

**2021**

**Northland Regional Council  
Annual  
Residents'  
Survey**

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## Background, objectives and methodology

### Background

The Northland Regional Council has an ongoing need to measure how satisfied residents are with the resources, facilities and services provided by Council.

### Research Objectives

- To provide a robust measure of satisfaction with Council's performance in relation to service delivery.
- To determine performance drivers and assist Council to identify the best opportunities to further improve satisfaction, including satisfaction among defined groups within the region and its districts.
- To assess changes in satisfaction over time and measure progress towards the Long-Term Plan objectives.
- To assess residents' perceptions and awareness of Council's core services as well as the important issues facing the Northland region such as drought and COVID-19 and how Council is responding to these issues.

### Method

- Residents from within the Northland Region were randomly selected from the Electoral roll and 3,000 paper questionnaires were sent out for completion with an optional link to complete the survey online. A reminder postcard was sent to those who had not responded after two weeks. An anonymous link was also provided to the general public for providing feedback.
- The postal and online survey generated a sample of n=385 residents across the Northland region while there were 429 responses completed via the public anonymous link.
- The postal and online survey response rate was 13%. Responses were received between 23 April and 4 June 2021.
- Quota targets were monitored to ensure a sufficient sample by key demographic features including age, location, gender and ethnicity.
- Post survey the data has been weighted to the 2018 Census data to ensure that the sample is representative of known population distributions within the region.
- At an aggregate level the survey has an expected confidence interval at the 95% level (margin of error) of +/-4.99%.

### Notes

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

Key results of the public survey are shown for comparison but are not included in the total sample result.



# Executive summary

## Key findings

1

In 2021, *Residents' satisfaction with Northland Regional Council* has slightly decreased to more than four in ten residents (45%) satisfied (scoring 7 to 10 out of 10). Perceptions of Council's performance regarding *Overall reputation* and *Overall communication, community involvement and engagement* have improved compared with 2020. Satisfaction with the *Overall quality of services received* dropped significantly from 58% in 2020 to 45% in 2021. The percentage of residents who are *likely to talk favourably about Council* has increased from 40% in 2020 to 45% in 2021.

2

There is a high level of awareness amongst residents and self-selected respondents regarding the services provided by Northland Regional Council in terms of *Working with community groups to reduce pests and protective native species, Environmental management and monitoring* and *Co-ordinating civil defence and emergency management response to major events*.

3

The most important issues facing Northland as perceived by residents relate to *Clean rivers, oceans and waterways* (as indicated by 96% of respondents), and *Fresh and polluted air* (94%). Respondents also placed importance on *Access to life-saving services such as St John and surf lifeguards* (94%).

4

At least seven in ten residents think that Council is responding well to the issues of *Protecting native life, like kiwi and kauri, from disease and predators* (74%), *Co-ordinating civil defence response* (71%), and *Access to life-saving services* (71%).

5

A significant number of respondents have indicated interest in *knowing more about council activities* and *learning more about opportunities to be involved when new rules and policies are in development*.

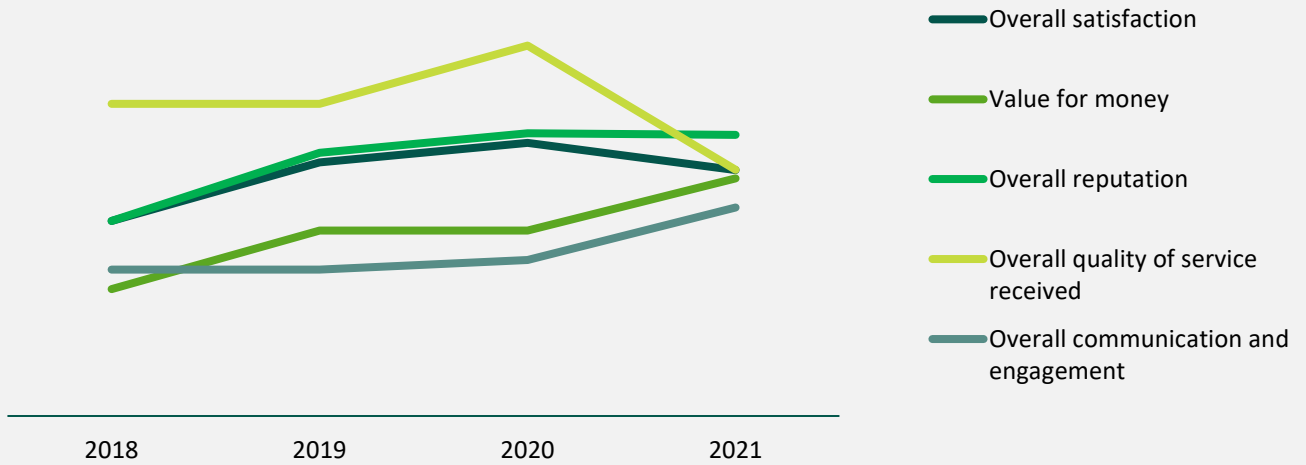
6

*Overall reputation* is the main driver of satisfaction with Northland Regional Council. Since satisfaction with this attribute is relatively high, Council's performance in this area should be maintained. The key opportunity to improve perceptions is regarding the *Provision of good quality services*.

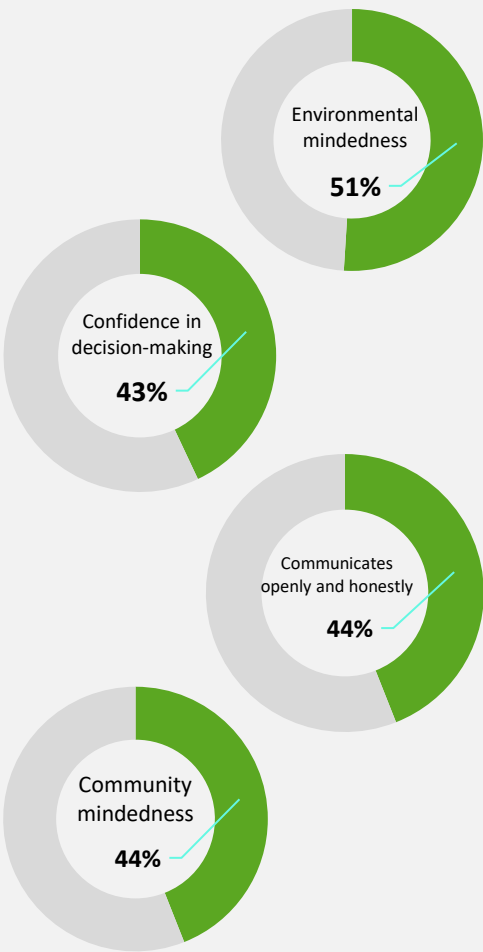
## Summary of key performance indicators

### OVERALL MEASURES - TREND

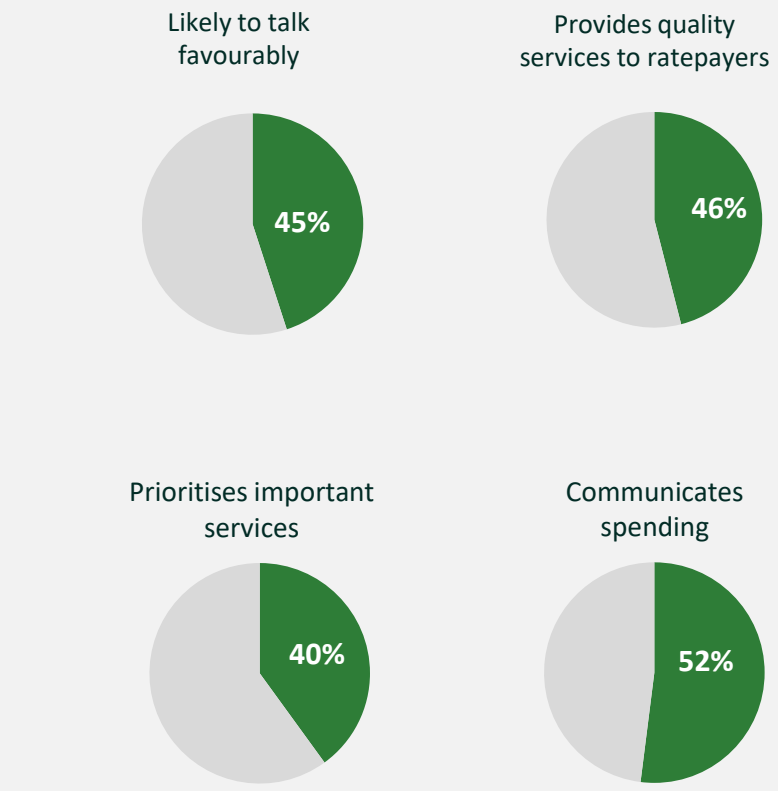
Satisfied (%7-10)



### LEADERSHIP



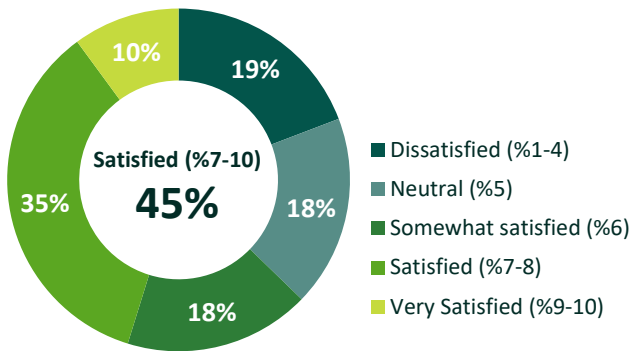
### OTHER IMPORTANT MEASURES





# Overall satisfaction and other key performance measures

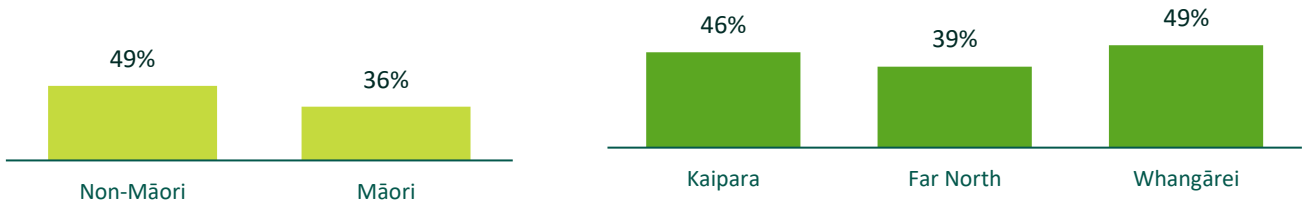
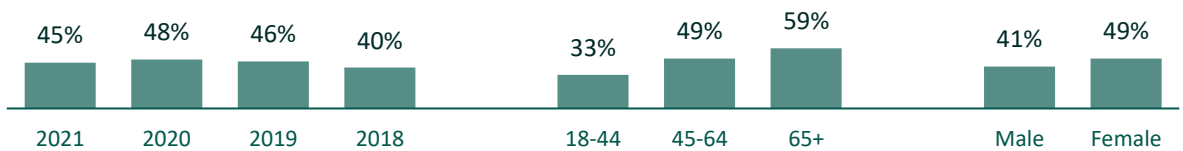
## Overall performance



Satisfaction with *Northland Regional Council's performance* slightly declined from 48% in 2020 to 45% in 2021. Refer to page 41 for further information on the drivers behind these results.

Self-selected (%7-10) – 33%

### Satisfied %7-10

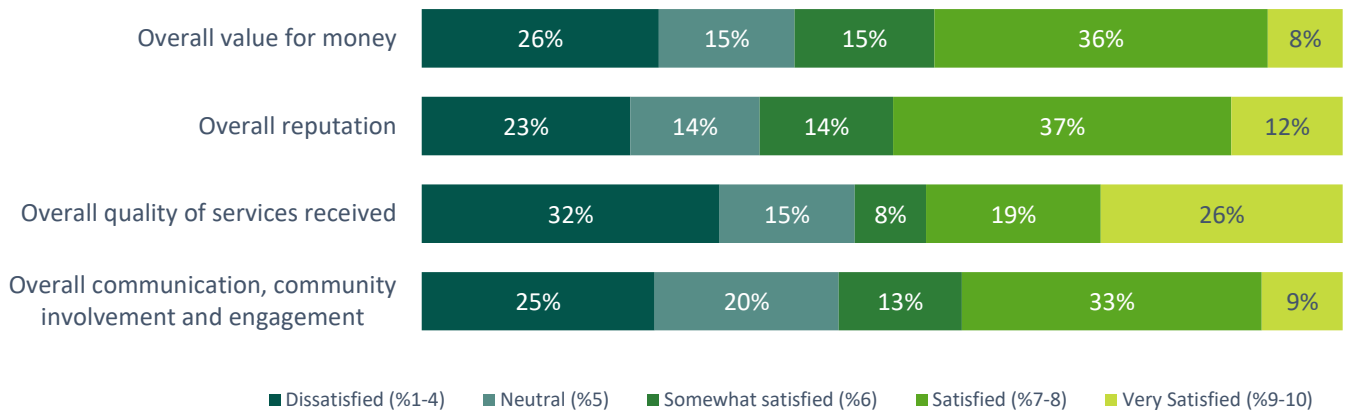


NOTES:

1. Sample: 2018 n=520; 2019 n=439; 2020 n=362; 2021 n=385, Self-selected n=429; Excludes 'Don't know' responses
2. 18-44 n=71; 45-64 n=84; 65+ n=160
3. Male n=148; Female n=167
4. Maori n=64; All Others n=251
5. Kaipara n=51; Far North n=107; Whangārei n=157
6. Urban n=239; Coastal n=60; Rural n=16
7. Renting n=37; Pay rates n=263; Don't pay rates n=14
8. OP.4. 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?



