

Waikato District Council – Community Voice Panel

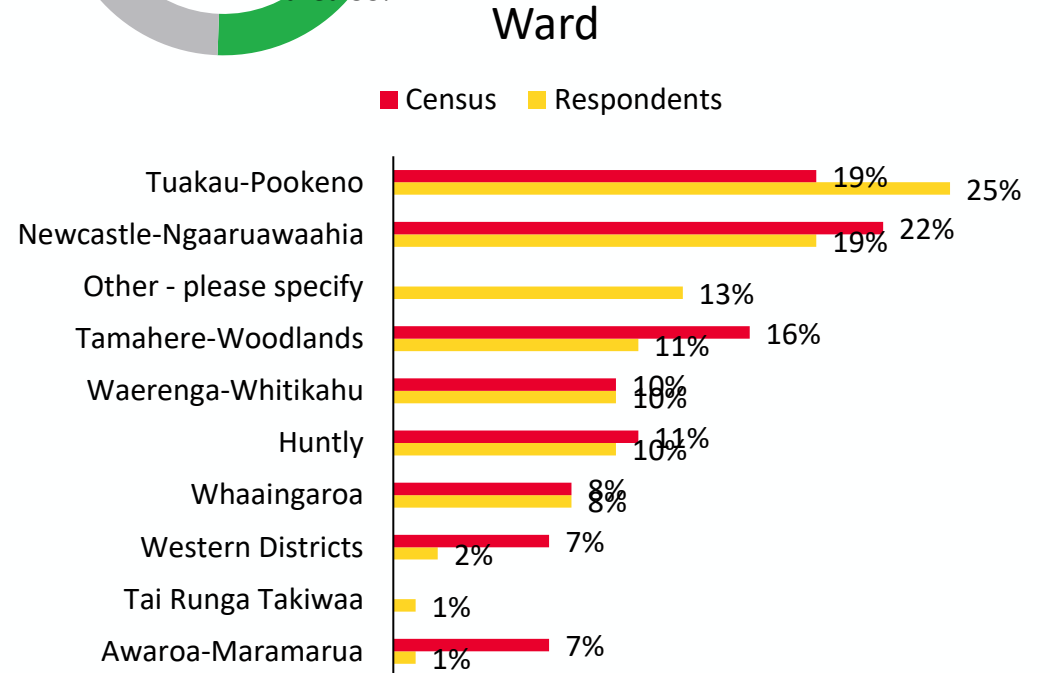
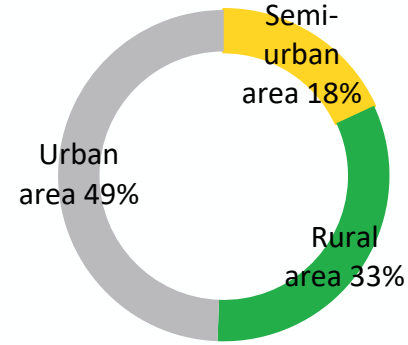
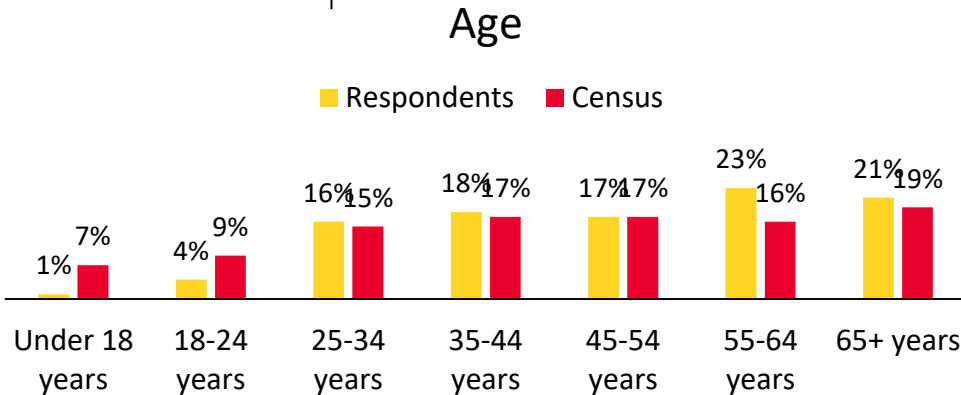
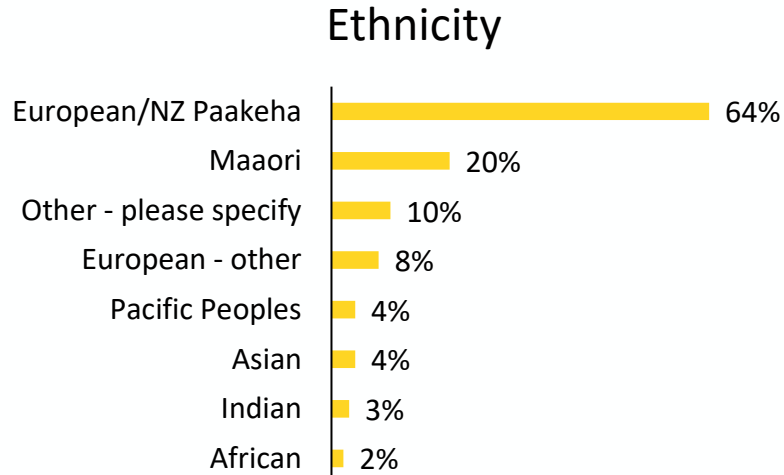
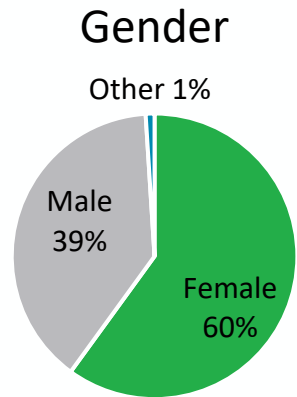
# Website user experience survey - Benchmark

March 2026



# Achieved sample

166  
respondents

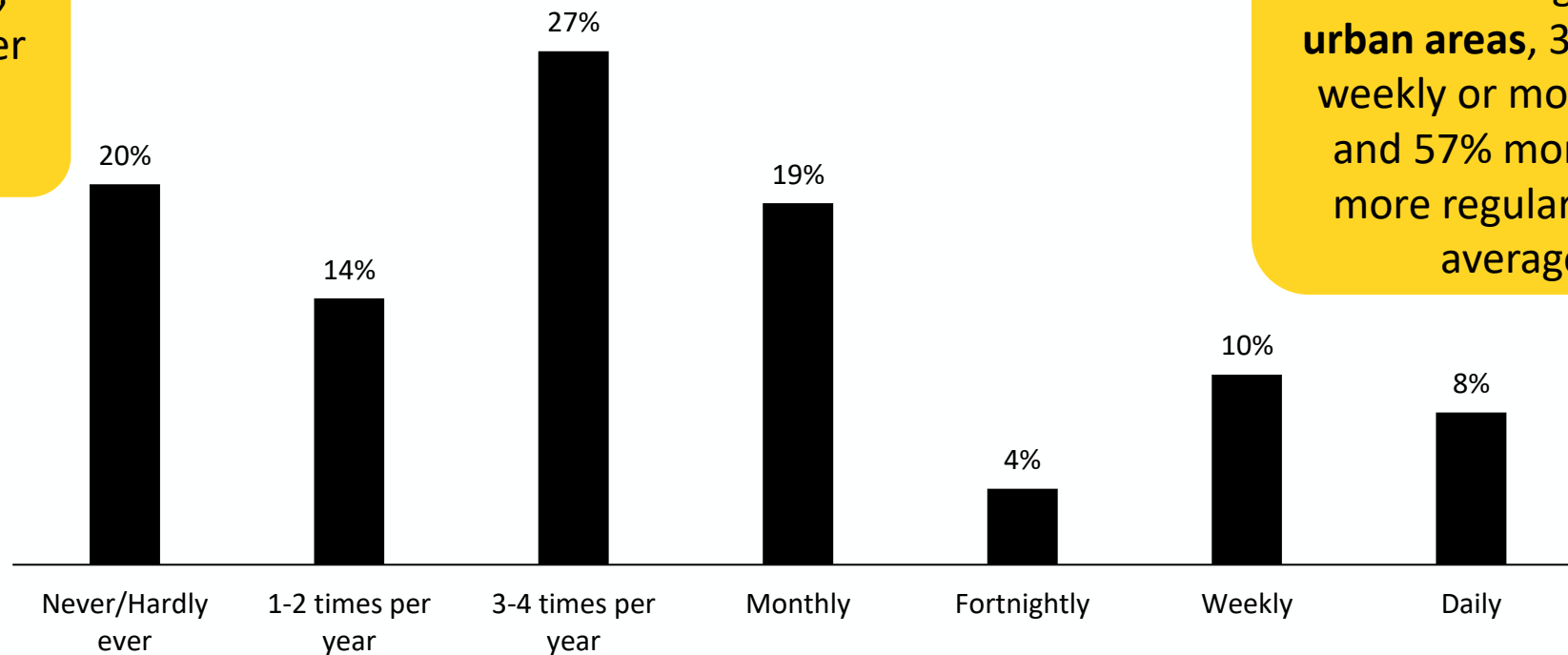


# Current website usage is highest for those in semi-urban areas and lowest for those living rurally

Of those living **rurally**, 72% use it 3-4 times per year or less (average 60%)

