



Otago Regional Council Community Survey

November 2022

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Overview

Background

Otago Regional Council (ORC) is the local authority responsible for the management and monitoring of the natural resources in the Otago region. The role that ORC has in Otago involves the delivery of regional based outcomes to different communities.

As part of its ongoing commitment to delivering to community expectations, ORC commissioned a survey of residents in the region to understand how they can best engage with those who reside in the region.

The aims of the survey are:

- To provide an understanding of what the community knows about ORC (knowledge)
- To explore what matters to the community and what it expects from ORC (expectations and delivery on environmental issues)
- To provide an understanding of how ORC is perceived by the community in terms of service delivery and reputation (perceptions)
- To provide an understanding of how the community wants to engage with ORC (engagement)

This work will be used to improve understanding and practices at ORC through increased:

- Understanding of what the community values
- Clarity around perceptions of ORC
- Understanding of the community's expectations of ORC

This work is used to support policy development and increased information-based decision-making at ORC.

The project was first completed in 2021 and this report presents the findings from the second year of data collection.

Method

DATA COLLECTION

This work was completed via a quantitative survey utilising a dual-method approach to data collection involving online and telephone interviewing. A total of n=1,700 interviews were completed across the two data collection methods.

ONLINE INTERVIEWING

The first phase of this work was completed by online interviewing and aimed to capture a breadth of respondents from across the region. This component was completed through a third-party panel provider (Consumer Link) and resulted in a total of n=1,084 completed surveys. This phase was completed between the 6th September and the 30th of September 2022.

TELEPHONE INTERVIEWING

The second phase of this work was completed by telephone interviewing through Auckland-based call centre Symphony Research. The telephone interviewing was employed to target areas which were not sufficiently covered in the online phase of this work. This stage resulted in n=616 completed surveys and was undertaken between the 27th of September and the 22nd of October 2022. The dates for this work aligns with those from 2021*.

A breakdown of the areas achieved by each data collection method is shown in the table below. It should be noted that the area breakdown is disproportionate to the district profile, i.e., smaller districts are over represented. This was a deliberate design feature to ensure that sufficient sample was achieved in each individual district. These skews have been accounted for in the weighting of the final dataset.

SAMPLE BREAKDOWN BY DATA COLLECTION METHOD

Method	Waitaki	Central Otago	Queenstown Lakes	Dunedin	Clutha	TOTAL	2021
Online interviewing	187	158	165	460	114	1,084	1,057
Telephone interviewing	113	142	175	0	186	616	643
Total	300	300	340	460	300	1,700	1,700

*In 2021 online interviewing was completed between the 6th and 30th of September and telephone interviewing was completed between the 27th September and 20th October.

Method

MARGIN OF ERROR

Margin of error (MOE) is a statistic used to show the amount of random sampling error present in a survey's results. The MOE is particularly relevant when analysing a subset of the data as smaller sample sizes incur a greater MOE. The final sample size for the study was n=1,700. This gives a maximum margin of error of +/-2.4% at the 95% confidence interval. That is, if the observed result on the total sample of n=1,700 is 50% (point of maximum margin of error), then there is a 95% probability that the true answer falls between 47.6% and 52.4%. The margin of error associated with the different sample sizes in this project are shown in the table below.

Sample size	Territorial Authority	Maximum Margin of Error at the 95% confidence interval
n=300	Waitaki, Central Otago, Clutha	+/-5.7%
n=340	Queenstown Lakes	+/-5.3%
n=460	Dunedin	+/-4.6%

WEIGHTING

Weightings have been applied to the final dataset to ensure the sample is representative of the population. Weighting is a common practice in research and is used to ensure different audiences are neither under nor over-represented in the final data set. That is,

each demographic and geographic group proportionately reflects the demographic make-up of the Otago region's population. This project utilises a rim weighting approach which is based on the geographic and demographic proportions for the Otago region as a whole. These proportions are taken from the 2018 Census and are provided in the appendix.

SIGNIFICANCE TESTING

Significance testing has been applied to the results. This is indicated in two ways:

1. Within the charts to indicate if the result for 2022 is significantly higher or lower than the result for 2021. This is indicated through green shading on the 2022 result.
2. Within tables to indicate if a result for a given subgroup is statistically greater or lower than the result for all other subgroups. This is indicated by an arrow next to the result; an upward arrow (↑) indicates the result is significantly greater than other groups in 2022, a downward arrow (↓) indicates a result is significantly lower than other groups in 2022.

QUESTIONNAIRE

The questionnaire was designed in consultation with ORC and focussed on the core areas of knowledge, perceptions, expectations, and engagement. The survey was on average 20 minutes in length. A copy of the survey can be found in the appendix.

Sample Structure

Key sample metrics by area are shown in the tables below. A comparison to the 2021 total is shown in the final column of each table. Other sample questions are included in the appendix.

GENDER

	Waitaki	Central Otago	Queenstown Lakes	Dunedin	Clutha	TOTAL	2021
Male	33%	43%	50%	34%	48%	41%	52%
Female	67%	57%	50%	66%	52%	59%	48%

Which of the following best describes you?

AGE

	Waitaki	Central Otago	Queenstown Lakes	Dunedin	Clutha	TOTAL	2021
Under 39 years	9%	15%	25%	41%	19%	24%	24%
40-64 years	46%	35%	44%	58%	42%	46%	46%
65+ years	45%	50%	32%	1%	39%	30%	30%

Which of the following age groups are you in?

Sample Structure

ETHNICITY*

	Waitaki	Central Otago	Queenstown Lakes	Dunedin	Clutha	TOTAL	2021
NZ European/ Pākehā	93%	94%	86%	87%	94%	90%	89%
Māori	5%	5%	2%	7%	7%	5%	4%
Pasifika	0%	0%	1%	1%	1%	1%	1%
Asian	0%	1%	5%	6%	0%	3%	4%
Another ethnicity	4%	4%	6%	4%	4%	4%	5%
Prefer not to say	1%	2%	1%	2%	0%	2%	1%

Which of the following best describes you?

**Multiple choice response, answers will add to more than 100%*

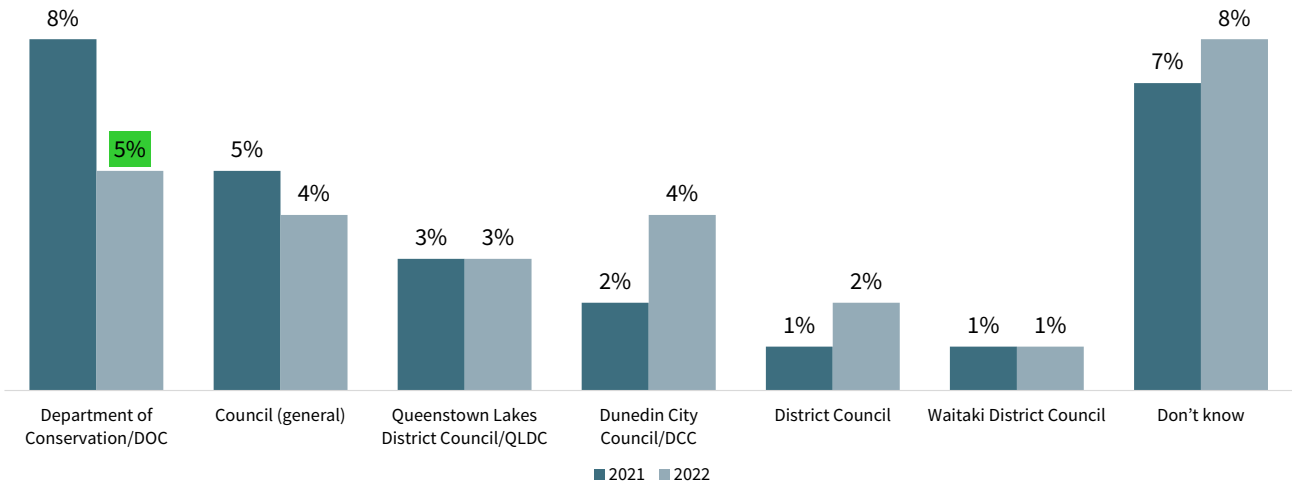


Knowledge

Top of Mind Awareness

This year 75% of respondents correctly named the Otago Regional Council, ORC, or the regional council as the organisation responsible for the management of the Otago region’s natural resources; this result was the same as the 2021 result. Additional items mentioned showed a significant decrease in the number of people who mentioned the Department of Conservation/DoC and an increase in the number of people who mentioned a local territorial authority or who said they did not know which organisation was responsible. At a prompted level 98% of respondents were aware of ORC, which was a 2% decline from the 2021 result.

ADDITIONAL ITEMS MENTIONED*



75% correctly named ORC
2021 = 75%

Firstly, which organisation do you understand to be responsible for the management of the Otago region’s natural resources? Base 2021 n=1,700, 2022 n=1,700
*Some respondents mentioned more than one organisation so % will add to more than 100%. Green shading indicates the 2022 result is significantly higher or lower than the 2021 result.

Top of Mind Awareness

Top of mind awareness at a local level remains similar to 2021. Awareness in 2022 was highest amongst respondents from Dunedin and lower amongst respondents from Queenstown Lakes. Demographic analysis shows that awareness was higher amongst older respondents, ratepayers, and those who identify as New Zealand European.

TOP OF MIND AWARENESS BY AREA**

	Waitaki	Central Otago	Queenstown Lakes	Dunedin	Clutha
Sample size	300	300	340	460	300
2022	73%	73%	65% ↓	79% ↑	74%
2021	67%	70%	68%	81%	74%

TOP OF MIND AWARENESS BY DEMOGRAPHICS



Highest awareness amongst those:

- 55-64 years 83% or 65+ years 82%
- Ratepayers 83%
- With a household income of \$120k+ 87%
- Born in New Zealand 78%
- New Zealand European 78%
- Older, no children 83%

Lowest awareness amongst those:

- Under 39 years 63%
- Non-ratepayers 50%
- With a household income of under \$80k 67%
- Not born in New Zealand 62%
- Asian 45%
- Younger, no children 57%

Firstly, which organisation do you understand to be responsible for the management of the Otago region's natural resources? Base 2021 n=1,700, 2022 n=1,700

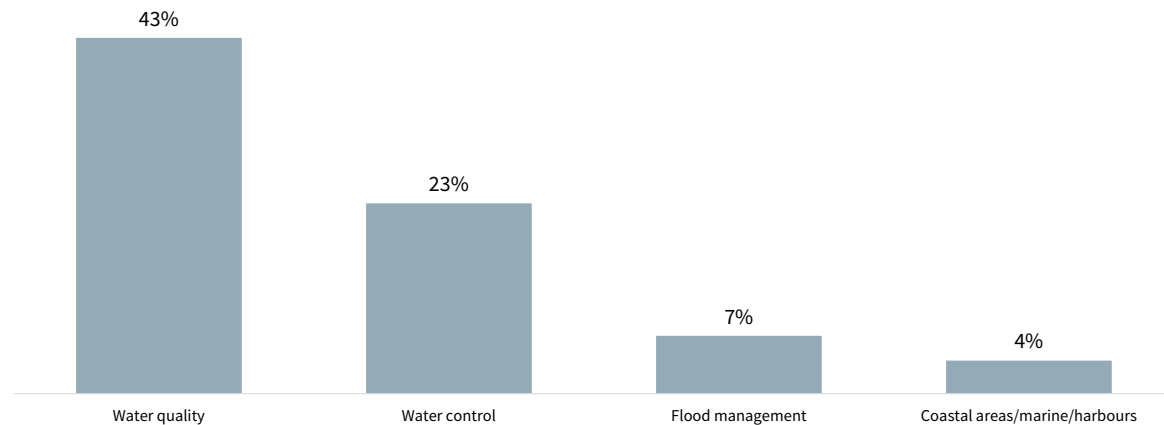
*Some respondents mentioned more than one organisation so % will add to more than 100%.

**an upward arrow (↑) indicates the result is significantly greater than other groups in 2022, a downward arrow (↓) indicates a result is significantly lower than other groups in 2022.

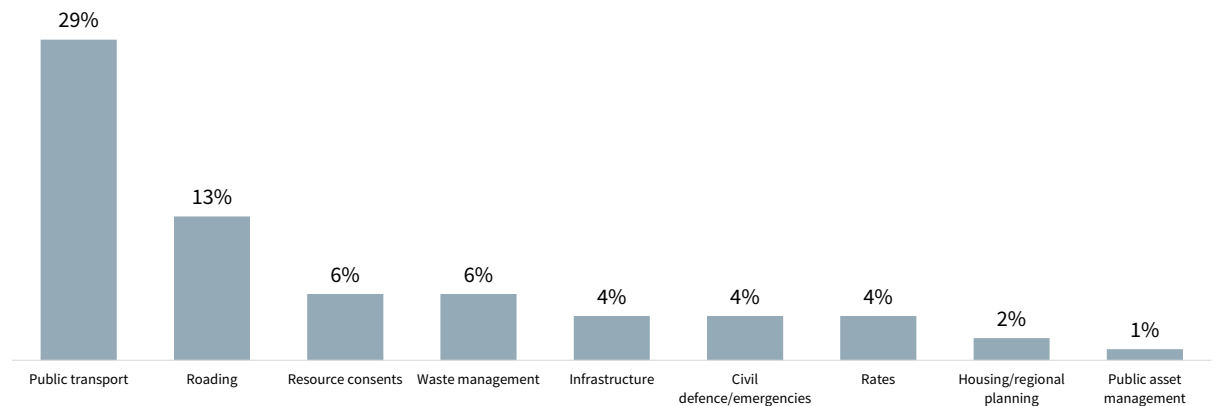
Activity Awareness

Respondents were asked to list the activities they thought ORC undertook. This year 61% noted an activity related to water and 49% noted an operational activity. Both of these categories have a similar number of mentions to 2021.

WATER (NET 61%, 2021 NET 64%)



OPERATIONAL (NET 49%, 2021 NET 51%)

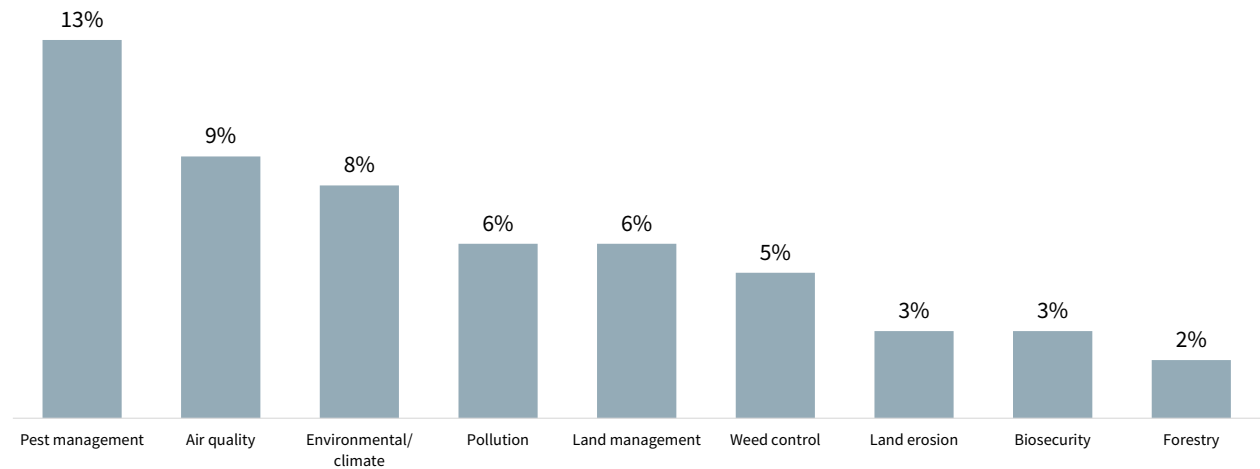


Otago Regional Council is the regional government authority which is responsible for the management of natural resources across the Otago Region including those in Waitaki, Queenstown Lakes, Dunedin, Clutha, and Central Otago districts. Thinking about the work the Otago Regional Council might do, please list all of the areas you are aware they are involved in. Base 2021 n=1,700, 2022 n=1,700

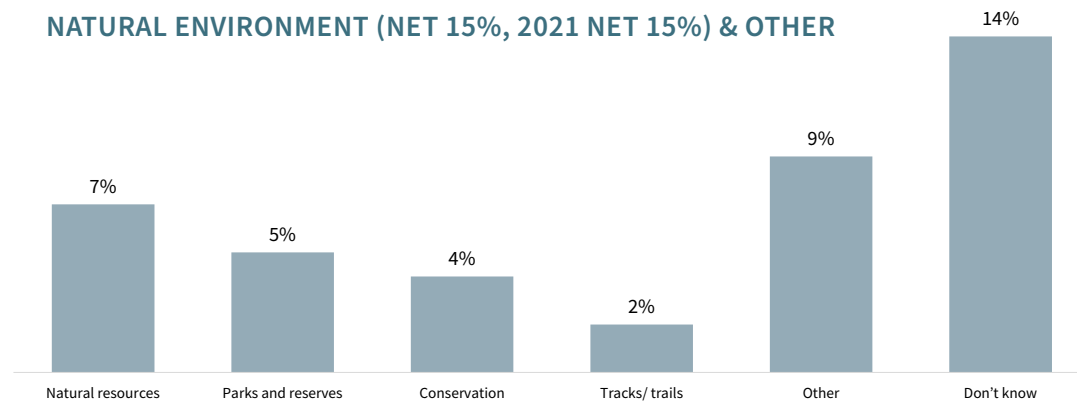
Activity Awareness

This year 38% of respondents mentioned an activity related to air and land, while 15% mentioned an activity related to the natural environment. These results are similar to the 2021 results.

AIR AND LAND (NET 38%, 2021 NET 37%)



NATURAL ENVIRONMENT (NET 15%, 2021 NET 15%) & OTHER



Otago Regional Council is the regional government authority which is responsible for the management of natural resources across the Otago Region including those in Waitaki, Queenstown Lakes, Dunedin, Clutha, and Central Otago districts. Thinking about the work the Otago Regional Council might do, please list all of the areas you are aware they are involved in. Base 2021 n=1,700, 2022 n=1,700


Activity Awareness

Water continues to be the activity most associated with ORC across the local authorities. Dunedin respondents were more likely to mention operational activities. Demographic analysis shows that ratepayers and those with a higher household income have greater awareness of ORC’s activities, while non-ratepayers have lower awareness.

ACTIVITY AWARENESS BY AREA (NET)*

	Waitaki	Central Otago	Queenstown Lakes	Dunedin	Clutha
Sample size	300	300	340	460	300
Water	59%	65%	62%	59%	65%
Air and land	39%	44%	41%	36%	34%
Operational	40% ↓	42%	35% ↓	58% ↑	43%
Natural environment	10%	18%	20%	14%	17%
Other	7%	8%	5%	12% ↑	5%
Don't know	20% ↑	15%	17%	10% ↓	20%

ACTIVITY AWARENESS BY DEMOGRAPHICS (NET)



Water highest amongst those:
 65+ years 73%
 Ratepayers 66%
 Household income 120k+ 73%
 Born in New Zealand 64%
 Older, no children 71%

Air and land highest amongst:
 65+ years 48%
 Ratepayers 42%
 Born in New Zealand 40%
 Older, no children 45%

Operational highest amongst:
 Household income \$120k+ 61%

Natural environment:
 No significant differences

Don't know highest amongst:
 Non-ratepayers 20%

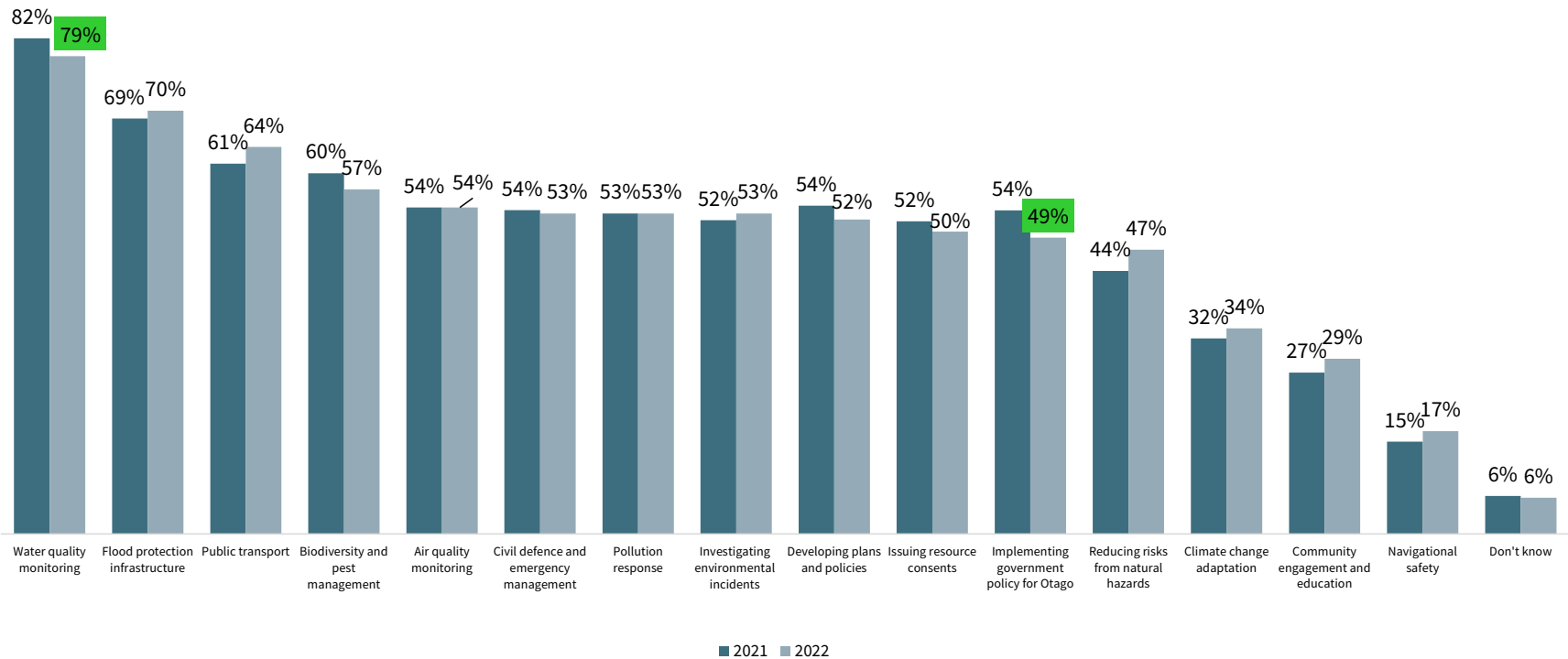
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*an upward arrow (↑) indicates the result is significantly greater than other groups in 2022, a downward arrow (↓) indicates a result is significantly lower than other groups in 2022.

