



greater WELLINGTON
REGIONAL COUNCIL
Te Pane Matua Taiao

Residents Awareness Measure

July 2015

Executive Summary

Versus Research was commissioned by the Greater Wellington Regional Council (Council) to conduct a review of residents' awareness of Council services. To address increasing concern regarding the representative nature of a sample achieved solely via computer-assisted telephone interviewing (CATI), an additional online sample was conducted. Both surveys were based on the research done in 2012, 2013 and 2014, measuring the residents' awareness and usage of Council's communications and also the impression they have of Council overall.

Data collection was completed between the 2nd of June and 4th July 2015, and the final sample size was n=800, being n=600 CATI interviews and n=200 online surveys. The findings of the surveys have been weighted to regionally representative proportions based on the total sample (n=800), with significant differences by data collection methodology, district and demographic grouping highlighted where appropriate. A sample of n=800 is statistically robust and yields a maximum margin of error of +/- 3.46% at the 95% confidence interval.

The surveys asked residents about their awareness and understanding of Council's role; the contact they have had with Council; services they have received from Council; as well as the awareness and readership of Council communications. Residents' use of online platforms was measured, as well as civil defence emergency preparedness, use of public transport and contact with the Metlink Call Centre.

Awareness and Understanding of Council

Overall awareness levels were on a par with 2014, with an increase in unaided awareness of Council's role in flood control and the Wairarapa water use project. Inaccurate association of Council with local council activities continued, with roading, water supply and sewerage the main services misattributed to Council.

Combined awareness (unaided and aided awareness) was on a par with last year, with the management of regional parks (89%), public transport (84%), water quality (80%), flood control (75%) and civil defence (72%) receiving the highest mentions. A greater proportion of residents associated Council with regional strategic development (up 9 percentage points to 54%); but fewer residents were aware of Council's role with regards the protection of native plants and animals (down 9 percentage points to 64%), resource consents and related activities (down 9 percentage points to 62%), development of policy with regards resource consent (down 8 percentage points to 57%), soil conservation (down 7 percentage points to 40%) and environmental education in schools (down 11 percentage points to 29%).

Although the proportion of residents who perceived the services as 'good' value for money for rates spend remained on a par with previous results (27%); increasingly residents felt that Council should demonstrate where rates were being spent. A significantly smaller proportion of residents felt that the decisions made by Council were in the best interest of the region (down 7 percentage points to 21%) and the proportion of residents who were satisfied with the opportunity to participate in Council decision-making declined considerably (down 5 percentage points to 14%). Overall satisfaction with how Council services the region declined somewhat to 59% satisfied or very satisfied.

Contact with and Service from Council

Contact with Council remained at low levels with 77% of residents having had no direct contact with Council in the past twelve months. The improvement in staff ratings were not sustained with the proportion of residents who had contacted Council in the last twelve months and who rated the service received from staff as 'good' (8-10 out of 10) declining to 44% to levels seen in 2013 (down 15 percentage points).

Communications

At an unaided level, sourcing information from the Internet (which increased 5 percentage points to 35%) surpassed sourcing information from newspapers for the first time (decreased by 13 percentage points to 33%). Online communication was further supported by an increase in the use of the Council's website (up 5 percentage points to 14%) at an unaided level.

Aided awareness of Council publications showed similar levels of response for information sent out with the rates bill (57%) and the Metlink public transport website (57%). The Council website (38%) and *Rates News* (35%) received similar levels of awareness as well. The annual plan received 28% recall, on a par with the *Our Region* publication (24%). While awareness of the WREMO Facebook page increased significantly (up 9 percentage points to 19%), awareness of the *Metlink News* declined (down 5 percentage points to 22%).

A greater proportion of residents (32%) have never seen *Our Region*, or do not read the community newspapers, with a significantly smaller proportion of residents indicating that they have seen the publication but have not read it (down 7 percentage points to 17%). Readership levels remained on a par with 2014 with 5% of residents reading *Our Region* from start to finish, 15% reading some articles and 32% flicking through and skim reading the publication.

Online Services

A greater proportion of residents do not read any newspapers (up 6 percentage points to 20%), and a greater proportion of residents indicated that they read Stuff.co.nz on a regular basis (up 5 percentage points to 8%). Ninety-five per cent of residents have Internet access either at home or at work (or both). Seventy-nine per cent of residents access the internet via PC or laptop, a significantly greater proportion accessing the Internet via smartphone (up 5 percentage points to 38%).

Fifty-two per cent of residents have accessed Council's website in the past, of which 67% accessed the site within the last twelve months. A significantly smaller proportion of website users rate the Council's website as 'good' (down 10 percentage points to 28%) with better navigation, simplified links and improved functionality the most common suggested improvements. Familiarity with the website improved ratings with residents who visited the site within the past month or three, and those who visited the website between two and five times, were more likely to rate the site between eight and ten out of ten.

Fifty-eight per cent of Internet users were members of Facebook with a further 9% active members of Twitter. Sixty-eight per cent of social media users intend to follow or sign up for information on civil defence through WREMO and 58% intend to follow public transport disruptions and service changes through Metlink. Forty-eight per cent would use social media to find out about regional parks, 46% would follow environmental or water issues like toxic algae and 45% would follow regional projects or events. Thirty-six per cent would share information about regional issues via social media (a considerable increase of 8 percentage points) and 26% would use social media to obtain information about cycling.

Specific Services

Use of the public transport network saw a significant increase with 80% of residents having used the network in the past twelve months. Forty-four per cent of public transport users used the network at least once a week, with 21% using the network five or more days per week.

Sixteen per cent of residents have contacted the Metlink call centre. Forty-four per cent of those who did contact the Metlink call centre described the service as excellent (14%) or very good (30%).

Twenty-three per cent of residents do not have sufficient food and water to last for three days (a significant increase of 11 percentage points). Younger, urban and non-ratepayer audiences were more likely to not have sufficient food and water to last for three days.

Points to Consider

The use of a mixed method for data collection did impact on results with a more regionally representative sample reached via the combination of CATI and online surveys. The online survey managed to access the younger, urban, renter (non-ratepayer) audience, providing insights into a technology savvy young person's life and their relationship with Council, while the CATI survey provided a balanced view of the rural, semi-rural, older, ratepayer audience. We would recommend retaining a mixed method approach for future surveys to ensure feedback from this wider base.

In order to enhance the sense of value from Council rates, residents want to see improvements on the services associated with Council, namely regional parks, public transport, water quality, flood control and civil defence. Unfortunately the inaccurate association of Council with local council services has continued, and especially roading, water supply and sewerage problems were attributed to Council as well.

Our Region continued to reach the older, ratepayer audience, who were also more likely to read newspapers and local community papers. Unfortunately younger, urban, renters were less likely to read newspapers or community newspapers and less likely to be aware of Council publications. Overall, print media seems to be increasingly under threat from online media, with a fifth of residents not reading any newspapers.

Increasingly information regarding Council is being sourced online, with both the Council website and WREMO Facebook used most frequently. Although the majority of residents who use the Internet (95%) access it via a PC or laptop (79%), smartphone access is increasing (up 5 percentage points to 38%). To some extent, the decline in satisfaction with the Council website can be attributed to touchscreen technology being used for access, with suggested improvements revolving around simplified navigation and decluttering of content.

Younger, non-ratepayer audiences were more likely to be reached via online communication platforms, and encouragingly there was strong interest from residents in Council communication regarding relevant services (e.g. public transport updates) via social media. We would recommend retaining the multi-channel communication strategy to reach diverse audiences.

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1 Method

1.1 Background

The Greater Wellington Regional Council (Council) uses a range of channels to communicate with residents in the Greater Wellington area. Council has been looking at ways in which to improve the effectiveness of its communications and has been conducting independent research with Versus Research (Versus) since 2012 to better understand how residents view Council's communications and what improvements or changes need to be made to the current communication strategy.

Council has expressed interest in a mixed method approach to data collection with increasing concern around the representative nature of a sample achieved solely via telephone interviewing. Although telephone surveying has always been the fastest, most cost-effective means of getting feedback from a large sample of residents, there has been an increasing incidence of select population groups who do not have landlines available to them or who elect not to have a landline at home. Given this concern, Versus recommended including a portion of online interviews in the 2015 survey to supplement the gap in the sample and ensure robust coverage of the resident population.

In 2015, therefore, a total of n=800 interviews was collected as follows: n=600 telephone surveys collected via computer aided telephone interviewing (CATI) in line with previous years, supplemented with an additional n=200 interviews collected online from residents who did not have a landline available to them.

The benefit of the larger sample size was the ability to compare online results to a robust telephone measure, while retaining direct comparability to the historical results; i.e. the n=600 telephone surveys could be compared directly to last year, and the online sample could be analysed and profiled in detail for the potential impact of data collection method on the results.

