



Far North District Council

2024/2025 Residents' Survey



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Executive Summary

- Satisfaction with the **Overall performance** of the Council has significantly increased over the past year (from 18% to 29%). Additionally, many other measures have reported significant year-on-year increases, including **Services, Facilities, and Infrastructure** (31% from 20%), **Value for money** (23% from 12%), and **Reputation** (30% from 17%).
- Perception of Council’s **Reputation** (35%) has the strongest influence on overall satisfaction, with the second most impactful driver being **Value for money** (34%). This highlights the need to prioritise improvements in aspects that have a strong impact on both measures, particularly:
 - *Annual property rates are fair and reasonable*
 - *Financial management*
 - *Overall services quality*
 - *Faith and trust in Council*
- Aspects related to financial management remain a persistent concern, with 22% of those who provided a general comment raising issues such as **Rates are too high, no value for money, rebates or discounts too low, or a fairer rating distribution needed**. Meanwhile, 15% mentioned concerns related to **Roads, traffic management, bridges, and road contracts**.
- Other services such as **Public libraries** (89%), **Refuse transfer stations** (80%), and **Community recycling centres** (78%) continue to receive high satisfaction scores.
- In contrast, communication-related aspects, particularly in regard to residents feeling **Informed about what the Council is doing**, remain low at 17%.
- Far North District Council’s Reputation benchmark has increased to +36 from +16 in the past year, however there remains room for improvement as it sits within the ‘Poor’ range.
- Residents’ overall perception of their **Quality of life** remains high at 72%.

Background, Objectives and Methods

Background

The Far North District Council has an ongoing need to measure how satisfied residents are with resources, facilities and services provided by the 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 provide a robust measure of satisfaction with Council's performance in relation to services and Council assets
- To determine performance drivers and assist Council to identify the best opportunities to further improve satisfaction
- To measure how Council's reputation is evaluated by its residents
- To assess changes in satisfaction over time and measure progress against the Long-Term Plan

Method

- A statistically robust postal to online survey with a sample of n=393 residents across the Far North District.
- Data collection was managed to quota targets by age, ward and ethnicity. Post data collection, the sample has been weighted so it is aligned with known population distributions as per the 2023 Census.
- At an aggregate level, the sample has an expected 95% confidence interval (margin of error) of +/- 4.94%. The margins of error associated with sub-groups will be larger than this as the results become less precise as the sample size shrinks. Thus, results associated with small sample sizes should be read with caution.
- The survey was undertaken in four waves between September 2024 and June 2025, with approximately n=100 survey completions being targeted per wave.

Notes

- The 2024/25 survey was conducted via mailout to randomly selected residents from the Electoral Roll. Surveys in 2023/24 and earlier were conducted via online invites to selected residents from the Council's proprietary database. Caution is advised when comparing results year-on-year due to this change in methodology which may have contributed to a more optimistic sentiment.
- This method offers broad reach and provides a strong baseline for ongoing tracking and analysis.
- Due to rounding, percentages may add to just over or under (+/- 1%) totals.
- All question statements have been added in the footnotes.

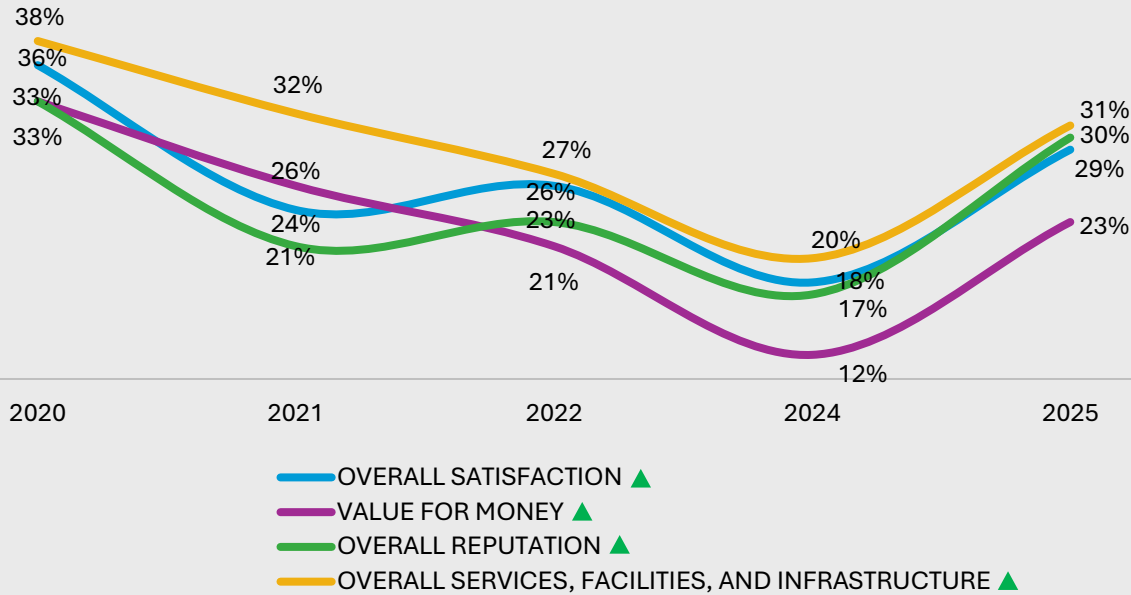
The responses were given scores on a scale of 1 to 10, which were grouped as follows:

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

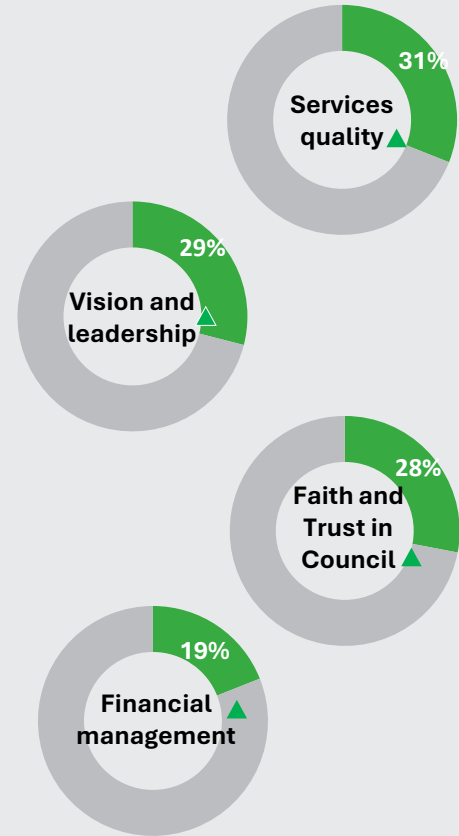
Key Performance Measures

Summary of Key Performance Indicator

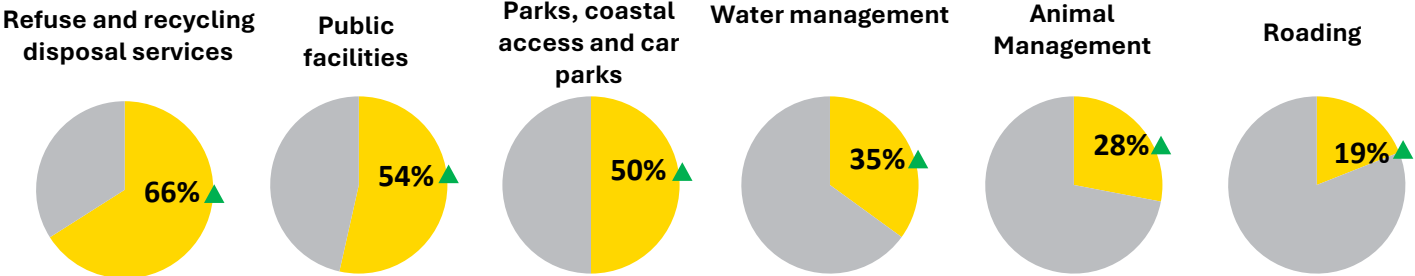
OVERALL MEASURES



REPUTATION



OTHER IMPORTANT MEASURES



Year-on-year
▲ Significantly higher
▼ Significantly lower

Trends in Overall Measures (% 7-10, excluding don't know)

		% point increase / decrease (2025-2024)	Percentage of respondents satisfied, or very satisfied (7-10%)				
			2025	2024	2022	2021	2020
TW2B_1	Overall satisfaction with water you receive from the Far North District Council	20%	57%	37%	50%	57%	65%
PR1_2	Council-provided access to the coast. (By this, we mean Council-maintained roads, reserves	17%	52%	35%	45%	56%	63%
TW6_1	Overall three waters management	17%	35%	18%	35%	35%	44%
TW5_1	Satisfaction with the Far North District Council-owned urban (town) stormwater management system	16%	39%	23%	37%	35%	49%
TW2_3	The clarity of the water	16%	58%	42%	55%	59%	66%
TW2_2	The taste of the water	15%	40%	25%	38%	46%	48%
WR5_1	Overall refuse and recycling disposal services	13%	66%	53%	67%	68%	73%
REP5_1	Overall reputation	13%	30%	17%	23%	21%	33%
AM1_AM2_1	How the Council's Animal Management Team manages dogs in the district	12%	28%	16%	35%	-	-
REP1_1	Vision and Leadership	12%	29%	17%	18%	17%	32%
CF4_1	Overall satisfaction with Council's public facilities	11%	54%	43%	52%	61%	73%
PR1_3	Council-provided car park facilities	11%	46%	35%	43%	44%	51%
VM2_1	Rates provide value for money	11%	23%	12%	21%	26%	33%
REP2_1	Trust	11%	28%	17%	20%	19%	28%
RF2_1	Overall satisfaction with roads and footpaths	11%	19%	8%	19%	31%	43%
PR1_1	The range of parks and reserves the Council provides	11%	61%	50%	57%	63%	70%

Year-on-year difference

Higher	Significantly higher
Lower	Significantly lower

Trends in Reputation (% 7-10, excluding don't know)

		% point increase / decrease (2025-2024)	Percentage of respondents satisfied, or very satisfied (7-10%)				
			2025	2024	2022	2021	2020
PR2_1	Overall satisfaction with parks, coastal access and car parks	11%	50%	39%	47%	48%	61%
REP4_1	Overall services quality	11%	31%	20%	27%	32%	38%
OP1_1	Overall performance	11%	29%	18%	26%	24%	36%
VM1D_1	Rates for Council-provided water supply are fair and reasonable	10%	36%	26%	32%	45%	55%
VM1_2	Invoicing is clear & correct	9%	58%	49%	56%	73%	78%
WR4_1	Community recycling centres	8%	78%	70%	71%	81%	86%
REP3_1	Overall financial management	8%	19%	11%	16%	15%	27%
RF1_3	The availability of footpaths	8%	29%	21%	27%	38%	47%
RF1_5	How well Far North District Council-owned roads meet your needs	8%	21%	13%	25%	39%	56%
TW2_5	Water pressure	8%	62%	54%	67%	64%	75%
CF2_1	Cemeteries	7%	72%	65%	83%	90%	84%
WR2A_1	Refuse transfer stations	6%	80%	74%	80%	79%	81%
RF1_4	How well footpaths are maintained	6%	27%	21%	24%	33%	50%
RF1_6	How well Far North District Council-owned footpaths meet your needs	6%	28%	22%	30%	41%	51%
TW2_4	The odour of the water	6%	49%	43%	47%	58%	60%

Year-on-year difference

Higher	Significantly higher
Lower	Significantly lower

Trends in Satisfaction (% 7-10, excluding don't know)

		% point increase / decrease (2025-2024)	Percentage of respondents satisfied, or very satisfied (7-10%)				
			2025	2024	2022	2021	2020
TW2_1	Continuity of supply	5%	74%	69%	76%	71%	70%
CF2_6	Public libraries	5%	89%	84%	84%	96%	96%
RF1_1	The sealed roading network	5%	20%	15%	21%	29%	40%
VM1_5	Fees and charges for other Council-provided services and facilities being fair and reasonable	5%	28%	23%	29%	44%	45%
QOL2_1	Confident that the District is going in the right direction	5%	28%	23%	-	-	-
RF1_2	The unsealed roading network	5%	10%	5%	10%	13%	19%
TW4_1	Satisfaction with the Far North District Council sewerage system	5%	59%	54%	65%	67%	74%
VM1_3	Payment arrangements are fair & reasonable	3%	52%	49%	54%	76%	78%
VM1_1	Annual property rates are fair & reasonable	3%	14%	11%	18%	26%	27%
CF2_7	Cleanliness of public toilets	2%	40%	38%	47%	54%	59%
QOL1	Overall quality of your life	-1%	72%	73%	-	-	-
GC5C_1	Informed about Council's District Plan	-3%	14%	17%	11%	15%	22%
GC4_1	Informed about what Council is doing	-4%	17%	21%	16%	25%	36%
GC6_1	I am aware of changes to the District Plan and opportunities where I can participate in these plan changes	-4%	17%	21%	11%	20%	24%
GC2_1	Effort made to stay informed about what Council is doing	-13%	24%	37%	21%	26%	30%

Year-on-year difference

Higher	Significantly higher
Lower	Significantly lower

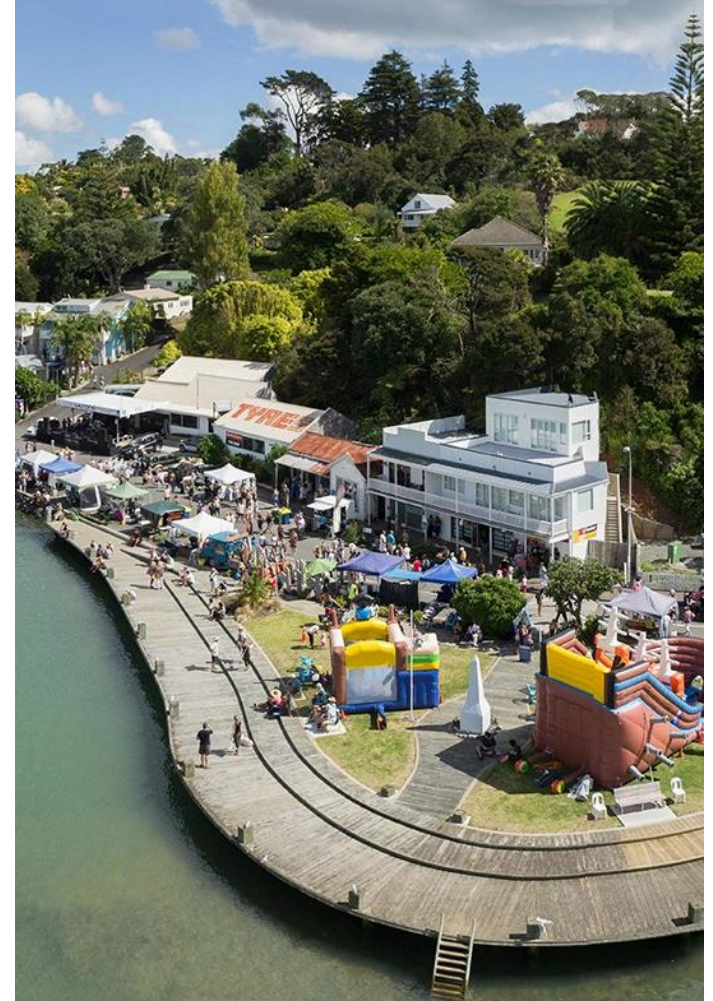
Key Findings

Overall Performance

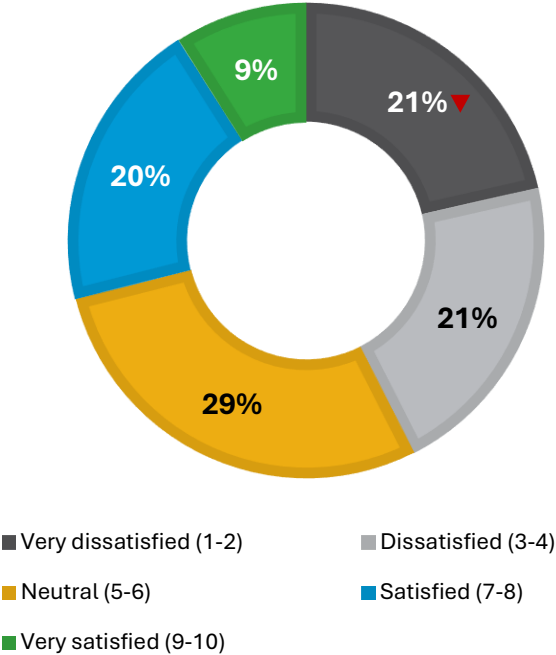
- **Council's overall performance** has significantly increased year-on-year, rising from 18% in 2024 to 29% in 2025. This marks the highest satisfaction rate recorded in the past three years.
- An increase in satisfaction has been reported across all sub-groups.
- Although concerns were mentioned, 19% of those who provided a comment mentioned that they are **Satisfied with Council, they do a good job, or the staff are friendly.**

