



Councils' Annual Residents Surveys Benchmarking Report 2024/2025



Research background



Research Objectives

The specific objectives of this research were:

- To understand residents' satisfaction with services and facilities provided by Councils across New Zealand.
- To benchmark the key performance indicators against other Councils.



Method

- Surveys were undertaken with 21 different Councils across New Zealand in 2024/25, including 18 District Councils and 3 City Councils.
- Respondents were selected at random from the Electoral Roll, ratepayers database, and/or email contacts collected through previous years' surveys.
- The questionnaires were designed in consultation with Councils and were 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 samples were weighted to be exactly representative of key population demographics for each area based on the 2023 Census.
- At an aggregate level the surveys have an expected 95% confidence interval (margin of error) of between +/- 3.2% and +/-4.8%.
- Maximum, minimum and average scores for key performance indicators are shown and benchmarked based on 21 Council's performances. Questions used are either identical or closely related, allowing for comparison.
- To allow for better and more extensive benchmarking, several measures are presented as an average score of all related measures in the relevant section.
- Please note: if minimum, average, or maximum values are not visible in a chart, it means that your Council results are equal to that value. For clarity, please view the table on the page following each chart.

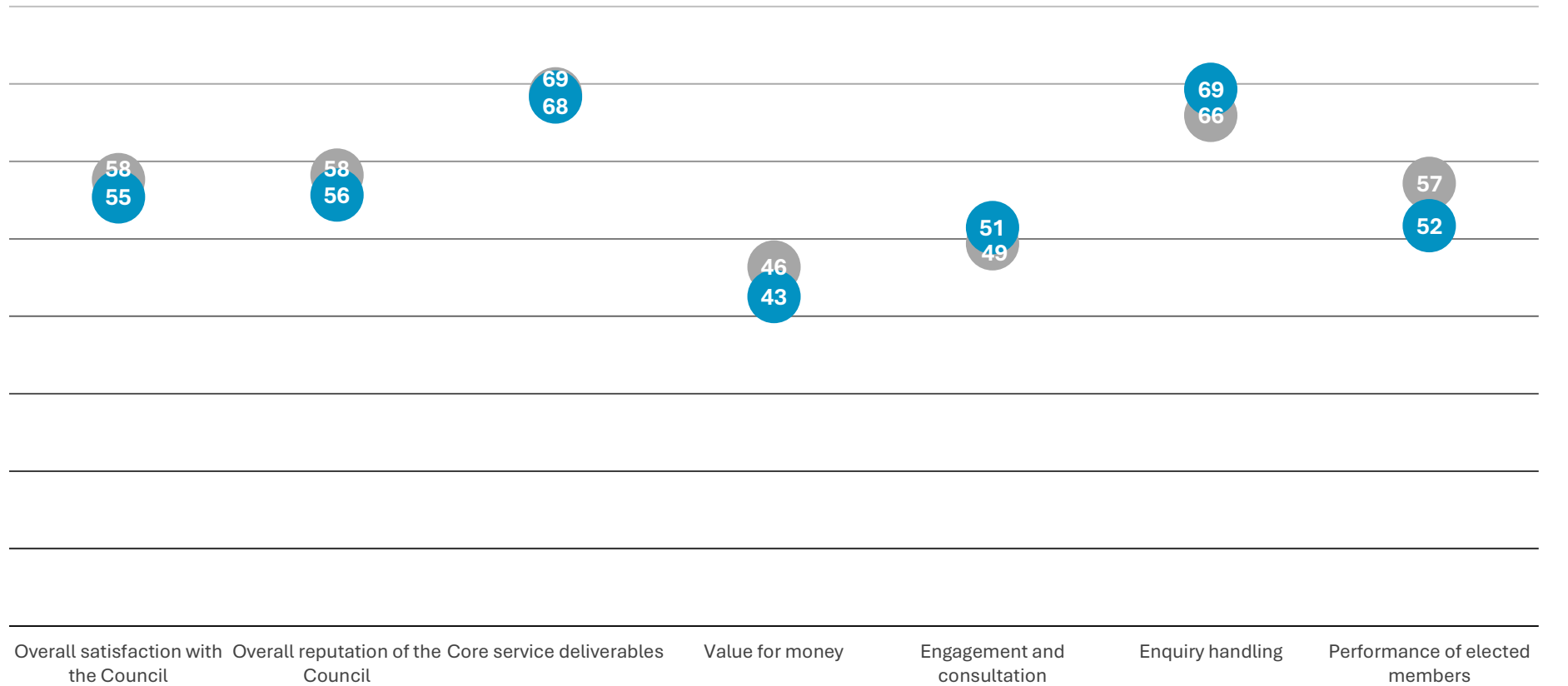
Councils included in 2024/25 Benchmarking report

- Far North District Council
- Gisborne District Council
- Hauraki District Council
- Kaipara District Council
- Manawatū District Council
- Matamata-Piako District Council
- Nelson City Council
- Palmerston North City Council
- Queenstown Lakes District Council
- Rotorua Lakes District Council
- South Taranaki District Council
- South Waikato District Council
- Stratford District Council
- Tararua District Council
- Tauranga City Council
- Thames-Coromandel District Council
- Waikato District Council
- Waimate District Council
- Waipā District Council
- Waitaki District Council
- Waitomo District Council

