

RESIDENTS' SURVEY

Report July 2026

Waitomo District Council

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Executive Summary

The 2026 Residents' Survey results show a generally positive year-on-year movement for Waitomo District Council. *Overall performance* has increased from 53% in 2025 to 61% in 2026, while *Quality of life* remains positive at 78%, compared to 76% in 2025.

Agreement that the *District is going in the right direction* has also increased from 65% to 68%, and *Pride in the Waitomo District* has improved from 66% to 73%.

Council's Reputation has also improved in 2026. *Overall reputation* has increased from 62% to 70%. The reputation benchmark score has improved from 57 to 65, shifting Council from the poor reputation range into the acceptable reputation range.

Satisfaction with services and infrastructure mostly improved or remained high.

- *Open spaces* remain the highest rated service at 93%
- *Public facilities* are also rated highly at 86%
- *Regulatory services* have slightly increased from 82% to 84%
- *Waste management* has increased from 73% to 77%
- *Water management* has improved from 66% to 72%

Perceptions of satisfaction with *Stormwater* and *Roading* remain improvement opportunities.

- *Roading* overall satisfaction decreasing slightly from 55% to 53%
- *Roading network maintenance* remains low at 51%
- *Keeping roads and footpaths free from flooding* remains relatively low at 55%.
- *Communication and engagement* perceptions are positive overall.
- *Enquiry management* remains high at 83%
- *Overall engagement and consultation*, at 83%
- Residents recorded improved satisfaction with *Being kept informed about what Council is doing*, increasing from 75% to 83%.

Value for money has improved from 40% to 44%, although it remains one of the lowest rated aspects. *Annual property rates being fair and reasonable* returns a satisfaction rating of 28%.

The driver analysis identifies that core services have the highest impact on *Overall satisfaction* at 63%, as compared *Communication and engagement* at 13%, and *Image and reputation* and *Value for money*, both at 12%.

Background, Objectives and Method

Background

Waitomo District Council has an ongoing commitment to assessing resident satisfaction with the services, facilities, and resources it provides, and to identifying and prioritising improvements that are most valued by the community.

Research Objectives



Measure residents' satisfaction with the Waitomo District Council's performance.



Provide insights into how the Council can best invest its resources to improve residents' satisfaction with its overall performance.

Method



Approach

- A mixed methodology approach consisting of invites sent via email and post
- Hard copies of the survey were sent to residents upon their request
- Random selection from the Electoral Roll and Ratepayers records



Fieldwork dates

- 1 – 31 May 2026.
- n=405



Statistical Confidence

- Weighted to Census 2023 demographics
- 95% confidence level
- $\pm 4.57\%$ margin of error

Notes

- Percentages may not total 100% due to rounding.
- Question references are shown in footnotes.
- Ratings from 6-10 are referred to as 'satisfied' or 'satisfaction'
- Outcomes derived from particularly small sample sizes ($n < 30$) should be read with caution.

Response Scale



1-2 Very dissatisfied | 3-5 dissatisfied | 6-8 Satisfied | 9-10 Very Satisfied

Performance Summary

Trends in overall measures and reputation

(% 6-10 excluding don't know)

Question codes		% increase / decrease (2026-2025)*	2026	2025
OS2_4	Managing liquor licensing	+31%	80%	49%
OS2_3	Managing and issuing resource consents	+16%	59%	43%
OS2_2	Managing and issuing building consents	+12%	87%	75%
REP1_2	Trust	+11%	70%	59%
CE4_1	Council keeps people informed about what Council is doing	+8%	83%	75%
REP2_1	Overall reputation	+8%	70%	62%
OP1_1	Overall satisfaction	+8%	61%	53%
TW2_2	The quality of the water (including taste, clarity and odour)	+7%	65%	58%
GEN3_1	Proud to live in the Waitomo District	+7%	73%	66%
PR2_4	Cemeteries	+6%	98%	92%
TW4_2	How the Council treats and disposes of wastewater	+5%	89%	84%
CF2_1	Satisfaction with - Waitomo District Library	+5%	99%	94%
REP1_3	Financial Management	+5%	57%	52%
TW4_3	The overall wastewater system	+4%	88%	84%
WM3_1	Overall waste management	+4%	77%	73%
CF3_3	Cleanliness of - Les Munro Centre	+4%	100%	96%
OS2_1	Animal control	+4%	67%	63%
VM2_1	Annual property rates are fair and reasonable	+4%	28%	24%
REP1_1	Leadership	+4%	74%	70%
VM2_2	Water rates are fair and reasonable	+4%	47%	43%
VM2_4	Fees and charges for other services and facilities are fair and reasonable	+4%	42%	38%
VM3_1	Value for money	+4%	44%	40%
TW2_3	Overall district's water supply	+3%	79%	76%
WM2_2	Rural transfer stations	+3%	80%	77%
INT3_1	How easy it was to make your enquiry or request	+3%	90%	87%
CE4_2	Council provides opportunities for residents to be involved in the consultation and decision process	+3%	75%	72%
VM2_3	Invoicing is clear and correct	+3%	79%	76%
GEN2_1	District is going in the right direction	+3%	68%	65%
WM2_1	Kerbside rubbish and recycling collection	+2%	77%	75%
RF1_3	The availability of footpaths	+2%	74%	72%

Notes:

* Shading indicates movement compared to 2025: light green/pink denotes a year-on-year increase/decrease, while dark green/pink denotes a statistically significant year-on-year increase/decrease.

Trends in overall measures and reputation

(% 6-10 excluding don't know)

◀ TOC

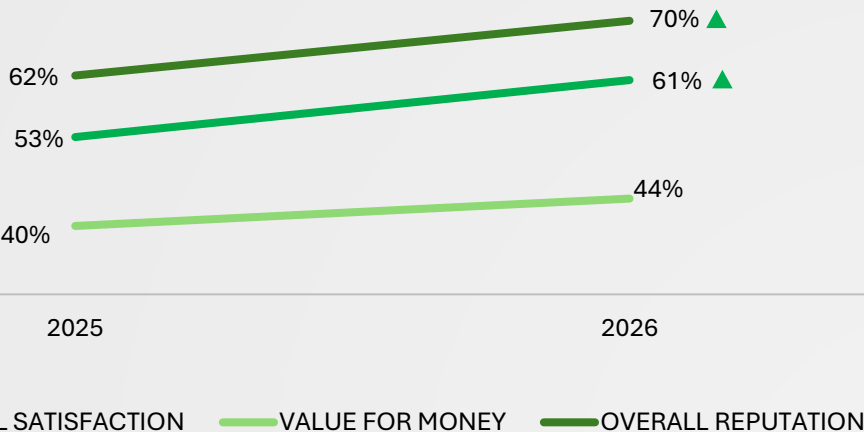
Question codes		% increase / decrease (2026-2025)	2026	2025
CF3_1	Cleanliness of - Waitomo District Library	+2%	98%	96%
OS3_1	Regulatory services	+2%	84%	82%
CE3_1	Received or found Council information when needed	+2%	89%	87%
GEN1_1	Quality of life in the District	+2%	78%	76%
TW4_1	The reliability of the wastewater system	+1%	91%	90%
TW5_1	Keeping roads and footpaths free from flooding due to the Council management	+1%	55%	54%
WM2_3	Te Kūiti Transfer Station (Landfill)	+1%	88%	87%
RF1_1	How well the roading network is maintained	+1%	51%	50%
RF1_2	The safety of the roads	+1%	54%	53%
CF2_3	Satisfaction with - Les Munro Centre	+1%	97%	96%
CE5_1	Council's engagement and consultation with the community	+1%	83%	82%
TW5_2	Overall stormwater system	-	57%	57%
WM2_4	How Council manages litter bins, loose litter and illegal dumping activities	-	67%	67%
RF1_4	How well footpaths are maintained	-	67%	67%
PR2_3	Playgrounds	-	87%	87%
INT3_2	The helpfulness and friendliness of staff	-	88%	88%
PR3_1	Overall parks, reserves and open spaces	-1%	93%	94%
TW2_1	The reliability of the water supply	-1%	92%	93%
PR2_1	Parks or reserves or open space	-1%	91%	92%
PR2_2	Sports-grounds	-1%	92%	93%
CF4_1	Overall public facilities	-1%	86%	87%
INT5_1	Enquiry handling	-1%	83%	84%
REP1_4	Quality of services and facilities	-1%	71%	72%
TW6_1	Overall water management	-2%	72%	74%
RF2_1	Roading	-2%	53%	55%
CF3_4	Cleanliness of - Public toilets	-2%	61%	63%
CF2_2	Satisfaction with - Pool facility (District Aquatic Centre)	-4%	76%	80%
CF2_4	Satisfaction with - Public toilets	-4%	70%	74%
OS2_5	Licensing premises such as cafes, restaurants and hairdressers	-7%	93%	100%
CF3_2	Cleanliness of - Pool facility (District Aquatic Centre)	-9%	77%	86%

Year-on-year ■ Significantly higher | ■ Significantly lower

Performance Summary

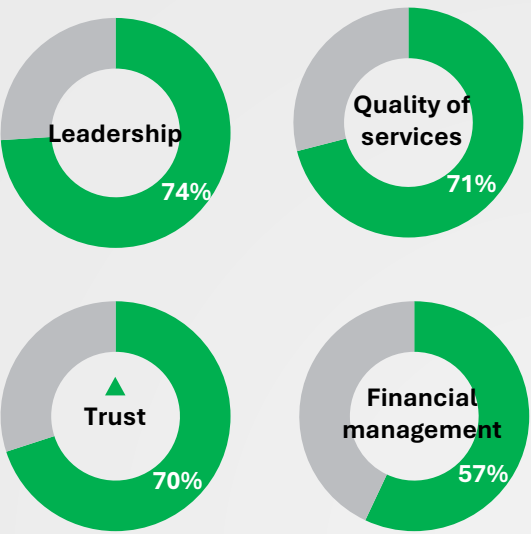
OVERALL MEASURES

(rated 6-10)



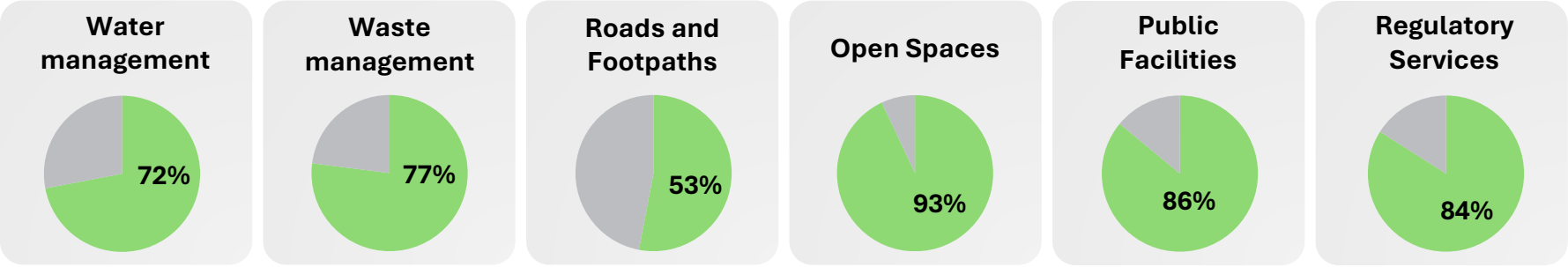
REPUTATION

(rated 6-10)



SERVICES AND INFRASTRUCTURE

(rated 6-10)



Key Findings

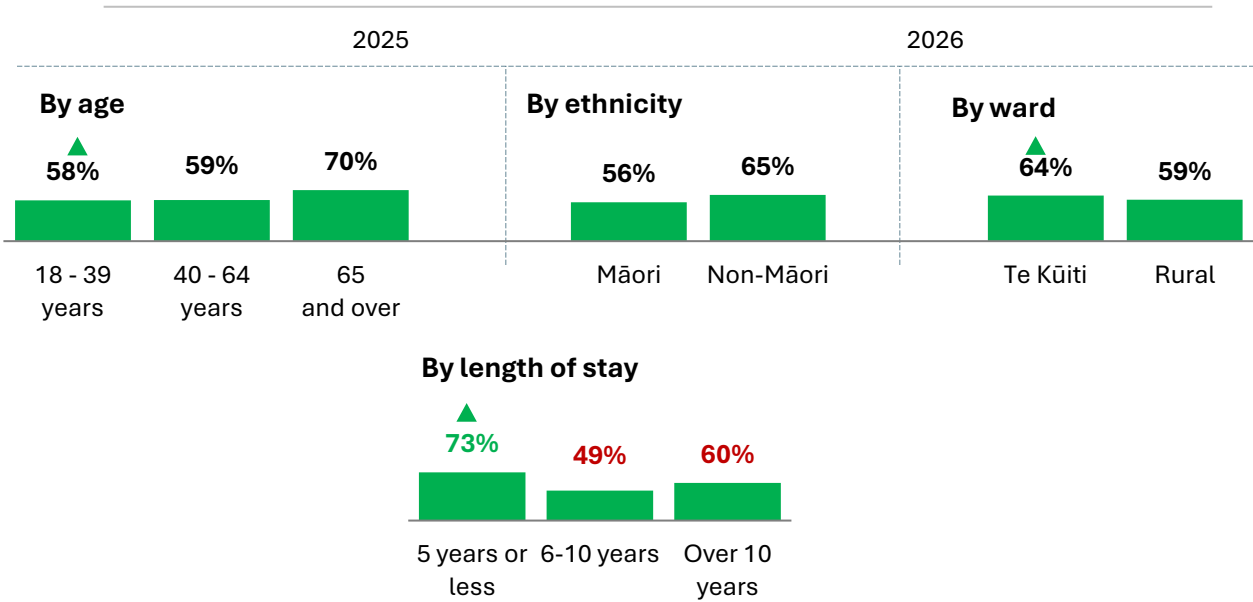
Overall performance

61%

Residents Satisfied with Overall performance (rated 6-10)



Satisfied (rated 6-10)

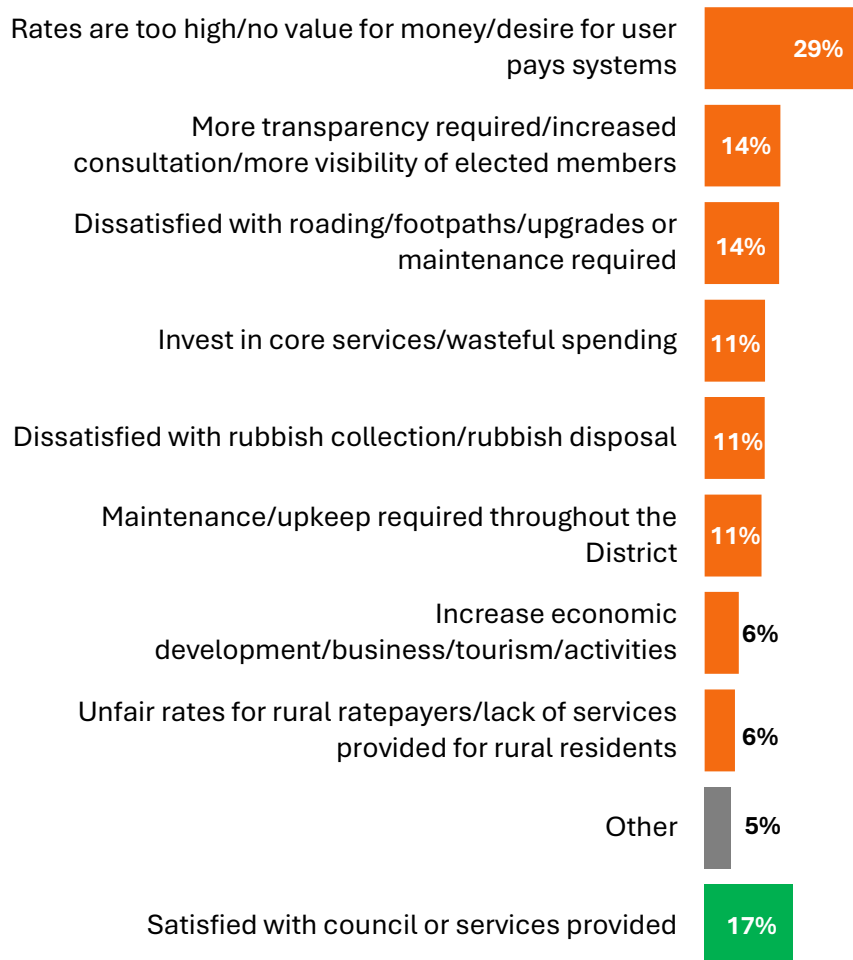


Year-on-year Between demographics

▲ Significantly higher Significantly higher
▼ Significantly lower Significantly lower

Notes:
1. 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=393

General comments



- *New to town, 2 years. I enjoy positive community interactions. Evolution is working together for a better future for all.*
- *Coming from a large BOP city, Te Kuiti is a fantastic town with a positive attitude and friendly population. We love living here.*
- *I have seen many changes and many people come and go in the 59 years I have lived in this District, it's not a bad place to live at all .*
- *Well organised everyone including staff in offices helping any queries of general public.*
- *The development of CP fields has been the best thing to happen in that side of town. It is wonderful to see it getting used regularly*



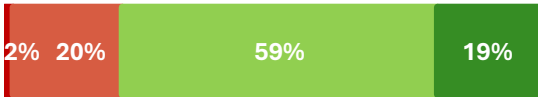
- *Paying \$5 per rubbish bag is extortionate and absolutely ridiculous, and most people cannot afford it.*
- *Please repair our road, stock and fert trucks are unable to negotiate it as is and it is costing us all more money.*
- *I feel freedom camping is totally unfair-use of the facilities and nil paid. May spend money at the shops, but would do so anyhow.*
- *Rates are excessive compared to facilities available. Lack of security and police. Range of shops availability local. More dog safe walk zones and community activities.*
- *Have more public information accessible for the community to have a say in what is going on in and around the community.*

Notes:

1. OP2. Finally, are there any comments or feedback that you would like to make? n=172

78%

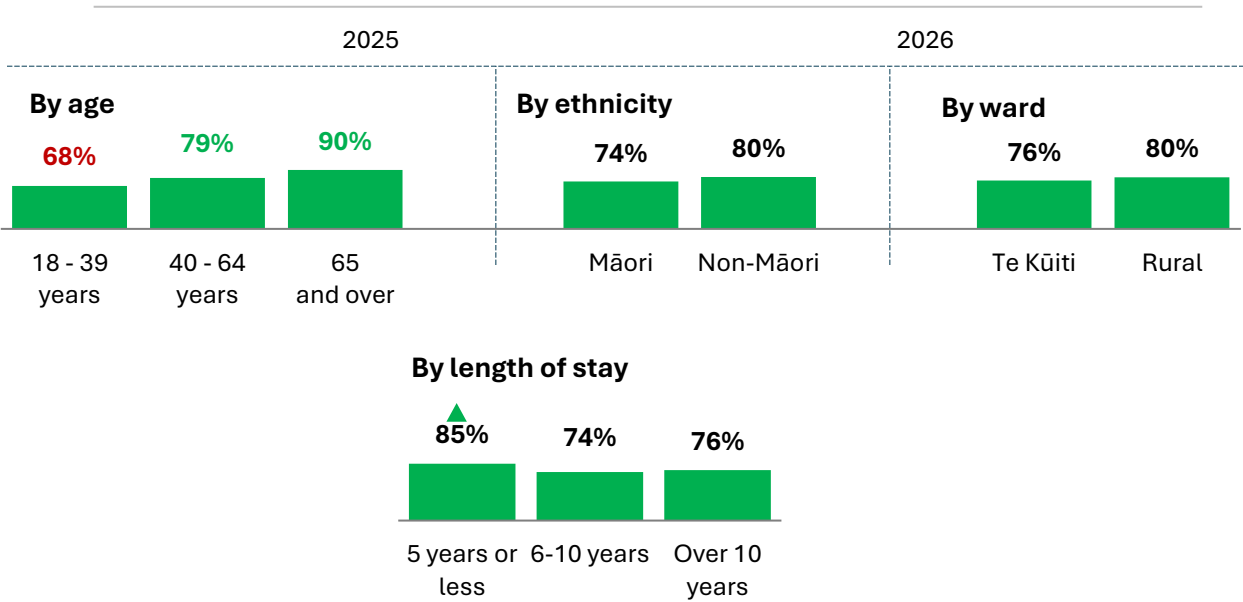
Residents rated *Overall quality of life* as Good (rated 6-10)



Very dissatisfied (1-2) Dissatisfied (3-5)

Satisfied (6-8) Very satisfied (9-10)

Good (rated 6-10)



Year-on-year Between demographics

Significantly higher Significantly higher

Significantly lower Significantly lower

Notes:
1. GEN1. Would you say that, overall, the quality of life in the district is ...? n=393

District is going in the right direction

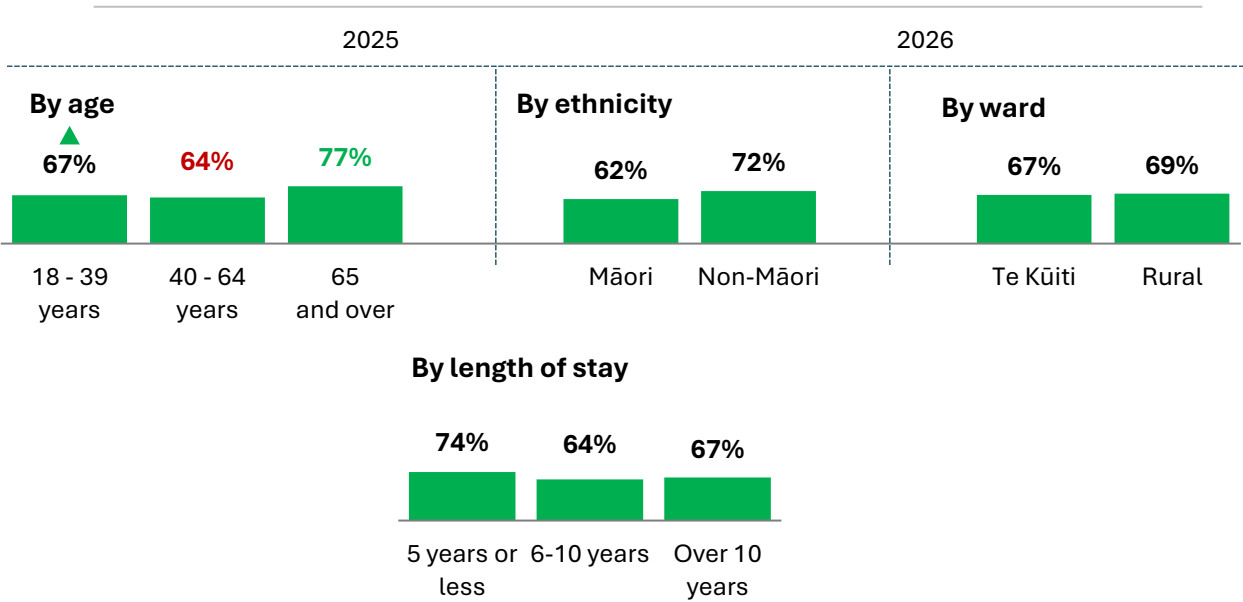
68%

Residents Agree that the District is going in the right direction (rated 6-10)



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

Agree (rated 6-10)



Year-on-year: Significantly higher (green triangle up), Significantly lower (red triangle down). Between demographics: Significantly higher (green triangle up), Significantly lower (red triangle down).

