



# South Wairarapa District Council 2021 Residents' Perception Survey



**SOUTH WAIRARAPA  
DISTRICT COUNCIL**  
*Kia Reretahi Tātau*

Report | September 2021



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## Background, Objectives and Method

### Background

South Wairarapa District Council has an ongoing need to measure how satisfied residents are with the resources, services and facilities provided by Council, and to identify improvement opportunities that will be valued by the community.

### Research Objectives

- To provide a robust measure of satisfaction with South Wairarapa District Council's performance in relation to service delivery.
- To establish perceptions of various services, infrastructure and facilities provided by Council.
- To provide insights into how Council can best invest its resources to improve residents' satisfaction with its overall performance.
- To provide benchmarking of performance for South Wairarapa District Council compared to other similar authorities.

### Method

- A mixed method approach to data collection, consisting of a postal invitation to an online survey, along with a hard copy survey component was used. The invite was sent to a random selection of 3,000 residents aged 18 years or older across the South Wairarapa district. Those who are 65 years and older were provided with an invite letter containing an embedded link to the online version of the survey and paper survey questionnaire. Residents younger than 65 years old were provided with a letter containing an embedded link to the online version of the survey without a paper questionnaire. Additional paper questionnaires were provided on demand. A follow up reminder postcard was sent to all non-respondents two weeks prior to the survey closure date.
- A total of 3000 invitations were sent to the residents. 751 responses were collected between 16 June 2021 and 16 July 2021 with the response rate of 25%.
- The questionnaire was designed in consultation with South Wairarapa 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 assessment of reputation and knowledge of Council's activities.
- Post data collection, the sample has been weighted so it is exactly 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 +/- 3.45%.
- The margins of error associated with subgroups will be larger than this as the results become less precise as the sample size shrinks. Thus, results associated with particularly small sample sizes should be read with caution.

### Notes

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





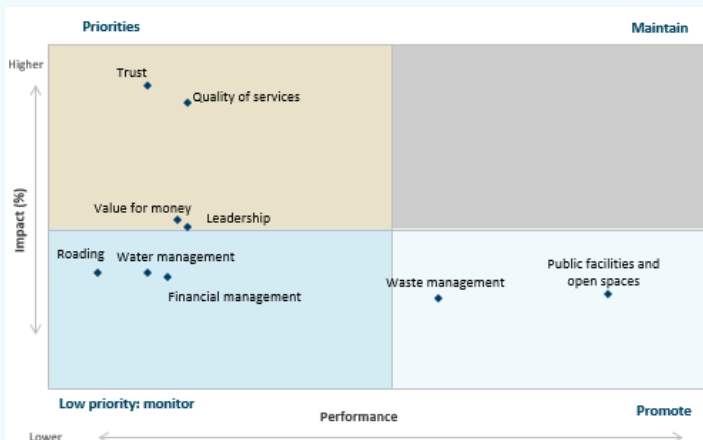
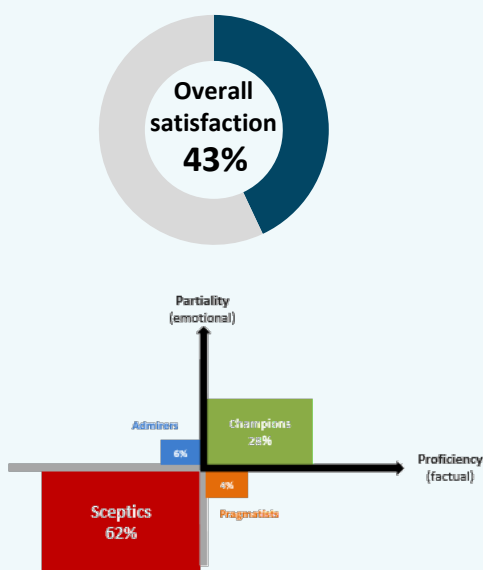
# Executive summary



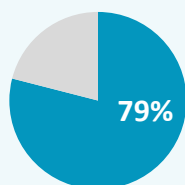
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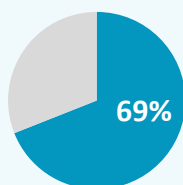
## Key Findings



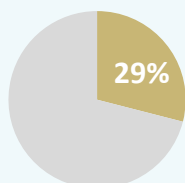
### Community facilities and open spaces



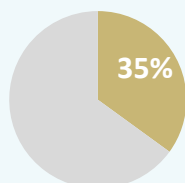
### Waste water



### Stormwater system



### Roadings infrastructure



Over four in ten residents (43%) are satisfied with Council's performance. Lower scores are mostly driven by the residents from Featherston (just 29% of residents feel satisfied with the Council), while other wards have a significantly higher perception of the Council's performance.

Looking at the reputation benchmark (46) and reputation profile with 62% of 'Sceptics' there is a lack of trust and support of Council. While the reputation profile is quite strong for the older residents (65+) and those from Greytown and Martinborough, residents who identify as Māori, as well as those residing in Featherston show the least support.

*Reputation* has the strongest influence on the overall evaluation of Council's performance (74%), followed by *Core service deliverables* (14%) and *Value for money* (12%). The key priorities for the Council include *Financial management* and perception of *Trust*. Verbatim comments left by the respondents indicate that disagreement with how rates are spent, as well as not enough consultation with the public are the main reasons for rating these two areas poorly. Focusing on these two metrics will help increase residents' overall perception the most.

Perception of *Stormwater system* and *Roadings infrastructure* are the areas with the lowest performance and the areas from which the most comments from the open-ended questions were collected. There were comments about rural road maintenance, as well as the condition of footpaths which was recorded in both roadings and water management sections.

The perception of *Community facilities and open spaces* is the highest area of performance (79%), followed by *Waste management* (69%).

Over eight out of ten residents are satisfied with Parks, reserves and open spaces (84%), district's libraries (90%), and playgrounds (82%).

## Overall measures (showing proportion of respondents scoring %7-10)

		2021 (Satisfied %7-10)
CF4	Overall community facilities and open spaces	79%
WTR4_2	Overall wastewater system	69%
WST2	Overall waste management	62%
INT4	Overall handling the enquiry	58%
SFI1	Overall services, facilities and infrastructure	48%
WTR3_3	Overall water supply	45%
OP1	Overall performance	43%
REP5	Overall reputation	38%
VM1	Value for money	36%
RF2	Overall roading related infrastructure	35%
WTR6	Overall water management	33%
WTR5_2	Overall stormwater systems	29%

## Overall measures (showing proportion of respondents scoring %7-10)

		2021 (Satisfied/agree %7-10)
CF2_1	Libraries	90%
CF3_1	Library: Opening hours	86%
CF3_2	Library: Providing relevant and up-to-date books and services	84%
CF2_3	Parks, reserves and open spaces	84%
CF2_4	Council maintained playgrounds	82%
CF2_7	Cemeteries	82%
CF2_5	Council maintained sportsfields	82%
INT3	Convenience of making enquiry	78%
WST1_1	Kerbside recycling collection	77%
WTR4_1	The reliability of the wastewater system	74%
CF2_2	The public swimming pools	73%
WST6	Support a change to the wheelie bin collection	72%
CF2_6	Public toilets	69%
WST1_3	Cleanliness of the streets in general	67%
WST1_4	Refuse collection and disposal meets needs of the community	65%
WST1_2	Litter control	63%
OT1	Image of the closest town centre	63%
WTR3_1	The reliability of the water supply	59%
GV2_4	You can easily contact a Council member to raise an issue or problem	54%
GV3_1	Accessibility of the Mayor and councillors	51%
RF1_2	Condition and maintenance of urban roads in the district	48%
WTR3_2	Quality of the water, including odour, taste and colour	48%



## Overall measures (showing proportion of respondents scoring %7-10)

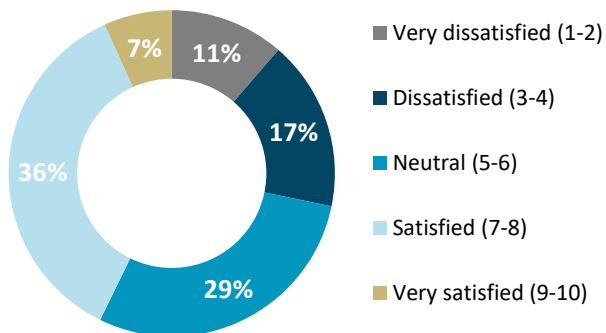
		2021 (Satisfied/agree %7-10)
GV3_2	Advocacy and leadership of the Mayor and Councillors	40%
GV2_1	There are adequate opportunities to participate in decision-making	40%
REP4	Quality of the services	37%
GV2_3	The community board effectively advocates on behalf of their community	37%
REP1	Leadership	37%
RF1_1	Condition and maintenance of rural roads in the district	36%
GV2_2	There are adequate opportunities to have a say in Council activities	36%
GV4_2	Māori culture and te reo is appropriately recognised and visible in the district	35%
GV2_5	Mayor and councillors give a fair hearing to the residents' views	35%
RF1_3	Footpaths in the district	34%
REP2	Trust	33%
GV3_3	Council's decisions and actions	31%
GV3_4	The way Council involves the public in the decisions it makes	31%
WTR5_1	Keeping roads and pavements free from flooding	29%
REP3	Financial management	28%
GV4_1	Mana whenua and Council have a strong relationship	28%
GV4_3	The use and protection of the district's resources for the future is appropriate	27%



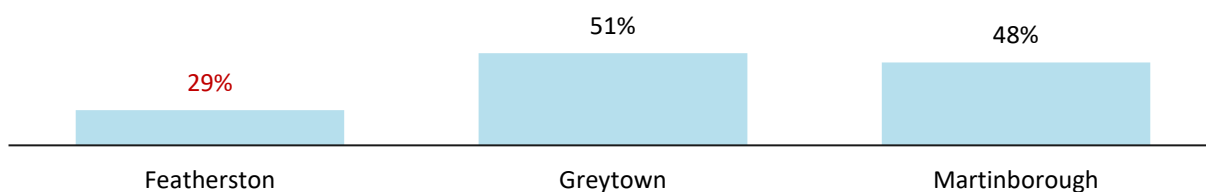
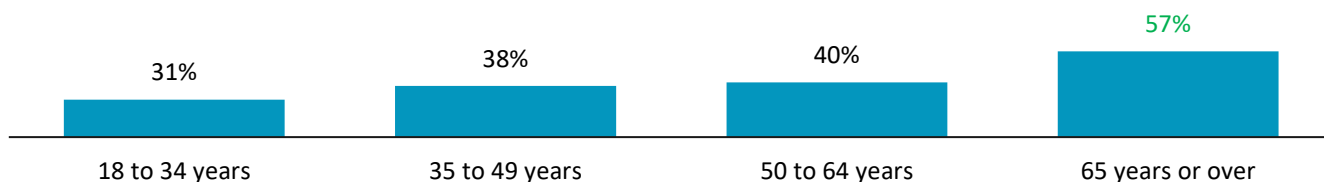


# Overall Satisfaction with the Council

## Overall performance



- Just over two in five of the residents (43%) are satisfied with South Wairarapa District Council's *Overall performance*.
- Māori residents are significantly less likely to be satisfied with Council's performance compared with Non-Māori residents.



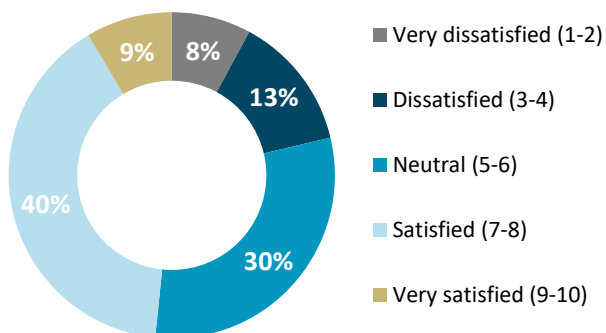
- Older residents are more likely to be satisfied overall than younger members of the population.
- Residents from Featherston are least likely to rate Council's performance higher with less than three in ten respondents being satisfied (29%).

### NOTES:

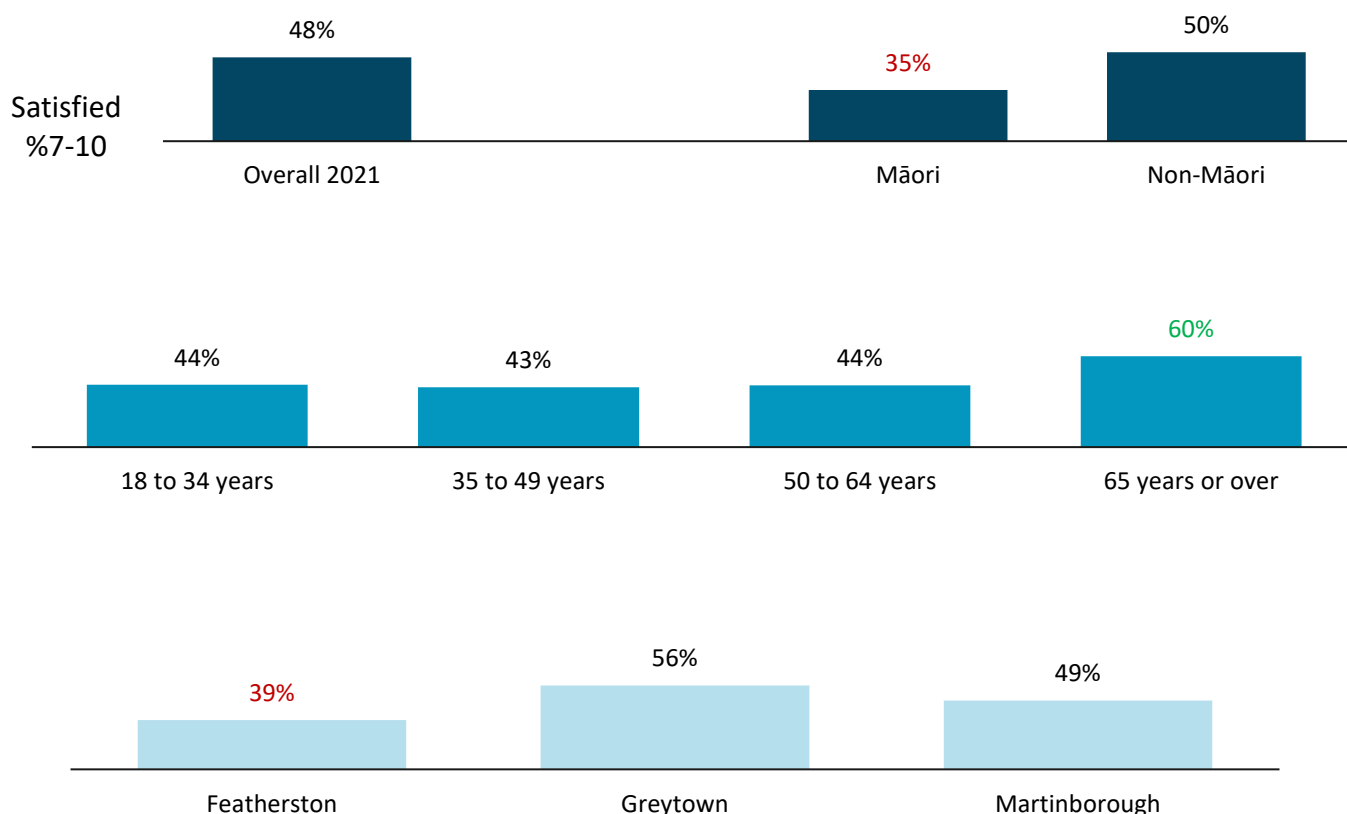
- Sample: 2021 n=751; Excludes don't know responses.
- OP1. And thinking about everything we have discussed about the Council; how it communicates and involves residents, the services and facilities it provides, its reputation and the value for money that you receive. How would you rate your overall satisfaction with the South Wairarapa District Council? n=727

**Between demographics**  
Significantly higher  
Significantly lower

## Overall services, facilities and infrastructure



- Close to half of the residents (48%) are satisfied with *Core service deliverables* (or *Overall Services, facilities and infrastructure*).
- 27% of the respondents in the general comments mentioned Council's lack of focus on the *Core service deliverables*.



