



**Manawatū District Council  
Residents' Survey  
2023/24**

## Table of contents

3	Background, objectives and methodology
4	Executive summary
10	Overall satisfaction with Manawātū District Council
16	Water management
22	Waste disposal services
27	Roads, footpaths and cycleways
31	Outdoor spaces
36	Public facilities
41	Regulatory services
46	Economic development and community funding
51	Communication and engagement
56	Community outcomes
67	Value for money
71	Customer interactions
76	Understanding reputation
81	Drivers of satisfaction
84	Sample profile

## Background, Objectives and Method

### Introduction

The Manawātū District Council has an ongoing need to measure how satisfied residents are with resources, facilities and services provided by Council, and to prioritise improvement opportunities that will be valued by the community. Key Research has developed a comprehensive mechanism for providing this service.

### Research Objectives

- To measure residents' satisfaction with the Manawātū District Council's performance
- To provide insights into how Council can best invest its resources to improve residents' satisfaction with its overall performance

### Method

- The methodology involved a postal to online survey measuring the performance of Manawātū District Council with a sample of n=501 residents.
- The questionnaire was designed in consultation with the staff of Manawātū District Council and is structured to provide a comprehensive set of measures relating to core activities, services and infrastructure, and to provide a wider perspective of performance. This includes an assessment of reputation, the willingness of residents to become involved with Council's decision-making processes and to measure satisfaction across a range of lifestyle-related measures.
- Data collection was conducted over four periods; 120 responses between 27 September and 29 October 2023, 136 responses between 16 November and 17 December 2023, 120 responses between 7 February and 12 March 2024, and 125 responses between 1 May and 10 June 2024.
- Data collection was managed to achieve defined quota targets based on age, gender, communities, and ethnicity. Post data collection the sample has been weighted to make it representative of key population demographics based on the 2018 Census.
- At an aggregate level the survey has an expected 95% confidence interval (margin of error) of  $\pm 4.4\%$ .
- There are instances where the sum of the whole number score varies by one point relative to the aggregate score due to rounding.
- The responses were given scores on a scale of 1 to 10, which were grouped as follows:

1-4	Very dissatisfied
5	Somewhat dissatisfied
6	Somewhat satisfied
7-8	Satisfied
9-10	Very satisfied

### Notes

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





# Executive Summary

## Key Findings

The overall results of the 2023/24 survey are relatively consistent year-on-year, with a slight decrease across most indicators of satisfaction. This reflects that the District Council has not yet fully recovered from the significant decrease noted in the 2022/23 survey.

Overall satisfaction with the Council experienced a decrease of 3% points, declining from 70% in 2023 to 67% this year. Council's *Overall reputation* (54%) continues to hold the greatest influence on residents' overall satisfaction with the Council's performance. This measure has recorded a slight 2% point decrease year-on-year. All measures related to the Council's *Reputation* have declined, with *Financial management* experiencing a significant year-on-year decrease in satisfaction from 63% in 2023 to 51% this year. This has also been identified as an area for improvement alongside *Rates being fair and reasonable* and *Trust*.

With the decrease in satisfaction regarding reputation-related attributes, the Council's reputation benchmark has also decreased. However, it remains at an acceptable range of +71. Four in ten residents (40%) were identified as 'Sceptics,' while nearly half (44%) were identified as 'Champions.' This represents a negative shift from the previous year, indicating an increase in the number of 'Sceptics' and a decrease in the number of 'Champions'.

Despite these declines, residents continue to rate the Council's *Services and facilities* highly, with an increase of 3% points from 79% in 2023 to 82% this year.

Additionally, residents perceive their *Quality of life* highly, at 92%.

### Most improved areas (% Satisfied 6 to 10)



1. How easy it was to make your enquiry or request (+15%)
2. The information provided being accurate (+12%)
3. How well Council staff understood your request and how they communicated with you (+10%)
4. Managing liquor licensing (+10%)
5. Licensing premises such cafes, restaurants and hairdressers (+9%)

### Most declined areas (% Satisfied 6 to 10)

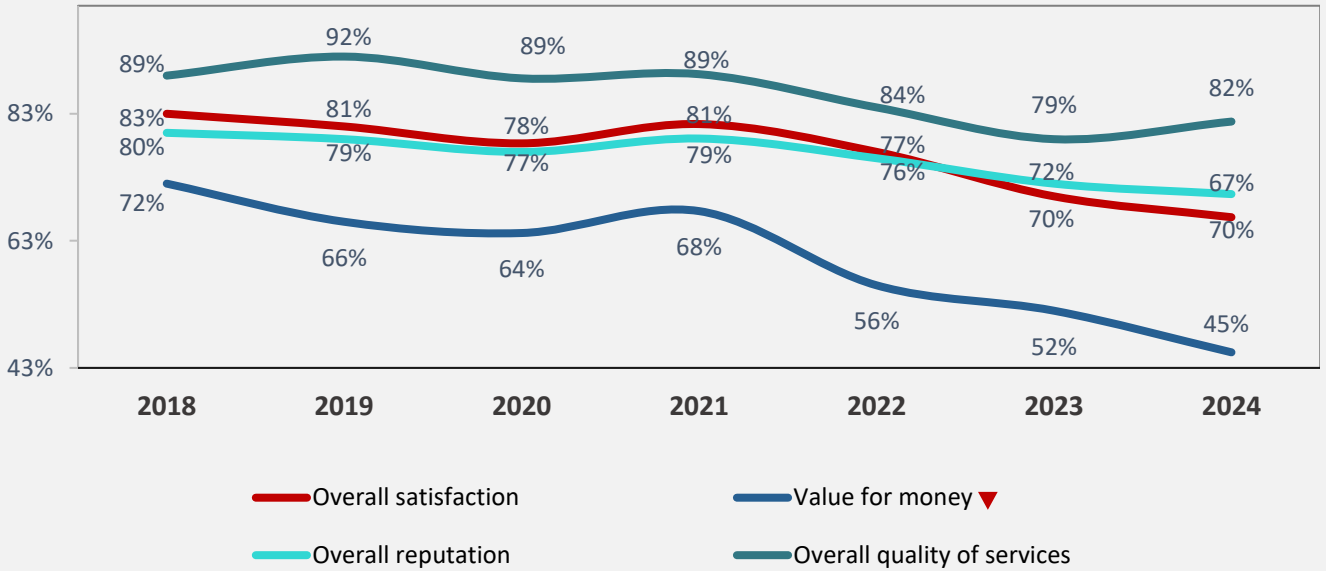


1. Financial management (-12%)
2. Overall satisfaction with the libraries (-8%)
3. The odour of the water (-7%)
4. Overall value for money (-7%)
5. The availability of footpaths and crossing points for mobility scooters and wheelchairs (-7%)

## Summary of key performance indicators

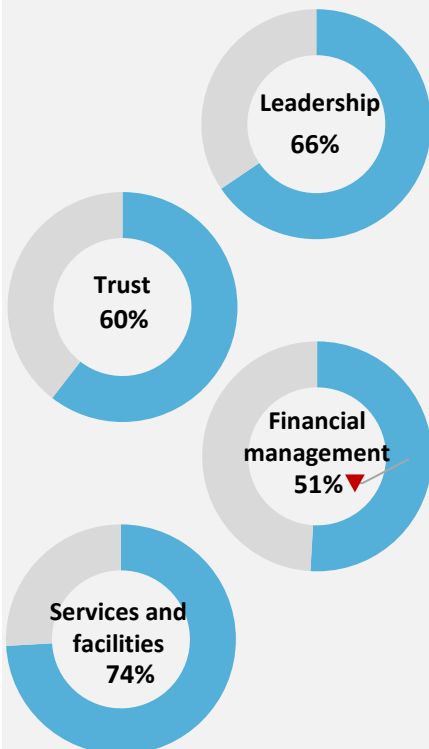
### Trend in performance

6-10%



### Reputation

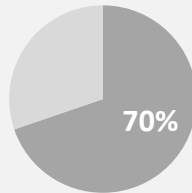
6-10%



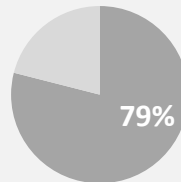
### Other important measures

6-10%

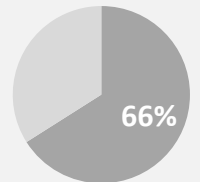
#### Water management



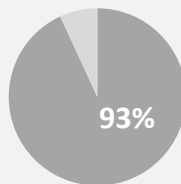
#### Waste disposal services



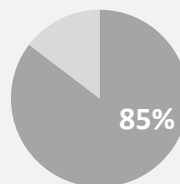
#### Roads, footpaths and cycleways



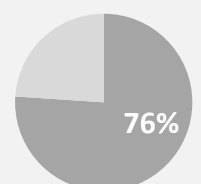
#### Parks and reserves



#### Council facilities



#### Regulatory services



Year-on-year

▲ Significantly higher  
▼ Significantly lower



## Overall measures - satisfied (% 6-10)

	% point increase / decrease (2024-2023)	Percentage of respondents satisfied, or very satisfied				
		2024	2023	2022	2021	2020
How easy it was to make your enquiry or request	15%	79%	64%	66%	70%	73%
The information provided being accurate	12%	64%	52%	45%	50%	61%
How well Council staff understood your request and how they communicated with you	10%	68%	58%	52%	52%	67%
Managing liquor licensing	10%	88%	78%	80%	72%	75%
Licensing premises such cafes, restaurants and hairdressers	9%	92%	83%	80%	80%	76%
Managing and issuing building consents	9%	59%	50%	57%	50%	48%
Managing and issuing resource consents	8%	56%	48%	51%	50%	55%
How long it took to resolve the matter	8%	54%	46%	37%	33%	48%
Overall enquiry handled	7%	57%	50%	39%	42%	61%
The resolution or outcome achieved	5%	52%	47%	43%	38%	54%
Cemetery maintenance	5%	94%	89%	91%	92%	96%
Overall satisfaction with council's regulatory services	4%	76%	72%	75%	75%	71%
I am satisfied with Community Funding and Development services	4%	59%	55%	60%	46%	54%
A place to belong and grow	3%	78%	75%	78%	-	-
Overall services and facilities	3%	82%	79%	84%	89%	89%
Kerbside rubbish collection	2%	91%	89%	91%	92%	91%
Overall satisfaction with - Council owned property e.g. Civic Centre, Council offices	2%	91%	89%	93%	96%	95%
I feel a sense of connection with my neighbourhood or community	2%	68%	66%	71%	-	-
Keeping roads and footpaths free of flooding	1%	55%	54%	63%	70%	72%
Overall satisfaction with waste disposal services	1%	79%	78%	82%	85%	86%
Satisfaction with Overall communication	1%	67%	66%	71%	68%	72%
An environment to be proud of	1%	77%	76%	81%	-	-
A prosperous, resilient economy	1%	74%	73%	78%	-	-
The provision of dedicated walkways and other cycle ways around the Manawātū district	1%	69%	68%	72%	68%	72%
How the Manawatu District Council treats and disposes of sewage	-	90%	90%	92%	86%	91%
Ability to protect your property from flooding	-	66%	66%	72%	74%	78%

## Overall measures - satisfied (% 6-10)

	% point increase / decrease (2024-2023)	Percentage of respondents satisfied, or very satisfied				
		2024	2023	2022	2021	2020
Recycling points or centre	-	75%	75%	79%	84%	81%
Management of loose litter and bins in and around the town	-	78%	78%	81%	83%	82%
The road network having enough signage and being easy to navigate	-	82%	82%	88%	89%	87%
Overall satisfaction with roads, footpaths, cycle ways	-	66%	66%	76%	79%	76%
Overall satisfaction with parks, reserves and sportsgrounds	-	93%	93%	95%	94%	95%
Overall satisfaction with - Sports and events centre	-	87%	87%	93%	89%	92%
I am aware that Council is working in partnership with Palmerston North City Council (PNCC) to develop, improve and promote the region's economy	-	64%	64%	69%	62%	64%
The reliability of the sewage system	-1%	95%	96%	97%	96%	95%
Transfer station	-1%	73%	74%	76%	82%	80%
The services for managing general waste using the Manawatu District Council Blue Bag	-1%	79%	80%	81%	84%	86%
Parking provisions	-1%	74%	75%	79%	82%	77%
Other parks and reserves	-1%	92%	93%	94%	96%	96%
Overall satisfaction with - Community halls	-1%	86%	87%	91%	89%	91%
Overall satisfaction with council's public facilities	-1%	85%	86%	89%	93%	93%
I am aware that Council is working with, and funding, external agencies to develop, improve and promote the local economy	-1%	60%	61%	66%	61%	64%
It is easy to find out what Council funding is available	-1%	48%	49%	47%	47%	50%
Vision and leadership	-1%	66%	67%	74%	72%	73%
Services and facilities	-1%	74%	75%	80%	83%	82%
Overall quality of your life	-1%	92%	93%	-	-	-
Adequacy of cycleways on our roads	-2%	56%	58%	59%	49%	57%
Infrastructure fit for the future	-2%	55%	57%	65%	-	-
The pressure of the water	-2%	84%	86%	87%	88%	87%
Overall satisfaction with water management	-2%	70%	72%	78%	78%	78%
The condition of the roads in your area being to a quality that you expect	-2%	59%	61%	68%	69%	74%
The safety of the roads	-2%	60%	62%	65%	70%	70%
How well footpaths are maintained	-2%	66%	68%	69%	71%	72%



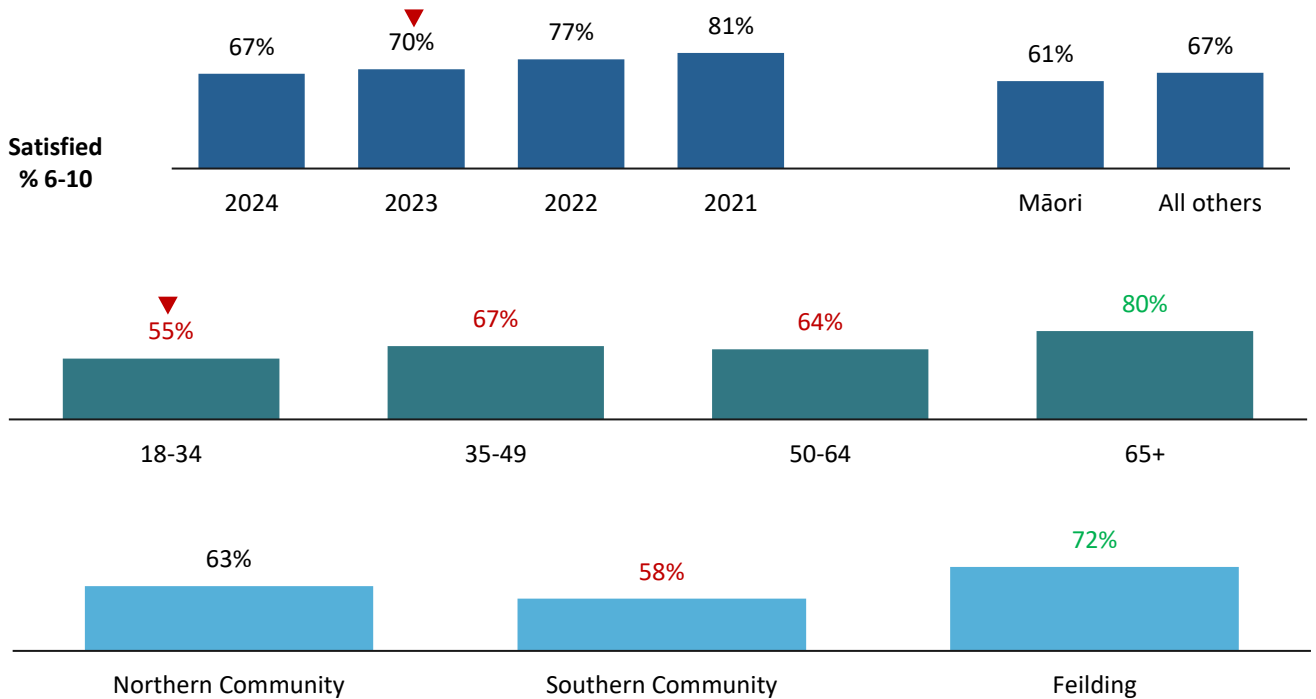
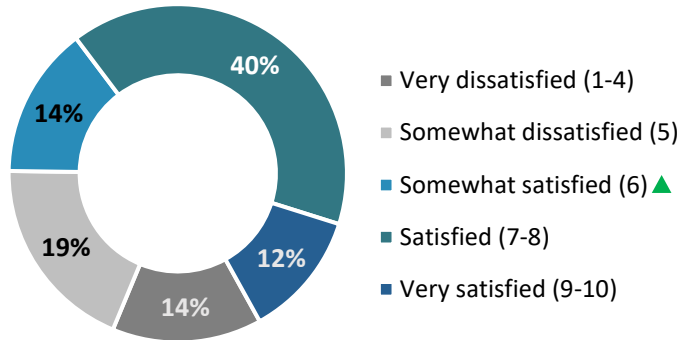
## Overall measures - satisfied (% 6-10)

	% point increase / decrease (2024-2023)	Percentage of respondents satisfied, or very satisfied				
		2024	2023	2022	2021	2020
Providing dog and animal control	-2%	75%	77%	79%	80%	75%
The ease of making payments	-2%	90%	92%	91%	94%	95%
Overall reputation	-2%	70%	72%	76%	79%	77%
You're confident that the District is going in the right direction	-2%	72%	74%	82%	-	-
Overall performance	-3%	67%	70%	77%	81%	78%
Rates being fair and reasonable	-3%	45%	48%	54%	57%	59%
The kerbside recycling services	-3%	74%	77%	81%	82%	85%
Sportsgrounds	-3%	90%	93%	94%	95%	95%
Playgrounds	-3%	90%	93%	90%	94%	95%
The reliability of the water supply	-4%	91%	95%	96%	96%	99%
Overall satisfaction with - Makino Pools	-4%	81%	85%	89%	93%	91%
The services for managing green waste	-4%	60%	64%	67%	69%	73%
It is easy to access Council funding for my/our events	-4%	48%	52%	52%	37%	46%
A future planned together	-4%	57%	61%	62%	0%	0%
The clarity of the water	-5%	81%	86%	86%	85%	87%
The Council is doing a good job growing the district economy	-5%	64%	69%	69%	63%	66%
Overall satisfaction with - Public toilets	-5%	76%	81%	87%	89%	87%
Trust	-5%	60%	65%	70%	64%	68%
How well the stormwater system is maintained	-6%	48%	54%	62%	64%	67%
I am satisfied with the economic development services	-6%	60%	66%	70%	60%	65%
The taste of the water	-7%	66%	73%	70%	72%	76%
The odour of the water	-7%	77%	84%	78%	81%	87%
Overall value for money	-7%	45%	52%	56%	68%	64%
The availability of footpaths and crossing points for mobility scooters and wheelchairs	-7%	58%	65%	66%	65%	67%
Overall satisfaction with - The libraries	-8%	77%	85%	90%	94%	92%
Financial management	-12%	51%	63%	66%	60%	60%



# Overall Satisfaction with Manawatū District Council

## Overall Satisfaction



- Satisfaction with the Council has continued to decline year on year, decreasing from 81% in 2021 to 77% in 2022, then significantly falling to 70% in 2023, and further decreasing to 67% in 2024.
- Younger residents, particularly those aged 18-34, are the least likely to be satisfied with the Council overall. Their satisfaction score has significantly decreased from 71% in 2023 to 55% in 2024.
- 72% of residents in Feilding are satisfied with the Council overall, while nearly six in ten residents in the Northern community (63%) and the Southern Community (58%) express satisfaction with the Council.

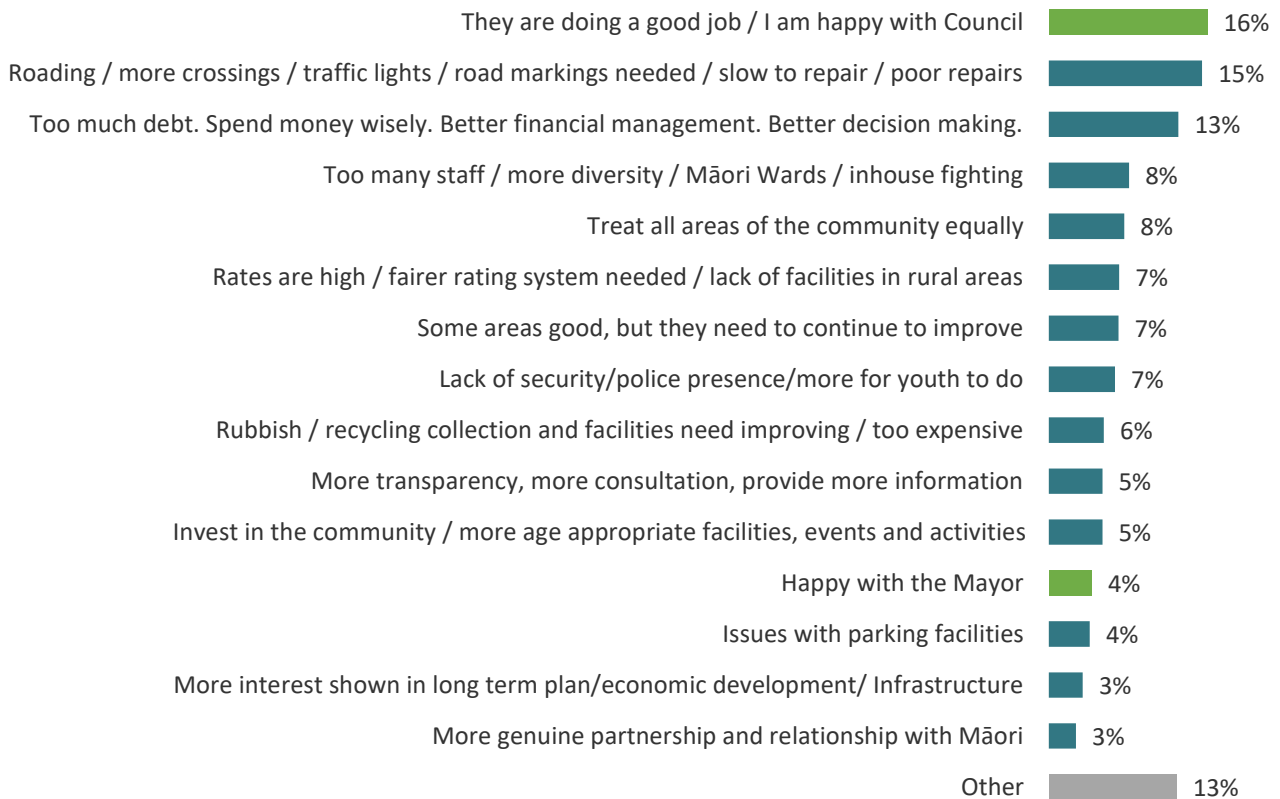
NOTES:

1. OP1. Finally, everything considered that we've gone through; reputation, services and facilities, and value for money, how satisfied are you with the overall performance of the Manawātū District Council? n=434
2. Excludes 'Don't know'

<b>Year-on-year</b>	<b>Between demographics</b>
▲ Significantly higher	▲ Significantly higher
▼ Significantly lower	▼ Significantly lower



## General Comments



- Can you please look at the roading plan for the whole region in conjunction with the other players, not just as individual departments or areas as it is all liked regardless of who is going to fund what and when.
- Maintain the roads in town better or subsidise shock absorbers and tires.
- Look into traffic congestion before too long. Gets gridlocked in the afternoon now.
- Speed reductions on some of the district roads. Mostly State Highways, doesn't make sense to me.
- Fix potholes and do more upgrades to Manfeild.
- Save money, be efficient, focus on productive meetings.
- Don't waste our money on unnecessary things e.g. a cafe in the new library. It's a library. Focus on the basics first e.g. the roads, town drainage, do a bit more for rural areas.

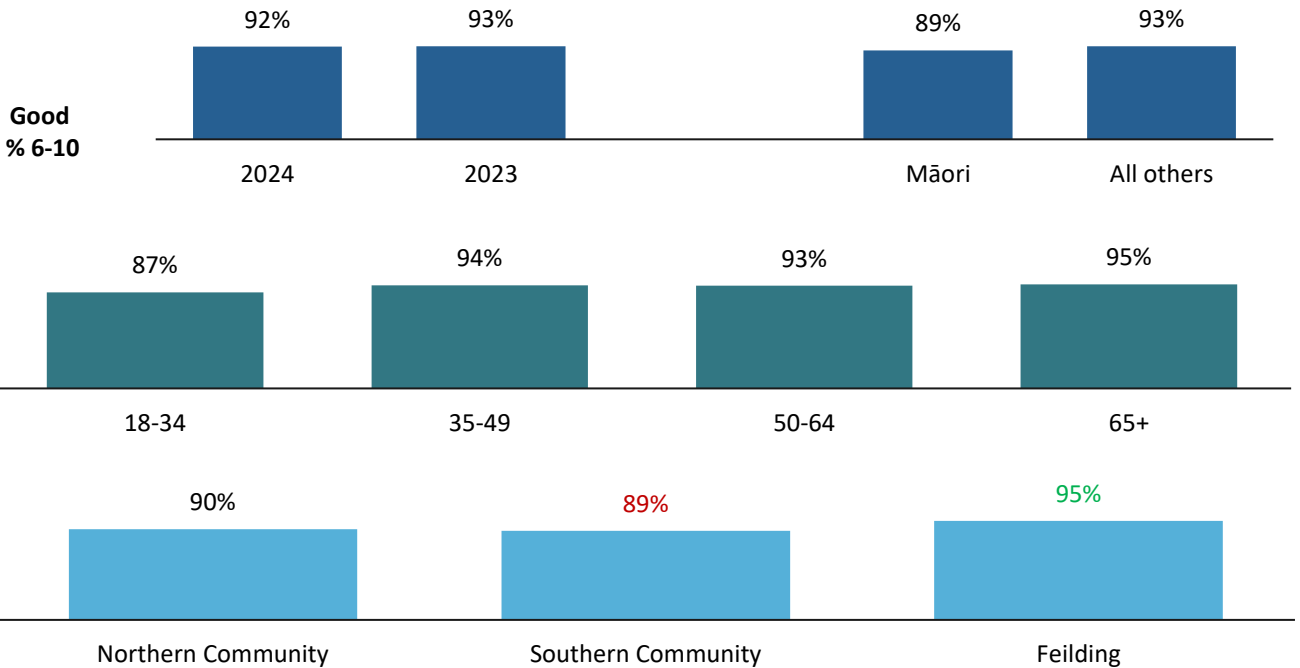
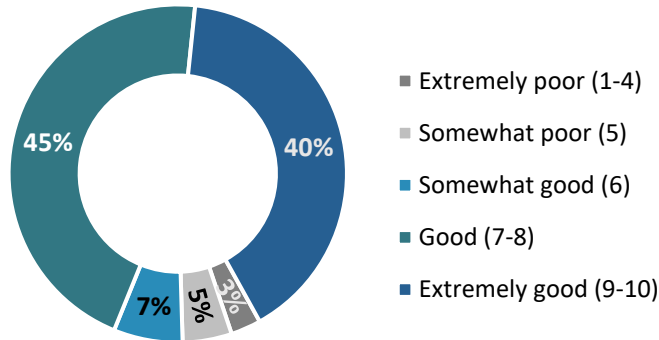


- The District Council does a great job in providing us with a great town and district to live in.
- I like the pool, parks, roads and tidy streets. Manchester house are good at keeping an eye on those that need help.
- Keep up the great work, it's not easy trying to please a community. Feilding is lucky to have a great team with a good vision.
- We may be the envy of many ratepayers for the service and ease of contact with services provided.
- I love Manawatū.
- Councillors, keep up the good team effort. Council employees, thank you for your service.
- Mayor and council do good job.
- Helen Warboys is a good Mayor and my personal interactions with Councillor Steve Beilski have been positive.

