

BUILDING AND RESOURCE CONSENTS

CUSTOMER SATISFACTION SURVEY 2026

HAURAKI DISTRICT COUNCIL

KEY RESEARCH
Unlocking Business Knowledge

Table of Contents

Objectives and Methodology	Page 3
Executive Summary	Page 4
Overall Satisfaction	Page 5
Process	Page 13
Projects	Page 16
Drivers of Perception	Page 19
Priority Matrix	Page 22
General Comments	Page 26
Sample Profile	Page 28

Objectives and Methodology

Introduction

- Hauraki District Council has an ongoing need to measure customer satisfaction with the Building and Resource Consents process.

Objectives

The primary research objectives are to:

- Measure levels of satisfaction with all aspects of the process;
- Determine and explore reasons for dissatisfaction;
- Identify the most important factors that are driving satisfaction, or dissatisfaction;
- Explore the key areas for improvement.

Methodology

- A statistically robust quantitative survey conducted online with a sample of n=104 customers comprising of n=79 for Building Consents, and n=25 for Resource Consents.
- Email invitations were sent (at equal points in time across the study period) to residents who recently completed the process of obtaining a Building or Resource Consent between December 2025 to August 2026.
- The overall results have a margin of error of 9.61% at the 95% confidence level.
- The ratings between 6 and 10 on the 10 point scale signify total satisfaction, while ratings from 1 to 5 indicate total dissatisfaction.
- Due to rounding, percentages may add to just over or under +/- 1%.

Note: The analysis includes year-on-year comparisons where sample sizes permit.

Executive Summary

- *Satisfaction with Overall customer experience* among *Building Consent* customers has increased by 4% points since the last reporting period, from 58% in 2025 to 62% in 2026. In contrast, satisfaction among *Resource Consent* customers declined from 60% in 2025 to 44% in 2026.

- These shifts are largely driven by *The timeliness of the process*, the strongest influence on *Overall customer experience* for both *Building Consent* and *Resource Consent* customers at 43% and 61% impact scores, respectively. *Building Consent* customers rated this aspect higher this year (58%) compared to last year (51%). Meanwhile *Resource Consent* customers rated it 25%, the lowest score recorded since 2023.

- *The timeliness of the process* was identified as an area for improvement. For *Building Consent* customers, *The information given initially about all the requirements needs to be met* was also identified as an area for improvement.

- *The clarity of the forms to fill in* continues to be the strongest-rated aspect of the process, at 70% overall, and at 67% for *Building Consent* and 82% for *Resource Consent* customers.

- Suggestions for *Building Consents* focused on faster processing, as 27% of those who provided suggestions cited *Improve delays / timeliness of processes*, while 43% of *Resource Consent* customers suggested *Better communication and updates and* 39% suggested for Council to *Provide and adhere to timeframes*.

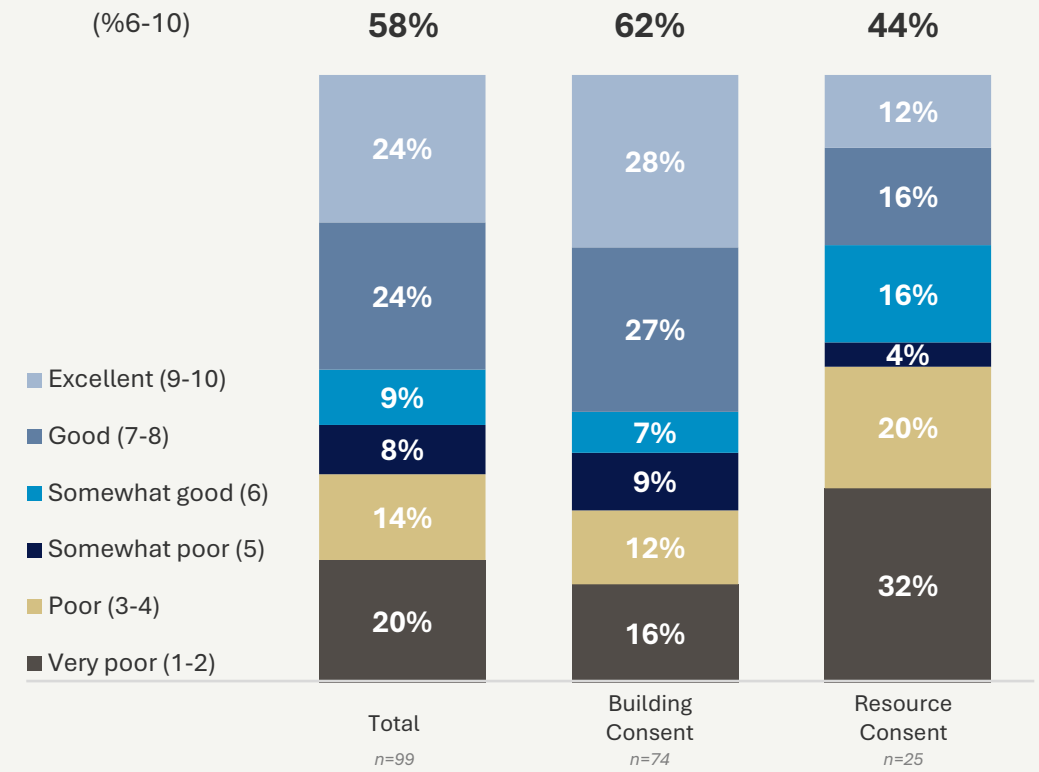
- Only 12% attended a pre-application meeting. Among the participants, 75% were satisfied with the advice provided.

Overall Satisfaction



Overall Satisfaction with the Customer Experience

Overall customer service experience remained consistent at 58%. Satisfaction among *Building Consent* customers increased by 4% points, from 58% in 2025 to 62% in 2026.



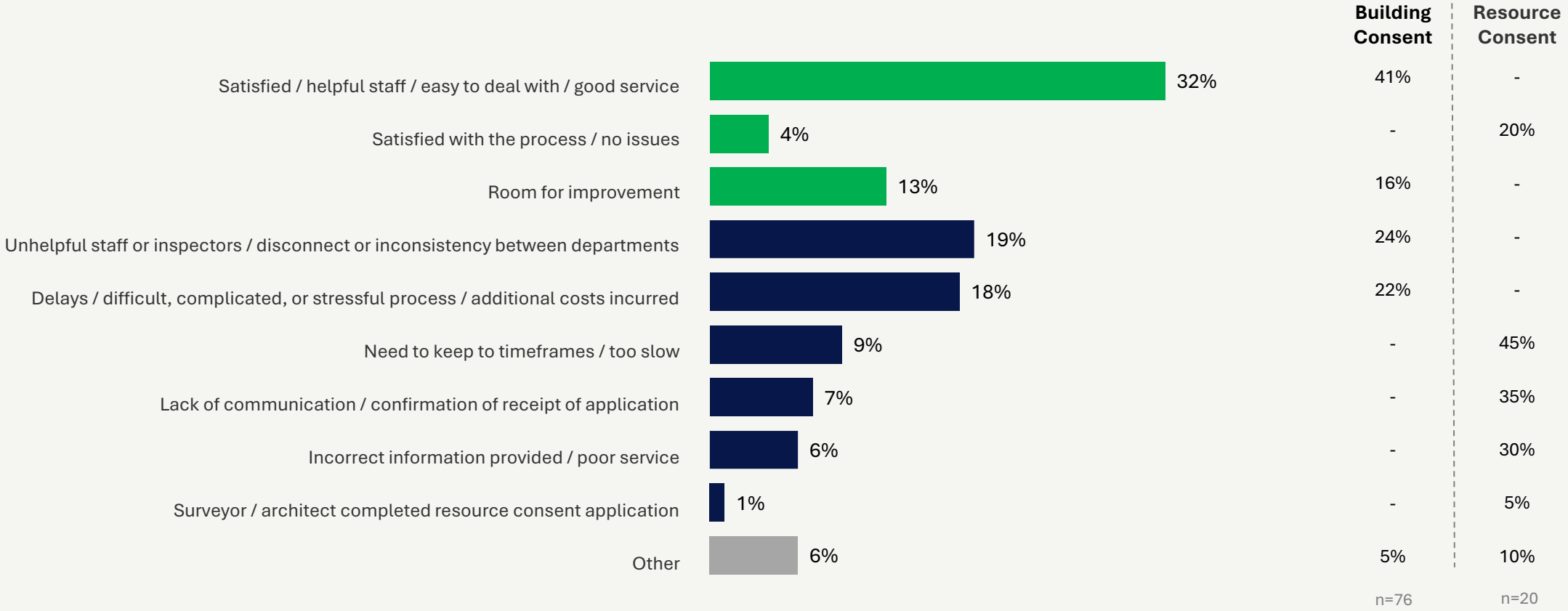
	Total	Building Consent	Resource Consent
2025	58%	58%	60%
2024	69%	67%	73%