Upon completion of the data collection, top line results was shared with Council and, in consultation, it was decided to present the findings for 2015 overall (i.e. based on n=800 total sample) highlighting the differences across data collection method where applicable. Data collection was carried out between the 2nd of June and 4th of July 2015. CATI interviews were, on average, 15 minutes in duration.

Due to the difference in data collection methods, two versions of the questionnaire were developed: one being the script for telephone interviewing and the other a self-completion format for online surveys. Both questionnaires are available in Section Eight.

1.2 Sample Selection

This project utilised a stratified sample based on the districts that make up the Greater Wellington Regional Council; that is, the sample overall is designed to reflect the districts of Greater Wellington proportionately¹. To ensure the sample proportions were achieved in the CATI interviews, quotas were applied to specific districts as outlined in Table 1 below.

Similarly, the invitation to participate in the online survey was sent out to a representative sample, but a response was only collected from residents who did not have a listed landline, resulting in a greater response from Wellington City and Hutt City districts. The full sample profile is detailed by data collection method in Section Two to provide context to the findings.

Table 1: Sample

District Council Area	2014		2015	
	Unweighted proportion of sample	Number of interviews completed in District Council Area	Unweighted proportion of sample	Number of interviews completed in District Council Area
Kapiti Coast	10%	62	10%	78
Porirua	10%	63	10%	77
Masterton	5%	30	5%	40
Carterton	6%	32	4%	34
South Wairarapa	5%	30	4%	35
Upper Hutt	9%	52	8%	64
Hutt City	23%	140	20%	159
Wellington	32%	194	39%	313
Total	100%	603	100%	800

¹ Based on Statistics New Zealand Census 2013.

1.3 Weighting

Age and gender weightings have been applied to the combined data set (n=800 responses). Weighting ensured that specific demographic groups were not under or over-represented in the final data set and that each group was represented as it would be in the population. Weighting gave greater confidence that the final results were representative of the regional population overall and were not skewed by a particular demographic group. The proportions used for the gender and age weights were taken from the 2013 Census data (Statistics New Zealand). These proportions are outlined in the table below:

Table 2: Weight Proportions

Demographic	Proportion of Regional Population
Male 18 - 34	15%
Female 18 - 34	16%
Male 35 - 54	19%
Female 35 - 54	21%
Male 55+	14%
Female 55+	15%
Total	100%

1.4 Margin of Error

Margin of error (MOE) is a statistic used to express the amount of random sampling error there is in a survey's results. The MOE is particularly relevant when analysing a subset of the data, as smaller sample sizes incur a greater MOE.

The combined sample size for this particular study in 2015 is n=800, which gives a maximum margin of error of +/- 3.46% at the 95% confidence interval; that is, if the observed result on the total sample of n=800 residents is 50% (point of maximum margin of error), then there is a 95% probability that the true answer falls between 46.54% and 53.46%. The maximum MOE for the groups included in the survey are listed in the table below:

Table 3: Margin of Error

Sub-group	Sample size (n=)	Maximum MOE at the 95% confidence interval
Kapiti Coast	78	+/- 11.1%
Porirua	77	+/- 11.17%
Masterton	40	+/- 15.5%
Carterton	34	+/- 16.81%
South Wairarapa	35	+/- 16.57%
Upper Hutt	64	+/- 12.25%
Hutt City	159	+/- 7.77%
Wellington	313	+/- 5.54%
Total	800	+/-3.46%

1.5 Reporting of Results

Subgroup analysis

The results in this report are primarily analysed and displayed at the combined level and by district. For key measures and where appropriate, significant demographic differences and differences across data collection methodology, have been noted in table form below the charts displaying the total level results. The 2015 results have been compared to 2014, 2013 and 2012 findings where appropriate.

Question wording and base sizes

The exact question asked in the survey and the base sizes, i.e. the number of residents that answered each question, are shown as footnotes for that question. In the main, changes to the questionnaire were kept to a minimum with the following wording tweaks made to reflect current Council services:

- Prompts regarding water supply services and owning the regional stadium were removed.
- Prompts regarding resource consent and permits for activities that have environmental impacts have been refined to include monitoring compliance with consents and regional plans.
- Prompts regarding providing of the pollution incidents 24/7 hotline were included.
- Prompts regarding the Whaitua committee were refined to include Ruamahanga and Porirua.
- Prompts regarding the *Our Region* publication have been amended to refer to distribution in community newspapers to reflect current practice.
- Prompts regarding magazines, roadside banners and Greater Wellington events as communication channels used by Council were removed.
- Council publication of factsheets and roadside banners have been excluded and the Annual Plan has replaced the *Year in Review*.
- Prompts regarding Council use of social media were refined to include civil defence emergencies through WREMO, public transport changes through Metlink, environmental or water issues like toxic algae and information on cycling etc.

1.5.1 Significance Testing

Significance testing is used to determine whether the difference between two results is statistically significant or not, i.e., to determine the probability that an observed difference occurred as a result of chance. Significance testing has been applied to those groups with more than n=30 people.

This test shows the differences between the proportions (also known as a Z test) and compares the results for respondents in each sub-group with all other respondents who are not in that sub-group.

Differences are indicated in the charts as follows:

- **Green** shading indicates the result is significantly greater from the total at the 95% and 99% confidence level.
- **Yellow** shading indicates the result is significantly lower from the total at the 95% and 99% confidence level.

Differences are indicated in tables by plus or minus signs as follows:

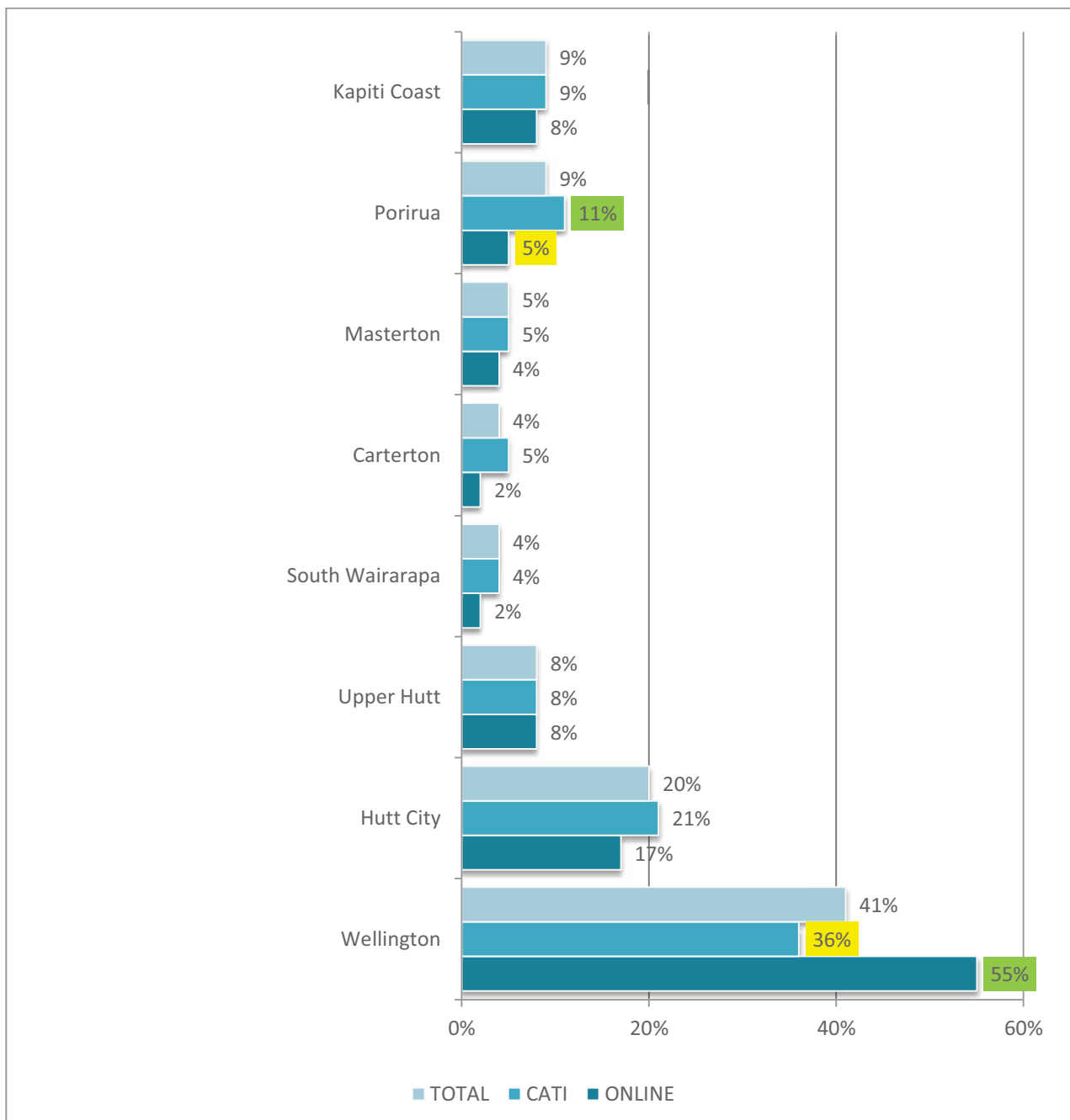
- One plus after a result indicates the result is significantly greater at the 90% confidence interval.
- Two plusses after a result indicate the result is significantly greater at the 95% confidence level.
- Three plusses after a result indicate the result is significantly greater at the 99% confidence level.

