

# Far North District Council 2024 Residents' Survey



# Table of Contents

Introduction, Objectives and Method	Page 3
Executive Summary	Page 4
Overall Satisfaction	Page 9
Drivers of Overall Satisfaction	Page 14
Understanding Reputation	Page 29
Services and Facilities: Roads, footpaths and walkways	Page 38
Services and Facilities: Water management	Page 46
Services and Facilities: Waste management	Page 54
Services and Facilities: Council's public facilities	Page 60
Services and Facilities: Parks, coastal access and car parks	Page 67
Animal Management	Page 72
Governance, Communication and Strategic Administration	Page 75
Sample profile	Page 86

# 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 online survey which residents of the district were invited to participate in via an email sent by Council (from their proprietary database) under Key Research guidance. This method differs from previous study's which consisted of a quarterly postal invite to online completion survey.
- The questionnaire was mostly carried over from the 2021/22 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=409 was achieved with data collected over four periods; from 11 August and 14 September 2023, from 1 November and 7 December 2023, from 22 February and 4 March 2024, and from 1 May and 5 June 2024.
- 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 +/-4.9%.
- 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.
- Within the survey, respondents were asked to select their gender. The options provided were Male, Female, or Gender Diverse. Gender Diverse was not selected by any respondents, therefore any gender results are reported as Male and Female only.

# Executive Summary

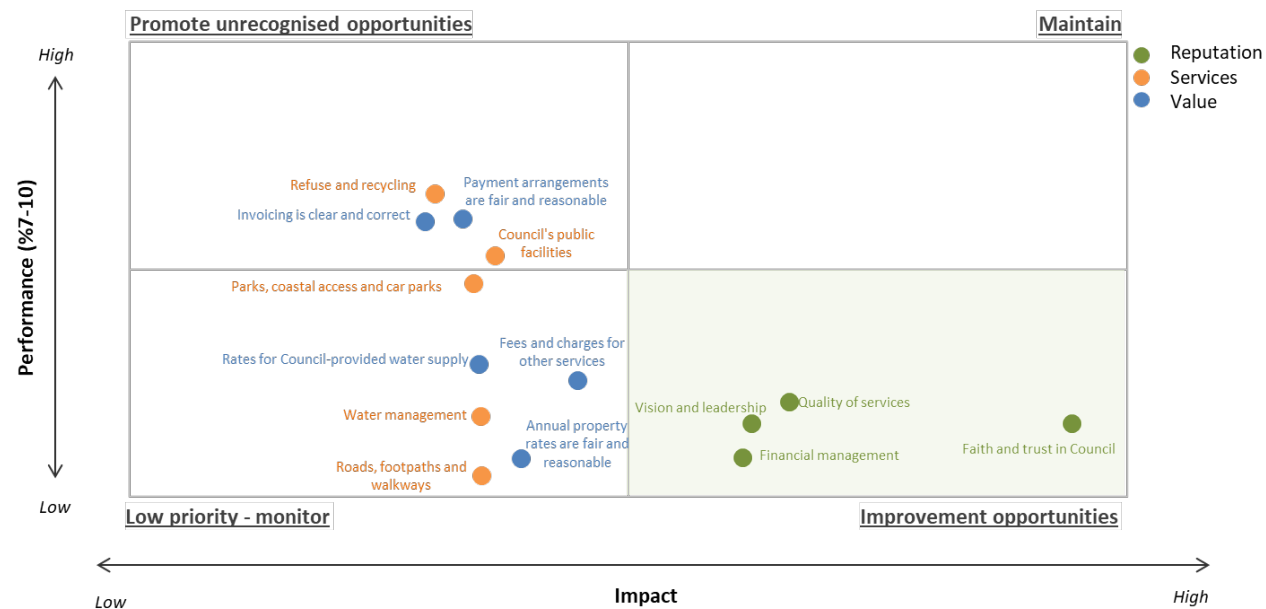
(background)

In early 2023, *Cyclone Gabrielle* ravaged New Zealand, severely affecting Far North District. Repairs will cost tens of millions of dollars, with local roads and state highways suffering greatly. While ongoing recovery programs and efforts from both local and national governments persist, the restoration efforts from the severe damages are not yet complete a year on from the disaster.

Consider the lasting impact of this disaster on the district's infrastructure and community, particularly when evaluating the report's findings, especially in regard to satisfaction with the roading network.

Overall satisfaction with roads, footpaths and walkways received the lowest rating amongst all Council services and facilities at 8%. This low satisfaction is impacted significantly by *How well Far North District Council-owned roads meet your needs*, with an impact score of 48% but a performance score of just 13%.

The Council's main opportunities for improvement remain focused on reputation-related attributes, including *Vision and leadership*, *Quality of services*, *Financial management*, and *Faith and trust in Council*. These are areas which have a high impact on the perceived *Overall Performance* of Council, but which have a low performance score. Focussing on these areas should be the priority for Council in order to increase their *Overall Performance*.



# Executive Summary

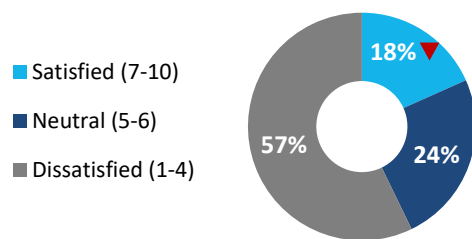
(results)

- Opportunities to improve residents' perceptions of Council's performance revolve around its Reputation. Satisfaction in these metrics has decreased over the past two years with each returning low satisfaction scores:

- Faith and trust in Council (from 20% to 17%)
- Quality of services (from 27% to 20%)
- Vision and leadership (from 18% to 17%)
- Financial management (from 16% to 11%)

Most residents remain *Sceptics* (79%). These residents have doubts, mistrust the Council, and do not value or recognise the Council's performance. Improving the Council's reputation will help reduce the number of *Sceptics*.

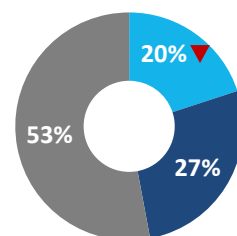
## 2024 OVERALL Satisfaction



Satisfied 7-10:

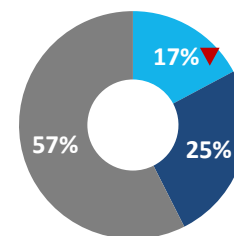
2022: 26%  
2021: 24%

## Quality of Services and Facilities



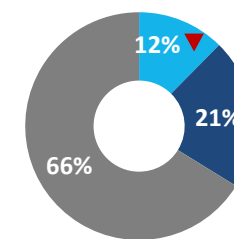
2022: 27%  
2021: 32%

## Reputation



2022: 23%  
2021: 21%

## Value for money



2022: 21%  
2021: 26%

# Trend Slides

		% point increase / decrease (2024-2022)	Percentage of respondents satisfied, or very satisfied (7-10%)				
			2024	2022	2021	2020	2019
GC2_1	Residents who have made some or a lot of effort to stay informed about what Council is doing	16%	37%	21%	26%	30%	25%
GC6_1	I am aware of changes to the District Plan and opportunities where I can participate in these plan changes	10%	21%	11%	20%	24%	24%
GC5C_1	Informed about Council's District Plan	6%	17%	11%	15%	22%	18%
GC4_1	Informed about what Council is doing	5%	21%	16%	25%	36%	27%
QOL1	Overall quality of your life	-	73%	-	-	-	-
QOL2_1	Confident that the District is going in the right direction	-	23%	-	-	-	-
CF2_6	Satisfaction with public libraries	-	84%	84%	96%	96%	93%
REP1_1	Vision and Leadership of Council	-1%	17%	18%	17%	32%	25%
WR4_1	Community recycling centres	-1%	70%	71%	81%	86%	82%
RF1_4	How well footpaths are maintained	-3%	21%	24%	33%	50%	33%
REP2_1	Faith and trust you have in Council	-3%	17%	20%	19%	28%	22%
TW2_4	The odour of the water	-4%	43%	47%	58%	60%	51%
RF1_2	The unsealed roading network	-5%	5%	10%	13%	19%	12%
REP3_1	Overall financial management	-5%	11%	16%	15%	27%	22%
VM1_3	Payment arrangements are fair and reasonable (regarding rates)	-5%	49%	54%	76%	78%	74%
VM1_5	Fees and charges for other Council-provided services and facilities being fair and reasonable	-6%	23%	29%	44%	45%	44%
RF1_1	The sealed roading network	-6%	15%	21%	29%	40%	33%
VM1D_1	Rates for Council-provided water supply are fair and reasonable	-6%	26%	32%	45%	55%	45%

# Trend Slides

		% point increase / decrease (2024-2022)	Percentage of respondents satisfied, or very satisfied (7-10%)				
			2024	2022	2021	2020	2019
REP5_1	Overall reputation	-6%	17%	23%	21%	33%	27%
RF1_3	The availability of footpaths	-6%	21%	27%	38%	47%	32%
WR2A_1	Refuse transfer stations	-6%	74%	80%	79%	81%	77%
PR1_1	The range of parks and reserves the Council provides	-7%	50%	57%	63%	70%	60%
VM1_1	Annual property rates are fair and reasonable	-7%	11%	18%	26%	27%	25%
REP4_1	Overall services quality	-7%	20%	27%	32%	38%	30%
TW2_1	Continuity of supply (regarding water supplied by the Council)	-7%	69%	76%	71%	70%	79%
VM1_2	Invoicing is clear and correct (regarding rates)	-7%	49%	56%	73%	78%	71%
PR2_1	Overall satisfaction with parks, coastal access and car parks	-8%	39%	47%	48%	61%	49%
RF1_6	How well Far North District Council-owned footpaths meet your needs	-8%	22%	30%	41%	51%	35%
PR1_3	Council-provided car park facilities	-8%	35%	43%	44%	51%	41%
OP1_1	Overall performance of the Council	-8%	18%	26%	24%	36%	31%
CF2_7	Cleanliness of public toilets	-9%	38%	47%	54%	59%	55%
VM2_1	Rates provide value for money	-9%	12%	21%	26%	33%	29%
CF4_1	Overall satisfaction with Council's public facilities	-9%	43%	52%	61%	73%	64%
PR1_2	Council-provided access to the coast. (By this, we mean Council-maintained roads, reserves and walkways that allow you to access beaches in the Far North)	-10%	35%	45%	56%	63%	51%
TW4_1	Satisfaction with the Far North District Council sewerage system	-11%	54%	65%	67%	74%	80%
RF2_1	Overall satisfaction with roads and footpaths	-11%	8%	19%	31%	43%	31%

# Trend Slides

		% point increase / decrease (2024-2022)	Percentage of respondents satisfied, or very satisfied (7-10%)				
			2024	2022	2021	2020	2019
RF1_5	How well Far North District Council-owned roads meet your needs	-12%	13%	25%	39%	56%	37%
TW2_2	The taste of the water (regarding water supplied by the Council)	-13%	25%	38%	46%	48%	42%
TW2_5	Water pressure (regarding water supplied by the Council)	-13%	54%	67%	64%	75%	73%
TW2B_1	Overall satisfaction with water you receive from the Far North District Council	-13%	37%	50%	57%	65%	60%
TW2_3	The clarity of the water (regarding water supplied by the Council)	-13%	42%	55%	59%	66%	57%
TW5_1	Satisfaction with the Far North District Council-owned urban (town) stormwater management system	-14%	23%	37%	35%	49%	48%
WR5_1	Overall refuse and recycling disposal services	-14%	53%	67%	68%	73%	67%
TW6_1	Overall water management	-17%	18%	35%	35%	44%	45%
CF2_1	Satisfaction with cemeteries	-18%	65%	83%	90%	84%	80%
AM1_AM21	How the Council's Animal Management Team manages dogs in the district	-19%	16%	35%	-	-	-

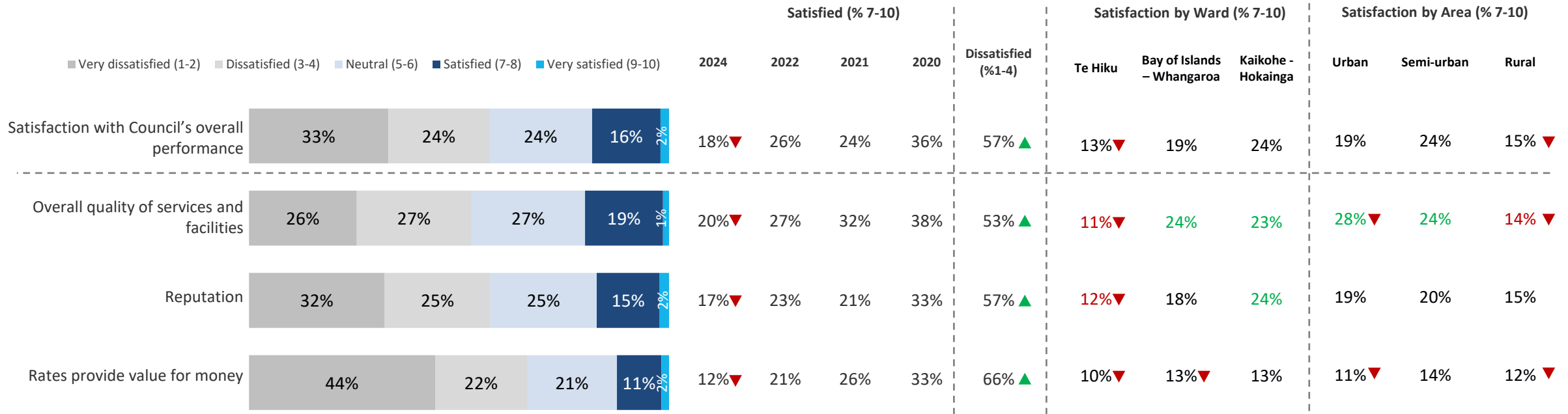




Overall Satisfaction

# Overall Performance

Satisfaction with the *Council's overall performance* has declined from 26% in 2022 to 18% in 2024. Satisfaction across all main metrics has also experienced decreases over the past two years.

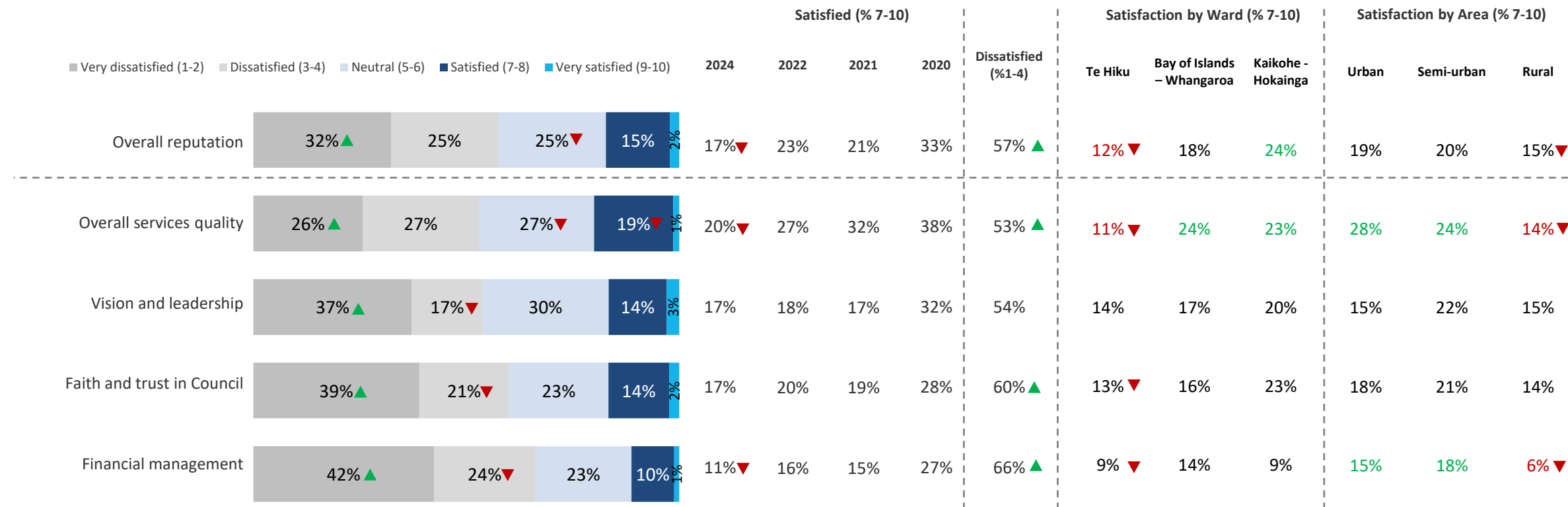


Notes:

1. OP1. How satisfied are you with the OVERALL performance of the Far North District Council? n=400
2. REP4. How would you rate them for the quality of what they provide the district? n=394
3. REP5. How would you rate Council for its overall reputation? n=387
4. VM2. How satisfied are you that your rates provide value for money? n=394
5. Excludes 'don't know'

# Image and Reputation

Despite the decline, residents rated *Overall services quality* (20%) the highest amongst all reputation-related measures. Residents are the least satisfied with the Council's *Financial management*, with only 11% expressing satisfaction. Those living rurally are significantly less satisfied with this measure compared to their urban counterparts.

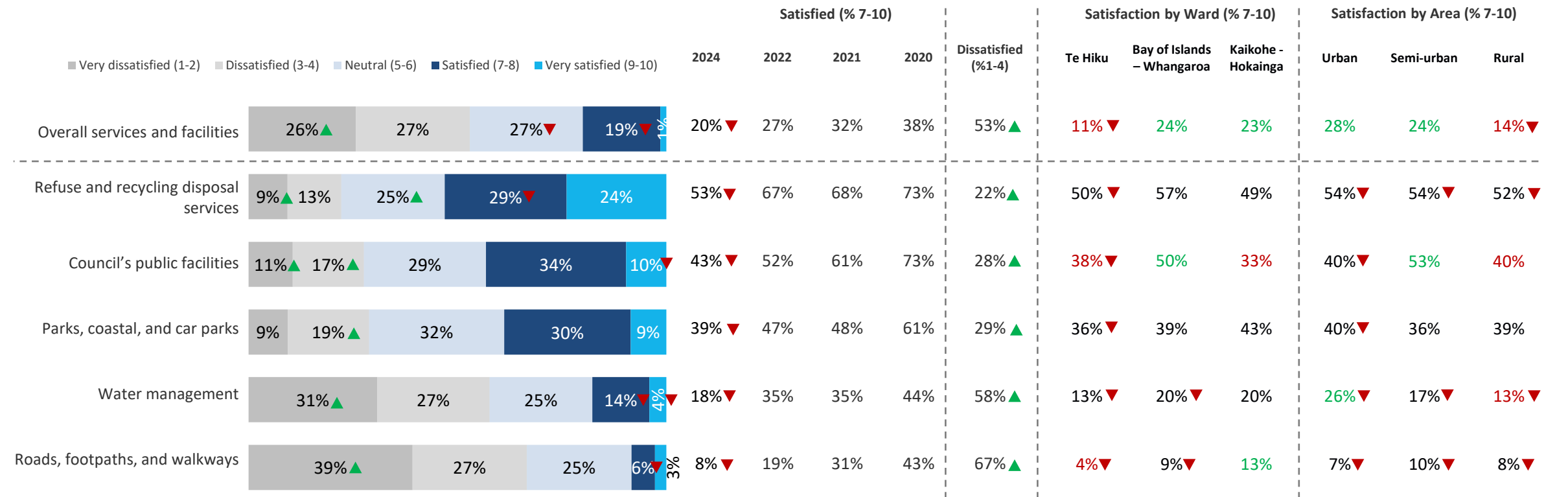


Notes:

1. REP1. Overall how would you rate Council for its vision and leadership? n=379
2. REP2. Overall how would you rate Council in terms of the faith and trust you have in them? n=391
3. REP3. How would you rate Council overall for its financial management? n=336
4. 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? n=394
5. REP5. So considering leadership, trust, financial management and quality of services provided, how would you rate Council for its overall reputation? n=387

# Services and Facilities

All measures related to *Overall services and facilities* have significantly declined since 2022. *Water management* saw the most notable decrease of 17% (from 35% in 2022 to 18% in 2024) while *Roads, footpaths, and walkways* received the lowest satisfaction score of 8%. The significant decrease in satisfaction across all areas was heavily influenced by the shift in perception amongst residents in the Te Hiku ward.

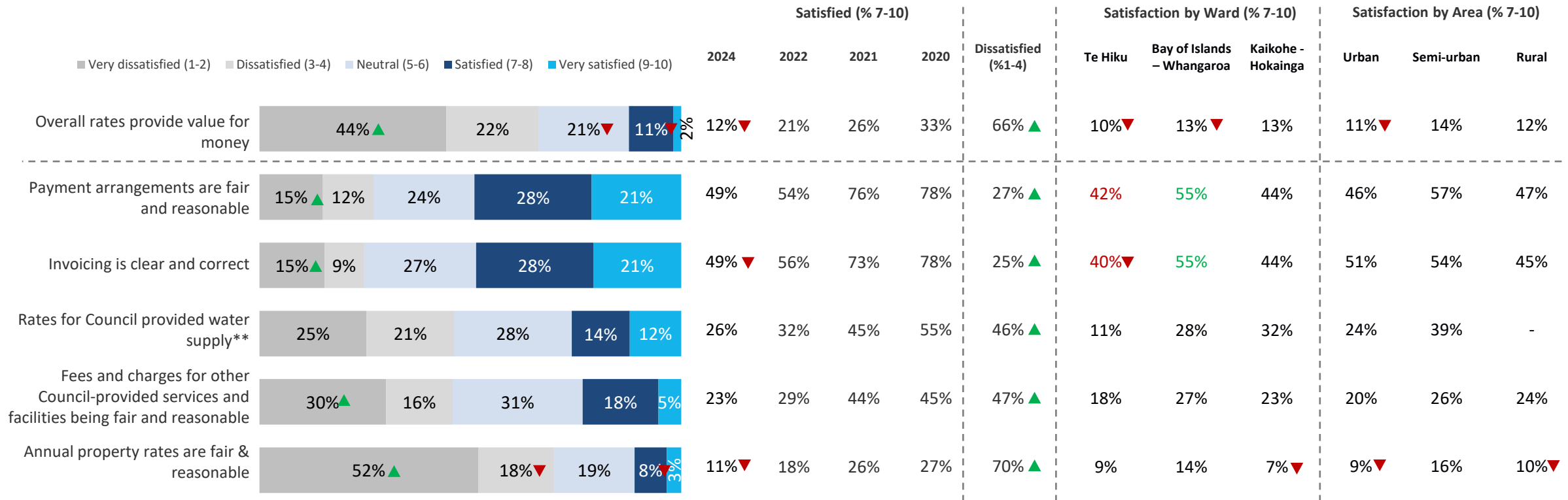


Notes:

1. RF2. Overall, how satisfied are you with the roads, footpaths and walkways around the district? n=406
2. TW6. How would you rate your satisfaction with Council overall for its management of three waters in the district? n=315
3. WR5. How would you rate your satisfaction with the Council overall for its refuse and recycling disposal services? n=354
4. CF4. How would you rate your overall satisfaction with the public facilities that are provided? n=371
5. PR2. And overall, how satisfied are you with Council parks, coastal access and car parks? n=390
6. REP4. How would you rate them for the quality of what they provide the district? n=394

# Value for Money

Overall rates providing value for money were rated the lowest across all main measures of overall satisfaction towards the Council. Annual property rates are fair and reasonable received the lowest satisfaction rating of 11%. This aspect was consistently rated the lowest across all demographic profiles.



