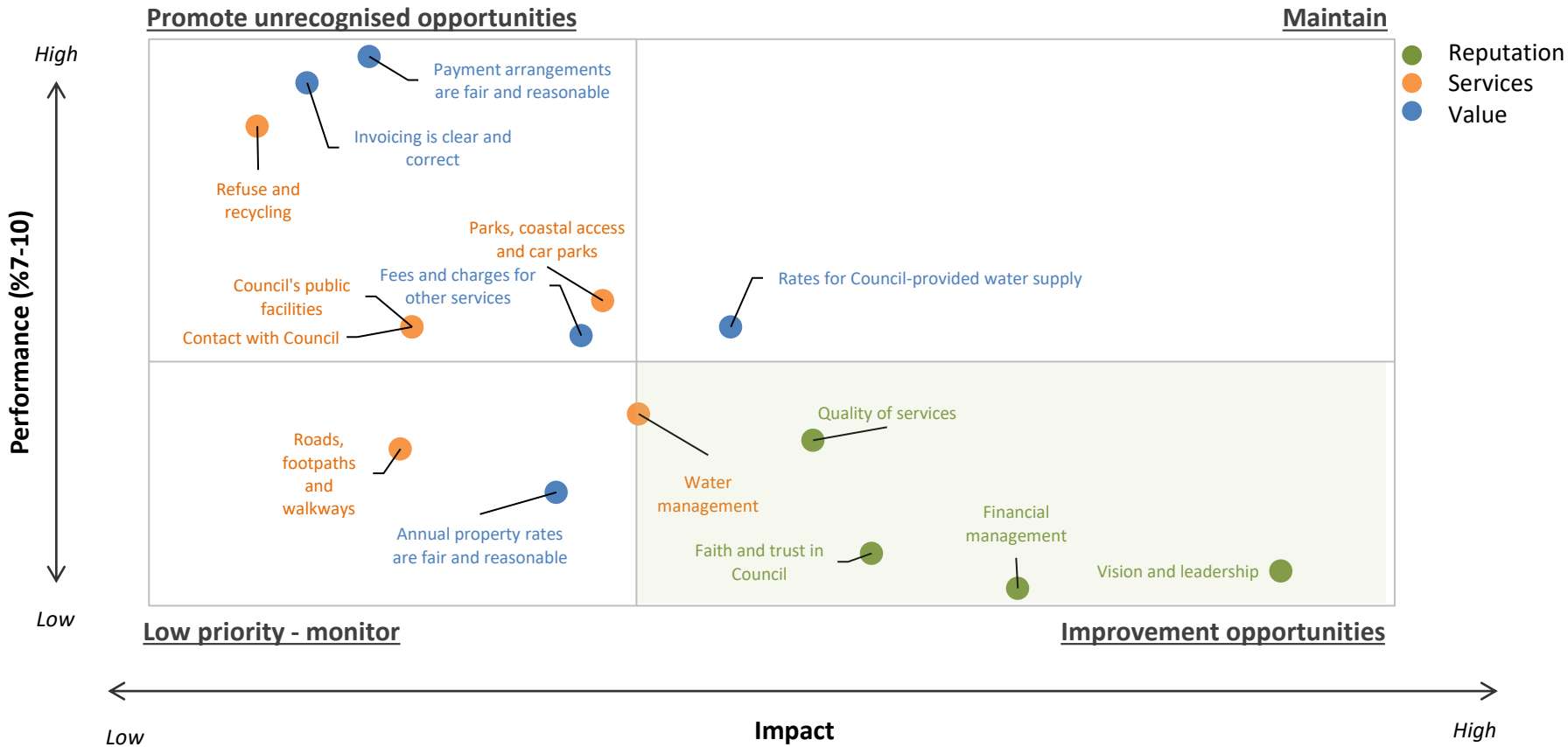
### NOTES:

- Sample: 2019 n=500; 2020 n=501; 2021 n=501; Te Hiku n=160, Bay of Islands-Whangaroa n=245, Kaikohe-Hokianga n=96; Excludes 'don't know'
- 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?
- 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?
- nci = no current impact

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

Leadership, Financial management, Trust and Quality of services (Reputation measures) had the greatest impact on overall perceptions and present the key opportunities to improve performance. Water management, Roads, footpaths and walkways and Annual property rates being fair and reasonable were identified as areas to monitor.

## Overall performance: Improvement priorities



NOTES:  
1. Sample: n=501

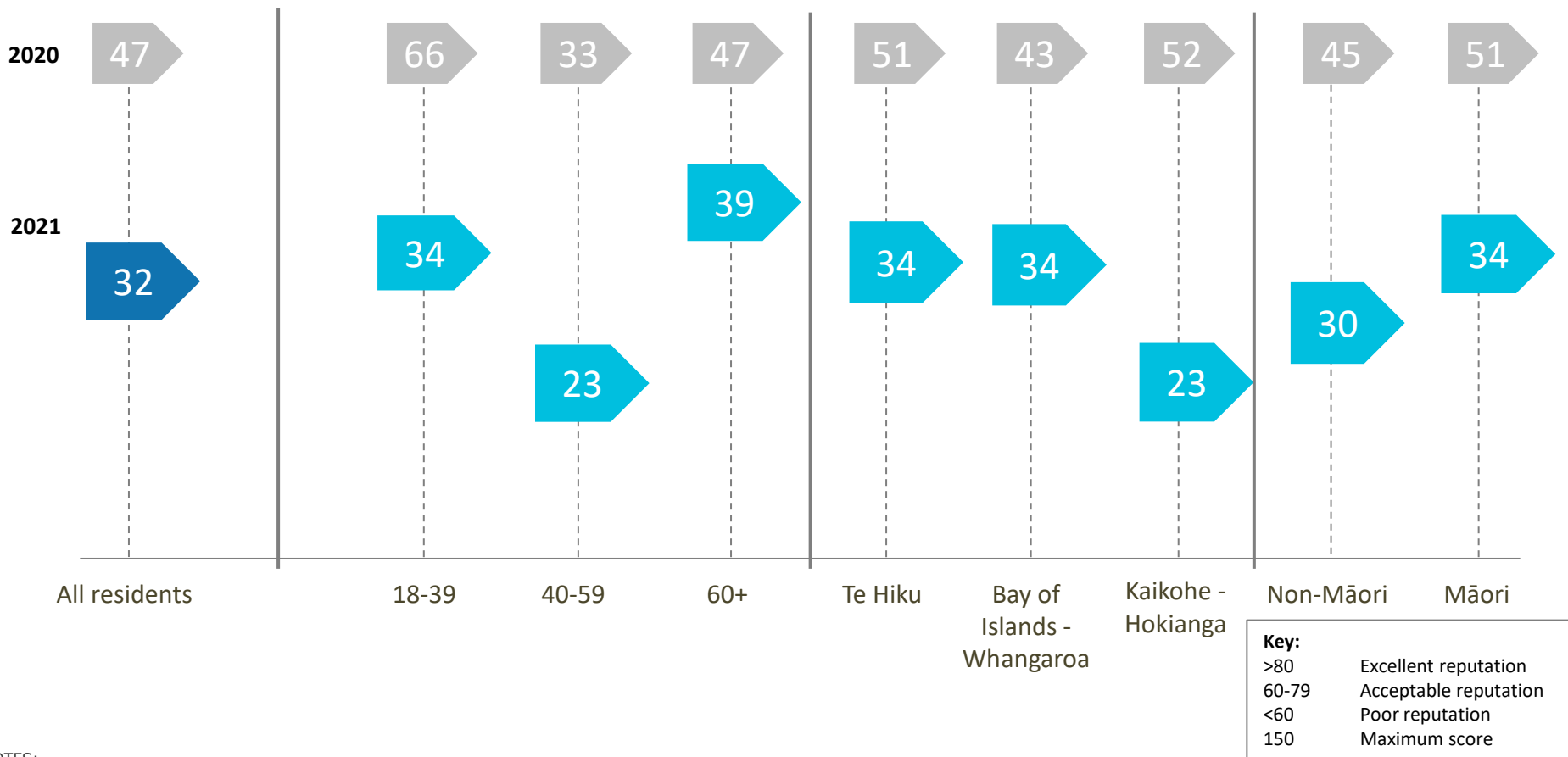




## Understanding Reputation

The Far North District Council *reputation benchmark score* declined to 32, with marginally higher ratings among those who fall within the older (60+ year) age group.

## Reputation benchmarks

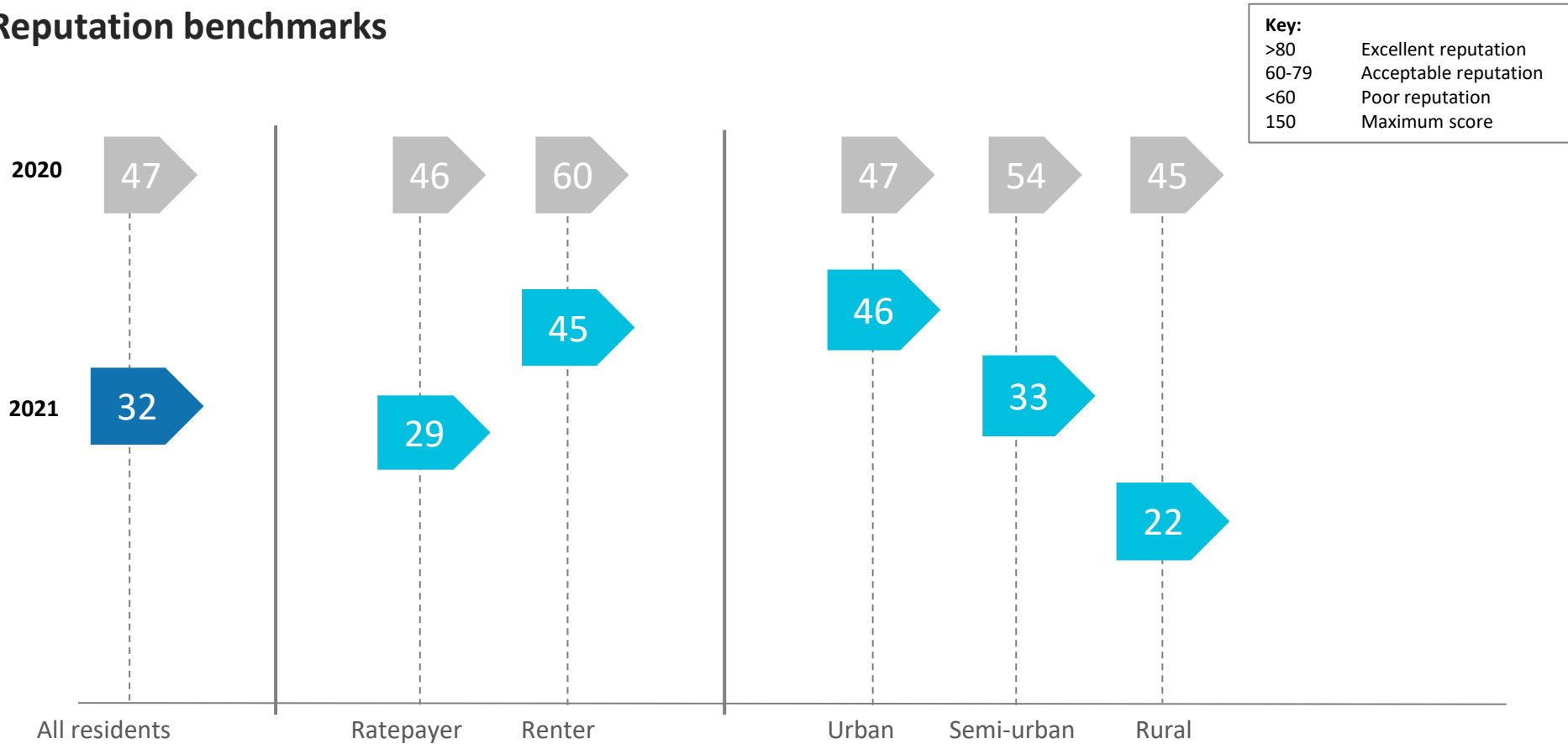


NOTES:

1. Sample 2019 n=500; 2020 n=501; 2021 n=501; Te Hiku n=160, Bay of Islands-Whangaroa n=245, Kaikohe-Hokianga n=96; Non-Maori n=354, Maori n=147; 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

Council's *Reputation* was stronger amongst *renters* and residents living in *urban* areas.

## Reputation benchmarks

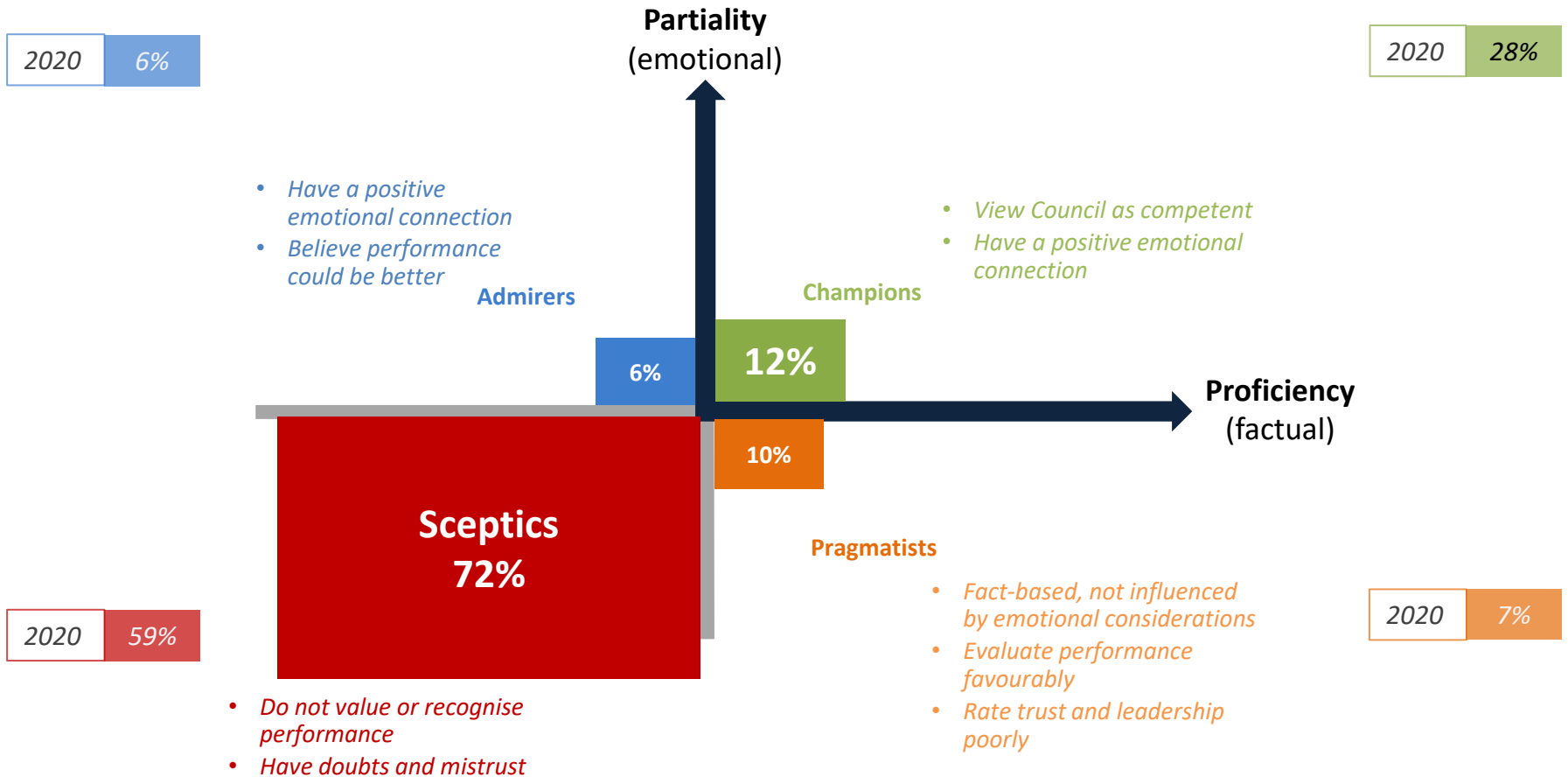


NOTES:

1. Sample: 2020 n=501; 2021 n=501 Urban n=175, Semi urban n=93, Rural n=233
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

Nearly three quarters of residents (72%) were classified as *Sceptics*, not recognizing or valuing Council’s performance and having doubts or lacking trust in Council. 12% of residents were *Champions* viewing Council as competent and having a positive connection to Council.

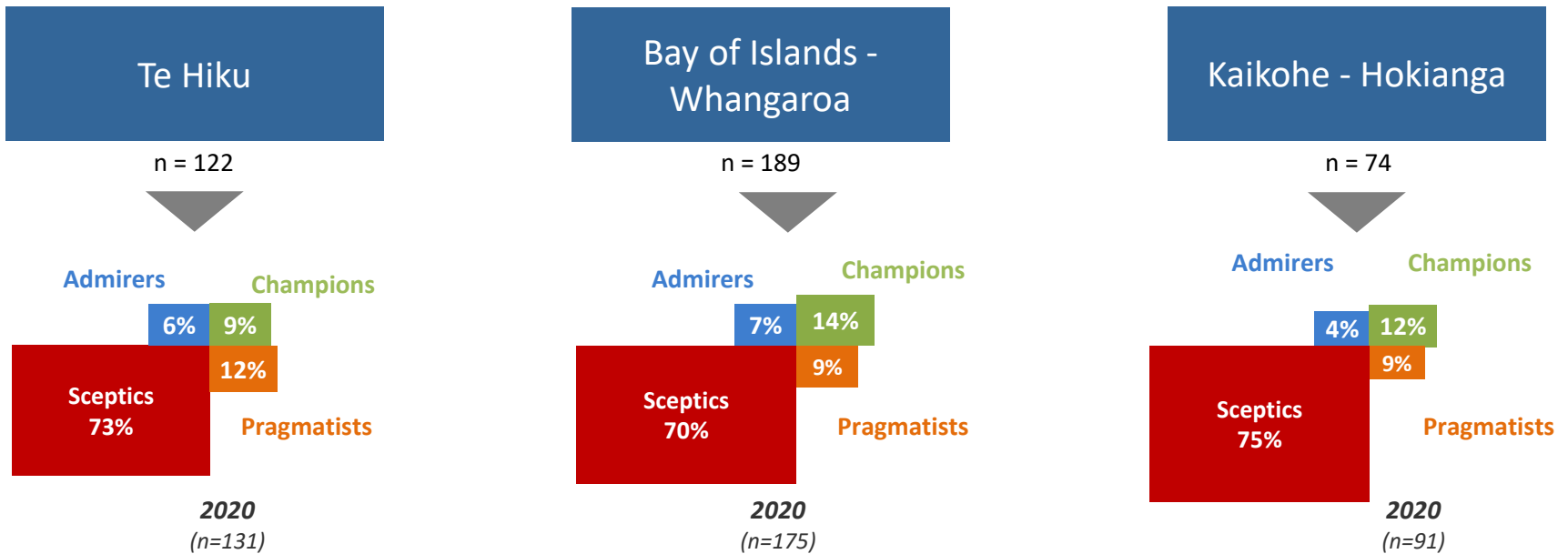
## Reputation profile



NOTES:  
 1. Sample: 2021 n=501; 2020 n=501; 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

*Kaikohe-Hokianga Ward had the highest proportion of Sceptics, while Bay of Islands–Whangaroa Ward had the highest proportion Champions. Te Hiku Ward had the highest proportion Pragmatists.*

## Reputation profile: Wards

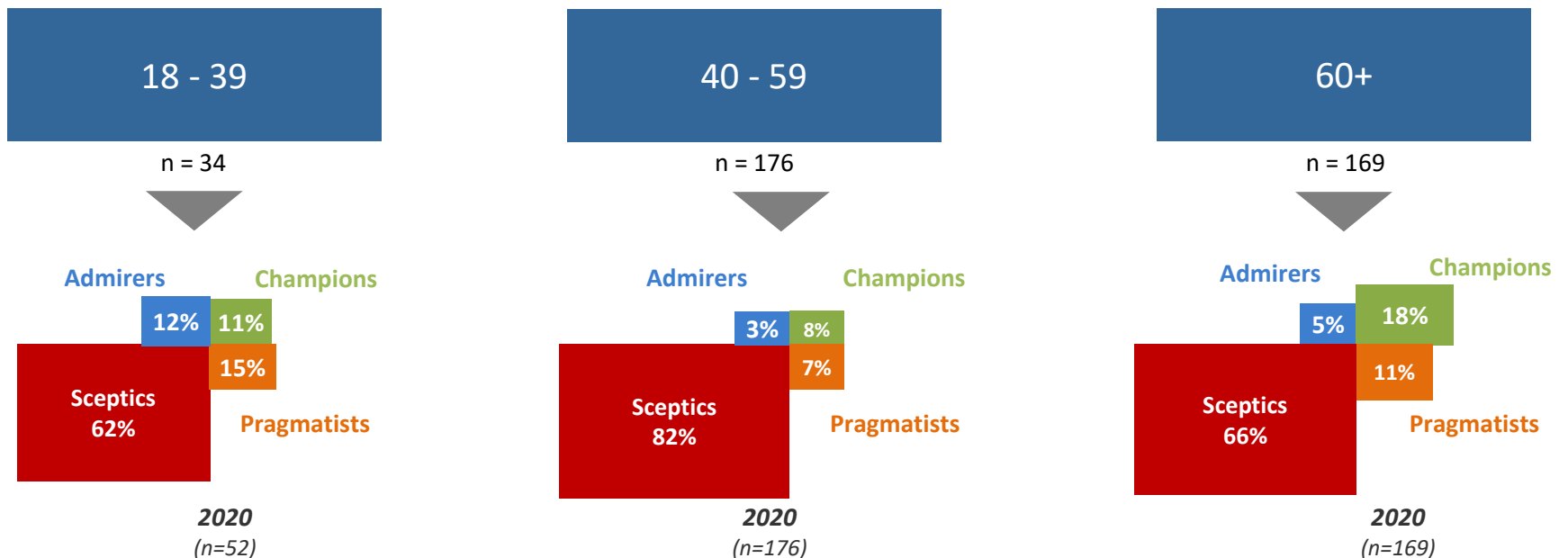


Ward	Year	Admirers	Champions	Pragmatists	Sceptics
Te Hiku (n = 122)	2021	6%	9%	12%	73%
	2020 (n=131)	5%	34%	7%	54%
Bay of Islands - Whangaroa (n = 189)	2021	7%	14%	9%	70%
	2020 (n=175)	7%	23%	6%	64%
Kaikohe - Hokianga (n = 74)	2021	4%	12%	9%	75%
	2020 (n=91)	2%	34%	11%	53%

NOTES:  
 1. Sample: 2021 n=501; 2020 n=501; 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 from the older age group (60+ years) had the highest proportion of *Champions*, while the middle age group (40-59 years) had the highest proportion of *Sceptics*. The younger age group (18-39 years) had the highest proportion of *Admirers* and *Pragmatists*.

