



2022 Annual Residents' Survey

Table of Contents

Introduction, Objectives and Method	Page 3
Executive Summary	Page 4
Overall Satisfaction	Page 9
Drivers of Overall Satisfaction	Page 18
Understanding Reputation	Page 33
Services and Facilities: Roads, footpaths and walkways	Page 42
Services and Facilities: Water management	Page 50
Services and Facilities: Waste management	Page 58
Services and Facilities: Council's public facilities	Page 64
Services and Facilities: Parks, coastal access and car parks	Page 71
Animal Management	Page 76
Governance, Communication and Strategic Administration	Page 79
Sample profile	Page 88

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 involves a quarterly postal to online survey measuring the performance of the Far North District Council, together with quarterly reporting of progress.
- The questionnaire was mostly carried over from the 2021 survey with a few refinements made in consultation with the Far North District Council. It is structured to provide a comprehensive set of measures relating to core activities, services and infrastructure, as well as to provide a wider perspective of performance.
- A total sample size of n=618 was achieved with data collected over four periods; from 3 November 2021 to 7 December 2022, from 19 January 2022 to 22 February 2022, from 16 March 2022 to 19 April 2022, and from 11 May 2022 to 14 June 2022.
- Data collection was managed to achieve defined quota targets based on age, gender, ward and ethnicity. Post data collection the sample has been weighted so it is exactly representative of key population demographics based on the 2018 Census.
- At an aggregate level the survey has an expected 95% confidence interval (margin of error) of +/-3.92%.
- There are instances where the sum of the whole number score varies by one point relative to the aggregate score due to rounding.

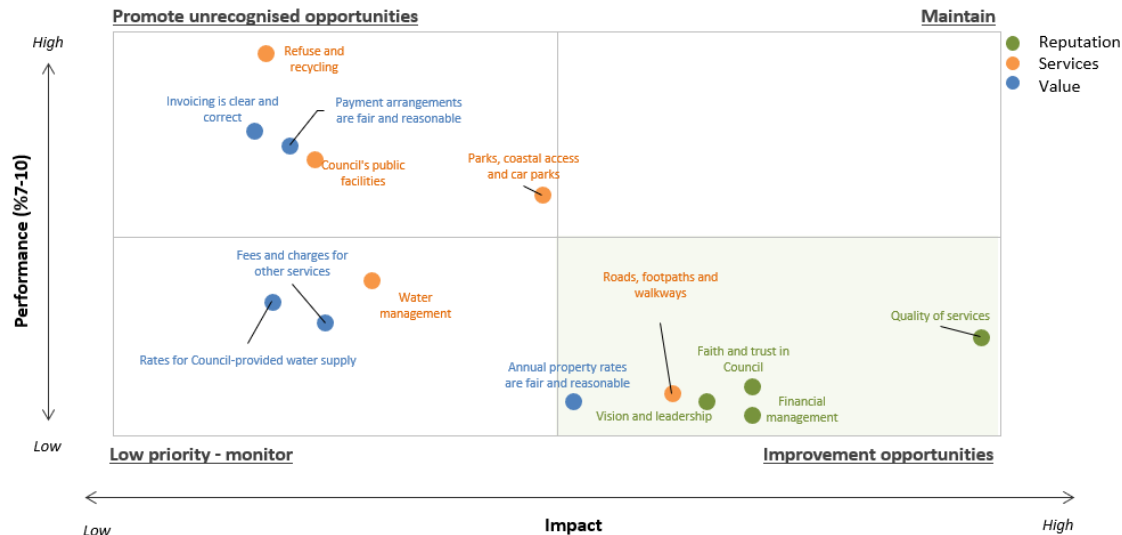
Notes

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

Executive Summary (background)

2022 has been a challenging year for most territorial authorities. For Far North District Council there are several points that need to be taken into consideration when viewing the results:

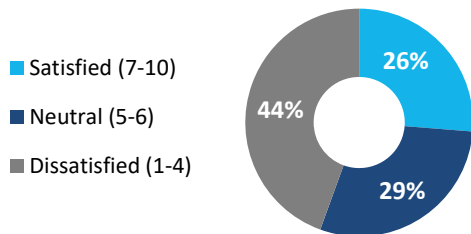
1. Omicron outbreak has impacted Council’s services across the district. Staff shortages that affected both Council staff and contractors, affected areas that include, but not limited to response to requests (e.g. enquiries, animal control and others), roading and rubbish collection.
2. Vaccine mandates and different alert level / traffic lights system that limited residents using some of the Council’s services and facilities.
3. Use of facilities services was restricted by the alert levels / traffic light system / gatherings numbers.
4. Most local governments that we conduct Annual Residents’ Satisfaction surveys for have recorded a decrease in overall satisfaction, as well as perception of services and facilities and image and reputation measures.



Executive Summary (results)

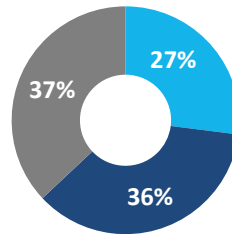
- Looking at opportunities to improve residents' perception of Council overall, we could identify several areas:
 - Annual rates being fair and reasonable. Value for money is one of the areas that is remaining on the declining trend over the past 24 months with an overall decline of 12% since 2020. *Annual property rates being fair and reasonable* have especially low satisfaction among those residing in Te Hiku and Bay of Islands-Whangaroa wards. Residents think that they do not receive services they pay for, as well as the funds not being distributed equally across all areas of Council's service.
 - Roads, footpaths and walkways. Satisfaction has significantly decreased year on year across all areas related to roading infrastructure. When residents were asked about the priority that Council needs to focus on over the next 12 months, 71% have mentioned *roading*.
 - Reputation. Most residents (77%) are sceptics and do not show Council support or approve of the decisions leadership team makes. Improving perception of trust, leadership, financial management or quality of services will in tern increase the overall satisfaction with Council's performance, as this area has the greatest impact on overall satisfaction with the Council.

2022 OVERALL Satisfaction



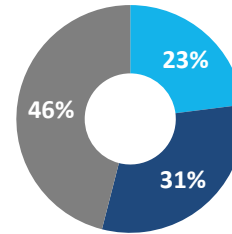
2021: 25%

Quality of Services and Facilities



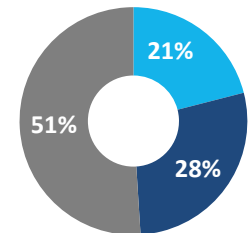
2021: 32%

Reputation



2021: 21%

Value for money



2021: 26%

Trend slides

		% point increase / decrease (2022-2021)	(7-10%)			
			2022	2021	2020	2019
TW2_1	Continuity of supply	5%	76%	71%	70%	79%
TW2_5	Water pressure	3%	67%	64%	75%	73%
TW5_1	Satisfaction with the Far North District Council-owned urban (town) stormwater management system	2%	37%	35%	49%	48%
REP5_1	Overall reputation	2%	23%	21%	33%	27%
OP1_1	Overall performance	2%	26%	24%	36%	31%
WR2A_1	Refuse transfer stations	1%	80%	79%	81%	77%
REP2_1	Trust	1%	20%	19%	28%	22%
REP3_1	Overall financial management	1%	16%	15%	27%	22%
REP1_1	Vision and Leadership	1%	18%	17%	32%	25%
AM1_AM22	How the Council's Animal Management Team manages wandering livestock in the district	-	44%	-	-	-
AM1_AM21	How the Council's Animal Management Team manages dogs in the district	-	35%	-	-	-
TW6_1	Overall three waters management	0%	35%	35%	44%	45%
WR5_1	Overall refuse and recycling disposal services	-1%	67%	68%	73%	67%
PR1_3	Council-provided car park facilities	-1%	43%	44%	51%	41%
PR2_1	Overall satisfaction with parks, coastal access and car parks	-1%	47%	48%	61%	49%
TW4_1	Satisfaction with the Far North District Council sewerage system	-2%	65%	67%	74%	80%
RF1_2	The unsealed roading network	-3%	10%	13%	19%	12%
TW2_3	The clarity of the water	-4%	55%	59%	66%	57%

Trend slides

		% point increase / decrease (2022-2021)	Percentage of respondents satisfied, or very satisfied			
			2022	2021	2020	2019
GC5C_1	Informed about Council's District Plan	-4%	11%	15%	22%	18%
REP4_1	Overall services quality	-5%	27%	32%	38%	30%
VM2_1	Rates provide value for money	-5%	21%	26%	33%	29%
GC2_1	Effort made to stay informed about what Council is doing	-5%	21%	26%	30%	25%
PR1_1	The range of parks and reserves the Council provides	-6%	57%	63%	70%	60%
TW2B_1	Overall satisfaction with water you receive from the Far North District Council	-7%	50%	57%	65%	60%
CF2_1	Cemeteries	-7%	83%	90%	84%	80%
CF2_7	Cleanliness of public toilets	-7%	47%	54%	59%	55%
RF1_1	The sealed roading network	-8%	21%	29%	40%	33%
TW2_2	The taste of the water	-8%	38%	46%	48%	42%
VM1_1	Annual property rates are fair & reasonable	-8%	18%	26%	27%	25%
CF4_1	Overall satisfaction with Council's public facilities	-9%	52%	61%	73%	64%
GC4_1	Informed about what Council is doing	-9%	16%	25%	36%	27%
GC6_1	I am aware of changes to the District Plan and opportunities where I	-9%	11%	20%	24%	24%
RF1_4	How well footpaths are maintained	-9%	24%	33%	50%	33%
WR4_1	Community recycling centres	-10%	71%	81%	86%	82%
RF1_3	The availability of footpaths	-11%	27%	38%	47%	32%
RF1_6	How well Far North District Council-owned footpaths meet your needs	-11%	30%	41%	51%	35%

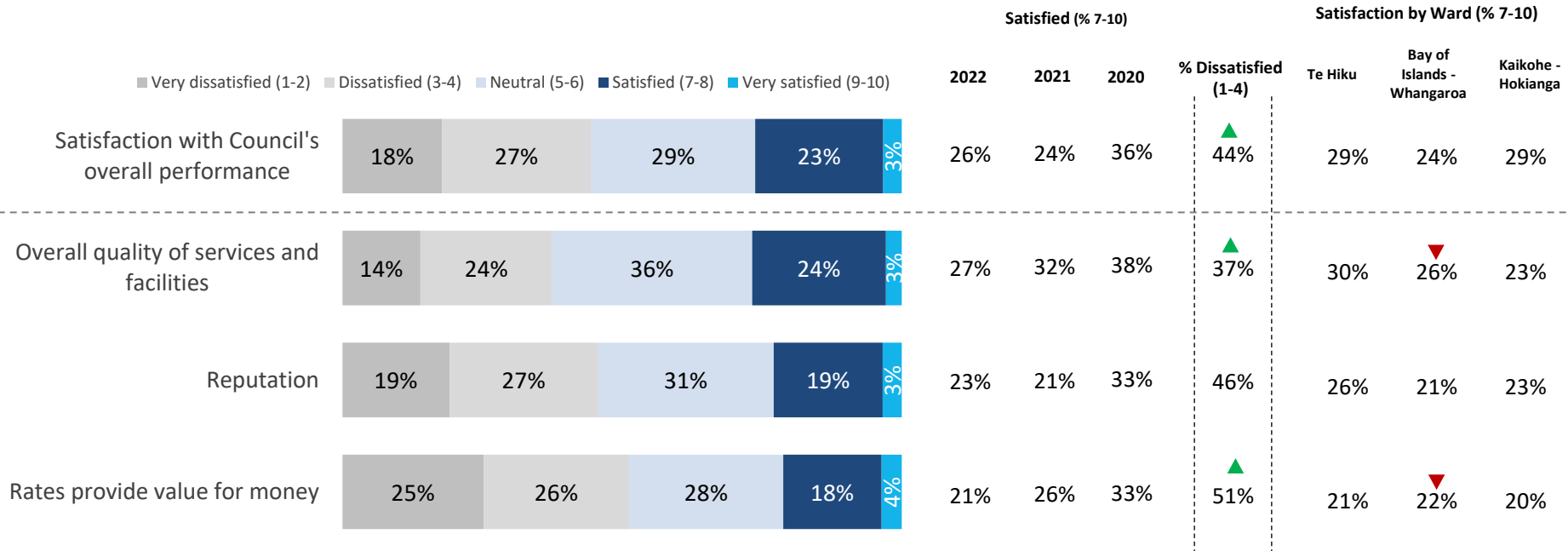
Trend slides

		% point increase / decrease (2022-2021)	Percentage of respondents satisfied, or very satisfied			
			2022	2021	2020	2019
TW2_4	The odour of the water	-11%	47%	58%	60%	51%
PR1_2	Council-provided access to the coast. (By this, we mean Council-maintained roads, reserves	-11%	45%	56%	63%	51%
RF2_1	Overall satisfaction with roads and footpaths	-12%	19%	31%	43%	31%
CF2_6	Public libraries	-12%	84%	96%	96%	93%
VM1D_1	Rates for Council-provided water supply are fair and reasonable	-13%	32%	45%	55%	45%
RF1_5	How well Far North District Council-owned roads meet your needs	-14%	25%	39%	56%	37%
VM1_4	Fees and charges for other Council-provided services and facilities being fair and reasonable	-15%	29%	44%	45%	44%
VM1_2	Invoicing is clear & correct	-17%	56%	73%	78%	71%
VM1_3	Payment arrangements are fair & reasonable	-22%	54%	76%	78%	74%



Overall Satisfaction

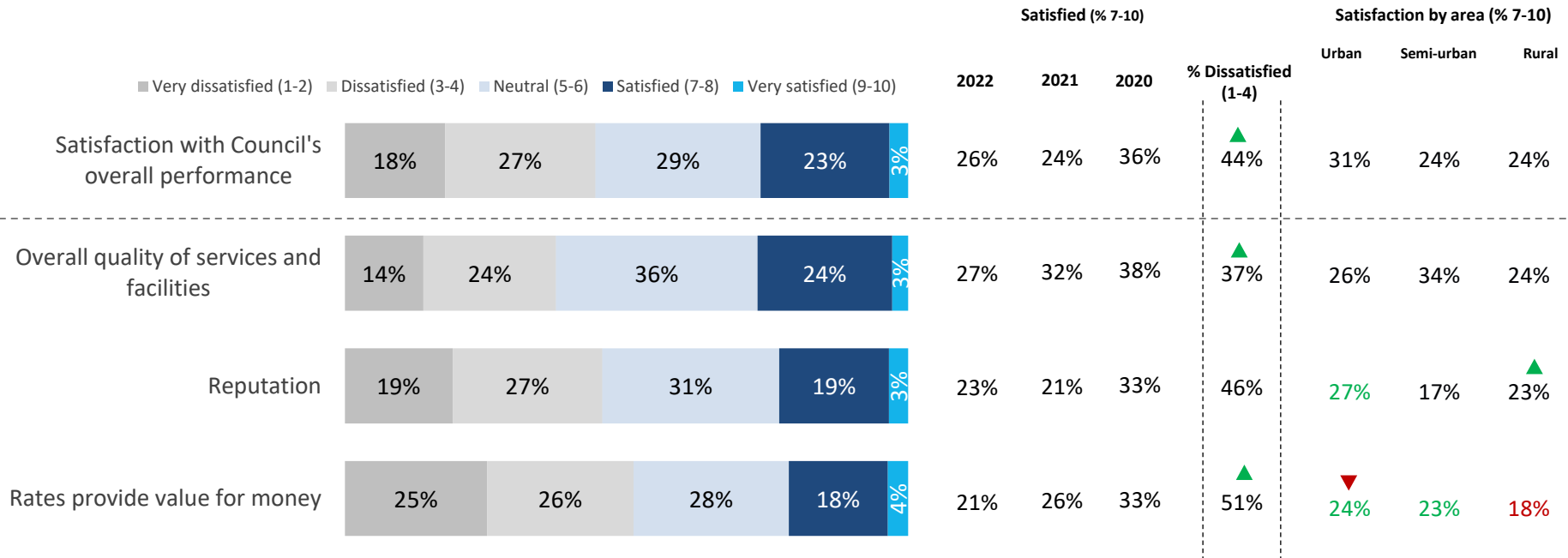
Overall performance



- Satisfaction with the *Overall performance of the Far North District Council* (everything considered; reputation, services and facilities, and value for money) remains at the same level when compared with 2021.
- Proportions of dissatisfied residents significantly increased year-on-year (25%) for *Overall quality of services and facilities* (37%) and satisfaction that *Rates provide value for money* (51%). The decline is influenced by the shift of perception among residents of Bay of Islands-Whangaroa ward.

NOTES:
 1. Total sample: 2020 n=501; 2021 n=501; 2022 n=618; Te Hiku n=177, Bay of Islands-Whangaroa n=331, Kaikohe-Hokianga n=110; 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?

Overall performance

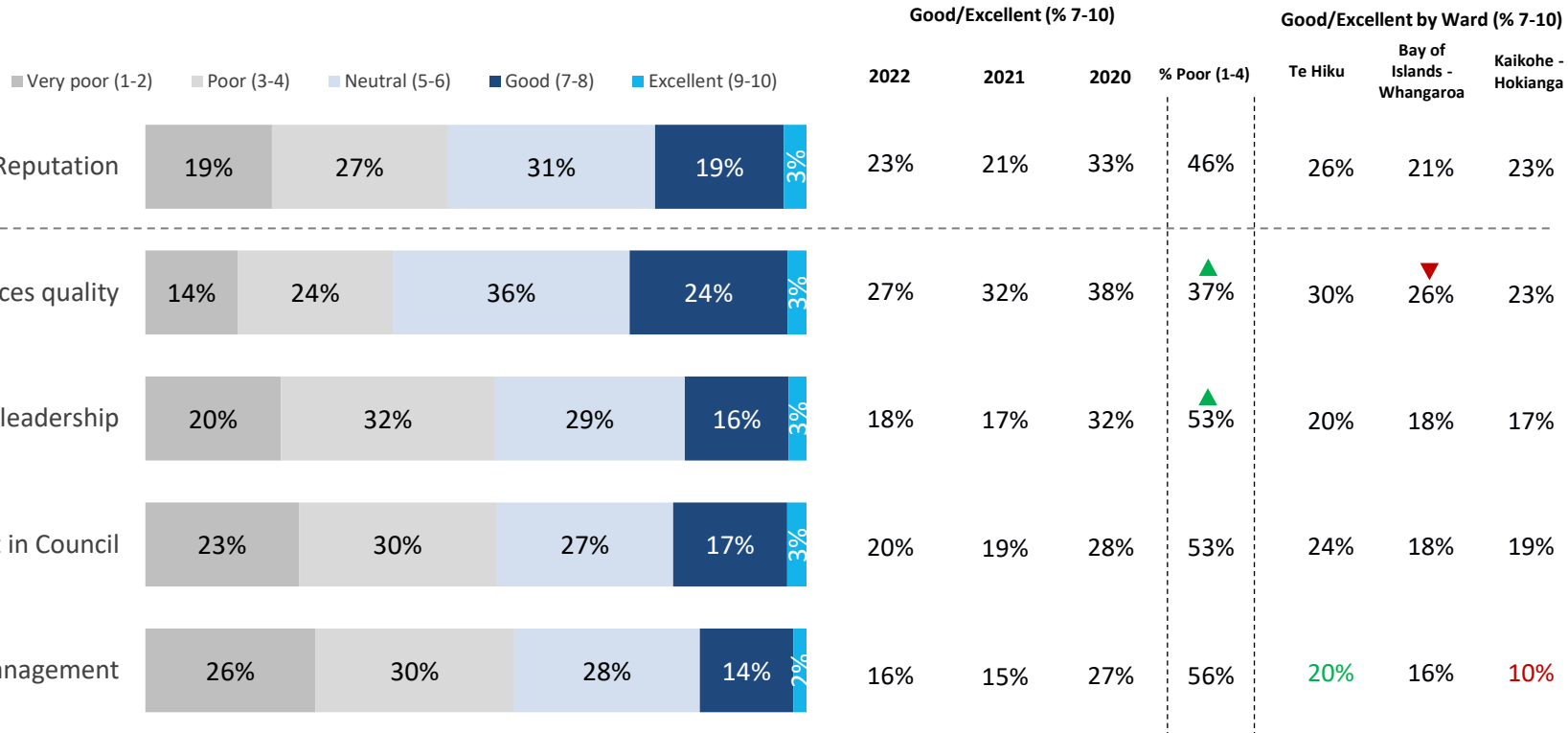


- Residents from *urban* areas were most likely to be satisfied with overall performance across main KPI's.
- However, perception of *Rates providing value for money*, has significantly decreased year-on-year for those residing in urban areas.

NOTES:
 1. Total sample: 2020 n=501; 2021 n=501; 2022 n=618; Urban n=204, Semi urban n=152, Rural n=257; 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 Between demographics
 ▲ Significantly higher ▲ Significantly higher
 ▼ Significantly lower ▼ Significantly lower

Image and reputation



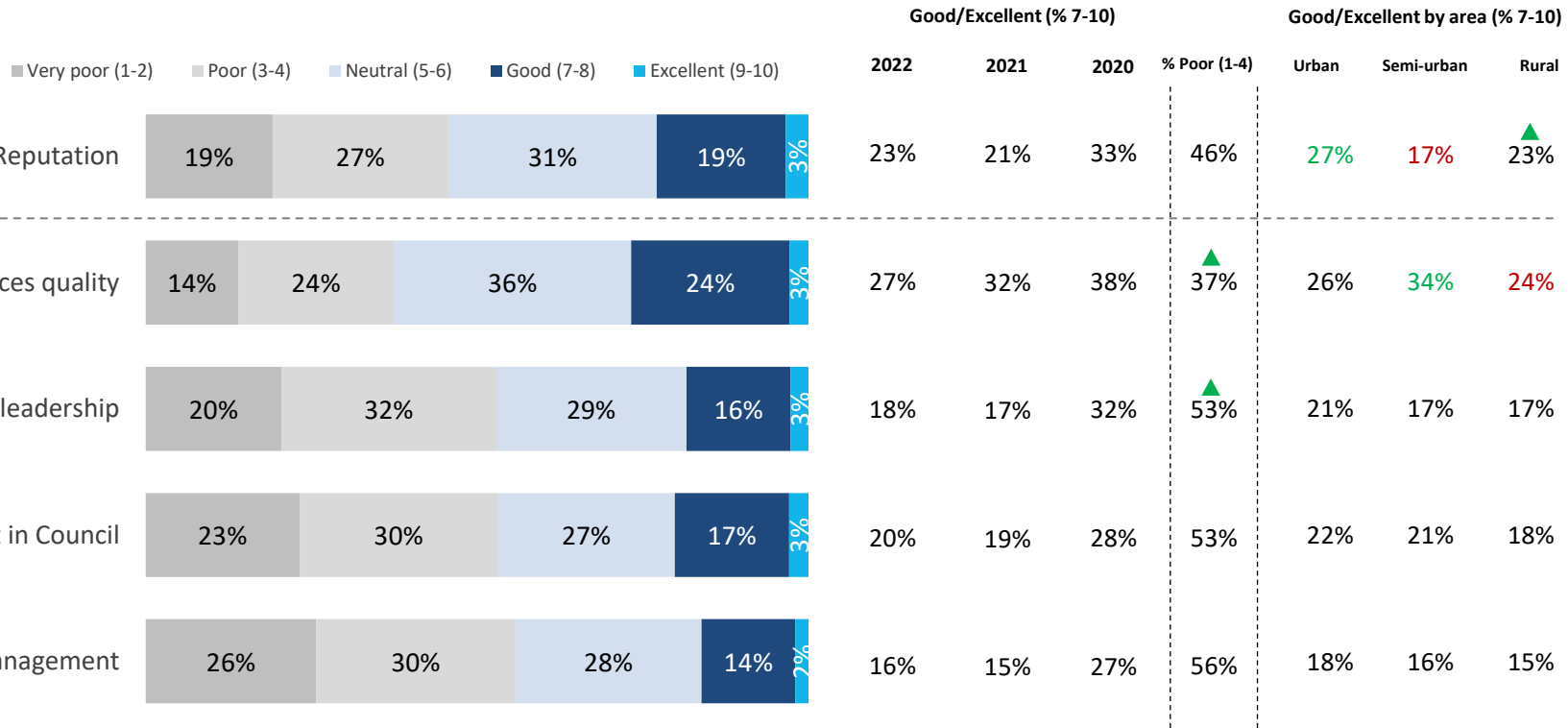
- *Reputation* ratings across all areas remain consistent with 2021 with 23% of residents rating Council's *Overall reputation* 'good' to 'excellent'.
- However, a proportion of those who rated *Overall services quality* and *Vision and leadership* 'extremely poor' to 'poor' has significantly increased year on year (37% in 2022 vs. 30% in 2021 for *Overall services quality* and 53% in 2022 vs 44% in 2021 for *Vision and leadership*).

NOTES:

1. Total sample: 2020 n=501; 2021 n=501; 2022 n=618; Te Hiku n=177, Bay of Islands-Whangaroa n=331, Kaikohe-Hokianga n=110; 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

Image and reputation



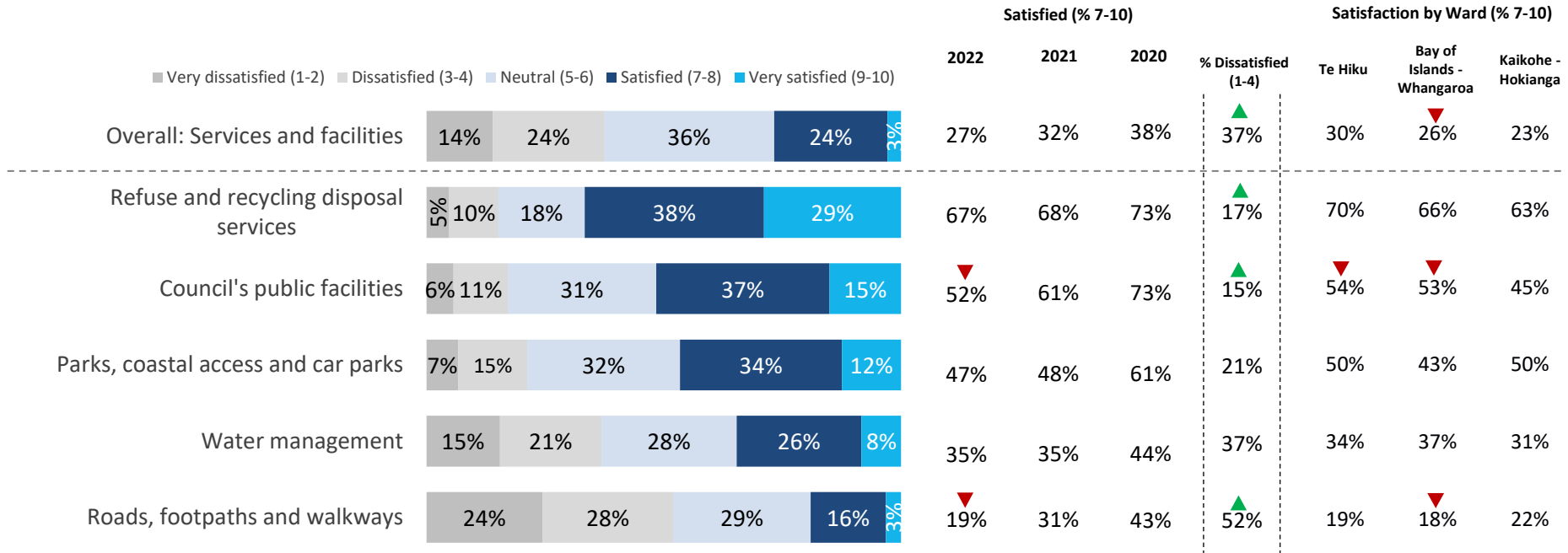
- Compared with the results from 2021, perception of *Overall reputation* for those residing in rural areas has significantly improved (23% in 2022 vs 17% in 2021).

NOTES:

- Total sample: 2020 n=501; 2021 n=501; 2022 n=618; Urban n=204, Semi urban n=152, Rural n=257; Excludes 'don't know'
- REP1. So how would you rate the FNDC for being committed to creating a great district, how it promotes economic development, being in touch with the community and setting clear direction... overall how would you rate Council for its vision and leadership?
- REP2. Next I'd like you to think about how open and transparent Council is, how Council can be relied on to act honestly and fairly, and their ability to work in the best interest of the district? Overall how would you rate Council in terms of the faith and trust you have in them?
- REP3. Not thinking about Council's financial management – how appropriately it invests in the district, how wisely it spends and avoids waste, and its transparency around spending. How would you rate Council overall for its financial management?
- REP4. And thinking about all the services, facilities and infrastructure Council provides, how would you rate them for the quality of what they provide the district?
- REP5. So considering leadership, trust, financial management and quality of services provided, how would you rate Council for its overall reputation?

