

JUNE 2025

Whangārei District Council | **Resident Survey**



versus

Key Summary

The 2025 Whangārei District Council Resident Survey was completed in two waves: November/December 2024 and May/June 2025. The survey canvassed 600 residents and explored satisfaction with Council services, facilities, environmental initiatives, and district planning priorities.

Transport & Rooding

Transport and roading continued to be key areas of concern, and satisfaction with roading features remained low. In particular, satisfaction with maintenance of unsealed roads was fairly low (13%), while satisfaction with the quality of sealed roads (18%), management of peak traffic flows (19%), and safety of the roads (26%) were slightly higher.

Street lighting (50%) and shared paths/cycling networks (49%) were the transport features with the highest satisfaction. While 42% were satisfied with footpaths in urban areas, only 26% were satisfied with CBD parking.

Water Quality & Waste Management

In water and waste services, 56% of respondents were satisfied with water quality (increasing to 65% among users on the district supply). Satisfaction with the sewerage system (54%), stormwater drainage (39%), and public toilets (37%) remained stable this year, as did satisfaction with the transfer stations (58%) and litter control (34%). However, 66% of respondents were satisfied with kerbside rubbish and recycling which is a notable drop from previous years (75%).

Community Facilities

Community facilities were generally well received, with visitation levels similar to those in 2024. However, the usage of neighbourhood and district parks continued to decline. The highest satisfaction ratings among users was for trails (87%), beaches and coastal facilities (85%), tracks, walkways and cycleways (83%), cemeteries (83%), and skateparks (80%). Parks (76%), playgrounds (74%), sports parks (74%), and dog parks (63%) were still positively rated by users, although at a slightly lower level.

Community

Perceptions of community wellbeing showed improvement, particularly in safety and Council-led crime prevention initiatives. Sixty-six per cent of respondents said they felt Whangārei was mostly or definitely a safe place to live. At the same time, satisfaction with the Council's safety initiatives rose to 48%, a 14% increase from 2024.

Thirty-nine per cent of respondents were aware of the Council's Community Funding Programme, and among those who were, 44% believed it supported the community's social wellbeing, and 45% felt it supported the district's cultural wellbeing. However, only 29% felt the Council had a good or very good relationship with Māori, and just 19% were aware of Te Kārearea.

Key Summary

Environment

In environmental matters, 49% of respondents expressed concern about the local effects of climate change (the highest level recorded to date), and 64% reported adopting at least one environmentally friendly practice. Waste reduction behaviour remained strong with 74% agreeing they do everything they can to reduce household waste. Still, a growing portion of respondents (35%) stated they would like to reduce household waste but did not know how.

Ratings of coastal assets received low levels of dissatisfaction. However, the ratings for pontoons and sea walls both had a high proportion of don't know responses.

Communication & Engagement

Engagement with information sources increased this year, and 38% of respondents had contacted the Council in the past 12 months. Just under three-quarters of those who had contact with the Council were satisfied with how their call was handled, and 66% were satisfied with how long it took to answer their call. Satisfaction with the Civic Centre customer service representative (81%) and i-SITE information consultants (73%) remained high this year.

Priorities & Performance

When asked to prioritise areas for future focus, transport and roading topped the list, followed by climate change and sustainability, tourism, community facilities, and community services. Respondents highlighted deteriorating roads, concern for infrastructure resilience, and the social impact of public facilities and support services as key drivers of their priorities.

Overall, 47% of respondents reported being satisfied with the Council's performance (consistent with the 2024 results), while 23% expressed dissatisfaction, and 25% were neutral.

A visual summary of the key measures from the survey has been included on the following pages.

Key Summary

The images below show the total satisfaction results (7-10 ratings out of 10) for key measures from the 2025 survey.



Roading

Safety



Quality



Peak traffic



Unsealed roads

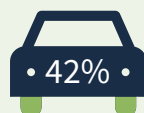


Transport

Street lighting



Urban footpaths



Shared paths and cycling network



CBD Parking



Water

Water quality



Sewerage system



Stormwater drainage service



Public toilets



Waste

Kerbside



Litter control



Transfer stations & Re:Sort



Key Summary

The images below show the total satisfaction results (7-10 ratings out of 10) for key measures from the 2025 survey.



Community Facilities (all respondents)

Playgrounds

56%

Parks

65%

Skateparks

36%

Natural trails

62%

Sports parks

58%

Tracks, walkways, and cycleways

74%

Beaches and coastal facilities

74%

Dog parks

36%

Cemeteries

51%



Community & Environment

Council initiatives

48%

Relationship with Māori

29%

Safety

66%

Concern for climate change

49%



Overall Performance

Council overall performance

47%

Project Background

Background

Whangārei District Council (the Council) is the local area authority for the Whangārei district. Each year, the Council conducts an annual Resident Satisfaction Survey to gauge residents' perceptions of, and satisfaction with, the Council's services and facilities.

Method and Sample

A mixed method approach of CATI (Computer Aided Telephone Interviewing) and online were used to collect a total of n=600 responses. Specifically, n=374 were collected via telephone, while n=226 were collected online. Responses for this study were collected across the year in two waves (November/December 2024 and May/June 2025) with 300 responses collected in each wave.

Ward

The table below outlines the number of respondents by ward which the final data set was stratified and designed to reflect proportionately.

| | % | n |
|---------------------------|-----|-----|
| Mangakahia – Maungatapere | 9% | 53 |
| Hikurangi – Coastal | 15% | 88 |
| Whangārei Heads | 9% | 54 |
| Whangārei Urban | 53% | 317 |
| Bream Bay | 13% | 88 |

Weighting

The final dataset was weighted by age and gender. Weighting data ensures that both gender and age are accurately and proportionately represented to the Whangārei population in the final findings. Gender and age weightings were based on the 2023 Census (Statistics New Zealand). These proportions used to weight the dataset are shown in the table below.

| | % |
|----------------|--------|
| Male | 48.13% |
| Female | 51.64% |
| Gender diverse | 0.22% |
| 18–39 | 31.99% |
| 40–64 | 31.45% |
| 65+ | 36.56% |

Margin of Error

Margin of error (MoE) is a statistic commonly used in research to show the amount of sample error present in a survey's results. This is particularly important when analysing a subset of data, as a smaller sample size incurs a greater MoE. The final sample size for this study is n=600, which gives a maximum margin of error of +/- 4.00% at the 95% confidence interval. That is, if the observed result is 50% (point of maximum margin of error), then there is a 95% chance that the true answer falls between 46.00% and 54.00%.

Project Background

Notes on Reporting

Results are shown at a total level. Where results are displayed at a user level, this is noted as such.

Significance testing has been applied to the results to indicate any statistically significant variances between the findings from 2024 and 2025. Results are shown in bold with a + (significant increase) or a - (significant decrease).

Please note that data labels on charts for proportions 2% or lower are not always shown on the chart due to the overlapping of results.

Where possible, yearly comparisons are shown for satisfied ratings 7–10. Yearly comparisons for ratings 5–10 (including don't knows) have been included in appendix 1, while results by area for 2025 are displayed in appendix 2.

Contents

| | | | |
|----------------------------------|----|--|----|
| Key Summary | 2 | Community | 29 |
| Project Background | 6 | Environment | 34 |
| Transport | 9 | Communication & Engagement | 39 |
| Water Quality & Waste Management | 12 | Forward Planning & Council Performance | 44 |
| Community Facilities | 18 | Appendices | 50 |

Transport



Roading

Respondents were asked a series of questions about different roading features in the district. The highest-rated feature was the safety of the district's roads, with the quality of sealed roads and management of peak traffic flows both just under 20% satisfaction. The lowest-rated feature was the maintenance of unsealed roads, with a satisfaction rating of just 12%.

Respondents in Mangakahia-Maungatapere were more likely to be very dissatisfied with the maintenance of unsealed roads (51%).

These results have remained consistent for the past three monitoring periods.

Roading Features



Roading Features: Overall Satisfaction by Year

| | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 | 2024 | 2025 |
|----------------------------------|------|------|------|------|------|------|------|------|------|------|------|
| Safety of roads in the district | 36% | 35% | 58% | 49% | 30% | 37% | 34% | 30% | 23% | 25% | 26% |
| Quality of sealed roads | 31% | 35% | 38% | 37% | 24% | 27% | 22% | 25% | 12% | 17% | 18% |
| Management of peak traffic flows | 31% | 30% | 18% | 24% | 18% | 24% | 16% | 22% | 16% | 19% | 19% |
| Maintenance of unsealed roads | 20% | 18% | 21% | 18% | 10% | 15% | 16% | 13% | 10% | 11% | 13% |

This first question is about some features relating to roading within the District. This excludes State Highways 1, 14 and 15 because they are maintained by Central Government, not Council. Using a 1-10 scale where 1 is very dissatisfied and 10 is very satisfied, please tell me how satisfied you are with each of the following features: Base n=600

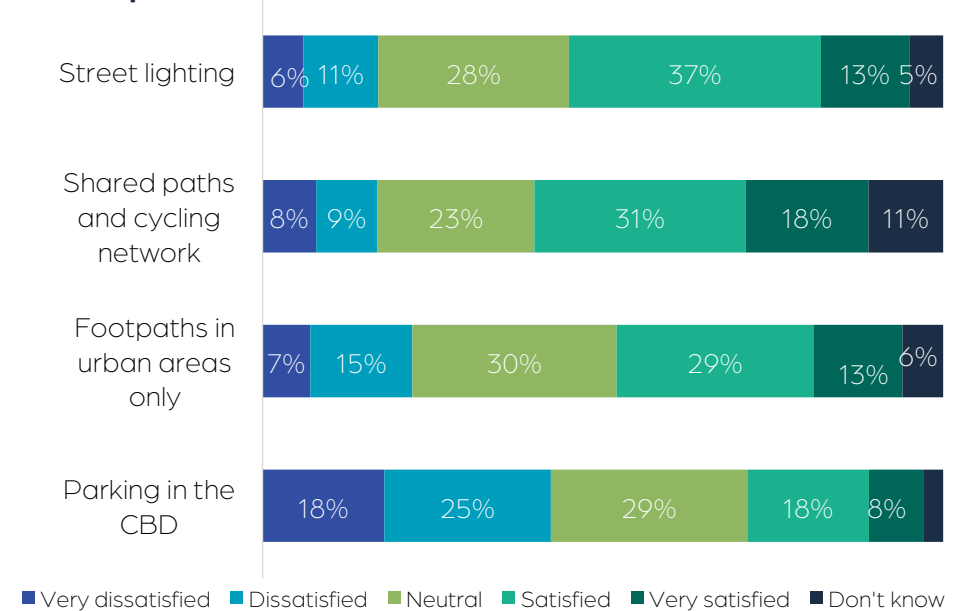
Transport

Respondents were asked a series of questions about different transport features in the district. The highest-rated features were street lighting, shared paths, and the cycling network. At a slightly lower level, 42% of respondents were satisfied or very satisfied with the footpaths in urban areas, while just over one-quarter of respondents were satisfied with the parking in the CBD.

Respondents from Bream Bay were more likely to be very dissatisfied with the shared paths and cycling network (21%), while those in the Whangārei Urban area were more likely to be very satisfied (23%).

These results are similar to those from 2024, although there has been a significant increase in satisfaction with street lighting this year.

Transport Features



Transport Features: Overall Satisfaction by Year

| | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 | 2024 | 2025 |
|----------------------------------|------|------|------|------|------|------|------|------|------|------|-------------|
| Street lighting | 46% | 49% | 61% | 55% | 52% | 59% | 54% | 59% | 45% | 44% | 50%+ |
| Shared paths and cycling network | - | - | - | - | 47% | 57% | 43% | 48% | 40% | 45% | 49% |
| Footpaths in urban areas | 43% | 45% | 54% | 47% | 46% | 51% | 45% | 44% | 39% | 41% | 42% |
| Parking in CBD | 27% | 22% | 37% | 26% | 26% | 30% | 23% | 26% | 22% | 24% | 26% |

Figures in bold indicate that the proportion is significantly higher (+) or lower (-) than in 2024. The next few features are related to transport in the District. Using a 1-10 scale where 1 is very dissatisfied and 10 is very satisfied, please tell me how satisfied you are with each feature: Base n=600

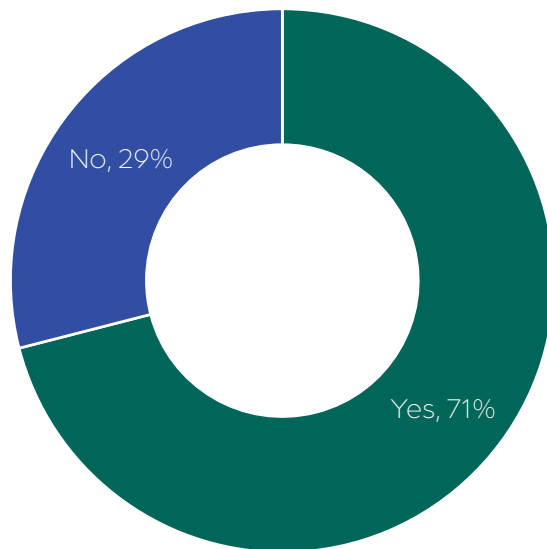
Water Quality & Waste Management



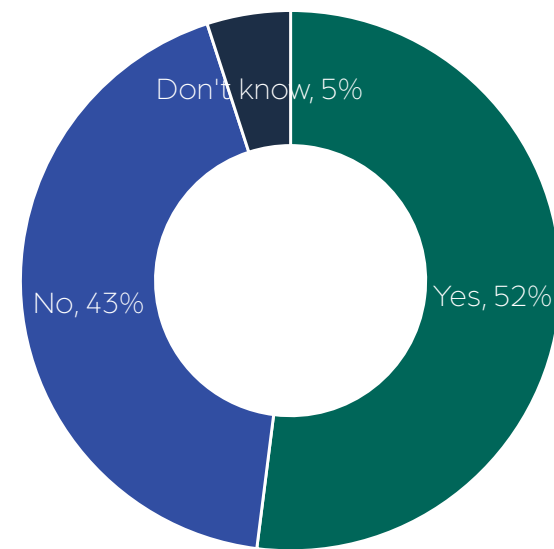
District Water Supply

Respondents were asked if they were connected to the district's water supply. The connection rates were lower among respondents in the Hikurangi-Coastal area (28%) and Mangakahi-Maungatapere areas (28%) and higher in the Whangārei Urban area (89%). Fifty-two per cent of respondents have adopted a water-saving technique during the past year.

Water Supply



Adoption of Water Saving Techniques



These next questions are about the District's water supply. Are you on District water supply? Base n=600
During the last year, has your household or business adopted any water conservation techniques? Base n=600

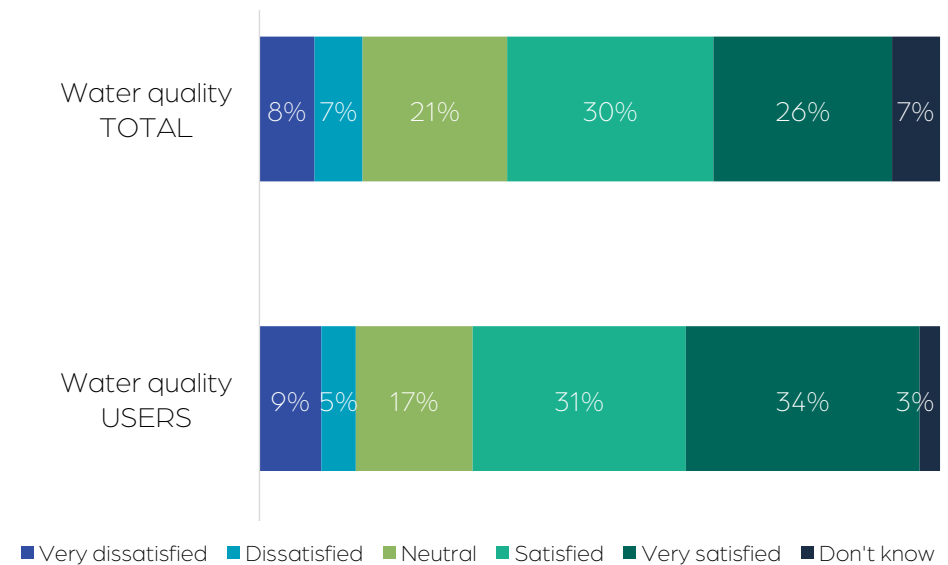
District Water Quality

Respondents were asked about their satisfaction with the district's water quality. Among all respondents, 56% were either satisfied or very satisfied with the water quality. The level of satisfaction increased to 65% among respondents who were connected to the district's water quality.

Respondents in the Whangārei Urban area had higher levels of satisfaction, with 35% of respondents very satisfied with the water quality.

These results are slightly lower than those from previous monitoring; however, there has been a change in the question wording this year, making comparisons indicative only.

