

2023 SURVEY OF RESIDENTS REPORT



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Background, Objectives and Method

Introduction

The Masterton District Council measures how satisfied residents are with the resources, facilities and services provided by Council, to assist Council prioritise improvement opportunities that will be valued by the community. Key Research has successfully completed the annual survey for Masterton District Council in 2020 and the comparisons with the previous study are illustrated in this report.

Research objectives

- Assess satisfaction among residents in relation to the services, facilities and other activities provided by Council.
- Determine changes in performance over time
- Assess Council performance on communication and community engagement with residents.
- Identify and prioritise opportunities for improvement that will be valued by residents.

Methodology

- A statistically robust survey conducted online and via postal survey with a sample of n=490 residents across the Masterton District area.
- Post data collection, the sample has been weighted so it is aligned with known population distributions for the Masterton District Council area, as per the Census 2018 results, based on age, gender and ethnicity.
- A total of 3,200 invitations were posted. At an aggregate level the sample has an expected 95% confidence interval (margin of error) of +/- 4.1%.
- Data collection took place between 20 Feb – 22 March (wave 1) and 3-31 May 2023 (wave 2).

Notes

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

Executive summary

1

Masterton District Council's overall performance has decreased over the past three years (from 52% in 2020 to 41% in 2023).

2

Value for money has the strongest impact (65%) on the overall perception of Council's performance, followed by *Reputation* at 24%, and *Services and facilities* at 12%. Each of these KPI's have significantly decreased satisfaction scores compared with the 2020 study.

3

Value for money presents an opportunity for improvement for Masterton District Council. Multiple suggestions and comments regarding rate increases and the current cost of rates were provided by residents. *Trust* and *Quality of services* as cornerstone attributes of *Reputation* are also areas for improvement.

4

Relative to the overall reputation score which declined by 8% points over the last three years, the number of Sceptics towards Council has increased. More than half of respondents are doubtful or mistrust the Council (51%).

5

Parks, reserves and open spaces and *Waste management* remain the highest rated facilities/services offered by the Council, with 74% and 69% levels of satisfaction respectively. These areas have minimal impact on the overall performance of the Council, but promotion could potentially help improve overall satisfaction with the Council.

6

Nearly half of all respondents are satisfied with Council staff (48%), which is significantly lower than in 2020. Urban residents evaluated this aspect significantly lower in 2023 (49%) compared to 2020 (59%).

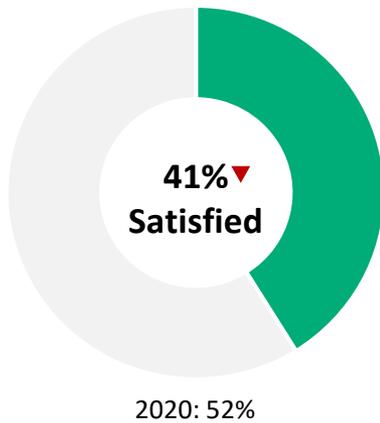
Performance Summary



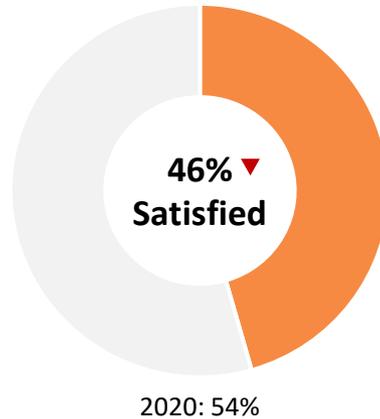
Key Findings

Overall Performance Summary (% 7-10) 2023 (2020 results are provided underneath for comparison)

Overall Satisfaction with Masterton District Council



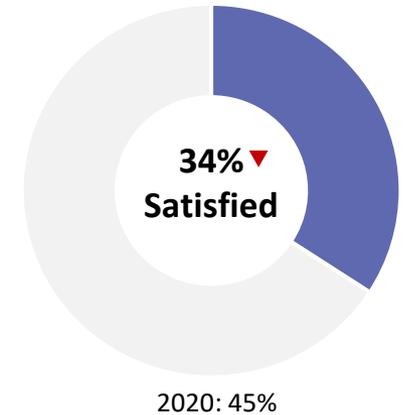
Satisfaction with Reputation



Satisfaction with Services and Facilities



Satisfaction with Value for Money

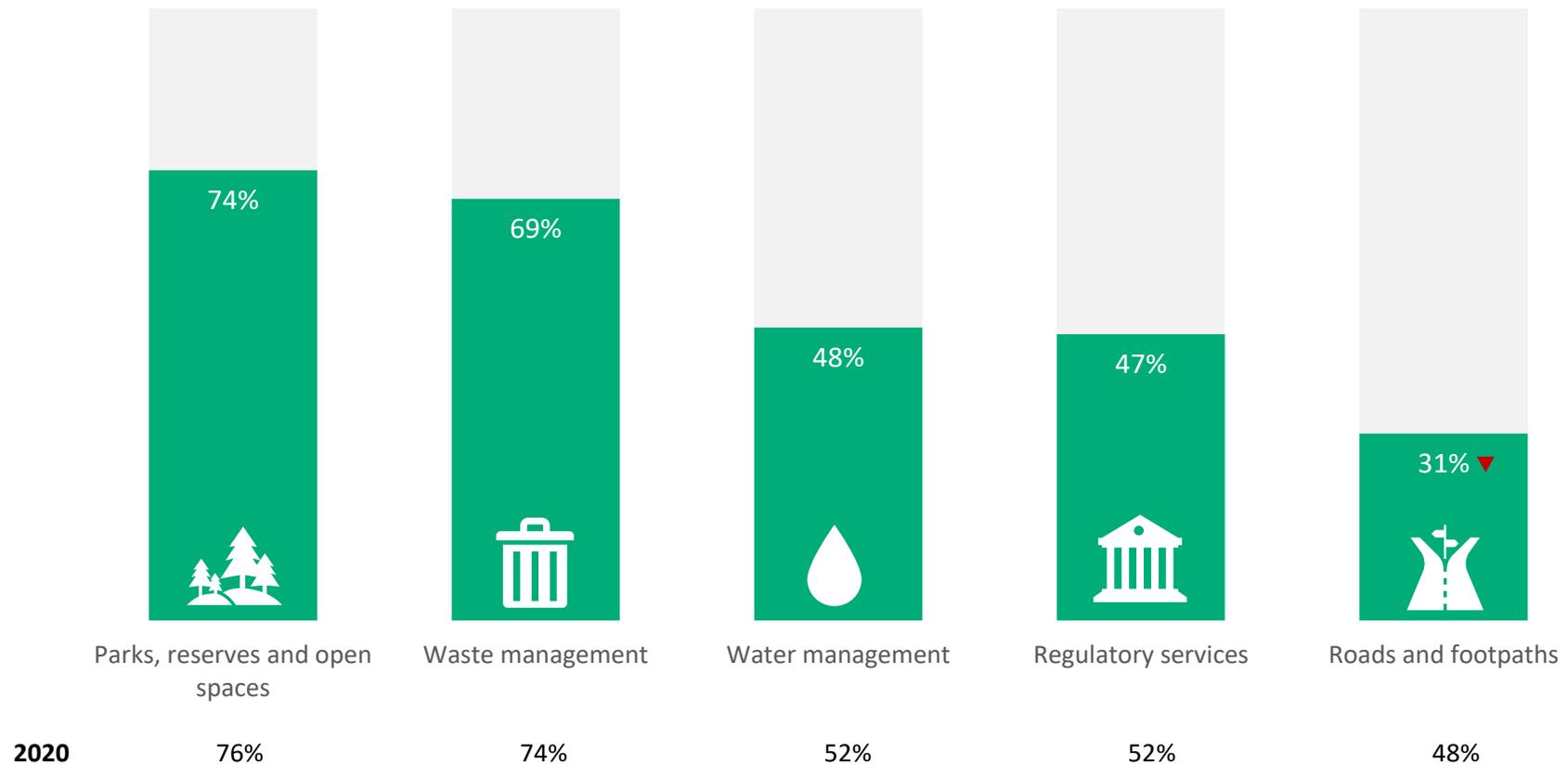


- NOTES:
1. Sample: 2023 n=490
 2. Excludes Don't know responses

Year-on-year	Between demographics
▲ Significantly higher	▲ Significantly higher
▼ Significantly lower	▼ Significantly lower

Key Findings

Satisfaction with Council services and facilities (% 7-10) 2023

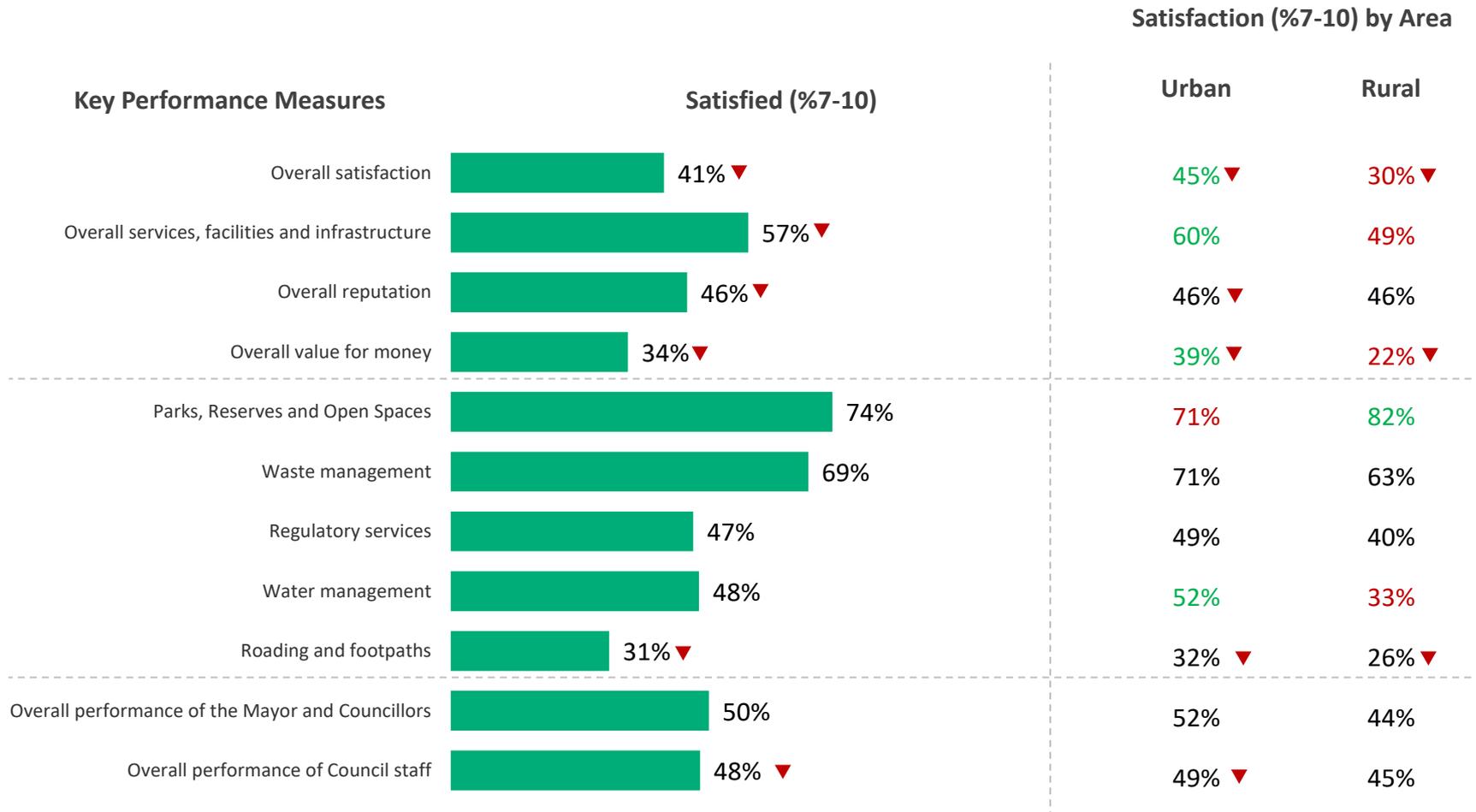


NOTES:
1. Sample: 2023 n=490
2. Excludes Don't know responses

Year-on-year
▲ Significantly higher
▼ Significantly lower

Between demographics
▲ Significantly higher
▼ Significantly lower

Overall Performance Summary (% 7-10)



NOTES:
1. Sample: 2023 n=490
2. Excludes Don't know responses

▲ Year-on-year Significantly higher
▼ Year-on-year Significantly lower
▲ Between demographics Significantly higher
▼ Between demographics Significantly lower

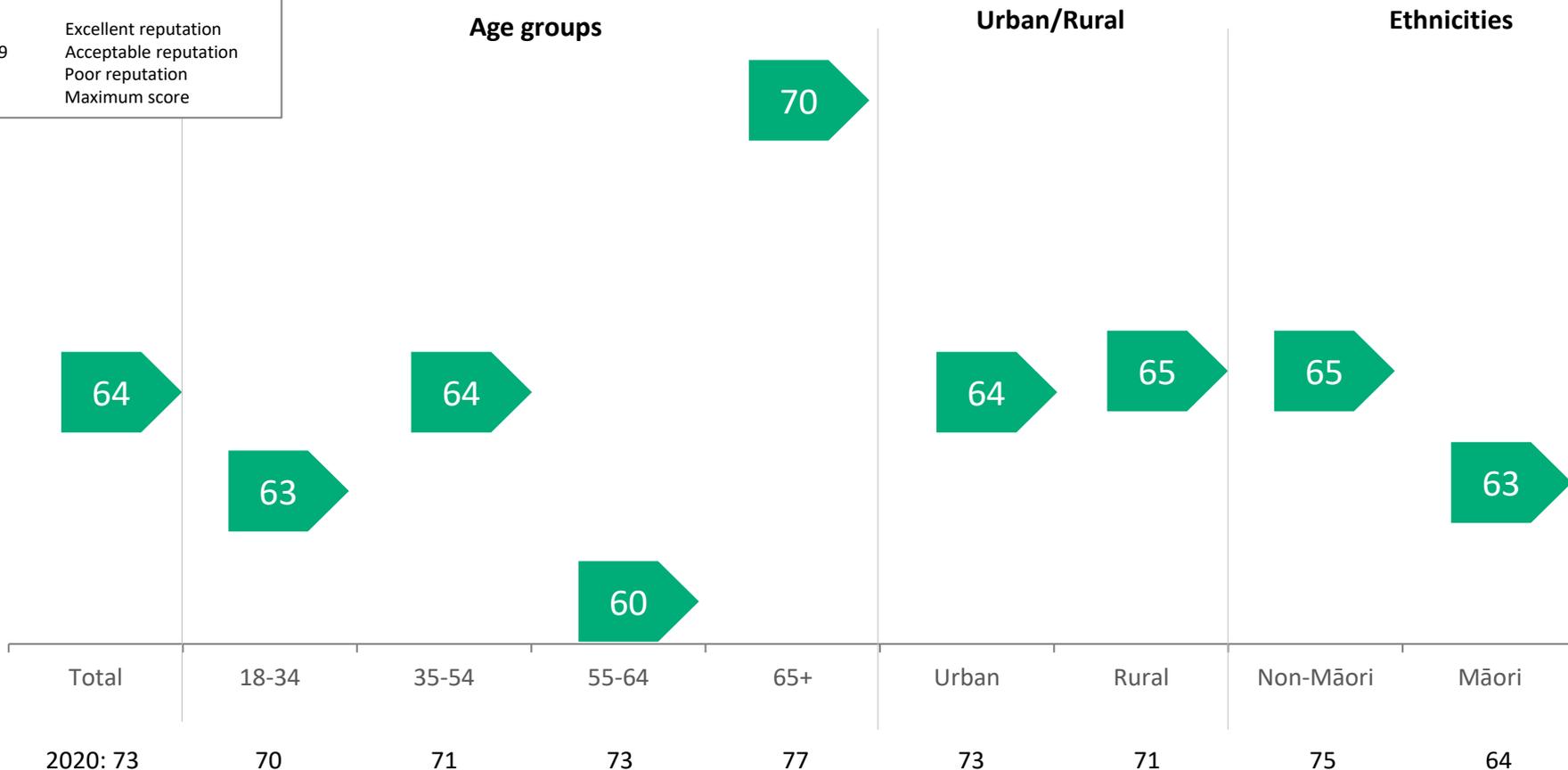
Understanding Reputation



The reputation benchmark score is still acceptable but lower than that of the 2020 study. Elderly residents (65+) are more likely to rate the Council’s reputation higher than younger residents.

Reputation benchmarks

Key:
 ≥80 Excellent reputation
 60-79 Acceptable reputation
 <60 Poor reputation
 150 Maximum score

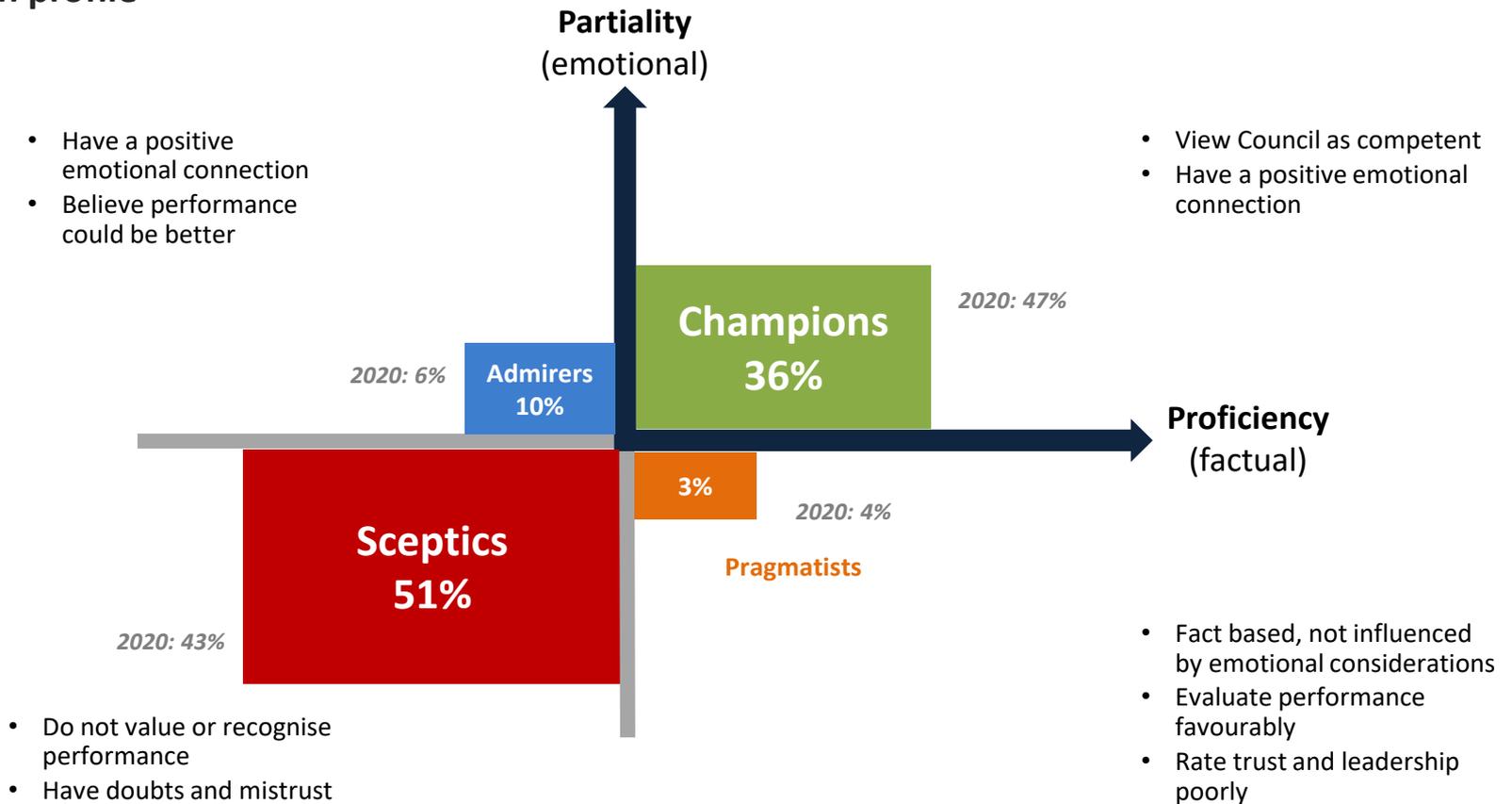


NOTES:

1. Sample: n=490
2. REP2. So, thinking about Masterton District Council in terms of leadership it provides for the district, the trust that you have in Council, their financial management and quality of services they provide, how would you rate the Council for its overall reputation?
3. The benchmark is calculated by re-scaling the overall reputation measure to a new scale between -50 and +150 to improve granularity for the purpose of benchmarking

Just over half of all respondents (51%) are termed *Sceptics* and rate the Council poorly for each aspect of reputation. This represents an increase from 43% of all respondents who were termed *Sceptics* in 2020.

Reputation profile

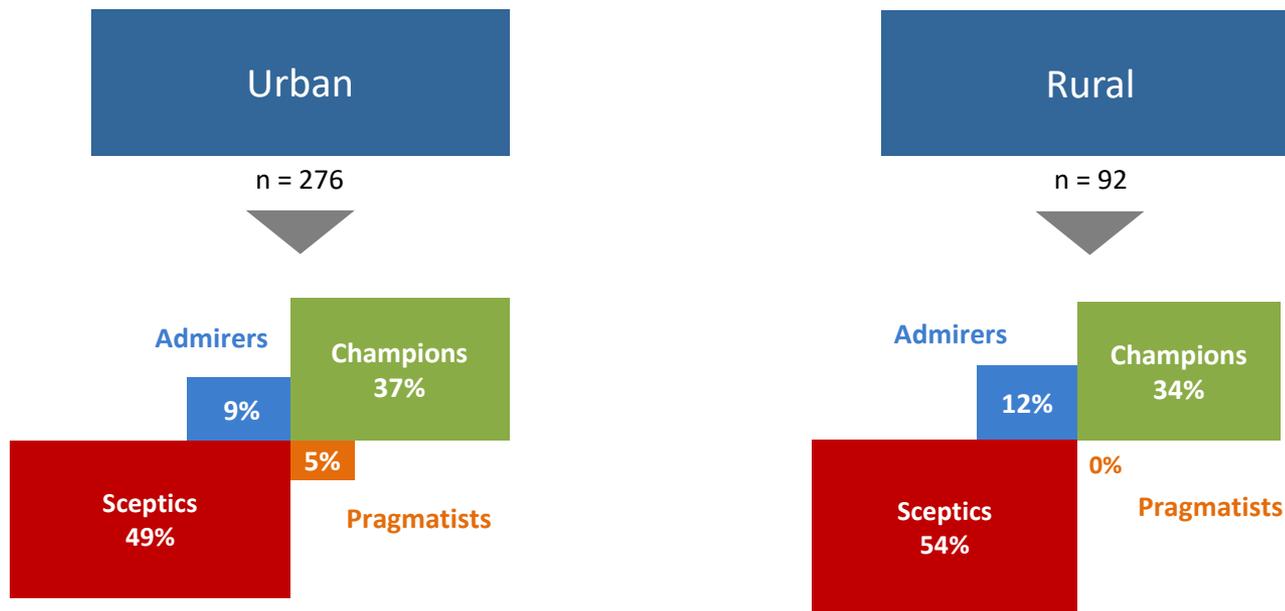


NOTES:

- Sample: 2023 n=368; Excludes 'don't know' responses to any of the reputation questions
- Segments have been determined using the results from a set of five overall level questions
- REP1_1: leadership, REP1_2: trust, REP1_3: financial management, REP1_4: quality of deliverables, REP2: overall reputation

Residents in rural areas are more likely to be ‘Sceptics’ than residents in urban areas. They are also less likely to be ‘Pragmatists’.