Notes: 1. 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=368

Pride in Waitomo district

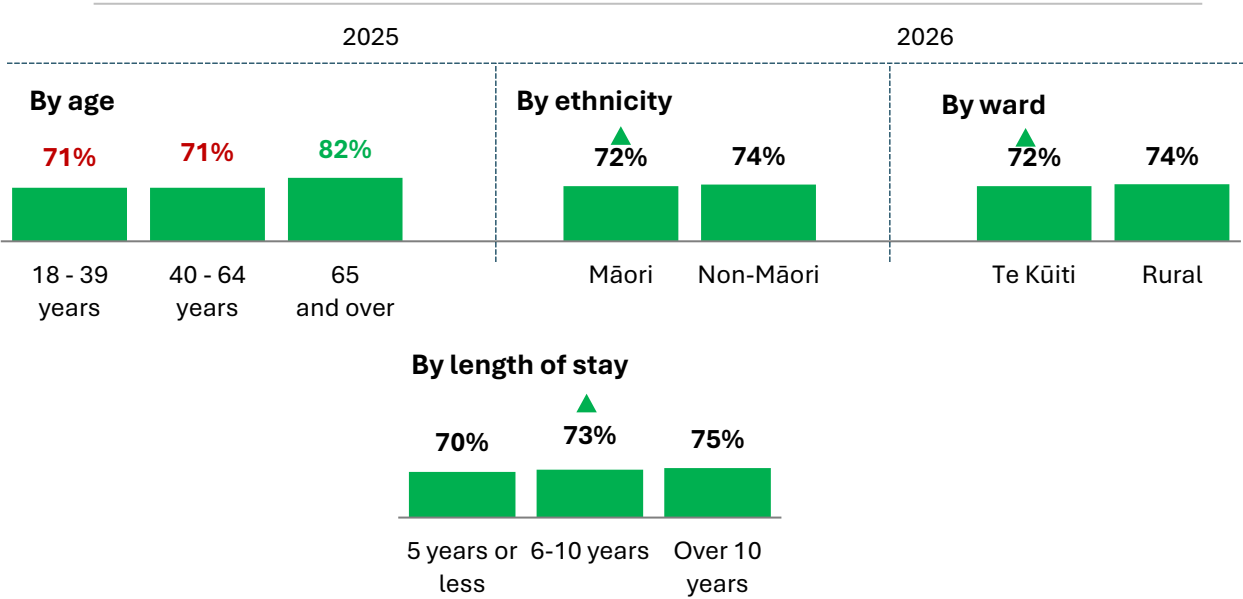
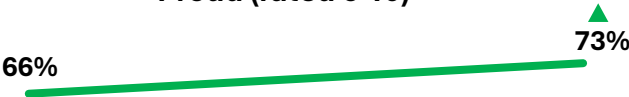
73%

Residents Proud
to live in Waitomo District
(rated 6-10)



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

Proud (rated 6-10)



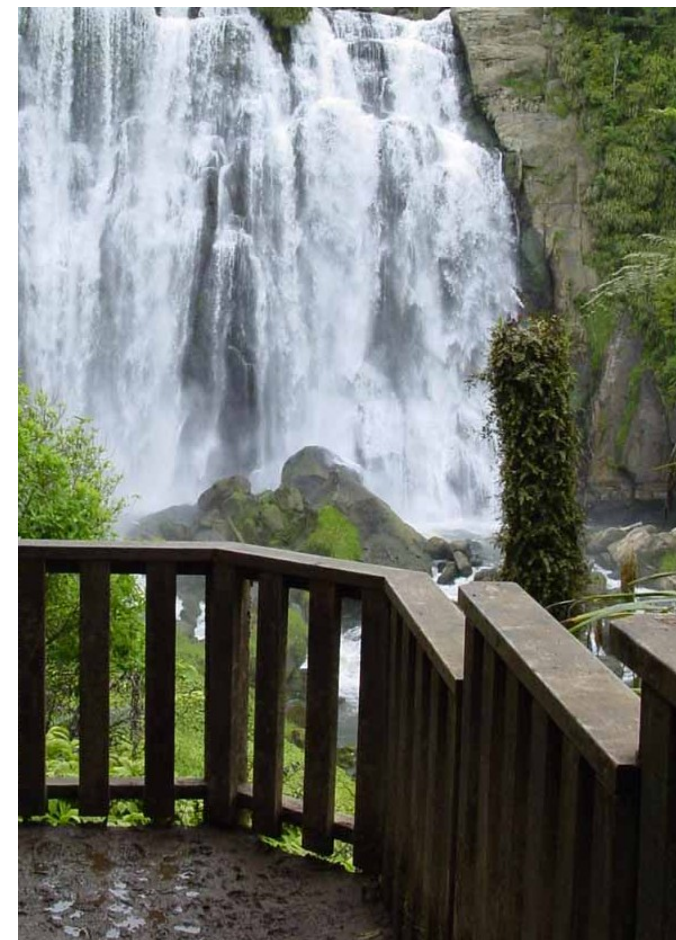
Year-on-year Between demographics
Significantly higher Significantly higher
Significantly lower Significantly lower

Notes:
1. 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 Waitomo District? n=390

Services and Infrastructure

Water management

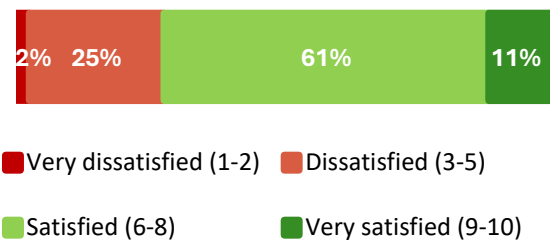
- Satisfaction with *Overall water management* has increased from 66% in 2025 to 72% in 2026. This improvement is supported by positive ratings for *Water supply* and *Wastewater*, while *Stormwater* remains the main improvement opportunity. Satisfaction with the *Overall district's water supply* has increased slightly, from 76% in 2025 to 79% in 2026. *Reliability* remains the strongest aspect of water supply, with 92% satisfied. Satisfaction with *Water quality* has improved from 58% to 65%.
- Wastewater continues to be the strongest performing aspect of water management. Satisfaction with the *Overall wastewater system* has increased from 84% in 2025 to 88% in 2026, while satisfaction with *Reliability* has remained high at 91%, compared to 90% in 2025. Satisfaction with *How Council treats and disposes of wastewater* has also increased, from 84% to 89%. Satisfaction with the overall wastewater system is high across most demographic groups.
- Stormwater remains the lowest performing aspect of water management. Satisfaction with the *Overall stormwater system* is unchanged year-on-year at 57%, while satisfaction with *Keeping roads and footpaths free from flooding* remains on par with the previous reporting period, 54% in 2025 to 55% in 2026.
- Comments from residents who are dissatisfied with water management identify that *Stormwater and flooding* are key concerns. The most prevalent themes are *Flooding issues* (41%), a desire for *More frequent clearing of gutters/drains/culverts required* (25%), and *Stormwater improvements, investment or maintenance* (24%). *Water supply quality* is also identified by 18% of dissatisfied residents, particularly in relation to taste, colour, odour, chlorine or fluoride.



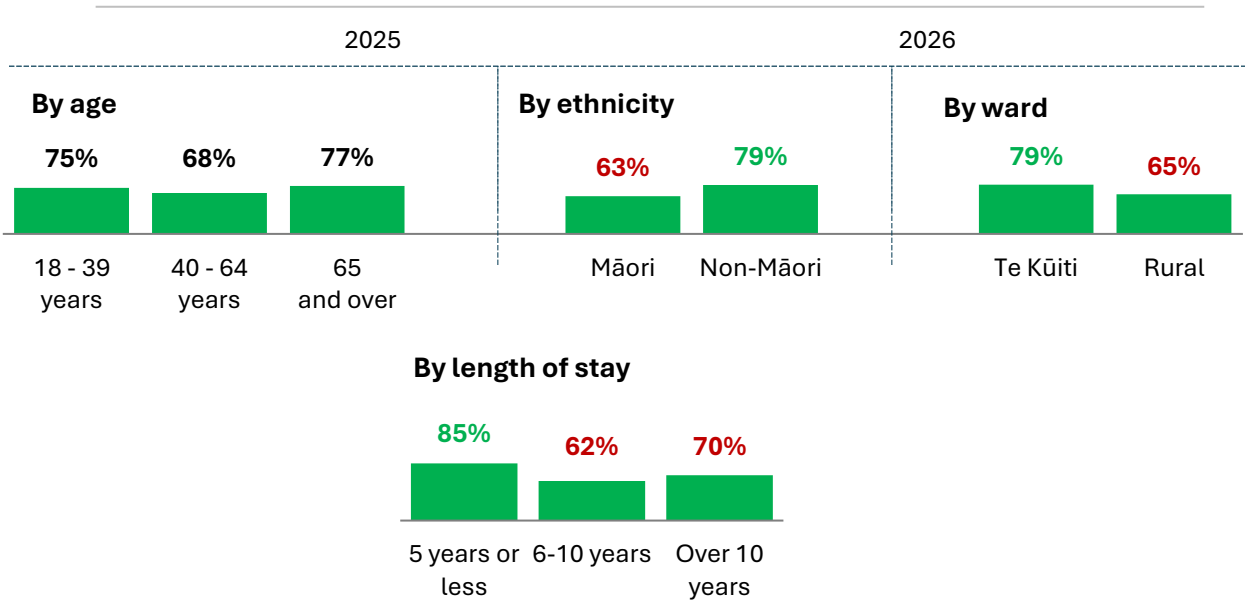
Overall water management

72%

Residents Satisfied
with Overall water management
(rated 6-10)



Satisfied (rated 6-10)

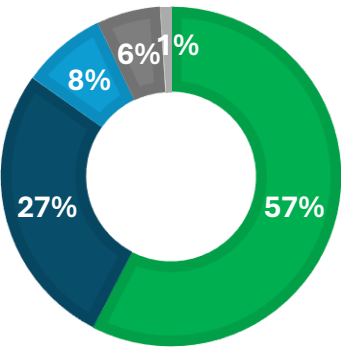


Year-on-year
Significantly higher
Significantly lower

Between demographics
Significantly higher
Significantly lower

Notes:
1. TW6. And overall, when you think about the water supply, wastewater management and stormwater management, how would you rate your satisfaction with Council overall for its WATER MANAGEMENT in the district? n=353

Household Water Supply Connection



- A town (Council) supply
- A rainwater collection system
- A well water system
- Other
- Don't know

Overall district's water supply



Reliability of water supply



Quality of water supply



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

Satisfied (rated 6-10)

Year, age, ethnicity, ward	2026	2025	18-39 years	40-64 years	65 and over	Māori	Non-Māori	Te Kūiti Ward	Rural Ward
Overall water supply	79%	76%	79%	75%	86%	75%	83%	79%	79%
Reliability of water supply	92%	93%	89%	92%	95%	88%	95%	93%	90%
Quality of water supply	65%	58%	62% ▲	58%	79%	60%	69%	68% ▲	57%

Year-on-year

- Significantly higher
- Significantly lower

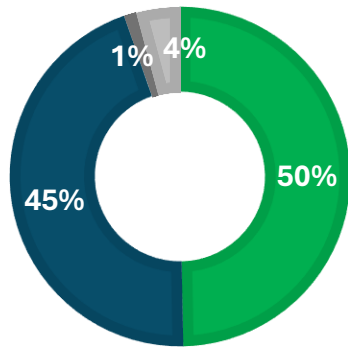
Between demographics

- Significantly higher
- Significantly lower

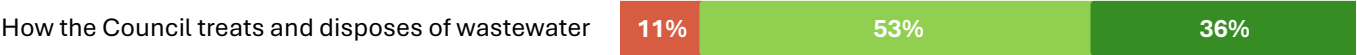
- Notes:
- TW1. Which of the following best describes your water supply connection? n=405
 - TW2. On a scale of 1 to 10, how would you rate your satisfaction with...?
 - The reliability of the water supply n=253
 - The quality of the water (including taste, clarity and odour) n=251
 - Overall district's water supply n=235

Wastewater system

Household Wastewater Connection



■ Council provided wastewater system
■ Your own septic tank system
■ Other
■ Don't know



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

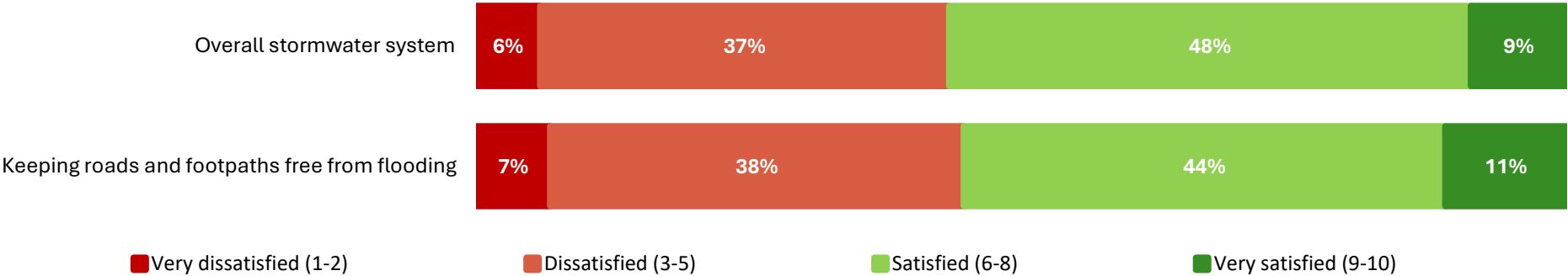
Satisfied (rated 6-10)

Year, age, ethnicity, ward	2026	2025	18-39 years	40-64 years	65 and over	Māori	Non-Māori	Te Kūiti Ward	Rural Ward
Overall wastewater system	88%	84%	91%	86%	88%	81%	95%	88%	88%*
Reliability of wastewater system	91%	90%	97%	88%	87%	86%	95%	92%	90%
How the Council treats and disposes of wastewater	89%	84%	85%	91%	91%	84%	93%	89%	90%*

Year-on-year
▲ Significantly higher
▼ Significantly lower

Between demographics
▲ Significantly higher
▼ Significantly lower

Notes:
1. TW3. Which of the following best describes the wastewater system that your property is connected to? n=405
2. TW4. On the scale of 1 - 10, how would you rate your satisfaction with...
a. The reliability of the wastewater system n=216
b. How the Council treats and disposes of wastewater n=167
c. The overall wastewater system n=191
3. *Caution: Small sample size (n<30). Results are indicative only.



Satisfied (rated 6-10)

Year, age, ethnicity, ward	2026	2025	18-39 years	40-64 years	65 and over	Māori	Non-Māori	Te Kūiti Ward	Rural Ward
Overall stormwater system	57%	57%	52%	54%	68%	42%	68%	59%	54%
Keeping roads and footpaths free from flooding	55%	54%	53%	50%	68%	45%	63%	59%	52%

Year-on-year

▲ Significantly higher

▼ Significantly lower

Between demographics

Significantly higher

Significantly lower

Notes:

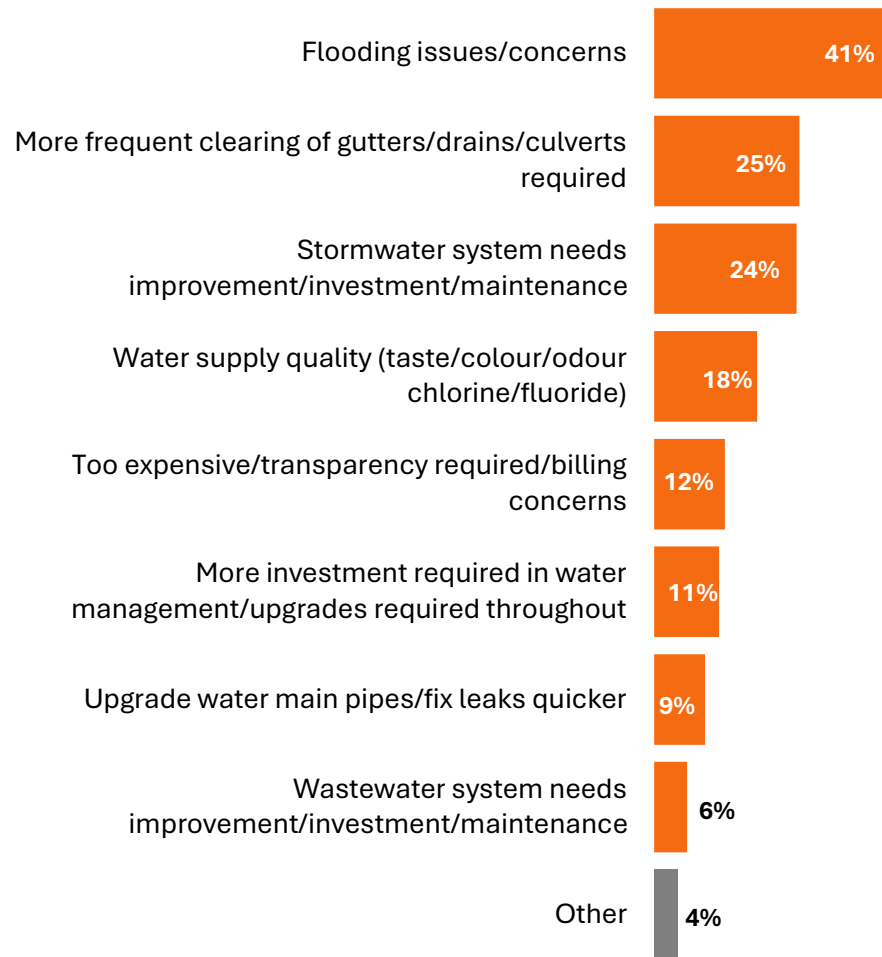
1. TW5. On the scale of 1 - 10, how would you rate your satisfaction with the stormwater system in terms of...

a. Keeping roads and footpaths free from flooding due to the Council management n=371

b. Overall, how satisfied are you with the stormwater system in the Waitomo District n=355

2. *Caution: Small sample size (n<30). Results are indicative only.

Comments on water management



- Improving the treatment of water that residents drink and cook with. To ensure that it is clean and free of contaminants.
- Concentrate work on improvements where they are needed not because they may be needed.
- Upgrade to water system from Mangarino Road tank to Ellison Avenue, water pressure is poor.
- My section floods because there is no drainage. Very unhealthy.
- In my area there is no stormwater collection from the road, and when it rains heavily it floods down into our property.
- The quality/taste of town water is really subpar. My parents live near the high school and the water always tastes dirty. They have house filters set up for a drinking water tap and they need to be changed quite often.
- Very unhappy that we have to pay a targeted water rate for a service that we have never needed.
- Regularly see water leaks in the Piopio residential area on main traffic ways. Seems response time is slow.
- Drains need to be cleared along the full length on roadsides, not just a scoop either side of a culvert.

Notes:

1. TW7. If you are dissatisfied with the water management, rated them between 1 and 5 out of 10 above, in your opinion, what can be done to improve it? n=87

Waste management

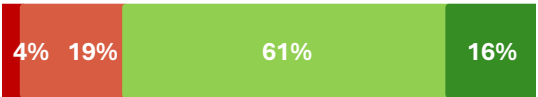
- Satisfaction with *Overall waste management* has increased from 73% in 2025 to 77% in 2026. High levels of satisfaction were also experienced for *Transfer stations* (88% for Te Kūiti transfer station and 80% for Rural transfer stations), and *Rubbish and recycling collection* (77%), while the *Management of litter bins, loose litter and illegal dumping* (67%) remains the lowest performing aspect of waste management.
- Satisfaction with *Rubbish and recycling collection* has increased slightly, from 75% in 2025 to 77% in 2026. Satisfaction with transfer stations is high overall. *Te Kūiti Transfer Station* reports the highest satisfaction within waste management, 88% in 2026. Despite these positive ratings, dissatisfied residents most frequently commented that dump fees are too expensive or that transfer stations are not open often enough. This was the most prevalent waste management comment theme, recorded by 40% of dissatisfied residents.
- Satisfaction with *How Council manages litter bins, loose litter and illegal dumping activities* is unchanged year-on-year at 67%. This remains the lowest rated waste management aspect and identifies an ongoing improvement opportunity.
- The most prevalent themes amongst verbatim comments relate to *Dump fees being too expensive* or *Transfer stations not being open enough* (40%), *The cost of rubbish bags or desire for free bags* (31%), *Rates being too high or not receiving value for the service paid for* (26%), and *No service being available in their aspect of the District* (25%). *Illegal dumping and litter control* is also noted by 19% of dissatisfied residents, reinforcing the need to continue focusing on litter management and illegal dumping activity.