Year on year change – Overall

2024/2025 Council Benchmarking

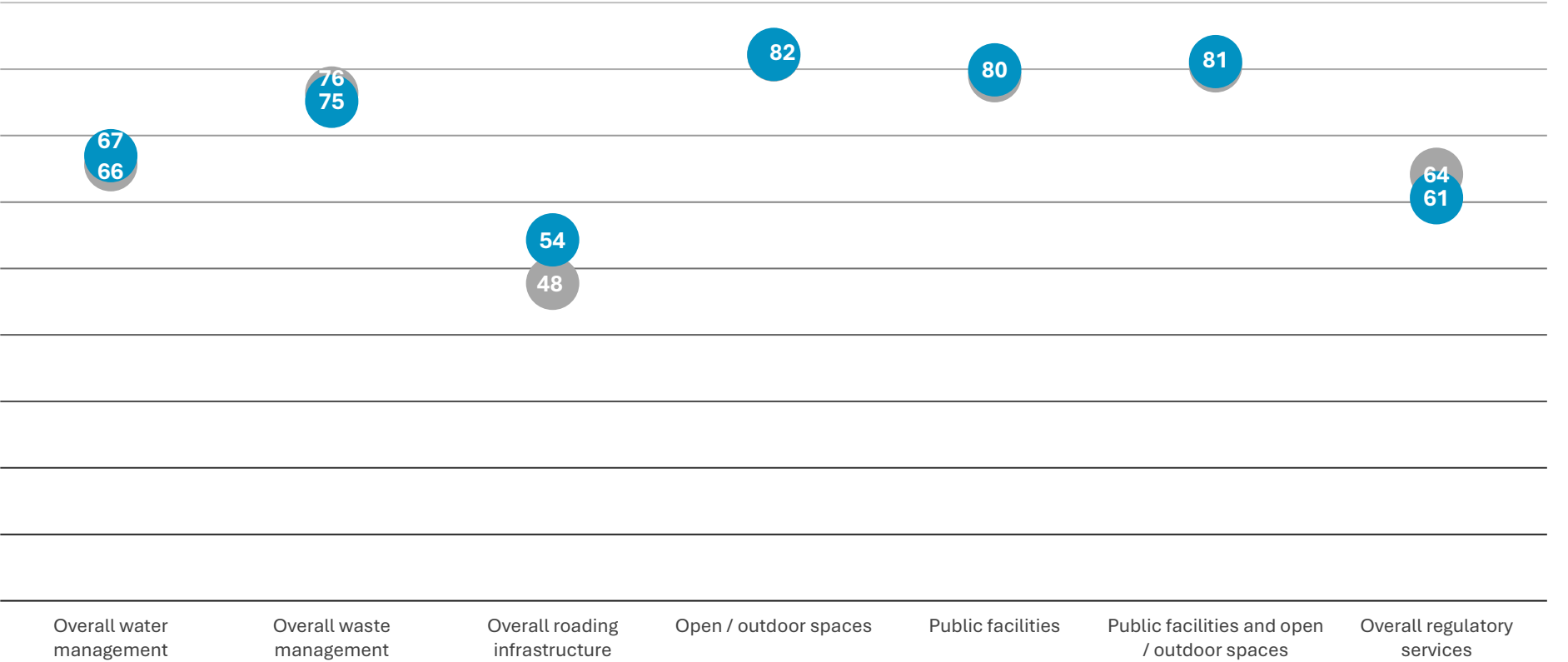
● All Councils' Average 2023/24 ● All Councils' Average 2024/25



Year on year change – Core service deliverables

2024/2025 Council Benchmarking

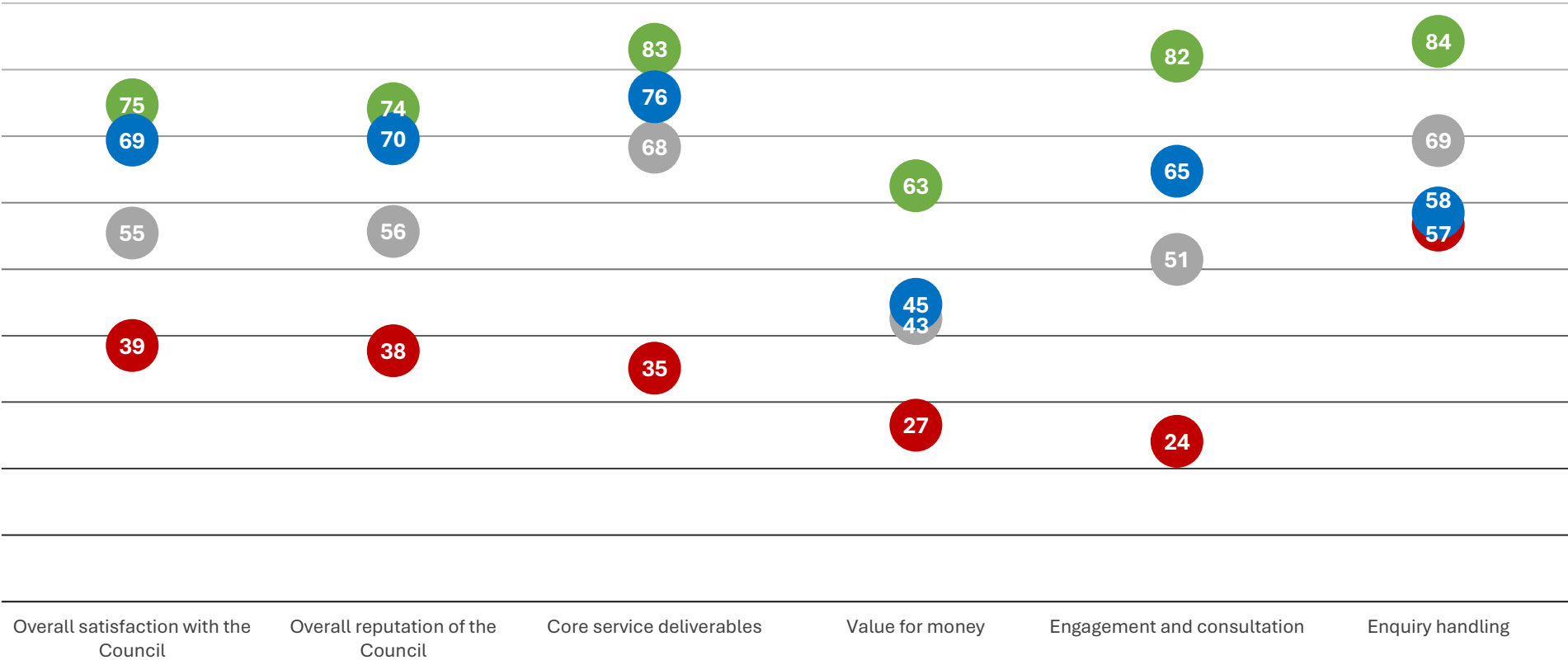
● All Councils' Average 2023/24 ● All Councils' Average 2024/25



