

COMMUNITY SURVEY

July 2026

Timaru District Council

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Executive Summary

The 2026 results highlight a mixed but strong level of performance year on year across many of the Council's services and infrastructure. Satisfaction has improved across several key service areas. While overall perceptions of the Council have declined slightly, largely driven by reputation, residents continue to express positive views of the services and facilities they receive.

Overall Satisfaction

- Satisfaction with Timaru District Council's *Overall performance* has slightly decreased by 2% points since 2023 (from 53% to 51%).
- This decline is consistent across key measures, including:
 - *Overall value for money* (from 46% to 43%)
 - *Overall reputation* (from 53% to 46%)

Services and Infrastructure

- Satisfaction levels with most services and infrastructure have improved year-on-year. *Overall roading infrastructure* (from 52% to 62%) and *Regulatory services* (from 52% to 61%) have significantly increased since the 2023 survey.
- A 4% point increase in satisfaction was recorded for both *Waste management* (76% to 80%) and *Water management* (80% to 84%).
- Meanwhile, *Community facilities* (78%) and *Parks, reserves, and open spaces* remained relatively consistent since 2023.

Reputation

- The reputation benchmark has declined to +56, placing it in the 'Poor' range. Resident sentiment has also declined since 2023, with the proportion of *Champions* decreasing from 40% to 37%, while *Sceptics* increased from 45% to 53%.

Drivers and Priorities

- Image and reputation continues to be the strongest driver of overall performance (52% impact).
- Measures relating to reputation (*Financial management*, *Trust*, and *Quality of services and facilities*), in addition to value for money attributes (*Rates being fair and reasonable* and *How rates are spent on services and facilities*), have been identified as key areas for improvement.

Quality of life

- Residents' perceptions of their *Quality of life* have remained consistent since 2023, with most (66%) believing it is *About the same* as three years ago.

Background, Objectives and Method

Background

The Timaru District Council has an ongoing need to measure how satisfied residents are with resources, facilities and services provided by the Council, and to prioritise improvement opportunities that will be valued by the community.

Research Objectives

- To assess satisfaction among residents in relation to services, facilities and other activities of the Timaru District Council.
- To identify opportunities for improvement that would be valued by residents and how these should be prioritised.

Method

Approach

- Email invites were sent by Council to residents who had registered interest in taking part in the survey. Reminder emails were sent periodically in order to maximise the sample received and allow ample opportunity to respond.

Fieldwork dates

- Invites were sent in 3 waves: 10 November – 9 December 2025, 3 February – 11 March 2026, and 5 May – 10 June 2026.
- n=404

Statistical Confidence

- Weighted to Census 2023 demographics
- 95% confidence level
- $\pm 4.88\%$ margin of error

Notes

- Percentages may not total 100% due to rounding.
- Question references are shown in footnotes.
- Outcomes derived from particularly small sample sizes ($n < 30$) should be read with caution.
- Previous surveys (2018-2022) were conducted using a telephone interview methodology.

Response Scale



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

Performance Summary

Trends in overall measures

(7-10 excluding don't know)

Question reference code		Difference	2025/2026 (Satisfied % 7-10)	2023/2024 (Satisfied % 7-10)	2021/2022 (Satisfied % 7-10)	2019/2020 (Satisfied % 7-10)	2017/18 (Satisfied % 7-10)	2015/16 (Satisfied % 7-10)
RF3_1	Overall roads, walkways, cycleways	10%	62%	52%	67%	71%	69%	72%
OS3_1	Overall regulatory services	9%	61%	52%	58%	67%	73%	73%
TW6_1	Overall water management	4%	80%	76%	75%	76%	82%	79%
WR3_1	Overall waste disposal, recycling and composting services	4%	84%	80%	90%	93%	92%	92%
CF3_1	Overall satisfaction with council's public facilities	2%	78%	76%	88%	92%	90%	85%
PR3_1	Overall parks and reserves	-	85%	85%	93%	96%	91%	92%
OP1_1	Overall performance	-2%	51%	53%	69%	73%	80%	77%
VM4_1	Overall value for money	-3%	43%	46%	61%	69%	72%	71%
REP5_1	Overall reputation	-7%	46%	53%	68%	74%	81%	74%

Year-on-year ■ Significantly higher | ■ Significantly lower

Trends in all measures

(7-10 excluding don't know)

Question reference code		Difference	2025/2026 (Satisfied % 7-10)	2023/2024 (Satisfied % 7-10)	2021/2022 (Satisfied % 7-10)	2019/2020 (Satisfied % 7-10)	2017/18 (Satisfied % 7-10)	2015/16 (Satisfied % 7-10)
OS2_2	Managing and issuing building consents	13%	48%	35%	45%	52%	50%	64%
RS5_2	How long it took to resolve the matter	13%	52%	39%	43%	43%	47%	46%
RS5_7	The outcome you achieved as a result of your contact	11%	56%	45%	48%	47%	50%	70%
RF1_5	The provision of dedicated walkways and other cycle ways around the district	11%	69%	58%	80%	79%	76%	78%
RF1_2	The condition of rural roads	9%	44%	35%	50%	53%	60%	64%
TW5_2	Keeping roads and pavements free of flooding	8%	66%	58%	68%	60%	66%	61%
RF1_4	Suitability of cycle lanes on our roads	8%	56%	48%	57%	55%	57%	61%
CF2_3	Public toilets	8%	67%	59%	71%	68%	72%	61%
RS5_8	Overall enquiry handling	8%	53%	45%	50%	51%	50%	74%
WR2_1	The recycling services	8%	85%	77%	89%	91%	93%	95%
CF2_4	The museum	8%	84%	76%	89%	92%	94%	92%
RS5_3	How helpful was the person you dealt with	8%	64%	56%	61%	60%	59%	80%
RS5_5	How well they communicated with you	8%	62%	54%	67%	59%	60%	75%
OS2_3	Managing and issuing resource consents	7%	40%	33%	41%	46%	52%	63%
RF1_3	The condition of the footpaths	6%	55%	49%	60%	58%	59%	55%
CF2_5	The art gallery	6%	81%	75%	87%	89%	91%	96%
RS5_4	How well they understood your issue or enquiry	6%	68%	62%	71%	65%	76%	78%
TW2C_2	The taste of the water	6%	82%	76%	78%	83%	86%	78%

Year-on-year ■ Significantly higher | ■ Significantly lower

Trends in all measures

(7-10 excluding don't know)

Question reference code		Difference	2025/2026 (Satisfied % 7-10)	2023/2024 (Satisfied % 7-10)	2021/2022 (Satisfied % 7-10)	2019/2020 (Satisfied % 7-10)	2017/18 (Satisfied % 7-10)	2015/16 (Satisfied % 7-10)
CF2_2	The swimming pools	6%	86%	80%	90%	89%	89%	86%
CF2_1	The libraries	5%	92%	87%	94%	94%	95%	94%
RS5_1	How easy it was to get hold of someone who could assist you	5%	62%	57%	64%	63%	68%	85%
TW5_3	Overall satisfaction with the district's stormwater management	5%	70%	65%	74%	68%	68%	69%
TW2C_4	Overall satisfaction with the water supply	4%	89%	85%	87%	92%	90%	90%
RS5_6	How well they followed through and did what they undertook to do	4%	55%	51%	54%	46%	51%	72%
OS2_1	Providing dog and animal control	4%	72%	68%	72%	69%	70%	64%
TW2C_1	The reliability of the water supply	3%	92%	89%	90%	94%	93%	91%
TW5_1	Ability to protect your property from flooding	3%	74%	71%	78%	75%	77%	79%
PR2_1	Sportsfields	3%	87%	84%	93%	94%	87%	91%
PR2_3	Playgrounds	3%	89%	86%	92%	91%	91%	96%
VM3_1	How rates are spent on services and facilities	3%	47%	44%	56%	67%	73%	71%
WR2_3	The services for managing general waste	3%	83%	80%	91%	90%	91%	88%
TW2C_3	The clarity of the water	2%	86%	84%	82%	88%	88%	87%
TW4_1	The reliability of the sewage system	2%	93%	91%	95%	93%	96%	95%
TW4_2	How the district treats and disposes of sewage	2%	86%	84%	87%	89%	92%	88%
TW4_3	Overall satisfaction with the sewage system	2%	90%	88%	92%	93%	94%	92%
RF1_1	The condition of roads in urban areas	-	50%	50%	64%	61%	66%	69%

Year-on-year ■ Significantly higher | ■ Significantly lower

Trends in all measures

(7-10 excluding don't know)

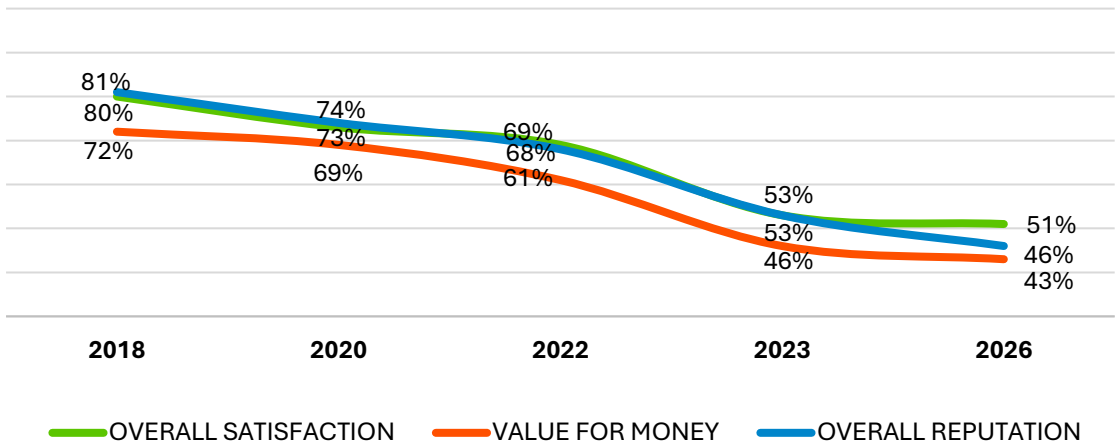
Question reference code		Difference	2025/2026 (Satisfied % 7-10)	2023/2024 (Satisfied % 7-10)	2021/2022 (Satisfied % 7-10)	2019/2020 (Satisfied % 7-10)	2017/18 (Satisfied % 7-10)	2015/16 (Satisfied % 7-10)
PR2_2	Parks and reserves	-	86%	86%	92%	97%	92%	95%
PR2_4	Cemeteries	-	87%	87%	93%	94%	91%	93%
CF2_6	Aorangi Stadium	-	85%	-	-	-	-	-
OS2_4	Managing liquor licensing	-	54%	54%	58%	68%	75%	78%
VM3_3	Fees for other services being fair and reasonable	-	44%	44%	63%	68%	71%	64%
CM4_1	Quality of information	-	54%	-	-	-	-	-
CD2_1	Council promoting being prepared in the event of an emergency	-	59%	-	-	-	-	-
CD3_1	Preparedness for a natural disaster or emergency situation	-	51%	-	-	-	-	-
WR2_2	The services for managing green waste	-1%	86%	87%	92%	93%	94%	92%
VM3_2	Rates being fair and reasonable	-1%	37%	38%	57%	61%	67%	69%
REP3_1	Overall financial management	-2%	28%	30%	54%	57%	68%	65%
OS2_6	The planning unit	-3%	40%	43%	-	-	-	-
CM3_1	Overall influence on and involvement in decision making	-4%	26%	30%	47%	47%	53%	46%
CM2_1	Keeping you informed of what Council is doing	-4%	52%	56%	66%	60%	69%	68%
REP2_1	Trust	-4%	41%	45%	60%	60%	70%	70%
OS2_5	Licensing premises such cafes, restaurants and hairdressers	-7%	64%	71%	72%	71%	82%	71%
REP4_1	Overall services	-7%	55%	62%	76%	80%	83%	82%
SEN2_1	You're confident that the District is going in the right direction	-7%	44%	51%	71%	-	-	-
REP1_1	Leadership	-8%	46%	54%	66%	66%	72%	72%

Year-on-year ■ Significantly higher | ■ Significantly lower

Performance Summary

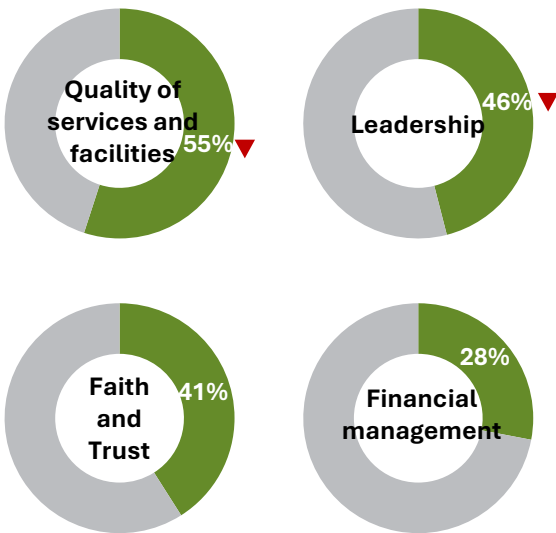
OVERALL MEASURES

Satisfied (rated 7-10)



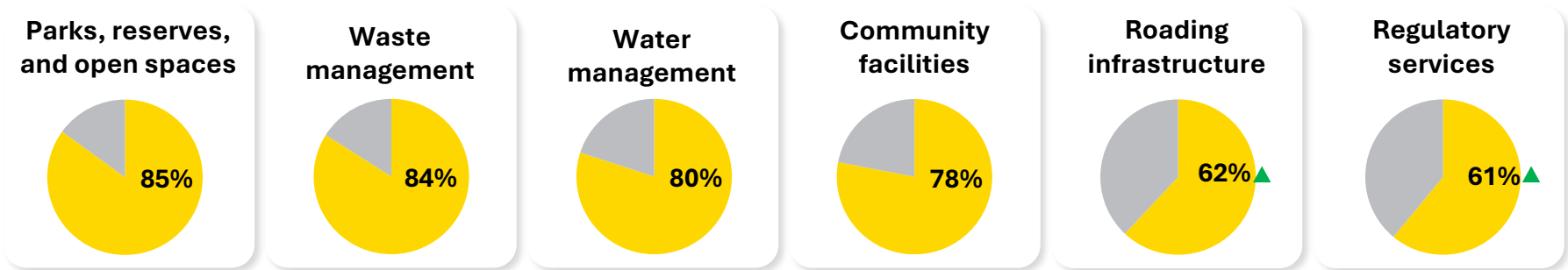
REPUTATION

Satisfied (rated 7-10)



SERVICES AND INFRASTRUCTURE

Satisfied (rated 7-10)



Key Findings



**Timaru
District Council**
Te Kaunihera ā-Rohe
o Te Tihi o Maru



KEYRESEARCH
Unlocking Business Knowledge

Key Findings

Overall satisfaction

- *Overall satisfaction* with Timaru District Council has remained relatively consistent since 2023, with a slight 2% point decrease from 53% to 51%.
- This decline is likely due to a significant decrease in satisfaction among residents aged 65 or over (from 70% to 60%).
- Most residents who provided general comments cited *Wasteful spending / spending on the wrong things* (29%) as their main concern.

Overall Services and Facilities

- Satisfaction with the quality of *Overall services and facilities* has decreased since 2023, from 62% to 55%.
- The proportion of residents who rated this measure as 'Satisfied' ('7-8' on the 10-point scale) has significantly decreased since 2023, from 50% to 42%.

Value for Money

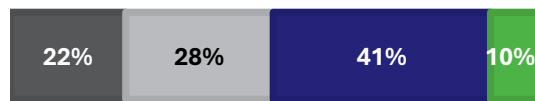
- Over four in ten residents (43%) are satisfied with *Overall Value for money*.
- Satisfaction is significantly lower among residents aged 18 to 49 (41%) and aged 50 to 64 (34%) than residents aged 65 or over (55%).
- Satisfaction with *How rates are spent on services and facilities* has slightly increased year-on-year (from 44% to 47%) while satisfaction with other related measures has remained consistent.



Overall Performance

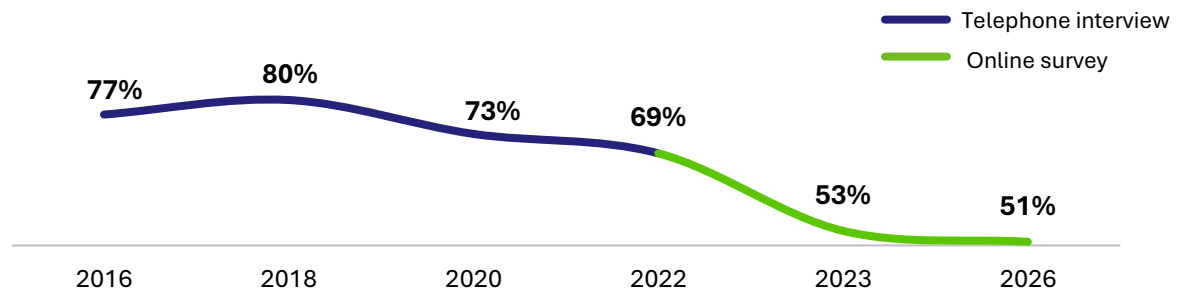
51%

Residents Satisfied
with Overall Performance
(rated 7-10)

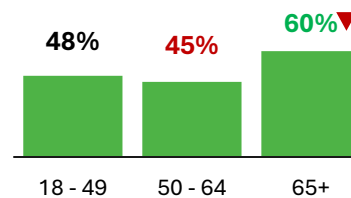


- Very dissatisfied (1-4)
- Indifferent (5-6)
- Satisfied (7-8)
- Very satisfied (9-10)

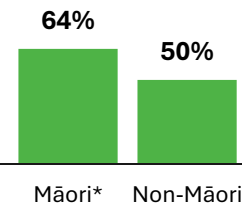
Satisfied (rated 7-10)



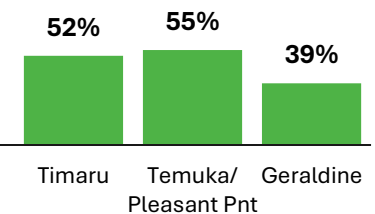
By age



By ethnicity



By location



Year-on-year

- Significantly higher
- Significantly lower

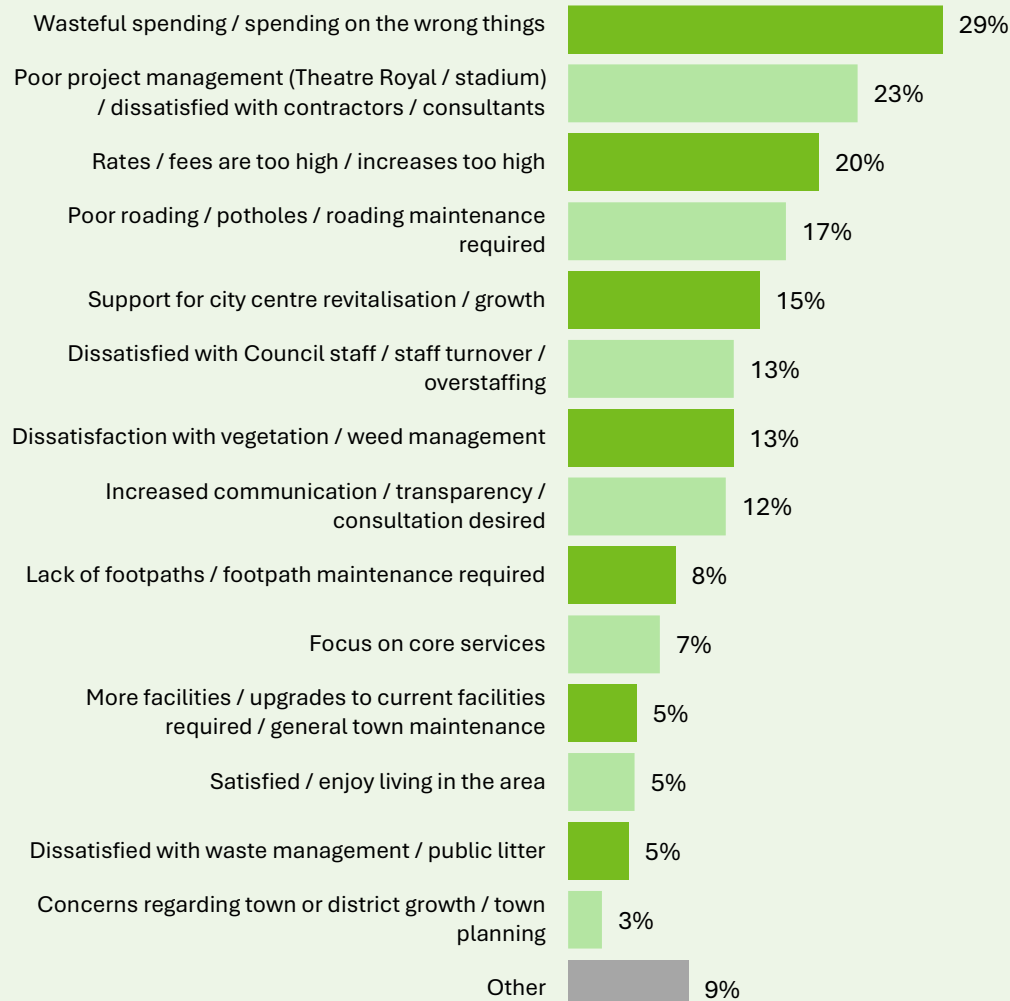
Between sub-groups

- Significantly higher
- Significantly lower

Notes:

- OP1. Everything considered; reputation, services and value for money, using the 1 to 10 scale where 1 means 'very dissatisfied' and 10 means 'very satisfied', how satisfied are you with the performance of the council? n=395
- *Caution: Small sample size (n<30). Results are indicative only.

