



Communications Review 2013

Greater Wellington Regional
Council

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EXECUTIVE SUMMARY

Versus Research was commissioned by the Greater Wellington Regional Council (Council) to conduct a review of communications with residents. This survey is a repeat study of research done in April 2012, measuring the residents' awareness and usage of Council's communications and also the impression they have of Council overall.

Interviewing for the survey was carried out via telephone (Computer Assisted Telephone Interviewing), during June 2013, and the final sample size was n=603. The findings of the survey have been analysed by district and, where appropriate, by demographic grouping. The survey asked residents about their awareness, understanding and perceived value-add of Council's role; the contact they have had with Council; service they have received from Council; as well as the awareness and readership of Council communications. Residents' attitudes towards Council using social media and their usage/behaviour around online platforms was measured; civil defence emergency preparedness, awareness of the Council's water shortage campaign, and subsequent resident actions to minimise water wastage were included for the first time.

Awareness and Understanding of Council:

Encouragingly, there is greater awareness of Council's role at an unaided level, with an increase noted across 15 of the 23 Council activities at a spontaneous level. Water quality and supply, public transport, managing regional parks and controlling pest animals and plants are the strongest associations with Council.

Over time, understanding of Council's role is increasing (up 4pts to 13%), while the need to have more of a say in Council activities and confidence in Council's decision-making remain on par with last year. Around a fifth of residents (18%) are satisfied with the opportunities afforded them to participate in Council's decision-making processes.

Positive perceptions regarding the value add of Council's rates spend have decreased significantly year-on-year, with around one quarter of residents rating Council rates as 'good value' (26% c.f. 39% in 2012). Raising awareness of the range of Council activities remains key to improving a sense of value; with water supply, public transport and water quality adding most value to the region as a whole. Overall satisfaction with Council remains on par with previous measures with 62 per cent of residents either satisfied (54%) or very satisfied (8%) with Council services.

Contact and Service from Council:

Contact with Council increased significantly with a third of residents having had contact with Council in the last 12 months (34% c.f. 28% in 2012). A decrease in 'good' staff performance ratings is noted (down 10pts to 40%) with a considerable proportion of residents who had contact with Council indicating that they were unable to rate staff performance (14% don't know, up 11pts from 2012). First time resolution drives a result in positive ratings while those who had to contact Council 2-3 times are more likely to rate staff performance 'neutral', being 5-7 out of 10. It would be worth exploring the mode of contact to build greater understanding of 'non-staffed' contact points.

Communications:

Newspapers are the main source of information regarding Council for around half the region's population (52%). There is a greater proportion of residents who are unaware of any of the Council publications (up 8pts to 13%), with a subsequent decline across all publications; bar social media.

Distribution channels for *Our Region* have changed since 2012 impacting on direct comparability of results to previous measures. Forty-four per cent of residents are reading the publication; cover-to-cover (3%), reading some articles (14%) or skim reading (27%). More than a third of residents have never seen the *Our Region* publication, mainly because they do not read the Dominion Post or Wairarapa News (38%).

Analysis of traditional media use shows a decrease in newspaper readership and radio listenership. Access to the Internet remains high, mainly driven through the need to communicate via email, use search engines, for online banking and keeping up to date with news and weather.

Fewer residents accessed the Council website compared to last year, but a more targeted reason for access is evident. There is an increased interest in regulations, by-laws and requirements, information on facilities and activity programmes. Social media use for Facebook remains on par to previous measures while use of Twitter increase. An interest in using social media for feedback on Council policies, sharing information about regional issues and keeping in touch with councillors is noted.

Community Participation:

In terms of emergency or civil defence preparedness, the majority of residents have sufficient food and water stockpiled for three days (81%).

There was high awareness of the recent water shortage campaign run by Council with only 14 per cent not able to recall any communication. Adverts (58%) and news items (42%) were best recalled. Seventy-six per cent of residents did undertake some action to save water in the last six months, with limiting outside water use (38%), showers (25%), using grey water (15%) and general water saving awareness (15%) receiving highest mention.

Points to Consider:

Based the results from 2012 and 2013, the Regional Council could consider the following points in future communication strategies:

- Continued communication of regional responsibilities, especially around water supply, water quality and public transport;
- Investigate the use of multiple contact points in the resident-Council relationship;
- A review of the website layout and design to ease navigation and simplify specific searches would add value to the communication, especially in light of newer touch screen technologies available;
- Understanding the exclusion of youth markets from traditional media; and
- The high level of interest and uptake of water saving actions by the community reflect well on the water shortage campaign and region overall.

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1.METHOD

Interviewing for this research was conducted by telephone (using Computer Assisted Telephone Interviewing) in-house at Versus Research. All interviewing was carried out between the 12th of June and 5th of July 2013, from 4.30pm to 8.30pm. Interviews were, on average, 13 minutes in duration. A full copy of the questionnaire is included in Appendix 7.1.

1.1 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 proportionately. To ensure the sample proportions were achieved, quotas were applied to specific suburbs; these are outlined in the table below:

Table 1.1: Sample

District Council Area	2012		2013	
	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%	62
Porirua	11%	64	10%	63
Masterton (Mast.)	5%	30	5%	30
Carterton (Cart.)	5%	32	6%	32
South Wairarapa (South W.rapa)	5%	30	5%	30
Upper Hutt	8%	50	9%	52
Hutt City	21%	125	23%	140
Wellington (Well.)	35%	210	32%	194
Total	100%	603	100%	603

1.2 Weighting:

Age and gender weightings have been applied to the final data set. Weighting ensures that specific demographic groups are not under- or over represented in the final data set and that each group is represented as it would be in the population. Weighting gives greater confidence that the final results are representative of the regional population overall and are not skewed by a particular demographic group. The proportions used for the gender and age weights are taken from the 2006 Census data (Statistics New Zealand). These proportions are outlined in the table below:

Table 1.2: Age group

Demographic	Proportion of Regional Population
Male 18 - 34	16%
Female 18 - 34	17%
Male 35 - 54	19%
Female 35 - 54	20%
Male 55+	13%
Female 55+	15%
Total	100%

A full profile of the final sample is given in Appendix 7.2.

1.3 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 samples sizes incur a greater MOE.

The final sample size for this particular study in 2013 is n=603, which gives a maximum margin of error of +/- 3.99% at the 95% confidence interval; that is, if the observed result on the total sample of n=603 respondents is 50% (point of maximum margin of error), then there is a 95% probability that the true answer falls between 46.01% and 53.99%. The maximum MOE for the groups included in the survey are listed in the table below:

Table 1.3: Margin of Error

Sub-group	Sample size (n=)	Maximum MOE at the 95% confidence interval
Kapiti Coast	62	+/- 12.45%
Porirua	63	+/- 12.35%
Masterton (Mast.)	30	+/- 17.89%
Carterton (Cart.)	32	+/- 17.32%
South Wairarapa (South W.rapa)	30	+/- 17.89%
Upper Hutt	52	+/- 13.59%
Hutt City	140	+/- 8.28%
Wellington (Well.)	194	+/- 7.04%
TOTAL	603	+/-3.99%

1.4 Reporting of Results:

Sub-group analysis:

The results in this report are primarily analysed and displayed at the total level and by District. For key measures, significant demographic differences have been noted in table form below the charts displaying the total level results.

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. The following questions were added to the 2013 survey:


- Thinking about Emergency Management or Civil Defence for a moment. Does your household have sufficient emergency food and water to last for three days? (The recommended amount of water is 10 litres of water per day for each person).
- Do you recall seeing information on water shortage published by the Regional Council earlier this year? Was this through adverts, radio, social media or news items in the paper?
- What actions, if any, have you undertaken to conserve water in the last six months?


In addition, the following wording tweaks were made:

- All reference to GW (Greater Wellington) was clarified as 'the Regional Council' throughout the survey.
- *Our Region* comes out each month in the Dominion Post and Wairarapa News (2012 reference was still to local newspapers quarterly). Scale regarding *Our Region* readership was changed to reflect the change in distribution by including a 'never seen it, do not read the Dominion Post / Wairarapa News' option and amending 'don't read' to 'seen it, but don't read it'.
- Social media is currently being used by the Regional Council to stay in touch with residents, and this was reflected before prompting likelihood to follow or sign up to Facebook or Twitter communication.

Statistical testing:

Statistical testing has been applied to the figures in this report. This testing compares the results of the districts with the overall result. Where results for a given district are statistically significant at the 95% confidence level, these changes are indicated when the results are shown in graphs by green and yellow as follows:

 Green indicates that a district result is significantly *greater* than the result for the total population at the 90%, 95% and/or 99% confidence interval.

 Yellow indicates that a result is significantly *lower* than the result for the total population at the 90%, 95% and/or 99% confidence interval.

In the tables provided, statistically significant differences are indicated by plus or minus signs under the percentages as follows:

- A single plus or minus (+ or -) denotes that the result for that sub-group is statistically different to the result for the total population at the 90% confidence level
- Two pluses or minuses (++) or (--) denote significance at the 95% confidence level
- Three pluses or minuses (+++) or (---) denote significance at the 99% confidence level.

Percentages:

Please note that not all percentages shown add up to 100%. This is due to rounding and/or questions that allow multiple responses (rather than a single response). Labels on charts (for very small proportions) are not shown as they overlap the area allocated to them, making the labels unreadable.

2.AWARENESS AND UNDERSTANDING OF COUNCIL ROLE

2.1 Unaided Awareness of Council Activities:

Encouragingly there has been a significant increase in unaided awareness of 15 of the 23 Council activities, with the greatest increase seen for water supply (up 13 percentage points (13pts) to 53%), and water quality (up 14pts to 50%). Around a third of residents recall Council's involvement with public transport (34%).

Soil conservation (up 12pts to 15%), managing the use and protection of harbours (up 4pts to 14%) and native plants and animals (up 8pts to 14%) all receive similar levels of recall.

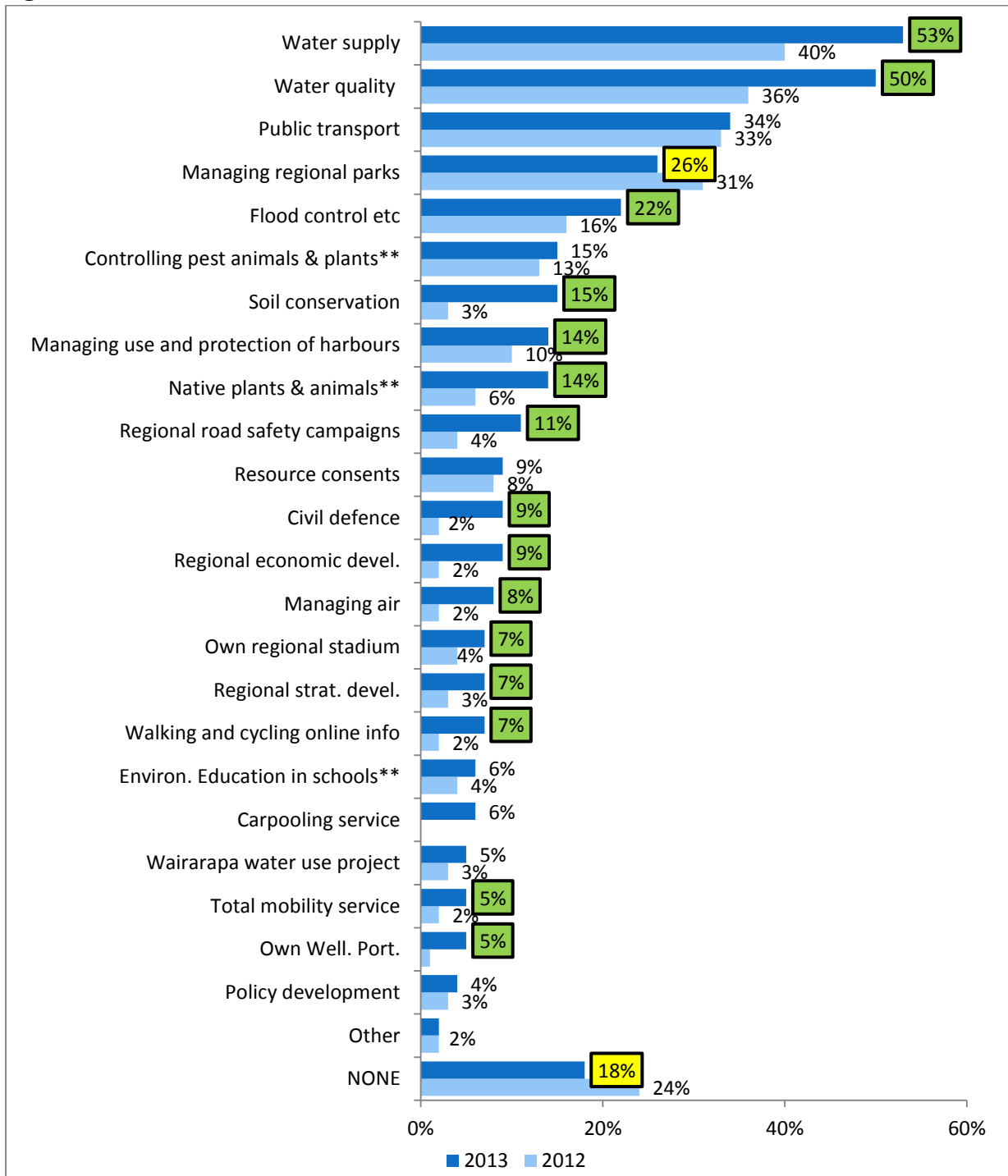
Other marked increases include unaided awareness of,

- Regional road safety campaign (up 7pts to 11%)
- Civil defence (up 7pts to 9%)
- Regional economic development (up 7pts to 9%)
- Managing air (up 6pts to 8%)
- Owning the regional stadium (up 3pts to 7%)
- Regional strategic development (up 4pts to 7%)
- Walking and cycling information online (up 5pts to 7%)
- Total mobility service (up 3pts to 5%)
- Owning the Wellington Port (up 4pts to 5%)

Overall the number of residents who did not recall any Council activities at an unaided level declined to 18% from 24%, with managing regional parks the only activity that shows a marked decline year-on-year with a decrease of 5pts to 26 per cent unaided awareness.

While property owners are more aware of a range of Council activities, renters are more likely to recall none. Clear age differences underline awareness with residents' relationship with Council changing with life stage. In terms of district, Upper Hutt residents are more likely to recall water supply and quality, while Kapiti Coast residents are more likely to play back public transport options.

Figure 2.1: Unaided Awareness¹



¹ Q. Thinking about the work the Regional Council does, what area of activities do you think it is involved in? 2013 n=603, 2012 n=603 ** Measure slightly reworded in 2013

Table 2.1: Key Demographic Differences in Unaided Awareness²:

More likely to recall...	TOTAL Score	Demographic difference
Water supply	53%	<ul style="list-style-type: none"> • Upper Hutt residents (68%) • Middle-aged singles, couples (67%) • Older couples, singles (64%) • Residents aged 55+ (61%) and 35 – 54 (60%) • Property owners (57%)
Water quality	50%	<ul style="list-style-type: none"> • Upper Hutt residents (70%) • Middle-aged and older singles and couples (both 64%) • Residents aged 55+ (62%) • Residents aged 35 – 54 (58%) • Male (56%) • Property owners (55%)
Providing public transport	34%	<ul style="list-style-type: none"> • Kapiti Coast residents (50%) • Older couples, singles (48%) • Residents aged 55+ (46%) • Property owners (38%)
Managing regional parks	26%	<ul style="list-style-type: none"> • Young singles, couples, groups & boarders (37%) • Residents aged 35 – 54 (37%) • Property owners (28%) • Urban residents (27%)
Flood control	22%	<ul style="list-style-type: none"> • Middle-aged singles, couples (37%) • Kapiti Coast residents (34%) • Male (29%) • Property owners (24%)
Controlling pest animal & plants	15%	<ul style="list-style-type: none"> • Rural residents (33%) • Masterton residents (30%) • Residents aged 35 – 54 (20%)
Soil conservation	15%	<ul style="list-style-type: none"> • Middle-aged singles, couples (25%)
Managing harbours	14%	<ul style="list-style-type: none"> • Male (18%) • Residents aged 35 – 54 (18%)
Native plants & animals	14%	<ul style="list-style-type: none"> • South Wairarapa residents (32%) • Rural residents (25%) • Family, school-aged children (19%) • Residents aged 35 – 54 (19%)
Regional road safety campaigns	11%	<ul style="list-style-type: none"> • Family, school-aged children (19%) • Wellington residents (17%) • Urban residents (13%)
Nothing - not aware of services	18%	<ul style="list-style-type: none"> • Renters (34%) • Residents aged 18 – 34 (30%) • Family, mainly preschool-aged children (28%)

² Q. Thinking about the work the Regional Council does, what area of activities do you think it is involved in? 2013 n=603, Urban:487, Rural:51, Property Owners:540, Renters:44, Young single, couples, groups:47, Family pre-school kids:149, Family school kids:149, Middle aged singles, couples:64, Older couples, singles:169, Male:264, , 18-34yrs:75, 35-54yrs:336, 55+yrs:188, Kapiti Coast:62, South W.rapa:30, Upper Hutt:52, Well.:194

2.2 Total Awareness (Combined Aided and Unaided Awareness):

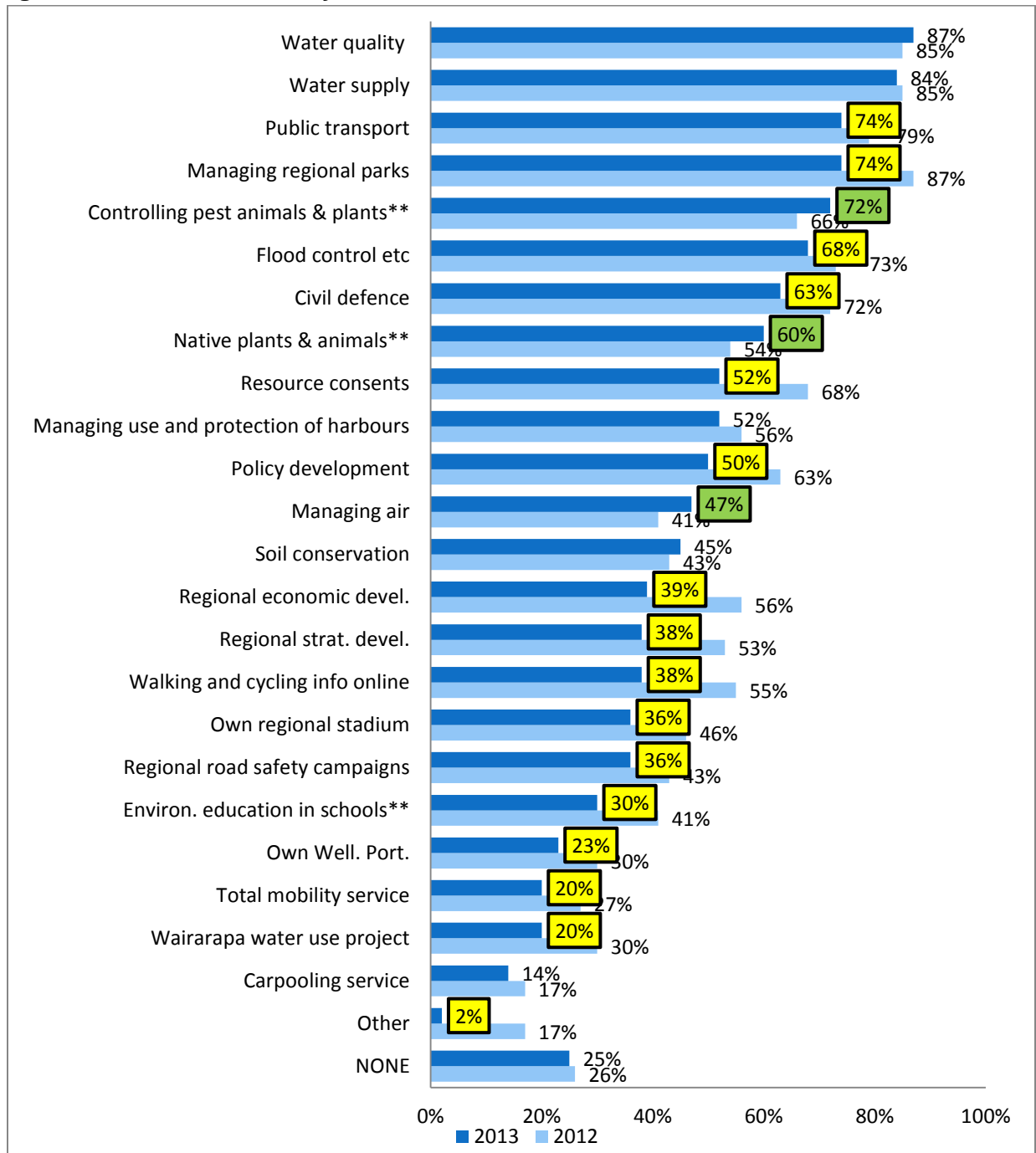
Combining aided and unaided awareness reveals highest levels of awareness for water quality (87%) and water supply (84%). There are also significant increases in total awareness for controlling pest animals and plants (up 6pts to 72%), looking after native plants and animals (up 6pts to 60%) and managing air (up 6pts to 47%).

Significant declines in awareness of Council's role in public transport (down 5pts to 74%) and managing regional parks are noted (down 13pts to 74%). Other significant declines in total awareness include resource consents (down 16pts to 52%), policy development (down 13pts to 50%), environmental education in schools (down 11pts to 30%) and the Wairarapa water use project (down 10pts to 20%).

Despite increased unaided awareness, combined awareness (aided and unaided) shows significant declines for the following Council activities,

- Flood control (down 5pts 68%)
- Civil defence (down 5pts to 63%)
- Regional economic development (down 17pts to 39%)
- Regional strategic development (down 15pts to 38%)
- Walking and cycling information online (down 17pts to 38%)
- Owning the regional stadium (down 10pts to 36%)
- Regional road safety campaigns (down 7pts to 36%)
- Owning Wellington Port (down 7pts to 23%)
- Total mobility service (down 7pts to 20%)

Figure 2.1: Total Awareness of Council Activities³



³ 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 prior to this phone call? Combined result for aided and unaided awareness of Council activities. Base: 2013 n=603, 2012 n=603 ** Measure slightly reworded in 2013 survey

Similar to unaided awareness, demographic differences are noted for property owners, compared with renters. Age and household situation differences related to life stage and related needs of residents, for example families with school-aged children are more likely to be aware of Council's role in managing regional parks, being more likely to use these facilities.

District differences are tabulated page over.

Table 2.1: Key demographic Differences in Total Awareness^{4 5}

More likely to recall...	TOTAL Score	Demographic difference
Water quality	87%	<ul style="list-style-type: none"> Residents aged 55+ (91%) Residents aged 35 – 54 (90%) Property owners (89%)
Water supply	84%	<ul style="list-style-type: none"> Residents aged 35 – 54 (88%) Property owners (87%)
Managing regional parks	74%	<ul style="list-style-type: none"> Residents living in flats / apartments (88%) Family, school-aged children (83%) Residents aged 35 – 54 (80%) Urban residents (75%)
Flood control	68%	<ul style="list-style-type: none"> Middle-aged singles, couples (92%) Residents aged 55+ (83%) Older couples, singles (81%)
Civil defence	63%	<ul style="list-style-type: none"> Family, adult children (73%)
Resource consents	52%	<ul style="list-style-type: none"> Family, mainly preschool-aged children (73%)
Managing harbours	52%	<ul style="list-style-type: none"> Male (59%)

Less likely to recall...	TOTAL Score	Demographic difference
Water quality	87%	<ul style="list-style-type: none"> Residents aged 18 – 34 (79%)
Water supply	84%	<ul style="list-style-type: none"> Renters (73%) Young singles, couples, groups (72%)
Managing regional parks	74%	<ul style="list-style-type: none"> Residents living in houses (73%) Residents aged 18 – 34 (66%) Rural residents (59%)
Flood control	68%	<ul style="list-style-type: none"> Young singles, couples, groups (54%) Residents aged 18 – 34 (51%)
Civil defence	63%	<ul style="list-style-type: none"> Rural residents (42%)
Managing harbours	52%	<ul style="list-style-type: none"> Female (46%) Young singles, couples, groups (36%)

⁴ 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 prior to this phone call? Combined result for aided and unaided awareness of Council activities. Base: 2013 n=603 2013 n=603, Urban:487,Semi-rural:65, Rural:51, Property Owners:540, Renters:44, House dwellers:567, Flat/Apt.:36, Young single, couples, groups:47, Family pre-school kids:149, Family school kids:149, Family adult kids:101, Middle aged singles, couples:64, Older couples, singles:169, Male:264, Female:339, 18-34yrs:75, 35-54yrs:336, 55+yrs:188

⁵ Excluding district – see table page over

Table 2.2: Total Awareness of Activities by District ⁶

	Total	DISTRICT							
		Kapiti Coast	Porirua	Mast.	Cart.	South W.rapa	Upper Hutt	Hutt City	Well.
Base	603	62	63	30	32	30	52	140	194
Water quality of the region's lakes, rivers and streams	87%	98% +++	86%	82%	80%	88%	99% +++	87%	82% --
Water Supply (Collection, treatment and supply of tap water to Upper Hutt, Hutt City, Porirua and Wellington)	84%	94% ++	87%	67% --	66% ---	75%	99% +++	85%	82%
Providing a public transport network of buses/trains and ferries	74%	80%	80%	52% ---	66%	72%	71%	71%	79% +
Managing regional parks	74%	76%	72%	33% ---	58% --	66%	88% ++	69%	82% +++
Controlling pest animals and plants	72%	86% +++	66%	81%	43% ---	69%	88% +++	63% ---	75%
Flood control/protection/stop-banks/drainage	68%	83% +++	60%	71%	37% ---	75%	81% ++	70%	66%
Civil defence/reducing risks from natural hazards	63%	65%	51% --	32% ---	26% ---	67%	82% +++	62%	73% +++
Looking after native plants and animals	60%	64%	61%	77% +	31% ---	69%	74% ++	56%	59%
Issuing resource consents, permits for activities that have environmental impacts (prompted: for water discharges, etc.)	52%	52%	44%	34% --	30% ---	49%	64% +	48%	61% +++
Managing the use and protection of our harbours	52%	54%	67% ++	37%	20% ---	54%	52%	46%	58% ++
Developing policies to make sure our resources are managed properly	50%	46%	47%	35%	33% --	41%	61% +	46%	57% ++

⁶ Q. The Greater Wellington Regional Council is the regional council for the Wellington region and covers the areas of Wellington City, Hutt City, Upper Hutt City, Porirua, Kapiti Coast and the three Wairarapa councils. Thinking about the work that GW does, what areas or activities do you think it is involved in? Base: refer table

Table 2.2: Total Awareness of Activities by District(cont.)⁷

	Total	DISTRICT							
		Kapiti Coast	Porirua	Mast.	Cart.	South W.rapa	Upper Hutt	Hutt City	Well.
Base	603	62	63	30	32	30	52	140	194
Managing our air/air pollution	47%	55%	50%	35%	18%	47%	47%	43%	52% +
Soil conservation	45%	58% ++	42%	55%	32%	27% --	56% +	39%	46%
Regional economic development	39%	38%	37%	20% --	23% -	38%	56% +++	34%	43% +
Wellington Regional Strategy	38%	34%	41%	3% ---	18% --	27%	53% ++	36%	46% +++
Providing walking and cycling online information	38%	31%	32%	20% --	15% ---	32%	48%	38%	46% +++
Owning the Regional Stadium	36%	47% +	41%	20% --	25%	51% +	42%	33%	35%
Delivery of regional road safety campaigns	36%	28%	32%	17% --	15% --	17% --	44%	39%	44% +++
Providing environmental education in schools	30%	33%	30%	24%	18%	30%	39%	24%	32%
Owning the Wellington port company/Centreport	23%	30%	18%	21%	13%	34%	27%	21%	22%
Providing a total mobility service	20%	19%	26%	5% --	5% --	23%	27%	23%	21%
Wairarapa water use project	20%	13%	26%	31%	33% +	38% ++	15%	19%	16%
Providing a carpooling service	14%	12%	8%	0%	3% -	12%	21%	15%	16%
Other	2%	0%	1%	3%	0%	3%	0%	3%	3%
Not aware of any	25%	9% ---	21%	29%	26%	23%	16%	29%	30% ++

⁷ Q. The Greater Wellington Regional Council is the regional council for the Wellington region and covers the areas of Wellington City, Hutt City, Upper Hutt City, Porirua, Kapiti Coast and the three Wairarapa councils. Thinking about the work that GW does, what areas or activities do you think it is involved in? Base: refer table

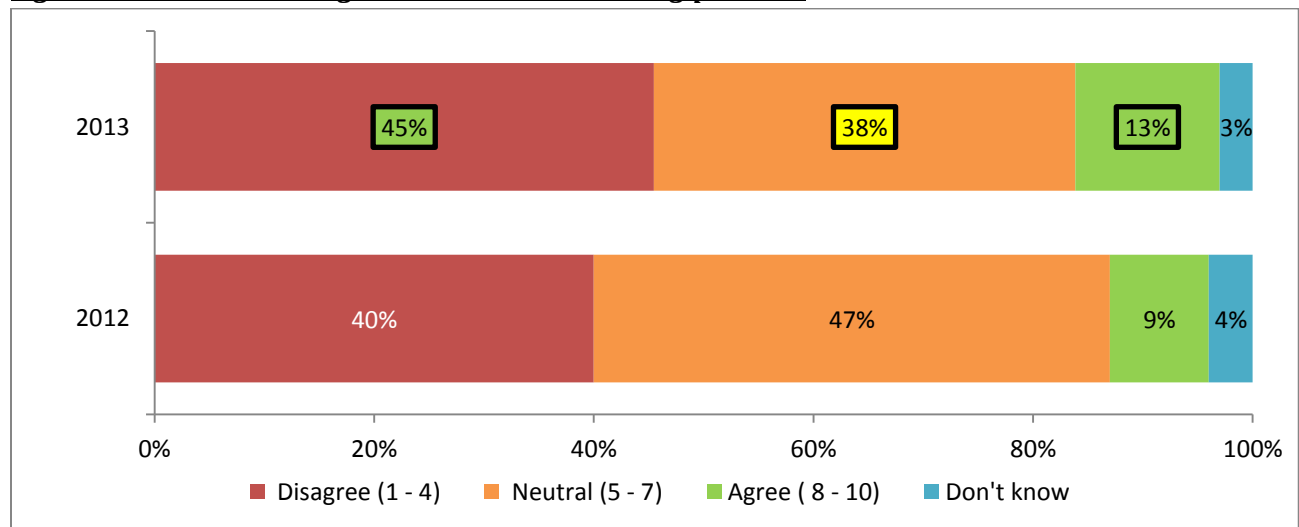
2.3 Council Decision-making and Rates Value:

The number of residents who feel they do understand the Regional Council’s role increased from nine per cent to 13 per cent in 2013. This is, however, balanced against a similar increase in the number of residents who disagree that they understand the Regional Council’s role (45% in 2013 c.f. 40% in 2012).