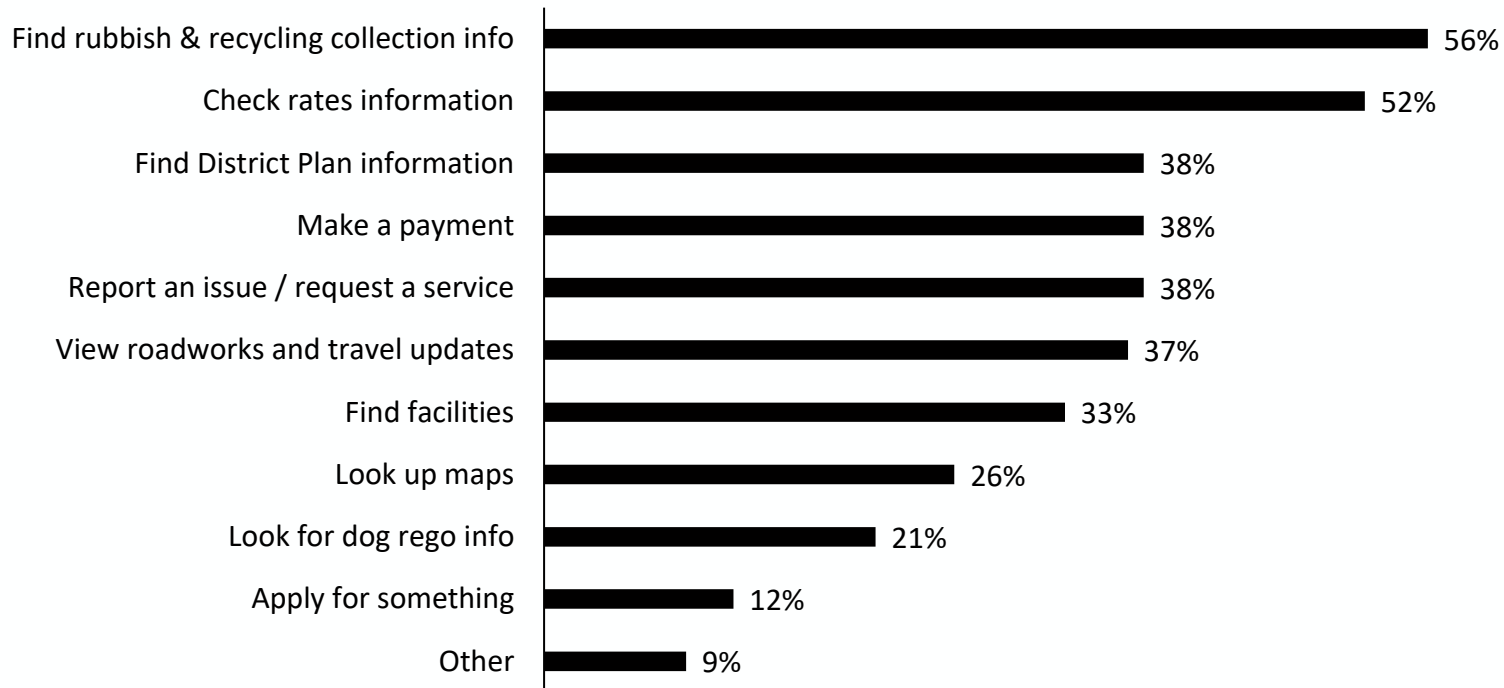
Of those living in **semi-urban areas**, 30% use it weekly or more (18%) and 57% monthly or more regularly (40% average)

Frequency of website usage



# Generally, key reasons for website use include finding information on rubbish and recycling, rates and district plan, followed by making payments and reporting issues and viewing roadworks/travel updates

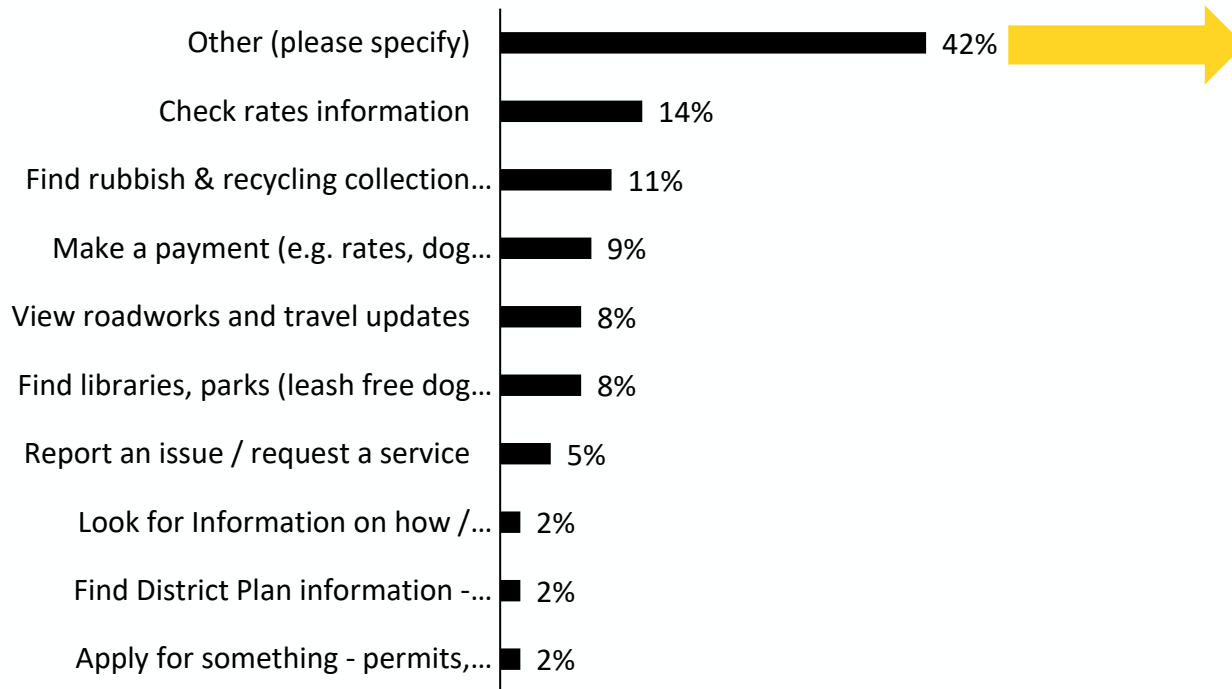
Reasons for website use - public



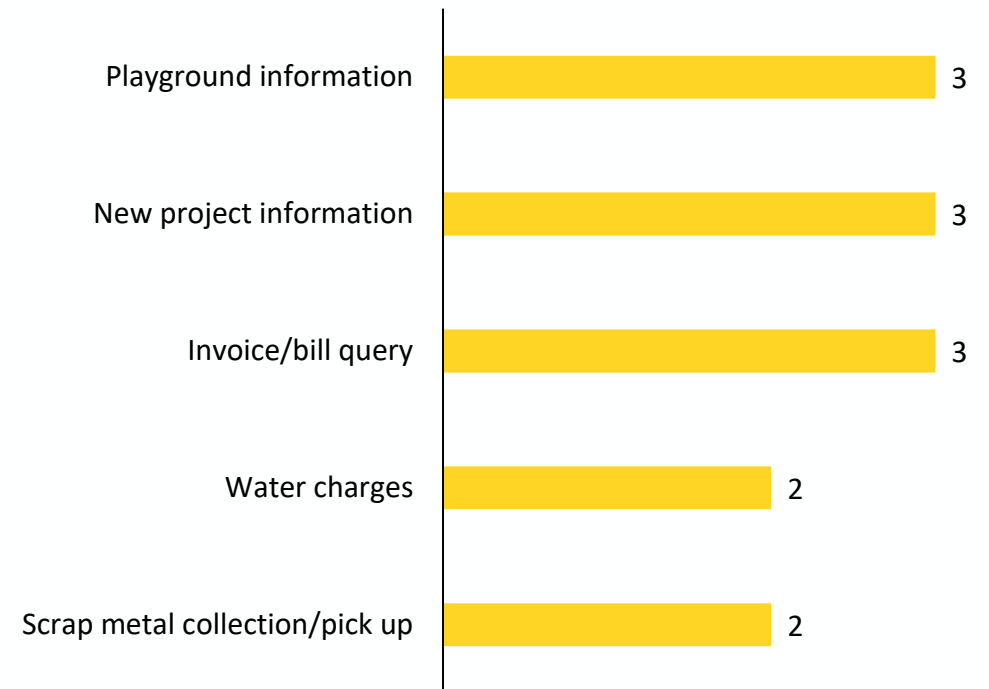
What are some of the reasons you usually use the website for? Public n=109

