

# Taupō District Council

Governance Survey Report  
August 2021



# Executive Summary

Taupō District Council (Council) is the territorial authority responsible for the Taupō area. Each year Council commissions a survey to measure performance against set KPIs. As with previous years, the 2021 survey utilised a mixed-method approach to data collection which involved both telephone and online interviewing. The final sample size for the survey was n=521 responses and included feedback from residents (ratepayers and non-ratepayers) and non-resident ratepayers.

This year 53% of respondents indicated they were satisfied with the information Council provided about services and facilities, 57% were satisfied that they knew where and how to find information about services and activities, and 33% felt informed about the long-term vision for the district. Respondents reported that their preferred sources for information were Council's website, email, local papers, and social media. When looking at information delivery, 46% of respondents indicated that they felt Council provided information in a timely way while 47% suggested that the information was provided in a way that was easy to use.

This year, 39% of respondents indicated that they were satisfied with Council's involvement of the public in decision-making processes. Māori respondents demonstrated a significant increase in this measure this year with 61% indicating they were satisfied with this. Seventy-nine percent of respondents indicated that they had a positive quality of life, with verbatim responses suggesting this was largely due to the district being a great place to live and the friendly people who reside here. Amongst ratepayers, 47% were satisfied with the value they received from Council for the rates they paid. This measure has remained relatively consistent for the past three years.

Council's reputation was rated positively by 44% of respondents, while the performance of the Mayor and Councillors was rated positively by 37% of respondents. The performance of community board members was rated positively by 24% of respondents, however 34% were unsure how to respond to this measure. Fifty-two percent of respondents rated the performance of Council staff either good or very good.

With regards to the future, 56% of respondents felt that the most critical issues facing the district related to Council decisions/actions and local infrastructure with infrastructure (water, sewerage), rates, traffic management, Māori wards, and tourism cited as key factors. Forty-one percent of respondents indicated that aspects which related to living in Taupō should be a priority for Council, with roading, traffic, housing, and growth and development key mentions.

# Table of Contents

|                       |    |
|-----------------------|----|
| Background and Method | 3  |
| Information           | 7  |
| Performance           | 15 |
| Ward Profiles         | 28 |
| Appendices            | 33 |

# Background and Method



# Project Scope

## Background

Taupō District Council (Council) is the local territorial authority for the Taupō district which includes the Turangi/ Tongariro, Mangakino/Pouakani, Taupō, and Taupō East Rural wards. Council commissioned Versus Research to oversee their annual Governance Survey. This survey determines residents and ratepayers' satisfaction with elements pertaining to Council's performance and information from Council.

## Method

A quantitative survey was used to generate responses for this study. This involved a mixed-method approach comprising of both online interviewing and Computer Aided Telephone Interviewing (CATI). The online interviewing included two components. The first component was the use of a panel provider (Consumer Link) who sourced and provided sample. This part of the online sample targeted residents and was used this year instead of a social media campaign as had been used in previous years. The second component was an email sent out from Council to non-resident ratepayers inviting them to complete the survey. The table below outlines the number of surveys collected via each method, a further breakdown of the sample is included in the appendix.

| Sample Source                | 2019                 | 2020                 | 2021                               |
|------------------------------|----------------------|----------------------|------------------------------------|
| CATI                         | n=155                | n=101                | n=150                              |
| Online                       | n=237 (social media) | n=252 (social media) | n=185 (third party panel provider) |
| Online (sent out by Council) | n=166                | n=197                | n=186                              |
| Total                        | n=558                | n=550                | n=521                              |

## Margin of Error

Margin of error (MOE) is a statistic used to express the amount of random sampling error present in a survey's results. The MOE is particularly relevant when analysing a subset of the data as smaller sample sizes incur a greater MOE. The final sample size for this study is n=521, which gives a maximum margin of error of +/- 4.30% at the 95% confidence interval. That is, if the observed result for the total sample of n=521 respondents is 50% (point of maximum margin of error), then there is a 95% probability that the true answer falls between 45.70% and 54.30%.

## Weights

Age and gender weightings have been applied to the resident data set only. Weighting ensures that specific demographic groups are neither under nor over-represented in the final data set and that each group is represented as it would be in the population. Weighting gives greater confidence that the final results are representative of Taupō District’s population overall and are not skewed by a particular demographic group.

Partial weights were added for the sample, this means that a proportion of the sample was weighted while another proportion was not weighted. In this instance, only the resident sample has had weights applied to the data; non-resident ratepayers data has not been weighted as the population parameters are unknown. The proportions used for the gender and age weights for the resident sample are taken from the 2018 Census (Statistics New Zealand) and are shown in the table below:

| Population of Interest               | Proportion |
|--------------------------------------|------------|
| Males aged between 18 and 34 years   | 13%        |
| Females aged between 18 and 34 years | 12%        |
| Males aged between 35 and 50 years   | 13%        |
| Females aged between 35 and 50 years | 12%        |
| Males aged between 51 and 69 years   | 16%        |
| Females aged between 51 and 69       | 17%        |
| Males aged 70 years and older        | 8%         |
| Females aged 70 years and older      | 9%         |

## Notes on Reporting

Labels on charts for small proportions (2% or less) are not shown as they overlap the area allocated to them, making the labels unreadable.

Demographic summaries are included in each section of the report. These sections show the results by three key groups (residents, resident-ratepayers, non-resident ratepayers). Ward profiles have also been included at the end of the report.

Significance testing has been applied to the figures in this report. This is used to determine whether the difference between two results is statistically significant or not, i.e., to determine the probability that an observed difference occurred as a result of chance. Within this report, this year’s results have been compared to 2020’s results; significance testing has been applied to these results. A black box around the 2021 result on the chart indicates this year’s result is significantly different from the result in 2020. Within the text, significant differences are referred to using ‘cf. 2020’ meaning compared with the 2020 result.

A copy of the questionnaire is included in the appendix.

# Key Performance Indicators

Key performance indicators are used to measure how well Taupō District Council is achieving certain objectives. Taupō District Council chose the current KPIs to measure satisfaction towards governance aspects of the district, the results for these have been outlined below. The KPIs vary in audience (residents, ratepayers, district) so results in the body of the report may differ to results shown below.

| KPI  | 2019 | 2020 | 2021 | YOY Change |
|--|------|------|------|------------|
| Satisfaction towards Council involving the public in its decision-making.  | 39%  | 45%  | 39%  | -6%        |
| Council's involvement of residents in their decision-making (Māori).   | 37%  | 30%  | 61%  | +31%       |
| Percentage of residents and non-resident ratepayers that are satisfied with the way Council provides information on Council services and facilities. | 51%  | 58%  | 53%  | -5%        |
| Percentage of residents and non-resident ratepayers that say they know how and where to find information on Council activities and services.         | 58%  | 62%  | 57%  | -5%        |
| Percentage of the district that feel informed about Council's long-term vision for the district.   | 29%  | 35%  | 33%  | -2%        |
| Percentage of ratepayers that feel they are getting value from Council.  | 44%  | 44%  | 47%  | +3%        |
| Percentage of the district that rates the performance of the Mayor and Councillors as very good or fairly good.                                      | 40%  | 43%  | 37%  | -6%        |
| Percentage of the district that rates the performance of Council staff as very good or fairly good.  | 77%  | 56%  | 52%  | -4%        |
| Percentage of Turangi/Tongariro ward respondents that rate the performance of community board members as very good or fairly good.                   | 25%  | 31%  | 36%  | +5%        |

# Information



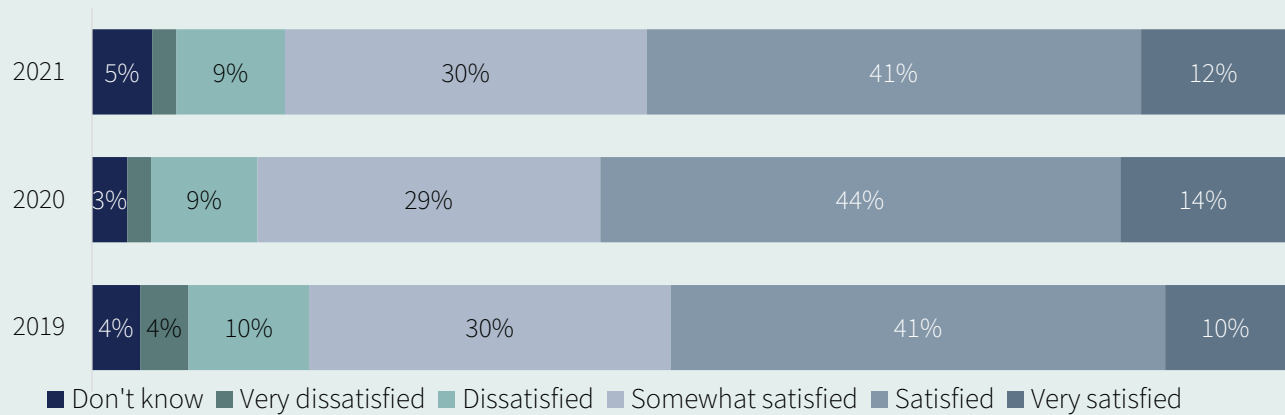


# Information on Council Services and Facilities

Over half of respondents (53%) were either satisfied (41%) or very satisfied (12%) with the information Council provided about services and facilities. This is a decrease of 5% in overall satisfaction compared to 2020 (58%).

Concurrently, and consistent with 2020, 11% of respondents expressed overall dissatisfaction with the information provided by Council. A further 30% were somewhat satisfied, while 5% were unsure.