Male residents are more likely to agree that they understand how the Regional Council works (16% rate 7-10 out of 10 rating c.f. the total, 13%). Residents over 55 years of age and middle-aged singles or couples are more likely to provide a ‘neutral’ rating of 5-6 out of 10 (45% and 53% respectively, c.f. the total, 38%). Families with mainly school-aged children are more likely to disagree that they understand how the Regional Council works, providing a rating of 1-4 out of 10 (55% c.f. the total, 45%).

Carterton residents and residents over 55 years of age are more likely to feel unable to rate whether they understand how the Regional Council works (12% and 6% respectively don’t know c.f. the total, 3%).

Figure 2.3: Understanding Council Decision-making process⁸



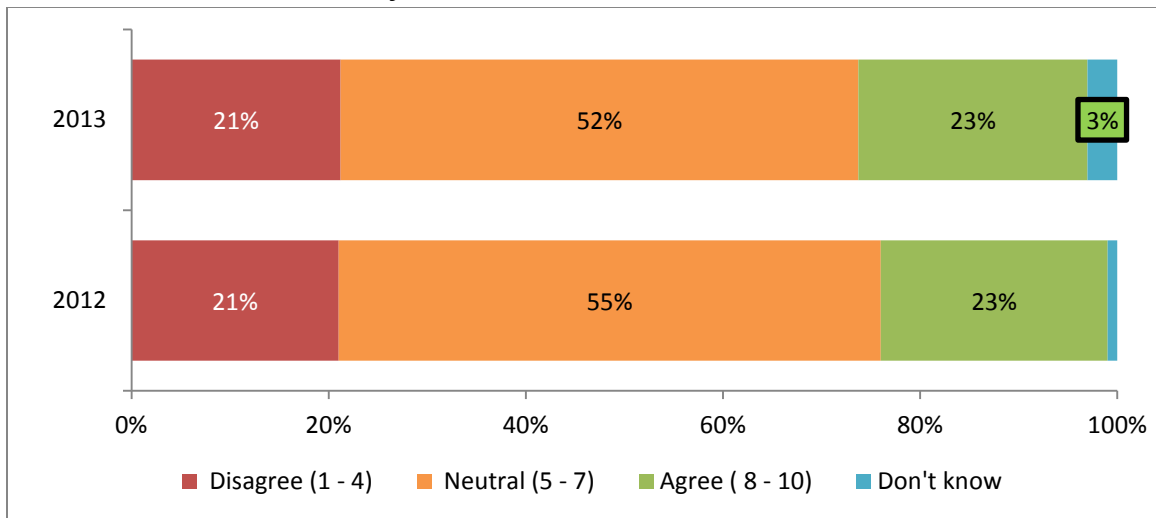
⁸ Q. I am going to read out a few statements about the Regional Council’s decision-making processes. As I read these out, can you please tell me how much you agree or disagree with each of the statements using the same 1 - 10 scale as before, where 1 is disagree and 10 is agree: Overall I understand how Council makes decisions. Base: 2013 n=603, 2012 n=603

More residents indicate that they are unsure whether they would like to have a greater say in what the Regional Council does (3% in 2013, c.f. 1% in 2012). Nearly one quarter of residents agree that they would like to have a greater say in Regional Council activities (23%).

Rural residents are more likely to agree that they would like a greater say in Council activities (36% rate 8-10 out of 10 c.f. the total, 23%), while semi-rural residents are more likely to disagree that they would like a greater say (31% rate 1-4 out of 10 c.f. the total, 21%).

Residents who rent property, those who live in flats or apartments and older couples and singles are more likely to be unsure whether they would like a greater say in Regional Council activities (13%, 10% and 6% don't know, c.f. the total, 3%).

Figure 2.4: Interest in Greater Say in Council Activities⁹



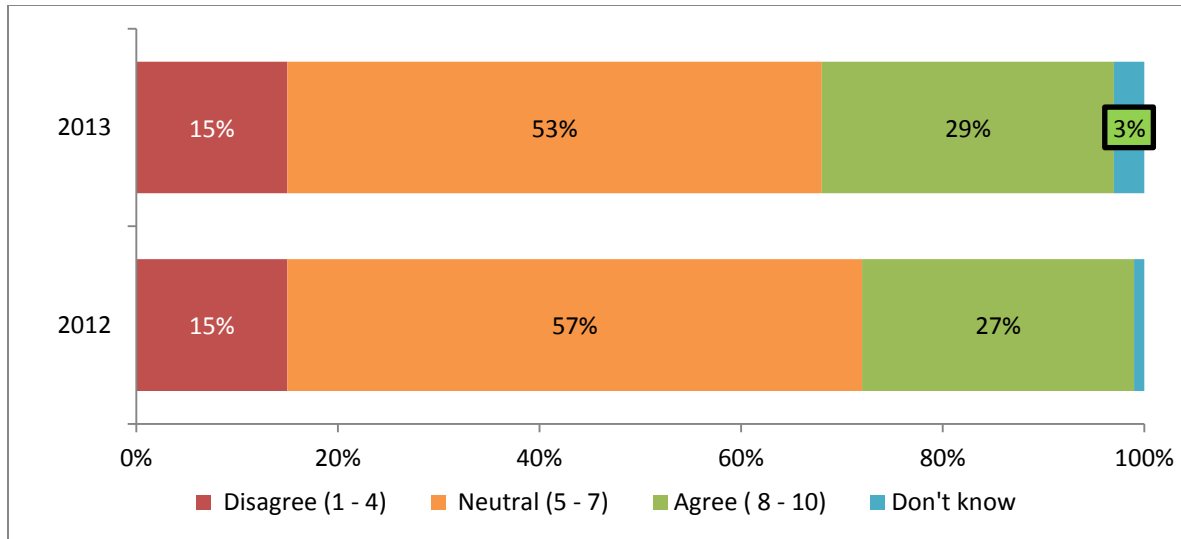
⁹ Q. I am going to read out a few statements about the Regional Council's decision-making processes. As I read these out, can you please tell me how much you agree or disagree with each of the statements using the same 1 - 10 scale as before, where 1 is disagree and 10 is agree: I would like to have more of a say in what Council does. Base: 2013 n=603, 2012 n=603

A greater proportion of residents feel unable to rate their level of confidence in Council’s decision-making for the region (3% don’t know in 2013 c.f. 1% in 2012).

Upper Hutt residents, and young singles, couples and groups are more likely to agree that they have confidence that Council’s decision-making is in the best interests of the region (44% and 46% respectively rate 8-10 out of 10 c.f. the total, 29%). Families with adult children and property owners are more likely to provide a neutral rating of 5-7 out of 10 regarding their level of confidence in Council decision-making for the region (64% and 56% respectively c.f. the total 53%).

Residents who rent property are more likely to feel unable to rate whether they have confidence that Council makes decisions in the best interests of the region (12% don’t know c.f. the total, 3%).

Figure 2.5: Confidence in Council Decision-making being in the Region’s Best Interest¹⁰

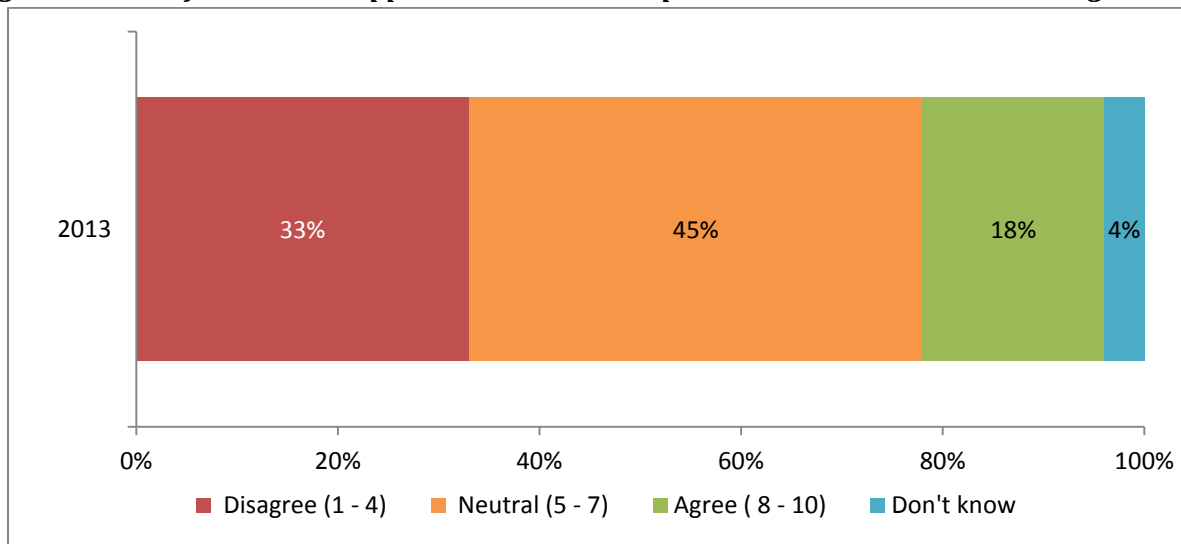


¹⁰ Q. I am going to read out a few statements about the Regional Council’s decision-making processes. As I read these out, can you please tell me how much you agree or disagree with each of the statements using the same 1 - 10 scale as before, where 1 is disagree and 10 is agree: Overall I have confidence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

Included for this first time in 2013, residents were asked to rate how satisfied they are with the opportunities afforded them to participate in the Regional Council’s decision-making. Eighteen per cent of residents agree that they are afforded opportunity to participate, rating their satisfaction 8-10 out of 10 (18%), with a further 45% rating this aspect 5-7 out of 10. A third of residents disagree that they are provided with sufficient opportunity to participate in Regional Council’s decision making (33%), with four per cent of residents unsure how to rate (4% don’t know).

Semi-rural residents are more likely to agree that they are provided with opportunities to participate (27% rate 8-10 out of 10 c.f. the total, 18%). Male residents are more likely to give a neutral rating of 5-7 out of 10 (50% c.f. the total, 45%). Residents aged between 35 and 54 years and rural residents are more likely to disagree that they have had opportunity to participate in the Regional Council’s decision-making (39% and 47% respectively c.f. the total, 33%).

Figure 2.6: Satisfaction with Opportunities to Participate in Council’s Decision-making ¹¹



¹¹ 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 the same 1 - 10 scale as before, 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: 2013 n=603 ** New measure added 2013

2.4 Council's Decision-making by District¹²:

Carterton residents are more likely to indicate that they don't know whether they understand how the Regional Council makes decisions (12% c.f. the total, 3%).

Masterton residents and Hutt City residents are more likely to indicate that they don't know whether they would like more of a say in Regional Council activities (17% and 6% respectively c.f. the total, 3%).

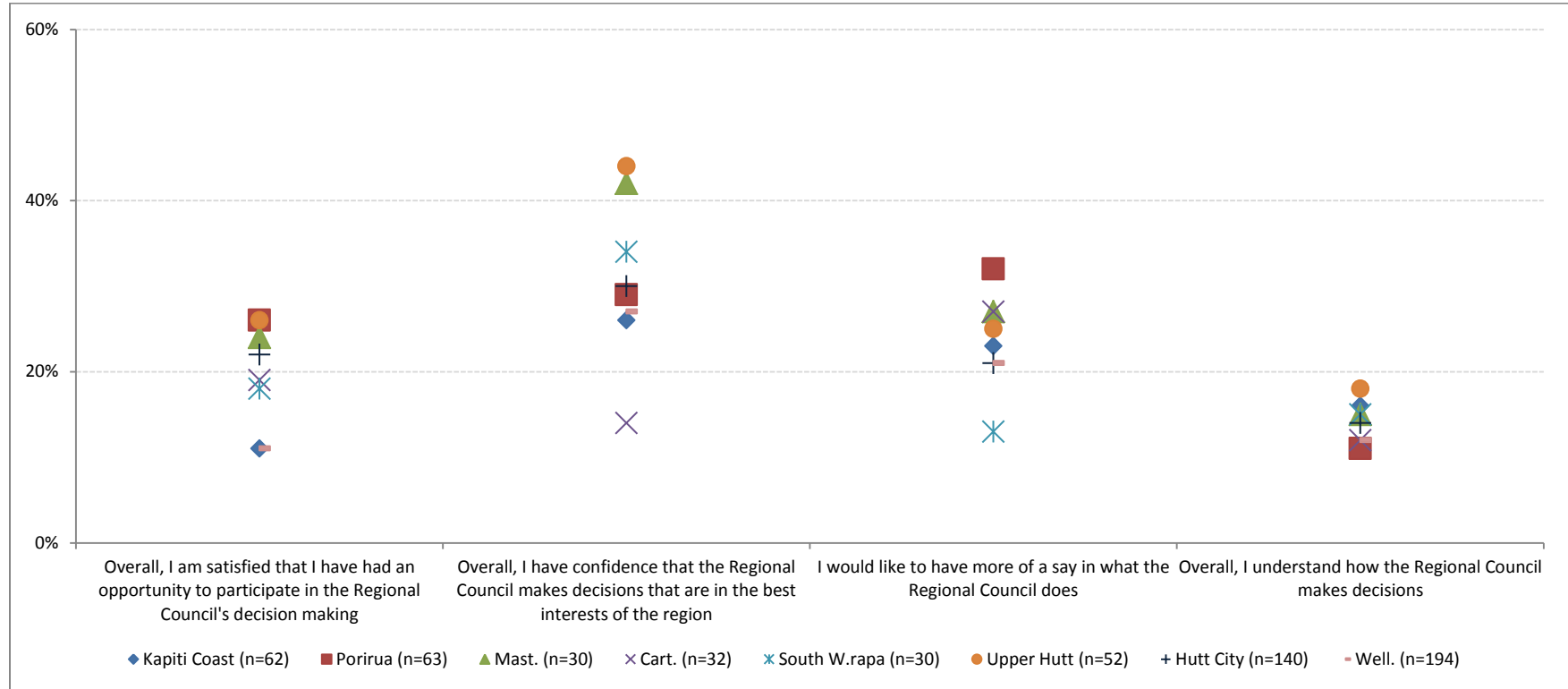
Upper Hutt residents are more likely to rate high their level of confidence in the Regional Council's decision-making being in the best interests of the region (8-10 out of 10) (44% c.f. the total, 30%) while Carterton residents are less likely to rate their confidence high (14% c.f. the total, 30%).

Wellington residents are less likely to rate high their level of satisfaction with the opportunity to participate in the Regional Council's decision-making (8-10 out of 10) (11% c.f. the total, 18%), and more likely to indicate that they 'don't know' (7% c.f. the total, 4%). Masterton residents are more likely to 'don't know' how to rate their satisfaction with the opportunity to participate in the Regional Council's decision-making (14% c.f. the total, 4%).

The difference by district is illustrated in the chart page overleaf.

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 to the statements using the same 1-10 scale as before, where 1 is disagree and 10 is agree. Base: 2013 n=603, 2013 n=603

Figure 2.7: Council's Decision-making by District¹³ (8 - 10 ratings only)

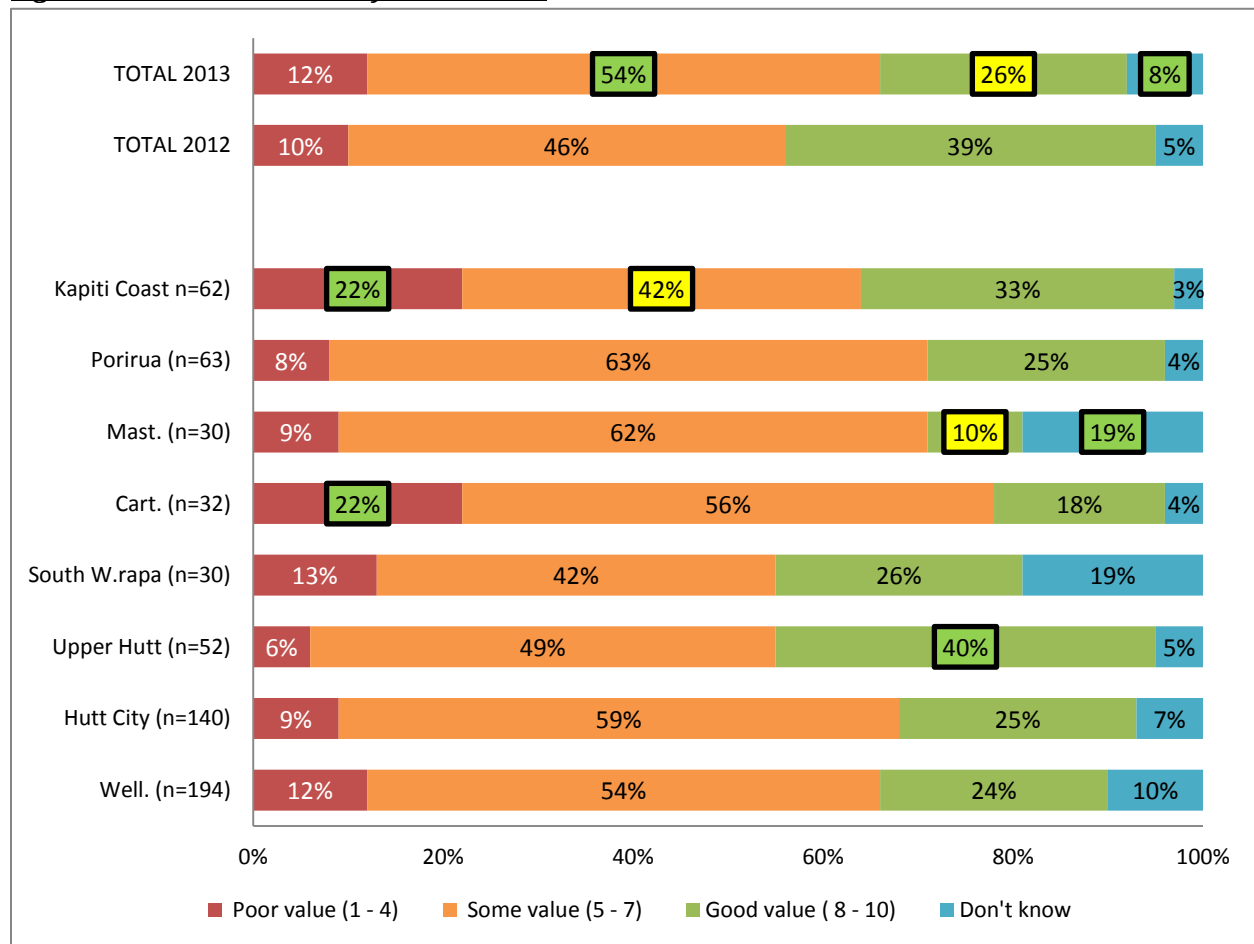


¹³ Q. I am going to read out a few statements about the Regional Council's decision-making processes. As I read these out, can you please tell me how much you agree or disagree with each of the statements using the same 1 - 10 scale as before, where 1 is disagree and 10 is agree. Base: refer chart

Residents who perceive Council spend compared to Council rates as 'good value', being a rating for 8-10 out of 10, decline considerably from 39 per cent in 2012 to 26 per cent in 2013. Residents are more likely to perceive 'some value' in rate spend, being a rating of 5-7 out of 10 (up 8pts to 54%), but there is also a greater proportion of residents who feel unable to rate Council spent at all ('don't know' increases 3pts to 8%).

District differences show an increase in perceptions of 'poor value', that is a rating of 1-4 out of 10, from Kapiti Coast and Carterton residents (22% respectively c.f. the total, 12%). Masterton residents are less likely to allocate a 'good value' rating (10% c.f. the total, 26%) and more likely to indicate that they are unable to rate this aspect (19% don't know c.f. the total, 8%). Upper Hutt residents are more likely to rate Council rate spend as 'good value' (40% c.f. the total, 26%).

Figure 2.8: Perceived Value from Rates ¹⁴



¹⁴ Q. On average the Regional Council spends about \$1,100 per person each year to manage all the activities we have just talked about. Using a 1 - 10 scale where 1 is very poor value for money and 10 is very good value for money, how would you rate spend per ratepayer? Base: 2013 n=603, 2012 n=603

Housing type and location seem to play a role in value perception with flat and apartment dwellers more likely to have poor perceptions of rate spend, while urban residents are more likely to rate value spend as 'good'. Gender and age differences are again noted with older and female residents more likely to perceive Council rate spend as 'good'.

Table 2.4: Key Demographic Differences in Perceived Value¹⁵:

More likely to think...	TOTAL	Demographic difference
Regional Council rates are poor value (1 - 4)	12%	<ul style="list-style-type: none"> Residents living in flats/apartments (27%)
Regional Council rates are of some value (5 - 7)	55%	<ul style="list-style-type: none"> Family, mainly preschool-aged children (76%)
Regional Council rates are good value (8- 10)	25%	<ul style="list-style-type: none"> Young singles, couples, groups (37%) Residents aged 55+ (32%) Female (30%) Urban residents (27%)

Less likely to think...	TOTAL	Demographic difference
Regional Council rates are poor value (1 - 4)	12%	<ul style="list-style-type: none"> Urban residents (11%) Residents living in houses (11%)
Regional Council rates are good value (8- 10)	25%	<ul style="list-style-type: none"> Male (21%) Semi-rural residents (15%) Family, mainly preschool-aged children (6%)

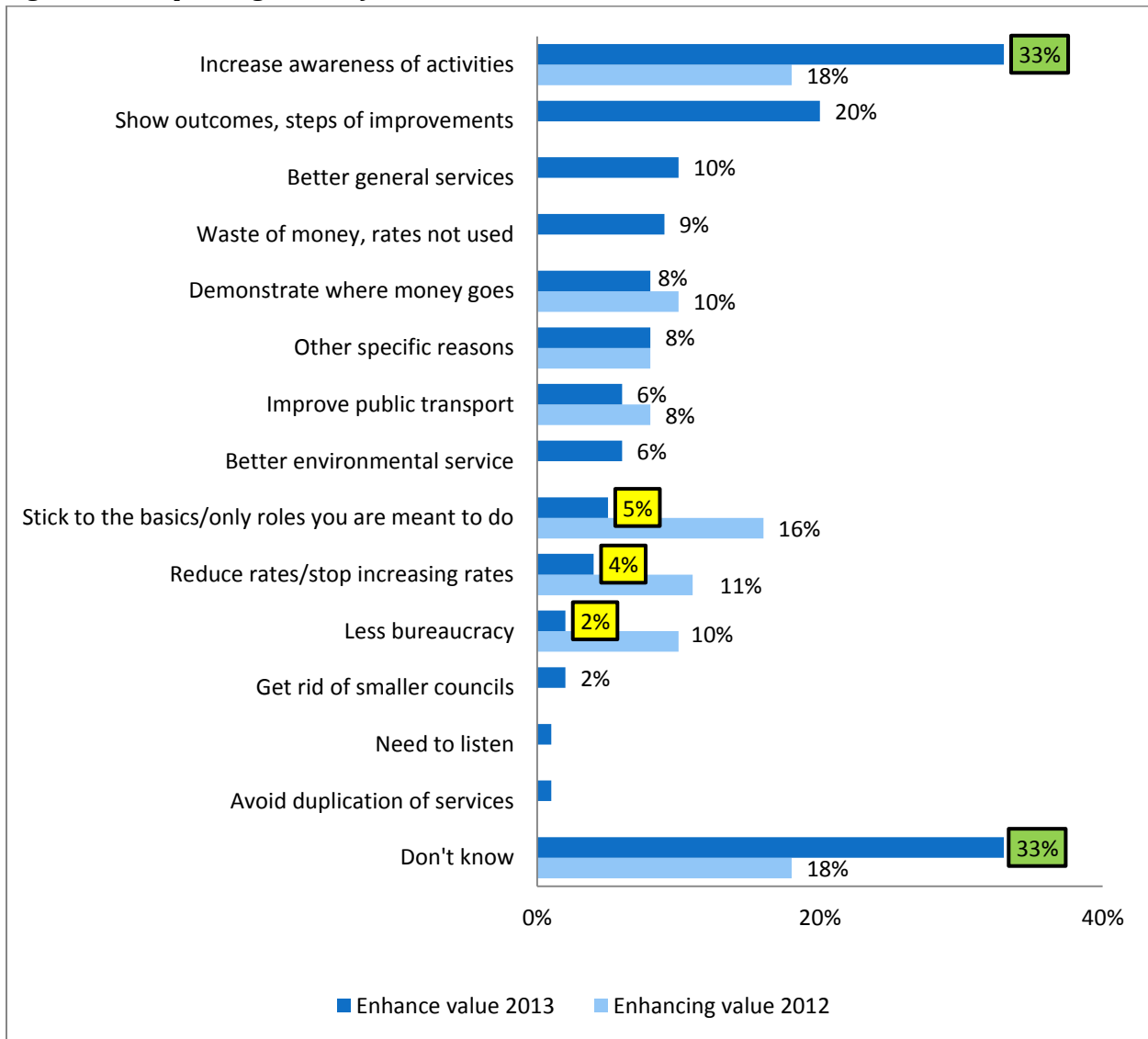
Those who provided a 'poor value' rating were asked to suggest improvements to add value to rate spend. Male residents are more likely to indicate that they 'don't know' how value can be added to rates (39% c.f. the total, 33%).

Residents aged 55 years or older are less likely to ask for outcomes to be shown and steps of improvements to be declared (6% c.f. the total, 20%) and more likely to indicate that smaller councils should be amalgamated to form a 'Super' council (6% c.f. the total, 2%) and less bureaucracy would add value (6% c.f. the total, 2%). Avoiding duplication of services would add value for this age group (4% c.f. the total, 1%).