Overall Quality of Services and Facilities

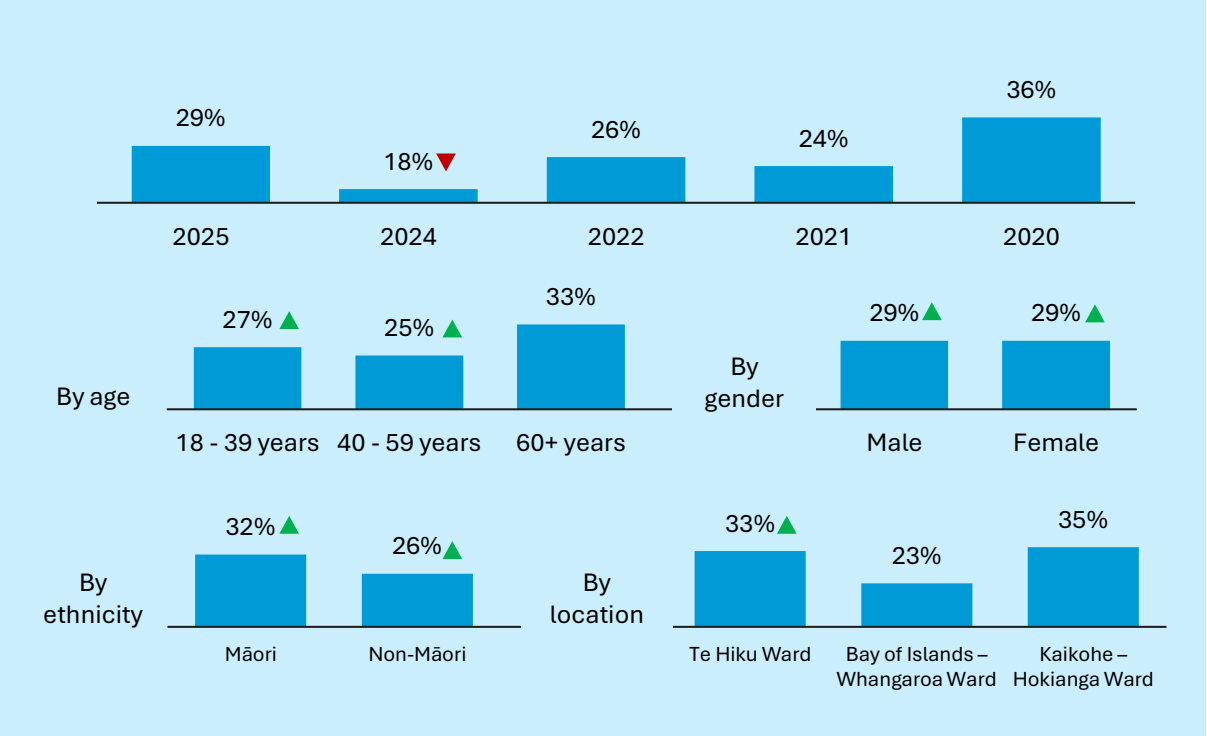
- Satisfaction with the **Overall quality of services and facilities** (55%) has improved by 11% points since 2024.
- The proportion of 'very dissatisfied' residents has significantly declined from 26% to 16%, and 'dissatisfied' residents from 27% to 21% since 2024. At the same time, the proportion of those who are 'satisfied' has significantly increased from 19% to 24%, indicating a positive shift in residents' perception of the Council's services and facilities.



Overall Performance



Satisfied (% 7-10)



Year-on-year

▲ Significantly higher

▼ Significantly lower

Between demographics

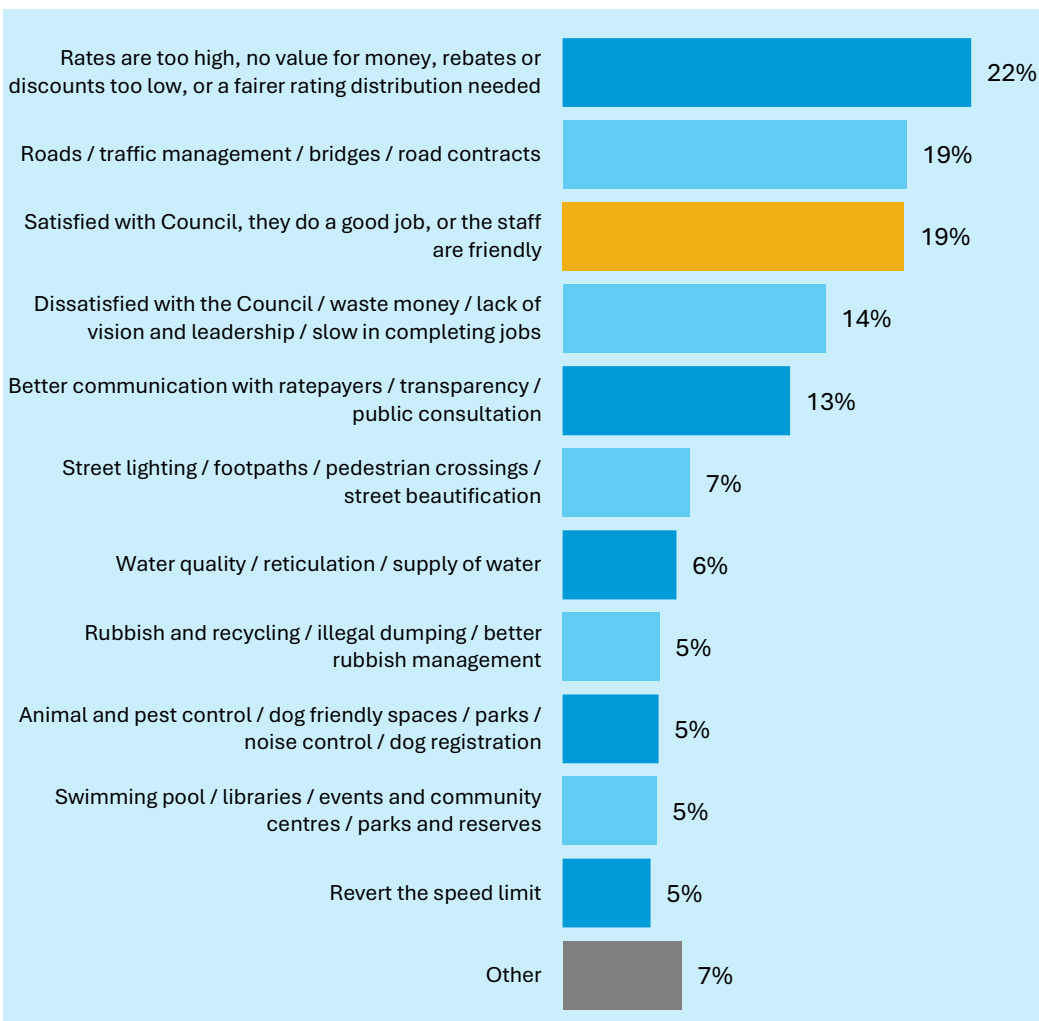
▲ Significantly higher

▼ Significantly lower

NOTES:

1. OP1. Everything considered, reputation, services and facilities, and value for money, how satisfied are you with the OVERALL performance of the Far North District Council? n=338

General Comments



NOTES:

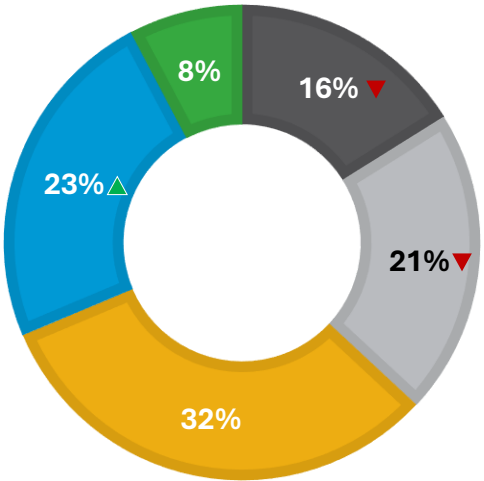
1. OP3. Are there any other comments that you would like to make about the council? n=168
2. Responses of 4% or lower are not displayed.

- Thank you for always striving to do what's right for the people.
- I think the council is doing an amazing job
- I am quite happy with the efforts made by council to engage the community. We are the stumbling block more than the council.
- I'm grateful to our Council for their help in making Northland a better, a nicer and a safer place for us to live in, and for visitors to enjoy Northland.
- Thank you for the services you do currently provide. I am just grateful and appreciative for what we do have.
- Front desk, utilities and rates staff are professional and competent.
- Our Māori Councillors are doing a great job consulting with us regularly and would love to see this continue.
- I'm hopeful that we as ratepayers can have a relationship with Council.

- Our house pays double in rates what a house of our value would in Auckland. I think that is absolutely appalling considering we have our own drinking and wastewater system.
- Put the rates down.
- I would like to see more leniency in rates demands, especially low-income households.
- Please put more effort into the road maintenance in Moerewa, and the footpaths. Although we have a small community, we still deserve to have regular maintenance from the council.
- FNDC need to prioritise roads over everything else. Unfortunately, we fall short here in a serious way.
- I'm extremely angry that the Council pushed ahead with the speed limit changes after the new Government made it clear they would be rolled back.
- Get back to basics and don't spend ratepayers' money on things that are not necessary.

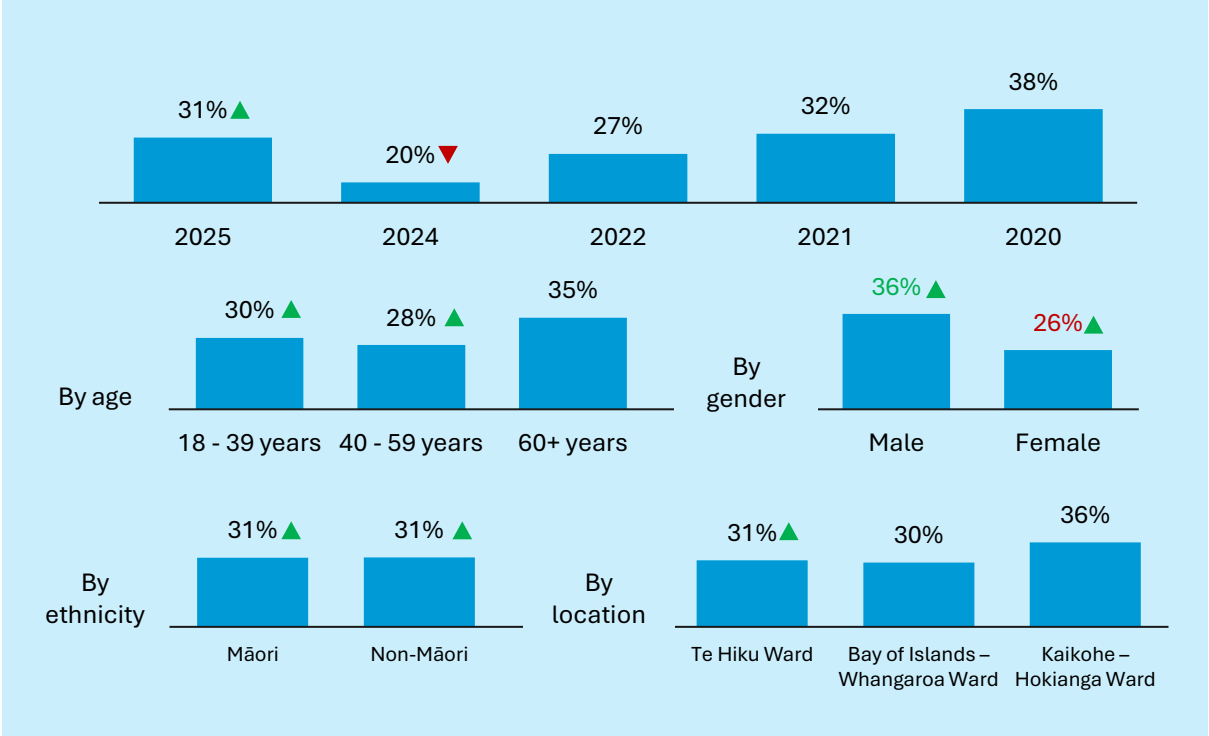


Services, Facilities and Infrastructure



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

Satisfied (% 7-10)



Year-on-year
 ▲ Significantly higher
 ▼ Significantly lower

Between demographics
 ▲ Significantly higher
 ▼ Significantly lower

NOTES:
 1. REP4. And thinking about all the services, facilities and infrastructure the council provides, how would you rate it for the quality of what it provides the district? n=335

Understanding Reputation

Reputation



Overall Satisfaction

- Residents' perception of the Council's **Reputation** has improved, increasing from 17% in 2024 to 30% in 2025.
- Satisfaction is significantly higher among older residents aged 60 years or over (38%) compared to those aged 40 to 59 years (23%).
- Perception has significantly improved in both Te Hiku and Hokianga wards, rising from 12% and 24% in 2024 to 34% and 42% in 2025, respectively—with Hokianga recording the highest satisfaction across all sub-groups.

