



Kaikōura

District Council

2024-25 Satisfaction
and Wellbeing Survey

| SIL Research

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EXECUTIVE SUMMARY

Each year the Kaikōura District Council uses a survey of residents and community members to gather feedback about Council-provided services and facilities. This research measures Kaikōura resident satisfaction levels with Council service delivery performance, Council facilities and community wellbeing.

Research was conducted between 15 November 2024 and 23 January 2025. A total of n=364 responses were used in the final analysis, the highest response received to date. The main findings were as follows:

- The Kaikōura District Council has continued to experience positive performance in 2024-25 from the perspective of residents, following on from the gains measured in 2023-24 in the face of recent national and economic challenges. Overall satisfaction with the Council remained moderately high (70%), slightly higher than 2023-24 (65%) despite no significant differences in the past five years. Kaikōura District's overall result remains positively above the national average (54%).
- Consistent with the positive satisfaction score, perceptions of life quality also increased in 2024-25, with 3-in-5 respondents (63%) indicating that their quality of life had improved in the last year – up from 50% in 2023-24 - the second-highest increase this year and a new peak result for this measure. 60% also believed quality of life is improving for residents and visitors generally.
- For the second consecutive year, NET Emotion Scores (NES) stayed positive for all Council services and facilities (more satisfied than dissatisfied ratings), indicating general public satisfaction across the range of attributes measured. Essentially, satisfaction performance scores were 50% or higher for every attribute in 2024-25.
- In addition, 25-out-of-35 performance areas (71%) showed moderate or high satisfaction levels above 60%, and 8 of these 35 attributes (23%) scored very high satisfaction levels above 80%.
- Also, 12-of-15 performance areas exceeded national benchmark standards, including the aforementioned overall satisfaction score – indicating that the District is performing positively in a national context.
- Public facilities, including the library, and Memorial Hall / Scout Hall / Op Shop buildings, remained the top performing areas, with very high satisfaction levels of 97% and 90%, respectively. The library achieved total (100%) satisfaction levels among some community segments (e.g. 18-44 year olds, Kaikōura Flats residents).
- In 2024-25, most performance areas retained satisfaction levels on par with the 2023-24 results. One area showed a significant improvement compared to the previous year: footpaths recorded the greatest improvement for the second consecutive year, achieving a new peak of 69% (up +18%-points from 51% in 2023-24, and up from 41% in 2022-23).

- Other areas saw promising (if not statistically significant) increases in 2024-25, and/or new peak results, indicating positive improvement trends over time, including: environmental health monitoring (66% in 2024-25 vs. 55% in 2023-24), public places (cemetery, playgrounds, public toilets) (83% vs. 75%), South Bay Harbour (82% vs. 72%), overall Council management of community facilities (80% vs. 71%), Council's response to service requests or complaints (55% vs. 47%), and cycleways and walkways (84% vs. 76%).
- Nevertheless, some areas received less positive appraisals from residents, indicating services for greater attention or improvement. Urban rubbish collection scored the lowest satisfaction in 2024-25 (51%), maintaining a typical low position (52% in 2023-24). Council meetings/committees (53%) exhibited the largest drop from 2023-24 (down +10%-points from 62% in 2023-24) (also suffering from low awareness within the community). Other low performing areas (albeit with satisfaction levels of 50% or higher) included: community participation in decision making (52%), Council response to community contact (55%) and roads (56%).
- Against national benchmarks, need for improvement was identified for recycling services (58% in Kaikōura vs. 73% benchmark), Council response to requests (55% vs. 73% benchmark), and rubbish collection (51% vs. 67% benchmark).
- Collectively, most facets of Council engagement with the community presented the greatest opportunity to increase residents' perceived satisfaction with Kaikōura District overall. While satisfaction with Mayor, Councillors and staff (67%) remained moderately high (and generally consistent with previous years), Council consultation, meetings/committees, response to requests/complaints and representation of local interests all represented room for improvement – identified as having the strongest influence on overall satisfaction but with relatively low performance.
- There was continuing evidence of varying perceptions across the district, with a clear urban versus rural divide. For example, community life quality perceptions were most positive in Kaikōura township (67%) and least positive in Kaikōura Flats (48%) and Hapuku (35%). Hapuku, South Bay/Peninsula and Other remote residents were less likely to agree the Council is helping Kaikōura move forward (36%, 45%, and 41% respectively), compared to Kaikōura township residents (66%). These perceptions were also reflected in and correlated with satisfaction with Council services and facilities.
- Overall, 2024-25 results indicate that Kaikōura District is in a positive position in the eyes of residents, and against national standards. Signs of stability and improvement are evident, with substantial progress in important areas (e.g. footpaths, public places). However, areas for improvement are also apparent, particularly addressing infrastructure and service concerns in more remote areas, ongoing roading and waste collection needs. Engaging younger demographics remains a consistent consideration. Continued strengthening of Council consultation processes and responsiveness to public requests will help ensure broader community participation and foster a deeper sense that the Council cares for the diverse range of residents comprising the local community – potentially driving even greater beliefs about the quality of life available in the Kaikōura District.

 Public library (p.40)	 Public halls* (p.38)	 Customer services (p.33)	 Cycleways & walkways (p.22)	 Other public places** (p.39)	 South Bay Harbour (p. 41)
KDC 2024-25: 97%	KDC 2024-25: 90%	KDC 2024-25: 84%	KDC 2024-25: 84%	KDC 2024-25: 83%	KDC 2024-25: 82%
KDC 2023-24: 98%	KDC 2023-24: 92%	KDC 2023-24: 85%	KDC 2023-24: 76%	KDC 2023-24: 75%	KDC 2023-24: 72%
NZB 2024 83% 	NZB 2024: n/a	NZB 2024: n/a	NZB 2024: 63% 	NZB 2024: 81% 	NZB 2024: n/a
 Airport (p.37)	 Access to information (p.34)	 Communications (p.30)	 Civil defence (p.43)	 Animal control (p.27)	 Food and alcohol regulation (p.29)
KDC 2024-25: 77%	KDC 2024-25: 77%	KDC 2024-25: 75%	KDC 2024-25: 75%	KDC 2024-25: 74%	KDC 2024-25: 74%
KDC 2023-24: 79%	KDC 2023-24: 76%	KDC 2023-24: 78%	KDC 2023-24: 82%	KDC 2023-24: 69%	KDC 2023-24: 83%
NZB 2024: n/a	NZB 2024: n/a	NZB 2024: 44% 	NZB 2024: 70% 	NZB 2024: 66% 	NZB 2024: n/a
 Streetlights (p.21)	 IWK / Resource Recovery centre (p.24)	 Footpaths (p.23)	 Environmental health (p.28)	 Pensioner flats (p.36)	 Quality of life (p.11)
KDC 2024-25: 70%	KDC 2024-25: 70%	KDC 2024-25: 69%	KDC 2024-25: 66%	KDC 2024-25: 64%	KDC 2024-25: 63%
KDC 2023-24: 75%	KDC 2023-24: 73%	KDC 2023-24: 51%	KDC 2023-24: 55%	KDC 2023-24: 69%	KDC 2023-24: 50%
NZB 2024: 72% 	NZB 2024: 60% 	NZB 2022: 61% 	NZB 2024: n/a	NZB 2024: n/a	NZB 2022: n/a
 Recycling (p.25)	 Consultation (p.13)	 Roads (p.20)	 Response to requests (p.32)	 Meetings/committees (p.31)	 Rubbish collection (p.26)
KDC 2024-25: 58%	KDC 2024-25: 56%	KDC 2024-25: 56%	KDC 2024-25: 55%	KDC 2024-25: 53%	KDC 2024-25: 51%
KDC 2023-24: 57%	KDC 2023-24: 59%	KDC 2023-24: 56%	KDC 2023-24: 47%	KDC 2023-24: 62%	KDC 2023-24: 52%
NZB 2024: 73% 	NZB 2024: 44% 	NZB 2024: 43% 	NZB 2023: 73% 	NZB 2024: n/a	NZB 2022: 67% 
 Overall satisfaction (p.16)	 Mayor, Councillors and staff (p.45)	 Being represented (p.45)	 - Great performance (>80%)  - Good performance (60-79%)  - Services for improvement (50-60%)  - Greatest improvement potential (<50%)  - Current result above NZB  - Current result below NZB		
KDC 2024-25: 70%	KDC 2024-25: 67%	KDC 2024-25: 65%	NZB 2024 = SIL NZ benchmark		
KDC 2023-24: 65%	KDC 2023-24: 64%	KDC 2023-24: 62%	* Memorial Hall, Scout Hall, Op Shop Building		
NZB 2024: 54% 	NZB 2024: 45% 	NZB 2024: n/a	** Cemetery, playgrounds and public toilets		



METHODOLOGY

RESEARCH GOAL

As a part of the annual consultation process, Kaikōura District Council (KDC) has commissioned a Resident Satisfaction and Wellbeing Survey since 2013. This research measures Kaikōura resident satisfaction levels with Council service delivery performance, Council facilities and community wellbeing.

QUESTIONNAIRE AND PROJECT SPECIFICS

From 2018, the Satisfaction and Wellbeing Survey has been conducted by SIL Research.

In 2018, SIL Research together with KDC, developed a revised Resident Survey questionnaire. Initial drafting of the survey was based on research previously carried out by KDC in 2013-2017 years. This revised survey, with further adjustments, was repeated in the following years.

In 2024-25, the existing questionnaire was further reviewed in consultation with the KDC to ensure the survey was fit for purpose, with no changes compared to 2022 or 2023 – allowing for greater consistency in measurement and historical comparison.

DATA COLLECTION

Research for 2024-25 was conducted between 15 November 2024 and 23 January 2025. A total of n=364 responses were used in the final analysis – this represents the highest survey response received to date, compared to the previous highest response of n=340 in 2022-23. SIL Research used a mixed methods approach to collect surveys across

Kaikōura District Community members. The mixed-method approach included:

- (1) Postal survey. Using a ratepayer database, a hard copy of the survey was sent to 1,500 Kaikōura property owners and district residents. All postal surveys also included an online link to complete the survey.
- (2) Online. The survey was provided online via Council’s Facebook page, to increase survey awareness and allow both residents and community members to have their say. This includes CATI interviews.
- (3) Social media. The invitation advertisement was randomly promoted to Kaikōura District residents (available via SIL Research social media platforms, such as Facebook).

The mixed-method approach produced a relatively balanced proportion of paper-based and online submissions, with paper questionnaires boosting participation generally and the online campaign facilitating responses from younger residents.

Table 1 Number of responses per collector method

Collection method	Number of responses	%
Paper-based	145	40%
- survey forms	134	
- links from the survey forms	11	
Online	219	60%
- KDC Facebook	34	
- SIL Facebook (Includes CATI)	173	
- SIL website	12	
Total	364	100%

DATA ANALYSIS

Data was weighted to reflect the district’s gender and age group population proportions as per Statistics New Zealand’s 2018 Census.

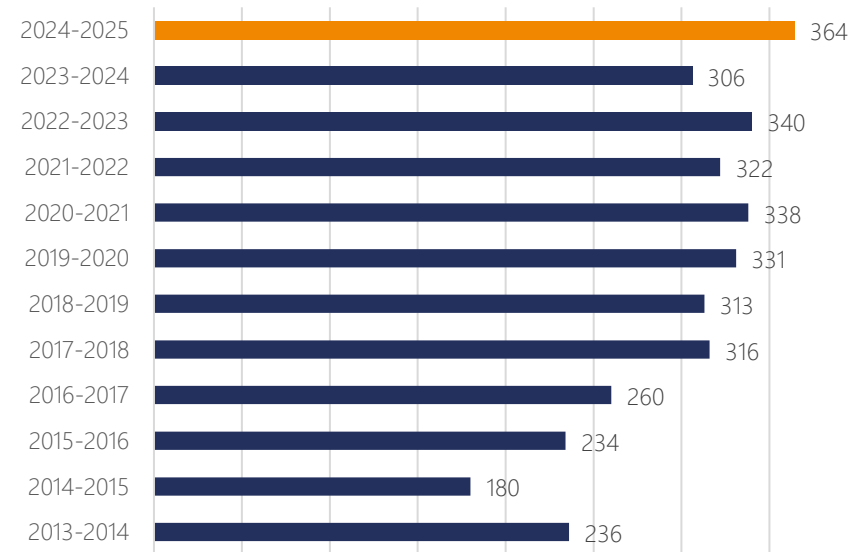
A total sample size of n=364 Kaikōura District residents aged 18 years and older allows for margins of error of +/- 4-5%, at the 95% confidence level.

Table 2 Margin of error

Responses n=	Reported percentages	
	50%	80% or 20%
364	±4.9	±3.9
200	±6.8	±5.4
100	±9.7	±7.7

The maximum likely error margin occurs when a reported percentage is close to 50%. Higher proportions of ‘No opinion’ responses reduce the effective sample sizes and also result in a larger margin of error. Smaller subsamples of community segments are also subject to higher error margins.

Chart 1 Number of responses by year



SIL Research ensured quality control during the fieldwork period. In addition, a quality control check was performed using follow-up calls across randomly selected respondents (10% of those who agreed to the follow up) to verify the key responses.

Further checks included, but were not limited to, removal of incomplete responses and duplicate responses.

The main resident groups analysed in this report were: area, age, gender, and home ownership. During the analysis stage of this report, two sets of statistical testing were employed while reviewing data findings. Chi-square tests were used when comparing group results in tables, and ANOVA tests were used when comparing statement averages across groups. The threshold for reporting any statistically significant differences was a p-value of 0.05. Where differences were outside this threshold (less than 95%), no comments were made; where

differences were within this threshold, comments have been made within the context of their practical relevance to KDC.

NOTES ON REPORTING

Where applicable, the 2024-25 results were compared to previous years' data. This comparative data is indicative only particularly for pre-2018 measures; methods by which the data was collected (including different scales) have differed significantly across years, especially prior to 2018.

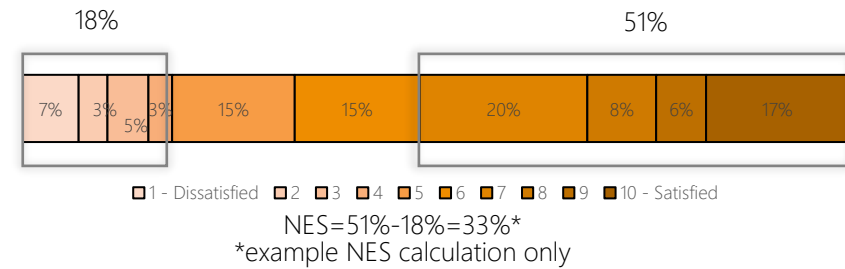
The results from 2013-2017 surveys presented in this report may vary from the original reported data due to different statistical methods used in the analysis.

In 2024-25, most questions continued to use a 1-10 scale (similar to the previous 2017-24 years), which allowed for a more consistent and direct comparison. 'Satisfaction' percentages presented in this report are aggregated 6-10 ratings (on a 1-10 scale). The final analysis excluded 'Don't know', 'No opinion' and 'Haven't used in the past 12 months' responses (although combined 'no opinion / haven't used' percentages are shown in charts for context).

Due to rounding, figures may not add up to 100%.

The overall satisfaction performance measure is an average score between overall satisfaction with Council services and satisfaction with how Council manages community facilities.

The Net Emotional Score (NES) shows the difference between positive and negative sentiment associated with Council services. It is calculated by subtracting the percentage of negative ratings from positive ratings.



WHO TOOK PART IN THE SURVEY

Table 2 Responses by age

	Frequency	Percent
18-44	136	37%
45-64	135	37%
65+	93	26%
Total	364	100%

Table 3 Responses by gender

	Frequency	Percent
Male	185	51%
Female	179	49%
Total	364	100%

Table 4 Responses by home ownership

	Frequency	Percent
Own property & live in district	248	68%
Own property but live outside District	30	8%
Live in a rental property	59	16%
Not stated	27	7%
Total	364	100%

Note: final dataset was statistically weighted to increase accuracy of the reported results.

BENCHMARKING

SIL Research conducts a representative National survey of Councils* to establish a series of benchmarks across a range of Council services. This allows Kaikōura District Council to compare their survey results against a National average (NZB).

The National survey data is collected throughout the year so that annual results can be presented without seasonal bias. The benchmarking results in this report are based on n=400 responses collected in 2023. The data is collected using a 1-10 scale; satisfaction percentages are aggregated 6-10 ratings.

Benchmarking results are reported at 95% confidence level +/- 4-5%.

**Excludes Auckland, Wellington, Christchurch and Dunedin.*

ENVIRONMENTAL FACTORS

When reading this report, it is important to note that factors such as the timing of unusual or one-off events can affect the ratings that residents

give, particularly if they occur close to the time when the survey data is being gathered.

Factors that may have influenced public perception of the Council's performance in 2024-25 include:

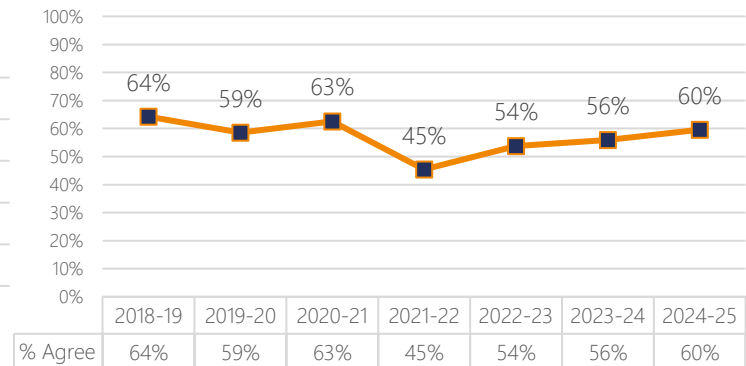
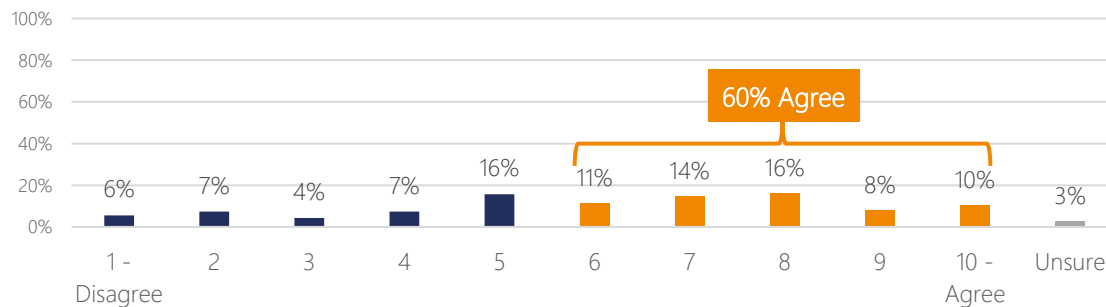
1. The cost of living in New Zealand has continued to rise, placing financial pressure on Kaikōura residents and having a notable impact on perceptions of household and civic costs, spending and value for money. According to IPSOS, two-thirds of New Zealanders (65%) expressed concern about inflation and the cost of living in 2023 – their highest recorded level for any issues to date.



