



# Northland Regional Council

Resident Satisfaction Full Report – May 2016

## Table of contents

Objectives and methodology	Page 3
Executive summary	Page 4
Key performance measures	Page 6
Awareness of core services	Page 10
Reputation	Page 13
Communication, community involvement and engagement	Page 17
Value for money	Page 22
Contact with Council	Page 24
Driver Analysis	Page 27
Appendix – age, district, ethnicity	Page 33
Demographics	Page 53

## Objectives and Methodology

### Specific objectives were to:

- Provide a robust measure of satisfaction with the council's performance in relation to service delivery
- Determine performance drivers and assist the council to identify the best opportunities to further improve satisfaction, including satisfaction among defined groups within the region and its districts
- Assess changes in satisfaction over time and measure progress towards the Long Term Plan objectives

### Methodology

- A telephone survey of n=332 residents across the Northland region
- Telephone numbers were achieved by random selection from white pages listings
- The response rate for the survey was 6.2%
- Quota targets were applied to ensure a sufficient sample by key demographic features including age, location, gender and ethnicity
- Post survey the data has been weighted to the 2013 Census data to ensure that the sample is representative of known population distributions within the region
- Interviewing was conducted between 4 April and 13 May 2016
- At an aggregate level the survey has an expected confidence interval at the 95% level (margin of error) of +/-5.3%

### Notes

- Due to rounding, figures may add to just under/over (+/- 1%) 100%



## Executive summary

## Key Findings

1

Overall performance for Northland Regional Council is reasonable with 47% of Northland residents providing a *'satisfied'* (% 7-10) assessment of its performance. Whangarei residents are more likely than residents in the Far North to rate the council well for overall performance

2

Value for rates paid has a high impact on overall satisfaction (57%) and of note is the area evaluated lowest by residents, with just over four in ten (41%) giving a *'satisfied'* rating. Improving value perceptions represents the most significant opportunity for the council

3

Council is seen to have a reasonably positive reputation of 66 which falls within the acceptable range of 60-79. For the evaluation, residents were asked to consider attributes such as leadership, financial management, trust and quality of services provided. Half (50%) the residents evaluate overall reputation as *'good'* (%7-10 out of 10) and only 16% of residents rated council's reputation poorly

4

Northlanders are generally aware of many of the core services provided by Northland Regional Council, however there is opportunity to improve awareness that it provides services such as the EnviroSchools programme, the bus services, and provides funding of emergency rescue services and special projects

5

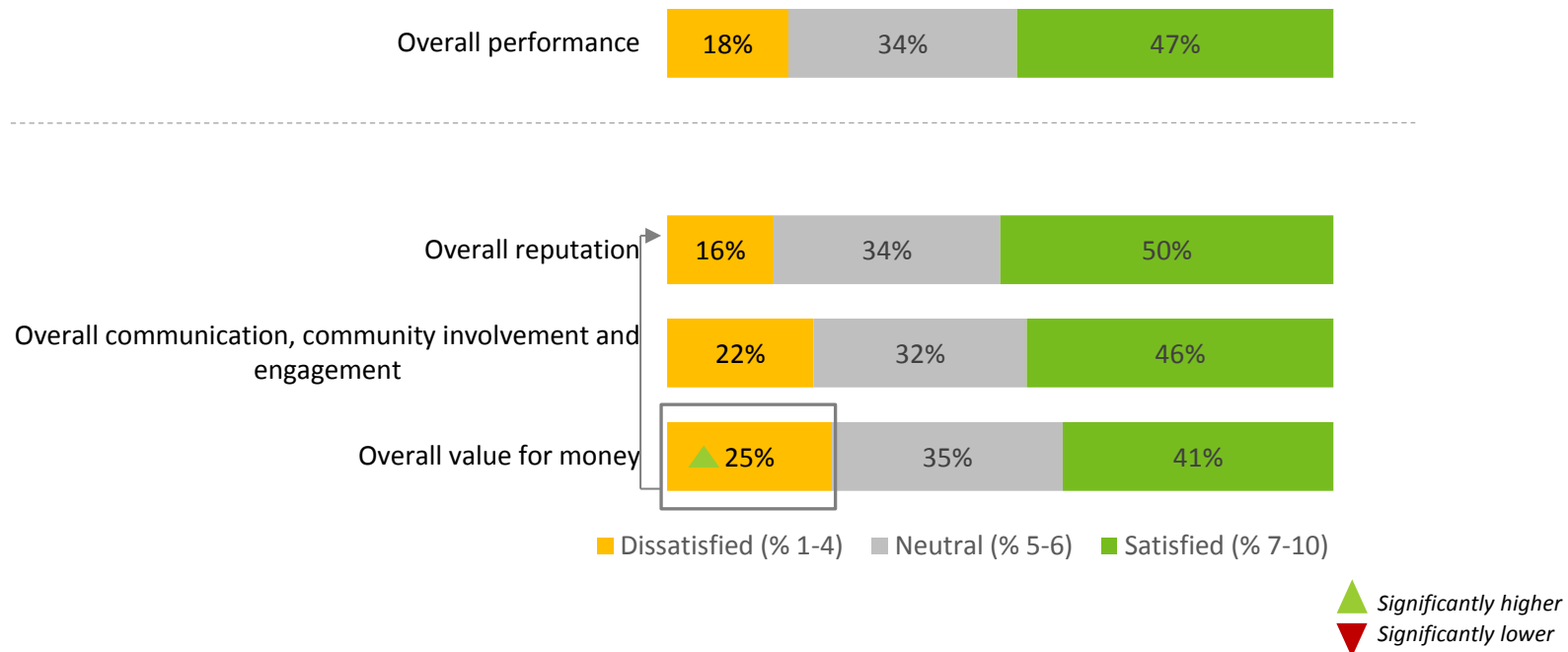
There is also opportunity to increase satisfaction with the level of service received when residents interact with the council through enquiries, requests or complaints. Of residents who have contacted the council in the last 12 months, 45% are not satisfied with the service they received. We recommend further investigation into this area



Key performance measures

Close to five in ten (47%) residents rate overall performance 7 or more out of 10; of note is the significantly higher dissatisfaction score for overall value for money compared to overall reputation

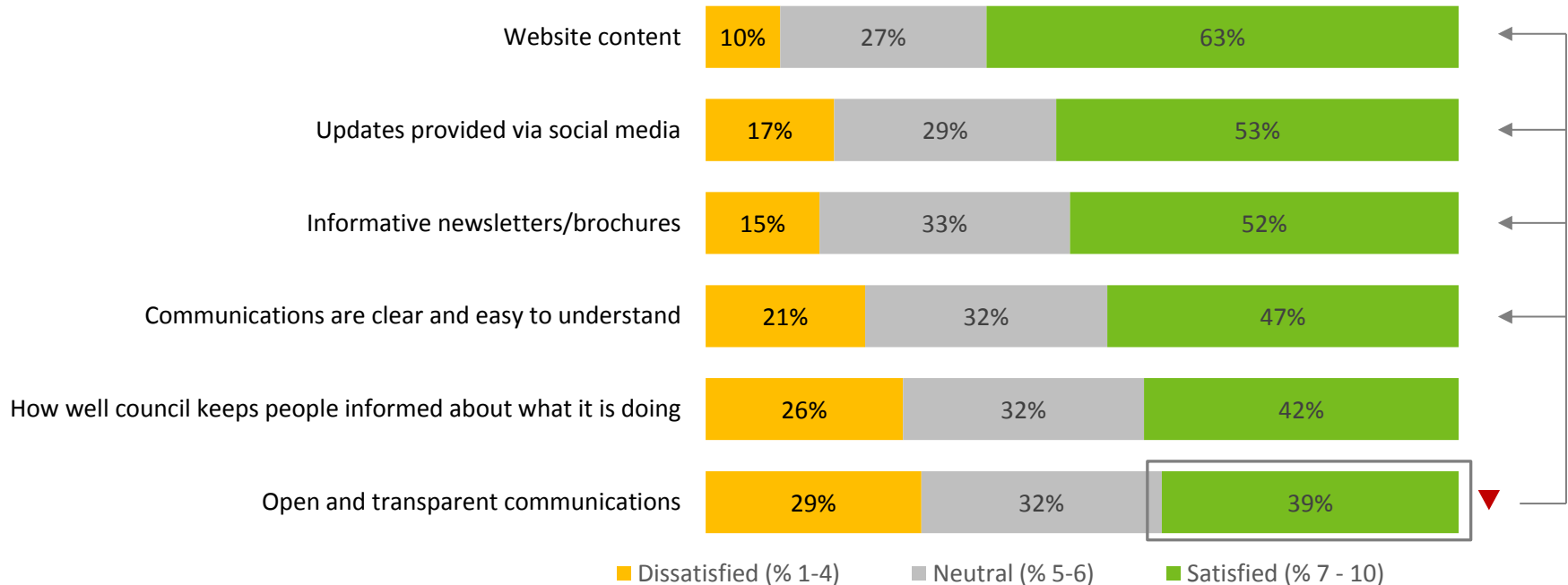
### Key performance measures



1. Q15. Now taking everything we've talked about into consideration - reputation, services provided and value for money, how satisfied are you with the overall performance of Northland Regional Council? Excludes 'don't know' n=7
2. Q6. Now considering leadership, trust, financial management and quality of services provided, how would you rate the Council for its overall reputation? Excludes 'don't know' n=13
3. Q10. Overall, how satisfied are you with how well the Council communicates with the community? Excludes 'don't know' n=9
4. Q14. Considering all the services and facilities that the Northland Regional Council provides, overall how satisfied are you that you receive good value for the money you spend in rates and other fees? Pay rates n=309. Excludes 'don't know' n=5
6. Total sample n=332

Council rates particularly poorly for open and transparent communications (39%), scoring significantly lower for satisfaction than all other measures except keeping people informed (42%)

**Other measures - communication**



▲ Significantly higher  
▼ Significantly lower

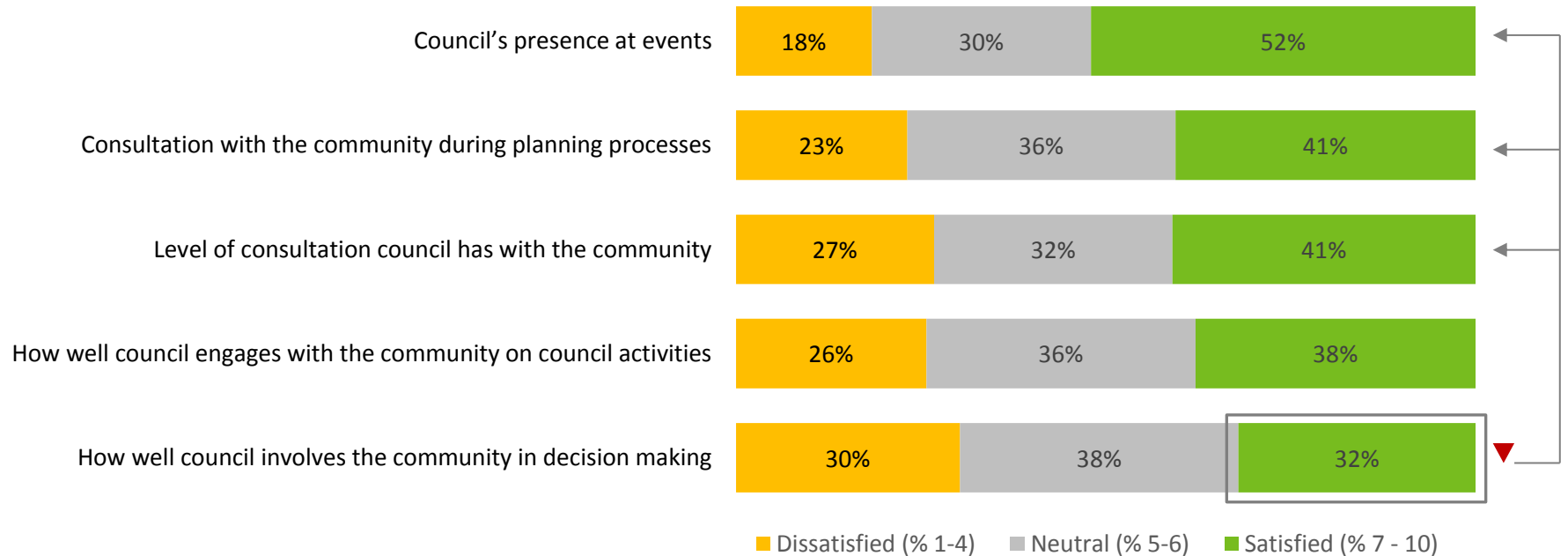
1. Q8. Now using a scale of 1-10 where 1 means 'very dissatisfied' and 10 means 'very satisfied', how satisfied are you with Northland Regional Council for each of the following/Q9. Now using a scale of 1-10 where 1 means 'very dissatisfied' and 10 means 'very satisfied', how satisfied are you with Northland Regional Council for each of the following? 1 = Very dissatisfied, 10 = Very satisfied. Results exclude 'don't know'

2. Total sample n=332



In terms of community engagement, the council rates significantly lower for involving the community in decision making (32%) compared to all measures except for how well it engages with the community on activities (38%)

