



Manawatū District Council

2024/2025 Residents' Survey

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Background, Objectives, and Methodology

Introduction

The Manawātū District Council has an ongoing need to measure how satisfied residents are with resources, facilities and services provided by Council, and to prioritise improvement opportunities that will be valued by the community. Key Research has developed a comprehensive mechanism for providing this service.

Research Objectives

- To measure residents' satisfaction with the Manawātū District Council's performance
- To provide insights into how Council can best invest its resources to improve residents' satisfaction with its overall performance

Method

- The methodology involved a postal to online survey measuring the performance of Manawātū District Council with a sample of n=459 residents.
- The questionnaire was designed in consultation with the staff of Manawātū District Council and is structured to provide a comprehensive set of measures relating to core activities, services and infrastructure, and to provide a wider perspective of performance. This includes an assessment of reputation, the willingness of residents to become involved with Council's decision-making processes, and to measure satisfaction across a range of lifestyle-related measures.
- Data collection was conducted over four periods; 114 responses between 15 August and 25 September 2024, 113 responses between 15 November and 18 December 2024, 113 responses between 14 February and 14 March 2025, and 119 responses between 02 May and 15 June 2025.
- Data collection was managed to achieve defined quota targets based on age, gender, communities, and ethnicity. Post data collection the sample has been weighted to make it representative of key population demographics based on the 2023 Census.
- At an aggregate level the survey has an expected 95% confidence interval (margin of error) of $\pm 4.57\%$.
- There are instances where the sum of the whole number score varies by one point relative to the aggregate score due to rounding.

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

1-4	Very dissatisfied
5	Somewhat dissatisfied
6	Somewhat satisfied
7-8	Satisfied
9-10	Very satisfied

Notes:

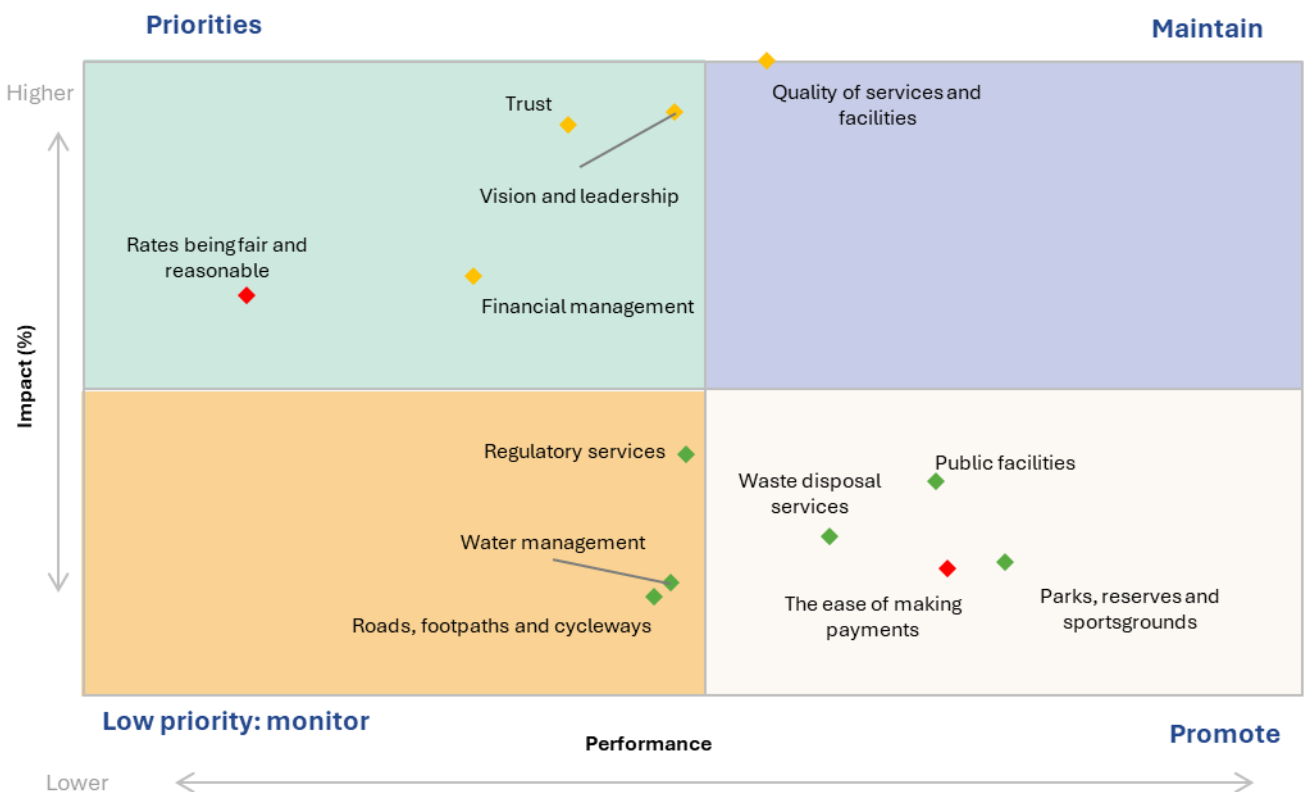
Due to rounding, percentages may add to just over or under (+/- 1%) totals.
All satisfaction results exclude 'Don't know' responses.

Executive Summary



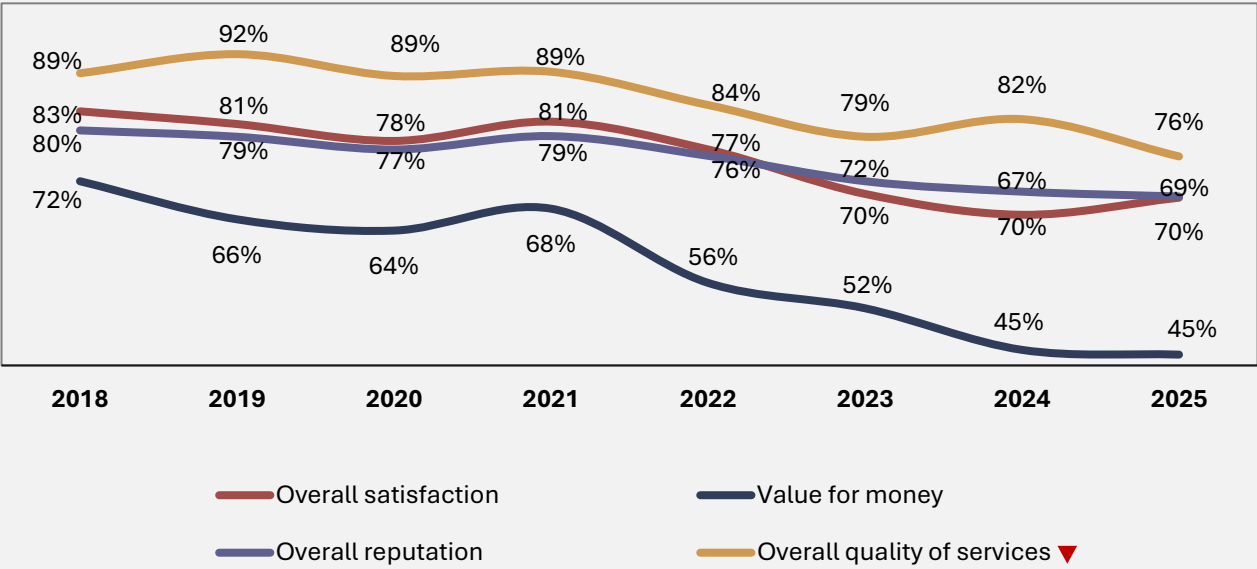
Key Findings

- The Council's **Overall performance** has slightly increased from 67% in 2024 to 69% in 2025, supported by a significant decline in the proportion of 'somewhat dissatisfied' residents, suggesting a gradual positive shift in perceptions.
- In contrast, satisfaction with **Overall facilities and services** has significantly declined from 82% in 2024 to 76%.
- Other key metrics have remained consistent year on year, including **Image and reputation** (70%) and **Value for money** (45%).
- Financial-related measures remain a concern. Satisfaction with **Rates being fair and reasonable** (40%) and **Financial management** (55%) remain low, and both are among the key aspects identified for improvement. In the comments, 21% of residents raised concerns about **Debt levels, spending, and the need for better financial decision-making**, while 15% mentioned **High rates, the need for a fairer rating system, and the lack of facilities in rural areas**.
- Manawātū District Council's Reputation benchmark is within the 'Acceptable' range. Residents aged 65 or older continue to have an 'Excellent' (+91) reputation score. In addition, this group are the most likely to be identified as '*Champions*' (65%) compared to other demographic profiles.
- Among all facilities, **The libraries** received the highest rating from residents, with 91% expressing satisfaction.
- Residents' perception of their **Quality of life** remains high at 89%, only slightly lower than the 92% recorded in 2024.

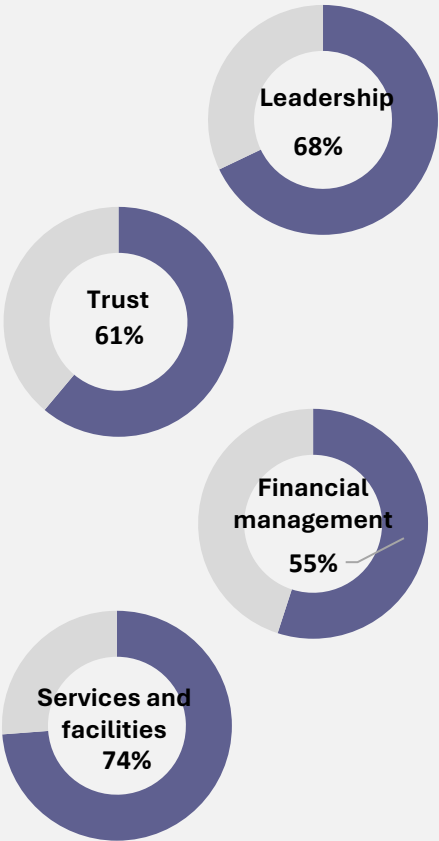


Summary of Key Performance Indicators (%6 – 10)

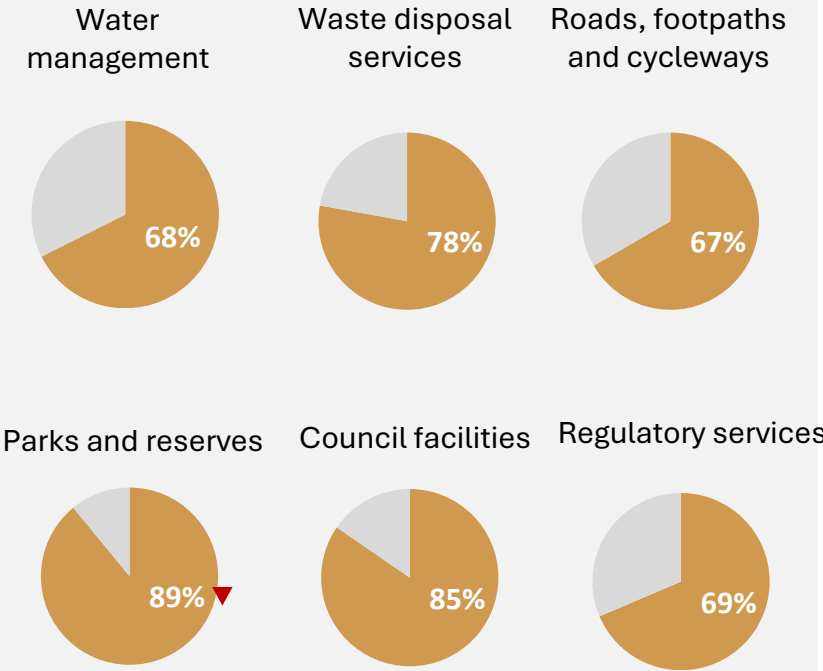
OVERALL MEASURES



REPUTATION



SERVICES AND FACILITIES



Trends in Satisfaction (% 6-10)

	% point increase / decrease (2025-2024)	Percentage of respondents satisfied, or very satisfied				
		2025	2024	2023	2022	2021
Overall satisfaction with The libraries	14%	91%	77%	85%	90%	94%
Overall satisfaction with Makino Pools	7%	88%	81%	85%	89%	93%
Overall satisfaction with Public toilets	7%	83%	76%	81%	87%	89%
A future planned together	6%	63%	57%	61%	62%	-
The services for managing green waste	4%	64%	60%	64%	67%	69%
Financial management	4%	55%	51%	63%	66%	60%
Adequacy of cycleways on our roads	4%	60%	56%	58%	59%	49%
The availability of footpaths and crossing points for mobility scooters and wheelchairs	3%	61%	58%	65%	66%	65%
Parking provisions	3%	77%	74%	75%	79%	82%
How easy it was to make your enquiry or request	3%	82%	79%	64%	66%	70%
How well the stormwater system is maintained	2%	50%	48%	54%	62%	64%
Kerbside rubbish collection	2%	93%	91%	89%	91%	92%
The kerbside recycling services	2%	76%	74%	77%	81%	82%
The road network having enough signage and being easy to navigate	2%	84%	82%	82%	88%	89%
How long it took to resolve the matter	2%	56%	54%	46%	37%	33%
Vision and leadership	2%	68%	66%	67%	74%	72%
You're confident that the District is going in the right direction	2%	74%	72%	74%	82%	-
I feel a sense of connection with my neighbourhood or community	2%	70%	68%	66%	71%	-
Overall performance	2%	69%	67%	70%	77%	81%
The reliability of the water supply	1%	92%	91%	95%	96%	96%
Recycling points or centre	1%	76%	75%	75%	79%	84%
The condition of the roads in your area being to a quality that you expect	1%	60%	59%	61%	68%	69%
The safety of the roads	1%	61%	60%	62%	65%	70%
Overall satisfaction with roads, footpaths, cycle ways	1%	67%	66%	66%	76%	79%
Overall satisfaction with - Community halls	1%	87%	86%	87%	91%	89%
Overall satisfaction with - Sports and events centre	1%	88%	87%	87%	93%	89%

Year-on-year difference

Higher	Significantly higher
Lower	Significantly lower

Trends in Satisfaction (% 6-10)

	% point increase / decrease (2025-2024)	Percentage of respondents satisfied, or very satisfied				
		2025	2024	2023	2022	2021
Infrastructure fit for the future	1%	56%	55%	57%	65%	-
The resolution or outcome achieved	1%	53%	52%	47%	43%	38%
Overall enquiry handled	1%	58%	57%	50%	39%	42%
Trust	1%	61%	60%	65%	70%	64%
How well Council staff understood your request and how they communicated with you	1%	69%	68%	58%	52%	52%
Ability to protect your property from flooding	-	66%	66%	66%	72%	74%
Keeping roads and footpaths free of flooding	-	55%	55%	54%	63%	70%
How well footpaths are maintained	-	66%	66%	68%	69%	71%
Playgrounds	-	90%	90%	93%	90%	94%
Overall satisfaction with - Council owned property e.g. Civic Centre, Council offices	-	91%	91%	89%	93%	96%
Overall satisfaction with council's public facilities	-	85%	85%	86%	89%	93%
Overall value for money	-	45%	45%	52%	56%	68%
Services and facilities	-	74%	74%	75%	80%	83%
Overall reputation	-	70%	70%	72%	76%	79%
The provision of dedicated walkways and other cycle ways around the Manawātū district	-1%	68%	69%	68%	72%	68%
The reliability of the sewage system	-1%	94%	95%	96%	97%	96%
How the Manawātū District Council treats and disposes of sewage	-1%	89%	90%	90%	92%	86%
Transfer station	-1%	72%	73%	74%	76%	82%
Overall satisfaction with waste disposal services	-1%	78%	79%	78%	82%	85%
Sportsgrounds	-1%	89%	90%	93%	94%	95%
Other parks and reserves	-1%	91%	92%	93%	94%	96%
Overall satisfaction with water management	-2%	68%	70%	72%	78%	78%
Satisfaction with Overall communication	-2%	65%	67%	66%	71%	68%
A place to belong and grow	-2%	76%	78%	75%	78%	-
An environment to be proud of	-2%	75%	77%	76%	81%	-
The clarity of the water	-3%	78%	81%	86%	86%	85%

Year-on-year difference

Higher	Significantly higher
Lower	Significantly lower

Trends in Satisfaction (% 6-10)

	% point increase / decrease (2025-2024)	Percentage of respondents satisfied, or very satisfied				
		2025	2024	2023	2022	2021
The odour of the water	-3%	74%	77%	84%	78%	81%
Managing and issuing resource consents	-3%	53%	56%	48%	51%	50%
I am aware that Council is working in partnership with Palmerston North City Council (PNCC) to develop, improve and promote the region's economy	-3%	61%	64%	64%	69%	62%
The information provided being accurate	-3%	61%	64%	52%	45%	50%
Overall quality of your life	-3%	89%	92%	93%	-	-
I am aware that Council is working with, and funding, external agencies to develop, improve and promote the local economy	-4%	56%	60%	61%	66%	61%
I am satisfied with the economic development services	-4%	56%	60%	66%	70%	60%
The taste of the water	-4%	62%	66%	73%	70%	72%
The services for managing general waste using the Manawātū District Council Blue Bag	-4%	75%	79%	80%	81%	84%
Management of loose litter and bins in and around the town	-4%	74%	78%	78%	81%	83%
Overall Outdoor Spaces	-4%	89%	93%	93%	95%	94%
A prosperous, resilient economy	-4%	70%	74%	73%	78%	-
The pressure of the water	-5%	79%	84%	86%	87%	88%
It is easy to find out what Council funding is available	-5%	43%	48%	49%	47%	47%
Rates being fair and reasonable	-5%	40%	45%	48%	54%	57%
The Council is doing a good job growing the district economy	-5%	59%	64%	69%	69%	63%
The ease of making payments	-5%	85%	90%	92%	91%	94%
Overall services and facilities	-6%	76%	82%	79%	84%	89%
Licensing premises such cafes, restaurants and hairdressers	-6%	86%	92%	83%	80%	80%
Providing dog and animal control	-7%	68%	75%	77%	79%	80%
Overall satisfaction with council's regulatory services	-7%	69%	76%	72%	75%	75%
Managing and issuing building consents	-8%	51%	59%	50%	57%	50%
It is easy to access Council funding for my/our events	-8%	40%	48%	52%	52%	37%
Cemetery maintenance	-9%	85%	94%	89%	91%	92%
Managing liquor licensing	-9%	79%	88%	78%	80%	72%
I am satisfied with Community Funding and Development services	-11%	48%	59%	55%	60%	46%

Year-on-year difference

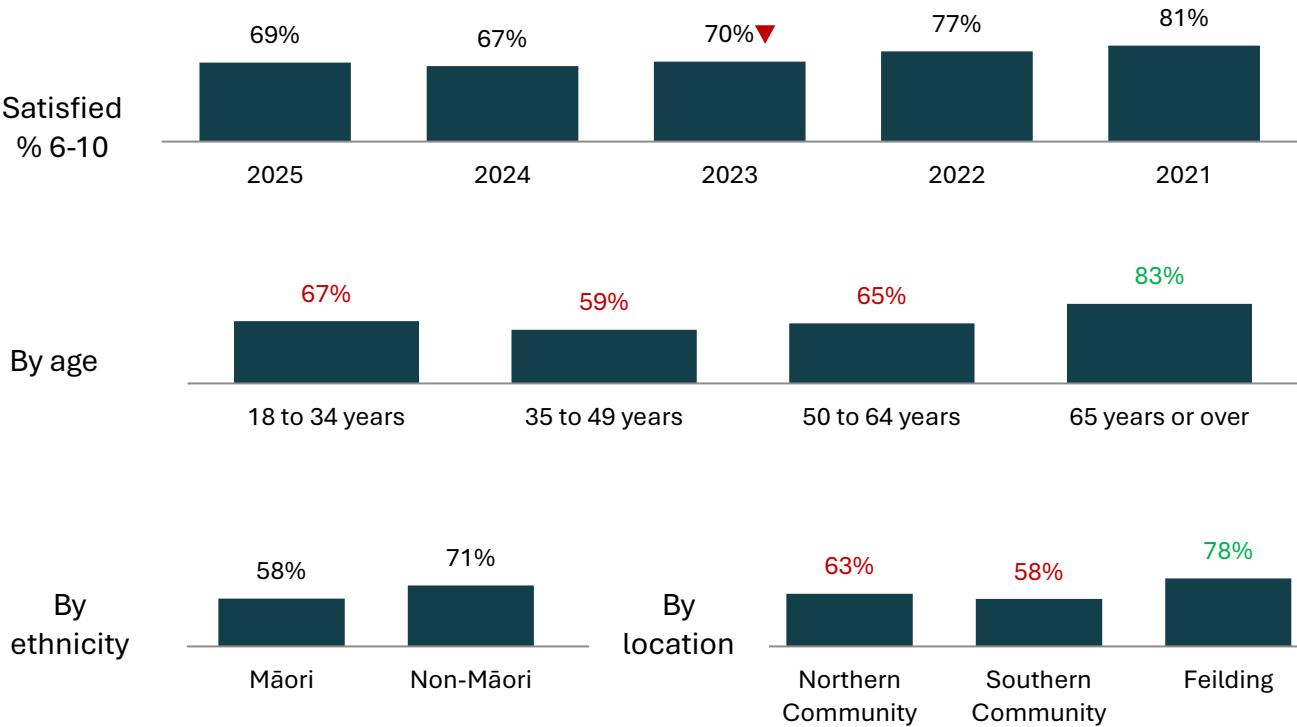
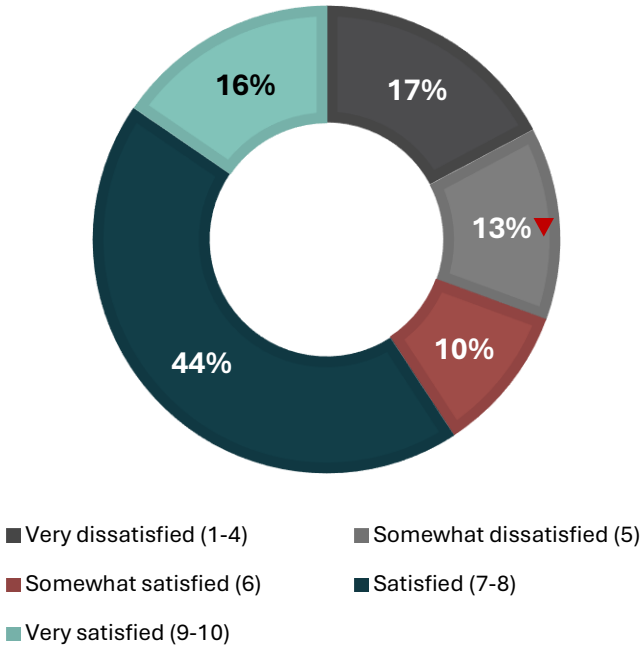
Higher	Significantly higher
Lower	Significantly lower

Key Performance Measures



Overall Satisfaction with Manawatū District Council

- **Overall satisfaction with the Council** has slightly improved by 2% points year on year, from 67% in 2024 to 69% in 2025.
- The proportion of those ‘Somewhat dissatisfied’ (13%) has significantly declined since 2024 (19%).
- Among those who provided a comment, 27% expressed positive views, stating the **Council is doing a good job or that they are satisfied with the Council.**



Notes:

1. OP1. Everything considered, reputation, services and facilities, and value for money, how satisfied are you with the overall performance of the Manawatū District Council? n=387