Satisfaction with Council Provided Information on Services and Facilities



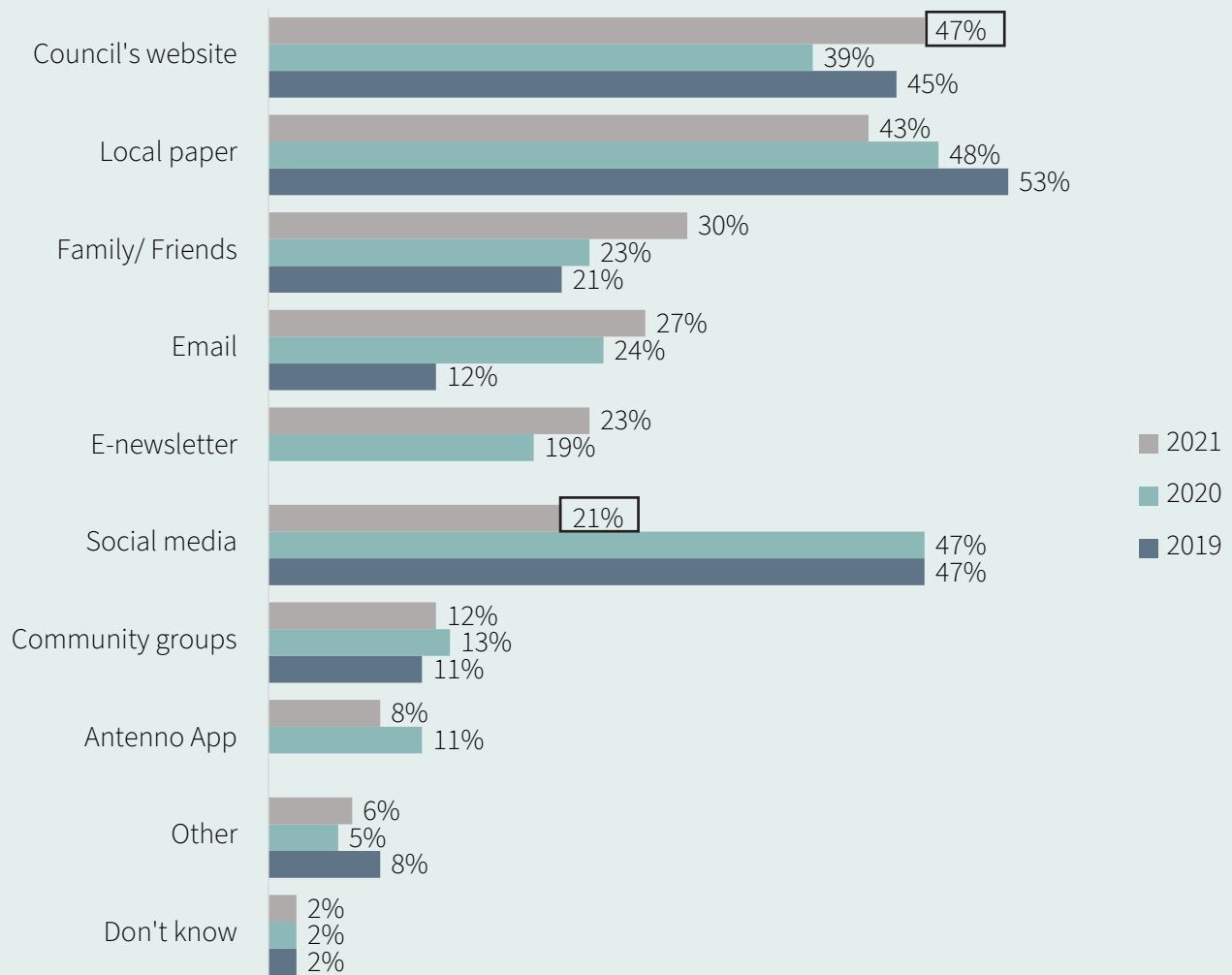
Q. Using a 1-5 satisfaction scale where 1 is very dissatisfied and 5 is very satisfied, how satisfied or dissatisfied are you with the way Council provides information on Council's services and facilities? Base 2019 n=558, 2020 n=550, 2021 n=521

# Source of Information

This year, the most common source of information about Council’s activities and services was Council’s website (47%); this is a significant increase compared to 2020 (39%). Local papers were the second most utilised source of information, however this has declined this year to 43% and is now 10% lower than 2019 (53%). The proportion of people who sought information from family and friends increased slightly this year to 30%, while use of email also increased slightly (27%).

The proportion of people who accessed information via social media decreased this year however, this is likely to be a reflection of the sample sourcing with a reduced focus on social media in 2021.

Information Sources of Council’s Activities and Services

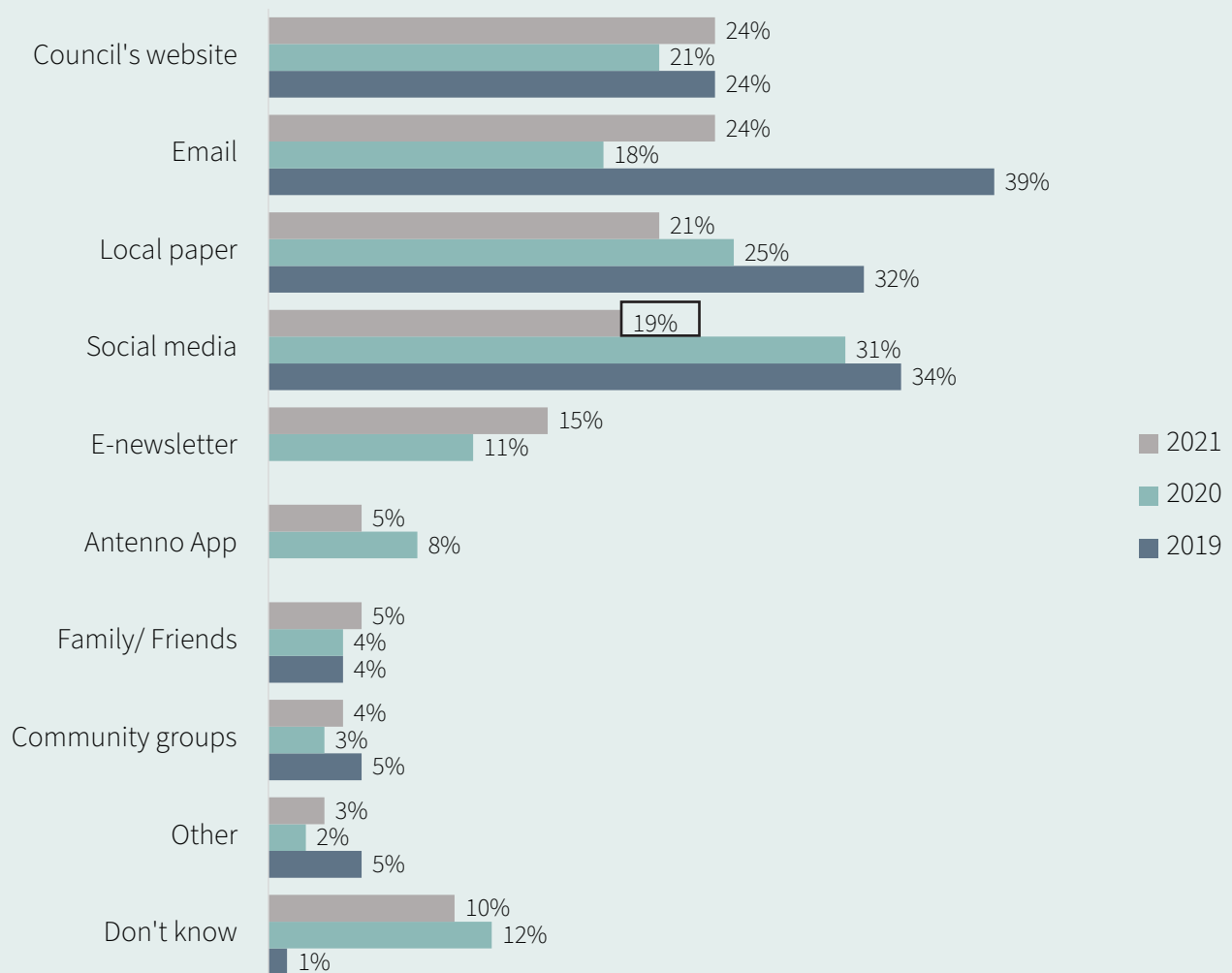


# Source of Information

This year Council’s website (24%) and email (24%) were the most preferred sources of information. The proportion of people who preferred to access information via local papers has declined slightly to 21%, as has the proportion of people who accessed information via social media (19%); again this is likely to be due to changes in sampling.

There has been a slight increase in the proportion of people who preferred e-newsletters (15%), and a small decline in the proportion who preferred to use the Antenno app (5%)

## Preferred Method of Communication on Council’s Services and Activities

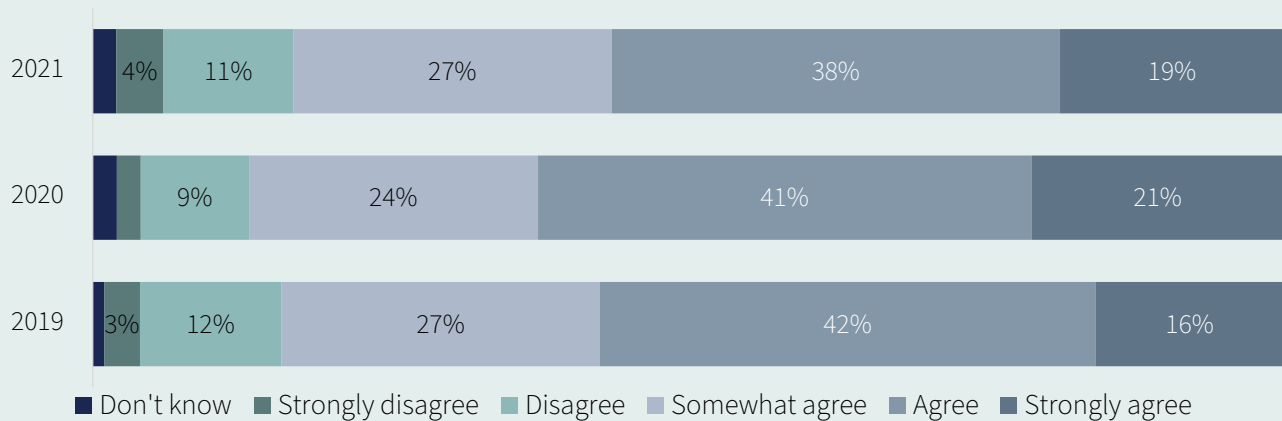


# Council Information

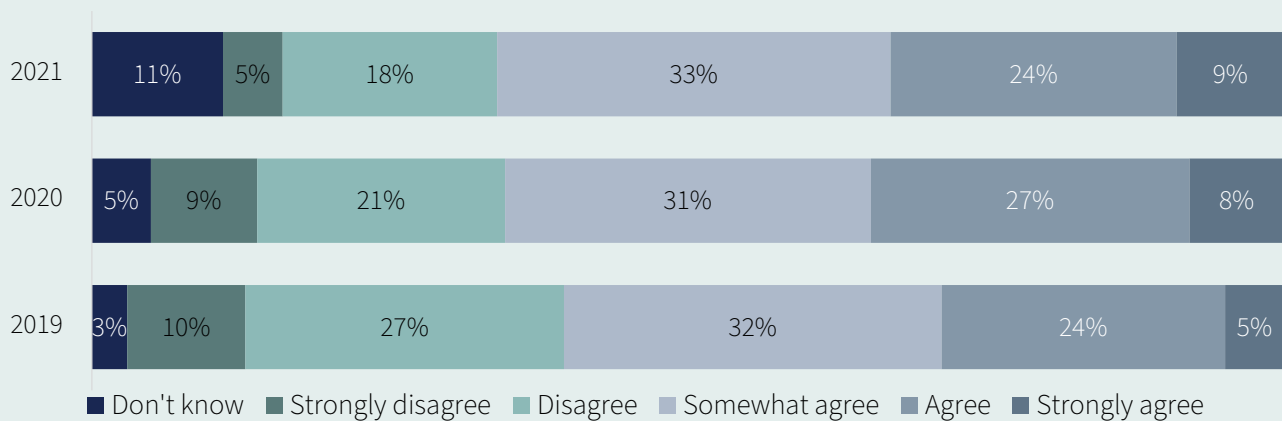
Fifty-seven percent of respondents either agreed (38%) or strongly agreed (19%) that they knew how and where to find information relating to Council’s services and activities (c.f. 2020, 62%), while 15% said they disagree (11%) or strongly disagree (4%) with this (c.f. 2020, 11%).