**Other measures - engagement**



▲ Significantly higher  
▼ Significantly lower

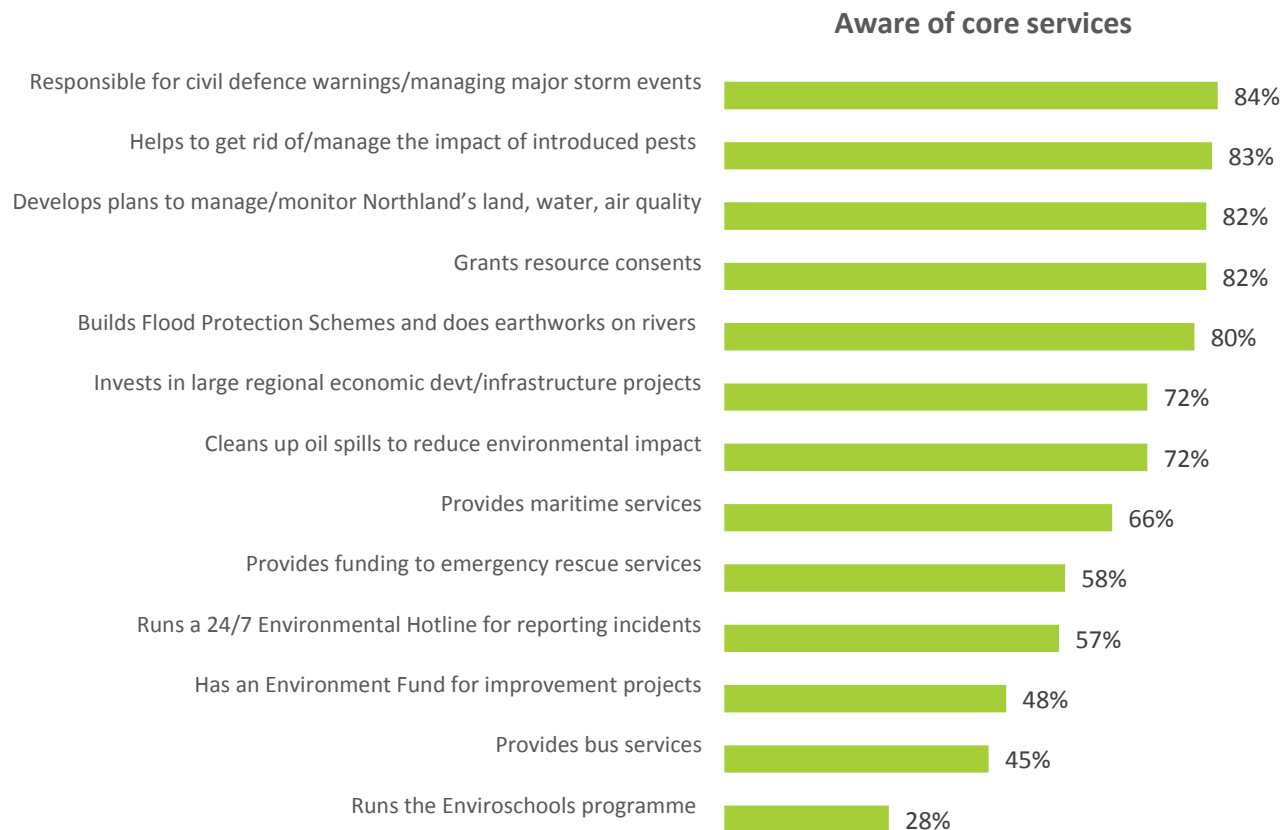
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2. Total sample n=332



Awareness of core services

Residents are very aware of the council’s responsibilities for warnings, pest control, management of land, air and water quality but less aware it provides the Enviroschools programme, suggesting an opportunity to promote the council’s involvement in this service

### Proportion of residents aware of core services



1. Q1. Are you aware that Northland Regional Council...?  
 2. Total sample n=332

Higher awareness that the council provides the service evident from females (34%) and to some extent those in Whangarei and Kaipara, while those in the Far North are less aware

### Enviroschools programme by demographics

	Total	Gender		Age			District			Ethnicity	
		Male n=154	Female n=178	18-49 n=129	50-64 n=105	65+ n=98	Whangarei n=175	Kaipara n=32	Far North n=125	Non-Maori n=291	Maori n=63
<b><u>Aware</u></b> Northland Regional Council provides	28%	22%	34%	27%	34%	23%	34%	31%	21%	27%	33%
<b><u>Not aware</u></b> Northland Regional Council provides	72%	78%	66%	73%	66%	77%	66%	69%	79%	73%	67%

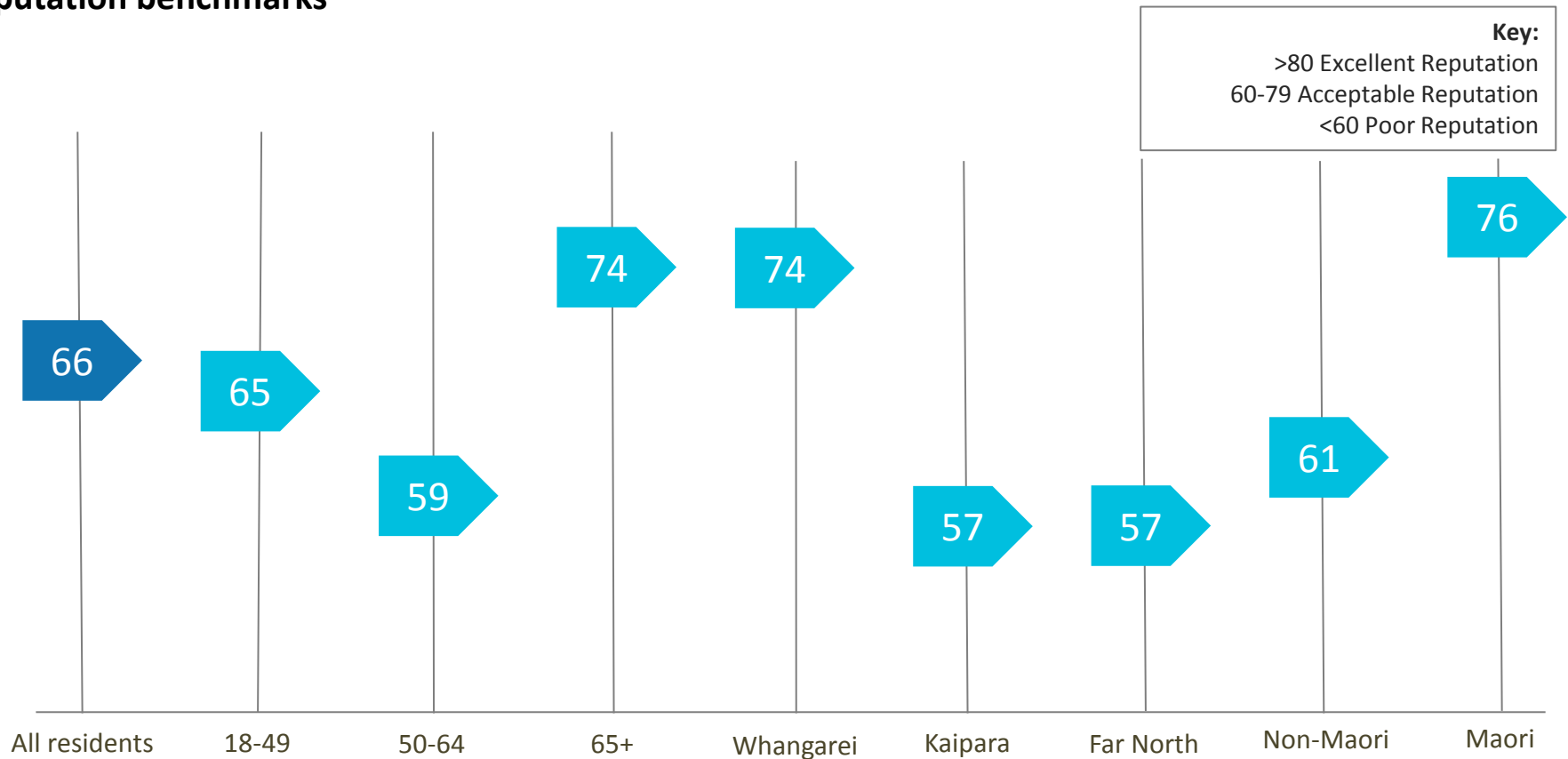
1. Q1. Are you aware that Northland Regional Council...?
2. Total sample n=332
3. Multiple response for ethnicity



# Reputation

Overall reputation benchmark (66) is reasonably strong and within the acceptable range of 60-79; reputation is strongest with the 65+ group, those living in Whangarei and Maori residents

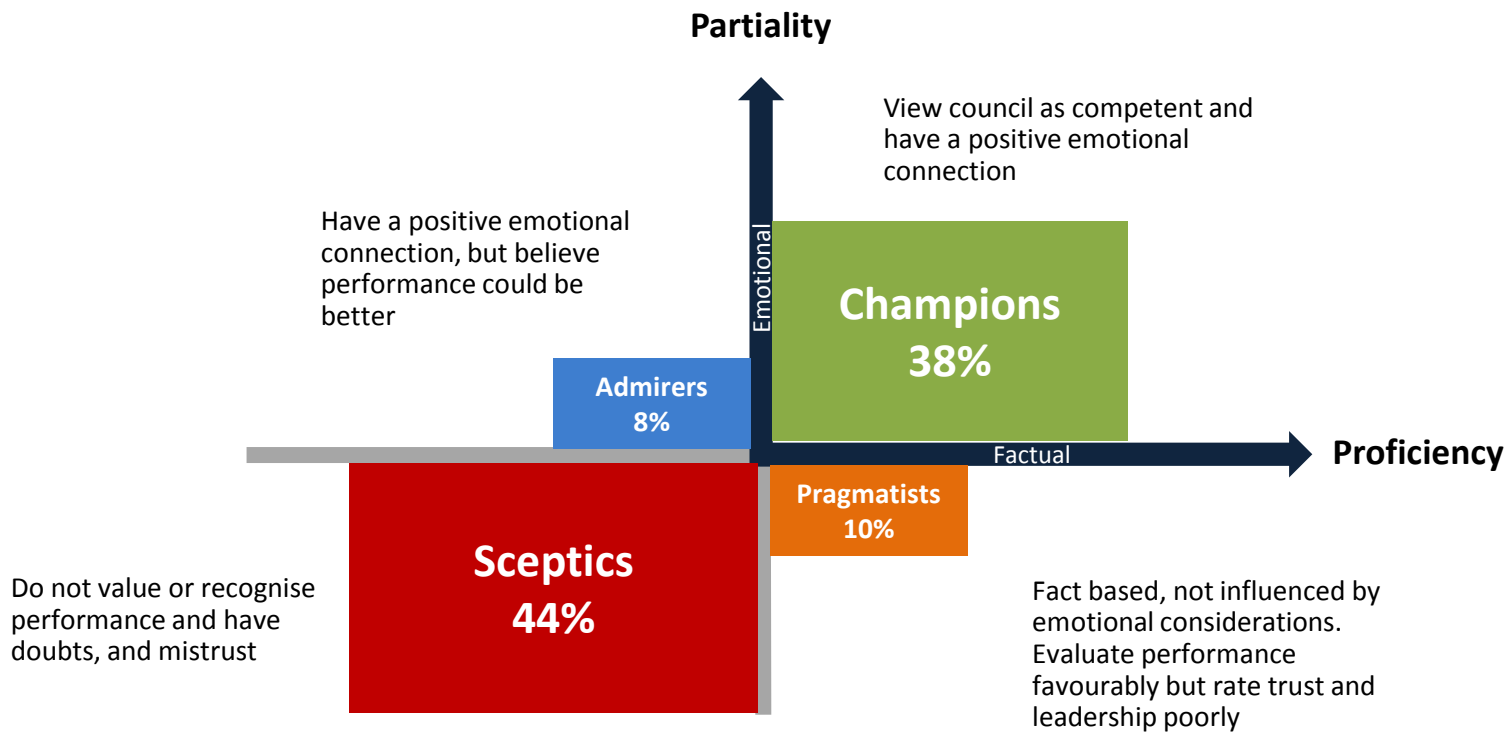
### Reputation benchmarks



1. Q6. Now considering leadership, trust, financial management and quality of services provided, how would you rate the Council for its overall reputation?
2. Results have been rescaled to provide maximum possible score of 150 on a scale of -50 to 150
3. Total sample n=332
4. Excludes 'don't know' responses

Almost four in ten Northlanders are *'champions'* who have an emotional connection with the council and evaluate performance favourably, while 44% are *'sceptics'* who evaluate performance poorly

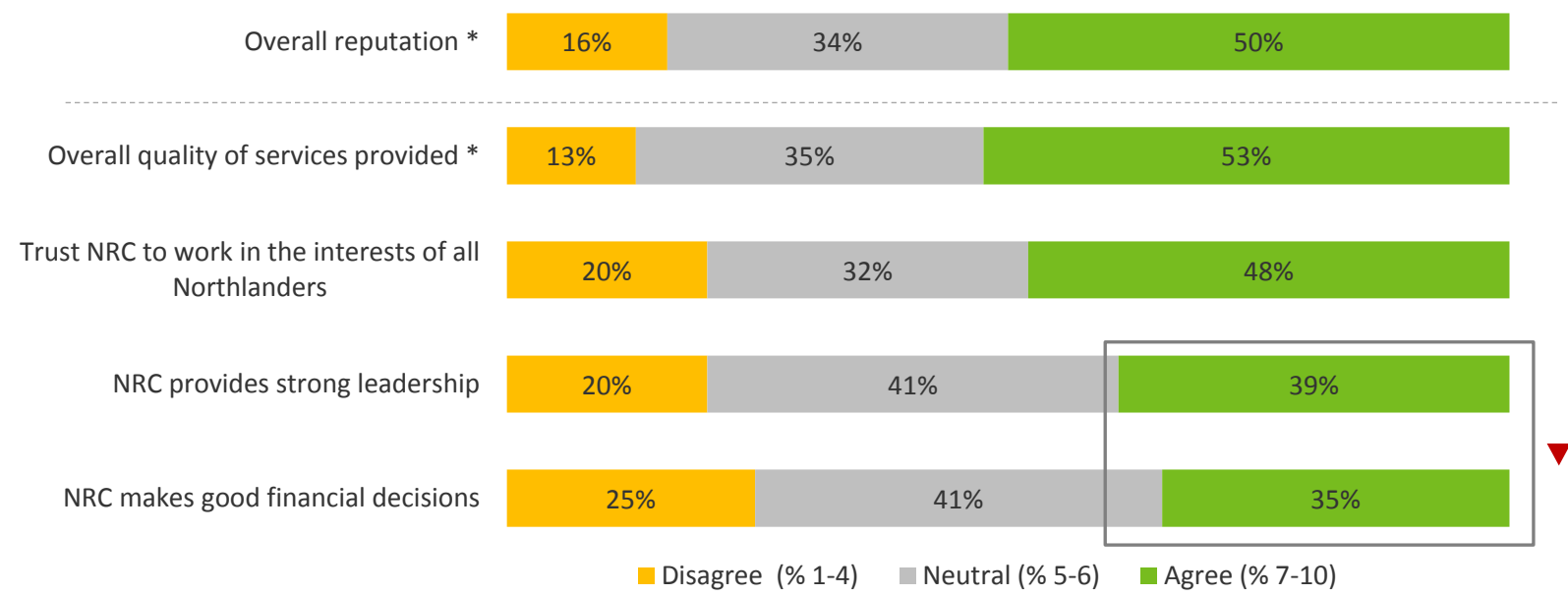
**The reputation profile**



1. Segments have been derived using the results from a set of five reputation questions: Q2. Leadership, Q3. Trust, Q4 Financial management, Q5 Quality of services provided, Q6 Overall reputation  
 2. Total sample n=332