Year-on-year

▲ Significantly higher

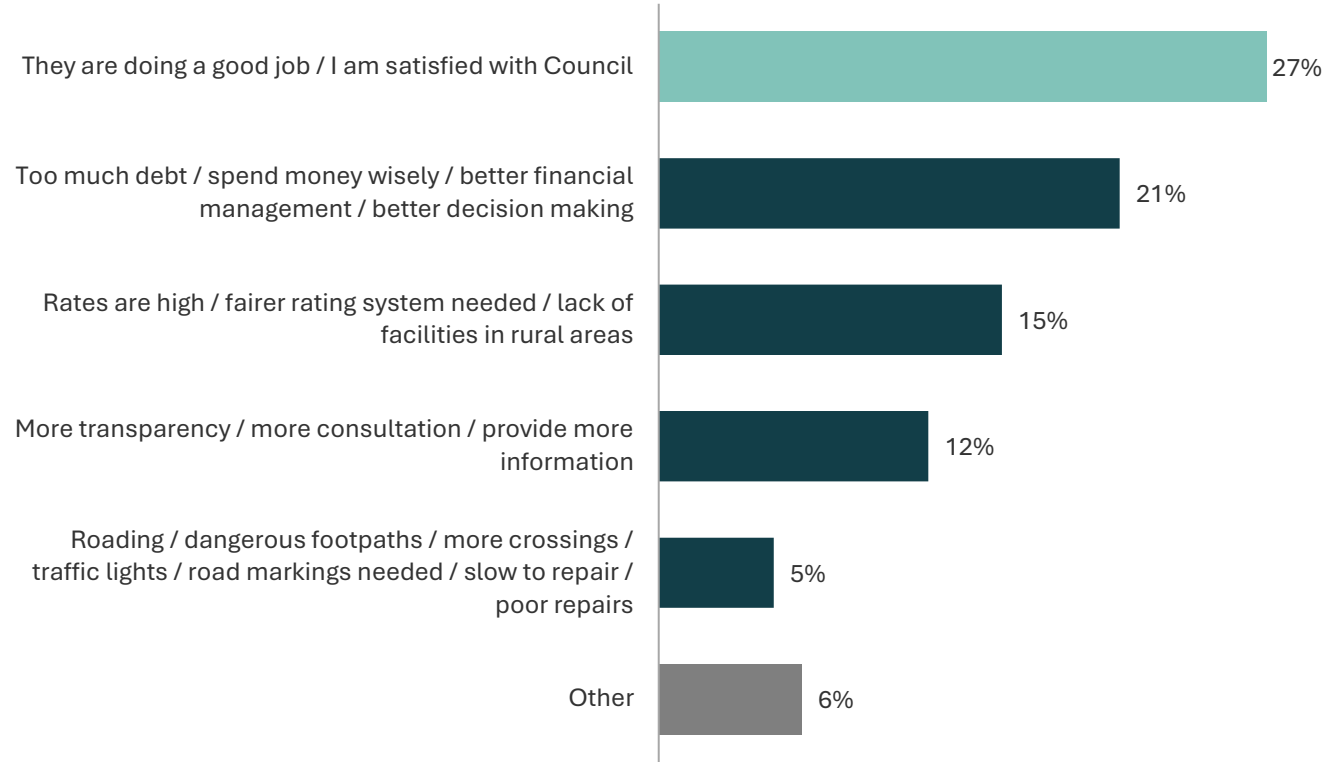
▼ Significantly lower

Between demographics

▲ Significantly higher

▼ Significantly lower

General Comments*



- *Doing a good job in difficult economic and social times.*
- *I believe the MDC does an excellent job.*
- *I find it very easy to make both written and verbal submissions on Manawatu District Council plans and matters. So, thank you Manawatu District Council for what you do in our Feilding community.*
- *A thank you to the councillors and all the staff involved for the work they do.*
- *The Makino pool and new library are great resources for the years to come. The small reserves are well maintained, and love taking my dog for walks. Appreciate the upgrade to the clock in the square. Appreciate putting in time limits for free parking as the number of spaces are not adequate without this. I enjoy the well maintained gardens.*
- *They are all doing a great job and I know that from first hand experience and communications I have had with many of them over the years.*
- *It appears to be operating satisfactorily.*



- *Stick to the basics and cut the waste.*
- *Please watch spending money on things that don't directly impact us at the moment because life it getting expensive for a lot of people at the moment and high rates don't help*
- *I do wonder if we can really afford so many facilities.*
- *Rates need to be low for the next few years so people can survive put some things on the back burner for a while.*
- *There is little evidence of the Council doing anything to reduce rates.*
- *Be more informative on their expenditure of the rates.*
- *Rates are too high.*
- *The wider public needs more communication to appreciate how Councils function.*
- *Listen to the community not just your town folk.*

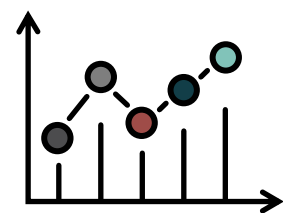
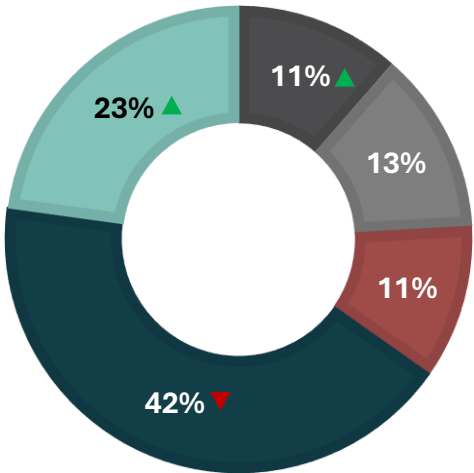
Notes:

1. GEN1. Are there any other comments that you would like to make about the Manawātū District Council? n=110

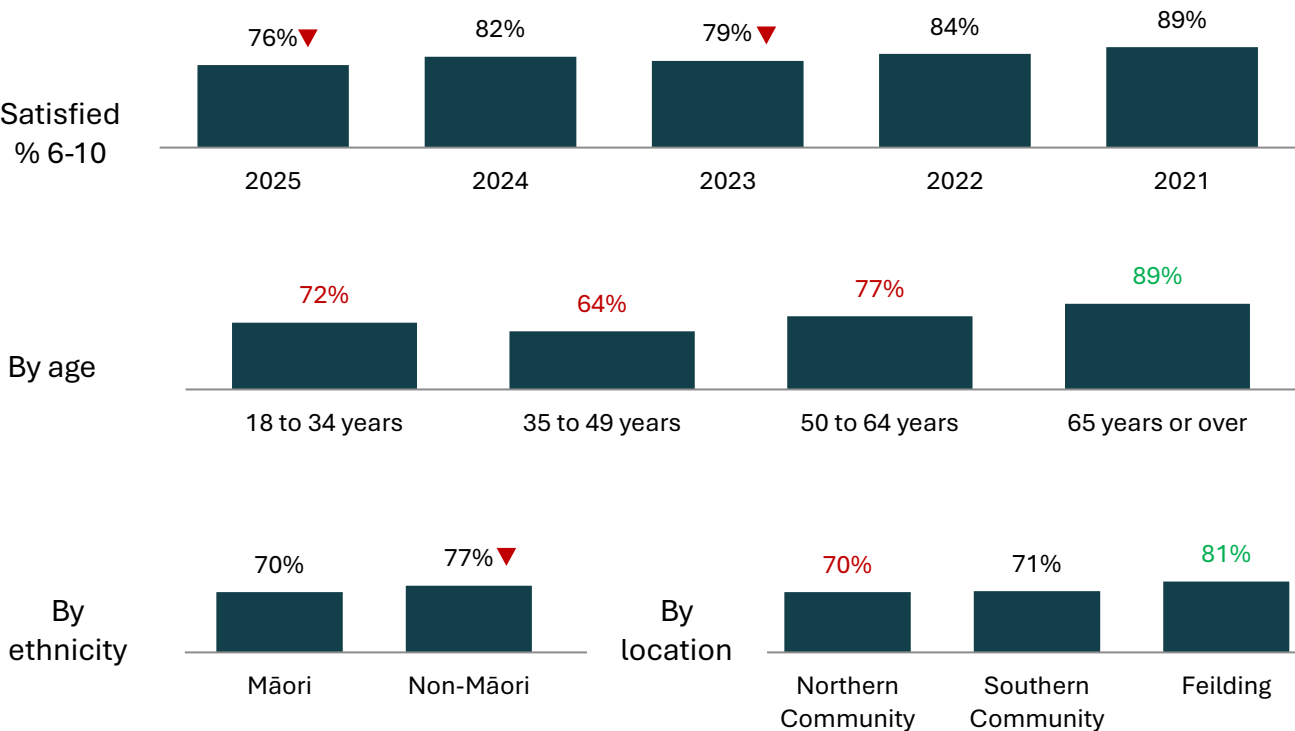
2. *Comments <5% are not shown.

Overall Services and Facilities

- 76% of residents are satisfied with the **Overall services and facilities that Council provides**, illustrating a significant decrease since 2024 (82%).
- Older residents, being those aged 65 years or over (89%), are significantly more likely to be satisfied with **Overall services and facilities** compared to other age groups.



- Very dissatisfied (1-4)
 Somewhat dissatisfied (5)
- Somewhat satisfied (6)
 Satisfied (7-8)
- Very satisfied (9-10)



Notes:

1. OVLSV. When you think of all the services and facilities that Council provides; roads, parks, water reticulation, waste disposal, swimming pools, museums, libraries and so on, and its regulatory services such as animal control, building consents, overall, how satisfied are you with the services and facilities that Council provides? n=428

Year-on-year

▲ Significantly higher

▼ Significantly lower

Between demographics

▲ Significantly higher

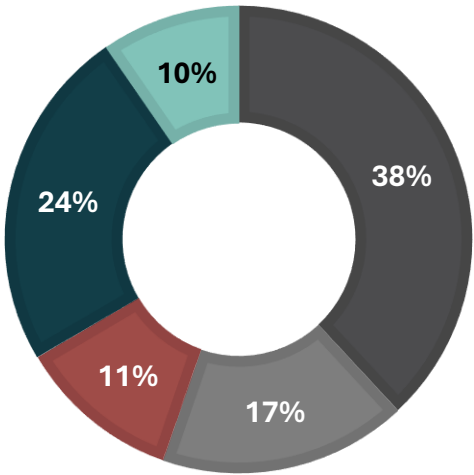
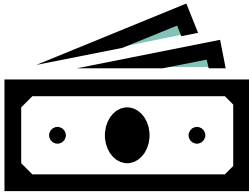
▼ Significantly lower

Value for Money

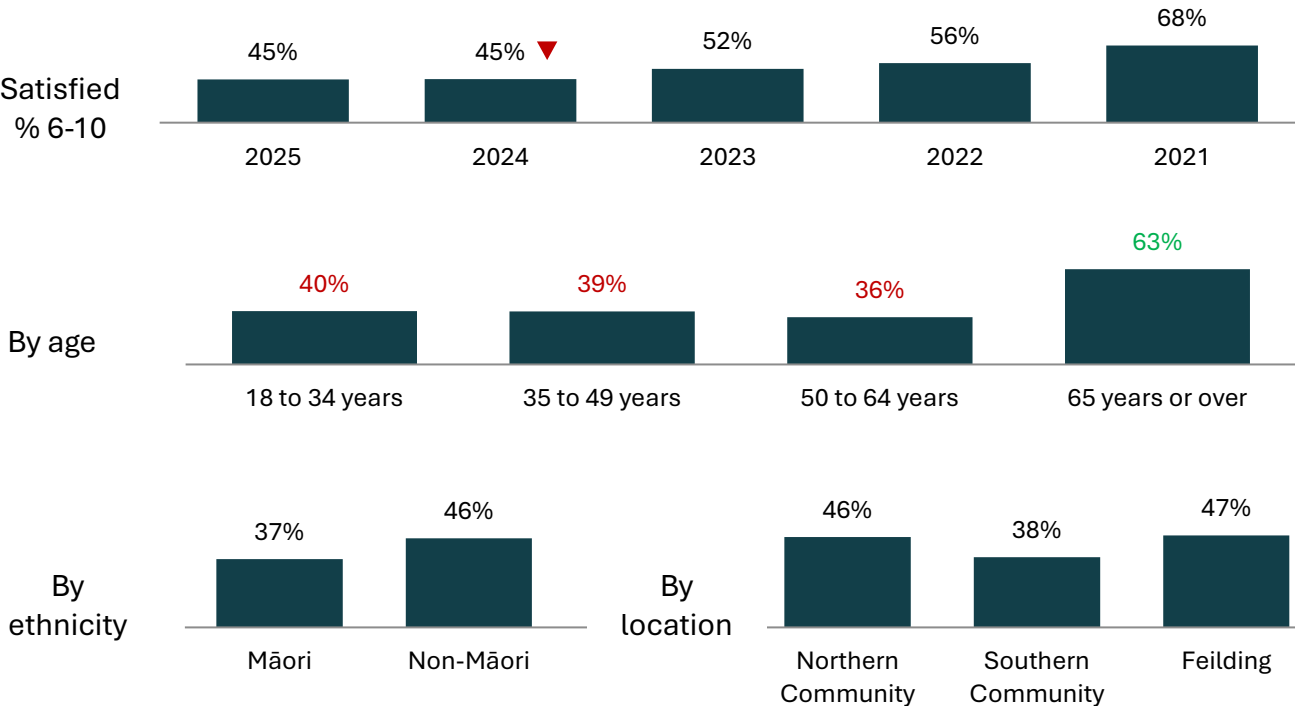


Value for Money

- Overall satisfaction with **Value for money** has remained consistent year on year at 45%.
- Satisfaction is highest with **The ease of making payments**, with 85% of residents expressing satisfaction.
- However, only 40% of ratepayers are satisfied with **Rates being fair and reasonable**, highlighting an opportunity for improvement.



- Very dissatisfied (1-4)
 Somewhat dissatisfied (5)
- Somewhat satisfied (6)
 Satisfied (7-8)
- Very satisfied (9-10)



Notes:

1. VM2. Considering all the services and facilities that the Manawātū District Council provides, overall, how satisfied are you that you receive good value for the money you spend in rates and other fees? n=379

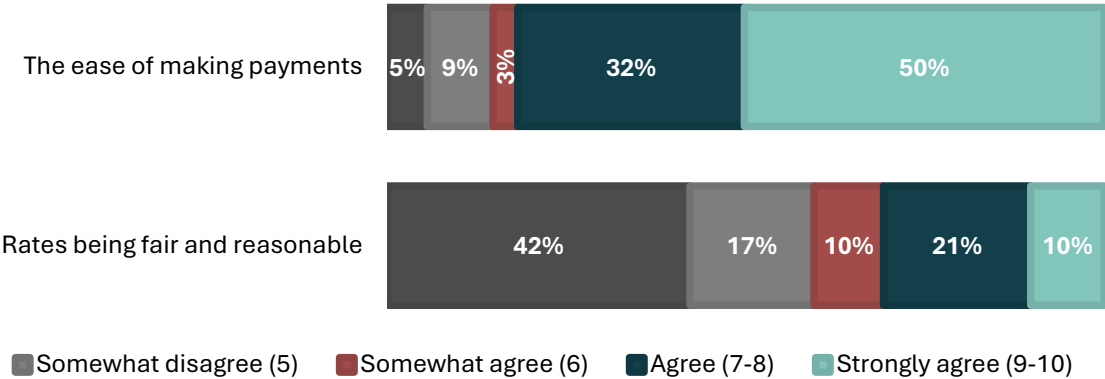
Year-on-year

▲ Significantly higher
 ▼ Significantly lower

Between demographics

▲ Significantly higher
 ▼ Significantly lower

Other Measures Related to Value for Money



Scores with % 6 - 10	2025	2024	2023	2022	2021
The ease of making payments	85%	90%	92%	91%	94%
Rates being fair and reasonable	40%	45%	48%	54%	57%

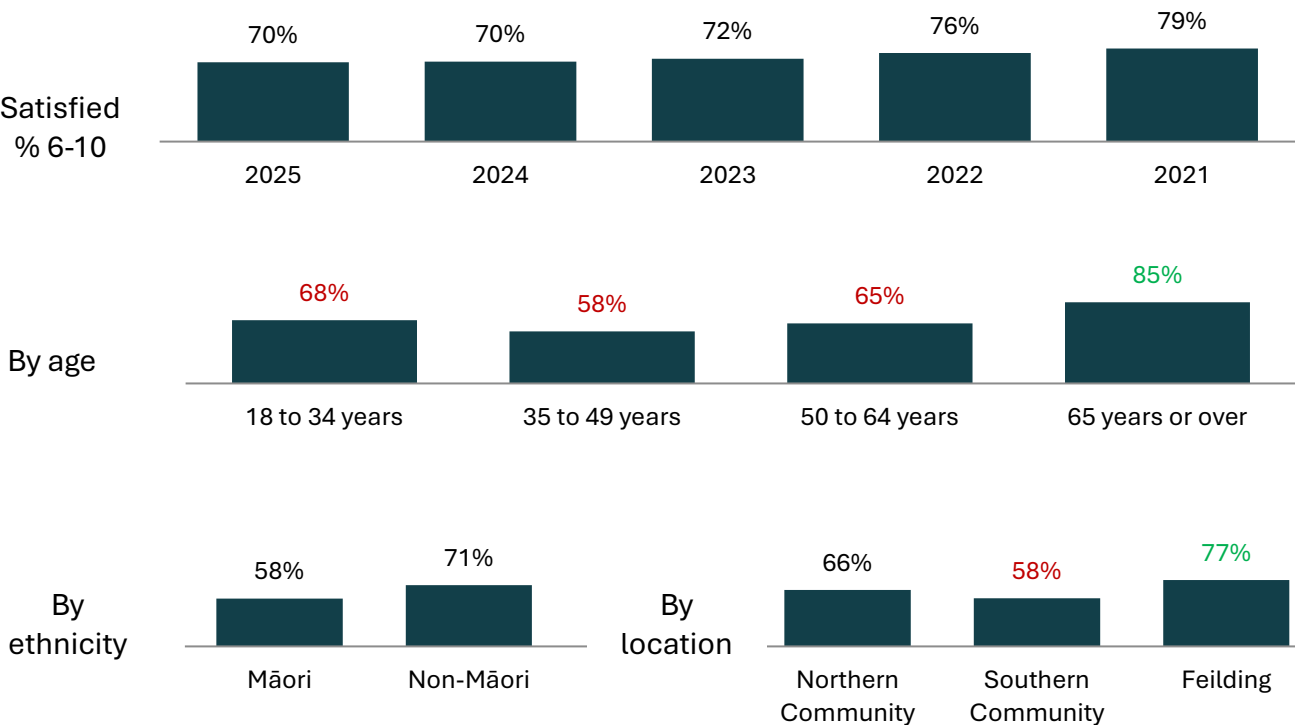
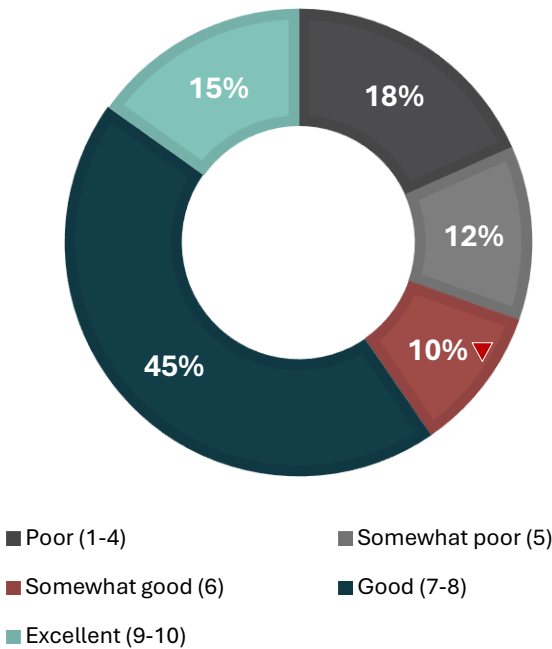
Scores with % 6 – 10 (by ethnicity and location)	Māori	Non-Māori	Northern Community	Southern Community	Feilding
The ease of making payments	79%	86%	83%	86%	86%
Rates being fair and reasonable	26%	42%	43%	39%	40%

Image and Reputation



Overall Reputation

- Residents’ perception of the Council’s **Image and reputation** remains consistently high at 70%.
- Non-Māori residents are more likely to be satisfied with the Council’s **Image and reputation** compared to Māori residents (71% compared to 58%).
- Among all related measures, **Quality of services and facilities** (74%) received the highest rating. In contrast, **Financial management** was rated the lowest at 55% and has been identified by the Council as a key area for improvement.



Notes:

1. REP5. So, considering, leadership, trust, financial management and quality of services provided, how would you rate the Manawātū District Council for its overall reputation? n=357

Year-on-year

▲ Significantly higher

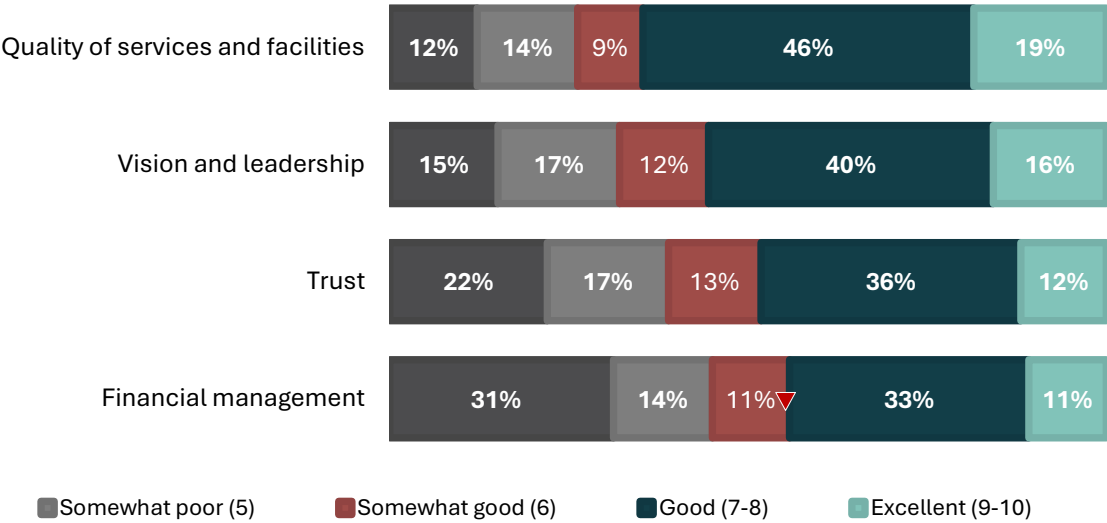
▼ Significantly lower

Between demographics

▲ Significantly higher

▼ Significantly lower

Other Measures Related to Image and Reputation



Scores with % 6 - 10	2025	2024	2023	2022	2021
Quality of services and facilities	74%	74%	75%	80%	83%
Vision and leadership	68%	66%	67% ▼	74%	72%
Trust	61%	60%	65%	70%	64%
Financial management	55%	51% ▼	63%	66%	60%

Scores with % 6 – 10 (by ethnicity and location)	Māori	Non-Māori	Northern Community	Southern Community	Feilding
Quality of services and facilities	68%	75%	72%	58%	81%
Vision and leadership	63%	69%	66%	58%	73%
Trust	47%	63%	53%	50%	70%
Financial management	38%*	57%	45%	46%	64%

Notes:

1. REP1. ...how would you rate the Council for its vision and leadership? n=309

2. REP2. Overall, how would you rate the Council in terms of the trust you have in them? n=338

3. REP3. How would you rate the Council overall for its financial management? n=286

4. REP4. ...how would you rate them for the quality of the services and facilities they provide? n=379

Year-on-year

▲ Significantly higher

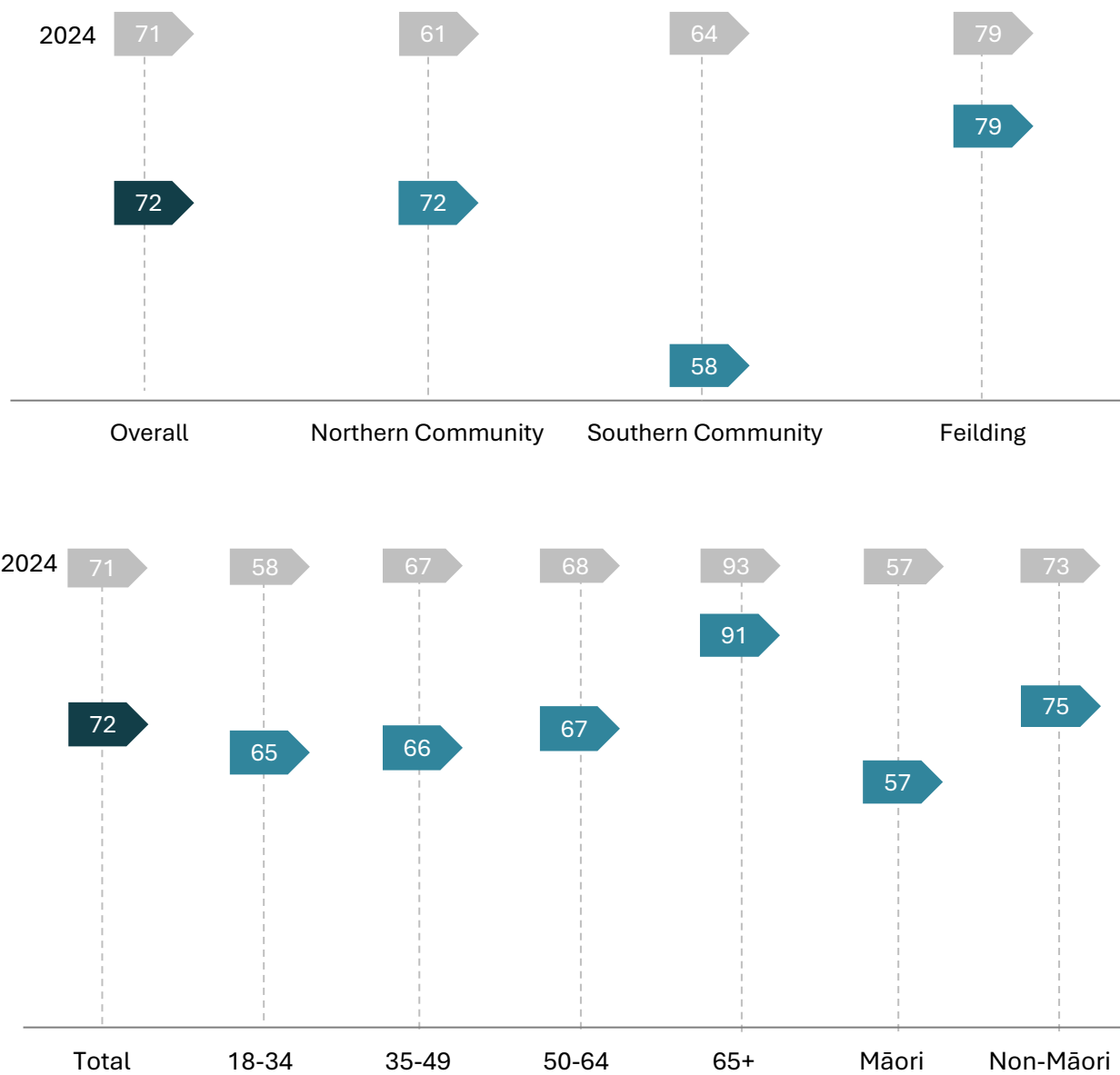
▼ Significantly lower

Between demographics

Significantly higher

Significantly lower

Reputation Benchmark



- The Council’s reputation score remains within the ‘Acceptable’ range at +72, showing a slight improvement of 1 point from +71 in 2024.
- Residents in the Feilding area (+79) and those aged 65 or over (+91) register the highest reputation scores compared to residents in other locations and age groups. The score among older residents falls within the ‘Excellent’ benchmark range.