Related measures

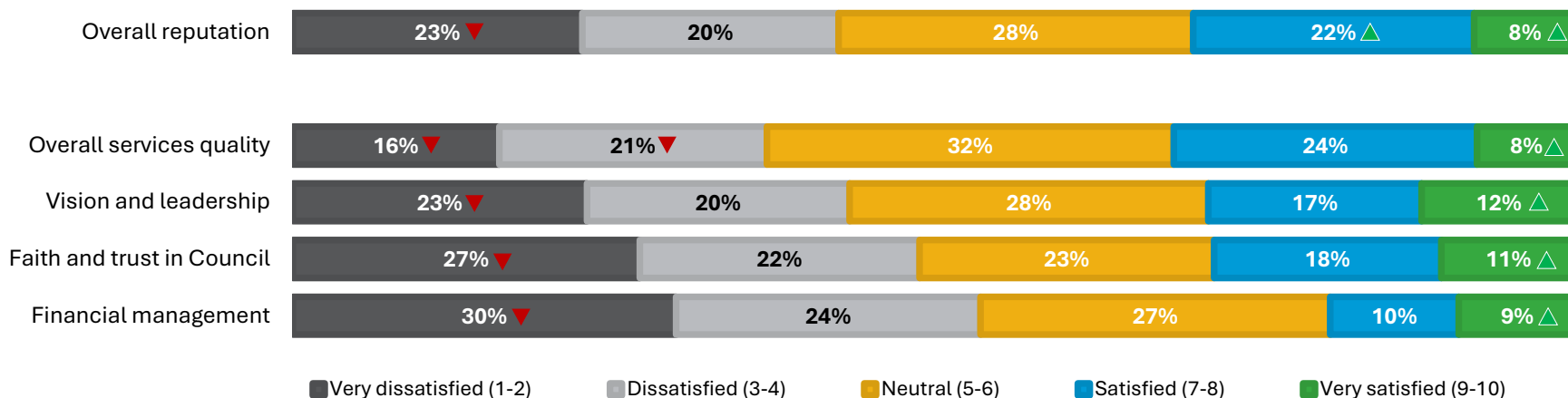
- All reputation-related measures have increased in satisfaction levels year-on-year.
- **Overall services quality** received the highest rating from residents at 31%, with satisfaction significantly increasing among Te Hiku ward residents, from 11% in 2024 to 31% in 2025.
- **Vision and leadership** received the second highest satisfaction rating among reputation-related measures at 29%, then **Faith and trust in Council** at 28%.
- Meanwhile, **Financial management** remained the lowest-rated measure at 19%, however has increased from 11% in 2024.

Reputation Benchmark

- Although the reputation benchmark remains in the 'Poor' range, it has improved from +16 in 2024 to +36 in 2025.
- Residents in Hokianga recorded the highest reputation benchmark among all sub-groups, at +49.



Image and Reputation



Scores with 7-10 (% of respondents)

Year, Age, Ethnicity, Location	2025	2024	2022	2021	2020	18-39	40-59	60+	Male	Female	Māori	Non-Māori	Te Hiku	Whangaroa	Hokianga
Overall reputation	30%▲	17%	23%	21%	33%	25%▲	23%	38%▲	32%▲	27%▲	34%▲	27%▲	34%▲	22%	42%▲
Overall services quality	31%▲	20%	27%	32%	38%	30%▲	28%▲	35%	36%▲	26%▲	31%▲	31%▲	31%▲	30%	36%
Vision and Leadership	29%▲	17%	18%	17%	32%	26%▲	26%▲	32%	31%▲	27%▲	36%▲	23%	30%▲	23%	39%▲
Faith and trust in Council	28%▲	17%	20%	19%	28%	30%▲	26%▲	29%	32%▲	25%▲	33%▲	25%▲	28%▲	23%	42%▲
Financial management	19%▲	11%	16%	15%	27%	17%▲	14%	24%	18%	20%▲	22%	17%▲	18%	15%	33%▲

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 council for its vision and leadership? n=304
2. REP2. Thinking about how open and transparent the council is, how the council can be relied on to act honestly and fairly, and its 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 it? n=323
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=276
4. REP4. And thinking about all the services, facilities and infrastructure the council provides, how would you rate it for the quality of what it provides the district? n=335
5. REP5. So, considering, leadership, trust, financial management and quality of services provided, how would you rate the council for its overall reputation? n=319

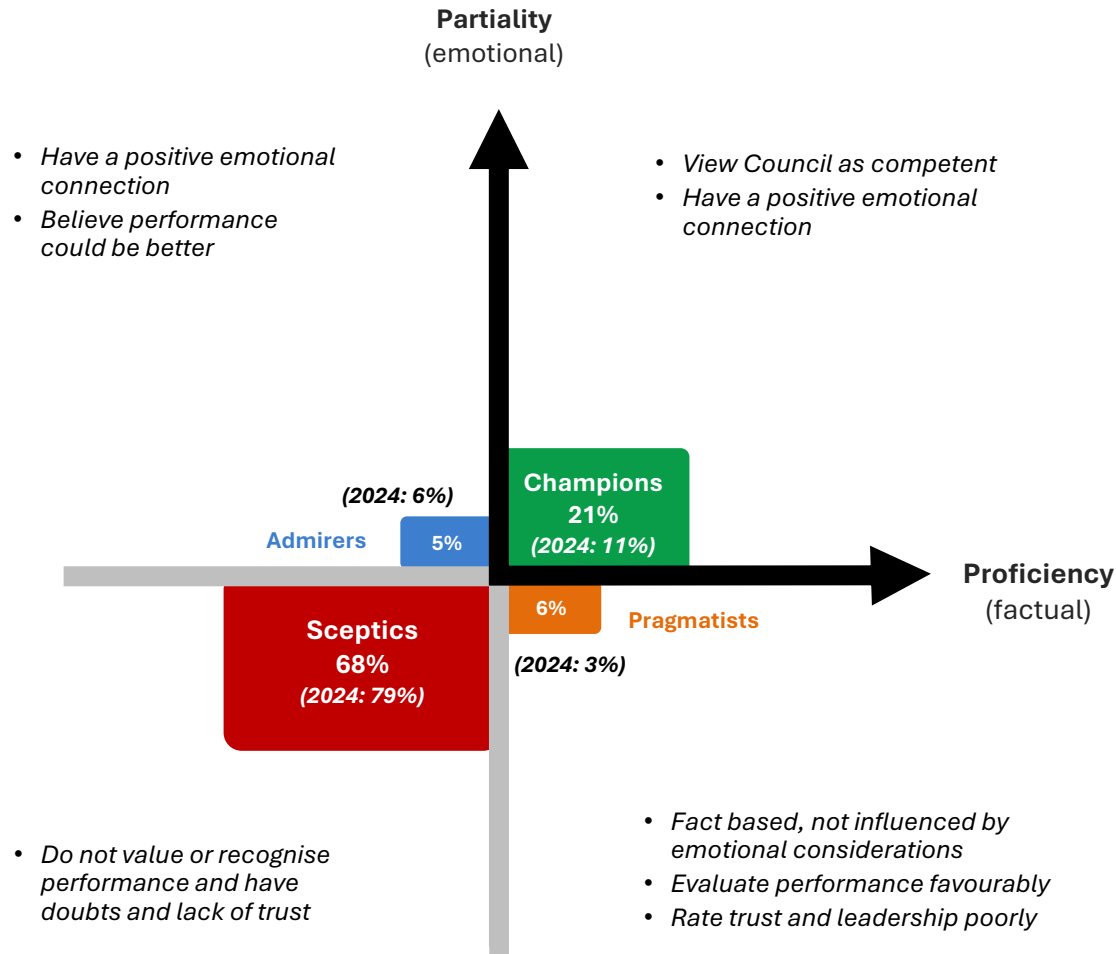
Year-on-year

▲ Significantly higher
▼ Significantly lower

Between demographics

▲ Significantly higher
▼ Significantly lower

Reputation Profile



- 21% of residents are classified as **Champions**. These are respondents who are generally satisfied with the Council's performance, trust the leadership team, and support their decision-making. This represents a 10% point increase from 11% in 2024, indicating a positive shift in residents' perception towards the Council.
- While the proportion remains high, the percentage of residents identified as **Sceptics** has declined from 79% in 2024 to 68% in 2025.
- 5% of the District's residents can be classed as **Admirers**. This group might not support all of Council's decisions, but overall, they trust that Council is acting in the best interests of the District.
- Pragmatists** (6%) are the group that mostly approves of the Council's decision-making; however, they lack trust and often are not satisfied with the leadership.

Year-on-year

- ▲ Significantly higher
- ▼ Significantly lower

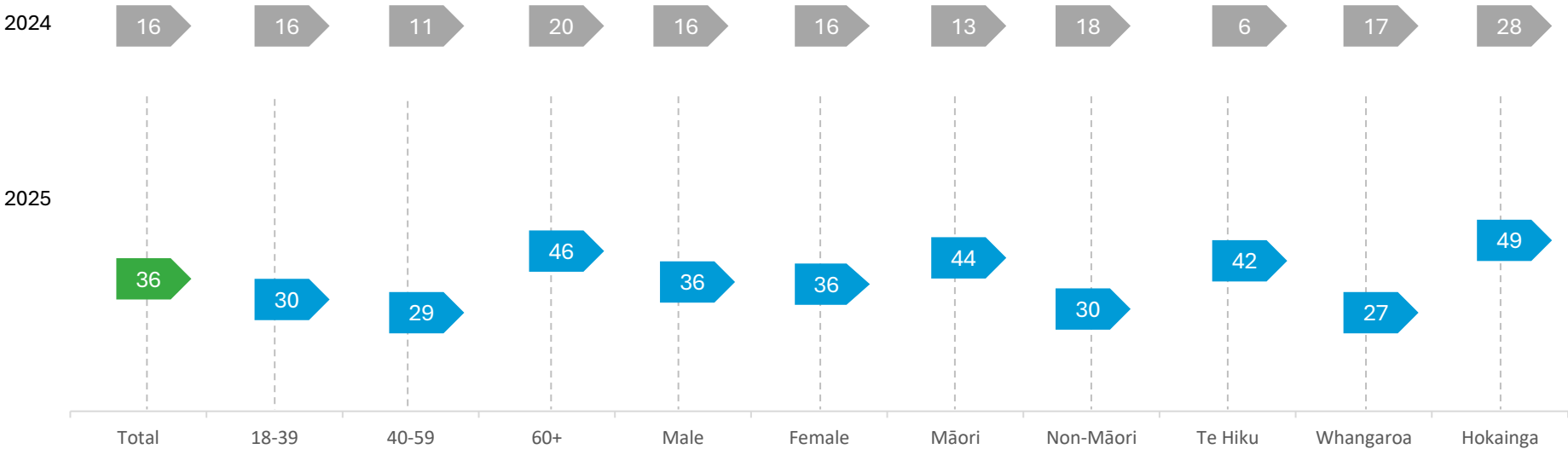
Between demographics

- Significantly higher
- Significantly lower

NOTES:

- Segments have been determined using the results from a set of five overall level questions
- REP1 vision and leadership, REP2 faith and trust, REP3 financial management, REP4 Overall services quality, REP5 overall reputation

Reputation Benchmark



NOTES:
1. 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

Key:

>80

Excellent reputation

60-79

Acceptable reputation

<60

Poor reputation

150

Maximum score

Drivers of Satisfaction

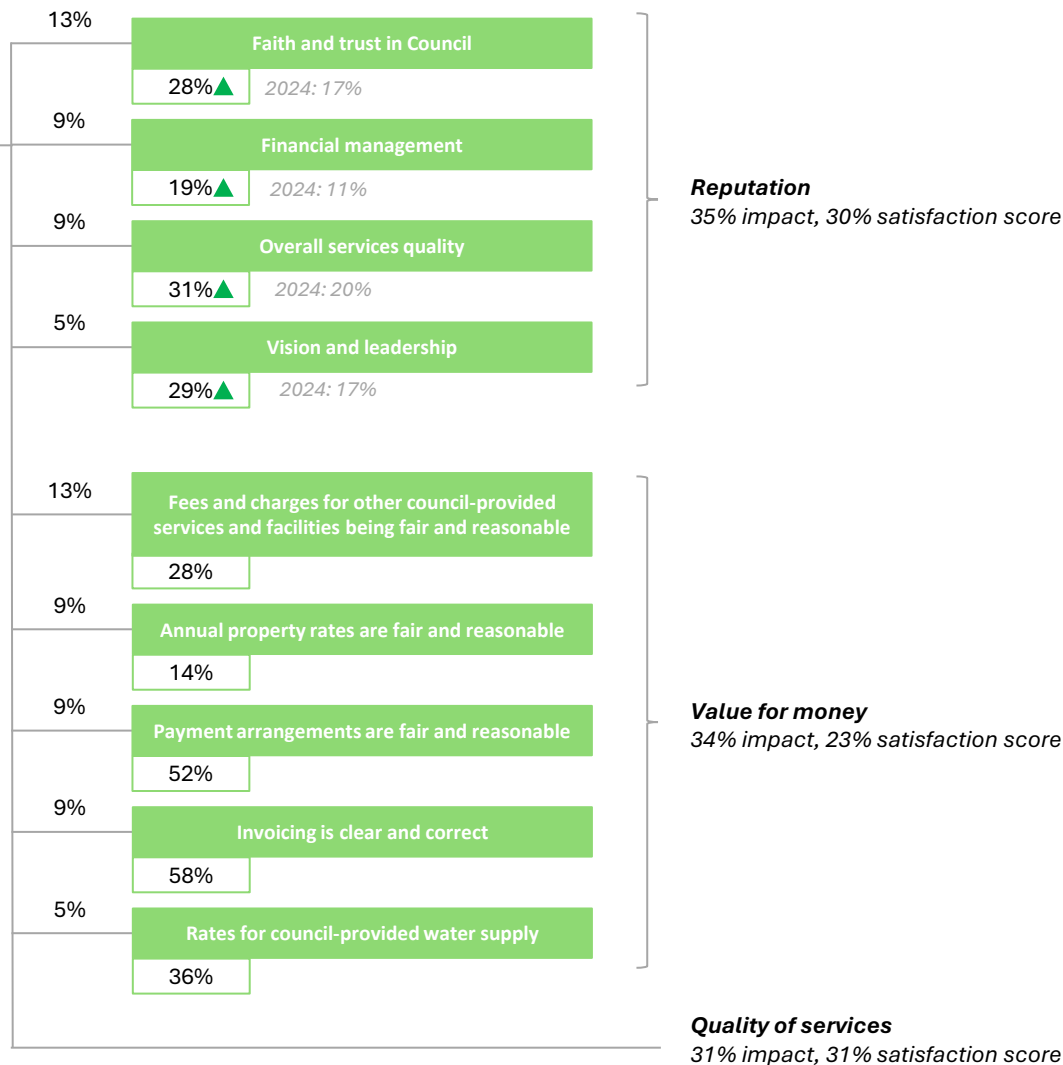
Driver of Satisfaction

Overall performance

(% 7-10)
29%▲

- Council's **Reputation** remains the strongest driver of overall satisfaction (35%), closely followed by **Value for money** (34%).
- Measures related to these attributes are among the key priorities for improvement, including:
 - Overall services quality
 - Faith and trust in Council
 - Financial management
 - Annual property rates are fair and reasonable