General Comments



Notes:

1. OP2. Are there any other comments that you would like to make about the Timaru District Council? n=171

- *I think you are doing a great job overall.*
- *Overall, we have good water and waste management, although more recycling would be good if possible.*
- *A big bouquet to the staff at CBay and the Temuka Pool. I'm a regular year-round user of these facilities and the staff and instructors provide essential opportunities for older folk to stay healthy.*
- *Given the size of the population in Timaru and what the capacity of that population has achieved, Timaru is a very liveable little town.*
- *When I went online to place a notice of property damage, the issue was resolved quickly and the TDC acknowledged the request.*

- *No more vanity projects.*
- *Stop wasting money on vanity projects such as the theatre development. It means nothing to people outside of Timaru, and I don't know anyone in Timaru who is in favour of it.*
- *I think they wasted a lot of money on the Theatre Royal, should have gone for the initial plan and not had consultation after consultation.*
- *The council does not spend money in the right place. Some of the infrastructure projects are not managed well.*
- *The rural roads are a disgrace, lack of or prioritising maintenance, e.g. Cleaning culverts and water tables would stop 90% of road damage.*
- *Potholes, and rates are inappropriate and arbitrary.*
- *By constantly putting rates up annually is placing extreme pressure on people both elderly and those financially stretched who do not receive pay rises to keep up with inflation.*
- *Firstly, rates are way too high for most people in their budget.*



Overall Services and Facilities

55%

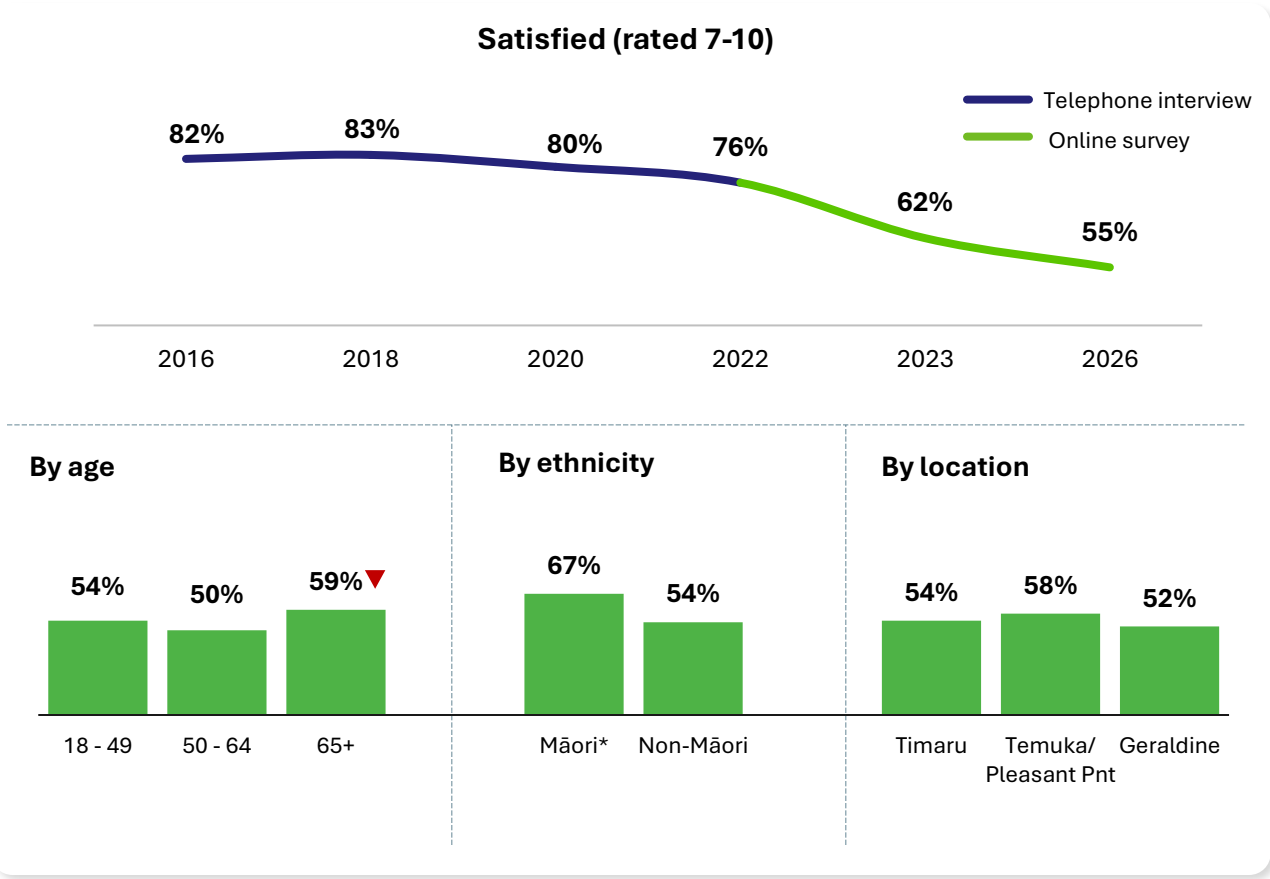
Residents Satisfied with Overall Services and Facilities (rated 7-10)



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

Year-on-year
Significantly higher
Significantly lower

Between demographics
Significantly higher
Significantly lower

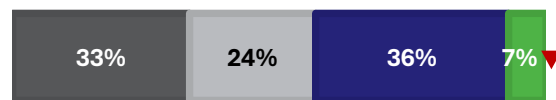


Notes:
1. REP4. And when you think about everything that the council does, how would you rate the council for the quality of the services and facilities they provide the district? n=397
2. *Caution: Small sample size (n<30). Results are indicative only.

Overall Value for Money

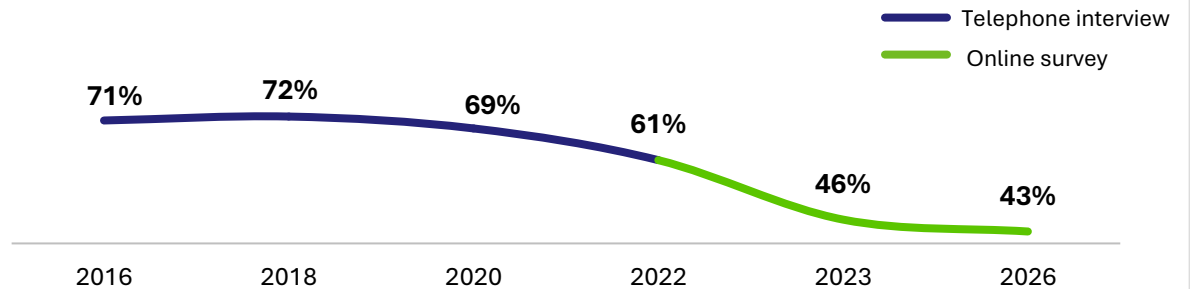
43%

Residents Satisfied with *Value for Money* (rated 7-10)

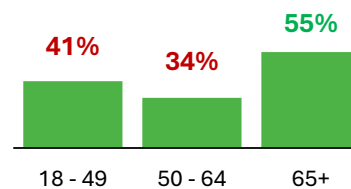


- Very dissatisfied (1-4)
- Indifferent (5-6)
- Satisfied (7-8)
- Very satisfied (9-10)

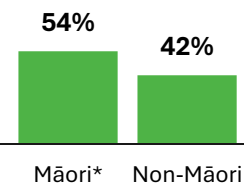
Satisfied (rated 7-10)



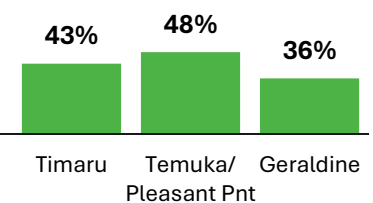
By age



By ethnicity



By location



Year-on-year

- Significantly higher
- Significantly lower

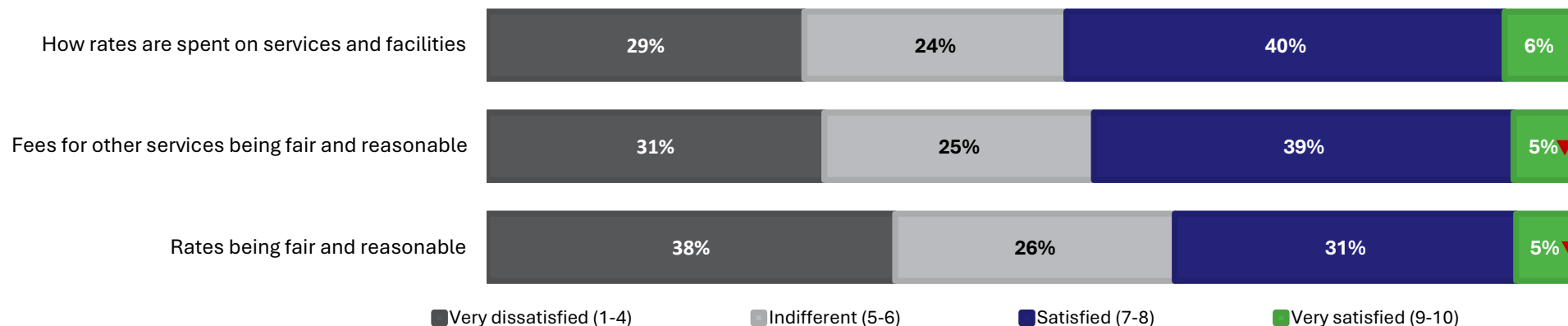
Between demographics

- Significantly higher
- Significantly lower

Notes:

- DEM7. Do you, or a member of your household, pay rates on a property in the Timaru District Council area? [SINGLE RESPONSE] n=404, Yes n=401
- VM4. Considering all the services and facilities that the [COUNCIL] provides. Overall how satisfied are you that you receive good value for the money you spend in rates and other fees? n=390
- *Caution: Small sample size (n<30). Results are indicative only.

Value for Money



Satisfied Residents (rated 7-10)

Year, Age, Ethnicity, Location	2026	2023	2022	2020	2018	18-49 years	50-64 years	65+ years	Māori*	Non-Māori	Timaru	Temuka/Pleasant Pnt	Geraldine
How rates are spent on services and facilities	47%	44%	56%	67%	73%	45%	40%	56%	52%	46%	46%	48%	49%
Fees for other services being fair and reasonable	44%	44%	63%	68%	71%	44%	40% ▼	49%	60%	43%	43%	47%	45%
Rates being fair and reasonable	37%	38%	57%	61%	67%	33%	26%	52%	50%	36%	35%	48%	28%

Year-on-year

▲ Significantly higher
▼ Significantly lower

Between subgroups

Significantly higher
Significantly lower

Notes:

- VM3. How would you rate your satisfaction with the council for the following?
 - How rates are spent on services and facilities n=367
 - Rates being fair and reasonable n=387
 - Fees for other services being fair and reasonable n=315
- *Caution: Small sample size (n<30). Results are indicative only.

Services and Infrastructure

Water Management

« TOC

Overall water management

- Eight in ten residents (80%) are satisfied with *Overall water management*, a 4% point increase since 2023 (76%).
- The proportion of residents who rated *Overall water management* 9-10 out of 10 has significantly increased, from 25% in 2023 to 33% in 2026.



Water Supply

- Satisfaction with the *Overall water supply* (from 85% to 89%) and all related measures has increased since 2023.
- Satisfaction with *The taste of the water* has significantly increased, from 76% to 82%.
- Satisfaction with *The reliability of water supply* among residents in Timaru Ward has also significantly increased, from 89% in 2023 to 94% in 2026.

Sewage System

- Overall satisfaction with the *Sewage system* remains high, increasing from 88% in 2023 to 95% in 2026.
- Most residents connected to the sewage system (96%) are satisfied with *The reliability of the sewage system*.

Stormwater Management

- Seven in ten households (70%) connected to the stormwater system are satisfied with the service they receive, a 5% point increase since 2023 (65%).
- Satisfaction with related measures has increased year-on-year.



Overall Water Management

80%

Residents Satisfied
with *Water Management*
(rated 7-10)



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

Year-on-year

▲ Significantly higher
▼ Significantly lower

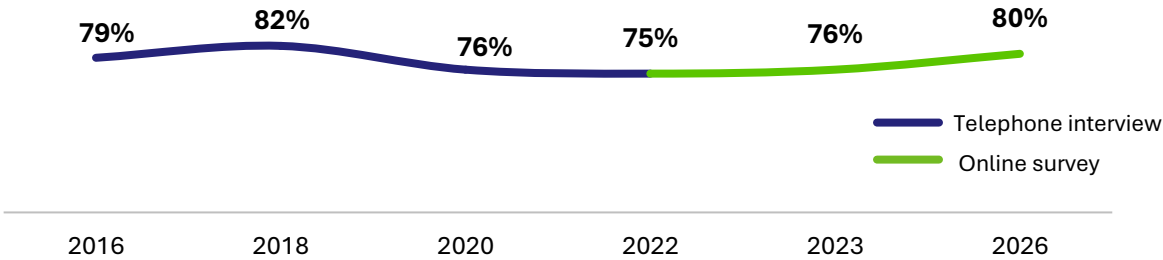
Between subgroups

▲ Significantly higher
▼ Significantly lower

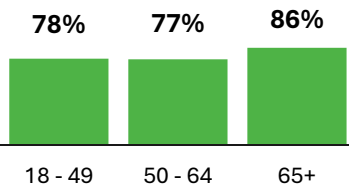
Notes:

- TW6. And overall, when you think about the supply of water, the management and disposal of stormwater and the disposal of wastewater, on a scale of 1 to 10 where 1 means 'very dissatisfied' and 10 is 'very satisfied', how would you rate your satisfaction with council overall for its management of water in the district? n=382
- *Caution: Small sample size (n<30). Results are indicative only.

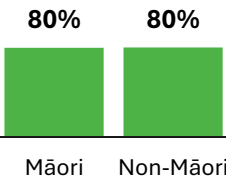
Satisfied (rated 7-10)



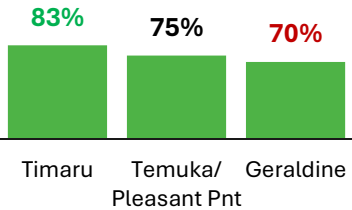
By age



By ethnicity

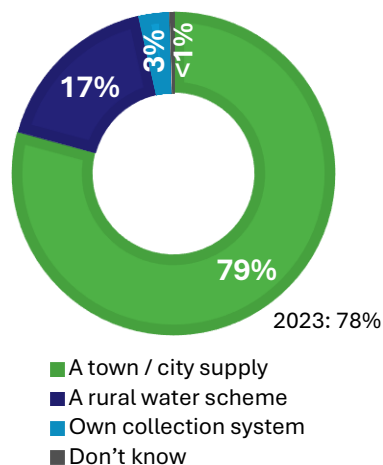


By location



Water Supply

◀ TOC



Overall water supply



The reliability of the water supply



The clarity of the water



The taste of the water



■ Very dissatisfied (1-2) ■ Indifferent (3-4) ■ Satisfied (7-8) ■ Very satisfied (9-10)

Satisfied Residents (rated 7-10)

Year, Age, Ethnicity, Location	2026	2023	2022	2020	2018	18-49 years	50-64 years	65+ years	Māori*	Non-Māori	Timaru	Temuka/Pleasant Pnt	Geraldine
Overall water supply	89%	85%	87%	92%	90%	90%	85%	90%	90%	89%	91%	85%	82%
The reliability of water supply	92%	89%	90%	94%	93%	92%	91%	92%	93%	92%	94% ▲	85%	89%
The clarity of the water	86%	84%	82%	88%	88%	84%	87%	89%	93%	86%	88%	81%	88%
The taste of the water	82% ▲	76%	78%	83%	86%	81%	77%	89% ▲	83%	82%	84%	85% ▲	69%

Notes:

- TW1. Which of the following best describes your water supply connection? [SINGLE RESPONSE] n=404
- TW2C. On a scale of 1 to 10 where 1 means 'very dissatisfied' and 10 is 'very satisfied', how would you rate your satisfaction with the following?
 - The reliability of water supply n=402
 - The taste of the water n=402
 - The clarity of the water n=402
 - Overall satisfaction with the water supply n=402
- *Caution: Small sample size (n<30). Results are indicative only.

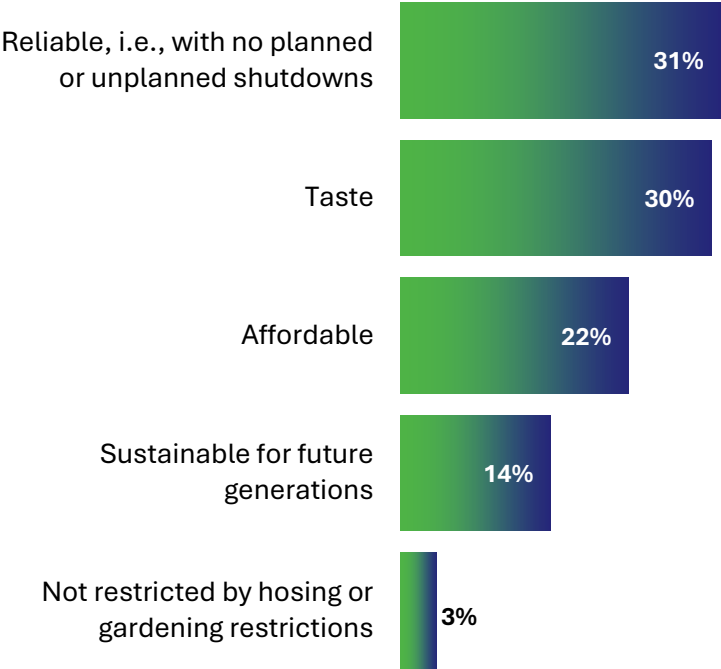
Year-on-year

Between subgroups

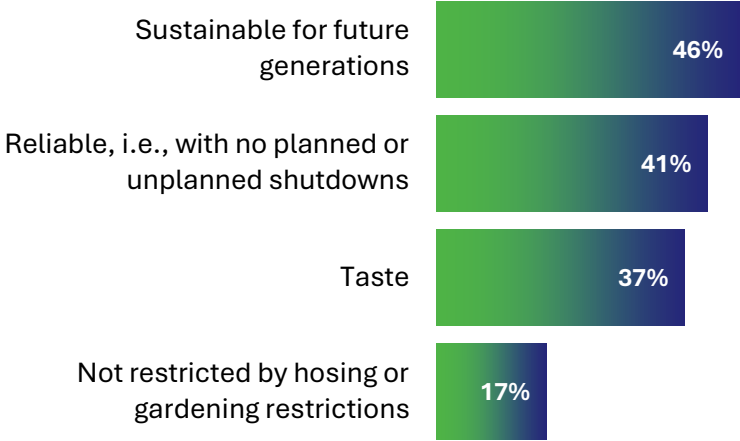
▲ Significantly higher
▼ Significantly lower

Significantly higher
Significantly lower

Water Supply Priorities



Willingness to Pay for Improved Water Attributes



Year-on-year
▲ Significantly higher
▼ Significantly lower

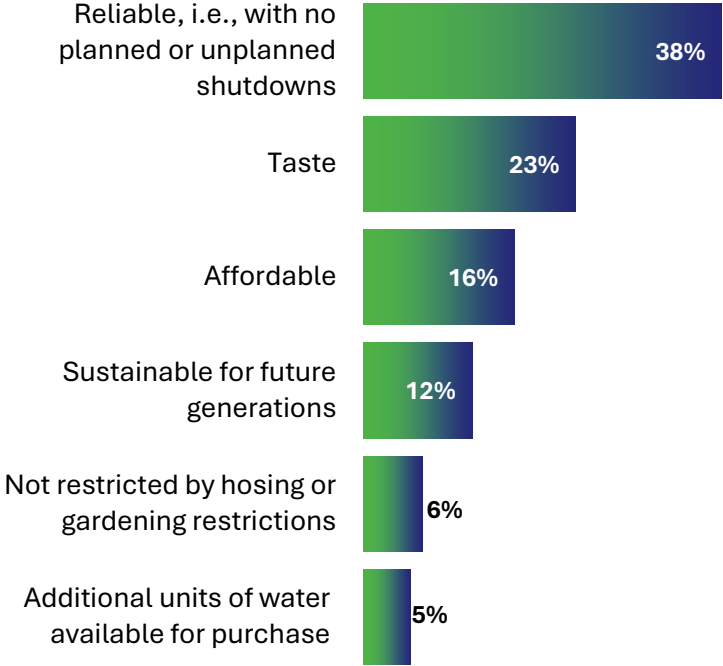
Between subgroups
▲ Significantly higher
▼ Significantly lower

Notes:

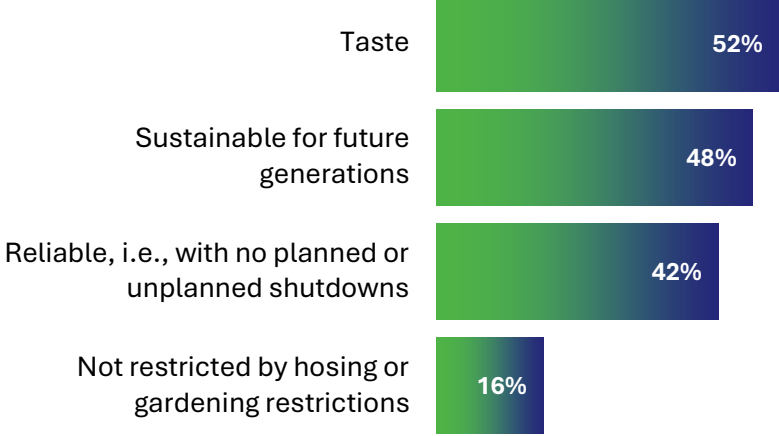
1. TW2A. Thinking about your water supply connection, please rank the following water attributes in the order of importance to you, e.g., 1 means most important, 2 means second most important, 3 means third most important etc. n=326
2. TW2B. Would you be willing to pay extra to see an improvement to any of these water attributes?
 - a. Reliable, i.e., with no planned or unplanned shutdowns n=288
 - b. Taste n=294
 - c. Not restricted by hosing or gardening restriction n=299
 - d. Sustainable for future generation n=285
3. *Caution: Small sample size (n<30). Results are indicative only.