Notes:

1. REP5. So, considering, leadership, trust, financial management and quality of services provided, how would you rate the Manawatū District Council for its overall reputation? n=357

2. The benchmark is calculated by rescaling the overall reputation measure to a new scale between -50 and +150 to improve granularity for the purpose of benchmarking.

Key:

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

Year-on-year

▲ Significantly higher

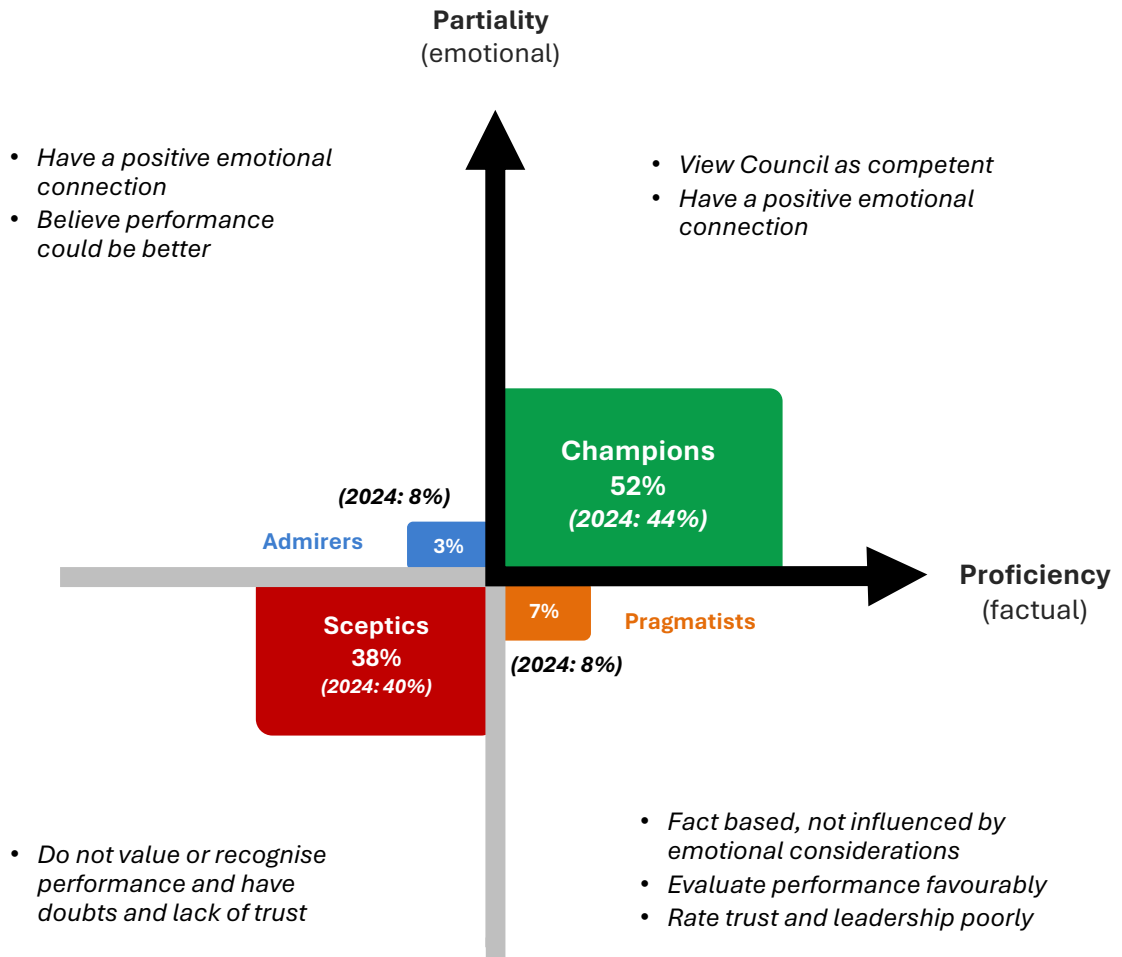
▼ Significantly lower

Between demographics

▲ Significantly higher

▼ Significantly lower

Reputation Profile



- Just over half (52%) of residents are identified as 'Champions'. These residents are, overall, satisfied with Council's performance, have trust in the leadership team, and support their decision-making.
- Residents aged 65 or above are most likely to be classified as 'Champions' (65%) compared to other demographic groups.
- The second largest group of residents are classified as 'Sceptics' (38%). This is the group that are the least supportive of the Council. They do not perceive Council as being trustworthy, and disagree with the leadership and financial decisions.
- 'Pragmatists' (7%) are the group that mostly approves of the Council's decision-making; however, they lack trust and often are not satisfied with leadership performance.
- 3% of the District's residents are classified as 'Admirers'. This group might not support all of Council's decisions, but overall, they trust that Council is acting in the best interests of the District.

Notes:

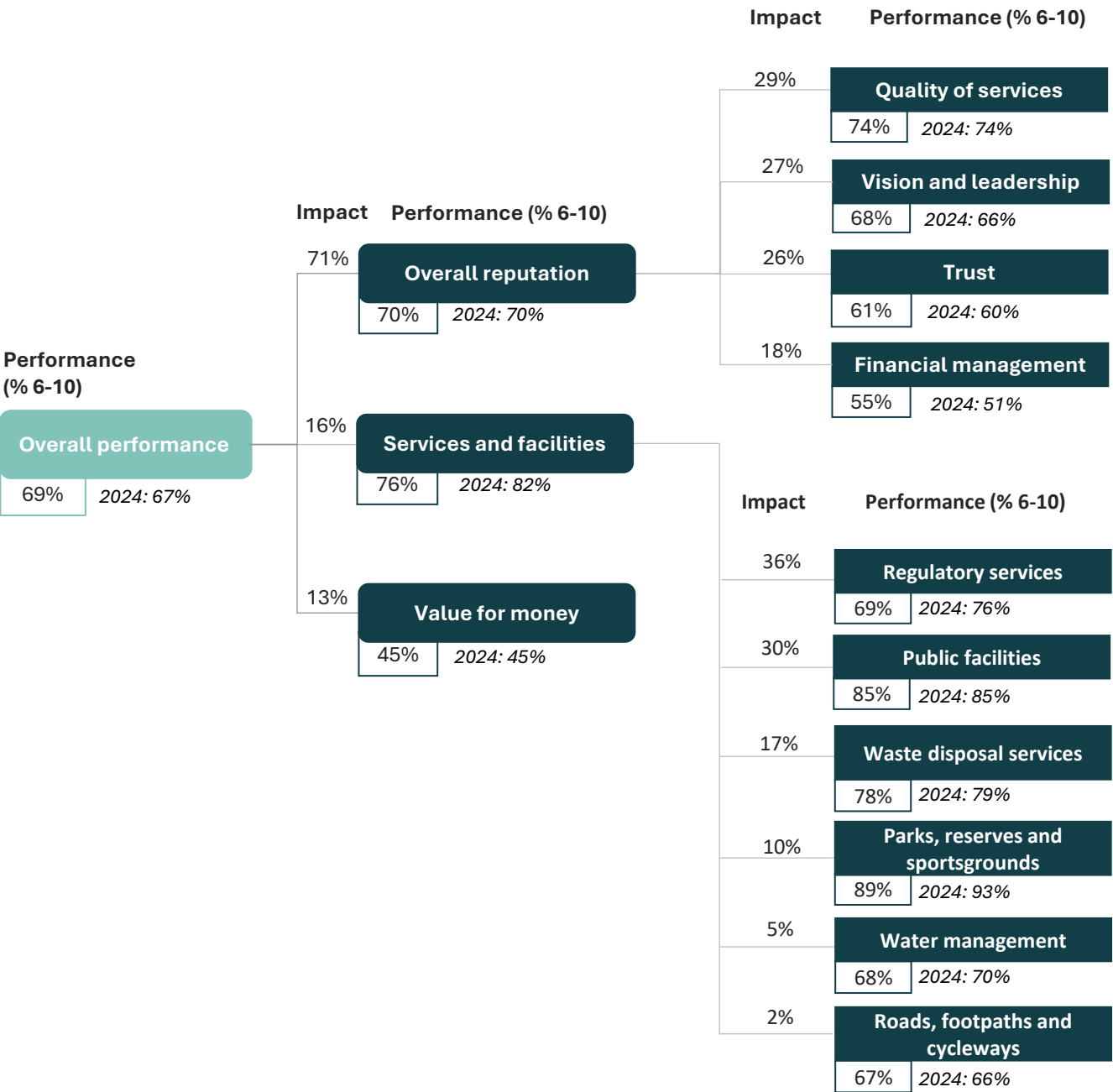
- Segments have been determined using the results from a set of five overall level questions
- REP1. ...how would you rate the Council for its vision and leadership? n=309
- REP2. Overall, how would you rate the Council in terms of the trust you have in them? n=338
- REP3. How would you rate the Council overall for its financial management? n=286
- REP4. ...how would you rate them for the quality of the services and facilities they provide? n=379
- REP5. So, considering, leadership, trust, financial management and quality of services provided, how would you rate the Manawātū District Council for its overall reputation? n=357
- Excludes don't know response

Priorities and Opportunities



Drivers of Perception of Manawatū District Council’s Performance

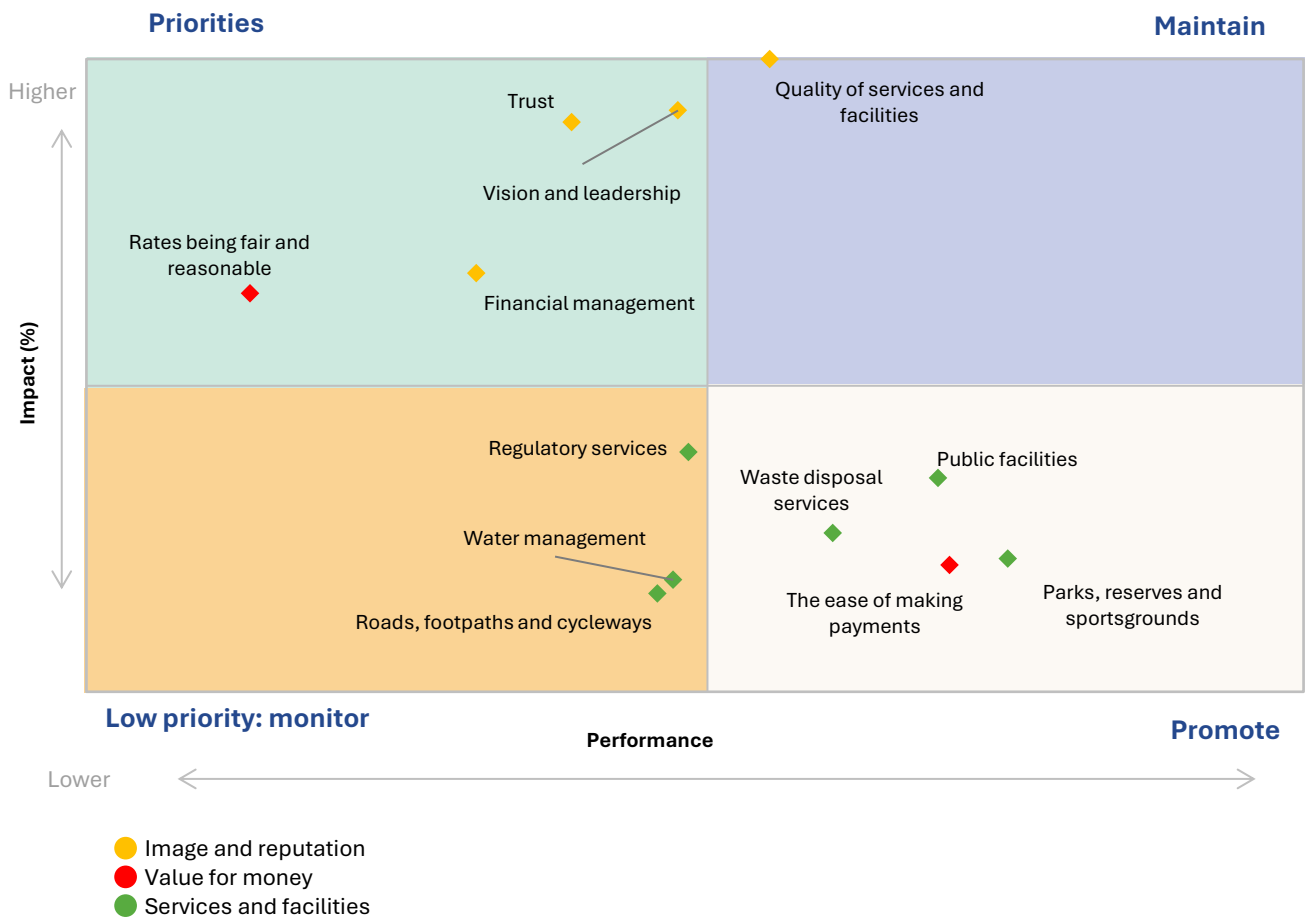
- Perceptions of the Council’s **Image and reputation** remain the strongest driver (71%) of the overall performance of the Council.
- Within **Image and Reputation**, **Quality of services** (29%) is the strongest driver, followed closely by perceptions of **Vision and leadership** (27%).



NOTES:
1. Excludes ‘Don’t know’ responses

Year-on-year
▲ Significantly higher
▼ Significantly lower

Opportunities and Priorities - Overall measures



The key aspects for improvement reflect financial concerns and perceptions. These include:

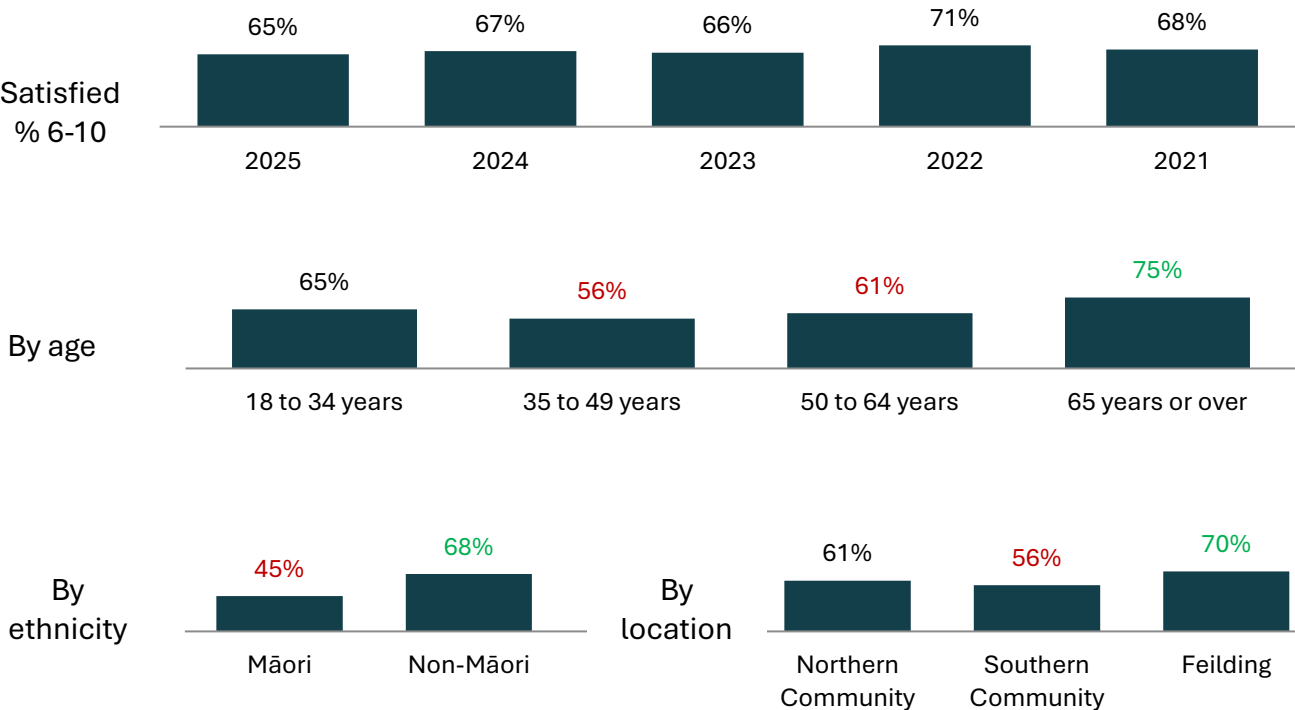
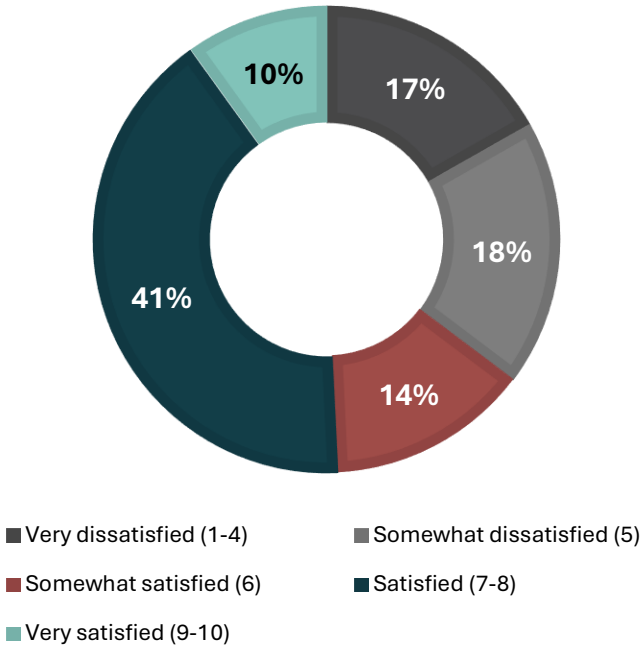
- ***Rates being fair and reasonable***, which speaks to value for money
- ***Financial management***, which is closely tied to trust in how Council uses resources
- ***Trust***
- ***Vision and leadership***

Communication and Engagement



Overall Communication

- Perceptions of how well the Council keeps the public informed remain relatively consistent, with 65% satisfied, a slight decrease of 2% points from 67% in 2024.
- Residents most commonly rely on **Facebook** (26%) for information about the Manawatū District, followed by **Flyers that come with letters or rates notices** (19%). **Flyers** are also the most preferred way to stay up to date with Council activities (29%) and to engage in consultation (37%).



Notes:

1. CM4. How would you rate council for keeping the public informed? n=401

Year-on-year

▲ Significantly higher

▼ Significantly lower

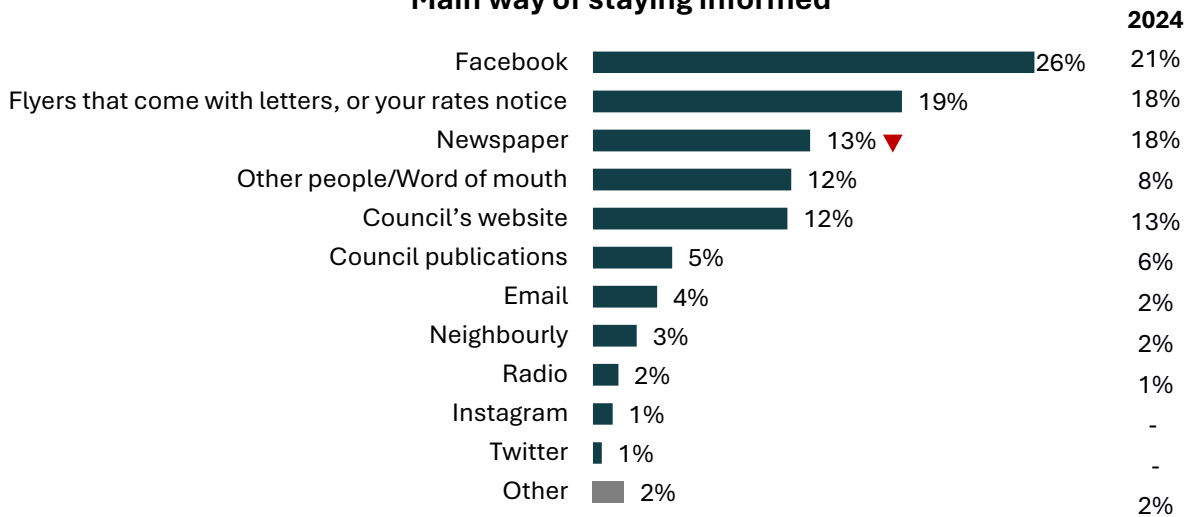
Between demographics

▲ Significantly higher

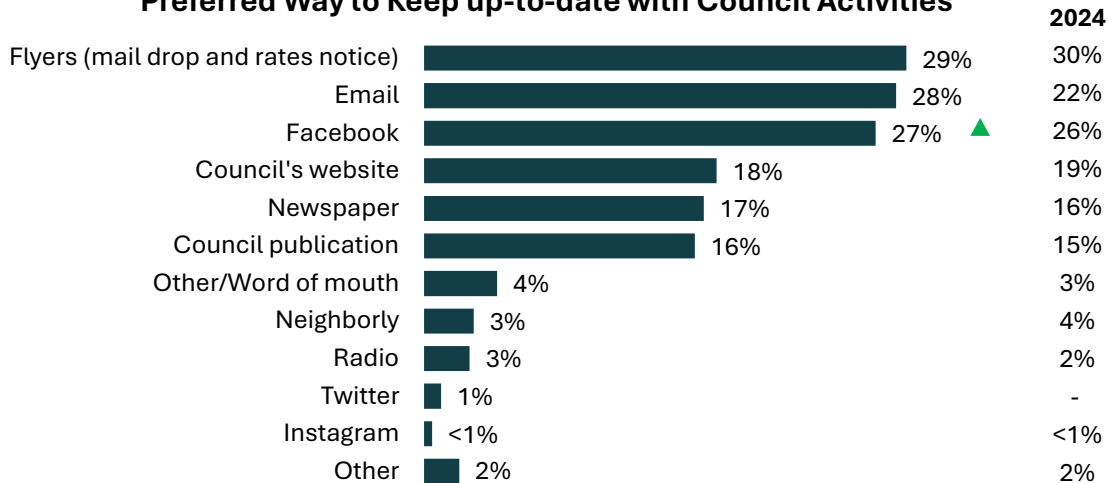
▼ Significantly lower

Communications

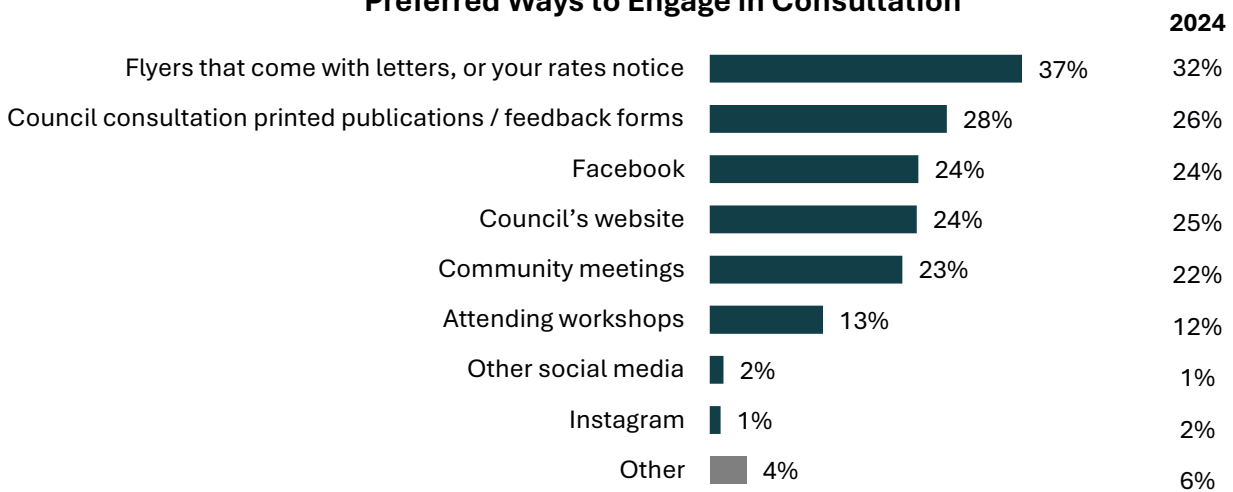
Main way of staying informed



Preferred Way to Keep up-to-date with Council Activities



Preferred Ways to Engage in Consultation



Year-on-year

▲ Significantly higher
▼ Significantly lower

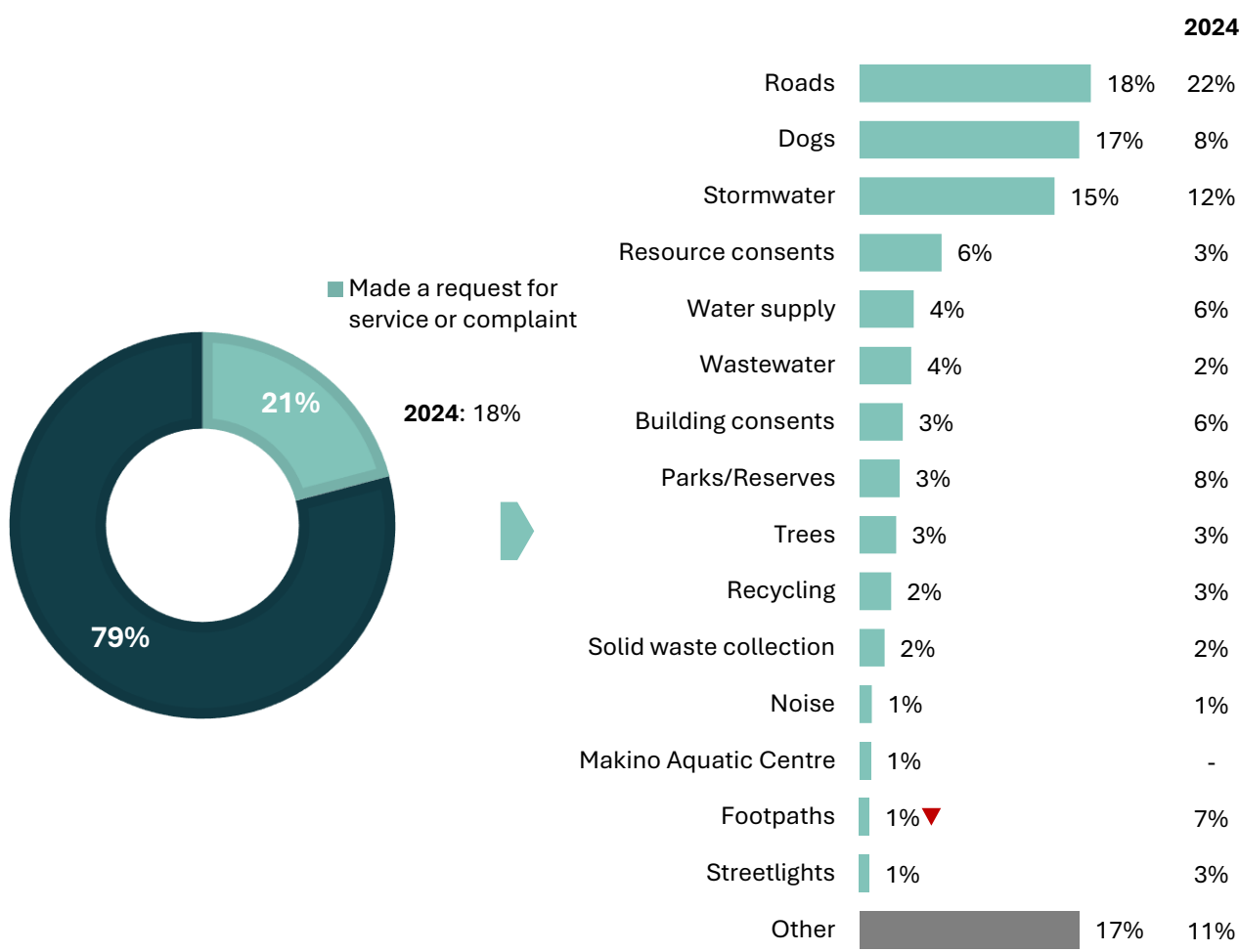
- Notes:
- CM1. Which of the following do you most rely on for information about the Manawātū District Council? n=459
 - CM2. How would you prefer to receive information about Manawātū District Council? n=450
 - CM3. Thinking about when Council wants your input to decisions, how would you prefer to engage in the process? n=447

Council Interaction



Council Interaction

- Just over two in ten residents (21%) contacted the Council in the past 12 months to make a request for service or lodge a complaint.
- Among those who made contact, the most common topics were **Roads** (18%), **Dogs** (17%), and **Stormwater** (15%).



