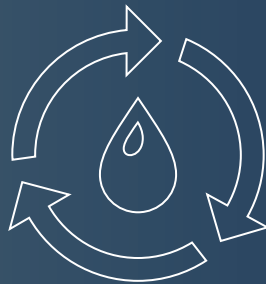


Matamata-Piako District Council

Community Views Survey

June 2021



Executive Summary

Matamata-Piako District Council’s annual Community Views Survey gauges residents’ perceptions of, and attitudes towards, various Council services and facilities.

With a final sample size of n=400, applied gender and age weightings, and area quotas to ensure a proportionate representation, findings below outline year-on-year comparisons of overall satisfaction (satisfied and very satisfied results) as well as Council’s Key Performance Measures (KPMs).

COUNCIL PERFORMANCE

A 10% decrease in satisfaction for Council overall was observed this year (57%) compared to 2020 (67%). Fifty eight percent of respondents expressed satisfaction with the leadership of Councillors and the Mayor, an increase of 8% compared to 2020 (50%) while achieving their KPM of 52%

	2021 KPM	2015	2016	2017	2018	2019	2020	2021	+/- Y.O.Y	+/- DIFF. FROM TARGET
Council overall	-	65%	71%	68%	72%	58%	67%	57%	-10%	-
Leadership of Councillors and Mayor	52%	63%	65%	68%	70%	55%	50%	58%	+8%	+6%

CONTACT AND COMMUNICATION

Just over half (51%) of respondents expressed satisfaction with the ease of access to Council information, a decrease of 7% compared to 2020 (58%). Concurrently, 43% of respondents were satisfied with the public’s involvement in consultation processes (c.f. 2020, 40%), while a further 77% of respondents who had contacted Council within the last 12 months were satisfied with the customer service offered (c.f. 2020, 73%). It should be noted that where applicable, KPMs relating to Council’s contact and communication were not met this year.

	2021 KPM	2015	2016	2017	2018	2019	2020	2021	+/- Y.O.Y	+/- DIFF. FROM TARGET
Ease of access to Council information	65%	61%	61%	63%	65%	62%	58%	51%	-7%	-14%
Public involvement in consultation process	52%	48%	52%	49%	56%	56%	40%	43%	+3%	-9%
Customer service (users)	-	90%	88%	85%	91%	85%	73%	77%	+4%	-

SERVICES AND FACILITIES

At a user level, both cemeteries (78%), and sports fields (78%) had the highest satisfaction ratings. Though it should be noted that whilst satisfaction ratings for cemeteries remained highest, there has been a decrease of 9% compared to 2020 (87%). Comparably, satisfaction was lowest for Council’s management of flooding in urban areas (36%). This measure incurred a slight decrease in satisfaction of 2% compared to 2020 (38%).

	2021 KPM	2015	2016	2017	2018	2019	2020	2021	+/- Y.O.Y	+/- DIFF. FROM TARGET
Aquatic facilities (users)	80%	75%	74%	70%	87%	72%	73%	76%	+3%	-4%
Kerbside refuse, recycling collection services and transfer stations	80%	73%	77%	85%	80%	65%	72%	58%	-14%	-22%
Cemeteries (users)	80%	90%	88%	91%	89%	89%	87%	78%	-9%	-2%
Management of flooding within urban areas	-	40%	45%	41%	45%	46%	38%	36%	-2%	-
Parks and reserves (users)	80%	75%	79%	83%	84%	78%	78%	68%	-10%	-12%
Sports fields (user)	80%	81%	79%	79%	79%	81%	78%	78%	0%	-2%
Parking in shopping areas	-	-	56%	53%	50%	42%	50%	51%	+1%	-
Playgrounds (users)	-	-	74%	75%	71%	64%	72%	60%	-12%	-

Executive Summary

LIBRARY SERVICES

Eighty four percent of library users expressed overall satisfaction with library services. This is an increase of 4% compared to 2020 (80%), yet falls short of Council’s KPM (90%) by 6%.

Eighty nine percent of online library users expressed satisfaction with online library services, an increase of 26% compared to 2020 (63%).

	2021 KPM	2015	2016	2017	2018	2019	2020	2021	+/- Y.O.Y	+/- DIFF. FROM TARGET
Library services (users)	90%	85%	85%	85%	90%	85%	80%	84%	+4%	-6%
Online library services (users)	-	80%	73%	90%	80%	83%	63%	89%	+26%	-

WATER SUPPLY AND WASTEWATER

62% of Council water supply users indicated that they were satisfied with the water supply services (c.f. 2020 73%), while 82% of users indicated they were satisfied with Council’s wastewater network (c.f. 2020, 87%)

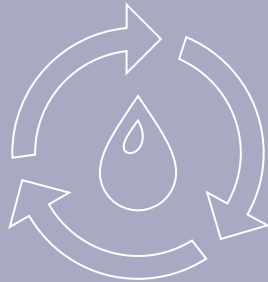
	2021 KPM	2015	2016	2017	2018	2019	2020	2021	+/- Y.O.Y	+/- DIFF. FROM TARGET
Water supply services (users)	-	73%	79%	81%	75%	63%	73%	62%	-11%	-
Council’s wastewater network (users)	-	91%	90%	92%	90%	84%	87%	82%	-5%	-

ROADING NETWORK

Fifty seven percent of respondents indicated that they were satisfied with the maintenance of the roading network (c.f. 2020, 54%), while a further 54% of respondents expressed satisfaction with footpaths and cycleways throughout the district (c.f. 2020, 48%).

	2021 KPM	2015	2016	2017	2018	2019	2020	2021	+/- Y.O.Y	+/- DIFF. FROM TARGET
Roading network well maintained	-	59%	61%	59%	63%	45%	54%	57%	+3%	-
Footpaths and cycleways	-	48%	48%	51%	58%	44%	48%	54%	+6%	-

Project Overview



BACKGROUND

Matamata-Piako District Council (Council) is the local area authority for Matamata-Piako District. Council commissioned Versus Research Versus) to oversee its annual Community Views Survey (CVS) for 2020-2021. The CVS survey measures and determines residents' perceptions of, and attitudes towards, Council and their service offerings.

RESEARCH OBJECTIVES

The CVS identifies various satisfaction levels amongst the community, and in so doing, helps Council to improve the delivery of the corresponding services and activities. Council's specific research objectives are to:

- Determine residents' usage and satisfaction with core Council activities, in comparison to previous measures, but also against Key Performance Measures (KPMs) outlined in its Long Term Plan (LTP);
- Determine awareness and impressions of Council's communications and consultation processes;
- Highlight any issues as to where Council can make the greatest gains in resident satisfaction via future development.

METHOD AND SAMPLE

As seen last year, responses for the CVS were collected on a monthly basis from July 2020 to June 2021 using a mixed method approach. Specifically, the methods of computer aided telephone interviewing (CATI) and online interviewing were used to generate responses.

A total of n=400 responses made up the final sample size (total number of residents interviewed), with n=260 from CATI and n=140 from online. A total sample size of n=400 yields a maximum Margin of Error (MoE) of +/- 4.90%.

QUOTAS

Area quotas were applied to each ward in the district to ensure the final sample is a true, proportionate representation of the district overall, and is consistent year-on-year. The final sample sizes/proportions by ward are outlined below.

WARD	PROPORTION OF MATAMATA-PIAKO DISTRICT POPULATION	SAMPLE SIZE 2021
Matamata	39%	n=156
Morrinsville	36%	n=144
Te Aroha	25%	n=100
Total	100%	n=400

WEIGHTING

Age and gender weights have been applied to the final data set. Weighting ensures specific demographic groups are neither under or over represented in the final data set, and each group is represented as it would be in the population.

Weighting gives greater confidence that the final results are representative of the Matamata-Piako district population overall, and not skewed by a particular demographic group. The proportions used for the age and gender weights are taken from 2018 Census data (Statistics New Zealand). These proportions are outlined in the table below.

DEMOGRAPHIC	WEIGHTING PROPORTION (CENSUS 2018)
Male 39 and under	17%
Female 39 and under	16%
Male 40-59	16%
Female 40-59	17%
Male 60 and older	16%
Female 60 and older	18%

MARGIN OF ERROR

Margin of error (MoE) is a statistic commonly used in research to show the amount of sample error present in a survey’s results. This is particularly important when analysing a subset of data, as a smaller sample size incurs a greater MoE. The final sample size for this study is n=400, which gives a maximum margin of error of +/- 4.90% at the 95% confidence interval. That is, if the observed result is 50% (point of maximum margin of error), then there is a 95% chance that the true answer falls between 45.10% and 54.90%

The table below outlines the MoE for each of the ward levels.

WARD	SAMPLE SIZE	MOE AT THE 95% CONFIDENCE INTERVAL
Matamata	n=156	+/- 7.85%
Morrinsville	n=144	+/- 8.17%
Te Aroha	n=100	+/- 9.80%
Total	n=400	+/- 4.90%

QUESTIONNAIRE CHANGES

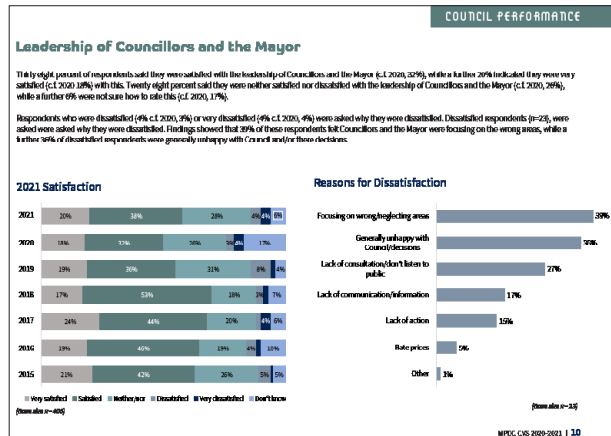
This year’s CVS questionnaire saw the introduction of new, and removal of old, questions. The table below outlines which questions were added and which ones were removed.

QUESTIONS REMOVED	QUESTIONS ADDED
<ul style="list-style-type: none"> Importance of climate change response in community 	<ul style="list-style-type: none"> Preferred communication channels added January 2021
<ul style="list-style-type: none"> Reasons for unimportance of climate change response 	<ul style="list-style-type: none"> Significance of rubbish dumping problems. Questions asked from July to December 2020
<ul style="list-style-type: none"> Importance of affordable housing 	<ul style="list-style-type: none"> Action Council should take to reduce illegal rubbish dumping
<ul style="list-style-type: none"> Reasons for unimportance of affordable housing 	<ul style="list-style-type: none"> Awareness of ‘Don’t be a tosser’ signage’
<ul style="list-style-type: none"> Support of wheelie bin service for general waste 	<ul style="list-style-type: none"> Opinion on ‘Don’t be a tosser signage’
<ul style="list-style-type: none"> Reasons for not supporting a wheelie bin service for general waste 	
<ul style="list-style-type: none"> Support for a food waste service 	

Table of Contents

Executive Summary	2
Project Overview	4
How to Read this Report	8
Sample Overview	9
Council Performance	10
Contact and Communication	13
Services and Facilities	20
Library Services	29
Water and Wastewater	34
Roading Network	37
Facility Importance	40
Rubbish Dumping	44
Appendix	47

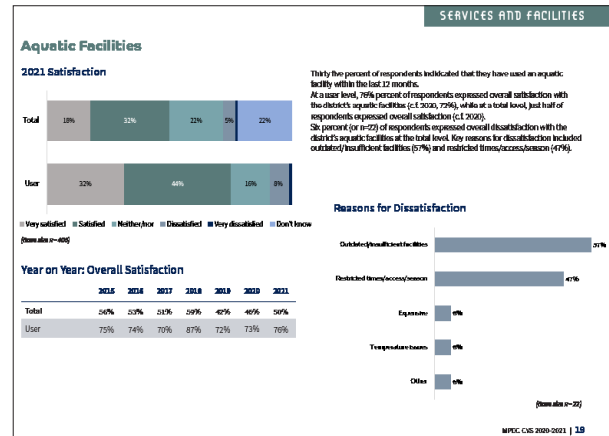
How to Read this Report



Findings from this study have been presented using an array of charts and tables, along with corresponding commentary to clarify charted results.

Verbatim responses have been coded into themes and charted accordingly.

Please note labels of charted results lower than 3% are not shown due to the overlapping of labels making them difficult to read.



Where applicable, year-on-year findings have been shown. Where both user and total level satisfaction has been measured, only overall satisfaction (satisfied and very satisfied ratings combined) have been presented for year-on-year comparability.

Statistical testing is used to determine the probability that an observed difference occurred as a result of chance. Significance testing has been applied to year on year findings. Significant differences have been shown using a small square to outline the observed figure.

Base sizes vary and as such are shown beside each chart in the following format: (n=xxx).

APPENDIX 1

Appendix 1: Results by Area

Overall satisfaction with Council

	MATAMATA	MORRISVILLE	TE AROHA
Very satisfied	12%	11%	10%
Satisfied	49%	40%	48%
Neither	29%	26%	25%
Dissatisfied	8%	15%	3%
Very dissatisfied	2%	1%	0%
Don't know	1%	3%	2%

Leadership of Councillors and the Mayor

	MATAMATA	MORRISVILLE	TE AROHA
Very satisfied	21%	13%	27%
Satisfied	32%	43%	40%
Neither	34%	27%	20%
Dissatisfied	3%	5%	6%
Very dissatisfied	2%	5%	4%
Don't know	7%	7%	2%

Reasons for Dissatisfaction: Leadership of Councillors and the Mayor

	MATAMATA	MORRISVILLE	TE AROHA
Focusing on wrong/neglecting areas	48%	27%	47%
Generally unhappy with Council/decisions	4%	51%	37%
Lack of consultation/doesn't listen to public	43%	21%	0%
Lack of communication/information	4%	34%	4%
Lack of action	0%	37%	0%
Rate prices	10%	0%	9%
Other	0%	0%	4%

MPDC CVS 2020-2021 | 47

Area tables have been included in Appendix 1, while a version of the questionnaire can be found in appendix 2.

Significance testing has been conducted to observe any significant differences amongst areas. An upward arrow indicates that the observed result is significantly higher than the total level while a downward arrow indicates that the observed result is significantly lower than the total level.

Sample Overview*

Findings showed that 71% of respondents identified as female, while 29% identified as male.

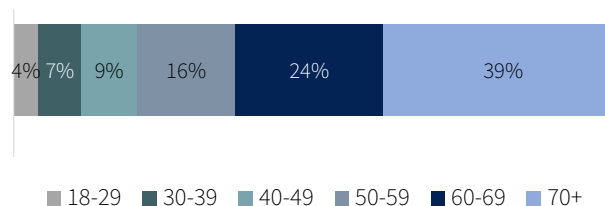
Thirty nine percent of respondents were aged 70 and older, followed by 24% who said they were aged 60-69. At a lower level, 4% of respondents were aged 18-29, while 7% were aged 30-39.

Seventy six percent of respondents had resided in the Matamata-Piako district for more than 10 years, followed by 12% who had lived in the district for five years or less, and 11% who had done so for 6-10 years.

Gender



Age



Years in the District



*Please note that these results are unweighted.

Council Performance

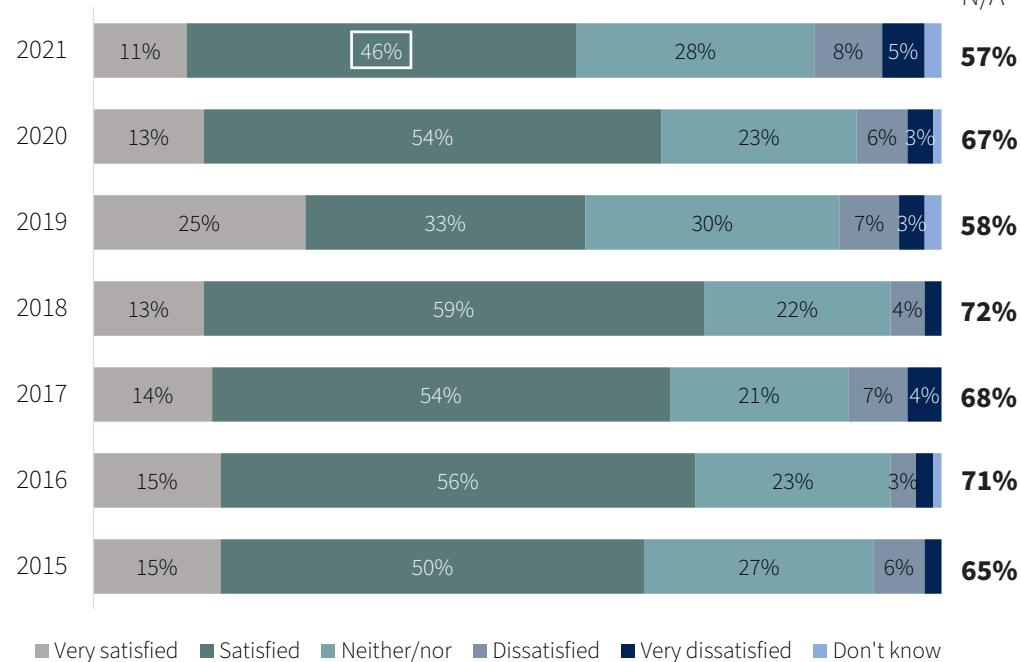


Council Overall

Respondents were asked to rate their satisfaction with Council overall. Over half (57%) of respondents expressed that they were satisfied (46%) or very satisfied (11%) with Council overall. This is a decrease of 10% compared to 2020 (67%). It should be noted that this decrease in satisfaction was off set by a slight increase in overall dissatisfied (13% c.f. 2020, 9%) and neutral (28% c.f. 2020, 23%) ratings.

2021 Satisfaction

KPM:
N/A



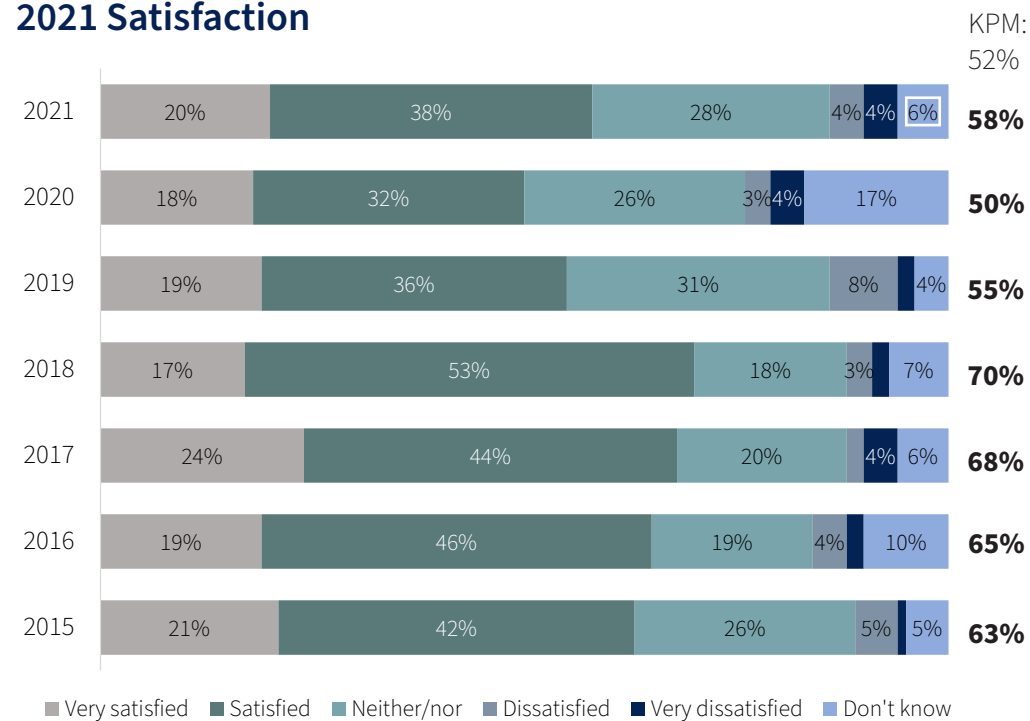
(Base size n= 400)

Leadership of Councillors and the Mayor

Thirty eight percent of respondents said they were satisfied with the leadership of Councillors and the Mayor (c.f. 2020, 32%), while a further 20% indicated they were very satisfied (c.f. 2020 18%) with this. Twenty eight percent said they were neither satisfied nor dissatisfied with the leadership of Councillors and the Mayor (c.f. 2020, 26%), while a further 6% were not sure how to rate this (c.f. 2020, 17%).