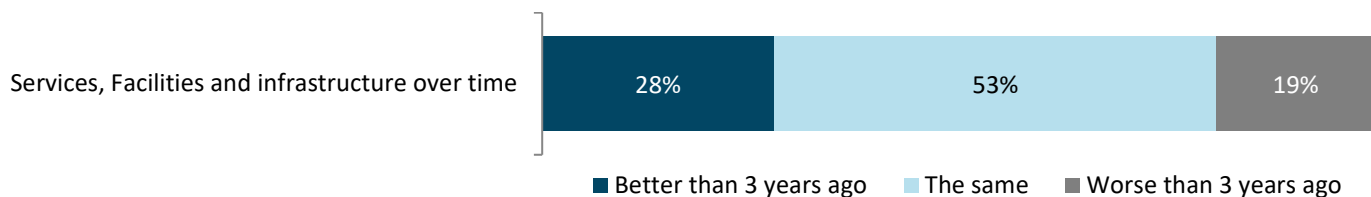
- Residents who identify as Māori, as well as those residing in Featherston are those least satisfied in this area with 35% and 39% satisfaction respectively.

### NOTES:

1. Sample: 2021 n=751; Excludes don't know responses.
2. SFI1. Thinking overall about all SERVICES, FACILITIES AND INFRASTRUCTURE, such as water management, roading, waste management, how would you rate your satisfaction with Council's performance in relation to all of these types of services that it provides for the community? n=728

**Between demographics**  
Significantly higher  
Significantly lower

## Improvements over time



Scores with % 7-10	2021	Māori	Non-Māori
Better than 3 years ago	28%	19%	29%
The same	53%	56%	53%
Worse than 3 years ago	19%	24%	18%

Scores with % 7-10	18-34 yo	35-49 yo	50-64 yo	65+ yo
Better than 3 years ago	34%	31%	19%	31%
The same	48%	50%	59%	52%
Worse than 3 years ago	19%	19%	22%	16%

Scores with % 7-10	Featherston	Greytown	Martinborough
Better than 3 years ago	23%	25%	35%
The same	61%	53%	46%
Worse than 3 years ago	16%	23%	19%

- Considering improvements within *Services, facilities and infrastructure* in the past three years, over half of the residents (53%) consider there has been no change.
- This feeling is particularly strong among Featherston residents (61%) and those aged 50-64 years (59%).
- At the same time, residents from Martinborough have a more positive outlook with 35% (highest across all demographics) stating that *Services, facilities and infrastructure* have improved in the past three years.

### NOTES:

1. Sample: 2021 n=751; Excludes don't know responses.
2. SF12. Thinking about all Council-managed SERVICES, FACILITIES AND INFRASTRUCTURE, what best describes changes in the South Wairarapa District in the past three years? n=589

Between demographics

Significantly higher

Significantly lower





# Reputation profile



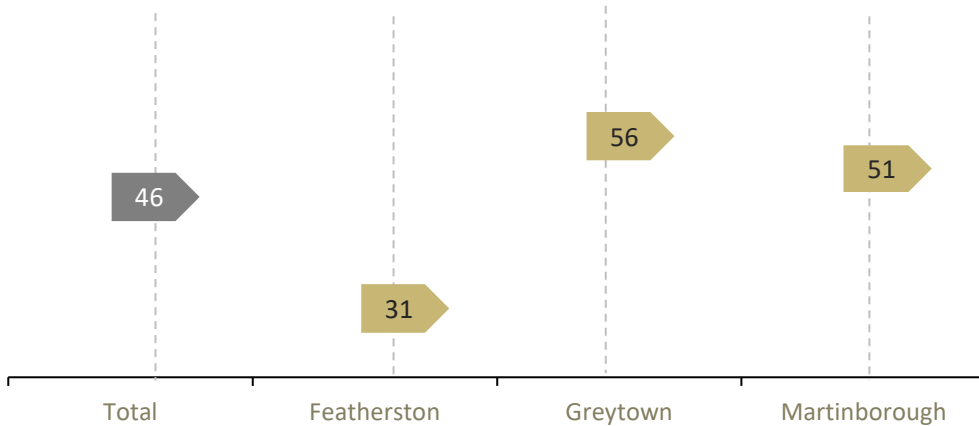
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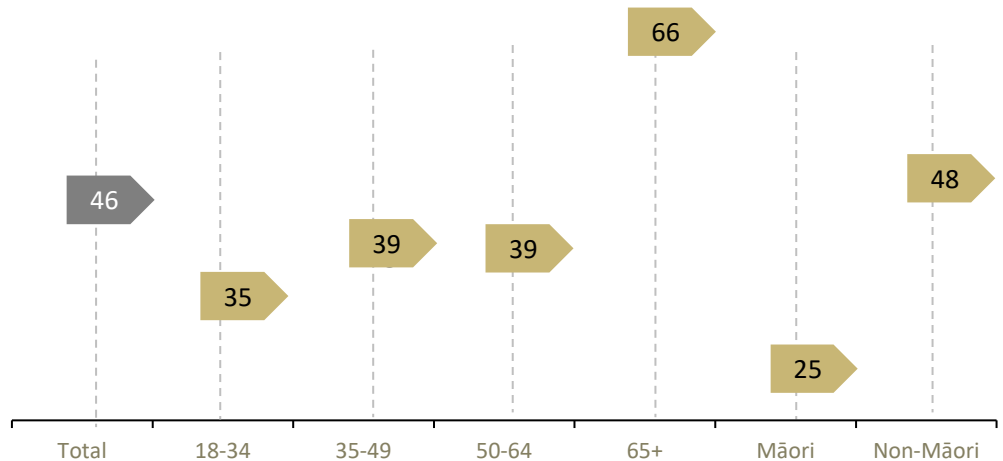
## Reputation Benchmarks

- Reputation benchmark is calculated by rescaling the *Overall reputation* measure to a new scale between -50 and +150 to improve granularity of the results.
- The benchmarking is done among different demographic groups to identify the communities that are least/most supportive of the Council.

- The reputation profile has a score of 46 overall, which is considered 'Poor'.
- Featherston has the lowest benchmark of 31, while Greytown has the highest with 56, which is close to the average acceptable reputation.



- Overall, groups that support Council the most include those residents aged over 65 years (66) and non-Māori residents (48).
- Residents aged 18-34 and those who identify as Māori have the lowest reputation benchmark at 35 and 25 respectively.



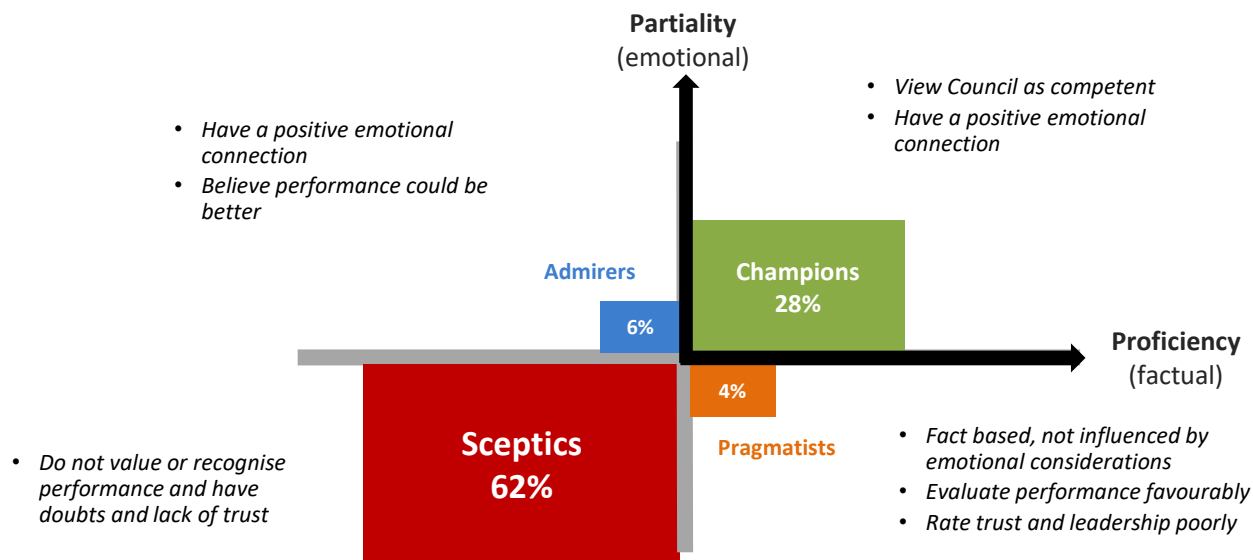
### Key:

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

### NOTES:

1. Sample: 2021 n=751; Excludes 'Don't know' responses
2. REP5: So, everything considered (i.e., leadership, trust, financial management, and quality of services provided) how would you rate the South Wairarapa District Council for its overall reputation?
3. The benchmark is calculated by rescaling the overall reputation measure to a new scale between -50 and +150 to improve granularity for the purpose of benchmarking

## Reputation Profile



28% of the residents are 'Champions' of the District Council, while over six in ten (62%) are 'Sceptics'. The reputation profile shows that there is a considerably higher proportion of residents who have doubts in decision making and show a lack of trust towards the leadership.

Greytown Ward has the strongest reputation profile with 35% of 'Champions' and just 54% of 'Sceptics'. However, residents from Featherston Ward and Martinborough tend to have a lack of trust and not value Council as much. There are 72% of 'Sceptics' in Featherston and 60% in Martinborough.

Māori residents are significantly more likely to be 'Sceptics' (77%) than other ethnicities (60%) and also have a significantly lower proportion of 'Champions' (16% to 29%)

Residents aged over 65 have the smallest proportion of 'Sceptics' (45%) and the largest proportion of 'Champions' (45%). Those aged 35-49 years show the least support for the Council with 73% of 'Sceptics' and just 18% of 'Champions'

### NOTES:

1. Sample: 2021 n=751; Excludes don't know responses.
2. REP1. Thinking about how Council is committed to creating a great district, how it looks after the cultural, economic, environmental, and social well-being of the district, being in touch with the community and setting clear direction, overall, how would you rate the Council for its leadership and performance? n=675
3. REP2. Thinking 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 faith and trust you have in them? n=654
4. REP3. Now thinking about the Council's financial management – how Council allocates rates/funds to be spent on the services and facilities provided, and its transparency around spending, how would you rate the Council overall for its financial management? n=564
5. REP4. When you think about everything that Council does, how would you rate the Council for the quality of the services they provide to the South Wairarapa district? n=681
6. REP5. So, everything considered (i.e., leadership, trust, financial management, and quality of services provided) how would you rate the South Wairarapa District Council for its overall reputation? n=686

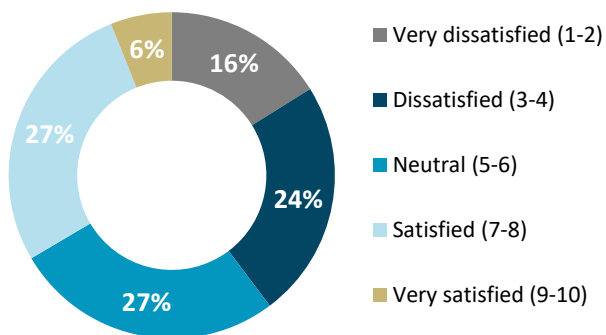




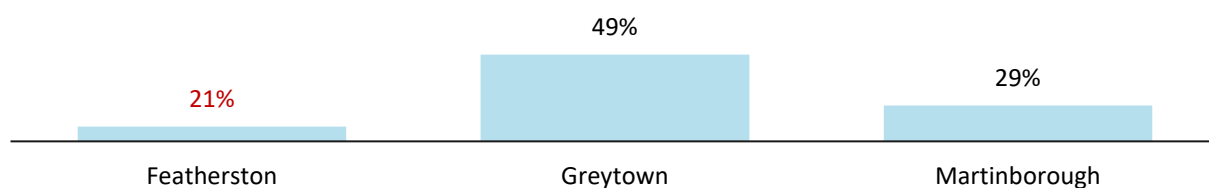
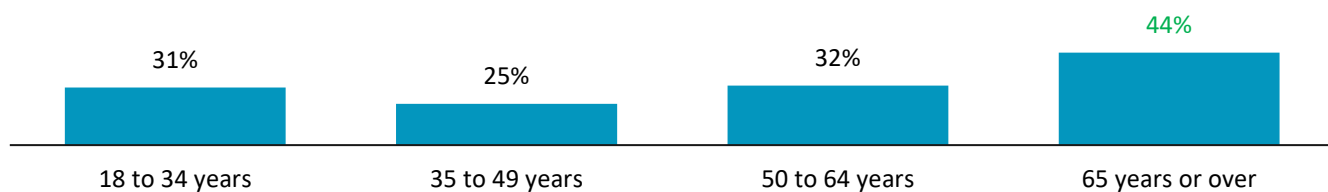
Three waters: water supply, sewage and stormwater



## Overall water management



- Perception of *Overall Water management* is low with just 33% of the residents being satisfied.
- Upgrade of the infrastructure (56%) and maintenance (37%) are the most commonly mentioned improvement opportunities in this area.



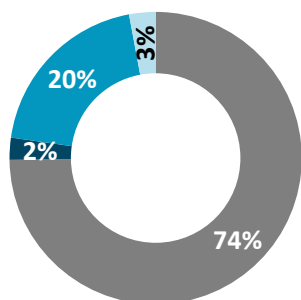
- Residents who identify as Māori, as well as those residing in Featherston are least satisfied in this area with 22% and 21% satisfaction respectively.

### NOTES:

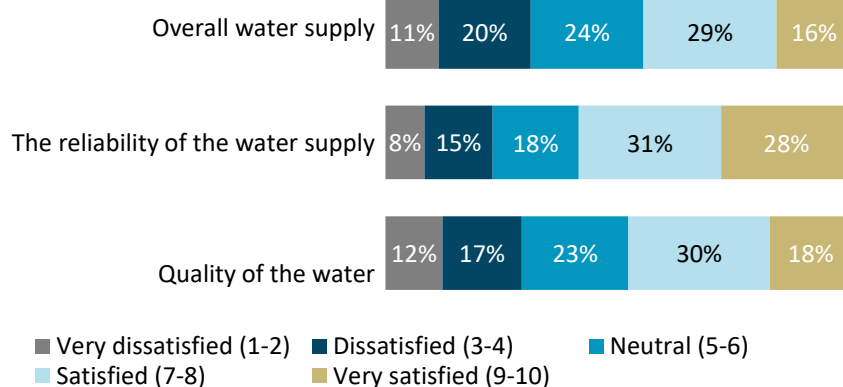
1. Sample: 2021 n=751; Excludes don't know responses.
2. WTR6 And OVERALL, when you think about the supply of water, the management and disposal of stormwater, and disposal of wastewater, how would you rate your satisfaction with Council overall for its WATER MANAGEMENT in the District? n=697

**Between demographics**  
Significantly higher  
Significantly lower

## Water management: water supply



- A town / city supply
- A rural water scheme
- Your own collection system
- Other



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

Scores 7-10	2021	Māori	Non-Māori
Overall water supply	45%	39%	45%
The reliability of the water supply	59%	50%	59%
Quality of the water	42%	44%	48%

Scores 7-10	Featherston	Greytown	Martinborough
Overall water supply	44%	62%	26%
The reliability of the water supply	54%	70%	50%
Quality of the water	50%	68%	23%

- Two thirds of residents (74%) are connected to the town water supply with one in five (20%) using their own water collection systems.
- Residents from Greytown evaluated *Water supply* quite high with 70% satisfied with the *Reliability* and 68% satisfied with the *Water quality*.
- However, residents from Martinborough are especially concerned about the *Water quality* with just under one in four (23%) satisfied.