Overall waste management

77%

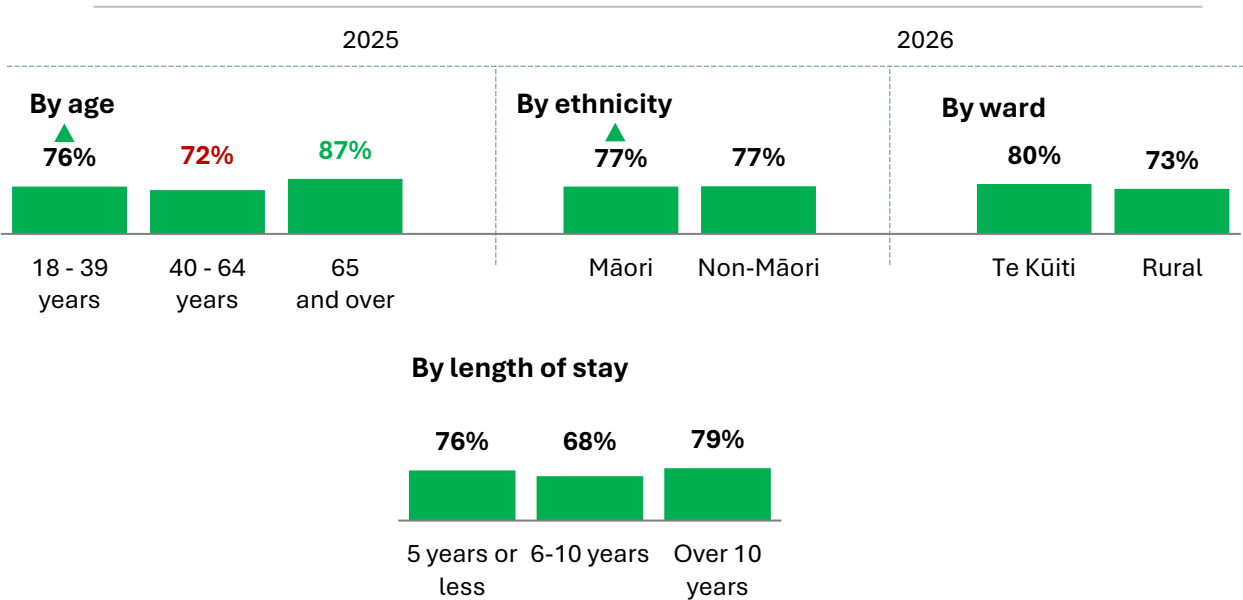
Residents Satisfied
with Overall waste management
(rated 6-10)



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

Satisfied (rated 6-10)

73% 77%

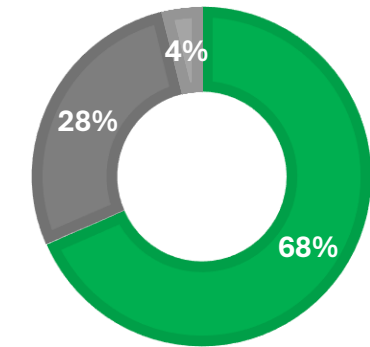


Year-on-year
▲ Significantly higher
▼ Significantly lower

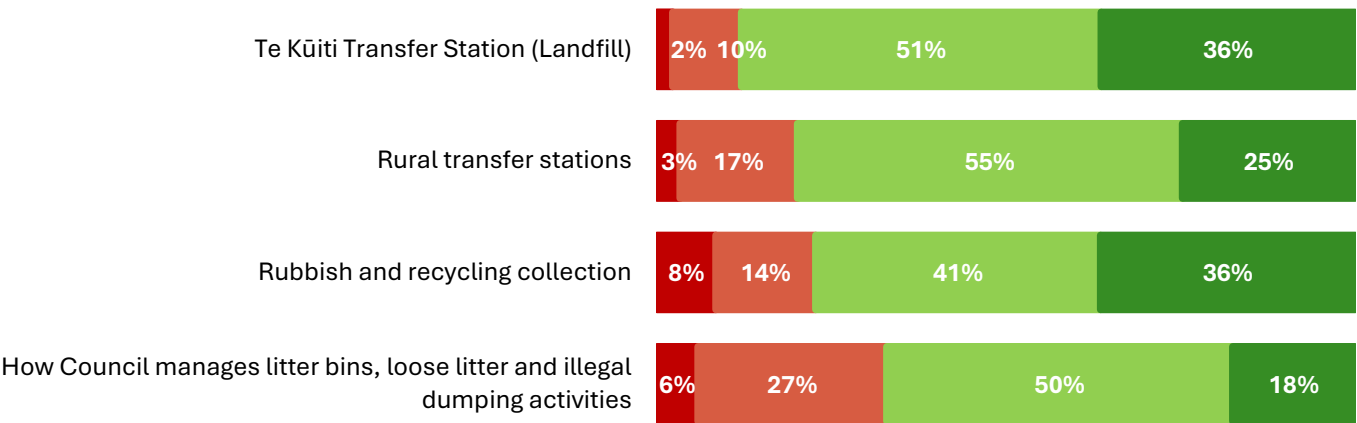
Between demographics
▲ Significantly higher
▼ Significantly lower

Notes:
1. WM3. Thinking about rubbish bag collection, recycling services, transfer stations and litter bins, how satisfied are you with overall WASTE MANAGEMENT? n=375

Council Provide a Regular Rubbish and Recycling Collection Service



■ Council provided regular rubbish and recycling collection service
■ No
■ Unsure



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

Satisfied (rated 6-10)

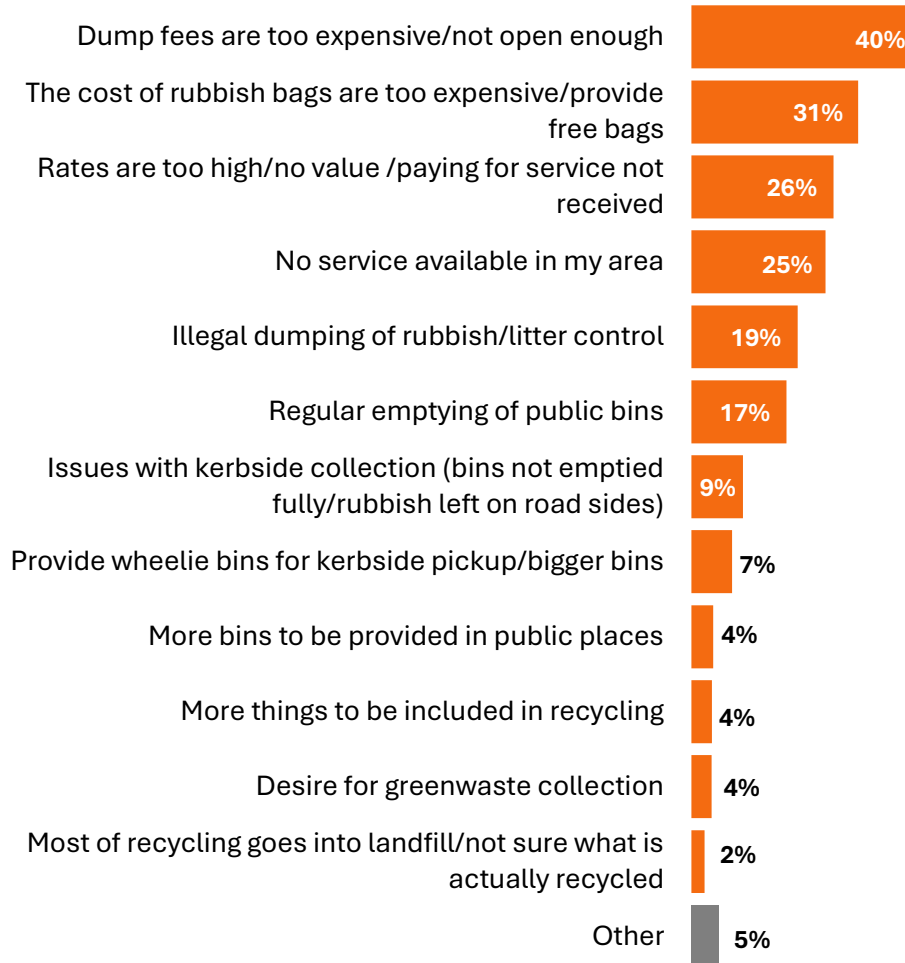
Year, age, ethnicity, ward	2026	2025	18-39 years	40-64 years	65 and over	Māori	Non-Māori	Te Kūiti Ward	Rural Ward
Rubbish and recycling collection	77%	75%	77% ▲	72%	86%	75%	79%	79%	75%
Rural transfer stations	80%	77%	90% ▲	70%	82%	87% ▲	75%	89%	75%
Te Kūiti Transfer Station (Landfill)	88%	87%	88%	87%	89%	90%	86%	91%	83%
How Council manages litter bins, loose litter and illegal dumping activities	67%	67%	72% ▲	62%	69%	66%	68%	72%	62%

Year-on-year
▲ Significantly higher
▼ Significantly lower

Between demographics
▲ Significantly higher
▼ Significantly lower

Notes:
1. WM1. Does the Waitomo Council provide a regular rubbish and recycling collection service where you live? n=405
2. WM2. How satisfied are you with the following ...?
a. Kerbside rubbish and recycling collection n=320
b. Rural transfer stations n=227
c. Te Kūiti Transfer Station (Landfill) n=306
d. How Council manages litter bins, loose litter and illegal dumping activities n=325

Comments on waste management



- Refuse transfer stations should be open all weekend rurally as no option for a recycling bin.
- It appears to me that a lot of fly dumping is happening in our district I believe it is due to the high cost they charge at the land fill.
- Regular clearing of bins and more bins provided. Clearer advertising about what can and cannot be recycled. Harsher punishment for illegal dumping.
- The services offered are good but it is just really expensive to dump rubbish. I'm fortunate to be able to burn my green waste in a paddock, but others must suffer because of pricing.
- It's our rubbish bags that cost a lot, you'll be getting more people dumping them along the roads, viaduct etc. We pay enough with rates. Plus, Waikato rates towards Taupo which is a tourist place compared to Te Kuiti.
- Dumping rubbish is very expensive, we also have no collection, no bin company or anything.
- We live rurally and obviously have no rubbish collection. It would be good if the Piopio transfer station were open more days or longer hours for those that work and can't always make it in the short opening hours.
- Provide bigger bins and remove the council bags, have different categorised bins and maybe even include a scraps bin.

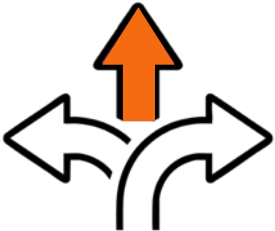
Notes:

1. WM4. If you are dissatisfied with waste management, rated them between 1 and 5 out of 10 above, in your opinion, what can be done to improve Waste management services? n=84

Roads and footpaths in the District

- Satisfaction with *Overall roading infrastructure* has decreased slightly, from 55% in 2025 to 53% in 2026. Roding remains one of the lower performing core service areas. Te Kūiti Ward residents are also more satisfied than Rural Ward residents (64% compared to 43%), indicating that roading perceptions are notably lower in rural parts of the district.
- Satisfaction with *How well the roading network is maintained* has remained on par with the previous reporting period, 51% in 2026. Satisfaction with the *Safety of roads* also remains on par with 2025 (53%), 54% in 2026. Footpaths remain the better performing aspect of roading infrastructure. Satisfaction with the *Availability of footpaths* has slightly increased from 72% in 2025 to 74% in 2026, while satisfaction with *How well footpaths are maintained* is unchanged at 67%.
- The most prevalent concern is that *Roads are uneven, poor quality, or require upgrading and maintenance* (43%). This is closely linked to

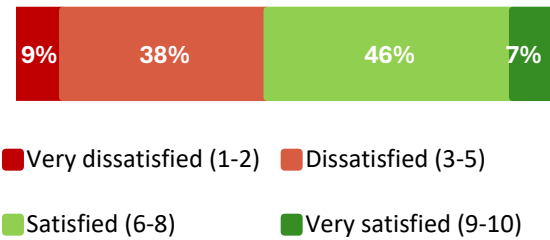
concerns that *Repairs take too long, are poor quality, or that there are too many roadworks* (40%). *Potholes* are also a prominent issue, mentioned by 33% of dissatisfied residents. Other comments relate to *Rural roads not being maintained enough, the need for sealing or greater investment in rural roads* (9%), *Concerns with trucks and heavy traffic* (5%), *Roadside maintenance such as edges and lighting* (5%), and *Concerns regarding speed bumps or road signage* (4%).



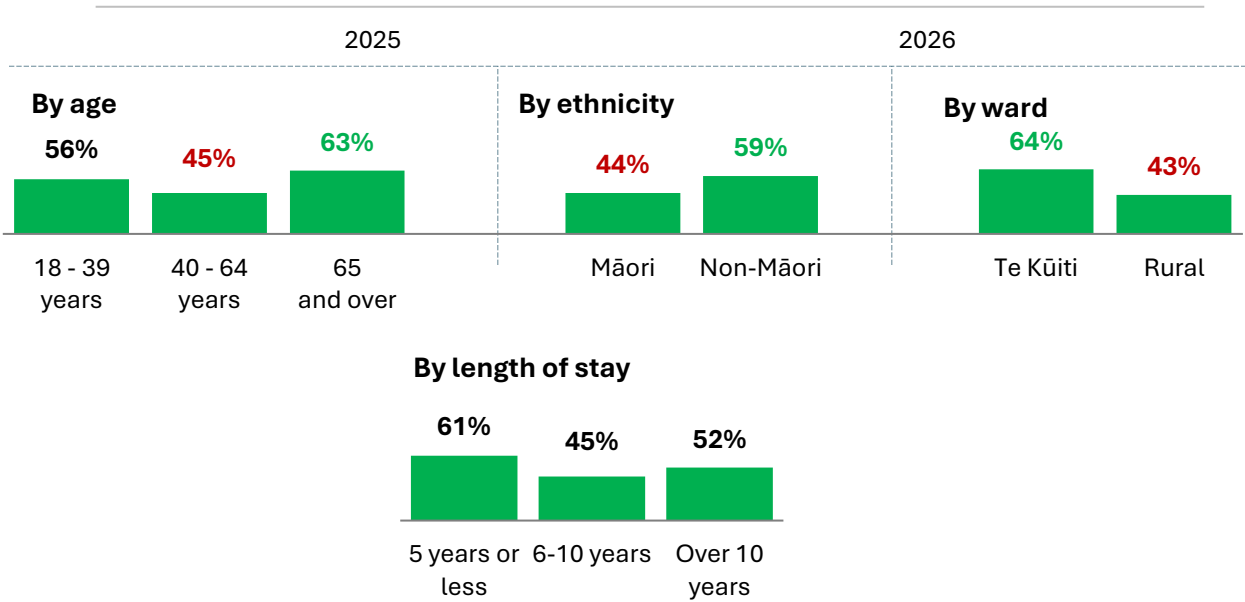
Overall roading infrastructure

53%

Residents Satisfied with Overall roading (rated 6-10)



Satisfied (rated 6-10)

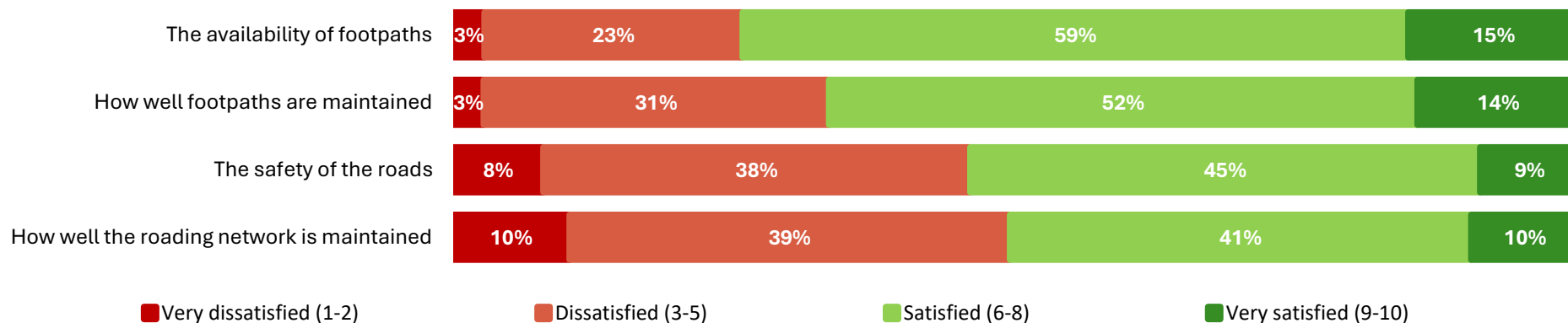


Year-on-year
▲ Significantly higher
▼ Significantly lower

Between demographics
▲ Significantly higher
▼ Significantly lower

Notes:
1. RF2. Thinking about roads and footpaths in the district, how satisfied are you with ROADING? n=399

Roading infrastructure



Satisfied (rated 6-10)

Year, age, ethnicity, ward	2026	2025	18-39 years	40-64 years	65 and over	Māori	Non-Māori	Te Kūiti Ward	Rural Ward
How well the roading network is maintained	51%	50%	53% ▲	45%	57%	47%	53%	57%	44%
The safety of the roads	54%	53%	52% ▲	50%	65%	49%	57%	61%	48%
The availability of footpaths	74%	72%	80% ▲	68%	77%	67%	80%	77%	72%
How well footpaths are maintained	67%	67%	74% ▲	61%	67%	61%	71%	69%	64%

Year-on-year

▲ Significantly higher
▼ Significantly lower

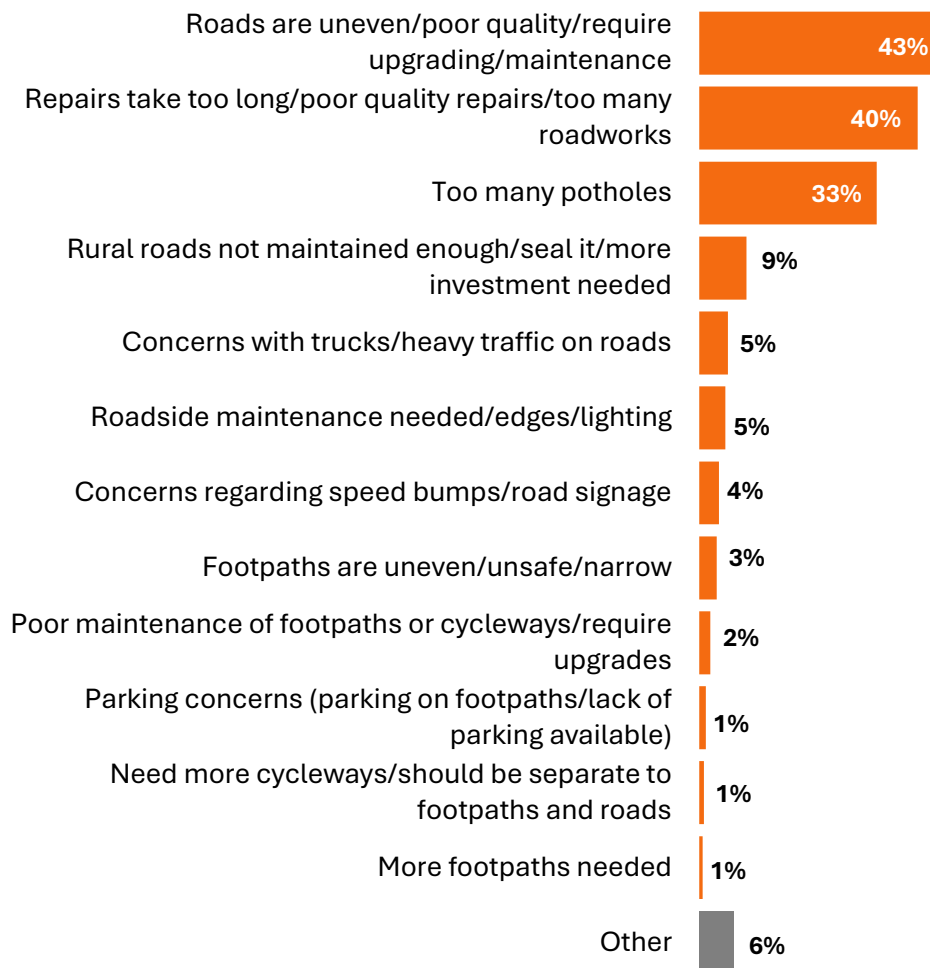
Between demographics

▲ Significantly higher
▼ Significantly lower

Notes:

- RF1. Thinking about roads managed by Waitomo District Council - excluding State Highways (in Te Kūiti this includes Carroll Street, Awakino, Te Kūiti and Waitete Roads) which are managed by NZTA - how satisfied are you with...?
 - How well the roading network is maintained n=395
 - The safety of the roads n=392
 - The availability of footpaths n=357
 - How well footpaths are maintained n=346

Comments on roading infrastructure



- Signage is not being replaced if damaged. Footpaths and roads remain overgrown with vegetation for long periods. Very narrow roads need to be widened.
- They need to be built better and maintained to reflect better resilience in wet and stormy conditions that impact on them.
- Fix the potholes around the town streets, especially the bottom of George Street. Fix them before they get really bad.
- I understand that funding is limited but many of our main arterial roads have very uneven surfaces and damage can take too long to fix.
- Everything costs money; do it once, do it right. We seem to do the same roads over and over again, poor-quality work.
- Rural roads are shocking on being repaired, e.g. Āria Road into Āria and Totoro Road in 2 places.
- Have a system to monitor the footpaths to keep them safe. Free from cracks and debris.
- Some accountability for those who get the roading contracts. Not even a week after completion, there are obvious areas that are needing attention.
- Keep the roads open, fix the washouts, protect with infrastructure work to stop closures. If this can't be done, then provide an alternative route into Taumatamairi so at least you can get north.