Water Quality: Total and Users*



Water Quality: Overall Satisfaction by Year*

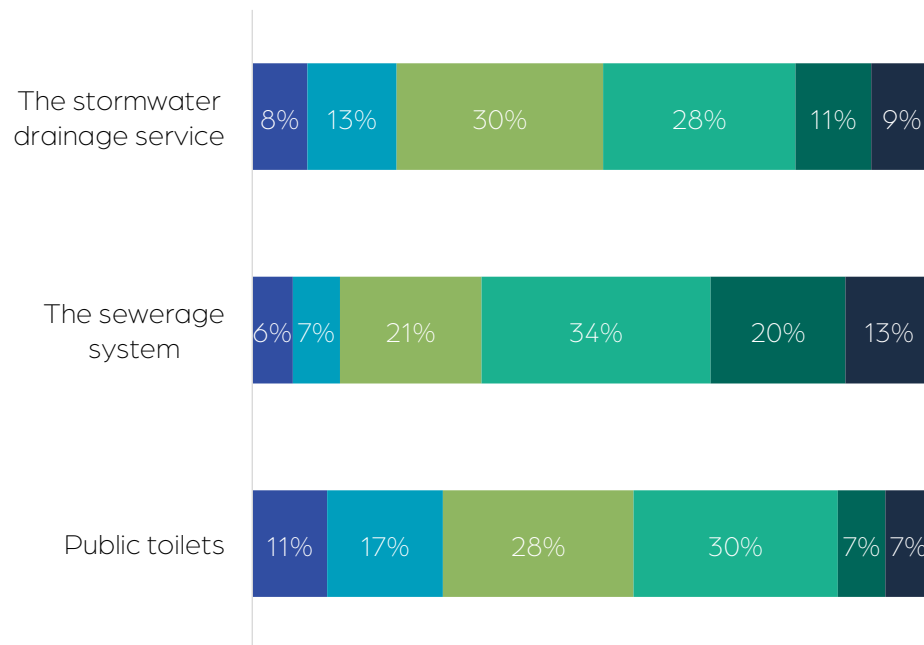
| | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 | 2024 | 2025 |
|-----------------------|------|------|------|------|------|------|------|------|------|------|------|
| Water quality overall | 93% | 87% | 90% | 83% | 74% | 70% | 68% | 73% | 66% | 64% | 56% |

*Question wording changed from 2024, which referenced water supply not water quality. The following relates to satisfaction with the District's water quality. It doesn't matter if you are on the District water supply or not. Using the same 1-10 scale as before, please tell me how satisfied you are with the following: Base n=600, Users n=431

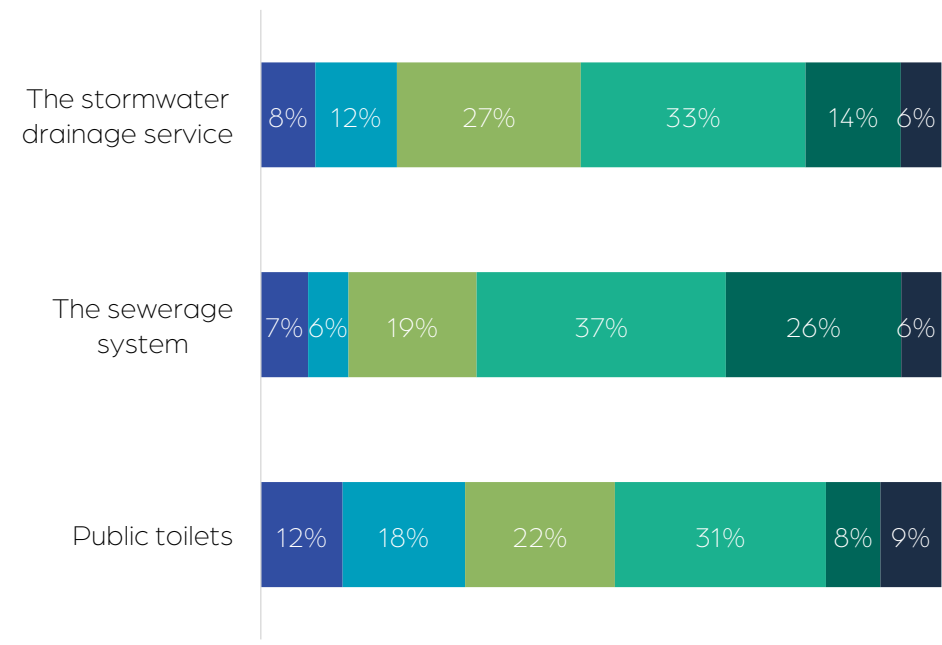
District Wastewater

This year, 66% of respondents were connected to the district's wastewater system (similar to 2024, 67%). All respondents were asked about their impressions of different features of the wastewater system. Fifty-four per cent of the community were satisfied or very satisfied with the sewerage system, 39% were satisfied with the stormwater drainage system, and 37% were satisfied with the public toilets. Satisfaction with the sewerage system and stormwater drainage service was higher among those who were connected to the wastewater system. However, satisfaction with public toilets was similar among both audiences.

Wastewater: Total



Wastewater: Users



■ Very dissatisfied ■ Dissatisfied ■ Neutral ■ Satisfied ■ Very satisfied ■ Don't know

The following are some services relating to wastewater and stormwater in the District. It doesn't matter if you're on the District's wastewater network or not. Again, using the same 1-10 scale as before, how satisfied you are with the following services: Base n=600 Users: n=400

District Wastewater

The table below shows the community's level of satisfaction with both different wastewater services. The level of satisfaction with these services is similar to that from 2024 and has remained relatively stable over the past five years.

Wastewater: Overall Satisfaction by Year

| | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 | 2024 | 2025 |
|-----------------------------|------|------|------|------|------|------|------|------|------|------|------|
| Stormwater drainage service | 58% | 50% | 54% | 47% | 43% | 51% | 38% | 46% | 38% | 39% | 39% |
| Sewerage system | 64% | 56% | 64% | 56% | 51% | 59% | 51% | 60% | 54% | 52% | 54% |
| Public toilets | 59% | 71% | 59% | 54% | 38% | 43% | 35% | 40% | 37% | 36% | 37% |

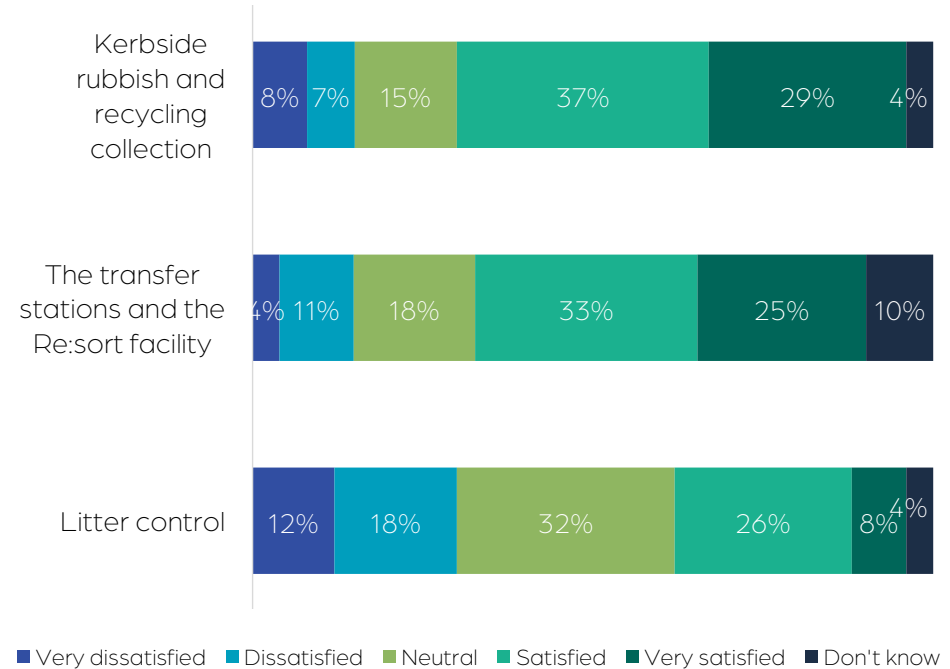
Solid Waste

Respondents were asked about their satisfaction with the solid waste services in the district. Sixty-six per cent of respondents were satisfied or very satisfied with the kerbside rubbish and recycling services, 58% were satisfied with the transfer stations, and 34% were satisfied with the litter control.

Responses were similar across the different areas in the district.

This year's results are similar to those from 2024. However, there has been a significant decline in satisfaction with kerbside rubbish and recycling services.

Solid Waste



Solid Waste: Overall Satisfaction by Year

| | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 | 2024 | 2025 |
|--|------|------|------|------|------|------|------|------|------|------|-------------|
| Kerbside rubbish and recycling | - | - | - | - | 64% | 64% | 72% | 75% | 73% | 75% | 66%- |
| Transfer stations and Re:Sort facility | 68% | 70% | 68% | 62% | 55% | 57% | 55% | 62% | 52% | 58% | 58% |
| Litter control | 53% | 52% | 49% | 48% | 41% | 38% | 37% | 41% | 37% | 35% | 34% |

Figures in bold indicate that the proportion is significantly higher (+) or lower (-) than in 2024.

Now some questions on services relating to waste management in the District. Again, using the same 1-10 scale as before, how satisfied you are with the following services: Base n=600

Community Facilities



Community Facilities: Use

Respondents were asked which parks and recreation facilities they had used in the past 12 months. The most commonly used facilities were the district's beaches and coastal areas, followed by Council tracks, walkways, and cycleways, and then neighbourhood, city, or district parks. Visitation of the district's facilities remains similar to that of previous years, with the exception of the neighbourhood, city, and district parks, which have declined 7% since the 2024 measure, a trend that began in 2020.

Community Facilities Use: By Year

| | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 | 2024 | 2025 |
|--|------|------|------|------|------|------|------|------|------|------|-------------|
| Council playgrounds | 59% | 60% | 59% | 59% | 62% | 68% | 46% | 48% | 47% | 44% | 44% |
| Council skateparks | - | - | - | - | 17% | 46% | 14% | 19% | 14% | 16% | 16% |
| Sports parks in the district | 72% | 66% | 72% | 64% | 58% | 70% | 45% | 45% | 47% | 41% | 46% |
| District's beaches and coastal facilities | 91% | 86% | 88% | 89% | 87% | 89% | 80% | 85% | 77% | 73% | 71% |
| Council cemeteries | 46% | 45% | 44% | 36% | 37% | 62% | 30% | 36% | 35% | 28% | 32% |
| Neighbourhood, city, and district parks | 78% | 78% | 77% | 70% | 74% | 82% | 70% | 70% | 65% | 65% | 58%- |
| Natural trails in the district | - | - | - | - | 56% | 71% | 51% | 53% | 54% | 44% | 44% |
| Council tracks, walkways, and cycleways (includes Hatea Loop) | - | - | 81% | 76% | 78% | 83% | 72% | 76% | 74% | 73% | 70% |
| Dog parks and other dog-friendly recreation areas | - | - | 26% | 22% | 22% | 50% | 20% | 16% | 21% | 16% | 19% |

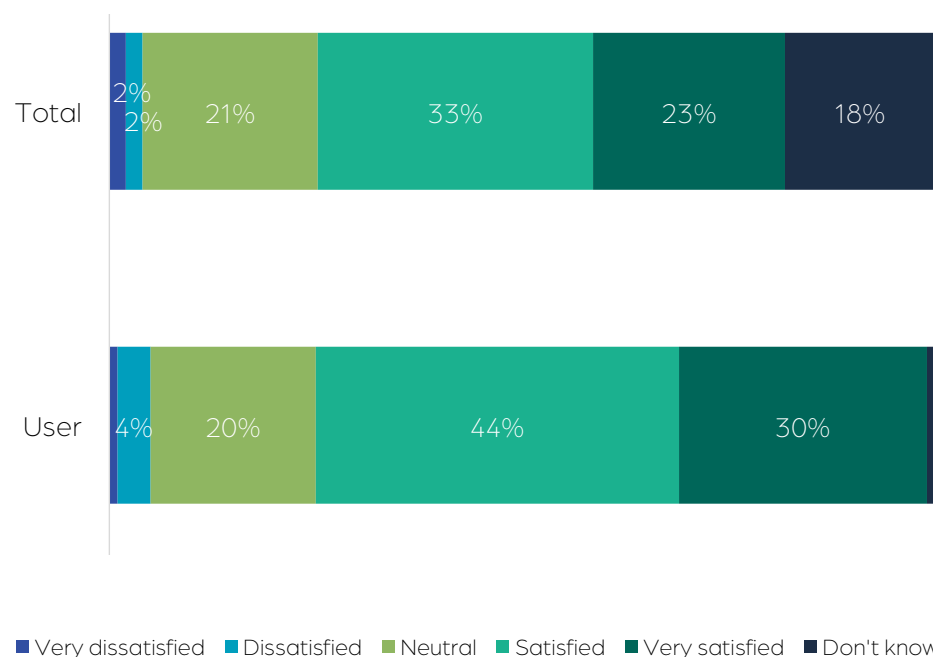
Figures in bold indicate that the proportion is significantly higher (+) or lower (-) than in 2024

Thank you for those answers. I now have some questions about parks and recreation. I'm going to read out a series of facilities. Please tell me if you have used or visited any of these in the last year? Base n=600

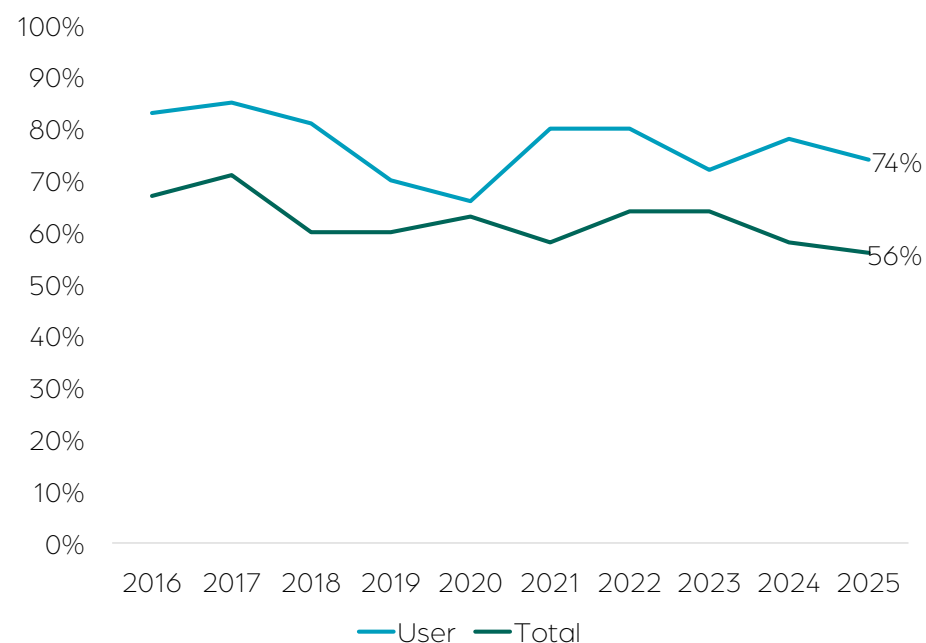
Community Facilities: Satisfaction

Respondents were asked about their level of satisfaction with the Council's playgrounds. At a total level, 56% of respondents were either satisfied or very satisfied with the Council's playgrounds. However, this increased to 74% among users. This year sees a slight decline in both the total and user satisfaction however these were not significant changes.

Council Playgrounds



Council Playgrounds: Overall Satisfaction By Year

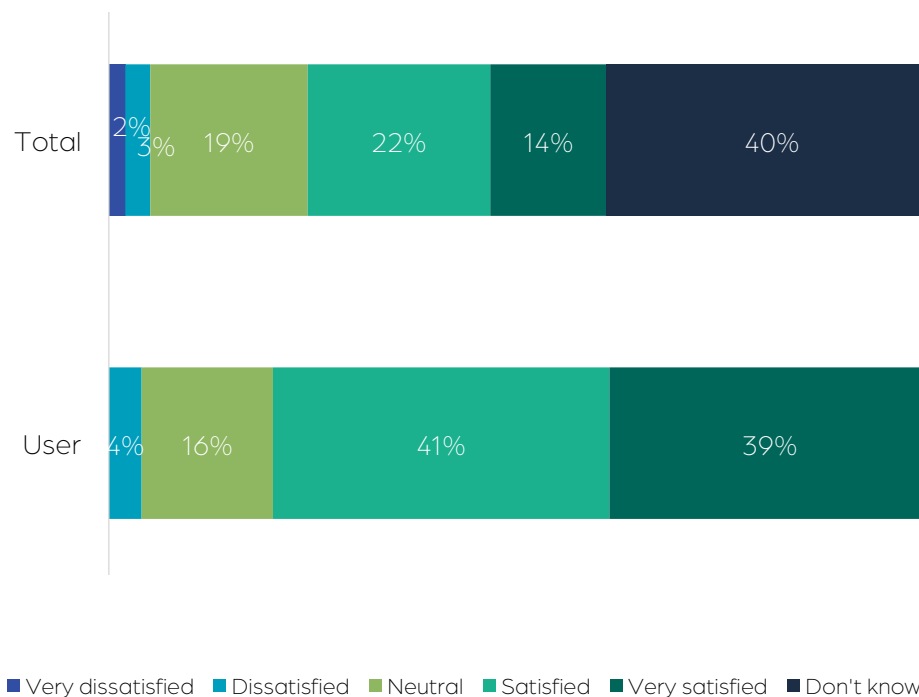


Below is a list of facilities provided by Whangarei District Council. It doesn't matter if you use these facilities or not. Using the same 1 – 10 scale as before, please indicate how satisfied or dissatisfied you are with each facility.
Base Total n=600 User n=239

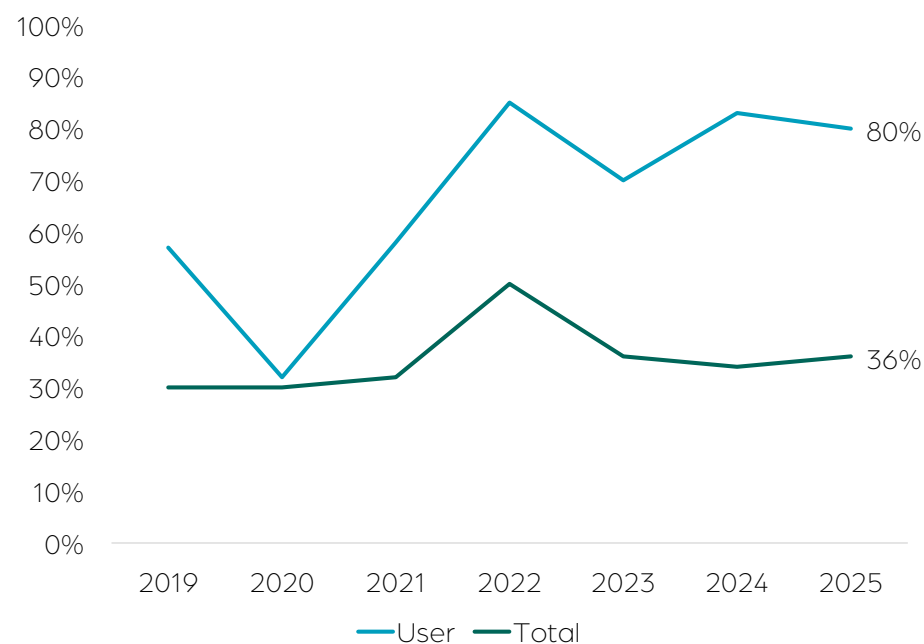
Community Facilities: Satisfaction

Respondents were asked about the skateparks in the district. Thirty-six per cent of respondents were either satisfied or very satisfied with the skateparks in the district, although 40% were unsure how to respond to the question. Among users, 80% were satisfied with the district's skateparks. These results were similar to those from the 2024 monitoring period.