Prompted Activity Awareness

Respondents were provided with a list of activities and asked to identify the ones they knew ORC undertook. The results for 2022 were similar to those in 2021 with water quality, flood protection, and public transport the primary activities mentioned by respondents. This year saw a slight increase in the proportion of people who were aware that ORC was responsible for reducing risks from hazards, and a significant decline in the proportion of people who were aware that ORC was responsible for water quality monitoring and implementing government policy.

PROMPTED ACTIVITY AWARENESS*



And before this survey, which of the following areas were you aware Otago Regional Council were involved in? Base 2021 n=1,700, 2022 n=1,700
 *Green shading indicates the 2022 result is significantly higher or lower than the 2021 result.

Prompted Activity Awareness

Water quality and flood protection were the activities most associated with ORC, although this was higher amongst respondents from Central Otago and Clutha. Dunedin respondents were less likely to be aware of a number of activities, but were significantly more likely to be aware ORC provided public transport.

TOP 10: PROMPTED ACTIVITY AWARENESS*

	Waitaki	Central Otago	Queenstown Lakes	Dunedin	Clutha
<i>Sample size</i>	300	300	340	460	300
Water quality monitoring	80%	89% ↑	83%	74% ↓	83%
Flood protection infrastructure, like stopbanks and drainage schemes	74%	76% ↑	70%	66% ↓	82% ↑
Public transport	49% ↓	54% ↓	59%	71% ↑	57% ↓
Biodiversity and pest management	58%	73% ↑	63% ↑	50% ↓	64% ↑
Air quality monitoring	61% ↑	73% ↑	60% ↑	45% ↓	69% ↑
Civil defence and emergency management	61% ↑	67% ↑	54%	47% ↓	66% ↑
Pollution response	64% ↑	71% ↑	61% ↑	44% ↓	68% ↑
Investigating environmental incidents and making sure people are following the rules	57%	68% ↑	65% ↑	42% ↓	69% ↑
Developing plans and policies to make sure our resources are managed properly	57%	66% ↑	62% ↑	43% ↓	63% ↑
Issuing resource consents	62% ↑	70% ↑	58% ↑	40% ↓	67% ↑

*And before this survey, which of the following areas were you aware Otago Regional Council were involved in?
 an upward arrow (↑) indicates the result is significantly greater than other groups in 2022, a downward arrow (↓) indicates a result is significantly lower than other groups in 2022.

Prompted Activity Awareness

Central Otago had the lowest proportion of respondents who stated they don't know which activities ORC undertook.

ALL OTHERS: PROMPTED ACTIVITY AWARENESS*

	Waitaki	Central Otago	Queenstown Lakes	Dunedin	Clutha
<i>Sample size</i>	300	300	340	460	300
Implementing government policy for Otago	57% ↑	64% ↑	61% ↑	40% ↓	61% ↑
Reducing risks from natural hazards	50%	57% ↑	54% ↑	40% ↓	59% ↑
Climate change adaptation	40% ↑	49% ↑	38%	26% ↓	44% ↑
Community engagement and education	38% ↑	40% ↑	41% ↑	21% ↓	40% ↑
Navigational safety	21%	31% ↑	25% ↑	10% ↓	25% ↑
Don't know	7%	3% ↓	5%	7%	7%

*And before this survey, which of the following areas were you aware Otago Regional Council were involved in?
an upward arrow (↑) indicates the result is significantly greater than other groups in 2022, a downward arrow (↓) indicates a result is significantly lower than other groups in 2022.

Prompted Activity Awareness

Demographic analysis shows those who were older, male, or a ratepayer had higher awareness of nearly all the activities that ORC undertakes.

PROMPTED ACTIVITY AWARENESS BY DEMOGRAPHICS



Higher awareness of all activities amongst those aged 65+ years except public transport.

Males had greater awareness of most activities except public transport, biodiversity and pest management, water quality monitoring, and civil defence.

Ratepayers had greater awareness of all activities except public transport, civil defence, community engagement, and navigational safety.

Those who were older with no children at home were more likely to be aware of most activities, except public transport and community engagement.

No differences in prompted activity awareness across income or ethnicity.

Knowledge Summary

1.

Awareness at both a prompted and unprompted level is similar to that of 2021, with 75% of respondents correctly identifying ORC as the organisation responsible for the management of the Otago region's natural resources.

2.

As in 2021, awareness of ORC is highest amongst Dunedin respondents. Respondents who were older, had higher household income, or who were ratepayers all had higher awareness of ORC. Respondents who were younger, had lower household income, and who were not born in New Zealand had lower awareness of ORC.

3.

Respondents' awareness of the activities ORC undertakes has remained similar to 2021 both at a prompted and unprompted level.

4.

Water related actions continue to be the activities that respondents most associate with ORC both at a prompted and unprompted level.

5.

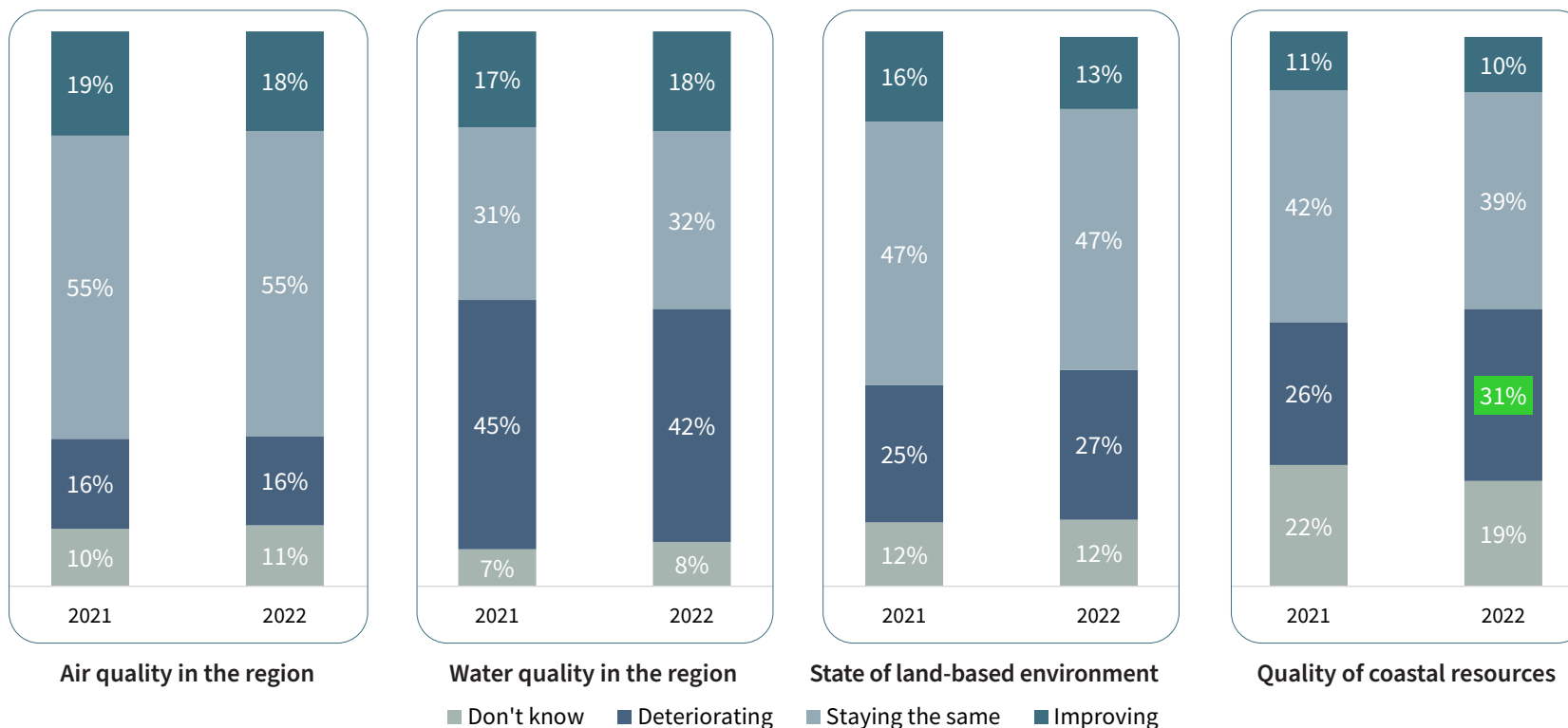
Respondents over the age of 65 years have the highest awareness of a number of activities that ORC undertakes.

- *Expectations:
Environmental
Issues & Delivery*

Environmental Change

Respondents were asked their views on the state of different environmental features in the region. Respondents' perceptions were very similar to those of 2021, with a significant proportion of respondents stating water quality has deteriorated. Air quality continues to be the feature which the largest proportion of respondents state is unchanged while 47% of respondents perceived the land-based environment have stayed the same. Thirty-nine percent of respondents stated coastal resources have remained unchanged however, there has been a significant increase in the proportion of respondents who thought coastal resources were deteriorating.

ENVIRONMENTAL CHANGE*



And, for each of the following, do you think each of the following is generally improving, staying the same, or deteriorating in the Otago region? Base 2021 n=1,700, 2022 n=1,700
 *Green shading indicates the 2022 result is significantly higher or lower than the 2021 result.


Environmental Change

The tables below show the proportion of respondents who stated that an environmental feature was deteriorating. Air and water quality perceptions were fairly consistent across areas, however perceptions differed across land-based environment and coastal resources. The most significant difference was seen amongst Dunedin respondents' views on coastal resources and Queenstown Lakes respondents' views on the land-based environment. Demographic analysis showed that respondents who were ratepayers, with a household income over \$120,000, or New Zealand European were more likely to state that water quality had deteriorated.

ENVIRONMENTAL CHANGE BY AREA (DETERIORATING)*

	Waitaki	Central Otago	Queenstown Lakes	Dunedin	Clutha
Sample size	300	300	340	460	300
Air quality in the Otago region	8% ↓	13%	18%	18%	11%
Quality of water in the Otago region's rivers, lakes, and streams	40%	48%	43%	43%	34% ↓
The state of the land-based environment in the Otago region	23%	24%	26% ↑	31% ↑	19% ↓
Quality of coastal resources in the Otago region	38%	19% ↓	15% ↓	41% ↑	18% ↓

ENVIRONMENTAL CHANGE BY DEMOGRAPHICS (DETERIORATING)



Air quality higher amongst:
Under 39 years of age 21%

Quality of water higher amongst:
Ratepayers 45%
Those with income \$120k 52%

State of land-based environment higher amongst:
No differences

Quality of coastal resources higher amongst:
Females 36%

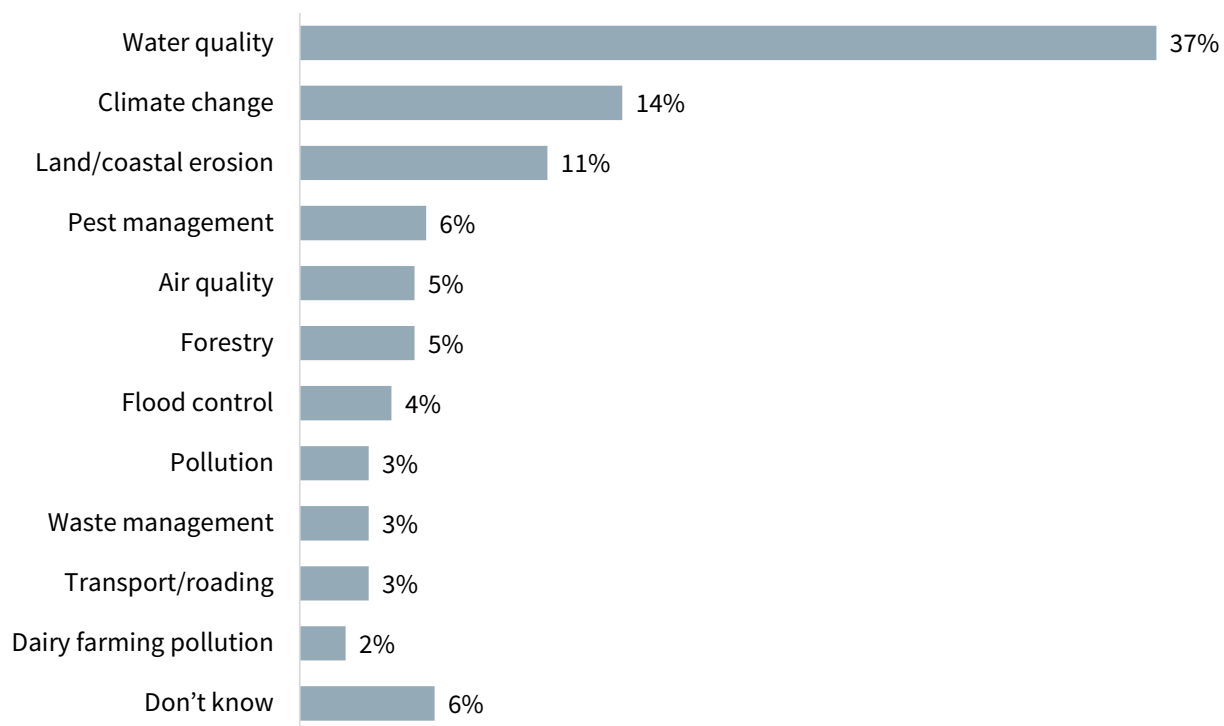
And, for each of the following, do you think each of the following is generally improving, staying the same, or deteriorating in the Otago region?

*an upward arrow (↑) indicates the result is significantly greater than other groups in 2022, a downward arrow (↓) indicates a result is significantly lower than other groups in 2022.

Environmental Issues

Respondents were asked to identify the most important environmental issue facing the Otago region. At an overall level, 37% of respondents mentioned an issue with water quality. Fourteen percent of respondents noted an issue relating to climate change and 11% mentioned issues which related to land/coastal erosion. Although not shown below, 7% of respondents were unsure how to answer this question.

MOST IMPORTANT ENVIRONMENTAL ISSUE



What do you think is the most important environmental issue facing the Otago Region today?
 Base 2022 n=1,700

Environmental Issues

Respondents from Waitaki were more likely than respondents from other areas to mention water quality was the most important environmental issue in the region, while respondents from Dunedin were more likely to state pest management was the most important environmental issue. There were no differences between demographic groups with regards to the most important environmental issue facing the Otago region.

MOST IMPORTANT ENVIRONMENTAL ISSUE BY AREA*

	Waitaki	Central Otago	Queenstown Lakes	Dunedin	Clutha
<i>Sample size</i>	300	300	340	460	300
Water quality	49% ↑	44%	39%	34%	30%
Climate change	11%	12%	15%	14%	17%
Land/coastal erosion	7%	9%	10%	12%	11%
Pest management	2%	3%	3%	8% ↑	4%
Air quality	4%	3%	6%	6%	3%
Forestry	5%	7%	5%	4%	9%
Flood control	3%	5%	4%	3%	6%
Pollution	4%	2%	3%	4%	3%
Waste management	3%	2%	3%	2%	5%
Transport/roading	1%	3%	1%	4%	2%
Dairy farming pollution	1%	1%	2%	3%	4%
Don't know	7%	8%	6%	5%	10%

*What do you think is the most important environmental issue facing the Otago Region today?
 an upward arrow (↑) indicates the result is significantly greater than other groups in 2022, a downward arrow (↓) indicates a result is significantly lower than other groups in 2022.

Issue Significance

Respondents were asked to state why they thought the environmental issue they mentioned was the most important issue facing the Otago region. Analysis of the comments provided by respondents are shown below.

It should be noted that not all of the issues respondents raised were part of ORC's jurisdiction; respondents were simply asked about the environmental issues they felt were important, not who is responsible for the management or response to such issues.

Water quality (37%)

The primary reason respondents felt water was an important environmental issue was due to the relevance of water for all parts of the environment and the life-giving properties of water generally.

“Water is fundamental for the health and wellbeing of people and the land they live on.” - Waitaki resident

There were a number of comments about the importance of water for the local economy, both in terms of the effect on land-based activities but also tourism activities in the area.

“The water we use is for our agriculture, fruits and all those sort of things so we need to clean them and be good to them.” - Central Otago resident

Respondents mentioned the long-term effect water degradation would have on the broader ecosystems and would impact future generations if corrective measures were not taken.

“Preventing water pollution is still not seen as more important than economic uses of water. As a result the environment we leave to our grandchildren will be poorer than the one we inherited, as each part of the environment is interconnected.” - Central Otago resident

Climate change (14%)

Climate change was considered important as it is a significant global issue, that affects all parts of the environment.

“It's facing the world, it's pretty major, it's going to change the world as we know it.” - Queenstown Lakes resident

Respondents noted the cascading effects that climate change has had at a local level. In particular respondents noted the increase in extreme weather events such as flooding, coastal changes, changes in rainfall, extreme heat, fire risk, drought, and loss of species.

Respondents noted the long-term effects of a changing climate will force people to live differently to how they currently do; it will affect the availability of natural resources which will likely have economic effects, particularly for areas where there is a high reliance on weather predictability.

“Climate change, means hotter temperatures, means higher water demand to supply our horticultural industry, one of the backbones of our economy in Central Otago for export dollars and for viticulture as well.” - Central Otago resident

Respondents also noted the need to acknowledge and act on climate change issues with some urgency, as the rate of change

Issue Significance

within the climate appears to be moving faster than actions to counter these effects.

“There are other issues too but recent news of the sea levels rising faster than anticipated needs urgent action. South Dunedin and other areas like it, need to have plans in place for permanent evacuation as well as temporary evacuation. For example, new houses in those areas need to be relocatable so they can be easily and quickly moved when the time comes.” - Dunedin resident

Land/coastal erosion (11%)

Land and coastal erosion was considered important because of the immediate impact it places on communities and people’s lives. In particular, erosion has led to property loss and restricted access to certain areas of the region. Many respondents provided localised evidence of this occurring with examples of land, roading, and coastal erosion.

“Waitaki Boys High School have lost a lot of land, as has the land adjacent to the rail line. Buildings close to the ocean have ended up in the ocean in Oamaru.” - Waitaki resident

“The coastal road is slowly eroding away so they have had to divert the road, the part that which remains is eroding, it is quite a long stretch of road.” - Waitaki resident

Some comments were also made about the lack of management for areas which are at risk of erosion, with some comments focussing on a lack of long-term planning and limited upgrades to supporting infrastructure.

“As so far there does not seem to be any contingency plan for the erosion. I feel the DCC and the ORC have left it too late to make a significant difference to stop the erosion.” - Dunedin resident

Pest management (6%)

Respondents who thought that pest populations (plant or animal) were the most significant issue facing the Otago region mentioned the destruction of the natural landscape that has occurred from pest pressure. Specifically, respondents mentioned the significant effects of pests on native plants and animals which result in reduced biodiversity in the long-term.

“They are killing the native biodiversity of the region, changing landscapes and impacting water ways.” - Queenstown Lakes resident

Some respondents noted the significant economic effect of pests due to the loss of productive farming land, while others mentioned the increasing costs to control pest populations (both animal and plant) as an outcome of pest infestation.

“Pests such as rabbits are becoming worse as time goes by the damage they are causing, along with other pests, is devastating to our farmland and forests.” - Waitaki resident

Some respondents considered pest populations out of control, making it difficult to reverse the destruction which has occurred.

“Lots of uncontrolled pest rabbits eating native plants and lizards especially in Central Otago.” - Dunedin resident

Issue Significance

Air quality (5%)

Respondents who noted air quality was an important environmental issue spoke of the side effects of poor air quality on people's health, and the visible affect it has on the environment. Notable causes included open fires and burn offs in rural areas.

“Several towns in Otago have really bad air quality, it is widely known and there does not seem to be anything done about it. It infuriates me that new builds are being done with fireplaces and in Alexandra, Arrowtown they have a problem and Clyde and Cromwell would have similar issues. The reason I picked it as the biggest as it affects all of us that live here, and it is proven to affect our health.” - Waitaki resident

Comments suggest air quality was a more localised issue rather than one which affects the whole region, with some respondents suggesting the issue is not widely known or recognised.

“The area does have a lot of pollution from fires especially during the winter in the town of Alexandra at times, there is always an inversion layer over this part of the country most days when there are log fires, and bonfires of trees, that makes a bit of a mess of the air.” - Central Otago resident

Forestry (5%)

The primary issues that respondents noted about forestry related to the reduction of agricultural land when it is replaced with forestry plantings. Respondents stated that this change in land management takes out a viable food production system for seemingly little return,

with some expressing skepticism about the value of carbon credits relative to the loss of productive land.

“It's taking good farmland and turning it into wasteland, ruining the farm land by putting forestry on it, ruining good farmland.” - Waitaki resident

“New Zealand needs its food production to feed the world. This carbon forestry will end up producing minimal income and reduce pastureland.” - Waitaki resident

Increased forestry planting was also perceived to have a negative economic effect on local communities, as one respondent explained:

“The transition of pastoral farmland to forestry will disrupt and ultimately destroy our rural communities. It promotes monoculture land use with long-term environmental degradation post-harvest. A mixed-use land model should be encouraged to keep communities intact, deal with carbon emissions and encourage biodiversity and sustainability.” - Clutha resident

Some comments were also made about how forestry plantings change the natural landscape of the Otago region, which is an attraction for local residents and tourists alike.