## Reputation profile: Age



	2020 (n=52)	2020 (n=176)	2020 (n=169)
Admirers	3%	6%	8%
Champions	44%	17%	27%
Pragmatists	9%	4%	10%
Sceptics	44%	73%	56%

NOTES:  
 1. Sample: 2021 n=501; 2020 n=501; 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

The proportion of *Sceptics* was the same across ethnicity groups, with *Non-Māori* having a slightly higher proportion of *Admirers*, and *Māori* having a higher proportion of *Pragmatists*.

## Reputation profile: Ethnicity

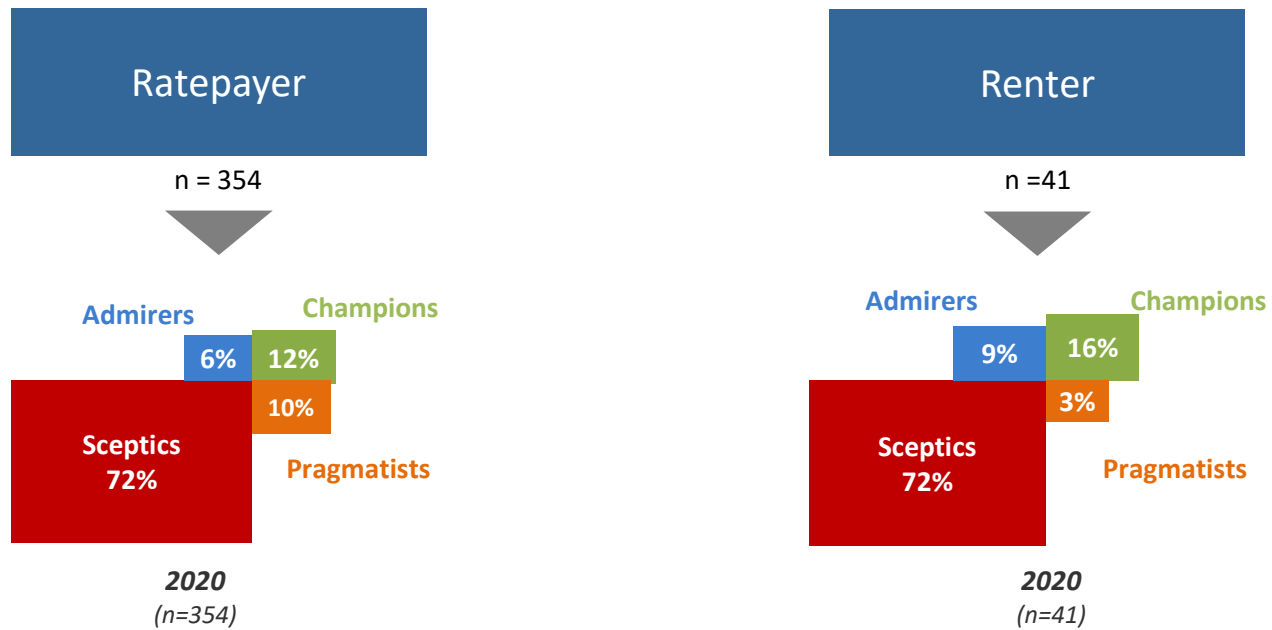


	2020 (n=236)	2020 (n=161)
Admirers	7%	4%
Champions	26%	32%
Pragmatists	7%	8%
Sceptics	61%	56%

NOTES:  
 1. Sample: 2021 n=501; 2020 n=501; 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

The proportion of *Sceptics* was the same across ratepayer status, with *ratepayers* having a higher proportion of *Pragmatists*, and *renters* having more *Champions*.

## Reputation profile: Ratepayer vs Renter



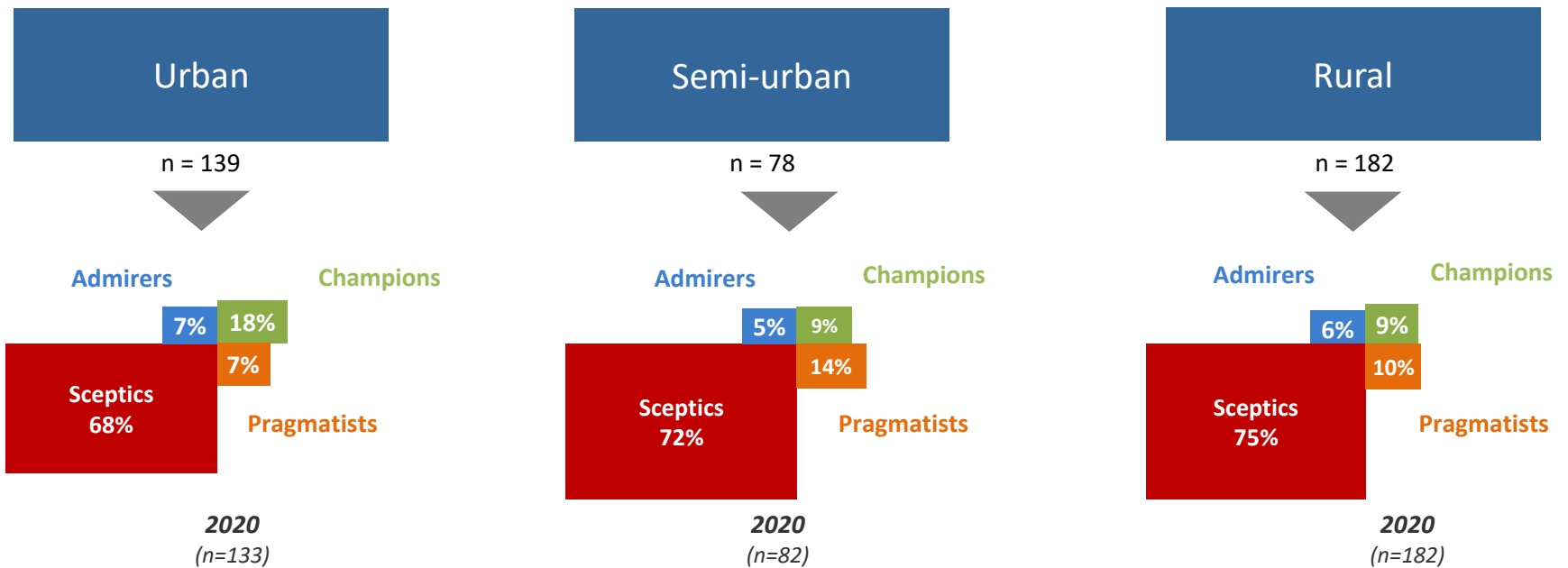
	2020 (n=354)	2020 (n=41)
Admirers	6%	3%
Champions	28%	32%
Pragmatists	7%	10%
Sceptics	60%	55%

NOTES:  
 1. Sample: 2021 n=501; 2020 n=501; 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



Rural areas had a higher proportion of *Sceptics*, semi-urban areas had higher proportions of *Pragmatists* and urban areas had higher proportions of *Champions*.

## Reputation profile: Urban vs Rural



	2020 (n=133)	2020 (n=82)	2020 (n=182)
Admirers	5%	4%	7%
Champions	28%	32%	27%
Pragmatists	4%	8%	9%
Sceptics	62%	56%	58%

NOTES:  
 1. Sample: 2021 n=501; 2020 n=501; 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

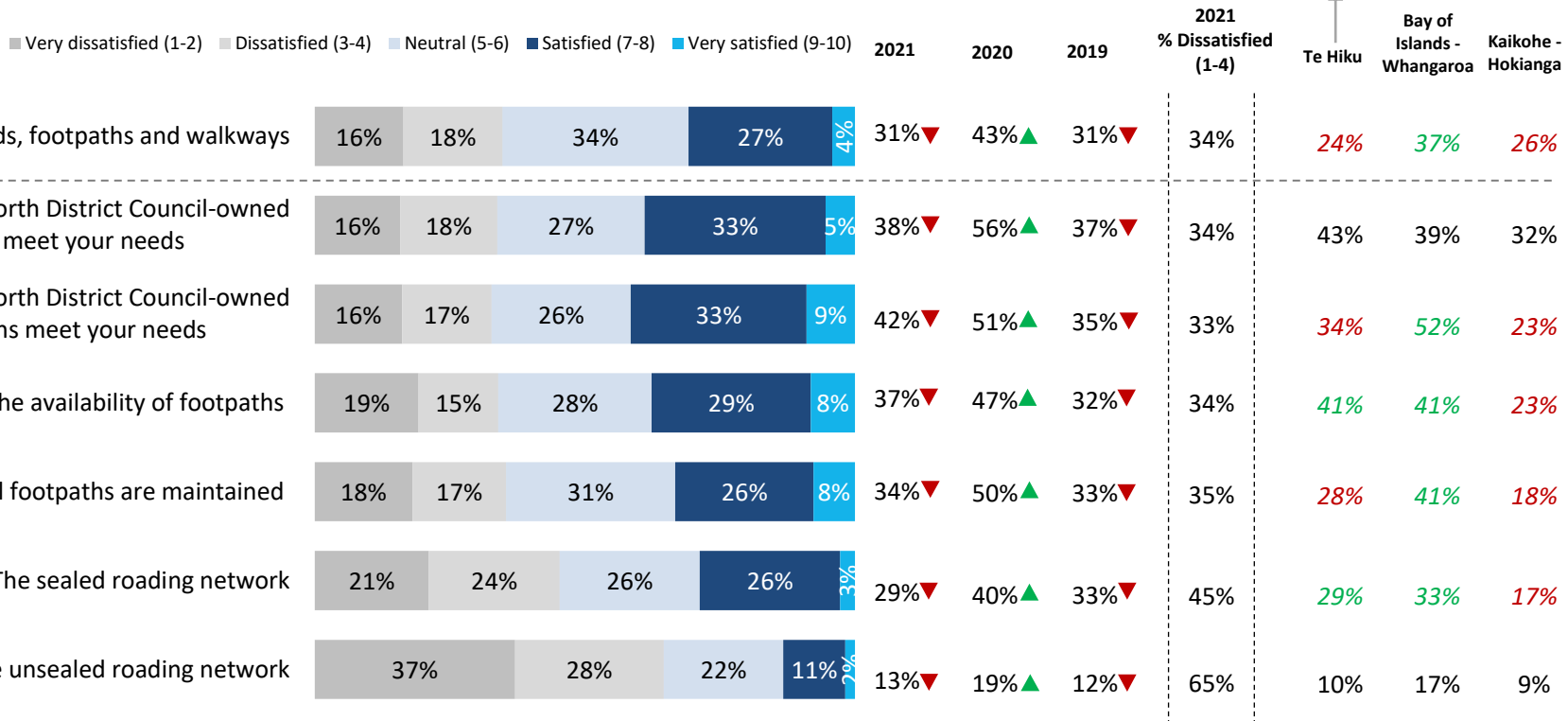


## Services and Facilities: Roads, footpaths and walkways

Less than a third of residents (31%) were satisfied with the *Roading and footpaths* in the Far North District overall. Satisfaction with all aspects related to *Roading and footpaths* in the Far North District declined considerably year-on-year, with the lowest level of satisfaction related to the *Unsealed roading network* (13%) and the highest level of satisfaction related to *how well Council-owned footpaths met residents needs* (41%).

## Services and facilities: Roads, footpaths and walkways

*Te Hiku Ward residents were more likely to be satisfied with the sealed roading network (29%), and the availability of footpaths (41%). Bay of Islands - Whangaroa residents were more likely to be satisfied with the overall road and footpaths (37%), the sealed roading network (33%), the availability of footpaths (41%) and how well footpaths are maintained (41%).*



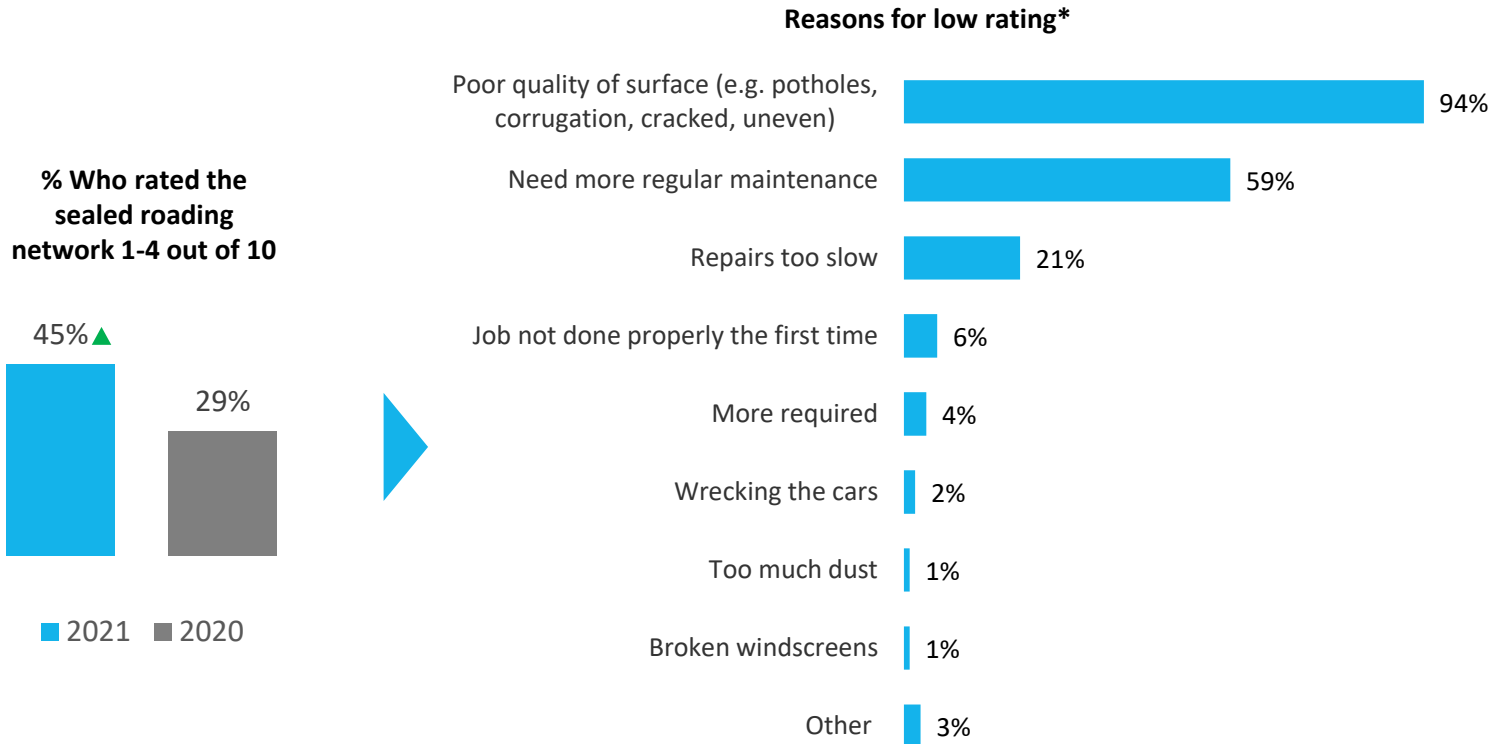
### NOTES:

- Sample: 2019 n=500; 2020 n=501; 2021 n=501; Te Hiku n=160, Bay of Islands-Whangaroa n=245, Kaikohe-Hokianga n=96; 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?

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

Nearly half of residents (45%) were dissatisfied with *the Sealed roading network*. *Poor quality of surface* was the main reason for dissatisfaction with the condition of sealed roads (94%), and 59% of dissatisfied residents felt *More regular maintenance was required*. 21% of those dissatisfied felt *Repairs to the sealed roading network were too slow*.

## Reasons for dissatisfaction: The sealed roading network



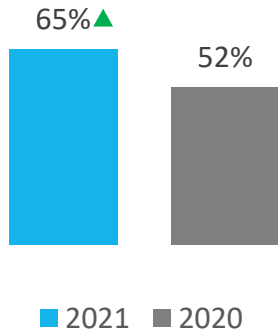
Year-on-year  
 ▲ Significantly higher  
 ▼ Significantly lower

NOTES:  
 1. Sample: 2021 n=501, 2020 n=501; Very dissatisfied (1-3) n=146  
 2. RF1A. Why weren't you satisfied with...?  
 3. \* Asked of % who rated sealed roading network 1-3 out of 10

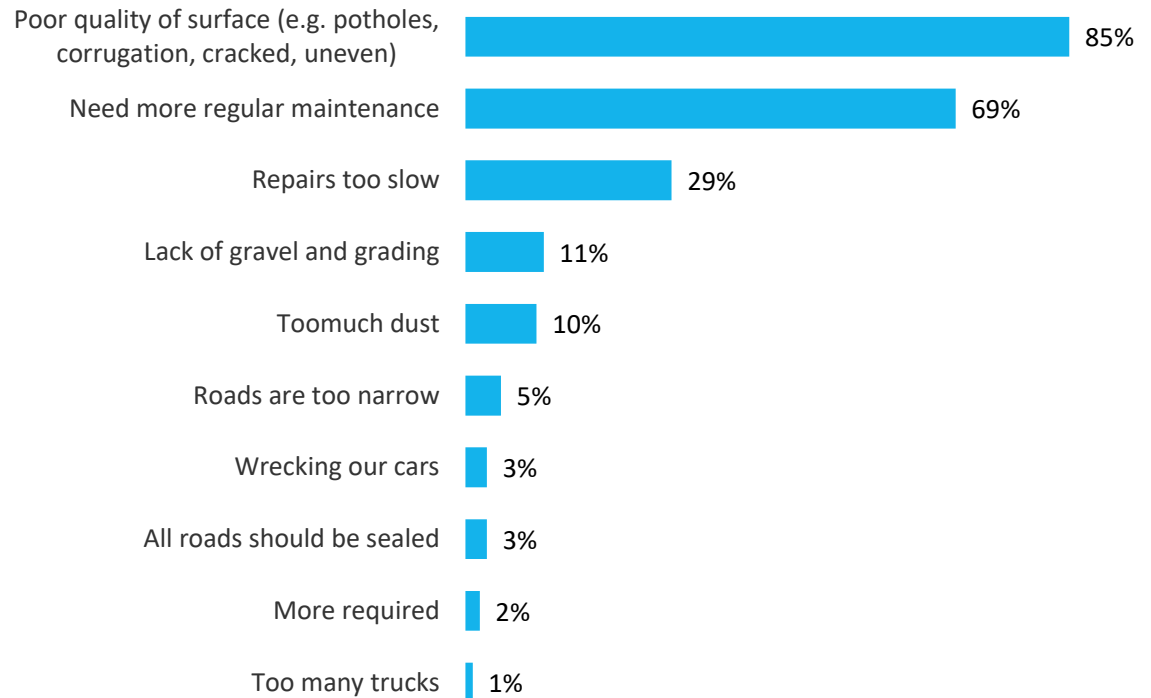
Nearly two in three residents (65%) were dissatisfied with *the Unsealed roading network*. *Poor quality of surface* (85%) and the *Need for more regular maintenance* (69%) were the main reasons for dissatisfaction with the *Unsealed roading network*. 29% felt *Repairs to the unsealed roading network were too slow*.