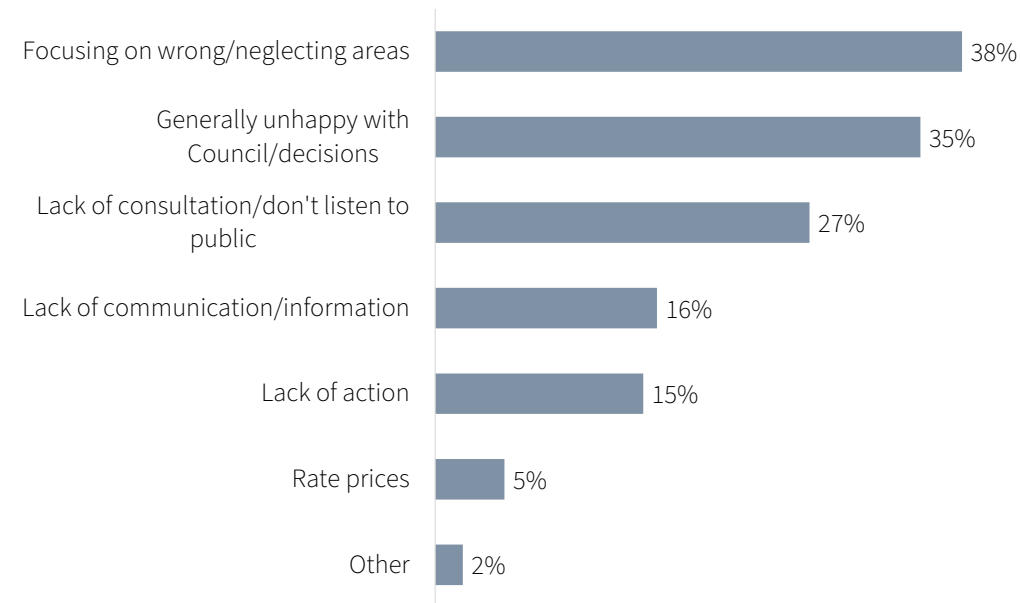
Respondents who were dissatisfied (4% c.f. 2020, 3%) or very dissatisfied (4% c.f. 2020, 4%) were asked why they were dissatisfied (n=23 respondents). Findings showed that 38% of these respondents felt Councillors and the Mayor were focusing on the wrong areas, while a further 35% of dissatisfied respondents were generally unhappy with Council and/or their decisions.

2021 Satisfaction



(Base size n= 400)

Reasons for Dissatisfaction



(Base size n= 23)

Contact and Communication

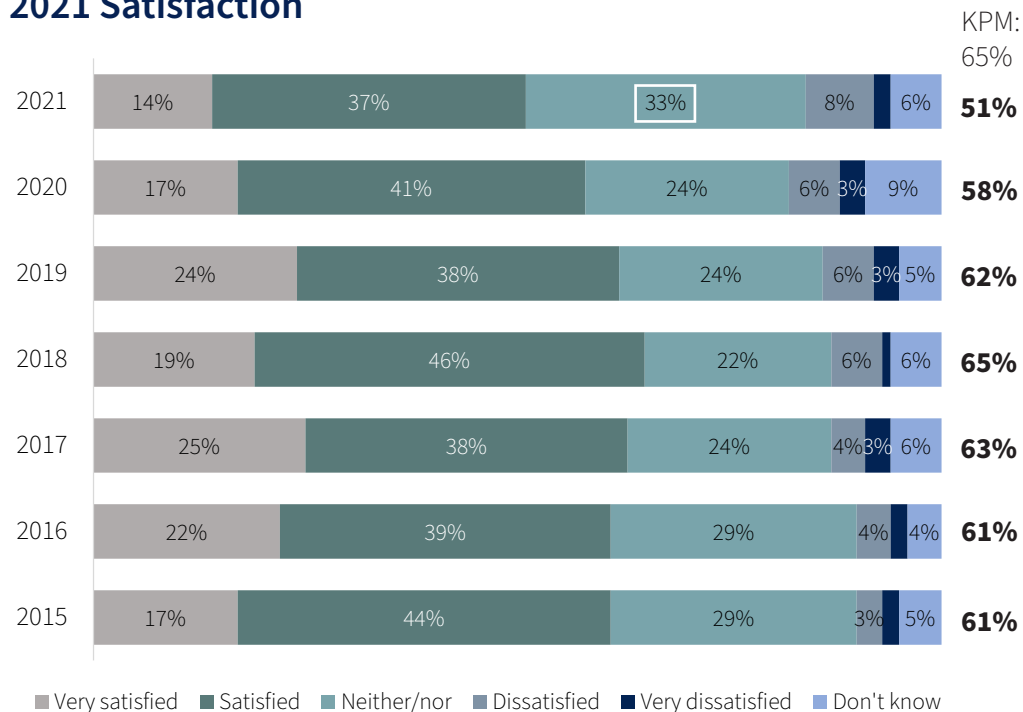


Ease of Access to Council Information

Overall satisfaction with the ease of access to Council information decreased by 7% since 2020 (58%), with just over half (51%) of respondents indicating they were either satisfied (37%) or very satisfied (14%) with this measure. This decrease was predominately offset by an increase in neutral ratings (33% c.f. 2020, 24%).

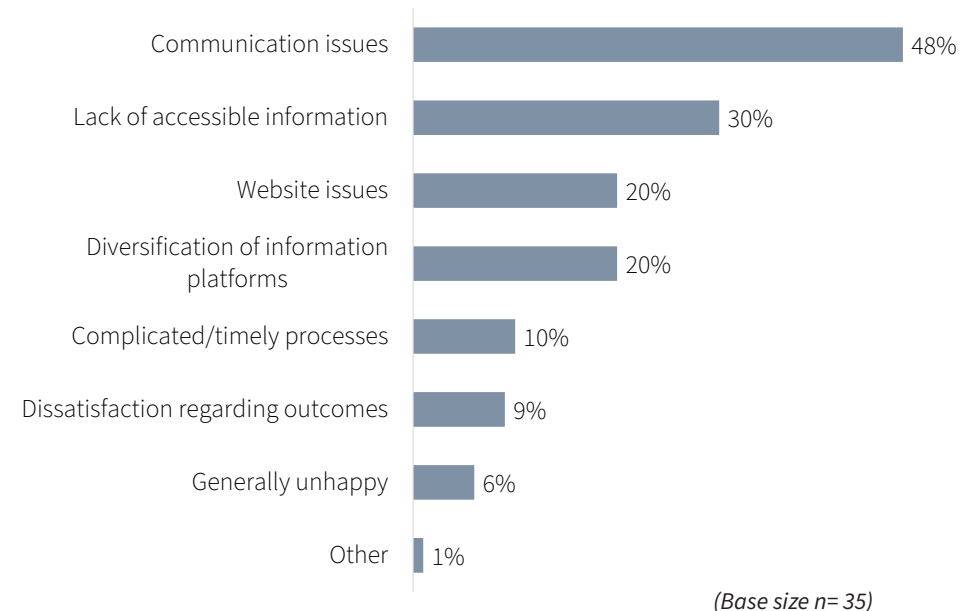
Ten percent of respondents indicated that they were dissatisfied (8%) or very dissatisfied (2%) with the ease of access to Council information. Nearly half (48%) of dissatisfied respondents (n=35) said they were dissatisfied with the ease of access to Council information because of communication issues, while a further 30% felt there was a lack of accessible information.

2021 Satisfaction



(Base size n= 400)

Reasons for Dissatisfaction

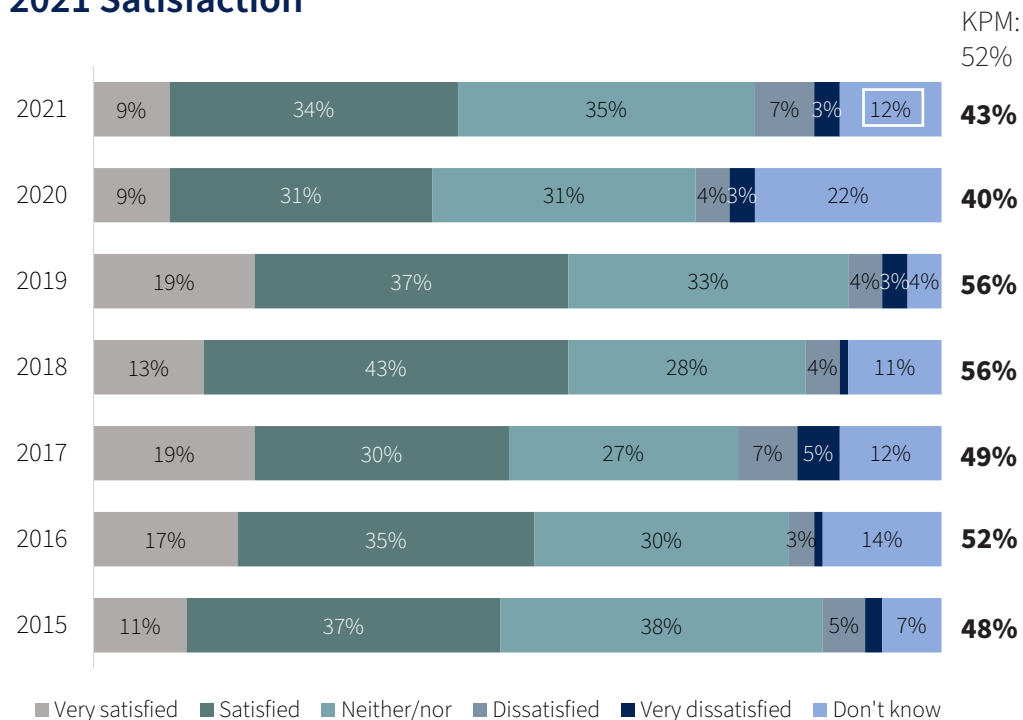


Opportunity to be Involved in Consultation Process

Forty three percent (c.f. 2020, 40%) of respondents were either satisfied (34%) or very satisfied (9%) with the opportunity to be involved in consultation processes. A further 35% of respondents were neither satisfied nor dissatisfied with this (c.f. 2020, 31%), while 12% were not sure how to rate their satisfaction (c.f. 2020, 22%).

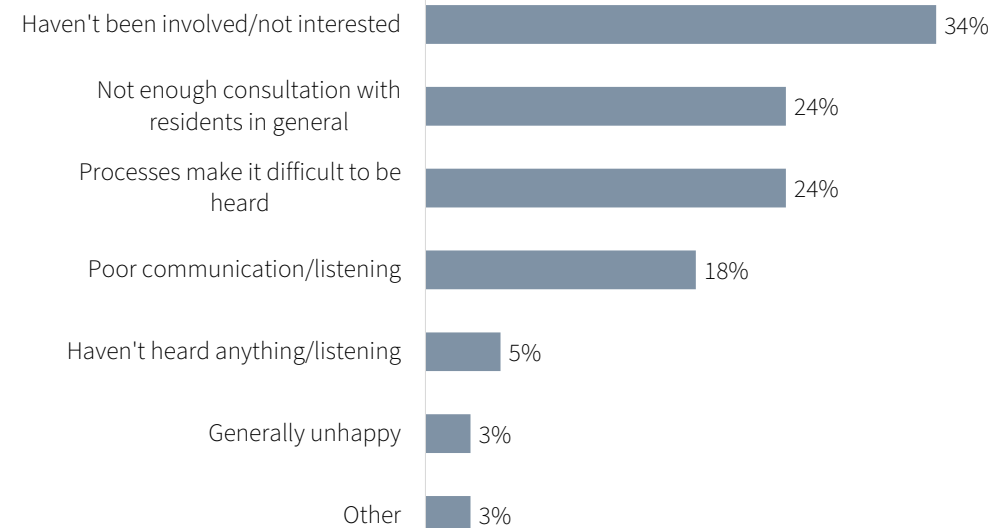
Ten percent of respondents were dissatisfied (7%) or very dissatisfied (3%) with the opportunity to be involved in consultation processes. Those who were dissatisfied with the opportunity to be involved in consultation process (n=32) were asked why they were dissatisfied. Thirty four percent of dissatisfied respondents said they had not been involved/were not interested in the consultation process. Twenty four percent of respondents said there was not enough consultation with residents in general, and a further 24% of respondents said current processes make it difficult to be heard by Council.

2021 Satisfaction



(Base size n= 400)

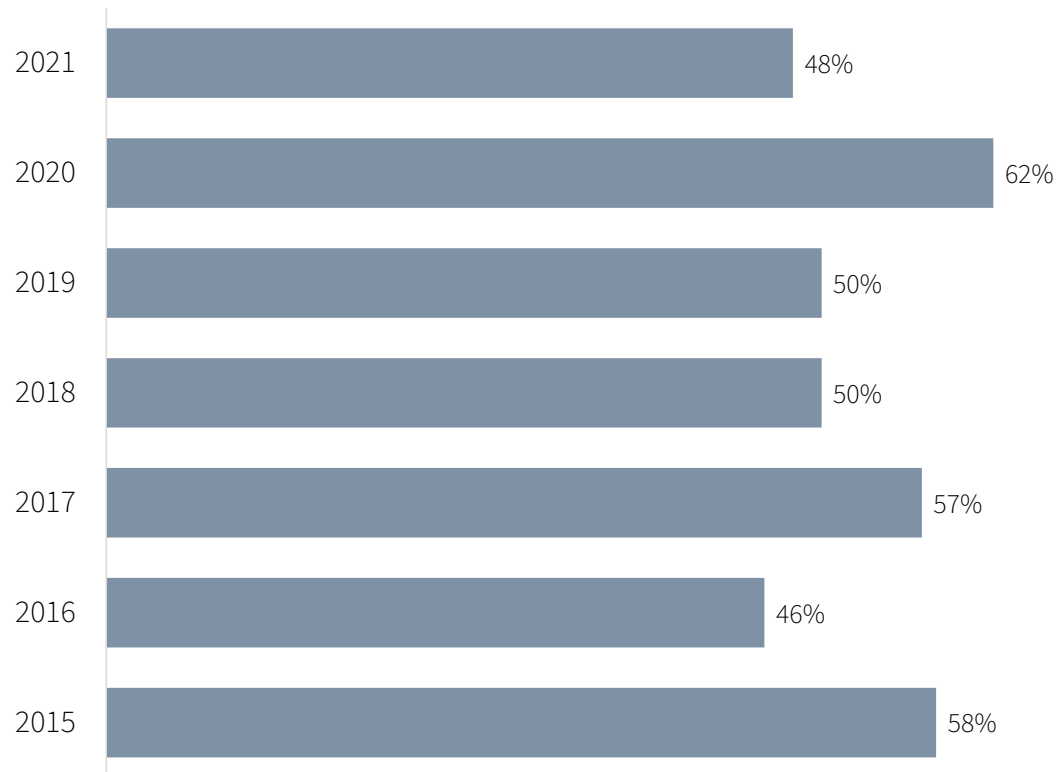
Reasons for Dissatisfaction



(Base size n= 32)

Made Contact with Council

Made Contact within Past 12 Months



(Base size n= 400)

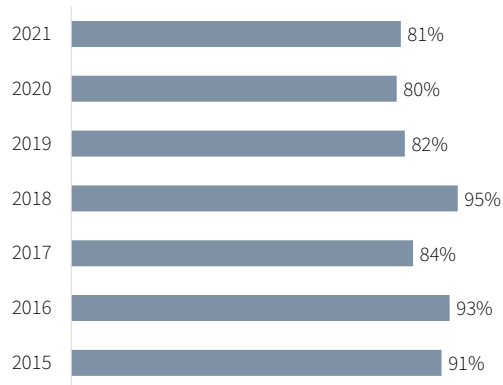
Respondents were asked whether they had made contact with Council within the past 12 months. Just under half (48%) indicated they had. This is a decrease of 14% compared to 2020 (62%).

(Base size n= 400)

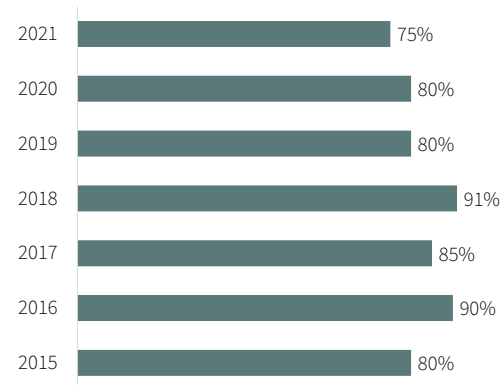
First Point of Contact

Eighty one percent of respondents who had contacted Council within the past year said their enquiry was handled professionally (c.f. 2020, 80%), while three quarters of respondents indicated that it was dealt with politely (c.f. 2020, 80%), and 70% noted it was dealt with fairly (c.f. 2020, 68%). Another 60% of those who had contacted Council within the past 12 months indicated that their enquiry was dealt with in a timely manner (c.f. 2020, 71%).

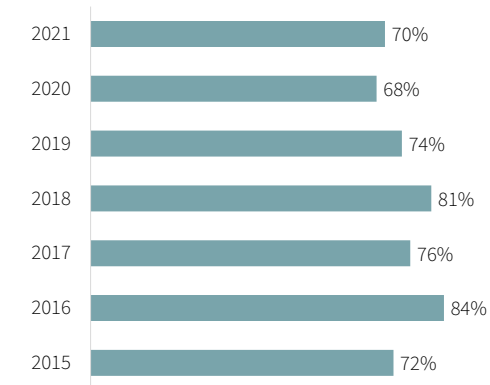
Professional



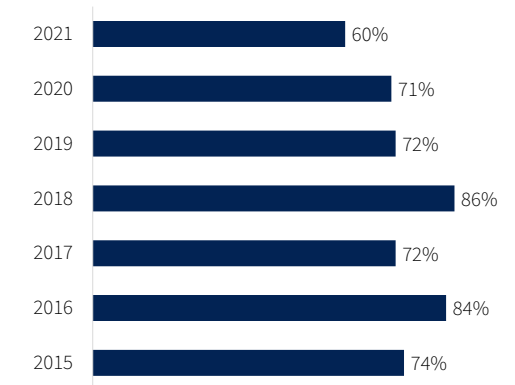
Politely



Fairly



Timely Manner



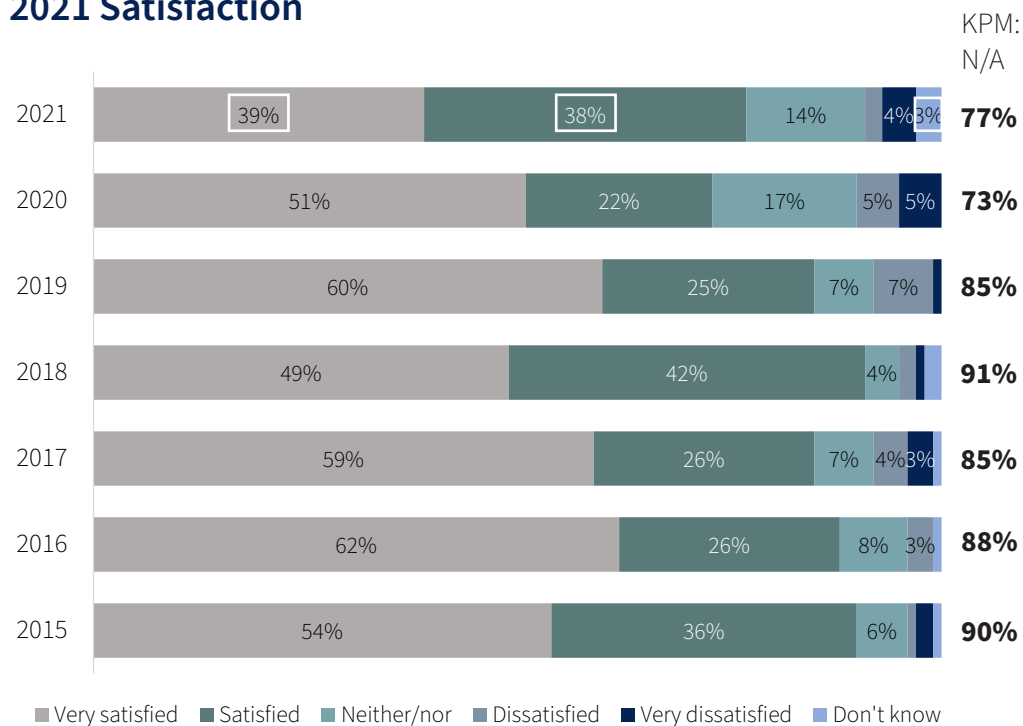
(Base size n= 210)

First Point of Contact

Respondents who had contacted Council within the past 12 months were asked to rate their satisfaction with their first point of contact. Over three quarters (77%) of respondents indicated that they were either satisfied (38% c.f. 2020, 22%) or very satisfied (39% c.f. 2020, 51%) with their first point of contact, while 14% indicated that they were neither satisfied nor dissatisfied (c.f. 2020, 17%), and a further 3% were not sure how to rate their satisfaction.