Reputation profile



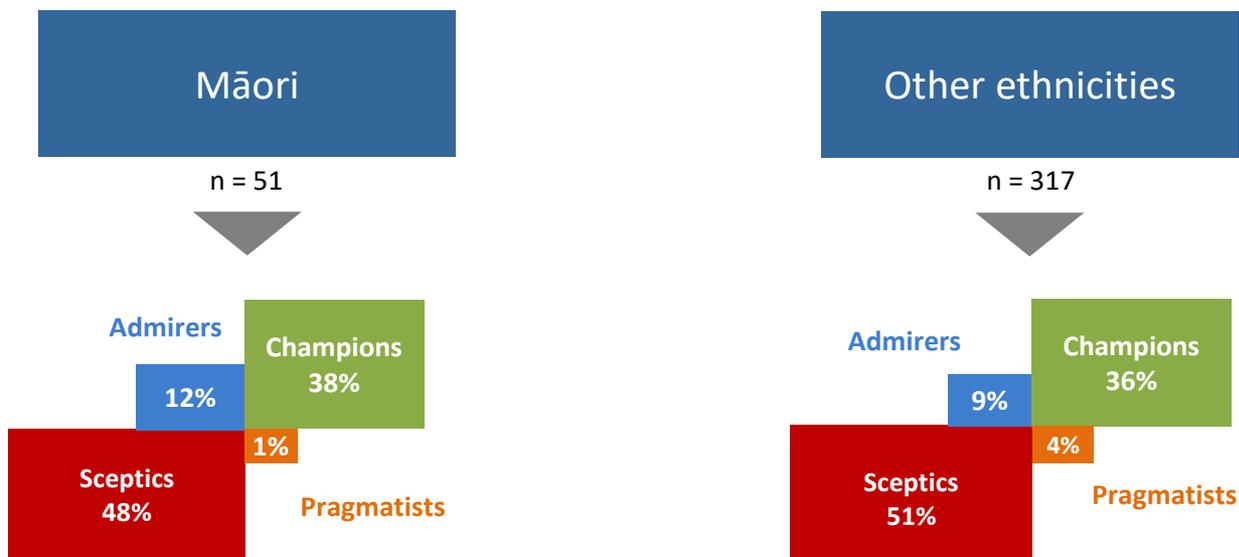
2020	n=336	n=145
Admirers	8%	2%
Champions	47%	47%
Pragmatists	3%	5%
Sceptics	42%	45%

NOTES:

1. Sample: 2023 n=368; Excludes 'don't know' responses to any of the reputation questions
2. Segments have been determined using the results from a set of five overall level questions
3. REP1_1: leadership, REP1_2: trust, REP1_3: financial management, REP1_4: quality of deliverables, REP2: overall reputation

Māori are less likely to be ‘Sceptics’ (48%) compared to other ethnicities (51%). Admirers have increased significantly within Māori, from 4% in 2020, to 12% in 2023 as have Champions, from 28% in 2020, to 38% in 2023.

Reputation profile



2020

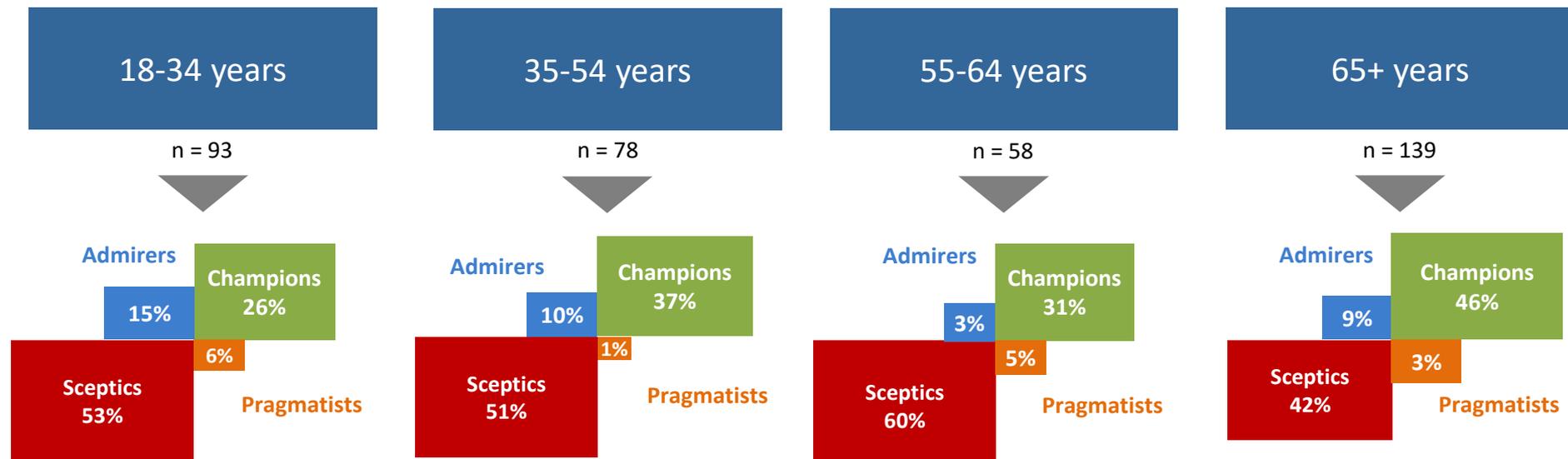
	Māori (n=31)	Other ethnicities (n=450)
Admirers	4%	7%
Champions	28%	51%
Pragmatists	5%	3%
Sceptics	62%	39%

NOTES:

1. Sample: 2023 n=368; Excludes 'don't know' responses to any of the reputation questions
2. Segments have been determined using the results from a set of five overall level questions
3. REP1_1: leadership, REP1_2: trust, REP1_3: financial management, REP1_4: quality of deliverables, REP2: overall reputation

Similar to the year 2020, the oldest age group (65+) are more likely to be ‘Champions,’ and less likely to be ‘Sceptics’ (42%) compared with other age groups.

Reputation profile



	2020	18-34years, n=43	35-54 years, n=86	55-64 years, n=112	65+ years, n=240
Admirers		6%	3%	8%	9%
Champions		45%	44%	43%	54%
Pragmatists		0%	4%	8%	4%
Sceptics		49%	49%	41%	33%

NOTES:

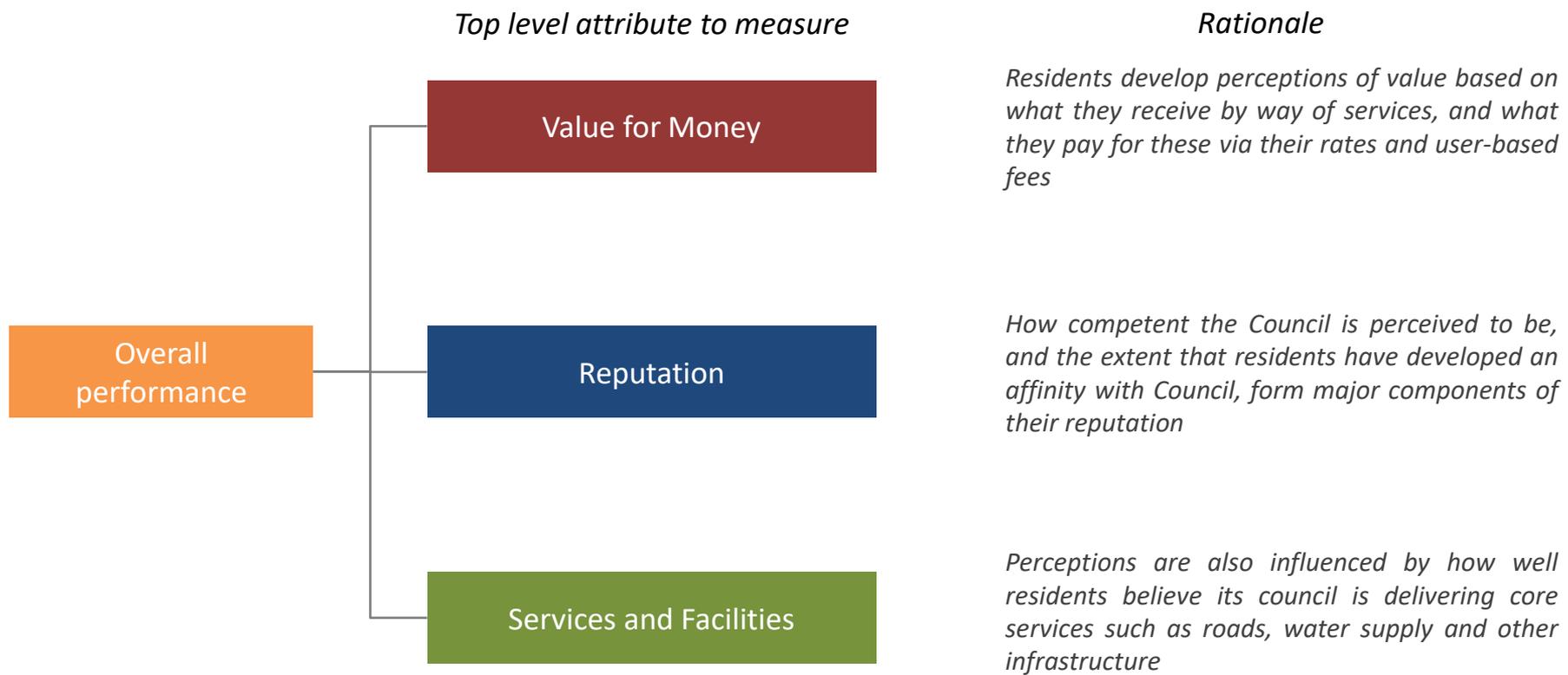
1. Sample: 2023 n=368; Excludes 'don't know' responses to any of the reputation questions
2. Segments have been determined using the results from a set of five overall level questions
3. REP1_1: leadership, REP1_2: trust, REP1_3: financial management, REP1_4: quality of deliverables, REP2: overall reputation

Drivers of Overall Satisfaction



The framework below determines how the various reputation, service and value elements impact residents' perceptions of the overall performance of Council.

Overview

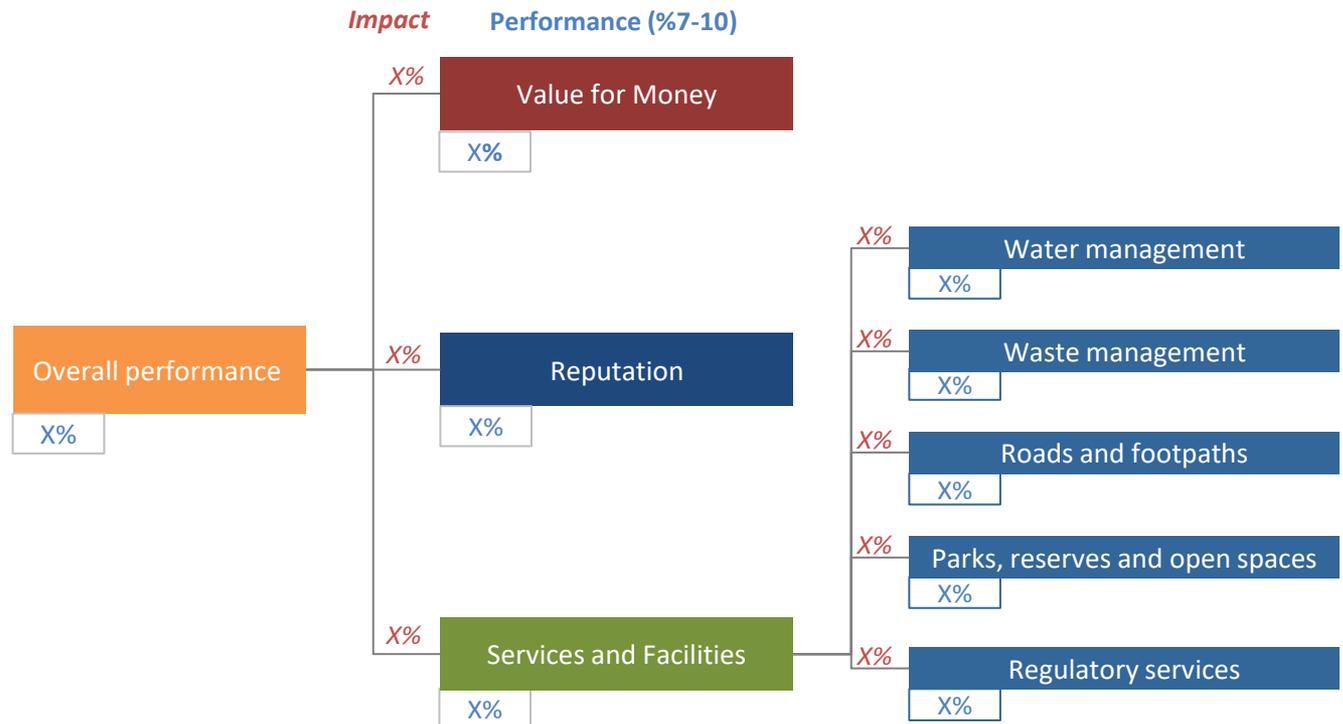


The Customer Value Management (CVM) model has been used to understand perceptions of Council, and as a mechanism for prioritising improvement opportunities

Introduction to the CVM driver model

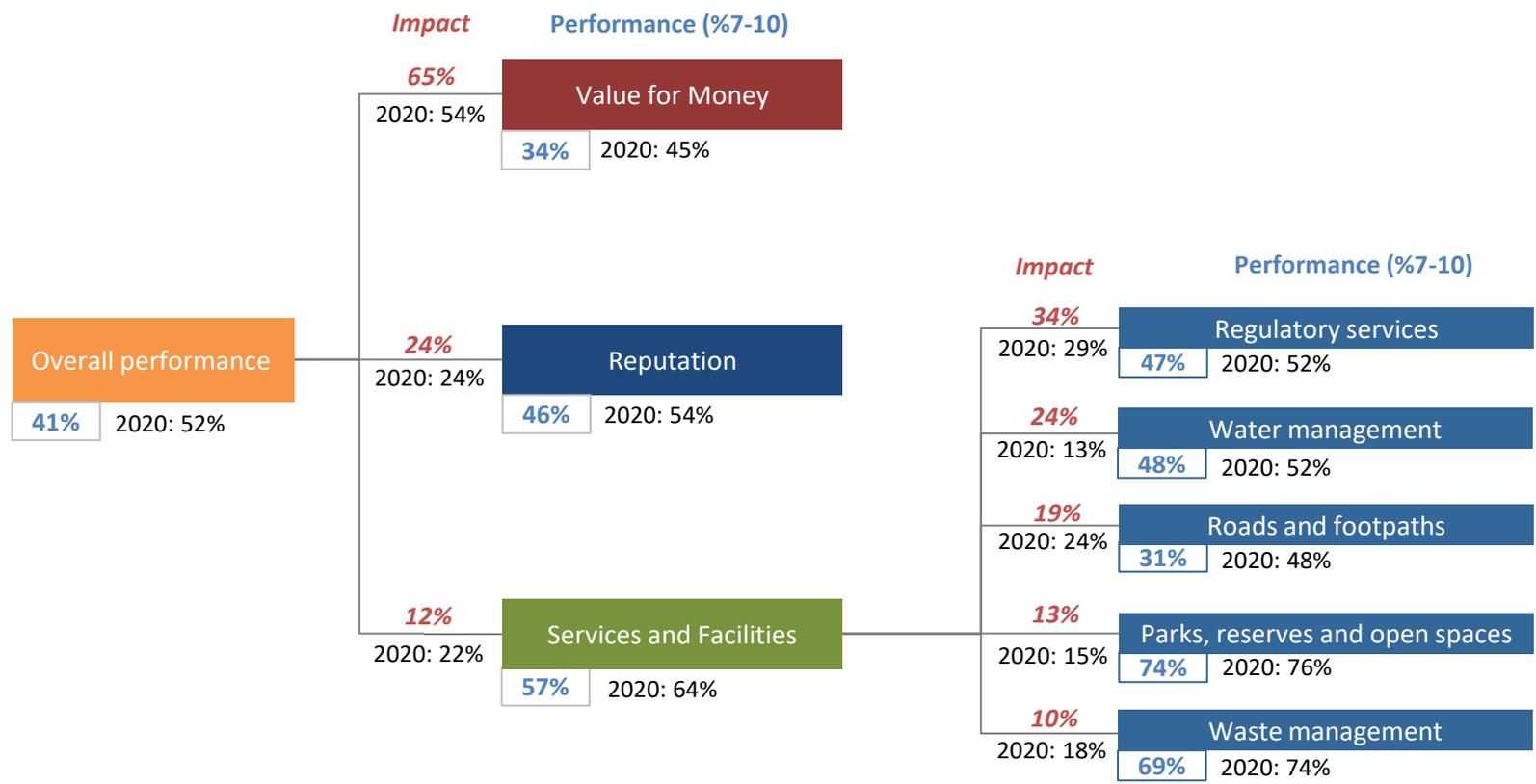
Overview of our driver model

- Residents are asked to rate their perceptions of Council's performance on the various elements that impact overall satisfaction with public services, facilities and activities that Council provides
- Rather than asking respondents what is important, we use statistics to derive the impact each element has on the overall perception of the Council's performance



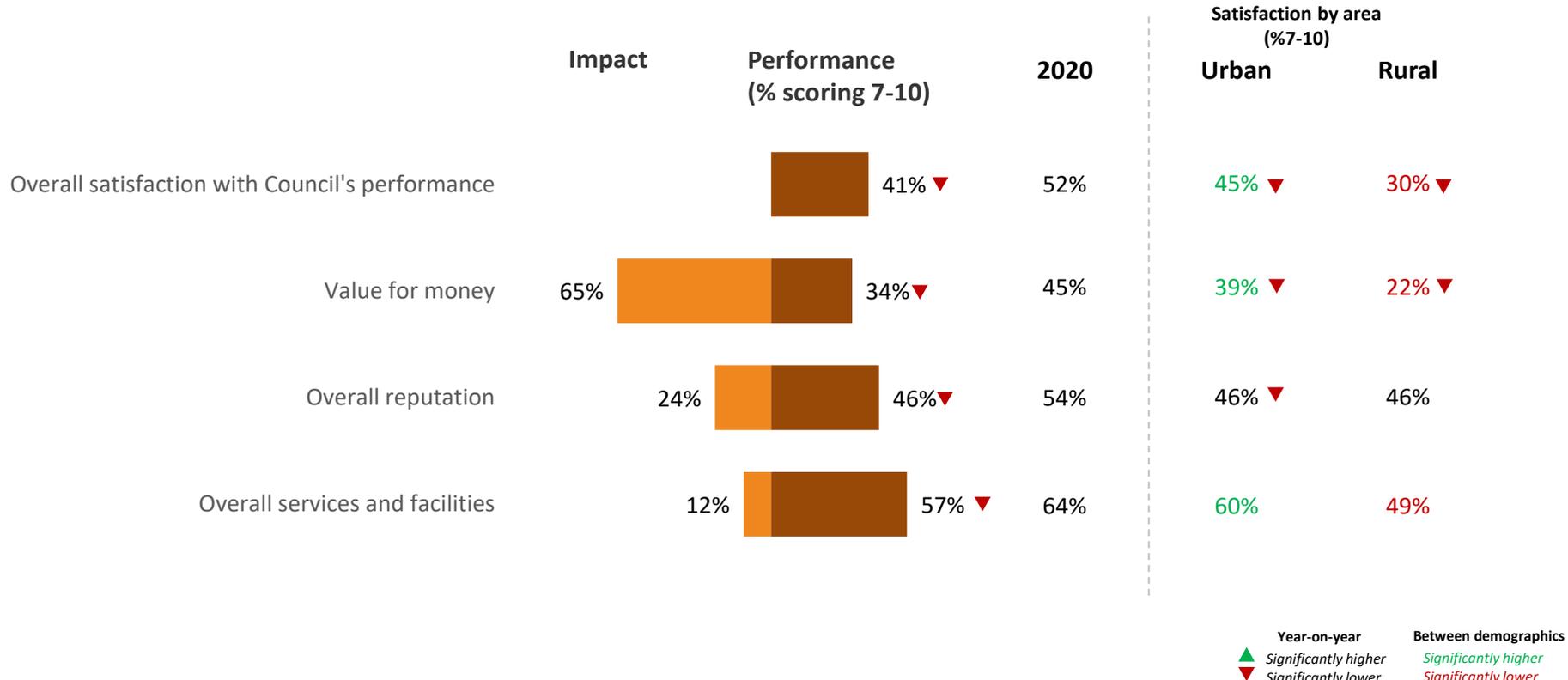
For the past three years, *Value for money* remains the strongest driver of the perception of the Council’s overall performance.

Drivers of Perceptions of Masterton District Council’s Performance



Value for money remains as an area needing improvement. This is the main driver for perceptions of Masterton District Council’s performance, yet it has the lowest satisfaction score among the other drivers of performance (34%).

Driver analysis: Overall level drivers 2023

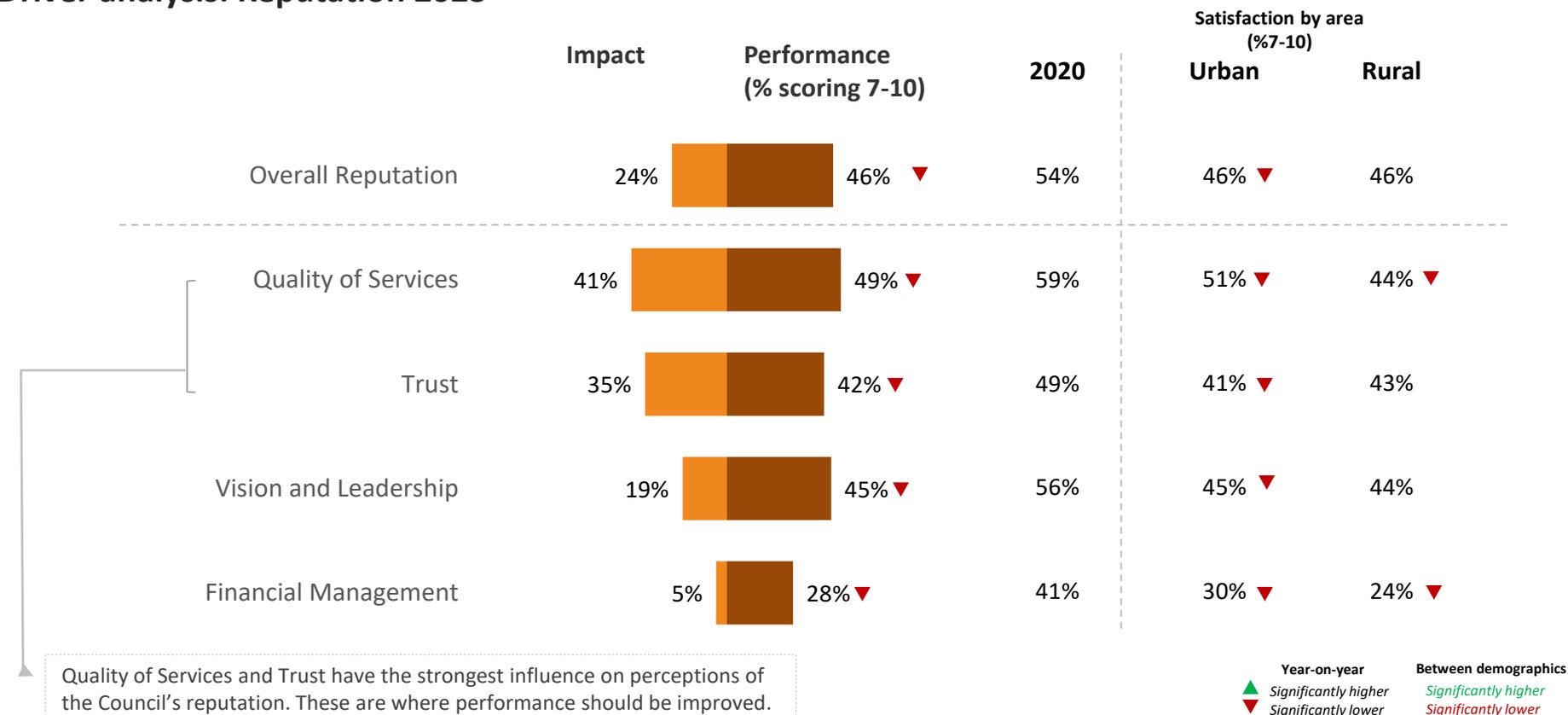


NOTES:

- Sample: n=460; Urban n=339, Rural n=121; Excludes Don't knows
- OVS1. Considering all the services and infrastructure that the Masterton District Council provides, its leadership and the value you receive for the rates and fees that you pay. - everything considered, how would you rate your overall satisfaction with the Masterton District Council?
- OV1. Considering everything the Masterton District Council has done over the year and the services you receive, overall how satisfied are you that you receive good value for the money you spend in rates and other fees?
- REP2. So, thinking about Masterton District Council in terms of the leadership it provides for the district, the trust that you have in Council, their financial management and quality of services they provide, how would you rate the Council for its overall reputation?
- OVLFI5. When you think about all the facilities, infrastructure and services that the Masterton District Council provides, how satisfied are you overall with these?

Quality of Services and *Trust* have the greatest impact on satisfaction for Council’s reputation. These, in addition to *Leadership* and *Financial Management*, have significantly decreased over the past three years.

