

Matamata-Piako District Council

2024/25 Residents' Survey



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matamata-piako
district council



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Unlocking Business Knowledge

Report | July 2025

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Background, objectives and methodology

Background

The Matamata-Piako District Council has an ongoing need to measure how satisfied residents are with resources, facilities and services provided by Council, and to prioritise improvement opportunities which will be valued by the community.

Research objectives

- Measure residents' satisfaction with the Matamata-Piako District Council's performance.
- Provide insights into how the Council can best invest its resources to improve residents' satisfaction with its overall performance.

Methodology

- Data collection was conducted using a mixed methodology approach. A sample of residents was randomly selected from the Electoral Roll and postal invitations were sent to participate via an online survey. Data collection was managed in four waves, wave 1 between 22 August and 23 September 2024, wave 2 between 13 November and 13 December 2024, wave 3 between 21 February and 21 March 2025. and wave 4 between 26 May and 23 June 2025. The total analytical sample for this report is n=417.
- Data collection was managed to quota targets by age, ward and ethnicity. Post data collection, the sample has been weighted so it is aligned with known population distributions as per the 2023 Census.
- At an aggregate level, the sample has an expected 95% confidence interval (margin of error) of +/- 4.57%. The margins of error associated with sub-groups will be larger than this as the results become less precise as the sample size shrinks. Thus, results associated with small sample sizes should be read with caution.

Notes

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

The responses were given scores on a scale of 1 to 10, which were grouped as follows:

1-2 Very dissatisfied

3-5 Dissatisfied

6-8 Satisfied

9-10 Very satisfied

Ratings from 6-10 are referred to as 'satisfied' or 'satisfaction'

Executive Summary



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Key findings

- The 2025 Matamata-Piako District Council Residents' Survey provides a comprehensive snapshot of community perceptions regarding Council performance, service delivery, and priorities for the future. Over two thirds of residents (67%) are satisfied with *Council's overall performance*. 81% of residents rate their *Quality of life* as either *good* or *excellent* and 81% of residents state they are *Proud to live* in the Matamata-Piako District, reflecting the high levels of value placed on the area's identity, community spirit, and lifestyle.
- The Council performs well across several core service areas. 74% of residents are satisfied with Council's *Overall water management*. Over nine in ten respondents (95%) are satisfied with the *Overall wastewater system*, suggesting that residents are satisfied with the core services provided. 64% of residents say that it is important for *Council to take a leadership role in Climate Change response for their community*.
- Respondents who recently contacted Council report mostly positive experiences. Among those who made an enquiry or request of the Council in the past year, 81% were satisfied with the way their enquiry was handled. Over eight in ten respondents (81%) were satisfied by the *Ease of access to Council information* when they needed it.
- Despite Council's many strengths, there are also opportunities for improvement. The main areas for improvement identified by respondents was ensuring residents get *Value for money*, *Core services are delivered well*, and *Communication from Council is clear*.
- Key improvement opportunities include:
 - ✓ Increasing transparency and fairness in how rates are set and how funds are spent. Respondents commonly commented on feeling rates are too high for the services they receive or benefit from.
 - ✓ Make communications more accessible and frequent on Council projects, spending, and decision-making. Several comments from respondents suggested using Antenna, newsletters, and social media as communication channels.
 - ✓ *Maintenance of the roading network* remains a priority for core services managed by Council. *Better quality repairs*, *more pothole fixing*, and attention to *Footpath safety* are common themes that were reported through verbatim comments. *Flooding* and *Stormwater management* are also prevalent concerns mentioned by respondents, with some mentions including *Improved drainage*, *Clearing of stormwater systems*, and *Climate resilience planning*.
- The survey highlights strong community support for many Council services, alongside clear expectations for more visible leadership, improved financial accountability, and inclusive engagement. These insights provide a valuable foundation for ongoing planning and service improvement across the district.

Trend slide

6-10		2025
TW4_1	The reliability of the wastewater system	96%
TW4_2	The overall wastewater system	95%
PR2_4	Cemeteries	95%
CF2_1	Library services	94%
PR2_2	Sports fields	94%
CF5_1	Overall public facilities	92%
CF2_3	Library programs (e.g. Toddler Time, Computer Training, Book Chat)	92%
CF2_2	Digital library services	92%
TW2_1	The reliability of the water supply	88%
PR2_1	Parks or reserves	87%
PR3_1	Overall Council maintained parks and open spaces	86%
CF2_5	Public toilets	86%
VM2_3	Invoicing is clear and correct	85%
CF2_4	Pool facilities	83%
WM2_2	Transfer stations	82%
GEN3_1	Proud to live in the district	81%
PR2_3	Playgrounds	81%
INT3_1	Overall enquiry handling	81%
CE3_1	Ease of access to Council information	81%
GEN1_1	Quality of life	81%
TW2_3	Overall District's water supply	81%
TW6_1	Overall Water Management	79%
REP4_1	Quality of services and facilities	78%
WM2_1	Kerbside rubbish and recycling collection	76%

Trend slide

6-10		2025
TW2_2	The quality of the water	75%
RF1_1	The roading network (streetlights, signage, road markings)	75%
TW5_1	Management of flooding (in urban areas)	75%
WM3_1	Overall waste management	74%
REP5_1	Overall reputation	74%
CE3_2	Council provides opportunities for residents to be involved in the consultation processes	74%
TW5_3	Overall stormwater system in the Matamata-Piako District	72%
CE4_1	Overall engagement and consultation with the community	71%
RF1_3	Footpaths and cycleways	71%
RF2_1	Overall roading	70%
GEN2_1	District going in the right direction	70%
RF1_2	The safety of the roads	69%
REP1_1	Leadership	69%
TW5_2	Keeping roads and pavements free from flooding due to the Council management	68%
OP1_1	Council overall performance	67%
RF1_4	Maintenance of Council's roading network	65%
REP2_1	Faith and Trust	64%
GEN4_1	Leadership role in Climate Change response	64%
VM2_2	Water rates are fair and reasonable	57%
VM3_1	Value for money	55%
REP3_1	Financial management	54%
VM2_4	Fees and charges for other council provided services and facilities are fair and reasonable	53%
VM2_1	Annual property rates are fair and reasonable	38%

Overall satisfaction and general perceptions of the District



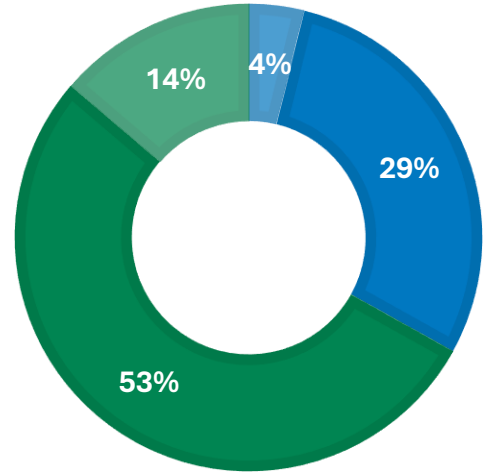
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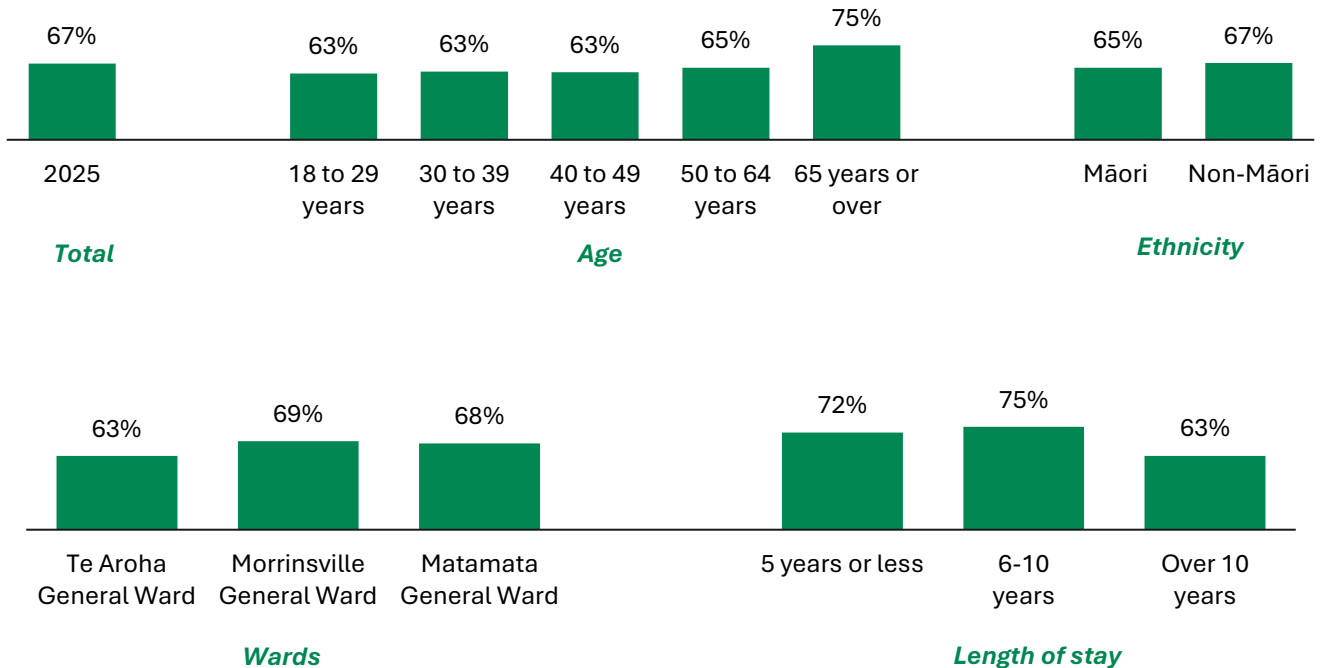
Overall performance

- Over two thirds of respondents (67%) are satisfied with Council's overall performance, with no significant differences evident between demographic groups.
- However, residents aged 65 or over are more likely to be satisfied than those aged 18-49 (75% compared to 63%).
- Verbatim comments indicate that 38% of residents are satisfied with Council and particularly the services: libraries, pools and community events.



Very dissatisfied (1-2) Dissatisfied (3-5)
Satisfied (6-8) Very satisfied (9-10)

Satisfied (% 6-10)

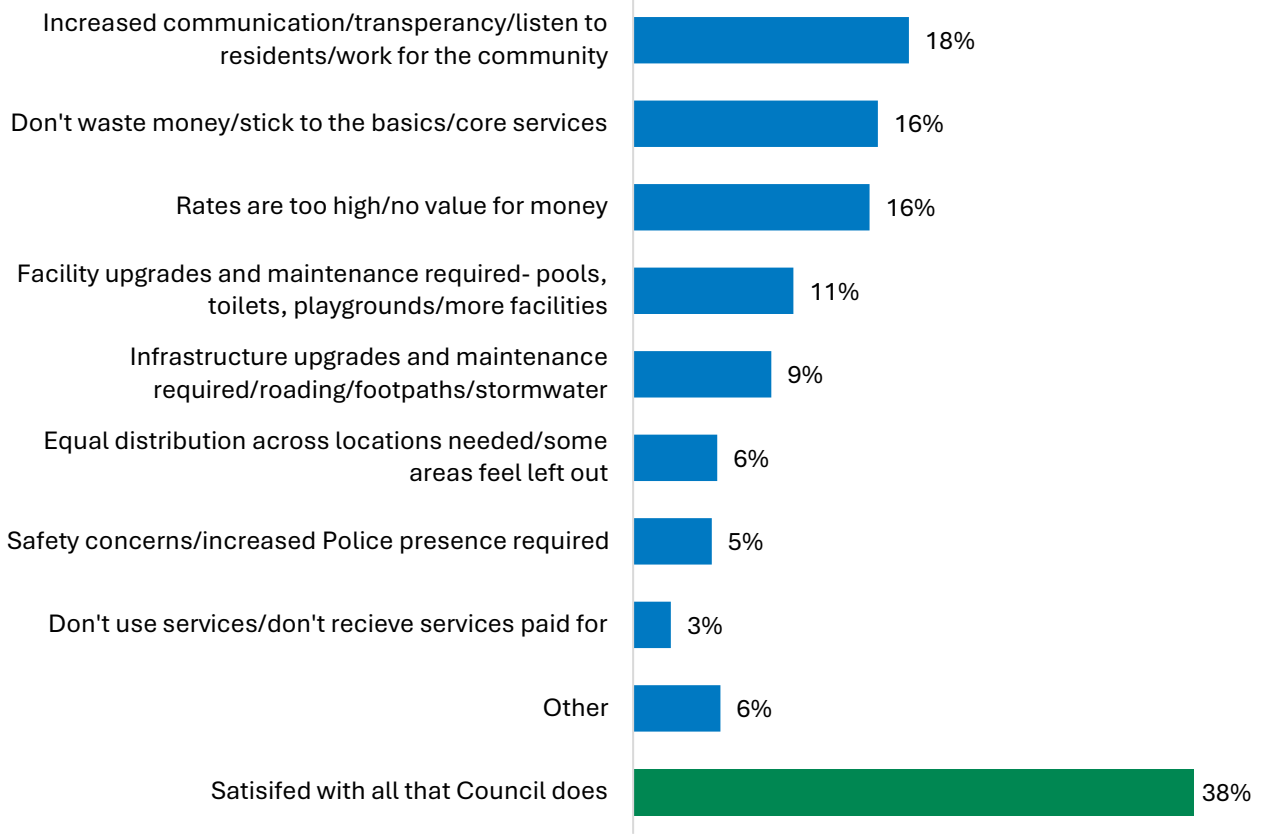


NOTES:

- OP1. When you think about the Council overall, its image and reputation, the services and facilities it provides and the rates and fees that you pay, how satisfied are you with the Council? n=395
- Excludes 'Don't know' responses.
- 'Don't know responses' account for 4%

Between demographics
Significantly higher
Significantly lower

General comments



Some of the negative verbatim comments:

- *The level of rates is unsustainable for low incomes rate rebates should be staggered dependent on house sizes and number of persons residing. One person has less impact on rates than a full household.*
- *Look after the hardworking members of the community and stop spending unnecessary money, the stadium is unnecessary. Make facilities easily accessible for locals like the pool and outdoor parks for exercises and dog walking.*
- *I'd always like to see a shift towards more environmentally friendly choices and the council could be a great leader in this space*
- *The mayor and Councillors don't seem to be very visible from my perspective. I only know of one Councillor (because he is an ex-work colleague) - how apart from going down to the council chambers would you get hold of anyone?*



Some of the positive verbatim comments:

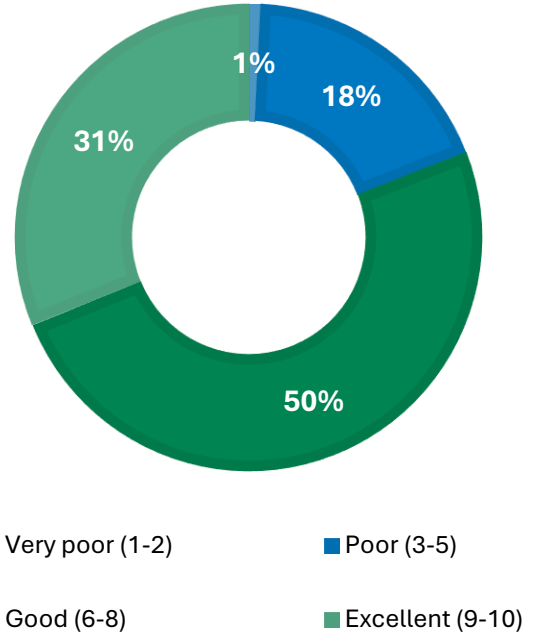
- *I know two Councillors personally. I highly respect them and trust them.*
- *I would like to say thank you to the Councillors, Council staff and the Mayor for the work around the district, all the planning and dedication placed into projects and maintenance of facilities for all to enjoy.*
- *You guys are doing a good job. Keep it up.*
- *Keep up the good work, and always keep community involved.*
- *I think the Council does well on the whole. There is always things that can be improved, some of which I have heard of, but as they do not affect me personally, I feel it is not my place to comment. Keep up the good work.*

NOTES:

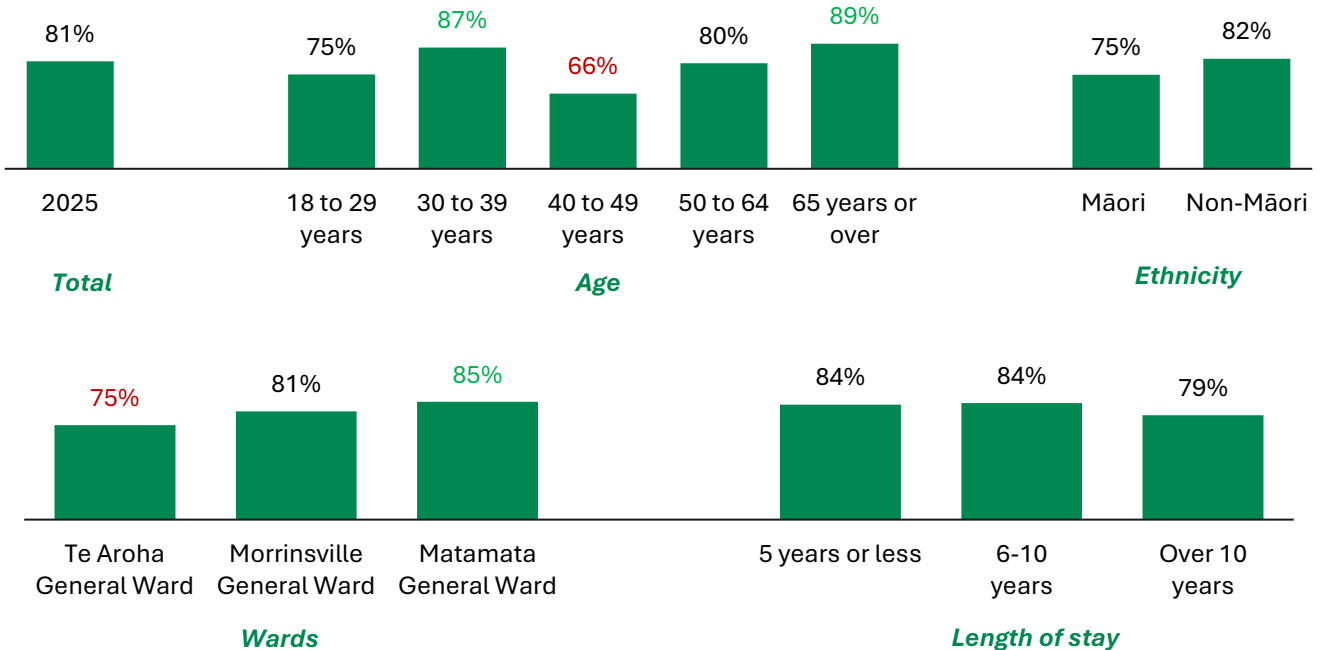
1. OP2. Finally, are there any comments or feedback that you would like to provide? n=162
2. Excludes 'Don't know' responses.