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

Services and facilities

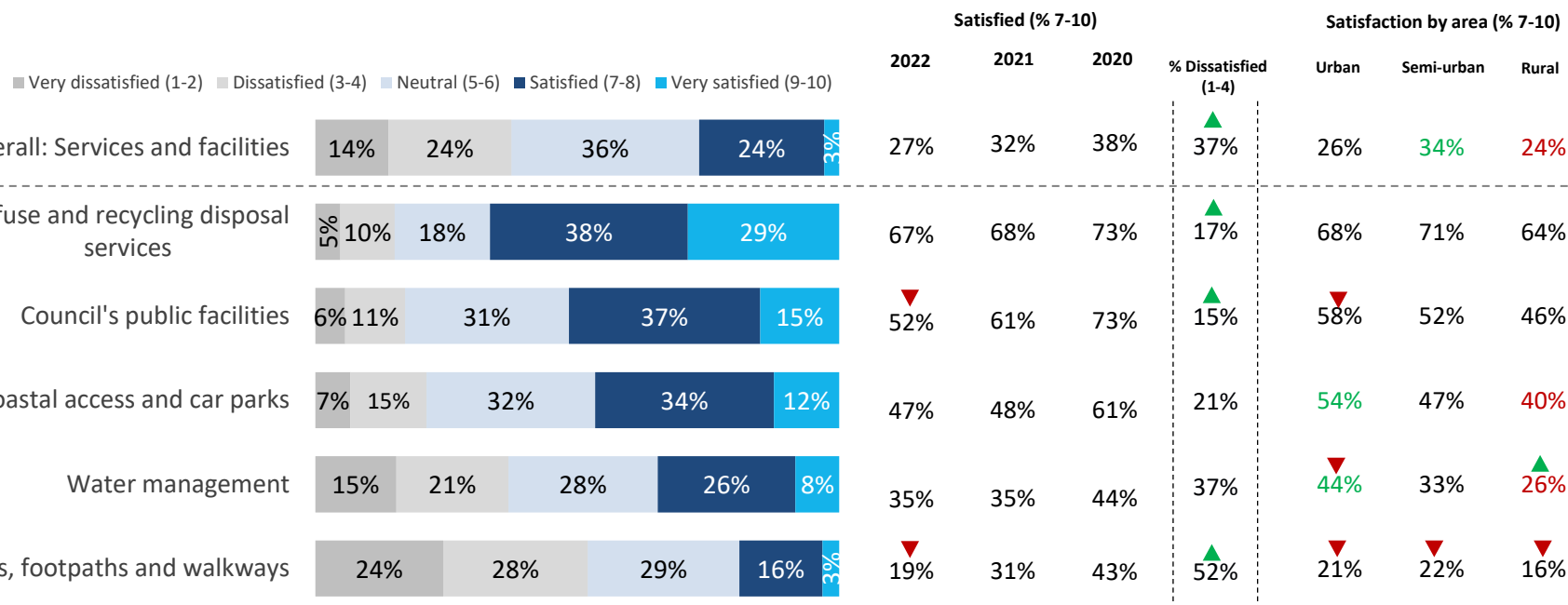


- Nearly three in ten residents (26%) were satisfied with *Overall services and facilities*, with 67% satisfied with *Refuse and recycling disposal services*.
- There was a significant decline in satisfaction with *Council's public facilities* (52%) and *Roads, footpaths and walkways* (19%) which is a negative trend that saw an overall decline of 21% and 24% over 24 months.

NOTES:
 1. Total sample: 2020 n=501; 2021 n=501; 2022 n=618; Te Hiku n=177, Bay of Islands-Whangaroa n=331, Kaikohe-Hokianga n=110; Excludes 'don't know'
 2. RF2. Overall, how satisfied are you with the roads, footpaths and walkways around the district?
 3. TW6. How would you rate your satisfaction with Council overall for its management of three waters in the district?
 4. WR5. How would you rate your satisfaction with the Council overall for its refuse and recycling disposal services?
 5. CF4. How would you rate your overall satisfaction with the public facilities that are provided?
 6. PR2. And overall, how satisfied are you with Council parks, coastal access and car parks
 7. REP4. How would you rate them for the quality of what they provide the district?

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

Services and facilities



- Residents from *rural* areas are less likely to be satisfied with *Water management* (40%), *Parks, coastal access and car parks* (44%) and *Parks, coastal access and car parks* (40%).
- There is a significant decrease in satisfaction with public facilities among urban residents, which is most likely due to Covid-19 and factors that resulted from it, such as closures and vaccine mandates.

NOTES:

- Total sample: 2020 n=501; 2021 n=501; 2022 n=618; Urban n=204, Semi urban n=152, Rural n=257; 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 three waters 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
- REP4. How would you rate them for the quality of what they provide the district?

Year-on-year
 ▲ Significantly higher
 ▼ Significantly lower

Between demographics
 ▲ Significantly higher
 ▼ Significantly lower

Value for money

	Satisfied/Agree (% 7-10)					Satisfied/Agree by Ward (% 7-10)		
	2022	2021	2020	% Dissatisfied Disagree (1-4)	Te Hiku	Bay of Islands - Whangaroa	Kaikohe - Hokianga	
Overall: Rates provide value for money	25%	26%	28%	18%	4%	21%	22%	20%
Payment arrangements are fair and reasonable	7%	10%	29%	31%	23%	54%	61%	34%
Invoicing is clear and correct	6%	11%	27%	32%	25%	56%	61%	59%
Rates for council provided water supply**	13%	18%	36%	25%	8%	32%	45%	55%
Fees and charges for other Council provided services and facilities being fair and reasonable	20%	18%	32%	22%	7%	29%	44%	45%
Annual property rates are fair and reasonable	33%	26%	24%	14%	3%	18%	26%	27%

- Dissatisfaction with *Rates providing value for money* has significantly increased in the past 12 months.
- The considerable decrease in satisfaction across all areas related to *Value for money* was heavily impacted by shift in perception among those residing in Bay of Islands-Whangaroa ward and Te Hiku ward.

NOTES:
 1. Total sample: 2020 n=501; 2021 n=501; 2022 n=618; Te Hiku n=177, Bay of Islands-Whangaroa n=331, Kaikohe-Hokianga n=110; Excludes 'don't know'
 2. ** Rates for Council-provided water supply based on n=166 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
 ▼ Significantly lower

Between demographics
 ▲ Significantly higher
 ▼ Significantly lower

Value for money

	Satisfied/Agree (% 7-10)					Satisfied/Agree by area (% 7-10)						
	2022	2021	2020	% Dissatisfied Disagree (1-4)	Urban	Semi-urban	Rural					
Overall: Rates provide value for money	25%	26%	28%	18%	4%	21%	26%	33%	51%	24%	23%	18%
Payment arrangements are fair and reasonable	7%	10%	29%	31%	23%	54%	76%	78%	17%	56%	57%	50%
Invoicing is clear and correct	6%	11%	27%	32%	25%	56%	73%	78%	17%	59%	60%	53%
Rates for council provided water supply**	13%	18%	36%	25%	8%	32%	45%	55%	31%	35%	25%	36%
Fees and charges for other council provided services and facilities being fair and reasonable	20%	18%	32%	22%	7%	29%	44%	45%	38%	31%	31%	28%
Annual property rates are fair and reasonable	33%	26%	24%	14%	3%	18%	26%	27%	59%	20%	17%	16%

- While satisfaction with *Value for money* is consistent across urban and rural areas, perception of those who reside in urban areas has significantly declined year on year.

NOTES:
 1. Total sample: 2020 n=501; 2021 n=501; 2022 n=618; Urban n=204, Semi urban n=152, Rural n=257; 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 Between demographics
 ▲ Significantly higher ▲ Significantly higher
 ▼ Significantly lower ▼ Significantly lower



Drivers of Overall Satisfaction

Overview

Top level attribute to measure

Rationale



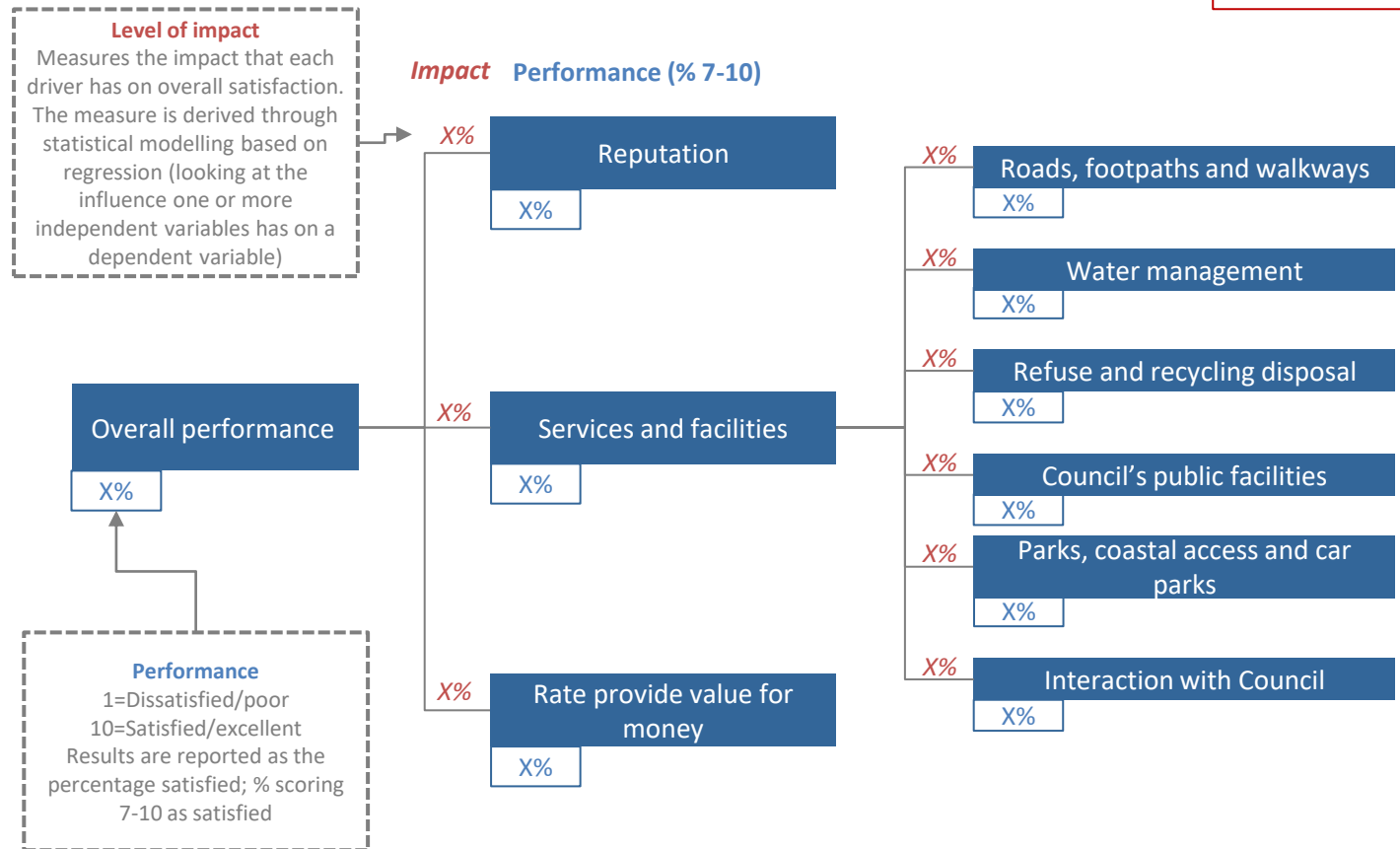
- A Customer Value Management framework was used to determine how the various reputation, service and value elements impact residents' overall evaluation of Council

Introduction to the CVM driver model

Illustration

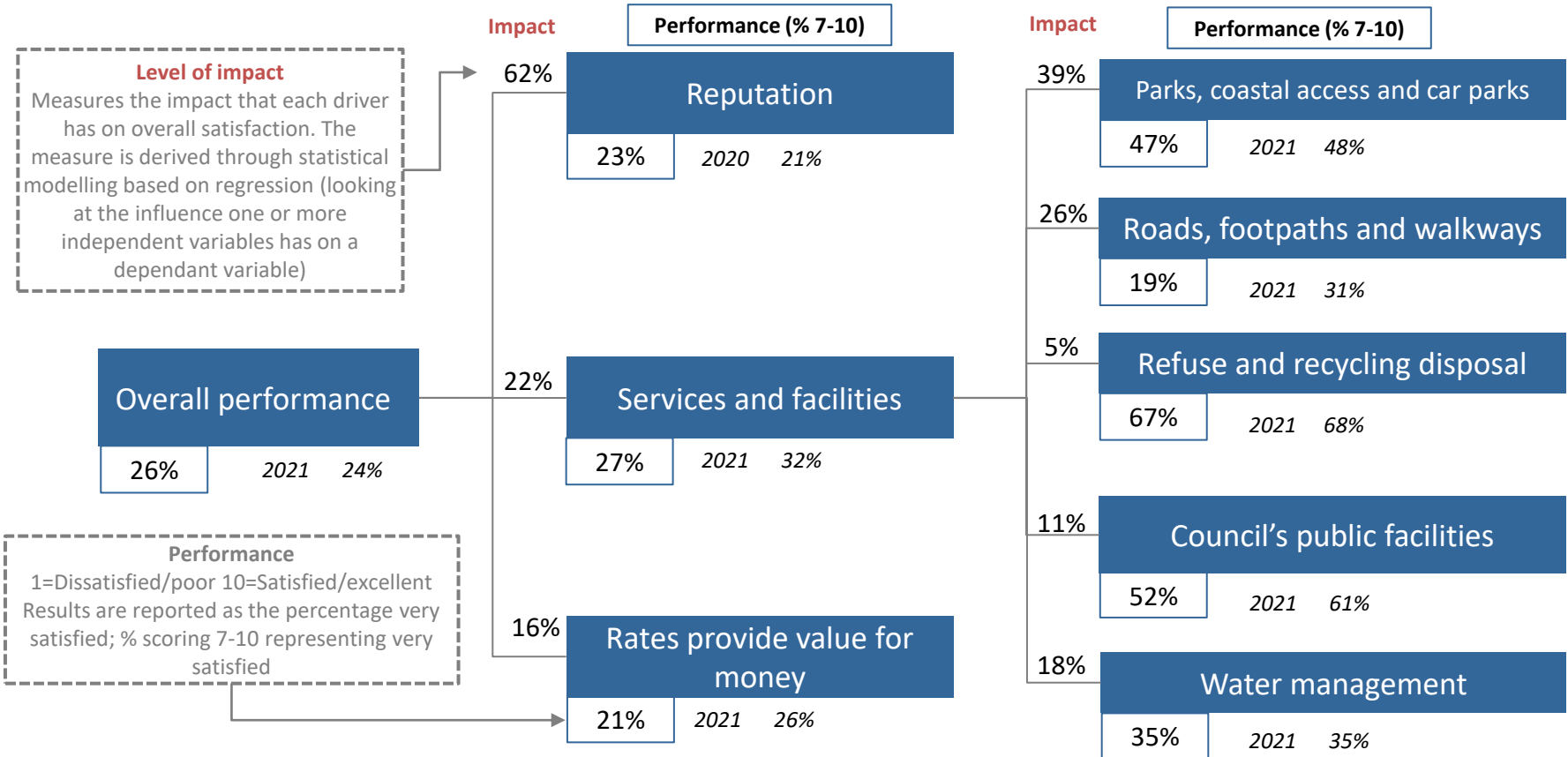
Overview of our driver model

- 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



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

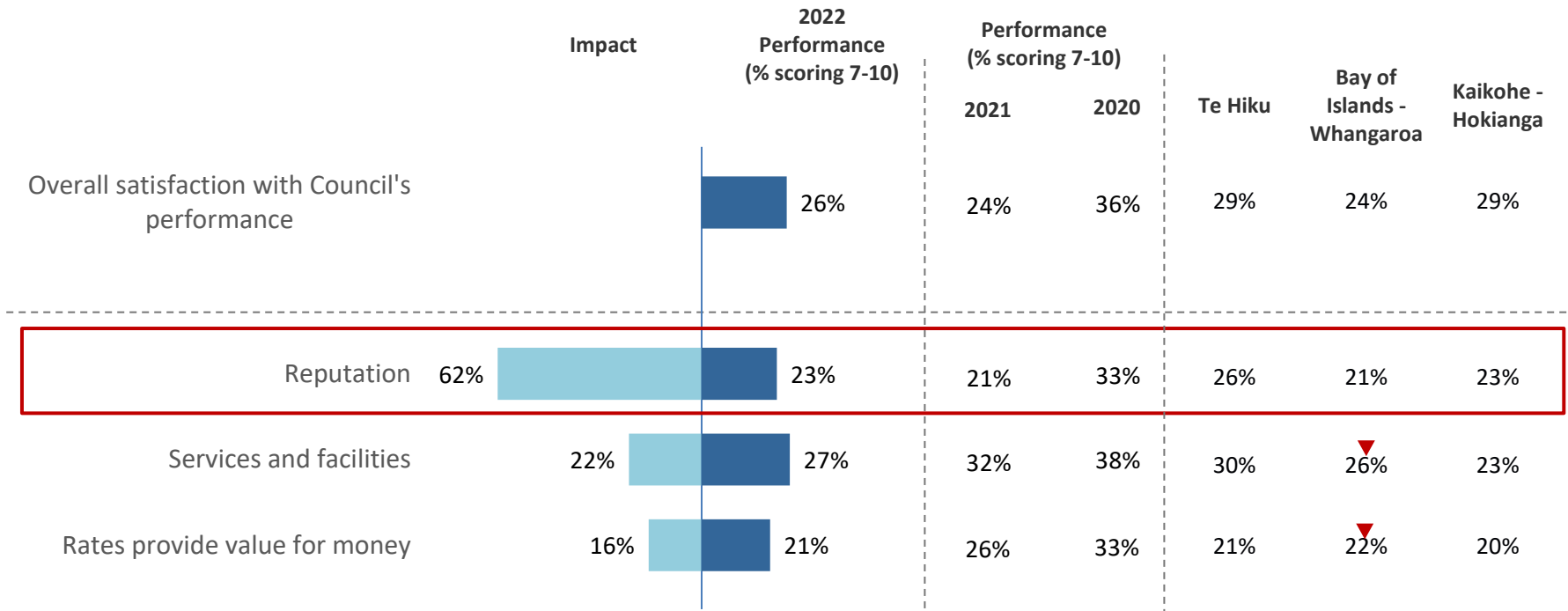
Overall performance



- Reputation had the greatest impact on Overall performance (62%), followed by Rates providing value for money (16%) and Services and facilities (22%) with similar levels of impact. Parks, coastal access and car parks had the greatest impact on perceptions of Services and facilities, followed by Roads, footpaths and walkways.

NOTES:
1. Sample: 2022 n=618; 2021 n=501
2. nci = no current impact

Driver analysis: Overall level drivers

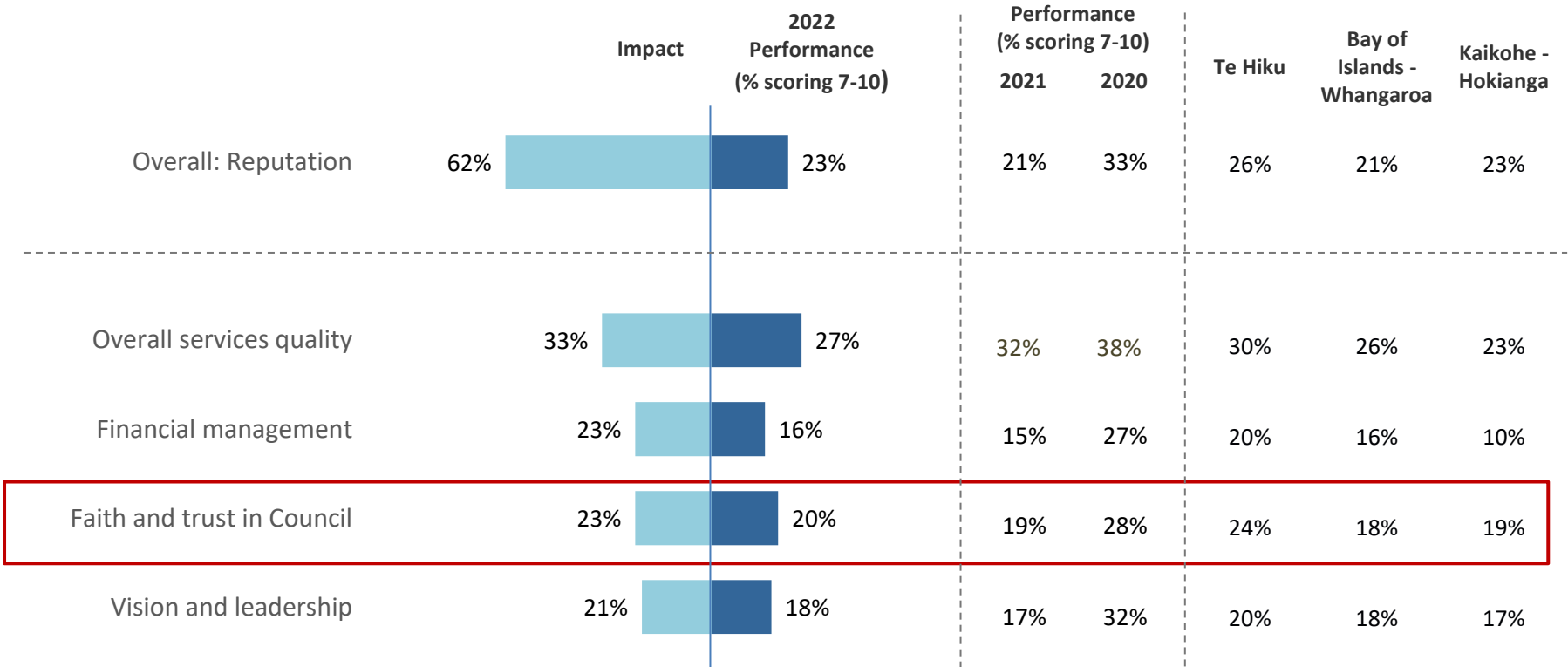


- Reputation had the greatest impact on Overall performance.
- It remains the highest impact across three main drivers. Performance remains consistent over the 12 months across all three wards, slide declines in perception of Services and facilities and Value for money are impacted by the decline in satisfaction among Bay of Islands-Whangaroa residents.

1. Total sample: 2020 n=501; 2021 n=501; 2022 n=618; Te Hiku n=177, Bay of Islands-Whangaroa n=331, Kaikohe-Hokianga n=110; 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

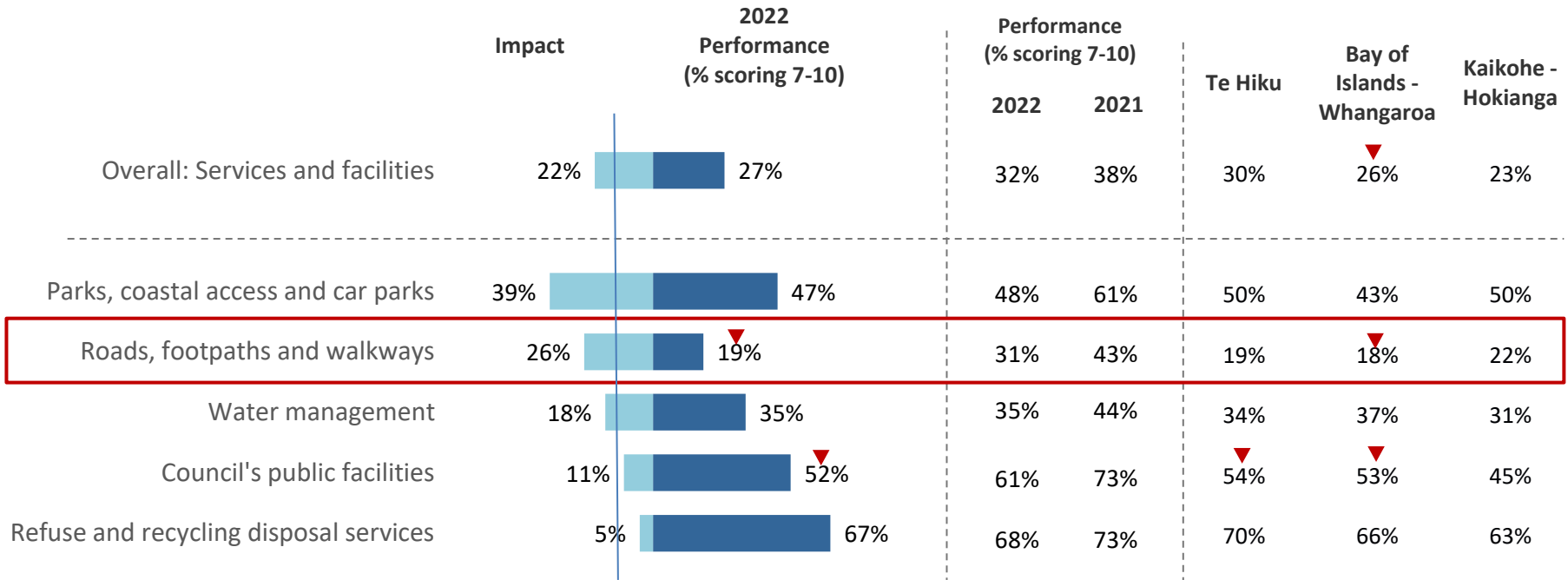
Driver analysis: Reputation



- Overall services quality has the greatest impact on perceptions of Council’s Reputation and ratings continued to decline over the past 24 months.
- Lower ratings regarding Financial management and Vision and leadership were evident across all three Council wards.

NOTES:
 1. Total sample: 2020 n=501; 2021 n=501; 2022 n=618; Te Hiku n=177, Bay of Islands-Whangaroa n=331, Kaikohe-Hokianga n=110; Excludes 'don't know'
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 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?

Driver analysis: Services and facilities



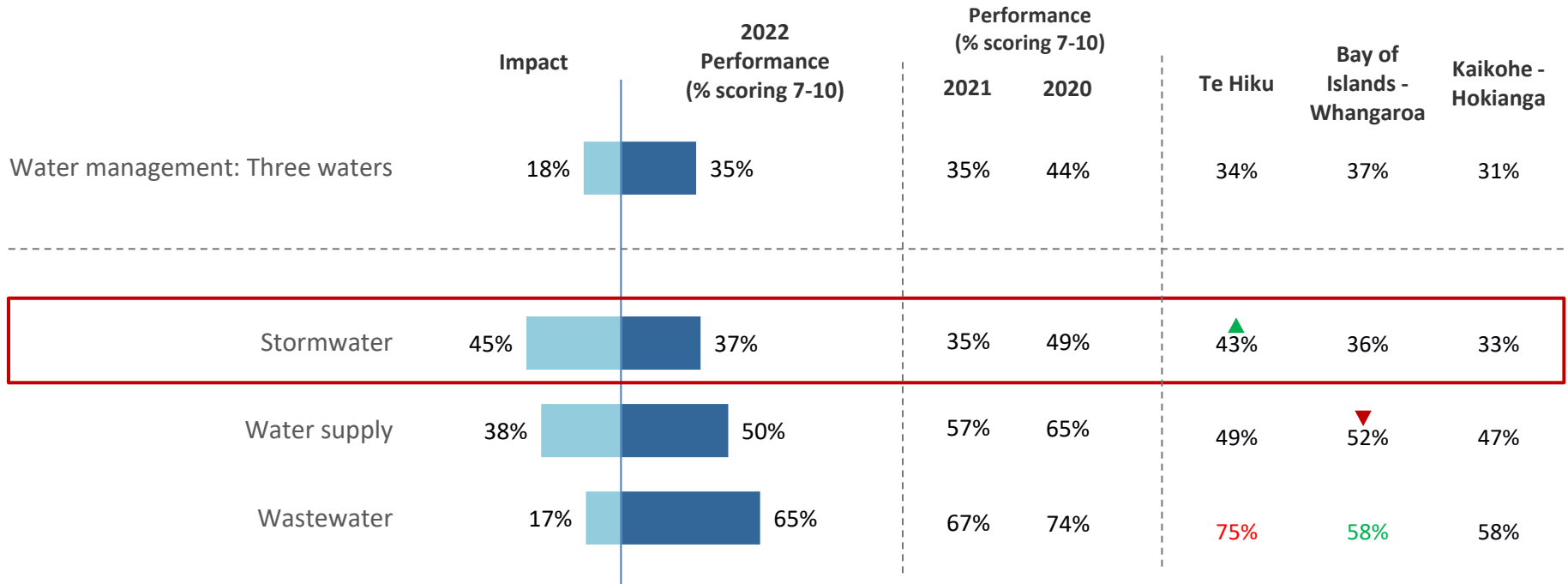
- Parks, coastal access and car parks were the most impactful service on perceptions of Overall services and facilities.
- Roads, footpaths and walkways had the second greatest impact on perceptions regarding Overall services and facilities. Satisfaction with this area is the lowest and has showed a large decline over the past 12 months. This area presents best opportunity for Council to focus on over the next year.