Council Skateparks



Council Skateparks: Overall Satisfaction By Year

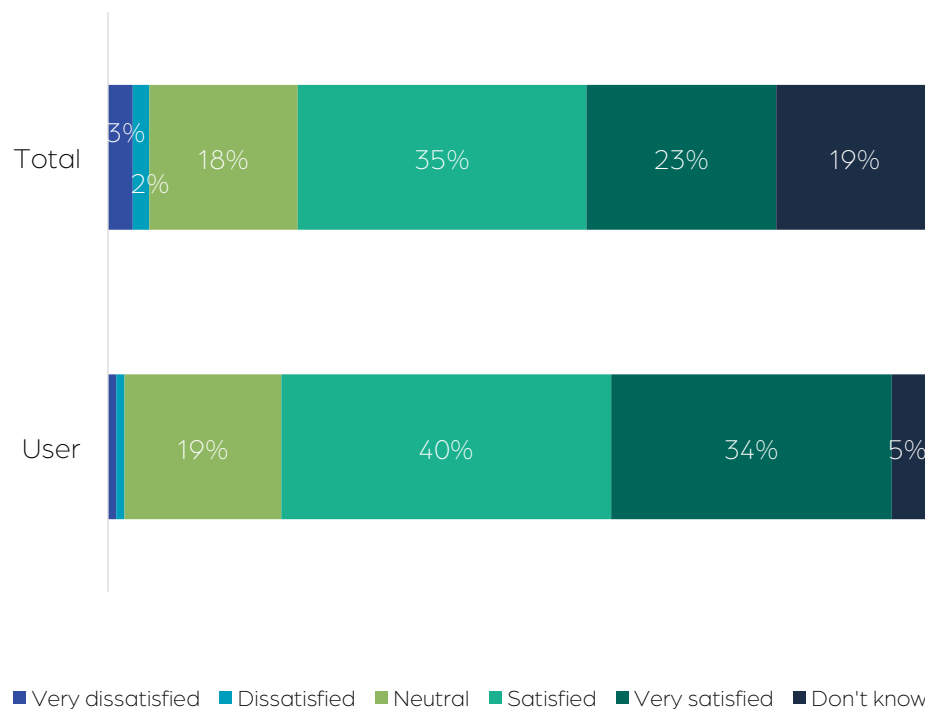


Below is a list of facilities provided by Whangarei District Council. It doesn't matter if you use these facilities or not. Using the same 1 – 10 scale as before, please indicate how satisfied or dissatisfied you are with each facility.
Base Total n=600 User n=70

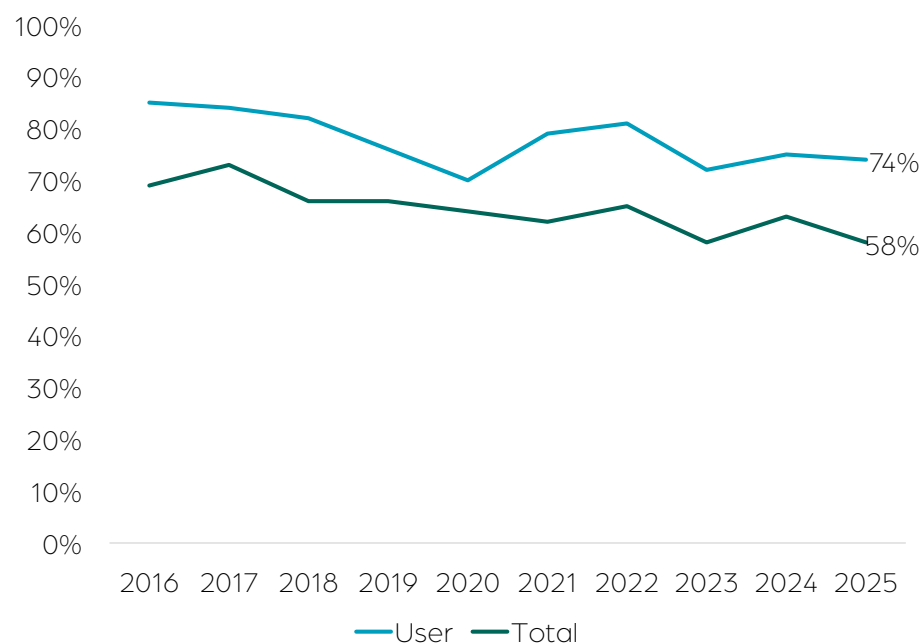
Community Facilities: Satisfaction

Respondents were asked about their satisfaction with the sports parks in the district. At the overall level, 58% of respondents were either satisfied or very satisfied with the sports parks, while 74% of users reported satisfaction. User results were similar to that of the 2024 period. However, there has been a slight decline in the total results; although, this was not a significant change.

Sports Parks



Sports Parks: Overall Satisfaction By Year



Below is a list of facilities provided by Whangarei District Council. It doesn't matter if you use these facilities or not. Using the same 1 – 10 scale as before, please indicate how satisfied or dissatisfied you are with each facility.
Base Total n=600 User n=249

Community Facilities: Satisfaction

Respondents were asked about their satisfaction with the beaches and coastal facilities. Seventy-four per cent of respondents were satisfied or very satisfied with the district beaches and coastal facilities. The level of satisfaction was slightly higher among users, with 85% either satisfied or very satisfied. User results have increased somewhat this year, although this was not a significant increase. Total level results were similar to those from 2024.

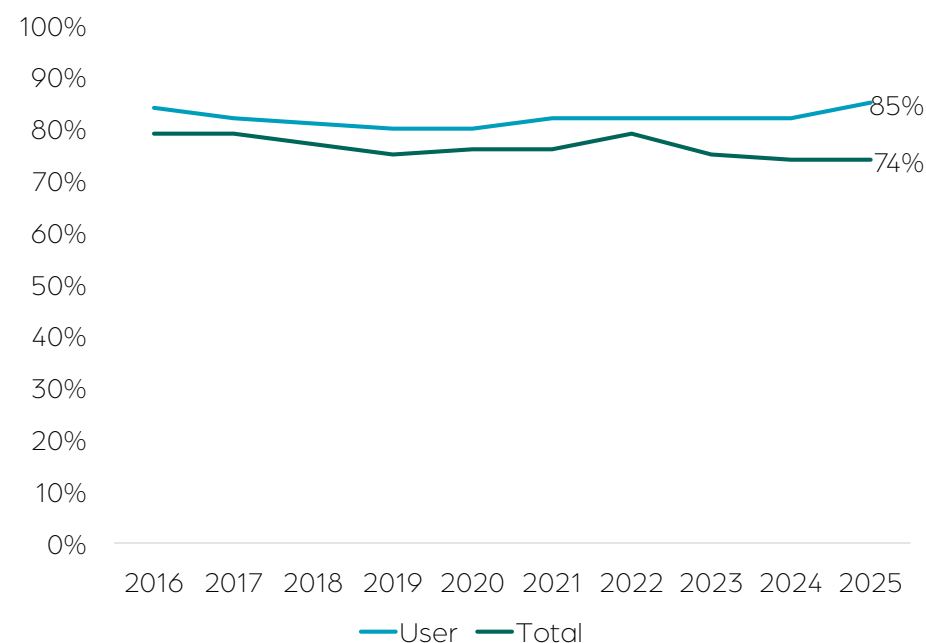
District Beaches and Coastal Facilities



■ Very dissatisfied ■ Dissatisfied ■ Neutral ■ Satisfied ■ Very satisfied ■ Don't know

Below is a list of facilities provided by Whangarei District Council. It doesn't matter if you use these facilities or not. Using the same 1 – 10 scale as before, please indicate how satisfied or dissatisfied you are with each facility.
Base Total n=600 User n=442

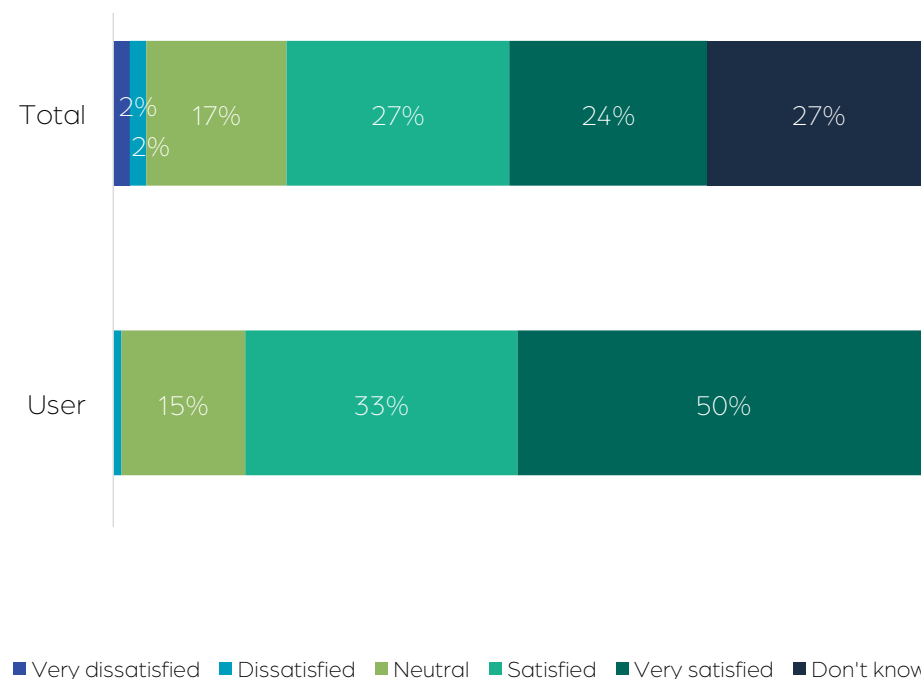
District Beaches and Coastal Facilities: Overall Satisfaction By Year



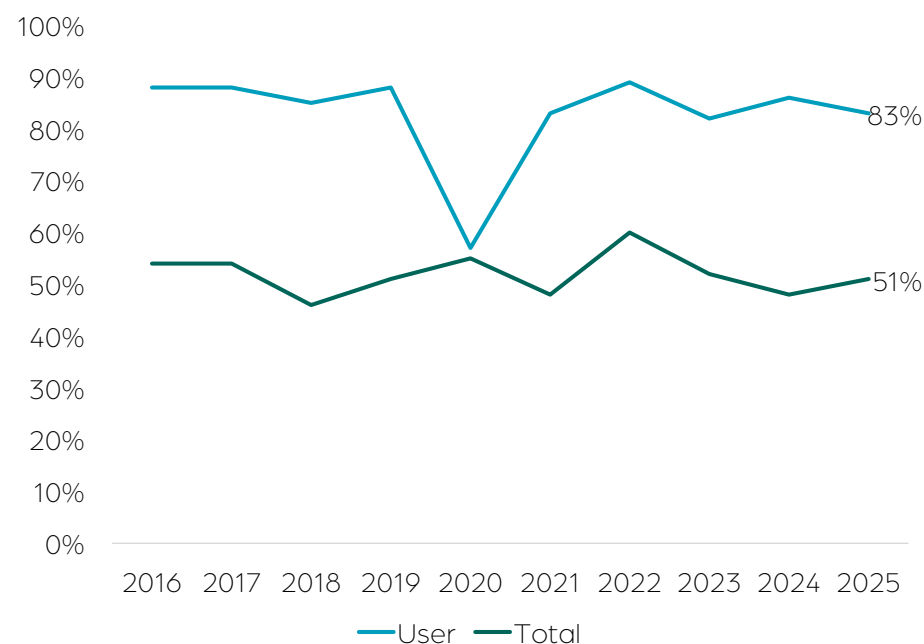
Community Facilities: Satisfaction

Respondents were asked about their satisfaction with the Council's cemeteries in the district. At a total level, 51% of respondents were either satisfied or very satisfied with the cemeteries, and 83% of visitors were satisfied or very satisfied. Total level results have increased slightly this year, while visitor satisfaction has declined slightly; neither of these changes were significant.

Council Cemeteries



Council Cemeteries: Overall Satisfaction By Year

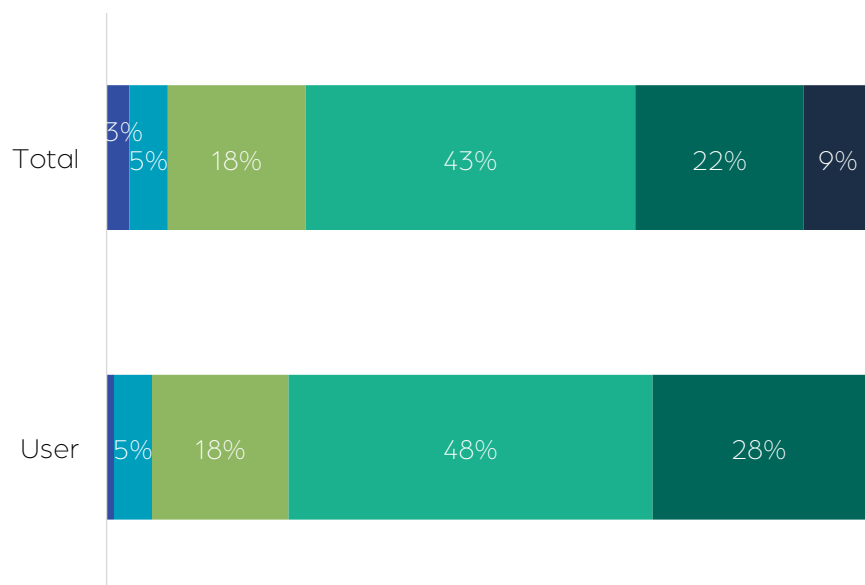


Below is a list of facilities provided by Whangarei District Council. It doesn't matter if you use these facilities or not. Using the same 1 – 10 scale as before, please indicate how satisfied or dissatisfied you are with each facility.
Base Total n=600 User n=210

Community Facilities: Satisfaction

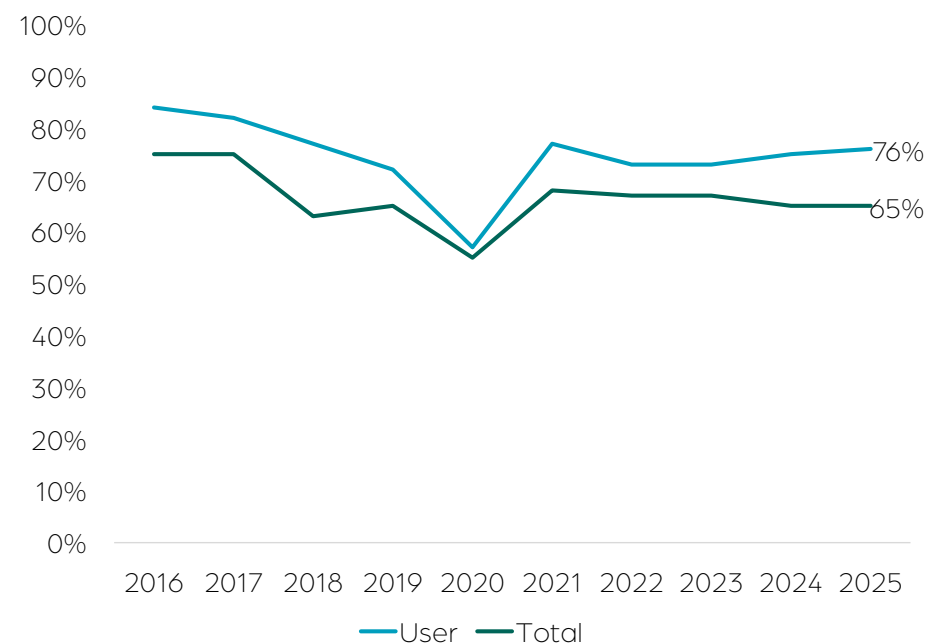
Respondents were asked about their satisfaction with the neighbourhood, city, and district parks. Overall, 65% of respondents were satisfied or very satisfied with the parks in the district, while 76% of users were satisfied. The 2025 results were similar to those from previous monitoring periods.

Neighbourhood, City, & District Parks



■ Very dissatisfied ■ Dissatisfied ■ Neutral ■ Satisfied ■ Very satisfied ■ Don't know

Neighbourhood, City, & District Parks: Overall Satisfaction By Year

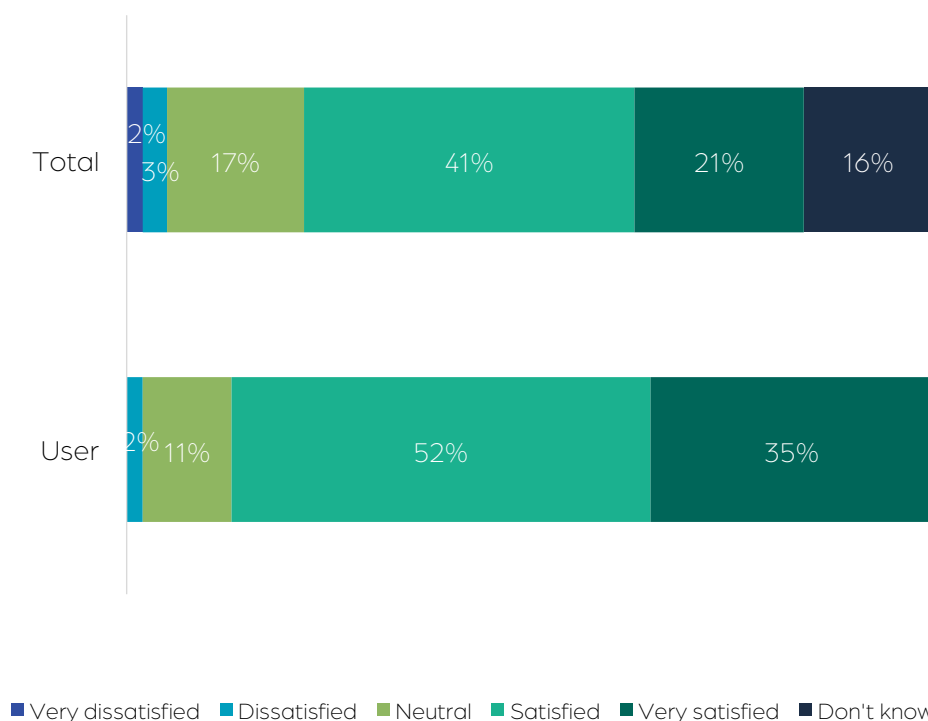


Below is a list of facilities provided by Whangarei District Council. It doesn't matter if you use these facilities or not. Using the same 1 – 10 scale as before, please indicate how satisfied or dissatisfied you are with each facility.
Base Total n=600 User n=354

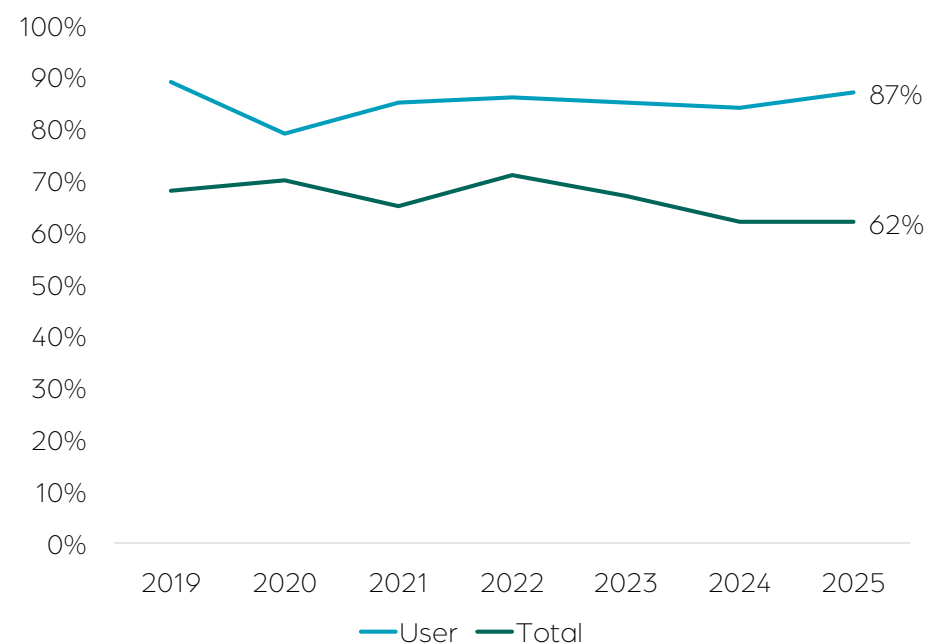
Community Facilities: Satisfaction

Respondents were asked about their satisfaction with the natural trails in the district. At a total level, 62% of respondents were satisfied or very satisfied with the district's natural trails. Satisfaction was much higher among natural trail users, with 87% either satisfied or very satisfied. This year sees a slight increase in user satisfaction (although not a significant change), while the total level results remain unchanged from 2024.