2 Sample Profile

This section outlines the sample composition of residents surveyed for the overall sample (n=800) and details the differences across the telephone (CATI) and online data collection methods to provide context for the findings.

Weighted proportions showed similar levels of response from Kapiti Coast, Masterton, Carterton, South Wairarapa, Upper Hutt and Hutt City for both CATI and online samples. A considerably higher proportion of residents from Porirua district participated in the CATI survey, while a significantly greater proportion of residents from Wellington City participated in the online survey.

Figure 1: District Representation²



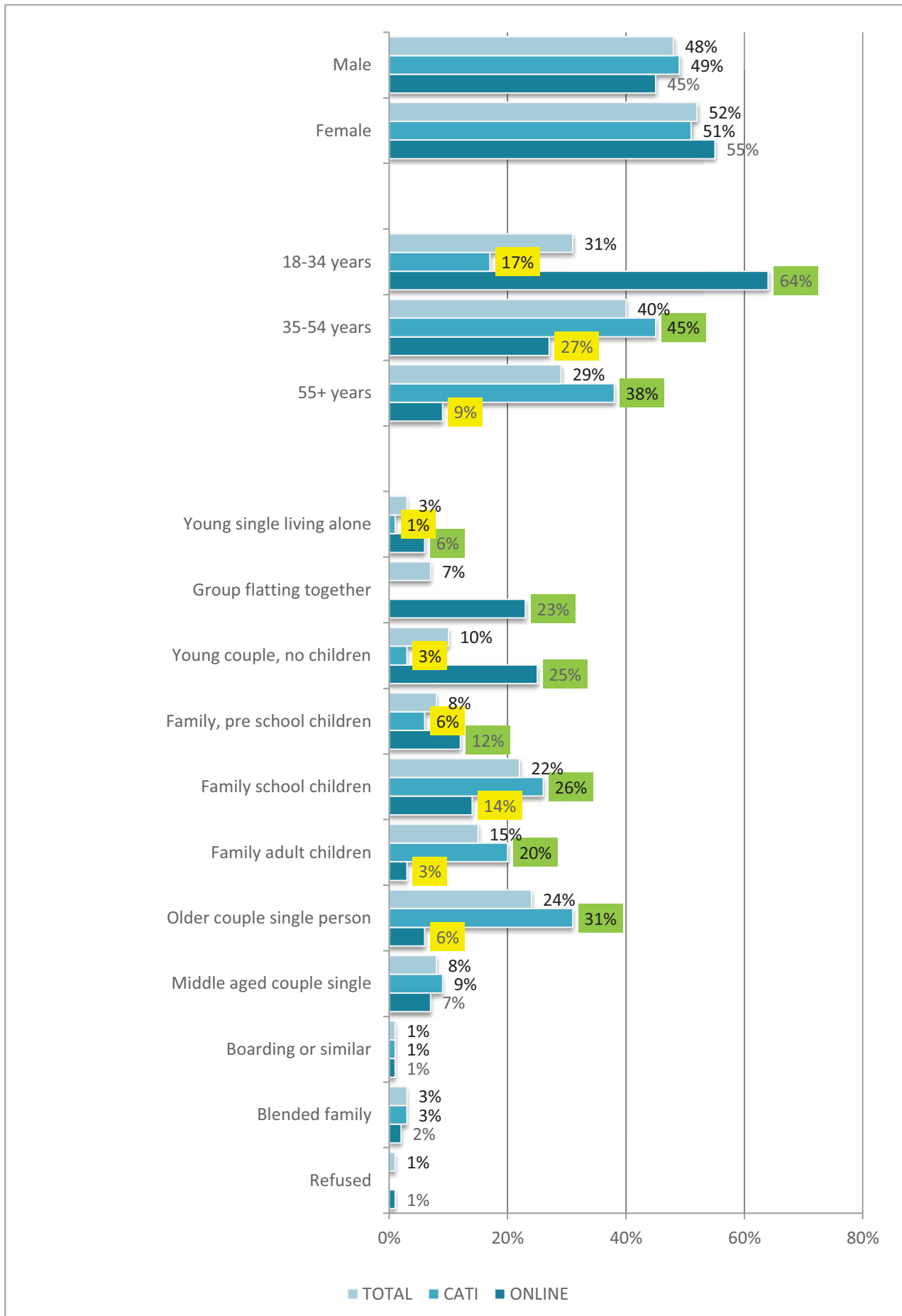
² Q. District representation. Base Total n=800, CATI n=600, Online n=200.

As illustrated in Figure 2 (page 13), analysis across key demographics showed a similar gender distribution for CATI and online samples, with a combined 48% male residents and 52% female residents represented overall.

Greater variance was evident across age groups with the online method capturing a significantly greater response from residents aged between 18 and 34 years (64% cf. total, 31%), while the CATI survey collected considerably more response from residents aged between 35 and 54 years (45% cf. total, 40%) and residents aged 55 years or older (38% cf. total, 29%).

These differences were further reflected in household composition with the online survey capturing a significantly greater response from young singles living alone (6% cf. total, 3%), groups flatting together (23% cf. total, 7%), young couples with no children (25% cf. total, 10%) and families with mainly pre-school aged children (12% cf. total, 8%). CATI responses were more likely to be captured from families with mainly school aged children (26% cf. total, 22%), families with adult children (20% cf. total, 15%) and older couples and single persons (31% cf. total, 24%).

Figure 2: Demographic Profile³



³ Q. Gender, age, household situation. Base Total n=800, CATI n=600 Online n=200.

A profile of residents' living arrangements highlighted additional differences between the CATI and online samples, with CATI respondents more likely to be house owners (95% cf. total, 79%), living in semi-rural areas (10% cf. total, 8%) and house dwellers (96% cf. total, 90%). In comparison, online respondents were more likely to be renters (54% cf. total, 18%), living in urban areas (94% cf. total, 87%), and living in shared flats (14% cf. total, 5%) or apartments (10% cf. total, 5%).

Figure 3: Living arrangements profile⁴



⁴ Q. House ownership, property type and dwelling type. Base Total n=800, CATI n=600, Online n=200.

3 Awareness and Understanding of Council's Role

This section details awareness of Council's activities, perceptions regarding Council's decision-making and perceived value derived from rates. The section concludes with an overall satisfaction rating with how Council services the region as a whole.