Notes:

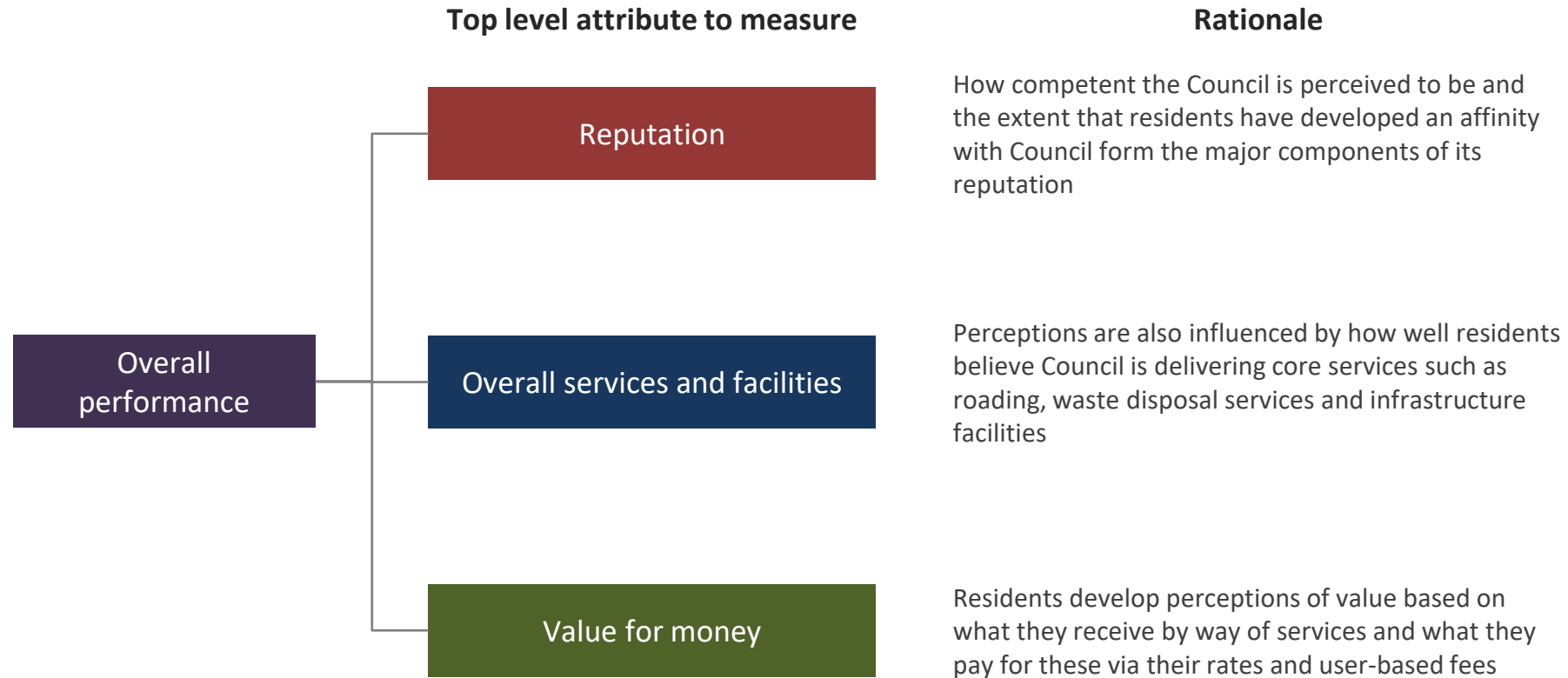
- \*\* Rates for Council-provided water supply based on n=95 who have Council water supply connection
- VM1. Using a scale of 1-10 where 1 is strongly disagree and 10 is strongly agree, how much do you agree with the following statements? n=388
- VM2. Thinking about everything Council has done over the last 12 months and what you have experienced of its services and facilities, how satisfied are you that your rates provide value for money? n=394



# Drivers of Overall Satisfaction

# Overview

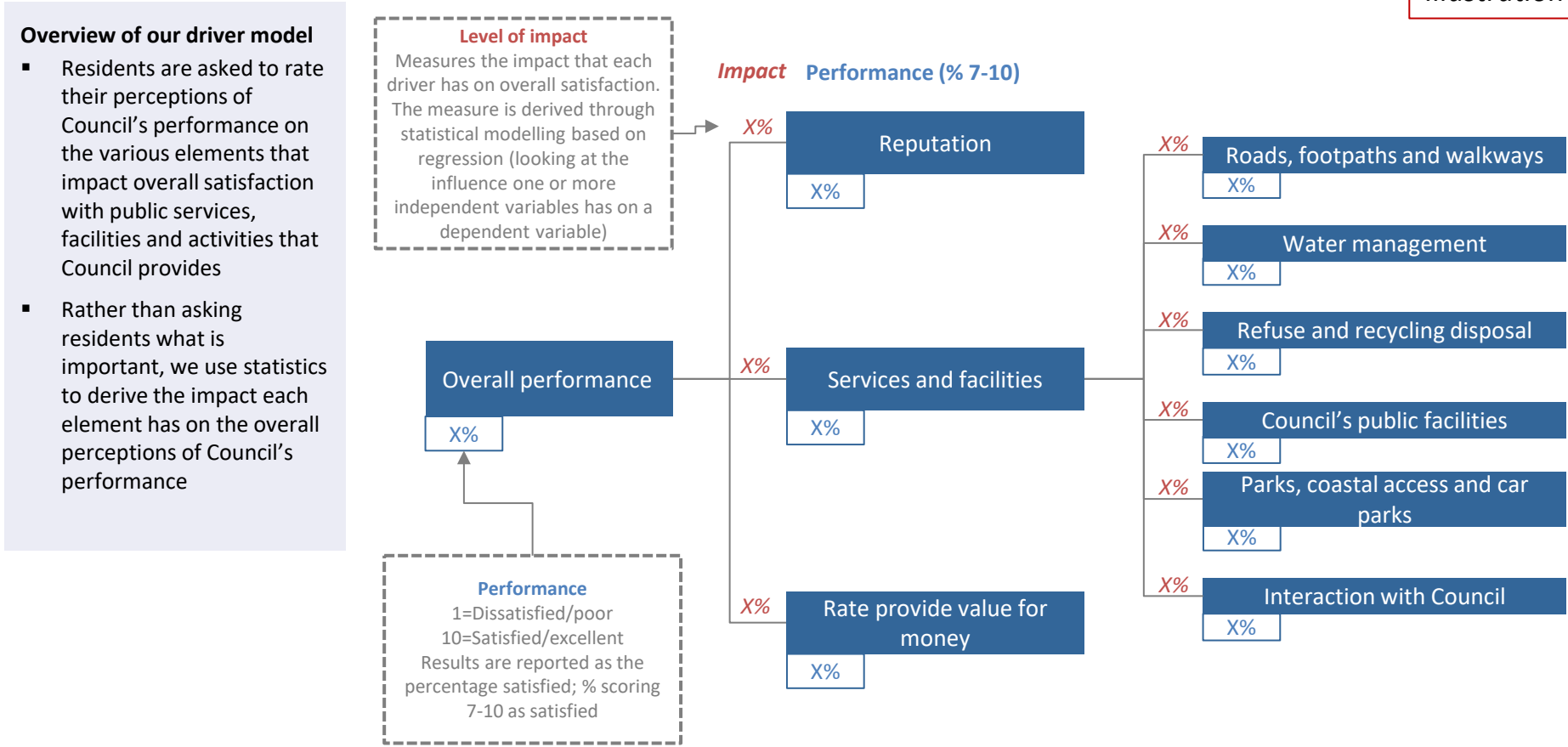
A Customer Value Management framework was used to determine how the various reputation, service and value elements impact residents' overall evaluation of Council.



# Introduction to the CVM Driver Model

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

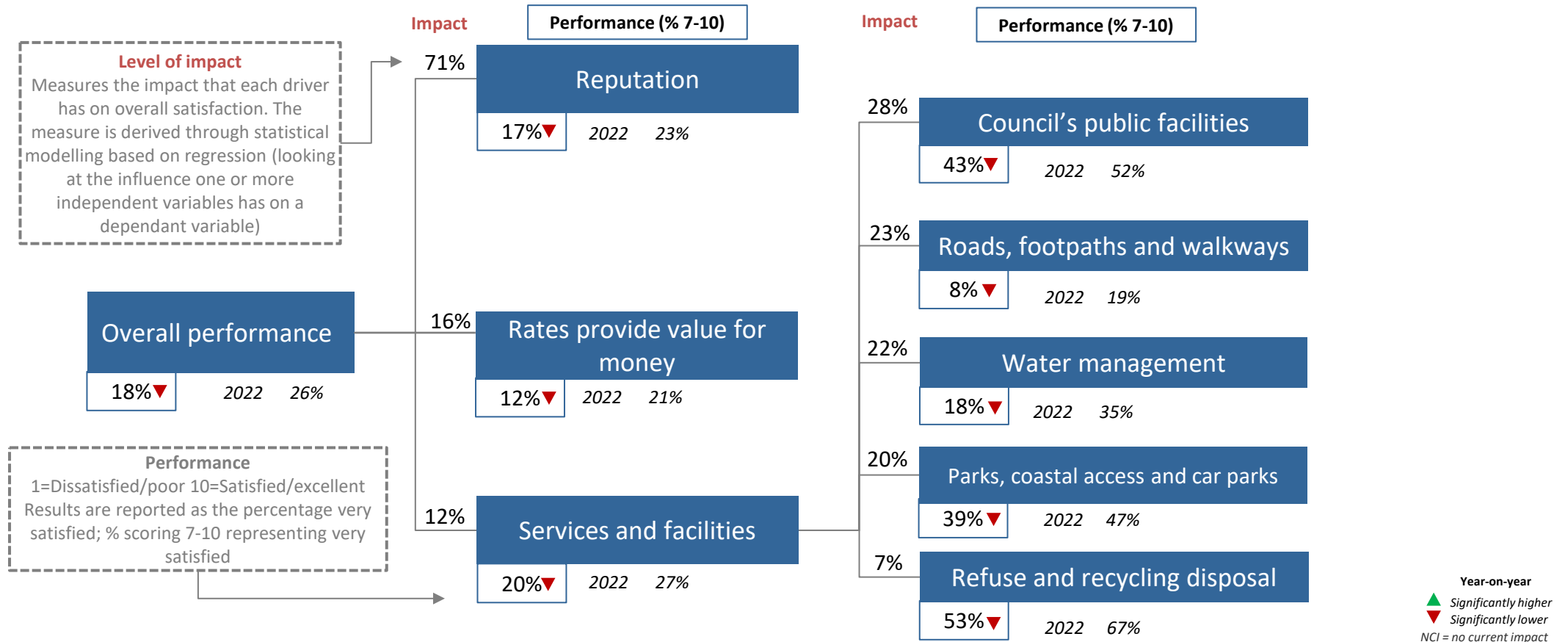
Illustration





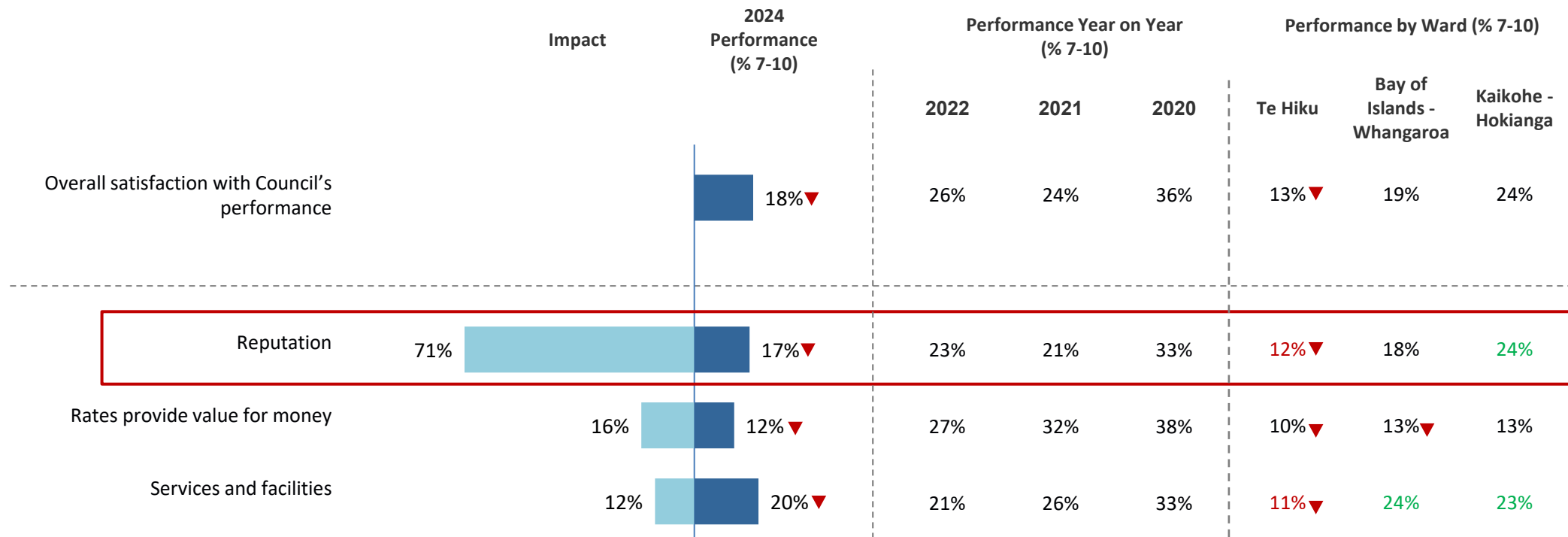
# Overall Performance

Reputation consistently holds the greatest impact on Overall performance (71%), followed by Rates providing value for money (16%) and Services and facilities (12%). Amongst perceptions of Services and facilities, Council's public facilities (28%) had the greatest impact, followed by Roads, footpaths, and walkways (23%), and Water management (22%).



# Driver Analysis: Overall Level Drivers

The notable decrease in satisfaction with *Reputation* had a significant impact on residents' Overall satisfaction with the Council, as it holds the greatest influence on the *Council's overall performance*.

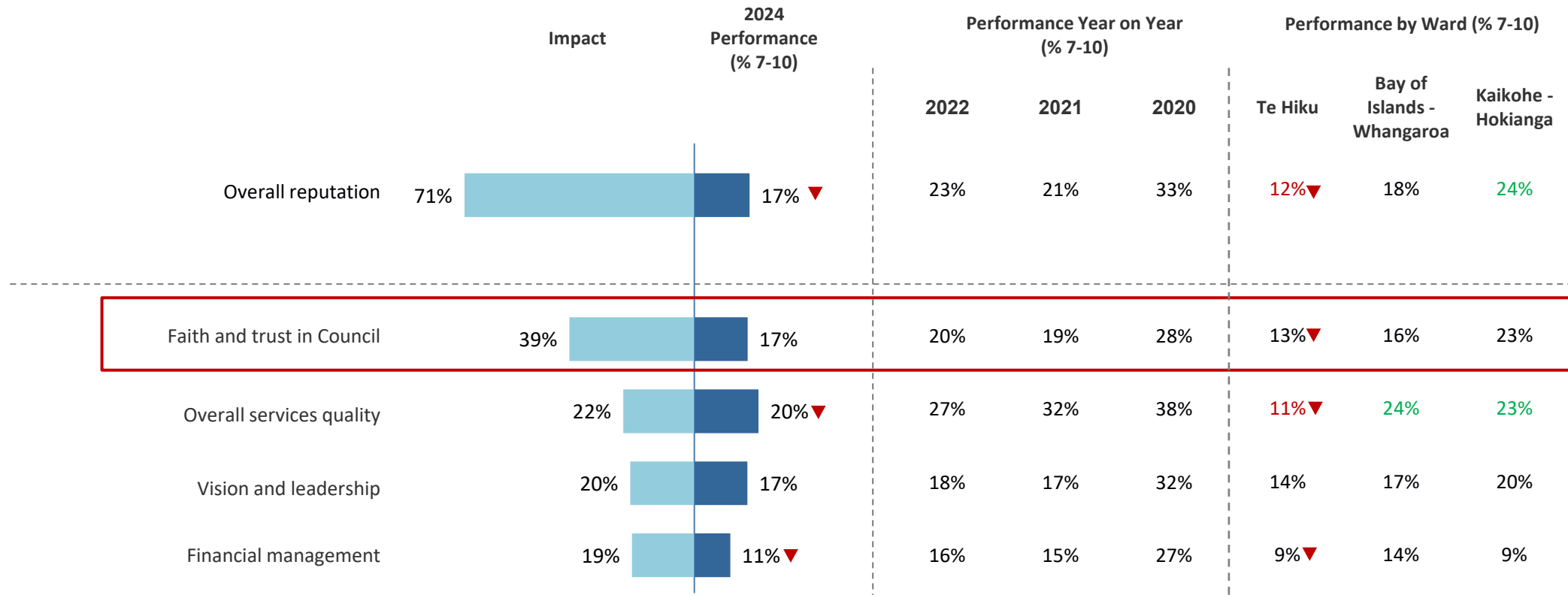


Notes:

1. Excludes 'don't know'
2. OP1. How satisfied are you with the OVERALL performance of the Far North District Council? n=400
3. REP4. How would you rate them for the quality of what they provide the district? n=394
4. REP5. How would you rate Council for its overall reputation? n=387
5. VM2. How satisfied are you that your rates provide value for money? n=394

# Driver Analysis: Reputation

Faith and trust in Council (39%) has the greatest impact on satisfaction with the Overall reputation. However, satisfaction with this measure remains relatively low, with a significant decline observed amongst residents within Te Hiku (from 24% in 2022 to 13% in 2024).

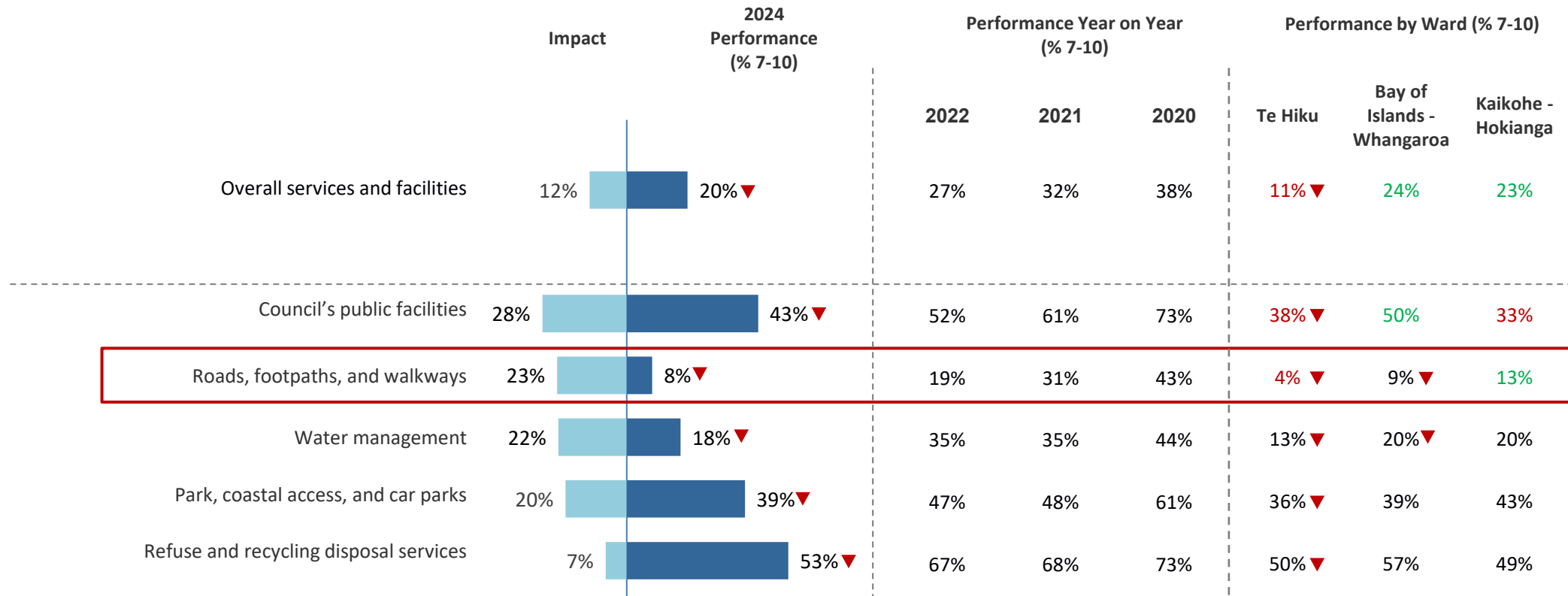


Notes:

1. REP1. Overall how would you rate Council for its vision and leadership? n=379
2. REP2. Overall how would you rate Council in terms of the faith and trust you have in them? n=391
3. REP3. How would you rate Council overall for its financial management? n=336
4. 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? n=394
5. REP5. So considering leadership, trust, financial management and quality of services provided, how would you rate Council for its overall reputation? n=387

# Driver Analysis: Services and Facilities

Council's public facilities has the greatest impact on perceptions of Overall services and facilities and ratings have declined since 2022. Low ratings regarding Roads, footpaths and walkways were evident across all wards.

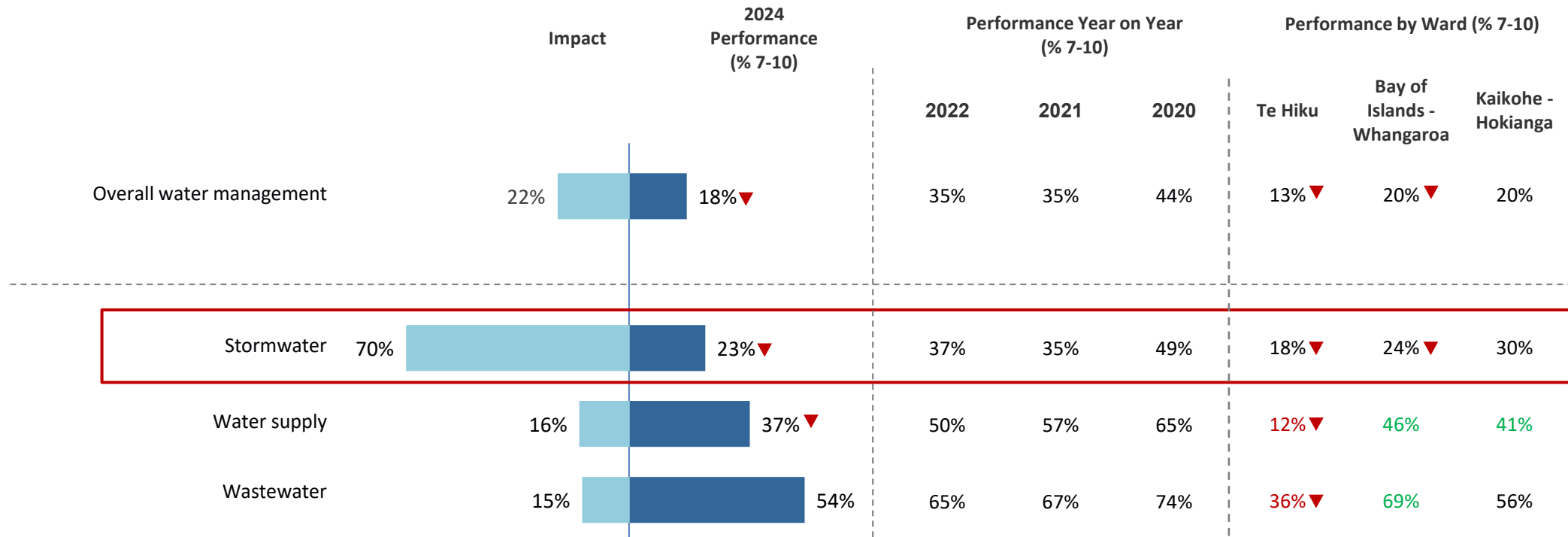


Notes:

1. RF2. Overall, how satisfied are you with the roads, footpaths and walkways around the district? n=406
2. TW6. How would you rate your satisfaction with Council overall for its management of three waters in the district? n=315
3. WR5. How would you rate your satisfaction with the Council overall for its refuse and recycling disposal services? n=354
4. CF4. How would you rate your overall satisfaction with the public facilities that are provided? n=371
5. PR2. And overall, how satisfied are you with Council parks, coastal access and car parks? n=390
6. REP4. How would you rate them for the quality of what they provide the district? n=394

# Driver Analysis: Water Management

Satisfaction with *Stormwater* has the most significant impact on satisfaction with *Overall water management*, with a 70% impact score.

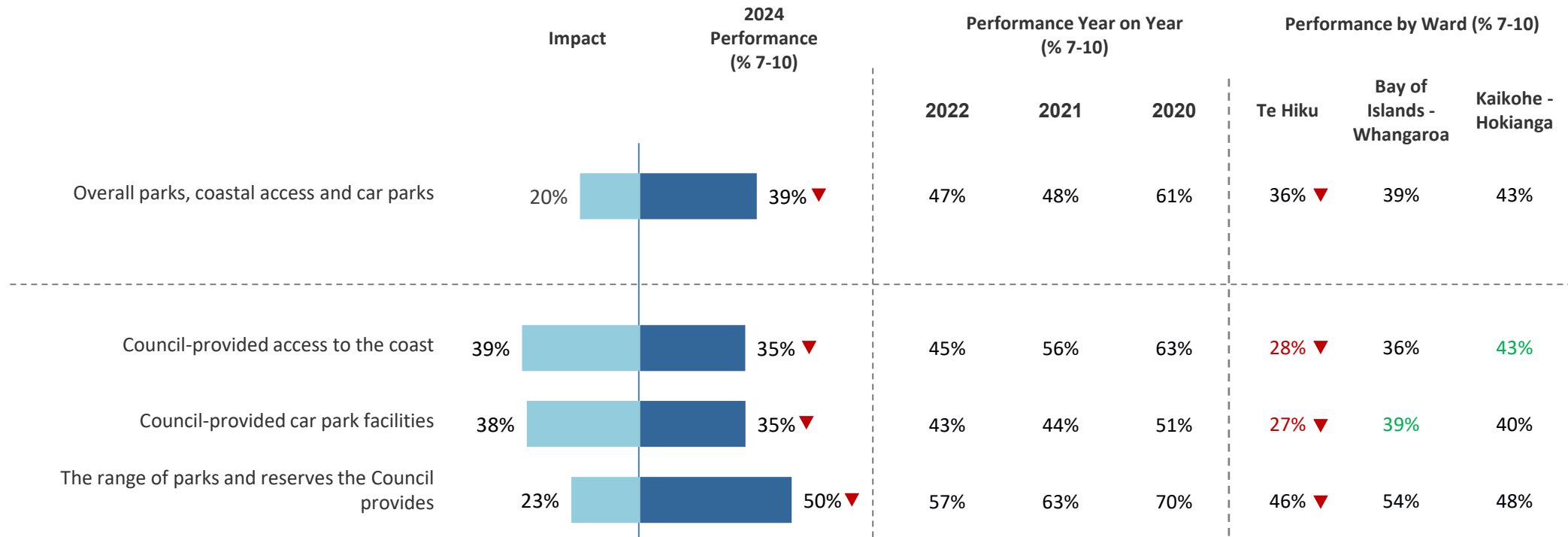


Notes:

1. TW2B. Overall, how satisfied or dissatisfied are you with the water you receive from the Far North District Council? n=100
2. TW4. On the scale of 1- 10, how satisfied or dissatisfied are you with the Far North District Council sewerage system? n=110
3. TW5. How satisfied are you with the Far North District Council-owned urban (town) stormwater management system? n=285
4. TW6. How would you rate your satisfaction with Council overall for its management of three waters in the district? n=315

# Driver Analysis: Services and Facilities: Parks, Coastal Access And Car Parks

Council-provided access to the coast (39%) has the most impact on perceptions of Overall parks, coastal access, and car parks, closely followed by Council-provided car park facilities with a 38% impact score.