Natural Trails in the District



Natural Trails in the District: Overall Satisfaction By Year

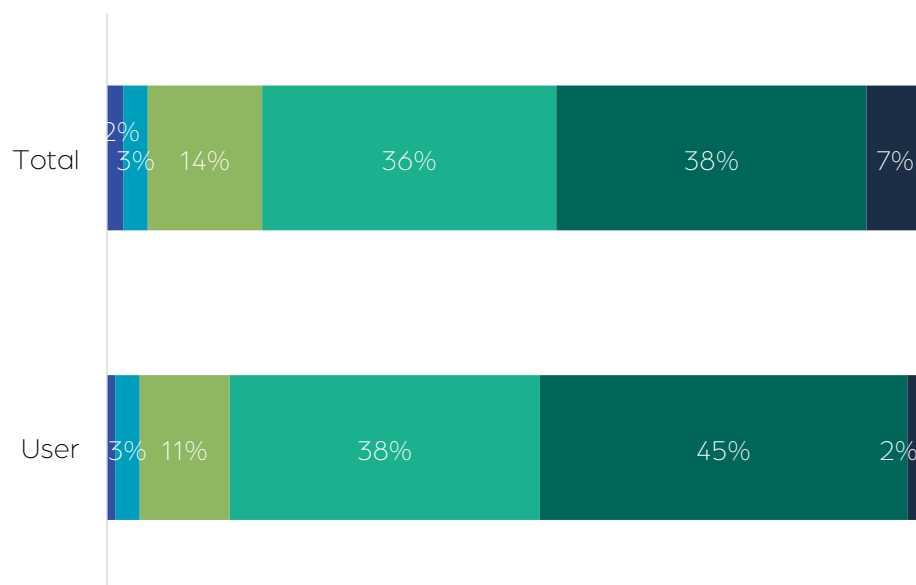


Below is a list of facilities provided by Whangārei District Council. It doesn't matter if you use these facilities or not. Using the same 1 – 10 scale as before, please indicate how satisfied or dissatisfied you are with each facility.
Base Total n=600 User n=231

Community Facilities: Satisfaction

Respondents were asked about their satisfaction with the tracks, walkways, and cycleways in the district. Overall, 74% of respondents were either satisfied or very satisfied, and 83% of respondents who used these facilities were either satisfied or very satisfied. This year's results were a slight decline from the 2024 results, with the decrease at the total level a significant change (5%). However, over time, these results have shown a trend of decline, with the current results now more than 10% lower than those in 2017.

Council Tracks, Walkways, & Cycleways

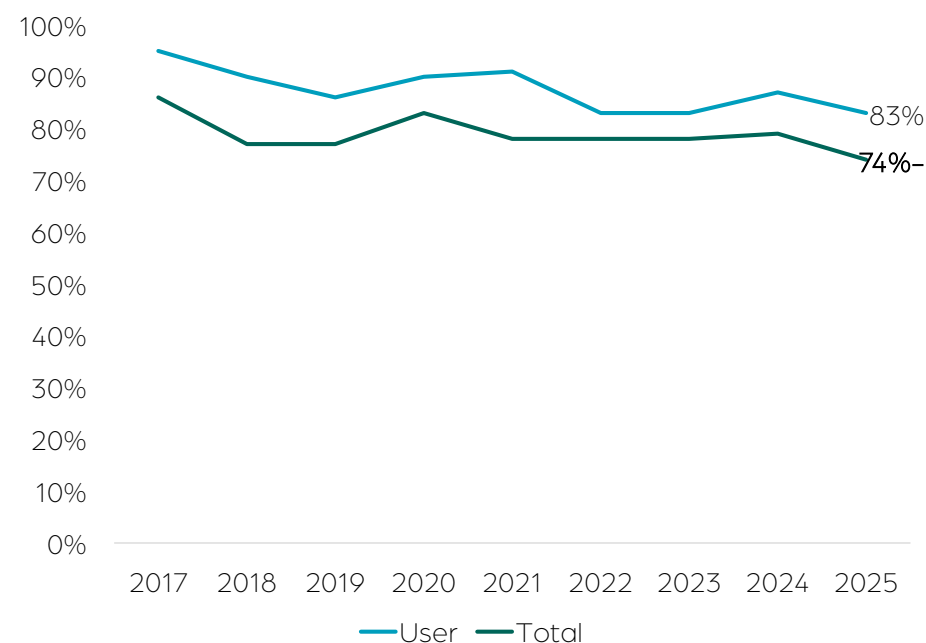


■ Very dissatisfied ■ Dissatisfied ■ Neutral ■ Satisfied ■ Very satisfied ■ Don't know

Figures in bold indicate that the proportion is significantly higher (+) or lower (-) than in 2024. Below is a list of facilities provided by Whangārei District Council. It doesn't matter if you use these facilities or not. Using the same 1 – 10 scale as before, please indicate how satisfied or dissatisfied you are with each facility.

Base Total n=600 User n=408

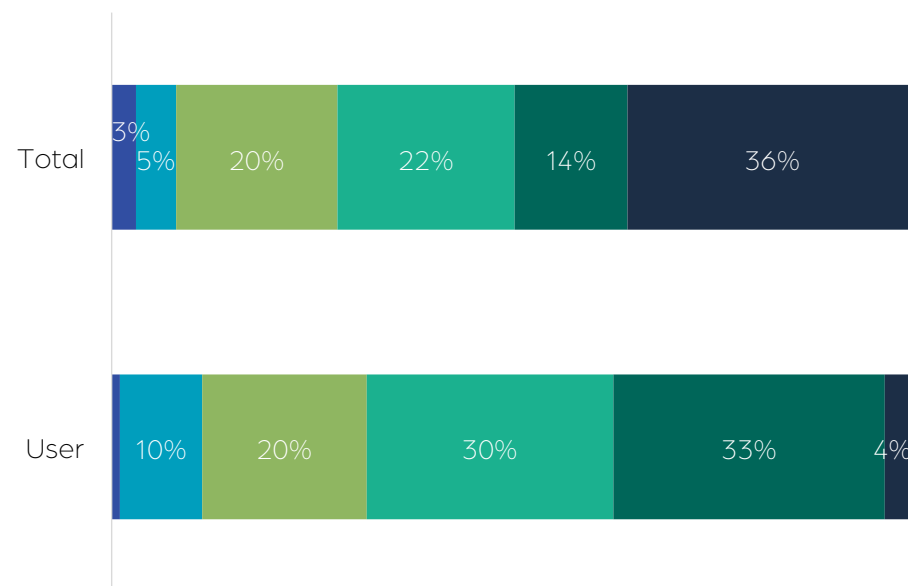
Council Tracks, Walkways, & Cycleways: Overall Satisfaction By Year



Community Facilities: Satisfaction

Respondents were asked about their satisfaction with the district's dog parks and dog-friendly areas. At the total level, 36% of respondents were either satisfied or very satisfied with these facilities, although 36% were unsure how to respond to this question. Sixty-three per cent of users were either satisfied or very satisfied with these facilities. Both total level results and user results have increased this year, although neither of these results are significant changes from the 2024 results.

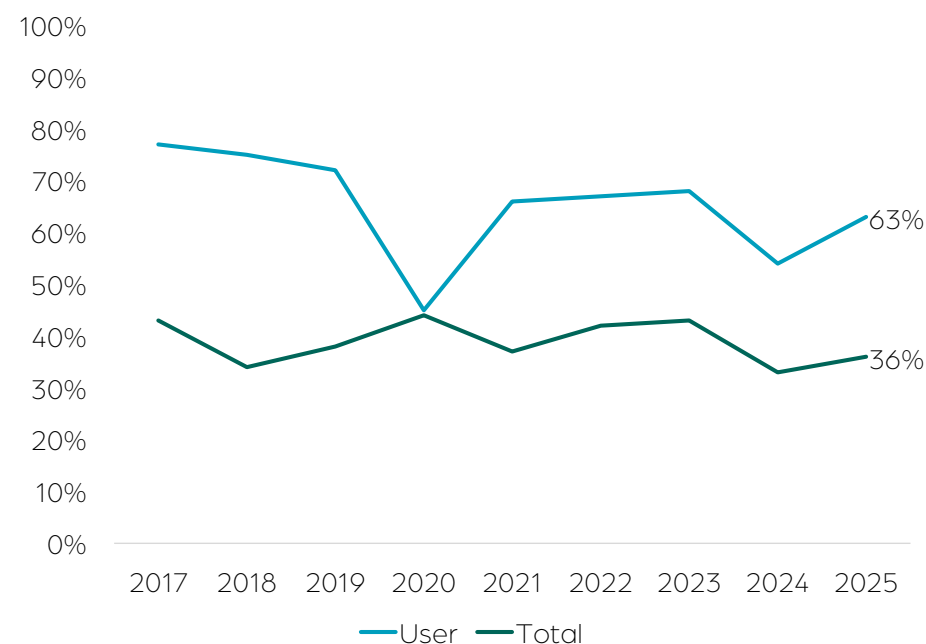
Dog Parks & Dog Friendly Areas



■ Very dissatisfied ■ Dissatisfied ■ Neutral ■ Satisfied ■ Very satisfied ■ Don't know

Below is a list of facilities provided by Whangārei District Council. It doesn't matter if you use these facilities or not. Using the same 1 – 10 scale as before, please indicate how satisfied or dissatisfied you are with each facility.
Base Total n=600 User n=109

Dog Parks & Dog Friendly Areas: Overall Satisfaction By Year



Community

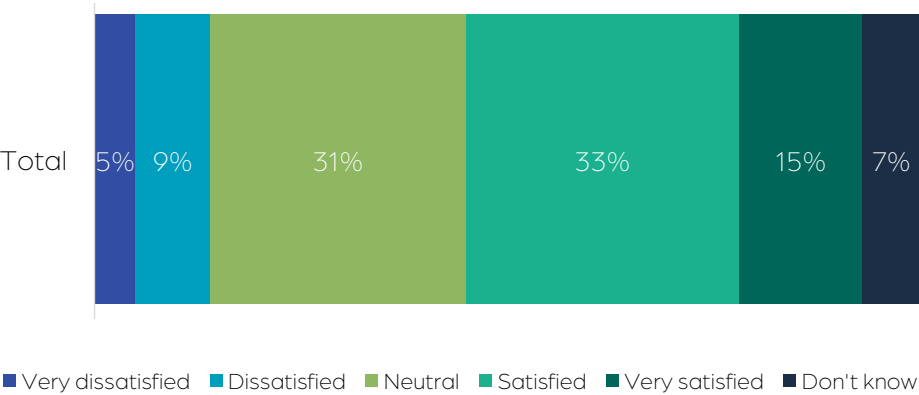


Support of a Crime Free District

Respondents were asked about their satisfaction with the Council's support of and involvement in initiatives that create a safe and crime-free district. Overall, 48% of respondents were either satisfied or very satisfied with the Council's support of such initiatives, while only 14% were dissatisfied or very dissatisfied.

This year sees an increase in the proportion of respondents who were either satisfied or very satisfied with the Council's support of the initiatives, representing a 14% rise from the 2024 result.

Council's Support of a Crime Free District*



Council's Support of a Crime Free District: Overall Satisfaction By Year*

| | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 | 2024 | 2025 |
|---------------------------------------|------|------|------|------|------|------|------|------|------|------|-------------|
| Council initiatives to promote safety | 41% | 42% | 62% | 58% | 39% | 45% | 43% | 35% | 30% | 34% | 48%+ |

*Question reworded this year, additional content added at the start of the question to describe services
Figures in bold indicate that the proportion is significantly higher (+) or lower (-) than in
Whangārei District Council supports initiatives like CitySafe and CCTV to help create a safe and crime
free District. Using the same 1-10 satisfaction scale as before, please tell me how satisfied you are with the
Council's support of, and involvement in initiatives to create a safe and crime free district. Base Total n=600

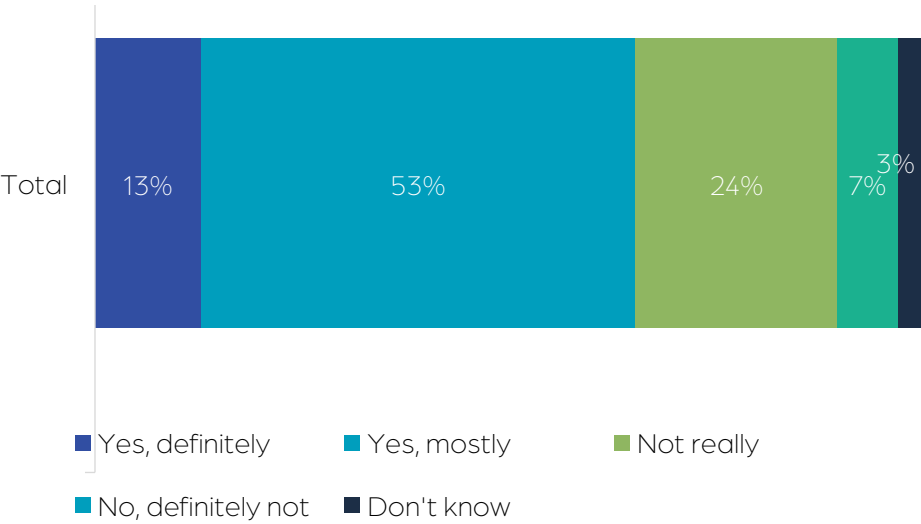
Safety in the District

Respondents were asked about their perceptions of safety in the district. Overall, 66% of respondents perceived that the district was definitely or mostly safe to live in, with just under one-quarter of respondents feeling that the district was not really safe, and 7% felt the district was definitely not safe. Three per cent are unsure how to respond.

Respondents from the Whangārei Heads area were less likely to say that the district was either definitely or not really safe (11% total not really and definitely not).

This year’s results represent a slight increase from the 2024 monitoring and continue the upward trend observed in 2023.

Safety Perceptions



Safety Perceptions: Total 'Yes' By Year

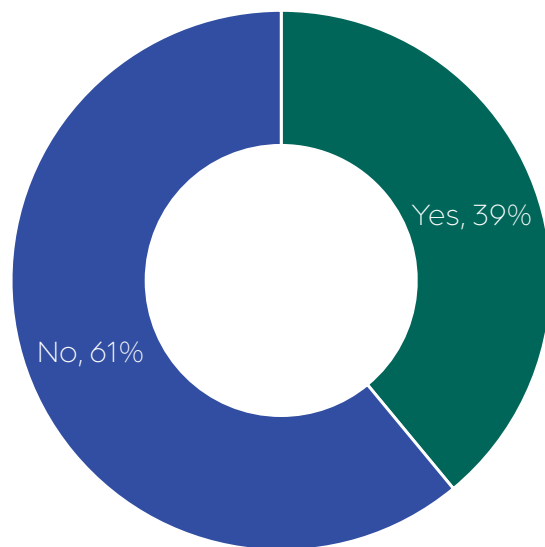
| | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 | 2024 | 2025 |
|------------------------|------|------|------|------|------|------|------|------|------|------|------|
| Safety in the district | 87% | 82% | 86% | 83% | 77% | 81% | 78% | 72% | 58% | 62% | 66% |

Now some questions about safety in the District. Do you feel that your District is generally a safe place to live?. Base Total n=600

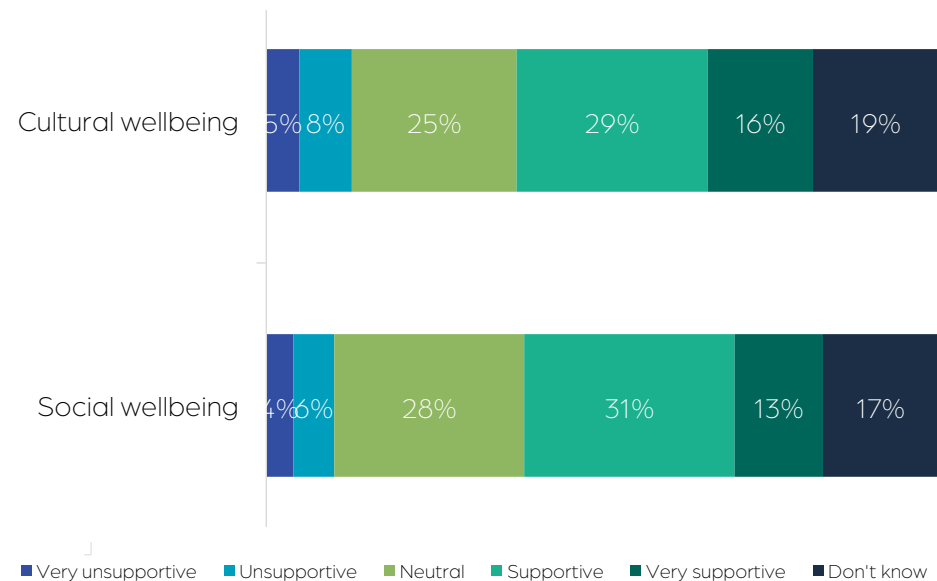
Community Funding

In a new question this year, respondents were asked about their awareness of the Council's Community Funding Programme and how they, through it, supported the district's wellbeing. Overall, 39% of respondents were aware of this programme. Among the respondents who were aware of the programme, 45% felt that the programme was either supportive or very supportive of the district's cultural wellbeing, and 44% thought that the programme was either supportive or very supportive of the district's social wellbeing.

Awareness of Community Funding Programme*



Community Funding Programme Support*



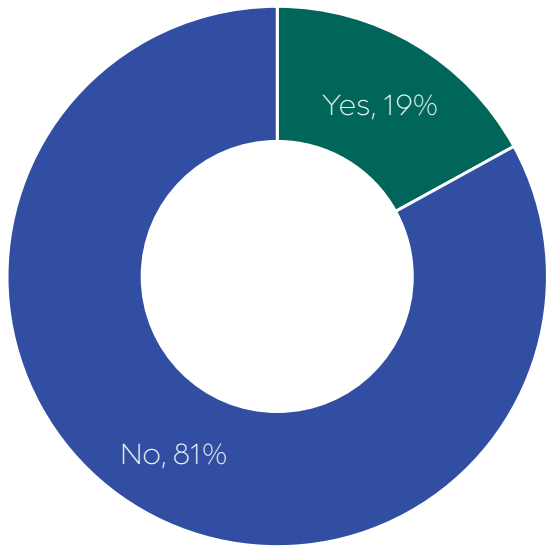
*New in 2025

I'd now like to ask you about support for local community programmes. Are you aware of Council's 'Community Funding Programme'? Using a 1-10 scale where 1 is very unsupportive and 10 is very supportive, please tell me how well you think Council's 'Community Funding Programme' supports the District's social and cultural wellbeing Base Total n=600, n=259

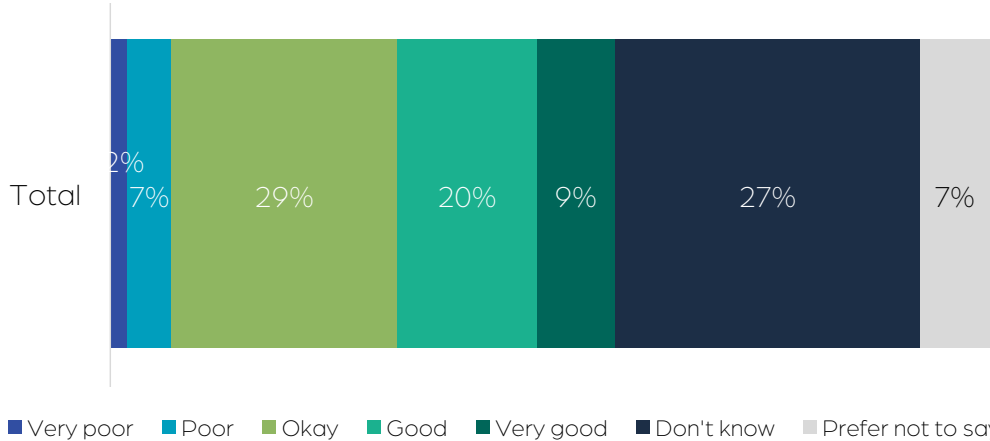
Relationship with Māori

Respondents were asked about their awareness of Te Kārearea and the Council’s relationship with Māori. This year, 19% of respondents were aware of Te Kārearea, which was similar to previous years (17% in both 2023 and 2024). Twenty-nine per cent of respondents felt that the Council had a good or very good relationship with Māori, and 9% thought that the relationship was either poor or very poor. However, 29% of respondents noted that the relationship was okay, and 34% were unsure how to respond to the question or preferred not to respond.