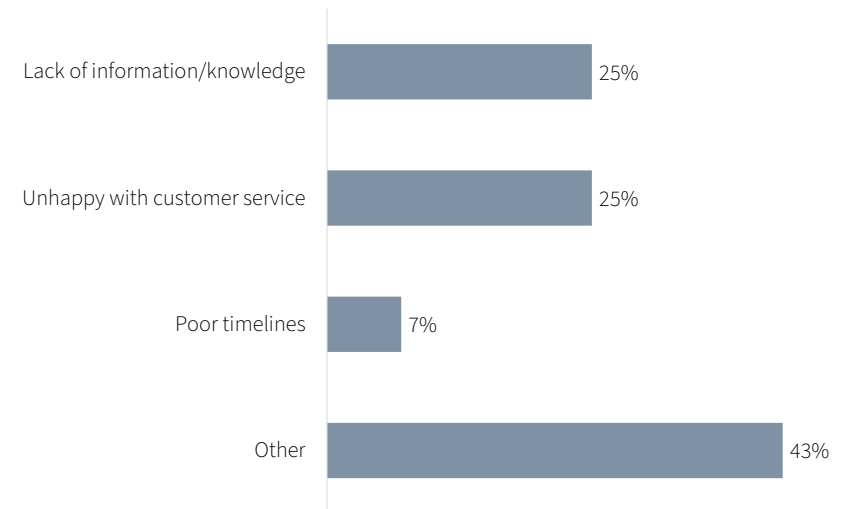
Six percent of respondents were either dissatisfied (2%) or very dissatisfied (4%) with their first point of contact. A lack of information/knowledge (25%) and unhappiness with customer service (25%) were the key reasons dissatisfied respondents (n=9) were dissatisfied with their first point of contact.

2021 Satisfaction



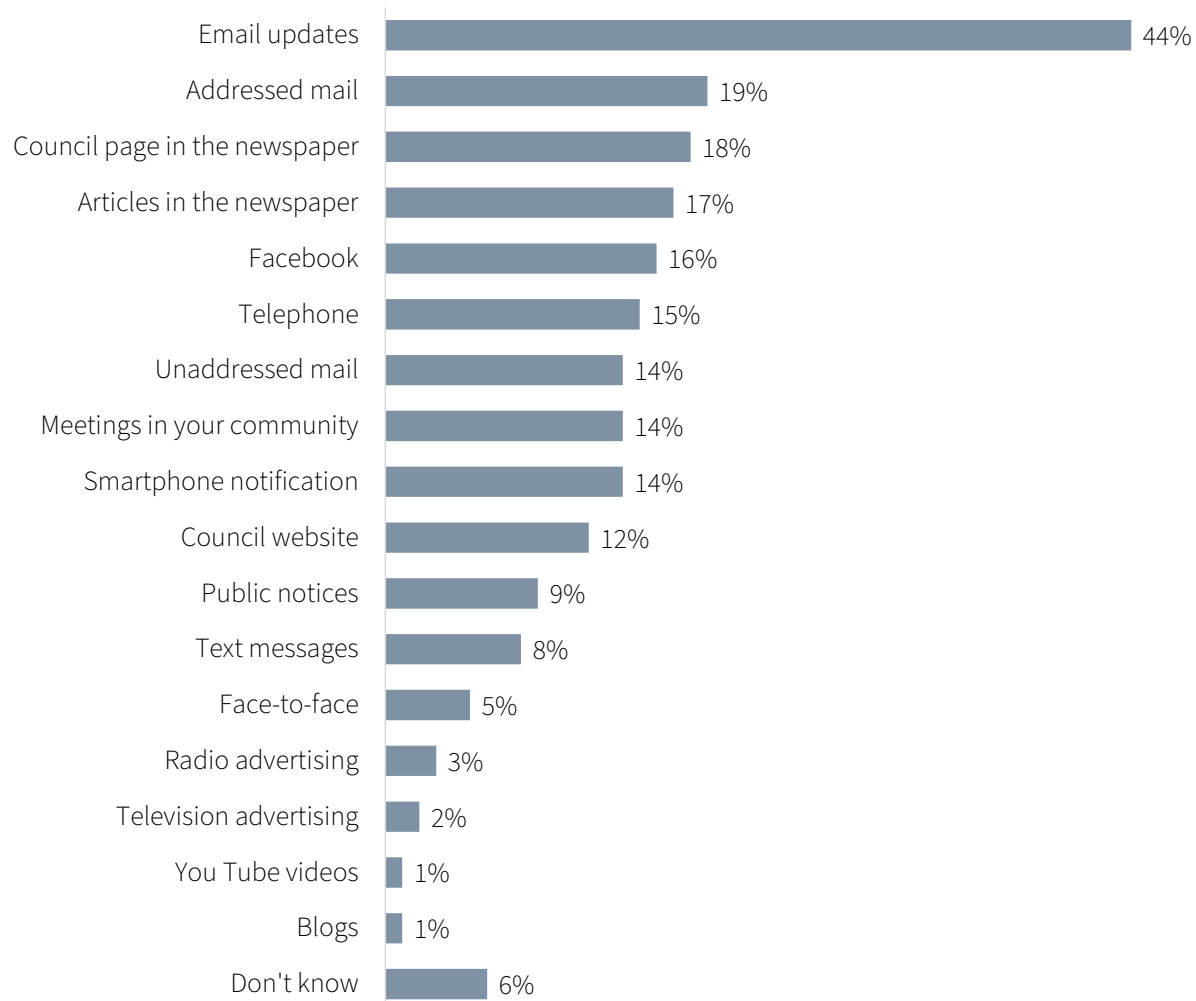
(Base size n= 210)

Reasons for Dissatisfaction



(Base size n= 9)

Communication Channels



Respondents were asked how they would prefer Council to communicate with them. Forty four percent of respondents indicated they preferred email updates, 19% said they preferred addressed mail, and a further 18% indicated they preferred a Council page in the newspaper.

It should be noted that 6% of respondents said they were not sure which communication channel they preferred.

It should be noted that this question was only included in the questionnaire from January 2021 (last two quarters).

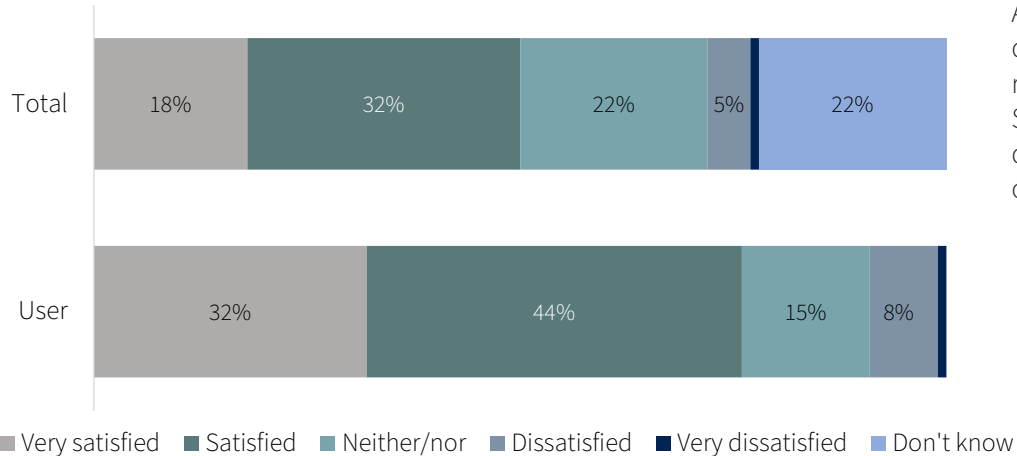
(Base size n= 200)

Services and Facilities



Aquatic Facilities

2021 Satisfaction



(Base size n= 400)

KPM 2021: 80% (user)

Overall Satisfaction

	2015	2016	2017	2018	2019	2020	2021
Total	56%	53%	51%	59%	42%	46%	50%
User	75%	74%	70%	87%	72%	73%	76%

Overall Dissatisfaction

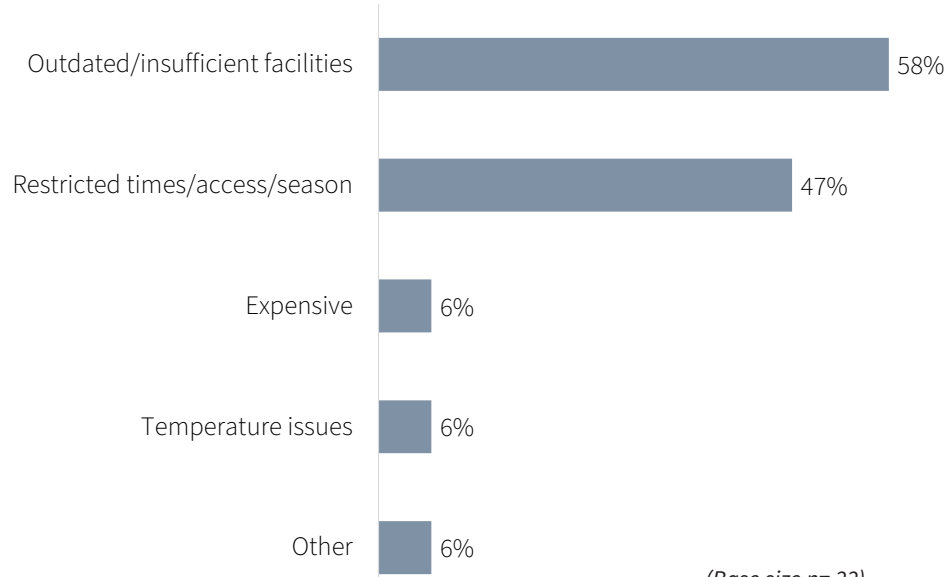
	2015	2016	2017	2018	2019	2020	2021
Total	6%	4%	7%	3%	7%	5%	6%
User	8%	6%	9%	2%	10%	8%	9%

Thirty five percent of respondents indicated that they have used an aquatic facility within the past 12 months.

At a user level, 76% percent of respondents expressed overall satisfaction with the district’s aquatic facilities (c.f. 2020, 73%), while at a total level, just half (50%) of respondents expressed overall satisfaction (c.f. 2020, 46%).

Six percent (or n=22) of respondents expressed overall dissatisfaction with the district’s aquatic facilities at the total level. Key reasons for dissatisfaction included outdated/insufficient facilities (58%) and restricted times/access/season (47%).

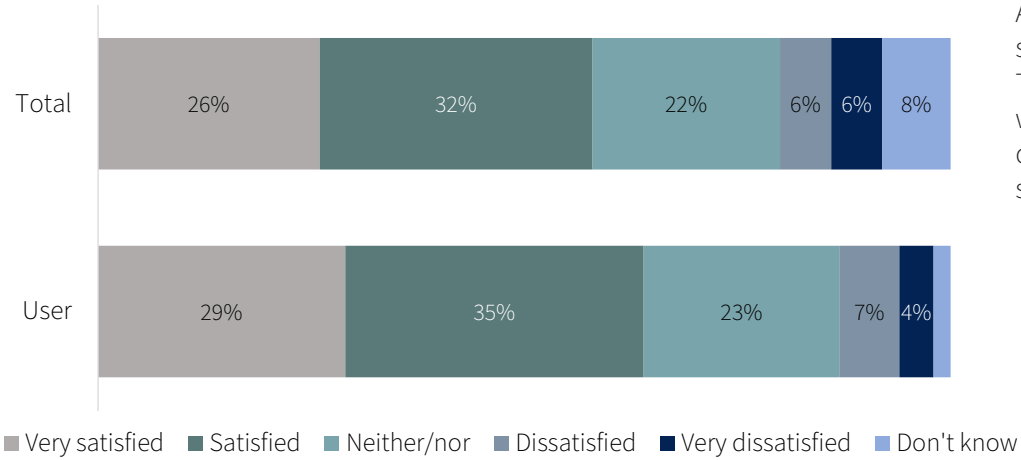
Reasons for Dissatisfaction



(Base size n= 22)

Waste and Recycling Services

2021 Satisfaction



(Base size n= 400)

KPM 2021: 80% (user)

Overall Satisfaction

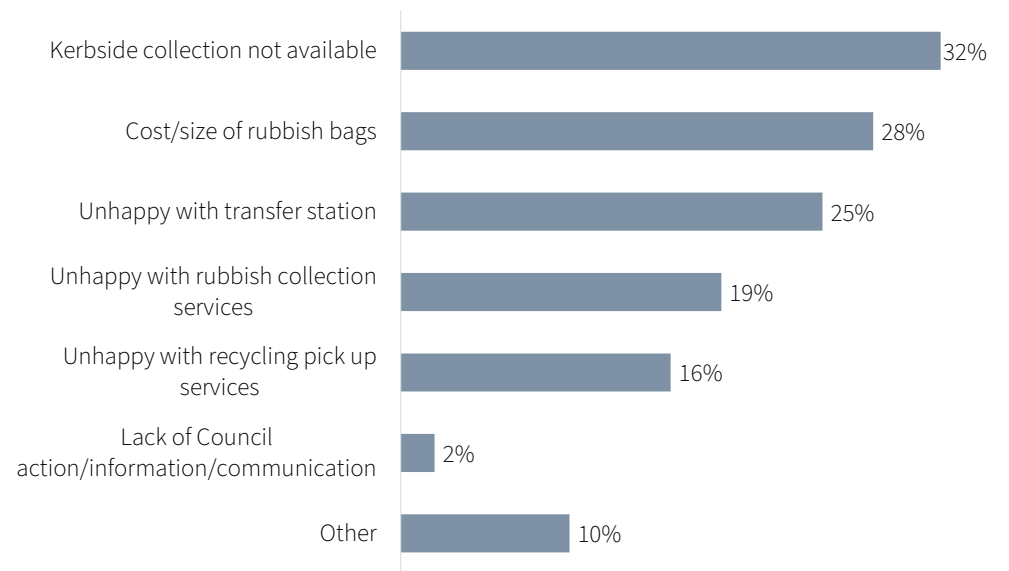
	2015	2016	2017	2018	2019	2020	2021
Total	73%	77%	75%	80%	75%	72%	58%
User	77%	80%	82%	85%	79%	75%	64%

Overall Dissatisfaction

	2015	2016	2017	2018	2019	2020	2021
Total	7%	6%	7%	5%	6%	7%	12%
User	6%	6%	5%	5%	7%	8%	11%

Eighty seven percent of respondents used Council’s kerbside rubbish collection, kerbside recycling collection, and/or the transfer stations. At a user level, 64% of respondents expressed overall satisfaction with these services, while at a total level, 58% of respondents expressed satisfaction. Twelve percent (or n=39) of respondents expressed overall dissatisfaction with Council’s rubbish and recycling services at a total level. Key reasons for dissatisfaction included the unavailability of the kerbside service (32%), the cost/size of rubbish bags (28%), and unhappiness with the transfer stations (25%).

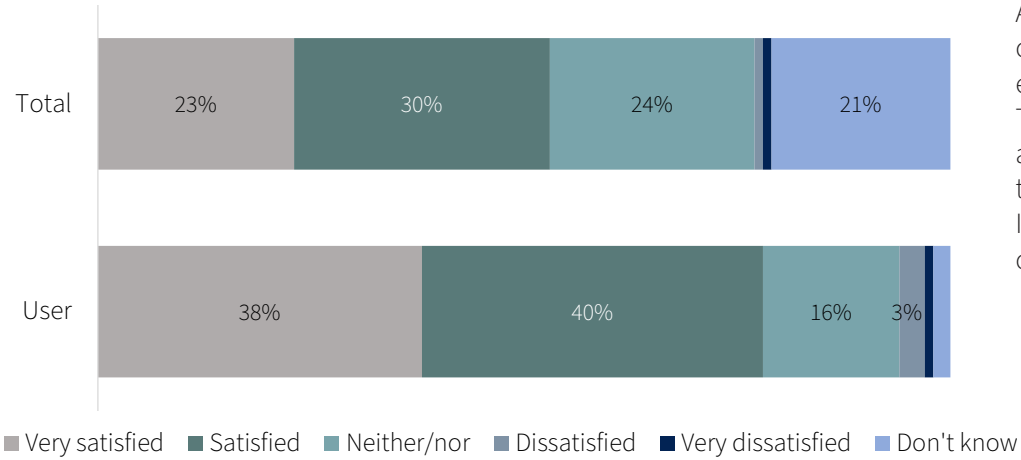
Reasons for Dissatisfaction



(Base size n= 39)

Cemeteries

2021 Satisfaction



(Base size n= 400)

KPM 2021: 80% (user)

Overall Satisfaction

	2015	2016	2017	2018	2019	2020	2021
Total	64%	62%	68%	63%	55%	57%	53%
User	90%	88%	91%	89%	89%	87%	78%

Overall Dissatisfaction

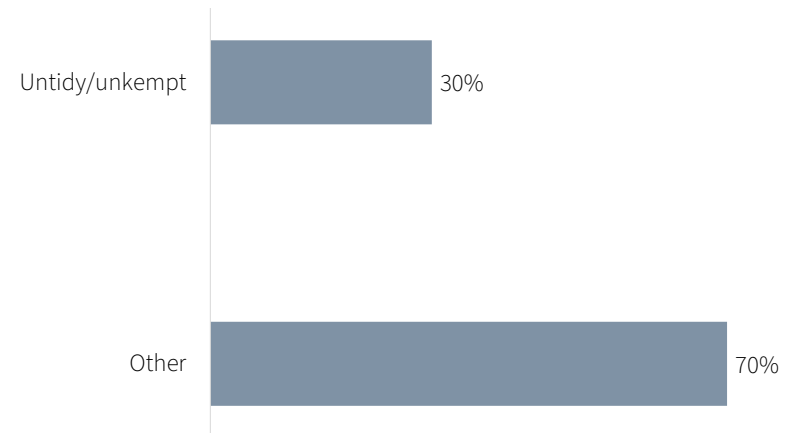
	2015	2016	2017	2018	2019	2020	2021
Total	0%	1%	2%	3%	1%	1%	2%
User	1%	1%	3%	4%	0%	1%	4%

Forty five percent of respondents indicated that they had visited a cemetery in the district within the past 12 months.

At a user level, 78% percent of respondents expressed overall satisfaction with cemeteries in the district (c.f. 2020, 87%), while at a total level, 53% of respondents expressed overall satisfaction with this (c.f. 2020, 57%).

Two percent of respondents expressed overall dissatisfaction with the district's aquatic facilities at the total level. Thirty percent of dissatisfied respondents noted that cemetery untidiness was the reason for their dissatisfaction with cemeteries. It should be noted that just n=2 two respondents reported dissatisfaction with cemeteries.

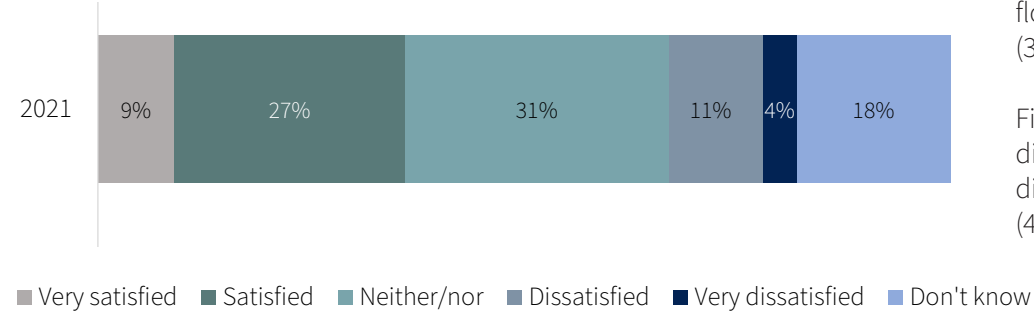
Reasons for Dissatisfaction



(Base size n= 2)

Flood Management

2021 Satisfaction



(Base size n= 400)

Thirty six percent of respondents expressed overall satisfaction with Council’s flood management in urban areas. This is a decrease of 2% compared to 2020 (38%).