Thirty-three percent of respondents agreed (24%) or strongly agreed (9%) that they felt informed about Council’s long-term vision for the district (c.f. 2020, 35%), while 23% disagreed (18%) or strongly disagreed (5%) with this (c.f. 2020, 30%).

## I Know How and Where to Find Information on Council Services and Activities



## I Feel Informed About Council’s Long-Term Vision For The District



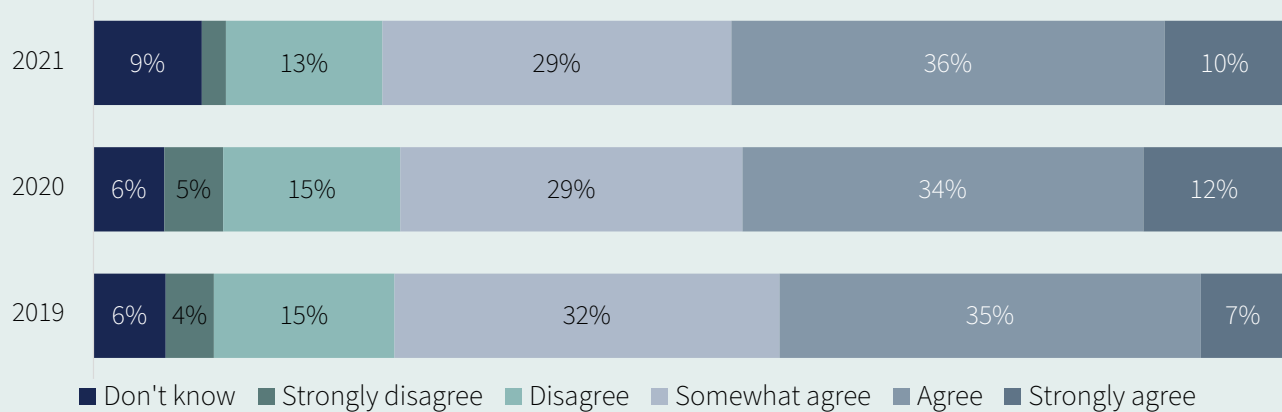
Q. Using a 1-5 scale where 1 is strongly disagree and 5 is strongly agree, how much do you agree with the following statements?  
 Base 2019 n=558, 2020 n=550, 2021 n=521

# Council Information

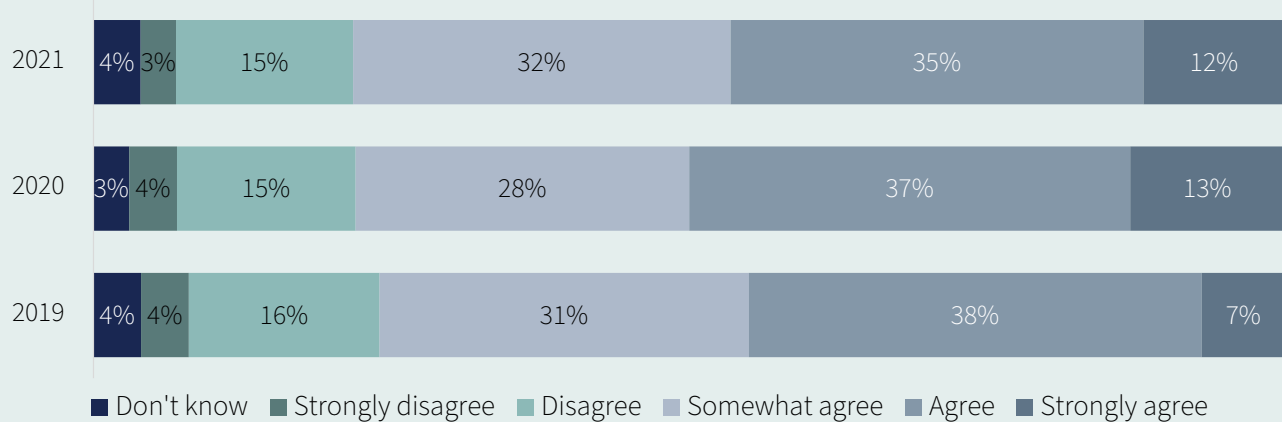
Forty-six percent of respondents either agreed (36%) or strongly agreed (10%) that Council provides information in a timely fashion (c.f. 2020, 46%) while a further 15% of respondents disagreed (13%) or strongly disagreed (2%) with this.

Forty-seven percent of respondents agreed that Council provided information in an easy to use way, similar to the result seen in 2020 (50%). A further 32% of respondents somewhat agreed and 18% disagreed (15%) or strongly disagreed (3%) with this.

## Council Provides Information In A Timely Fashion



## Council Provides Information In An Easy To Use Way



Q. Using a 1-5 scale where 1 is strongly disagree and 5 is strongly agree, how much do you agree with the following statements?  
 Base 2019 n=558, 2020 n=550, 2021 n=521

# Demographic Summaries

In 2021, residents’ highest rating related to knowing how and where to find information on Council services and activities (68%); this has returned to levels seen in 2019 after declining slightly in 2020. There has also been an increase in the proportion of residents who felt informed about Council’s long-term vision for the district (37%, c.f. 27% in 2020), however there has been a significant decline in the proportion of residents who were satisfied with the information about Council’s services and facilities.

Ratepayers who live in the district have seen slight declines for all information measures in 2021. The highest rating was accorded to knowing how and where to find information on Council services and activities (54%, c.f. 2020, 61%), and this result was similar to that seen in 2019. Fifty percent of resident ratepayers were satisfied with the information about Council’s services and facilities, which was again a similar result to that seen in 2019. Just under one third of resident ratepayers felt informed about the Council’s long-term vision for the district, this result is similar to that seen in 2020 (33%).

Sixty-six percent of those who live outside the district were satisfied with the information about Council’s services and facilities, the highest response across all groups. Amongst this audience, there has been a slight decline in the proportion of non-resident ratepayers who feel informed about Council’s long-term vision (36%, c.f. 2020, 43%) and also in the proportion who know how and where to find information about Council services and facilities (56%, c.f. 2020, 65%).

## Resident

Information on Council services and facilities

**2021: 37%**

2020: 55% | 2019: 59%

Know how and where to find information on Council services and activities

**2021: 68%**

2020: 59% | 2019: 66%

Informed about Council’s long-term vision for the district

**2021: 37%**

2020: 27% | 2019: 22%

## Resident Ratepayer

Information on Council services and facilities

**2021: 50%**

2020: 57% | 2019: 50%

Know how and where to find information on Council services and activities

**2021: 54%**

2020: 61% | 2019: 53%

Informed about Council’s long-term vision for the district

**2021: 32%**

2020: 33% | 2019: 27%

## Non-resident Ratepayer

Information on Council services and facilities

**2021: 66%**

2020: 61% | 2019: 49%

Know how and where to find information on Council services and activities

**2021: 56%**

2020: 65% | 2019: 61%

Informed about Council’s long-term vision for the district

**2021: 36%**

2020: 43% | 2019: 34%

# Demographic Summaries

With regards to provision of information, 37% of residents felt that Council responded in a timely fashion, which is a decrease from previous years. However, 55% felt that the information that was provided was easy to use which was an increase from past results.

Forty-two percent of resident ratepayers felt that Council provided information in a timely fashion, and 44% felt that the information was easy to use. Both of these results were similar to those seen in previous years.

Non-resident ratepayers were the most likely group to give a positive response for Council providing timely information with 58% agreeing with this statement. Furthermore, 50% indicated that the information was easy to use; this was a slight decrease from the 2020 measure, but an increase from 2019.