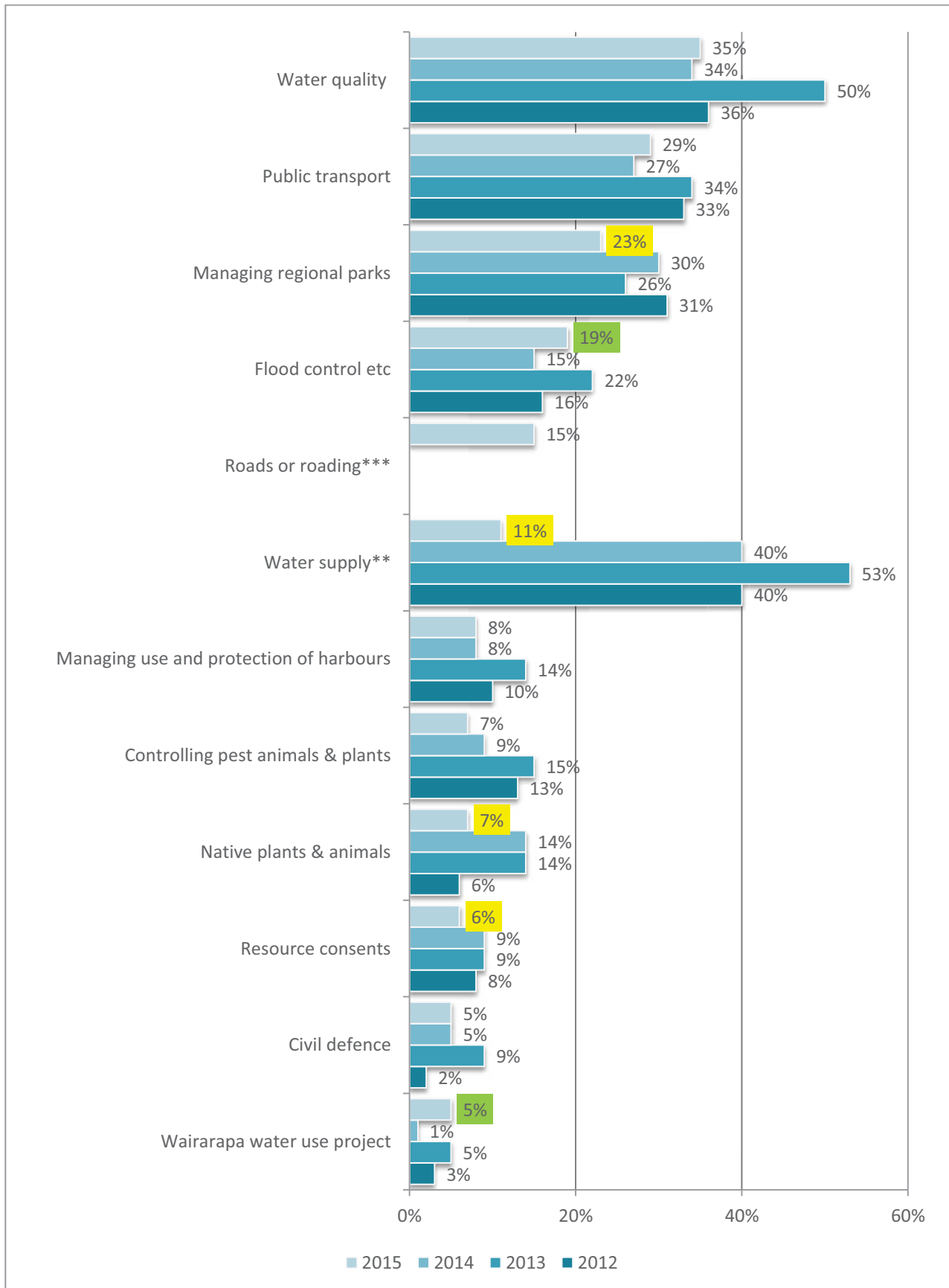
3.1 Unaided Awareness of Council Activities

As illustrated in Figure 4 (page 16), at an unaided level 35% of residents associate the Regional Council with assuring water quality and a further 29% associate the Council with the public transport network serving the region. A considerably smaller proportion of residents associated Council with management of the regional parks (down 7 percentage points to 23%), management of native plants and animals (down 7 percentage points to 14%) and issuing of resource consents and related activities (down 3 percentage points to 6%). In line with amended water supply arrangements a considerably smaller proportion of residents associate Council with this activity (down 29 percentage points to 11%).

The proportion of residents who associated Council with flood control and related activities has increased year on year (up 4 percentage points to 19%) and similarly a greater proportion of residents associated Council with the Wairarapa water use project (up 4 percentage points to 5%).

Fifteen per cent of residents mistakenly associate Council with the roading network in the region.

Figure 4: Unaided Awareness (more than 5% unaided awareness)⁵

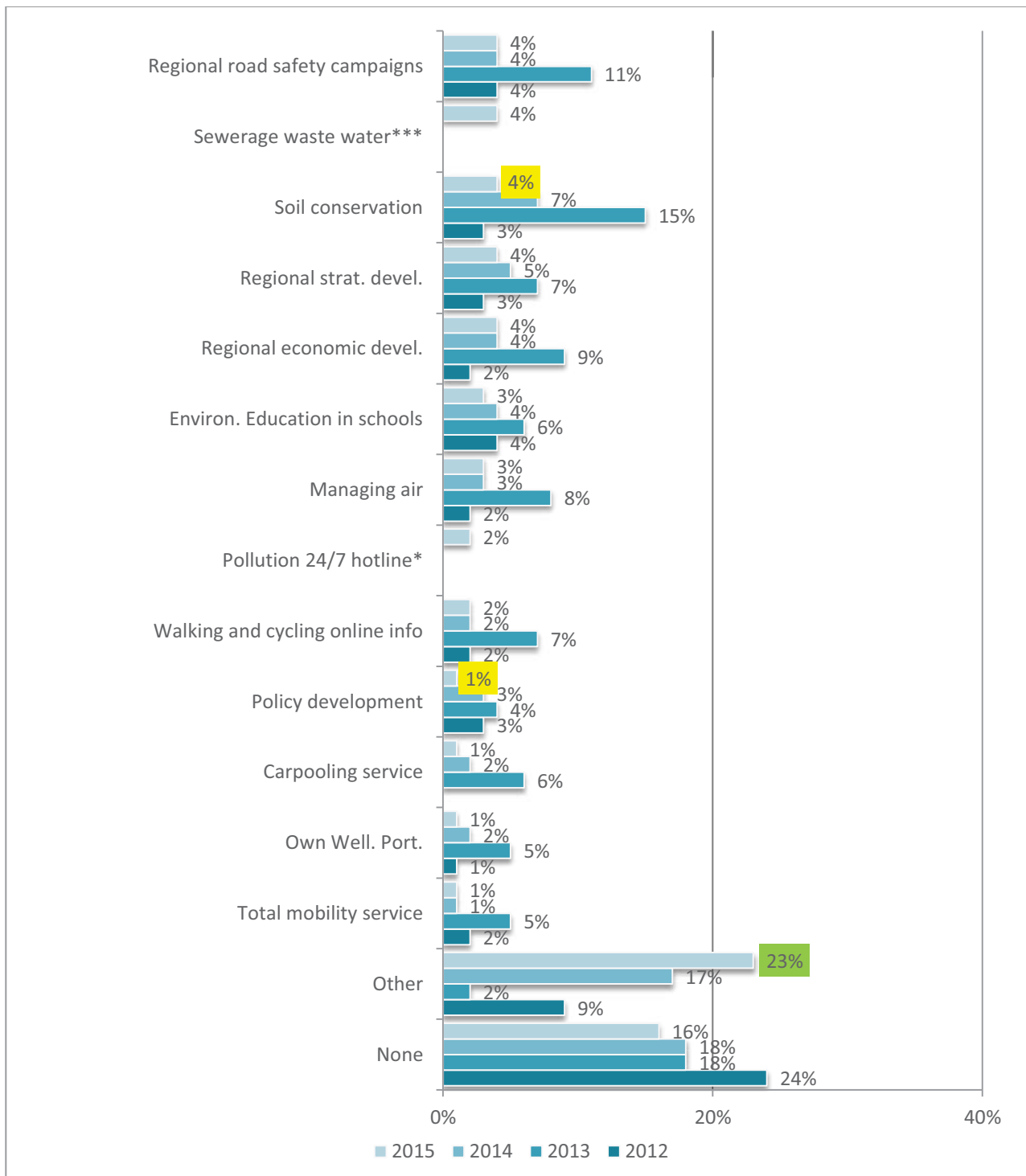


⁵ Q. Thinking about the work the Regional Council does, what areas or activities do you think it is involved in? Base: 2015 n=800, 2014 n=622, 2013 n=603, 2012 n=603. **Prompt removed at aided level. ***In addition to other local council services.

At lower levels (fewer than 5% mention), a smaller proportion of residents associated Council with soil conservation (down 3 percentage points to 4%) and developing policy regarding resource consent (down 2 percentage points to 1%). There was an increased inaccurate association of Council with local, district council activities leading to a significant increase in 'other' responses.

Regional road safety (4%), sewerage and wastewater (4%), development of a regional strategy (4%) and regional economic development (4%) all received similar levels of response. Two per cent of residents associated the pollution 24/7 hotline with Council.

Figure 5: Unaided Awareness (less than 5% unaided awareness)⁶



⁶ Q. Thinking about the work the Regional Council does, what areas or activities do you think it is involved in? Base: 2015 n=800, 2014 n=622, 2013 n=603, 2012 n=603. * Added in 2015. *** In addition to other local council services.