Residents from Hutt City are more likely to ask for reduced rates (11% c.f. the total, 4%) while Urban residents are less likely to indicate that rates are a waste of money (5% c.f. the total, 9%) with visible proof of rates spent. Older couples and singles are more likely to indicate value-add depends on avoiding duplication of services (5% c.f. the total, 1%)

¹⁵ Q. On average the Regional Council spends about \$1,100 per person each year to manage all the activities we have just talked about. Using a 1 - 10 scale where 1 is very poor value for money and 10 is very good value for money, how would you rate spend per ratepayer? Base: 2013 n=603, Urban:487,Semi-rural:65, Rural:51, Property Owners:540, Renters:44, House dwellers:567, Flat/Apt.:36, Young single, couples, groups:47, Family pre-school kids:149, Family school kids:149, Family adult kids:101, Middle aged singles, couples:64, Older couples, singles:169, Male:264, Female:339, 18-34yrs:75, 35-54yrs:336, 55+yrs:188

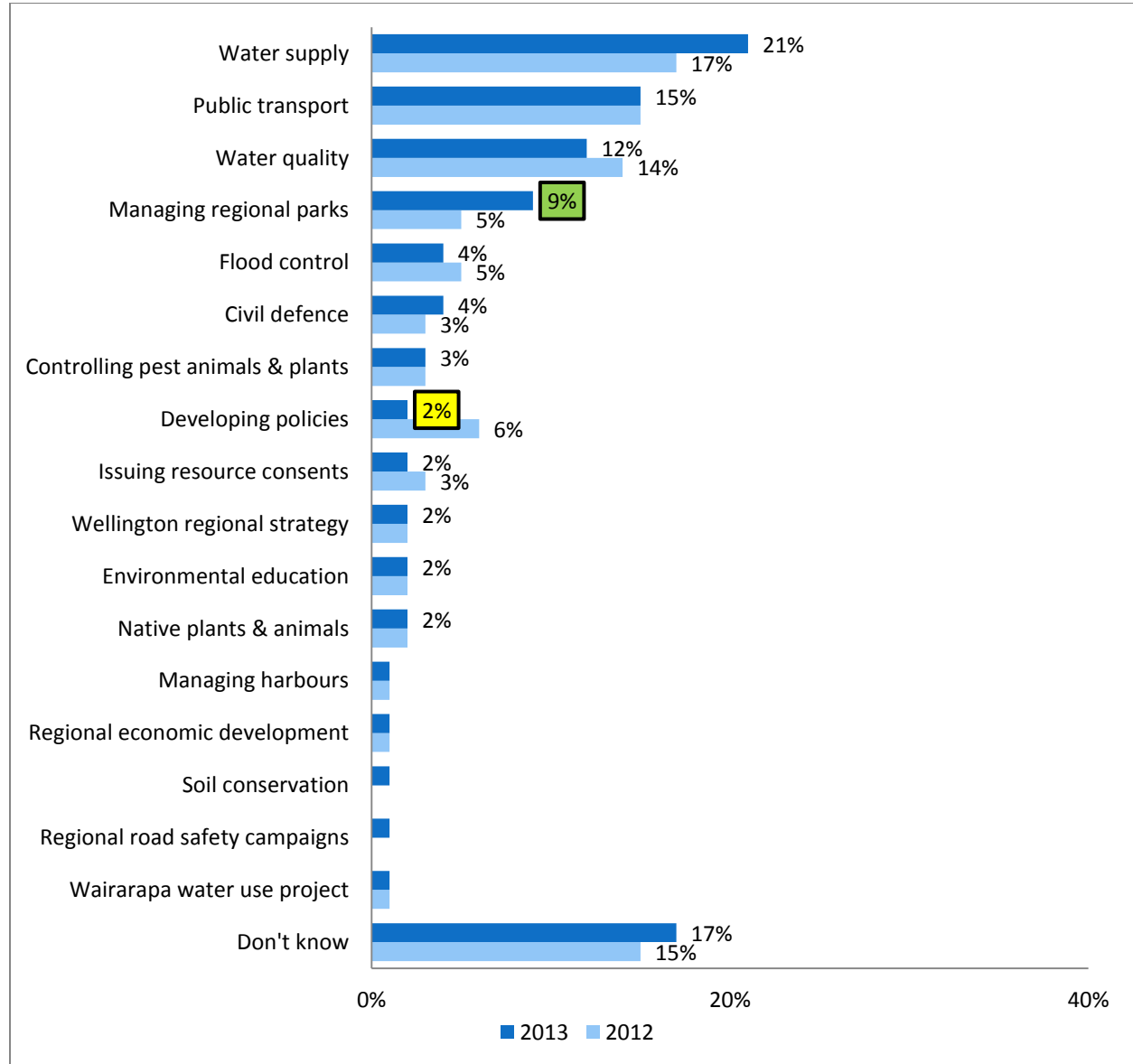
Figure 2.9: Improving Sense of Value – Unaided¹⁶



¹⁶ Q. What could be done to enhance the sense of value for money you receive from these rates? Base: All those who feel they receive poor value from their rates (1 - 5) 2013 n=164; 2012 n=157

Residents were asked to pin point one area of interest that would add value to council’s activities. At an aided level, water supply (21%), public transport (15%) and water quality (12%) receive the highest mentions. An equal proportion of residents felt unable to indicate one specific area for council to focus on (17%). There is significantly greater interest in council’s role in managing regional parks (up 4pts to 9%) and a considerable decline in council’s role in developing policies (down 4pts to 2%).

Figure 2.10: Improving Sense of Value - Aided¹⁷



¹⁷ Q. Out of the following areas that the Regional Council is involved in which ONE do you think adds the greatest value to the region as a whole? Base: All respondents 2013 n=603, 2012n=603

Key demographic differences reveal interesting life stage focus, for example younger people, renters and those living in flats or apartments are more likely to feel Council should focus on public transport, while property owners are more likely to mention water supply and water quality. Gender differences show male residents more likely to mention water supply as an area for Council to address, with female residents more likely to mention civil defence.

District differences show Upper Hutt's interest in water supply, and Kapiti Coast's interest in water quality. South Wairarapa and Masterton residents are more likely to mention flood control. Carterton residents are more likely to indicate that they are uncertain where Council's focus should be.

Table 2.5: Key Demographic Differences for Improving Sense Of Value - Aided¹⁸

More likely to indicate these add value ...	TOTAL Score	Demographic difference
Water supply	21%	<ul style="list-style-type: none"> • Upper Hutt residents (43%) • Male (25%) • Property owners (23%)
Public transport	15%	<ul style="list-style-type: none"> • Residents living in flats or apartments (38%) • Renters (30%) • Young singles, couples, groups (28%)
Water quality	12%	<ul style="list-style-type: none"> • Kapiti Coast residents (25%) • Rural residents (22%) • Family with mainly adult children (18%) • Residents aged 35 – 54 (17%) • Property owners (14%)
Managing regional parks	9%	<ul style="list-style-type: none"> • Family with mainly adult children (16%) • Hutt City residents (14%)
Civil defence	4%	<ul style="list-style-type: none"> • Residents living in flats or apartments (11%) • Family with preschool-aged children (9%) • Female (6%)
Flood control	4%	<ul style="list-style-type: none"> • South Wairarapa residents (13%) • Masterton residents (12%) • Residents aged 55+ (8%) • Older couples, singles (8%)
Don't know	17%	<ul style="list-style-type: none"> • Carterton residents (42%)

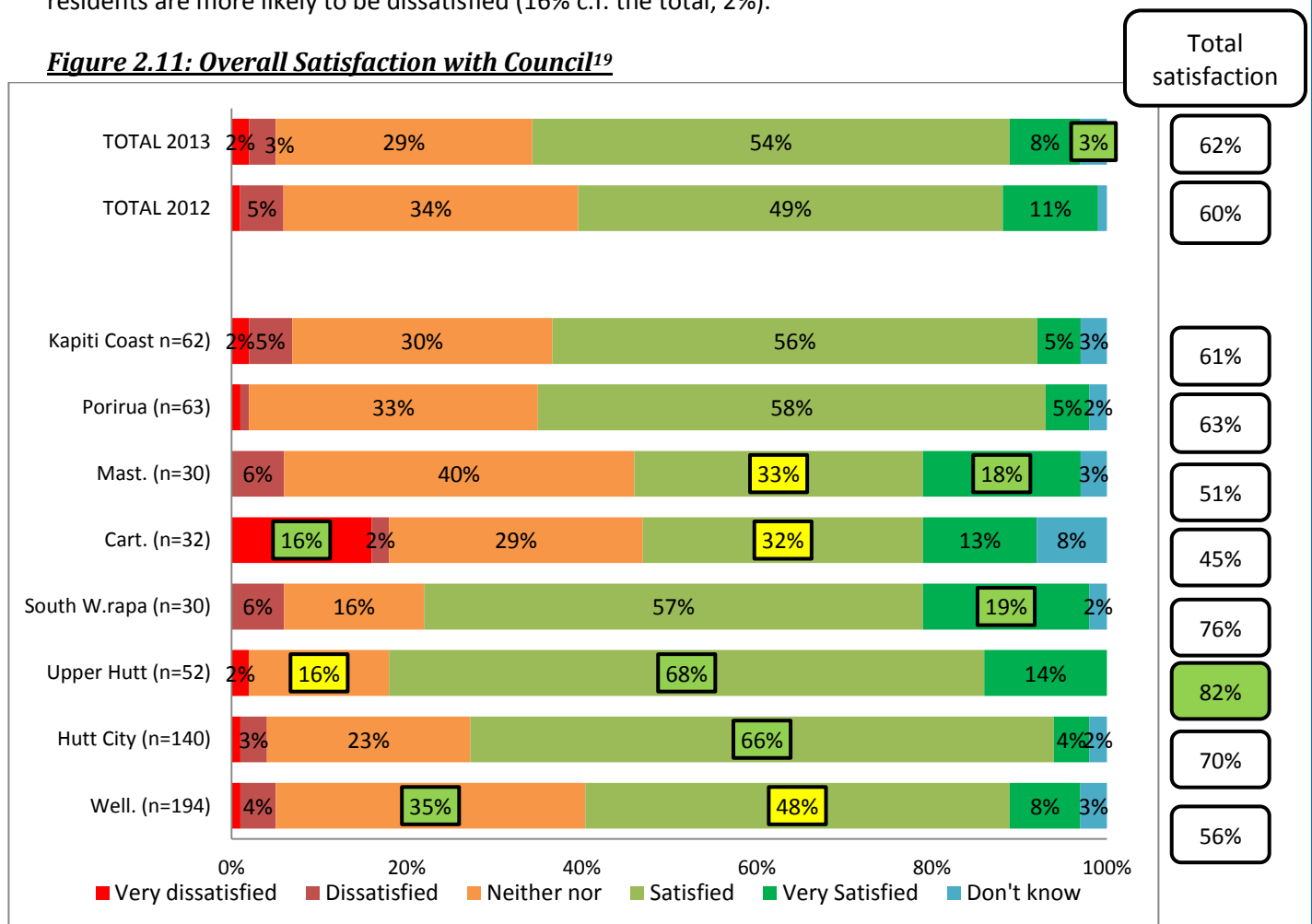
¹⁸ Q. Out of the following areas that the Regional Council is involved in which ONE do you think adds the greatest value to the region as a whole? Base: All respondents 2013 n=603, Urban:487,Semi-rural:65, Rural:51, Property Owners:540, Renters:44, House dwellers:567, Flat/Apt.:36, Young single, couples, groups:47, Family pre-school kids:149, Family school kids:149, Family adult kids:101, Middle aged singles, couples:64, Older couples, singles:169, Male:264, Female:339, 18-34yrs:75, 35-54yrs:336, 55+yrs:188 Kapiti Coast:62, Porirua:63, Mast.:30, Cart.:32, South W.rapa:30, Upper Hutt:52, Hutt City:140, Well.:194

2.5 Overall Satisfaction with Council:

Total satisfaction remains on par with last year with 62% of residents satisfied or very satisfied with the services that they get from Council. There is a greater number of residents who feel unable to rate Council overall ('don't know' up 2pts to 3%). Upper Hutt residents are more likely to be satisfied with Council service (82% total satisfaction c.f. the total, 62%).

South Wairarapa and Masterton residents are more likely to be 'very satisfied' with Council services (19% and 18% very satisfied respectively c.f. the total, 8%), while Upper Hutt and Hutt City residents are more likely to be 'satisfied' (68% and 66% satisfied respectively c.f. the total, 54%). Wellington residents are more likely to be neutral in their regard of Council (35% neither nor c.f. the total, 29%), while Carterton residents are more likely to be dissatisfied (16% c.f. the total, 2%).

Figure 2.11: Overall Satisfaction with Council¹⁹



¹⁹ Q. How satisfied are you with how the Regional Council services the region as a whole? Are you... Base: All residents 2013 n=603, 2012 n=603, district base refer chart.

Rural and urban differences emerge with rural residents more likely to be dissatisfied with Council overall and urban residents more likely to take a neutral stance. Gender difference shows male residents more likely and female residents less likely to be dissatisfied with Council. Older couples or singles are divided, being either dissatisfied or satisfied with Council overall and less likely to take a neutral stance.

Table 2.6: Key Demographic Differences for Overall Satisfaction²⁰

More likely to be...	Total score	Demographic difference
Dissatisfied with Regional Council (Very dissatisfied and dissatisfied)	5%	<ul style="list-style-type: none"> • Rural residents (14%) • Family, mainly preschool-aged children (10%) • Older couples, singles (8%) • Male (7%)
Neutral towards Regional Council (neither nor)	29%	<ul style="list-style-type: none"> • Middle-aged singles, couples (44%) • Urban residents (31%)
Satisfied with Regional Council (satisfied and Very satisfied)	62%	<ul style="list-style-type: none"> • Older couples, singles (71%)

Less likely to be...	Total score	Demographic difference
Dissatisfied with Regional Council (Very dissatisfied and dissatisfied)	5%	<ul style="list-style-type: none"> • Urban residents (4%) • Female (3%)
Neutral towards Regional Council (neither nor)	29%	<ul style="list-style-type: none"> • Residents aged 55+ (20%) • Older couples, singles (18%)

²⁰ Q. How satisfied are you with how the Regional Council services the region as a whole? Are you... Base: All residents 2013 n=603, Urban:487,Semi-rural:65, Rural:51, Property Owners:540, Renters:44, House dwellers:567, Flat/Apt.:36, Young single, couples, groups:47, Family pre-school kids:149, Family school kids:149, Family adult kids:101, Middle aged singles, couples:64, Older couples, singles:169, Male:264, Female:339, 18-34yrs:75, 35-54yrs:336, 55+yrs:188 Kapiti Coast:62, Porirua:63, Mast.:30, Cart.:32, South W.rapa:30, Upper Hutt:52, Hutt City:140, Well.:194

The residents who were dissatisfied with Council overall (rating 1-4 out of 10) were asked to provide a reason for their response; verbatim comments are shown in the tables below by allocated rating.

Table 2.7: Reasons for Dissatisfaction With Council Overall ²¹

Very dissatisfied...
<i>I feel we have been ripped off as ratepayers.</i>
<i>Because I don't think that public transport is great. The signs are great but the buses do not arrive when they say they will. The times do not seem to keep to the timetable times.</i>
<i>There are unnecessary layers of government.</i>
<i>It's not fair on rates, it's too much money.</i>
<i>It should be user pays!! Because we don't get anything for our rates, like for me living rurally. We do our own water management and our own rubbish, all they do is our roads.</i>
<i>Because they don't contact you unless there's a problem.</i>
<i>Because I do not believe with the decision outcomes recently. They failed to protect the environment against the damage of the development, even under the current legislation.</i>
<i>I just don't believe in what the regional councils are doing, they should just get rid of them.</i>
<i>They waste too much money and they seem to just spend my hard-earned money on useless things.</i>
<i>They are not doing their jobs.</i>
<i>There is lack of understanding of community needs.</i>

²¹ Q. Why do you say that?? Base: All dissatisfied residents (scores 1 - 5) n=29

Table 2.7: Reasons for Dissatisfaction With Council Overall (cont.)²²

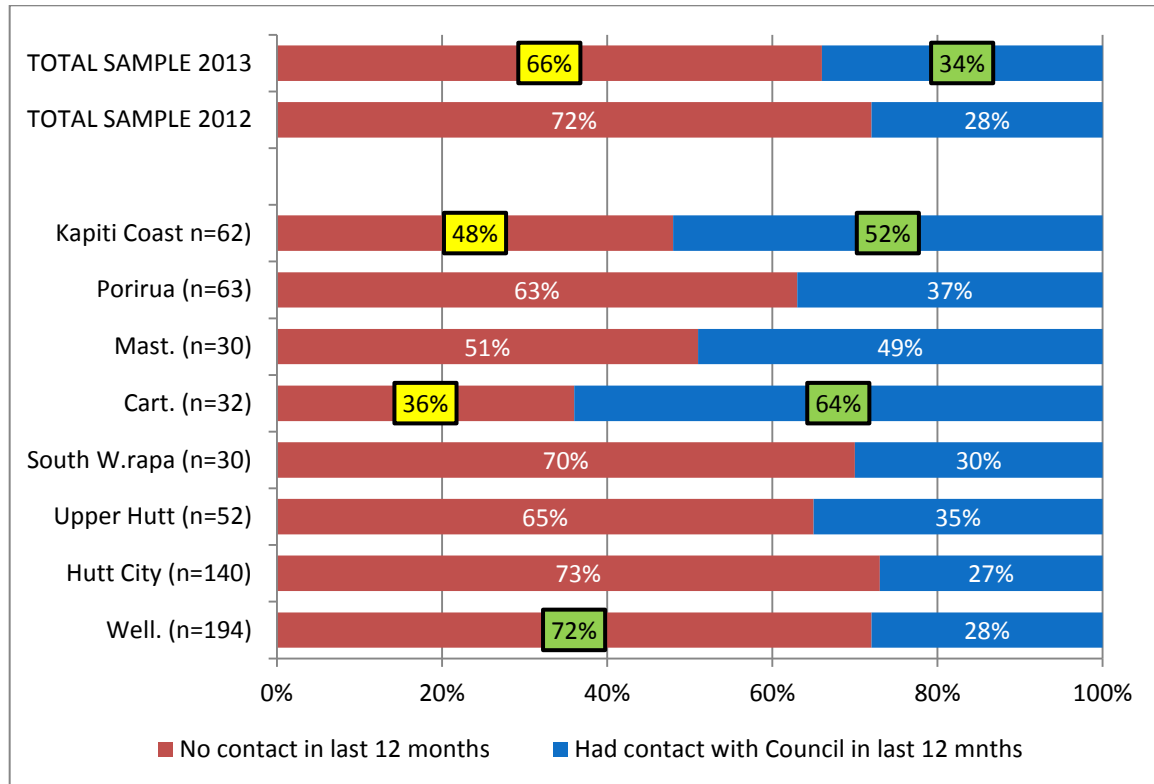
Dissatisfied...
<i>I didn't know what my rates money was for.</i>
<i>It's waste a lot of money; we also need people in our regional council who are actually business people. They need the idea of how to spend money and how to run a business.</i>
<i>1080 poison that the Regional Council is involved in. This affects the animal health board, there is poisoning between the South Coast and Mt.Bruce in the Rimutaka area. Besides that, the water is delivered perfectly and fine.</i>
<i>I do not think South Wairarapa has a large enough voice in regional affairs. We used to have two seats in the council but now we only have one.</i>
<i>Because there is too much fragmentation.</i>
<i>I don't think that they earn their money. There is more that needs to be done for the region.</i>
<i>Costs go up and there is competition.</i>
<i>The City Council means nothing to me. I pay rates and yet get no service from the council whatsoever.</i>
<i>Poor value for money.</i>
<i>I lodged a complaint with them and I haven't seen anything done; with compliance issues.</i>
<i>Public transport in Khandallah is really unreliable, the buses and trains are often late or don't turn up at all. It's wasting time on the regional government; it's causing issues and money.</i>
<i>Because I pay Regional Council rates and as a rural land owner I believe that they should perhaps make us aware of what we are entitled to.</i>
<i>Because we get less services.</i>
<i>They are selfish with money, where there are no results.</i>
<i>They don't listen to the papers. They just push through their own agendas.</i>
<i>When one of the dams broke during the drought, they blocked it off to fix it. They should have made a third dam and then able to block the other one to fix it, at the end we would have ended up with three dams.</i>
<i>We are not aware of most things.</i>
<i>Dealing with the council directly is an issue.</i>
<i>Have a more effective management with financing.</i>

²² Q. Why do you say that?? Base: All dissatisfied residents (scores 1 - 5) n=29

3.CONTACT AND SERVICE FROM COUNCIL

Contact with Council has increased with around a third of residents having contacted Council in the last 12 months (34%). Kapiti Coast and Carterton residents are more likely to have had contact with Council in the last year (52% and 64% respectively c.f. the total, 34%). Rural residents and families with mainly school-aged children are more likely to have had contact with Council in the last 12 months.

Figure 3.1: Contact with Council in Last Twelve Months²³:



²³ Q. How many times have you contacted GW in the past 12 months? Base: All residents 2013 n=603, 2012 n=603, district base refer chart

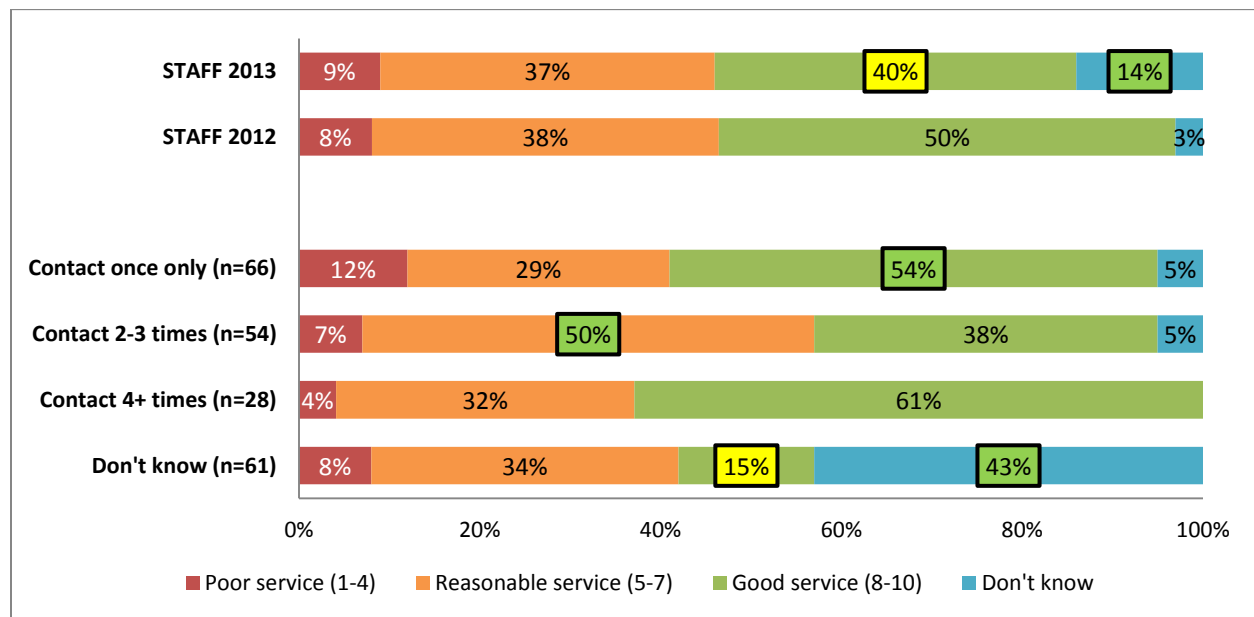
Table 3.1: Key Demographic Differences for Contacting Council²⁴:

Position	Total score	Demographic difference
More likely to HAVE contacted Regional Council in last 12 months	34%	<ul style="list-style-type: none"> Rural residents (52%) Family, school-aged children (42%)
More likely NOT to have contacted Regional Council in last 12 months	66%	<ul style="list-style-type: none"> Middle-aged couples, singles (78%) Urban residents (68%)

There is a significant decrease in 'good' services rating (8-10 out of 10) with an increasing number of residents unsure how to rate Council staff performance. 'Don't know' response increased from 3% in 2012 to 14% in 2013, while good ratings declined from 50% in 2012 to 40% in 2013. First time resolution leads to positive ratings while those who had to contact Council 2-3 times are more likely to be neutral regarding staff performance.

Urban residents are more likely to rate Council staff performance neutral, that is 5-7 out of 10 (41% c.f. the total 37%), while families with adult children are less likely to be neutral in the regard (20% c.f. the total, 37%).

Figure 3.2: Overall performance of Council Staff²⁵



²⁴ Q. How many times have you contacted GW in the past 12 months? Base: All residents 2012 n=603, 2010 n=616, district base refer chart

²⁵ Q. Using a 1 to 10 scale where 1 is extremely poor and 10 is excellent, how would you rate the service you have received from the Regional Council staff overall? Base: All residents who have contacted GWRC 2013 n=209, 2012 n=137.

Lack of response and follow up is the main driver for dissatisfaction with Council staff, with rates spent inappropriately also mentioned. Verbatim comments are detailed below.

Table 3.2: Reasons for Dissatisfaction with Staff Performance²⁶

Extremely poor 1 out of 10
<i>There was a dog on our property and we called animal control and they told us to catch the dog and hold it until they could spare someone to come and get it. I think it is an unsafe thing to ask of a member of the public.</i>
<i>Not getting any service where I live from the Council and my neighbours as well.</i>
<i>Don't get any services from the Council.</i>
<i>Poor service, haven't yet replied to my call and what I need done.</i>
<i>All our neighbours wanted our water race shut off. We spoke with Melvin Pike at Carterton - didn't get done. Water race flooded and it burst its banks. Nobody bothered to check. Our Council needs to do their job, I shouldn't have to chase them to do their job.</i>
<i>Wasted money</i>
<i>Because I didn't get a reply back.</i>
2 out of 10
<i>Just bad.</i>
<i>Because they don't listen to the people. Spend money on stuff that doesn't matter.</i>
3 out of 10
<i>Delays and not getting through to the right person.</i>
<i>I am motor homer. We've been trying to do freedom camping and dump stations. There are insufficient dump stations in the Hutt/Wellington area. They just seem to make excuses that there's not enough areas for freedom campers.</i>
<i>Passing the buck when it came to certain issues.</i>
<i>Because their communications skills are absolutely appalling. They don't answer emails or letters.</i>
<i>Email, so I think it was the support staff.</i>
4 out of 10
<i>It took along while to get to the right person I needed to speak to.</i>
<i>Their management of pest control was terrible. They put bait out for possums and as I understand it they didn't cover the area in total.</i>
<i>About the insulation of healthy home and the amount of money I need to pay back. I asked to increase the bill payment towards the rates through direct debit and I got the response that the council is not a bank. The council should be trying to make things easier rather than making it difficult</i>

²⁶ Q. Why do you give this rating? Please provide examples and be as specific as possible. Base: All dissatisfied residents (scores 1 - 5) n=19

4.COMMUNICATIONS

4.1 Awareness of Council Communications:

Newspapers are the main source of information about the Regional Council for more than half the region's residents (up 10pts to 52%), especially residents older than 55 years (70%), from the Kapiti Coast (69%), middle-aged singles and couples (67%), older singles, couples (66%) and residents aged between 35 and 54 (58%).