Awareness of Te Kārearea



Relationship with Māori Residents



Relationship with Māori Residents: Overall Positive By Year

| | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 | 2024 | 2025 |
|-----------------------------------|------|------|------|------|------|------|------|------|------|------|------|
| Council's relationship with Māori | 48% | 52% | 48% | 36% | 27% | 35% | 35% | 40% | 32% | 25% | 29% |

Have you heard of Te Kārearea?
Of the following, how would you rate the relationship Council has with Māori residents of the district? Base Total n=600

Environment



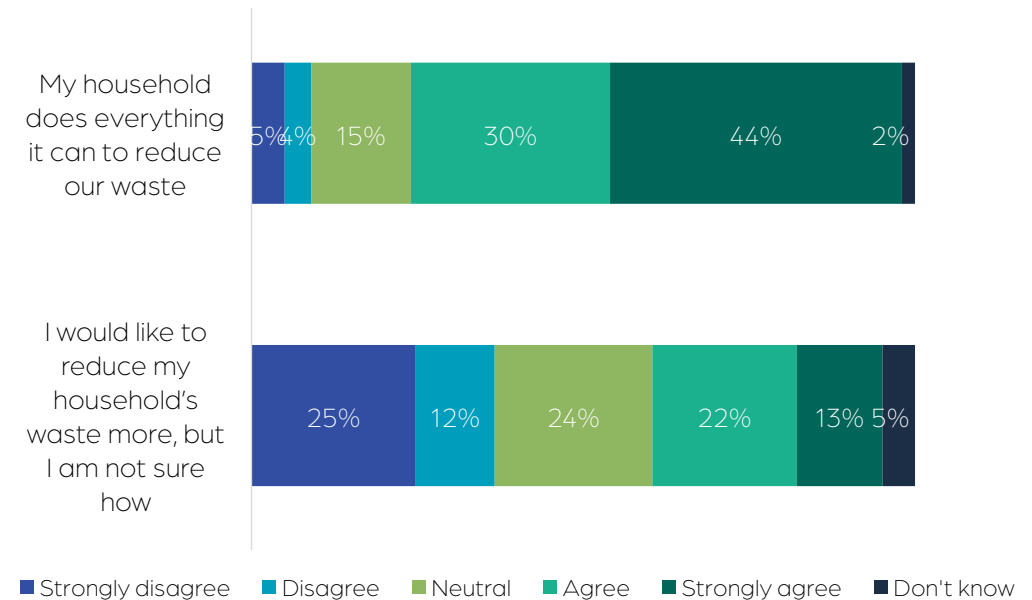
Waste Habits

Respondents were asked about the waste habits of their households. Just under three-quarters of respondents reported that their household does everything possible to reduce its waste habits, which represents a slight increase from the 2024 result.

Thirty-five per cent of respondents report that they would like to reduce their household's waste but were unsure how to do so. This result was a significant increase from the 2024 result and is a return to the results of earlier years.

There were no differences in responses across the different areas of the district.

Waste Habits



Waste Habits: Overall Agreement By Year

| | 2019 | 2020 | 2021 | 2022 | 2023 | 2024 | 2025 |
|--|------|------|------|------|------|------|-------------|
| Household does everything it can to reduce our waste | 77% | 78% | 71% | 78% | 72% | 71% | 74% |
| Would like to reduce household's waste, but unsure how | 36% | 39% | 36% | 34% | 35% | 29% | 35%+ |

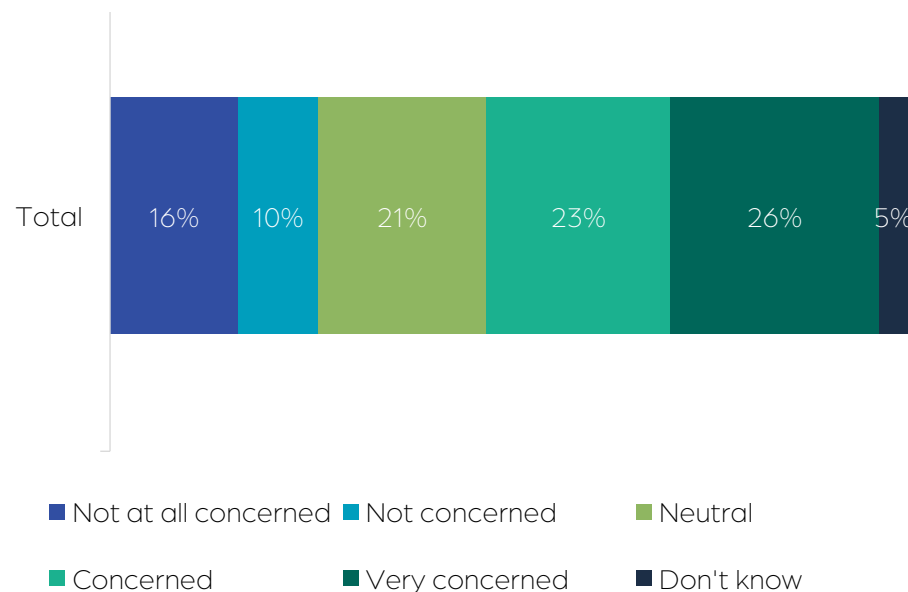
Figures in bold indicate that the proportion is significantly higher (+) or lower (-) than in 2024.
Thinking now about household waste habits and using a scale of 1-10 where 1 is strongly disagree and 10 is strongly agree, how much do you agree with the following statements?
Base Total n=600

Climate Change

Respondents were asked how concerned they were with the effects of climate change on their local area. This year, nearly half of respondents indicated that they were either concerned or very concerned about the impact of climate change in their local area. There were no differences across the different areas in the district.

This year's result represents a significant increase from the 2024 result and is the highest response recorded since monitoring began.

Climate Change



Climate Change: Overall Concern By Year

| | 2019 | 2020 | 2021 | 2022 | 2023 | 2024 | 2025 |
|---|------|------|------|------|------|------|-------------|
| Concern with the effect of climate change | 44% | 43% | 36% | 38% | 39% | 38% | 49%+ |

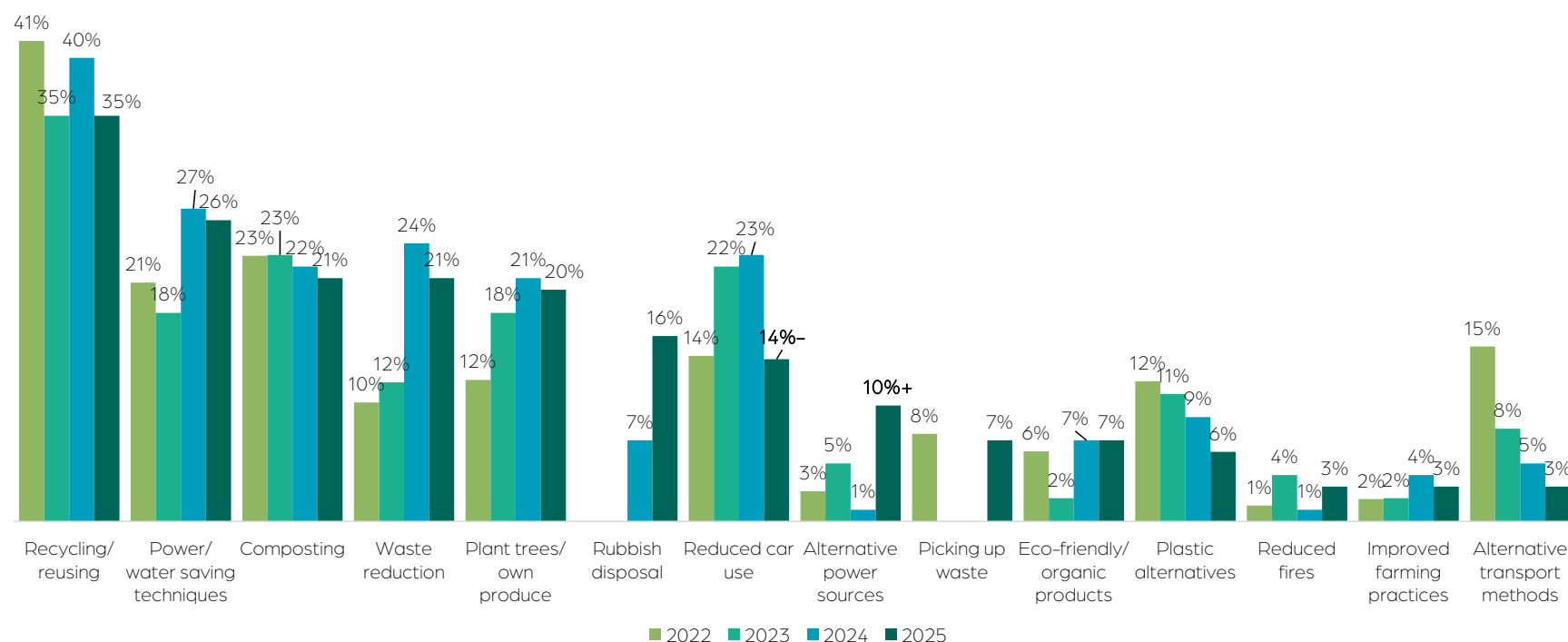
Figures in bold indicate that the proportion is significantly higher (+) or lower (-) than in 2024. Using a similar 1-10 scale where 1 is very concerned and 10 is not at all concerned how concerned are you with the effects of climate change in your local area? Base Total n=600

Adoption of Techniques

Respondents were asked if they had adopted any techniques to decrease their impact on the local environment. This year, 64% of respondents indicated that they had adopted techniques, a result similar to those from previous years (63% in 2024, 62% in 2023, 64% in 2022, and 64% in 2021).

Those who had adopted techniques were asked what they had undertaken; these responses were recorded verbatim and post-coded after interviewing. The most commonly adopted techniques were recycling, power and water conservation, composting, waste reduction, and growing produce.

Techniques Adopted: By Year

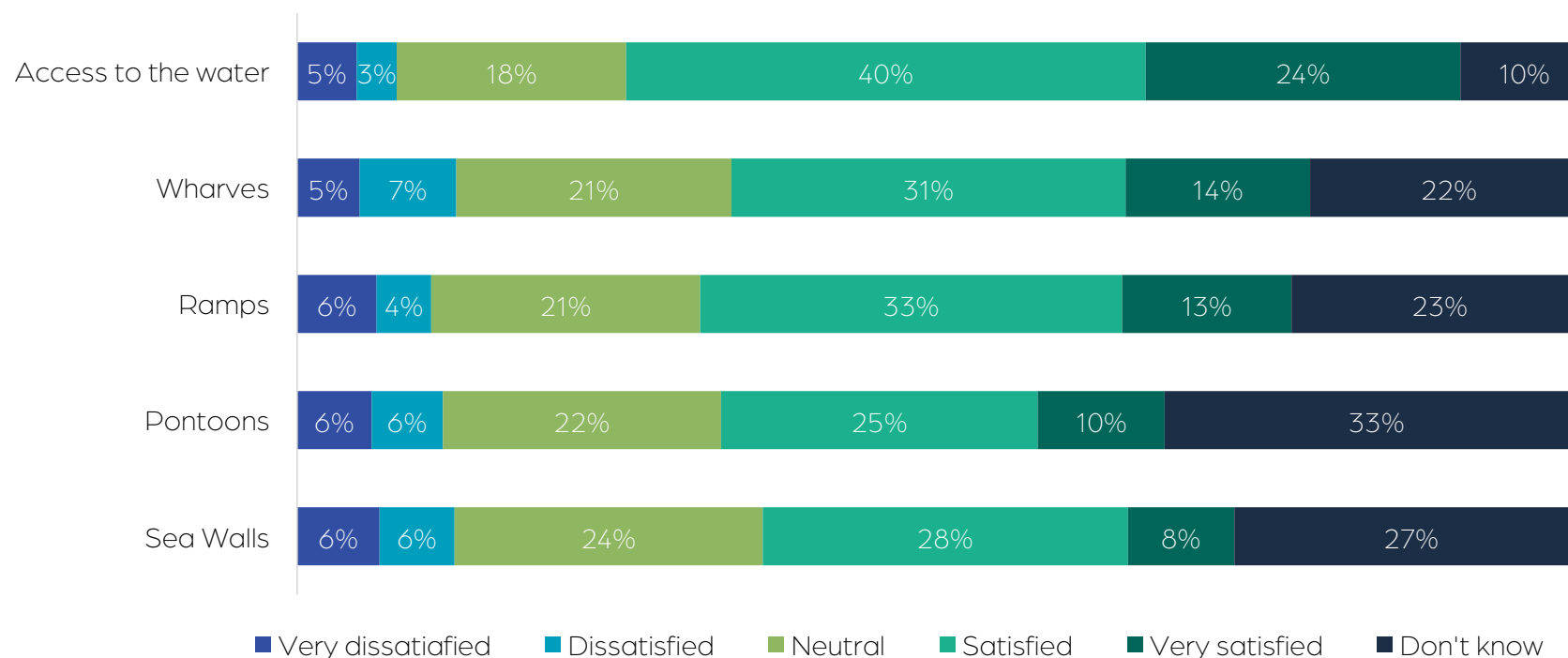


Figures in bold indicate that the proportion is significantly higher (+) or lower (-) than in 2024.
What are these techniques? Base: Those who have adopted n=380

Coastal Assets

In a new question this year, respondents were asked about their satisfaction with the coastal assets in the district. Sixty-four per cent of respondents reported being satisfied or very satisfied with their access to the water, while 45% were satisfied with the wharves and 46% were satisfied with the ramps. At a lower level, respondents 35% of respondents were satisfied with the pontoons, and 36% were satisfied with the sea walls. However, both of these attributes have a higher proportion of 'don't know' responses.

Coastal Assets Satisfaction*



*New in 2025

I'd now like to ask you about our coastal assets. Coastal assets include things like wharves, ramps, sea walls, pontoons and access to the water. Using the same 1-10 scale as earlier, please tell me how satisfied or dissatisfied you are with our coastal assets. Base n=600

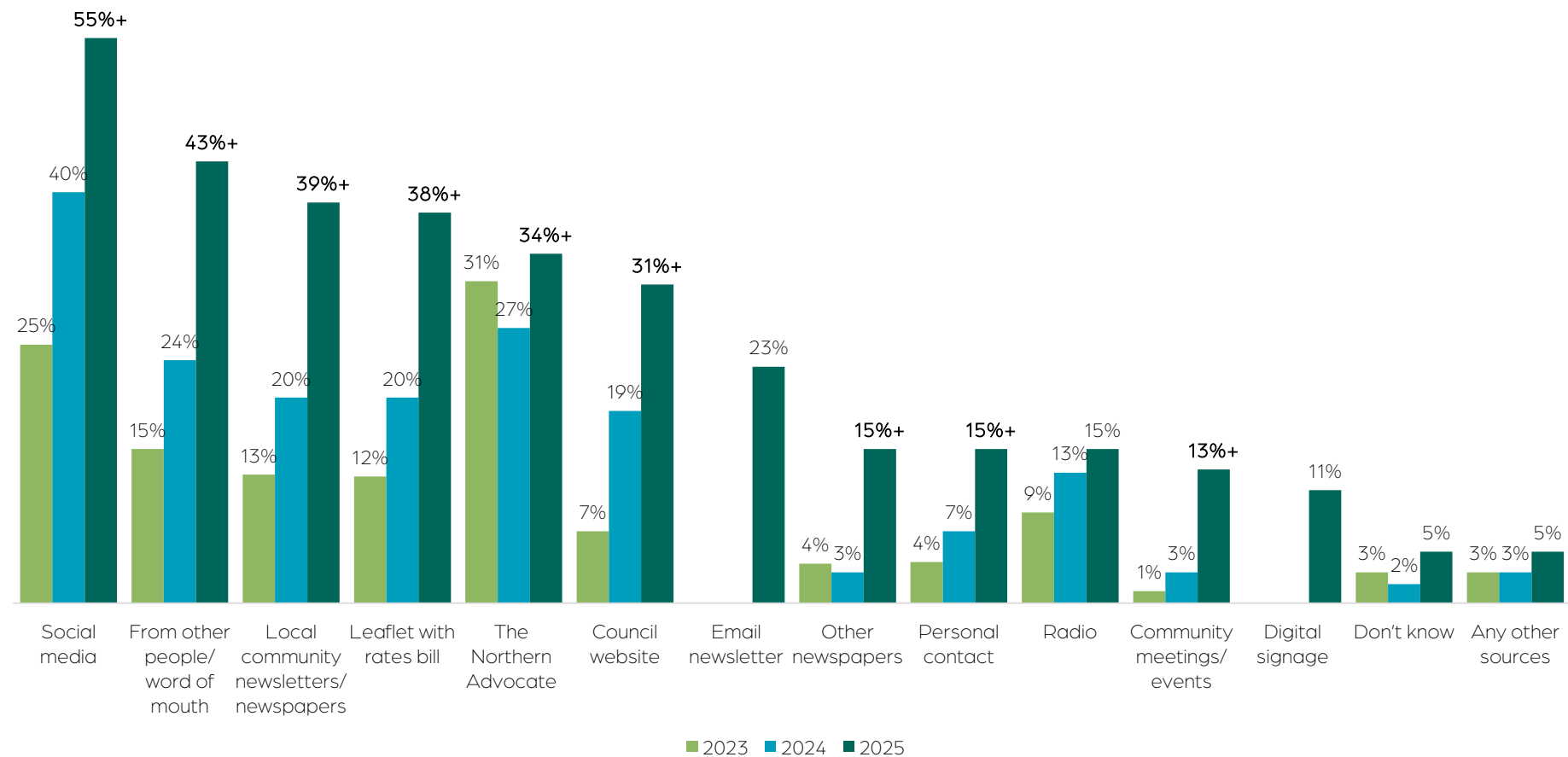
Communication & Engagement



Information Sources

Respondents were asked where they sourced their information about Whangārei District Council. The most common sources of information were social media, followed by content from other people, local community newsletters, leaflets in the rates bill, the Northern Advocate, and the Council's website. In new responses this year, 23% of respondents received their information through an email newsletter, and 11% received it through digital signage. This year sees increases across all responses, many of which were significant.