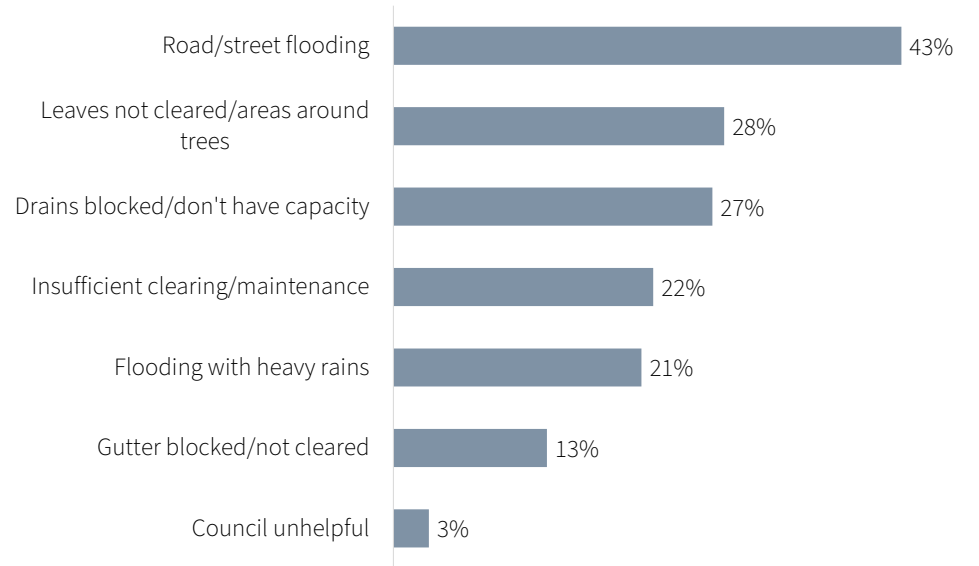
Fifteen percent (or n=59) of respondents were dissatisfied (11%) or very dissatisfied (4%) with Council’s flood management in urban areas. Key reasons for dissatisfaction with Council’s flood management included road/street flooding (43%) and leaves or tree areas not being cleared (28%).

KPM 2021: N/A

Overall Measures

	2015	2016	2017	2018	2019	2020	2021
Overall satisfied	40%	45%	41%	45%	46%	38%	36%
Overall dissatisfied	12%	8%	9%	12%	13%	18%	15%

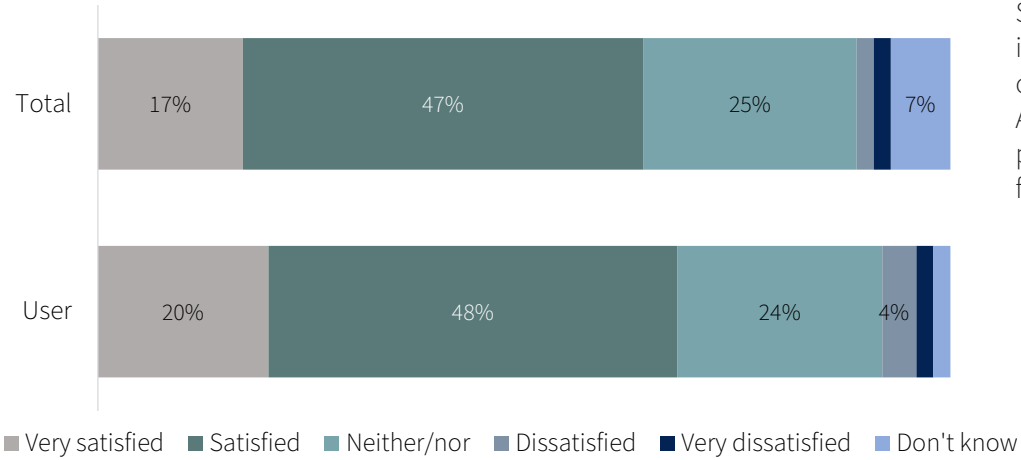
Reasons for Dissatisfaction



(Base size n= 59)

Parks and Reserves

2021 Satisfaction



(Base size n= 400)

KPM 2021: 80% (user)

Overall Satisfaction

	2015	2016	2017	2018	2019	2020	2021
Total	71%	68%	73%	74%	71%	69%	64%
User	75%	79%	83%	84%	78%	78%	68%

Overall Dissatisfaction

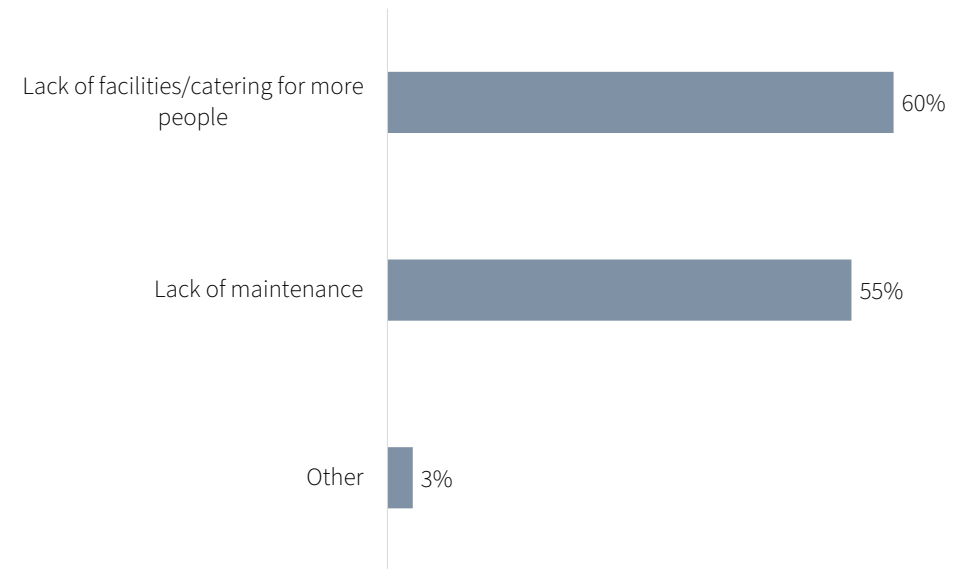
	2015	2016	2017	2018	2019	2020	2021
Total	4%	3%	4%	2%	7%	3%	4%
User	4%	2%	4%	3%	9%	5%	6%

Over half (52%) of respondents indicated that they had visited parks and reserves in the district within the past 12 months.

Sixty eight percent of users expressed overall satisfaction with parks and reserves in the district (c.f. 2020, 78%), while at a total level, 64% of respondents expressed overall satisfaction (c.f. 2020, 69%) with this.

At a total level, 4% (or n=11) of respondents expressed overall dissatisfaction with parks and reserves in the district. Key reasons for dissatisfaction included a lack of facilities (60%) and a lack of maintenance (55%).

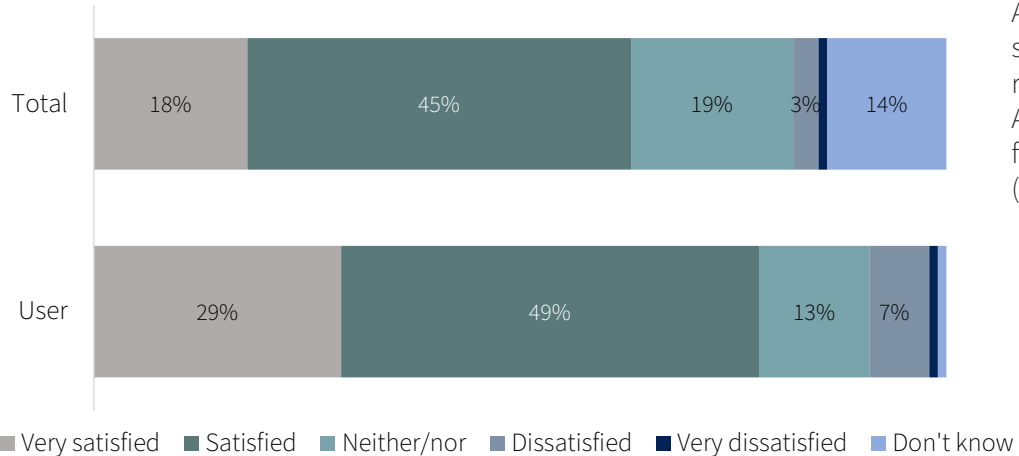
Reasons for Dissatisfaction



(Base size n= 11)

Sports Fields

2021 Satisfaction



(Base size n= 400)

KPM 2021: 80% (user)

Year on Year: Overall Satisfaction

	2015	2016	2017	2018	2019	2020	2021
Total	65%	63%	68%	62%	53%	60%	63%
User	81%	79%	79%	79%	81%	78%	78%

Overall Dissatisfaction

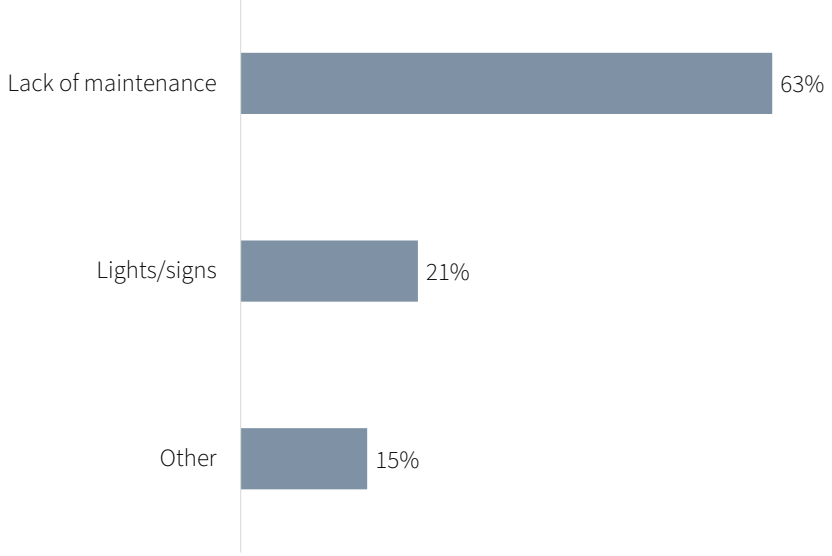
	2015	2016	2017	2018	2019	2020	2021
Total	1%	3%	2%	3%	1%	4%	4%
User	1%	4%	3%	2%	1%	8%	8%

Thirty nine percent of respondents had used sports fields in the district within the past 12 months.

At a user level, and on par with 2020, 78% of respondents expressed overall satisfaction with the sports fields in the district, while at a total level, 63% of respondents expressed overall satisfaction (c.f. 2020, 60%).

At a total level, 4% (n=9) of respondents expressed dissatisfaction with sports fields in the district. Key reasons for dissatisfaction included a lack of maintenance (63%) and insufficient lights and/or signs (21%).

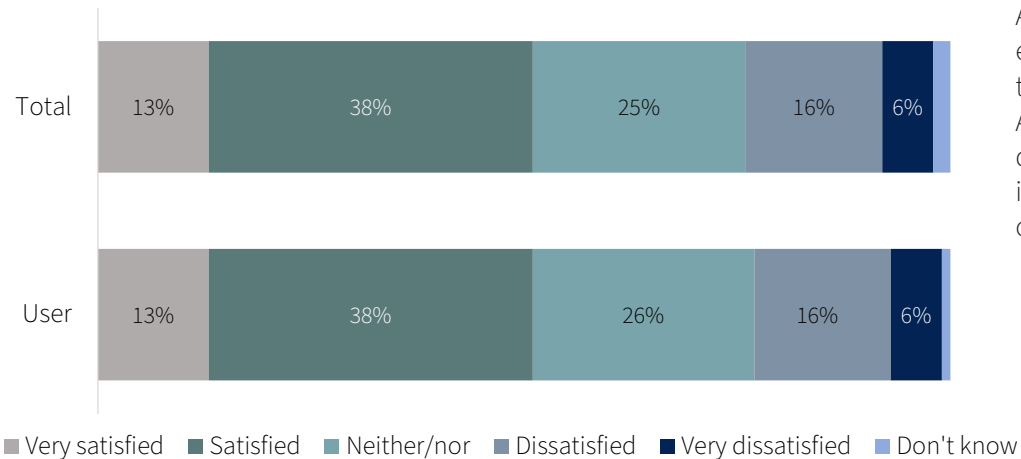
Reasons for Dissatisfaction



(Base size n= 9)

Parking Access in Shopping Areas

2021 Satisfaction



(Base size n= 400)

KPM 2021: N/A

Overall Satisfaction

	2016	2017	2018	2019	2020	2021
Total	55%	52%	49%	43%	50%	51%
User	56%	53%	50%	42%	50%	51%

Overall Dissatisfaction

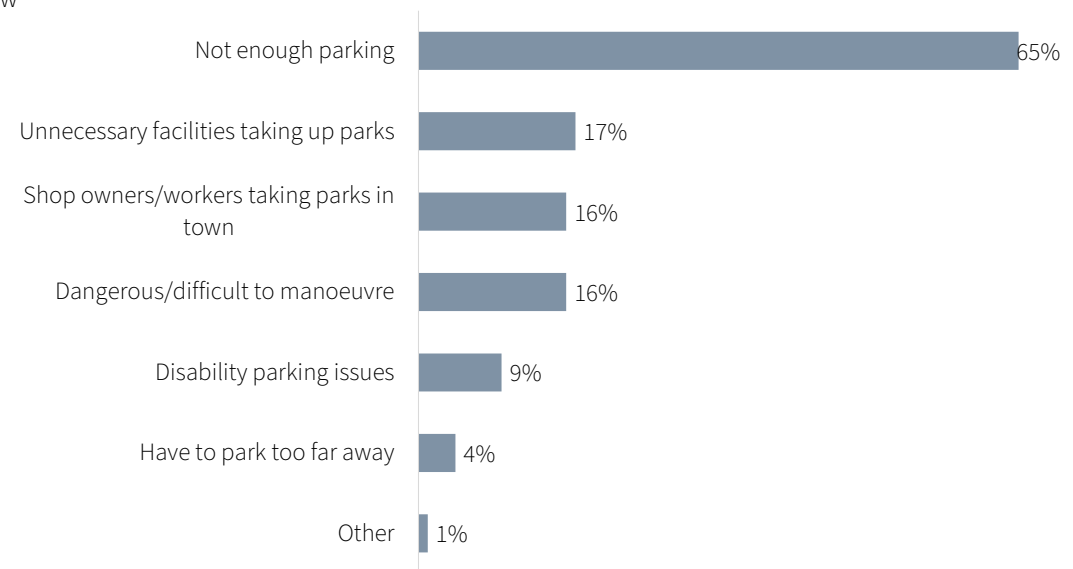
	2016	2017	2018	2019	2020	2021
Total	14%	19%	23%	31%	25%	22%
User	15%	18%	22%	31%	26%	22%

Ninety three percent of respondents indicated they had used parking in shopping areas throughout the district.

At both a user (2020, 50%) and total (2020, 50%) level, 51% percent of respondents expressed overall satisfaction with parking access in shopping areas throughout the district.

At both a total and user level, 22% (or n=95) of respondents indicated they were dissatisfied overall with such access to parking. Key reasons for dissatisfaction included a lack of parking (65%) and unnecessary facilities (e.g., bench seats and cafe seating) taking over parks (17%).

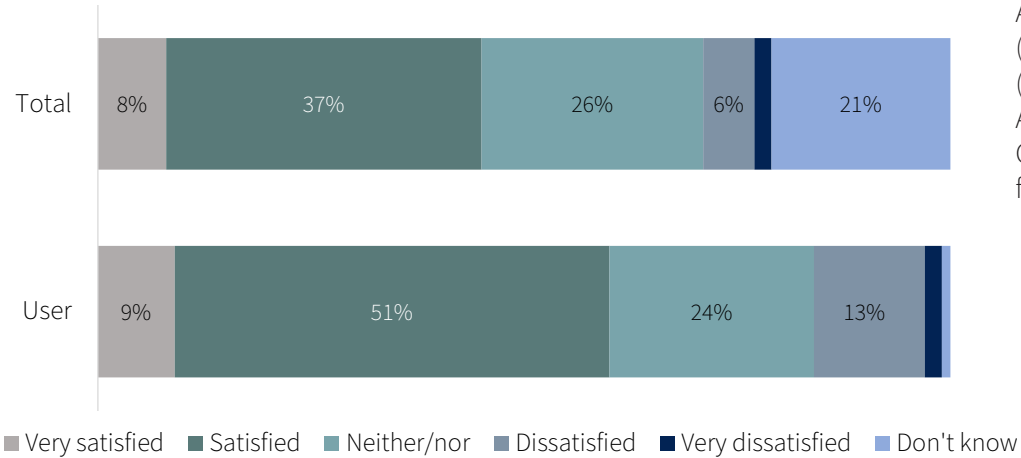
Reasons for Dissatisfaction



(Base size n= 95)

Council Playgrounds

2021 Satisfaction



(Base size n= 400)

KPM 2021: N/A

Overall Satisfaction

	2016	2017	2018	2019	2020	2021
Total	59%	57%	56%	35%	53%	45%
User	74%	75%	71%	64%	72%	60%

Overall Dissatisfaction

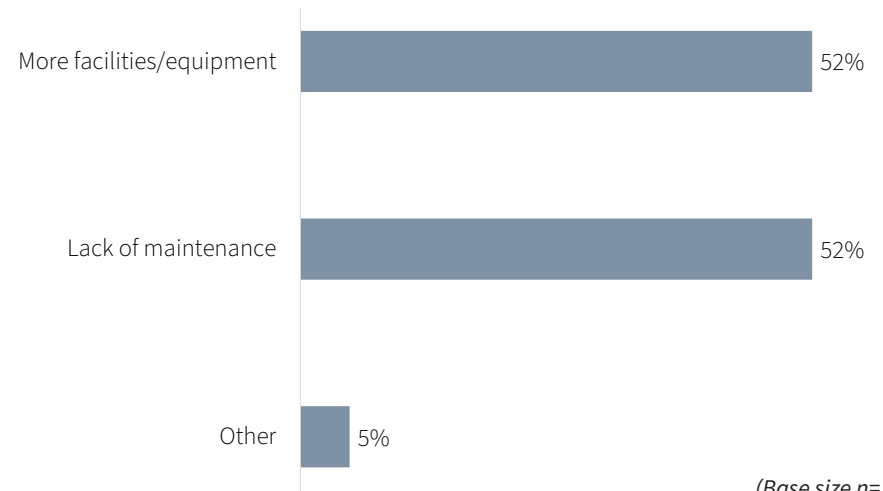
	2016	2017	2018	2019	2020	2021
Total	5%	6%	3%	6%	8%	8%
User	6%	8%	5%	14%	12%	15%

Thirty four percent of respondents indicated they had used Council playgrounds throughout the district.

At a user level, 60% of respondents were satisfied overall with Council playgrounds (c.f. 2020, 72%), while at a total level, 45% of respondents were satisfied with this (c.f. 2020, 53%).

At a total level, 8% (or n=20) of respondents expressed overall dissatisfaction with Council playgrounds. Key reasons for dissatisfaction included a need for more facilities or equipment (52%) and a lack of maintenance (52%).

Reasons for Dissatisfaction



(Base size n= 20)

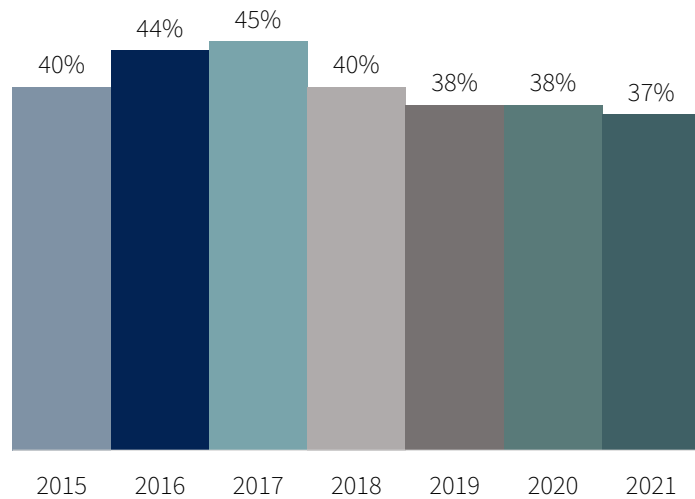
Library Services



General Library Use

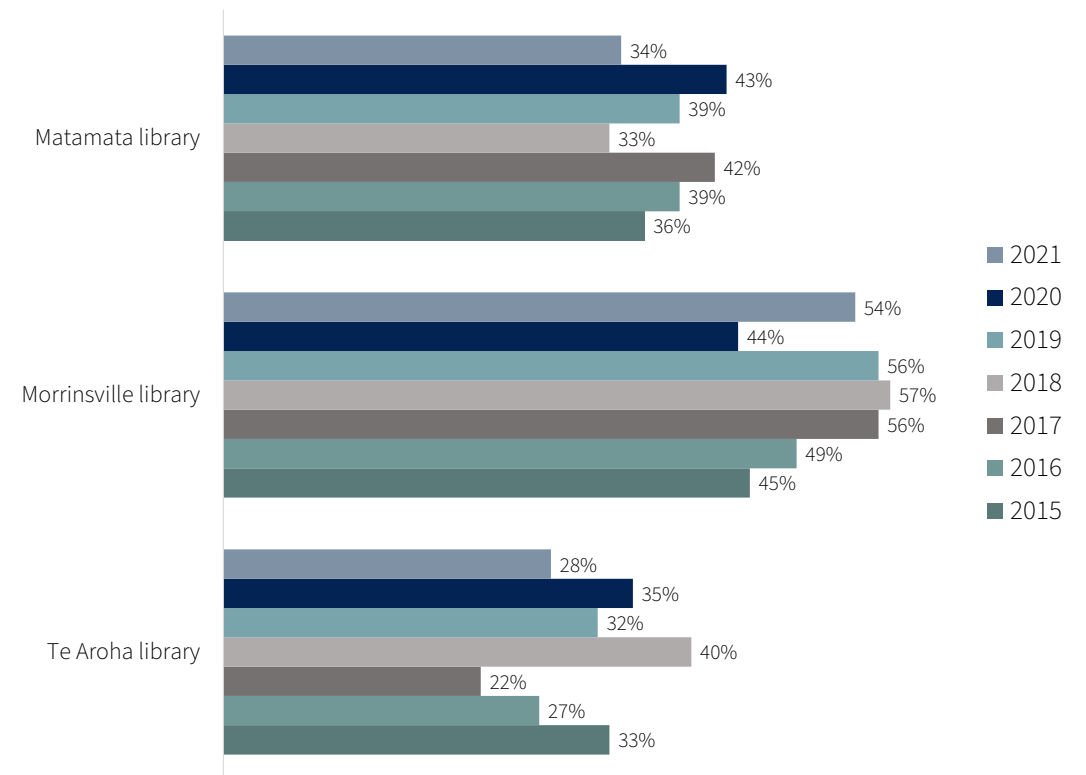
Consistent with 2020 (38%), findings showed that 37% of respondents used a library in the district within the past 12 months. Of those who used a library, the majority (80%) used the Morrinsville library (c.f. 2020, 44%), 64% accessed the Matamata library (c.f. 2020, 43%), and 60% accessed the Te Aroha library (c.f. 2020, 35%).