Residents are significantly less satisfied with Northland’s ‘*leadership*’ (39%) and ‘*financial decisions*’ (35%) compared to the other aspects of reputation

## Reputation



▲ Significantly higher  
▼ Significantly lower

\* Note - scale is Very poor to Excellent for Overall quality of services provided and Overall reputation

1. Q6. Now considering leadership, trust, financial management and quality of services provided, how would you rate the Council for its overall reputation? 1 = Very poor, 10 = Excellent. Results exclude 'don't know' n=13  
 2. Q5. When you think about everything that the Council does, how would you rate the council for the quality of the services they provide the Northland region? 1 = Very poor, 10 = Excellent. Results exclude 'don't know' n=12  
 3. Q3. You trust Northland Regional Council to work in the best interests of all Northlanders? 1 = Strongly disagree, 10 = Strongly agree. Results exclude 'don't know' n=3  
 4. Q2. How much do you agree or disagree that Northland Regional Council provides strong leadership and is in touch with the needs of the community? 1 = Strongly disagree, 10 = Strongly agree. Results exclude 'don't know' n=7  
 5. Q4. Northland Regional Council makes good financial decisions? 1 = Strongly disagree, 10 = Strongly agree. Results exclude 'don't know' n=43  
 6. Total sample n=332

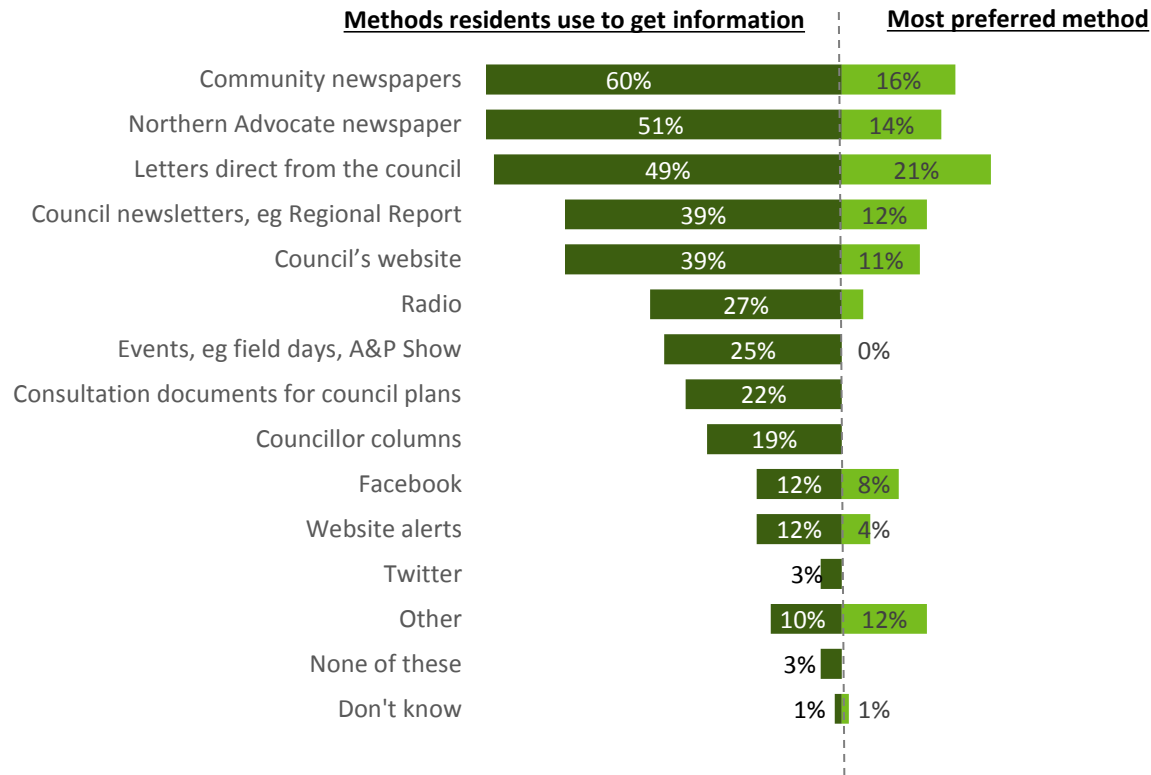




Communication, community involvement and  
engagement

The most preferred method for receiving information about Northland Regional Council is letters direct from the council (21%)

### Sourcing information about Northland Regional Council



1. Q7. Which of the following methods do you use for getting information about Northland Regional Council? Multiple response
2. Q7a. And which would be your most preferred way to receive council information? Single response
3. Total sample n=332

The younger age group (18-49) is more likely to get information from the council’s website than older age groups; Kaipara residents less likely to use the Northern Advocate or letters from the council than residents in other districts; Maori more likely to rely on letters than non-Maori

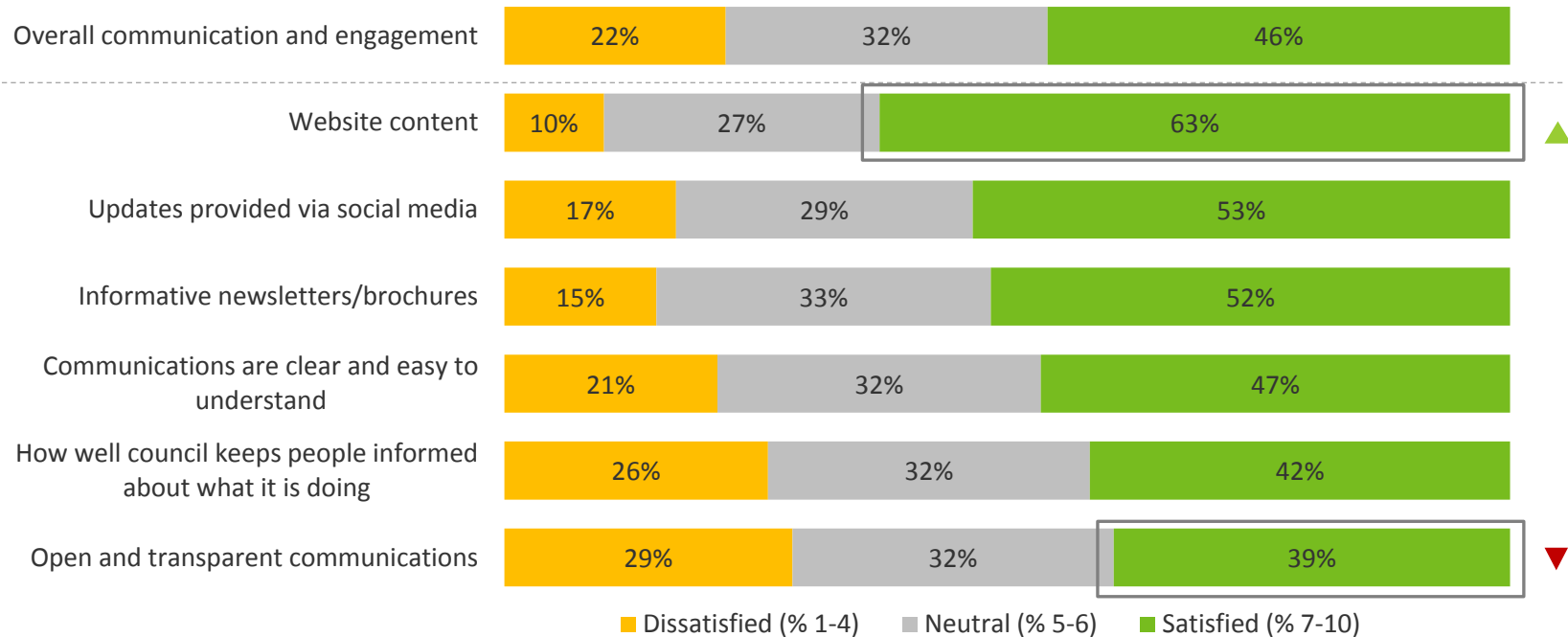
### Methods residents use to source council information by demographics

	Total	Gender		Age			District			Ethnicity	
		Male n=150	Female n=172	18-49 n=126	50-64 n=110	65+ n=95	Whangarei n=169	Kaipara n=31	Far North n=122	Non-Maori n=284	Maori n=60
Community newspapers	60%	58%	62%	58%	61%	64%	61%	58%	60%	63%	57%
Northern Advocate newspaper	51%	52%	50%	50%	45%	60%	58%	32%	48%	57%	50%
Letters direct from the council	49%	52%	46%	51%	48%	46%	48%	32%	54%	44%	52%
Council newsletters, eg Regional Report	39%	39%	39%	37%	45%	35%	38%	44%	38%	39%	41%
Council’s website	39%	38%	40%	52%	39%	15%	35%	33%	46%	37%	41%

1. Q7. Which of the following methods do you use for getting information about Northland Regional Council? Multiple response
2. Base: n=322 residents who used one of the methods to source information

The council does particularly well with its website (significantly so compared to all measures except updates via social media); significantly lower satisfaction for open and transparent communications (39%) compared to all other measures except keeping residents informed

**Satisfaction with communication**

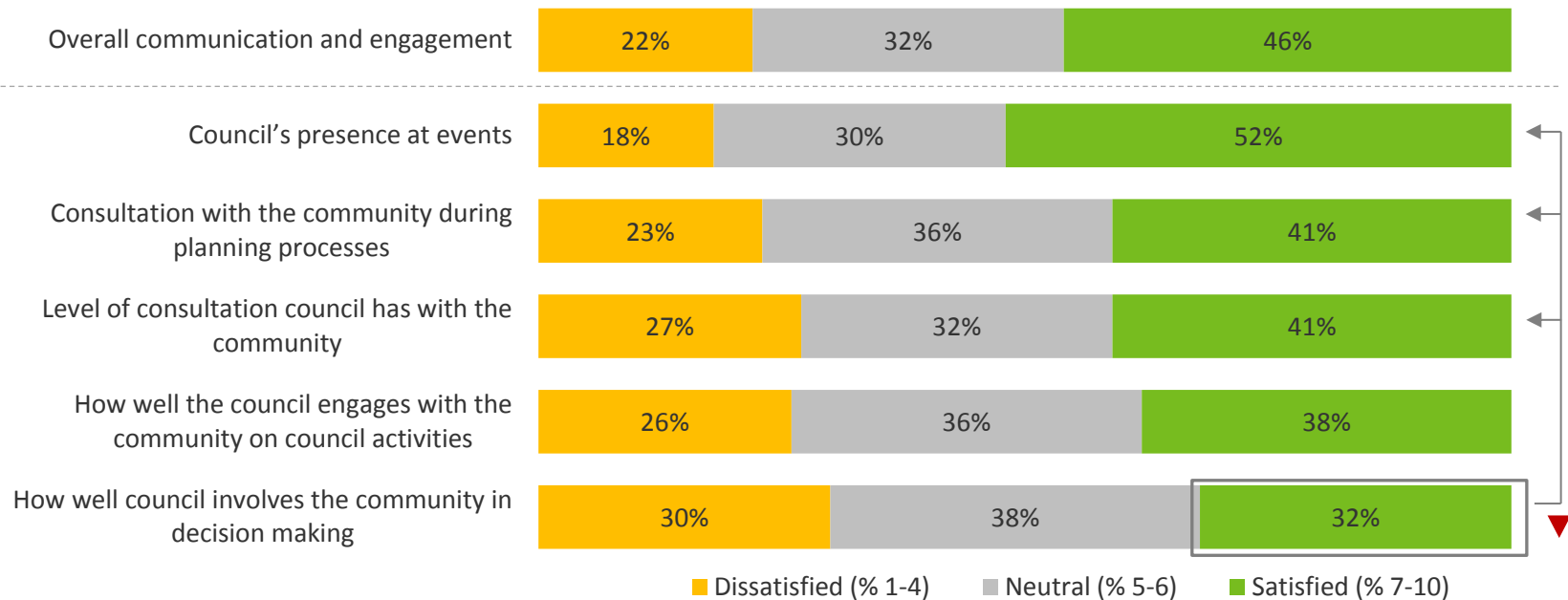


▲ Significantly higher  
▼ Significantly lower

1. Q10. And how satisfied are you with the council for? 1 = Very dissatisfied, 10 = Very satisfied. Results exclude 'don't know' n=9  
 2. Q8. Now using a scale of 1-10 where 1 means 'very dissatisfied' and 10 means 'very satisfied', how satisfied are you with Northland Regional Council for each of the following/Q9. Now using a scale of 1-10 where 1 means 'very dissatisfied' and 10 means 'very satisfied', how satisfied are you with Northland Regional Council for each of the following? 1 = Very dissatisfied, 10 = Very satisfied. Results exclude 'don't know'  
 3. Total sample n=332