Water Supply Priorities (A rural water scheme)

Water Supply Priorities



Willingness to Pay for Improved Water Attributes



Notes:

1. TW2D. Thinking about your water supply connection, please rank the following water attributes in the order of importance to you, e.g. 1 means most important, 2 means second most important, 3 means third most important etc. n=65
2. TW2E. Would you be willing to pay extra to see an improvement to any of these water attributes?
 - a. Reliable, i.e., with no planned or unplanned shutdowns n=59
 - b. Taste n=57
 - c. Not restricted by hosing or gardening restriction n=55
 - d. Sustainable for future generation n=56
3. *Caution: Small sample size (n<30). Results are indicative only.

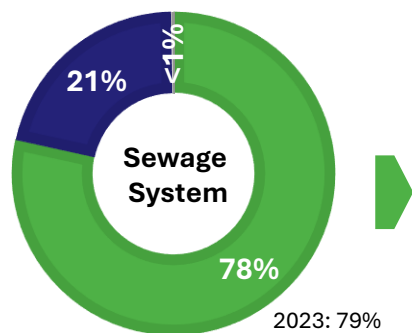
Year-on-year Between subgroups

▲ Significantly higher Significantly higher
▼ Significantly lower Significantly lower

Sewage System

A town / city sewage system

TOC



- A town / city sewage system
- Your own septic tank system
- Other

Overall sewage system



The reliability of the sewage system



How the district treats and disposes of sewage



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

Satisfied Residents (rated 7-10)

Year, Age, Ethnicity, Location	2026	2023	2022	2020	2018	18-49 years	50-64 years	65+ years	Māori*	Non-Māori	Timaru	Temuka/Pleasant Pnt	Geraldine
Overall sewage system	95%	88%	92%	93%	94%	96%	91%	98%	90%	96%	95%	98%	93%
The reliability of the sewage system	96%	91%	95%	93%	96%	97%	93%	98%	90%	97%	96%	100%	93%
How the district treats and disposes of sewage	90%	84%	87%	89%	92%	88%	88%	95%	72%	92%	92%	87%	85%*

Notes:

- TW3. Which of the following best describes the sewage system that your property is connected to? n=404
- TW4. On a scale of 1 to 10 where 1 means 'very dissatisfied' and 10 is 'very satisfied', how would you rate your satisfaction with the following?
 - The reliability of the sewage system n=307
 - How the district treats and disposes of sewage n=226
 - Overall satisfaction with the sewage system n=309
- *Caution: Small sample size (n<30). Results are indicative only.

Year-on-year

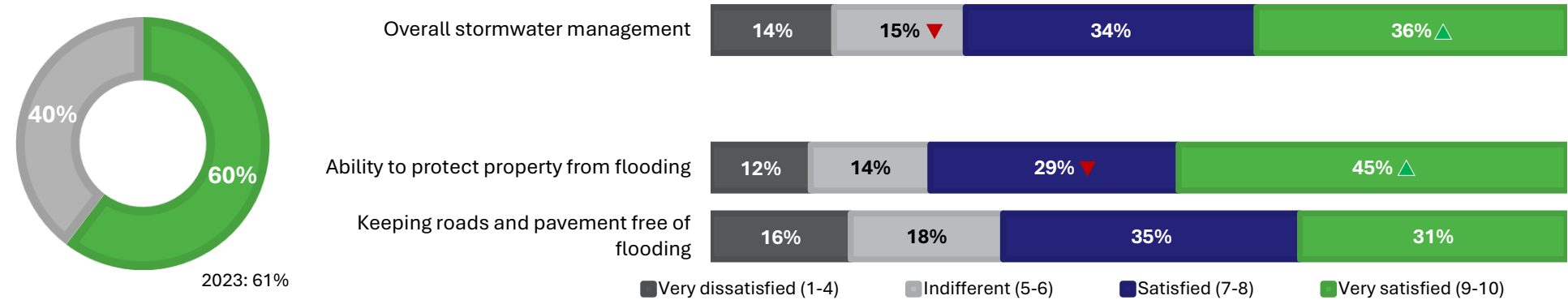
- ▲ Significantly higher
- ▼ Significantly lower

Between subgroups

- Significantly higher
- Significantly lower

Stormwater Management

Have a Stormwater system



Satisfied Residents (rated 7-10)

Year, Age, Ethnicity, Location	2026	2023	2022	2020	2018	18-49 Years	50-64 Years	65+ years	Māori*	Non-Māori	Timaru	Temuka/Pleasant Pnt	Geraldine
Overall stormwater management	70%	65%	74%	68%	68%	62%	69%	83%	78%	70%	77%	57%	51%
Ability to protect property from flooding	74%	71%	78%	75%	77%	68%	75%	82%	72%	75%	81%	69%	48%
Keeping roads and pavement free of flooding	66% ▲	58%	68%	60%	66%	62%	61%	77%	83%	64%	73%	54%	47%

Year-on-year
▲ Significantly higher
▼ Significantly lower

Between subgroups
Significantly higher
Significantly lower

Notes:

1. TW7. Does the suburb where you live have a stormwater system? n=404
2. TW5. On a scale of 1 to 10 where 1 means 'very dissatisfied' and 10 is 'very satisfied', how would you rate your satisfaction with the stormwater system in terms of...
 - a. Ability to protect your property from flooding n=350
 - b. Keeping roads and pavements free of flooding n=370
 - c. Overall satisfaction with the district's stormwater management n=327
3. *Caution: Small sample size (n<30). Results are indicative only.

Waste Management

◀◀ TOC

Overall Waste Management

- Satisfaction with *Overall waste management* has increased by 4% points since 2023, from 80% to 84%.
- Satisfaction with this measure is consistently high across all subgroups.
- Most households use *Regular kerbside collection* (96%) as a method for waste disposal.

Related measures

- A significant increase in satisfaction with *The recycling services* has been recorded (from 77% in 2023 to 85% in 2026).
- This improvement is likely driven by a significant increase in satisfaction among residents in the Timaru Ward, from 80% in 2023 to 88% in 2026.
- Satisfaction with *The services for managing general waste* among residents in Temuka/Pleasant Point has also significantly increased, from 67% to 80%.



Overall Waste Management

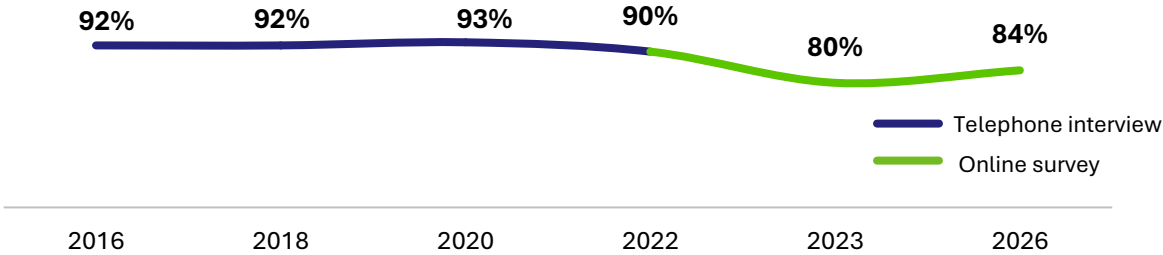
84%

Residents Satisfied
with *Waste Management*
(rated 7-10)

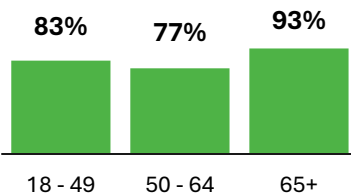


- Very dissatisfied (1-4)
- Indifferent (5-6)
- Satisfied (7-8)
- Very satisfied (9-10)

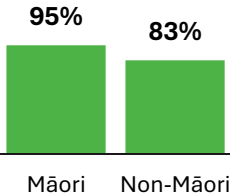
Satisfied (rated 7-10)



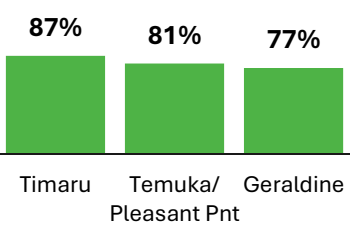
By age



By ethnicity



By location



Year-on-year

- Significantly higher
- Significantly lower

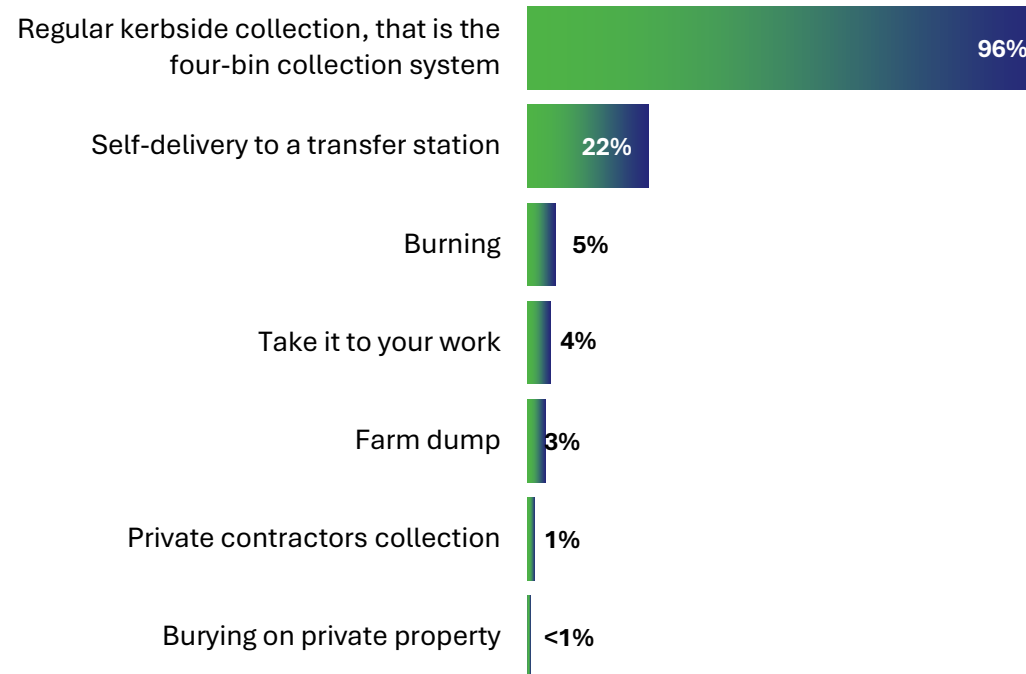
Between subgroups

- Significantly higher
- Significantly lower

Notes:

- WR2. Using the scale of 1 to 10 where 1 means 'very dissatisfied' and 10 is 'very satisfied', how would you rate your satisfaction with the council overall for its waste disposal, recycling and composting services? n=393
- *Caution: Small sample size (n<30). Results are indicative only.

Waste Disposal Method



Year-on-year

▲ Significantly higher
▼ Significantly lower

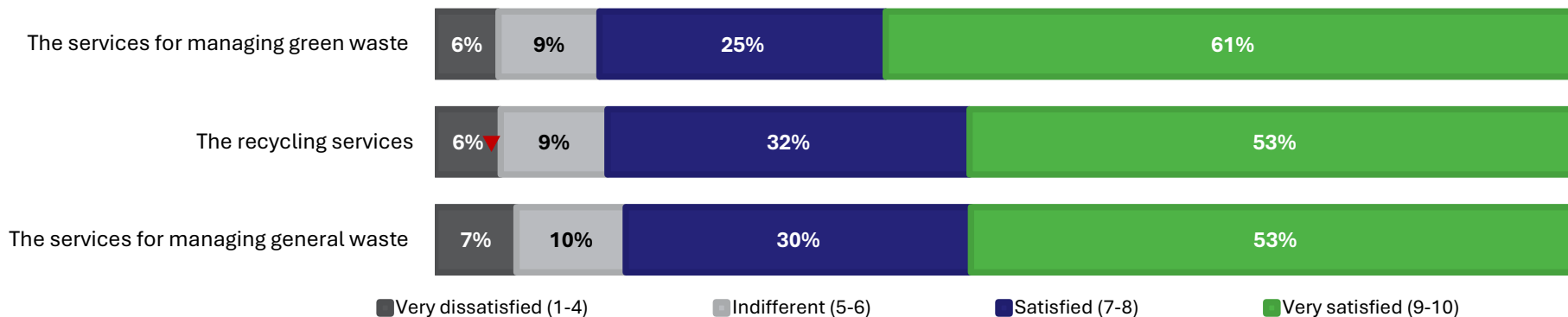
Between subgroups

Significantly higher
Significantly lower

Notes:

1. WR1. Which of the following methods does your household use for waste disposal? Please select all that apply. n=404
2. *Caution: Small sample size (n<30). Results are indicative only.

Stormwater Management



Satisfied Residents (rated 7-10)

Year, Age, Ethnicity, Location	2026	2023	2022	2020	2018	18-49 years	50-64 years	65+ years	Māori*	Non-Māori	Timaru	Temuka/Pleasant Pnt	Geraldine
The services for managing green waste	86%	87%	92%	93%	94%	82%	83%	94%	89%	85%	86%	83%	86%
The recycling services	85% ▲	77%	89%	91%	93%	84% ▲	79%	91%	95%	84% ▲	88% ▲	79%	77%
The services for managing general waste	83%	80%	91%	90%	91%	81%	78%	92%	91%	83%	84%	80% ▲	84%

Year-on-year

▲ Significantly higher
▼ Significantly lower

Between subgroups

Significantly higher
Significantly lower

Notes:

- WR1. How satisfied are you with each of the following services that are provided by council?
 - The recycling services n=389
 - The services for managing green waste n=392
 - The services for managing general waste n=393
- *Caution: Small sample size (n<30). Results are indicative only.

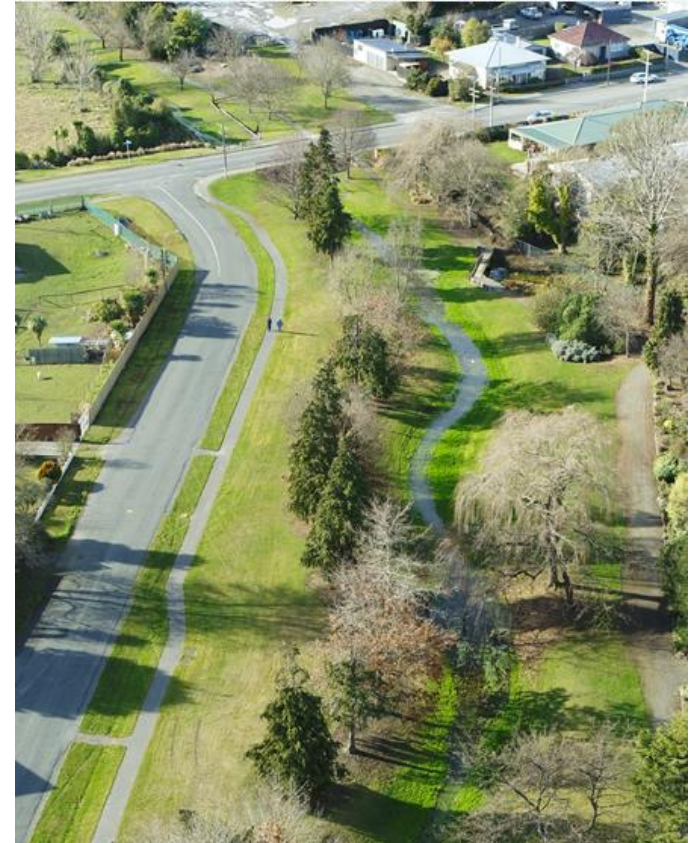
Roading Infrastructure

Overall roading infrastructure

- A significant increase in satisfaction with *Overall roading infrastructure* has been recorded since the previous reporting period, from 52% to 62%.
- This improvement is likely due to a significant increase among residents aged 18 to 49 (from 42% in 2023 to 58% in 2026).
- Similarly, satisfaction among Non-Māori residents has increased from 52% to 60%.

Related measures

- In keeping with the previous reporting period, the majority of residents have used *A dedicated off-road walking and cycling way* (72%), while nearly four in ten residents (39%) have *Ridden a bike on an on-road cycle lane* in the past 12 months.
- Satisfaction with most roading measures has increased since the previous reporting year, with satisfaction with *The provision of dedicated walkways and other cycle ways around the district* (from 58% to 69%), *Suitability of cycle lanes on our roads* (from 48% to 56%), and *The condition of rural roads* (from 35% to 44%) significantly increasing since 2023.