Overall measures

2024/2025 Council Benchmarking

● All Councils' Average 2024/25 ● Max ● Min ● Manawatū DC



Overall measures

% 6-10	Your Council %	Average based on 21 Councils %	point diff %	Top performance %	point diff %	Lowest performance %	point diff %
Overall satisfaction with the Council	69	55	+14	75	-6	39	+30
Overall reputation of the Council	70	56	+14	74	-4	38	+32
Core service deliverables	76	68	+8	83	-7	35	+41
Value for money	45	43	+2	63	-18	27	+18
Engagement and consultation	65	51	+14	82	-17	24	+41
Enquiry handling	58	69	-11	84	-26	57	+1

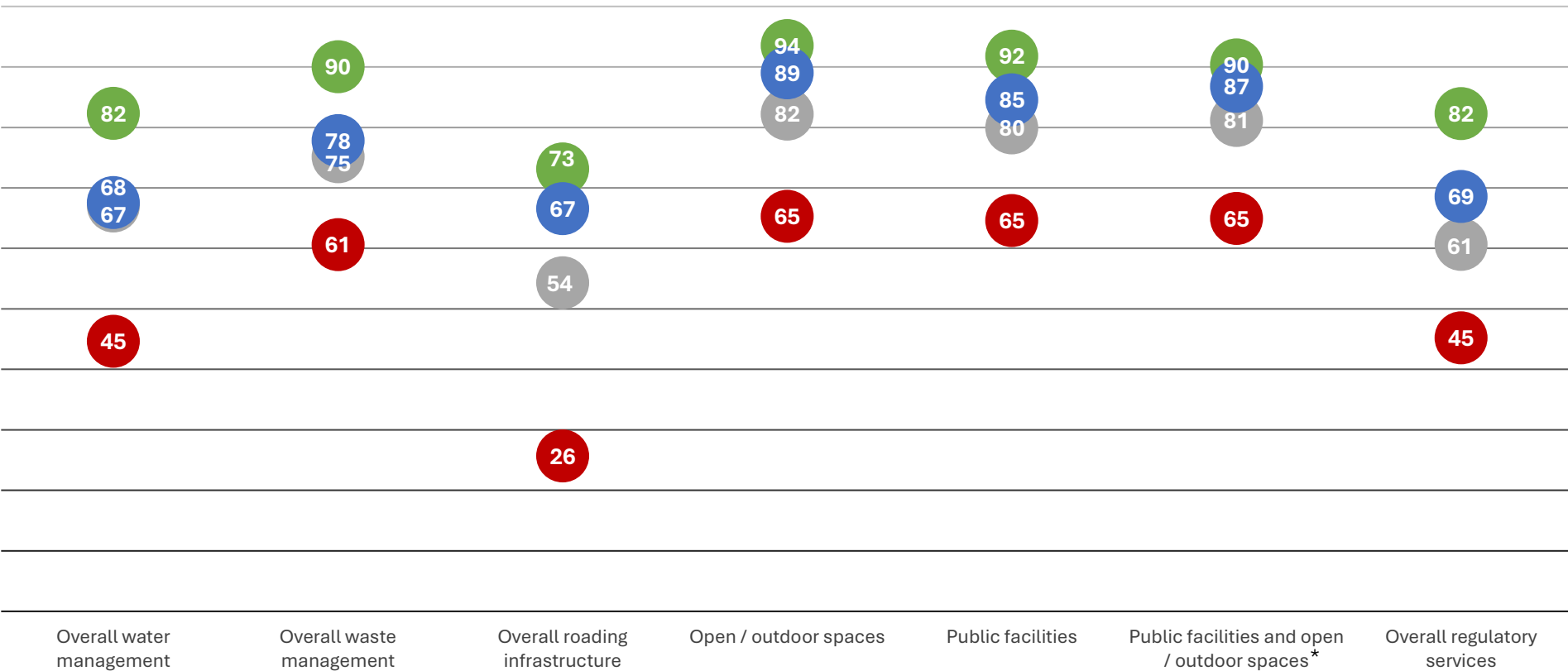
Overall measures – District Councils only

% 6-10	Your Council %	Average based on 18 Councils %	point diff %	Top performance %	point diff %	Lowest performance %	point diff %
Overall satisfaction with the Council	69	54	+15	70	-1	39	+30
Overall reputation of the Council	70	57	+13	74	-4	38	+32
Core service deliverables	76	67	+9	83	-7	35	+41
Value for money	45	43	+2	63	-18	27	+18
Engagement and consultation	65	52	+13	82	-17	24	+41
Enquiry handling	58	69	-11	84	-26	57	+1

Core service deliverables

2024/2025 Council Benchmarking

● All Councils' Average 2024/25 ● Max ● Min ● Manawātū DC



* To allow for better and more extensive benchmarking, these measures are presented as an average score of all related measures.

Core service deliverables

% 6-10	Your Council %	Average based on 21 Councils %	point diff %	Top performance %	point diff %	Lowest performance %	point diff %
Overall water management	68	67	+1	82	-14	45	+23
Overall waste management	78	75	+3	90	-12	61	+17
Overall roading infrastructure	67	54	+13	73	-6	26	+41
Open / outdoor spaces	89	82	+7	94	-5	65	+24
Public facilities	85	80	+5	92	-7	65	+20
Public facilities and open / outdoor spaces	87	81	+6	90	-3	65	+22
Overall regulatory services	69	61	+8	82	-13	45	+24

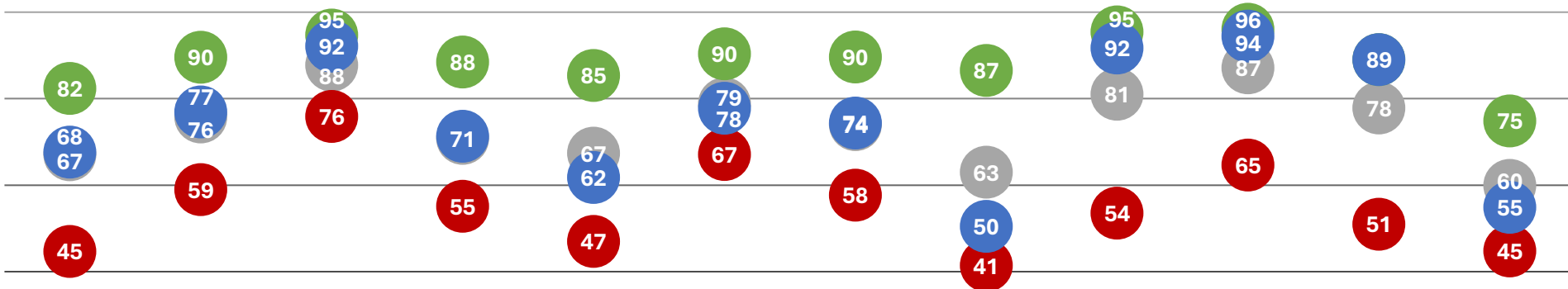
Core service deliverables – District Councils Only