## Overall measures



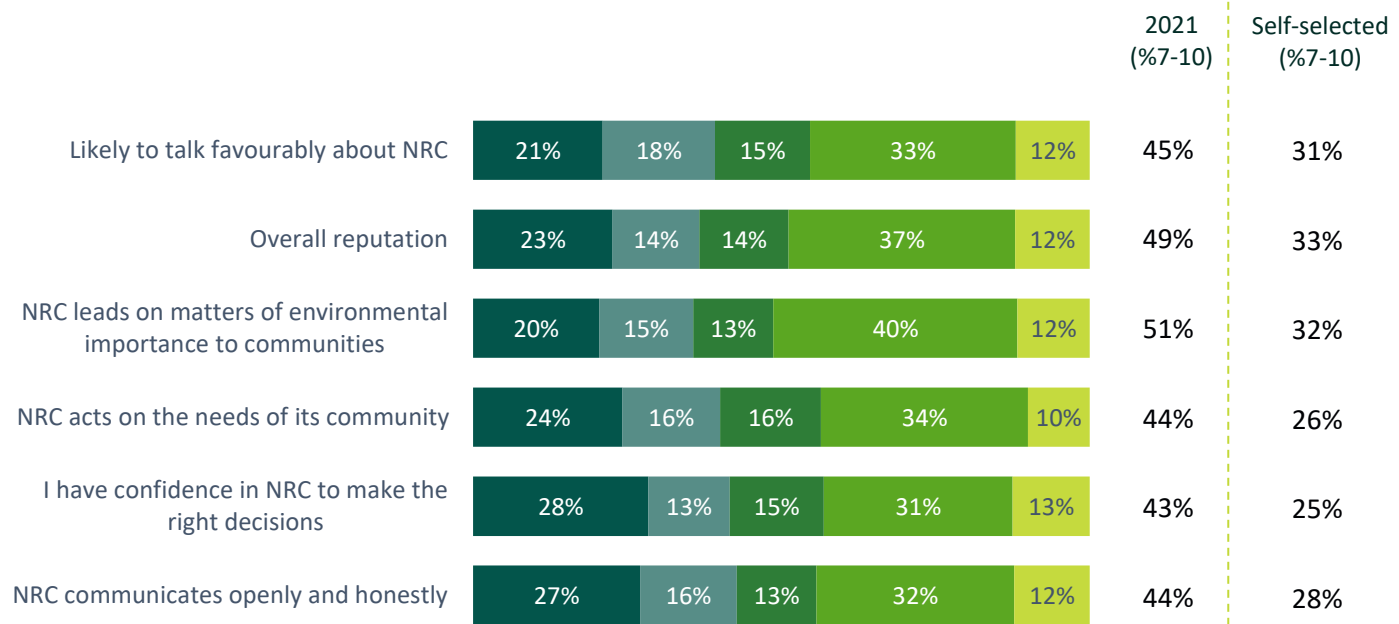
Satisfaction Scores (% 7-10)	2021	2020	2019	2018	2021 Self-selected
Overall value for money	44%	39%	39%	33%	23%
Overall reputation	49%	49%	47%	40%	33%
Overall quality of services received	45%	58%	52%	52%	43%
Overall communication, community involvement and engagement	41%	36%	35%	35%	31%

Satisfaction Scores (% 7-10)	Kaipara	Far North	Whangārei
Overall value for money	49%	32%	52%
Overall reputation	48%	42%	54%
Overall quality of services received	44%	41%	50%
Overall communication, community involvement and engagement	39%	36%	46%

### NOTES:

1. Sample: 2018 n=520; 2019 n=439; 2020 n=362; 2021 n=385, Self-selected n=429; Excludes 'Don't know' responses
2. VM.2. Considering all the services and facilities that Northland Regional Council provides, overall, how satisfied are you that you receive good value for the money you spend in rates and other fees?
3. OP.2. Given everything you know about the organisation, how would you rate Northland Regional Council for its overall reputation?
4. CC.7. Using a slightly different scale, where 1 is 'very dissatisfied' and 10 is 'very satisfied', and considering everything - the contact you had, the ease of getting information, the responsiveness of the council and the outcome you got, how satisfied are you with...?
5. CE.5. Overall, how satisfied are you with how well Northland Regional Council communicates with you?

## Leadership and reputation



■ Not at all / Disagree (%1-4) ■ Neutral (%5) ■ Somewhat likely / agree (%6) ■ Likely / Agree (%7-8) ■ Extremely likely / Strongly agree(%9-10)

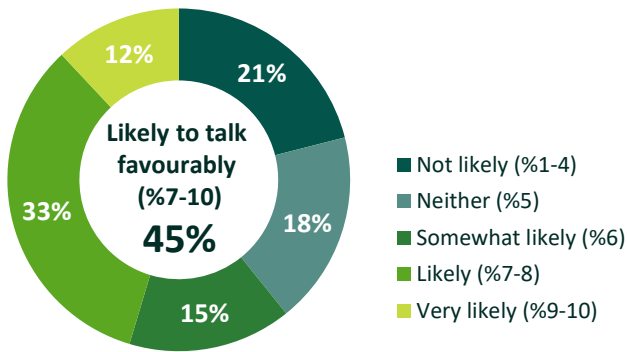
Scores with % 7-10	2021	2020	2019	2018
Likelihood to talk favourably about NRC	45%	40%	37%	*
Overall reputation	49%	49%	47%	40%

Satisfaction Scores (% 7-10)	Kaipara	Far North	Whangārei
Likelihood to talk favourably about NRC	46%	36%	52%
Overall reputation	48%	42%	54%

### NOTES:

1. Sample: 2018 n=520; 2019 n=439; 2020 n=362; 2021 n=385, Self-selected n=429; Excludes 'Don't know' responses
2. APA.8. Given everything you know about the organisation, how likely are you to talk favourably about Northland Regional Council if asked by a friend or colleague?
3. OP.2. Given everything you know about the organisation, how would you rate Northland Regional Council for its overall reputation?
4. CC.7. Using a slightly different scale, where 1 is 'very dissatisfied' and 10 is 'very satisfied', and considering everything - the contact you had, the ease of getting information, the responsiveness of the council and the outcome you got, how satisfied are you with...?
5. CE.5. Overall, how satisfied are you with how well Northland Regional Council communicates with you?
6. \* Question was not asked in 2018.

## Likelihood to talk favourably

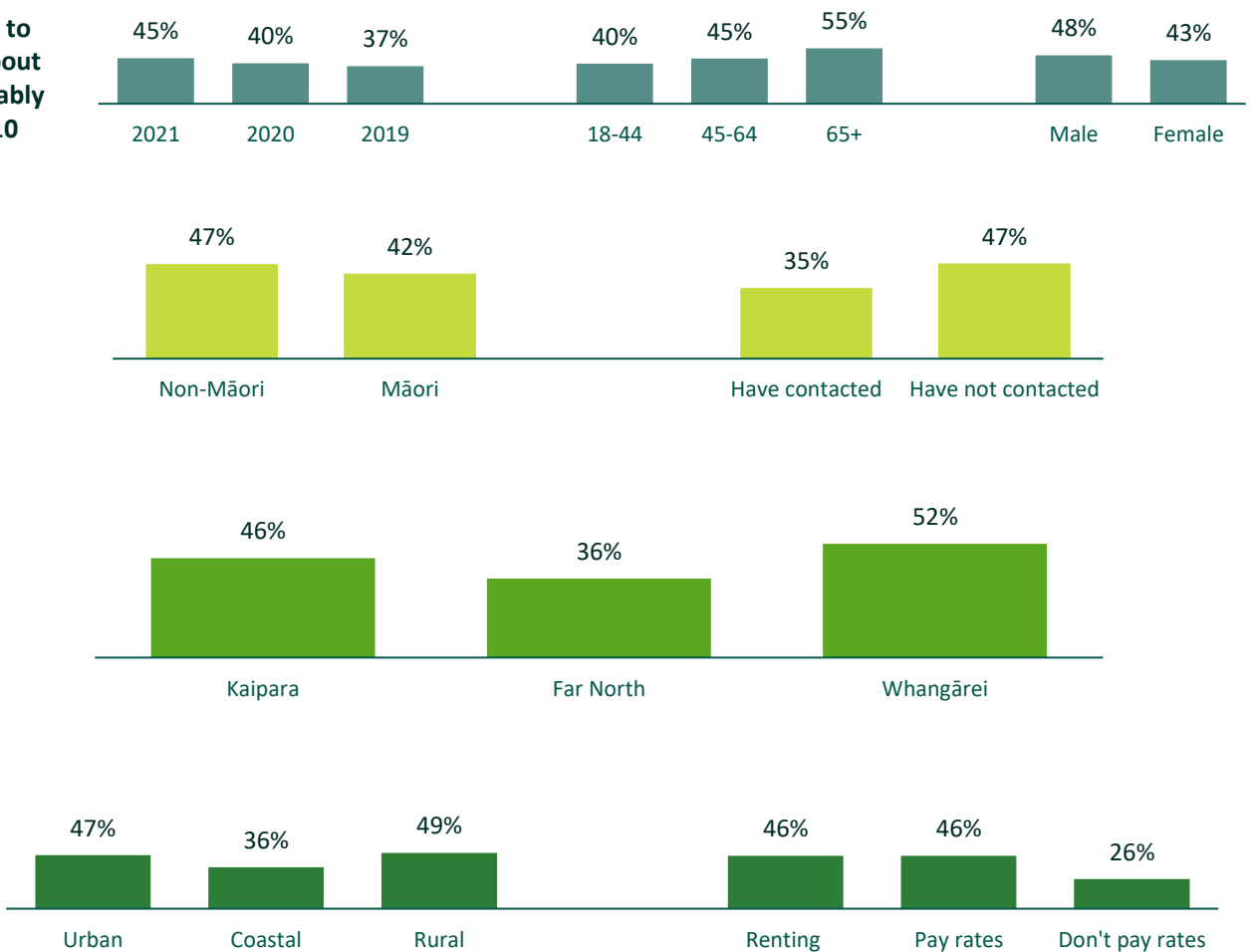


More than four in ten residents (45%) are *likely to talk favourably about Northland Regional Council*. This percentage is up from 40% in 2020.

Overall, when people who are somewhat likely are included, this result increases to 51% of respondents.

Self-selected (%7-10) – 31%

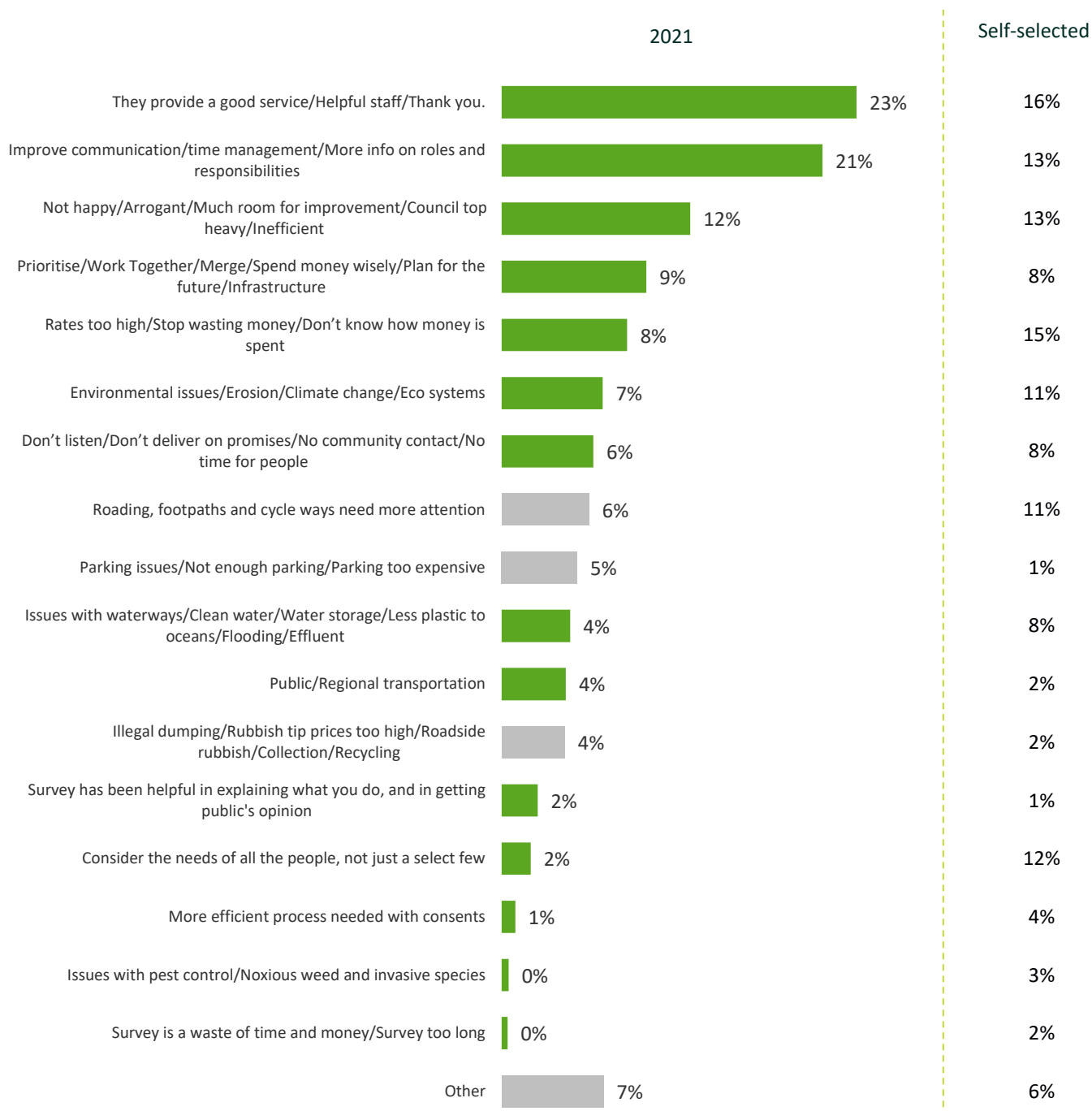
### Likely to talk about favourably %7-10



**NOTES:**

1. Sample: 2018 n=520; 2019 n=439; 2020 n=362; 2021 n=385, Self-selected n=429; Excludes 'Don't know' responses
2. 18-44 n=66; 45-64 n=82; 65+ n=160
3. Male n=151; Female n=157
4. Māori n=62; All Others n=246
5. Kaipara n=53; Far North n=109; Whangārei n=146
6. Urban n=229; Coastal n=62; Rural n=17
7. Renting n=37; Pay rates n= 255; Don't pay rates n=16
8. APA.8. Given everything you know about the organisation, how likely are you to talk favourably about Northland Regional Council if asked by a friend or colleague?

## General comments about Northland Regional Council



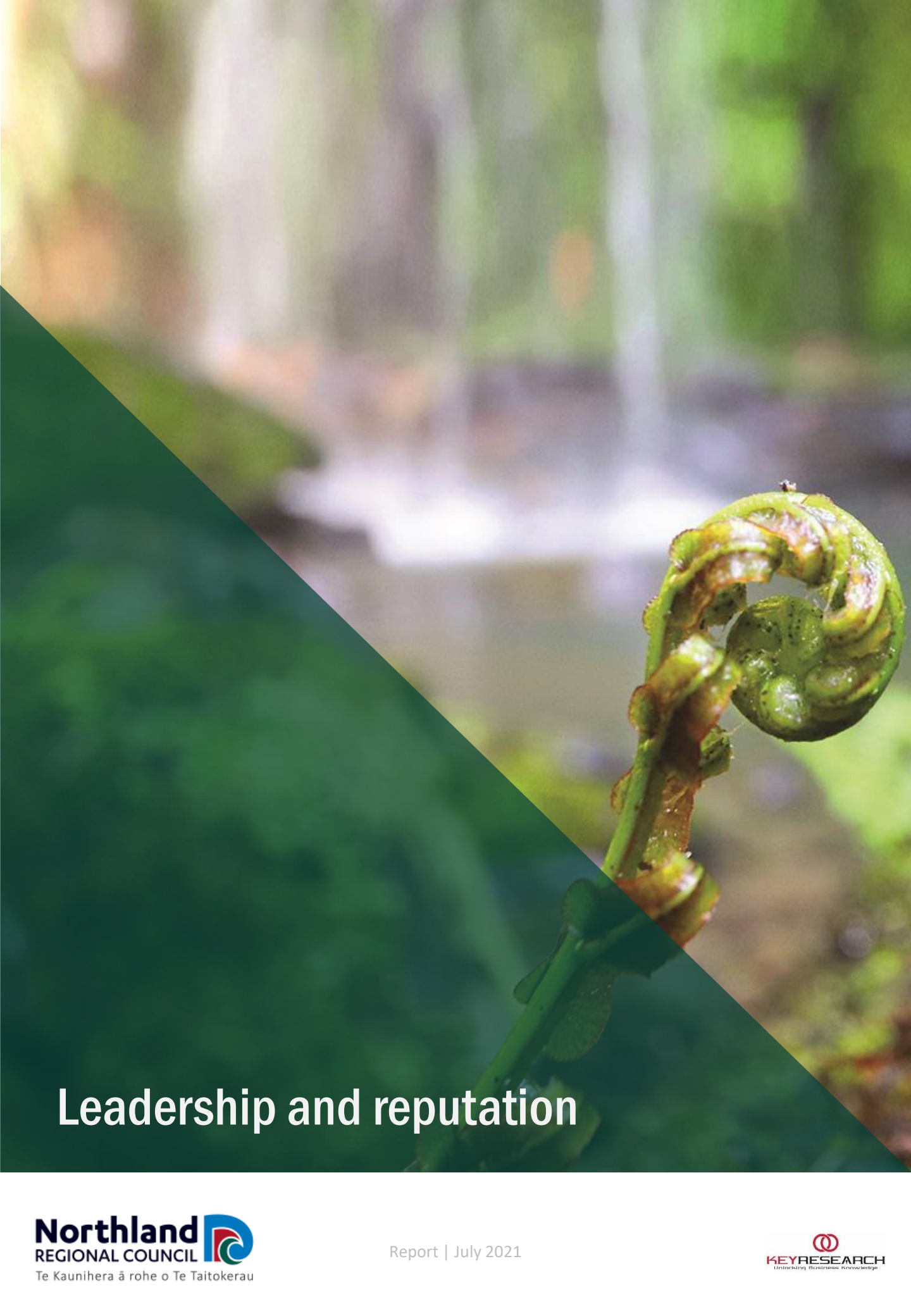
Results highlighted in grey do not relate to Northland Regional Council's activities.