# Key reasons for being on the website that day are not very different from general use reasons

Why on website today - public

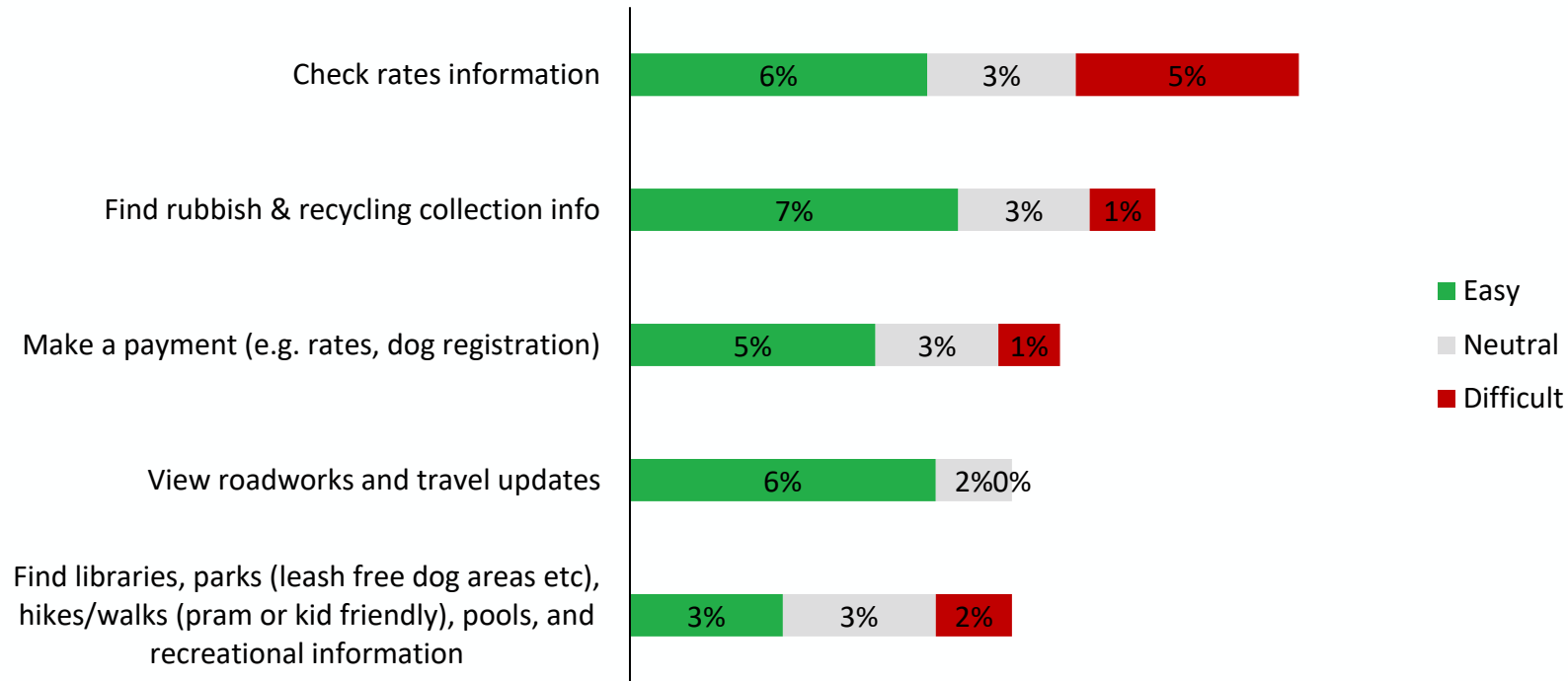


Why on website today - other



# Ease of checking rates information is perceived to be the most difficult to do while finding rubbish and recycling information is the easiest to do on the website

Why on website today - public



Why are you on the website today? Public n=66

Generally, how easy is it to do that on the Waikato District Council website? n=62

**For staff/EM's key reasons for website use include checking publicly available information, checking forms/documents and finding District Plan information. Helping customers find information and looking up meetings/agendas/reports are also in the top 5 reasons**

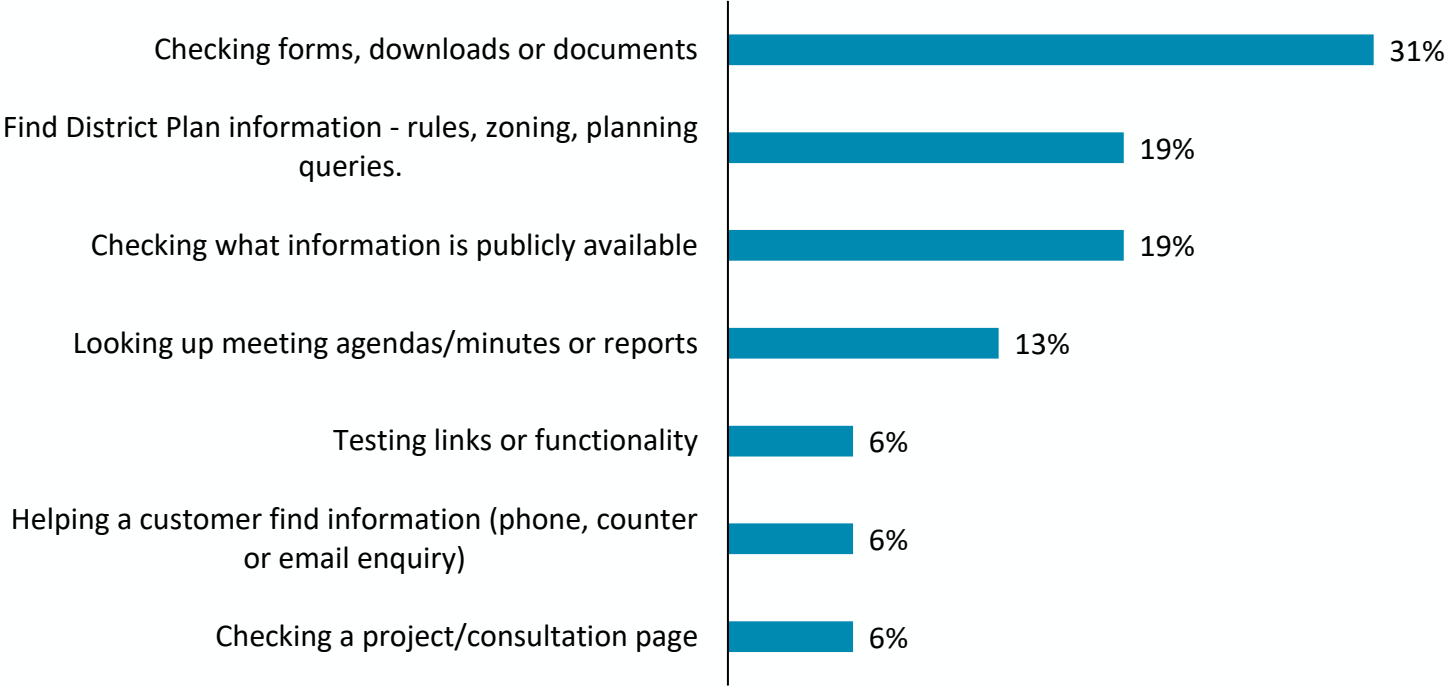
### Reasons for website use – staff/EM



As a member of staff or Elected Member, what are some of the reasons you usually use the website for in a work capacity? **Staff/EM n=24**