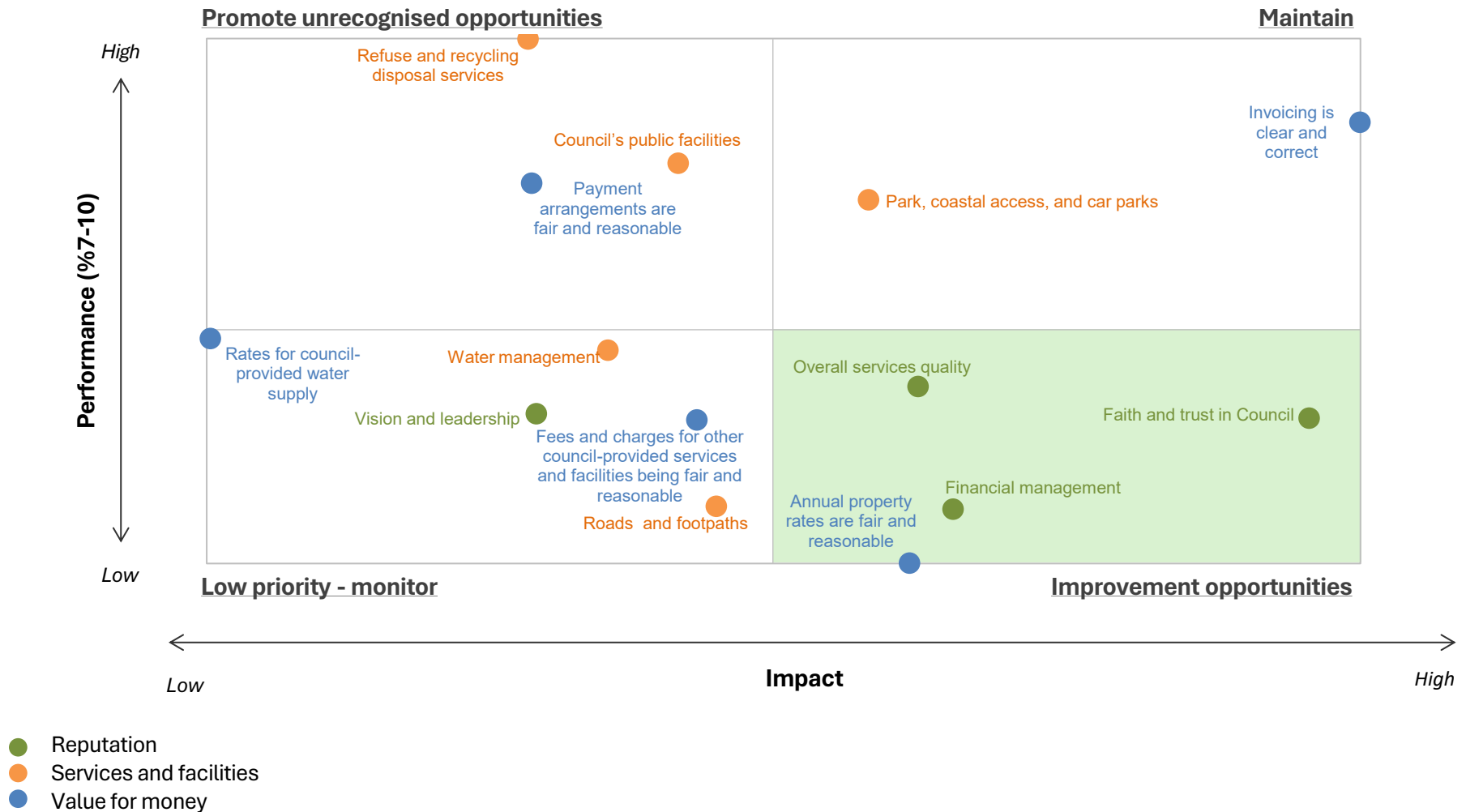
Impact Performance (% 7-10)



Year-on-year

▲ Significantly higher
▼ Significantly lower

Improvement Priorities



Satisfaction with Services and Infrastructure

Roads and Footpaths



Overall Satisfaction

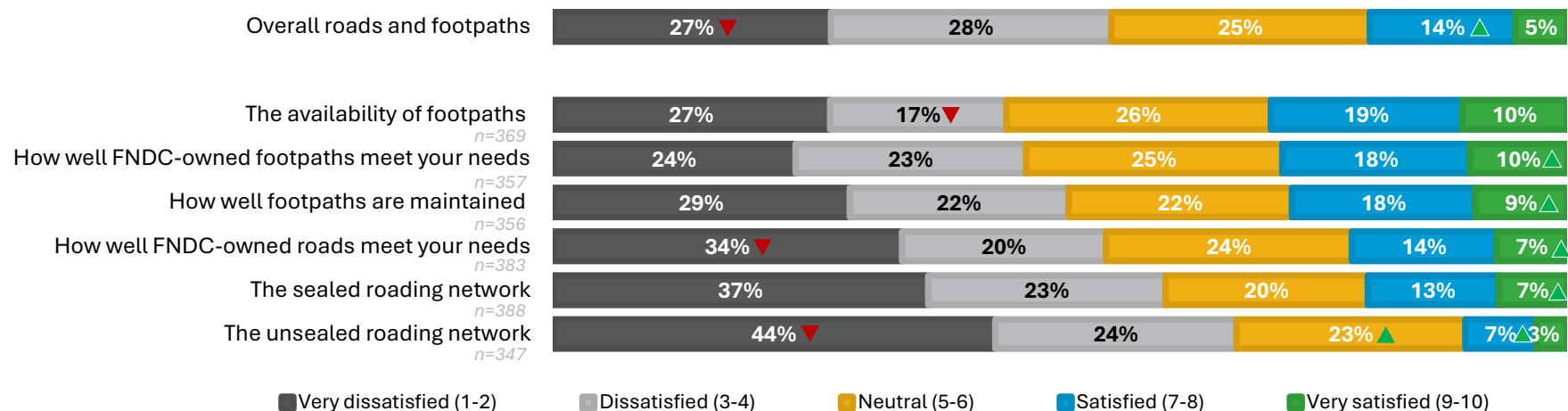
- Nearly two in ten respondents (19%) are satisfied with the **Overall roads and footpaths** within the district, reflecting a significant increase from 8% in 2024.
- Residents in the Whangaroa ward (23%) are significantly more likely to rate this service higher than those in the Te Hiku ward (13%).
- While satisfaction in the Te Hiku ward remains the lowest, it has improved year-on-year, increasing from 4% in 2024 to 13% in 2025.

Related measures

- **The availability of footpaths** is the highest-rated aspect among all roads and footpaths-related measures, with satisfaction significantly increasing from 21% in 2024 to 29% in 2025.
- Satisfaction with **How well FNDC-owned roads meet your needs** and the **Unsealed roading network** have also increased since 2024, rising from 13% to 21%, and from 5% to 10%, respectively.
- Satisfaction among Māori residents has improved since 2024, with significant increases observed across most roads and footpaths-related aspects.



Roads and Footpaths



Scores with 7-10 (% of respondents)

Year, Age, Ethnicity, Location	2025	2024	2022	2021	2020	18-39	40-59	60+	Male	Female	Māori	Non-Māori	Te Hiku	Whangaroa	Hokianga
Overall roads and footpaths	19%▲	8%▼	19%	31%	43%	17%▲	18%▲	22%	25%▲	14%▲	18%▲	21%▲	13%▲	23%▲	21%
The availability of footpaths	29%▲	21%▼	27%	38%	47%	34%	26%	28%	34%▲	24%	31%▲	28%	20%	39%▲	22%
How well FNDC-owned footpaths meet your needs	28%	22%▼	30%	41%	51%	27%	25%	32%	25%	17%	30%▲	27%	16%	36%	29%
How well footpaths are maintained	27%	21%	24%	33%	50%	29%	22%	30%	33%	21%	27%▲	28%	17%	36%	24%
How well FNDC-owned roads meet your needs	21%▲	13%▼	25%	39%	56%	19%	17%	27%▲	34%▲	22%	18%▲	24%▲	14%▲	27%▲	17%
The sealed roading network	20%	15%▼	21%	29%	40%	16%	15%	26%▲	22%	17%	19%	20%	18%	22%	18%
The unsealed roading network	10%▲	5%▼	10%	13%	19%	10%▲	8%	12%	13%▲	7%	9%	11%▲	7%	11%▲	13%

Year-on-year

Between demographics

▲ Significantly higher
▼ Significantly lower

Significantly higher
Significantly lower

NOTES:

- RF2. Overall, how satisfied are you with the roads, footpaths, and walkways around the district? n=382
- RF1. Using the 1 to 10 scale, where 1 means 'very dissatisfied' and 10 means 'very satisfied', how would you rate your level of satisfaction with each of the following...

Water Management



Overall Satisfaction

- Satisfaction with **Overall water management** (35%) and related measures have improved since 2024.
- The improvement in satisfaction with **Overall water management** is evident across all sub-groups.

Related measures

- Nearly six in ten residents (59%) are satisfied with Council's **Sewerage system**, a 5% point improvement since 2024 (54%).
- Satisfaction with the **Water supply** has significantly improved year-on-year, increasing from 37% in 2024 to 57%.
- Additionally, **Stormwater** services also reported a significant rise in satisfaction, from 23% to 39% over the same period.
- The most notable increase in satisfaction amongst sub-groups is within residents of Te Hiku, from 12% to 56% for **Water supply** and from 18% to 35% for **Stormwater**.



Water Management

Overall water management

n=299



Sewerage system

n=165



Water supply

n=172



Stormwater

n=282



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

Scores with 7-10 (% of respondents)

Year, Age, Ethnicity, Location	2025	2024	2022	2021	2020	18-39	40-59	60+	Male	Female	Māori	Non-Māori	Te Hiku	Whangaroa	Hokianga
Overall water management	35%▲	18%▼	35%	35%	44%	35%▲	34%▲	36%▲	41%▲	29%▲	29%▲	40%▲	31%▲	36%▲	38%▲
Sewerage system	59%	54%	65%	67%	74%	53%	57%	64%	60%	58%	52%	65%	59%▲	62%	54%*
Water supply	57%▲	37%▼	50%	57%	65%	57%	49%▲	64%	51%	62%▲	52%	60%▲	56%▲	58%	55%
Stormwater	39%▲	23%▼	37%	35%	49%	37%	44%▲	38%▲	45%▲	33%▲	32%▲	46%▲	35%▲	40%	43%

Year-on-year

▲ Significantly higher
▼ Significantly lower

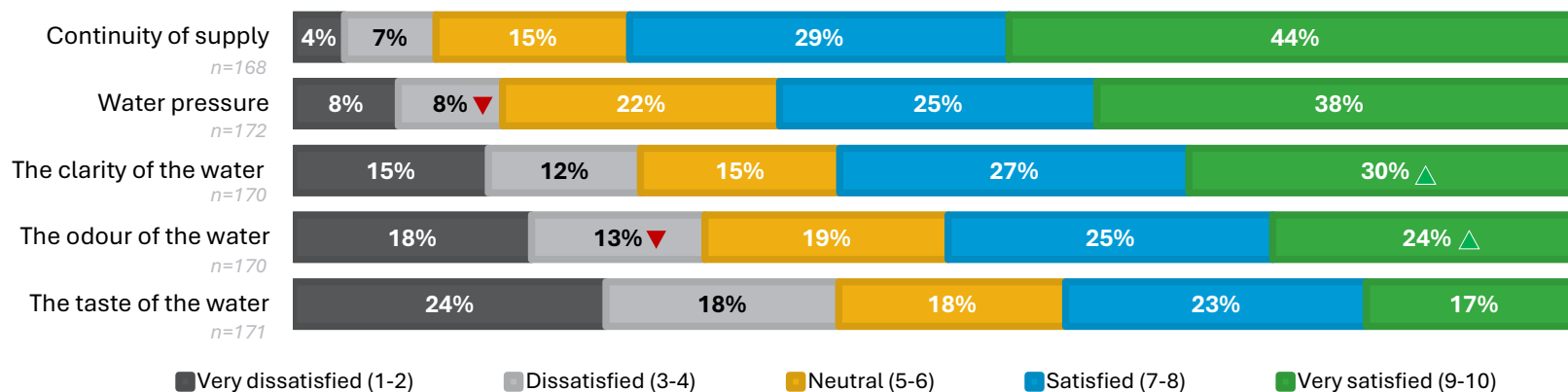
Between demographics

▲ Significantly higher
▼ Significantly lower

NOTES:

1. TW2B. Overall, how satisfied or dissatisfied are you with the water you receive from the Far North District Council? Please note this is about the service not the cost.
2. TW4. On the scale of 1- 10, how satisfied or dissatisfied are you with the Far North District Council sewerage system? Please note, this is about the service not the cost.
3. TW5. How satisfied are you with the Far North District Council-owned urban (town) stormwater management system?
4. TW6. 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 the council overall for its management of three waters in the district.
5. *Caution: Small sample size (n<30). Results are indicative only.

Water Supply



Scores with 7-10 (% of respondents)

Year, Age, Ethnicity, Location	2025	2024	2022	2021	2020	18-39	40-59	60+	Male	Female	Māori	Non-Māori	Te Hiku	Whangaroa	Hokianga
Continuity of supply	74%	69%	76%	71%	70%	73%	71%	77%	76%	72%	67%	79%	73%	73%	78%*
Water pressure	62%	54% ▼	67%	64%	75%	52%	64% ▲	68%	59%	65% ▲	49%	73% ▲	60%	61%	68%*
The clarity of the water	58% ▲	42%	55%	59%	66%	61% ▲	47%	64%	56%	60% ▲	52%	62% ▲	55% ▲	59%	59%*
The odour of the water	49%	43%	47%	58%	60%	53%	40%	55%	44%	55% ▲	46%	52%	49% ▲	50%	47%*
The taste of the water	40% ▲	25%	38%	46%	48%	36% ▲	31%	51%	39%	41% ▲	34%	46% ▲	37% ▲	42% ▲	41%*

Year-on-year

▲ Significantly higher
▼ Significantly lower

Between demographics

▲ Significantly higher
▼ Significantly lower

NOTES:

1. TW2. On the scale of 1- 10, how would you rate your satisfaction with...
2. *Caution: Small sample size (n<30). Results are indicative only.

Waste Management



Overall Satisfaction

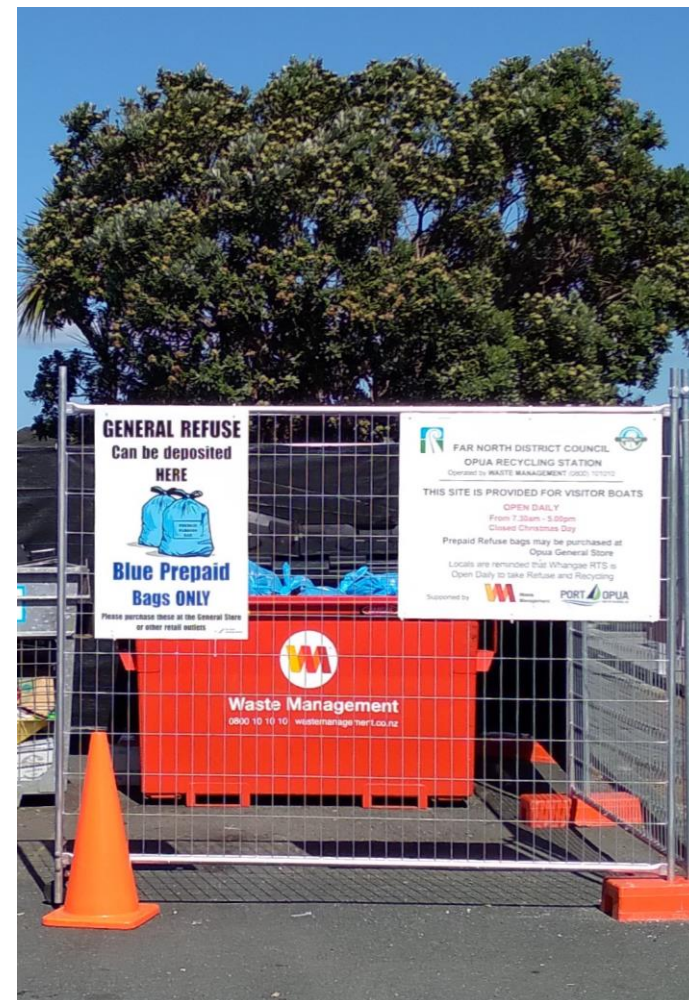
- Two-thirds of residents (66%) are satisfied with the **Overall refuse and recycling disposal services**, representing a significant increase from 53% in 2024.