Driver analysis: Reputation 2023

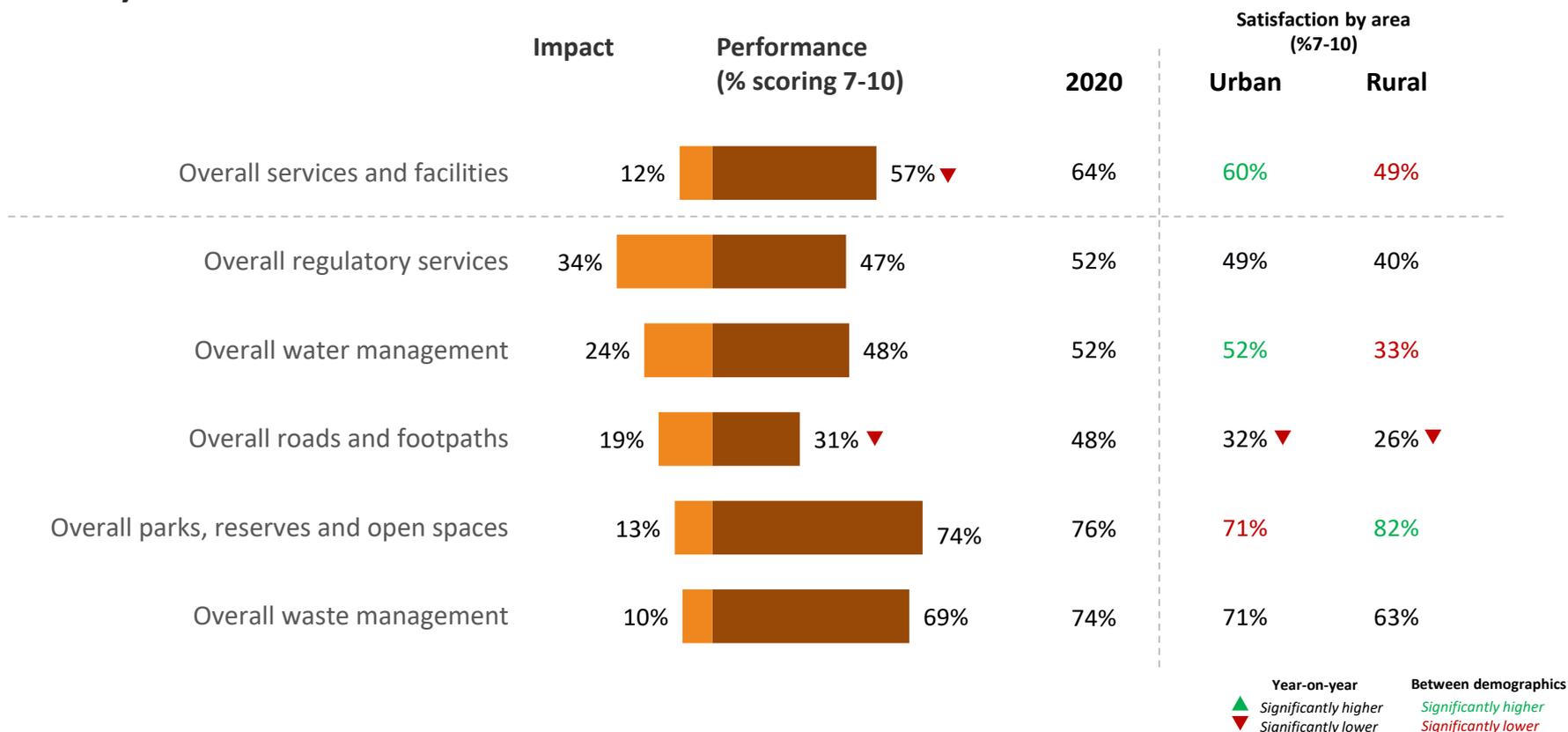


NOTES:

1. Sample: 2023 n=454; 2020 n=559; Excludes Don't knows
2. Urban n=334, Rural n=120;
2. REP2. So, thinking about Masterton District Council in terms of the leadership it provides for the district, the trust that you have in Council, their financial management and quality of services they provide, how would you rate the Council for its overall reputation?
3. REP1_3. Financial Management: That is how appropriately Council invests in the district, how wisely it spends and avoids waste, and its transparency around spending
4. REP1_2. Trust: That is Council being open and transparent, being able to rely on Council to act honestly and fairly and their ability to work in the best interests of the district
5. REP1_1. Vision and Leadership: That is being committed to creating a great district, how it promotes economic development, being in touch with the community and setting clear direction
6. REP1_4. Quality of Services: That is the quality of the services and facilities provided by Masterton District Council

Council's *regulatory services* have the strongest impact on resident's perception of *overall services and facilities*, while *waste management* has the least impact.

Driver analysis: Services and Facilities 2023

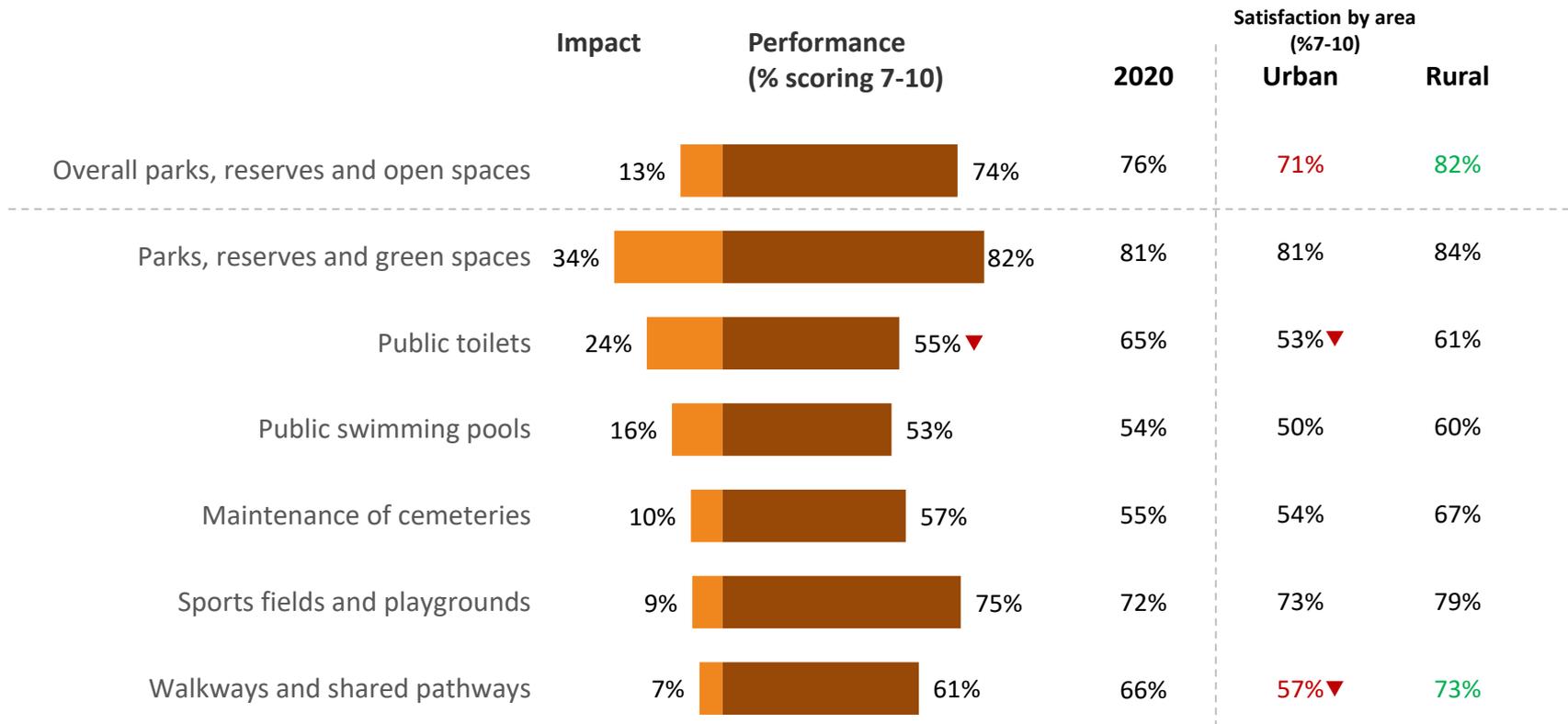


NOTES:

1. Sample: 2023 n=488; 2020 n=562; Excludes Don't knows
2. Urban n=358, Rural n=130;
3. OVLFI5: When you think about all the facilities, infrastructure and services that the Masterton District Council provides, how satisfied are you overall with these?
4. RM1_6: Everything considered, how satisfied are you with the regulatory services that Council provides?
5. ID1_7: Everything considered, how satisfied are you with the roading-related infrastructure and how this is maintained?
6. RD1_6: Everything considered, how satisfied are you with the rubbish disposal services provided by the Masterton District Council?
7. PRO2_7: Everything considered, how satisfied are you with the District's parks, reserves and open spaces including how these are managed and maintained?
8. IW1_4: Everything considered, how satisfied are you with the way the Masterton District Council manages the district's water-related infrastructure?

Overall parks, reserves and open spaces have a low impact on the overall perception of the council's performance. However, they also have a high satisfaction score of 74%, with rural residents being the most satisfied at 82%.

Driver analysis: Services and Facilities – Parks, reserves and open spaces 2023



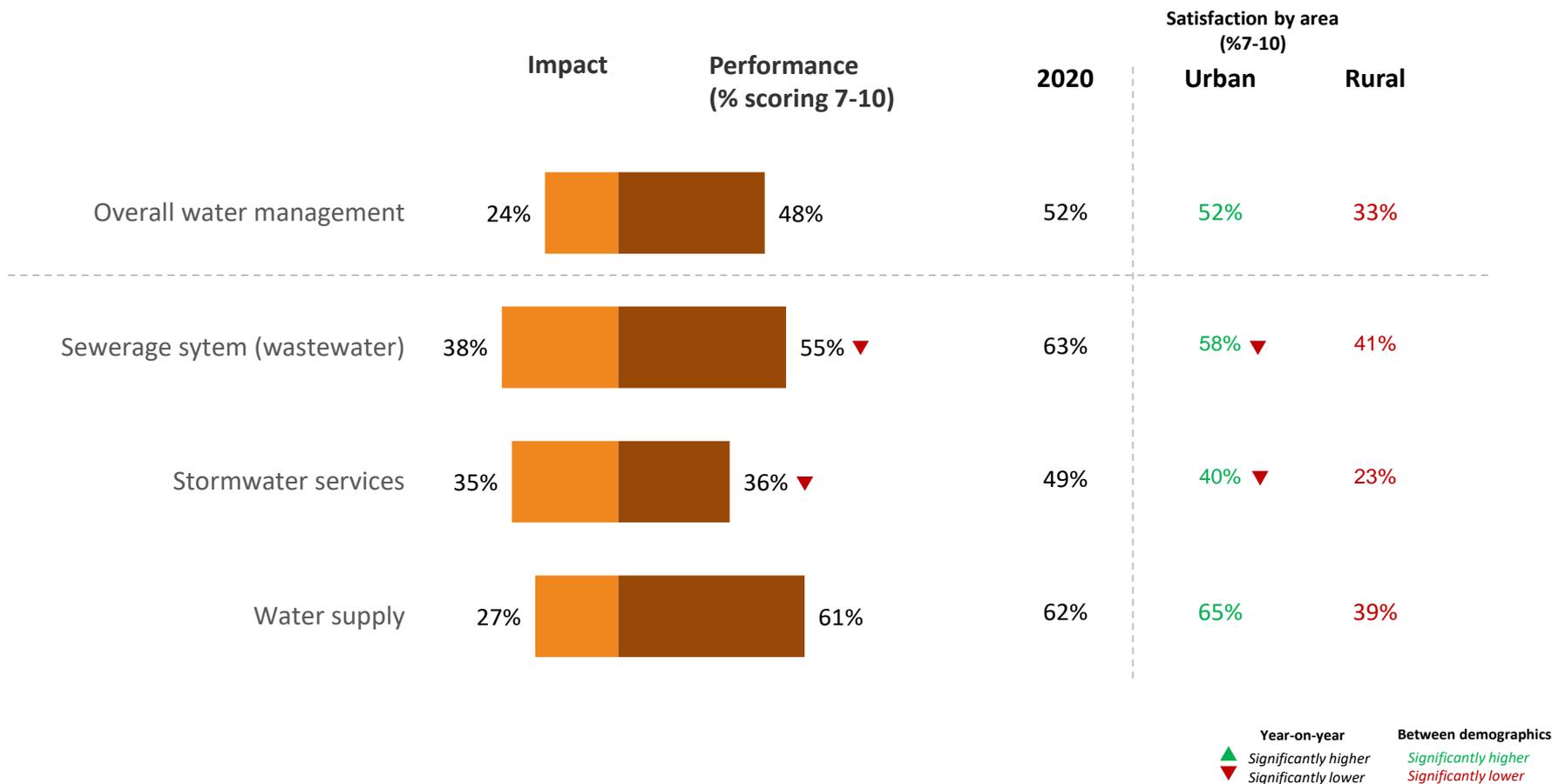
▲ Year-on-year Significantly higher
▼ Year-on-year Significantly lower
▲ Between demographics Significantly higher
▼ Between demographics Significantly lower

NOTES:

1. Sample: 2023 n=470; 2020 n=541; Excludes Don't knows
2. Urban n=347, Rural n=123;
3. PRO2: How satisfied are you with each of the following?
 3. PRO2_7: Everything considered, how satisfied are you with the District's parks, reserves and open spaces including how these are managed and maintained?

The *Sewerage system* has the highest impact on residents' satisfaction with *overall water management*, while *water supply* had the lowest impact.

Driver analysis: Services and Facilities – Water supply, sewerage and stormwater 2023

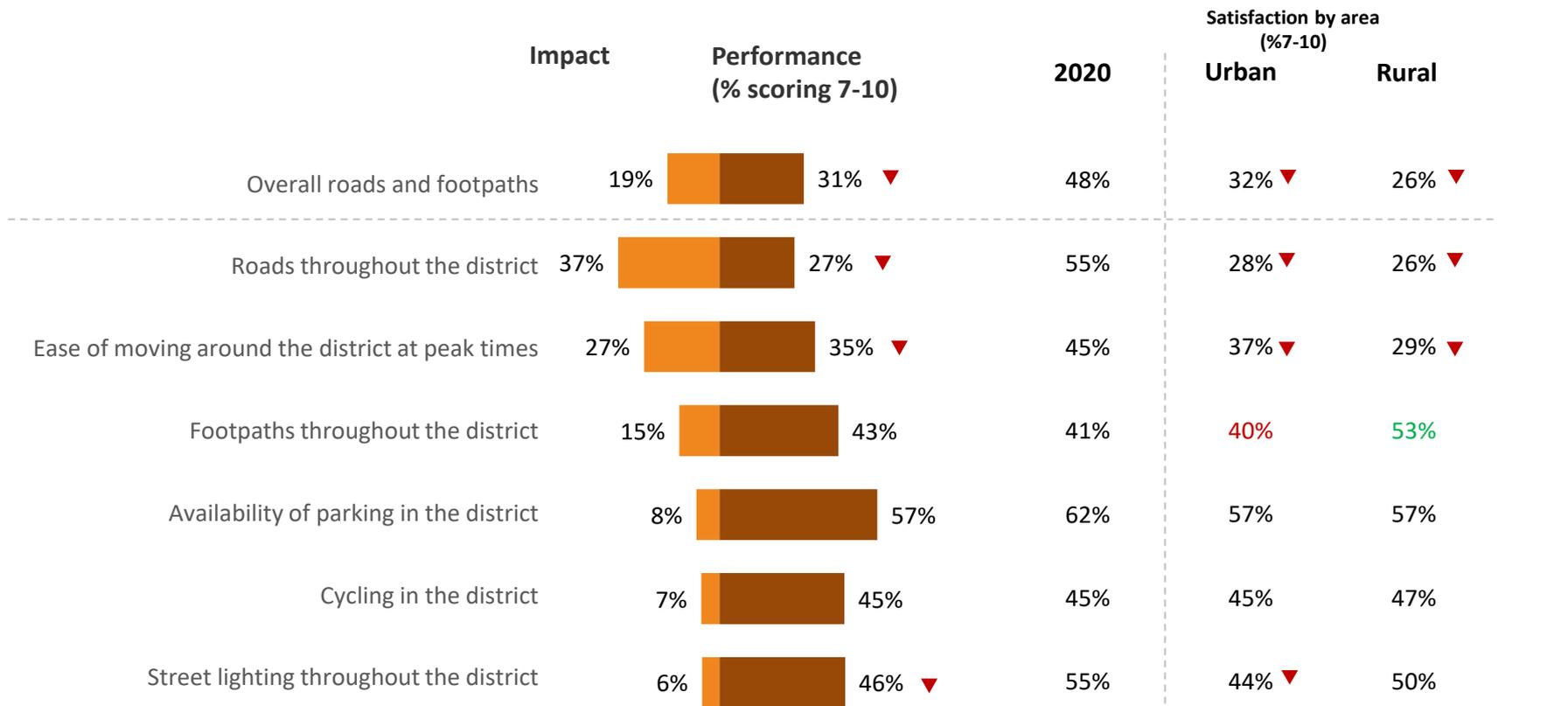


NOTES:

1. Sample: 2023 n=429; 2020 n=496; Excludes Don't knows
2. Urban n=341; Rural n=88
2. IW1. How satisfied are you with each of the following Council services?
3. IW1_4: Everything considered, how satisfied are you with the way the Masterton District Council manages the district's water-related infrastructure?

'Roads throughout the district' (37%) and 'Ease of moving around the district' (27%) have the most impact on the overall satisfaction of roads and footpaths. Satisfaction has significantly decreased for both drivers over the past three years.

Driver analysis: Services and Facilities – Roads, footpaths, lighting and parking 2023

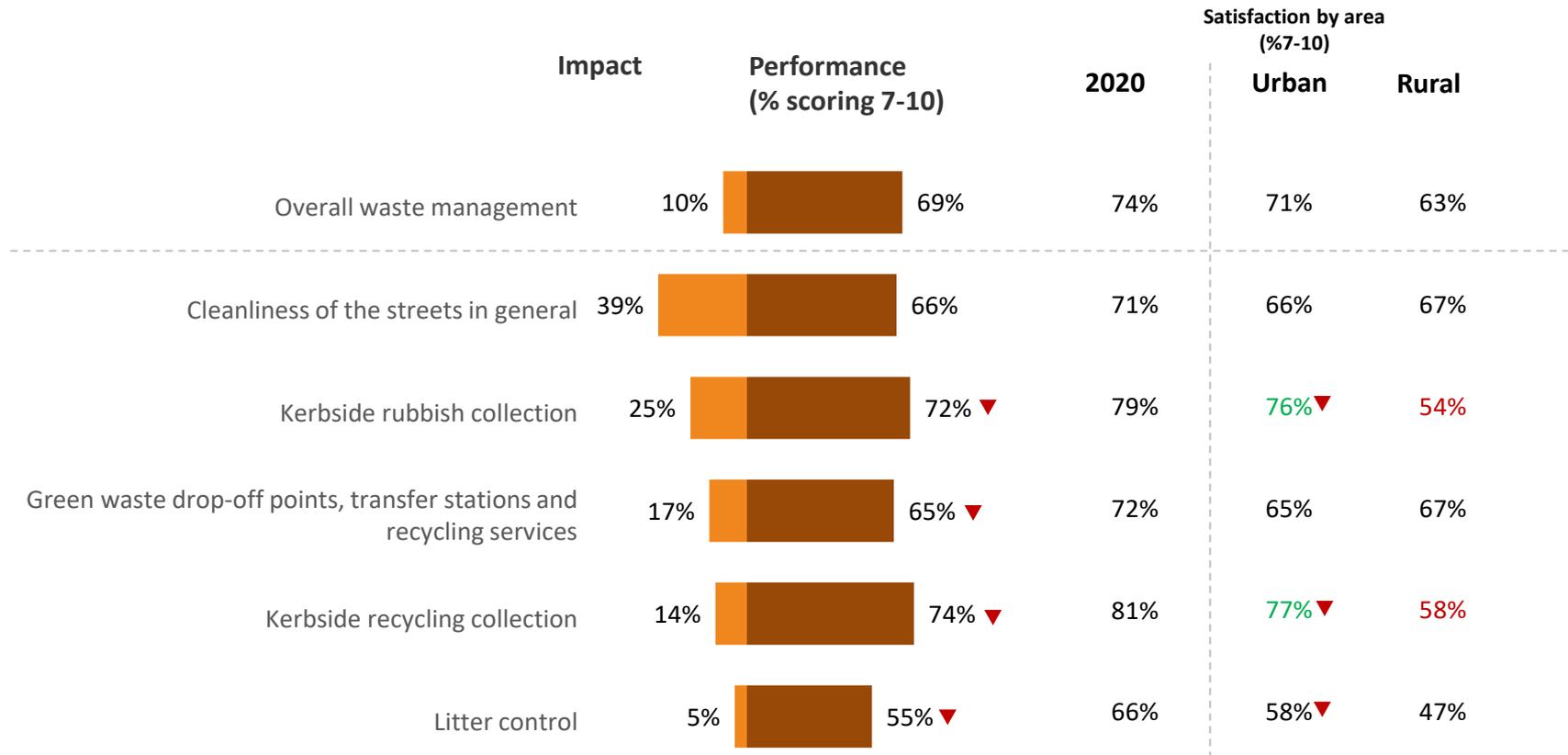


▲ Year-on-year Significantly higher
▼ Year-on-year Significantly lower
▲ Between demographics Significantly higher
▼ Between demographics Significantly lower

- NOTES:
1. Sample: 2023 n=488; 2020 n=562; Excludes Don't knows
 2. Urban n=358; Rural n=130
 3. ID1. How satisfied are you with each of the following Council services?
 3. ID1_7: Everything considered, how satisfied are you with the roading-related infrastructure and how this is maintained?

‘Cleanliness of the streets’ (39%) has the greatest impact on the perception of overall waste management, followed by ‘Kerbside rubbish collection’ (25%).

Driver analysis: Services and Facilities – Waste management 2023



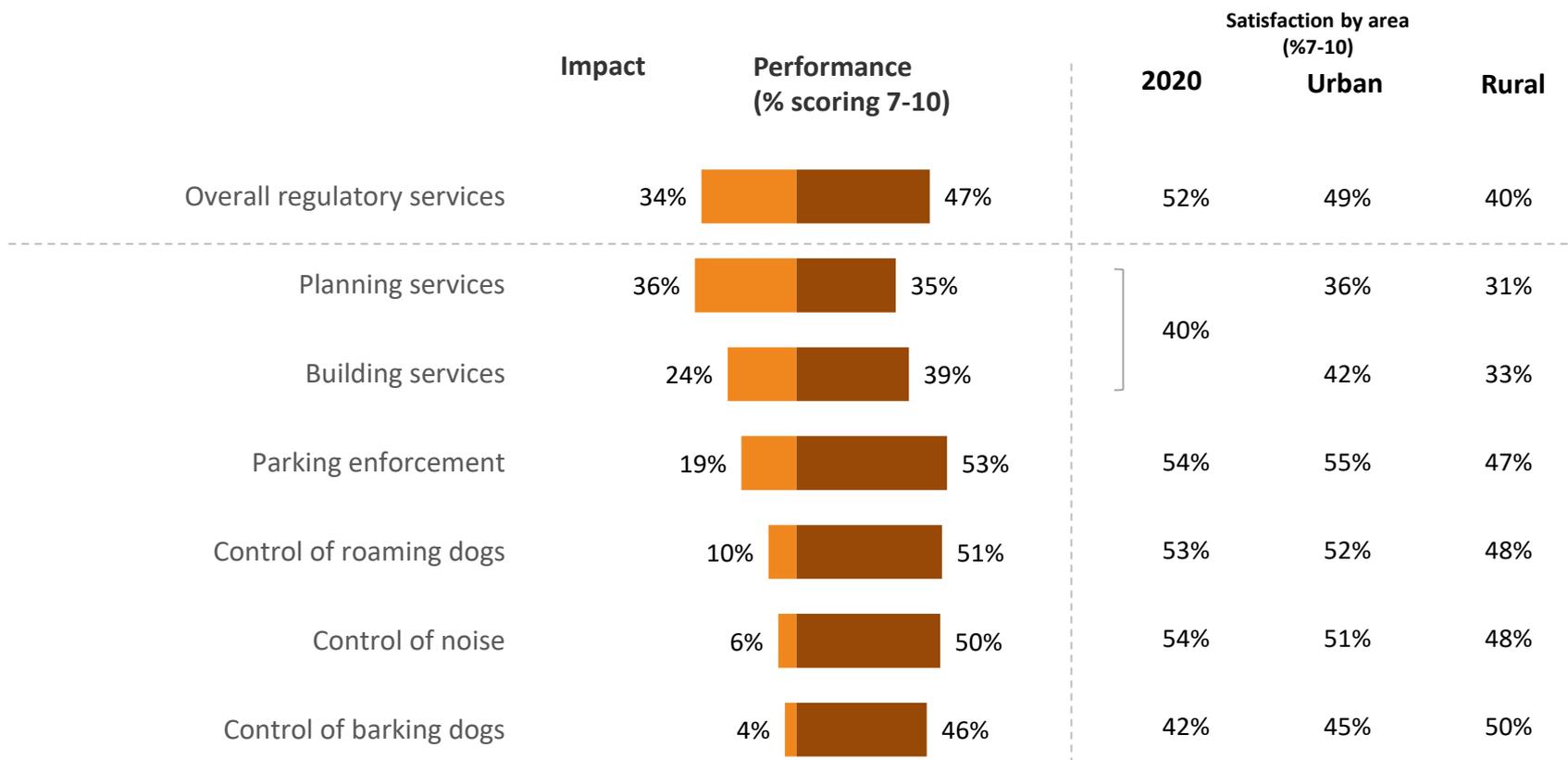
▲ Year-on-year Significantly higher
▼ Year-on-year Significantly lower
▲ Between demographics Significantly higher
▼ Between demographics Significantly lower

NOTES:

1. Sample: 2023 n=489; 2020 n=554; Excludes Don't knows
2. Urban n=358; Rural n=131;
2. RD1. How satisfied are you with each of the following?
3. RD1_6: Everything considered, how satisfied are you with the rubbish disposal services provided by the Masterton District Council?