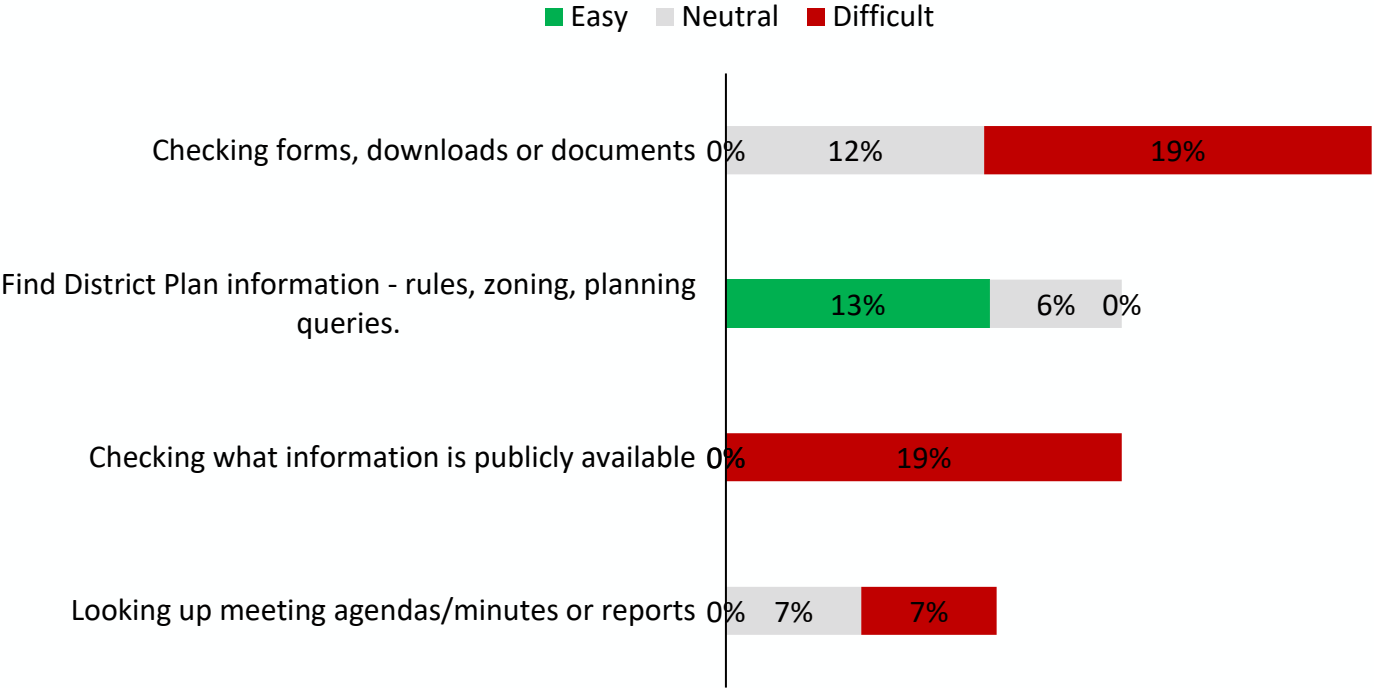
# For staff/EM's their key reason for being on the website today do not differ much from general use

Why on website today – staff/EM



# For staff/EM's tasks that were most difficult include checking forms/downloads/documents and checking what information is available publicly as well as meeting agendas and minutes. The easiest task is finding District Plan information

Why on website today – staff/EM

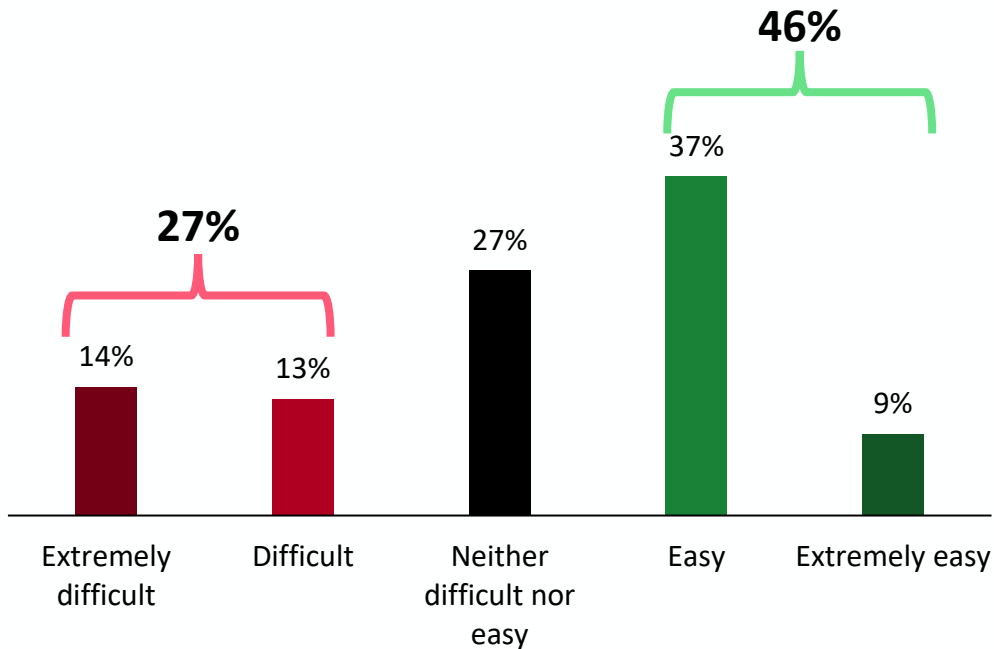


Why are you on the website today? Staff/EM n=16

Generally, how easy is it to do that on the Waikato District Council website? Staff/EM n=16

# Overall – ease of completing their website task is seen as easy by 46% of respondents but close to 30% see it as difficult – they tend to be using the website more regularly and living in semi-urban areas

Ease of completing task – Overall



Those who find it difficult are more likely to comment:

*“Can’t find what I need”*

*“Difficult to navigate/search”*

They are more likely to be male (52%), 35-54 years (58%), regular website users (29% weekly use) living in semi-urban areas.

Those who find it easy are more likely to comment:

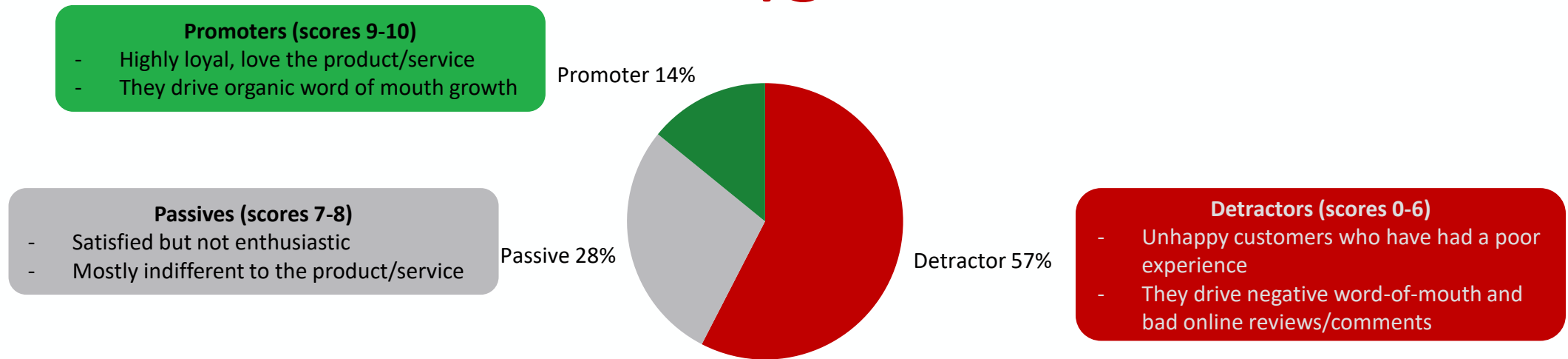
*“Easy to navigate”*

They are more likely to be female (81%), younger (25-34 years) (31%), Maaori (36%), living in an urban area (67%) and 56% have a moderate use of the website (quarterly or monthly)

# NPS score for the website is low with 57% being detractors and only 14% promoters.

Net Promoter Score – website

**-43**



How likely are you to recommend Waikato District Council's website to a friend or colleague? n=166