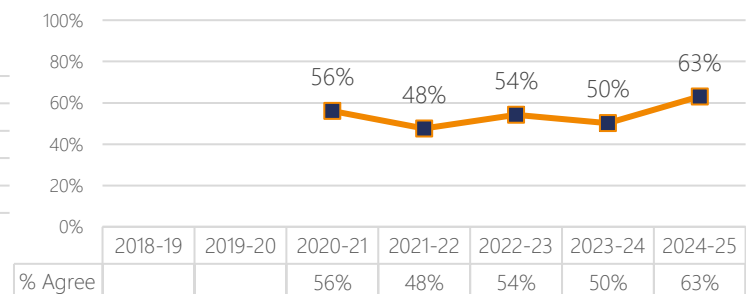
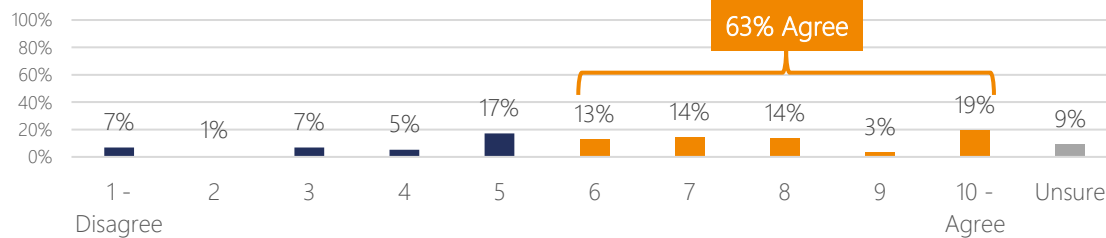
LIFE IN KAIKŌURA – quality of life

- Perceptions of both community (60%) and personal (63%) quality of life continued to improve relative to previous years, since 2021-22. Personal life quality notably increased since 2023-24 (50%), to a new peak (the second-highest improvement in 2024-25).
- Both personal and community life quality were moderately correlated together ($r=0.51$, on a 0-1 scale). The majority (3-in-4 or 76%) of those agreeing their personal life had improved also agreed that community life had improved; in contrast, just 1-in-5 (22%) of those disagreeing about personal improvements also agreed about community life improving (while 59% disagreed).
- Agreement about personal quality of life improving was higher for younger respondents (18-44) (69%) compared to 45-64 year olds (56%); however older adults 65+ were more likely to believe that community life had improved (71%).
- Community life perceptions were most positive in Kaikōura township (67%) and least positive in Kaikōura Flats (48%) and Hapuku (35%).
- Respondents who were satisfied with Council service provision were more likely to agree both their community (78%) and personal (77%) quality of life were improving (cf. 28% and 24% of those dissatisfied, respectively).

Quality of life is improving for residents and visitors



In the last year, my overall quality of life has improved



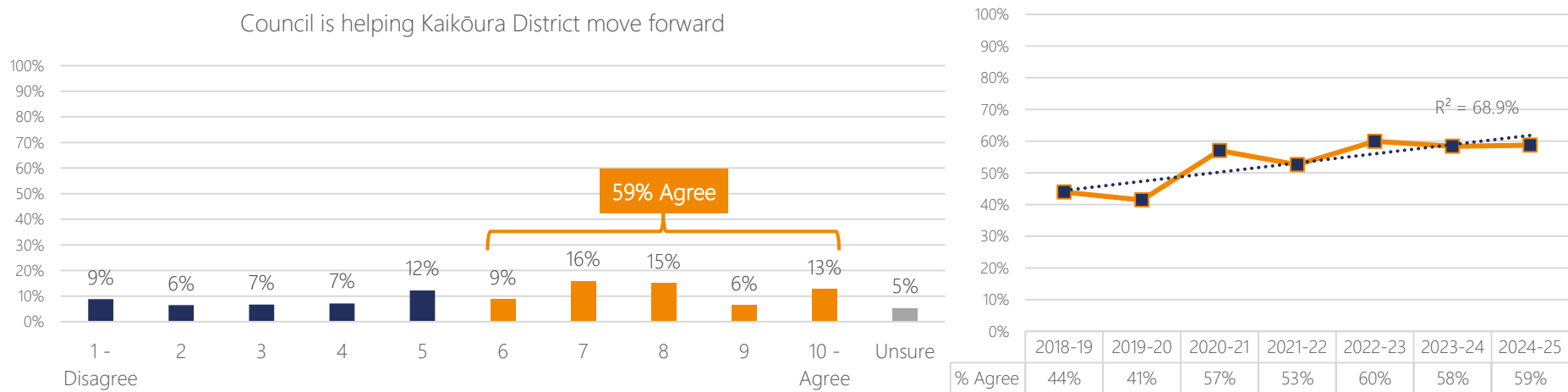
Due to rounding, figures may not add up to 100%. 'No opinion', 'Unsure' removed from the analysis and '% Agree' calculation. '% Unsure' (based on total sample) shown for context only.



LIFE IN KAIKŌURA – great place to live

- Consistent with recent years, 6-in-10 respondents (59%) believed that the Council is driving progress in the Kaikōura district; while stabilising since 2022-23, this remains a positive trend compared to pre-2020 in particular.
- Older respondents aged 65+ (70%) remained more likely to hold this view, compared to younger adults aged 18-44 (49%).
- Hapuku, South Bay/Peninsula and Other remote residents were less likely to agree the Council is helping Kaikōura move forward, compared to Kaikōura township residents (36%, 45%, 41% and 66%, respectively).
- Respondents satisfied with Council services were also more likely to agree with this, compared to those dissatisfied with services generally (82% vs 11%).

Council is helping Kaikōura District move forward



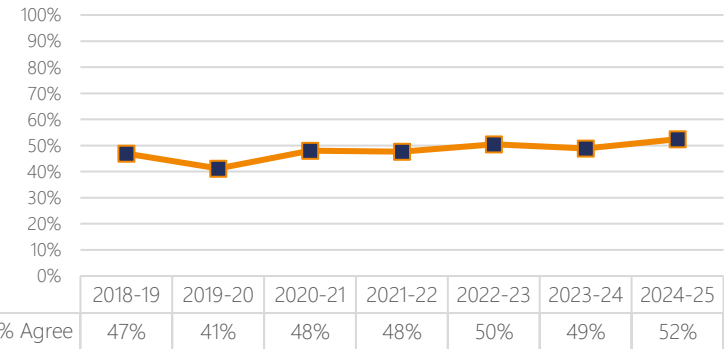
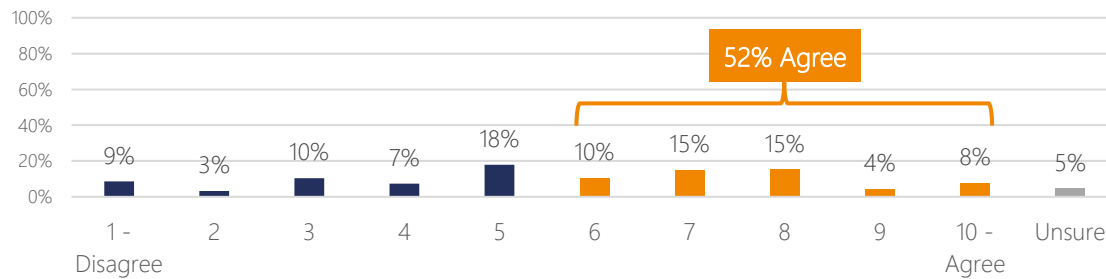
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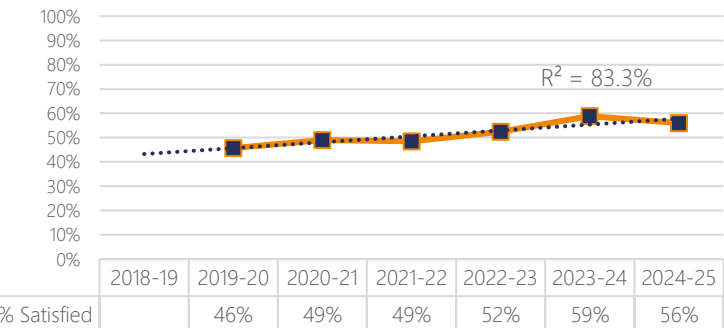
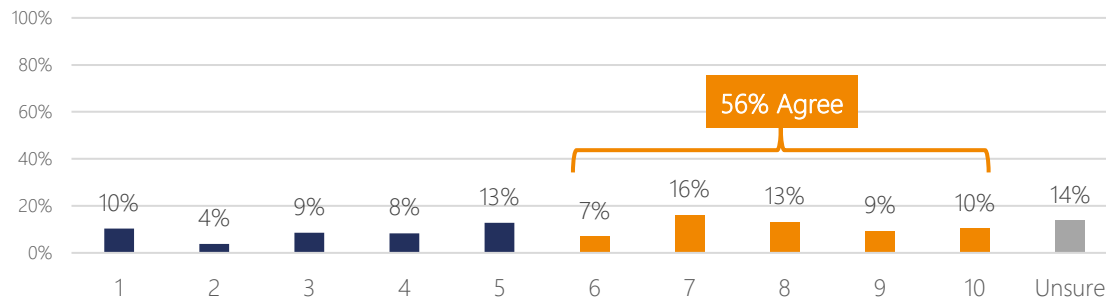
LIFE IN KAIKŌURA – community engagement

- Consistent with previous years, half of respondents believed their community was actively engaged in decisions and planning (52%, a new peak), and that Council consults on important issues (56%, representing an improving trend over time).
- Perceptions of active community participation and consultation were greater in Kaikōura township (60% & 64%), especially compared to Kaikōura Flats (36% & 45%) and Hapuku (52% & 26%).
- Respondents satisfied overall with Council services were also more likely to agree about community participation and consultation on Council issues (71% & 84%), compared to those dissatisfied with services overall (18% & 8%).
- Consulting on important issues continued to have a strong influence on satisfaction with the Mayor, Councillors and staff, and on services overall.

Our community actively participates in decisions and planning



Consultation on important issues

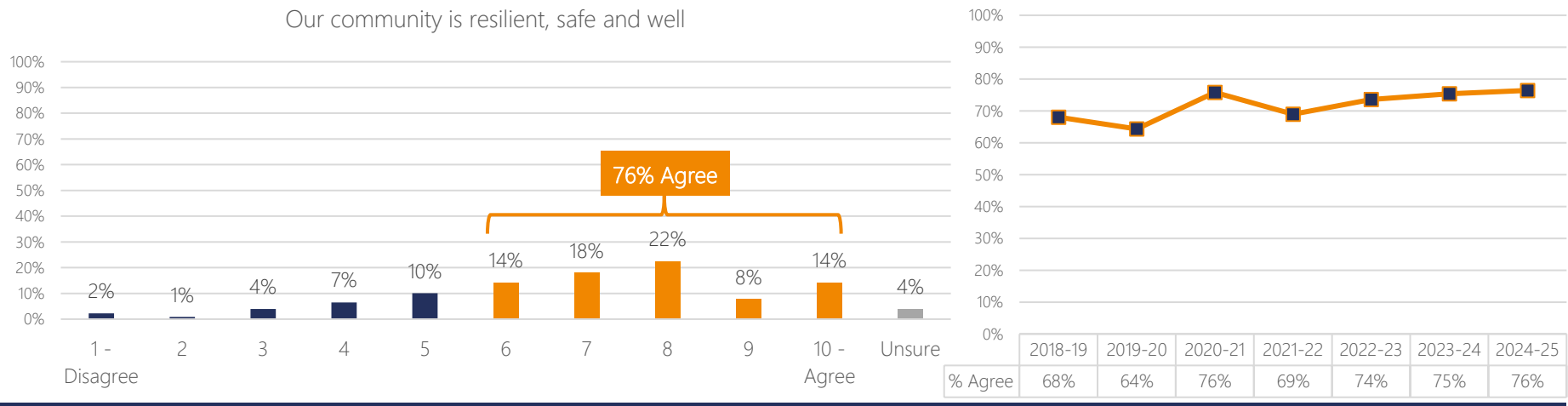


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LIFE IN KAIKŌURA – community resilience

- Levels of perceived community resilience and safety remained stable into 2024-25 (76%), with little change observed over time.
- Nevertheless, Kaikōura Township and South Bay/Peninsula respondents were more likely to agree the Kaikōura community is resilient (83% & 81%) than those in Kaikōura Flats and Hapuku (67% & 53%).
- Respondents who believed community life quality is improving were also more likely to agree that their community is resilient and safe, compared to those who disagreed about community life quality (94% vs 38%).



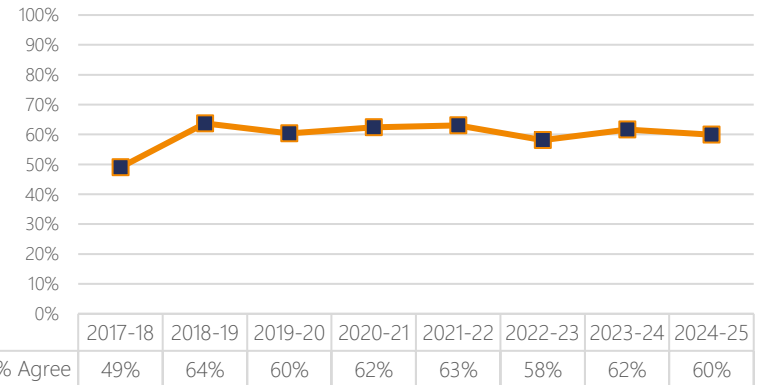
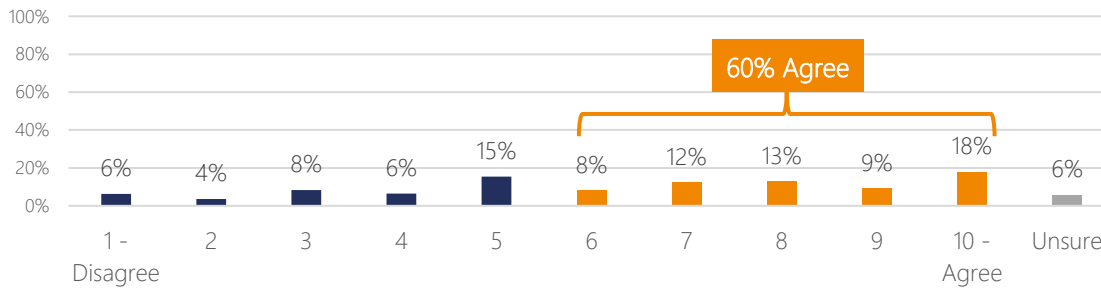
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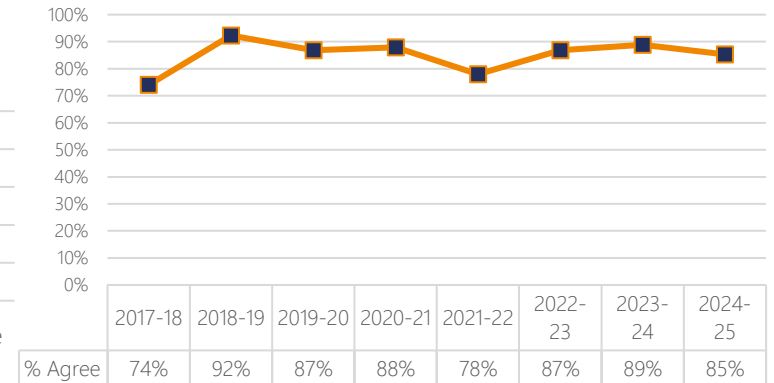
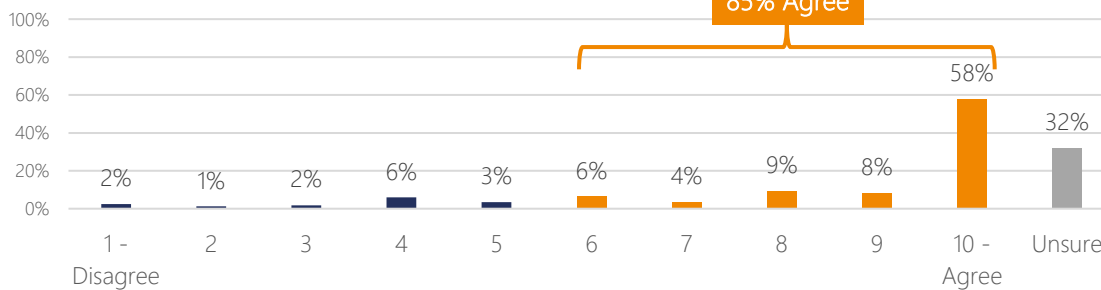
LIFE IN KAIKŌURA – community support

- Perceived knowledge of community outreach, support and services remained stable, with 3-in-5 (60%) agreeing with this in 2024-25.
- However, knowledge of these resources remained lower among younger respondents aged 18-44 (49%).
- Business confidence (85%) also remained consistently high. Notably, 6-in-10 (58%) had full confidence (ratings of 10) in business continuance over the next year (albeit down from 70% in 2023-24).

I know what community outreach, support and social services are available and where to go for help



My business (or my employer's business) will remain open for the next 12 months



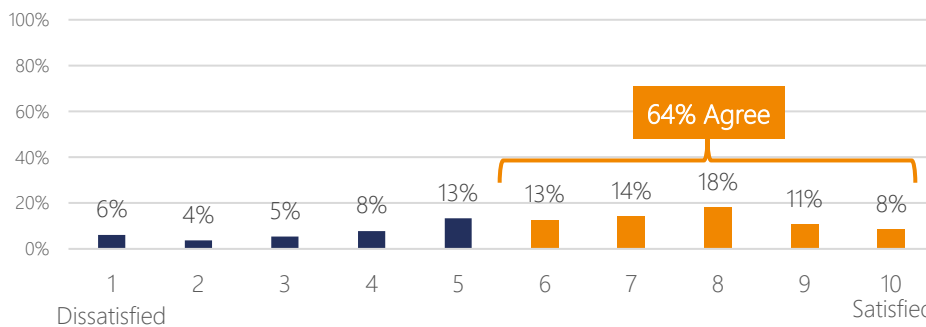
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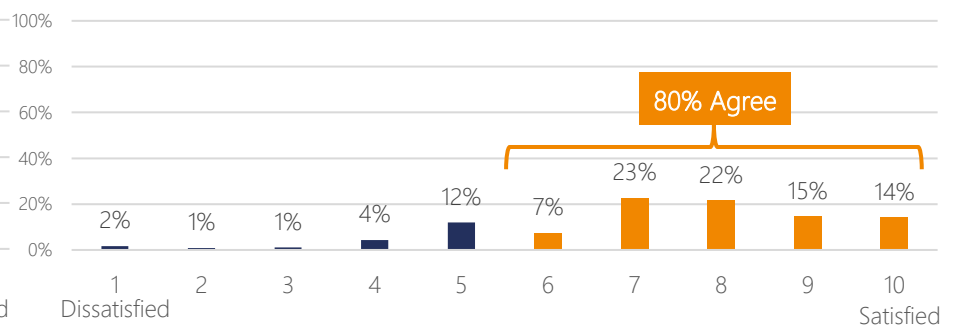
COUNCIL AT A GLANCE – overall satisfaction

- Overall satisfaction with the Council continued to be moderately high (70%), with no significant differences in the past four years.
- Despite general consistency over time, satisfaction with Council services (64%), facilities (80%) and overall (70% average) all achieved new peaks in 2024-25. This was most notable for the facilities score (rising from 71% in 2023-24, although not statistically significant), reaching 80% satisfaction for the first time.
- Satisfaction with services was highest in Kaikōura township (72%), especially compared to Hapuku (36%) and South Bay / Peninsula (47%). However, it tended to be lower among homeowners (60%) compared to non-owners (77%).
- Despite no significant differences, facilities satisfaction tended to be higher in Kaikōura township (84%) than in Hapuku (62%) or other remote areas (63%).