Have Used a Library



(Base size n= 400)

Library Used



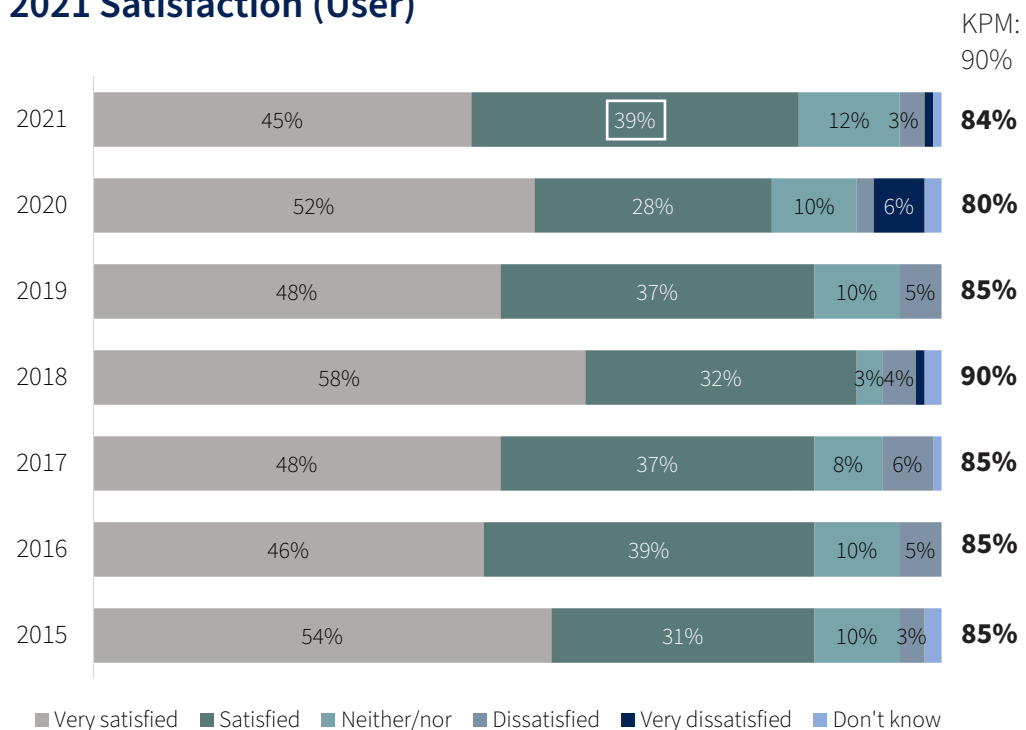
(Base size n= 154)

General Library Services

Users were asked to rate their satisfaction with the library services. Eighty four percent of users indicated that they were satisfied (39%) or very satisfied (45%) with the district's library services. This is an increase of 4% compared to overall satisfaction in 2020 (80%).

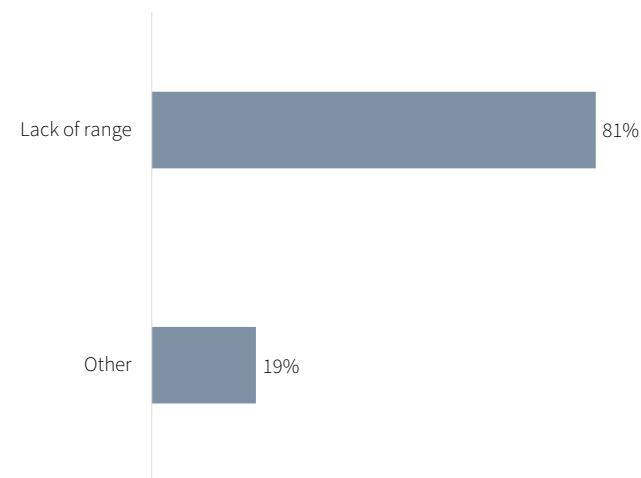
Four percent of respondents indicated that they were dissatisfied (3% c.f. 2020, 2%) or very dissatisfied (1% c.f. 2020, 6%) with the district's library services. The key reason for dissatisfaction with library services was the lack of range available (81%). It should be noted that only n=7 respondents expressed overall dissatisfaction with library services.

2021 Satisfaction (User)



(Base size n= 154)

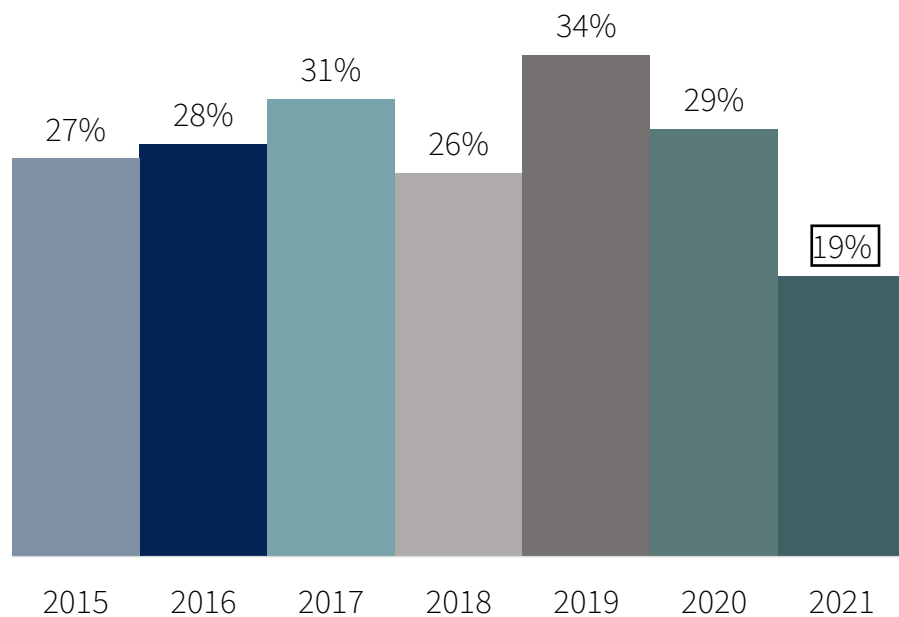
Reasons for Dissatisfaction



(Base size n= 7)

Online Library

Use



Nineteen percent of respondents indicated that they had used the district's online library services. This is a decrease of 10% compared to 2020 (29%).

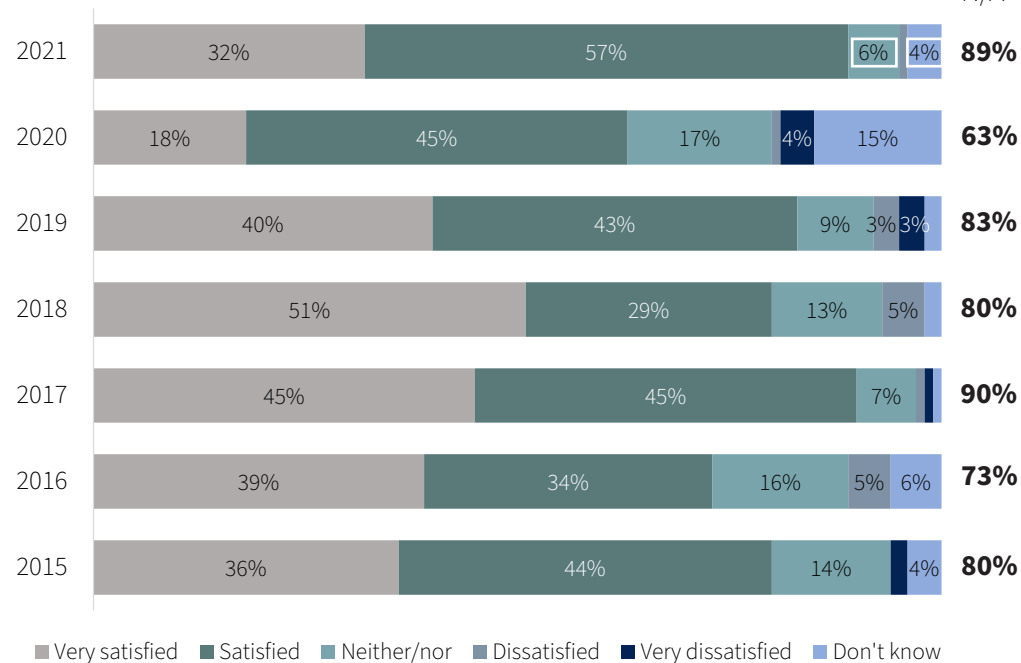
(Base size n= 400)

Online Library

Eighty nine percent of respondents indicated they were satisfied (57% c.f. 2020, 45%), or very satisfied (32% c.f. 2020, 18%) with the district’s online library services. Just 1% (or n=2) of respondents expressed overall dissatisfaction with these services (c.f. 2020, 5%). Both respondents who were dissatisfied with online library services indicated they had issues with the process. These comments varied, however, elements relating to pricing and the general process of navigating the online library system were highlighted.

2021 Satisfaction (User)

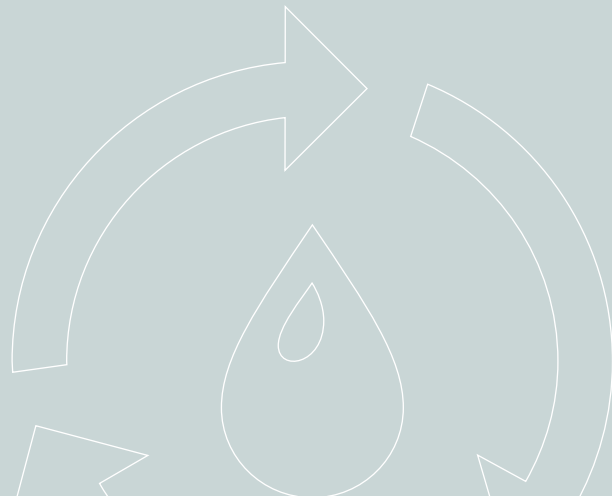
KPM:
N/A



(Base size n= 76)

(Base size n= 600)

Water Supply and Wastewater

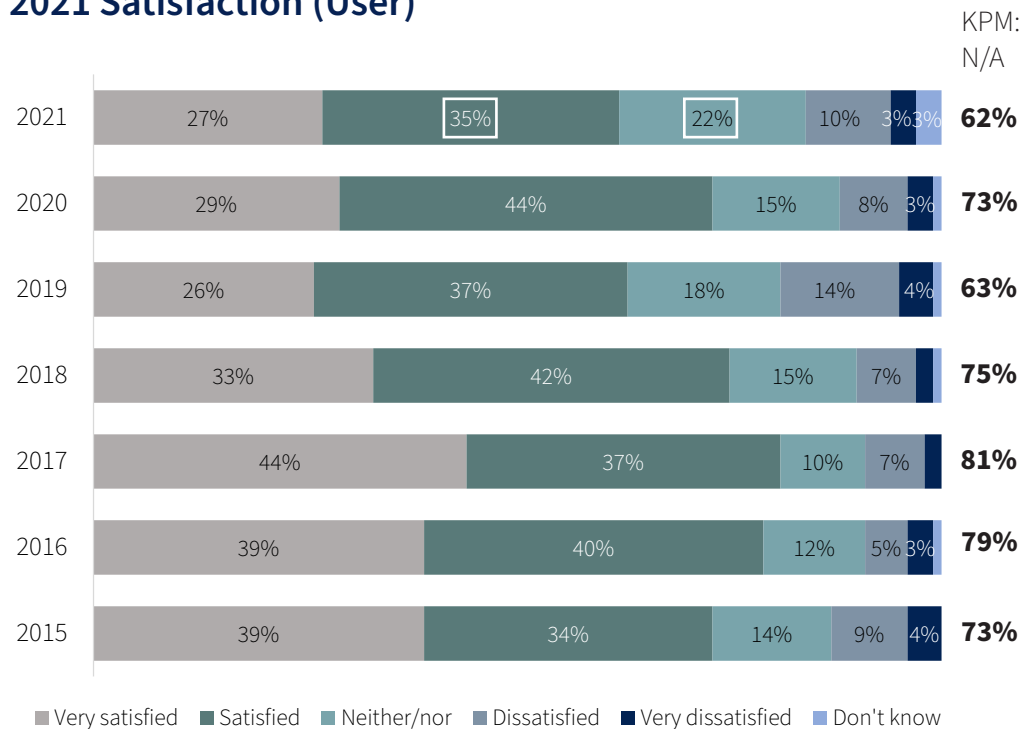


Council's Water Supply

Seventy six percent of respondents used Council's water supply, while 26% were attached to a private water supply. Sixty two percent of respondents who used Council's water supply indicated they were satisfied (35% c.f. 2020, 44%) or very satisfied (27% c.f. 2020, 44%) with this service. This is a decrease of 11% compared to overall satisfaction seen in 2020 (73%).

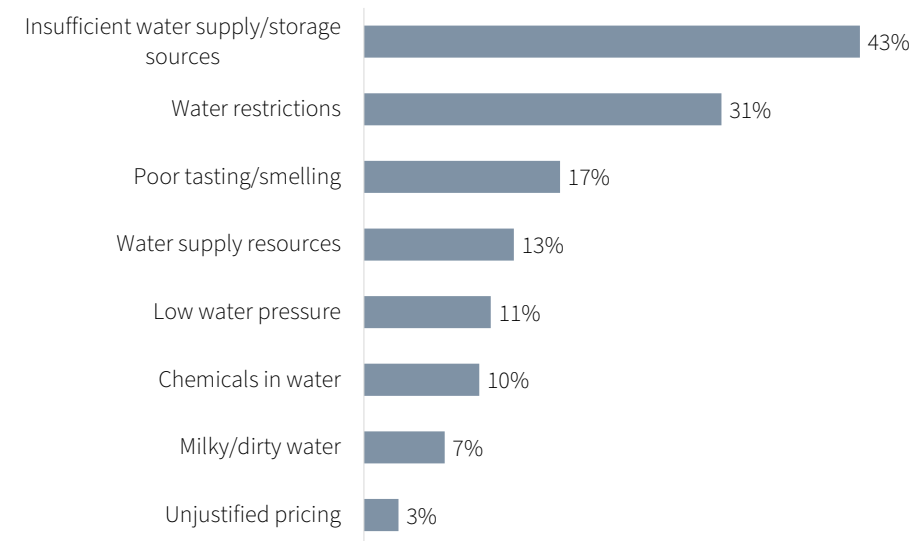
Concurrently, 13% (or n=44) of users expressed overall dissatisfaction with Council's water supply (c.f. 2020, 11%). Key reasons for dissatisfaction included insufficient water supply/storage sources (43%), water restrictions (31%), and the water being poor tasting/smelling (17%).

2021 Satisfaction (User)



(Base size n= 315)

Reasons for Dissatisfaction



(Base size n= 44)

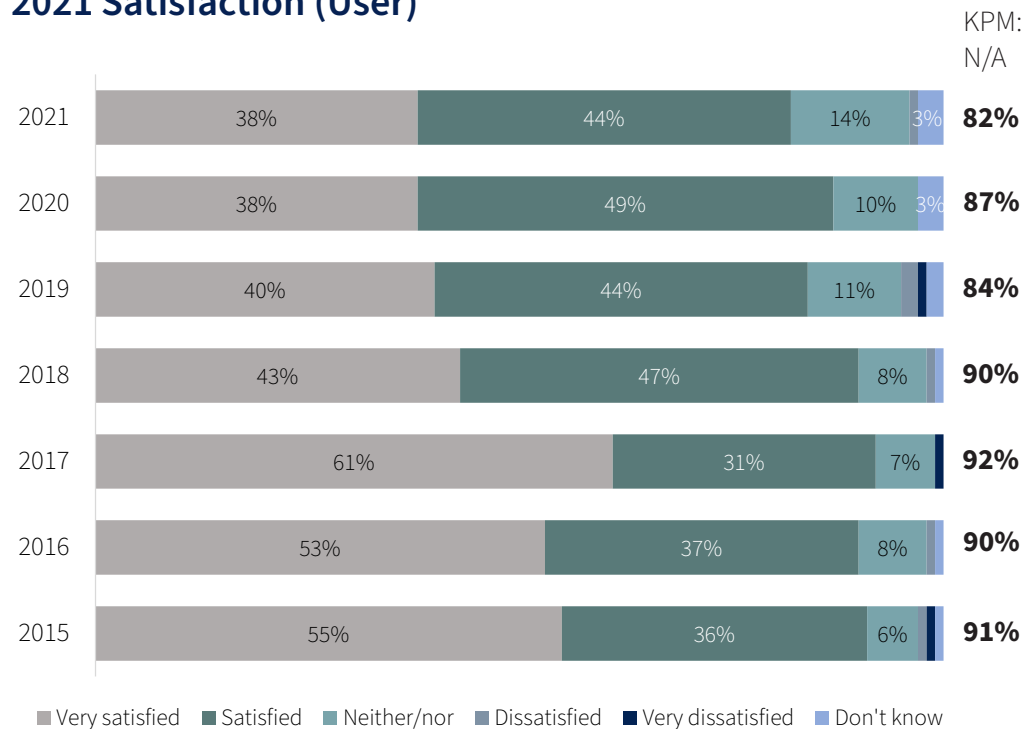
Wastewater System

Sixty percent of respondents indicated they were connected to the wastewater system.

Eighty two percent of users were either satisfied (44% c.f. 2020, 49%) or very satisfied (38% c.f. 2020, 38%) with the wastewater system. This is a decrease of 5% compared to overall satisfaction seen in 2020 (87%).

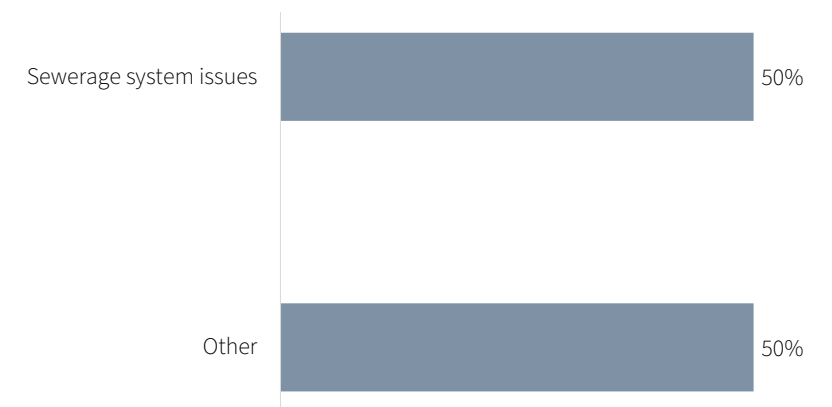
Concurrently, just 1% of users expressed overall dissatisfaction with the wastewater system. Fifty percent of dissatisfied respondents indicated that they had issues with the sewerage system, though it should be noted that just n=2 respondents had reported dissatisfaction.