Significantly lower satisfaction with how well council involves the community in decisions (32%) than for all other engagement measures, except engaging the community on council activities

### Satisfaction with engagement



▲ Significantly higher  
▼ Significantly lower

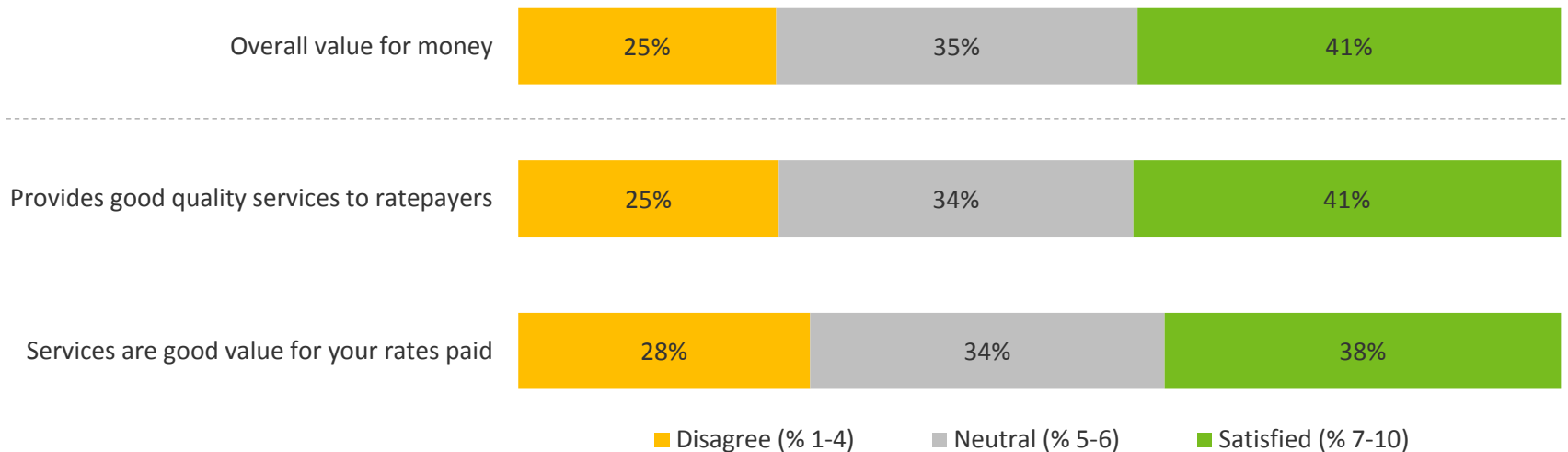
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 3. Total sample n=332



Value for money

Just over four in ten (41%) Northland ratepayers are satisfied with the overall value for money for the rates they pay to Northland Regional council, while a quarter are dissatisfied

### Satisfaction with value for money



1. Q14. Considering all the services and facilities that the Northland Regional Council provides, overall how satisfied are you that you receive good value for the money you spend in rates and other fees? 1 = Very dissatisfied, 10 = Very satisfied. Excludes 'don't know' n=5  
 2. Q13. On a scale of 1 to 10 where 1 is 'strongly disagree' and 10 is 'strongly agree', how much do you agree or disagree that Northland Regional Council...? n=309 Pay rates. Results exclude 'don't know' n=10  
 3. Total sample n=332

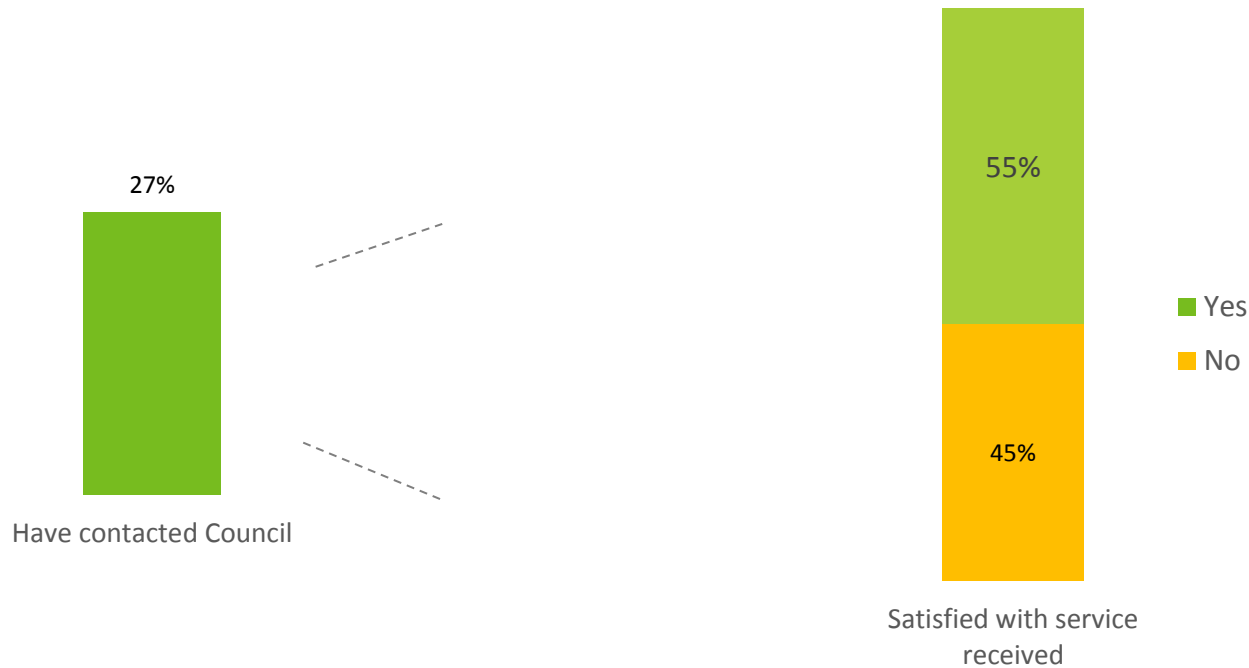


Contact with council



Just over a quarter (27%) of residents had contacted the council with an enquiry, request for service or complaint in the last year; 55% of these residents were satisfied with the service received

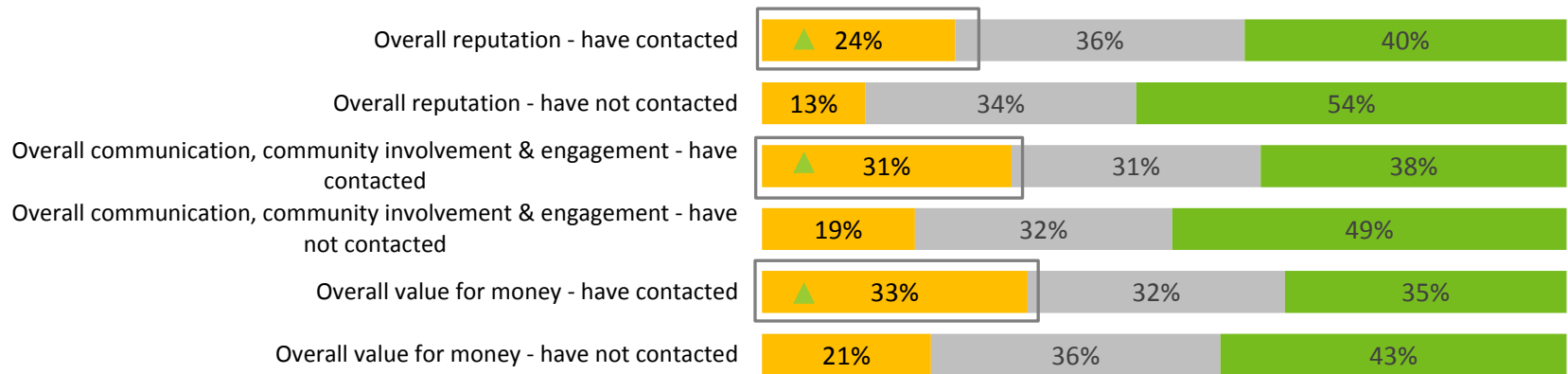
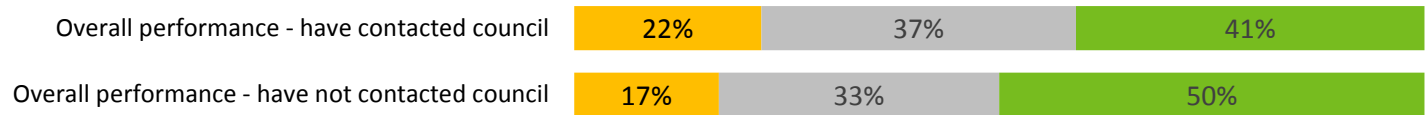
**Contact with council**



1. Q11. Have you made an enquiry, request for service, or a complaint to Northland Regional Council over the last 12 months? Total sample n=332  
 2. Q12. Were you satisfied with the level of service you received from the council regarding your enquiry? Base: n=92 Have contacted Council in last 12 months

Generally those who have contacted the council are much more likely to be dissatisfied across the key performance measures compared to those who have not contacted the council

### Have had contact with the council by key performance measures



▲ Significantly higher  
▼ Significantly lower

■ Dissatisfied (% 1-4)   ■ Neutral (% 5-6)   ■ Satisfied (% 7-10)

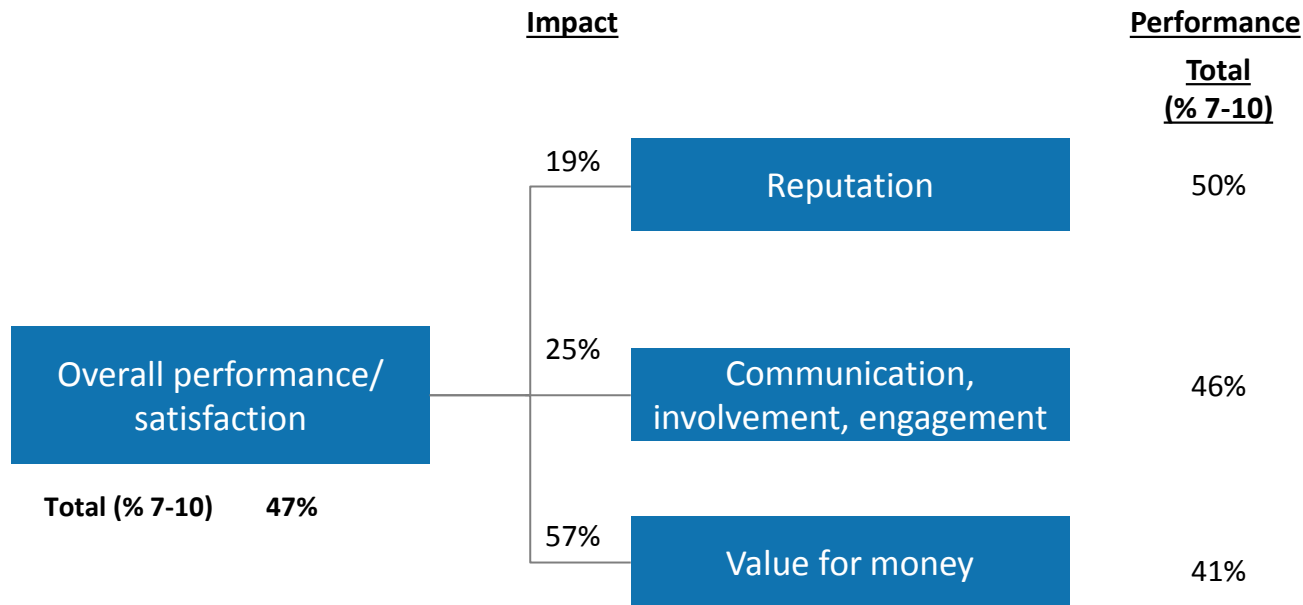
1. Q11. Have you made an enquiry, request for service, or a complaint to Northland Regional Council over the last 12 months? Base: n=92 Have contacted Council in last 12 months, n=240 have not contacted council. Results exclude 'don't know'
2. Q15. Now taking everything we've talked about into consideration - reputation, services provided and value for money, how satisfied are you with the overall performance of Northland Regional Council? Results exclude 'don't know'
3. Q6. Now considering leadership, trust, financial management and quality of services provided, how would you rate the Council for its overall reputation? Results exclude 'don't know'
4. Q10. Overall, how satisfied are you with how well the Council communicates with the community? Results exclude 'don't know'
5. Q14. Considering all the services and facilities that the Northland Regional Council provides, overall how satisfied are you that you receive good value for the money you spend in rates and other fees? Base: n=84 pay rates and have contacted council, n=225 pay rates and have not contacted council. Results exclude 'don't know'



## Driver analysis

Overall satisfaction with the council is most strongly driven by ‘value for money’ (57%) followed by ‘communication, involvement and engagement with the community’ (25%)