Year-on-year
▲ *Significantly higher*
▼ *Significantly lower*

Notes:
Q9. Now, thinking about the overall experience of your customer service, using a scale of 1 to 10 where 1 is 'Very poor' and 10 is 'Excellent', how would you rate your customer experience?
Excludes 'don't knows'

Reasons for Rating

Among those who provided a reason for their rating of satisfaction, 41% of Building Consent customers cited that they were *Satisfied, the staff were helpful or easy to deal with, or that the service was good*.



Notes:
Q7A. Can you tell us why you gave that rating? (Please provide as much detail as possible). n=96

Satisfaction with the Overall Process

Across all key measures, *The clarity of forms to fill in* received the highest satisfaction among both *Building Consent customers* (67%) and *Resource Consent* customers (82%).

	Total		Building Consent		Resource Consent	
	%6-10	Mean	%6-10	Mean	%6-10	Mean
The clarity of the forms to fill in *(n=81)*	70%	6.8	67%	6.5	82%	8.1
The advice given to help complete forms *(n=14)*	64%	7.4	-	-	64%	7.4
The information given initially about all the requirements needs to be met *(n=84)*	62%	6.4	64%	6.4	55%	6.5
The usefulness of the customer portal to see the progress of application* *(n=73)*	60%	6.5	60%	6.5	-	-
The timeliness of the process *(n=101)*	50%	5.2	58%	5.6	25%	3.8

Year-on-year
▲ *Significantly higher*
▼ *Significantly lower*

Notes:
Q7. Thinking about the information you received from your most recent application, how would you rate your satisfaction with each of the following:
Excludes 'don't knows'
*New question added to 2025/26 survey. No historical data available

Suggestions for Improvement

Improve delays / timeliness of processes (27%) emerged as the most common suggestion for improvement among *Building Consent* customers. This aligns with the lower satisfaction rating for *The timeliness of the process* (58%), which was the lowest-rated aspect of their customer experience. For *Resource Consent* customers, *Better communication / provide updates* was the most common suggestion for improvement at 43%.