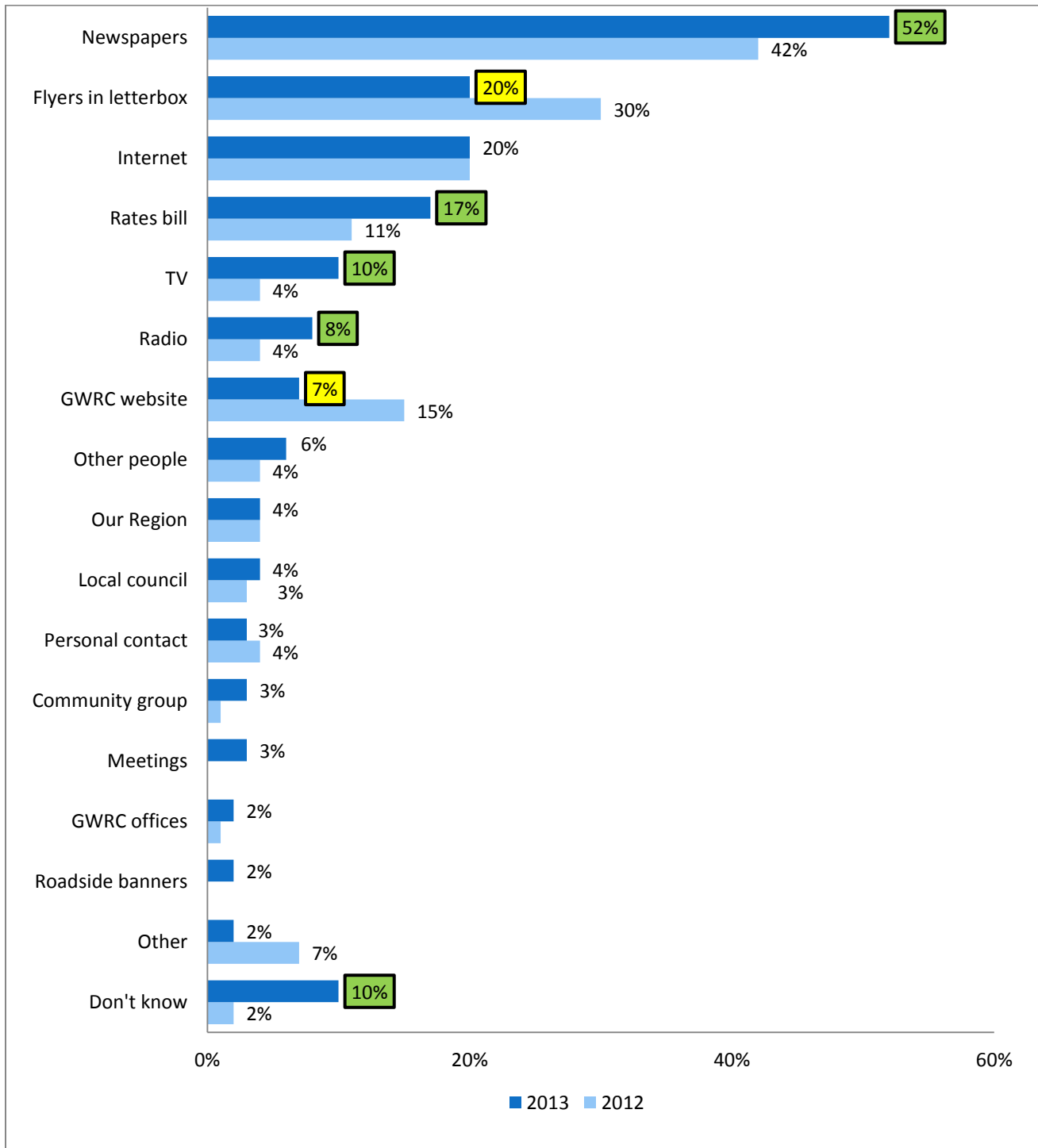
The Internet is used as a general source for Regional Council information by 20% of the region, especially Porirua residents (34%), younger singles, couples and groups (33%) and residents aged between 18 and 34 years (30%). Letter box flyers are used by a similar proportion of the region (down 10pts to 20%), especially Carterton residents (42%), rural residents (37%), older couples and singles (26%) and residents aged 55 years and older (26%).

Seventeen per cent of residents rely on information distributed with the rates bill, an increase of 6pts year-on-year; especially families with mainly preschool-aged children (27%), older couples and singles (24%), residents aged over 55 years (22%) and property owners (20%). Television is increasingly viewed as a source of information by residents with an increase of 6pts to 10%. Younger singles, couples and groups (19%) and those aged between 18 and 34 years (16%) are especially prone to rely on television for information.

Information about Regional Council activities on the radio is used by eight per cent of residents (up 4pts), especially those over 55 years of age (12%). Residents who live in flats or apartments (20%), Wellington residents (10%), those aged between 18 and 34 years (10%) and female residents (8%) are more likely to source their information from other people (c.f. the total 6%).

Residents aged between 18 and 34 years, Hutt City residents and renters are more likely to not be aware of any information sources relating to Regional Council activities (16%, 14% and 24% respectively c.f. the total, 10%).

Figure 4.1: Sourcing Information on Council – Unaided Response²⁷

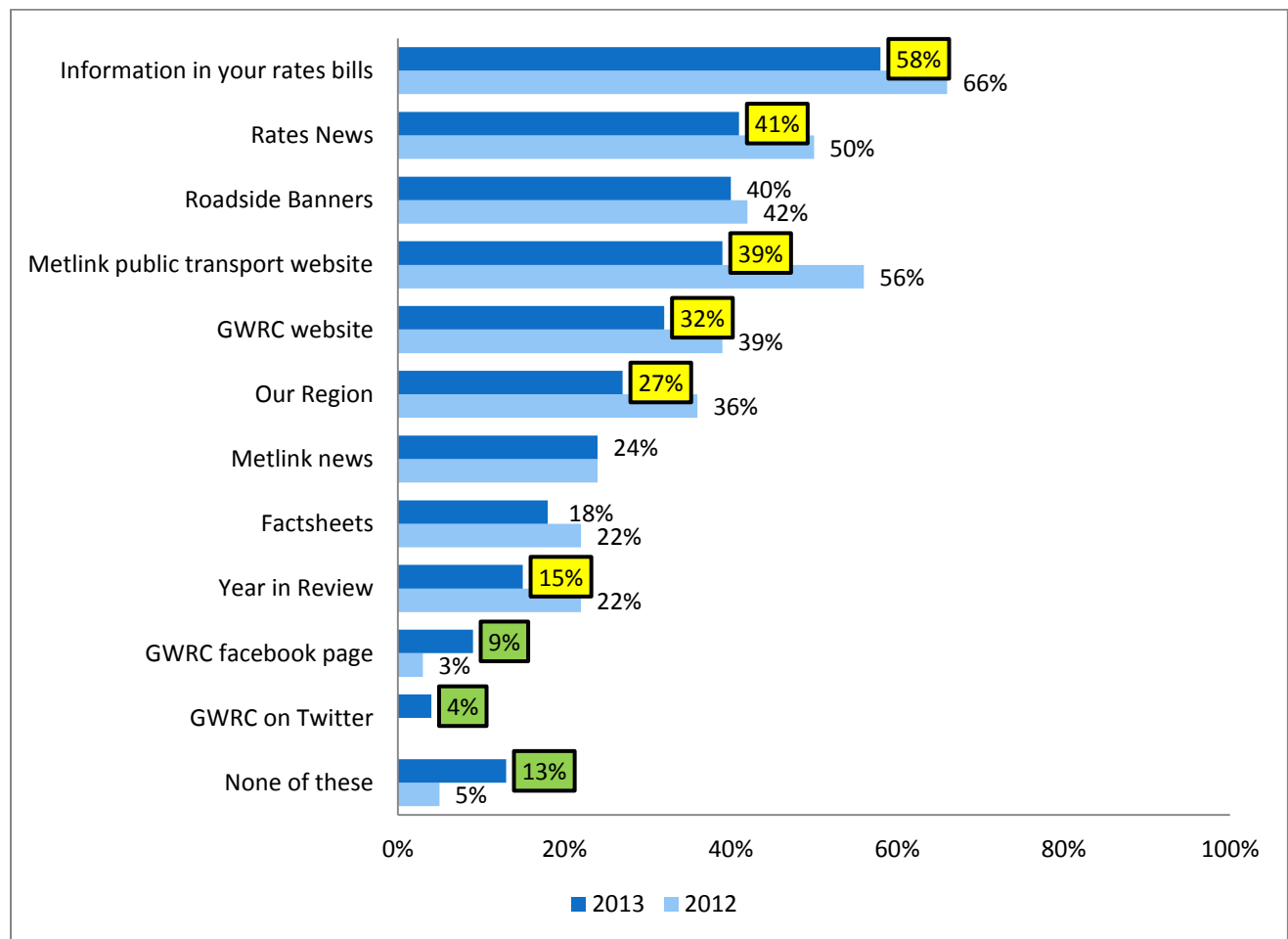


²⁷ Q. How do you mainly get your information about the Regional Council?: All residents 2013 n=603, 2012 n= 603

At an aided level the number of residents unaware of any Council publication increases significantly year on year with 13 per cent of residents unaware of any Council publication in 2013, compared with 5 per cent in 2012. Significant declines year on year include fewer residents aware of information in rates bills (down 8pts to 58%), *Rates News* (down 9pts to 41%), Metlink public transport website (down 17pts to 39%), Council website (down 7pts to 32%), *Our Region* (down 9pts to 27%) and *Year in Review* (down 7pts to 15%).

Interestingly there is an increase in sourcing information regarding Council through social media with Facebook up 6pts to 9%, and Twitter at 4% usage. A range demographic difference is noted regarding Council publications, with families with mainly school-aged children more likely to not be aware of any Council publications.

Figure 4.2: Awareness of Council Publications – Aided Response²⁸



²⁸ Q. I am going to read a few types of information that the Regional Council publishes. Can you please tell me whether you have seen these in the last 12 months? Base: All residents 2013 n=603, 2012 n=603

Table 4.1: Key Demographic Differences in Awareness of Council Publications^{29 30}

More likely to be aware of...	Total score	Demographic difference
Information in your rates bills	58%	<ul style="list-style-type: none"> • Middle-aged singles and couples (73%) • Families with preschool-aged children (71%) • Residents aged 35 – 54 (68%) and 55+ (65%) • Families with school-aged children (67%) • Property owners (65%) • Urban residents (61%) • Residents living in houses (60%)
Rates News	41%	<ul style="list-style-type: none"> • Residents aged 55+ (52%) • Older couples and singles (51%) • Residents aged 35 – 54 (48%) • Property owners (45%) • Residents living in houses (42%)
Roadside banners	40%	<ul style="list-style-type: none"> • Renters (56%) • Urban residents (43%)
Metlink Public transport website	39%	<ul style="list-style-type: none"> • Renters (64%) • Residents who live in flats or apartments (59%) • Families with school-aged children (55%) • Young singles, couples, groups (54%) • Residents aged 18 – 34 (51%)
GWRC website	32%	<ul style="list-style-type: none"> • Renters (48%) • Young singles, couples, groups (45%) • Residents aged 18 – 34 (41%) • Families with school-aged children (40%)
Our Region	27%	<ul style="list-style-type: none"> • Rural residents (43%) • Residents aged 55+ (37%) • Older couples, singles (35%)
Metlink news	24%	<ul style="list-style-type: none"> • Families with adult children (38%) • Renters (37%) • Male (28%)
Fact sheets	18%	<ul style="list-style-type: none"> • Residents aged 35 – 54 (24%)
Year in Review	15%	<ul style="list-style-type: none"> • Residents aged 55+ (24%) • Older couples, singles (20%)
GWRC Facebook page	9%	<ul style="list-style-type: none"> • Renters (23%) • Young singles, couples, groups (21%) • Residents aged 18 – 34 (13%)
GWRC on Twitter	4%	<ul style="list-style-type: none"> • Residents who live in flats or apartments (12%) • Young singles, couples, groups (11%)
None of these	13%	<ul style="list-style-type: none"> • Families with mainly school-aged children (7%)

²⁹ Q. I am going to read a few types of information that the Regional Council publishes. Can you please tell me whether you have seen these in the last 12 months? Base: All residents 2013 n=603, Urban:487, Rural:51, Property Owners:540, Renters:44, House dwellers:567, Flat/Apt.:36, Young single, couples, groups:47, Family pre-school kids:149, Family school kids:149, Family adult kids:101, Middle aged singles, couples:64, Older couples, singles:169, Male:264, 18-34yrs:75, 35-54yrs:336, 55+yrs:188.

³⁰ Excludes district data, see tables page over

In terms of differences by district, Carterton, Masterton and Hutt City residents are more likely to be unaware of any Council publications (44%, 25% and 18% respectively c.f. the total, 13%).

Table 4.2: Awareness of Communications by District³¹

	Total	DISTRICT							
		Kapiti Coast	Porirua	Mast.	Cart.	South W.rapa	Upper Hutt	Hutt City	Well.
Base	603	62	63	30	32	30	52	140	194
Information with rates bill	58%	67%	61%	53%	43%	68%	67%	52%	58%
Rates News	41%	47%	40%	47%	23%	50%	49%	32%	43%
Roadside banners	40%	35%	49%	14%	28%	32%	53%	41%	42%
Metlink public transport website	39%	17%	28%	14%	28%	24%	45%	35%	55%
Greater Wellington Regional Council website	32%	22%	31%	27%	15%	35%	31%	25%	43%
Our Region	27%	31%	18%	16%	17%	32%	24%	26%	32%
Metlink News	24%	22%	14%	14%	15%	14%	35%	29%	26%
Factsheets	18%	19%	26%	19%	20%	10%	37%	12%	14%
Year in Review	15%	16%	19%	23%	15%	16%	18%	14%	13%
Greater Wellington Facebook page	9%	2%	9%	14%	3%	12%	12%	12%	7%
Greater Wellington on Twitter	4%	6%	3%	15%	0%	0%	0%	5%	5%
Have not seen any of these in the past 12 months	13%	8%	19%	25%	44%	9%	3%	18%	5%

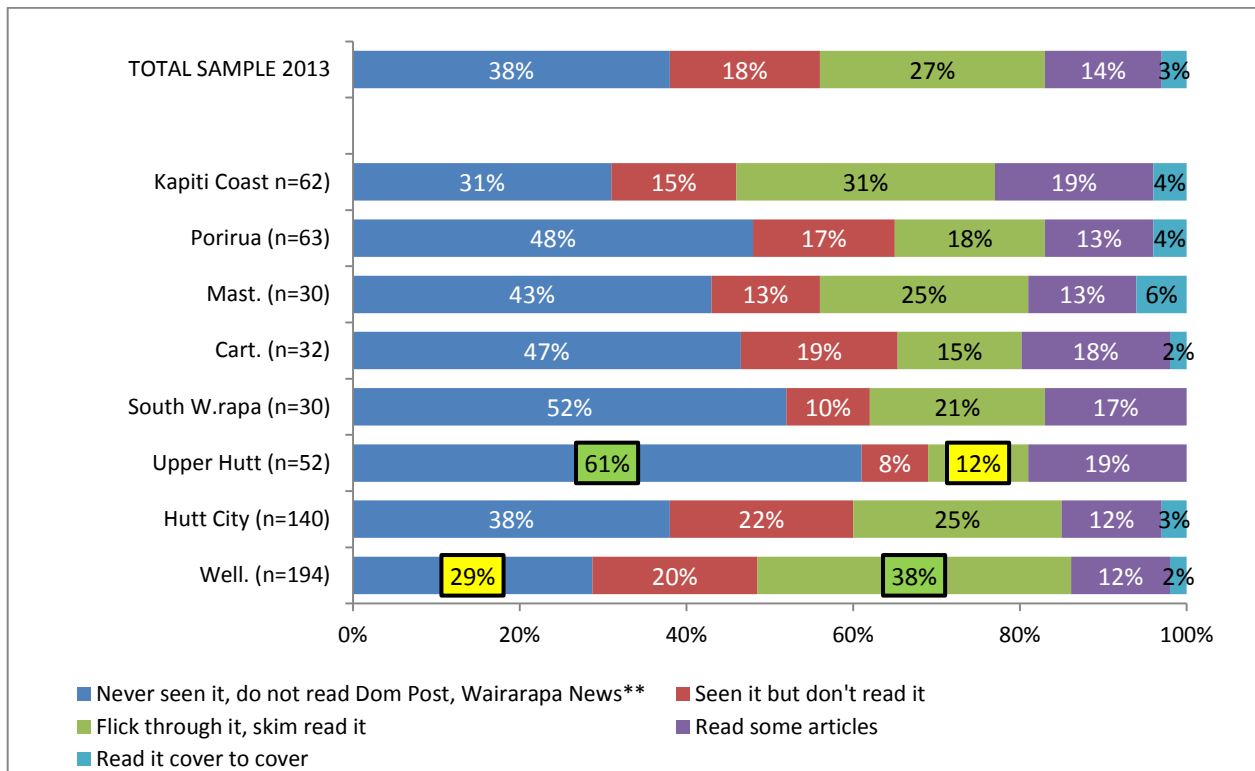
³¹ Q. I am going to read a few types of information the Regional Council publishes. Can you please tell me whether you have seen these in the last 12 months? Base: refer table

4.2 Our Region:

Our Region changed from a quarterly publication distributed in the local newspapers in 2012 to a monthly publication distributed through the Dominion Post and Wairarapa News in 2013. Forty-four per cent of residents claim to have read *Our Region*, with three per cent reading the publication from cover-to-cover, 14 per cent reading 'some of the articles' and 27 per cent skim reading the publication. Nearly a fifth of residents (18%) have seen the publication but have not read it, with more than a third of residents not aware of the publication, mainly due to not reading the Dominion Post or Wairarapa News (38%).

Residents aged 55 years+, older couples and singles, and property owners are more likely to read some of the articles (26%, 25% and 15% respectively c.f. the total, 14%). Young singles, couples and groups, families with preschool-aged children, and residents aged between 18 and 29 years are more likely to never have seen *Our Region* or do not read Dominion Post or Wairarapa News (55%, 51%, 49% c.f. the total, 38%).

Figure 4.3: Readership of 'Our Region' - Total Sample³²

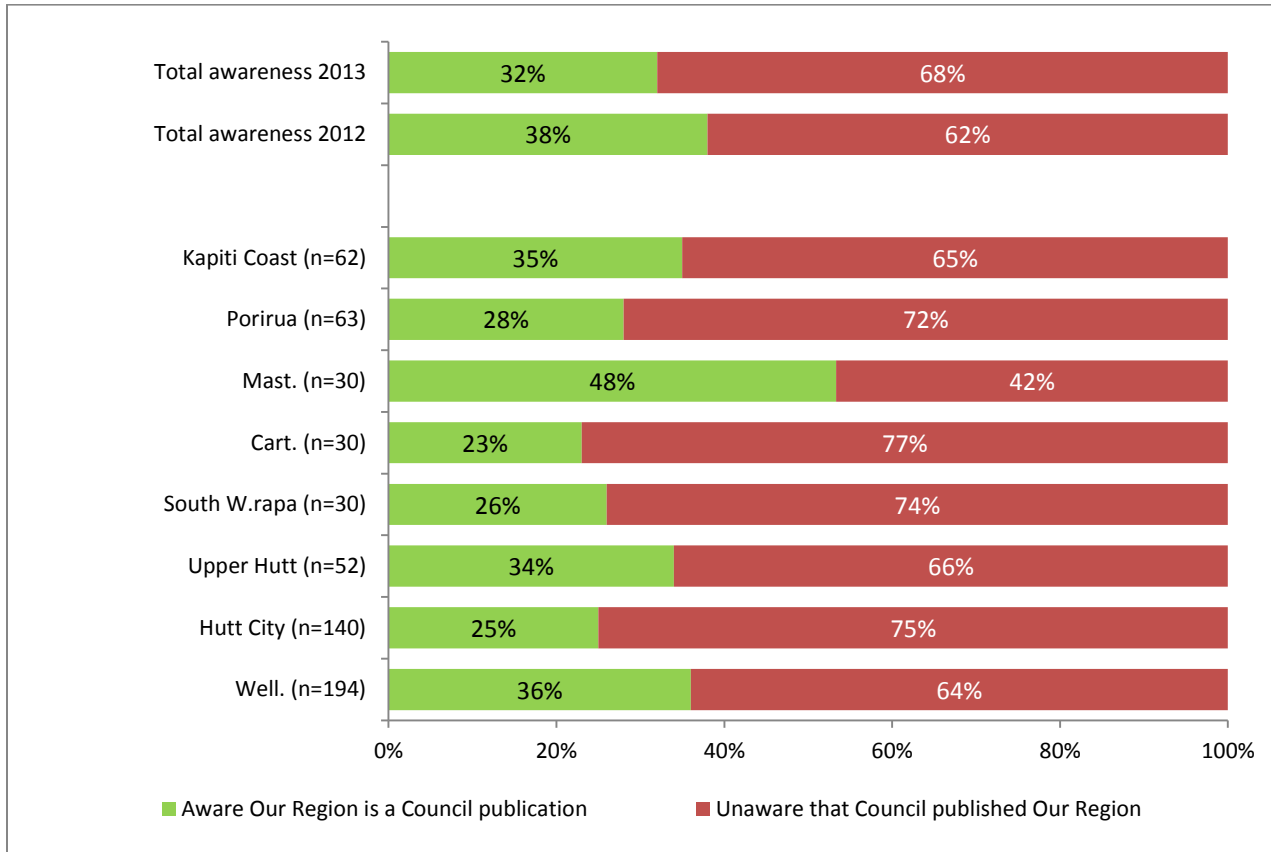


³² Q. *Our Region* comes out each month in the Dominion Post and Wairarapa News. Which of the following best describes how you usually read *Our Region*? ** Wording of question changed to reflect the new distribution channels and an additional scale element 'seen it but don't read it' has been included from 2013. Base: All residents, 2013 n=603, 2012 n= 603, district base refer to chart

Awareness of *Our Region* being produced by the Regional Council has declined, with only a third of residents aware that Council is behind the publication (32%).

Families with mainly preschool-aged children and male residents are more likely to be aware that the publication is produced by Council (47% and 36% respectively c.f. the total, 32%).

Figure 4.4: Awareness of Council Publishing 'Our Region' ³³



³³Q. Before this phone call, did you know that *Our Region* was produced by the Regional Council? Base: Total sample, 2013 n=603, 2012 n=603, district base refer to chart

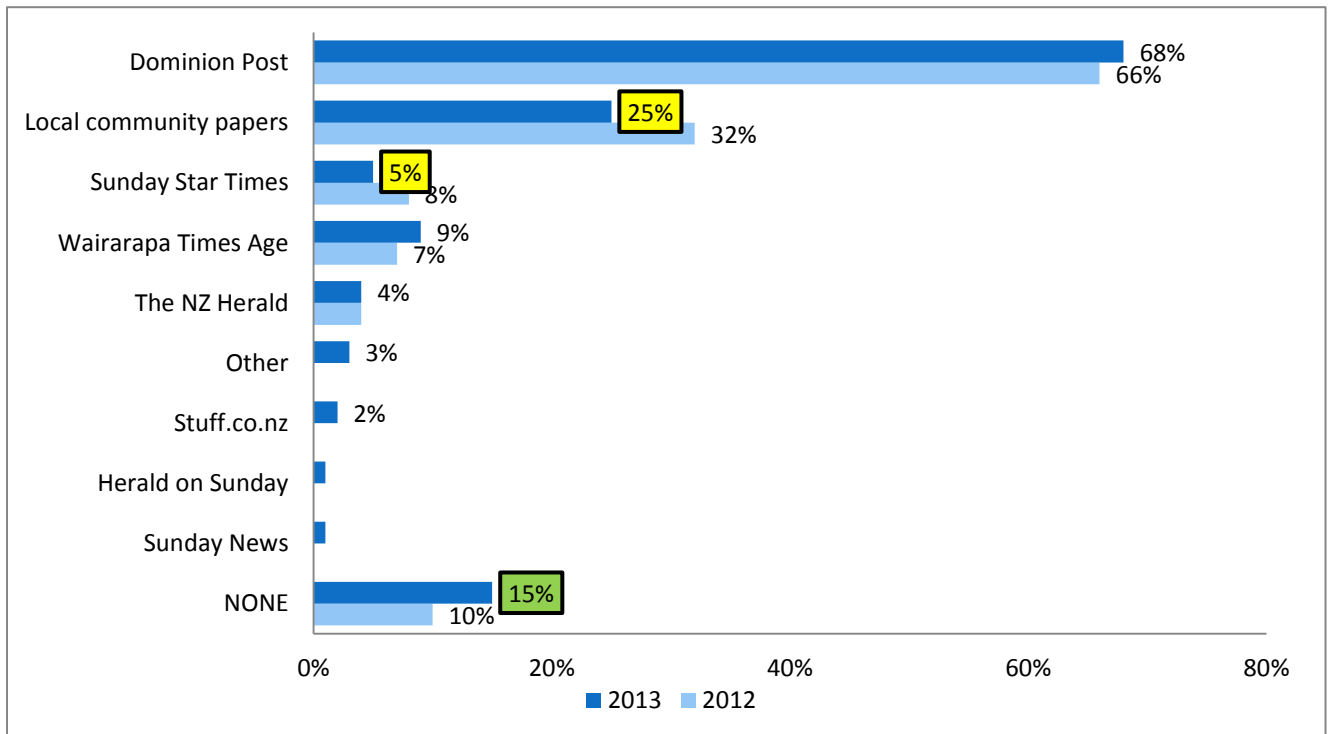
4.3 Traditional Media Usage:

The Dominion Post continues to dominate newspaper readership (68%). A decline in local community paper readership (down 7pts to 25%) and Sunday Star Times readership (down 3pts to 8%) is noted year-on-year. There is an increasing proportion of residents who do not read newspapers at all (15% in 2013 c.f. 10% in 2012).

Wellington residents, families with mainly adult children and urban residents are more likely to read the Dominion Post (79%, 78% and 70% c.f. the total, 68%). Kapiti Coast and Porirua residents, residents aged between 35 and 54 and female residents are more likely to read local community papers (44%, 38%, 32% and 31% respectively c.f. the total, 25%). Specifics around community newspapers read are detailed page over.

Young singles, couples and groups, and residents who live in flats or apartments are more likely to not read any newspapers (both 27% c.f. the total, 15%). Interestingly the news website 'stuff.co.nz' was listed as an 'other' newspaper by 2 per cent of residents, especially by young singles, couples and groups, as well as residents who live in flats or apartments (12% and 6% respectively c.f. the total 2%).

Figure 4.5: Newspaper Readership³⁴



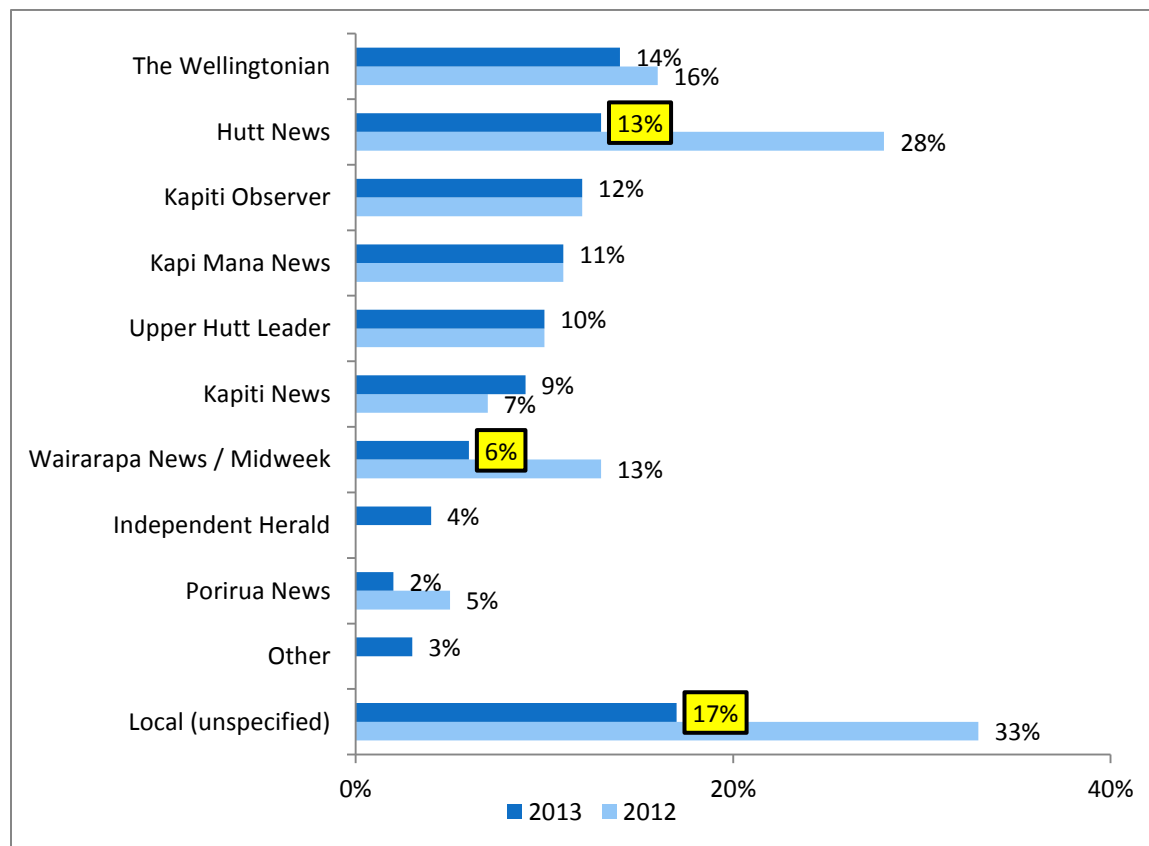
³⁴ Q. Which newspapers do you read on a regular basis? Which other newspapers do you read on a regular basis? Base: Total sample 2013 n=603, 2012 n =603

Year-on-year comparison reveals a decline in readership for Hutt News (down 15pts to 13%) and Wairarapa Midweek News (down 7pts to 6%). There is greater clarity around publication with a significant decrease in the number of readers who refer to their local community paper in generic form (17% 'local – unspecified' in 2013, c.f. 33% in 2012).