### NOTES:

1. GEN1. Are there any other comments that you would like to make about the Manawatū District Council? n=149
2. Results with less than 3% are not shown,

## Quality of Life



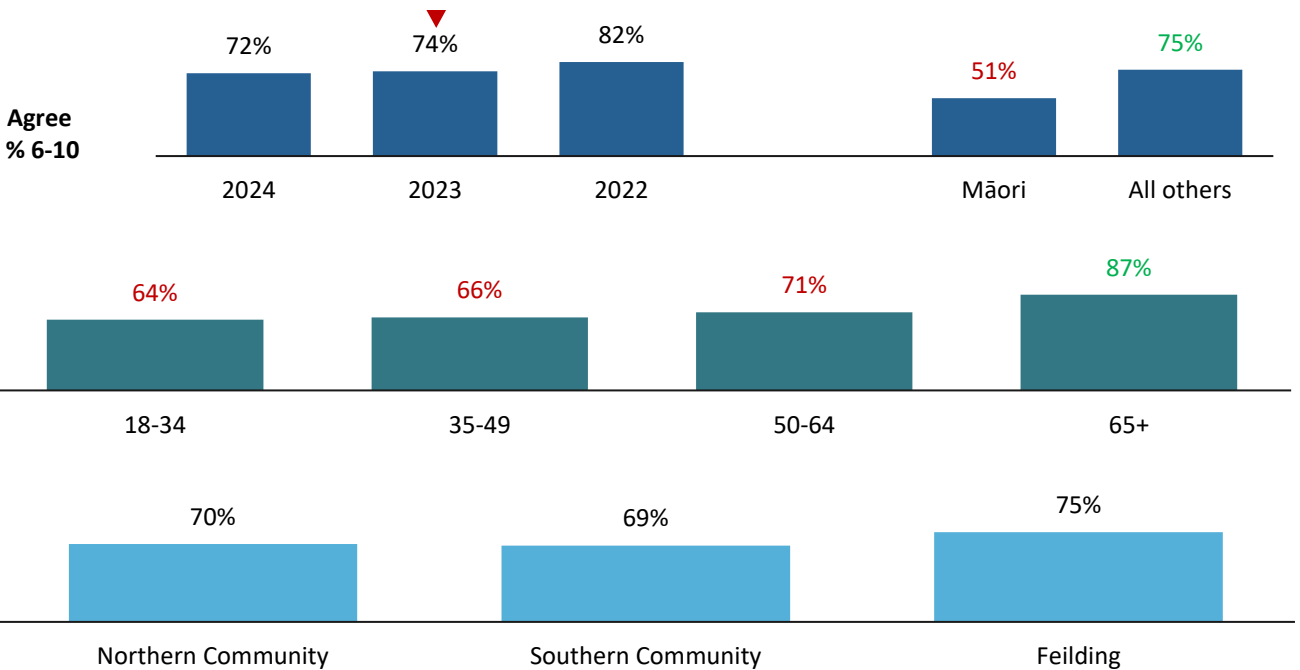
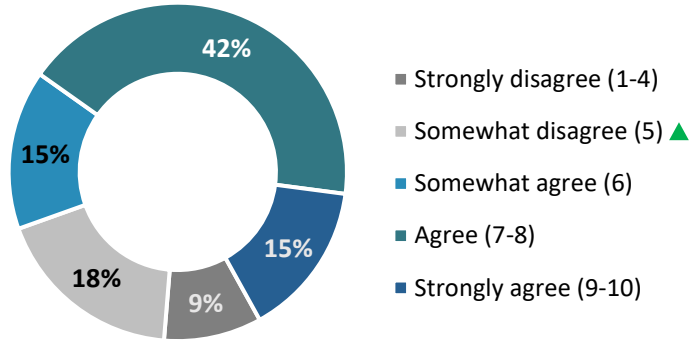
- Residents' perception of their *Quality of life* remained consistently high at 92%.
- Feilding residents (95%) are significantly more likely to rate their *Quality of life* 'Somewhat good' to 'Excellent' than residents in the Southern Community (89%).

NOTES:

1. QOL1. On a scale of 1 to 10 where 1 is 'extremely poor' and 10 is 'extremely good', how would you rate the overall quality of your life? n=452
2. Excludes 'Don't know'

Between demographics  
*Significantly higher*  
*Significantly lower*

## District Going In The Right Direction



- 72% of residents agree that the *District is going in the right direction*, showing a slight decrease of 2% points since 2023.
- Māori residents are the least likely to agree that the *District is going in the right direction* compared to other ethnicities, with just over half (51%) expressing agreement.

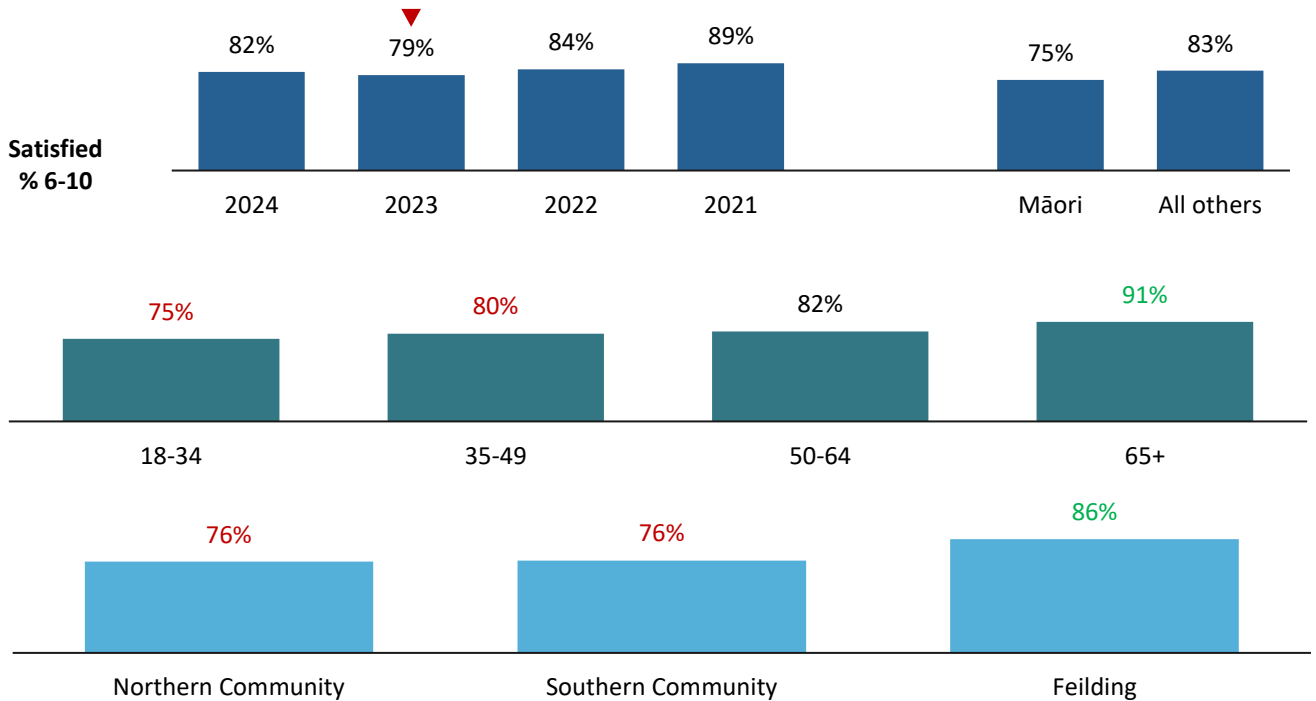
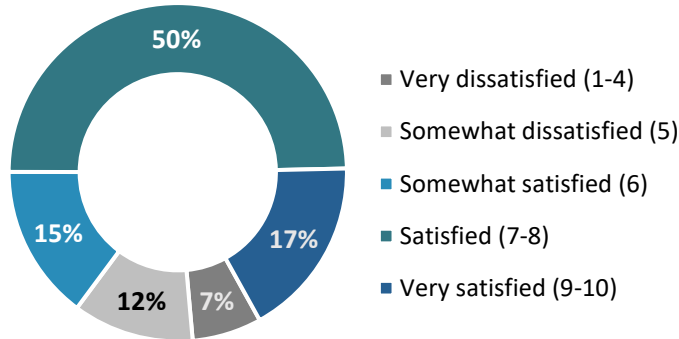
NOTES:

1. QOL2. 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 the following statement about the District? n=406
2. Excludes 'Don't know'

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



## Overall Services and Facilities



- Just over eight in ten residents (82%) are satisfied with the *Services and facilities* Council provides.
- Older residents, those aged 65 and above, are significantly more likely to be satisfied with Council's *Services and facilities* than residents aged 18 to 49 years.
- 86% of Feilding residents are satisfied with the *Services and facilities* provided by the Council, a significantly higher rate compared to other areas. One comment noted, "Overall, MDC operates in an effective and efficient manner, as long as you live in Feilding."

NOTES:

1. OVLSV. When you think of all the services and facilities that Council provides; roads, parks, water reticulation, waste disposal, swimming pools, museums, libraries and so on, and its regulatory services such as animal control, building consents, overall, how satisfied are you with the services and facilities that Council provides? n=459
2. Excludes 'Don't know'

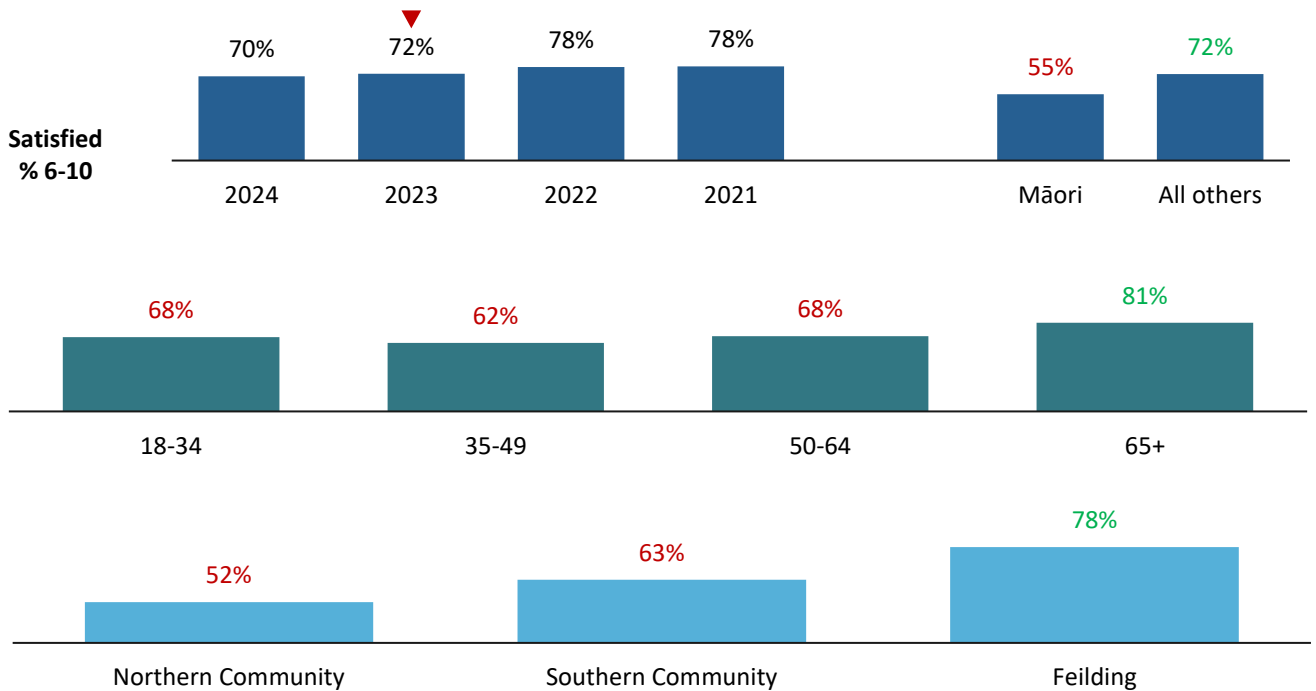
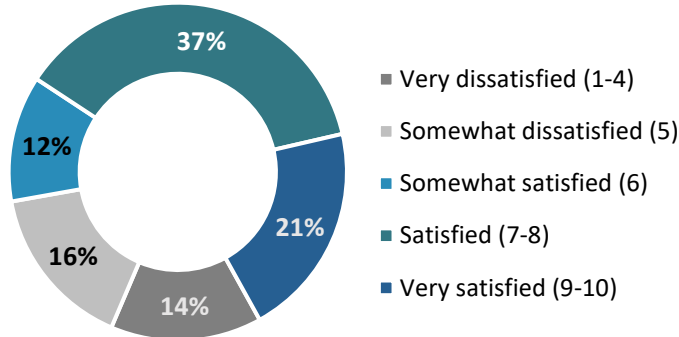
**Year-on-year**  
▲ Significantly higher  
▼ Significantly lower

**Between demographics**  
▲ Significantly higher  
▼ Significantly lower



# Water Management

## Overall Water Management



- Despite the slight decrease of 2% points, *Overall water management* has consistently received a relatively high satisfaction rating from residents, with a 70% satisfaction rate.
- Those who identified as Māori are the least likely to be satisfied with Council’s *Overall water management* compared to other ethnicities (55% compared to 72%).
- Nearly eight in ten Feilding residents (78%) are satisfied with this Council service.

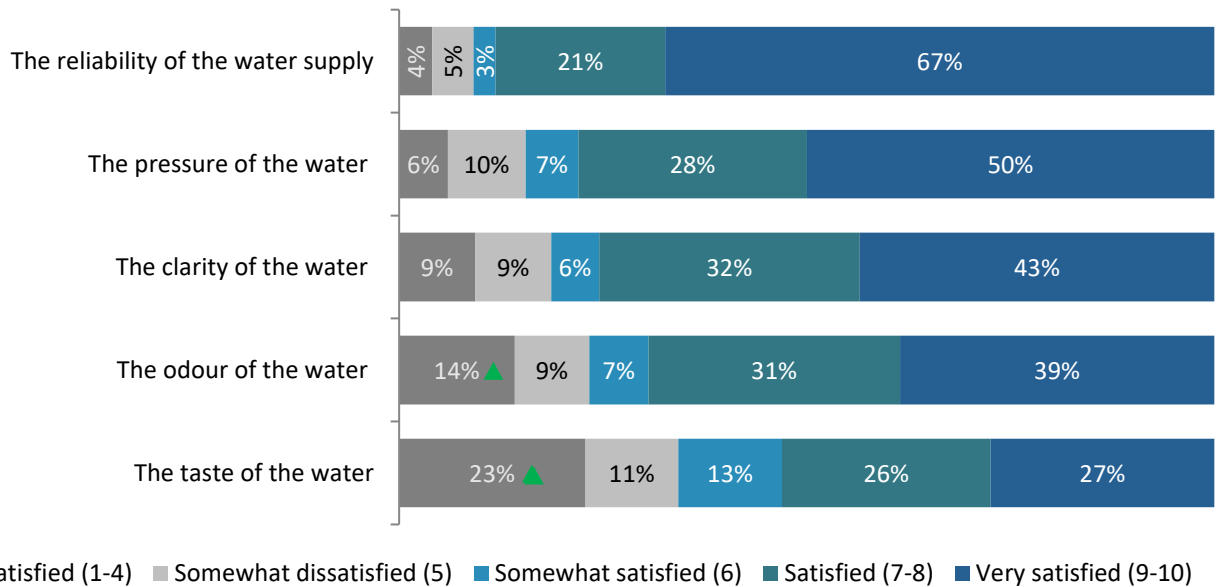
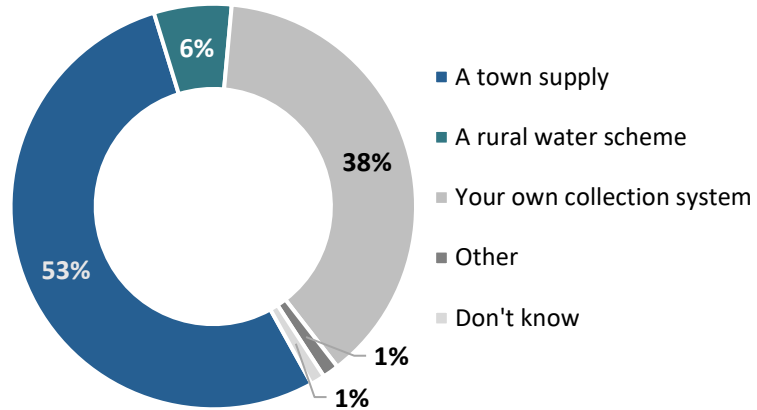
NOTES:

1. TW9. When you think about the supply of water, the management and disposal of stormwater and of wastewater, how would you rate your satisfaction with Council overall for its management of water in the Manawātū district? n=415
2. Excludes ‘Don’t know’

<p><b>Year-on-year</b></p> <p>▲ Significantly higher</p> <p>▼ Significantly lower</p>	<p><b>Between demographics</b></p> <p>▲ Significantly higher</p> <p>▼ Significantly lower</p>
---	---



## Water Management: Water Supply



- Satisfaction with the measures related to *Water supply* remain high, with nine in ten residents connected to a *Town supply* being satisfied (91%).
- Residents are most satisfied with *The water pressure* (84%), while *The taste of the water* received the lowest rating at 66%.
- There has been a significant decrease in satisfaction with *The odour of the water*, decreasing from 84% in 2023 to 77% in 2024. This decline is attributed to a significant decrease in satisfaction amongst residents in Feilding.

NOTES:

1. TW1. Which of the following best describes your water supply connection? n=501
2. TW2. On the scale of 1-10, how would you rate your satisfaction with each of the following? n=294
3. Excludes Don't knows

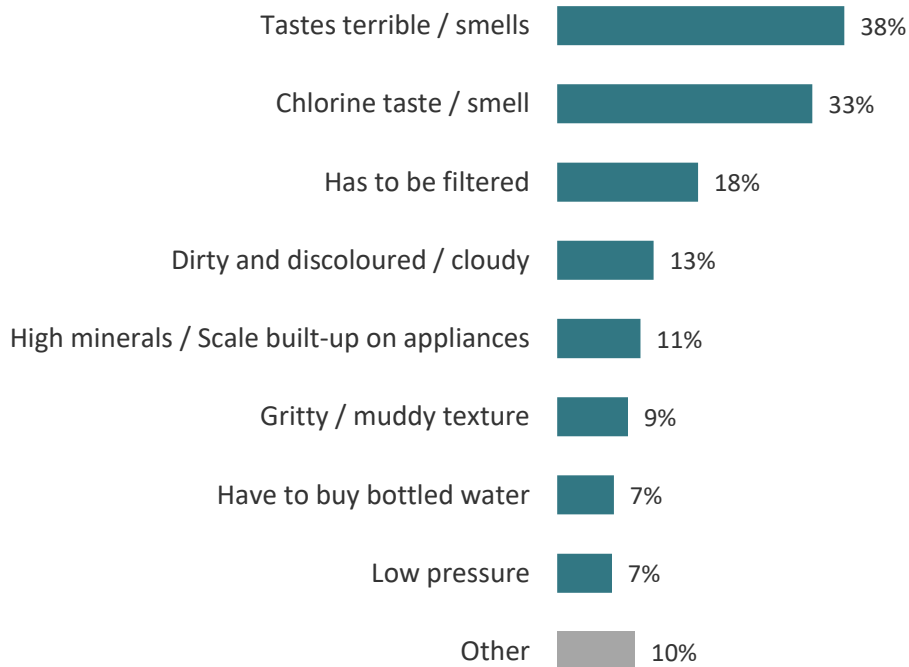
▲ Year-on-year Significantly higher  
▼ Year-on-year Significantly lower  
▲ Between demographics Significantly higher  
▼ Between demographics Significantly lower

## Water management: water supply (continued)

Scores with % 6-10	2024	2023	2022	2021	Māori	All others
The reliability of the water supply	91%	95%	96%	96%	71%	95%
The pressure of the water	84%	86%	87%	88%	69%	88%
The clarity of the water	81%	86%	86%	85%	61%	85%
The odour of the water	77% ▼	84%	78%	81%	50% ▼	82%
The taste of the water	66%	73%	70%	72%	42% ▼	71%

Scores with % 6-10	Northern Community	Southern Community	Feilding
The reliability of the water supply	88%	63%	94%
The pressure of the water	70%	67%	87%
The clarity of the water	88%	71%	82%
The odour of the water	92%	61%	76% ▼
The taste of the water	80%	36%	67%

## Water Management: Water Supply (Reasons For Dissatisfaction)

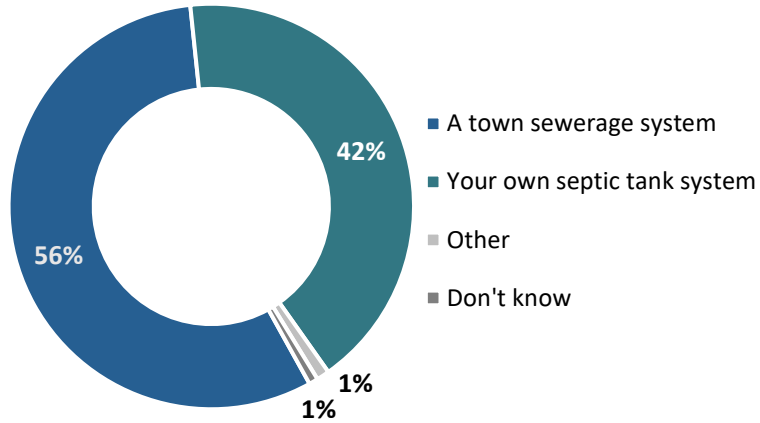


NOTES:

1. TW2. On the scale of 1-10, how would you rate your satisfaction with each of the following? n=294
2. TW3. If you have rated 1 to 4 out of 10 in the previous question, can you please tell us why you are dissatisfied with any of the aspects of Council's water supply service? n=75
3. Excludes Don't knows

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

## Water Management: Sewerage System



The reliability of the sewerage system



How the Manawātū District Council treats and disposes of sewage



■ Very dissatisfied (1-4) ■ Somewhat dissatisfied (5) ■ Somewhat satisfied (6) ■ Satisfied (7-8) ■ Very satisfied (9-10)

Scores with % 6-10	2024	2023	2022	2021	Māori	All others
The reliability of the sewerage system	95%	96%	97%	96%	84%	97%
How the Manawātū District Council treats and disposes of sewage	90%	90%	92%	86%	78%	93%

Scores with % 6-10	Northern Community*	Southern Community*	Feilding
The reliability of the sewerage system	96%	82%	95%
How the Manawātū District Council treats and disposes of sewage	86%	73%	92%

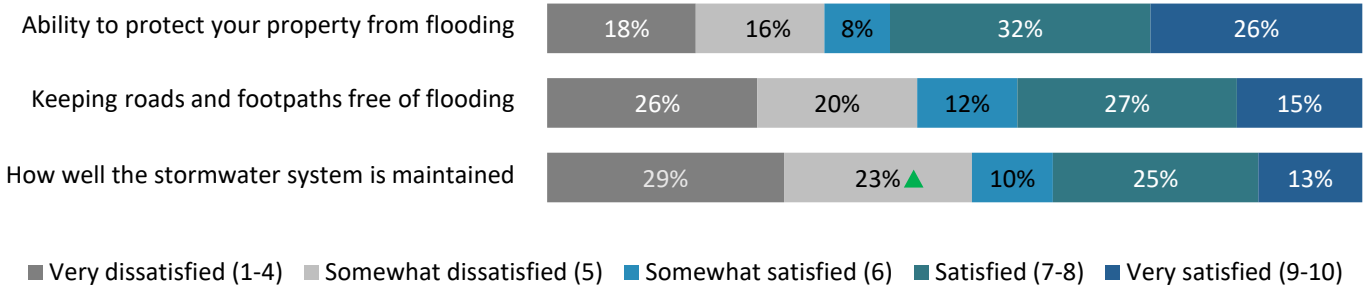
- *The reliability of the sewerage system and How the Manawātū District Council treats and disposes of sewage* are consistently evaluated highly by residents who are connected to the *Town supply*, with at least nine in ten residents being satisfied with both measures (95% and 90% respectively).
- Only six respondents provided comments outlining their reasons for dissatisfaction with the *Sewerage system*. Complaints pertain to various aspects of the system, including backflow and raw sewage issues, inadequate treatment capacity, broken connections, reliance on electric pumps, and concerns over environmentally irresponsible treatment methods.

NOTES:

1. TW4. Which of the following best describes the sewerage system that your property is connected to? n=501
2. TW5. On the scale of 1-10, how would you rate your satisfaction with each of the following? n=263
3. Excludes Don't knows
4. \*Caution small sample size (n<30) results are indicative only.

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

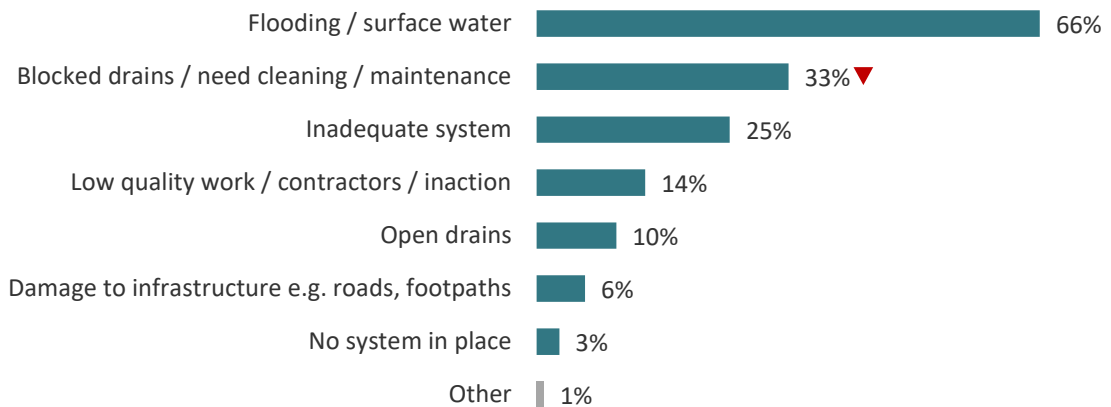
## Water Management: Stormwater System



Scores with % 6-10	2024	2023	2022	2021	Māori	All others
Ability to protect your property from flooding	66%	66%	72%	74%	52%	68%
Keeping roads and footpaths free of flooding	55%	54% ▼	63%	70%	41%	57%
How well the stormwater system is maintained	48%	54% ▼	62%	64%	37%	50%

Scores with % 6-10	Northern Community	Southern Community	Feilding
Ability to protect your property from flooding	55%	63%	72%
Keeping roads and footpaths free of flooding	38%	54%	61%
How well the stormwater system is maintained	33%	33% ▼	62%

## Water Management: Stormwater System (Reasons For Dissatisfaction)



- Two-thirds (66%) of residents are satisfied with the stormwater systems *Ability to protect their property from flooding*, 55% are satisfied with *Keeping roads and footpaths free from flooding*, while there is a 6 point decrease in satisfaction with *How well the stormwater system is maintained* since 2023 (48% compared to 54%).

NOTES:

- TW7. On the scale of 1- 10, how would you rate your satisfaction with the stormwater system in terms of... n=477
- TW8. If you have rated 1 to 4 out of 10 in the previous question, can you please tell us why you are dissatisfied with any of the aspects of the stormwater system in the district? n=161
- Excludes Don't knows

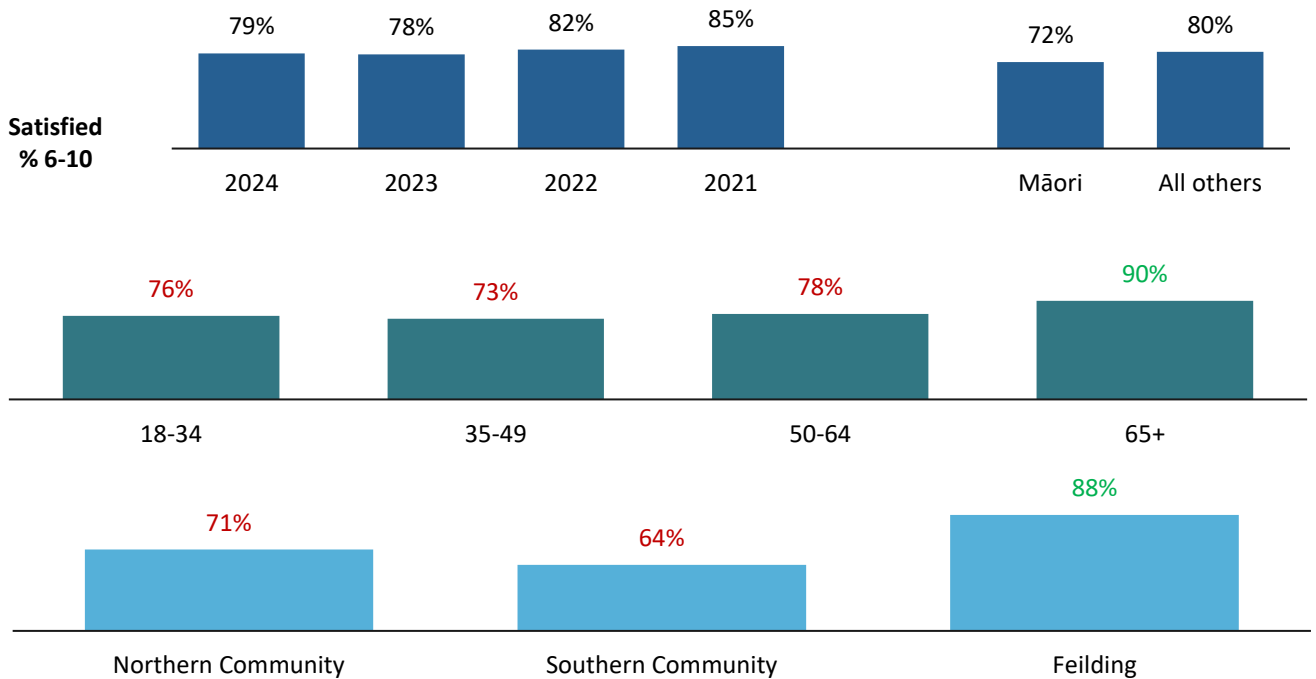
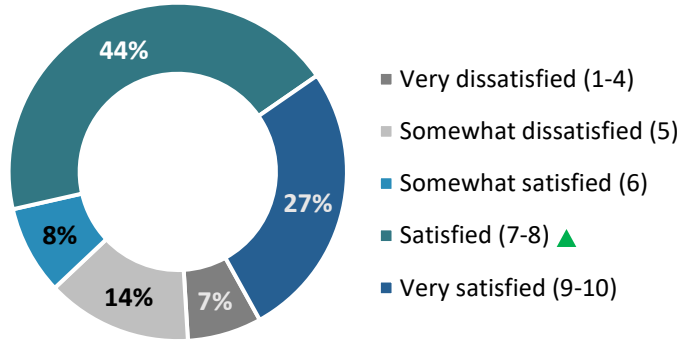
▲ Year-on-year Significantly higher  
▼ Year-on-year Significantly lower  
▲ Between demographics Significantly higher  
▼ Between demographics Significantly lower





# Waste Disposal Services

## Overall Waste Disposal Services



- Nearly eight in ten residents (79%) were satisfied with *Overall waste disposal services*, marking a 1% point increase since 2023.
- Consistent with the results from 2023, residents aged 18-64 are significantly less likely to be satisfied with *Overall waste disposal services* compared to those aged over 65.
- Satisfaction varied significantly by communities, with residents in Feilding being the most satisfied (88%) compared to other areas.