## Resident

Council provides information in a timely fashion

**2021: 37%**

2020: 49% | 2019: 46%

Council provides information in an easy to use way

**2021: 55%**

2020: 46% | 2019: 46%

## Resident Ratepayer

Council provides information in a timely fashion

**2021: 42%**

2020: 42% | 2019: 42%

Council provides information in an easy to use way

**2021: 44%**

2020: 49% | 2019: 45%

## Non-resident Ratepayer

Council provides information in a timely fashion

**2021: 58%**

2020: 55% | 2019: 40%

Council provides information in an easy to use way

**2021: 50%**

2020: 57% | 2019: 43%

# Performance



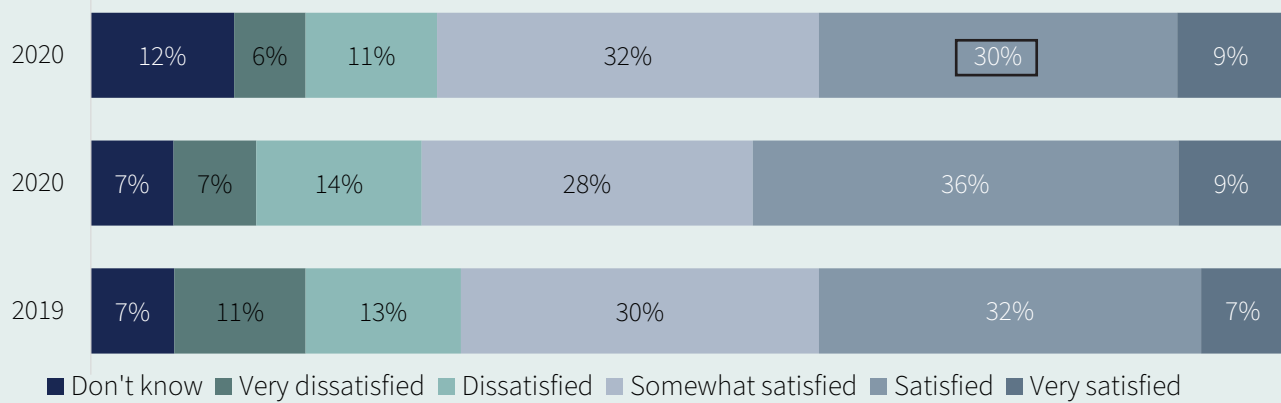


# Resident Involvement

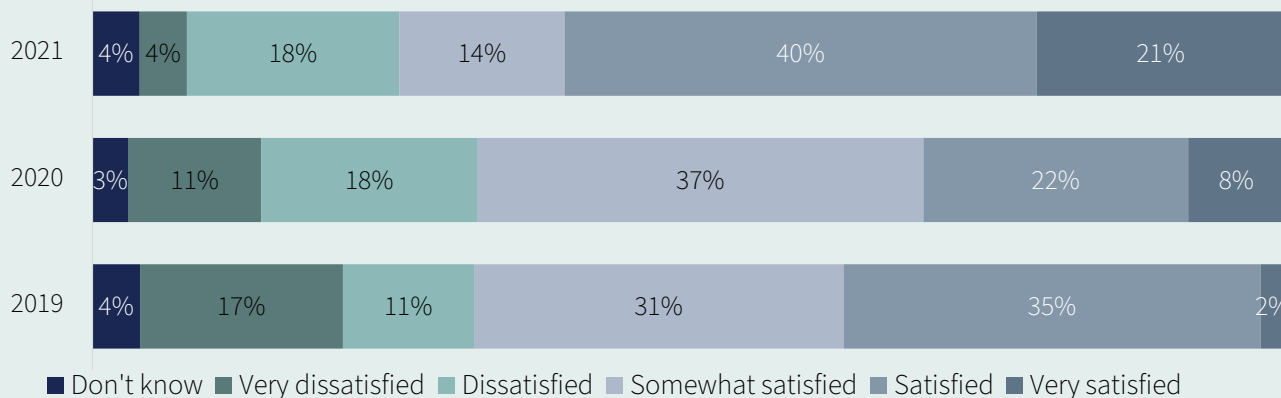
At a total level, 39% of respondents were either satisfied (30%) or very satisfied (9%) with Council’s involvement of the public in their decision-making. This is a decrease of 6% compared to 2020 (45%) and was offset by an increase in somewhat satisfied ratings (32%) and don’t know ratings (12%).

This year has seen an increase in satisfaction amongst Māori respondents for Council’s involvement of public in decision-making. Specifically, there has been an increase in the very satisfied (21%) and satisfied (40%) ratings, and a concurrent decrease in the somewhat satisfied ratings (14%). The very dissatisfied ratings have continued to drop over time and are now at 4%.

Satisfaction with Council’s Involvement of Public in Decision-Making



Satisfaction with Council’s Involvement of Public in Decision-Making (Māori)

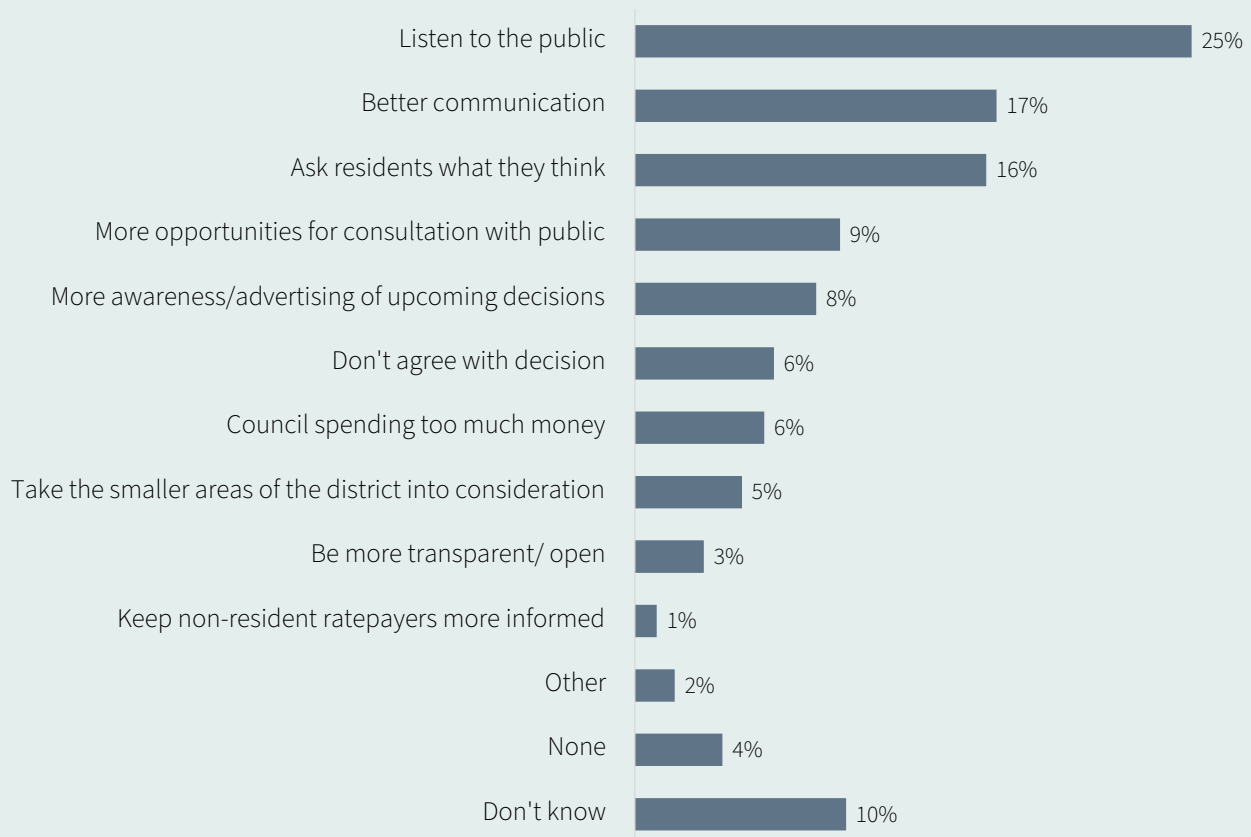


Q. Thinking first about Council’s decision-making, using a 1-5 satisfaction scale where 1 is very dissatisfied and 5 is very satisfied, how satisfied or dissatisfied are you with the Council’s involvement of the public in their decision-making? Base 2019 n=558, 2020 n=550, 2021 n=521

# Improvements to Resident Involvement

The primary areas that respondents suggested to improve resident involvement in decision-making were to listen to the public (25%), to have better communication (17%), and to ask residents what they thought (16%). At a lower level respondents also mentioned greater opportunities for consultation and concerns about spending and decisions. Ten percent of respondents were unsure how to improve resident involvement in decision-making.

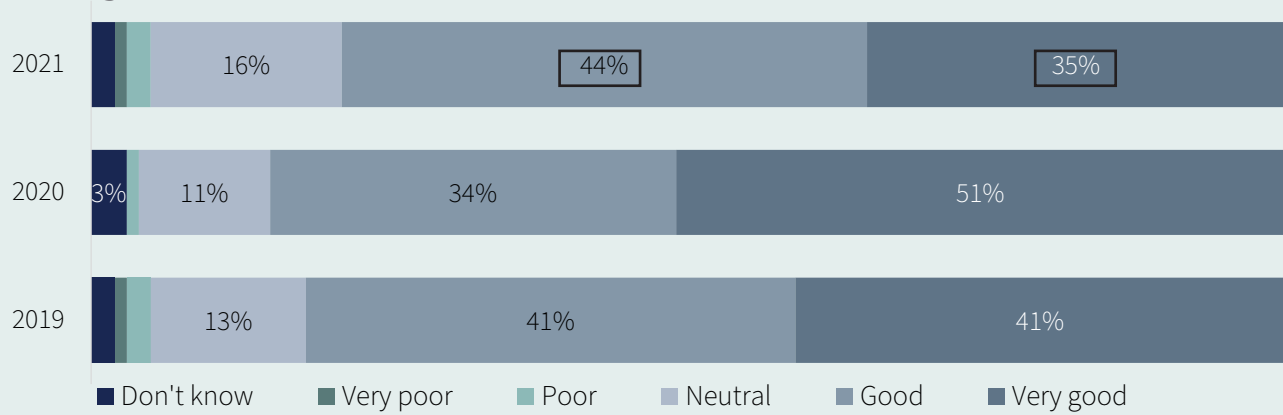
## Improvements to Involvement of Public in Decision-Making



# Quality of Life

Over three quarters (79%) of respondents rated their quality of life as good (44%) or very good (35%), a decrease of 6% compared to 2020 (85%). A further 16% rated their quality of life neutrally, while 3% rated it as poor (2%) or very poor (1%), and an additional 2% said they were unsure.