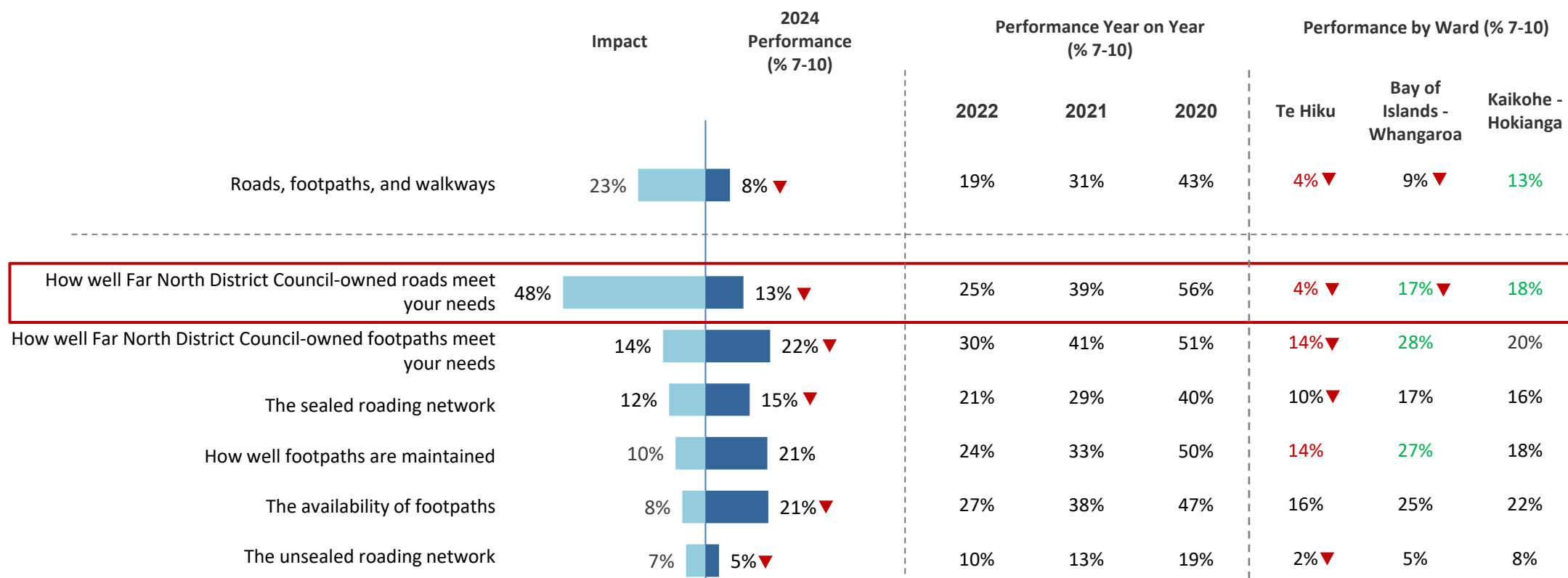


Notes:

- 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... n=383
- PR2. And overall, how satisfied are you with Council parks, coastal access and car parks? n=390

# Driver Analysis: Services and Facilities: Roads, Footpaths, and Walkways

With regards to *Roads, footpaths, and walkways*, *How well Far North District Council-owned roads meet your needs* holds the greatest impact with a 48% impact score. Across all measures related to roading, this attribute has a low satisfaction score of 13%, following *The unsealed roading network*, which has the lowest satisfaction score of 5%.

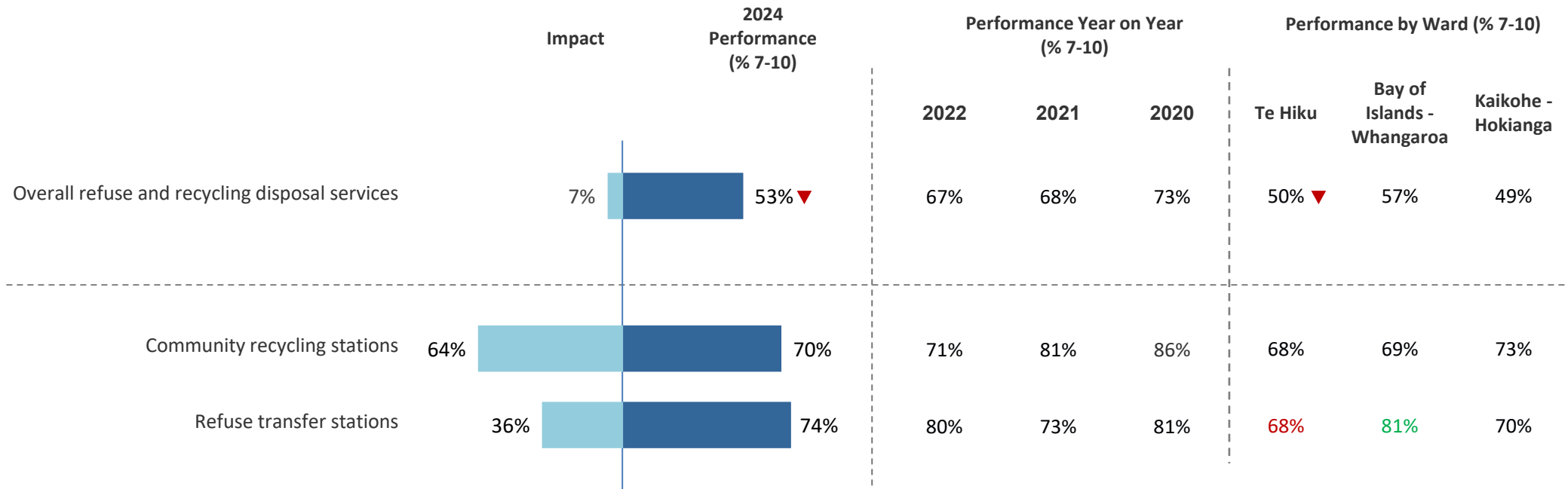


Notes:

- 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... n=408
- RF2. Overall, how satisfied are you with the roads, footpaths and walkways around the district? N=406

# Driver Analysis: Services and Facilities: Refuse and Recycling

Community recycling stations has the highest impact score of 64% on residents' perceptions of Overall refuse and recycling disposal services.



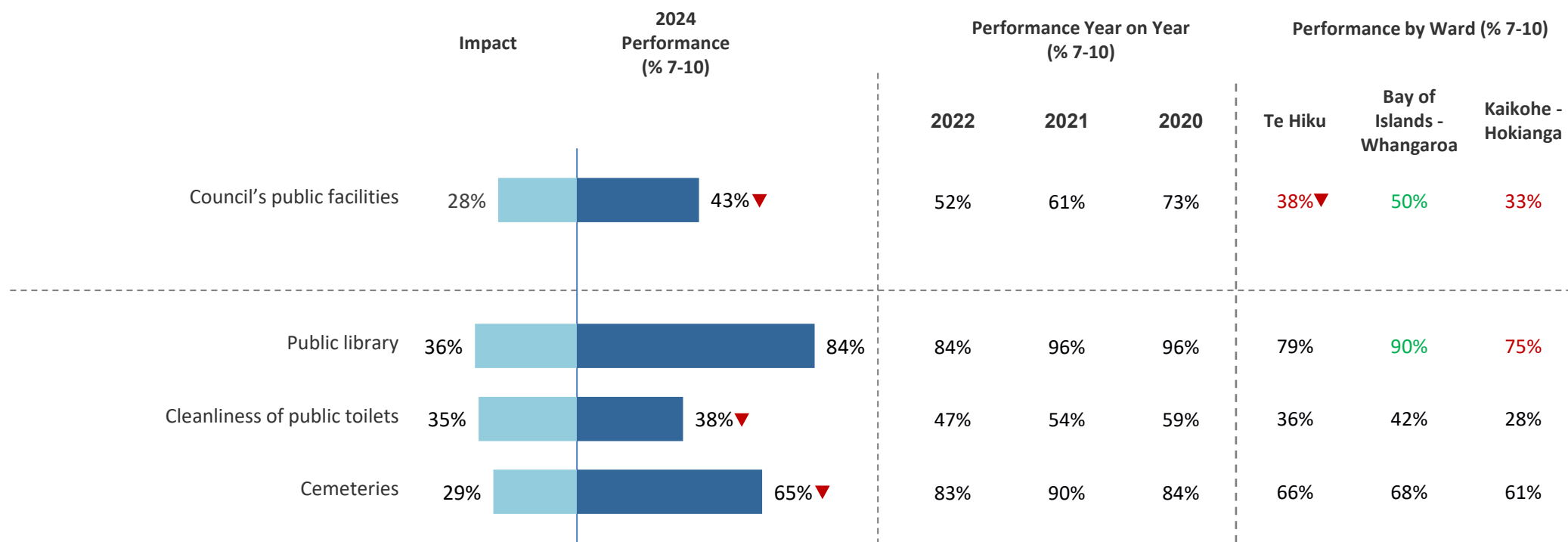
Notes:

1. 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?
2. WR4. Still using the 1-10 scale, how satisfied or dissatisfied are you with the Council's community recycling centres?
3. WR5. How would you rate your satisfaction with the Council overall for its refuse and recycling disposal services?



# Driver Analysis: Services and Facilities: Public Facilities

Public libraries and the Cleanliness of public toilets have the greatest impact on residents' perceptions of the Council's public facilities, with similar impact scores of 36% and 35% respectively.

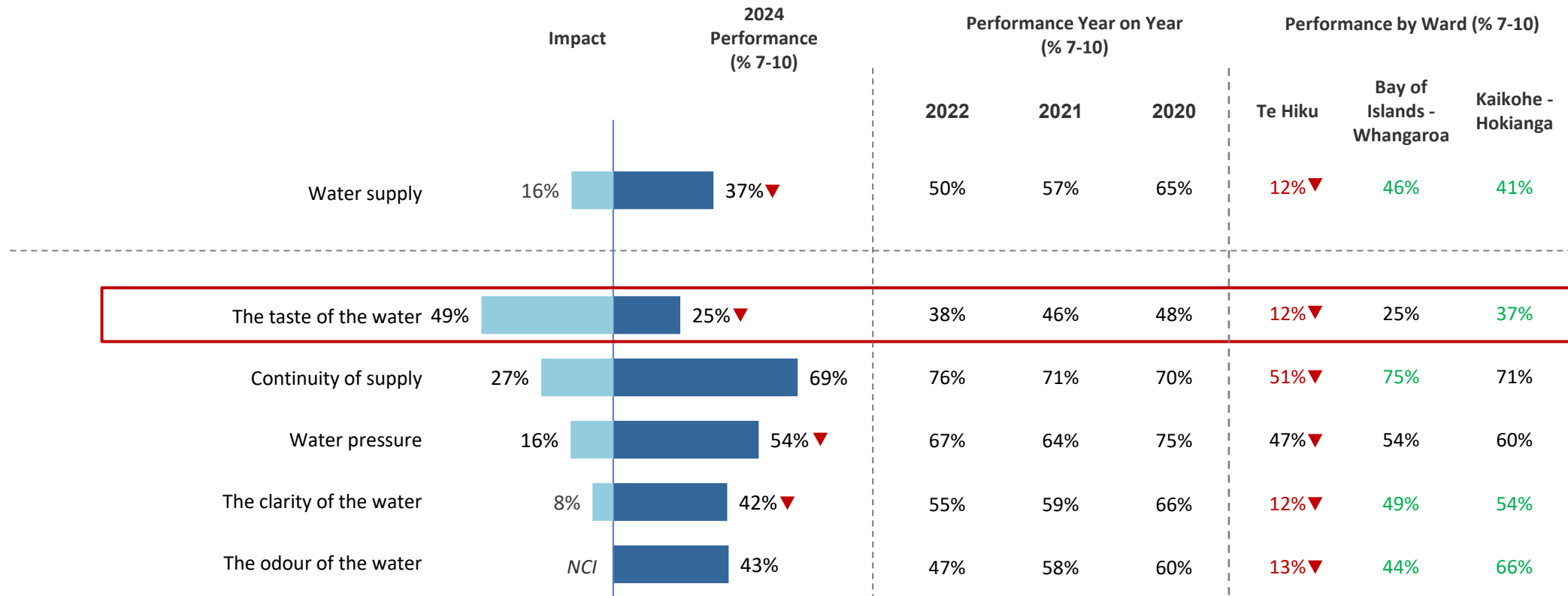


Notes:

1. CF2. On the scale of 1- 10, how would you rate your level of satisfaction with...
2. CF4. How would you rate your overall satisfaction with the public facilities that are provided?

# Driver Analysis: Services and Facilities: Water Supply

The taste of the water has the greatest impact on residents' perceptions of the Water supply. This attribute also has the lowest satisfaction score of 25%, significantly contributing to the decline in overall satisfaction with the Water supply, which dropped from 50% in 2022 to 37% in 2024.

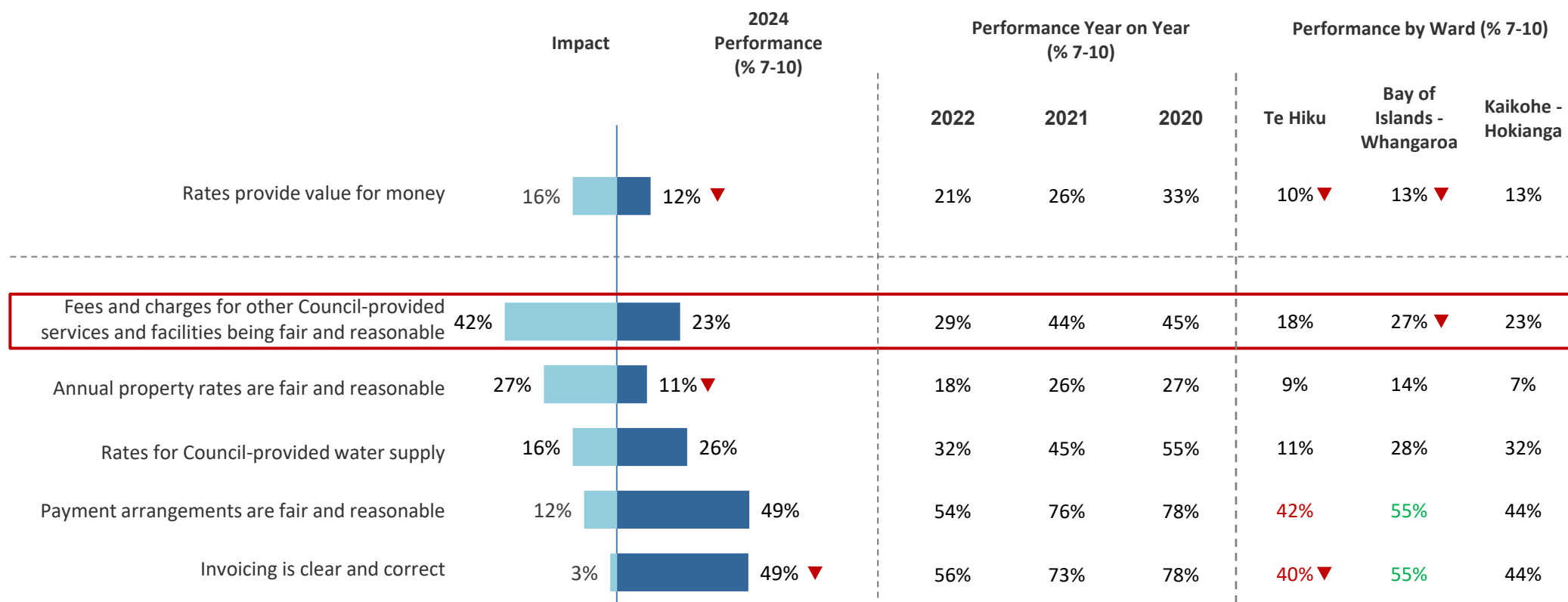


Notes:

1. TW2. On the scale of 1- 10, how would you rate your satisfaction with...
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.

# Driver Analysis: Rates and Value

Perceptions of *Value for money* would benefit most from increased satisfaction with the *Fairness and reasonableness of fees and charges for Council-provided services and facilities*. This area had a low satisfaction score of 23%, significantly impacting overall performance.

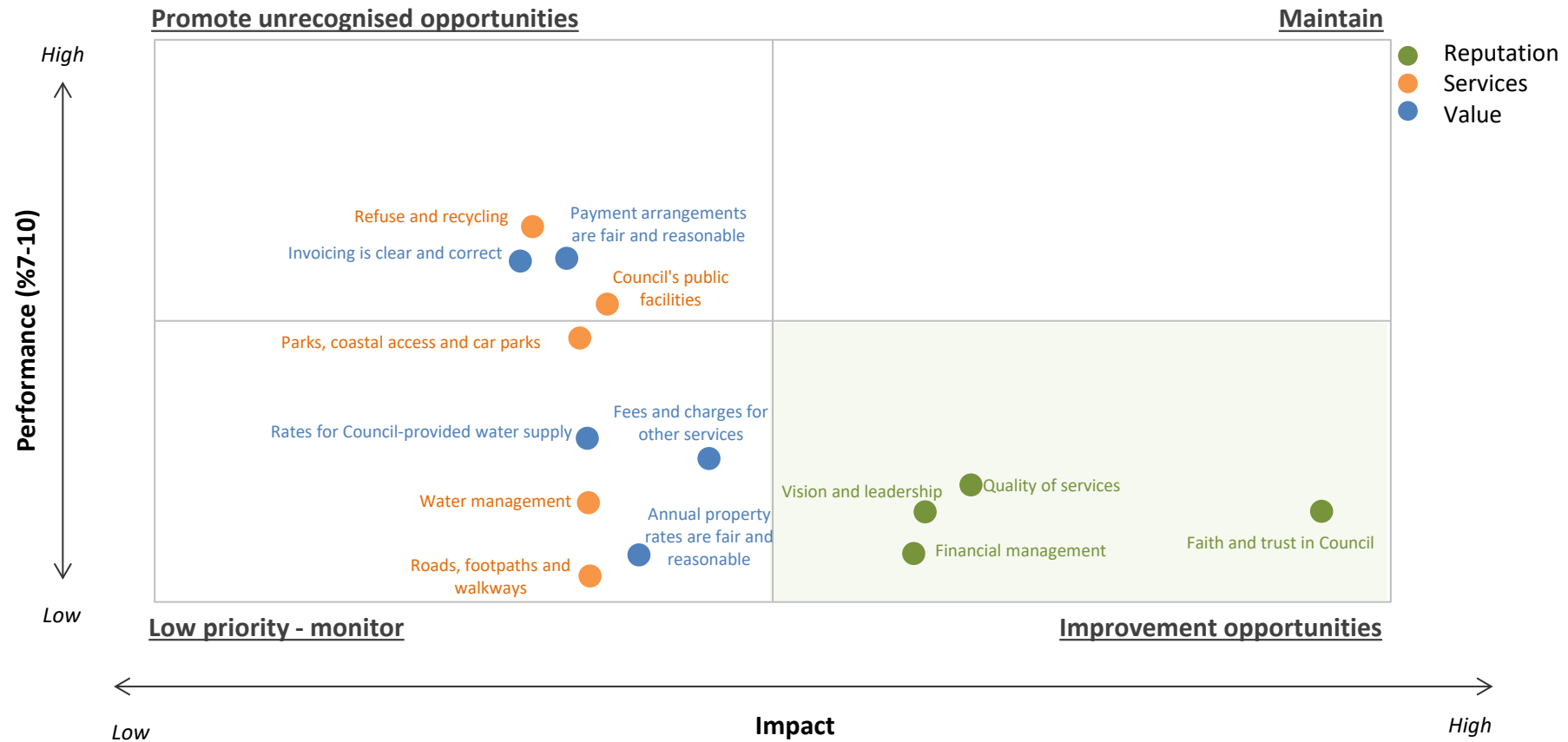


Notes:

- 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

# Overall Performance: Improvement Priorities

The Council's opportunity for improvement remains focused on *Reputation*-related attributes, including *Vision and leadership*, *Quality of services*, *Financial management*, and *Faith and trust in Council*.

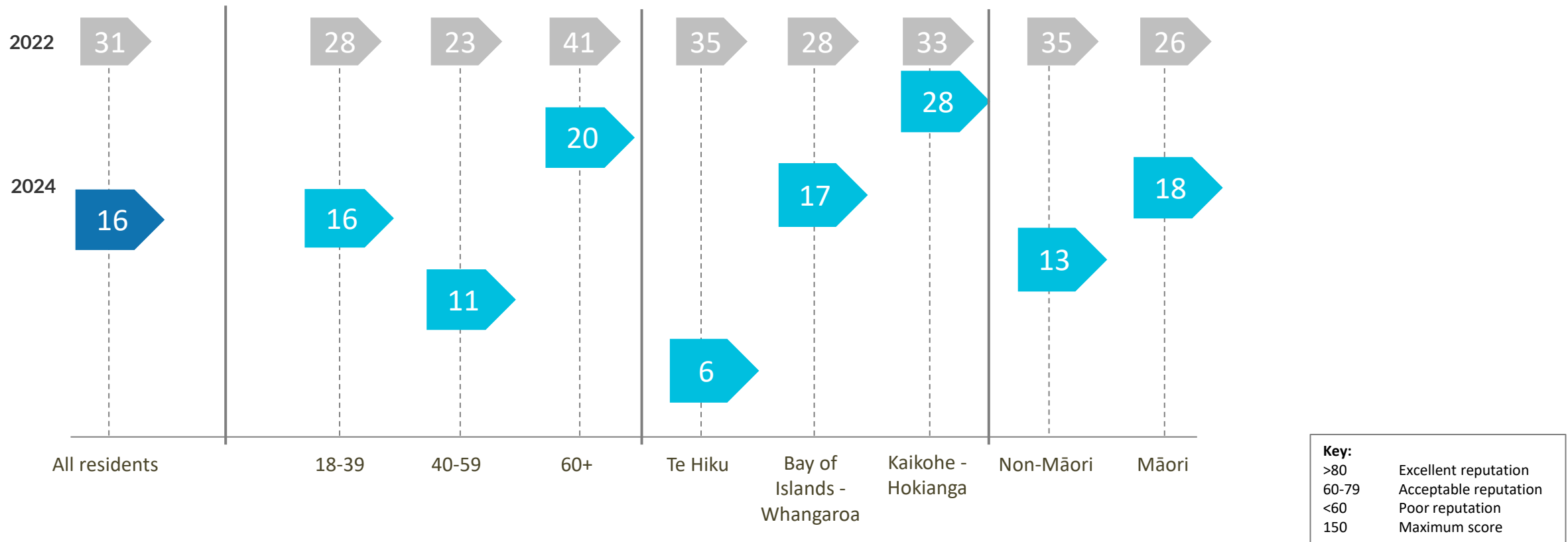




# Understanding Reputation

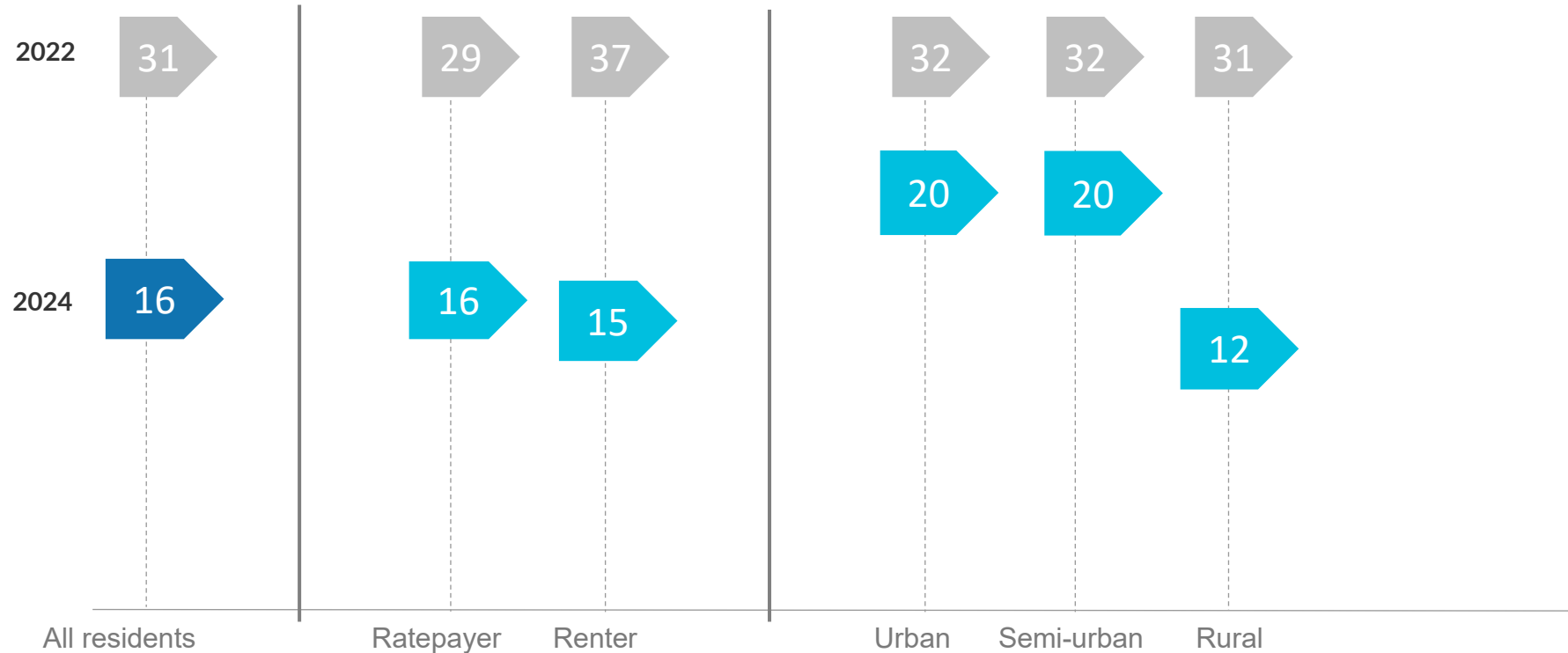
# Reputation Benchmarks

The Far North District Council's reputation benchmark score remains poor, having significantly dropped from 31 points in 2022 to 16 points in 2024. The reputation benchmark is weakest amongst residents in Te Hiku, with a score of 6, and strongest amongst residents in Kaikohe – Hokianga, with a score of 28.