## Reasons for dissatisfaction: The unsealed roading network

**% Who rated the unsealed roading network 1-4 out of 10**





**Reasons for low rating\***



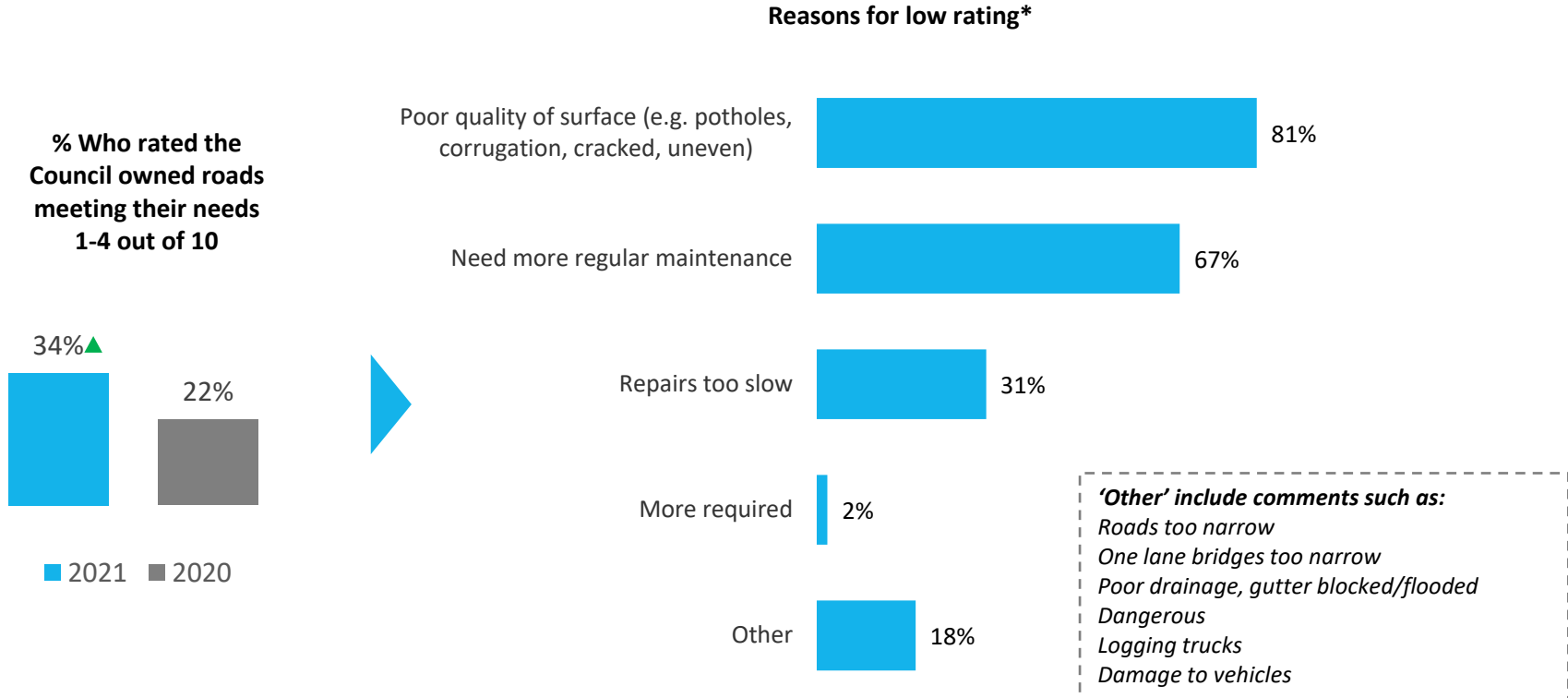
**NOTES:**

1. Sample: 2021 n=501, 2020 n=501; Very dissatisfied (1-3) n=215
2. RF1A. Why weren't you satisfied with <Xxx>?
3. \* Asked of % who rated unsealed roading network 1-3 out of 10

**Year-on-year**  
 Significantly higher  
 Significantly lower

More than a third of residents (34%) were dissatisfied with *How well Far North District Council-owned roads meet their needs*. *Poor quality of surface* (81%) and the *Need for more regular maintenance* (67%) were the main reasons for dissatisfaction. 31% were dissatisfied with the Council owned roads as *Repairs were too slow*.

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



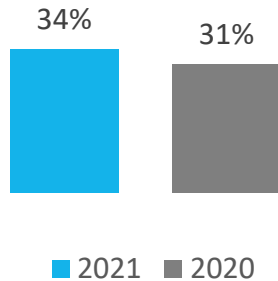
NOTES:  
 1. Sample: 2021 n=501, 2020 n=501; Very dissatisfied (1-3) n=124  
 2. RF1A. Why weren't you satisfied with <Xxx>?  
 3. \* Asked of % who rated how well Far North District Council-owned roads meet their needs 1-3 out of 10

Year-on-year  
 ▲ Significantly higher  
 ▼ Significantly lower

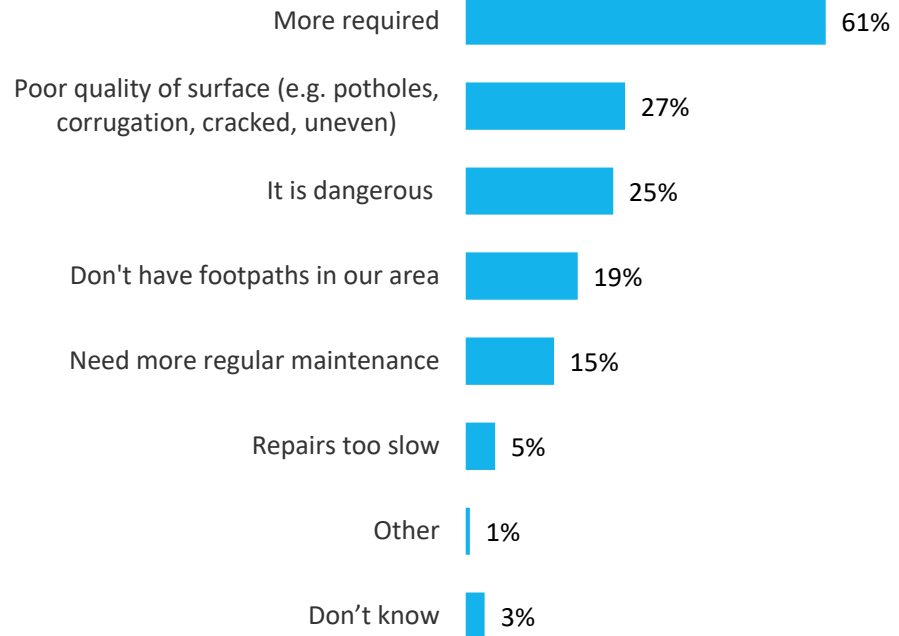
More than a third of residents (34%) were dissatisfied with the *Availability of footpaths*, 61% of whom felt *More footpaths were required*. A further 27% were dissatisfied due to the *Poor quality of surface*, 25% felt the footpaths were *Dangerous* and 19% were dissatisfied as they *Did not have footpaths in their area*.

## Reasons for dissatisfaction: The availability of footpaths

% Who rated the availability of footpaths 1-4 out of 10



Reasons for low rating\*



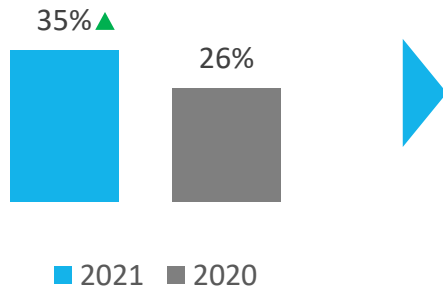
NOTES:

1. Sample: 2021 n=501, 2020 =501; Very dissatisfied (1-3) n=117
2. RF1A. Why weren't you satisfied with <Xxx>?
3. \* Asked of % who rated the availability of footpaths 1-3 out of 10

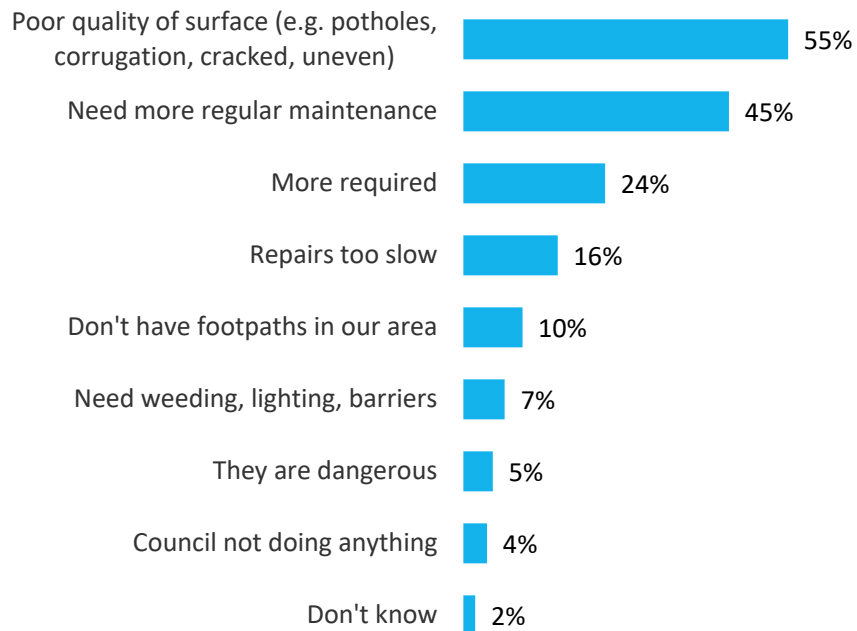
More than a third of residents (35%) rated *How well footpaths are maintained* 1-4 out of 10. Reasons for low ratings related to *Poor quality of surface* (55%) and the *Need for more regular maintenance* (45%). 24% felt *More were required* and 16% indicated that *Repairs to footpaths were too slow*.

## Reasons for dissatisfaction: How well footpaths are maintained

**% Who rated footpath maintenance 1-4 out of 10**





**Reasons for low rating\***



**NOTES:**

1. Sample: 2021 n=501, 2020 n=501; Very dissatisfied (1-3) n=115
2. RF1A. Why weren't you satisfied with <Xxx>?
3. \* Asked of % who rated how well the footpaths are maintained 1-3 out of 10

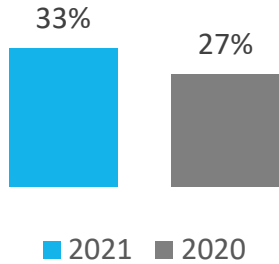
**Year-on-year**  
 Significantly higher  
 Significantly lower



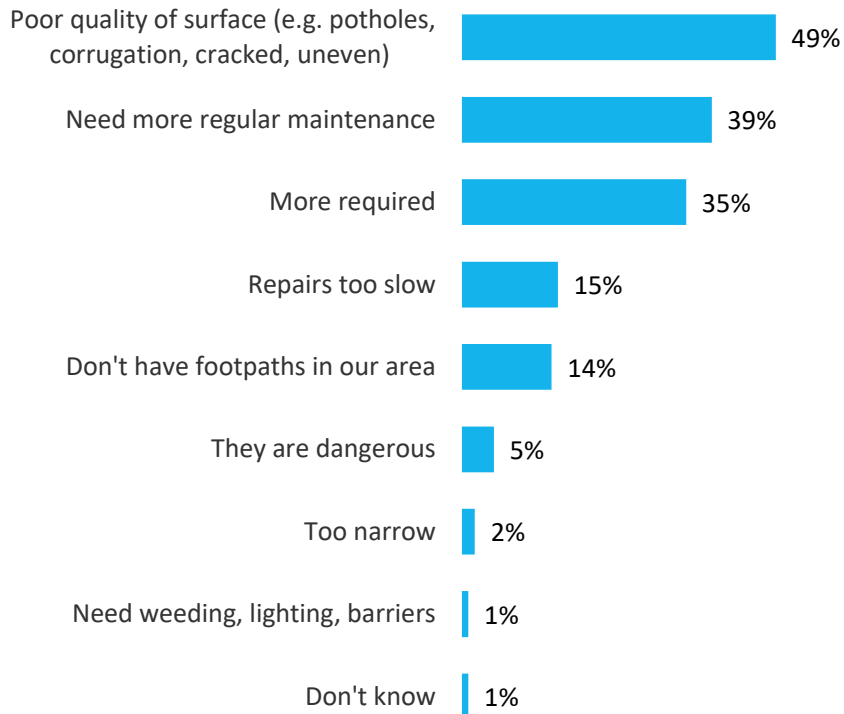
33% of residents were dissatisfied with *Council footpaths meeting their needs*. *Poor quality of surface* (49%), the *Need for more regular maintenance* (39%) and *Needing more footpaths in general* (35%) were the main reasons for low ratings.

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

**% Who rated Council footpaths meeting their needs 1-4 out of 10**



**Reasons for low rating\***



NOTES:  
 1. Sample: 2021 n=501, 2020 n=501; Very dissatisfied (1-3) n=103  
 2. RF1A. Why weren't you satisfied with <Xxx>?  
 3. \* Asked of % who rated how well Far North District Council owned footpaths meeting their needs 1-3 out of 10

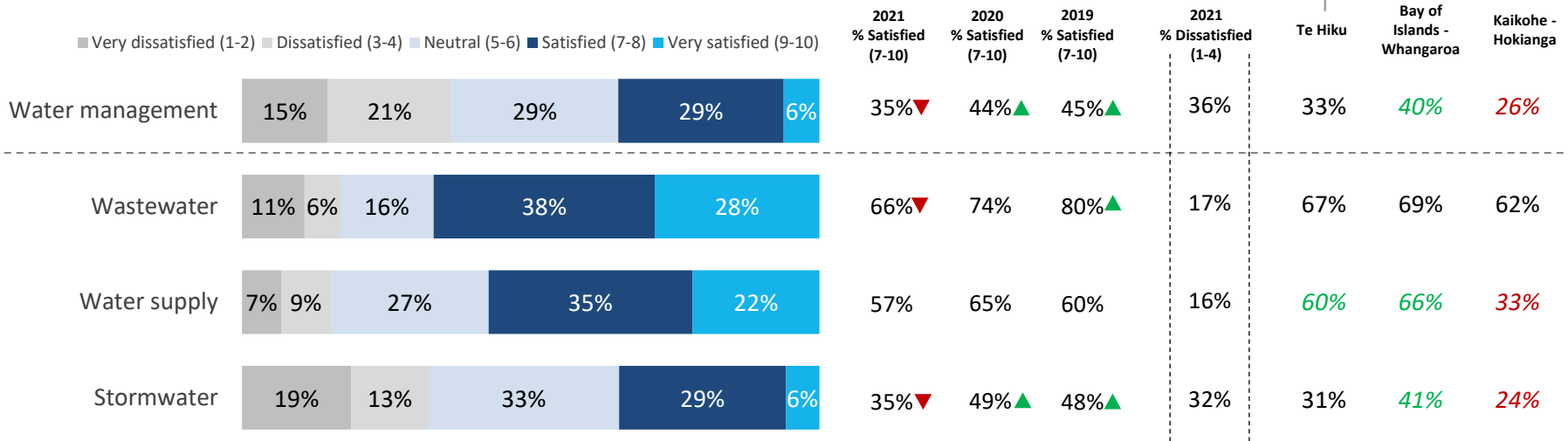


## Services and Facilities: Water management

Satisfaction with *Overall water management* declined considerably to 35%. Satisfaction with all aspects related to *Water management* declined, with the greatest fall being in satisfaction with *Stormwater management* (35%), followed by satisfaction with *Water supply* (57%) and the *Sewerage system* (67%).

## Services and facilities: Water management

Residents from *Te Hiku Ward* and *Bay of Islands-Whangaroa Ward* were more likely to be satisfied with *water supply*, while residents from *Bay of Islands-Whangaroa Ward* were more likely to be satisfied with *overall water management* and *stormwater management*.



NOTES:

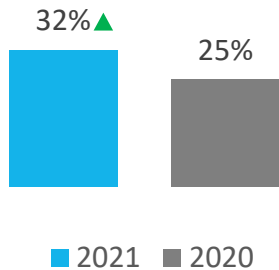
1. Sample: 2019 n=500; 2020 n=501; 2021 n=501; Te Hiku n=160, Bay of Islands-Whangaroa n=245, Kaikohe-Hokianga n=96; Excludes 'don't know'
2. TW2B. Overall, how satisfied or dissatisfied are you with the water you receive from the Far North District Council? This is about the service not the cost. Those 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

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

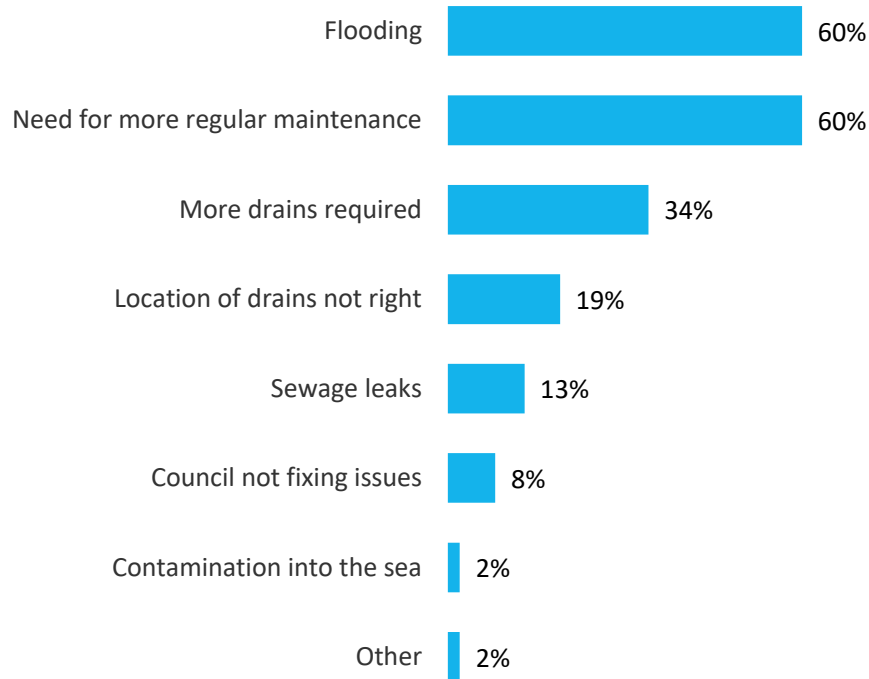
Dissatisfaction with the *Stormwater management system* was mainly due to the incidence of *Flooding* (60%) and the *Need for more regular maintenance* (60%). 34% felt that *More drains were required*, while 19% indicated that the *Location of drains were not right*. 13% were dissatisfied due to *Sewage leaks into the stormwater management system*, with 8% dissatisfied as *Council was not fixing issues*.