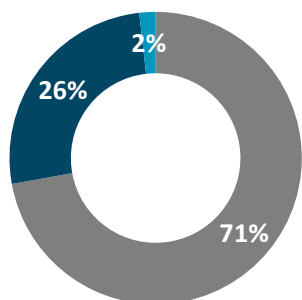
### NOTES:

- Sample: 2021 n=751; Excludes don't know responses.
- WTR1 Which of the following best describes your water supply connection? n=743
- WTR3. Thinking about the water supply, how would you rate your satisfaction with... n=580

### Between demographics

Significantly higher  
Significantly lower

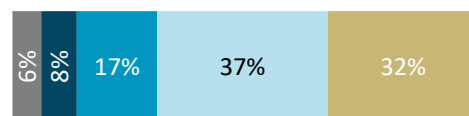
## Water management: wastewater system



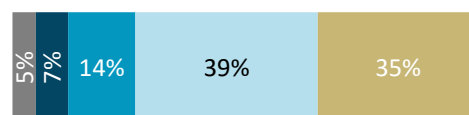
■ Connection to the town wastewater system  
■ Your own septic tank  
■ Other



Overall wastewater system



The reliability of the wastewater system



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

Scores 7-10	2021	Māori	Non-Māori
Overall wastewater system	69%	51%	71%
The reliability of the wastewater system	74%	56%	76%

Scores 7-10	Featherston	Greytown	Martinborough
Overall wastewater system	56%	79%	71%
The reliability of the wastewater system	64%	82%	74%

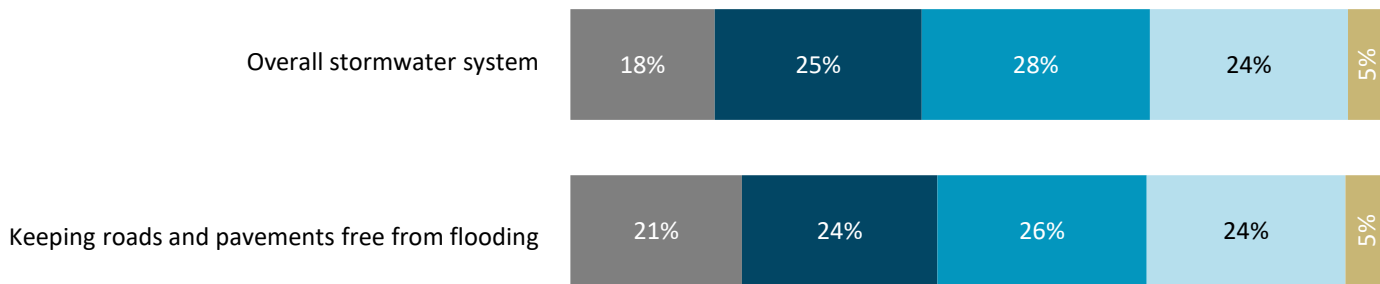
- The *Wastewater system* and *its Reliability* are evaluated highly among residents with three in four (74%) satisfied with the *Wastewater system overall* and just under seven in ten (69%) satisfied with the *Reliability*.
- Satisfaction is the highest for Greytown residents (82% for *Reliability* and 79% for overall *Wastewater system*) and lowest for Featherston with just over half (56%) of the residents being satisfied overall.

### NOTES:

- Sample: 2021 n=751; Excludes don't know responses..
- WTR2 .Which of the following best describes the wastewater system you use? n=737
- WTR4. Thinking about the Council's management of its wastewater system, how would you rate your satisfaction with... n=522

Between demographics  
Significantly higher  
Significantly lower

## Water management: stormwater system



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

Scores 7-10	2021	Māori	Non-Māori
Overall stormwater system	29%	31%	30%
Keeping roads and pavements free from flooding	29%	25%	30%

Scores 7-10	Featherston	Greytown	Martinborough
Overall stormwater system	15%	44%	27%
Keeping roads and pavements free from flooding	15%	43%	28%

- *Stormwater system* is the lowest rated area of Council's performance with just 29% being satisfied.
- Residents in Featherston are especially concerned about the possibility of flooding with just over one in ten (15%) residents satisfied with *Stormwater system overall* and *Keeping roads and pavements from flooding*.

### NOTES:

1. Sample: 2021 n=751; Excludes don't know responses..
2. WTR5. Thinking about stormwater management in the district, how would you rate your satisfaction with... n=720

Between demographics

Significantly higher

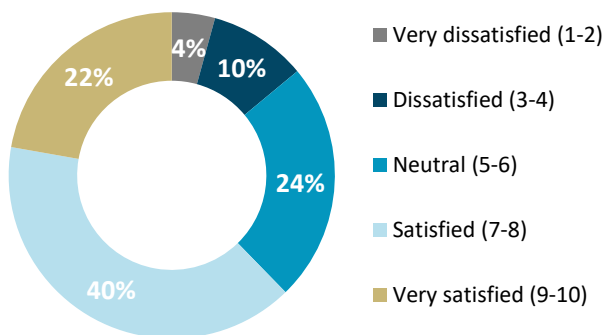
Significantly lower



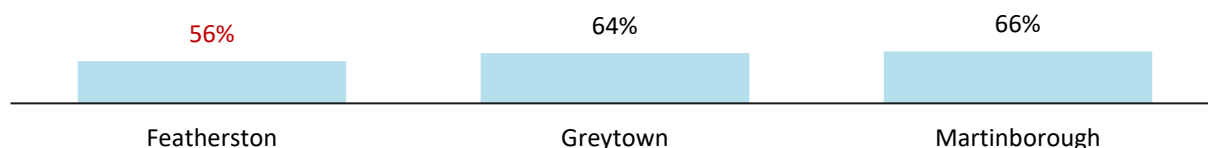
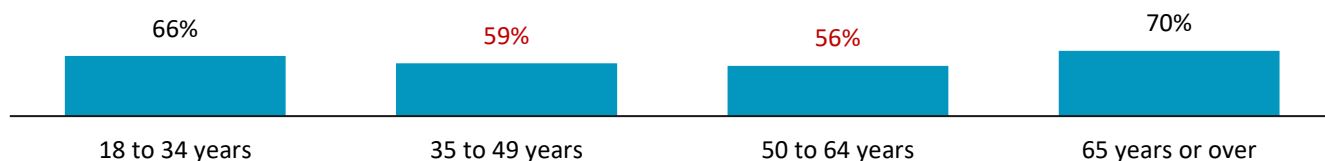


# Waste management and waste minimisation

## Overall waste management



- Close to two in three residents (62%) are satisfied with the way Council manages waste.
- Satisfaction is significantly higher among the non-Māori residents, as well as those aged over 65 years.



- Greytown (64%) and Martinborough (66%) residents are satisfied with the *Waste management* provided by Council.
- However, just 56% of the residents from Featherston are satisfied with the *Waste management* in their area.
- Based on the comments, the area for Council to focus on the most is *Recycling* (25%).

### NOTES:

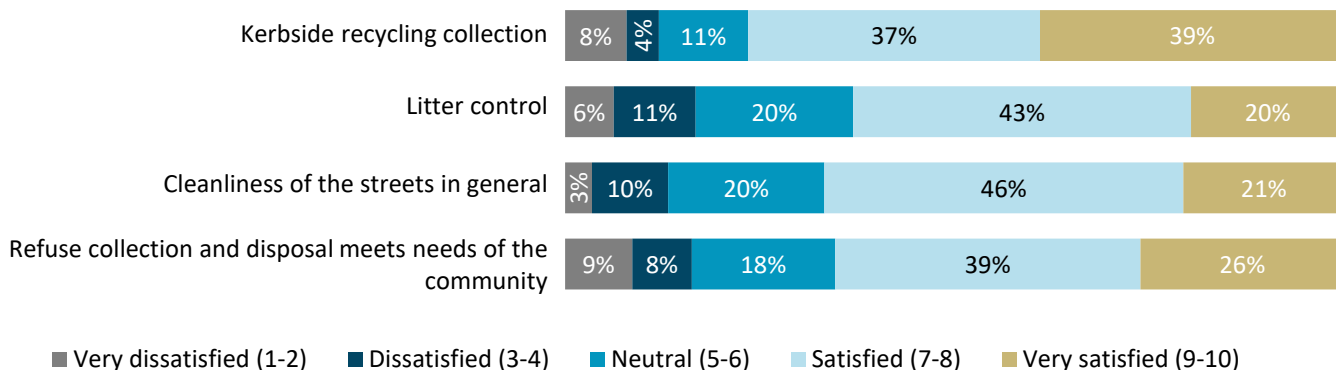
1. Sample: 2021 n=751; Excludes don't know responses.
2. WST2. Everything considered, how satisfied are you with the WASTE MANAGEMENT within South Wairarapa District? n=720

Between demographics

Significantly higher

Significantly lower

## Satisfaction with waste management



Scores with % 7-10	2021	Māori	Non-Māori
Kerbside recycling collection	77%	57%	79%
Litter control	63%	52%	64%
Cleanliness of the streets in general	67%	58%	68%
Refuse collection and disposal meets needs of the community	65%	43%	68%

Scores with % 7-10	18-34 yo	35-49 yo	50-64 yo	65+ yo
Kerbside recycling collection	76%	68%	72%	90%
Litter control	64%	61%	62%	65%
Cleanliness of the streets in general	67%	66%	66%	68%
Refuse collection and disposal meets needs of the community	63%	58%	61%	77%

Scores with % 7-10	Featherston	Greytown	Martinborough
Kerbside recycling collection	67%	79%	83%
Litter control	53%	71%	64%
Cleanliness of the streets in general	58%	73%	69%
Refuse collection and disposal meets needs of the community	56%	67%	72%

- *Kerbside recycling* is an area that is rated the highest among the residents overall (77%).
- *Refuse collection and disposal meets needs of the community* is the area that is perceived as the lowest by the residents (65%).
- 20% of the respondents who have left a comment regarding improvement opportunities mentioned *Better tip site open hours / keep recycling centre / improve road / improve tip*.

### NOTES:

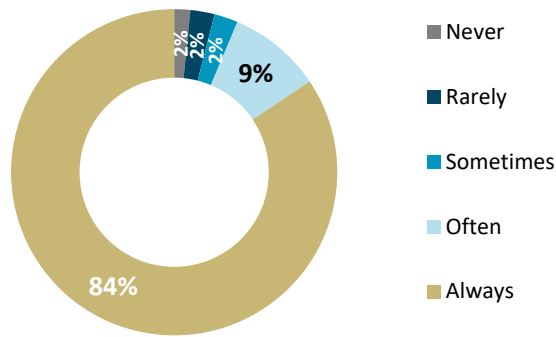
1. Sample: 2021 n=751; Excludes don't know responses.
2. WST1. How satisfied are you with each of the following? n=732

Between demographics

Significantly higher

Significantly lower

## Waste minimisation



Scores with % 7-10	2021	Māori	Non-Māori
Always	84%	78%	85%
Often	9%	13%	9%
Sometimes	2%	2%	2%
Rarely	2%	5%	2%
Never	2%	2%	1%

Scores with % 7-10	18-34 yo	35-49 yo	50-64 yo	65+ yo
Always	79%	84%	83%	90%
Often	13%	7%	12%	6%
Sometimes	3%	3%	2%	2%
Rarely	3%	4%	2%	1%
Never	2%	2%	1%	1%

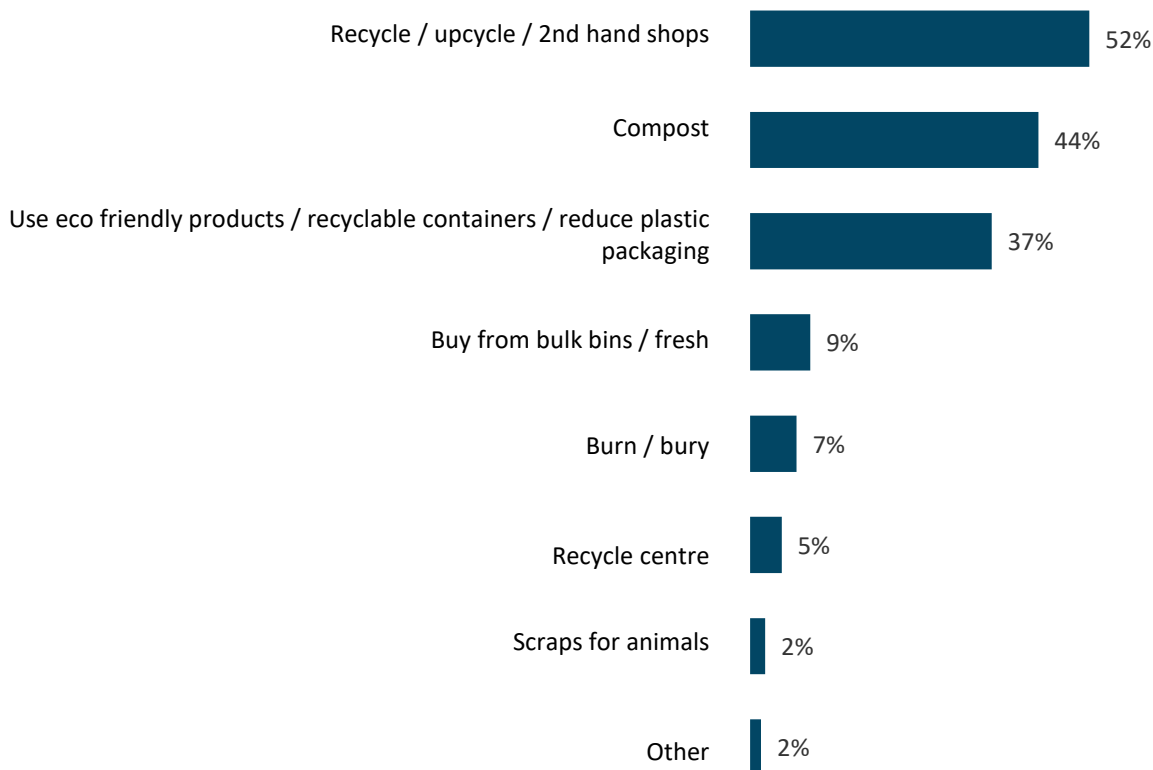
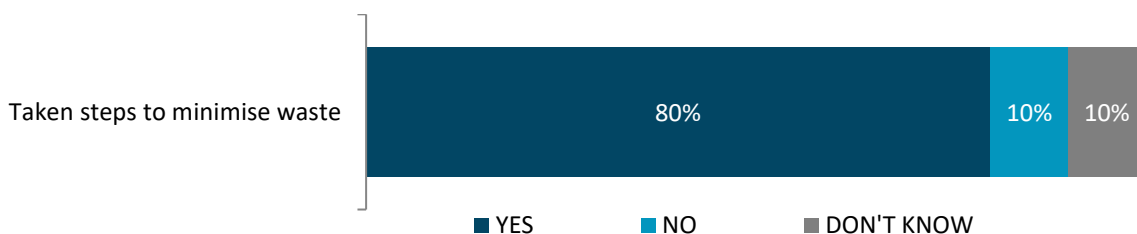
Scores with % 7-10	Featherston	Greytown	Martinborough
Always	83%	81%	90%
Often	9%	11%	8%
Sometimes	4%	2%	1%
Rarely	3%	4%	1%
Never	1%	2%	1%

- When it comes to waste minimisation, South Wairarapa residents are very conscious about recycling. Almost everyone (93%) separates their household recycle waste 'Always' or 'Often' with just 2% 'Never' separating their recycling.
- The proportion of residents who recycle is high across all age groups, ethnicities and areas.