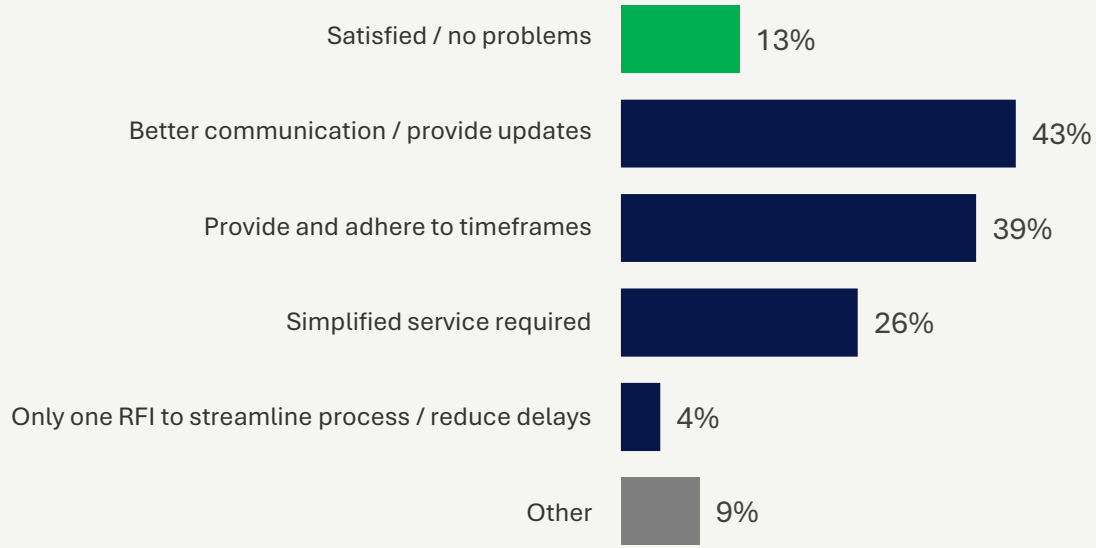
Building Consent

n=73



Resource Consent

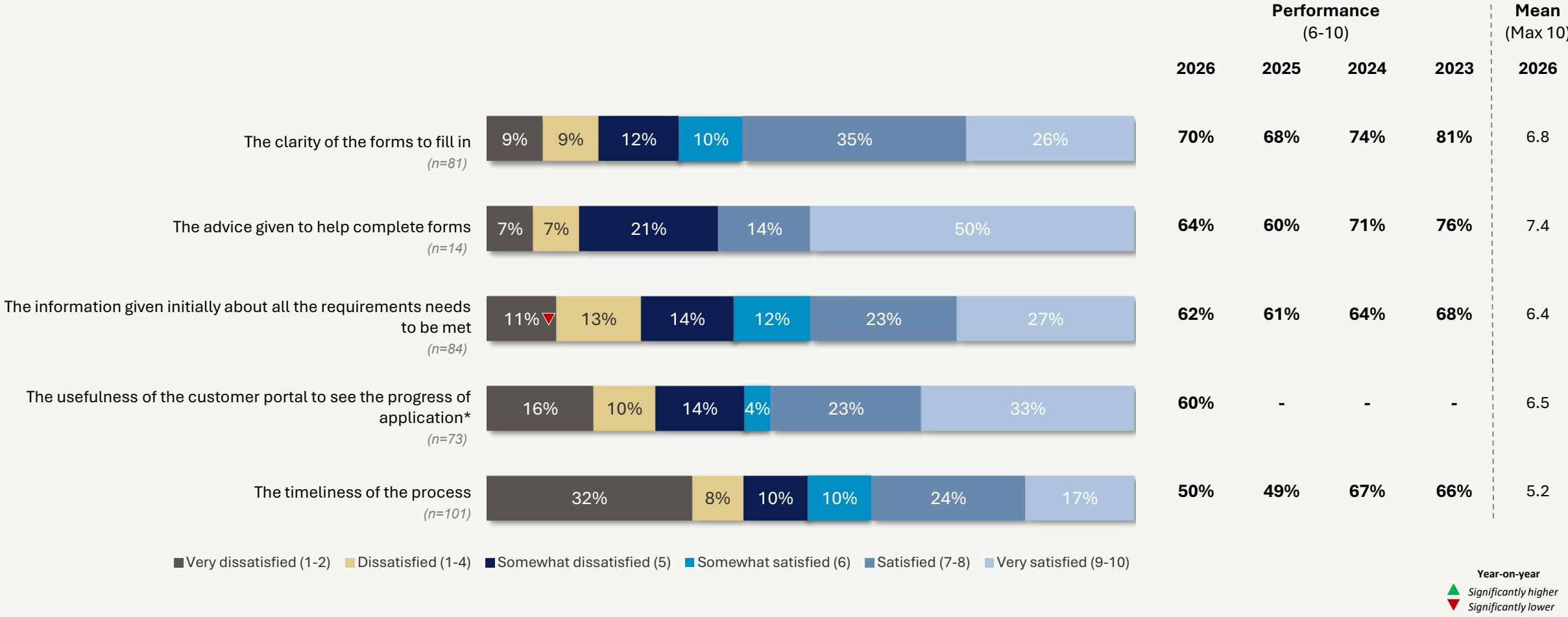
n=23



Notes:
Q8. What other comments could you make that would help the Hauraki District Council to improve the service it provides to people who make a building consent application/s? (Please provide as much detail as possible.)

Satisfaction with the Overall Process: Total

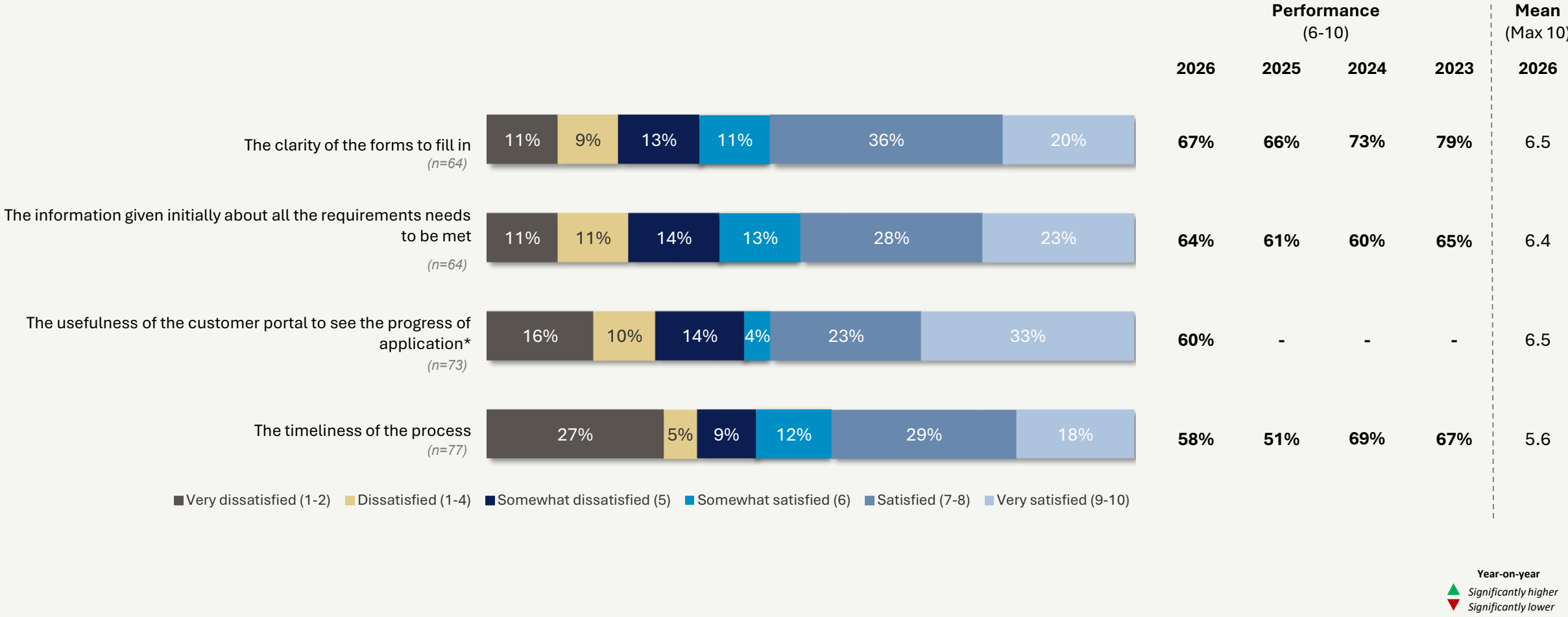
Measures related to forms continue to receive the highest ratings, with *The clarity of forms to fill in* (70%) and *The advice provided to help complete forms* (64%) rated most highly by customers.



Notes:
Q7. Thinking about the information you received from your most recent application, how would you rate your satisfaction with each of the following:
Excludes 'don't knows'
*New question added to 2025/26 survey. No historical data available

Satisfaction with the Overall Process: Building Consent

Nearly seven in ten (67%) *Building Consent* customers are satisfied with *The clarity of the forms to fill in* while 64% are satisfied with *The information given initially about all the requirements needs to be met.*



Year-on-year

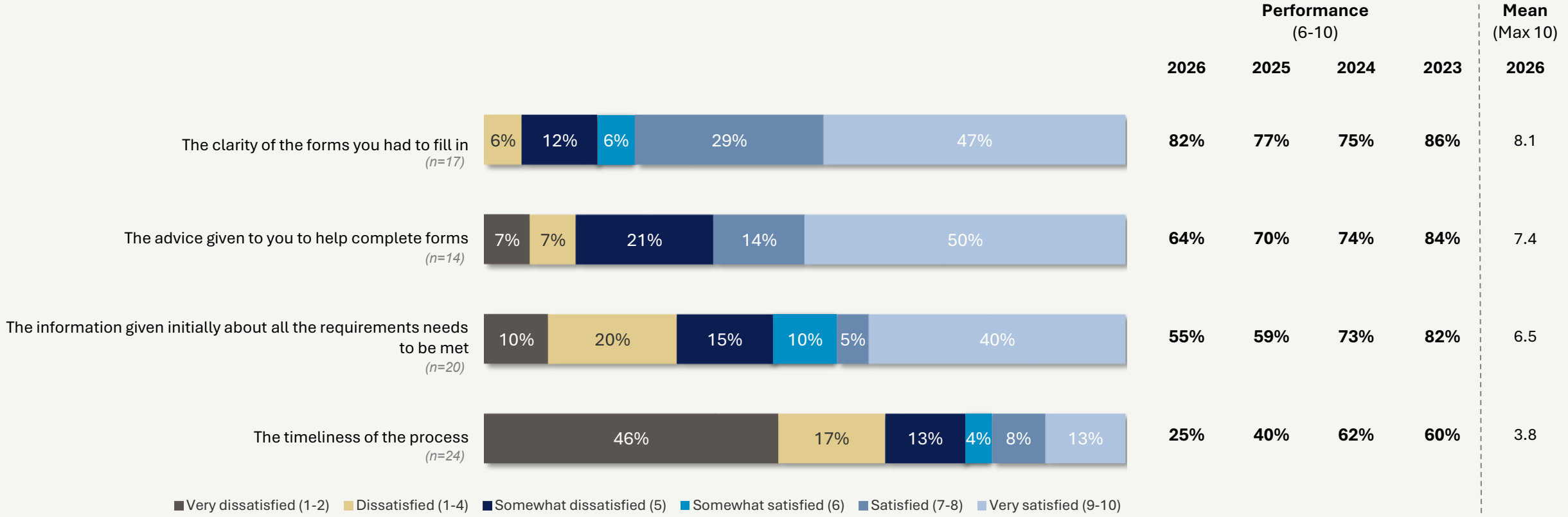
▲ *Significantly higher*

▼ *Significantly lower*

Notes:
Q7. Thinking about the information you received from your most recent application, how would you rate your satisfaction with each of the following:
Excludes 'don't knows'
*New question added to 2025/26 survey. No historical data available

Satisfaction with the Overall Process: Resource Consent

Most *Resource Consent* customers (82%) are satisfied with *The clarity of the forms you had to fill in*. In contrast, 25% were satisfied with *The timeliness of the process*, marking the lowest rating since 2023.