3.2 Total Awareness (Combined Aided and Unaided Awareness)

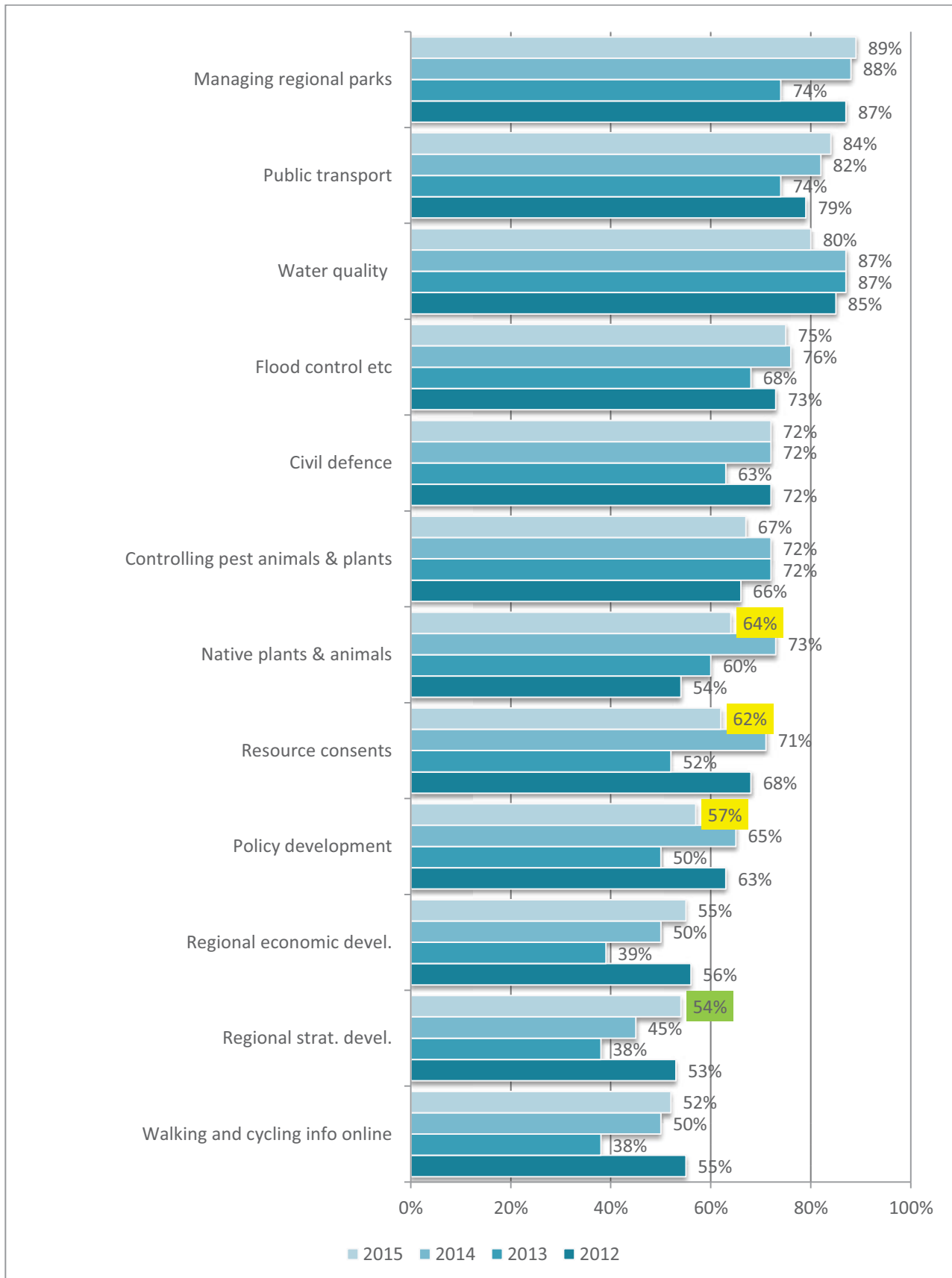
As illustrated in Figure 6 (page 19), 89% of residents were aware of Council's management of regional parks at a combined level (total aided and unaided awareness), 84% were aware of Council's role in providing the public transport network and 80% were aware of Council's role regarding the water quality of the region's lakes, rivers and streams.

Seventy-five per cent of residents were aware of Council's role regarding flood control and related activities, 72% were aware of Council's provision of civil defence support in emergencies and 67% were aware of Council's control of pest animals and plants. All the measures listed above were on a par with previous results.

A significantly smaller proportion of residents were aware of Council's role in the management of native plants and animals (down 9 percentage points to 64%), Council's role in issuing resource consents and related activities (down 9 percentage points to 62%) and the development of policies relating to resource consents (down 8 percentage points to 57%).

Fifty-five per cent of residents were aware of Council's role in regional economic development, an increase of 5% year on year; and a further 54% were aware of Council's role in developing a regional strategy (up 9 percentage points). Fifty-two per cent of residents were aware of the walking and cycling information provided online by Council.

Figure 6: Total Awareness of Council Activities (more than 50% awareness)⁷

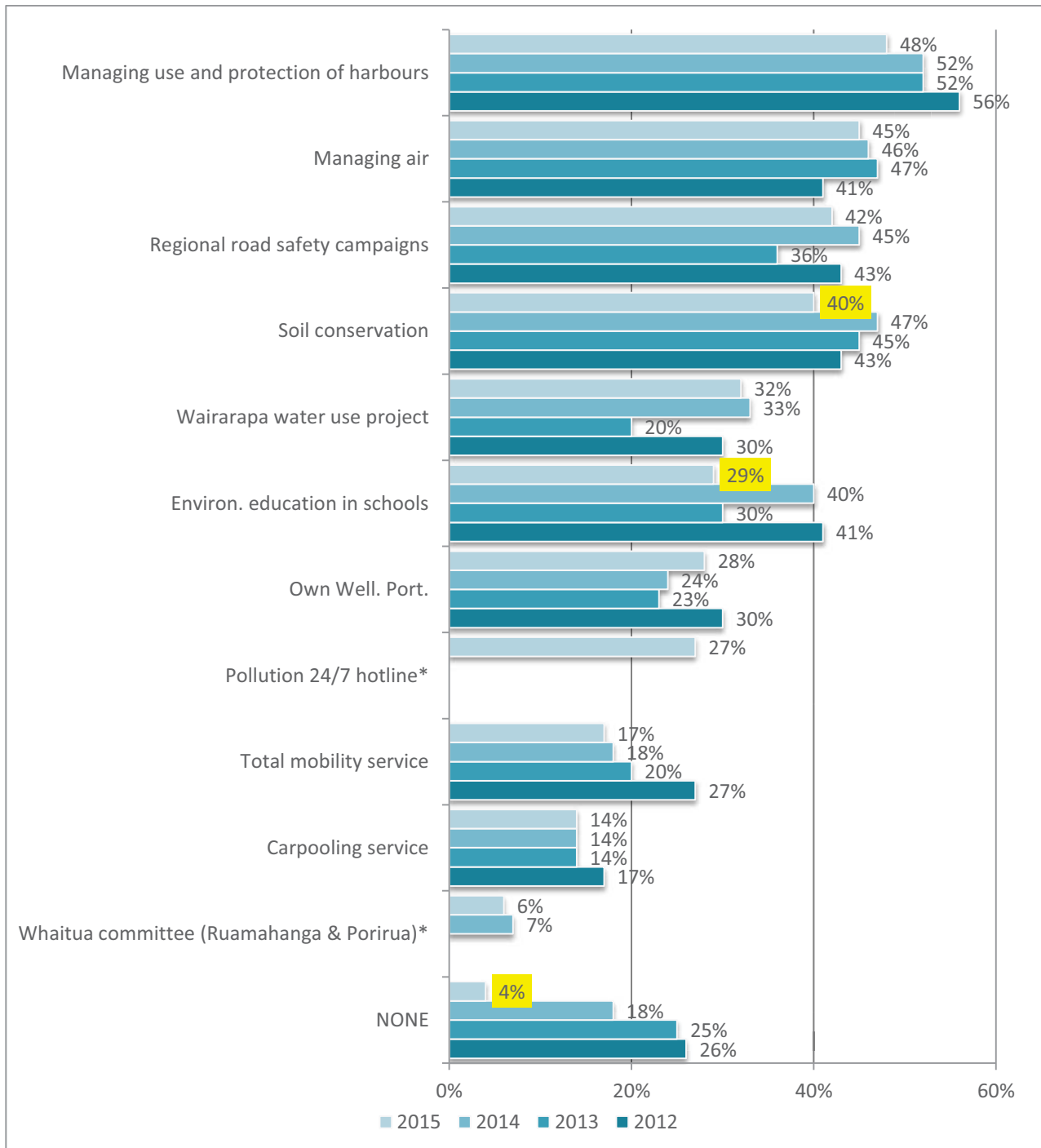


⁷ Q. I am going to read out some areas that the Regional Council works in. Can you please tell me if you were aware that the Regional Council was involved in these areas before this phone call? Base: 2015 n=800, 2014 n=622, 2013 n=603, 2012 n=603.

Activities that received fewer than 50% combined awareness levels are shown in Figure 7 below. Overall, combined awareness of Council activities has increased with a significantly smaller proportion of residents unaware of Council’s role in relation to any of the activities (‘none’ down 14 percentage points to 4%).

A significantly smaller proportion of residents were aware of Council’s role in relation to soil conservation (down 7 percentage points to 40%) and environmental education in schools (down 11 percentage points to 29%).

Figure 7: Total Awareness of Council Activities (less than 50% awareness)⁸



⁸ Q. I am going to read out some areas that the Regional Council works in. Can you please tell me if you were aware that the Regional Council was involved in these areas before this phone call? Base: 2015 n=800, 2014 n=622, 2013 n=603, 2012 n=603. * Added in 2015.