Community newspaper readership patterns mirror distribution with Wellington and urban residents more likely to read the Wellingtonian (51% and 16% c.f. the total, 14%), Hutt City residents more likely to read Hutt News (51% c.f. the total, 13%) and Kapiti Coast residents more likely to read the Kapiti Observer (66% c.f. the total, 12%) and/or Kapiti News (50% c.f. the total, 9%). Wellington residents are also more likely to read the Independent Herald (18% c.f. the total, 4%), Cook Straight News (6% c.f. the total, 1% included under 'Other' code) and Capital Times (4% c.f. the total, 1% included under 'Other' code).

Other demographic differences to note include residents over 55 years more likely to read Hutt News (21% c.f. the total, 13%), Kapiti News (17% c.f. the total, 9%), Wairarapa Midweek (11% c.f. the total, 6%) and Porirua News (6% c.f. the total, 2%).

Figure 4.6: Community Newspaper Readership³⁵

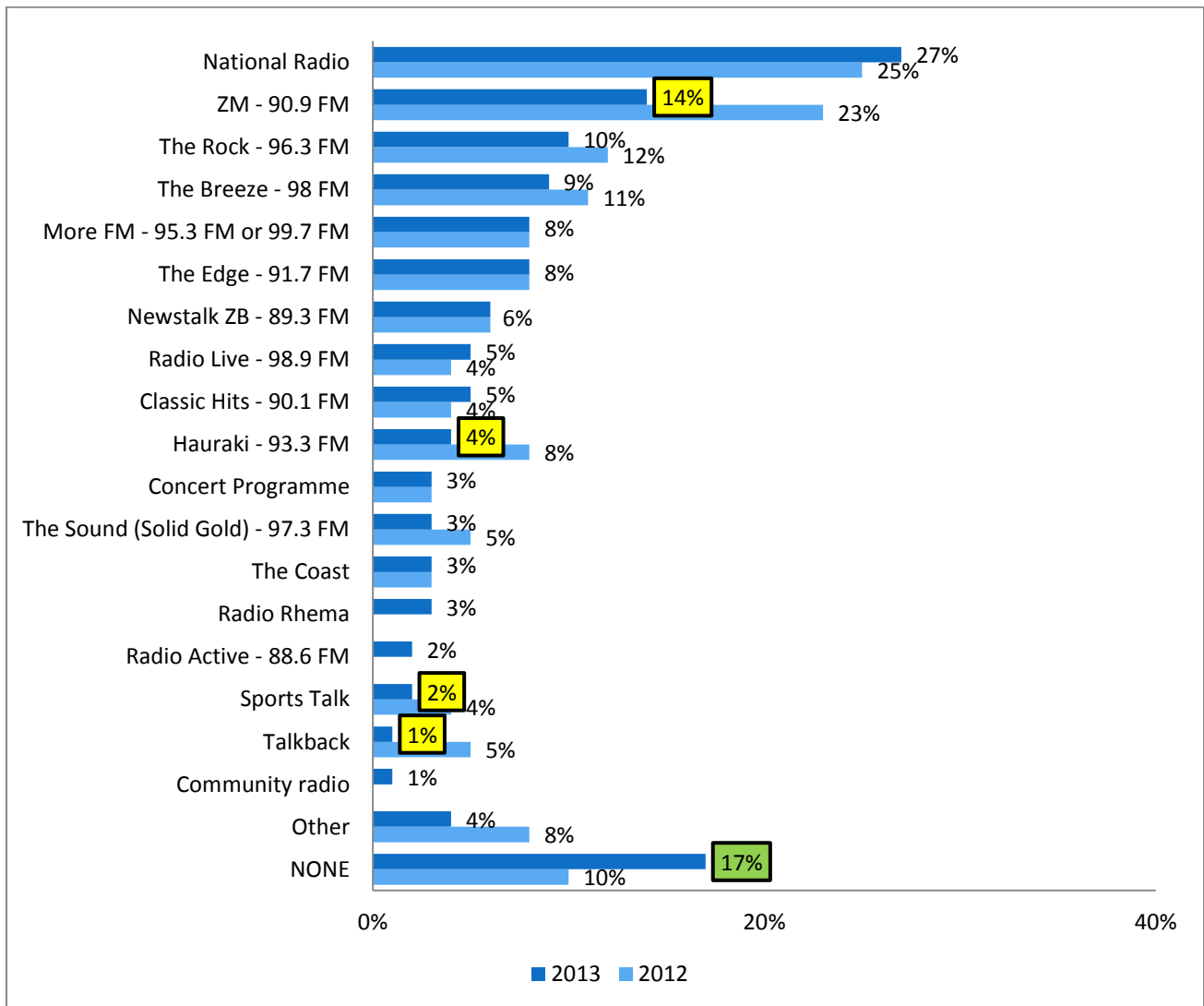


³⁵ Q. Which community newspaper do you read? Base: Those who read community newspapers: 2013 n=175, 2012 n=207

National radio remains the most listened to station with around a quarter of residents tuning in (27%). Older couples and singles (40%), residents aged 55+ (40%), Wellington residents (33%), male residents (31%) and property owners (30%) are more likely to listen to National radio.

The number of residents who are not regular radio listeners increases with 7pts to 17 per cent in a year-on-year comparison. Fewer residents are listening to ZM (down 9pts to 14%), Hauraki (down 4pts to 4%), Sports Talk (down 2pts to 2%) and Talkback (down 4pts to 1%).

Figure 4.7: Radio Listenership³⁶



³⁶Q. Which radio stations do you usually listen to? Base: Total sample 2013 n=603, 2012 n =603

Table 4.3: Key Demographic Differences in Radio Listenership (>5% Total Listenership)^{37 38}

More likely to listen to...	Total score	Demographic difference
ZM – 90.9 FM	14%	<ul style="list-style-type: none"> Families with mainly school-aged children (24%) Residents aged 18 – 34 (23%) Families with mainly adult children (21%)
The Rock – 96.3 FM	10%	<ul style="list-style-type: none"> Residents aged 18 – 34 (23%) Young couples, singles, groups (20%) Families mainly preschool-aged children (18%) Urban residents (11%)
The Breeze – 98 FM	9%	<ul style="list-style-type: none"> Residents aged 35 – 54 (13%)
More FM – 95.3 FM or 99.7 FM	8%	<ul style="list-style-type: none"> Families mainly preschool-aged children (19%) Residents aged 18 – 34 (14%)
The Edge – 91.7 FM	8%	<ul style="list-style-type: none"> Renters (22%) Residents aged 18 – 34 (17%) Families with mainly adult children (14%)
Newstalk ZB – 89.3 FM	6%	<ul style="list-style-type: none"> Residents aged 55+ (14%) Older couples and singles (11%)
Radio Live – 98.9 FM	5%	<ul style="list-style-type: none"> Male (7%)
Classic Hits – 90.1 FM	5%	<ul style="list-style-type: none"> Families with mainly school aged children (10%)
Hauraki – 98.3 FM	3%	<ul style="list-style-type: none"> Families with mainly preschool-aged children (9%) Families with mainly adult children (9%)
Concert programme	3%	<ul style="list-style-type: none"> Residents living in flats or apartments (11%) Residents aged 55+ (9%) Older couples and singles (9%)
The Coast	3%	<ul style="list-style-type: none"> Middle-aged singles and couples (9%) Residents aged 55+ (5%)
Radio Rhema	3%	<ul style="list-style-type: none"> Families with adult children (8%) Semi-rural residents (7%) Male (4%)
Sports Talk	2%	<ul style="list-style-type: none"> Families with school-aged children (6%) Male (4%)
Talkback	1%	<ul style="list-style-type: none"> Middle-aged couples and singles (4%)
Community radio	1%)	<ul style="list-style-type: none"> Middle-aged couples and singles (3%)

³⁷Q. Which radio stations do you usually listen to? Base: Total sample 2013 n=603, 2012 n =603 Urban:487,Semi-rural:65, Rural:51, Property Owners:540, Renters:44, House dwellers:567, Flat/Apt.:36, Young single, couples, groups:47, Family pre-school kids:149, Family school kids:149, Family adult kids:101, Middle aged singles, couples:64, Older couples, singles:169, Male:264, Female:339, 18-34yrs:75, 35-54yrs:336, 55+yrs:188 Kapiti Coast:62, Porirua:63, Mast.:30, Cart.:32, South W.rapa:30, Upper Hutt:52, Hutt City:140, Well.:194

³⁸ Excludes district data, see tables page over

Table 4.3: Key Demographic Differences in Radio Listenership (>5% Total Listenership- cont.)³⁹

40

Less likely to listen to...	Total score	Demographic difference
ZM – 90.9 FM	14%	<ul style="list-style-type: none"> • Older couples and singles (7%) • Residents 55+ (5%) • Middle-aged couples and singles (1%)
The Rock – 96.3 FM	10%	<ul style="list-style-type: none"> • Residents aged 35 – 54 (7%)
The Breeze – 98 FM	9%	<ul style="list-style-type: none"> • Residents aged 18 – 34 (4%)
More FM – 95.3 FM or 99.7 FM	8%	<ul style="list-style-type: none"> • Older couples and singles (3%) • Residents aged 55+ (2%)
The Edge – 91.7 FM	8%	<ul style="list-style-type: none"> • Residents aged 35 – 54 (5%) • Property owners (5%) • Residents aged 55+ (1%)
Radio Live – 98.9 FM	5%	<ul style="list-style-type: none"> • Female (3%)
Concert programme	3%	<ul style="list-style-type: none"> • Residents living in houses (3%) • Residents aged 35 – 54 (2%)
Radio Rhema	3%	<ul style="list-style-type: none"> • Urban residents (2%) • Female (1%)

³⁹Q. Which radio stations do you usually listen to? Base: Total sample 2013 n=603, 2012 n =603 Urban:487,Semi-rural:65, Rural:51, Property Owners:540, Renters:44, House dwellers:567, Flat/Apt.:36, Young single, couples, groups:47, Family pre-school kids:149, Family school kids:149, Family adult kids:101, Middle aged singles, couples:64, Older couples, singles:169, Male:264, Female:339, 18-34yrs:75, 35-54yrs:336, 55+yrs:188 Kapiti Coast:62, Porirua:63, Mast.:30, Cart.:32, South W.rapa:30, Upper Hutt:52, Hutt City:140, Well.:194

⁴⁰ Excludes district data, see tables page over

Table 4.4: Radio Listenership by District⁴¹

	Total	DISTRICT							
		Kapiti Coast	Porirua	Mast.	Cart.	South W.rapa	Upper Hutt	Hutt City	Well.
Base	603	62	63	30	32	30	52	140	194
National Radio	27%	29%	22%	14%	16%	35%	15%	27%	33%
				-			--		++
ZM - 90.9FM	14%	14%	11%	7%	2%	10%	17%	13%	19%
					--				++
The Rock - 96.3FM	10%	9%	14%	9%	10%	15%	23%	7%	7%
							+++		
The Breeze - 98FM	9%	3%	9%	17%	6%	17%	6%	13%	9%
		-							
More FM - 95.3FM or 99.7FM	8%	3%	12%	16%	14%	0%	8%	7%	9%
		-							
The Edge - 91.7FM	8%	6%	3%	0%	2%	9%	3%	10%	11%
									++
Newstalk ZB - 89.3FM	6%	9%	8%	3%	15%	7%	7%	4%	5%
					++				
Radio Live - 98.9FM	5%	1%	6%	11%	3%	2%	4%	5%	6%
Classic Hits - 90.1FM	5%	5%	8%	0%	8%	3%	4%	3%	5%
Hauraki - 93.3FM	4%	5%	2%	0%	0%	0%	3%	5%	5%
Concert Programme	3%	2%	1%	0%	3%	3%	2%	2%	6%
									+++
The Sound (Formerly Solid Gold) - 97.3FM	3%	4%	1%	5%	12%	0%	8%	2%	1%
					+++		++		--
The Coast	3%	7%	4%	0%	0%	0%	3%	3%	2%
		++							
Radio Rhema	3%	10%	1%	3%	3%	0%	0%	5%	1%
		+++							-

⁴¹ Q. Which radio stations do you usually listen to? Base: refer table

Table 12.0: Radio Listenership by District (cont.)⁴²

	Total	DISTRICT							
		Kapiti Coast	Porirua	Mast.	Cart.	South W.rapa	Upper Hutt	Hutt City	Well.
Base	603	62	63	30	32	30	52	140	194
RadioActive - 88.6FM	2%	2%	0%	4%	0%	0%	2%	2%	3%
Sports talk	2%	1%	3%	3%	2%	3%	0%	2%	2%
Talkback	1%	3%	0%	4%	0%	0%	2%	2%	1%
Community Radio	1%	2%	1%	3% ++	2%	0%	0%	0%	0%
Other (specify)	4%	7%	7%	0%	0%	3%	1%	2%	4%
None	17%	17%	13%	15%	20%	16%	22%	15%	18%

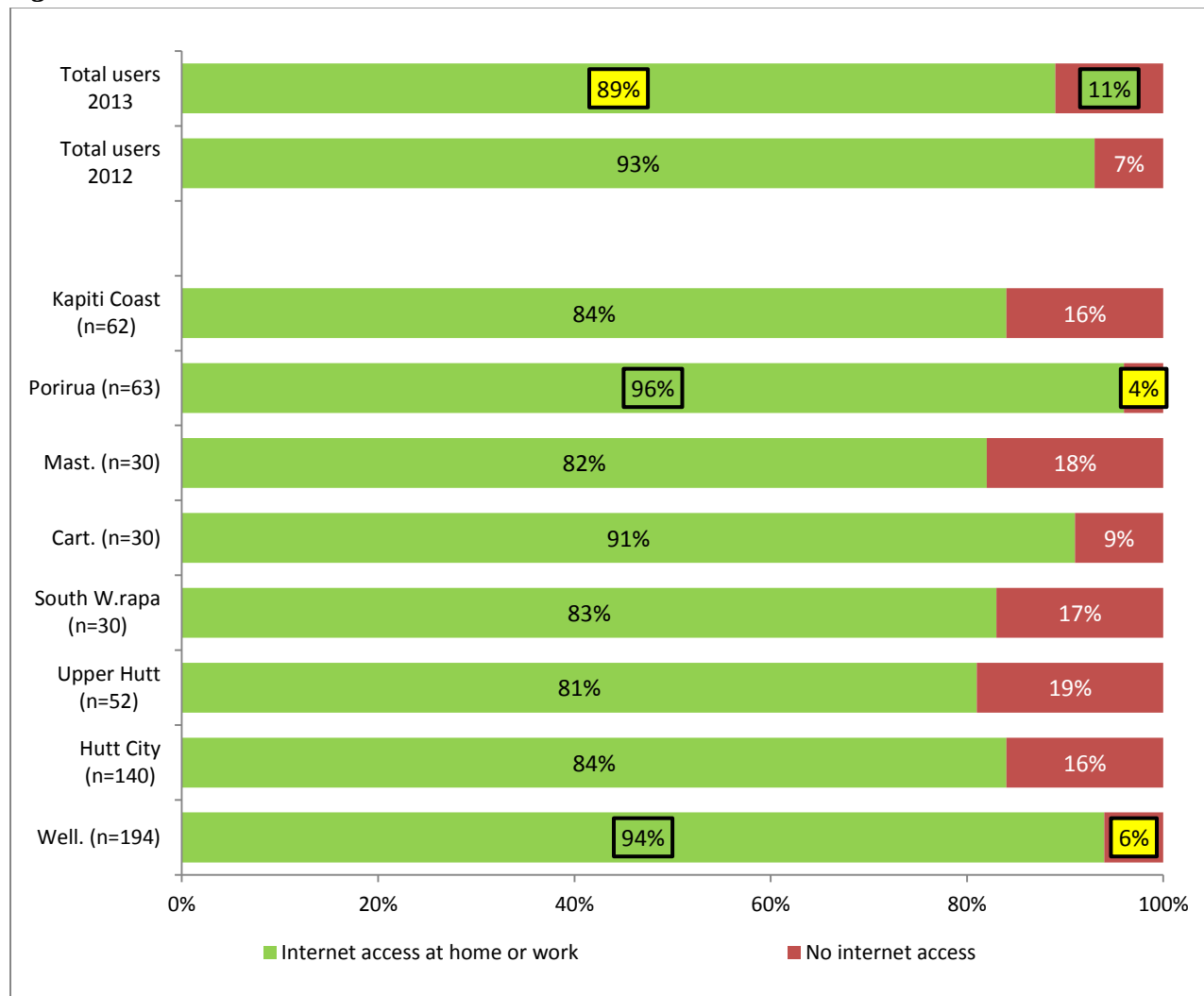
⁴² Q. Which radio stations do you usually listen to? Base: refer table

4.4 Online Services:

Compared to last year a smaller proportion of residents have Internet access at home or work (89%). Porirua residents, Wellington residents and residents aged between 18 and 34 are more likely to have access to the Internet either at home or at work (96%, 94% and 94% respectively c.f. the total, 89%).

Young couples, singles and groups, as well as families with mainly adult children are more likely to have Internet access (99% and 97% c.f. the total, 89%). Older couples and singles, and residents aged 55+ are more likely to not be connected (24% and 21% respectively c.f. the total, 11%).

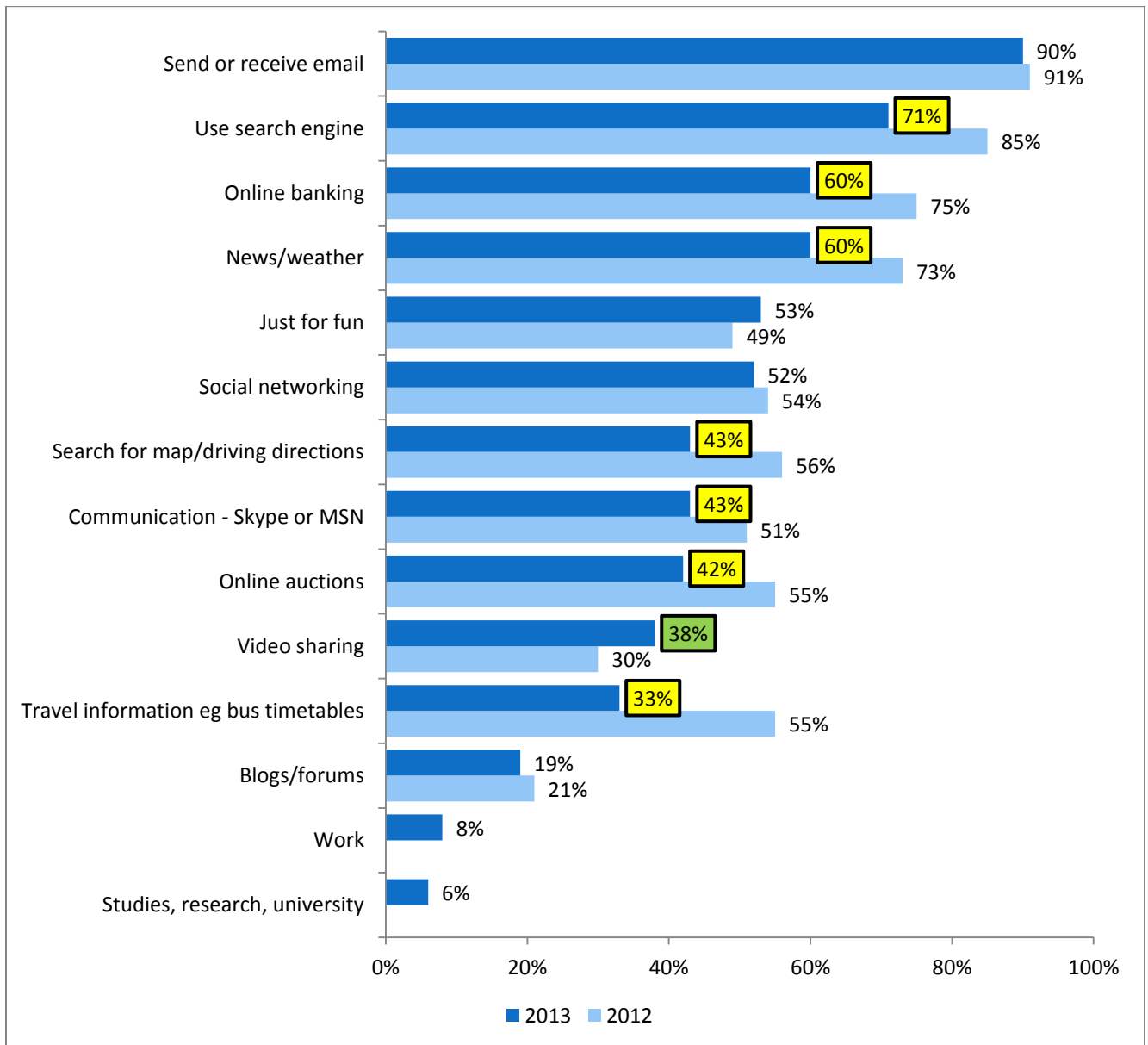
Figure 4.8: Internet Access⁴³



⁴³ Q. Do you have Internet access either at home or at work? 2013 n=603, 2012 n=603

Sending and receiving email remain the main reason for accessing the Internet. Significantly lower mention of using a search engine (down 14pts to 71%), online banking (down 15pts to 75%) and news/weather updates (down 13pts to 60%) are noted in 2013. The proportion of residents who access the Internet just for fun (53%) and for social networking (52%) remains on par with last year, with a significant increase in the number of residents who use the Internet for video sharing (up 8pts to 38%).

Figure 4.9: Reason for Internet Access⁴⁴



⁴⁴Q. What are you regularly accessing the internet for? Is there anything else you use the internet for? 2013 n=528, 2012 n=497

Table 4.5: Key demographic Differences in Internet Access⁴⁵

More likely to be aware of...	Total score	Demographic difference
Send or receive email	90%	<ul style="list-style-type: none"> Hutt City residents (96%)
Use search engine	71%	<ul style="list-style-type: none"> Wellington residents (78%)
Online banking	60%	<ul style="list-style-type: none"> Renters (76%) Hutt City residents (72%) Residents aged 18 – 34 (69%) Urban residents (62%)
News/weather	60%	<ul style="list-style-type: none"> Wellington residents (69%)
Just for fun	53%	<ul style="list-style-type: none"> Families with mainly adult children (65%) Residents aged 18 – 34 (63%) Male (59%)
Social networking	52%	<ul style="list-style-type: none"> Renters (81%) Young singles, couples, groups (79%) Residents aged 18 – 34 (75%) Female (57%)
Search for map/driving directions	43%	<ul style="list-style-type: none"> Wellington residents (55%) Residents aged 35 – 54 (49%) Urban residents (45%)
Communication – Skype or MSN	43%	<ul style="list-style-type: none"> Hutt City residents (56%) Residents aged 18 – 34 (53%)
Online auctions	42%	<ul style="list-style-type: none"> Families, mainly preschool-aged children (60%) Residents aged 35 – 54 (49%)
Video sharing	38%	<ul style="list-style-type: none"> Renters (65%) Residents aged 18 – 34 (55%) Families, preschool-aged children (54%) Young singles, couples, groups (53%) Families with mainly adult children (48%) Wellington residents (44%)
Travel information e.g. bus timetables	33%	<ul style="list-style-type: none"> Families with mainly adult children (46%) Renters (46%)
Blogs/forums	19%	<ul style="list-style-type: none"> Wellington residents (27%) Families with mainly adult children (27%)
Studies, research, university	6%	<ul style="list-style-type: none"> Semi-rural residents (16%) Hutt City residents (15%)

⁴⁵Q. What are you regularly accessing the internet for? Is there anything else you use the internet for? 2013 n=528, Urban:427,Semi-rural:56, Rural:45, Property Owners:473, Renters:38, House dwellers:502, Flat/Apt.:26, Young single, couples, groups:46, Family pre-school kids:49, Family school kids:133, Family adult kids:97, Middle aged singles, couples:56, Older couples, singles:130, Male:226, Female:302, 18-34yrs:71, 35-54yrs:305, 55+yrs:149 Kapiti Coast:51, Porirua:60, Mast.:24, Cart.:29, South W.rapa:25, Upper Hutt:41, Hutt City:116, Well.:182

Table 4.5: Key demographic Differences in Internet Access (cont.)⁴⁶

Less likely to be aware of...	Total score	Demographic difference
Send or receive email	90%	<ul style="list-style-type: none"> Residents aged 55+ (84%) Kapiti Coast residents (81%)
Use search engine	71%	<ul style="list-style-type: none"> Rural residents (58%) Residents aged 55+ (58%)
Online banking	60%	<ul style="list-style-type: none"> Older singles and couples (49%) Residents aged 55+ (46%) Rural residents (44%)
News/weather	60%	<ul style="list-style-type: none"> Residents aged 55+ (52%) Porirua residents (47%) Kapiti Coast residents (43%)
Just for fun	53%	<ul style="list-style-type: none"> Older couples and singles (40%) Kapiti Coast residents (38%) Residents aged 55+ (34%)
Social networking	52%	<ul style="list-style-type: none"> Property owners (47%) Kapiti Coast residents (39%) Middle-aged couples and singles (37%) Older couples and singles (29%) Residents aged 55+ (26%)
Search for map / driving directions	43%	<ul style="list-style-type: none"> Older couples and singles (35%) Residents aged 55+ (29%) Kapiti Coast residents (22%)
Communication – Skype or MSN	42%	<ul style="list-style-type: none"> Residents aged 55+ (35%) Older couples and singles (34%) Kapiti Coast residents (30%)
Online auctions	42%	<ul style="list-style-type: none"> Older couples and singles (25%) Residents aged 55+ (22%)
Video sharing	38%	<ul style="list-style-type: none"> Property owners (34%) Kapiti Coast residents (24%) Older couples, singles (13%) Residents aged 55+ (12%)
Travel information e.g. bus timetables	33%	<ul style="list-style-type: none"> Property owners (30%) Residents aged 55+ (25%)
Blogs/forums	19%	<ul style="list-style-type: none"> Residents aged 55+ (9%)
Work	8%	<ul style="list-style-type: none"> Families with mainly adult children (3%)

⁴⁶Q. What are you regularly accessing the internet for? Is there anything else you use the internet for? 2013 n=528, Urban:427,Semi-rural:56, Rural:45, Property Owners:473, Renters:38, House dwellers:502, Flat/Apt.:26, Young single, couples, groups:46, Family pre-school kids:49, Family school kids:133, Family adult kids:97, Middle aged singles, couples:56, Older couples, singles:130, Male:226, Female:302, 18-34yrs:71, 35-54yrs:305, 55+yrs:149 Kapiti Coast:51, Porirua:60, Mast.:24, Cart.:29, South W.rapa:25, Upper Hutt:41, Hutt City:116, Well.:182

A smaller proportion of residents have accessed the Council website (down 7pts to 43%), with Wellington residents more likely to have accessed the Council website at some point in time (49% c.f. the total, 43%).