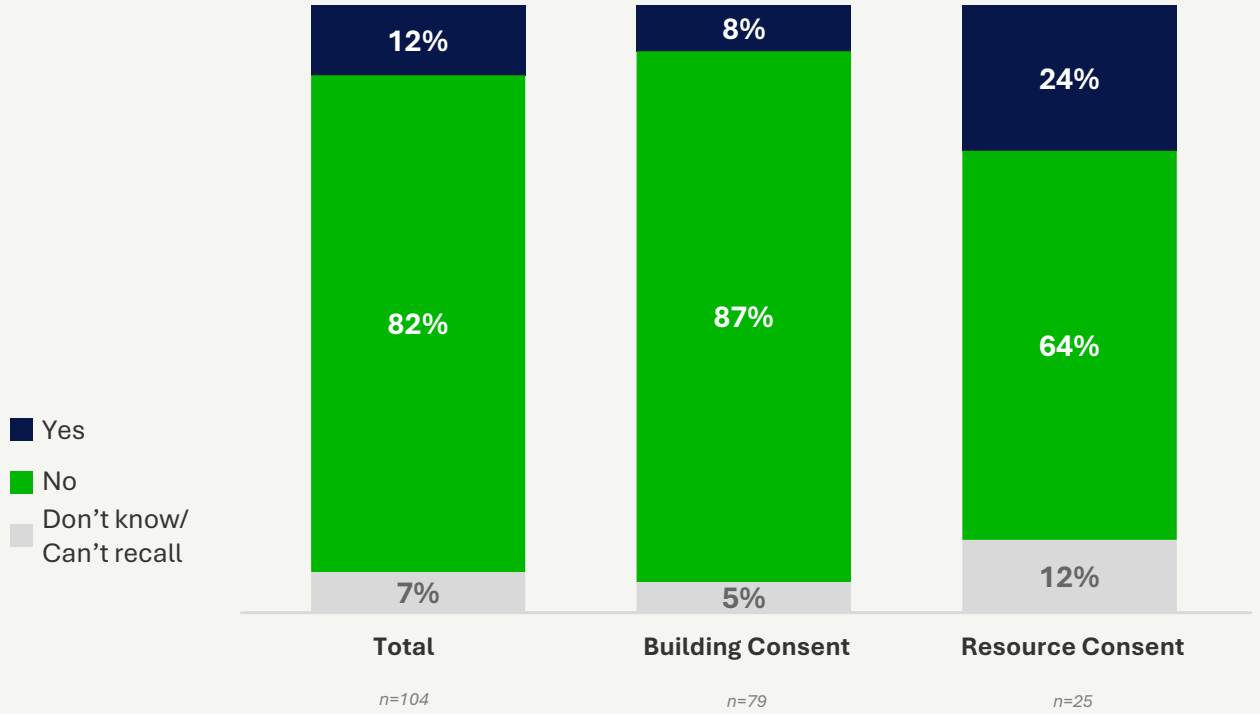


Notes:
Q7. Thinking about the information you received from your most recent application, how would you rate your satisfaction with each of the following:
Excludes 'don't knows'


Process

Participation in Pre-application Meeting*

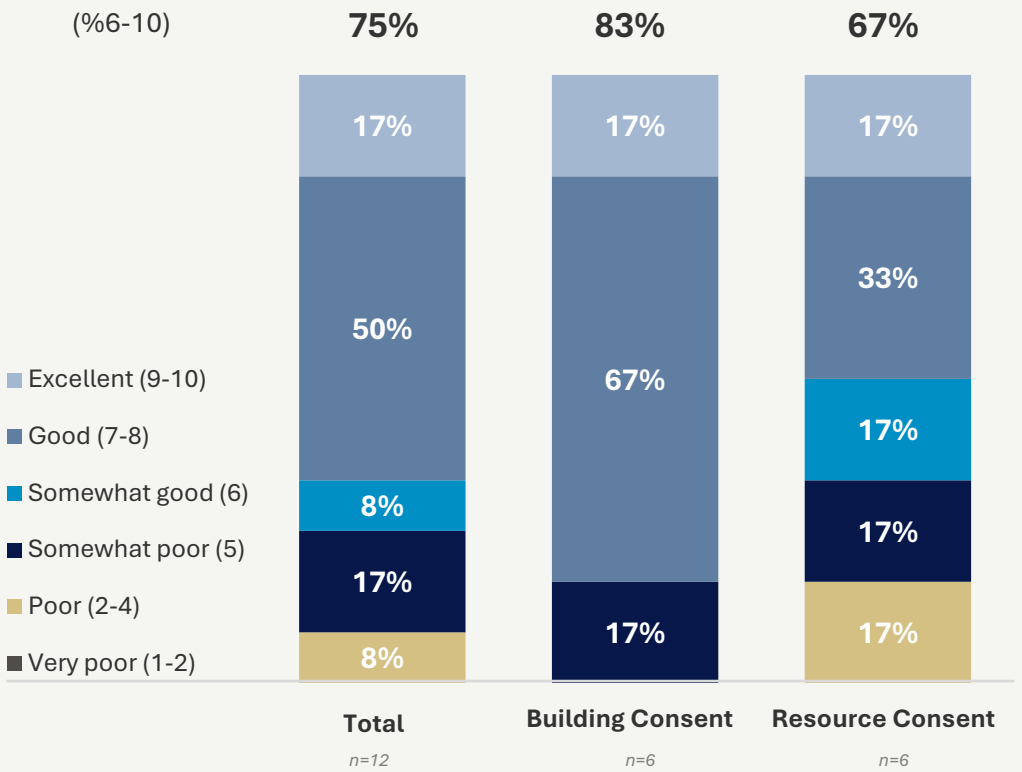
12% of customers *Have taken part in a pre-application meeting*.



Notes:
Q5. Have you taken part in a pre-application meeting?
*New question added to 2025/26 survey. No historical data available.

Satisfaction with Advice Provided during Pre-application Meeting*

Most customers who participated in a pre-application meeting were satisfied with the *Advice provided to them during their pre-application meeting*.