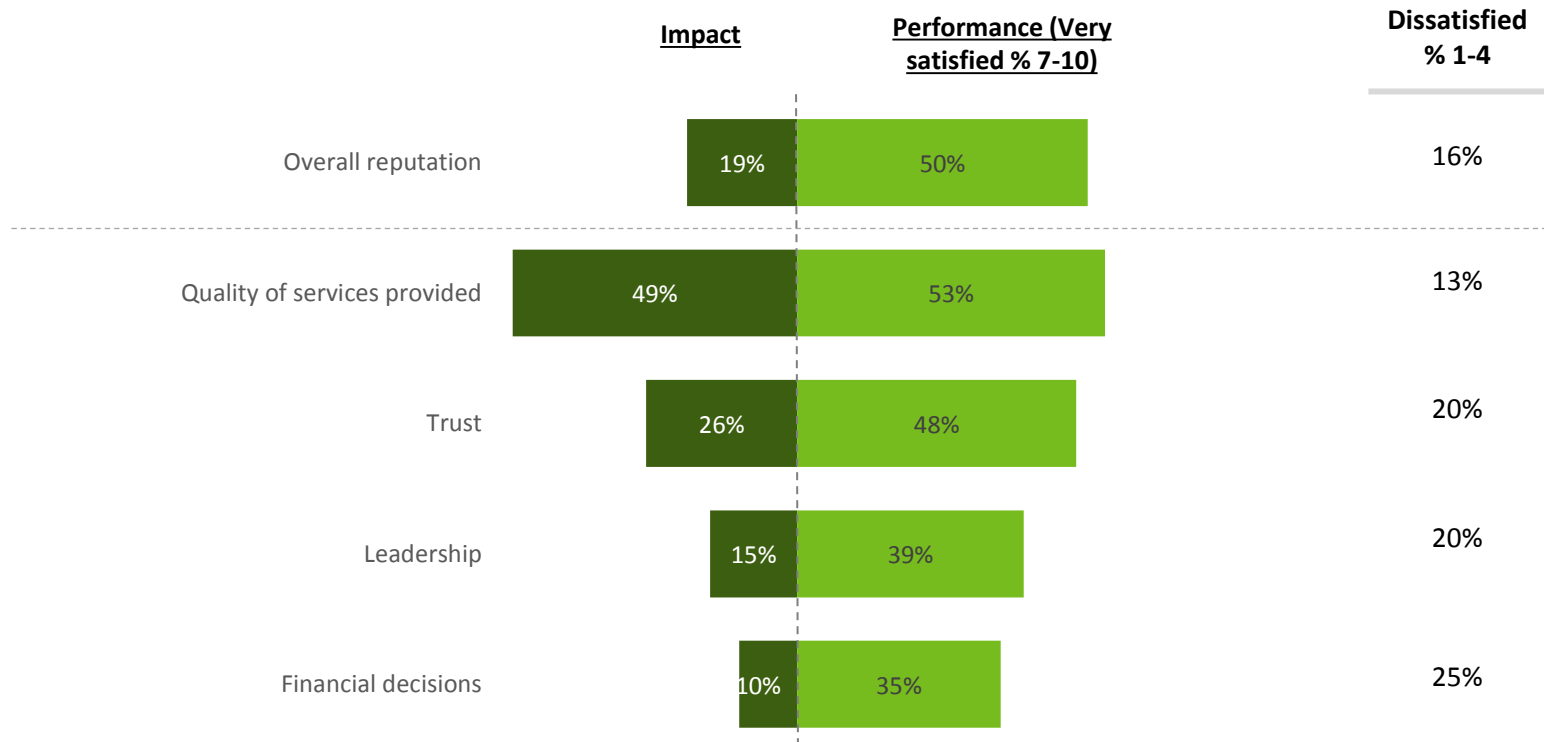
### Performance drivers



1. Q15. Now taking everything we've talked about into consideration - reputation, services provided and value for money, how satisfied are you with the overall performance of Northland Regional Council? 1 = Very dissatisfied, 10 = Very satisfied. Excludes 'don't know' n=7
2. Q6. Now considering leadership, trust, financial management and quality of services provided, how would you rate the Council for its overall reputation? 1 = Very poor, 10 = Excellent. Excludes 'don't know' n=13
3. Q10. Overall, how satisfied are you with how well the Council communicates with the community? 1 = Very dissatisfied, 10 = Very satisfied. Excludes 'don't know' n=9
4. Q14. Considering all the services and facilities that the Northland Regional Council provides, overall how satisfied are you that you receive good value for the money you spend in rates and other fees? 1 = Very dissatisfied, 10 = Very satisfied. Excludes 'don't know' n=5
5. Total sample n=332

*'Quality of services'* (49%) has the strongest impact on *'overall reputation'*, however reputation has the least impact on overall satisfaction

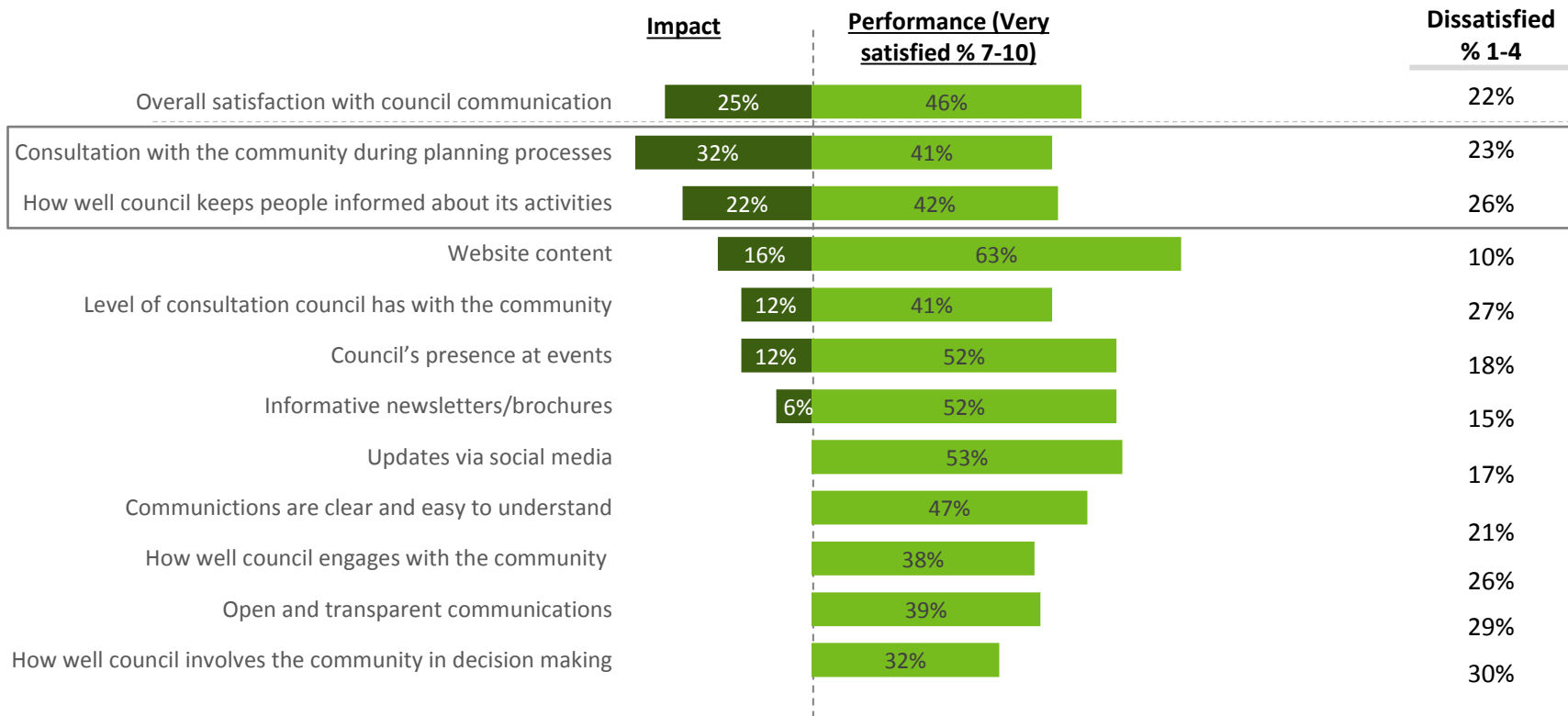
## Reputation



1. Q6. Now considering leadership, trust, financial management and quality of services provided, how would you rate the Council for its overall reputation? 1 = Very poor, 10 = Excellent. Results exclude 'don't know' n=13
2. Q5. When you think about everything that the Council does, how would you rate the council for the quality of the services they provide the Northland region? 1 = Very poor, 10 = Excellent. Results exclude 'don't know' n=12
3. Q3. You trust Northland Regional Council to work in the best interests of all Northlanders? 1 = Strongly disagree, 10 = Strongly agree. Results exclude 'don't know' n=3
4. Q2. How much do you agree or disagree that Northland Regional Council provides strong leadership and is in touch with the needs of the community? 1 = Strongly disagree, 10 = Strongly agree. Results exclude 'don't know' n=7
5. Q4. Northland Regional Council makes good financial decisions? 1 = Strongly disagree, 10 = Strongly agree. Results exclude 'don't know' n=43
6. Total sample n=332

*'Consultation with the community'* and *'keeping people informed'* represent improvement opportunities due to their high impact and relatively low performance scores

## Satisfaction with communication and engagement



1. Q10. Overall, how satisfied are you with how well the Council communicates with the community? 1 = Very dissatisfied, 10 = Very satisfied. Results exclude 'don't know' n=9
2. Q8. Now using a scale of 1-10 where 1 means 'very dissatisfied' and 10 means 'very satisfied', how satisfied are you with Northland Regional Council for each of the following? 1 = Very dissatisfied, 10 = Very satisfied. Results exclude 'don't know'
3. Q9. Now using a scale of 1-10 where 1 means 'very dissatisfied' and 10 means 'very satisfied', how satisfied are you with Northland Regional Council for each of the following? 1 = Very dissatisfied, 10 = Very satisfied. Results exclude 'don't know'
4. Total sample n=332

Perceptions of value for money relating to services received need to be improved as this has a particularly large impact on satisfaction and is resulting in a poor overall performance score

### Satisfaction with value for money

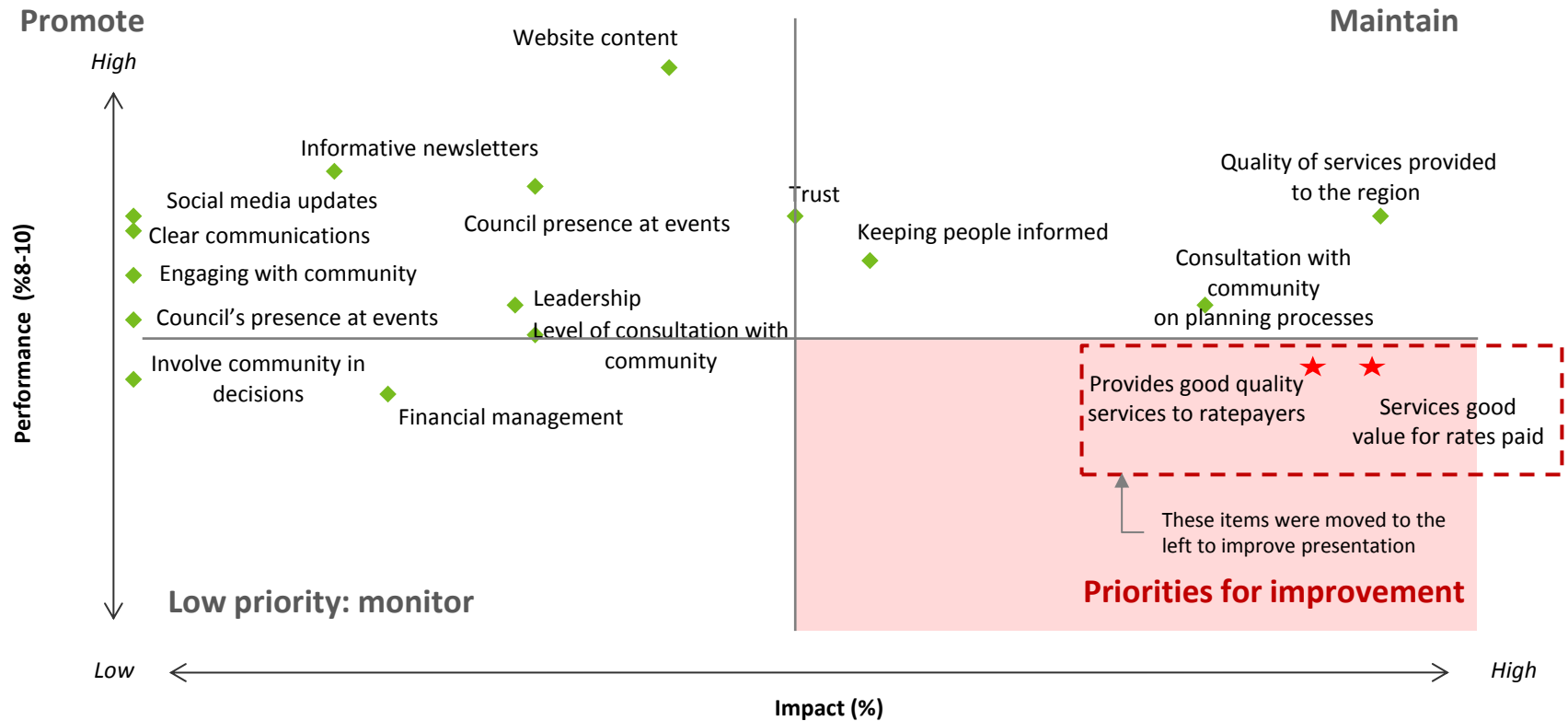


\* Note - scale is Very dissatisfied to Very satisfied for Overall value

1. Q14. Considering all the services and facilities that the Northland Regional Council provides, overall how satisfied are you that you receive good value for the money you spend in rates and other fees? 1 = Very dissatisfied, 10 = Very satisfied. n=309 Pay rates. Results exclude 'don't know' n=5
2. Q13. On a scale of 1 to 10 where 1 is 'strongly disagree' and 10 is 'strongly agree', how much do you agree or disagree that Northland Regional Council...? n=309 Pay rates. Results exclude 'don't know'
3. Total sample n=332

The priority for Northland Regional Council is to do with 'value' – providing 'good quality services to ratepayers' and 'services are good value for rates paid'

**Priority assessment – improvement opportunities**







## Appendix – age, district and ethnicity

Younger residents less likely to be aware the council provides civil defence warnings, cleans up oil spills, provides maritime services or provides funding to emergency rescue; Far North residents also less likely to know about the emergency rescue service