2021 Satisfaction (User)



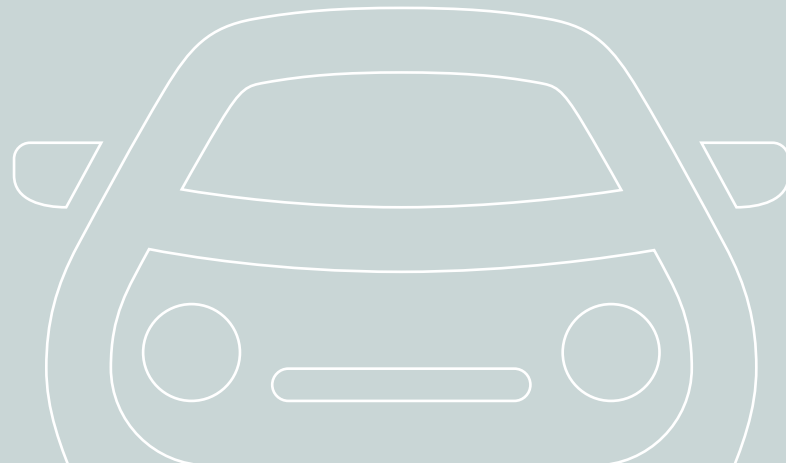
(Base size n= 249)

Reasons for Dissatisfaction



(Base size n= 2)

Roading Network



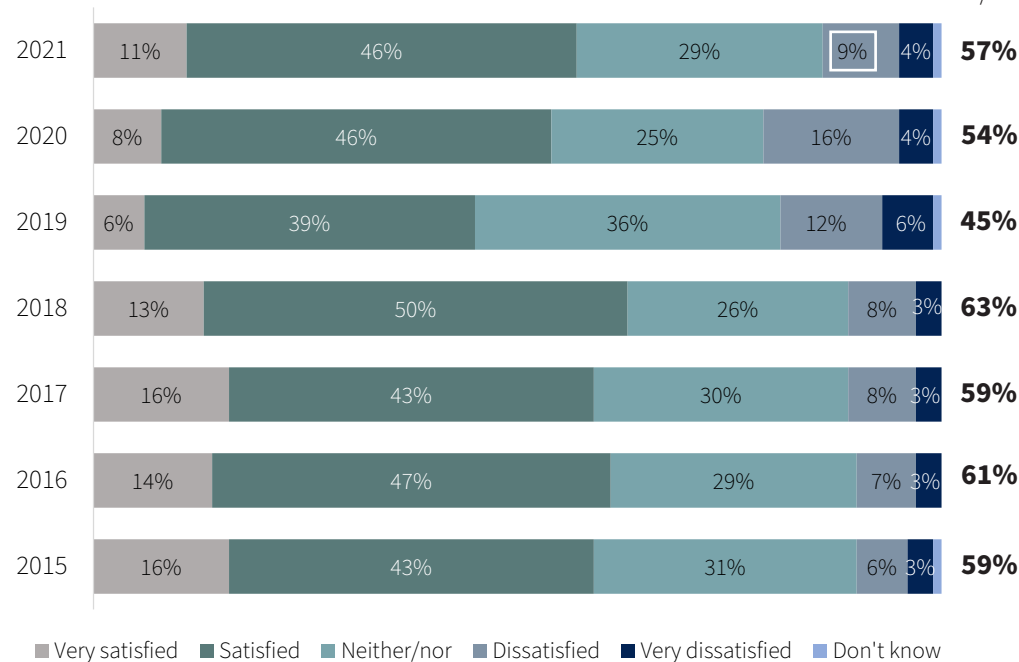
Roading

Fifty seven percent of respondents indicated that they were satisfied (46% c.f. 2020, 46%) or very satisfied (11% c.f. 2020, 8%) with the roading network. This is an increase of 3% compared to overall satisfaction seen in 2020 (54%).

Concurrently, 13% (or n=43) of respondents expressed overall dissatisfaction with the roading network (c.f. 2020, 20%). Of the n=43 respondents who reported dissatisfaction with roading in the district, 37% did so due to potholes and uneven surfaces. A further 27% reported dissatisfaction because of maintenance issues, and another 27% did so because of poor repairs.

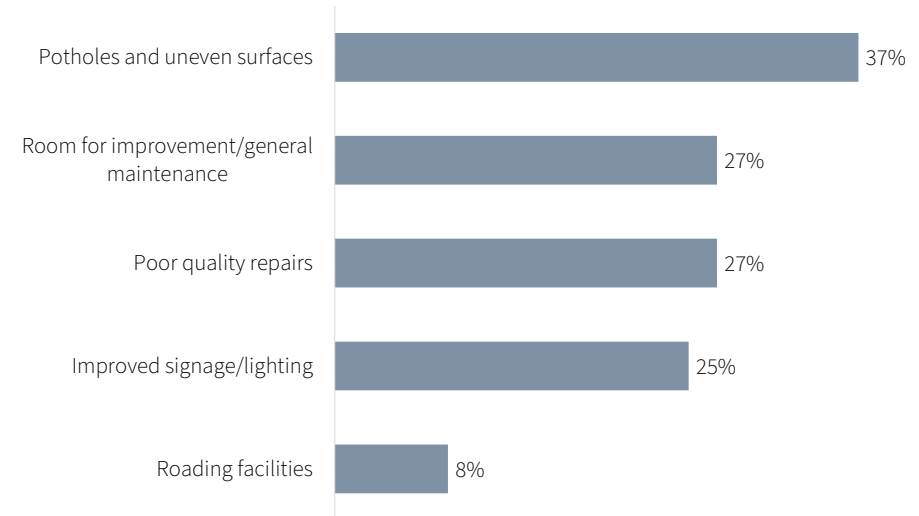
2021 Satisfaction

KPM:
N/A



(Base size n= 400)

Reasons for Dissatisfaction



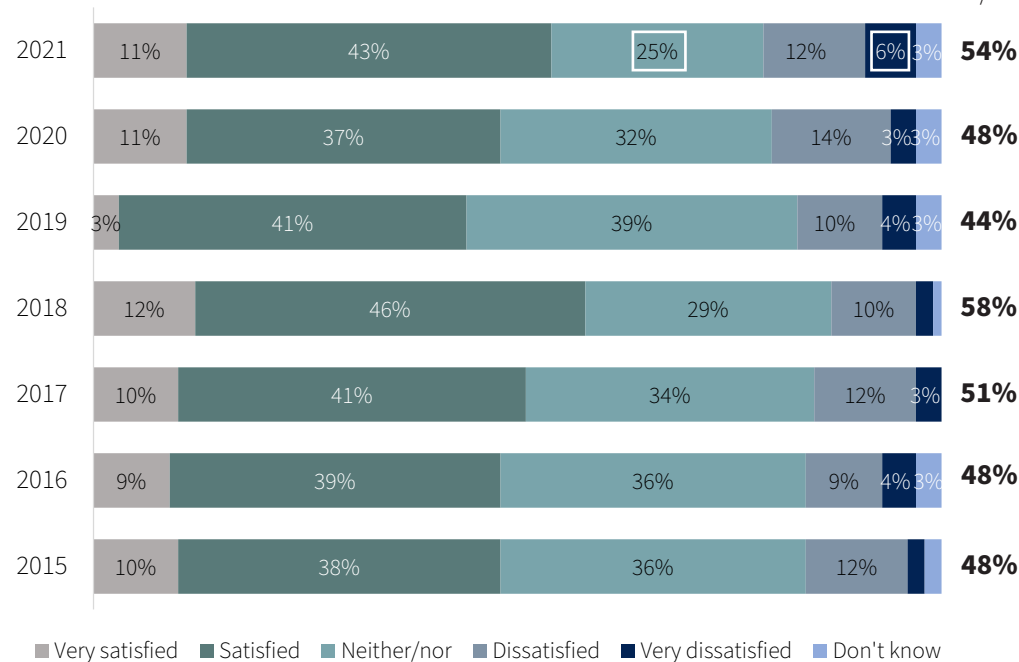
(Base size n= 43)

Footpaths and Cycleways

Fifty four percent of respondent expressed overall satisfaction with footpaths and cycleways (c.f. 2020, 48%). A further 25% of respondents were neither satisfied nor dissatisfied with these facilities (c.f. 2020, 32%), while a further 3% of respondents were not sure (c.f. 2020, 3%). Concurrently, 18% (or n=68) of respondents expressed overall dissatisfaction with footpaths and cycleways (c.f. 2020, 17%). Key reasons for dissatisfaction included potholes/uneven surfaces (41%), footpaths being unsafe (35%) and footpaths offering limited/insufficient access (25%).

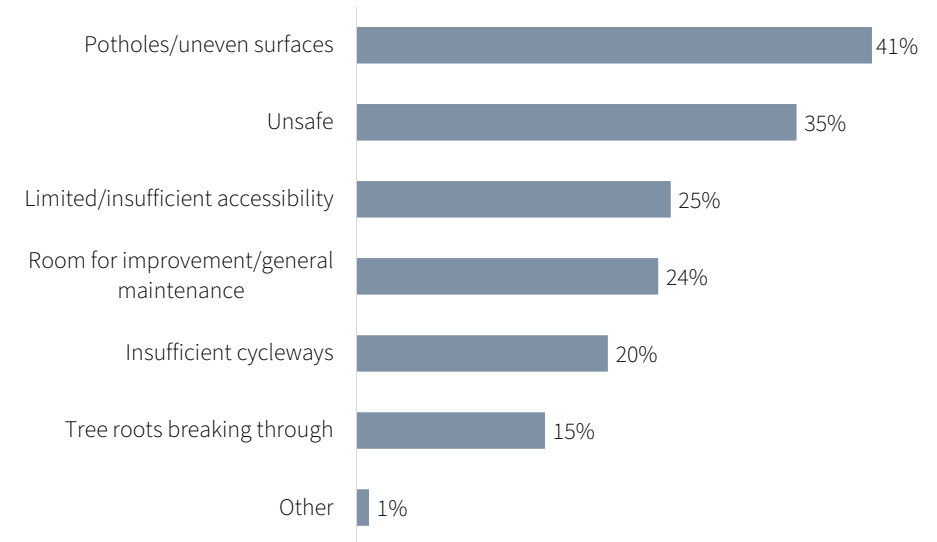
2021 Satisfaction

KPM:
N/A



(Base size n= 400)

Reasons for Dissatisfaction



(Base size n= 68)

Facility Importance

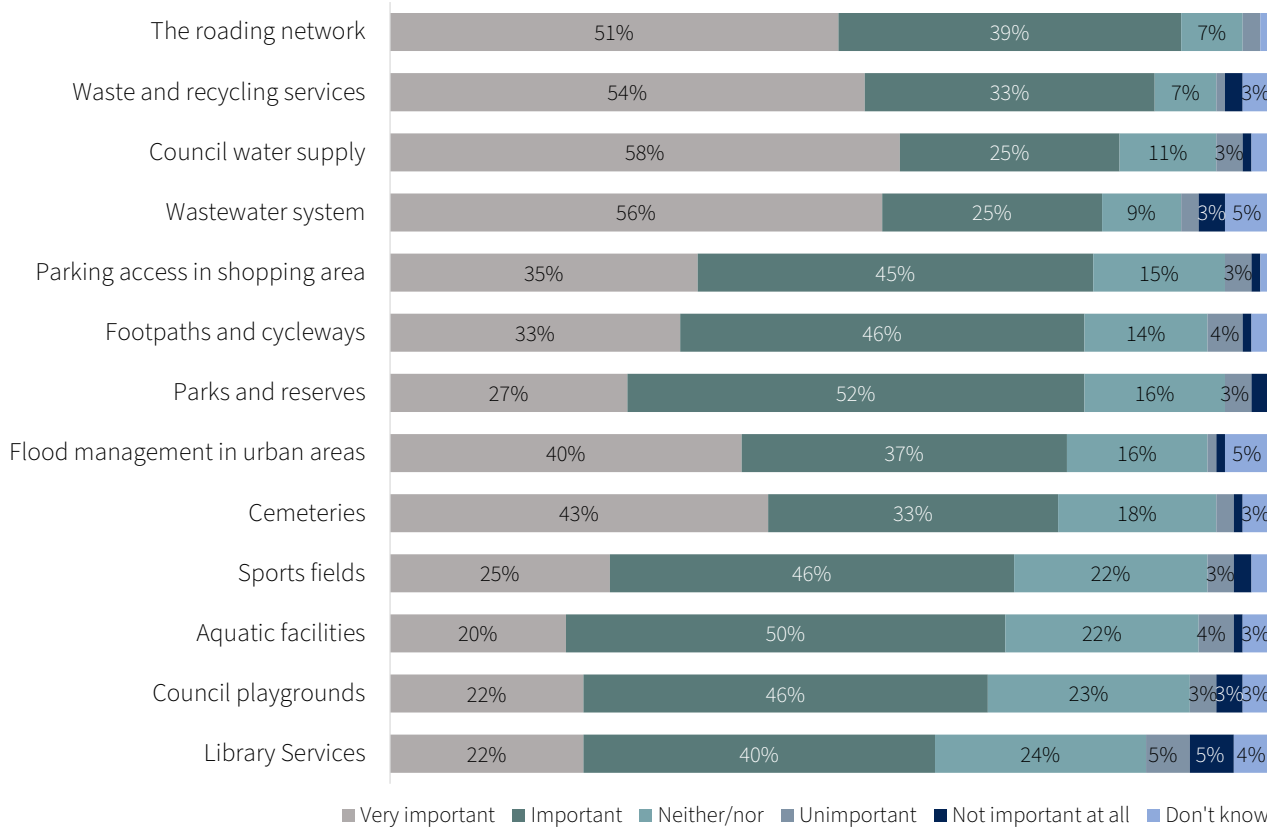


Importance

Findings showed that respondents felt the roading network was most important with 90% of respondents indicating they felt it was important (39%) or very important (51%). A further 87% of respondents felt waste recycling services were important (33%) or very important (54%), while 83% of respondents felt Council’s water supply was important (25%) or very important (58%). Concurrently overall importance was lowest for library services (62%), Council playgrounds (68%), and aquatic facilities (70%).

The following pages look at the overall importance (very important and important ratings) of the measured services/facilities in relation to residents’ perceived performance (satisfied and very satisfied ratings) of them.

Importance of Services



(Base size n= 400)

Performance and Importance Profiling

The Roding Network



Waste and Recycling Services



Council Water Supply



Wastewater system



Parking Access in shopping areas



Footpaths and Cycleways



Parks and Reserves



Flood Management in Urban Areas



Performance and Importance Profiling

Cemeteries



Aquatic Facilities



Library Services



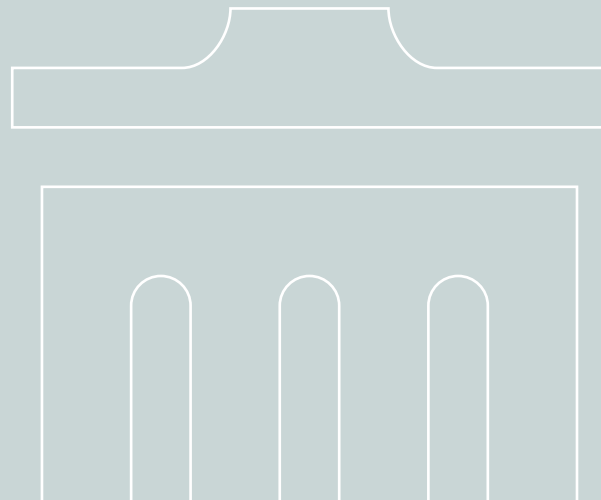
Sports Fields



Council Playgrounds

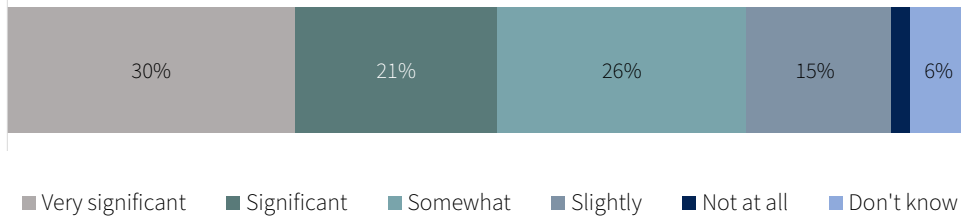


Rubbish Dumping



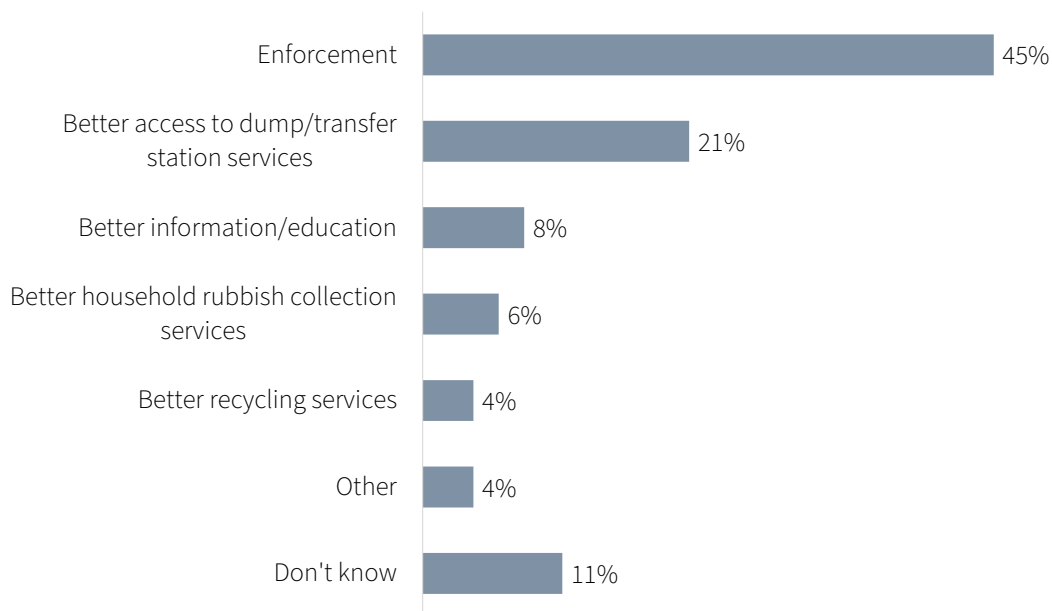
Illegal Rubbish Dumping

Significance of Problem



(Base size n= 200)

Action Council Should Take to Reduce Illegal Rubbish Dumping



Over half (51%) of respondents felt that illegal rubbish dumping was a significant (21%) or very significant (30%) problem. A further 26% of respondents felt it was somewhat an issue, while 17% of respondents felt it was only slightly an issue (15%) or not an issue at all (2%). Six percent of respondents were not sure how to rate the significance of rubbish dumping problems.

Respondents were asked to identify the most important action Council should take to reduce illegal rubbish dumping. Forty five percent of respondents felt that enforcement (e.g. putting systems in place, fines, punishments) ought to be the most important action taken, followed by easier access to the dump/transfer stations (21%).

At a lower level, respondents felt better recycling services ought to be implemented (4%).

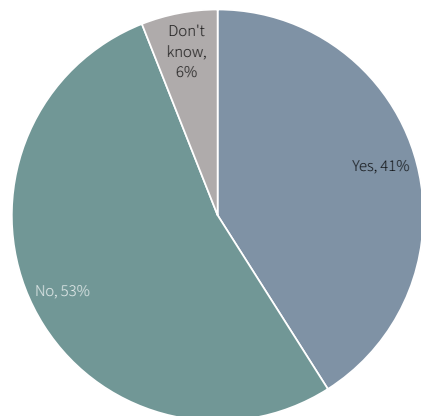
It should also be noted that 11% of respondents were unsure what course of action Council should take to reduce illegal rubbish dumping.

It should be noted that all illegal rubbish dumping related questions were only asked over a two-quarter period (July 2020-December 2020).