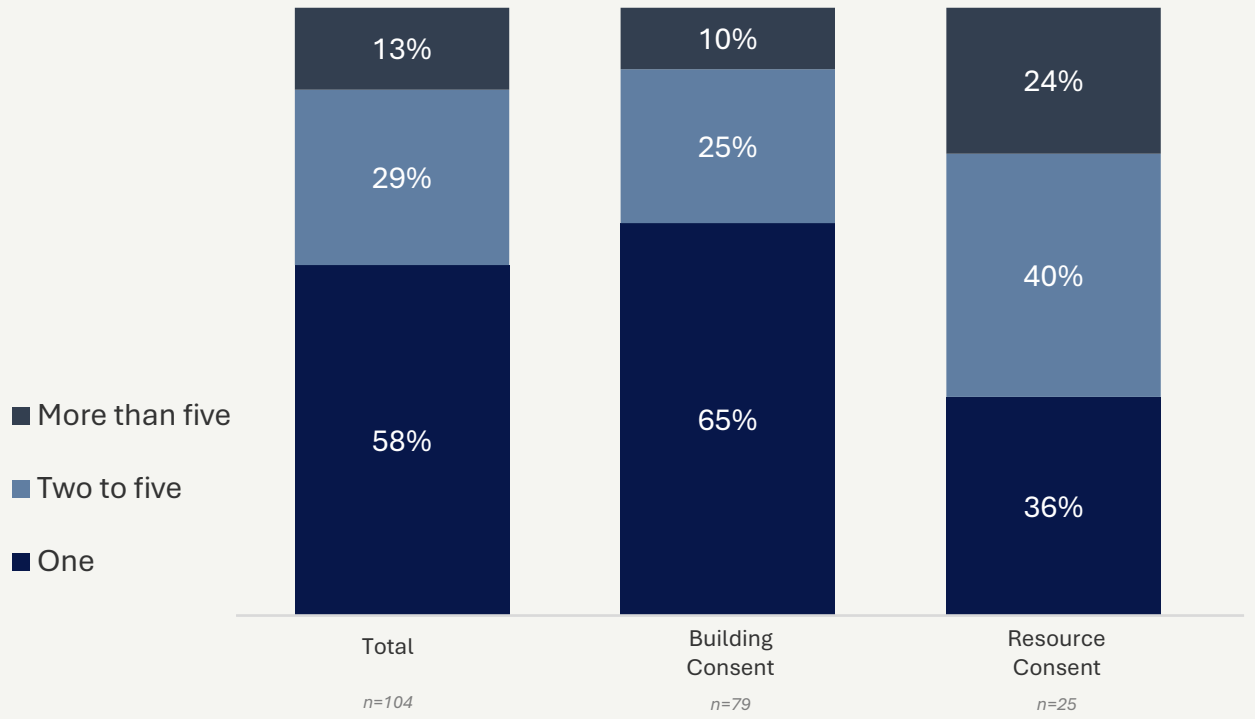


Notes:
Q6. How satisfied were you with the advice provided during your pre-application meeting?
*New question added to 2025/26 survey. No historical data available


Projects
HAURAKI
DISTRICT COUNCIL
KEYRESEARCH
Unlocking Business Knowledge

Number of Projects

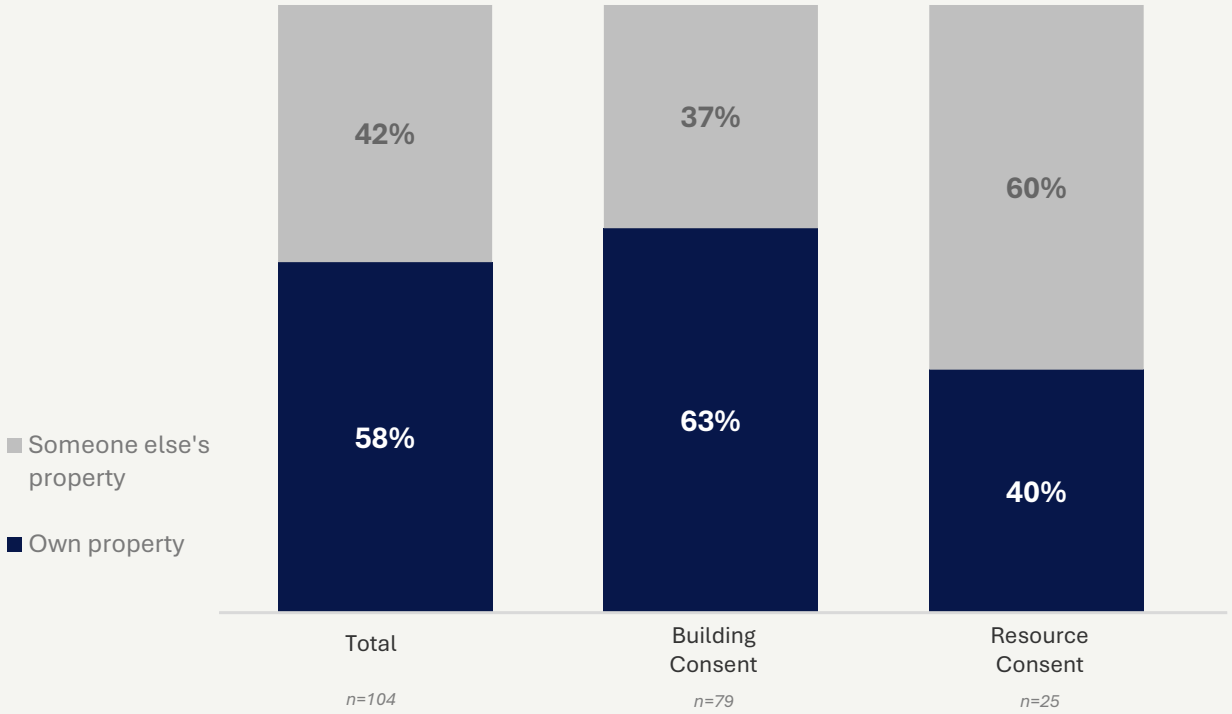
Most *Building Consent* customers (65%) submitted applications for *One property*, while 40% of *Resource Consent customers* submitted applications for *Two to five properties*.



Notes:
Q1.How many different projects have you sought consent for during the last 12 months?

Property type

Most *Building Consent* customers (63%) were applying for their *Own property*, while 60% of *Resource Consent* customers were applying for *Someone else's property*.



Notes:
Q3 Which of the following was your most recent building consent/resource consent application for?