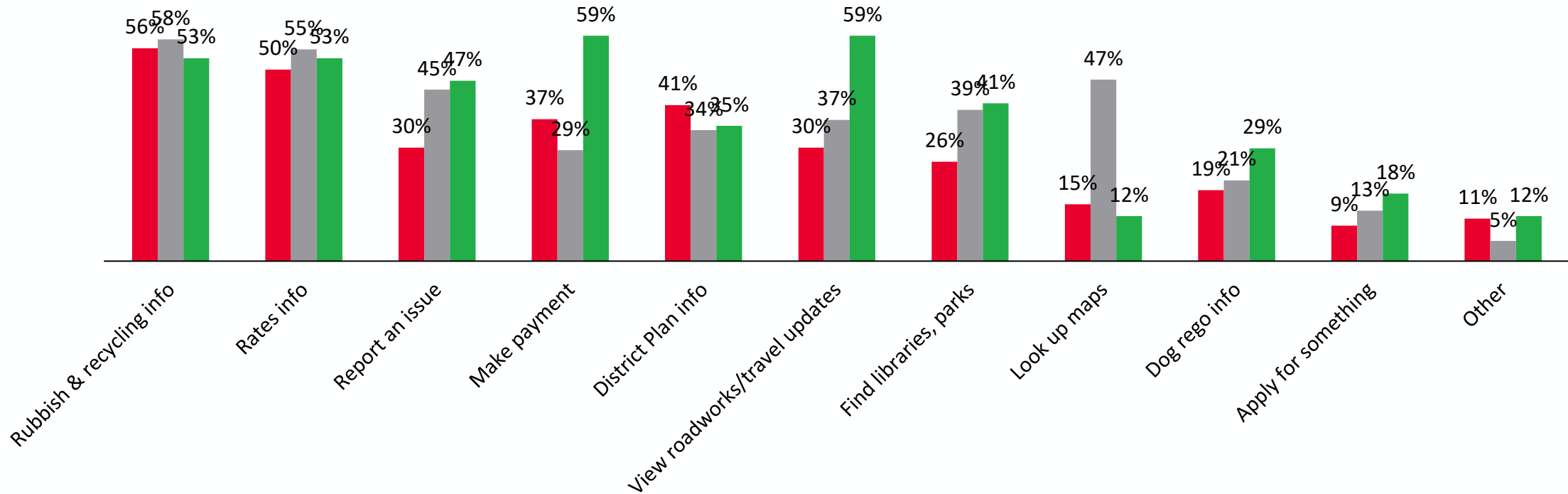
Net Promoter Score – Ranges from -100 to +100. NPS measures customer loyalty and is a common metric for customer experience.

Average NPS for when consumers like a brand/product/service – New Zealand – 30, Australia – 26, USA – 36; NZ Education – 25, NZ Utilities – 11 (Perceptive Research benchmarks)

# Promoters tend to use the website more to make payments and get updates on roadworks/travel while Passives tend to use it more for maps

Generally use website for – NPS group

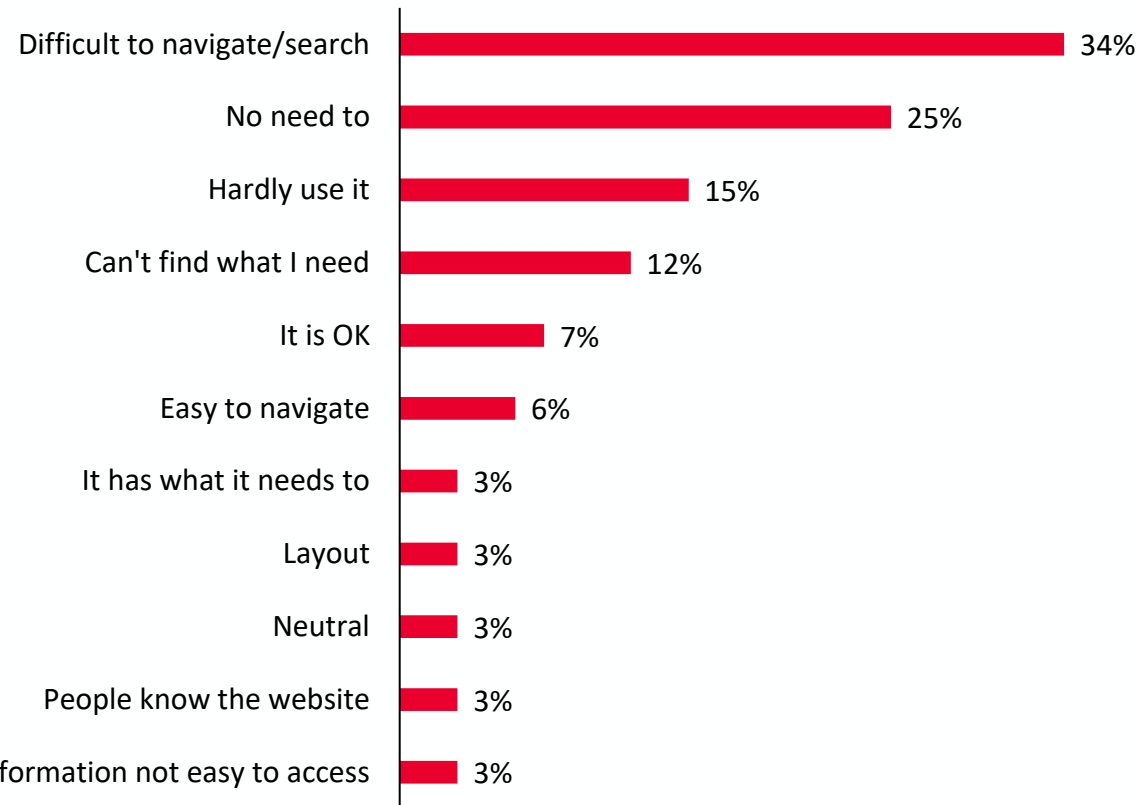
■ Detractor ■ Passive ■ Promoter



What are some of the reasons you usually use the website for? xxx

# Key reasons for Detractors' score is navigation, no reason to recommend the website even though they don't use it often