% 6-10	Your Council %	Average based on 18 Councils %	point diff %	Top performance %	point diff %	Lowest performance %	point diff %
Overall water management	68	67	+1	82	-14	45	+23
Overall waste management	78	74	+4	90	-12	61	+17
Overall roading infrastructure	67	53	+14	70	-3	26	+41
Open / outdoor spaces	89	82	+7	94	-5	65	+24
Public facilities	85	80	+5	92	-7	65	+20
Public facilities and open / outdoor spaces	87	81	+6	90	-3	65	+22
Overall regulatory services	69	61	+8	82	-13	45	+24

Water management

2024/2025 Council Benchmarking

● All Councils' Average 2024/25 ● Max ● Min ● Manawātū DC



* To allow for better and more extensive benchmarking, these measures are presented as an average score of all related measures.

Water management

% 6-10	Your Council %	Average based on 21 Councils %	point diff %	Top performance %	point diff %	Lowest performance %	point diff %
Overall water management	68	67	+2	82	-14	45	+23
Overall water supply	77	76	+1	90	-13	59	+18
Reliability of water supply	92	88	+4	95	-3	76	+16
Overall quality of water (including taste, clarity and odour)	71	71	-	88	-17	55	+16
Taste of water	62	67	-5	85	-23	47	+15
Clarity of water	78	79	-1	90	-12	67	+11
Odour of water	74	74	-	90	-16	58	+16
Overall stormwater system	50	63	-13	87	-37	41	+9
Overall sewerage / wastewater systems	92	81	+11	95	-3	54	+38
Reliability of sewerage system	94	87	+7	96	-2	65	+29
Treating and disposing of sewage	89	78	+11	89	-	51	+38
Flood protection	55	60	-5	75	-20	45	+10

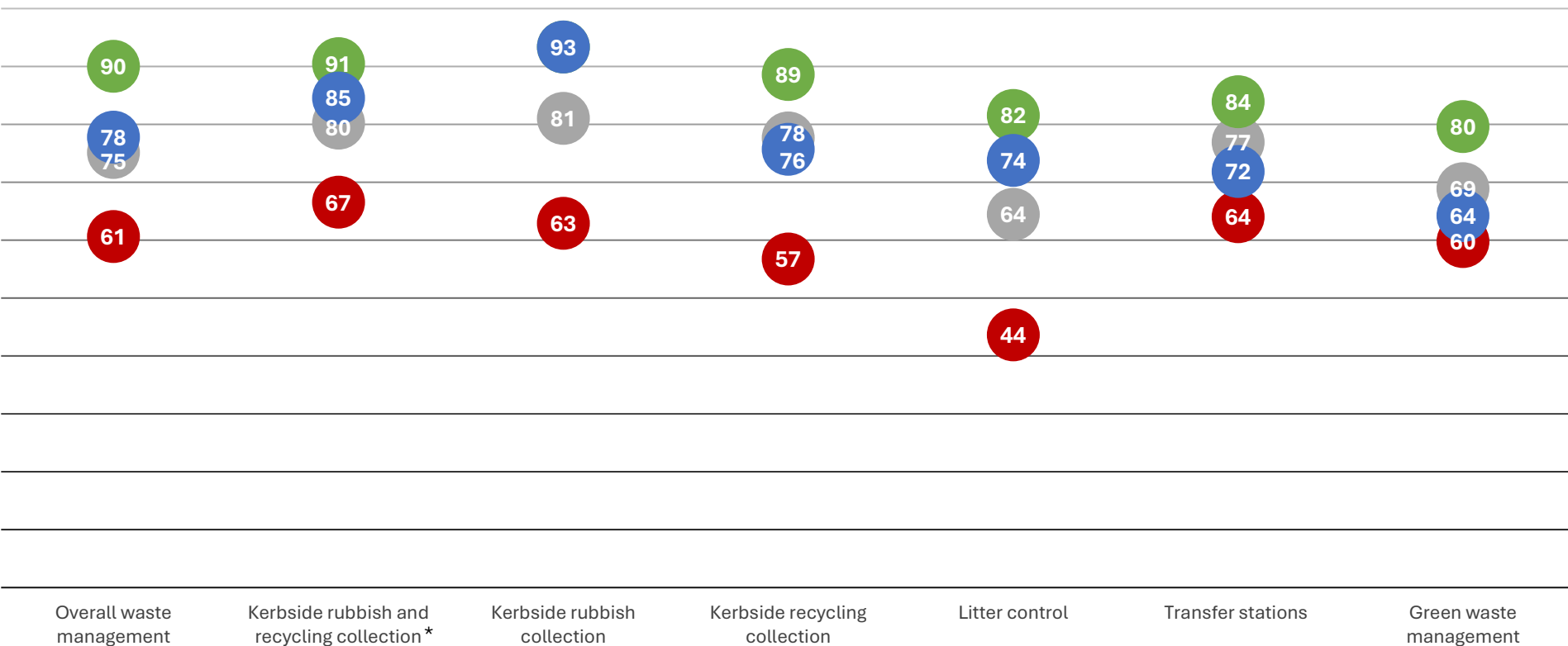
Water management – District Councils Only

% 6-10	Your Council %	Average based on 18 Councils %	point diff %	Top performance %	point diff %	Lowest performance %	point diff %
Overall water management	68	67	+1	82	-14	45	+23
Overall water supply	77	76	+1	90	-13	59	+18
Reliability of water supply	92	88	+4	95	-3	76	+16
Overall quality of water (including taste, clarity and odour)	71	71	-	88	-17	55	+16
Taste of water	62	67	-5	85	-23	47	+15
Clarity of water	78	79	-1	90	-12	67	+11
Odour of water	74	74	-	90	-16	58	+16
Overall stormwater system	50	63	-13	87	-37	41	+9
Overall sewerage / wastewater systems	92	81	+11	95	-3	54	+38
Reliability of sewerage system	94	87	+7	96	-2	65	+29
Treating and disposing of sewage	89	78	+11	89	-	51	+38
Flood protection	55	58	-3	68	-13	45	+10

Waste management

2024/2025 Council Benchmarking

● All Councils' Average 2024/25 ● Max ● Min ● Manawātū DC



* To allow for better and more extensive benchmarking, these measures are presented as an average score of all related measures.