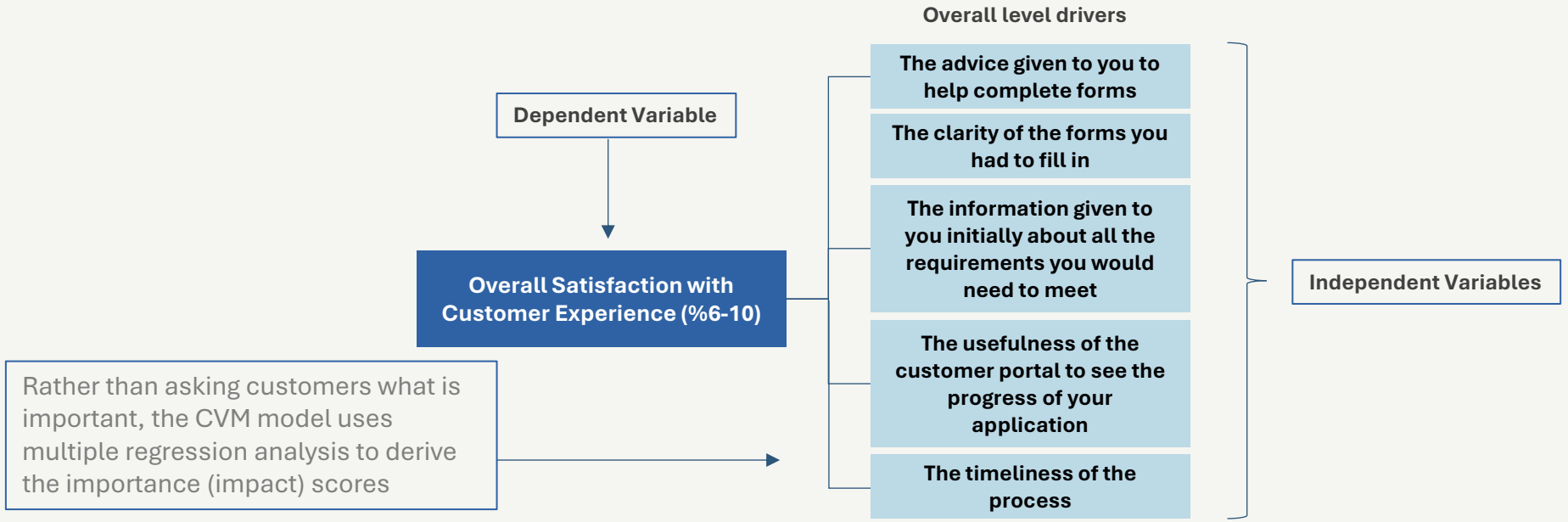
Drivers of Perception



Drivers of Perception

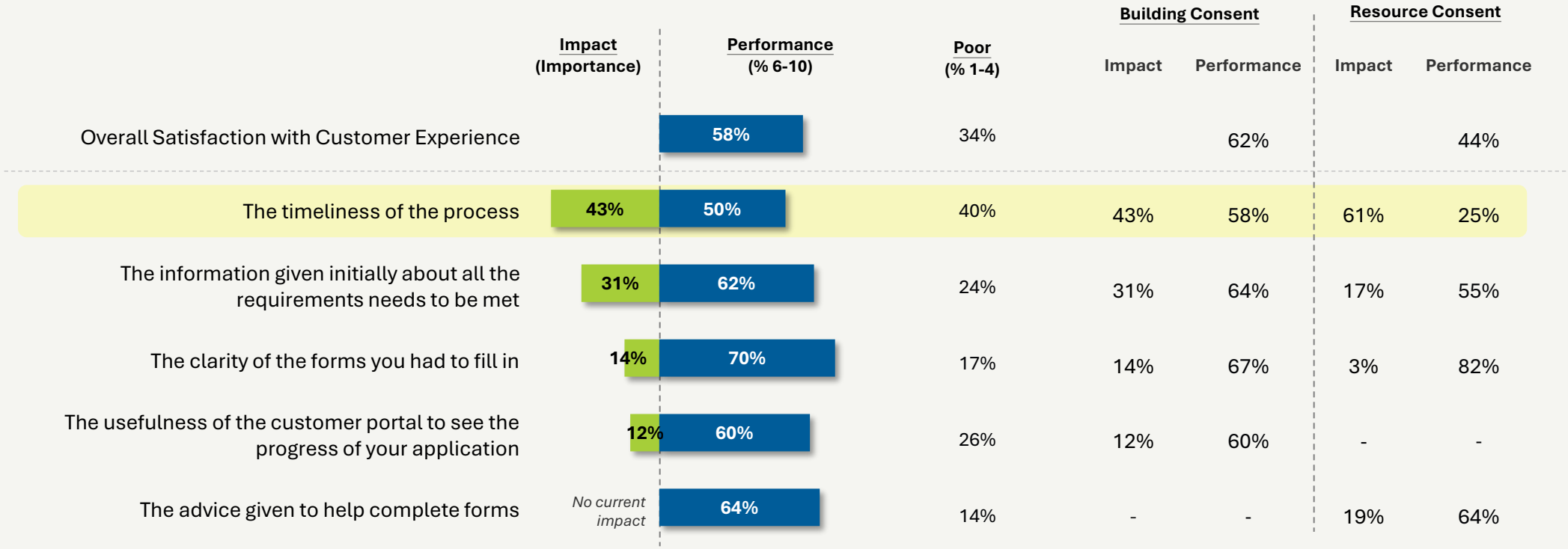
Customer Value Management (CVM) Model

- In determining the drivers of perception, the overall satisfaction score is analysed using multiple regression analysis within a Customer Value Management (CVM) model. Multiple regression is a statistical technique used to analyse the relationship between a single dependent variable, in this case, 'overall satisfaction' with several independent variables, these being the various elements within the CVM model otherwise known as the overall level drivers.
- The objective of the analysis is to use the independent variables to predict the overall satisfaction score thereby understanding the relative influence that each of these independent variables has on explaining satisfaction. Each independent variable is weighted by the regression analysis with these weights denoting the contribution (**or impact**) of each of the independent variables.



Drivers of Perception

The timeliness of the process has the greatest impact on overall satisfaction with the customer experience for both Building (43%) and Resource Consent applicants (61%).



Year-on-year
▲ Significantly higher
▼ Significantly lower

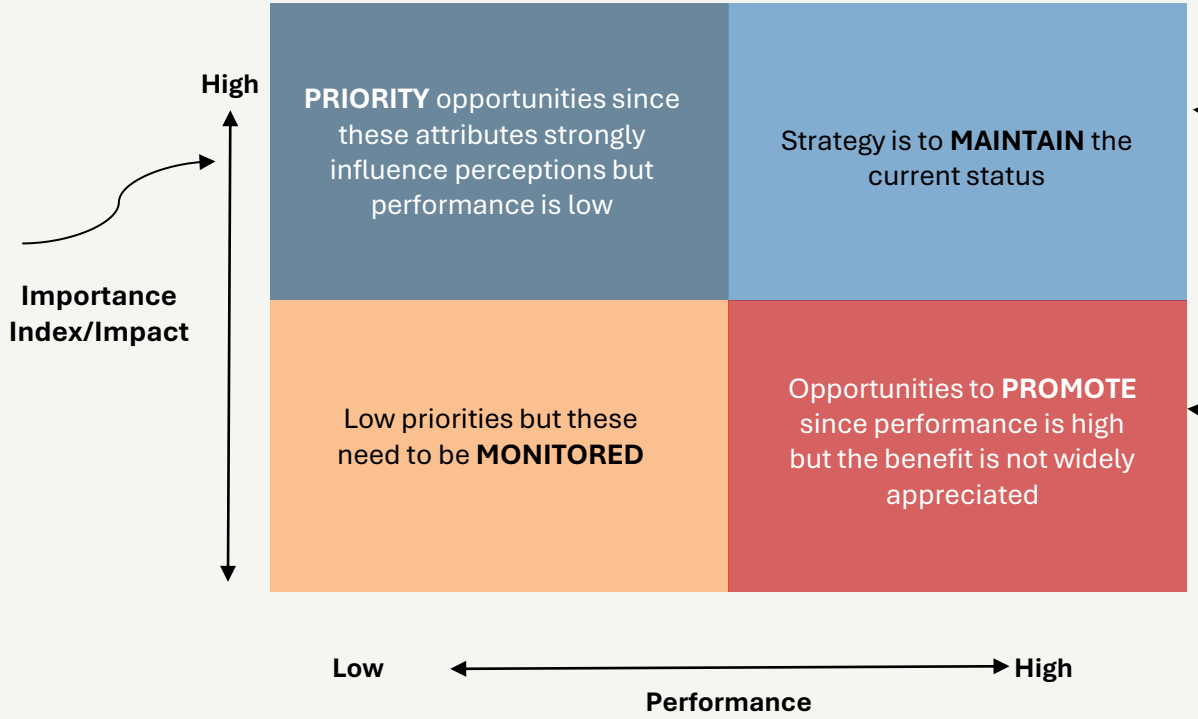
Priority Matrix



Priority Matrix: Interpreting the results

Priority opportunities to improve performance can be identified by doing an analysis of the performance measures altogether.