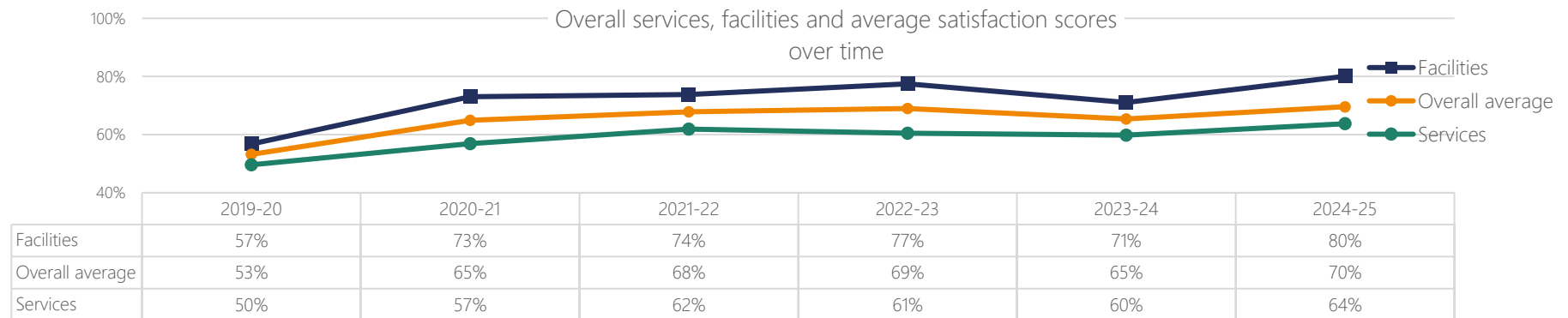
Satisfaction with Council services in 2024-25



Satisfaction with Council facilities in 2024-25



Overall services, facilities and average satisfaction scores over time

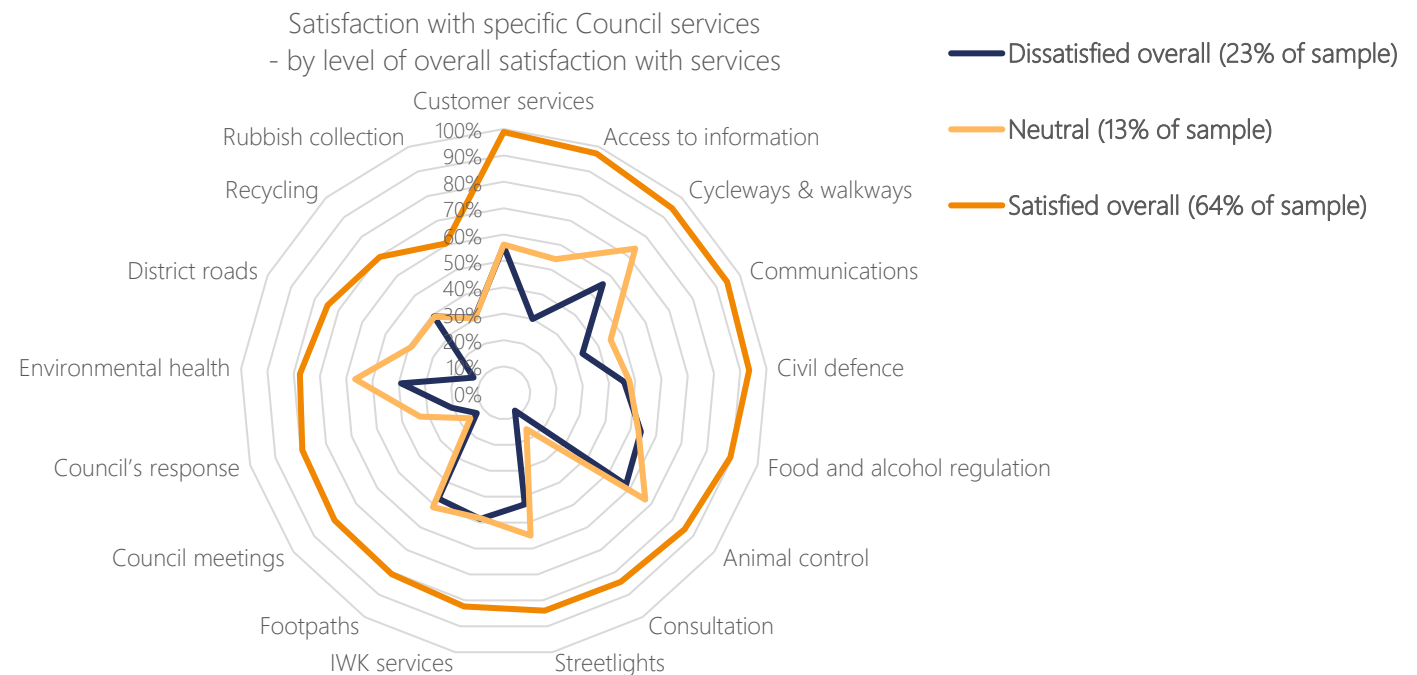


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COUNCIL AT A GLANCE – satisfaction levels

- As expected, respondents who expressed satisfaction with Council services overall (representing 64% of all respondents in 2024-25) also reported moderate-to-high satisfaction with each individual service attribute (with satisfaction scores above 60% for all services).
- Satisfaction levels clearly varied significantly for respondents who were less satisfied overall. The chart below indicates the gaps between respondents based on their overall satisfaction levels, and highlights the most prominent 'pinch points' for those who were dissatisfied with services overall (representing 23% of all respondents in 2024-25).
- Among these dissatisfied respondents, the lowest levels of satisfaction were indicated for consultation (8% satisfaction, compared to 84% of those satisfied overall), Council meetings (13% vs. 80%), District roads (13% vs. 75%), Council's response to requests (21% vs. 79%), access to information (30% vs. 79%), rubbish collection (31% vs. 61%) and Council communications (33% vs. 94%).
- For dissatisfied respondents, just four attributes achieved majority (more than 50%) satisfaction: animal control (58%), cycleways / walkways (56%), customer services (56%) and regulation (54%).



Results based on aggregated '% Satisfied' calculations for each service attribute. Attributes ordered clockwise from highest-to-lowest satisfaction for respondents 'Satisfied overall'.

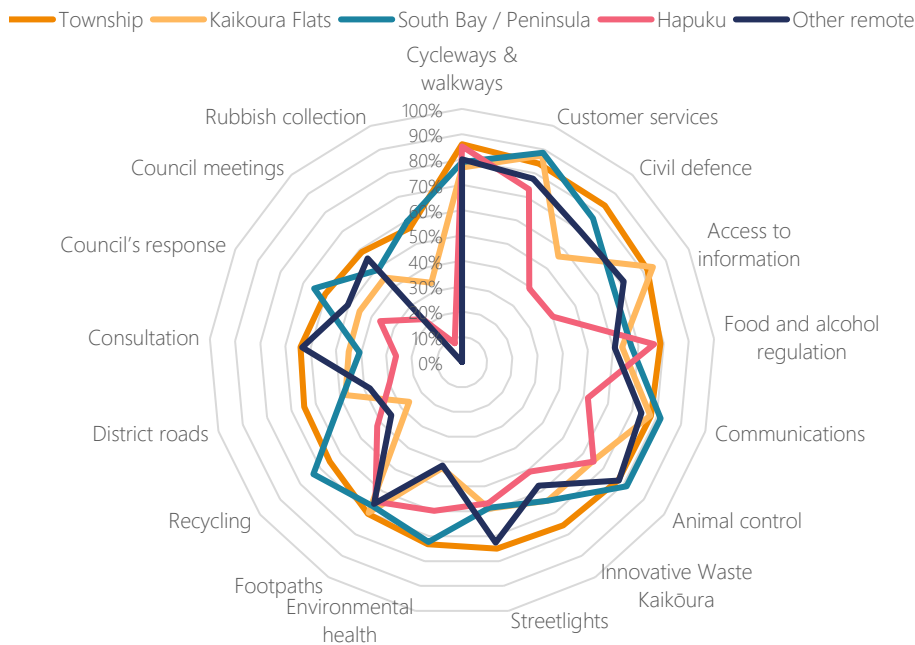


COUNCIL AT A GLANCE – satisfaction by area & age

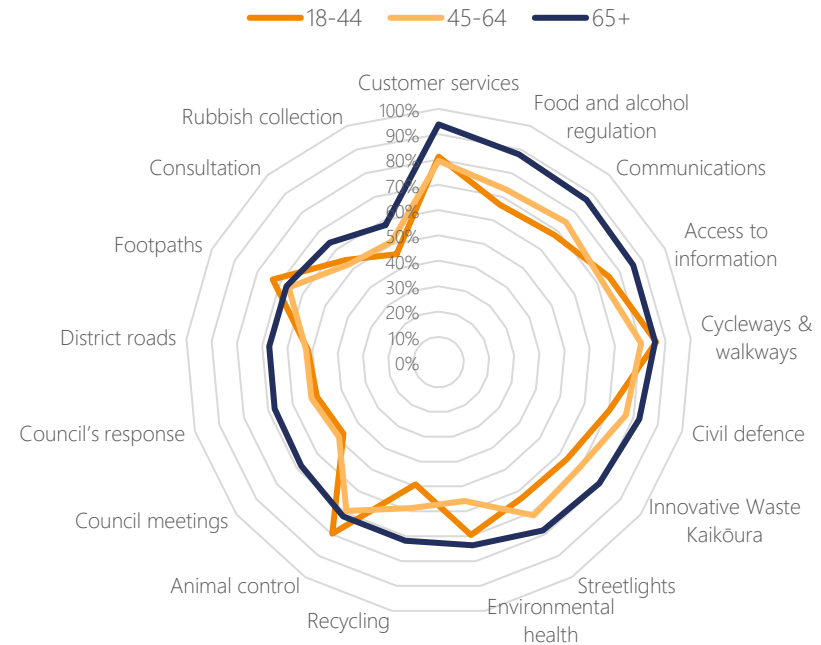
- An overview of service satisfaction across the district reveal a range of varying results, but some notable patterns nonetheless. Kaikōura township respondents (with the highest overall service satisfaction, at 72%) tend to exhibit the greatest satisfaction across specific services, although differences with other areas are often small.
- In contrast, Hapuku residents (lowest overall satisfaction, 36%) typically exhibit the lowest satisfaction across several services (especially information access, Council communication, consultation and response), similar at times to Kaikōura Flats (61% overall) and Other remote (51%).

- Clearer patterns are apparent by respondent age groups, although differences based on age are less distinct. Older adults (aged 65+) have the highest overall service satisfaction (74%), reflected in consistently higher satisfaction across specific services.
- In contrast, younger adults aged 18-44 (63% overall service satisfaction) and 45-64 (57% overall service satisfaction) exhibit lower satisfaction in some areas. However, 18-44s do express slightly higher satisfaction for animal control and footpaths (though not statistically different).

Satisfaction with specific Council services - by area



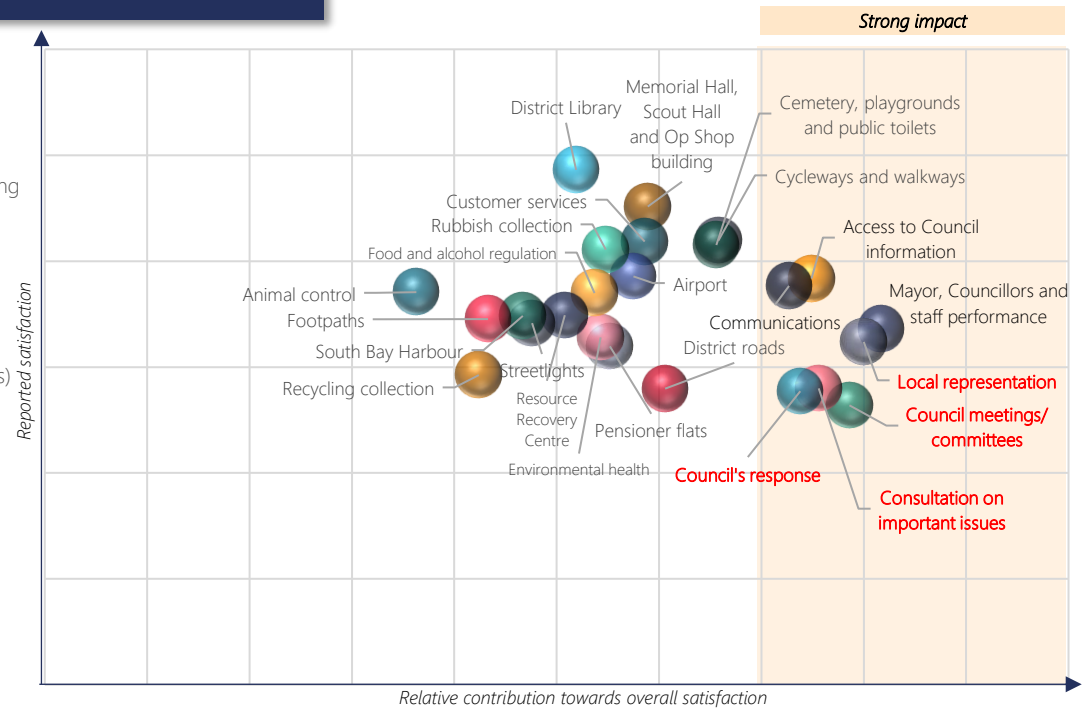
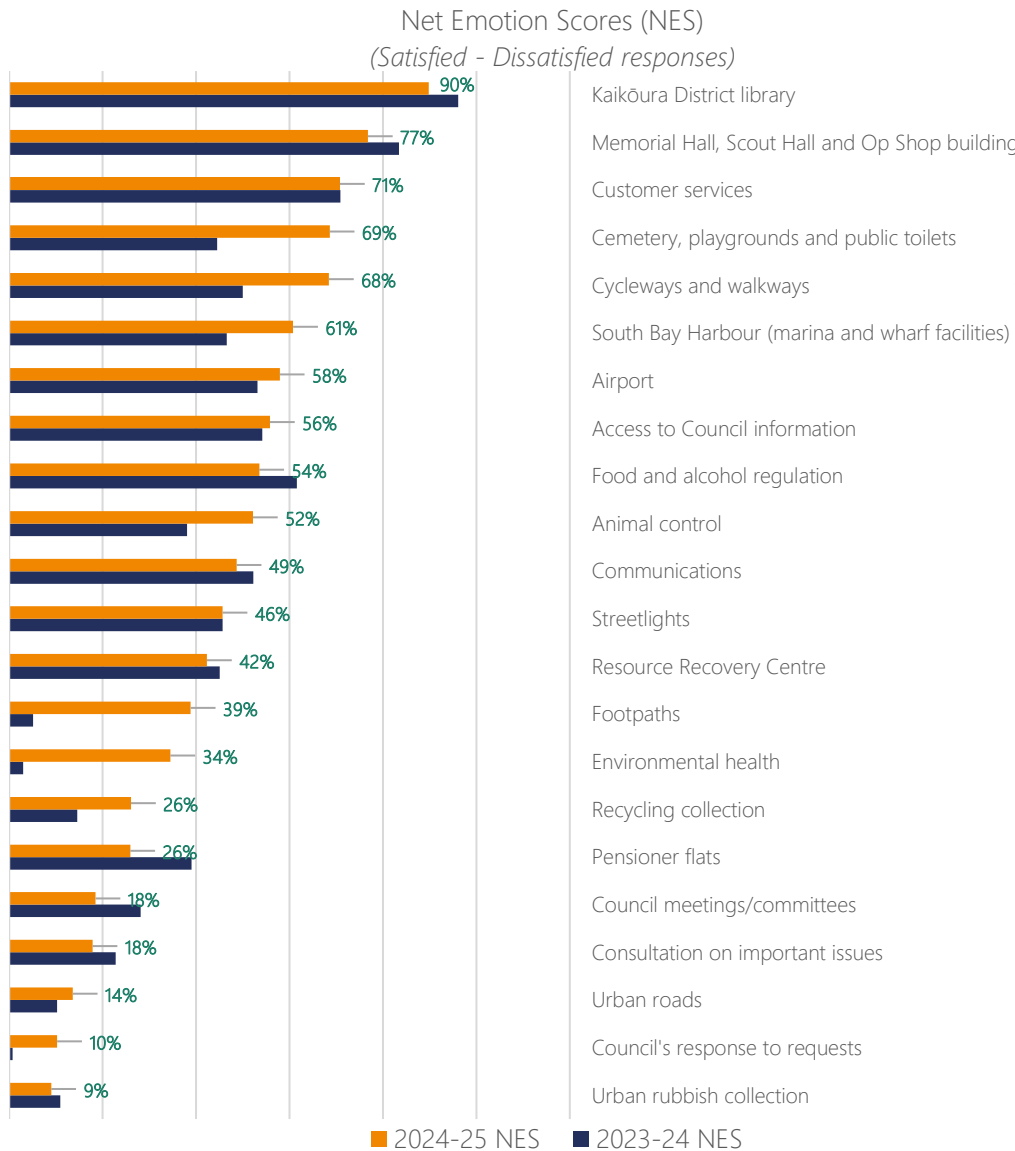
Satisfaction with specific Council services - by age



Results based on aggregated '% Satisfied' calculations for each service attribute. Attributes ordered clockwise from highest-to-lowest satisfaction for respondents 'Satisfied overall'.



IMPROVING OVERALL SATISFACTION



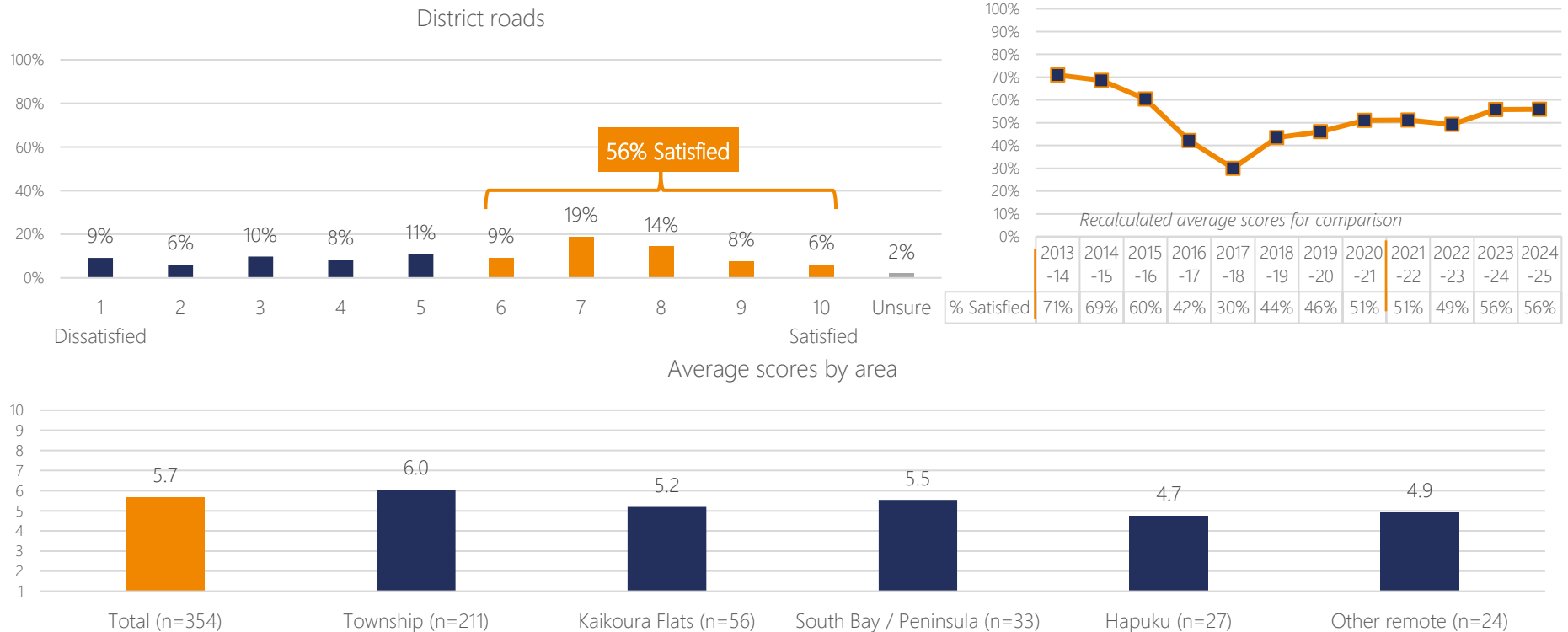
For the second consecutive year, respondents in 2024-25 expressed more positive than negative emotions for all Council services and facilities, producing positive Net Emotion Scores across all areas. The top three highest ranking services (most positive NES) remained the same year-on-year: public library, halls/buildings and customer services. The three lowest-ranking NES (balance of dissatisfied and satisfied respondents) also remained unchanged: rubbish collection, Council's response to requests, and urban roads. The largest improvements were measured for footpaths, environmental health and public facilities (cemeteries, playgrounds, etc.). In contrast, the greatest NES declines in 2024-25 were seen in council meetings and pensioner flats.