Overall Roding Infrastructure

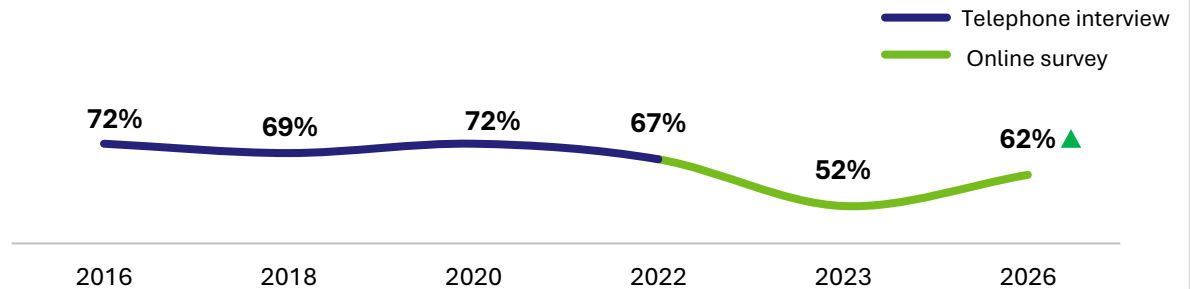
62%

Residents Satisfied
with *Roding Infrastructure*
(rated 7-10)

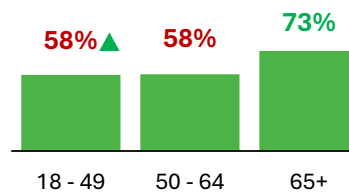


- Very dissatisfied (1-4)
- Indifferent (5-6)
- Satisfied (7-8)
- Very satisfied (9-10)

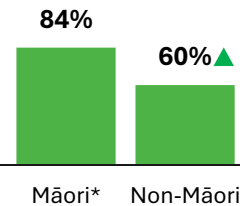
Satisfied (rated 7-10)



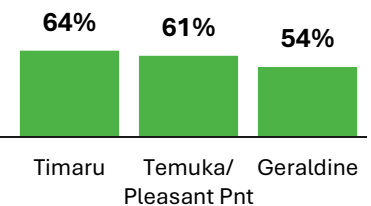
By age



By ethnicity



By location



Year-on-year

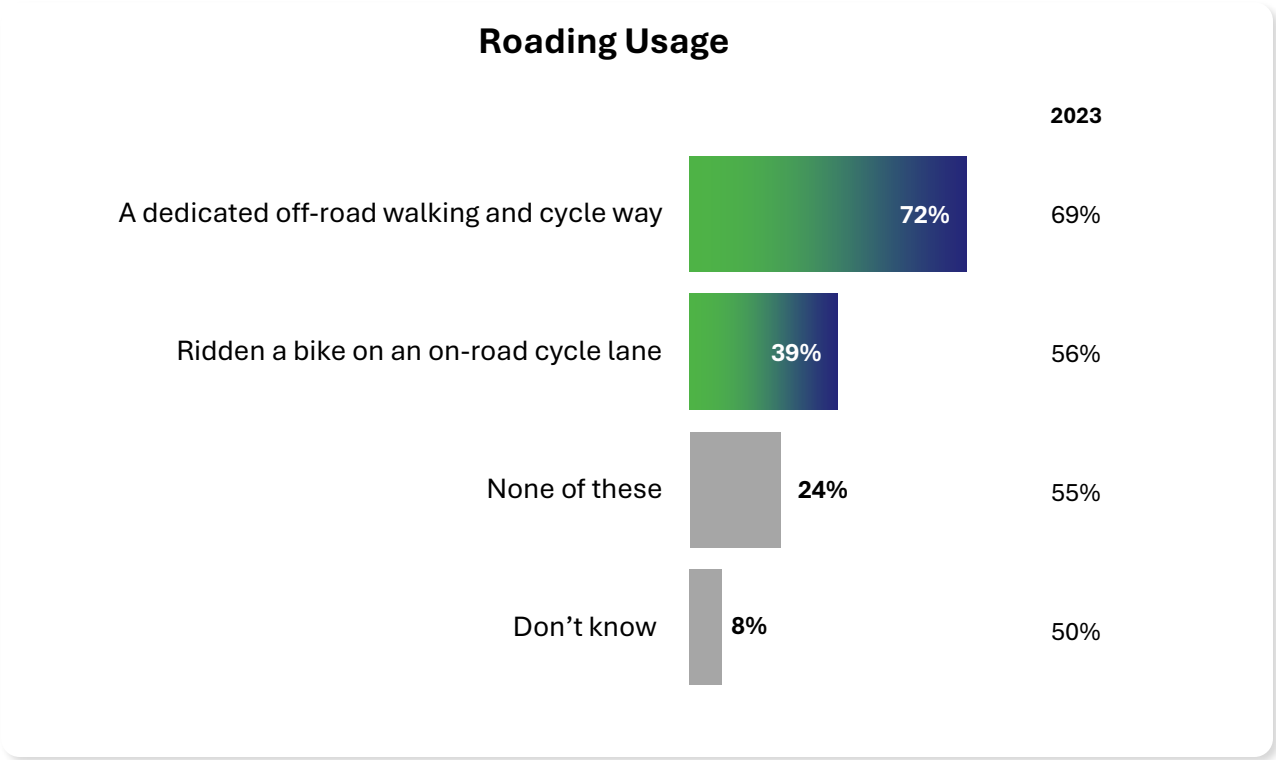
- ▲ Significantly higher
- ▼ Significantly lower

Between subgroups

- ▲ Significantly higher
- ▼ Significantly lower

Notes:

- RF3. Using the 1 to 10 scale where 1 means 'very dissatisfied' and 10 means 'very satisfied', overall how satisfied are you with the roads, cycle lanes, footpaths and off-road walkways and cycle ways around the district? n=387
- *Caution: Small sample size (n<30). Results are indicative only.



Year-on-year

Between subgroups

▲ Significantly higher

▼ Significantly lower

Significantly higher

Significantly lower

Notes:

1. RF2. In the last year, which of the following have you used? n=404

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

Roading Infrastructure

The provision of dedicated walkways and other cycle ways around the district



Suitability of cycle lanes on our roads



The condition of the footpaths



The condition of roads in urban areas



The condition of rural roads



Very dissatisfied (1-4)

Indifferent (5-6)

Satisfied (7-8)

Very satisfied (9-10)

Satisfied Residents (rated 7-10)

Year, Age, Ethnicity, Location	2026	2023	2022	2020	2018	18-49 years	50-64 years	65+ years	Māori*	Non-Māori	Timaru	Temuka/Pleasant Pnt	Geraldine
The provision of dedicated walkways and other cycle ways around the district	69% ▲	58%	80%	79%	76%	68% ▲	65%	76%	97%	67% ▲	72% ▲	69%	57%
Suitability of cycle lanes on our roads	56% ▲	48%	57%	55%	57%	56%	52%	61%	59%	56% ▲	58% ▲	56%	45%
The condition of the footpaths	55%	49%	60%	58%	59%	59%	42%	61% ▲	80%	53%	58% ▲	50%	46%
The condition of roads in urban areas	50%	50%	64%	61%	66%	47%	43%	62%	70%	49%	51%	45%	53%
The condition of rural roads	44% ▲	35%	50%	53%	60%	42% ▲	39%	51%	62%	42%	50% ▲	37%	27%

Notes:

1. RF1. 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:

- The condition of roads in urban areas n=403
- The condition of rural roads n=364
- The condition of the footpaths n=391
- Suitability of cycle lanes on our roads n=335
- The provision of dedicated walkways and other cycle ways around the district n=369

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

Year-on-year

▲ Significantly higher
▼ Significantly lower

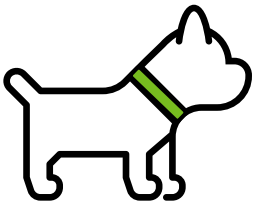
Between subgroups

Significantly higher
Significantly lower

Regulatory Services

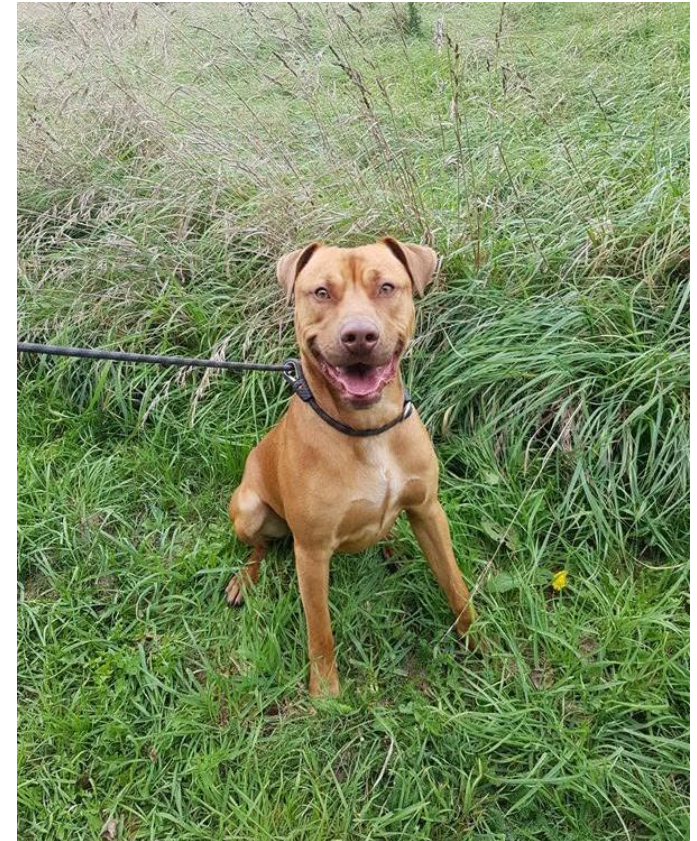
Overall Regulatory Services

- Just over six in ten residents are satisfied with *Regulatory services* (61%). This has significantly increased since 2023 from 52%.
- Satisfaction levels among residents aged 65 and over (72%) are significantly higher than among residents aged 18 to 49 (56%).



Related measures

- Compared with the previous reporting period, a higher proportion of residents reported having contact with Council regarding *Building consents*, increasing from 13% to 23%.
- Nearly two in ten residents (19%) contacted the Council for *Dog or animal Control*.
- Satisfaction with *Providing dog and animal control* among those who contacted Council regarding this service has significantly increased since 2023, from 65% to 82%.
- Similarly, satisfaction with *Managing and issuing building consents* has also significantly increased, from 38% to 56%.



Overall Regulatory Services

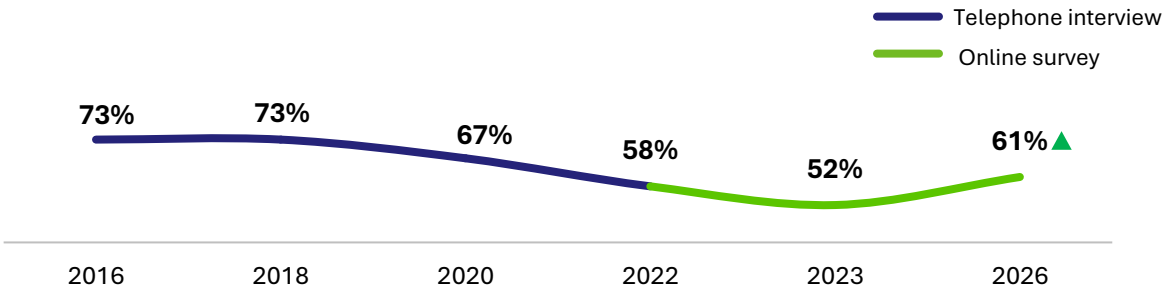
61%

Residents Satisfied
with *Regulatory Services*
(rated 7-10)

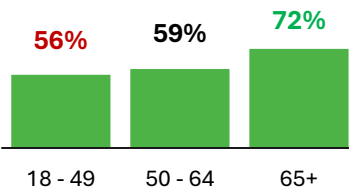


- Very dissatisfied (1-4)
- Indifferent (5-6)
- Satisfied (7-8)
- Very satisfied (9-10)

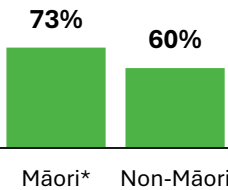
Satisfied (rated 7-10)



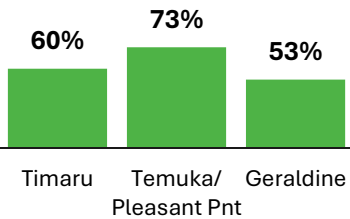
By age



By ethnicity



By location



Year-on-year

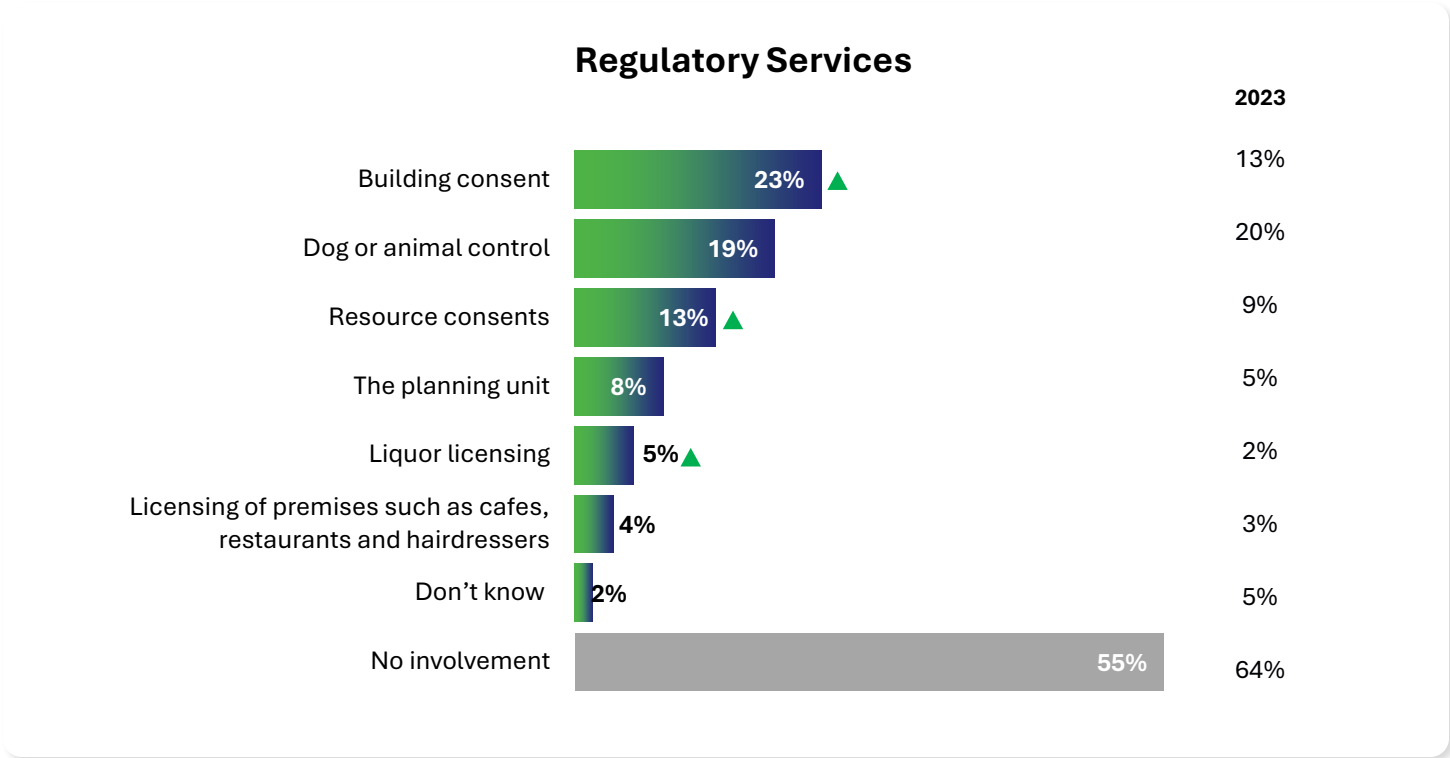
▲ Significantly higher
▼ Significantly lower

Between subgroups

Significantly higher
Significantly lower

Notes:

- OS3. And how satisfied are you overall with how well Council provides these types of regulatory services? n=234
- *Caution: Small sample size (n<30). Results are indicative only.



Year-on-year

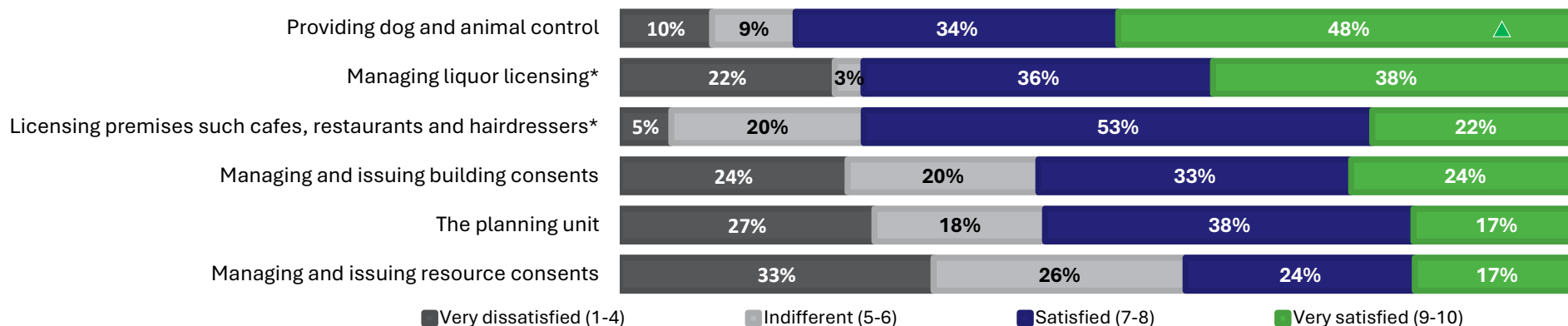
▲ Significantly higher
▼ Significantly lower

Between subgroups

Significantly higher
Significantly lower

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=404
2. *Caution: Small sample size (n<30). Results are indicative only.

Regulatory Services (users)



Satisfied Residents (rated 7-10)

Year, Age, Ethnicity, Location	2026	2023	2022	2020	2018	18-49 years	50-64 years	65+ years	Māori*	Non-Māori	Timaru	Temuka/Pleasant Pnt	Geraldine
Providing dog and animal control	82%▲	65%	81%	72%	66%	86%*	71%*	85%*	78%	82%▲	82%	78%	87%
Managing liquor licensing*	75%	80%*	72%*	82%*	79%	69%*	79%*	86%*	100%*	68%*	50%*	100%*	89%*
Licensing premises such cafes, restaurants and hairdressers*	75%	100%	84%	81%	87%	76%	100%	50%	100%	67%	67%	-	100%
Managing and issuing building consents	56%▲	38%	46%	61%	50%	57%	53%*	57%*	100%	51%	60%▲	55%*	49%*
The planning unit	56%	38%*	-	-	-	61%*	65%*	45%*	80%*	52%*	47%*	66%*	69%*
Managing and issuing resource consents	41%	43%	45%	47%	48%	42%*	30%*	51%*	100%	31%	42%*	59%*	33%*

Notes:

1. OS2. Based on your experience or impressions, how satisfied are you with the Council's performance in providing each of these services? Use the 1 to 10 scale where 1 means 'very dissatisfied' and 10 means 'very satisfied'.

- Providing dog and animal control n=70
- Managing and issuing building consents n=77
- Managing and issuing resource consents n=46
- Managing liquor licensing n=19
- Licensing premises such cafes, restaurants and hairdressers n=11
- The planning unit n=32

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

Year-on-year

▲ Significantly higher
▼ Significantly lower

Between subgroups

▲ Significantly higher
▼ Significantly lower

Parks, Reserves, Open Spaces and Community Facilities



**Timaru
District Council**
Te Kaunihera ā-Rohe
o Te Tihi o Maru



KEYRESEARCH
Unlocking Business Knowledge

Parks, Reserves and Open Spaces

Overall Parks, Reserves and Open spaces

- In keeping with the result in 2023, 85% of residents are satisfied with the *Overall parks, reserves and open spaces*.
- The proportion of residents who were very satisfied (rated *Parks, reserves and open spaces* 9 to 10 out of 10) has significantly increased since 2023, from 36% to 44%.



Visitation

- *Council-maintained parks and reserves* continue to be the most visited open spaces in the district, with 88% of residents visiting one in the last year.
- Just over six in ten residents (61%) visited *Council-maintained playgrounds* in the last year, representing a significant increase from 48% in the previous reporting period.
- In contrast, *Cemeteries* remained the least visited, with a visitation rate of 48%.

Satisfaction

- Satisfaction with all *Parks, reserves, and open spaces* is high, with each receiving a satisfaction score of 87% among visitors.
- Satisfaction among visitors was relatively consistent across all subgroups.



Overall Parks and Reserves

85%

Residents Satisfied
with *Parks and Reserves*
(rated 7-10)



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

Year-on-year

▲ Significantly higher
▼ Significantly lower

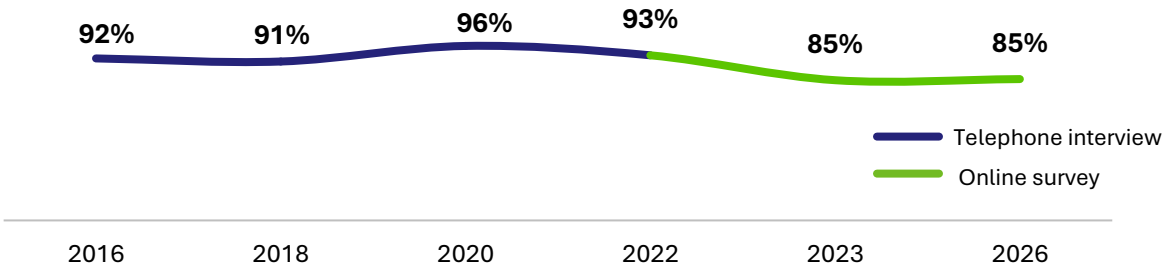
Between subgroups

▲ Significantly higher
▼ Significantly lower

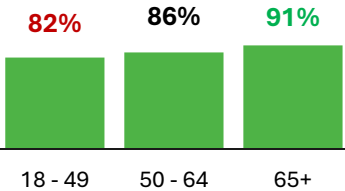
Notes:

- PR3. And overall, how satisfied are you with how well council maintains its sports-fields, parks, playgrounds, cemeteries and other open spaces? n=386
- *Caution: Small sample size (n<30). Results are indicative only.