Planning and Building services have the greatest impact on the perceptions of Regulatory services, and remain an area for improvement as a result of comparatively low satisfaction scores (35% and 39% respectively).

Driver analysis: Services and Facilities – Regulatory services 2023

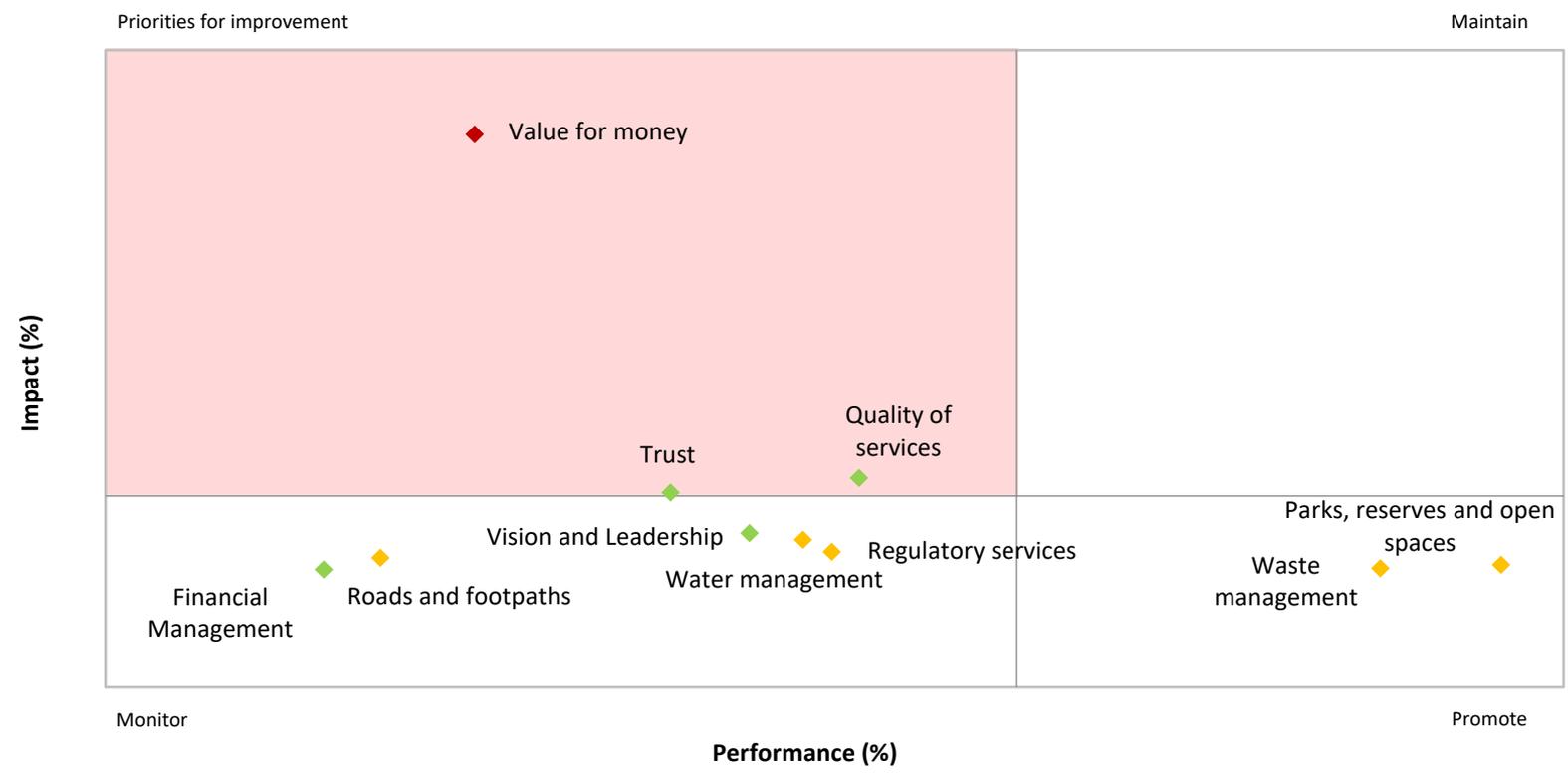


▲ Year-on-year Significantly higher
▼ Year-on-year Significantly lower
▲ Between demographics Significantly higher
▼ Between demographics Significantly lower

NOTES:
 1. Sample: 2023 n=417; 2020 n=488; Excludes Don't knows
 2. Urban n=322, Rural n=95;
 3. RM1. How satisfied are you with each of the following?
 3. RM1_6: Everything considered, how satisfied are you with the regulatory services that Council provides?

Over the past three years, *Value for money* has remained a key area of opportunity for Masterton District Council and is a priority for improvement. Residents' *Trust* in the council, and the *Quality of services* they experience are also areas marked for improvement.

Priority matrix: Improvement opportunities 2023



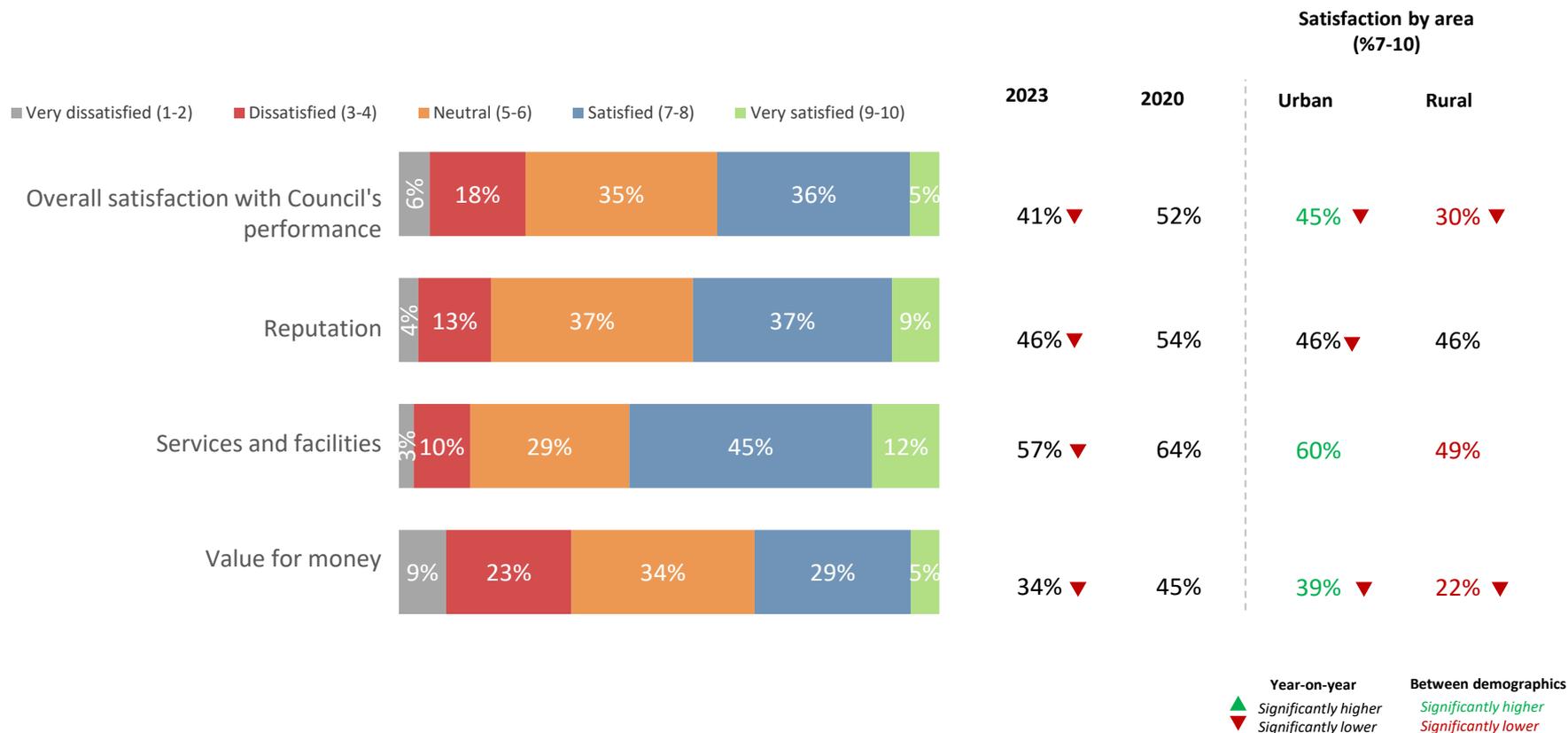
- Key**
- ◆ Reputation
 - ◆ Services and facilities
 - ◆ Value for money

Satisfaction Scores



Satisfaction with all key drivers has significantly declined by 7-11 percentage points, resulting in *overall satisfaction with council's performance* scoring lower than in 2020. Rural residents are less likely to be satisfied with the *Council's overall performance* than residents in urban areas.

Overall satisfaction 2023

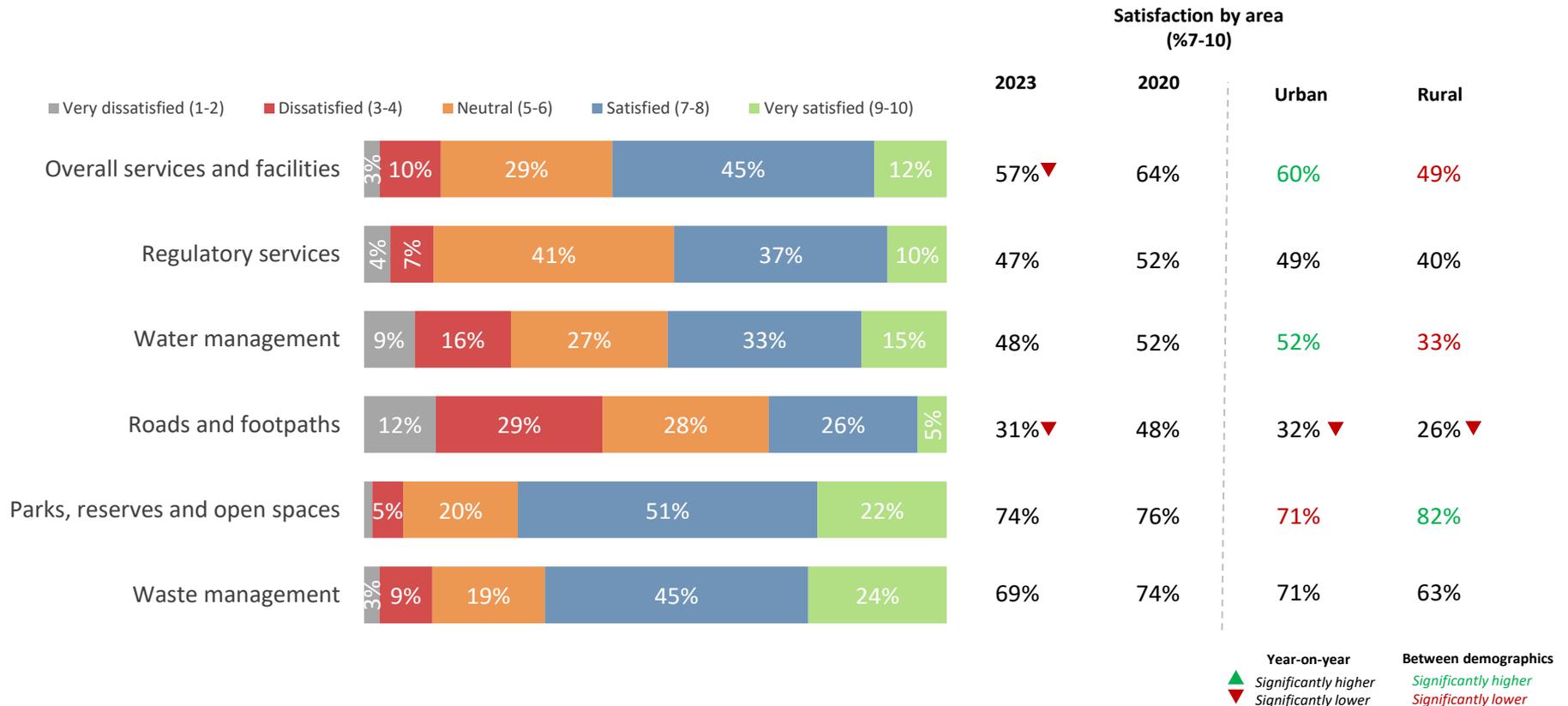


NOTES:

- Sample: n=460; Urban n=339, Rural n=121; Excludes Don't knows
- OVS1. Considering all the services and infrastructure that the Masterton District Council provides, its leadership and the value you receive for the rates and fees that you pay. - everything considered, how would you rate your overall satisfaction with the Masterton District Council?
- OV1. Considering everything the Masterton District Council has done over the year and the services you receive, overall how satisfied are you that you receive good value for the money you spend in rates and other fees?
- REP2. So, thinking about Masterton District Council in terms of the leadership it provides for the district, the trust that you have in Council, their financial management and quality of services they provide, how would you rate the Council for its overall reputation?
- OVLFS. When you think about all the facilities, infrastructure and services that the Masterton District Council provides, how satisfied are you overall with these?

Almost six in ten residents (57%) are satisfied with *Overall services and facilities*. *Parks, reserves and open spaces* have the highest satisfaction score (74%), while *Roading and footpaths* have the lowest satisfaction score (31%), which represents a significant decline over the past three years.

Services and facilities 2023

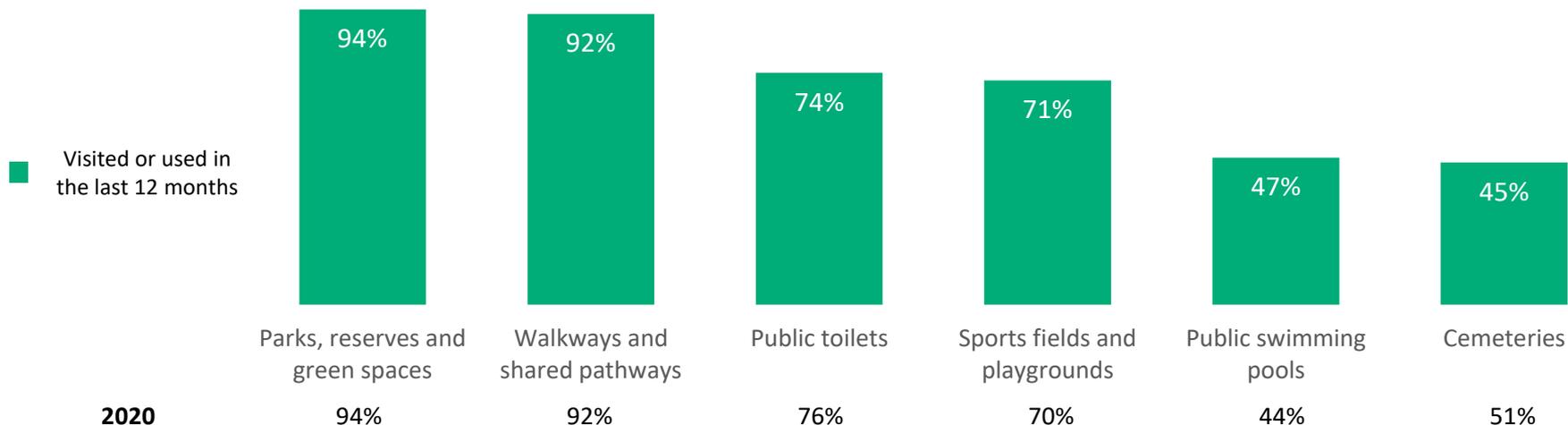


NOTES:

1. Sample: 2023 n=488; 2020 n=562; Excludes Don't knows
2. Urban n=358, Rural n=130;
2. OVLFS. When you think about all the facilities, infrastructure and services that the Masterton District Council provides, how satisfied are you overall with these?
3. RM1_6: Everything considered, how satisfied are you with the regulatory services that Council provides?
4. ID1_7: Everything considered, how satisfied are you with the roading-related infrastructure and how this is maintained?
5. RD1_6: Everything considered, how satisfied are you with the rubbish disposal services provided by the Masterton District Council?
6. PRO2_7: Everything considered, how satisfied are you with the District's parks, reserves and open spaces including how these are managed and maintained?
7. IW1_4: Everything considered, how satisfied are you with the way the Masterton District Council manages the district's water-related infrastructure?

Parks, reserves and green spaces and Walkways and shared pathways are still the most visited or used facilities in the district over the past 12 months.

Parks, reserves and open spaces 2023



Frequency of visit

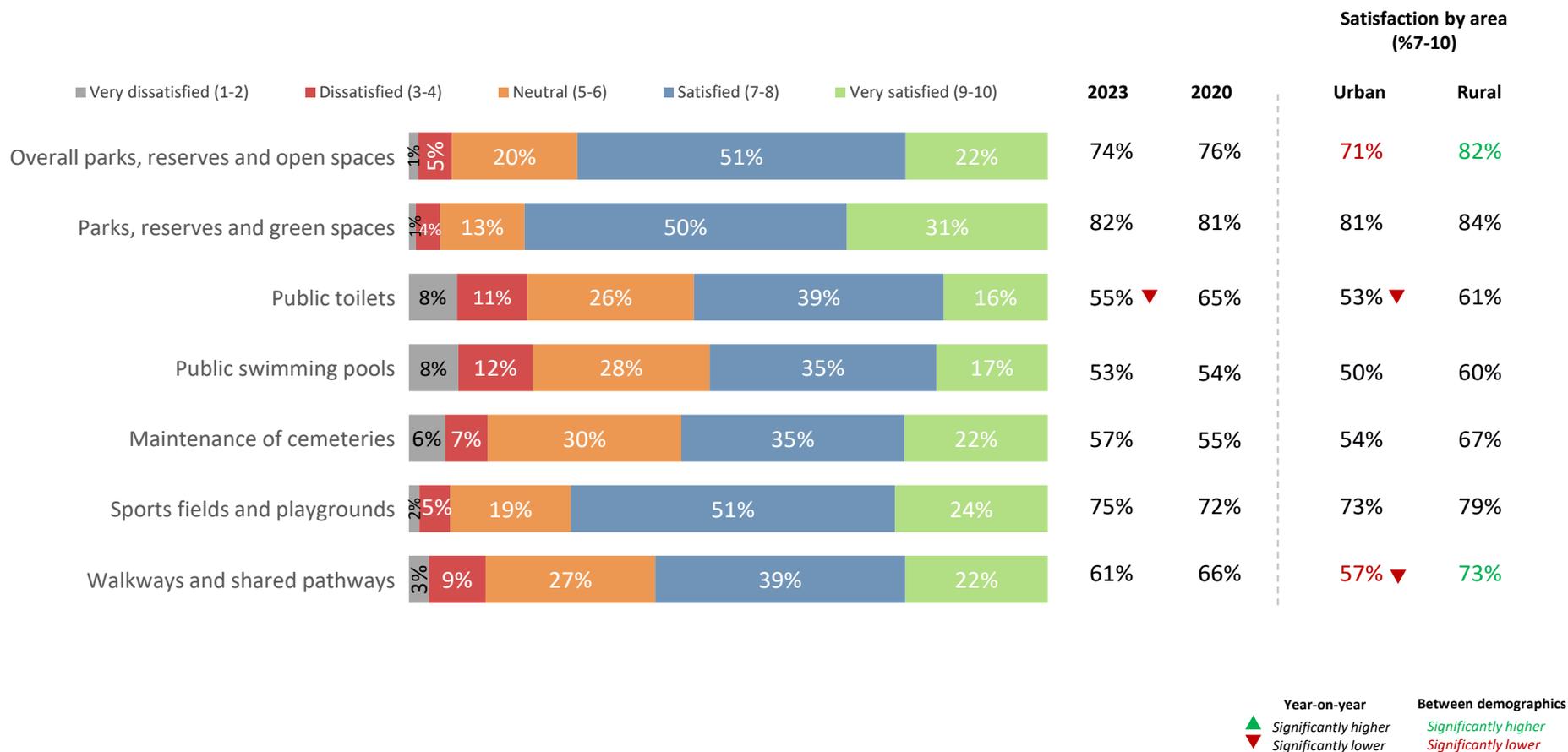
Frequency	Parks, reserves and green spaces	Walkways and shared pathways	Public toilets	Sports fields and playgrounds	Public swimming pools	Cemeteries
Weekly, or more often	32%	51%	5%	19%	11%	2%
Once or twice a month	21%	15%	15%	15%	8%	5%
Several times in the year	25%	16%	30%	18%	11%	10%
Once or twice in the year	16%	10%	24%	19%	17%	27%
Not at all	6%	8%	26%	29%	53%	55%

53% (Parks, reserves and green spaces)
66% (Walkways and shared pathways)

NOTES:
1. Sample: 2023 n=488; 2020 n=568, Excludes Don't knows
2. PRO1: In the last 12 months, about how frequently have you visited or used each of the following?

Nearly three quarters of residents (74%) are satisfied with the district's *Parks, reserves and open spaces*. However, satisfaction with *public toilets* has decreased from 65% in 2020 to 55% in 2023.

Parks, reserves and open spaces 2023

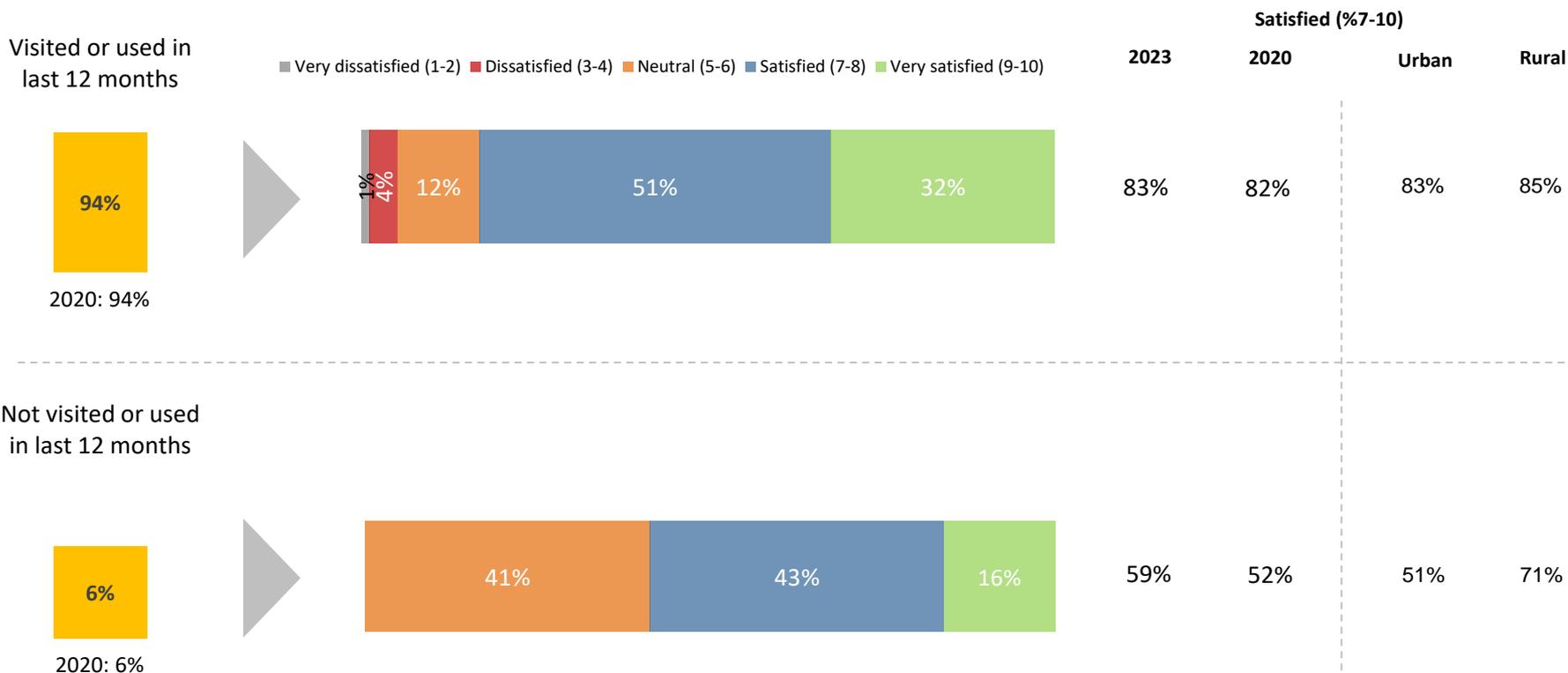


NOTES:

- Sample: 2023 n=470; 2020 n=541; Excludes Don't knows
- Urban n=347, Rural n=123;
- PRO2: How satisfied are you with each of the following?
- PRO2_7: Everything considered, how satisfied are you with the District's parks, reserves and open spaces including how these are managed and maintained?