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

% Who rated the urban stormwater system 1-4 out of 10



Reasons for low rating\*

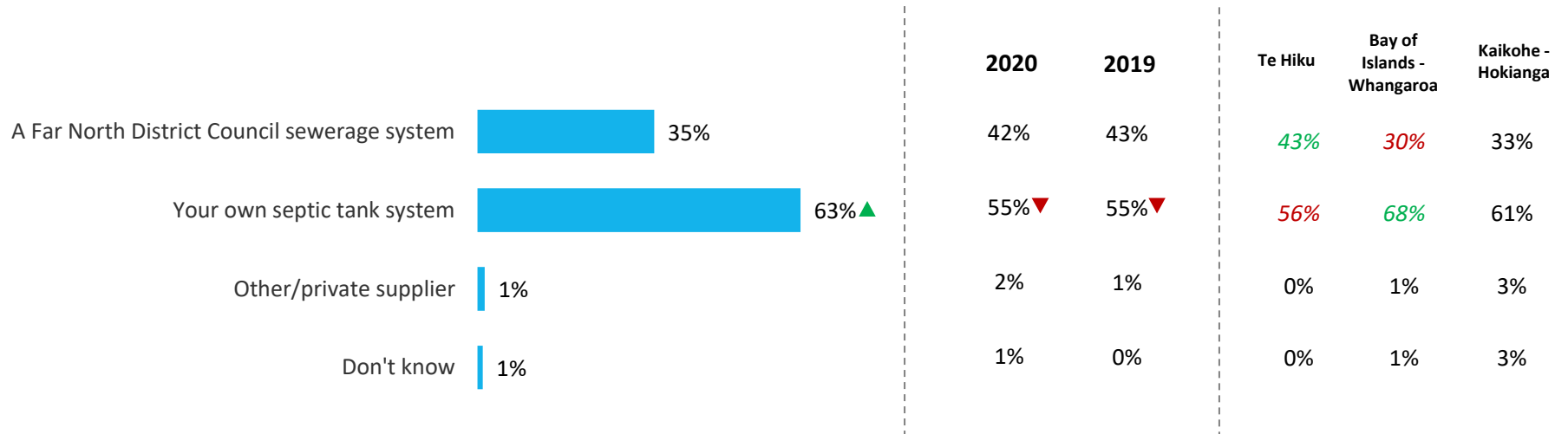


Year-on-year  
 ▲ Significantly higher  
 ▼ Significantly lower

NOTES:  
 1. Sample: 2021 n=501, 2020 n=501; Very dissatisfied (1-3) n=99  
 2. TW5A. Why weren't you satisfied with <Xxx>?  
 3. \* Asked of % who rated the Council owned urban (town) stormwater management system 1-3 out of 10

Slightly more than a third of residents (35%) were connected to a *Far North District Council sewerage system* with a significant increase in the proportion of residents had their *Own septic tank system* (63%). Residents from *Te Hiku Ward* were more likely to be connected to the *Council sewerage system* (43%), while residents from *Bay of Islands-Whangaroa Ward* were more likely to have their *Own septic tank system* (68%).

## Wastewater property connected to



NOTES:

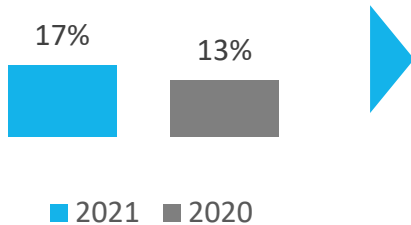
1. Sample: 2019 n=500; 2020 n=501; 2021 n=501; Te Hiku n=160, Bay of Islands-Whangaroa n=245, Kaikohe-Hokianga n=96; Excludes 'don't know'
2. TW3. Which of the following best describes the wastewater system that your property is connected to?

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

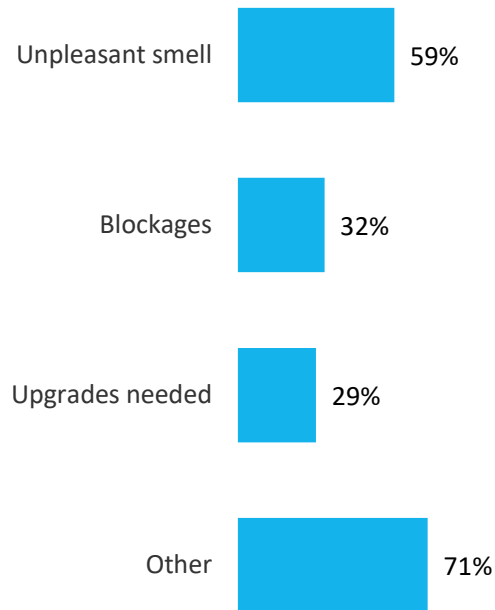
The proportion of residents dissatisfied with the *Council sewerage system* increased somewhat, with *Unpleasant smell* the main reason for dissatisfaction. 29% felt *Upgrades were needed* with nearly a third (32%) experiencing *Blockages*.

## Reasons for dissatisfaction: Council sewerage system

% Who rated the Council sewerage system 1-4 out of 10



Reasons for low rating\*



### Other comments:

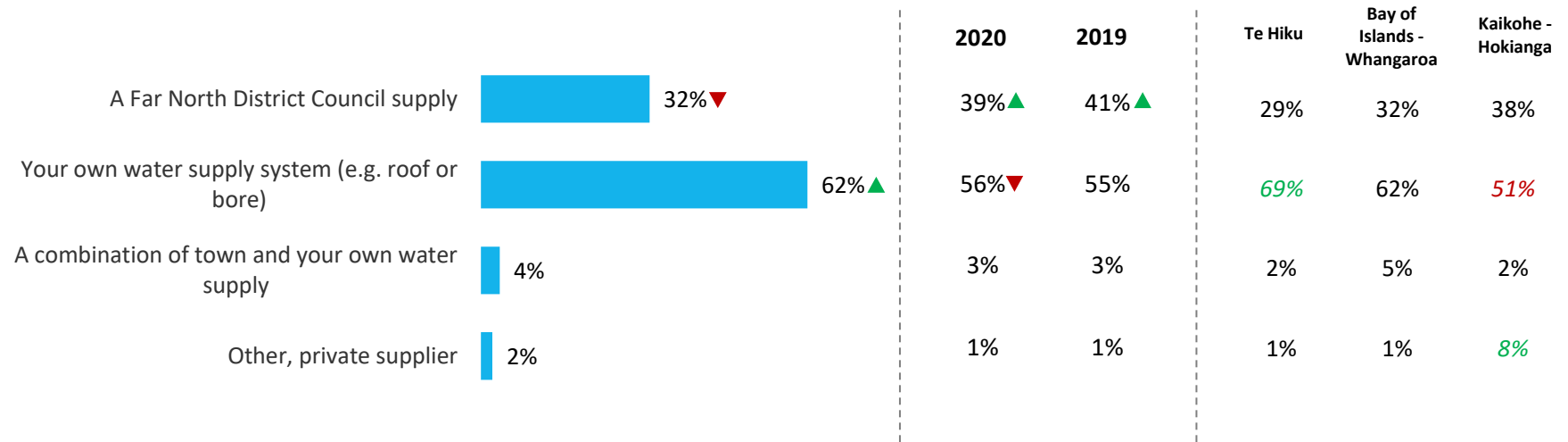
- Does not meet the needs for the huge numbers of people who visit in summer.*
- Got too many people on the system. Whenever there is flooding, we get wastewater into rivers etc.*
- Waited a long time to be set up.*
- Pollution by sewerage system.*
- Sewerage ponds - most basic of all schemes, we need a better system.*
- This is a biological system which I am not happy with. There is waste that ends up in there that shouldn't be there from industrial business that is toxic.*
- Complaints given for too many years before action was taken. And this is still incomplete or not up to standard.*
- Kerikeri has a lot of retired people, too expensive.*
- Overflowing when not maintained and the overflow goes into the ocean and creek down to the beach.*
- Their work ruined my drainage system and I have to go to get washing done outside of my home when my septic tank was taken away.*
- Needed to be a better system.*
- Main problem is it's not in the house but the plant where they process in Opua - if there is sudden rain or a storm the system can't handle it. The sewerage pumps out into the marina and the place stinks. We boat a lot and when we pull our boat out of the water, it is covered in poo. This is disgusting and bad for your health and bad for tourists. The council says it's mangrove mud but it's not, it's disgusting.*
- Pipes didn't have enough gradient, so everything was settling by our house. It got so bad we had to get a health inspector out. That made council respond when he contacted them.*
- They are not keeping up with the population growth in the area.*

### NOTES:

1. Sample: Those connected to the Council sewerage system, 2019 n=212, 2020 n=201; Very dissatisfied (1-3) n=18\*
2. TW4A. Why weren't you satisfied with <Xxx>?
3. \*Caution small base size <n=30
4. \* Asked of % who rated the Council sewerage system 1-3 out of 10

Slightly less than a third of residents (32%) were connected to a *Far North District Council water supply*, with a significantly greater proportion of residents (62%) connected to their *Own water supply system (e.g., roof or bore)*. Residents from *Te Hiku Ward* were more likely to have their *Own water supply system (e.g., roof or bore)*, while residents living in *Kaikohe-Hokianga Ward* were more likely to use *Other, private suppliers*.

## Water supply connection



NOTES:

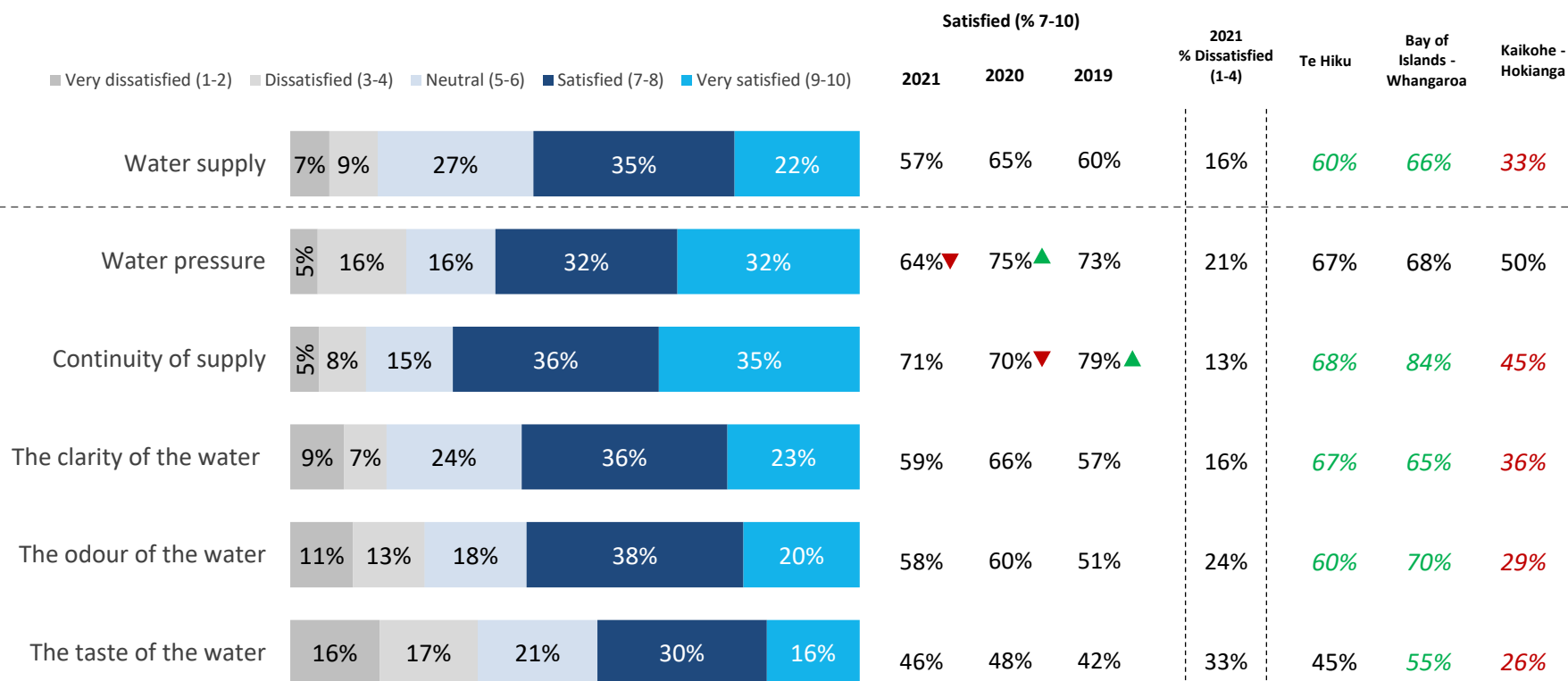
1. Sample: 2019 n=500; 2020 n=501; 2021 n=501; Te Hiku n=160, Bay of Islands-Whangaroa n=245, Kaikohe-Hokianga n=96; Excludes 'don't know'
2. TW1. Which of the following best describes your water supply connection?

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



Satisfaction with *Water supply* declined to 57%, with a significant decline in satisfaction with *Water pressure* (64%). 71% were satisfied with the *Continuity of supply*, 59% with the *Clarity of water* and 58% with the *Odour of the water*. Residents living in *Kaikohe-Hokianga Ward* were significantly less satisfied with most aspects related to *Water supply*.

## Services and facilities: Water supply



### NOTES:

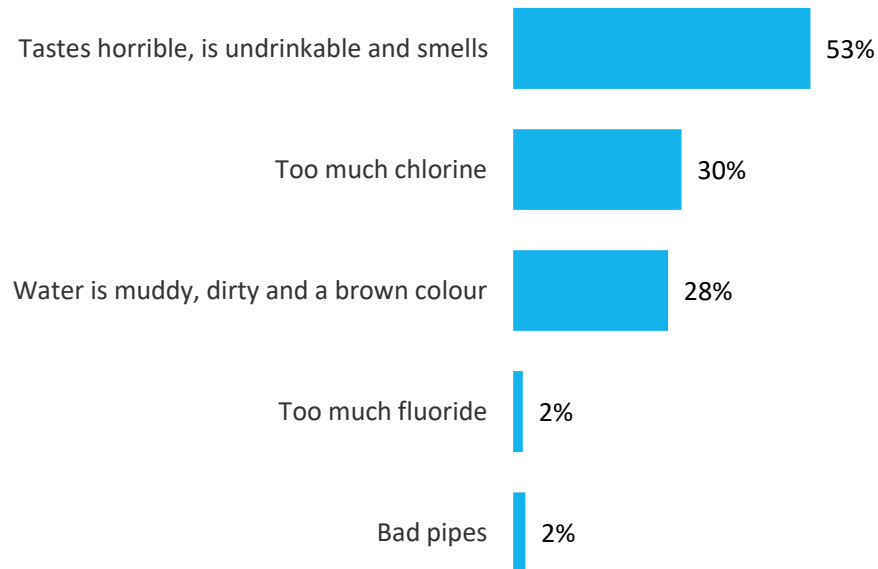
- Sample: Those connected to the Council water supply 2019 n=203; 2020 n=182; 2021 n=172; Te Hiku n=46, Bay of Islands-Whangaroa n=88, Kaikohe-Hokianga n=38; Excludes 'don't know'
- TW2. On the scale of 1- 10, how would you rate your satisfaction with...
- TW2B. Overall, how satisfied or dissatisfied are you with the water you receive from the Far North District Council? This is about the service not the cost.

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



Dissatisfaction with the *Water supply* was mainly due to a *Horrible taste and the water being undrinkable and smelling* (53%). 30% felt there was *Too much chlorine* in the water, with a further 28% indicating the *Water is muddy, dirty and a brown colour*.

## Reasons for dissatisfaction: Water Supply



NOTES:

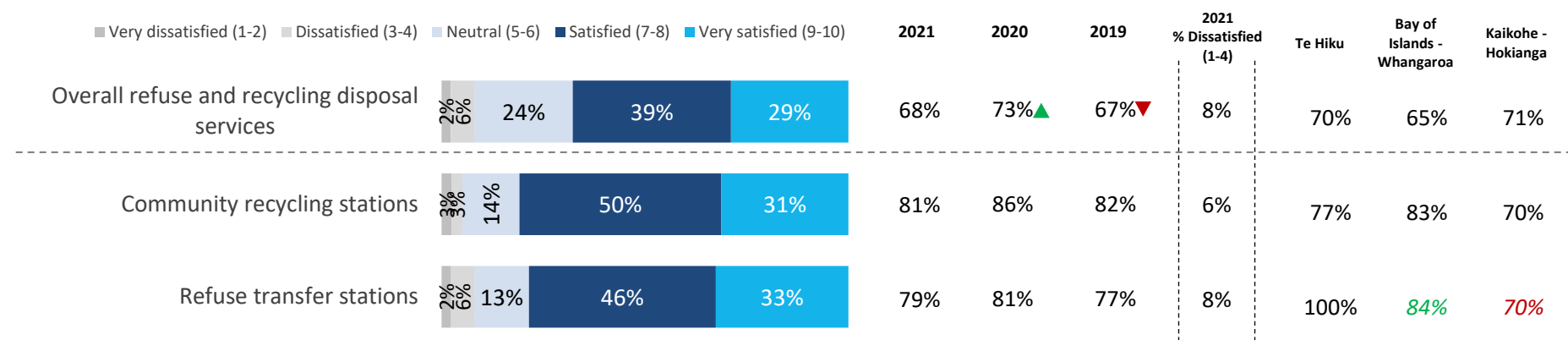
1. Sample: Those connected to the Council water supply 2021 n=172
2. TW2A. Why weren't you satisfied with <XXX>?



## Services and Facilities: Waste management

Satisfaction with *Overall refuse and recycling disposal services* declined to 68%, reverting to satisfaction levels seen in 2019. 81% of residents were satisfied with *Community recycling stations* and 79% were satisfied with *Refuse transfer stations*. *Bay of Islands-Whangaroa Ward* residents were more likely to be satisfied with *Refuse transfer stations*.

## Services and facilities: Refuse and recycling



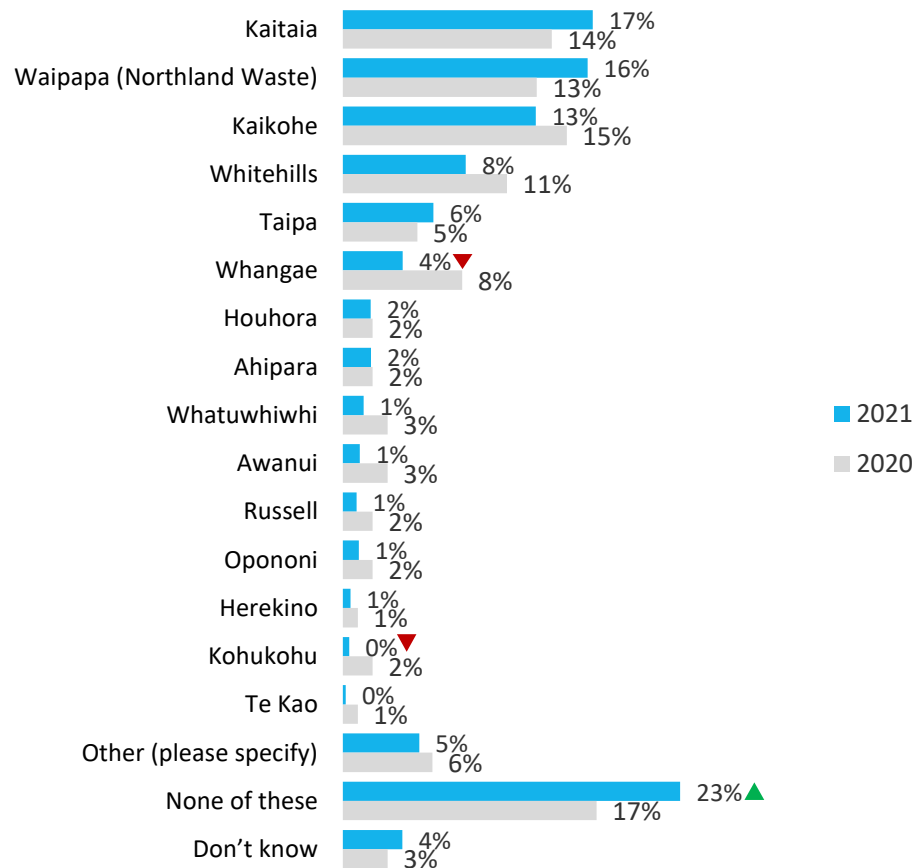
### NOTES:

1. Sample: 2018 n=500; 2019 n=500; 2020 n=501; Te Hiku n=166, Bay of Islands-Whangaroa n=221, Kaikohe-Hokianga n=114; 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?

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

17% of residents visited *Kaitaia* refuse station in the last 12 months, with 16% of residents visiting *Waipapa (Northland Waste)*. 13% of residents visited *Kaikohe* refuse station, 8% visited *Whitehills* and 6% visited *Taipa*. Nearly a quarter of residents (23%) did not visit any of the refuse stations, a considerably larger proportion than last year.

## Refuse transfer station used in past 12 months



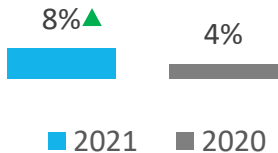
Year-on-year  
 ▲ Significantly higher  
 ▼ Significantly lower

NOTES:  
 1. Sample: 2020 n=501  
 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.

8% of residents were dissatisfied with *Refuse transfer stations* with the main reasons for dissatisfaction related to cost (four mentions). Other verbatim comments referred to *Limitations on what can/cannot be recycled*, the *Levels of service from staff* and *Lack of parking*.