“It is going to kill the golden goose as tourists come here to see the sprawling countryside and if we let development spread out willy nilly it is going to spoil our lifestyle and take away our good farmland that generates wealth. Spoils the look of the countryside.” - Central Otago resident

Issue Significance

Flood control (4%)

Flood control was an environmental issue mentioned by respondents primarily due to the loss of land and significant damage that flooding causes to residents and the wider community. Some respondents also noted the cost (both emotional and financial) of flood damage for residents, often through no fault of their own.

“Most people in need through no fault of their own are left, are the last people to be communicated with, untrained to get themselves out of the situation they are living in. A flood zone and the resources are not available to them and the resources that are spent are being spent unwisely.” - Clutha resident

“It affects people, people not being able to claim anything from insurance, they bought those houses in good faith not knowing global warming is causing this problem.” - Central Otago resident

Respondents also felt that flooding was increasing over time, either in frequency or severity. Interestingly, some respondents linked this to the added pressure of climate change on the environment which exacerbates the underlying problem.

“Long ignored problems that are now creating more issues increased with climate change issues.” - Dunedin resident

Some respondents also mentioned that the current infrastructure and zoning should be reviewed in light of perceived increased flooding in the region.

“Climate change has affected our weather significantly. The flood banks were built too long ago for today’s standards.” - Clutha resident

All others (3% or fewer responses)

A summary of the issues mentioned by 3% (or fewer) respondents has been provided below.

Pollution (general mention): pollution was primarily mentioned as an important environmental issue for the Otago region because of the environmental damage this causes. Within this category, respondents mentioned this was a widespread/global issue which directly affects how people live.

“Pollution creates a lot of havoc with the atmosphere, smog, fires, we have to learn to do it in a different way.” - Central Otago resident

Waste management: comments relating to waste management focussed on the volume of waste in the region and the negative effect this has on the environment’s health and visual appeal. Some comments reflected a need for people to change their consumption behaviour, while others suggested there needs to be increased options for waste disposal.

“I don’t think people are being held responsible for their share in doing the work, when I was a child, we used to do rubbish walks at least twice a year and now that’s not a common thing, like you’ll be walking down the road you’ll see cans, face masks - all sorts of rubbish everywhere.” - Clutha resident

Issue Significance

Transport/roading: respondents primarily noted that roading in the region was an issue due to the poor quality of the infrastructure, leading to safety concerns and increased wear and tear on vehicles. Some respondents also noted the need for repairs to be appropriate for the extreme weather conditions in Otago.

“The roads have become very deteriorated, they have not been very well maintained and are getting very dangerous, the potholes are very big on the roads so have become very worn out and very slippery, icy, and wet conditions.” - Clutha resident

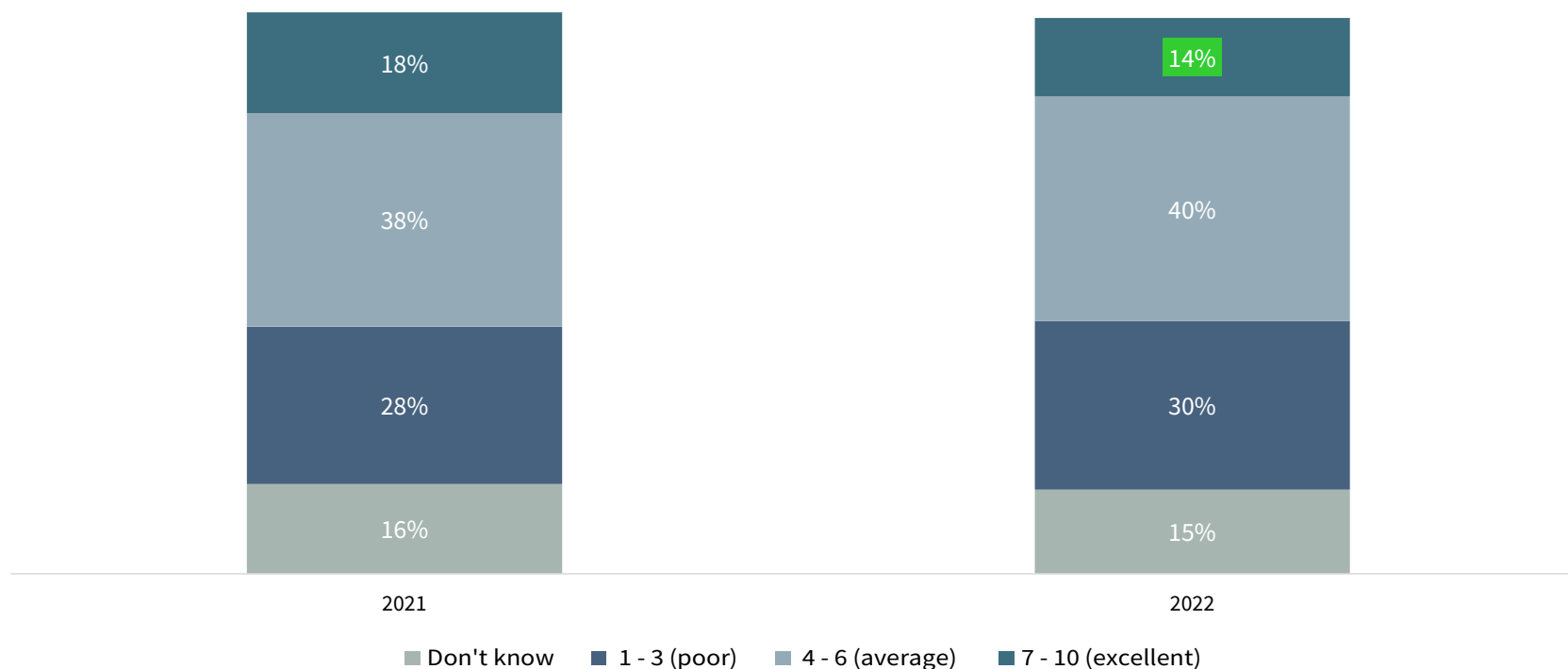
Dairy farming pollution: respondents who mentioned dairy farming pollution as an environmental issue for the region noted the effects that intensification has had on lake and river water quality and the surrounding environment. Some respondents noted that pollution from the dairy sector was a systemic and long-term challenge which requires practice changes and significant support.

“We seem to be locked into an industry that causes air, water, and soil damage, not to mention animal cruelty in some instances. I know farming is what many Otago communities are based on and rely on, but we need to be helping people to diversify and move away from the heavily industrialised model to producing cleaner, more high-value farm products for the local market rather than being the Chinese factory of milk and meat at the expense of our own environment.” - Dunedin resident

Environmental Response

Respondents were asked how well they thought ORC has addressed the environmental issues they identified. Fourteen percent of respondents rated ORC's response as excellent, 40% rated ORC's response as average, and 30% rated ORC's response as poor. These results are similar to the 2021 results however, there has been a decline in the proportion of respondents who rated ORC's response as excellent.

RATING OF ENVIRONMENTAL RESPONSE*



Using a 1 to 10 scale where 1 is very poor and 10 is excellent, how well has Otago Regional Council responded to this environmental issue?
 Base 2021 n=1,663. 2022 n=1,646
 *Green shading indicates the 2022 result is significantly higher or lower than the 2021 result.

Environmental Response

Queenstown Lakes respondents rated ORC’s response to environmental issues highly, while Dunedin respondents rated ORC’s response poorly. Respondents who were younger and who had no children in their household rated ORC’s environmental response higher, while those who have children at home or who live in a household with an income of more than \$120,000 rated ORC’s response lower.

RATING OF ENVIRONMENTAL RESPONSE BY AREA (7-10 RATINGS)*

	Waitaki	Central Otago	Queenstown Lakes	Dunedin	Clutha
Sample size	300	300	340	460	300
2022	16%	12%	20% ↑	11% ↓	17%
2021	20%	21%	17%	17%	24%

RATING OF ENVIRONMENTAL RESPONSE BY DEMOGRAPHICS (7-10 RATINGS)



Highest ratings amongst:

Young, no children 22%

Lowest ratings amongst:

Household income over \$120k+ 8%

Family 9%

No differences in rating for age, gender, ratepayer status, or ethnicity

*Using a 1 to 10 scale where 1 is very poor and 10 is excellent, how well has Otago Regional Council responded to this environmental issue? *An upward arrow (↑) indicates the result is significantly greater than other groups in 2022, a downward arrow (↓) indicates a result is significantly lower than other groups in 2022.*

Environmental Response

The tables below show respondents' ratings of ORC's environmental response in relation to the issue that respondents identified. Although there were no significant differences between the issues, higher 7-10 ratings were provided for ORC's response to transport/roading and air quality, with lower ratings provided for ORC's response to pest management, flood control, and dairy farming pollution.

RATING OF RESPONSE TO ENVIRONMENTAL ISSUE BY ISSUE

	Water quality	Climate change	Land/coastal erosion	Pest management	Air quality	Forestry
Sample size	675	209	146	78	75	85
1 - 3 ratings	28%	29%	29%	28%	22%	36%
4 - 6 ratings	41%	40%	40%	44%	40%	39%
7 - 10 ratings	14%	15%	16%	9%	20%	13%
Don't know	16%	16%	15%	18%	18%	12%

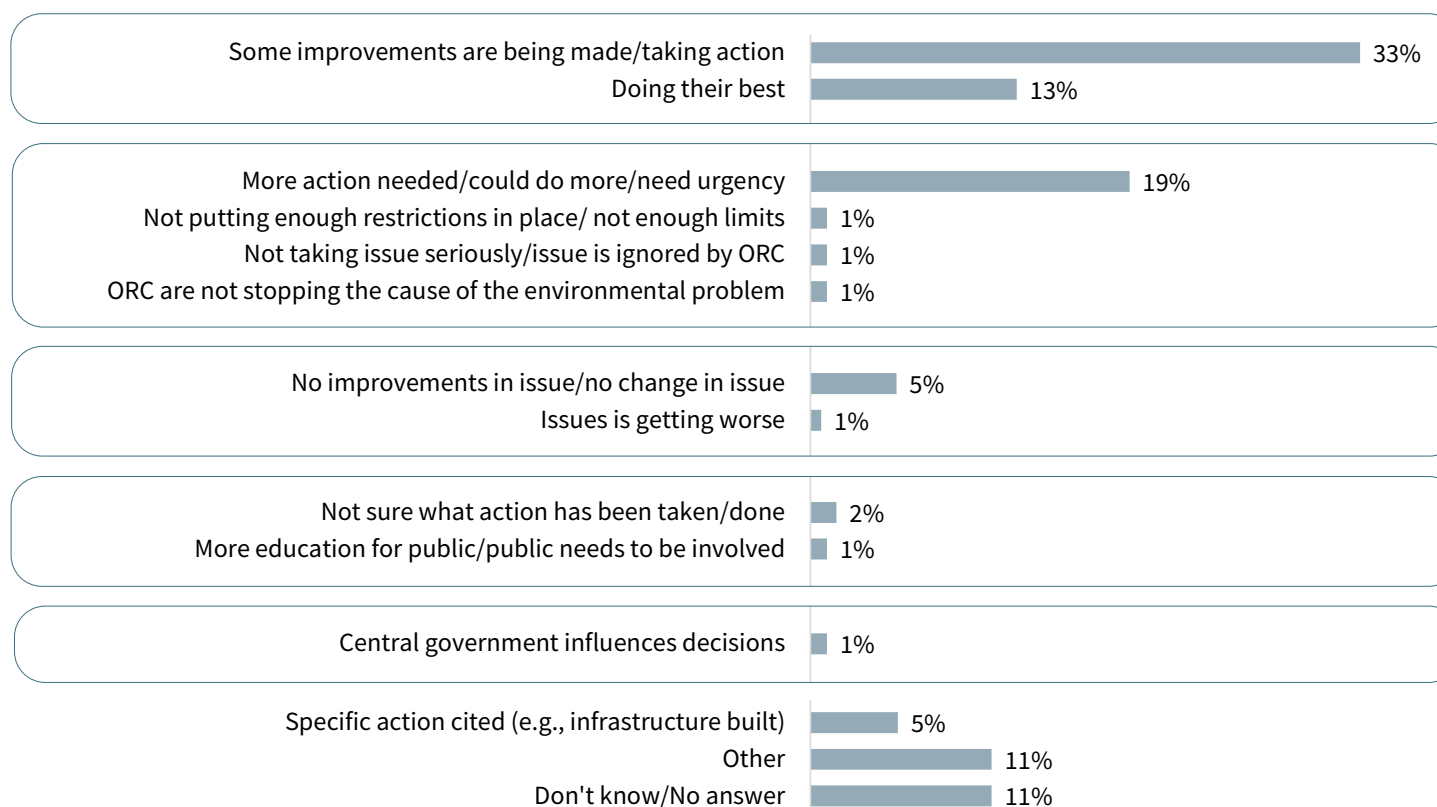
	Flood control	Pollution	Waste management	Transport/roading	Dairy farming pollution
Sample size	57	50	45	35	45
1 - 3 ratings	34%	38%	26%	11%	30%
4 - 6 ratings	54%	36%	50%	48%	55%
7 - 10 ratings	6%	12%	12%	23%	7%
Don't know	7%	13%	13%	19%	9%

Using a 1 to 10 scale where 1 is very poor and 10 is excellent, how well has Otago Regional Council responded to this environmental issue?

Response: Excellent Ratings

Respondents who rated ORC’s response to environmental issues as excellent felt that ORC had taken action and were doing their best. However, 19% of respondents stated there needs to be more action taken, and 5% felt that there had been no improvement or change in the environmental issue. These results are similar to the 2021 results however, there has been a decrease in the proportion of respondents who want to see education around environmental issues.

REASONS FOR EXCELLENT RATINGS (7-10 RATINGS)



NET SCORES (2021)*

Council action: 46% (49%)

Council inaction: 22% (19%)

Issue getting worse: 6% (4%)

More education: 3% (8%)

Issue significance: 1% (2%)

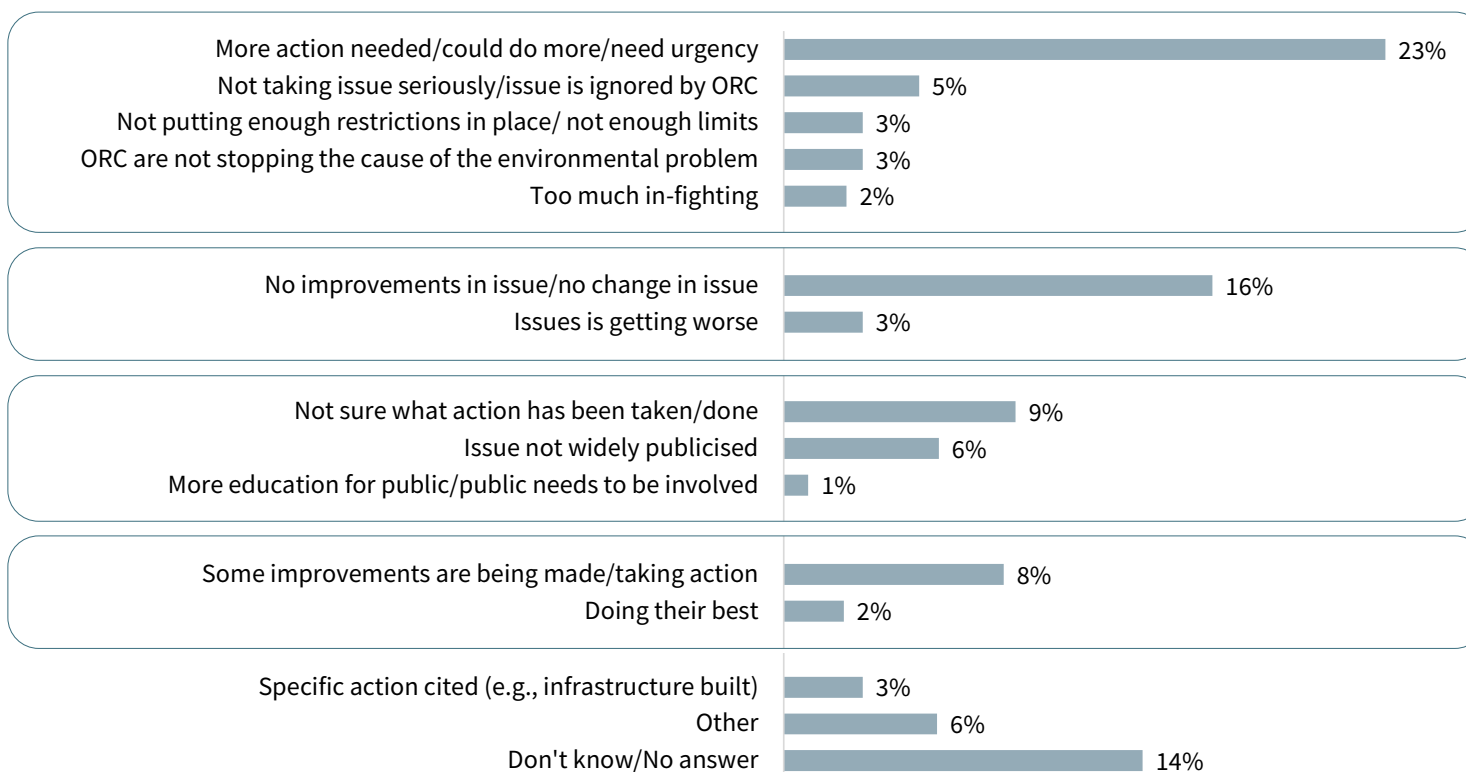
Why do you say that? Base 2021 n=319 2022 n=239

*Green shading indicates the 2022 result is significantly higher or lower than the 2021 result.

Response: Average Ratings

Respondents who rated ORC’s response to environmental issues as average noted more action needed to be taken and the issues were worsening. At a slightly lower level, 16% of respondents made a comment about the need for further education and 10% commented on ORC’s actions. The proportion of respondents who noted ORC’s inaction has remained the same as 2021 however, there has been an increase in the proportion of respondents overall who stated the issue was getting worse.

REASONS FOR AVERAGE RATINGS (4-6 RATINGS)



NET SCORES (2021)*

Council inaction:
36% (35%)

Issue getting worse:
19% (12%)

More education:
16% (16%)

Council action:
10% (13%)

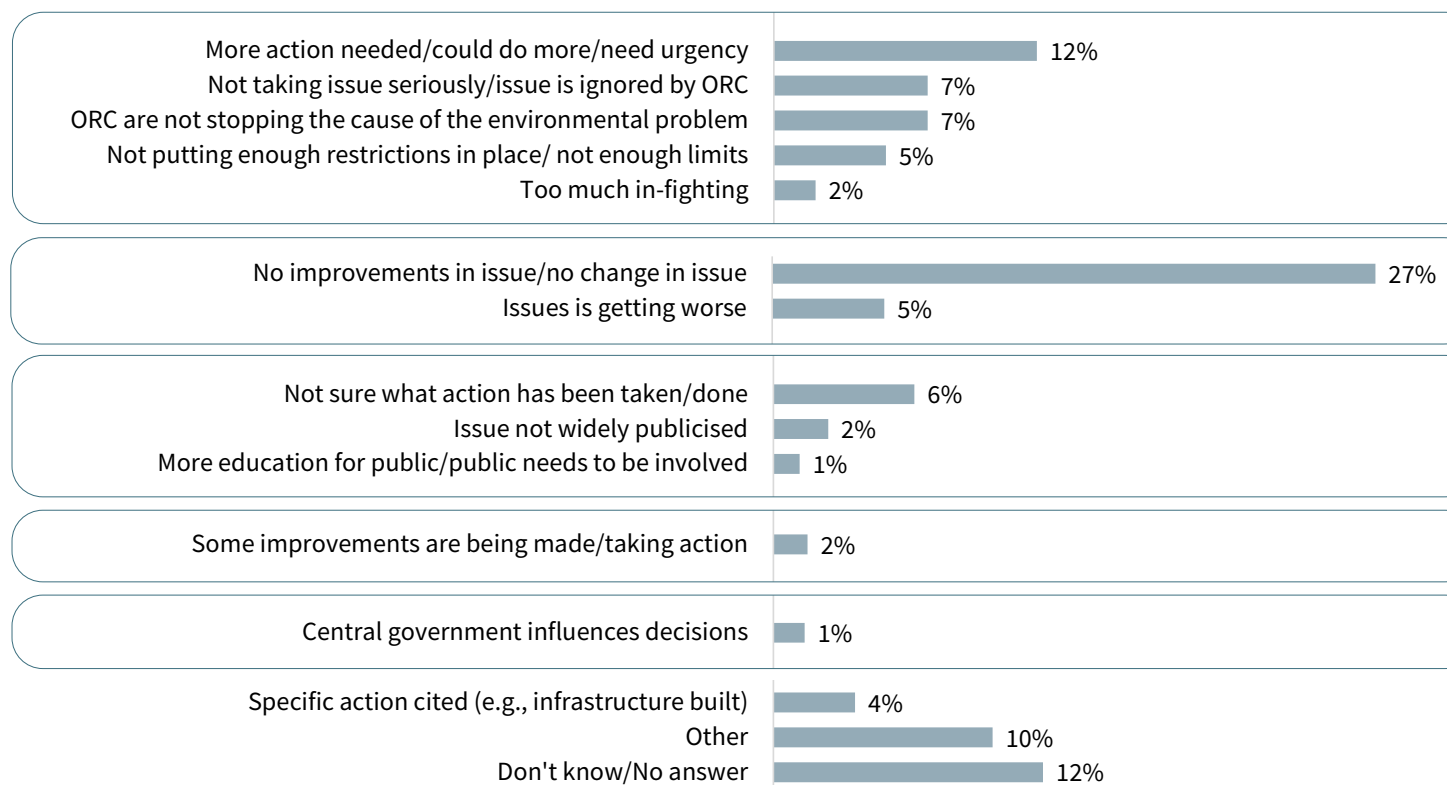
Why do you say that? Base 2021 n=623 2022 n=657

*Green shading indicates the 2022 result is significantly higher or lower than the 2021 result.