As illustrated in Table 4 (page 22), residents from the Kapiti Coast district were more likely to be aware of Council's role in managing regional parks (98% cf. total, 89%) and provision of a Total Mobility service (27% cf. total, 17%).

Masterton, Carterton and South Wairarapa residents were more likely to be aware of Council's involvement with the Wairarapa water use project (66%, 60% and 69% respectively cf. total, 32%) and the Whaitua committee (19%, 21% and 18% respectively cf. total, 6%). Carterton residents were also more likely to be aware of Council's role with soil conservation (59% cf. total, 40%) and Council's provision of a 24/7 pollution hotline (42% cf. total, 27%).

South Wairarapa residents were more likely to be aware of Council's role in managing the water quality of the region's lakes, rivers and streams (95% cf. total, 80%), controlling pest animals and plants (84% cf. total, 67%), regional economic development (78% cf. total, 55%) and soil conservation (63% cf. total, 40%).

Residents from Upper Hutt district were more likely to be aware of walking and cycling information provided online by Council (64% cf. total, 52%). Wellington City residents were more likely to be aware of Council's role in provision of the public transport network (87% cf. total, 84%) and development of the Wellington regional strategy (59% cf. total, 54%).

Table 4: Total Awareness of Council Activities by District

	DISTRICT								
	Total	Kapiti Coast	Porirua	Masterton	Carterton	South Wairarapa	Upper Hutt	Hutt City	Wellington
	800	78	77	40	34	35	64	159	313
Managing Regional Parks	89%	98% +++	90%	74% ---	77% --	81%	90%	89%	89%
Public transport	84%	89%	80%	57% ---	84%	92%	76% -	82%	87% ++
Water quality	80%	82%	87% +	102%	82%	95% ++	86%	82%	71% ---
Flood control	75%	72%	81%	65%	82%	89% +	76%	76%	74%
Civil defence	72%	80% +	78%	74%	56% --	66%	67%	69%	73%
Controlling pest animals and plants	67%	74%	66%	78%	79%	84% ++	78% +	60% --	63% -
Native plants and animals	64%	71%	70%	65%	73%	69%	61%	56% --	63%
Resource consents	62%	66%	60%	63%	67%	68%	55%	55% --	65%
Developing policies for resources	57%	53%	47% -	56%	46%	63%	61%	56%	60%
Regional economic development	55%	53%	53%	49%	50%	78% +++	54%	49%	57%
Wellington Regional Strategy	54%	50%	57%	48%	34% --	58%	49%	49%	59% ++
Walking & cycling online info	52%	60%	53%	48%	32% --	66% +	64% ++	49%	51%
Managing harbours	48%	51%	52%	47%	55%	42%	53%	52%	45% -
Managing our air / air pollution	45%	39%	45%	48%	49%	52%	51%	43%	44%
Regional road safety campaign	42%	51% +	46%	35%	49%	48%	51%	41%	37% --
Soil conservation	40%	39%	34%	52%	59% ++	63% +++	46%	41%	35% --
Wairarapa water use project	32%	26%	36%	66% +++	60% +++	69% +++	21% --	26% -	29% -
Eviro. education in schools	29%	30%	31%	40%	32%	43% +	34%	33%	22% ---
Owning Centreport	28%	26%	31%	13% --	26%	34%	30%	29%	29%
Providing pollution 24/7 hotline	27%	25%	30%	18%	42% ++	32%	23%	32% +	23%
Providing a Total Mobility service	17%	27% ++	15%	20%	17%	14%	17%	17%	16%
Providing a carpooling service	14%	16%	16%	5% -	15%	15%	16%	17%	13%
Whaitua committee	6%	3%	2%	19% +++	21% +++	18% +++	11%	6%	4% -
Not aware of any	4%	1%	6%	5%	6%	0%	3%	3%	4%

As illustrated in Table 5 (pages 23 and 24), older house owners were more likely to be aware of Council’s role regarding water quality of the region’s rivers and lakes, flood control and managing the region’s harbours. Residents living in urban areas were more likely to be aware of Council providing the public transport network, while families with pre-school and/or school aged children were more likely to be aware of Council’s management of the regional parks and reserves.

Female residents were more likely to be aware of civil defence initiatives and the walking and cycling information provided online. Male residents were more likely to be aware of Council’s role in managing air quality and ownership of Centreport.

Older residents and residents in living in semi-rural areas and rural areas were more likely to associate Council with the management of native plants and animals, and controlling pest animals and plants. Residents aged between 18 and 34 years and renters were more likely to not be aware of any of Council’s activities.

Table 5: Key Demographic Differences in Total Awareness⁹

More likely to recall...	TOTAL Score	Demographic difference
Managing regional parks	89%	- Families with pre-school and school aged children (92%) - House owners (91%)
Providing public transport	84%	- Living in urban areas (85%)
Water quality	80%	- Aged 55+ years (89%) - Families with pre-school and school aged children (84%) - Older, middle aged couples and singles (89%) - House owners (85%) - Living in semi-rural areas (90%) - Living in rural areas (92%) - House dwellers (82%)
Flood control	75%	- Aged 35-54 years (79%) - Aged 55+ years (85%) - Older, middle aged couples and singles (85%) - House owners (79%)
Civil defence	72%	- Female residents (76%) - Older, middle aged couples and singles (80%)
Controlling pest animals & plants	78%	- Aged 55+ years (77%) - Older, middle aged couples and singles (75%) - House owners (72%) - Living in semi-rural areas (80%) - Living in rural areas (82%) - House dwellers (68%)
Native plants & animals	64%	- Aged 55+ years (71%) - Older, middle aged couples and singles (69%) - Families with adult children (72%) - House owners (67%) - Living in semi-rural areas (80%) - House dwellers (65%)
Resource consents	62%	- Aged 55+ years (69%) - Older, middle aged couples, singles (69%) - House owners (66%)

⁹ I am going to read out some areas that the Regional Council works in. Can you please tell me if you were aware that the Regional Council was involved in these areas before this phone call? Base: 2015 n=800; CATI n=600, Online n=200, Male n=352, Female n=448, 18-34yrs n=158, 35-54yrs n=355, 55+yrs n=287, Families pre/school children n=242, Families adult children n=111, Older/Mid sng/cpl n=305, Group flatting together n=38, Young couples no children n=53, house owners n=670, renters n=111, Urban n=690, Semi-rural n=65, Rural/Other n=45, house dwellers n=733, flat or apartment dwellers n=67.