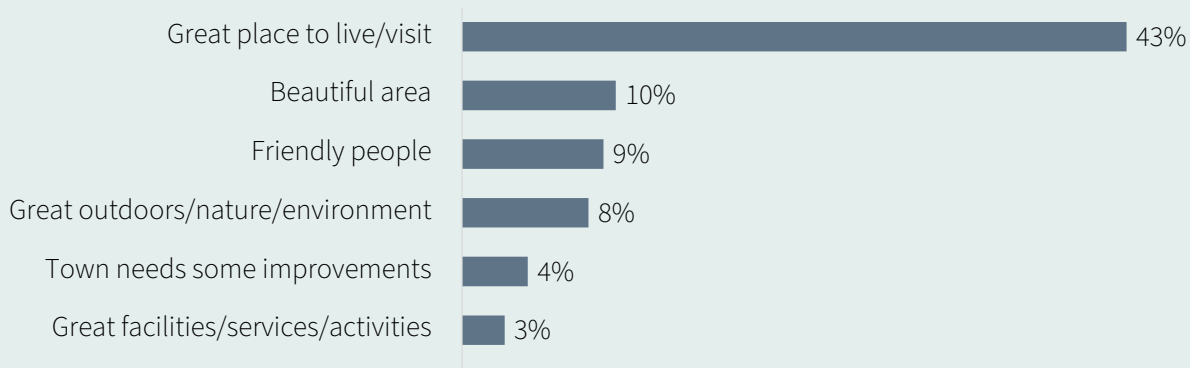
Quality of Life



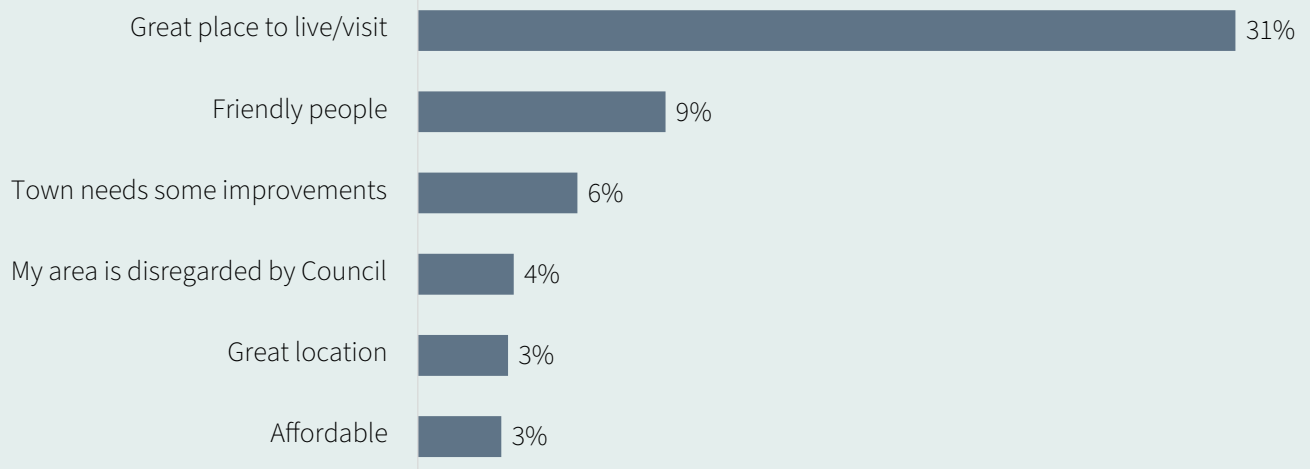
# Quality of Life

When asked about the reasons for their quality of life, those who rated their quality of life positively (79% of respondents) indicated that the area was a great place to live (43%) and beautiful (10%). Those who rated their quality of life in a neutral way (16% of respondents) also felt that Taupō was a great place to live (31%), and people were friendly (9%), but suggested that the town needed some improvements (6%). Those who rated their quality of life poorly (3% of respondents) still indicated that the people were friendly (29%) and that it was a great place to live (20%), but also felt that the Council was not doing much (11%), that there was too much crime (10%), and that it was an expensive place to reside (10%).

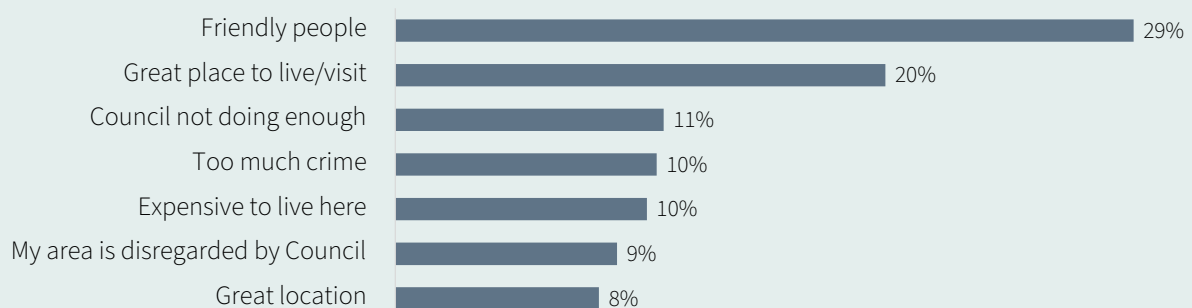
## Reason for Good Quality of Life Rating



## Reason for Neutral Quality of Life Rating



## Reason for Poor Quality of Life Rating

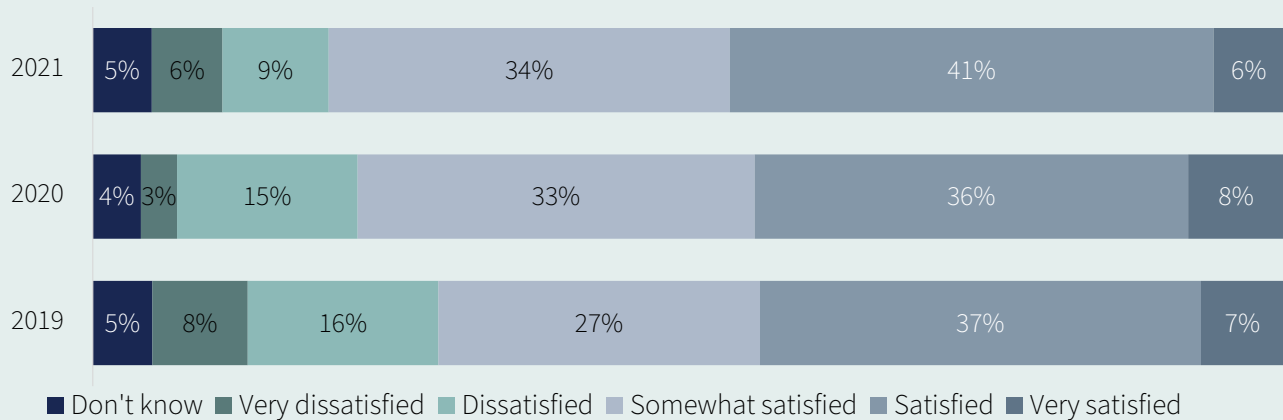


# Value

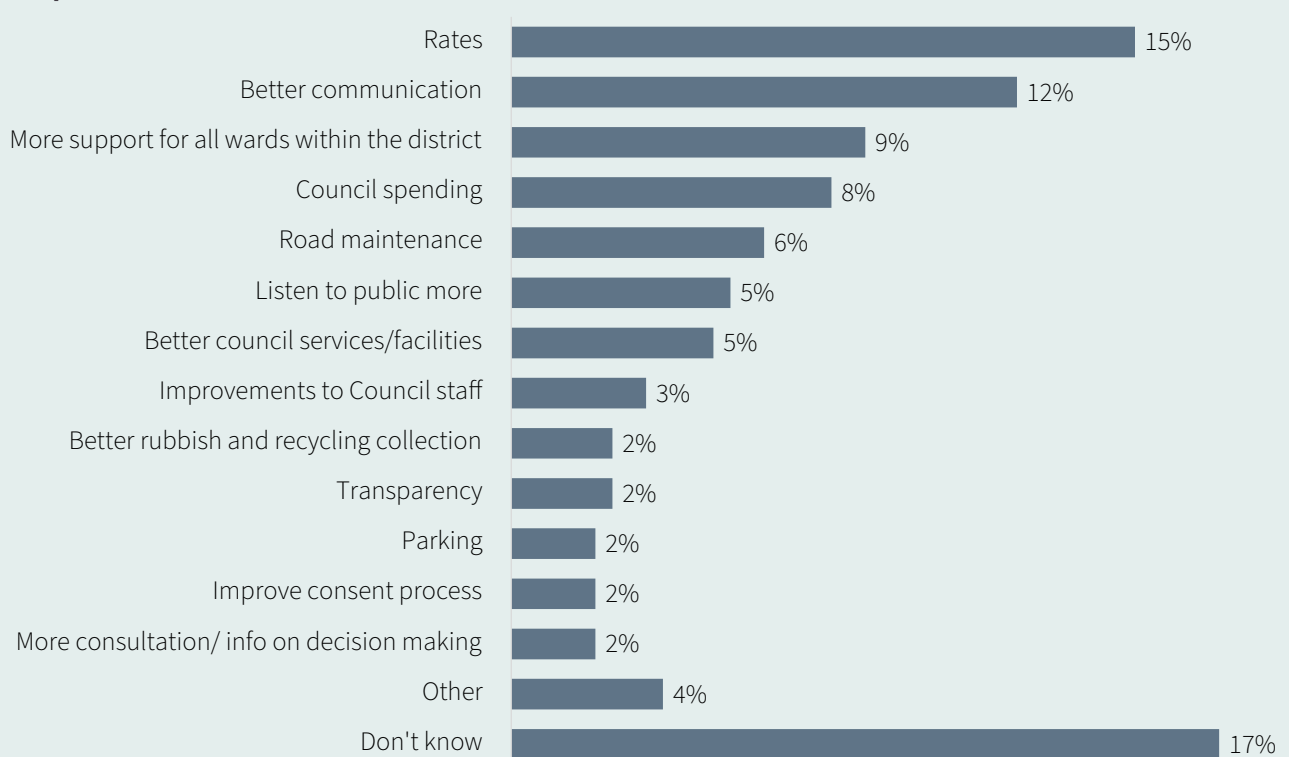
Forty-seven percent of ratepayers were satisfied (41%) or very satisfied (6%) with the value they received from Council (c.f. 2020, 44%), while 15% expressed overall dissatisfaction with this measure (c.f. 2020, 18%).

Aspects that would improve the value that ratepayers see from their rates related to lowering the rates (15%), improved communication (12%), greater support for all wards (9%), and a change in Council’s spending (8%).