Figure 4.10: Accessed Council Website ⁴⁷

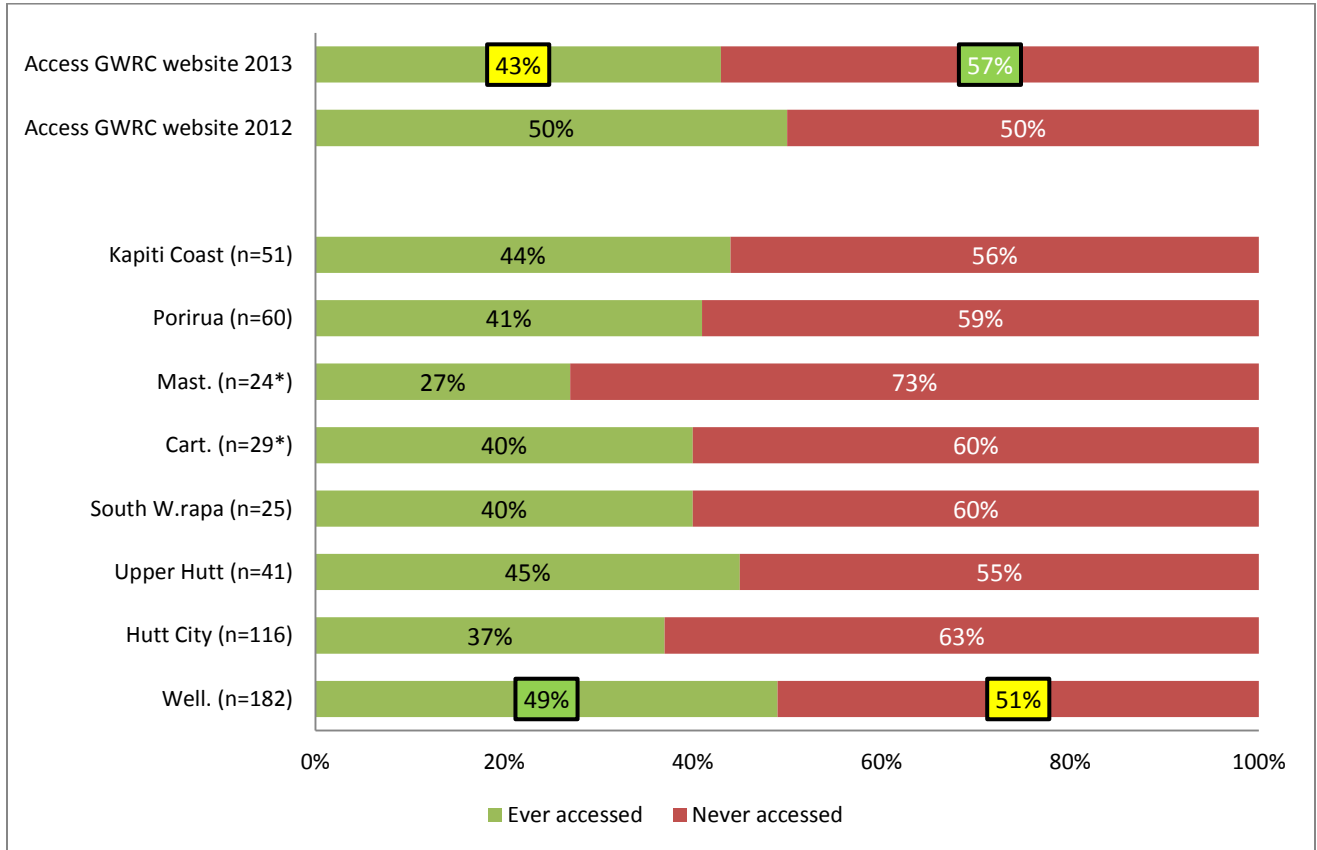


Table 4.6: Key Demographic Differences in Council Website Access

Accessed the Regional Council website...	TOTAL Score	Demographic difference
Yes	43%	<ul style="list-style-type: none"> Families with school-aged children (51%) Wellington residents (49%)
No	57%	<ul style="list-style-type: none"> Residents aged 55+ (68%)

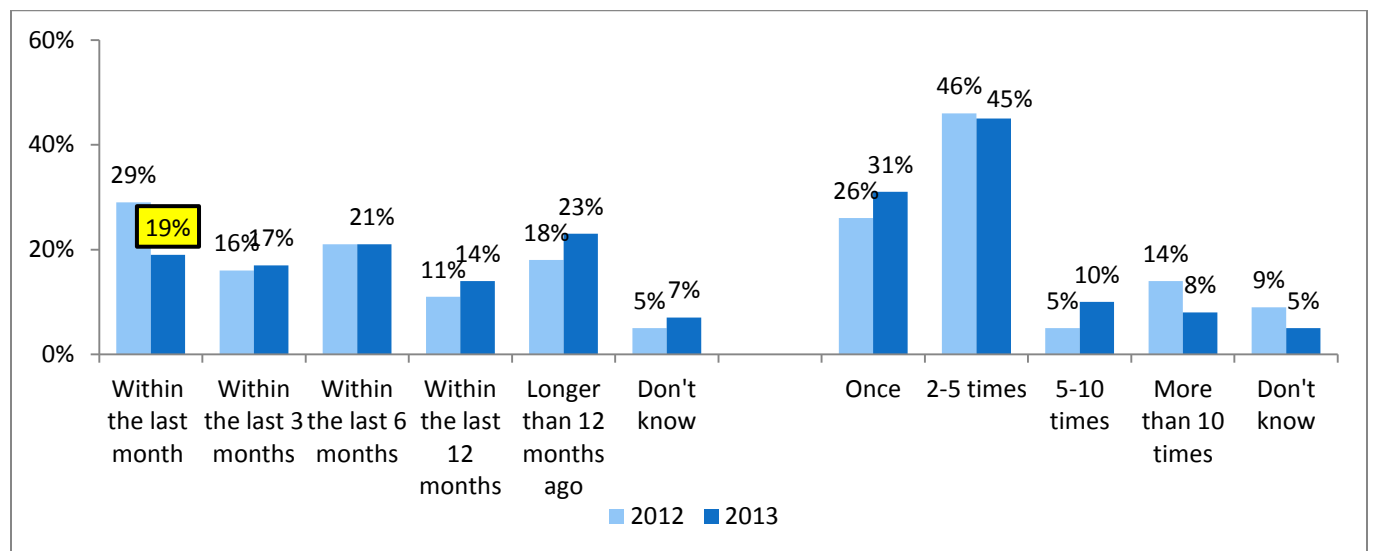
⁴⁷Q. Have you ever visited the Regional Council’s website? 2013 n=528, Families school aged kids:133, Well.:86, 55+ yrs:47

Fewer residents accessed the Council website in the last month (down 10pts to 19%) with seventy-six per cent having accessed the Council website at least once (31%) or between two and five times (45%). Residents aged 55+ are less likely to have accessed the Council website within the last three months (6% c.f. the total, 17%)

Families with mainly school-aged children and male residents are more likely to visit the Council website between five and ten times in a year (23% and 16% respectively c.f. the total, 10%). Male residents are more likely to have visited the Council website more than 10 times (13% c.f. the total, 8%) and conversely female residents are more likely to have visited the Council website between two and five times in the last 12 months (54% c.f. the total, 45%).

Figure 4.11: Access Point in Time⁴⁸

Frequency of Access to Council Website⁴⁹



⁴⁸Q. When did you last visit the Regional Council’s website? Base: All residents that use the Council website: 2013 n = 226, 2012 n=217

⁴⁹Q. How often did you visit the website in the last 12 months? Base: All residents who accessed the Council website within the last 12 month: 2013 n=155, 2012 n=176

4.5 Reasons for Accessing the Regional Council Website:

Residents' access to Council seems to be more targeted with a greater proportion of residents who access the Council website looking into regulations, by-laws and requirements (up 17pts to 25%), information on facilities (up 16pts to 20%) and activity programmes (up 8pts to 12%); and a significant decline in the number of residents who access the website for general information (unspecified) (down 10pts to 16%).

Families with mainly school-aged children are more likely to access the Council website regarding regulations, by-laws and requirements (38% c.f. the total, 25%) and subsidies and grants (10% c.f. the total, 3%). Families with mainly adult children are more likely to access the Council website regarding education programmes (10% c.f. the total, 3%).

Hutt City residents are more likely to access information regarding parks and reserves (37% c.f. the total, 15%), public transport (21% c.f. the total, 11%) and education programmes (9% c.f. the total, 3%).

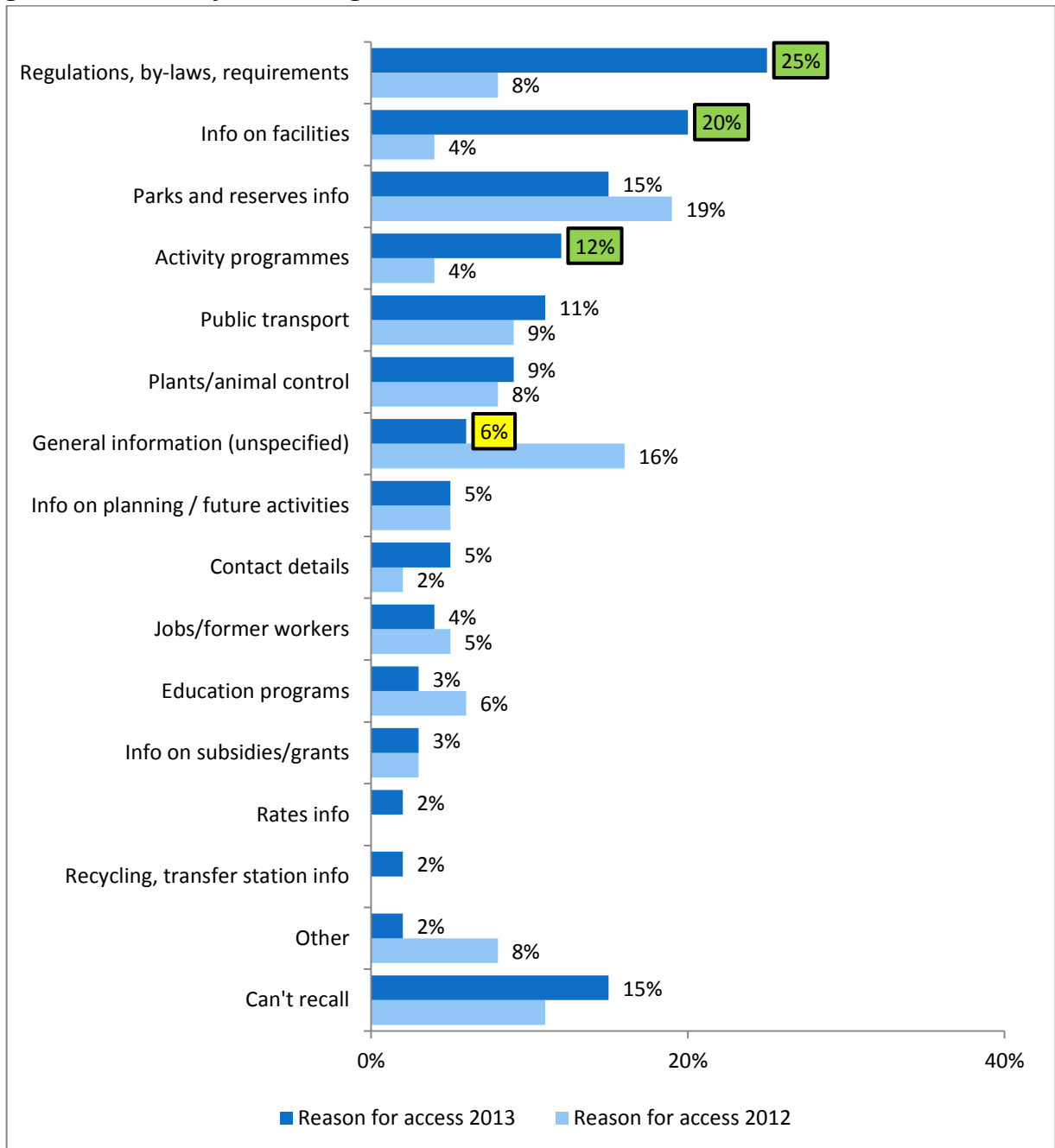
Residents aged between 35 and 54 years are more likely to access the Council website for information regarding plants and animal control (14% c.f. the total, 9%). Residents aged 55+ are more likely to access information on planning and future activities (11% c.f. the total, 5%). Older couples and singles are more likely to access the Council website with regards to jobs (12% c.f. the total, 4%).

Female residents are more likely to access the Council website for general information (10% c.f. the total, 6%) and for contact details (8% c.f. the total, 5%). Male residents are more likely to access information regarding recycling and transfer stations (3% c.f. the total, 2%).

Other mentions include:

- *Water shortage related information x2*
- *For work*
- *Accessed their mapping applications*

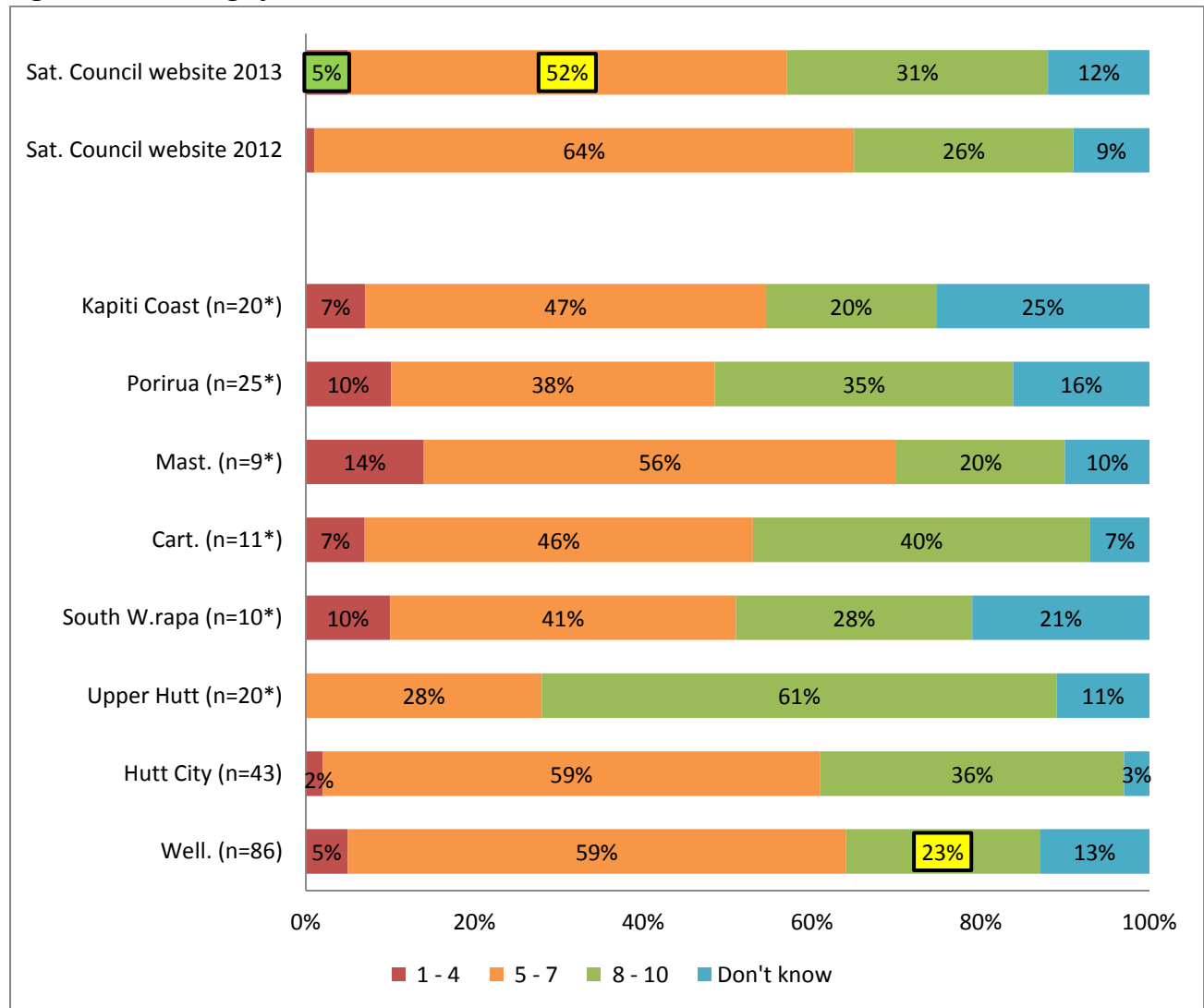
Figure 4.12: Reason for Accessing the Council Website⁵⁰



⁵⁰ Q. Thinking about your most recent visit, what did you use the Regional Council website for? Base: All residents who use the Council website 2013 n=226, 2012 n=217

A considerably greater proportion of those who have used the Council website rate the site 'poor' being 1-4 out of 10 (5% in 2013, c.f. 1% in 2012), with a significant decline in those who give a 'neutral' rating of 5-7 out of 10 (52% c.f. the total, 64%). Due to small base sizes district differences are indicative only, but Wellington residents are less likely to rate the Council website 'good', being a rating of 8-10 out of 10 (23% c.f. the total, 31%).

Figure 4.13: Rating of Council Website⁵¹



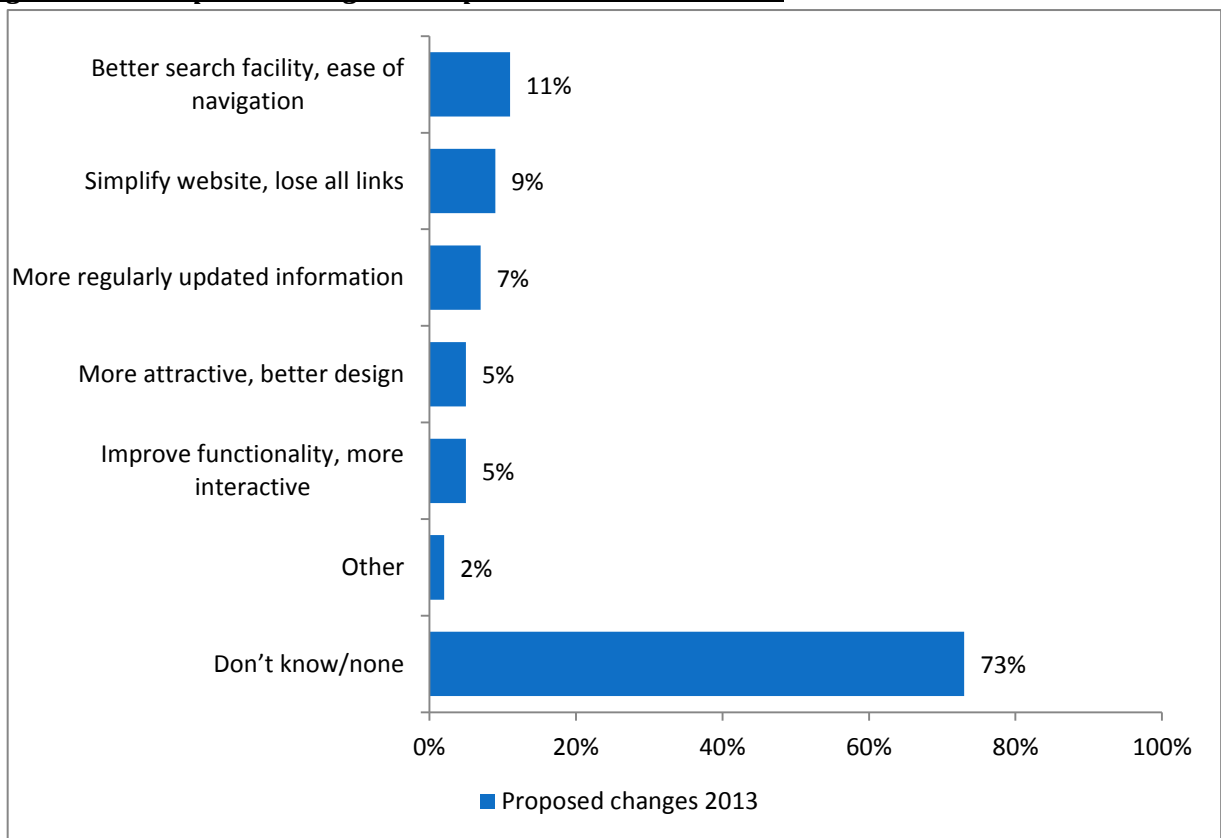
⁵¹ Q. Using a 1 to 10 scale where 1 is very poor and 10 is excellent, how would you rate the Regional Council's website overall?
Base: All residents that use the Council website 2013 n=226, 2012 n=217, district bases refer chart

Residents who use the Council website were asked to suggest any changes that could improve the current offering. Around ten per cent of users request a better search facility on the website that will ease navigation to information (11%), and/or an overall de-clutter, ridding the site of unnecessary links (9%). Regularly updated information (7%), improved layout and design (5%) and greater functionality with interactive links (5%) were also mentioned.

Families with mainly school-aged children are more likely to recommend a better search facility (21% c.f. the total, 11%) and a website that is more attractive/better design (10% c.f. the total 5%). Hutt City residents and residents aged between 18 and 34 years are more likely to propose more regularly updated information (14% and 12% respectively c.f. the total, 7%). Residents aged between 18 and 34 are also more likely to propose improved functionality that allows more interactive links (9% c.f. the total, 5%).

Verbatim responses detailing improvements are shown in full (by website rating) in the Appendix 3, to highlight specific suggestions.

Figure 4.14: Proposed Changes to Improve Council Website ⁵²



⁵² Q. What changes, if any, would you suggest the Regional Council make to improve the website? Base: All residents that use the Council website 2013 n=226

4.6 Social Media Usage:

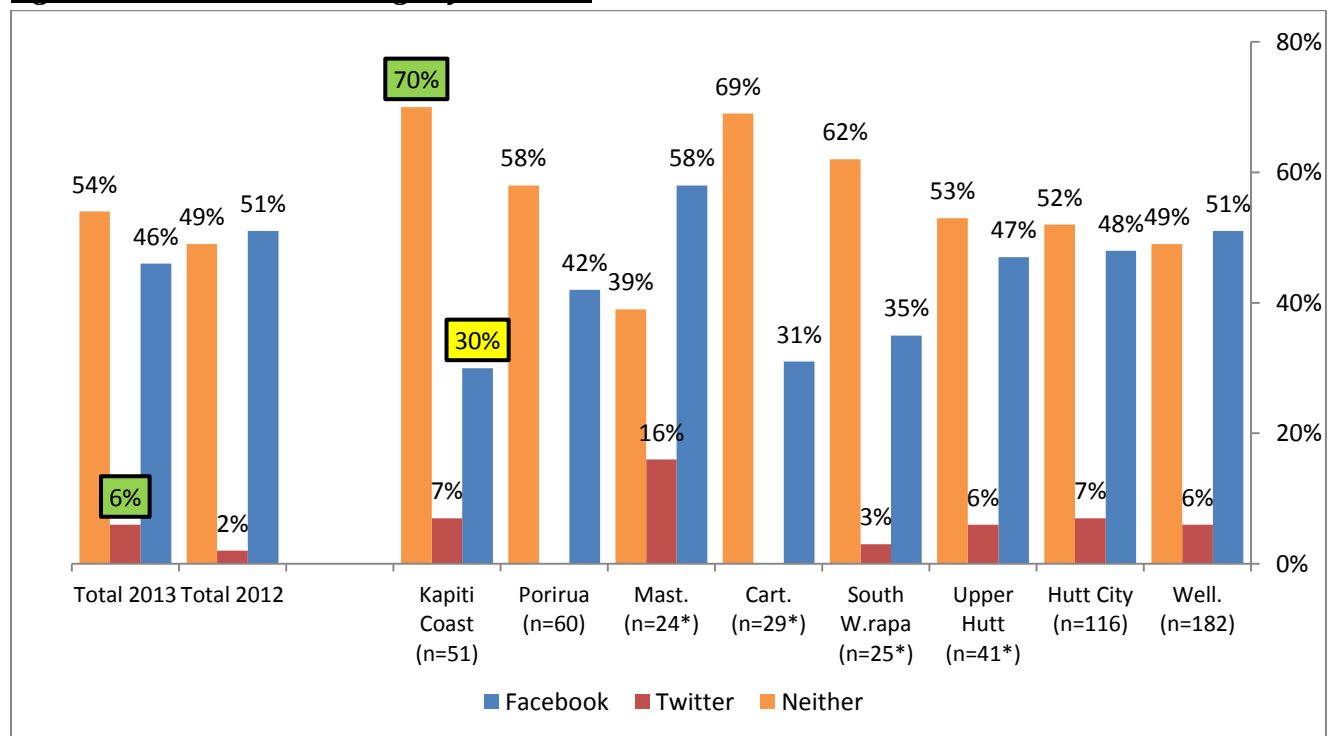
Around half of residents are part of Facebook (46%), with an increase in Twitter membership noted as well (6%). Kapiti Coast residents are less likely to be a member of Facebook (30% c.f. the total, 46%).

Renters, young singles, couples and groups, and families with mainly preschool-aged children are more likely to be active members of Facebook (78%, 74% and 63% c.f. the total, 46%). Residents aged between 18 and 34 and female residents are more likely to be active members of Facebook (74% and 50% c.f. the total, 46%).

Young singles, couples and groups, and residents aged between 18 and 34 are more likely to use Twitter (12% and 10% respectively c.f. the total, 6%).

Older couples and singles, and property owners are less likely to be a member of Facebook (20% and 40% respectively c.f. the total, 46%). Residents aged 55+, aged between 35 and 54 and male residents are less likely to be active members of Facebook (20%, 36% and 41% respectively c.f. the total, 46%) and residents aged 55+ are less likely to be members of Twitter (1% c.f. the total, 6%).

Figure 4.15: Social Media Usage by District⁵³



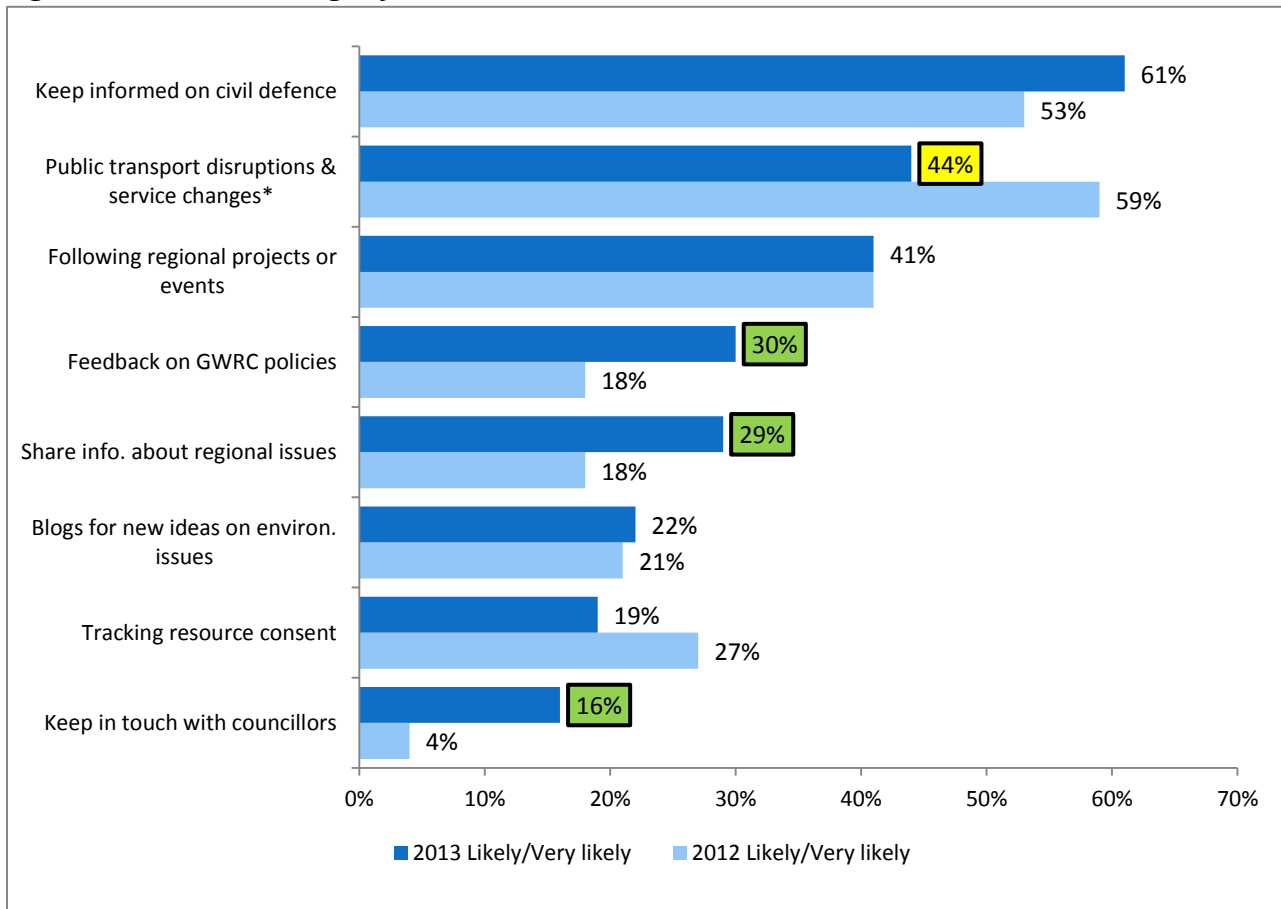
⁵³ Q. Are you an active member of either Facebook or Twitter? Active member meaning used in the last 2 weeks. Base: All residents with Internet access: 2013 n=528, 2012 n=497, district base refer to chart * sample size too small to indicate significance

A greater proportion of residents would follow or sign up to information on civil defence published on Facebook and Twitter, especially residents aged between 35 and 54 years (74% c.f. the total, 61%).