**Other includes:**

- Make it easier to start a family, affordable housing is a growing concern
- St. John is still struggling, do they get enough support?
- The Northland Regional Council need to be forerunners in New Zealand given our unique history
- Ensure boat safety in the North

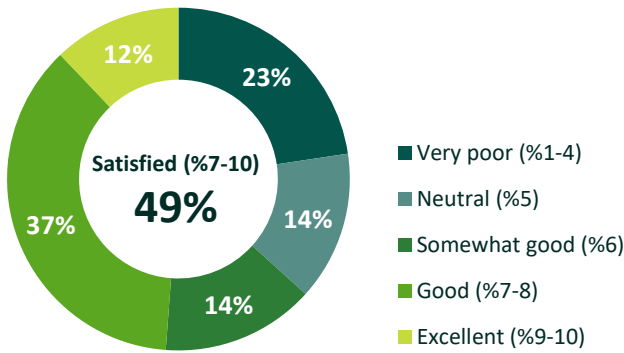
NOTES:

1. Sample: 2021 n=385, Self-selected n=429; Excludes 'Don't know' responses
2. OP5. To finish off, are there any other comments that you would like to make about Northland Regional Council? n=172



# Leadership and reputation

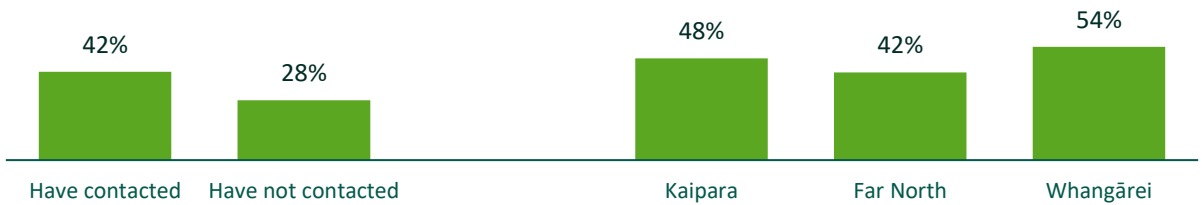
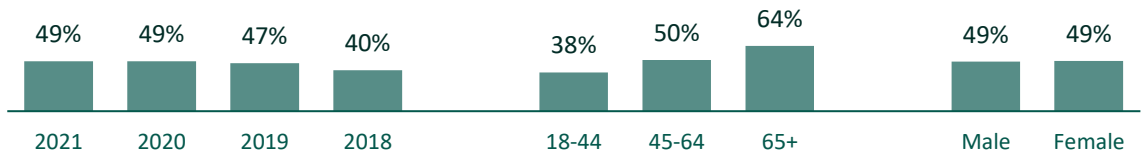
## Overall reputation



Self-selected (%7-10) – 33%

Council's performance in terms of its *reputation* remains at the same level as in 2020. Older residents seem to rate Council's *Reputation* as good or excellent, compared to younger residents.

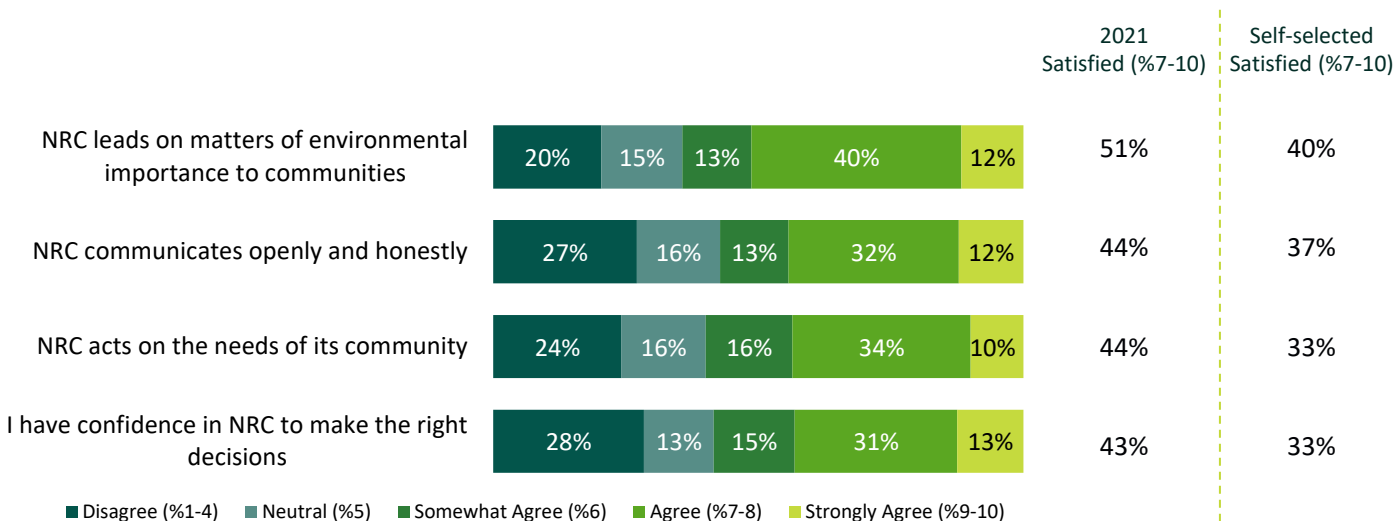
### Satisfied %7-10



NOTES:

1. Sample: 2021 n=385, Self-selected n=429; Excludes 'Don't know' responses
2. 18-44 n=67; 45-64 n=82; 65+ n=148
3. Male n=142; Female n=155
4. Māori n=61; Non-Māori n=236
5. Kaipara n=50; Far North n=102; Whangārei n=145
6. Urban n=225; Coastal n=59; Rural n=13
7. Renting n=31; Pay rates n=25; Don't pay rates n=15
8. OP.2. Given everything you know about the organisation, how would you rate Northland Regional Council for its overall reputation?

## Leadership



Scores with % 7-10	Kaipara	Far North	Whangārei
NRC leads on matters of environmental importance to communities	51%	44%	57%
NRC communicates openly and honestly	51%	39%	47%
NRC acts on the needs of its community	40%	36%	51%
I have confidence in NRC to make the right decisions	40%	39%	47%

**NOTES:**

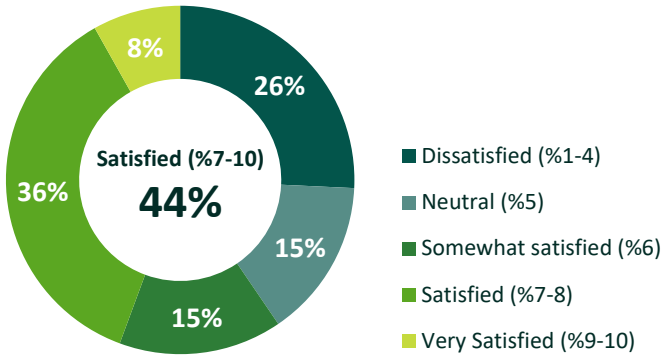
- Sample: 2021 n=385, Self-selected n=429; Excludes 'Don't know' or blank responses
- OP1. To what extent do you agree/disagree with the following statements about Northland Regional Council (NRC)?



# Value for money



## Overall value for money



Satisfaction with *Overall value for money* has increased steadily since 2018. Older residents seem to be more satisfied than younger residents.

Self-selected respondents have provided a lower satisfaction rating with just under a quarter (23%) satisfied.

Self-selected (%7-10) – 23%

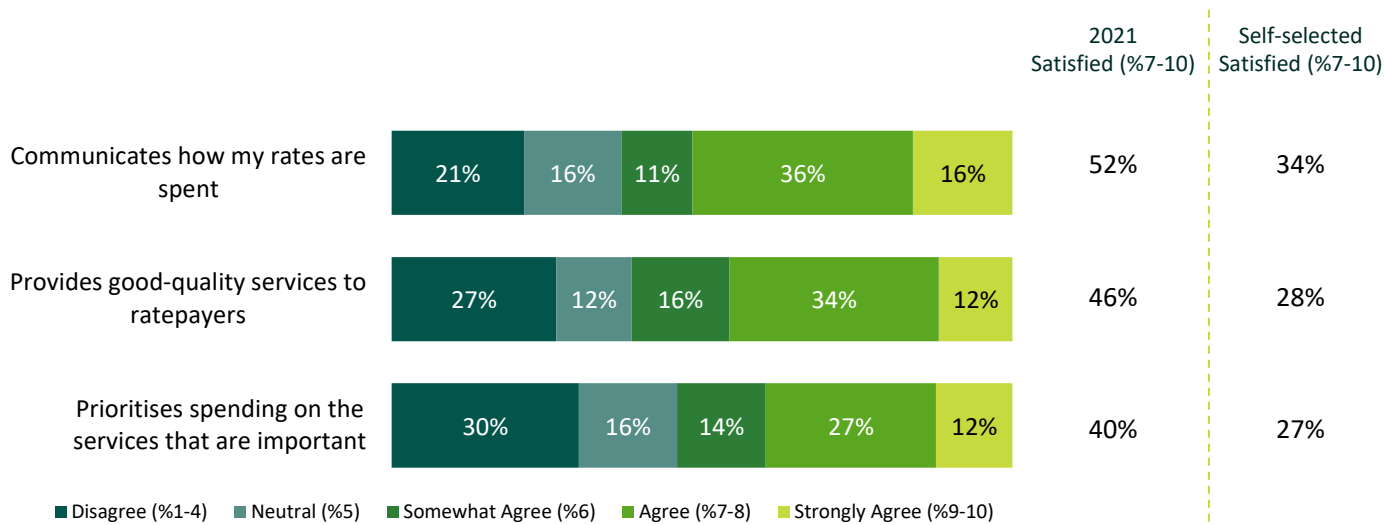
### Satisfied %7-10



**NOTES:**

1. Sample: 2018 n=520; 2019 n=439; 2020 n=362; 2021 n=385, Self-selected n=429; Excludes 'Don't know' responses
2. 18-44 n=65; 45-64 n=81; 65+ n=153
3. Male n=147; Female n=152
4. Māori n=54; Non-Māori n=245
5. Kaipara n=47; Far North n=107; Whangārei n=145
6. Urban n=227; Coastal n=57; Rural n=15
7. Renting n=15; Pay rates n=160; Don't pay rates n=11
8. VM.2. Considering all the services and facilities that Northland Regional Council provides, overall, how satisfied are you that you receive good value for the money you spend in rates and other fees?

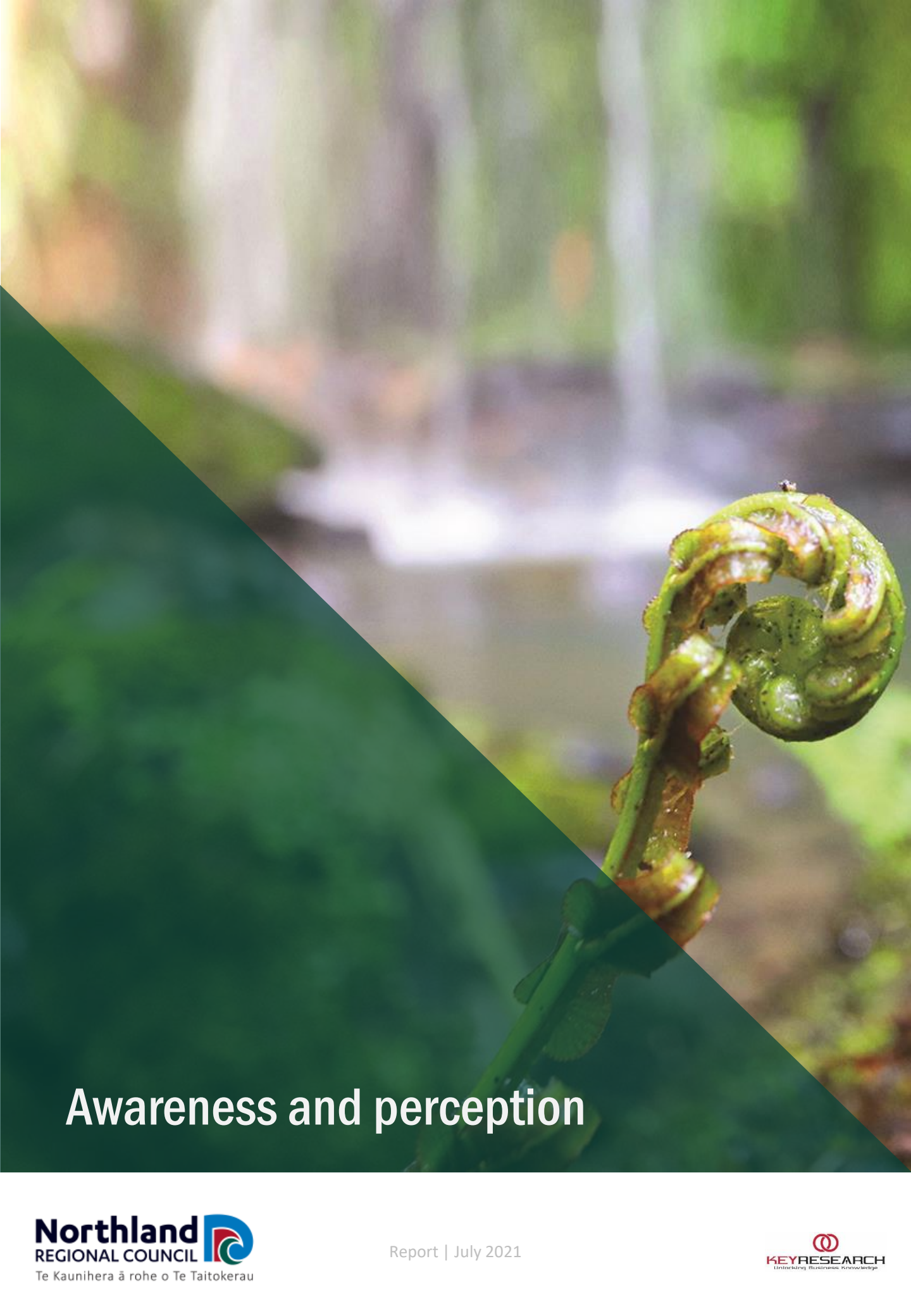
## Value for money



Scores with % 7-10	Scores with % 7-10		
	Kaipara	Far North	Whangārei
Communicates how my rates are spent	56%	42%	57%
Provides good-quality services to ratepayers	47%	34%	53%
Prioritises spending on the services that are important	38%	32%	46%

NOTES:

1. Sample: 2021 n=385, Self-selected n=429; 2020 n=362; Excludes 'Don't know' or blank responses
2. VM.1. 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...?