Any element within this area represents the best opportunity for improvement and should be considered a priority that would be most valued by customers.

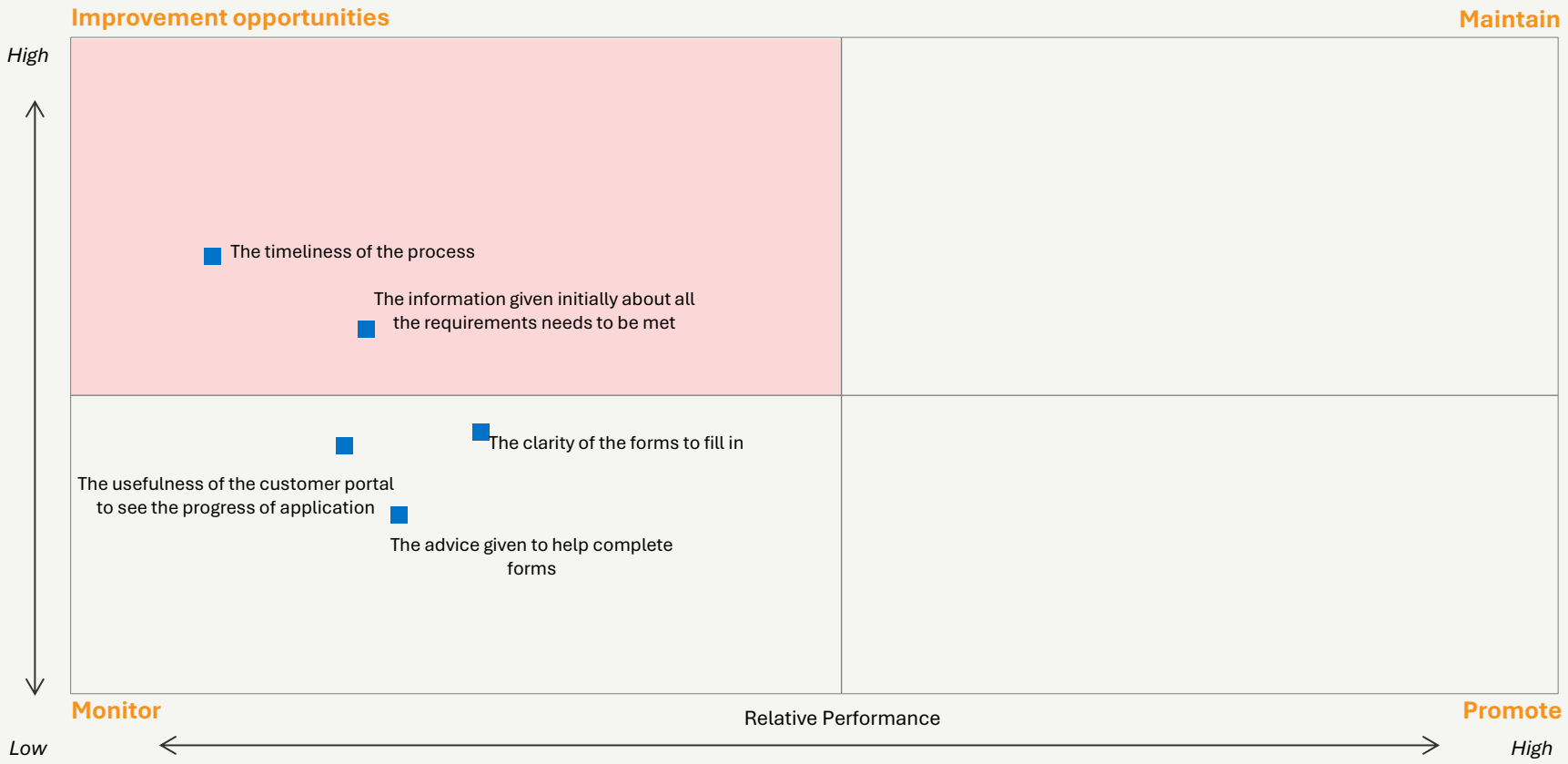


These attributes have the most impact on the overall evaluation and as performance is already high the strategy is one of maintaining performance.

There are opportunities to leverage these aspects by promoting what Council is doing well but not being well recognised or valued, or potentially performance could be relaxed without harm.

Priority Matrix – all respondents

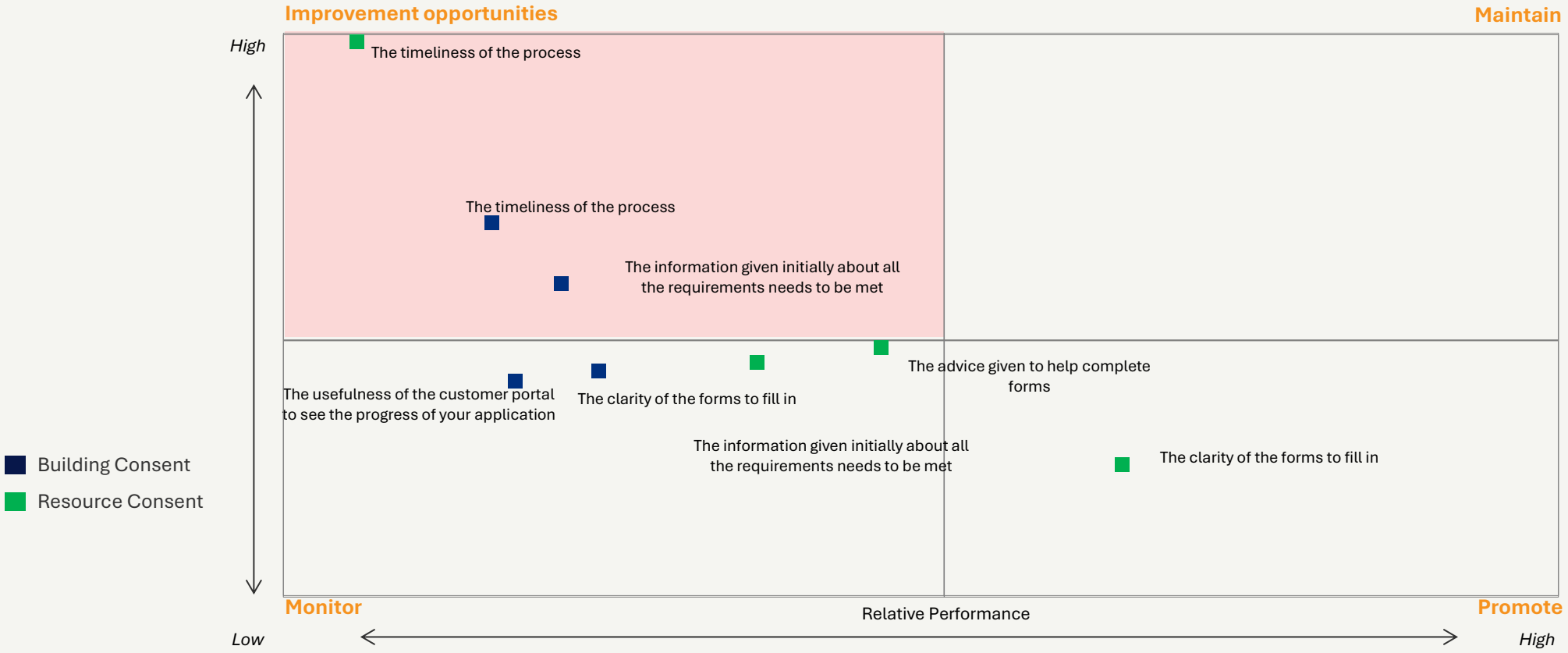
Timeliness of the process and *The information given initially about all the requirements needs to be met* are identified as key areas for improvement.