Notes:

1. RF3. If you are dissatisfied with roading infrastructure, rated them between 1 and 5 out of 10 above, in your opinion, what can be done to improve Roding network in the district? n=180

Open Spaces and Public Facilities

Open spaces

- Open spaces remain one of Council's highest performing service areas. *Overall satisfaction with how well Council maintains sports-grounds, parks, reserves, playgrounds, cemeteries and other open spaces* is 93%. Residents continue to rate open spaces positively, with very little year-on-year movement.
- Visitation to open spaces has decreased slightly across most measures in 2026. *Parks, reserves or open spaces* remain the most visited, with 68% of residents visiting in the last year, Visitation to sports-grounds has decreased from 55% to 48%, playground visitation has decreased from 46% to 42%, and cemetery visitation has decreased from 36% to 32%. The proportion who had not visited any of the listed open spaces has increased from 14% to 17%.
- Satisfaction with *Parks, reserves and open spaces* remains high at 91%.
- Satisfaction with *Sports-grounds* is also high at 92%. While visitation to sports-grounds has decreased year-on-year, satisfaction among those who have visited remains high.
- Satisfaction with *Playgrounds* is unchanged year-on-year at 87%.
- *Cemeteries* report the highest satisfaction result within open spaces, increasing from 92% in 2025 to 98% in 2026. Satisfaction is high across all demographic groups.
- Comments from dissatisfied residents should be treated with caution due to the small sample size (n=25). The feedback identifies several improvement opportunities, including playground upgrades, more regular maintenance, better cleaning and rubbish removal, improved management of dog mess, and upgrades to specific open spaces or related facilities.



Overall open spaces

93%

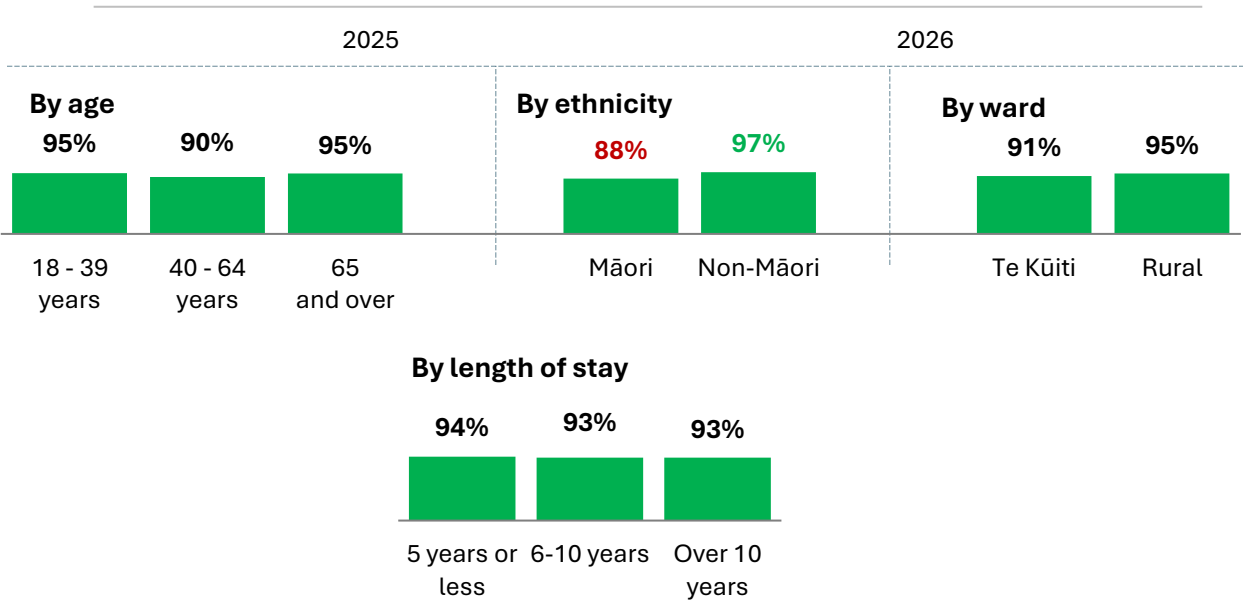
Residents Satisfied
with Overall open spaces
(rated 6-10)



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

Satisfied (rated 6-10)

94% 93%

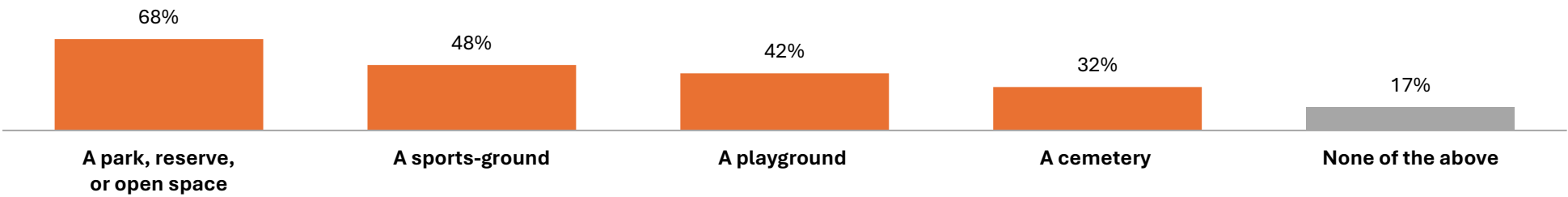


Year-on-year
Significantly higher
Significantly lower

Between demographics
Significantly higher
Significantly lower

Notes:
1. PR3. And overall, how satisfied are you with how well Council maintains its sports-grounds, parks, reserves, playgrounds, cemeteries and other open spaces? n=356.

Open Spaces: visitation



Visited (%)

Year, age, ethnicity, ward	2026	2025	18-39 years	40-64 years	65 and over	Māori	Non-Māori	Te Kūiti Ward	Rural Ward
A park, reserve, or open space	68%	69%	79%	65%	56%	76%	62%	77%	60%
A sports-ground	48%	55%	56%	49%	37%	58%	42%	51%	46%
A playground	42%	46%	58%	39%	26%	59%	31%	49%	36%
A cemetery	32%	36%	33%	29%	36%	38%	28%	35%	30%
None of the above	17%	14%	10%	19%	23%	11%	21%	11%	22%

Year-on-year

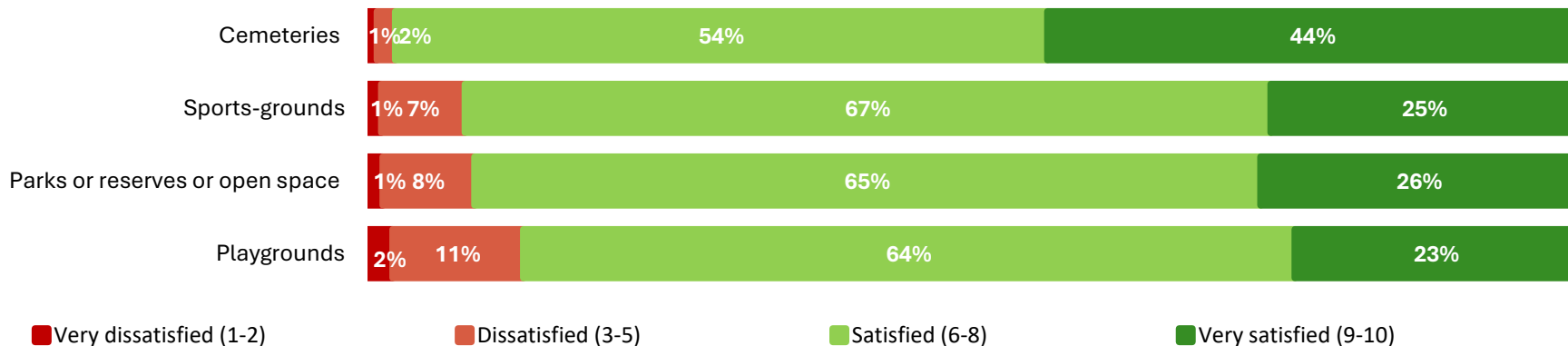
▲ Significantly higher
▼ Significantly lower

Between demographics

▲ Significantly higher
▼ Significantly lower

Notes:
1. PR1. In the last year, which of the following have you visited? Please select all that apply. n=405

Open Spaces: satisfaction



Satisfied (rated 6-10)

Year, age, ethnicity, ward	2026	2025	18-39 years	40-64 years	65 and over	Māori	Non-Māori	Te Kūiti Ward	Rural Ward
Parks or reserves or open space	91%	92%	92%	90%	93%	86%	95%	92%	90%
Sports-grounds	92%	93%	84%	97%	97%	85%	99%	95%	89%
Playgrounds	87%	87%	85%	89%	89%	79%	98% ▲	86%	88%
Cemeteries	98% ▲	92%	100%*	97%	95%	96% ▲	99%	100%	95%

Year-on-year

▲ Significantly higher
▼ Significantly lower

Between demographics

▲ Significantly higher
▼ Significantly lower

Notes:

- PR2. Using the 1 to 10 scale where 1 means 'very dissatisfied' and 10 means 'very satisfied', how would you rate your satisfaction with...
 - Parks or reserves or open space n=268
 - Sports-grounds n=189
 - Playgrounds n=157
 - Cemeteries n=125
- *Caution: Small sample size (n<30). Results are indicative only.

Comments on open spaces*



- *The playgrounds need a groundsman, rubbish and broken glass often litter the playing areas.*
- *Need more shade for family to enjoy picnics, need more tables and seating, BBQs.*
- *All of them are needing upgrades.*
- *There are only 2 parks in town, both are so boring and out of the way. Why do other towns have amazing playground spaces for kids of all ages and abilities and we have old spaces suited to specific needs. There needs to be a playground on the north end of town around Brook Park, somewhere that will encourage travellers to stop in at nearby cafes and stations and where locals this end of town can easily access on foot with small kids without having to go across the other side of town. This desperately needs addressing because travelling to Otorohanga for a decent playground is just disappointing.*
- *Regular cleaning.*
- *Te Kuiti netball courts are very slippery.*
- *Piopia Rukuhia Domain Drive has big potholes and is lacking signage. More funding to support upgrades to encourage community.*
- *Additional bollards required around Te Kuiti Domain between Hinerangi Street and Stainton Terrace.*
- *Kids sports grounds should have dog exclusion as on several occasions kids have been playing soccer amongst dog mess. This is not hygienic.*
- *The carpark spaces at Centennial Park are absurd.*
- *Entrance way to Redwood Park, Legendary Park needs redesigning, and the asphalt needs resurfacing.*
- *Playgrounds in Te Kuiti need a major overhaul. I drive to Otorohanga to take my children to a playground. We have the opportunity to have a central play area like Taumarunui, or a themed large and varied playground like Otorohanga. Centennial Park badly needs water fountains. It is crazy that children play and train there and there is no water accessible.*
- *The Redwood Park toilets are disgusting, they are seldom checked and often locked. They are a vital part of the park and playground for our young ones.*
- *There is dog poo on the Centennial Park soccer fields and it's disgusting. There are so many dogs roaming free around this area and they poo where the kids play soccer. Something needs to be done about the roaming dogs because when our kids are playing on fields covered in dog poo, it's disgusting.*
- *The reserve that we like to visit is poorly maintained with rubbish and drug paraphernalia being left behind by users.*
- *Provide better maintenance.*

Notes:

1. PR4. If you are dissatisfied, rated them between 1 and 5 out of 10 above, in your opinion, what can be done to improve Council maintained sports-grounds, parks, playgrounds, cemeteries and other open spaces? n=25

* Sample is too small to create a chart

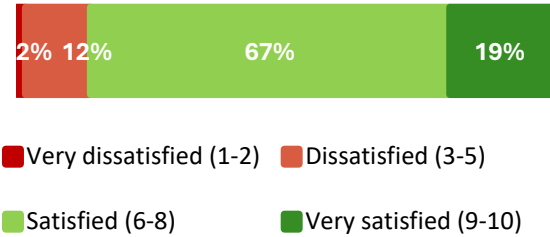
Public Facilities

- Satisfaction with *Overall public facilities* remains high at 86%.
- *Public toilets* remain the most used public facility, visited by 64% of residents in the last year. Visitation to the *Les Munro Centre* has decreased from 41% to 37%, while *Waitomo District Library* visitation has decreased slightly from 34% to 32%. *Pool facility* visitation is also slightly lower, at 23%, compared to 25% in 2025.
- *Waitomo District Library* and the *Les Munro Centre* continue to report high levels of satisfaction. Satisfaction with Waitomo District Library has increased from 94% in 2025 to 99% in 2026, while satisfaction with the Les Munro Centre is stable at 97%, compared to 96% in 2025. Satisfaction with both facilities is high across all demographic groupings.
- Satisfaction with *Pool facilities* has decreased from 80% in 2025 to 76% in 2026.
- *Public toilets* have the lowest levels of satisfaction among public facilities, decreasing from 74% in 2025 to 70% in 2026.
- Cleanliness results are very positive for the *Les Munro Centre* and *Waitomo District Library*. Satisfaction with the cleanliness of the Les Munro Centre has increased from 96% in 2025 to 100% in 2026, while satisfaction with library cleanliness has increased from 96% to 98%. In contrast, *Pool facilities* cleanliness has decreased from 86% to 77%, and *Public toilet* cleanliness remains the lowest rated cleanliness measure at 61%, compared to 63% in 2025.
- Verbatim comments from dissatisfied residents mainly relate to public toilets, with 79% stating that *Toilets need to be kept clean, maintained or open*. Other feedback relates to *Upgrading and regularly cleaning the pool facility* (17%), *Providing more public facilities or greater investment and upgrades* (14%), and *Improving general maintenance*.

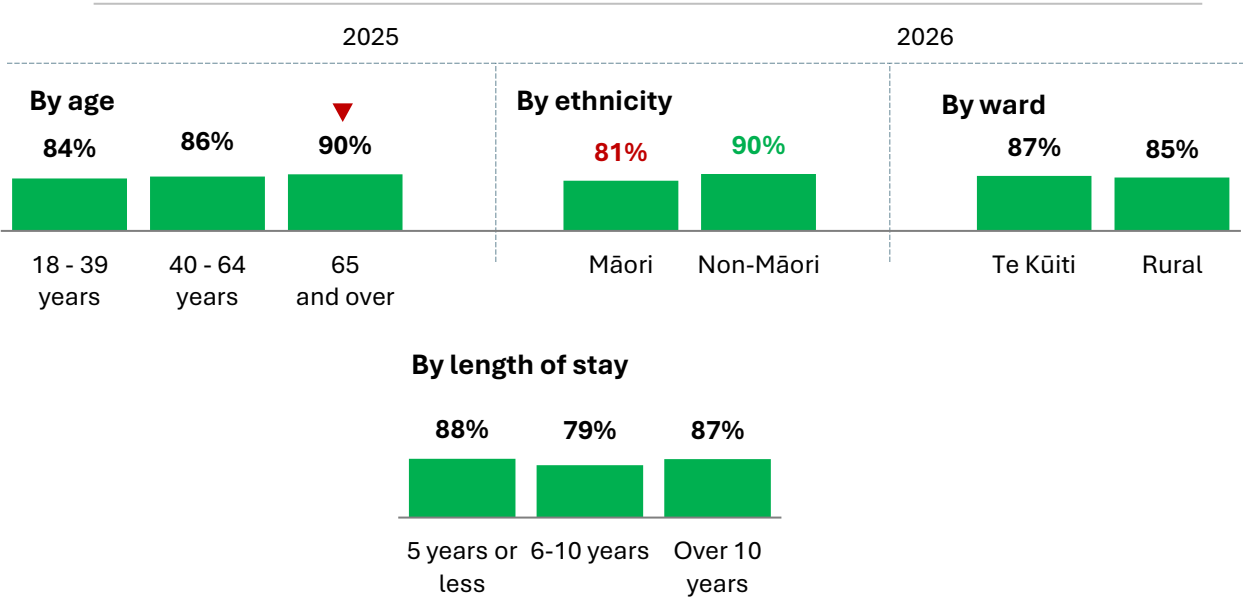


86%

Residents Satisfied
with Overall public facilities
(rated 6-10)



Satisfied (rated 6-10)

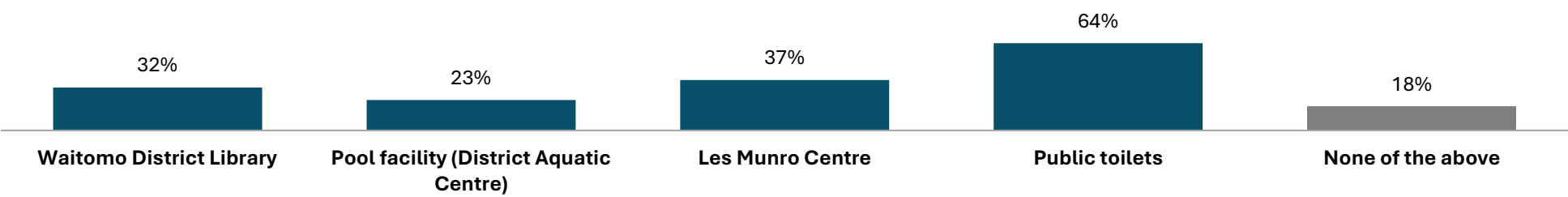


Year-on-year
▲ Significantly higher
▼ Significantly lower

Between demographics
▲ Significantly higher
▼ Significantly lower

Notes:
1. CF4. How would you rate your overall satisfaction with the public facilities that are provided? n=357

Public facilities: visitation



Visited (%)

Year, age, ethnicity, ward	2026	2025	18-39 years	40-64 years	65 and over	Māori	Non-Māori	Te Kūiti Ward	Rural Ward
Waitomo District Library	32%	34%	26%	35%	34%	41%	26%	42%	22%
Pool facility (District Aquatic Centre)	23%	25%	30%	26%	7%	33%	15%	37% ▼	10%
Les Munro Centre	37%	41%	39%	37%	36%	42%	34%	53% ▼	23%
Public toilets	64%	66%	66%	64%	63%	72%	59%	59%	69%
None of the above	18%	19%	14%	20%	18%	11%	22%	12%	22%

Year-on-year

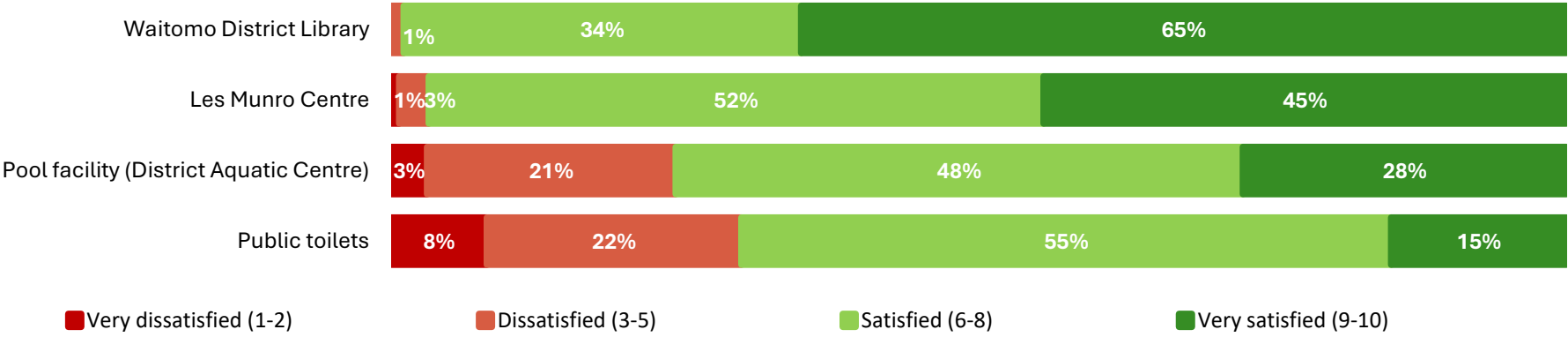
▲ Significantly higher
▼ Significantly lower

Between demographics

▲ Significantly higher
▼ Significantly lower

Notes:
1. CF1. Which of the following facilities have you used in the last year? n=405
2. *Caution: Small sample size (n<30). Results are indicative only.