'Don't be a Tosser' Signage

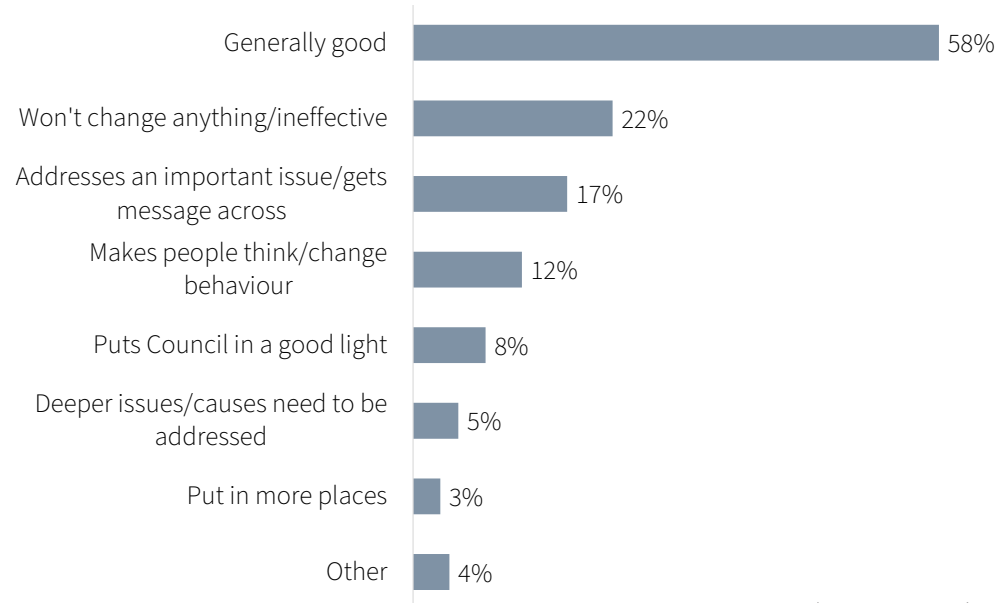
Forty one percent of respondents indicated that they were aware of the 'don't be a tosser' signage, 53% were not aware, and 6% were not sure. Of those respondents who were aware (n=64), over half (58%) of respondents indicated that the signage was generally positive, while 22% said it wouldn't change anything or would be ineffective. It should be noted that those who acknowledged that the campaign would be ineffective also often acknowledged that the signs had good intentions.

Awareness of signage



(Base size n= 200)

Opinion on Signage



(Base size n= 64)

Appendices



The following pages include tabulated results of area data. All data is shown at a total level with downward arrows indicating that the observed result is significantly lower than the total level, while an upward arrow indicates that the observed results is significantly higher than the total level.



Appendix 1: Results by Area

Overall satisfaction with Council

	MATAMATA	MORRINSVILLE	TE AROHA
Very satisfied	12%	11%	10%
Satisfied	49%	40%	48%
Neither/nor	28%	26%	31%
Dissatisfied	8%	13%	3%
Very dissatisfied	2%	7%	6%
Don't know	1%	3%	2%

Leadership of Councillors and the Mayor

	MATAMATA	MORRINSVILLE	TE AROHA
Very satisfied	21%	13%	27%
Satisfied	32%	43%	39%
Neither/nor	35%	26%	20%
Dissatisfied	3%	5%	6%
Very dissatisfied	2%	6%	4%
Don't know	7%	7%	4%

Reasons for Dissatisfaction: Leadership of Councillors and the Mayor

	MATAMATA	MORRINSVILLE	TE AROHA
Focusing on wrong/neglecting areas	48%	27%	47%
Generally unhappy with Council/decisions	4%	53%	37%
Lack of consultation/don't listen to public	43%	36%	0%
Lack of communication/information	4%	33%	4%
Lack of action	0%	36%	0%
Rate prices	10%	0%	9%
Other	0%	3%	4%

Appendix 1: Results by Area

Ease of Access to Council Information

	MATAMATA	MORRINSVILLE	TE AROHA
Very satisfied	15%	12%	16%
Satisfied	41%	29%	40%
Neither/nor	29%	40%	29%
Dissatisfied	6%	14%	5%
Very dissatisfied	1%	2%	4%
Don't know	8%	3%	6%

Reasons for Dissatisfaction: Ease of Access

	MATAMATA	MORRINSVILLE	TE AROHA
Communication issues	48%	36%	78%
Lack of readily available information	32%	25%	38%
Website issues	0%	33%	9%
Diversification of information platforms	9%	30%	8%
Complicated/timely processes	8%	14%	0%
Dissatisfaction regarding outcomes	32% ↑	0%	4%
Generally unhappy	0%	11%	0%
Other	4%	0%	0%

Appendix 1: Results by Area

Consultation Process	MATAMATA	MORRINSVILLE	TE AROHA
Very satisfied	11%	6%	10%
Satisfied	30%	37%	37%
Neither/nor	41%	29%	35%
Dissatisfied	5%	11%	3%
Very dissatisfied	0%	1%	9% ↑
Don't know	13%	16%	6%

Reasons for Dissatisfaction: Consultation Process	MATAMATA	MORRINSVILLE	TE AROHA
Haven't been involved/not interested	0%	37%	53%
Not enough consultation with residents in general	39%	24%	14%
Processes make it difficult to be heard	30%	33%	7%
Poor communicating/listening	11%	17%	23%
Haven't heard anything	11%	5%	0%
Generally unhappy	5%	2%	3%
Other	15%	0%	0%

Made Contact with Council (Last 12 months)	MATAMATA	MORRINSVILLE	TE AROHA
Yes	39%	51%	59%
No	60%	48%	39%
Don't know	1%	1%	2%

Appendix 1: Results by Area

Handling of Council Information

	MATAMATA	MORRINSVILLE	TE AROHA
Professional	79%	82%	82%
Politely	78%	76%	72%
Fairly	76%	68%	65%
In a timely manner	69%	58%	55%

First Point of Contact

	MATAMATA	MORRINSVILLE	TE AROHA
Very satisfied	42%	36%	38%
Satisfied	43%	35%	37%
Neither/nor	11%	17%	15%
Dissatisfied	4%	2%	0%
Very dissatisfied	0%	5%	6%
Don't know	0%	5%	4%

Reasons for Dissatisfaction: First Point of Contact

	MATAMATA	MORRINSVILLE	TE AROHA
Lack of information/knowledge	15%	52%	0%
Unhappy with customer service	35%	39%	0%
Poor timelines	15%	9%	0%
Other	35%	0%	100%

Appendix 1: Results by Area

Aquatic Facilities

	MATAMATA	MORRINSVILLE	TE AROHA
Very satisfied	23%	8% ↓	25%
Satisfied	33%	32%	31%
Neither/nor	18%	27%	21%
Dissatisfied	4%	4%	7%
Very dissatisfied	1%	1%	0%
Don't know	21%	28%	16%

Reasons for Dissatisfaction: Aquatic Facilities

	MATAMATA	MORRINSVILLE	TE AROHA
Outdated/insufficient facilities	76%	31%	64%
Restricted times/access/season	24%	71%	48%
Expensive	0%	18%	0%
Temperature issues	12%	5%	0%
Other	12%	5%	0%

Council's Kerbside Service

	MATAMATA	MORRINSVILLE	TE AROHA
Very satisfied	29%	21%	28%
Satisfied	37%	29%	28%
Neither/nor	16%	27%	26%
Dissatisfied	8%	4%	5%
Very dissatisfied	3%	5%	10%
Don't know	7%	14%	3%

Appendix 1: Results by Area

Reasons for Dissatisfaction: Council's Kerbside Service

	MATAMATA	MORRINSVILLE	TE AROHA
Kerbside collecting not available	28%	21%	45%
Cost/size of rubbish bags	25%	10%	45%
Unhappy with transfer station	39%	16%	18%
Unhappy with rubbish collection service	9%	21%	29%
Unhappy with recycling pick up services	33%	6%	5%
Lack of Council action/information/communication	2%	3%	2%
Other	0%	36%	0%

Cemeteries

	MATAMATA	MORRINSVILLE	TE AROHA
Very satisfied	21%	25%	25%
Satisfied	36%	25%	25%
Neither/nor	24%	26%	25%
Dissatisfied	2%	0%	2%
Very dissatisfied	0%	0%	2%
Don't know	17%	24%	21%

Reasons for Dissatisfaction: Cemeteries

	MATAMATA	MORRINSVILLE	TE AROHA
Unkempt/untidy	100%	-	0%
Other	0%	-	100%

Appendix 1: Results by Area

Flood Management

	MATAMATA	MORRINSVILLE	TE AROHA
Very satisfied	9%	6%	12%
Satisfied	24%	19%	44% ↑
Neither/nor	38%	28%	22%
Dissatisfied	9%	17%	7%
Very dissatisfied	3%	5%	4%
Don't know	17%	24%	11%

Reasons for Dissatisfaction: Flood Management

	MATAMATA	MORRINSVILLE	TE AROHA
Road/street flooding	44%	51%	18%
Leaves not cleared/areas around trees	22%	33%	28%
Drains blocked/don't have capacity	13%	40%	14%
Insufficient clearing/maintenance	15%	10%	63% ↑
Flooding with heavy rains	30%	4% ↓	48%
Gutter blocked/not cleared	7%	20%	3%
Council unhelpful	0%	4%	3%

Parks and Reserves

	MATAMATA	MORRINSVILLE	TE AROHA
Very satisfied	18%	13%	21%
Satisfied	48%	43%	49%
Neither/nor	28%	30%	13%
Dissatisfied	0%	3%	4%
Very dissatisfied	2%	3%	0%
Don't know	4%	8%	12%

Appendix 1: Results by Area

Reasons for Dissatisfaction: Parks and Reserves

	MATAMATA	MORRINSVILLE	TE AROHA
Lack of facilities/catering for more people	67%	88%	9%
Lack of maintenance	22%	49%	91%
Other	11%	0%	0%

Sports Fields

	MATAMATA	MORRINSVILLE	TE AROHA
Very satisfied	18%	15%	22%
Satisfied	49%	42%	42%
Neither/nor	19%	20%	17%
Dissatisfied	1%	2%	6%
Very dissatisfied	3%	1%	0%
Don't know	10%	20%	13%

Reasons for Dissatisfaction: Sports Fields

	MATAMATA	MORRINSVILLE	TE AROHA
Lack of maintenance	53%	78%	61%
Lights/signs	0%	22%	39%
Other	47%	0%	0%

Parking in Shopping Areas

	MATAMATA	MORRINSVILLE	TE AROHA
Very satisfied	15%	6% ↓	20%
Satisfied	51% ↑	23% ↓	41%
Neither/nor	17%	34% ↑	22%
Dissatisfied	13%	18%	16%
Very dissatisfied	3% ↓	15% ↑	0% ↓
Don't know	1%	4% ↑	1%

Appendix 1: Results by Area

Reasons for Dissatisfaction: Parking Access in Shopping Areas

	MATAMATA	MORRINSVILLE	TE AROHA
Not enough parking	56%	68%	73%
Unnecessary items/facilities taking up parks	2% ↓	29% ↑	5%
Shop owners/workers taking parks	20%	20%	0%
Dangerous/difficult to manoeuvre	29%	4% ↓	27%
Disability parking issues	8%	6%	19%
Have to park too far away	2%	6%	0%
Other	0%	2%	0%

Council Playgrounds

	MATAMATA	MORRINSVILLE	TE AROHA
Very satisfied	7%	7%	13%
Satisfied	37%	38%	36%
Neither/nor	26%	27%	21%
Dissatisfied	7%	10%	1% ↓
Very dissatisfied	4%	0%	4%
Don't know	19%	18%	25%

Reasons for Dissatisfaction: Council Playgrounds

	MATAMATA	MORRINSVILLE	TE AROHA
More facilities/equipment	61%	55%	9%
Lack of maintenance	46%	45%	100%
Other	11%	0%	0%

Appendix 1: Results by Area

Importance of Facilities: Waste and Recycling Services

	MATAMATA	MORRINSVILLE	TE AROHA
Very important	50%	50%	67%
Important	38%	34%	23%
Neither/nor	6%	9%	7%
Unimportant	0%	2%	0%
Not important at all	2%	4%	0%
Don't know	4%	1%	3%

Importance of Facilities: Parking Access in Shopping Areas

	MATAMATA	MORRINSVILLE	TE AROHA
Very important	30%	42%	35%
Important	50%	36%	48%
Neither/nor	14%	19%	14%
Unimportant	5%	2%	0%
Not important at all	1%	1%	0%
Don't know	0%	0%	3% ↑

Importance of Facilities: Parks and Reserves

	MATAMATA	MORRINSVILLE	TE AROHA
Very important	27%	28%	23%
Important	52%	50%	55%
Neither/nor	19%	15%	13%
Unimportant	1%	3%	5%
Not important at all	1%	3%	4%
Don't know	0%	1%	0%

Appendix 1: Results by Area

Importance of Facilities: Flood Management

	MATAMATA	MORRINSVILLE	TE AROHA
Very important	38%	38%	46%
Important	43%	35%	33%
Neither/nor	15%	19%	13%
Unimportant	1%	1%	1%
Not important at all	0%	2%	0%
Don't know	3%	5%	7%

Importance of Facilities: Cemeteries

	MATAMATA	MORRINSVILLE	TE AROHA
Very important	39%	43%	49%
Important	40%	28%	31%
Neither/nor	14%	25%	15%
Unimportant	2%	1%	0%
Not important at all	1%	1%	1%
Don't know	4%	2%	4%

Importance of Facilities: Sports Fields

	MATAMATA	MORRINSVILLE	TE AROHA
Very important	46%	45%	47%
Important	25%	26%	23%
Neither/nor	23%	22%	19%
Unimportant	3%	3%	3%
Not important at all	1%	1%	4%
Don't know	2%	2%	4%

Appendix 1: Results by Area

Importance of Facilities: Aquatic Facilities

	MATAMATA	MORRINSVILLE	TE AROHA
Very important	21%	21%	17%
Important	55%	42%	52%
Neither/nor	16%	24%	26%
Unimportant	4%	6%	4%
Not important at all	0%	2%	0%
Don't know	4%	5%	1%

Importance of Facilities: Council Playgrounds

	MATAMATA	MORRINSVILLE	TE AROHA
Very important	31%	18%	14%
Important	45%	51%	43%
Neither/nor	19%	21%	31%
Unimportant	1%	4%	4%
Not important at all	1%	3%	5%
Don't know	3%	3%	3%

Appendix 1: Results by Area

Library User	MATAMATA	MORRINSVILLE	TE AROHA
Yes	32%	41%	39%
No	68%	59%	61%

Library Location	MATAMATA	MORRINSVILLE	TE AROHA
Matamata library	95% ↑	1% ↓	4% ↓
Morrinsville library	7% ↓	100% ↑	49%
Te Aroha library	6% ↓	4% ↓	91% ↑

Library Services	MATAMATA	MORRINSVILLE	TE AROHA
Very satisfied	32%	52%	53%
Satisfied	54%	32%	30%
Neither/nor	7%	12%	17%
Dissatisfied	5%	2%	0%
Very dissatisfied	0%	2%	0%
Don't know	2%	0%	0%

Reasons for dissatisfaction: Library Services	MATAMATA	MORRINSVILLE	TE AROHA
Lack of range	65%	100%	-
Other	35%	0%	-

Appendix 1: Results by Area

Online Library User

	MATAMATA	MORRINSVILLE	TE AROHA
Yes	17%	21%	18%
No	83%	79%	82%

Online Library Services

	MATAMATA	MORRINSVILLE	TE AROHA
Very satisfied	19%	32%	52%
Satisfied	75%	55%	33%
Neither/nor	6%	9%	0%
Dissatisfied	0%	1%	2%
Very dissatisfied	0%	0%	0%
Don't know	0%	3%	13%

Importance of Facilities: Library Services

	MATAMATA	MORRINSVILLE	TE AROHA
Very important	22%	21%	22%
Important	44%	39%	34%
Neither/nor	24%	24%	27%
Unimportant	3%	5%	7%
Not important at all	1% ↓	8%	8%
Don't know	6%	3%	2%

Appendix 1: Results by Area

Water Supply Services

	MATAMATA	MORRINSVILLE	TE AROHA
Town supply	81%	70%	75%
Private water supply	22%	31%	26%

Council's Water Supply Service

	MATAMATA	MORRINSVILLE	TE AROHA
Very satisfied	27%	23%	32%
Satisfied	38%	25%	40%
Neither/nor	25%	27%	16%
Dissatisfied	5%	19% ↑	5%
Very dissatisfied	1%	5%	4%
Don't know	4%	1%	3%

Reasons for Dissatisfaction: Council's Water Supply

	MATAMATA	MORRINSVILLE	TE AROHA
Insufficient water supply/storage sources	10%	62% ↑	14%
Water restrictions	9%	40%	27%
Poor tasting/smelling	9%	22%	12%
Water supply resources	27%	2% ↓	36%
Low water pressure	40% ↑	2% ↓	6%
Chemicals in water	9%	10%	12%
Milky/dirty water	15%	5%	6%
Unjustified pricing	0%	0%	19% ↑

Appendix 1: Results by Area

Connected to District's Wastewater	MATAMATA	MORRINSVILLE	TE AROHA
Yes	58%	64%	60%
No	42%	36%	40%

Wastewater	MATAMATA	MORRINSVILLE	TE AROHA
Very satisfied	41%	35%	36%
Satisfied	41%	45%	47%
Neither/nor	16%	16%	13%
Dissatisfied	1%	1%	0%
Very dissatisfied	0%	0%	0%
Don't know	1%	3%	4%

Reasons for dissatisfaction: Wastewater System	MATAMATA	MORRINSVILLE	TE AROHA
Sewerage system issues	100%	0%	-
Other	0%	100%	-

Importance of Facilities: Council Water Supply Services	MATAMATA	MORRINSVILLE	TE AROHA
Very important	55%	56%	64%
Important	35% ↑	23%	12% ↓
Neither/nor	5%	10%	18%
Unimportant	0% ↓	7%	4%
Not important at all	1%	3%	0%
Don't know	4%	1%	2%

Appendix 1: Results by Area

Importance of Facilities: Wastewater System

	MATAMATA	MORRINSVILLE	TE AROHA
Very important	53%	56%	62%
Important	31%	24%	18%
Neither/nor	7%	14%	7%
Unimportant	2%	1%	2%
Not important at all	1%	2%	7%
Don't know	6%	3%	4%

Appendix 1: Results by Area

Roading Network

	MATAMATA	MORRINSVILLE	TE AROHA
Very satisfied	10%	13%	12%
Satisfied	43%	45%	51%
Neither/nor	34%	29%	22%
Dissatisfied	9%	11%	6%
Very dissatisfied	3%	1%	9%
Don't know	1%	1%	0%

Reasons or Dissatisfaction: Roothing Network

	MATAMATA	MORRINSVILLE	TE AROHA
Potholes and uneven surfaces	55%	30%	21%
Room for improvement/general maintenance	25%	42%	16%
Poor quality repairs	9%	16%	61%
Improved signage/lighting	18%	33%	23%
Roothing facilities	5%	20%	0%
Other	0%	0%	0%

Footpaths and Cycleways

	MATAMATA	MORRINSVILLE	TE AROHA
Very satisfied	12%	7%	14%
Satisfied	50%	37%	40%
Neither/nor	23%	29%	21%
Dissatisfied	10%	16%	10%
Very dissatisfied	3%	5%	14%
Don't know	2%	6%	1%

Appendix 1: Results by Area

Reasons for Dissatisfaction: Footpaths and Cycleways

	MATAMATA	MORRINSVILLE	TE AROHA
Potholes/uneven surfaces	62%	42%	21%
Unsafe	39%	45%	21%
Limited/insufficient accessibility	14%	25%	35%
Room for improvement/general maintenance	5%	24%	39%
Insufficient cycleways	5%	34%	16%
Tree roots breaking through	20%	20%	5%
Other	2%	1%	0%

Importance of Facilities: Rooding

	MATAMATA	MORRINSVILLE	TE AROHA
Very important	45%	50%	60%
Important	48%	35%	31%
Neither/nor	7%	11%	6%
Unimportant	0% ↓	4% ↑	1%
Not important at all	0%	0%	0%
Don't know	0%	0%	2% ↑

Importance of Facilities: Footpaths and Cycleways

	MATAMATA	MORRINSVILLE	TE AROHA
Very important	31%	38%	32%
Important	51%	38%	48%
Neither/nor	14%	17%	9%
Unimportant	3%	5%	5%
Not important at all	0%	0%	4% ↑
Don't know	1%	2%	2%

Appendix 1: Results by Area

Significance of Rubbish Dumping Problem

	MATAMATA	MORRINSVILLE	TE AROHA
Very significant	28%	31%	33%
Significant	17%	23%	23%
Somewhat	31%	29%	13%
Slightly	14%	13%	20%
Not at all	3%	2%	0%
Don't know	7%	2%	11%

Action Council should Take to Reduce Illegal Rubbish Dumping

	MATAMATA	MORRINSVILLE	TE AROHA
Enforcement	48%	51%	26%
Better access to dump/transfer station services	17%	24%	24%
Better information/education	15%	1% ↓	11%
Better household rubbish collection services	4%	11%	2%
Better recycling services	2%	0%	18% ↑
Other	0%	9% ↑	2%
Don't know	14%	4%	18%

Appendix 1: Results by Area

Awareness of 'Don't be a Tosser' Signage

	MATAMATA	MORRINSVILLE	TE AROHA
Yes	45%	39%	36%
No	51%	54%	57%
Don't know	4%	7%	7%

Opinion on Signage

	MATAMATA	MORRINSVILLE	TE AROHA
Generally good	59%	48%	73%
Won't change anything/ineffective	13%	19%	45%
Addresses an important issue/get message across	15%	19%	17%
Makes people think/change behaviour	1% ↓	27% ↑	8%
Put Council in a good light	9%	9%	2%
Deeper issues/causes need to be addressed	3%	12%	0%
Put it in more places	6%	1%	0%
Other	5%	3%	2%

Appendix 2: 2020-2021 Questionnaire

Matamata-Piako District Council Community Views Survey 2020/2021 Questionnaire FINAL 29/06/20

Q.1 Firstly, over the last 12 months, have you or has anyone in your household, used or visited any of the following in the district...?