NOTES:

1. Total sample: 2020 n=501; 2021 n=501; 2022 n=618; Te Hiku n=177, Bay of Islands-Whangaroa n=331, Kaikohe-Hokianga n=110; Excludes 'don't know'
2. RF2. Overall, how satisfied are you with the roads, footpaths and walkways around the district?
3. TW6. How would you rate your satisfaction with Council overall for its management of three waters in the district?
4. WR5. How would you rate your satisfaction with the Council overall for its refuse and recycling disposal services?
5. CF4. How would you rate your overall satisfaction with the public facilities that are provided?
6. PR2. And overall, how satisfied are you with Council parks, coastal access and car parks
7. RS4G. How would you rate Council overall for how well they handled your request or complaint? Those who had contact with Council
8. REP4. How would you rate them for the quality of what they provide the district?
9. nci=no current impact

Year-on-year
▲ Significantly higher
▼ Significantly lower

Driver analysis: Services and facilities: Water management

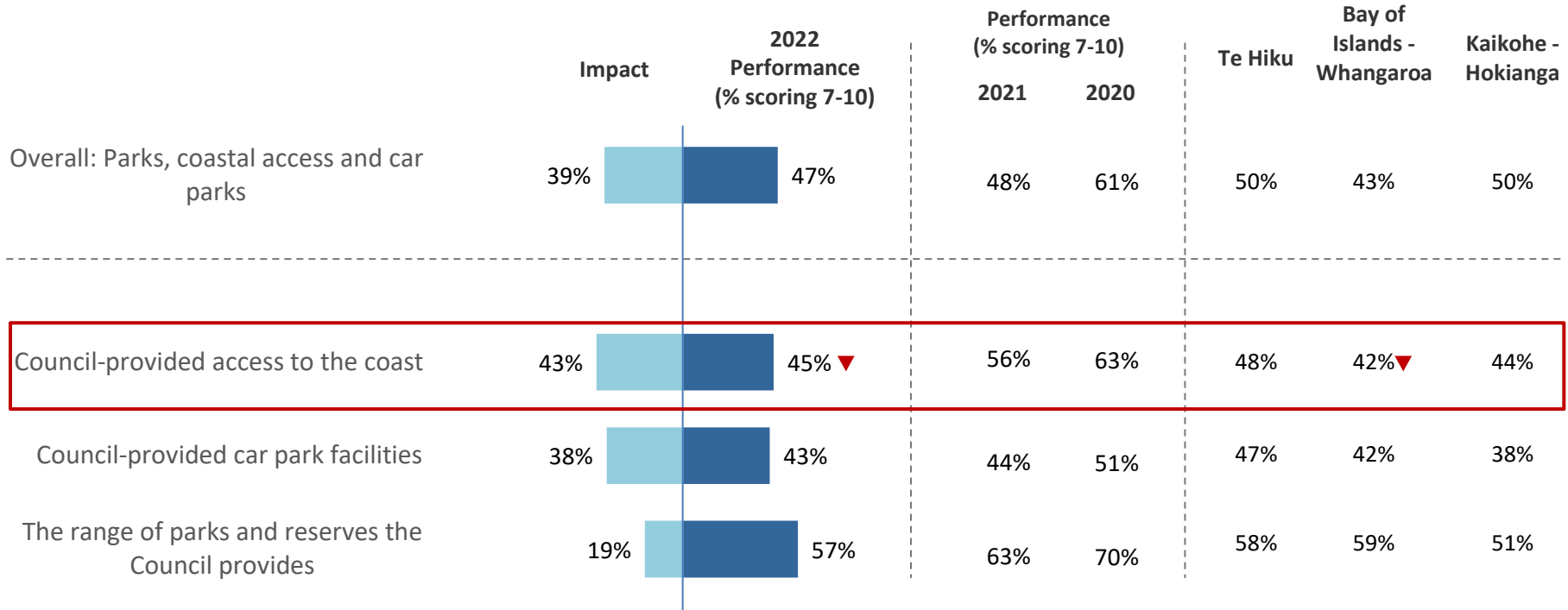


- *Stormwater management* has the greatest influence on perceptions regarding Council *Water management services*, and improvements in this area would benefit the overall satisfaction with the service.

NOTES:
 1. Total sample: 2020 n=501; 2021 n=501; 2022 n=618; Te Hiku n=177, Bay of Islands-Whangaroa n=331, Kaikohe-Hokianga n=110; 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 three waters in the district?

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

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

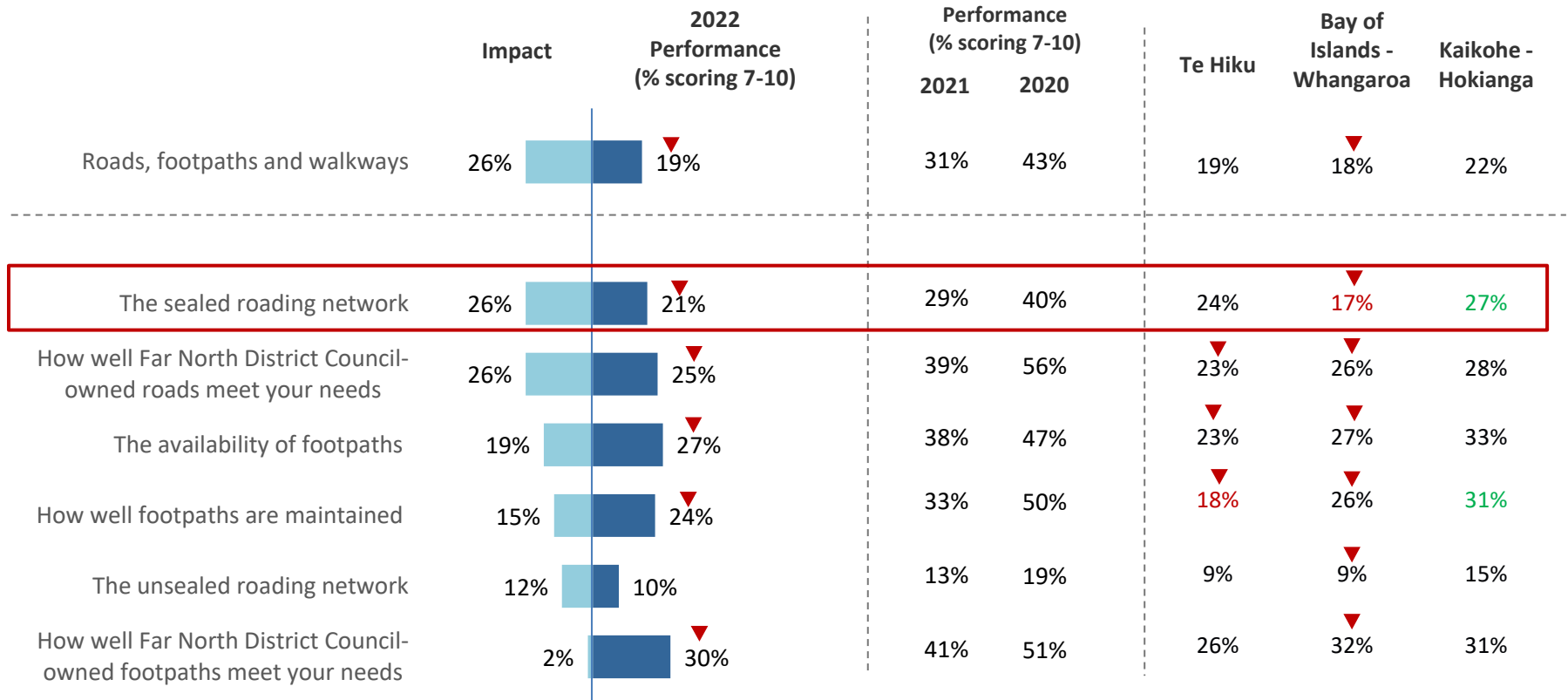


- Council-provided access to coast had the most impact on perceptions regarding Parks, coastal access and car parks. Satisfaction with these facilities declined, with residents from Bay of Islands-Whangaroa Ward less likely to be satisfied with the Council provided access to coast.

NOTES:
 1. Total sample: 2020 n=501; 2021 n=501; 2022 n=618; Te Hiku n=177, Bay of Islands-Whangaroa n=331, Kaikohe-Hokianga n=110; 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 Between demographics
 ▲ Significantly higher ▲ Significantly higher
 ▼ Significantly lower ▼ Significantly lower

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

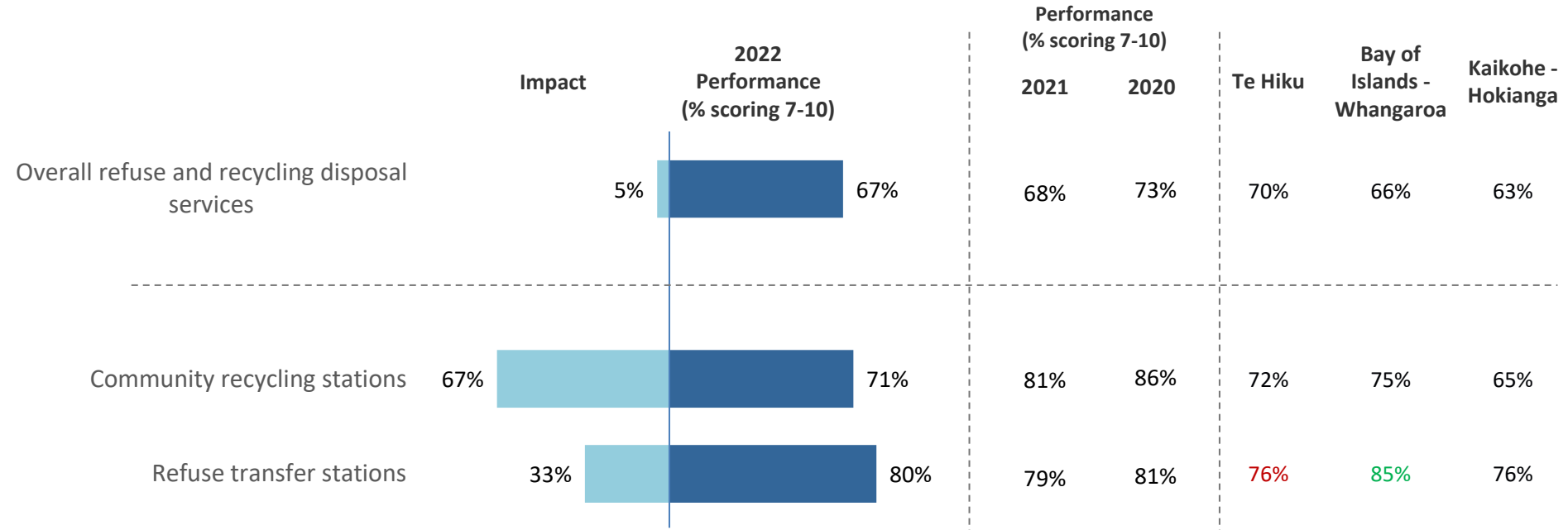


- Perceptions of *Roading and footpaths* would benefit most from an improvement in how the *Sealed roading network* is perceived, as it contributed most to this area’s performance.
- Perception of residents living in *Bay of Islands-Whangaroa Ward* has significantly declined across all areas related to roading over the past 12 months.

NOTES:
 1. Total sample: 2020 n=501; 2021 n=501; 2022 n=618; Te Hiku n=177, Bay of Islands-Whangaroa n=331, Kaikohe-Hokianga n=110; Excludes 'don't know'
 2. RF1. Using the 1 to 10 scale, where 1 means 'very dissatisfied' and 10 means 'very satisfied', how would you rate your level of satisfaction with each of the following...
 3. RF2. Overall, how satisfied are you with the roads, footpaths and walkways around the district?

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

Driver analysis: Services and facilities: Refuse and recycling

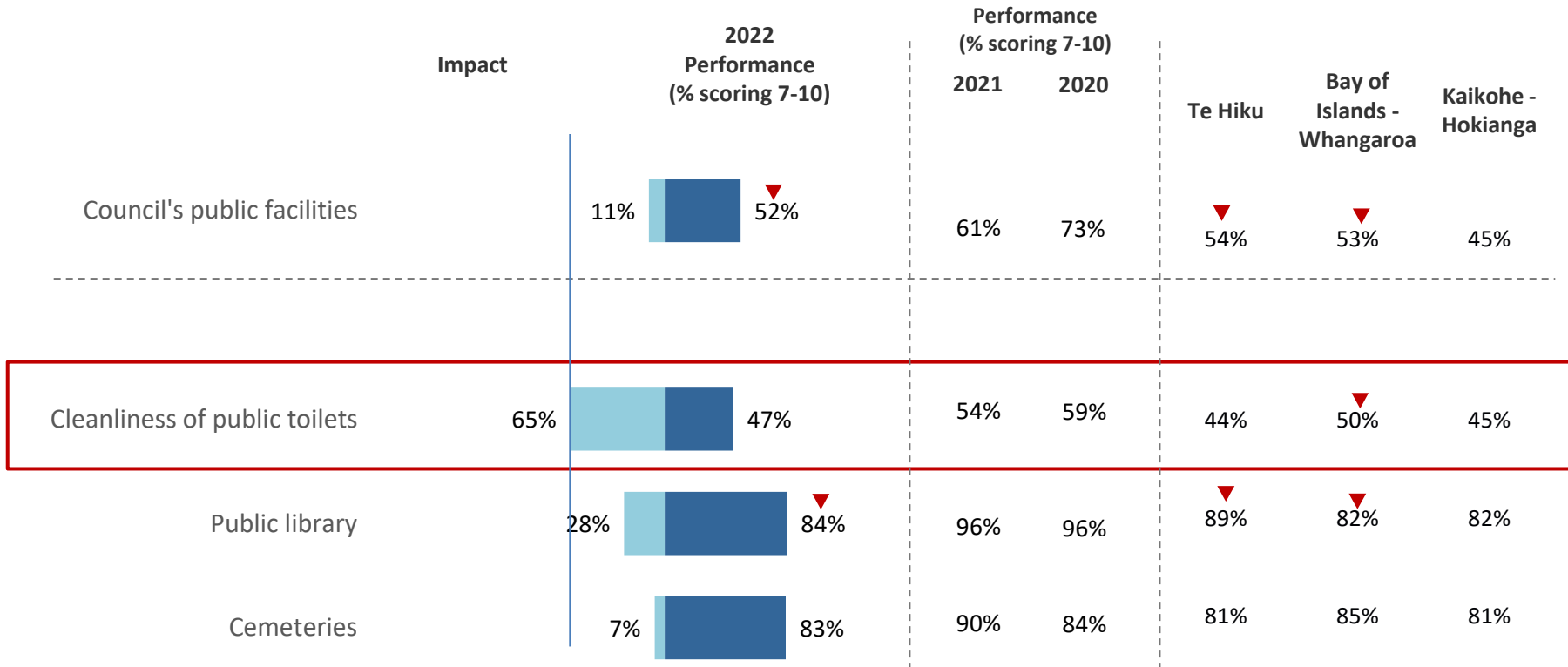


- *Community recycling stations* had the greatest impact on perceptions regarding *Refuse and recycling disposal services*, and satisfaction levels were high at 71%.
- *Refuse transfer stations* had less impact on overall perceptions of *Refuse and recycling disposal services*.

NOTES:
 1. Total sample: 2020 n=501; 2021 n=501; 2022 n=618; Te Hiku n=177, Bay of Islands-Whangaroa n=331, Kaikohe-Hokianga n=110; Excludes 'don't know'
 2. WR2A. 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 centres?
 4. WR5. How would you rate your satisfaction with the Council overall for its refuse and recycling disposal services?

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

Driver analysis: Services and facilities: Public facilities



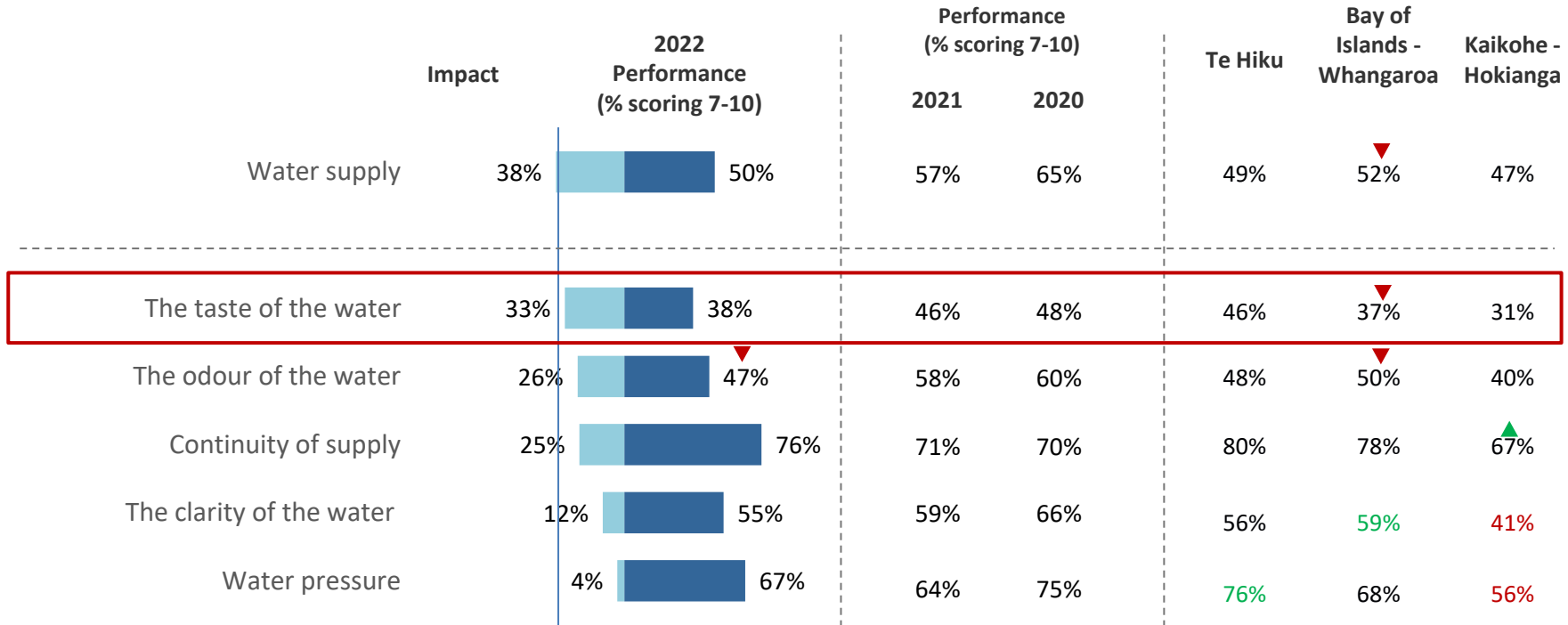
- *Cleanliness of public toilets* has the greatest impact on the perception of *Public facilities*, and continued improvements would benefit overall perception.

NOTES:

1. Total sample: 2020 n=501; 2021 n=501; 2022 n=618; Te Hiku n=177, Bay of Islands-Whangaroa n=331, Kaikohe-Hokianga n=110; 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?

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

Driver analysis: Services and facilities: Water supply

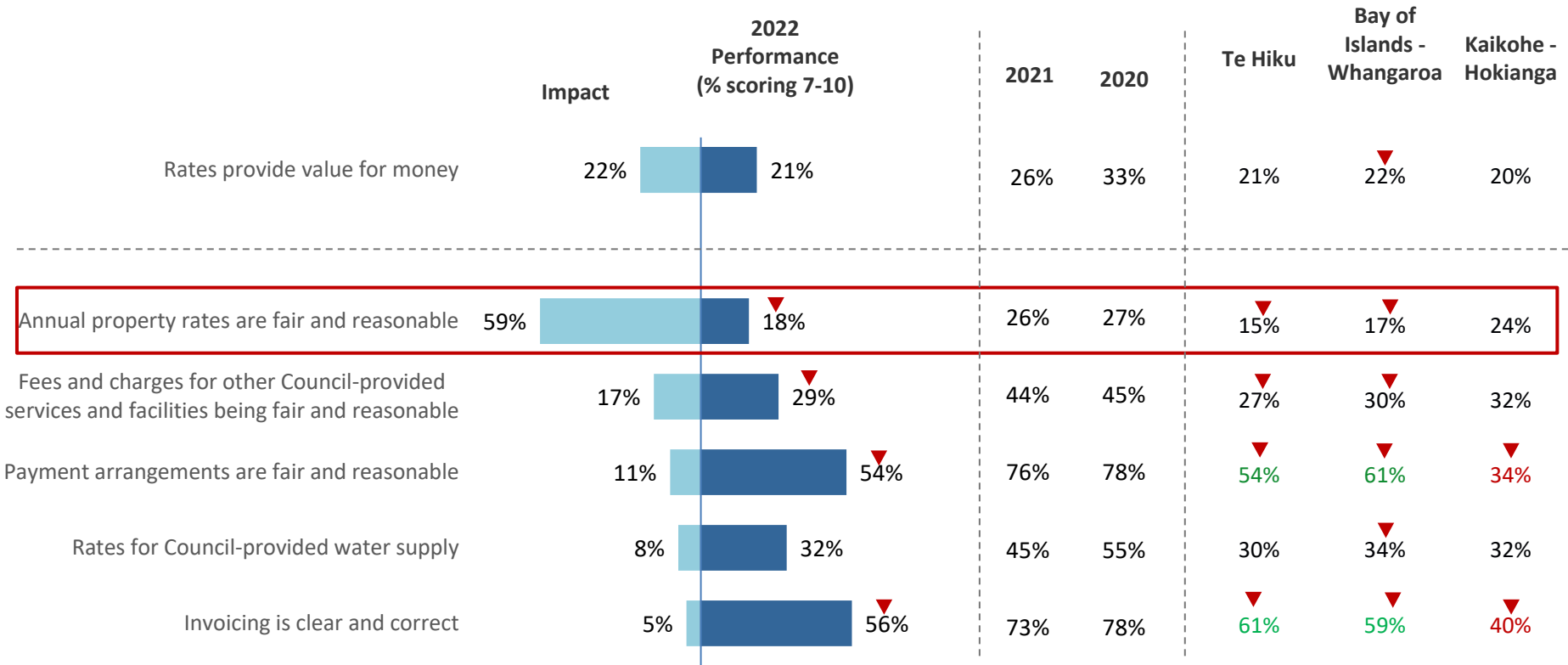


- *The taste of the water* has the greatest impact on perceptions regarding *Water supply*, and with a relatively poor performance, this area presents an opportunity for improvement. Residents in *Kaikohe-Hokianga Ward* were less likely to be satisfied with the *Taste of the water*, and also less likely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

1. Total sample: 2020 n=501; 2021 n=501; 2022 n=618; Te Hiku n=177, Bay of Islands-Whangaroa n=331, Kaikohe-Hokianga n=110; Excludes 'don't know'
 2. TW2. On the scale of 1- 10, how would you rate your satisfaction with...
 3. TW2B. Overall, how satisfied or dissatisfied are you with the water you receive from the Far North District Council? This is about the service not the cost.

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

Driver analysis: Rates and value

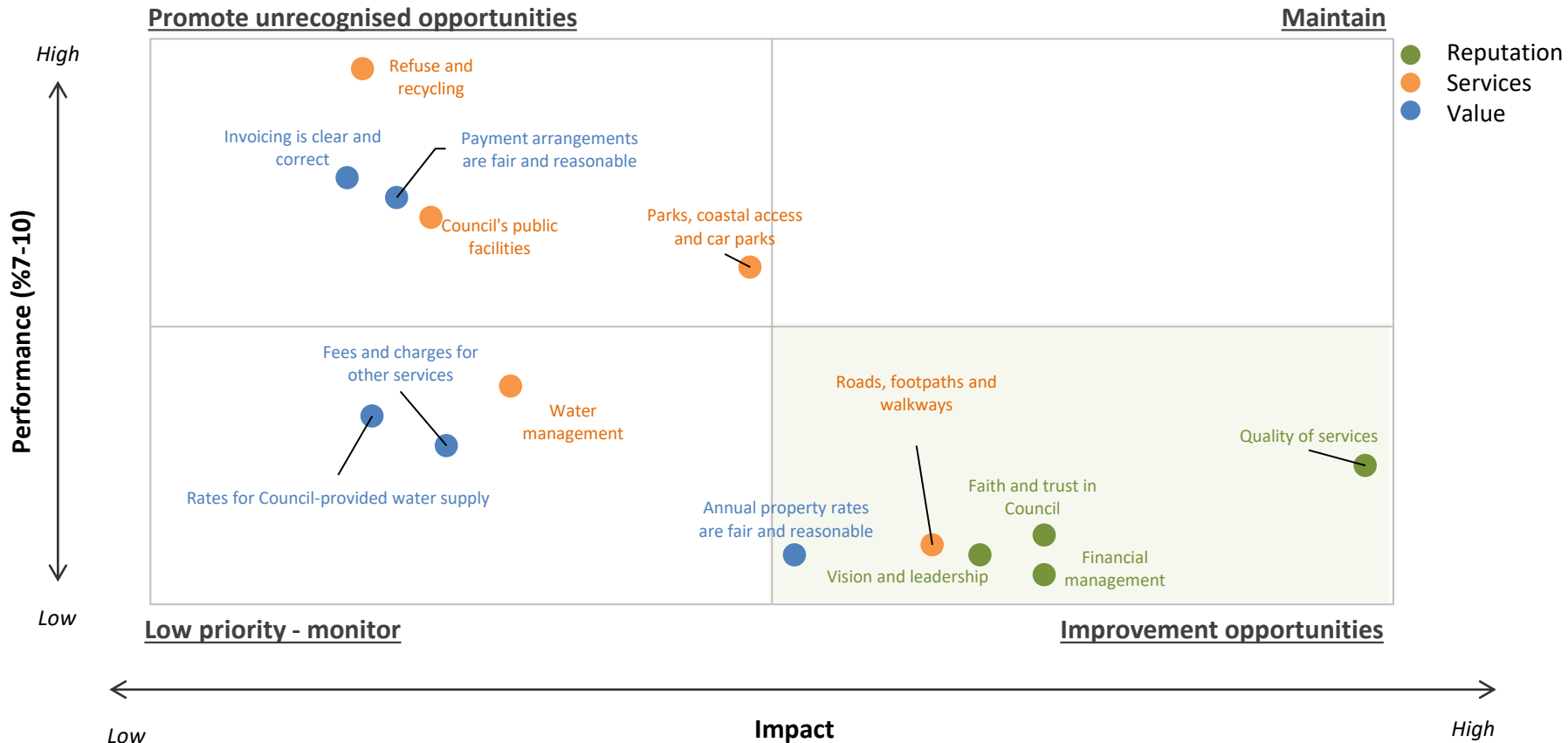


- Perceptions of *Value for money* would benefit most from an improvement in how *Annual property rates are fair and reasonable* is perceived, as it contributed most to this area’s performance.