Public facilities: satisfaction



Satisfied (rated 6-10)

Year, age, ethnicity, ward	2026	2025	18-39 years	40-64 years	65 and over	Māori	Non-Māori	Te Kūiti Ward	Rural Ward
Waitomo District Library	99% ▲	94%	100%*	98%	100%	98%	100%	98%	100%
Pool facility (District Aquatic Centre)	76%	80%	64%	85%	91%	75%	77%	79%	67%
Les Munro Centre	97%	96%	100%	96%	94%	95%	99%	98%	94%
Public toilets	70%	74%	56%	78%	76%	65%	75%	72%	69%

Year-on-year

▲ Significantly higher
▼ Significantly lower

Between demographics

Significantly higher
Significantly lower

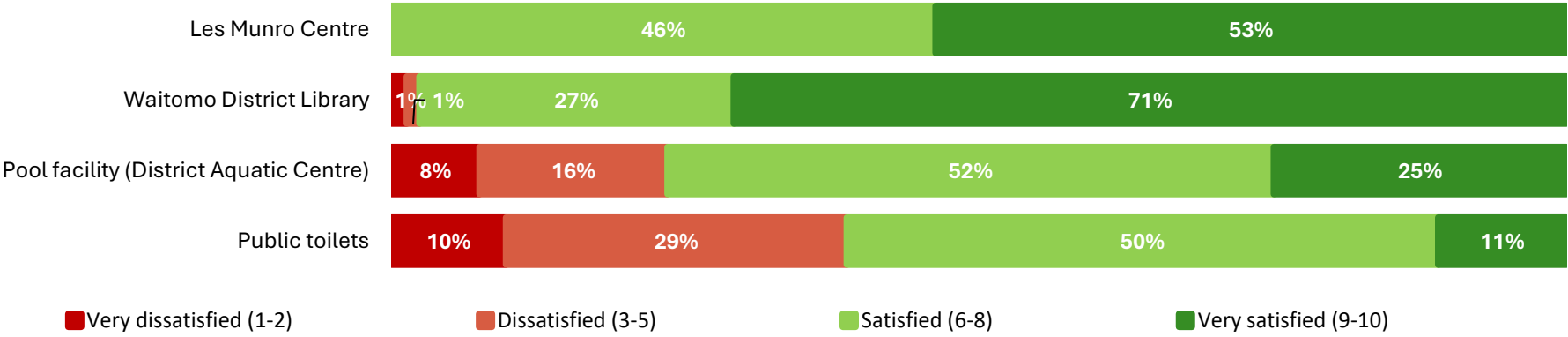
Notes:

1. CF2. How would you rate your satisfaction with...

- a. Waitomo District Library n=143
- b. Pool facility (District Aquatic Centre) n=95
- c. Les Munro Centre n=159
- d. Public toilets n=253

2. *Caution: Small sample size (n<30). Results are indicative only.

Public facilities: satisfaction with cleanliness



Satisfied (rated 6-10)

Year, age, ethnicity, ward	2026	2025	18-39 years	40-64 years	65 and over	Māori	Non-Māori	Te Kūiti Ward	Rural Ward
Waitomo District Library	98%	96%	96%*	100%	95%	97%	98%	98%	96%
Pool facility (District Aquatic Centre)	77%	86%	72%	79%	91%*	75% ▼	79%	81% ▼	63%
Les Munro Centre	100% ▲	96%	100%	99%	100%	100%	99%	99%	100%
Public toilets	61%	63%	41%	71%	73%	53%	68%	65%	58%

Year-on-year

Between demographics

▲ Significantly higher

▼ Significantly lower

▲ Significantly higher

▼ Significantly lower

Notes:

1. CF3. How would you rate the cleanliness of the below...

a. Waitomo District Library n=141

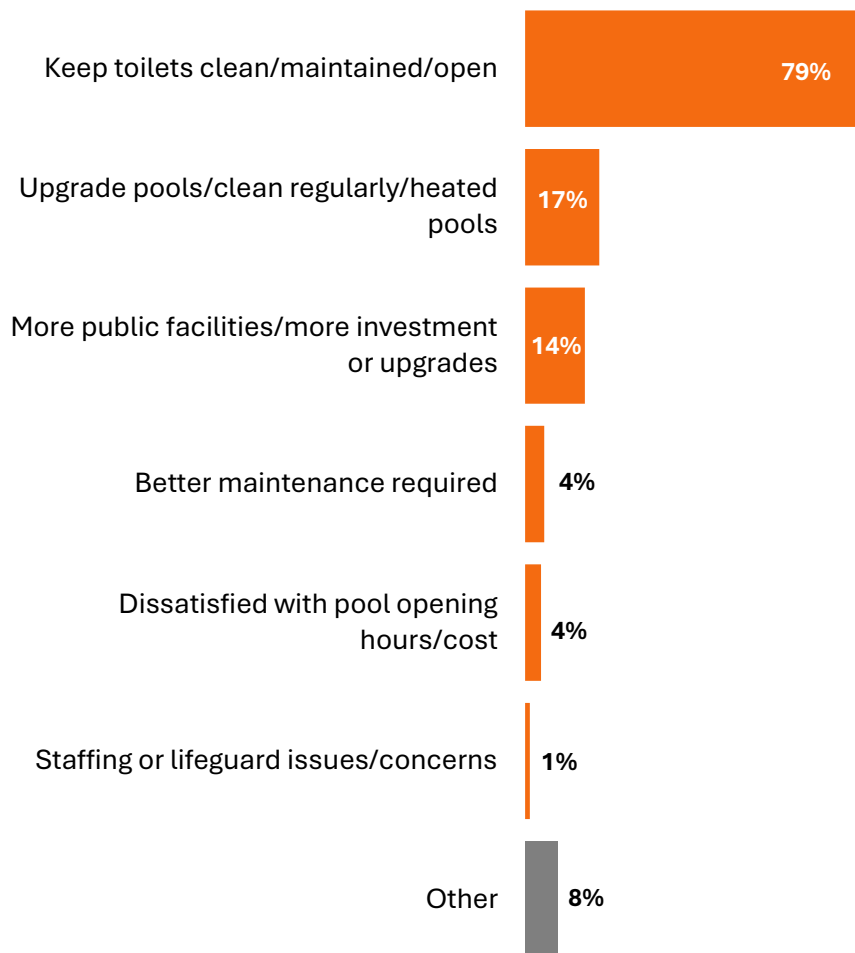
b. Pool facility (District Aquatic Centre) n=95

c. Les Munro Centre n=159

d. Public toilets n=253

2. *Caution: Small sample size (n<30). Results are indicative only.

Comments on public facilities



- The main public toilet is generally better than the others, but both toilets at the end of town are absolutely horrific. They are unclean and often have broken locks or something inside it that is broken.
- The ground is always wet and smelly, public bathrooms could definitely be updated.
- As a local in the Waitomo Village, the Museum facilitates the one toilet. There could be another closer to the playground.
- Need some upgrades, especially one opposite The Warehouse. More regular cleaning.
- Pool needs proper management by council not contractor, staff management of water quality is appalling.
- These facilities seem like an afterthought when they should be hubs of the community. More investment into community spaces would strengthen our town.
- Extremely high cost to use Les Munroe, and bad pool booking system.
- Regular maintenance of the toilets in peak times. The Te Kuiti toilets can get really revolting. Ratepayers should also be able to access the swimming pool for free as we pay the highest rates in the district.
- Waitomo library needs a massive upgrade. Public toilets, the one by The Warehouse is terrible, and the floor was covered in water the last time I used it. It was dirty. The main one in town is fine, but needs better afterhours access. Pools, these need to be cleaned more often. Including the changing rooms. This issue has been ongoing for years.

Notes:

1. CF5. If you are dissatisfied with public facilities, rated them between 1 and 5 out of 10 above, in your opinion, what can be done to improve Council maintained public facilities? n=49

Regulatory services

«« TOC

- Satisfaction with *Overall regulatory services* remains on par with a slight increase from 82% in 2025 to 84% in 2026.
- Most residents have not had direct involvement with regulatory services in the last year, with 65% reporting no involvement. *Animal control* remains the regulatory service residents are most likely to have had involvement with (17%). Among residents who have used these services, satisfaction has improved for most regulatory service measures. Satisfaction with *Animal control* has increased from 63% in 2025 to 67% in 2026. Satisfaction with *Managing and issuing building consents* has increased from 75% to 87%, while satisfaction with *Managing and issuing resource consents* has increased from 43% to 59%. Satisfaction with *Managing liquor licensing* has increased from 49% to 80%, while licensing premises such as cafes and restaurants report 93% satisfaction, compared to 100% in 2025.
- Comments from residents who are dissatisfied with regulatory services most often relate to *Animal control*, mentioned by 35% of dissatisfied residents. Other prevalent themes include *Rigid rules or high costs* (23%), *Slow consent processes, site visits or too much bureaucracy* (17%), and the *Need for improved communication and information* (16%). A further 15% mention the *Need for quicker processes or response times*.



Overall regulatory services

84%

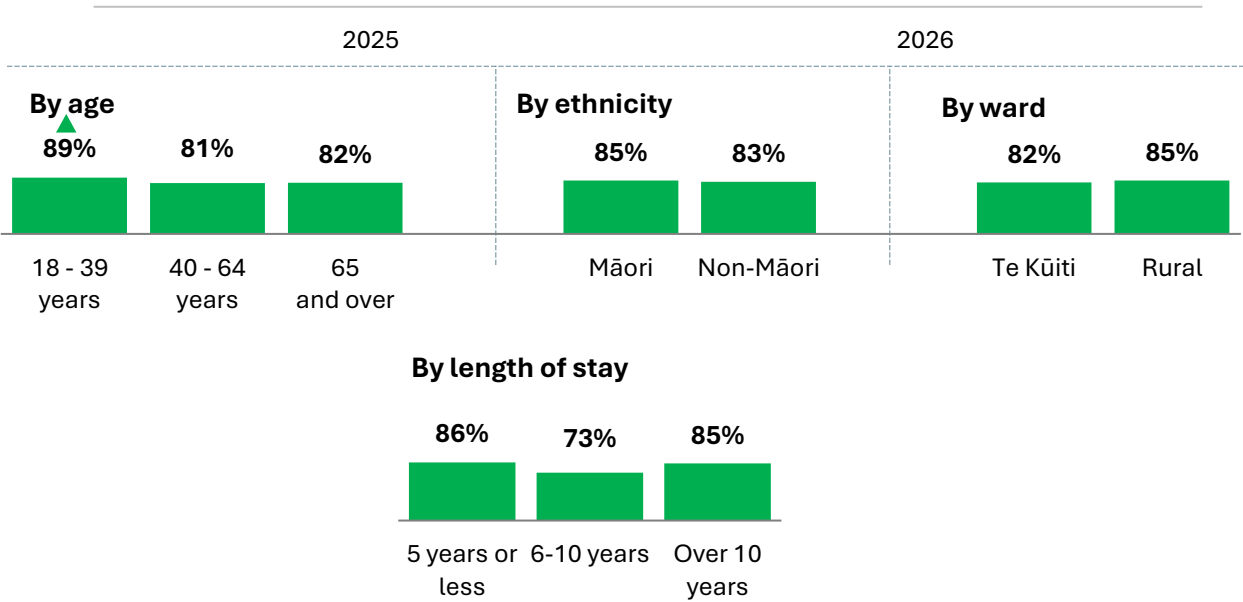
Residents Satisfied
with Overall regulatory services
(rated 6-10)



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

Satisfied (rated 6-10)

82% 84%

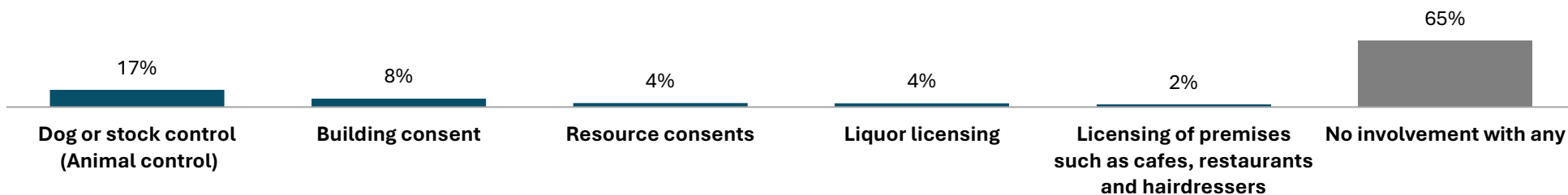


Year-on-year
Significantly higher
Significantly lower

Between demographics
Significantly higher
Significantly lower

Notes:
1. OS3. And overall how satisfied are you with how the Council provides these types of regulatory services? n=259

Regulatory services: residents' involvement



Involved (%)

Year, age, ethnicity, ward	2026	2025	18-39 years	40-64 years	65 and over	Māori	Non-Māori	Te Kūiti Ward	Rural Ward
Dog or stock control (Animal control)	17%	20%	17%	17%	16%	19%	15%	22%	13%
Building consent	8%	7%	8%	9%	7%	5%	11%	6%	10%
Resource consents	4%	3%	7% ▲	2%	4%	2%	5%	2%	6%
Liquor licensing	4%	3%	2%	5%	3%	3%	4%	4%	3%
Licensing of premises such as cafes, restaurants and hairdressers	2%	1%	2%	3%	2%	3%	2%	2%	3% ▲
No involvement with any	65%	67%	58%	67%	71%	68%	63%	63%	67%

Year-on-year

▲ Significantly higher
▼ Significantly lower

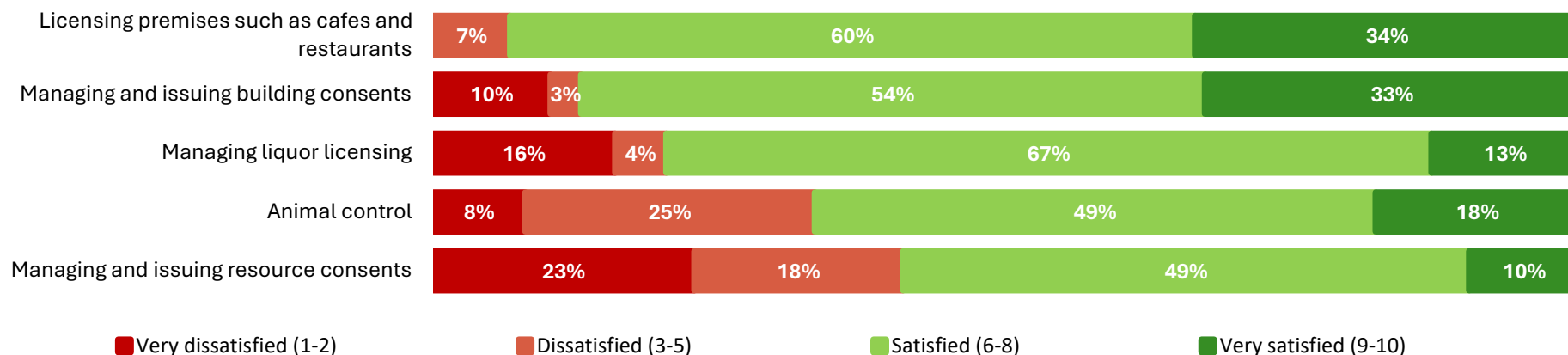
Between demographics

▲ Significantly higher
▼ Significantly lower

Notes:

- OS1. Council also provides a range of other services. In the last year have you had any direct involvement or contact with Council in relation to any of the following? n=405
- *Caution: Small sample size (n<30). Results are indicative only.

Regulatory services: satisfaction



Satisfied (rated 6-10)

Year	2026	2025
Animal control	67%	63%
Managing and issuing building consents	87%	75%
Managing and issuing resource consents*	59%	43%
Managing liquor licensing*	80%	49%
Licensing premises such as cafes and restaurants*	93%	100%

Notes:

1. OS2. If you have used any of the following services, based on your experience, how satisfied are you with the Council's performance in...

- a. Animal control n=69
- b. Building consent n=31
- c. Resource consent n=11
- d. Liquor licensing n=16
- e. Licensing of premises n=10

2. *Caution: Small sample size (n<30). Results are indicative only. Due to the small sample sizes demographic breakdown has not been displayed

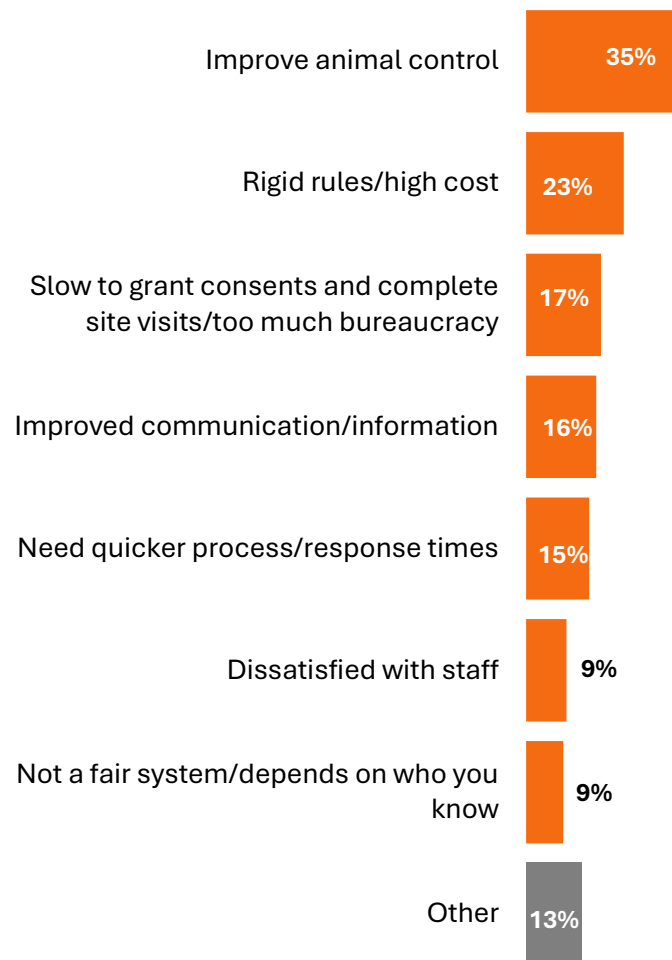
Year-on-year

- ▲ Significantly higher
- ▼ Significantly lower

Between demographics

- ▲ Significantly higher
- ▼ Significantly lower

Comments on regulatory services



- *Getting a liquor licence for local events. Dog trials, bike ride, any small community event is hopeless.*
- *More prompt responses to special licence applications. Applicants must submit 20 days prior to events proposed and get responses very close to the event. Very poor service.*
- *I find it very unfair that they pick on farmers, and nine times out of 10 our dogs are locked out if they're not working, but if you go into town you can see big nasty random dogs running around all the time and nothing ever seems to be done about that. They're picking on the wrong people. Farmers always pay their registrations, nine times out of 10 on time with everything like that.*
- *Dog licencing fees are too high. If the community benefits from dog control the community should all pay. All the cost should not be the responsibility of good dog owners. When policing is required for bad dog owners.*
- *To get any consent done through the council takes forever and is overpriced. It is being processed by someone who is being paid a wage regardless, so why are we paying so much to have these done? I never receive notice for my dog registration and then just get late notices.*
- *There are very many loose dogs all over town. This makes it stressful, unpleasant and dangerous for walking. I can report loose dogs but I have no confidence it's making any difference.*
- *Changes and charges to resource consent for building in Te Kuiti when doing simple build or alterations in town are far too excessive in requirements and charges.*

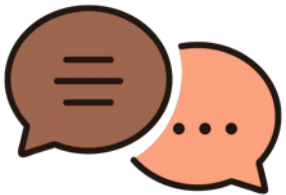
Notes:

1. OS4. If you are dissatisfied and rated them 1 and 5 out of 10 above, in your opinion, what can be done to improve regulatory services? n=44

Communication and Engagement

Enquiry handling

- Satisfaction with *Overall enquiry handling* remains high at 83%, and in line with 84% reported in 2025. Residents who contacted Council generally rate the handling of their enquiry positively.
- In 2026, 44% of residents had made an enquiry with Council Customer Services in the past six months. Contact was most often made in person at a Council office (41%) or by telephone (41%), with fewer residents making contact by email (17%) or online through the website (1%). Most residents who made an enquiry reported that they were informed of the outcome of their request (81%), while 19% were not.
- Satisfaction with the *Ease of making an enquiry or request* has increased from 87% in 2025 to 90% in 2026.
- Satisfaction with the *Helpfulness and friendliness of staff* is unchanged year-on-year at 88%.
 - Comments from dissatisfied residents indicate that the main improvement opportunity relates to *Staff knowledge and communication*, mentioned by 52% of dissatisfied residents. Other prevalent themes include *Slow response times* (22%), *Requests not being completed* (21%), and *No follow-up or update being provided* (13%).