## Reasons for dissatisfaction: Refuse transfer stations

% Who rated refuse transfer stations 1-4 out of 10



Dissatisfaction with refuse transfer stations**	Number of mentions*
Cost/expensive	4
Opening hours do not suit	1
Other	13

### OTHER VERBATIM COMMENTS

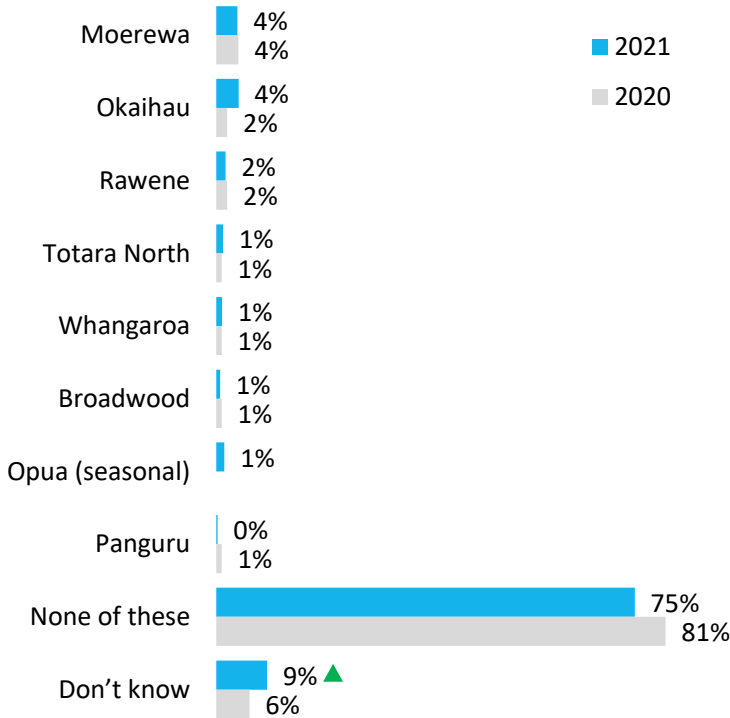
*They only recycle glass. Not enough options.*  
*Not cleared enough, overflowing.*  
*Cutting back on things they will take.*  
*Lack of recyclable options. Can't put concrete tiles in.*  
*They accept less recyclables.*  
*Insufficient emphasis on recycling. It needs to be Council driven.*  
*We have to take our rubbish to the station and then we have to pay to leave it there. We get no service whatsoever.*  
*Level of service from the staff at Whitehills.*  
*Water management or run off system into native bush land.*  
*There is no disposal for appliances and for recycled clothing. Not enough information/education given out about recycling.*  
*Over half of the plastic recycling won't be taken.*  
*Too picky - Awanui one.*  
*Not enough parking.*

NOTES:

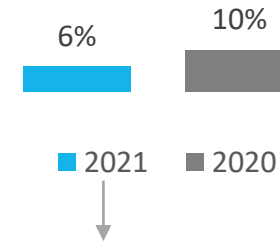
1. Sample: 2021 n=501
2. WR2A. Why weren't you satisfied with <Xxx>?
3. \*Caution: small sample base <n=30
4. \*\* Asked of % who rated the refuse transfer stations 1-3 out of 10

4% of residents visited the *Moerewa* and *Okaihau* recycling stations with 2% visiting the *Rawene* recycling station. 75% of residents have not visited any of the recycling stations in the last 12 months. 5% of residents were dissatisfied with the *Community recycling stations* for various reasons.

## Community recycling station used in past 12 months



### % Who rated community recycling stations 1-4 out of 10



### OTHER VERBATIM COMMENTS

*Limited range of recyclables accepted at station*  
*Wasn't unlocked during advertised unlocked hours- consistently inconsistent.*  
*Not cleared enough.*  
*If it wasn't for the volunteers the place would be a mess - we keep it tidy.*  
*Suggestion that Council must pressure recycling companies rather than incentivising landfill.*

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

NOTES:

- Sample: 2021 n=501
- 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.

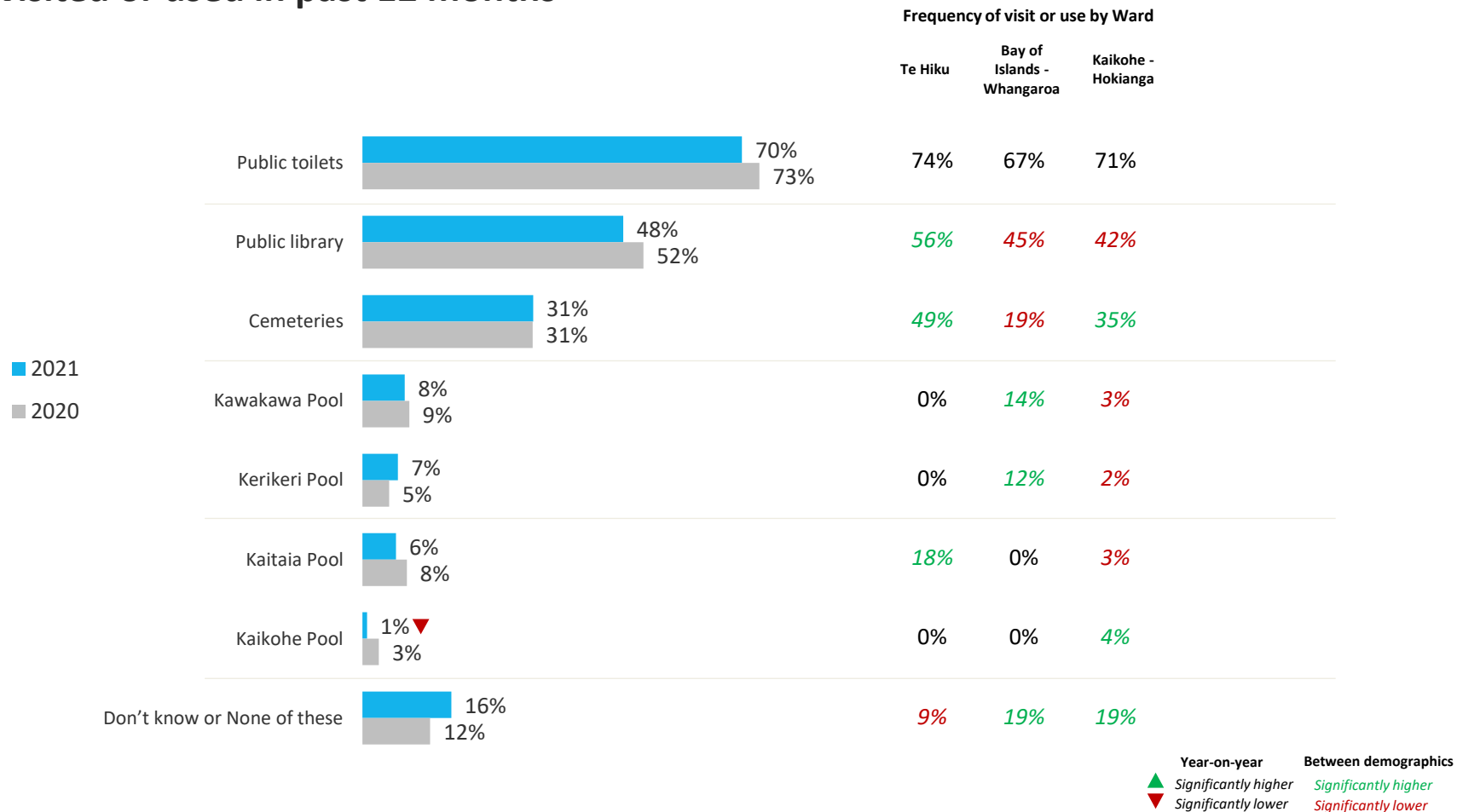




## Services and Facilities: Council's public facilities

70% of residents have visited *Public toilets* in the last year, with nearly half of residents (48%) visiting the *Public library*. Nearly a third of residents (31%) visited the *Cemeteries* in the last year. Residents living in the *Te Hiku Ward* were more likely to visit or use the *Public library*, *cemeteries* and *Kaitaia Pool*. Residents living in the *Bay of Islands-Whangaroa Ward* and *Kaikohe-Hokianga Ward* were more likely to have used *None of the facilities* or *be unsure* whether they used them in the past 12 months.

## Facilities visited or used in past 12 months



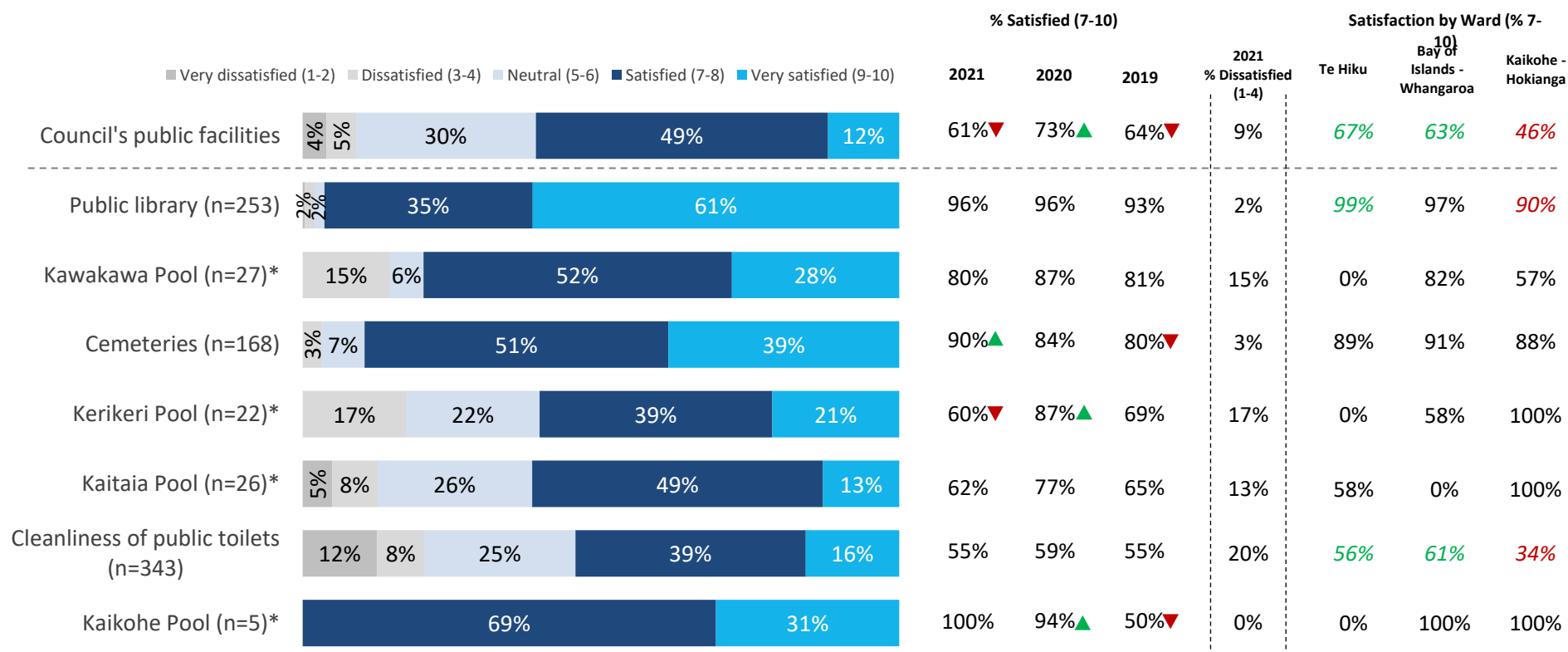
### NOTES:

- 2020 n=501; 2021 n=501; Te Hiku n=160, Bay of Islands-Whangaroa n=245, Kaikohe-Hokianga n=96; Excludes 'don't know'
- CF1. Which of the following facilities have you visited in the last year?



61% of residents were satisfied with the *Public facilities overall*, with 96% of residents satisfied with the *Public library* and 90% satisfied with the *Cemeteries*. More than half of residents (55%) were satisfied with the *Cleanliness of public toilets* with 20% dissatisfied with these facilities. *Te Hiku Ward* and *Bay of Islands-Whangaroa Ward* residents were more likely to be satisfied with *Council's public facilities*.

## Services and facilities: Council's public facilities



### NOTES:

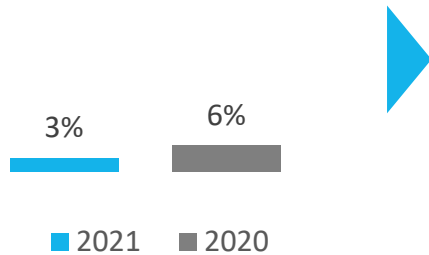
- 2019 n=500; 2020 n=501; 2021 n=501; Te Hiku n=160, Bay of Islands-Whangaroa n=245, Kaikohe-Hokianga n=96; Excludes 'don't know'
- CF2. On the scale of 1- 10, how would you rate your level of satisfaction with...
- CF4. When you consider all the public facilities that are provided by Council including 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?
- \* Caution: small sample base <n=30

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

In 2021 dissatisfaction with *Cemeteries* halved to 3% and only one resident was ‘very dissatisfied’ (1-3/10). This resident felt *More frequent cleaning*, a *Better level of cleaning* and *Maintenance or upgrade* was required.

## Reasons for dissatisfaction: Cemeteries

**% Who rated cemeteries  
1-4 out of 10**



**Reasons for low rating\*\***

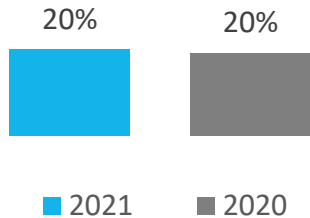
	Cemeteries (n=1)
More frequent cleaning	✓
Better level of cleaning	✓
Maintenance/upgrade	✓
Opening hours need to be longer	
Other	

NOTES:  
 1. Sample: Those who visited cemeteries, 2021 n=168, 2020 n=159; Very dissatisfied (1-3) n=1\*  
 2. CF2AA. Why weren't you satisfied with <Xxx>?  
 3. \* Caution: small base size <n=30  
 4. \*\* Asked of % who rated the cemeteries 1-3 out of 10

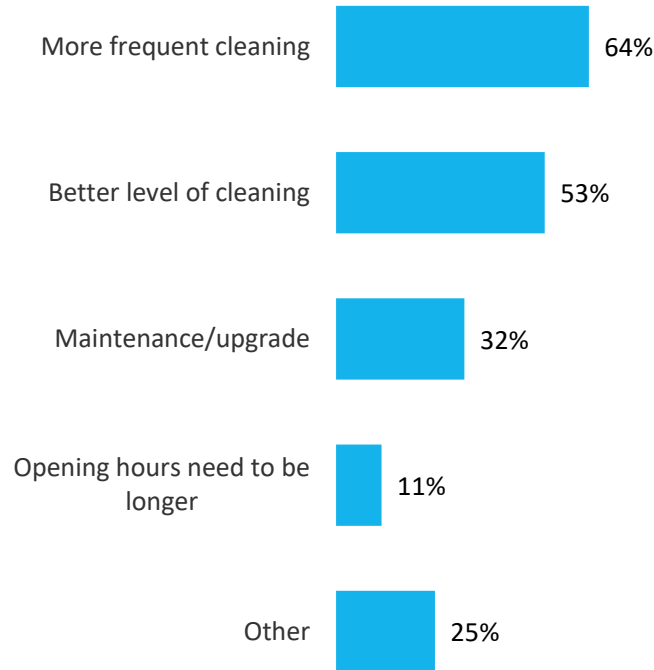
20% of residents were dissatisfied with the *Cleanliness of public toilets*, indicating the *More frequent cleaning* (64%) and a *Better level of cleaning* (53%) was required. Nearly a third of those dissatisfied (32%) felt *Maintenance or an upgrade of public toilet facilities* were required.

## Reasons for dissatisfaction: Cleanliness of public toilets

% Who rated cleanliness of public toilets 1-4 out of 10



Reasons for low rating\*



**Other comments:**

*Disgusting toilets (x2)  
The toilet I have used is so old - there needs to be a whole new building.*

*More toilets and more cleaning*

*Better facilities, maintained they are old and stinky*

*Need to roll jeans up so they do not get wet.*

*Toilets were blocked and overflowing, and I needed to have a shower when I got home. I regretted waking in there.*

*One of the toilets was not flushing as it was blocked.*

*When it rains the toilet gets flooded. Toilet doors remain open.*

*Disgraceful*

*Waipapa toilets the lights either not on or turned off when you're sitting on the toilet. Can't flush the Kaikohe toilets often.*

*Need more toilets.*

*More toilets required in outer areas of town.*

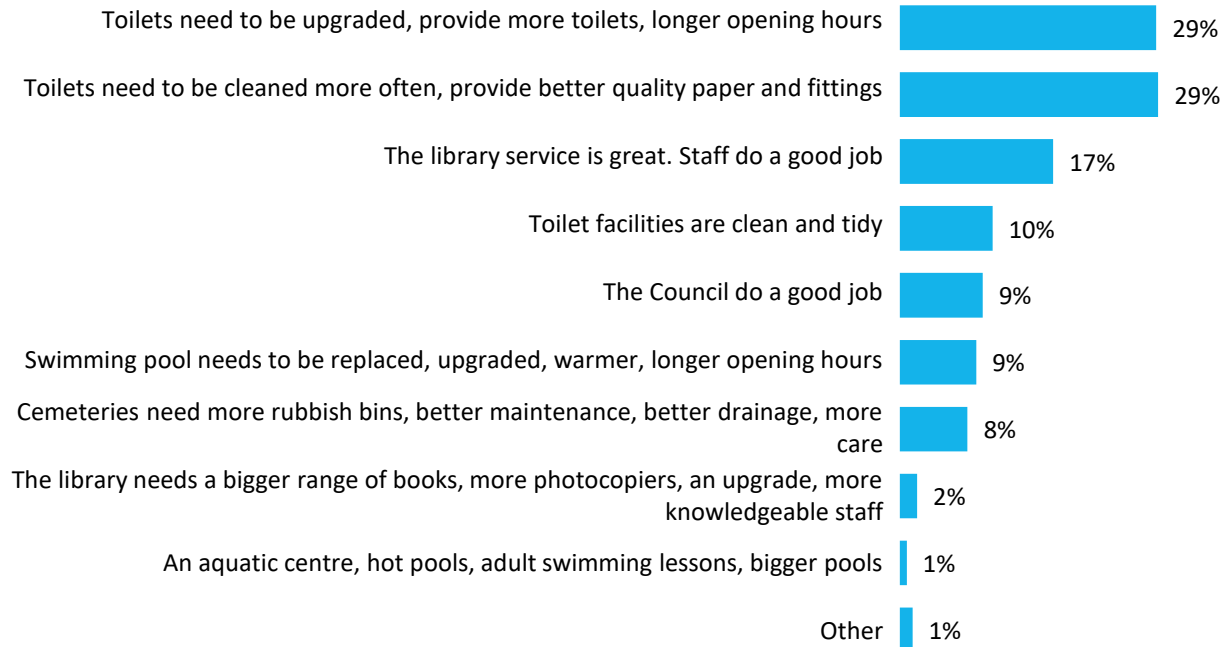
*Daily Janola cleaning and hosing out. The whole toilet was flooded in Kerikeri.*

*There was s--- everywhere, the toilets were disgusting, and I had no other option. Another lady was taking pictures it was so disgusting.*

NOTES:  
 1. Sample: Those who have used public toilets, 2021 n=343, 2020 n=354; Very dissatisfied (1-3) n=38  
 2. CF2AG. Why weren't you satisfied with <Xxx>?  
 3. \*Asked of % who rated public toilets 1-3 out of 10

The main comments about Council's *Public facilities* related to the *Public toilets*, specifically *Toilets need to be upgraded, more toilets be provided, longer opening hours (29%)* and *Toilets need to be cleaned more often with better quality paper and fittings provided (29%)*. 17% of residents complimented the *Library service and staff*, while 10% commented on *Clean and tidy toilet facilities*.