### NOTES:

1. Sample: 2021 n=751; Excludes don't know responses.
2. WST4. Does your household recycle waste, e.g. separate glass and plastic from general waste? n=742

## Steps taken to minimise the waste going to landfill



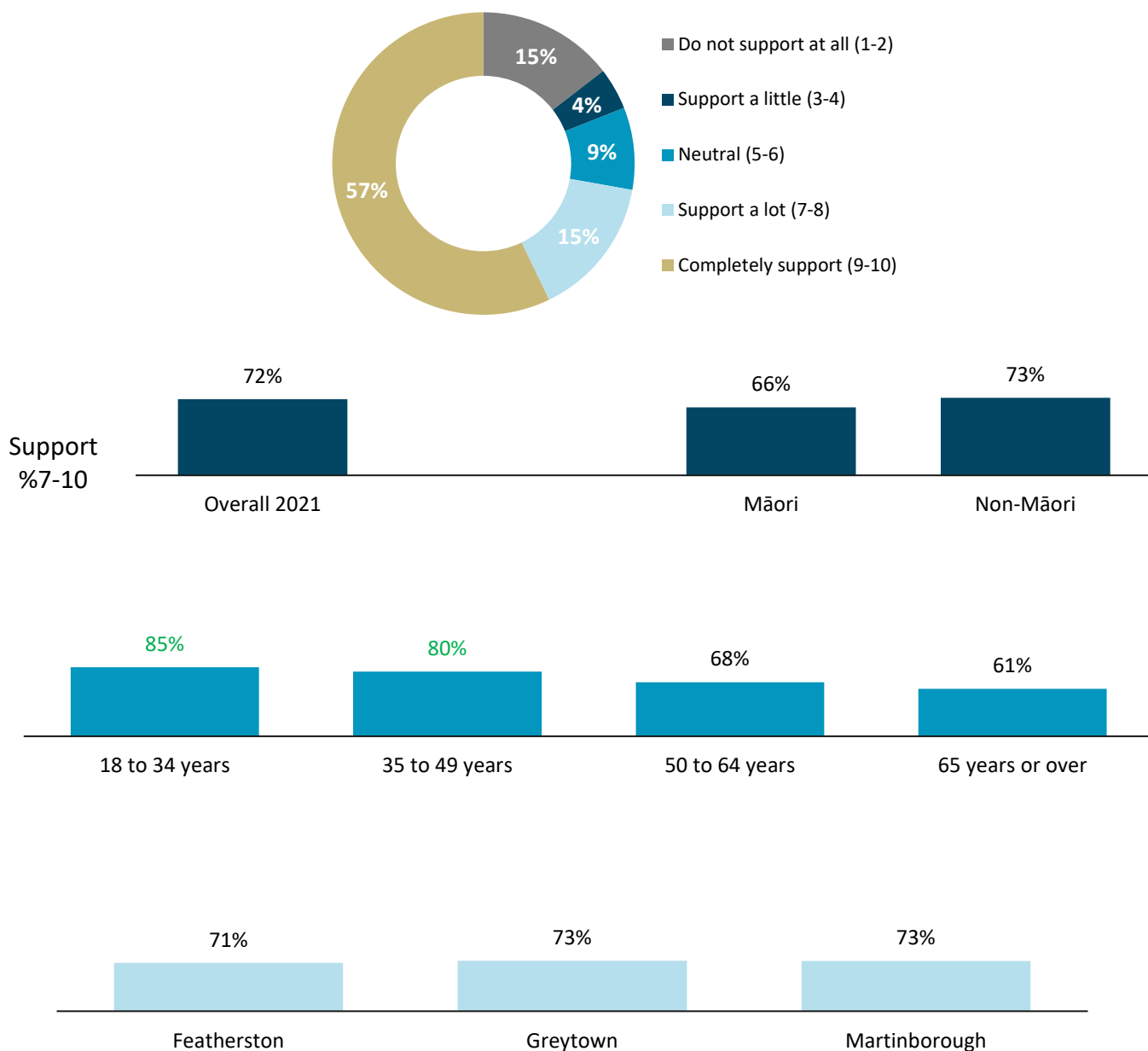
- Four in five residents have taken steps to minimise their household waste.
- The most common ways to minimise the waste going to landfill include *Recycling/upcycling/2nd hand shops* (52%), *Composting* (44%) and generally *Using more eco-friendly products and packaging* (37%).

### NOTES:

1. Sample: 2021 n=751; Excludes don't know responses.
2. WST5. Have you taken any steps to minimise the amount of waste going to landfill? n=735
3. WST5\_Other. If yes, what are they? n=559



## Support a change to the wheelie bin collection



- Over seven in ten residents (72%) support a change to the wheelie bin collection.
- Younger residents (18-49) are generally more supportive of the change than older age groups. This is more likely due to several concerns, such as increase in rates, not having enough waste to use the larger wheelie bins and general difficulties for the retirees taking wheelie bins to the kerbside.

### NOTES:

1. Sample: 2021 n=751; Excludes don't know responses.
2. WST6. On the scale 1-10 where 1 is do not support at all and 10 is completely support, would you support a change to the wheelie bin waste collection to replace the yellow bags? n=645

Between demographics

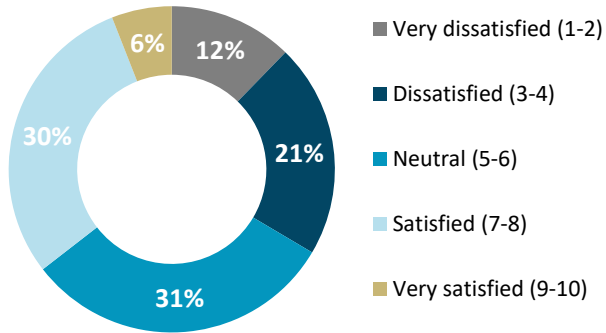
Significantly higher

Significantly lower

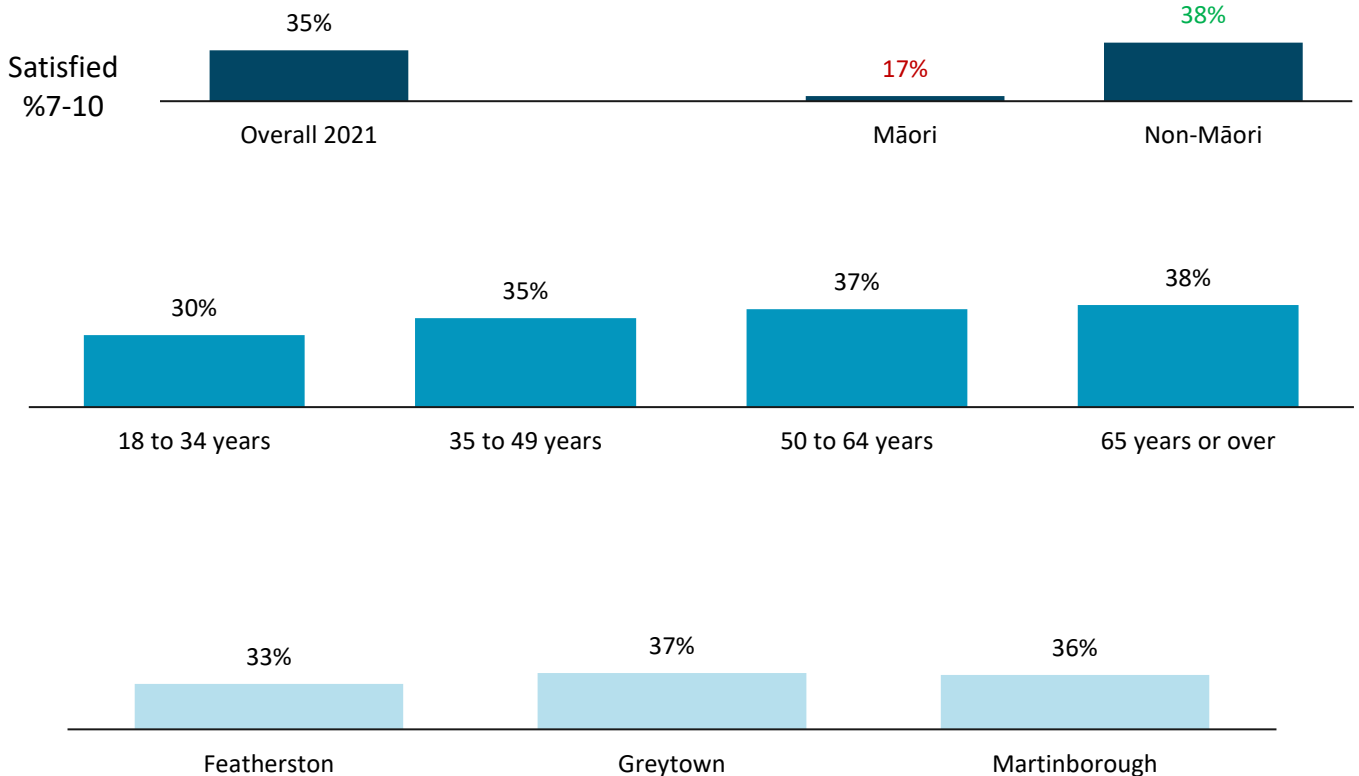


# Roads and footpaths

## Overall roading related infrastructure



- 35% of residents are satisfied with the *Roading infrastructure in the district*.
- There is a significant gap in roading perception among Māori and non-Māori residents. Just 17% of Māori residents are satisfied compared with 38% for other ethnicities and 35% overall.



- Satisfaction is fairly consistent across different age groups and wards.

### NOTES:

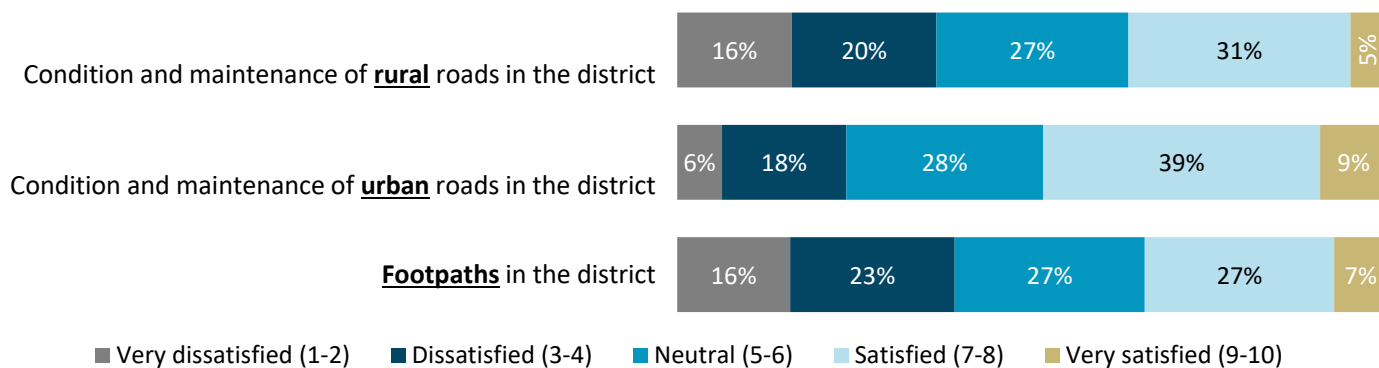
1. Sample: 2021 n=751; Excludes don't know responses.
2. RF2 Everything considered, how satisfied are you with the roading related infrastructure and how this is maintained? n=722

Between demographics

Significantly higher

Significantly lower

## Roads, footpaths and cycleways



Scores with % 7-10	2021	Māori	Non-Māori
Condition and maintenance of <b>rural</b> roads in the district	36%	27%	38%
Condition and maintenance of <b>urban</b> roads in the district	48%	40%	50%
<b>Footpaths</b> in the district	34%	31%	35%

Scores with % 7-10	Featherston	Greytown	Martinborough
Condition and maintenance of <b>rural</b> roads in the district	30%	42%	37%
Condition and maintenance of <b>urban</b> roads in the district	43%	51%	51%
<b>Footpaths</b> in the district	26%	38%	39%

- *Footpaths in the district* and *Condition and maintenance of rural roads* in particular are areas of residents' concerns.
- This is reflected in the comments left by the respondents: 68% mentioned *Roads need maintenance / potholes / sealing, use better seal / grading, need more grading / roads wider* with a further 51% noting *Footpath upgrades / maintenance / lightening / need more or extend footpaths*.
- Roading is evaluated especially low by Featherston residents.

### NOTES:

1. Sample: 2021 n=751; Excludes don't know responses.
2. RF1. 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=727

### Between demographics

Significantly higher  
Significantly lower

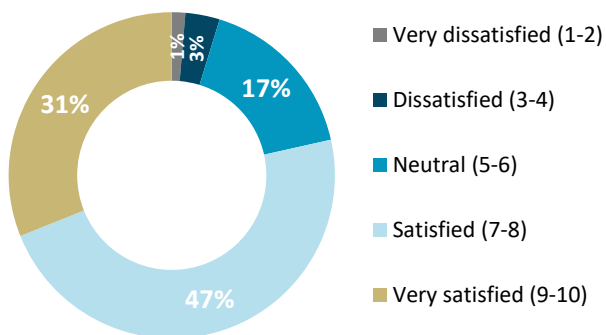




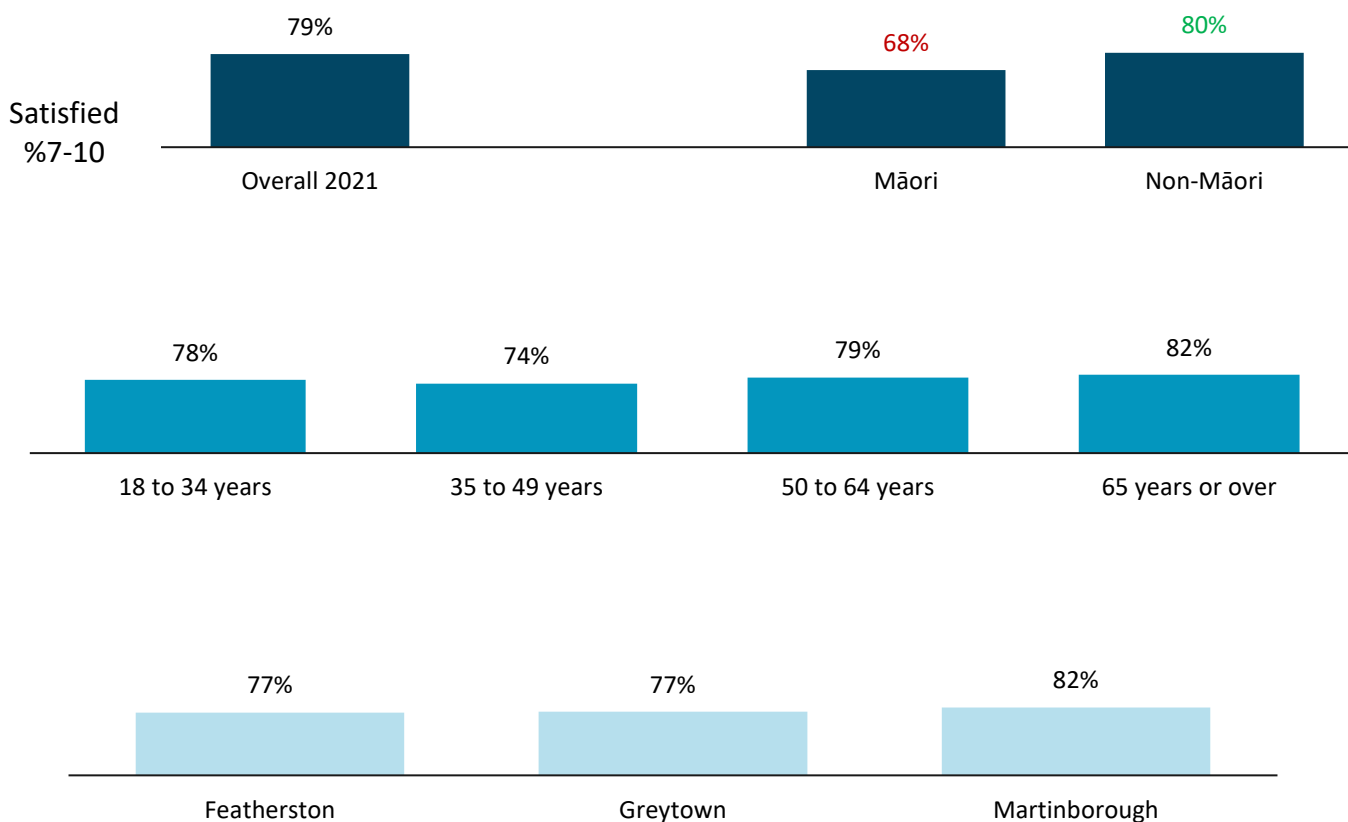
Public facilities and services



## Overall community facilities and open spaces



- Community facilities and open spaces managed by Council is one of the highest performing areas with four in five residents (79%) satisfied.