Refuse transfer stations

- Waipapa (Northland Waste) is the most used **Refuse transfer station** by residents, with 24% stating they have used it in the last three months. Kaitiāia is the second most used at 19%.
- Among those who have used a facility, eight in ten (80%) are satisfied with the service they received.

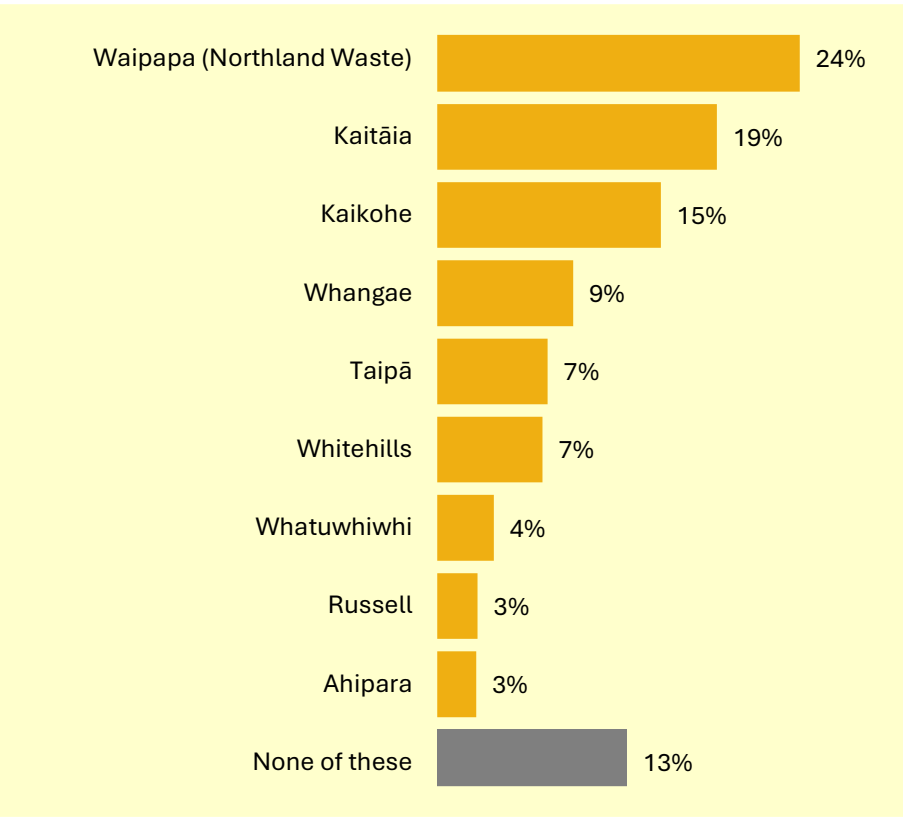
Community recycling centres

- Moerewa (6%) is the most commonly used **Community recycling centre** among Far North District residents in the past three months.
- Nearly eight in ten users (78%) are satisfied with the council's **Community recycling centres**.

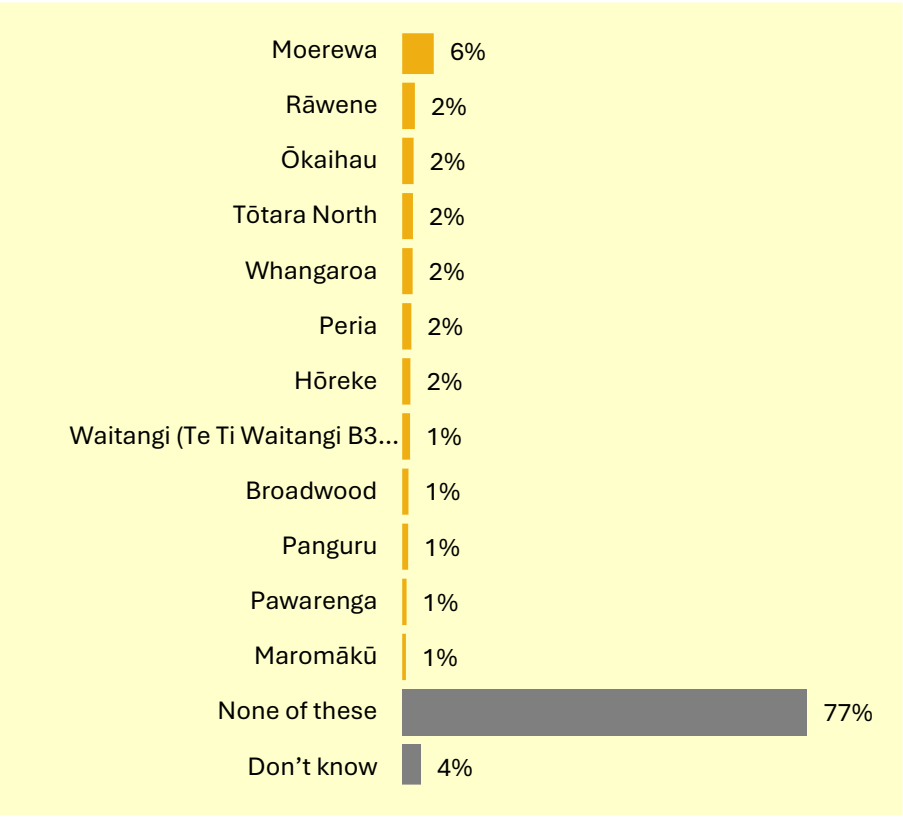


Refuse Transfer station and Recycling Centres Usage in the Last 3 Months

Refuse transfer stations



Community recycling centres



Year-on-year

▲ Significantly higher
▼ Significantly lower

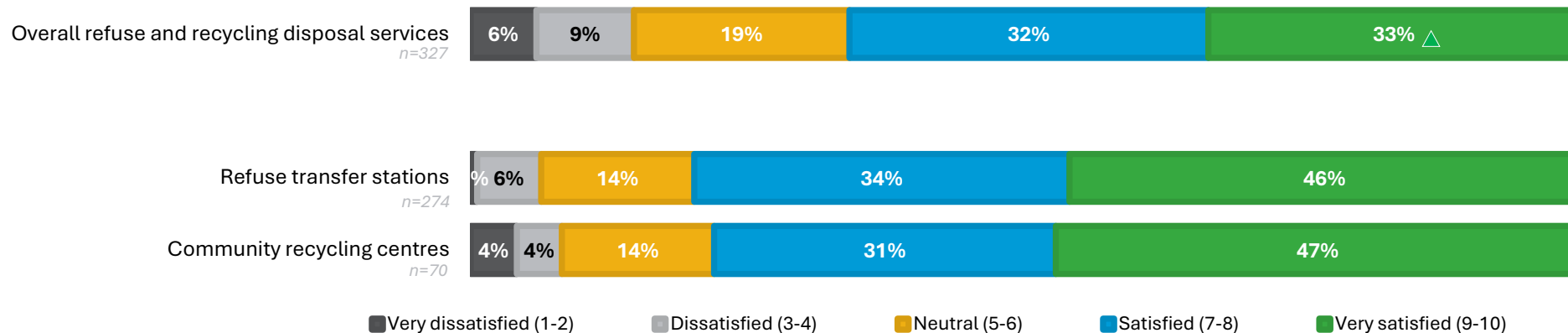
Between demographics

▲ Significantly higher
▼ Significantly lower

NOTES:

1. WR1. Which Far North District Council refuse transfer station have you used in the last 3 months? A refuse transfer station is a place where you can dispose of rubbish, and a wide range of recyclables.
2. WR3. Which Far North District Council community recycling centres have you used in the last 3 months? These are places where you can take recyclables, but not dispose of rubbish
3. Transfer stations <3% are not shown.

Waste Management



Scores with 7-10 (% of respondents)

Year, Age, Ethnicity, Location	2025	2024	2022	2021	2020	18-39	40-59	60+	Male	Female	Māori	Non-Māori	Te Hiku	Whangaroa	Hokianga
Overall refuse and recycling disposal services	66%▲	53%	67%	68%	73%	63%▲	64%	69%▲	63%	69%▲	65%▲	67%▲	74%▲	67%	52%
Refuse transfer stations	80%	74%	80%	79%	81%	82%	84%	75%	81%	79%	77%	82%	83%▲	85%	63%
Community recycling centres	78%	70%	71%	81%	86%	87%*	66%*	82%*	78%*	78%	77%	80%	65%*	79%	82%*

Year-on-year

▲ Significantly higher
▼ Significantly lower

Between demographics

Significantly higher
Significantly lower

NOTES:

1. WR2A. Still using the 1-10 scale, how satisfied or dissatisfied are you with the rubbish and recycling services at the council's refuse transfer stations?
2. WR4. Still using the 1-10 scale, how satisfied or dissatisfied are you with the council's community recycling centres?
3. WR5. How would you rate your satisfaction with the council overall for its refuse and recycling disposal services?
4. *Caution: Small sample size (n<30). Results are indicative only.

Public Facilities and Parks, Coastal Access, and Car Parks



Public Facilities

- More than half of residents (54%) are satisfied with **Public facilities**.
- Satisfaction is highest among residents aged 60 or over (58%) and those living in the Whangaroa ward (57%).

Parks, coastal access and car parks

- Satisfaction with **Overall parks, coastal access, and car parks** has significantly increased, from 39% in 2024 to 50% in 2025, along with related measures.

Public Facilities – Visitation

- Visitation of **Cemeteries** has slightly improved from 17% in 2024 to 19% in 2025.
- In contrast, visitation of **Public toilets** and **Public libraries** has slightly declined since 2024, from 70% to 65% and from 40% to 39%, respectively.

Public Facilities – Satisfaction

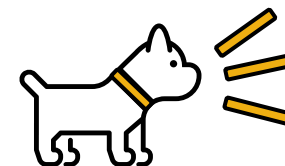
- **Public libraries** (89%) have consistently received the highest satisfaction ratings among visitors over the past years.
- 72% of **Cemetery** visitors are satisfied with the facility they visited.
- However, only 40% are satisfied with the **Cleanliness of public toilets**, with satisfaction lowest among Hokianga residents at just 24%.
- Among dissatisfied residents, those who rated the **Cleanliness of public toilets** 1 to 3 out of 10, 84% suggested **More frequent cleaning** (see page 51).

Parks, Coastal Access, and Car Parks

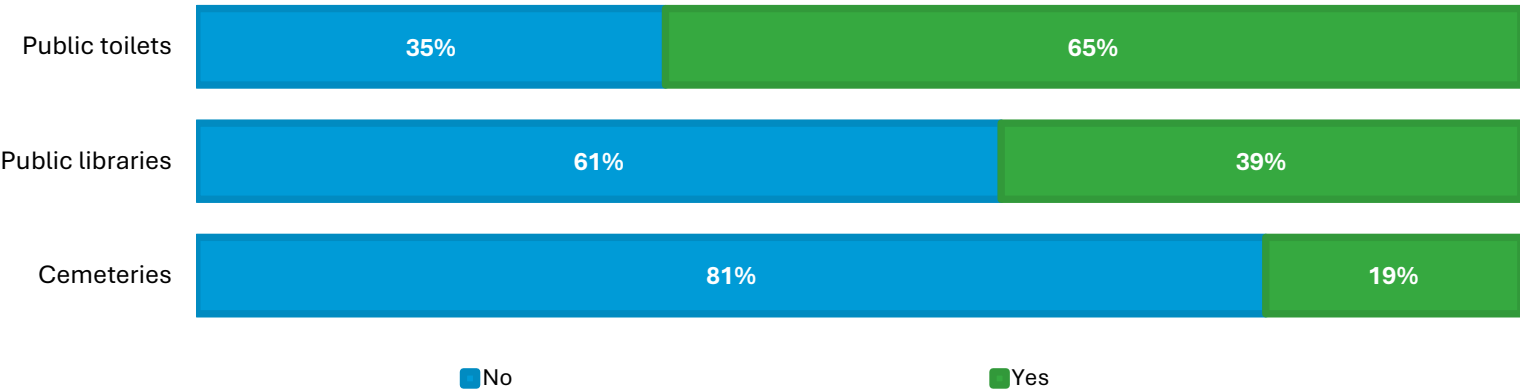
- 61% of residents are satisfied with **The range of parks and reserves the council provides**
- Just over half (52%) are satisfied with the **Council-provided access to the coast**.
- While a lower proportion (42%) are satisfied with the **Council-provided car park facilities**.

Animal Management

- Satisfaction with how the council's **Animal Management** Team **manages dogs in the district** has significantly increased since 2024 by 12% points, rising from 16% to 28%.



Public Facilities – Visitation



Visitation in the last three months (% of respondents)

Year, Age, Ethnicity, Location	2025	2024	2022	2021	18-39	40-59	60+	Male	Female	Māori	Non-Māori	Te Hiku	Whangaroa	Hokianga
Public toilet	65%	70%	65%	70%	70%	62%	63%	63%	66%	70%	60%	63%	64%	68%
Public libraries	39%	40%	34%	48%	34%	33%	48%	35%	43%	36%	41%	39%	40%	38%
Cemeteries	19%	17%	17%	31%	22%▲	15%	21%	17%	21%	27%	13%	23%	17%	19%

Year-on-year

▲ Significantly higher

▼ Significantly lower

Between demographics

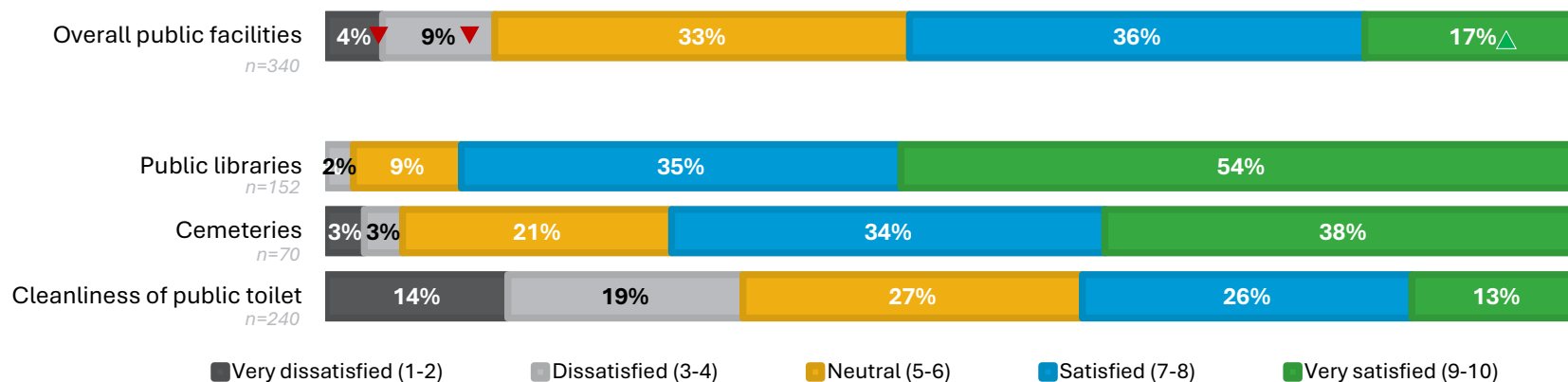
Significantly higher

Significantly lower

NOTES:

- CF1. Which of the following facilities have you visited in the last three months?
- *Caution: Small sample size (n<30). Results are indicative only.