## Comments about Council's public facilities



NOTES:

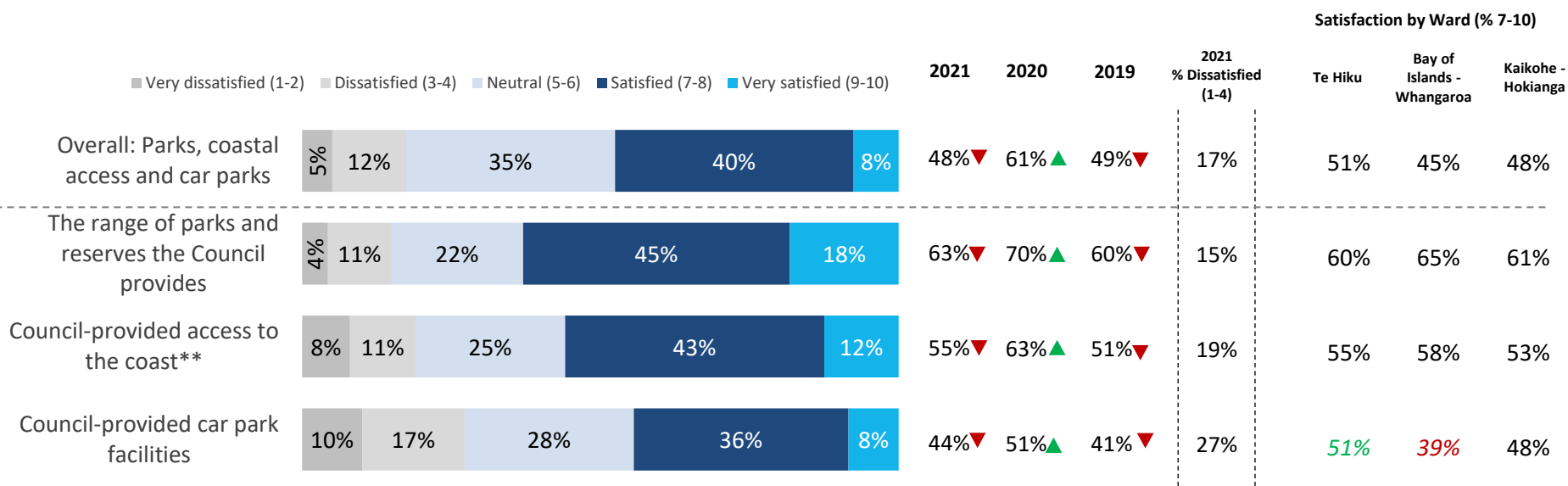
1. Sample: 2021 n=176; Excludes 'don't know'
2. CF3. Do you have any comments about these services?



## Services and Facilities: Parks, coastal access and car parks

Overall satisfaction with Parks, coastal access and car parks declined since last year (48%), with a similar decline in satisfaction for the Range of parks and reserves (63%), Council-provided access to the coast (55%) and Council-provided car park facilities. Residents from Te Hiku Ward were more likely to be satisfied with the Council-provided car park facilities (51%).

## Services and facilities: Parks, coastal access and car parks



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

### NOTES:

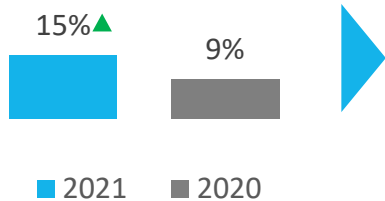
- 2019 n=500; 2020 n=501; 2021 n=501; Te Hiku n=160, Bay of Islands-Whangaroa n=245, Kaikohe-Hokianga n=96; Excludes 'don't know'
- PR1. Still using the 1 to 10 scale, where 1 means 'very dissatisfied' and 10 means 'very satisfied', how would you rate your satisfaction with the following...
- PR2. And overall, how satisfied are you with Council parks, coastal access and car parks?

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

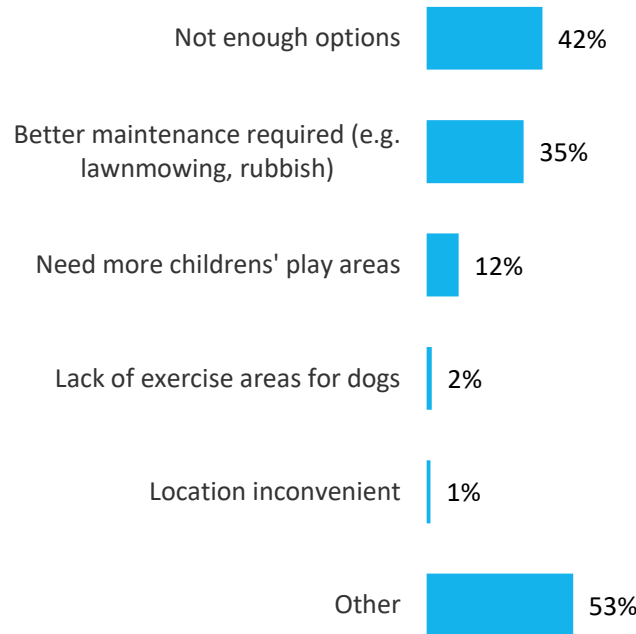
15% of residents were dissatisfied with the *Range of parks and reserves the Council provides* with *Not enough options* (42%) and *Better maintenance required (e.g. lawnmowing, rubbish)* (35%) the main reasons for dissatisfaction.

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

% Who rated the range of parks and reserves 1-4 out of 10



Reasons for low rating\*



**Other comments:**

*Nothing in Russell*

*Some parks in Kerikeri have been abandoned. An old council track has been re-cleared by the group my father belongs to. Don't really have any parks in Hokianga.*

*It's Crown land and the Council have tried to privatise and sell it off. We are fighting this legally at the moment.*

*I don't use them (x2)*

*Wheelchair access is the biggest problem for me, there needs to be more paved areas.*

*Sea reclamation to some of the coastal parks.*

*I do not think they make accessibility easy.*

*Mismanagement in the way they have been developed.*

*In the North Hokianga we don't have any.*



*It is not that I am unsatisfied with the range of parks, it is the fact that they want to make a part of my land a "significant forest" because Council says I cannot do anything with it. Who makes that decision? And what right have they got? Sports ground maintenance.*

*Had a discussion with Council over a reserve that belonged to my grandparents. I had the title just hope that there are no others like this. This was sorted Council was surprised about this and apologised.*

*Lack of space.*

*The green spaces are terrible. The playgrounds are old and dilapidated. There is nowhere to sit, no designated areas, it really is just a green space.*

NOTES:  
 1. Sample: 2021 n=501, 2020 n=501; Very dissatisfied (1-3) n=36  
 2. PR1A. Why weren't you satisfied with <Xxx>?  
 3. \*Asked of % who rated the range of parks and reserves the Council provides 1-3 out of 10

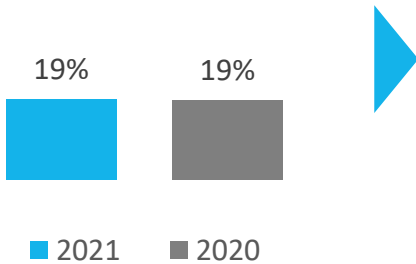
Year-on-year  
 Significantly higher  
 Significantly lower



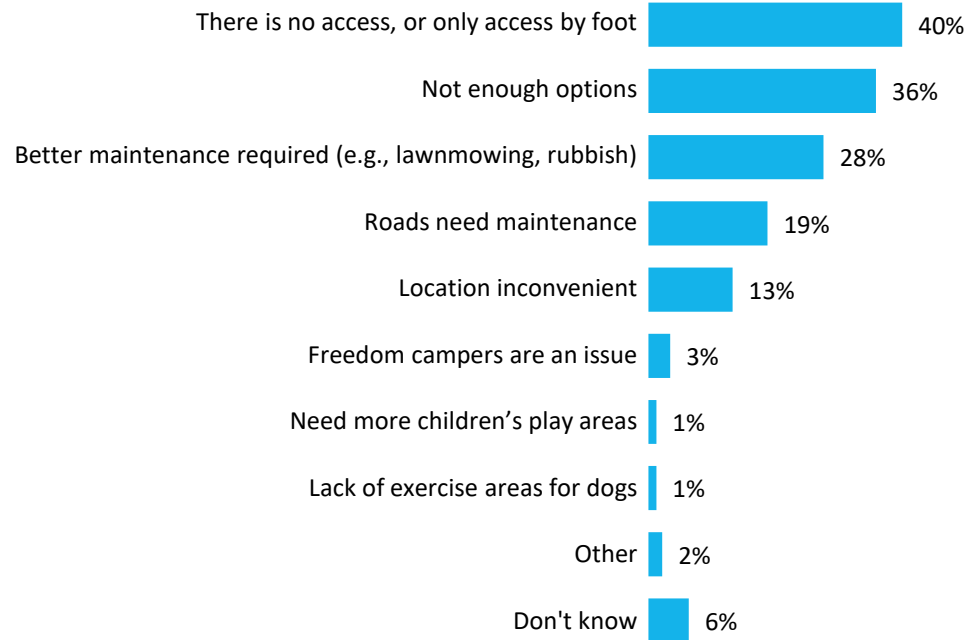
Residents who were dissatisfied with *Council-provided access to the coast* (by this we mean *Council-maintained roads, reserves and walkways that allow access to beaches in the Far North*) felt there was *No access* (40%), *Limited options* (36%) and *Better maintenance was required* (28%).

## Reasons for dissatisfaction: Council-provided access to the coast

% Who rated Council-provided access to the coast 1-4 out of 10



Reasons for low rating\*



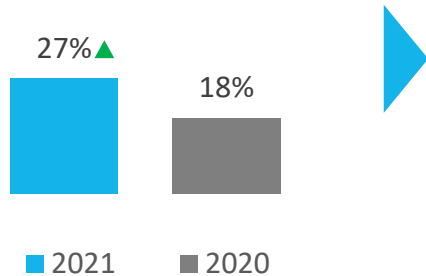
NOTES:  
 1. Sample: 2021 n=501, 2020 n=501; Very dissatisfied (1-3) n=53  
 2. PR1A. Why weren't you satisfied with <Xxx>?  
 3. \*Asked of % who rated Council-provided access to the coast 1-3 out of 10



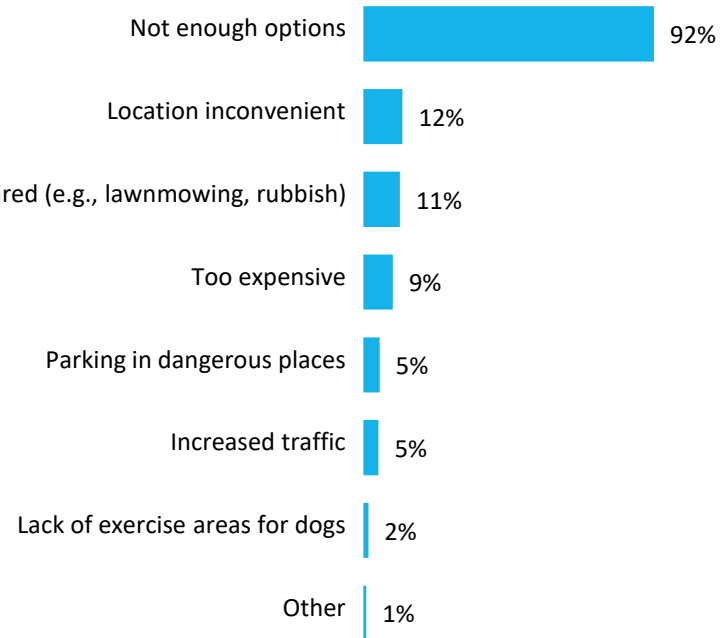
27% of residents were dissatisfied with the *Council-provided car park facilities*, a significantly greater proportion than last year. The main reason for dissatisfaction was a *Lack of options available*.

## Reasons for dissatisfaction: Council-provided car park facilities

% Who rated Council-provided car park facilities 1-4 out of 10



Reasons for low rating\*



Year-on-year  
 ▲ Significantly higher  
 ▼ Significantly lower

NOTES:

1. Sample: 2021 n=501, 2020 n=501; Very dissatisfied (1-3) n=86
2. PR1A. Why weren't you satisfied with <Xxx>?
3. \*Asked of % who rated Council-provided car park facilities 1-3 out of 10

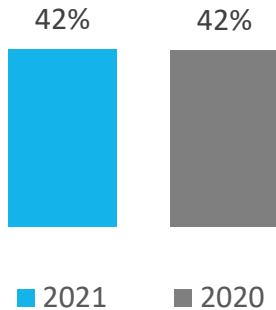


## Interaction with Council

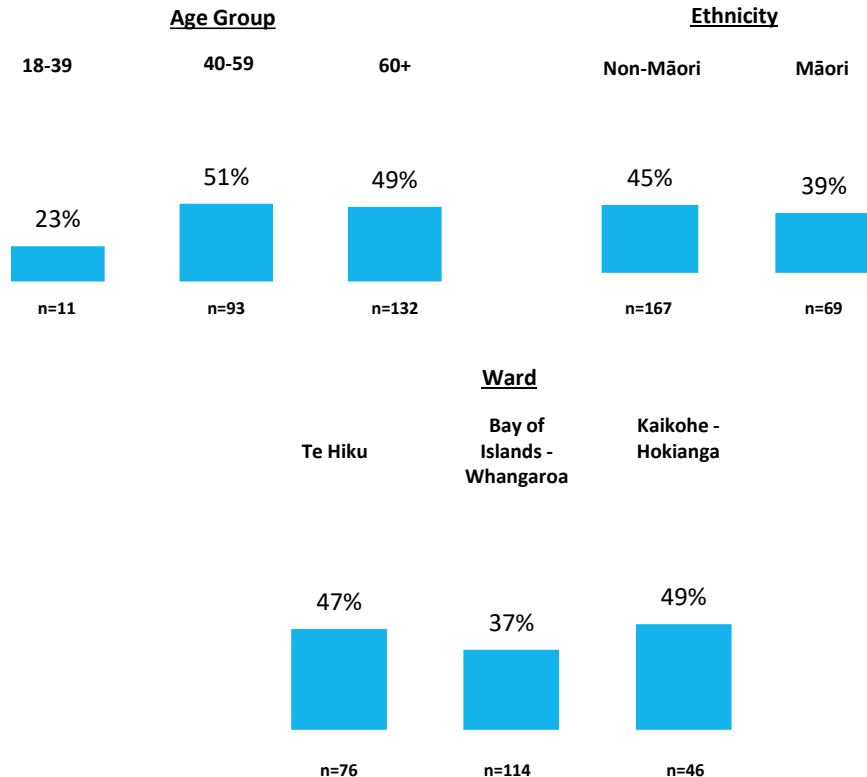
Around two in five residents (42%) had to *Contact Council for a services request or complaint during the past 12 months*. This was the same proportion as the year before. Older residents aged 40 to 59 years (51%) and 60+ years (49%), non-Māori residents (45%) and residents from Kaikohe-Hokianga (49%) and Te Hiku Wards (47%) were slightly more likely to contact Council.

## 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

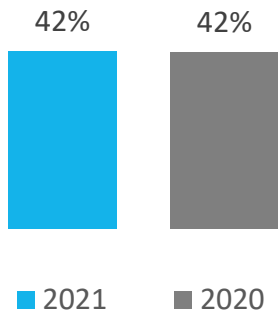


NOTES:  
 1. Sample: Those who have contacted Council 2021 n=236, 2020 n=216; Excludes 'don't know'  
 2. RS1. Have you had to contact Council for a service request or complaint during the past 12 months?

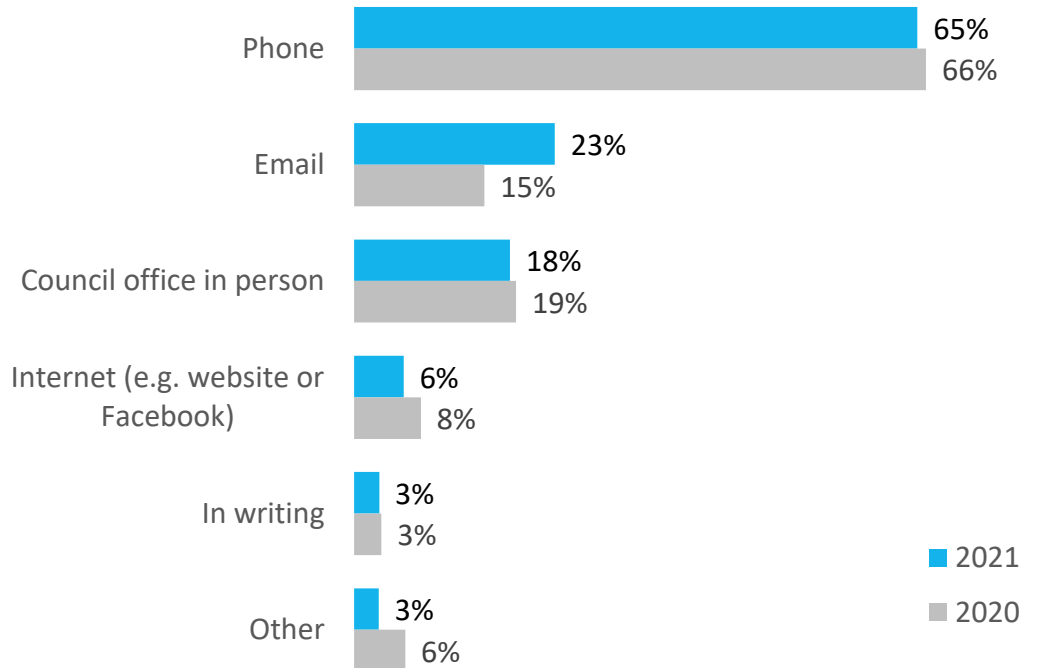
18% of contact was made in person, with 65% by *Telephone* being the main method of contacting Council. 6% of residents referred to either the *Website or Facebook page*, while nearly a quarter of residents (23%) contacted Council via *Email*.

## Contact with Council in the last 12 months

Have contacted Council in the past 12 months



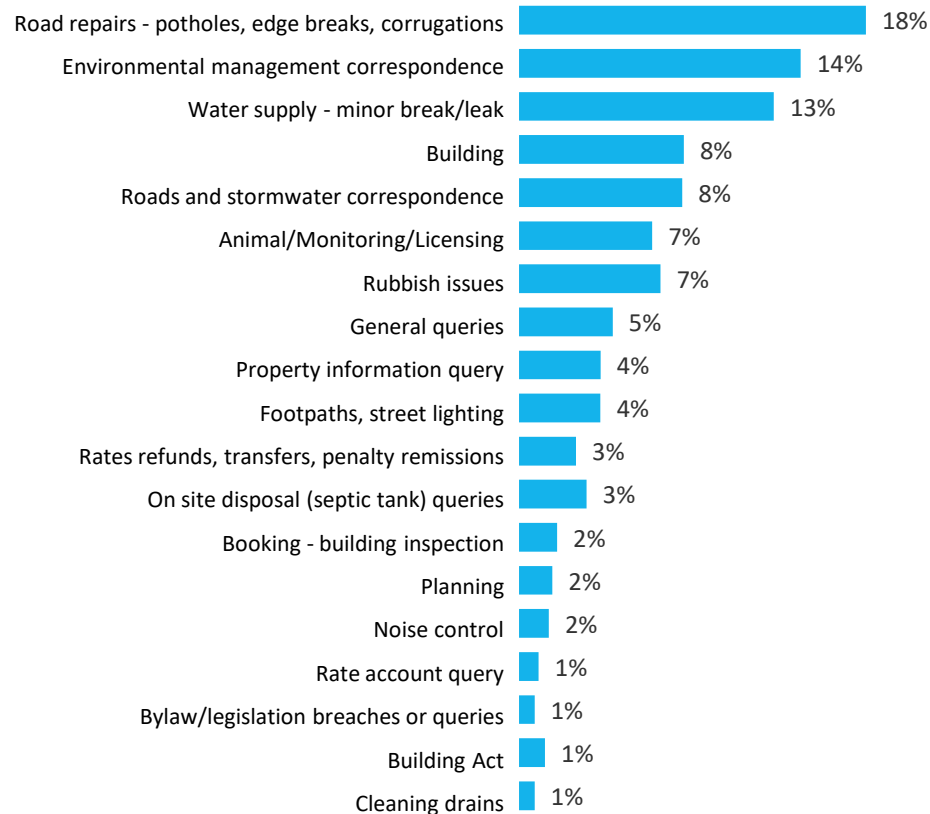
Method by which last contacted Council



NOTES:  
 1. Sample: Those who have contacted Council in past 12 months, 2021 n=236, 2020 n=216  
 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?

18% of the requests or complaints made to Council in the past 12 months related to *Road repairs-potholes, edge breaks, corrugations*, 14% related to *Environmental management correspondence* and 13% related to *Water supply-minor break/leak*.