Overall enquiry handling

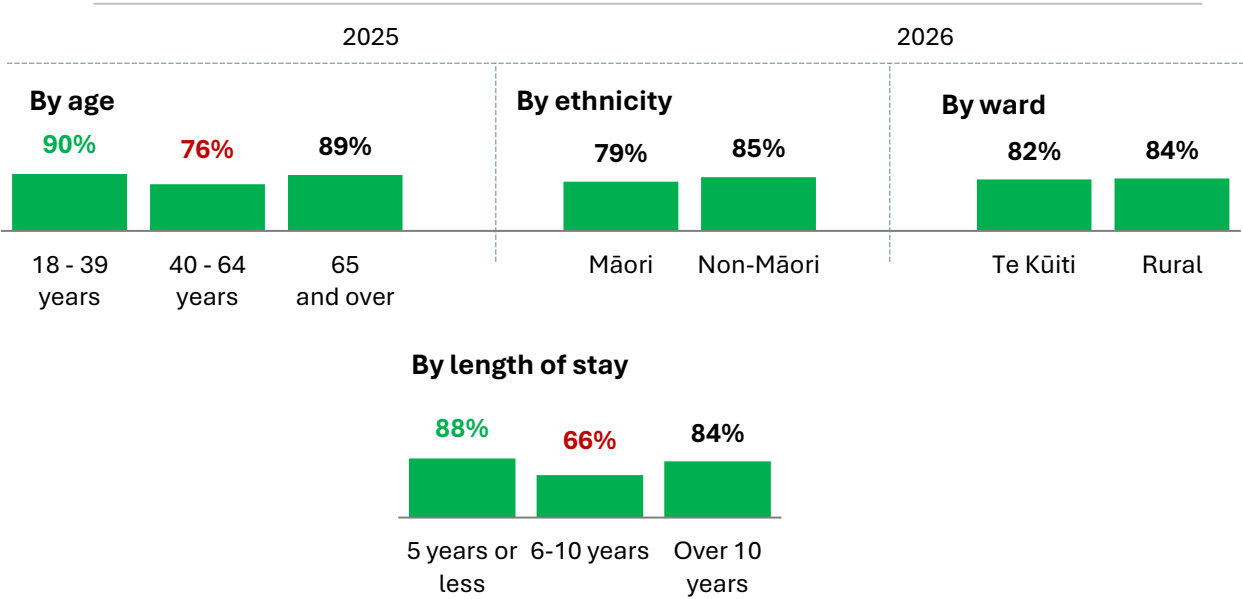
83%

Residents Satisfied
with Overall enquiry handling
(rated 6-10)



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

Satisfied (rated 6-10)

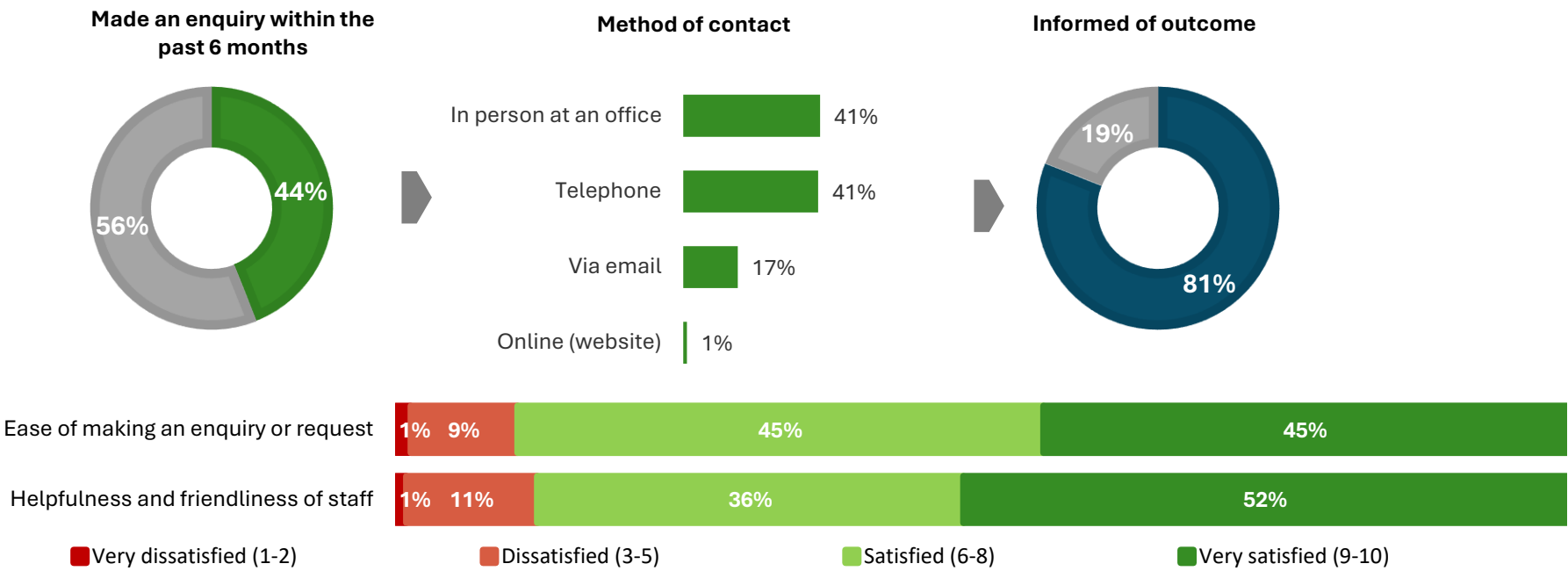


Year-on-year
Significantly higher
Significantly lower

Between demographics
Significantly higher
Significantly lower

Notes:
1. INT5. How satisfied are you with how well Council handled your enquiry? n=187

Enquiry handling: involvement and satisfaction



Satisfied (rated 6-10)

Year, age, ethnicity, ward	2026	2025	18-39 years	40-64 years	65 and over	Māori	Non-Māori	Te Kūiti Ward	Rural Ward
Ease of making an enquiry or request	90%	87%	93%	85%	95%	90%	90%	91%	88%
Helpfulness and friendliness of staff	88%	88%	89%	81%	99%	80%	93%	89%	87%

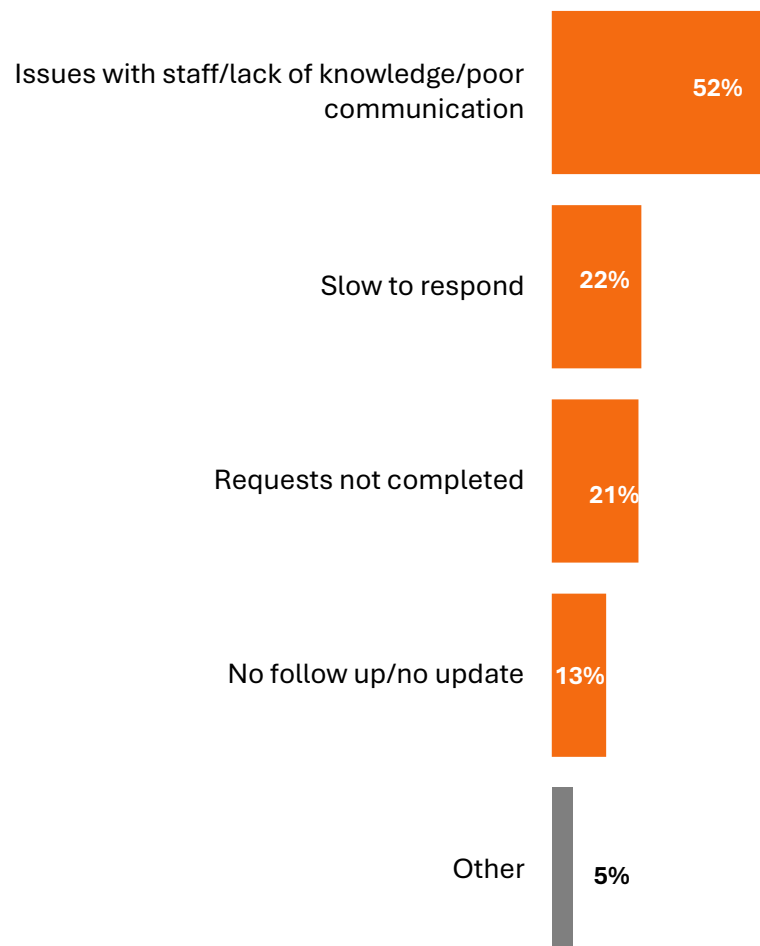
Year-on-year
▲ Significantly higher
▼ Significantly lower

Between demographics
Significantly higher
Significantly lower

Notes:

- 1. INT1. Have you made an enquiry about something with the Customer Services at Waitomo District Council within the last six months? n=404
- 2. INT2. Which best describes how you contacted the Customer Services about this matter? Was it...? n=187
- 3. INT4. Were you informed of the outcome of the request? n=187
- 4. INT3. Still thinking back to your initial contact or request with the Customer Services, how would you rate your satisfaction with each of the following?
 - a. How easy it was to make your enquiry or request n=187
 - b. The helpfulness and friendliness of staff n=187

Comments on enquiry handling



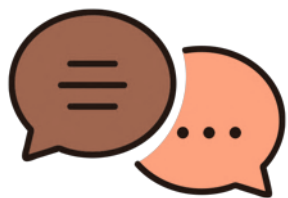
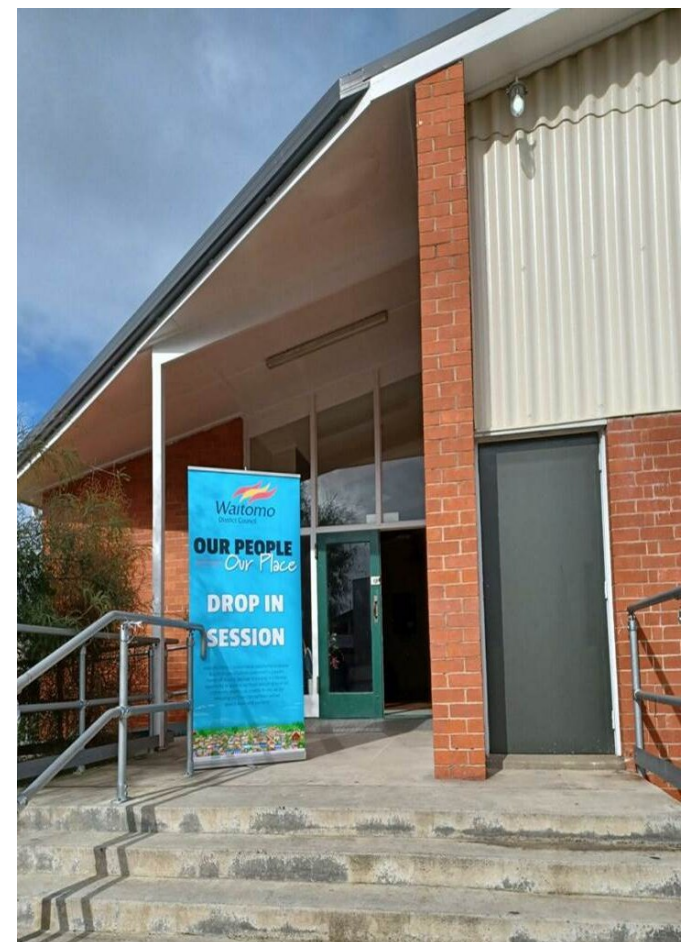
- Rang just after 9am to talk to someone regarding slips and no one was at work yet.
- I made a complaint/request and as yet, have not heard anything regarding a resolution, in fact the issue was dealt with ourselves at our landowners expense.
- Didn't have the answer to my problem, if anything probably created a problem from that enquiry.
- I had to follow up on the email received as I did not get a response. Once it was followed up, they were helpful.
- They couldn't really tell me about the historical matters on the house we live in. And also didn't find someone who might know.
- One enquiry solved very quickly over the phone. Another enquiry passed from person to person with no one taking accountability or providing adequate advice. For Council departs very poor literacy and communication skills showed.
- The customer service person was great. The issue was that it took a while to figure out how to contact someone about animal control. When I did contact them, they didn't deal with cats. However, stray cats are a significant issue in Te Kuiti.
- Provide service that is less complex, regulatory, and actually supports business and homeowners to grow. Taxed to oblivion.

Notes:

1. INT6. If you are dissatisfied with any aspect of your recent interaction with Council, i.e., rated them between 1 and 5 out of 10 above, in your opinion, what can be done to improve council's enquiry handling? n=35

Engagement and consultation with the community

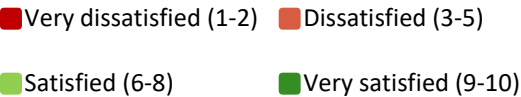
- Satisfaction with *Council's overall engagement and consultation with the community* remains high at 83%.
- Social media is the channel residents most rely on for Council information, stated by 41% of residents. This is followed by Council's website (20%), letters to households (17%) and newspapers (16%). Radio is used by a much smaller proportion of residents (1%). When asked about their preferred method of communication, social media remains the highest at 33%, followed by letters to households (31%). This indicates that while digital channels are important, direct household communication remains highly valued. Council's website is the preferred channel for 14% of residents, while newspapers are preferred by 12%.
- Satisfaction that *Residents received or could find Council information when they needed it* remains high at 89% in 2026. This is the highest rated measure within engagement and consultation.
- The largest year-on-year improvement is reported for *Council keeping people informed about what it is doing*, increasing from 75% in 2025 to 83% in 2026.
- Satisfaction with *Council providing opportunities for residents to be involved in consultation and decision-making* has slightly increased from 72% to 75%. This remains the lowest rated measure within this section, indicating that involvement in consultation remains the main improvement opportunity.
- Comments from dissatisfied residents indicate that the most prevalent improvement opportunity is for *Council to listen to, and work with, the entire community* (36%). Other key themes include *Improving communication and increasing engagement* (30%), *Providing more transparency and addressing perceptions that Council has its own agenda* (22%), and *Using more communication channels or different communication methods* (20%). A further 6% mention the *Need to increase awareness of consultations or allow longer consultation timeframes*.



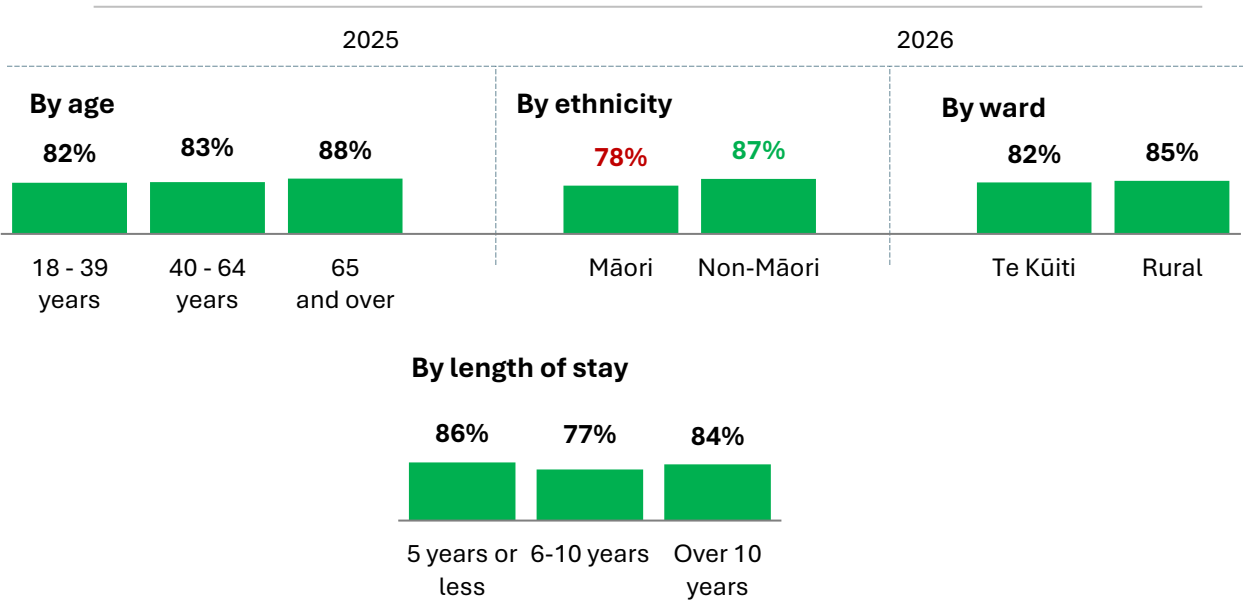
Overall Council's engagement and consultation

83%

Residents Satisfied
with Council's engagement and
consultation
(rated 6-10)



Satisfied (rated 6-10)

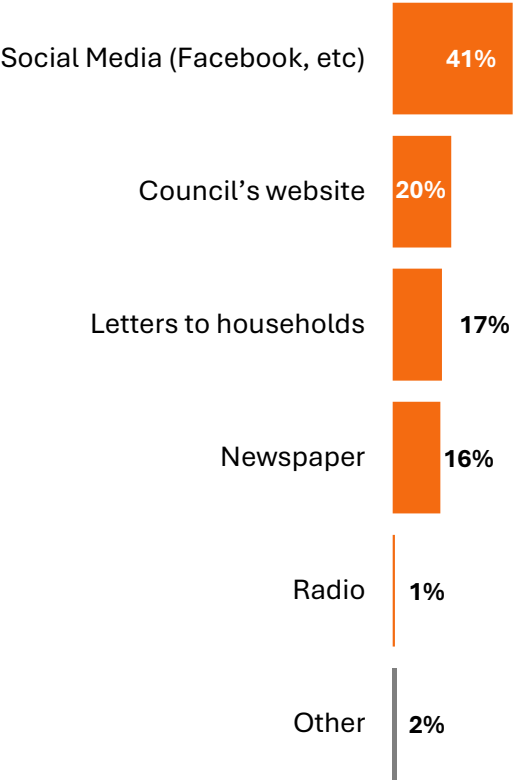


Year-on-year
▲ Significantly higher
▼ Significantly lower

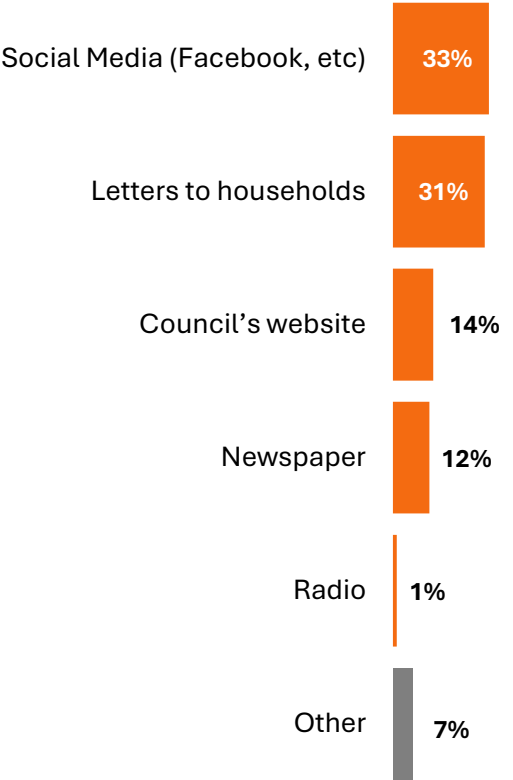
Between demographics
▲ Significantly higher
▼ Significantly lower

Notes:
1. CE5. Overall, how satisfied with Council's engagement and consultation with the community? n=356

Most relied on channel



Preferred method of communication

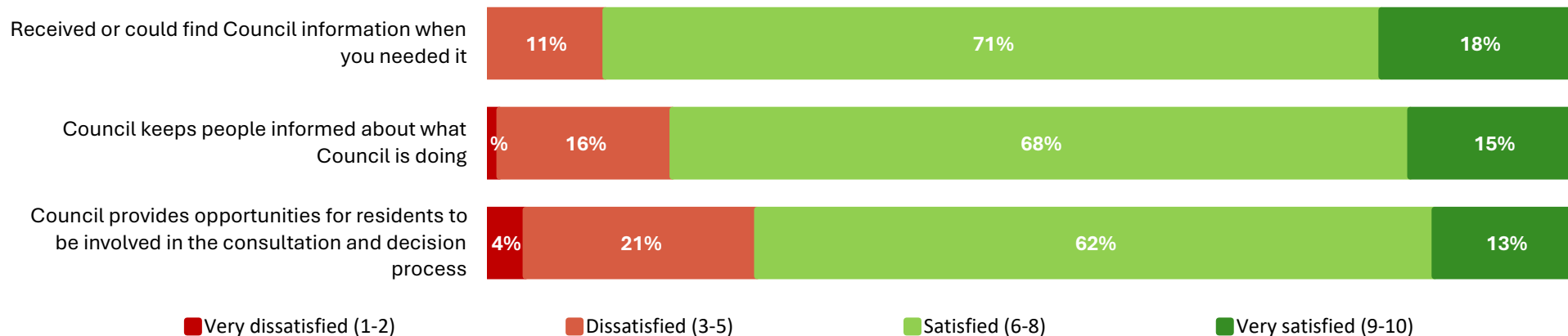


Year-on-year Between demographics

▲ Significantly higher Significantly higher
▼ Significantly lower Significantly lower

Notes:
1. CE1. Which of the following do you MOST rely on for information from the Council? n=404
2. CE2. Which of the following is your MOST preferred channel for the Council to inform you? n=404

Communication and engagement



Satisfied (rated 6-10)

Year, age, ethnicity, ward	2026	2025	18-39 years	40-64 years	65 and over	Māori	Non-Māori	Te Kūiti Ward	Rural Ward
Received or could find Council information when you needed it	89%	87%	86%	88%	95%	84%	92%	90%	88%
Council keeps people informed about what Council is doing	83% ▲	75%	84% ▲	82%	84%	79%	86% ▲	79%	86% ▲
Council provides opportunities for residents to be involved in the consultation and decision process	75%	72%	70%	74%	85%	68%	80%	74%	77%

Year-on-year

▲ Significantly higher
▼ Significantly lower

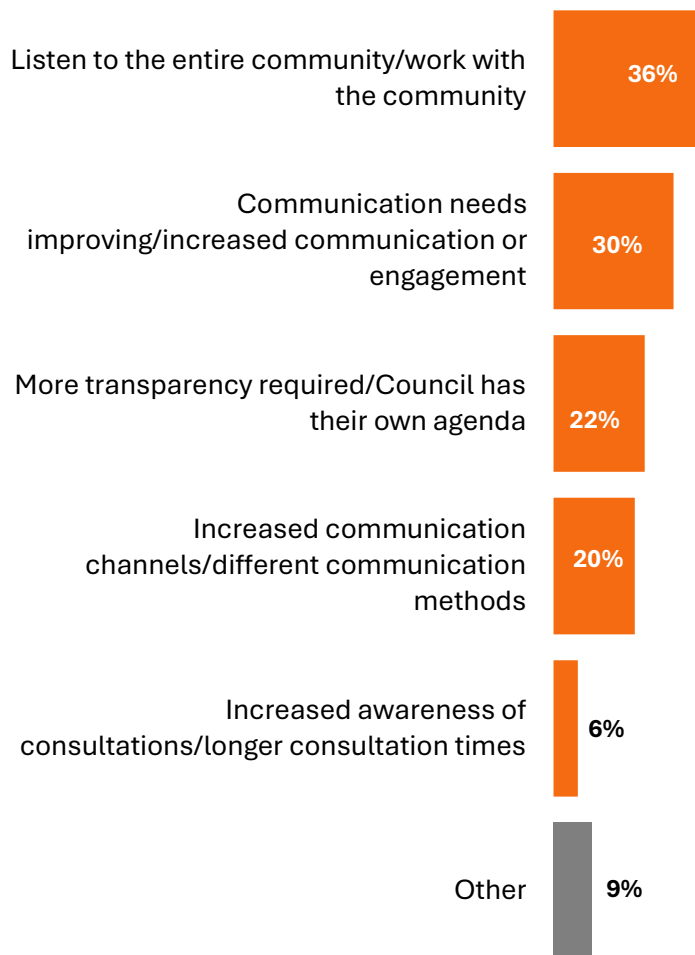
Between demographics

▲ Significantly higher
▼ Significantly lower

Notes:

- CE3. How satisfied are you that you received or could find Council information when you needed it? n=388
- CE4. How Satisfied are you with Council for each of the following:
 - Council keeps people informed about what Council is doing n=382
 - Council provides opportunities for residents to be involved in the consultation and decision process n=342

Comments on engagement and consultation



- An open forum over issues that matter to supporting a healthy community would be beneficial. The demographic of the Waitomo district population has shifted greatly in the last 5-6 years. There are many people who have experienced living in other areas, in other councils. These people could add value to spaces like this. It's more about that than infrastructure- which has little impact on people's wellbeing.
- Be more exposed to the community. Introduce us to the people and what their roles are. Have a council public diary. Snippets on What has happened through the week.
- Finding relevant information is hit and miss, especially around road closures, storm events and management etc. It's often information after the horse has bolted. Finding information on the website can be frustrating and circular and often results in abandonment.
- More letters/emails to ratepayers to inform them of what Council is doing or proposing on matters regarding infrastructure, animal control, water management, etc for the community.
- To have more than one way on contacting residents about what's happening or if there is work needed to be done that affects them, eg letters are good, but they don't always show up on time so maybe email as well.
- Engagement improvement in consultation with Māori as we are not consulted until it is too late to comment so early engagement is essential to build a good relationship with your rate payers so that we know what the future intentions are for us and not for non-residents only as it is our rates money not for outside uses.