Across services, the relative contribution towards overall satisfaction varied. As in 2023-24, based on both impact and achieved satisfaction scores, most facets of **Council engagement** with the community (particularly **Council consultation, response and representation**) presented the greatest opportunity to increase perceived satisfaction.



COUNCIL ASSETS – roads

- Over half (56%) of respondents remained satisfied with roads in the district, similar to 2023-24 (56%) – however, this evaluation area remained among the five lowest performing in 2024-25.
- Satisfaction with roads was higher for Kaikōura Township respondents (65%), especially compared to those in Hapuku (30%). Older respondents (65+) also remained most satisfied with roads (67%), though this was not significant.

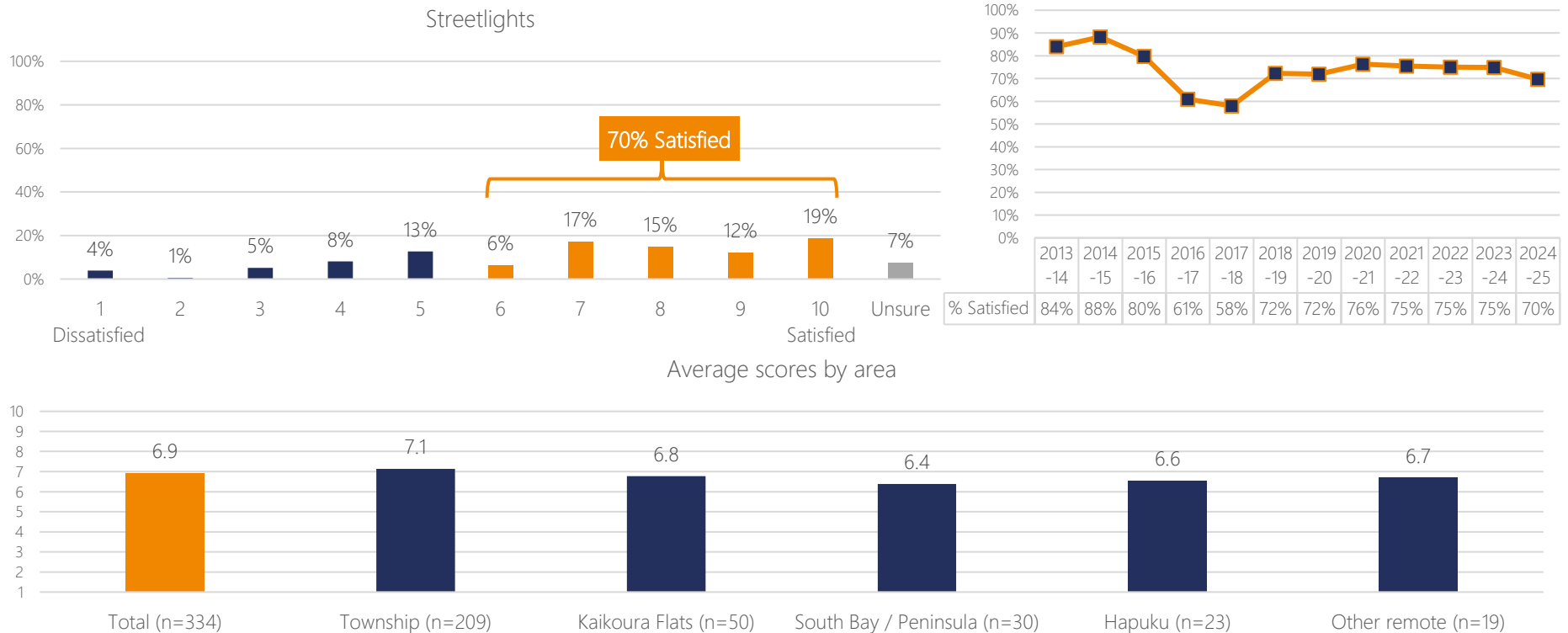


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COUNCIL ASSETS – streetlights

- Satisfaction with streetlights dipped slightly in 2024-25 (68%, down from 75% in 2023-24 and recent years); however, this change was within the margin of error.
- Satisfaction with streetlights remained generally consistent across community segments. However, home owners reported greater satisfaction than non-owners (72% vs 55%).

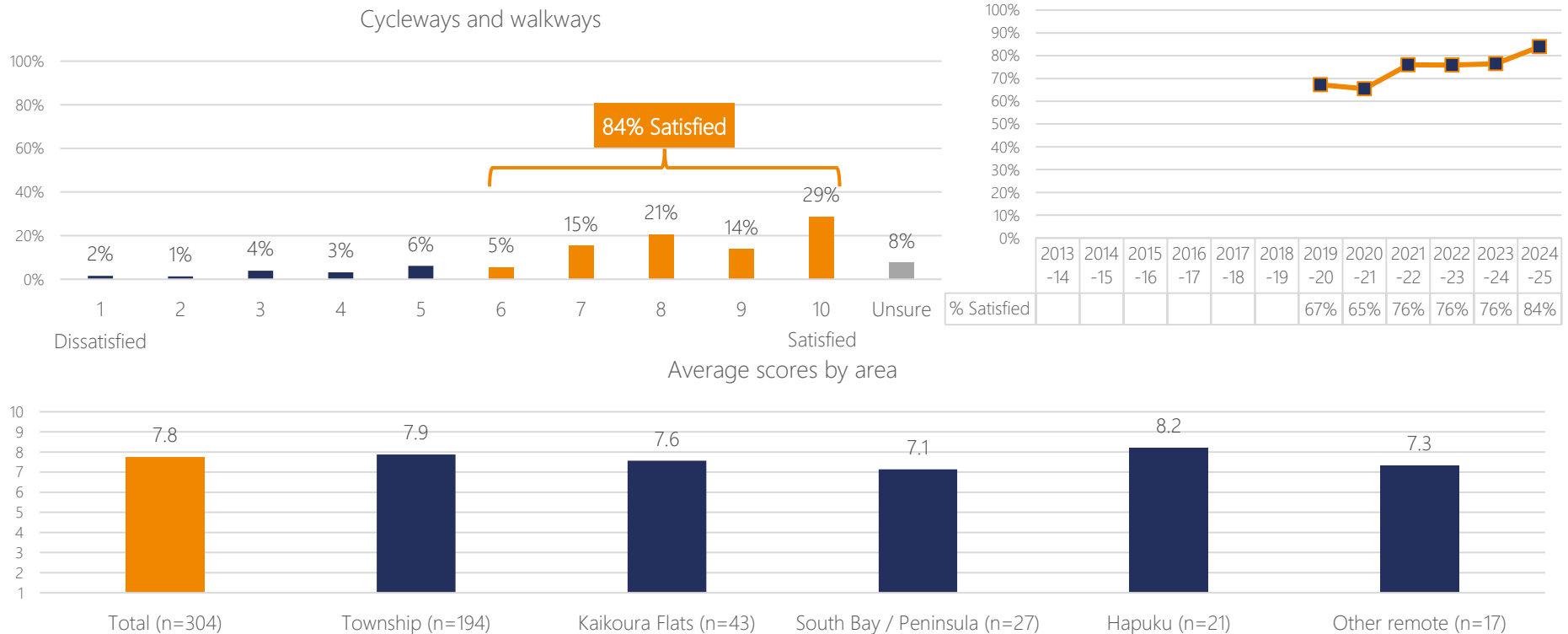


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COUNCIL ASSETS – cycleways & walkways

- Satisfaction with cycleways and walkways trended upwards in 2024-25, reaching a peak of 84% (compared to the recent plateau around 76%) – placing this in the top five best performing service areas (up from 9th in 2023-24).
- 3-in-10 (29%) respondents were completely satisfied with cycleways and walkways (ratings of 10).
- Satisfaction was consistently high regardless of community segments.
- However, respondents who were generally dissatisfied with Council management of community facilities were also less satisfied with cycleways and walkways (38%, compared to 94% among those satisfied with facilities overall).

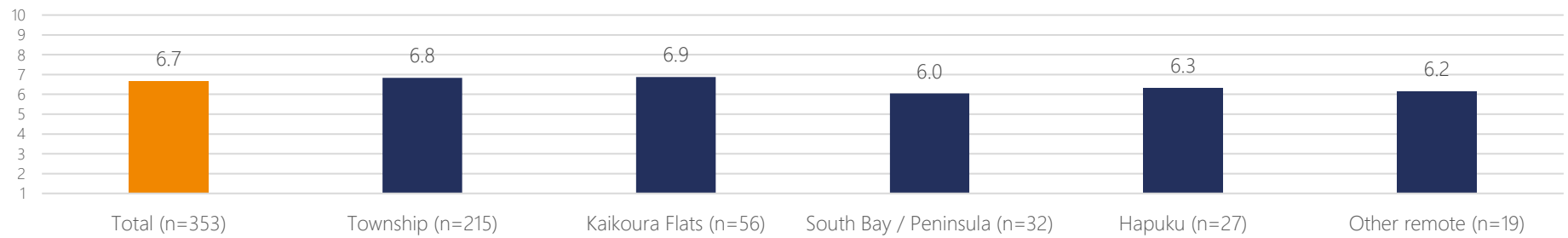
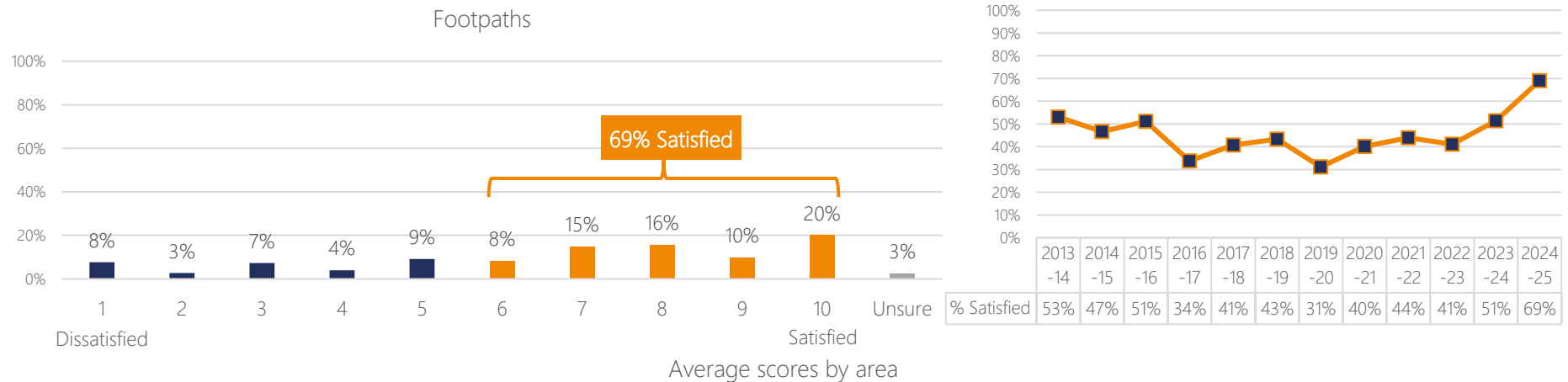


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COUNCIL ASSETS – footpaths

- As for cycleways and walkways, satisfaction with footpaths increased in 2024-25 to a new peak of 69% (up from 51% in 2023-24). In this context, this evaluation area recorded the greatest improvement across the survey for the second consecutive year (up +18%-points from 2023-24).
- This improvement was particularly notable among younger respondents aged 18-44 (73% in 2024-25 vs 43% in 2023-24), with smaller increases among older respondents.
- Increases in satisfaction were also noted across the district, especially in South Bay/Peninsula (67% 2024-25 vs 43% 2023-24) and Kaikōura Flats (70% vs 46%), with a smaller increase in Kaikōura Township (71% vs 57%).



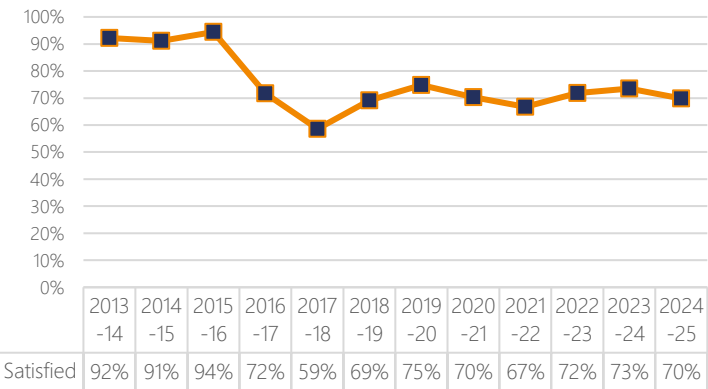
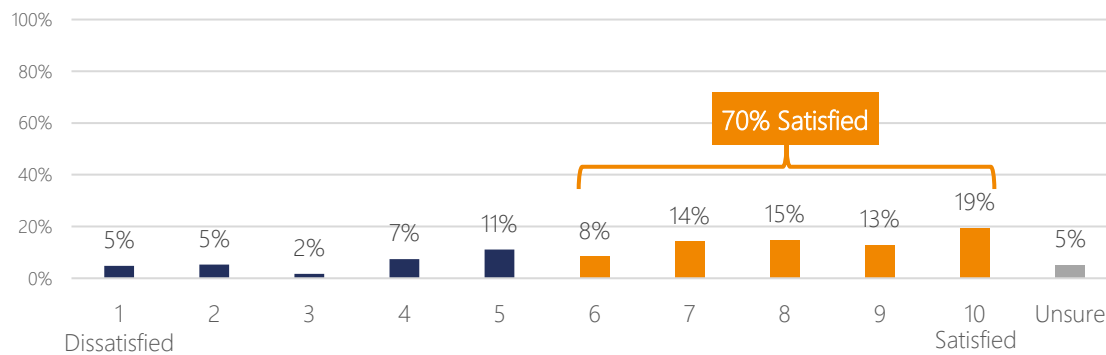
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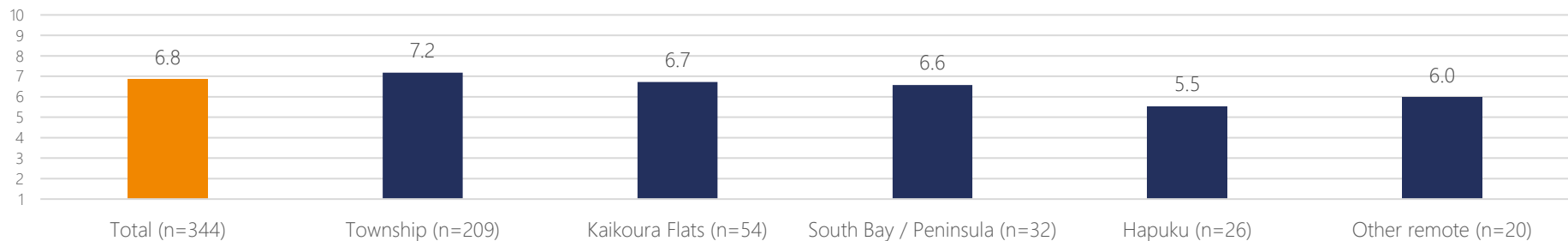
COUNCIL ASSETS – Innovative Waste Kaikōura*

- 7-in-10 respondents (70%) in 2024-25 were satisfied with Innovative Waste Kaikōura services. This was consistent with previous years.
- Satisfaction with IWK services remained generally consistent among community segments. However, older respondents (65+) were more satisfied (80%) than younger respondents (compared to 64% of 18-44s).
- While not significantly different, satisfaction was slightly higher in Kaikōura Township, especially compared to Hapuku.

Innovative Waste Kaikōura - resource recovery centre



Average scores by area

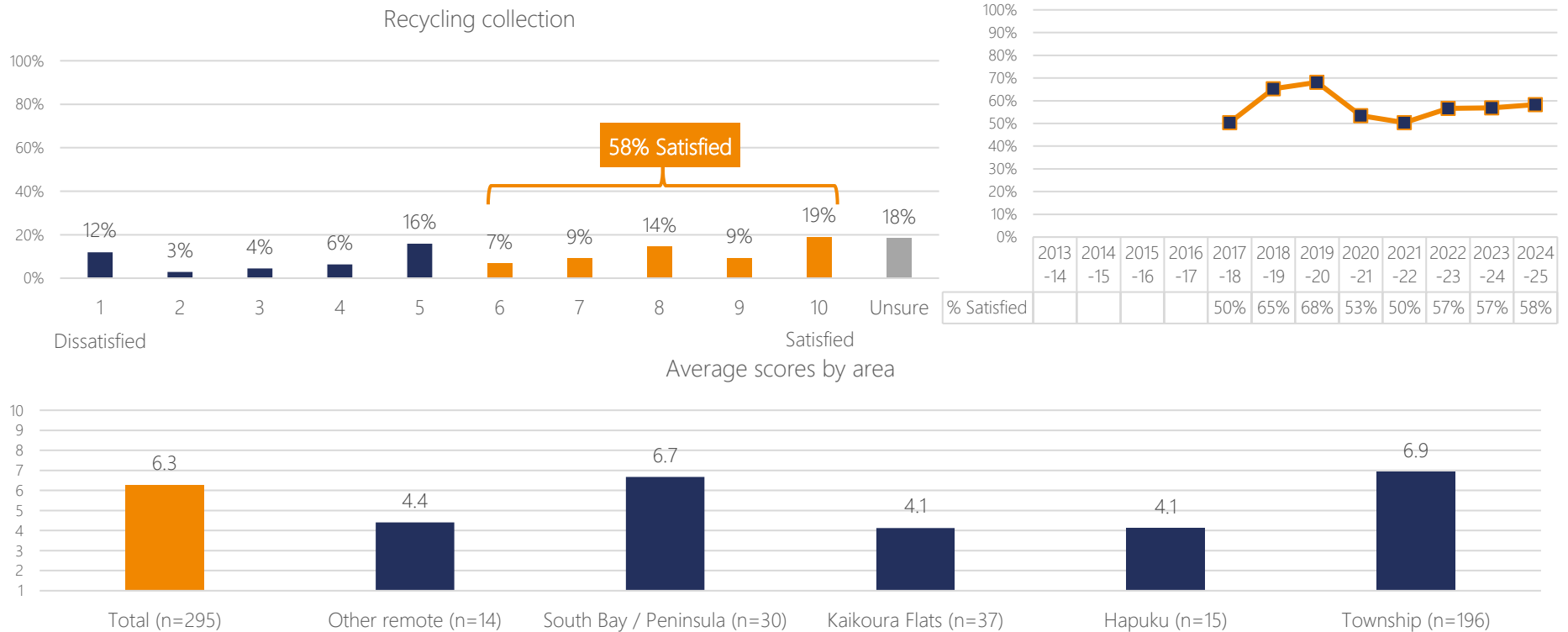


*Services provided by Innovative Waste Kaikōura previously referred to 'Resource Recovery Centre (IWK)'. Due to rounding, figures may not add up to 100%. Due to rounding, figures may not add up to 100%. 'No opinion', 'Unsure' removed from the analysis and '% Agree' calculation. '% Unsure' (based on total sample) shown for context only. Due to the low user base for some areas, a greater variation of satisfaction by location should be noted.