NOTES:
 1. Total sample: 2020 n=501; 2021 n=501; 2022 n=618; Te Hiku n=177, Bay of Islands-Whangaroa n=331, Kaikohe-Hokianga n=110; Excludes 'don't know'
 2. VM1. Using a scale of 1-10 where 1 is strongly disagree and 10 is strongly agree, how much do you agree with the following statements?
 3. VM2. Thinking about everything Council has done over the last 12 months and what you have experienced of its services and facilities, how satisfied are you that your rates provide value for money?
 4. nci = no current impact

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

Overall performance: Improvement priorities



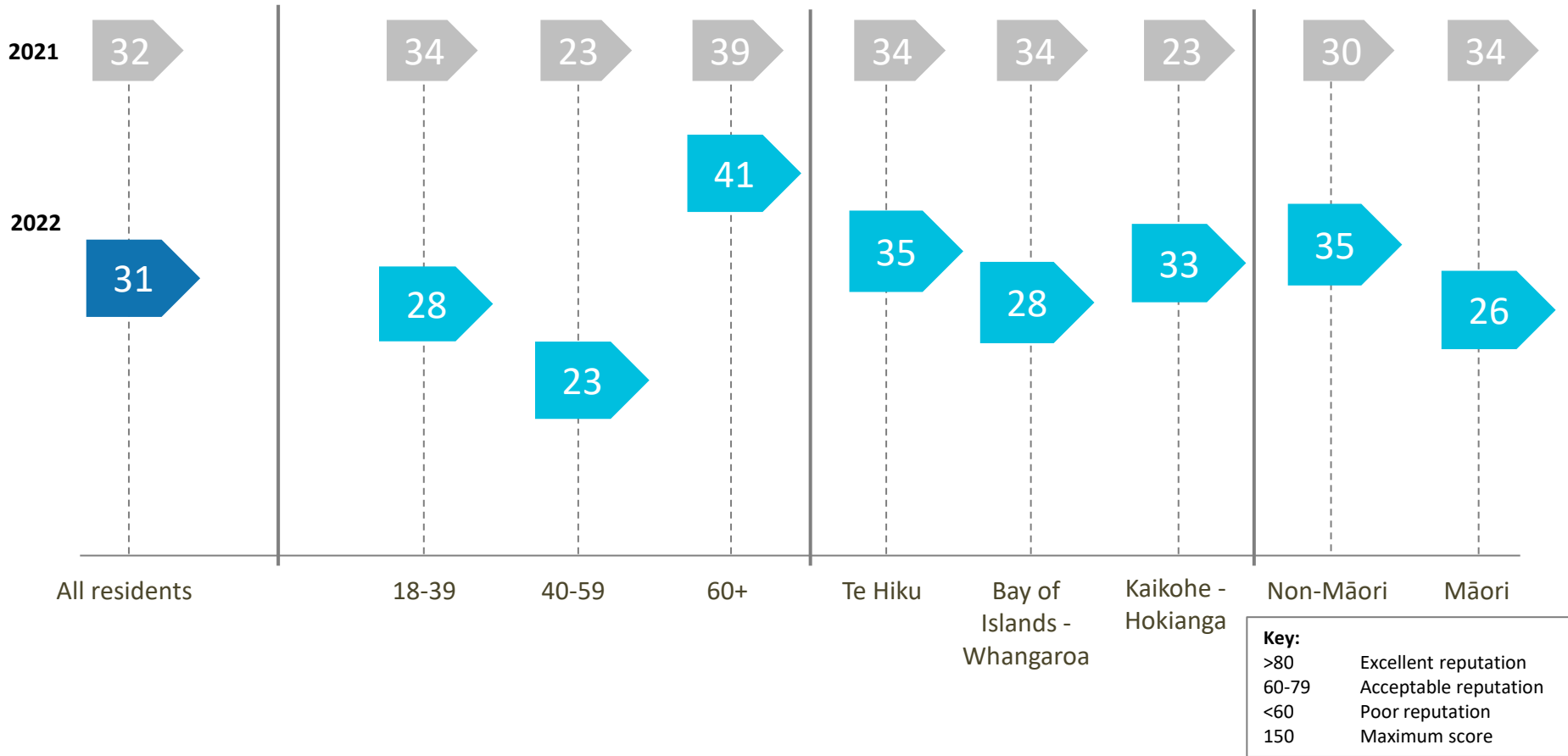
- Roading infrastructure, Annual property rates being fair and reasonable, as well as all metrics related to Council's Image and reputation present the best opportunities for the Council. Improving residents' perception for these areas will improve overall satisfaction with the Council.

NOTES:
1. Sample: n=501



Understanding Reputation

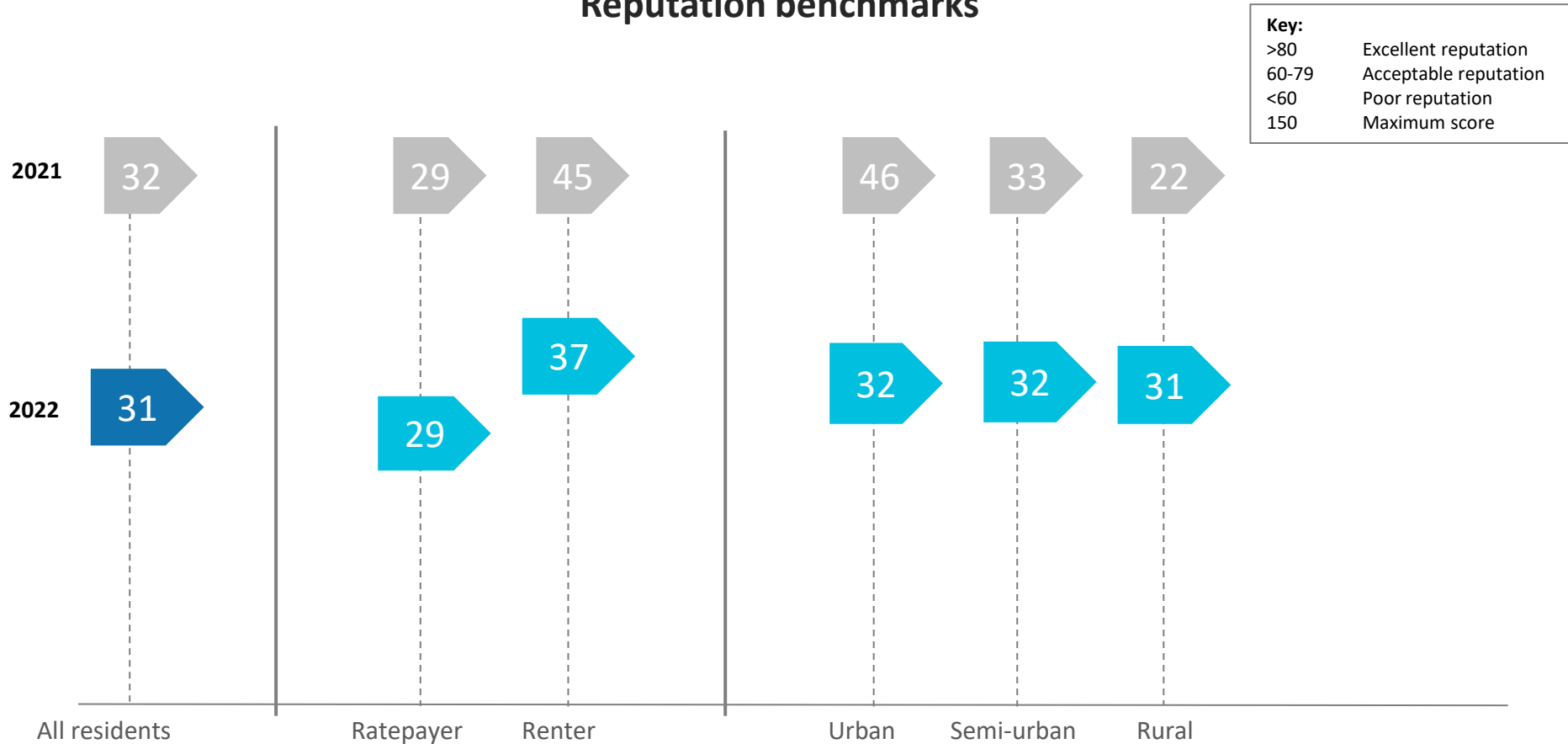
Reputation benchmarks



- The Far North District Council *reputation benchmark score* remains poor, with marginally higher ratings among those who reside in Kaikohe-Hokianga ward.

NOTES:
 1. Sample 2021 n=501; n=618; Te Hiku n=177, Bay of Islands-Whangaroa n=331, Kaikohe-Hokianga n=110; Non-Maori n=380, Maori n=238; Excludes 'don't know'
 2. REP5. So considering, leadership, trust, financial management and quality of services provided, how would you rate Council for its overall reputation?
 3. The benchmark is calculated by re-scaling the overall reputation measure to a new scale between -50 and +150 to improve granularity for the purpose of benchmarking

Reputation benchmarks



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

- Council's Reputation was stronger amongst renters.

NOTES:
 1. Sample: 2021 n=501 2022 n=618; Urban n=204, Semi urban n=152, Rural n=257
 2. REP5. So considering, leadership, trust, financial management and quality of services provided, how would you rate Council for its overall reputation?
 3. The benchmark is calculated by re-scaling the overall reputation measure to a new scale between -50 and +150 to improve granularity for the purpose of benchmarking

Reputation profile

Partiality
(emotional)

2021 12%

2021 6%

- Have a positive emotional connection
- Believe performance could be better

Admirers

- View Council as competent
- Have a positive emotional connection

Champions

4%

16%

Proficiency
(factual)

4%

Sceptics
77%

Pragmatists

- Fact-based, not influenced by emotional considerations
- Evaluate performance favourably
- Rate trust and leadership poorly

2021 72%

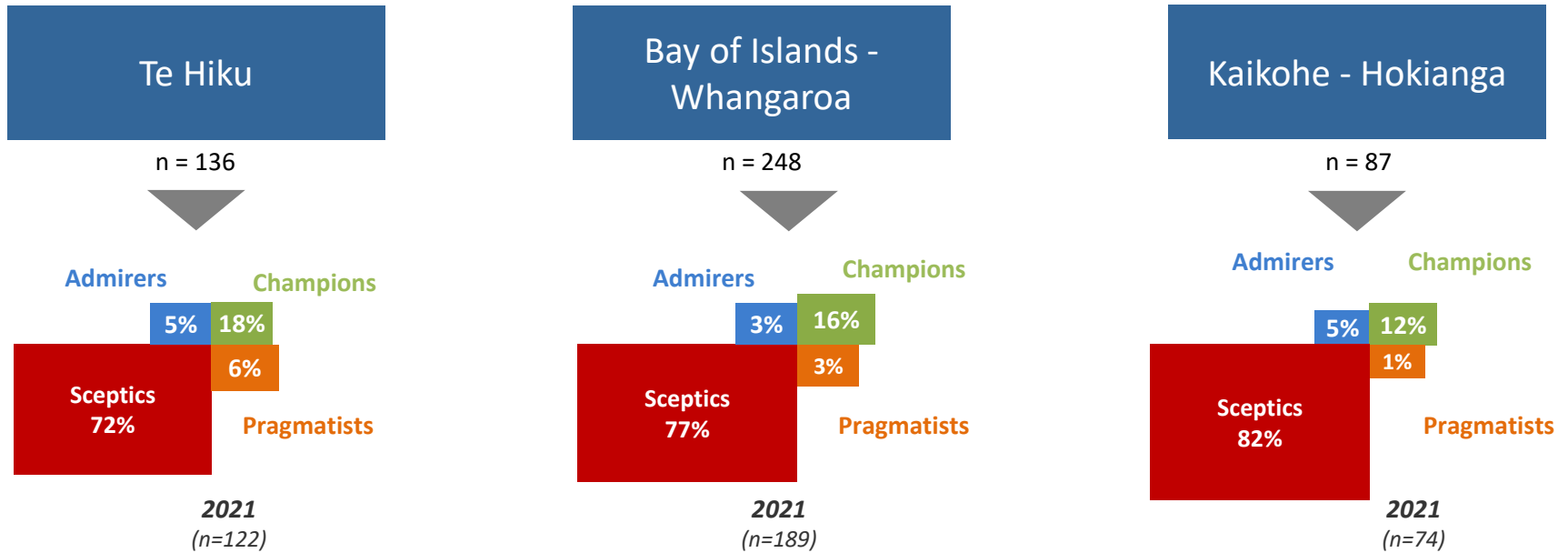
- Do not value or recognise performance
- Have doubts and mistrust

2021 10%

- Over three quarters of residents (77%) 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.

NOTES:
 1. Sample: 2021 n=501; 2022 n=618; 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

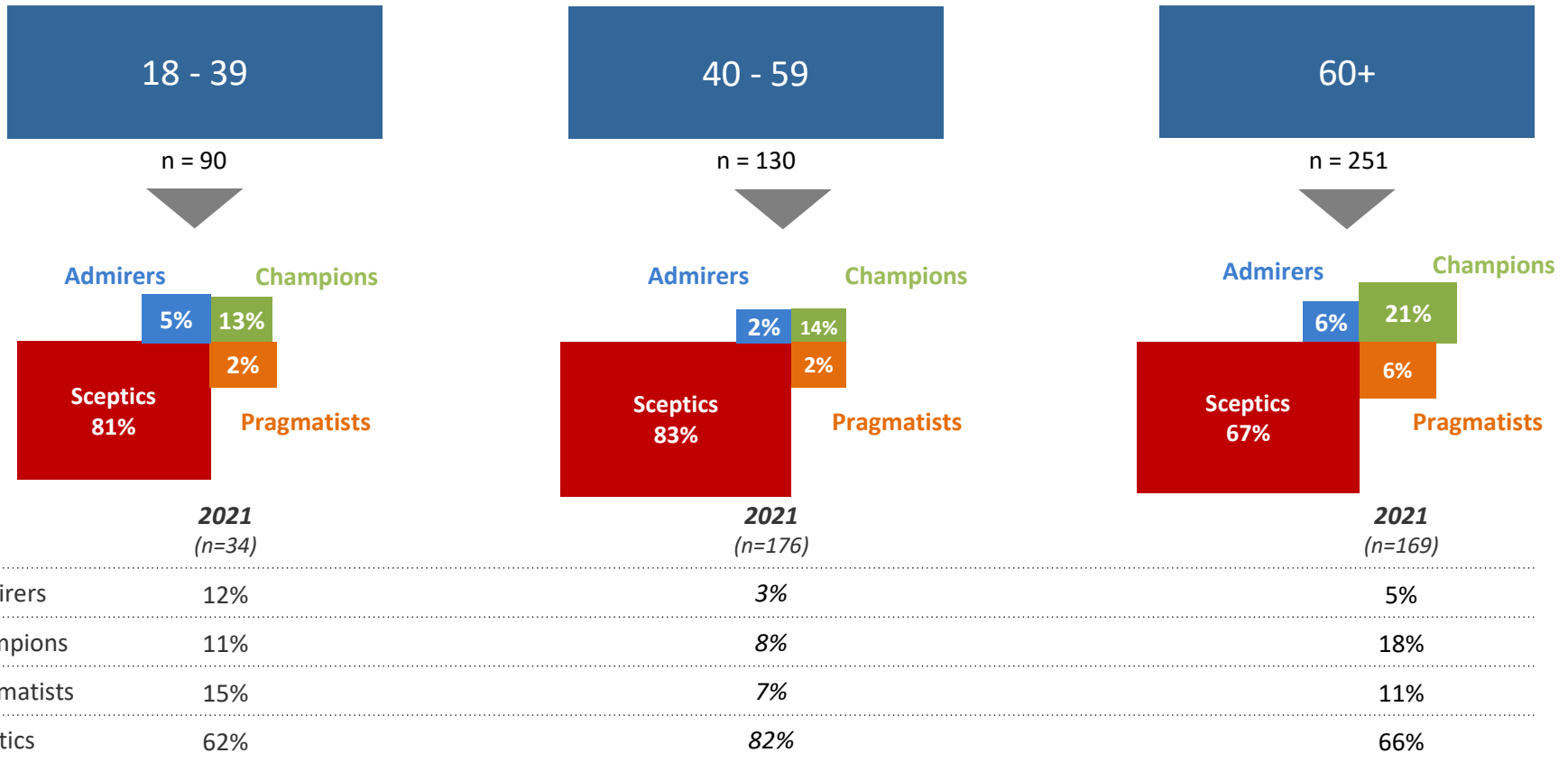
Reputation profile: Wards



- *Kaikohe-Hokianga Ward* had the highest proportion of *Sceptics*, while *Te Hiku Ward* had the highest proportion *Champions*.

NOTES:
 1. Sample: 2021 n=501; 2022 n=618; 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

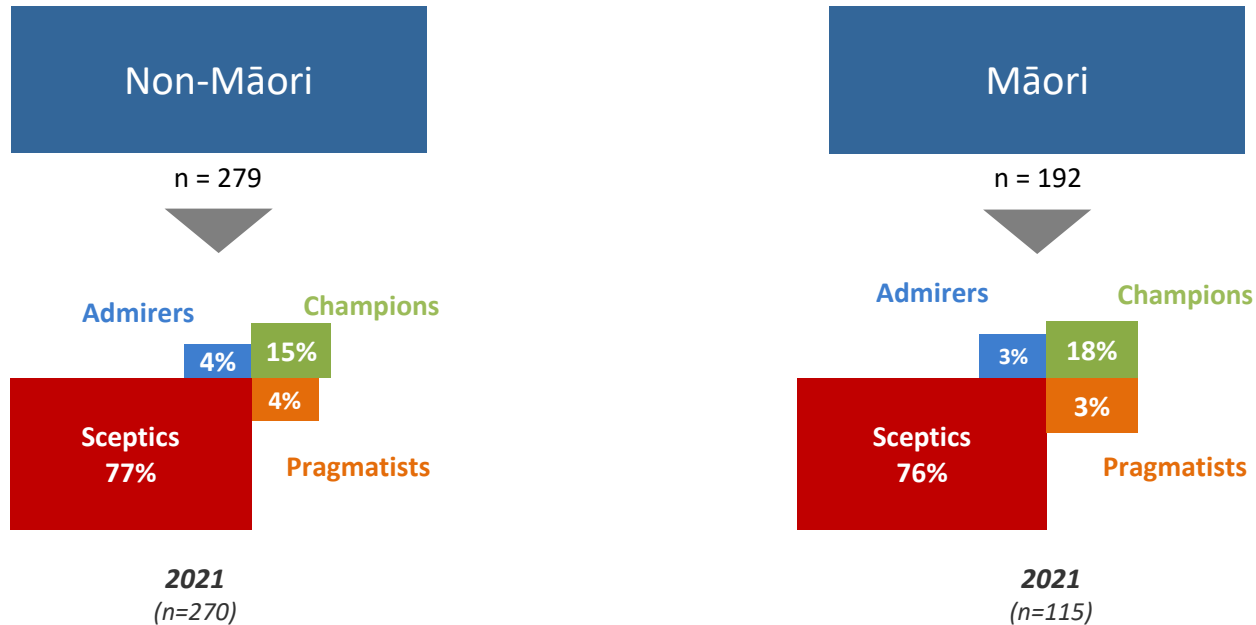
Reputation profile: Age



- 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*.

NOTES:
 1. Sample: 2021 n=501; 2022 n=618; 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

Reputation profile: Ethnicity

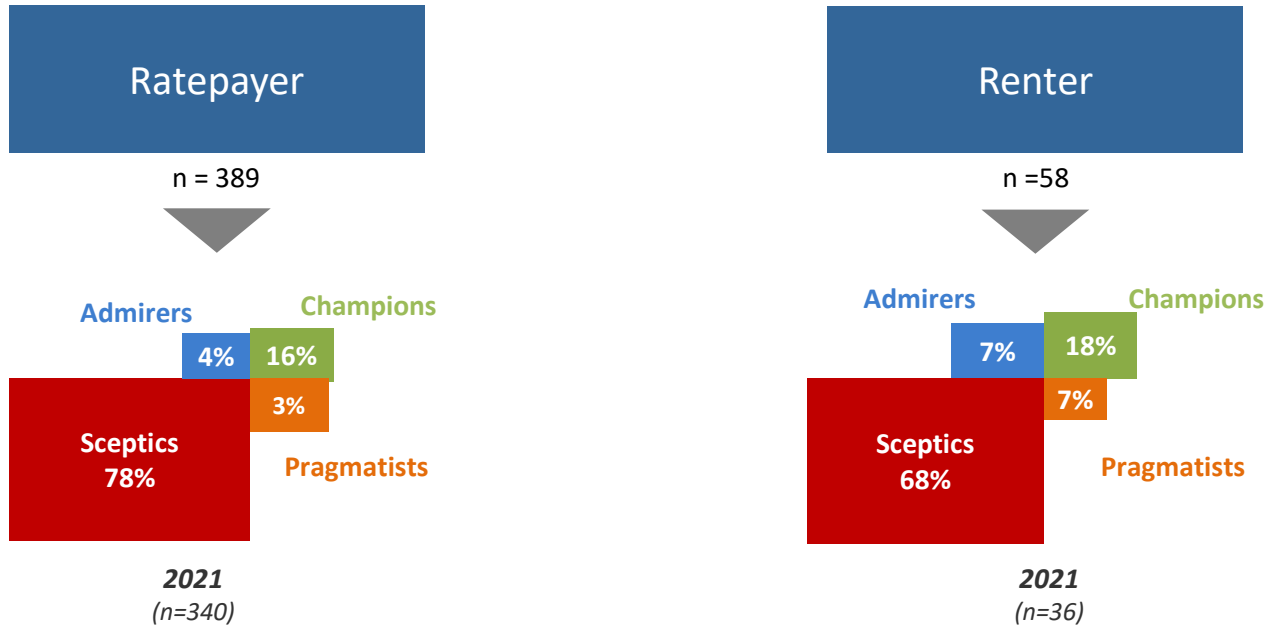


- The proportion of *Sceptics* was the same across ethnicity groups, with *Māori* having a slightly higher proportion of *Champions*.

NOTES:

- Sample: 2021 n=501; 2022 n=618; Excludes 'don't know' responses to any of the reputation questions
- Segments have been determined using the results from a set of five overall level questions
- REP1 leadership, REP2 trust, REP3 financial management, REP4 services quality, REP5 overall reputation

Reputation profile: Ratepayer vs Renter

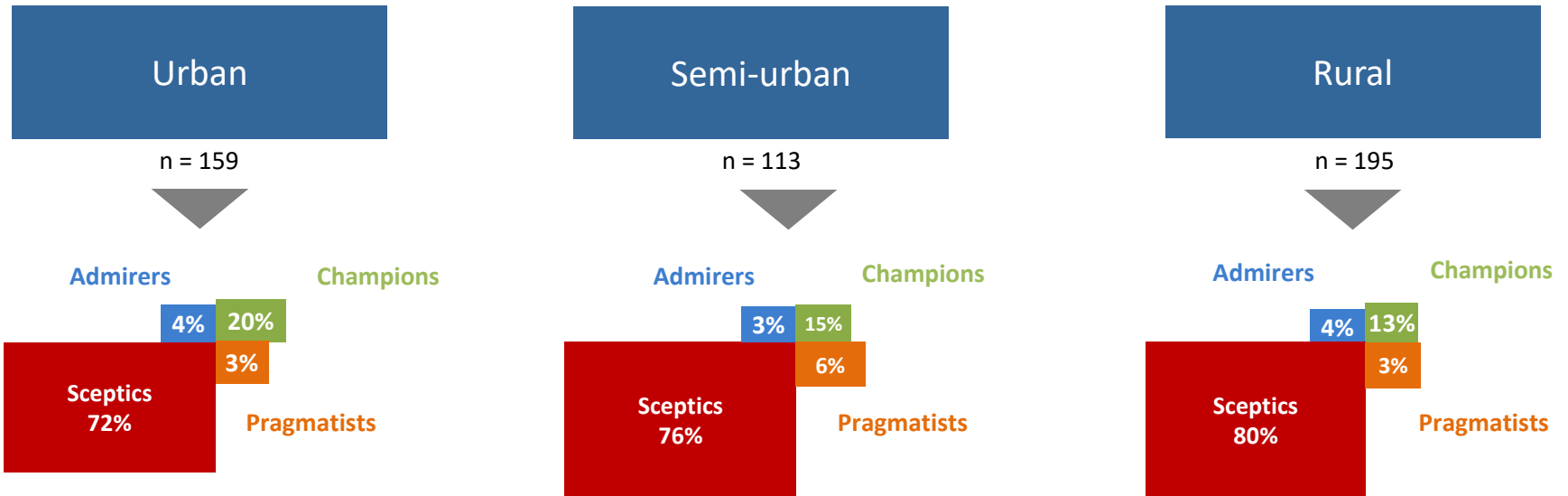


	2021 (n=340)	2021 (n=36)
Admirers	6%	9%
Champions	12%	16%
Pragmatists	10%	3%
Sceptics	72%	72%

- The proportion of *Sceptics* among ratepayers is considerably higher when compared with renters.

NOTES:
 1. Sample: 2021 n=501; 2022 n=618; 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

Reputation profile: Urban vs Rural



2021
(n=139)

2021
(n=78)

2021
(n=168)

	2021 (n=139)	2021 (n=78)	2021 (n=168)
Admirers	7%	5%	6%
Champions	18%	9%	9%
Pragmatists	7%	14%	10%
Sceptics	68%	72%	75%

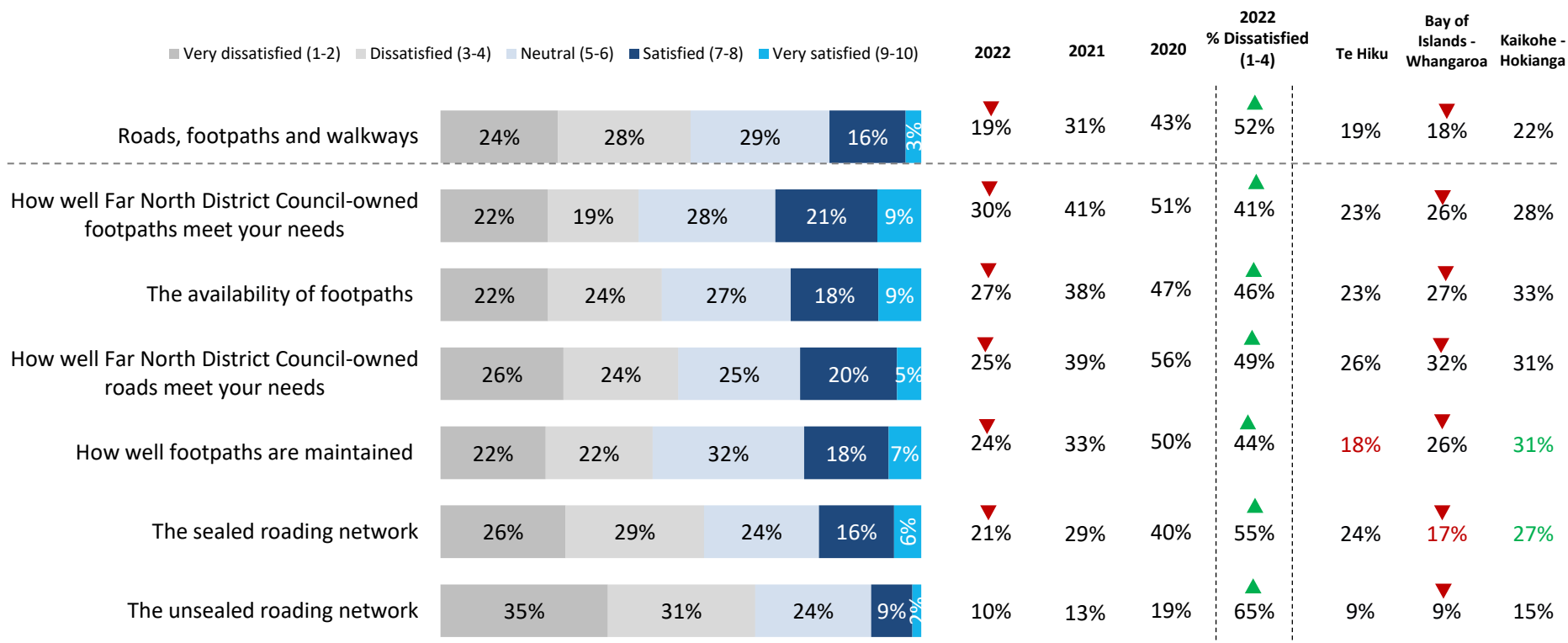
- Rural areas had a higher proportion of *Sceptics*, semi-urban areas had higher proportions of *Pragmatists* and urban areas had higher proportions of *Champions*.

NOTES:
 1. Sample: 2021 n=501; 2022 n=618; 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

Services and facilities: Roads, footpaths and walkways



- Less than two in five residents (19%) were satisfied with the *Roading and footpaths* in the Far North District overall. The decline has been impacted by a significant decline in perception among those residing in Bay of Islands-Whangaroa ward.
- 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* (10%) and the highest level of satisfaction related to *how well Council-owned footpaths met residents needs* (30%).