Information Sources: By Year

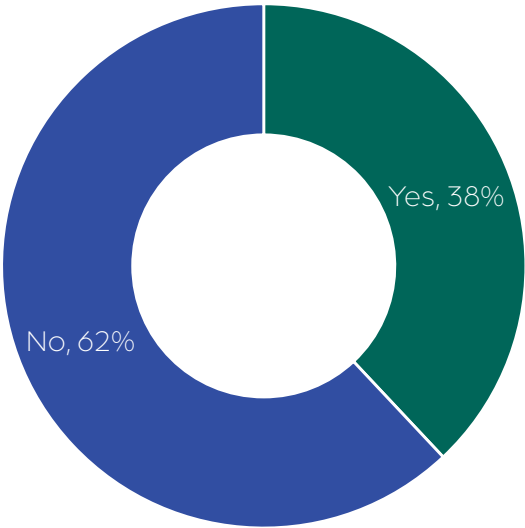


Figures in bold indicate that the proportion is significantly higher (+) or lower (-) than in 2024.
Which of the following are your main sources of news and updates from Whangārei District Council? Base n=600

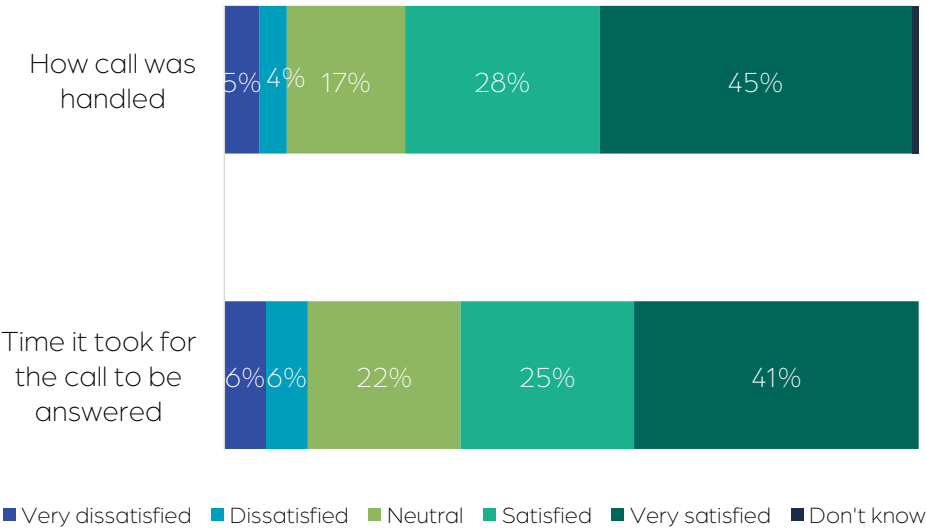
Contact with Council

This year, 38% of respondents had contacted the Council in the past 12 months. Among those who had contacted the Council, 66% were satisfied with the time it took for the call to be answered, and 73% were satisfied or very satisfied with how the call was handled. Both of these results were slightly lower than the results for 2024. However, these were not significant changes.

Contact with the Council



Contact with the Council: Satisfaction



Contact with Council: Satisfaction By Year

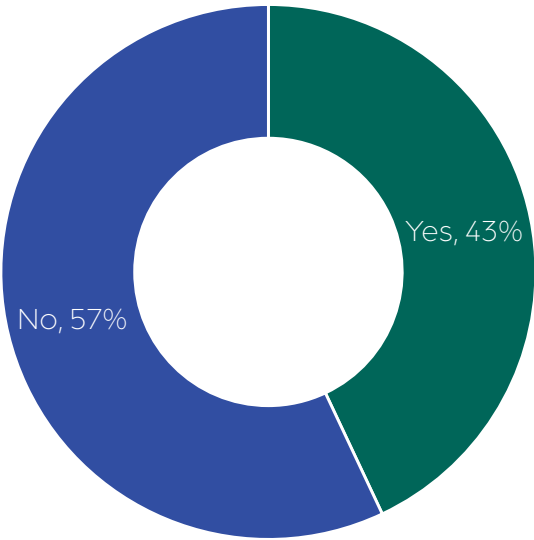
| | 2023 | 2024 | 2025 |
|---------------------------------|------|------|------|
| Contact | 37% | 31% | 38% |
| How the call was handled | 79% | 79% | 73% |
| Time it took to answer the call | 71% | 72% | 66% |

Using a 1 – 10 scale, where 1 is very dissatisfied and 10 is very satisfied, can you please indicate how satisfied or dissatisfied you were with the time it took for your call to be answered? Using the same scale, please indicate how satisfied or dissatisfied you were with the way your call was handled by the person who answered it, please note this is the person who took your initial call, not the person it was transferred to. Base: All those who had contact n=247

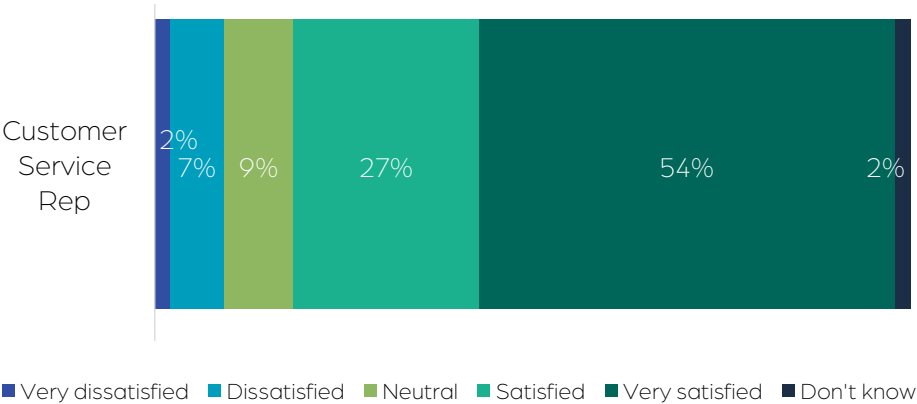
Civic Centre or Ruakaka Service Centre

Forty-three per cent of respondents had visited the Civic Centre or the Ruakaka Service Centre in the past 12 months. Of those who had visited these locations, 81% of respondents were either satisfied or very satisfied with the services they received from the customer service representative. This result was a significant decline from the 2024 result.

Visited Civic Centre or Ruakaka Service Centre



Customer Services Rep: Satisfaction



Civic Centre or Ruakaka Service Centre: Satisfaction By Year

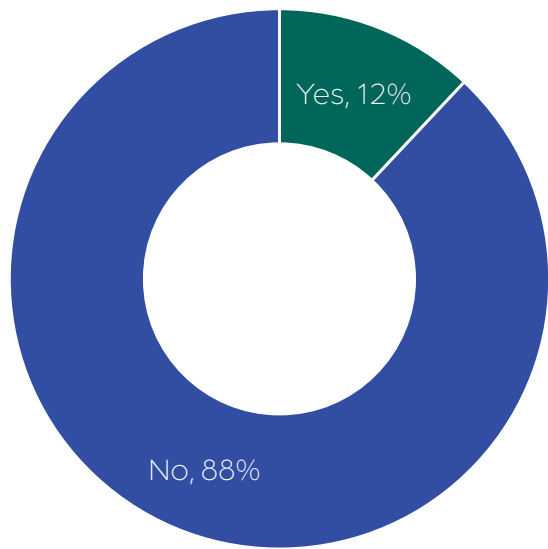
| | 2023 | 2024 | 2025 |
|--|------|------|-------------|
| Visitation | 46% | 44% | 43% |
| Customer service representative rating | 84% | 87% | 81%- |

Figures in bold indicate that the proportion is significantly higher (+) or lower (-) than in 2024.
Using a 1 – 10 scale, where 1 is very dissatisfied and 10 is very satisfied, can you please indicate how satisfied or dissatisfied you were with the service provided to you by the Customer Services Representative who served you Base: All those who had contact n=293

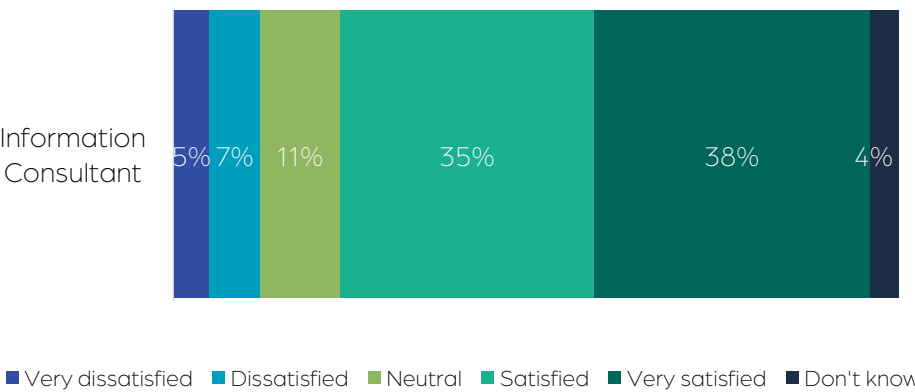
Whangārei i-SITE at Tarewa Park

Only 12% of respondents indicated they had visited the i-SITE at Tarewa Park in the past 12 months. Of those who had visited the i-SITE, 73% of respondents were satisfied or very satisfied with the service provided by the information consultant. This result was a significant decline from the 2024 result.

Visitation to i-SITE at Tarewa Park



Information Consultant: Satisfaction



i-SITE: Satisfaction By Year

| | 2023 | 2024 | 2025 |
|-------------------------------|------|------|-------------|
| Visitation | 9% | 12% | 12% |
| Information consultant rating | 51% | 85% | 73%- |

Figures in bold indicate that the proportion is significantly higher (+) or lower (-) than in 2024.
Using a 1 – 10 scale, where 1 is very dissatisfied and 10 is very satisfied, can you please indicate how satisfied or dissatisfied you were with the service provided by the Information Consultant who served you? Base: All those who had contact n=70

Forward Planning & Council Performance



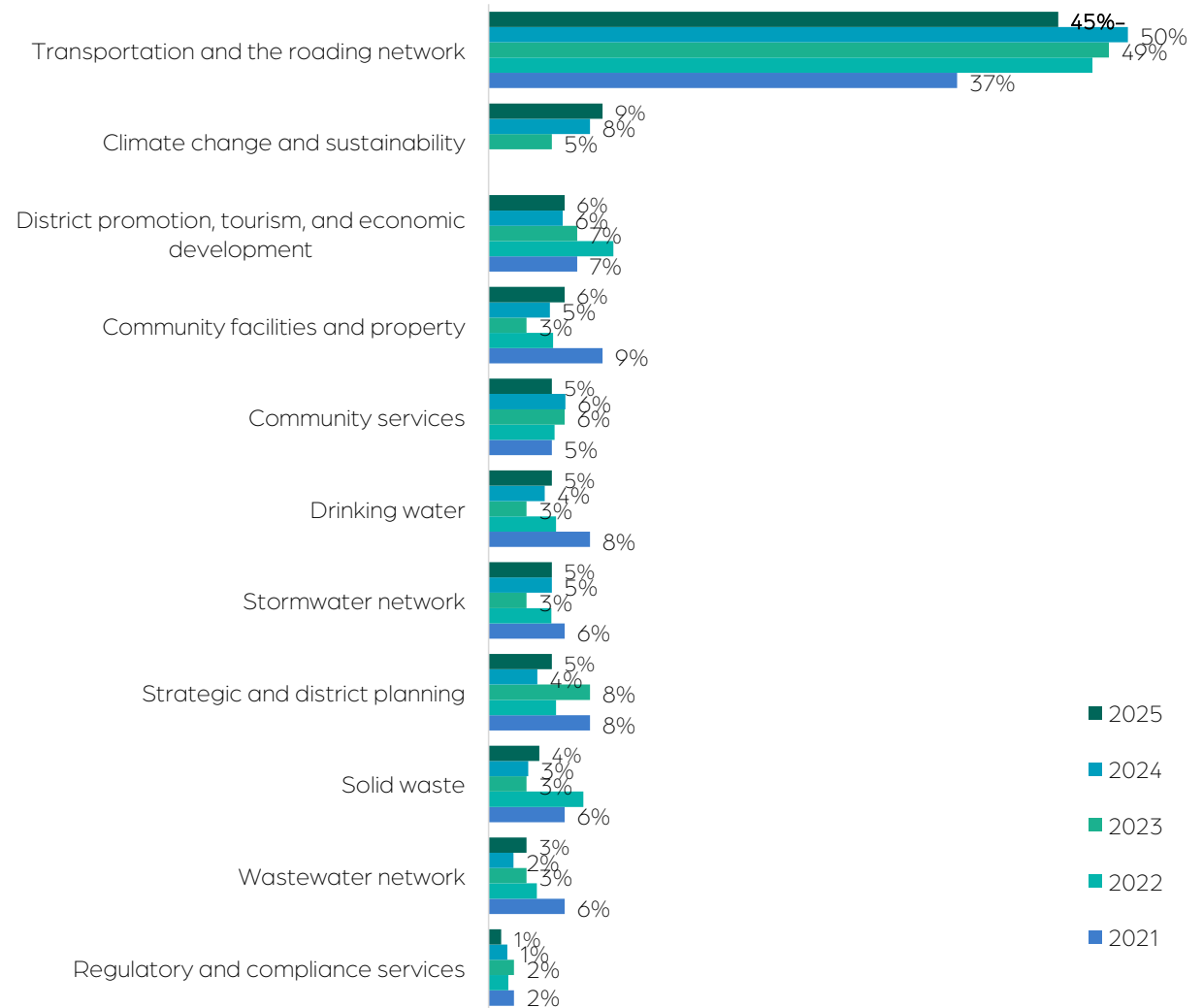
Area of Priority

Respondents were asked which one of the activities and services covered in the survey they felt the Council should focus on improving in the future.

As with previous years, the primary areas that respondents thought the Council should prioritise in the future were transportation and the roading network. This was followed by climate change and sustainability, district promotion, and community facilities and property.

Transportation and roading were a consistent priority for all areas in the district.

Priority Area: By Year



Figures in bold indicate that the proportion is significantly higher (+) or lower (-) than in 2024.

We would like to prioritise these activities and services. I am going to read out a list of services which have been covered in the survey today. Of the areas listed, please indicate which ONE you think Council should focus on improving. Base n=600

Area of Priority

Respondents were asked why they selected a particular area as a priority. Their answers were recorded verbatim, and a summary of the main themes for the top five priorities is provided below.

Transportation and the Roding Network

Respondents frequently noted the condition of local roads as a key priority. There was widespread concern about potholes, uneven surfaces, and the dangerous state of roads across the district. Traffic congestion, especially at peak hours, was also raised, along with frustration over the slow pace of repairs in some neighbourhoods. Roads were often described as being substandard compared to those in other parts of the country.

"There is a lot that needs to be done and it is neglected."

"Like many roads in this area the standards fall well short."

Climate Change and Sustainability

Respondents who selected climate change as a priority commented that it was a serious and urgent issue with direct local impacts on Whangārei's low-lying, coastal areas and vulnerable infrastructure. These respondents expressed concerns about rising sea levels, flooding, and long-term environmental and financial consequences, particularly for future generations. Several comments highlighted the need for better planning, sustainable infrastructure, and climate-resilient planting practices.

"If we don't get this right, there is no point doing anything else – infrastructure ruined, beaches wrecked, throwing good money after bad."

Community Facilities and Property

There was strong support for improving and maintaining community infrastructure, including toilets, parks, and other public amenities. Respondents emphasised the need for clean, safe, and well-maintained facilities to build a stronger sense of community pride and safety. Some also linked well-managed facilities with social outcomes, such as uplifting wellbeing or reducing crime.

"Need a sense of community to make the city become a place to live in."

"Keeping amenities to a very good standard, toilets, parks etc."

"Great community facilities can uplift people and support wellbeing."

Community Services

This was one of the most socially focused areas, with respondents highlighting growing needs throughout the district. There was particular concern about homelessness, youth crime, and services for vulnerable groups, including children and the elderly. Many felt that the Council should play a stronger role in supporting and connecting the community and ensuring that services are tailored to emerging needs.

"We seem to have a growing number of homeless people."

"To help youth get out of crime and address their needs."

"We need more services for younger kids, older adults and those struggling."

Area of Priority

District Promotion, Tourism and Economic Development

Participants saw district promotion and economic development as vital for long-term growth and vibrancy. Common themes included the need to attract tourists, bring in new businesses, and stimulate the local economy. Several respondents argued that this area could deliver returns by generating jobs, improving infrastructure, and increasing Whangārei's national profile.

"We need to attract tourists to regenerate life in the city."

"Getting big business established in Whangārei will lift the city."

"More tourists = more income for the region."

Community Outcomes

Respondents were asked to rate the importance of different community outcomes in the district.

The primary outcomes that respondents wished to see implemented related to making Whangārei safer and having efficient and resilient resources. These outcomes were both slightly lower than in previous years. However, they have consistently been prioritised as the most critical outcomes for the community for the past five years.

Secondary areas included caring for the environment and making Whangārei an attractive and welcoming place.

Respondents felt that promoting Whangārei as a tourism destination was of lower importance.

Community Outcomes: Overall Importance By Year



Results show important and very important ratings.

Figures in bold indicate that the proportion is significantly higher (+) or lower (-) than in 2024.

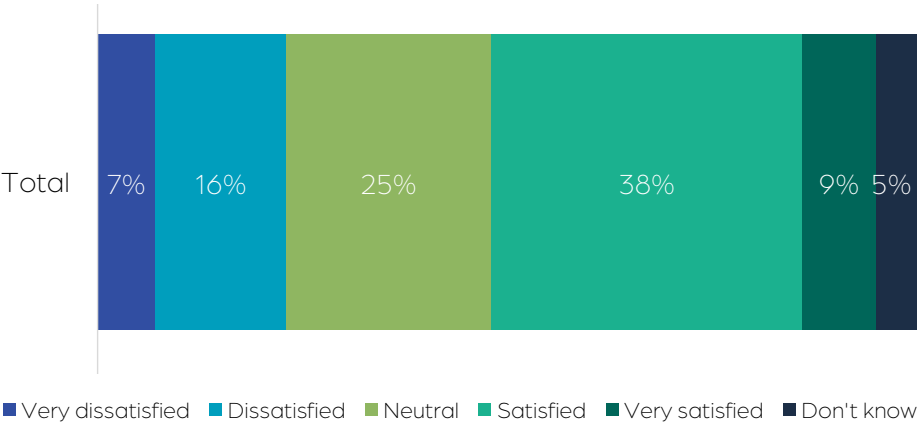
I am going to read out a list of community outcomes: Please rate them in terms of importance, using a 1 to 10 scale where 1 is not very important and 10 is very important. Please tell me how important the following are:. Base n=600

Council Performance

Respondents were asked how satisfied they were with the Council overall. Forty-seven per cent of respondents were either satisfied or very satisfied with the Council, while 23% were either dissatisfied or very dissatisfied, and 25% provided a neutral rating. Five per cent provided a don't know response.

This year's results were the same as those from 2024, and there were no significant differences in ratings across the different areas within the district.