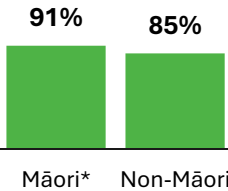
Satisfied (rated 7-10)



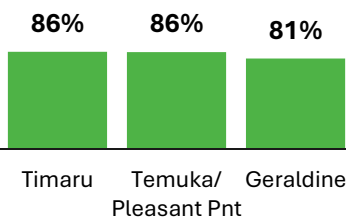
By age

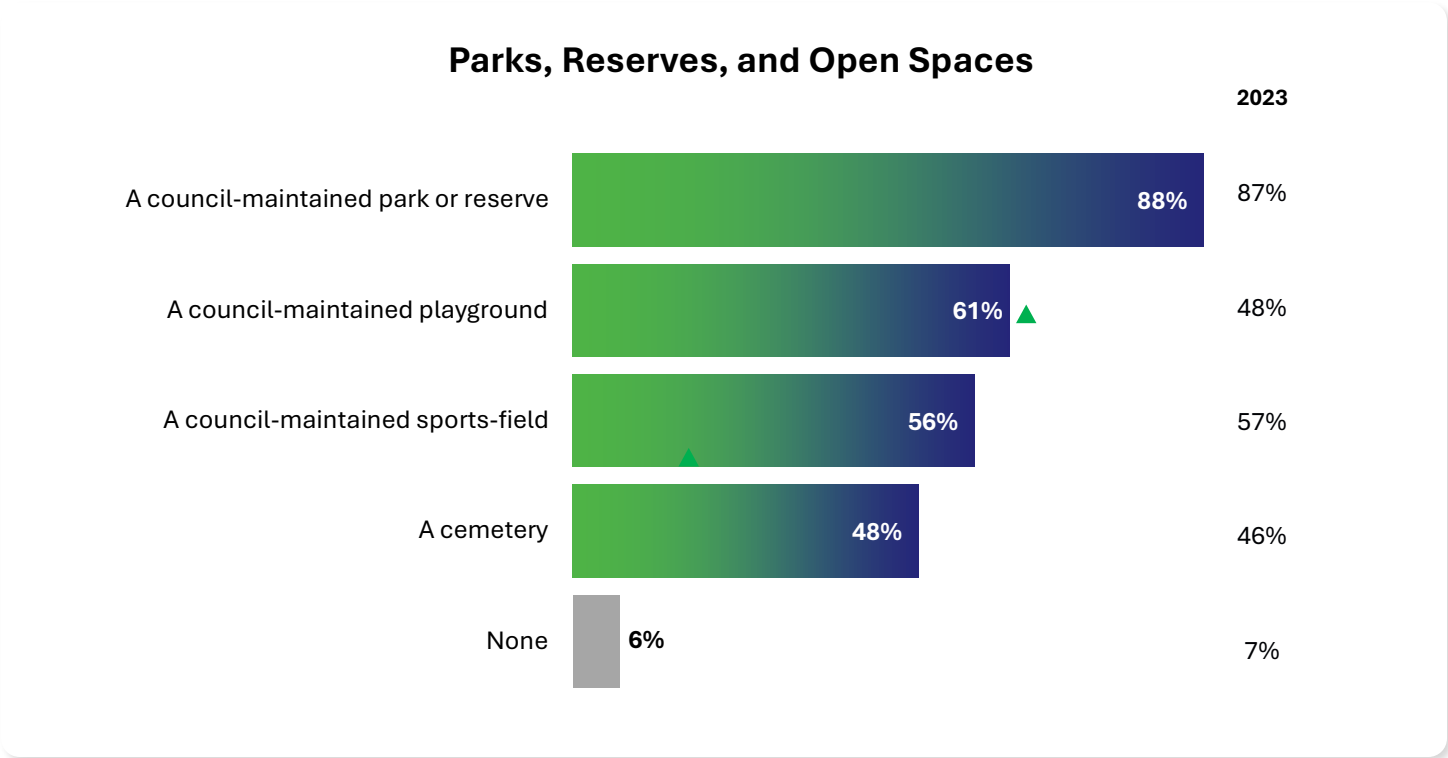


By ethnicity



By location





Year-on-year

▲ Significantly higher
▼ Significantly lower

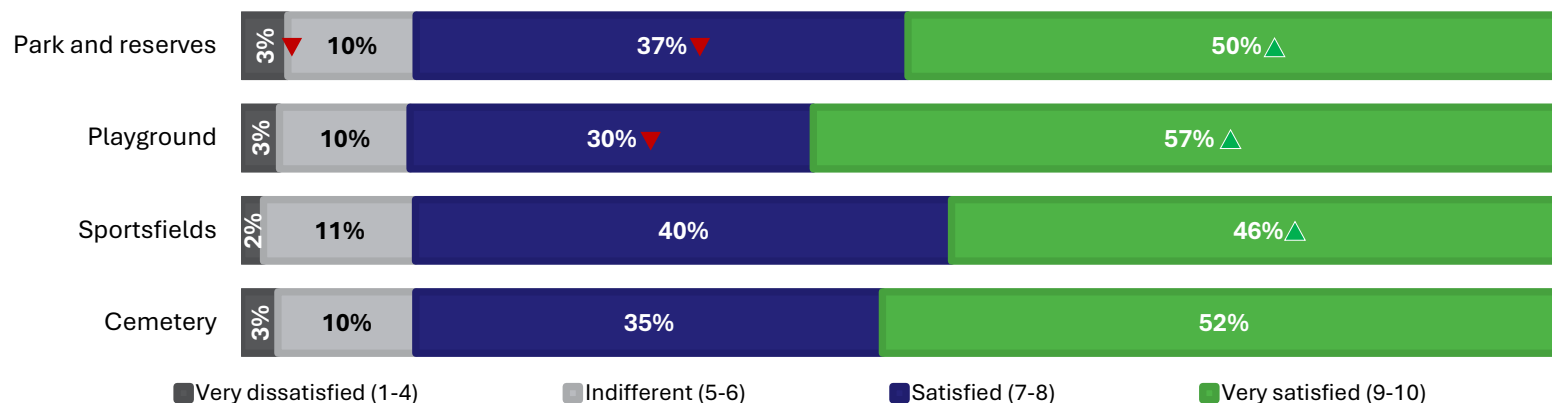
Between subgroups

Significantly higher
Significantly lower

Notes:
1. PR1. In the last year, which of the following have you visited? n=404
2. *Caution: Small sample size (n<30). Results are indicative only.

Parks, Reserves and Open spaces: Satisfaction (Users)

◀◀ TOC



Satisfied Residents (rated 7-10)

Year, Age, Ethnicity, Location	2026	2023	2022	2020	2018	18-49 years	50-64 years	65+ years	Māori*	Non-Māori	Timaru	Temuka/Pleasant Pnt	Geraldine
Park and reserves	87%	88%	92%	97%	92%	85%	87%	90%	90%	87%	87%	89%	83%
Playground	87%	88%	92%	91%	91%	85%	86%	95%	93%	87%	87%	87%	88%*
Sportsfields	87%	86%	92%	94%	85%	85%	87%	91%	90%	86%	85%	87%	97%
Cemetery	87%	89%	93%	94%	91%	86%	85%	90%	100%	85%	89%	79%*	91%

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 satisfaction with the following:
 - Sports-fields n=213
 - Parks and reserves n=350
 - Playgrounds n=230
 - Cemeteries n=203
- *Caution: Small sample size (n<30). Results are indicative only.

Year-on-year

▲ Significantly higher
▼ Significantly lower

Between subgroups

▲ Significantly higher
▼ Significantly lower

Community Facilities

Overall Community Facilities

- Nearly eight in ten residents (78%) are satisfied with *Overall community facilities*, representing a slight increase of 2% points since 2023 (76%).
- Satisfaction is significantly higher among residents aged 65 years or over (89%) than among residents in other age groups.

Visitation

- 74% of residents have used *A public toilet* in the last year.
- Library visitation has remained relatively consistent since 2023, increasing slightly from 58% to 59%.
- In contrast, visitation to a *Swimming pool* (from 41% to 49%) and the *Museum* (from 24% to 31%) has significantly increased since 2023.

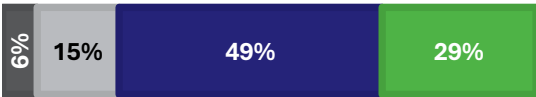
Satisfaction

- *Libraries* continue to receive the highest satisfaction level among community facilities, with 95% of visitors satisfied.
- This is reflected in the significant increase in satisfaction among residents aged 18 to 49 years, from 84% in 2023 to 95% in 2026.
- 90% of visitors are satisfied with *The art gallery*. Similarly, 89% are satisfied with *Aorangi Stadium*.
- While *Public toilets* received the lowest satisfaction rating (67%), satisfaction among residents aged 18 to 49 years has significantly increased since 2023, from 47% to 67%.

Overall Community Facilities

78%

Residents Satisfied
with *Community Facilities*
(rated 7-10)



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

Year-on-year

- Significantly higher
- Significantly lower

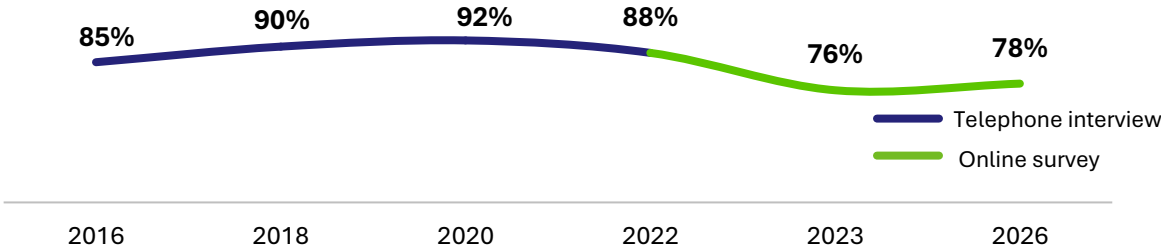
Between subgroups

- Significantly higher
- Significantly lower

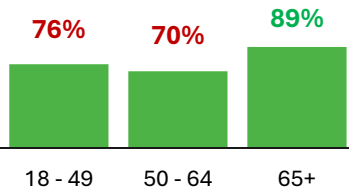
Notes:

- CF3. When you consider all the public facilities that are provided by council including how well they are maintained, the opening hours and where applicable, the cost to use these, using the 1 to 10 scale where 1 means 'very dissatisfied' and 10 means 'very satisfied', how would you rate your overall satisfaction with the public facilities that are provided? n=381
- *Caution: Small sample size (n<30). Results are indicative only.

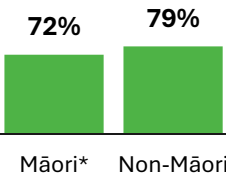
Satisfied (rated 7-10)



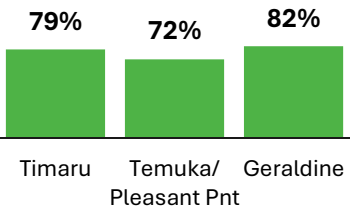
By age

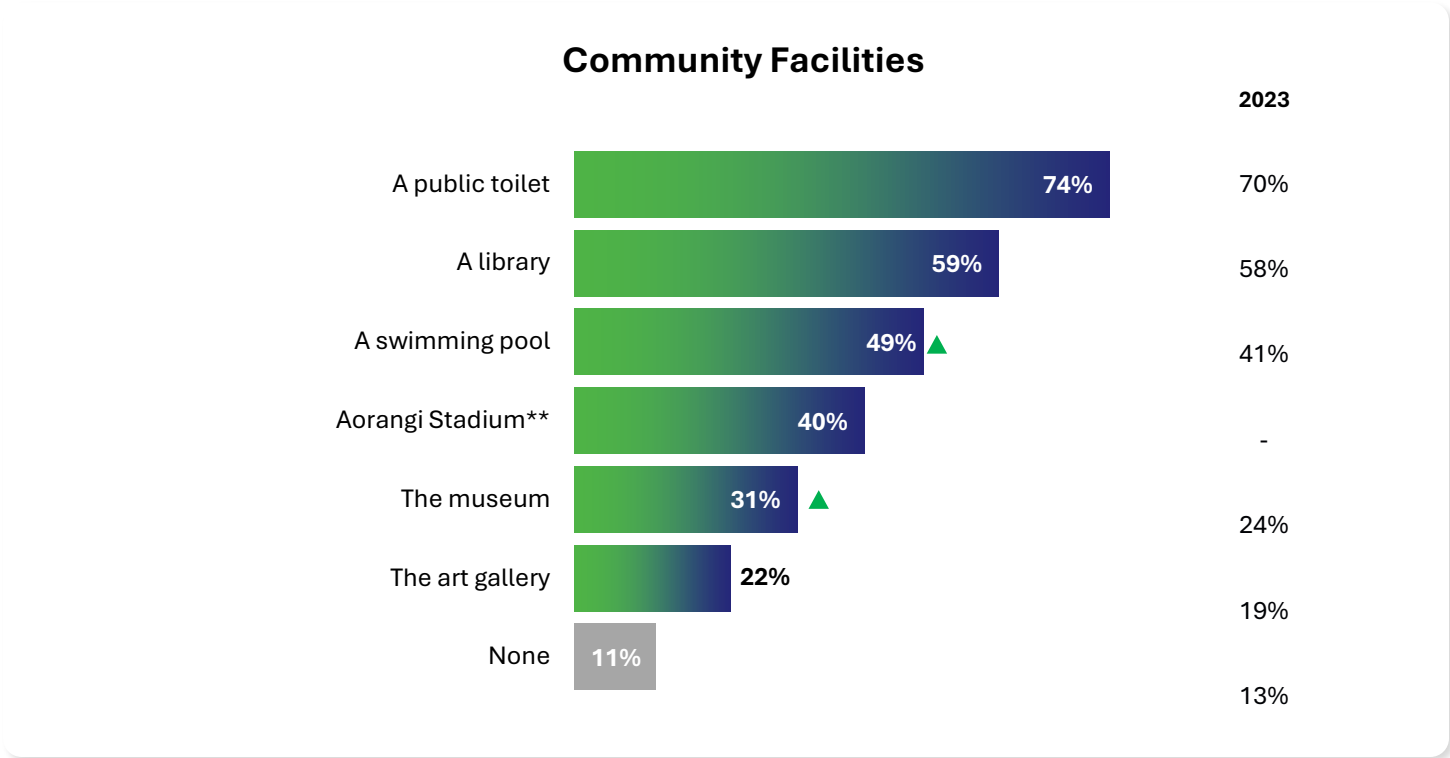


By ethnicity



By location





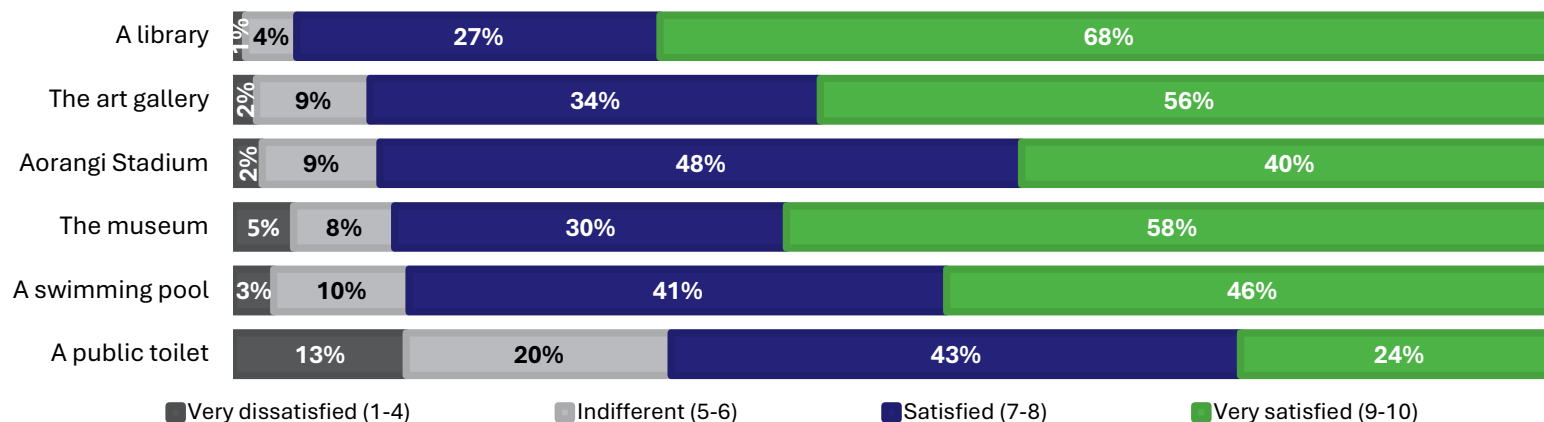
Year-on-year

▲ Significantly higher
▼ Significantly lower

- Notes:
1. CF1. Which of the following facilities have you visited in the last year? n=404
 2. *Caution: Small sample size (n<30). Results are indicative only.
 3. **New facility added to 2025/26 survey. No historical data available.

Community Facilities: Satisfaction (Users)

◀ TOC



Satisfied Residents (rated 7-10)

Year, Age, Ethnicity, Location	2026	2023	2022	2020	2018	18-49 years	50-64 years	65+ years	Māori*	Non-Māori	Timaru	Temuka/Pleasant Pnt	Geraldine
A library	95%	91%	94%	95%	97%	95%▲	92%	98%	91%	96%▲	94%	100%	94%
The art gallery	90%	87%	89%	89%	93%	80%*	97%*	97%	100%	89%	92%	71%*	100%
Aorangi Stadium**	89%	-	-	-	-	91%	85%	88%	100%	88%	88%	92%*	87%*
The museum	88%	88%	91%	92%	97%	86%	84%	93%	86%	88%	85%	96%*	93%*
A swimming pool	87%	82%	92%	90%	91%	82%	88%	97%	81%	87%	87%	87%*	85%
A public toilet	67%	61%	72%	69%	72%	67%▲	57%	76%	71%	67%	70%	59%	67%

Notes:

- CF2. Based on your experience and impressions, 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 facilities?
 - The libraries n=242
 - The swimming pools n=188
 - Public toilets n=294
 - The museum n=125
 - The art gallery n=92
 - Aorangi Stadium n=151
- *Caution: Small sample size (n<30). Results are indicative only.
- **New facility added to 2025/26 survey. No historical data available.

Year-on-year

Between subgroups

▲ Significantly higher
▼ Significantly lower

Significantly higher
Significantly lower

Drivers of Overall Satisfaction



**Timaru
District Council**
Te Kaunihera ā-Rohe
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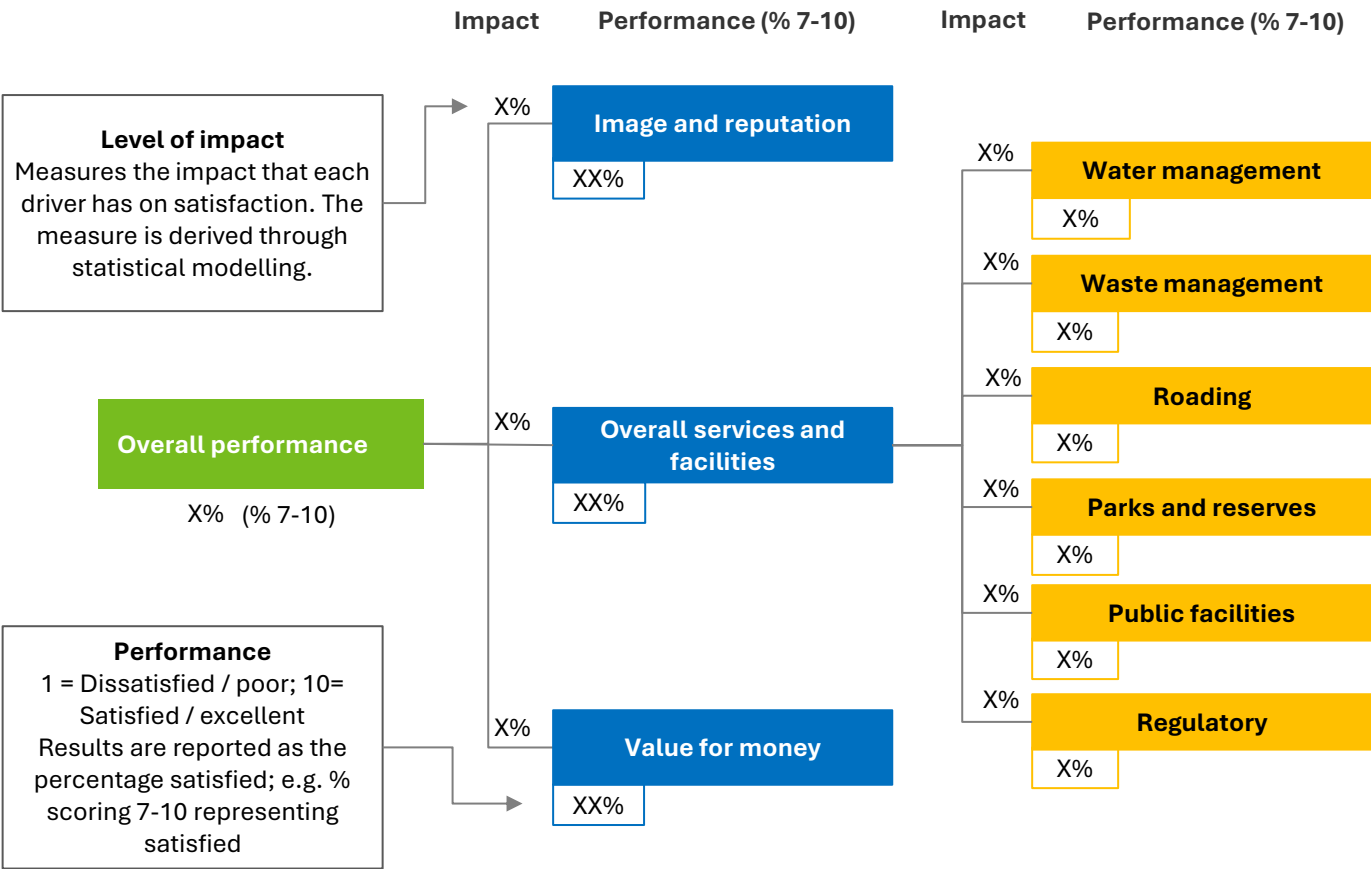
KEYRESEARCH
Unlocking Business Knowledge

Introduction to the Driver Model

The Customer Value Management (CVM) model has been used to understand perceptions of the Council and as a mechanism for prioritising improvement opportunities.