Quality of life

- 81% of residents rate their *Quality of life* either *good* or *excellent*, with scores being highest among older residents (65 years and over at 89%) and those in the Matamata General Ward (85%) compared to other demographic groups.
- However, the perceived quality of life is slightly lower among residents that have lived in the area for longer than 10 years (79%) compared to those who have lived in the district for shorter periods of time.
- Many comments mention that respondents value living in a small, friendly town, with a strong community spirit. Comments referenced clean streets, well-maintained parks, libraries, and the front-line council staff as highlights.



Good (% 6-10)



NOTES:

- GEN1. Would you say that, overall, the quality of life in the district is ...? n=409
- Excludes 'Don't know' responses.
- 'Don't know responses' account for 1%

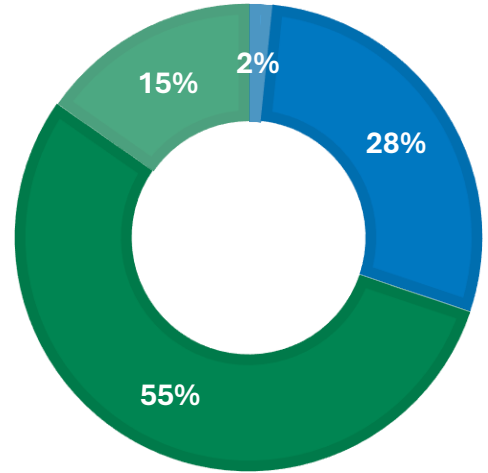
*Quotes related to Quality of life are taken from the OP2 (General comments)

Between demographics

Significantly higher
Significantly lower

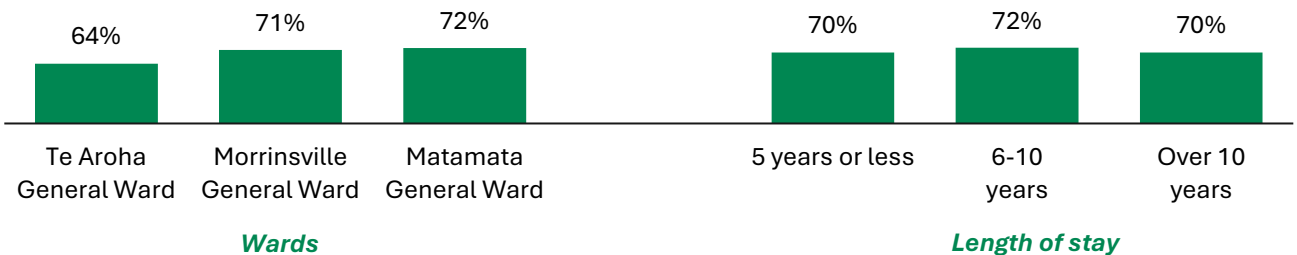
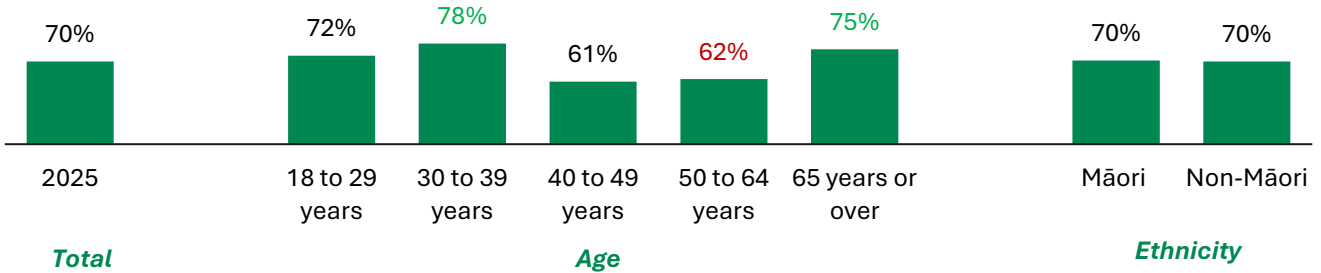
District is going in the right direction

- 70% of residents agree that the *District is going in the right direction*, with scores highest among residents aged 65 and over (75%) and those living in the Matamata General Ward (72%).
- 18% of respondents commented that *Council needs to increase communication, and listen to residents*.
- Many respondents say they are generally satisfied with where they live and believe the council is doing well overall, despite the challenges faced. Some explicitly say they feel the district is on the right track, noting good planning and visible improvements in some areas.



■ Strongly disagree (1-2) ■ Disagree (3-5)
■ Agree (6-8) ■ Strongly agree (9-10)

Agree (% 6-10)



NOTES:

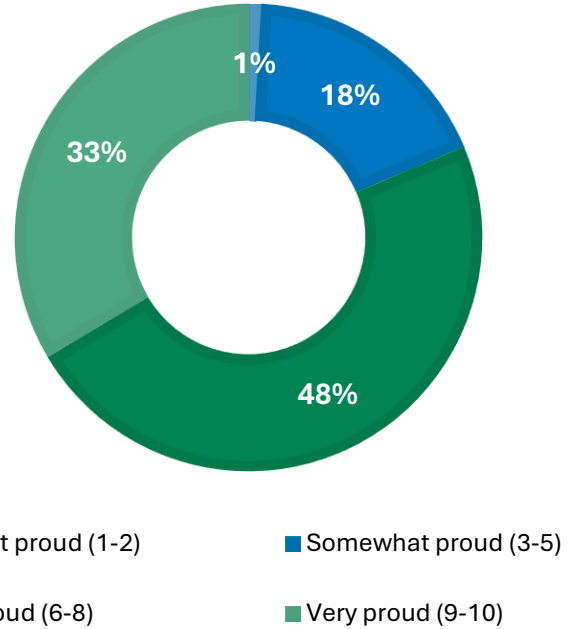
- GEN2. On a scale of 1 to 10 where 1 is 'strongly disagree' and 10 is 'strongly agree', how strongly do you agree or disagree with that the district is going in the right direction? n=372
- Excludes 'Don't know' responses.
- 'Don't know responses' account for 10%

*Quotes related to District going in the right direction are taken from OP2 (General comments)

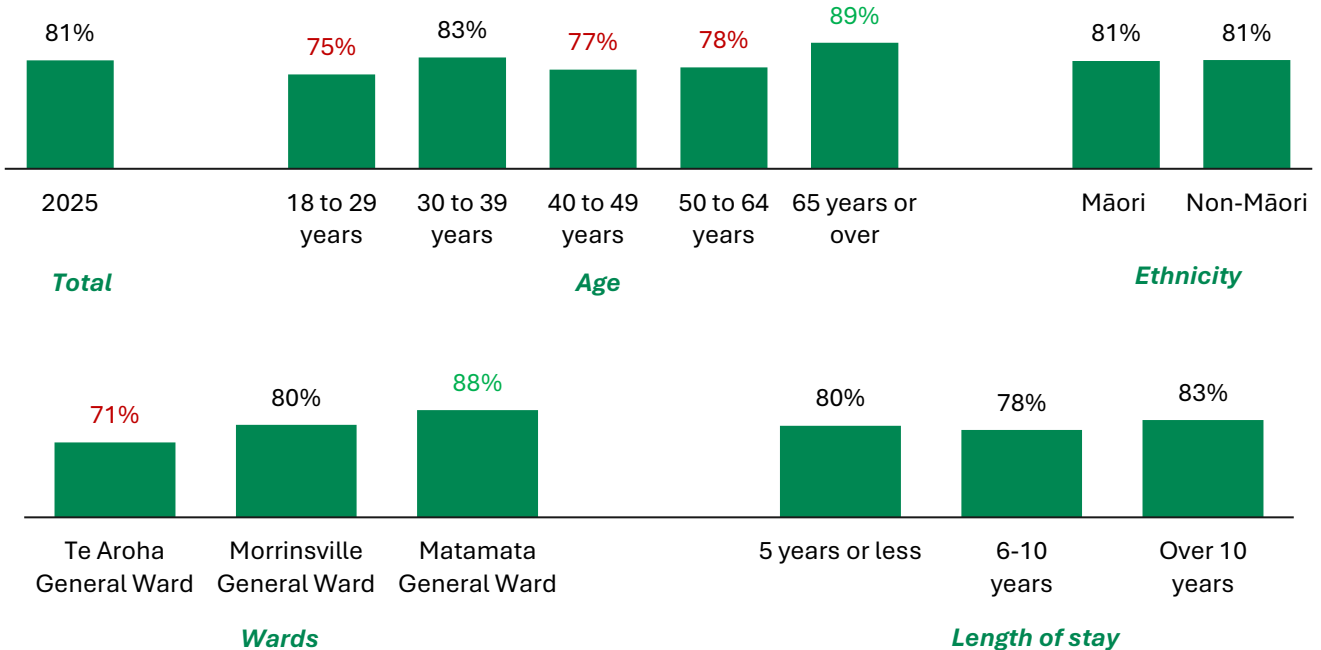
Between demographics
Significantly higher
Significantly lower

Pride in Matamata-Piako District

- 81% of residents say they are *Proud to live* in the Matamata-Piako District (rating 6-10 on the 10 point scale), reflecting the high value placed on the area's identity, community spirit, and lifestyle.
- Pride* is particularly strong among respondents aged 30 to 39 years (83%), and those aged 65 or over (89%) compared to other age groups.
- Many residents say they feel fortunate to live in the district, describing Matamata and Morrinsville as tidy, friendly, and good places to raise families. Some respondents noted the district's natural beauty and rural character as aspects they are particularly proud of.



Proud (% 6-10)



NOTES:

- GEN3. On a scale of 1 to 10 where 1 is 'Not proud' and 10 is 'very proud, how proud are you to live in the Matamata-Piako District? n=402
- Excludes 'Don't know' responses.
- 'Don't know responses' account for 3%

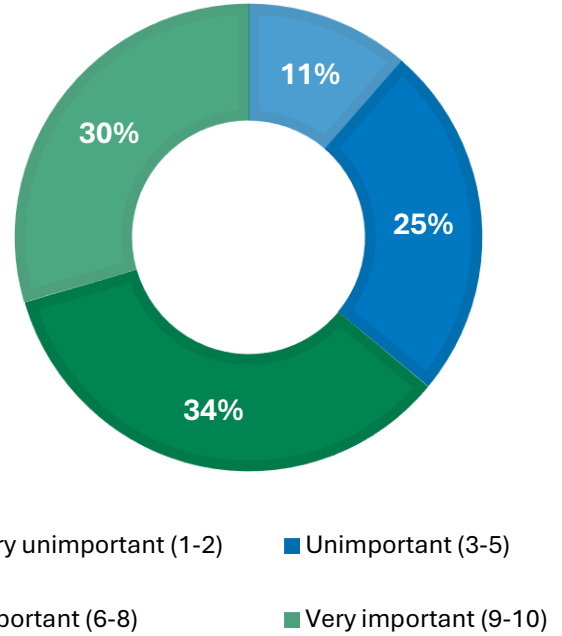
*Quotes related to Pride in Matamata-Piako District are taken from the OP2 (General comments)

Between demographics

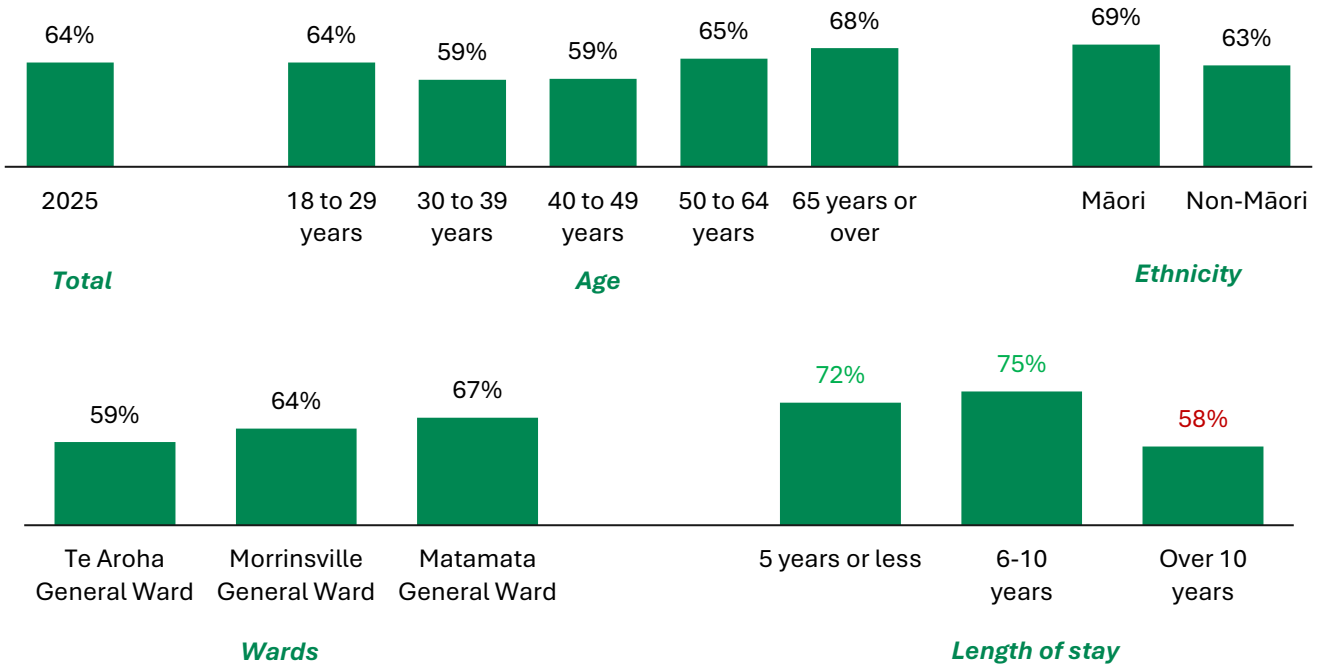
Significantly higher
Significantly lower

Climate change response

- 64% of residents state that it is *Important for Council to take a leadership role in Climate Change response for our community*. This opinion is significantly stronger among respondents who have lived in the district for 6-10 years (75%) compared to those who have lived in the district for over 10 years (58%).
- Some respondents feel that climate change should not be a council priority, arguing that it should not be funded through rates.



Important (% 6-10)



NOTES:

- GEN4. Do you think it is important for Council to take a leadership role in Climate Change response for our community? n=382
- Excludes 'Don't know' responses.
- 'Don't know responses' account for 8%

*Quotes related to Climate change are taken from the OP2 (General comments)

Between demographics

Significantly higher
Significantly lower

Satisfaction with services and infrastructure



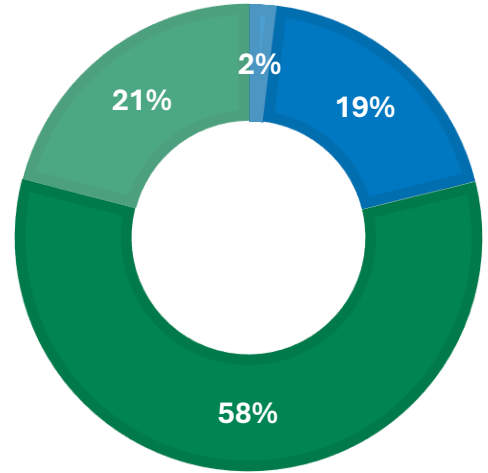
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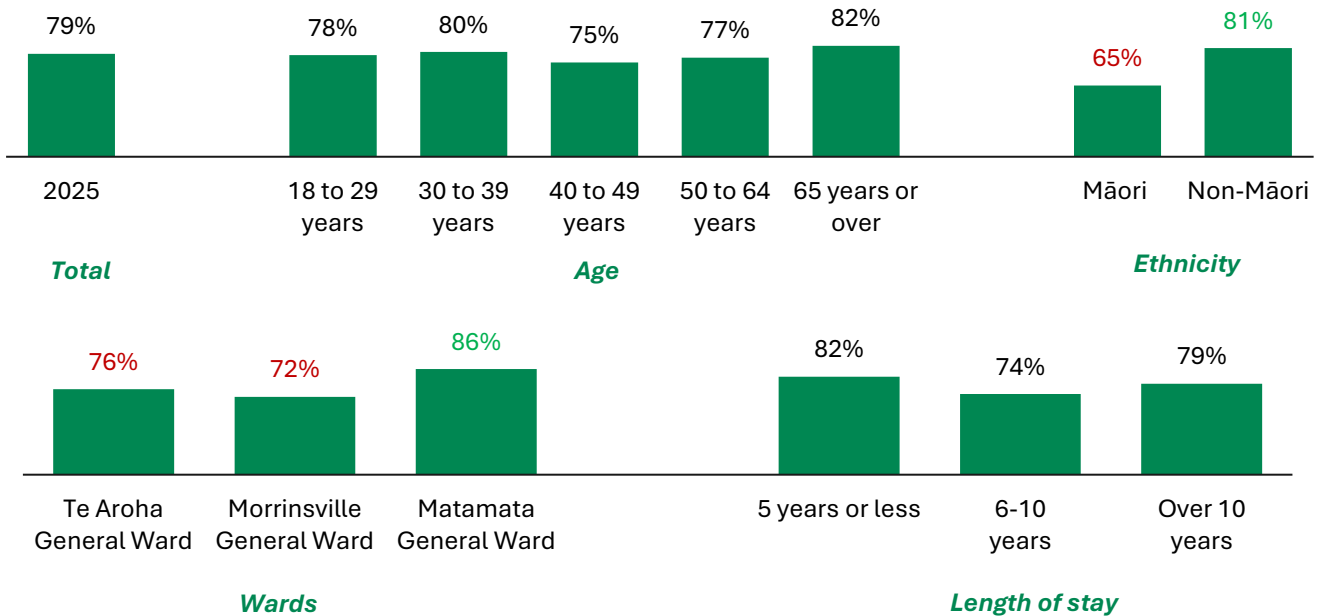
Overall satisfaction with water management

- 79% of respondents are satisfied with Council's *Overall water management*.
- Respondents who identify as Māori report significantly lower levels of satisfaction than non-Māori respondents (65% compared to 81%).
- Residents who have lived in the district for a longer period of time (six years or over) are less satisfied with *Overall water management* compared to residents' who have been in the area for five years or less.
- Matamata General ward has the highest satisfaction score (86%) of any sub-group.