Notes:

1. RS1. Have you made a request for service or complaint about a Council service during the past 12 months? n=411

2. RS2. Thinking about you most recent request or complaint, what did it relate to? n=92

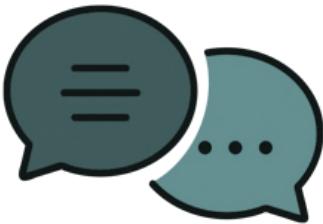
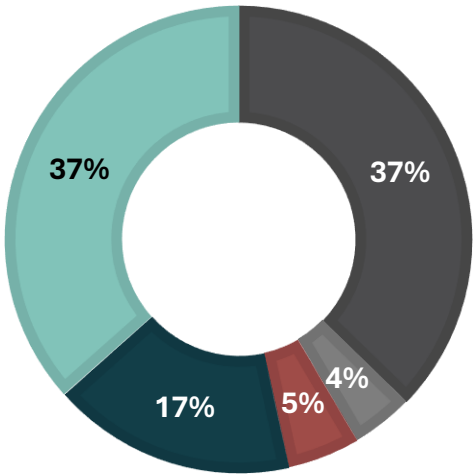
Year-on-year

▲ Significantly higher

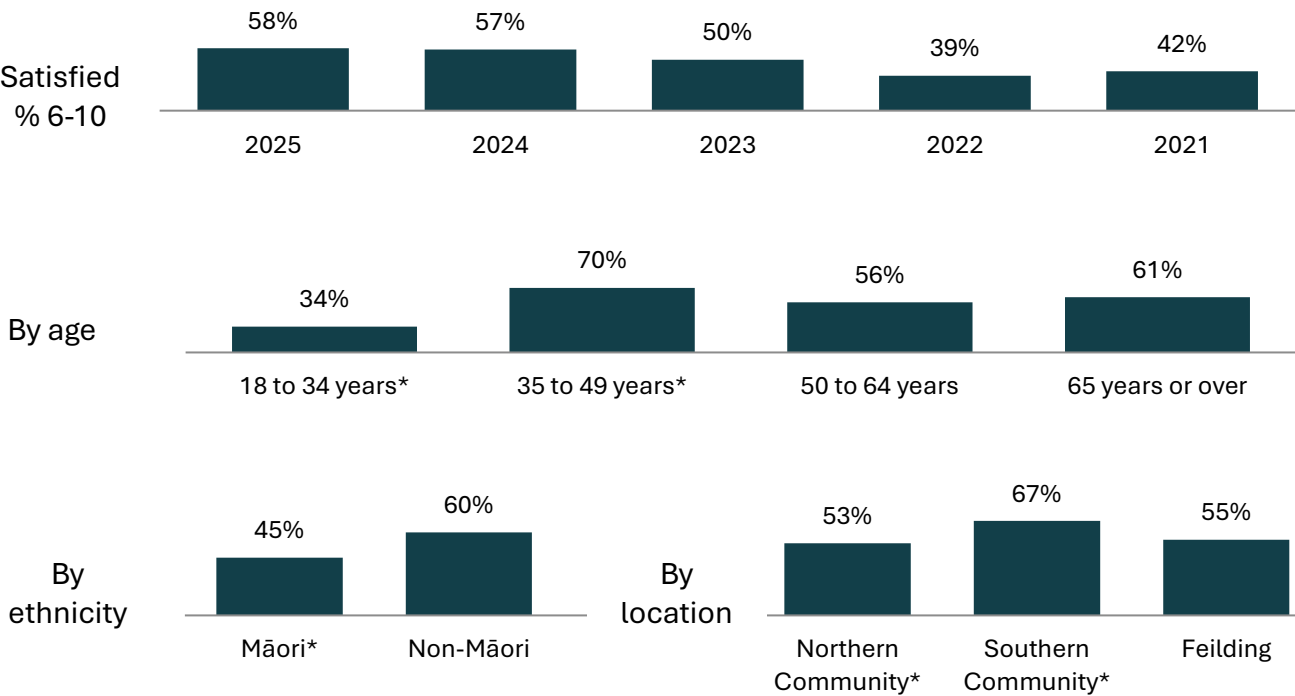
▼ Significantly lower

Overall Enquiry Handling

- Nearly six in ten residents (58%) who contacted the Council are satisfied with **How their enquiry was handled overall**, on par with results from the previous year (57%).
- Most of those who made contact are satisfied with **How easy it was to make an enquiry or request** (82%).



- Very dissatisfied (1-4)
 Somewhat dissatisfied (5)
- Somewhat satisfied (6)
 Satisfied (7-8)
- Very satisfied (9-10)



Notes:

- RS3_F. How would you rate Council overall for how well they handled your enquiry? n=89
- *Caution: Small sample size (n<30). Results are indicative only.

Year-on-year

▲ Significantly higher

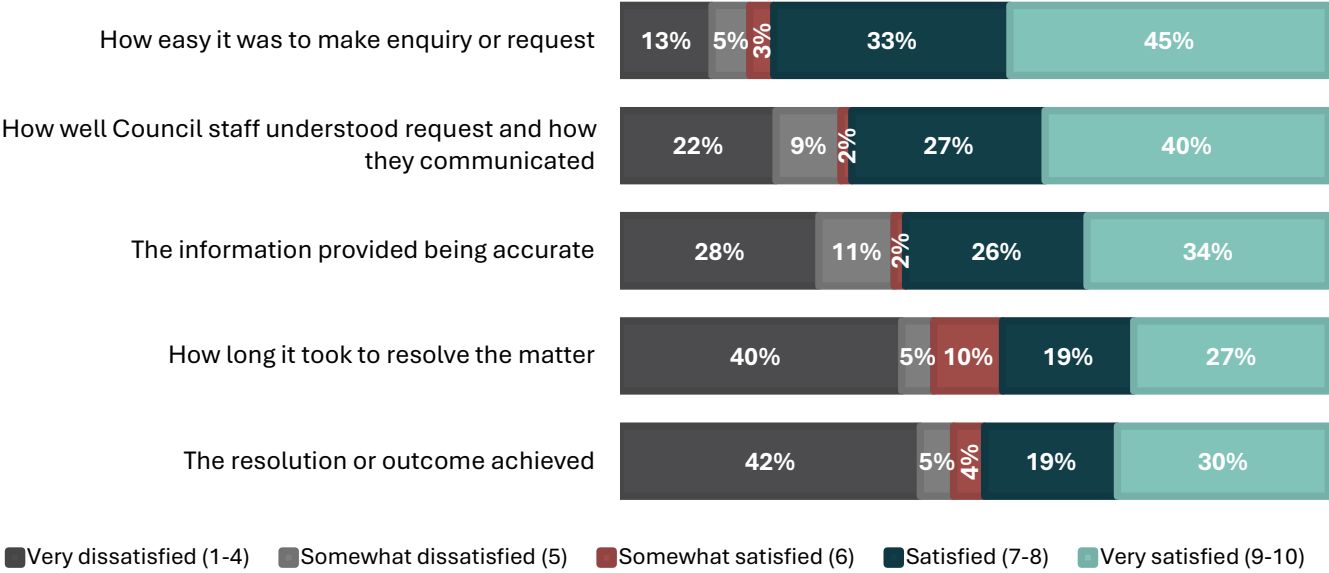
▼ Significantly lower

Between demographics

▲ Significantly higher

▼ Significantly lower

Enquiry Handling (continued)



Scores with % 6-10	2025	2024	2023	2022	2021
How easy it was to make enquiry or request	82%	79%▲	64%	66%	70%
How well Council staff understood request and how they communicated	69%	68%	58%	52%	52%
The information provided being accurate	61%	64%	52%	45%	50%
How long it took to resolve the matter	56%	54%	46%	37%	33%
The resolution or outcome achieved	53%	52%	47%	43%	38%

Scores with % 6-10	Māori*	Non-Māori	Northern Community*	Southern Community*	Feilding
How easy it was to make enquiry or request	58%	84%	69%	84%	88%
How well Council staff understood request and how they communicated	48%	71%	62%	73%	70%
The information provided being accurate	48%	63%	54%	66%	63%
How long it took to resolve the matter	40%	57%	45%	65%	55%
The resolution or outcome achieved	48%	53%	46%	64%	49%

- Notes:
- RS3. Thinking back to your most recent request, how would you rate your satisfaction with each of the following?
 - How easy it was to make your enquiry or request n=89
 - How long it took to resolve the matter n=86
 - The information provided being accurate n=82
 - How well Council staff understood your request and how they communicated with you n=87
 - The resolution or outcome achieved n=86
 - *Caution: Small sample size (n<30). Results are indicative only.

Year-on-year

Between demographics

▲ Significantly higher

▼ Significantly lower

Significantly higher

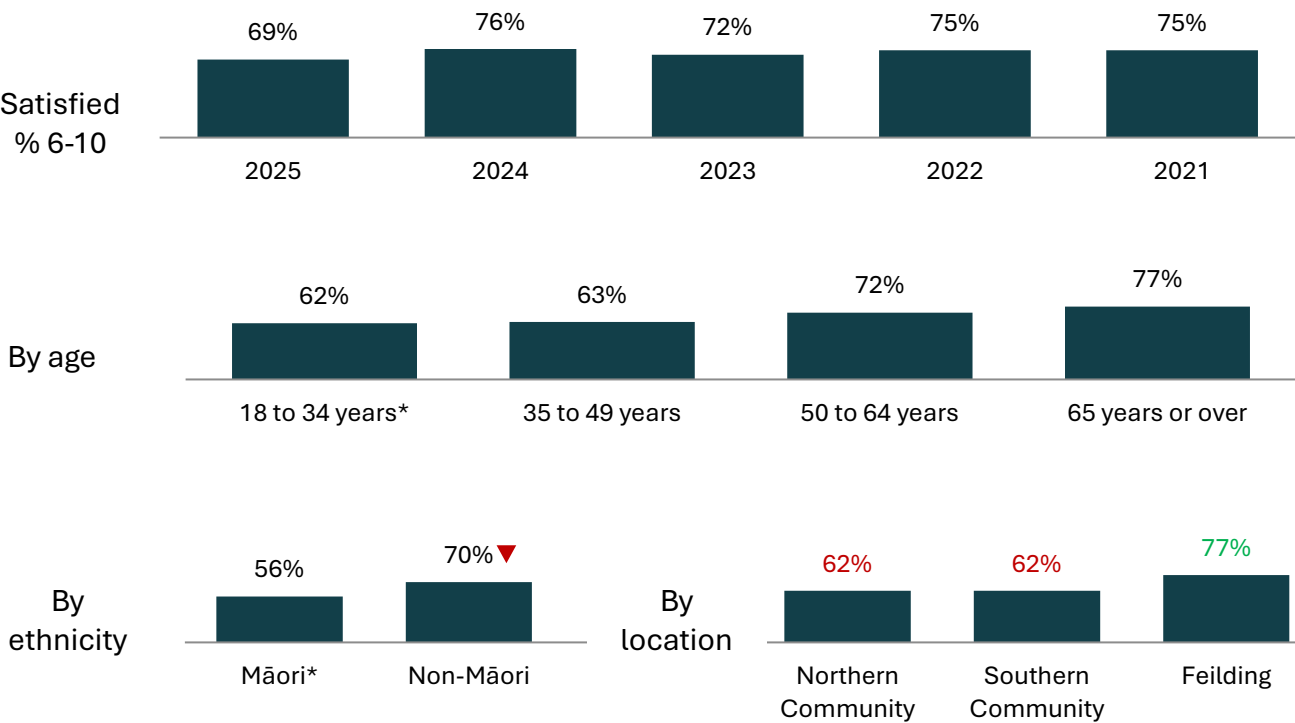
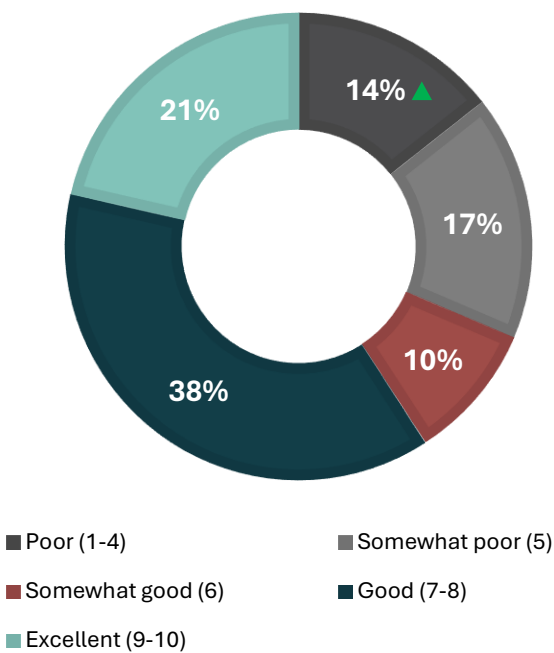
Significantly lower

Regulatory Services



Overall Regulatory Services

- Satisfaction with **Overall regulatory services** has declined to 69%, a decrease of 7% points from 76% in 2024.
- The proportion of residents who rated the service as ‘Poor’ has significantly increased from 8% to 14% year on year.
- Among all regulatory services, residents who have had direct involvement or contact with Council in relation to a **Resource consent** (53%) or a **Building consent** (51%) are the least likely to be satisfied with the service they received.



Notes:

- OS4. And how would you rate the Manawātū District Council overall for how well it provides these types of regulatory services? n=219
- *Caution: Small sample size (n<30). Results are indicative only.

Year-on-year

▲ Significantly higher

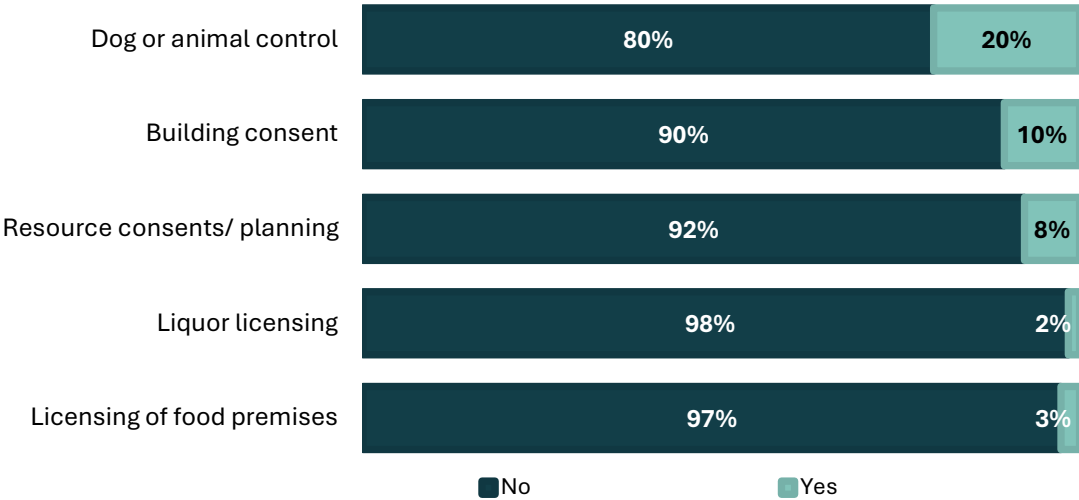
▼ Significantly lower

Between demographics

▲ Significantly higher

▼ Significantly lower

Involvement with Regulatory Services



% Involved	2025	2024	2023	2022	2021
Dog or animal control	20%	18%	14%	17%	17%
Building consent	10%	9%	11%	12%	14%
Resource consents/ planning	8%	7%	10%	8%	9%
Liquor licensing	2%	2%	2%	1%	3%
Licensing of food premises	3%	2%	3%	1%	2%

% Involved	Māori	Non-Māori	Northern Community	Southern Community	Feilding
Dog or animal control	18%	21%	15%	33%▲	18%
Building consent	7%	11%	17%	15%	5%
Resource consents/ planning	2%	9%	14%	8%	4%
Liquor licensing	3%	1%	3%	-	1%
Licensing of food premises	4%	2%	3%	1%	3%

Notes:

1. OS1. Council also provides a range of other services. In the last year have you had any direct involvement or contact with Council in relation to any of the following? n=458

Year-on-year

▲ Significantly higher

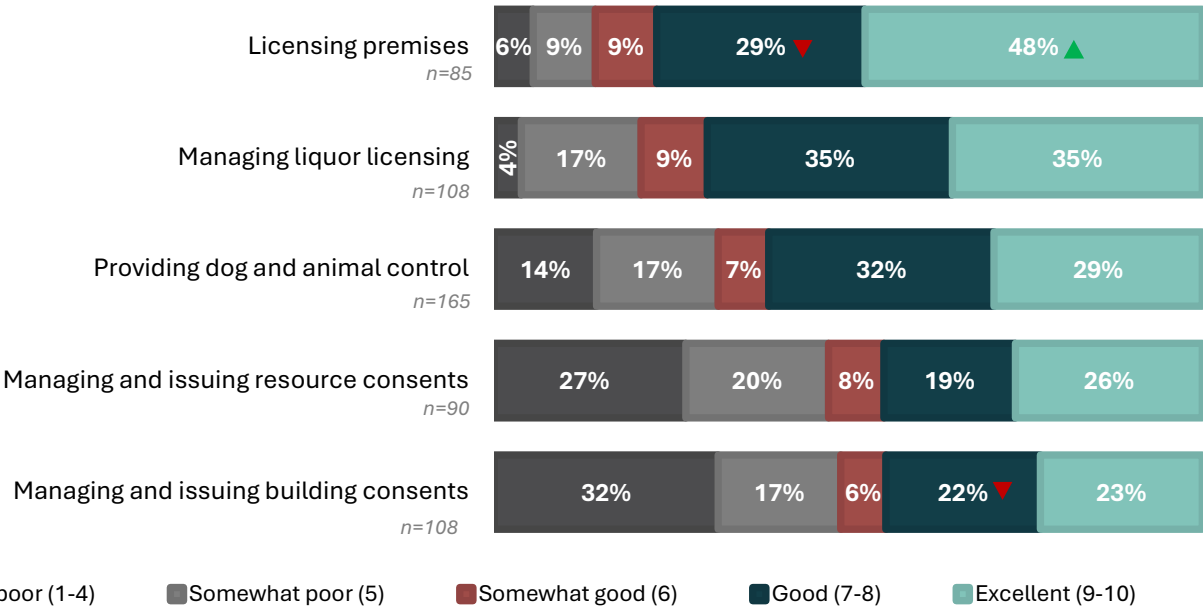
▼ Significantly lower

Between demographics

Significantly higher

Significantly lower

Satisfaction with Regulatory Services



Scores with % 6-10	2025	2024	2023	2022	2021
Licensing premises	86%	92%	83%	80%	80%
Managing liquor licensing	79%	88%	78%	80%	72%
Providing dog and animal control	68%	75%	77%	79%	80%
Managing and issuing resource consents	53%	56%	48%	51%	50%
Managing and issuing building consents	51%	59%	50%	57%	50%

Notes:

1. OS2. Based on your experience and impressions, how would you rate the council’s performance in providing each of these services?

Year-on-year

▲ Significantly higher

▼ Significantly lower

Between demographics

Significantly higher

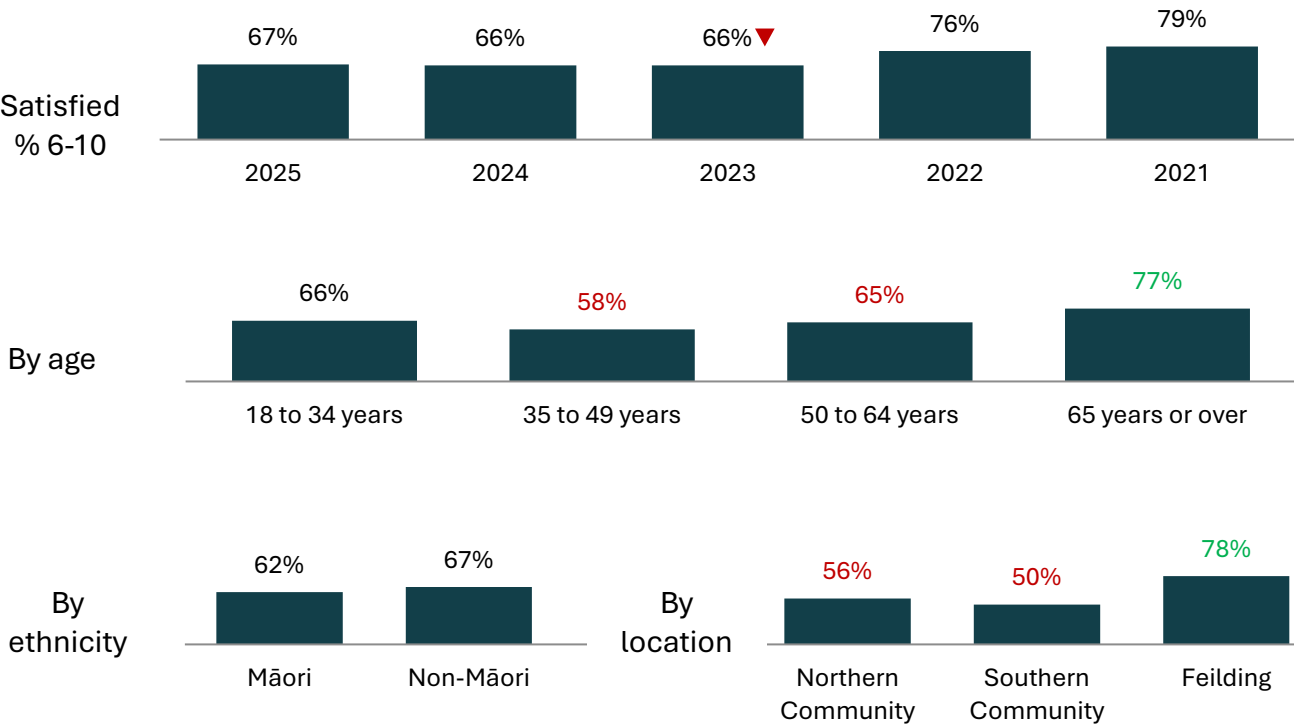
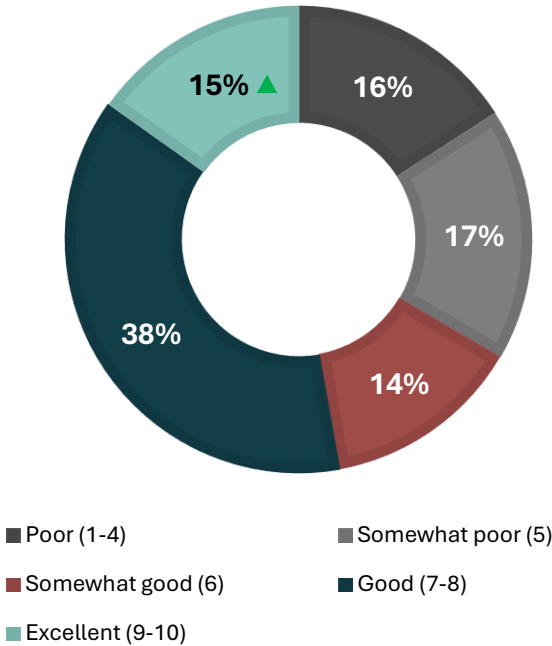
Significantly lower

Roads, Footpaths, and Cycleways



Overall Roads, Footpaths, and Cycleways

- Residents’ perceptions of the **Overall roads, footpaths, and cycleways** (67%) is consistent with the results from 2024 (66%).
- The proportion of residents who rated this as ‘Excellent’ has significantly increased since 2024, from 11% to 15%.
- Residents in Feilding (78%) are significantly more likely to be satisfied than those in the Northern (56%) and Southern communities (50%).
- With exception of **The provision of dedicated walkways and other cycle ways**, all related measures have improved year on year.