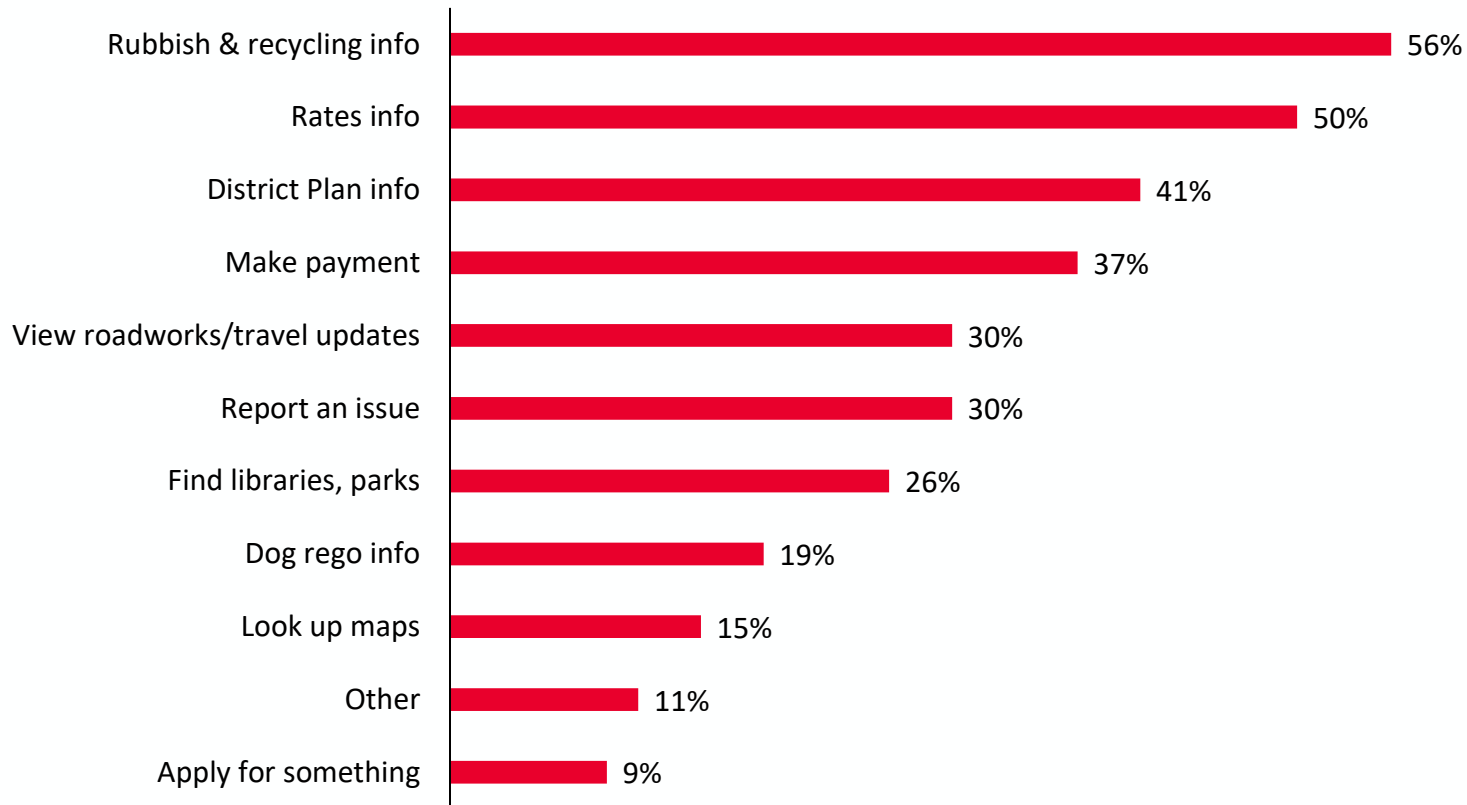
Reason for NPS – Detractors



Why did you give that score? Detractors n=68

# Detractors claim they use the website mainly for information on rubbish/recycling, rates, District Plan, roadworks/updates and making payments

Generally use website for – Detractors



What are some of the reasons you usually use the website for? Detractors n=54

**Detractors are more likely to live rurally and have a low frequency of website usage. Key website tasks on the day include rates information, roadworks/travel updates and reporting issues – they have a wide variety of tasks – they seem more interested in Council information than other groups**

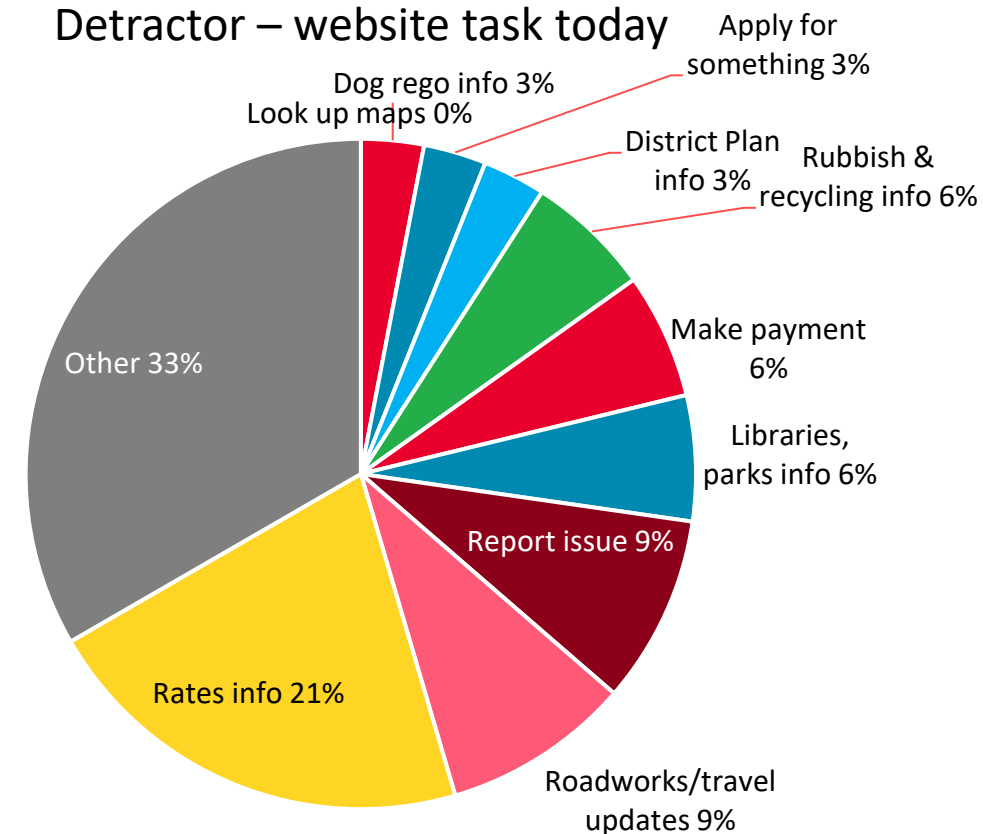
## Who are the Detractors?

More likely to:

- live rurally (39%)
- low frequency of website use (44% use it less than 1-2 times per year)

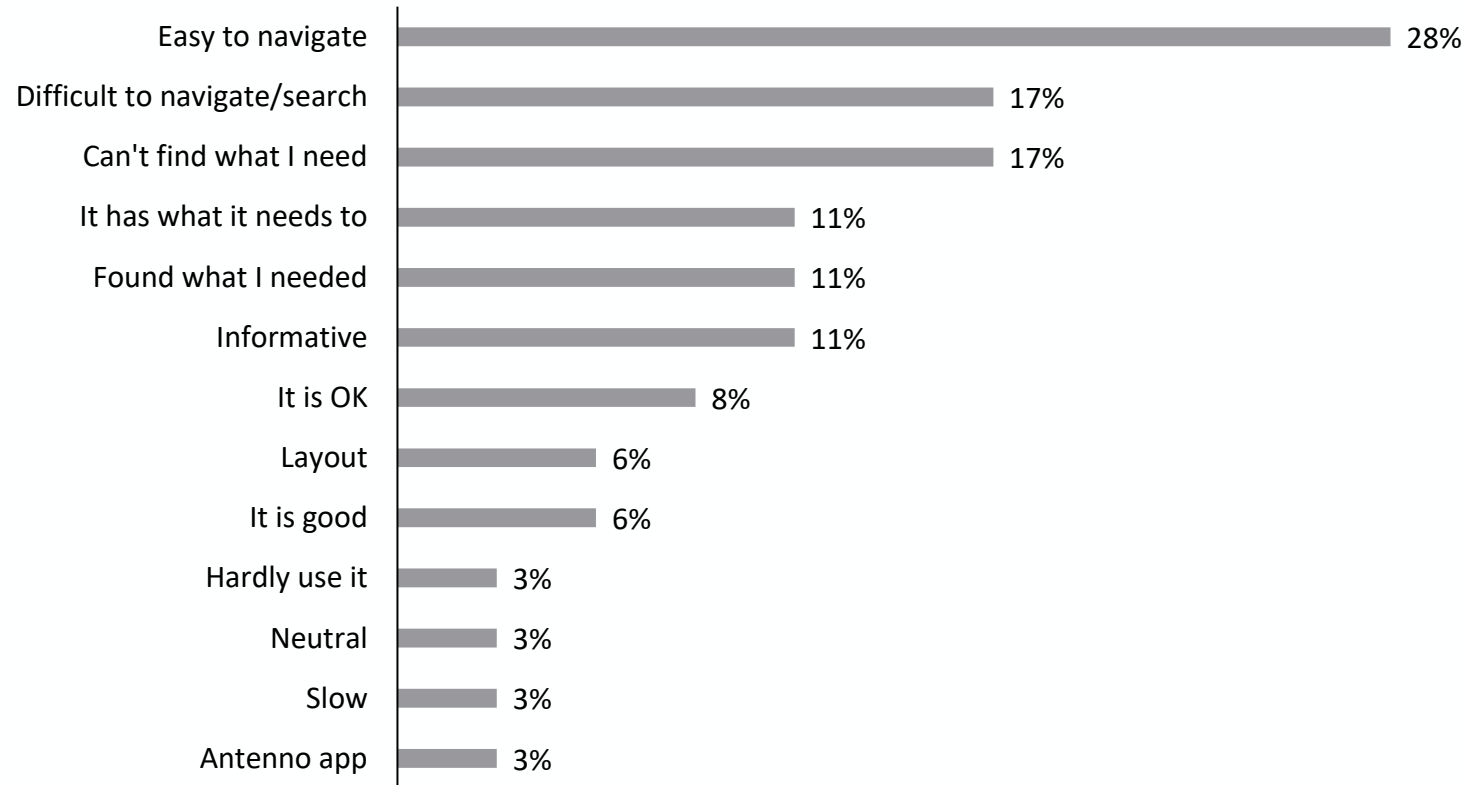
50% say it is 'difficult' to complete the tasks they want to on the website that day which mainly include:

Detractor – website task today



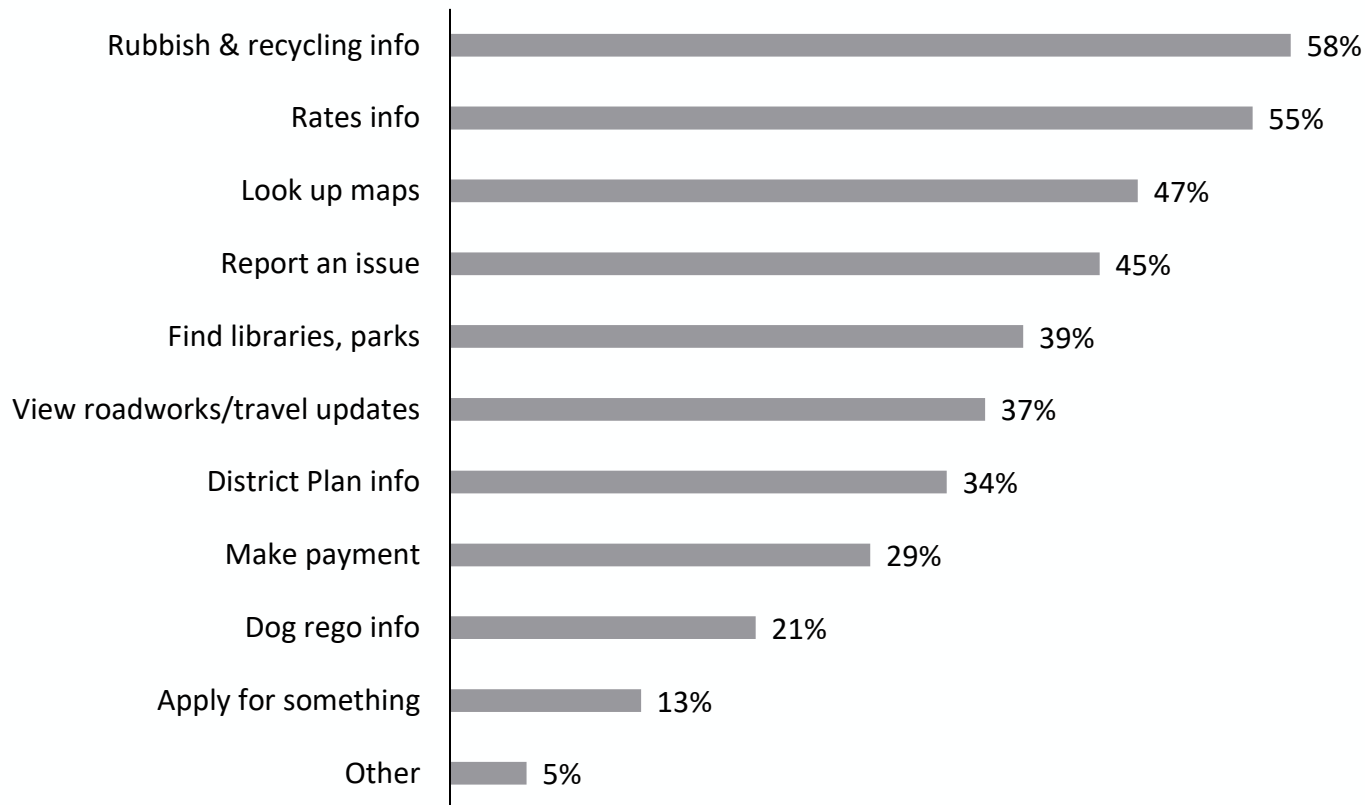
**Passives are mixed in their reasoning with some seeing the navigation as good and others as difficult, but generally can't find what's needed and yet it has what is needed – they may not use the website enough to give it a good view and are as yet unaffected by the negative 'halo' of their view of Council, potentially**

Reason for NPS – Passive



# Most Passives claim they use the website mainly for information on rubbish/recycling, rates, looking up maps and reporting issues

Generally use website for – Passives



What are some of the reasons you usually use the website for? Passives n=38

**Passives are more likely to live in urban areas and have a moderate frequency of website usage. 61% feel the website is easy to use for the reason they are on the website that day, which includes rubbish/recycling info, libraries/parks information and making payments**

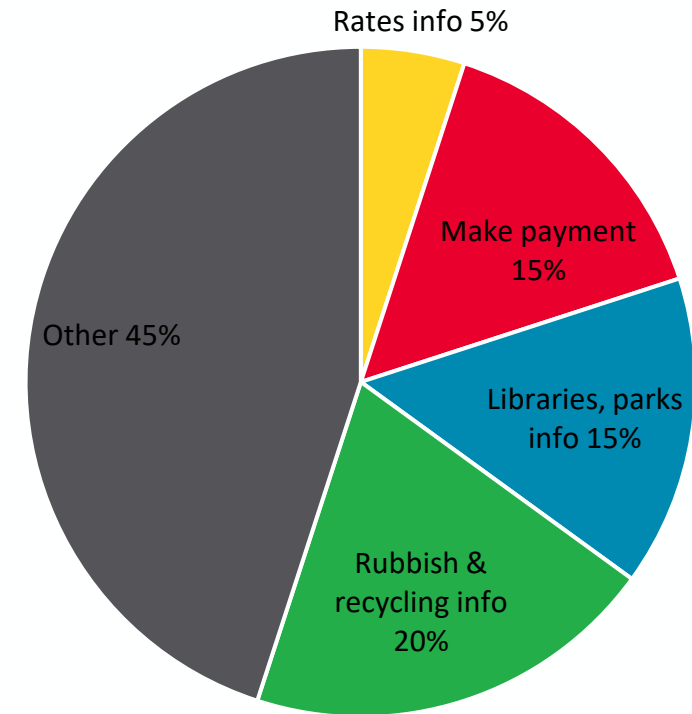
Passive – website task today

## Who are the Passives?

More likely to:

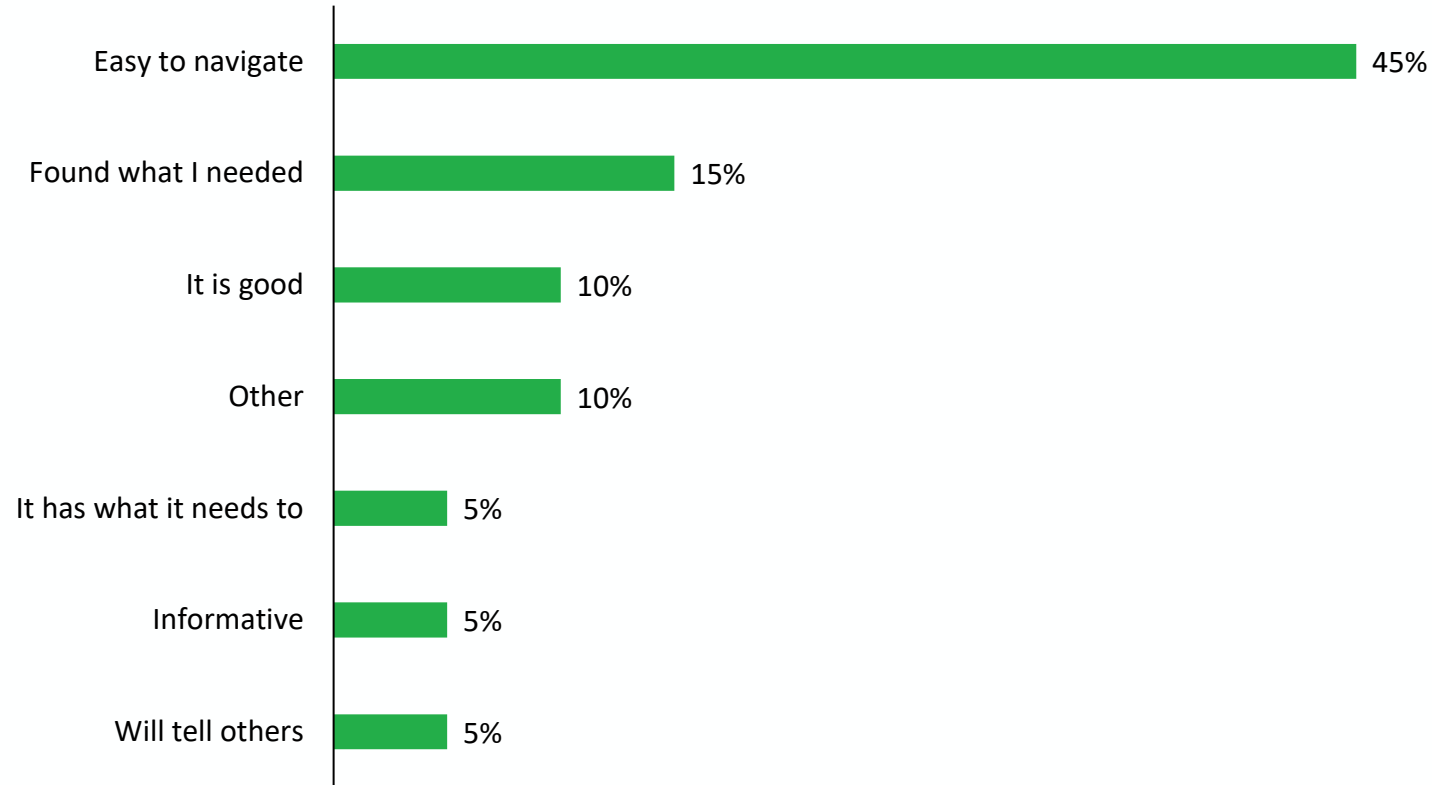
- Be Maaori (28%)
- Live in an urban area (60%)
- Use the website regularly – fortnightly/monthly (32%)