COUNCIL SERVICES – recycling

- Satisfaction with recycling collection (58%) remained on par with the previous two years.
- Access to recycling services depends on location within the district; this was again reflected in satisfaction scores, which were notably higher in Kaikōura Township (65%) and South Bay/Peninsula (74%).
- A lack of services was noted by respondents in remote locations.
- Younger respondents aged 18-44 (49%) were less satisfied with recycling services overall than older respondents, especially those aged 65+ (72%).

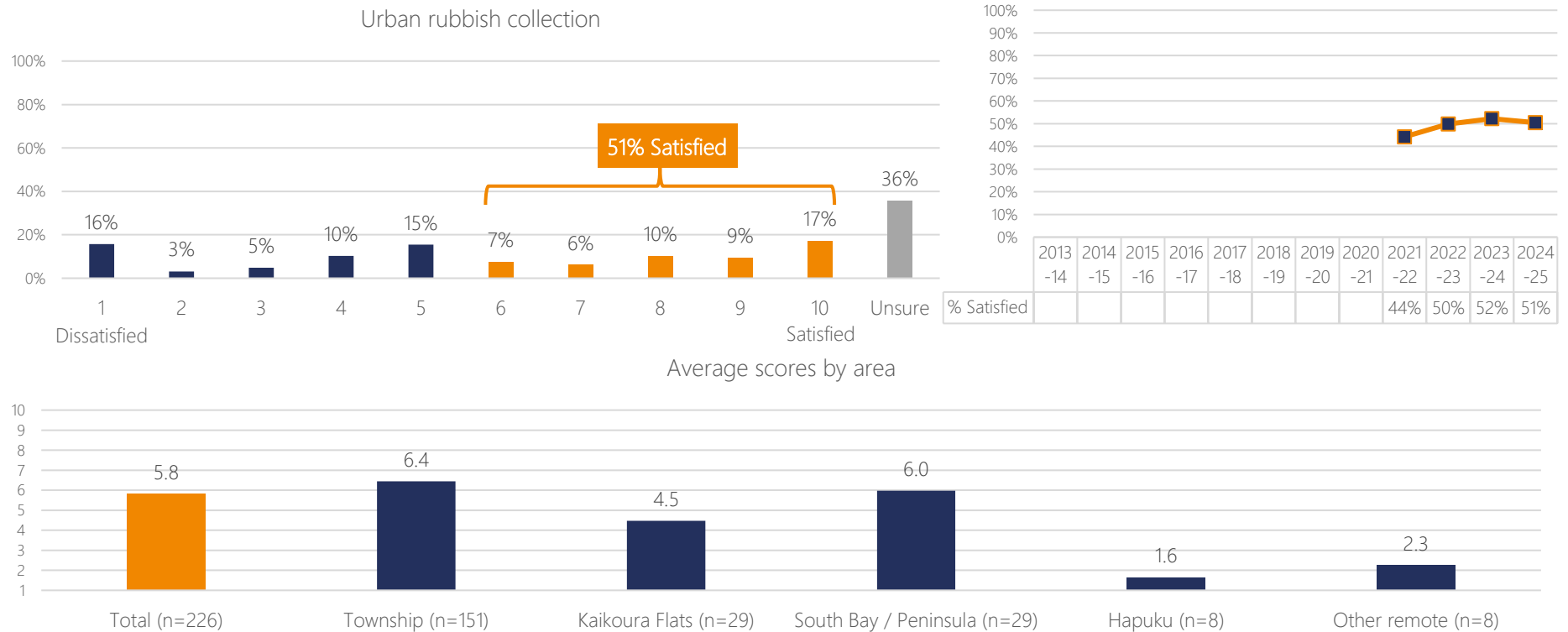


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COUNCIL SERVICES – rubbish collection

- As with other waste management services, satisfaction with rubbish collection in 2024-25 (51%) was consistent with previous years. However, this service was the lowest performing evaluation area this year.
- Notably, almost 2-in-5 respondents (36%) indicated either not receiving this service or had no opinion on this (42% in 2023-24).
- This was reflected in variable ratings across the district, with satisfaction highest in Kaikōura township but a lack of services noted in remote locations.

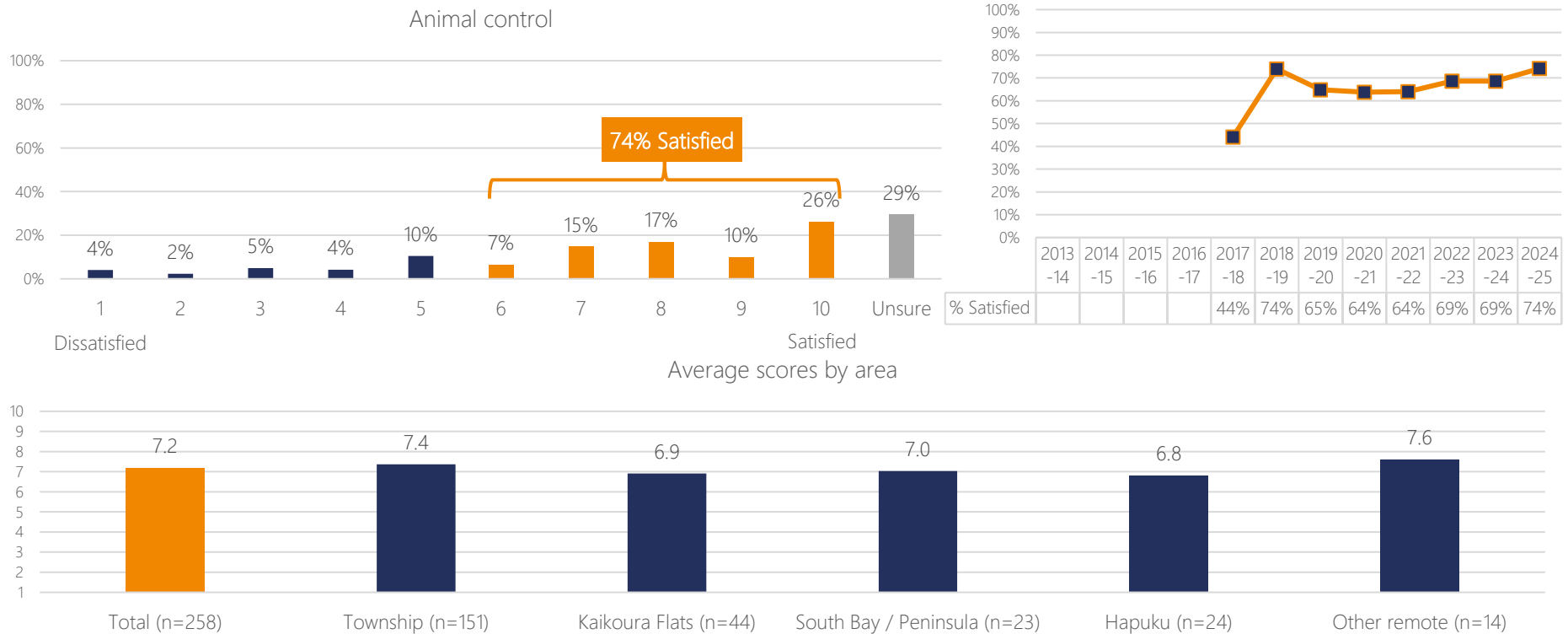


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COUNCIL SERVICES – animal control

- Satisfaction with animal control in the district remained consistent in recent years, despite a slight increase in 2024-25 (74%) – the first time since 2018-19 this measure has surpassed 70% satisfaction.
- 1-in-4 (26%) of those providing a rating were completely satisfied (ratings of 10) with this service.
- Satisfaction levels were consistently high (above 60%) among community members of different age, home ownership status and area. However, this was slightly lower in Kaikōura Flats and Hapuku (65% respectively).



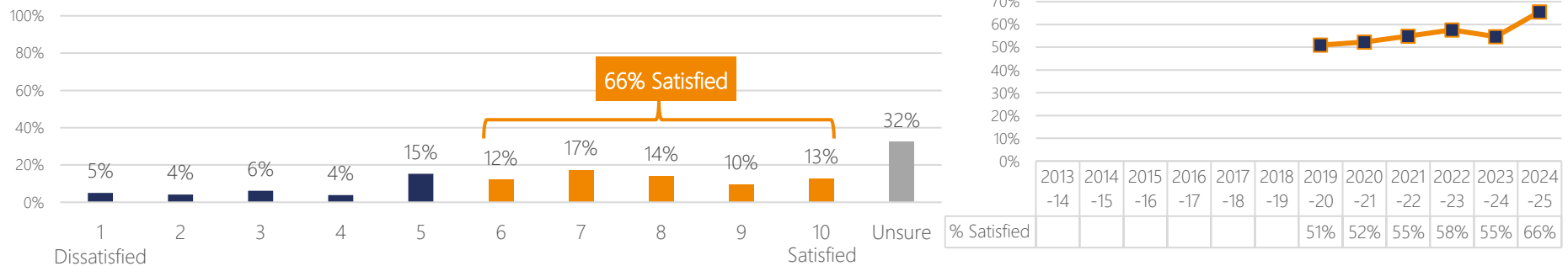
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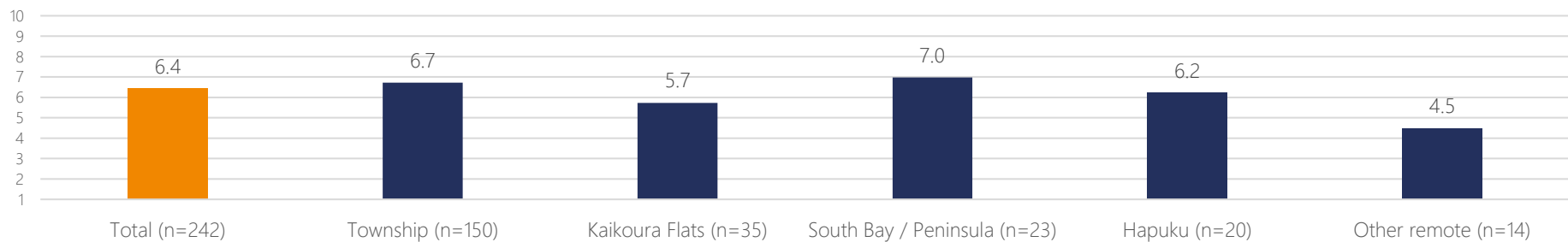
COUNCIL SERVICES – environmental health

- Satisfaction with environmental health saw a slight increase in 2024-25, to a new peak of 66% - however, this was within the margin of error, so statistically on par with previous years.
- Satisfaction was higher in both Kaikōura township (73%) and South Bay/Peninsula (72%), possibly related to greater exposure to these services in more central locations.
- Respondents aged 45-64 tended to be less satisfied with environmental health (56%; 70% 18-39, 74% 65+).
- Males (74%) were more satisfied than females (55%) with environmental health.

Environmental health (monitoring food businesses, dealing with illegal dumping, human waste in public areas)



Average scores by area

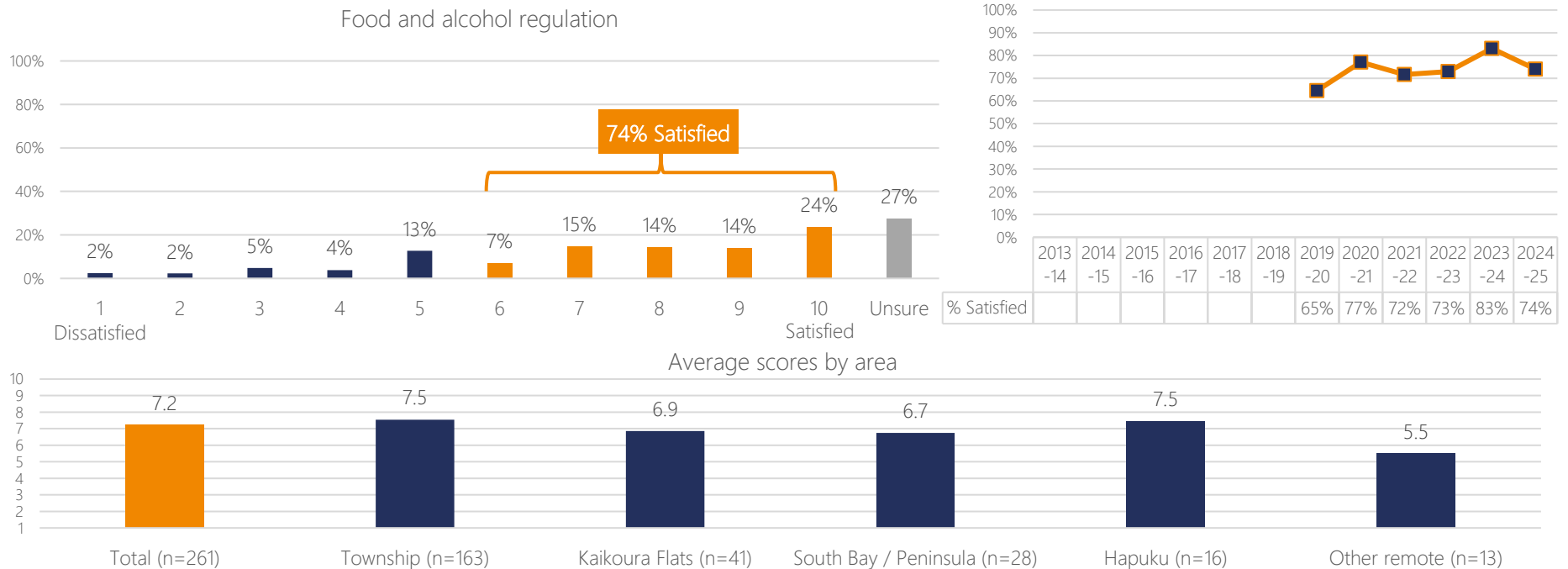


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COUNCIL SERVICES – regulations

- Despite varying over time, satisfaction with food and alcohol regulation has remained relatively high (above 70%) in the last five years – the apparent dip in the 2024-25 result (74%) was not significantly lower than the peak of 83% in 2023-24 (within the margin of error), but was the second largest decrease across the survey in 2024-25.
- However, ratings of this service were notably affected by a high degree of unfamiliarity (27% unsure, compared to 35% in 2023-24).
- While satisfaction levels were generally consistent across community segments, older respondents (65+) were more satisfied overall (88%, compared to 67% of 18-44s).

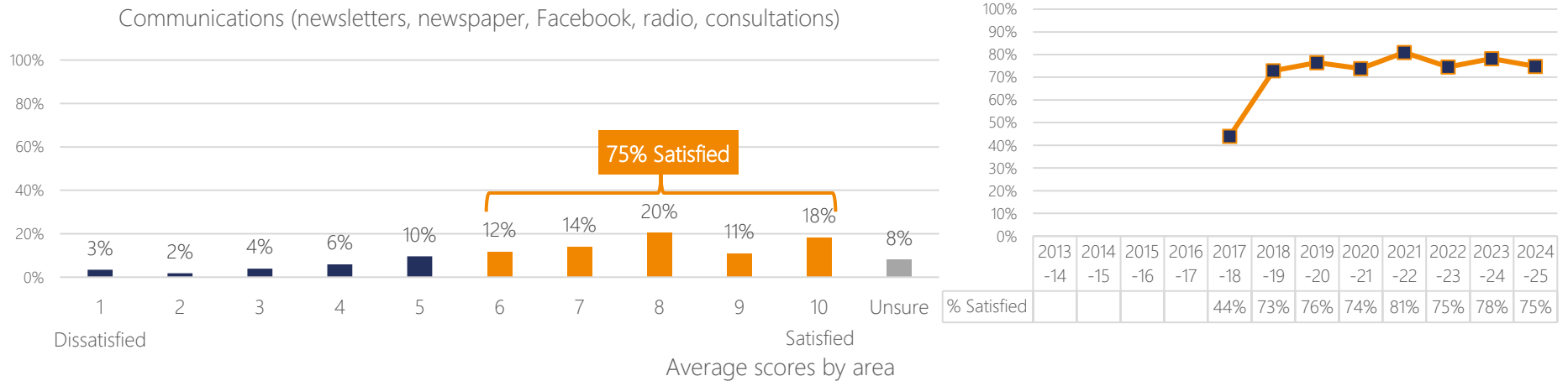


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COUNCIL SERVICES – communication

- 3-in-4 respondents (75%) reported satisfaction with Council’s communications in 2024-25, consistent with overall results in recent years.
- Satisfaction with communications were higher for older respondents (aged 65+) than for younger respondents (18-44) in 2024-25 (87% vs 68%).
- No other significant differences were noted across community segments, with the majority of all subgroups satisfied. Apparent differences between areas within the district were within margins of error.

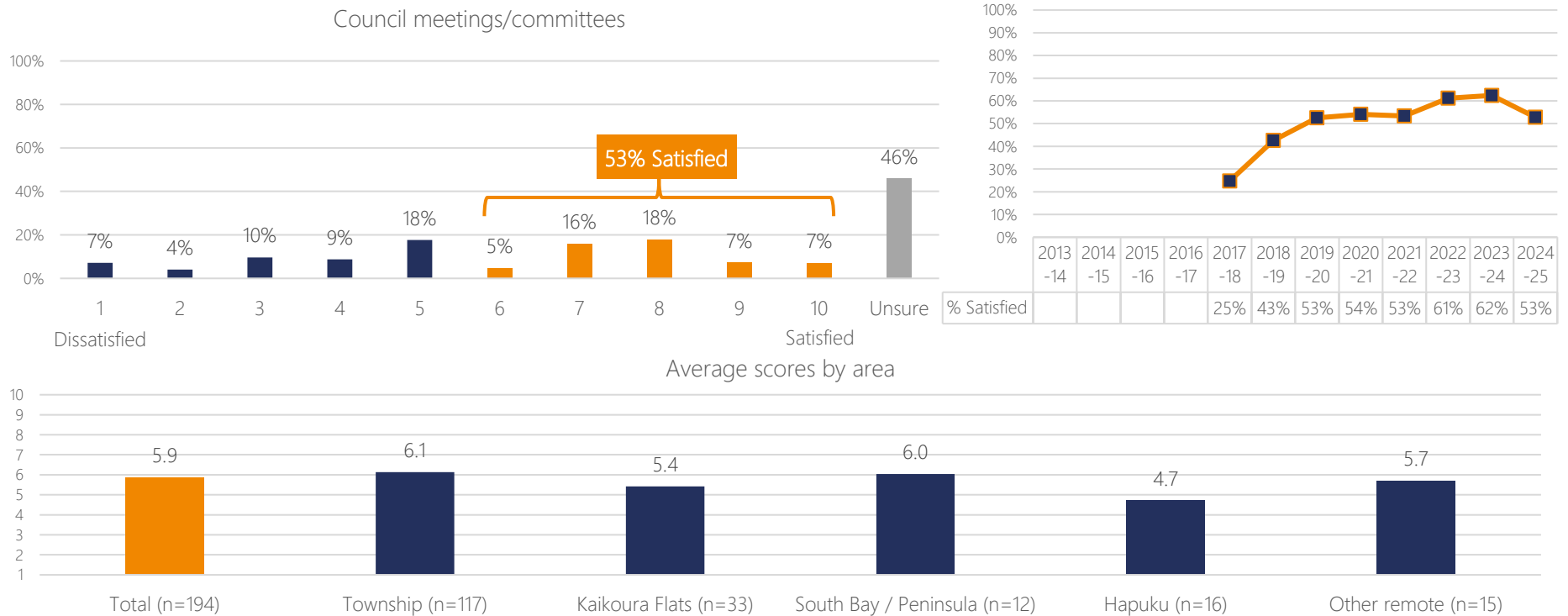


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COUNCIL SERVICES – meetings and committees

- Despite dropping from the peak of 62% in 2023-24, satisfaction with Council meetings/committees in 2024-25 (53%) remained moderately high – within the margin of error and similar to results from 2019-22.
- However, a large proportion of community members (46%) continued to have no opinion or were unsure about these meetings.
- Nevertheless, the current result was the largest drop in satisfaction, and made this one of the five lowest performing evaluation areas, in 2024-25.
- In part due to the low subsample sizes of those able to rate this attribute, there were no significant differences measured between community segments.