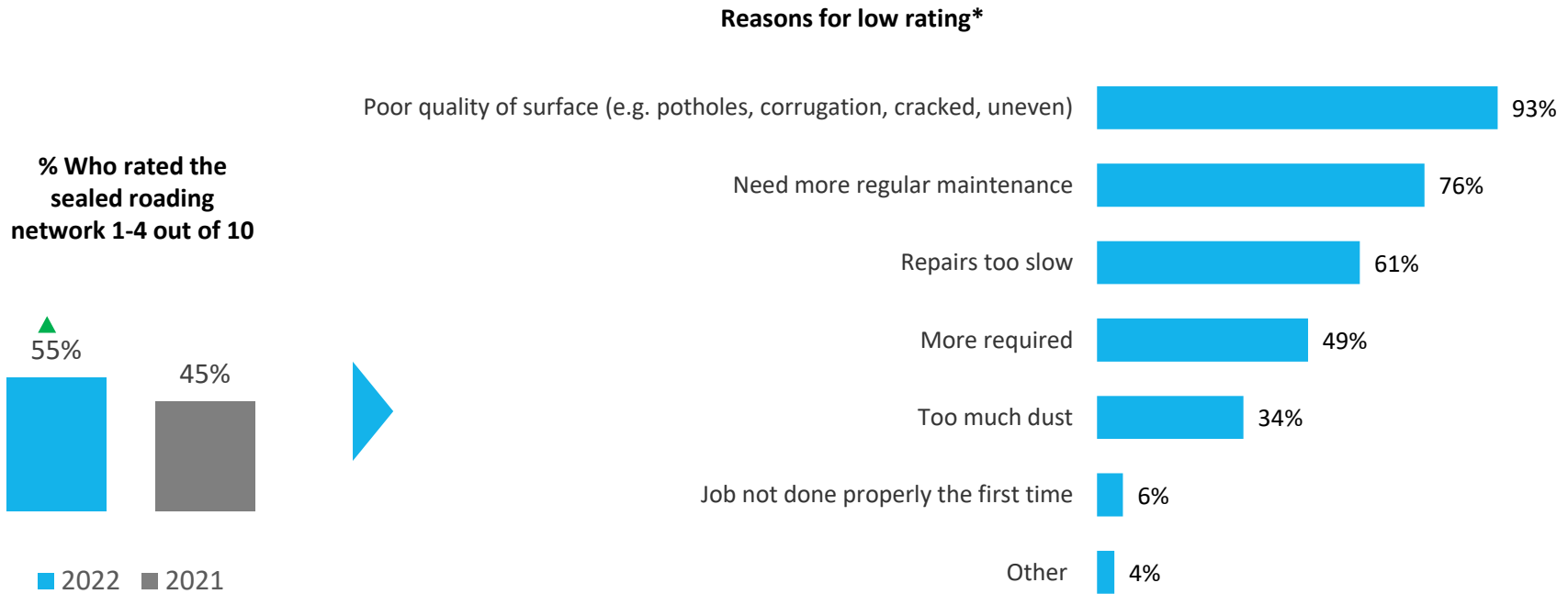
NOTES:

1. Total sample: 2020 n=501; 2021 n=501; 2022 n=618; Te Hiku n=177, Bay of Islands-Whangaroa n=331, Kaikohe-Hokianga n=110; Excludes 'don't know'
2. RF1. Using the 1 to 10 scale, where 1 means 'very dissatisfied' and 10 means 'very satisfied', how would you rate your level of satisfaction with each of the following...?
3. RF2. Overall, how satisfied are you with the roads, footpaths and walkways around the district?

Year-on-year
 ▲ Significantly higher
 ▼ Significantly lower

Between demographics
 ▲ Significantly higher
 ▼ Significantly lower

Reasons for dissatisfaction: The sealed roading network



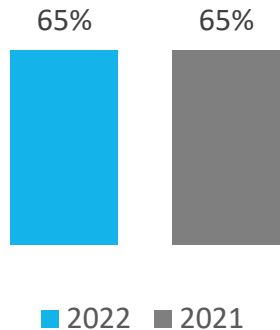
- Over half of residents (55%) were dissatisfied with *the Sealed roading network*.
- *Poor quality of surface* was the main reason for dissatisfaction with the condition of sealed roads (93%), and 76% of dissatisfied residents felt *More regular maintenance was required*. 61% of those dissatisfied felt *Repairs to the sealed roading network were too slow*.

NOTES:

1. Sample: 2021 n=501, 2022 n=618; Very dissatisfied (1-3) n=245
2. RF1A. Why weren't you satisfied with...?
3. * Asked of % who rated sealed roading network 1-3 out of 10

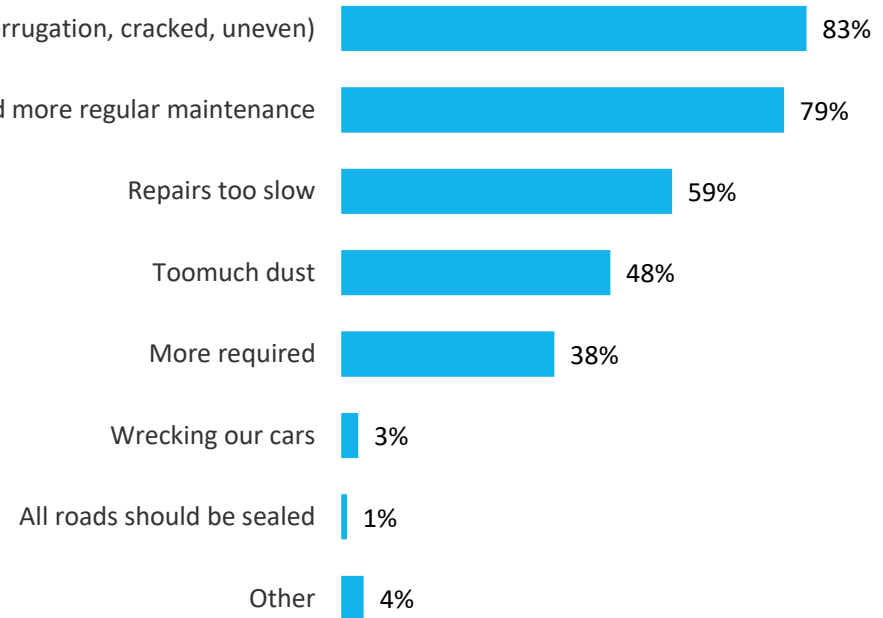
Reasons for dissatisfaction: The unsealed roading network

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



Poor quality of surface (e.g. potholes, corrugation, cracked, uneven)

Reasons for low rating*

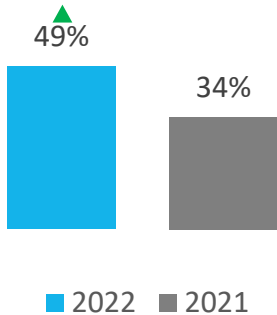


- Nearly two in three residents (65%) were dissatisfied with *the Unsealed roading network*.
- *Poor quality of surface* (83%) and the *Need for more regular maintenance* (79%) were the main reasons for dissatisfaction with the *Unsealed roading network*. 59% felt *Repairs to the unsealed roading network were too slow*.

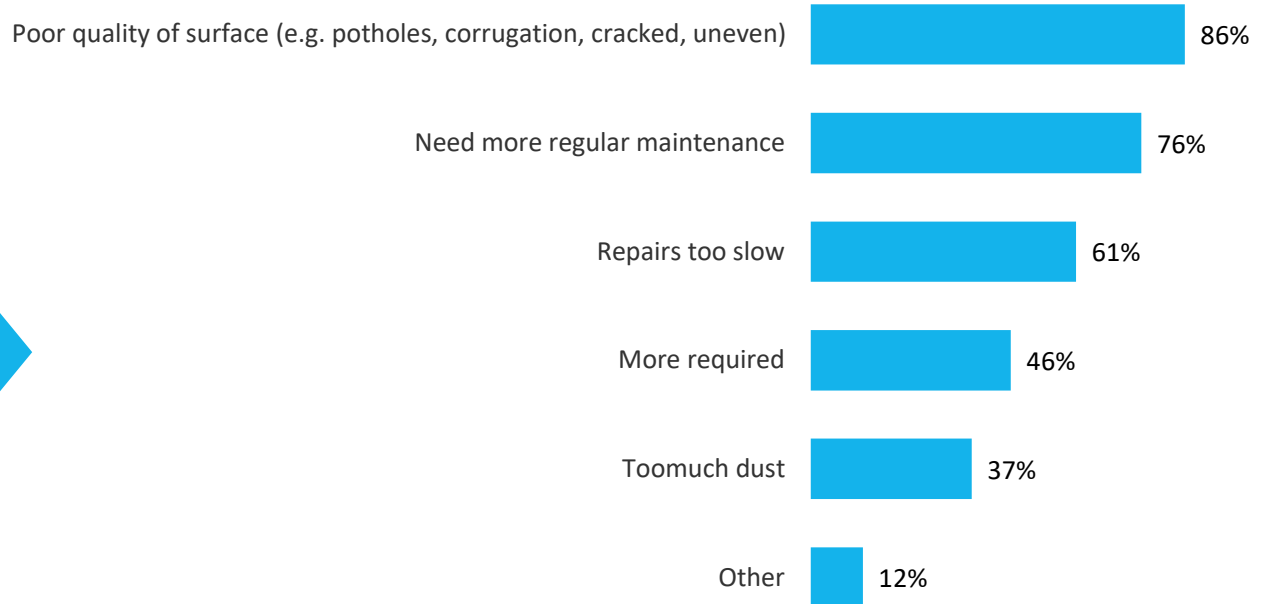
NOTES:
 1. Sample: 2021 n=501, 202 n=618; Very dissatisfied (1-3) n=274
 2. RF1A. Why weren't you satisfied with <Xxx>?
 3. * Asked of % who rated unsealed roading network 1-3 out of 10

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

% Who rated the Council owned roads meeting their needs 1-4 out of 10



Reasons for low rating*

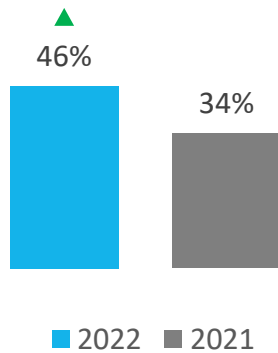


- Close to half of residents (49%) were dissatisfied with *How well Far North District Council-owned roads meet their needs*.
- *Poor quality of surface* (86%) and the *Need for more regular maintenance* (76%) were the main reasons for dissatisfaction. 61% were dissatisfied with the Council owned roads as *Repairs were too slow*.

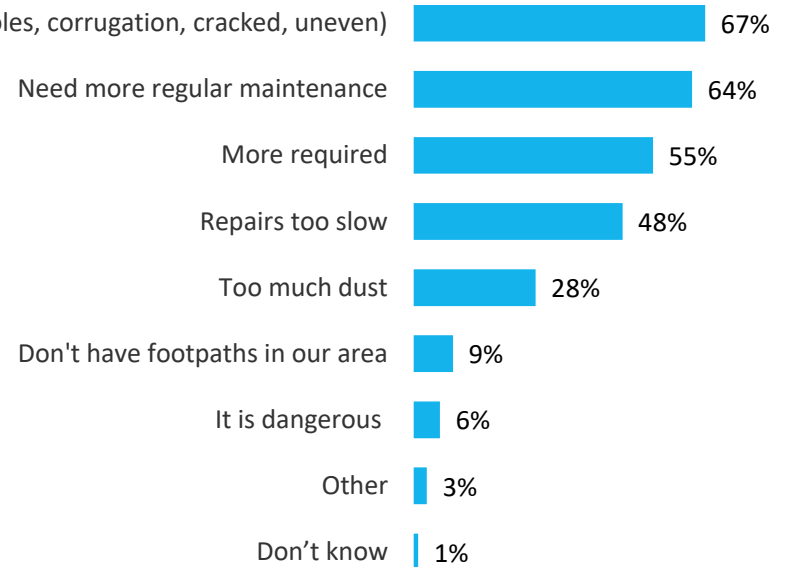
NOTES:
 1. Sample: 2021 n=501, 2022 n=618; Very dissatisfied (1-3) n=210
 2. RF1A. Why weren't you satisfied with <Xxx>?
 3. * Asked of % who rated how well Far North District Council-owned roads meet their needs 1-3 out of 10

Reasons for dissatisfaction: The availability of footpaths

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



Reasons for low rating*



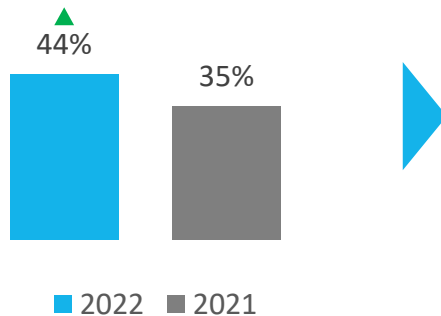
- More than a four in ten residents (46%) were dissatisfied with the *Availability of footpaths*.
- 67% were dissatisfied due to the *Poor quality of surface*. Further 64% of whom felt *More regular maintenance was required*.

NOTES:

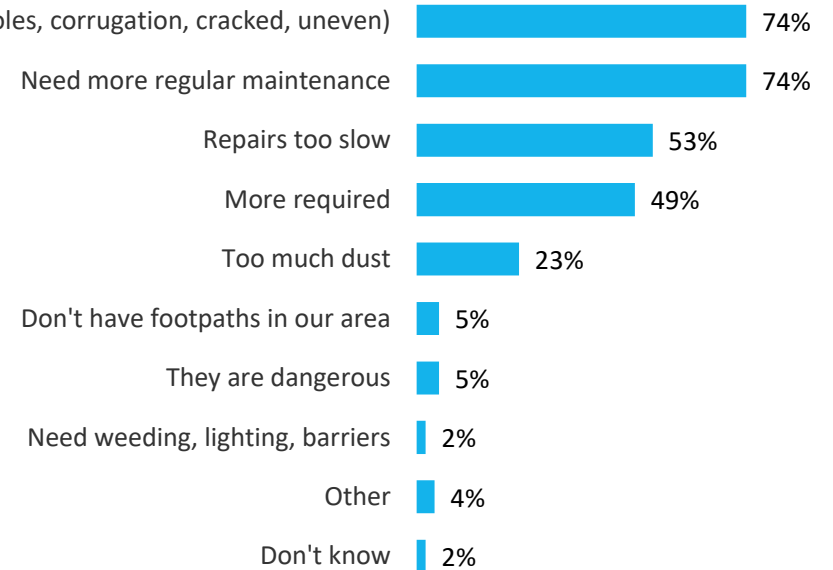
1. Sample: 2021 n=501, 2022 =618; Very dissatisfied (1-3) n=196
2. RF1A. Why weren't you satisfied with <Xxx>?
3. * Asked of % who rated the availability of footpaths 1-3 out of 10

Reasons for dissatisfaction: How well footpaths are maintained

% Who rated footpath maintenance 1-4 out of 10



Reasons for low rating*

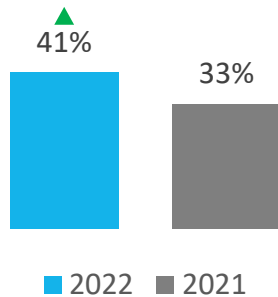


- More than four in ten residents (44%) rated *How well footpaths are maintained* 1-4 out of 10.
- Reasons for low ratings related to *Poor quality of surface* (74%) and the *Need for more regular maintenance* (74%). 53% felt *Repairs to footpaths were too slow* and 49% indicated that *More were required*.

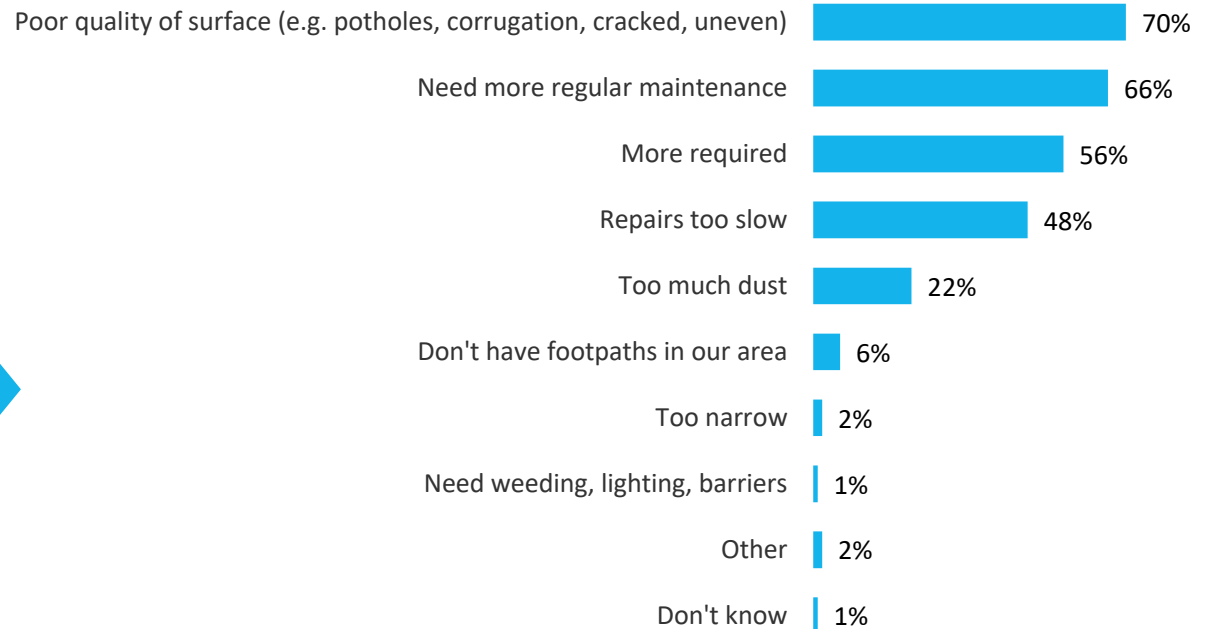
NOTES:
 1. Sample: 2021 n=501, 2022 n=618; Very dissatisfied (1-3) n=181
 2. RF1A. Why weren't you satisfied with <Xxx>?
 3. * Asked of % who rated how well the footpaths are maintained 1-3 out of 10

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*



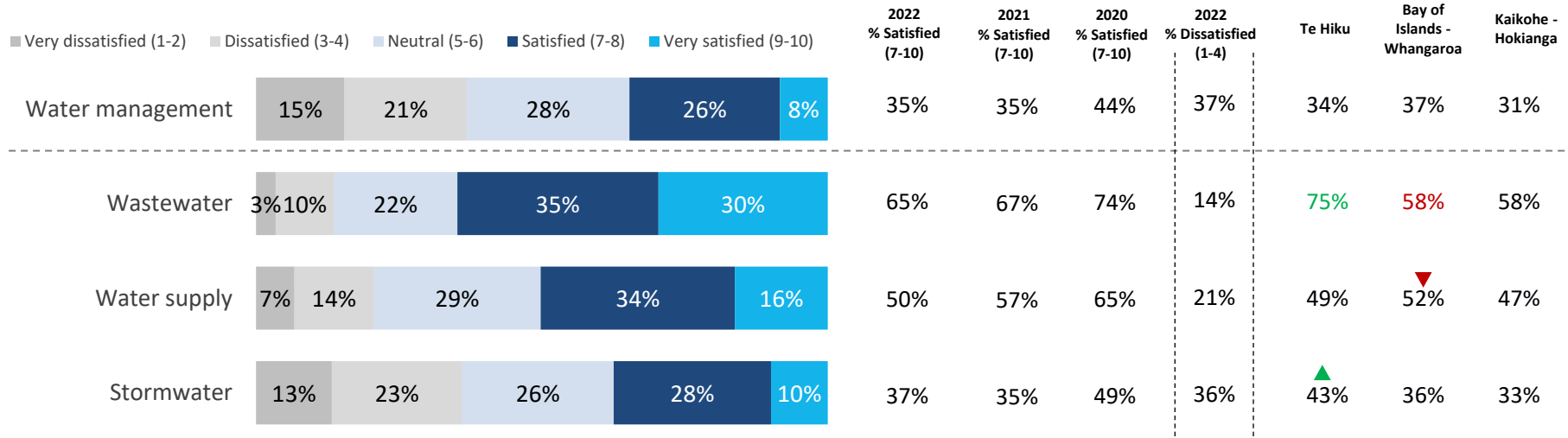
- 41% of residents were dissatisfied with *Council footpaths meeting their needs*.
- *Poor quality of surface (70%), the Need for more regular maintenance (66%) and Needing more footpaths in general (56%)* were the main reasons for low ratings.

NOTES:
 1. Sample: 2021 n=501, 2022 n=618; Very dissatisfied (1-3) n=160
 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

Services and facilities: Water management



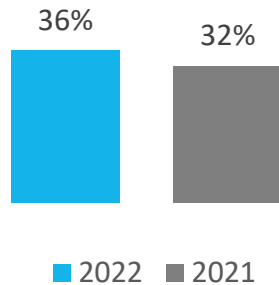
- Satisfaction with *Overall water management* remains low at 35%.
- Satisfaction with all aspects related to *Water management* remains consistent with the previous reporting period.

NOTES:
 1. Total sample: 2020 n=501; 2021 n=501; 2022 n=618; Te Hiku n=177, Bay of Islands-Whangaroa n=331, Kaikohe-Hokianga n=110; 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 three waters in the district

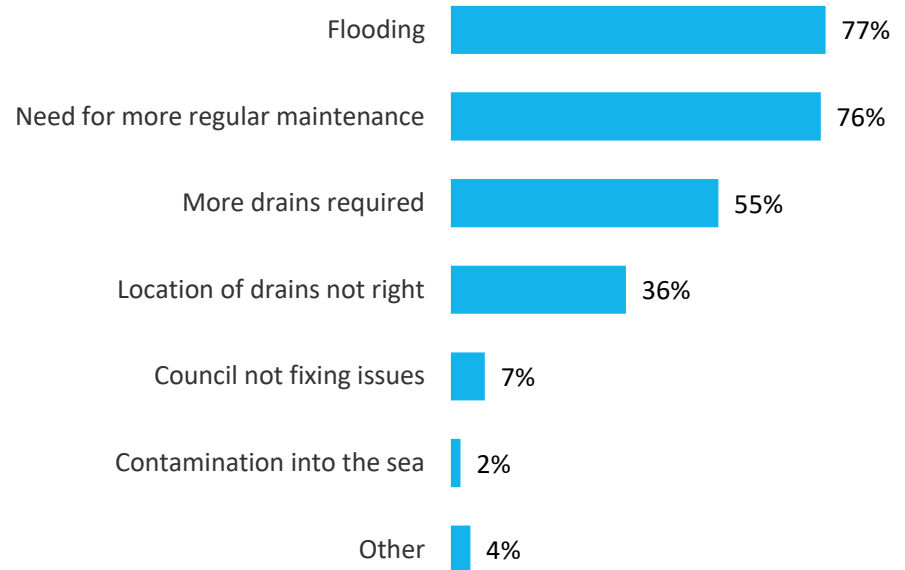
Year-on-year
 ▲ Significantly higher
 ▼ Significantly lower
 Between demographics
 ▲ Significantly higher
 ▼ Significantly lower

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*

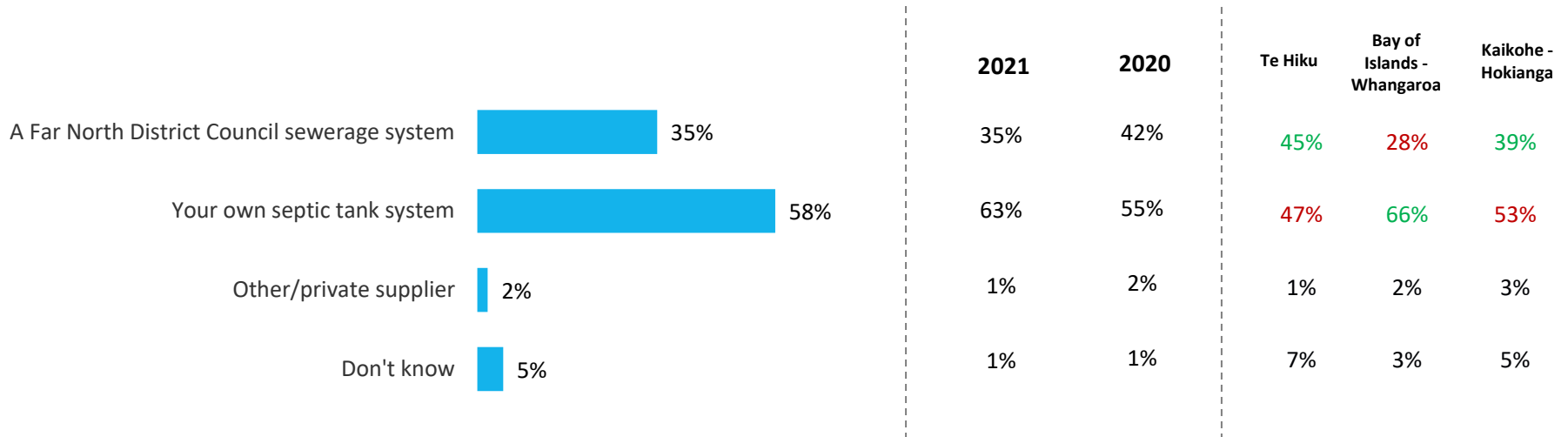


- Dissatisfaction with the *Stormwater management system* was mainly due to the incidence of *Flooding* (77%) and the *Need for more regular maintenance* (76%).
- 55% felt that *More drains were required*, while 36% indicated that the *Location of drains were not right*.

NOTES:

1. Sample: 2021 n=501, 2022 n=618; Very dissatisfied (1-3) n=120
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

Wastewater property connected to



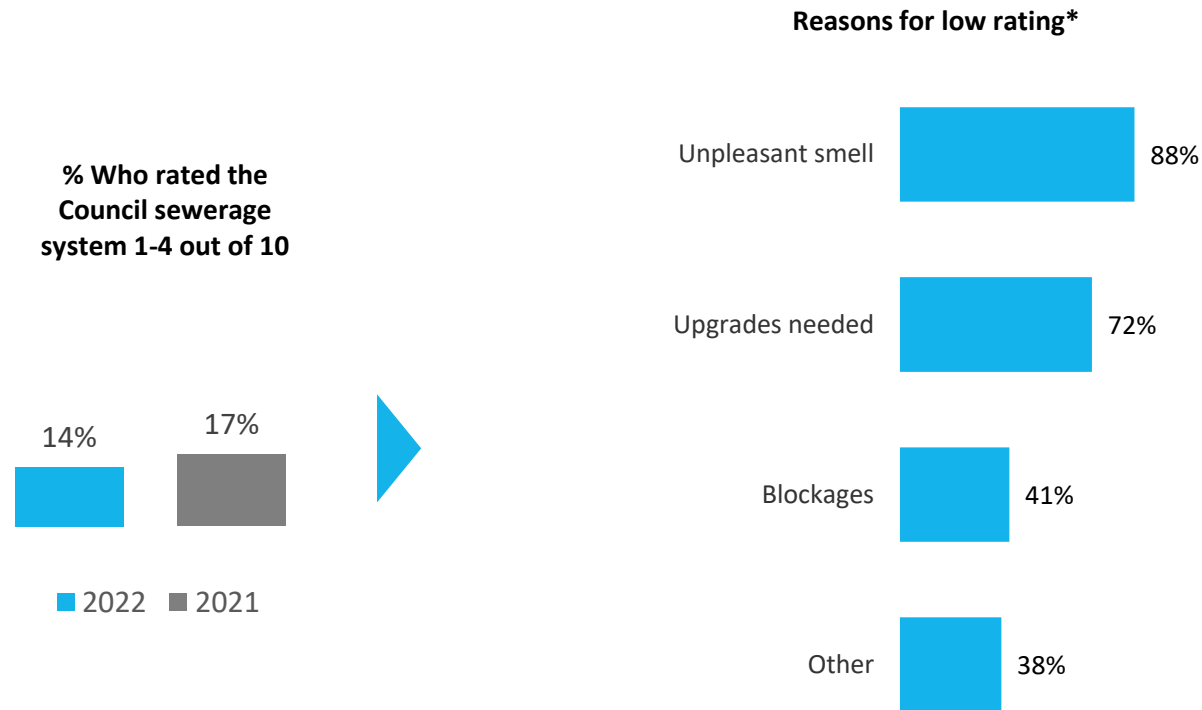
- Slightly more than a third of residents (35%) were connected to a *Far North District Council sewerage system* with a further 58% using their *Own septic tank system*.
- Residents from *Te Hiku Ward* were more likely to be connected to the *Council sewerage system* (45%), while residents from *Bay of Islands-Whangaroa Ward* were more likely to have their *Own septic tank system* (66%).