- Satisfaction remains high across different age groups, ethnicities and wards.

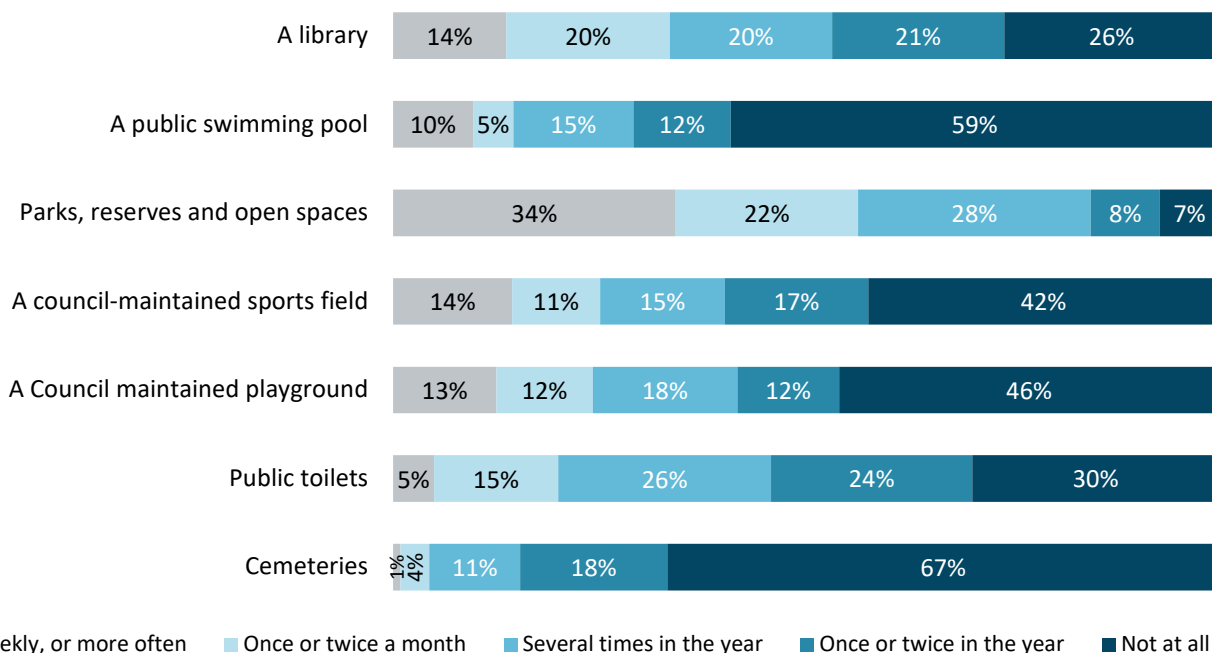
### NOTES:

- Sample: 2021 n=751; Excludes don't know responses.
- CF4. When you consider COMMUNITY FACILITIES AND OPEN SPACES provided by Council including how well they are maintained, the opening hours and where applicable the cost to use these, how would you rate your satisfaction with the COMMUNITY FACILITIES AND OPEN SPACES that are provided? n=655

**Between demographics**  
Significantly higher  
Significantly lower

## Use of elective community facilities and open spaces

'Users' In last 12 months	2021
A library	74%
A public swimming pool	41%
Parks, reserves and open spaces	93%
A council-maintained sports field	58%
A Council maintained playground	54%
Public toilets	70%
Cemeteries	33%



- Usage and visitation is especially high (93% and 74% respectively) when it comes to *Parks, reserves and open spaces*, as well as *Libraries*.

### NOTES:

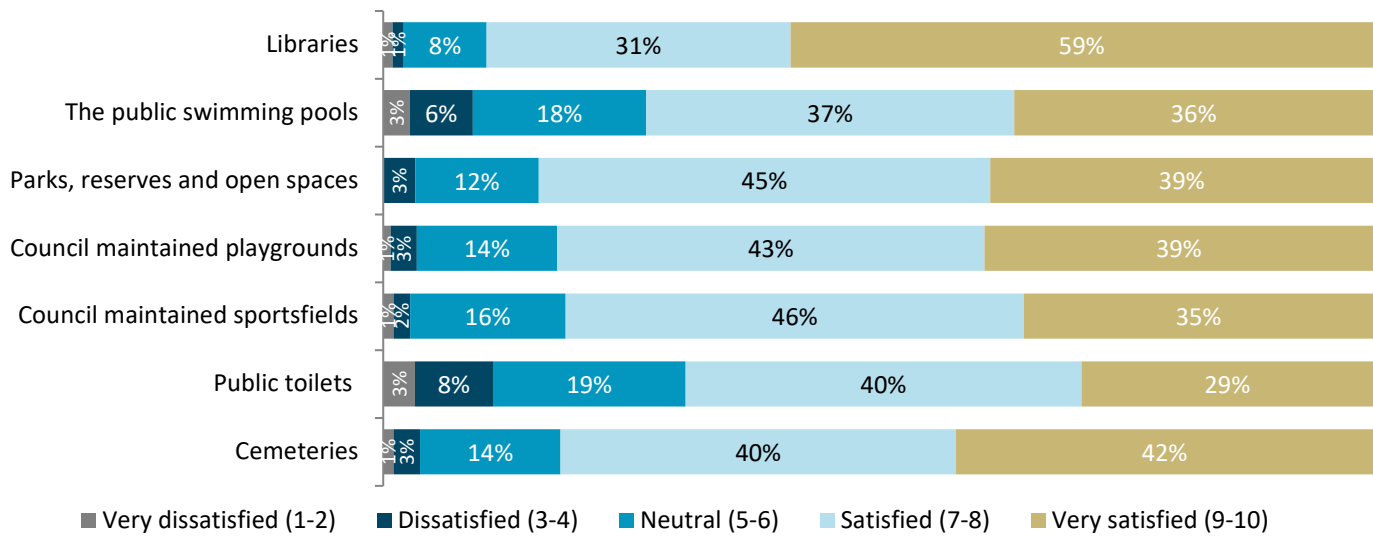
- Sample: 2021 n=751; Excludes don't know responses.
- CF1. In the last 12 months, about how frequently have you visited or used each of the following

Between demographics

Significantly higher

Significantly lower

## Satisfaction with the community facilities and open spaces (Overall)



Scores with % 7-10	2021	18-34 yo	35-49 yo	50-64 yo	65+ yo
Libraries	90%	87%	92%	88%	91%
The public swimming pools	73%	70%	78%	67%	80%
Parks, reserves and open spaces	84%	81%	81%	87%	87%
Council maintained playgrounds	82%	77%	80%	88%	84%
Council maintained sportsfields	82%	77%	82%	82%	85%
Public toilets	69%	58%	62%	74%	81%
Cemeteries	82%	82%	73%	81%	87%

Scores with % 7-10	Māori	Non-Māori	Featherston	Greytown	Martinborough
Libraries	86%	90%	91%	91%	85%
The public swimming pools	71%	74%	76%	75%	69%
Parks, reserves and open spaces	81%	84%	80%	87%	85%
Council maintained playgrounds	76%	84%	82%	81%	84%
Council maintained sportsfields	78%	82%	77%	83%	84%
Public toilets	59%	71%	59%	76%	74%
Cemeteries	81%	82%	77%	84%	86%

- *Public toilets* is the area that is perceived the lowest among residents (69% are satisfied).
- *Public toilets* are evaluated especially low by those aged 18-49 and by those residing in Featherston.

### NOTES:

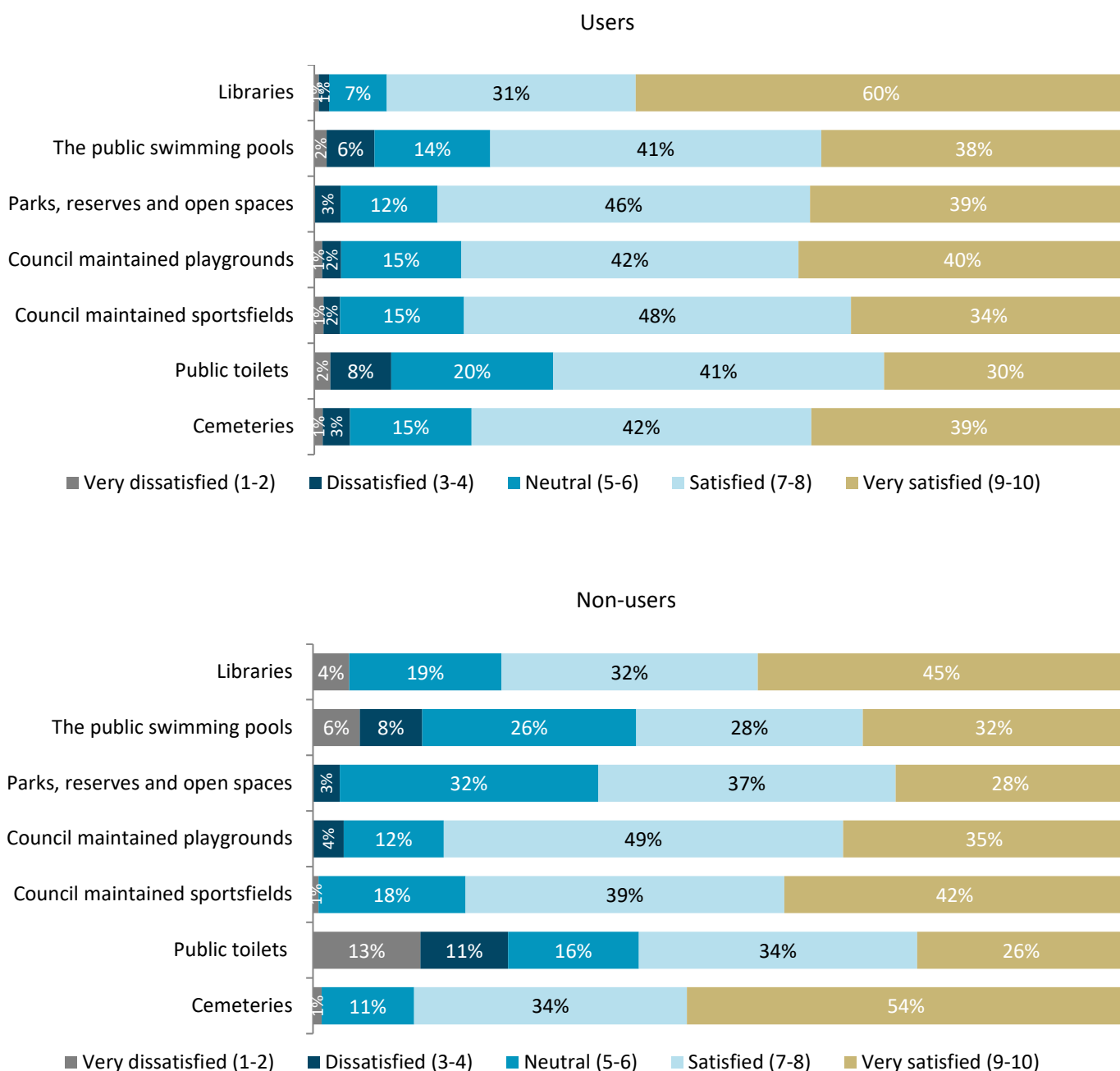
1. Sample: 2021 n=751; Excludes don't know responses.
2. CF2. Based on your experience or impressions, how would you rate your overall satisfaction with each of the following facilities? n=655

Between demographics

Significantly higher

Significantly lower

## Satisfaction with the elective community facilities and open spaces (Users vs. non-users)



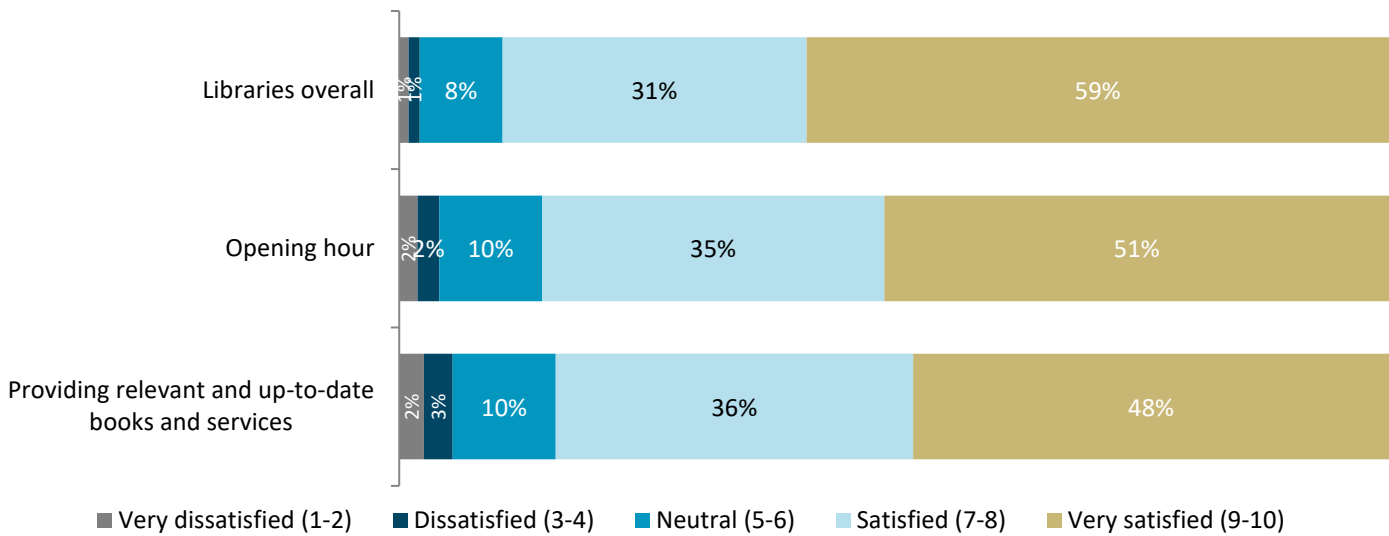
- There is a positive trend with residents who use the elective services and facilities being considerably more satisfied with them than those who don't.
- This is especially significant for the district's *Libraries* (91% for users vs 77% for non-users).
- However, satisfaction with the *Playgrounds* remains high among both users (82%) and non-users (84%)

### NOTES:

1. Sample: 2021 n=751; Excludes don't know responses.
2. CF2. Based on your experience or impressions, how would you rate your overall satisfaction with each of the following facilities? n=655



## Satisfaction with the library services



Scores with % 7-10	2021	18-34 yo	35-49 yo	50-64 yo	65+ yo
Libraries overall	90%	87%	92%	88%	91%
Opening hour	86%	83%	79%	88%	91%
Providing relevant and up-to-date books and services	84%	79%	84%	86%	86%

Scores with % 7-10	Māori	Non-Māori	Featherston	Greytown	Martinborough
Libraries overall	86%	90%	91%	91%	85%
Opening hour	79%	86%	86%	86%	85%
Providing relevant and up-to-date books and services	74%	85%	84%	83%	86%

- Residents evaluate all areas of the *Libraries* quite high.
- However, Māori residents have a lower perception of *Providing relevant and up-to-date books and services* (74%), compared with 84% overall.