Notes:

1. RF3. Overall, how satisfied are you with the roads, cycle ways, footpaths, and walkways around the Manawātū district? n=448

Year-on-year

▲ Significantly higher

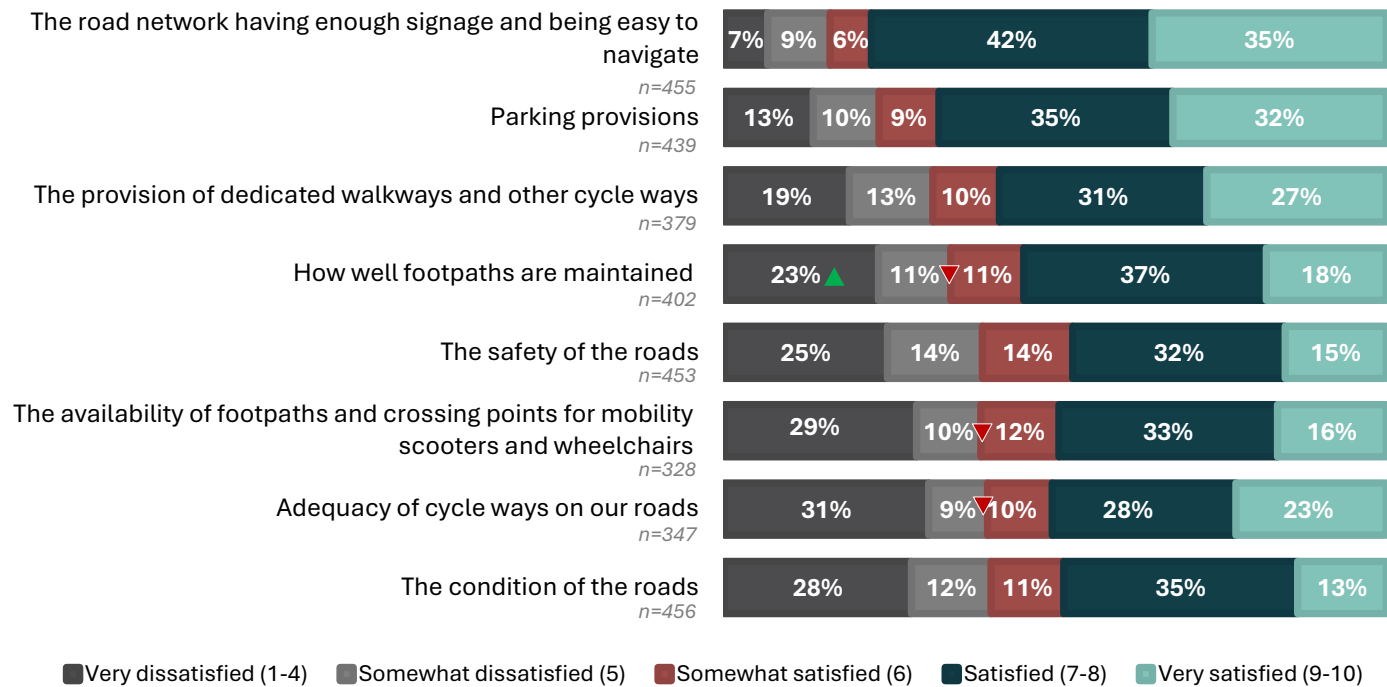
▼ Significantly lower

Between demographics

▲ Significantly higher

▼ Significantly lower

Other Measures Related to Roads, Footpaths and Cycleways



Scores with % 6-10	2025	2024	2023	2022	2021
The road network having enough signage and being easy to navigate	84%	82%	82%▼	88%	89%
Parking provisions	77%	74%	75%	79%	82%
The provision of dedicated walkways and other cycle ways	68%	69%	68%	72%	68%
How well footpaths are maintained	66%	66%	68%	69%	71%
The safety of the roads	61%	60%	62%	65%	70%
The availability of footpaths and crossing points for mobility scooters and wheelchairs	61%	58%▼	65%	66%	65%
Adequacy of cycle ways on our roads	60%	56%	58%	59%	49%
The condition of the roads	60%	59%	61%▼	68%	69%

Notes:

1. RF1. Still using the 1 to 10 scale where 1 means ‘very dissatisfied’ and 10 means ‘very satisfied’, how would you rate your overall satisfaction with each of the following?

Year-on-year

▲ Significantly higher

▼ Significantly lower

Between demographics

Significantly higher

Significantly lower

Page 38

Other Measures Related to Roads, Footpaths and Cycleways (continued)

Scores with % 6-10	Māori	Non-Māori
The road network having enough signage and being easy to navigate	82%	84%
Parking provisions	69%	78%
The provision of dedicated walkways and other cycle ways	59%	70%
How well footpaths are maintained	63%	66%
The safety of the roads	61%	61%
The availability of footpaths and crossing points for mobility scooters and wheelchairs	60%	61%
Adequacy of cycle ways on our roads	48%	62%
The condition of the roads	57%	60%

Scores with % 6-10	Northern Community	Southern Community	Feilding
The road network having enough signage and being easy to navigate	77%	77%	90%
Parking provisions	72%	74%	80%
The provision of dedicated walkways and other cycle ways	60%	57%	77%
How well footpaths are maintained	63%	47%	73%
The safety of the roads	46%	55%	71%
The availability of footpaths and crossing points for mobility scooters and wheelchairs	54%	35%	74%
Adequacy of cycle ways on our roads	44%	39%	76%
The condition of the roads	45%	48%	72%

Notes:

1. RF1. Still using the 1 to 10 scale where 1 means ‘very dissatisfied’ and 10 means ‘very satisfied’, how would you rate your overall satisfaction with each of the following?

Year-on-year

▲ Significantly higher

▼ Significantly lower

Between demographics

Significantly higher

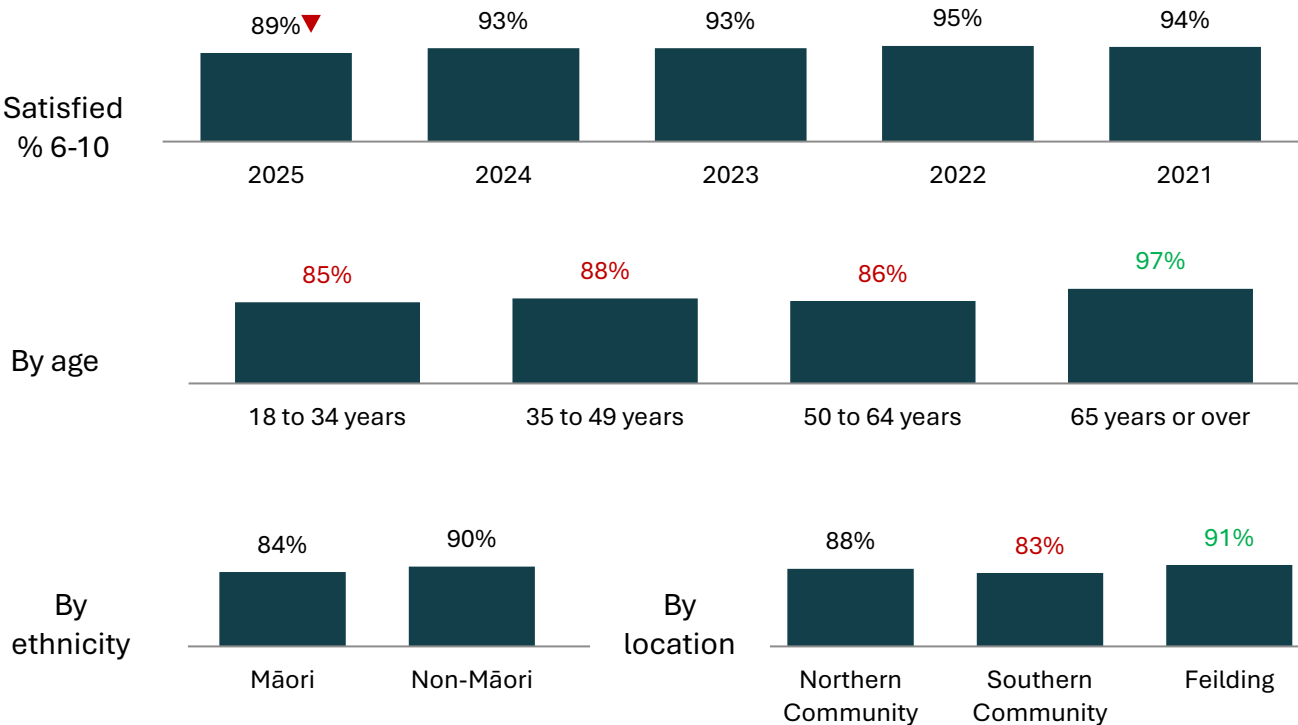
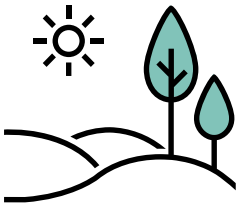
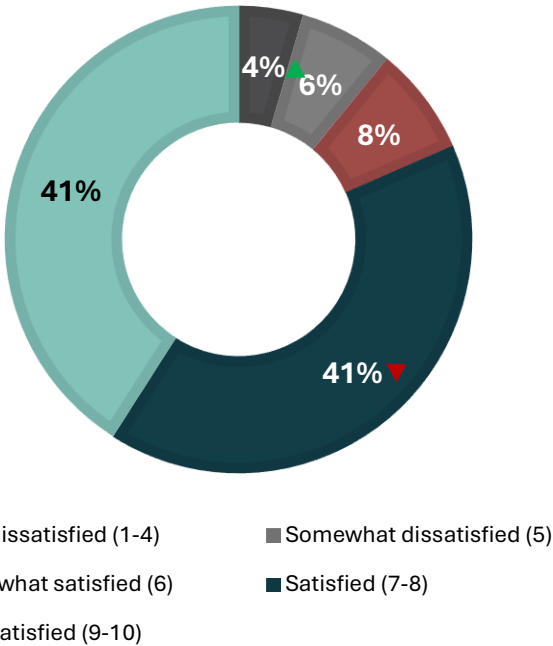
Significantly lower

Outdoor Spaces



Outdoor Spaces

- Despite the significant decrease from 93% to 89%, satisfaction with Council-maintained **Outdoor spaces** remains high.
- Most residents (79%) have visited a **Council-maintained park, reserve, or recreation area** in the last year.
- Among those who have visited, 91% were satisfied with their experience.



Notes:

1. PR4. And overall, how satisfied are you with how well Council maintains its sports-fields, parks, playgrounds, and other open spaces? n=407

Year-on-year

▲ Significantly higher

▼ Significantly lower

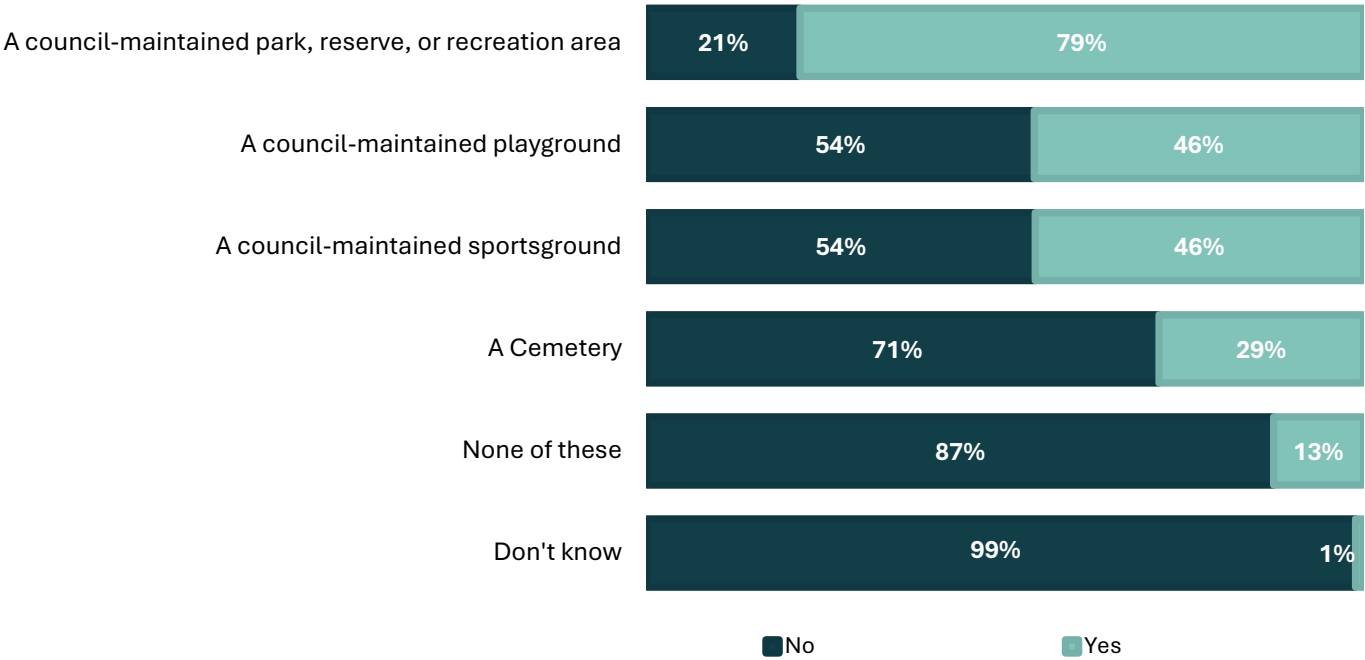
Between demographics

▲ Significantly higher

▼ Significantly lower

Page 41

Visitation of Outdoor Spaces



% Who visited the outdoor spaces	2025	2024	2023	2022	2021
A council-maintained park, reserve, or recreation area	79%	78%	76%	75%	78%
A council-maintained playground	46%	48%	45%	48%	55%
A council-maintained sportsground	46%	46%	39%	46%	60%
A Cemetery	29%	27%	32%	33%	41%

% Who visited the outdoor spaces	Māori	Non-Māori	Northern Community	Southern Community	Feilding
A council-maintained park, reserve, or recreation area	82%	78%	73%	69%	85%
A council-maintained playground	56%	44%	40%	39%	52%
A council-maintained sportsground	65%	42%	41%	32% ▼	53%
A Cemetery	26%	29%	27%	27%	30%

Notes:

1. PR1. In the last year, which of the following have you visited? n=459

Year-on-year

▲ Significantly higher

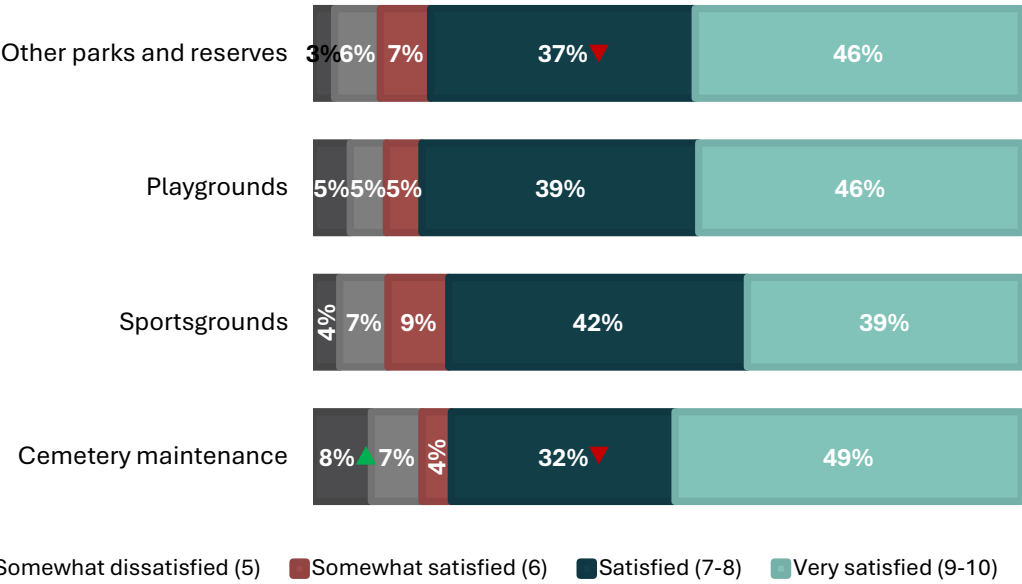
▼ Significantly lower

Between demographics

Significantly higher

Significantly lower

Satisfaction with Outdoor Spaces



Scores with % 6-10	2025	2024	2023	2022	2021
Other parks and reserves	91%	92%	93%	94%	96%
Playgrounds	90%	90%	93%	90%	94%
Sportsgrounds	89%	90%	93%	94%	95%
Cemetery maintenance	85% ▼	94%	89%	91%	92%

Scores with % 6-10	Māori	Non-Māori	Northern Community	Southern Community	Feilding
Other parks and reserves	91%	90%	86%	88%	93%
Playgrounds	90%	90%	92%	86%	90%
Sportsgrounds	77%	92%	87%	88%	90%
Cemetery maintenance	93%*	84% ▼	74% ▼	80% ▼	92%

Notes:

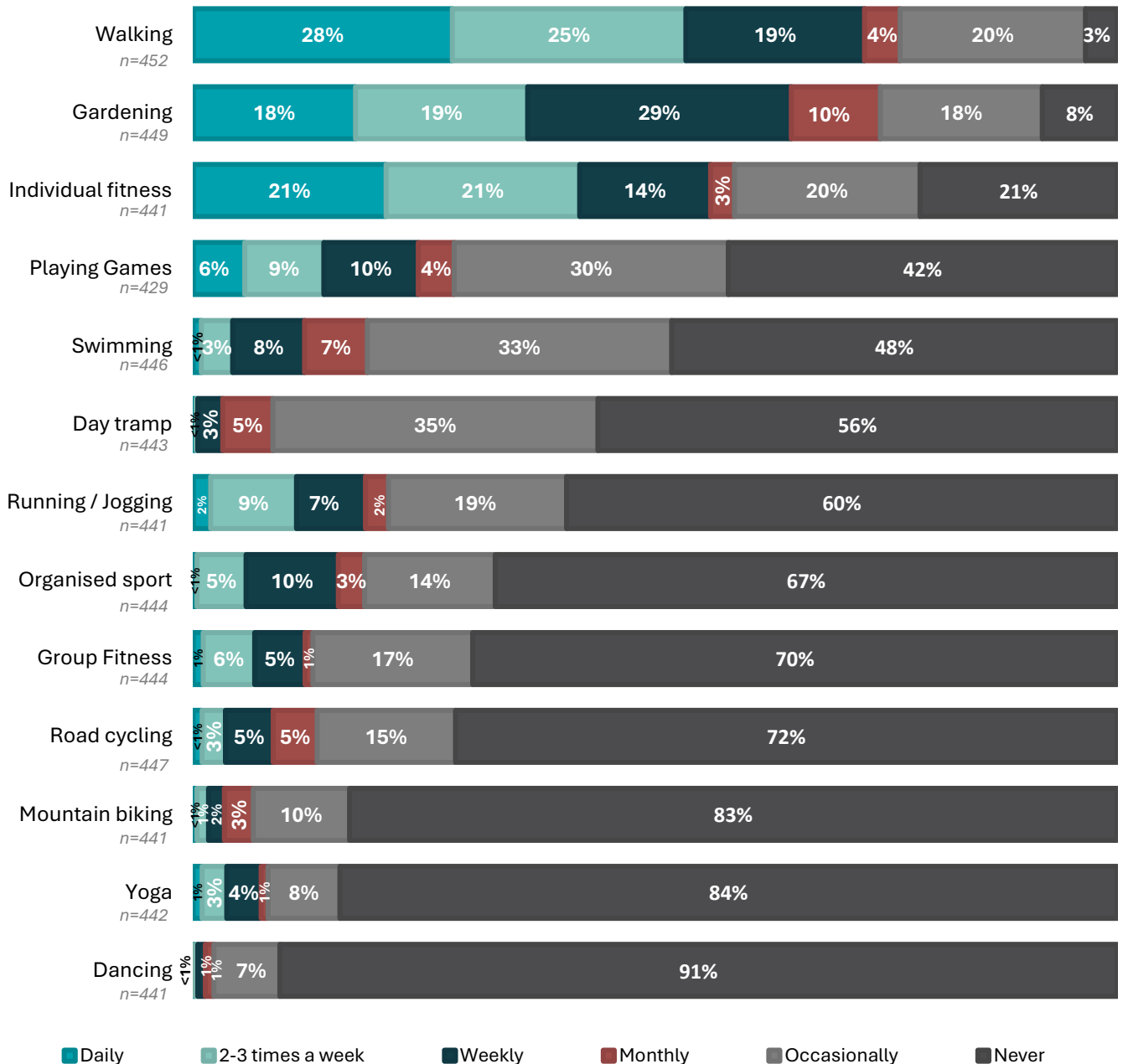
- PR2. Still using the 1 to 10 scale where 1 means ‘very dissatisfied’ and 10 means ‘very satisfied’, how would you rate your overall experience with Council’s...
 - Sportsground n=292
 - Other parks and reserves n=389
 - Playgrounds n=302
 - Cemetery maintenance n=191
- *Caution: Small sample size (n<30). Results are indicative only.

Year-on-year
 ▲ Significantly higher
 ▼ Significantly lower

Between demographics
 Significantly higher
 Significantly lower

Leisure and Recreational Activities Residents take part in

- **Walking** (97%), **Gardening** (92%), and **Individual fitness** (79%) remained as the most common leisure activities residents participated in over the past 12 months.
- Participation in **Dancing** (9%) and **Yoga** (16%) remains comparatively low.



Notes:

- PR5. In the last 12 months, what type of leisure and recreational activities do you take part in and how often do you do it?