Council Performance



Council Performance: Overall Satisfaction by Year

| | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 | 2024 | 2025 |
|---|------|------|------|------|------|------|------|------|------|------|------|
| Satisfaction with the Council's performance | 63% | 67% | 71% | 61% | 55% | 59% | 53% | 56% | 48% | 47% | 47% |

Using the same 1-10 satisfaction scale as before, and bearing all feedback in mind, how satisfied are you with Council overall? Base n=600

Appendices



Appendix 1

The following tables display the satisfaction scores for 5–10 ratings, with the 'don't know' results included.

Roading & Transport

| | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 | 2024 | 2025 |
|-----------------------------------|------|------|------|------|------|------|------|------|------|------|-------------|
| Safety of roads in the district | 70% | 70% | 87% | 82% | 60% | 69% | 65% | 62% | 48% | 53% | 59%+ |
| Quality of sealed roads | 67% | 69% | 77% | 73% | 58% | 60% | 53% | 57% | 35% | 39% | 44% |
| Management of traffic flow peaks | 61% | 63% | 51% | 55% | 42% | 50% | 44% | 54% | 47% | 49% | 46% |
| Maintenance of unsealed roads | 54% | 48% | 51% | 51% | 34% | 41% | 41% | 39% | 32% | 31% | 35% |
| Street lighting | 73% | 81% | 82% | 81% | 75% | 81% | 76% | 81% | 76% | 76% | 78% |
| Shared paths and cycling networks | – | – | – | – | 70% | 76% | 71% | 73% | 63% | 69% | 72% |
| Footpaths in urban areas | 73% | 77% | 80% | 76% | 74% | 74% | 73% | 75% | 70% | 74% | 72% |
| Parking in the CBD | 61% | 55% | 64% | 53% | 50% | 56% | 47% | 50% | 50% | 53% | 55% |

Figures in bold indicate that the proportion is significantly higher (+) or lower (–) than in 2024.

Waste Management & Water Supply

| | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 | 2024 | 2025 |
|---|------|------|------|------|------|------|------|------|------|------|-------------|
| Adoption of water saving techniques (yes) | – | – | – | – | 70% | 54% | 56% | 46% | 45% | 54% | 52% |
| Water quality overall* | 100% | 99% | 97% | 94% | 89% | 86% | 86% | 88% | 82% | 83% | 77%– |
| The sewerage system | 76% | 70% | 75% | 69% | 69% | 77% | 74% | 81% | 78% | 79% | 75% |
| Stormwater drainage | 76% | 68% | 74% | 70% | 69% | 73% | 71% | 74% | 65% | 68% | 69% |
| Public toilets | 86% | 89% | 82% | 80% | 62% | 70% | 61% | 65% | 67% | 66% | 65% |
| Kerbside rubbish and recycling collection | – | – | – | – | 78% | 80% | 85% | 88% | 90% | 89% | 81%– |
| Transfer stations and Re:Sort facility | 86% | 85% | 81% | 75% | 72% | 76% | 78% | 80% | 84% | 83% | 76%– |
| Litter control | 76% | 75% | 77% | 72% | 63% | 65% | 71% | 72% | 64% | 67% | 66% |

*Question reworded this year.

Figures in bold indicate that the proportion is significantly higher (+) or lower (–) than in 2024.

Community Facilities (Users)

| | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 | 2024 | 2025 |
|---|------|------|------|------|------|------|------|------|------|------|-------------|
| Council playgrounds | 96% | 94% | 96% | 93% | 89% | 83% | 96% | 96% | 94% | 90% | 94%+ |
| Council skateparks | – | – | – | – | 83% | 51% | 91% | 95% | 88% | 96% | 96% |
| Sports parks in the district | 93% | 96% | 95% | 93% | 90% | 84% | 95% | 94% | 90% | 92% | 93% |
| The district's beaches and coastal facilities | 97% | 96% | 93% | 95% | 94% | 95% | 96% | 95% | 95% | 94% | 95% |
| Council cemeteries | 95% | 96% | 94% | 95% | 96% | 67% | 95% | 96% | 97% | 93% | 98%+ |
| Neighbourhood, city, and district parks | 95% | 96% | 96% | 92% | 90% | 91% | 94% | 94% | 94% | 93% | 94% |
| Natural trails in the district | – | – | – | – | 96% | 90% | 98% | 98% | 97% | 97% | 98% |
| Council tracks, walkways, and cycleways | – | – | 97% | 97% | 96% | 96% | 99% | 97% | 98% | 97% | 94% |
| Dog parks and other dog-friendly recreation areas | – | – | 94% | 92% | 91% | 60% | 94% | 83% | 88% | 80% | 83% |

Figures in bold indicate that the proportion is significantly higher (+) or lower (–) than in 2024.

Community

| | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 | 2024 | 2025 |
|---|------|------|------|------|------|------|------|------|------|------|-------------|
| Safety in the district (net yes) | 87% | 82% | 86% | 83% | 77% | 81% | 78% | 73% | 58% | 62% | 66% |
| Initiatives to create a safe and crime-free district* | 77% | 74% | 85% | 82% | 64% | 69% | 68% | 62% | 54% | 59% | 79%+ |
| Community funding support of social wellbeing** | - | - | - | - | - | - | - | - | - | - | 72% |
| Community funding support of cultural wellbeing** | - | - | - | - | - | - | - | - | - | - | 70% |
| Relationship with Māori (net positive) | 77% | 74% | 85% | 82% | 64% | 69% | 59% | 64% | 54% | 50% | 58%+ |

*Question reworded this year.

**New question this year.

Figures in bold indicate that the proportion is significantly higher (+) or lower (-) than in 2024.

Environment

| | 2019 | 2020 | 2021 | 2022 | 2023 | 2024 | 2025 |
|---|------|------|------|------|------|------|-------------|
| Household reduces waste | 93% | 92% | 91% | 93% | 92% | 88% | 89% |
| Would like to reduce waste more | 58% | 61% | 64% | 63% | 62% | 61% | 59% |
| Concern with climate change | 53% | 62% | 59% | 59% | 61% | 59% | 70%+ |
| Adoption of techniques to improve local environment | – | – | 64% | 64% | 62% | 63% | 64% |
| Access to water** | – | – | – | – | – | – | 82% |
| Pontoons** | – | – | – | – | – | – | 57% |
| Sea walls** | – | – | – | – | – | – | 60% |
| Ramps** | – | – | – | – | – | – | 67% |
| Wharves** | – | – | – | – | – | – | 66% |

**New question this year.

Figures in bold indicate that the proportion is significantly higher (+) or lower (–) than in 2024.

Communication & Engagement

| | 2023 | 2024 | 2025 |
|---|------|------|-------------|
| Contact with the Council | 37% | 31% | 38%+ |
| How the call was handled | 91% | 88% | 90% |
| Time it took for all to be answered | 88% | 83% | 88% |
| Contact of Civic Centre or Ruakaka Service Centre | 46% | 44% | 43% |
| Customer Service Rep | 97% | 92% | 90% |
| Whangārei i-SITE | 9% | 12% | 12% |
| Information Consultant | 73% | 94% | 84% |

Council Performance

| | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 | 2024 | 2025 |
|------------------------------------|------|------|------|------|------|------|------|------|------|------|-------------|
| Overall performance of the Council | 90% | 91% | 91% | 86% | 80% | 83% | 83% | 81% | 80% | 80% | 72%- |

Figures in bold indicate that the proportion is significantly higher (+) or lower (-) than in 2024.

Appendix 2

These tables display the satisfaction scores of 5–10 ratings ('don't know' results included) for 2025 across different locations in the district.

Safety of roads in the district

| | Mangakahia – Maungatapere | Hikurangi – Coastal | Whangārei Heads | Whangārei Urban | Bream Bay |
|-------------------|------------------------------|------------------------|--------------------|--------------------|-----------|
| Very dissatisfied | 34% | 22% | 20% | 16% | 23% |
| Dissatisfied | 21% | 12% | 15% | 18% | 28% |
| Neutral | 16% | 44% | 26% | 37% | 24% |
| Satisfied | 29% | 22% | 25% | 21% | 20% |
| Very satisfied | 0% | 0% | 1% | 6% | 5% |
| Don't know | 0% | 0% | 12% | 2% | 0% |

Quality of sealed roads

| | Mangakahia – Maungatapere | Hikurangi – Coastal | Whangārei Heads | Whangārei Urban | Bream Bay |
|-------------------|------------------------------|------------------------|--------------------|--------------------|-----------|
| Very dissatisfied | 49% | 31% | 28% | 19% | 32% |
| Dissatisfied | 16% | 24% | 28% | 29% | 27% |
| Neutral | 8%– | 34% | 17% | 30% | 23% |
| Satisfied | 25% | 10% | 15% | 16% | 15% |
| Very satisfied | 1% | 1% | 0% | 3% | 4% |
| Don't know | 1% | 0% | 12% | 3% | 0% |

Figures in bold indicate that the proportion is significantly higher (+) or lower (–) than other areas.

Management of peak traffic flows

| | Mangakahia – Maungatapere | Hikurangi – Coastal | Whangārei Heads | Whangārei Urban | Bream Bay |
|-------------------|------------------------------|------------------------|--------------------|--------------------|-------------|
| Very dissatisfied | 41%+ | 17% | 15% | 18% | 9% |
| Dissatisfied | 18% | 29% | 22% | 30% | 24% |
| Neutral | 9%– | 33% | 32% | 30% | 19% |
| Satisfied | 29% | 14% | 18% | 14% | 20% |
| Very satisfied | 0% | 3% | 0% | 2% | 6%+ |
| Don't know | 2% | 4% | 13% | 6% | 22%+ |

Maintenance of unsealed roads

| | Mangakahia – Maungatapere | Hikurangi – Coastal | Whangārei Heads | Whangārei Urban | Bream Bay |
|-------------------|------------------------------|------------------------|--------------------|--------------------|--------------|
| Very dissatisfied | 51% + | 28% | 22% | 18% – | 34% |
| Dissatisfied | 10% | 15% | 18% | 23% | 26% |
| Neutral | 19% | 26% | 17% | 26% | 11% – |
| Satisfied | 16% | 11% | 17% | 9% | 11% |
| Very satisfied | 0% | 1% | 0% | 3% | 1% |
| Don't know | 5% – | 19% | 26% | 21% | 17% |

Figures in bold indicate that the proportion is significantly higher (+) or lower (–) than other areas.

Street lighting

| | Mangakahia – Maungatapere | Hikurangi – Coastal | Whangārei Heads | Whangārei Urban | Bream Bay |
|-------------------|------------------------------|------------------------|--------------------|--------------------|-----------|
| Very dissatisfied | 15% | 7% | 4% | 3% – | 13% |
| Dissatisfied | 10% | 9% | 9% | 13% | 9% |
| Neutral | 41% | 21% | 27% | 27% | 33% |
| Satisfied | 28% | 41% | 31% | 41% | 25% |
| Very satisfied | 4% | 13% | 10% | 15% | 15% |
| Don't know | 2% | 9% | 19% | 2% | 5% |

Shared paths and cycling network

| | Mangakahia – Maungatapere | Hikurangi – Coastal | Whangārei Heads | Whangārei Urban | Bream Bay |
|-------------------|------------------------------|------------------------|--------------------|--------------------|--------------|
| Very dissatisfied | 12% | 9% | 8% | 5% – | 21% + |
| Dissatisfied | 18% | 6% | 7% | 6% | 18% |
| Neutral | 20% | 22% | 18% | 23% | 28% |
| Satisfied | 31% | 36% | 31% | 34% | 9% – |
| Very satisfied | 9% | 15% | 19% | 23% + | 7% |
| Don't know | 9% | 12% | 17% | 9% | 19% |

Figures in bold indicate that the proportion is significantly higher (+) or lower (–) than other areas.

Footpaths in urban areas

| | Mangakahia – Maungatapere | Hikurangi – Coastal | Whangārei Heads | Whangārei Urban | Bream Bay |
|-------------------|------------------------------|------------------------|--------------------|--------------------|-----------|
| Very dissatisfied | 17% | 4% | 4% | 6% | 7% |
| Dissatisfied | 15% | 14% | 5% | 17% | 20% |
| Neutral | 26% | 28% | 38% | 28% | 38% |
| Satisfied | 29% | 34% | 25% | 30% | 20% |
| Very satisfied | 10% | 9% | 10% | 17% | 9% |
| Don't know | 3% | 10% | 18% | 3% | 5% |

Parking in CBD

| | Mangakahia – Maungatapere | Hikurangi – Coastal | Whangārei Heads | Whangārei Urban | Bream Bay |
|-------------------|------------------------------|------------------------|--------------------|--------------------|-----------|
| Very dissatisfied | 37% | 19% | 9% | 15% | 18% |
| Dissatisfied | 17% | 22% | 9% | 29% | 29% |
| Neutral | 36% | 38% | 38% | 24% | 27% |
| Satisfied | 9% | 16% | 20% | 21% | 14% |
| Very satisfied | 1% | 5% | 10% | 9% | 7% |
| Don't know | 0% | 0% | 13% | 2% | 4% |

Household or business adopting of water conservation techniques

| | Mangakahia – Maungatapere | Hikurangi – Coastal | Whangārei Heads | Whangārei Urban | Bream Bay |
|------------|---------------------------|---------------------|-----------------|-----------------|-----------|
| Yes | 66% | 43% | 47% | 51% | 56% |
| No | 23% | 57% | 42% | 46% | 33% |
| Don't know | 11% | 0% | 12% | 3% | 11% |

District's water quality

| | Mangakahia – Maungatapere | Hikurangi – Coastal | Whangārei Heads | Whangārei Urban | Bream Bay |
|-------------------|---------------------------|---------------------|-----------------|-----------------|-----------|
| Very dissatisfied | 12% | 3% | 12% | 6% | 9% |
| Dissatisfied | 6% | 11% | 13% | 4% – | 17% |
| Neutral | 39% | 23% | 9% | 20% | 18% |
| Satisfied | 31% | 33% | 23% | 31% | 29% |
| Very satisfied | 8% – | 12% – | 16% | 35% + | 25% |
| Don't know | 4% | 17% + | 26% + | 4% | 2% |

Figures in bold indicate that the proportion is significantly higher (+) or lower (–) than other areas.

Sewerage system

| | Mangakahia – Maungatapere | Hikurangi – Coastal | Whangārei Heads | Whangārei Urban | Bream Bay |
|-------------------|------------------------------|------------------------|--------------------|--------------------|-----------|
| Very dissatisfied | 17% | 2% | 11% | 3% | 9% |
| Dissatisfied | 4% | 8% | 21% | 5% | 5% |
| Neutral | 33% | 17% | 18% | 19% | 23% |
| Satisfied | 27% | 35% | 20% | 40% + | 22% |
| Very satisfied | 3% – | 10% | 11% | 25% + | 26% |
| Don't know | 16% | 27% + | 19% | 7% – | 16% |

The stormwater drainage service

| | Mangakahia – Maungatapere | Hikurangi – Coastal | Whangārei Heads | Whangārei Urban | Bream Bay |
|-------------------|------------------------------|------------------------|--------------------|--------------------|-------------|
| Very dissatisfied | 19% | 9% | 6% | 5% | 15% |
| Dissatisfied | 15% | 18% | 30% | 11% | 4% – |
| Neutral | 40% | 27% | 22% | 28% | 37% |
| Satisfied | 13% | 20% | 19% | 37% + | 16% |
| Very satisfied | 3% | 9% | 4% | 13% | 19% |
| Don't know | 11% | 17% | 19% | 6% | 10% |

Figures in bold indicate that the proportion is significantly higher (+) or lower (–) than other areas.

Public toilets

| | Mangakahia – Maungatapere | Hikurangi – Coastal | Whangārei Heads | Whangārei Urban | Bream Bay |
|-------------------|------------------------------|------------------------|--------------------|--------------------|-----------|
| Very dissatisfied | 21% | 11% | 9% | 10% | 10% |
| Dissatisfied | 20% | 8% | 24% | 19% | 11% |
| Neutral | 34% | 34% | 22% | 25% | 39% |
| Satisfied | 21% | 35% | 28% | 31% | 26% |
| Very satisfied | 2% | 11% | 3% | 8% | 6% |
| Don't know | 1% | 2% | 14% | 7% | 8% |

Kerbside rubbish and recycling collection

| | Mangakahia – Maungatapere | Hikurangi – Coastal | Whangārei Heads | Whangārei Urban | Bream Bay |
|-------------------|------------------------------|------------------------|--------------------|--------------------|-----------|
| Very dissatisfied | 22% | 14% | 4% | 3% | 12% |
| Dissatisfied | 1% – | 14% | 17% | 7% | 2% |
| Neutral | 18% | 13% | 10% | 16% | 12% |
| Satisfied | 29% | 37% | 32% | 39% | 45% |
| Very satisfied | 21% | 21% | 25% | 33% | 28% |
| Don't know | 10% | 2% | 12% | 3% | 0% |

Figures in bold indicate that the proportion is significantly higher (+) or lower (–) than other areas.

Transfer stations and the Re:sort facility

| | Mangakahia – Maungatapere | Hikurangi – Coastal | Whangārei Heads | Whangārei Urban | Bream Bay |
|-------------------|------------------------------|------------------------|--------------------|--------------------|-----------|
| Very dissatisfied | 9% | 8% | 6% | 1% – | 9% |
| Dissatisfied | 10% | 8% | 18% | 11% | 8% |
| Neutral | 19% | 20% | 15% | 15% | 28% |
| Satisfied | 31% | 37% | 29% | 34% | 29% |
| Very satisfied | 21% | 23% | 20% | 28% | 20% |
| Don't know | 10% | 4% | 13% | 11% | 5% |

Litter control

| | Mangakahia – Maungatapere | Hikurangi – Coastal | Whangārei Heads | Whangārei Urban | Bream Bay |
|-------------------|------------------------------|------------------------|--------------------|--------------------|-----------|
| Very dissatisfied | 25% | 9% | 9% | 10% | 18% |
| Dissatisfied | 15% | 24% | 23% | 16% | 19% |
| Neutral | 31% | 39% | 31% | 30% | 32% |
| Satisfied | 26% | 16% | 21% | 30% | 19% |
| Very satisfied | 3% | 7% | 4% | 10% | 6% |
| Don't know | 0% | 5% | 12% | 4% | 5% |

Figures in bold indicate that the proportion is significantly higher (+) or lower (–) than other areas.

Council playgrounds (users)

| | Mangakahia – Maungatapere | Hikurangi – Coastal | Whangārei Heads | Whangārei Urban | Bream Bay |
|-------------------|------------------------------|------------------------|--------------------|--------------------|-------------|
| Very dissatisfied | 0% | 0% | 0% | 0% | 9% + |
| Dissatisfied | 5% | 1% | 34% + | 1% | 0% |
| Neutral | 12% | 35% | 4% | 22% | 15% |
| Satisfied | 40% | 38% | 41% | 39% | 31% |
| Very satisfied | 43% | 25% | 21% | 38% | 34% |
| Don't know | 0% | 0% | 0% | 0% | 11% |

Council skateparks (users)

| | Mangakahia – Maungatapere | Hikurangi – Coastal | Whangārei Heads | Whangārei Urban | Bream Bay |
|-------------------|------------------------------|------------------------|--------------------|--------------------|-----------|
| Very dissatisfied | 0% | 0% | 0% | 0% | 0% |
| Dissatisfied | 0% | 0% | 0% | 6% | 0% |
| Neutral | 45% | 18% | 8% | 10% | 27% |
| Satisfied | 45% | 45% | 59% | 38% | 42% |
| Very satisfied | 11% | 37% | 33% | 46% | 28% |
| Don't know | 0% | 0% | 0% | 1% | 3% |

Figures in bold indicate that the proportion is significantly higher (+) or lower (–) than other areas.