### NOTES:

- Sample: 2021 n=751; Excludes don't know responses.
- CF3. Thinking about libraries, how satisfied are you with... n=551

Between demographics

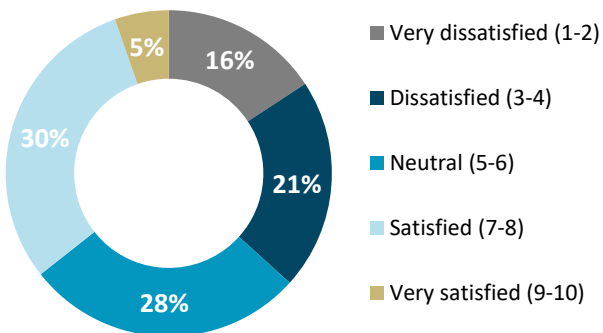
Significantly higher

Significantly lower

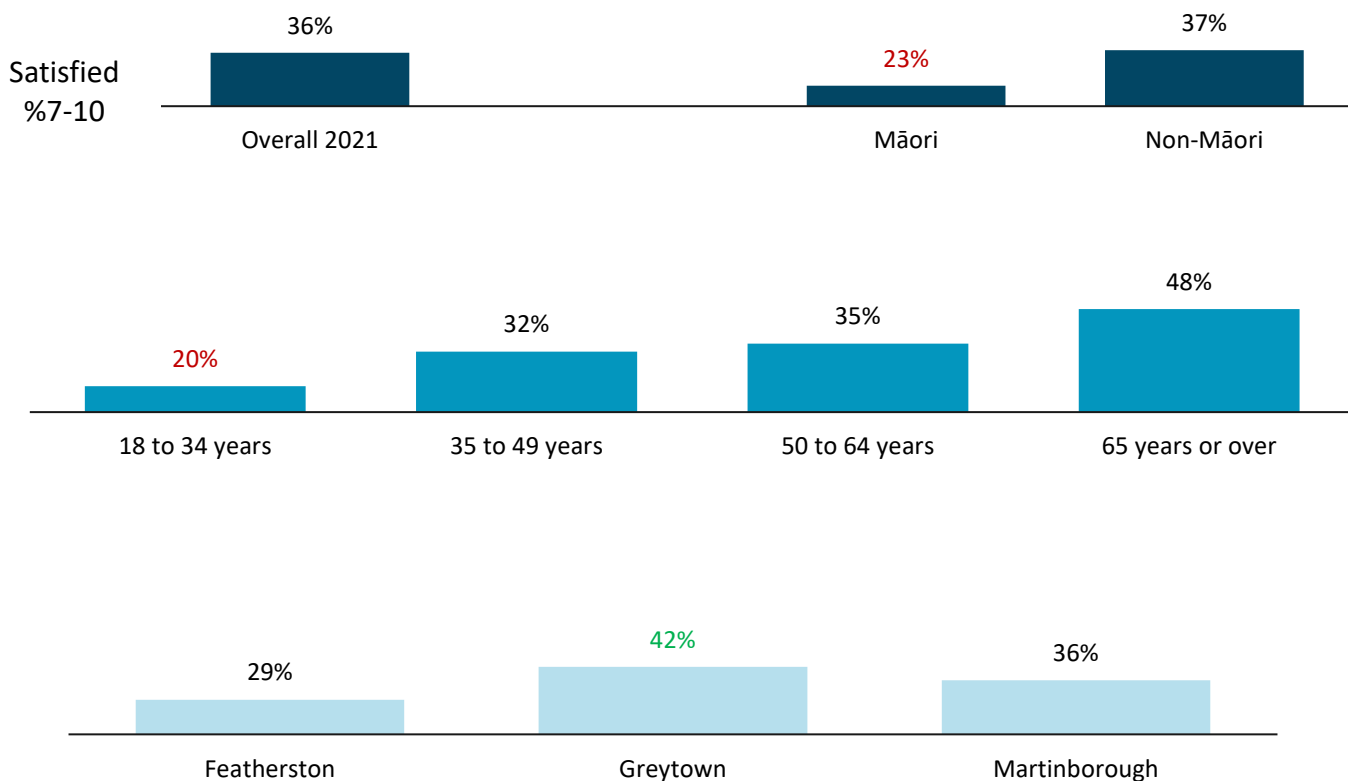


Value for money

## Value for money



- Over one third of the residents are satisfied with *Value for money*.
- Satisfaction in this area increases with age.



- Dissatisfaction in this area is mostly focused on the *Money collected not being spread evenly* (36%) and *Increasing rates, while there is no noticeable improvement in services and facilities* (30%).

### NOTES:

1. Sample: 2021 n=751; Excludes don't know responses.
2. VM1. Considering everything that the Council provides. Overall how satisfied are you that you receive good value for the money you spend in rates and other fees? n=702

**Between demographics**  
Significantly higher  
Significantly lower

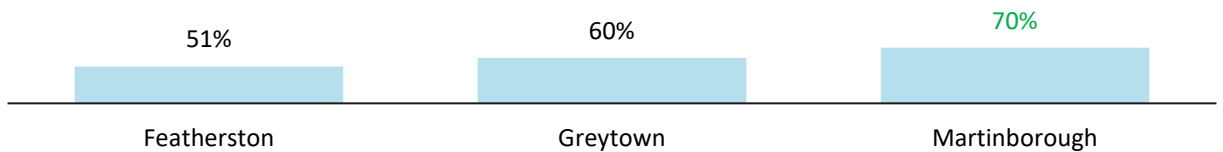
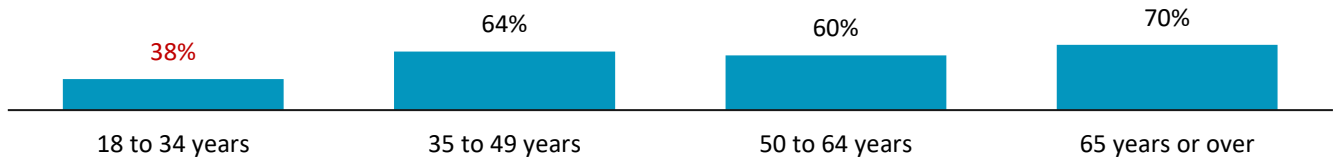
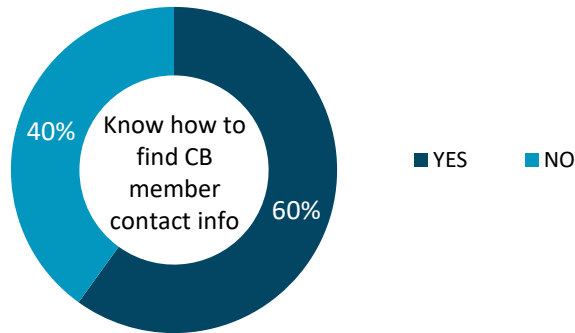




Governance, leadership and advocacy



## Contacting Community Board members



- Three in five residents know how to find contact information for the Community Board members.
- Awareness is quite low among the youngest residents (18-34).
- Awareness is particularly high among residents from Martinborough.

### NOTES:

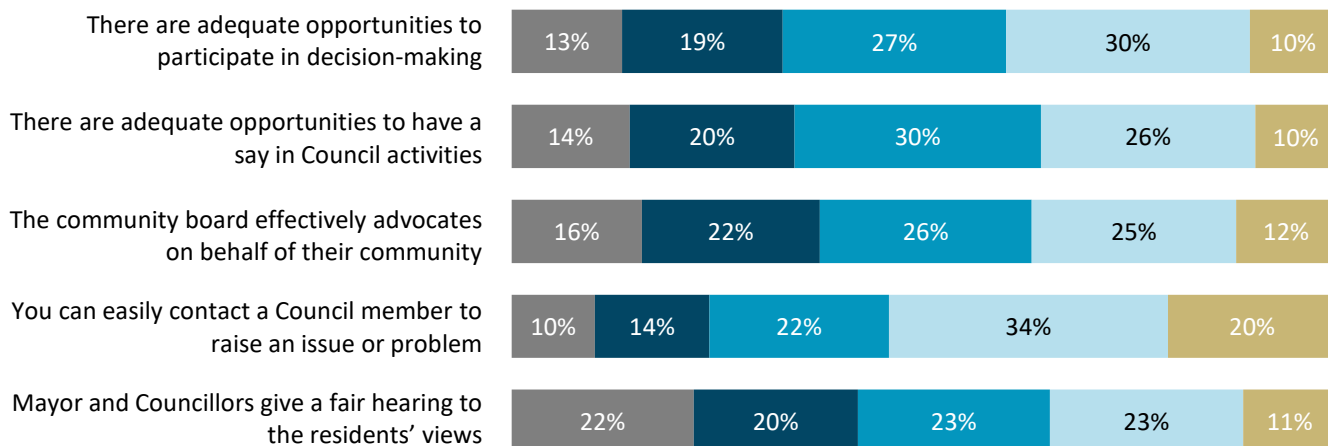
1. Sample: 2021 n=751; Excludes don't know responses.
2. GV1 Do you know how to find a Community Board member's contact details? n=737

Between demographics

Significantly higher

Significantly lower

## Leadership and decision making - perception



■ Strongly disagree (1-2) ■ Somewhat disagree (3-4) ■ Neutral (5-6) ■ Somewhat agree (7-8) ■ Strongly agree (9-10)

Scores with % 7-10	2021	18-34 yo	35-49 yo	50-64 yo	65+ yo
There are adequate opportunities to participate in decision-making	40%	25%	38%	38%	52%
There are adequate opportunities to have a say in Council activities	36%	18%	33%	36%	49%
The community board effectively advocates on behalf of their community	37%	26%	33%	36%	47%
You can easily contact a Council member to raise an issue or problem	54%	30%	63%	53%	63%
Mayor and Councillors give a fair hearing to the residents' views	35%	16%	32%	32%	51%

Scores with % 7-10	Māori	Non-Māori	Featherston	Greytown	Martinborough
There are adequate opportunities to participate in decision-making	36%	41%	30%	45%	44%
There are adequate opportunities to have a say in Council activities	26%	37%	25%	43%	39%
The community board effectively advocates on behalf of their community	29%	38%	26%	36%	51%
You can easily contact a Council member to raise an issue or problem	40%	56%	44%	59%	60%
Mayor and Councillors give a fair hearing to the residents' views	31%	35%	26%	36%	42%

- Over half of residents (54%) agree that *You can easily contact a Council member to raise an issue or problem*.
- However, just one third (35%) of residents agree that *Mayor and Councillors give a fair hearing to the residents' views*.

### NOTES:

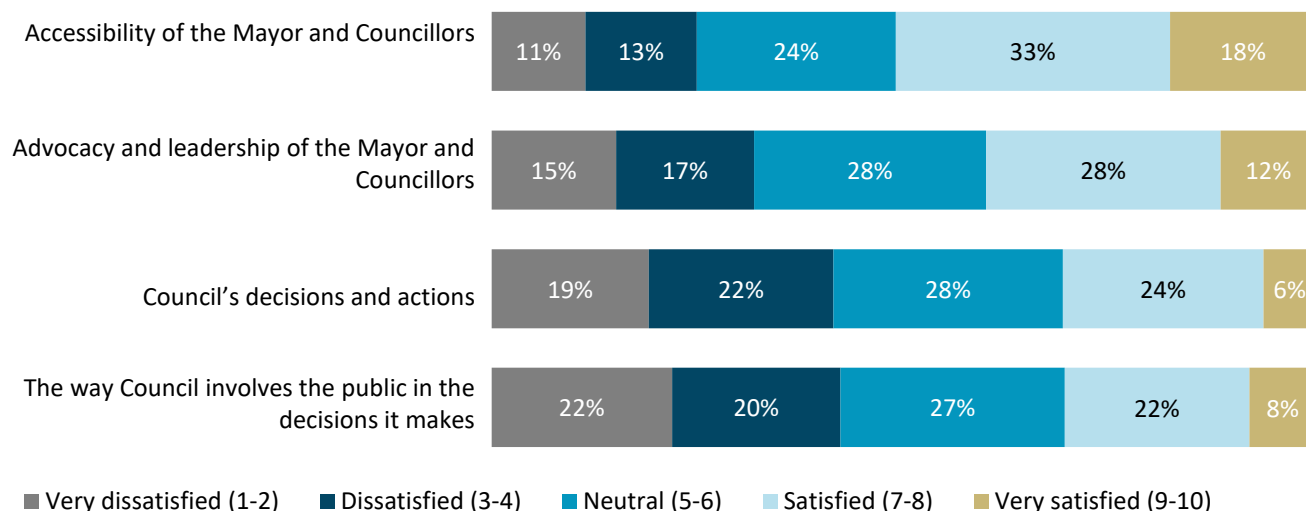
1. Sample: 2021 n=751; Excludes don't know responses.
2. GV2. Using a scale of 1 to 10 where 1 is strongly disagree and 10 is strongly agree, how much do you agree with the following statements? n=620

Between demographics

Significantly higher

Significantly lower

## Leadership and decision making - satisfaction



Scores with % 7-10	2021	18-34 yo	35-49 yo	50-64 yo	65+ yo
Accessibility of the Mayor and Councillors	51%	31%	46%	49%	69%
Advocacy and leadership of the Mayor and Councillors	40%	26%	34%	36%	58%
Council's decisions and actions	31%	26%	29%	22%	45%
The way Council involves the public in the decisions it makes	31%	26%	26%	24%	45%

Scores with % 7-10	Māori	Non-Māori	Featherston	Greytown	Martinborough
Accessibility of the Mayor and Councillors	36%	53%	39%	52%	62%
Advocacy and leadership of the Mayor and Councillors	22%	42%	33%	41%	46%
Council's decisions and actions	19%	32%	23%	37%	31%
The way Council involves the public in the decisions it makes	16%	32%	22%	35%	34%

- When it comes to satisfaction with leadership *Accessibility and decision-making processes*, residents who identify as Māori have significantly lower perceptions.