Response: Poor Ratings

Respondents who rated ORC’s response to environmental issues poorly stated the issue was worsening and there was a lack of action from ORC. Nine percent of these respondents stated there needed to be greater education about the issues. There has been an increase in the proportion of respondents who noted the issue was getting worse and a decrease in the proportion who noted the significance of the issue, education, or ORC inaction.

REASONS FOR POOR RATINGS (1-3 RATINGS)



NET SCORES (2021)*

Council inaction:
33% (36%)

Issue getting worse:
32% (21%)

More education:
9% (14%)

Council action:
2% (1%)

Issue significance:
1% (7%)

Why do you say that? Base 2021 n=496 2022 n=521

*Green shading indicates the 2022 result is significantly higher or lower than the 2021 result.

Expectations Summary

1.

Water continues to be the most significant environmental issue facing the Otago region. This was followed by climate change and land/coastal erosion.

2.

Water quality was significantly more important to respondents from Waitaki District. Key to water being prioritised over other issues was the importance of water for all parts of the environment and the level of degradation that has occurred over time.

3.

Residents do not perceive there has been significant change in various environmental features since last year with most features deemed to be staying the same.

4.

ORC's response to the environmental issues outlined by respondents was rated similarly to 2021, with a slight decline in the proportion of respondents who provided an excellent rating. Queenstown Lakes residents provided the highest rating for ORC's response, while Dunedin residents provided the lowest rating.

5.

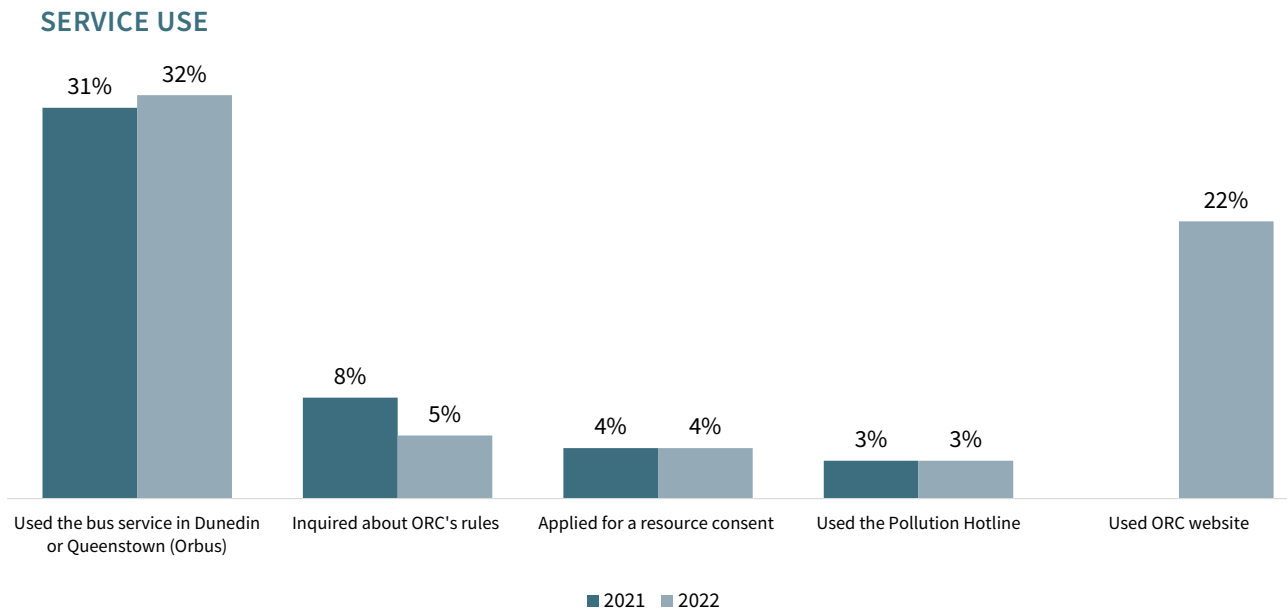
There were no significant differences across respondents' ratings for ORC's response to various environmental issues. Flood control and dairy farm pollution were the issues where ORC's response was most poorly rated, while air quality and transport/roading were the areas where ORC's response was most highly rated.



*Perceptions:
Services*

Service Use

Respondents were asked about the ORC services they have used. Forty-seven percent of respondents have used one or more of the services provided by ORC. The most common service respondents have used was the bus service, followed by the ORC website (not included in the 2021 survey). Five percent or fewer respondents have inquired about ORC’s rules, applied for a resource consent, or used the Pollution Hotline.



53% have not used any of ORC's listed services
61% in 2021*

*Question changed in 2022 to include website use which will alter this measure. Which, if any, of the following services have you used? Base 2021 n=1,700, 2022 n=1,700

Service Use

Respondents from Waitaki, Central Otago, or Clutha were less likely to have used any of ORC’s services, while respondents from Dunedin and Queenstown Lakes were more likely to have used a range of ORC’s services.

Bus use was highest amongst those who were younger, female, non-ratepayers, and those born outside of New Zealand. In comparison, those who were older, ratepayers, or born in New Zealand were less likely to have used any of ORC’s services.

SERVICE USE BY AREA*	Waitaki	Central Otago	Queenstown Lakes	Dunedin	Clutha
Sample size	300	300	340	460	300
Used the bus service	3% ↓	7% ↓	34%	45% ↑	7% ↓
Inquired about ORC’s rules	5%	9% ↑	8%	3% ↓	9% ↑
Applied for a resource consent	1% ↓	6%	7%	3%	4%
Used the Pollution Hotline	4%	2%	3%	2%	4%
Used the ORC website	14% ↓	23%	25%	22%	18%
None	79% ↑	66% ↑	48%	46% ↓	70% ↑

SERVICE USE BY DEMOGRAPHICS



Bus use highest amongst:

- Under 39 years 44%
- Females 38%
- Non-ratepayers 46%
- Born outside of New Zealand 45%
- Young, no children 46%
- Pacifika 76% or Asian 56%

Inquiry about ORC’s rules:

No significant differences

Application for resource consent highest amongst:

Ratepayers 5%

Pollution Hotline highest amongst:

Pacifika 16%

Use of website:

No significant differences

None:

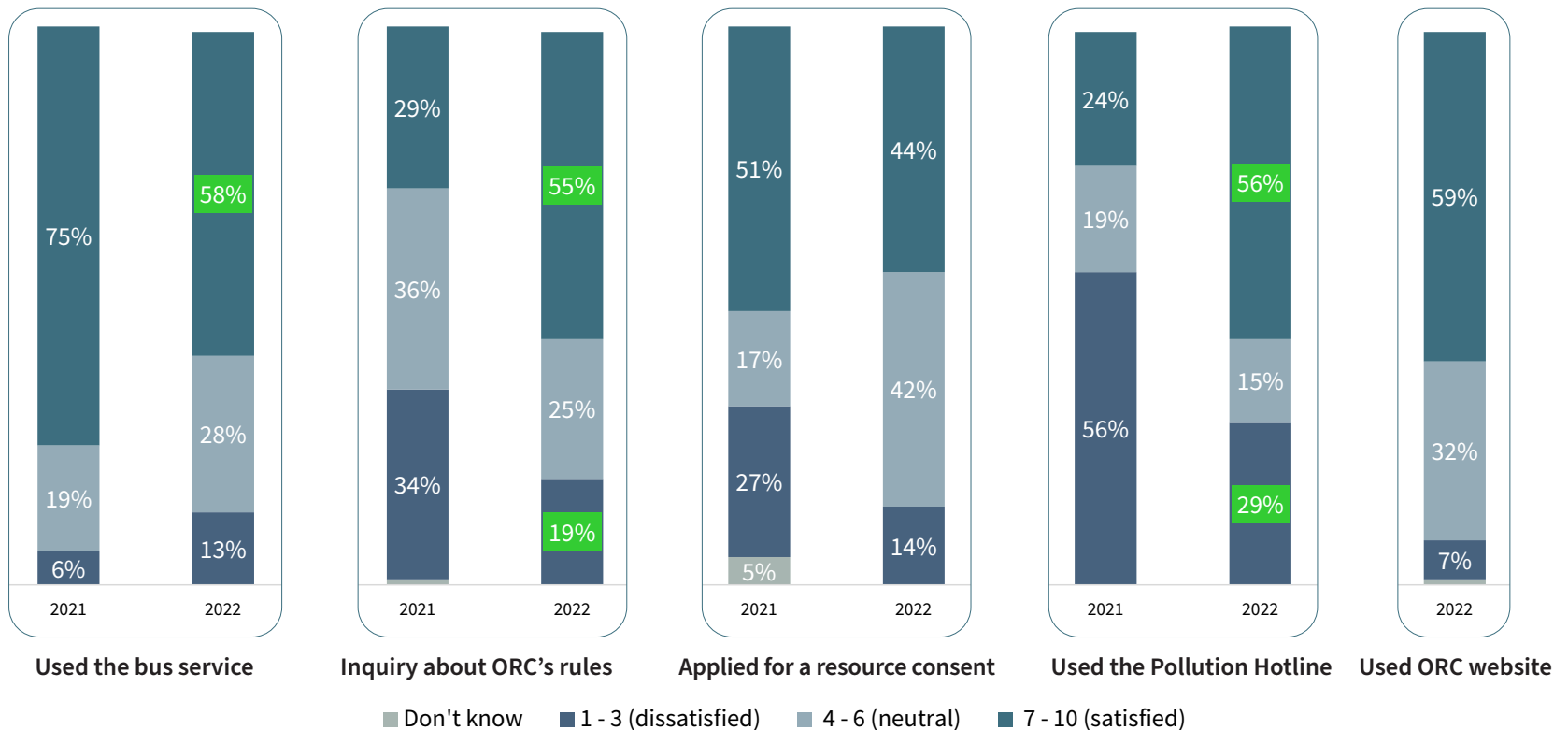
- 65+ years of age 68%
- Ratepayer 56%
- Born in New Zealand 56%
- Older, no children 61%
- New Zealand European 55%

*An upward arrow (↑) indicates the result is significantly greater than other groups in 2022, a downward arrow (↓) indicates a result is significantly lower than other groups in 2022.

Service Satisfaction

Service users were asked to rate the quality of the service they received from ORC. This year there has been a decline in the proportion of respondents who were satisfied with the bus service and an increase in the proportion who were dissatisfied. The proportion of respondents who were satisfied with the service they received when they inquired about ORC’s rules has increased along with the proportion of respondents who were satisfied with the service they received from the Pollution Hotline.

SERVICE SATISFACTION*

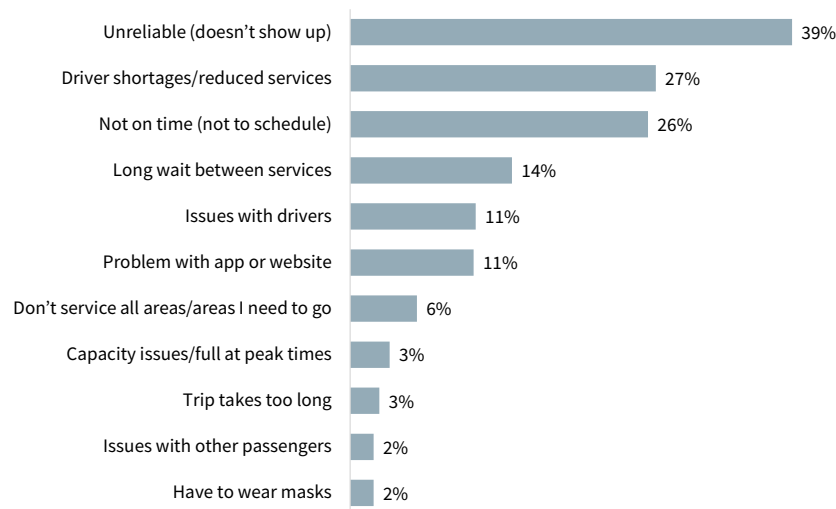


*Using a 1 – 10 scale where 1 is extremely dissatisfied and 10 is extremely satisfied, please indicate how satisfied you were with the service you received when you... Base: 2021/2022 Used the bus service n=371/363; Inquired about ORC’s rules n=154/109; Applied for a resource consent n=75/70; Used Pollution Hotline n=55/49; Used the ORC website n=350. *Green shading indicates the 2022 result is significantly higher or lower than the 2021 result.*

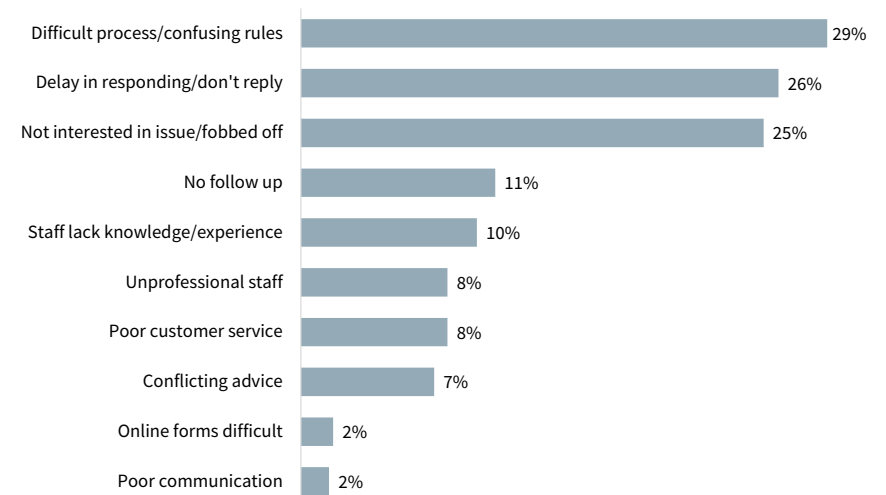
Dissatisfaction with Service

Respondents who were dissatisfied* with the service they received were asked to provide a reason for their rating. These responses were recorded verbatim and post-coded at the completion of the survey. Nearly 40% of bus users who were dissatisfied stated this was because they found the service unreliable. This was followed by a reduced service offering and the bus not arriving as scheduled. Respondents who inquired about ORC’s rules and who were dissatisfied with the service stated the process was difficult and the rules were confusing, there was a delay in responding, and they found the ORC staff member responding was not interested in the issue.

BUS SERVICE



INQUIRED ABOUT ORC'S RULES

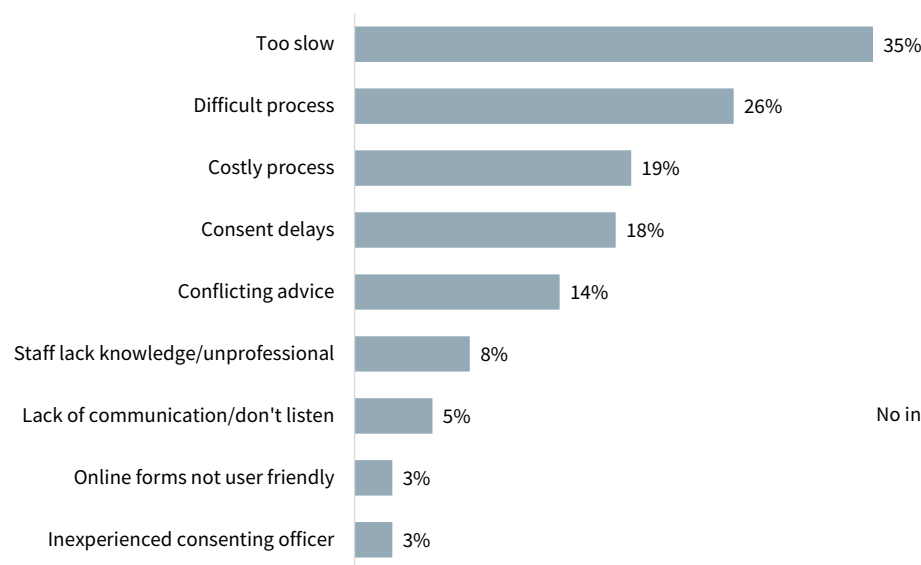


You indicated you were dissatisfied [service], why do you say that?
 Base Bus service n=67, Inquiry to ORC rules n=28
 *This analysis is based on a 1 - 4 rating.

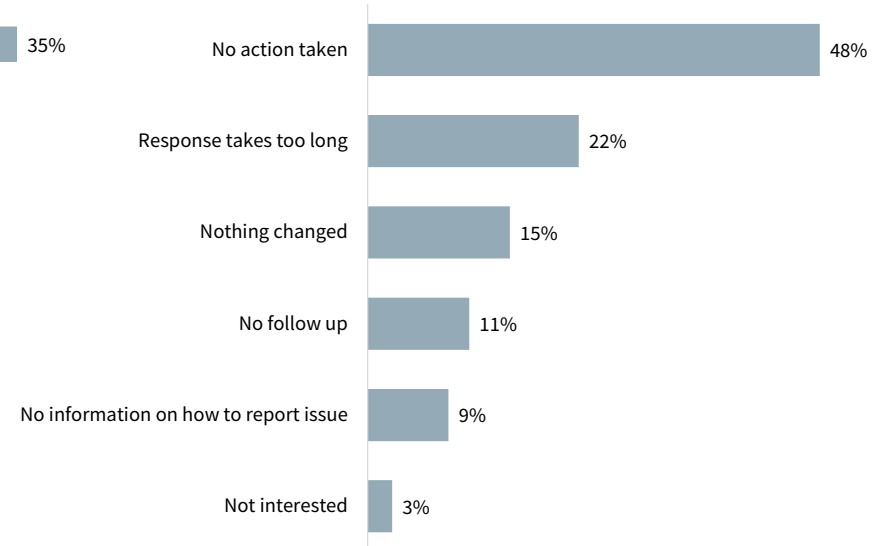
Dissatisfaction with Service

Respondents who were dissatisfied with the service they received when applying for a resource consent stated the process was too slow and found the process difficult and costly. Those who had used the Pollution Hotline and were dissatisfied with the service felt there was no action taken and the response took too long.

RESOURCE CONSENT



POLLUTION HOTLINE

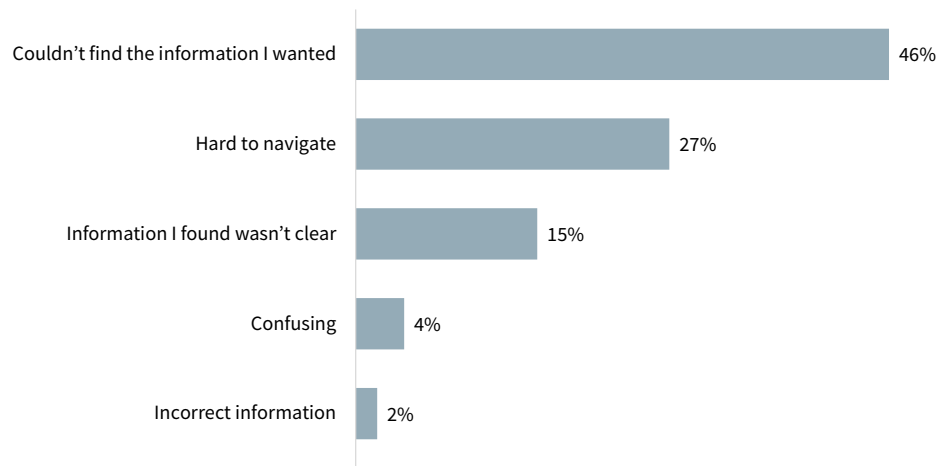


*You indicated you were dissatisfied [service], why do you say that?
Base Resource consent n=19, Pollution Hotline n=23*

Dissatisfaction with Service

The majority of respondents who were dissatisfied with the ORC website could not find the information they wanted, felt the website was hard to navigate, or thought the information they found was not clear.

WEBSITE USE



Service Summary

1.

Forty-seven percent of respondents have used one of ORC's services. The most commonly used service was public transport followed by the ORC website. Overall usage rates were similar to 2021.

2.

Bus service use was highest amongst respondents who were younger, female, born outside of New Zealand, and non-ratepayers.

3.

Satisfaction ratings for the bus service declined this year with key service issues relating to a lack of reliability, driver shortages, and the bus not running to schedule.

4.

Satisfaction ratings for inquiring to ORC's rules and the Pollution Hotline both increased this year, however there was a slight decrease in satisfaction for the service provided for resource consent applications.

5.

In a new measure this year, 59% of respondents who accessed the ORC website were satisfied with the service. Those who rated the website poorly were unable to find the information they were after and found the site hard to navigate.