Sports parks (users)

| | Mangakahia – Maungatapere | Hikurangi – Coastal | Whangārei Heads | Whangārei Urban | Bream Bay |
|-------------------|------------------------------|------------------------|--------------------|--------------------|-----------|
| Very dissatisfied | 0% | 0% | 2% | 1% | 1% |
| Dissatisfied | 0% | 6% | 0% | 1% | 4% |
| Neutral | 29% | 12% | 4% | 19% | 22% |
| Satisfied | 61% | 47% | 16% | 37% | 48% |
| Very satisfied | 10% | 36% | 47% | 38% | 25% |
| Don't know | 0% | 0% | 31% | 4% | 0% |

District beaches and coastal facilities (users)

| | Mangakahia – Maungatapere | Hikurangi – Coastal | Whangārei Heads | Whangārei Urban | Bream Bay |
|-------------------|------------------------------|------------------------|--------------------|--------------------|-----------|
| Very dissatisfied | 0% | 6% | 0% | 0% | 8% |
| Dissatisfied | 10% | 2% | 1% | 1% | 7% |
| Neutral | 12% | 4% | 11% | 7% | 19% |
| Satisfied | 53% | 61% | 53% | 51% | 27% |
| Very satisfied | 25% | 26% | 35% | 40% | 38% |
| Don't know | 0% | 0% | 0% | 1% | 1% |

Council cemeteries (users)

| | Mangakahia – Maungatapere | Hikurangi – Coastal | Whangārei Heads | Whangārei Urban | Bream Bay |
|-------------------|------------------------------|------------------------|--------------------|--------------------|-----------|
| Very dissatisfied | 0% | 3% | 0% | 0% | 0% |
| Dissatisfied | 0% | 0% | 4% | 0% | 7% |
| Neutral | 15% | 27% | 7% | 10% | 24% |
| Satisfied | 38% | 39% | 46% | 28% | 40% |
| Very satisfied | 44% | 31% | 43% | 61% | 29% |
| Don't know | 4% | 0% | 0% | 0% | 0% |

Neighbourhood, city, and district parks (users)

| | Mangakahia – Maungatapere | Hikurangi – Coastal | Whangārei Heads | Whangārei Urban | Bream Bay |
|-------------------|------------------------------|------------------------|--------------------|--------------------|-----------|
| Very dissatisfied | 0% | 0% | 2% | 1% | 0% |
| Dissatisfied | 2% | 4% | 12% | 6% | 2% |
| Neutral | 33% | 28% | 3% | 12% – | 36% |
| Satisfied | 58% | 40% | 57% | 47% | 41% |
| Very satisfied | 7% – | 26% | 26% | 35% + | 16% |
| Don't know | 0% | 2% | 0% | 1% | 4% |

Figures in bold indicate that the proportion is significantly higher (+) or lower (–) than other areas.

Natural trails in the District (users)

| | Mangakahia – Maungatapere | Hikurangi – Coastal | Whangārei Heads | Whangārei Urban | Bream Bay |
|-------------------|------------------------------|------------------------|--------------------|--------------------|--------------|
| Very dissatisfied | 0% | 0% | 0% | 0% | 0% |
| Dissatisfied | 0% | 0% | 2% | 1% | 11% + |
| Neutral | 26% | 4% | 6% | 7% | 34% |
| Satisfied | 55% | 56% | 60% | 51% | 39% |
| Very satisfied | 20% | 40% | 32% | 40% | 16% |
| Don't know | 0% | 0% | 0% | 1% | 0% |

Council tracks, walkways and cycleways (includes Hatea Loop) (users)

| | Mangakahia – Maungatapere | Hikurangi – Coastal | Whangārei Heads | Whangārei Urban | Bream Bay |
|-------------------|------------------------------|------------------------|--------------------|--------------------|--------------|
| Very dissatisfied | 0% | 2% | 0% | 0% | 4% + |
| Dissatisfied | 2% | 1% | 17% + | 1% – | 5% |
| Neutral | 14% | 2% | 4% | 10% | 29% |
| Satisfied | 44% | 46% | 37% | 35% | 41% |
| Very satisfied | 40% | 47% | 28% | 53% + | 21% – |
| Don't know | 0% | 2% | 15% + | 0% – | 0% |

Figures in bold indicate that the proportion is significantly higher (+) or lower (–) than other areas.

Dog parks and other dog-friendly recreation areas (users)

| | Mangakahia – Maungatapere | Hikurangi – Coastal | Whangārei Heads | Whangārei Urban | Bream Bay |
|-------------------|------------------------------|------------------------|--------------------|--------------------|-----------|
| Very dissatisfied | 0% | 12% + | 0% | 1% | 0% |
| Dissatisfied | 0% | 13% | 45% | 6% | 0% |
| Neutral | 16% | 12% | 9% | 25% | 18% |
| Satisfied | 17% | 31% | 21% | 30% | 46% |
| Very satisfied | 23% | 34% | 24% | 37% | 31% |
| Don't know | 44% + | 0% | 0% | 1% | 6% |

Safety of the district

| | Mangakahia – Maungatapere | Hikurangi – Coastal | Whangārei Heads | Whangārei Urban | Bream Bay |
|--------------------|------------------------------|------------------------|--------------------|--------------------|-----------|
| Yes, definitely | 17% | 6% | 29% | 9% | 19% |
| Yes, mostly | 55% | 52% | 48% | 52% | 58% |
| Not really | 18% | 29% | 7% – | 29% | 19% |
| No, definitely not | 10% | 10% | 4% | 7% | 4% |
| Don't know | 0% | 2% | 12% | 2% | 1% |

Figures in bold indicate that the proportion is significantly higher (+) or lower (–) than other areas.

Council's support of safe and crime free district

| | Mangakahia – Maungatapere | Hikurangi – Coastal | Whangārei Heads | Whangārei Urban | Bream Bay |
|-------------------|------------------------------|------------------------|--------------------|--------------------|-----------|
| Very dissatisfied | 15% | 7% | 1% | 2% | 11% |
| Dissatisfied | 6% | 16% | 23% | 6% | 8% |
| Neutral | 41% | 30% | 23% | 29% | 36% |
| Satisfied | 29% | 29% | 30% | 37% | 24% |
| Very satisfied | 7% | 10% | 10% | 19% | 12% |
| Don't know | 1% | 8% | 12% | 7% | 9% |

Social wellbeing

| | Mangakahia – Maungatapere | Hikurangi – Coastal | Whangārei Heads | Whangārei Urban | Bream Bay |
|-------------------|------------------------------|------------------------|--------------------|--------------------|-----------|
| Very unsupportive | 67% + | 16% | 17% | 0% | 0% |
| Unsupportive | 0% | 16% | 48% | 24% | 11% |
| Neutral | 11% | 7% | 7% | 61% | 14% |
| Supportive | 6% | 12% | 11% | 57% | 14% |
| Very supportive | 0% | 13% | 7% | 72% | 9% |
| Don't know | 1% | 4% | 26% | 66% | 2% |

Figures in bold indicate that the proportion is significantly higher (+) or lower (–) than other areas.

Cultural wellbeing

| | Mangakahia – Maungatapere | Hikurangi – Coastal | Whangārei Heads | Whangārei Urban | Bream Bay |
|-------------------|------------------------------|------------------------|--------------------|--------------------|-----------|
| Very unsupportive | 65% + | 7% | 16% | 11% | 0% |
| Unsupportive | 0% | 14% | 37% | 31% | 19% |
| Neutral | 7% | 8% | 11% | 59% | 15% |
| Supportive | 5% | 14% | 7% | 62% | 12% |
| Very supportive | 10% | 11% | 10% | 60% | 7% |
| Don't know | 2% | 4% | 23% | 66% | 4% |

Council's relationship with Māori

| | Mangakahia – Maungatapere | Hikurangi – Coastal | Whangārei Heads | Whangārei Urban | Bream Bay |
|-------------------|------------------------------|------------------------|--------------------|--------------------|--------------|
| Very good | 22% | 12% | 12% | 44% | 12% |
| Good | 10% | 11% | 14% | 57% | 8% |
| Okay | 15% | 8% | 9% | 59% | 9% |
| Poor | 20% | 16% | 5% | 56% | 4% |
| Very poor | 0% | 36% | 0% | 43% | 21% |
| Don't know | 7% | 12% | 6% | 53% | 22% + |
| Prefer not to say | 2% | 17% | 15% | 59% | 7% |

Figures in bold indicate that the proportion is significantly higher (+) or lower (–) than other areas.

My household does everything it can to reduce our waste

| | Mangakahia – Maungatapere | Hikurangi – Coastal | Whangārei Heads | Whangārei Urban | Bream Bay |
|-------------------|------------------------------|------------------------|--------------------|--------------------|-----------|
| Strongly disagree | 9% | 2% | 14% | 4% | 0% |
| Disagree | 0% | 8% | 0% | 6% | 1% |
| Neutral | 5% | 8% | 10% | 16% | 29% |
| Agree | 41% | 30% | 32% | 29% | 20% |
| Strongly agree | 44% | 52% | 32% | 43% | 50% |
| Don't know | 0% | 0% | 12% | 2% | 0% |

I would like to reduce my household's waste more, but I am not sure how

| | Mangakahia – Maungatapere | Hikurangi – Coastal | Whangārei Heads | Whangārei Urban | Bream Bay |
|-------------------|------------------------------|------------------------|--------------------|--------------------|-----------|
| Strongly disagree | 30% | 31% | 33% | 20% | 33% |
| Disagree | 12% | 20% | 7% | 12% | 7% |
| Neutral | 20% | 22% | 16% | 27% | 19% |
| Agree | 30% | 13% | 14% | 23% | 25% |
| Strongly agree | 5% | 10% | 18% | 14% | 14% |
| Don't know | 2% | 4% | 12% | 5% | 2% |

Concern with climate change

| | Mangakahia – Maungatapere | Hikurangi – Coastal | Whangārei Heads | Whangārei Urban | Bream Bay |
|----------------------|------------------------------|------------------------|--------------------|--------------------|-----------|
| Not at all concerned | 25% | 24% | 22% | 12% | 16% |
| Not concerned | 16% | 16% | 5% | 9% | 5% |
| Neutral | 26% | 12% | 13% | 22% | 24% |
| Concerned | 28% | 17% | 26% | 25% | 14% |
| Very concerned | 2% – | 31% | 19% | 28% | 37% |
| Dont know | 2% | 0% | 15% | 4% | 5% |

Adoption of techniques to decrease environmental impact

| | Mangakahia – Maungatapere | Hikurangi – Coastal | Whangārei Heads | Whangārei Urban | Bream Bay |
|-----|------------------------------|------------------------|--------------------|--------------------|-----------|
| Yes | 69% | 67% | 70% | 63% | 57% |
| No | 31% | 33% | 30% | 37% | 43% |

Figures in bold indicate that the proportion is significantly higher (+) or lower (–) than other areas.

Access to the water

| | Mangakahia – Maungatapere | Hikurangi – Coastal | Whangārei Heads | Whangārei Urban | Bream Bay |
|-------------------|------------------------------|------------------------|--------------------|--------------------|-----------|
| Very dissatisfied | 12% | 4% | 12% | 1% – | 10% |
| Dissatisfied | 1% | 4% | 7% | 2% | 6% |
| Neutral | 30% | 12% | 10% | 16% | 25% |
| Satisfied | 37% | 47% | 33% | 43% | 31% |
| Very satisfied | 10% | 23% | 26% | 28% | 20% |
| Don't know | 10% | 10% | 12% | 10% | 8% |

Pontoons

| | Mangakahia – Maungatapere | Hikurangi – Coastal | Whangārei Heads | Whangārei Urban | Bream Bay |
|-------------------|------------------------------|------------------------|--------------------|--------------------|-----------|
| Very dissatisfied | 12% | 10% | 12% | 1% – | 12% |
| Dissatisfied | 12% | 0% | 8% | 4% | 9% |
| Neutral | 15% | 15% | 17% | 26% | 19% |
| Satisfied | 31% | 26% | 23% | 25% | 15% |
| Very satisfied | 5% | 6% | 19% | 11% | 7% |
| Don't know | 26% | 44% | 20% | 33% | 38% |

Figures in bold indicate that the proportion is significantly higher (+) or lower (–) than other areas.

Sea Walls

| | Mangakahia – Maungatapere | Hikurangi – Coastal | Whangārei Heads | Whangārei Urban | Bream Bay |
|-------------------|------------------------------|------------------------|--------------------|--------------------|-----------|
| Very dissatisfied | 9% | 6% | 13% | 3% | 16% |
| Dissatisfied | 15% | 3% | 8% | 4% | 4% |
| Neutral | 29% | 20% | 10% | 26% | 25% |
| Satisfied | 18% | 32% | 37% | 30% | 21% |
| Very satisfied | 4% | 3% | 16% | 10% | 1% |
| Don't know | 25% | 36% | 16% | 27% | 32% |

Ramps

| | Mangakahia – Maungatapere | Hikurangi – Coastal | Whangārei Heads | Whangārei Urban | Bream Bay |
|-------------------|------------------------------|------------------------|--------------------|--------------------|-----------|
| Very dissatisfied | 10% | 9% | 12% | 2% – | 15% |
| Dissatisfied | 4% | 3% | 3% | 3% | 11% |
| Neutral | 24% | 18% | 10% | 21% | 27% |
| Satisfied | 32% | 42% | 32% | 34% | 20% |
| Very satisfied | 5% | 5% | 19% | 17% | 7% |
| Don't know | 25% | 23% | 24% | 23% | 19% |

Figures in bold indicate that the proportion is significantly higher (+) or lower (–) than other areas.

Wharves

| | Mangakahia – Maungatapere | Hikurangi – Coastal | Whangārei Heads | Whangārei Urban | Bream Bay |
|-------------------|------------------------------|------------------------|--------------------|--------------------|-----------|
| Very dissatisfied | 12% | 5% | 15% | 1% – | 8% |
| Dissatisfied | 5% | 8% | 7% | 7% | 14% |
| Neutral | 32% | 23% | 17% | 21% | 14% |
| Satisfied | 33% | 31% | 27% | 33% | 22% |
| Very satisfied | 4% | 8% | 17% | 18% | 13% |
| Don't know | 15% | 26% | 17% | 21% | 29% |

Contact with Council

| | Mangakahia – Maungatapere | Hikurangi – Coastal | Whangārei Heads | Whangārei Urban | Bream Bay |
|-----|------------------------------|------------------------|--------------------|--------------------|-----------|
| Yes | 38% | 44% | 42% | 36% | 42% |
| No | 62% | 56% | 58% | 64% | 58% |

Figures in bold indicate that the proportion is significantly higher (+) or lower (–) than other areas.

Time it took for your call to be answered

| | Mangakahia – Maungatapere | Hikurangi – Coastal | Whangārei Heads | Whangārei Urban | Bream Bay |
|-------------------|------------------------------|------------------------|--------------------|--------------------|-----------|
| Very dissatisfied | 19% | 15% | 0% | 2% | 8% |
| Dissatisfied | 8% | 3% | 28% | 2% | 8% |
| Neutral | 26% | 17% | 4% | 24% | 31% |
| Satisfied | 17% | 23% | 35% | 24% | 26% |
| Very satisfied | 30% | 43% | 34% | 48% | 25% |
| Don't know | 0% | 0% | 0% | 0% | 3% |

How the call was handled

| | Mangakahia – Maungatapere | Hikurangi – Coastal | Whangārei Heads | Whangārei Urban | Bream Bay |
|-------------------|------------------------------|------------------------|--------------------|--------------------|-----------|
| Very dissatisfied | 13% | 14% | 0% | 1% | 5% |
| Dissatisfied | 11% | 14% | 0% | 1% | 1% |
| Neutral | 16% | 8% | 35% | 14% | 28% |
| Satisfied | 16% | 25% | 17% | 33% | 30% |
| Very satisfied | 44% | 37% | 48% | 51% | 33% |
| Don't know | 0% | 1% | 0% | 0% | 3% |

Visitation of Civic Centre or the Ruakaka Service Centre

| | Mangakahia – Maungatapere | Hikurangi – Coastal | Whangārei Heads | Whangārei Urban | Bream Bay |
|-----|---------------------------|---------------------|-----------------|-----------------|-----------|
| Yes | 38% | 39% | 47% | 41% | 60% |
| No | 62% | 61% | 53% | 59% | 40% |

Satisfaction with Customer Services Representative

| | Mangakahia – Maungatapere | Hikurangi – Coastal | Whangārei Heads | Whangārei Urban | Bream Bay |
|-------------------|---------------------------|---------------------|-----------------|-----------------|-----------|
| Very dissatisfied | 0% | 9% + | 0% | 1% | 0% |
| Dissatisfied | 25% | 9% | 29% | 1% – | 0% |
| Neutral | 22% | 7% | 5% | 9% | 4% |
| Satisfied | 13% | 33% | 14% | 29% | 34% |
| Very satisfied | 41% | 42% | 46% | 60% | 56% |
| Don't know | 0% | 0% | 7% | 1% | 6% |

Figures in bold indicate that the proportion is significantly higher (+) or lower (–) than other areas.

Visitation of Whangārei i-SITE

| | Mangakahia – Maungatapere | Hikurangi – Coastal | Whangārei Heads | Whangārei Urban | Bream Bay |
|-----|------------------------------|------------------------|--------------------|--------------------|-----------|
| Yes | 12% | 14% | 16% | 12% | 12% |
| No | 88% | 86% | 84% | 88% | 88% |

Satisfaction with Information Consultant

| | Mangakahia – Maungatapere | Hikurangi – Coastal | Whangārei Heads | Whangārei Urban | Bream Bay |
|-------------------|------------------------------|------------------------|--------------------|--------------------|--------------|
| Very dissatisfied | 0% | 24% | 0% | 0% | 19% |
| Dissatisfied | 0% | 35% + | 0% | 0% | 18% |
| Neutral | 0% | 0% | 72% + | 4% | 0% |
| Satisfied | 95% + | 33% | 9% | 36% | 4% – |
| Very satisfied | 5% | 8% | 19% | 57% | 40% |
| Don't know | 0% | 0% | 0% | 3% | 18% + |

Figures in bold indicate that the proportion is significantly higher (+) or lower (–) than other areas.

Satisfaction with Council

| | Mangakahia – Maungatapere | Hikurangi – Coastal | Whangārei Heads | Whangārei Urban | Bream Bay |
|-------------------|------------------------------|------------------------|--------------------|--------------------|-----------|
| Very dissatisfied | 10% | 8% | 6% | 5% | 12% |
| Dissatisfied | 23% | 15% | 25% | 14% | 13% |
| Neutral | 21% | 39% | 15% | 22% | 36% |
| Satisfied | 43% | 29% | 34% | 44% | 23% |
| Very satisfied | 1% | 8% | 9% | 11% | 10% |
| Don't know | 0% | 1% | 12% | 5% | 6% |

versus