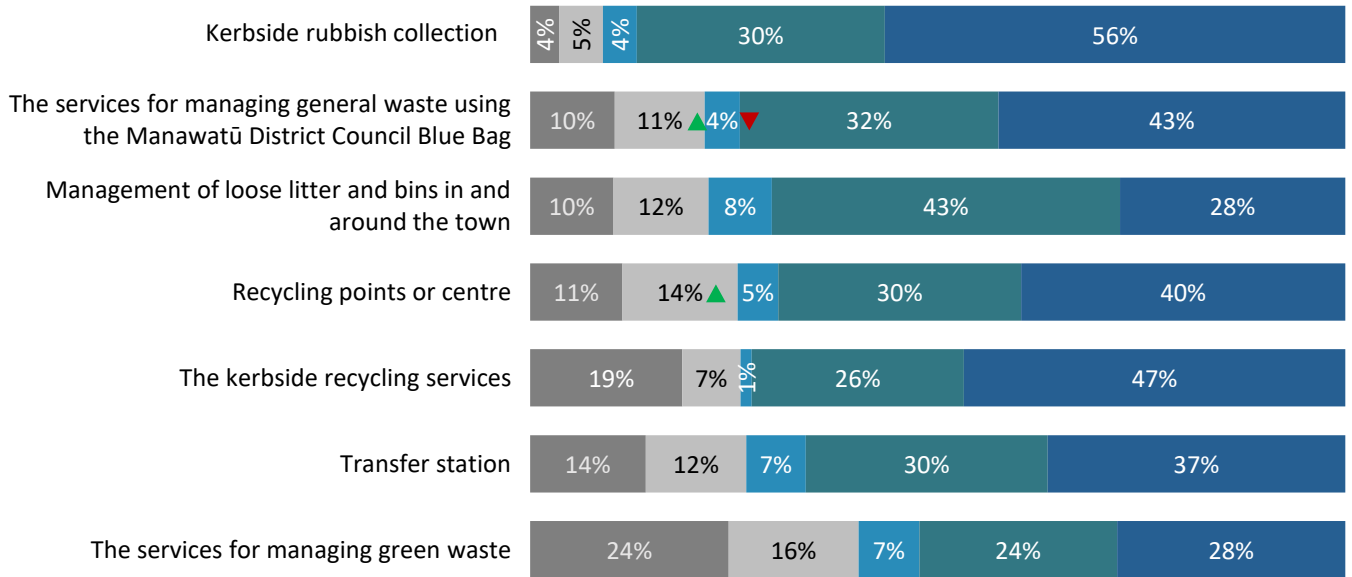
NOTES:

1. WR6. How would you rate your satisfaction with the Manawātū District Council overall for its waste disposal services? n=435
2. Excludes Don't knows

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

## Waste Disposal Services

		2023	
<b>Method of Disposal For Non-recyclable Waste</b>	Regular kerbside collection	67%	66%
	Self-delivery to a transfer station / Landfill	33%	35%
	Private contractors' collection	18%	17%
	Burning	13%	13%
	Burying on private property	2%	2%
	Don't know	1%	1%



■ Very dissatisfied (1-4) ■ Somewhat dissatisfied (5) ■ Somewhat satisfied (6) ■ Satisfied (7-8) ■ Very satisfied (9-10)

- Most residents rely on *Regular kerbside collection* (67%) for disposing of their non-recyclable waste, while a third (33%) take it to the *Transfer station / Landfill* themselves.
- Respondents were most satisfied with the *Kerbside rubbish collection* (91%), *The services for managing general waste using the Manawātū District Council Blue Bag* (79%) and *Management of loose litter and bins in and around the town* (78%).

NOTES:

- WR1. Which of the following methods does your household use for disposal of non-recyclable waste? n=501
- WR2. Still using the 1-10 scale, how satisfied are you with Council's kerbside collection service? n=334
- WR4. How satisfied are you with each of the following services that are provided by Council? n=412
- Excludes Don't knows

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



## Waste Disposal Services

Scores with % 6-10	2024	2023	2022	2021	Māori	All others
Kerbside rubbish collection	91%	89%	91%	92%	84%	92%
The services for managing general waste using the Manawatū District Council Blue Bag	79%	80%	81%	84%	65%	81%
Management of loose litter and bins in and around the town	78%	78%	81%	83%	69%	80%
Recycling points or centre	75%	75%	79%	84%	70%	75%
The kerbside recycling services	74%	77%	81%	82%	67%	75%
Transfer station	73%	74%	76%	82%	67%	75%
The services for managing green waste	60%	64%	67%	69%	58%	60%

Scores with % 6-10	Northern Community	Southern Community	Feilding
Kerbside rubbish collection	90%	91%	92%
The services for managing general waste using the Manawatū District Council Blue Bag	74%	79%	80%
Management of loose litter and bins in and around the town	67%	66%	85%
Recycling points or centre	62%	62%	87%
The kerbside recycling services	46%	30%	91%
Transfer station	67%	65%	79%
The services for managing green waste	41%	39%	69%

- Overall metrics remain consistent year-on-year with no significant changes recorded.
- Residents of Feilding were significantly more likely to be satisfied with most *Waste disposal services* metrics.

NOTES:

1. WR2. Still using the 1-10 scale, how satisfied are you with Council’s kerbside collection service? n=334
2. WR4. How satisfied are you with each of the following services that are provided by Council? n=412
3. Excludes Don’t knows

<p><b>Year-on-year</b></p> <p>▲ Significantly higher</p> <p>▼ Significantly lower</p>	<p><b>Between demographics</b></p> <p>▲ Significantly higher</p> <p>▼ Significantly lower</p>
---	---



## Waste Disposal Services (Reasons for Dissatisfaction)



- No service rurally.
- Council bags should be supplied to ratepayers at cost, don't use the service very often as my skip bin is more cost effective. Blue bags are too expensive.
- Council should offer more. Roadside weekly compostable food waste collection like some other Councils offer.
- The cost to get rid of green waste is expensive and should be cheaper.

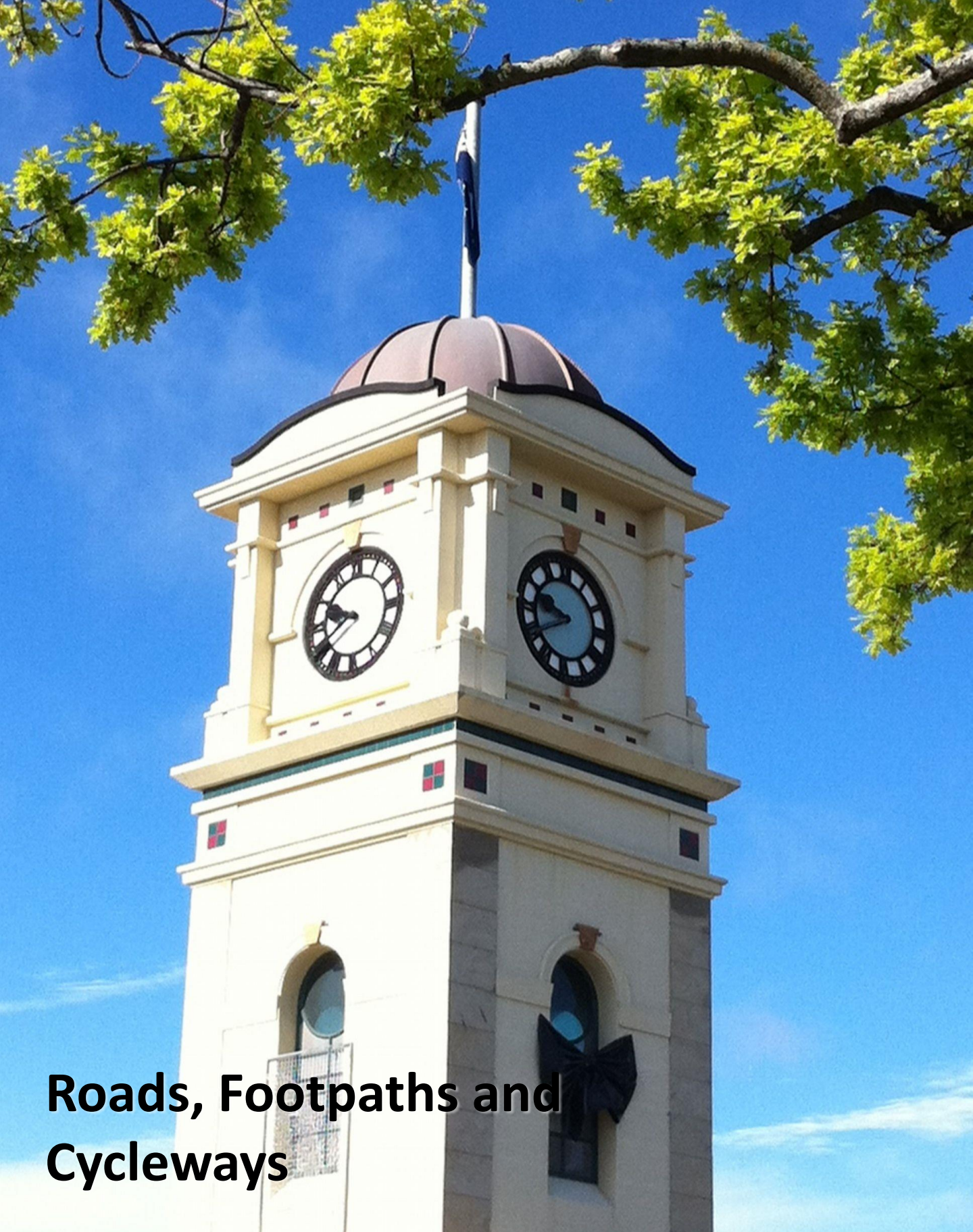
### Comments related to dissatisfaction with the kerbside collection:

- Sometimes they don't take our glass and are extremely picky. Bins get thrown on the road and grass. Ten kilograms of rubbish is not big enough, and bags are too expensive.
- I think council rubbish bags are very expensive.
- Doesn't always happen, cost of bags is prohibitive, recycling facility emptying is haphazard.
- We are still using plastic bags. You tell us not to use plastic, but here the residents have to. Cost of bags is of concern. Plastic bags get attacked by cats and dogs, leading to clean up issues.
- Often late and needing to buy blue bags on top of payment.
- Rubbish bags break, animals get in them and are hard to store. Recycling is good though.
- The blue bag rubbish collection is good, but we should have access to kerbside recycling, rather than having to take recyclables to the area behind the Z Station. This would encourage more people to recycle.
- Their times are not consistent.

### NOTES:

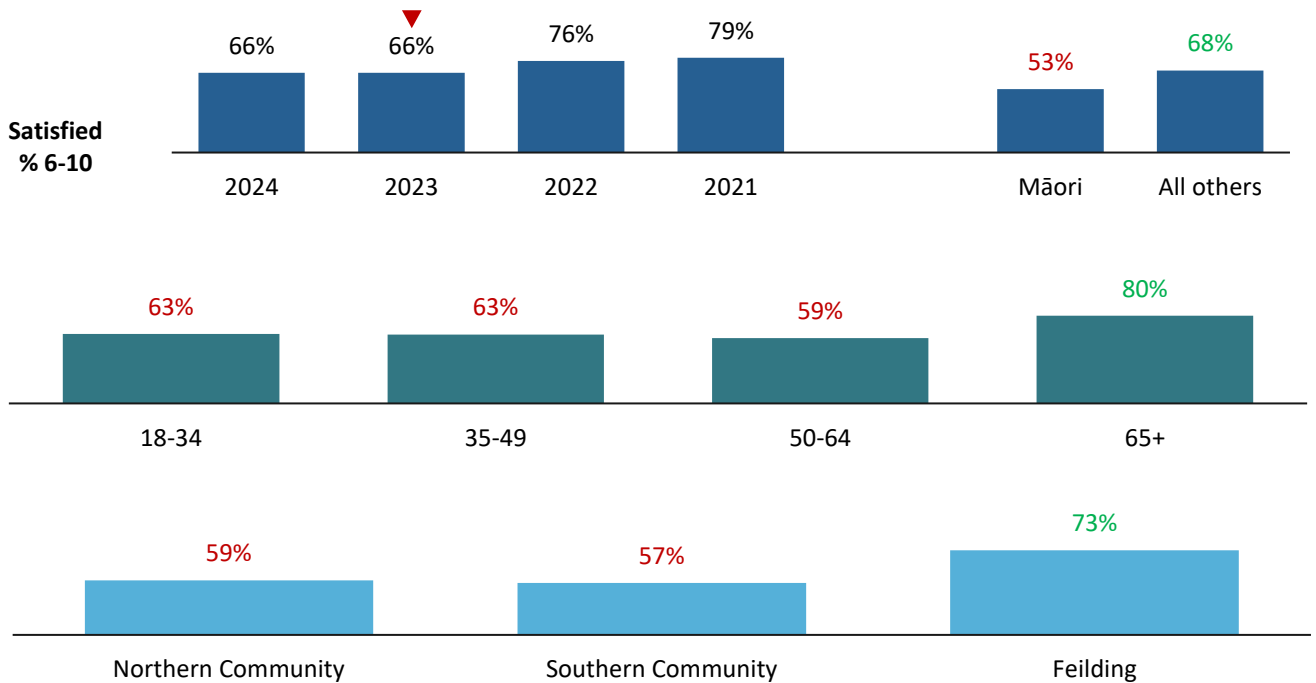
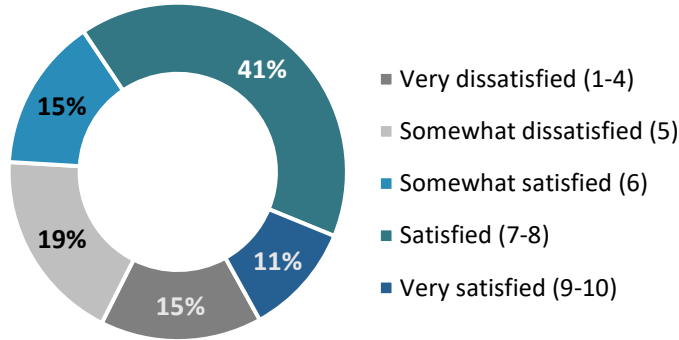
1. WR3. If you have rated 1 to 4 out of 10 in the previous question, can you please tell us why you are dissatisfied with any of the aspects of Council's kerbside collection service? n=11
2. WR5. If you have rated 1 to 4 out of 10 in the previous question, can you please tell us why you are dissatisfied with any of the aspects of Council's waste management services? n=147

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



# Roads, Footpaths and Cycleways

## Overall Roads, Footpaths and Cycleways



- Residents' perception of the *Overall roads, footpaths and cycleways* remain consistent year on year at 66%.
- Māori residents are significantly less likely to be satisfied with this service of the Council than other ethnicities.
- Rural areas have recorded significantly lower satisfaction when compared to Feilding.

NOTES:

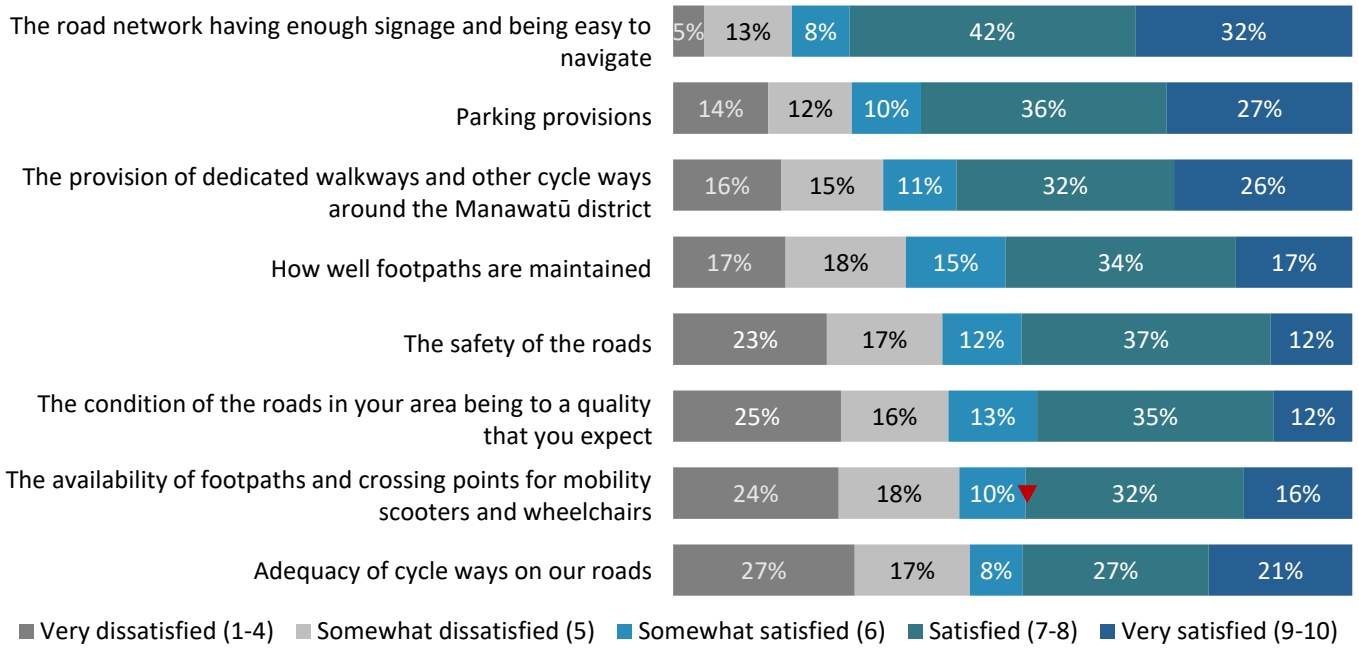
- RF3. Overall, how satisfied are you with the roads, cycle ways, footpaths, and walkways around the Manawātū district? n=488
- Excludes Don't knows

**Year-on-year**  
▲ Significantly higher  
▼ Significantly lower

**Between demographics**  
▲ Significantly higher  
▼ Significantly lower



## Roads, Footpaths and Cycleways



Scores with % 6-10	2024	2023	2022	2021
The road network having enough signage and being easy to navigate	82%	82%▼	88%	89%
Parking provisions	74%	75%	79%	82%
The provision of dedicated walkways and other cycle ways around the Manawātū district	69%	68%	72%	68%
How well footpaths are maintained	66%	68%	69%	71%
The safety of the roads	60%	62%	65%	70%
The condition of the roads in your area being to a quality that you expect	59%	61%▼	68%	69%
The availability of footpaths and crossing points for mobility scooters and wheelchairs	58%▼	65%	66%	65%
Adequacy of cycle ways on our roads	56%	58%	59%	49%

- Satisfaction with *The availability of footpaths and crossing points for mobility scooters and wheelchairs* has significantly decreased since 2023, declining from 65% to 58% in 2024.
- While other metrics relating to *Roading, footpaths and cycleways* remain relatively consistent year on year.

NOTES:

1. RF1. Still using the 1 to 10 scale where 1 means 'very dissatisfied' and 10 means 'very satisfied', how would you rate your overall satisfaction with each of the following? n=499
2. Excludes Don't knows

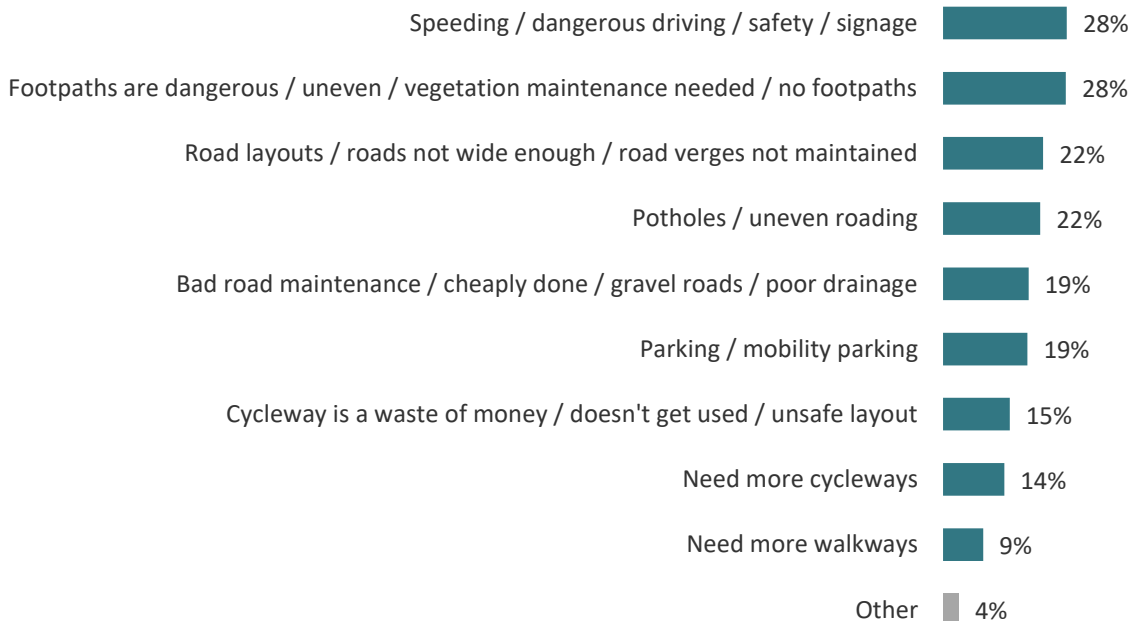
▲ Year-on-year Significantly higher  
▼ Year-on-year Significantly lower  
▲ Between demographics Significantly higher  
▼ Between demographics Significantly lower



## Roads, Footpaths and Cycleways (continued)

Scores with % 6-10	Māori	Non-Māori	Northern Community	Southern Community	Feilding
The road network having enough signage and being easy to navigate	73%	84%	82%	71%	88%
Parking provisions	62%	75%	68%	72%	77%
The provision of dedicated walkways and other cycle ways around the Manawātū district	55%	71%	67%	60%	74%
How well footpaths are maintained	66%	66%	59%	58%	70%
The safety of the roads	46%	63%	52%	55%	66%
The condition of the roads in your area being to a quality that you expect	50%	61%	46%	56%	66%
The availability of footpaths and crossing points for mobility scooters and wheelchairs	44%	60%	40%	49%	67%
Adequacy of cycle ways on our roads	46%	58%	38%	42%	69%

## Roads, Footpaths and Cycleways (Reasons for Dissatisfaction)



NOTES:

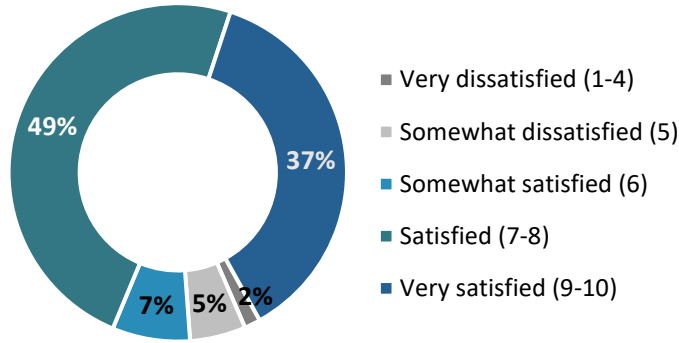
- RF1. Still using the 1 to 10 scale where 1 means 'very dissatisfied' and 10 means 'very satisfied', how would you rate your overall satisfaction with each of the following? n=499
- RF2. If you have rated 1 to 4 out of 10 in the previous question, can you please tell us why you are dissatisfied with the roads, footpaths or cycle ways in the district? n=246

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



# Outdoor Spaces

## Overall Outdoor Spaces



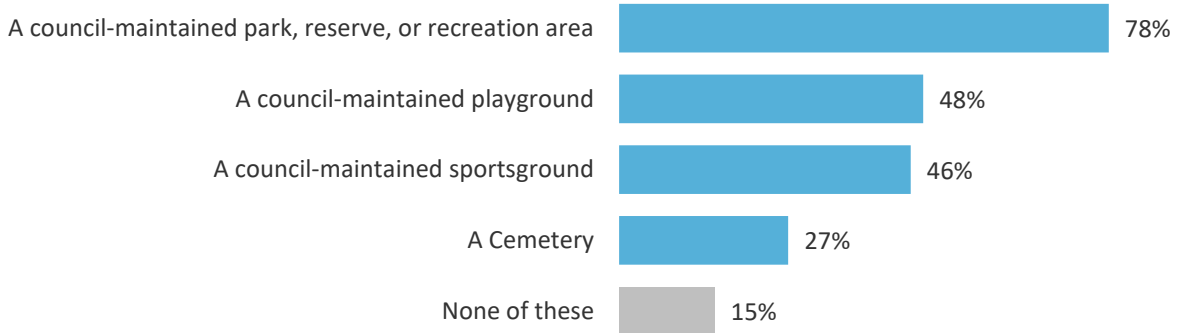
- Most residents are satisfied with *How well Council maintains its sports-fields, parks, playgrounds, and other open spaces* (93%).
- High satisfaction with outdoor spaces is recorded across different ethnicities, age groups, and geographical areas of residence.