Residents who visited or used *Parks, reserves and green spaces* within the past 12 months are more likely to be satisfied than those who did not visit or use the areas.

Parks, reserves and green spaces 2023



▲ Year-on-year Significantly higher
▼ Year-on-year Significantly lower
▲ Between demographics Significantly higher
▼ Between demographics Significantly lower

NOTES:
 1. Sample: 2023 n=466; 2020 n=538; Visited/used n=445, Urban n=332, Rural n=113; Not visited/used n=21, Urban n=13, Rural n=8; Excludes Don't knows
 2. PRO1: In the last 12 months, about how frequently have you visited or used each of the following?
 2. PRO2: How satisfied are you with each of the following?

Almost 8 in 10 (78%) of those who visited or used *Sports fields and playgrounds* are satisfied with the facilities, whereas only 58% of non-visitors or users are satisfied.

Sports fields and playgrounds 2023

Visited or used in last 12 months



2020: 70%



■ Very dissatisfied (1-2) ■ Dissatisfied (3-4) ■ Neutral (5-6) ■ Satisfied (7-8) ■ Very satisfied (9-10)

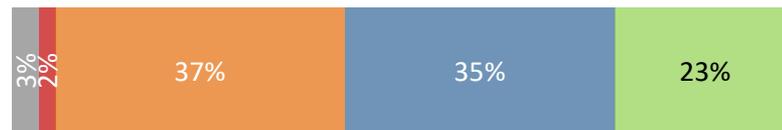


2023	Satisfied (%7-10)		
	2020	Urban	Rural
78%	76%	77%	81%

Not visited or used in last 12 months



2020: 30%



58%	45%	54%	67%
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▲ Year-on-year Significantly higher
▼ Year-on-year Significantly lower
▲ Between demographics Significantly higher
▼ Between demographics Significantly lower

NOTES:

1. Sample: 2023 n=394; 2020 n=405;
2. Visited/used n=322, Urban n=241, Rural n=81; Not visited/used n=72, Urban n=52, Rural n=20; Excludes Don't knows
3. PRO1: In the last 12 months, about how frequently have you visited or used each of the following:
2. PRO2: How satisfied are you with each of the following?

The use of *public swimming pools* has slightly increased. More than half (60%) of the users are satisfied with this facility.

Public swimming pools 2023

Visited or used in last 12 months



2020: 44%



■ Very dissatisfied (1-2) ■ Dissatisfied (3-4) ■ Neutral (5-6) ■ Satisfied (7-8) ■ Very satisfied (9-10)



2023

60%

Satisfied (%7-10)

2020

61%

Urban

58%

Rural

69%

Not visited or used in last 12 months



2020: 56%



38%

40%

35%

45%

▲ Year-on-year
Significantly higher
▼ Significantly lower

▲ Between demographics
Significantly higher
▼ Significantly lower

NOTES:

1. Sample: 2023 n=334; 2020 n=334; Visited/used n=209, Urban n=153, Rural n=53; Not visited/used n=128, Urban n=90, Rural n=38; Excludes Don't knows
2. PRO1: In the last 12 months, about how frequently have you visited or used each of the following?
2. PRO2: How satisfied are you with each of the following?

The same number of residents have used *walkways and shared pathways* over the past three years (92%). However, satisfaction with these facilities has slightly decreased.

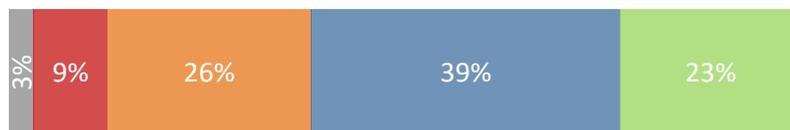
Walkways and shared pathways 2023

Visited or used in
last 12 months



2020: 92%

■ Very dissatisfied (1-2) ■ Dissatisfied (3-4) ■ Neutral (5-6) ■ Satisfied (7-8) ■ Very satisfied (9-10)



2023	Satisfied (%7-10)		
	2020	Urban	Rural
62%	66%	58% ▼	75%

Not visited or used
in last 12 months



2020: 8%



2023	2020	Urban	Rural
51%	46%	53%	49%

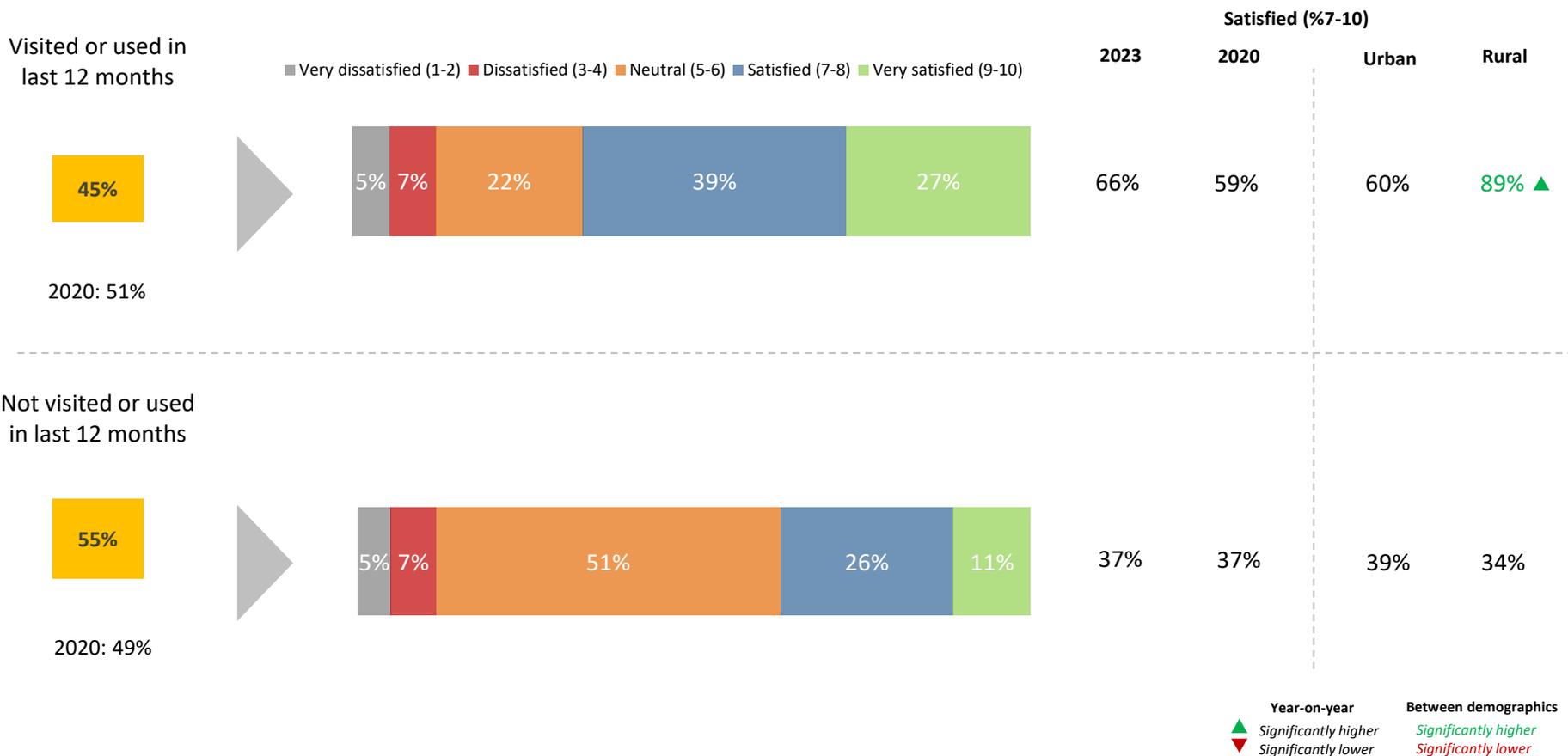
▲ Year-on-year Significantly higher
▼ Year-on-year Significantly lower
▲ Between demographics Significantly higher
▼ Between demographics Significantly lower

NOTES:

1. Sample: 2023 n=450; 2020 n=512; Visited/used n=431, Urban n=322, Rural n=109; Not visited/used n=19, Urban n=9, Rural n=10; Excludes Don't knows
2. PRO1: In the last 12 months, about how frequently have you visited or used each of the following:
2. PRO2: How satisfied are you with each of the following?

Slightly less than half (45%) of all residents have visited a cemetery over the last 12 months. Satisfaction has increased overall by 7 percentage points. Visitors in rural areas are more likely to be satisfied than visitors in urban areas.

Maintenance of cemeteries 2023



NOTES:
 1. Sample: 2023 n=281; 2020 n=324; Visited/used n=199, Urban n=159, Rural n=40; Not visited/used n=82, Urban n=54, Rural n=28; Excludes Don't knows
 2. PRO1: In the last 12 months, about how frequently have you visited or used each of the following?
 2. PRO2: How satisfied are you with each of the following?

Satisfaction among users with *public toilets* has significantly decreased, and notably among urban residents.

Public toilets 2023

Visited or used in last 12 months



2020: 76%

■ Very dissatisfied (1-2) ■ Dissatisfied (3-4) ■ Neutral (5-6) ■ Satisfied (7-8) ■ Very satisfied (9-10)

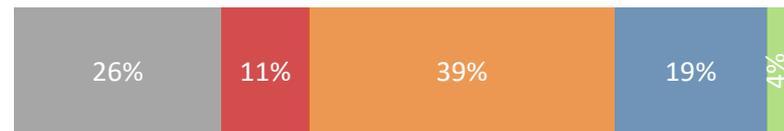


2023	Satisfied (%7-10)	
	2020	
59% ▼	68%	
		Urban
		Rural
		57% ▼
		64%

Not visited or used in last 12 months



2020: 24%



23%	32%	
		Urban
		Rural
		26%
		14%

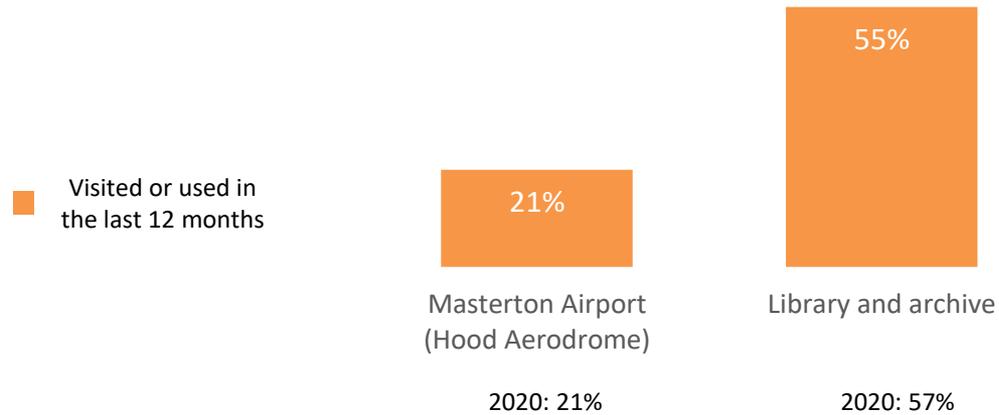
▲ Year-on-year Significantly higher
▼ Year-on-year Significantly lower
▲ Between demographics Significantly higher
▼ Between demographics Significantly lower

NOTES:

1. Sample: 2023 n=382; 2020 n=441; Visited/used n=337, Urban n=234, Rural n=103; Not visited/used n=45, Urban n=35, Rural n=10; Excludes Don't knows
2. PRO1: In the last 12 months, about how frequently have you visited or used each of the following:
2. PRO2: How satisfied are you with each of the following?

Library and archive remain the most visited other public facility within the district.

Other public facilities 2023 (2020 results are provided underneath for comparison)

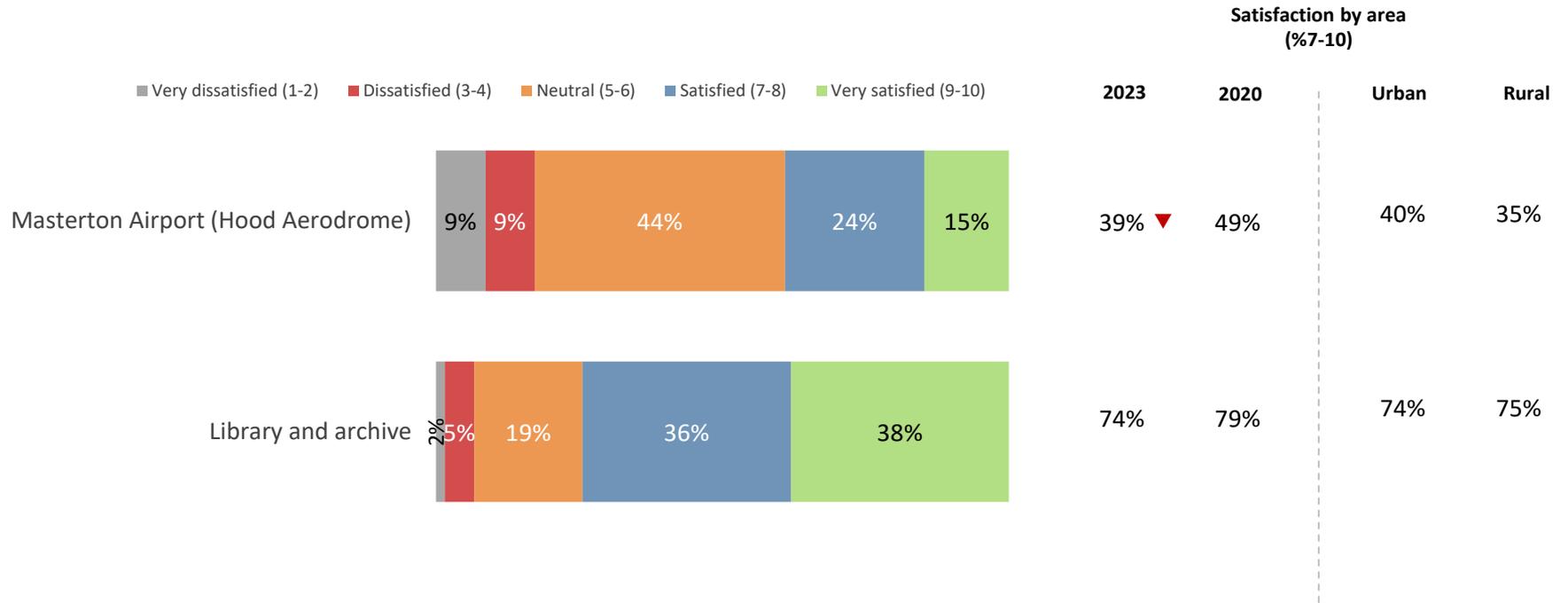


Frequency of visit		
Weekly, or more often	2%	8%
Once or twice a month	2%	11%
Several times in the year	5%	19%
Once or twice in the year	12%	18%
Not at all	79%	45%
n=	486	487

NOTES:
1. Sample: 2023 n=487; 2020 n=569; Excludes Don't knows
2. PRO1: In the last 12 months, about how frequently have you visited or used each of the following?

Library and archive is highly rated by residents, with almost three-quarters stating they are satisfied with the facility (74%). While satisfaction with *Masterton Airport* has significantly decreased over the last three years (49% to 39%).

Other public facilities 2023



Year-on-year
▲ Significantly higher
▼ Significantly lower

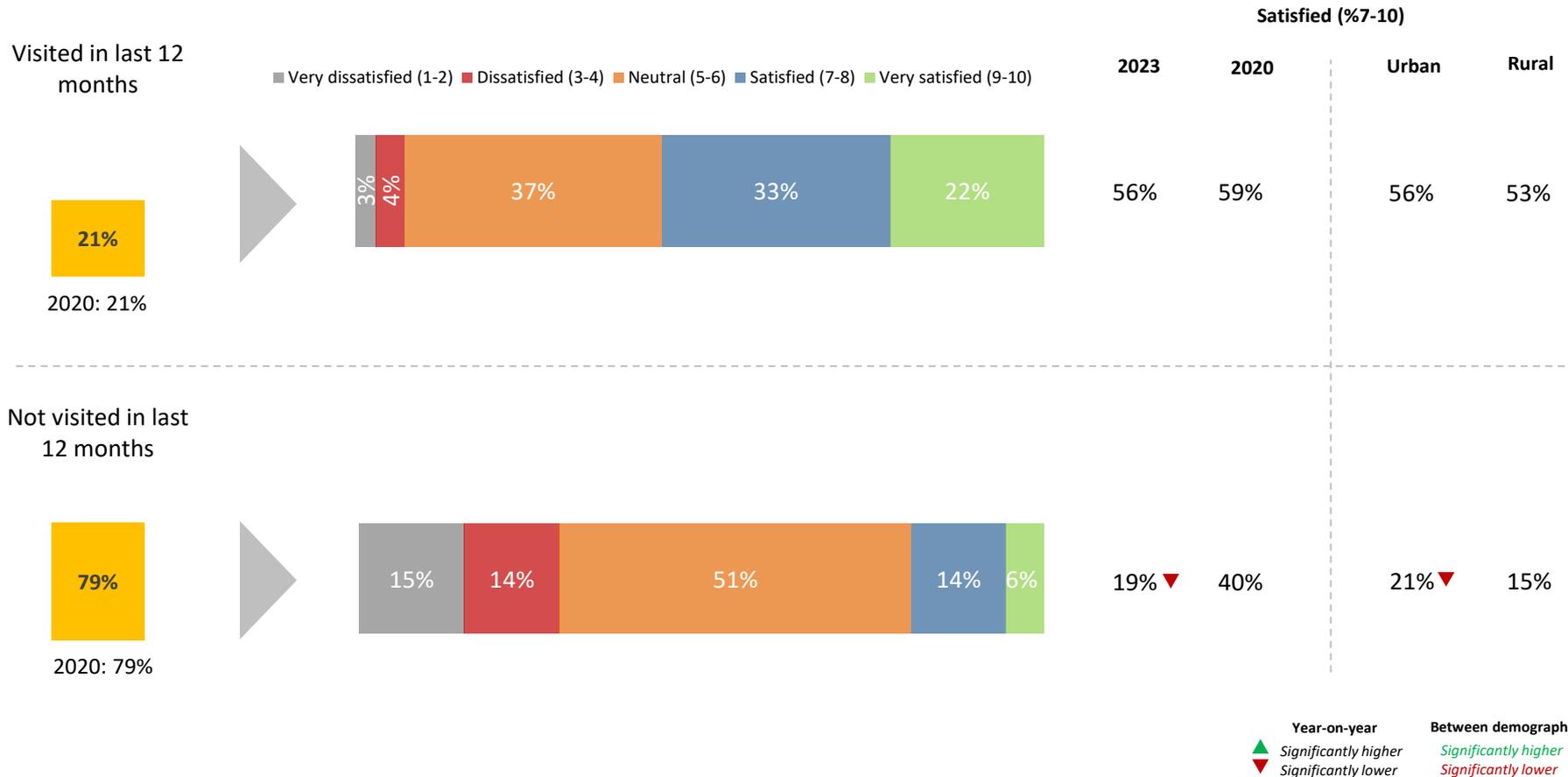
Between demographics
▲ Significantly higher
▼ Significantly lower

NOTES:

- Sample: Masterton Airport (Hood Aerodrome) n=175; Library and archive n=327; Urban n=250, Rural n=77; Excludes Don't knows
- OF2: How satisfied are you with each of the following venues?

Over half (56%) of the visitors to *Masterton Airport* are satisfied with the facility. This has decreased over the past three years by 3%. While only two in ten (19%) non-visitors are satisfied with this facility.

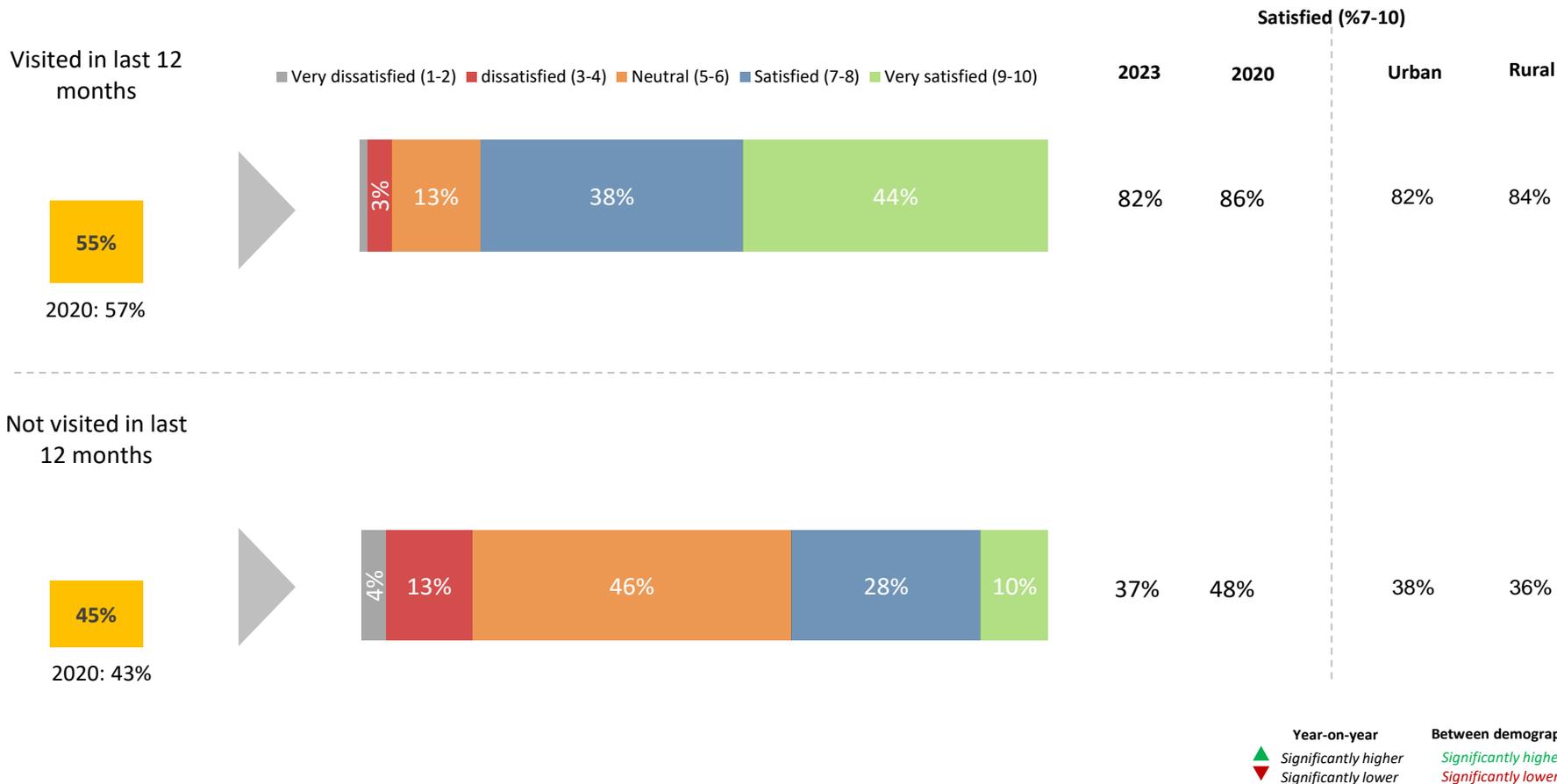
Masterton Airport (Hood Aerodrome) 2023



NOTES:
 1. Sample: 2023 n=175; 2020 n=259; Visited/used n=93, Urban n=73, Rural n=20; Not visited/used n=82, Urban n=61, Rural n=21; Excludes Don't knows
 2. PRO1: In the last 12 months, about how frequently have you visited or used each of the following?
 2. PRO2: How satisfied are you with each of the following?