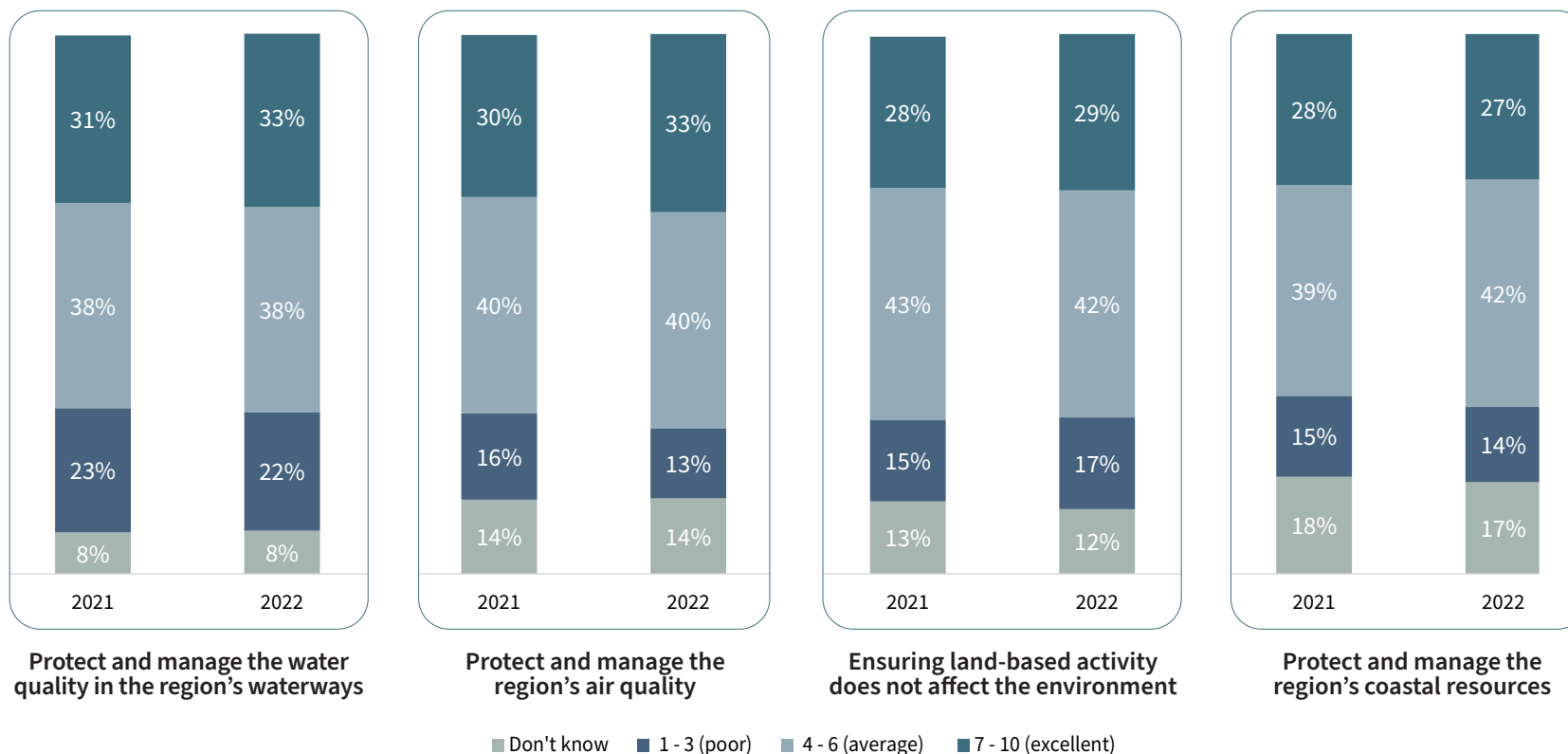
*Perceptions:
Performance*

Perceptions: Performance

Respondents were asked to rate the performance of ORC in relation to different environmental protection measures. The highest ratings were accorded to protecting and managing water quality and air quality in the region. However, management and protection of water quality in the region was also the area where respondents rated ORC's performance poorly with 22% saying ORC had not performed well.

The results for 2022 remained on par with last year, with most results within 3% of the 2021 figures.

PERFORMANCE



And, using the same scale where 1 is extremely poorly and 10 is excellent how well or poorly do you think Otago Regional Council is... Base 2021 n=1,700, 2022 n=1,700


Perceptions: Performance

Respondents from Queenstown Lakes rated ORC's performance on protecting and managing water quality higher than respondents from other areas, while respondents from Central Otago rated ORC's performance for protecting and managing coastal resources lower than other areas. Younger respondents rated ORC's performance on managing coastal resources and land-based activities higher than other demographic groups.

PERFORMANCE BY AREA (7-10 RESULTS)*

	Waitaki	Central Otago	Queenstown Lakes	Dunedin	Clutha
Sample size	300	300	340	460	300
Protecting and managing water quality	28%	28%	41% ↑	31%	33%
Protecting and managing air quality	29%	31%	36%	32%	38%
Ensuring land-based activities do not affect the environment	22%	29%	33%	28%	32%
Protecting and managing coastal resources	24%	14% ↓	27%	30%	29%

PERFORMANCE BY DEMOGRAPHICS (7-10 RESULTS)



Water quality:
No significant differences

Air quality:
No significant differences

Ensuring land-based activities do not affect the environment highest amongst:
Under 39 years 35%
Non-ratepayers 42%
Young, no children 39%

Protecting coastal resources highest amongst:
Under 39 years 34%
Young, no children 39%
Non-ratepayers 35%

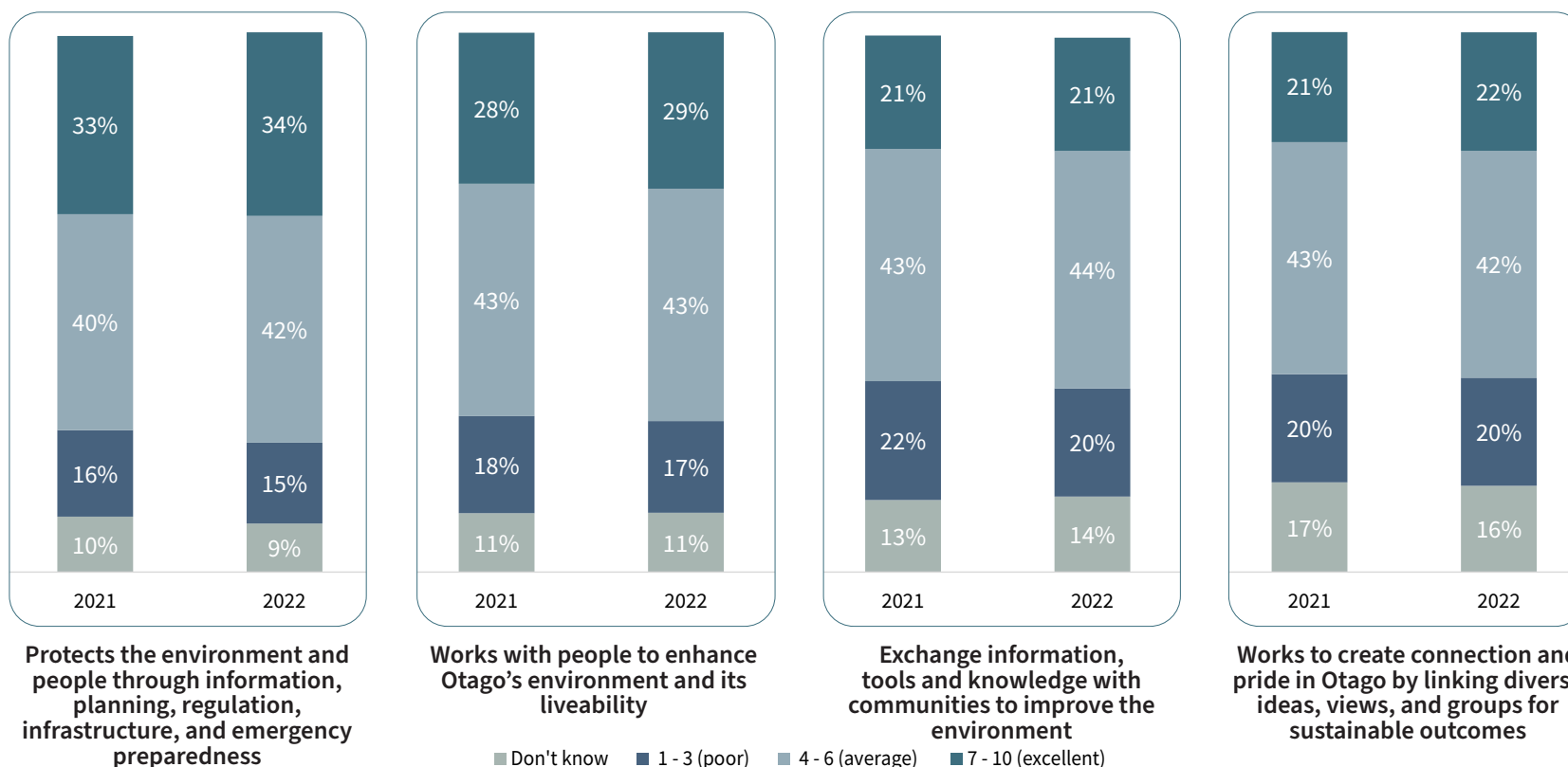
And, using the same scale where 1 is extremely poorly and 10 is excellent how well or poorly do you think Otago Regional Council is...

*an upward arrow (↑) indicates the result is significantly greater than other groups in 2022, a downward arrow (↓) indicates a result is significantly lower than other groups in 2022.

Perceptions: Delivery

Respondents were asked about their impressions of the ORC’s delivery against key metrics. Respondents rated ORC highest for protecting the environment and people. This was followed by working with people to enhance the environment, creating connection and pride in Otago, and exchanging information, knowledge, and tools with the community. These results were similar to those from 2021 with most measures within 2% of last year’s results.

DELIVERY



I am going to read out a list of statements about the role the Otago Regional Council has in the Otago region. Please indicate how well you think Otago Regional Council delivers on each of these areas using a scale where 1 is extremely poorly and 10 is excellent. Base 2021 n=1,700, 2022 n=1,700

Perceptions: Delivery

No significant differences were noted across the results for the different local authorities. Younger respondents and non-ratepayers provided higher ratings than other groups for enhancing Otago's environment and liveability and for creating connections and pride in the region.

DELIVERY BY AREA (7-10 RESULTS)

	Waitaki	Central Otago	Queenstown Lakes	Dunedin	Clutha
<i>Sample size</i>	300	300	340	460	300
Protects Otago's environment and people	33%	30%	33%	34%	37%
Works with people to enhance Otago's environment and its liveability	25%	25%	32%	30%	27%
Exchanges information, so communities can improve the environment	20%	21%	26%	19%	22%
Works to create connections and pride in the region	17%	15%	24%	24%	18%

DELIVERY BY DEMOGRAPHICS (7-10 RESULTS)



Protect Otago's environment and people:

No significant differences

Works to enhance environment and liveability highest amongst:

Non-ratepayers 39%

Young, no children 38%

Exchanges information with communities:

Non-ratepayers 28%

Works to create connections and pride in the region highest amongst:

Under 39 years 29%

Non-ratepayers 31%

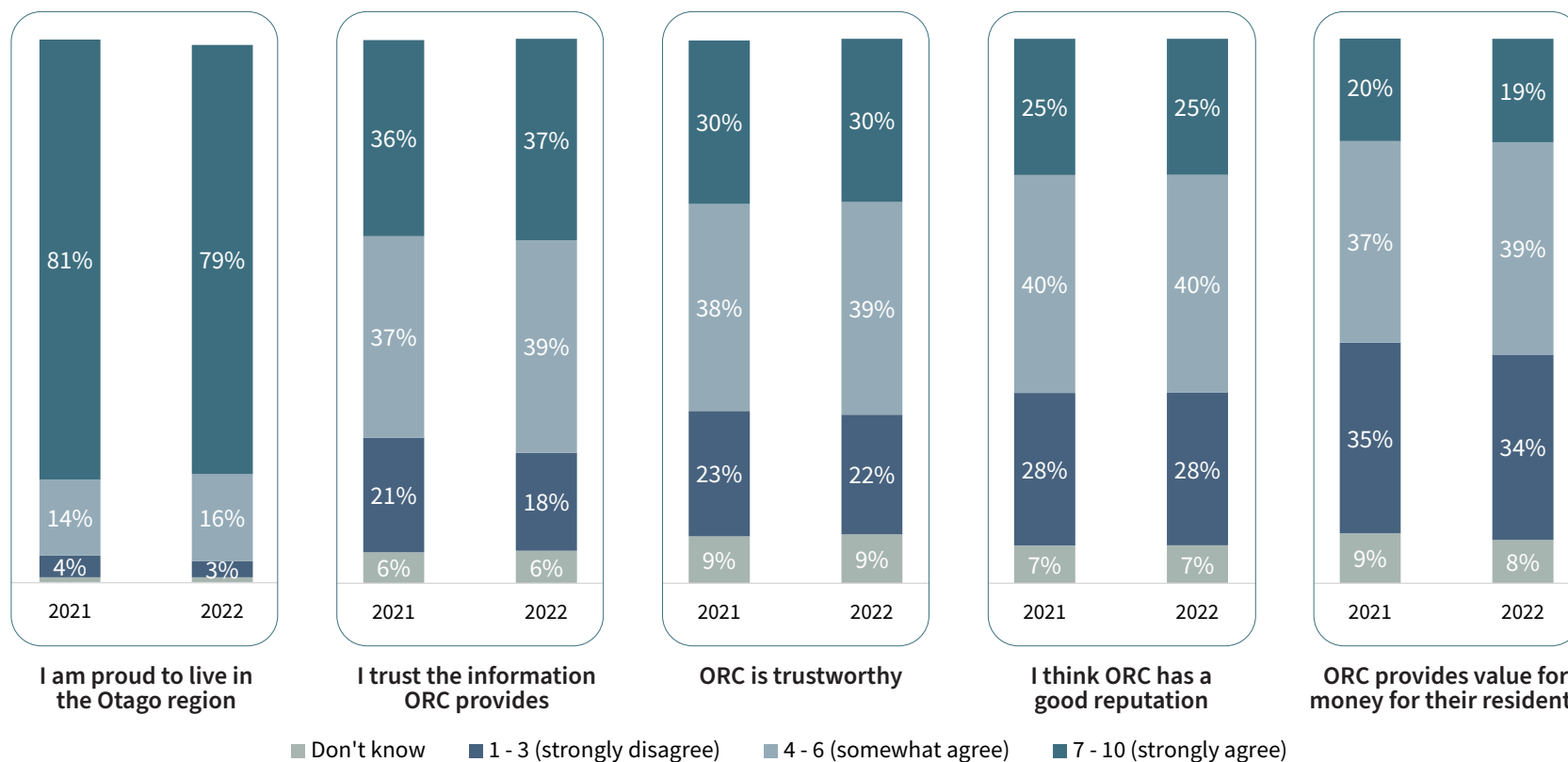
Young, no children 37%

I am going to read out a list of statements about the role the Otago Regional Council has in the Otago region. Please indicate how well you think Otago Regional Council delivers on each of these areas using a scale where 1 is extremely poorly and 10 is excellent.

Perceptions: Reputation

Respondents were asked whether they agreed or disagreed with a series of statements about ORC’s reputation. The highest level of agreement was with the statement ‘I am proud to live in the Otago region’. Following this, 37% of respondents agreed they trust the information ORC provides and 30% agreed ORC is trustworthy. At a slightly lower level 25% of respondents agreed ORC has a good reputation and 19% agreed ORC provides value for money to residents. The results for 2022 were similar to 2021.

REPUTATION



The next few questions are about your perceptions of Otago Regional Council. Please indicate how much you agree or disagree with the following statements using a 1 - 10 scale where 1 is strongly disagree and 10 is strongly agree. Base 2021 n=1,700, 2022 n=1,700


Perceptions: Reputation

Queenstown Lakes respondents had higher levels of agreement across statements relating to regional pride, ORC being trustworthy, and ORC having a good reputation. Respondents from Dunedin had lower levels of agreement for statements relating to regional pride and ORC's reputation. Older respondents were more likely to agree they were proud to live in Otago, while younger respondents were more likely to agree they trusted information from ORC, ORC was trustworthy, and that ORC has a good reputation.

REPUTATION BY AREA (7-10 RESULTS)*

	Waitaki	Central Otago	Queenstown Lakes	Dunedin	Clutha
Sample size	300	300	340	460	300
I am proud to live in the Otago Region	77%	84%	87% ↑	75% ↓	82%
I trust the information ORC provides	33%	32%	44%	36%	33%
ORC is trustworthy	26%	31%	40% ↑	27%	31%
I think ORC has a good reputation	27%	24%	36% ↑	20% ↓	27%
ORC provides value for money for their residents	16%	18%	23%	18%	21%

REPUTATION BY DEMOGRAPHICS (7-10 RESULTS)

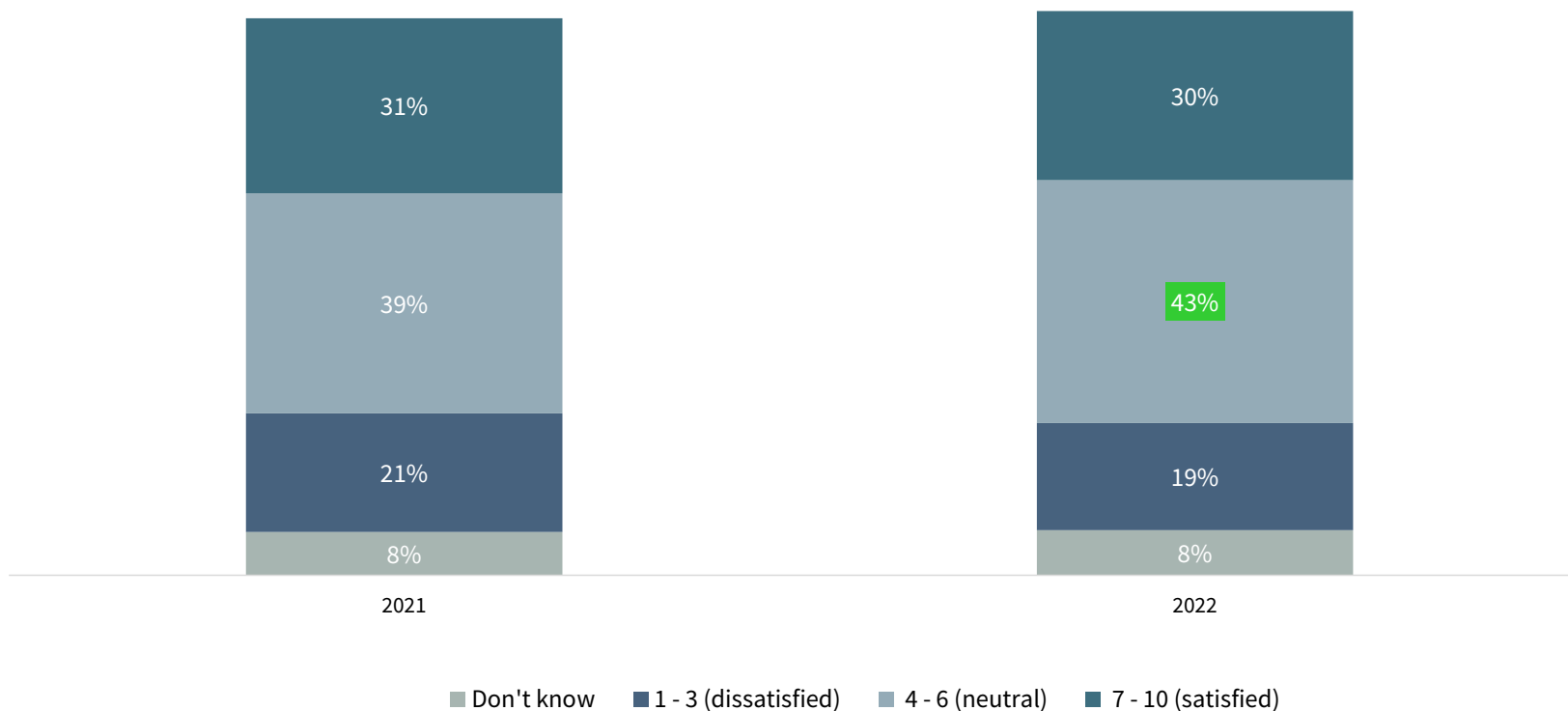
	Pride in the region highest amongst: 65+ years 86% Ratepayers 82%	ORC has a good reputation highest amongst: Non-ratepayers 33% Young, no children 37%
	Trust in information highest amongst: Young, no children 52%	ORC provides value for money: No significant differences
	ORC is trustworthy highest amongst: Young, no children 41%	

The next few questions are about your perceptions of Otago Regional Council. Please indicate how much you agree or disagree with the following statements using a 1 - 10 scale where 1 is strongly disagree and 10 is strongly agree. *an upward arrow (↑) indicates the result is significantly greater than other groups in 2022, a downward arrow (↓) indicates a result is significantly lower than other groups in 2022.

Overall Satisfaction

Respondents were asked how satisfied they were with how ORC services the region as a whole. Thirty percent of respondents were satisfied with how ORC has serviced the region, 43% provided a neutral rating, and 19% were dissatisfied. The results for 2022 were similar to those from last year, with an increase in the proportion of respondents who provided a neutral rating.

OVERALL SATISFACTION*



Using the same 1 – 10 scale can you please indicate how satisfied you are with how Otago Regional Council services the Otago region as a whole? Base 2021 n=1,700, 2022 n=1,700
 *Green shading indicates the 2022 result is significantly higher or lower than the 2021 result.

Overall Satisfaction

Queenstown Lakes respondents have the highest level of satisfaction with how ORC services the region, while Dunedin respondents have the lowest level of satisfaction. There were very few differences in satisfaction amongst different demographic groups however, non-ratepayers and respondents who were younger and without children in their household had slightly higher satisfaction levels.