NOTES:

1. PR4. And overall, how satisfied are you with how well Council maintains its sports-fields, parks, playgrounds, and other open spaces? n=440
2. Excludes Don't knows

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

## Outdoor Spaces: Visitation



% visited	2024	2023	2022	2021	Māori	All others
A council-maintained park, reserve, or recreation area	78%	76%	75%	78%	81%	78%
A council-maintained playground	48%	45%	48%	55%	58%	47%
A council-maintained sportsground	46% ▲	39% ▼	46%	60%	61%	44% ▲
A Cemetery	27%	32%	33%	41%	31%	26%
None of these	15%	14%	14%	12%	10%	16%

% visited	18-34	35-49	50-64	65+
A council-maintained park, reserve, or recreation area	76%	85%	77%	74%
A council-maintained playground	50%	70% ▲	37%	39%
A council-maintained sportsground	42%	66% ▲	45% ▲	33%
A Cemetery	17% ▼	28%	35%	28% ▼
None of these	19%	8%	15%	19%

% visited	Northern Community	Southern Community	Feilding
A council-maintained park, reserve, or recreation area	75%	75% ▲	81%
A council-maintained playground	46%	45% ▲	51%
A council-maintained sportsground	43%	47% ▲	48%
A Cemetery	27%	21%	30%
None of these	17%	18%	13%

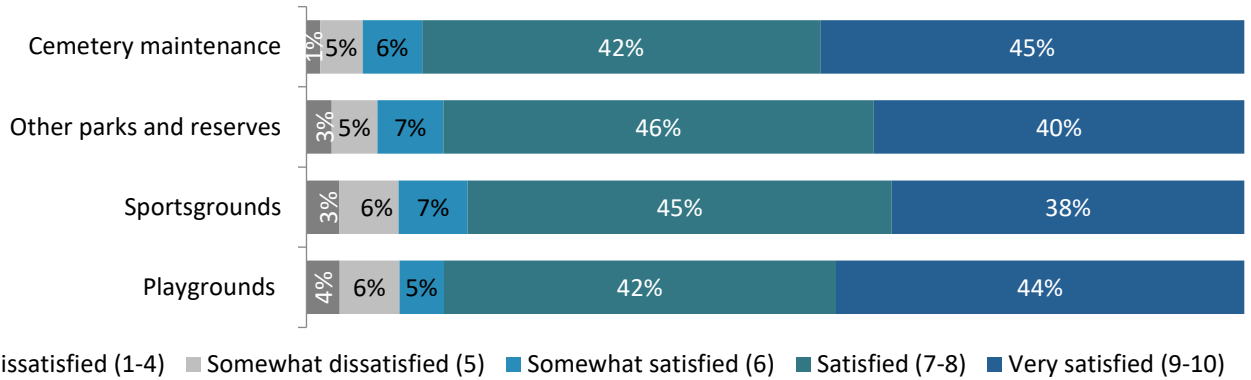
NOTES:

1. PR1. In the last year, which of the following have you visited? n=501

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



## Outdoor Spaces: Satisfaction



Scores with % 6-10	2024	2023	2022	2021	Māori	All others
Cemetery maintenance	94%	89%	91%	92%	88%	95%
Other parks and reserves	92%	93%	94%	96%	83%	94%
Sportsgrounds	90%	93%	94%	95%	86%	91%
Playgrounds	90%	93%	90%	94%	87%	91%

Scores with % 6-10	18-34	35-49	50-64	65+
Cemetery maintenance	94%	92%	95%	94%
Other parks and reserves	88%	95%	92%	95%
Sportsgrounds	83%	90%	93%	94%
Playgrounds	88%	88%	94%	91%

Scores with % 6-10	Northern Community	Southern Community	Feilding
Cemetery maintenance	92%	97%*	93%
Other parks and reserves	90%	90%	94%
Sportsgrounds	92%	84%	92%
Playgrounds	92%	83% ▼	93%

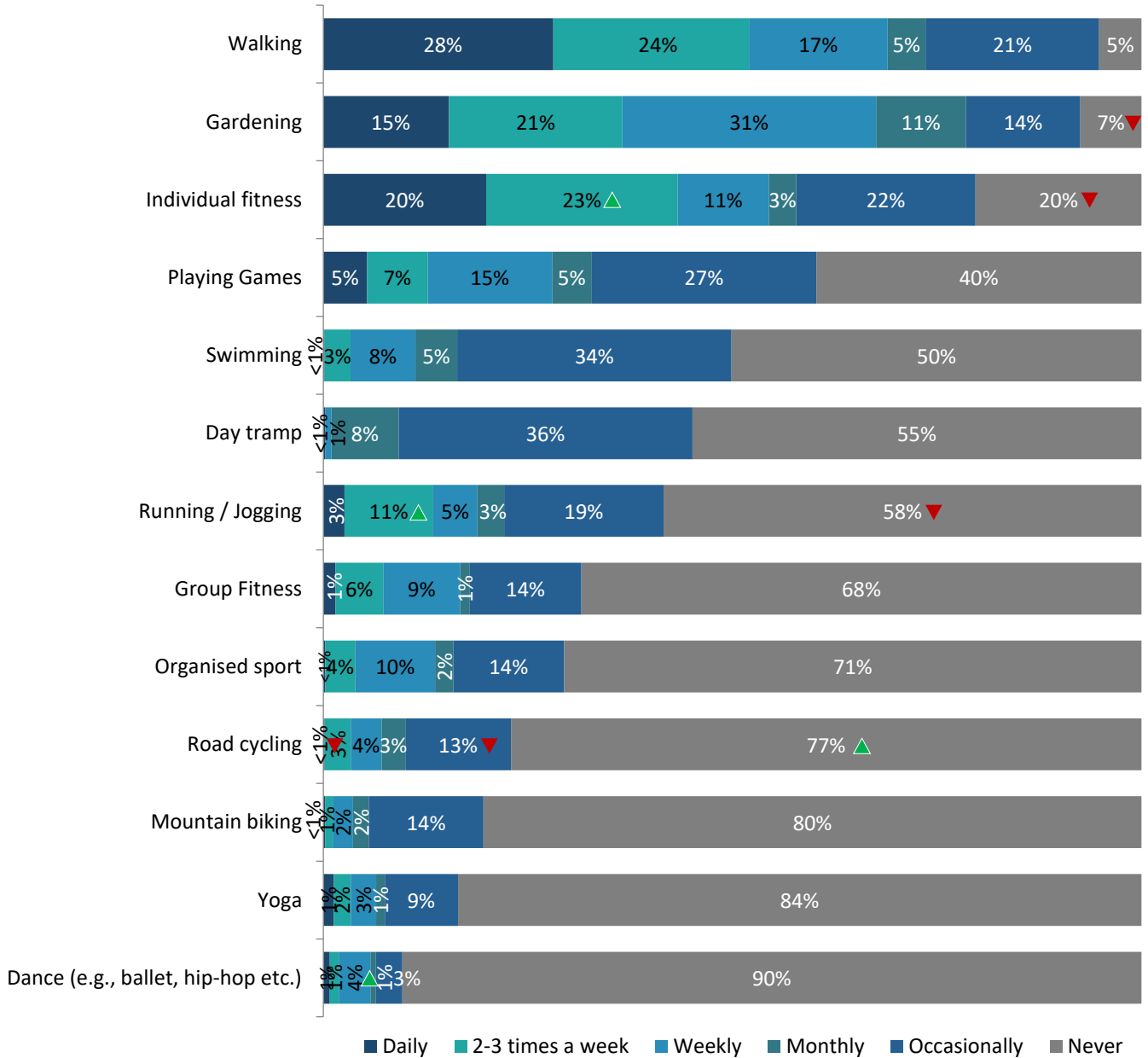
- Residents were most satisfied with *Cemetery maintenance* at 94%, closely followed by *Other parks and reserves* at 92%.
- Satisfaction with *Playgrounds* experienced a significant decrease amongst Southern Community residents (from 96% to 83%).
- Various reasons for dissatisfaction with *Playgrounds* include inadequate facilities in residential areas, safety and antisocial behaviour concerns, and issues with public toilets, parking, and accessibility.

NOTES:

- PR2. Still using the 1 to 10 scale where 1 means 'very dissatisfied' and 10 means 'very satisfied', how would you rate your overall experience with Council's... n=428
- PR3. If you have rated 1 to 4 out of 10 in the previous question, can you please tell us why you are dissatisfied with the parks, reserves, and playgrounds in the district? n=27
- Excludes Don't knows
- \*Caution small sample size (n<30) results are indicative only.

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

## Leisure and Recreational Activities Residents Take Part In



- *Walking, gardening, and individual fitness* are the most common leisure activities residents participated in over the past 12 months, with participation rates of 95%, 93%, and 80%, respectively.
- However, just 10% partake in *Dancing* and 16% in *Yoga*.

NOTES:

1. PR5. In the last 12 months, what type of leisure and recreational activities do you take part in and how often do you do it? n=491

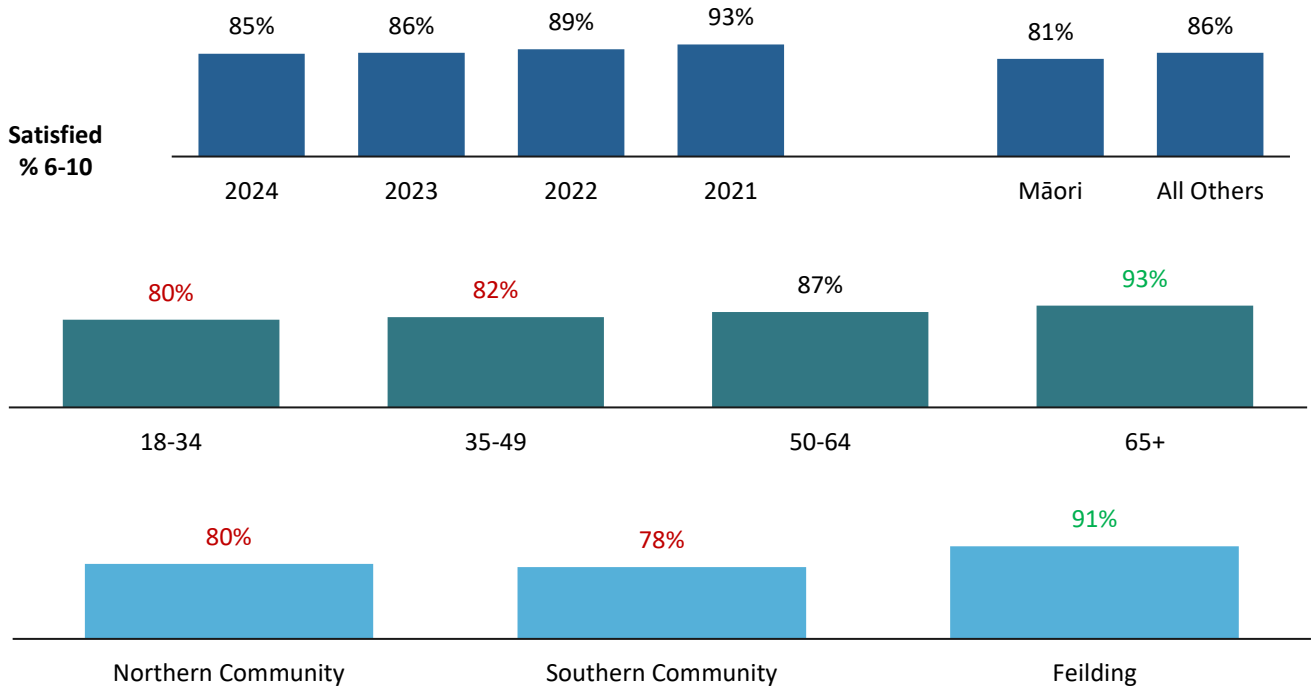
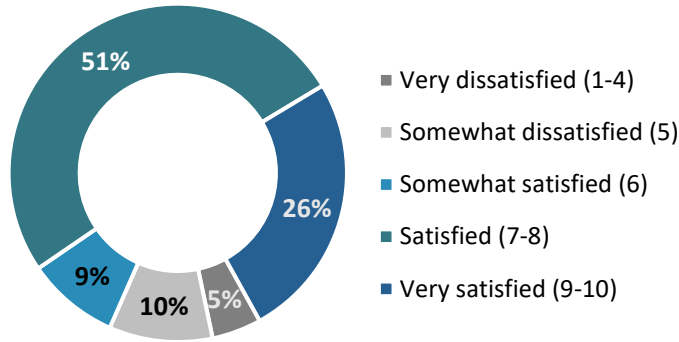
**Year-on-year**      **Between demographics**  
▲ Significantly higher      ▲ Significantly higher  
▼ Significantly lower      ▼ Significantly lower



# Public Facilities



## Overall Council's Public Facilities



- Despite the slight decline of 1% point, *Council's public facilities* satisfaction levels remain high, with over eight in ten respondents satisfied (85%).
- Residents aged 65 and above express the highest satisfaction with *Public facilities* at 93%.
- Residents of Feilding (91%) are more likely to be satisfied with *Council's public facilities* than residents of rural areas.

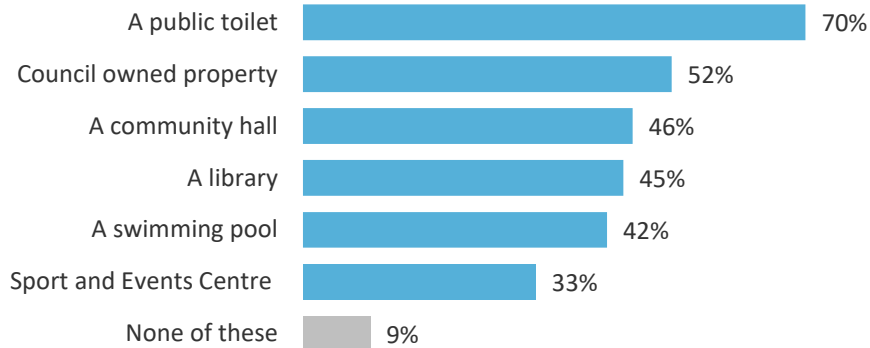
NOTES:

1. CF4. When you consider all the public facilities that are provided by Manawātū District Council including how well they are maintained, the opening hours and where applicable, the cost to use these, how would you rate your overall satisfaction with the public facilities that are provided? n=441
2. Excludes Don't knows

<p>Year-on-year</p> <p>▲ Significantly higher</p> <p>▼ Significantly lower</p>	<p>Between demographics</p> <p>▲ Significantly higher</p> <p>▼ Significantly lower</p>
--	--



## Council’s Public Facilities: Visitation



% visited	2024	2023	2022	2021	Māori	All others
A public toilet	70%	67%	68%	74%	72%	70%
Council owned property	52%	47%	46%	62%	57%	51%
A community hall	46%	37%	37%	54%	45% ▲	46%
A library	45%	49%	49%	55%	55%	43%
A swimming pool	42%	42%	40%	45%	56%	40%
Sport and Events Centre	33%	29%	32%	45%	46%	31%
None of these	9%	12%	10%	4%	7%	10%

% visited	18-34	35-49	50-64	65+
A public toilet	73%	79%	69%	60%
Council owned property	35%	61%	48%	63%
A community hall	32%	58%	54% ▲	39%
A library	43%	44%	38%	55%
A swimming pool	49%	56%	31%	35%
Sport and Events Centre	29%	46%	31%	25%
None of these	14%	3% ▼	11%	10%

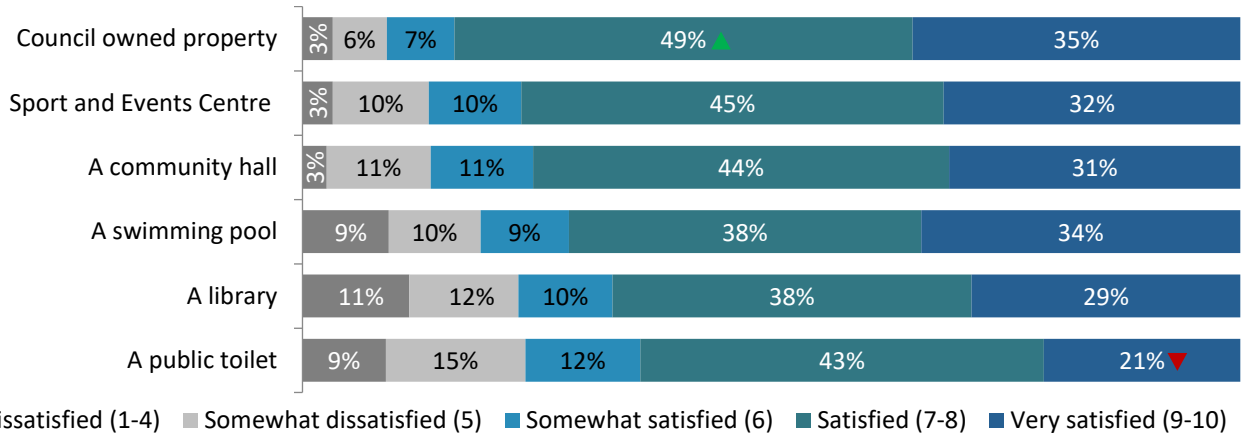
% visited	Northern Community	Southern Community	Feilding
A public toilet	78%	70%	67%
Council owned property	51%	38%	58%
A community hall	55% ▲	48%	42% ▲
A library	39%	38%	50%
A swimming pool	39%	42%	44%
Sport and Events Centre	35%	30%	33%
None of these	9%	10%	10%

NOTES:

- CF1. Which of the following facilities have you visited in the last year? Please select all the apply. n=501
- Excludes Don't knows

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

### Council’s Public Facilities: Satisfaction



Scores with % 6-10	2024	2023	2022	2021	Māori	All others
Council owned property	91%	89%	93%	96%	86%	92%
Sport and Events Centre	87%	87% ▼	93%	89%	78%	88%
A community hall	86%	87%	91%	89%	81%	87%
A swimming pool	81%	85%	89%	93%	68%	84%
A library	77% ▼	85% ▼	90%	94%	64% ▼	80%
A public toilet	76%	81% ▼	87%	89%	68%	78%

Scores with % 6-10	18-34	35-49	50-64	65+
Council owned property	81%	90%	92%	97%
Sport and Events Centre	78%	81%	91%	99%
A community hall	75%	86%	89%	93%
A swimming pool	61% ▼	85%	89%	92%
A library	73%	72%	78%	84%
A public toilet	57%	72%	86%	92%

Scores with % 6-10	Northern Community	Southern Community	Feilding
Council owned property	83%	90%	94%
Sport and Events Centre	89%	80%	88%
A community hall	85%	83%	89%
A swimming pool	82%	75%	83%
A library	72%	82%	77% ▼
A public toilet	76%	67% ▼	81%

- Most residents are satisfied with the *Sport and Event Centre* (91%) marking a 4% point increase since 2023.
- However, satisfaction with other Council-owned facilities has declined significantly, with *A library* decreasing from 85% in 2023 to 77% in 2024.
- *Public toilets* remain the lowest rated facility year on year (76%).

NOTES:

1. CF2. How would you rate your overall satisfaction with each of the following facilities? n=396
2. Excludes Don't knows

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

## Council's Public Facilities (Reasons for Dissatisfaction)



- Generally, the public toilets aren't maintained as frequently as they could possibly be.
- Public toilets in the Feilding Square stunk of smoke and were pretty filthy.
- Make them clean, safe and gendered.
- The temporary library is awful, but understandable while they build a new one. However, I think it is unacceptable how slowly it is being built. Usually two to four men working on it should never have been acceptable.
- Part time library doesn't cut it, can't wait for the new one to be built. Would love to see facilities for mountain biking.
- The library, it is being refurbished at a huge cost to ratepayers and in my view, extremely excessive.
- Makino Pool has had a lot of closures. The water has had temperature problems. Disappointing, as we pay tax.
- Makino Pool is expensive for entry, especially since our rates have become higher.
- Makino isn't properly run by staff, cleaning lacks and Makino lifeguards aren't trained correctly.
- Go to a community hall, then walk into the Manawatū office here in Feilding, why should one be better looked after than the other.
- We need more toilets around.
- Public toilets, I would love a hand sanitiser at the door. Library, I think it's just the temporary location but finding a park is a nightmare.

### NOTES:

1. CF3. If you have rated 1 to 4 out of 10 in the previous question, can you please tell us why you are dissatisfied with public facilities in the district? n=74
2. Excludes Don't know

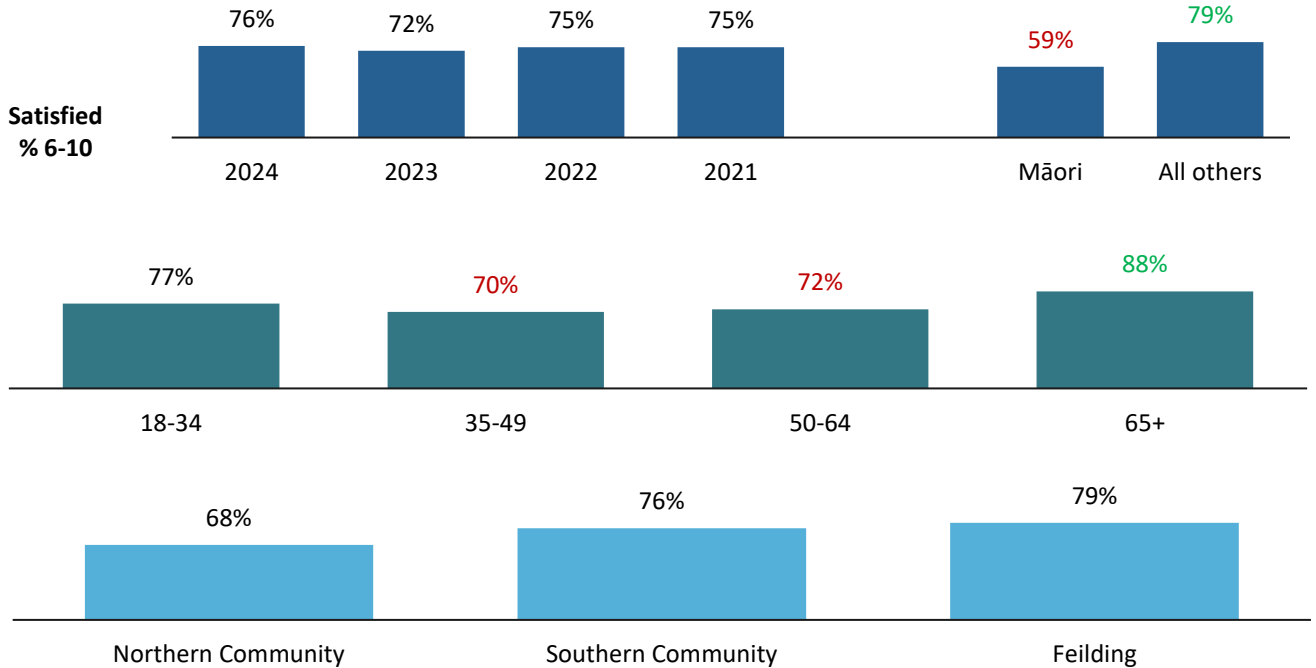
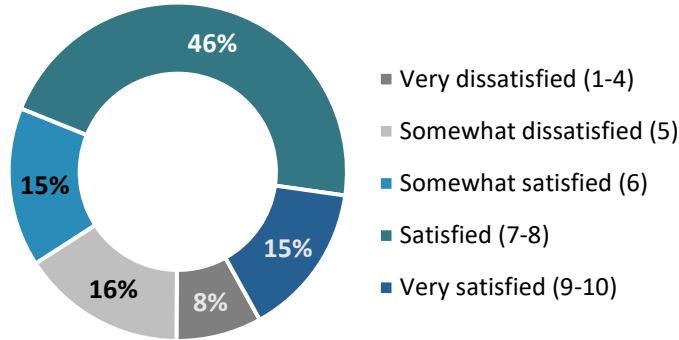




# Regulatory Services



## Overall Regulatory Services



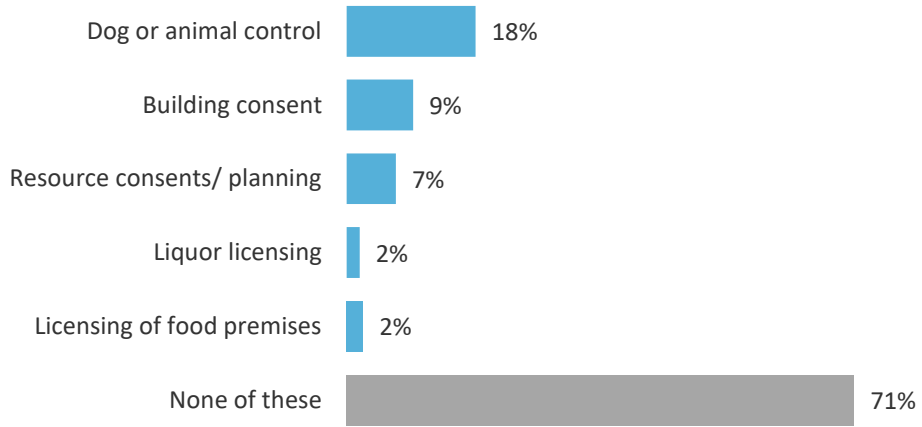
- Overall perceptions of the Council's *Regulatory services* have improved, reaching the highest satisfaction score recorded in the past four years of 76%.
- Nearly eight in ten (79%) non-Māori residents are satisfied with the Council's *Regulatory services*, a significantly higher rate compared to 59% of Māori residents.

NOTES:

1. OS4. And how would you rate the Manawātū District Council overall for how well it provides these types of regulatory services? n=238
2. Excludes Don't knows

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

## Regulatory Services: Involvement



% involved	2024	2023	2022	2021	Māori	All others
Dog or animal control	18%	14%	17%	17%	16%	18%
Building consent	9%	11%	12%	14%	11%	9%
Resource consents/ planning	7%	10%	8%	9%	9%	7%
Liquor licensing	2%	2%	1%	3%	2%	2%
Licensing of food premises	2%	3%	1%	2%	2%	2%
None of these	71%	70%	69%	69%	66%	72%

% involved	Northern Community	Southern Community	Feilding
Dog or animal control	16%	16%	20%
Building consent	17%	11%	6%
Resource consents/ planning	15%	4%	5%
Liquor licensing	1%	4%	1%
Licensing of food premises	1%	5%	1%
None of these	66%	73%	72%

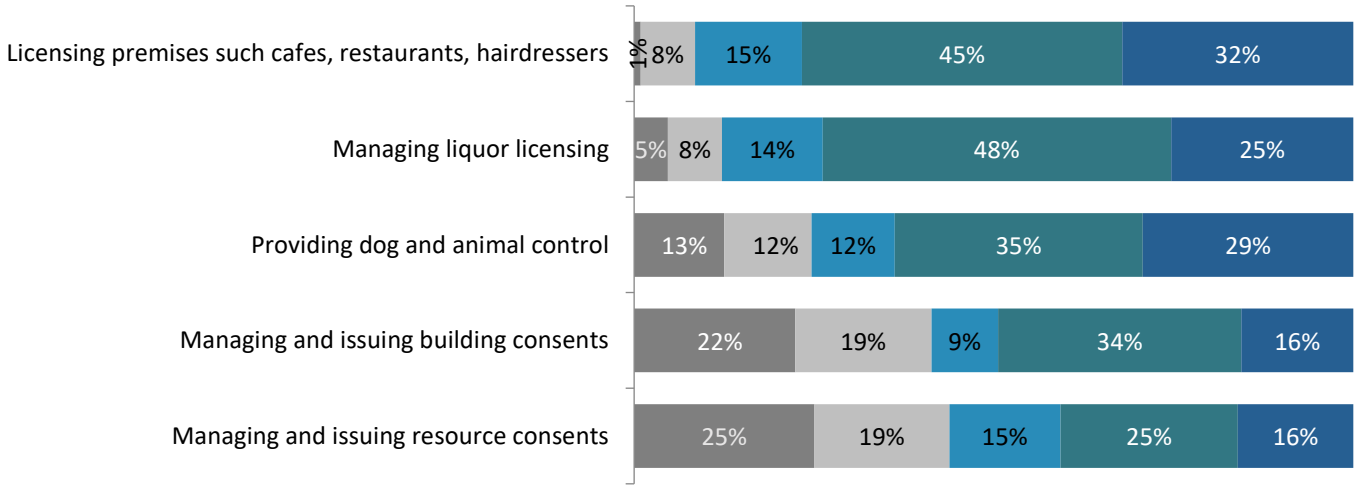
- Only a few residents contacted the Council about a *Regulatory service* in the past year. *Dog or animal control* was the most common reason for contact (18%), reflecting a 4% point increase since 2023, followed by *Building consent* inquiries (9%).

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? Please select all that apply. n=501

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

## Regulatory Services : Satisfaction



■ Very dissatisfied (1-4) ■ Somewhat dissatisfied (5) ■ Somewhat satisfied (6) ■ Satisfied (7-8) ■ Very satisfied (9-10)

Scores with % 6-10	2024	2023	2022	2021	Māori	All others
Licensing premises as such cafes, restaurants, hairdressers	92%	83%	80%	80%	82%*	93%
Managing liquor licensing	88%	78%	80%	72%	64%*	92%
Providing dog and animal control	75%	77%	79%	80%	70%*	76%
Managing and issuing building consents	59%	50%	57%	50%	41%*	61%
Managing and issuing resource consents	56%	48%	51%	50%	47%*	58%

Scores with % 6-10	Northern Community	Southern Community	Feilding
Licensing premises as such cafes, restaurants, hairdressers	90%*	93%*	92%▲
Managing liquor licensing	88%*	100%*	83%
Providing dog and animal control	66%	81%*	77%
Managing and issuing building consents	53%	56%*	63%
Managing and issuing resource consents	51%	45%*	63%

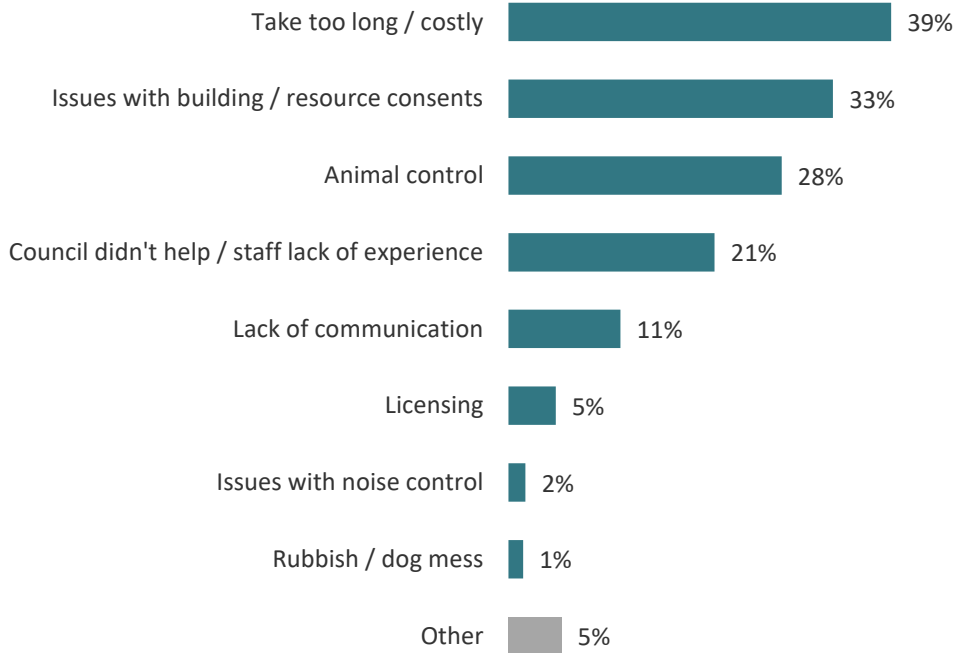
- Satisfaction with *Managing and issuing consent services* was the lowest, with *Building consents* at 59% and *Resource consents* at 56%.
- *Licensing premises as such cafes, restaurants, hairdressers* were rated the highest amongst all regulatory services provided by the Council at 92%.