# Reputation Benchmarks

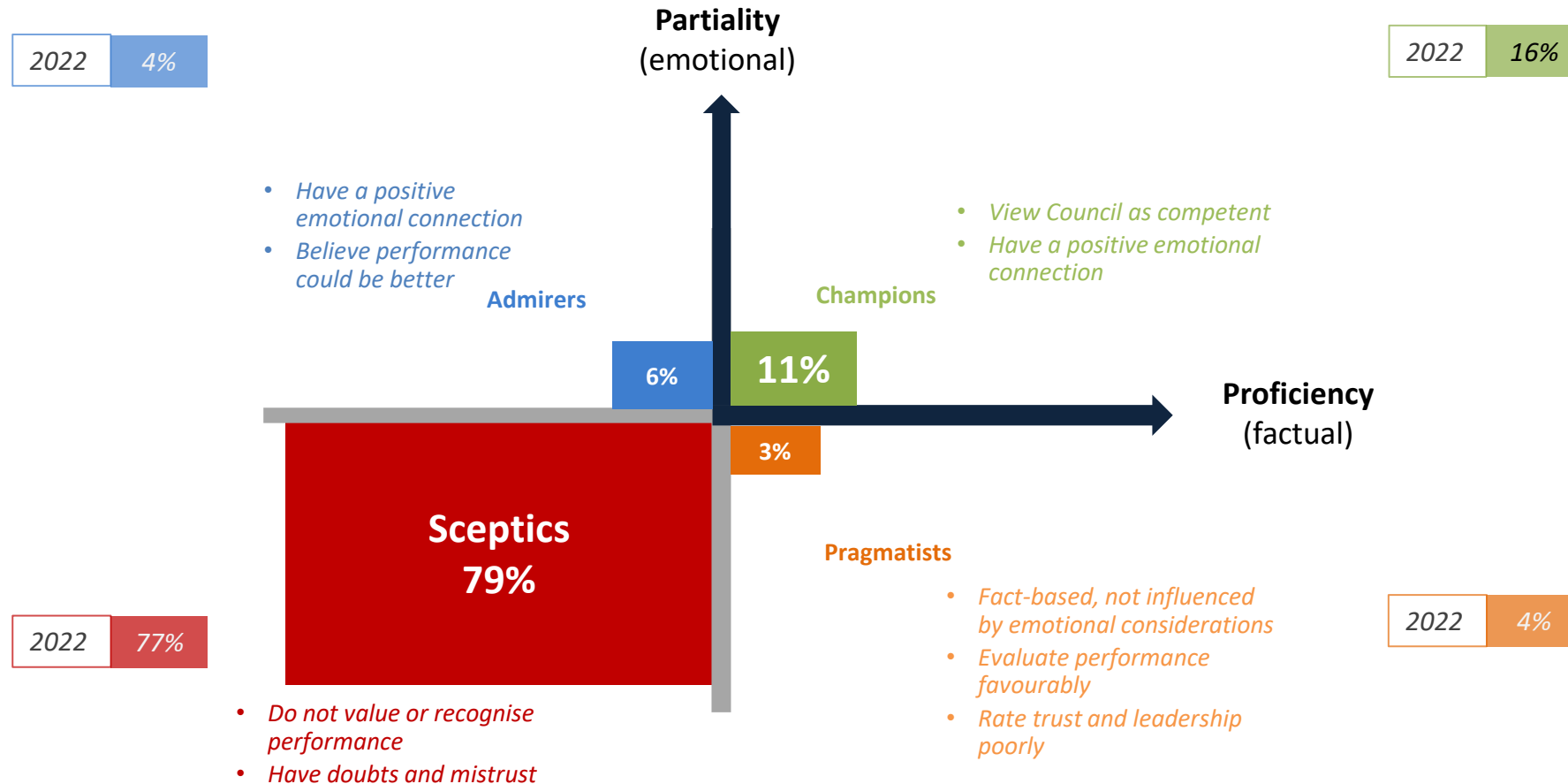
Council's Reputation was stronger amongst urban residents.



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

# Reputation Profile

Nearly eight in ten residents (79%) are classified as *Sceptics*, a slight increase from 77% in 2022. This majority has reservations and may not fully appreciate or trust the Council's performance. Meanwhile, 11% are classified as *Champions*.



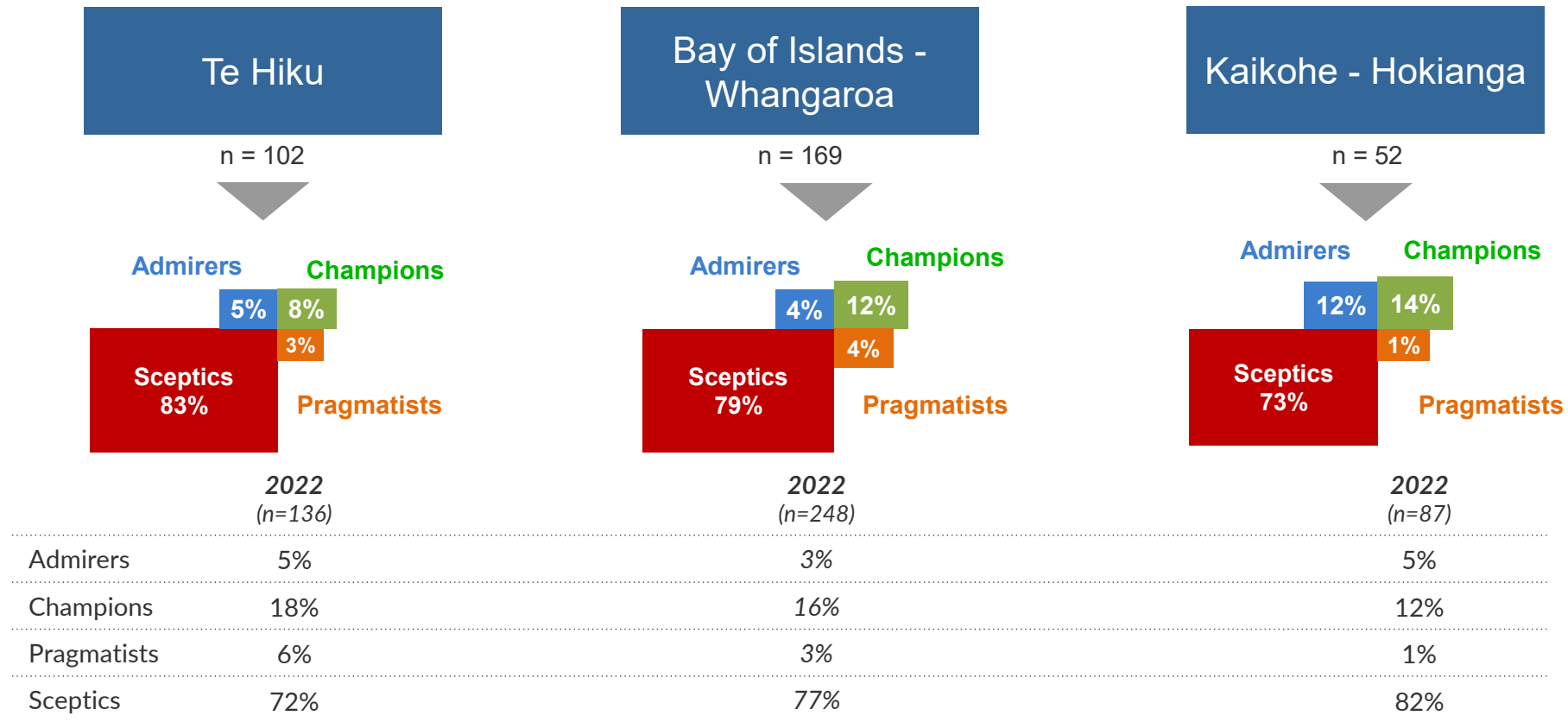
Notes:

1. Segments have been determined using the results from a set of five overall level questions
2. 3. REP1 leadership, REP2 trust, REP3 financial management, REP4 services quality, REP5 overall reputation



# Reputation Profile: Wards

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

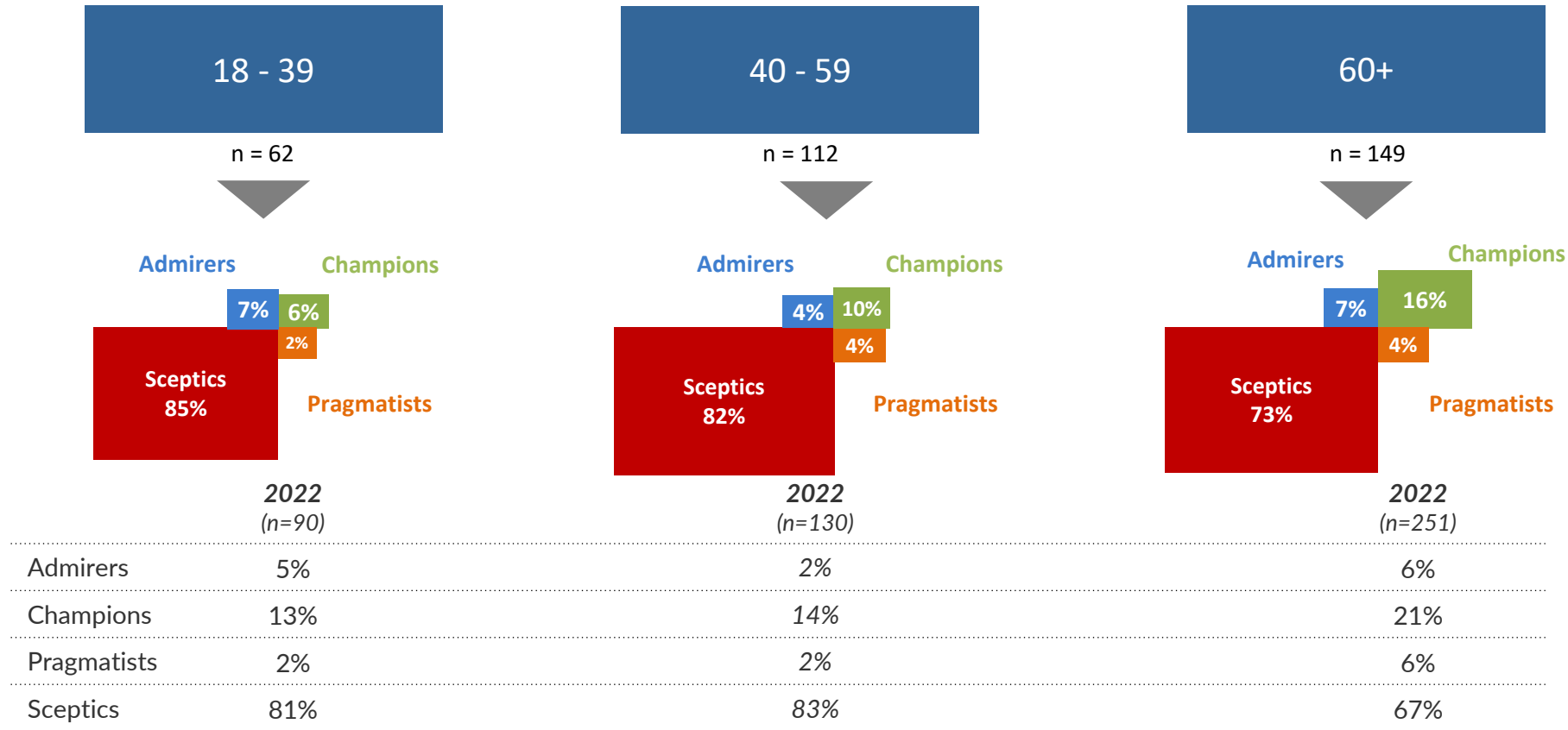


Notes:

1. Segments have been determined using the results from a set of five overall level questions
2. 3. REP1 leadership, REP2 trust, REP3 financial management, REP4 services quality, REP5 overall reputation

# Reputation Profile: Age

The younger the resident is, the more likely they are to be classified as *Sceptics*. Thus, it becomes increasingly important for the Council to connect with younger residents.

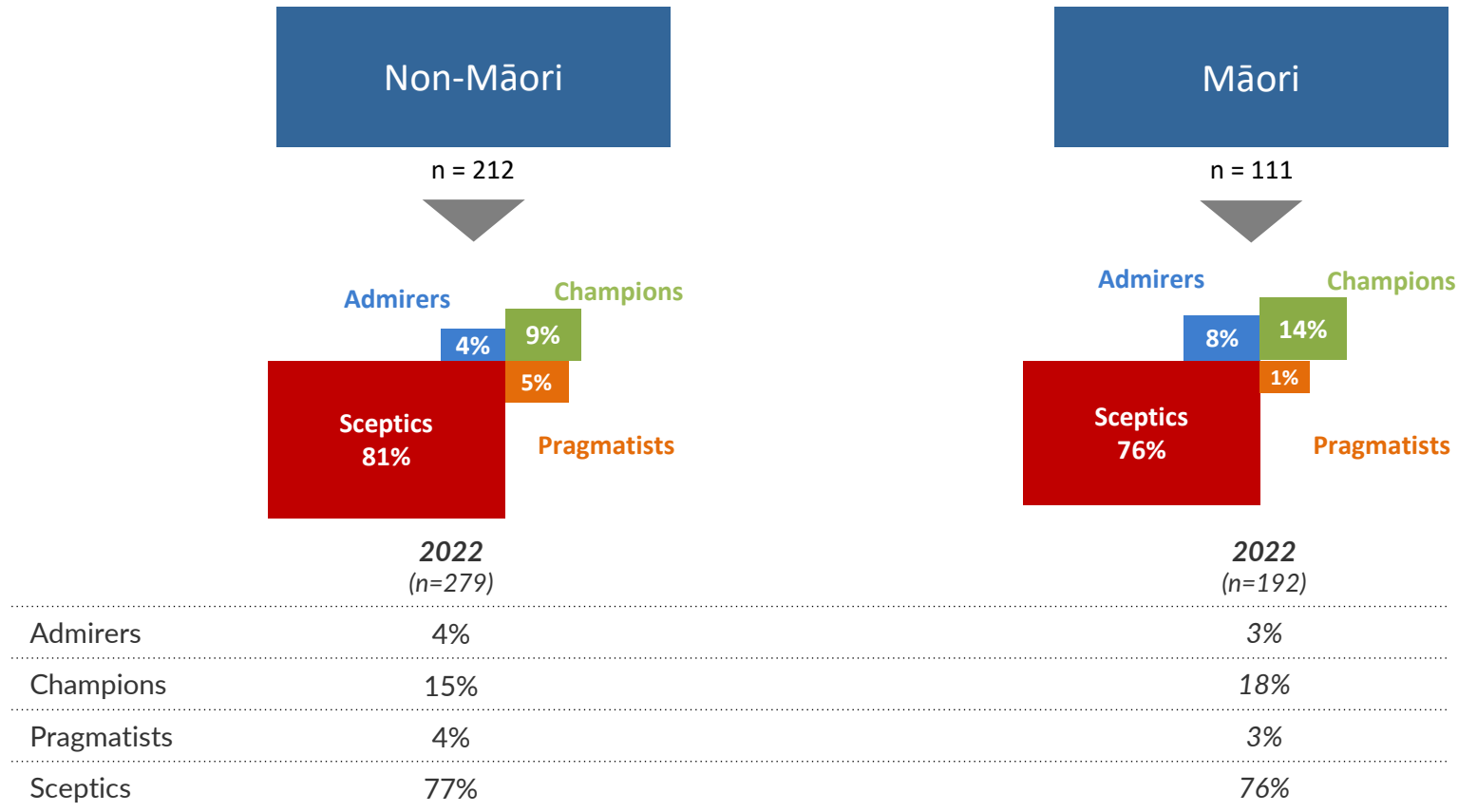


Notes:

1. Segments have been determined using the results from a set of five overall level questions
2. 3. REP1 leadership, REP2 trust, REP3 financial management, REP4 services quality, REP5 overall reputation

# Reputation Profile: Ethnicity

The proportion of *Sceptics* amongst non-Māori residents has increased over the past two years (from 77% to 81%), while the proportion amongst Māori residents has remained consistent at 76%.

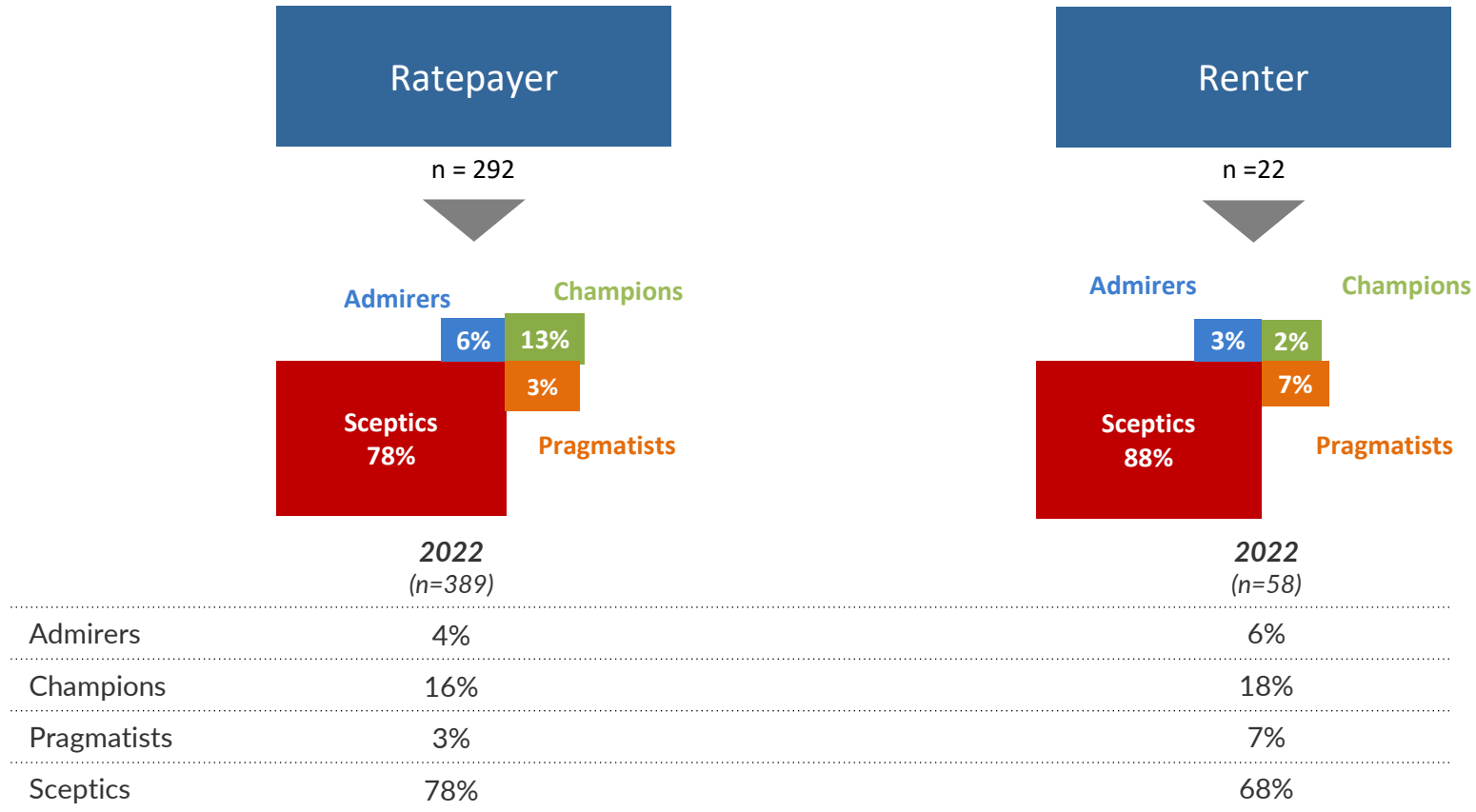


Notes:

1. Segments have been determined using the results from a set of five overall level questions
2. 3. REP1 leadership, REP2 trust, REP3 financial management, REP4 services quality, REP5 overall reputation

# Reputation Profile: Ratepayer vs Renter

Contrary to the results in 2022, the proportion of *Sceptics* amongst renters is now considerably higher when compared with ratepayers.

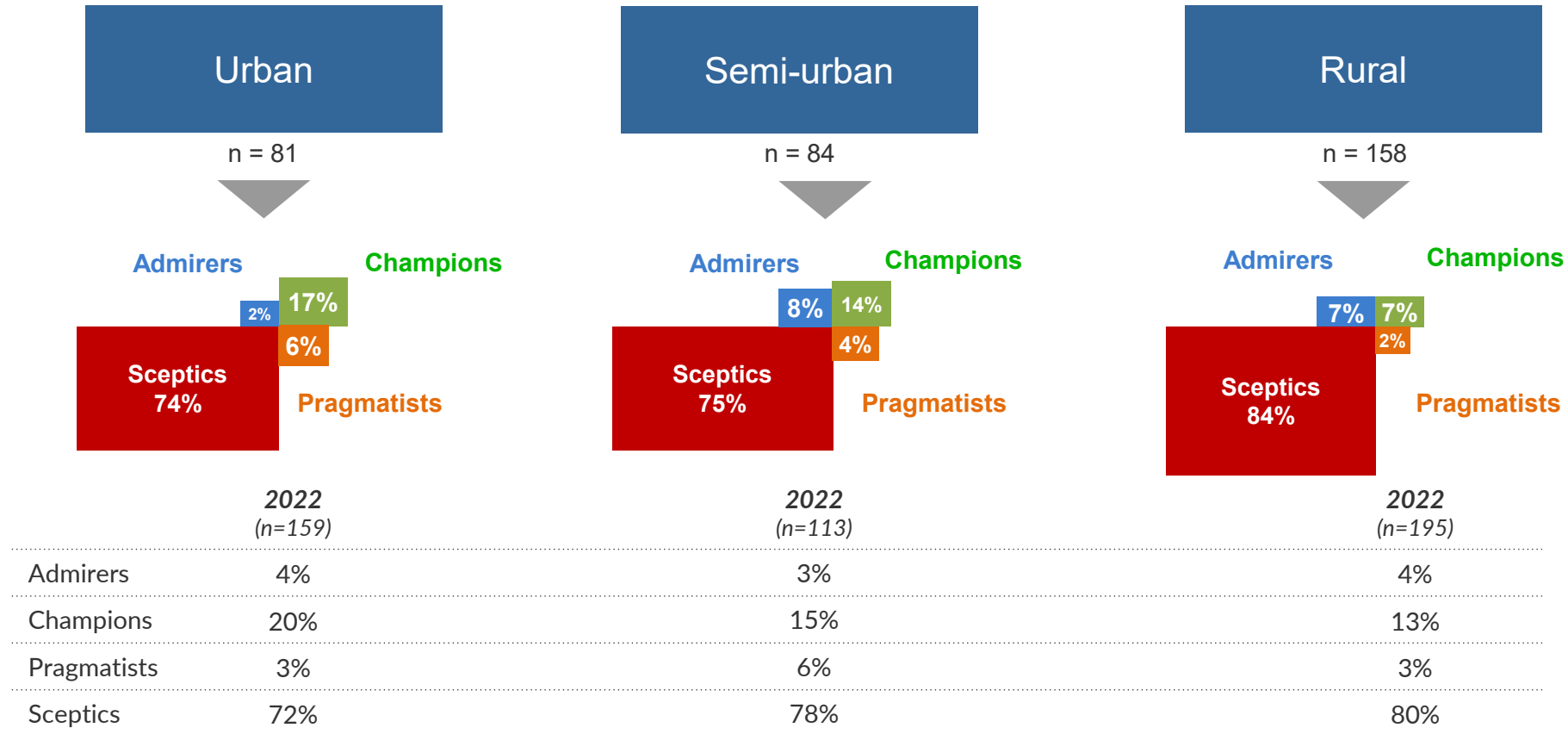


Notes:

1. Segments have been determined using the results from a set of five overall level questions
2. 3. REP1 leadership, REP2 trust, REP3 financial management, REP4 services quality, REP5 overall reputation

# Reputation Profile: Urban vs Rural

Rural areas had a higher proportion of *Sceptics*, semi-urban areas had more *Admirers*, and urban areas had the highest proportion of *Champions*.



Notes:

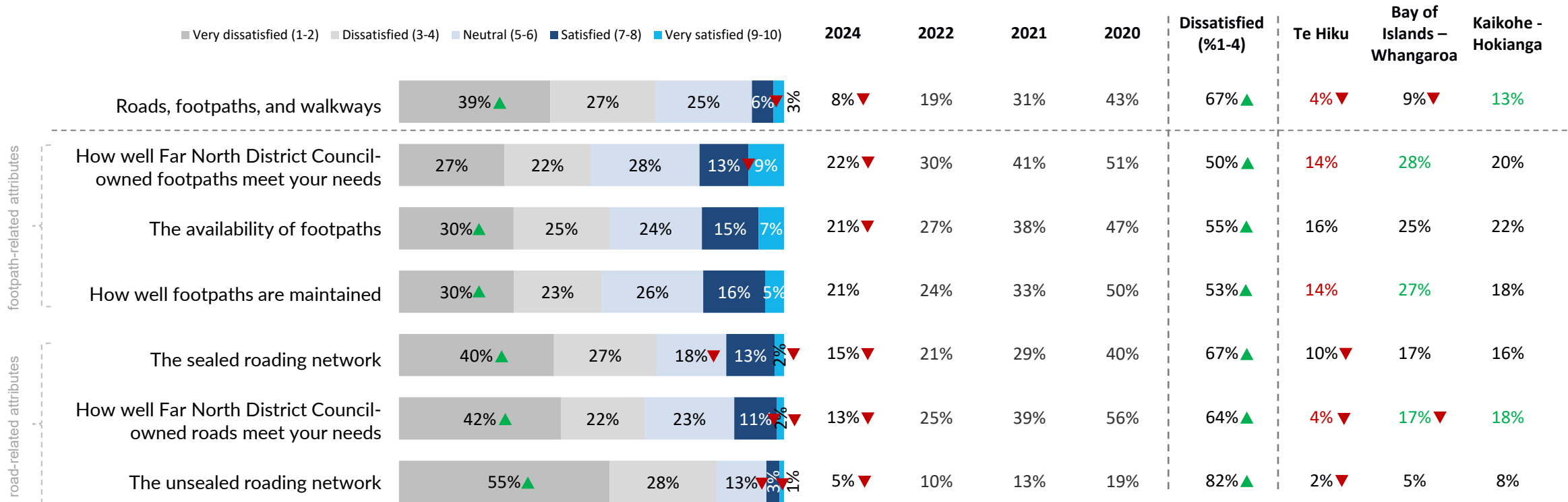
1. Segments have been determined using the results from a set of five overall level questions
2. 3. REP1 leadership, REP2 trust, REP3 financial management, REP4 services quality, REP5 overall reputation



# Roads, Footpaths, and Walkways

# Roads, Footpaths, and Walkways

Satisfaction with all aspects of *Roads, footpaths and walkways* continues to decline yearly, receiving the lowest satisfaction rates amongst all Council-provided services. *The unsealed road network* had the lowest satisfaction score at 5%. In contrast, footpath-related attributes received higher ratings than other areas, with *Council-owned footpaths meeting needs* at 22%, *Footpath availability* at 21%, and *Footpath maintenance* at 21%.



Notes:

- 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?