NOTES:

1. Total sample: 2020 n=501; 2021 n=501; 2022 n=618; Te Hiku n=177, Bay of Islands-Whangaroa n=331, Kaikohe-Hokianga n=110; 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

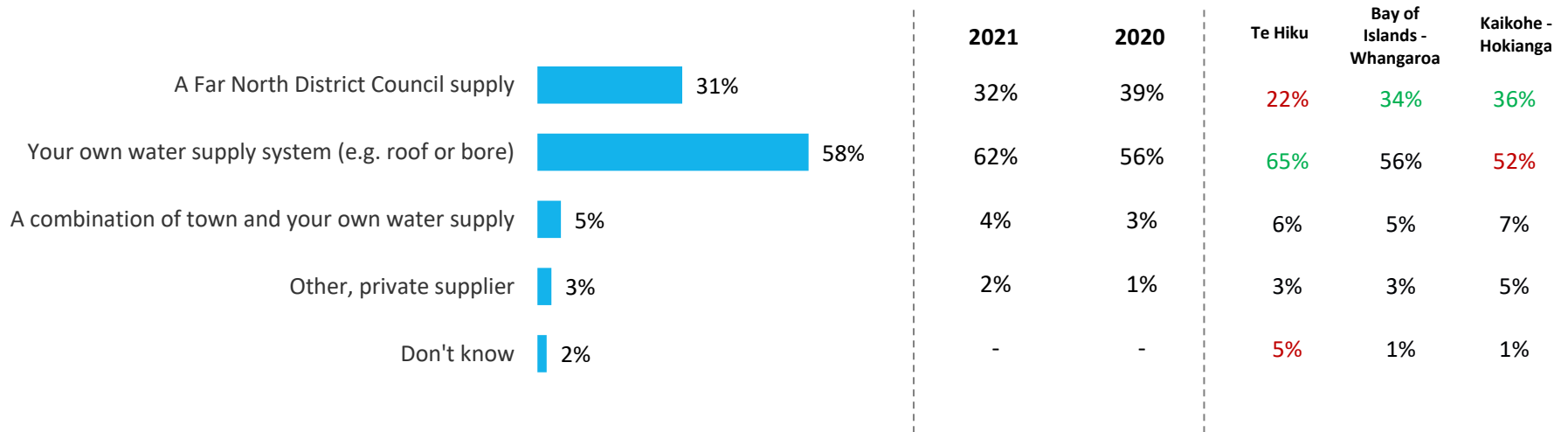
Reasons for dissatisfaction: Council sewerage system



- The proportion of residents dissatisfied with the *Council sewerage system* remained unchanged, with *Unpleasant smell* the main reason for dissatisfaction (88%). 72% felt *Upgrades were needed* with over four in ten (41%) experiencing *Blockages*.

NOTES:
 1. Sample: Those connected to the Council sewerage system, 2021 n=192, 2022 n=217; Very dissatisfied (1-3) n=22*
 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

Water supply connection

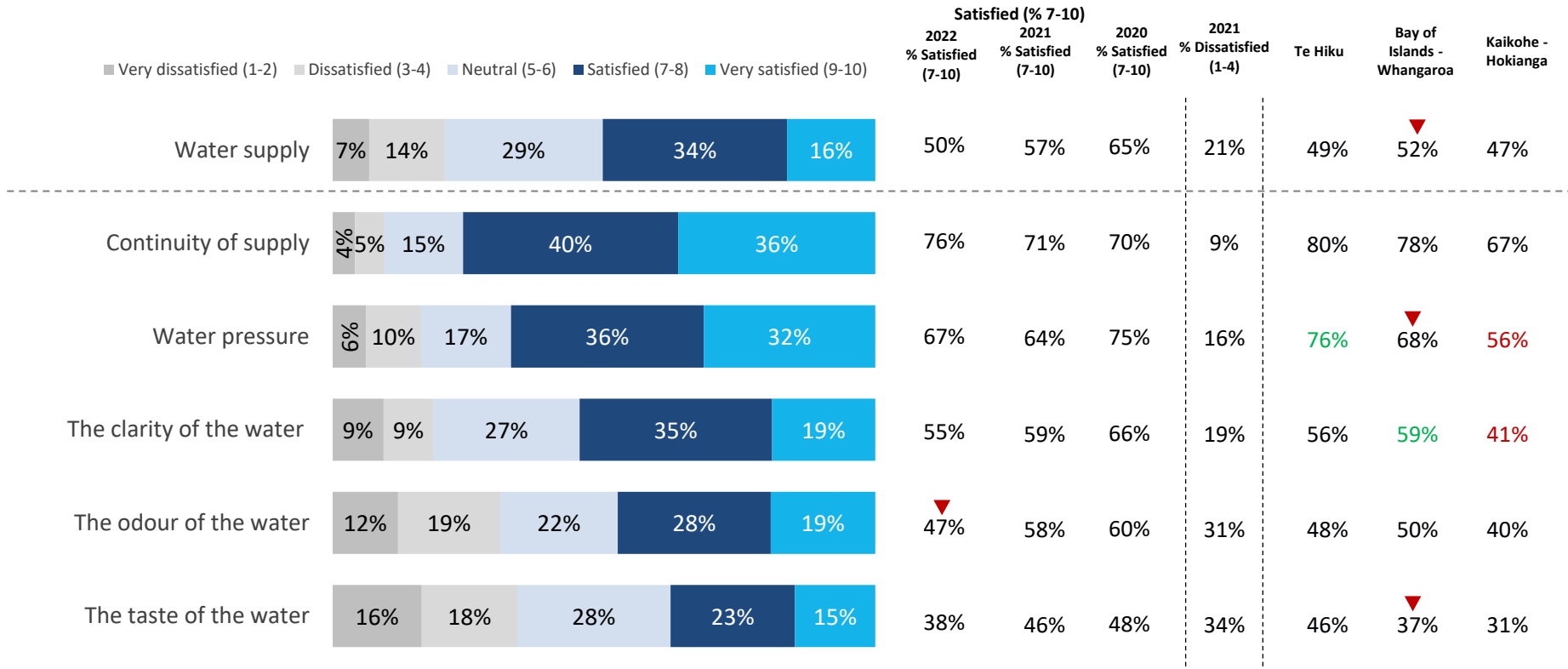


- Slightly less than a third of residents (31%) were connected to a *Far North District Council* water supply, with a significantly greater proportion of residents (58%) connected to their *Own water supply system (e.g., roof or bore)*.
- Residents from *Te Hiku Ward* were more likely to have their *Own water supply system (e.g., roof or bore)*.

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

NOTES:
 1. Total sample: 2020 n=501; 2021 n=501; 2022 n=618; Te Hiku n=177, Bay of Islands-Whangaroa n=331, Kaikohe-Hokianga n=110; Excludes 'don't know'
 2. TW1. Which of the following best describes your water supply connection?

Services and facilities: Water supply

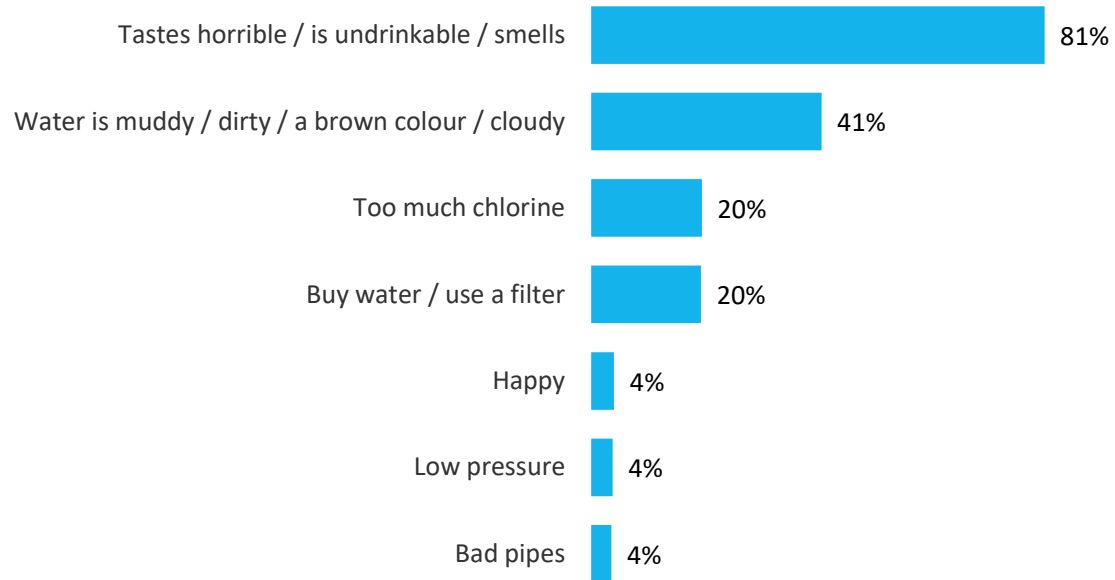


- Satisfaction with *Water supply* declined to 50%, with a significant decline in satisfaction with *The odour of the water* (47%).
- 76% were satisfied with the *Continuity of supply*, 67% with the *Water pressure* and 55% with the *Clarity of water*.

NOTES:
 1. Total sample: 2020 n=501; 2021 n=501; 2022 n=618; Te Hiku n=177, Bay of Islands-Whangaroa n=331, Kaikohe-Hokianga n=110; Excludes 'don't know'
 2. TW2. On the scale of 1- 10, how would you rate your satisfaction with...
 3. TW2B. Overall, how satisfied or dissatisfied are you with the water you receive from the Far North District Council? This is about the service not the cost.

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

Reasons for dissatisfaction: Water Supply



- Dissatisfaction with the *Water supply* was mainly due to a *Horrible taste and the water being undrinkable and smelling* (81%).
- 41% felt *Water is muddy, dirty and a brown colour* with further 20% indicating there was *Too much chlorine* in the water.

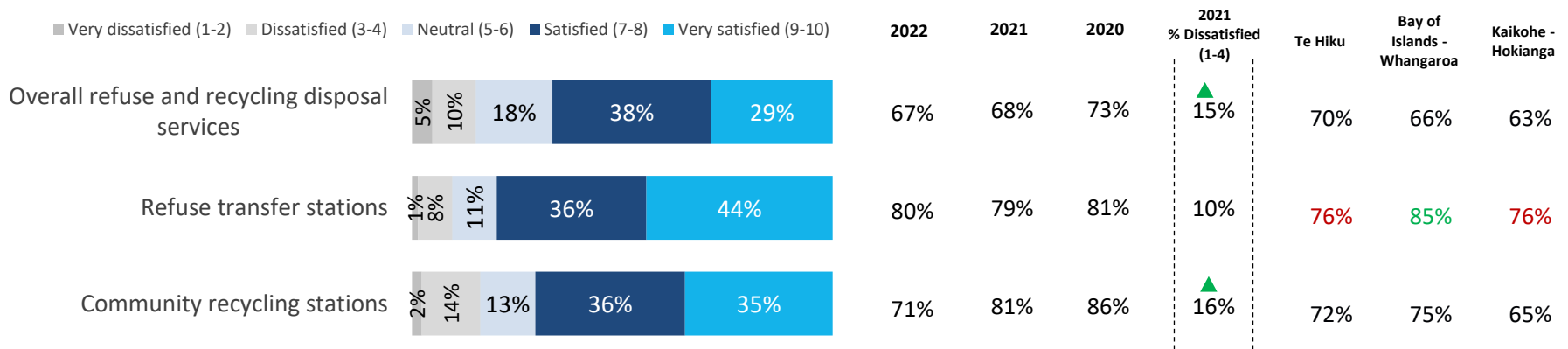
NOTES:

1. Sample: Those connected to the Council water supply 2022 n=189
2. TW2A. Why weren't you satisfied with <XXX>?



Services and Facilities: Waste management

Services and facilities: Refuse and recycling

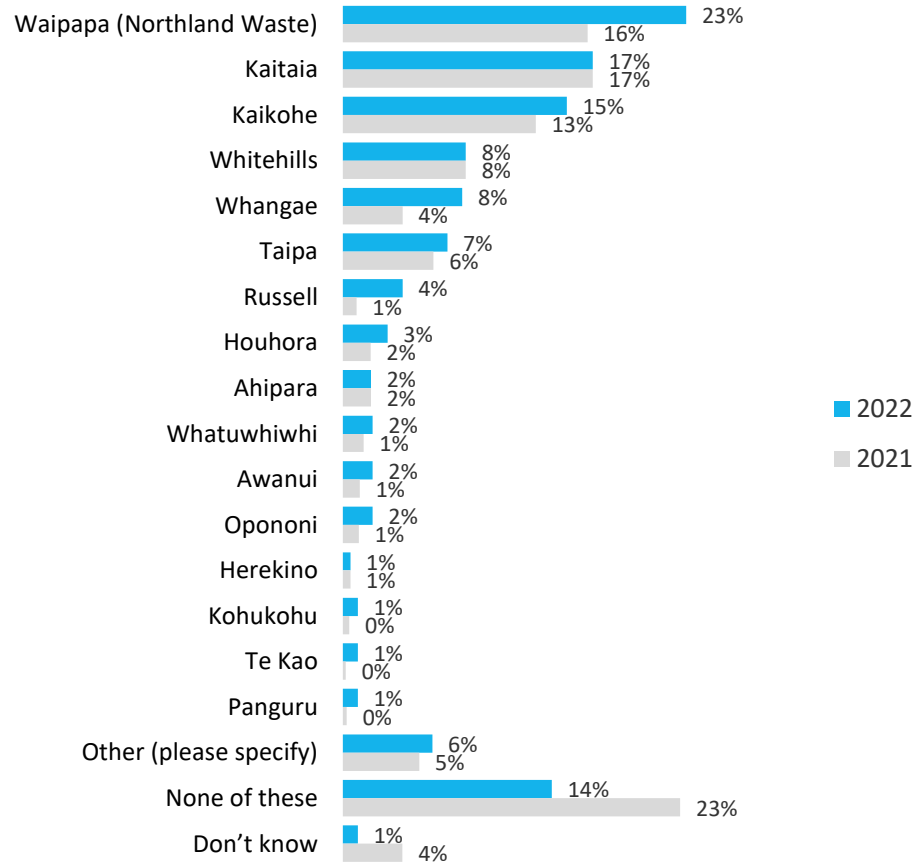


- Satisfaction with *Overall refuse and recycling disposal services* remains at the similar level when compared with 2021.
- 71% of residents were satisfied with *Community recycling stations* and 80% were satisfied with *Refuse transfer stations*. *Bay of Islands-Whangaroa Ward* residents were more likely to be satisfied with *Refuse transfer stations*.

NOTES:
 1. Total sample: 2020 n=501; 2021 n=501; 2022 n=618; Te Hiku n=177, Bay of Islands-Whangaroa n=331, Kaikohe-Hokianga n=110; Excludes 'don't know'
 2. WR2A. 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 Between demographics
 ▲ Significantly higher ▲ Significantly higher
 ▼ Significantly lower ▼ Significantly lower

Refuse transfer station used in past 3 months



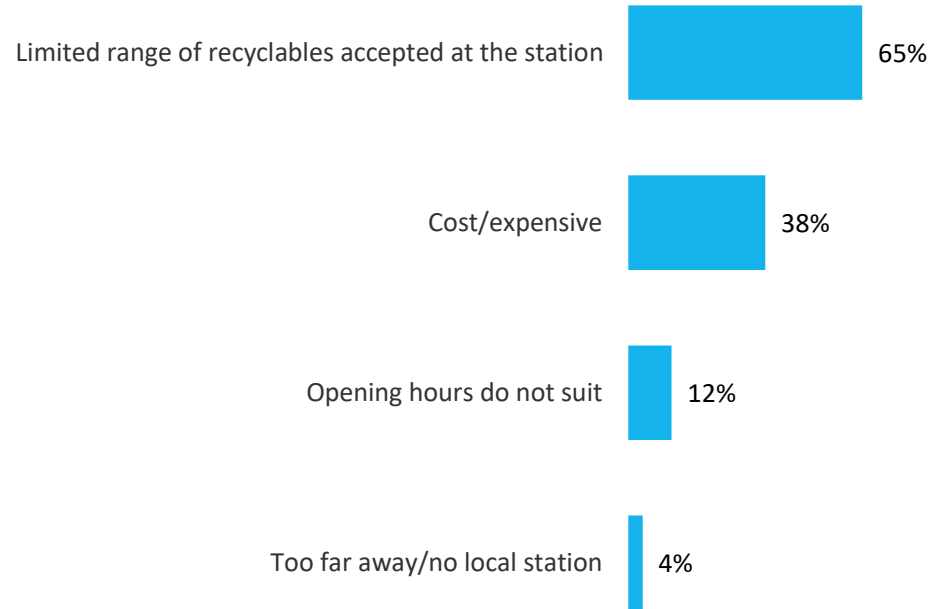
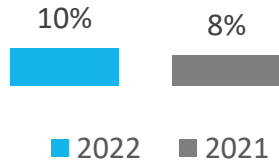
- 23% of residents visited *Waipapa (Northland Waste)* in the last 12 months, with 17% of residents visiting *Kaitaia* refuse station.
- 15% of residents visited *Kaikohe* refuse station, 8% visited *Whitehills* and 8% visited *Whangae*. 14% did not visit any of the refuse stations, a considerably larger proportion than last year.

NOTES:

1. Sample: 2022 n=618
2. WR1. Which Far North District Council refuse transfer station have you used in the last 3 months? A refuse transfer station is a place where you can dispose of rubbish, and a wide range of recyclables.

Reasons for dissatisfaction: Refuse transfer stations

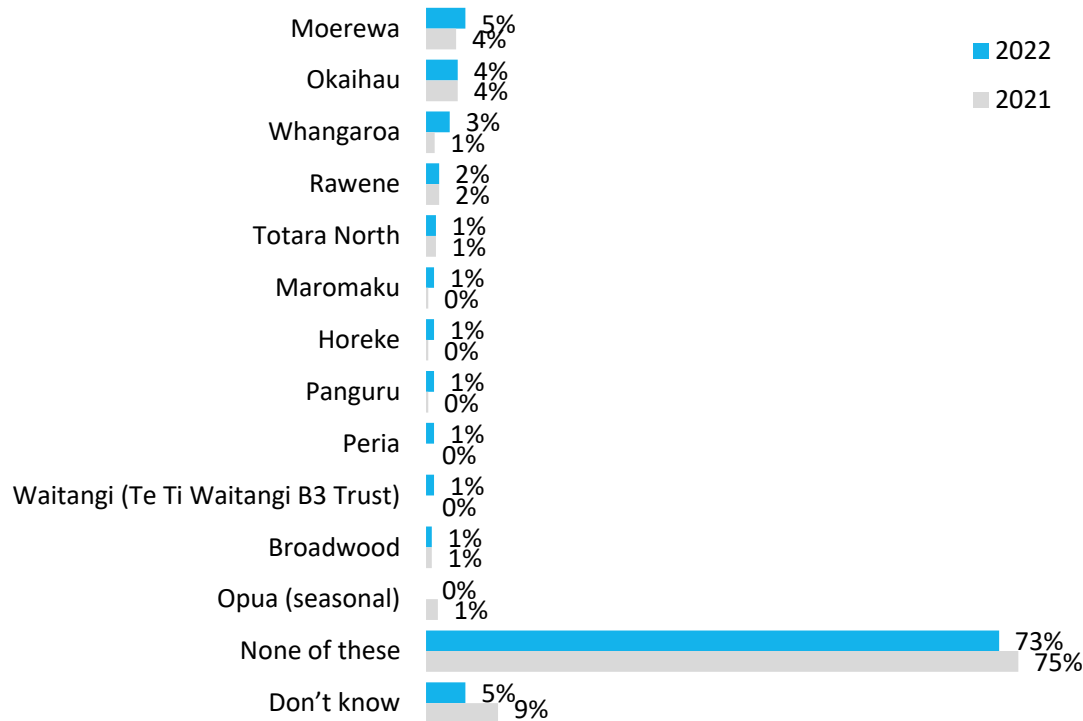
% Who rated refuse transfer stations 1-4 out of 10



- 10% of residents were dissatisfied with *Refuse transfer stations* with the main reasons for dissatisfaction related to *Limitations on what can/cannot be recycled* (65%) and *Cost* (38%).

NOTES:
 1. Sample: 2022 n=618
 2. WR2B. Why weren't you satisfied with <Xxx>?
 3. ** Asked of % who rated the refuse transfer stations 1-3 out of 10

Community recycling centres used in past 3 months



Year-on-year
 ▲ Significantly higher
 ▼ Significantly lower

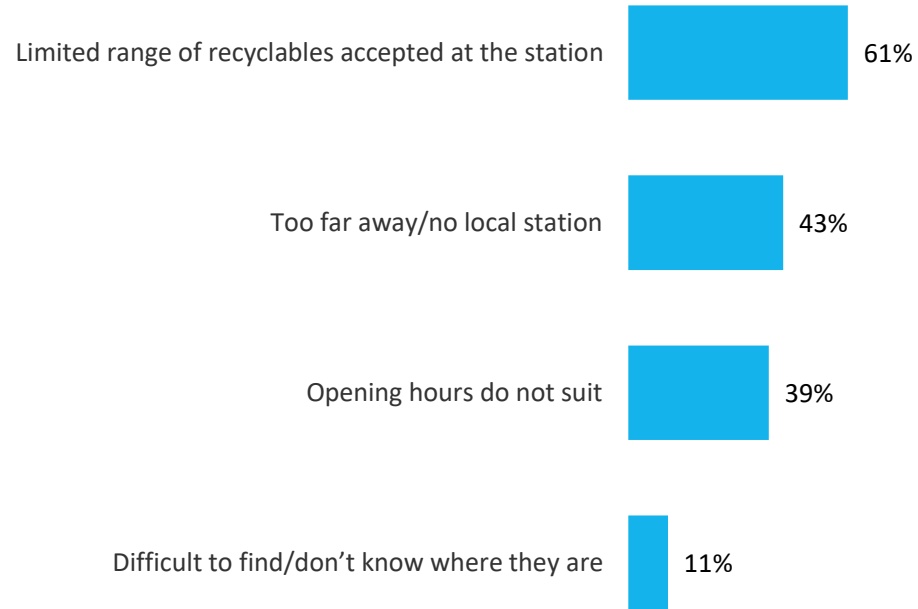
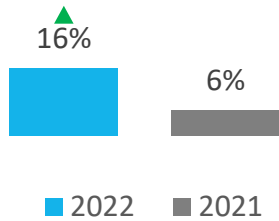
- 5% and 4% of residents respectfully visited the *Moerewa* and *Okaihau* recycling stations with 3% visiting the *Whangaroa* recycling station.
- 73% of residents have not visited any of the recycling stations in the last 12 months.

NOTES:

1. Sample: 2022 n=618
2. WR3. Which Far North District Council community recycling centres have you used in the last 3 months? These are places where you can take recyclables, but not dispose of rubbish.

Reasons for dissatisfaction: Community recycling centres

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



- 16% of residents were dissatisfied with the *Community recycling centres* for various reasons with the main reasons for dissatisfaction related to *Limitations on what can/cannot be recycled* (61%) and *Location* (43%).

NOTES:
 1. Total sample: 2020 n=501; 2021 n=501; 2022 n=618; Dissatisfied (1-3) n=13
 2. WR2B. Why weren't you satisfied with Council's refuse transfer station? Please select all that apply.
 3. WR4A. Why weren't you satisfied with Council's community recycling centres? Please select all that apply.

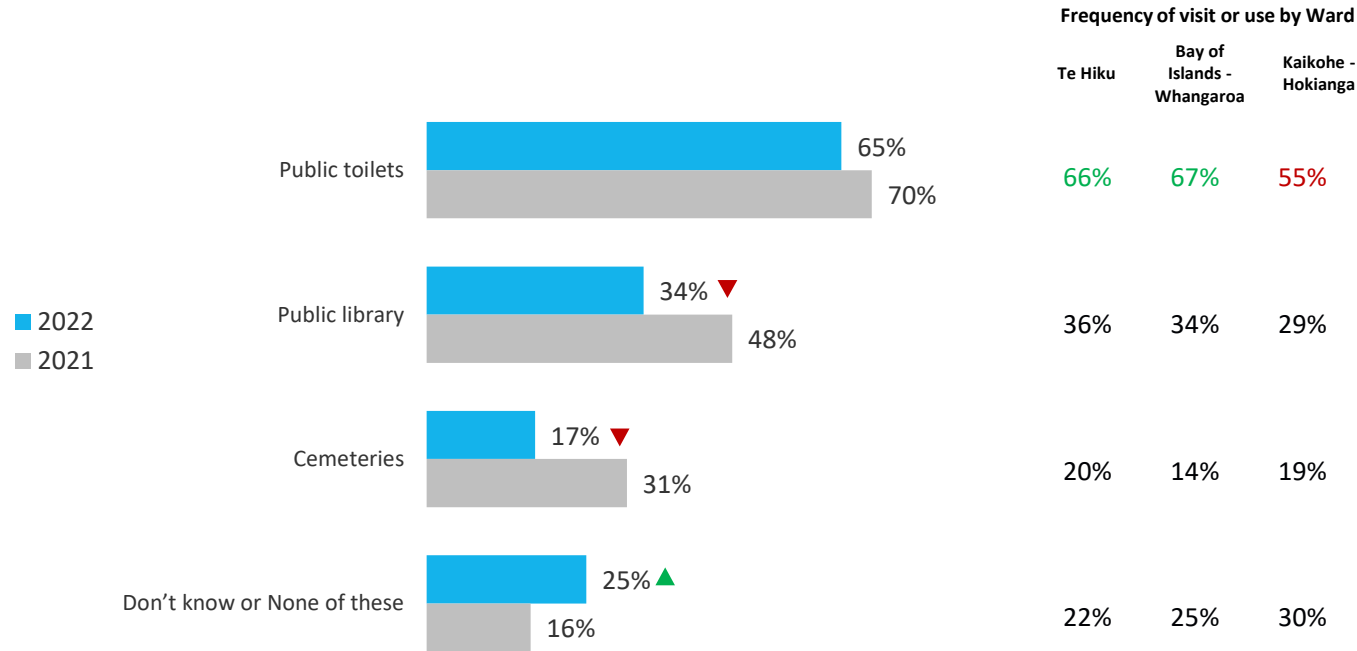
Year-on-year Between demographics
 ▲ Significantly higher ▲ Significantly higher
 ▼ Significantly lower ▼ Significantly lower

Not updated



Services and Facilities: Council's public facilities

Facilities visited or used in past three months

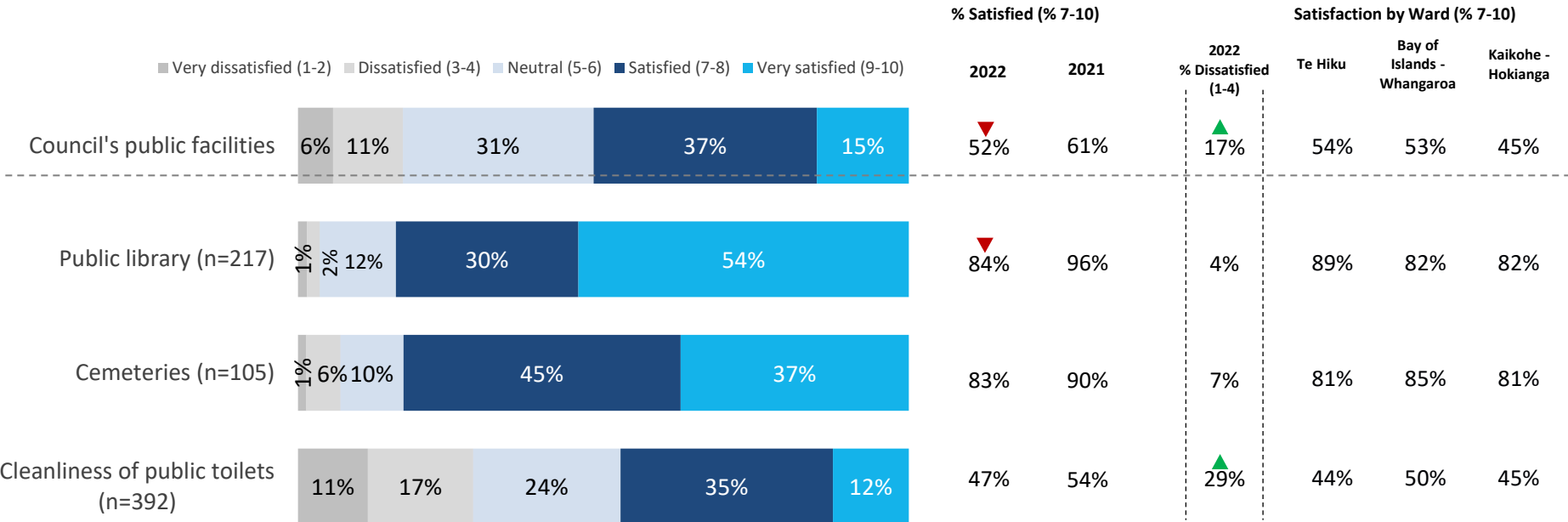


- 65% of residents have visited *Public toilets* in the last year, with over one third of residents (34%) visiting the *Public library*.
- Nearly one in five (17%) visited the *Cemeteries* in the last year.
- Residents living in the *Te Hiku Ward* and *Bay of Islands-Whangaroa Ward* were more likely to visit or use *Public toilets* when compared with those from *Kaikohe-Hokianga*.