OVERALL SATISFACTION BY AREA (7-10 RATINGS)*

	Waitaki	Central Otago	Queenstown Lakes	Dunedin	Clutha
Sample size	300	300	340	460	300
2022	28%	31%	39% ↑	27% ↓	34%
2021	35%	29%	33%	29%	37%

OVERALL SATISFACTION BY DEMOGRAPHICS (7-10 RATINGS)



Highest amongst:

Non-ratepayers 39%
Young, no children 42%

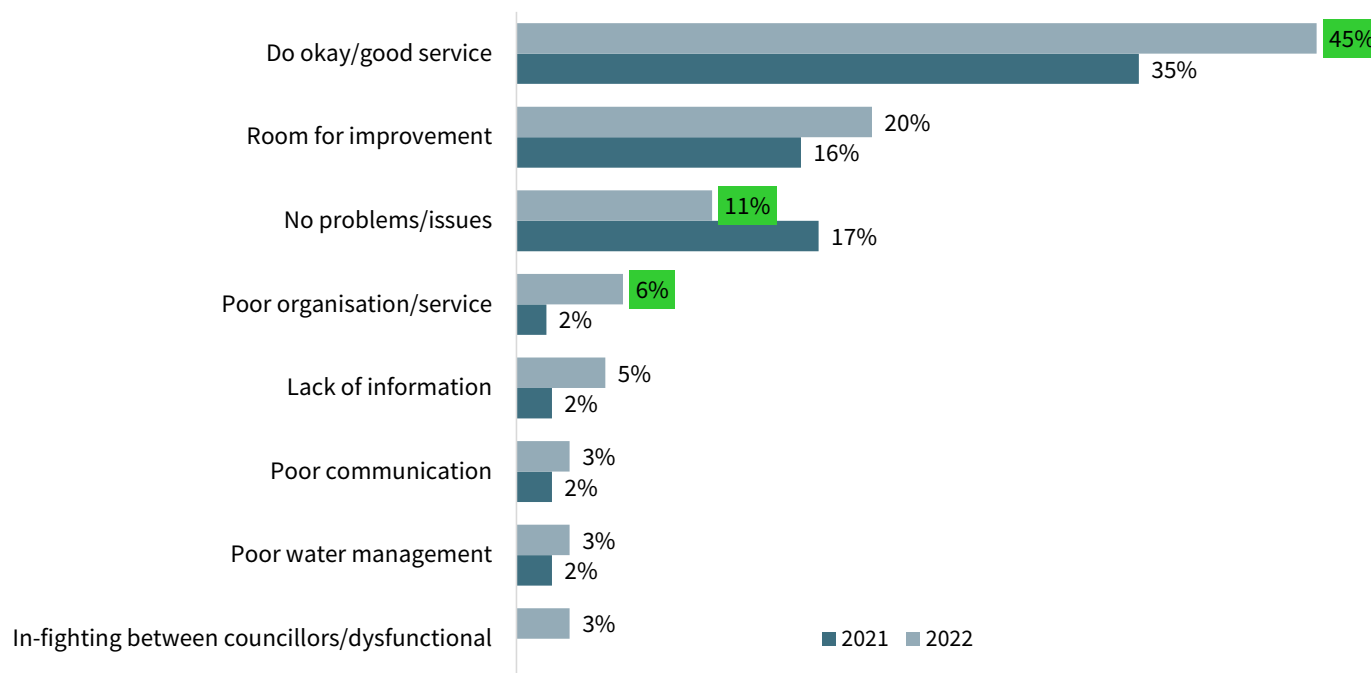
No differences amongst age, gender, household income, or ethnicity.

*An upward arrow (↑) indicates the result is significantly greater than other groups in 2022, a downward arrow (↓) indicates a result is significantly lower than other groups in 2022.

Overall: Satisfied Ratings

Respondents were asked to provide a reason for the satisfaction rating they gave. Forty-five percent of satisfied respondents noted that ORC does a good job. However, 20% of satisfied respondents stated there was room for improvement. Although 11% stated they had no problems or issues with ORC, this is a significant decline from 17% in 2021, and there has been an increase in the proportion of respondents who stated ORC is a poor organisation.

REASONS FOR SATISFIED RATINGS (7-10 RATINGS)*



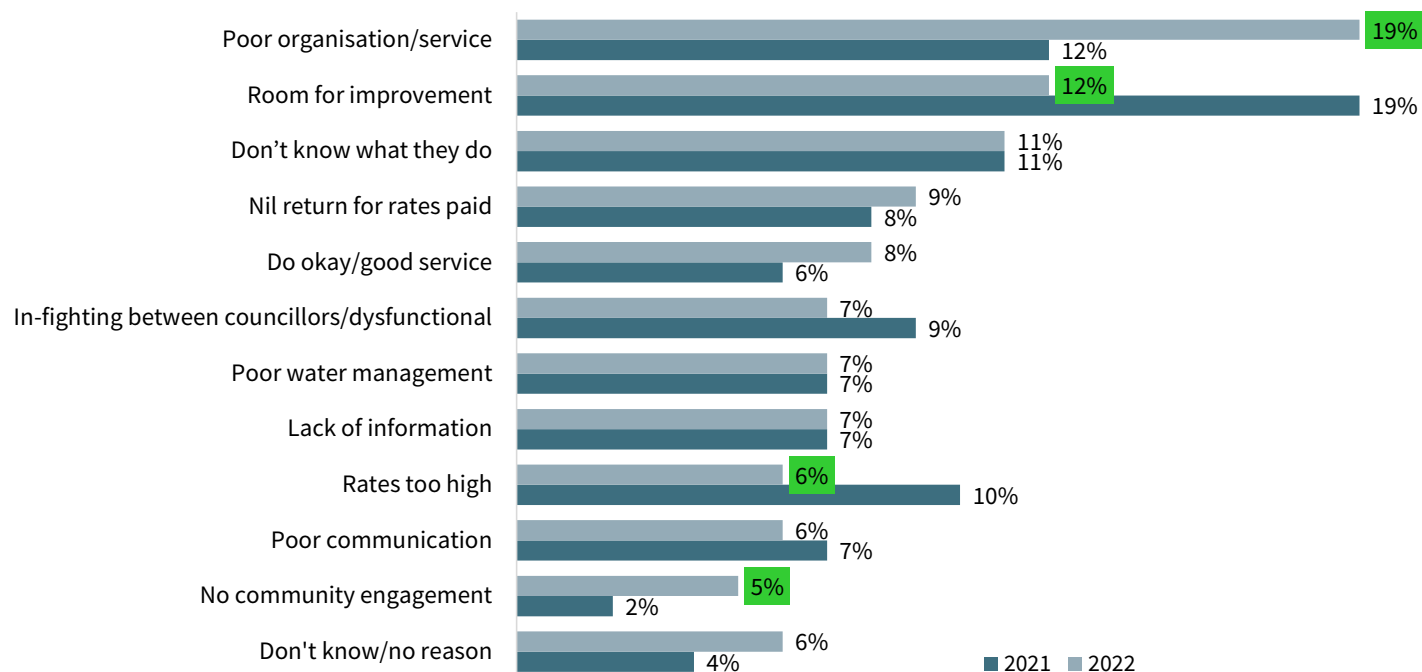
Why do you say that? Base 2021 n=539, 2022 n=515

*Green shading indicates the 2022 result is significantly higher or lower than the 2021 result.

Overall: Neutral Ratings

Nineteen percent of respondents who provided a neutral rating stated that ORC was a poor organisation and 12% stated there was room for improvement. Eleven percent stated they were unsure what ORC does. Since 2021, there has been a significant increase in the proportion of respondents who stated ORC was a poor organisation and there was no community engagement. There have also been declines in the proportion of respondents who stated there was room for improvement at ORC and that rates were too high.

REASONS FOR NEUTRAL RATINGS (4-6 RATINGS)*



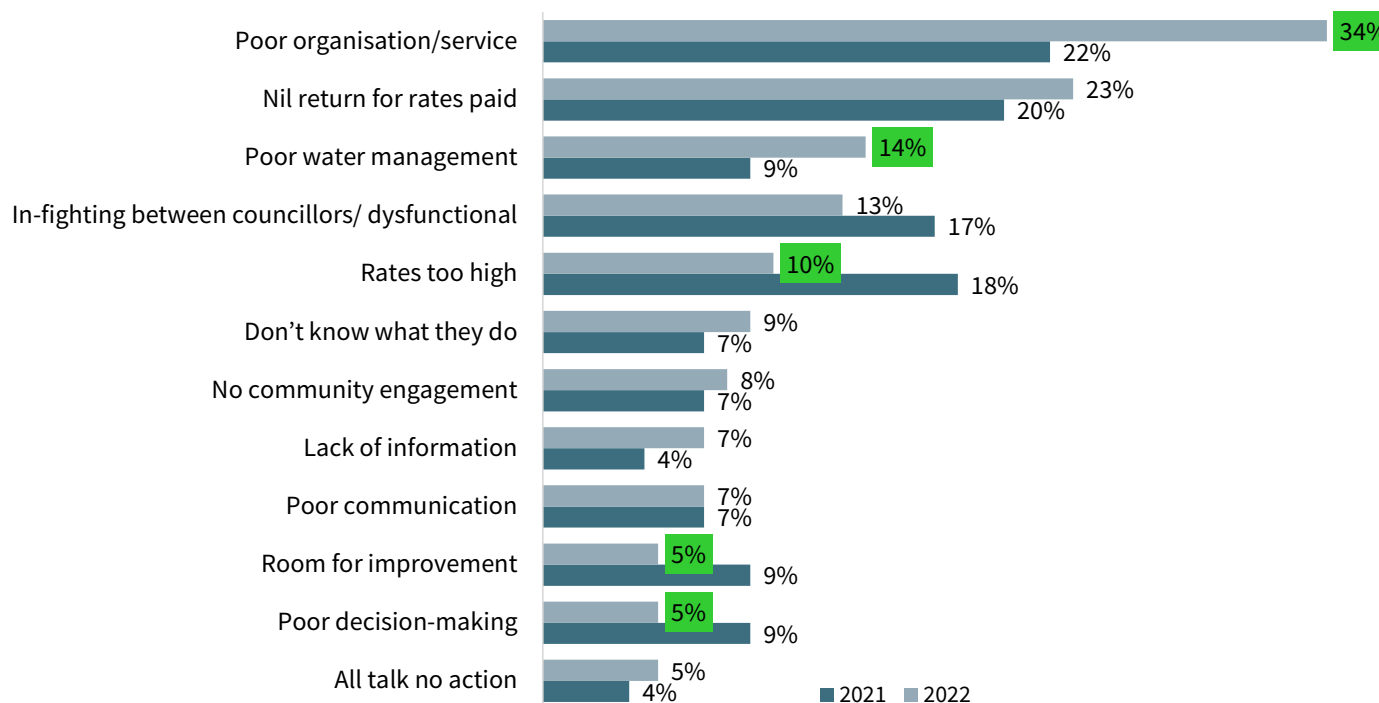
Why do you say that? Base 2021 n=683, 2022 n=718

*Green shading indicates the 2022 result is significantly higher or lower than the 2021 result.

Overall: Dissatisfied Ratings

Respondents who were dissatisfied with how ORC services the region stated ORC was a poor organisation, there was nil return for the rates paid, there was in-fighting amongst councillors, and there was poor water management. There has been a number a significant changes in responses since 2021, with the largest pertaining to an increase in the proportion of respondents who stated ORC was a poor organisation and a decrease in the proportion of respondents who stated rates were too high.

REASONS FOR DISSATISFIED RATINGS (1-3 RATINGS)*



Why do you say that? Base 2021 n=354, 2022 n=327

*Green shading indicates the 2022 result is significantly higher or lower than the 2021 result.

Performance Summary

1.

The results for ORC's environmental management, delivery, and reputation measures all remain on par with 2021. Across most measures, Queenstown Lakes respondents have provided higher ratings than respondents from other local authorities.

2.

At an overall level, 30% of respondents were satisfied with how ORC services the Otago region, 43% provided a neutral rating, 19% were dissatisfied. These results were similar to those from 2021, however there has been a 4% increase in the proportion of respondents who provided a neutral rating.

3.

Forty-five percent of respondents who were satisfied with how ORC services the region felt ORC was "doing okay" and 11% had no problems with ORC's service.

4.

Neutral ratings were driven by a perception that ORC was a poor organisation, that respondents were unsure what ORC does, and that there was limited return for the rates paid.

5.

The main reasons respondents were dissatisfied with how ORC services the region related to perceptions of ORC being a poor organisation, limited return for the rates paid, in-fighting between councillors, and perceptions of poor water management.

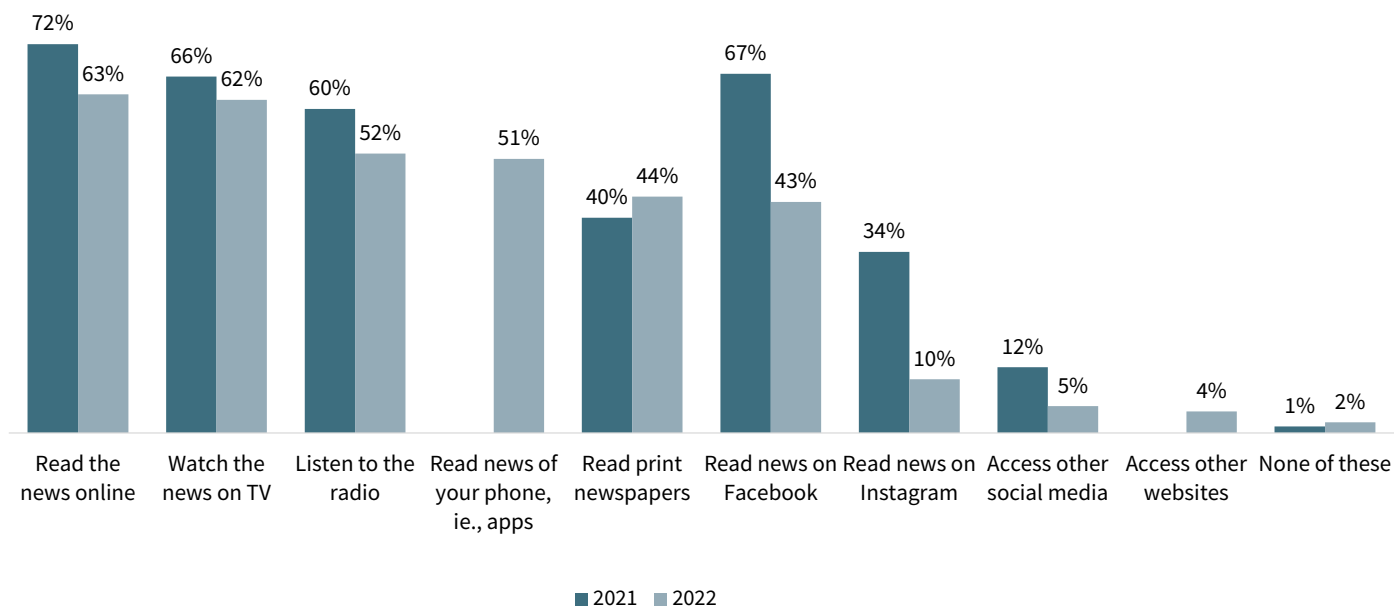


Engagement

Media Accessed

The most common media accessed by respondents was online news (63%), this was followed by TV news (62%), and listening to the radio (52%). In a new measure this year, 51% of respondents read the news on their phone. Only 2% of respondents did not access media in any of these ways.

MEDIA ACCESSED REGULARLY*



*Question wording changed in 2022.
Which of the following do you regularly do? Base 2021 n=1,700, 2022 n=1,700

Demographic Analysis

Younger respondents were more likely to get their news from app-based sources and were less likely to use traditional media sources, e.g., radio, print, TV, all of which were more likely to be used by older respondents.

Male respondents were more likely to access traditional news sources, while female respondents were more likely to access news online.



MEDIA ACCESSED REGULARLY*

	Male	Female	Under 39	40-64	65+	Ratepayer	Non Ratepayer
Sample size	697	1003	402	783	515	1355	312
Read the news online	63%	63%	66%	64%	54% ↓	64%	61%
Watch the news on TV	67% ↑	57% ↓	40% ↓	70% ↑	91% ↑	68% ↑	46% ↓
Listen to the radio news	57% ↑	47% ↓	39% ↓	58% ↑	65% ↑	57% ↑	39% ↓
Read news on your phone (e.g., news apps)	49%	53%	59% ↑	51%	35% ↓	52%	49%
Read print newspapers	54% ↑	34% ↓	25% ↓	45%	77% ↑	49% ↑	31% ↓
Read news on Facebook	33% ↓	53% ↑	57% ↑	39%	23% ↓	40% ↓	52% ↑
Read news on Instagram	7% ↓	13% ↑	18% ↑	6% ↓	4% ↓	8% ↓	13%
Access other social media	4%	5%	5%	6%	2% ↓	4%	7%
Access other websites	3%	5%	3%	5%	4%	4%	4%
None of these	3%	2%	3%	3%	1% ↓	2%	3%

Which of the following do you regularly do?

*an upward arrow (↑) indicates the result is significantly greater than other groups in 2022, a downward arrow (↓) indicates a result is significantly lower than other groups in 2022.

Demographic Analysis

Respondents who were in a family household were more likely to access the news on their phone (via apps) or via Facebook, while those without family in their household were more likely to access news on Instagram.

There were very few differences between household income bands in terms of how people access their news.



MEDIA ACCESSED REGULARLY*

	Under \$80,000	\$80,001 - \$120,000	\$120,001+	Young, no kids	Family	Older, no kids
Sample size	733	361	307	195	571	897
Read the news online	57% ↓	62%	74% ↑	65%	67%	58% ↓
Watch the news on TV	63%	59%	60%	38% ↓	52% ↓	83% ↑
Listen to the radio news	50%	55%	55%	36% ↓	50%	62% ↑
Read news on your phone (e.g. news apps)	41% ↓	61% ↑	61% ↑	63% ↑	56% ↑	40% ↓
Read print newspapers	45%	43%	44%	22% ↓	37% ↓	61% ↑
Read news on Facebook	41%	45%	49%	50%	52% ↑	32% ↓
Read news on Instagram	10%	9%	11%	18% ↑	11%	4% ↓
Access other social media	6%	4%	5%	5%	4%	5%
Access other websites	5%	2%	3%	2%	3%	6% ↑
None of these	2%	2%	2%	1%	3%	1%

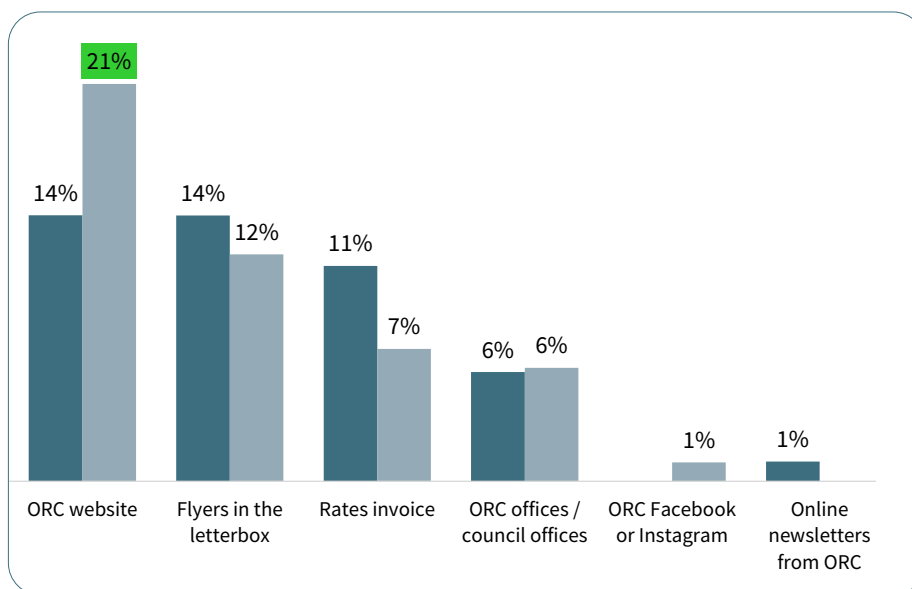
Which of the following do you regularly do?

*an upward arrow (↑) indicates the result is significantly greater than other groups in 2022, a downward arrow (↓) indicates a result is significantly lower than other groups in 2022.

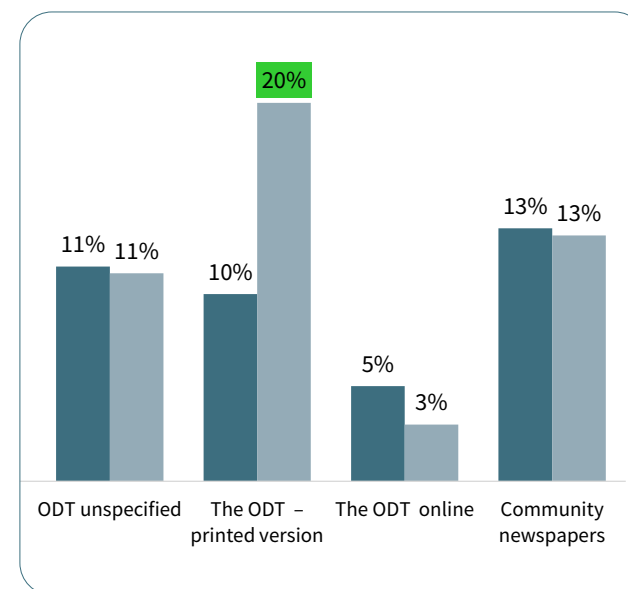
Information About ORC

When looking at information specifically about ORC, 40% of respondents accessed information directly from ORC with the most common source being ORC’s website or letterbox flyers. Forty percent accessed information about ORC from newspapers, with the most common form being the printed version of the Otago Daily Times. Nine percent of respondents do not get any information from ORC (not shown in chart).