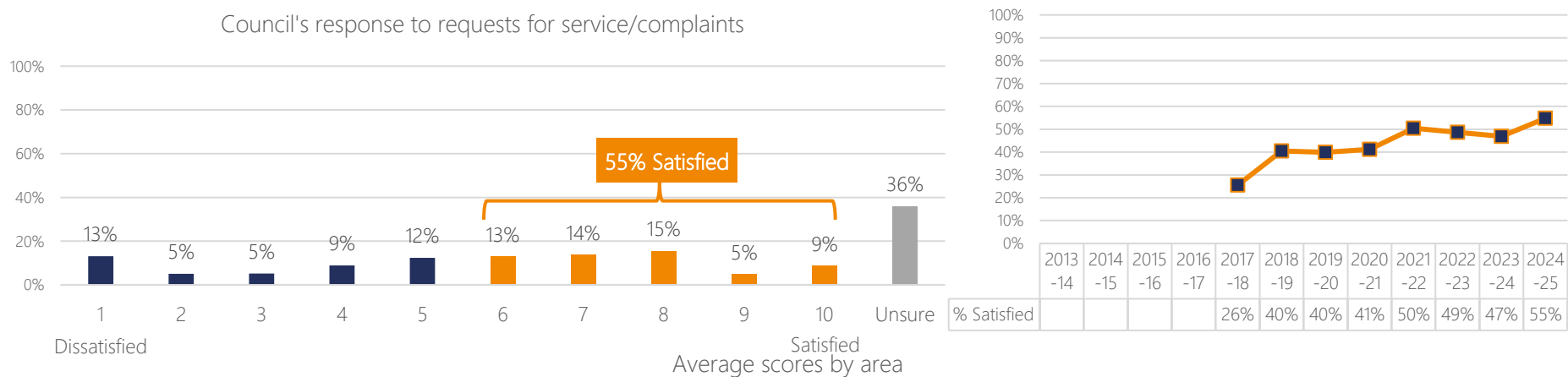
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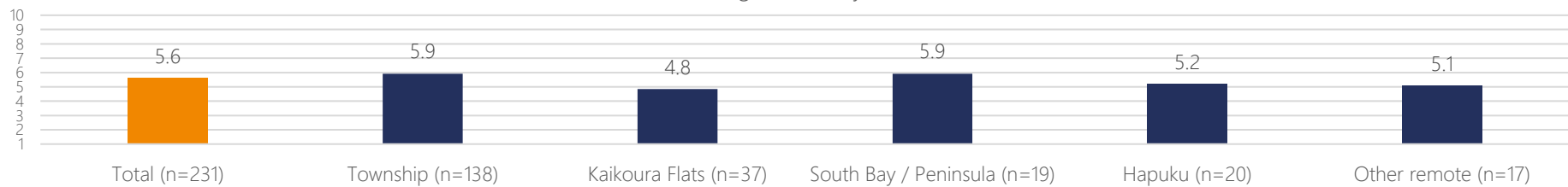
COUNCIL SERVICES – response to requests

- Just 2-in-3 (64%) respondents were able to rate this service due to lack of experience or awareness; 36% were unsure or unable to provide a rating.
- Nevertheless, satisfaction with Council’s response to requests for service/complaints increased slightly in 2024-25 – achieving majority satisfaction (above 50%) for the first time and reaching a new peak of 55% overall. However, 1-in-3 (32%) respondents remained dissatisfied to some degree, with 1-in-7 (13%) very dissatisfied (ratings of 1). As such, this remained among the five lowest performing areas in 2024-25.
- Satisfaction with Council response was notably low among those dissatisfied with Council overall (21%); 3-in-4 (74%) of these respondents were dissatisfied with Council responsiveness.
- However, older adults (65+) indicated slightly higher satisfaction with request responses (67%) compared to younger adults (50% 18-44, 52% 44-64).
- Due to its enduring impact on overall satisfaction, this continued to represent one of the greatest areas for potential performance improvement.

Council's response to requests for service/complaints



Average scores by area

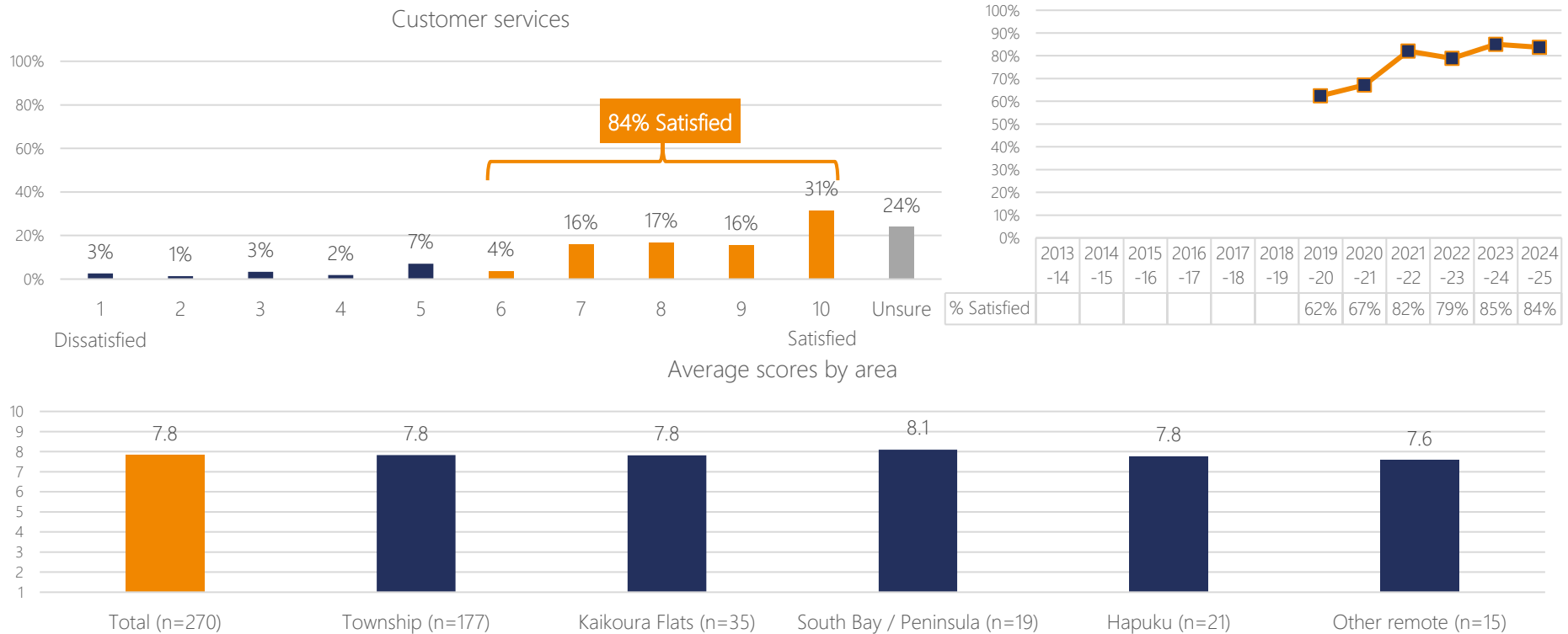


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COUNCIL SERVICES – customer service

- For those able to rate customer services (front desk & phones), satisfaction remained consistently high in 2024-25 (84%), with no change over the past four years – and remaining among the top five best performing service areas.
- Community comments expressed positive feedback about front desk and library staff being friendly and helpful.
- Crucially, satisfaction with customer services was consistently high across the district, although slightly lower (but still high, and within error margins) for Hapuku residents (73%).
- Satisfaction levels were also high across age groups, though significantly higher for older respondents aged 65+ (94%).



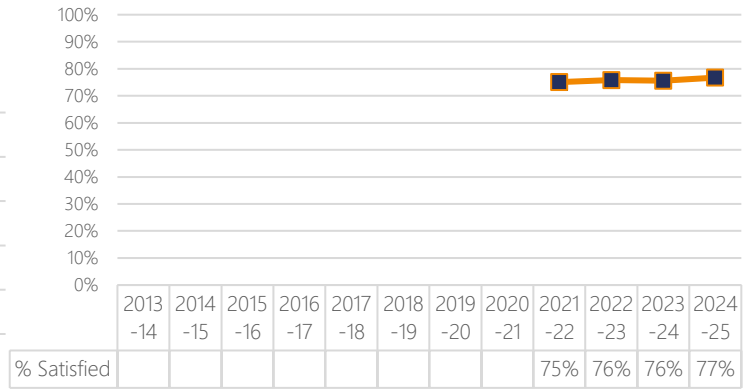
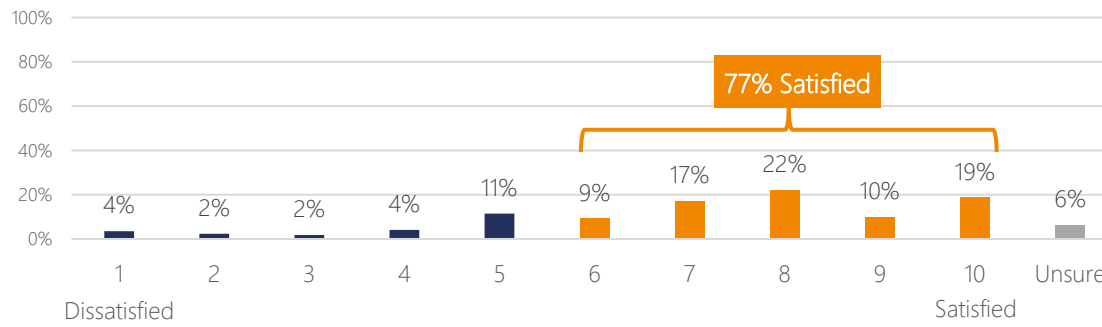
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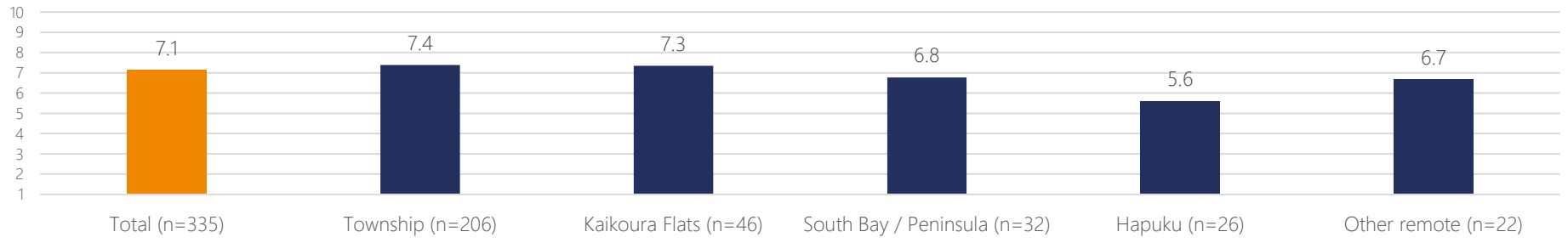
COUNCIL SERVICES – access to information

- Satisfaction with access to Council information through various media has remained consistently high (77% in 2024-25) since being introduced as a measure in 2021-22.
- While generally high across the district, satisfaction was lower in Hapuku (40%).
- Respondents dissatisfied with Council service provision overall were particularly dissatisfied with information access (46%), with just 30% indicating satisfaction with this. In contrast, 97% of those satisfied with Council services overall were also satisfied with information access.

Access to Council information through website, newsletter, radio, newspaper and social media



Average scores by area

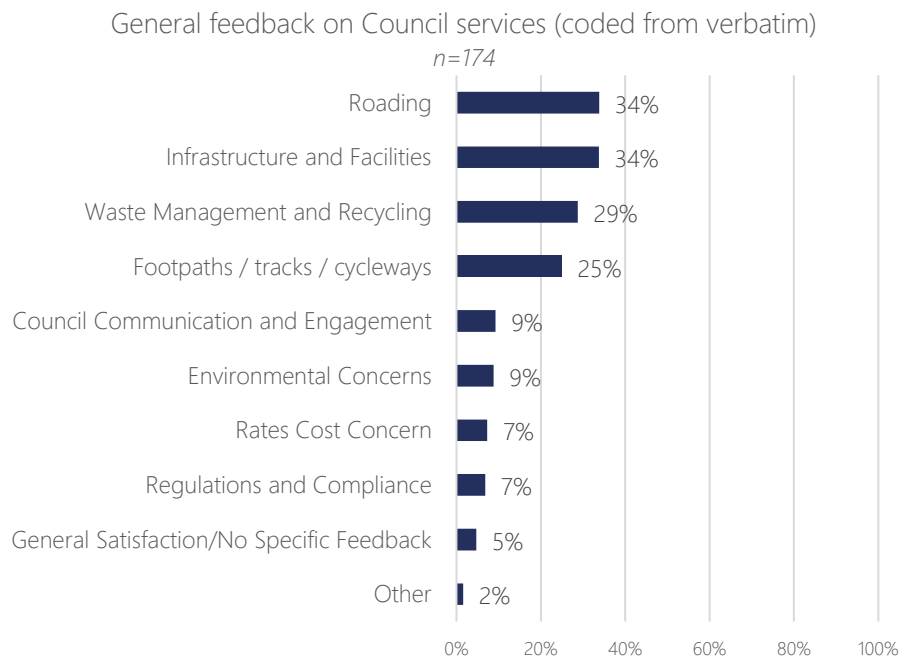


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COUNCIL SERVICES – feedback

- Half of respondents (48%) offered additional feedback regarding the services and assets provided by the Council.
- The top four most prevalent themes in 2024-25 generally reflected the most consistent issues raised in previous years, highlighting residents' ongoing concerns about key infrastructure, particularly roading (34%) and paths/tracks (25%), infrastructure/facilities (34%) and waste management (29%).
- Roothing related feedback again centred on maintenance and repairs throughout the district, including sealing, speed, lighting and curbsides.
- Similarly, feedback on footpaths and tracks included both positive comments regarding previous upgrades and concerns about safety, maintenance or provision of walkways in areas like the Esplanade, South Bay and Beach Road.
- A wide range of infrastructure and facility needs were suggested, including community facilities (swimming pools, public toilets, parks) and general maintenance and repair.
- Waste management and recycling concerns highlighted lack of service (in rural areas), costs, bin size, and range of recycling materials accepted.

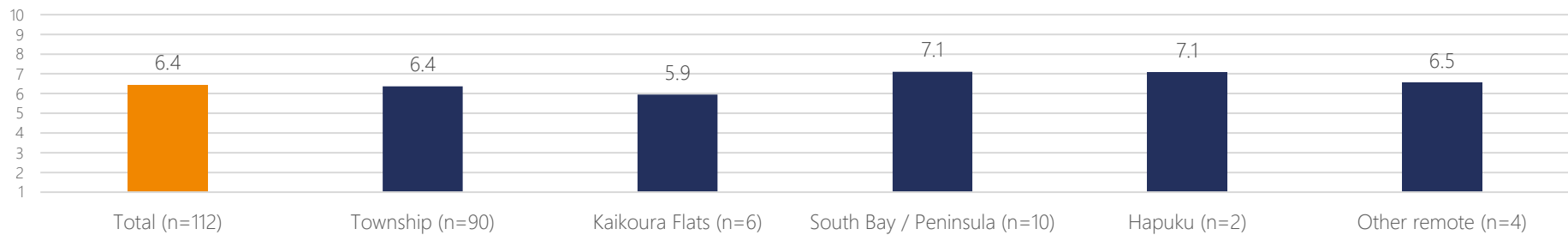
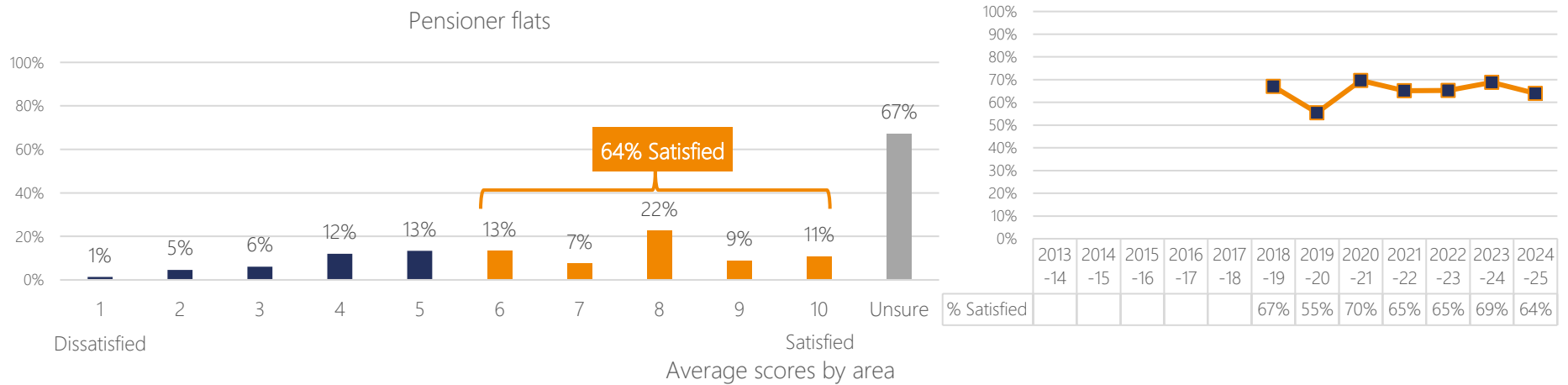


Open-ended comments sorted into categories; totals may exceed 100% due to multiple themes mentioned by each respondent. The results were weighted by age and gender.



COUNCIL FACILITIES – pensioner flats

- 7-in-10 respondents (67%) could not rate Council's performance in relation to pensioner flats; this service concerns only a limited segment of the community.
- Nevertheless, overall satisfaction with pensioner flats (64%) remained consistent in the recent years.
- Satisfaction levels also remained consistent among community members of different age, home ownership status and area.
- While not statistically significant (due to low sample sizes), respondents aged 65+ (80%) did express higher satisfaction with pensioner flat provision.