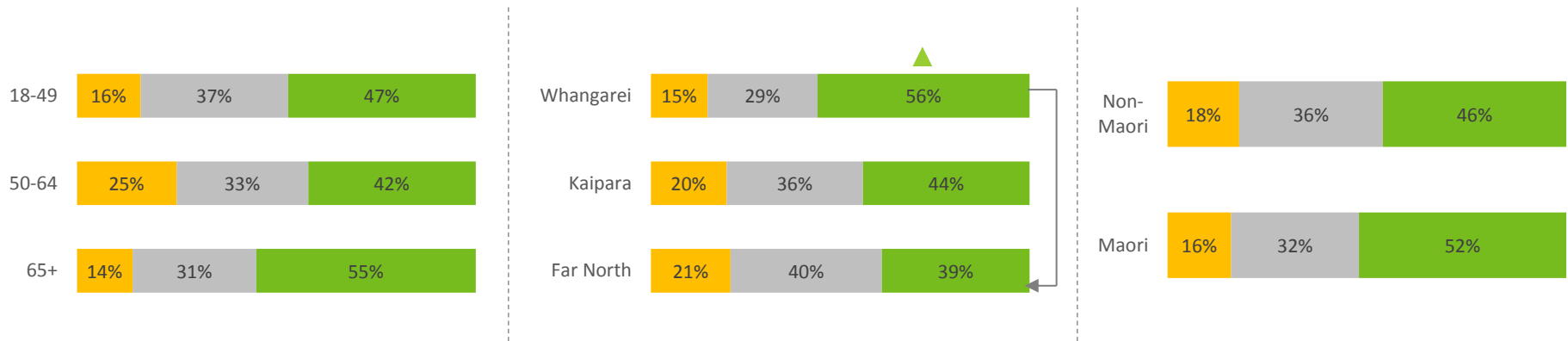
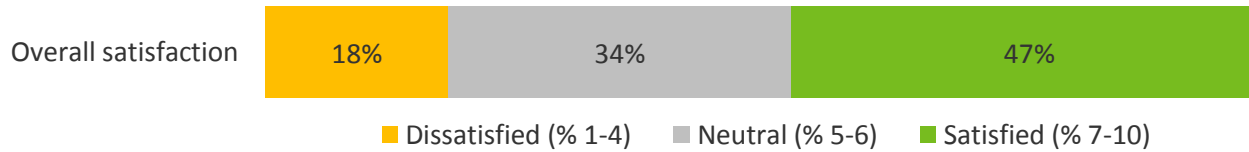
### By age, district and ethnicity

	Total	Age			District			Ethnicity	
		18-49 n=129	50-64 n=105	65+ n=98	Whangarei n=175	Kaipara n=32	Far North n=125	Non-Maori n=291	Maori n=63
Responsible for civil defence warnings/managing major storm events	84%	75%	92%	93%	89%	71%	82%	87%	78%
Helps to get rid of/manage the impact of introduced pests	83%	84%	80%	84%	84%	71%	84%	86%	78%
Develops plans to manage/monitor Northland's land, water, air quality	82%	77%	88%	84%	79%	88%	83%	86%	78%
Grants resource consents	82%	81%	84%	80%	83%	84%	79%	86%	71%
Builds Flood Protection Schemes and does earthworks on rivers	80%	76%	83%	83%	82%	72%	78%	83%	71%
Invests in large regional economic devt/infrastructure projects	72%	71%	81%	62%	74%	77%	68%	74%	69%
Cleans up oil spills to reduce impact on environment	72%	61%	84%	80%	78%	73%	66%	77%	65%
Provides maritime services	66%	56%	73%	79%	69%	62%	65%	68%	60%
Provides funding to emergency rescue services	58%	47%	65%	72%	66%	62%	48%	62%	51%
Runs a 24/7 Environmental Hotline for reporting incidents	57%	52%	57%	65%	61%	53%	53%	58%	54%
Has an Environment Fund for improvement projects	48%	51%	43%	48%	53%	68%	38%	52%	46%
Provides bus services	45%	42%	50%	43%	64%	19%	30%	47%	42%
Runs the Enviroschools programme	28%	27%	34%	23%	34%	31%	21%	27%	33%

1. Q1. Are you aware that Northland Regional Council... (by age, district and ethnicity (Multiple response for ethnicity)  
 2. Total sample n=332

Close to half (47%) the residents are very satisfied with the overall performance of the council, of note residents in Whangarei are more satisfied than those in the Far North

### Overall performance

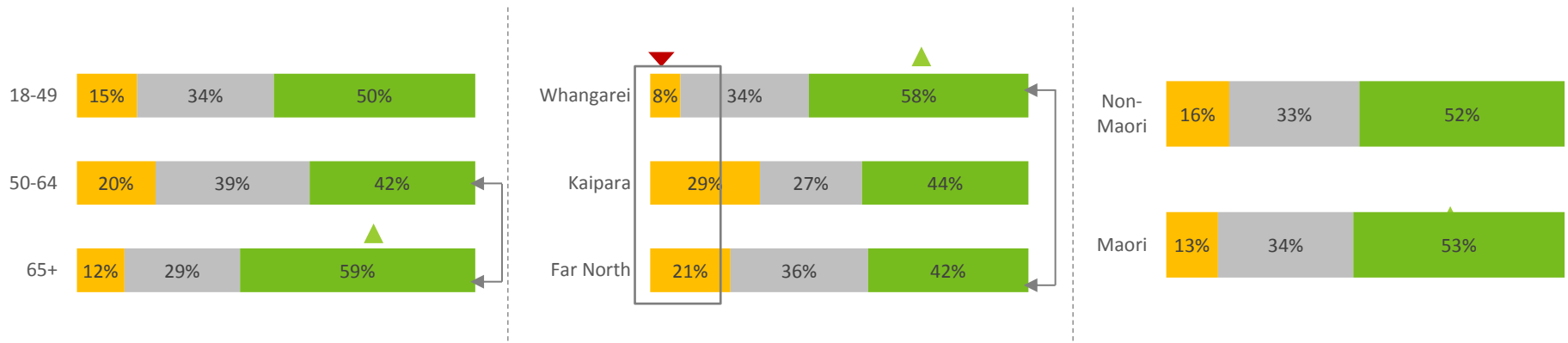
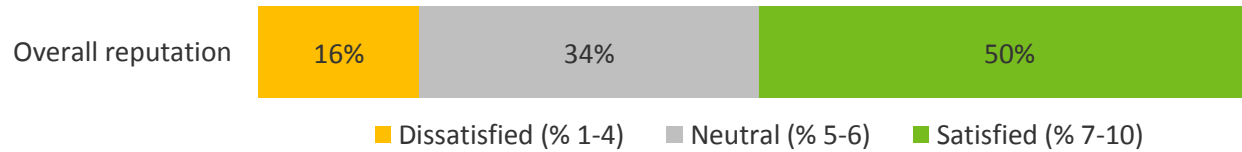


▲ Significantly higher  
▼ Significantly lower

1. Q15. Now taking everything we've talked about into consideration - reputation, services provided and value for money, how satisfied are you with the overall performance of Northland Regional Council? 1 = Very dissatisfied, 10 = Very satisfied. Results exclude 'don't know' n=7  
 2. Total sample n=332 (18-49 n=129, 50-64 n=105, 65+ n=98, Whangarei n=175, Kaipara n=32, Far North n=125, Non-Maori n=291, Maori n=63. Multiple response for ethnicity)

The 65+ age group significantly more likely to be satisfied with overall reputation than those aged 50-64 years

### Overall reputation

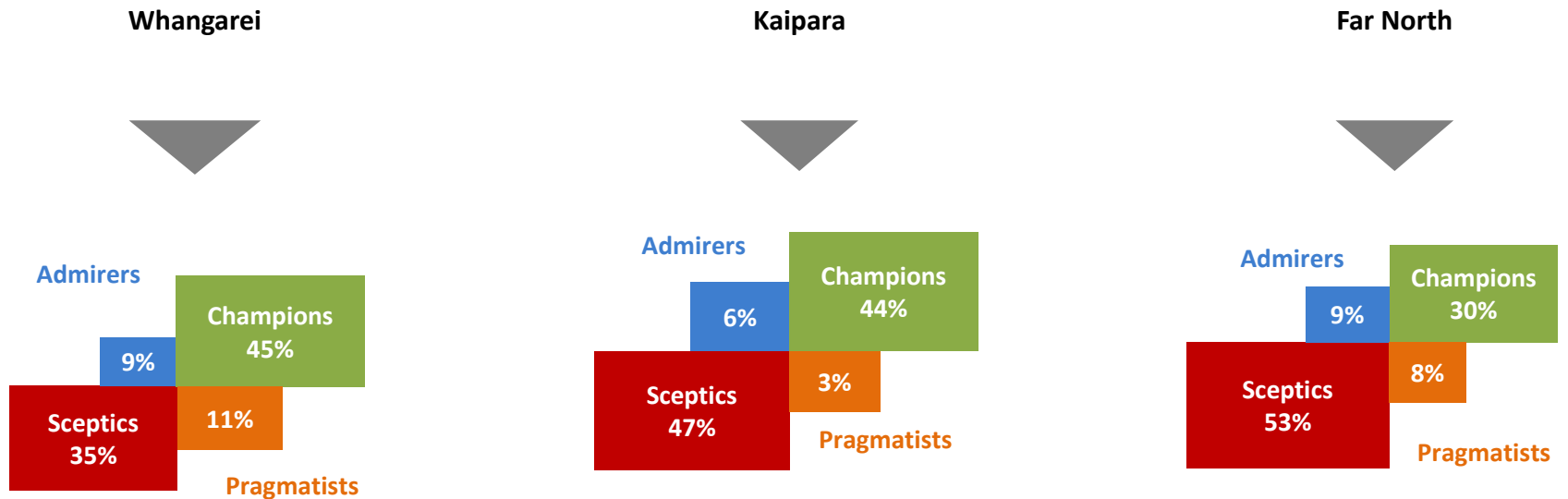


▲ Significantly higher  
▼ Significantly lower

1. Q6. Now considering leadership, trust, financial management and quality of services provided, how would you rate the Council for its overall reputation? 1 = Very poor, 10 = Excellent. Results exclude 'don't know' n=13  
 2. Total sample n=332 (18-49 n=129, 50-64 n=105, 65+ n=98, Whangarei n=175, Kaipara n=32, Far North n=125, Non-Maori n=291, Maori n=63. Multiple response for ethnicity)

Whangarei and Kaipara residents have a more positive perspective of the council’s reputation and are more likely to be ‘champions’ and less likely to be ‘sceptics’ relative to residents in the Far North

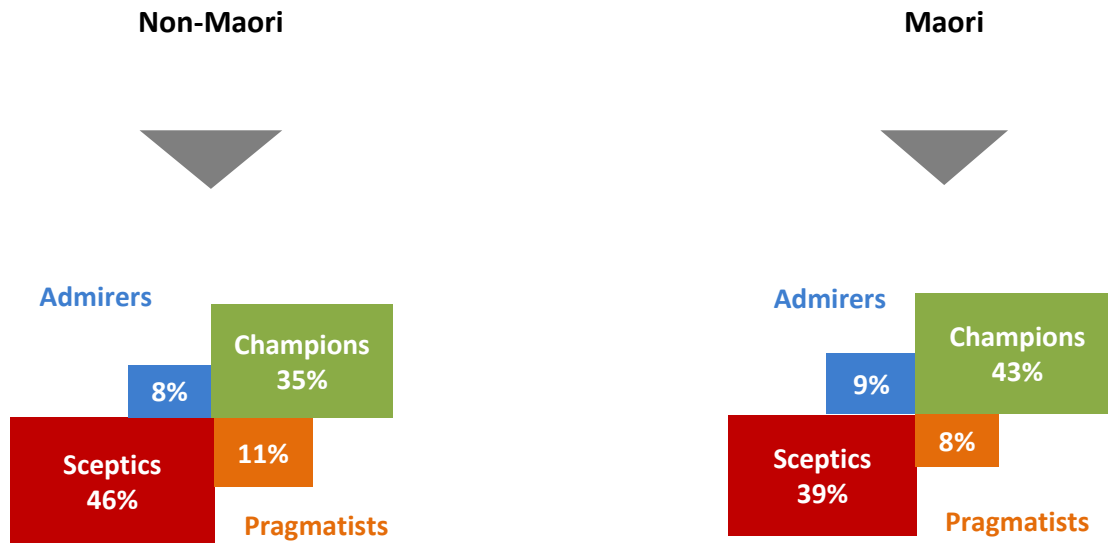
**The reputation profile by district**



1. Segments have been derived using the results from a set of five overall level questions
2. Q2. Leadership, Q3. Trust, Q4 Financial management, Q5 Quality of services provided, Q6 Overall reputation
3. Total sample n=332 (Whangarei n=175, Kaipara n=32 Far North n=125)

Maori residents generally have a more positive perspective of the council’s reputation and are more likely to be ‘champions’ and less likely to be ‘sceptics’ relative to Non-Maori residents

**The reputation profile by ethnicity**



1. Segments have been derived using the results from a set of five overall level questions
2. Q2. Leadership, Q3. Trust, Q4 Financial management, Q5 Quality of services provided, Q6 Overall reputation
3. Total sample n=332 (Non-Maori n=291, Maori n=63)