Visitors to the *Library and archive* are more likely to be satisfied than non-visitors. Satisfaction among visitors remains steady, however, there has been a decrease in satisfaction with non-visitors (48% to 37%)

Library and archive 2023

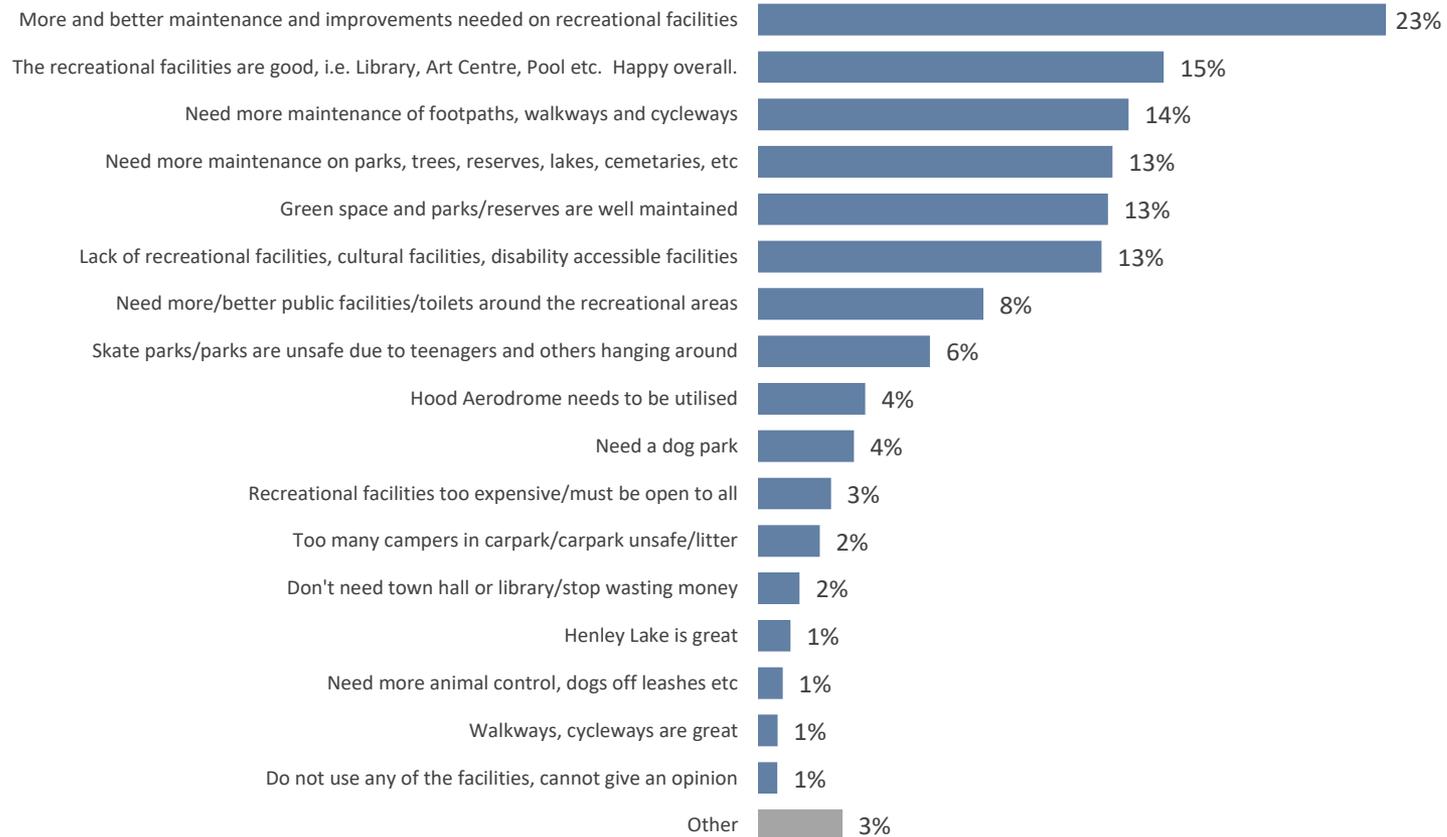


NOTES:

1. Sample: 2023 n=326; 2020 n=394; Visited/used n=268, Urban n=206, Rural n=62; Not visited/used n=58, Urban n=43, Rural n=15; Excludes Don't knows
2. PRO1: In the last 12 months, about how frequently have you visited or used each of the following:
2. PRO2: How satisfied are you with each of the following?

Nearly one quarter (23%) of residents say that facilities *need more and better maintenance and improvements*.

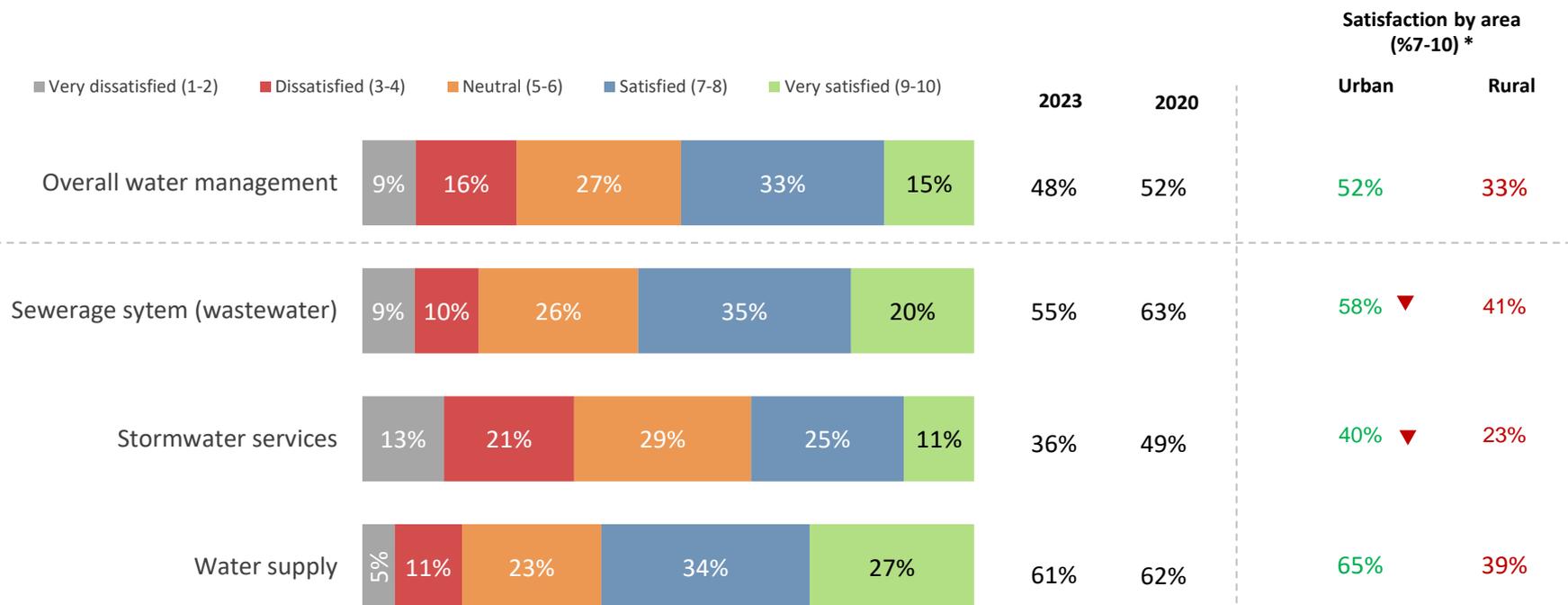
Comments about the district's recreation and cultural facilities



NOTES:
 1. Sample: n=213; Excludes Don't knows and No comments
 2. VB1. Do you have any comments about the district's recreation and cultural facilities?

Satisfaction with the *sewerage system* and *stormwater services* amongst urban residents has significantly decreased since 2020.

Water supply, sewerage and stormwater 2023



* The significant differences in satisfaction scores between urban and rural residents could be due to the reason that majority of users of water-related infrastructure services are residing in urban areas.

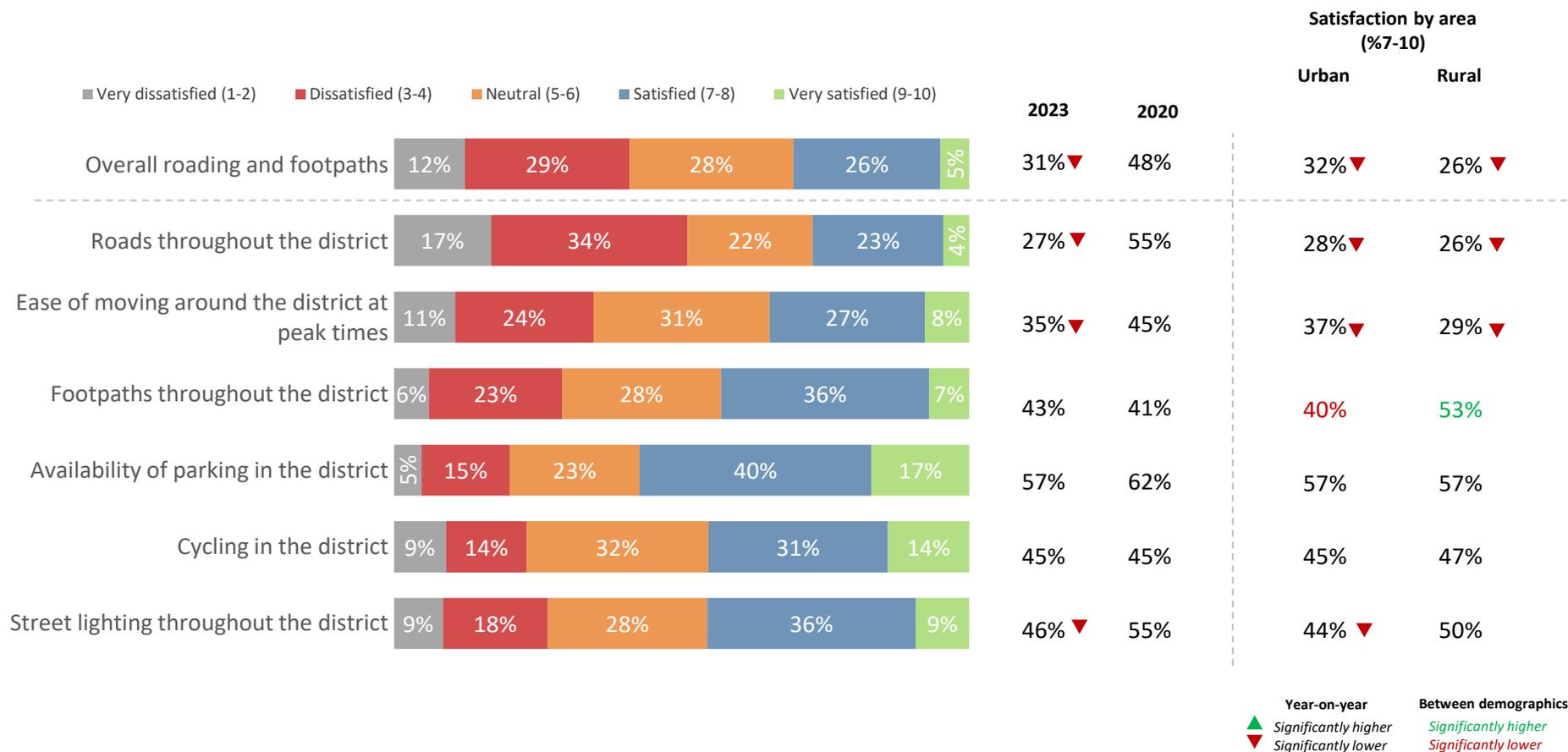
▲ Year-on-year Significantly higher
▼ Year-on-year Significantly lower
▲ Between demographics Significantly higher
▼ Between demographics Significantly lower

NOTES:

1. Sample: 2023 n=429; 2020 n=496; Excludes Don't knows
2. Urban n=341; Rural n=88
2. IW1. How satisfied are you with each of the following Council services?
3. IW1_4: Everything considered, how satisfied are you with the way the Masterton District Council manages the district's water-related infrastructure?

Satisfaction with *overall roading and footpaths* has significantly decreased, driven by the significant decrease in *road satisfaction throughout the district* and *ease of moving around the district at peak times*. The decrease in satisfaction is apparent for both urban and rural residents.

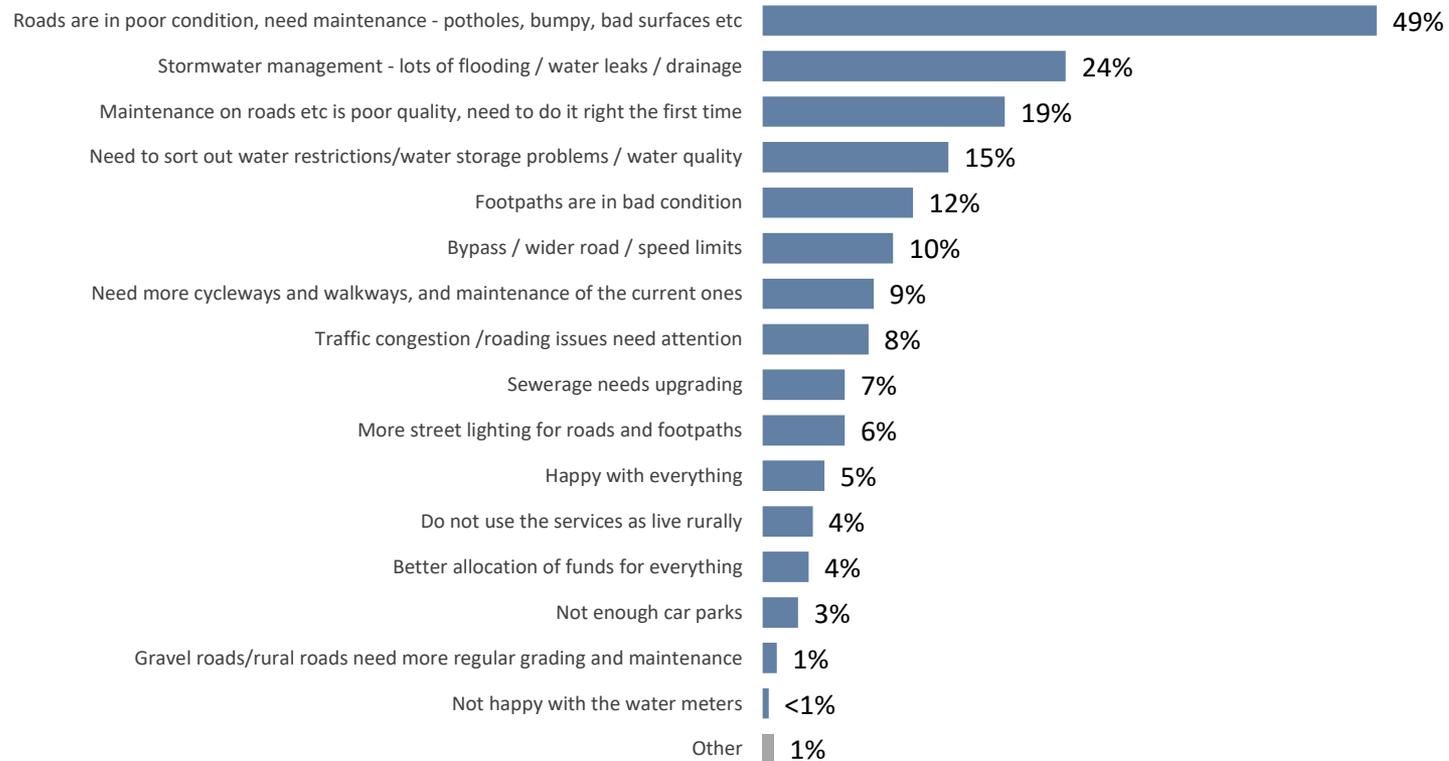
Roads, footpaths, lighting and parking 2023



NOTES:
 1. Sample: 2023 n=488; 2020 n=562; Excludes Don't knows
 2. Urban n=358; Rural n=130
 3. ID1. How satisfied are you with each of the following Council services?
 3. ID1_7: Everything considered, how satisfied are you with the roading-related infrastructure and how this is maintained?

Nearly half (49%) of residents suggest that road maintenance is needed. There are also multiple mentions of stormwater management, such as flooding, water leaks and drainage issues (24%).

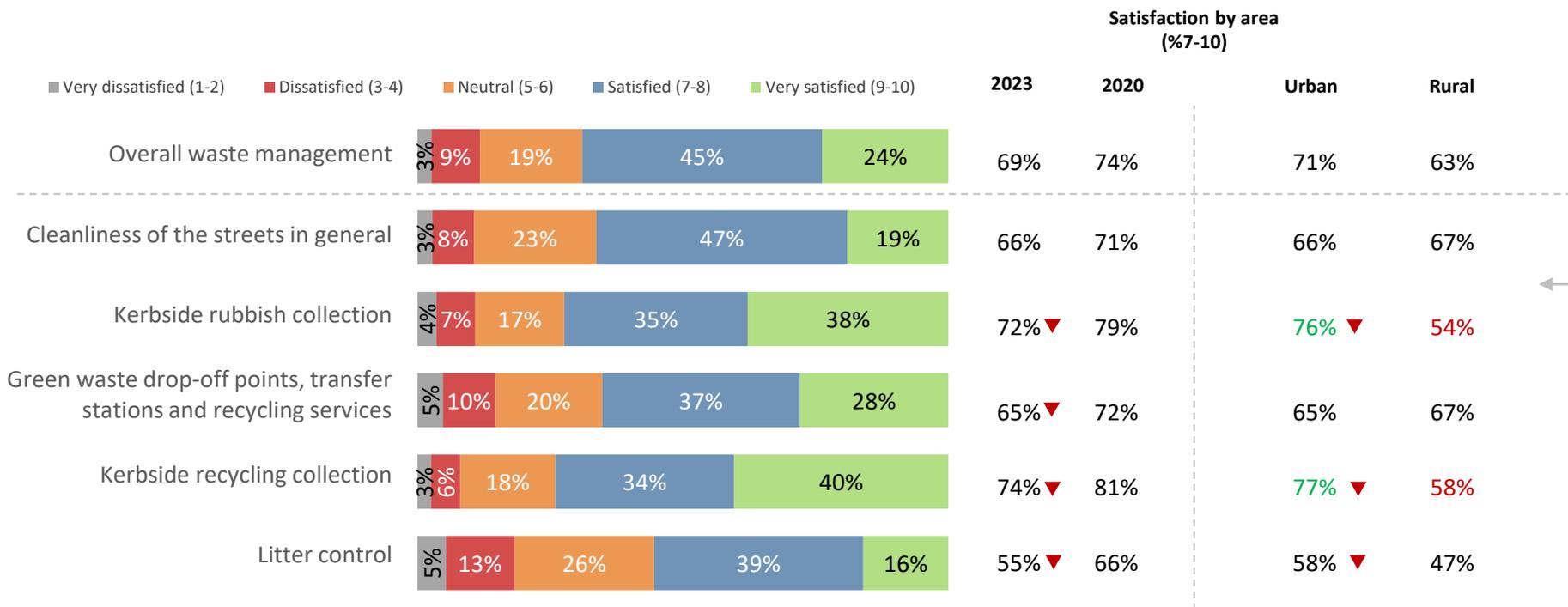
Comments about the district’s roading or water-related infrastructure



NOTES:
 1. Sample: n=290; Excludes Don't knows and No comments
 2. VB2. Do you have any comments about the district’s roading, or water-related infrastructure?

Urban residents are more likely to be satisfied with *waste management* than rural residents. Although, satisfaction in these areas has decreased over the last three years.

Waste management 2023



The significant differences in satisfaction scores between urban and rural residents could be due to the reason that majority of users of kerbside recycling and rubbish collection services are residing in urban areas.

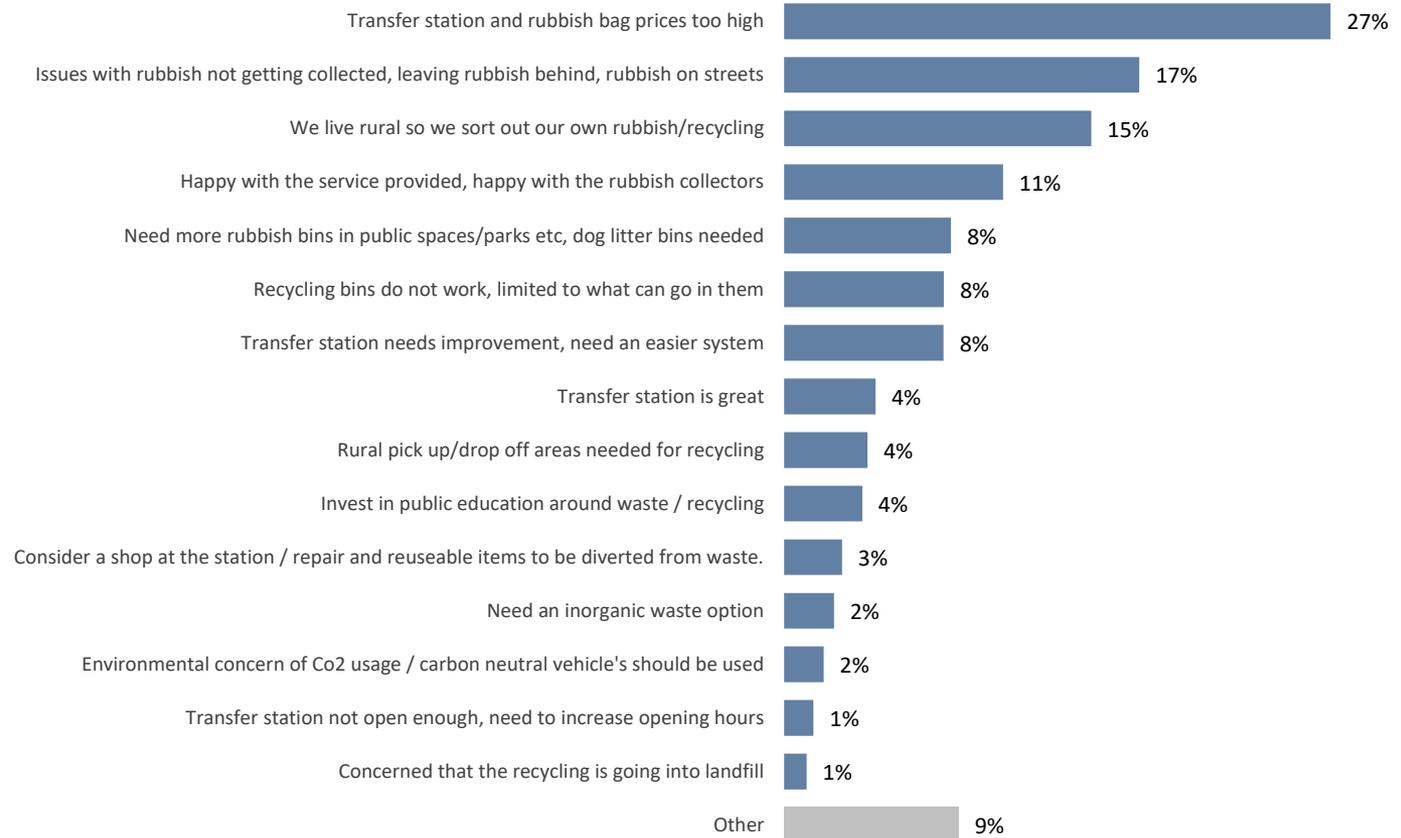
▲ Year-on-year Significantly higher
▼ Year-on-year Significantly lower
▲ Between demographics Significantly higher
▼ Between demographics Significantly lower

NOTES:

1. Sample: 2023 n=489; 2020 n=554; Excludes Don't knows
2. Urban n=358; Rural n=131;
3. RD1. How satisfied are you with each of the following?
RD1_6: Everything considered, how satisfied are you with the rubbish disposal services provided by the Masterton District Council?

Nearly three in ten (27%) residents stated dissatisfaction with the price of transfer stations and rubbish bags.