NOTES:

- OS2. Based on your experience and impressions, how would you rate the council’s performance in providing each of these services? Use the 1 to 10 scale where 1 means ‘poor’ and 10 means ‘excellent’. n=166
- Excludes Don’t knows
- \*Caution small sample size (n<30) results are indicative only.

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

## Regulatory Services (Reasons for Dissatisfaction)



- *Far too slow processing building and resource consents. More staff needed to process.*
- *Looked at a subdivision, your costs are too high for someone to simply stamp a piece of paper and say yes.*
- *Expensive and not in the least bit helpful in terms of filling in the consent form or explaining the process.*
- *Sold land on South Street which is unbuildable unless lots of private money is spent.*
- *Building and resource consents are time consuming and huge costs in obtaining consents, way over regulated with so many additional costs imposed.*
- *I was extremely disappointed when the MDC gave a resource consent to the Bio Plant Pyrolysis plant. Thank heavens there were groups in the community who stood up for the health and wellbeing of us all and got the plant blocked at the Horizons level. What was MDC thinking.*
- *Building consents, so many hoops and red tape, time consuming and expensive for the everyday home owner with young family wanting to make improvements.*
- *Animal control people need to get the full picture before making a decision.*
- *Dogs barking frequently and uncontrolled by their owners in our neighbourhood are making us think of leaving.*
- *Local dogs wander the streets defecating where they please. Locals complying with consent process seem to get nowhere.*

### NOTES:

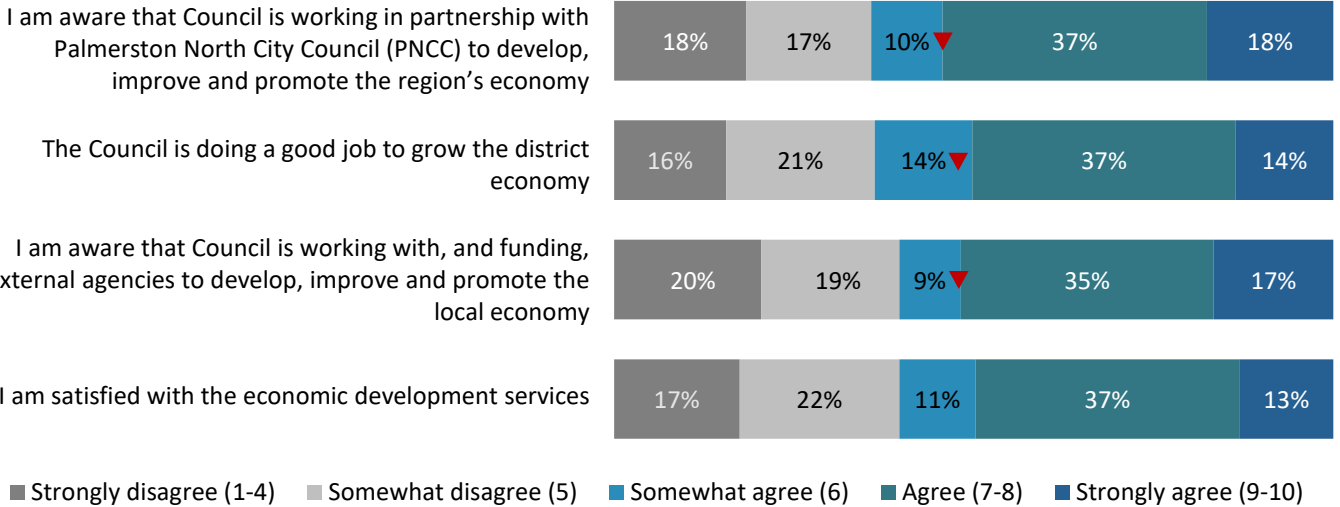
1. OS3. If you have rated 1 to 4 out of 10 in the previous question, can you please tell us why you are dissatisfied with Council's regulatory services? n=59





# Economic Development and Community Funding

## Economic Development



Scores with % 6-10	2024	2023	2022	2021	Māori	All others
I am aware that Council is working in partnership with Palmerston North City Council (PNCC) to develop, improve and promote the region's economy	64%	64%	69%	62%	72%	63%
The Council is doing a good job to grow the district economy	64%	69%	69%	63%	58%	65%
I am aware that Council is working with, and funding, external agencies to develop, improve and promote the local economy	60%	61%	66%	61%	59%	61%
I am satisfied with the economic development services	60%	66%	70%	60%	51%	62%

Scores with % 6-10	Northern Community	Southern Community	Feilding
I am aware that Council is working in partnership with Palmerston North City Council (PNCC) to develop, improve and promote the region's economy	62%	53%	70%
The Council is doing a good job to grow the district economy	65%	52% ▼	68%
I am aware that Council is working with, and funding, external agencies to develop, improve and promote the local economy	55%	56%	65%
I am satisfied with the economic development services	57%	51% ▼	65%

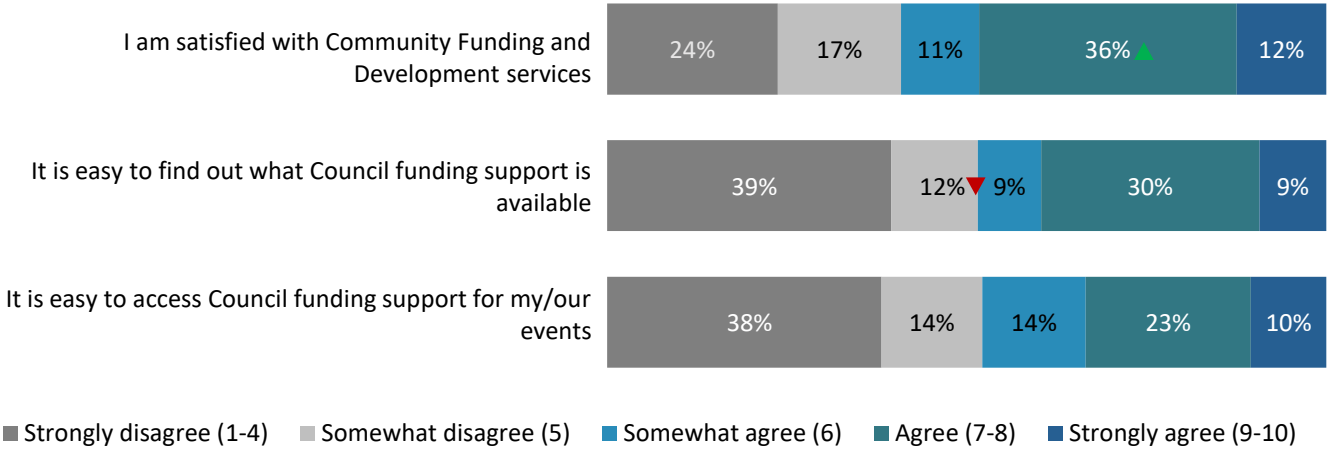
- 64% of residents are aware that *Council is working in partnership with PNCC to develop, improve and promote the region's economy*. The same rate believes that the *Council is doing a good job to grow the district economy* overall, however a significant decline amongst residents in the Southern community has been observed, decreasing from 74% in 2023 to 52% in 2024.
- Satisfaction amongst residents in the Southern Community with the *Economic development services* has also significantly declined year on year (from 71% to 51%).

NOTES:

- ED1. On the 10-point scale where 1 is 'strongly disagree' and 10 is 'strongly agree', please rate your level of agreement with the following economic development statements? n=347
- Excludes Don't knows

<p>Year-on-year</p> <p>▲ Significantly higher</p> <p>▼ Significantly lower</p>	<p>Between demographics</p> <p>▲ Significantly higher</p> <p>▼ Significantly lower</p>
--	--

## Community Funding



Scores with % 6-10	2024	2023	2022	2021	Māori	All others
I am satisfied with Community Funding and Development services	59%	55%	60%	46%	43%*	62%
It is easy to find out what Council funding support is available	48%	49%	47%	47%	43%	49%
It is easy to access Council funding support for my/our events	48%	52%	52%	37%	36%*	50%

Scores with % 6-10	Northern Community	Southern Community	Feilding
I am satisfied with Community Funding and Development services	59%	62%*	58%
It is easy to find out what Council funding support is available	50%	37%*	53%
It is easy to access Council funding support for my/our events	52%	42%*	48%

- There has been an increase in the proportion of residents who agree that they are *Satisfied with community funding and development services*, from 55% in 2023 to 59% in 2024.
- However, perceptions with other measures related to *Community funding* have declined year on year.

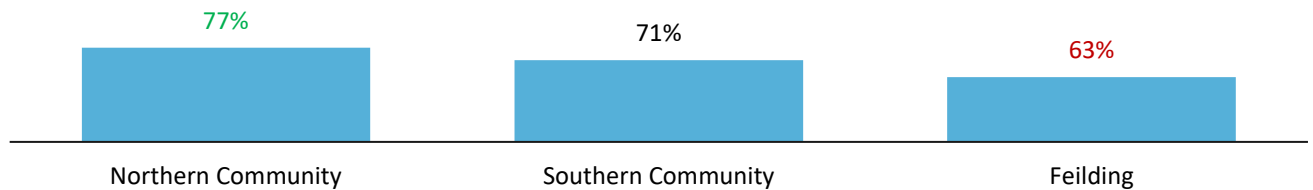
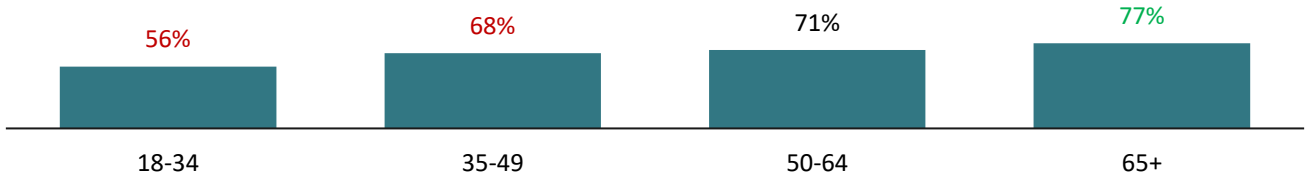
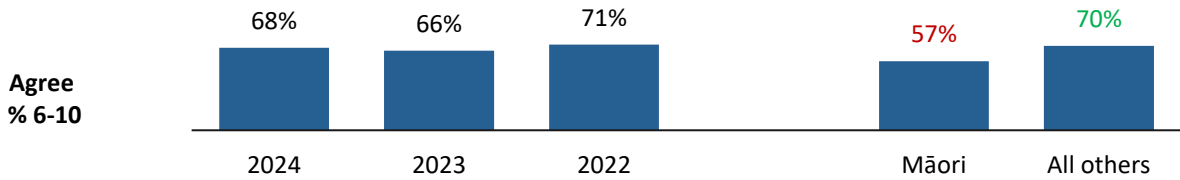
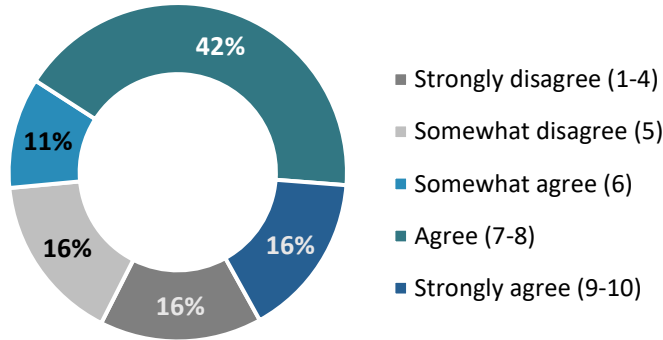
NOTES:

1. CFU1. On the 10-point scale where 1 is 'strongly disagree' and 10 is 'strongly agree', please rate your level of agreement with the following community funding statements? n=177
2. Excludes Don't knows
3. \*Caution small sample size (n<30) results are indicative only.

<b>Year-on-year</b>	<b>Between demographics</b>
▲ Significantly higher	▲ Significantly higher
▼ Significantly lower	▼ Significantly lower



## Sense Of Connection with the Neighbourhood



- Nearly seven in ten residents (68%) *Feel a sense of connection with their neighbourhood or community.*
- Residents in the Northern Community are significantly more likely to feel this connection compared to residents in Feilding.

NOTES:

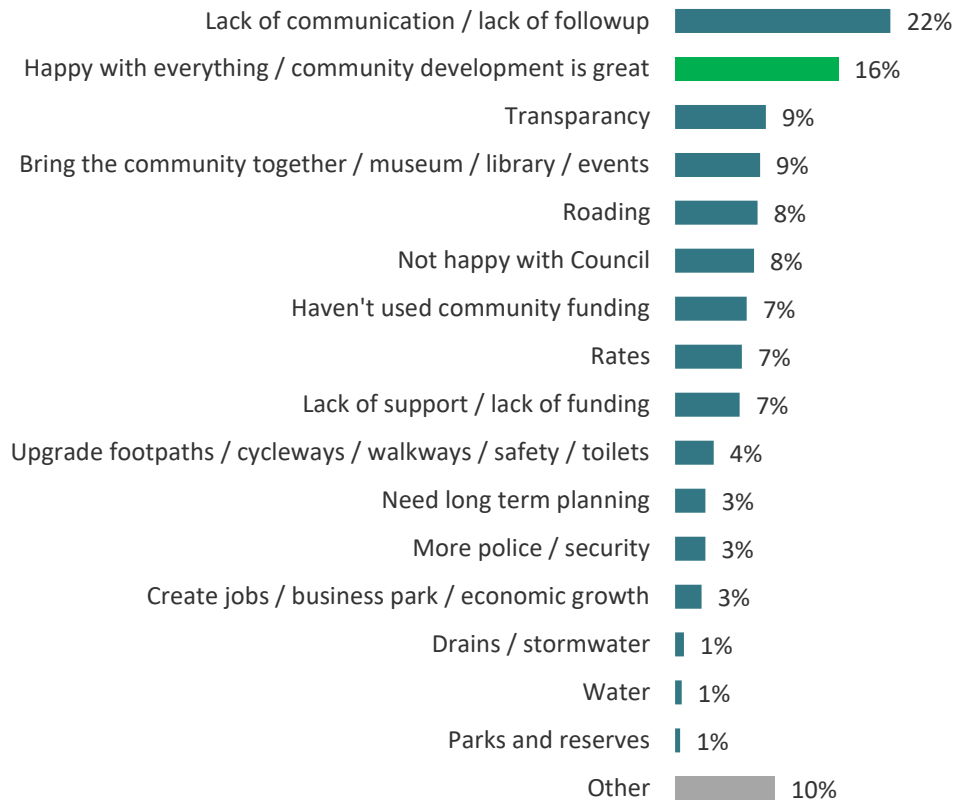
1. CFU2. On the 10-point scale where 1 is 'strongly disagree' and 10 is 'strongly agree', please rate your level of agreement with the following statement: n=469
2. Excludes Don't knows

**Year-on-year**  
▲ Significantly higher  
▼ Significantly lower

**Between demographics**  
▲ Significantly higher  
▼ Significantly lower



## Comments on Community Development and Community Funding



- The funding available is not widely publicised and does not seem to be allocated transparently.
- Need more awareness in the newspaper of what they are thinking of spending the money on.
- The lack of communication and understanding between the people of the village, and just relying on those that are part of the community.
- I have no idea where you can get access for anything to do with these questions. I didn't even know that was available.
- We need more transparency, vision, and stronger leadership.
- Not enough awareness of how money for community development is spent, particularly in Feilding urban.
- We live rurally so don't feel part of a community.
- We are isolated in Ohakea, I feel no connection.
- Perhaps a little more spent on roads and footpaths that are not in the town centre.



- In a small community, concerns voiced have been met with solution. Very satisfied with responsiveness.
- As an older citizen I appreciate using the library, Makino Pool fitness sessions, and keep fit sessions in community halls.
- Great to see funding going to catchment care groups and those impacted by flooding.
- I was satisfied with the Council helping fund some of my representative netball fees which helped out a lot and gave me more opportunities as an athlete.
- Looking forward to the new library, gardens around town are beautiful and an asset to town.
- Knowing what was available and an easy process to access.
- Halcombe has a great local community group that works hard to beautify the village and get grants etc for community projects.

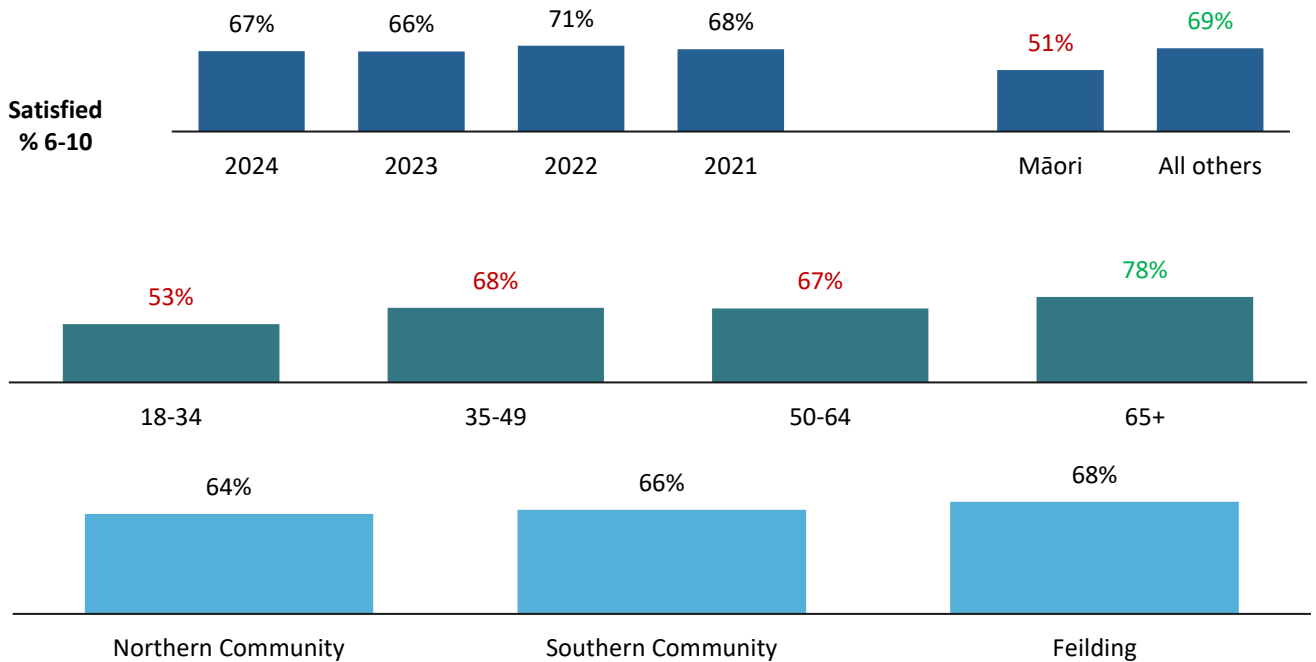
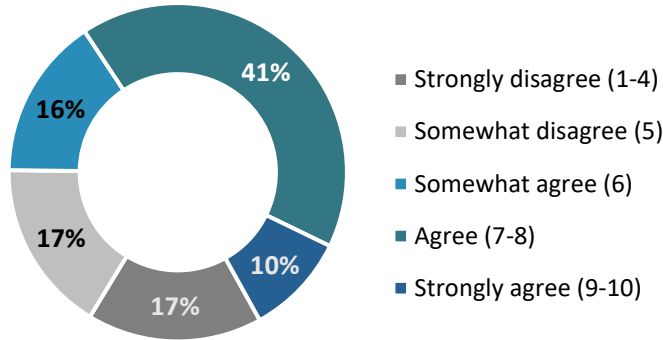
### NOTES:

1. CFU3. Was there anything that you were satisfied or dissatisfied with in relation to community development including community funding? n=194



# Communication and Engagement

## Overall Communication



- 67% of residents are satisfied with the Council's *Overall communication*, a slight increase since 2023 (66%).
- Māori residents are significantly less likely to be satisfied with the Council's *Overall communication*, with only 51% satisfaction compared to 69% from other ethnicities.
- Older residents, those aged 65 and above, are the most satisfied with the Council's *Overall communication*, with a 78% satisfaction score, the highest amongst all age groups.

NOTES:

1. CM4. How would you rate council for keeping the public informed? n=440
2. Excludes Don't knows

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



## Most Relied On Source Of Information About Council

% used	2024	2023	2022	2021	Māori	Non-Māori
Facebook	21%	25% ▲	17%	27%	27%	21%
Flyers that come with letters, or your rates notice	19%	19%	15%	38%	13%	19%
Newspaper	18%	15% ▼	28%	50%	11%	19%
Council’s website	13%	12%	11%	32%	13%	13%
Other people / word of mouth	8%	9%	9%	31%	5%	9%
Council publications	6%	5%	7%	10%	7%	6%
E-mail	2%	3%	2%	6%	7%	2%
Neighbourly	2%	1%	2%	5%	4%	2%
Radio	1%	2%	1%	18%	-	1%
Other	2%	2%	2%	9%	4%	2%

% used	Northern Community	Southern Community	Feilding
Facebook	23%	16%	23%
Flyers that come with letters, or your rates notice	18%	18%	19%
Newspaper	16%	17%	20%
Council’s website	17%	14%	10%
Other people / word of mouth	8%	11%	7%
Council publications	4%	5%	7%
E-mail	3%	3%	2%
Neighbourly	3%	1%	2%
Radio	-	-	2%
Other	2%	1%	2%

**Radio:**

- *More FM*
- *The Sound*

**Newspapers:**

- *Manawatū Standard*
- *Feilding Herald*
- *Rangitikei Herald*
- *Local paper*
- *Stuff News*

NOTES:

1. CM1. Which of the following do you most rely on for information about the Manawatū District Council?  
n=491
2. *No mention of Twitter and Instagram*

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



## Preferred Means To Receive Information About Council

% used	2024	2023	2022	2021	Māori	All others
Flyers that come with letters, or your rates notice	30%	31% ▼	38%	45%	28%	30%
Facebook	26%	28%	23%	23%	30%	25%
E-mail	22%	23%	22%	20%	23%	21%
Council’s website	19%	19%	18%	21%	23%	19%
Newspaper	16%	15% ▼	26%	37%	12%	17%
Council publications	15%	16%	18%	5%	15%	15%
Neighbourly	4%	2% ▼	5%	2%	3%	4%
Other people / word of mouth	3%	4%	6%	12%	2%	3%
Radio	2% ▼	5%	7%	10%	-	2% ▼
Other	2%	3%	2%	5%	5%	2%

% involved	Northern Community	Southern Community	Feilding
Flyers that come with letters, or your rates notice	24%	39%	27%
Facebook	24%	20%	30%
E-mail	24%	20%	22%
Council’s website	21%	18%	19%
Newspaper	17%	17%	15%
Council publications	9%	18%	15%
Neighbourly	2%	5%	4%
Other people / word of mouth	3%	4%	3%
Radio	1% ▼	4%	2%
Other	2%	3%	2%

**Radio:**

- More FM
- ZM
- The Hits
- Rhema FM
- Newstalk ZB
- The Edge
- The Rock

**Newspapers:**

- Manawātū Standard
- Feilding Herald
- Rangitikei Herald
- Local paper
- Guardian

NOTES:

1. CM2. How would you prefer to receive information about Manawātū District Council? n=501

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

## Preferred Ways to Engage in Consultation

% used	2024	2023	2022	2021	Māori	Non-Māori
Flyers that come with letters, or your rates notice	32%	32% ▼	39%	42%	31%	32%
Council consultation printed publications / feedback forms	26%	23% ▼	31%	18%	17%	27%
Council's website	25%	25%	29%	36%	25%	25%
Facebook	24%	25%	22%	19%	24%	24%
Community meetings	22%	21%	23%	37%	26%	22%
Attending workshops	12%	9%	11%	11%	18%	11%
Instagram	2%	3%	2%	2%	-	2%
Other social media	1%	1%	2%	6%	1%	1%
Other	6%	5%	5%	14%	9%	5%

% involved	Northern Community	Southern Community	Feilding
Flyers that come with letters, or your rates notice	34%	31%	31%
Council consultation printed publications / feedback forms	22%	29%	25%
Council's website	27%	24%	25%
Facebook	19% ▼	21%	27%
Community meetings	24%	23%	21%
Attending workshops	11%	16%	11%
Instagram	1%	1%	2%
Other social media	1%	-	1%
Other	5%	8%	5%

### Other suggestions:

- Email
- Text

#### NOTES:

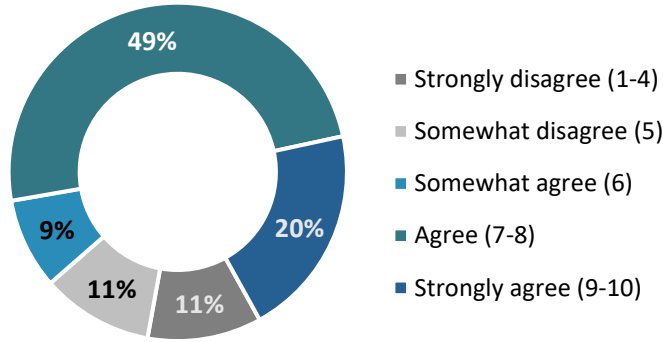
1. CM3. Thinking about when Council wants your input to decisions, how would you prefer to engage in the process? n=501

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

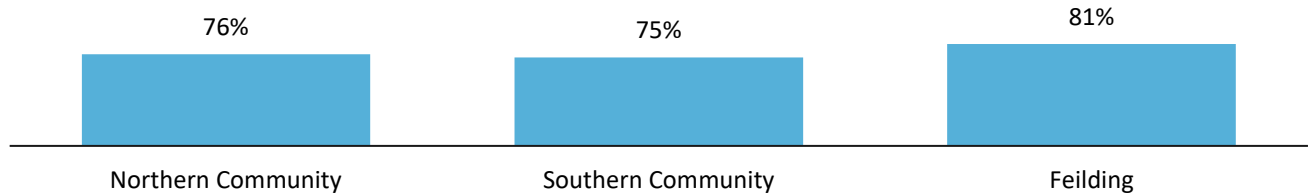
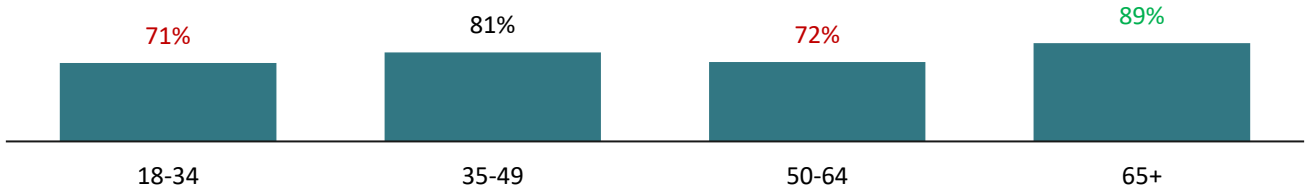
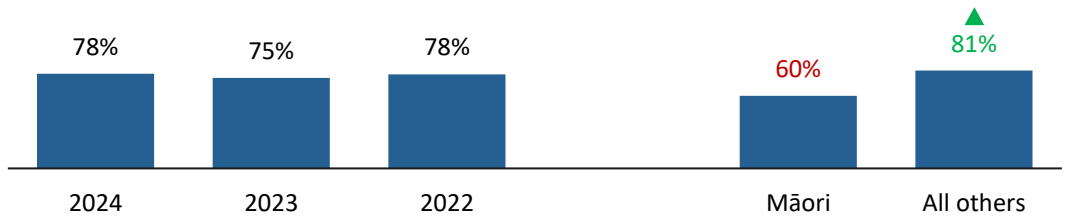


# Community Outcomes

### Priority 1: A Place to Belong and Grow:



Agree  
% 6-10



- Nearly eight in ten respondents (78%) perceived that *Council provides and supports community spaces and activities that encourage a sense of belonging for everyone from all walks of life.*
- Non-Māori residents are more likely to hold this perception, with a significantly higher rating compared to 2023, rising from 74% in 2023 to 81% in 2024.