■ Very dissatisfied (1-2) ■ Dissatisfied (3-5)
■ Satisfied (6-8) ■ Very satisfied (9-10)

Good (% 6-10)



- Open-ended feedback points to several clear issues driving respondents dissatisfaction:
 - Stormwater infrastructure is the most commonly mentioned concern (29%), with residents mentioning that the drains need to be cleared more frequently.
 - 22% called for *Overall improvements to the water management to ensure Council focuses on the growing population and future planning*.
 - Just over one in ten (13%) mentioned *Flooding issues*

NOTES:

- TW6. How would you rate your satisfaction with Council's WATER MANAGEMENT overall? (Wastewater, stormwater and water) n= 394
- Excludes 'Don't know' responses.
- 'Don't know responses' account for 5%
- TW7. In your opinion, what can be done to improve water management? n=235

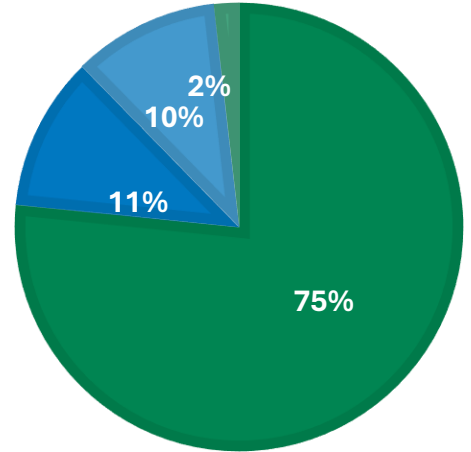
Between demographics
Significantly higher
Significantly lower

Water supply

- 75% of residents are connected to *A Town (Council) water supply*.
- Levels of satisfaction do not vary much across the aspects of household water supply. 88% are satisfied with the *Reliability of the supply*, 75% are satisfied with the *Quality of the water (taste, clarity, odour)*, and 81% are satisfied with their *Local water supply overall*.



Household water supply connection



- A Town (Council) supply
- A rainwater collection system
- A well water system
- Other



- Very dissatisfied (1-2)
- Dissatisfied (3-5)
- Satisfied (6-8)
- Very satisfied (9-10)

	2025	18 to 29 years	30 to 39 years	40 to 49 years	50 to 64 years	65 years or over
Overall district's water supply	81%	87%	75%	64%	82%	88%
The reliability of the water supply	88%	90%	87%	74%	91%	92%
The quality of the water	75%	71%	69%	56%	79%	86%

	Māori	Non-Māori	Te Aroha General Ward	Morrinsville General Ward	Matamata General Ward
Overall district's water supply	71%	83%	84%	69%	90%
The reliability of the water supply	79%	90%	89%	81%	95%
The quality of the water	58%	78%	81%	66%	83%

NOTES:

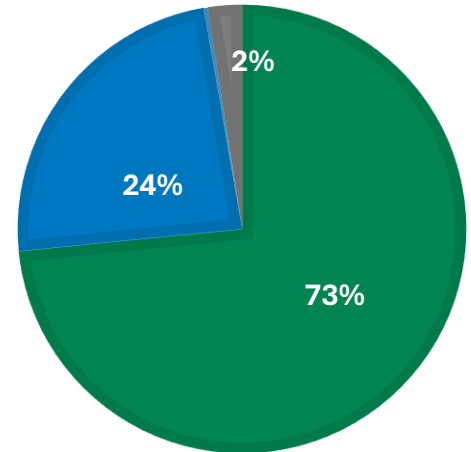
- TW1. Which of the following best describes your water supply connection? n=417, 'Don't know' responses account for 2%.
- TW2. On the scale of 1- 10, how would you rate your satisfaction with
 - The reliability of the water supply n= 319, 'Don't know responses' account for 0%
 - The quality of the water (including taste, clarity and odour) n=316, 'Don't know responses' account for <1%%
 - Overall district's water supply n=305 , 'Don't know responses' account for 4%

Between demographics
Significantly higher
Significantly lower

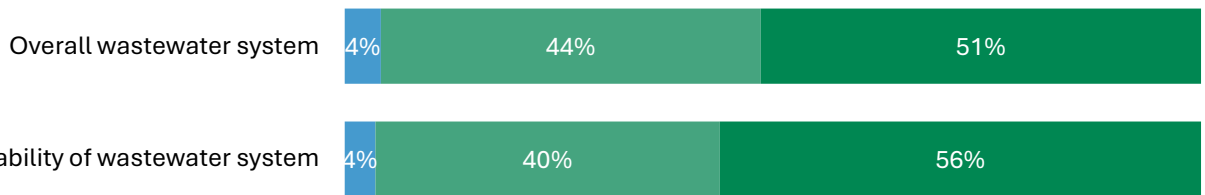
Wastewater system

- Almost three quarters (73%) of respondents are connected to the *Council provided wastewater system*.
- Of those connected to the system, over nine in ten (95%) are satisfied with the *Overall wastewater system*, with similar satisfaction reported for the *Reliability* of the system (96%).
- Satisfaction remains high and is relatively consistent across age, ward and length of stay in the District.

Household wastewater connection



- Council provided wastewater system
- Your own septic tank system
- Other



- Very dissatisfied (1-2)
- Dissatisfied (3-5)
- Satisfied (6-8)
- Very satisfied (9-10)

% 6-10	2025	18 to 29 years	30 to 39 years	40 to 49 years	50 to 64 years	65 years or over
Overall wastewater system	95%	95%	94%	95%	95%	96%
Reliability of wastewater system	96%	97%	94%	95%	95%	97%

% 6-10	Māori	Non-Māori	Te Aroha General Ward	Morrinsville General Ward	Matamata General Ward
Overall wastewater system	87%	98%	94%	97%	95%
Reliability of wastewater system	87%	97%	94%	97%	96%

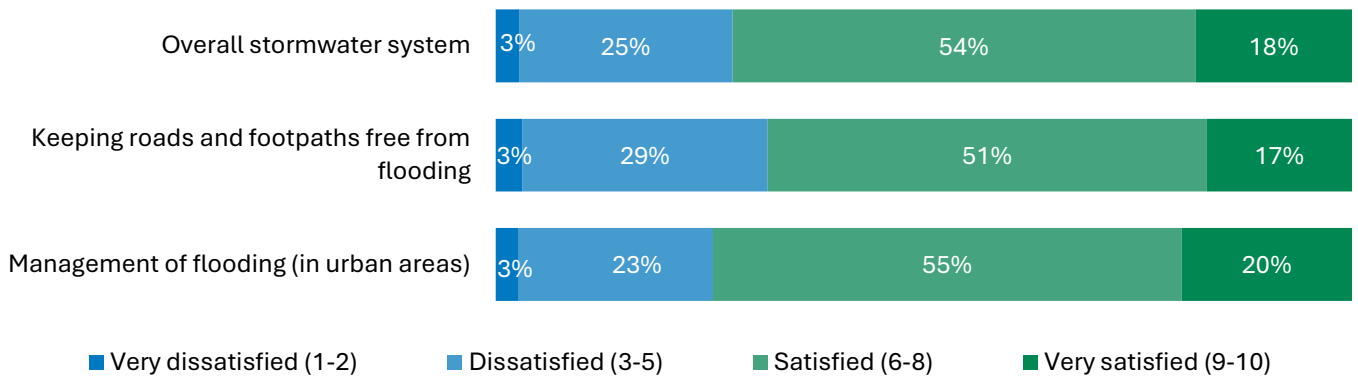
NOTES:

1. TW3. Which of the following best describes the wastewater system that your property is connected to?
Connected to Council wastewater system n=417
2. TW4. How would you rate your satisfaction with the following:...
3. Excludes 'Don't know' responses
 - a. The reliability of the wastewater system supply n=307, 'Don't know responses' account for 1%
 - b. The overall wastewater system supply n=300, 'Don't know responses' account for 4%

Between demographics
Significantly higher
Significantly lower

Stormwater system

- Satisfaction with the *Overall stormwater system* is 72%, with no significant differences across demographic groups.
- Satisfaction is highest among residents aged 65 and older (78%) and those living in the Matamata General Ward (73%).
- In contrast, satisfaction is lower among residents aged 40 to 49 (66%), and those who identify as Māori (66%).



% 6-10	2025	18 to 29 years	30 to 39 years	40 to 49 years	50 to 64 years	65 years or over
Overall stormwater system	72%	74%	74%	66%	68%	78%
Keeping roads and footpaths free from flooding	68%	74%	75%	62%	61%	70%
Management of flooding (in urban areas)	75%	80%	71%	71%	75%	75%

% 6-10	Māori	Non-Māori	Te Aroha General Ward	Morrinsville General Ward	Matamata General Ward
Overall stormwater system	66%	73%	73%	71%	73%
Keeping roads and footpaths free from flooding	58%	70%	69%	69%	67%
Management of flooding (in urban areas)	74%	75%	72%	77%	74%

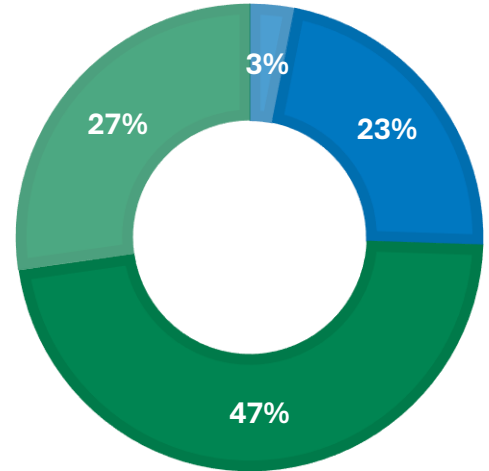
NOTES:

1. TW5. On the scale of 1- 10, how would you rate your satisfaction with the stormwater system in terms of...
2. Excludes 'Don't know' responses
 - a. Keeping roads and footpaths free from flooding n= 380, 'Don't know responses' account for 4%
 - b. Management of flooding n= 400, 'Don't know responses' account for 9%
 - c. Overall stormwater system in the Matamata-Piako District n=383 , 'Don't know responses' account for 8%

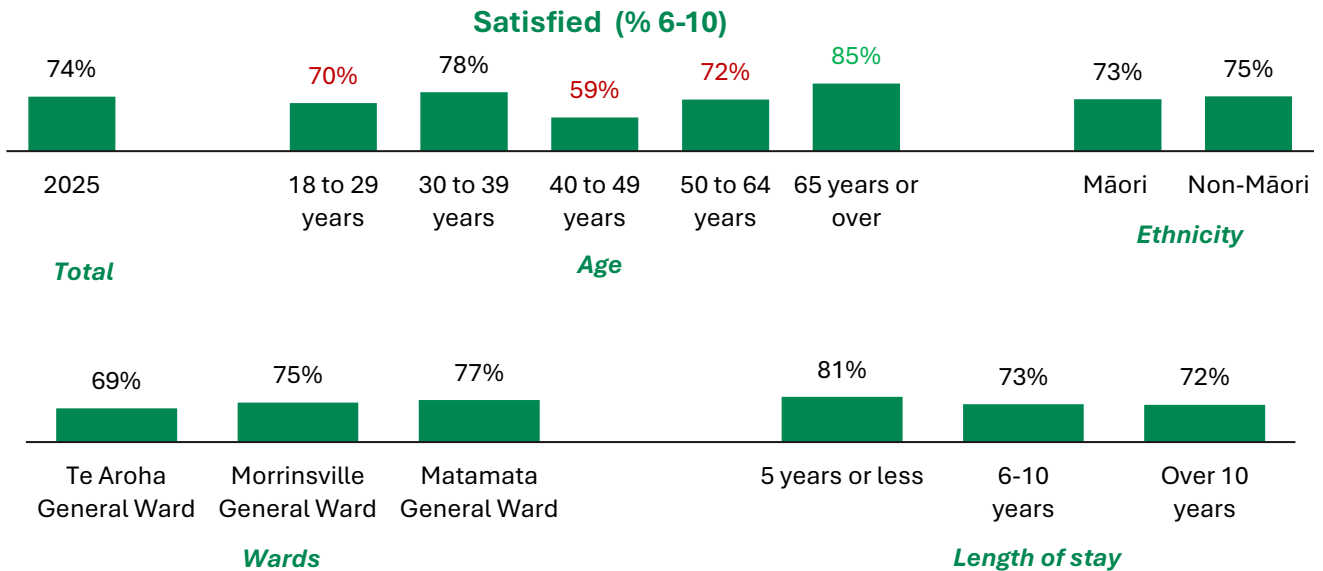
Between demographics
Significantly higher
Significantly lower

Overall satisfaction with waste management

- Overall, 74% of respondents are satisfied with Council's waste management. This suggests that essential services are generally meeting residents' needs.
- Satisfaction is particularly high among residents aged 65 and over (85%), and among non-Māori (75%). In contrast, satisfaction is lowest among middle aged residents aged 40–49 years (59%) and those who identify as Māori (73%).
- Satisfaction levels by ward and length of stay are relatively consistent.



■ Very dissatisfied (1-2) ■ Dissatisfied (3-5)
■ Satisfied (6-8) ■ Very satisfied (9-10)



- Resident comments about waste management reveal clear cost and access concerns:
 - The most prevalent issue, raised by 14% of dissatisfied respondents, relates to *Switching to wheelie bins due to the current size and Unsustainable material of the current plastic bags.*
 - A similar proportion of respondents (13%) mentioned that the *Transfer station fees are too high.*
 - In addition, 11% of comments reflect frustration over what happens on *Collection day*, including *The mess left by trucks, irregular collection times, and issues with drivers.*
 - A further 8% would like to see *Regular weekly pickups* and want Council to *Minimise issues with food scrap bins.*

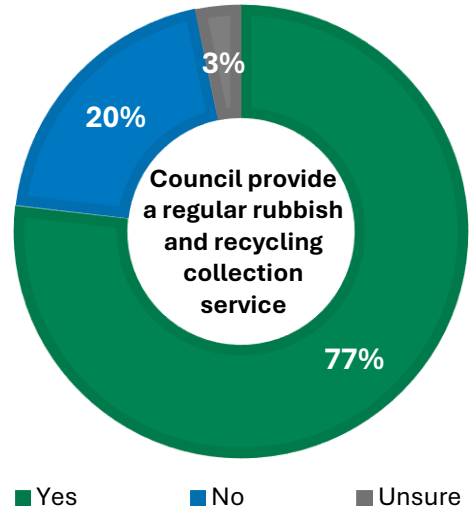
NOTES:

- WM3. Thinking about rubbish bag collection, recycling services, transfer stations and litter bins, how satisfied are you with overall WASTE MANAGEMENT? n=396
- Excludes 'Don't know' responses.
- 'Don't know responses' account for 5%
- WM4. In your opinion, what can be done to improve the waste management services? n=254

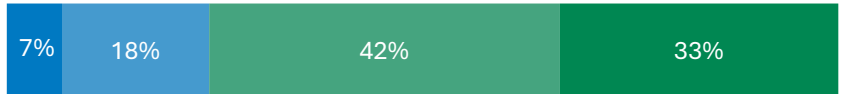
Between demographics
Significantly higher
Significantly lower

Waste management

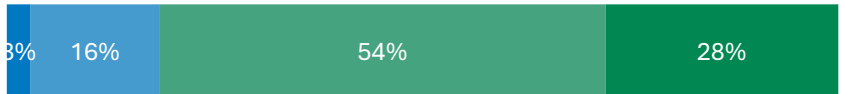
- Satisfaction with *Rubbish and recycling services* in the Matamata-Piako District is high overall, with 77% of residents satisfied with these services.
- The highest satisfaction levels for *Transfer stations* is reported among residents aged 30 to 39 (89%), and those aged 65 and over (88%).