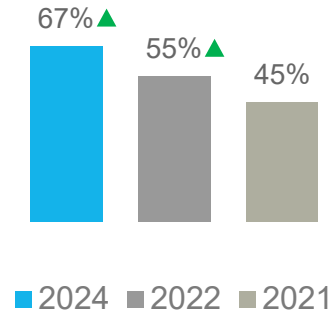
Year-on-year  
 ▲ Significantly higher  
 ▼ Significantly lower

Between demographics  
 ▲ Significantly higher  
 ▼ Significantly lower

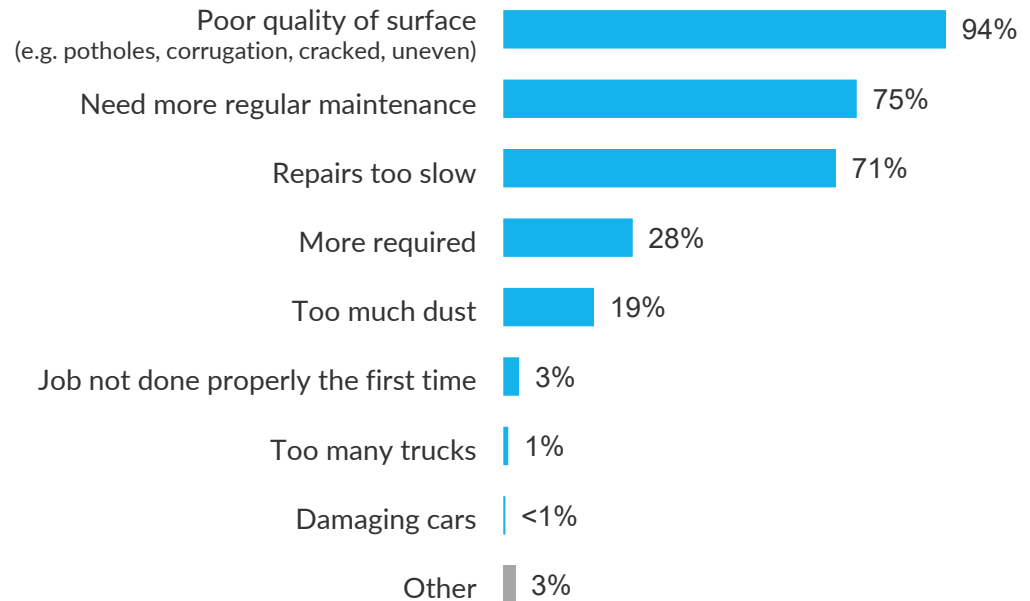
# Reasons for Dissatisfaction: The Sealed Roding Network

When asked about their reasons for rating the sealed road network poorly, most residents cited *Poor surface quality* (94%), the *Need for regular maintenance* (75%), and *Slow repair times* (71%).

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



Reasons for low rating\*



Notes:

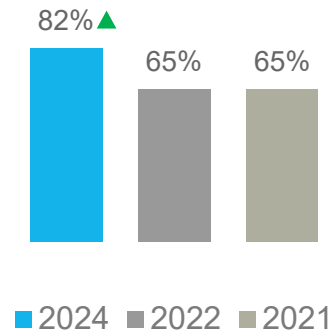
1. RF1A. Why weren't you satisfied with...?
2. \* Asked of % who rated sealed roading network 1-3 out of 10



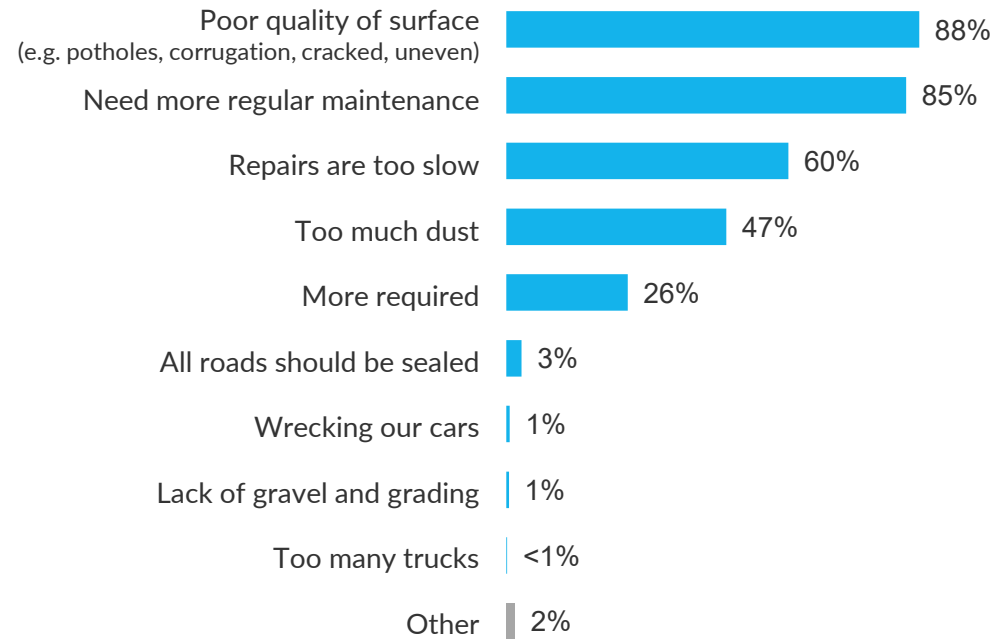
# Reasons for Dissatisfaction: The Unsealed Roding Network

The unsealed road network received the highest dissatisfaction rate at 82%, showing a significant increase since 2022. Nearly nine in ten respondents (88%) cited *Poor surface quality*, 85% the *Need for more regular maintenance*, and 60% mentioned that *Repairs are too slow* as reasons for their low ratings.

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



**Reasons for low rating\***



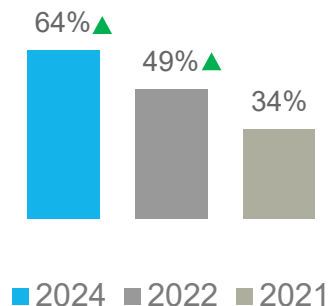
**Notes:**

1. RF1A. Why weren't you satisfied with...? n=260
2. \* Asked of % who rated unsealed roding network 1-3 out of 10

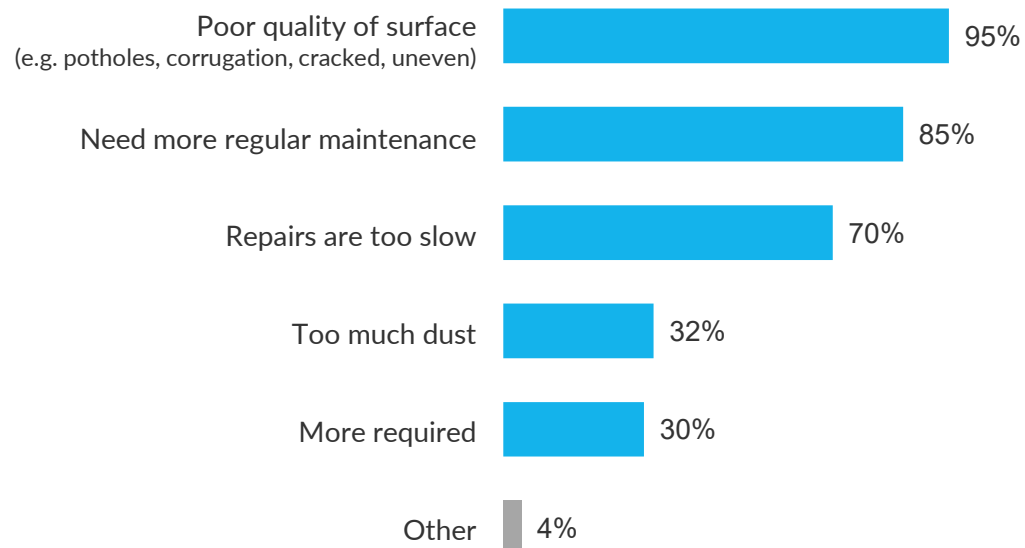
# Reasons for Dissatisfaction: How Well Far North District Council-Owned Roads Meet Residents' Needs

The *Poor quality of surface* (95%), *Need for more regular maintenance* (85%), and *Repairs being slow* (70%) are the main reasons why residents gave *How well Far North District Council-owned roads meet your needs* a low rating.

**% Who rated the Council owned roads meeting residents' needs 1-4 out of 10**



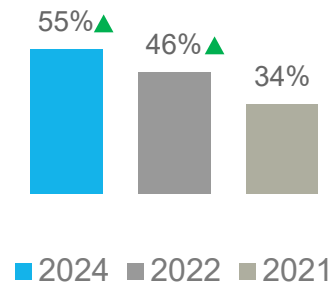
**Reasons for low rating\***



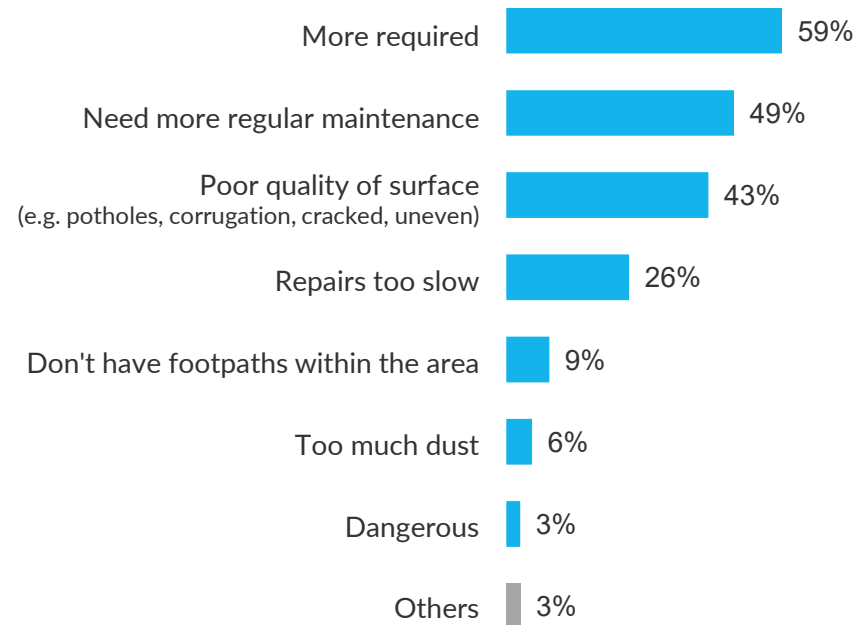
# Reasons for Dissatisfaction: The Availability of Footpaths

55% expressed dissatisfaction with the *Availability of footpaths*, highlighting the pressing need *More footpaths* (59%), while 49% cited the *Need for more regular maintenance*.

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



Reasons for low rating\*



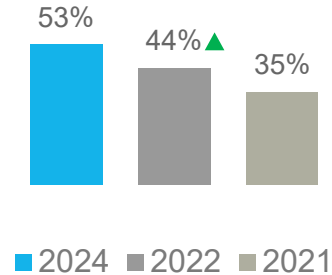
Notes:

1. RF1A. Why weren't you satisfied with...? n=169
2. \* Asked of % who rated the availability of footpaths 1-3 out of 10

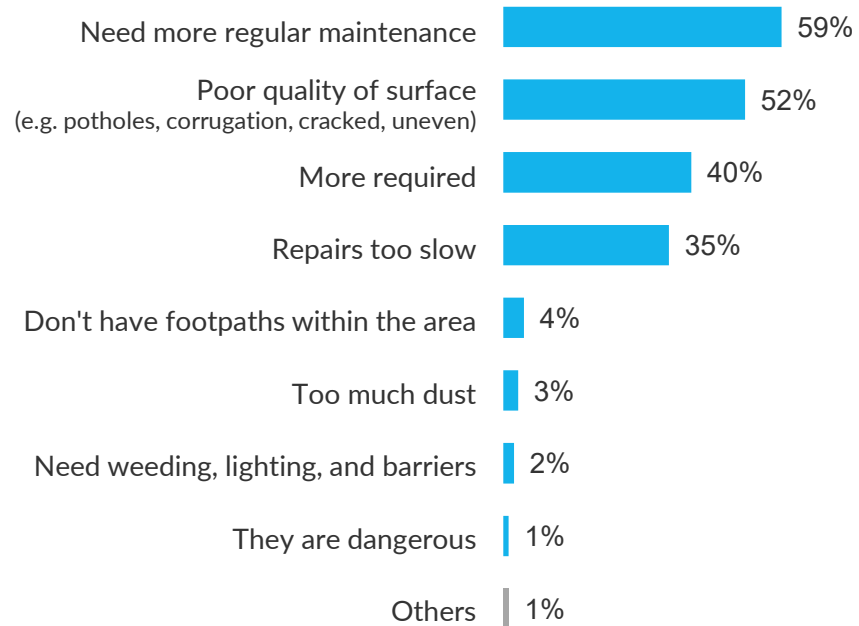
# Reasons for Dissatisfaction: How Well Footpaths are Maintained

More than half (55%) of residents are dissatisfied with *How well footpaths are maintained* in the Far North district. Amongst them, 59% cited the *Need for more regular maintenance* as their reason for dissatisfaction.

**% Who rated how well footpaths are maintained 1-4 out of 10**



## Reasons for low rating\*



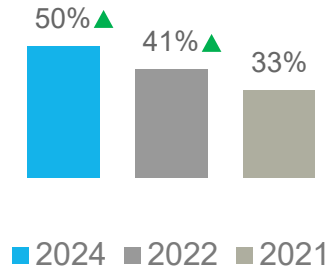
Notes:

1. RF1A. Why weren't you satisfied with...? n=158
2. \* Asked of % who rated how well footpaths are maintained 1-3 out of 10

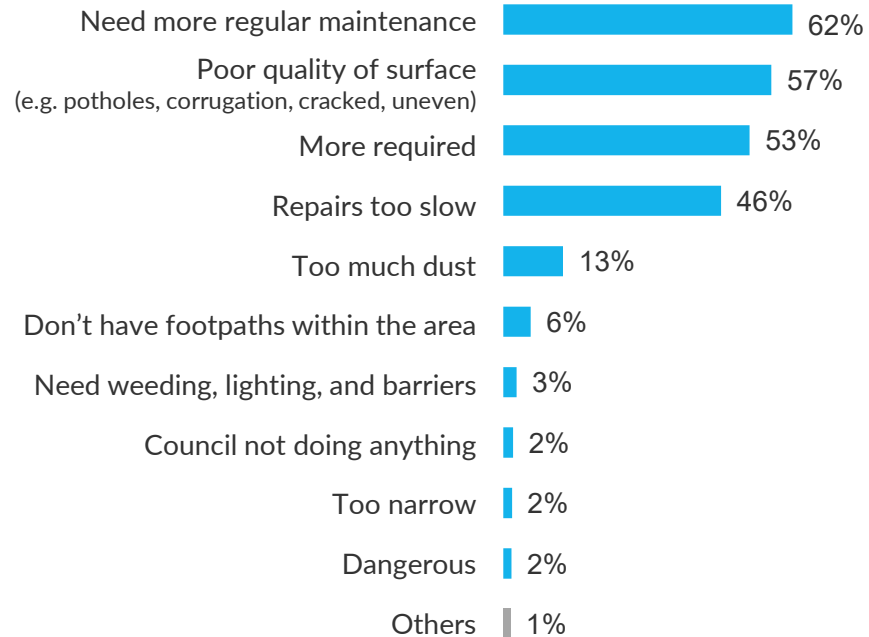
# Reasons for Dissatisfaction: How Well Far North District Council-Owned Footpaths Meet Residents' Needs

50% of residents were dissatisfied with *Council footpaths meeting their needs*, showing a significant increase since 2022. The *Need for more regular maintenance* (62%) and *Poor quality of surface* (57%) were the main reasons for low ratings.

**% Who rated the Council owned footpaths meeting residents' needs 1-4 out of 10**



## Reasons for low rating\*



**Notes:**

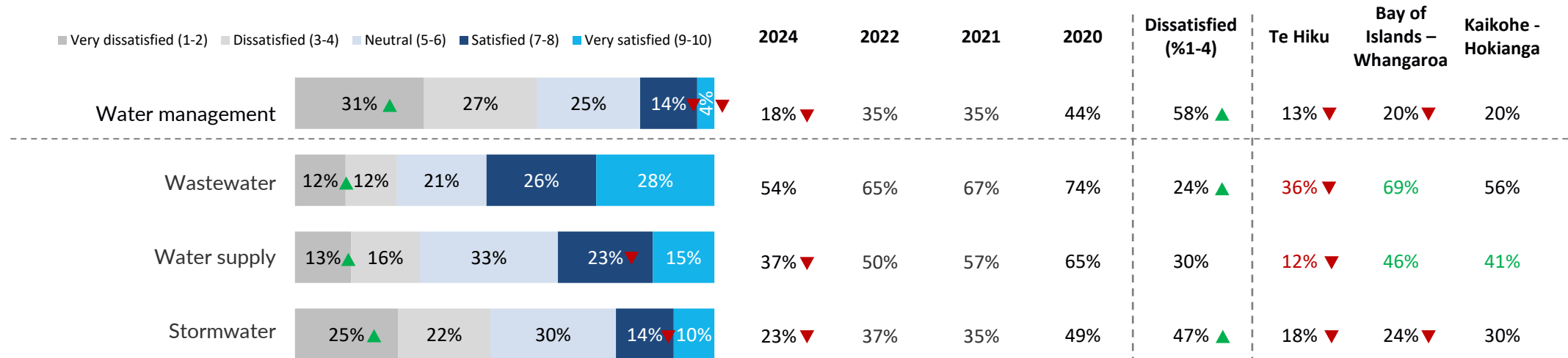
1. RF1A. Why weren't you satisfied with...? n=148
2. \* Asked of % who rated how well Far North District Council-owned footpaths meet your needs 1-3 out of 10



# Water Management

# Water Management

Satisfaction with *Water management* (18%) has significantly declined over the past two years. All aspects related to *Water management* are significantly lower compared to 2022.



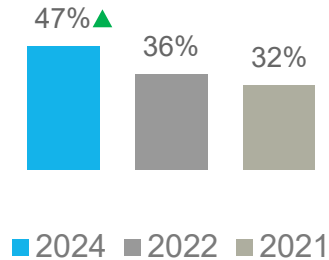
Notes:

1. TW2B. Overall, how satisfied or dissatisfied are you with the water you receive from the Far North District Council? n=100
2. TW4. On the scale of 1- 10, how satisfied or dissatisfied are you with the Far North District Council sewerage system? n=110
3. TW5. How satisfied are you with the Far North District Council-owned urban (town) stormwater management system? n=285
4. TW6. How would you rate your satisfaction with Council overall for its management of three waters in the district? n=315

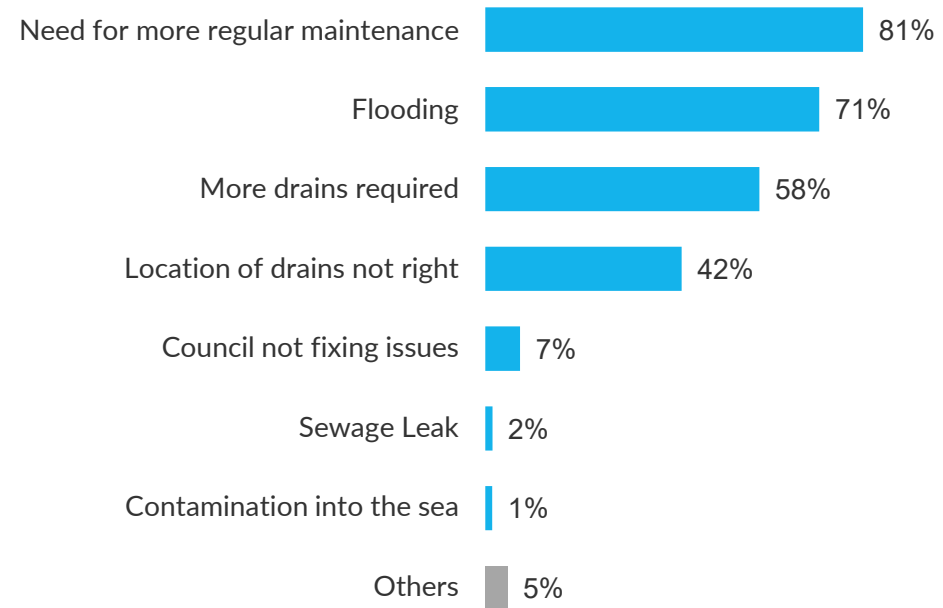
# Reasons for Dissatisfaction: Council-Owned Urban (town) Stormwater Management System

Amongst those who provided reasons for their low rating, 81% mentioned the *Need for more regular maintenance* of the Council's stormwater management system. Additionally, 71% cited dissatisfaction due to *Flooding*, and 58% mentioned the need for *More drains*.

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



**Reasons for low rating\***



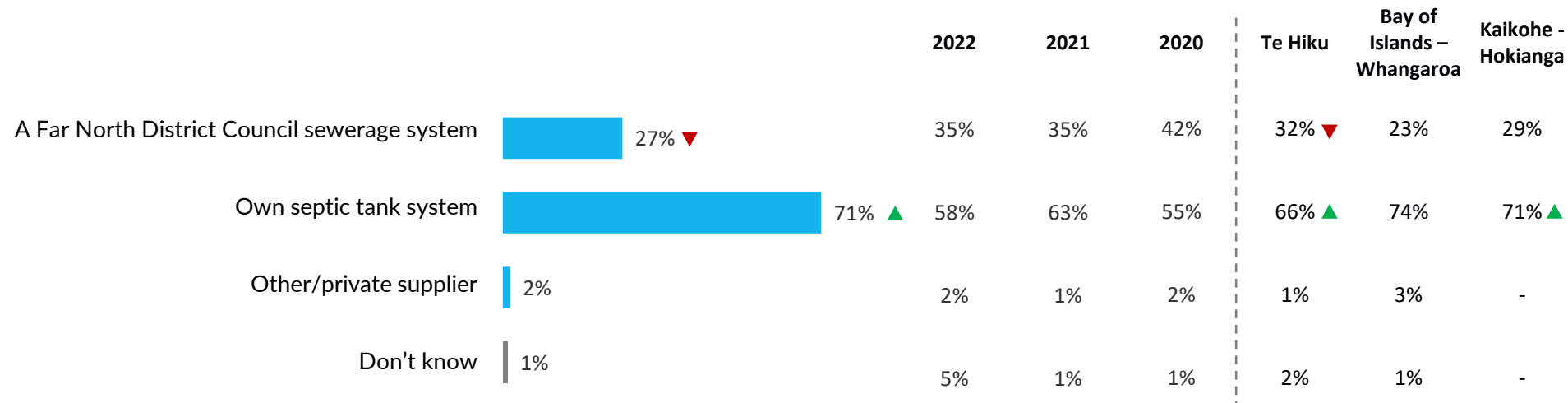
**Notes:**

1. TW5A. Why weren't you satisfied with...? n=102
2. \* Asked of % who rated the Council owned urban (town) stormwater management system 1-3 out of 10



# Wastewater Property Connection

Nearly three in ten households (27%) are connected to *A Far North District Council sewerage system*, while 71% use their *Own septic tank system*. A significant increase in the use of septic tank systems in the Te Hiku and Kaikohe-Hokianga wards was observed.



Notes:

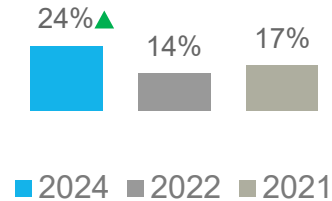
1. TW3. Which of the following best describes the wastewater system that your property is connected to?

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

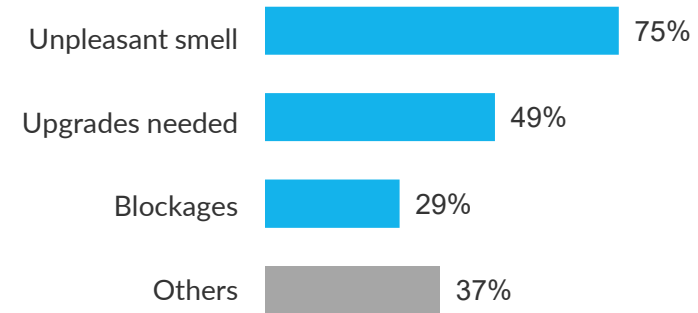
# Reasons for Dissatisfaction: Council Sewerage System

A significant increase in the number of residents reported being dissatisfied with the *Council's sewerage system* compared to the results from 2022. Amongst dissatisfied residents, 75% cited an *Unpleasant smell* as the main reason for their low rating of the *Council's sewerage system*.

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



Reasons for low rating\*

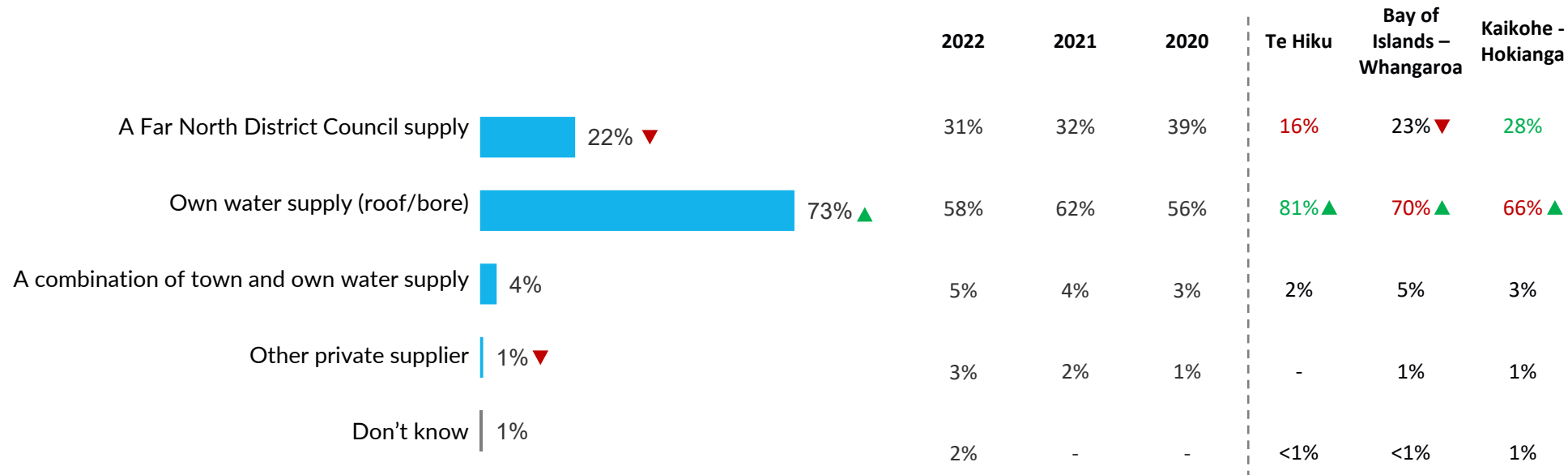


Notes:

1. TW4A. Why weren't you satisfied with...? n=19
2. \*Caution small base size <n=30
3. \* Asked of % who rated the Council sewerage system 1-3 out of 10

# Water Supply Connection

Only 22% of households are connected to the *Far North District Council water supply*, showing a significant decline from 31% in 2022. In contrast, 73% of households use their *Own water supply*.