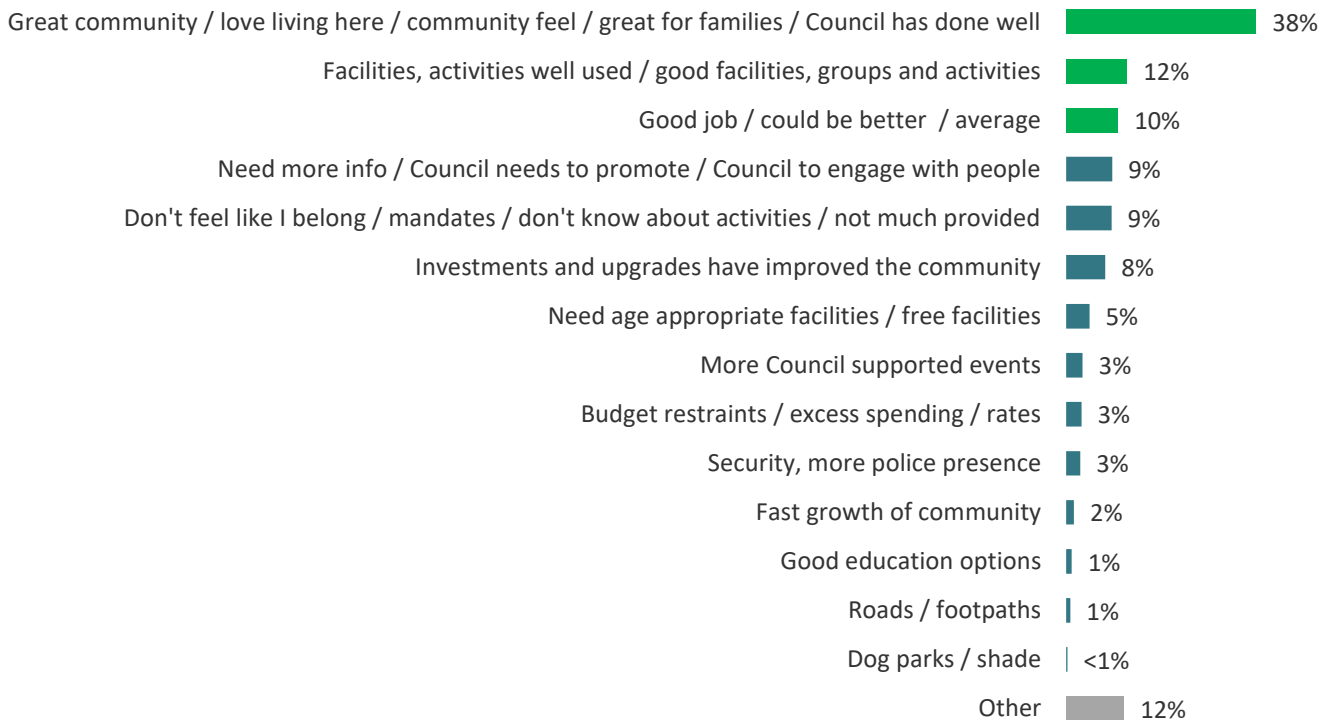
NOTES:

1. CO1. Priority 1: A place to belong and grow: Council provides and supports community spaces and activities that encourages a sense of belonging for everyone from all walks of life. n=405
2. Excludes Don't knows

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



## Reasons for the Rating



- Lack of communication at Council office. Messages not passed on or inquires not followed up.
- I don't see a lot of other cultural influence around. Not much reflection of Māori culture for example.
- I think we could have better contact from our councillors. Often, there are things on in the town that I never know about until after they have happened.
- Unlike the Palmerston North City Council, there appears to be no attempt to involve or recognise the LGBT community in the region.
- I do not feel welcome in this town even though my whanau were here before settlers, and even though they helped farmers during the depression years.
- Because the Council didn't want to give Māori and Māori ward without protest but would gladly name their initiative and projects in te reo Māori. I agree the Council does have some good community events for Māori, however most of that is not Council lead and more whānau and Feilding Districts promotion.

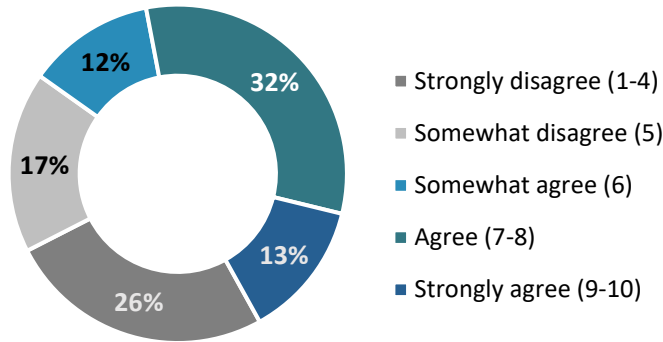


- It's a nice community that has lots of good things happening and going on.
- I believe Feilding is a good place overall, tidy, has most services needed, good for bringing up children still being a relatively safe place.
- Manawatū is our home. We feel connected to it even though we originate from Wairarapa.
- Have lived here for 50 years, this is not my hometown, but I have loved living in this lovely community.
- Believe enough is being done to promote a belonging to the community.
- A range of events that get the community together.
- Council provides great parks, reserves, and Makino Swimming Pool.
- Lots of various activities, rural day, Friday market, saleyards, school activities and sport.
- My observation is that council provides and supports community interaction through interest groups and seasonal events.

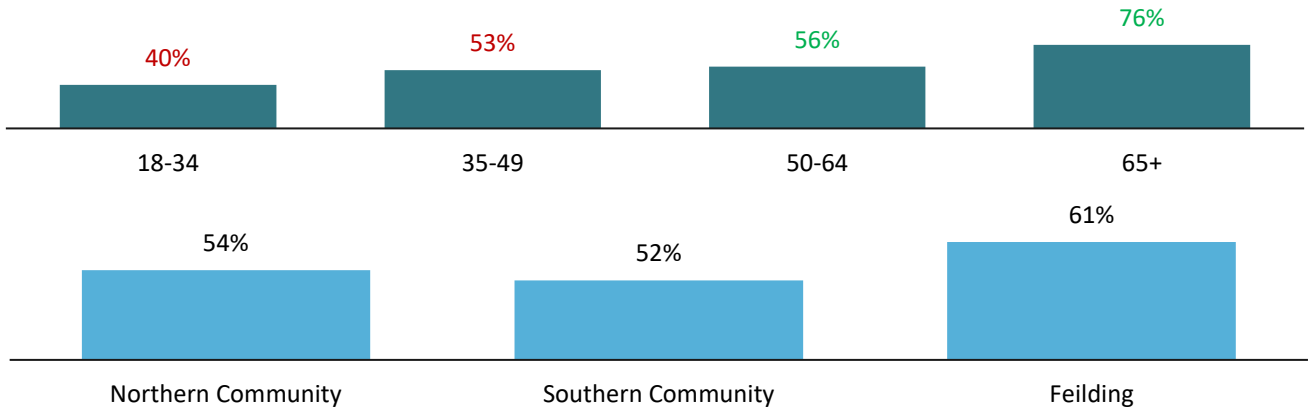
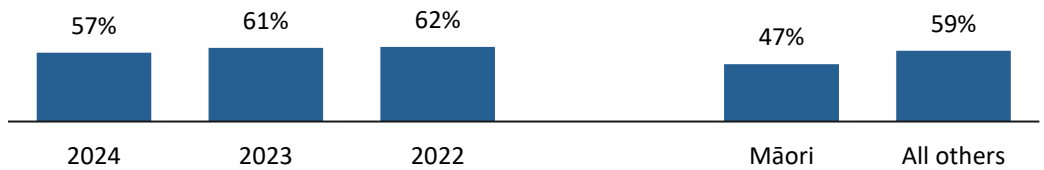
NOTES:

1. CO2. Why did you provide this rating for 'a place to belong and grow'? n=407

## Priority 2: A Future Planned Together



Agree  
% 6-10



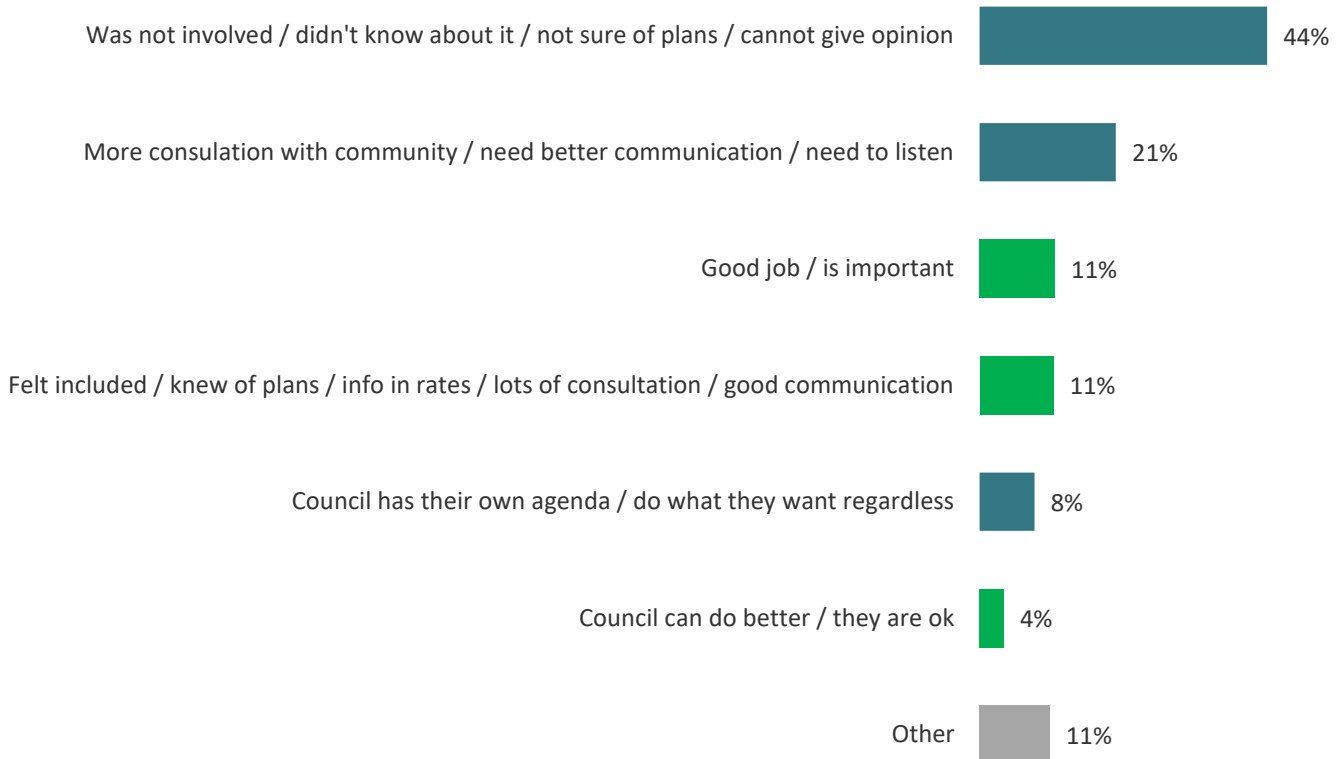
- More than half of residents agree that the *Council has a plan for the future and has involved the community in creating it*, although this has declined since 2023, decreasing from 61% to 57% in 2024.
- Just over a quarter (26%) of respondents strongly disagree that the *Council has a plan for the future and has involved the community in creating it*.
- Older residents, those aged 50 or older, are significantly more likely to agree with this than residents aged 18-49.

NOTES:

1. CO3. Priority 2: A future planned together: Council has a plan for the future and has involved the community in creating it. n=309
2. Excludes Don't knows

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

## Reasons for the rating



- Haven't seen anything about roading plans, and who is responsible for what, or regional vs local plans.
- Don't know many future plans and don't hear about things regularly enough.
- This is the first time I have been asked about the community and the Council's plans.
- Because they don't involve everyone.
- We are not connected to Feilding.
- I don't recall hearing about a future planned together.
- Very little consultation.
- Most feedback requested is too hard to do and seems to be ignored anyway. That's the community feeling.
- Sense of self interest, predetermined outcomes.
- Council makes decisions regardless of residents.

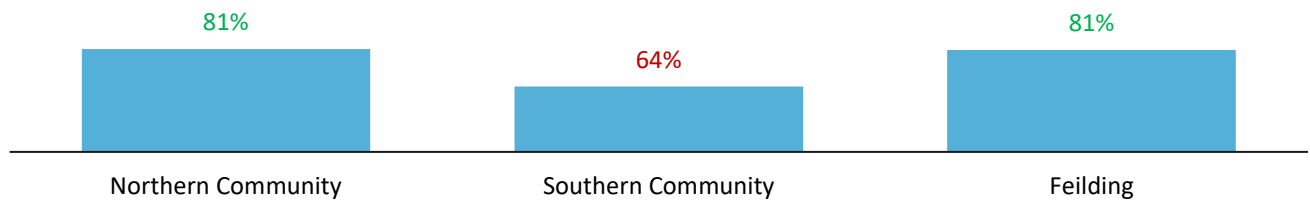
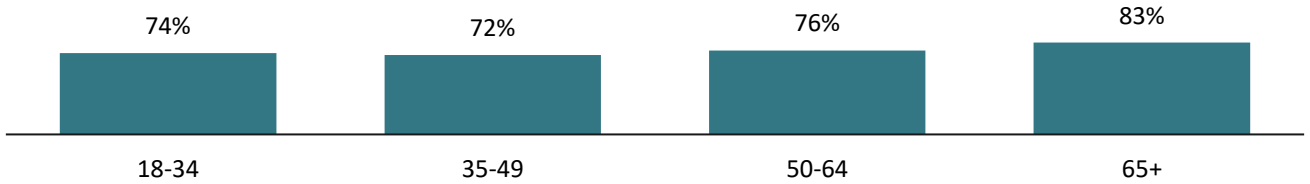
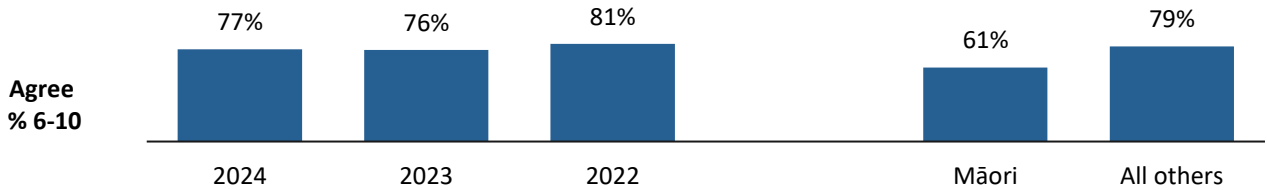
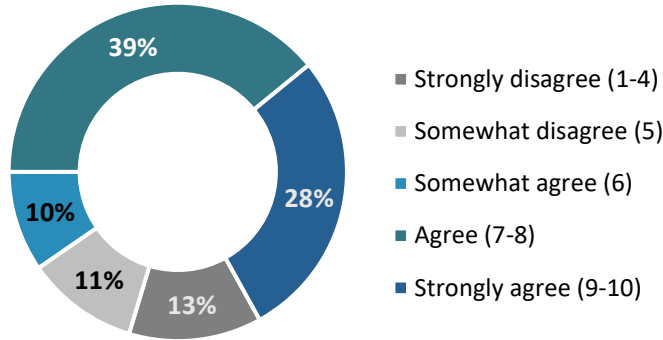


- The Council seems to actively seek input, feedback and suggestions from the public about plans for the town.
- There seems a good balance between business, family amenities and community.
- Able to provide feedback.
- Reflected the community thoughts on the Three Waters scheme.
- Having the opportunity to submit this survey, to me shows that the council wants to involve the people in future planning.
- Always good to know that the council works with the community.
- Council liaises a lot with ratepayers on our region's future.
- At least the mayor talks to the people.

### NOTES:

1. Total sample: 2023 n=491; Results less than 2% are not shown, Excludes Don't know
2. CO4. Why did you provide this rating for 'a future planned together'? n=390

### Priority 3: An Environment To Be Proud Of



- 77% of residents agree that *Council takes environmental responsibility seriously* with more than a quarter (28%) of respondents Strongly agreeing.
- Residents in the Northern Community and Feilding are significantly more likely to perceive that the *Council takes environmental responsibility seriously*, with 81% agreeing, compared to 64% of residents in the Southern Community.

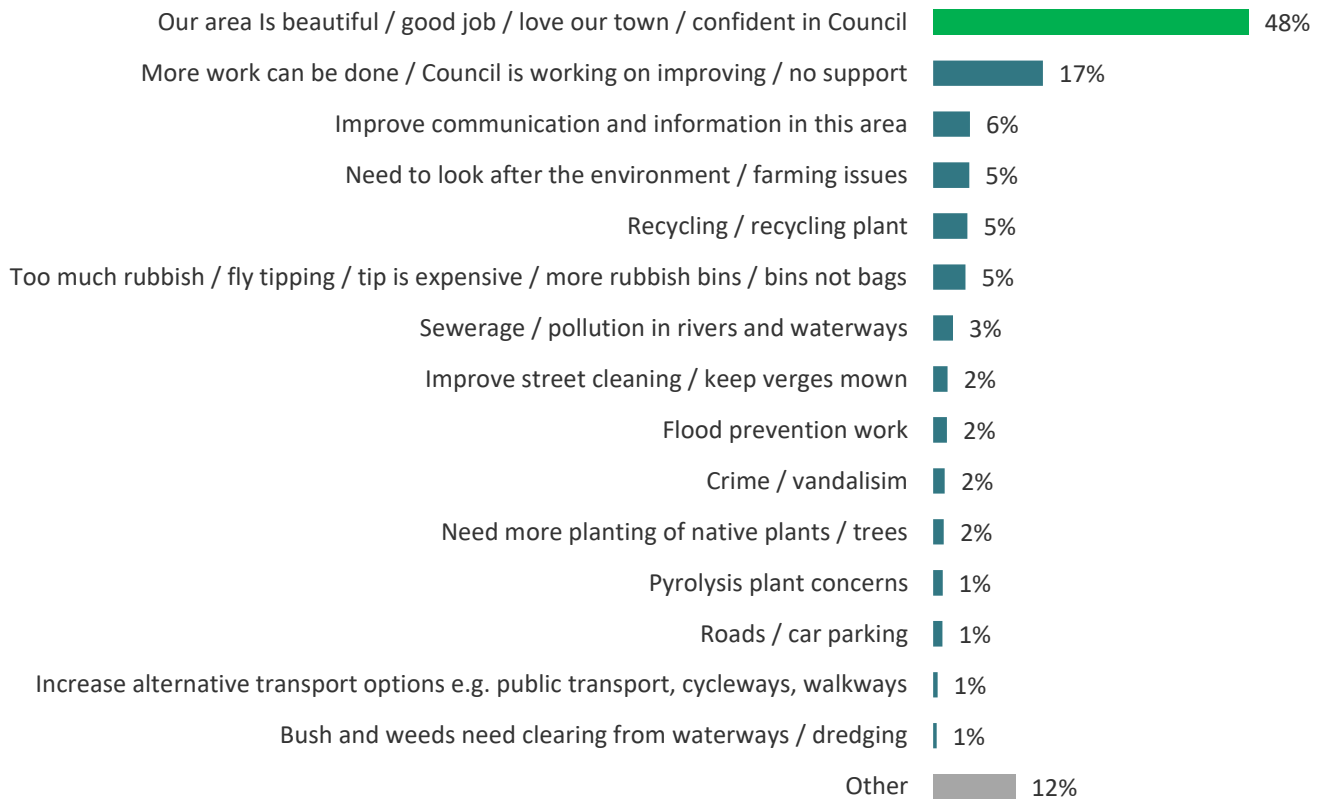
NOTES:

1. CO5. Priority 3: An environment to be proud of: Council takes environmental responsibility seriously. n=402
2. Excludes Don't knows

<b>Year-on-year</b>	<b>Between demographics</b>
▲ Significantly higher	▲ Significantly higher
▼ Significantly lower	▼ Significantly lower



## Reasons for the Rating



- Work still to be done with improving the dump facilities. Rivers are good.
- Beautiful gardens and more managed sports grounds, parks and other.
- Rural areas are ignored, poor follow up by MDC of its contractors.
- Again, lots of new buildings without the necessary infrastructure or shops and building on good farmland or on swampy land which filters the water is illogical.
- The communication around changes to recycling and bin pick ups seems to have confused a lot of people.
- I am not aware of a lot of the Council's environmental policies.
- Love the idea of an environment to be proud of but please don't try and take farming down in the process.

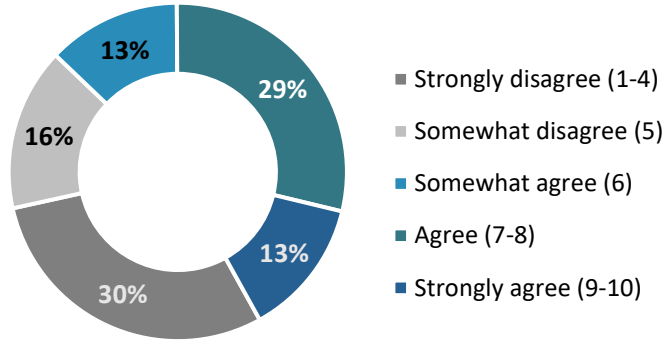


- Well kept areas in our town. No big build of rubbish and if there are any parks or public spaces that are a mess they are cleaned pretty promptly.
- I think there is a sense of pride in the general tidiness of Feilding, I often hear comments from out of towners who like Feilding and say it has a good feeling. It has been developed nicely over the last 30 years and come a long way.
- I believe our Council are being good stewards of our environment and planning for future best practices.
- I don't see anything harmful happening to the environment in my area.
- Kitchener Park work around the massive clear up, development of walkways and native plantings everywhere.
- Enjoy being able to get out in a well cared for environment when have family visit.
- Feilding has won the beautiful town award many times.

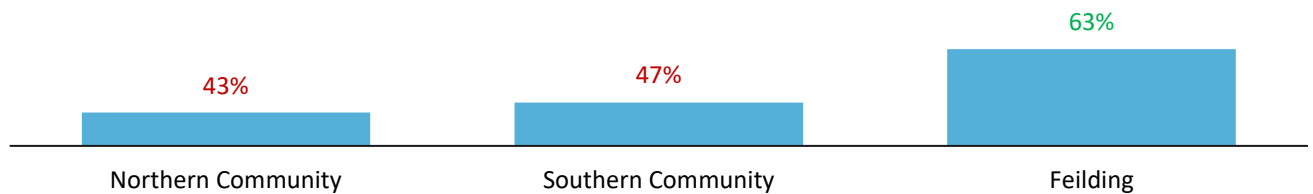
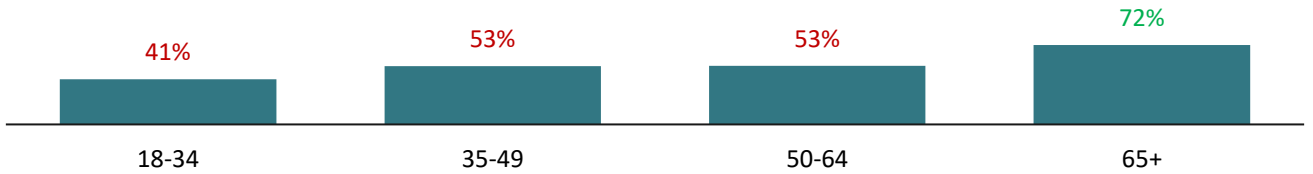
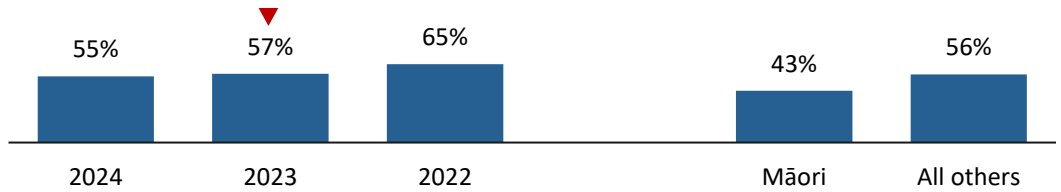
NOTES:

1. CO6. Why did you provide this rating for 'an environment to be proud of?'. n=382

### Priority 4: Infrastructure Fit for the Future



Agree  
% 6-10



- The perception that Manawatū’s *Infrastructure is fit for the future* continues to decline, dropping from 65% in 2022 to 57% in 2023, and further to 55% in 2024.
- Rural communities, both Northern (43%) and Southern (47%), are significantly less likely to perceive that Manawatū’s *Infrastructure is fit for the future* compared to Feilding (63%).

NOTES:

1. CO7. Priority 4: Infrastructure fit for the future: Infrastructure in the Manawatū District (water, roads, etc.) are in good shape and our upgrade plans will serve us well in the future. n=376
2. Excludes Don't knows

**Year-on-year**  
▲ Significantly higher  
▼ Significantly lower

**Between demographics**  
▲ Significantly higher  
▼ Significantly lower

## Reasons for the Rating



- *It's important to have good infrastructure which will last and be cost effective in the long run, not just patching.*
- *Road traffic volumes are concerning. Through road, not a racetrack.*
- *The roads are set out very strangely compared to other towns. Potholes take forever and a day to be repaired.*
- *In the last ten years, I've seen the road surfaces noticeably deteriorate. Repair takes much longer, meaning a more expensive repair when finally done.*
- *Streams need to be cleaned out of rubbish and weeds more regularly to stop flooding.*
- *I think the stormwater policy needs an update. New subdivisions need more larger stormwater systems to cope with the new norm of stormwater.*
- *Town water supply could be rolled out to growing communities eg. Halcombe. Fibre as well.*

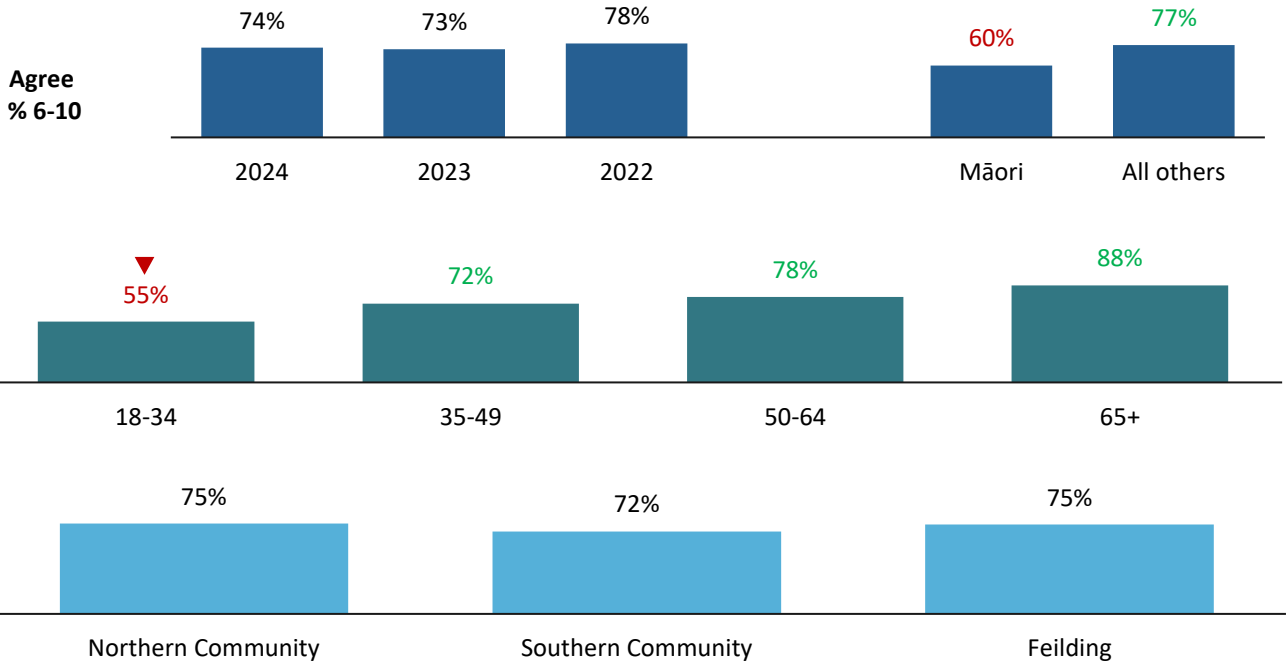
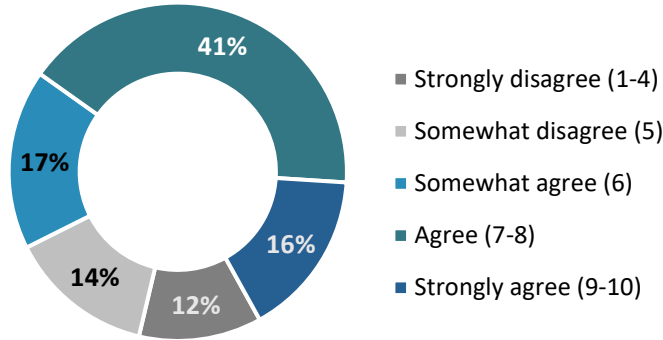


- *Currently fit for purpose but need constant monitoring for areas of improvement and growth.*
- *You guys are doing a good job with our infrastructure keep it up.*
- *Great recycling centre and roading, with rapid responses to erosion and a well maintained water system based in the centre of the council territory.*
- *Services appear to be functioning efficiently.*
- *Our infrastructure is good compared to other regions.*
- *This one I have heard about, and I think the plans and delivery are thought out and being achieved.*
- *Very happy with the Three Waters services.*
- *Lots of work has been done over the past 10 years or more to upgrade water lines, which has been worth the inconvenience given what we see happening in other towns.*
- *The WWTP upgrades are a good start, and centralisation is a great initiative.*

NOTES:

1. CO8. Why did you provide this rating for 'infrastructure fit for the future'? n=402

## Priority 5: A Prosperous, Resilient Economy



- Over seven in ten residents (74%) perceive that the *Council works hard to make the Manawātū District a great place to live, visit, and do business*, this is consistent year-on-year.
- Younger residents, those aged 18 to 34 years, are significantly less likely to agree that *Council works hard to make the Manawātū District a great place to live, visit, and do business*. This perception has significantly decreased year-on-year, dropping from 73% in 2023 to 55% in 2024.