# 65+ age group significantly more likely to be satisfied with overall reputation than those aged 50-64 years

## Reputation by age

	Total			18-49 n=129			50-64 n=105			65+ n=98		
	Disagree % 1-4	Neutral % 5-6	Agree % 7-10	Disagree % 1-4	Neutral % 5-6	Agree % 7-10	Disagree % 1-4	Neutral % 5-6	Agree % 7-10	Disagree % 1-4	Neutral % 5-6	Agree % 7-10
Overall reputation *	16%	34%	50%	15%	34%	50%	20%	39%	42%	12%	29%	59% ▲
Quality of services provided *	13%	35%	53%	11%	35%	54%	17%	33%	51%	11%	37%	52%
Trust	20%	32%	48%	18%	31%	51%	26%	31%	42%	16%	34%	50%
Leadership	20%	41%	39%	17%	45%	38%	22%	42%	36%	21%	33%	46%
Financial decisions	25%	41%	35%	23%	41%	36%	27%	43%	30%	25%	37%	38%

\* Note - scale is Very poor to Excellent for Overall reputation and Overall quality of services provided

▲ Significantly higher  
▼ Significantly lower

- Q6. Now considering leadership, trust, financial management and quality of services provided, how would you rate the Council for its overall reputation? 1 = Very poor, 10 = Excellent. Results exclude 'don't know' n=13
- Q5. When you think about everything that the Council does, how would you rate the council for the quality of the services they provide the Northland region? 1 = Very poor, 10 = Excellent. Results exclude 'don't know' n=12
- Q3. You trust Northland Regional Council to work in the best interests of all Northlanders? 1 = Strongly disagree, 10 = Strongly agree. Results exclude 'don't know' n=3
- Q2. How much do you agree or disagree that Northland Regional Council provides strong leadership and is in touch with the needs of the community? 1 = Strongly disagree, 10 = Strongly agree. Results exclude 'don't know' n=7
- Q4. Northland Regional Council makes good financial decisions? 1 = Strongly disagree, 10 = Strongly agree. Results exclude 'don't know' n=43
- Total sample n=332 (18-49 n=129, 50-64 n=105, 65+ n=98)

Whangarei residents are the least likely to be dissatisfied with overall reputation; they are also notably more satisfied with quality of service provided and leadership than Kaipara residents

## Reputation by district

	Total			Whangarei n=175			Kaipara n=32			Far North n=125		
	Disagree % 1-4	Neutral % 5-6	Agree % 7-10	Disagree % 1-4	Neutral % 5-6	Agree % 7-10	Disagree % 1-4	Neutral % 5-6	Agree % 7-10	Disagree % 1-4	Neutral % 5-6	Agree % 7-10
Overall reputation *	16%	34%	50%	8% ▼	34%	58%	29%	27%	44%	21%	36%	42%
Quality of services provided *	13%	35%	53%	7% ▼	31%	62% ▲	23%	29%	48%	17%	40%	42%
Trust	20%	32%	48%	14%	32%	54%	30%	17%	53%	24%	35%	40%
Leadership	20%	41%	39%	15%	38%	47% ▲	28%	27%	44%	23%	48%	29%
Financial decisions	25%	41%	35%	21%	39%	40%	20%	42%	38%	30%	42%	28%

\* Note - scale is Very poor to Excellent for Overall reputation and Overall quality of services provided

▲ Significantly higher  
▼ Significantly lower

- Q6. Now considering leadership, trust, financial management and quality of services provided, how would you rate the Council for its overall reputation? 1 = Very poor, 10 = Excellent. Results exclude 'don't know' n=13
- Q5. When you think about everything that the Council does, how would you rate the council for the quality of the services they provide the Northland region? 1 = Very poor, 10 = Excellent. Results exclude 'don't know' n=12
- Q3. You trust Northland Regional Council to work in the best interests of all Northlanders? 1 = Strongly disagree, 10 = Strongly agree. Results exclude 'don't know' n=3
- Q2. How much do you agree or disagree that Northland Regional Council provides strong leadership and is in touch with the needs of the community? 1 = Strongly disagree, 10 = Strongly agree. Results exclude 'don't know' n=7
- Q4. Northland Regional Council makes good financial decisions? 1 = Strongly disagree, 10 = Strongly agree. Results exclude 'don't know' n=43
- Total sample n=332 (Whangarei n=175, Kaipara n=32, Far North n=125)



No significant differences in sentiment between Non-Maori and Maori regarding the individual reputation measures

## Reputation by ethnicity

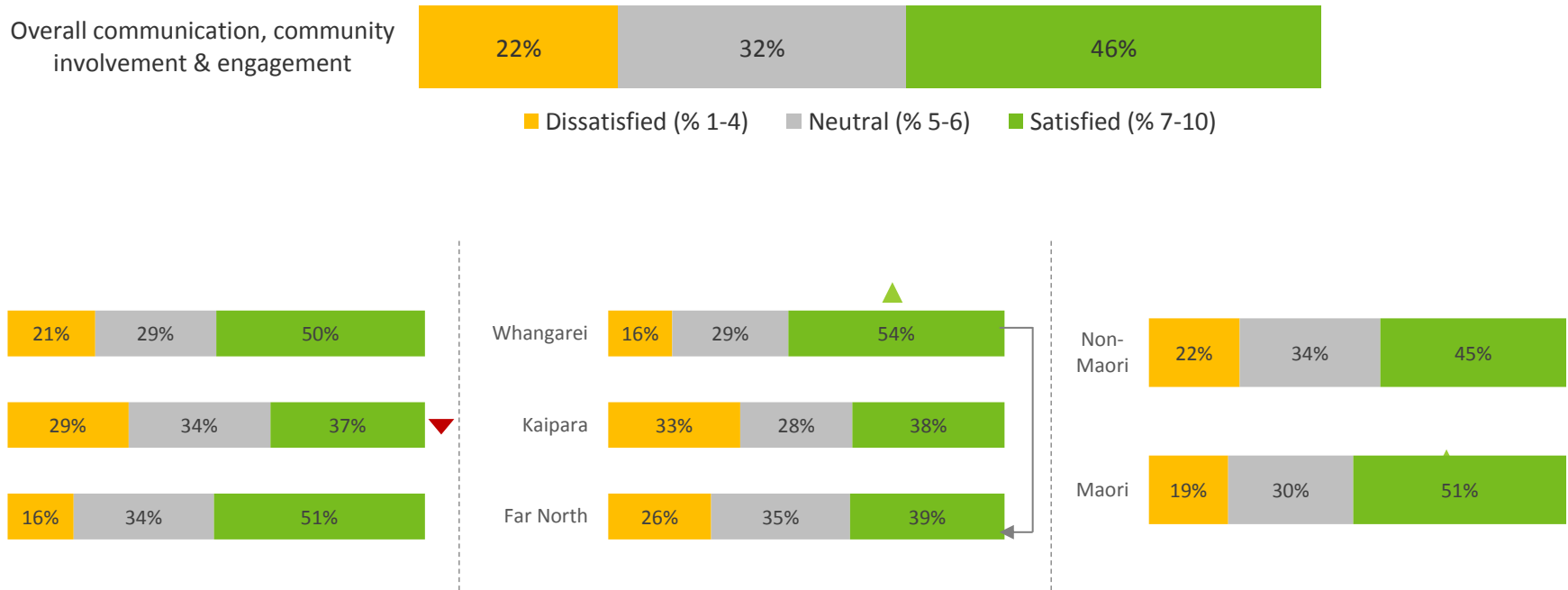
	Total			Non-Maori n=291			Maori n=63		
	Disagree % 1-4	Neutral % 5-6	Agree % 7-10	Disagree % 1-4	Neutral % 5-6	Agree % 7-10	Disagree % 1-4	Neutral % 5-6	Agree % 7-10
Overall reputation *	16%	34%	50%	17%	34%	49%	8%	38%	54%
Quality of services provided *	13%	35%	53%	12%	35%	53%	10%	35%	55%
Trust	20%	32%	48%	21%	32%	47%	12%	33%	55%
Leadership	20%	41%	39%	20%	42%	38%	12%	39%	49%
Financial decisions	25%	41%	35%	27%	40%	34%	18%	39%	43%

\* Note - scale is Very poor to Excellent for Overall reputation and Overall quality of services provided

- Q6. Now considering leadership, trust, financial management and quality of services provided, how would you rate the Council for its overall reputation? 1 = Very poor, 10 = Excellent. Results exclude 'don't know' n=13
- Q5. When you think about everything that the Council does, how would you rate the council for the quality of the services they provide the Northland region? 1 = Very poor, 10 = Excellent. Results exclude 'don't know' n=12
- Q3. You trust Northland Regional Council to work in the best interests of all Northlanders? 1 = Strongly disagree, 10 = Strongly agree. Results exclude 'don't know' n=3
- Q2. How much do you agree or disagree that Northland Regional Council provides strong leadership and is in touch with the needs of the community? 1 = Strongly disagree, 10 = Strongly agree. Results exclude 'don't know' n=7
- Q4. Northland Regional Council makes good financial decisions? 1 = Strongly disagree, 10 = Strongly agree. Results exclude 'don't know' n=43
- Total sample n=332 (Non-Maori n=291, Maori n=63. Multiple response)

# Lower satisfaction evident among the 50-64 age group compared to other age groups for communication, community involvement and engagement

## Overall communication, community involvement and engagement





1. Q10. Overall, how satisfied are you with how well the Council communicates with the community? 1 = Very dissatisfied, 10 = Very satisfied. Results exclude 'don't know' n=9  
 2. Total sample n=332 (18-49 n=129, 50-64 n=105, 65+ n=98, Whangarei n=175, Kaipara n=32, Far North n=125, Non-Maori n=291, Maori n=63. Multiple response for ethnicity)

65+ age group are much less satisfied with website content than the 18-49 age group; 50-65 age group the least satisfied with communications being clear and easy to understand and this group is less satisfied with transparent communications than the 65+ group

### Communication by age

	Total			18-49 n=129			50-64 n=105			65+ n=98		
	Disagree % 1-4	Neutral % 5-6	Agree % 7-10	Disagree % 1-4	Neutral % 5-6	Agree % 7-10	Disagree % 1-4	Neutral % 5-6	Agree % 7-10	Disagree % 1-4	Neutral % 5-6	Agree % 7-10
Overall communication, community involvement and engagement	22%	32%	46%	21%	29%	50%	29%	34%	37%	16%	34%	51%
Website content	10%	27%	63%	8%	24%	67%	14%	24%	62%	8%	45%	47% ▼
Updates via social media	17%	29%	53%	11%	33%	57%	28%	25%	46%	24%	24%	52%
Informative newsletters/brochures	15%	33%	52%	14%	32%	54%	21%	30%	49%	10%	39%	50%
Being clear/easy to understand	21%	32%	47%	23%	27%	50%	24%	40%	36% ▼	15%	32%	53%
Keeping people informed	26%	32%	42%	26%	29%	45%	30%	34%	36%	23%	35%	42%
Being open and transparent	29%	32%	39%	28%	31%	41%	38%	31%	31% ▼	19%	34%	47%

 Significantly higher  
 Significantly lower

- Q10. Overall, how satisfied are you with how well the Council communicates with the community? 1 = Very dissatisfied, 10 = Very satisfied. Results exclude 'don't know' n=9
- Q8. Now using a scale of 1-10 where 1 means 'very dissatisfied' and 10 means 'very satisfied', how satisfied are you with Northland Regional Council for each of the following/Q9. Now using a scale of 1-10 where 1 means 'very dissatisfied' and 10 means 'very satisfied', how satisfied are you with Northland Regional Council for each of the following? 1 = Very dissatisfied, 10 = Very satisfied. Results exclude 'don't know'
- Total sample n=332 (18-49 n=129, 50-64 n=105, 65+ n=98)

Whangarei residents are notably more satisfied with overall communication than residents in the Far North, these residents are also less dissatisfied with communications being easy to understand than Far North residents

### Communication by district

	Total			Whangarei n=175			Kaipara n=32			Far North n=125		
	Disagree % 1-4	Neutral % 5-6	Agree % 7-10	Disagree % 1-4	Neutral % 5-6	Agree % 7-10	Disagree % 1-4	Neutral % 5-6	Agree % 7-10	Disagree % 1-4	Neutral % 5-6	Agree % 7-10
Overall communication, community involvement and engagement	22%	32%	46%	16%	29%	54%▲	33%	28%	38%	26%	35%	39%
Website content	10%	27%	63%	5%	31%	64%	17%	19%	63%	13%	26%	61%
Updates via social media	17%	29%	53%	15%	25%	61%	0%	78%	22%	24%	22%	54%
Informative newsletters/brochures	15%	33%	52%	13%	33%	55%	21%	27%	52%	17%	35%	48%
Being clear/easy to understand	21%	32%	47%	14%▼	37%	49%	25%	26%	48%	28%	28%	44%
Keeping people informed	26%	32%	42%	20%	33%	48%	39%	32%	29%	31%	31%	38%
Being open and transparent	29%	32%	39%	21%	34%	45%	37%▲	25%	38%	35%	32%	33%

Kaipara residents more dissatisfied with open communications than Whangarei residents

▲ Significantly higher  
▼ Significantly lower

- Q10. Overall, how satisfied are you with how well the Council communicates with the community? 1 = Very dissatisfied, 10 = Very satisfied. Results exclude 'don't know' n=9
- Q8. Now using a scale of 1-10 where 1 means 'very dissatisfied' and 10 means 'very satisfied', how satisfied are you with Northland Regional Council for each of the following/Q9. Now using a scale of 1-10 where 1 means 'very dissatisfied' and 10 means 'very satisfied', how satisfied are you with Northland Regional Council for each of the following? 1 = Very dissatisfied, 10 = Very satisfied. Results exclude 'don't know'
- Total sample n=332 (Whangarei n=175, Kaipara n=32, Far North n=125)