Public Facilities – Satisfaction



Scores with 7-10 (% of respondents)

Year, Age, Ethnicity, Location	2025	2024	2022	2021	18-39	40-59	60+	Male	Female	Māori	Non-Māori	Te Hiku	Whangaroa	Hokianga
Overall public facilities	54%▲	43%	52%	61%	50%	51%▲	58%	55%	52%▲	53%▲	54%	55%▲	57%	43%
Public libraries	89%	84%	84%	96%	83%	92%	91%	90%	89%	90%	89%	96%▲	88%	83%*
Cemeteries	72%	65%	83%	90%	68%*	68%*	79%	78%	68%	71%	74%	68%*	75%	75%*
Cleanliness of public toilet	40%	38%	47%	54%	26%	33%	57%	45%	35%	39%	40%	39%	47%	24%

Year-on-year

▲ Significantly higher
▼ Significantly lower

Between demographics

▲ Significantly higher
▼ Significantly lower

NOTES:

1. CF2. On the scale of 1- 10, how would you rate your level of satisfaction with...
2. CF4. When you consider all the public facilities that are provided by the council including the availability of services, 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?
3. *Caution: Small sample size (n<30). Results are indicative only.

Parks, Coastal Access, and Car Parks

Overall parks, coastal access and car parks

n=353



The range of parks and reserves the council provides

n=340



Council-provided access to the coast

n=316



Council-provided car park facilities

n=339



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

Scores with 7-10 (% of respondents)

Year, Age, Ethnicity, Location	2025	2024	2022	2021	2020	18-39	40-59	60+	Male	Female	Māori	Non-Māori	Te Hiku	Whangaroa	Hokianga
Overall parks, coastal access and car parks	50%▲	39%	47%	48%	61%	53%	45%	52%	52%	48%▲	51%▲	49%	48%▲	53%▲	46%
The range of parks and reserves the council provides	61%▲	50%	57%	63%	70%	58%	54%	69%	62%	60%▲	61%▲	62%	60%▲	63%	59%
Council-provided access to the coast	52%▲	35%	43%	44%	51%	54%▲	48%▲	53%▲	53%▲	51%▲	51%▲	53%▲	47%▲	54%▲	54%
Council-provided car park facilities	46%▲	35%	45%	56%	63%	51%	43%▲	45%	48%	44%▲	48%▲	44%	49%▲	45%	44%

Year-on-year

▲ Significantly higher
▼ Significantly lower

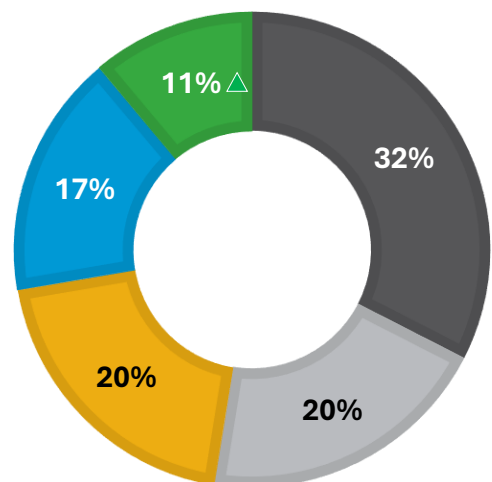
Between demographics

▲ Significantly higher
▼ Significantly lower

NOTES:

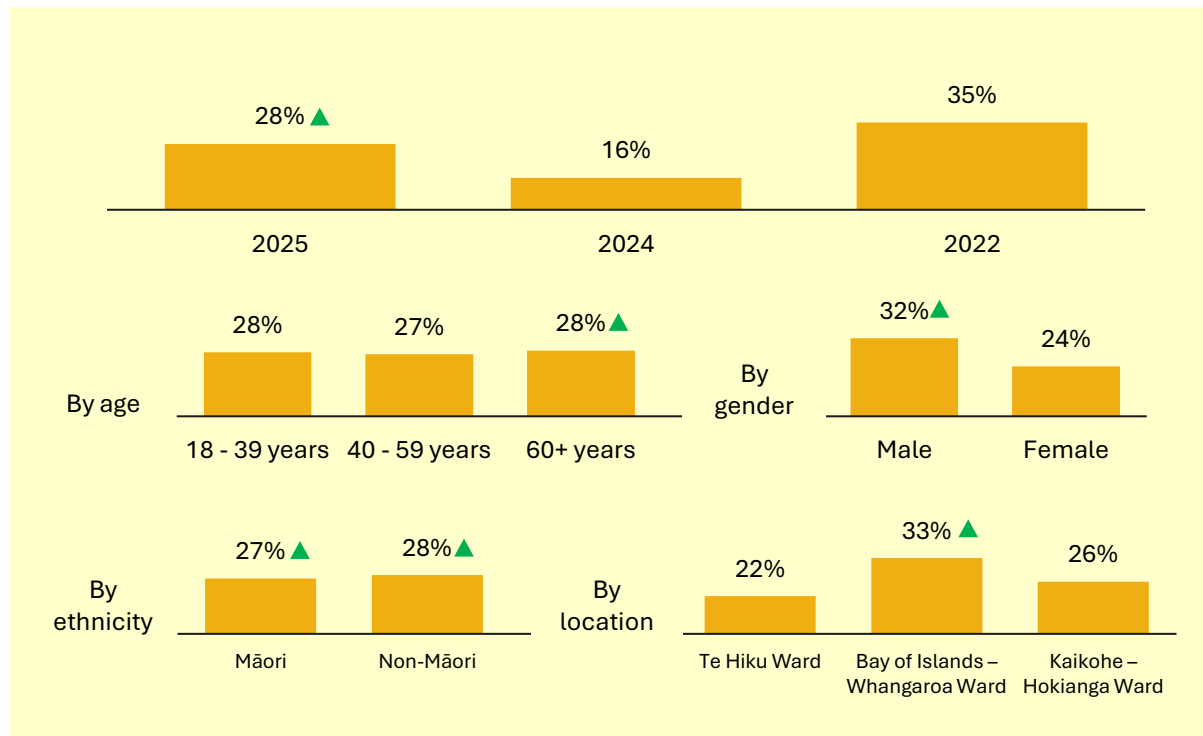
- PR1. Still using the 1 to 10 scale, where 1 means 'very dissatisfied' and 10 means 'very satisfied', how would you rate your satisfaction with the following...
- PR2. And overall, how satisfied are you with council parks, coastal access, and car parks?
- *Caution: Small sample size (n<30). Results are indicative only.

Animal Management



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

Satisfied (% 7-10)



Year-on-year

▲ Significantly higher
 ▼ Significantly lower

Between demographics

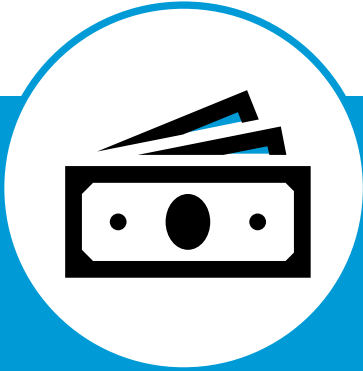
▲ Significantly higher
 ▼ Significantly lower

NOTES:

1. AM1. Overall, how satisfied are you with the following? How the council's Animal Management Team manages dogs in the district n=276
2. *Caution: Small sample size (n<30). Results are indicative only.

Value for Money

Value for Money



Overall Satisfaction

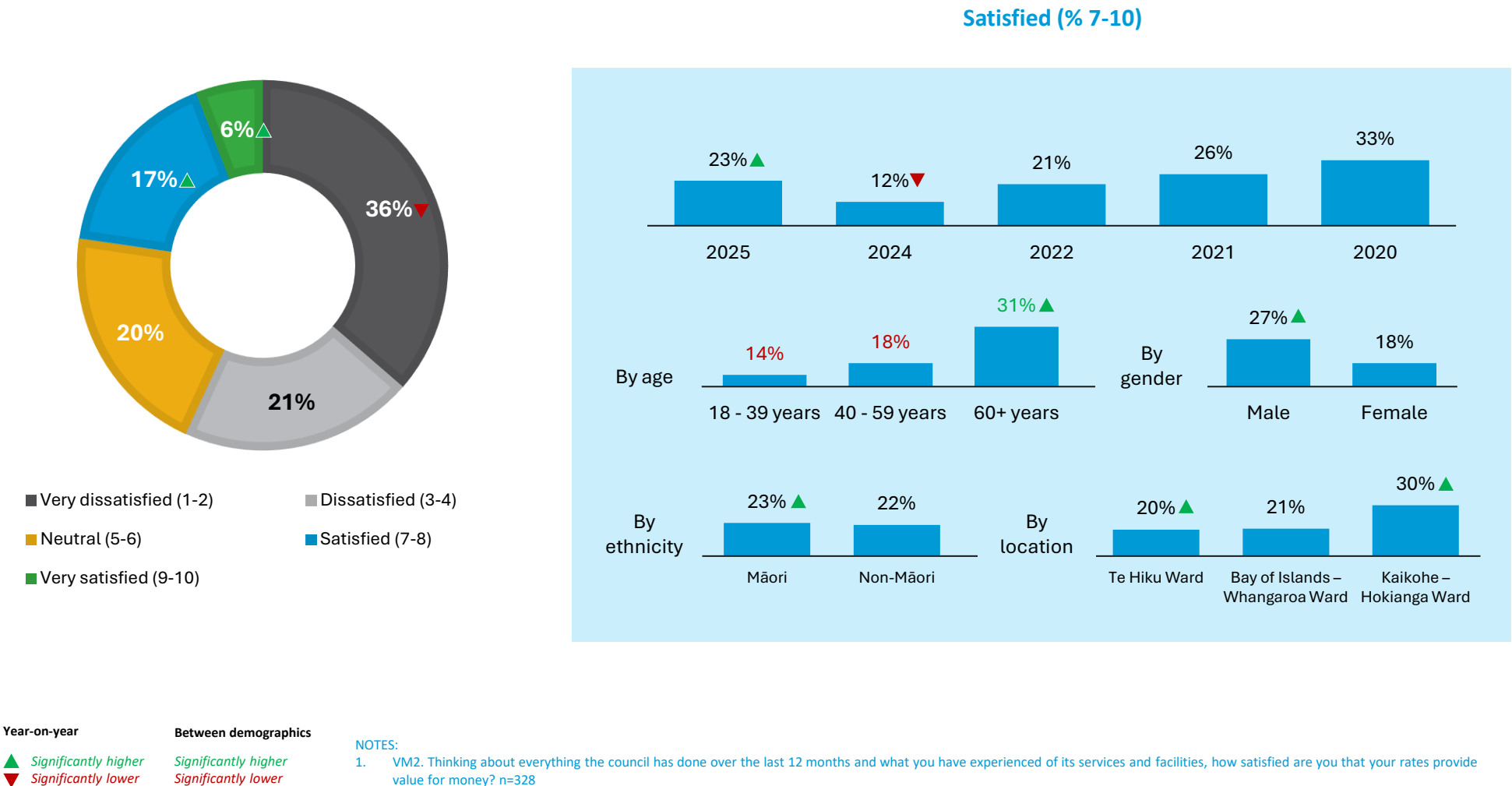
- Just over two in ten residents (23%) are satisfied with the **Value for money** they receive from the Council, a significant increase of 11% points since 2024.
- A significant rise in satisfaction among residents aged 60 or over has been reported, increasing from 19% in 2024 to 31% in 2025.

Related measures

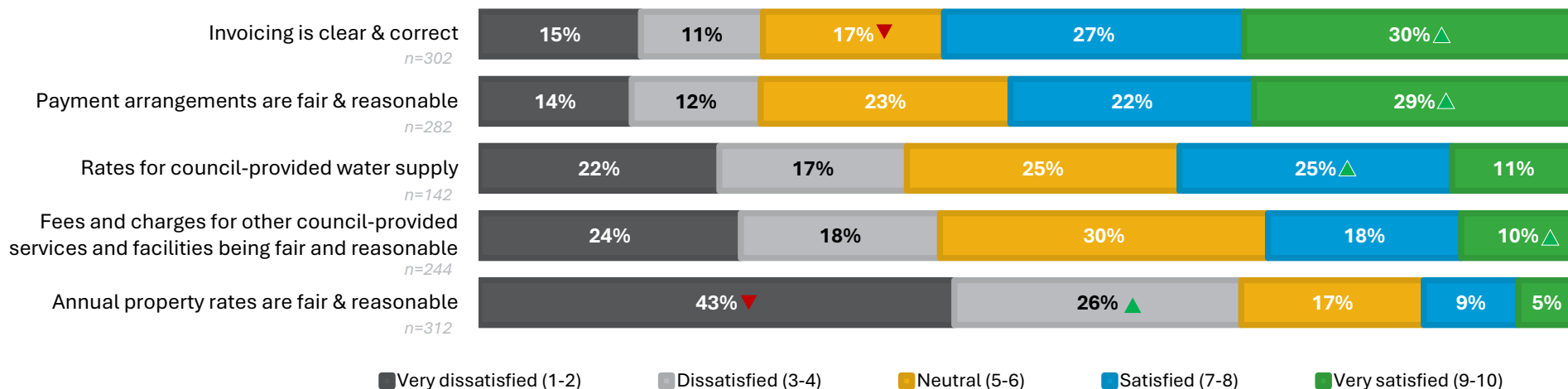
- **Invoicing is clear and correct** is the highest-rated aspect of value for money at 58%, marking a significant increase from 49% in 2024.
- **Payment arrangements are fair and reasonable** is the second highest rated aspect in relation to measures regarding value for money at 52%.
- Despite a slight increase of 3% points (from 11% to 14%), **Annual property rates are fair and reasonable** remains the lowest-rated aspect of value for money. Due to the low satisfaction, it continues to be identified as a priority aspect for improvement.



Value for Money



Value for Money



Scores with 7-10 (% of respondents)

Year, Age, Ethnicity, Location	2025	2024	2022	2021	2020	18-39	40-59	60+	Male	Female	Māori	Non-Māori	Te Hiku	Whangaroa	Hokianga
Invoicing is clear and correct	58% ▲	49%	56%	73%	78%	59% ▲	47%	65%	64% ▲	51%	47% ▲	65%	52%	62%	55%
Payment arrangements are fair and reasonable	52%	49% ▼	54%	76%	78%	49%	41%	60%	56%	47%	40%	60%	46%	57%	45%
Rates for council-provided water supply	36%	26%	32%	45%	55%	41%	24%	44%	37%	35%	33%	38%	38% ▲	37%	32%*
Fees and charges for other council-provided services and facilities being fair and reasonable	28%	23%	29%	44%	45%	30%	27%	27%	32%	23%	25% ▲	31%	30%	27%	29%
Annual property rates are fair and reasonable	14%	11% ▼	18%	26%	27%	11%	9%	19%	17%	11%	13% ▲	14%	7%	17%	16%

Year-on-year

Between demographics

▲ Significantly higher
▼ Significantly lower

Significantly higher
Significantly lower

NOTES:

1. VM1. Using a scale of 1-10 where 1 is strongly disagree and 10 is strongly agree, how much do you agree with the following statements?

Governance, Communication and Strategic Administration

Sources of Council Information and Perceived Level of Awareness

Resident Awareness and Engagement with Council Information

- A lower proportion of residents felt generally **Informed about what the Council is doing** in 2025 (17%), compared to 21% in 2024.
- Among those who provided suggestions in regard to how Council can keep them informed, 33% recommended **Mailbox drops such as newsletters and pamphlets**, while a similar proportion (29%) suggested **More communication or information in general** (See page 52).
- Similarly, **Effort made to stay informed about what the Council is doing** has significantly declined, from 37% in 2024 to 24% in 2025.