NOTES:

1. CO9. Priority 5: A prosperous, resilient economy: Council works hard to make the Manawātū District a great place to live, visit, and do business. n=366
2. Excludes Don't knows

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



## Reasons for the Rating



- *Feels like we should be looking to attract more businesses other than fast food and laundromats.*
- *We need a water pad like Memorial Park in Palmerston North.*
- *The CBD is dying retail.*
- *Business is slow in Feilding and it's only going to get slower if you take away the free parking.*
- *Not a lot of variety of retail shops in our township. We have more than enough eateries and liquor stores, including supermarkets.*
- *Not sure it is the Council that creates a resilient district but businesses. Residents won't be prosperous after paying their rates, which are high compared to similar sized towns.*
- *I feel the town centre is losing meaningful shops. There a lot of two dollar shops, vape shops and takeaways.*
- *High rates are becoming an issue for people who would like to come here.*



- *Manawatū is a great place for a strong rural economy that's fit for purpose.*
- *I believe our Council is working for the betterment of our district and local economy.*
- *Good stuff is always happening in Feilding to bring town and country together, and to encourage people from out of the area to visit our gorgeous little town, for example Craft fairs, Rural day, Manfield, Sale day, and Farmers day.*
- *Something must be right, as people continue to move to the district and appear to be positive about that decision to move here.*
- *New businesses are starting up in the area.*
- *Easy to access from every angle.*
- *Certainly a great place to live and doing business here is satisfactory in my limited experience.*

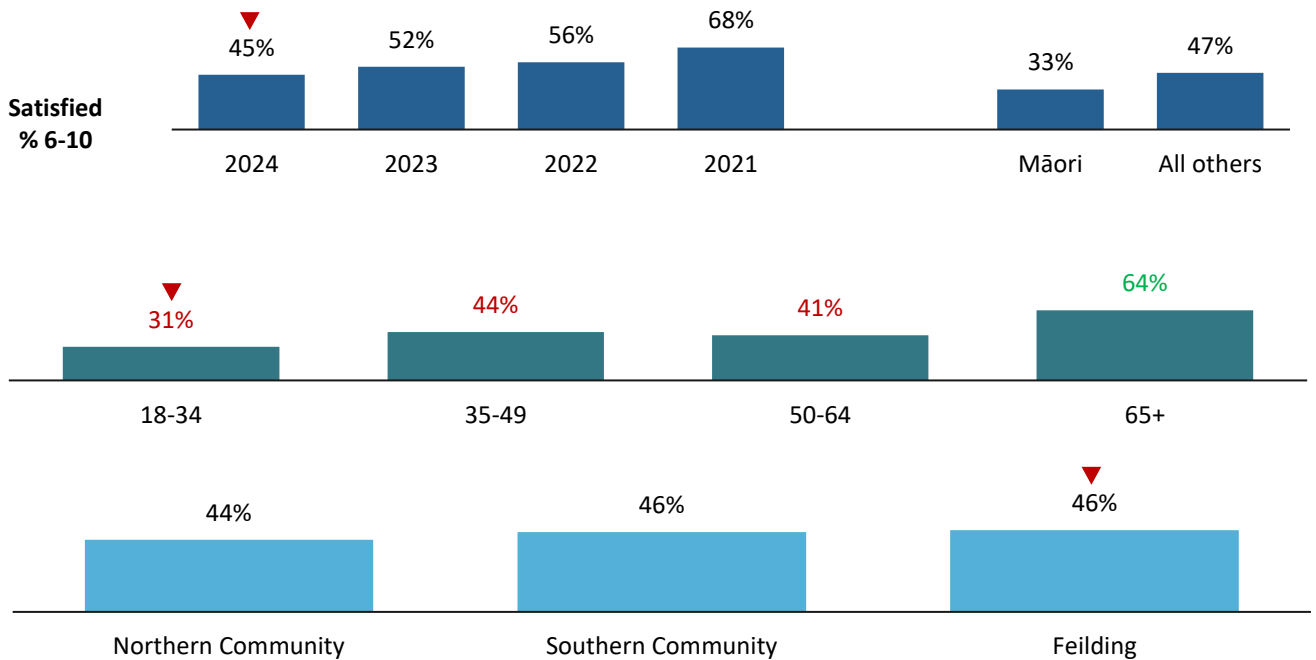
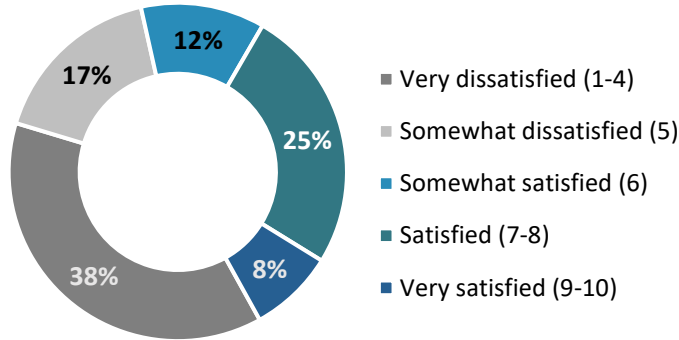
### NOTES:

1. CO10. Why did you provide this rating for 'a prosperous, resilient economy'? n=373



# Value for Money

## Overall Value for Money



- Residents' perception of *Value for money* has significantly decreased since 2023, declining from 52% to 45%.
- Younger residents, those aged 18 to 34, are significantly less likely to be satisfied with the *Value for money they receive from paying rates and other fees*. Satisfaction in this age group has significantly decreased year-on-year, declining from 54% in 2023 to 31% in 2024.
- Satisfaction amongst Feilding residents has also experienced a significant decline, decreasing from 55% in 2023 to 46% in 2024.

NOTES:

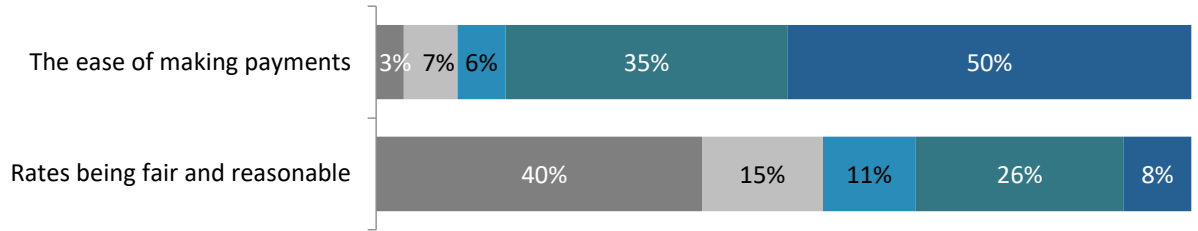
- VM2. Considering all the services and facilities that the Manawātū District Council provides, overall, how satisfied are you that you receive good value for the money you spend in rates and other fees? n=413
- Excludes Don't knows

**Year-on-year**  
▲ Significantly higher  
▼ Significantly lower

**Between demographics**  
▲ Significantly higher  
▼ Significantly lower



## Value for Money



■ Very dissatisfied (1-4) ■ Somewhat dissatisfied (5) ■ Somewhat satisfied (6) ■ Satisfied (7-8) ■ Very satisfied (9-10)

Scores with % 6-10	2024	2023	2022	2021	Māori	All others
The ease of making payments	90%	92%	91%	94%	83%	91%
Rates being fair and reasonable	45%	48%	54%	57%	41%	46%

Scores with % 6-10	18-34	35-49	50-64	65+
The ease of making payments	88%	89%	87%	96%
Rates being fair and reasonable	26% ▼	44%	44%	61%

Scores with % 6-10	Northern Community	Southern Community	Feilding
The ease of making payments	88%	89%	91%
Rates being fair and reasonable	49%	46% ▼	43%

- Satisfaction with the *Ease of making payments* remains on par with the results recorded in 2023.
- Satisfaction with *Rates being fair and reasonable* continues to decline, dropping from 57% in 2021 to 54% in 2022, then to 48% in 2023, and further down to 45% in 2024.
- Older residents, those aged 65 and over, are significantly more likely to be satisfied with all attributes relating to *Value for money* than younger residents.

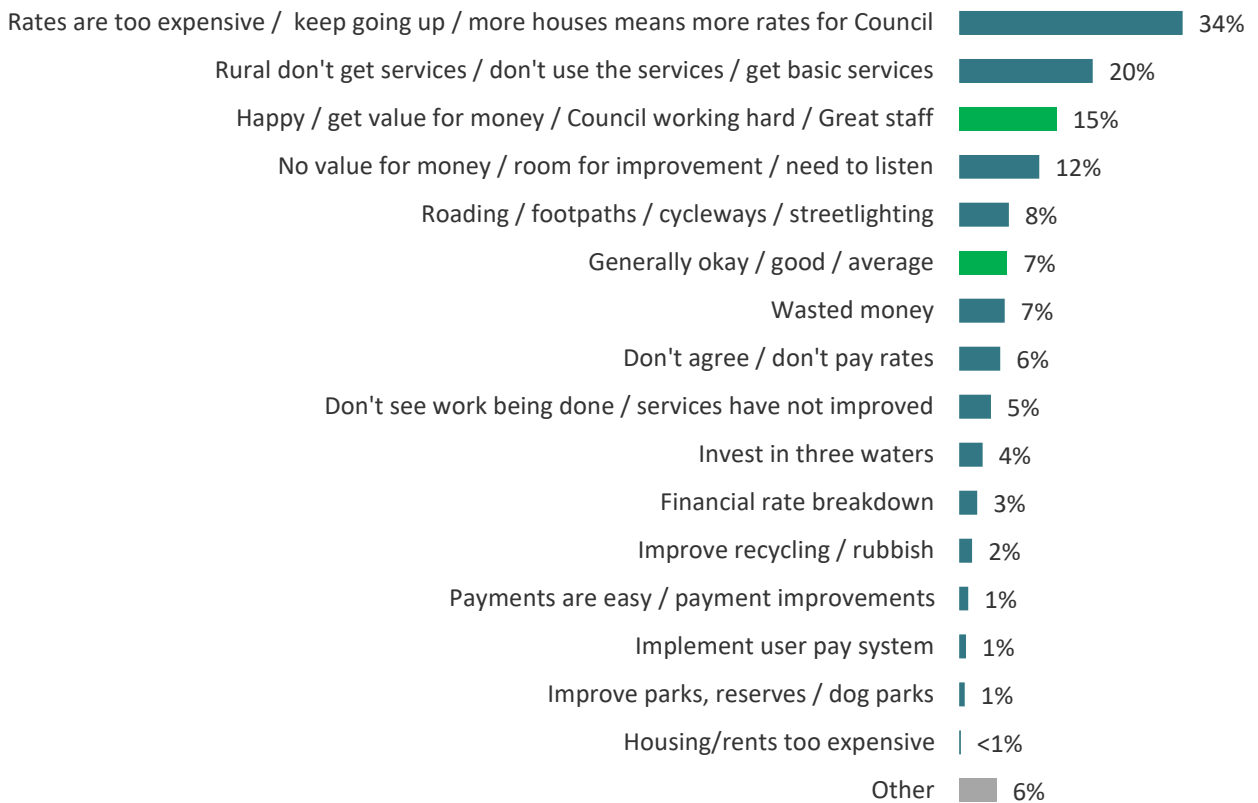
NOTES:

1. VM1. On a 10-point scale where 1 is 'very dissatisfied' and 10 is 'very satisfied', how would you rate your satisfaction with the Manawātū District Council for the following? n=395
2. Excludes Don't knows

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



## Reasons for the rating



- Compared to other Councils I feel we pay above the average in our rates. For this I would expect better: Footpaths and roads without cracks and potholes that get fixed properly, and in good time.
- Rates are too high and excessive costs with the projects the Council commits to, such as the library.
- I pay very high rates for a rural block of land that has a high and unrealistic QV rating value.
- We pay for services in our rates such as the library and pool that aren't used by us.
- Rates are becoming unaffordable, especially urban rates. Pensioners and young families are struggling to stay.
- Rural areas paying for services they can't access.
- The facilities available are fine, but being rural, it's hard to feel like I get much for my rates.



- I am grateful for the many things we receive as ratepayers.
- I would like to see more money spent in some areas, and would be prepared to pay extra in rates for that. I trust that the Council is doing what it believes is best for the people even if I would have other priorities.
- There are always useful upgrades taking place eg. Makino, minigolf, Kowhai Park playground, but these are easy to see and appreciate. Smaller playgrounds in less central areas would probably be appreciated also.
- The upkeep is expensive, and the work done is good value.
- Manawatū has a lot to offer.
- The Council is doing a satisfactory job in difficult circumstances.
- Actually, Council appear to be doing their best with sometimes adverse conditions.

NOTES:

1. Why did you provide these ratings for 'value for money and excellence in local government'? n=412

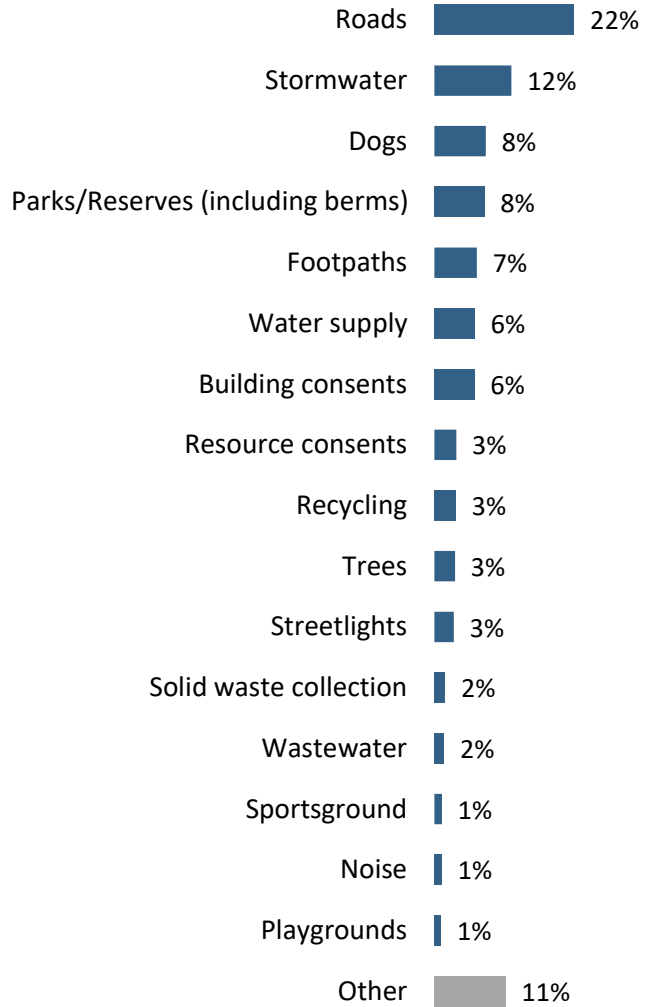
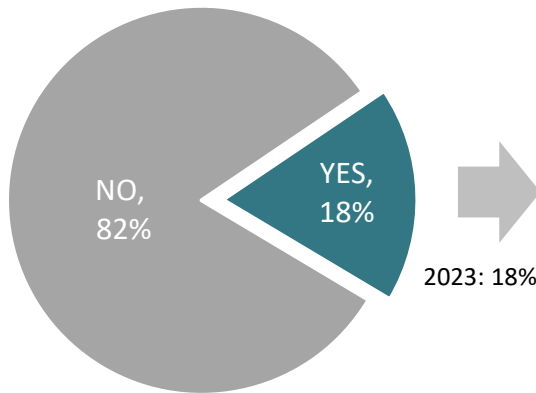


# Customer Interactions

## Customer Interaction with Manawātū District Council

### Subject of request for service or complaint

### Requested/Made Contact About A Council Service In The Last 12 Months



- A consistent 18% of residents have *Requested a service or made a complaint* in the last 12 months, with the most common subject of requests relating to *Roads* (22%).

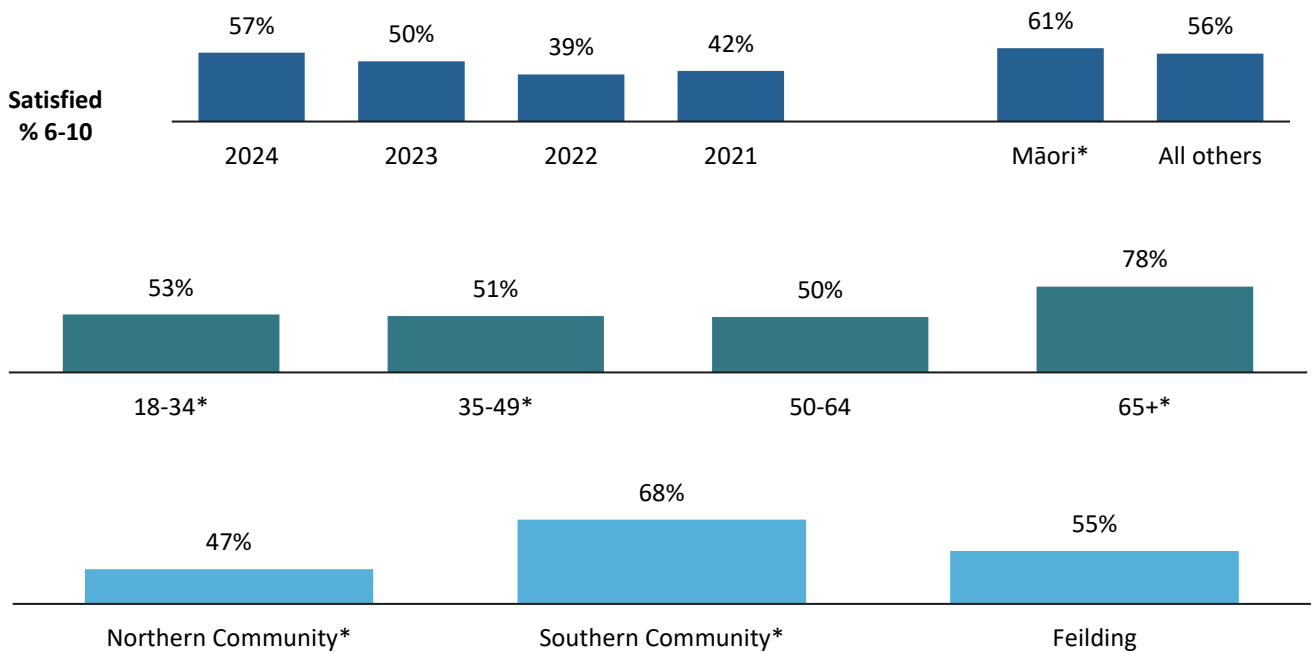
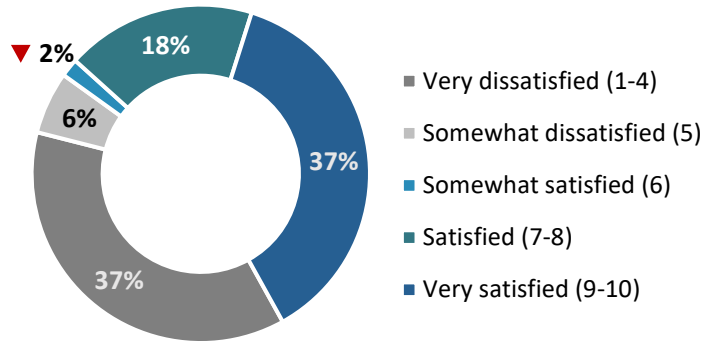
NOTES:

- RS1. Have you made a request for service or complaint about a Council service during the past 12 months? Yes n=86
- RS2. Thinking about your most recent request or complaint, what did it relate to? n--87

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



## Overall Enquiry Handling



- Satisfaction with *How well the Council handled enquiries* increased by 7% points, rising from 50% in 2023 to 57% in 2024.

NOTES:

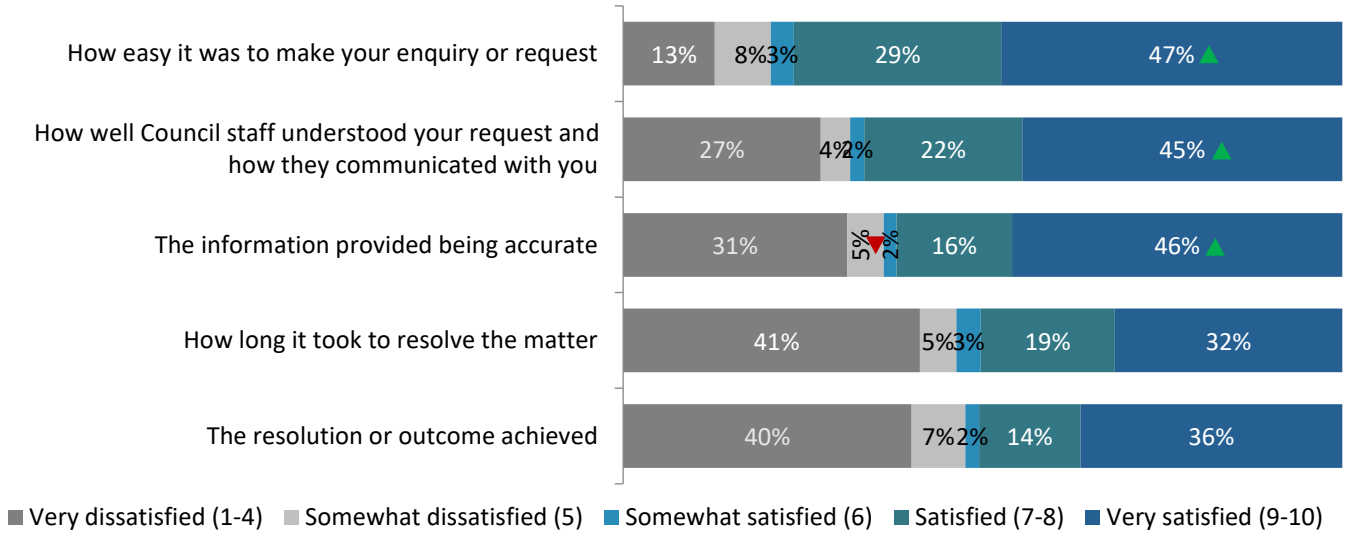
1. RS3. Thinking back to your most recent request, how would you rate your satisfaction with each of the following? n=86
2. Excludes Don't knows
3. \*Caution small sample size (n<30) results are indicative only.

**Year-on-year**  
▲ Significantly higher  
▼ Significantly lower

**Between demographics**  
▲ Significantly higher  
▼ Significantly lower



## Enquiry Handling (continued)



Scores with % 6-10	2024	2023	2022	2021	Māori*	All others
How easy it was to make your enquiry or request	79%▲	64%	66%	70%	69%	81%▲
How well Council staff understood your request and how they communicated with you	68%	58%	52%	52%	67%	69%
The information provided being accurate	64%	52%	45%	50%	61%	64%
How long it took to resolve the matter	54%	46%	37%	33%	61%	52%
The resolution or outcome achieved	52%	47%	43%	38%	61%	51%

Scores with % 6-10	Northern Community*	Southern Community*	Feilding
How easy it was to make your enquiry or request	74%	77%	82%
How well Council staff understood your request and how they communicated with you	57%	77%	68%
The information provided being accurate	49%	74%	65%
How long it took to resolve the matter	47%	63%	51%
The resolution or outcome achieved	45%	64%	49%

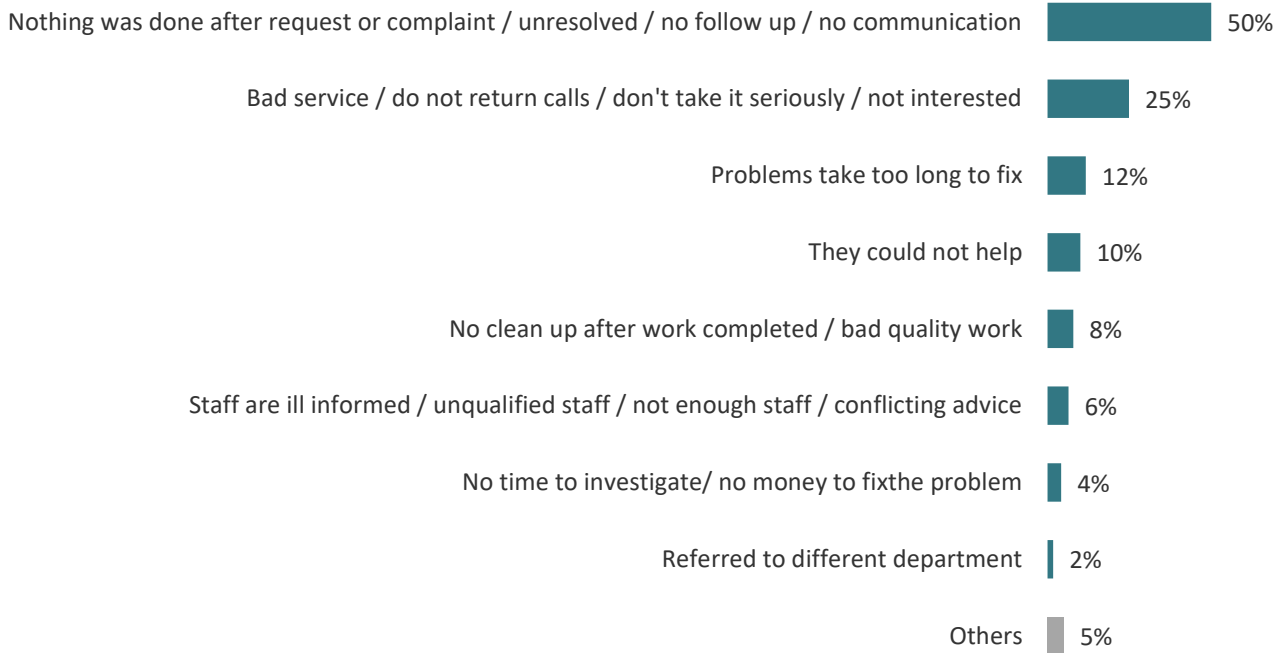
- Satisfaction has increased across all measures related to enquiry handling, with a significant increase in satisfaction with *How easy it was to make an inquiry or request*, rising from 64% in 2023 to 79% in 2024.
- Despite the increase, satisfaction with *How long it took to resolve the matter* (54%) and *The resolution or outcome achieved* (52%) have remained the lowest rated attributes.

NOTES:

1. RS3. Thinking back to your most recent request, how would you rate your satisfaction with each of the following? n=87
2. Excludes Don't knows
3. \*Caution small sample size (n<30) results are indicative only.