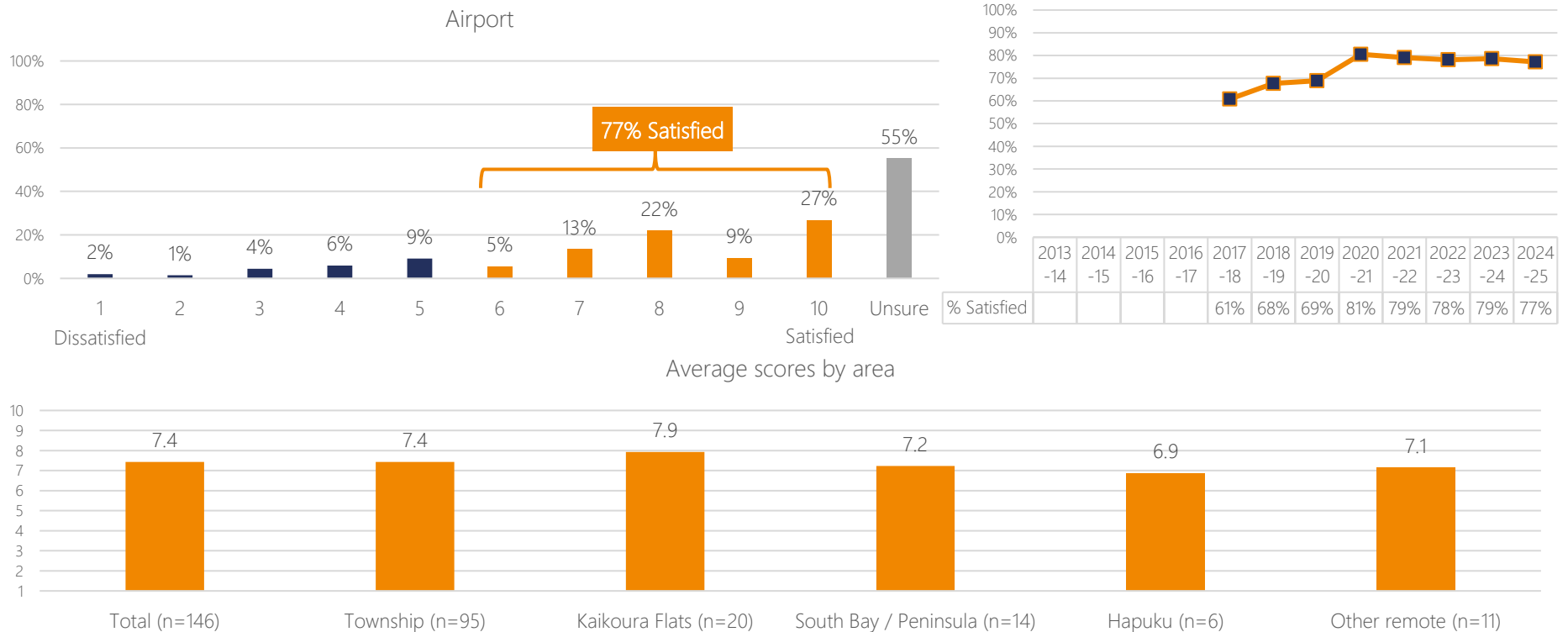


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COUNCIL FACILITIES – airport

- Only 45% of respondents in 2024-25 were able to provide a rating for the Airport, due to limited knowledge or experience for many residents.
- Among these respondents, 3-in-4 (77%) were satisfied with the Airport in 2024-25; consistent with recent years. 1-in-4 (27%) were completely satisfied (ratings of 10).
- Satisfaction levels were generally consistent between community segments.

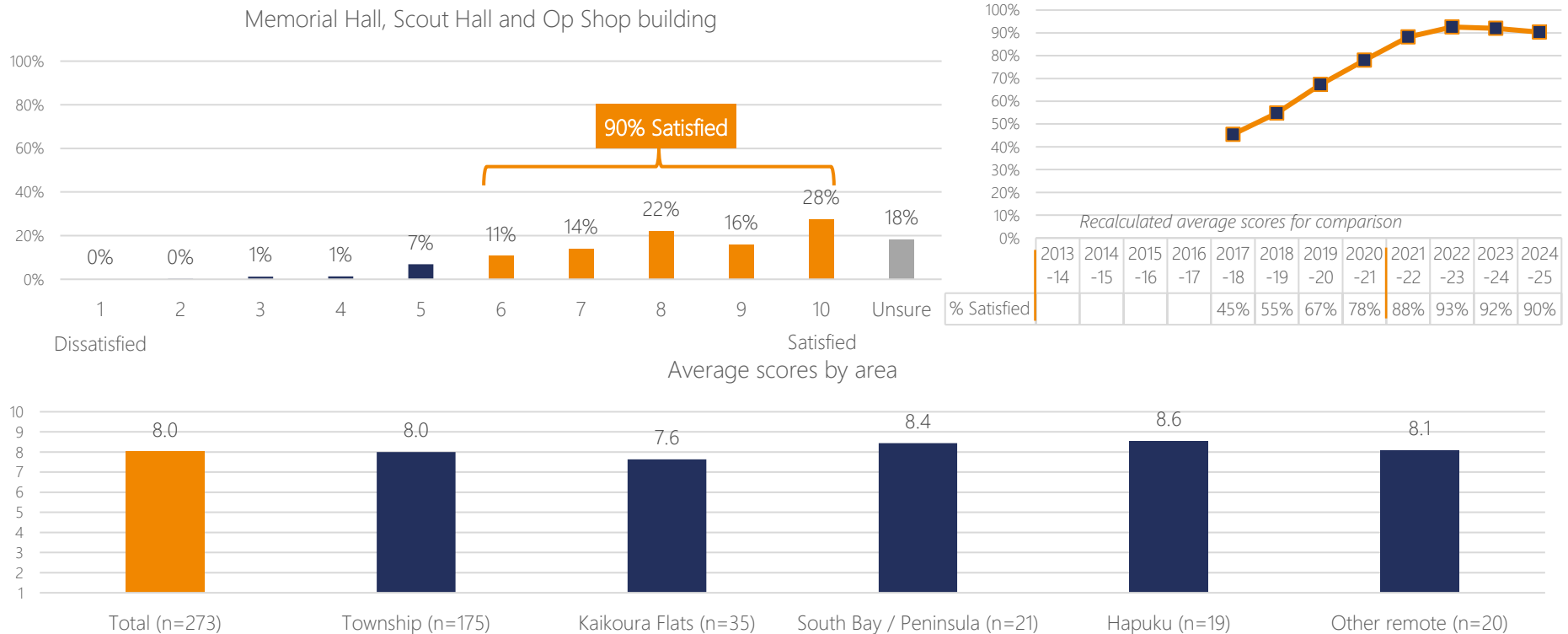


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COUNCIL FACILITIES – halls and buildings

- From 2021-22, the questions about Memorial Hall, Scout Hall and Op Shop building were combined, and compared to average scores between 2017 and 2021.
- Satisfaction with these combined facilities remained at a very high plateau in 2024-25 (90%) – remaining the second highest performing evaluation area this year.
- Satisfaction levels were consistent among community members of different age, home ownership status and area.
- The majority (69%) of those dissatisfied with Council facilities overall still expressed satisfaction with these halls and buildings



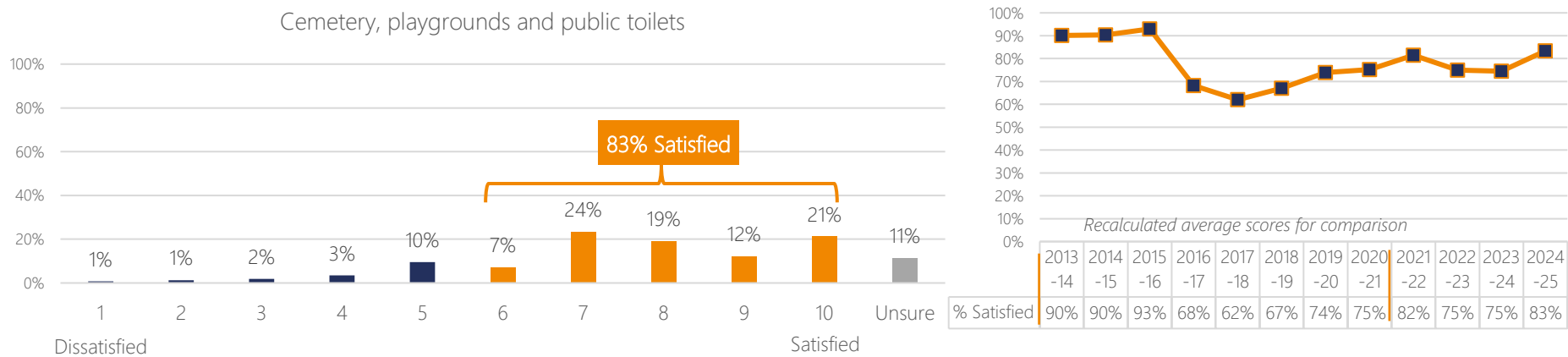
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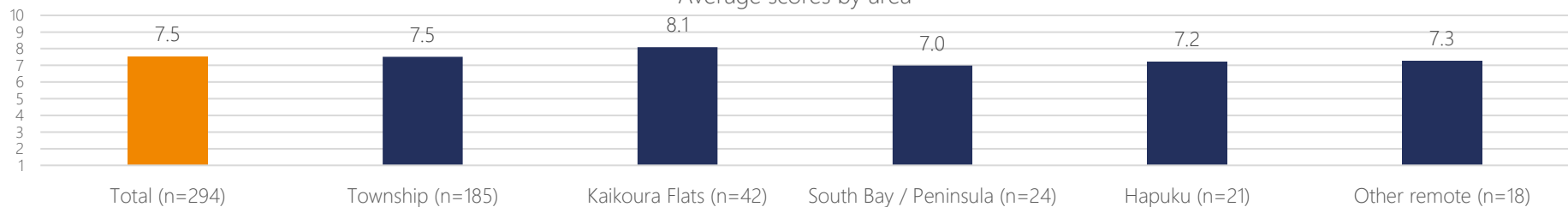
COUNCIL FACILITIES – public amenities

- From 2021-22, questions regarding the cemetery, playgrounds, and public toilets were grouped and compared to historical satisfaction averages.
- 4-in-5 respondents (83%) in 2024-25 were satisfied with these combined facilities, on par with recent years and a new peak since 2021-22 – placing this in the top six performing evaluation areas (up from 13th).
- Just 40% of those dissatisfied with Council facilities overall were satisfied with these public amenities specifically; compared to 90% of those satisfied with facilities overall.
- While satisfaction was high across age groups, younger respondents (18-44) remained less satisfied with public amenities (76%, compared to 93% 65+). Satisfaction also tended to be lower in Hapuku (64%) and higher in Kaikōura Flats (93%).

Cemetery, playgrounds and public toilets



Average scores by area

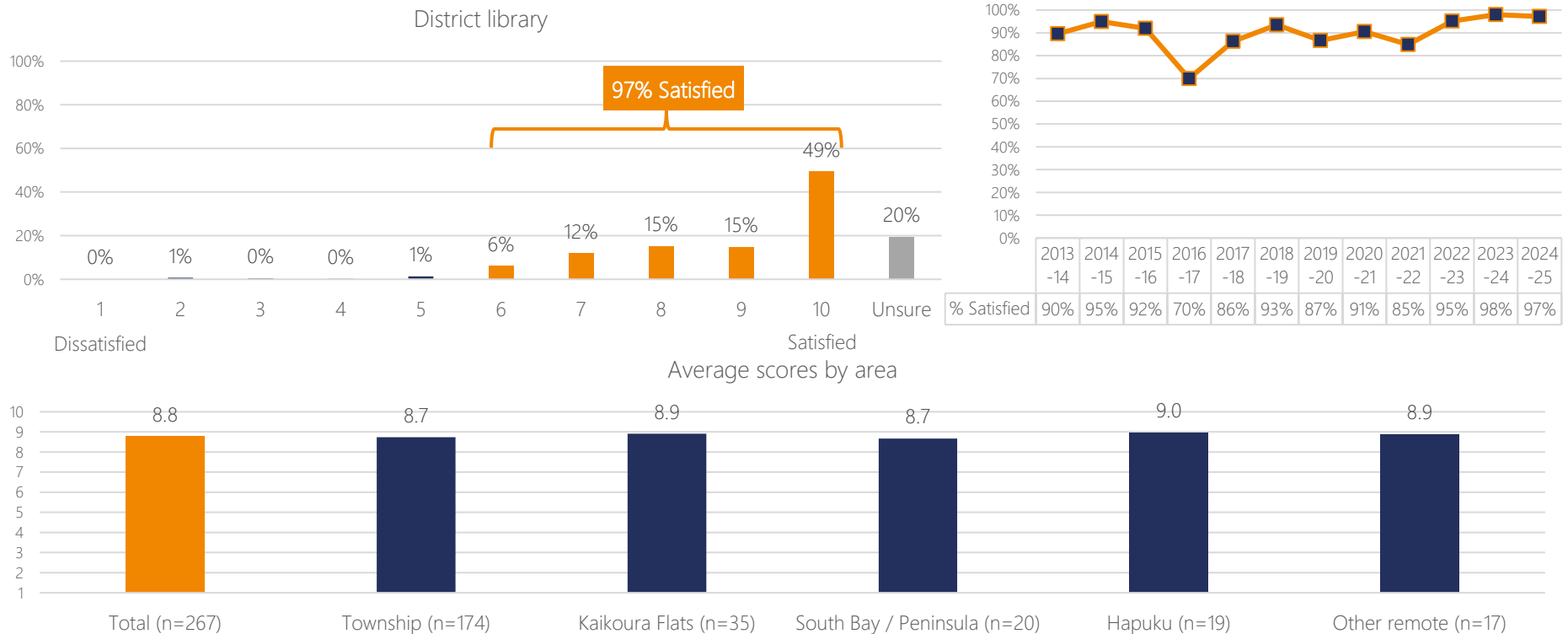


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COUNCIL FACILITIES – library

- Satisfaction with the public library has remained very high and almost absolute (97%) - maintaining the historical high record and remaining the best performing service/facility in 2024-25. Notably, half (49%) of residents were completely satisfied (ratings of 10).
- Positive community comments consistently highlight friendly and helpful staff, with great range of services and facilities available.
- Satisfaction levels were consistently high (90% or higher) among all community segments, with some segments achieving total (100%) satisfaction (e.g. 18-44s, non-home owners, Kaikōura Flats residents).

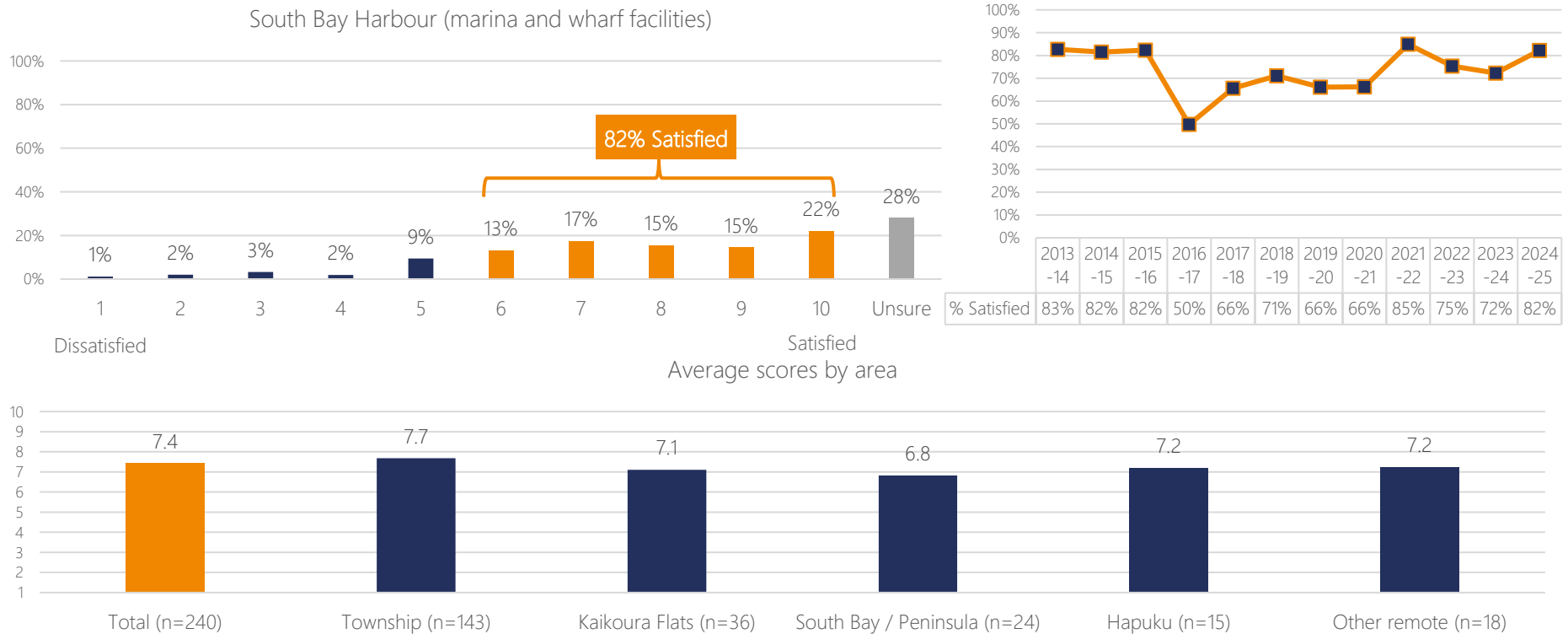


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COUNCIL FACILITIES – South Bay Harbour

- For those able to rate South Bay Harbour facilities (72% of respondents), the majority (82%) were satisfied with these marina and wharf facilities in 2024-25 – slightly higher than 2023-24 (72%) but consistent with recent years and an upswing back towards the peak of 85% in 2021-22.
- While not statistically significant, satisfaction was very high among Kaikōura township residents (89%) but slightly lower among South Bay/Peninsula residents themselves (69%).
- Of those dissatisfied with Council facilities overall, just 1-in-3 (37%) were satisfied with harbour facilities (compared to 90% of those satisfied with facilities overall).



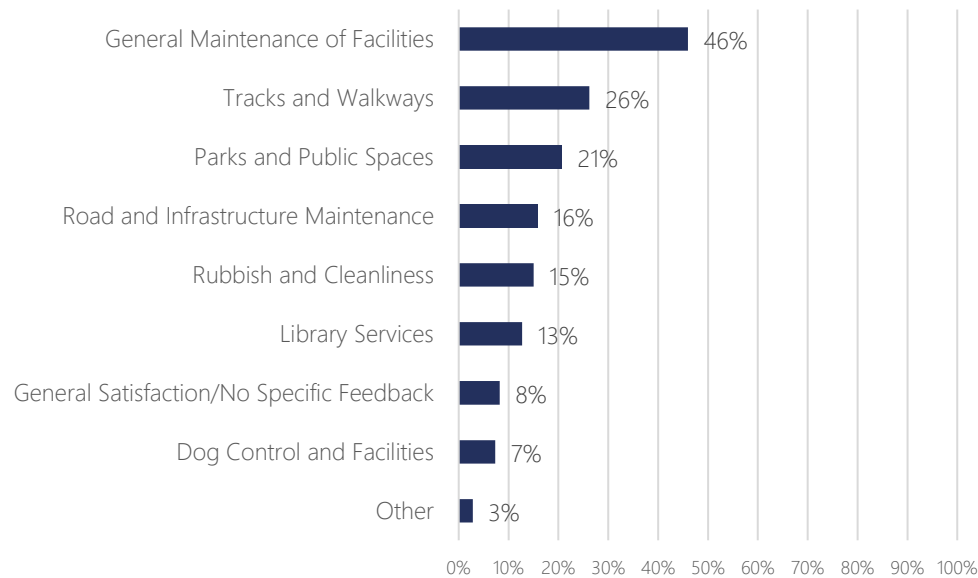
Due to rounding, figures may not add up to 100%. 'No opinion', 'Unsure' removed from the analysis and '% Agree' calculation. '% Unsure' (based on total sample) shown for context only. Due to the low user base for some areas, a greater variation of satisfaction by location should be noted.



COUNCIL FACILITIES – feedback

- 1-in-4 respondents (24%) provided additional feedback regarding Council facilities.
- General maintenance issues (46%) (e.g. recreational spaces, playgrounds, toilets, halls) and footpaths / tracks / walkways (27%) were the most prevalent themes.
- Positive feedback was provided for the library in particular.