WHERE INFORMATION ABOUT ORC IS SOURCED FROM*



**ORC DIRECT:
NET SCORE (2021)
40% (39%)**



**NEWSPAPERS:
NET SCORE (2021)
40% (29%)**

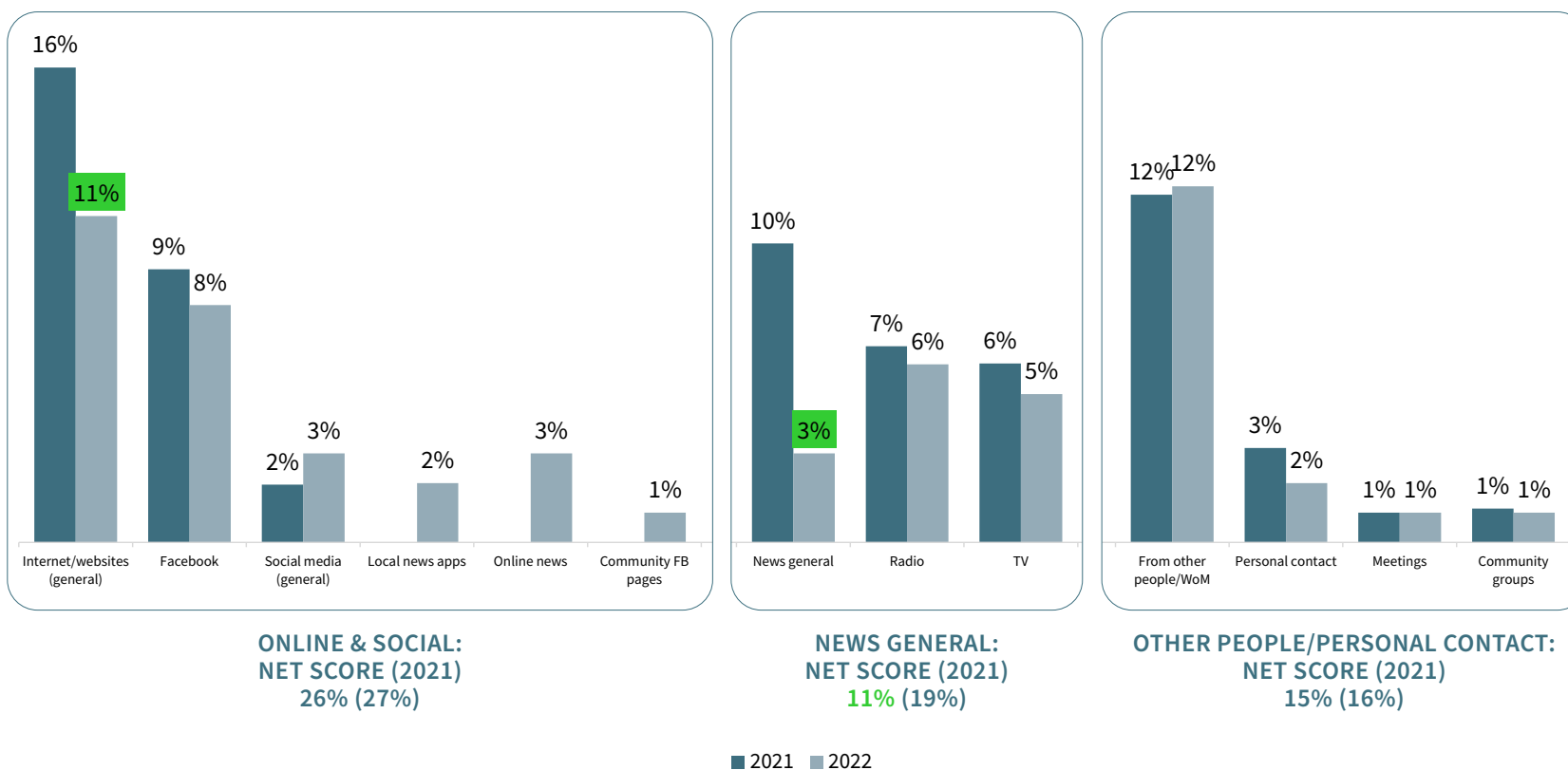
■ 2021 ■ 2022

Please list all the places and people you get information about Otago Regional Council from?
Base 2021 n=1,700, 2022 n=1,700
*Green shading indicates the 2022 result is significantly higher or lower than the 2021 result.

Information About ORC

When looking at other areas that information about ORC was sourced from, 26% of respondents used some form of online or social media. At a lower level, 11% used some form of traditional news media and 15% sourced information about ORC from other people or through personal contact.

WHERE INFORMATION ABOUT ORC IS SOURCED FROM*



Please list all the places and people you get information about Otago Regional Council from?
 Base n=1,700, 2022 n=1,700
 *Green shading indicates the 2022 result is significantly higher or lower than the 2021 result.


Information About ORC

Respondents from Dunedin were more likely to source information about ORC directly from ORC or via online and social media channels. Respondents from more rural areas were less likely to use online and social media channels.

WHERE INFORMATION ABOUT ORC IS SOURCED FROM (NET SCORES) BY AREA*

	Waitaki	Central Otago	Queenstown Lakes	Dunedin	Clutha
<i>Sample size</i>	300	300	340	460	300
ORC direct	36%	33%	32% ↓	44% ↑	40%
Newspapers	45%	58% ↑	42%	34% ↓	43%
Online and social	18% ↓	18% ↓	24%	30% ↑	17% ↓
Traditional news media	11%	13%	10%	12%	6% ↓
Other people/personal contact	18%	16%	16%	13%	16%
I don't get any information from ORC	12%	8%	11%	8%	10%

WHERE INFORMATION ABOUT ORC IS SOURCED FROM (NET SCORES) BY DEMOGRAPHICS



ORC direct is more likely to be used by:
 Females 44%
 Family household 45%
 Ratepayers 42%

Newspapers are more likely to be used by:
 65+ years 62%
 Older, no children 54%
 Ratepayers 43%

Online and social media is more likely to be used by:
 Under 39 years 33%
 Younger, no children 36%

Traditional news media is more likely to be used by:
 Older, no children 15%

Personal contact:
 No significant differences

Those more likely to receive no information from ORC:
 Non-ratepayers 15%

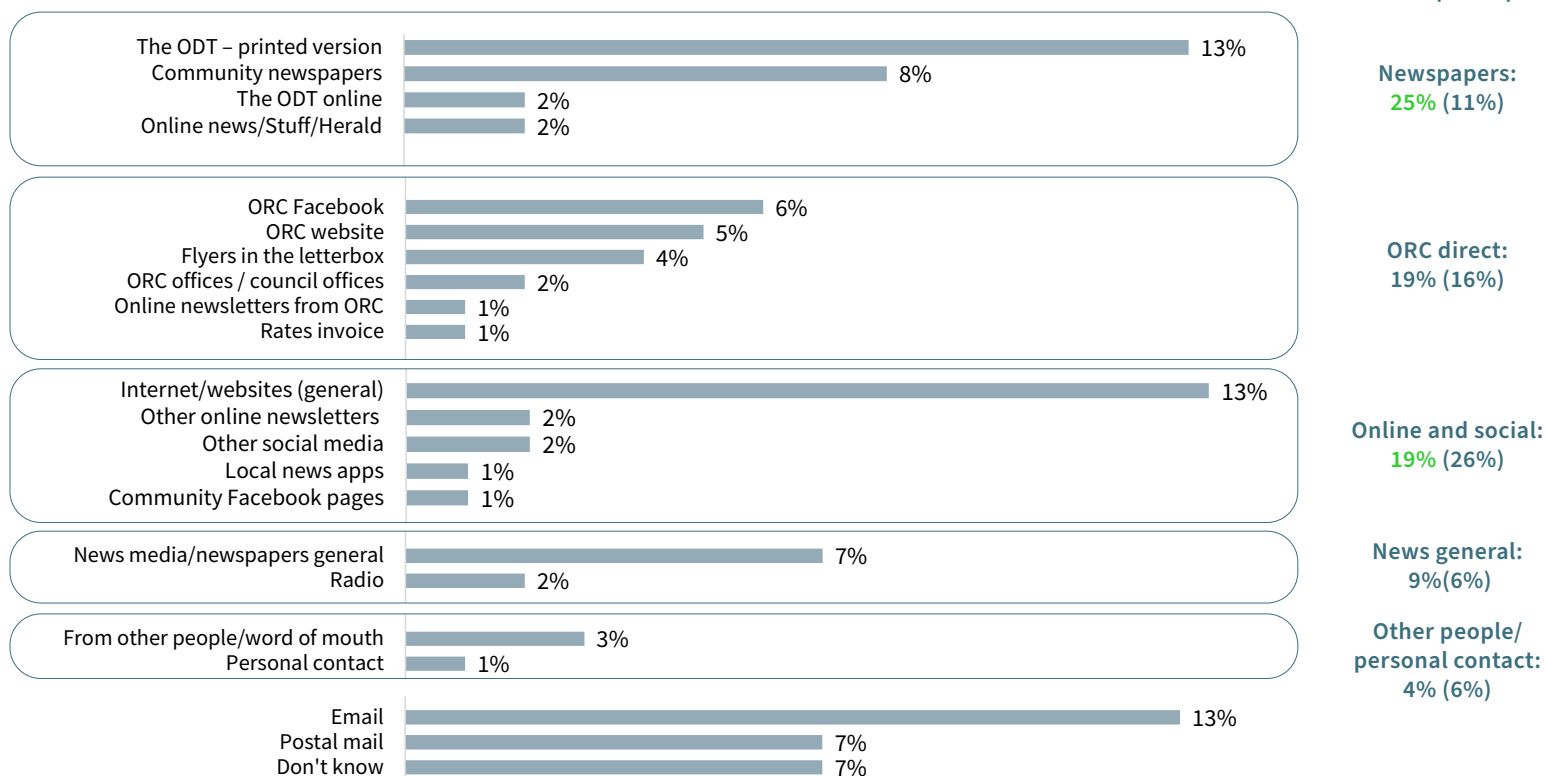
*An upward arrow (↑) indicates the result is significantly greater than other groups in 2022, a downward arrow (↓) indicates a result is significantly lower than other groups in 2022.

Preferred Information Source

Overall the most popular sources of information were newspapers followed by information directly from ORC. This was a change from 2021 when the most preferred source was online.

PREFERRED INFORMATION SOURCE FOR ORC CONTENT

TOTAL SCORES 2022 (2021)*



Which of these is your most preferred form of receiving information from Otago Regional Council?

Base n=1,636

*Green shading indicates the 2022 result is significantly higher or lower than the 2021 result.


Preferred Information Source

Respondents from Dunedin were more likely to prefer online and social media channels as a source of information from ORC, while respondents from Clutha preferred communication directly from ORC. Respondents from Central Otago and Clutha have a greater preference for information from newspapers.

PREFERRED INFORMATION SOURCE FOR ORC CONTENT (TOTAL SCORES) BY AREA*

	Waitaki	Central Otago	Queenstown Lakes	Dunedin	Clutha
Sample size	287	286	322	460	281
Newspapers	29%	41% ↑	29%	16% ↓	31% ↑
ORC direct	20%	19%	21%	19%	27% ↑
Online and social	14%	13%	18%	21% ↑	14%
News general	12%	10%	6%	8%	6%
Other people/personal contact	7%	9% ↑	7%	2% ↓	10% ↑

PREFERRED INFORMATION SOURCE FOR ORC CONTENT (TOTAL SCORES) BY DEMOGRAPHICS



Newspapers more likely to be preferred by:
 65+ years 45%
 Males 29%
 Older, no children 35%

ORC direct:
 No significant differences

Online and social more likely to be preferred by:
 Under 39 years 25%

General news media more likely to be preferred by:
 Older, no children 12%

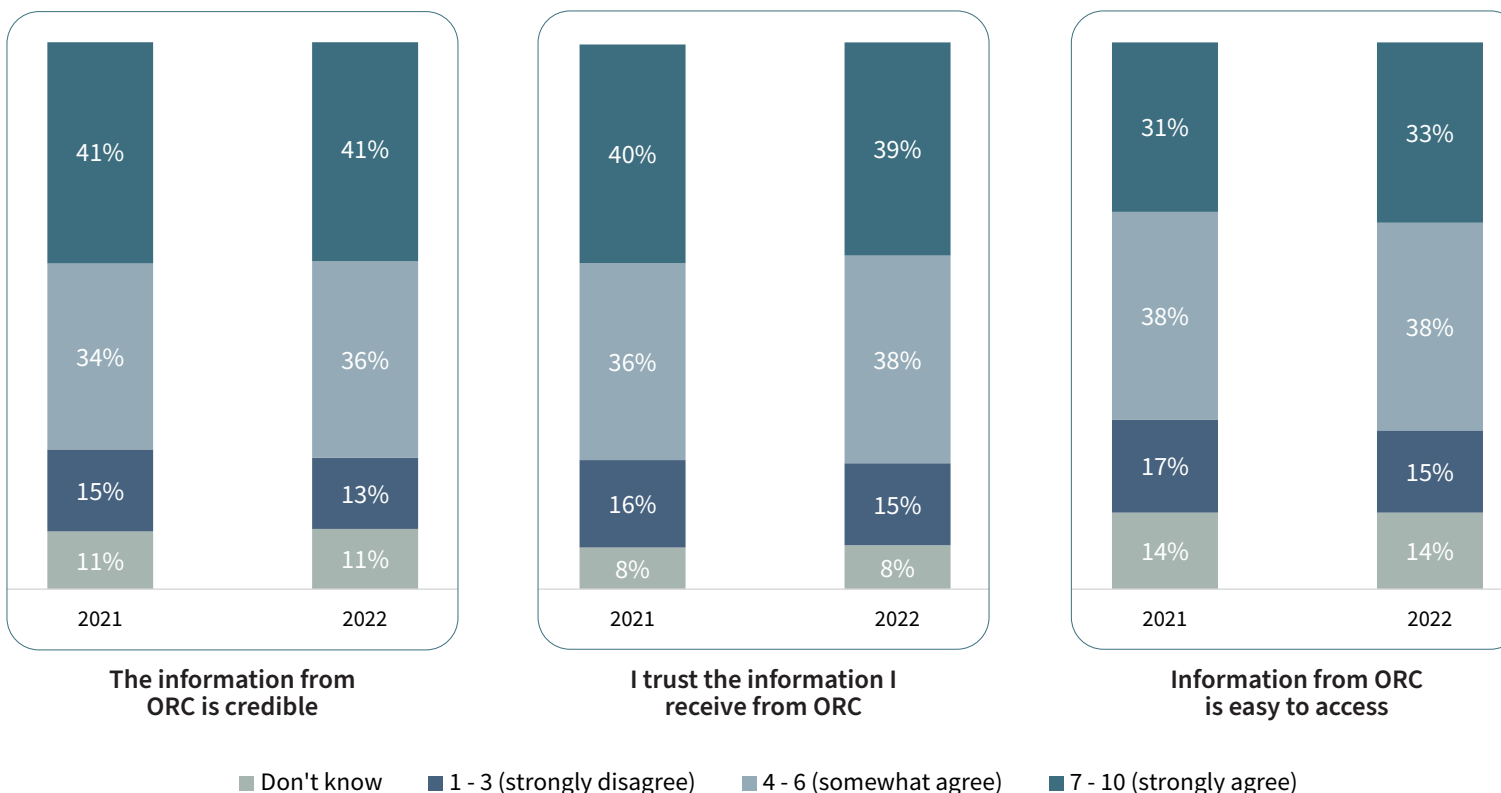
Personal contact more likely to be preferred by:
 65+ years 8%
 Males 7%

*An upward arrow (↑) indicates the result is significantly greater than other groups in 2022, a downward arrow (↓) indicates a result is significantly lower than other groups in 2022.

Information from ORC

Respondents were asked how much they agreed with a series of statements about the information they received from ORC. Forty-one percent of respondents agreed the information from ORC was credible and 39% agreed they trusted the information. Thirty-three percent of respondents felt the information from ORC was easy to access. Just under 40% of respondents indicated they somewhat agreed with each of these statements and only a small proportion disagreed.

RATING OF INFORMATION FROM ORC

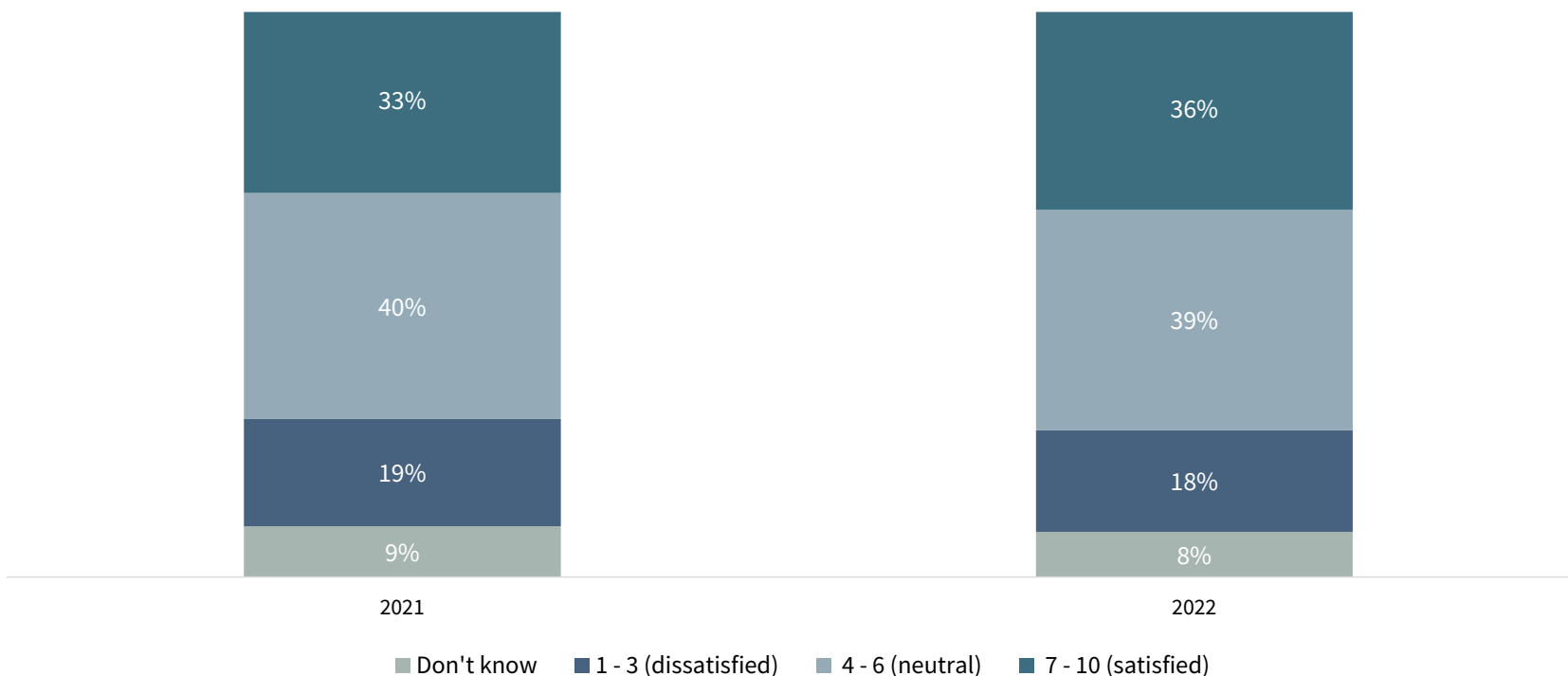


Using a 1 – 10 scale where 1 is strongly disagree and 10 is strongly agree, please rate how much you agree with each of the following statements about the information you receive from Otago Regional Council from? Base 2021 n=1,700, 2022 n=1,700

Satisfaction with Information

Respondents were asked how satisfied they were with the information they received from ORC. Thirty-six percent of respondents were satisfied with the information, 39% provided a neutral rating, and 18% were dissatisfied. This year there was a slight increase in the proportion of respondents who were satisfied with the information they received.

OVERALL SATISFACTION WITH INFORMATION FROM ORC



Using a 1 – 10 scale where 1 is very dissatisfied and 10 is very satisfied, overall how satisfied are you with the information you receive from Otago Regional Council? Base 2021 n=1,700, 2022 n=1,700

Information from ORC

There were no significant differences between the area results with regards to respondents’ satisfaction with the information they received from ORC. At an overall level, non-ratepayers and respondents who were younger and with no children in their household were more likely to be satisfied with the information they received from ORC.

INFORMATION FROM ORC BY AREA (7 - 10 SCORES)*

	Waitaki	Central Otago	Queenstown Lakes	Dunedin	Clutha
<i>Sample size</i>	300	300	340	460	300
The information from ORC is credible	34%	42%	49%	39%	44%
I trust the information I receive from ORC	37%	39%	48% ↑	36%	45%
Information from ORC is easy to access	35%	34%	38%	30%	35%
Overall satisfaction	33%	35%	42%	33%	39%

INFORMATION FROM ORC BY DEMOGRAPHICS (7 - 10 SCORES)



No significant differences across any of the information statements

Overall satisfaction highest amongst:

- Non-ratepayers 44%
- Young, no children 46%

*Using a 1 – 10 scale where 1 is strongly disagree and 10 is strongly agree, how please rate how much you agree with each of the following statements about the information you receive from Otago Regional Council.
An upward arrow (↑) indicates the result is significantly greater than other groups in 2022, a downward arrow (↓) indicates a result is significantly lower than other groups in 2022.

Engagement Summary

1. Online continues to be the most significant channel for accessing information and news. A significant number of respondents access the news online or via an app. App-based sources were particularly important for respondents under the age of 39 years.

2. Traditional media sources were important for older respondents, particularly ratepayers.

3. There has been an increase in the proportion of people who received information from ORC via newspapers this year, and this channel has become the preferred source of information. The changes in channel preference are potentially a reflection of the recent local body election coverage, much of which was delivered in printed format.

4. Respondents provided strong ratings for ORC's provision of information with around 40% of respondents rating the information as credible and trustworthy. Slightly lower ratings were seen for ORC's information being easy to access.

5. Thirty-six percent of respondents were satisfied with the information from ORC. Information ratings were largely consistent across demographic groups and areas.



*Concluding
Comments*

Concluding Comments

SUMMARY OF FINDINGS

This year there are similar levels of awareness about ORC to 2021. There has been a slight increase in the proportion of respondents who mentioned a local authority as the organisation responsible for managing the region's natural resources. However, this could be attributed to the 2022 interviewing being conducted close to local body elections, which may have resulted in a slight increase in mis-attribution.

Awareness of the activities that ORC undertakes has also remained consistent with 2021, with water monitoring and management remaining the primary activity respondents mentioned. There continues to be high awareness of ORC and the role it has in the region amongst older respondents, ratepayers, and New Zealand Europeans. In comparison, younger respondents and non-ratepayers were less likely to know about ORC or the role the organisation has.