### NOTES:

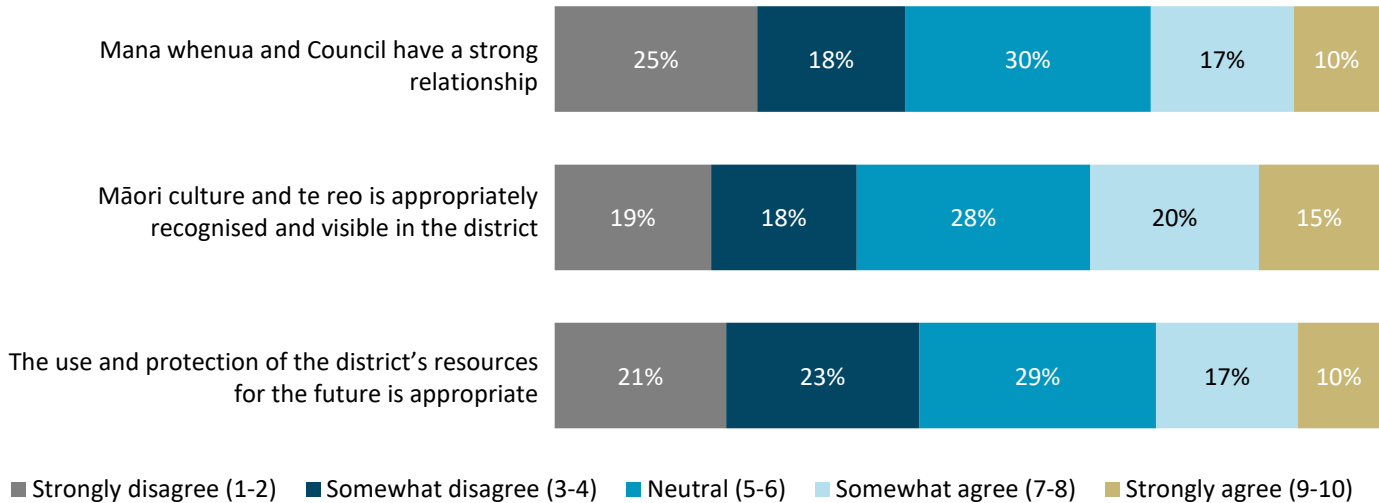
- Sample: 2021 n=751; Excludes don't know responses.
- GV3. Thinking about the Mayor and councillors, on the scale from 1-10 where 1 is very dissatisfied and 10 is very satisfied, how satisfied are you with... n=596

### Between demographics

Significantly higher

Significantly lower

## Partnership with Māori and mana whenua



Scores with % 7-10	2021	18-34 yo	35-49 yo	50-64 yo	65+ yo
Mana whenua and Council have a strong relationship	28%	23%	26%	26%	36%
Māori culture and te reo is appropriately recognised and visible in the district	35%	33%	31%	33%	43%
The use and protection of the district's resources for the future is appropriate	27%	27%	20%	20%	42%

Scores with % 7-10	Māori	Non-Māori	Featherston	Greytown	Martinborough
Mana whenua and Council have a strong relationship	16%	31%	19%	37%	32%
Māori culture and te reo is appropriately recognised and visible in the district	17%	39%	29%	40%	36%
The use and protection of the district's resources for the future is appropriate	15%	29%	23%	32%	25%

- Residents who identify as Māori are least likely to be satisfied with the way Council address partnership relationship with Māori and mana whenua.

### NOTES:

- Sample: 2021 n=751; Excludes don't know responses.
- GV4. Thinking about how Council works in partnership with Māori and mana whenua, using a scale of 1 to 10 where 1 is strongly disagree and 10 is strongly agree, how much do you agree with the following statements? n=437

Between demographics

Significantly higher

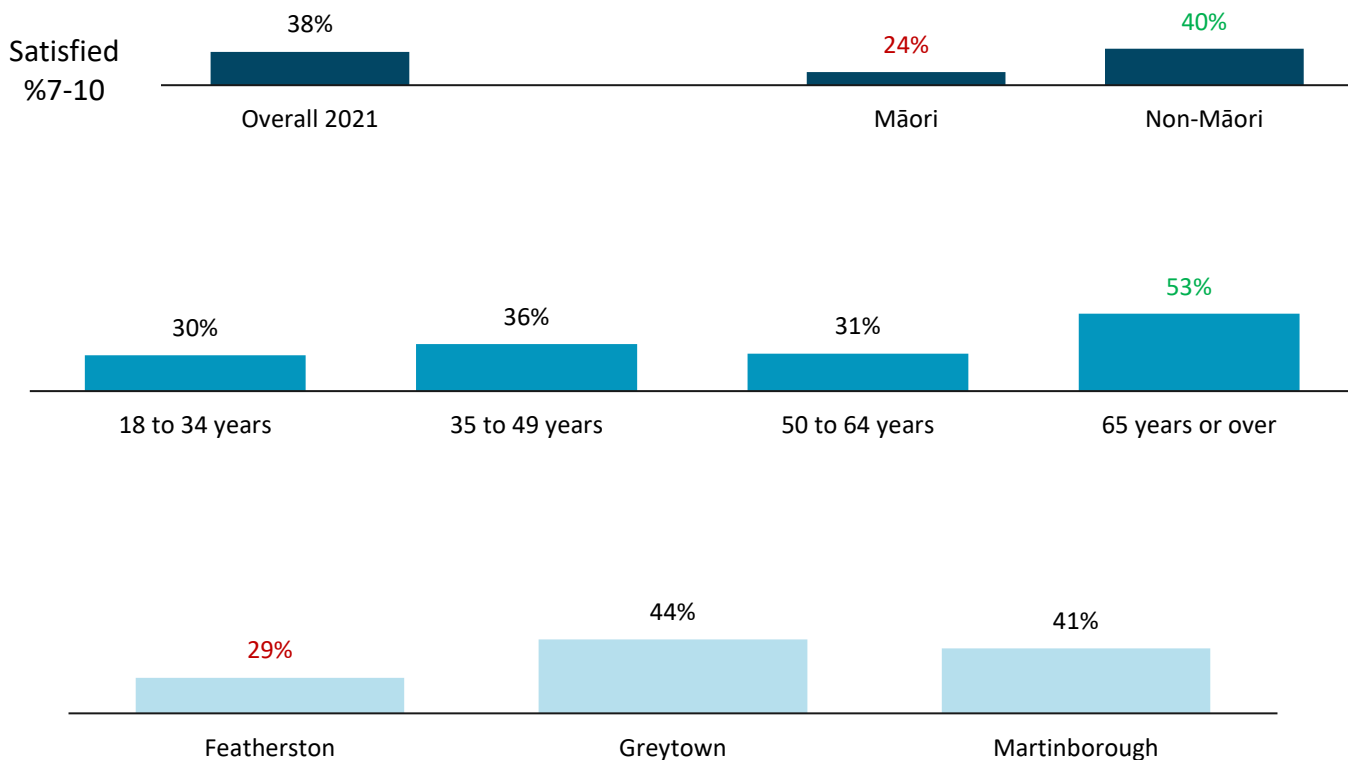
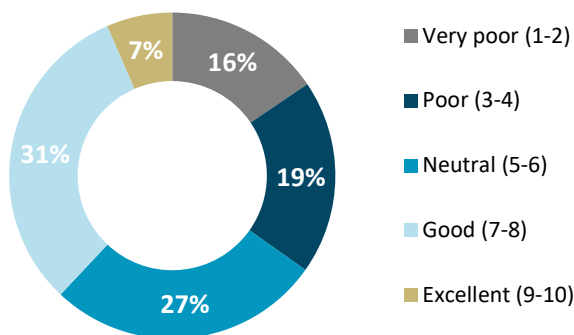
Significantly lower





Image and reputation

## Overall reputation



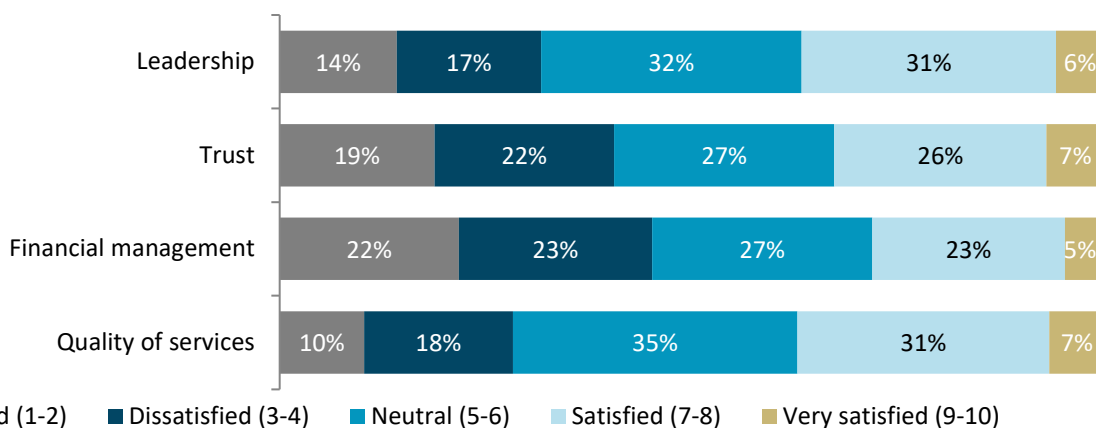
- Close to four in ten residents (38%) consider Council's reputation acceptable.
- Older residents (over 65 years) are especially supportive of Council with 53% evaluating reputation as acceptable.

### NOTES:

1. Sample: 2021 n=751; Excludes don't know responses.
2. REP5. So, everything considered (i.e., leadership, trust, financial management, and quality of services provided) how would you rate the South Wairarapa District Council for its overall reputation? n=686

**Between demographics**  
Significantly higher  
Significantly lower

## Leadership and decision making - satisfaction



Scores with % 7-10	2021	18-34 yo	35-49 yo	50-64 yo	65+ yo
Leadership	37%	30%	30%	31%	52%
Trust	33%	26%	28%	27%	47%
Financial management	28%	20%	18%	26%	44%
Quality of services	37%	27%	32%	33%	53%

Scores with % 7-10	Māori	Non-Māori	Featherston	Greytown	Martinborough
Leadership	18%	39%	27%	43%	40%
Trust	19%	34%	23%	39%	35%
Financial management	20%	29%	17%	37%	30%
Quality of services	23%	39%	28%	43%	41%

- Less than three in ten residents are satisfied with the *Financial management*. This is the area with the lowest performance among *Reputation* sub-drivers.
- However, older residents (over 65 years) have rated this area relatively high with 44% showing support towards Council's *Financial management*.

### NOTES:

1. Sample: 2021 n=751; Excludes don't know responses.
2. REP1. Thinking about how Council is committed to creating a great district, how it looks after the cultural, economic, environmental, and social well-being of the district, being in touch with the community and setting clear direction, overall, how would you rate the Council for its leadership and performance? n=675
3. REP2. Thinking 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 faith and trust you have in them? n=654
4. REP3. Now thinking about the Council's financial management – how Council allocates rates/funds to be spent on the services and facilities provided, and its transparency around spending, how would you rate the Council overall for its financial management? n=564
5. REP4. When you think about everything that Council does, how would you rate the Council for the quality of the services they provide to the South Wairarapa district? n=681

**Between demographics**  
Significantly higher  
Significantly lower





# Interactions with the Council

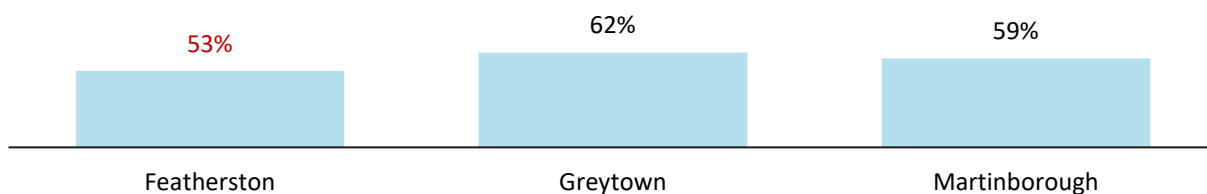
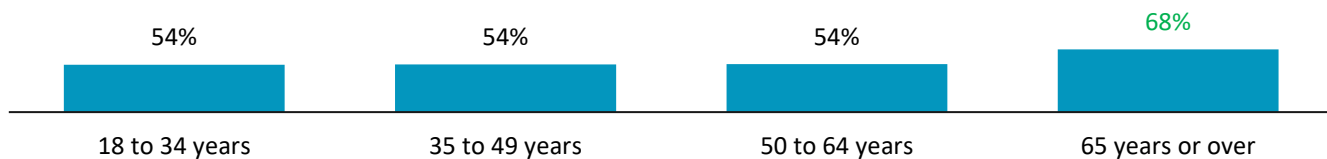
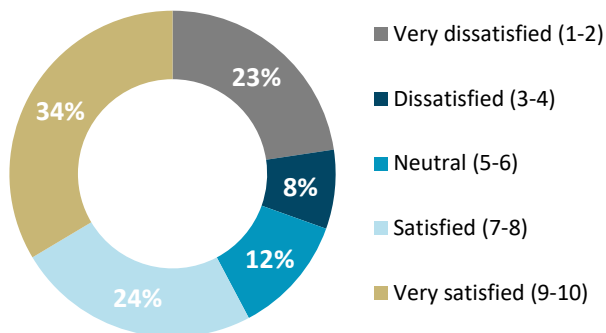


**SOUTH WAIRARAPA  
DISTRICT COUNCIL**  
*Kia Reretahi Tātau*





## Overall handling the enquiry



- Close to six in ten (58%) are satisfied with the way their enquiry was handled.

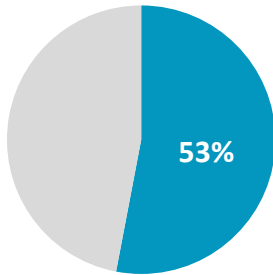
### NOTES:

1. Sample: 2021 n=751; Excludes don't know responses.
2. Made enquiry n=395
3. INT4. And overall, how satisfied are you with how your complaint or query was handled? Use a 1-10 scale where 1 means 'very dissatisfied' and 10 means 'very satisfied' n=384

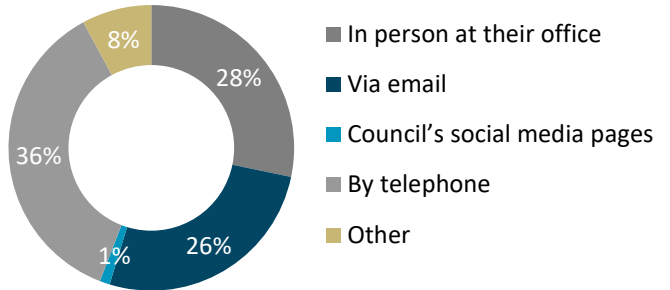
**Between demographics**  
Significantly higher  
Significantly lower

## Contact with the Council

Contacted Council



Method of contact



- 90% of those who have contacted Council have done so via telephone (36%), in person at their office (28%) or via email (26%).
- Younger residents (18-49) are least likely to make enquiries in person and opted for telephone and email.

	2021	18-34 yo	35-49 yo	50-64 yo	65+ yo
Contacted Council	53%	37%	51%	62%	55%
In person at their office	28%	9%	20%	32%	38%
Via email	26%	36%	33%	23%	21%
Council's social media pages	1%	-	2%	1%	2%
By telephone	36%	50%	35%	32%	36%
Other	8%	4%	10%	11%	3%

	Māori	Non-Māori	Featherston	Greytown	Martinborough
Contacted Council	50%	53%	51%	51%	58%
In person at their office	36%	27%	22%	18%	44%
Via email	18%	27%	25%	27%	27%
Council's social media pages	-	1%	1%	2%	0%
By telephone	40%	36%	46%	40%	24%
Other	6%	8%	5%	13%	5%

### NOTES:

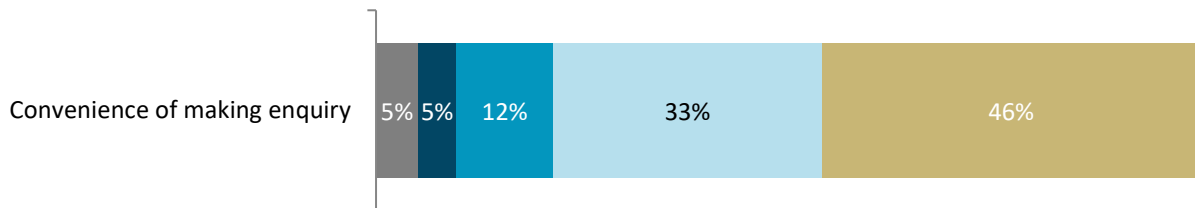
1. Sample: 2021 n=751; Excludes don't know responses
2. INT1. Have you made an enquiry about something with the South Wairarapa District Council within the last six months? n=737
3. Made enquiry n=395
4. INT2. Which best describes how you contacted the Council about this matter? Was it..... n=391

**Between demographics**

Significantly higher

Significantly lower

## Convenience



■ Not at all convenient (1-2) ■ Somewhat convenient (3-4) ■ Neutral (5-6) ■ Fairly convenient (7-8) ■ Very convenient (9-10)

Scores with % 7-10	2021
Overall	78%
In person at their office	77%
Via email	76%
Council's social media pages	87%
By telephone	82%
Other	78%

- Contacting Council via their social media page is perceived as the most convenient channel by 87% of the residents who have contacted the Council in the last six months, followed by telephone with 82% considering it convenient.