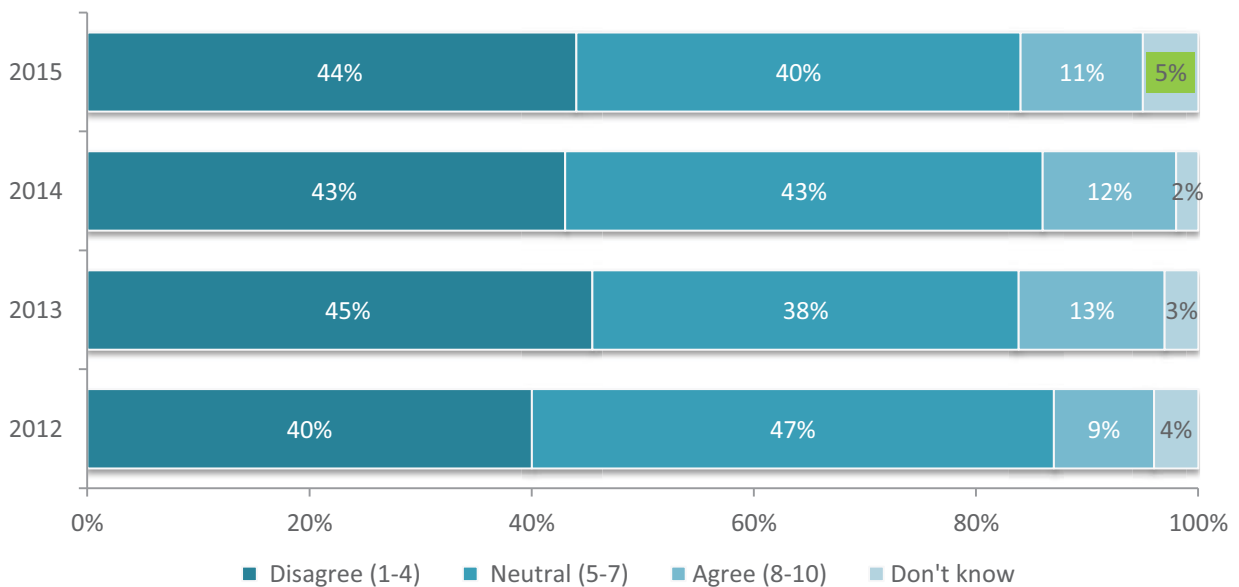
More likely to recall...	TOTAL Score	Demographic difference
Policy development	57%	- Aged 55+ years (64%) - Older, middle aged couples, singles (66%) - House owners (62%)
Regional economic development	55%	- Aged 55+ years (66%) - Older, middle aged couples and singles (68%) - House owners (58%)
Regional strategy	54%	- Aged 35-54 years (59%) - Older, middle aged couples and singles (61%) - House owners (57%)
Walking and cycling info online	52%	- Female residents (56%) - Aged 55+ years (59%) - Older, middle aged couples and singles (61%) - House owners (56%) - Living in semi-rural areas (68%)
Managing harbours	48%	- Aged 55+ years (62%) - Older, middle aged couples and singles (63%) - House owners (54%) - Living in semi-rural areas (66%) - House dwellers (50%)
Managing air	45%	- Male residents (50%) - Older, middle aged couples and singles (52%) - House owners (47%)
Regional road safety campaign	42%	- Aged 55+ years (47%)
Soil conservation	40%	- Aged 55+ years (58%) - Older, middle aged couples and singles (56%) - House owners (46%) - Living in semi-rural areas (58%) - House dwellers (42%)
Wairarapa water use project	32%	- Aged 55+ years (47%) - Older, middle aged couples and singles (46%) - House owners (36%)
Enviro. Education in schools	29%	- Aged 55+ years (36%) - Older, middle aged couples and singles (34%) - House owners (31%) - Living in semi-rural areas (41%) - House dwellers (30%)
Owning Centreport	28%	- Male residents (33%) - Aged 55+ years (39%) - Older, middle aged couples and singles (37%) - House owners (32%)
Providing pollution 24/7 hotline	27%	- Aged 55+ years (39%) - Older, middle aged couples and singles (39%) - House owners (31%) - House dwellers (28%)
Total Mobility service	17%	- Aged 55+ years (24%) - Older, middle aged couples and singles (24%) - Living in semi-rural areas (27%)
Carpooling service	14%	- Aged 55+ years (19%) - Older, middle aged couples and singles (18%) - House owners (16%) - House dwellers (16%)
Whaitua committee	6%	- Aged 55+ years (11%) - Older, middle aged couples and singles (10%) - Living in semi-rural areas (15%) - Living in rural areas (15%)
Not aware of any	4%	- Aged 18-34 years (6%) - Renters (9%)

3.3 Council Decision-making and Value Perceptions

Eleven per cent of residents agreed (rating their understanding between 8 and 10 out of 10) that they understood how Council makes decisions. Forty per cent of residents rated their understanding between five and seven out of ten (neutral), with a further 44% indicating that they do not understand Council’s decision-making (rating their understanding between 1 and 4 out of 10).

In the main, these results were on a par with last year, but a greater proportion of residents indicated that they were unsure how to rate their understanding of Council’s decision-making (up 3 percentage points to 5%).

Figure 8: Understanding Council’s Decision-making Process¹⁰



¹⁰ Q. I am going to read out a few statements about the Regional Council’s decision-making processes. As I read these out, can you please tell me how much you agree or disagree with each of the statements using a 1-10 scale, where 1 is disagree and 10 is agree: Overall I understand how Council makes decisions. Base: 2015 n=800, 2014 n=622, 2013 n=603, 2012 n=603.

Female residents, families with pre-school and school aged children and groups flatting together were more likely to disagree that they understood how Council makes decisions. Male residents were more likely to agree (8-10/10) that they understood how Council makes decisions. Renters and flat or apartment dwellers were more likely to be unsure how to rate their understanding of Council’s decision-making processes.

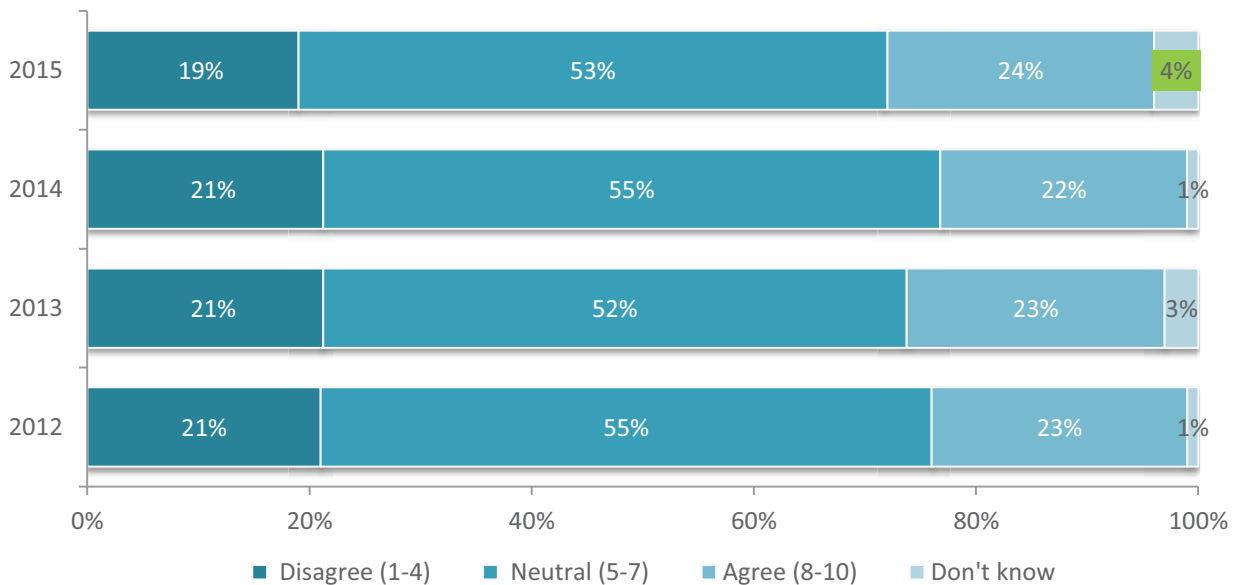
Table 6: Key Demographic Differences in Understanding Council’s Decision-making Process¹¹

More likely to ...	TOTAL Score	Demographic difference
Disagree (1-4)	44%	<ul style="list-style-type: none"> - Female residents (50%) - Aged 35-54 years (51%) - Families with pre-school or school aged children (50%) - Groups flatting together (61%)
Neutral (5-7)	40%	<ul style="list-style-type: none"> - Aged 55+ years (48%) - Older, middle aged couples and singles (48%) - House owners (43%) - Living in semi-rural areas (52%) - South Wairarapa residents (57%)
Agree (8-10)	11%	<ul style="list-style-type: none"> - Male residents (14%)
Don’t know	5%	<ul style="list-style-type: none"> - Renters (12%) - Flat or apartment dwellers (10%)

¹¹ Q. Overall I understand how Council makes decisions. Base: 2015 n=800; CATI n=600, Online n=200 Male n=352, Female n=448, 18-34yrs n=158, 35-54yrs n=355, 55+yrs n=287, Families pre/school children n=242, Families adult children n=111, Older/Mid sng/cpl n=305, Group flatting together n=38, Young couples no children n=53, house owners n=670, renters n=111, Urban n=690, Semi-rural n=65, Rural/Other n=45, house dwellers n=733, flat or apartment dwellers n=67.

Twenty-four per cent of residents felt they would like to have a greater say in what Council does (8-10/10). Fifty-three per cent were neutral in this regard, with a further 19% indicating that they would not like a greater say in what Council does (1-4/10). These results were on a par with last year, but a greater proportion of residents were unsure whether they would want to have a greater say in what Council does (up 3 percentage points to 4%).

Figure 9: Interest in Greater Say in Council Activities¹²



Male residents were more likely to want a greater say in what Council does, while groups flatting together, renters and flat or apartment dwellers were more likely to be unsure in this regard.