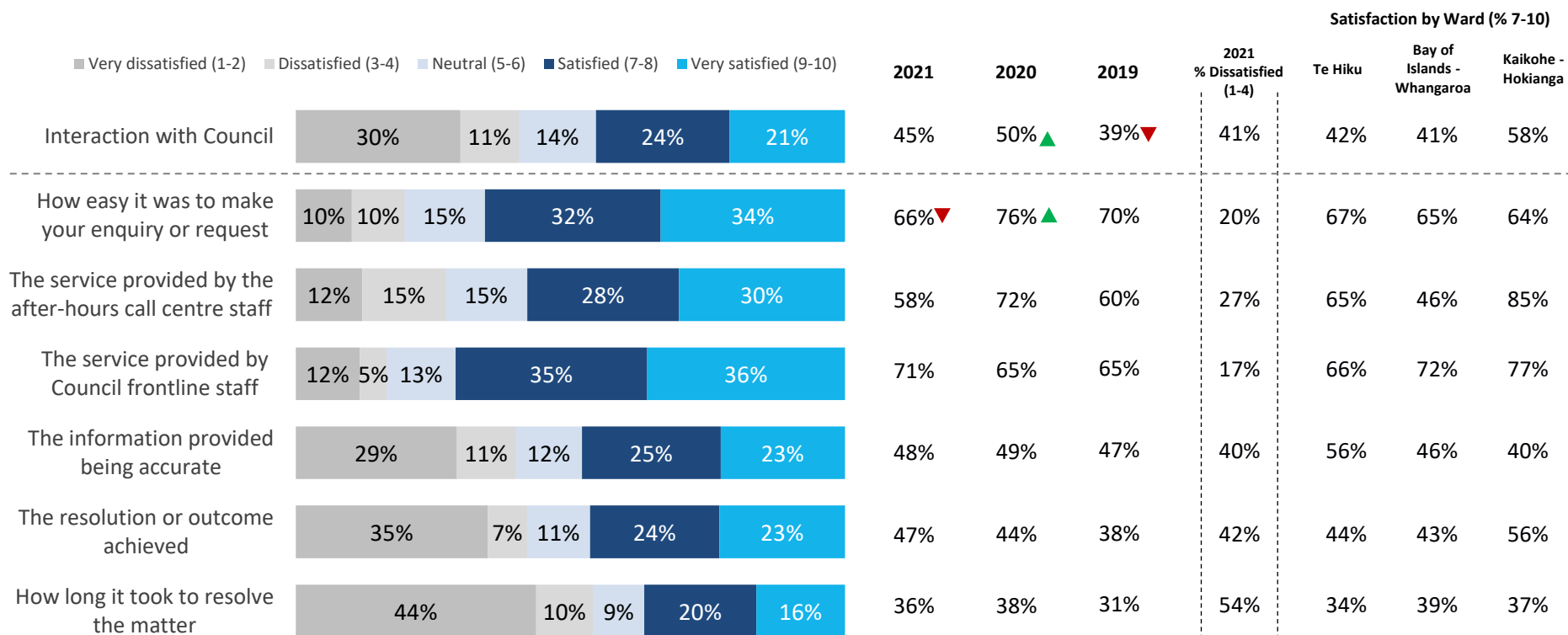
## Request or complaint related to...



NOTES:  
 1. Sample: Those who contacted Council in past 12 months, 2021 n=236, 2020 n=216  
 2. RS3. Thinking about your most recent request or complaint, what did it relate to?

45% of those who contacted Council were satisfied with Council's *Overall handling of their request or complaint*. 71% were satisfied with *The service provided by Council frontline staff*, but there was a significant decline in *How easy it was to make the enquiry or request* (66%).

## Services and facilities: Interaction with Council



### NOTES:

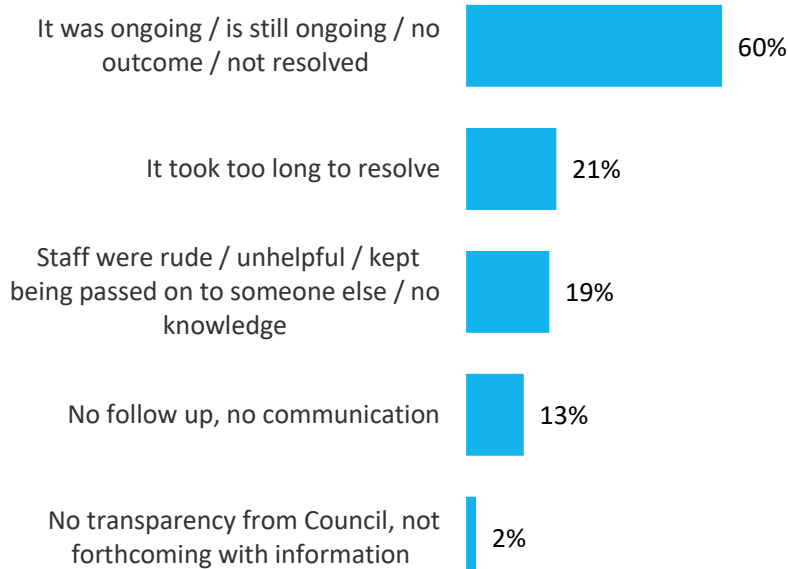
- 2019 n=500; 2020 n=501; 2021 n=501; Te Hiku n=160, Bay of Islands-Whangaroa n=245, Kaikohe-Hokianga n=96; Excludes 'don't know'
- Those who contacted Council in past 12 months 2021 n=236, 2020 n=216
- RS4. Thinking back to your most recent request or complaint, how would you rate your satisfaction with each of the following?
- RS4B. How would you rate Council overall for how well they handled your request or complaint?

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

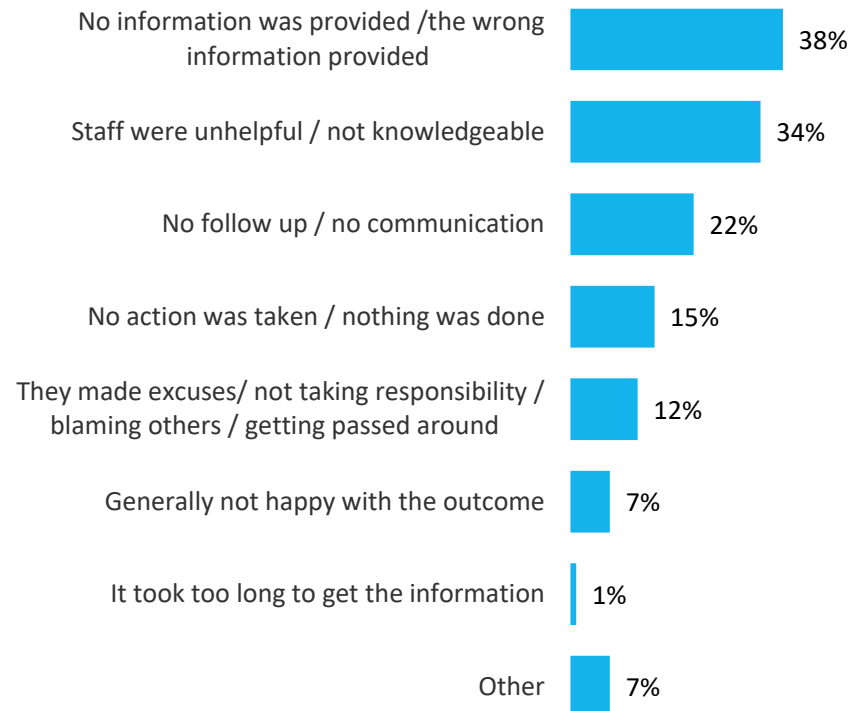
The high levels of dissatisfaction with *How long it took to resolve the matter*, were mainly due to a *Lack of outcome*, with *Issues still ongoing and not resolved* (60%). The residents who were dissatisfied with the *Information being provided being accurate* indicated that either *No information or the wrong information was provided* (38%) and felt that *Staff were unhelpful / not knowledgeable* (34%).

## Interaction with Council – Reasons for dissatisfaction

How long it took to resolve the matter



Information provided being accurate



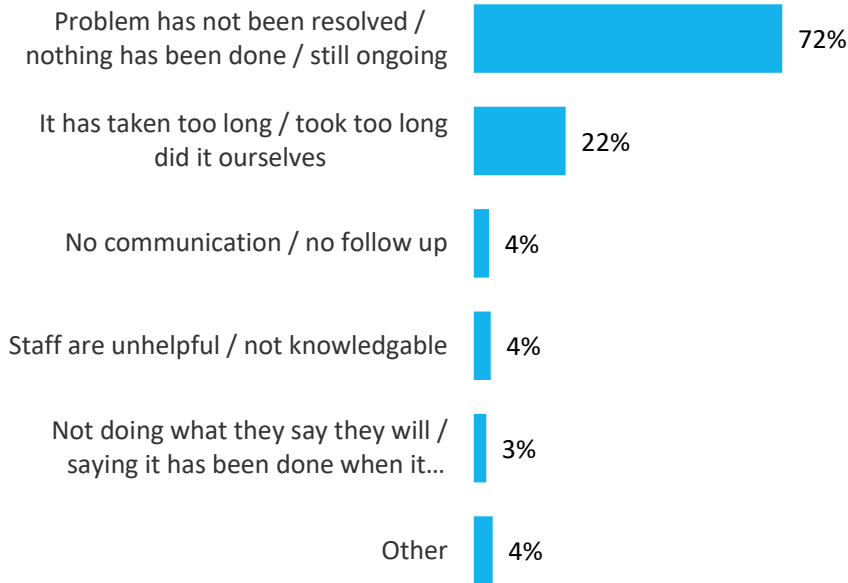
NOTES:

1. Sample: Those who weren't satisfied (2021): How long it took to resolve the matter n=107, Information provided being accurate n=66
2. RS4. Why weren't you satisfied with <Xxx>?

Residents dissatisfied with *the Resolution or outcome achieved* were mainly dissatisfied as the *Problem has not been resolved or Nothing has been done* (72%). The residents who were dissatisfied with *How well Council handled their enquiry or complaint overall* were mainly dissatisfied as the issue/s was *Still ongoing / nothing was done / no result was achieved* (49%).

## Interaction with Council – Reasons for dissatisfaction

The resolution or outcome achieved



How well Council handled enquiry or complaint overall



NOTES:  
 1. Sample: Those who weren't satisfied (2021): Resolution or outcome achieved n=86, How well Council handled enquiry or complaint overall n=86  
 2. RS4. Why weren't you satisfied with <Xxx>?

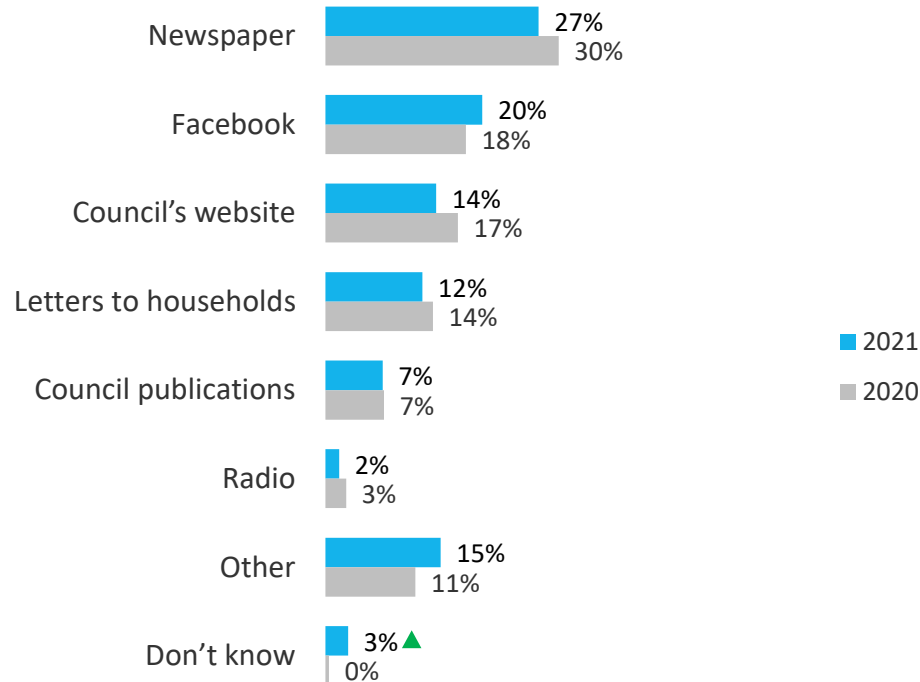




## Governance, Communication and Strategic Administration

Slightly more than a quarter of residents (27%) rely mostly on *Newspapers* for information about Council, followed by 20% who turn to *Facebook*. 14% of residents rely mostly on *Council's website* for information about Council with a similar proportion (12%) relying on *Letters to households*. 7% of residents rely on *Council publications* and 2% rely on *Radio*.

## Source most relied on for information about Council



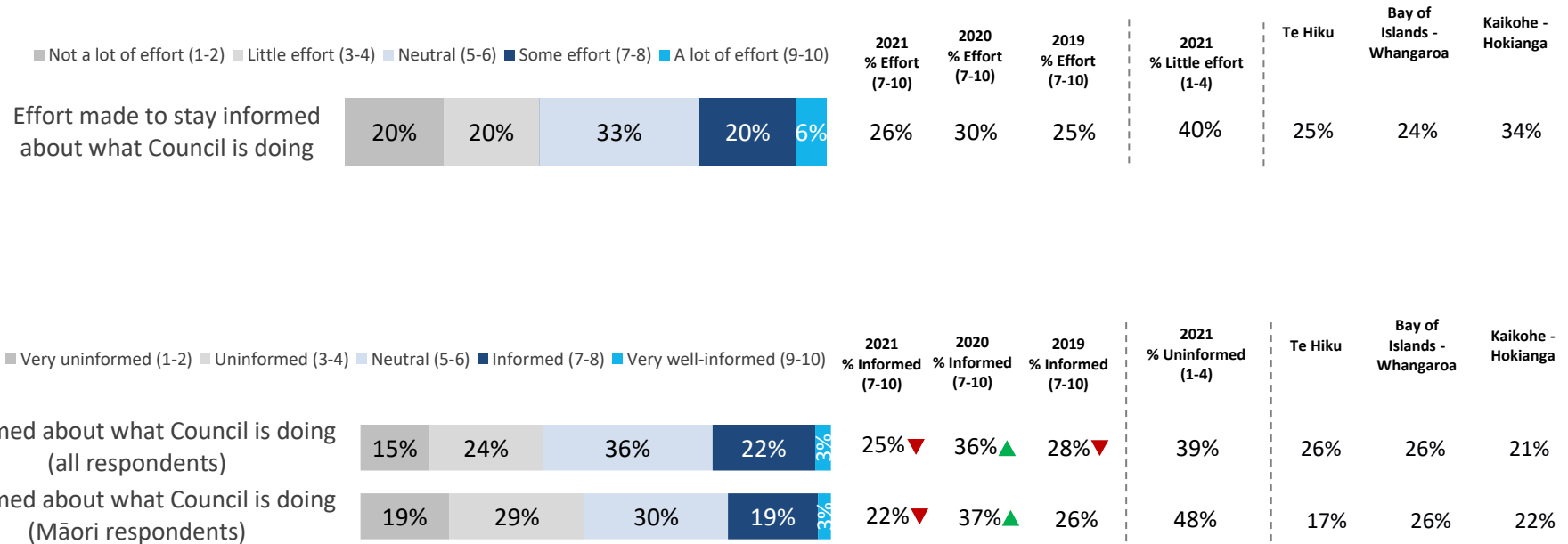
Year-on-year  
 ▲ Significantly higher  
 ▼ Significantly lower

NOTES:

1. Sample: 2021 n=501, 2020 n=501
2. GC3. Which of the following do you most rely on for information about Council?

Around a quarter of residents (26%) make ‘some’ to ‘a lot of effort’ to *Stay informed about what Council is doing*. Two in five residents (40%) make ‘little’ to ‘no effort’ to *Stay informed about what Council is doing*. A quarter of residents (25%) and 22% of Māori residents felt *Informed about what Council is doing*, a considerable decline year-on-year.

## Informed about what Council does



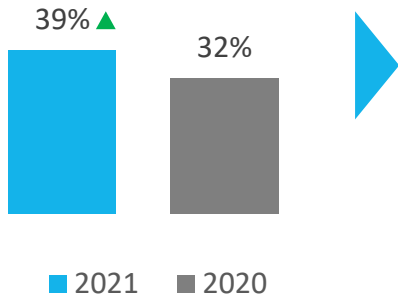
Year-on-year  
 ▲ Significantly higher  
 ▼ Significantly lower

NOTES:  
 1. 2019 n=500; 2020 n=501; 2021 n=501; Te Hiku n=160, Bay of Islands-Whangaroa n=245, Kaikohe-Hokianga n=96; 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?

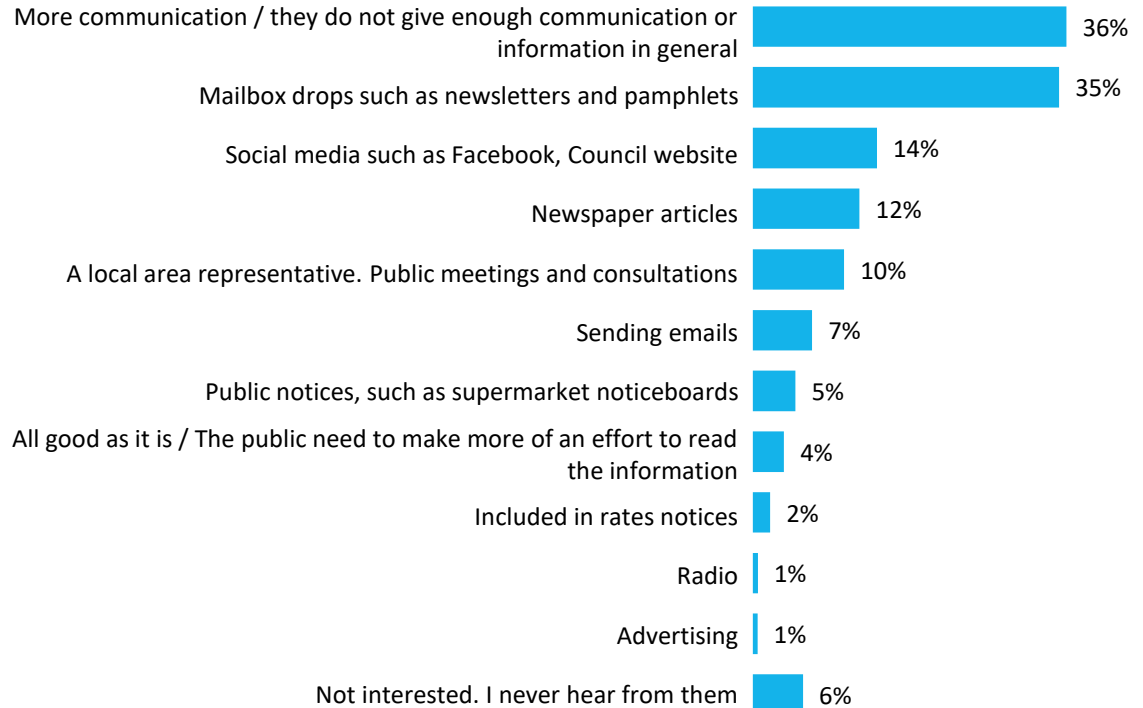
More than a third of residents (36%) felt that *More communication or information in general* was required to *Improve the way Council keeps them informed*, while a similar proportion (35%) felt *Mailbox drops such as newsletters and pamphlets* would be effective. 14% thought utilizing *Social media such as Facebook and the Council website* would be effective ways to improve communication, while 12% looked to *Newspaper articles* and 10% suggested a *Local area representative, public meetings and consultations*.

## Suggested improvements to keep residents informed

**% Who rated being informed about what Council is doing 1-4 out of 10**



**Suggested improvements\***



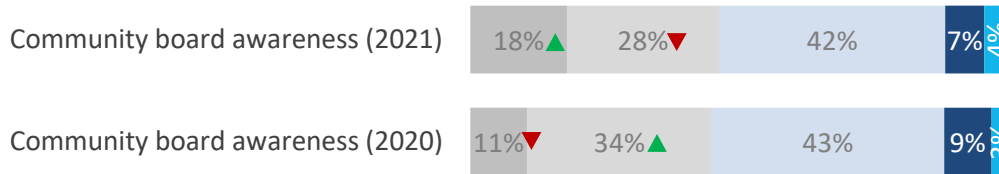
NOTES:  
 1. Sample: 2021 n=501, 2020 n=501, Those who feel uninformed n=107  
 2. GC4. In general, how well-informed do you feel about what Council is doing?  
 3. GC4A: How could Council improve the way it keeps you informed?  
 4. \*Asked of % who rated being informed about what Council is doing 1-3 out of 10

Year-on-year  
 ▲ Significantly higher  
 ▼ Significantly lower

Awareness of the *Community board* that operates in local areas remained similar last year with 42% having *Heard of it and knowing a bit about what it does*, 7% having *Detailed knowledge of work the community board does that is of interest to them* and 4% having *Detailed knowledge of everything the community board does*. A large proportion of residents have *Never heard of it* (18%), but this was offset against a decline in the number of residents who *Have heard of it but do not know anything about it*.