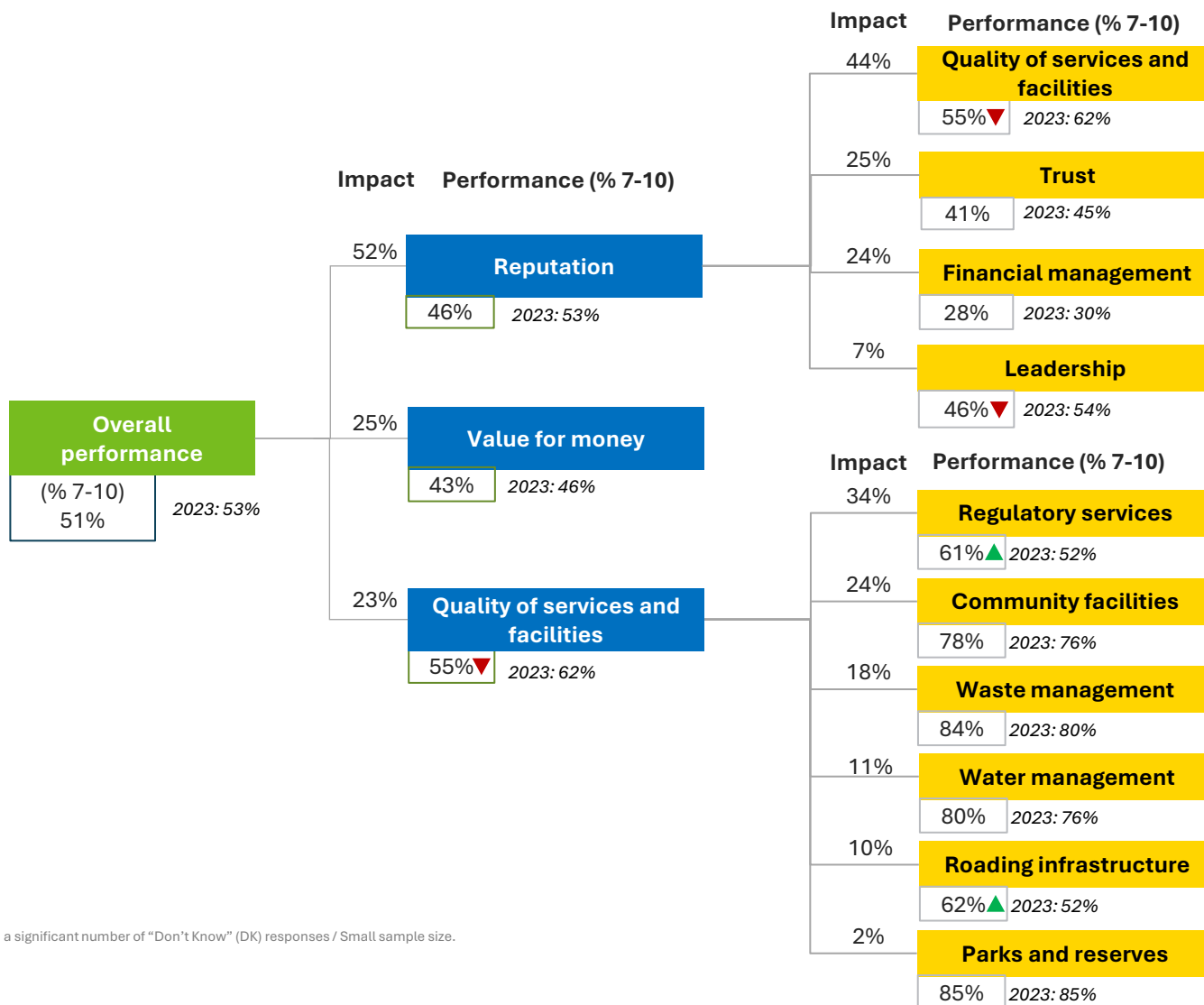
Overview of our driver model

- Residents are asked to rate their perceptions of Council's performance on the various elements that impact overall satisfaction. These processes must align with the customer facing services and processes to ensure they are actionable
- We use multiple regression analysis to identify how much different areas of services provided by Council impact overall perception. Impact scores represent how strong the connection is.
- For example, if the impact score for one of the KPI's is 50%, it means that increasing residents' perception in this area by 4% will increase perception of Overall performance by 2%, given all other factors remain unchanged.



Drivers of Overall Satisfaction

- Council's *Reputation* continues to have the greatest impact on *Overall performance*, with a 52% impact score.
- Satisfaction with this measure has decreased since the previous reporting period, contributing to the slight decline in satisfaction with *Overall performance*.

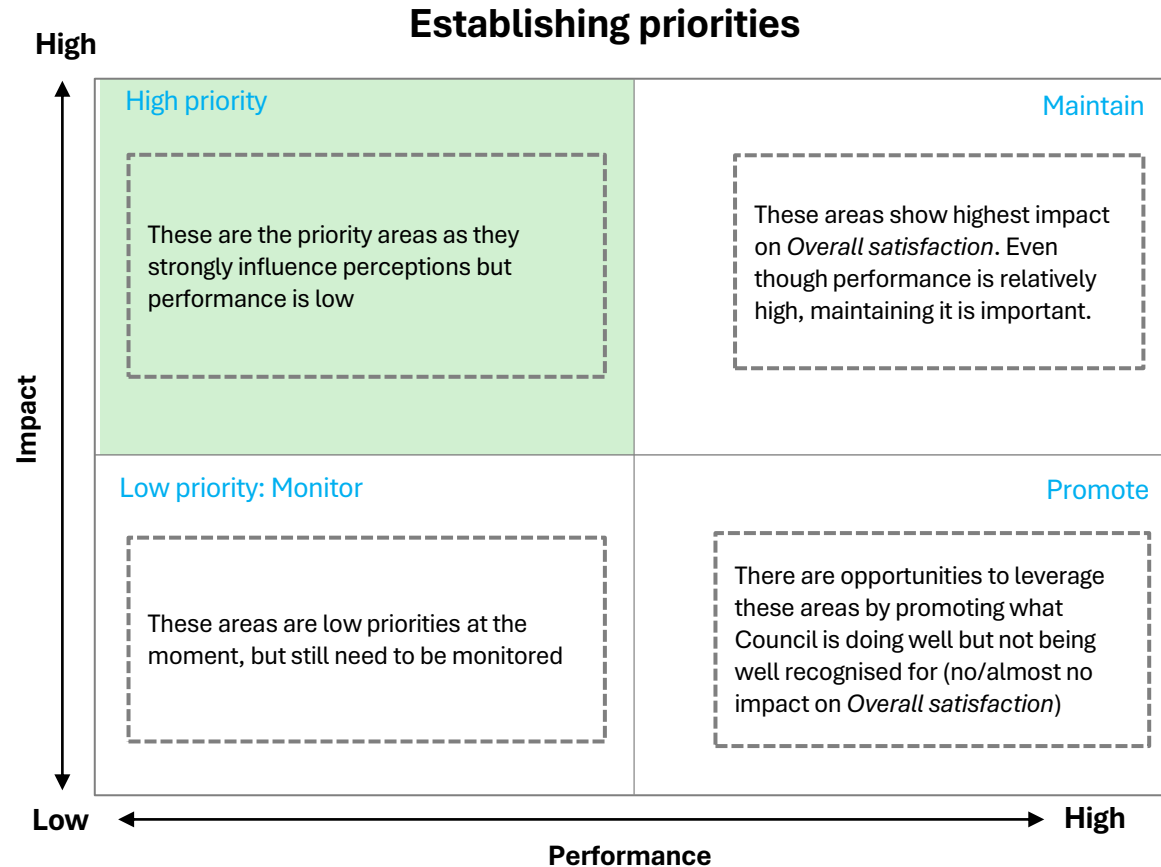


Year-on-year

- ▲ Significantly higher
- ▼ Significantly lower

Notes:

1. Regulatory services were excluded due to a significant number of "Don't Know" (DK) responses / Small sample size.



Opportunities and Priorities: Overall measures

Several key aspects have been identified as improvement priorities for Timaru District Council, particularly in:

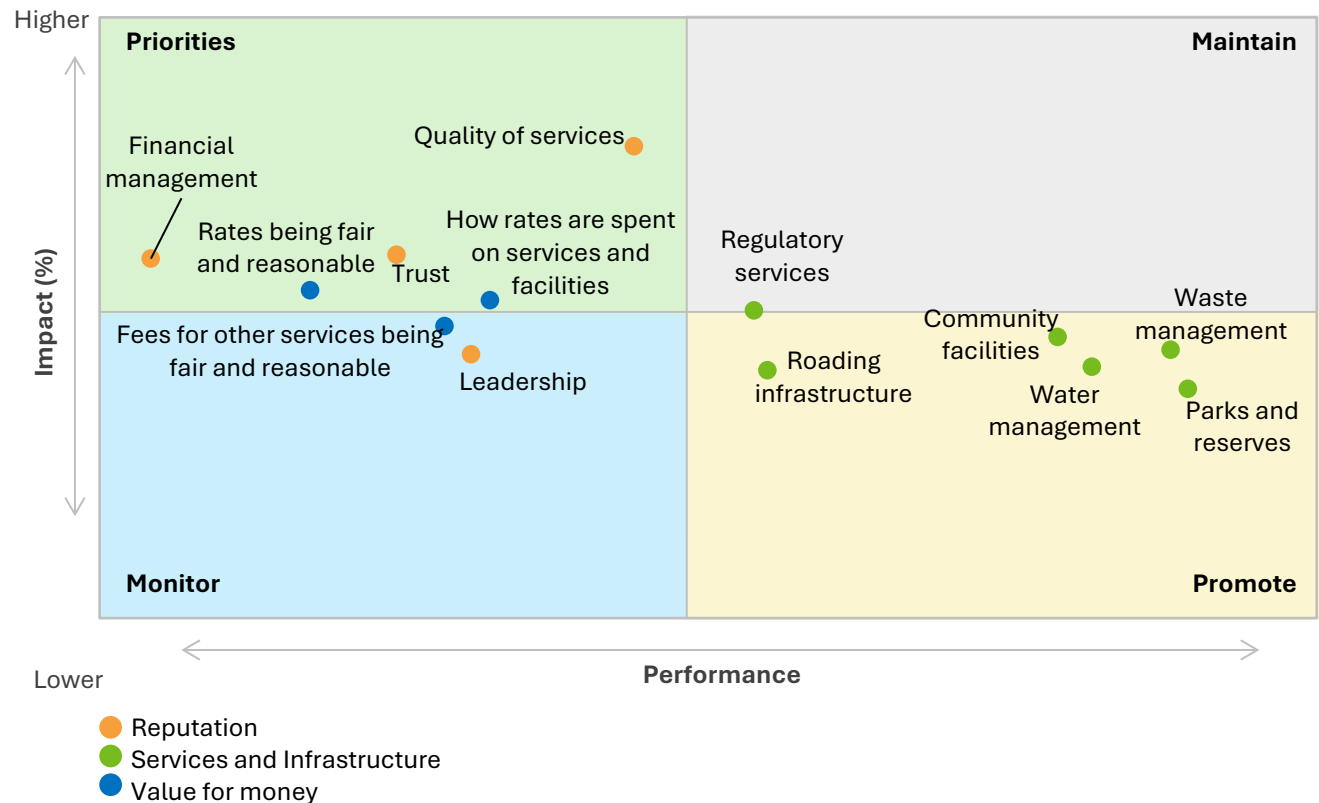
Reputation

- *Financial management*
- *Trust*
- *Quality of services*

Value for money

- *Rates being fair and reasonable*
- *How rates are spent on services and facilities*

These findings suggest a need to strengthen Council's reputation, by improving perceptions of the quality of services provided and financial management and building trust and confidence.



Year-on-year

- ▲ *Significantly higher*
- ▼ *Significantly lower*

Between demographics

- ▲ *Significantly higher*
- ▼ *Significantly lower*

Notes:

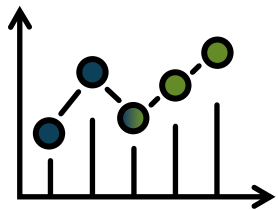
1. Segments have been determined using the results from a set of five overall level questions
2. REP5. So, considering the leadership that the Council provide for the district, the trust that you have in council, their financial management and quality of services they provide. Overall, how would you rate the Timaru District Council for its reputation?

Understanding Reputation

Reputation

Reputation

- A gradual decline in satisfaction with the Council's *Overall reputation* has been reported over the past three years, decreasing from 53% in 2023 to 46% in 2025.
- In keeping with this finding, satisfaction with all related measures has also declined, with significant decreases recorded for the *Quality of services and facilities* (from 62% to 55%) and *Leadership* (from 54% to 46%).



Reputation Benchmark

- The reputation benchmark has declined to +56, which is in the 'poor' range.
- The Council's reputation benchmark score is highest among residents aged 65 or over (+71).
- In contrast, the Council's Reputation benchmark score is lowest amongst residents aged 50 to 64 (+47).



Overall Reputation

46%

Residents Satisfied
with Overall Reputation
(rated 7-10)



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

Year-on-year

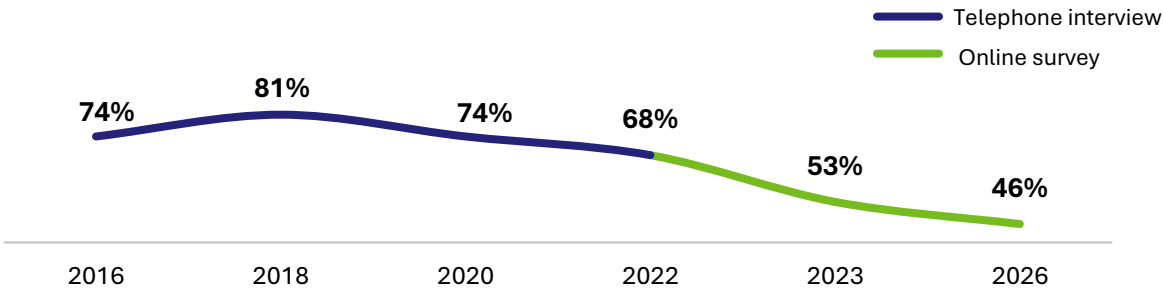
▲ Significantly higher
▼ Significantly lower

Between subgroups

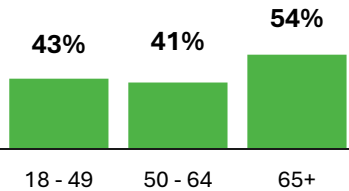
▲ Significantly higher
▼ Significantly lower

- Notes:
- REP5. So, considering the leadership that the Council provide for the district, the trust that you have in council, their financial management and quality of services they provide. Overall, how would you rate the Timaru District Council for its reputation? n=388
 - *Caution: Small sample size (n<30). Results are indicative only.

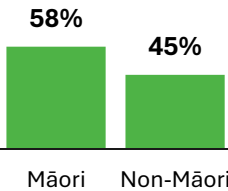
Satisfied (rated 7-10)



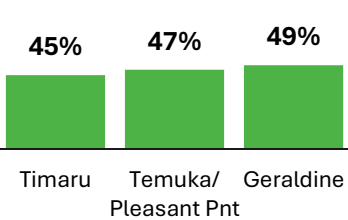
By age



By ethnicity

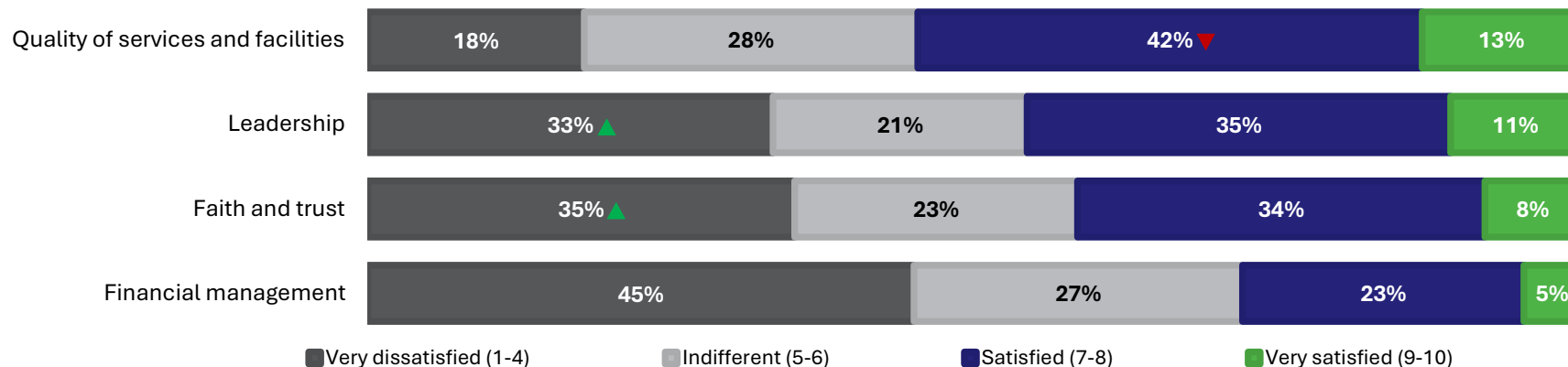


By location



Reputation

◀◀ TOC



Satisfied Residents (rated 7-10)

Year, Age, Ethnicity, Location	2026	2023	2022	2020	2018	18-49 years	50-64 years	65+ years	Māori*	Non-Māori	Timaru	Temuka/ Pleasant Pnt	Geraldine
Quality of services and facilities	55% ▼	62%	76%	80%	83%	54%	50%	59% ▼	67%	54% ▼	54%	58%	52%
Leadership	46% ▼	54%	66%	66%	72%	41%	41% ▼	57%	51%	45% ▼	45%	50%	40%
Faith and trust	41%	45%	60%	60%	70%	35%	39%	53%	54%	40%	39%	50%	43%
Financial management	28%	30%	54%	57%	68%	24%	21%	39%	45%	26%	26%	27%	37%

Notes:

1. REP1. Being committed to creating a great district, how it promotes economic development, being in touch with the community and setting clear direction, overall how would you rate the council for its leadership? n=376
2. REP2. Thinking about how open and transparent council is, how council can be relied on to act honestly and fairly, and their ability to work in the best interests of the district? Overall how would you rate the council in terms of the faith and trust you have in them? n=381
3. REP3. Now thinking about the council's financial management – how appropriately it invests in the district, how wisely it spends and avoids waste, and its transparency around spending. How would you rate the council overall for its financial management? n=352
4. REP4. And when you think about everything that the council does, how would you rate the council for the quality of the services and facilities they provide the district? n=397
5. *Caution: Small sample size (n<30). Results are indicative only.