Waste management

% 6-10	Your Council %	Average based on 21 Councils %	point diff %	Top performance %	point diff %	Lowest performance %	point diff %
Overall waste management	78	75	+3	90	-12	61	+17
Kerbside rubbish and recycling collection	85	80	+5	91	-6	67	+18
Kerbside rubbish collection	93	81	+12	93	-	63	+30
Kerbside recycling collection	76	78	-2	89	-13	57	+19
Litter control	74	64	+10	82	-8	44	+30
Transfer stations	72	77	-5	84	-12	64	+8
Green waste management	64	69	-5	80	-16	60	+4

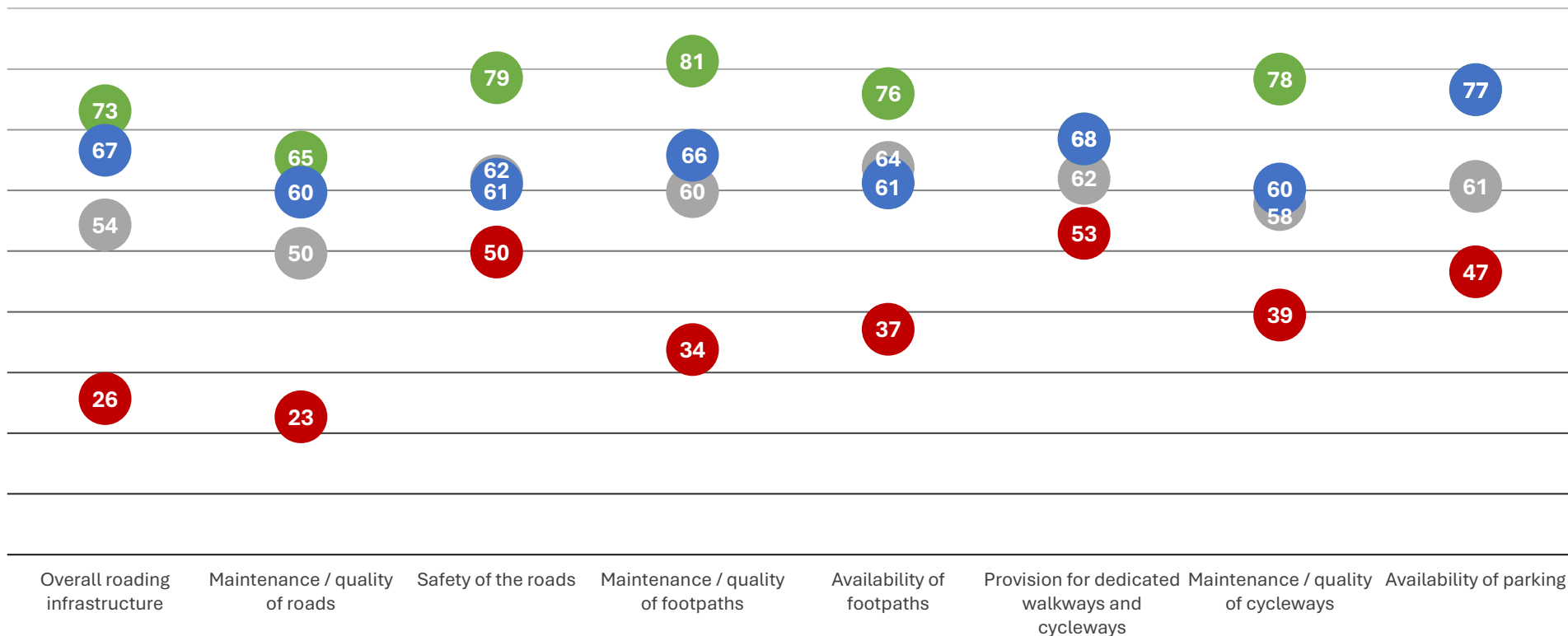
Waste management – District Councils Only

% 6-10	Your Council %	Average based on 18 Councils %	point diff %	Top performance %	point diff %	Lowest performance %	point diff %
Overall waste management	78	74	+4	90	-12	61	+17
Kerbside rubbish and recycling collection	85	79	+6	87	-3	67	+18
Kerbside rubbish collection	93	81	+12	93	-	63	+30
Kerbside recycling collection	76	77	-1	86	-10	57	+19
Litter control	74	63	+11	78	-4	44	+30
Transfer stations	72	77	-5	84	-12	64	+8
Green waste management	64	66	-2	74	-10	60	+4

Roading infrastructure

2024/2025 Council Benchmarking

● All Councils' Average 2024/25 ● Max ● Min ● Manawātū DC



Roading infrastructure

% 6-10	Your Council %	Average based on 21 Councils %	point diff %	Top performance %	point diff %	Lowest performance %	point diff %
Overall roading infrastructure	67	54	+13	73	-7	26	+41
Maintenance / quality of roads	60	50	+10	65	-5	23	+37
Safety of the roads	61	62	-1	79	-18	50	+11
Maintenance / quality of footpaths	66	60	+6	81	-15	34	+32
Availability of footpaths	61	64	-3	76	-15	37	+24
Provision for dedicated walkways and cycleways	68	62	+6	68	-	53	+15
Maintenance / quality of cycleways	60	58	+2	78	-18	39	+21
Availability of parking	77	61	+15	77	-	47	+30