## 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
Community board awareness (2021)	82%	18%
Community board awareness (2020)	89%	11%

### Heard of it by Ward

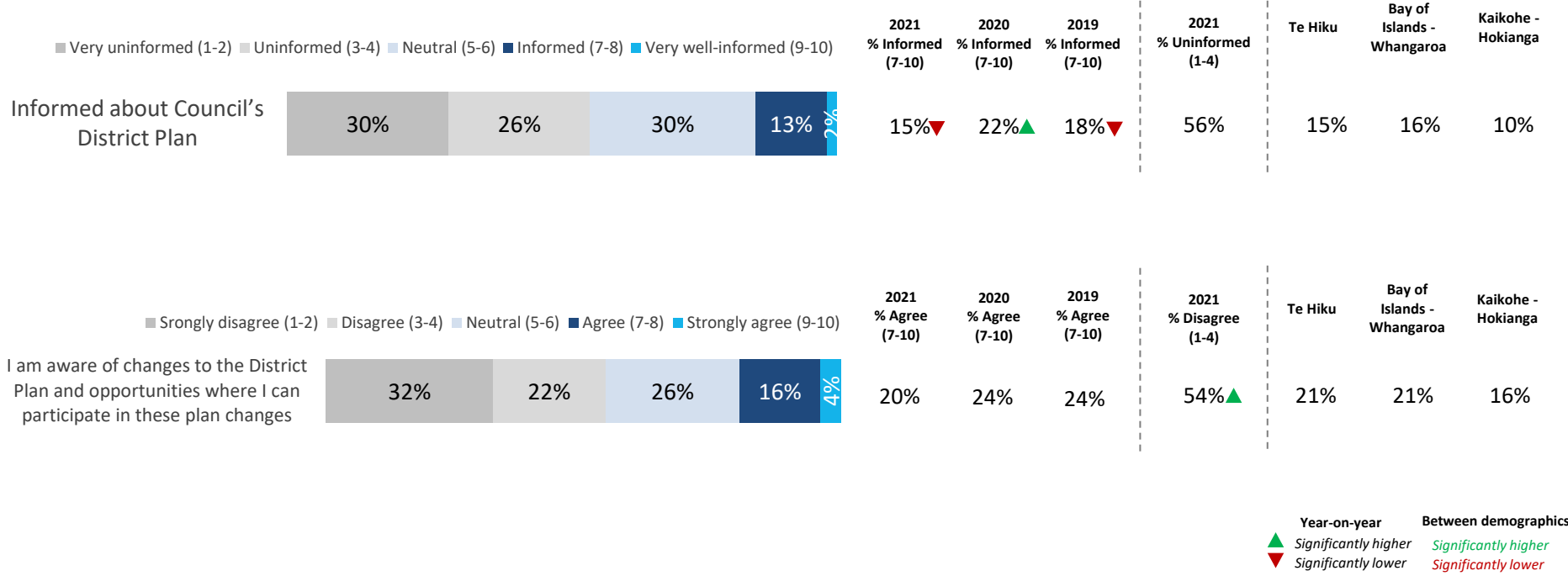
	Te Hiku	Bay of Islands - Whangaroa	Kaikohe - Hokianga
Community board awareness (2021)	83%	84%	77%
Community board awareness (2020)	85%	93%	88%

Year-on-year  
 ▲ Significantly higher  
 ▼ Significantly lower

NOTES:  
 1. 2019 n=500; 2020 n=501; 2021 n=501; Te Hiku n=160, Bay of Islands-Whangaroa n=245, Kaikohe-Hokianga n=96; Excludes 'don't know'  
 2. GC1. Which of the following best describes your awareness of the community board that operates in your area?

More than half of residents (56%) consider themselves to be 'very uninformed' or 'uninformed' about Council's District Plan. One fifth of residents (20%) agreed or strongly agreed that they were *Aware of changes to the Council's District Plan*. 54% of residents disagreed or strongly disagreed that they were *Aware of changes to the Council's District Plan*.

## Council's District Plan

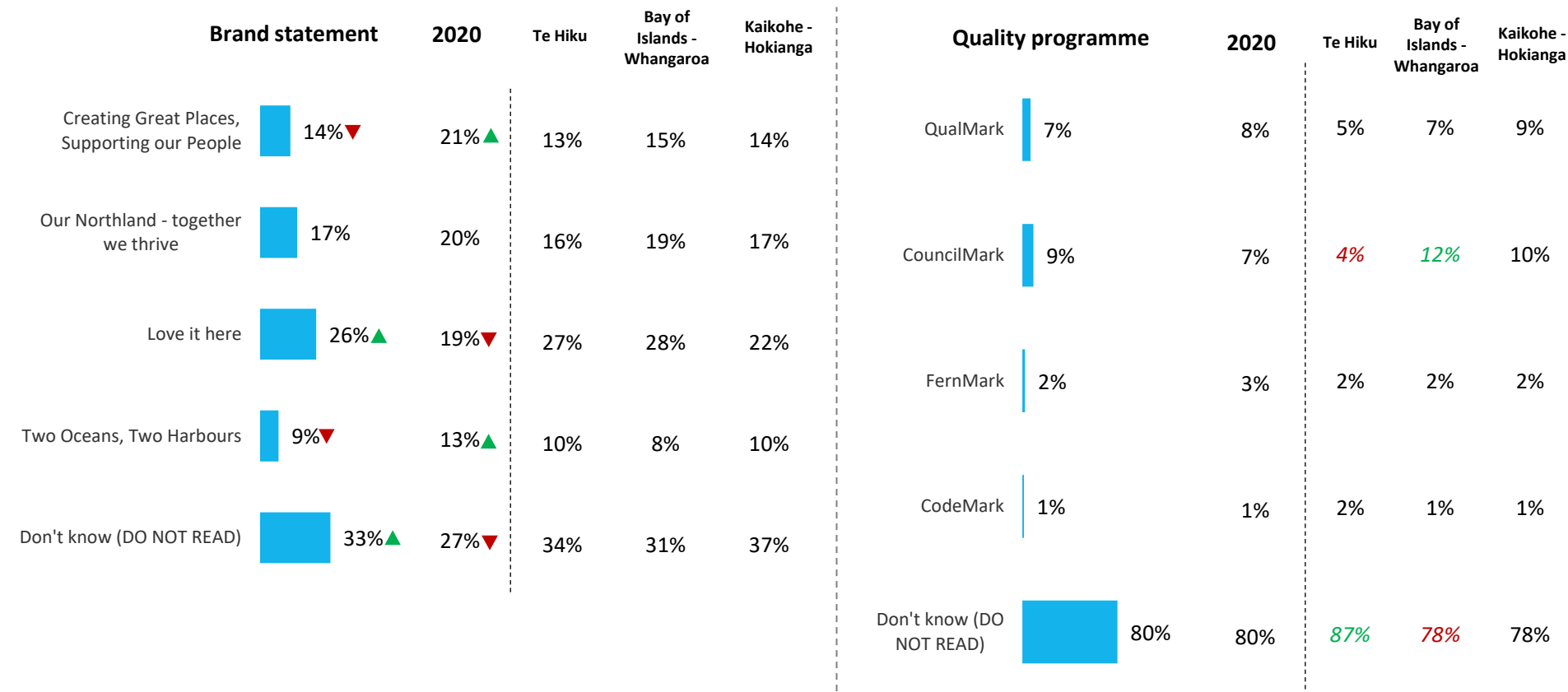


**NOTES:**

1. 2019 n=500; 2020 n=501; 2021 n=501; Te Hiku n=160, Bay of Islands-Whangaroa n=245, Kaikohe-Hokianga n=96; 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...?

The Far North District Council brand statement *Creating Great Places, Supporting our People* was associated with Council by 14% of residents. The majority of residents (80%) did not know to which *Quality programmes the Far North District Council had membership*. 9% of residents knew that Council had membership to *CouncilMark*, while 7% thought Council was a member of *QualMark*.

## Brand statements and quality programmes



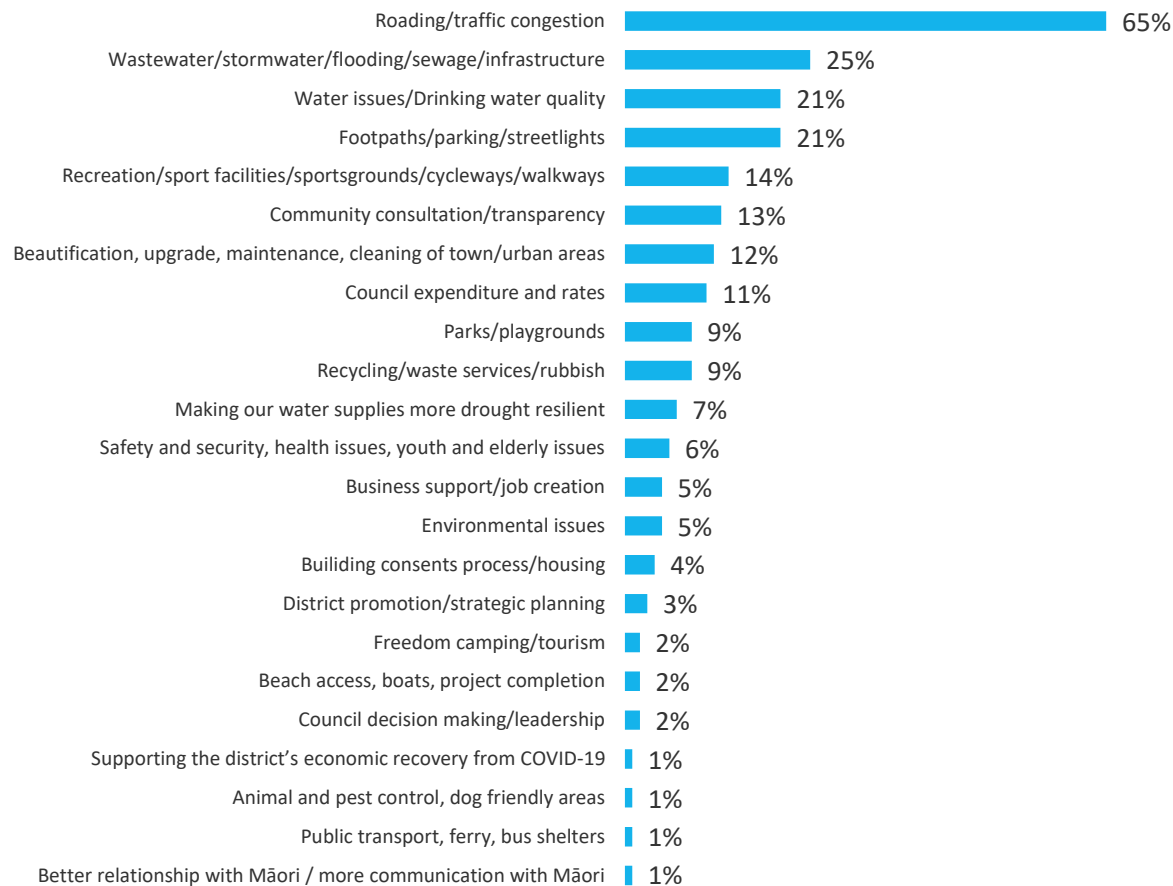
▲ Year-on-year Significantly higher  
▼ Year-on-year Significantly lower  
▲ Between demographics Significantly higher  
▼ Between demographics Significantly lower

NOTES:  
 1. Sample: 2021 n=501; 2020 n=501  
 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)?



*Roading/traffic congestion* emerged as the top priority for 65% of residents for Council to focus on over the next 12 months, followed by *Wastewater/stormwater/flooding/sewage/infrastructure* at 25% in second position. *Water issues/drinking water quality* and *footpaths/parking/streetlights* were tied for third place on the priority ranking with around one fifth of residents (21%) selecting this option.

## Priority for next 12 months



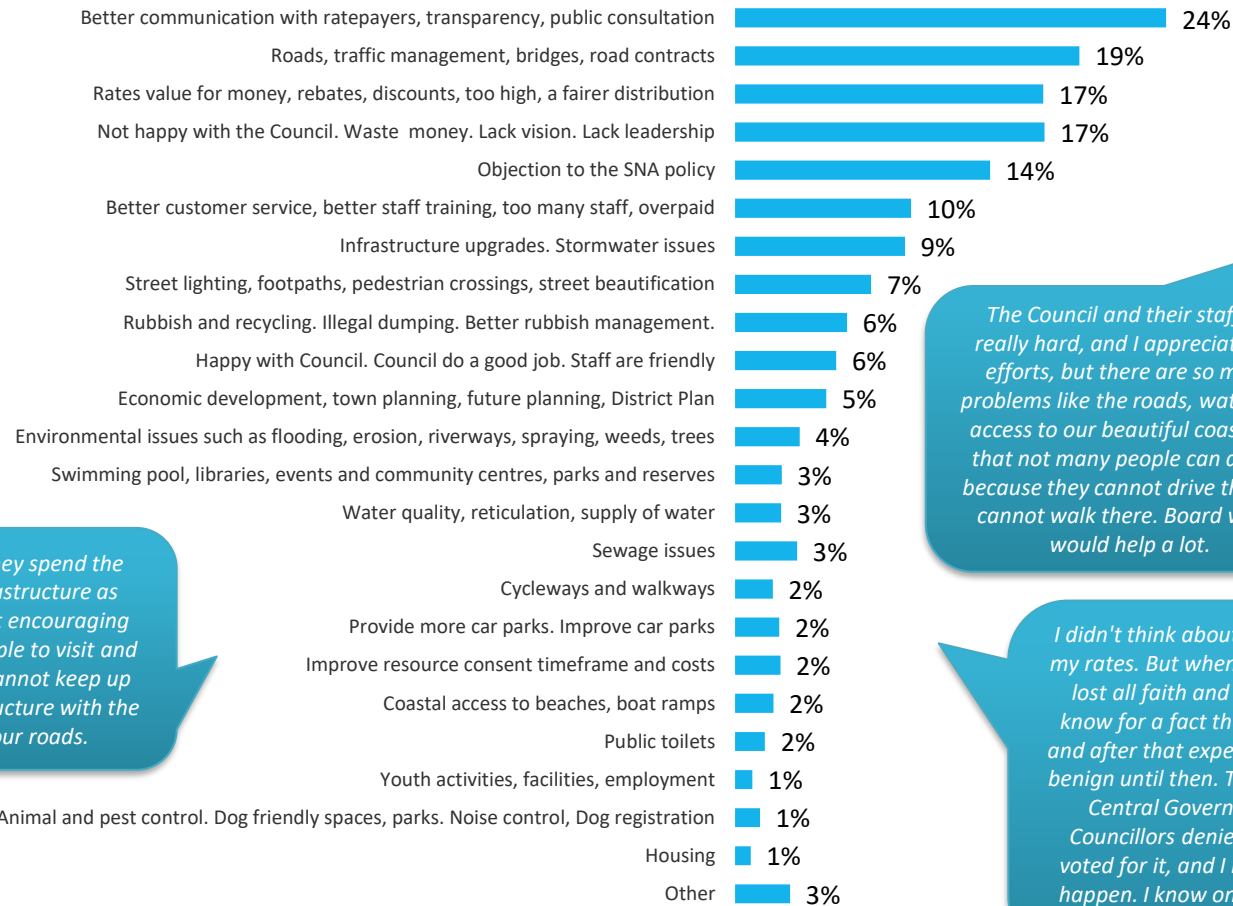
### NOTES:

1. Sample: 2021 n=501
2. OP2. Which three services or facilities do you think Council should give high priority to over the next 12 months?



*Better communication, transparency and public consultation (24%), the Roads/traffic management (19%), Rates providing value for money (17%) and Concern about vision/leadership (17%) dominated general feedback to Council.*

## General Comments



*It is essential they spend the money on infrastructure as there is no point encouraging tourism and people to visit and live here if we cannot keep up with the infrastructure with the water and our roads.*

*The Council and their staff try really hard, and I appreciate the efforts, but there are so many problems like the roads, water, the access to our beautiful coastlines that not many people can access because they cannot drive there or cannot walk there. Board walks would help a lot.*

*I think the SNA is not a good idea, although it is not the Council it is the Government pushing it on them. Forcing people to possibly give up uses of their land, but in terms of looking after the environment it is a good thing, but the way they are doing it is something I don't like.*

*I didn't think about the Council much at all and just paid my rates. But when they slapped me with an SNA notice I lost all faith and all trust I have ever had in Council. I know for a fact that people on the Council outright lied and after that experience I don't trust Council. I was quite benign until then. They denied they lied, and they blamed Central Government for the whole shambles. The Councillors denied any responsibility and I know they voted for it, and I know that Councillors wanted that to happen. I know one person voted against it. This leaves me in a position of zero trust.*

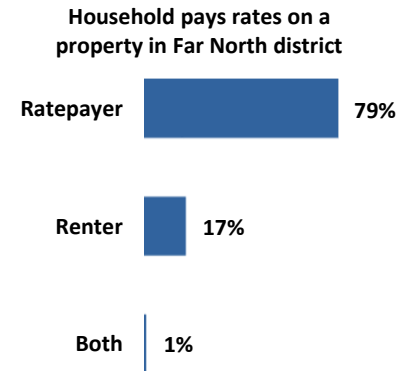
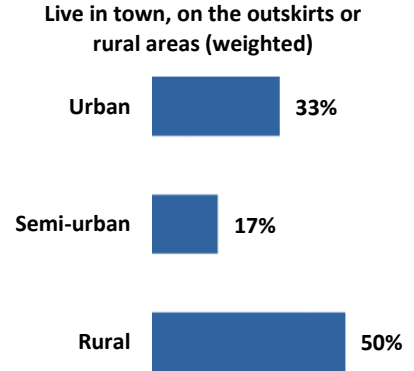
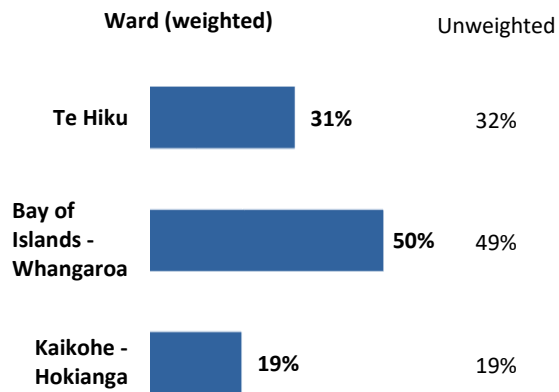
NOTES:

1. Sample: 2021 n=501
2. OP3. Are there any other comments that you would like to make about Council?

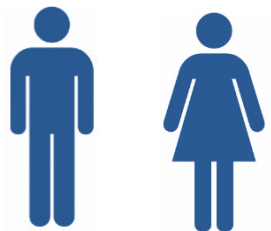


## Sample Profile

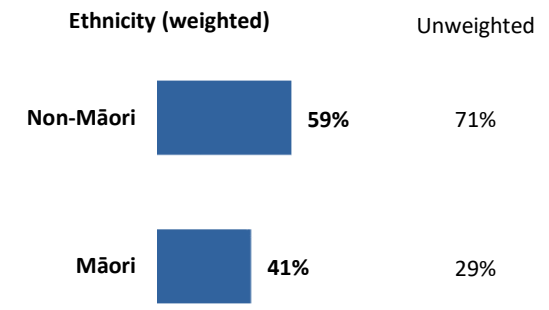
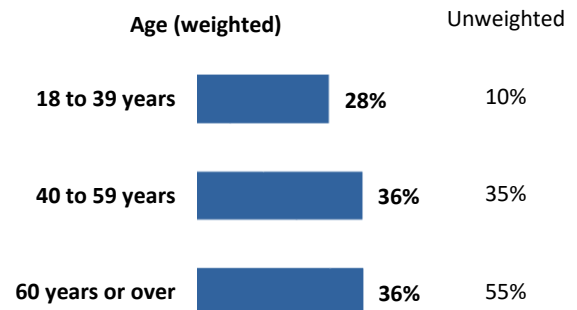
# Demographic Profile



**Gender**



	Male	Female
Weighted	50%	50%
Unweighted	42%	58%



**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 2018 Census. This represents 'best practice' in research and means that inferences made about the population will then be reliable, within the confidence limits.



## Head Office

Telephone: + 64 7 575 6900

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

Website: [www.keyresearch.co.nz](http://www.keyresearch.co.nz)



Far North  
District Council

Report | August 2021



KEYRESEARCH