General feedback on Council facilities
(coded from verbatim) $n=88$

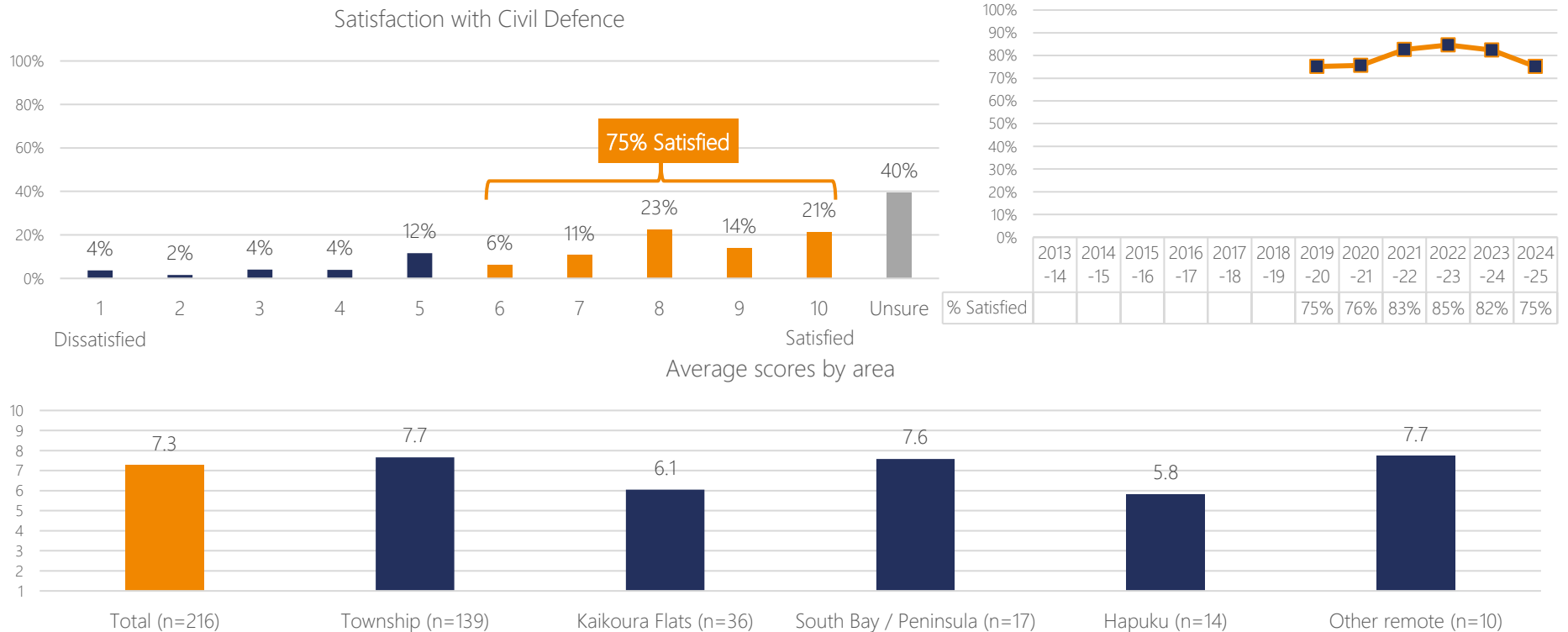


Open-ended comments sorted into categories; totals may exceed 100% due to multiple themes mentioned by each respondent. The results were weighted by age and gender.



CIVIL DEFENCE – Council performance

- Despite an apparent drop in 2024-25, satisfaction with civil defence in the district remained relatively high (75%) and consistent with previous years (within margins of error).
- However, satisfaction levels were significantly lower among Kaikōura Flats (56%) and Hapuku (39%) respondents, compared to those from Kaikōura township (84%).
- Of those dissatisfied with Council services overall, less than half (46%) were satisfied with civil defence provision (compared to 93% of those satisfied with services overall).



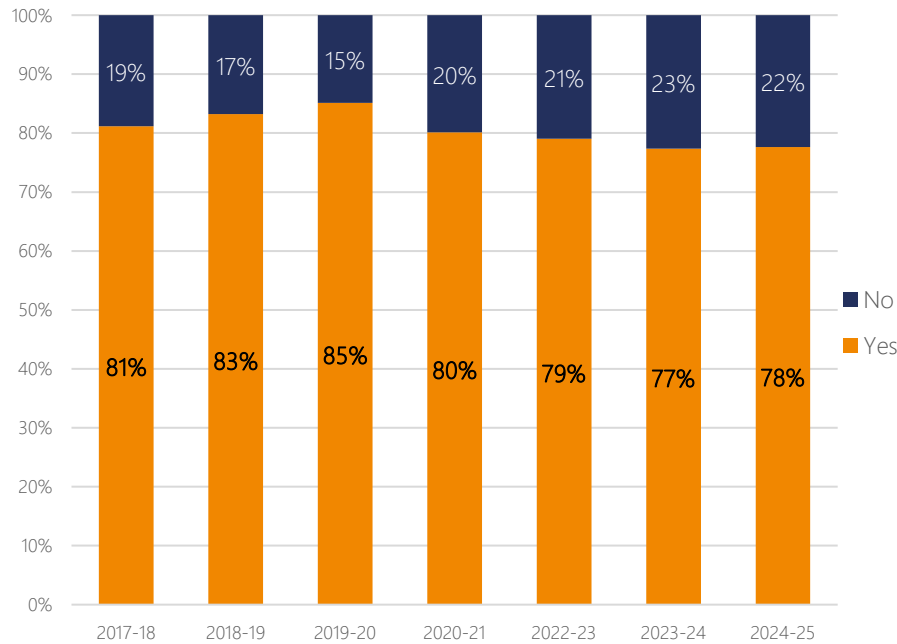
Due to rounding, figures may not add up to 100%. 'No opinion', 'Unsure' removed from the analysis and '% Agree' calculation. '% Unsure' (based on total sample) shown for context only. Due to the low user base for some areas, a greater variation of satisfaction by location should be noted.



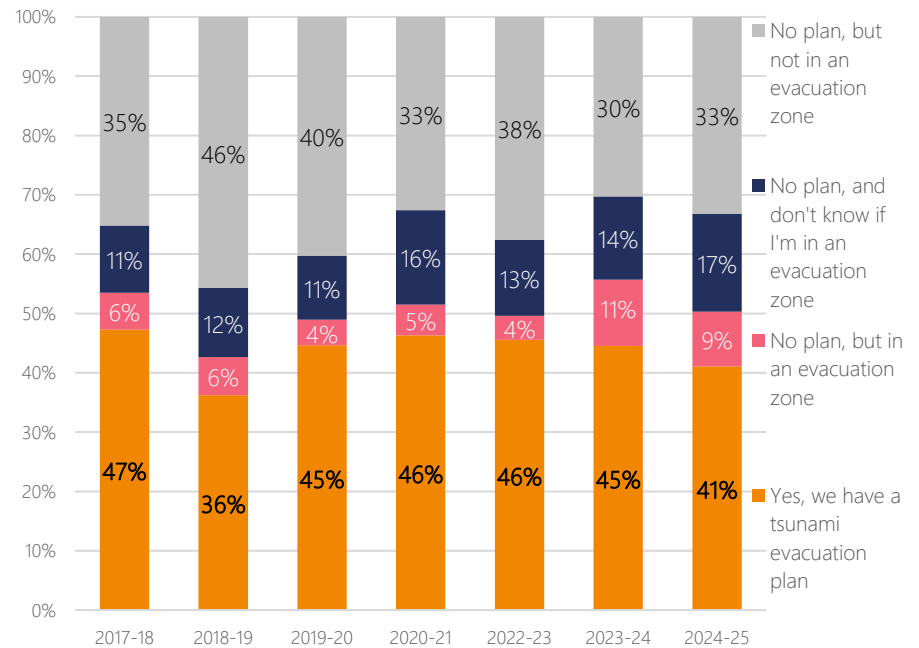
CIVIL DEFENCE – preparedness

- 4-in-5 respondents (78%) IN 2024-25 reported having an emergency plan in place to take care of themselves for three days following a disaster – consistent with previous years.
- Perceived emergency preparedness remained lower among younger respondents (63%), non-homeowners (69%, up from 46%) and Hapuku residents (64%); while higher among older respondents (91%), and those from more remote areas (95%).
- In terms of tsunami preparedness, 2-in-5 (41%) respondents reported having an evacuation plan, consistent with the historical average. South Bay/Peninsula residents (79%) reported higher levels of tsunami preparedness.
- Just 1-in-10 respondents (9%) reported living in the tsunami zone but not having a plan; 17% reported not being sure if they were in an evacuation zone.

My household has an emergency plan for how we would look after ourselves for three days following a disaster



Does your household have a plan to evacuate if there is a tsunami?

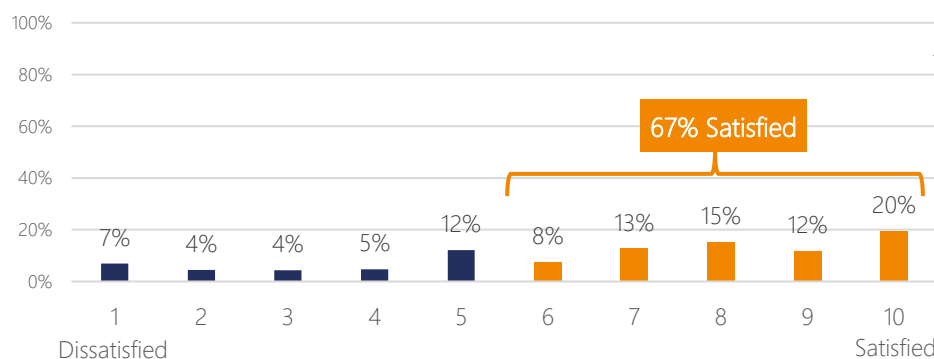




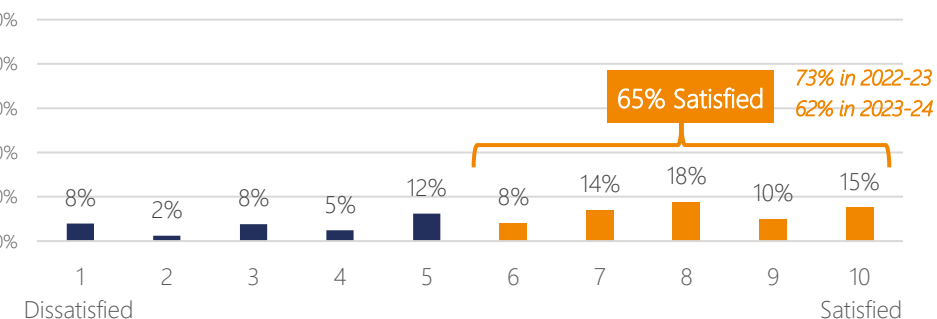
COUNCIL MEMBERS AND STAFF

- Satisfaction with both Mayor, Councillors and staff (67%) and local representation (65%) remained moderately high in 2024-25, and generally consistent with 2023-24 and historical results.
- Despite most provided comments about Council members and staff being positive, a few concerns were raised (particularly about Councillors' visibility and lack of representation for all demographics, and CEO).
- Older respondents (65+) remained most satisfied with Council members and staff (80%) and local representation (77%); satisfaction increased among 18-44s for members (67%, 47% in 2023-24) and representation (58%, 47% in 2023-24).
- Satisfaction with Council members exhibited a strong relationship with consultation on important issues and Council's response to requests.

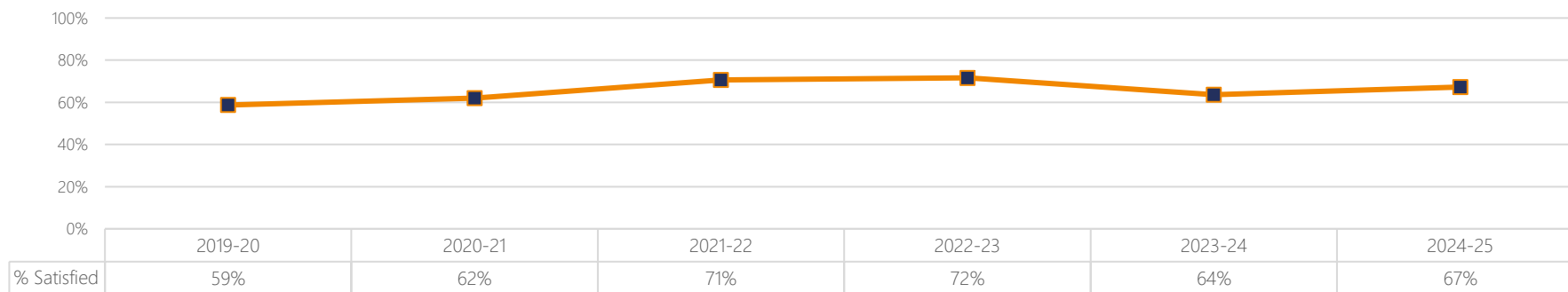
Satisfaction with Mayor, Councillors and staff



How satisfied are you that the Mayor and Councillors are representing you regarding key central government initiatives?



Overall satisfaction with Mayor, Councillors and staff over time



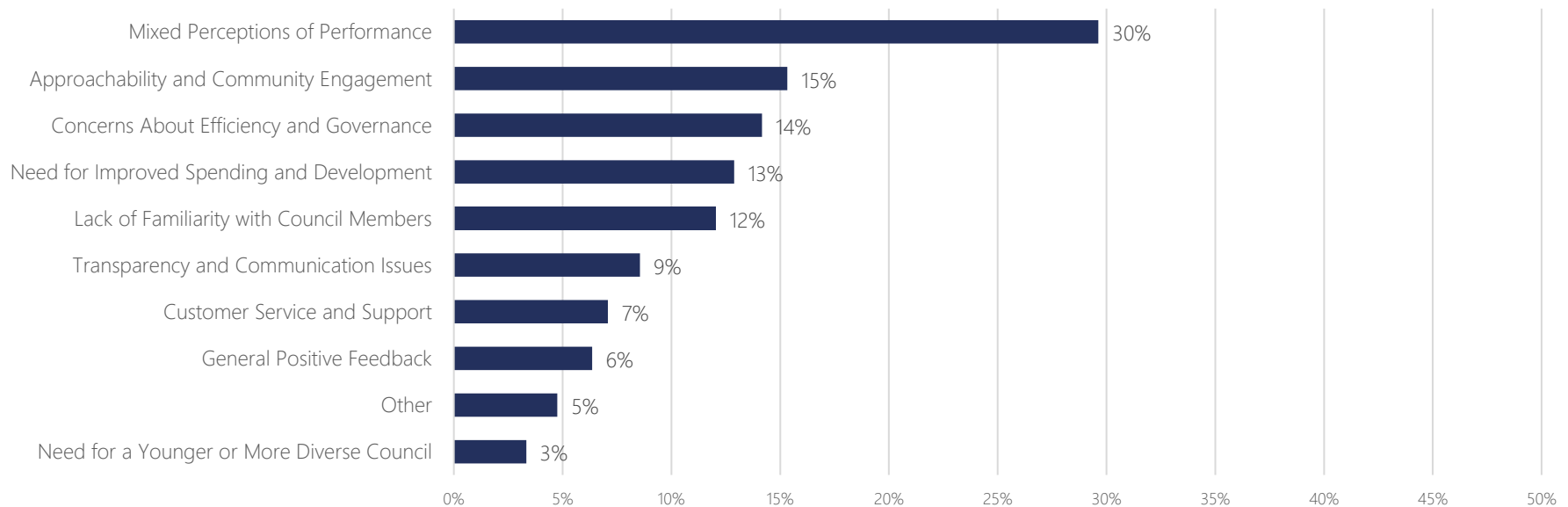
Due to rounding, figures may not add up to 100%. 'No opinion', 'Unsure' removed from the analysis and '% Agree' calculation. '% Unsure' (based on total sample) for context only.



COUNCIL MEMBERS AND STAFF – feedback

- 1-in-5 survey respondents (18%) offered additional feedback regarding the performance of Council staff and elected members.
- While positive feedback was apparent (particularly around community engagement), this was frequently mixed with concerns, reservations or uncertainty around performance of members or staff (often driven by lack of familiarity).
- Consistent concerns about Council spending, efficiency and communication continued to be raised in 2024-25.

General feedback on Council elected members & staff
(coded from verbatim) $n=66$

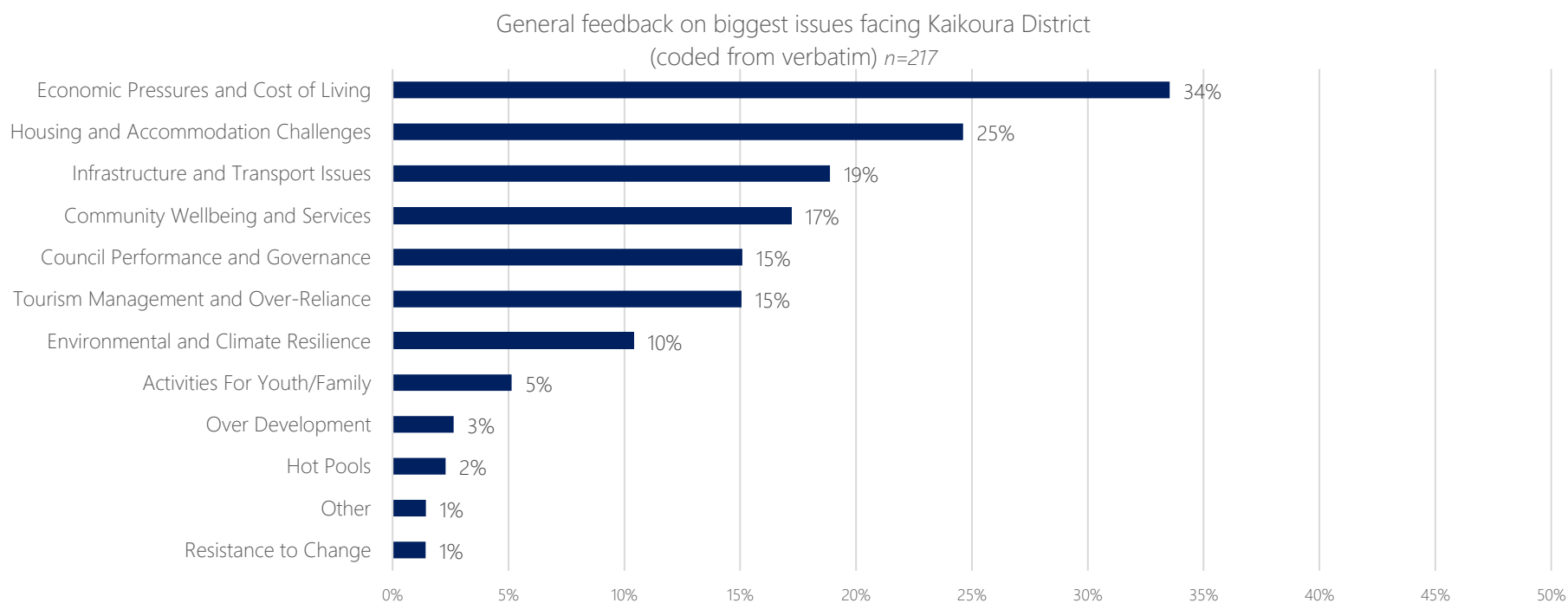


Open-ended comments sorted into categories; totals may exceed 100% due to multiple themes mentioned by each respondent. The results were weighted by age and gender.



SUGGESTED IMPROVEMENTS and CONCERNS

- 3-in-5 respondents (59%) offered feedback on the biggest issues facing the District; indicating the depth of their interest, a wide range of topics was raised. Reflecting concerns reported across the country (and mentioned widely in public media), the most prominent issues related to current economic conditions and resulting cost of living pressures.
- Relatedly, concerns about local housing provision remained a dominant theme, including affordability, prevalence of short-term (Airbnb) accommodation reducing longer-term housing stock, and more retirement housing for older community members.
- Reflecting concerns raised in other survey areas, infrastructure (e.g. roading, paths) and transport issues affecting residents' movement around the district were a prominent theme.
- Ensuring that employment, health, recreational and other service needs for a diverse and growing community are met were also a common consideration for many residents.



Open-ended comments sorted into categories; totals may exceed 100% due to multiple themes mentioned by each respondent. The results were weighted by age and gender.