Comments about the district's rubbish disposal services

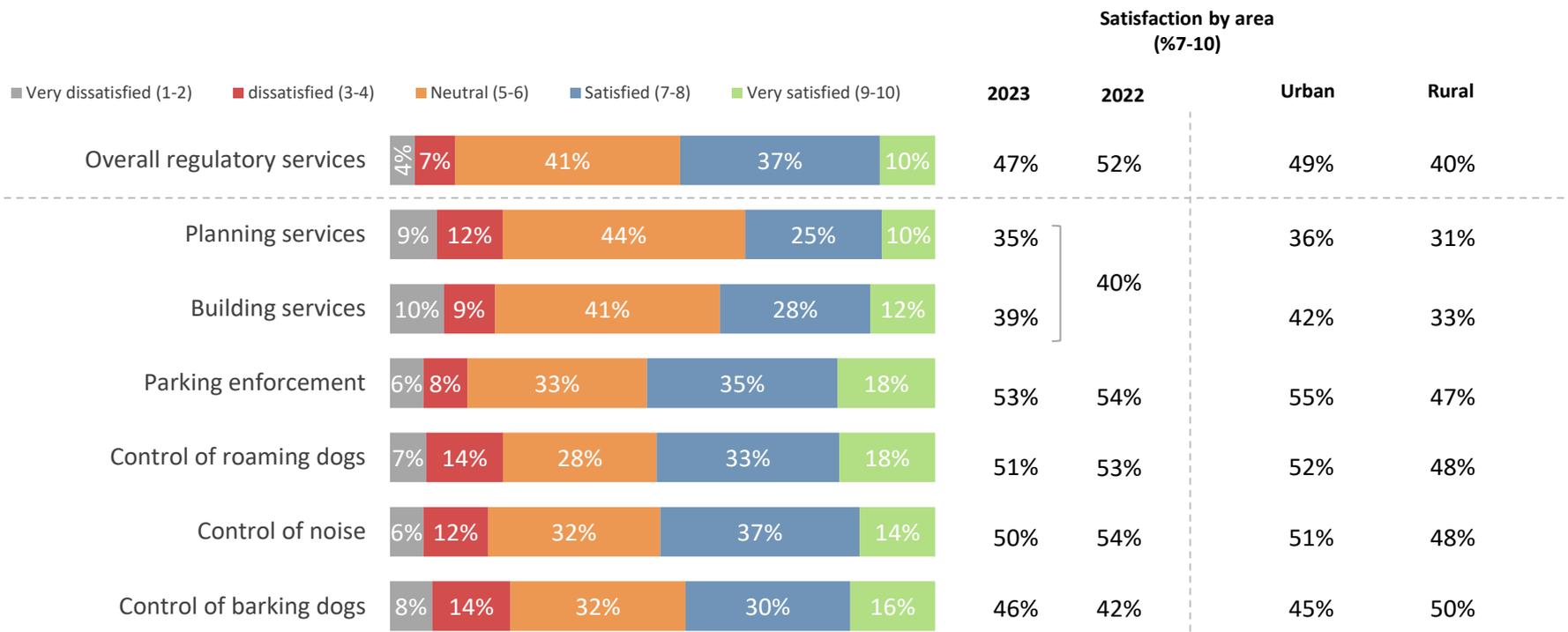


NOTES:

1. Sample: n=192; Excludes Don't knows and No comments
2. VB4. Do you have any comments about any of these services [rubbish disposal] that the Masterton District Council provides?

There are no significant changes in residents' satisfaction with the Council's regulatory services.

Regulatory services 2023

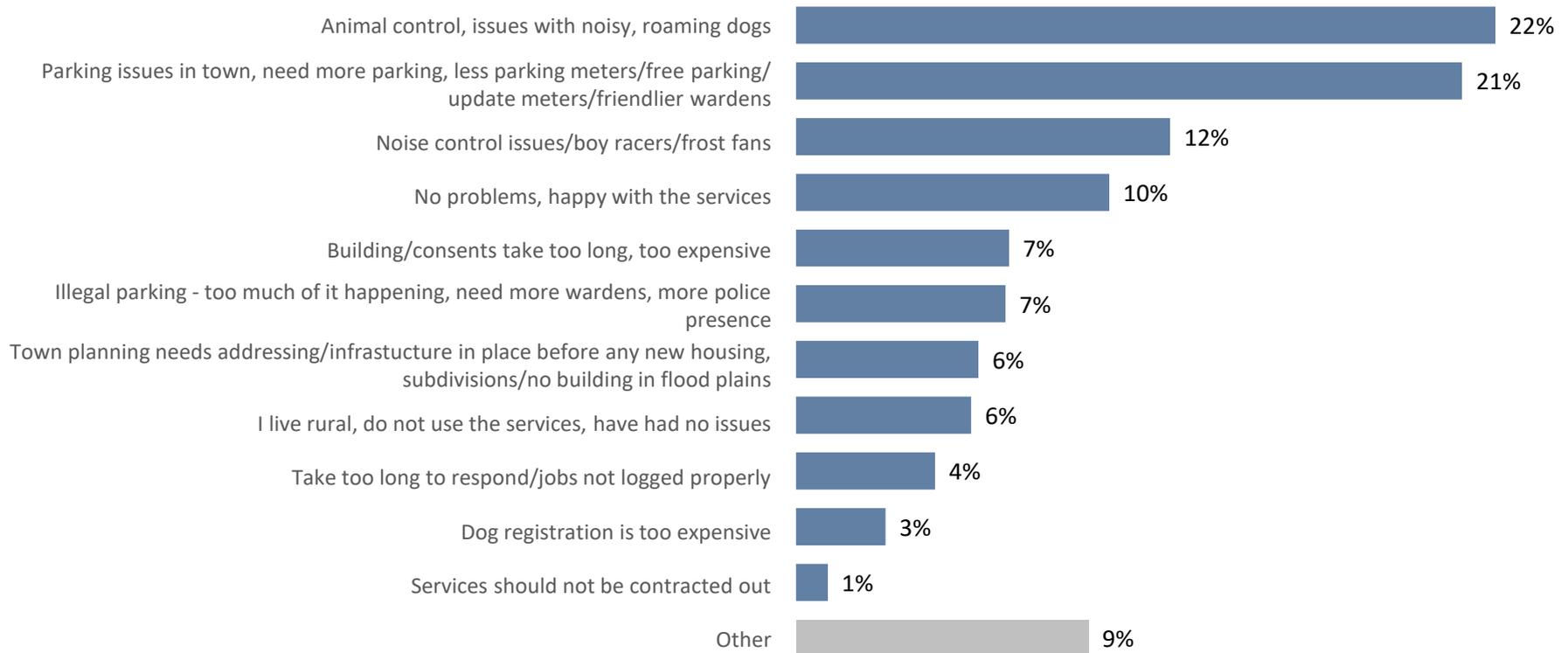


▲ Year-on-year Significantly higher
▼ Year-on-year Significantly lower
▲ Between demographics Significantly higher
▼ Between demographics Significantly lower

NOTES:
 1. Sample: 2023 n=417; 2020 n=488; Excludes Don't knows
 2. Urban n=322, Rural n=95;
 3. RM1. How satisfied are you with each of the following?
 3. RM1_6: Everything considered, how satisfied are you with the regulatory services that Council provides?

Many residents have provided comments on issues regarding *animal control* (22%) and *parking in town* (21%).

Comments about the district's regulatory services

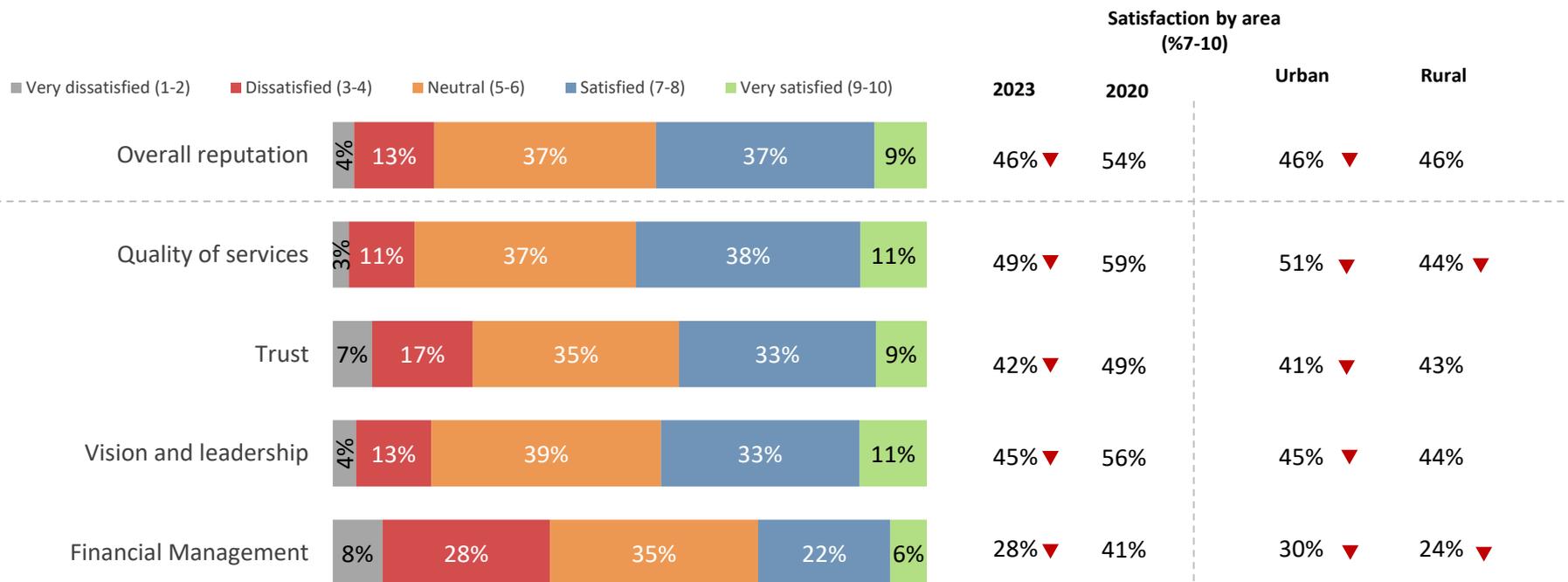


NOTES:

1. Sample: n=128; Excludes Don't knows and No comments
2. VB5. Do you have any comments about any of these services [regulatory, monitoring, enforcement] that the Masterton District Council provides?

All attributes regarding the Council's *overall reputation* have significantly decreased, mostly driven by residents in urban areas. *Financial management* is the least rated attribute for both urban and rural residents.

Reputation 2023



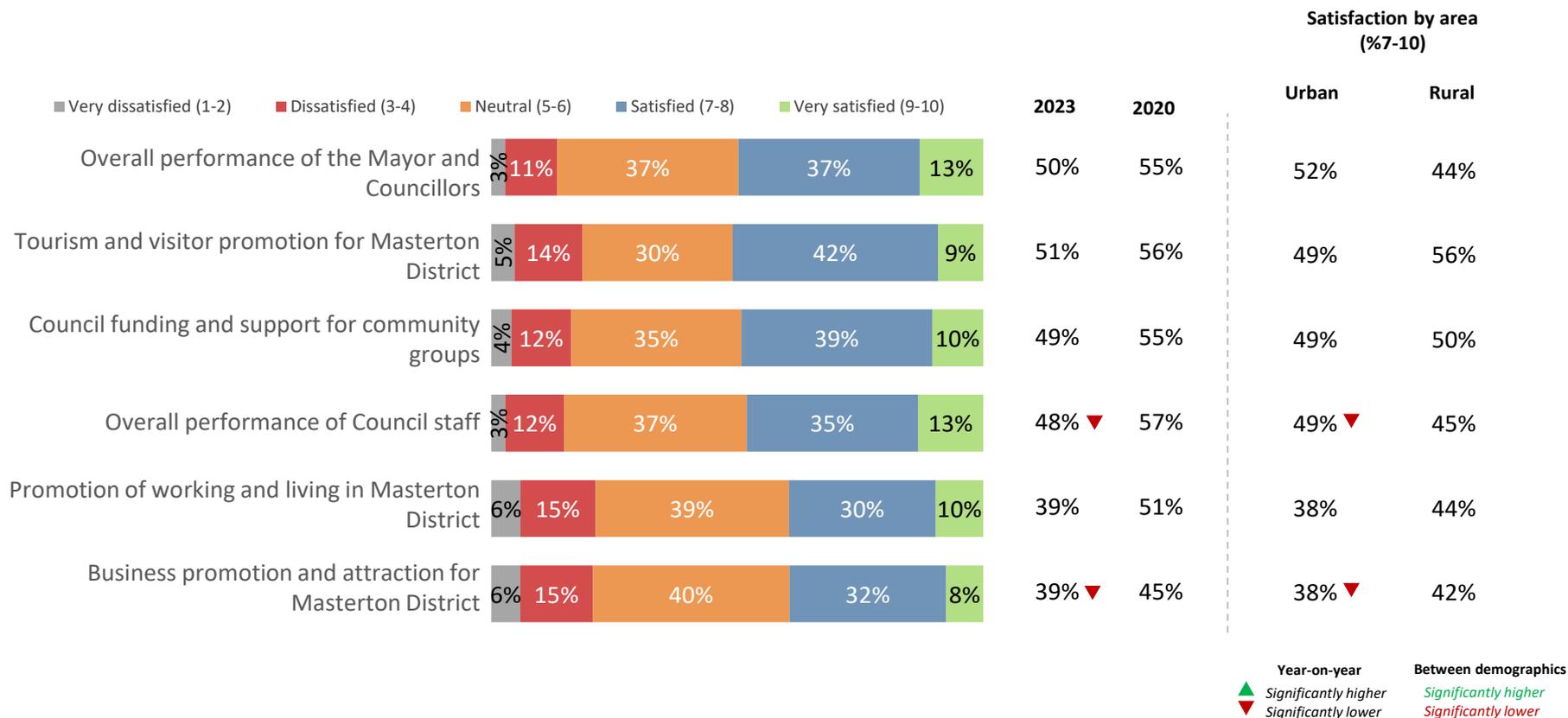
▲ Year-on-year Significantly higher
▼ Year-on-year Significantly lower
▲ Between demographics Significantly higher
▼ Between demographics Significantly lower

NOTES:

1. Sample: 2023 n=454; 2020 n=559; Excludes Don't knows
2. Urban n=334, Rural n=120;
3. REP2. So, thinking about Masterton District Council in terms of the leadership it provides for the district, the trust that you have in Council, their financial management and quality of services they provide, how would you rate the Council for its overall reputation?
4. REP1_3. Financial Management: That is how appropriately Council invests in the district, how wisely it spends and avoids waste, and its transparency around spending
5. REP1_2. Trust: That is Council being open and transparent, being able to rely on Council to act honestly and fairly and their ability to work in the best interests of the district
6. REP1_1. Vision and Leadership: That is being committed to creating a great district, how it promotes economic development, being in touch with the community and setting clear direction
7. REP1_4. Quality of Services: That is the quality of the services and facilities provided by Masterton District Council

Satisfaction with the *overall performance of the Mayor and Councillors* has decreased by 5% over the last three years. There is also a significant change in satisfaction with the *performance of Council staff and business promotion and attraction for Masterton District*.

Leadership 2023

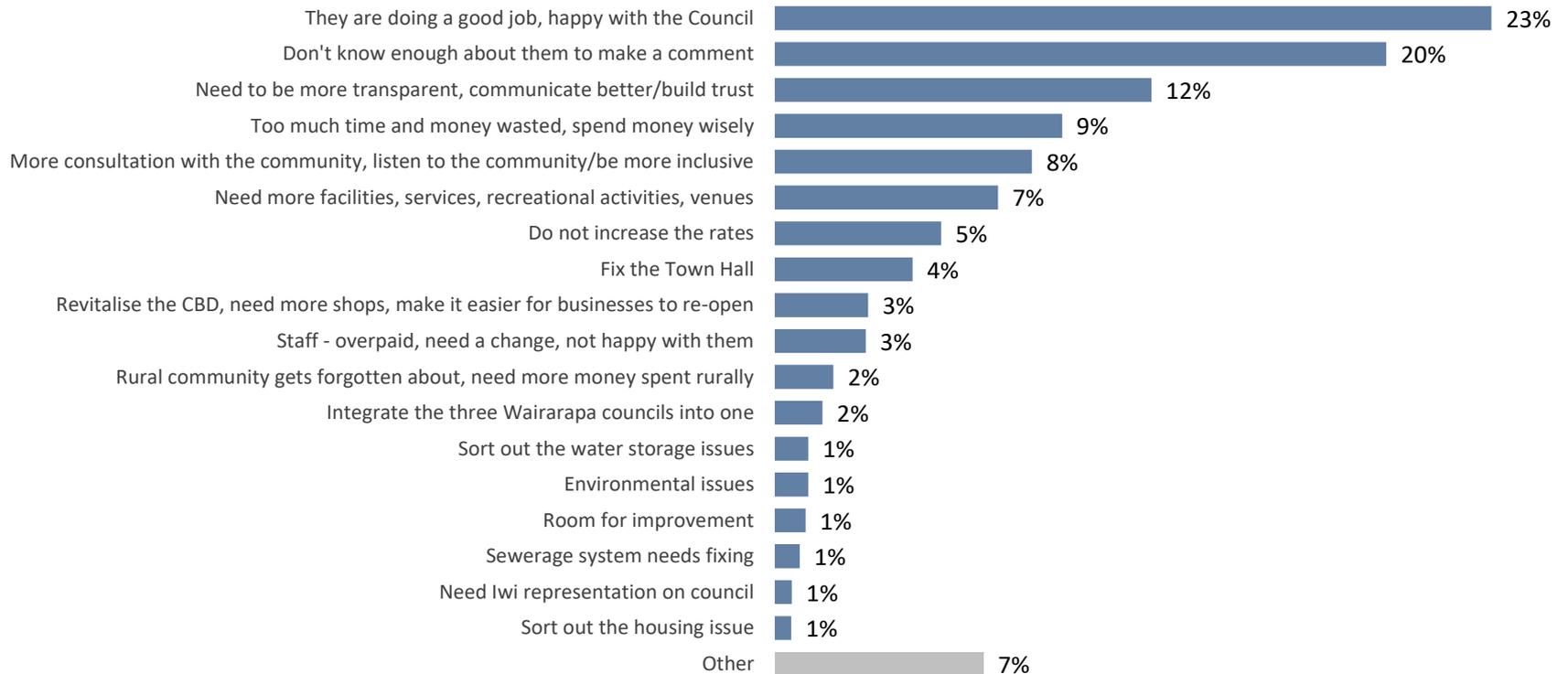


NOTES:

1. Sample: 2023 n= 422; 2020 n=545; Urban n=307, Rural n=115; Excludes Don't knows
2. LS2. And overall, when you think about the role that Council has, how would you rate your overall satisfaction with the performance of the Mayor and Councillors?
2. LS1. How satisfied are you with the each of the following?

25% of residents mentioned that the *Council are doing a great job*. 20% of residents *don't know enough about the District Council*, while 12% think that *the Council needs to be more transparent and communicate better*.

Comments about Council's leadership

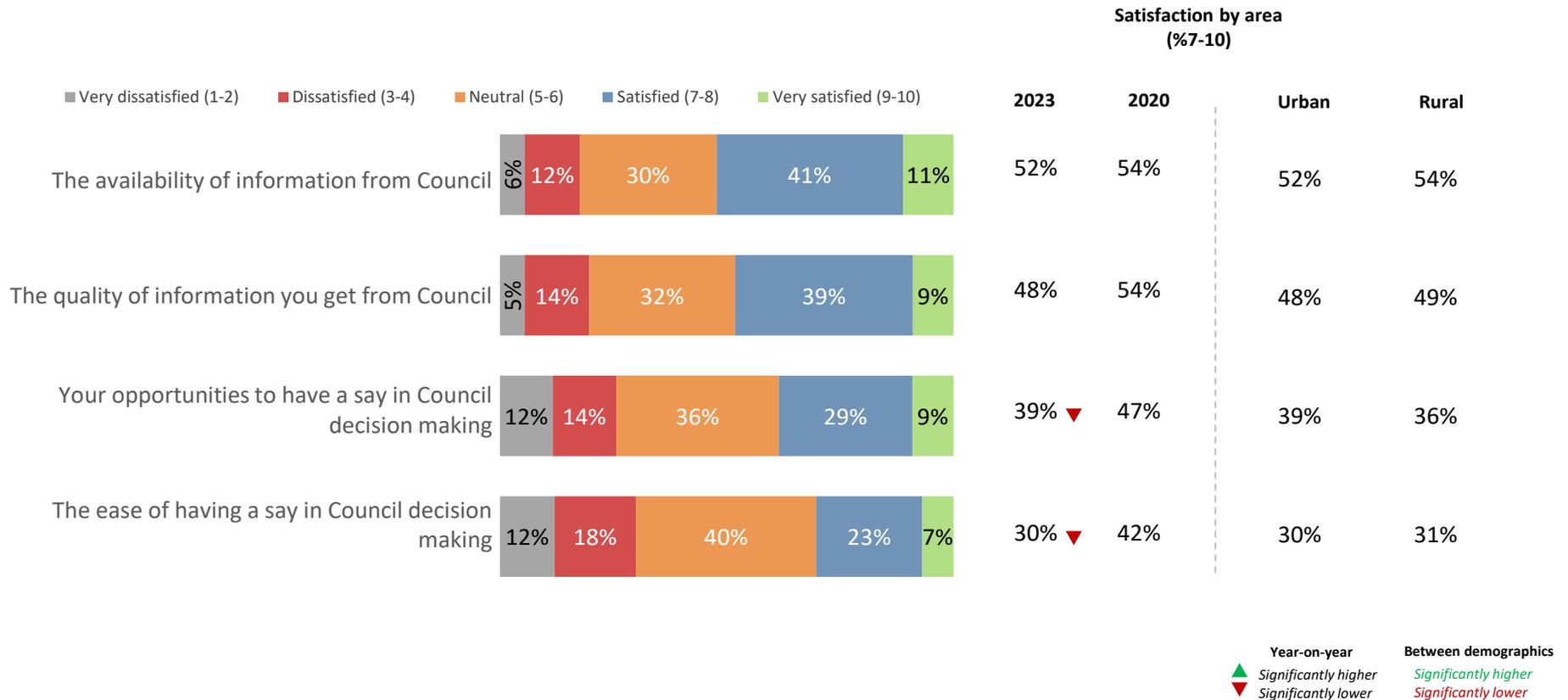


NOTES:

1. Sample: n=147; Excludes Don't knows and No comments
2. LS7. Do you have any other comments about the direction that the Masterton District Council provides, Council's reputation and the performance of the Mayor and Councillors?

There has been a significant 12% decrease in residents' satisfaction with *The ease of having a say in Council decision making*.

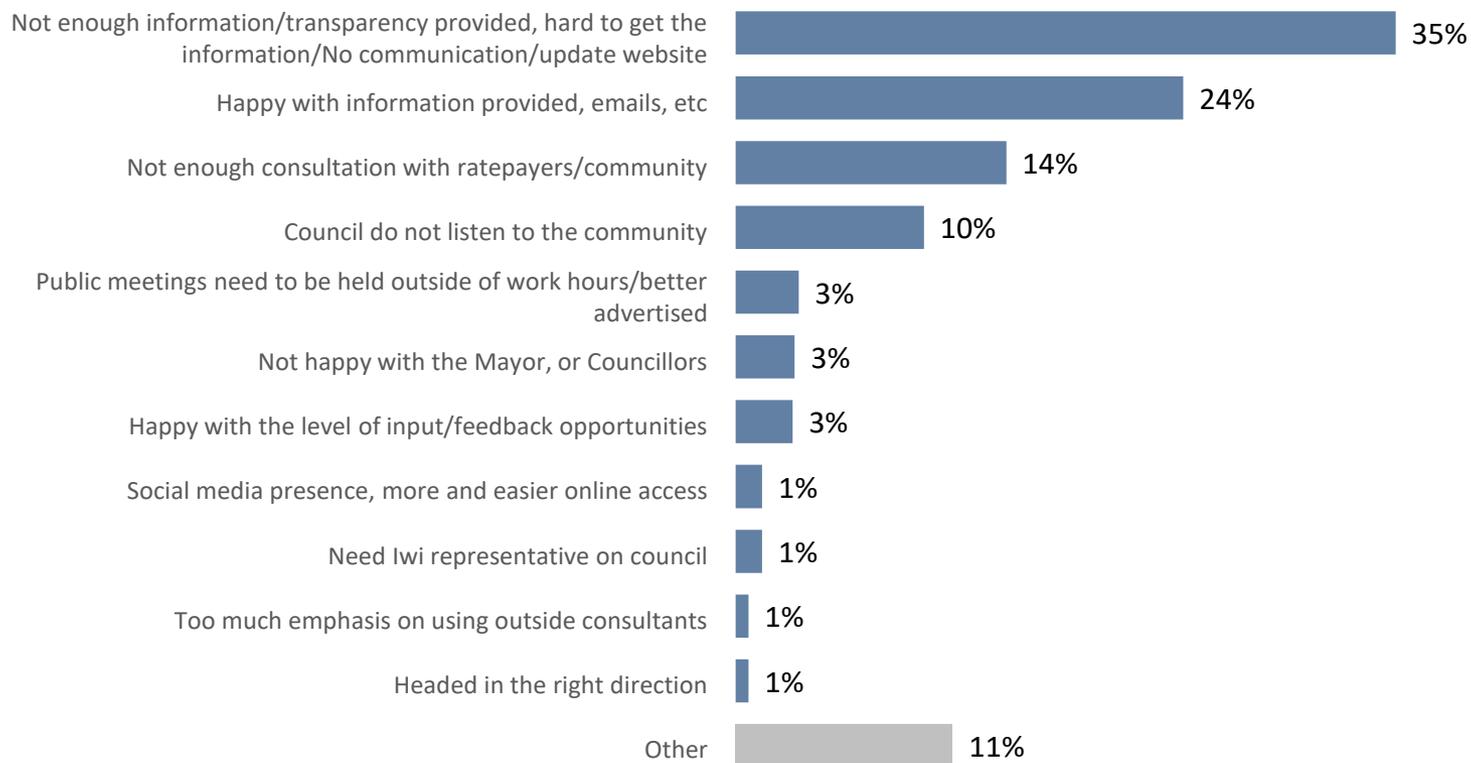
Information and decision-making 2023



NOTES:
 1. Sample: 2023 n=450; 2020 n=541; Urban n=329, Rural n=121; Excludes Don't knows
 2. LS3. Now, a few questions about Council's information and decision making. How satisfied are you with?