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

## Enquiry or complaint handling (reasons for dissatisfaction)



- Informed Council of a dangerous footpath. They took my details and approximately 9 months later the problem still exists, nothing has been done.*
- When raising concerns about the water hardness, the Council member was good to deal with, but we were told that the water meets standards so nothing more could be done.*
- No response from anyone yet. This was a few months ago. Receptionist was very polite, but nobody has got back to me from the staff yet.*
- Once my complaint was lodged Sunday, I had not further communication. The problem was corrected however.*
- I had to wait for up to an hour for the appropriate person to answer my call instead of the desk lady being able to access my information.*
- Do not sympathise with my effort to regular fixed payments so I can budget.*
- Was told that it could take up to 90 days for their roading team to respond to a non urgent request to look at road side drainage weed removal that was partially blocking storm water. 90 days is ridiculous.*
- Council took very long time to resolve matter, three months, not good communication about the timeframe or what was going to happen.*
- The lady at the call centre was very polite, but said the Council own the land but not the clubrooms, so therefore, unless there is offensive words, they cannot do anything about the graffitied walls. Very disappointed to hear this.*

### NOTES:

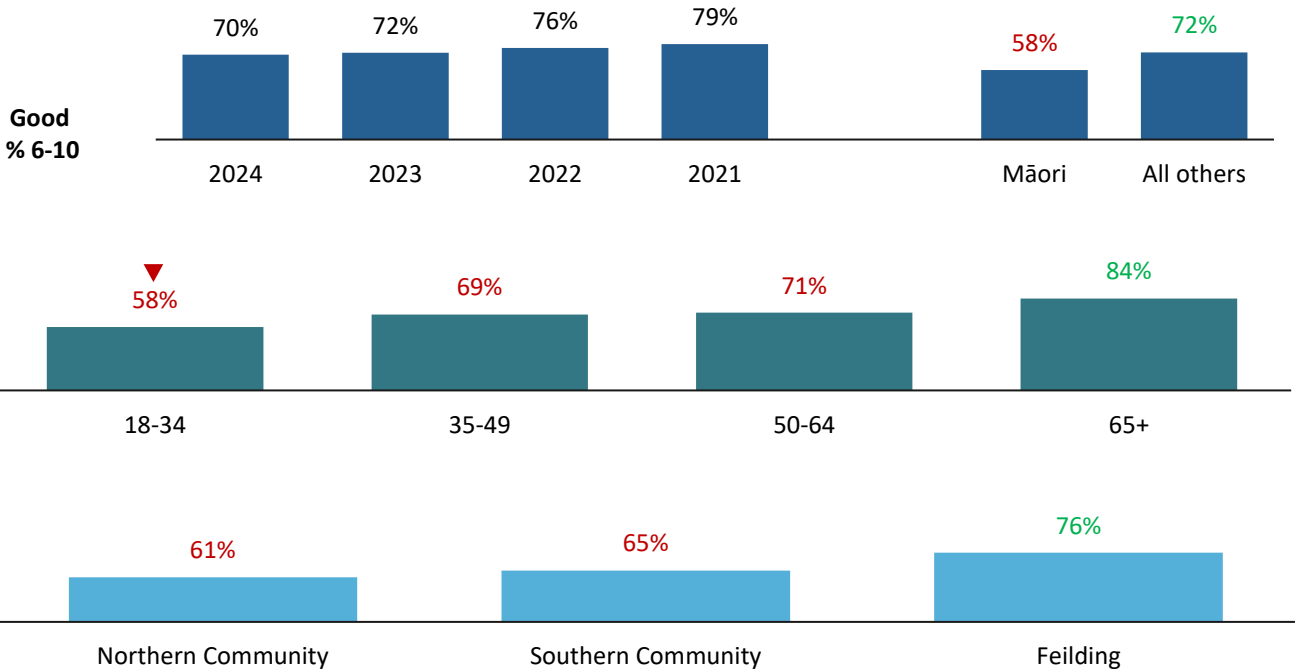
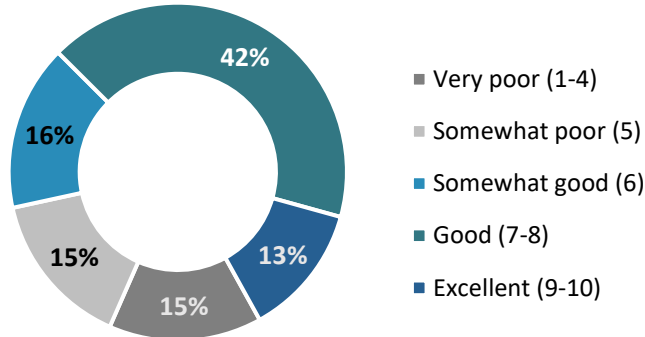
- RS4. If you have rated 1 to 4 out of 10 in the previous question, can you please tell us why you are dissatisfied with how Council handled your enquiry or complaint? n=42



# Understanding Reputation



## Overall Image and Reputation



- Council's *Image and reputation* remains relatively consistent year on year, with a slight 2% point decline since 2023, decreasing from 72% to 70%.
- Older residents feel more positive when it comes to *Image and reputation* and tend to rate it higher than those from younger age groups.
- A significant decline in satisfaction with the Council's *Image and reputation* amongst residents aged 18-34 has been observed, decreasing from 72% in 2023 to 58% in 2024.

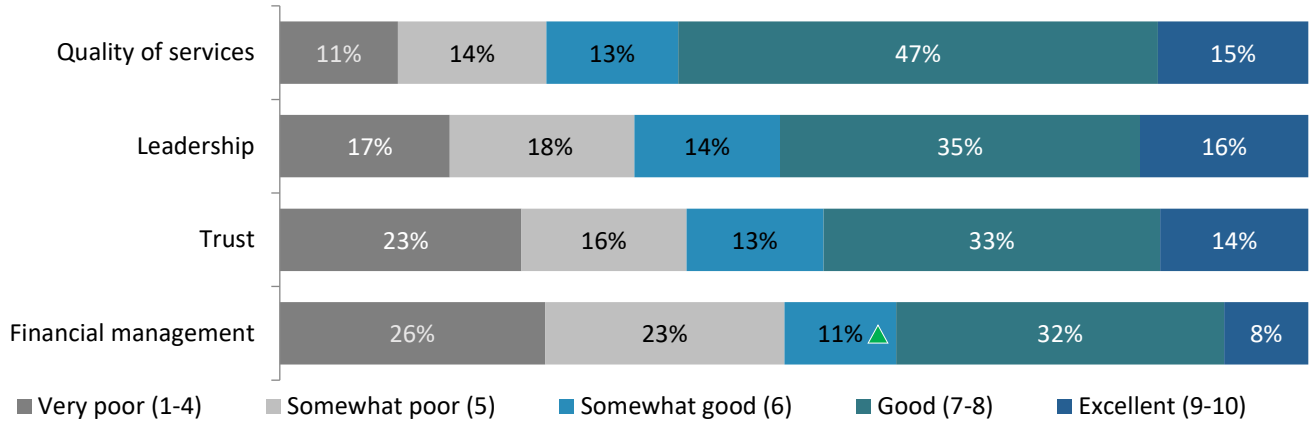
NOTES:

1. REP5. So considering, leadership, trust, financial management and quality of services provided, how would you rate the Manawātū District Council for its overall reputation? n=398
2. Excludes Don't knows

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



## Enquiry Handling (continued)



Scores with % 6-10	2024	2023	2022	2021	Māori	Non-Māori
Quality of services	74%	75%	80%	83%	71%	75%
Leadership	66%	67% ▼	74%	72%	44% ▼	68%
Trust	60%	65%	70%	64%	36% ▼	64%
Financial management	51% ▼	63%	66%	60%	40%	52% ▼

Scores with % 6-10	Northern Community	Southern Community	Feilding
Quality of services	70%	65%	80%
Leadership	64%	58%	69%
Trust	61%	50%	65%
Financial management	48%	41% ▼	56%

- *The quality of the services and facilities Council provide* is highly rated by residents at 74%.
- *Financial management* remains the lowest-rated attribute related to the Council’s *Image and reputation*, with a significant year-on-year decrease from 63% to 51%. This has also been identified as an area for improvement.

NOTES:

1. REP1. Being committed to creating a great district, how it promotes economic development, being in touch with the community and setting clear direction... overall how would you rate the Council for its vision and leadership? n=348
2. REP2. Next I'd like you to think about how open and transparent Council is, how council can be relied on to act honestly and fairly, and their ability to work in the best interests of the district? Overall how would you rate the Council in terms of the trust you have in them? n=378
3. REP3. Now thinking about the Council’s financial management – how appropriately it invests in the district, how wisely it spends and avoids waste, and its transparency around spending. How would you rate the Council overall for its financial management? n=315
4. REP4. And thinking about all the services and infrastructure the Council provides, how would you rate them for the quality of the services and facilities they provide? n=411
5. Excludes Don't knows

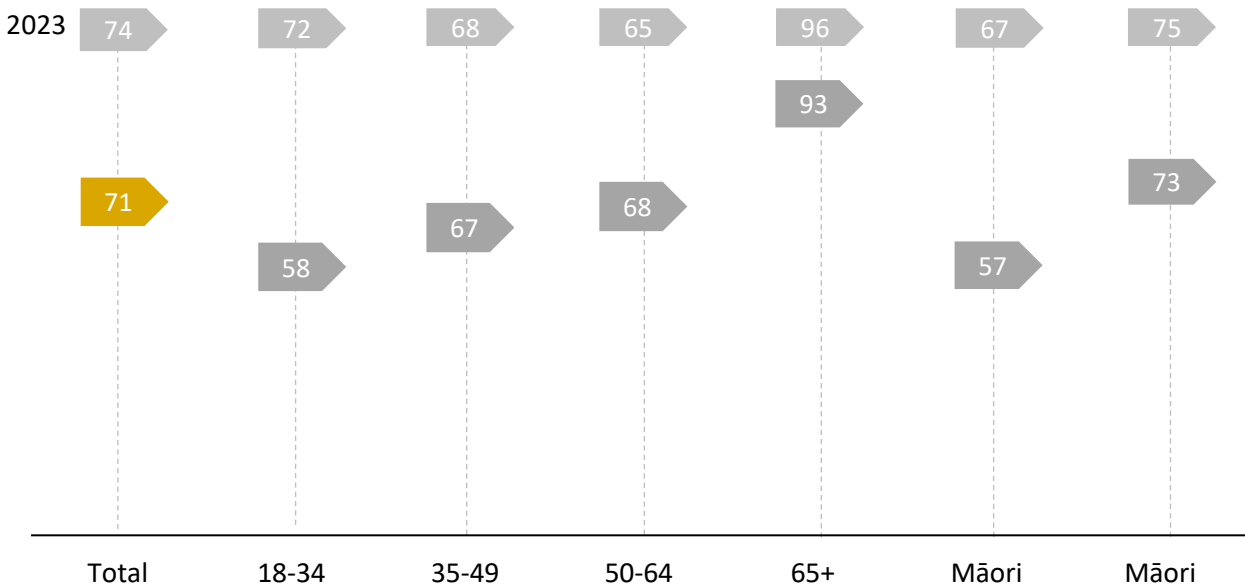
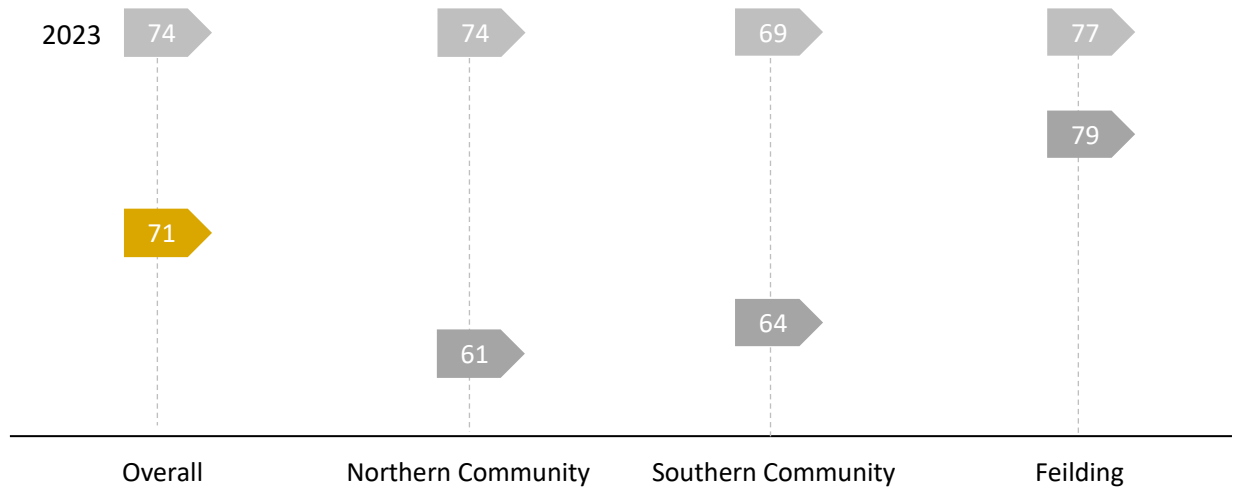
▲ Significantly higher  
▼ Significantly lower  
▲ Significantly higher  
▼ Significantly lower

## Reputation Benchmark Score

Despite a 3-point decrease, the Manawātū District Council’s Reputation benchmark score remains within the ‘Acceptable’ range at +71.

**Key:**

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

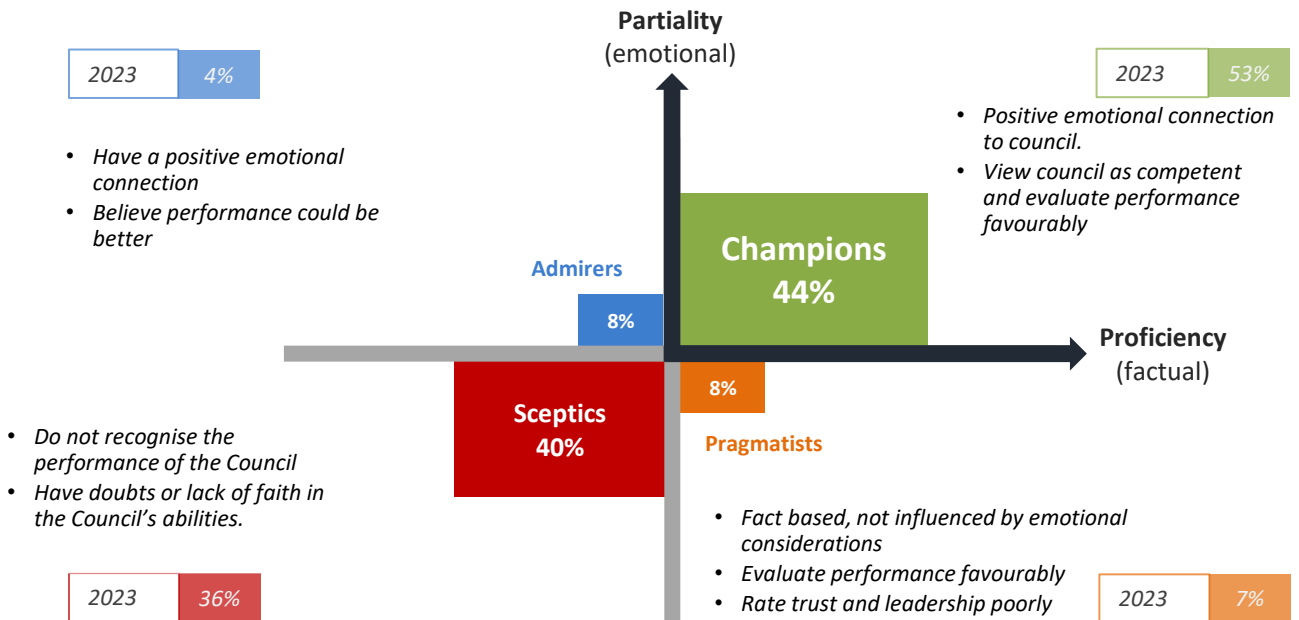


NOTES:

1. REP5. So considering, leadership, trust, financial management and quality of services provided, how would you rate the Manawātū District Council for its overall reputation? n=398
2. The benchmark is calculated by rescaling the overall reputation measure to a new scale between -50 and +150 to improve granularity for the purpose of benchmarking

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

## Reputation profile



- There has been a shift amongst residents, with a decrease of 9% points in the number of *Champions*. In contrast, *Sceptics* have experienced an increase of 4% points, indicating a shift in residents' attitudes.

- More than half of the residents who identified as Māori do not recognize the Council's performance and have doubts or lack faith in the Council's abilities (*Sceptics*, 52%). In contrast, many non-Māori residents are identified as *Champions* (47%).

- Residents in rural communities (Northern 50%, Southern 52%) are more likely to be identified as *Sceptics* than Feilding residents (33%).
- In contrast, Feilding (53%) are more likely to be identified as *Champions*.
- The majority of younger residents aged 18-34 years are identified as *Sceptics* (60%) while just over a quarter of are identified as *Champions* (28%).

- A similar percentage of residents compared to last year are considered *Pragmatists* (8%). This group bases its perception of the Council on facts rather than emotions. While they evaluate the Council's performance favourably, they rate trust and leadership poorly.

NOTES:

1. Total sample: 2023 n=491; 2024 n=501
2. Segments have been determined using the results from a set of five overall level questions

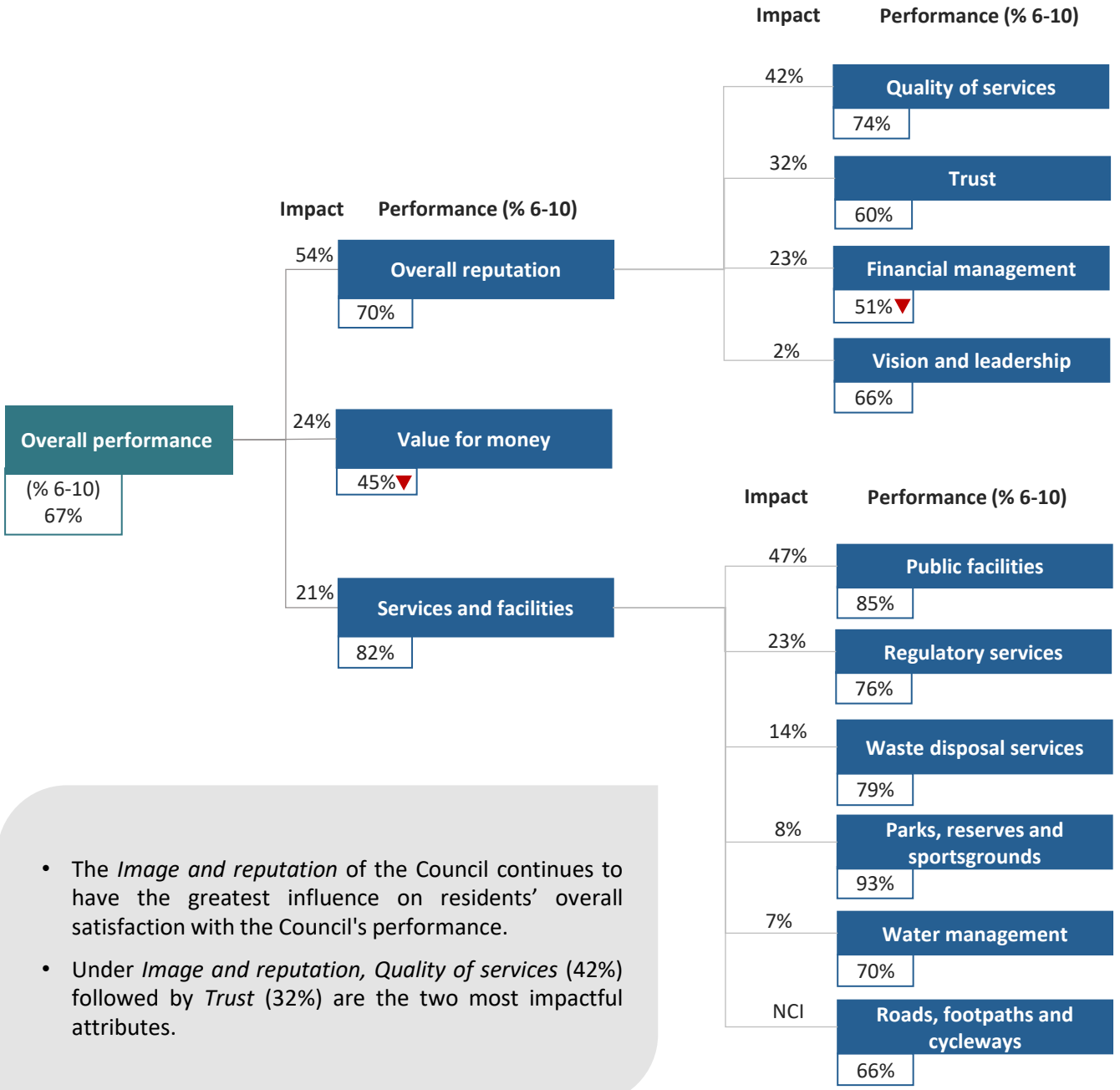




# Drivers of Satisfaction



## Drivers of satisfaction with Manawātū District Council



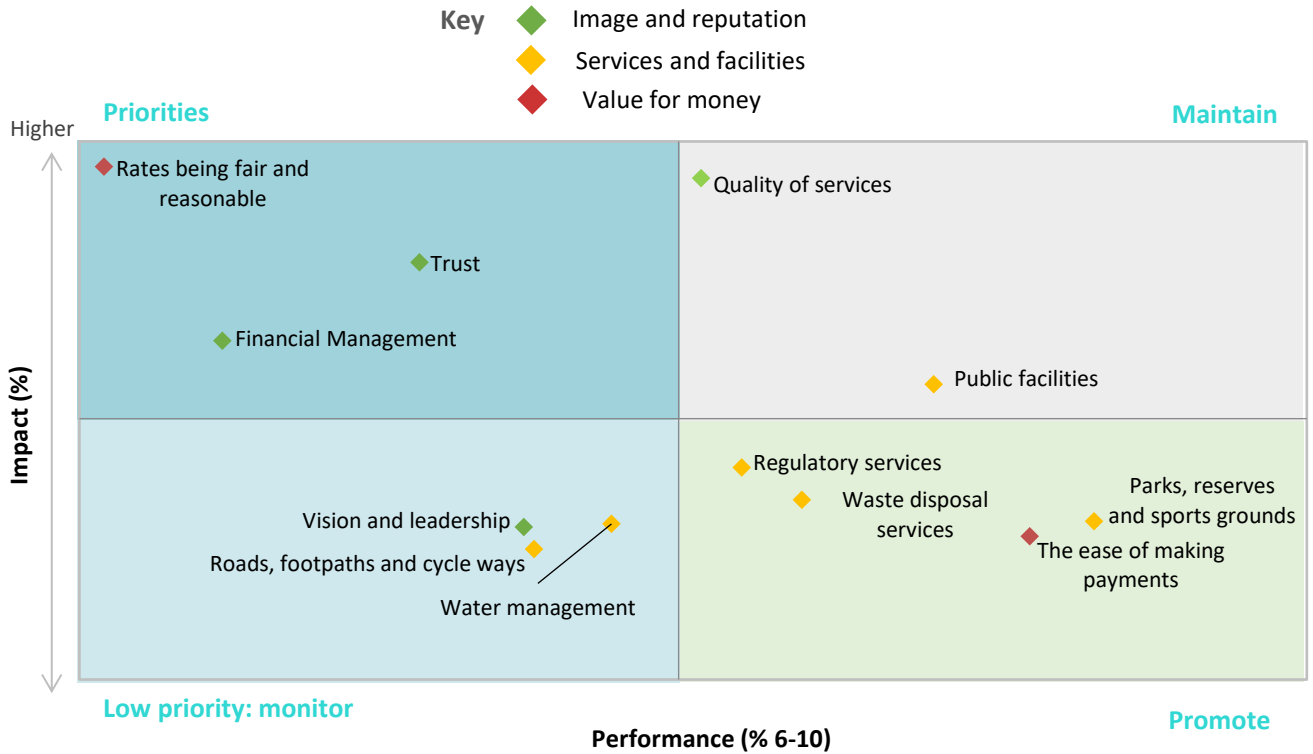
- The *Image and reputation* of the Council continues to have the greatest influence on residents' overall satisfaction with the Council's performance.
- Under *Image and reputation*, *Quality of services* (42%) followed by *Trust* (32%) are the two most impactful attributes.

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

NOTES:

1. Total sample: 2024 n=501; 2023 n=491 Excludes Don't know

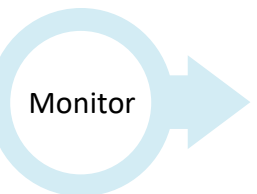
## Opportunities and Priorities: Overall Measures



- *Value for money* and *Financial management*, particularly regarding *Rates being fair and reasonable*, are the main priorities for the Council to address. Residents raise concerns about the high rates, and expect services and facilities to reflect the rates they pay. Consistent with 2023, residents want to see fair services extended to rural areas, as they do not perceive money being spent on facilities and services outside of Feilding.
- *Trust* is a second priority for Council to focus on. This aspect is considered important to residents, and demonstrates a relatively low performance.



- Some of the higher rated areas include *Regulatory services*, *Waste disposal services*, *Parks, reserves and sports grounds* and *The ease of making payments*.



- There are some areas of performance that show low satisfaction. However, at the moment they also have a low impact on *Overall performance*. Monitoring *Vision and leadership*, *Overall roads, footpaths and cycleways*, and *Water management*, and trying to make some improvements before these shift into *Priorities* is important for the Council to manage future risks.

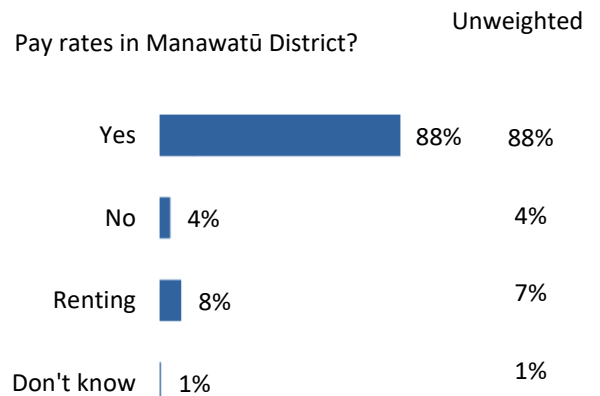
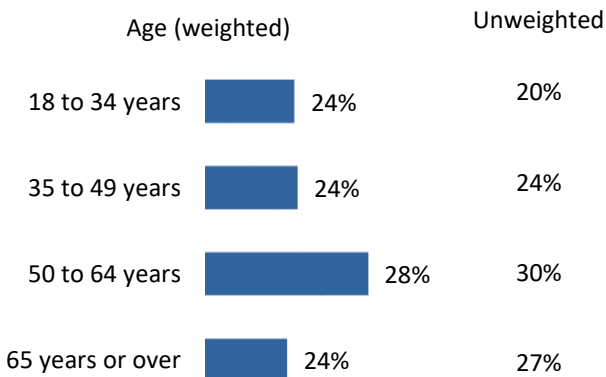
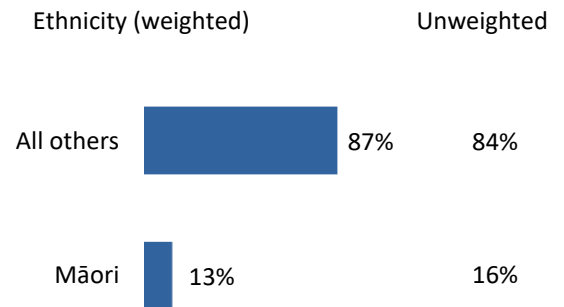
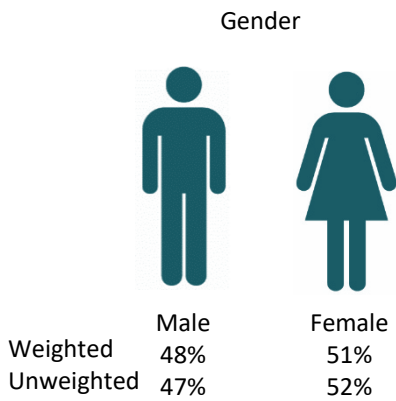
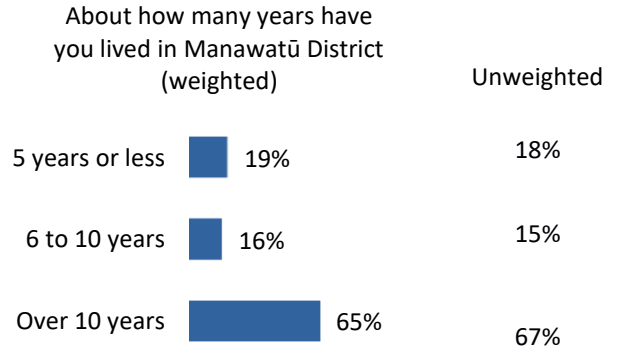
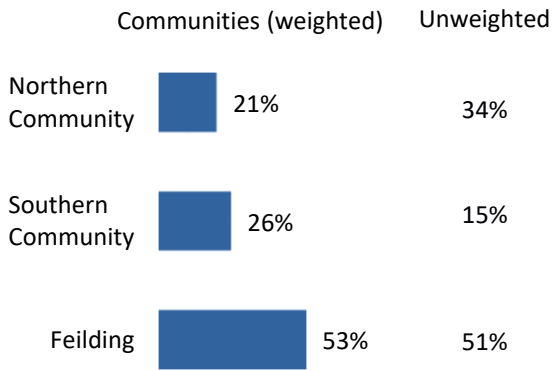
**NOTES:**

1. Total sample : 2023 n=491, 2022 n=596 Excludes Don't know



# Sample Profile

## Sample profile







## Head Office

**Telephone:** + 64 7 575 6900

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

**Website:** [www.keyresearch.co.nz](http://www.keyresearch.co.nz)

### DISCLAIMER

The information in this report is presented in good faith and on the basis that neither Key Research, nor its employees are liable (whether by reason of error, omission, negligence, lack of care or otherwise) to any person for any damage or loss that has occurred or may occur in relation to that person taking or not taking (as the case may be) action in respect of the information or advice given.