Year-on-year

- ▲ Significantly higher
- ▼ Significantly lower

Between demographics

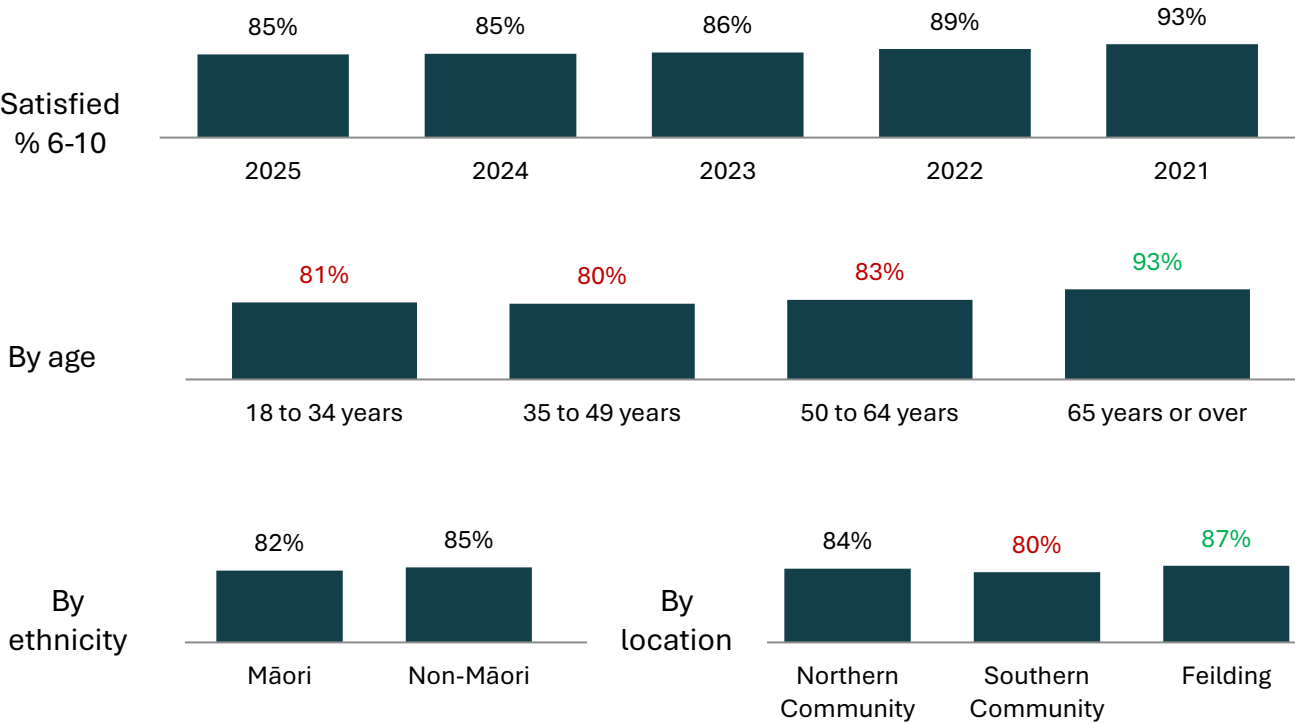
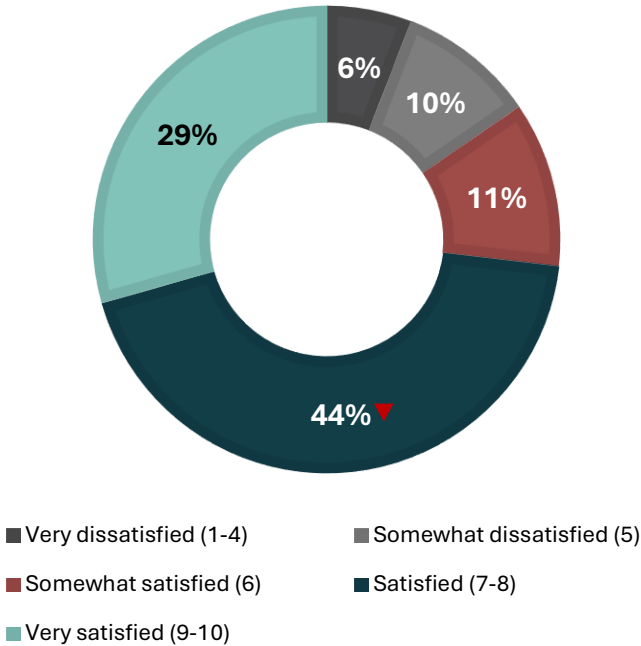
- ▲ Significantly higher
- ▼ Significantly lower

Public facilities



Public Facilities

- In keeping with results of 2024, 85% of residents are satisfied with **Public facilities** overall, including how well they are maintained, their opening hours, and the cost to use them.
- Among all facilities, **Public toilets** are the most visited, with 68% of residents having visited one in the past year.
- There has been a significant increase in **Library** visitation since 2024, rising from 45% to 55%. Satisfaction with **Libraries** has also significantly increased, an increase from 77% in 2024 to 91% in 2025. Over one quarter (26%) of those who provided comments mentioned that they are **Satisfied with the facilities** (see page 75).



Notes:

1. CF4. When you consider all the public facilities that are provided by Manawātū District Council including how well they are maintained, the opening hours and where applicable, the cost to use these, how would you rate your overall satisfaction with the public facilities that are provided? n=407

Year-on-year

▲ Significantly higher

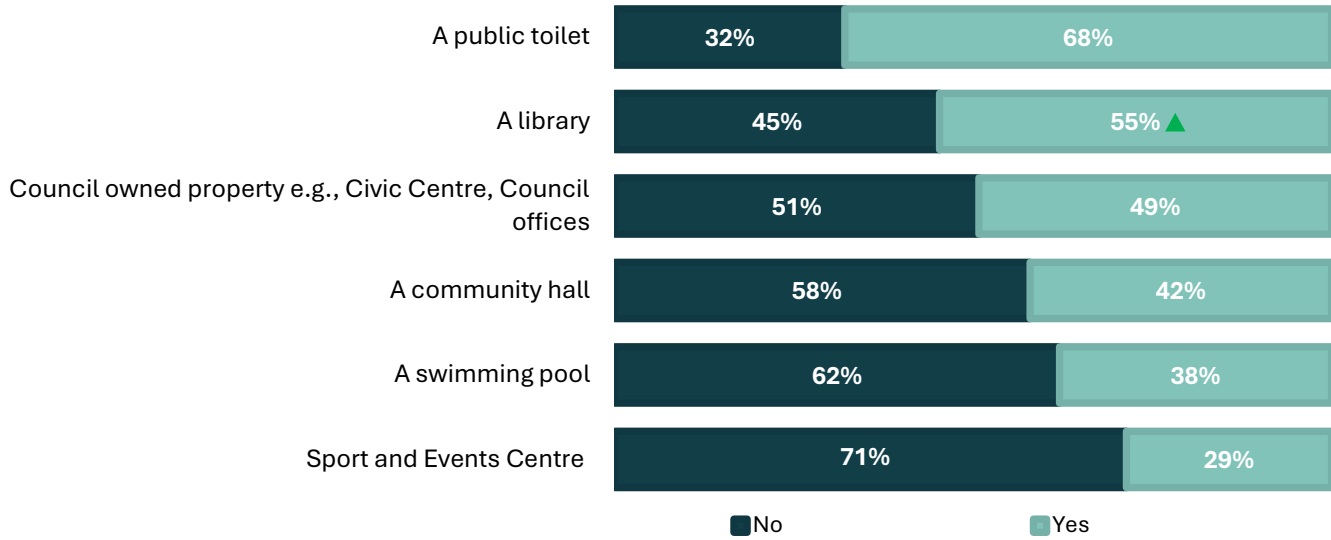
▼ Significantly lower

Between demographics

▲ Significantly higher

▼ Significantly lower

Visitation of Public Facilities



% Who visited the public facilities	2025	2024	2023	2022	2021
A public toilet	68%	70%	67%	68%	74%
A library	55% ▲	45%	49%	49%	55%
Council owned property	49%	52%	47%	46%	62%
A community hall	42%	46%	37%	37%	54%
A swimming pool	38%	42%	42%	40%	45%
Sport and Events Centre	29%	33%	29%	32%	45%

% Who visited the public facilities	Māori	Non-Māori	Northern Community	Southern Community	Feilding
A public toilet	72%	67%	79%	68%	62%
A library	54%	55% ▲	50%	34%	65%▲
Council owned property	37%	51%	48%	31%	57%
A community hall	41%	42%	52%	41%	37%
A swimming pool	49%	36%	36%	28%▼	43%
Sport and Events Centre	38%	27%	25%	19%	34%

Notes:

1. CF1. Which of the following facilities have you visited in the last year? n=459

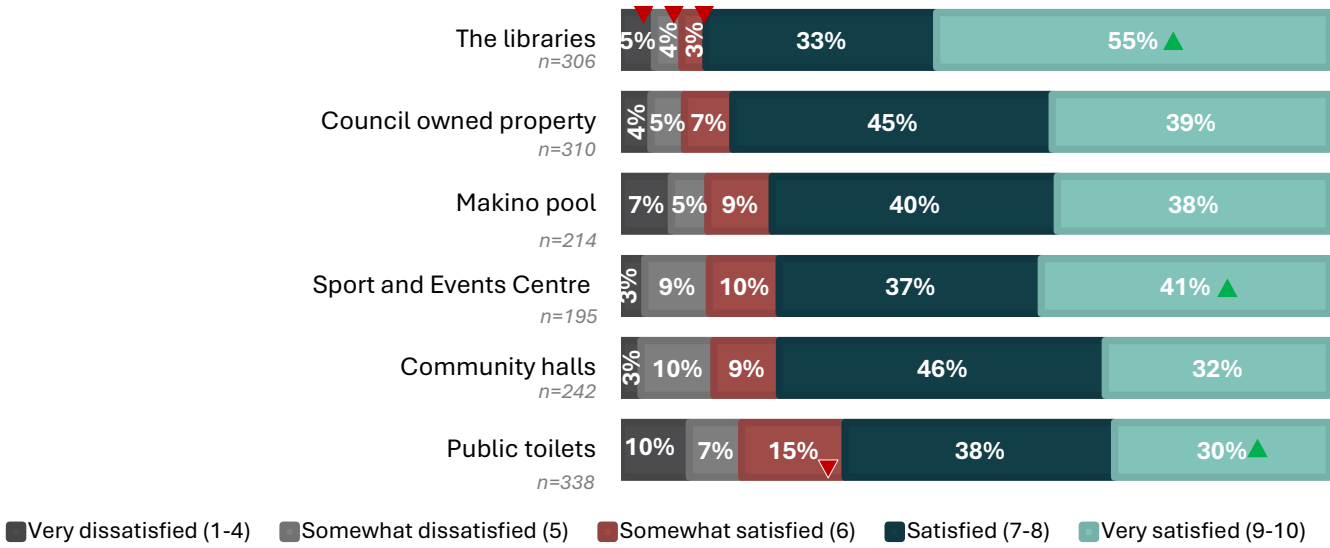
Year-on-year

▲ Significantly higher
▼ Significantly lower

Between demographics

Significantly higher
Significantly lower

Satisfaction with Public Facilities



Scores with % 6-10	2025	2024	2023	2022	2021
The libraries	91%▲	77%	85%	90%	94%
Council owned property	91%	91%	89%	93%	96%
Makino pool	88%▲	81%	85%	89%	93%
Sport and Events Centre	88%	87%	87%	93%	89%
Community halls	87%	86%	87%	91%	89%
Public toilets	83%▲	76%	81%	87%	89%

Scores with % 6-10	Māori	Non-Māori	Northern Community	Southern Community	Feilding
The libraries	96%▲	91%▲	92%▲	76%	95%▲
Council owned property	90%	91%	86%	86%	95%
Makino pool	87%▲	88%	89%	81%*	89%
Sport and Events Centre	87%	88%	87%	74%	92%
Community halls	86%	87%	84%	81%	92%
Public toilets	69%	85%▲	78%	81%▲	87%

Notes:

1. CF2. How would you rate your overall satisfaction with each of the following facilities?

2. *Caution: Small sample size (n<30). Results are indicative only.

Year-on-year

▲ Significantly higher

▼ Significantly lower

Between demographics

Significantly higher

Significantly lower

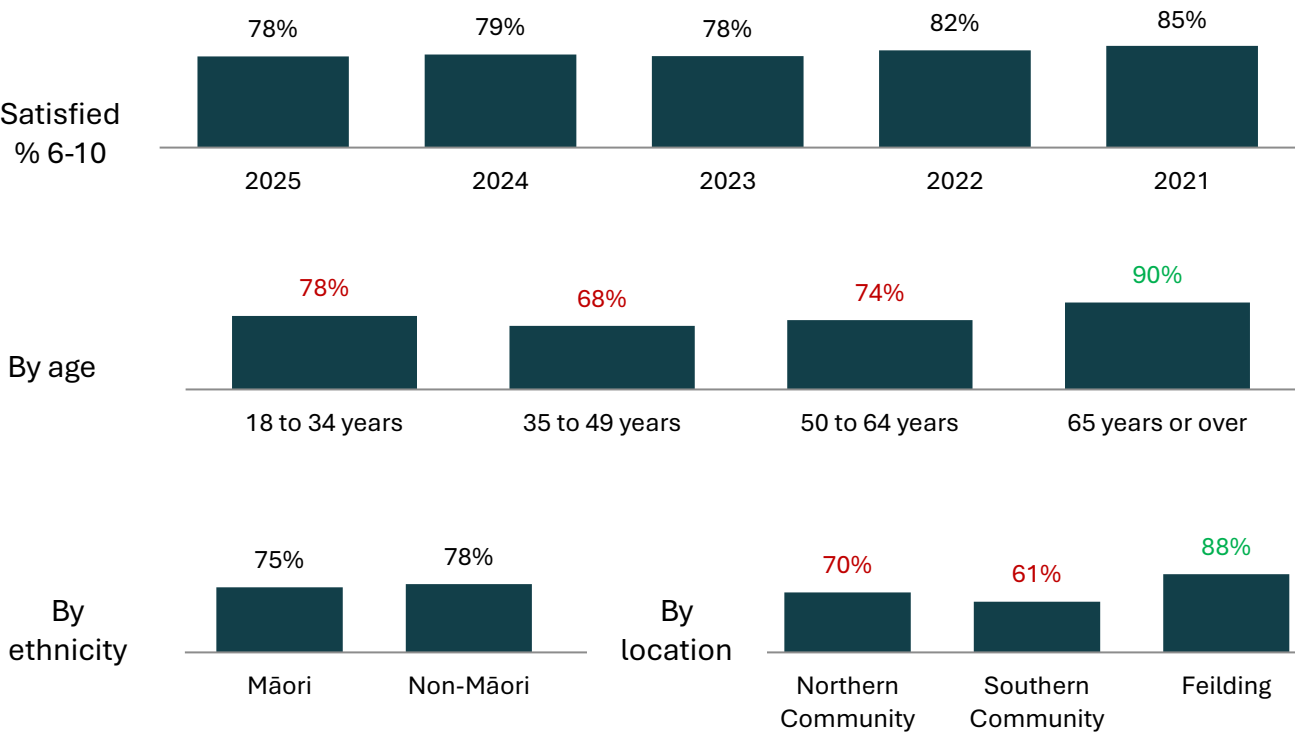
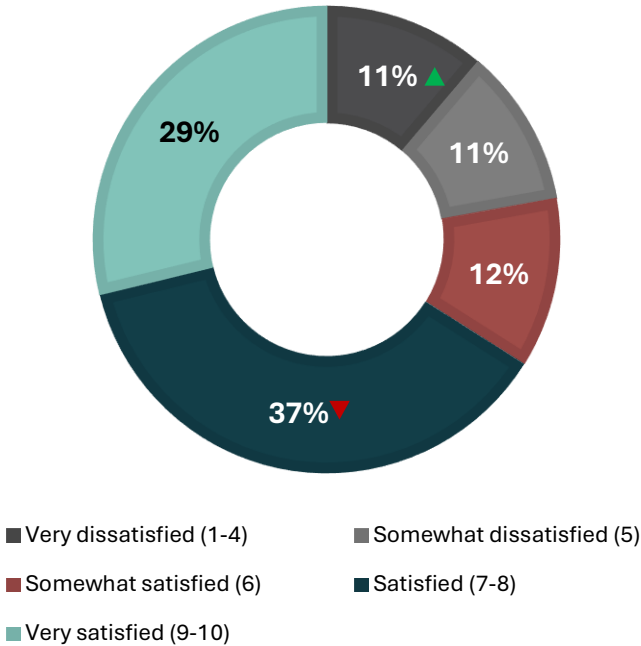
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Waste Management



Overall Waste Disposal Services

- Nearly eight in ten residents (78%) are satisfied with Council for its **Waste disposal services**.
- Among all related measures, **Kerbside rubbish collection** received the highest satisfaction at 93%, marking a 2% point increase from 91% in 2024.
- In contrast, **The services for managing green waste** received the lowest satisfaction rating at 64%, although this represents an increase of 4% points since 2024 (60%).



Notes:

1. WR6. How would you rate your satisfaction with the Manawatū District Council overall for its waste disposal services? n=416

Year-on-year

▲ Significantly higher

▼ Significantly lower

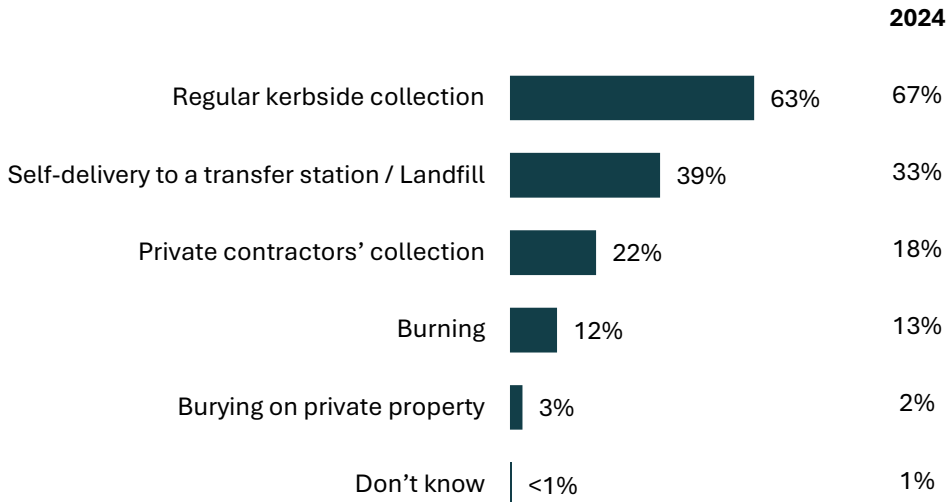
Between demographics

Significantly higher

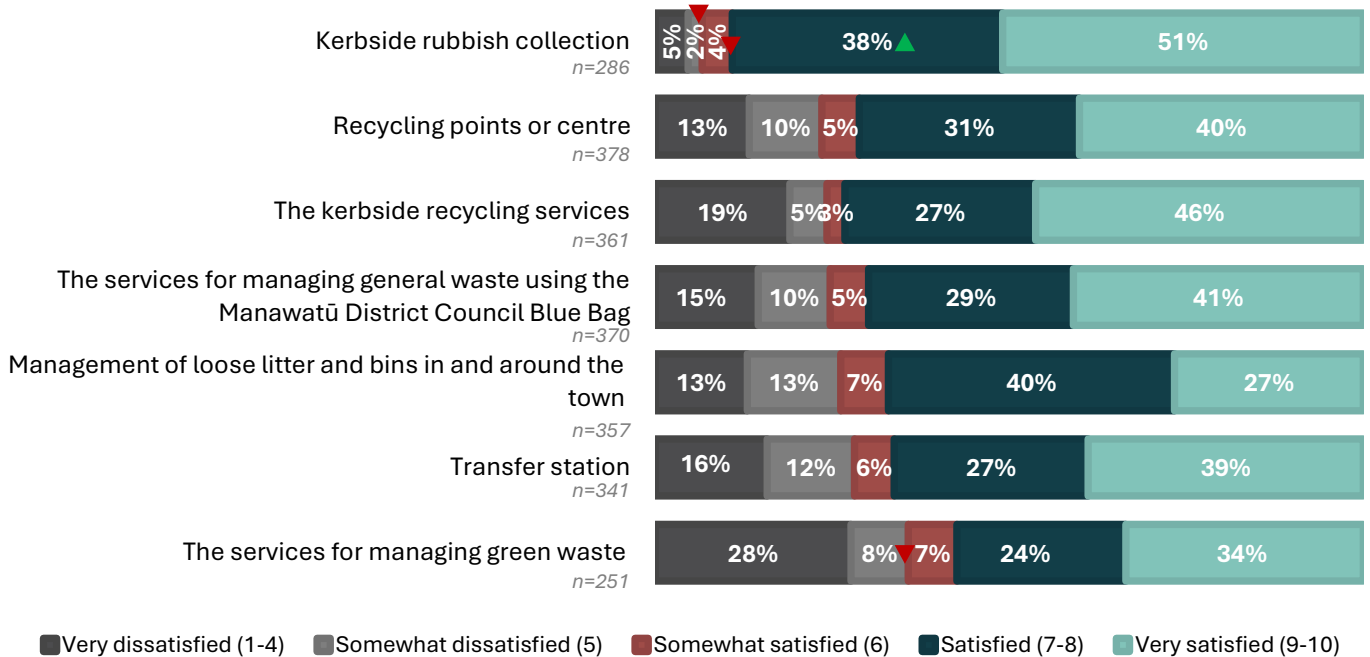
Significantly lower

Satisfaction with Waste Disposal Services

Method of Disposal For Non-recyclable Waste



Satisfaction with Waste Disposal Services



Notes:

- WR1. Which of the following methods does your household use for disposal of non-recyclable waste? *n=459*
- WR2. Still using the 1-10 scale, how satisfied are you with Council's kerbside collection service? *n=286*
- WR4. How satisfied are you with each of the following services that are provided by Council

Year-on-year

▲ Significantly higher
▼ Significantly lower

Between demographics

▲ Significantly higher
▼ Significantly lower

Satisfaction with Waste Disposal Services
(continued)

Scores with % 6-10	2025	2024	2023	2022	2021
Kerbside rubbish collection	93%	91%	89%	91%	92%
Recycling points or centre	76%	75%	75%	79%	84%
The kerbside recycling services	76%	74%	77%	81%	82%
The services for managing general waste using the Manawatū District Council Blue Bag	75%	79%	80%	81%	84%
Management of loose litter and bins in and around the town	74%	78%	78%	81%	83%
Transfer station	72%	73%	74%	76%	82%
The services for managing green waste	64%	60%	64%	67%	69%

Scores with % 6-10	Māori	Non-Māori	Northern Community	Southern Community	Feilding
Kerbside rubbish collection	91%	94%	93%	88%	95%
Recycling points or centre	75%	77%	63%	69%	88%
The kerbside recycling services	72%	76%	52%	22%	93%
The services for managing general waste using the Manawatū District Council Blue Bag	71%	76%	70%	67%	81%
Management of loose litter and bins in and around the town	66%	75%	62%	66%	80%
Transfer station	72%	72%	60%	63%	81%
The services for managing green waste	73%	63%	59%	46%	71%

Notes:

- WR2. Still using the 1-10 scale, how satisfied are you with Council’s kerbside collection service? n=286
- WR4. How satisfied are you with each of the following services that are provided by Council

Year-on-year

▲ Significantly higher

▼ Significantly lower

Between demographics

Significantly higher

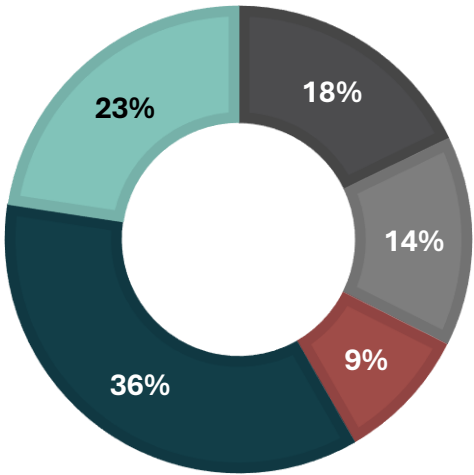
Significantly lower

Water Management



Overall Water Management

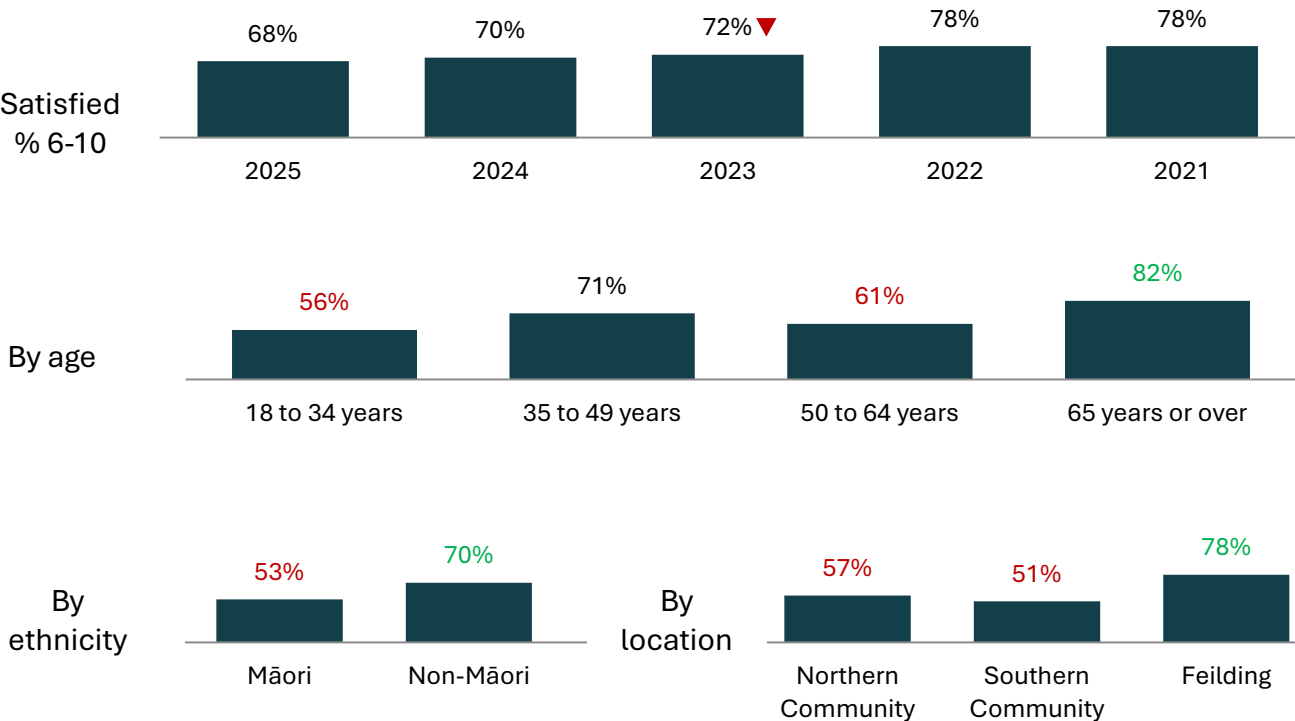
- A gradual decline in satisfaction with **Overall water management** has been observed over the past three years, with satisfaction dropping from 78% in 2022, to 72% in 2023, 70% in 2024, and now to 68% in 2025.