Kerbside rubbish and recycling collection



Transfer stations



■ Very dissatisfied (1-2) ■ Dissatisfied (3-5) ■ Satisfied (6-8) ■ Very satisfied (9-10)

% 6-10	2025	18 to 29 years	30 to 39 years	40 to 49 years	50 to 64 years	65 years or over
Kerbside rubbish and recycling collection	76%	63%	70%	66%	79%	88%
Transfer stations	82%	75%	89%	72%	80%	88%

% 6-10	Māori	Non-Māori	Te Aroha General Ward	Morrinsville General Ward	Matamata General Ward
Kerbside rubbish and recycling collection	69%	77%	71%	73%	81%
Transfer stations	73%	83%	77%	79%	86%

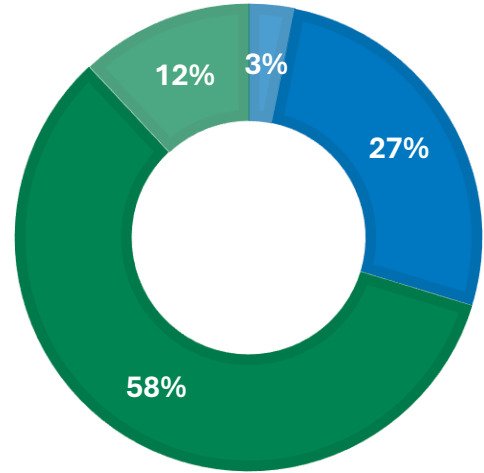
NOTES:

1. WM1. Does the Matamata-Piako Council provide a regular rubbish and recycling collection service where you live? n=417
2. WM2. WM1. Does the Matamata-Piako District Council provide a regular rubbish and recycling collection service where you live?
3. Excludes 'Don't know' responses:
 - a. Kerbside rubbish and recycling collection n=371, 'Don't know responses' account for 11%
 - b. Transfer stations n=353, 'Don't know responses' account for 15%

Between demographics
Significantly higher
Significantly lower

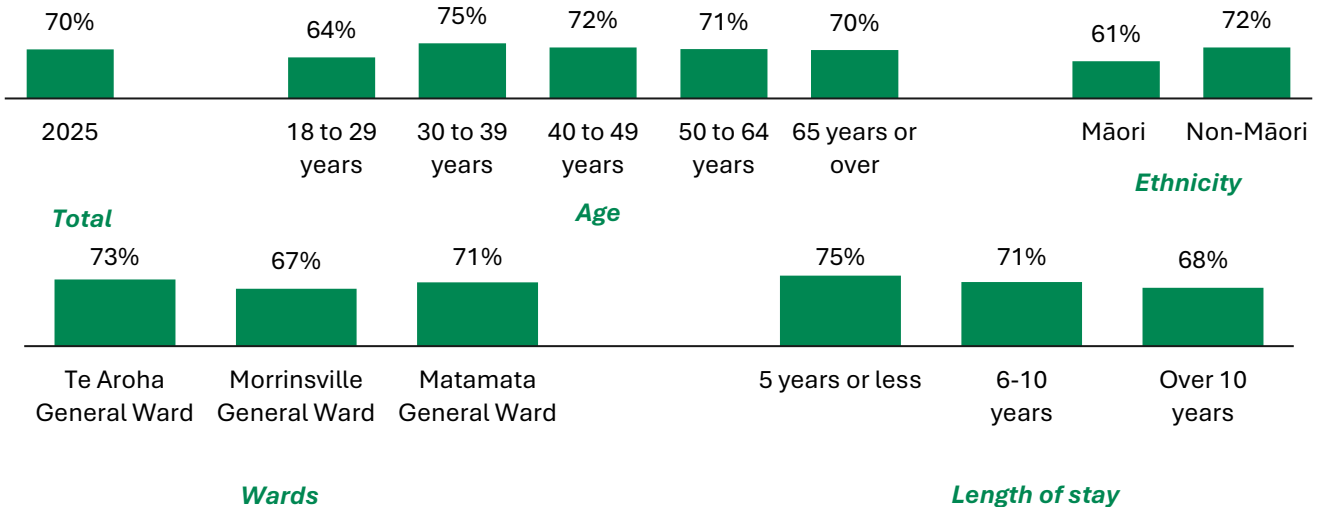
Overall satisfaction with roads and footpaths in the district

- Overall satisfaction with *Roads and footpaths* is high, with seven in ten respondents (70%) rating their satisfaction as 6-10 on the 10-point scale.
- However, there are small variations across demographic groups. Those who are aged 30-39 are more satisfied with roads and footpaths in the district (75%), in addition to residents who live in the Te Aroha General Ward (73%).
- Residents aged 18-29 years old have the lowest satisfaction level (64%) compared to other age groups.



■ Very dissatisfied (1-2) ■ Dissatisfied (3-5)
■ Satisfied (6-8) ■ Very satisfied (9-10)

Satisfied (% 6-10)



- Resident feedback highlights several frustrations with the district's roading infrastructure:
 - The most prevalent issue, mentioned by 39% of respondents, is that the *Roads need better maintenance, potholes need fixing, and better quality repairs.*
 - A further 24% of respondents report that *Footpaths need more maintenance, or that they are slippery/dangerous.*
 - In addition, 13% mention that there needs to be an *Improvement to roundabouts, intersections, and traffic lights.*
 - Some other feedback includes requests for *Cycleway maintenance, and more cycleways (13%),* additionally, *Improvements for safety, more speedbumps, and speed cameras (13%).*

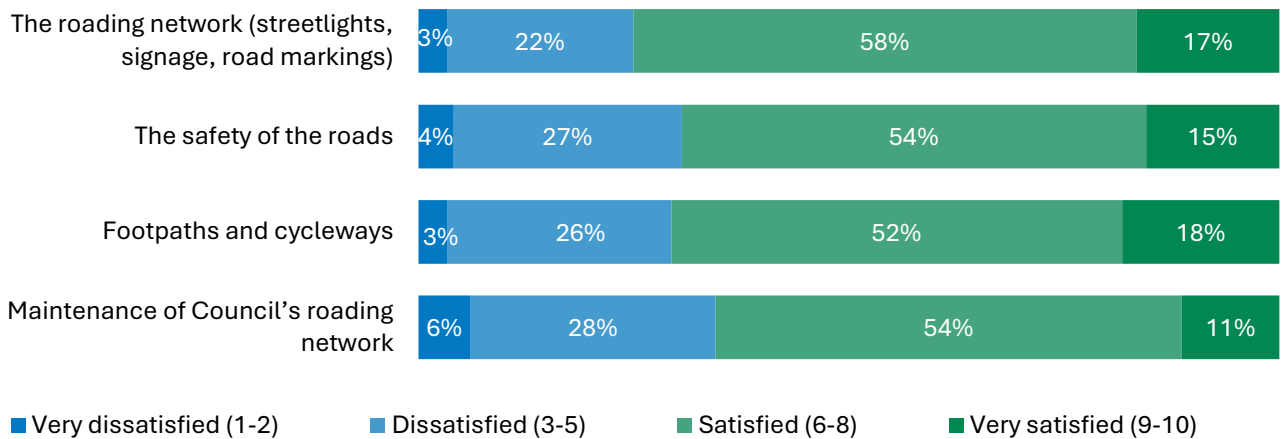
NOTES:

- RF2. Thinking about roads and footpaths in the district, how satisfied are you with ROADING? n=415 ;
- Excludes 'Don't know' responses.
- 'Don't know responses' account for <1%
- RF3. In your opinion, what can be done to improve the roading network in the District (i.e. Council owned roads, footpaths, cycleways etc)? n=247

Between demographics
Significantly higher
Significantly lower

Roads and footpaths

- Satisfaction with the *Maintenance of the roading network* is relatively high, with 75% of residents satisfied. At the same time, 71% were satisfied with *Footpaths and cycleways*.
- Across all measures related to the roading network, satisfaction is highest among residents aged 65 and over, ranging from 54% for *How well the roads are maintained* to 80% for *Availability of footpaths*.
- However, younger residents (aged 18–39 years) and those who identify as Māori report the lowest satisfaction across demographic groups.



% 6-10	2025	18 to 29 years	30 to 39 years	40 to 49 years	50 to 64 years	65 years or over
The roading network (streetlights, signage, road markings)	75%	67%	79%	66%	77%	80%
The safety of the roads	69%	62%	69%	63%	74%	73%
Footpaths and cycleways	71%	78%	78%	65%	67%	67%
Maintenance of Council's roading network	65%	64%	70%	57%	67%	67%

% 6-10	Māori	Non-Māori	Te Aroha General Ward	Morrinsville General Ward	Matamata General Ward
The roading network (streetlights, signage, road markings)	65%	77%	69%	74%	79%
The safety of the roads	59%	71%	66%	69%	72%
Footpaths and cycleways	67%	71%	68%	67%	75%
Maintenance of Council's roading network	56%	67%	66%	64%	67%

NOTES:

1. Excludes 'Don't know' responses
2. RF1. Now thinking about roads provided by Matamata-Piako District Council - excluding State Highways which are not Council managed roads - how satisfied are you with...?
 - a. The roading network (streetlights, signage, road markings) n=416, 'Don't know responses' account for <1%
 - b. The safety of the roads n=415, 'Don't know responses' account for <1%
 - c. Footpaths and cycleways n= 405, 'Don't know responses' account for 3%
 - d. Maintenance of Council's roading network n=406, 'Don't know responses' account for 3%

Between demographics
Significantly higher
Significantly lower

Satisfaction with open spaces



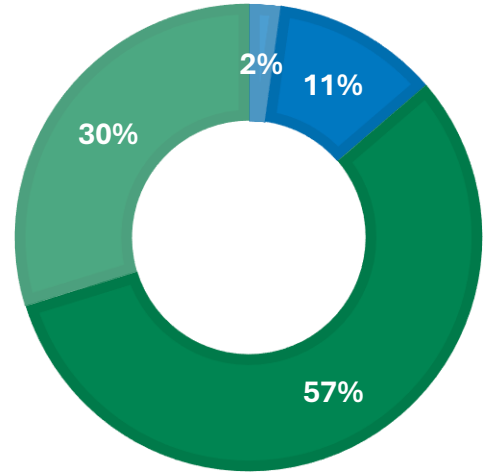
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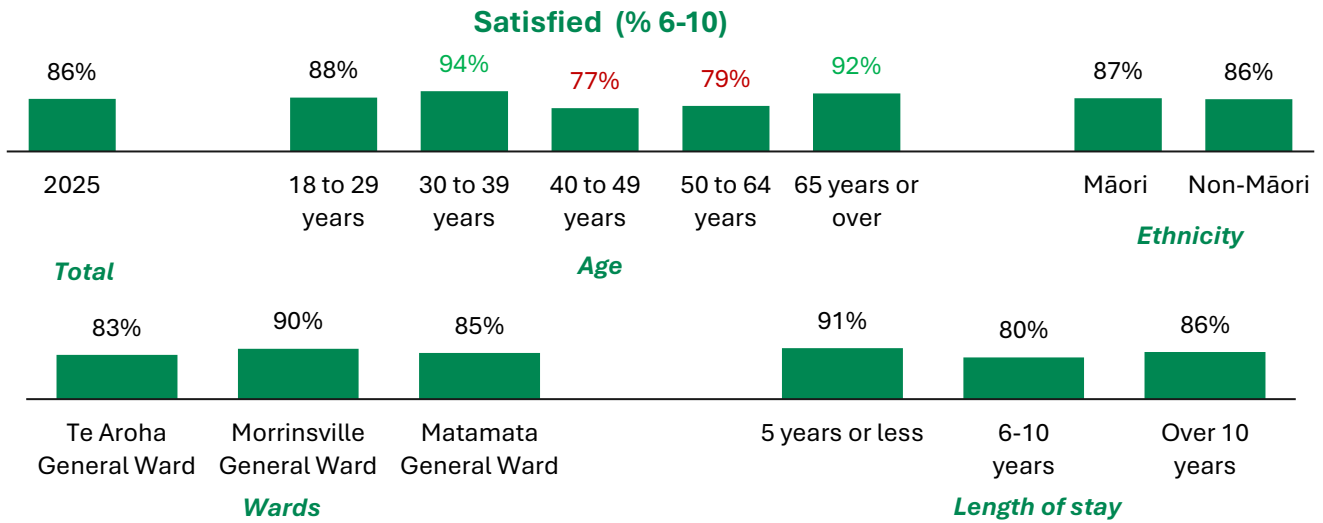
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Overall satisfaction with open spaces

- Satisfaction with *Open spaces* in the Matamata-Piako District is exceptionally high, with 86% of residents satisfied.
- There is some discrepancy in satisfaction across different age groups. Respondents aged 30-39 years, and 65 years or over have reported the highest levels of satisfaction (94% and 92% respectively), which is significantly higher when compared to those aged 40-64 years (77%-79%)
- Satisfaction is high among residents that have lived in the Matamata-Piako District for a short amount of time (five years or less at 91%), decreasing to 80% for those who have lived in the District for 6-10 years.



- Very dissatisfied (1-2)
- Dissatisfied (3-5)
- Satisfied (6-8)
- Very satisfied (9-10)



- Despite overall satisfaction with Council maintained parks and open spaces being high, some areas for further improvements have been identified based on verbatim comments:
 - The most common suggestion, mentioned by 29% of respondents, was the need for *Playground updates, and upgrades for parks, equipment, and facilities.*
 - 28% of residents also expressed a desire to see *More maintenance such as mowing, repairs, and foliage and weed management, as well as More frequent upkeep of the open spaces in Matamata-Piako District.*
 - A further 10% highlighted *Litter concerns, calling for More regular clean-ups of rubbish, dog waste, and emptying of bins.*

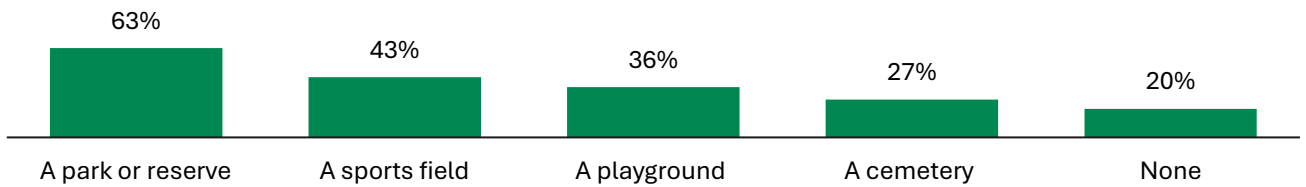
NOTES:

1. PR3. How satisfied are you with Council maintained parks and open spaces overall? (including sports fields, parks, reserves, playgrounds and cemeteries) n=378
2. Excludes 'Don't know' responses.
3. 'Don't know responses' account for 9%
4. PR4. In your opinion, what can be done to improve Council maintained sports fields, parks, playgrounds, cemeteries and other open spaces? n=201

Between demographics
Significantly higher
Significantly lower

Open spaces - visitation

- 63% of residents have *Visited a local park or reserve* (63%), and just under one-half have visited a *Sports field* (43%) in the past 12 months.
- Respondents aged 30-49 years, and those who identify as Māori are more likely to visit an open space compared to other demographic groups.



% Yes	2025	18 to 29 years	30 to 39 years	40 to 49 years	50 to 64 years	65 years or over
A park or reserve	63%	55%	70%	72%	61%	62%
A sports field	43%	42%	52%	57%	41%	32%
A playground	36%	31%	54%	58%	33%	19%
A cemetery	27%	15%	8%	22%	34%	42%
None	20%	27%	12%	13%	24%	21%

% Yes	Māori	Non-Māori	Te Aroha General Ward	Morrinsville General Ward	Matamata General Ward
A park or reserve	62%	64%	70%	65%	58%
A sports field	61%	39%	52%	38%	41%
A playground	54%	32%	34%	41%	32%
A cemetery	32%	26%	31%	22%	29%
None	15%	21%	17%	20%	23%

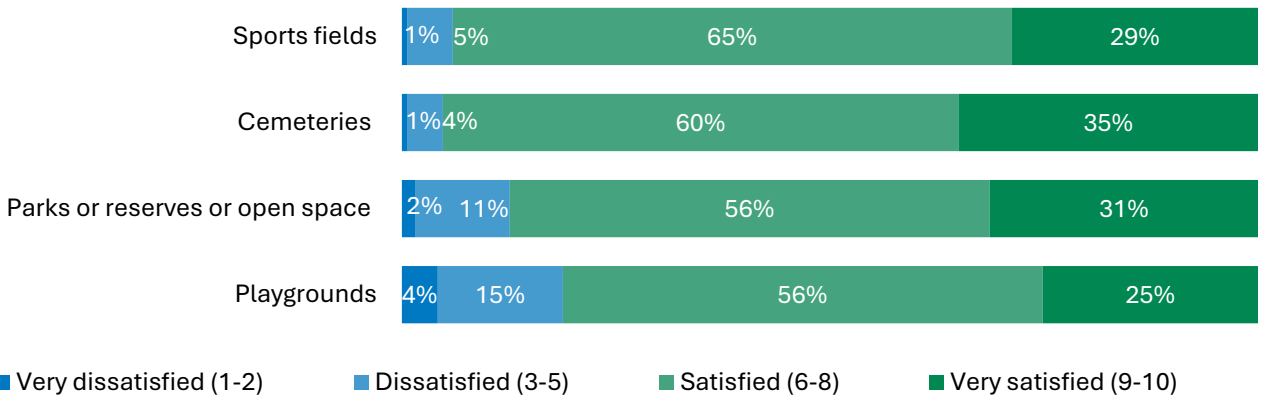
NOTES:

- PR1. In the last year, which of the following have you visited? Please select all that apply. n=417
 - Parks or reserves n=417
 - Sports field n=417
 - Playgrounds n=417
 - Cemeteries n=417

Between demographics
Significantly higher
Significantly lower

Satisfaction with open spaces

- Satisfaction with *Open spaces* in the district is very high, with *Cemeteries* at 95%, *Sportsgrounds* at 94%, and *Parks and Reserves* at 87%.
- Non-Māori residents consistently report high satisfaction levels across all facilities, ranging from 80% to 97%. In contrast, satisfaction among those who identify as Māori, while still high, only ranges from 77% to 86%.
- In terms of age, ethnicity and ward, satisfaction with all open spaces remains relatively consistent.