61% say it is 'easy' to complete the tasks they want to on the website that day which mainly include:



# Promoters love the website because they see it as easy to navigate, they find what they need and it is informative

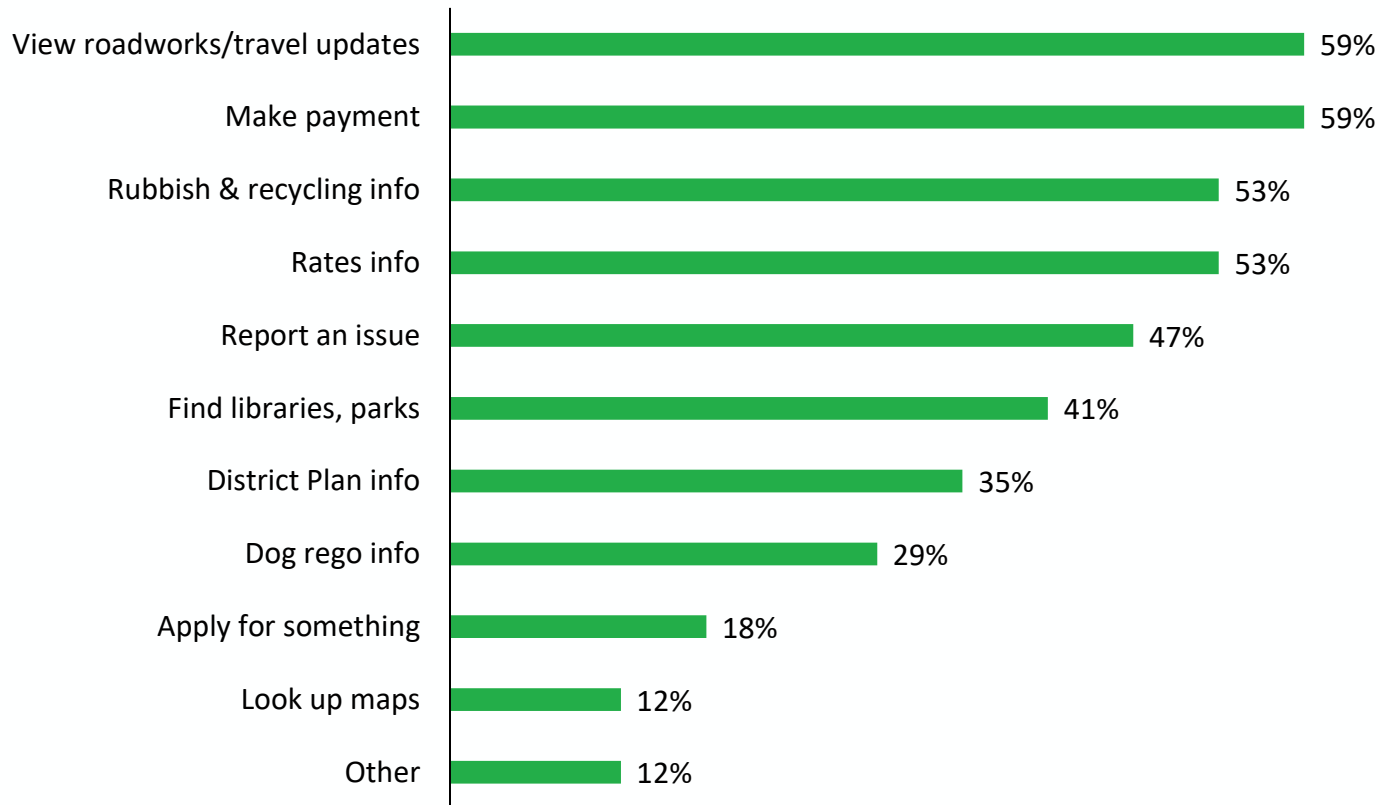
Reason for NPS – Promoters



Why did you give that score? Promoters n=20

# Promoters claim they use the website mainly for information on roadworks/travel updates, making payments, information on rubbish/recycling, rates and reporting an issue

Generally use website for – Promoters



What are some of the reasons you usually use the website for? Promoters n=17

**Promoters are more likely to use the website frequently and 87% say it is easy to do the task they had on the day which included finding rates information, roadworks/travel updates and rubbish and recycling information**

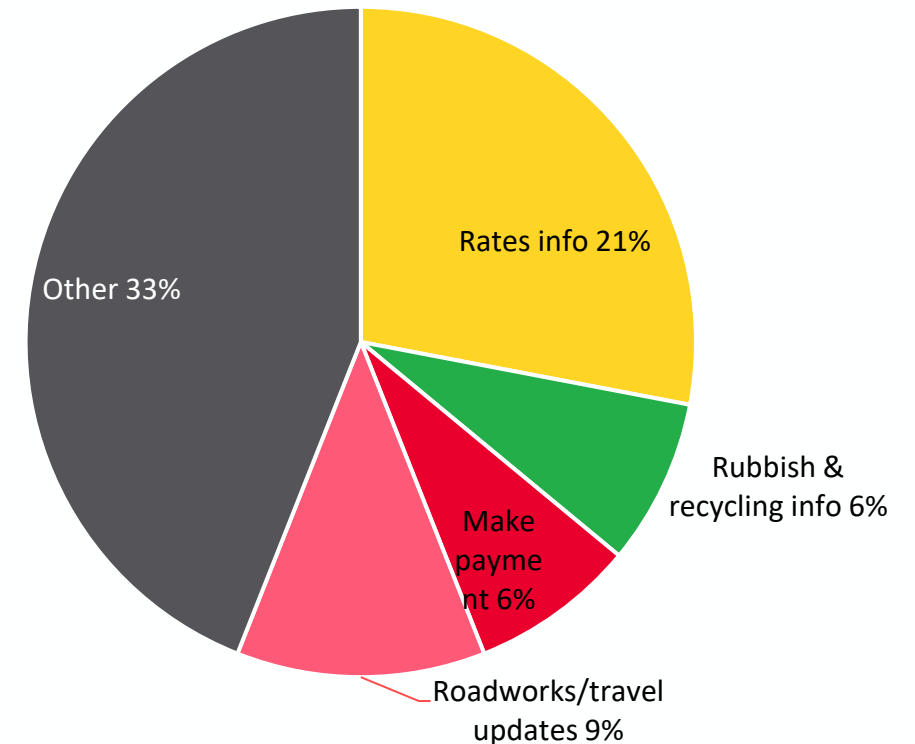
## Who are the Promoters

More likely to:

- Be female (75%)
- Be 25-44 years (42%)
- Be Maaori (33%)
- High frequency of website use – 25% use it at least weekly or more often

87% say it is 'easy' to complete the tasks they want to on the website that day which mainly include:

Promoters – website task today



# Recommendations



# Recommendations

- Ensure the website front page has easily visible buttons linking to each of the top reasons the website is being accessed with the top 5 being: rubbish/recycling information, rates, District Plan, payments, how to report issues and where to access travel/roadwork updates
- There appears to be a negative 'halo effect' of people's disdain for Council impacting their view of the website, even if they don't use it very much



Waikato District Council

**Thank you**