A significant increase in interest in feedback on Council policies is noted (up 12 percentage points to 30%), information sharing about regional issues (up 11pts to 29%) and keeping in touch with councillors (up 12pts to 16%).

A considerably smaller proportion of residents would follow or sign up for information on public transport disruptions and service charges, with a decline of 15pts to 44%.

Figure 4.16: Council Usage of Facebook and Twitter⁵⁴



⁵⁴ Q. I am going to read out a few ways that the Regional Council use social media to stay in touch with residents. As I read these out, can you please tell me if you would be likely to follow or sign up to each event on Facebook or Twitter? Base: All residents who are active members of Facebook or Twitter 2013 n=201, 2012 n=184

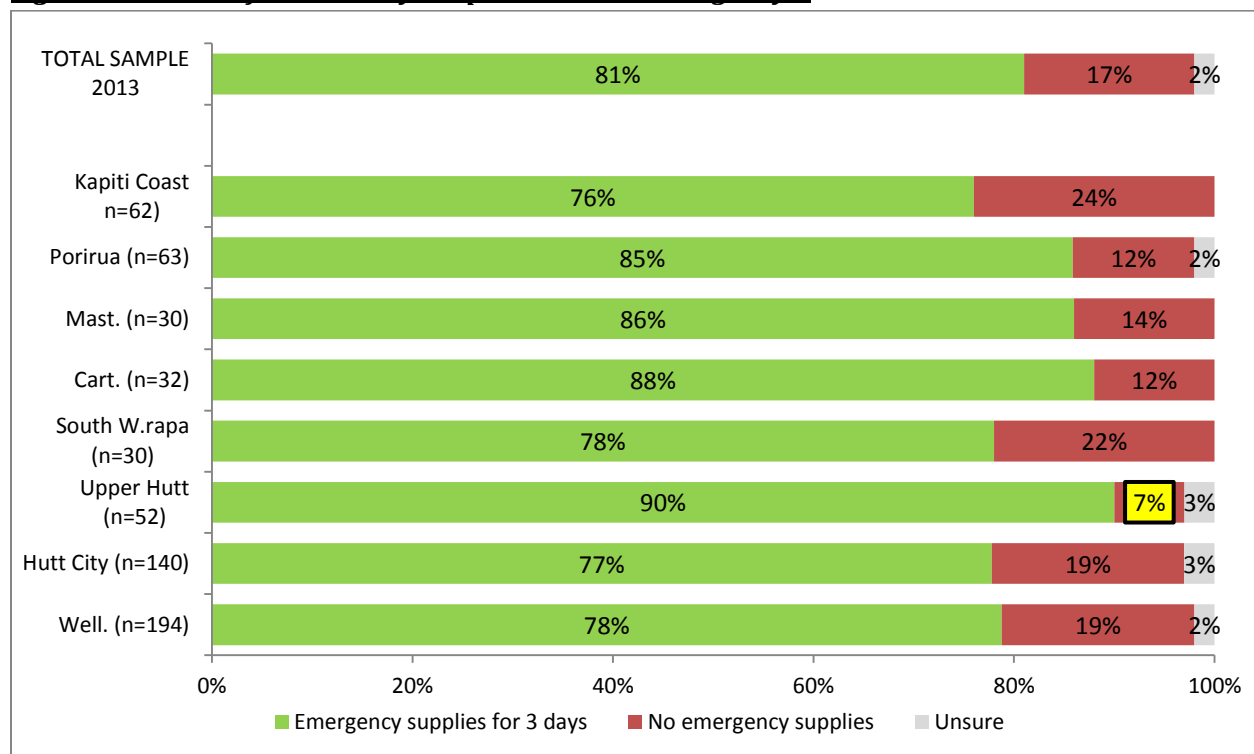
5.COMMUNITY PARTICIPATION

5.1 Emergency or Civil Defence Preparedness:

Residents were asked to indicate whether they have sufficient emergency food and water available to last for three days. Eighty-one per cent of residents are prepared for a civil defence emergency, with Upper Hutt residents the best prepared (90% yes). Seventeen per cent of residents do not have emergency supplies available and two per cent were unable to answer in this regard.

Rural residents and property owners are more likely to have sufficient emergency food and water available to last three days (93% and 82% respectively c.f. the total, 81%). Young singles, couples and groups; residents aged between 18 and 34, female residents and urban residents are more likely to have nothing ready for an emergency (28%, 25%, 20%, 19% respectively c.f. the total, 17%). Families with mainly adult children and semi-rural residents are more likely to be unsure whether they have sufficient food and water for three days (7% and 6% respectively c.f. the total, 2%).

Figure 5.1: Level of Community Preparedness in Emergency⁵⁵



⁵⁵ Q. Thinking about Emergency management or Civil Defense for a moment. Does your household have sufficient emergency food and water to last for 3 days? (The recommended amount of water is 10 liters of water per day for each person) Base: All residents 2013 n=603

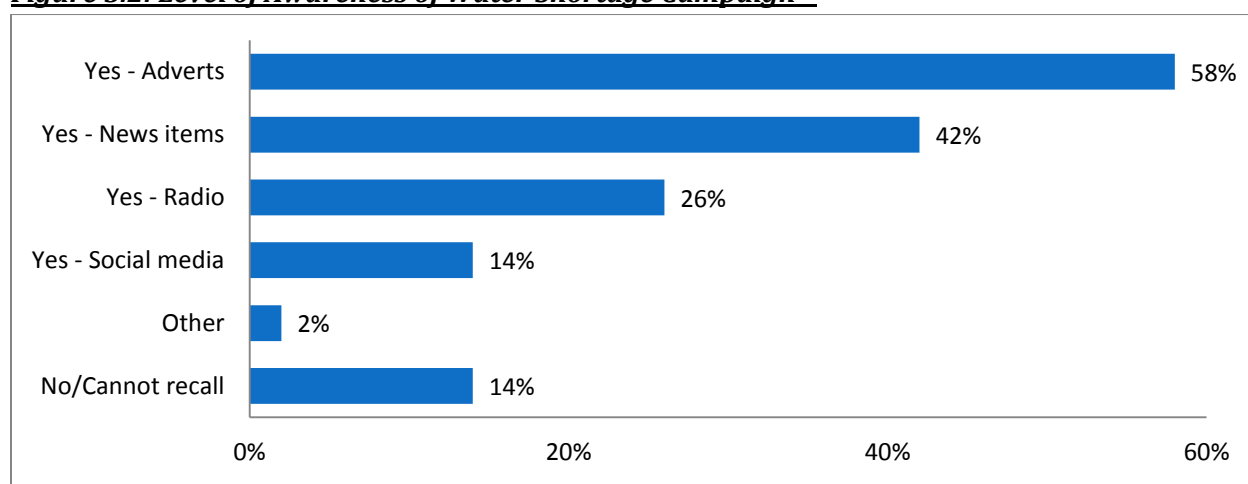
5.2 Awareness of Water Shortage Campaign:

Earlier in the year Council engaged in a campaign to inform residents around water shortages. Eighty-six per cent of residents were aware of at least one aspect of the campaign, with adverts (58%) and news items (42%) most frequently mentioned.

Families with mainly adult children are more likely to recall adverts in newspapers, billboards and posters (72% c.f. the total, 58%) and communication via social media (21% c.f. the total, 14%). Families with mainly school-aged children are more likely to recall news items in the paper and/or on radio and television (51% c.f. the total, 42%).

Residents aged 55+, rural residents, and middle-aged singles and couples are more likely to be unable to recall any communication regarding water shortage (19%, 23%, 24% respectively c.f. the total, 14%).

Figure 5.2: Level of Awareness of Water Shortage Campaign⁵⁶



Other sources of information regarding water shortage mentioned:

- Metlink
- I lived it because I am a farmer
- Online news sites
- On stuff.co.nz
- Lawnmower man
- From people
- Word of mouth
- My mum
- I access internet for newspaper instead of the newspaper itself
- Online newspapers

⁵⁶ Q. Do you recall seeing information on water shortage published by the regional Council earlier this year? Was this through adverts, radio, social media or news items in the paper? Base: All residents 2013 n=603

Upper Hutt and Hutt City residents are more likely to be aware of Council’s water shortage campaign through adverts in newspapers, billboards and posters, while Wellington residents are more likely to be aware of the social media campaign. South Wairarapa residents are more likely to be aware of news items in the paper or on radio and television.

Table 5.1: Awareness of Water Shortage Campaign by District⁵⁷

	Total	DISTRICT							
		Kapiti Coast	Porirua	Mast.	Cart.	South W.rapa	Upper Hutt	Hutt City	Well.
Base	603	62	63	30	32	30	52	140	194
Yes - ADVERTS in newspapers, billboards and posters	58%	51%	53%	48%	37%	48%	79% +++	72% +++	53% -
Yes - RADIO	26%	23%	20%	28%	31%	12% -	21%	30%	28%
Yes - SOCIAL MEDIA	14%	6% --	19%	3% -	0%	3% -	17%	15%	19% ++
Yes - NEWS ITEMS in the paper and/or on radio and television	42%	42%	47%	37%	24% --	67% +++	41%	39%	44%
Other (please specify)	2%	0%	0%	0%	0%	3%	0%	1%	5% +++
No/Cannot recall/Don't know	14%	26% +++	10%	22%	24% +	18%	9%	9%	12%

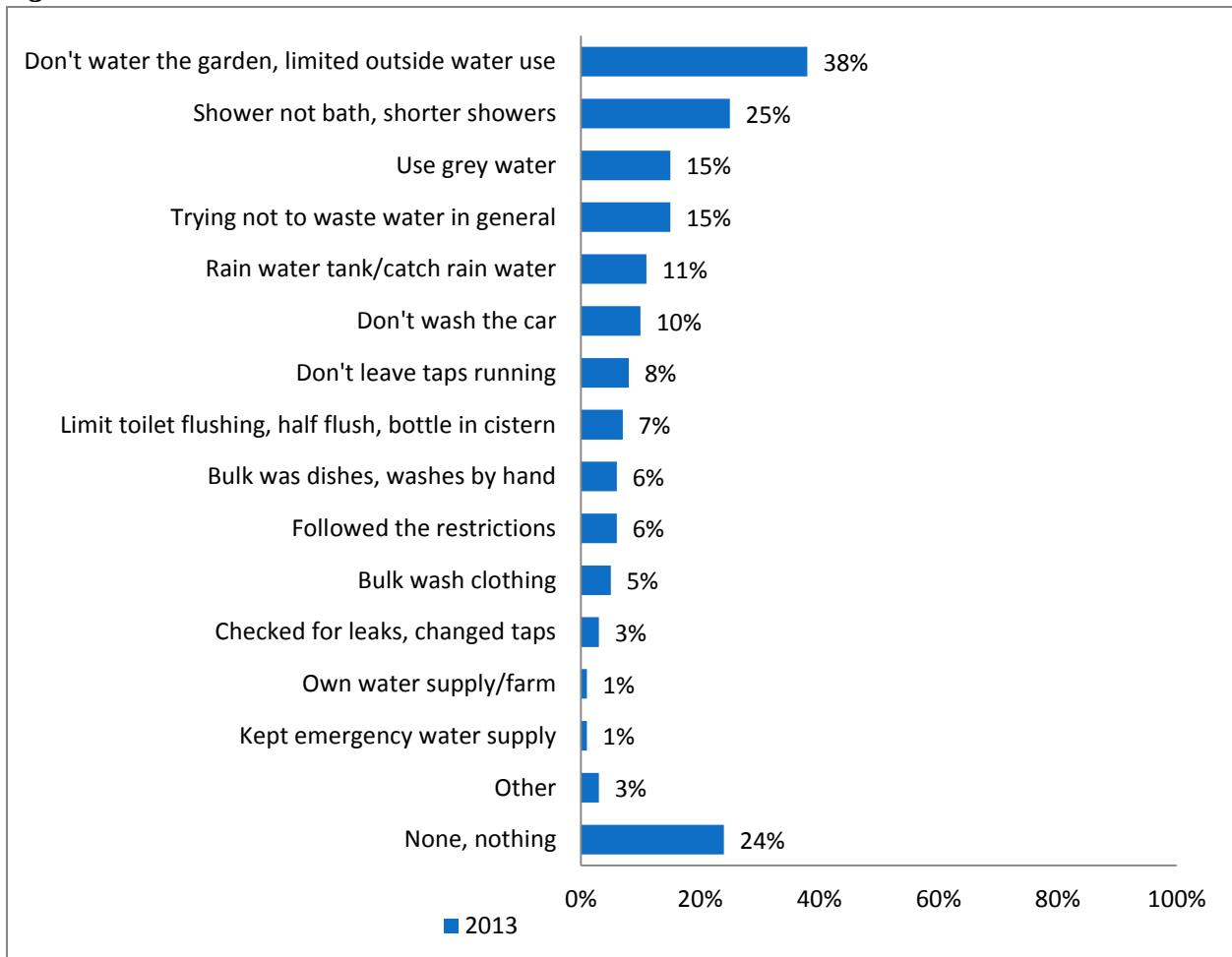
⁵⁷ Q. Do you recall seeing information on water shortage published by the Regional Council earlier this year? Was this through adverts, radio, social media or news items in the paper? Base: refer table

5.3 Call to Action - Water Shortage Campaign:

Limiting outside water use, especially watering the garden, emerge as the first step to conserving water for 38 per cent of residents, followed by showering instead of bathing, or taking shorter showers for 25 per cent. The use of grey water and general awareness leading to not wasting water was mentioned by 15 per cent, with around ten per cent of residents using rain water and/or not washing their cars (11% and 10% respectively). Demographic differences are shown in the table page over.

Rural residents, renters, and residents aged between 18 and 34 are more likely to have not undertaken any action to conserve water in the last six months (42%, 42%, 31% respectively c.f. the total, 24%).

Figure 5.3: Actions Undertaken to Conserve Water⁵⁸



⁵⁸ Q. What actions, if any, have you undertaken to conserve water in the last 6 months? Base: All residents 2013 n=603

Table 5.2: Key Demographic Differences for Actions to Conserve Water (Top 10) ^{59 60}

More likely to...	Total score	Demographic difference
Limit outside use of water	38%	<ul style="list-style-type: none"> • Urban residents (41%) • Residents living in houses (40%)
Shower not bath/shorter showers	25%	<ul style="list-style-type: none"> • Young couples, singles, groups (38%) • Residents aged 18 – 34 (33%) • Female (30%) • Urban residents (27%)
Use grey water	15%	<ul style="list-style-type: none"> • Urban residents (17%)
Try not to waste water in general	15%	<ul style="list-style-type: none"> • Middle-aged couples, singles (24%) • Residents aged 55+ (23%) • Older couples, singles (22%)
Catch rain water/tank	11%	<ul style="list-style-type: none"> • Rural residents (57%) • Semi-rural residents (19%)
Not wash cars	10%	<ul style="list-style-type: none"> • Families with mainly school-aged children (17%) • Families with mainly adult children (16%)
Don't leave taps running	8%	<ul style="list-style-type: none"> • Residents aged 35 – 54 (11%)
Bulk wash dishes, hand wash	6%	<ul style="list-style-type: none"> • Middle-aged singles, couples (13%)
Farm/own water supply	1%	<ul style="list-style-type: none"> • Semi-rural (4%) • Families with mainly preschool-aged children (3%)
None, nothing	24%	<ul style="list-style-type: none"> • Residents living in flat or apartments (44%) • Rural residents (42%) • Renters (42%) • Young singles, couples, groups (42%) • Residents age 18- 34 (31%)

⁵⁹ Q. What actions, if any, have you undertaken to conserve water in the last 6 months? Base: All residents 2013 n=603
 Urban:487,Semi-rural:65, Rural:51, Property Owners:540, Renters:44, House dwellers:567, Flat/Apt.:36, Young single, couples, groups:47, Family pre-school kids:149, Family school kids:149, Family adult kids:101, Middle aged singles, couples:64, Older couples, singles:169, Male:264, Female:339, 18-34yrs:75, 35-54yrs:336, 55+yrs:188 Kapiti Coast:62, Porirua:63, Mast.:30, Cart.:32, South W.rapa:30, Upper Hutt:52, Hutt City:140, Well.:194

⁶⁰ Excluding district differences – highlighted in table page over

Wellington residents are more likely to limit outside water use, shower instead of bath, use grey water and not wash the car. Hutt City residents are more likely to use grey water. Kapiti Coast and Carterton residents are more likely to have rain water tanks or catch rain water, while Porirua residents are more likely to mention that they followed the restrictions in general.

Table 5.3: Actions to Conserve Water by District⁶¹

	Total	DISTRICT							
		Kapiti Coast	Porirua	Mast.	Cart.	South W.rapa	Upper Hutt	Hutt City	Well.
Base	603	62	63	30	32	30	52	140	194
Don't water garden/outside water use limited/don't use hose	38%	16% ---	32%	13% ---	38%	31%	35%	45% +	47% +++
Shower don't bath/shorter showers/baths	25%	18%	16% -	9% --	10% --	15%	30%	25%	33% +++
Use grey water (save water from household/personal for other use)/recycling water	15%	7% -	6% --	0%	0%	13%	16%	21% ++	21% +++
Trying not to waste water in general/save as much	15%	20%	15%	12%	15%	14%	18%	14%	14%
Rain water tank/catch rain water	11%	19% ++	6%	12%	24% ++	19%	17%	14%	5% ---
No car wash	10%	2% --	8%	0%	3%	0%	11%	12%	15% +++

⁶¹ Q. What actions, if any, have you undertaken to conserve water in the last 6 months? Base: refer table

Table 5.3: Actions to Conserve Water by District (Cont.)⁶²

	Total	DISTRICT							
		Kapiti Coast	Porirua	Mast.	Cart.	South W.rapa	Upper Hutt	Hutt City	Well.
Base	603	62	63	30	32	30	52	140	194
Don't leave taps running	8%	15% ++	6%	2%	5%	2%	3%	6%	10% +
Limit toilet flushing/bottle in cistern/half flush	7%	6%	5%	0%	2%	0%	10%	9%	7%
Dishes bulk wash/wash by hand	6%	3%	5%	0%	3%	7%	7%	7%	8%
Followed the restrictions	6%	2%	14% +++	7%	6%	9%	4%	6%	5%
Clothing bulk wash	5%	8%	1%	0%	5%	3%	4%	4%	7%
Checked for leaks/changed tap washers	3%	4%	2%	0%	5%	0%	6% +	4%	1% --
Farm/own water supply	1%	0%	0%	0%	0%	0%	3% +	1%	1%
Kept emergency water supply	1%	1%	0%	0%	0%	0%	0%	2%	1%
None/nothing/don't know/not needed	24%	38% +++	33% +	53% +++	28%	22%	26%	14% ---	19% -
Other	3%	4%	1%	0%	12% +++	0%	9% ++	3%	2%

⁶² Q. What actions, if any, have you undertaken to conserve water in the last 6 months? Base: refer table

6.POINTS TO CONSIDER

Based the results from 2012 and 2013, the Regional Council could consider the following points in future communication strategies:

6.1 Continued communication of regional responsibilities, especially around water supply, water quality and public transport.

- Compared to last year awareness of Council activities seems more entrenched with unaided awareness of most activities higher, indicating a better understanding of what Council is doing. Life stage of residents plays a large role in awareness, with families more aware of recreational and educational activities. District differences also emerge regarding water supply and quality.
- Raising awareness is impacting on satisfaction with Council services, with a marginal increase noted year-on-year. Water supply, water quality and public transport are the most important regional services for residents.

6.2 Investigate the use of multiple contact points in the resident-Council relationship

- A large proportion of those who had contact with Council felt unable to rate staff performance. This could be due to the contact point specifics (e.g. staff direct, email, web-based).
- Increase in public contact relates to perceptions of staff performance. First time resolution (one contact only) does lead to higher satisfaction, while those who had to contact Council 2-3 times are more likely to rate staff performance 'neutral'. The reason behind multiple contacts could contribute to the level of satisfaction and we would recommend investigating this aspect of the resident-Council relationship further.

6.3 A review of the website layout and design to ease navigation and simplify specific searches would add value to the communication, especially in light of newer touch screen technologies available.

- Awareness of Council's website has declined with around a fifth of residents accessing the site in the last month. Access is driven by a more focused approach, with regulations, requirements, facilities and activity programmes being the greatest draw cards. Proposed improvements revolved around better navigation and simplified design, enforced by the need to access specifics. With the increase in touch screen technology through smart phones and tablets, it would be worth investigating the accessibility of web links and navigation for newer technologies.
- A greater interest in social media emerges, with residents indicating that they would use this vehicle to get updates on Council policies, information regarding regional issues and stay in touch with Councillors. This could be actively pursued with the local government elections coming up, driving higher awareness of Council activities in general.

6.4 Understanding the exclusion of youth markets from traditional media

- The monthly distribution of 'Our Region' through the Dominion Post and Wairarapa News has impacted on readership patterns, excluding some residents completely (non-readers of these papers). The young adult market is increasingly not engaging with traditional print media and Council would have to create opportunities to communicate with this market directly.
- Overall awareness of 'Our Region' as Council publication is maintained despite a change in distribution frequency and channels. Over time a comparative trend will be available, but it would be interesting to compare the Dominion Post and Wairarapa News distribution figures in terms of demographics to review results.

6.5 High level of interest and uptake of water saving actions by the community reflect well on the water shortage campaign and region overall

- Residents seem well-prepared and aware of civil defence requirements. Water shortages and subsequent requests for water saving initiatives were well communicated earlier in the year. High awareness of the water shortage campaign, high uptake of restrictions, and subsequent actions indicate clear communication channels through adverts and news updates, which could be developed for future civil defence emergencies.

7. APPENDIX

7.1: Copy of Questionnaire

Q.1 Good evening it's _____ calling on behalf of Greater Wellington Regional Council.

Greater Wellington Regional Council is interested in Wellington region residents' awareness of the Regional Council's services and their views on environmental management and rates. Could I speak to the youngest member of the household over the age of 18 please?

REINTRODUCE IF NECESSARY: Do you have a few minutes to answer some questions?

PROMPT IF NECESSARY It should only take about 10 - 12 minutes of your time.

PROMPT IF NECESSARY We're from Versus Research, an independent research company hired by Greater Wellington Regional Council to do this research so all your responses are confidential, no names are recorded – so please feel free to be as frank as you like.

SCREENERS

Before we start, can I please check whether anyone in your household works for or contracts to Greater Wellington Regional Council?

NO – CONTINUE

YES – SAY: Thank you, we really need to talk to people who work outside of the organisation. Have a good night.

Can I please check that you are over 18 years of age?

YES – CONTINUE

NO – ASK IF ANOTHER MEMBER OF THE HOUSEHOLD IS AVAILABLE TO SPEAK

1. Yes
2. Refused
3. DNQ (Did not qualify)
4. Business number
5. NIS – Disconnected, number not in service

IF THE ANSWER IS 2-5 THEN SKIP TO QUESTION 47

Q.2 The Greater Wellington Regional Council is the regional council for the Wellington region. It is distinct from your local council but does cover the areas of Wellington City, Hutt City, Upper Hutt City, Porirua, Kapiti Coast, and the three Wairarapa councils. Thinking about the work the Regional Council does, what areas or activities do you think it is involved in?

DO NOT READ OUT - RECORD ALL ANSWERS

PROBE: Any others?

- 1 Controlling pest animals and plants
- 2 Flood control / protection / stop-banks / drainage
- 3 Looking after native plants and animals
- 4 Managing the use and protection of our harbours
- 5 Water quality of the region's lakes, rivers and streams
- 6 Water supply (Collection, treatment and supply of tap water to Upper Hutt, Lower Hutt, Porirua and Wellington)
- 7 Soil conservation
- 8 Issuing resource consents, permits for activities that have environmental impacts (prompted: for water discharges etc.)
- 9 Providing environmental education in schools
- 10 Managing our air/air pollution
- 11 Developing policies to make sure our resources are managed properly
- 12 Providing a total mobility service
- 13 Civil defence/reducing risks from natural hazards
- 14 Managing regional parks
- 15 Providing a public transport network of buses/ trains and ferries
- 16 Wellington Regional Strategy
- 17 Owning the Regional Stadium
- 18 Owning the Wellington port company/Centreport
- 19 Regional economic development
- 20 Providing a carpooling service
- 21 Providing walking and cycling online information
- 22 Delivery of regional road safety campaigns
- 23 Wairarapa water use project
- 24 Other (specify)
- 25 Not aware of any (DO NOT READ OUT)

Q.3 Other, specify _____

Q.4 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?

READ OUT LIST

- 1 Controlling pest animals and plants
- 2 Flood control/protection / stop-banks/drainage
- 3 Looking after native plants and animals
- 4 Managing the use and protection of our harbours
- 5 Water quality of the region's lakes, rivers and streams
- 6 Water Supply (Collection, treatment and supply of tap water to Upper Hutt, Lower Hutt, Porirua and Wellington)
- 7 Soil conservation
- 8 Issuing resource consents, permits for activities that have environmental impacts (prompted: for water discharges etc.)
- 9 Providing environmental education in schools
- 10 Managing our air / air pollution
- 11 Developing policies to make sure our resources are managed properly
- 12 Providing a total mobility service
- 13 Civil defence / reducing risks from natural hazards
- 14 Managing regional parks
- 15 Providing a public transport network of buses/trains and ferries
- 16 Wellington Regional Strategy
- 17 Owning the Regional Stadium
- 18 Owning the Wellington port company/Centreport
- 19 Regional economic development
- 20 Providing a carpooling service
- 21 Providing walking and cycling online information
- 22 Delivery of regional road safety campaigns
- 23 Wairarapa water use project
- 24 Not aware of Any (DO NOT READ OUT)

Q.5 On average, the Regional Council spends about \$1,100 per ratepayer each year to manage all the activities we have just talked about.

Using a 1 - 10 scale where 1 is very poor value for money and 10 is very good value for money, how would you rate this \$170 per ratepayer?

IF NECESSARY: Total Regional Council rates per average household across the region range from about \$108 to \$375, based on the value of individual properties.

1 1- Very poor value for money

2 2

3 3

4 4

5 5

6 6

7 7

8 8

9 9

10- Very good value for money

11 11- Don't know

Q.6 What could be done to enhance the sense of the value for money you receive from these rates?

RECORD VERBATIM

Q.7 How satisfied are you with how the Regional Council services the region as a whole? Are you...
READ OUT

- 1 Very dissatisfied
- 2 Dissatisfied
- 3 Neither nor
- 4 Satisfied
- 5 Very satisfied
- 6 Don't know (DO NOT READ OUT)

Q.8 Why do you say that?

RECORD VERBATIM

Q.9 Out of the following areas that the Regional Council is involved in, which ONE do you think adds the greatest value to the region as a whole?

READ OUT LIST – ONLY ANSWERS PICKED IN QUESTION 2 – 4, BUT ALWAYS SHOW THE LAST 1

- 1 Controlling pest animals and plants
- 2 Flood control / protection / stop-banks / drainage
- 3 Looking after native plants and animals
- 4 Managing the use and protection of our harbours
- 5 Water quality of the region's lakes, rivers and streams
- 6 Water supply (collection, treatment and supply of tap water to Upper Hutt, Hutt City, Porirua and Wellington)
- 7 Soil conservation
- 8 Issuing resource consents, permits for activities that have environmental impacts (prompted: for water discharges etc.)
- 9 Providing environmental education in schools
- 10 Managing our air / air pollution
- 11 Developing policies to make sure our resources are managed properly
- 12 Providing a total mobility service
- 13 Civil defence / reducing risks from natural hazards
- 14 Managing regional parks
- 15 Providing a public transport network of buses/ trains and ferries
- 16 Wellington Regional Strategy
- 17 Owning the Regional Stadium
- 18 Owning the Wellington port company/Centreport
- 19 Regional economic development
- 20 Providing a carpooling service
- 21 Providing walking and cycling online information
- 22 Delivery of regional road safety campaigns
- 23 Wairarapa water use project
- 24 Don't know (DO NOT READ OUT)

Q.10 I am going to read out a couple of 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 strongly disagree and 10 is strongly agree

READ OUT LIST IN RANDOM ORDER

	1- Strongly Disagree	2	3	4	5	6	7	8	9	10- Strongly Agree	Don't Know
Overall, I understand how the Regional Council makes decisions	1	2	3	4	5	6	7	8	9	10	11
I would like to have more of a say in what the Regional Council does	1	2	3	4	5	6	7	8	9	10	11
Overall, I have confidence that the Regional Council makes decisions that are in the best interests of our region	1	2	3	4	5	6	7	8	9	10	11
Overall, I am satisfied that I have had an opportunity to participate in the Regional Council’s decision making	1	2	3	4	5	6	7	8	9	10	11

Q.11 How many times have you contacted the Regional Council in the past 12 months?