% 6-10	2025	18 to 29 years	30 to 39 years	40 to 49 years	50 to 64 years	65 years or over
Parks or reserves	87%	84%	93%	84%	84%	92%
Sports fields	94%	93%	99%	92%	90%	97%
Playgrounds	81%	86%	80%	61%	86%	88%
Cemeteries	95%	98%	97%	100%	90%	96%

% 6-10	Māori	Non-Māori	Te Aroha General Ward	Morrinsville General Ward	Matamata General Ward
Parks or reserves	77%	89%	85%	89%	88%
Sports fields	86%	96%	92%	94%	95%
Playgrounds	76%	82%	78%	90%	75%
Cemeteries	86%	97%	95%	97%	95%

NOTES:

1. Excludes 'Don't know' responses
2. PR2. How would you rate your satisfaction with the following:...
 - a. Parks or reserves n=369 , 'Don't know responses' account for 11%
 - b. Sports fields n= 291 , 'Don't know responses' account for 29%
 - c. Playgrounds n=277 , 'Don't know responses' account for 34%
 - d. Cemeteries n= 221 , 'Don't know responses' account for 48%

Between demographics
Significantly higher
Significantly lower

Satisfaction with public facilities



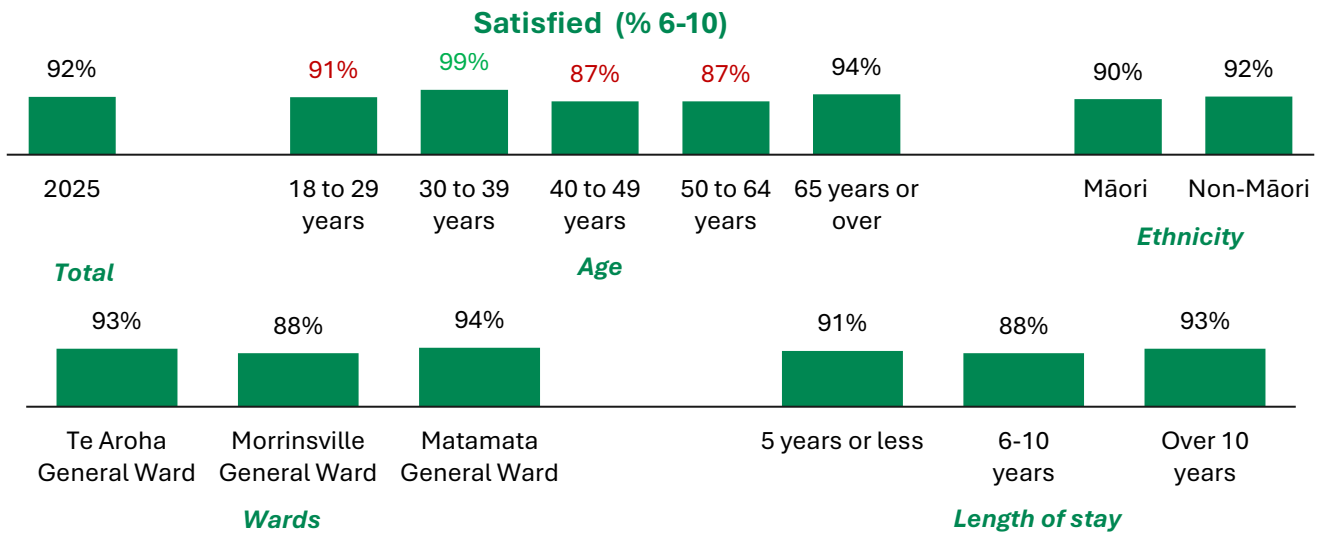
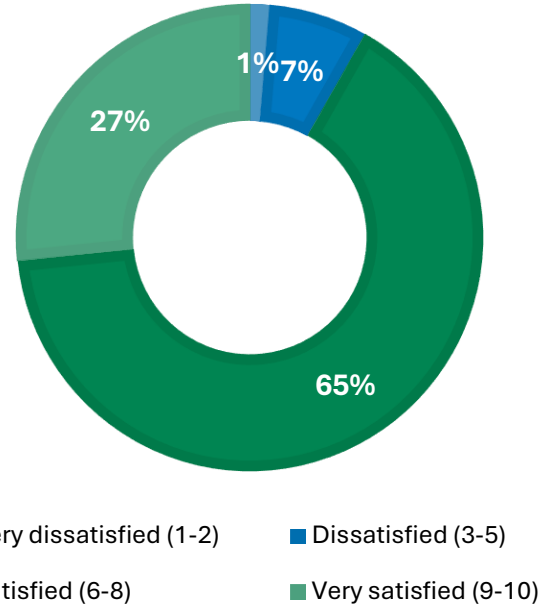
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Overall satisfaction with public facilities

- Overall satisfaction with *Public facilities* is high at 92%. This reflects strong performance in areas such as libraries, public halls, and other community infrastructures.
- Satisfaction is particularly high among residents aged 30-39 years (99%), which is significantly higher than respondents aged 40-64 (87%).
- There is minimal variation in analysis by length of stay, ethnicity, or ward, with satisfaction consistently high across these demographic groups.
- 42% of those who provided a comment about public facilities do not believe that any improvement is needed.



- The most prevalent concerns mentioned by dissatisfied residents in regard to public spaces include:
 - 16% of respondents asked to *Upgrade and modernise some facilities around the area*.
 - 15% have raised concern about *Maintenance and cleaning of public toilets*.
 - Additionally, 12% of residents called for *Installation of new public facilities around the area such as public toilets, pools, and halls*.
 - Smaller but notable proportions also raised concerns about the *Council wasting money and call for more focus on core services* (5%), and *General maintenance and waste control issues* (5%), highlighting the importance of not only facility quality, but also operational and service standards across community assets.

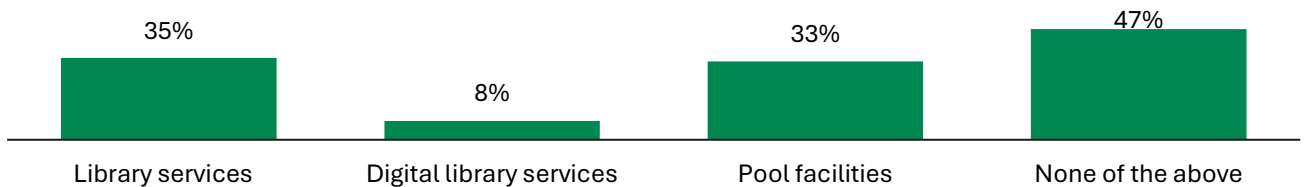
NOTES:

- CF5. How would you rate your overall satisfaction with the public facilities that are provided? n=370
- Excludes 'Don't know' responses.
- 'Don't know responses' account for 11%
- CF6. In your opinion, what can be done to improve Council maintained public facilities overall? (event centres, toilets etc) n=143

Between demographics
Significantly higher
Significantly lower

Public facilities - usage

- Library services was the most frequently used public facility in the past year (35%), followed by Pool facilities, which were used by 33% of respondents.
- The Pool facilities had elevated usage among residents aged 40 to 49 years (52%), Māori residents (51%), and those living in the Te Aroha District (51%).
- There is a significant lack of usage of Digital library services compared to other public facilities, at 8% overall. Respondents aged 30-39 years and those who identified as Māori are the demographic groups most likely to use Digital library services (11% respectively).
- A total of 47% of residents reported that they had not used any of the listed facilities in the past year.
- Of those who have used a Library in the last year, Morrinsville library is the most used (49%), followed by Matamata (45%) and Te Aroha (23%).
- Of those who have used the Pool facilities, Matamata (47%) and Te Aroha (46%) are the most used, followed by Morrinsville (31%).



% Yes	2025	18 to 29 years	30 to 39 years	40 to 49 years	50 to 64 years	65 years or over
Library services	35%	23%	41%	41%	24%	45%
Digital library services	8%	9%	11%	6%	6%	9%
Pool facilities	33%	38%	43%	52%	24%	23%
None of the above	47%	45%	40%	40%	54%	50%

% Yes	Māori	Non-Māori	Te Aroha General Ward	Morrinsville General Ward	Matamata General Ward
Library services	42%	34%	33%	40%	31%
Digital library services	11%	8%	9%	8%	7%
Pool facilities	51%	30%	43%	30%	31%
None of the above	32%	50%	43%	45%	51%

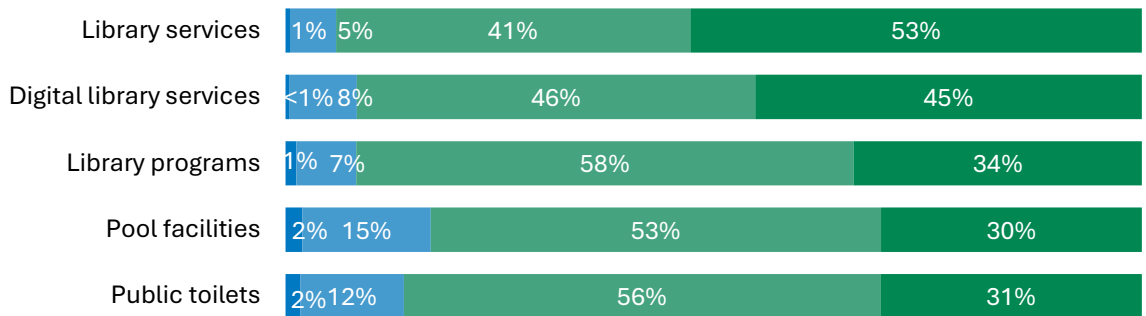
NOTES:

- CF1. Which of the following facilities have you used in the last year?
 - Library services n=417
 - Digital library services n=417
 - Pool facilities n=417

Between demographics
Significantly higher
Significantly lower

Satisfaction with public facilities

- 45% of respondents are satisfied with the *Public facilities in the District*, with the most prevalent sentiment within verbatim comments being *No need to improve, satisfied, great library and staff*.
- However, 14% of residents raise concerns and ask for more *Variety in content, newer books to be supplied into the library, lower prices on rentals, and expansion of the digital catalogue in the library*. Additionally, 7% ask for *better Opening times, and improved staff friendliness and helpfulness*, with another 6% asking for *Advertisement of library services, and more communication*.
- 26% raised concerns about *Upgrades and bigger pool facilities*, with an additional 18% asking for *Longer opening hours and longer seasons*.
- 14% inquired about the addition of *Heated or indoor pools*.



■ Very dissatisfied (1-2) ■ Dissatisfied (3-5) ■ Satisfied (6-8) ■ Very satisfied (9-10)

% 6-10	2025	18 to 29 years	30 to 39 years	40 to 49 years	50 to 64 years	65 years or over
Library services	94%	89%	100%	93%	96%	93%
Digital library services	92%	89%	94%	89%	92%	94%
Library programs	92%	87%	94%	90%	96%	94%
Pool facilities	83%	89%	85%	69%	82%	90%
Public toilets	86%	80%	92%	78%	89%	89%

% 6-10	Māori	Non-Māori	Te Aroha General Ward	Morrinsville General Ward	Matamata General Ward
Library services	89%	95%	93%	95%	93%
Digital library services	85%	93%	90%	92%	92%
Library programs	89%	93%	95%	89%	93%
Pool facilities	75%	85%	87%	76%	87%
Public toilets	85%	86%	79%	88%	89%

NOTES:

- Excludes 'Don't know' responses
- CF2. How would you rate your satisfaction with...
 - Library services n=220, 'Don't know responses' account for 48%
 - Digital library services n=108, 'Don't know responses' account for 74%
 - Library programs n=92, 'Don't know responses' account for 79%
 - Pool facilities n=213, 'Don't know responses' account for 50%
 - Public toilets n=287, 'Don't know responses' account for 31%
- CF3. In your opinion, what can be done to improve library services? n=117
- CF4. In your opinion, what can be done to improve pool facilities? n=156

Between demographics
Significantly higher
Significantly lower

Contact with Council



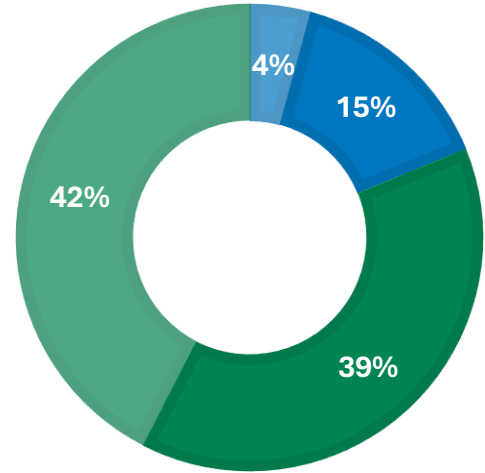
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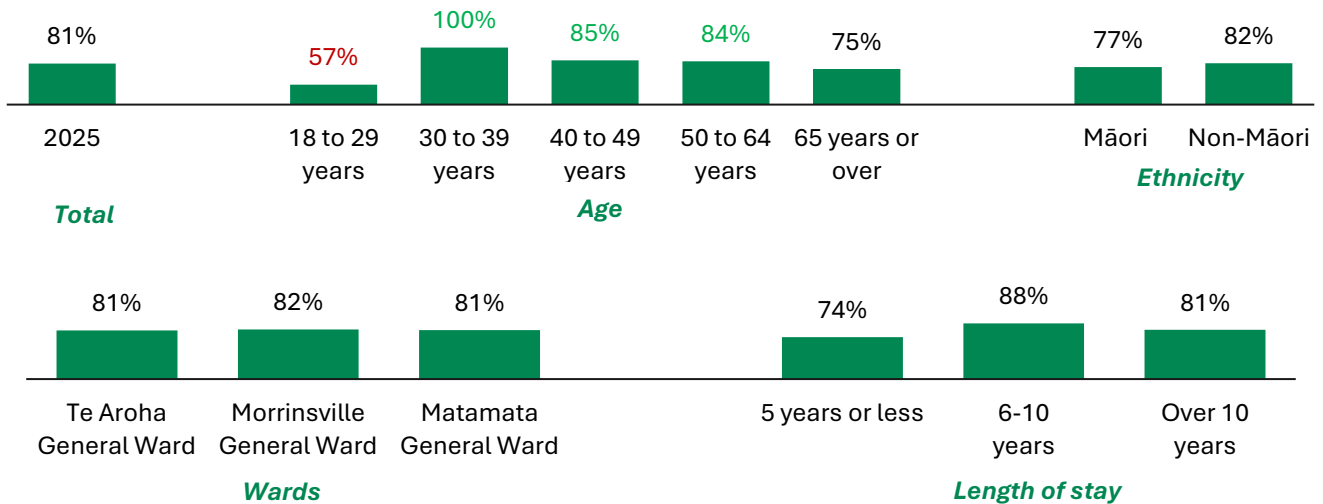
Overall satisfaction with enquiry handling

- Among residents who made a Council enquiry in the past twelve months (42%), satisfaction with the way their enquiry was handled is high at 81%.
- There is some discrepancy in satisfaction among different age groups. Respondents aged 18-29 years are significantly less satisfied than older respondents, in particular those aged 30-39 years (57% compared to 100%).
- Satisfaction is relatively consistent across all other demographic groups.



■ Very dissatisfied (1-2) ■ Dissatisfied (3-5)
■ Satisfied (6-8) ■ Very satisfied (9-10)

Satisfied (% 6-10)



- Feedback from residents who were dissatisfied with the handling of their enquiry highlights several key areas for improvement:
 - The most frequently cited concern, mentioned by 18% of respondents is a need to have *Increased communication and follow-ups* after their enquiry.
 - Additionally, 15% of respondents reported a need for *Better customer service* and a desire for the *Council to listen to residents that have contacted them with an enquiry*.
 - Another 15% asked to see *Faster response times and faster turnaround times*.
 - From these verbatim comments, it seems that the main concern is within the customer service, and that people want more communication with the Council.

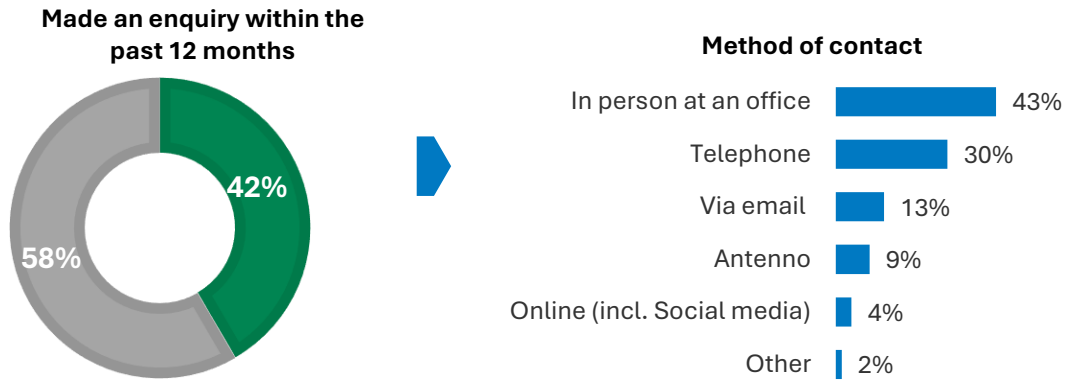
NOTES:

- INT3. How would you rate Council overall for how well they handled your enquiry? n=173
- Excludes 'Don't know' responses.
- 'Don't know responses' account for 0%
- INT4. In your opinion, what can be done to improve council's enquiry handling? n=88

Between demographics
■ Significantly higher
■ Significantly lower

Contact with Council

- *In person at an office* is the most prevalent way that respondents contact the Council with their enquiry (43%), closely followed by *Telephone* (30%).
- The Te Aroha Ward had the most enquiries in 2025 (52%) compared to other sub-groups.