Notes:

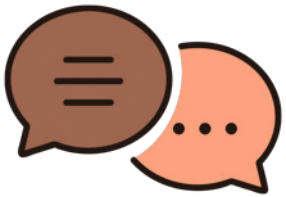
1. CE6. If you are dissatisfied with the engagement and consultation, rated them between 1 and 5 out of 10 above, in your opinion, what can be done to improve council's engagement and consultation with the community? n=56

Value for Money

Value for money

- Satisfaction with *Value for money* has increased from 40% in 2025 to 44% in 2026. While this is a positive year-on-year movement, value for money remains one of the lower rated aspects of Council performance, with more than half of residents not providing a satisfied rating.
- Invoicing is the highest rated value for money measure, with 79% agreeing that *invoicing is clear and correct*, a slight increase from 76% in 2025.
- Agreement that *Water rates are fair and reasonable* has also slightly increased from 43% in 2025 to 47% in 2026.
- Agreement that *Fees and charges for other services and facilities are fair and reasonable* has increased from 38% to 42%.
- *Annual property rates* remain the lowest rated value for money measure, despite increasing from 24% in 2025 to 28% in 2026. The

comments reinforce that value for money remains an important concern for some residents. Amongst the general comments, the most prevalent theme relates to *Rates being too high, no value for money, or a desire for user pays systems* (29%). A further 6% mention *Unfair rates for rural ratepayers or a lack of services provided for rural residents*.



Overall value for money

44%

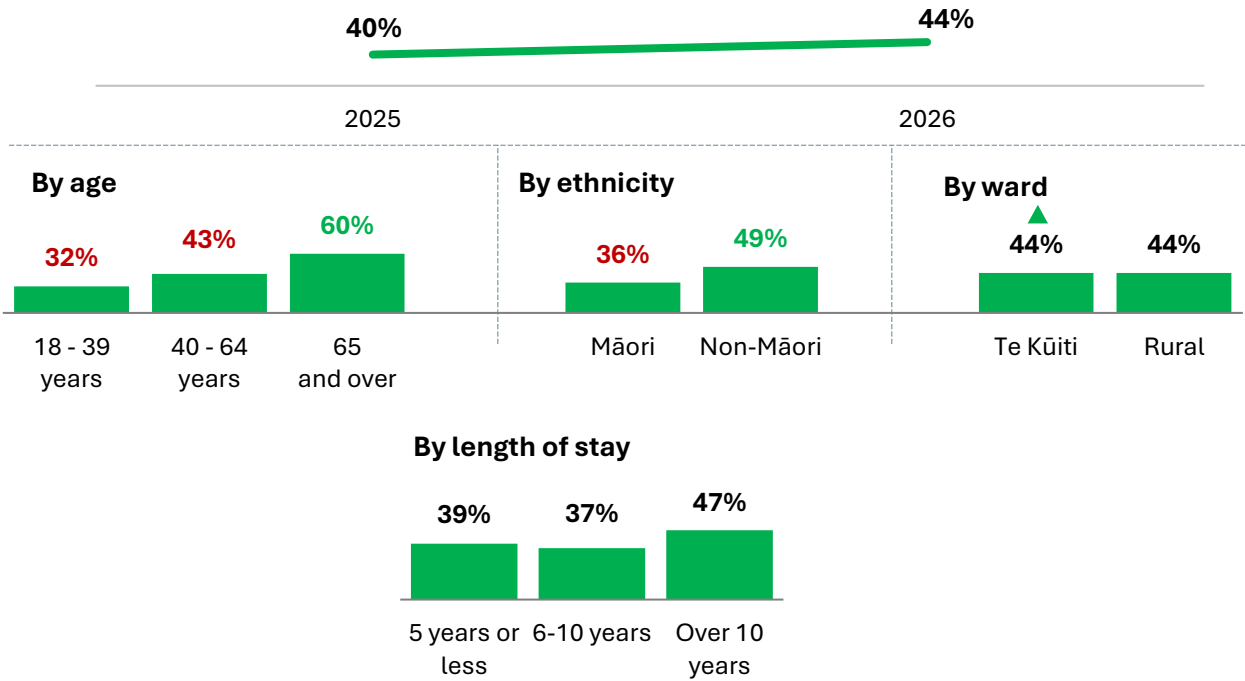
Residents Satisfied with *Value for money* (rated 6-10)



Very dissatisfied (1-2) Dissatisfied (3-5)

Satisfied (6-8) Very satisfied (9-10)

Satisfied (rated 6-10)



Year-on-year

Between demographics

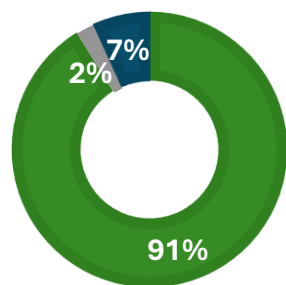
Significantly higher

Significantly lower

Notes:

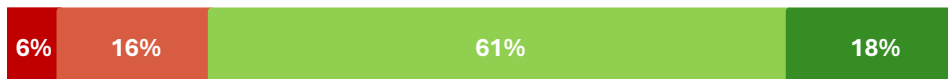
1. VM3. How satisfied are you with the value for money? n=379

Paying rates on the property



■ Yes
■ No
■ Renting

Invoicing is clear and correct



Water rates are fair and reasonable



Fees and charges for other services and facilities are fair and reasonable



Annual property rates are fair and reasonable



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

Agree (rated 6-10)

Year, age, ethnicity, ward	2026	2025	18-39 years	40-64 years	65 and over	Māori	Non-Māori	Te Kūiti Ward	Rural Ward
Annual property rates are fair and reasonable	28%	24%	16%	28%	42%	21%	32%	28%	28%
Water rates are fair and reasonable	47%	43%	39%	43%	62%	39%	52%	56% ▲	34%
Invoicing is clear and correct	79%	76%	75%	73%	92%	73%	82%	80%	77%
Fees and charges for other services and facilities are fair and reasonable	42%	38%	42%	35%	54%	30%	49%	44%	39%

Notes:

- VM1. Do you, or a member of your household, pay rates on a property in the Waitomo District Council area? n=403
- VM2. How much do you agree or disagree with the following statements?
 - Annual property rates are fair and reasonable n=364
 - Water rates are fair and reasonable n=247
 - Invoicing is clear and correct n=356
 - Fees and charges for other services and facilities are fair and reasonable n=354

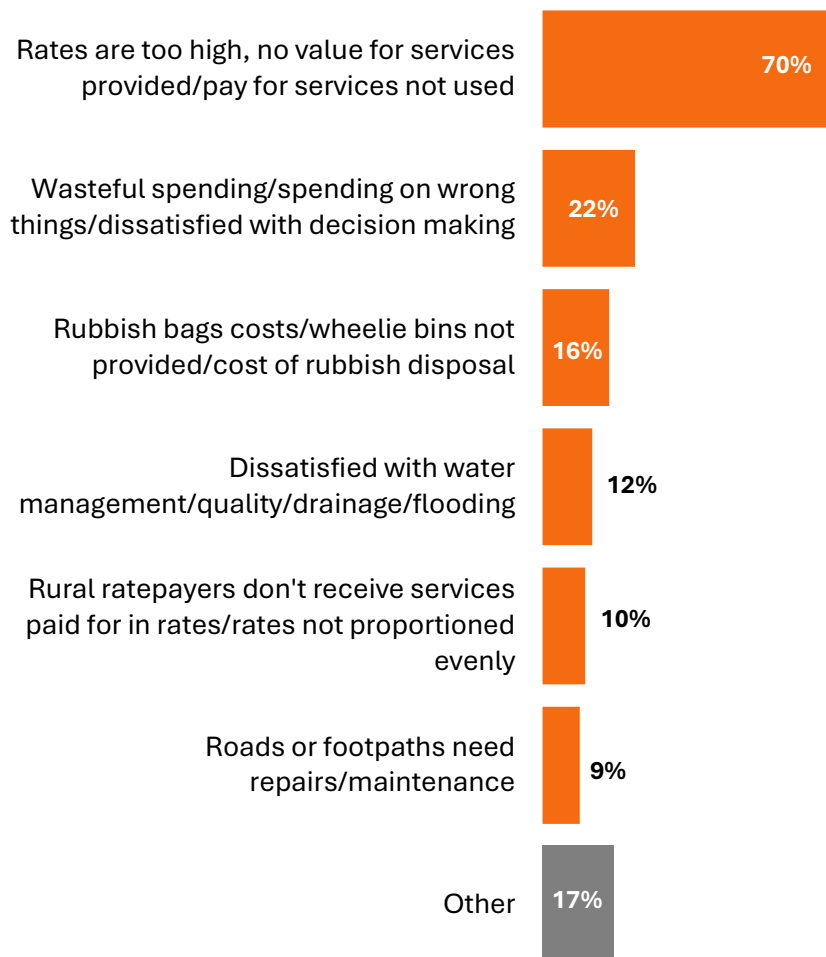
Year-on-year

Between demographics

▲ Significantly higher
▼ Significantly lower

▲ Significantly higher
▼ Significantly lower

Comments on value for money



- We live in a rural area on the edge of the Waitomo District paying approximately \$11k in rates p/a. We receive no Council services other than our damaged rural road. Due to our location we generally shop and use services in towns located outside of the District, so value for money for us is extremely poor.
- I pay very high rates, yet I supply own water and have own sewage system, have no footpath, streetlights, or rubbish collection. I have to use my own fuel to take recycling and rubbish away, and have to pay for it. No value for money.
- Spending in the past and the present has to slow so that our debt is reduced to allow us time to clear it, not increase our rates and we get less for our money like paying for rubbish council bags has increased, railway crossing access must be improved upon, like the railway park is a hazard for our kids it is not fully fenced off.
- I just sold a house at Piopio because the rates were so high, internet cover was nil.
- Where does it go? Our town is old, ugly and filled with takeaway shops. There is no community feeling in the town, nothing inviting about it. Improvements to the town are desperately needed.
- My rates include many things that isn't offered at my address, and I find this unfair and unreasonable. Our rates are wildly expensive compared to other places and our public facilities are average at best. Too many decisions being made by out of touch Councilors thinking they know best what to spend the rate payers money on.
- We don't get value for money in Benneydale. Rates are over the top and still have to pay to dump our own rubbish. We moved from Ruakaka where streets are well maintained, rubbish is collected weekly with no extra charge. They are improving the area all the time but nothing happens out here so you tell me where our rates are going.

Notes:

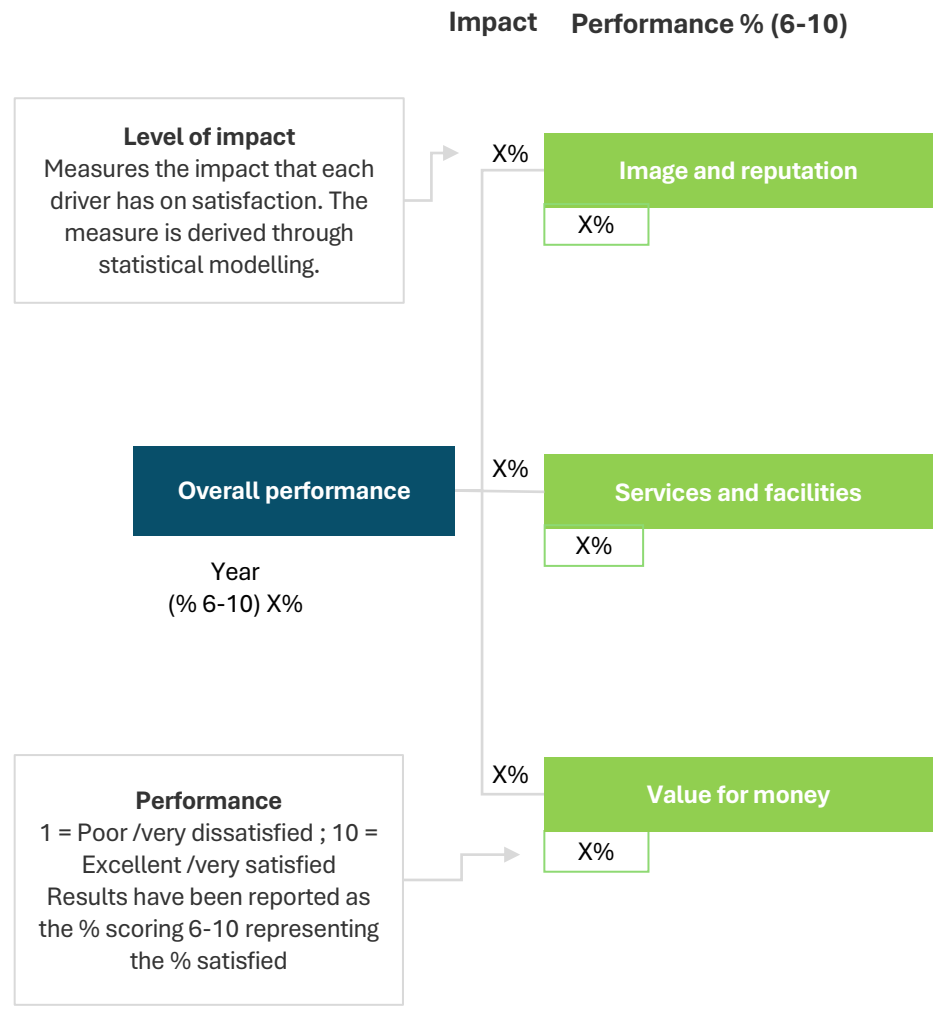
1. VM4. If you are very dissatisfied with the value for money offered, rated them 1 or 2 out of 10 above, can you tell us why you are not satisfied with the value for money? (Please provide as much detail as possible) n=40

Drivers of Satisfaction

Introduction to the CVM driver model

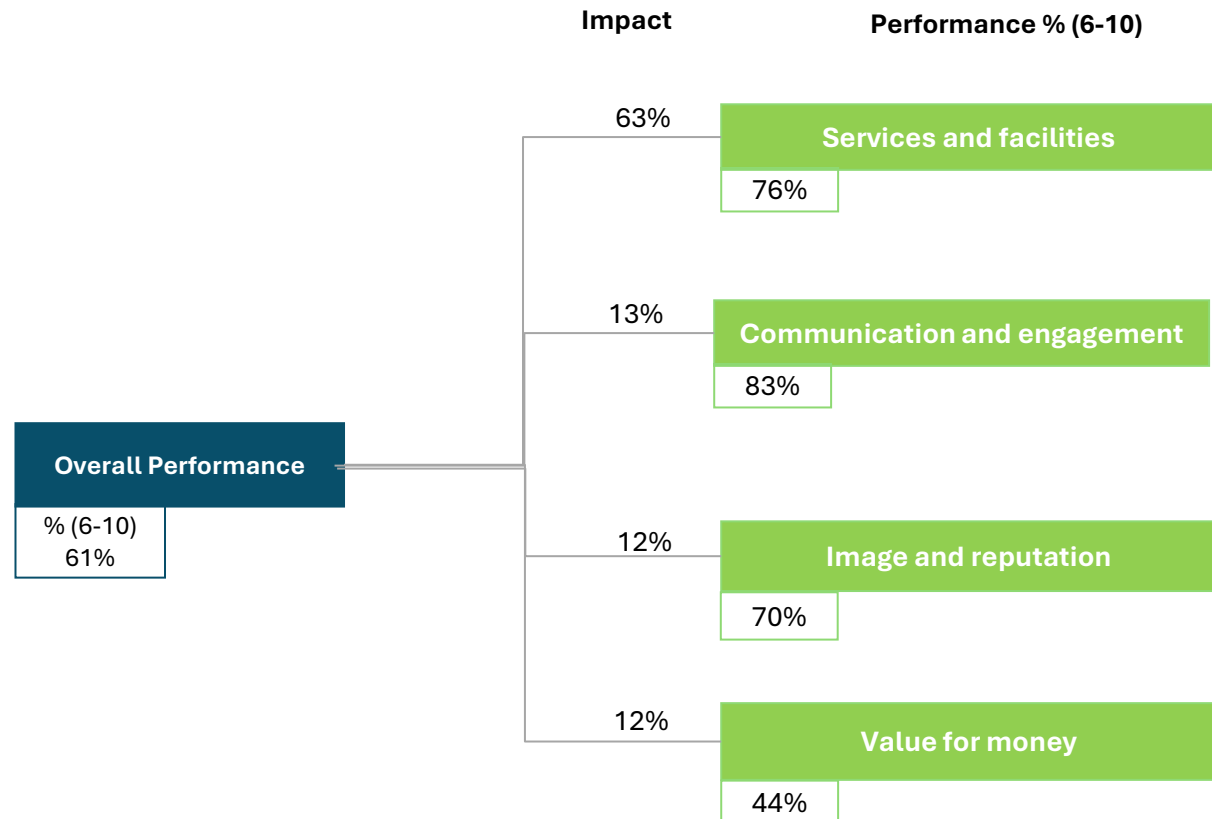
Overview of our driver model

- 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 the impact score for one of the KPIs 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.

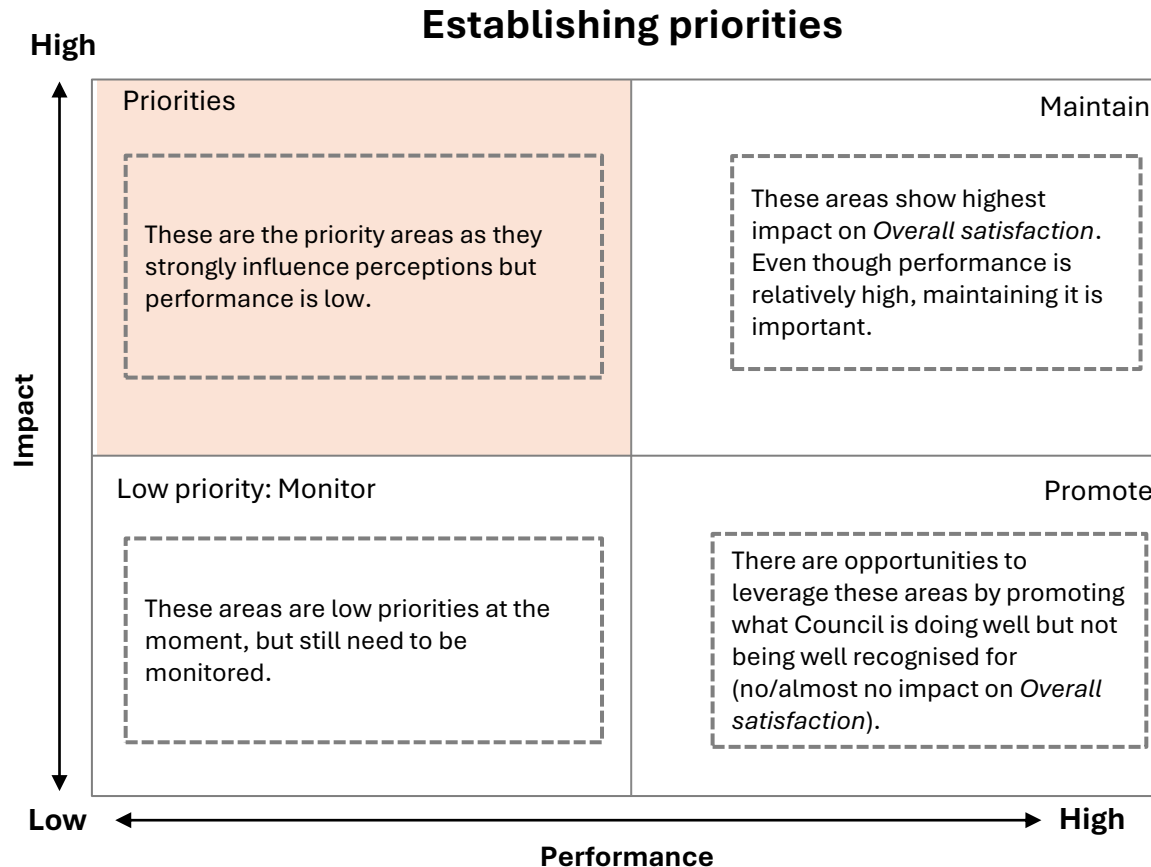


Drivers of overall satisfaction

- The driver analysis identifies that core services, measured as *Services and facilities*, have the highest influence on overall satisfaction, with an impact score of 63%. This is notably higher than all other measured drivers, with *Communication and engagement* (13%), and both *Image and reputation* and *Value for money* at 12%.
- This indicates that residents' overall perception of Council is primarily shaped by the delivery of day-to-day services and facilities.