## Satisfaction With The Value Received From Council



## Improvements to The Value Received From Council



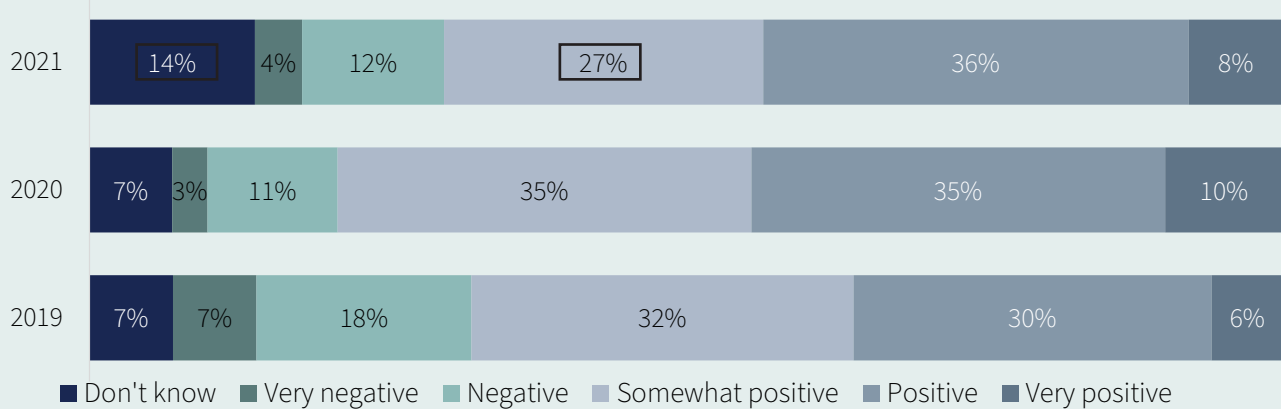
Q. Using the 1-5 satisfaction scale, how satisfied are you with the value you receive from Council? Base 2019 n=433, 2020 n=488, 2021 n=486  
 Q. What are some improvements that could be made to help improve the value you receive from Council? Base 2021 n=242

# Reputation

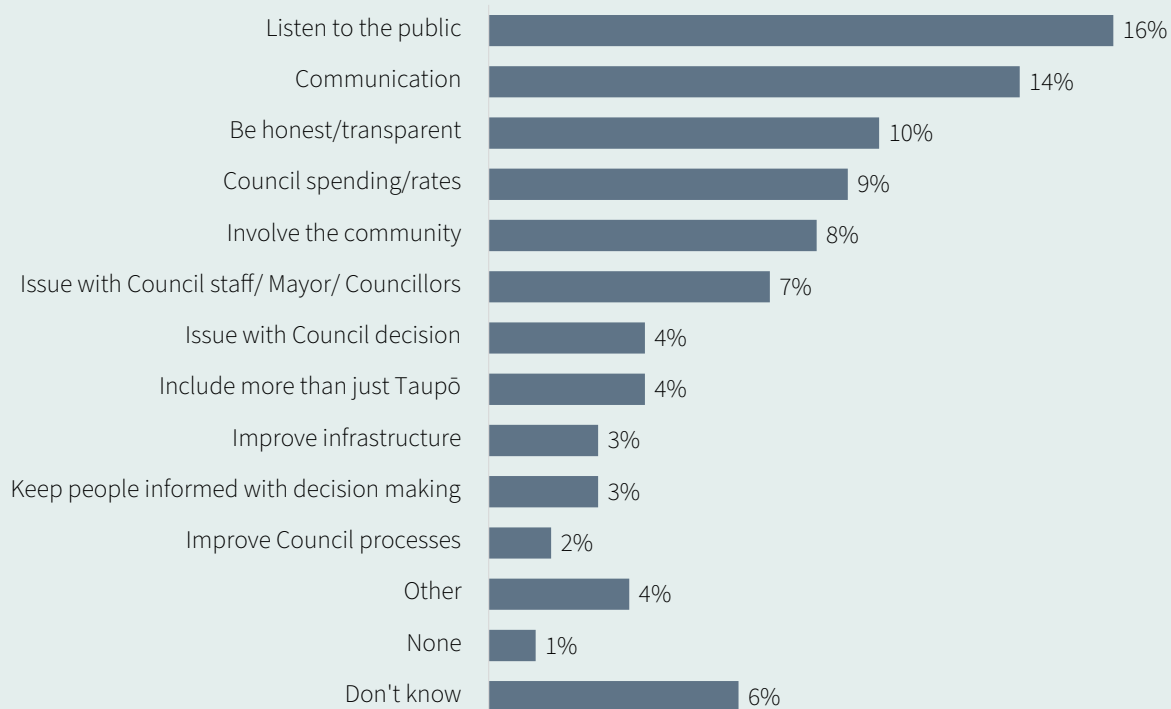
Forty-four percent of respondents felt that Council’s reputation was either positive (36%) or very positive (8%), while 16% felt Council’s reputation was negative (12%) or very negative (4%).

Respondents who rated Council’s reputation negatively were asked what could be done to improve Council’s reputation. The highest proportion of respondents mentioned that Council needed to listen to the public more (16%), improve their communication (14%), and improve their transparency (10%).

## Council’s Reputation



## Change to Improve Council’s Reputation



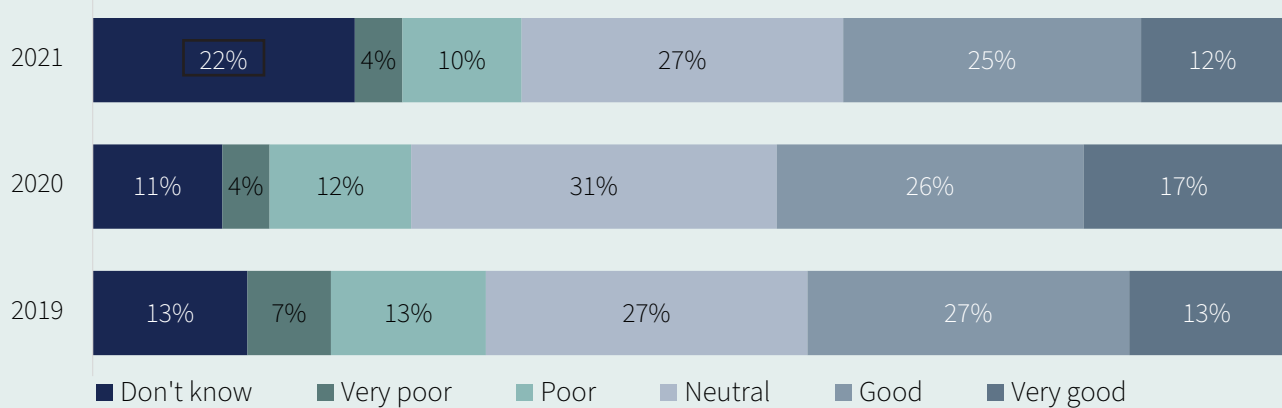
Q. Using the 1-5 satisfaction scale, how satisfied are you with the value you receive from Council? Base 2019 n=558, 2020 n=550, 2021 n=521  
 Q. Thinking now about Council’s reputation, and using a 1-5 scale where 1 is very negative and 5 is very positive, overall, how positive do you think Council’s reputation is? Base 2021 n=251

# Council Performance

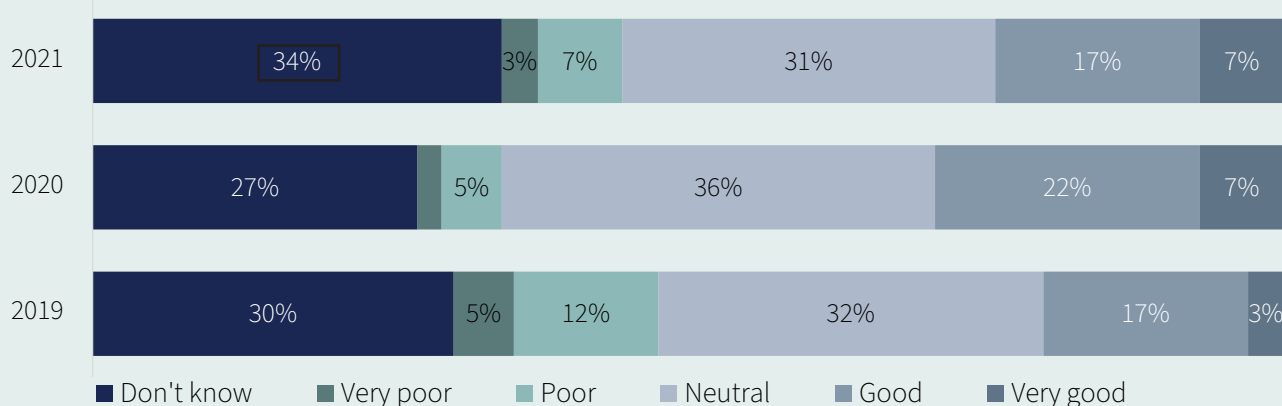
Thirty-seven percent of respondents felt the performance of the Mayor and Councillors was good (25%) or very good (12%). This was a slight decrease since 2020 (43%) and has been met with an increase in don't know responses (22% c.f. 2020, 11%).

Twenty-four percent of respondents felt the performance of community board members was either good (17%) or very good (7%). This was a slight decrease compared to 2020 (29%). Concurrently, 10% of respondents rated the performance of community board members as poor (7%) or very poor (3%). It should be noted a high proportion of respondents were unsure how to rate this (34%).

## Performance of The Mayor and Councillors



## Performance of The Community Board Members

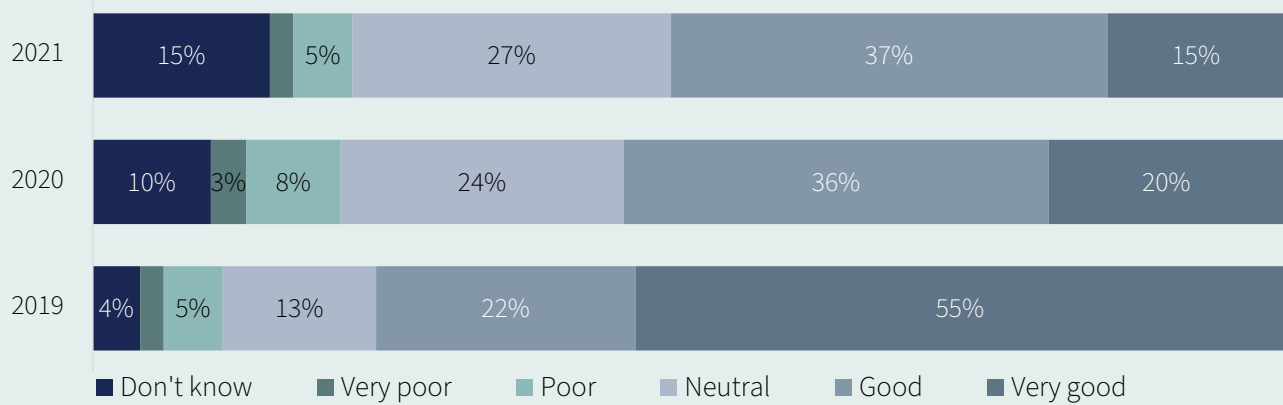


Q. Using a 1-5 scale where 1 is very poor and 5 is very good, please rate the following... Base 2019 n=558, 2020 n=550, 2021 n=521

# Council Performance

Similar to 2020, 52% percent of respondents gave the performance of Council staff an overall good rating, while a further 27% rated their performance neutrally (cf. 2020, 24%). Concurrently, 7% of respondents felt the performance of Council staff was poor (5%) or very poor (2%) (c.f. 2020, 11%), while 15% were unsure how to rate the performance (c.f. 2020, 10%).