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

NOTES:
 1. Total sample: 2020 n=501; 2021 n=501; 2022 n=618; Te Hiku n=177, Bay of Islands-Whangaroa n=331, Kaikohe-Hokianga n=110; Excludes 'don't know'
 2. CF1. Which of the following facilities have you visited in the last three months?

Services and facilities: Council’s public facilities



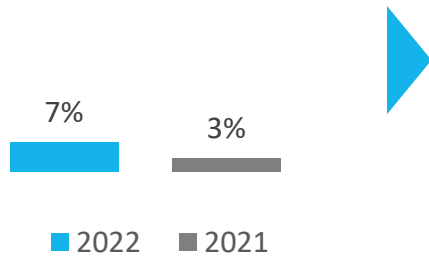
- 52% of residents were satisfied with the *Public facilities overall* which is a significant decline over the past 12 months.
- 84% of residents satisfied with the *Public library* and 83% satisfied with the *Cemeteries*.
- Less than half of residents (47%) were satisfied with the *Cleanliness of public toilets*.

NOTES:
 1. Total sample: 2021 n=501; 2022 n=618; Te Hiku n=177, Bay of Islands-Whangaroa n=331, Kaikohe-Hokianga n=110; Excludes 'don't know'
 2. CF2. On the scale of 1- 10, how would you rate your level of satisfaction with...
 3. CF4. When you consider all the public facilities that are provided by Council including how well they are maintained, the opening hours and where applicable, the cost to use these, how would you rate your overall satisfaction with the public facilities that are provided?

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

Reasons for dissatisfaction: Cemeteries

% Who rated cemeteries 1-4 out of 10



Reasons for low rating**

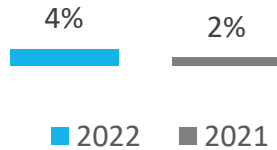
	Cemeteries (n=1)
More frequent cleaning	✓
Better level of cleaning	✓
Maintenance/upgrade	✓ ✓
Opening hours need to be longer	✓ ✓
The availability of services	✓
Other	

- In 2022 dissatisfaction with *Cemeteries* has slightly increased to 7% and only two residents were ‘very dissatisfied’ (1-3/10).

NOTES:
 1. Sample: Those who visited cemeteries, 2022 n=107; Very dissatisfied (1-3) n=2*
 2. CF2AA. Why weren't you satisfied with <Xxx>?
 3. ** Asked of % who rated the cemeteries 1-3 out of 10

Reasons for dissatisfaction: Libraries

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



Reasons for low rating**

	Libraries (n=5)
More frequent cleaning	4/5
Better level of cleaning	3/5
Maintenance/upgrade	3/5
Opening hours need to be longer	1/5
The availability of services	1/5
Other	1/5

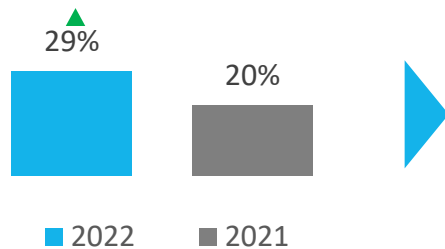
- In 2022 dissatisfaction with *Cemeteries* has slightly increased to 7% and only two residents were ‘very dissatisfied’ (1-3/10).

NOTES:

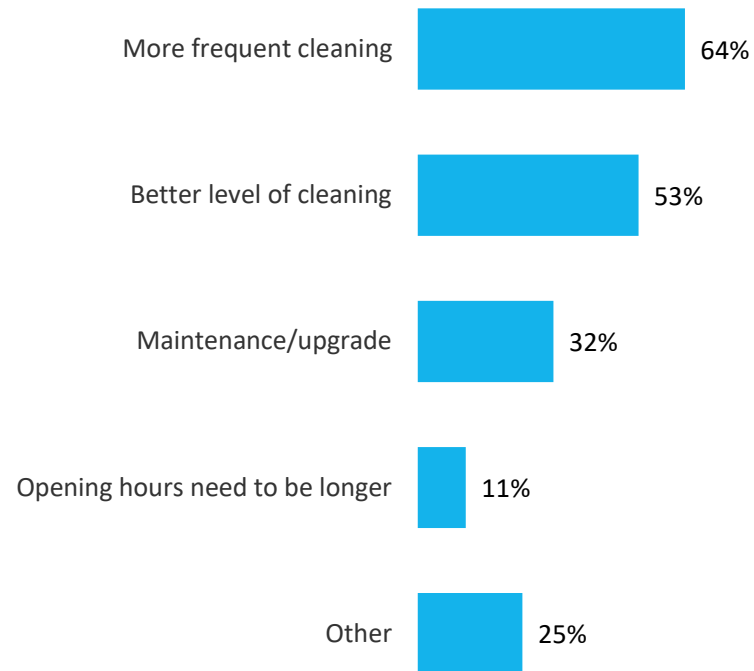
- Sample: Those who visited libraries, 2022 n=217; Very dissatisfied (1-3) n=5*
- CF2AA. Why weren't you satisfied with <Xxx>?
- ** Asked of % who rated the cemeteries 1-3 out of 10

Reasons for dissatisfaction: Cleanliness of public toilets

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



Reasons for low rating*

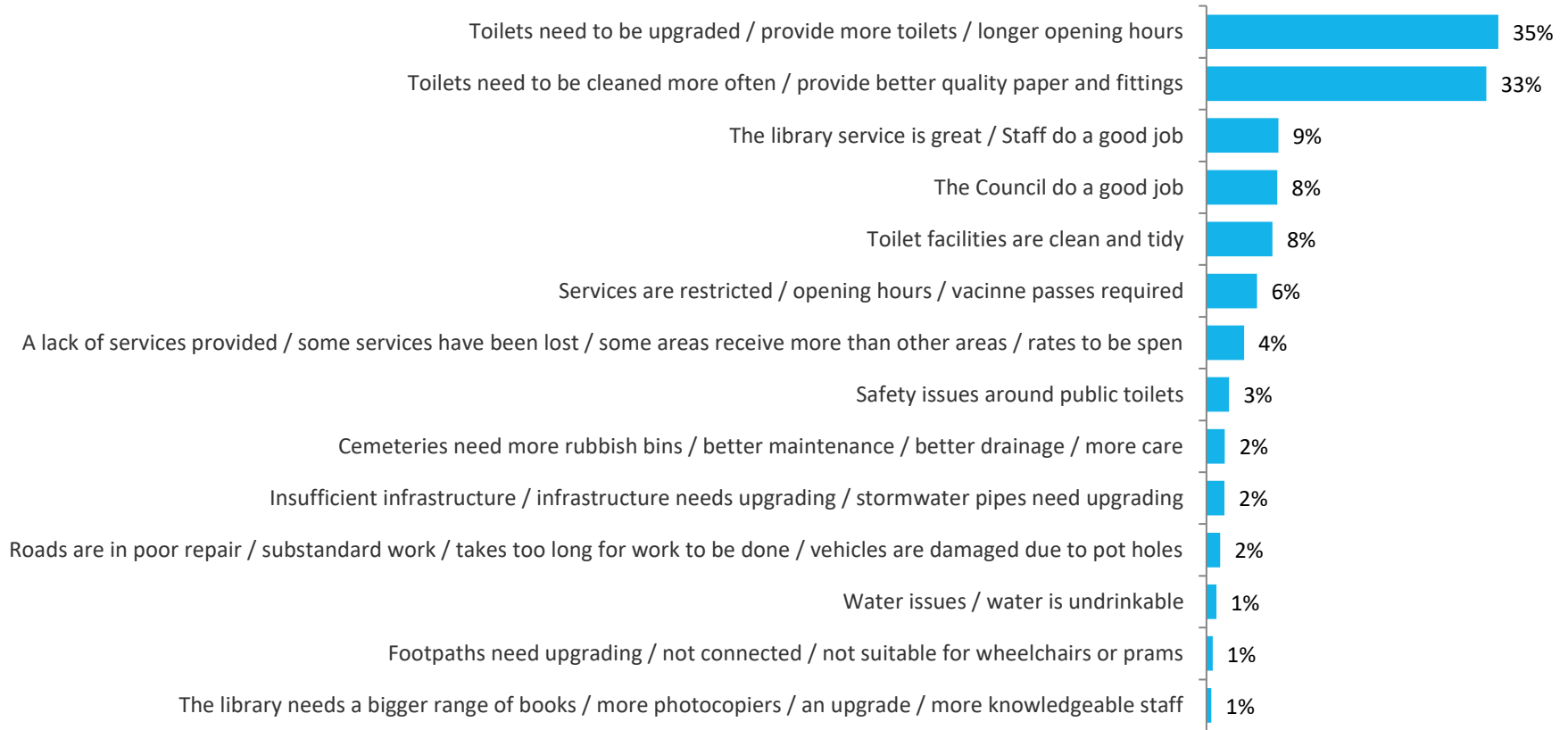


- 20% of residents were dissatisfied with the *Cleanliness of public toilets*, indicating the *More frequent cleaning* (64%) and a *Better level of cleaning* (53%) was required. Nearly a third of those dissatisfied (32%) felt *Maintenance or an upgrade of public toilet facilities* were required.

NOTES:
 1. Sample: Those who have used public toilets, 2022 n=395; Very dissatisfied (1-3) n=73
 2. CF2AG. Why weren't you satisfied with <Xxx>?
 3. *Asked of % who rated public toilets 1-3 out of 10

Year-on-year
 ▲ Significantly higher
 ▼ Significantly lower

Comments about Council’s public facilities



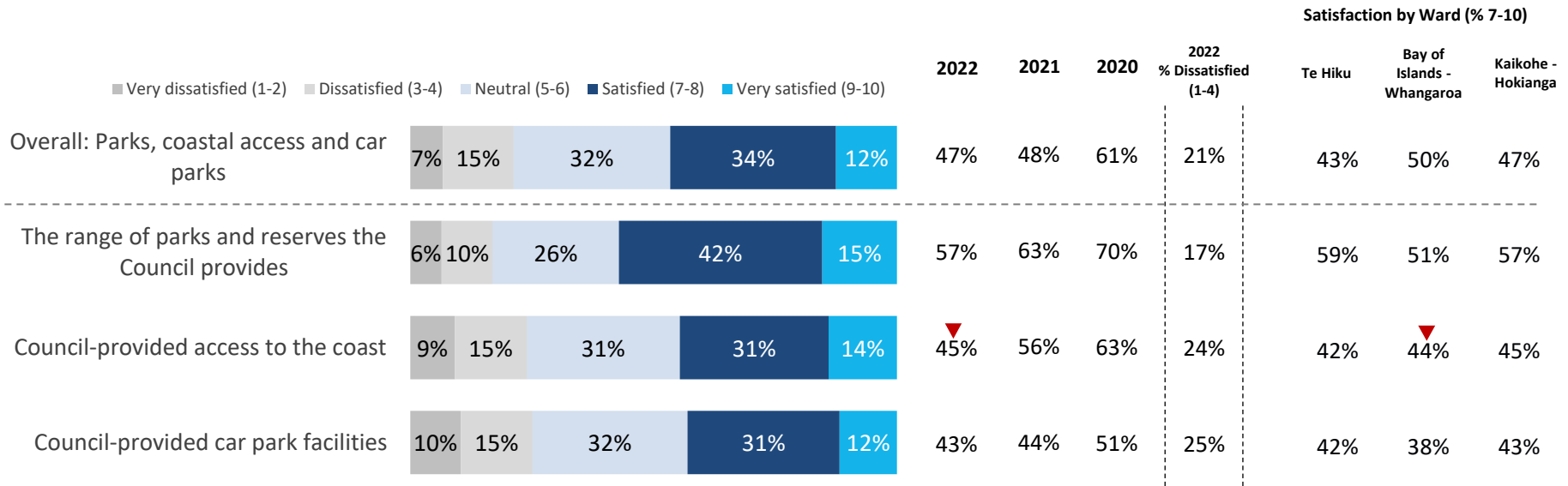
- The main comments about Council’s *Public facilities* related to the *Public toilets*, specifically *Toilets need to be upgraded, more toilets be provided, longer opening hours* (35%) and *Toilets need to be cleaned more often with better quality paper and fittings provided* (33%).
- 9% of residents complimented the *Library service and staff*, while 8% commented on *Clean and tidy toilet facilities*.

NOTES:
 1. Sample: 2022 n=618; Excludes 'don't know'
 2. CF3. Do you have any comments about these services?



Services and Facilities: Parks, coastal access and car parks

Services and facilities: Parks, coastal access and car parks



- Overall satisfaction with Parks, coastal access and car parks remains consistent with the last year (47%).
- Satisfaction with Council-provided access to the coast (45%) has significantly decreased over the past 12 months, especially among those residing in Bay of Islands-Whangaroa ward.

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

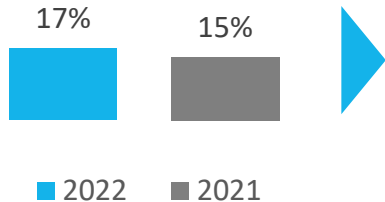
NOTES:

1. Total sample: 2020 n=501; 2021 n=501; 2022 n=618; Te Hiku n=177, Bay of Islands-Whangaroa n=331, Kaikohe-Hokianga n=110; 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?

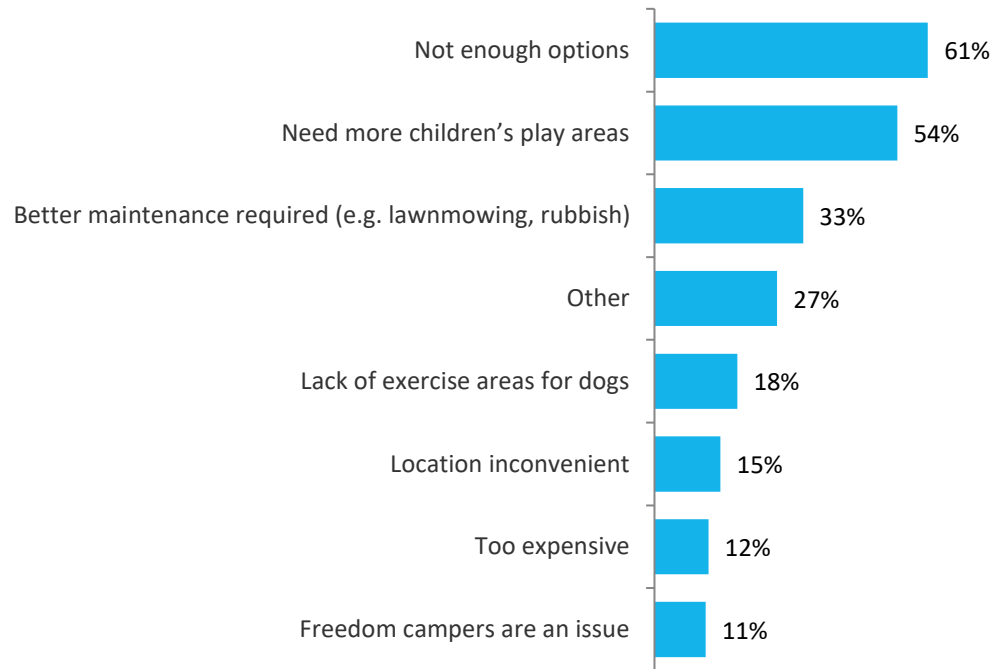
Year-on-year Between demographics
 ▲ Significantly higher ▲ Significantly higher
 ▼ Significantly lower ▼ Significantly lower

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*



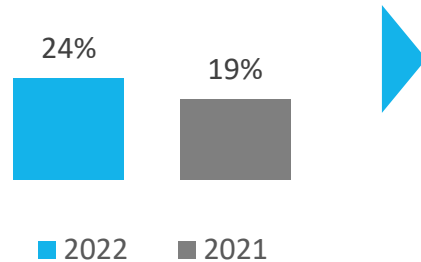
- 17% of residents were dissatisfied with the *Range of parks and reserves the Council provides* with *Not enough options* (61%) and *Need more children's play areas* (54%) the main reasons for dissatisfaction.

NOTES:
 1. Sample: 2021 n=501, 2022 n=618;
 2. PR1A. Why weren't you satisfied with <Xxx>? Very dissatisfied (1-3) n=50
 3. *Asked of % who rated the range of parks and reserves the Council provides 1-3 out of 10

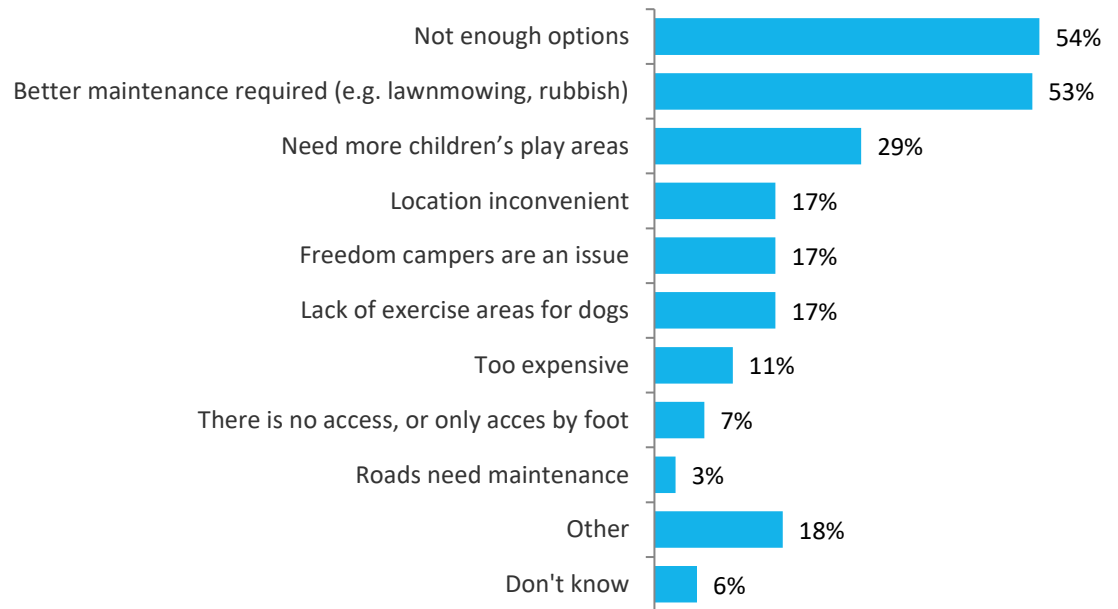
Year-on-year
 ▲ Significantly higher
 ▼ Significantly lower

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*

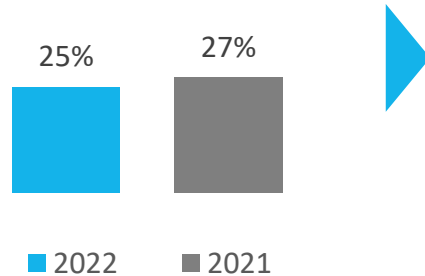


- Residents who were dissatisfied with *Council-provided access to the coast (by this we mean Council-maintained roads, reserves and walkways that allow access to beaches in the Far North)* felt there was *Not enough options* (54%), and *Better maintenance was required* (53%).

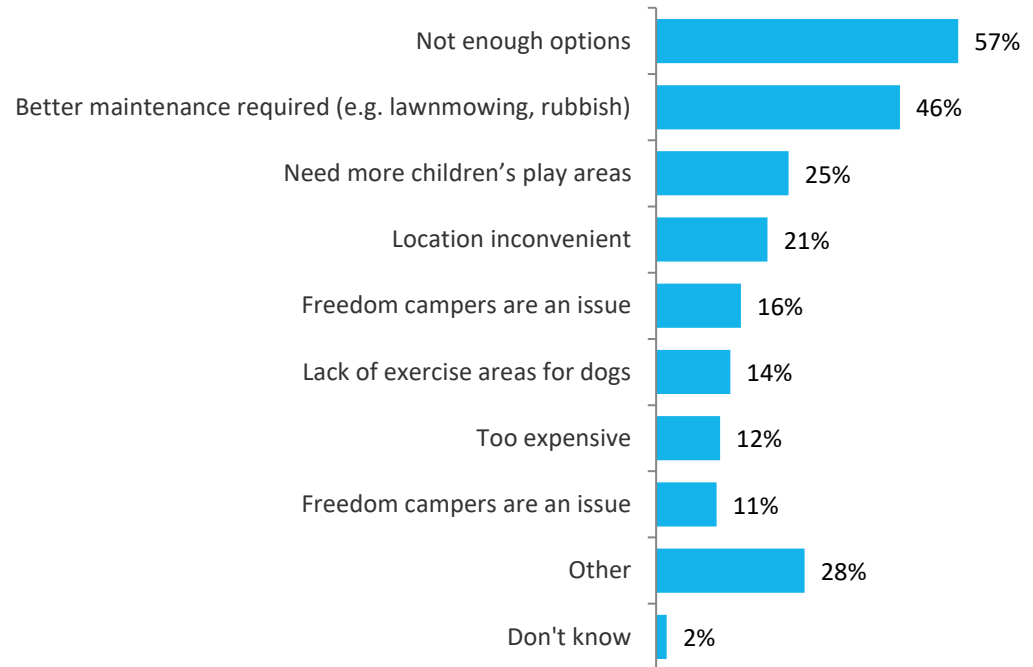
NOTES:
 1. Sample: 2021 n=501, 2022 n=618;
 2. PR1A. Why weren't you satisfied with <Xxx>? Very dissatisfied (1-3) n=79
 3. *Asked of % who rated Council-provided access to the coast 1-3 out of 10

Reasons for dissatisfaction: Council-provided car park facilities

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



Reasons for low rating*



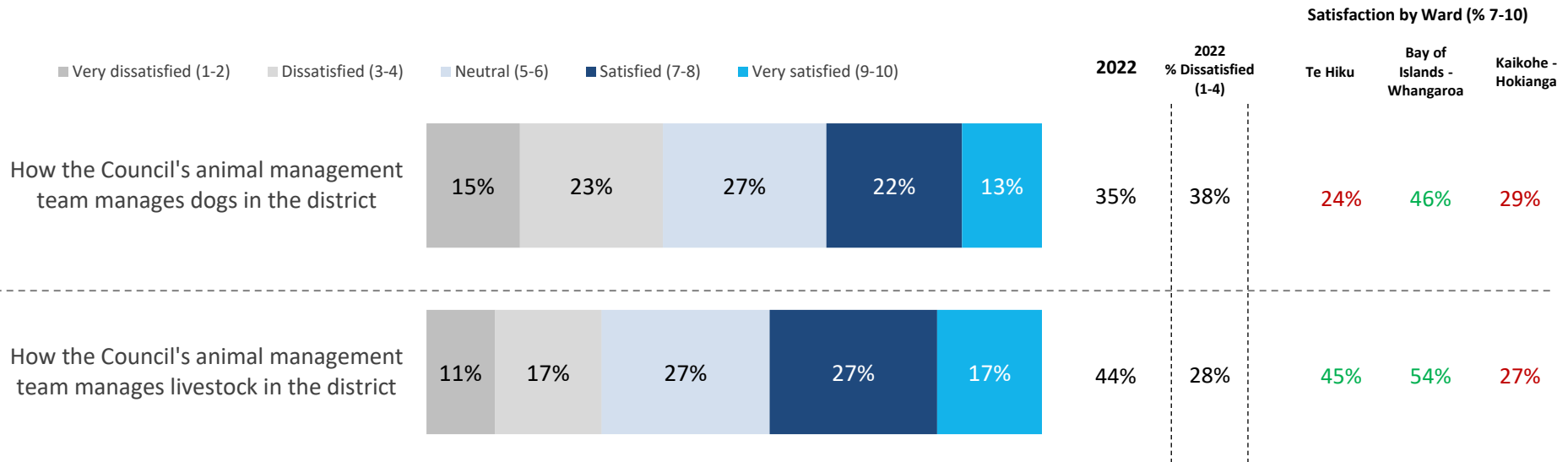
- 25% of residents were dissatisfied with the *Council-provided car park facilities*.
- The main reason for dissatisfaction was a *Lack of options available* (57%).

NOTES:
 1. Sample: 2021 n=501, 2022 n=618;
 2. PR1A. Why weren't you satisfied with <Xxx>? Very dissatisfied (1-3) n=94
 3. *Asked of % who rated Council-provided car park facilities 1-3 out of 10



Animal Management

Animal Management Services

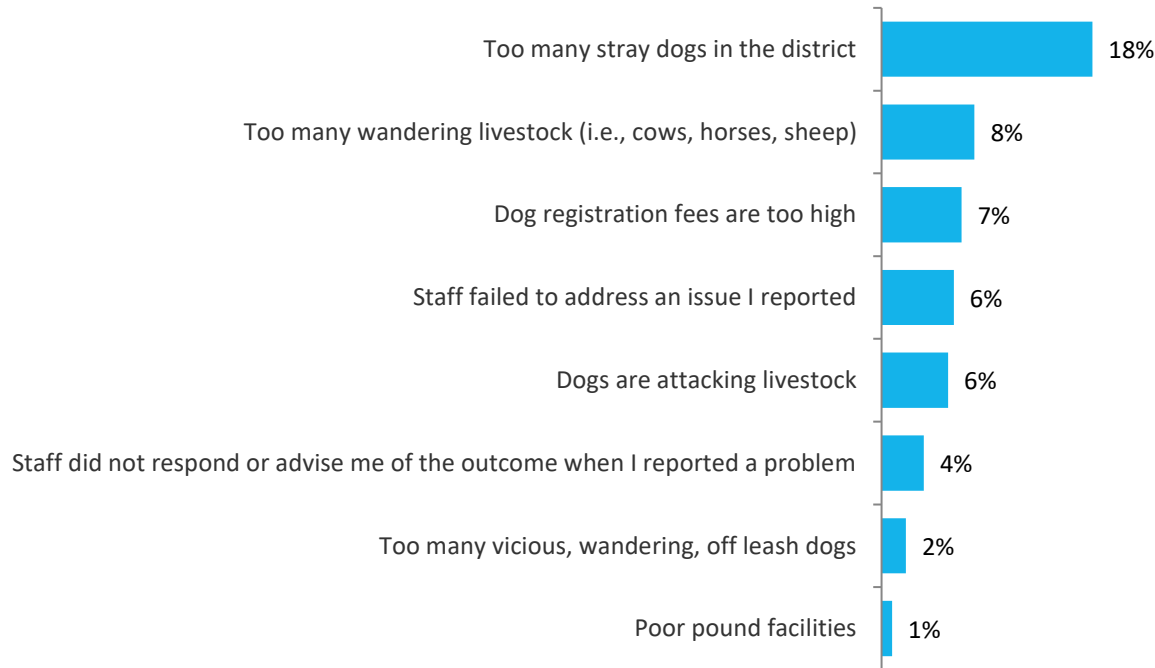


- How animal management team manages dogs (35%) and livestock (44%) in the district has relatively low satisfaction.
- Satisfaction with animal management is higher in Bay of Islands-Whangaroa ward and lower in Kaikohe–Hokianga ward.

NOTES:
 1. Total sample: 2022 n=618; Te Hiku n=177, Bay of Islands-Whangaroa n=331, Kaikohe–Hokianga n=110; 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 Between demographics
 ▲ Significantly higher ▲ Significantly higher
 ▼ Significantly lower ▼ Significantly lower

Animal Management Services – Reasons for dissatisfaction.



- *Too many stray dogs in the district* is the main reason for dissatisfaction with animal management services among the residents.