# Awareness and perception

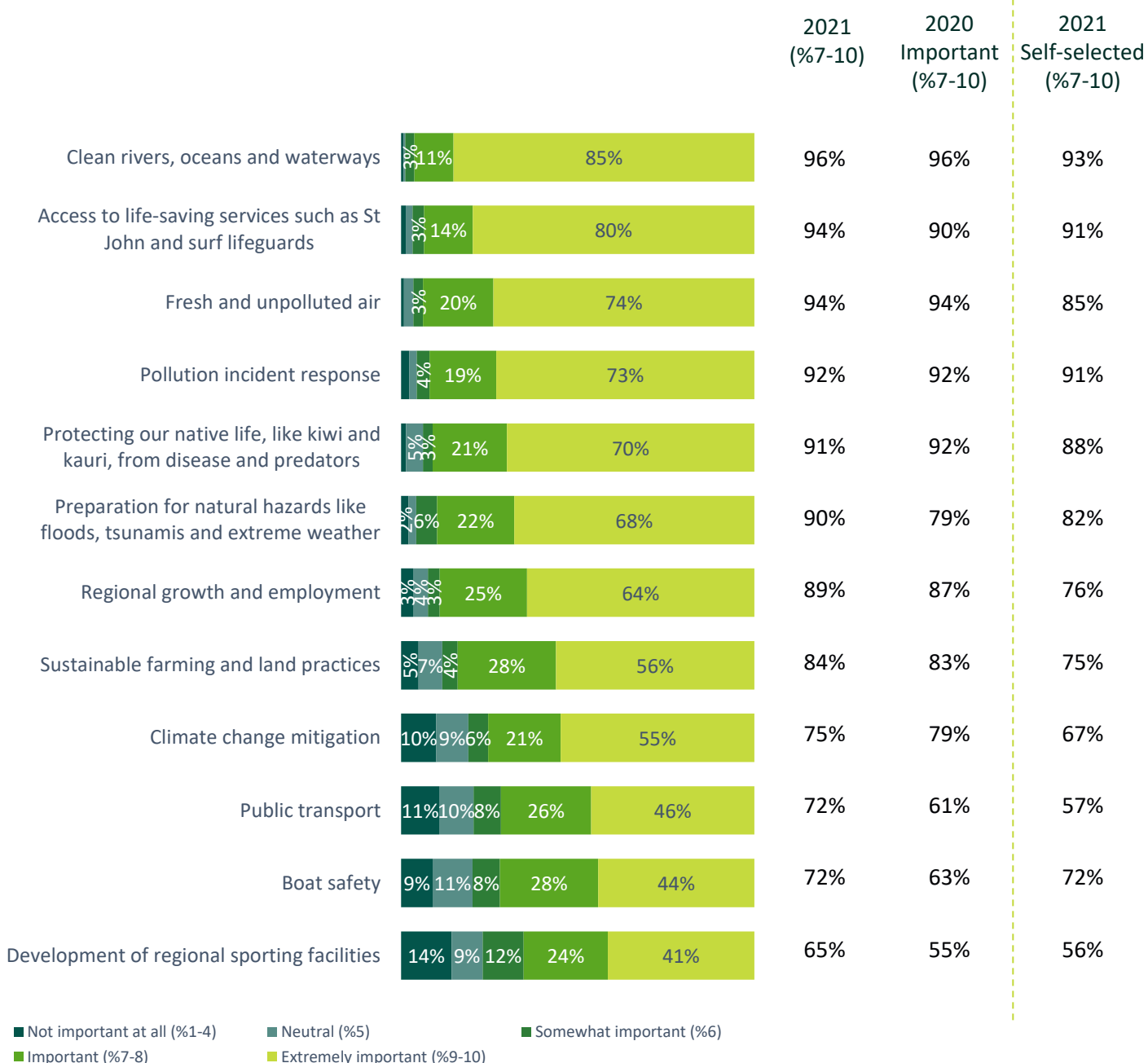
## Awareness of services provided by the Northland Regional Council

Services provided by the council	Residents who are aware (%)	
	2021	2021 Self-selected
Works with community groups to reduce pests and protect native species, e.g., Kiwi Coast, Coastcare	89%	88%
Environmental management and monitoring (land, air and water)	88%	93%
Helps coordinate civil defence and emergency management in response to major events, e.g. drought, Covid-19 pandemic, severe storms	83%	86%
Manages the impact of introduced pests (plants and animals)	80%	78%
Assesses environmental resource consents	78%	84%
Manages environmental incidents like oil spills	72%	73%
Funds improvement projects such as fencing waterways, planting for erosion	71%	69%
Builds flood protection schemes to reduce the impact of floods	68%	71%
Supports economic development, local businesses and tourism, through Northland Inc.	62%	67%
Oversees dairy farmers' management of cow effluent	59%	69%
Provides maritime services such as maintaining navigation aids and promoting harbour safety	57%	70%
Provides bus services in the region including CityLink, Hokianga Link, Mid-North Link and Far North Busabout	55%	55%
Funds emergency rescue services such as the Northland Helicopter Rescue Trust, surf lifesaving and St John ambulances	52%	61%
Runs a 24/7 environmental hotline you can call to report an environmental incident	49%	56%
Provides environmental education in local schools and early childhood centres through the Enviroschools programme	47%	59%

NOTES:

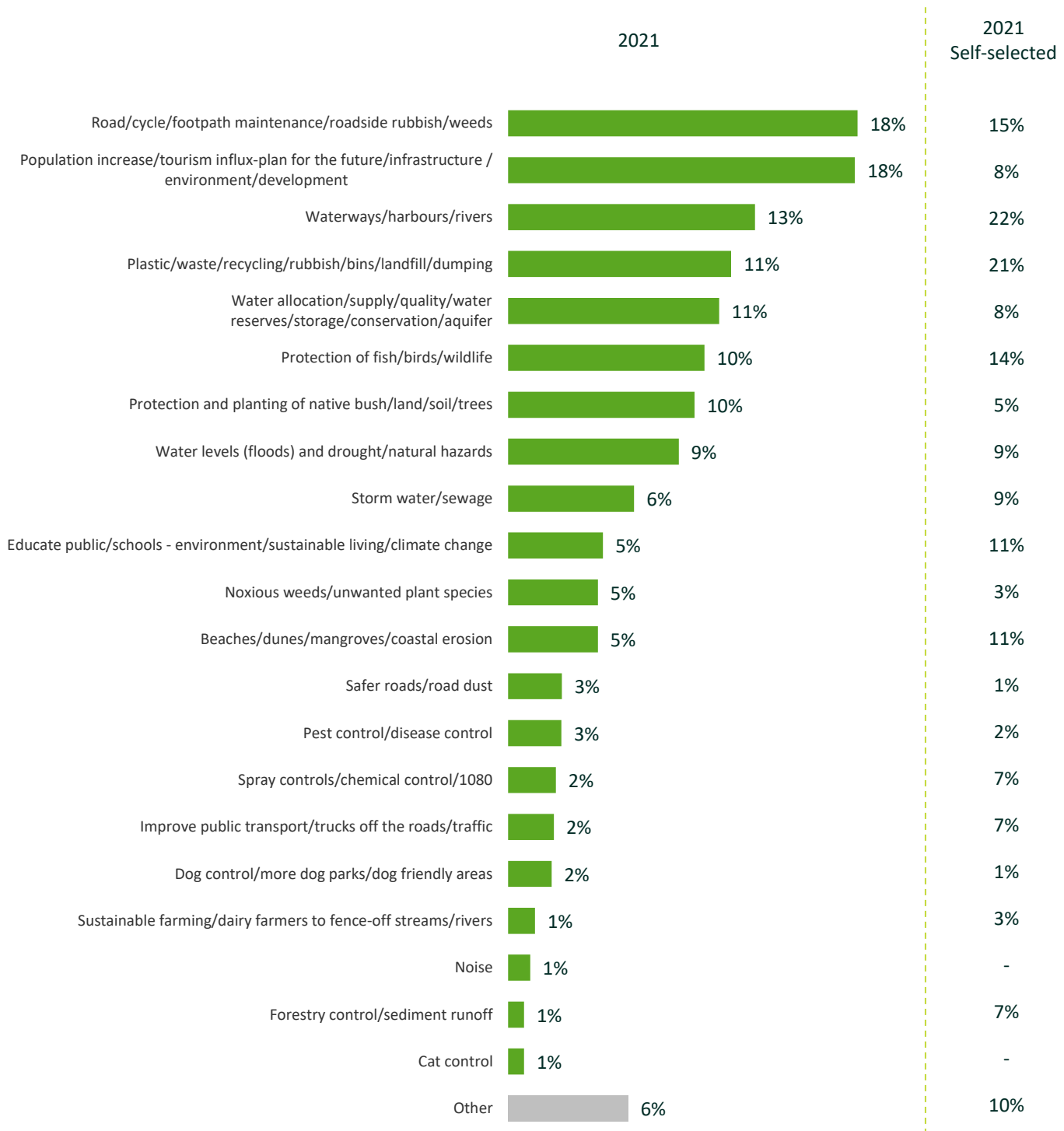
1. Sample:; 2021 n=385, Self-selected n=429; Excludes 'Don't know' or blank responses
2. AP.1. Did you know that Northland Regional Council does the following things?

## Importance of issues facing Northland



NOTES:  
 1. Sample.; 2021 n=385, Self-selected n=429; 2020 n=362; Excludes 'Don't know' or blank responses  
 2. AP.2. Thinking about the issues facing Northland, how important are the following to you? (A-L)

## Other environmental issues facing Northland

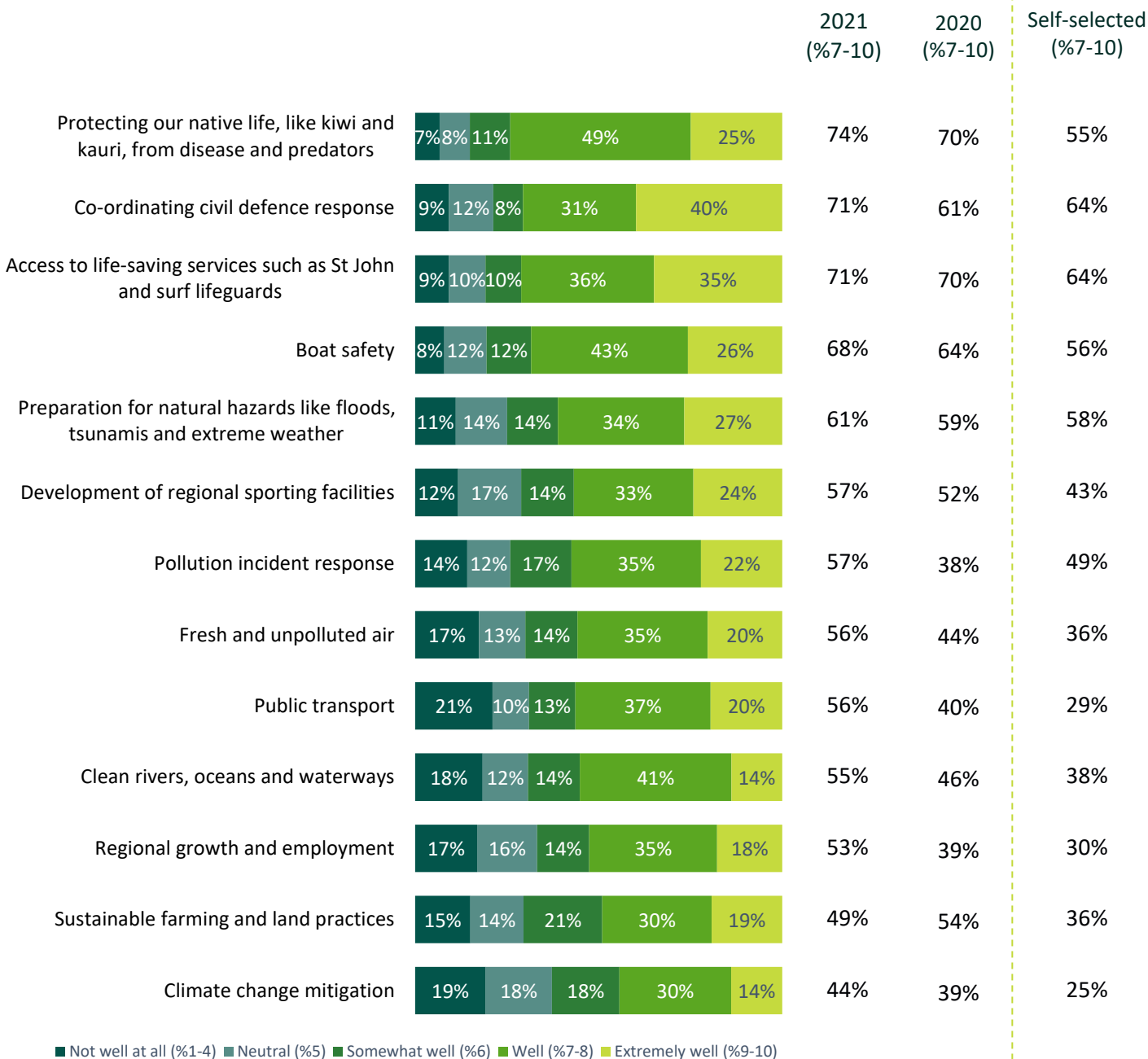


Respondents have identified a range of issues that are important to them, which include both regional council and district council activities.

**NOTES:**

1. Sample: 2021 n=385, Self-selected n=429; Excludes 'Don't know' or blank responses
2. AP.3. Are there any other environmental issues facing Northland that you feel are important? n=134, Self-selected n=216

## Council's response to the issues facing Northland

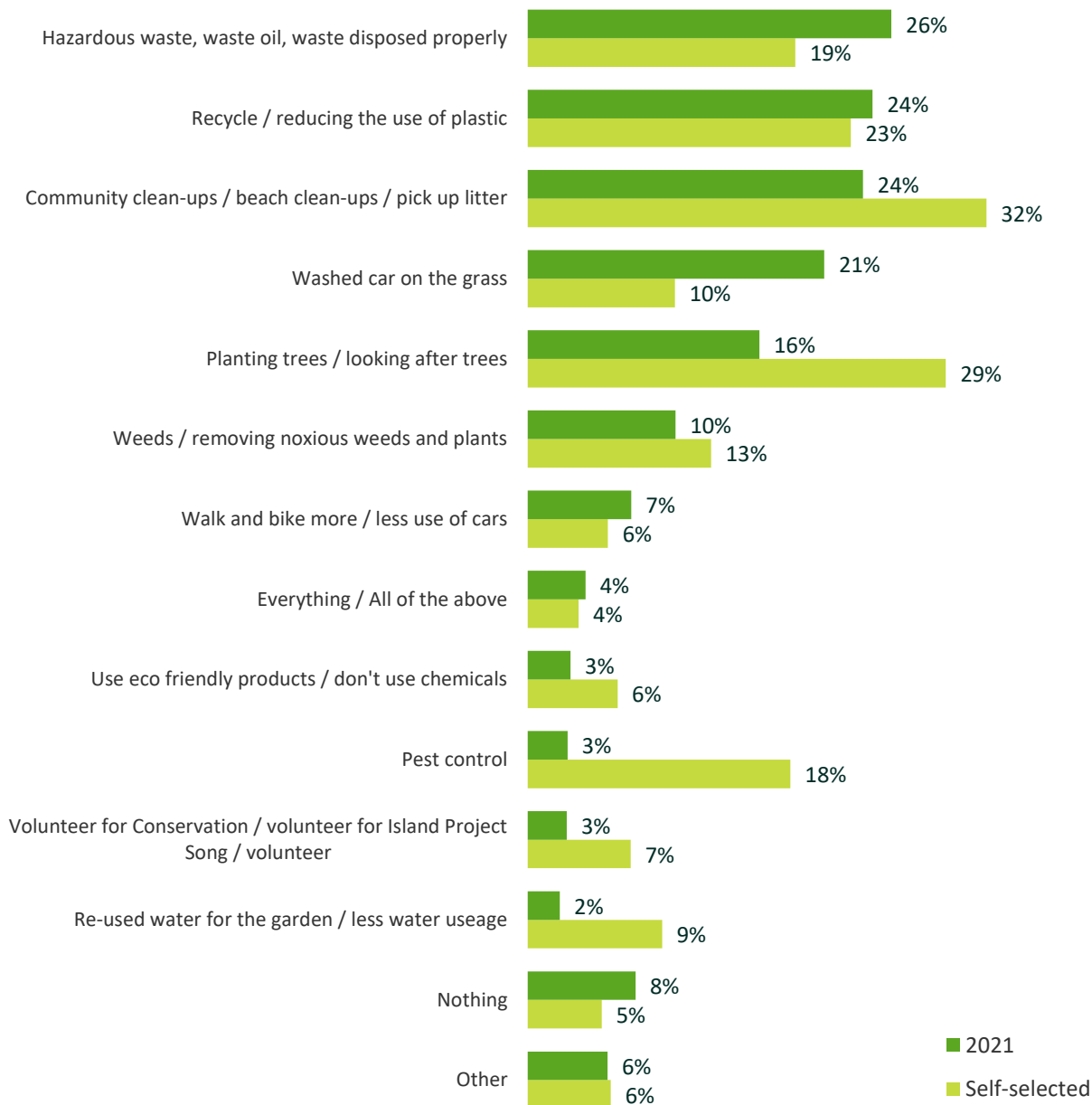


Perceptions of Council's response to the issues regarding *Co-ordinating civil defence response*, *Pollution incident response*, *Fresh and unpolluted air*, *Public transport*, and *Regional growth and development* have significantly improved over the past year.