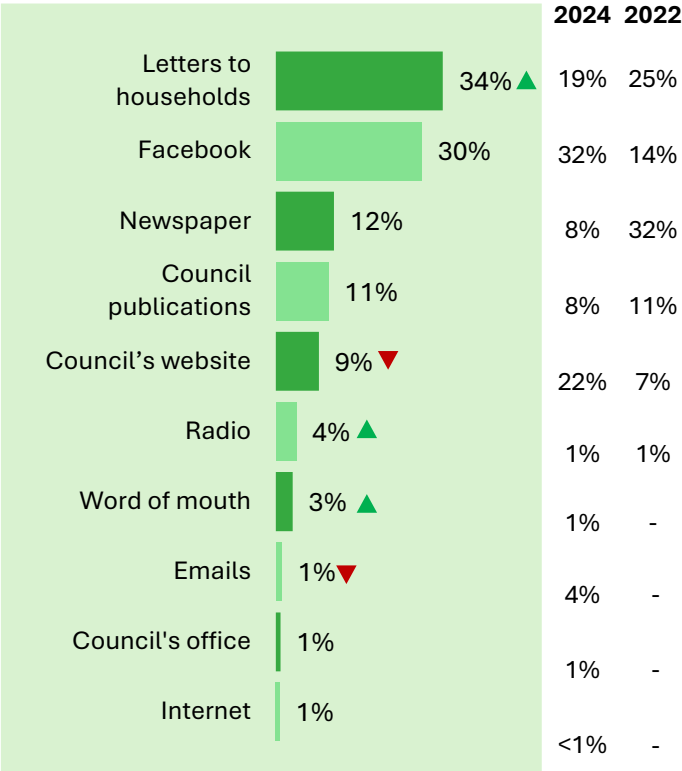
Awareness of Community Board

- Despite a 4% point decline, awareness of the **Community Board** remains consistently high, with 76% of residents having heard of it, a decrease from 80% in 2024.

District Plan

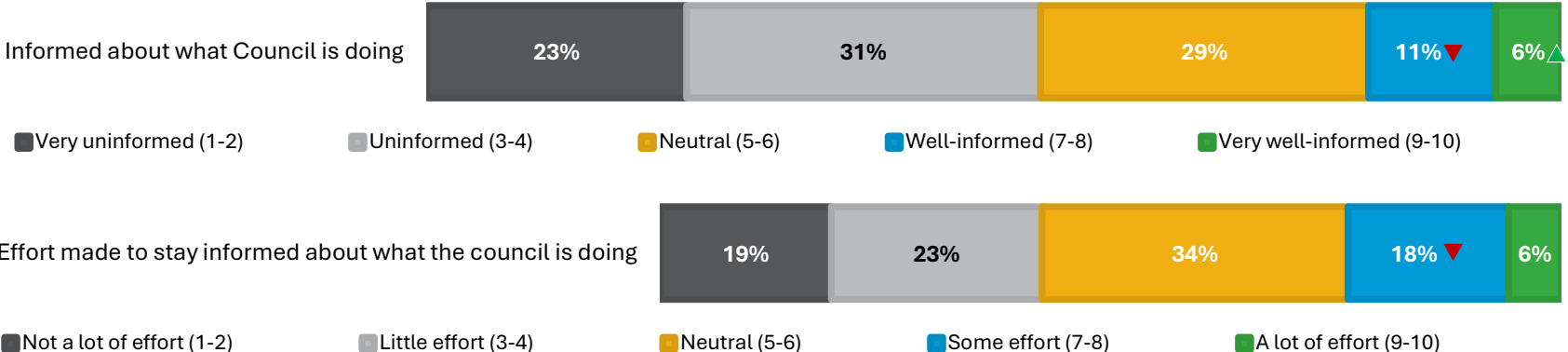
- Only 14% of residents felt that they are **Informed about the District Plan**, a slight decline from 17% in 2024.
- Just 17% are **Aware of changes to the District Plan and opportunities to participate in plan changes**, a decrease from 21% in 2024.

Sources of Information



NOTES:
 1. GC3. Which of the following do you most rely on for information about the council? n=340

Resident Awareness and Engagement with Council Information



Year, Age, Ethnicity, Location	2025	2024	2022	2021	2020	18-39	40-59	60+	Male	Female	Māori	Non-Māori	Te Hiku	Whangaroa	Hokianga
Informed about what Council is doing	17%	21%	16%▼	25%	36%	15%	15%	20%	15%	19%	24%	12%	13%	15%	28%
Effort made to stay informed about what the council is doing	24%▼	37%▲	21%▼	26%	30%	20%	20%▼	29%▼	24%▼	23%▼	27%	22%▼	21%	24%▼	26%

Year-on-year

▲ Significantly higher
▼ Significantly lower

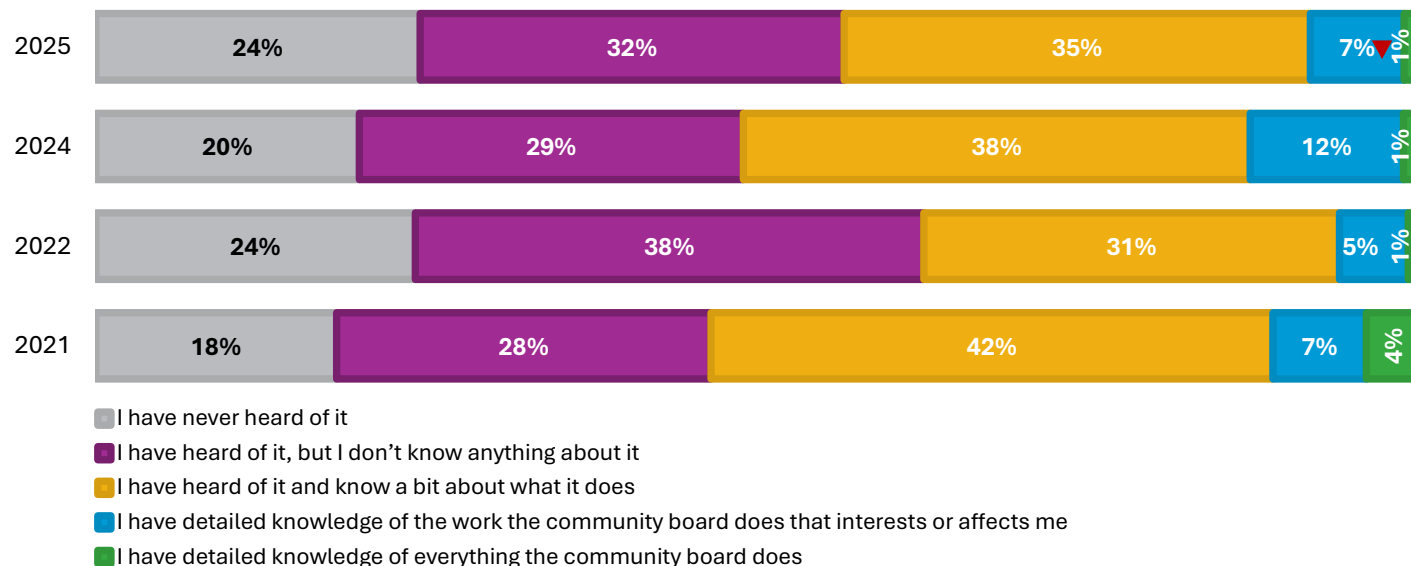
Between demographics

Significantly higher
Significantly lower

NOTES:

- GC3. Which of the following do you most rely on for information about the council? n=340
- GC4. Using a scale of 1-10 where 1 is 'Very uninformed' and 10 is 'Very well-informed', in general how well-informed do you feel about what the council is doing? n=357
- GC2. Using a scale of 1-10, where 1 is not much effort and 10 is a lot of effort, how much effort do you make to stay informed about what the council is doing? n=344

Awareness of the Community Board



Year, Age, Ethnicity, Location	2025	2024	2022	2021	18-39	40-59	60+	Male	Female	Māori	Non-Māori	Te Hiku	Whangaroa	Hokianga
Heard of it	76%	80%	76%	82%	72%	69%	83%	71%	80%	79%	73% ▼	71%	76%	81%

Year-on-year

▲ Significantly higher
▼ Significantly lower

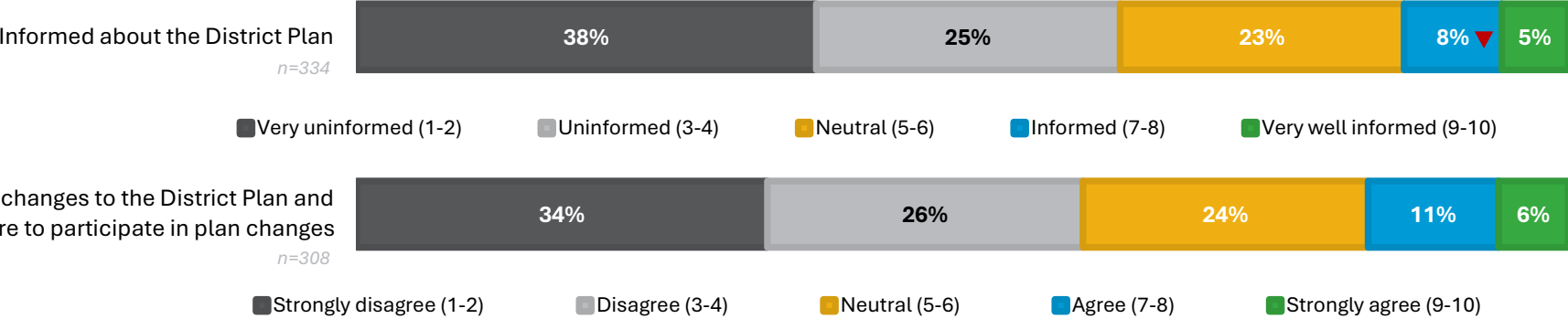
Between demographics

▲ Significantly higher
▼ Significantly lower

NOTES:

1. GC1. Which of the following best describes your awareness of the community board that operates in your area? n=364

Council’s District Plan



Scores with 7-10 (% of respondents)

Year, Age, Ethnicity, Location	2025	2024	2022	2021	2020	18-39	40-59	60+	Male	Female	Māori	Non-Māori	Te Hiku	Whangaroa	Hokianga
Informed about the District Plan	14%	17%	11%	15%	22%	13%	6%▼	19%	12%▼	15%	15%	13%▼	11%	11%▼	22%
Aware of changes to the District Plan and opportunities where to participate in plan changes	17%	21%	11%	20%	24%	16%	6%▼	25%	15%	17%	15%	18%	13%	18%	19%

Year-on-year

▲ Significantly higher
▼ Significantly lower

Between demographics

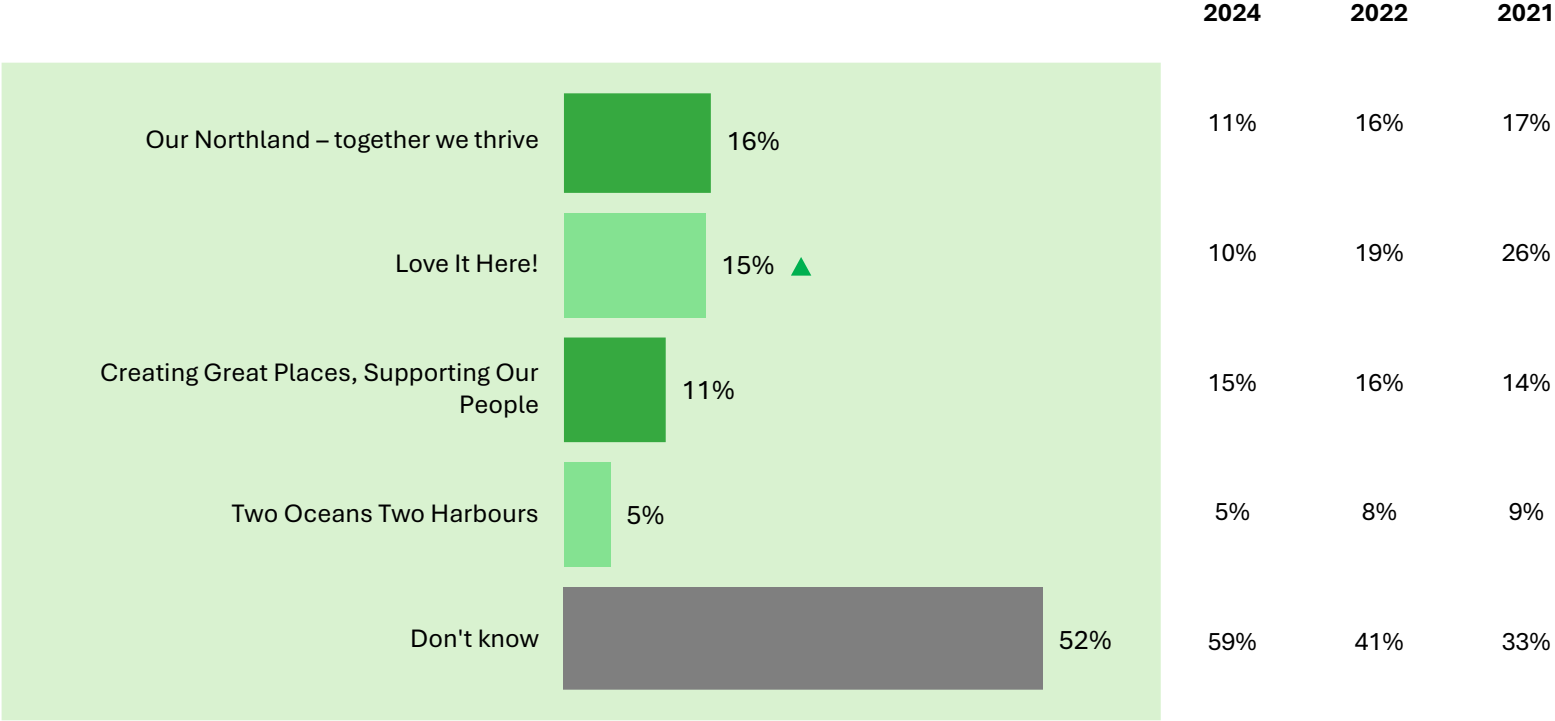
Significantly higher
Significantly lower

NOTES:

1. GC5B. Using a scale of 1-10 where 1 is 'Very uninformed' and 10 is 'Very well informed', in general how well informed do you feel about the council's District Plan (land use)?