Very dissatisfied (1-4)
 Somewhat dissatisfied (5)

Somewhat satisfied (6)
 Satisfied (7-8)

Very satisfied (9-10)



Notes:

1. TW9. When you think about the supply of water, the management and disposal of stormwater and of wastewater, how would you rate your satisfaction with Council overall for its management of water in the Manawātū district? n=393

Year-on-year

▲ Significantly higher

▼ Significantly lower

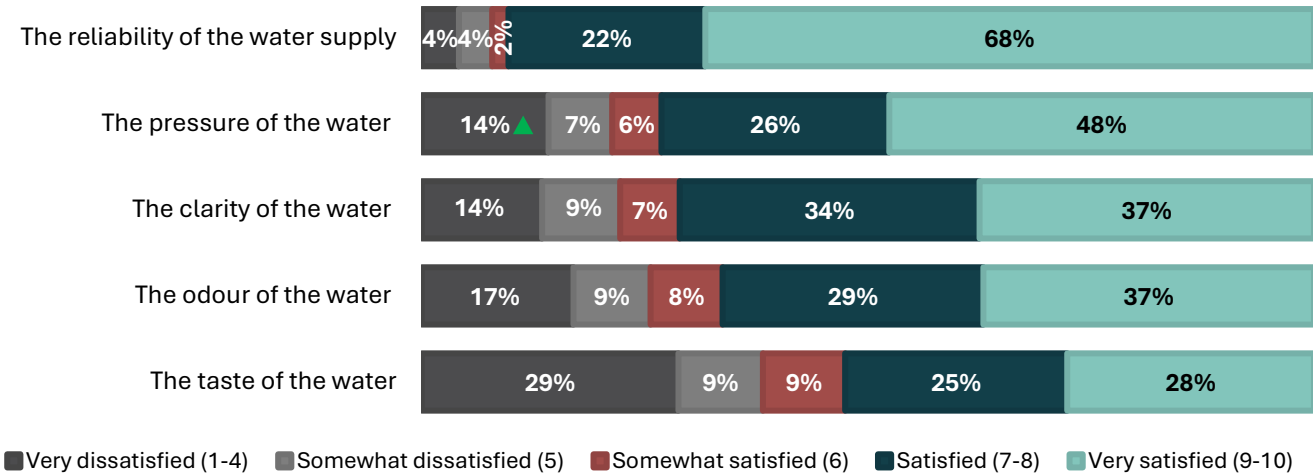
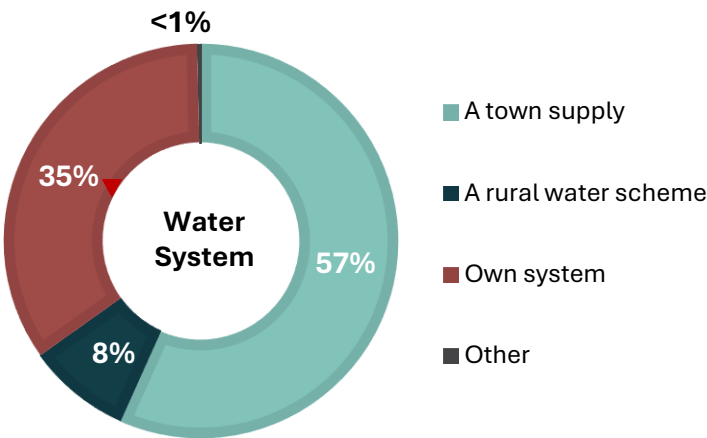
Between demographics

▲ Significantly higher

▼ Significantly lower

Water Supply

- Nearly six in ten household (57%) are connected to **A town supply**, while 8% are connected to **A rural water scheme**.
- All water supply-related aspects are rated highly by connected residents, with **The reliability of the water supply** receiving the highest satisfaction rating at 94%.



- Notes:
- TW1. Which of the following best describes your water supply connection? n=459
 - TW2. On the scale of 1-10, how would you rate your satisfaction with each of the following?
 - The reliability of the water supply n=294
 - The taste of the water n=289
 - The clarity of the water n=289
 - The odour of the water n=283
 - The pressure of the water n=293
 - *Caution: Small sample size (n<30). Results are indicative only.

Year-on-year
 ▲ Significantly higher
 ▼ Significantly lower

Between demographics
 ▲ Significantly higher
 ▼ Significantly lower

Water Supply (continued)

Scores with % 6 - 10	2025	2024	2023	2022	2021
The reliability of the water supply	92%	91%	95%	96%	96%
The pressure of the water	79%	84%	86%	87%	88%
The clarity of the water	78%	81%	86%	86%	85%
The odour of the water	74%	77%	84%	78%	81%
The taste of the water	62%	66%	73%	70%	72%

Scores with % 6 – 10 (by ethnicity and location)	Māori	Non-Māori	Northern Community*	Southern Community*	Feilding
The reliability of the water supply	80%	95%	94%	84%	93%
The pressure of the water	63%	82%	75%	66%	80% ▼
The clarity of the water	66%	80%	97%	56%	77%
The odour of the water	68%	76%	91%	50%	74%
The taste of the water	49%	64%	74%	46%	61%

- Notes:
- TW1. Which of the following best describes your water supply connection? n=459
 - TW2. On the scale of 1-10, how would you rate your satisfaction with each of the following?
 - The reliability of the water supply n=294
 - The taste of the water n=292
 - The clarity of the water n=289
 - The odour of the water n=283
 - The pressure of the water n=293
 - *Caution: Small sample size (n<30). Results are indicative only.

Year-on-year

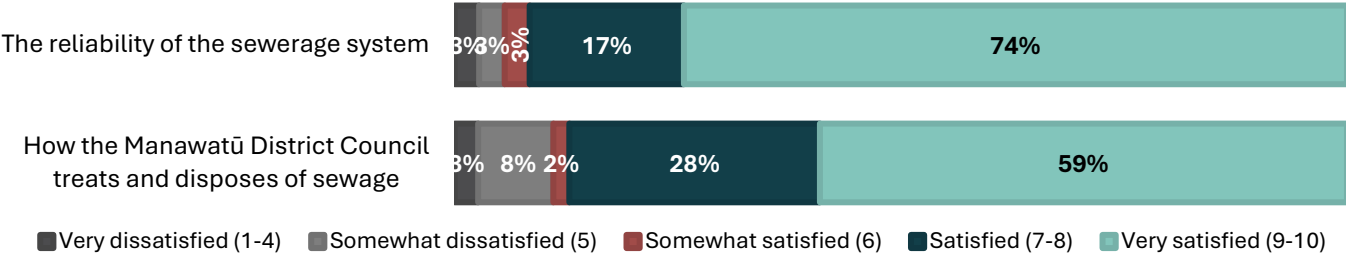
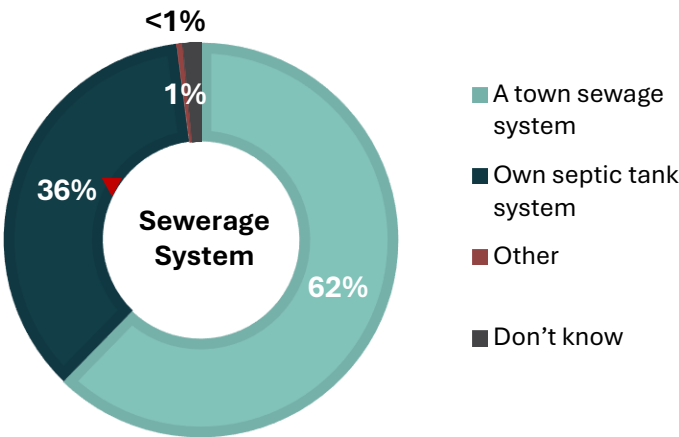
 Significantly higher
  Significantly lower

Between demographics

 Significantly higher
  Significantly lower

Sewerage System

- Over six in ten households (62%) are connected to **A town sewerage system**, while 36% have their **Own septic tank**.
- Most connected residents are satisfied with **The reliability of the sewerage system** (94%), while 89% are satisfied with **How the Manawatū District Council treats and disposes of sewage**.



Scores with % 6 - 10	2025	2024	2023	2022	2021
The reliability of the sewerage system	94%	95%	96%	97%	96%
How the Manawatū District Council treats and disposes of sewage	89%	90%	90%	92%	86%

Scores with % 6 - 10	Māori	Non-Māori	Northern Community*	Southern Community	Feilding
The reliability of the sewerage system	86%	96%	100%	83%	96%
How the Manawatū District Council treats and disposes of sewage	76%*	91%	83%	74%*	92%

Notes:

- TW4. Which of the following best describes the sewerage system that your property is connected to?
n=459
- TW5. On the scale of 1-10, how would you rate your satisfaction with each of the following?
 - The reliability of the sewerage system n=280
 - How the Manawatū District Council treats and disposes of sewage n=182
- *Caution: Small sample size (n<30). Results are indicative only.

Year-on-year

▲ Significantly higher

▼ Significantly lower

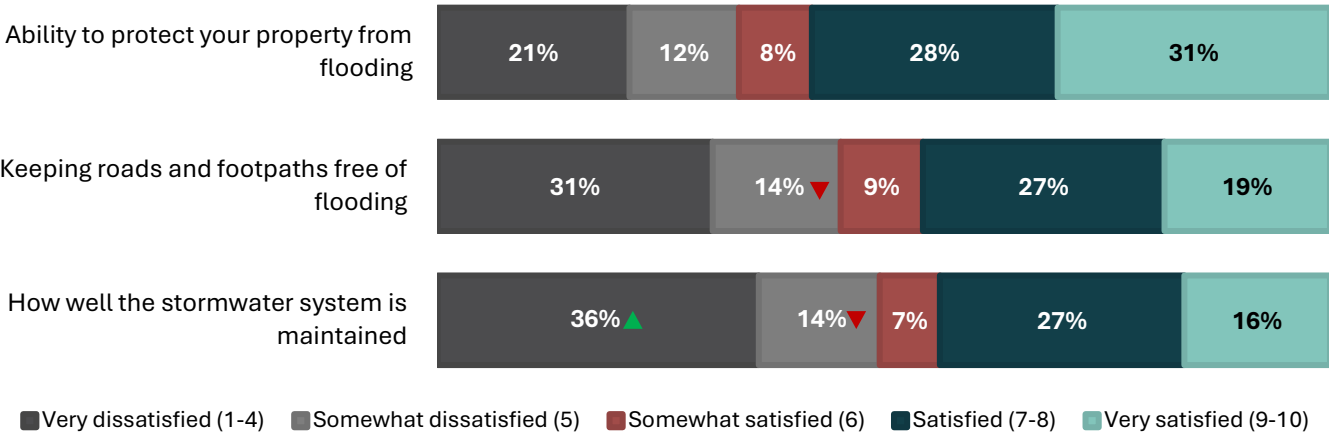
Between demographics

Significantly higher

Significantly lower

Stormwater System

- Overall satisfaction with all measures related to the **Stormwater system** remain consistent year on year.



Economic Development and Community Funding



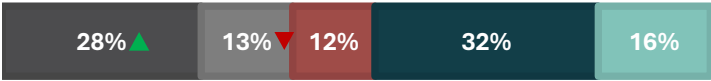
Economic Development

- Perceptions of the Council’s economic development have declined year on year, with a significant year on year increase in the proportion of residents who strongly disagree with related statements.

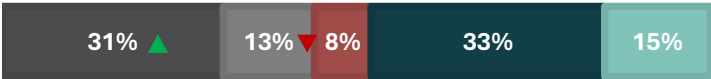
I am aware that Council is working in partnership with PNCC to develop, improve and promote the region’s economy



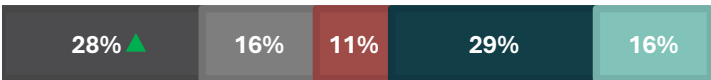
The Council is doing a good job to grow the district economy



I am aware that Council is working with, and funding, external agencies to develop, improve and promote the local economy



I am satisfied with the economic development services



Strongly disagree (1-4) Somewhat disagree (5) Somewhat agree (6) Agree (7-8) Strongly agree (9-10)

Scores with % 6-10	2025	2024	2023	2022	2021
I am aware that Council is working in partnership with PNCC to develop, improve and promote the region’s economy	61%	64%	64%	69%	62%
The Council is doing a good job to grow the district economy	59%	64%	69%	69%	63%
I am aware that Council is working with, and funding, external agencies to develop, improve and promote the local economy	56%	60%	61%	66%	61%
I am satisfied with the economic development services	56%	60%	66%	70%	60%

Scores with % 6-10	Māori	Non-Māori	Northern Community	Southern Community	Feilding
I am aware that Council is working in partnership with PNCC to develop, improve and promote the region’s economy	46%▼	63%	49%	52%	70%
The Council is doing a good job to grow the district economy	43%	61%	49%	52%	67%
I am aware that Council is working with, and funding, external agencies to develop, improve and promote the local economy	36%▼	59%	47%	51%	63%
I am satisfied with the economic development services	29%	59%	47%	49%	63%

Notes:

- ED1. On the 10-point scale where 1 is ‘strongly disagree’ and 10 is ‘strongly agree’, please rate your level of agreement with the following economic development statements?

- I am aware that Council is working with, and funding, external agencies to develop, improve and promote the local economy n=298
 - I am aware that Council is working in partnership with Palmerston North City Council (PNCC) to develop, improve and promote the region’s economy n=322
 - The Council is doing a good job to grow the district economy n=307
 - I am satisfied with the economic development services n=272

Year-on-year

▲ Significantly higher

▼ Significantly lower

Between demographics

▲ Significantly higher

▼ Significantly lower

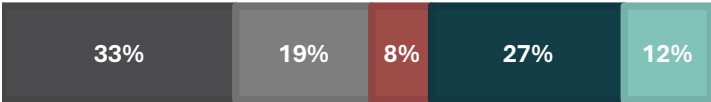
*Caution: Small sample size (n<30). Results are indicative only.

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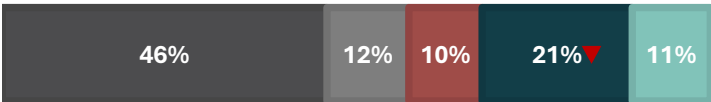
Community Funding

- Residents’ perceptions of all statements in relation to the **Council’s community funding** have declined since 2024.
- 40% of respondents agree that **It is easy to access Council funding support for events**, an 8% point decrease year on year.

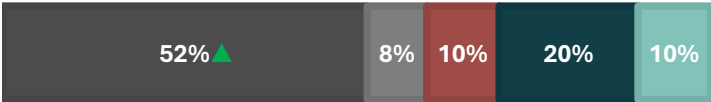
I am satisfied with Community Funding and Development services



It is easy to find out what Council funding support is available



It is easy to access Council funding support for events



Strongly disagree (1-4)
Somewhat disagree (5)
Somewhat agree (6)
Agree (7-8)
Strongly agree (9-10)

Scores with % 6-10	2025	2024	2023	2022	2021
I am satisfied with Community Funding and Development services	48%	59%	55%	60%	46%
It is easy to find out what Council funding support is available	43%	48%	49%	47%	47%
It is easy to access Council funding support for events	40%	48%	52%	52%	37%

Scores with % 6-10	Māori*	Non-Māori	Northern Community	Southern Community	Feilding
I am satisfied with Community Funding and Development services	29%	50%	62%	35% ▼	46%
It is easy to find out what Council funding support is available	11%	48%	48%	33%	44%
It is easy to access Council funding support for events	11%	46%	48%	34%	37%

Notes:

- CFU1. On the 10-point scale where 1 is ‘strongly disagree’ and 10 is ‘strongly agree’, please rate your level of agreement with the following community funding statements?
 - It is easy to find out what Council funding support is available n=179
 - It is easy to access Council funding support for my/our events n=112
 - I am satisfied with Community Funding and Development services n=146
- *Caution: Small sample size (n<30). Results are indicative only.

Year-on-year

▲ Significantly higher

▼ Significantly lower

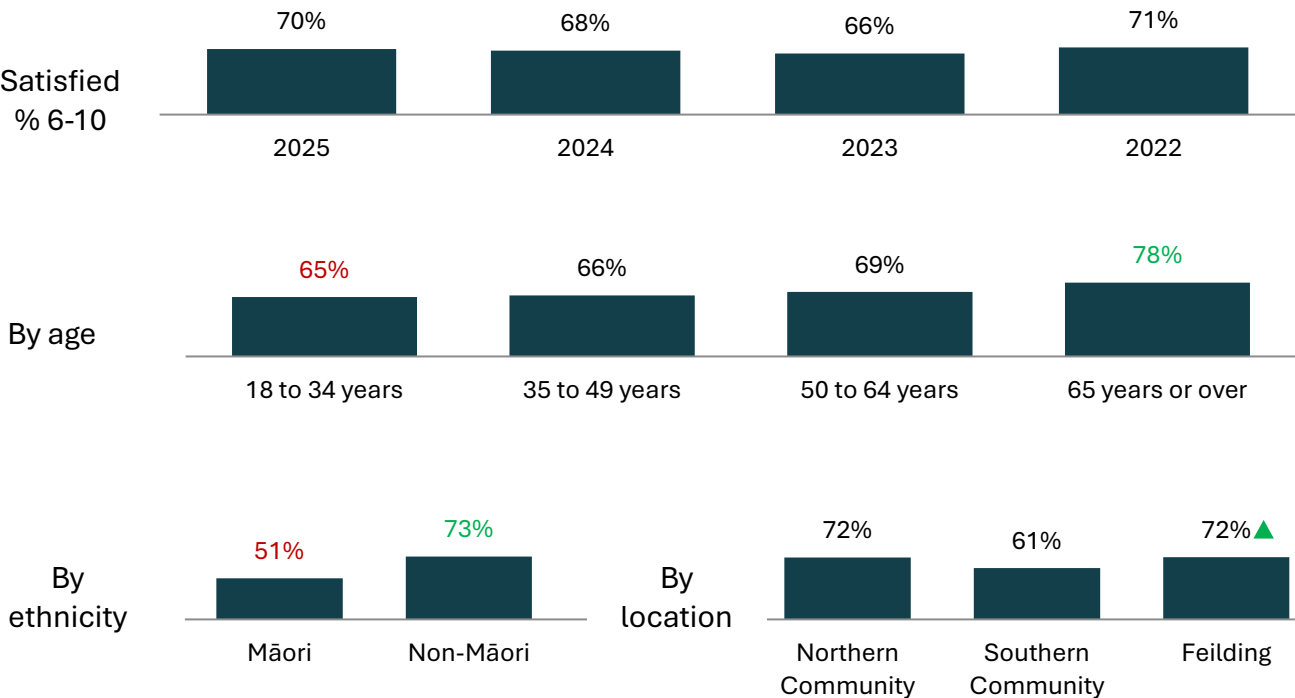
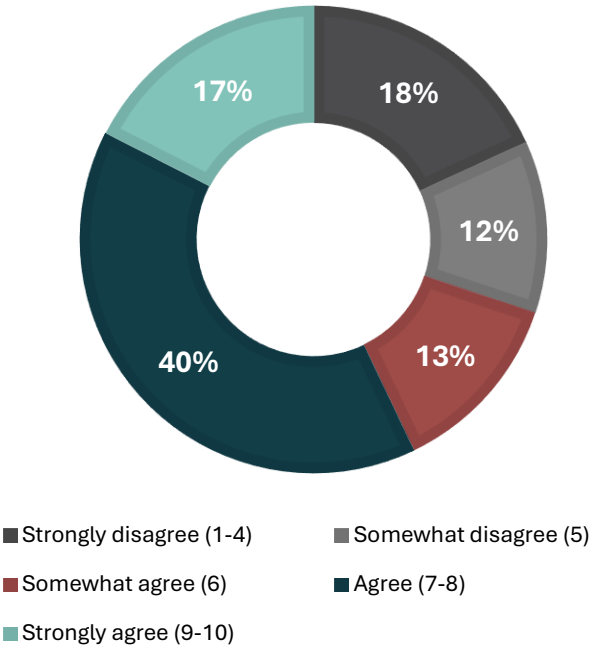
Between demographics

Significantly higher

Significantly lower

Sense of Connection with the Neighbourhood

- 70% of residents **Feel a sense of connection with their neighbourhood or community.**
- This sense of connection is significantly higher among older residents, being those aged 65 and over (78%), and non-Māori residents (73%) compared to other demographic groups.
- The sense of connection has also significantly increased among residents in Feilding, rising from 63% in 2024 to 72% in 2025.



Notes:

1. CFU2. On the 10-point scale where 1 is ‘strongly disagree’ and 10 is ‘strongly agree’, please rate your level of agreement with the following statement: I feel a sense of connection with my neighbourhood or community n=433

Year-on-year

▲ Significantly higher

▼ Significantly lower

Between demographics

Significantly higher

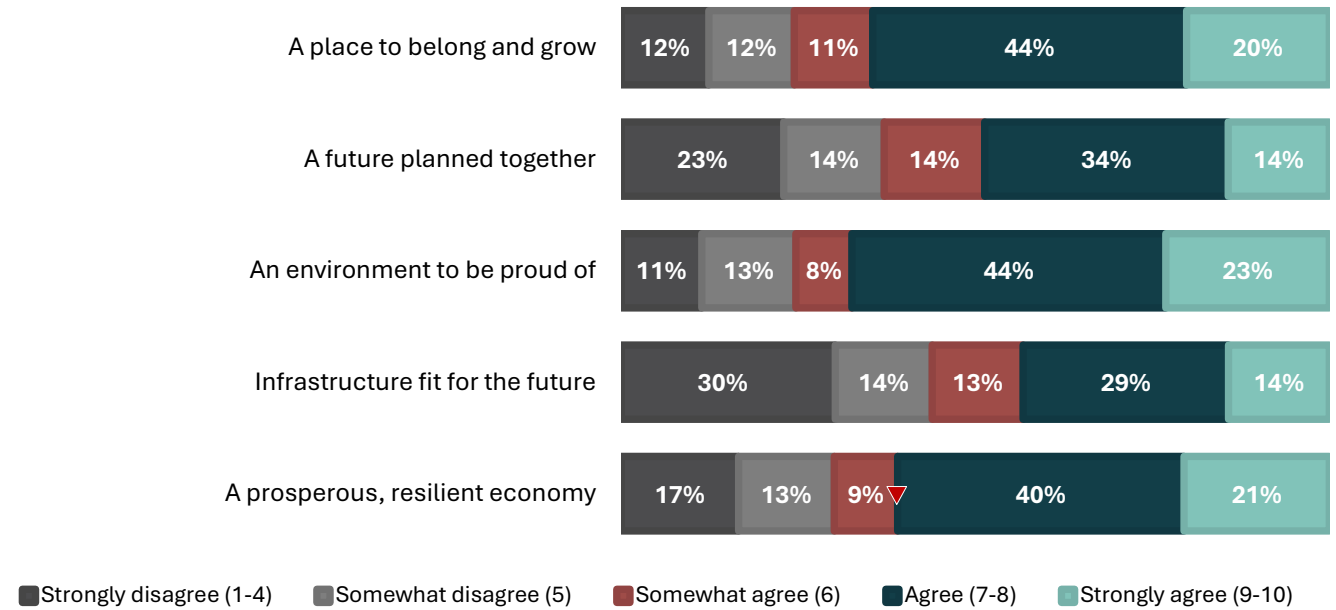
Significantly lower

Community Outcomes



Community Outcomes Priorities

- Over three-quarters of residents (76%) agree that the Manawātū District is **A place to belong and grow**, while seven in ten residents (70%) agree that the Manawātū District has **A prosperous, resilient economy**.
- Just over half (56%) of residents agree that the District has **Infrastructure fit for the future**, the lowest-rated among the Council's key priorities.



Scores with % 6-10	2025	2024	2023	2022
A place to belong and grow	76%	78%	75%	78%
A future planned together	63%	57%	61%	62%
An environment to be proud of	75%	77%	76%	81%
Infrastructure fit for the future	56%	55%	57% ▼	65%
A prosperous, resilient economy	70%	74%	73%	78%

Notes:

- CO1. Priority 1: A place to belong and grow: Council provides and supports community spaces and activities that encourages a sense of belonging for everyone from all walks of life. n=369
- CO3. Priority 2: A future planned together: Council has a plan for the future and has involved the community in creating it. n=286
- CO5. Priority 3: An environment to be proud of: Council takes environmental responsibility seriously. n=365
- CO7. Priority 4: Infrastructure fit for the future: Infrastructure in the Manawātū District (water, roads, etc.) are in good shape and our upgrade plans will serve us well in the future n=339
- CO9. Priority 5: A prosperous, resilient economy: Council works hard to make the Manawātū District a great place to live, visit, and do business. n=316
- *Caution: Small sample size (n<30). Results are indicative only.