NOTES:

1. Sample: 2021 n=385, Self-selected n=429; 2020 n=362; Excludes 'Don't know' or blank responses
2. AP.5. We have already asked for your opinion on a number of issues facing Northland. How well do you think Northland Regional Council is responding to these issues? (A-M)

## Activities or practices to protect and conserve Northland’s environment



Over 90% of respondents and 95% of self-selected respondents have participated in some activities or practices that support the environment.

**NOTES:**

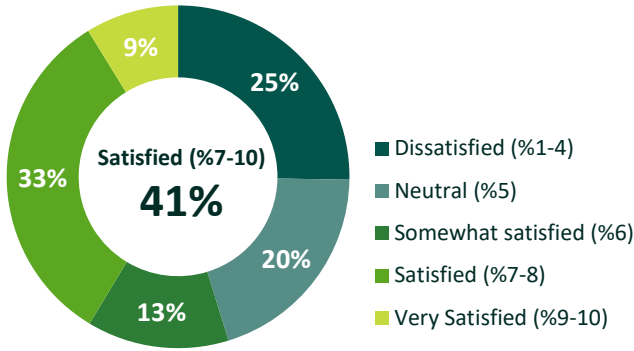
1. Sample: 2021 n=385, Self-selected n=429; Excludes 'Don't know' or blank responses
2. AP.4. What activities or practices, if any, have you undertaken or been involved in the past 12 months to protect and conserve Northland’s environment, for example, took hazardous waste to a transfer station, washed car on the grass, been involved in community clean up or planting days? n=222, Self-selected n=300





# Communication and engagement

## Overall communication, community involvement and engagement



Satisfaction with *Overall communication, community involvement and engagement* is considerably higher compared with the satisfaction level in 2020.

Self-selected respondents are less likely to be satisfied with how well *NRC communicates with them* (31%).

Self-selected (%7-10) – 31%

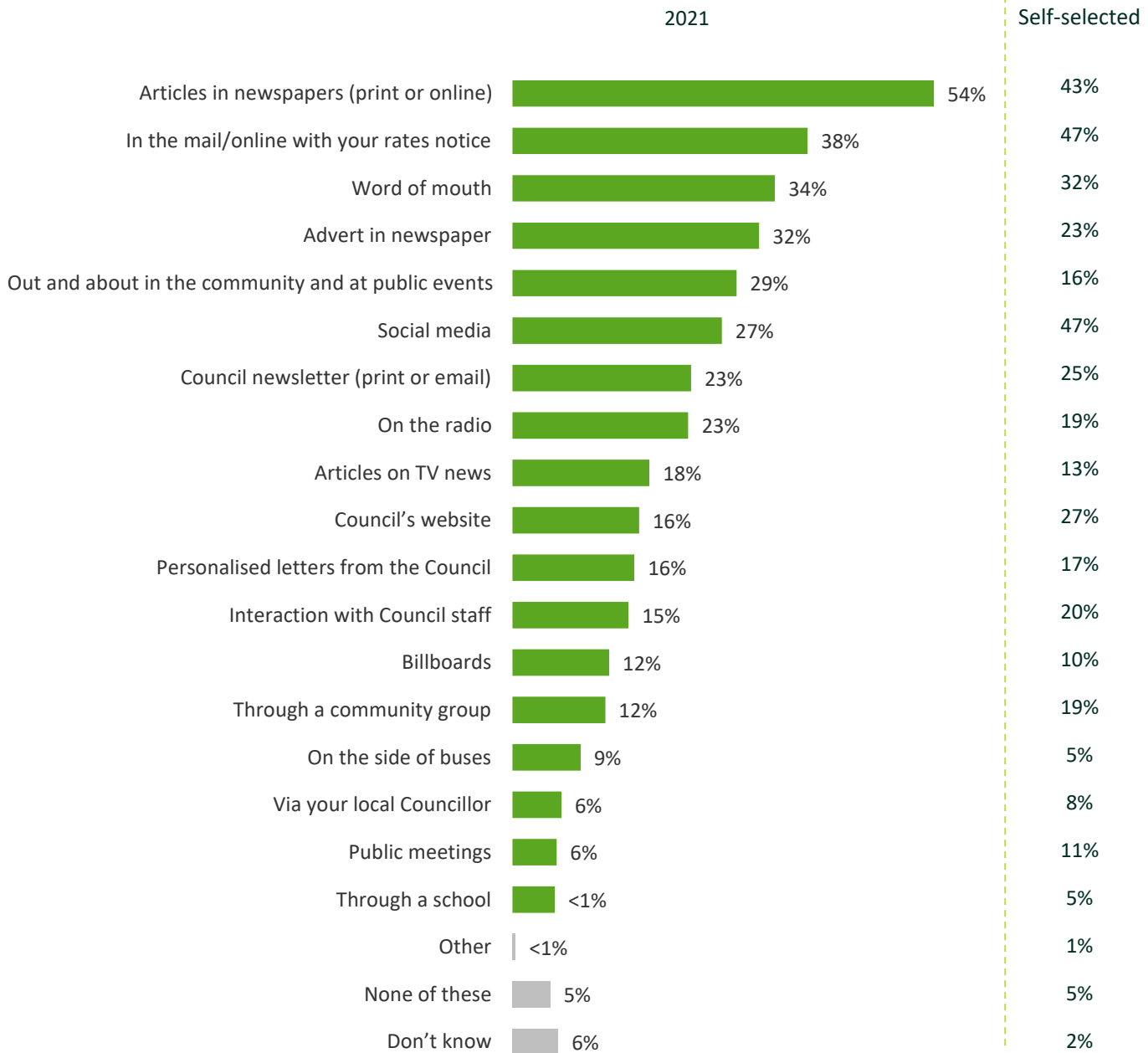
### Satisfied %7-10



**NOTES:**

1. Sample: 2018 n=520; 2019 n=439; 2020 n=362; 2021 n=385, Self-selected n=429; Excludes 'Don't know' responses
2. 18-44 n=70; 45-64 n=94; 65+ n=172
3. Male n=161; Female n=175
4. Māori n=71; All Others n=265
5. Kaipara n=61; Far North n=118; Whangārei n=157
6. Urban n=252; Coastal n=65; Rural n=19
7. Renting n=37; Pay rates n=283; Don't pay rates n=16
8. CE.5. Overall, how satisfied are you with how well Northland Regional Council communicates with you?

## Sources of information about the Council



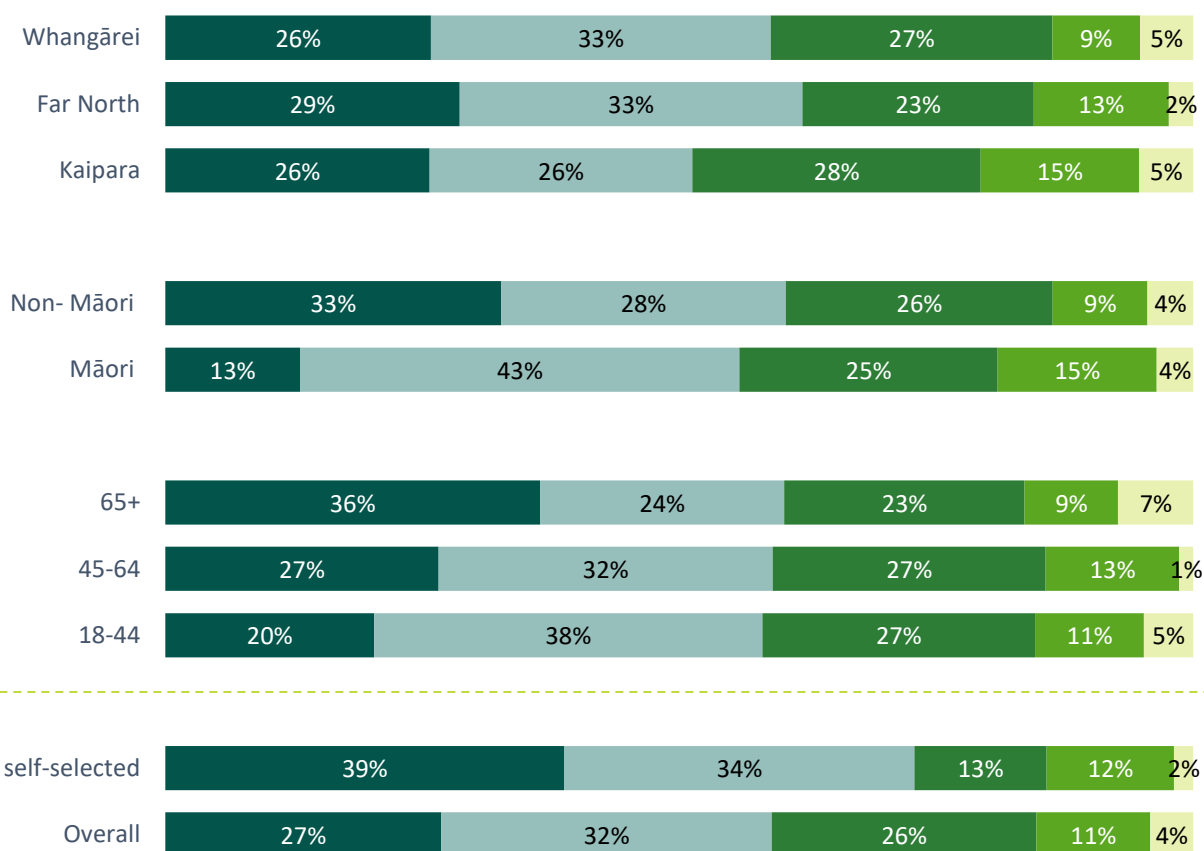
*Articles in newspapers (print or online) is the residents' main source of information about Northland Regional Council. Some residents obtain information *In the mail/online with their rates notice*, in *Advertisements in newspapers* and through *Word of mouth*.*

NOTES:

1. Sample: 2021 n=385, Self-selected n=429
2. CE.1. In the past 12 months, where have you seen or heard about Northland Regional Council? [Please select all that apply]

## Knowledge about Northland Regional Council

- I know about Northland Regional Council and what it does – I can access enough information.
- I know a little, but would like to know more about Northland Regional Council and what it does.
- I know a little, and that is sufficient. I don't need to know any more.
- I don't really know anything about Northland Regional Council and what it does, and would like to know more.
- I don't want to know about Northland Regional Council – not interested.

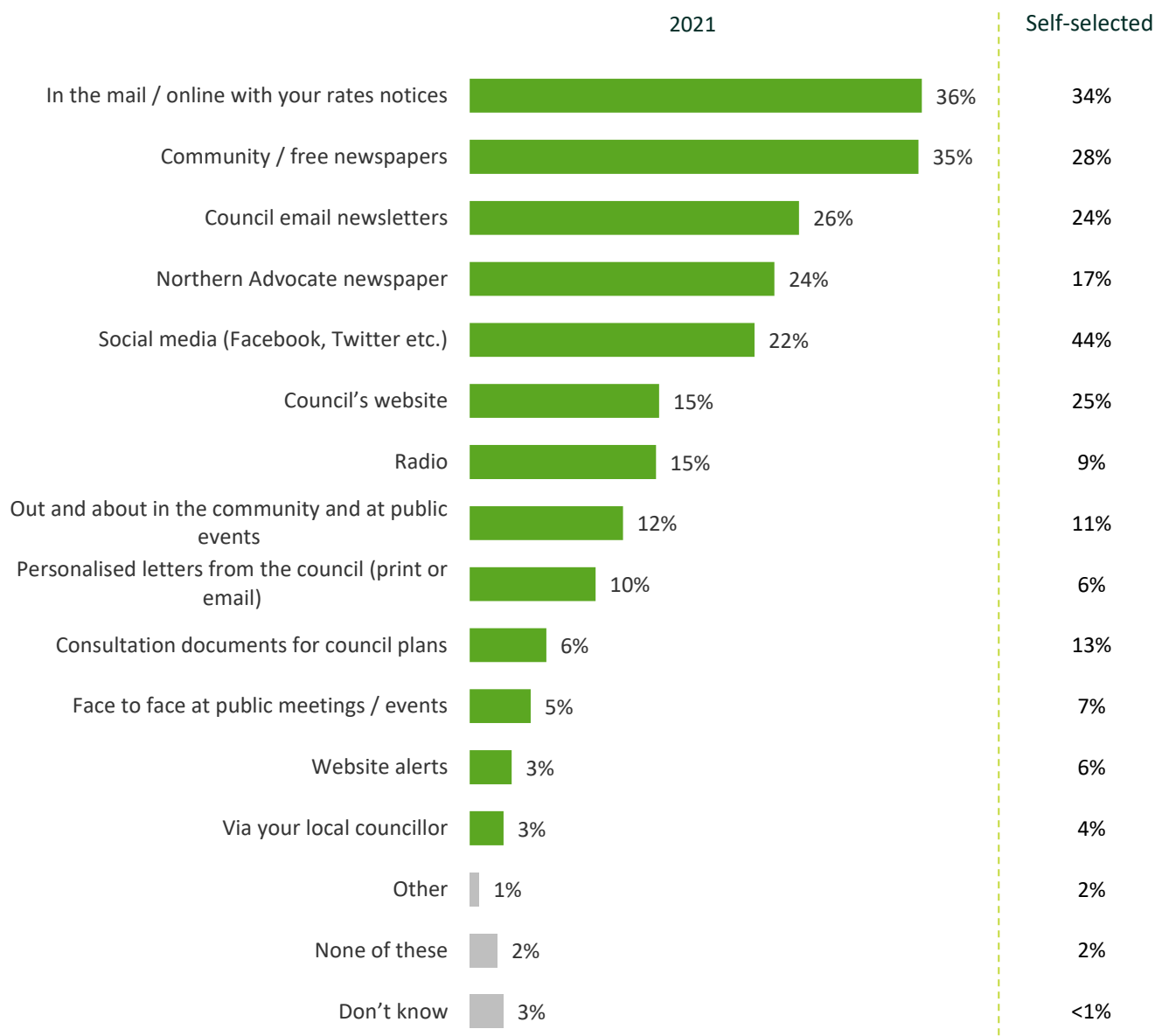


A significant number of respondents have indicated an interest in knowing more about council activities as demonstrated by the teal and mid-green segments of the graphs.