% Made an enquiry	2025	18 to 29 years	30 to 39 years	40 to 49 years	50 to 64 years	65 years or over
Made an enquiry within the past 12 months	42%	19%	40%	40%	45%	54%
In person at an office	43%	20%	32%	41%	46%	51%
Via email	13%	38%	4%	11%	18%	8%
Online (incl. Social media)	4%	6%	-	12%	2%	5%
Telephone	30%	28%	48%	21%	26%	28%
Antenno	9%	8%	14%	16%	6%	7%
Other	2%	0%	2%	-	2%	2%

% Made an enquiry	Māori	Non-Māori	Te Aroha General Ward	Morrinsville General Ward	Matamata General Ward
Made an enquiry within the past 12 months	29%	44%	52%	31%	45%
In person at an office	26%	45%	44%	40%	43%
Via email	7%	13%	17%	6%	14%
Online (incl. Social media)	9%	4%	4%	4%	4%
Telephone	42%	28%	26%	38%	27%
Antenno	12%	9%	5%	12%	10%
Other	3%	1%	2%	-	2%

NOTES:

1. INT1. Have you made an enquiry about something with the Matamata-Piako District Council within the last twelve months? Yes n=173
2. INT2. Which best describes how you contacted the Council about this matter? Was it...? n=173
3. Excludes 'Don't know' responses.
4. 'Don't know responses' account for 0%

Between demographics
Significantly higher
Significantly lower

Communication and Engagement



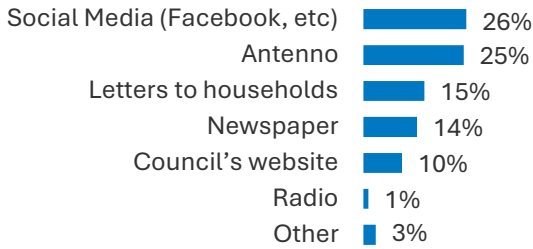
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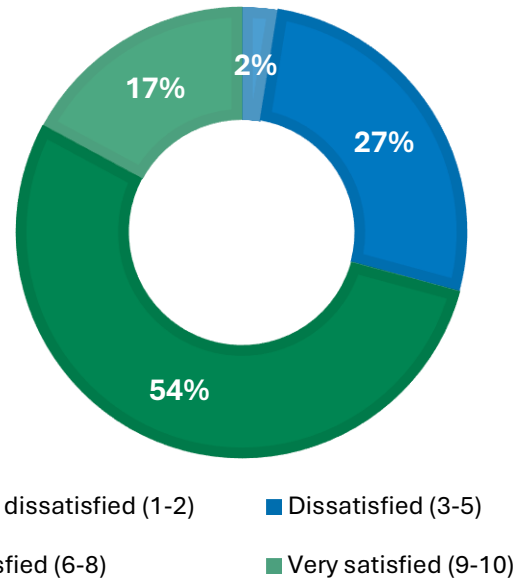
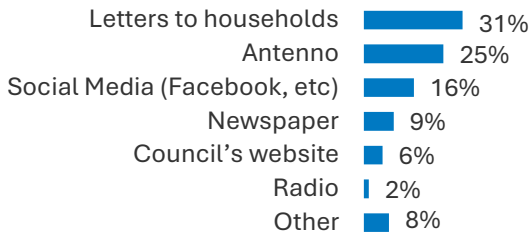
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Satisfaction with overall engagement and consultation with the community

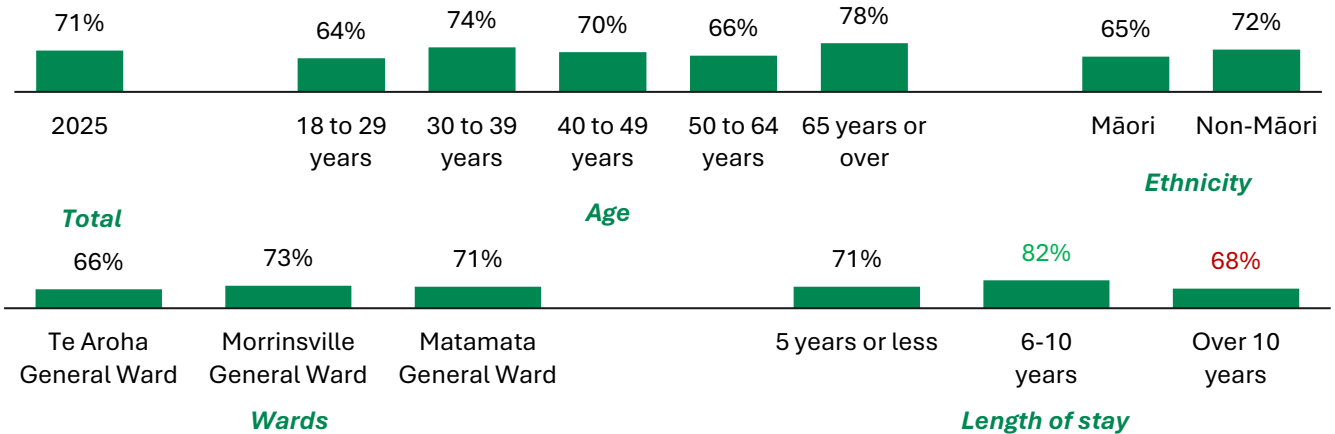
Most relied on channel



Preferred method of communication



Satisfied (% 6-10)



- Seven in ten respondents (70%) are satisfied with *Council's engagement and consultation with the community*. Results are relatively consistent across demographic groups.
- Resident feedback indicates several key areas where Council could strengthen its consultation and engagement:
 - The most prevalent concern, noted by 54% of respondents, was the need for *Improved communication, and greater engagement overall*.
 - Other suggestions include *The use of online communications, sending out emails, and a stronger use of social media and the Antenno app* (12%).
 - Additionally another 12% requested that the *Council be more visible in the community*, with other minimal suggestions being *Investing in analogue communication like newspapers, and letters in mailboxes* (10%), as well as *More advertisements of events* (8%).

NOTES:

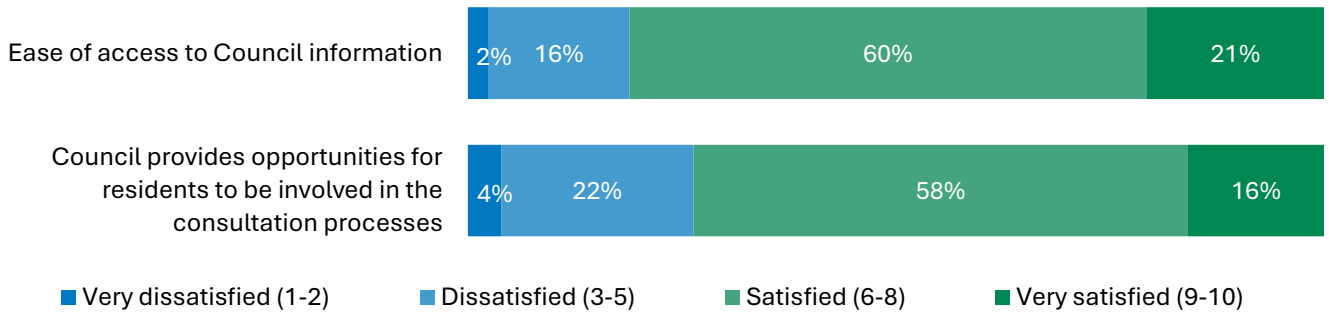
- CE1. Which of the following do you MOST rely on for information from the Council? n=417
- CE2. Which of the following is your MOST preferred channel for the Council to inform you? n=417
- CE5. Overall, how satisfied with Council's engagement and consultation with the community? n=368
- CE5. In your opinion, what can be done to improve council's engagement and consultation with the community? n=143
- Excludes 'Don't know' responses.
- 'Don't know responses' account for 11%

Between demographics

Significantly higher
Significantly lower

Satisfaction with communication and engagement

- Eight in ten respondents (81%) were satisfied by the *Ease of access to Council information when they needed it*.
- Ease of access to Council information* is relatively stable across all demographic groups, with the exception of age where the 30-39 age group have a significantly higher level of satisfaction (92%), compared to the 40-49 age group at 72%.
- In addition, satisfaction with *Council provides opportunities for residents to be involved in the consultation processes* reports discrepancies among age groups, with respondents aged 65 years or over the most satisfied (83%), and respondents aged 18-29 years the least satisfied at 65%.



% 6-10	2025	18 to 29 years	30 to 39 years	40 to 49 years	50 to 64 years	65 years or over
Ease of access to Council information	81%	75%	92%	72%	79%	85%
Council provides opportunities for residents to be involved in the consultation processes	74%	65%	72%	69%	72%	83%

% 6-10	Māori	Non-Māori	Te Aroha General Ward	Morrinsville General Ward	Matamata General Ward
Ease of access to Council information	78%	82%	83%	79%	81%
Council provides opportunities for residents to be involved in the consultation processes	68%	75%	77%	72%	73%

NOTES:

- CE3. How satisfied are you that you received or could find Council information when you needed it?
n=397
- CE4. How satisfied are you with Council for each of the following:
 - Ease of access to Council information n=378, 'Don't know responses' account for 9%
 - Council provides opportunities for residents to be involved in the consultation processes n=343, 'Don't know responses' account for 17%

Between demographics
Significantly higher
Significantly lower

Value for Money



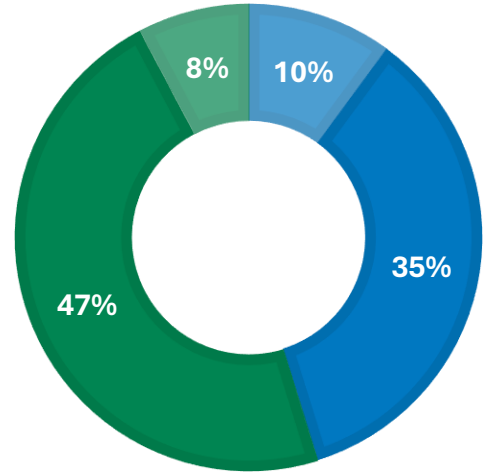
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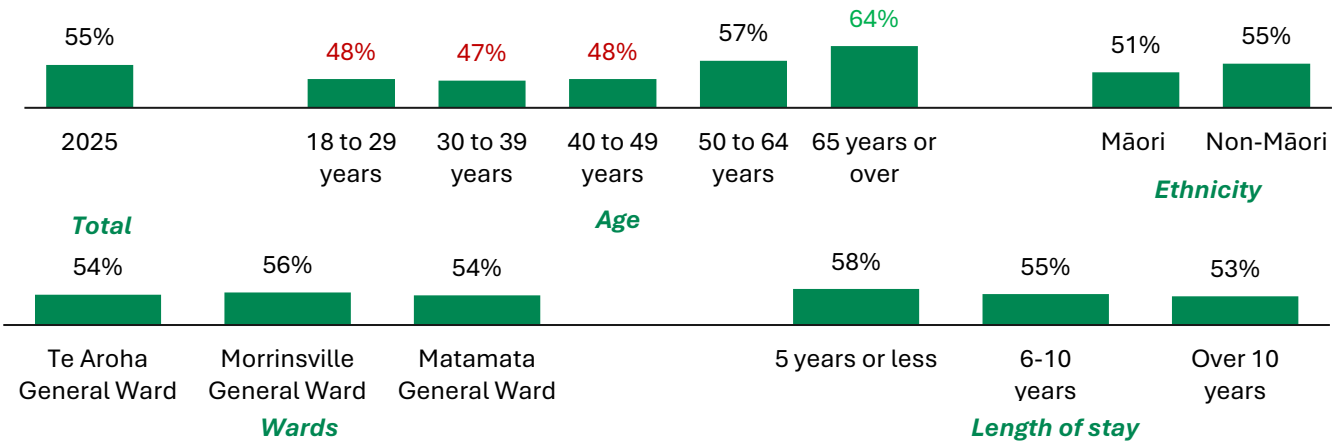
Overall satisfaction with value for money

- Overall, 55% of respondents are satisfied with how rates and fees are spent on services and facilities provided by Council, and the *Value for money received*.
- There is a significant difference in satisfaction across age groups. Residents aged 65 years and over report the highest satisfaction at 64%, in contrast to 30–39 year olds (47%) and 40–64 year olds (35%), who are significantly less satisfied.
- There is less variation by ethnicity, ward and length of residence, all of which are relatively consistent.



■ Very dissatisfied (1-2) ■ Dissatisfied (3-5)
■ Satisfied (6-8) ■ Very satisfied (9-10)

Satisfied (% 6-10)



- Resident comments highlight several areas of concern around the fairness and transparency of rates and service delivery:
 - The most commonly cited issue, raised by 47% of respondents, was that *Rates are too high or offer poor value*, particularly when residents feel they are paying for services they do not use.
 - In addition, 31% request that *Council does not waste money*, but instead *Focus on the core services*.
 - There are concerns in regard to *Infrastructure requiring upgrades and maintenance* (16%), in addition to *Maintenance of roading, footpaths and stormwater systems* (16%).
 - Lastly, 7% feel as though there is *No equal distribution across locations* and that *Some areas feel left out when compared to other ones*.

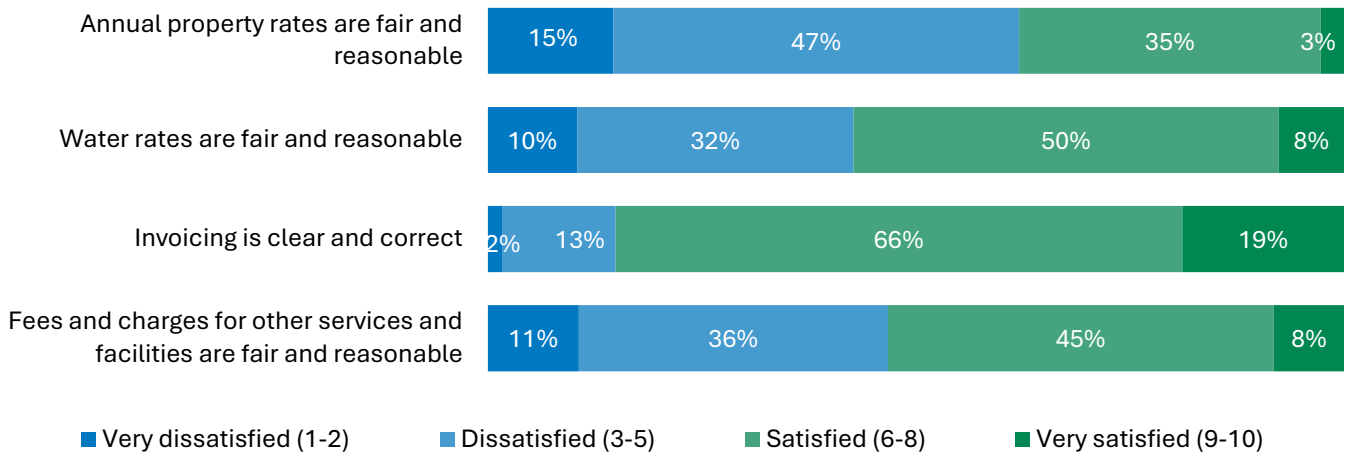
NOTES:

- VM3. Now, thinking about everything Matamata-Piako District Council has done over the last 12 months and what you have experienced of its services and facilities, how satisfied are you with how rates and fees are spent on services and facilities provided by Council, and the value for money you get for your rates? n=364
- VM4. If you are dissatisfied with the value for money offered (rated 1-5), can you tell us why you are not satisfied with the value for money? (Please provide as much detail as possible) n=105
- Excludes 'Don't know' responses.
- 'Don't know responses' account for 12%

Between demographics
■ Significantly higher
■ Significantly lower

Satisfaction with value for money

- Satisfaction that *Annual property rates are fair and reasonable* is relatively low, with only 38% of respondents being satisfied.
- Respondents aged 65 or over are more likely to be satisfied with aspects relating to *Value for money* when compared to other age groups.
- The Morrinsville General Ward has the highest satisfaction level of any ward regarding *Invoicing is clear and correct* (91%). In contrast, the Te Aroha General Ward has the lowest satisfaction level of 80%.