Year-on-year

▲ Significantly higher
▼ Significantly lower

Between demographics

▲ Significantly higher
▼ Significantly lower

Community Outcomes Priorities (continued)

Scores with % 6 – 10 (by ethnicity)	Māori	Non-Māori
A place to belong and grow	61%	78%
A future planned together	43%*	65%
An environment to be proud of	72%	76%
Infrastructure fit for the future	50%	57%
A prosperous, resilient economy	64%	71%

Scores with % 6 – 10 (by location)	Northern Community	Southern Community	Feilding
A place to belong and grow	73%	69%	80%
A future planned together	51%	61%	70%
An environment to be proud of	74%	65%	81%
Infrastructure fit for the future	47%	51%	64%
A prosperous, resilient economy	65%	65%	74%

Notes:

- CO1. Priority 1: A place to belong and grow: Council provides and supports community spaces and activities that encourages a sense of belonging for everyone from all walks of life. n=369
- CO3. Priority 2: A future planned together: Council has a plan for the future and has involved the community in creating it. n=286
- CO5. Priority 3: An environment to be proud of: Council takes environmental responsibility seriously. n=365
- CO7. Priority 4: Infrastructure fit for the future: Infrastructure in the Manawātū District (water, roads, etc.) are in good shape and our upgrade plans will serve us well in the future n=339
- CO9. Priority 5: A prosperous, resilient economy: Council works hard to make the Manawātū District a great place to live, visit, and do business. n=316
- *Caution: Small sample size (n<30). Results are indicative only.

Year-on-year

▲ Significantly higher

▼ Significantly lower

Between demographics

Significantly higher

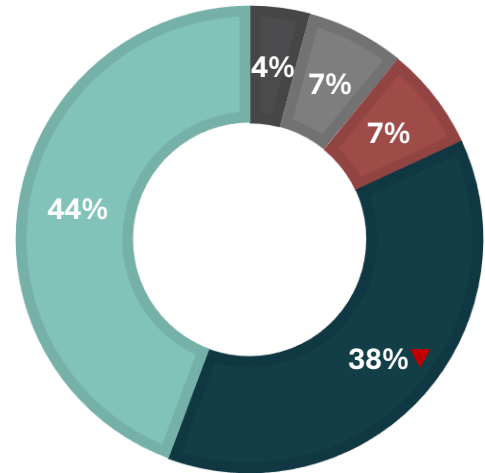
Significantly lower

Quality of Life

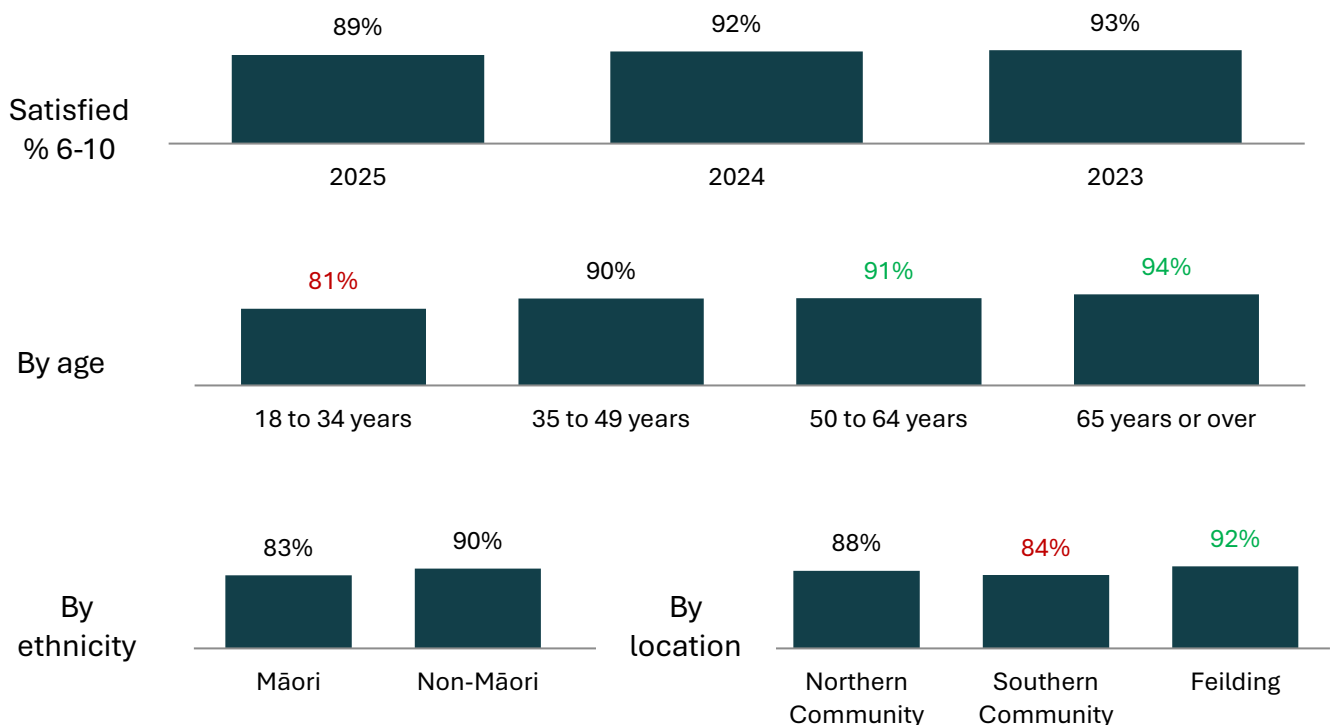


Quality of Life

- Residents' perception of their **Overall quality of life** remains high and relatively consistent, with a slight decline of 3% points since 2024, from 92% to 89%.
- Most residents aged 35 and above rate their **Quality of life** as 'Somewhat good' to 'Excellent' (between 90% to 94%), while this decreases to 81% among those aged 18 to 34.



Poor (1-4) Somewhat poor (5)
 Somewhat good (6) Good (7-8)
 Excellent (9-10)



Notes:

- QOL1. On a scale of 1 to 10 where 1 is 'extremely poor' and 10 is 'extremely good', how would you rate the overall quality of your life? n=395

Year-on-year

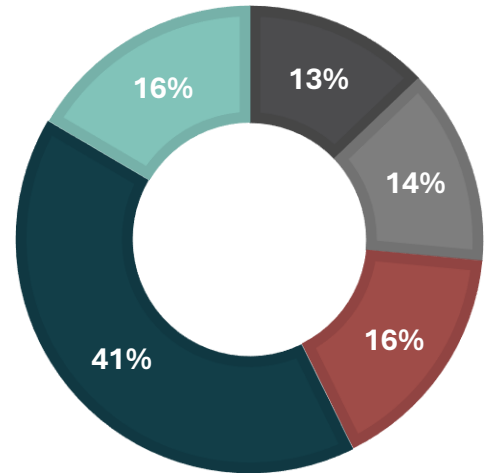
▲ Significantly higher
 ▼ Significantly lower

Between demographics

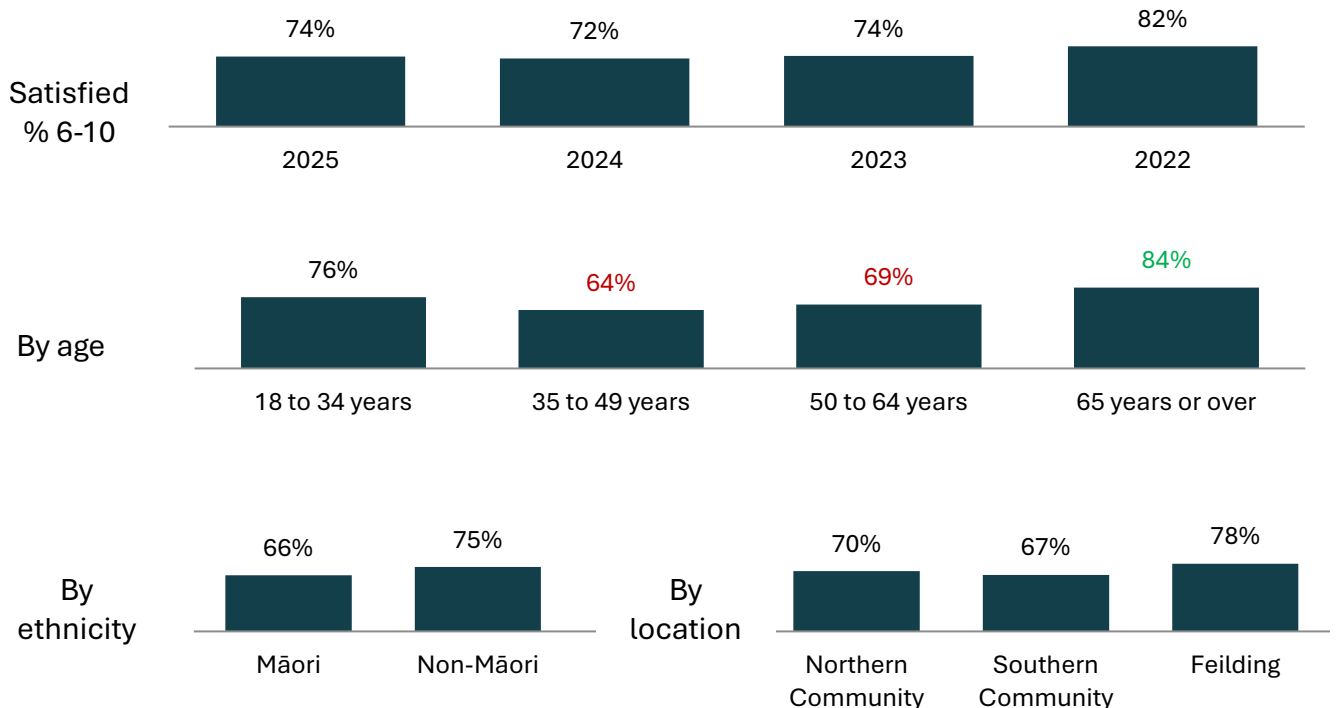
▲ Significantly higher
 ▼ Significantly lower

District Going in the Right Direction

- Nearly three quarters (74%) of residents agree that the ***District is going in the right direction***, which is on par with the 2024 results (72%).
- Residents in Feilding (78%) are more likely to agree that the ***District is going in the right direction*** compared to other locations, indicating a stronger sense of optimism with this aspect compared to other parts of the District.



Strongly disagree (1-4) Somewhat disagree (5)
 Somewhat agree (6) Agree (7-8)
 Strongly agree (9-10)



Notes:

- QOL2. On a scale of 1 to 10 where 1 is 'strongly disagree' and 10 is 'strongly agree', how strongly do you agree or disagree with the following statement about the District? n=354

Year-on-year

▲ Significantly higher
▼ Significantly lower

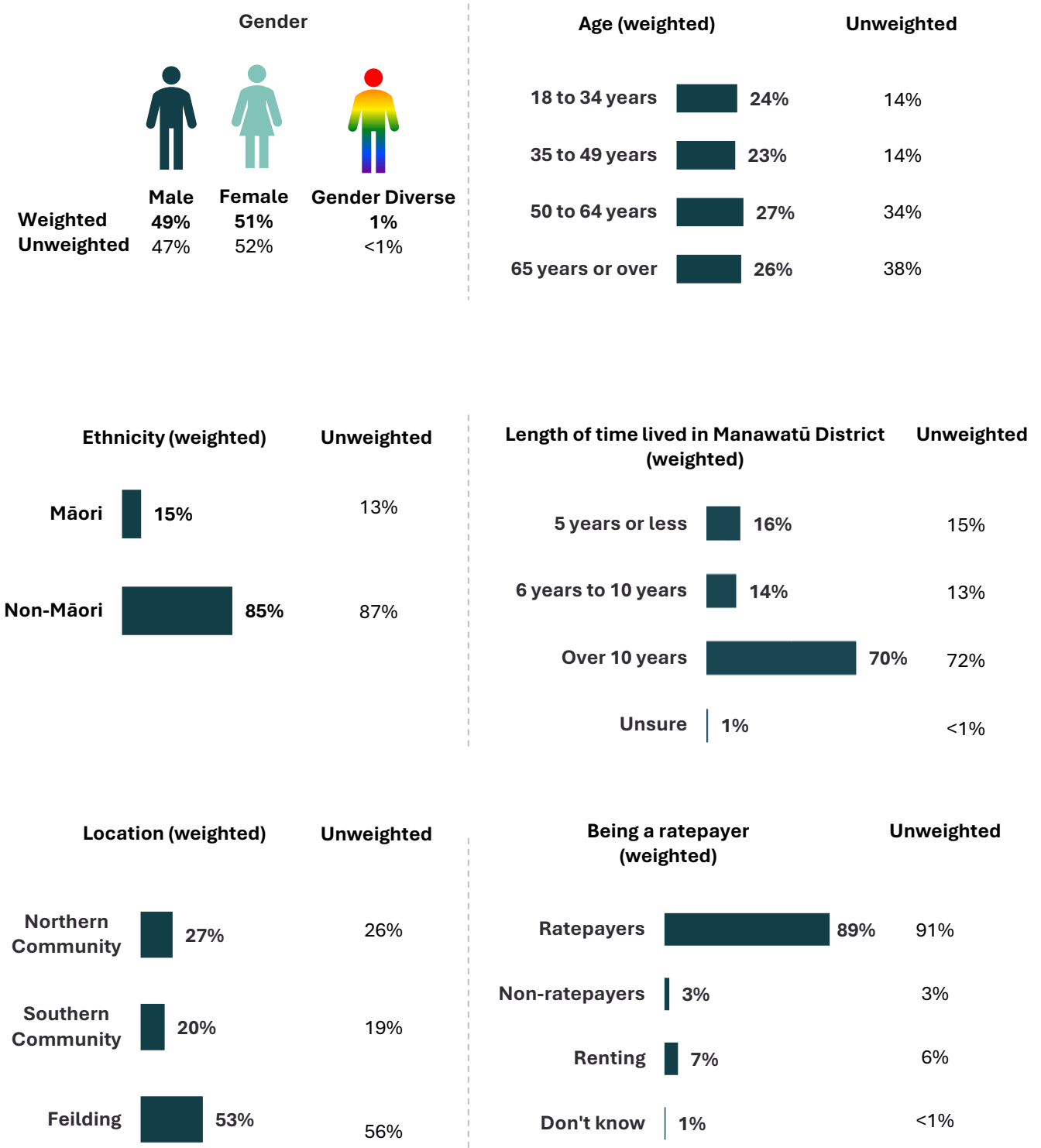
Between demographics

▲ Significantly higher
▼ Significantly lower

Sample Profile



Sample Profile n=459



Appendices – Comments

Residents’ Comments

Comments on the Council’s water supply service	%
Tastes terrible / smells bad	31%
Dirty and discoloured / cloudy	24%
Tastes or smells of chlorine	19%
Has to be filtered or boiled	18%
Have to buy bottled water / don't drink the water	12%
Hard water / high minerals / scale built-up on appliances	11%
Low pressure	9%
Satisfied	7%
Gritty / muddy texture	5%
Insufficient communication about outages or issues	3%
Other	7%

Comments on the Council’s sewage system*	%
No issues / satisfied with sewage	62%
Environmental pollution concerns over discharge	10%
Water sewage systems infrastructure is insufficient	4%
Unsatisfactory work on repairs	4%
Other	20%

Comments on the stormwater system in the district	%
Flooding / surface water	49%
Blocked drains / need cleaning / maintenance	37%
Inadequate system	15%
Low quality work / poor work by contractors / inaction of issues	12%
Satisfied / does not affect me	9%
No system in place	6%
Open drains	6%
Damage to infrastructure / roads / footpaths	1%
Other	2%

Notes:

1. TW3. Was there anything that you were satisfied or dissatisfied with in relation to the Council’s water supply service? n=78
2. TW6. Was there anything that you were satisfied or dissatisfied with in relation to the Council’s sewage system? n=23
3. TW8. Was there anything that you were satisfied or dissatisfied with in relation to aspects of the stormwater system in the district? n=163
4. *Caution: Small sample size (n<30). Results are indicative only.

Residents' Comments

Comments on the Council's kerbside rubbish collection service	%
Satisfied with service	27%
Cost of the service	18%
Bags are too small / prefer a wheelie bin	13%
Dissatisfied with limited range of items collected / recycled	10%
Inconsistent collection times	9%
Request for change of route / traffic management / pick up location	8%
Don't use service / don't need the service	6%
Missed collections / lack of communication	4%
State of the central drop off / refuse site	4%
Frequency of collections	3%
Other	6%

Comments on the Council's waste management services	%
Too expensive / fly tipping / dumping	28%
Address litter / more public bins / emptied regularly	22%
Don't have kerbside / rubbish collection service	19%
Recycling centre is not user friendly / untidy / bins need emptying more often	14%
Greenwaste	12%
Need recycling points and transfer stations / too far away / better opening hours / do not close existing ones	9%
No complaints / satisfied with service	6%
Wheelie bins instead of bags / biodegradable bags / size of bags or bins	6%
More information / communication needed	5%
Trucks leave mess behind / not always collected / irregular pick up times	4%
Dissatisfied with limited range of items collected / recycled	2%
Other	4%

Notes:

- WR3. Was there anything that you were satisfied or dissatisfied with in relation to Council's kerbside rubbish collection service? n=70
- WR5. Was there anything that you were satisfied or dissatisfied with in relation to Council's waste management services? n=160
- *Caution: Small sample size (n<30). Results are indicative only.

Residents’ Comments

Comments on the roads, footpaths or cycle ways in the district	%
Footpaths are dangerous / uneven / foliage maintenance needed / no footpaths	24%
Bad road maintenance / cheaply done / poor drainage	22%
Cycleway is a waste of money / doesn't get used / cycling is unsafe	19%
Road layouts / roads not wide enough / road verges not maintained	17%
Parking / mobility parking	13%
Potholes / uneven roading	11%
Speeding / dangerous driving / safety / signage / lighting	10%
Upgrades required to intersections / crossings / speed bumps	9%
Need more cycleways	8%
Satisfied / no issues	4%
Need more walkways	4%
Other	3%

Comments on the parks, reserves, and playgrounds in the district	%
More facilities / upgrades to current facilities required	32%
Satisfied with parks, reserves and playgrounds	31%
Maintenance required	25%
More seating / shaded areas / beautification / rubbish bins / parking	13%
More footpaths / walkways / walkways maintenance required / dedicated bike paths	10%
Safety concerns / freedom camping / dog control	8%
Other	6%

Notes:

- RF2. Was there anything that you were satisfied or dissatisfied with in relation to the roads, footpaths or cycle ways in the district? n=195
- PR3. Was there anything that you were satisfied or dissatisfied with in relation to the parks, reserves, and playgrounds in the district? n=67

Residents’ Comments

Comments on the public facilities	%
Makino Pool concerns including upgrades, cost, temperature, lesson availability, opening hours, and staff.	28%
Satisfied with facilities	26%
Wasted money / discounts needed for ratepayers / paid for in rates but don't use	19%
In need of maintenance / upgrading	13%
Library needs more books / seating / too noisy / better opening hours	9%
Public toilets run down / not clean	8%
Don't use the facilities	6%
No soap / paper / hand sanitiser in toilets	3%
Unsafe	2%
Lack of facilities / expensive to use or hire	2%
Lack of parking makes facilities difficult to access	2%
Customer service is lacking / not friendly	1%
Other	5%

Comments on the Council’s regulatory services	%
Building / resource consents	31%
Take too long / costly / no value for money	28%
Animal control	25%
Satisfied / no issues	25%
Council didn't help / staff lack experience	17%
Encourage growth / types of current businesses are not good	7%
Licensing	2%
Lack of communication	2%
Other	9%

Notes:

- CF3. Was there anything that you were satisfied or dissatisfied with in relation to public facilities in the district? n=76
- OS3. Was there anything that you were satisfied or dissatisfied with in relation to Council’s regulatory services? n=46

Residents' Comments

Comments on the community development including community funding	%
Satisfied	28%
Lack of communication / lack of follow-up / information	15%
Bring the community together / museum / library / events	13%
Stick to core services / better use of funds	11%
Lack of support / lack of funding / funds not distributed equally	7%
Transparency / consultation	7%
Upgrade footpaths / cycleways / walkways / safety / toilets / parking	5%
Parks and reserves	5%
Create jobs / business park / economic growth	4%
Dissatisfied with Council	4%
Need long term planning	1%
Rates are too high	1%
More police / security	1%
Other	7%

Comments on Council's priority: a place to belong and grow	%
Great community / love living here / community feel, great for families / Council has done well	41%
Don't feel like I belong / treat everyone equally / not much provided	12%
Good job / could be better / average	10%
Facilities and activities well used / good facilities, groups and activities	10%
Need more information / promotion / Council engagement	8%
Budget restraints / excess spending / rates / prioritise core services	7%
Need age appropriate facilities / free facilities	4%
Investments and upgrades have improved the community	3%
Security / increased police presence	3%
Fast growth of community / infrastructure not keeping up	2%
Roads / footpaths	1%
Good education options	1%
More Council supported events	1%
Dog parks / shade	<1%
Other	7%

Notes:

- CFU3. Was there anything that you were satisfied or dissatisfied with in relation to community development including community funding? n=53
- CO2. Why did you provide this rating for 'a place to belong and grow'? n=341

Residents' Comments

Comments on Council's priority: a future planned together	%
Was not involved / didn't know about it / not sure of plans / cannot give opinion	39%
More consultation with community / community needs to be included / need better communication / need to listen	18%
Felt included / knew of plans / info in rates / lots of consultation / good communication	15%
Council has their own agenda / do what they want regardless	10%
Good job / is important	9%
Council can do better / they are ok	5%
Other	8%

Comments on Council's priority: an environment to be proud of	%
Is beautiful / good job / love our town / confident in Council	51%
More work can be done / Council is working on improving / no support	18%
Recycling / recycling plant	7%
Improve communication and information in this area	5%
Sewerage / pollution in rivers and waterways	4%
Too much rubbish / fly tipping / dump is expensive / more rubbish bins / bins not bags	4%
Not Councils responsibility / focus on core services / don't waste money	3%
Need to look after the environment / farming issues	3%
Crime / vandalism / safety	2%
Flood prevention work	2%
Need more planting of natives / trees	2%
Plant and animal pest control	1%
Bush and weeds need clearing from waterways / dredging / stop spraying	1%
Three Waters	1%
Roadsides mowing needed / maintenance of berms	1%
Roads / car parking	1%
More involvement with Māori / partnership with Iwi	<1%
Increase alternative transport options / public transport / cycleways / walkways	<1%
Pyrolysis plant concerns	<1%
Other	5%

Notes:

1. CO4. Why did you provide this rating for 'a future planned together'? n=322
2. CO6. Why did you provide this rating for 'an environment to be proud of'? n=325

Residents' Comments

Comments on Council's priority: infrastructure fit for the future	%
Roads need fixing / traffic issues/ parking	32%
There is room for improvement / financial constraints / don't know plans	22%
Council are doing well / infrastructure is coping / satisfied	19%
Water issues / Three Waters / flooding / rivers / stormwater	12%
Need to future proof infrastructure / long-term planning required	10%
Too many new builds / population growth an issue	7%
Infrastructure not keeping up	6%
Unnecessary work / bad decisions / wasted money / investment not allocated evenly	4%
Footpaths / cycleways	3%
Badly organised / bad decisions / wasted money	3%
Safety	1%
Wate Management	1%
Losing rural land	<1%
Other	6%
Comments on Council's priority:	%
Is a great place / making a better place	27%
Trying but could do better / room for improvement / versatile	11%
Is strong economically / business is good / businesses are supported	10%
Rates too high and infrastructure is lacking	8%
Not sure of plans / cannot give opinion / am neutral	7%
Need more businesses / shops to encourage people to spend here / closed shops / more activities	7%
Spend wisely / focus on core services / not Councils job	5%
Support local businesses / award contracts to local contractors	4%
Population growth / housing support required	3%
Improve promotion, communication, and information in this area	3%
Town needs an upgrade / improve safety and facilities / address parking issues	3%
I don't agree	3%
Need Input from Government / not sure how much Council does	2%
Rural communities are isolated / some areas benefit more than others	2%
Improve consent processes so it's easier to open a business or provide a service	2%
Address earthquake prone buildings / support owners / help with meeting standards	2%
Hard to measure / opinion is based on what I have seen or heard	1%
Other	7%

Notes:

- CO8. Why did you provide this rating for 'infrastructure fit for the future'? n=327
- CO10. Why did you provide this rating for 'a prosperous, resilient economy'? n=288

Residents’ Comments

Comments on Council’s priority: a future planned together	%
Rates are too expensive / keep going up / more houses means more rates for Council / expensive place to live / paying twice	38%
No value for money / room for improvement / need to listen	17%
Rural don't get services / don't use the services / get basic services	15%
Satisfied / get value for money / Council working hard / Great staff	14%
Wasted money	9%
Don't see work being done / services have not improved	7%
Don't agree / don't pay rates	5%
Invest in transport / roading / footpaths / cycleways / streetlighting	4%
User-pay system / discounts at facilities for ratepayers or residents	4%
Generally okay/good/average	3%
Invest in water / stormwater / wastewater / drainage	2%
Improve recycling / rubbish	2%
Financial rate breakdown	1%
Payments are easy / payment improvements	1%
Housing/rents too expensive	<1%
Invest in environmental protections / climate change	<1%
Other	8%
Comments on how Council handled enquiry or complaint	%
Nothing was done after request or complaint / unresolved / no follow up / no communication	48%
Bad service / do not return calls / don't take it seriously / not interested	15%
Satisfied	12%
No clean up after work completed / bad quality work	8%
Referred to different department	8%
Problems take too long to fix	7%
They could not help / private property / out of their control	6%
Resource / building consents take too long	5%
Staff are ill informed / unqualified staff / not enough staff / conflicting advice	2%
No time to investigate / no money to fix problem	1%
Other	5%

Notes:

- CO11. Why did you provide these ratings for ‘value for money and excellence in local government’? n=351
- RS4. Was there anything that you were satisfied or dissatisfied with in relation to how Council handled your enquiry or complaint? n=53

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