**NOTES:**

1. Sample: 2021 n=385; Self-selected n=429; Excludes 'Don't know' or blank responses
2. CE.2. Do you feel you know enough about Northland Regional Council and what is does? [Please select closest response to describe your situation]

## Preferred means of keeping up to date with the Council's activity



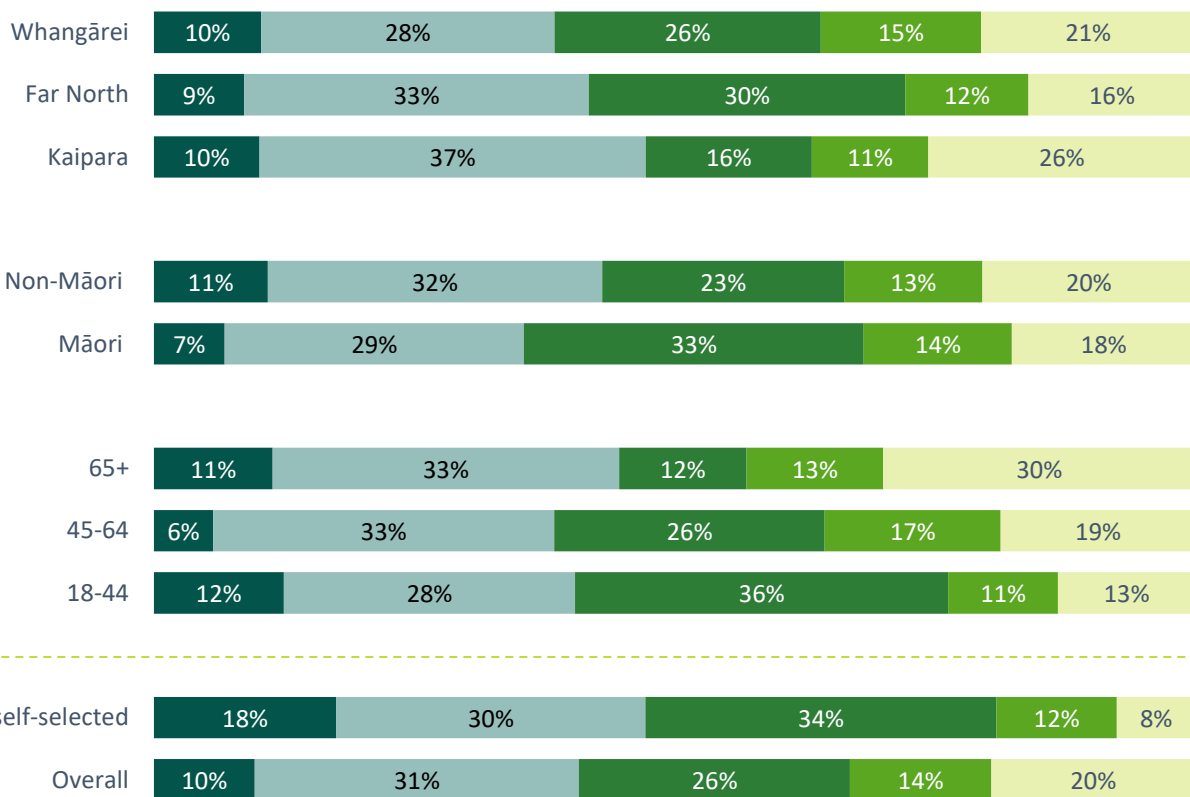
Self-selected respondents are more likely to keep up to date with Council's activities through *Social media*.

NOTES:

1. Sample: 2021 n=385, Self-selected n=429
2. CE.3. What would be your preferred way to keep up to date with what Northland Regional Council is doing?  
[Please select up to three responses]

## Community feedback when planning future work or developing new policies

- I keep up to date with opportunities to have my say, and have made submissions.
- I keep up to date with opportunities to have my say but have chosen not to make a submission.
- I was not aware of opportunities to be involved, and I would like to be.
- I would like to be informed but information is not available in a format that I can easily access/understand.
- I don't want to be involved in making submissions.



As indicated by the darker green and mid-green segments, there is significant interest in learning more about opportunities to provide feedback when new rules and policies are in development.

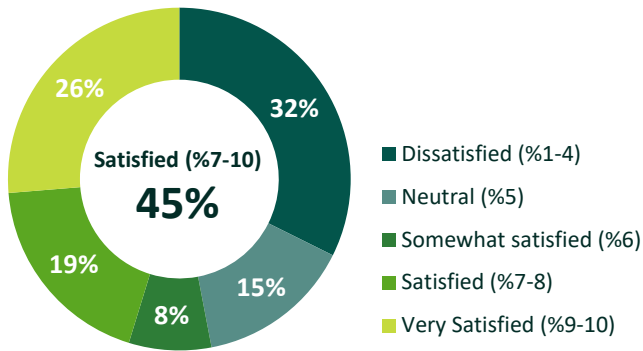
NOTES:

1. Sample: 2021 n=385, Self-selected n=429; Excludes 'Don't know' or blank responses
2. CE.4. Northland Regional Council regularly asks for community feedback when planning future work or developing new policies and rules. [Please select closest response to describe your situation]



# Contact with Council

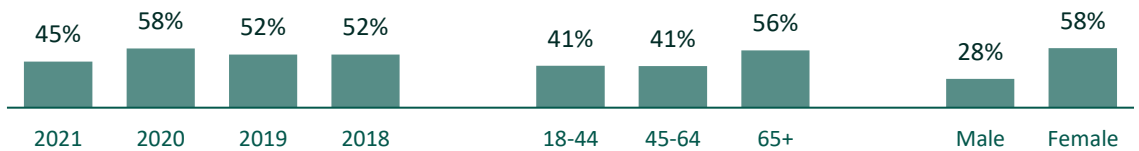
## Contact with Northland Regional Council



Satisfaction with the *Overall quality of the service received* has declined from 58% in 2020 to 45% in 2021. However, based on the indicated reasons for contact, a number of interactions were not with Northland Regional Council.

Self-selected (%7-10) – 43%

### Satisfied %7-10



**NOTES:**

- Sample: 2018 n=520; 2019 n=439; 2020 n=362, Self-selected n=429; 2021 n=385, Self-selected n=429; Excludes 'Don't know' responses
- 18-44 n=11; 45-64 n=20; 65+ n=37
- Male n=31; Female n=37
- Māori n=12; All Others n=56
- Kaipara n=8; Far North n=34; Whangārei n=26
- Urban n=49; Coastal n=16; Rural n=3
- Renting n=3; Pay rates n=63; Don't pay rates n=2
- CC.7. Using a slightly different scale, where 1 is 'very dissatisfied' and 10 is 'very satisfied', and considering everything - the contact you had, the ease of getting information, the responsiveness of the council and the outcome you got, how satisfied are you with...?

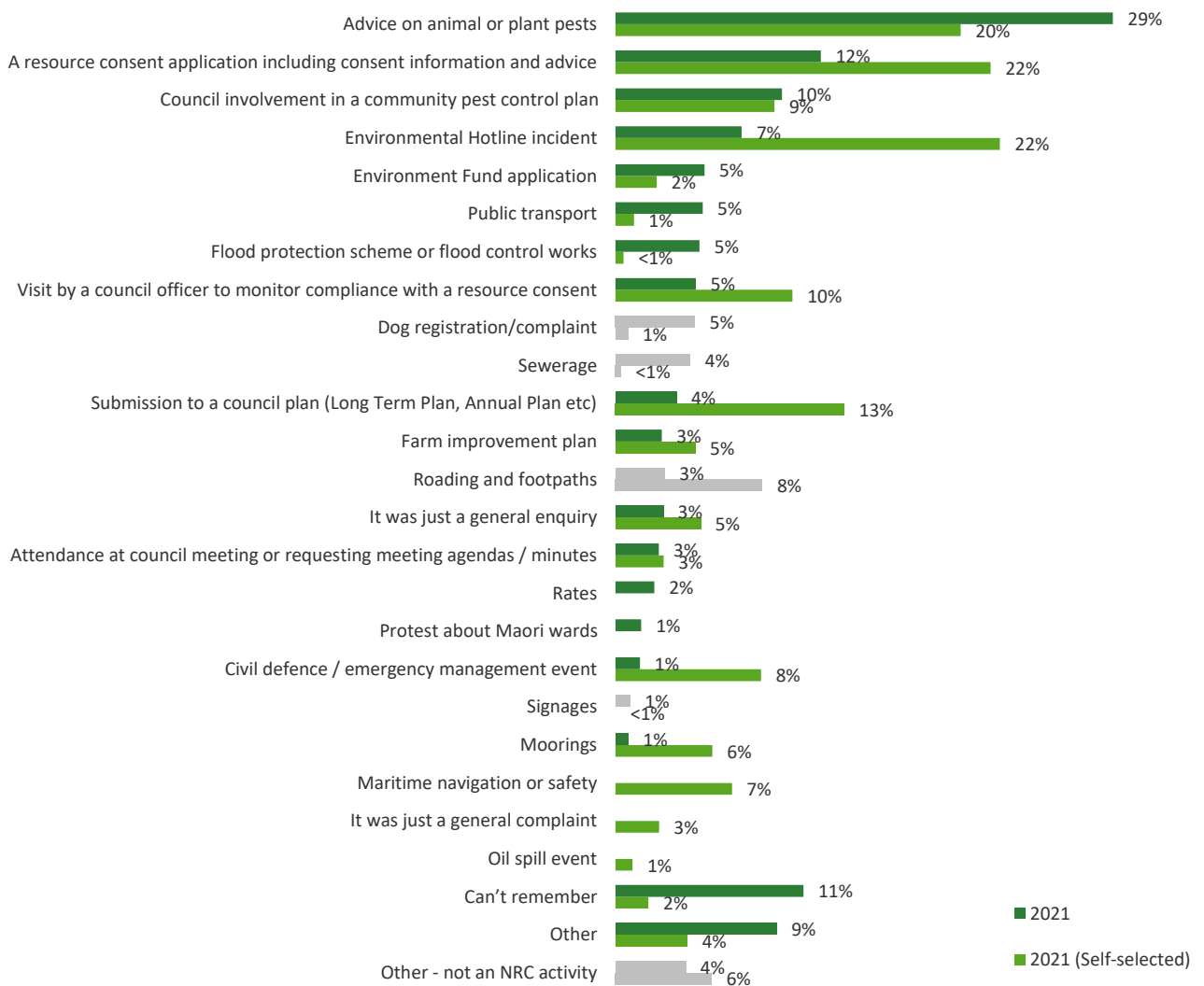


## Contact with Northland Regional Council

### Have had contact with Council



### Subject of interaction with Council



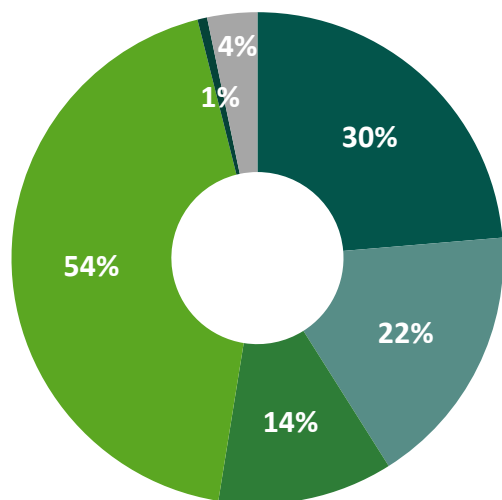
Results highlighted in grey do not relate to Northland Regional Council's activities.

**NOTES:**

1. Sample: 2021 n=385, Self-selected n=429
2. CC.1. Have you made an enquiry, request for service, or a complaint to Northland Regional Council during the past 12 months? Yes n=69, Self-selected n=134
3. CC.1a. Can you tell us what that interaction was about? [Please select all that apply]

## Most recent contact with Northland Regional Council

### Means by which the contact was made

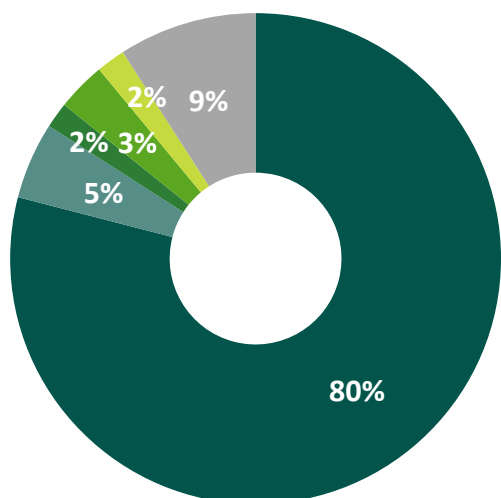


- In person at a council office
- Email
- Website
- Phone
- Social media (Facebook, Twitter, etc.)
- Letter
- Other (please specify)

### Self-selected

- 22%
- 28%
- 15%
- 62%
- 1%
- 1%
- 7%

### In what capacity the enquiry, request or complaint was made



- A resident of Northland
- Owner of an agricultural or horticultural business (farmer or grower)
- A developer
- A professional – such as a surveyor, planner, architect or engineer, or on behalf of someone else
- A business owner
- Other

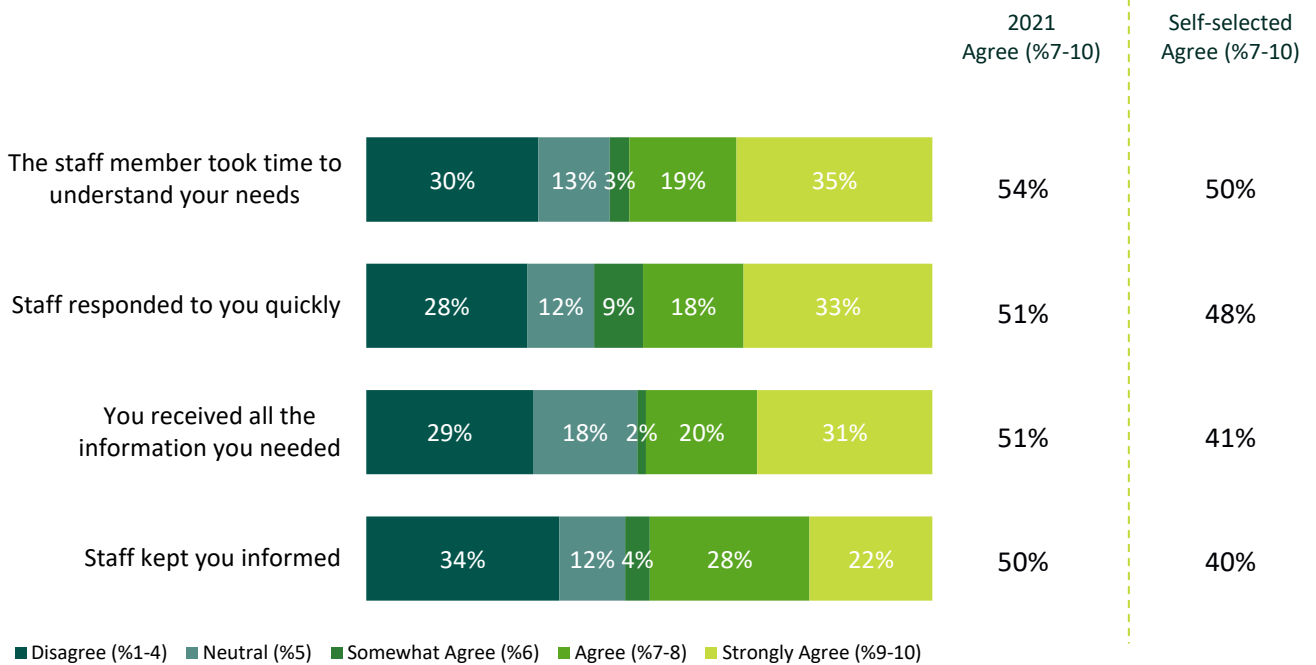
### Self-selected

- 83%
- 10%
- <1%
- 7%
- 5%
- 3%

NOTES:

1. Sample: 2021 n=385, Self-selected n=429
2. CC.2. In relation to your most recent enquiry, request or complaint, how did you contact the council? [Please select all that apply]
3. CC.3. In what capacity did you make this enquiry, request or complaint?