## No significant differences between Non-Maori and Maori

### Communication by ethnicity

	Total			Non-Maori n=291			Maori n=63		
	Disagree % 1-4	Neutral % 5-6	Agree % 7-10	Disagree % 1-4	Neutral % 5-6	Agree % 7-10	Disagree % 1-4	Neutral % 5-6	Agree % 7-10
Overall communication, community involvement and engagement	22%	32%	46%	22%	34%	45%	19%	30%	51%
Website content	10%	27%	63%	12%	28%	60%	3%	22%	75%
Updates via social media	17%	29%	53%	15%	34%	51%	23%	24%	53%
Informative newsletters/brochures	15%	33%	52%	16%	32%	52%	12%	34%	54%
Being clear/easy to understand	21%	32%	47%	21%	35%	44%	23%	23%	54%
Keeping people informed	26%	32%	42%	27%	33%	40%	23%	27%	49%
Being open and transparent	29%	32%	39%	30%	32%	38%	23%	31%	47%

1. Q10. Overall, how satisfied are you with how well the Council communicates with the community? 1 = Very dissatisfied, 10 = Very satisfied. Results exclude 'don't know' n=9
2. Q8. Now using a scale of 1-10 where 1 means 'very dissatisfied' and 10 means 'very satisfied', how satisfied are you with Northland Regional Council for each of the following/Q9. Now using a scale of 1-10 where 1 means 'very dissatisfied' and 10 means 'very satisfied', how satisfied are you with Northland Regional Council for each of the following? 1 = Very dissatisfied, 10 = Very satisfied. Results exclude 'don't know'
3. Total sample n=332 (Non-Maori n=291, Maori n=63. Multiple response)

Lower satisfaction from 50-64 age group compared to 65+ for how well council engages with the community; this age group also less satisfaction with the level of consultation than all other age groups

### Engagement by age

	Total			18-49 n=129			50-64 n=105			65+ n=98		
	Disagree % 1-4	Neutral % 5-6	Agree % 7-10	Disagree % 1-4	Neutral % 5-6	Agree % 7-10	Disagree % 1-4	Neutral % 5-6	Agree % 7-10	Disagree % 1-4	Neutral % 5-6	Agree % 7-10
Overall communication, community involvement and engagement	22%	32%	46%	21%	29%	50%	29%	34%	37%	16%	34%	51%
Council's presence at events	18%	30%	52%	16%	29%	55%	29%	27%	44%	11%	33%	56%
Level of consultation with community	27%	32%	41%	22%	34%	44%	33%	38%	29%▼	28%	21%	51%
Consultation with community eg Long Term Planning	23%	36%	41%	22%	41%	37%	29%	32%	38%	19%	32%	49%
How well the council engages with the community	26%	36%	38%	21%	40%	39%	34%	36%	29%▼	25%	30%	45%
Involving the community in decision making	30%	38%	32%	30%	40%	30%	33%	38%	29%	27%	33%	40%

▲ Significantly higher  
▼ Significantly lower

1. Q10. And how satisfied are you with the council for? 1 = Very dissatisfied, 10 = Very satisfied. Results exclude 'don't know' n=9
2. Q8. Now using a scale of 1-10 where 1 means 'very dissatisfied' and 10 means 'very satisfied', how satisfied are you with Northland Regional Council for each of the following/Q9. Now using a scale of 1-10 where 1 means 'very dissatisfied' and 10 means 'very satisfied', how satisfied are you with Northland Regional Council for each of the following? 1 = Very dissatisfied, 10 = Very satisfied. Results exclude 'don't know'
3. Total sample n=332 (18-49 n=129, 50-64 n=105, 65+ n=98)

No significant differences between the districts for the individual engagement measures

## Engagement by district

	Total			Whangarei n=175			Kaipara n=32			Far North n=125		
	Disagree % 1-4	Neutral % 5-6	Agree % 7-10	Disagree % 1-4	Neutral % 5-6	Agree % 7-10	Disagree % 1-4	Neutral % 5-6	Agree % 7-10	Disagree % 1-4	Neutral % 5-6	Agree % 7-10
Overall communication, community involvement and engagement	22%	32%	46%	16%	29%	54% ▲	33%	28%	38%	26%	35%	39%
Council's presence at events	18%	30%	52%	16%	28%	55%	24%	44%	32%	20%	28%	53%
Level of consultation with community	27%	32%	41%	22%	32%	46%	35%	25%	40%	31%	34%	35%
Consultation with community eg Long Term Planning	23%	36%	41%	18%	35%	47%	33%	40%	27%	26%	37%	37%
How well the council engages with the community	26%	36%	38%	22%	34%	44%	20%	47%	33%	31%	37%	32%
Involving the community in decision making	30%	38%	32%	24%	42%	35%	43%	33%	24%	35%	34%	31%

▲ Significantly higher  
▼ Significantly lower

1. Q10. And how satisfied are you with the council for? 1 = Very dissatisfied, 10 = Very satisfied. Results exclude 'don't know' n=9
2. Q8. Now using a scale of 1-10 where 1 means 'very dissatisfied' and 10 means 'very satisfied', how satisfied are you with Northland Regional Council for each of the following/Q9. Now using a scale of 1-10 where 1 means 'very dissatisfied' and 10 means 'very satisfied', how satisfied are you with Northland Regional Council for each of the following? 1 = Very dissatisfied, 10 = Very satisfied. Results exclude 'don't know'
3. Total sample n=332 (Whangarei n=175, Kaipara n=32, Far North n=125)

## Higher satisfaction from Maori for council’s presence at events

### Engagement by ethnicity

	Total			Non-Maori n=291			Maori n=63		
	Disagree % 1-4	Neutral % 5-6	Agree % 7-10	Disagree % 1-4	Neutral % 5-6	Agree % 7-10	Disagree % 1-4	Neutral % 5-6	Agree % 7-10
Overall communication, community involvement and engagement	22%	32%	46%	22%	34%	45%	19%	30%	51%
Council’s presence at events	18%	30%	52%	20%	32%	48%	15%	20%	65% ▲
Level of consultation with community	27%	32%	41%	28%	34%	38%	21%	27%	52%
Consultation with community eg Long Term Planning	23%	36%	41%	22%	36%	41%	24%	41%	36%
How well the council engages with the community	26%	36%	38%	27%	37%	36%	23%	37%	40%
Involving the community in decision making	30%	38%	32%	31%	38%	31%	27%	36%	37%

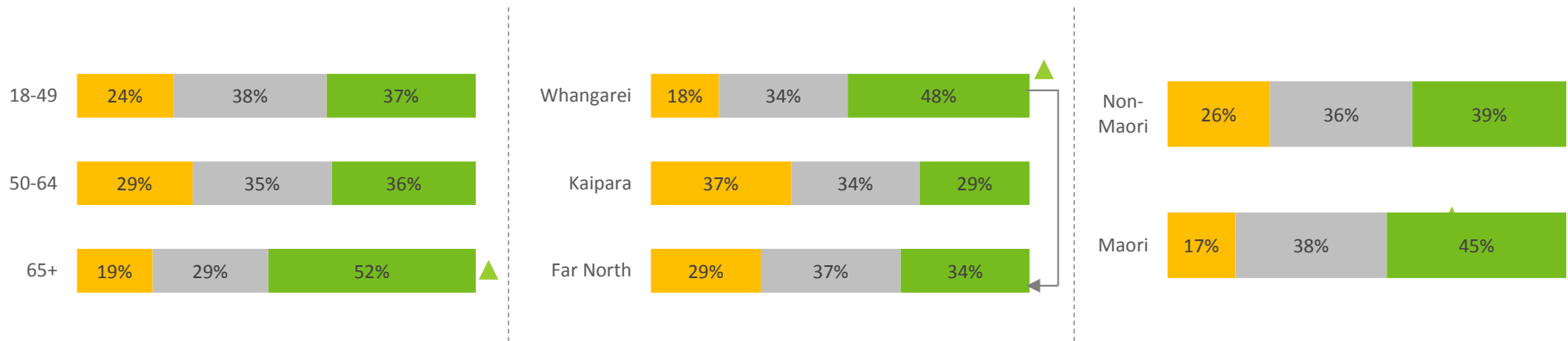
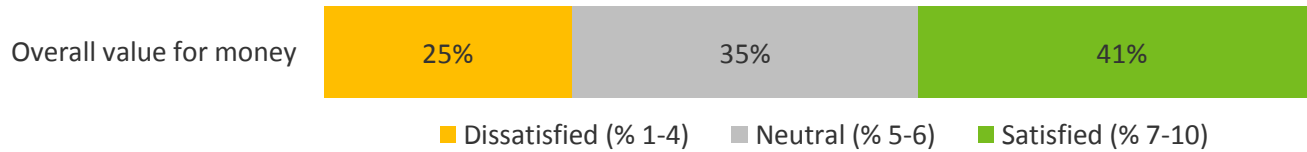
▲ Significantly higher  
▼ Significantly lower

1. Q10. And how satisfied are you with the council for? 1 = Very dissatisfied, 10 = Very satisfied. Results exclude ‘don’t know’ n=9
2. Q8. Now using a scale of 1-10 where 1 means ‘very dissatisfied’ and 10 means ‘very satisfied’, how satisfied are you with Northland Regional Council for each of the following/Q9. Now using a scale of 1-10 where 1 means ‘very dissatisfied’ and 10 means ‘very satisfied’, how satisfied are you with Northland Regional Council for each of the following? 1 = Very dissatisfied, 10 = Very satisfied. Results exclude ‘don’t know’
3. Total sample n=332 (Non-Maori n=291, Maori n=63. Multiple response)



Around four in ten (41%) are satisfied with overall value for money while a quarter are dissatisfied; the 65+ group are significantly more satisfied (52%) compared to those under 65

### Overall value for money



▲ Significantly higher  
▼ Significantly lower

1. Q14. Considering all the services and facilities that the Northland Regional Council provides, overall how satisfied are you that you receive good value for the money you spend in rates and other fees? 1 = Very dissatisfied, 10 = Very satisfied. Results exclude 'don't know' n=5  
 2. Total sample n=332 (18-49 n=129, 50-64 n=105, 65+ n=98, Whangarei n=175, Kaipara n=32, Far North n=125, Non-Maori n=291, Maori n=63. Multiple response for ethnicity)

Higher levels of satisfaction evident from the 65+ age group (48%) compared to those aged 18-49 (34%), for services being good value

### Value for money by age

	Total			18-49 n=114			50-64 n=102			65+ n=93		
	Disagree % 1-4	Neutral % 5-6	Agree % 7-10	Disagree % 1-4	Neutral % 5-6	Agree % 7-10	Disagree % 1-4	Neutral % 5-6	Agree % 7-10	Disagree % 1-4	Neutral % 5-6	Agree % 7-10
Overall value for money	25%	35%	41%	24%	38%	37%	29%	35%	36%	19%	29%	52% ▲
Provides good quality services to ratepayers	25%	34%	41%	26%	36%	38%	28%	34%	38%	20%	32%	48%
Services are good value for your rates paid	28%	34%	38%	29%	37%	34%	33%	33%	34%	21%	30%	48% ▲

▲ Significantly higher  
▼ Significantly lower

1. Q14. Considering all the services and facilities that the Northland Regional Council provides, overall how satisfied are you that you receive good value for the money you spend in rates and other fees? 1 = Very dissatisfied, 10 = Very satisfied. Results exclude 'don't know' n=5
2. Q13. On a scale of 1 to 10 where 1 is 'strongly disagree' and 10 is 'strongly agree', how much do you agree or disagree that Northland Regional Council...? n=309 Pay rates. Results exclude 'don't know'
3. Base: Pay rates n=309 (18-49 n=114, 50-64 n=102, 65+ n=93)

# Whangarei residents are more satisfied with all aspects of value than Far North residents

## Value for money by district

	Total			Whangarei n=168			Kaipara n=32			Far North n=109		
	Disagree % 1-4	Neutral % 5-6	Agree % 7-10	Disagree % 1-4	Neutral % 5-6	Agree % 7-10	Disagree % 1-4	Neutral % 5-6	Agree % 7-10	Disagree % 1-4	Neutral % 5-6	Agree % 7-10
Overall value for money	25%	35%	41%	18%	34%	48% ▲	37%	34%	29%	29%	37%	34%
Provides good quality services to ratepayers	25%	34%	41%	17%	31%	52% ▲	44%	19%	37%	31%	42%	27%
Services are good value for your rates paid	28%	34%	38%	21%	32%	47% ▲	47%	22%	31%	33%	40%	27%

▲ Significantly higher  
▼ Significantly lower

1. Q14. Considering all the services and facilities that the Northland Regional Council provides, overall how satisfied are you that you receive good value for the money you spend in rates and other fees? 1 = Very dissatisfied, 10 = Very satisfied. Results exclude 'don't know' n=5
2. Q13. On a scale of 1 to 10 where 1 is 'strongly disagree' and 10 is 'strongly agree', how much do you agree or disagree that Northland Regional Council...? n=309 Pay rates. Results exclude 'don't know'
3. Base: Pay rates n=309 (Whangarei n=168, Kaipara n=32, Far North n=109)

No significant differences in perceptions of value for money between Non-Maori and Maori

## Value for money by ethnicity

	Total			Non-Maori n=277			Maori n=51		
	Disagree % 1-4	Neutral % 5-6	Agree % 7-10	Disagree % 1-4	Neutral % 5-6	Agree % 7-10	Disagree % 1-4	Neutral % 5-6	Agree % 7-10
Overall value for money	25%	35%	41%	26%	36%	39%	17%	38%	45%
Provides good quality services to ratepayers	25%	34%	41%	26%	34%	39%	23%	34%	43%
Services are good value for your rates paid	28%	34%	38%	29%	35%	36%	24%	34%	42%

1. Q14. Considering all the services and facilities that the Northland Regional Council provides, overall how satisfied are you that you receive good value for the money you spend in rates and other fees? 1 = Very dissatisfied, 10 = Very satisfied. Results exclude 'don't know' n=5
2. Q13. On a scale of 1 to 10 where 1 is 'strongly disagree' and 10 is 'strongly agree', how much do you agree or disagree that Northland Regional Council...? n=309 Pay rates. Results exclude 'don't know'
3. Base: Pay rates n=309 (Non-Maori n=277, Maori n=51. Multiple response)



# Demographics

# Demographic profile