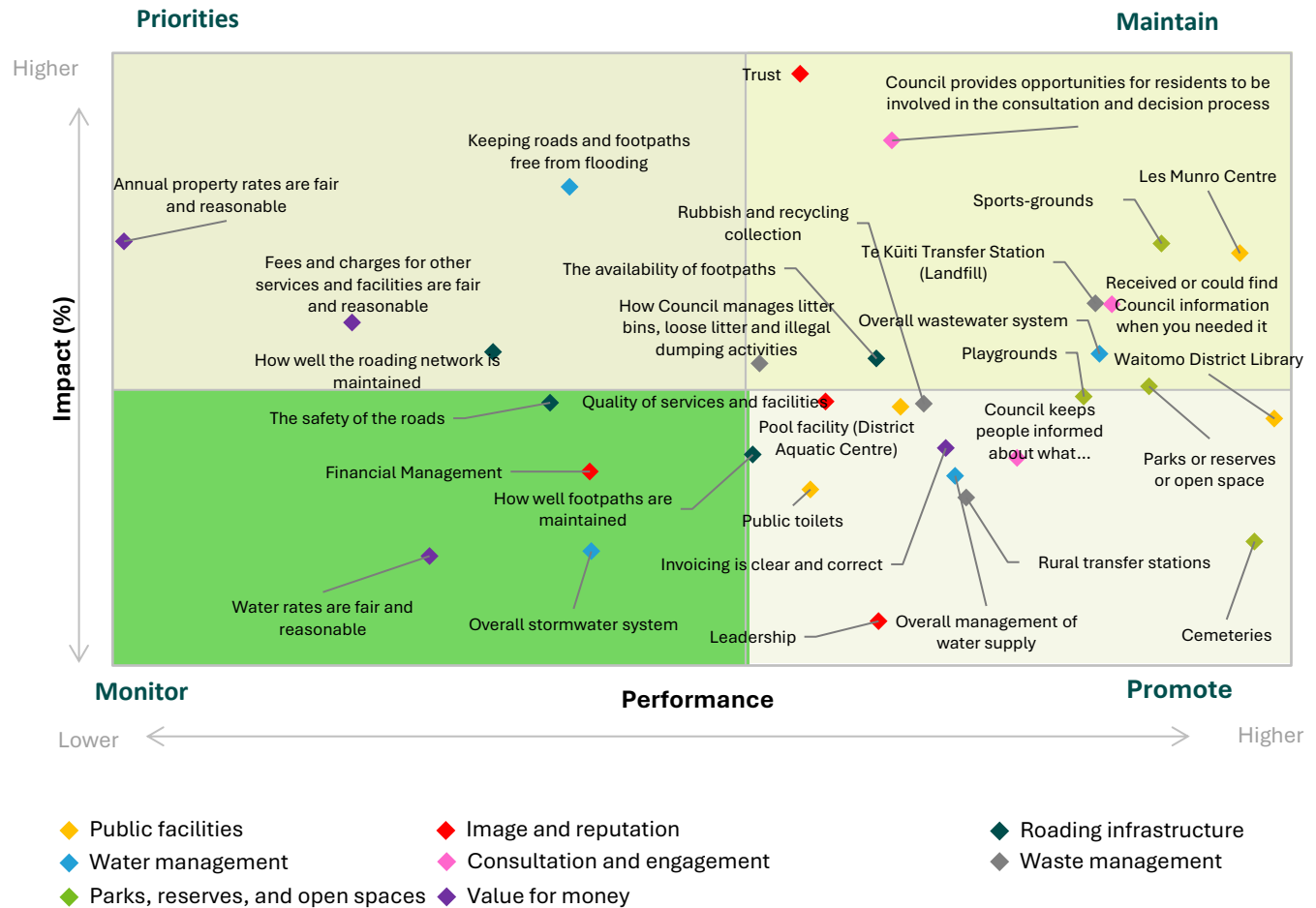
Establishing Priorities - Matrix



Opportunities and Priorities: Overall Measures

Priorities

- The priority matrix identifies four key improvement priorities: *Annual property rates being fair and reasonable, Fees and charges for other services being fair and reasonable, How well the roading network is maintained, and Keeping roads and footpaths free from flooding.*
- These aspects are priorities because they record lower satisfaction while also being closely linked to residents' wider perceptions of Council performance.
- Overall, the matrix identifies that improving perceptions of value, fairness and core infrastructure delivery is likely to have the greatest effect on residents' broader satisfaction with Council. This reinforces the need to continue demonstrating how rates and fees are used, while also making visible progress on roading maintenance and stormwater-related improvements.



Notes:

- Segments have been determined using the results from overall level questions.
- 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?

Understanding Reputation

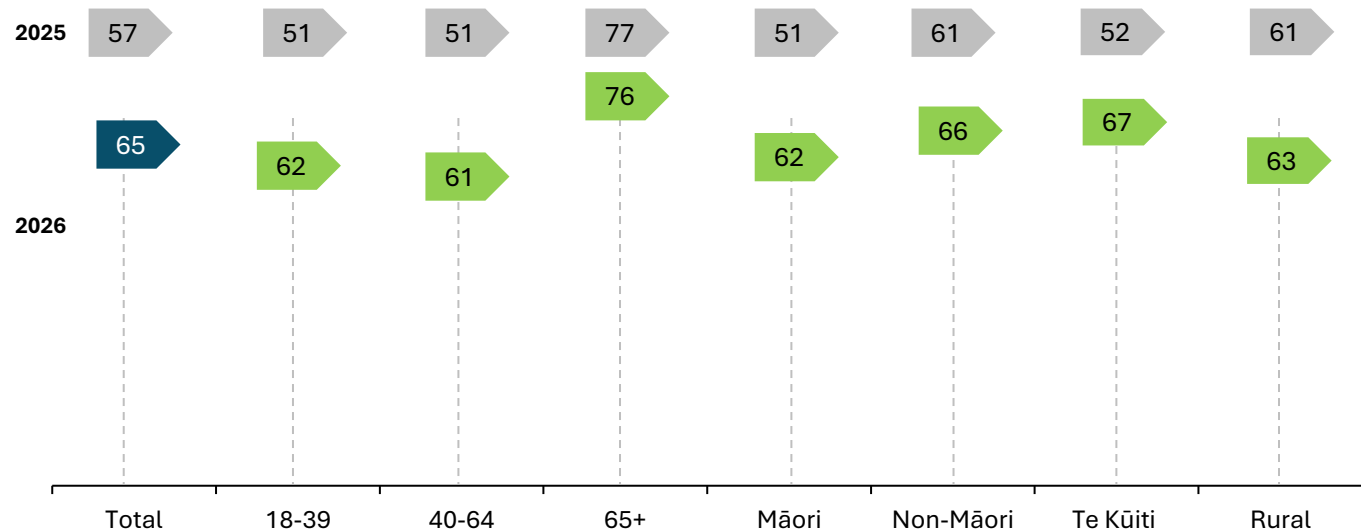
- *Overall reputation* has improved from 62% in 2025 to 70% in 2026. This is a positive year-on-year movement and indicates that residents are rating Council more favourably when considering *Leadership, Trust, Financial management*, and the *Quality of services and facilities* provided.
- Analysis by demographic variables identify that *Overall reputation* is highest among residents aged 65 and over (78%), compared to those aged 18 to 39 and 40 to 64 (both 67%). Non-Māori residents record higher ratings than Māori residents (74% compared to 63%), while satisfaction is similar across Rural Ward and Te Kūiti Ward residents (70% and 69%, respectively). By length of stay, overall reputation is highest among residents who have lived in the district for five years or less (78%), compared to those who have lived there for over 10 years (68%) and six to 10 years (62%).
- *Leadership* is rated positively, with 74% of residents rating this aspect as good, an increase from 70% in 2025. *Trust* has the largest improvement within the reputation measures, increasing from 59% in 2025 to 70% in 2026. This indicates an improvement in how residents perceive Council's openness, fairness, honesty and ability to act in the best interests of the District. *Quality of services and facilities* remains positive at 71%, broadly in line with 72% in 2025.
- Comments from residents dissatisfied with Council's reputation should be treated with caution due to the small sample size (n=9). The feedback mainly relates to concerns about rates, transparency, financial decision-making, accountability, trust, and whether Council listens to the community. Some comments also refer to service levels and investment across the district, particularly where residents feel they do not receive value for the rates they pay.



Reputation benchmark

- Waitomo District Council's reputation benchmark score has improved from 57 in 2025 to 65 in 2026. This is a positive year-on-year movement, shifting Council from the poor reputation range into the acceptable reputation range.
- Analysis by demographic variables illustrate that the benchmark score is highest among residents aged 65 and over (76), compared to residents aged 18 to 39 (62) and 40 to 64 (61). Non-Māori residents have a higher reputation benchmark score than Māori residents (66 compared to 62), while Te Kūiti Ward residents have a slightly higher score than Rural Ward residents (67 compared to 63). All demographic groups sit within the acceptable reputation range.

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



Year-on-year Between demographics

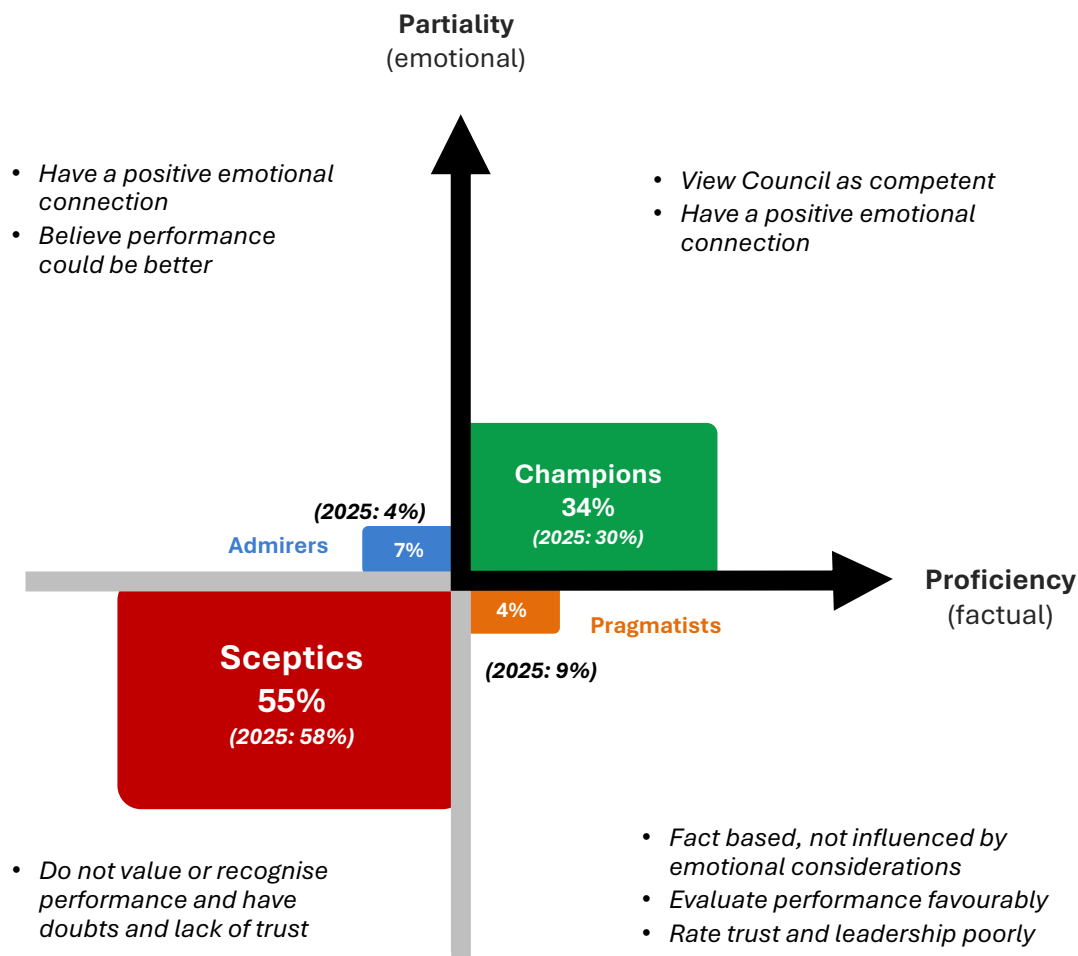
▲ Significantly higher ▲ Significantly higher
▼ Significantly lower ▼ Significantly lower

Notes:

- REP2_1: So, considering, leadership, trust, financial management and quality of services provided, how would you rate Waitomo District Council for its overall reputation?
- 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

Reputation profile

- The reputation profile indicates a positive year-on-year shift in how residents perceive Waitomo District Council. The proportion of 'Champions' has increased from 30% in 2025 to 34% in 2026, while the proportion of 'Sceptics' has decreased from 58% to 55%. This indicates that more residents now have both a positive emotional connection with Council and a favourable view of its performance.
- Overall, the reputation profile has moved in a positive direction. The key opportunity is to continue building trust and confidence by demonstrating progress on the aspects residents have identified as priorities, while maintaining high-performing services and improving the visibility of Council's work across the District.



Year-on-year

- ▲ Significantly higher
- ▼ Significantly lower

Between demographics

- ▲ Significantly higher
- ▼ Significantly lower

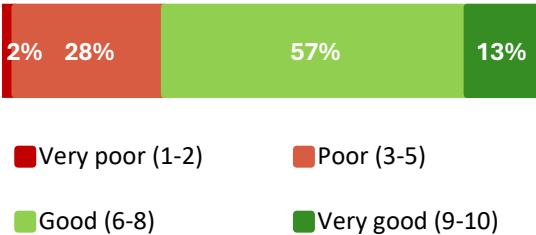
Notes:

1. REP2_1: So, considering, leadership, trust, financial management and quality of services provided, how would you rate Waitomo District Council for its overall reputation?

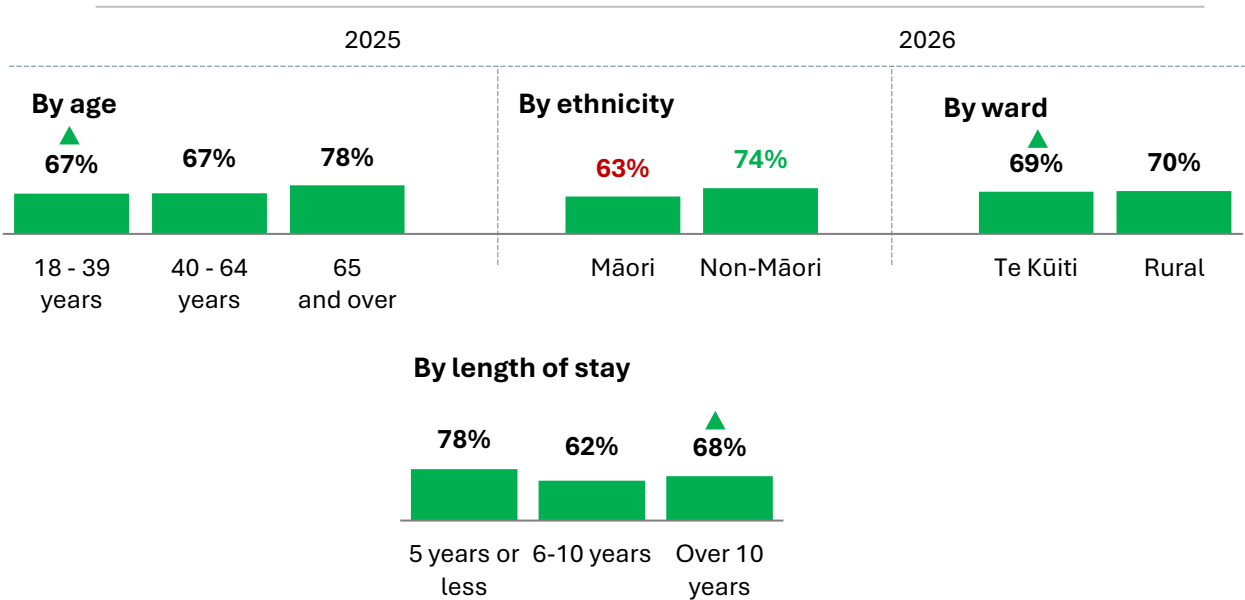
Overall reputation

70%

Residents rated *Overall reputation* as Good (rated 6-10)



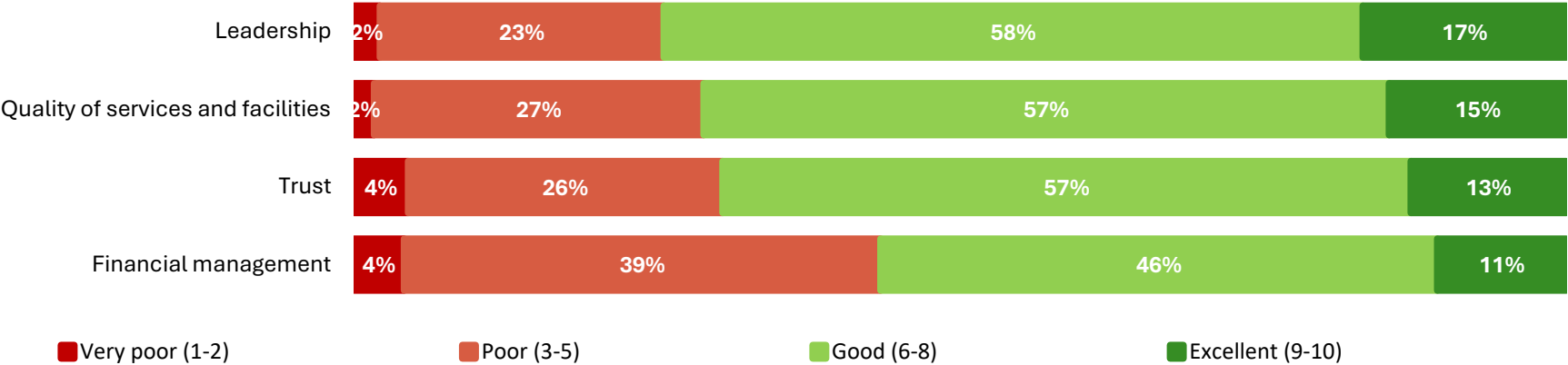
Good (rated 6-10)



Year-on-year
▲ Significantly higher
▼ Significantly lower

Between demographics
▲ Significantly higher
▼ Significantly lower

Notes:
1. REP2. So, everything considered, leadership, trust, financial management, and quality of services provided, how would you rate Waitomo District Council for its OVERALL REPUTATION? n=377



Good (rated 6-10)

Year, age, ethnicity, ward	2026	2025	18-39 years	40-64 years	65 and over	Māori	Non-Māori	Te Kūiti Ward	Rural Ward
Leadership	74%	70%	71%	76%	76%	67%	79%	75%	74%
Trust	70% ▲	59%	71%	66%	73%	66%	72%	71%	69%
Financial management	57%	52%	47%	58%	69%	52%	60%	55%	58%
Quality of services and facilities	71%	72%	67%	69%	81%	66%	74%	76%	67%

Year-on-year

▲ Significantly higher

▼ Significantly lower

Between demographics

Significantly higher

Significantly lower

Notes:

1. REP1. Thinking about the above, how would you rate the Council for...

a. Leadership n=354

b. Trust n=356

c. Financial management n=326

d. Quality of services and facilities n=375



- *High rates with no explanation, Council vehicles flash and modern yet we have old playground and parks.*
- *Elected officials should listen to the people who elected them. Be responsible custodians of our financial contributions and serve the people.*
- *Lack of transparency. Poor financial decisions. No accountability for mistakes that are made.*
- *Too much about the individuals and not the job. Best leader NZ has had recently, Chair of Fonterra, and many do not know his name or face, but can name previous chairs and describe them. Peter did a great job of unwinding their excessive spending.*
- *Hopeless, wasting money, poor service.*
- *Gravely concerned about lack of community development initiatives. Building social capacity will support grassroots initiatives, and hopefully alleviate some of the pressures on council.*
- *Poor financial management by council should not impact residents with less. And expensive rate increases, what do we actually receive for rates increase. No green waste in Mokau, roads closed constantly, business struggling, no compensation for that, closures and ongoing increases.*
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Notes:

1. REP3. If you are dissatisfied with the image and reputation, rated them 1 or 2 out of 10 above, can you tell us why you are not satisfied? (Please provide as much detail as possible) n=9

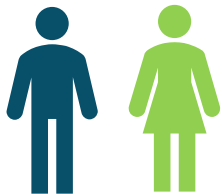
* Sample is too small for charted analysis

Sample Profile

Sample Profile (Weighted vs. Unweighted)

(n=405)

Gender



	Male	Female
Weighted	50%	50%
Unweighted	41%	59%

Age

	Weighted	Unweighted
18-39	34%	22%
40-64	42%	47%
65+	24%	31%

Ward

	Weighted	Unweighted
Te Kūiti	47%	57%
Rural	53%	43%

Ethnicity

	Weighted	Unweighted
Māori	40%	32%
Non-Māori	60%	68%

Ratepayers

	Weighted	Unweighted
Ratepayers	91%	92%
Don't pay rates	2%	2%
Renting	7%	6%

Length of Stay

	Weighted	Unweighted
5 years or less	22%	22%
6-10 years	13%	13%
Over 10 years	65%	65%

Notes:
1. *Multiple response
2. The weights stated for ratepayer status, and length of stay in Waitomo District show the weighted profile of respondents after applying the four demographic weightings (gender, age, ethnicity, and location).



Head Office

Telephone: + 64 7 575 6900

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

Website: www.keyresearch.co.nz

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