Year-on-year

▲ Significantly higher
▼ Significantly lower

Between subgroups

Significantly higher
Significantly lower

Reputation Benchmark

Key:

≥80

60-79

<60

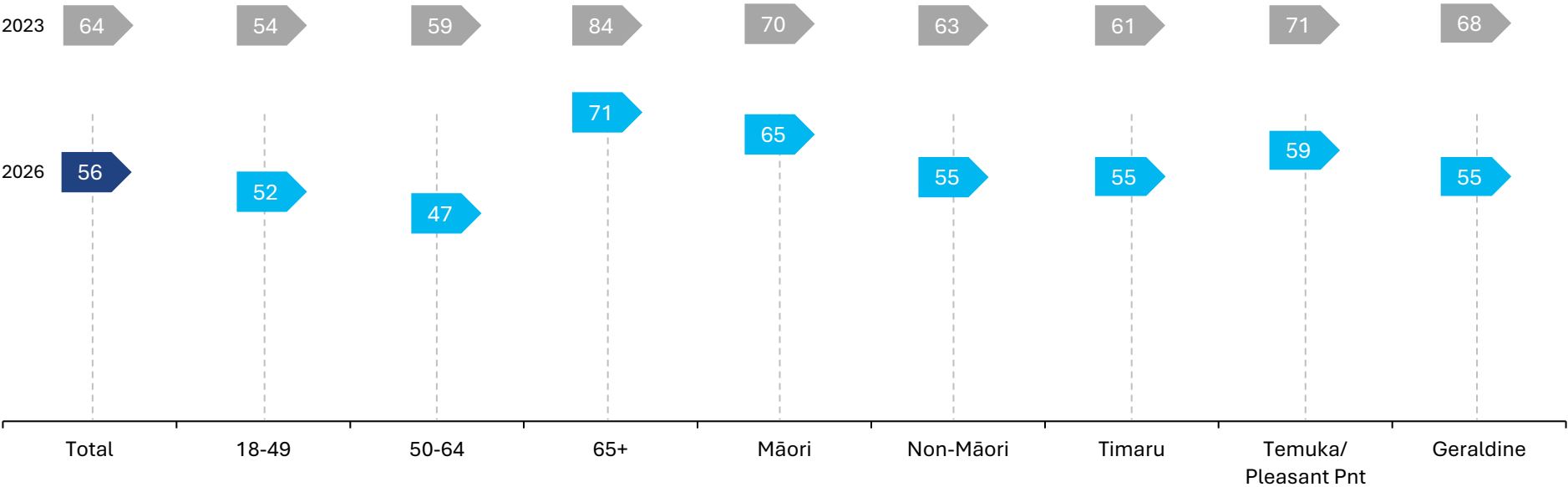
150

Excellent reputation

Acceptable reputation

Poor reputation

Maximum score



Year-on-year

▲ Significantly higher

▼ Significantly lower

Between demographics

Significantly higher

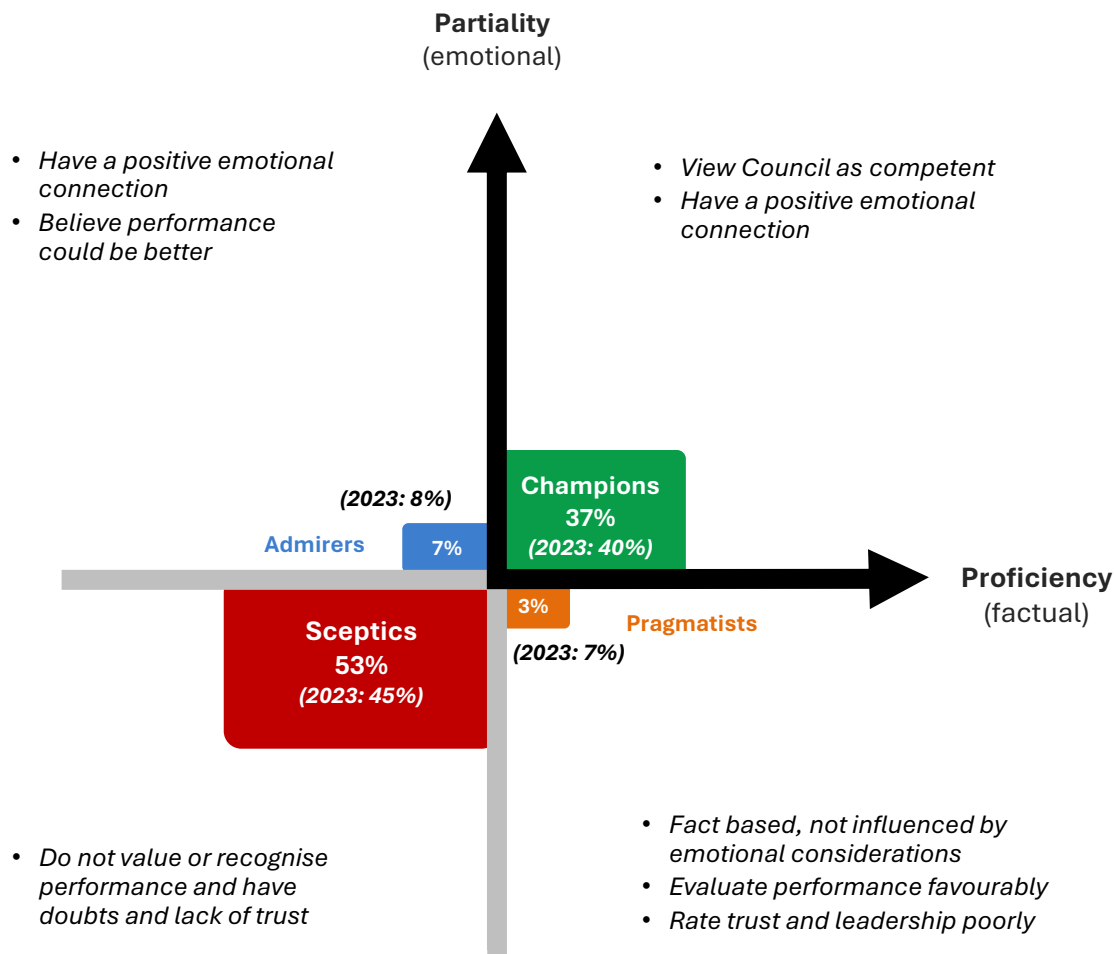
Significantly lower

Notes:

1. REP5. So, considering the leadership that the Council provide for the district, the trust that you have in council, their financial management and quality of services they provide. Overall, how would you rate the Timaru District Council for its reputation? n=388
2. The benchmark is calculated by re-scaling the overall reputation measure to a new scale between -50 and +150 to improve granularity for the purpose of benchmarking

Reputation Profile

- A negative shift in resident sentiment has been reported over the past three years, with the proportion of 'Champions' decreasing slightly by 3% points (from 40% in 2023 to 37% in 2026), while the proportion of 'Sceptics' increased from 45% to 53%.
- 'Pragmatists' (3%) are the group that mostly approves of the Council's decision-making, however, they lack trust and often are not satisfied with leadership performance.
- 7% 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.



Year-on-year

- ▲ Significantly higher
- ▼ Significantly lower

Between demographics

- Significantly higher
- Significantly lower

Notes:

- Segments have been determined using the results from a set of five overall level questions; n=340
- REP1. leadership, REP2. faith trust, REP3. financial management, REP4. quality of services and facilities, REP5. overall reputation

Communication



**Timaru
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Te Kaunihera ā-Rohe
o Te Tihi o Maru



KEYRESEARCH
Unlocking Business Knowledge

Overall Communication

- Over half (54%) of residents are satisfied with the *Quality of information* they receive from Council.
- This perception is significantly higher among residents in the Temuka/Pleasant Point Ward (66%) than residents in other wards.
- A similar proportion of residents (52%) are satisfied with *How Council keeps residents informed about what they are doing*.

Sources of Information

- *Council website* (59%) remains the primary source of information about the Council, followed closely by *Facebook and/or Instagram* (58%).

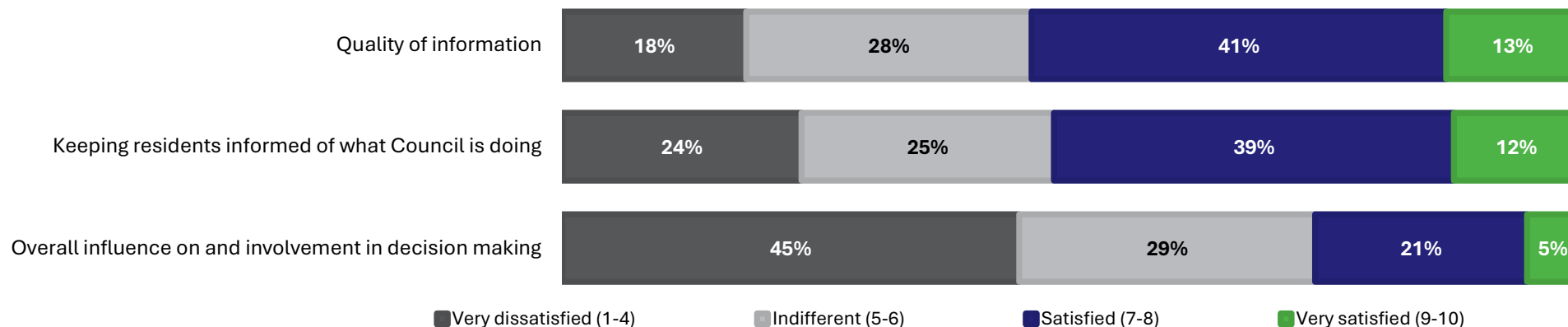
Enquiries, Requests for Services and Complaints

- In keeping with the previous reporting period, nearly three in ten residents (28%) *Made a request for service or complaint* to the Council during the past 12 months.
- Among them, 53% are satisfied with Council's *Overall handling of enquiry*.
- Satisfaction with all related measures has increased since 2023, with the highest satisfaction recorded for *How well they understood the issue or enquiry* (68%).



Overall Communication

◀◀ TOC



Satisfied Residents (rated 7-10)

Year, Age, Ethnicity, Location	2026	2023	2022	2020	2018	18-49 years	50-64 years	65+ years	Māori*	Non-Māori	Timaru	Temuka/ Pleasant Pnt	Geraldine
Quality of information**	54%	-	-	-	-	49%	55%	60%	61%	53%	51%	66%	47%
Keeping residents informed of what Council is doing	52%	56%	66%	60%	69%	49%	49%	58%	58%	51%	51%	60%	40%
Overall influence on and involvement in decision making	26%	30%	47%	47%	53%	28%	18%	30%	32%	25%	26%	26%	24%

Year-on-year

▲ Significantly higher
▼ Significantly lower

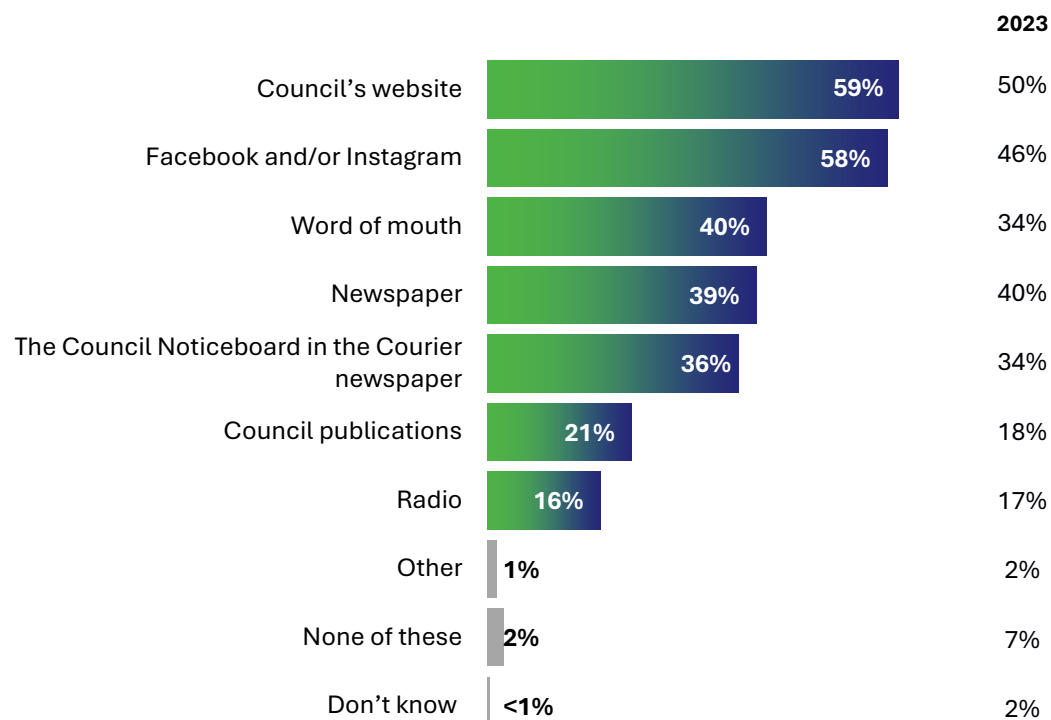
Between subgroups

Significantly higher
Significantly lower

Notes:

1. CM2. Using the 1 to 10 scale where 1 means 'very dissatisfied' and 10 means 'very satisfied', how would you rate the Council organisation for keeping you informed of what it is doing? n=388
2. CM3. Using the 1 to 10 scale, where 1 means 'Poor' and 10 means 'Excellent', how would you rate the quality of information provided by the Council? n=387
3. CM4. And how satisfied are you with the level of influence and involvement that you have on council's decision making? n=345
4. *Caution: Small sample size (n<30). Results are indicative only.
5. ** New question added to 2025/26 survey. No historical data available.

Sources of Information



Year-on-year

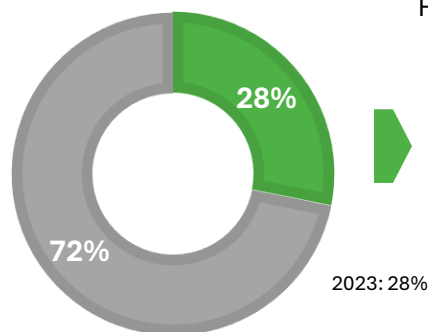
▲ Significantly higher
▼ Significantly lower

Notes:

1. CM1. Which of the following sources do you use for information about the council? n=404
2. *Caution: Small sample size (n<30). Results are indicative only.

Enquiries, Requests for Services and Complaints

Made a request for service or complaint



Overall handling of enquiry

n=123



How well they understood the issue or enquiry

n=122



Helpfulness of the Council staff

n=122



Easy to get hold of someone who could help

n=125



How well they communicated

n=127



The outcome achieved

n=121



How well they followed through

n=121



How long it took to resolve the matter

n=119



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

Satisfied Residents (rated 7-10)

Year	2026	2023	2022	2020	2018	Year	2026	2023	2022	2020	2018
Overall handling of enquiry	53%	45%	50%	51%	50%	How well they communicated	62%	54%	67%	59%	60%
How well they understood the issue or enquiry	68%	62%	71%	65%	76%	The outcome achieved	56%	45%	48%	47%	50%
Helpfulness of the Council staff	64%	56%	61%	60%	59%	How well they followed through	55%	51%	54%	46%	51%
Easy to get hold of someone who could help	62%	57%	64%	63%	68%	How long it took to resolve the matter	52%	39%	43%	43%	47%

Year-on-year

▲ Significantly higher
▼ Significantly lower

Between subgroups

Significantly higher
Significantly lower

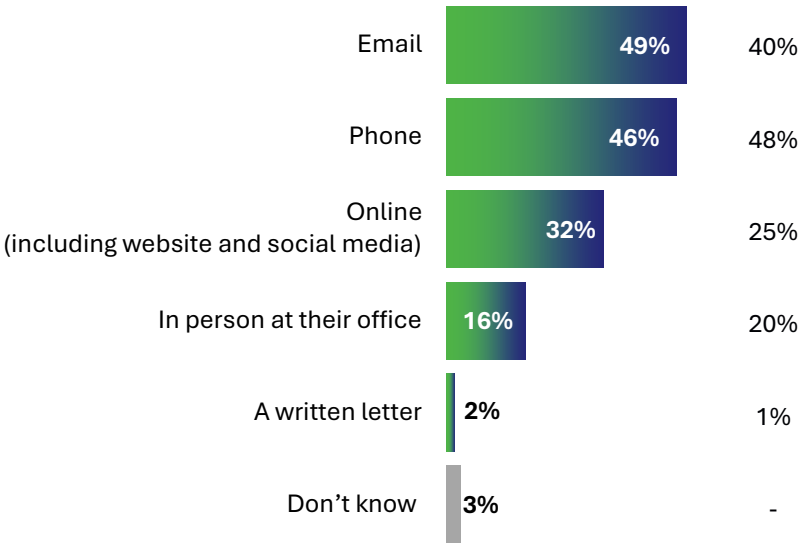
Notes:

- RS1. Have you made a request for service or complaint about a council service during the past 12 months? n=404; Yes n=128
- RS5. Still thinking back to your most recent contact or request, using the 1 to 10 scale where 1 means 'very dissatisfied' and 10 means 'very satisfied', how would you rate your satisfaction with each of the following?
- *Caution: Small sample size (n<30). Results are indicative only.

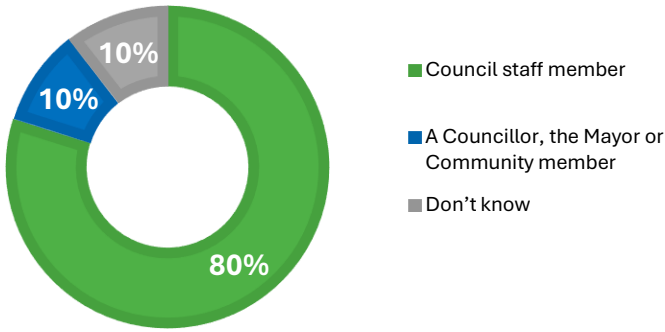
Method of Interaction with Council

Method of Contact

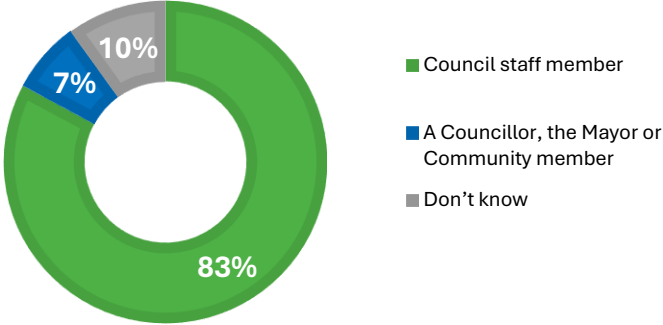
2023



Initial Point of Contact



Primary Contact



Year-on-year

▲ Significantly higher
▼ Significantly lower

- Notes:
1. RS2. In relation to your most recent contact with the council, what best describes how you contacted them? n=128
 2. RS3. Who did you initially make contact with? n=128
 3. RS4. And who did you primarily deal with on this matter? n=128
 4. *Caution: Small sample size (n<30). Results are indicative only.

Civil Defence



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o Te Tihi o Maru



KEYRESEARCH
Unlocking Business Knowledge

Awareness of Council's Emergency Preparedness Messages

- Nearly six in ten residents (58%) report seeing or hearing *Emergency preparedness messages from the Council* in the past 12 months.
- Awareness is highest among residents in the Timaru Ward (62%), while only 47% in the Geraldine Ward reported seeing or hearing *Emergency preparedness messages from the Council*.

Civil Defence Promotion

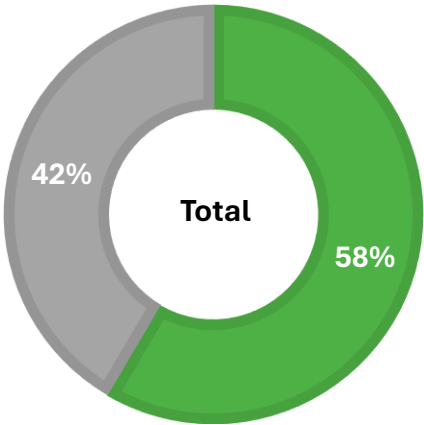
- 59% of residents are satisfied with how the *Council promotes being prepared in the event of an emergency*.
- This perception is relatively consistent across all subgroups.

Preparedness on Natural Disaster or Emergency

- Over half (51%) of residents feel well *Prepared for a natural disaster or emergency situation*.

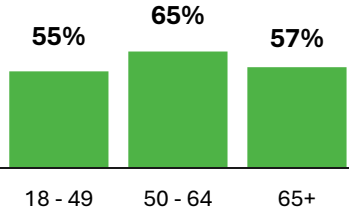


Awareness of Council’s Emergency Preparedness Messages**

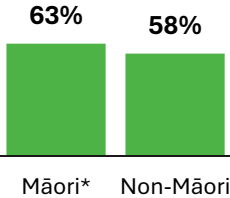


Residents who are aware

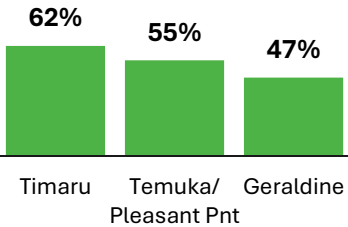
By age



By ethnicity



By location



Year-on-year

▲ Significantly higher
▼ Significantly lower

Between subgroups

Significantly higher
Significantly lower

Notes:

1. CD1. Have you seen or heard any emergency preparedness messages from the Council in the past 12 months? n=351
2. *Caution: Small sample size (n<30). Results are indicative only.
3. *New question added to 2025/26 survey. No historical data available.

59%

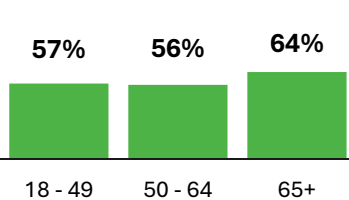
Residents Satisfied
with Council's promotion of Being
Prepared in the Event of an Emergency
(rated 7-10)



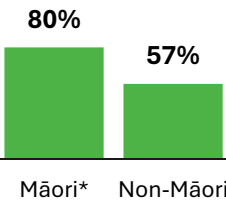
- Very dissatisfied (1-4)
- Indifferent (5-6)
- Satisfied (7-8)
- Very satisfied (9-10)

Satisfied (rated 7-10)

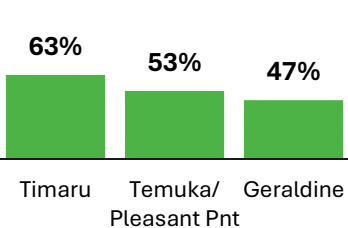
By age



By ethnicity



By location



Year-on-year

- Significantly higher
- Significantly lower

Between subgroups

- Significantly higher
- Significantly lower

Notes:

- CD2. How would you rate your satisfaction with the Council promoting being prepared in the event of an emergency? n=314
- *Caution: Small sample size (n<30). Results are indicative only.
- *New question added to 2025/26 survey. No historical data available.