## Recent experience with Northland Regional Council

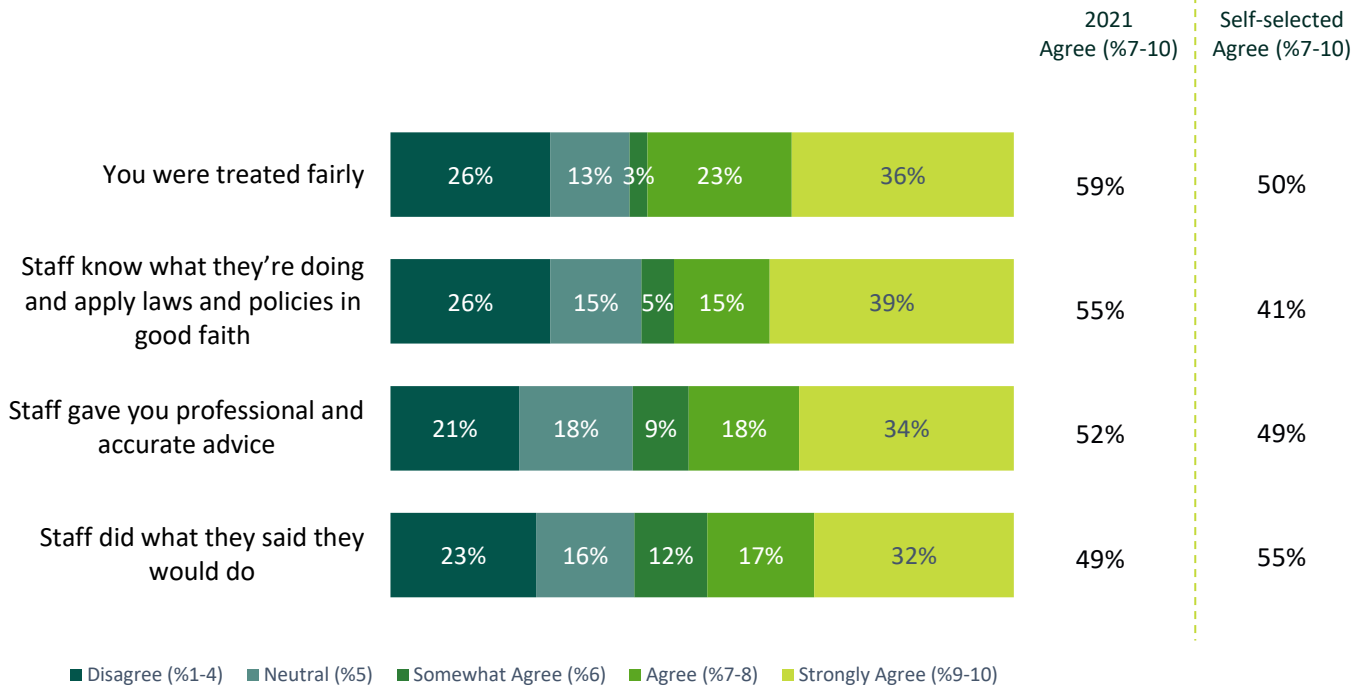


Scores with % 7-10	Kaipara	Far North	Whangārei
The staff member took time to understand your needs	88%	48%	53%
Staff responded to you quickly	55%	56%	45%
You received all the information you needed	72%	48%	48%
Staff kept you informed	72%	51%	43%

NOTES:

1. Sample: 2021 n=385, Self-selected n=429; Excludes 'Don't know' or blank responses
2. CC.4. Thinking about your recent experience with Northland Regional Council, how much do you agree or disagree with the following...?

## Contact with Northland Regional Council and staff interaction

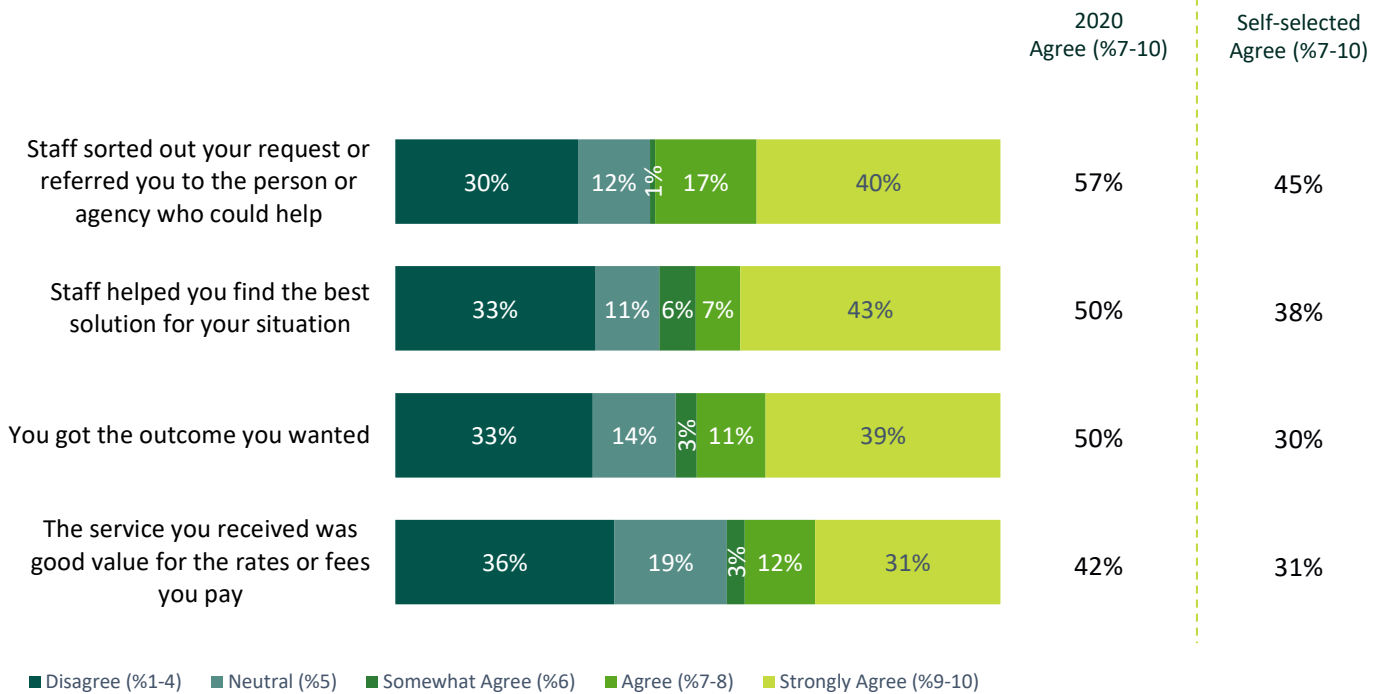


Scores with % 7-10	Scores with % 7-10		
	Kaipara	Far North	Whangārei
You were treated fairly	94%	55%	53%
Staff know what they're doing and apply laws and policies in good faith	84%	51%	51%
Staff gave you professional and accurate advice	91%	56%	39%
Staff did what they said they would do	67%	51%	44%

NOTES:

1. Sample: 2021 n=385, Self-selected n=429; Excludes 'Don't know' or blank responses
2. CC.5. Still thinking about your recent experience with Northland Regional Council, how much do you agree or disagree that...?

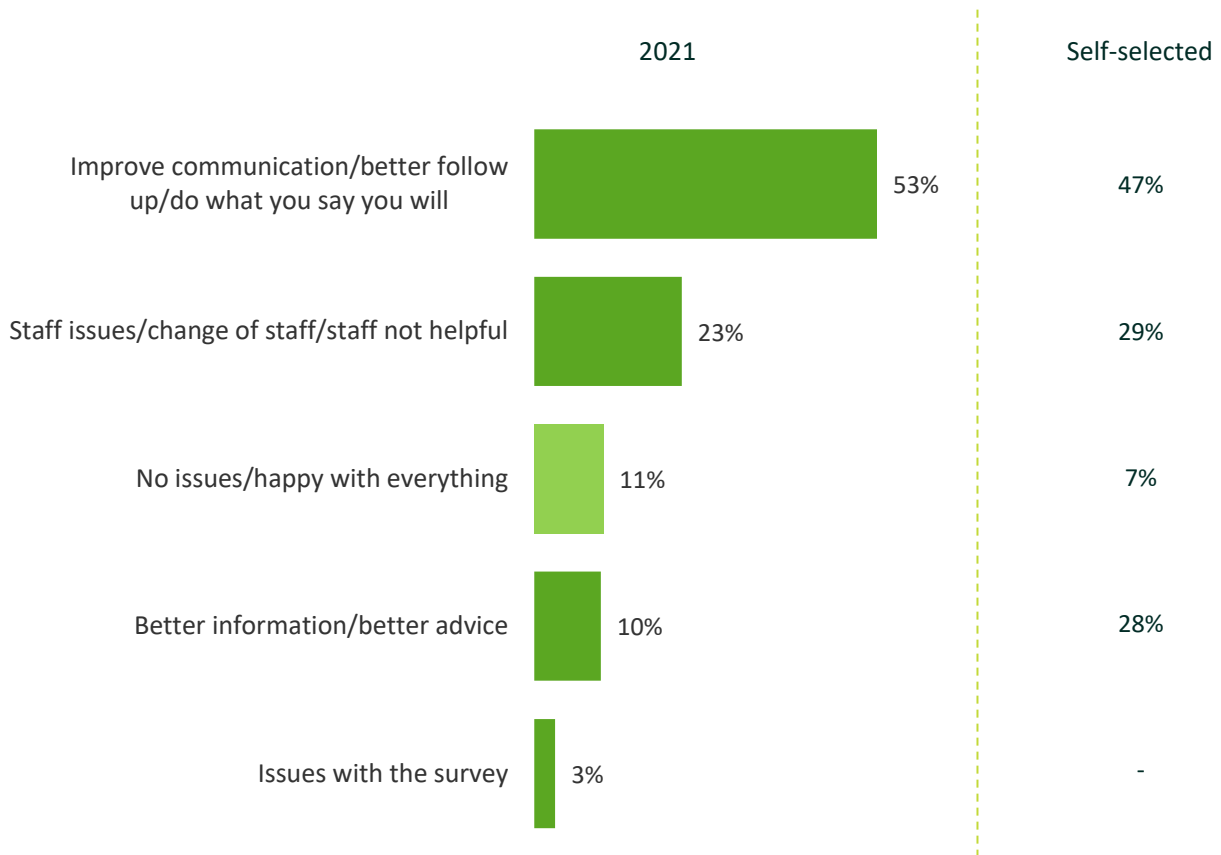
## Outcome of contact with Northland Regional Council



Scores with % 7-10	Scores with % 7-10		
	Kaipara	Far North	Whangārei
Staff sorted out your request or referred you to the person or agency who could help	86%	59%	49%
Staff helped you find the best solution for your situation	83%	45%	48%
You got the outcome you wanted	86%	51%	41%
The service you received was good value for the rates or fees you pay	59%	41%	39%

NOTES:  
 1. Sample: 2021 n=385, Self-selected n=429; Excludes 'Don't know' or blank responses  
 2. CC.6. Now thinking about the outcome, you received, how much do you agree or disagree that...?

## Comments about service experience with Northland Regional Council



Self-selected respondents suggest *Better communication/follow up*, *Change of staff* and *Better information/advice* when asked how their service experience could have been improved.

**Other comments (Self-selected):**

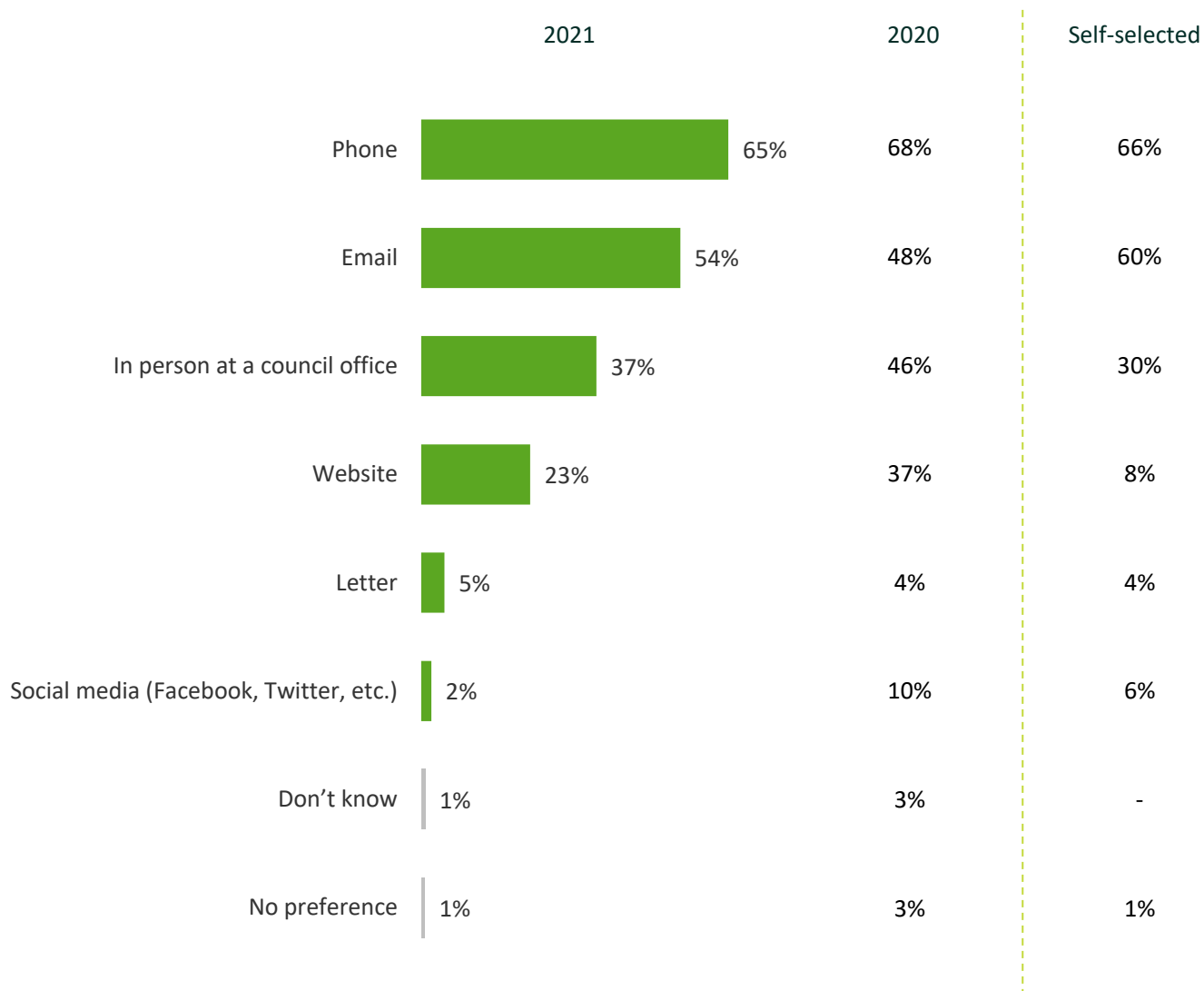
- More consultation/listen to the ratepayers
- Improve the website/better online tools

Comparison year-on-year	Had contact with Council	Sample
2021	17%	69
2020	19%	74
2021 (Self-selected)	32%	134

**NOTES:**

1. Sample: 2021 n=385, Self-selected n=429; Excludes 'Don't know' and 'I don't use it' responses.
2. CC.8. How could your service experience with Northland Regional Council have been improved? n=31, Self-selected n=80

## Preferred ways to contact Northland Regional Council in the future



As in the previous year, the preferred way to contact the Council is by *Phone*. A preference for use of *Email* has increased compared to the last survey.