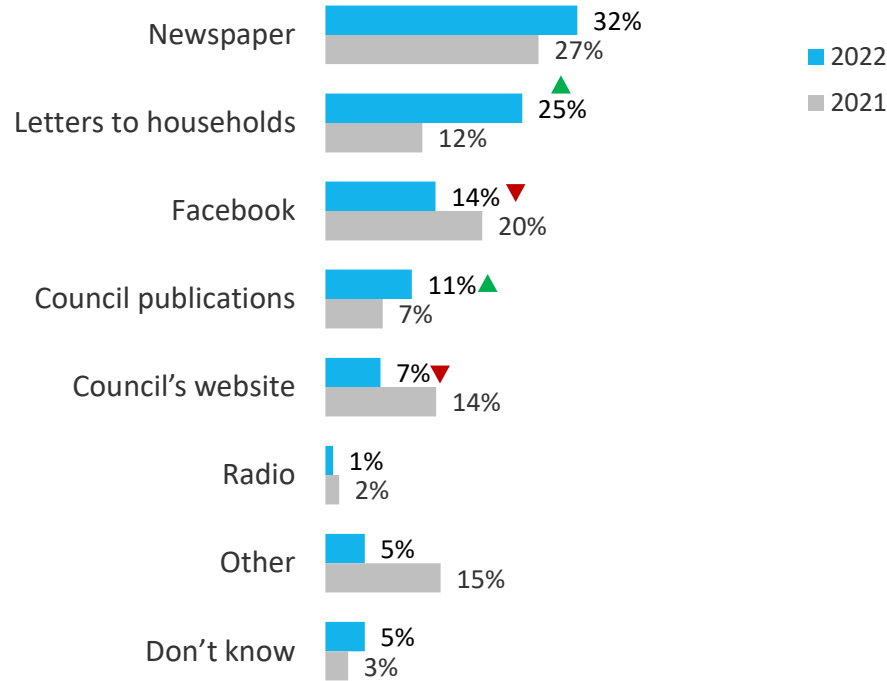
NOTES:

1. Total sample: 2022 n=618;
2. AM2. Why weren't you satisfied with the how the Council's Animal Management Team manages dogs or wandering livestock in the district?



Governance, Communication and Strategic Administration

Source most relied on for information about Council

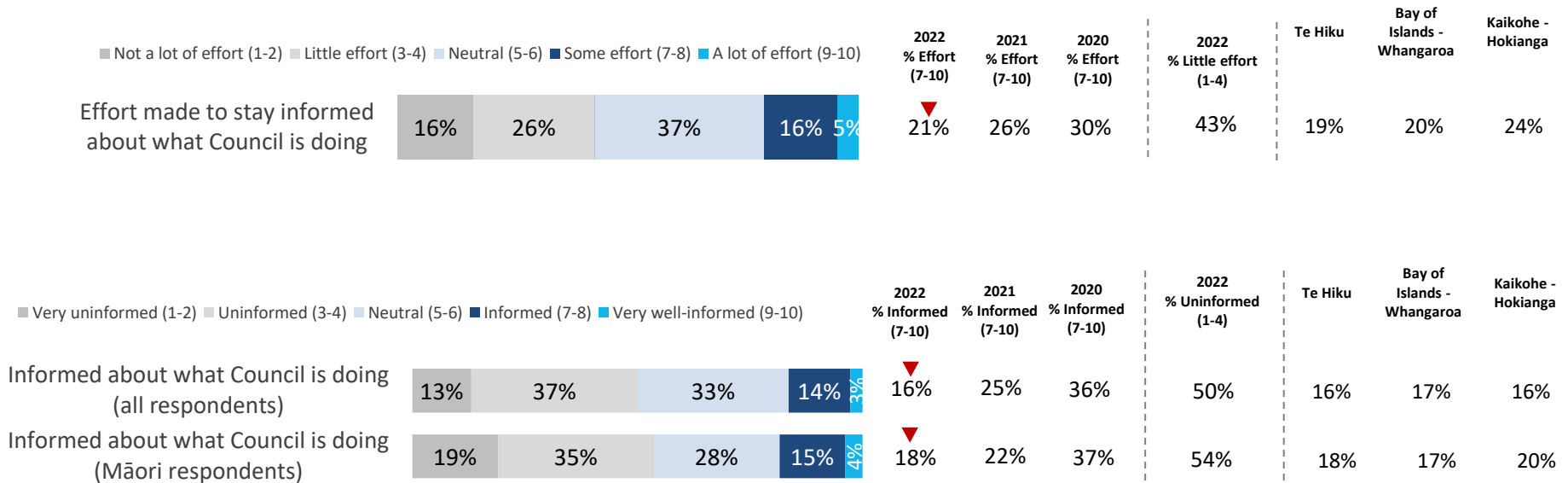


- Slightly more residents started to rely on Council’s publications and letters to household in 2022 when compared with 2021, while proportion of the residents who use Facebook and Council’s website has decreased.
- Over three in ten residents (32%) rely mostly on *Newspapers* for information about Council, followed by 25% who get their information from the letters to households.

Year-on-year
 ▲ Significantly higher
 ▼ Significantly lower

NOTES:
 1. Sample: 2021 n=501, 2022 n=618
 2. GC3. Which of the following do you most rely on for information about Council?

Informed about what Council does



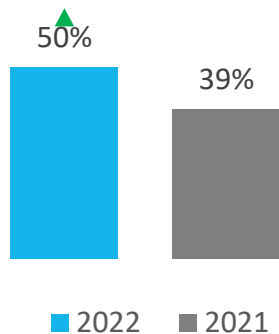
- The effort to *Stay informed about what Council is doing* has been improving over the past 24 months. One in five (21%) make ‘some’ to ‘a lot of effort’ to *Stay informed about what Council is doing*.
- 16% of residents overall and 18% of those who identify as Māori felt *Informed about what Council is doing*, a considerable decline year-on-year and a continuous declining trend over the past 24 months.

NOTES:
 1. Total sample: 2020 n=501; 2021 n=501; 2022 n=618; Te Hiku n=177, Bay of Islands-Whangaroa n=331, Kaikohe-Hokianga n=110; 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?

Year-on-year
 ▲ Significantly higher
 ▼ Significantly lower

Suggested improvements to keep residents informed

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



More communication / they do not give enough communication or information in general

Mailbox drops such as newsletters and pamphlets

Social media such as facebook, council website

Sending emails

A local area representative /public meetings and consultations

Not interested / I never hear from them

Newspaper articles

Public notices, such as supermarket noticeboards

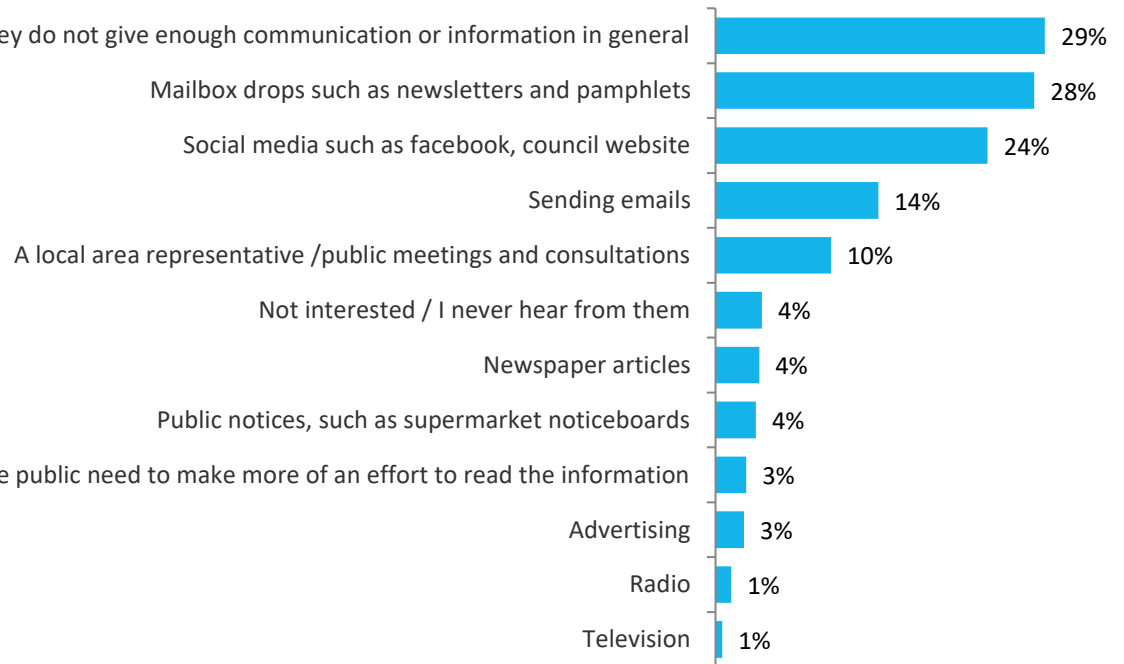
All good as it is / the public need to make more of an effort to read the information

Advertising

Radio

Television

Suggested improvements*



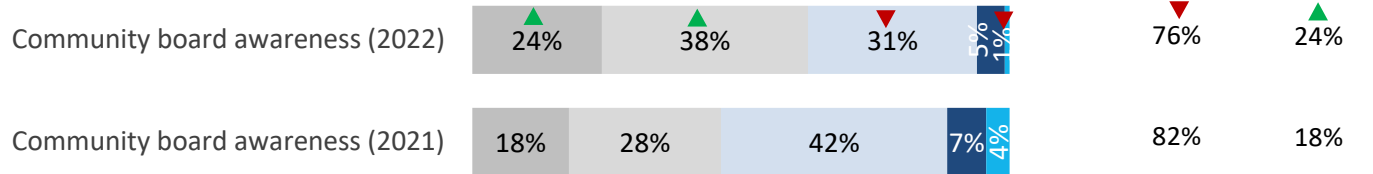
- Proportion of residents who do not feel informed is continuing to increase with a total increase of 18% over the past 24 months (2020 results was 32%).
- Three in ten (29%) felt that *More communication or information in general* was required to *Improve the way Council keeps them informed*, while a similar proportion (28%) felt *Mailbox drops such as newsletters and pamphlets* would be effective. Further 24% thought utilizing *Social media such as Facebook and the Council website* would be effective ways to improve communication.

NOTES:
 1. Sample: 2021 n=501, 2022 n=618, Those who feel uninformed n=285
 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 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 by Ward

Ward	2021 (%)	2022 (%)
Te Hiku	83%	79%
Bay of Islands - Whangaroa	84%	77%
Kaikohe - Hokianga	77%	68%

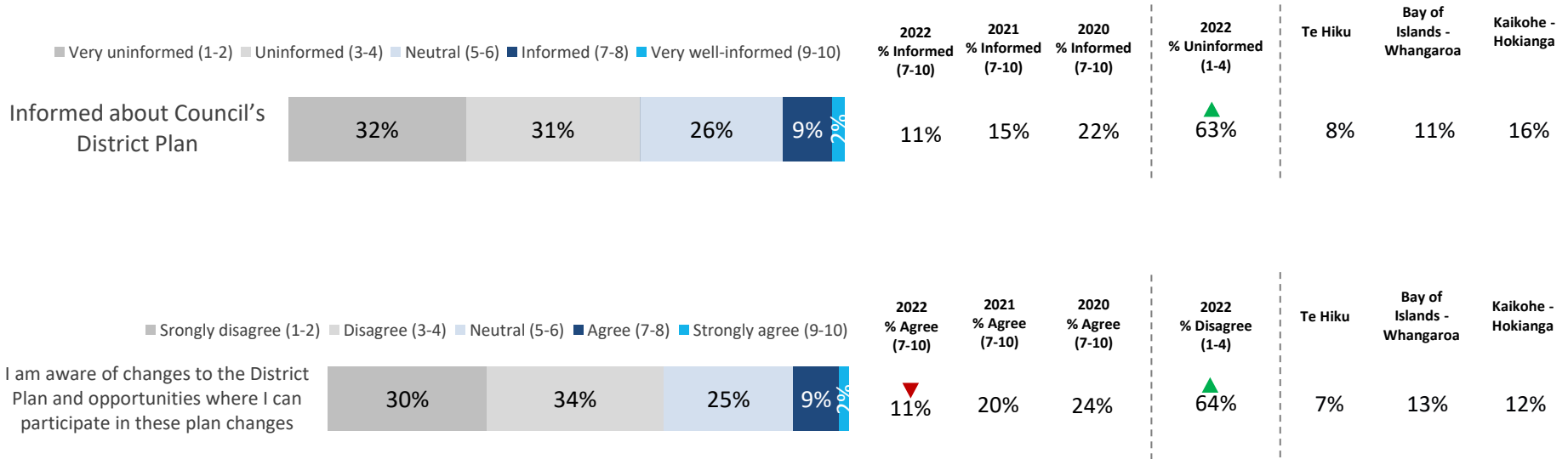
- Awareness of the *Community board* that operates in local areas has declined when compared to 2021, however, still remains relatively high with 74% knowing something about it.
- A proportion of residents who have *Have heard of it but do not know anything about it* (38%) has increased by 10 percentage points in the past 12 months.

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

NOTES:

1. Total sample: 2020 n=501; 2021 n=501; 2022 n=618; Te Hiku n=177, Bay of Islands-Whangaroa n=331, Kaikohe-Hokianga n=110; Excludes 'don't know'
2. GC1. Which of the following best describes your awareness of the community board that operates in your area?

Council's District Plan

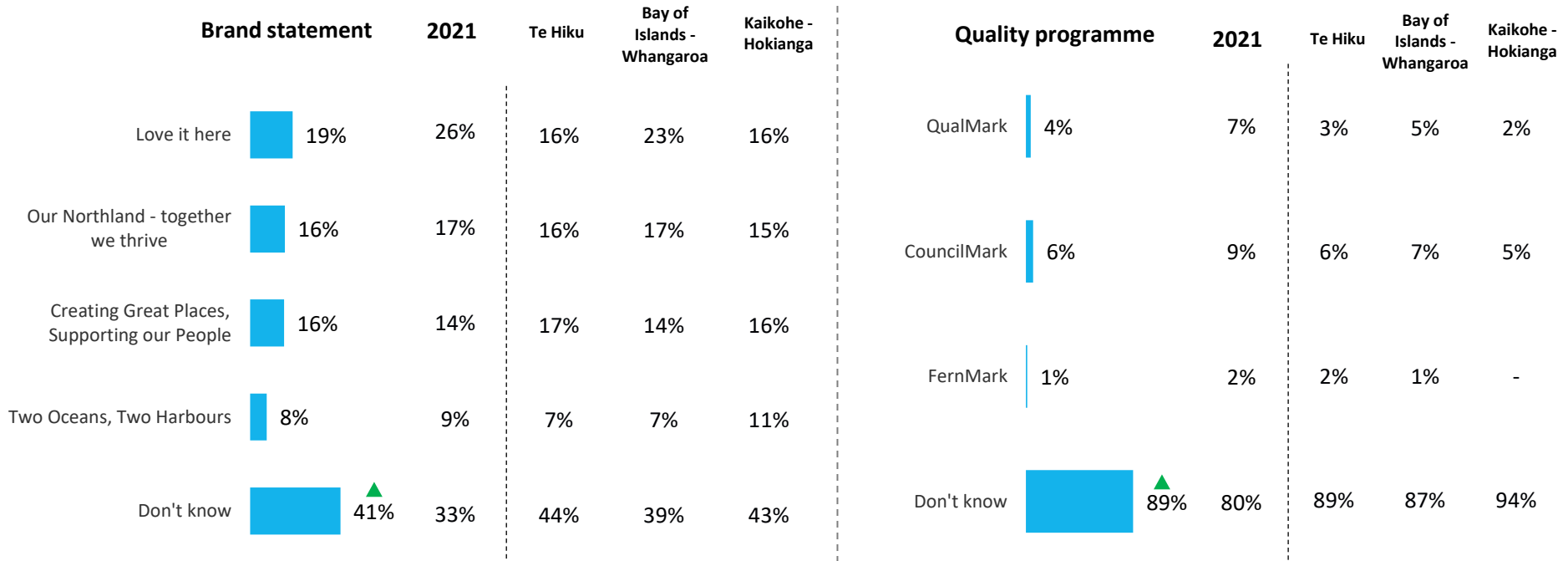


- There is a significant year on year increase in the proportion of residents who consider themselves to be ‘very uninformed’ or ‘uninformed about Council’s District Plan (63%).
- Just one in ten (11%) ‘agree’ or ‘strongly agree’ that they were *Aware of changes to the Council’s District Plan*. 64% of residents disagreed or strongly disagreed that they were *Aware of changes to the Council’s District Plan*.

NOTES:
 1. Total sample: 2020 n=501; 2021 n=501; 2022 n=618; Te Hiku n=177, Bay of Islands-Whangaroa n=331, Kaikohe-Hokianga n=110; 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. GC5C. 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...?

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

Brand statements and quality programmes

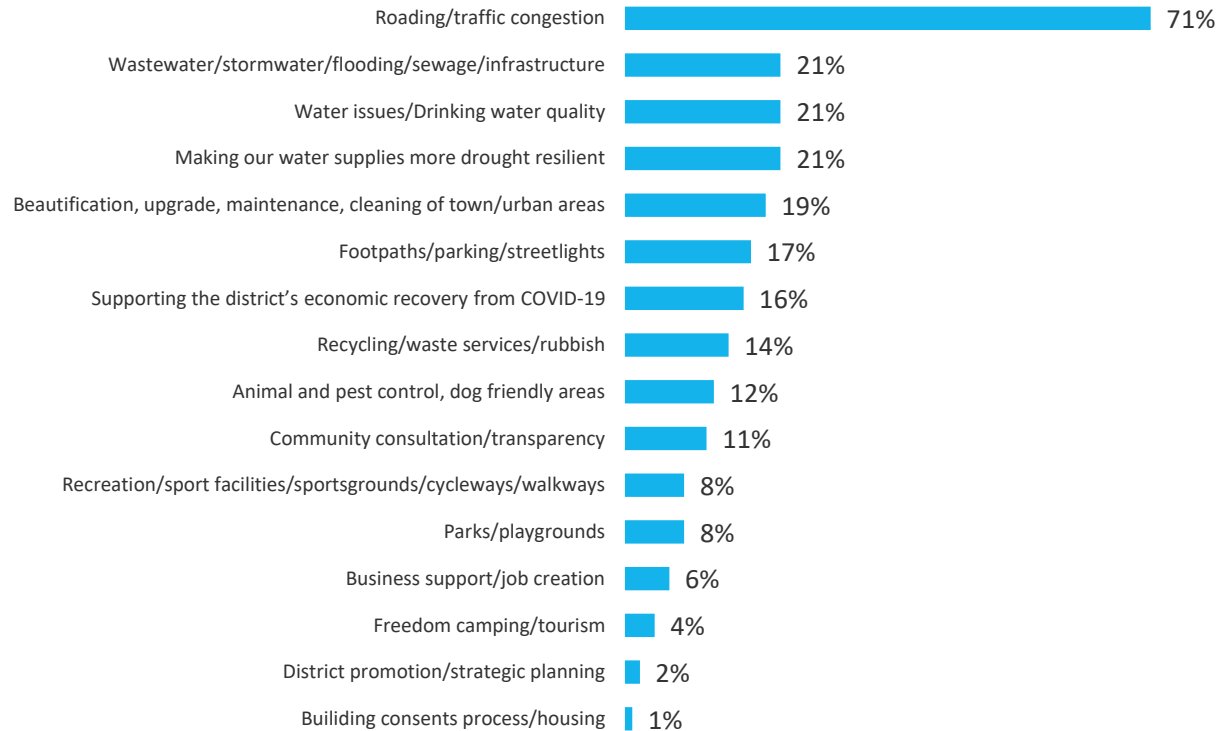


- The Far North District Council brand statement *Love it here* was associated with Council by 19% of residents which is a slight decline when compared with 2021.
- The majority of residents (89%) did not know to which *Quality programmes the Far North District Council had membership*. 6% of residents knew that Council had membership to *CouncilMark*, while 4% thought Council was a member of *QualMark*.
- Overall, awareness regarding the brand statement and quality programmes that Council is a member of is quite low and has decreased year-on-year.

NOTES:
 1. Total sample: 2020 n=501; 2021 n=501; 2022 n=618; Te Hiku n=177, Bay of Islands-Whangaroa n=331, Kaikohe-Hokianga n=110; Excludes 'don't know'
 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)?

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

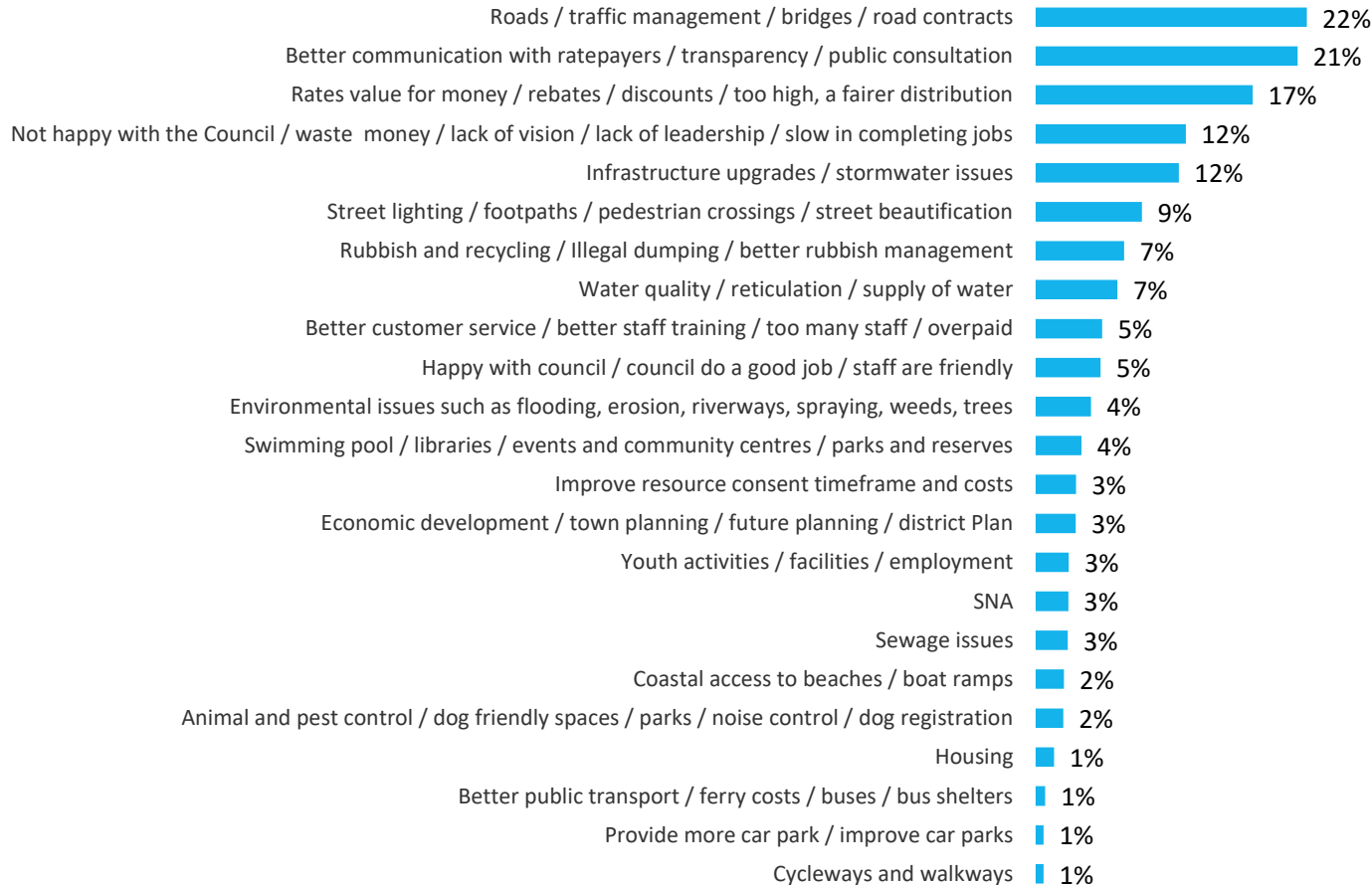
Priority for next 12 months



- *Roothing/traffic congestion* emerged as the top priority for 71% of residents for Council to focus on over the next 12 months, followed by *Wastewater/stormwater/flooding/sewage/infrastructure* at 21% in second position.
- *Water issues/drinking water quality* (21%) and *Making our water supplies more drought resilient* (21%) were tied for third place on the priority ranking with around one fifth of residents selecting this option.

NOTES:
 1. Sample: 2022 n=618
 2. OP2. Which three services or facilities do you think Council should give high priority to over the next 12 months?

General Comments



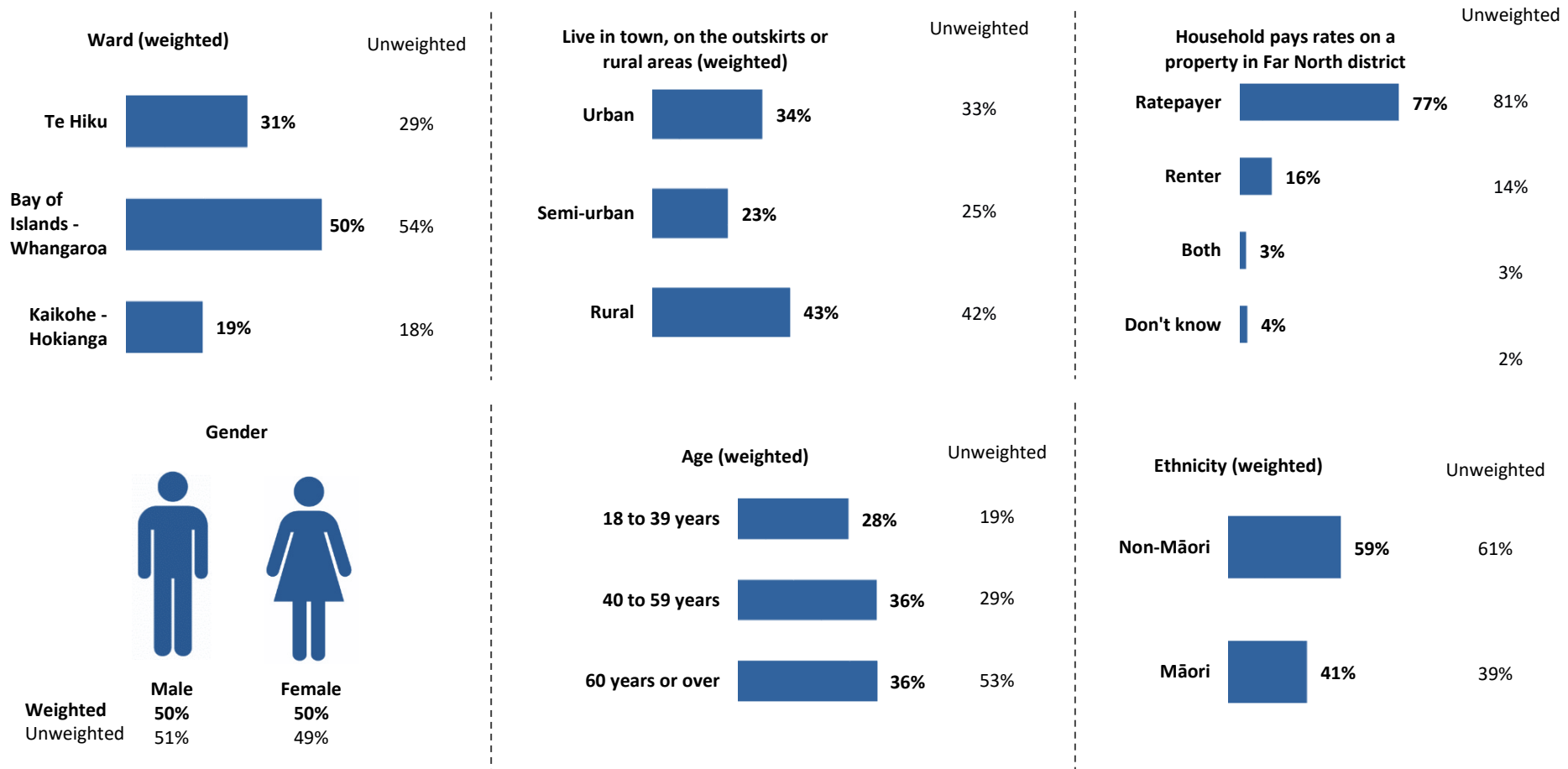
- *Roads/traffic management (22%), Better communication, transparency and public consultation (21%) and Rates providing value for money (17%) dominated general feedback to Council.*

NOTES:
 1. Sample: 2022 n=618
 2. OP3. Are there any other comments that you would like to make about Council? n=217



Sample Profile

Demographic Profile



Weighting
 The sample structure target was set broadly in line with known population distributions and was weighted post survey so as to be exactly representative of the known population distributions according to the 2018 Census. This represents 'best practice' in research and means that inferences made about the population will then be reliable, within the confidence limits.



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