Preparedness on Natural Disaster or Emergency

51%

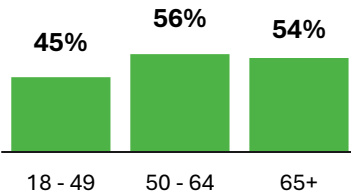
Residents *Prepared for a Natural Disaster or Emergency Situation* (rated 7-10)



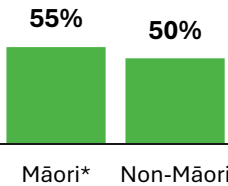
- Very dissatisfied (1-4)
- Indifferent (5-6)
- Satisfied (7-8)
- Very satisfied (9-10)

Prepared (rated 7-10)

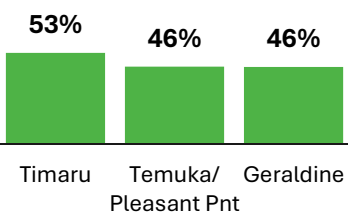
By age



By ethnicity



By location



Year-on-year

- Significantly higher
- Significantly lower

Between subgroups

- Significantly higher
- Significantly lower

- Notes:
- CD3. How well prepared do you feel for a natural disaster or emergency situation? n=364
 - *Caution: Small sample size (n<30). Results are indicative only.

Perceptions of the District

Perceptions of the District

Going in the Right Direction

- 44% of residents are confident that the *District is going in the right direction*, a decline from 51% in 2023.
- This perception has significantly declined among residents aged 65 years or over, from 69% in 2023 to 55% in 2026.

District as a Place to Live

- The perception that the *District is a better place to live than three years ago* has declined significantly since the previous reporting period, from 21% to 15%.
- Residents in the Geraldine Ward (69%) are more likely than those in the Timaru Ward (49%) to perceive the district as being *About the same as three years ago*.

District as a Place to do Business

- The proportion of residents who believe Timaru District is *About the same* as a place to do business as it was three years ago has declined from 39% to 32% since 2023
- While the proportion who believe it is *A worse place to do business* has increased significantly from 24% to 40%.

Quality of Life

- Residents' perceptions of their *Quality of life* have remained consistent since 2023, with 15% believing it is *Better than three years ago* and 66% saying it is *About the same*.

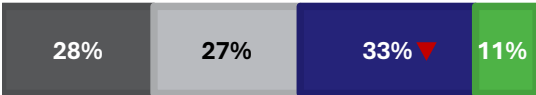
Perceived Level of Safety in the District

- When describing their *Perception of safety* in the district, most residents describe the Timaru District as 'Very safe' or 'Safe' (84%).
- This perception is consistent across all wards.

District Going in the Right Direction

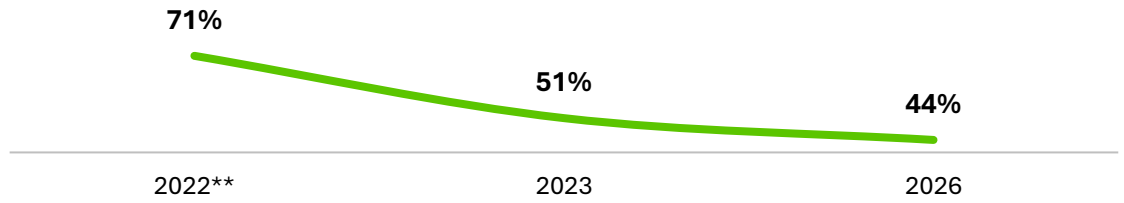
44%

Residents Agreed with *District Going in the Right Direction* (rated 7-10)

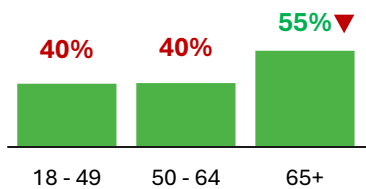


- Very dissatisfied (1-4)
- Indifferent (5-6)
- Satisfied (7-8)
- Very satisfied (9-10)

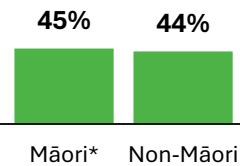
Satisfied (rated 7-10)



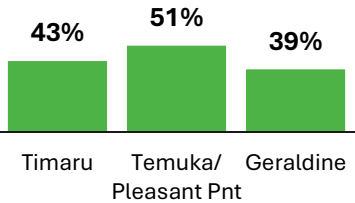
By age



By ethnicity



By location



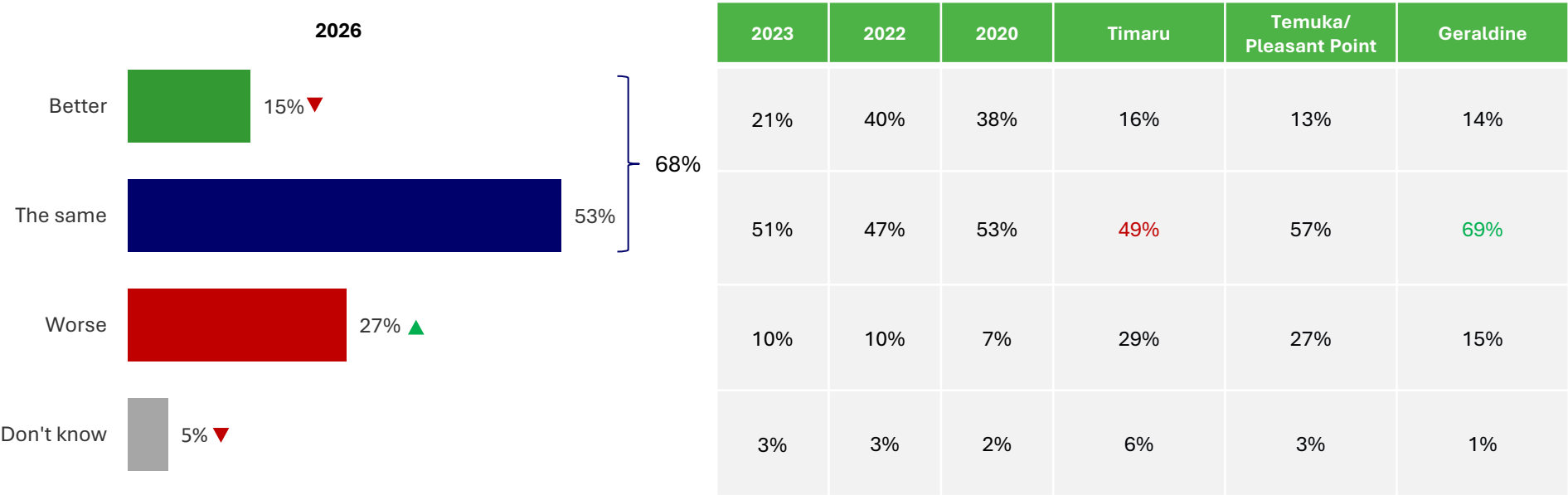
Year-on-year
Significantly higher
Significantly lower

Between subgroups
Significantly higher
Significantly lower

Notes:
1. SEN2. 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=385
2. *Caution: Small sample size (n<30). Results are indicative only.
3. **Telephone interview.

Perception of Timaru as a Place to Live

(compared with 3 years ago)



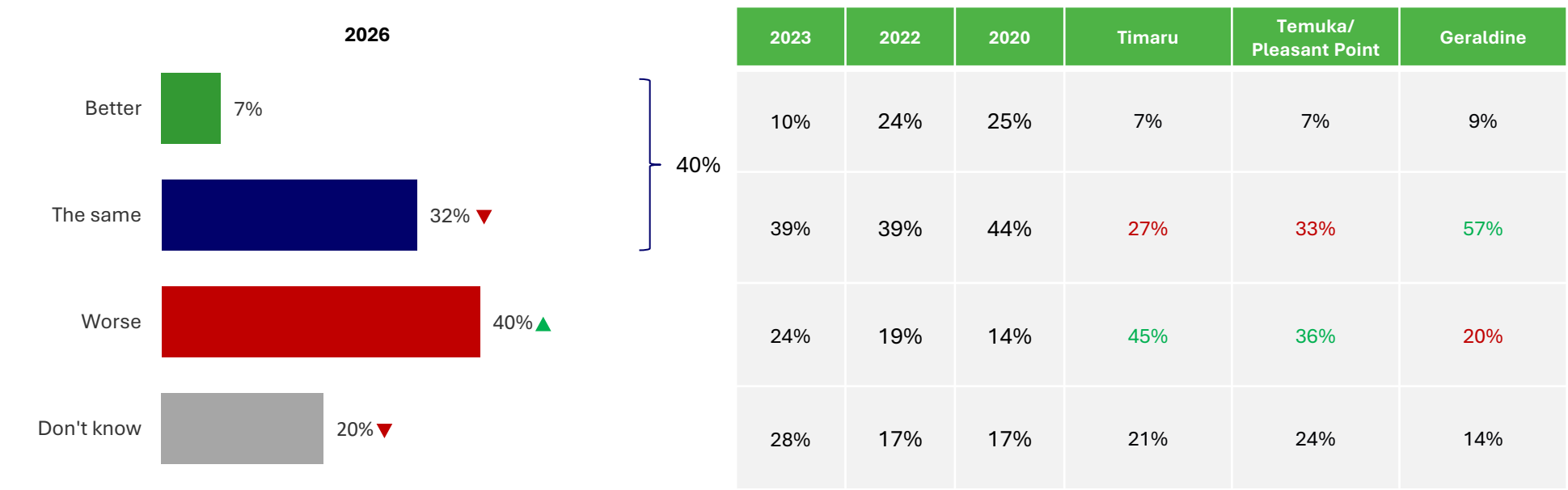
Year-on-year
▲ Significantly higher
▼ Significantly lower

Between subgroups
Significantly higher
Significantly lower

Notes:
1. SD1. Would you say the district is better, about the same or worse as a place to live compared with three years ago? n=404
2. *Caution: Small sample size (n<30). Results are indicative only.

Perception of Timaru as a Place to Do Business

(compared with 3 years ago)

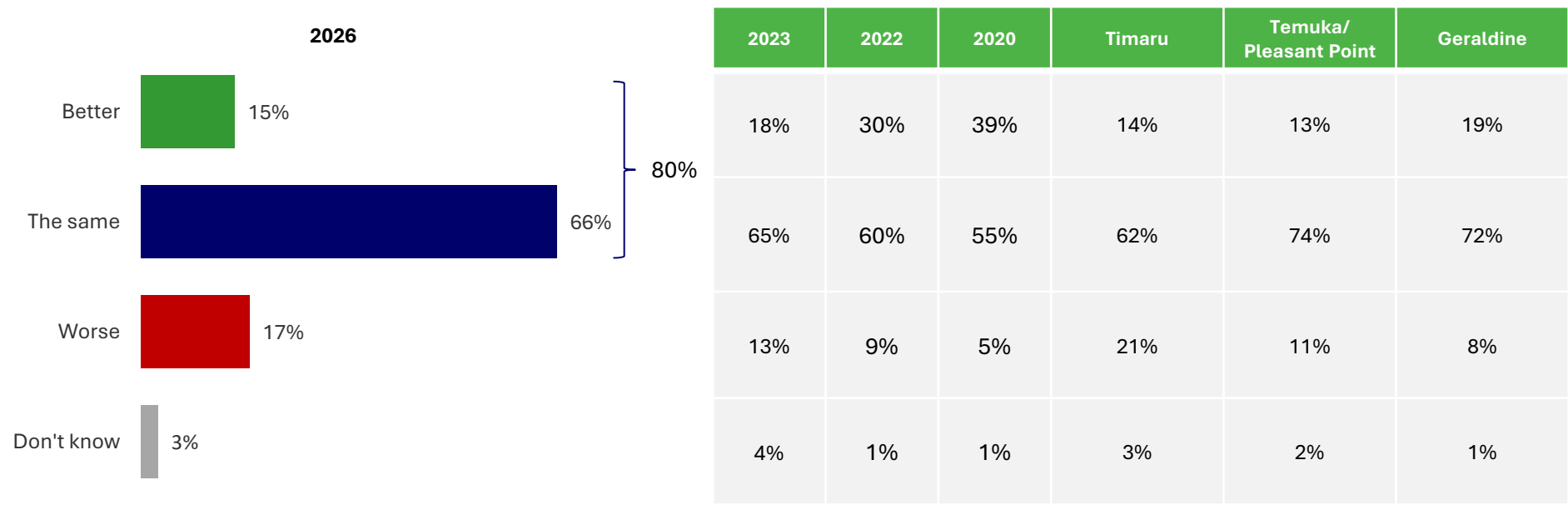


Year-on-year
▲ Significantly higher
▼ Significantly lower

Between subgroups
Significantly higher
Significantly lower

Notes:
1. SD2. Would you say the district is better, about the same or worse as a place to do business compared with three years ago? n=404
2. *Caution: Small sample size (n<30). Results are indicative only.

Perception of Overall Quality of Life



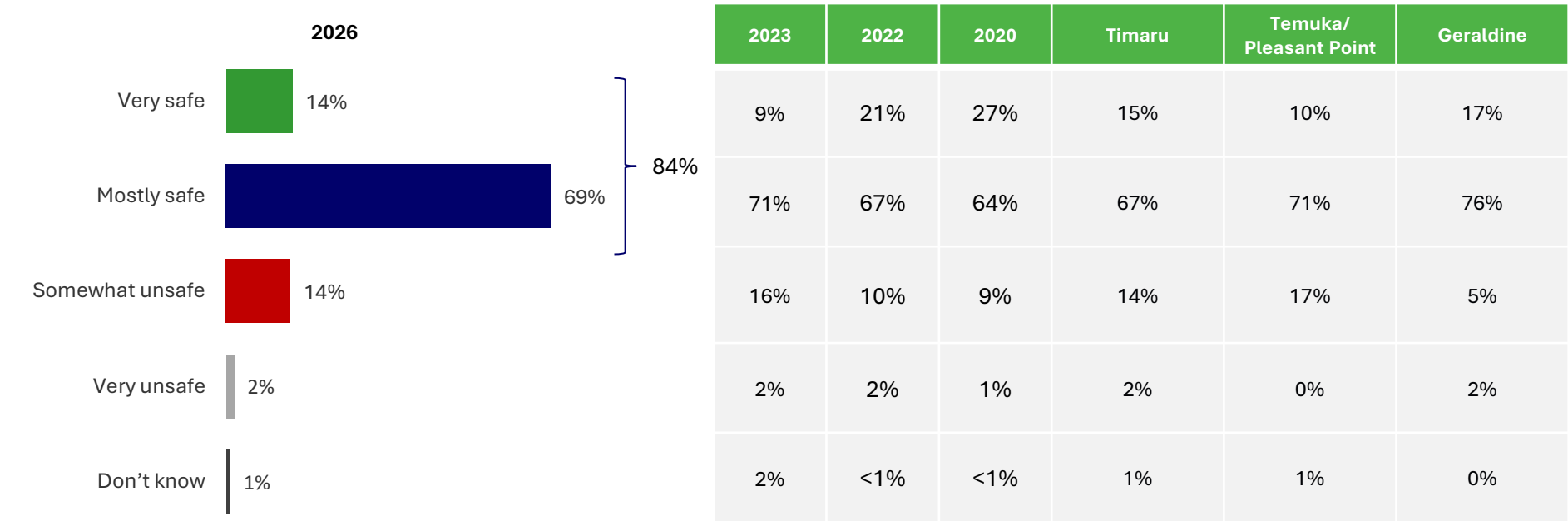
Year-on-year
▲ Significantly higher
▼ Significantly lower

Between subgroups
▲ Significantly higher
▼ Significantly lower

Notes:
1. SD3. And how would you rate the overall quality of life in the district. Would you say it is... n=404
2. *Caution: Small sample size (n<30). Results are indicative only.

Perceived Level of Safety in the District

Level of Safety



Year-on-year
▲ Significantly higher
▼ Significantly lower

Between subgroups
Significantly higher
Significantly lower

Notes:
1. SD4. And how would you describe your perception of safety in the district. Would you say that the district is...? n=404
2. *Caution: Small sample size (n<30). Results are indicative only.

Sample Profile



**Timaru
District Council**
Te Kaunihera ā-Rohe
o Te Tihi o Maru



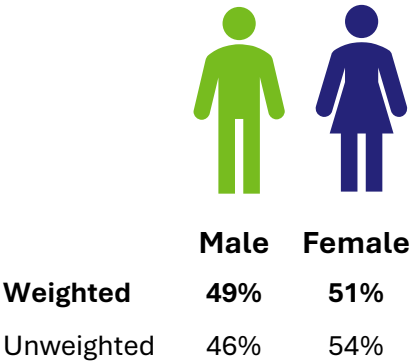
KEYRESEARCH
Unlocking Business Knowledge

Sample Profile (Weighted vs. Unweighted)

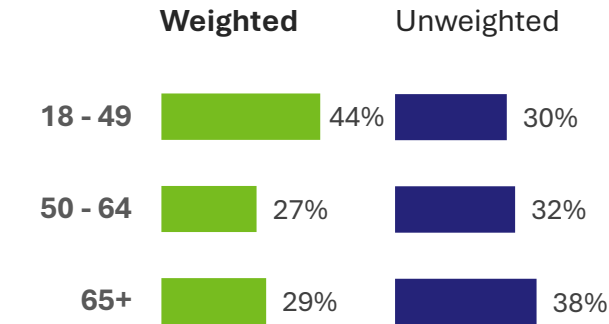
(n=404)

TOC

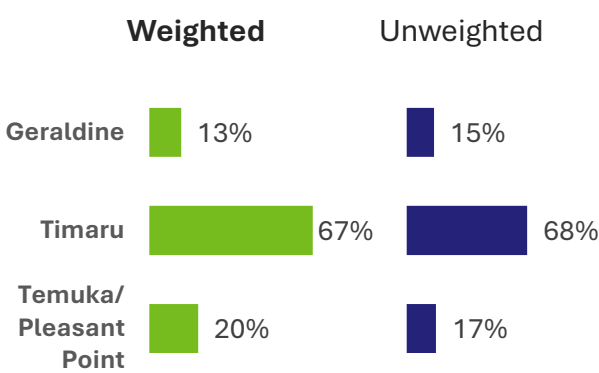
Gender



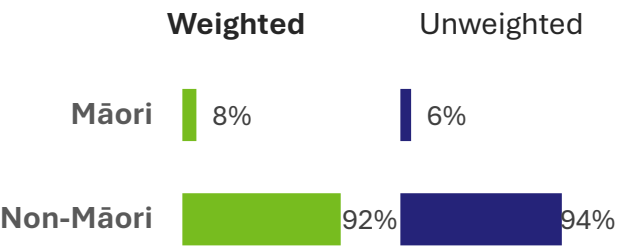
Age



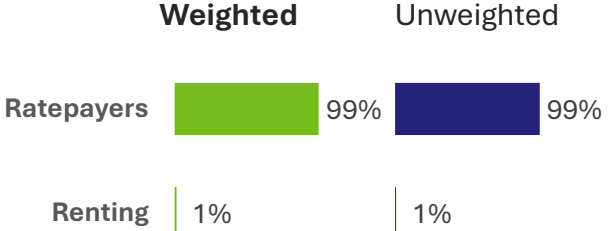
Location



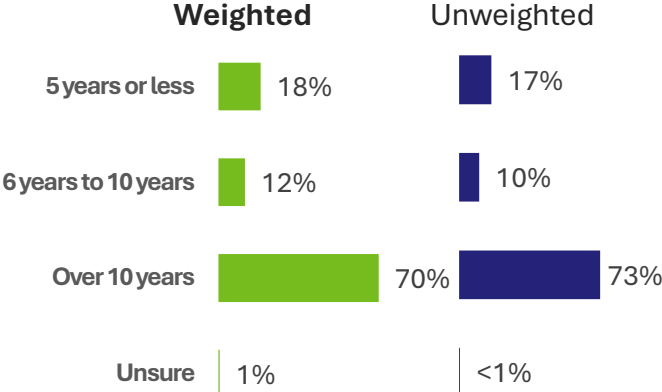
Ethnicity*



Ratepayers



Length of Stay



Notes:
1. *Multiple response
2. The weights stated for ratepayer status, and length of stay in Timaru District show the weighted profile of respondents after applying the four demographic weighting (gender, age, ethnicity, and location).



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