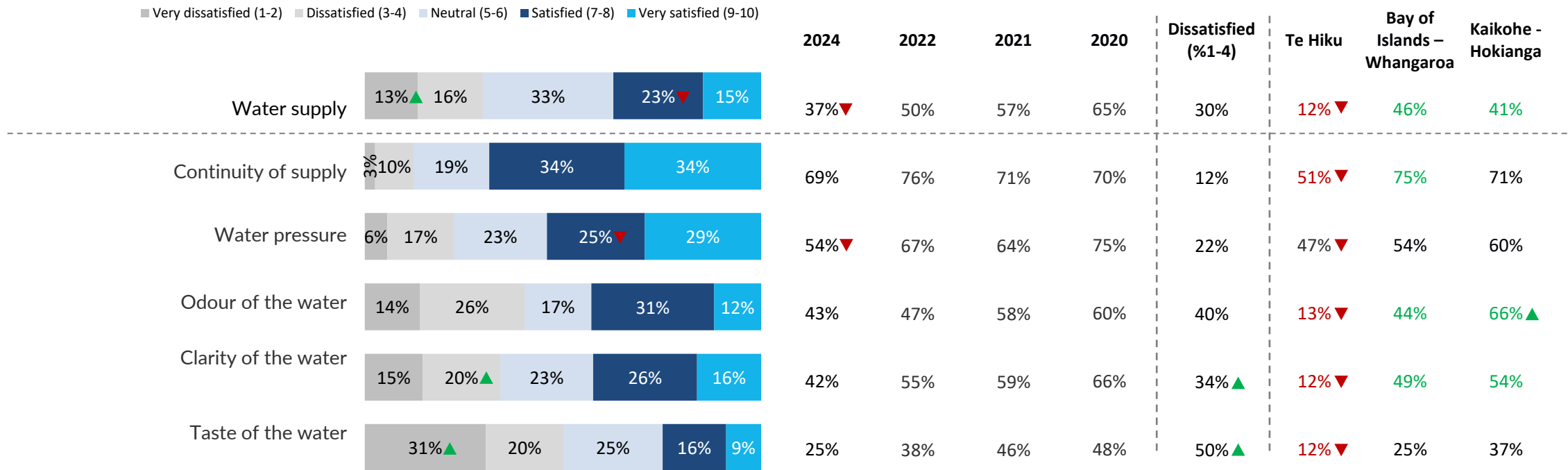


Notes:

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

# Water Supply

Satisfaction with the *Water supply* has continued to decline over the past four years, dropping from 65% in 2020 to 57% in 2021, 50% in 2022, and further to 37% in 2024. Residents in the Te Hiku ward are significantly less likely to be satisfied with the *Water supply* and its related measures compared to residents in other wards



Notes:

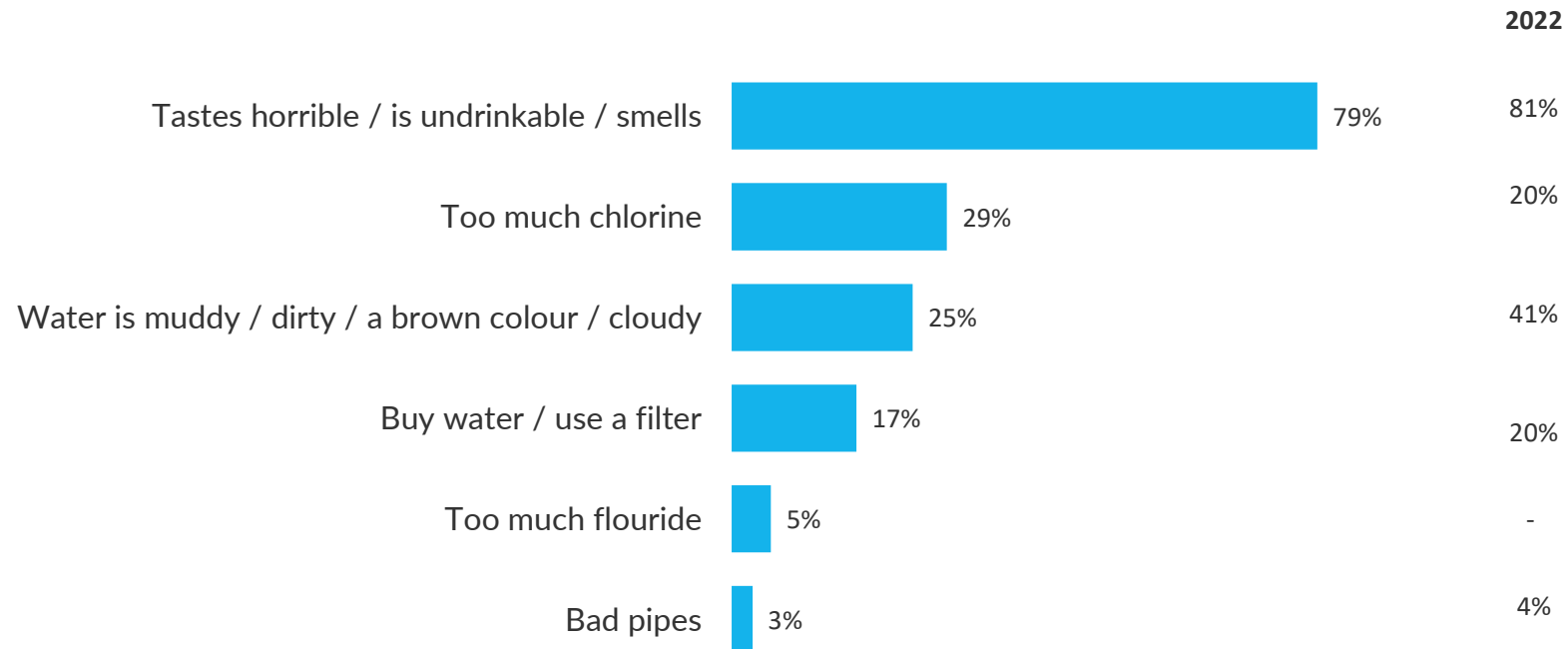
1. TW2. On the scale of 1- 10, how would you rate your satisfaction with... n=101
2. TW2B. Overall, how satisfied or dissatisfied are you with the water you receive from the Far North District Council? This is about the service not the cost. n=100

Year-on-year  
 ▲ Significantly higher  
 ▼ Significantly lower

Between demographics  
 ▲ Significantly higher  
 ▼ Significantly lower

# Reasons for Dissatisfaction with Water Supply

Nearly eight in ten dissatisfied residents (79%) cited the *Taste being horrible, undrinkable, or smelly* as their reason for dissatisfaction with the *Water supply*. This is evident as *The taste of the water* received the lowest rating from residents at 25%.



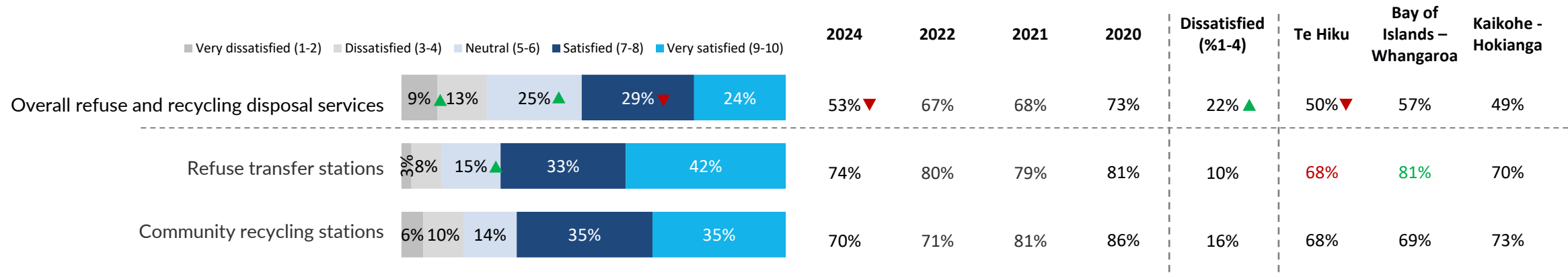


# Waste Management



# Waste Management

While satisfaction with the *Overall refuse and recycling disposal services* has declined over the past two years, residents have expressed high satisfaction levels towards the *Refuse transfer station* and *Community recycling stations*, with satisfaction scores of 74% and 70% respectively.

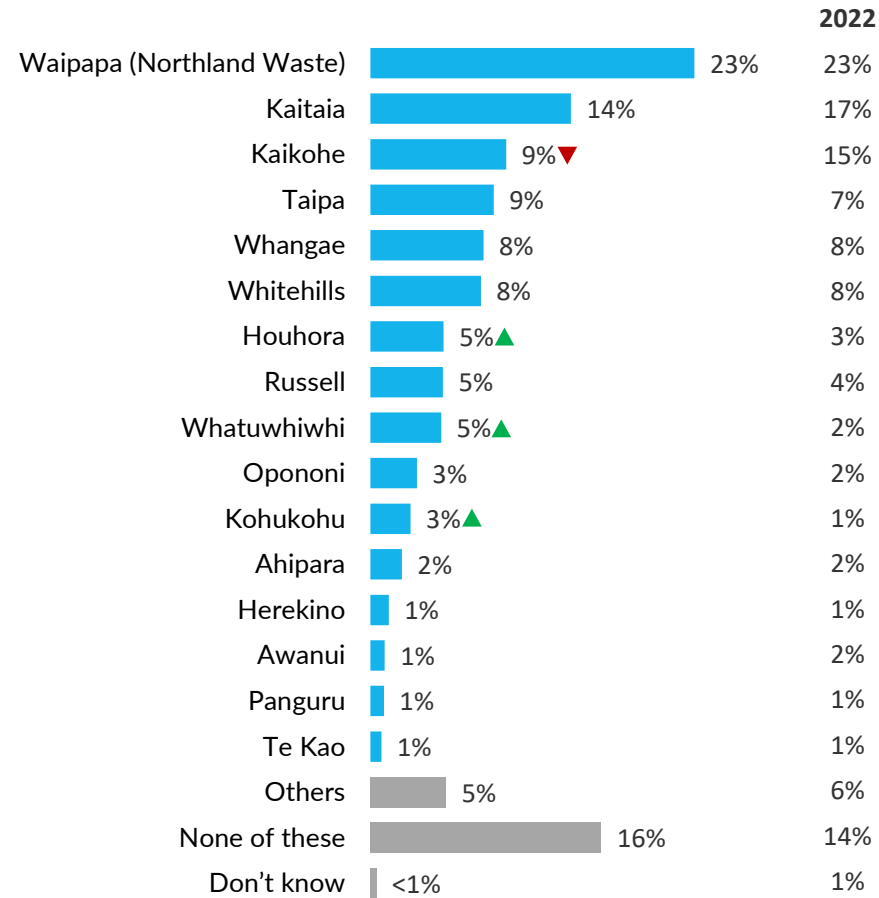


Notes:

1. 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? n=354
2. WR4. Still using the 1-10 scale, how satisfied or dissatisfied are you with the Council's community recycling stations? n=83
3. WR5. How would you rate your satisfaction with the Council overall for its refuse and recycling disposal services? n=302

# Refuse Transfer Station Used in Past 3 Months

Waipapa (23%) stands out as the most utilised refuse transfer station amongst all options available, followed by Kaitaia (14%).



Notes:

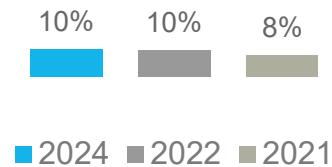
1. WR1. Which Far North District Council refuse transfer station have you used in the last 3 months? A refuse transfer station is a place where you can dispose of rubbish, and a wide range of recyclables.



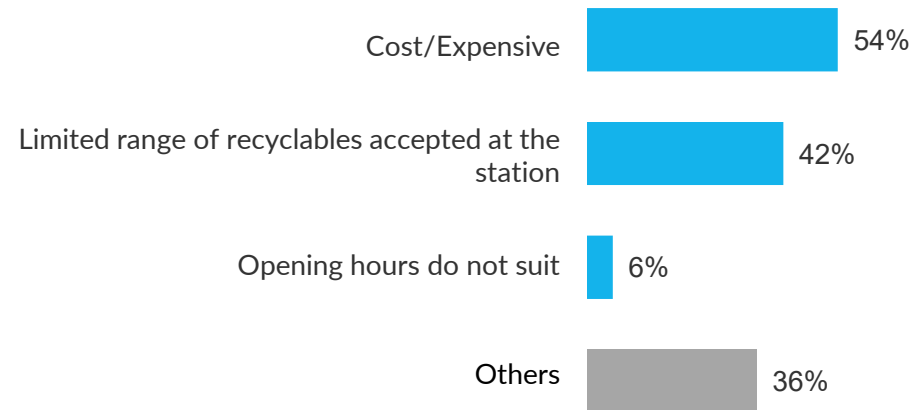
# Reasons for Dissatisfaction with Refuse Transfer Stations

One in ten residents (10%) express dissatisfaction with the *Refuse transfer stations*. The primary reasons for their low ratings include the *Cost* (54%) and the *Limited range of recyclables accepted at the station* (42%).

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



Reasons for low rating\*

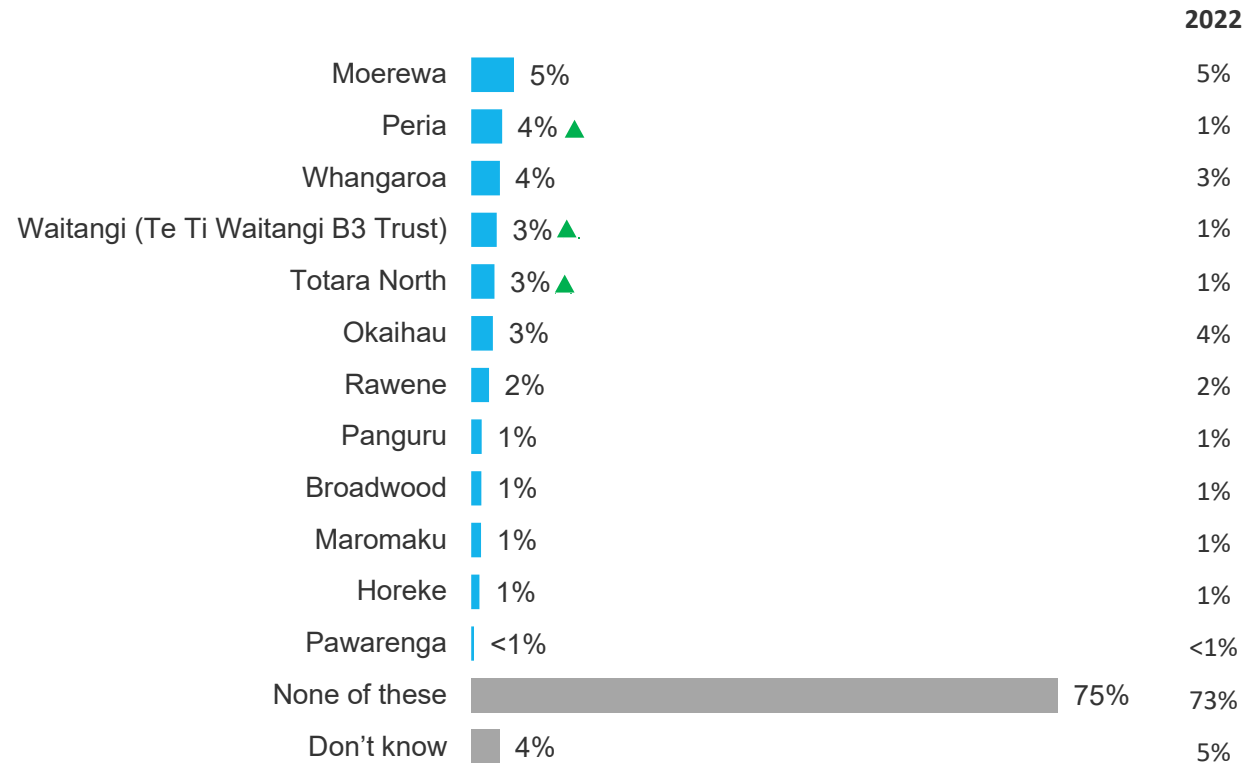


Notes:

1. WR2B. Why weren't you satisfied with...? n=20
2. \*\* Asked of % who rated the refuse transfer stations 1-3 out of 10

# Community Recycling Centres Used in Past 3 Months

5% of residents visited *Moerewa* in the past three months, while 4% visited *Peria* and *Whangaroa*. Visitation to the *Peria*, *Waitangi*, and *Totara North* recycling centres has seen a significant increase since 2022.



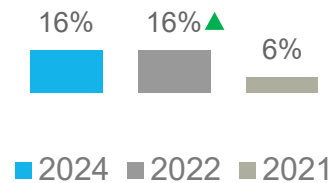
Notes:

- 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. Please select all that apply.

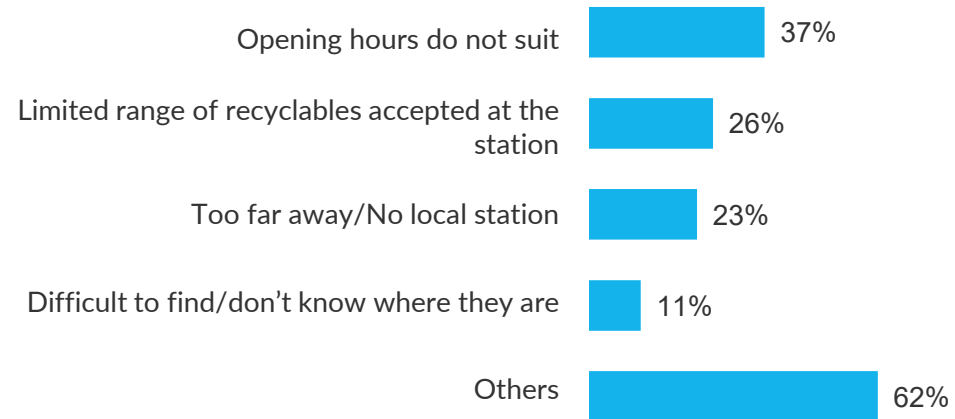
# Reasons for Dissatisfaction with Community Recycling Centres

Dissatisfaction with the *Community recycling centres* remains at the same level when compared with 2022. The main reasons for the low ratings are primarily related to the *Opening hours of the centers not being suitable* (37%) and the *Limited range of recyclables accepted* (26%).

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



**Reasons for low rating\***

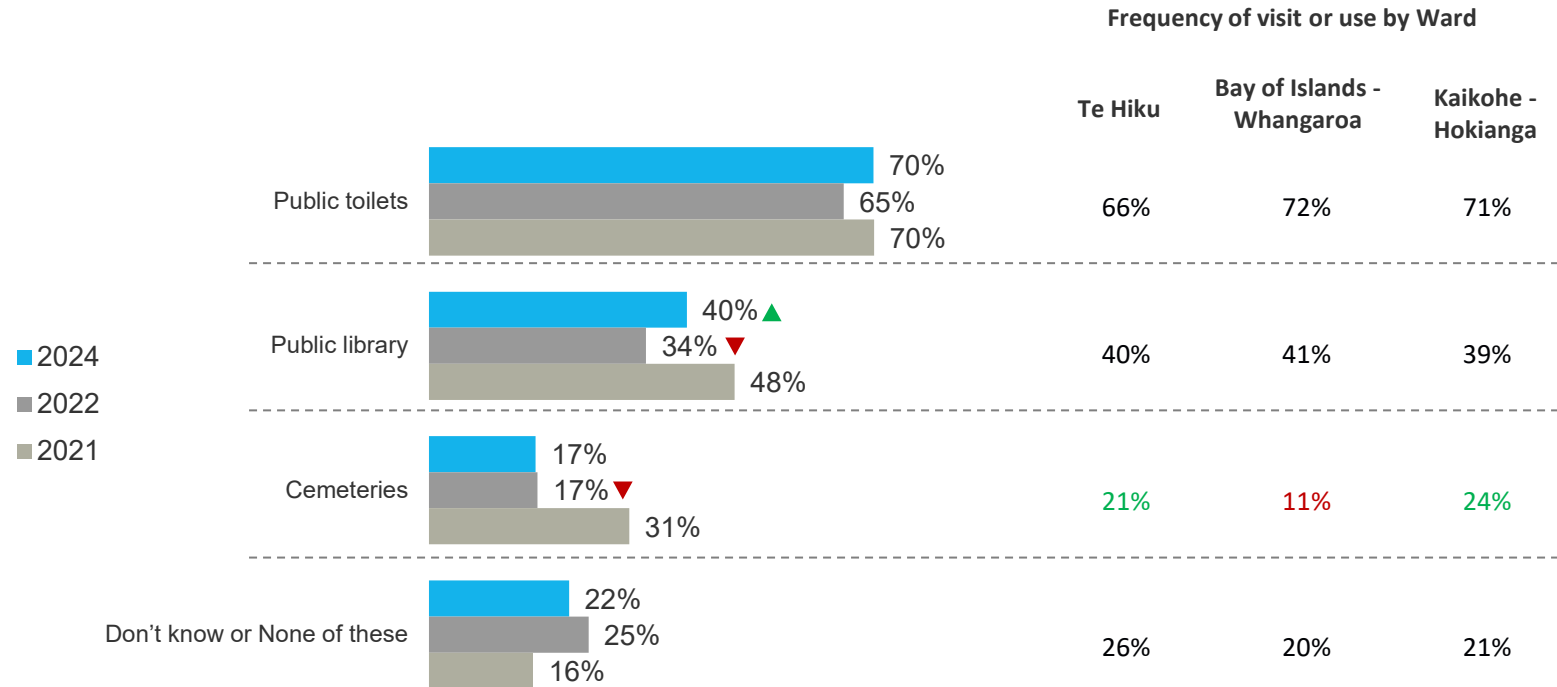




# Council's Public Facilities

# Facilities Visited or Used in the Last 3 Months

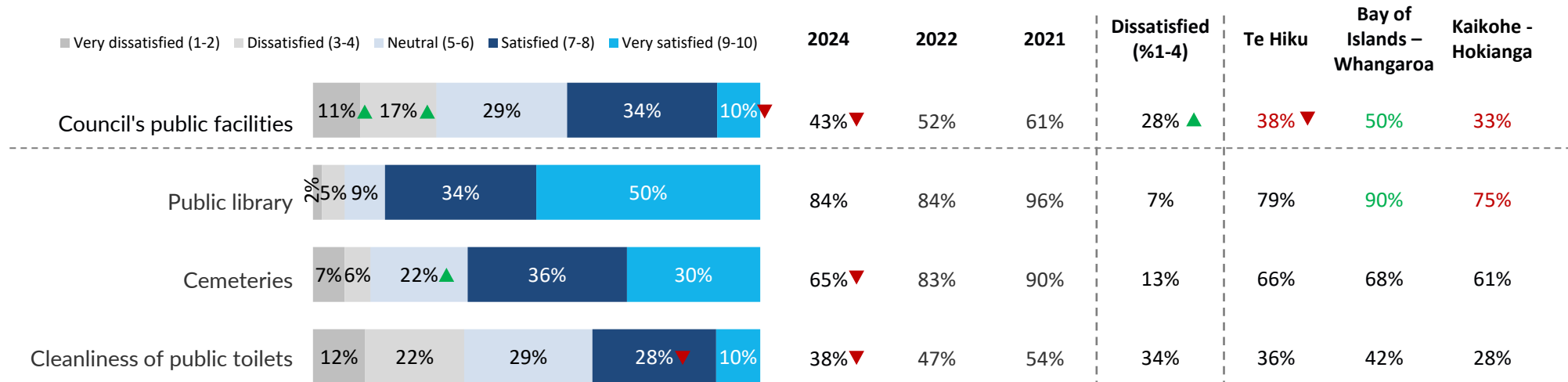
Visitation to *Public toilets* remains the highest amongst all public facilities maintained by the Council at 70%. While there has been a significant increase in visitation to the *Public library* from 34% in 2022 to 40% in 2024, it still falls short of the visitation rate recorded in 2021, which was 48%.



Notes:  
1. CF1. Which of the following facilities have you visited in the last three months?

# Council's Public Facilities

Satisfaction with the *Council's public facilities* remains relatively low at 43%, primarily due to residents' low satisfaction with the *Cleanliness of public toilets* (38%).



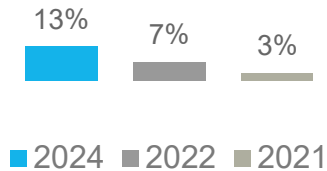
Notes:

1. CF2. On the scale of 1- 10, how would you rate your level of satisfaction with... n=280
2. 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? n=371

# Reasons for Dissatisfaction with Cemeteries

Dissatisfaction with *Cemeteries* has increased to 13% from 7% in 2022.

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

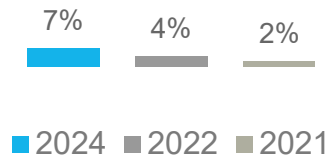


Reasons for low rating*	Cemeteries (n=6)
More frequent cleaning	5/6
Better level of cleaning	5/6
Maintenance/upgrade	5/6
Opening hours need to be longer	3/6
The availability of services	4/6

# Reasons for Dissatisfaction with Libraries

7% of residents are dissatisfied with the *Libraries*, citing *The availability of services* and *Maintenance and upgrades* as their primary reasons for the low ratings.