% 6-10	2025	18 to 29 years	30 to 39 years	40 to 49 years	50 to 64 years	65 years or over
Annual property rates are fair and reasonable	38%	40%	34%	28%	34%	46%
Water rates are fair and reasonable	57%	46%	56%	42%	64%	63%
Invoicing is clear and correct	85%	93%	84%	81%	83%	86%
Fees and charges for other services and facilities are fair and reasonable	53%	51%	49%	40%	50%	67%

% 6-10	Māori	Non-Māori	Te Aroha General Ward	Morrinsville General Ward	Matamata General Ward
Annual property rates are fair and reasonable	32%	39%	35%	42%	37%
Water rates are fair and reasonable	54%	58%	62%	55%	57%
Invoicing is clear and correct	84%	85%	80%	91%	83%
Fees and charges for other services and facilities are fair and reasonable	44%	55%	51%	54%	54%

NOTES:

1. VM2. How much do you agree or disagree with the following statements?
 - a. Annual property rates are fair and reasonable n=325 , 'Don't know responses' account for 3%
 - b. Water rates are fair and reasonable n= 242, 'Don't know responses' account for 28%
 - c. Invoicing is clear and correct n= 307, 'Don't know responses' account for 8%
 - d. Fees and charges for other services and facilities are fair and reasonable n=338 , 'Don't know responses' account for 18%

Between demographics
Significantly higher
Significantly lower

Drivers of satisfaction

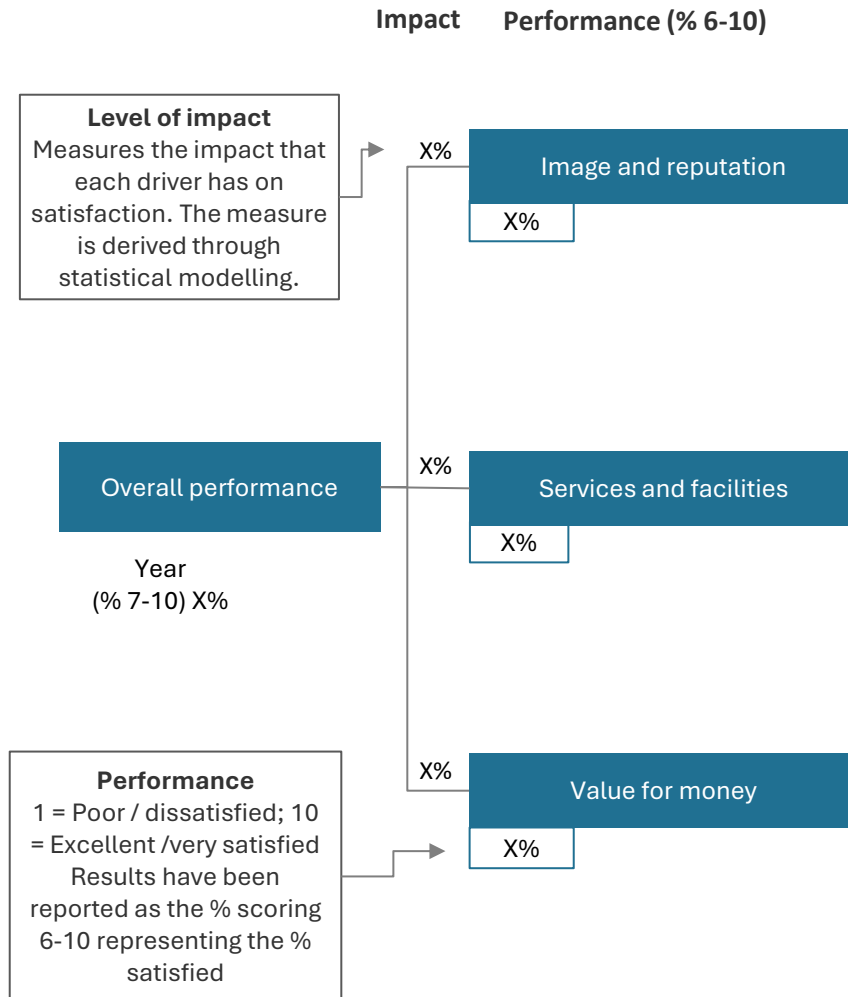


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Introduction to the CVM driver model

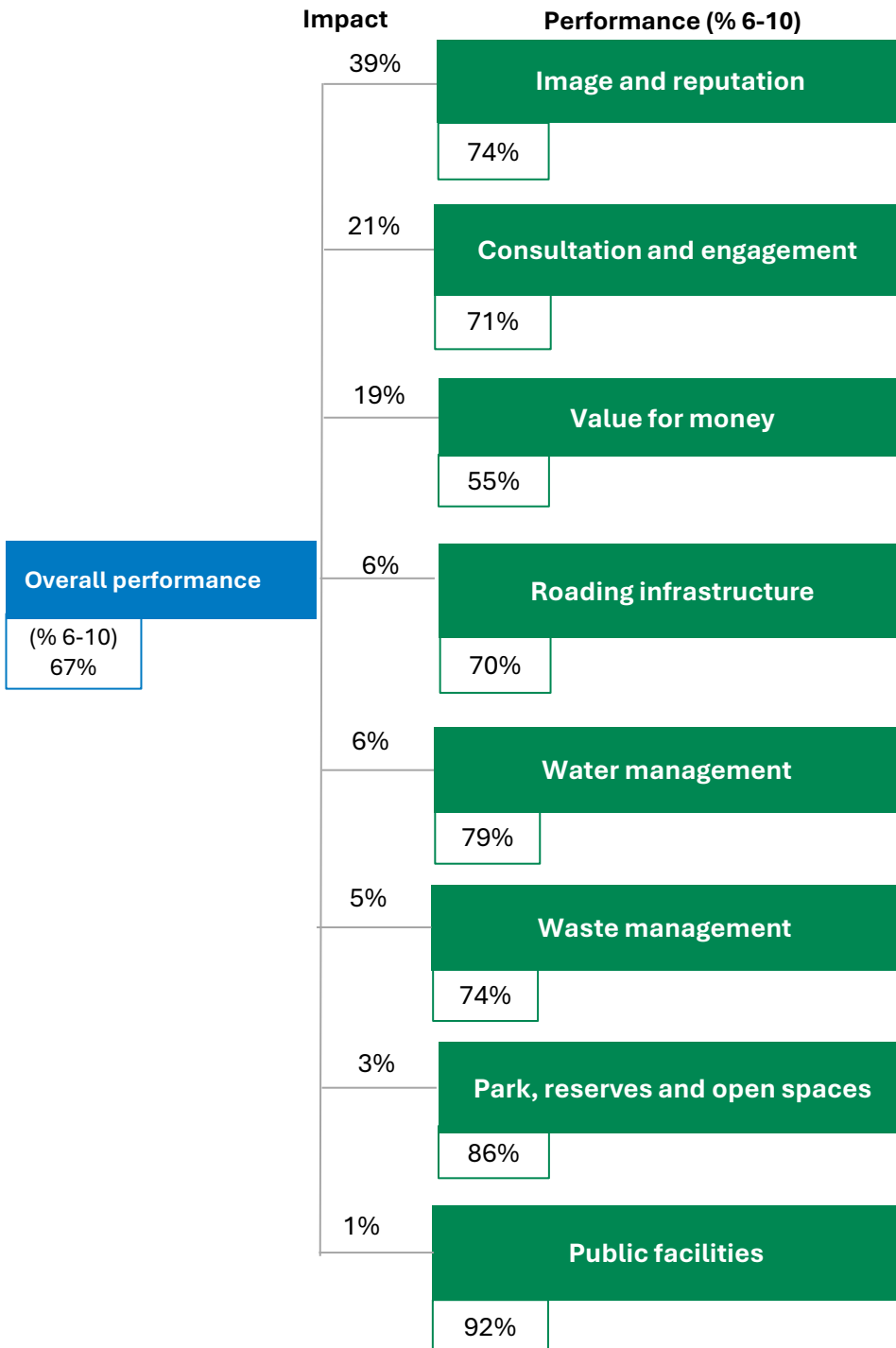


Overview of our driver model

- Residents are asked to rate their perceptions of Council's performance on the various elements that impact overall satisfaction. These processes must align with the customer facing services and processes to ensure they are actionable
- We use multiple regression analysis to identify how much different areas of services provided by Council impact overall perception. Impact scores represent how strong the connection is.
- For example, if impact score for one of the KPI's is 50%, it means that increasing residents' perception in this area by 4% will increase perception of Overall performance by 2%, given all other factors remain unchanged.

Drivers of Perceptions of Matamata-Piako District Council's Performance

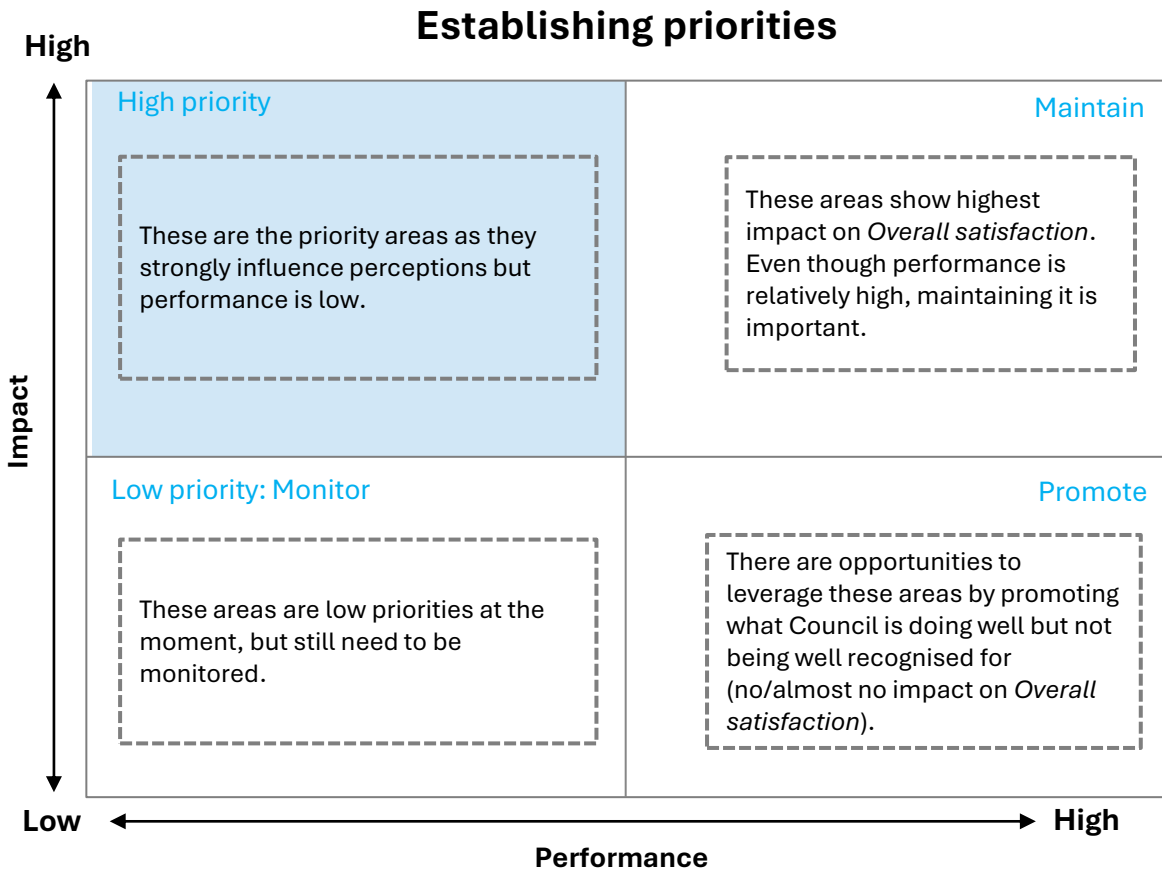
- *Image and reputation* and *Consultation and engagement* are the two key drivers of *Overall satisfaction with the Council*.



NOTES:

1. Excludes 'Don't know' responses

Establishing priorities - Matrix

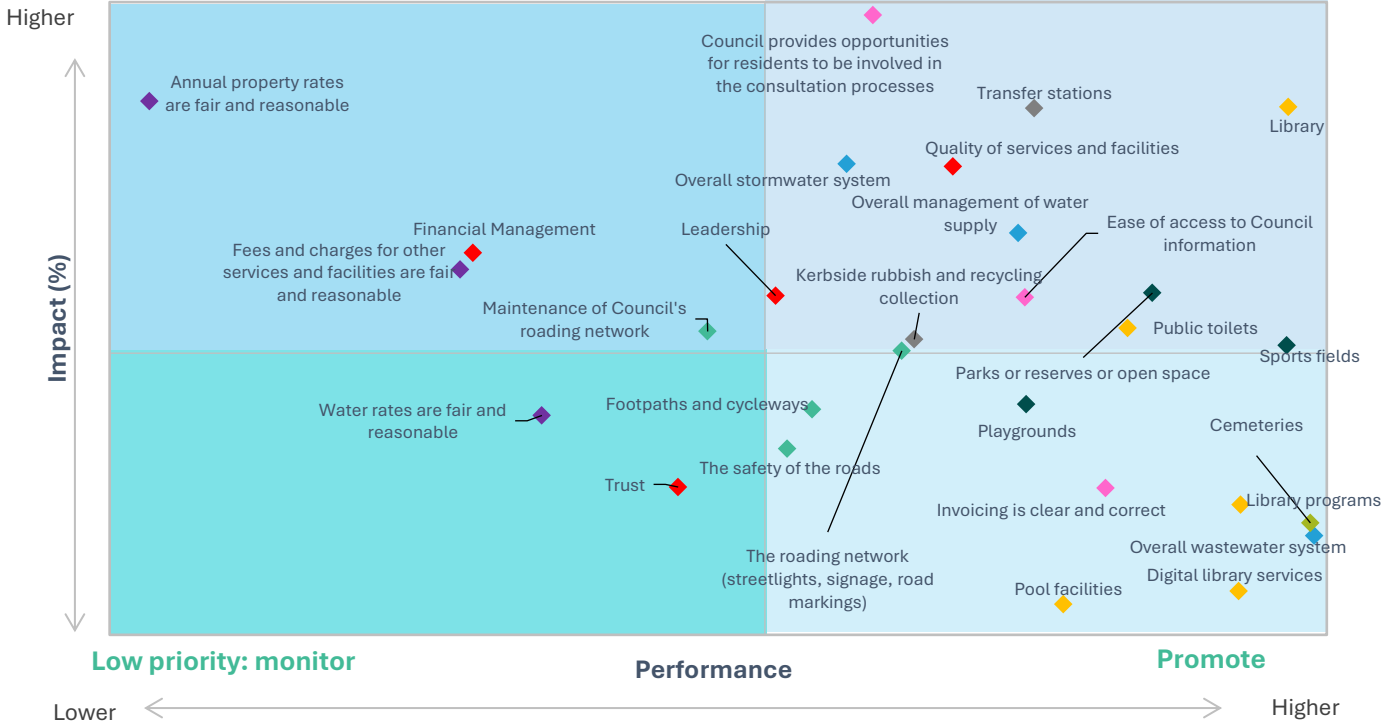


Opportunities and Priorities: Overall Measures

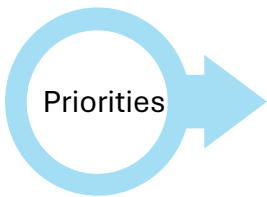
- ◆ Public facilities
- ◆ Image and reputation
- ◆ Roding infrastructure
- ◆ Water management
- ◆ Consultation and engagement
- ◆ Waste management
- ◆ Park, reserves, and open spaces
- ◆ Value for money

Priorities

Maintain



- Residents have identified a clear set of priorities for Council, with a strong emphasis on financial fairness and core infrastructure maintenance.
- The highest priority for residents is ensuring that *Annual property rates are fair and reasonable*. This reflects a consistent concern about value for money and affordability of rates across the district.
- *Financial management* is also a high priority. This highlights the importance of transparent, responsible use of public funds and a desire for accountability in spending decisions.
- *Maintenance of the roading network* is a key infrastructure concern. This reflects the essential role that roads play in daily life, particularly in rural and high-traffic areas.
- Additionally, residents prioritise efforts to *Keep roads and footpaths free from flooding*, signalling the importance of effective stormwater systems and climate resilience in maintaining safe and accessible public infrastructure.
- These findings show a strong expectation for the Council to focus on affordability, fairness, and core service reliability, with a particular emphasis on transparent financial practices and proactive asset management.



Understanding reputation

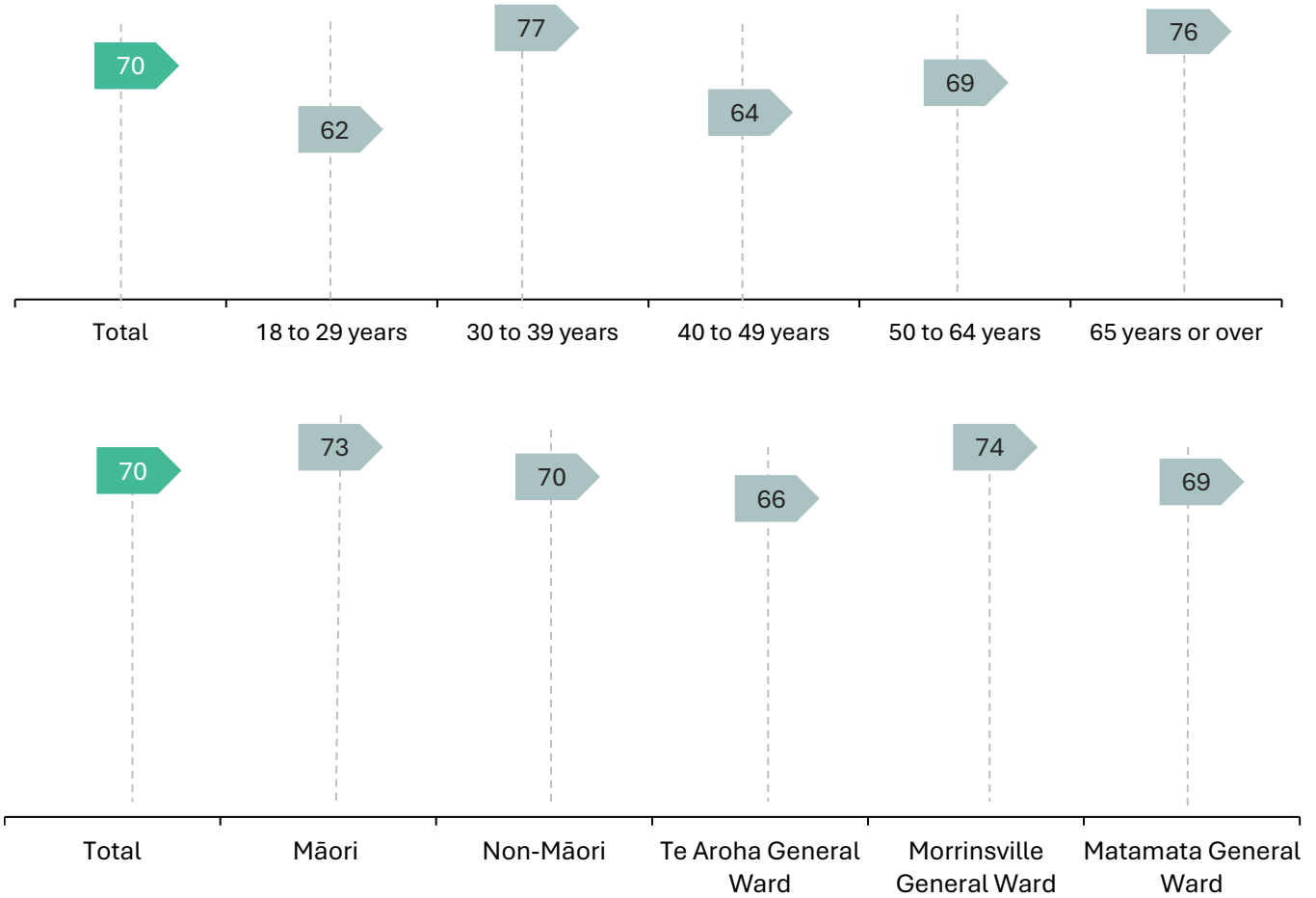


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Reputation Benchmark



- The reputation benchmark is calculated by rescaling the *Overall reputation* measure to a new scale between -50 and +150 to improve granularity of results.
- The benchmarking is conducted among different demographic groups to identify the communities that are least/most supportive of the Council.
- There are no demographic groups which fall into the 'Poor' range.
- Residents aged 30-39 years register the highest reputation benchmark (77), whilst other age groups report lower scores, 18-29 years at 62 and 40-49 years old at 64.
- Residents who are Māori (73) and those from the Morrinsville General Ward (74) record a benchmark within the 'Acceptable' range, the lowest reputation benchmark score belongs to Te Aroha General Ward (69).