DO NOT READ OUT, CODE CLOSEST

- 1 Not in the past 12 months - SKIP to Q14
- 2 Once only
- 3 Two – three times
- 4 four – six times
- 5 More than 6 times
- 6 Don't know

Q.12 Using a 1 to 10 scale where 1 is extremely poor and 10 is excellent, how would you rate the service you have received from the Regional Council staff overall?

SCALE: 1 is extremely poor to 10 is excellent

- 1 1 - extremely poor
- 2 2
- 3 3
- 4 4
- 5 5
- 6 6
- 7 7
- 8 8
- 9 9
- 10 10 - excellent
- 11 Don't know

Q.13 Why do you give this rating? Please provide examples and be as specific as possible.

RECORD VERBATIM

Q.14 Thinking about Emergency Management or Civil Defence for a moment. Does your household have sufficient emergency food and water to last for 3 days?

IF NECESSARY: The recommended amount of water is 10 liters of water per day per person.

- 1 Yes
- 2 No
- 3 Not sure/Don't know

Q.15 How do you mainly get your information about the Regional Council?

DO NOT READ OUT, RECORD ALL MENTIONS. PROBE TO NONE. Any other way? Any others?

- 1 Meetings
- 2 Radio
- 3 Our Region
- 4 Newspapers
- 5 Personal contact (e.g phone, email)
- 6 From other people
- 7 Community group
- 8 Local district or city council
- 9 Greater Wellington Regional Council offices (includes any information picked up from the office)
- 10 Flyer in the letter box
- 11 Greater Wellington Regional Council website
- 12 Rates bill
- 13 TV
- 14 Magazine
- 15 Internet (general)
- 16 Facebook
- 17 Twitter
- 18 Roadside banners
- 19 Metlink news
- 20 Greater Wellington events
- 21 Other (specify)
- 22 Not aware of any

Q.16 Other, specify

RECORD VERBATIM

Q.17 I'm going to read a few types of information the Regional Council publishes. Can you tell me whether you have seen these in the last 12 months.

READ OUT LIST IN RANDOM ORDER

- 1 Our Region
- 2 Factsheets
- 3 Year in Review
- 4 Rates News
- 5 Information with rates bill
- 6 Greater Wellington Regional Council website
- 7 Metlink public transport website
- 8 Greater Wellington Facebook page
- 9 Greater Wellington on Twitter
- 10 Roadside banners
- 11 Metlink News
- 12 Have not seen any of these in the past 12 months (DO NOT READ OUT)

Q.18 *Our Region* comes out each month in the Dominion Post and Wairarapa News. Which of the following best describes how you usually read *Our Region*?

READ OUT LIST

- 1 Read it from cover to cover
- 2 Read some of the articles
- 3 Flick through it / skim read it
- 4 Seen it but don't read it
- 5 (DO NOT READ OUT) Never seen it/don't read the Dominion Post / Wairarapa News

Q.19 Before this phone call, did you know that Our Region was produced by the Regional Council?

1 Yes

2 No

Q.20 Do you recall seeing information on water shortage published by the Regional Council earlier this year?

DO NOT READ OUT

IF YES PROMPT: Was this through adverts, radio, social media or news items in the paper?

1 Yes – Adverts in newspapers, billboards and posters

2 Yes – Radio

3 Yes – Social media

4 Yes – News items in the paper and/or on radio and television

5 Other (please specify)

6 No/cannot recall /Don't know

Q.21 Other, specify

RECORD VERBATIM

Q.22 What actions, if any, have you undertaken to conserve water in the last 6 months?

RECORD VERBATIM

Q.23 Do you have Internet access either at home or at work?

DO NOT READ OUT, CODE CLOSEST

- 1 Yes
- 2 No

Q.24 What are you regularly accessing the internet for?

READ OUT:

- 1 Send or receive email
- 2 Use search engine
- 3 Search for map/driving directions
- 4 News/weather
- 5 Video sharing (such as Youtube)
- 6 Online banking
- 7 Social networking (Facebook/Twitter/Myspace, etc.)
- 8 Just for fun (such as, online gaming, general browsing, gossip pages)
- 9 Blogs/forums
- 10 Online auctions
- 11 Communication (such as MSN, Skype)
- 12 Checking bus timetables/travel information

Q.25 Is there anything else you use the internet for?

RECORD VERBATIM

Q.26 Are you an active member of either Facebook or Twitter?

NOTE: Active member meaning used in the last two weeks

READ OUT

- 1 Facebook
- 2 Twitter
- 3 Neither of the above (DO NOT READ OUT)

Q.27 I am going to read out a few ways that the Regional Council can use social media to stay in touch with residents.

As I read these out, can you please tell me if you would be likely to follow or sign up to each event, on Facebook or Twitter

IF LIKELY PROMPT: Was that likely or very likely?

IF UNLIKELY PROMPT: Was that unlikely or very unlikely?

	Very unlikely	Unlikely	Neutral	Likely	Very likely	Don't know
Keeping informed on civil defence emergencies	1	2	3	4	5	6
Keeping in touch with your councillors	1	2	3	4	5	6
Blogs for new ideas on environmental issues	1	2	3	4	5	6
Tracking of resource consent applications	1	2	3	4	5	6
Following local regional projects or events	1	2	3	4	5	6
Share information about regional issues	1	2	3	4	5	6
Feedback or contribute to the Regional Council policies	1	2	3	4	5	6
Public transport disruptions and service changes	1	2	3	4	5	6

Q.28 Have you ever visited the Regional Council's website?

1 Yes

2 No – Skip to Q34

Q.29 When did you last visit the GW website?

DO NOT READ OUT – CODE CLOSEST

- 1 Within the last month
- 2 Within the last 3 months
- 3 Within the last 6 months
- 4 Within the last 12 months
- 5 Longer than 12 months ago
- 6 Don't know (DO NOT READ OUT)

Q.30 How often did you visit the website in the last 12 months?

- 1 Once
- 2 Between two and five times
- 3 Between five and ten times
- 4 More than ten times
- 5 Don't know (DO NOT READ OUT)
- 6 No visits in the last 12 months

Q.31 Thinking about your most recent visit, what did you use the Regional Council's website for?

RECORD VERBATIM

PROBE: Anything else?

Q.32 Using a 1 - 10 scale where 1 is very poor and 10 is excellent, how would you rate the Regional Council's website overall?

1 1 - Very Poor

2 2

3 3

4 4

5 5

6 6

7 7

8 8

9 9

10 10 - Excellent

11 Don't know

Q.33 What changes, if any, would you suggest the Regional Council make to improve the website?

Q.34 Finally some information, just for our statistics, which newspapers do you read on a regular basis?

DO NOT READ OUT - MULTIPLE ANSWERS

1 Dominion Post

2 Wairarapa Times Age

3 The NZ Herald

4 Sunday Star Times

5 Sunday News

6 Herald on Sunday

7 City or district council publications

8 Local community papers

9 Other (please specify)

10 None

Q.35 Other, specify

Q.36 Which community newspaper do you read?

RECORD VERBATIM

Q.37 Which radio stations do you usually listen to?

DO NOT READ OUT - MULTIPLE RESPONSE IF ONLY FREQUENCY MENTIONED E.G 88.6 ASK: Does this station go by another name?

- 1 The Breeze – 98FM
- 2 Concert Programme
- 3 Classic Hits – 90.1FM
- 4 Community Radio
- 5 Easy Listening
- 6 The Edge – 91.7FM
- 7 Hauraki – 93.3FM
- 8 More FM – 95.3 FM or 99.7FM
- 9 National Radio
- 10 Pacific Radio
- 11 Radio Rhema
- 12 Radio Live – 98.9FM
- 13 The Rock – 96.3FM
- 14 Sports talk
- 15 The Sound (Formerly Solid Gold) – 97.3FM
- 16 Talkback
- 17 ZM – 90.9 FM
- 18 George FM
- 19 The Coast
- 20 RadioActive – 88.6FM
- 21 KiwiFM – 102.1FM
- 22 Newstalk ZB – 89.3FM
- 23 NiuFM – 103.7FM
- 24 Other (specify)
- 25 None

Q.38 Other radio- please specify

Q.39 Which of the following age groups you are in?

DO NOT READ OUT SINGLE RESPONSE CODE CLOSEST

- 1 18 - 34
- 2 35 - 54
- 3 55+
- 4 Refused

Q.40 And which of the following best describes your household situation?

READ OUT

- 1 Young single, living alone
- 2 Group flatting together
- 3 Young couple, no children
- 4 Family, mainly pre-school children
- 5 Family, school children
- 6 Family, adult children
- 7 Older couple/single person
- 8 Middle aged single/couple
- 9 Boarding or similar
- 10 DO NOT READ OUT- Refused

Q.41 Do you own or rent the house you currently live in?

- 1 Own
- 2 Rent
- 3 DO NOT READ OUT - Refused

Q.42 Which of these best describes the type of property you live in:

READ OUT

- 1 Urban
- 2 Semi rural
- 3 Rural
- 4 Other

Q.43 Do you live in a house, a flat or an apartment?

DO NOT READ OUT

- 1 House
- 2 Flat
- 3 Apartment

Q.44 That's the end of our survey, do you have any other comments or feedback that you would like to make regarding what we have been discussing tonight?

Q.45 In case you missed it my name is {NAME} calling on behalf of Greater Wellington Regional Council.
Thanks for your time, have a good evening.

RECORD DISTRICT COUNCIL

- 1 Kapiti Coast
- 2 Porirua
- 3 Masterton
- 4 Carterton
- 5 South Wairarapa
- 6 Upper Hutt
- 7 Hutt City
- 8 Wellington

Q.46 RECORD GENDER

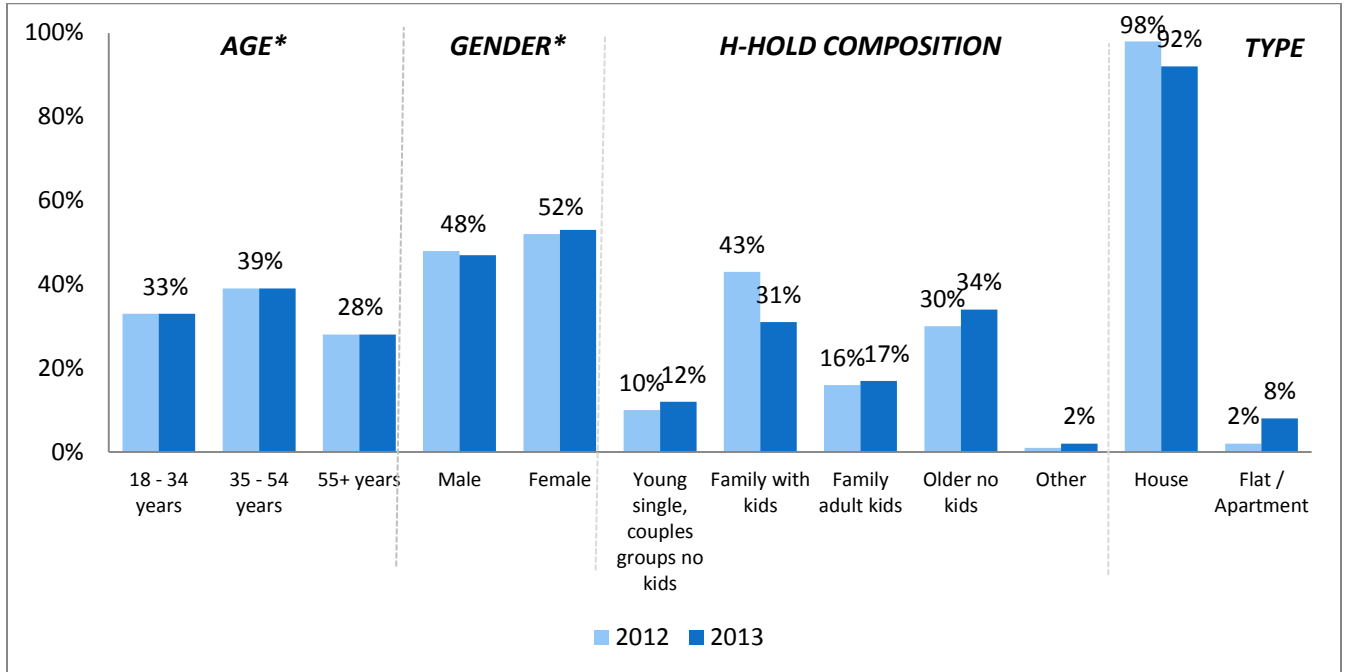
1 Male

2 Female

Q.47 RECORD TELEPHONE NUMBER

7.2: Sample Profile

Figure 7.1: Age, Gender And Household Composition⁶³

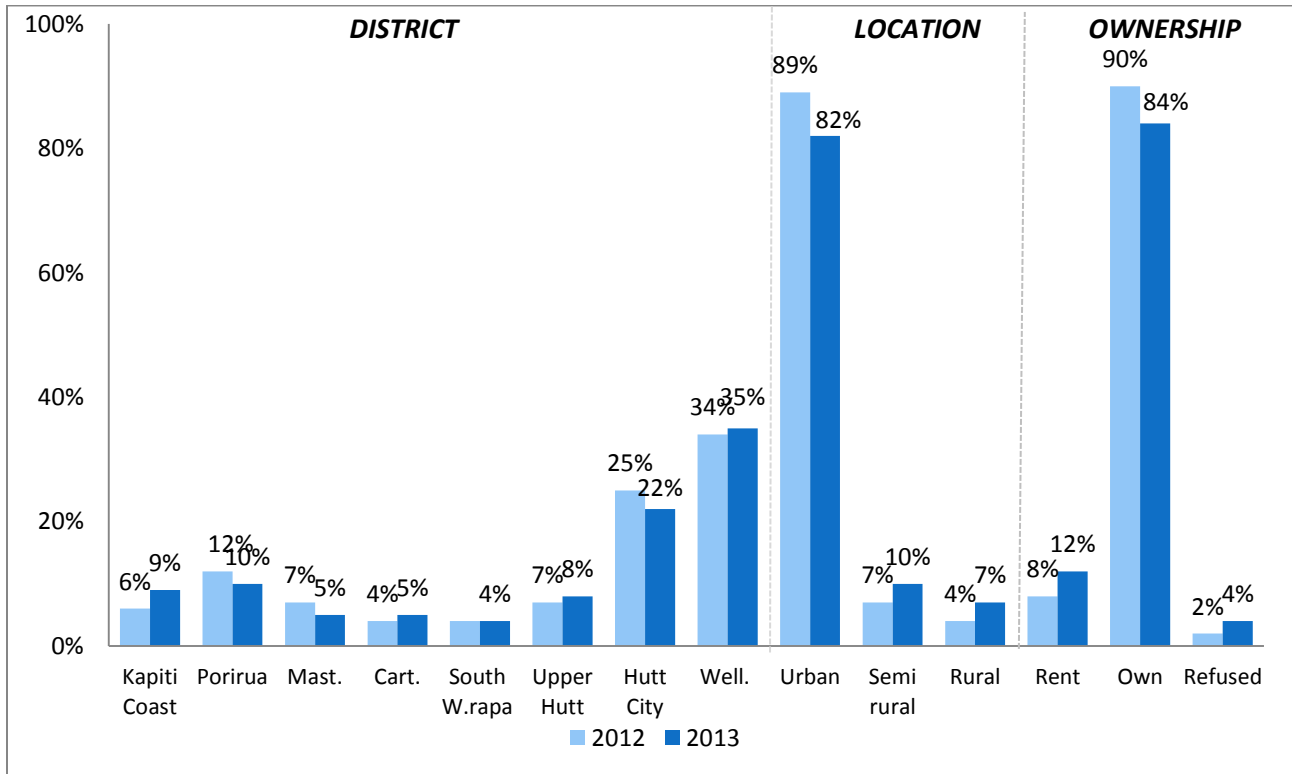


⁶³ Which of the following age groups are you in? Which of the following best describes your household composition? Gender recorded.

Base: All residents 2012 n =603; 2010 n=616

* Age and gender weighted to be representative of the Greater Wellington region.

Figure 7.2: District, Property Location, And Ownership⁶⁴



⁶⁴ Which of the following age groups are you in? Which of the following best describes your household composition? Gender recorded.

Base: All residents 2012 n =603; 2010 n=616

7.3: Proposed Changes to Council Website

VERBATIM RESPONSE REGARDING PROPOSED CHANGES TO IMPROVE COUNCIL WEBSITE BY OVERALL WEBSITE RATING

1 out of 10 - Very Poor

- *Third party look. Corporate not done well. Look at other websites, Huffington Post etc.*

3 out of 10

- *I was underwhelmed and I wanted easier information about where you could walk the dog.*
- *I think the search capabilities on the website are not great, because you seem to only be able to find some information if you search in a particular part of the website. The website also needs a much clearer structure to be able to navigate it clearly.*

4 out of 10

- *It's quite hard to navigate.*
- *The links are hard to follow.*
- *Make it easier to navigate and find what you're looking for.*
- *Make things easier to find.*

5 out of 10

- *Not familiar with the website.*
- *It is really hard to find information on the website that is relevant to everybody.*
- *Make it more memorable.*
- *Providing a staff directory.*
- *Make it more interactive and easier to search. More information.*

6 out of 10

- *Need to sell itself better. Bit boring.*
- *It is not really that easy to find specific information about any activities and initiatives that the Regional Council is involved in. It would be a lot better for their profile if they made their information more visible and accessible.*
- *I find it difficult to find clear walking tracks from my location. I had to do the Google thing.*
- *Information on what they can do for the ratepayer. As a ratepayer people are always paying money but never get anything back.*
- *Better information that's easier to find.*
- *More categories so I know exactly where to go, specifying categories.*
- *I though it was hard to find the information I wanted.*
- *Sometimes it's not easy to find exactly what you're looking for.*
- *Easy access, better information.*

7 out of 10

- *More current community news.*
- *To be honest I couldn't think of any.*
- *They could market it over You-tube and then link it.*
- *Make the sizes of their publications bigger.*
- *Easier access for service.*
- *Review their menu structure.*
- *They need to think more in terms in categorisation. It needs to be broken down into all the critical areas and logical links between existing documents.*
- *They need to group it better, rather than just a big list you need to scroll down. More logical listings.*
- *Make it easier to find things.*
- *Make it much more simple*
- *Sometimes I'm unclear on what route to go, so when I'm trying to find water quality I get a bit lost, so need an easy way to find.*
- *It's ok.*
- *Better links through to the bus site. Metlink news should be on the homepage.*
- *They have a good base but they need to go more in depth.*
- *More information.*
- *Easy to search for documents.*
- *Give receipts when paying bills.*

8 out of 10

- *More pictures.*
- *Easier access around tabs and different projects like parks and tracks, finding grades of walking tracks and stuff like that.*
- *Making sure info is easily accessed.*
- *I wouldn't recommend any at this stage.*
- *Hard to find what you are looking for on the website. The links to things need to be easier to find.*
- *Maybe just a little more information on transport connections for tracks.*
- *More information about some of the poison.*
- *A better search engine, it takes a while to try and find the information I want.*
- *Maybe a pathway on the home page or common key words for people to find there way to getting where they need to.*
- *Modernise it a bit, it's a bit old school.*
- *They could maybe put policies in to different languages*
- *Hard to find information.*
- *Haven't thought about it.*
- *None, a very good website.*
- *Hard to comment on what they have on there. Needs things to be straight off of the home page e.g. transport*
- *Hard before to find was river levels If I wanted to find out the Hutt river levels I had to go through a lot.*

10 out of 10 - Excellent

- *Like logos very smart, think they have upgraded.*
- *Loose all (external) links when they update website.*
- *None, I think it is great.*

Don't know

- *It would be good if the website could be used as a tool for people to give their feedback.*
- *Keeping it updated*

7.4: Additional Comments from Residents

ADDITIONAL VERBATIM COMMENTS BY OVERALL SATISFACTION RATING

Very Dissatisfied

- *Thank you very much for letting me do this survey.*
- *Didn't realise there was a Regional Council.*
- *Our Region is shocking.*

Dissatisfied

- *Spoken with Council, written letters. Got a response that I was really disappointed in; pest plants. Would like to see the Australia brush wattle made a noxious plant, so that local councils can act in their areas to limit their spread. I'm keen to act.*
- *We need to get rid of the local authorities and have a single one.*
- *Good survey.*
- *The Mayor could be doing a lot better in the area, than what she is doing. Swimming cannot be done in the river, it is disgusting.*
- *No more SUVs. It's the pathetic blue logo. The only thing I would say would be road cones, mega road cones. There is too many excessive like 100 cones before you merge, the invasion of the road cones is like from another planet.*

Neither nor

- *Put a little more advertising around with what the Regional Council does.*
- *None other than providing general information and awareness; have steps taken to visualize the problems before problems arise.*
- *I like the things that they do like the brochures and holiday programmes, but I'm not so sure that the things that they do regarding businesses are good value for money.*
- *I'm very disappointed with the handling of the train situation.*
- *The Regional Council could devote itself more to core activities.*
- *I don't think the Regional Council should be getting involved in resource consents when it comes to making decisions on airport extension and motor way 4- laning.*
- *For the Regional Council, kick their water supply into gear. New irrigation scheme, don't talk about it, do it. They're planning it and if I'm alive in another 15 years, they'll still be planning it. Do the water - we cannot live without the farming water correctly. I'm not in favour of them amalgamating into a greater Wellington city, not in favour of that at all.*
- *Please take the flouride out of the water I think it is an important issue.*
- *Only puzzle I had when making a submission is that there was so much indecision with in the Regional Council.*
- *Regional Council is great for the Wairarapa Region.*

- *The idea of the Wellington City should become a super city. And, I would like it if the Regional and District were merged. Reduce duplication of resources.*
- *No, more notices to read the rates bill more and to see more of what's going on within the Regional Council.*
- *I think they need to merge the councils but keep Wairarapa out as it's geographically impractical and all those special interest groups shouldn't be allowed to be included.*
- *Good idea just to have one big council but have another division for resource consent.*
- *I do believe that the Regional Council area is too big.*
- *More rubbish bins will be nice, so people are not leaving rubbish around.*
- *Council lets us down in regards to rail transport; it's not a good service.*
- *Make sure the staff do their jobs to reply to people and responses are really poor here in the Wairarapa anyway.*
- *No, I think that anybody that gets on the council, you got to take your hat off to them. You may not agree with what they have to say but they are trying their best.*
- *We don't want a super council.*
- *I don't want to be a super city.*
- *I think that there should be a greater focus on regional-wide economic activity rather than council by council basis.*
- *Thank you for phoning and allowing me to take part in this survey.*
- *Getting Wellington a bit more upbeat! They need more tourist attractions or leisure activities, there needs to be more to do. I would really like to see more for teenage kids with more interactive activities.*
- *I think I am not really well informed about what the Regional Council does and [it] probably needs a bit more publicity so the people can be more informed.*
- *I have been disappointed with their community consultation processes.*
- *Many houses on the other side of the line are much lower.*

Satisfied

- *I don't agree that the Regional Council closed the Kapiti train station, as I am at the age of 75 and it is much too hard for me to walk or drive.*
- *Maybe provide a little more information about what the council is involved in. Make it easier for residents to submit their opinions with what they have to say because I've noticed that there is a whole lot of information you have to go through before you make a submission. Realistically, residents don't have time to go through a pile of information.*
- *If I have to contact Wellington or my own Regional Council it would have to be a toll call, I would ensure Otaki is outside of the Wellington Region.*
- *I just don't like the money they spend on providing transport, the users should pay and they should put a congestion tax to pay for the service.*
- *The question about having an opportunity to participate in the Regional Council's decision making is an irrelevant question because as far as I am aware we didn't get a say in what decisions the council makes.*
- *The Wairarapa should stay with the Wellington Regional Council.*
- *I think I should look into the Wellington Regional Council website.*
- *It would be really nice if the council, when they are asking these questions. They need to hear what the community actually have to say, instead of brushing our opinions aside.*

- *No to the super city.*
- *I would like to run a few things over with the Council. They have about thirty-eight vehicles in the one yard, must cost a huge amount of money to keep them running. It's also not good working a hard day's work and then driving past Council workers lying under a tree while they are supposed to be working. It's out in the country so feedback never gets back to the council.*
- *I would like to see where my rates are being spent because they are just so high. A run-down sheet or something like that just so I can have peace of mind that my money is being well spent on things that are important. That could both help and enhance the community instead of paying for things like the Council company cars or their expensive accounts.*
- *Nothing at all, I am very interested and happy that the Wairarapa is joining the Wellington Region. I am happy to be a part of that.*
- *I think that the Regional Council, putting out this survey is good; it can increase the profile of what the Regional Council is doing especially with people who might not pay much attention to what they do.*
- *I think that the Wairarapa should be incorporated with the Wellington Region.*
- *I think the idea of the Youth Council is very good!*
- *Very thorough survey. The Health survey that came through, there was a person who came to my door, is a bit long winded. There should be a narrow focus on all on drugs, alcohol and mental health.*
- *I hope that when they get down to deciding this super city thing they've been talking about, I'd like to see the Wairarapa cut off from the rest and go its own way. Maybe even the Hutt but I don't know enough about that really.*
- *I don't have much knowledge about the Regional Council because I thought most of this work was done by the District Council.*
- *Are you starting to look at building a super city?*
- *Good to hear that the Regional Council wants to hear from people.*
- *I didn't know the Council owned the Centreport.*
- *I would strongly urge Regional Council to re-instate Muri Station.*
- *I think they do a good job.*
- *Emergency stuff, good that it's under the Greater Regional Council and not local.*
- *Emergency stuff, good that it is taking place within the Regional Council; good doing this and not for the local council.*
- *I thought that there would be more on rates in the survey.*
- *No, except I want to take more notice of what the Wellington Regional Council does.*
- *Only issue is 1080 in the water supply.*
- *If you're looking for people who deal with Council why ask people who are renting their house? They don't pay rates.*
- *I wish they would get money for our roads, it's disgraceful, we are the capital city not Auckland yet they are doing more work on Auckland's roads.*
- *They need to do more about transport.*
- *Less thinking and wasting time and actually doing more things.*
- *Interesting to know the things that the council is involved in.*
- *Keep up the great work and make sure all decisions are being made with the help of the community.*
- *I think this is a really great survey to participate in.*
- *I feel bad that I don't know much about the Greater Regional Council as I have just moved here.*

- *I don't really know much about the council's work.*
- *I think they must be doing a good job.*
- *Regional councils have a lower profile than city councils, they should participate more into the community.*
- *The Greater Wellington Regional Council does quite a good job but there is always room for improvements.*
- *The public transport, the text train should be re-instated as it was a lot more useful than the website and easier to use. The website was badly designed; it does not function well on an iPhone.*
- *Before the Council decides to put fluoride in our water I hope they complete some scientific research.*

Very satisfied

- *I think that the Wellington Regional Council is a brilliant service in the areas of pest control, environmental control and education. Please keep it up.*
- *None, but I have to say the survey was very informative.*
- *Pleased with everything regarding what we have discussed.*
- *None, everything seems fine.*
- *I think the councillors do a jolly good job and are unsung heroes. Nobody seems to contact them unless something is going wrong and then people get up in arms that the councillors are not doing anything about our problems when they are.*
- *I would like someone to call me from Regional Council if that's possible.*
- *No, not really. Very aware Regional Council want to make us like the super city like in Auckland, all of this talk of either we can afford it or not. The Wellington side confuses ordinary people like me.*
- *Overall, Regional Council does a very good job. The movement towards amalgamation is disturbing.*
- *The Regional Council has tried to say that we have a water shortage, but we don't because New Zealand has the second freshest water in the world. They complain about water and do not have a good vision. We need to do a lot for water and articulate water.*
- *I went onto the website, it looks really good.*
- *The Regional Council has a wide mandate and for the mandate to be confined to just infrastructure it would be a disappointment because our parks are very important to Wellington as a region.*

Don't know

- *I live in South Wairarapa and we do not really get our information from the Regional Council; we get all of our information from our local council. I find it interesting that the Regional Council wants to get our opinion of them considering we do not have much to do with them.*
- *They need to stop taxing the small land-holders so heavily; there is an enormous amounts of rates which is unjustified.*
- *I would not want to see the Regional Council communication with people via Facebook because I think Facebook is a social networking site not a site that would dumb down the information and that is how it would appear to me.*