### NOTES:

1. Sample: 2021 n=751; Excludes don't know responses
2. Made enquiry n=395
3. INT2. Which best describes how you contacted the Council about this matter? Was it..... n=391
4. INT3. Using a 1 to 10 scale where 1 means 'not at all convenient' and 10 means 'very convenient', how convenient was it for you to make your enquiry this way? n=388

**Between demographics**  
Significantly higher  
Significantly lower

## Preference in future communication

	2021	18-34 yo	35-49 yo	50-64 yo	65+ yo
Physical mail when needed	54%	61%	51%	59%	47%
Social media	37%	59%	50%	34%	13%
E-mail	68%	65%	71%	75%	61%
Council website	36%	26%	38%	49%	27%
Regular newsletter	35%	32%	27%	38%	42%
Radio	18%	32%	17%	15%	12%
Newspaper	31%	33%	31%	29%	30%
Other	5%	5%	7%	7%	1%

	Māori	Non-Māori	Featherston	Greytown	Martinborough
Physical mail when needed	51%	55%	55%	52%	56%
Social media	40%	36%	43%	29%	40%
E-mail	60%	69%	60%	71%	73%
Council website	39%	36%	33%	32%	44%
Regular newsletter	26%	36%	33%	39%	33%
Radio	22%	17%	22%	14%	18%
Newspaper	30%	31%	32%	30%	29%
Other	6%	5%	8%	5%	2%

- Overall, the most preferred channels for future communication include email (68%), physical mail when needed (54%) and social media (37%).
- Responses are fairly consistent across all demographics with older residents being least likely to use social media.

### NOTES:

1. Sample: 2021 n=751; Excludes don't know responses
2. Made enquiry n=395
3. INT5. When Council needs to communicate information in regard to their activities, what channel would you prefer, please select all that apply?

**Between demographics**

Significantly higher

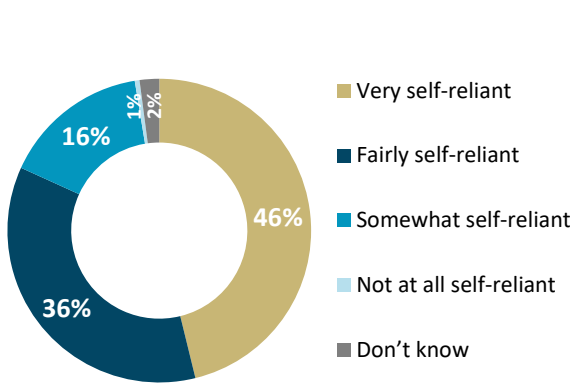
Significantly lower



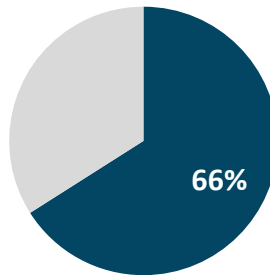


Other areas

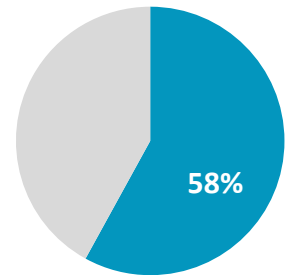
## Civil defence emergency



### Have an emergency kit to last three days



### Have an emergency preparedness plan



	2021	18-34 yo	35-49 yo	50-64 yo	65+ yo
Self-reliant	82%	73%	81%	86%	83%
Have an emergency kit to last three days	66%	48%	62%	78%	69%
Have an emergency preparedness plan	58%	42%	53%	69%	62%

	Māori	Non-Māori	Featherston	Greytown	Martinborough
Self-reliant	85%	81%	80%	83%	83%
Have an emergency kit to last three days	63%	67%	60%	72%	66%
Have an emergency preparedness plan	59%	58%	55%	60%	61%

- Being *Self-reliant* and *Emergency preparedness* is relatively high among the residents.
- Over four in five (82%) consider themselves as being 'Very' or 'Fairly' self-reliant, two thirds (66%) have an emergency kit to last three days and almost three in five (58%) have an *Emergency preparedness plan*.

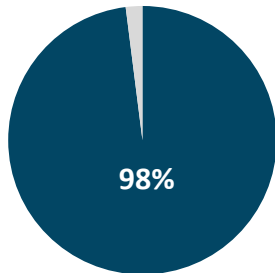
#### NOTES:

1. Sample: 2021 n=751; Excludes don't know responses
2. CD1. How self-reliant do you believe you have to be in the event of a major civil defence emergency?
3. CD2. In the event of a civil defence emergency, do you currently have an emergency preparedness kit ready to last your household for three days?
4. CD3. In the event of a civil defence emergency, do you currently have an emergency preparedness plan for your household, e.g. what to do and where to locate family at school or work?

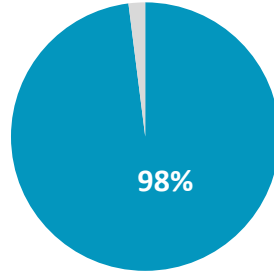
**Between demographics**  
Significantly higher  
Significantly lower

## Access to technology

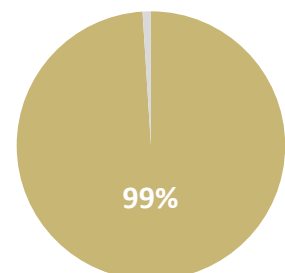
Have access to phone



Have access to computer



Have access to internet



Phone	2021	18-34 yo	35-49 yo	50-64 yo	65+ yo
At home	95%	87%	95%	99%	97%
At work	57%	71%	82%	72%	11%
At school	5%	16%	7%	2%	<1%

Phone	Māori	Non-Māori	Featherston	Greytown	Martinborough
At home	96%	95%	94%	97%	94%
At work	67%	56%	57%	58%	57%
At school	6%	5%	5%	7%	2%

Computer	2021	18-34 yo	35-49 yo	50-64 yo	65+ yo
At home	94%	96%	96%	99%	87%
At work	52%	59%	78%	68%	9%
At school	6%	13%	9%	4%	<1%

Computer	Māori	Non-Māori	Featherston	Greytown	Martinborough
At home	94%	94%	92%	96%	95%
At work	59%	51%	48%	56%	52%
At school	6%	6%	4%	10%	3%

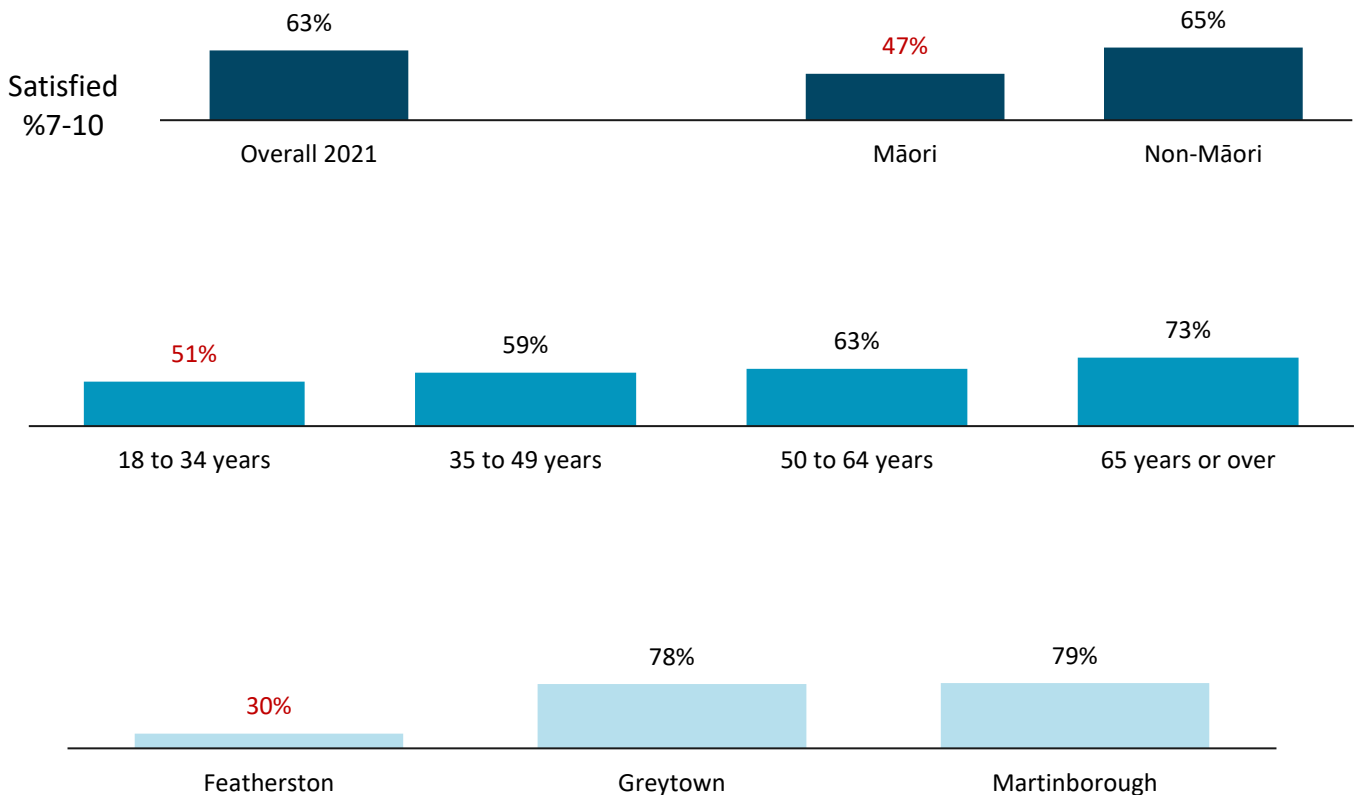
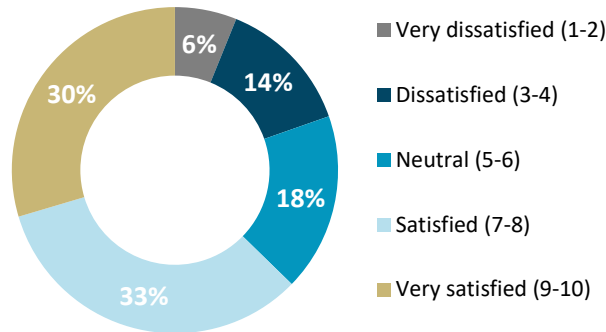
Internet	2021	18-34 yo	35-49 yo	50-64 yo	65+ yo
At home	96%	98%	99%	99%	88%
At work	57%	69%	83%	72%	10%
At school	6%	15%	10%	4%	<1%

Internet	Māori	Non-Māori	Featherston	Greytown	Martinborough
At home	98%	96%	96%	95%	97%
At work	62%	56%	55%	57%	58%
At school	6%	6%	6%	9%	4%

NOTES:

1. Sample: 2021 n=751; Excludes don't know responses
2. LS1. Do you have access to the following? n=751

## Image of the closest town centre



- Satisfaction with the Image of the closest town centre is quite high for Greytown (78%) and Martinborough (79%).
- However, residents from Featherston have a significantly lower perception of their area with just 30% being satisfied.

### NOTES:

1. Sample: 2021 n=751; Excludes don't know responses.
2. OT1. on the scale from 1-10 where 1 is very dissatisfied and 10 is very satisfied, how satisfied are you with the image of the closest town centre? n=734

Between demographics

Significantly higher

Significantly lower

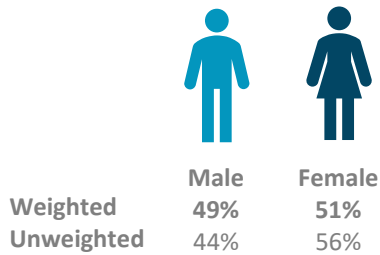




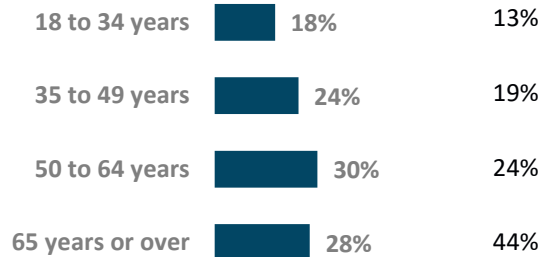
Sample profile

## Demographics

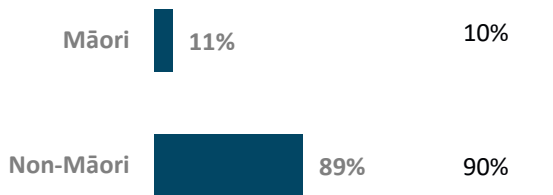
### Gender



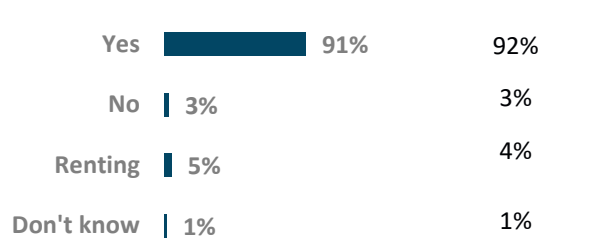
### Age (weighted)



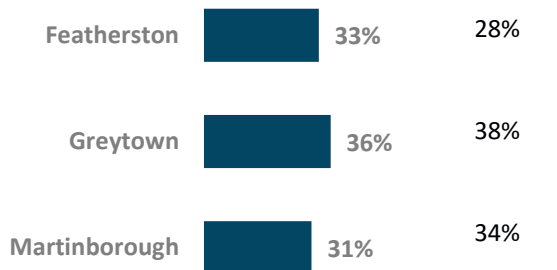
### Ethnicity (weighted)



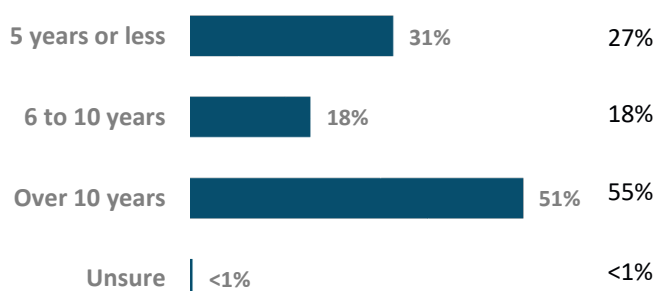
### Paying rates (weighted)



### Ward (weighted)



### Length of time lived in South Wairarapa district (weighted)



## Demographics (counts)

Male	334
Female	417

Māori	73
Non-Māori	678

Featherston	210
Greytown	282
Martinborough	259

18 to 34 years	99
35 to 49 years	139
50 to 64 years	181
65 years or over	332

5 years or less	202
6 years to 10 years	136
Over 10 years	409
Unsure	3

Pay rates	691
Don't pay rates	19
Renting	32
Don't know	8





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**SOUTH WAIRARAPA  
DISTRICT COUNCIL**  
*Kia Reretahi Tātau*

Report | September 2021