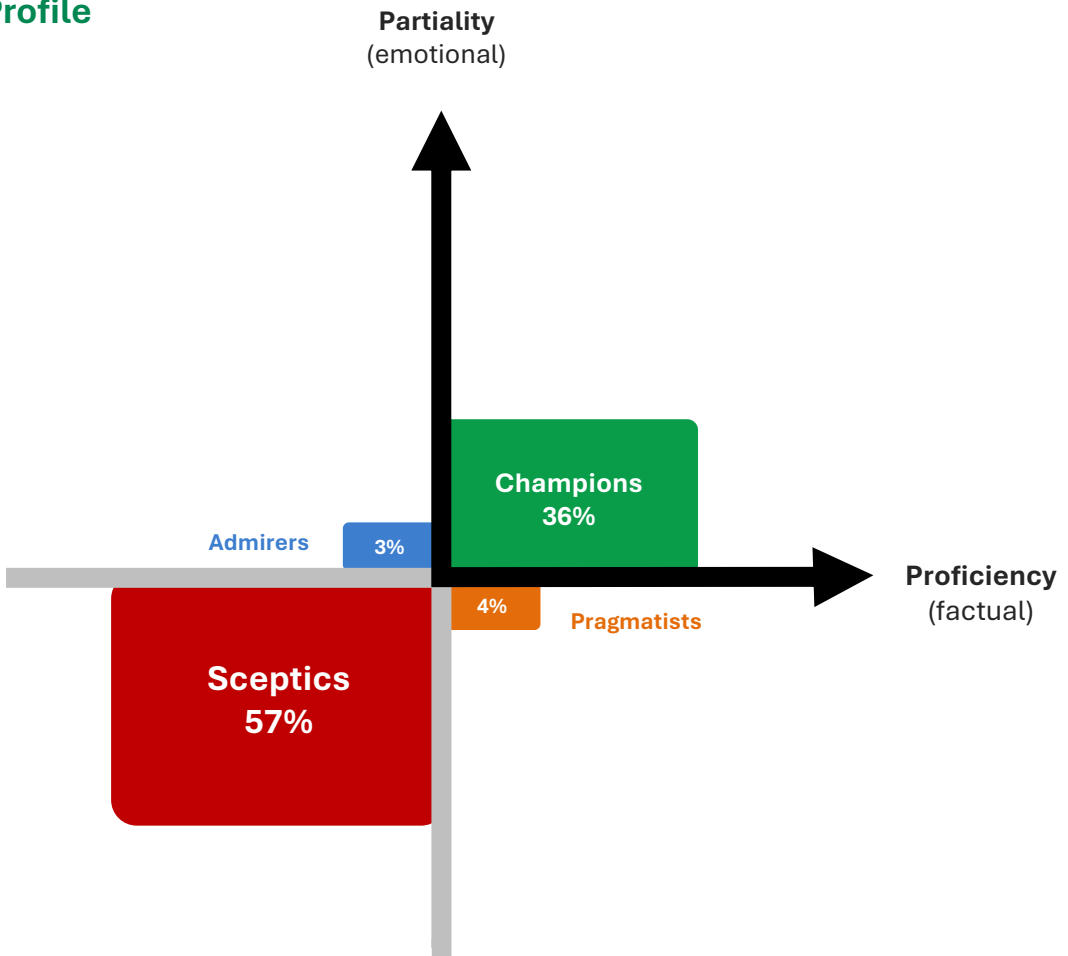
NOTES:

1. REP2_1: So, considering, leadership, trust, financial management and quality of services provided, how would you rate Matamata-Piako District Council for its overall reputation?
2. The benchmark is calculated by rescaling the overall reputation measure to a new scale between -50 and +150 to improve granularity for the purpose of benchmarking
3. Excludes 'Don't know' responses.

Key:

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

Reputation Profile



- ‘Admirers’ of the Council include residents that have a positive emotional connection to the Council but believe performance could be better.
- Those aged 65 years and overs (8%) are more likely than other demographic groups to be ‘Admirers’.

- Overall, 30% of residents were identified as ‘Champions’.
- ‘Champions’ of the Council include residents that view the Council as competent and have a positive emotional connection to the Council. Those aged 30 to 39 years (42%) are the most likely to be Council’s ‘Champions’.

- ‘Sceptics’ of the Council include residents that do not value or recognise the performance of the Council and have doubts or a lack of faith in the Council’s abilities.
- Residents aged between 18 and 29 years (67%) are more likely than other demographics to be ‘Sceptics’.

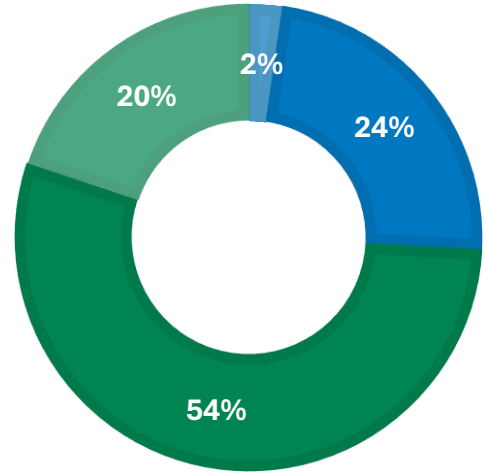
- ‘Pragmatists’ of the Council include residents that are more fact based and less emotional in their connection to the Council, they typically rate performance favourably but trust and leadership poorly.
- Those from the Matamata General Ward are more likely than other demographic groups to be ‘Pragmatists’ (7%).

NOTES:

1. REP1_1 leadership, REP1_2 trust, REP1_3 financial management, REP1_4 quality of deliverables, REP2_1 overall reputation
2. Excludes ‘Don’t know’ responses.

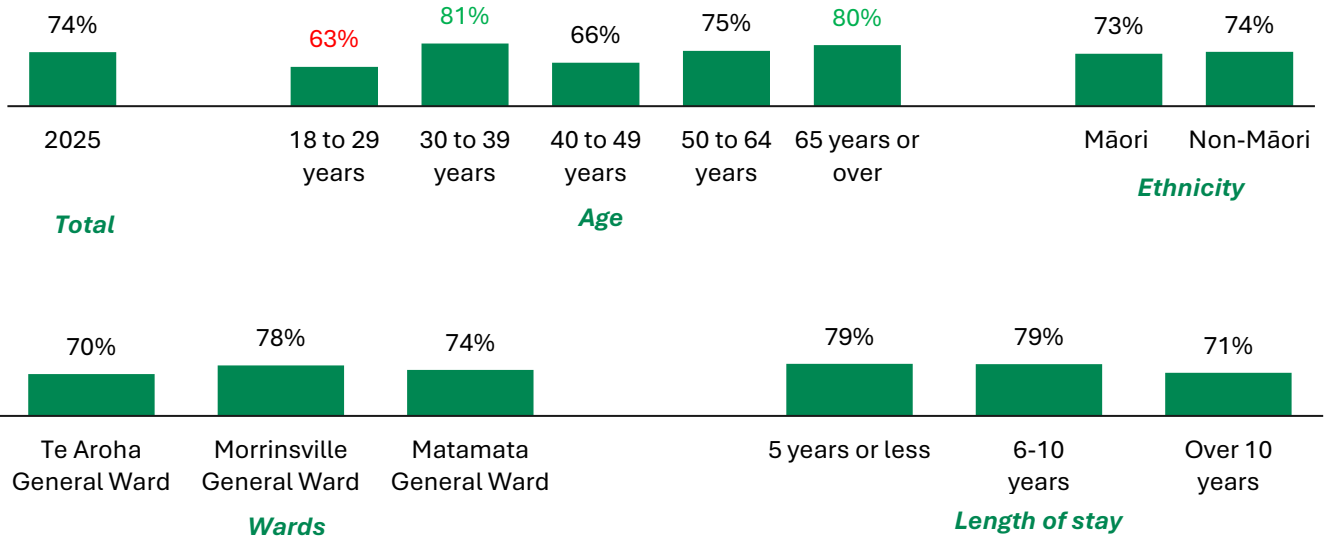
Overall satisfaction with reputation

- Overall, 74% of residents are satisfied with the Council's *Image and reputation*.
- Perceptions vary considerably by age. Those aged 30-39 years (81%), 50-64 years (75%), and 65 years or older (80%) tend to be more satisfied with Council's image and reputation when compared to those who are 18-29 years old (63%) who tend to be less satisfied. Respondents aged 40 to 49 years also report a low satisfaction score of 66%.



■ Very dissatisfied (1-2) ■ Dissatisfied (3-5)
■ Satisfied (6-8) ■ Very satisfied (9-10)

Satisfied (% 6-10)



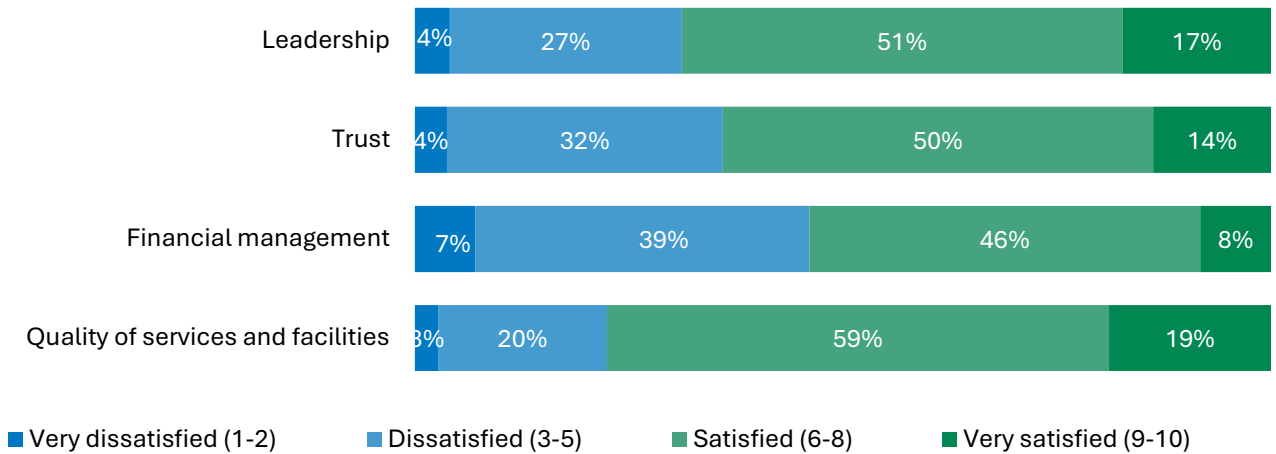
NOTES:

- REPS. So, everything considered, leadership, trust, financial management, and quality of services provided, how would you rate Matamata-Piako District Council for its OVERALL REPUTATION? n=389
- Excludes 'Don't know' responses.
- 'Don't know responses' account for 6%

Between demographics
■ Significantly higher
■ Significantly lower

Satisfaction with reputation

- *Quality of services and facilities* (78%) and *Leadership* (69%) are the two aspects related to *Reputation* which are rated the highest. This illustrates that residents' have a high level of confidence in the Leadership team, including both the Mayor and Councillors.
- *Financial management* is the lowest rated aspect, with just over one-half (54%) of residents satisfied.



% 6-10	2025	18 to 29 years	30 to 39 years	40 to 49 years	50 to 64 years	65 years or over
Leadership	69%	64%	80%	58%	66%	74%
Trust	64%	55%	73%	54%	61%	72%
Financial Management	54%	54%	57%	48%	45%	63%
Quality of services and facilities	78%	75%	78%	68%	75%	86%

% 6-10	Māori	Non-Māori	Te Aroha General Ward	Morrinsville General Ward	Matamata General Ward
Leadership	59%	70%	67%	70%	69%
Trust	58%	65%	60%	65%	65%
Financial Management	54%	54%	49%	58%	53%
Quality of services and facilities	73%	78%	77%	75%	80%

NOTES:

1. REP1. – REP4...

- Leadership n= 354, 'Don't know responses' account for 14%
- Trust n= 371, 'Don't know responses' account for 11%
- Financial management n= 303, 'Don't know responses' account for 26%
- Quality of services and facilities n=386, 'Don't know responses' account for 7%

Between demographics

Significantly higher
Significantly lower

Sample profile

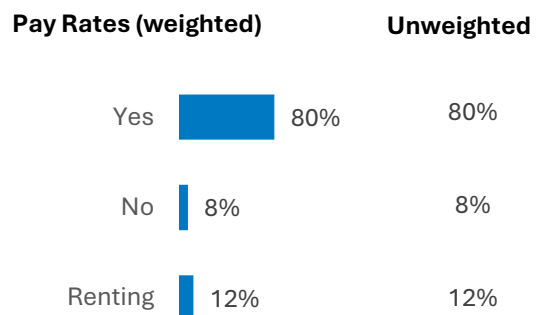
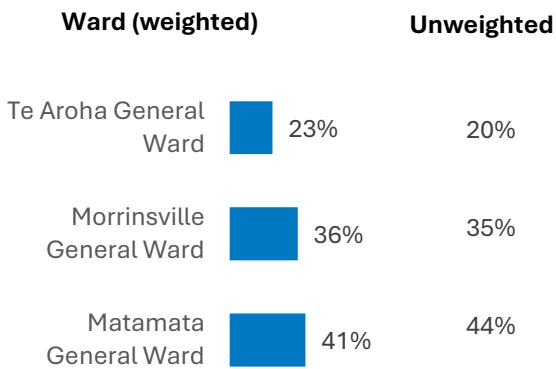
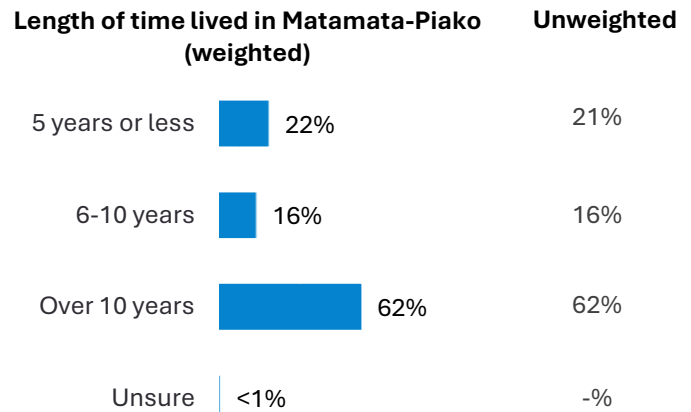
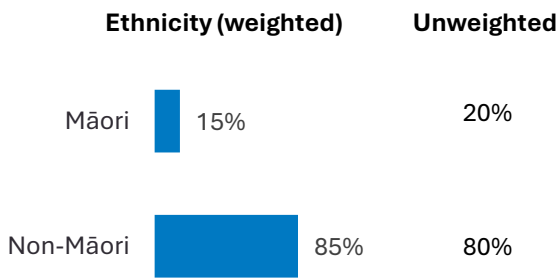
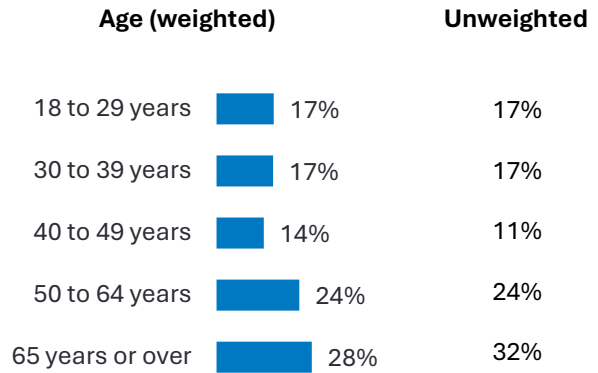
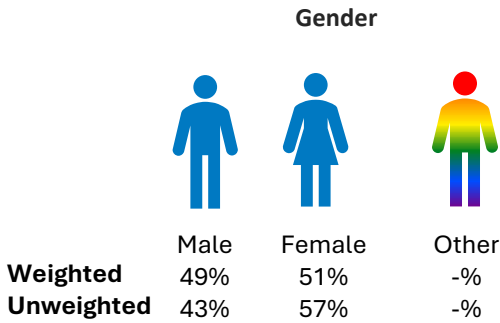


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Sample Profile



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