## Performance of Council Staff





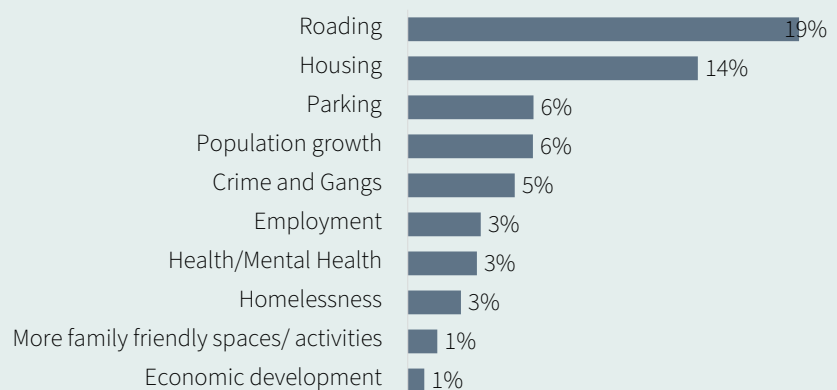
# Important Issues Facing District

When asked about the top three issues facing the district, 56% of respondents mentioned an issue relating to Council or Council’s infrastructure (e.g., water, sewerage). Following this, 44% mentioned issues relating to living in Taupō, key to which was roading and housing. Finally, 24% of respondents indicated that there were issues relating to the environment, primarily water quality and environmental management.

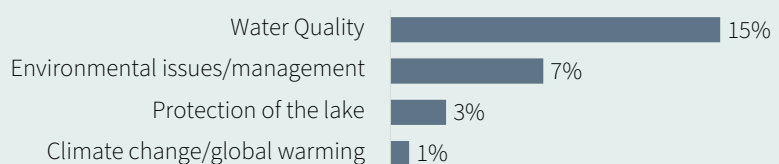
## Council and Council Infrastructure 56%



## Living in Taupō 44%



## Environmental 24%

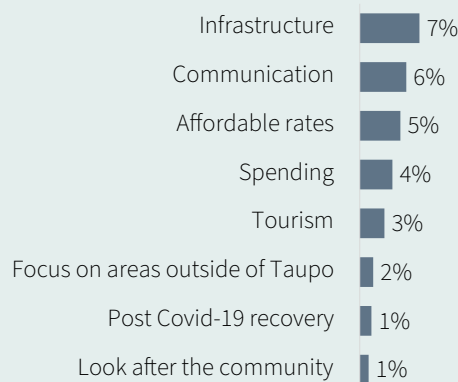


Q. What do you think are the three most important issues facing the district? Base 2021 n=521

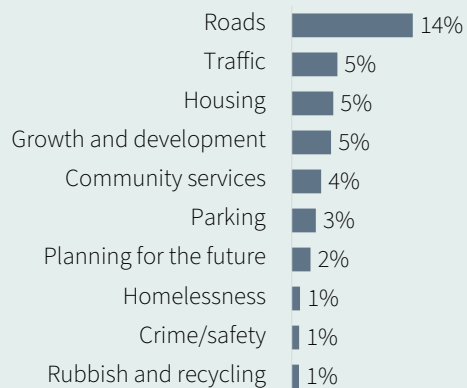
# Council Priorities

When asked about the areas that Council should prioritise their focus upon, similar themes emerged to those seen in the issues facing the district. In terms of priorities, 29% of respondents suggested that infrastructure should be a significant focus. A total of 41% mentioned issues pertaining to living in Taupō, of which roads was a significant mention. Just under 10% mentioned environmental issues, with the main areas relating to the quality of Lake Taupō and water quality and infrastructure.

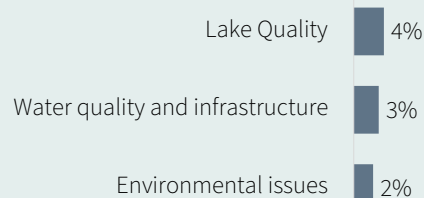
## Council and Council Infrastructure 29%



## Living in Taupō 41%



## Environmental 9%



# Demographic Summaries

When looking at the overall performance measures for 2021, residents' ratings for Council's reputation have increased (44%) but have decreased with regards to Council's involvement of the public in decision-making (25%, c.f. 2020, 38%). There has also been a slight decrease in residents' ratings for their quality of life (76% c.f. 2020, 85%).

Resident ratepayers reported a lift in ratings for Council's involvement of the public in decision-making (37%, an increase of 9% since 2020), and a slight increase in their satisfaction with the value they receive from their rates (44% c.f. 2020, 42%). Perceptions of Council's reputation have remained on par with last year for this group while there has been a slight dip in the perceived quality of life amongst resident ratepayers (80%, down 5% since 2020).

Non-resident ratepayers appear to have improved their views on Council's involvement of the public in decision-making with 47% now rating this positively (an increase of 17% from 2020, and similar to levels seen in 2019). Satisfaction with the value received from rates appeared to remain on par with previous measures for this group, while ratings for Council's reputation (41%) and quality of life (80%) dipped slightly this year.

## Resident

Council involvement  
**2021: 25%**  
 2020: 38% | 2019: 54%

Satisfaction with  
 the value received  
 from Council  
 N/A

Council's reputation  
**2021: 44%**  
 2020: 40% | 2019: 29%

Quality of life  
**2021: 76%**  
 2020: 85% | 2019: 80%

## Resident Ratepayer

Council involvement  
**2021: 37%**  
 2020: 28% | 2019: 34%

Satisfaction with  
 the value received  
 from Council  
**2021: 44%**  
 2020: 42% | 2019: 43%

Council's reputation  
**2021: 44%**  
 2020: 44% | 2019: 34%

Quality of life  
**2021: 80%**  
 2020: 85% | 2019: 83%

## Non-resident Ratepayer

Council involvement  
**2021: 47%**  
 2020: 30% | 2019: 43%

Satisfaction with  
 the value received  
 from Council  
**2021: 52%**  
 2020: 52% | 2019: 44%

Council's reputation  
**2021: 41%**  
 2020: 49% | 2019: 44%

Quality of life  
**2021: 80%**  
 2020: 83% | 2019: 79%

# Demographic Summaries

Taupō residents provided lower ratings for the performance of the Mayor and Councillors with 34% of this group providing a positive rating (down from 51% in 2020). Similar ratings were accorded to the performance of the community board members (35% c.f. 2020, 44%) and to Council staff (40%).

Resident ratepayers provided similar ratings for the performance of the Mayor and Councillors to that which had been provided in previous years, and a similar pattern was observed for the performance of the community board members. A slight decline was seen for the satisfied ratings accorded to the performance of Council staff (53% c.f. 2020, 58%).

Non-resident ratepayers provided the lowest ratings for the performance of the Mayor and Councillors (27%) and similarly low ratings for the performance of the community board members (16%). However, this group rated the performance of Council staff slightly higher than in 2020 with a 5% increase observed for this measure (54%, c.f. 2020, 49%).

## Resident

Performance of the Mayor and Councillors

**2021: 34%**

2020: 51% | 2019: 44%

Performance of the community board members

**2021: 35%**

2020: 44% | 2019: 20%

Performance of the Council staff

**2021: 40%**

2020: 61% | 2019: 100%

## Resident Ratepayer

Performance of the Mayor and Councillors

**2021: 44%**

2020: 43% | 2019: 45%

Performance of the community board members

**2021: 26%**

2020: 29% | 2019: 19%

Performance of the Council staff

**2021: 53%**

2020: 58% | 2019: 76%

## Non-resident Ratepayer

Performance of the Mayor and Councillors

**2021: 27%**

2020: 41% | 2019: 29%

Performance of the community board members

**2021: 16%**

2020: 23% | 2019: 21%

Performance of the Council staff

**2021: 54%**

2020: 49% | 2019: 75%

# Ward Profiles



# Mangakino/Pouakani

Mangakino/Pouakani ward respondents made up 9% of the total number of respondents. Forty-two percent were resident ratepayers, 3% were residents, and 56% were non-resident ratepayers. Fifty percent of the respondents in this ward identified as Māori.

Respondents from this ward rated the information they received from Council about the services and facilities relatively well (71%), but provided slightly lower ratings for knowing how and where to find information and also for feeling informed about the long-term vision for the district. Their preferred source of information was email, followed by Council’s website.

Overall, 79% of these respondents indicated that they had a good or very good quality of life and that this was driven largely by the friendly people in the area. Other positives of the district included being a great place to live and a great location.

With regards to performance, this group rated the Mayor and Councillors and community board members relatively poorly, although it should be noted that a large proportion of these respondents provided don’t know ratings for these two measures (59% and 58% respectively). Ratings for Council staff were positive with 70% of respondents rating staff highly.

Areas for focus in the future related mostly to communication. At a lower level, these respondents also mentioned spending and roads as priority areas.



## Information

- 71%** Information of Council services and facilities
- 32%** Know how and where to find information
- 14%** Feel informed about Council’s long-term vision



## Preferred Source

- 71%** Email
- 48%** Council website
- 15%** E-newsletter
- 12%** Social media
- 10%** Local paper



## Quality of Life

- 79%** Good or very good



## Quality of Life Reasons

- 46%** Friendly people
- 25%** Great place to live
- 7%** Great location
- 7%** Council not doing enough
- 3%** Affordable



## Performance

- 11%** Mayor and Councillors
- 17%** Community board
- 70%** Council staff



## Focus in the Future

- 42%** Communication
- 10%** Spending
- 9%** Roads
- 6%** Affordable rates
- 6%** Infrastructure
- 6%** Water quality/infrastructure

# Turangi/Tongariro

Respondents from Turangi/Tongariro made up 22% of the total number of respondents. Forty-seven percent were resident ratepayers, 13% were residents, and 40% were non-resident ratepayers. This area had the highest proportion of holiday home owners (88%).

Respondents from the Turangi/Tongariro ward rated the information about services and facilities highly and were also satisfied that they knew how and where to get information. Only 38% of respondents in this ward indicated that they felt informed about Council’s long-term vision. This group mostly preferred Council’s website as a source of information and were the area that most preferred to use social media.

Seventy-one percent of respondents in this ward indicated that they had a good or very good quality of life and this was mostly driven by responses indicating that the district was a great place to live along with the aesthetic beauty of the area. At a lower level, respondents in this ward indicated that they felt their specific area was not considered as much by Council as other areas were.

With regards to performance, these respondents rated the Mayor and Councillors and community board members similarly and attributed higher ratings to Council staff performance. The main areas that respondents from the Turangi/Tongariro ward felt Council should focus on pertained to lake quality, infrastructure, and community services, particularly for areas outside of Taupō.