Table 7: Key Demographic Differences in Interest in Greater Say in Council Activities¹³

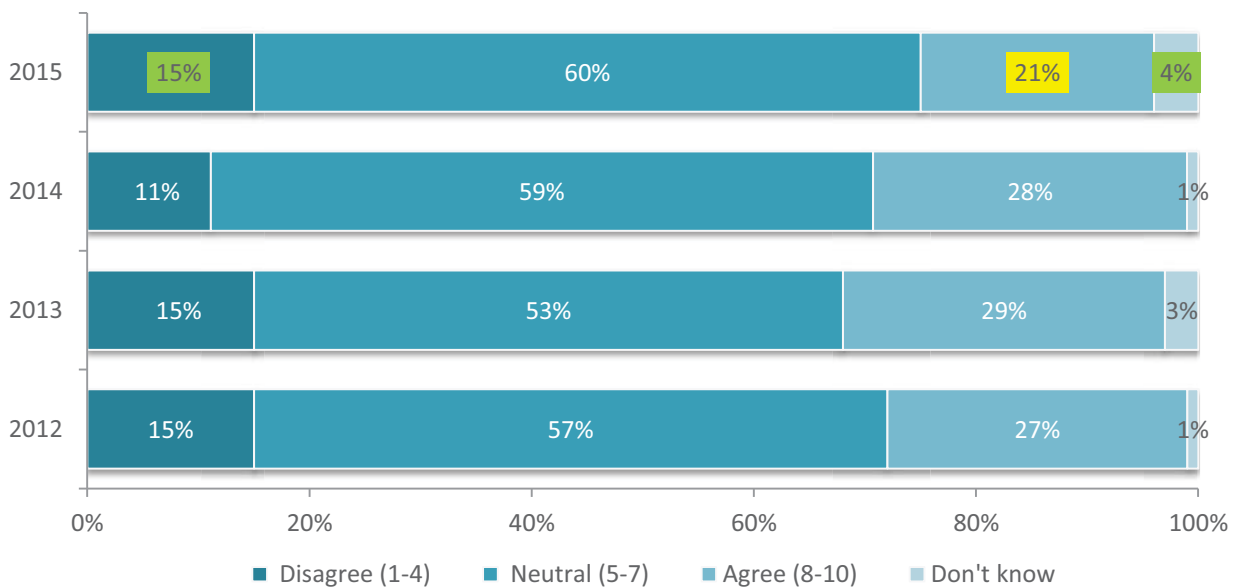
More likely to ...	TOTAL Score	Demographic difference
Agree (8-10)	24%	- Male residents (27%)
Don't know	4%	- Groups flatting together (11%) - Renters (9%) - Flat or apartment dwellers (10%)

¹² Q. I am going to read out a few statements about the Regional Council’s decision-making processes. As I read these out, can you please tell me how much you agree or disagree with each of the statements using a 1-10 scale, where 1 is disagree and 10 is agree: I would like to have a greater say in what Council does. Base: 2015 n=600, 2014 n=622, 2013 n=603, 2012 n=603.

¹³ Q. I would like to have a greater say in what Council does. Base: 2015 n=800; CATI n=600, Online n=200, Male n=352, Female n=448, 18-34yrs n=158, 35-54yrs n=355, 55+yrs n=287, Families pre/school children n=242, Families adult children n=111, Older/Mid sng/cpl n=305, Group flatting together n=38, Young couples no children n=53, house owners n=670, renters n=111, Urban n=690, Semi-rural n=65, Rural/Other n=45, house dwellers n=733, flat or apartment dwellers n=67.

Considerably fewer residents indicated that they have confidence in Council’s decision-making being in the region’s best interest (8-10/10 down 7 percentage points to 21%), with a subsequent increase in the proportion of residents who did not have confidence in Council’s decision-making for the region (1-4/10 up 4 percentage points to 15%). Sixty per cent of residents were neutral, with a considerably greater proportion of residents unsure how to rate this aspect (up 3 percentage points to 4%).

Figure 10: Confidence in Council Decision-making being in the Region’s Best Interest¹⁴



Older residents and those living in rural areas were more likely to disagree that they have confidence in Council’s decision-making being in the region’s best interest. Renters and flat or apartment dwellers were more likely to be unsure whether they have confidence in Council’s decision-making being in the region’s best interest.

Table 8: Key Demographic Differences in Confidence in Council Decision-making being in the Region’s Best Interest¹⁵

More likely to ...	TOTAL Score	Demographic difference
Disagree (1-4)	15%	- Aged 55+ years (20%) - Older, middle aged couples and singles (21%) - Living in rural areas (30%)
Don't know	4%	- Renters (8%) - Flat or apartment dwellers (8%)

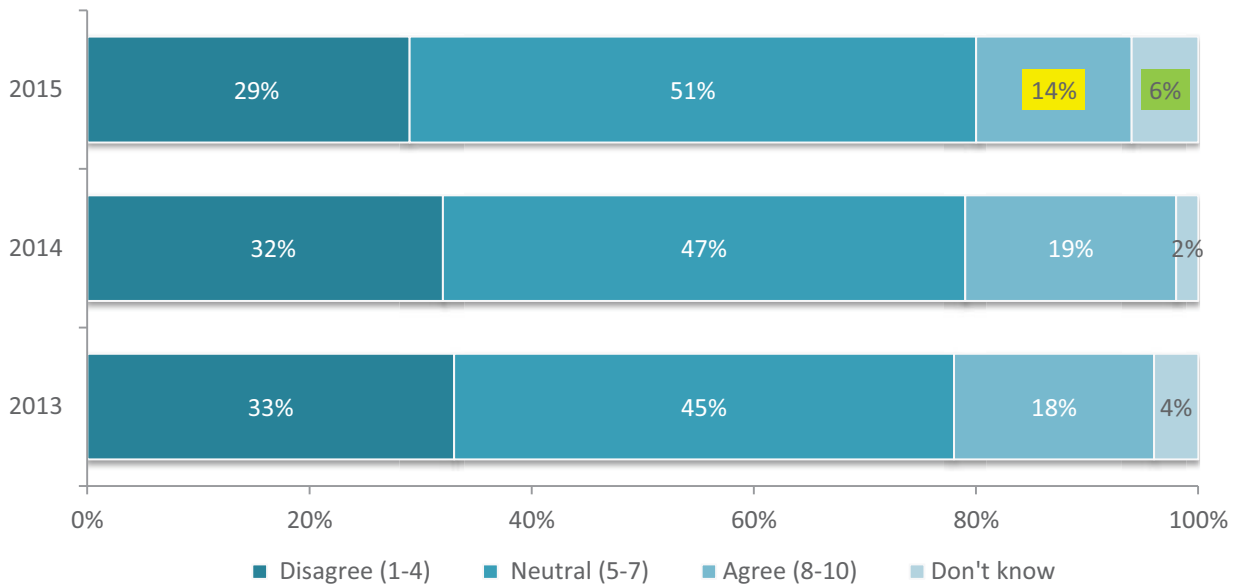
¹⁴ Q. I am going to read out a few statements about the Regional Council’s decision-making processes. As I read these out, can you please tell me how much you agree or disagree with each of the statements using a 1-10 scale, where 1 is disagree and 10 is agree: Overall I have confidence that Council makes decisions in the best interests of our region. Base: 2015 n=600, 2014 n=622, 2013 n=603, 2012 n=603.

¹⁵ Q. Overall I have confidence that Council makes decisions in the best interests of our region. Base: 2015 n=800; CATI n=600, Online n=200, Male n=352, Female n=448, 18-34yrs n=158, 35-54yrs n=355, 55+yrs n=287, Families pre/school children n=242, Families adult children n=111, Older/Mid sng/cpl n=305, Group flatting together n=38, Young couples no children n=53, house owners n=670, renters n=111, Urban n=690, Semi-rural n=65, Rural/Other n=45, house dwellers n=733, flat or apartment dwellers n=67.

Considerably fewer residents indicated that they were satisfied that they were provided an opportunity to participate in Council’s decision-making (down 5 percentage points to 14%), with 51% of residents neutral in this regard. Twenty-nine per cent disagreed that they were satisfied with the opportunities provided to them to participate in Council’s decision-making.

A greater proportion of residents were unsure how to rate their satisfaction in this regard (up 4 percentage points to 6%).

Figure 11: Satisfaction with Opportunities to Participate in Council’s Decision-making¹⁶



Renters and flat or apartment dwellers were more likely to be unsure how to rate their satisfaction with the opportunities to participate in Council’s decision-making.

Table 9: Key Demographic Differences in Satisfaction with Opportunities to Participate in Council’s Decision-making¹⁷

More likely to ...	TOTAL Score	Demographic difference
Don't know	6%	- Renters (12%) - Flat or apartment dwellers (11%)

¹⁶ Q. I am going to read out a few statements about the Regional Council’s decision-making processes. As I read these out, can you please tell me how much you agree or disagree with each of the statements using a 1-10 scale, where 1 is disagree and 10 is agree: Overall I am satisfied that I have had an opportunity to participate in the Regional Council’s decision-making. Base: 2015 n=600, 2014 n=622, 2013 n=603, 2012 n=603.

¹⁷ Q. Overall I am satisfied that I have had an opportunity to participate in the Regional Council’s decision-making. Base: 2015 n=800; CATI n=600, Online n=200, Male n=352, Female n=448, 18-34yrs n=158, 35-54yrs n=355, 55+yrs n=287, Families pre/school children n=242, Families adult children n=111, Older/Mid sng/cpl n=305, Group flatting together n=38, Young couples no children n=53, house owners n=670, renters n=111, Urban n=690, Semi-rural n=65, Rural/Other n=45, house dwellers n=733, flat or apartment dwellers n=67.