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



**Reasons for low rating\***

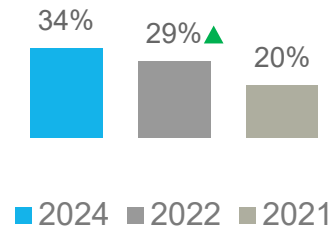
Reasons for low rating*	Libraries (n=7)
The availability of services	5/7
Maintenance/upgrade	4/7
More frequent cleaning	2/7
Better level of cleaning	2/7
Opening hours need to be longer	1/7
Other	1/7



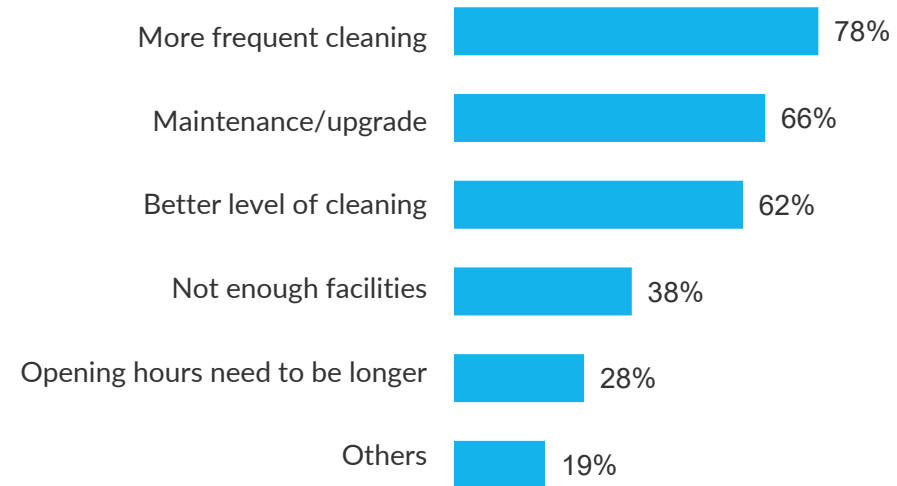
# Reasons for Dissatisfaction with Cleanliness of Public Toilets

34% of residents are dissatisfied with the *Cleanliness of public toilets*. The primary concerns cited include the need for *More frequent cleaning* (78%), *Maintenance and upgrades* (66%), and an overall *Better level of cleaning* (62%).

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



Reasons for low rating\*

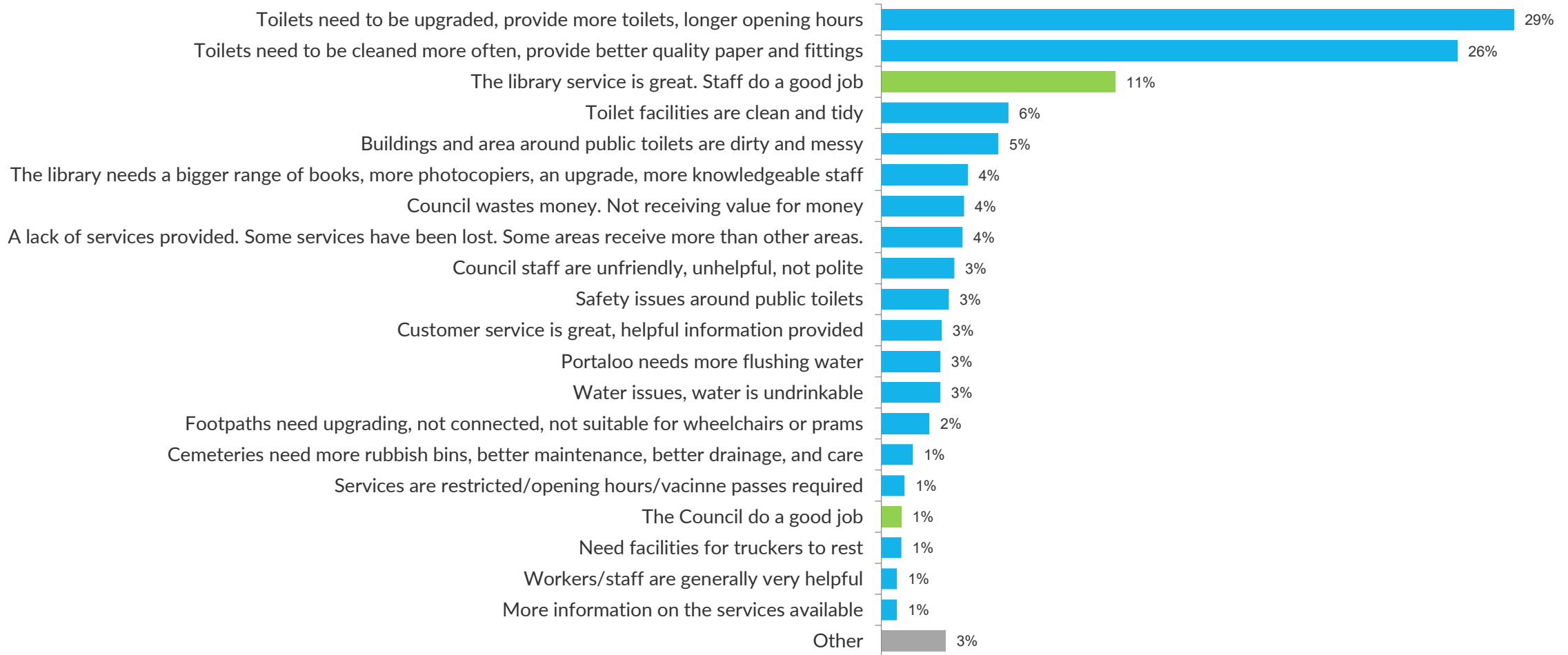


Notes:

1. CF2AG. Why weren't you satisfied with...? n=64
2. \* Asked of % who rated public toilets 1-3 out of 10

# Comments about Council's Public Facilities

Most of the comments about the Council's public facilities revolve around the improvements of *Public toilets*.

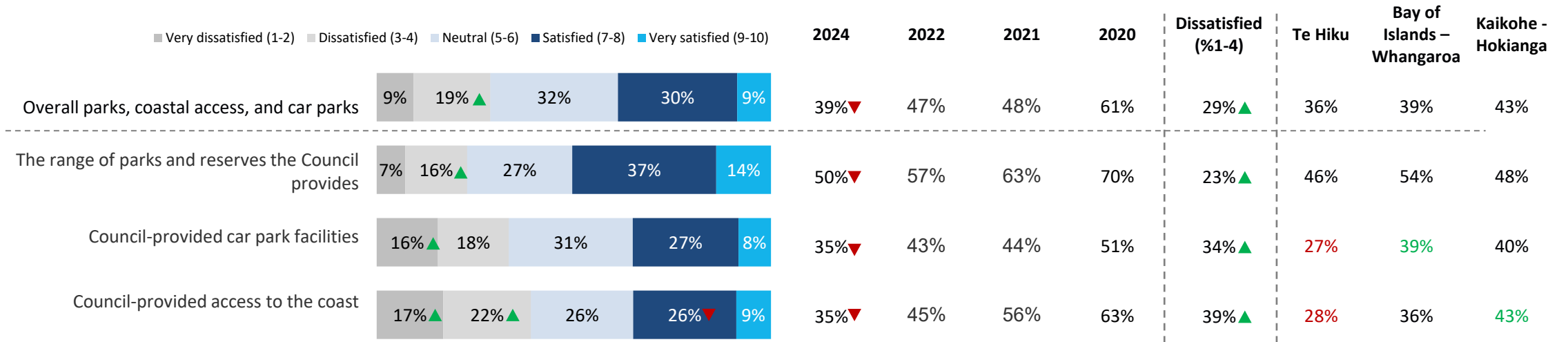


An aerial photograph showing a coastal town and its surrounding landscape. On the left, a wide, sandy beach meets the ocean. A river flows from the inland area towards the beach, creating a delta-like structure. The town is situated inland from the beach, with a mix of residential buildings and green spaces. The landscape beyond the town is mostly flat, with patches of green and brown fields. The sky is clear and blue.

# Parks, Coastal Access, and Car Parks

# Parks, Coastal Access and Car Parks

Satisfaction with *parks, coastal access, and car parks* has remained low with significant decline since 2022. Residents in Te Hiku are less likely to be satisfied with these Council services compared to residents in other areas.



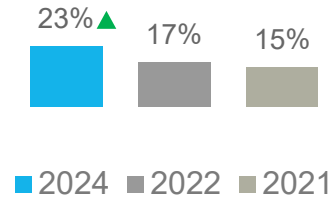
Notes:

- 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... n=383
- PR2. And overall, how satisfied are you with Council parks, coastal access and car parks? n=390

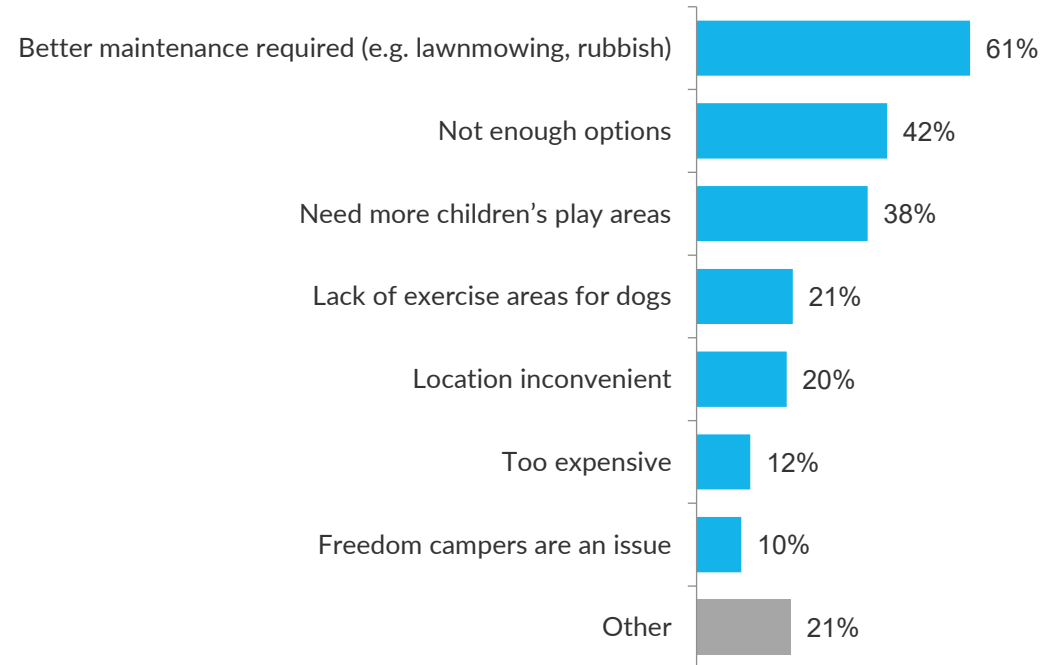
# Reason for Dissatisfaction with the Range of Parks and Reserves the Council Provides

The number of residents who are dissatisfied with the *Range of parks and reserves provided by the Council* remains relatively low. However, dissatisfaction has increased from 17% in 2022 to 23% in 2024. Respondents cited that *Better maintenance is required* (61%) and *Not enough options* (42%) as their primary reasons for their low rating.

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



**Reasons for low rating\***



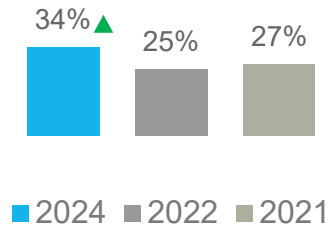
**Notes:**

1. PR1A. Why weren't you satisfied with...? Very dissatisfied (1-3) n=46
2. \*Asked of % who rated the range of parks and reserves the Council provides 1-3 out of 10

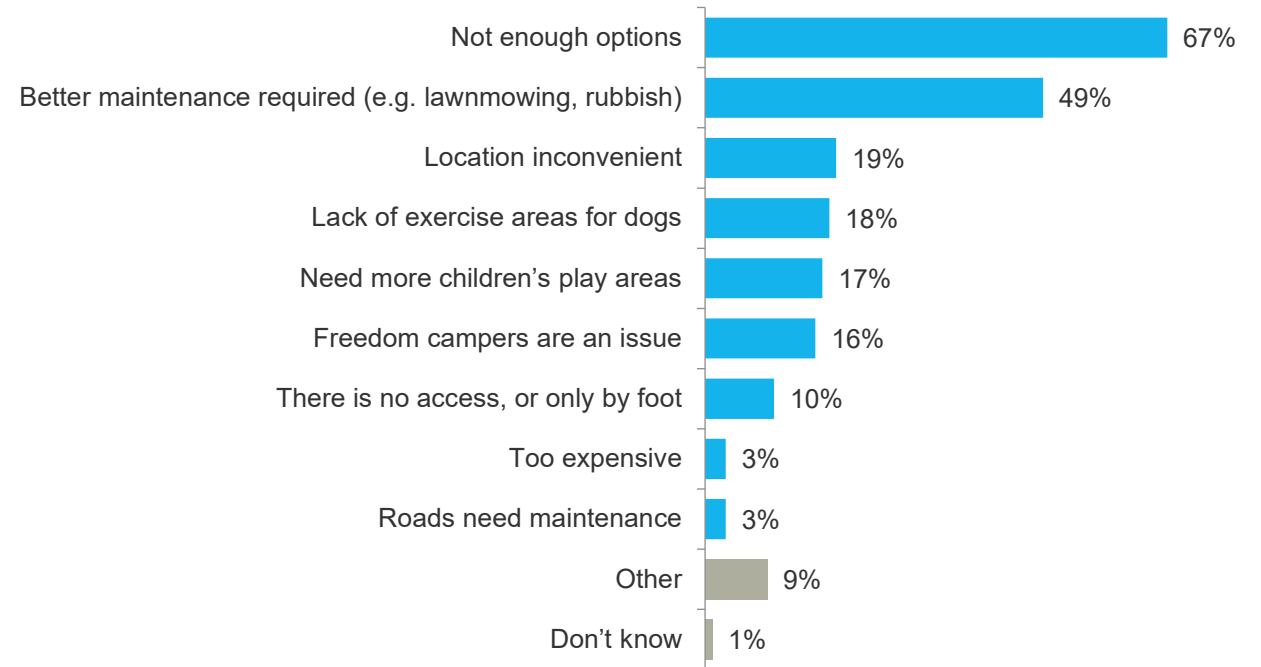
# Reason for Dissatisfaction with Council-provided Car Park Facilities

34% of residents are dissatisfied with *Council-provided Car Parks*, primarily due to *Lack of options* (67%) and *Inadequate maintenance* (49%).

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



**Reasons for low rating\***

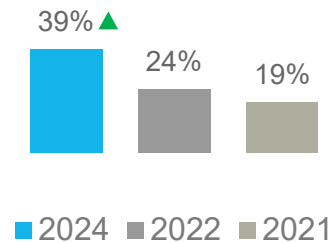


Notes:  
 1. PR1A. Why weren't you satisfied with...? Very dissatisfied (1-3) n=93  
 2. \*Asked of % who rated Council-provided car park facilities 1-3 out of 10

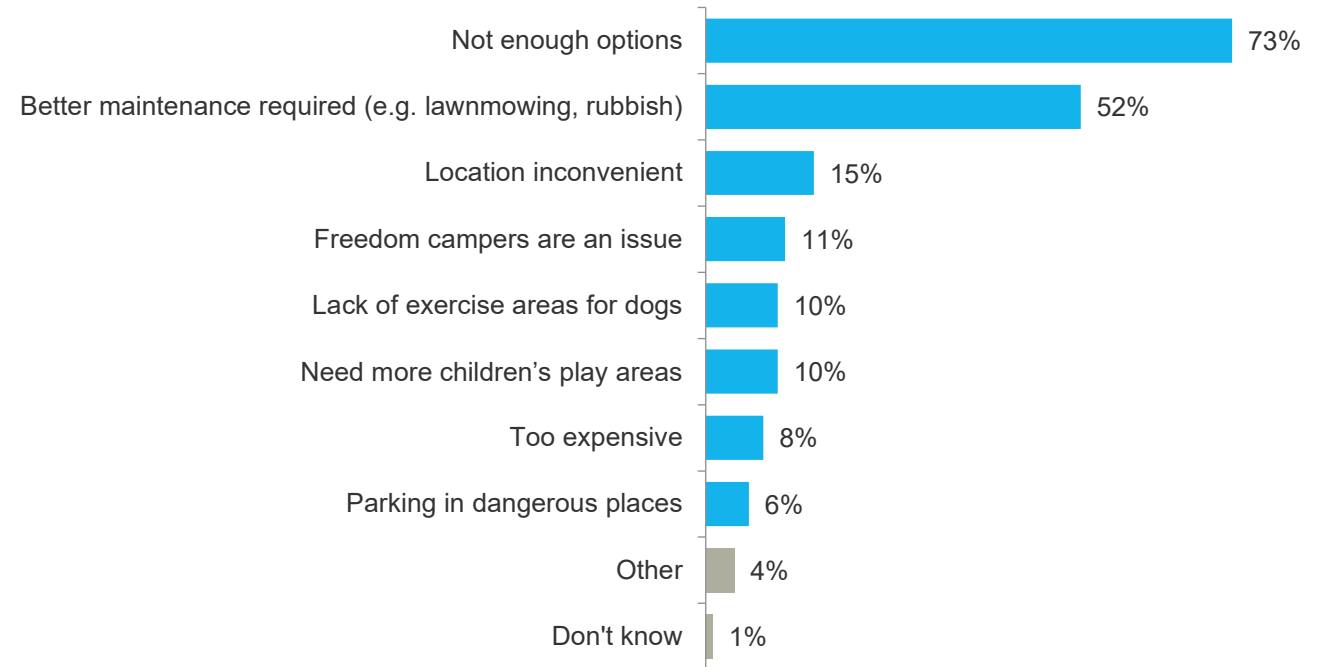
# Reason for Dissatisfaction with Council-provided Access to the Coast

Nearly four in ten residents (39%) are dissatisfied with the *Council-provided access to the coast*. Of those who provided reasons, 73% cited *Not enough options*, while 52% mentioned the need for *Better maintenance* as their reason for the low ratings.

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



**Reasons for low rating\***



Notes:  
 1. PR1A. Why weren't you satisfied with...? Very dissatisfied (1-3) n=101  
 2. \*Asked of % who rated Council-provided car park facilities 1-3 out of 10

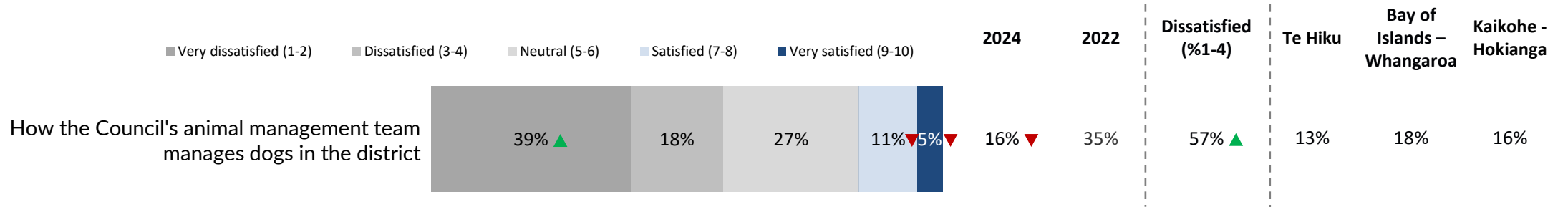


# Animal Management



# Animal Management Services

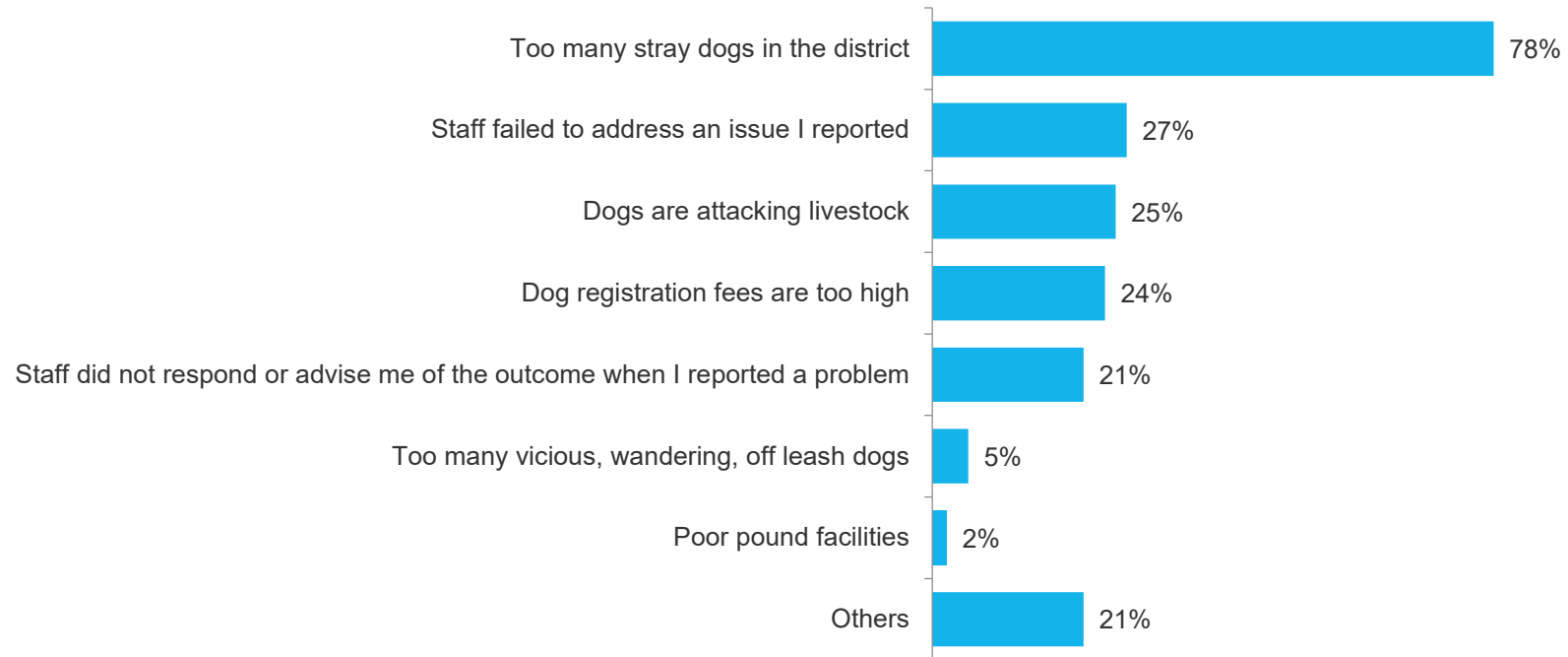
Satisfaction with *Council's management with dogs in the district* has experienced a significant decline, dropping from 35% in 2022 to 16% in 2024. Residents in *Te Hiku ward* rated the Council's dog management the lowest at 13%.



Notes:  
 1. 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... n=296

# Reasons for Dissatisfaction with Animal Management Services

Those who rated the *Council's management of dogs* primarily cited *Too many stray dogs in the district* (78%).



Notes:

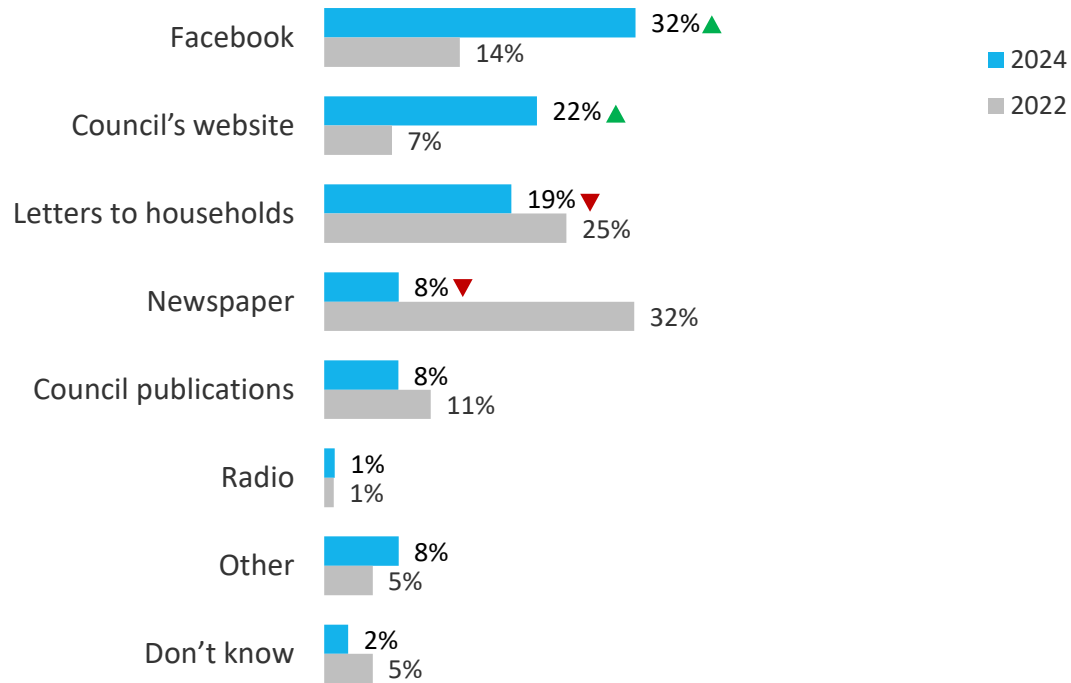
1. AM2. Why weren't you satisfied with the how the Council's Animal Management Team manages dogs or wandering livestock in the district? n=167
2. \*Asked of % who rated Council-provided car park facilities 1-3 out of 10



# Governance, Communication and Strategic Administration

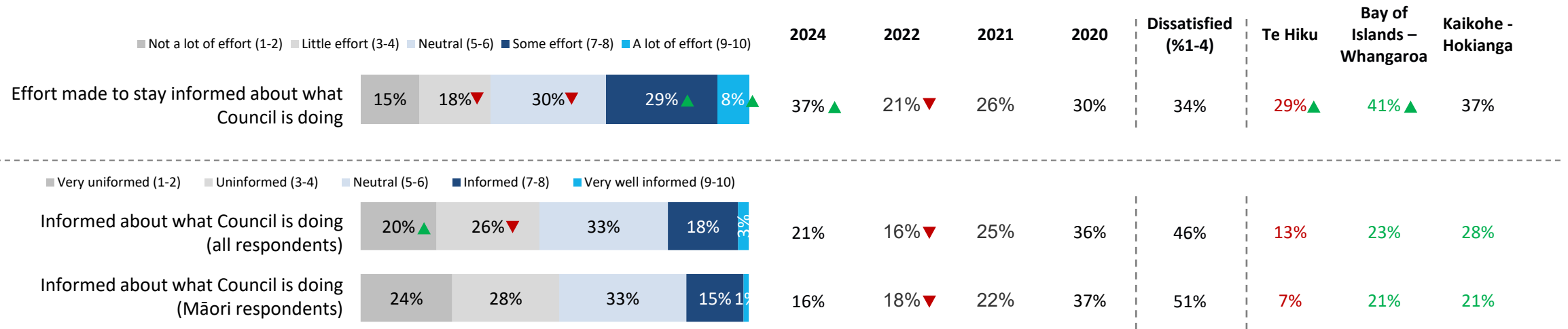
# Sources of Information about Council

Residents primarily rely on online sources for information about the Council, with 32% using *Facebook* and 22% using the *Council's website*. In contrast, only 8% now rely on *Newspapers*, indicating a shift in residents' behavior towards obtaining information about the Council online.