READ OUT THE SERVICES. SELECT IF USED IN THE LAST 12 MONTHS

[READ ANSWERS IN RANDOM ORDER, EXCEPT THE LAST 1]

- Used an aquatic facility (e.g. swimzone pools or mineral spas)... 1
- A park or reserve, excluding sports fields 2
- A sports field, excluding parks and reserves..... 3
- Visited a cemetery in the district 4
- Parked in a shopping area 5
- A Council playground 6
- (DO NOT READ OUT)** None of these 7

Q.2 And do you use...?

READ OUT THE SERVICES. SELECT IF USED.

[READ ANSWERS IN RANDOM ORDER, EXCEPT THE LAST 1]

- Council's kerbside rubbish collection . 1
- Council's kerbside recycling service .. 2
- The transfer stations 3
- (DO NOT READ OUT)** None of these .. 4

Q.3 I am going to read out various Council services. It doesn't matter whether you have used these or not.

Please rate each in terms of how satisfied you are with the service overall, using a 5-point scale with 1 representing Very Dissatisfied, 2 representing Dissatisfied, 3 representing Neither Satisfied nor Dissatisfied, 4 representing Satisfied and 5 representing Very Satisfied.

[READ OUT ACTIVITIES IN RANDOM ORDER]

	1: Very Dissat.	2: Dissat.	3: Neither nor	4: Sat.	5: Very Sat.	DO NOT READ: Don't know	DO NOT READ: Don't Use
Aquatic facilities (e.g. swimzone pools or mineral spas)	1	2	3	4	5	6	7
Council kerbside rubbish collection, recycling, and transfer stations	1	2	3	4	5	6	7
Cemeteries	1	2	3	4	5	6	7
Council's management of flooding within urban areas	1	2	3	4	5	6	7
Parks and reserves, excluding sports fields	1	2	3	4	5	6	7
Sports fields, excluding parks and reserves	1	2	3	4	5	6	7
Access to parking in the shopping area	1	2	3	4	5	6	7
Council playgrounds	1	2	3	4	5	6	7

[IF THE ANSWER TO SUB-QUESTION 1 OF QUESTION 3 IS 3-7, THEN SKIP TO QUESTION 5]

Q.4 You mentioned that you are 'not satisfied' with the aquatic facilities (e.g. swimzone pools or mineral spas), why do you say that? Please be as specific as possible by providing us with the name of the swimming facility, which town it is in, the specific problem and the date it happened if applicable.

[IF THE ANSWER TO SUB-QUESTION 2 OF QUESTION 3 IS 3-7, THEN SKIP TO QUESTION 6]

Q.5 You mentioned that you are 'not satisfied' with Council kerbside rubbish collection, recycling, or transfer stations, why do you say that? Please provide as much detail as possible by providing the street name or exactly which transfer station it is and where it is located.

INTERVIEWER NOTE: There is only 3 transfer stations please indicate which one it is. Matamata, Morrinsville, Waipoua (Te Araroa roro)

[IF THE ANSWER TO SUB-QUESTION 3 OF QUESTION 3 IS 3-7, THEN SKIP TO QUESTION 7]

Q.6 You mentioned that you are 'not satisfied' with cemeteries, why do you say that? Please tell me the name of the cemetery, which town it is in, and exactly what the problem is.

[IF THE ANSWER TO SUB-QUESTION 4 OF QUESTION 3 IS 3-7, THEN SKIP TO QUESTION 8]

Q.7 You mentioned that you are 'not satisfied' with Council's management of flooding within urban areas – why do you say that? Can you please tell me about more about this, giving me the name of the street(s) and the town affected, and whether flooding is affecting a house, private land or the roadway?

[IF THE ANSWER TO SUB-QUESTION 5 OF QUESTION 3 IS 3-7, THEN SKIP TO QUESTION 9]

Q.8 You mentioned that you are 'not satisfied' with the parks and reserves (excluding sports fields), why do you say that? Please provide us with as much detail as possible including the street the park is on, which town it is, and exactly what the problem is.

[IF THE ANSWER TO SUB-QUESTION 6 OF QUESTION 3 IS 3-7, THEN SKIP TO QUESTION 10]

Q.9 You mentioned that you are 'not satisfied' with the sports fields (excluding parks and reserves) – why do you say that? Please be as specific as possible by telling me the street the park is on, which town it is, and exactly what the problem is.

Appendix 2: 2020-2021 Questionnaire

[IF THE ANSWER TO SUB-QUESTION 7 OF QUESTION 3 IS 3-7, THEN SKIP TO QUESTION 11]

Q.10 You mentioned that you are 'not satisfied' with parking within the shopping area, why do you say that?
Please provide as much detail as possible by providing the street name or exactly which car park it is and where it is located.

[IF THE ANSWER TO SUB-QUESTION 8 OF QUESTION 3 IS 3-7, THEN SKIP TO QUESTION 12]

Q.11 You mentioned that you are 'not satisfied' with Council playgrounds, why do you say that?
Please provide as much detail as possible by providing the street name or exactly which playground it is and where it is located.

Q.12 Using the 5-point scale with 1 representing Very Dissatisfied, 2 representing Dissatisfied, 3 representing Neither Satisfied nor Dissatisfied, 4 representing Satisfied and 5 representing Very Satisfied, how satisfied are you with the Council overall?

- Very Dissatisfied 1
- Dissatisfied 2
- Neither Satisfied nor Dissatisfied .. 3
- Satisfied 4
- Very Satisfied 5
- (DO NOT READ OUT)** Don't Know .. 6

Q.13 Thinking about water supply, do you have your own private water supply, for example roof or bore water, or are you connected to the town supply?

NOTE: CAN HAVE BOTH - MORE THAN ONE ANSWER ALLOWED

- Private water supply .. 1
- Town supply 2

[IF THE ANSWER TO QUESTION 13 IS NOT 2, THEN SKIP TO QUESTION 16]

Q.14 Using the same 5-point scale, with 1 representing Very Dissatisfied, 2 representing Dissatisfied, 3 representing Neither Satisfied nor Dissatisfied, 4 representing Satisfied and 5 representing Very Satisfied, how satisfied are you with Council water supply services?

NOTE: This includes the taste, colour and odour of water supplied

- Very Dissatisfied 1
- Dissatisfied 2
- Neither Satisfied nor Dissatisfied . 3
- Satisfied 4
- Very Satisfied 5
- (DO NOT READ OUT)** Don't Know . 6

[IF THE ANSWER TO QUESTION 14 IS 3-6, THEN SKIP TO QUESTION 16]

Q.15 Why do you say that? Please be as specific as possible.

PROBE FULLY AND RECORD VERBATIM

Q.16 Is your household connected to the wastewater network?

DO NOT READ OUT

- Yes 1
- No/ Don't Know .. 2

[IF THE ANSWER TO QUESTION 16 IS 2, THEN SKIP TO QUESTION 20]

Q.17 Using the same 5-point scale with 1 representing Very Dissatisfied, 2 representing Dissatisfied, 3 representing Neither Satisfied nor Dissatisfied, 4 representing Satisfied and 5 representing Very Satisfied, how satisfied are you with the wastewater system?

- Very Dissatisfied 1
- Dissatisfied 2
- Neither Satisfied nor Dissatisfied . 3
- Satisfied 4
- Very Satisfied 5
- (DO NOT READ OUT)** Don't Know . 6

[IF THE ANSWER TO QUESTION 17 IS 3-6, THEN SKIP TO QUESTION 19]

Q.18 Why do you say that? Please be as specific as possible

PROBE FULLY AND RECORD VERBATIM

Q.19 The next few questions are about Council funded roads and footpaths. This EXCLUDES State Highways such as Broadway in Matamoras; Thames, Marshall and Allen streets; Winkahongui Rd around Morrisville, and Renick, Whitaker streets and Centennial Avenue in Te Anau as these are NOT Council funded.

Using the same 5-point scale, with 1 representing Very Dissatisfied, 2 representing Dissatisfied, 3 representing Neither Satisfied nor Dissatisfied, 4 representing Satisfied and 5 representing Very Satisfied, could you rate the following roading services?

IF NECESSARY: CYCLISTS ALLOWED ON CERTAIN FOOTPATHS, I.E., ONES NOT RUNNING DIRECTLY ALONGSIDE ROADS

[READ OUT THE ROADING ATTRIBUTES IN RANDOM ORDER]

	1: Very Dissat.	2: Dissat.	3: Neither Nor	4: Sat.	5: Very Sat.	DO NOT READ: Don't Know	DO NOT READ: Don't Use
The roading network, meaning the roads, signage, streetlighting, road marking etc.	1	2	3	4	5	6	7
Footpaths and cycleways	1	2	3	4	5	6	7

[IF THE ANSWER TO SUB-QUESTION 1 OF QUESTION 19 IS 3-7, THEN SKIP TO QUESTION 21]

Appendix 2: 2020-2021 Questionnaire

Q.20 You mentioned that you are 'not satisfied' with the reading network. Why do you say that? Please be as specific as possible.

[IF THE ANSWER TO SUB-QUESTION 2 OF QUESTION 19 IS 3-7, THEN SKIP TO QUESTION 22]

Q.21 You mentioned that you are 'not satisfied' with footpaths and cycleways.

Please tell me the street names, the town, and exactly what the problem is.

IF NECESSARY: The look, smoothness and comfort of ride on footpaths and cycleways for all users including pedestrians, cyclists and joggers etc.

Q.22 The next few questions are about libraries in the district. Have you personally used a district library in the last 12 months?

DO NOT READ OUT

NOTE: RESPONDENT VISITED PERSONALLY, NOT ANYONE ELSE IN THE HOUSEHOLD

Yes..... 1
No..... 2

[IF THE ANSWER TO QUESTION 22 IS 2, THEN SKIP TO QUESTION 26]

Q.23 Which of the following libraries did you use...

READ OUT THE ANSWERS - CAN BE MORE THAN ONE ANSWER

Mataamata 1
Morrinsville..... 2
Te Aroha 3

Q.24 And using the same 5-point scale, with 1 representing Very Dissatisfied, 2 representing Dissatisfied, 3 representing Neither Satisfied nor Dissatisfied, 4 representing Satisfied and 5 representing Very Satisfied, how satisfied are you with the library services?

Very Dissatisfied 1
Dissatisfied 2
Neither Satisfied nor Dissatisfied . 3
Satisfied 4
Very Satisfied 5
[DO NOT READ OUT] Don't Know . 6

[IF THE ANSWER TO QUESTION 24 IS 3-6, THEN SKIP TO QUESTION 26]

Q.25 You indicated that you are dissatisfied with the library service - why do you say that? Please be as specific as possible.

IF NEEDED: Please tell me which library it is, and exactly what the problem is.

Q.26 In the last 12 months have you or your family used the online library services, that is e-books, databases, placing holds, book renewals or accessing your account information?

DO NOT READ OUT THE ANSWERS

Yes 1
No / Don't Know .. 2

[IF THE ANSWER IS 2, THEN SKIP TO QUESTION 29]

Q.27 Using the same 5-point scale, with 1 representing Very Dissatisfied, 2 representing Dissatisfied, 3 representing Neither Satisfied nor Dissatisfied, 4 representing Satisfied and 5 representing Very Satisfied, how satisfied are you with the library online services?

Very Dissatisfied 1
Dissatisfied 2
Neither Satisfied nor Dissatisfied . 3
Satisfied 4
Very Satisfied 5
[DO NOT READ OUT] Don't Know . 6

[IF THE ANSWER TO QUESTION 27 IS 3-5, THEN SKIP TO QUESTION 29]

Q.28 And why do you say that?

PROBE FULLY AND RECORD VERBATIM

Q.29 I am now going to read out a list of Council services and I would like you to rate them in terms of importance. This will help the Council focus on the services which are most important to you.

Using a similar 5-point scale with 1 representing Not Important at All, 2 representing Unimportant, 3 representing Neither Important nor Unimportant, 4 representing Important and 5 representing Very Important, how would you rate...?

[READ ANSWERS IN RANDOM ORDER]

	1: Not Important at All	2: Unimportant	3: Neither	4: Important	5: Very Important	DO NOT READ: Don't Know
Aquatic facilities (e.g. swimzone pools or mineral spas)	1	2	3	4	5	6
Council kerbside rubbish collection, recycling and transfer stations	1	2	3	4	5	6
Cemeteries	1	2	3	4	5	6
Council's management of flooding within urban areas	1	2	3	4	5	6
Parks and reserves, excluding sports fields	1	2	3	4	5	6
Sports fields, excluding parks and reserves	1	2	3	4	5	6
Council water supply services	1	2	3	4	5	6
The wastewater system	1	2	3	4	5	6
The reading network, meaning the roads, signage, streetlighting, road marking etc.	1	2	3	4	5	6
Footpaths and cycleways	1	2	3	4	5	6
The library service	1	2	3	4	5	6
Parking within shopping areas	1	2	3	4	5	6
Council playgrounds	1	2	3	4	5	6

Appendix 2: 2020-2021 Questionnaire

Q.30 The next question is about communication from Council. Using the same 5-point scale as earlier, with 1 representing Very Dissatisfied, 2 representing Dissatisfied, 3 representing Neither Satisfied nor Dissatisfied, 4 representing Satisfied and 5 representing Very Satisfied, how satisfied are you with the ease of access to Council information?

- Very Dissatisfied 1
- Dissatisfied 2
- Neither Satisfied nor Dissatisfied .. 3
- Satisfied 4
- Very Satisfied 5
- (DO NOT READ OUT)** Don't Know .. 6

[IF THE ANSWER TO QUESTION 30 IS 3-6, THEN SKIP TO QUESTION 32]

Q.31 Why do you say that?

PROBE FULLY AND RECORD VERBATIM

Q.32 Have you made contact with the Council in the last year via telephone or face-to-face ?

DO NOT READ OUT

- Yes 1
- No 2
- Don't Know 3

[IF THE ANSWER IS 2-3, THEN SKIP TO QUESTION 36]

Q.33 We are interested in your feedback on our Customer Services team, that is the first point of telephone contact or reception enquiries. Could you tell if your enquiry was handled:

READ OUT THE CHOICES, SELECT IF YES – CAN BE MORE THAN ONE ANSWER

- Politely 1
- Professionally 2
- Fairly 3
- In a timely manner 4
- (DO NOT READ)** None of these .. 5

Q.34 Using the same 5-point scale, with 1 representing Very Dissatisfied, 2 representing Dissatisfied, 3 representing Neither Satisfied nor Dissatisfied, 4 representing Satisfied and 5 representing Very Satisfied, could you tell me how satisfied you were with the service at the first point of telephone contact or reception enquiries overall?

- Very Dissatisfied 1
- Dissatisfied 2
- Neither Satisfied nor Dissatisfied . 3
- Satisfied 4
- Very Satisfied 5
- (DO NOT READ OUT)** Don't Know . 6

[IF THE ANSWER TO QUESTION 34 IS 3-6, THEN SKIP TO QUESTION 36]

Q.35 Why do you say that?

PROBE FULLY AND RECORD VERBATIM

Q.36 Again, using the same 5-point scale, with 1 representing Very Dissatisfied, 2 representing Dissatisfied, 3 representing Neither Satisfied nor Dissatisfied, 4 representing Satisfied and 5 representing Very Satisfied, how satisfied are you with the leadership of Councilors and the Mayor?

- Very Dissatisfied 1
- Dissatisfied 2
- Neither Satisfied nor Dissatisfied . 3
- Satisfied 4
- Very Satisfied 5
- (DO NOT READ OUT)** Don't Know . 6

[IF THE ANSWER TO QUESTION 36 IS 3-6, THEN SKIP TO QUESTION 38]

Q.37 And why do you say that?

PROBE FULLY AND RECORD VERBATIM

Q.38 And, again using the 5-point scale with 1 representing Very Dissatisfied, 2 representing Dissatisfied, 3 representing Neither Satisfied nor Dissatisfied, 4 representing Satisfied and 5 representing Very Satisfied, how satisfied are you with your opportunity to be involved in consultation processes over the last 12 months?

NOTE: Consultation processes include Council communications to the community and invitations to receive feedback from the community, for example, the submission process.

- Very Dissatisfied 1
- Dissatisfied 2
- Neither Satisfied nor Dissatisfied . 3
- Satisfied 4
- Very Satisfied 5
- (DO NOT READ OUT)** Don't Know . 6

[IF THE ANSWER TO QUESTION 38 IS 3-6, THEN SKIP TO QUESTION 40]

Q.39 Why do you say that ?

PROBE FULLY AND RECORD VERBATIM

Appendix 2: 2020-2021 Questionnaire

Q.40 Using a scale of 1 to 5, with 1 representing *Not at all*, 2 representing *Slightly*, 3 representing *Somewhat*, 4 representing *Significant*, and 5 representing *Very Significant*, do you think illegal dumping of rubbish in the district this a problem?

INTERVIEWER NOTE: *Illegal dumping of rubbish refers to when people have dumped large piles of rubbish, either bags of rubbish or televisions, household items etc. on the side of roads or in paddocks etc.*

- Not at all 1
- Slightly 2
- Somewhat 3
- Significant 4
- Very significant 5
- (DO NOT READ OUT)** Don't know . 6

Q.41 Council recently put up 'Don't be a tosser' signage to discourage illegal dumping of rubbish. Did you see, or were you aware of this signage?

INTERVIEWER NOTE: *This is a new campaign, with large signs placed in common places that people have been dumping their rubbish, encouraging people 'don't be a tosser, dispose of your rubbish responsibly'.*

DO NOT READ OUT

- Yes 1
- No 2
- Don't know 3

[IF THE ANSWER TO QUESTION 41 IS 2 OR 3, THEN SKIP TO QUESTION 43]

Q.42 What was your opinion of this signage?

RECORD VERBATIM

Q.43. In your opinion, what is the single most important action the Council should take to reduce illegal dumping of rubbish?

DO NOT READ OUT. CODE CLOSEST MENTIONS.

- Better information/education 1
- Enforcement e.g. fines/sentencing 2
- Better access to dump/transfer station services 3
- Better household rubbish collection services 4
- Better recycling services 5
- Other – please specify [] 6
- (DO NOT READ OUT)** Don't know 7

Q.44 And finally a few questions to ensure we have a good cross section of people. Can you please tell me which of the following ethnic groups you most consider yourself:

READ OUT

- New Zealand European 1
- New Zealand Maori 2
- Pacific Islander 3
- Asian 4
- Other - Specify [] ... 5
- (DO NOT READ OUT)** Refused . 6

Q.45 Which of the following age groups do you belong to?

READ OUT THE ANSWER CHOICES

- 18 - 29 1
- 30 - 39 2
- 40 - 49 3
- 50 - 59 4
- 60 - 69 5
- 70 or over 6
- (DO NOT READ OUT)** Refused . 7

Q.46 And which of the following income brackets does your total annual household income, before tax, fall into?

READ OUT THE ANSWER CHOICES

- Under \$40,000 1
- Between \$40,000 and \$60,000 ... 2
- More than \$60,000 3
- (DO NOT READ OUT)** Don't know . 4
- (DO NOT READ OUT)** Refused ... 5

Q.47 How many years have you lived in the district?

READ OUT THE ANSWER CHOICES

- 5 years or less 1
- 6 to 10 years 2
- More than 10 years 3
- Unsure 4
- (DO NOT READ OUT)** Refused . 5

Q.48 Do you, or does any member of your household, pay rates on a property in the district?

DO NOT READ OUT THE ANSWER CHOICES. ONE ANSWER ONLY.

- Yes 1
- No 2
- Don't know ... 3
- Refusing 4

Q.49 That's all the questions I have for you today.

Appendix 2: 2020-2021 Questionnaire

Is there any other feedback that you would like me to record about Matamata-Piako District Council with regards to what we have been discussing today?

Q.50 Just in case you missed it my name is [INTERVIEWER NAME] calling from Versus Research.

On behalf of the Matamata-Piako District Council, thank you very much for your time.

RECORD GENDER:

Male ... 1
Female .. 2

Q.51 AREA — Mark from sample

Matamata ... 1
Morrinsville .. 2
Te Aroha 3



Versus
RESEARCH

Ph 07 856 7090 | versus.co.nz