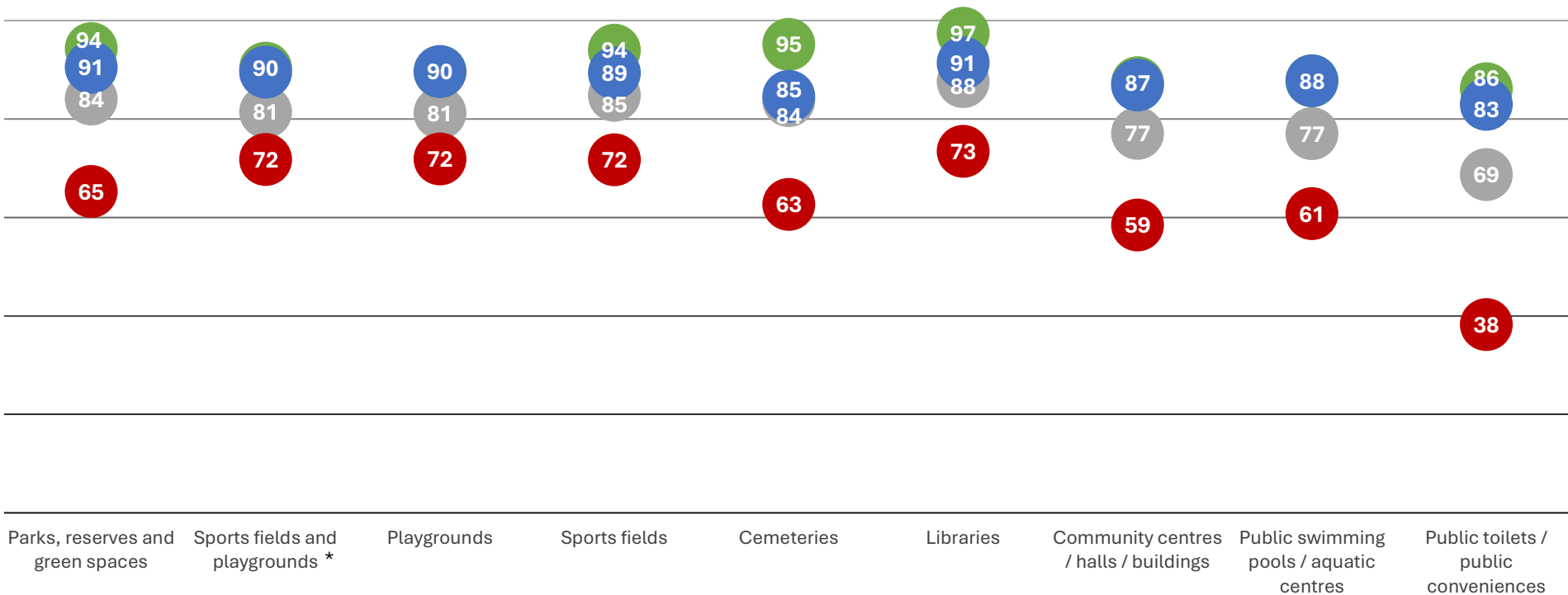
Roading infrastructure – District Councils Only

% 6-10	Your Council %	Average based on 18 Councils %	point diff %	Top performance %	point diff %	Lowest performance %	point diff %
Overall roading infrastructure	67	53	+14	70	-3	26	+41
Maintenance / quality of roads	60	48	+12	65	-5	23	+37
Safety of the roads	61	58	+3	69	-8	50	+11
Maintenance / quality of footpaths	66	59	+7	72	-6	34	+32
Availability of footpaths	61	64	-3	76	-15	37	+23
Provision for dedicated walkways and cycleways	68	62	+6	68	-	53	+15
Maintenance / quality of cycleways	60	57	+3	73	-13	39	+21
Availability of parking	77	64	+13	77	-	51	+26

Public facilities and open / outdoor spaces

2024/2025 Council Benchmarking

● All Councils' Average 2024/25 ● Max ● Min ● Manawatū DC



* To allow for better and more extensive benchmarking, these measures are presented as an average score of all related measures.

Public facilities and open / outdoor spaces

% 6-10	Your Council %	Average based on 21 Councils %	point diff %	Top performance %	point diff %	Lowest performance %	point diff %
Parks, reserves and green spaces	91	84	+7	94	-3	65	+26
Sports fields and playgrounds	90	81	+9	90	-	72	+18
Playgrounds	90	81	+9	90	-	72	+18
Sports fields	89	85	+4	94	-5	72	+17
Cemeteries	85	84	+1	95	-10	63	+22
Libraries	91	88	+3	97	-6	73	+18
Community centres / halls / buildings	87	77	+10	87	-	59	+28
Public swimming pools / aquatic centres	88	77	+11	88	-	61	+27
Public toilets / public conveniences	83	69	+14	86	-3	38	+45

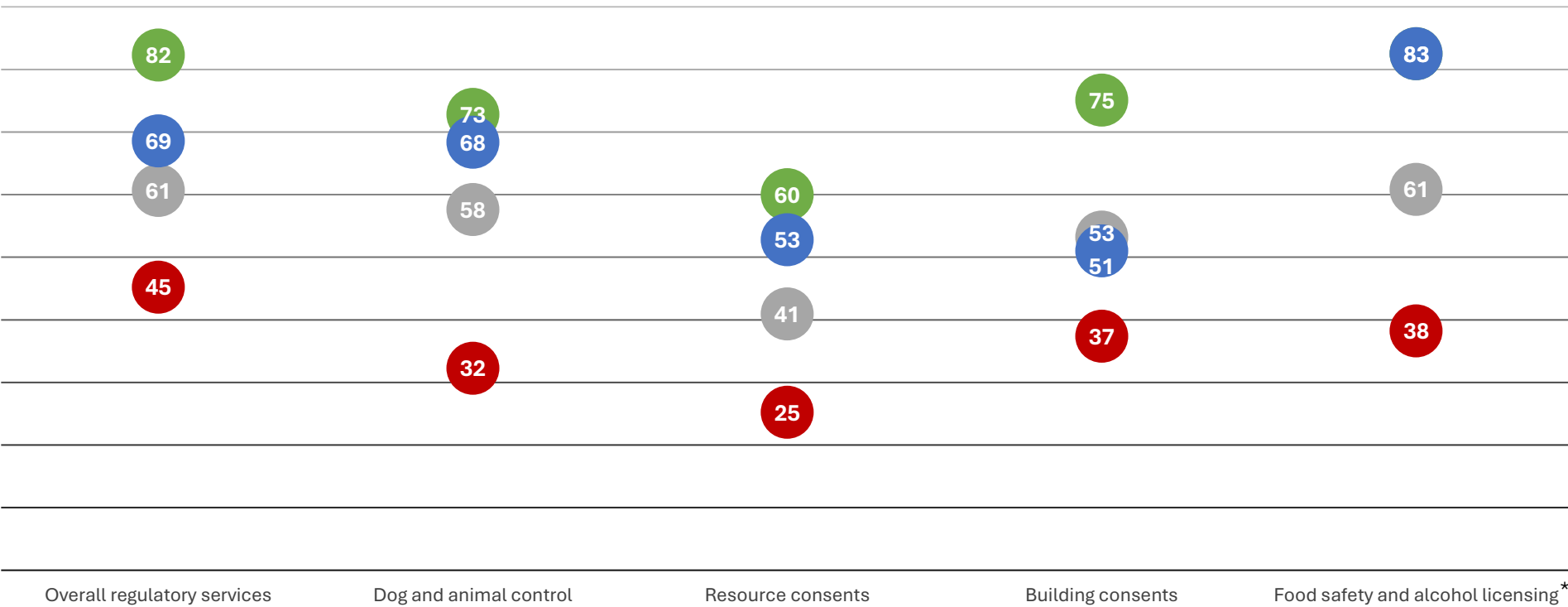
Public facilities and open / outdoor spaces – District Councils Only