## Information

- 70%** Information of Council services and facilities
- 70%** Know how and where to find information
- 38%** Feel informed about Council’s long-term vision



## Preferred Source

- 29%** Council website
- 24%** Social media
- 23%** Email
- 17%** E-newsletter
- 11%** Local paper



## Quality of Life

- 71%** Good or very good



## Quality of Life Reasons

- 40%** Great place to live
- 9%** Great outdoors/nature/environment
- 9%** Beautiful area
- 7%** My area is disregarded by Council
- 4%** Affordable



## Performance

- 35%** Mayor and Councillors
- 36%** Community board
- 58%** Council staff



## Focus in the Future

- 11%** Lake quality
- 8%** Infrastructure
- 7%** Community services
- 7%** Focus on areas outside of Taupō
- 6%** Roads
- 5%** Housing

# Taupō

Respondents from Taupō ward comprised of 64% of the total sample. Amongst the respondents in this ward, 64% were resident ratepayers, 12% were resident non-ratepayers, and 24% were ratepayers who lived outside the district.

Respondents from Taupō ward provided the lowest ratings of all wards for being informed about Council’s services and facilities with only 44% indicating they were satisfied with this. It should be noted however that this area had a larger proportion of people who were somewhat satisfied (36%), rather than very dissatisfied per se. Similarly, this group of respondents also provided lower ratings for knowing where and how to find information, although in this instance 20% of respondents provided a ‘disagree’ rating suggesting some genuine discontent here. Thirty-three percent of these respondents felt informed about the long-term vision for the district.

Eighty-two percent of respondents in Taupō ward rated their quality of life as good or very good, with the main factors being that it is a great place to live and a beautiful area with friendly people. Seven percent of respondents indicated that the town needed some improvements.

With regards to performance, respondents from this ward rated the Mayor and Councillors similarly to the Council staff. Although community board members received lower ratings, around one third of respondents from this ward were unsure how to respond to this particular measure.

Areas for future focus related to roads, traffic, and infrastructure.



## Information

- 44%** Information of Council services and facilities
- 54%** Know how and where to find information
- 33%** Feel informed about Council’s long-term vision



## Preferred Source

- 27%** Local paper
- 19%** Council website
- 19%** Email
- 19%** Social media
- 13%** E-newsletter



## Quality of Life

- 82%** Good or very good



## Quality of Life Reasons

- 44%** Great place to live
- 9%** Beautiful area
- 7%** Friendly people
- 7%** Great outdoors/nature/environment
- 7%** Town needs some improvements



## Performance

- 42%** Mayor and Councillors
- 21%** Community board
- 48%** Council staff



## Focus in the Future

- 18%** Roads
- 7%** Traffic
- 7%** Infrastructure
- 6%** Growth and development
- 5%** Affordable rates
- 5%** Housing



# Taupō East Rural

Respondents from Taupō East Rural ward made up 4% of the total sample. Forty-five percent of these respondents were resident ratepayers while 36% were resident non-ratepayers. This ward has the fewest non-resident ratepayers, with only 18% of respondents from this ward living outside of the district.

Respondents from this ward accorded Council the highest ratings across all wards for all information measures. Respondents from this ward preferred to receive information via Council’s website, an e-newsletter, or their local paper.

Eighty-three percent of respondents from Taupō East Rural ward rated their quality of life as good or very good. The main reasons for this rating related to the area being a great place to live, the friendly people, and its beautiful location. Respondents from this ward were more likely than respondents from other wards to say that the area was safe.

Respondents from this ward provided slightly lower ratings for the performance of the Mayor and Councillors, however both ratings included a high proportion of don’t know responses (30% and 45% respectively). Council staff received a slightly higher rating with fewer don’t know responses.

With regards to the future, 18% of respondents in this ward suggested that Council should focus on roading and 16% mentioned traffic. In a clustering of similar issues, 16% mentioned homelessness, 13% noted housing, and 6% indicated affordable rates as an issue to address in the future.



## Information

- 78%** Information of Council services and facilities
- 78%** Know how and where to find information
- 54%** Feel informed about Council’s long-term vision



## Preferred Source

- 22%** Council website
- 18%** E-newsletter
- 18%** Local paper
- 16%** Social media
- 8%** Email



## Quality of Life

- 83%** Good or very good



## Quality of Life Reasons

- 27%** Great place to live
- 23%** Friendly people
- 17%** Beautiful area
- 14%** Safe
- 6%** Great services/facilities/activities



## Performance

- 28%** Mayor and Councillors
- 19%** Community board
- 41%** Council staff



## Focus in the Future

- 18%** Roads
- 16%** Traffic
- 16%** Homelessness
- 13%** Housing
- 6%** Affordable rates
- 6%** Infrastructure

# Appendices



# Appendix 1: Demographic Breakdown

## Sample Source: Ward (Unweighted)

|                       | CATI  | Online | Panel |
|-----------------------|-------|--------|-------|
| Mangakino/ Pouakani   | n=21  | n=10   | n=3   |
| Turangi/ Tongariro    | n=23  | n=54   | n=38  |
| Taupō                 | n=102 | n=111  | n=134 |
| Taupō East Rural Ward | n=4   | n=6    | n=10  |

## Sample Source: Gender (Unweighted)

|        | CATI | Online | Panel |
|--------|------|--------|-------|
| Male   | n=73 | n=118  | n=64  |
| Female | n=77 | n=71   | n=121 |

## Sample Source: Age (Unweighted)

|             | CATI | Online | Panel |
|-------------|------|--------|-------|
| 18-34       | n=3  | n=5    | n=18  |
| 35-50       | n=6  | n=34   | n=38  |
| 51-69       | n=51 | n=94   | n=69  |
| 70 and Over | n=90 | n=56   | n=60  |

# Appendix 2: Questionnaire

Firstly, please indicate which one of the following best describes you.\*

- Taupō Resident Ratepayer
- Taupō Resident Non-Ratepayer
- Taupō Non-Resident Ratepayer
- None of the above

Thinking first about Council decision making, using a 1-5 satisfaction scale where 1 is very dissatisfied and 5 is very satisfied, how satisfied or dissatisfied are you with the Council’s involvement of the public in their decision-making? \*

- 1: Very dissatisfied
- 2: Dissatisfied
- 3: Somewhat satisfied
- 4: Satisfied
- 5: Very satisfied
- Don’t know

What could the council do to improve their involvement of the public in their decision-making?\*

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Thinking now about where you source information, where do you go to get information about Council activities and services?\*

- Council website
- Local paper
- Community groups
- Social media
- Family/ Friends
- Other - please specify: \_\_\_\_\_\*
- Don’t know

What is your preferred method of communication when it comes to getting information relating to Council activities and services?\*

- Council website
- Local paper
- Community groups
- Social media
- Family/ Friends
- Other - please specify: \_\_\_\_\_\*
- Don’t know

# Appendix 2: Questionnaire

Using a 1-5 satisfaction scale where 1 is very dissatisfied and 5 in very satisfied, how satisfied or dissatisfied are you with the way Council provides information on Council services and facilities?\*

- ( ) 1: Very dissatisfied
- ( ) 2: Dissatisfied
- ( ) 3: Somewhat satisfied
- ( ) 4: Satisfied
- ( ) 5: Very satisfied
- ( ) Don't know

Using a 1-5 scale where 1 is strongly disagree and 5 is strongly agree, how much do you agree with the following statements?\*

|   | Strongly disagree | Disagree | Somewhat agree | Agree | Strongly agree | Don't know |
|---|-------------------|----------|----------------|-------|----------------|------------|
| I know how and where to find information on Council services and activities |                   |          |                |       |                |            |
| I feel informed about Council's long-term vision for the district           |                   |          |                |       |                |            |
| Council provides information in a timely fashion                            |                   |          |                |       |                |            |
| Council provides information in an easy to use way                          |                   |          |                |       |                |            |

Using a 1-5 scale where 1 is very poor and 5 is very good, please rate the following;\*

|  | Very Poor | Poor | Neutral | Good | Very Good | Don't know |
|--|-----------|------|---------|------|-----------|------------|
| Performance of the Mayor and Councillors   |           |      |         |      |           |            |
| Performance of the community board members |           |      |         |      |           |            |
| Overall performance of Council staff       |           |      |         |      |           |            |

# Appendix 2: Questionnaire

What do you think are the three most important issues facing the district?\*

---



---

Using the 1-5 satisfaction scale, how satisfied are you with the value you receive from Council?\*

- 1: Very dissatisfied
- 2: Dissatisfied
- 3: Somewhat satisfied
- 4: Satisfied
- 5: Very satisfied
- Don't know

What are some improvements that could be made to help improve the value you receive from Council?\*

---



---

Thinking now about Council's reputation, and using a 1-5 scale where 1 is very negative and 5 is very positive, overall, how positive do you think Council's reputation is?\*

- 1: Very negative
- 2: Negative
- 3: Somewhat positive
- 4: Positive
- 5: Very positive
- Don't know

What is the main change that Council needs to make in order to improve their reputation?\*

---



---

In the coming 12 months, where do you think Council should prioritise their focus?\*

---



---

Using a 1-5 scale where 1 is very poor and 5 is very good, how would you rate the overall quality of life in the Taupō district?\*

- 1: Very poor
- 2: Poor
- 3: Okay
- 4: Good
- 5: Very good
- Don't know

Why did you give it this rating?\*

---



---

# Appendix 2: Questionnaire

Which of the following do you mostly identify with?\*

- Male
- Female
- Gender diverse
- Prefer not to answer

Which of the following ethnic groups do you belong to?

[Select all that apply]\*

- New Zealand Māori
- New Zealand Pakeha
- Pacific Islander
- European
- Asian
- Other - please specify: \_\_\_\_\_\*
- Prefer not to answer

Which of the following best describes you?\*

- I have Māori ancestry
- I have no Māori ancestry
- Prefer not to answer

Which of the following age groups do you belong to?\*

- 18-34
- 35-50
- 51-69
- 70 and over
- Prefer not to answer

Which of the following do you pay rates for in the Taupō district?

[Select all that apply]\*

- A holiday home
- A rental/ investment property
- Own home/ family home
- Business property

In which area do you reside in Taupō?\*

\_\_\_\_\_

\_\_\_\_\_

Which ward do you live in?\*

- Mangakino/Pouakani
- Turangi/Tongariro
- Taupō
- Taupō East Rural
- Don't know

# Appendix 2: Questionnaire

Which of the following income brackets before tax do you belong to?\*

- Less than \$40,000
- \$40,000 to \$59,000
- \$60,000 to \$89,000
- \$90,000 to \$119,000
- \$120,000 to \$150,000
- Over \$150,000

Those are all the questions we have. Thank you for your time. Your responses are important to the Taupō District Council. If you have any final comments you would like to add, please leave them in the space below.

---

---





Versus  
RESEARCH

Ph 07 856 7090 | [versus.co.nz](http://versus.co.nz)