35% of residents stated that *there is not enough information/transparency provided, hard to get information, no communication or that the website needs updating.*

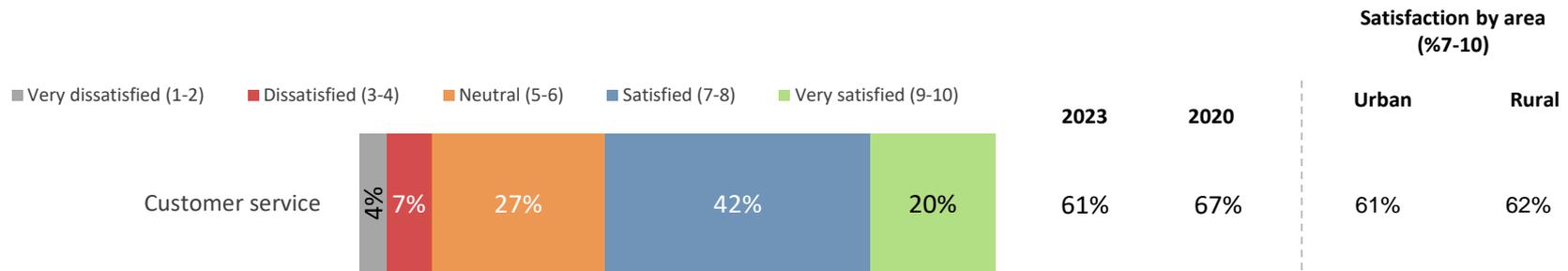
Comments about the information received from Council or its consultation



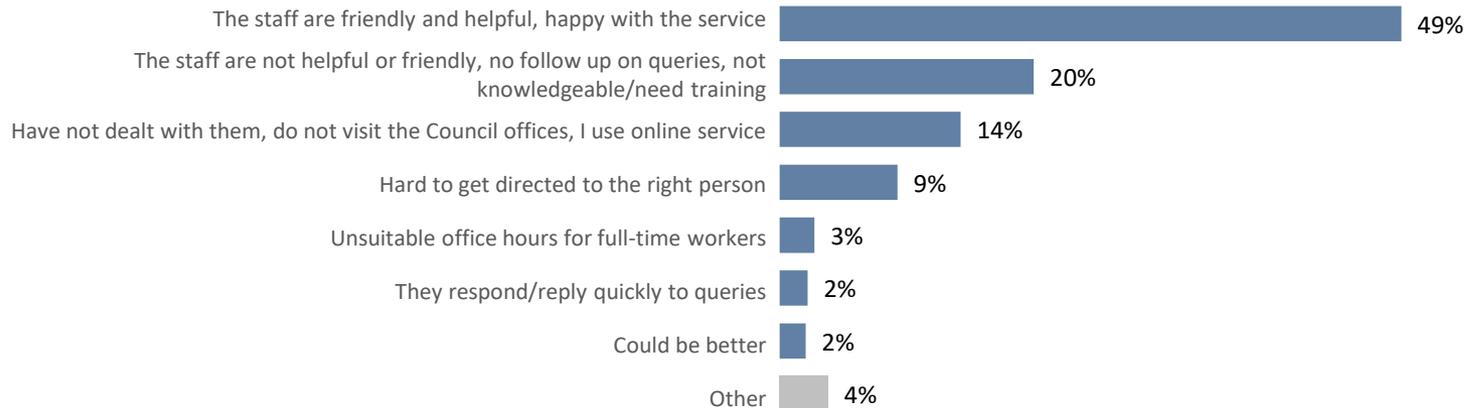
NOTES:
 1. Sample: n=113; Excludes Don't knows and No comments
 2. LS4. Do you have any comments about the information you receive from Council or its consultation?

More than half of respondents are satisfied with Council's *customer service* (61%). Almost half of those who provided comments say that *the staff are friendly and helpful* (49%). Those who were not happy with the service stated that *the staff are not helpful or friendly* (20%), and *it is hard to get directed to the right person* (9%).

Customer Service 2023



Comments about Council's customer service



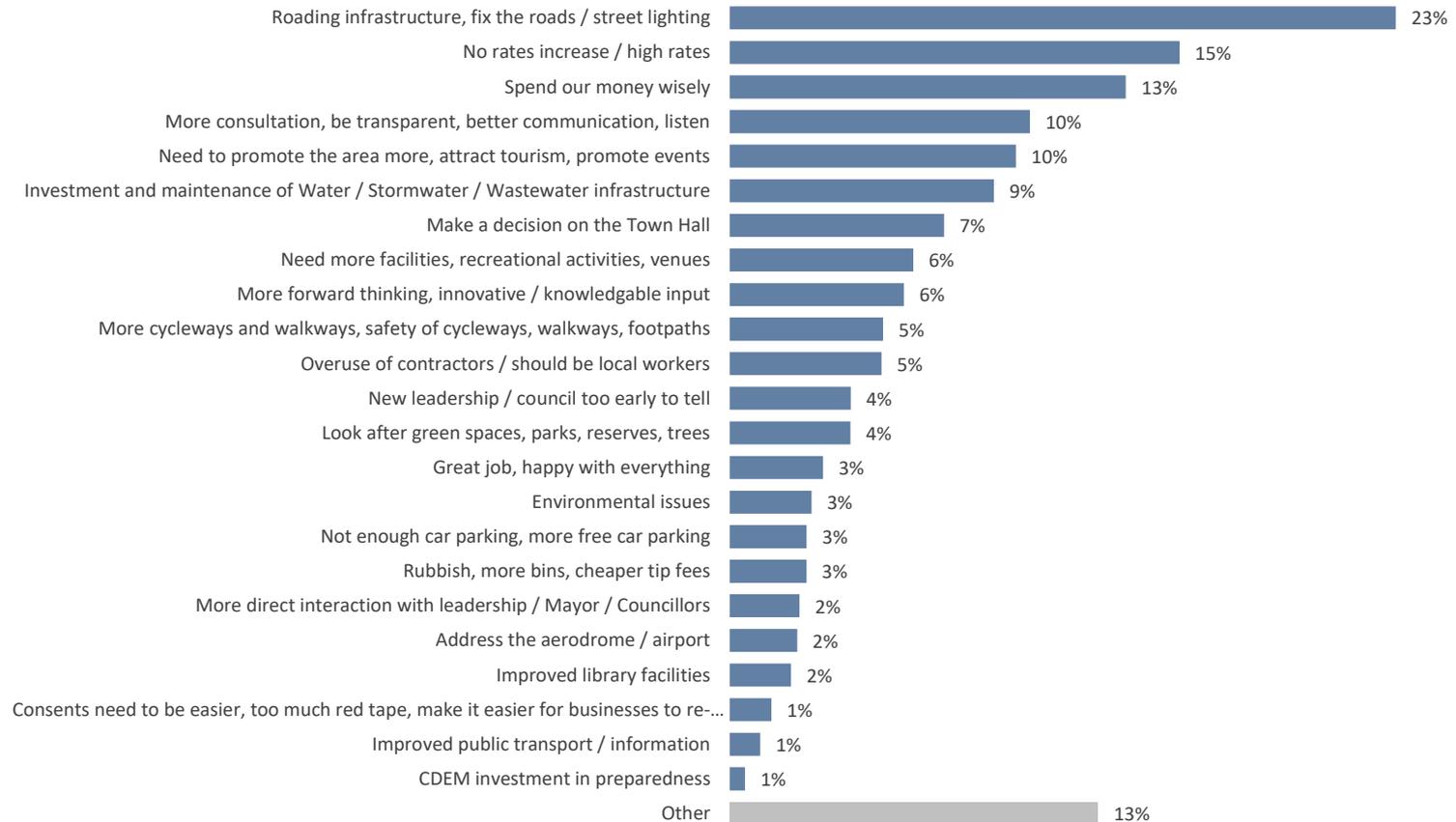
NOTES:
 1. Sample: 2023 n= 392; 2020 n=492; Urban n=294, Rural n=98; With comments n=93; Excludes Don't knows
 2. LS5_1. And how satisfied are you with Council's customer service?
 3. LS6. Why do you say this?

Overall Perceptions and General Comments



Many suggestions from residents are about roading (23%) and financial concerns like *no rates increase* (15%) and *spending residents' money wisely* (13%).

Improvements that residents want to see to be implemented in the district

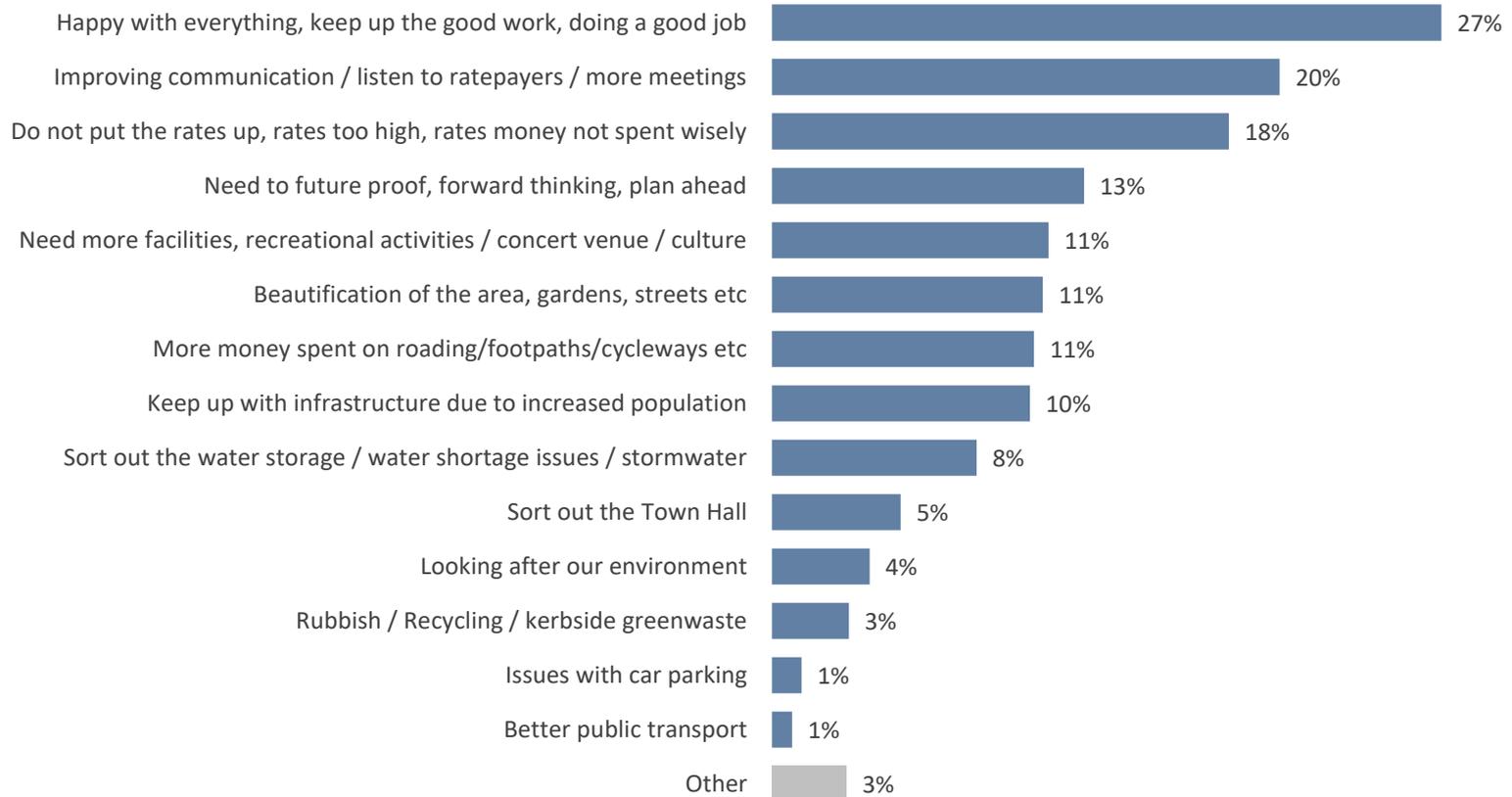


NOTES:

1. Sample: n=145; Excludes Don't knows and No comments
2. OVS2. Do you have any other comments about the performance of the Masterton District Council or improvements that you would like to see made?

While almost three in ten residents are happy with the District Council (27%), at least two in ten would like to have communication improved (20%), and some have concerns surrounding rates, and how they are spent (18%).

General comments



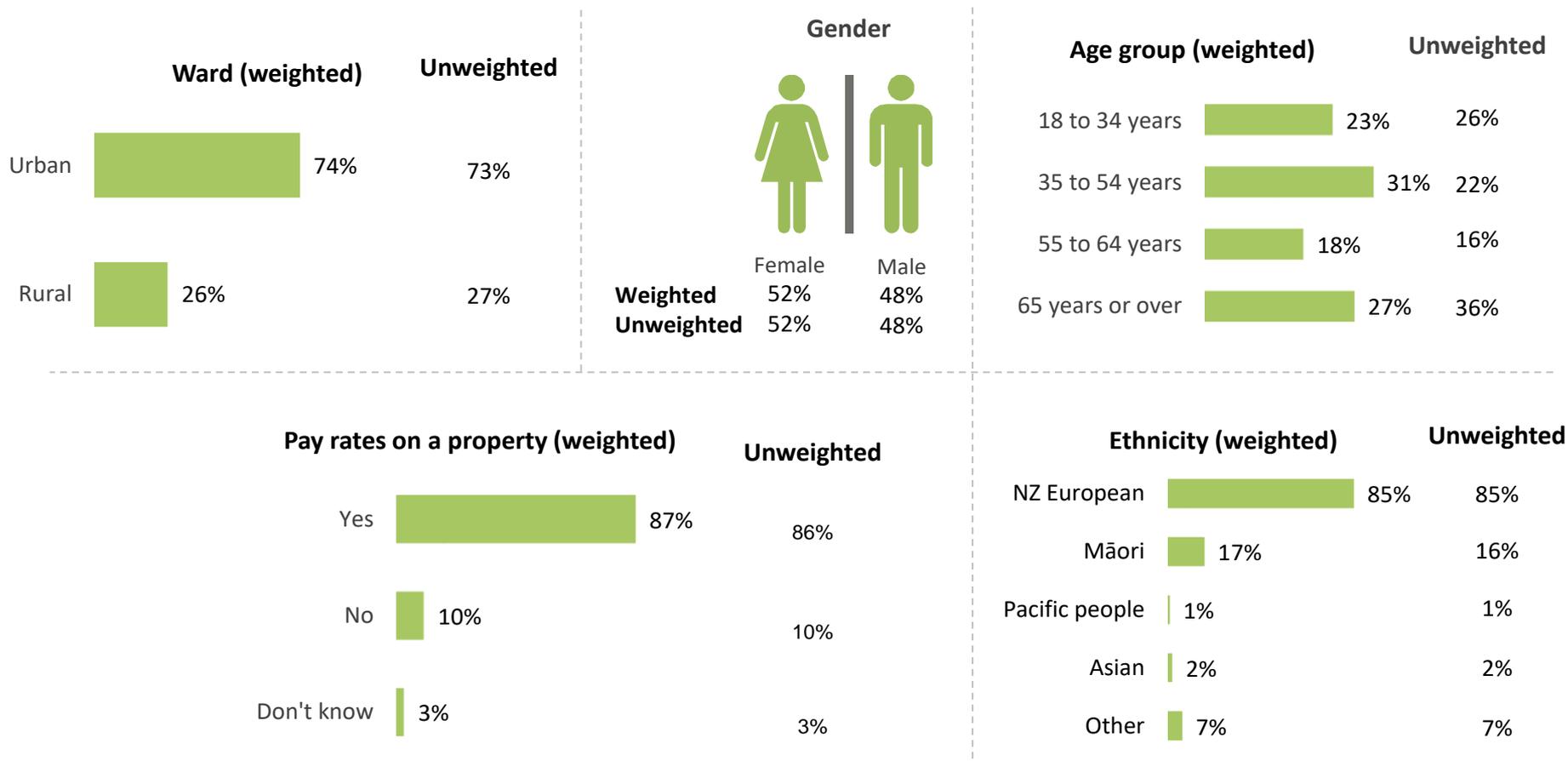
NOTES:

1. Sample: n=99; Excludes Don't knows and No comments
2. GEN1. Do you have any other comments that you would like to make about the District Council or Masterton District generally?

Sample Profile



Demographic profile



Appendix

Tables of results



Satisfaction scores (%7-10), by age, gender, ethnicity and ward

	Age				Gender		Ethnicity		Ward	
	18-34	35-54	55-64	65+	Male	Female	Māori	Other	Urban	Rural
Overall satisfaction	37%	42%	36%	46%	40%	43%	43%	41%	45%	30%
Reputation	41%	45%	40%	54%	43%	48%	41%	47%	46%	46%
Quality of services	55%	61%	47%	62%	55%	60%	63%	56%	60%	49%
Value for money	27%	35%	28%	43%	33%	35%	36%	34%	39%	22%
Parks, reserves and open spaces	65%	69%	83%	81%	72%	75%	62%	76%	71%	82%
Waste management	64%	66%	74%	72%	69%	69%	71%	69%	71%	63%
Water management	41%	47%	46%	55%	48%	48%	44%	49%	52%	33%
Regulatory services	43%	49%	43%	50%	43%	50%	52%	46%	49%	40%
Roading and footpaths	22%	31%	33%	36%	30%	31%	26%	31%	32%	26%

Satisfaction scores (%7-10), by age, gender, ethnicity and ward

	Age				Gender		Ethnicity		Ward	
	18-34	35-54	55-64	65+	Male	Female	Māori	Other	Urban	Rural
Parks, reserves and open spaces	65%	69%	83%	81%	72%	75%	62%	76%	71%	82%
Parks, reserves and green spaces	76%	79%	83%	89%	84%	80%	71%	84%	81%	84%
Sportsfields and playgrounds	71%	72%	85%	75%	76%	74%	63%	77%	73%	79%
Walkways and shared pathways	53%	57%	67%	70%	62%	61%	57%	62%	57%	73%
Public toilets	35%	51%	66%	70%	56%	55%	50%	56%	53%	61%
Maintenance of cemeteries	56%	56%	59%	59%	54%	60%	52%	59%	54%	67%
Public swimming pools	47%	51%	53%	62%	51%	54%	44%	55%	50%	60%
Masterton Airport (Hood Aerodrome)	38%	39%	40%	39%	41%	37%	37%	39%	40%	35%
Library and archive	71%	74%	77%	76%	75%	74%	76%	74%	74%	75%

Satisfaction scores (%7-10), by age, gender, ethnicity and ward

	Age				Gender		Ethnicity		Ward	
	18-34	35-54	55-64	65+	Male	Female	Māori	Other	Urban	Rural
Water supply	60%	59%	60%	65%	58%	64%	67%	60%	65%	39%
Sewerage system (wastewater)	50%	52%	53%	64%	50%	60%	53%	55%	58%	41%
Stormwater services	34%	34%	25%	48%	38%	35%	40%	36%	40%	23%
Availability of parking in the district	42%	64%	64%	59%	58%	56%	49%	59%	57%	57%
Cycling in the district	38%	50%	45%	46%	51%	40%	56%	43%	45%	47%
Street lighting throughout the district	36%	43%	43%	59%	44%	47%	43%	46%	44%	50%
Roads throughout the district (excluding State highways)	22%	27%	23%	35%	28%	26%	24%	28%	28%	26%
Ease of moving around the district at peak times	26%	34%	36%	42%	36%	34%	30%	36%	37%	29%
Footpaths throughout the district	40%	50%	44%	38%	43%	44%	47%	42%	40%	53%

Satisfaction scores (%7-10), by age, gender, ethnicity and ward

	Age				Gender		Ethnicity		Ward	
	18-34	35-54	55-64	65+	Male	Female	Māori	Other	Urban	Rural
Kerbside recycling collection	72%	64%	83%	82%	78%	71%	75%	74%	77%	58%
Kerbside rubbish collection	76%	61%	77%	78%	74%	71%	76%	72%	76%	54%
Green waste drop-off points, transfer stations and recycling services	64%	59%	65%	73%	61%	69%	68%	65%	65%	67%
Litter control	56%	52%	57%	58%	51%	60%	49%	57%	58%	47%
Cleanliness in streets in general	59%	69%	69%	68%	61%	71%	62%	67%	66%	67%
Regulatory services	43%	49%	43%	50%	43%	50%	52%	46%	49%	40%
Parking enforcement	57%	54%	46%	53%	49%	56%	55%	52%	55%	47%
Control of noise	53%	57%	42%	46%	45%	56%	54%	50%	51%	48%
Control of roaming dogs	51%	55%	46%	50%	50%	52%	50%	51%	52%	48%
Control of barking dogs	49%	56%	38%	35%	43%	48%	57%	43%	45%	50%
Planning services	33%	40%	34%	31%	33%	36%	39%	34%	36%	31%
Building services	43%	41%	41%	34%	38%	42%	51%	37%	42%	33%

Satisfaction scores (%7-10), by age, gender, ethnicity and ward

	Age				Gender		Ethnicity		Ward	
	18-34	35-54	55-64	65+	Male	Female	Māori	Other	Urban	Rural
Leadership	40%	49%	36%	50%	41%	49%	44%	45%	45%	44%
Quality of services	41%	45%	49%	59%	44%	54%	48%	49%	51%	44%
Trust	37%	41%	40%	47%	41%	42%	45%	41%	41%	43%
Financial management	24%	29%	23%	34%	27%	30%	34%	27%	30%	24%
Performance of Mayor and Councillors	47%	59%	38%	49%	48%	52%	58%	48%	52%	44%
Performance of Council Staff	42%	50%	41%	55%	46%	50%	45%	49%	49%	45%
Promotion of working and living in Masterton District	35%	35%	41%	47%	37%	42%	40%	39%	38%	44%
Tourism and visitor promotion for Masterton District	48%	51%	52%	52%	46%	56%	43%	53%	49%	56%
Council funding and support for community groups	45%	43%	55%	56%	46%	52%	46%	50%	49%	50%
Business promotion and attraction for Masterton District	39%	33%	43%	44%	35%	44%	34%	41%	38%	42%

Satisfaction scores (%7-10), by age, gender, ethnicity and ward

	Age				Gender		Ethnicity		Ward	
	18-34	35-54	55-64	65+	Male	Female	Māori	Other	Urban	Rural
The quality of information you get from Council	41%	48%	40%	59%	49%	47%	44%	49%	48%	49%
The availability of information from Council	48%	51%	48%	60%	50%	54%	49%	53%	52%	54%
Opportunities to have a say in Council decision making	26%	44%	36%	44%	36%	40%	35%	39%	39%	36%
Ease of having a say in Council decision making	19%	38%	24%	35%	28%	33%	32%	30%	30%	31%
Customer Service	51%	64%	54%	69%	57%	66%	67%	60%	61%	62%

Contact information

Head Office

Telephone: + 64 7 575 6900

Address: Level 1, 247 Cameron Road
PO Box 13297
Tauranga 3141

Website: www.keyresearch.co.nz