Use of ORC provided services remains on par with last year with public transport and the ORC website the most commonly used services. Satisfaction ratings for the Pollution Hotline and inquiring into ORC's rules improved this year however, satisfaction with the bus service declined significantly. Key reasons for this decline related to service reliability, a reduction in services, and poor scheduling; these changes mostly affected younger and non-ratepaying respondents. In addition to service disruptions, respondents noted the limited communication about service changes caused frustration.

“While understanding ORC has been struggling with major driver staffing issues, the delays and reduced service provided to our area has been both frustrating and inconvenient.” – Dunedin resident

“The service level is very bad and so is the communication. Buses randomly get cancelled stranding people in the cold at the bus stop for an hour at a time.” - Dunedin resident

Despite the decline in bus service delivery, perceptions of ORC's reputation, performance, and delivery against key indicators remained the same as in 2021, suggesting there were no significant shifts in residents' views of ORC generally. As with 2021 the largest dissatisfaction ratings related to receiving value for money from rates, with 34% of respondents stating they were dissatisfied with this.

A significant proportion of respondents felt the region's water quality and the quality of coastal resources were in decline, while air quality and land-based environments remained unchanged. These results were similar to those from 2021.

Water quality continued to be a key environmental issue for the Otago region, this was particularly mentioned by respondents from Waitaki District. The relevance of water for all parts of the environment was the primary driver for water quality being a priority issue for the region.

“I believe we rely heavily on water, water quality in Otago Region, and with farming of course, we need to keep it to a high standard.” – Clutha resident

Concluding Comments

Water issues were coupled with concerns about the effects of climate change in the region. In particular, respondents mentioned the increased severity and frequency of land erosion and flooding in Otago, with many reporting tangible results of such weather events.

Furthermore, loss of productive land through forestry and pest pressure were also noted as important environmental issues facing the region. Respondents were concerned about the growth of both issues and the impact they were having on the region's landscape.

This year slightly fewer respondents were positive about ORC's response to the environmental issues facing the region. Only 14% of respondents rated ORC's response as excellent, while 40% rated the response as average and 30% rated it poorly.

The primary reasons for poorer ratings pertained to a perceived lack of action from ORC. Some respondents noted that the environmental issues were worsening and ORC's response lacked a sense of urgency. Indeed, respondents noted that some environmental issues seemed to be progressing at a faster rate than the actions which are being taken to mitigate environmental decline.

"They are taking standard measures, but I really think we should be future-proofing Otago urgently." - Dunedin resident

At an overall performance level 30% of respondents were satisfied with how ORC services the region as a whole, while 43% provided a neutral rating and 19% were dissatisfied. Satisfaction ratings were driven by respondents having no issues with ORC, while

dissatisfaction ratings were linked to perceptions that ORC was a "poor organisation". This view was primarily driven by the negative publicity of the past few years, which has eroded public confidence in the organisation and its ability to complete the tasks it is required to do.

"There has been so much bad publicity in the last couple of years regarding in-fighting amongst the executive that it feels like they are spending more time with this and less doing what they are meant to." - Queenstown Lakes resident

"There has been too much in-fighting in our councils which comes across as childish and irritating to the average ratepayer. It should be seen as a privilege to be voted to represent the community and not a platform." - Central Otago resident

"ORC has lost my trust over recent years. High staff turnover, poor decision-making around protecting our waterways, highly dysfunctional elected members, individuals representing vested interest groups and not protecting our environment and future of this region." - Dunedin resident

This issue was confounded by a perceived lack of visible improvement in the Otago environment, which many feel is facing increased pressure, particularly water quality.

"I like the work ORC is doing, although when it comes to the environment not much change is occurring. Natural resources are being challenged by human use. I think that the ORC's efforts aren't made very apparent to the public." - Queenstown Lakes resident

Concluding Comments

Ultimately the combined noise of the past few years has likely drowned out many of the positive outcomes that ORC has achieved. With a new Council in place, there is a need to show a united front and to build a future focus for both the organisation and the environment.

“I know the function is a challenging one and the council has many obstacles in front of pretty much every action. I think the council is doing an okay job because they have good priorities, but the way they are going about most of them seems to be neither hot nor cold and very little seems to be achieved. We are treading water, primarily because older folk don't want to accept how dire our natural situation is and the council doesn't want to rock anyone's boat. So, as it stands, we are just another area in New Zealand doing little for our kid's future, and they'll be the ones who will be paying for our communal lack of courage.” – Clutha resident

RECOMMENDATIONS

Based on the above findings we recommend that the following points be considered when developing future communications, strategies, and initiatives.

Focus on actions which restore confidence in ORC: This year saw an increase in the proportion of respondents who noted that ORC is a poor organisation. Social commentary about wasting time, wasting resources, and in-fighting needs to be put to bed in the coming three years to restore residents' confidence in ORC. Presenting a united front and focussing on communicating decisions that are in the best interests of the region needs to be a priority for the incoming Council.

Communicate plans and initiatives for important environmental issues: Many of the environmental issues identified by respondents have a sense of “urgency” attached to them. While these issues are significant, e.g., global warming, communicating the plans and initiatives that ORC has in place and are undertaking at a local level is critical. Involving residents at a localised level will be key for raising awareness of this work in smaller communities.

Develop an ORC brand: The internal issues of the past few years has stymied ORC's ability to showcase the positive work it has undertaken. While awareness of the organisation has remained high, ORC's role in the region continues to be heavily linked with

Concluding Comments

water-based activities. Some consideration should be given to the development of a brand level strategy which brings consistency in messaging and content relating to the role and activities that ORC has in the region, i.e., why ORC exists and the outcomes it is working towards. The development of such a strategy would, in due course, assist with increasing engagement with residents and stakeholders.

Address public transport issues: The bus service is the primary ORC service respondents used however, there has been a significant decline in service ratings this year. The predominant users of this service were the more vulnerable members of the population, i.e., younger people, non-ratepayers, and the immigrant population. Interestingly, the feedback suggests that while disruptions have been an inconvenience it is the communication that has exacerbated these issues. While solutions to the issues facing public transport may be difficult to resolve and are part of a larger sector wide challenge, communication to bus users needs to be addressed to ensure those using the service are able to do so as easily as possible.



Appendices

Weighting Proportions

The weight proportions for this work are provided below. These are taken from the 2018 Census data for Otago Region residents aged 18 and over.

Age	Census %
Under 39 years	40%
40 - 64 years	39%
65+ years	21%

Gender	Census %
Male	49%
Female	51%

Area	Census %
Waitaki District	9%
Central Otago District	10%
Queenstown Lakes District	20%
Dunedin City	54%
Clutha District	7%

Questionnaire

INTRODUCTION

Good morning/afternoon/evening, it's [NAME] from Symphony Research I'm calling on behalf of a local authority, we are conducting a study about the environmental management of Otago's natural resources and would like to include opinions from your household, could I please speak to the youngest person in the household over the age of 16?

PROMPT: It should take about 15 minutes of your time.

PROMPT: At the end of the survey there is the opportunity to go into the draw to win 1 of 6 Prezzy Cards

PROMPT: We're from Symphony Research, an independent research company hired to do this research. All your responses are confidential - so please feel free to be as frank as you like.

PROMPT: Our client is a local authority interested in residents' awareness of activities and their views on environmental management.

SCREENERS

Before we start, can I please check that you are over 16 years of age?

1. Yes
2. No - thank and close

Does anyone in your household work for a local government council in Otago?

1. Yes - thank and close
2. No

Which of the following areas do you live in? CHECK QUOTAS

1. Waitaki District
2. Central Otago District
3. Queenstown Lakes District
4. Dunedin City
5. Clutha District
6. None of these – thank and close

IF WAITAKI: Are you in the Otago Region or the Canterbury Region of Waitaki?

1. Otago – continue
2. Canterbury – thank and close

Which of the following age groups are you in? CHECK QUOTAS - Read out

1. Under 39 years
2. 40-54 years
3. 55-64 years
4. 65+ years
5. Prefer not to say

And which of the following best describes you? CHECK QUOTAS

1. Male
2. Female
3. Gender diverse
4. I identify as _____
5. Prefer not to say

SECTION 1: KNOWLEDGE

1A: Firstly, which organisation do you understand to be responsible for the management of the Otago region's natural resources?

Record all mentions

1. Otago Regional Council/ORC
2. Department of Conservation/DOC
3. Regional Council
4. Council (general)
5. District Council
6. Queenstown Lakes District Council/QLDC
7. Environment Canterbury/ECAN
8. Dunedin City Council/DCC
9. Waitaki District Council
10. Central Government
11. Work and Income
12. MPI
13. Other specify
14. Don't know
15. No comment/none

1B: Have you heard of Otago Regional Council?

1. Yes
2. No
3. Not sure

1C: Otago Regional Council is the regional government authority which is responsible for the management of natural resources across the Otago Region including those in Waitaki, Queenstown Lakes, Dunedin, Clutha, and Central Otago districts.

Thinking about the work the Otago Regional Council might do, please list all of the areas you are aware they are involved in.

Record all mentions

Questionnaire

1. Water quality
2. Air quality
3. Water control
4. Pest management
5. Flood management
6. Land erosion
7. Public transport
8. Resource consents
9. Roothing
10. Rates
11. Weed control
12. Biosecurity
13. Waste management
14. Civil defence/emergencies
15. Natural resources
16. Pollution
17. Tracks/trails
18. Conservation
19. Infrastructure
20. Other specify
21. Don't know
22. No comment

1D: Before this survey, were you aware Otago Regional Council were involved in...?

Read out, select as many as applicable

1. Issuing resource consents
2. Air quality monitoring
3. Public transport
4. Biodiversity and pest management
5. Pollution response
6. Water quality monitoring
7. Investigating environmental incidents and making sure people are following the rules
8. Climate change adaptation
9. Reducing risks from natural hazards
10. Civil defence and emergency management
11. Community engagement and education
12. Developing plans and policies to make sure our resources are managed properly
13. Taking government policy about managing natural resources and

14. implementing it for Otago
15. Flood protection infrastructure, like stopbanks and drainage schemes
16. Navigational safety
17. Something else, please specify
18. Don't know

1E: I am going to read out a list of statements about the role the Otago Regional Council has in the Otago region. Please indicate how well you think Otago Regional Council delivers on each of these areas using a scale where 1 is extremely poorly and 10 is excellent.

For this question the term ORC refers to Otago Regional Council.

Randomise row order

- ORC protects Otago's environment and people through information, planning, regulation, infrastructure and emergency preparedness and response.
- ORC works to create connection and pride in our region by linking diverse ideals, views, groups and sectors for sustainable outcomes.
- ORC works with people to enhance Otago's environment and its livability
- ORC exchanges information, tools and knowledge with communities, so they can do things better for the environment and people.

1F: And, using the same scale where 1 is extremely poorly and 10 is excellent how well or poorly do you think Otago Regional Council is...

Randomise row order

- Protecting and managing the quality of air in Otago Region
- Protecting and managing the quality of coastal resources in Otago Region
- Ensuring land-based activities do not adversely affect the environment in Otago Region
- Protecting and managing the quality of water in Otago Region's rivers, lakes, and streams

1G: And, for each of the following, do you think each of the following is generally improving, staying the same, or deteriorating in the Otago region?

Randomise row order

- Air quality in the Otago region
- Quality of coastal resources in the Otago region
- The state of the land-based environment in the Otago region
- Quality of water in Otago Region's rivers, lakes, and streams

Questionnaire

SECTION TWO: PERCEPTIONS

2A: Which of the following services have you used in the past 12 months?

Read out, randomise options

1. Used the bus service in Dunedin or Queenstown (Orbus)
2. Applied for a resource consent through Otago Regional Council
3. Reported pollution to the Pollution Hotline
4. Made an enquiry about the rules to Otago Regional Council
5. Used the Otago Regional Council website to locate information about ORC services and rules
6. None of these - skip to Q2C

2B: Thinking now specifically about the service you received, not the outcome of a particular interaction, using a 1 – 10 scale where 1 is extremely dissatisfied and 10 is extremely satisfied, please indicate how satisfied you were with the service you received when you...

Ask for all selected at 2A,

Randomise row order

- Used the bus service in Dunedin or Queenstown (Orbus)
- Applied for a resource consent through Otago Regional Council
- Reported pollution to the Pollution Hotline
- Made an inquiry about the rules to Otago Regional Council
- Used the Otago Regional Council website to locate information about Council services and rules

[Ask 2B-1 to 2B-5 for all residents who rated 1-4 for each of the previous measures at Q2]

2B-1: You indicated you were dissatisfied with the bus service in Dunedin or Queenstown, why do you say that?

2B-2: You indicated you were dissatisfied with the service when you applied for a resource consent through Otago Regional Council, why do you say that?

2B-3: You indicated you were dissatisfied with the service you received using the Pollution Hotline, why do you say that?

2B-4: You indicated you were dissatisfied with the service when you made an enquiry about the rules to Otago Regional Council, why do you say that?

2B-5: You indicated you were dissatisfied with the Otago Regional Council website when locating information about Council services and rules, why do you say that?

2C: The next few questions are about your perceptions of Otago Regional Council. Please indicate how much you agree or disagree with the following statements using a 1 - 10 scale where 1 is strongly disagree and 10 is strongly agree.

Randomise row order

- Otago Regional Council is trustworthy
- I trust the information Otago Regional Council provides
- I think Otago Regional Council has a good reputation
- I am proud to live in the Otago Region
- Otago Regional Council provides value for money for their residents

2D: Using the same 1 – 10 scale can please indicate how satisfied you are with how the Otago Regional Council services in the Otago region as a whole?

1. 1 - Very dissatisfied
2. 2
3. 3
4. 4
5. 5
6. 6
7. 7
8. 8
9. 9
10. 10 – Very satisfied
11. Don't know – SKIP TO 3A

2E: Why do you say that?

Do not read out, code all mentions

1. Poor communication
2. Poor organization/service
3. Do okay/good service
4. No community engagement
5. In fighting between Councillors/dysfunctional
6. Nil return for rates paid
7. Room for improvement
8. Rates too high
9. No problems/issues
10. All talk no action
11. Don't know what they do
12. Poor decision making

Questionnaire

13. Just average
14. Lack of information
15. Poor water management
16. Don't know
17. No comment
18. Other specify

SECTION THREE: EXPECTATIONS

3A: Can you please tell me what you think is the most important environmental issue facing the Otago Region today?

1. Climate change
2. Water quality
3. Public transport
4. Land/beach erosion
5. Air quality
6. Flood control
7. Pest management
8. Communication/information from ORC
9. Forestry/land management
10. Don't know
11. No comment
12. Other specify

3AA: Why do you think this is the most important issue facing Otago Region?
Record Verbatim

3B: Using a 1 – 10 scale where 1 is very poor and 10 is excellent, how well has Otago Regional Council responded to this environmental issue?

- | | |
|-----|---------------|
| 1- | 1 - Very poor |
| 1. | 2 |
| 2. | 3 |
| 3. | 4 |
| 4. | 5 |
| 5. | 6 |
| 6. | 7 |
| 7. | 8 |
| 8. | 9 |
| 9. | 10- excellent |
| 10. | Don't know |

3C: Why do you say that?

SECTION FOUR: ENGAGEMENT

4A: Which of the follow do you regularly do?

Randomise codes, read out

1. Read the news online
2. Read news on your phone (e.g., news apps)
3. Read print newspapers
4. Read news on Facebook
5. Read news on Instagram
6. Listen to the radio news
7. Watch the news on TV
8. Access other websites, (please specify)
9. Access other social media, please specify _____
10. None of these – skip to 4b

4a: Can you please tell me any other areas that you prefer to get your news from?

Do not read out, code all mentions

1. Friends/business associates
2. Otago Daily Times/local community papers
3. Local community news apps installed on your phone
4. Email
5. Television/radio
6. Web sites/Stuff/Herald
7. Facebook - Community Facebook pages
8. Facebook – general mention
9. YouTube/Twitter
10. Journal publications/reports
11. Postal mail
12. Magazines
13. Don't know/none
14. Other specify

4B: Where, or from whom, do you get information about Otago Regional Council?

Do not read out, code all mentions

1. The Otago Daily Times online
2. The Otago Daily times – print version
3. Local community printed newspapers
4. Community Facebook pages
5. Otago Regional Council Facebook

Questionnaire

6. Otago Regional Council Instagram
7. Local news apps e.g., Central Otago or Wanaka app
8. The Otago Regional Council website
9. Printing materials from Otago Regional Council's website
10. Rates invoice
11. Otago Regional Council flyers in the letterbox
12. Otago Regional Council offices / council customer staff
13. Yellow pages
14. Radio
15. Personal contact
16. From other people/word of mouth
17. Meetings
18. Community groups
19. School
20. TV advertisements
21. Advertisements on YouTube
22. Internet/websites (general)
23. Online paid advertisements
24. Other social media, please specify _____
25. Online newsletters from ORC
26. Other online newsletters
27. Other, please specify _____
28. I don't get any information about Otago Regional Council - skip to Q4d

4C: What is your preferred form of receiving information from Otago Regional Council?

Insert options selected at 4B

1. The Otago Daily Times online
2. The Otago Daily times – print version
3. Local community printed newspapers
4. Community Facebook pages
5. Otago Regional Council Facebook
6. Otago Regional Council Instagram
7. Local news apps eg the Central Otago or Wanaka app installed on your phone
8. The Otago Regional Council website
9. Printing materials from Otago Regional Council's website
10. Rates invoice
11. Otago Regional Council flyers in the letterbox
12. Otago Regional Council offices / council customer staff
13. Yellow pages
14. Radio

15. Personal contact
16. From other people/word of mouth
17. Meetings
18. Community groups
19. School
20. TV advertisements
21. Advertising on YouTube
22. Internet/websites (general)
23. Online paid advertising
24. Other social media, please specify _____
25. Online newsletters from ORC
26. Other online newsletters
27. Other, please specify _____

4D: Using a 1 – 10 scale where 1 is strongly disagree and 10 is strongly agree, how please rate how much you agree with each of the following statements about the information you receive from Otago Regional Council.

Randomise statements

- The information from Otago Regional Council is credible
- I trust the information I receive from Otago Regional Council
- Information from Otago Regional Council is easy to access

4E: Using a 1 – 10 scale where 1 is very dissatisfied and 10 is very satisfied, overall how satisfied are you with the information you receive from Otago Regional Council?

1. 1 - Very dissatisfied
2. 2
3. 3
4. 4
5. 5
6. 6
7. 7
8. 8
9. 9
10. 10 – Very satisfied
11. Don't know

Questionnaire

SECTION FIVE: DEMOGRAPHICS

5A: The final few questions are just to make sure we get a good cross section of people. Which of the following best describes your household situation?

Read out, single response

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. Middle aged couple/ single person
8. Older couple/ single person
9. Boarding or similar
10. Prefer not to say

5B: Which of the following best describes your household income before tax annually?

Read out, single response

1. Under \$40,000
2. \$40,001 - \$80,000
3. \$80,001 - \$120,000
4. \$120,001+
5. Prefer not to say

5C: Do you pay rates on a property in the Otago region?

1. Yes
2. No
3. Prefer not to say

5D: Which of the following best describes the kind of work you do?

Read out, multi choice

1. Full time paid work
2. Part time paid work
3. Part time self employed/ contractor
4. Full time self employed/ contractor
5. Caring for children (unpaid)
6. Volunteer work
7. Not currently in paid employment
8. Student
9. Retired

10. Other, please specify _____
11. Prefer not to say

5E: Which of the following best describes you?

Read out, multi choice

1. European/ New Zealander
2. Māori
3. Pacific Islander
4. Asian
5. Another ethnicity, please specify _____
6. Prefer not to say

5F: Where you born in New Zealand?

1. Yes
2. No
3. Prefer not to say

5G: Which if any of the following groups do you belong to:

Read out, multi choice

1. Environmental advocacy groups
2. Catchment group
3. Irrigation collective
4. Tourism or business advocacy groups
5. Primary sector advocacy or industry groups (please specify)
6. Other advocacy or interest groups that regularly interact with ORC (please specify)
7. None of the above

5H: Whereabouts in [insert area at S1] do you live?

Thank-you for those answers, that is all the questions for today. Would you like to go into the draw to win 1 of 6 Prezzy Cards?

1. Yes – fill in contact details
2. No – end survey

Sample Structure

EMPLOYMENT	Waitaki	Central Otago	Queenstown Lakes	Dunedin	Clutha	TOTAL	2021
Full time paid work	34%	35%	50%	61%	39%	46%	47%
Part time paid work	19%	16%	19%	20%	17%	18%	20%
Caring for children (unpaid)	3%	4%	4%	5%	3%	4%	3%
Volunteer work	7%	7%	9%	2%	8%	6%	4%
Not currently in paid employment	5%	2%	2%	5%	7%	4%	4%
Student	1%	1%	2%	7%	3%	3%	3%
Retired	40%	43%	25%	4%	32%	26%	25%
Other	2%	1%	2%	2%	4%	2%	1%
Prefer not to say	2%	2%	1%	1%	1%	1%	1%

Which of the following best describes the kind of work you do?

Sample Structure

HOUSEHOLD SITUATION

	Waitaki	Central Otago	Queenstown Lakes	Dunedin	Clutha	TOTAL	2021
Young, no children	5%	6%	17%	18%	6%	11%	13%
Family	26%	29%	33%	46%	27%	34%	35%
Older, no children	68%	61%	48%	33%	64%	53%	50%
Other	1%	4%	1%	2%	3%	2%	2%

Which of the following best describes your household situation?

RATEPAYER

	Waitaki	Central Otago	Queenstown Lakes	Dunedin	Clutha	TOTAL	2021
Ratepayer	84%	84%	75%	74%	86%	80%	80%
Non-ratepayer	14%	15%	24%	23%	13%	18%	18%
Prefer not to say	2%	2%	1%	3%	1%	2%	1%

Do you pay rates on a property in the Otago region?



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