All performance measures are analysed altogether. Impact scores are adjusted by the higher impact scores (overall level drivers). The matrix is calibrated based on the minimum, maximum and average scores for the y-axis (adjusted impact) and x-axis (performance).

Priority Matrix: Building and Resource Consents

Timeliness of the process was an area for improvement for both *Building* and *Resource Consent* customers. For *Building Consent* customers, *The information given initially about all the requirements needs to be met* was also an area for improvement.



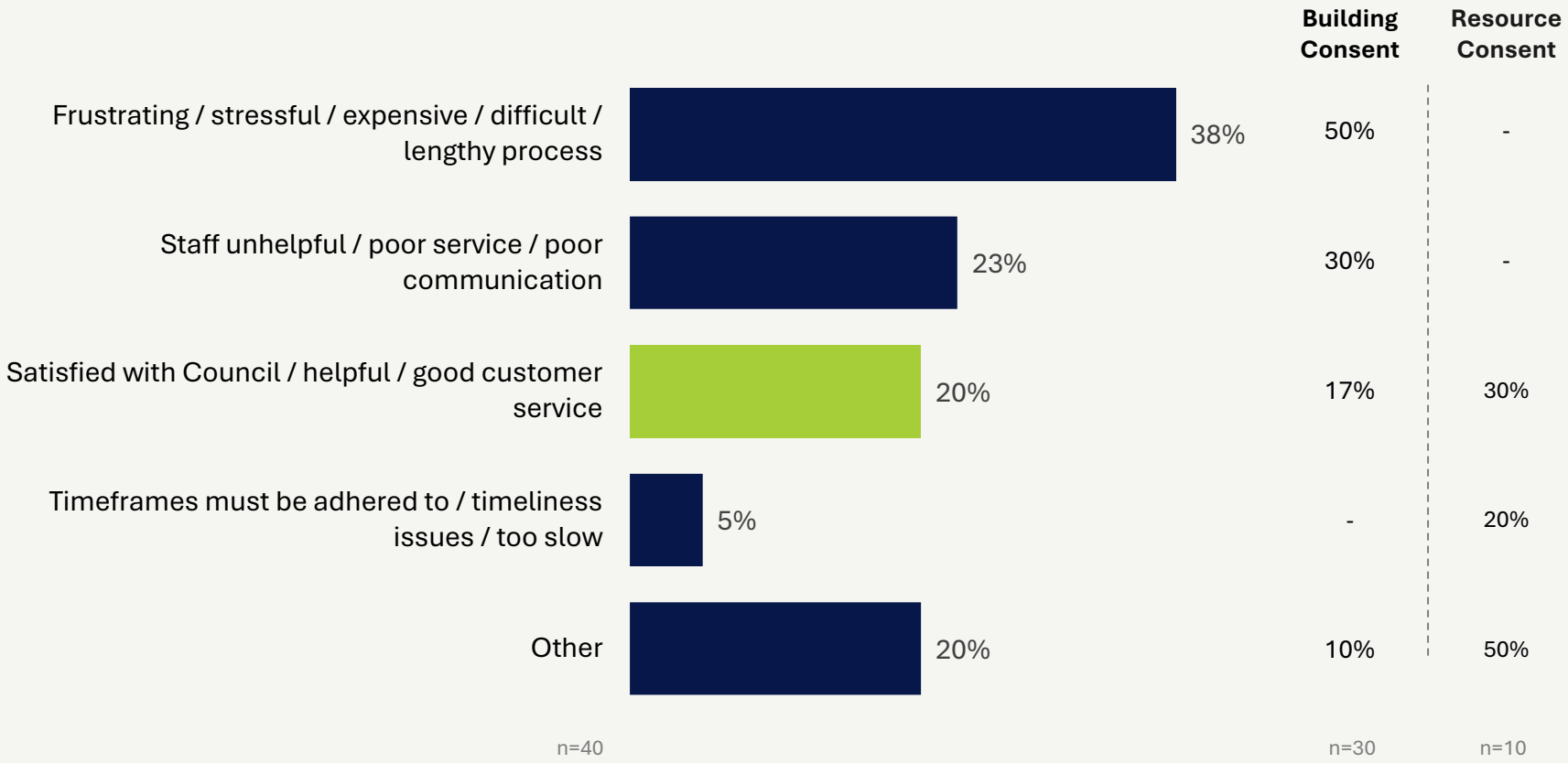
All performance measures are analysed altogether. Impact scores are adjusted by the higher impact scores (overall level drivers). The matrix is calibrated based on the minimum, maximum and average scores for the y-axis (adjusted impact) and x-axis (performance).

General Comments



General Comments

While Council staff received positive feedback, customers also raised frustrations about the process, describing it as *Stressful, expensive, difficult and lengthy* (38%). Some also noted *Unhelpful staff, poor service or poor communication* (23%).



Notes:
Q10. Are there any comments or feedback that you would like to make?


Sample Profile
HAURAKI
DISTRICT COUNCIL
KEYRESEARCH
Unlocking Business Knowledge

Sample Profile

		Total	
		%	Counts
1	Building Consent	76%	79
2	Resource Consent	24%	25
	TOTAL	**100%**	**104**

Sample Profile: Profession

		Total		Building Consent		Resource Consent	
	Application profession	%	Counts	%	Counts	%	Counts
1	Professional (surveyor, planner, engineer, etc.)	80%	35	76%	22	87%	13
2	Developer or property manager	11%	5	17%	5	-	-
3	On behalf of someone else but not in a professional capacity	7%	3	7%	2	7%	1
4	Others	2%	1	-	-	7%	1

		Resource Consent	
	Application process	%	Counts
1	Non-notified application	76%	19
2	Limited notified	4%	1
3	Don’t know	16%	4
4	Others	4%	1

Sample Profile: Area

		Total		Building Consent		Resource Consent	
	Area	%	Counts	%	Counts	%	Counts
	Plains						
1	Kaiaua	19%	4	25%	3	11%	1
2	Kaihere	14%	3	17%	2	11%	1
3	Kerepēhi	10%	2	17%	2	-	-
4	Ngātea	43%	9	25%	3	67%	6
5	Turua	14%	3	17%	2	11%	1
	Waihī						
6	Waihī	82%	31	87%	26	63%	5
7	Waikino	11%	4	7%	2	25%	2
8	Whiritoa	8%	3	7%	2	13%	1
	Paeroa						
9	Paeroa	100%	32	100%	27	100%	5

KEYRESEARCH
Unlocking Business Knowledge

Thank you

Head Office

Telephone: + 64 7 575 6900

Address: Level 1, 247 Cameron Road
PO Box 13297
Tauranga 3141

Website: www.keyresearch.co.nz