% 6-10	Your Council %	Average based on 18 Councils %	point diff %	Top performance %	point diff %	Lowest performance %	point diff %
Parks, reserves and green spaces	91	84	+7	94	-3	65	+26
Sports fields and playgrounds	90	83	+7	90	-	72	+18
Playgrounds	90	82	+8	90	-	72	+18
Sports fields	89	85	+4	94	-5	73	+16
Cemeteries	85	85	-	95	-10	63	+22
Libraries	91	88	+3	97	-6	73	+18
Community centres / halls / buildings	87	80	+7	87	-	67	+20
Public swimming pools / aquatic centres	88	78	+10	88	-	61	+27
Public toilets / public conveniences	83	70	+13	86	-3	38	+45

Regulatory services

2024/2025 Council Benchmarking

● All Councils' Average 2024/25 ● Max ● Min ● Manawatū DC



* To allow for better and more extensive benchmarking, these measures are presented as an average score of all related measures.

Regulatory services

% 6-10	Your Council %	Average based on 21 Councils %	point diff %	Top performance %	point diff %	Lowest performance %	point diff %
Overall regulatory services	69	61	+8	82	-13	45	+24
Dog and animal control	68	58	+11	73	-5	32	+36
Resource consents	53	41	+12	60	-7	25	+28
Building consents	51	53	-2	75	-24	37	+14
Food safety and alcohol licensing	83	61	+22	83	-	38	+45

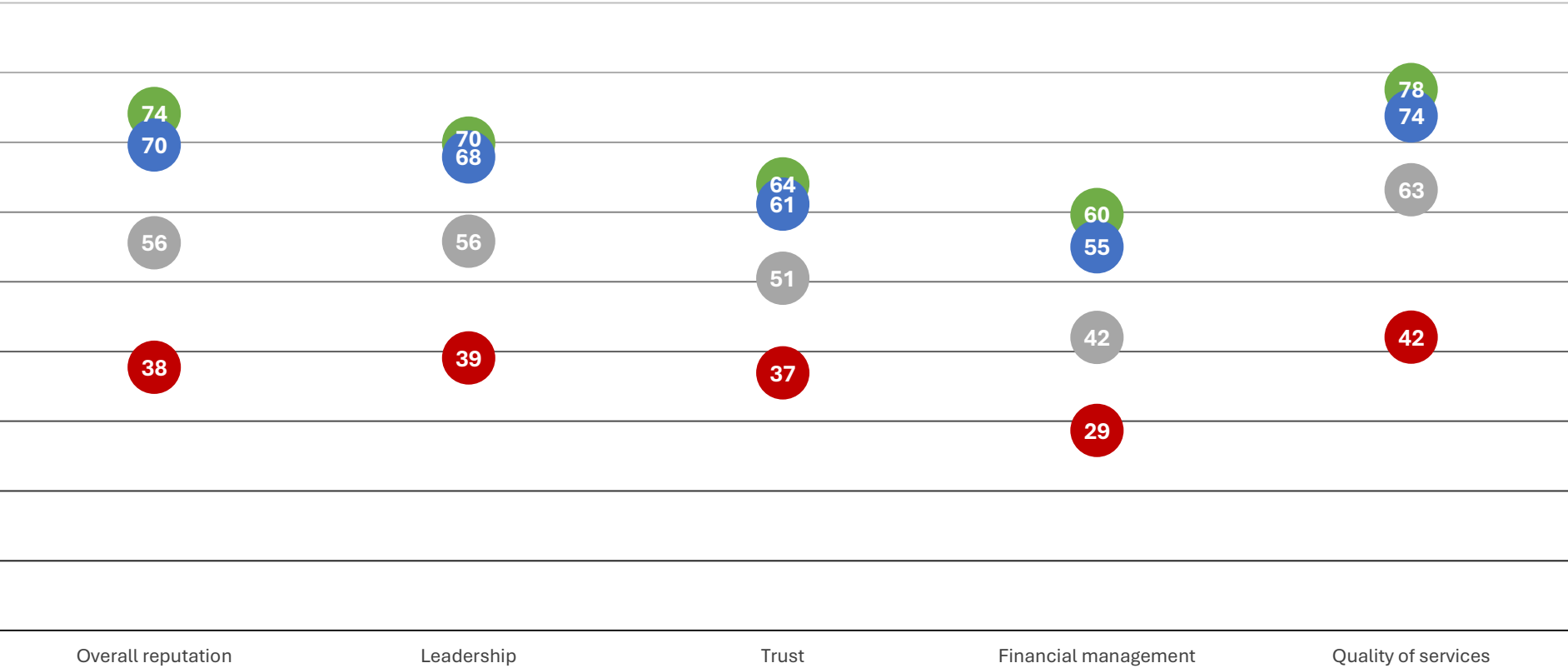
Regulatory services – District Councils Only