2. GC6. Still thinking about the District Plan, on a scale of 1-10 where 1 is 'Strongly disagree' and 10 is 'Strongly agree', how much do you agree or disagree with the following statement - I am aware of changes to the District Plan and opportunities where I can participate in these plan changes

Brand Statements and Quality Programmes

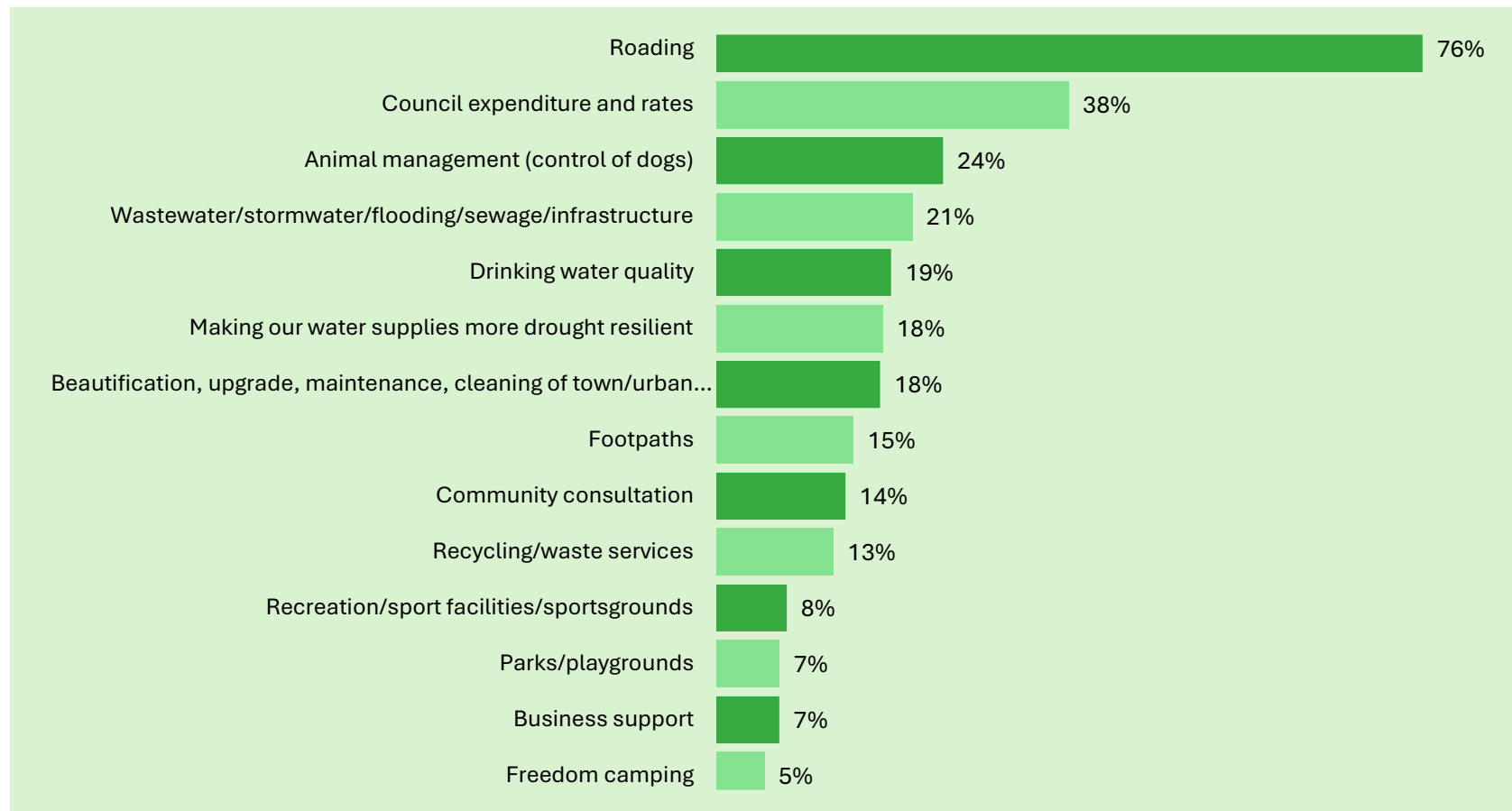


Year-on-year
▲ Significantly higher
▼ Significantly lower

Between demographics
▲ Significantly higher
▼ Significantly lower

NOTES:
1. GC5A. Which of the following brand statements do you associate with the Far North District Council? Please select one.

Priority for the Next 12 Months



Year-on-year

▲ Significantly higher
▼ Significantly lower

Between demographics

▲ Significantly higher
▼ Significantly lower

NOTES:

1. OP2. Which three services or facilities do you think the council should give high priority to over the next 12 months? n=359
2. Suggestions <5% are not shown.

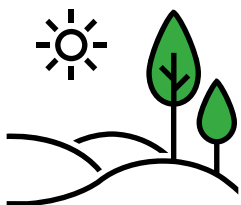
Quality of Life and Confidence in the Future

Quality of Life

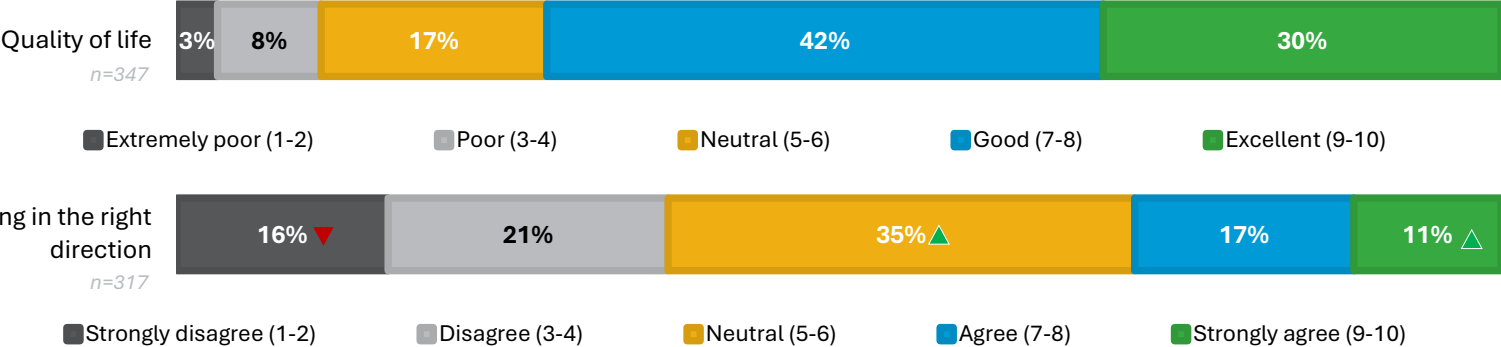
- Nearly three quarters of residents (72%) consider their **Quality of life** to be 'Good' or 'Excellent'.
- Perceptions are highest among Whangaroa residents (79%) and Non-Māori residents (78%), compared with other sub-groups.
- However, the perception of **Quality of life** among Hokianga residents is the lowest across all sub-groups, with a significant decline to 58% from 79% in 2024.

Confidence that the District is going in the right direction

- Nearly three in ten residents (28%) agree that the **District is Going in the right direction**, reporting a 5% point improvement from 23% recorded in 2024.



Quality of Life and Confidence in the Future



Scores with 7-10 (% of respondents)

Year, Age, Ethnicity, Location	2025	2024	18-39	40-59	60+	Male	Female	Māori	Non-Māori	Te Hiku	Whangaroa	Hokianga
Quality of life	72%	73%	76%	66%	74%	70%	74%	64%	78%	72%	79%	58% ▼
Confidence that the District is going in the right direction	28%	23%	26%	25%	31%	28%	28% ▲	32%	24%	28%	25%	34%

Year-on-year Between demographics

▲ Significantly higher Significantly higher
▼ Significantly lower Significantly lower

NOTES:

1. QOL1. 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?

2. QOL2. On a scale of 1 to 10 where 1 is 'extremely poor' and 10 is 'excellent', how would you rate the overall quality of your life?

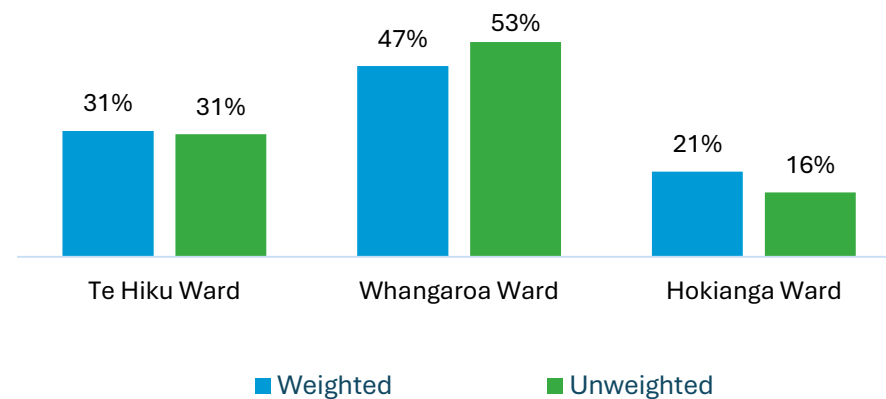
Sample Profile

Sample profile (n=393)

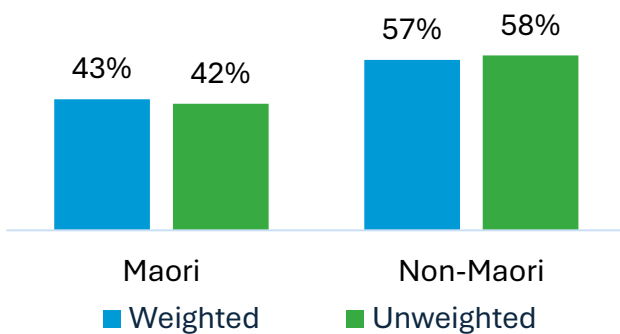
Gender



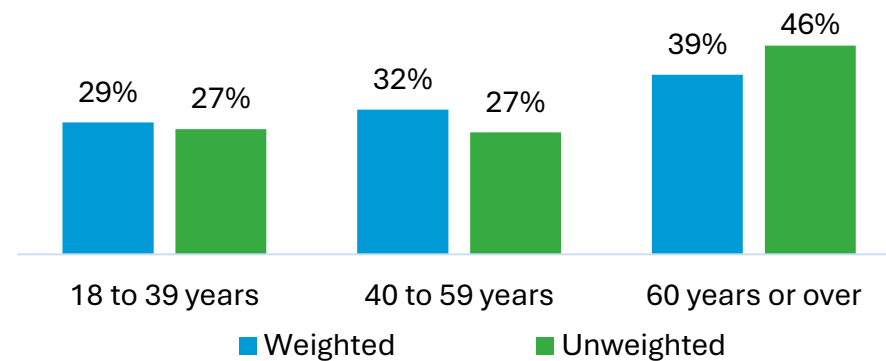
Ward



Ethnicity



Age



Appendices – Residents' Comments and Service Connection

Reasons for dissatisfaction with roads and footpaths

Comments	%
Poor quality of surface (e.g. potholes, corrugation, cracked, uneven)	97%
Need more regular maintenance	72%
Repairs too slow	70%
More required	31%
Too much dust	16%
Job not done properly the first time	5%
Too many trucks	1%
Causes breaks windscreens	1%
Ruining / causing damage to cars	1%
Other	3%

NOTES:

1. RF1A. Why were you not satisfied with the roads and/or footpaths in the district? Please select all that apply. n=189
2. TW2A. Why weren't you satisfied with the water supplied by Far North District Council? n=56

Reasons for dissatisfaction with water supply

Comments	%
Tastes horrible / is undrinkable / smelly	59%
Buy water / use a filter	29%
Too much chlorine	25%
Chemical taste	23%
Water is muddy / dirty / a brown colour / cloudy	22%
Too much fluoride	4%
Other	2%

Reasons for dissatisfaction with sewerage system

Reasons	%
Upgrades needed	64%
Unpleasant smell	59%
Blockages	44%
Other	39%

Reasons for dissatisfaction with stormwater

Reasons	%
Need for more regular maintenance	82%
Flooding	70%
More drains required	52%
Location of drains not right	31%
Other	20%
Don't know	4%

NOTES:

1. TW4A. Why weren't you satisfied with Council's sewerage system? Please select all that apply. n=23
2. TW5A. Why weren't you satisfied with the council's stormwater management system? Please select all that apply. n=67
3. *Caution: Small sample size (n<30). Results are indicative only.

Suggestions for Improving Council Communication

Comments	%
Mailbox drops such as newsletters and pamphlets	33%
More communication / information in general	29%
Social media such as Facebook, council website	22%
Sending emails	13%
A local area representative / Public meetings and consultations	11%
Newspaper articles	4%
Public notices, such as supermarket noticeboards	4%
Make the website easier to navigate	2%
Radio	2%
Included in rates notices	2%
Television	2%
Other	2%

Reasons for dissatisfaction with Animal management

Reasons	%
Too many stray dogs in the district	79%
Dogs are attacking livestock	30%
Dog registration fees are too high	21%
Staff failed to address an issue I reported	20%
Staff did not respond or advise me of the outcome when I reported a problem	15%
Other	25%
Don't know	1%

NOTES:

1. GC4A. How could the council improve the way it keeps you informed? n=109
2. AM2. Why weren't you satisfied with the how the council's Animal Management Team manages dogs in the district? n=118

Comments on public facilities

*Comments	%
Toilets need to be cleaned more often, provide better quality paper and fittings	38%
Toilets need to be upgraded, provide more toilets, longer opening hours	30%
The library service is great. Staff do a good job	13%
Toilet facilities are clean and tidy	10%
The library needs a bigger range of books, more photocopiers, an upgrade, more knowledgeable staff	10%
Cemeteries need more rubbish bins, better maintenance, better drainage, more care	5%
Council make no effort in terms of recycling. Provide more rubbish bins in public areas	5%
Other	6%

Reasons for dissatisfaction with Public toilets

Comments	%
More frequent cleaning	84%
Better level of cleaning	73%
Maintenance / upgrades needed	62%
The availability of services / not enough facilities	27%
Opening hours need to be longer	25%
Other	13%

NOTES:

1. CF3. Do you have any comments about these services? If your comment relates to a specific facility, please specify. n=102
2. *Comments <5% are not shown.
3. CF2A. Why weren't you satisfied with the council's facilities? - Public toilet n=55

Reasons for dissatisfaction with council-maintained parks, reserves, open spaces, and car parks

Comments	%
Better maintenance required (e.g. lawnmowing, rubbish)	57%
Not enough options	48%
Need more children's play areas	40%
Lack of exercise areas for dogs	39%
Freedom campers are an issue	18%
Location inconvenient	10%
Other	25%
Don't know	3%

NOTES:

1. PR1A. Why weren't you satisfied with council-maintained parks, reserves, open spaces, and car parks? n=
2. WR2B. Why weren't you satisfied with the council's refuse transfer station? n=10
3. WR4A. Why weren't you satisfied with Council's community recycling centre? n=3
4. *Caution: Small sample size (n<30). Results are indicative only.

Reasons for dissatisfaction with refuse transfer station

Comments*	%
Cost / expensive	40%
Limited range of recyclables accepted at the station	31%
Too far away / no local station	7%
Difficult to find/don't know where they are	7%
Other	71%

Reasons for dissatisfaction with Community recycling centres

Comments*	%
Difficult to find / don't know where they are	67%
Too far away / no local station	33%
Limited range of recyclables accepted at the centre	33%
Opening hours need to be longer	33%

Water Supply Connection

	%
A Far North District Council supply	40%
Your own water supply system (e.g., roof or bore)	50%
A combination of town and your own supply	5%
Other / private supplier	3%
Don't know	3%

Usage of Council Refuse Transfer Station in the last 12 months

	%
Yes	86%
No	11%
Don't know	3%

Wastewater Property Connection

	%
A Far North District Council sewerage system	45%
Your own septic tank system	49%
Other / private supplier	1%
Don't know	4%

NOTES:

1. TW1. Which of the following best describes your water supply connection? n=393
2. TW3. Which of the following best describes the wastewater system that your property is connected to? n=393
3. WR2. Have you used a council refuse transfer station in the last 12 months? n=322

An aerial photograph of a coastal area. On the left, the ocean meets a sandy beach with gentle waves. A river flows from the right towards the beach, creating a meandering path through green fields and some trees. In the background, a small town or village is visible, with houses and roads. The sky is clear and blue.

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