NOTES:

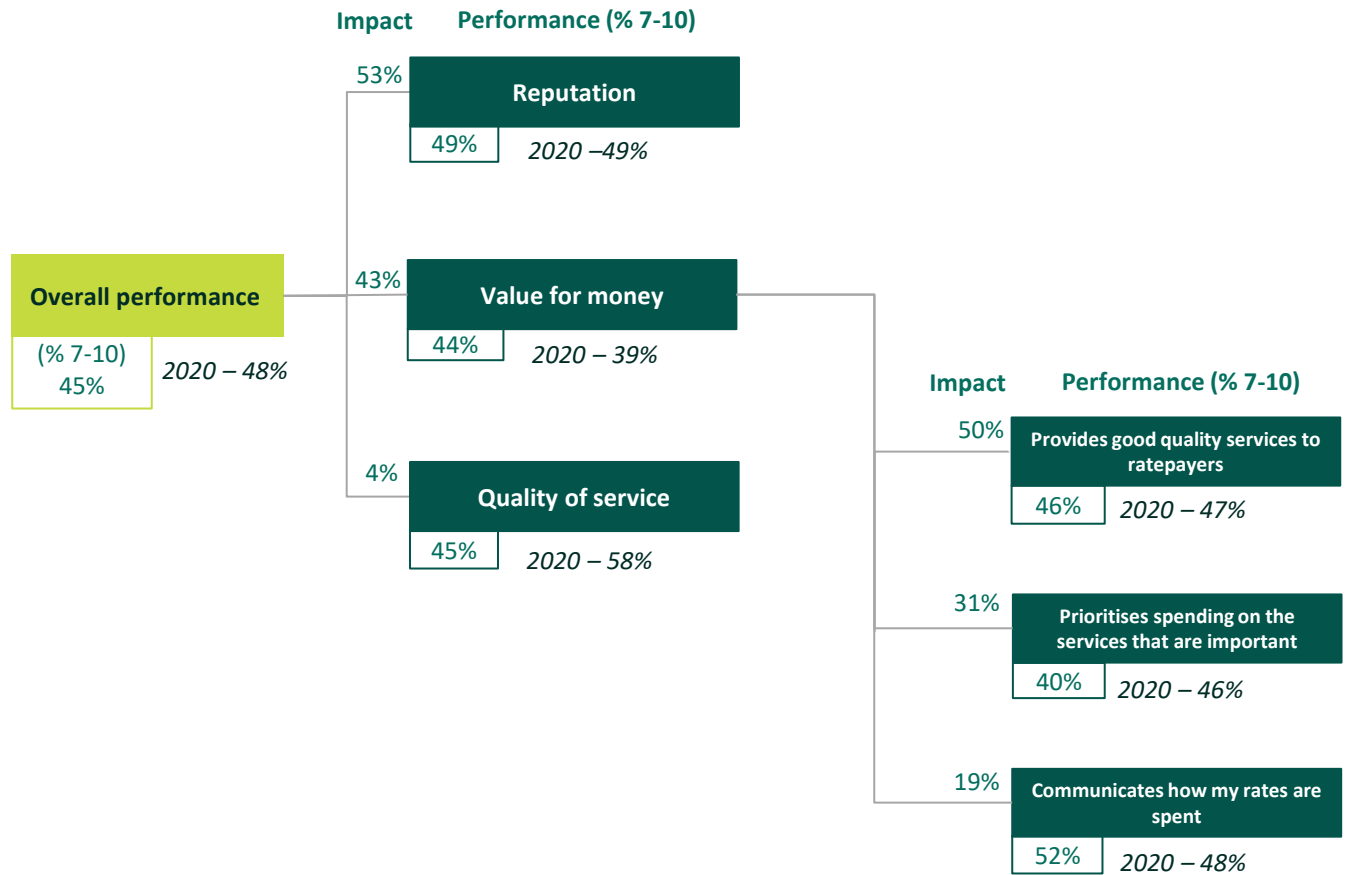
1. Sample:; 2021 n=385, Self-selected n=429; 2020 n=362
2. CC.9. What is your preferred way to contact Northland Regional Council? [Please select all that apply]



# Drivers of overall satisfaction



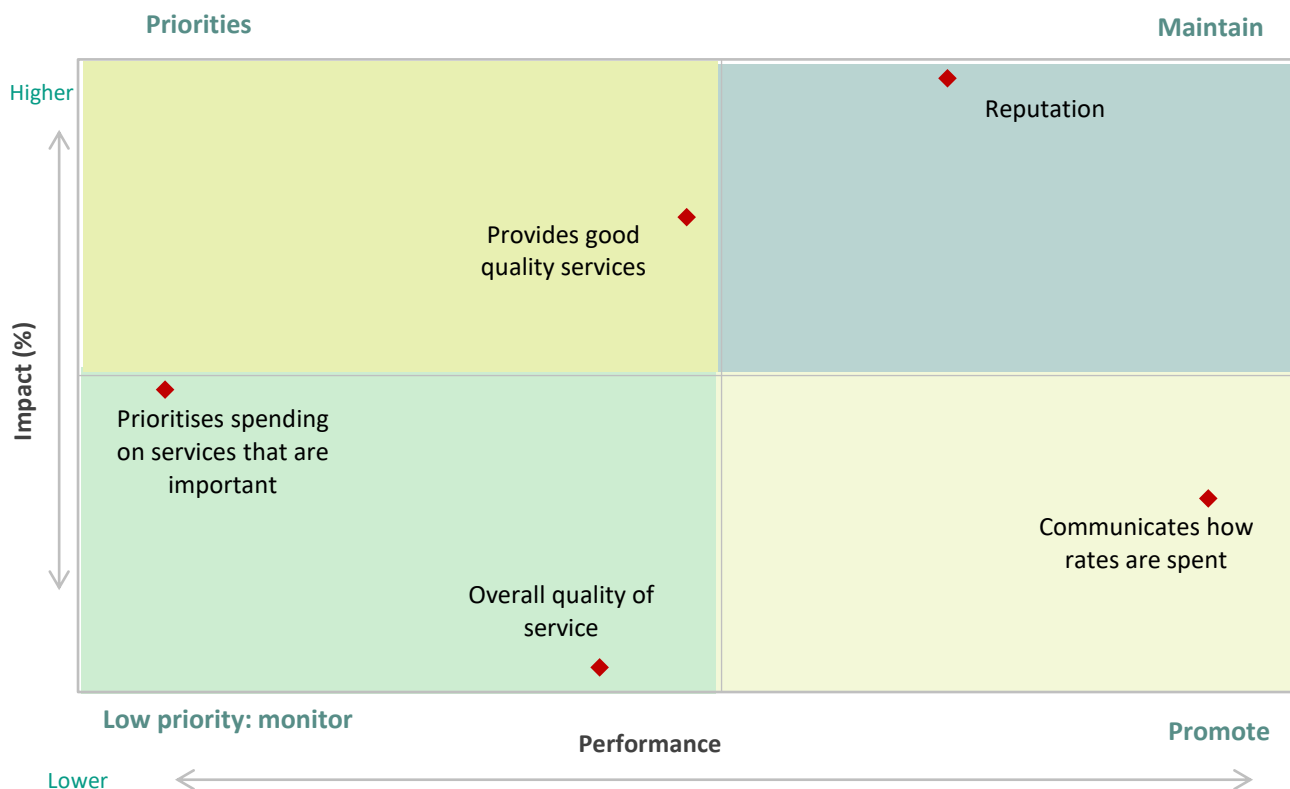
## Drivers of perceptions of Northland Regional Council's performance



*Reputation is the main driver of perceptions of Northland Regional Council's performance, followed by perceptions of Value. Providing a good quality service drives perceptions of Value.*

- NOTES:
1. Sample: 2020 n=362; 2021 n=385; Excludes 'Don't know' responses
  2. OP.4. 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?
  3. CC.7. Using a slightly different scale, where 1 is 'very dissatisfied' and 10 is 'very satisfied', and considering everything - the contact you had, the ease of getting information, the responsiveness of the council and the outcome you got, how satisfied are you with...?
  4. OP.2. Given everything you know about the organisation, how would you rate Northland Regional Council for its overall reputation?
  5. VM.1. 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...?

## Opportunities and priorities: Overall measures



**Improve** → The key opportunity for Northland Regional Council is to improve perceptions of the *Provision of good quality services*

**Monitor** → The areas that Council should monitor its performance points to the *Prioritisation of spending on services that are important and the Overall quality of service*

**Maintain** → Northland Regional Council should maintain current service levels regarding its *Reputation*

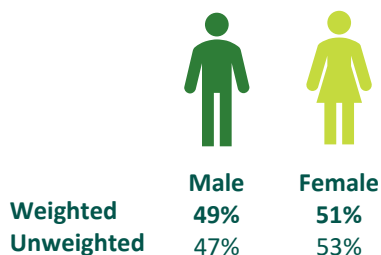
**Promote** → The most underappreciated area of Council's performance is regarding how it *Communicates how rates are spent* and providing this could strengthen positive perceptions of Council



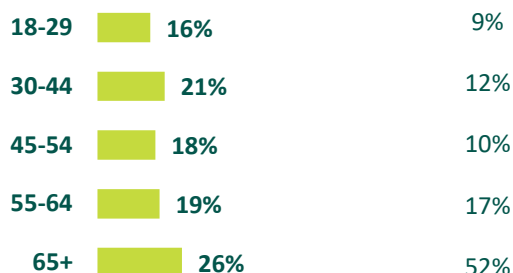
# Sample profile

## Sample profile

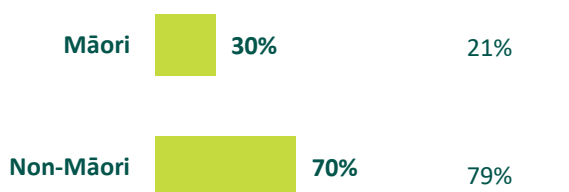
### Gender



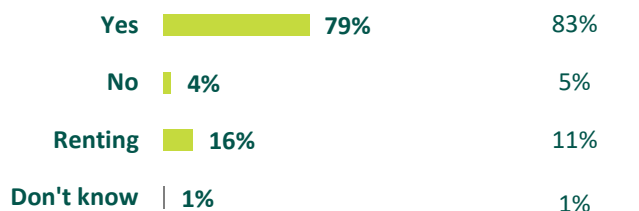
### Age (weighted)



### Ethnicity (weighted)

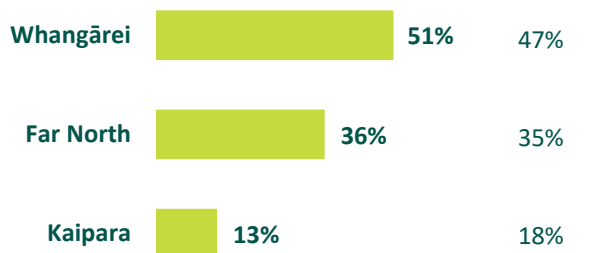


### Paying rates (weighted)

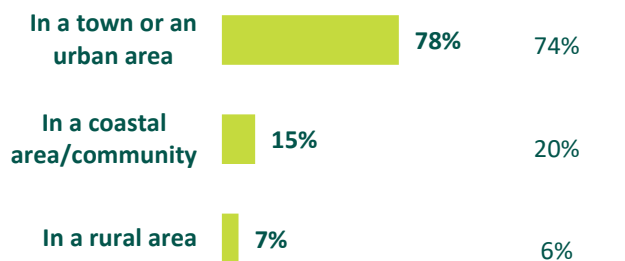


\*Multiple response

### District (weighted)

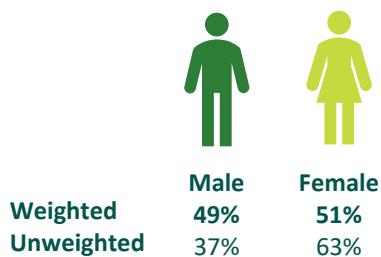


### Urban/rural (weighted)

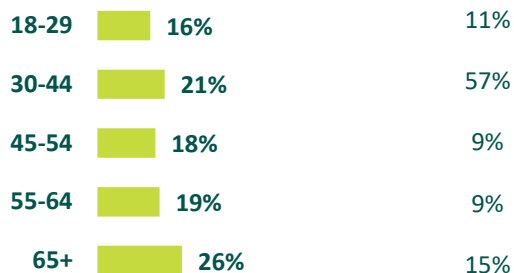


## Sample profile (Self-selected)

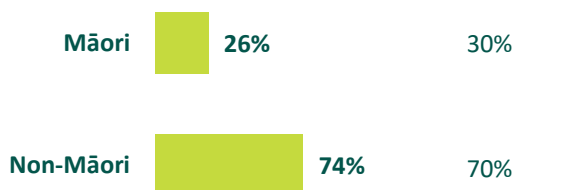
### Gender



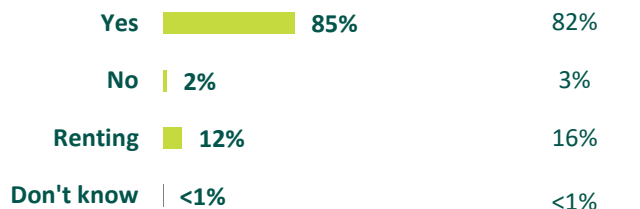
### Age (weighted)



### Ethnicity (weighted)

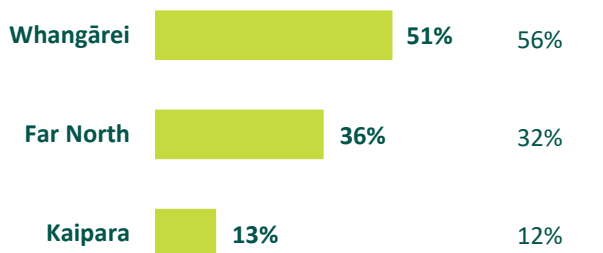


### Paying rates (weighted)

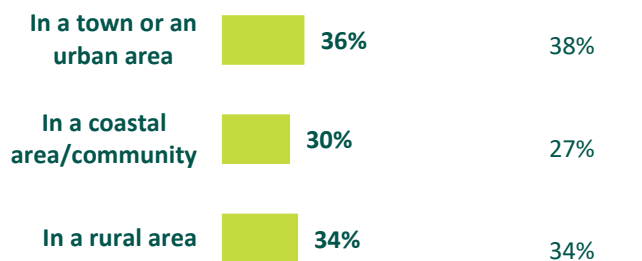


\*Multiple response

### District (weighted)



### Urban/rural (weighted)





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