% 6-10	Your Council %	Average based on 18 Councils %	point diff %	Top performance %	point diff %	Lowest performance %	point diff %
Overall regulatory services	69	61	+8	82	-13	45	+24
Dog and animal control	68	58	+10	73	-5	32	+36
Resource consents	53	41	+12	60	-7	25	+28
Building consents	51	53	-2	75	-24	37	+14
Food safety and alcohol licensing	83	61	+22	83	-	38	+44

Reputation

2024/2025 Council Benchmarking

● All Councils' Average 2024/25 ● Max ● Min ● Manawātū DC



Reputation

% 6-10	Your Council %	Average based on 21 Councils %	point diff %	Top performance %	point diff %	Lowest performance %	point diff %
Overall reputation	70	56	+14	74	-5	38	+32
Leadership	68	56	+12	70	-2	39	+29
Trust	61	51	+10	64	-3	37	+24
Financial management	55	42	+13	60	-5	29	+26
Quality of services	74	63	+11	78	-4	42	+32

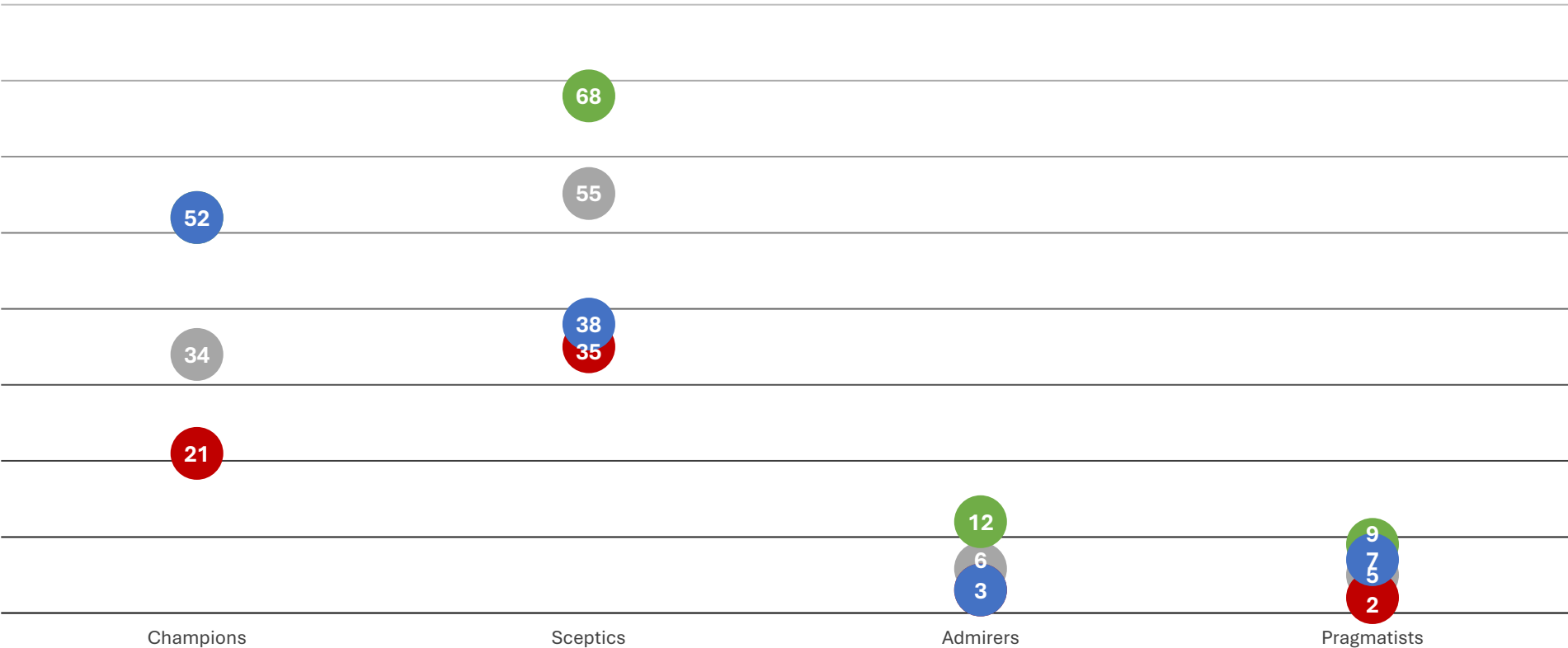
Reputation – District Councils Only

% 6-10	Your Council %	Average based on 18 Councils %	point diff %	Top performance %	point diff %	Lowest performance %	point diff %
Overall reputation	70	57	+13	74	-4	38	+32
Leadership	68	57	+11	70	-2	39	+29
Trust	61	52	+9	64	-3	37	+24
Financial management	55	43	+12	60	-5	29	+26
Quality of services	74	63	+11	78	-4	42	+32

Reputation profile

2024/2025 Council Benchmarking

● All Councils' Average 2024/25 ● Max ● Min ● Manawātū DC



Value for money

2024/2025 Council Benchmarking

● All Councils' Average 2024/25 ● Max ● Min ● Manawātū DC



Value for money

	% 6-10	Your Council %	Average based on 21 Councils %	point diff %	Top performance %	point diff %	Lowest performance %	point diff %
Value for money		45	43	+2	63	-18	27	+18
Rates being fair and reasonable		40	37	+3	50	-10	30	+10

Value for money – District Councils Only

	% 6-10	Your Council %	Average based on 18 Councils %	point diff %	Top performance %	point diff %	Lowest performance %	point diff %
Value for money		45	43	+2	63	-18	27	+18
Rates being fair and reasonable		40	37	+3	50	-10	30	+10

Sentiment questions

2024/2025 Council Benchmarking

● All Councils' Average 2024/25 ● Max ● Min ● Manawatū DC

74

57

40

District / City is going in the right direction

Sentiment questions

% 6-10	Your Council %	Average based on 21 Councils %	point diff %	Top performance %	point diff %	Lowest performance %	point diff %
District / City is going in the right direction	74	57	+17	74	-	40	+34

Sentiment questions – District Councils Only

% 6-10	Your Council %	Average based on 18 Councils %	point diff %	Top performance %	point diff %	Lowest performance %	point diff %
District / City is going in the right direction	74	57	+17	74	-	40	+34

Key contact details

Head Office

Telephone: + 64 7 575 6900

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

Website: www.keyresearch.co.nz

DISCLAIMER

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