# Informed About What Council Does

Nearly four in ten residents (37%) have *Made some or a lot of effort to stay informed about what Council is doing*. Despite the overall low effort, residents in the Te Hiku ward have shown an increase in their efforts since 2022, rising from 19% to 29%. 21% of residents are *Informed about what Council is doing*, a rate higher than the 16% amongst Māori residents.



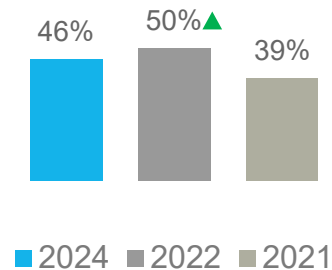
Notes:

- 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? n=406
- 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? n=402, Maori n=134

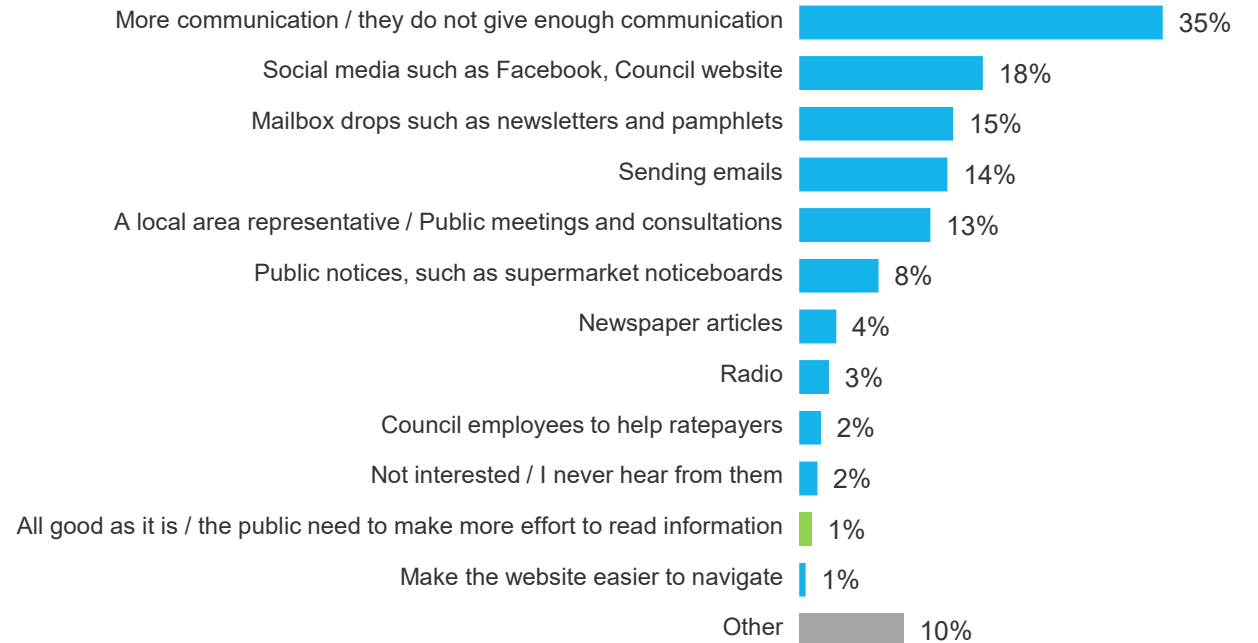
# Suggested Improvements to Keep Residents Informed

Many residents who felt uninformed about the Council recommended *Increased communication* (35%) and the utilisation of online platforms such as *Facebook and the Council website* (18%). This demonstrates that online channels are becoming the major source of information for residents about the Council.

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



**Suggested improvements\***

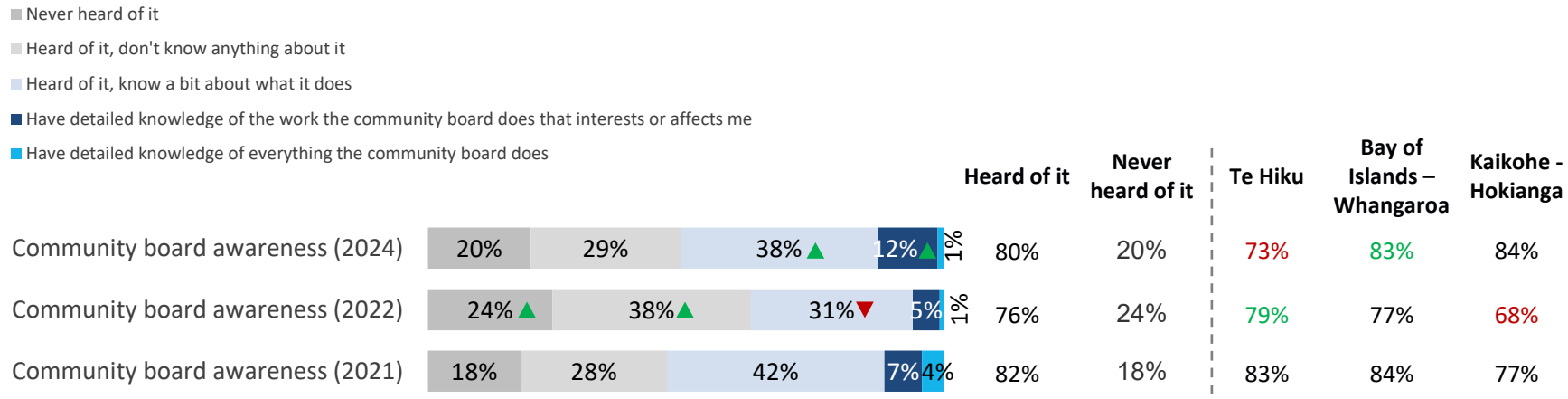


**Notes:**

1. GC4. In general, how well-informed do you feel about what Council is doing? n=402
2. GC4A: How could Council improve the way it keeps you informed? n=127
3. \*Asked of % who rated being informed about what Council is doing 1-3 out of 10

# Awareness of the Community Board that Operates within the District

Eight in ten residents (80%) have heard of the *Community board*, representing a slightly higher level of awareness compared to 2022 (76%).

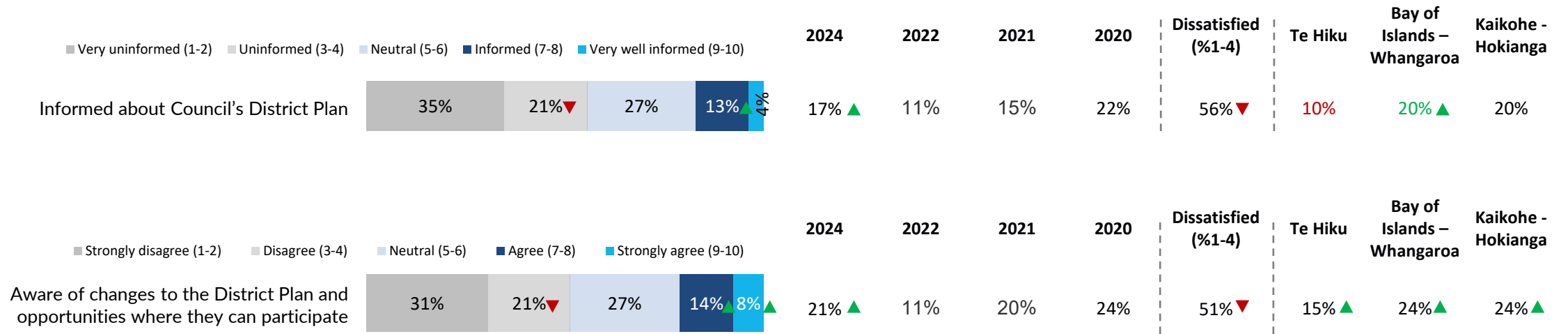


Notes:

1. GC1. Which of the following best describes your awareness of the community board that operates in your area? n=409

# Council's District Plan

17% of residents felt *Informed about the Council's district plan*, while 21% are *Aware of changes to the district plan and opportunities for participation*, a significantly higher rate compared to 2022.



Notes:  
 1. CSC. 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)? n=396  
 2. 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...? n=385

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 "Creating Great Places, Supporting our People" was associated with the Council by 15% of residents, reflecting a slight decline compared to 2022. While the association with *Love it here* and *Our Northland – together we thrive* experienced a significant decline.

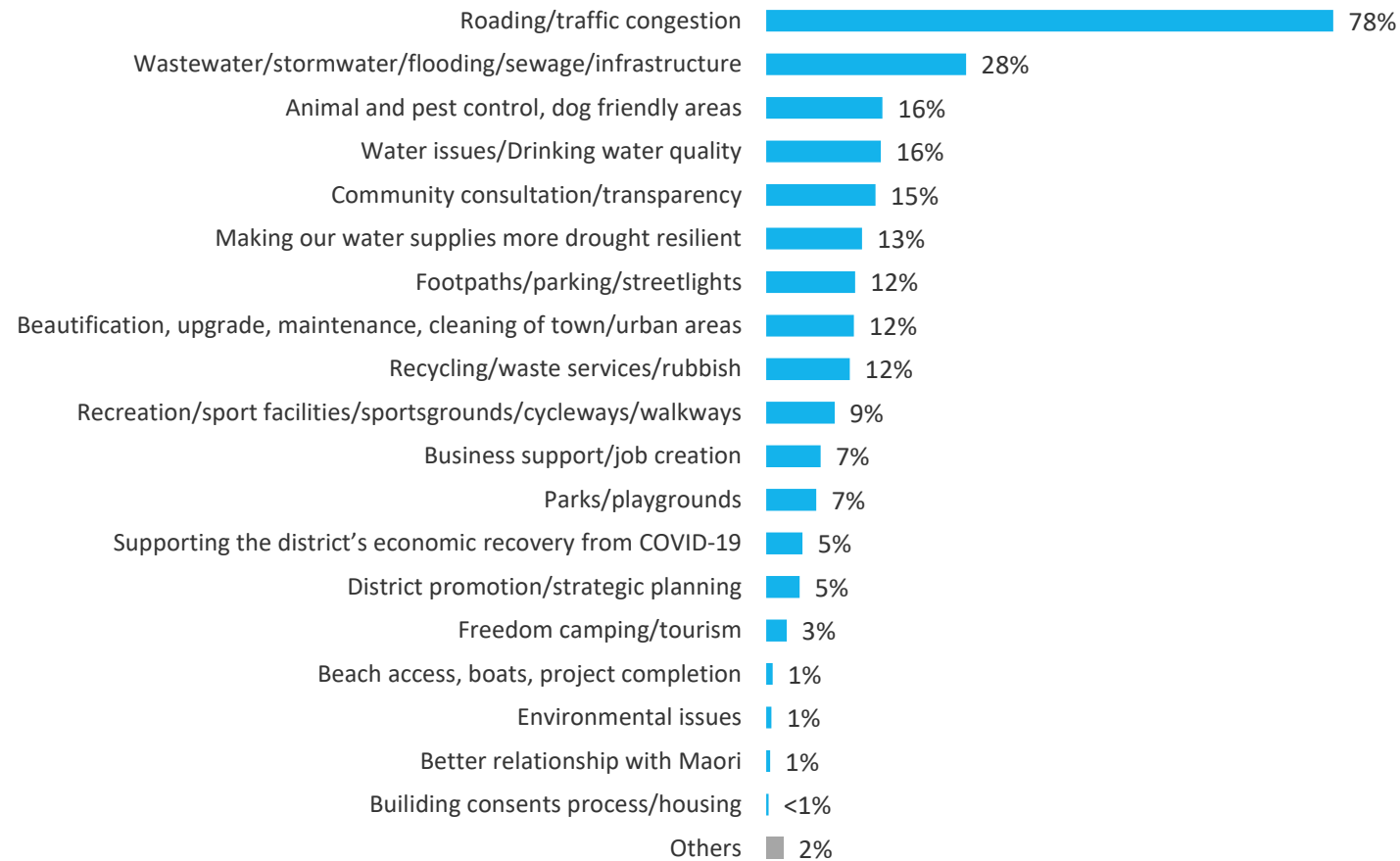
Brand statement	2022	2021	Demographics			Quality programme	2022	2021	Demographics				
			Te Hiku	Bay of Islands - Whangaroa	Kaikohe - Hokianga				Te Hiku	Bay of Islands - Whangaroa	Kaikohe - Hokianga		
Love it here	10% ▼	19%	26%	12%	12% ▼	3% ▼	QualMark	4%	4%	7%	3%	4%	2%
Our Northland - together we thrive	11% ▼	16%	17%	8%	11%	16%	CouncilMark	6%	6%	9%	2%	9%	5%
Creating Great Places, Supporting our People	15%	16%	14%	16%	15%	13%	CodeMark	<1%	-	-	1%	-	-
Two Oceans, Two Harbours	5%	8%	9%	4%	4%	6%	FernMark	1%	1%	2%	-	2%	1%
Don't know	59%	41%	33%	60%	57%	62%	Don't know	89%	89%	80%	94%	85%	92%

Notes:

- GC5a. Which of the following brand statements do you associate with the Far North District Council?
- GC5b Which of the following quality programmes is the Far North District Council a member of (single mention)?

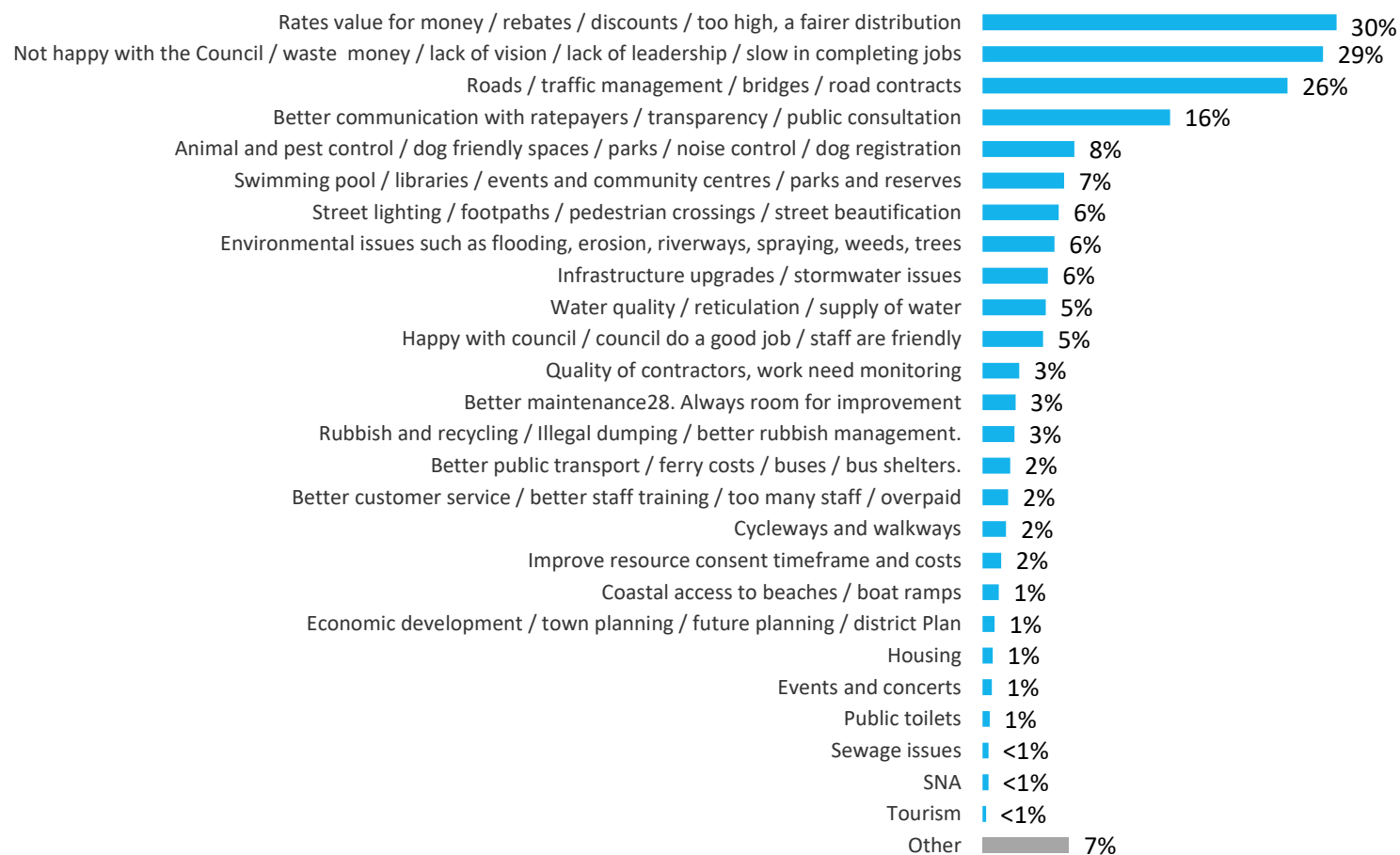
# Priority for the Next 12 Months

Consistent with the result in 2022 (71%), *Roading/traffic congestion* emerged as the top priority for 78% of residents for Council to focus on over the next 12 months, followed by *Wastewater/stormwater/flooding/sewage infrastructure* at 28%.



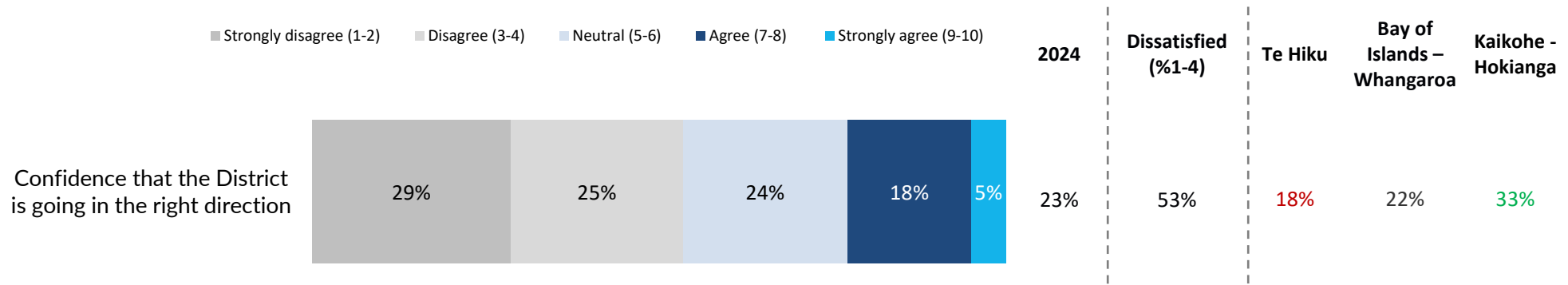
# General Comments

Rates providing value for money (30%), Not being happy with the Council (29%), and Roads/traffic management (26%) were the predominant areas mentioned in the general comments.



# Confidence that the District is going in the right direction

Less than one quarter (23%) of residents are *Confident that the District is going in the right direction*. Respondents from the Te Hiku ward reported the lowest confidence at 18%, whilst those in Kaikohe-Hokianga were more confident in the direction that the Council is going with 33%.

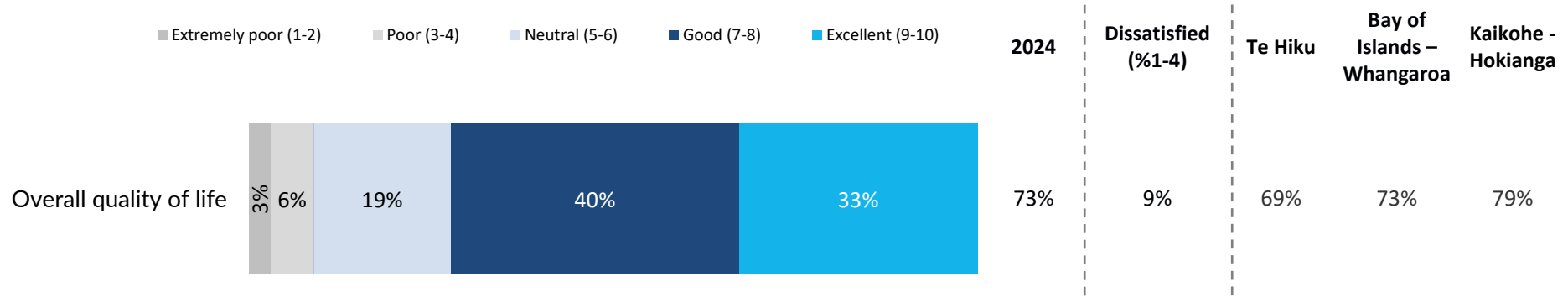


Notes:

1. QOL2\_1 On a scale of 1 to 10 where 1 is 'strongly disagree' and 10 is 'strongly agree', how strongly do you agree or disagree with the following statement about the District? - You're confident that the District is going in the right direction? n=383
2. New question for 2024- no historical data available

# Quality of life

Close to three quarters (73%) of residents rated their overall quality of life as *Good* or *Excellent*, with just 9% stating it as being *Poor* or *Extremely poor*. There are no significant differences across wards.



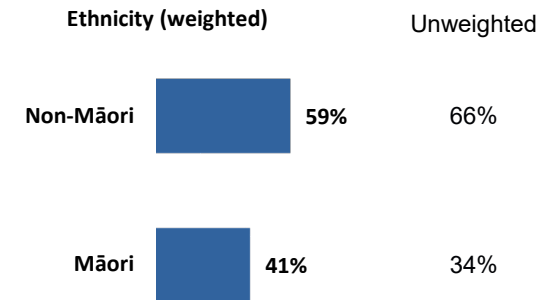
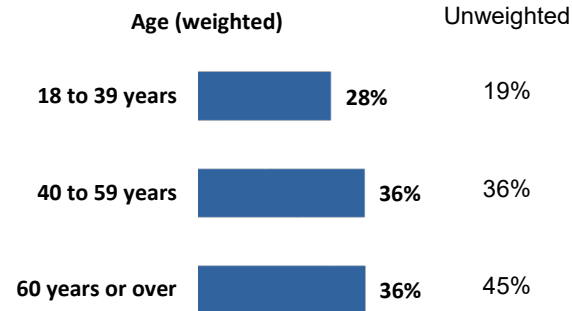
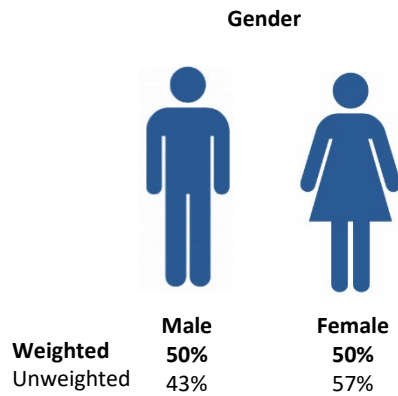
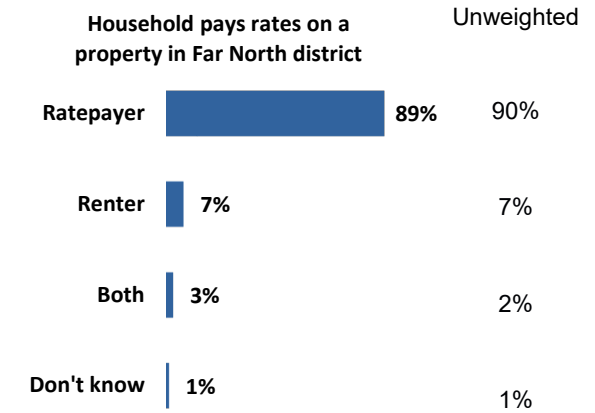
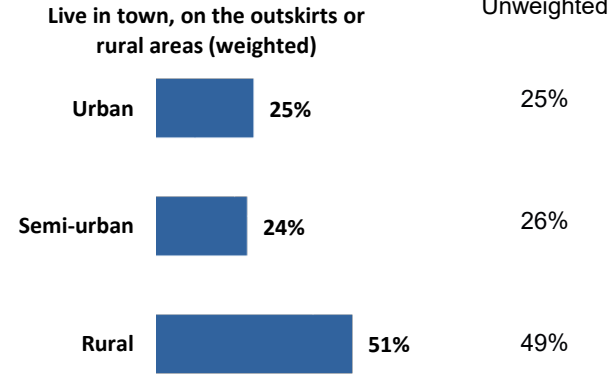
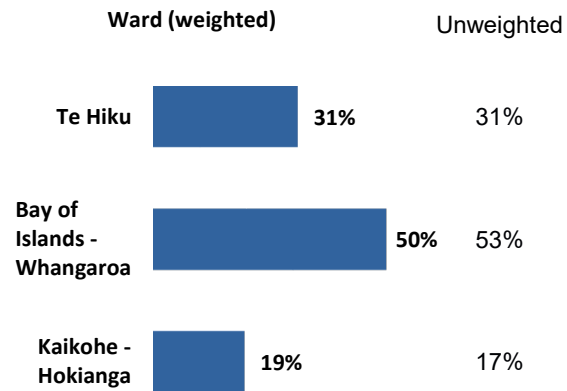
Notes:

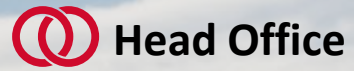
1. QOL1 On a scale of 1 to 10 where 1 is 'extremely poor' and 10 is 'extremely good', how would you rate the overall quality of your life? n=403
2. New question for 2024- no historical data available



# Sample Profile

# Sample Profile





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