

Otago Regional Council Community Survey

November 2021



Contents

Overview	3
Knowledge	9
Perceptions	19
Expectations	45
Engagement	57
Environmental Attitudes (NEP)	72
Concluding Comments	83
Appendices	88

Overview

Background

Otago Regional Council (ORC or the council) is the local government 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 ORC's ongoing commitment to delivering to community expectations, the council commissioned a survey of residents in the region to understand how they can best engage with those who reside in their region.

The aims of the survey are:

- To provide an understanding of what the community knows about ORC currently (knowledge)
- To provide an understanding of how ORC is perceived amongst different communities in Otago (perceptions)
- To explore what matters to a given community and what they expect from ORC (expectations)
- To provide an understanding of how different communities want to engage with ORC (engagement)

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

- Understanding amongst ORC staff about what their communities value
- Clarity around the community's perceptions of ORC's performance
- Understanding of regional variations in expectations at ORC
- Information-based decision-making at ORC

This will be used to support policy development and decision-making at the council.

Method

DATA COLLECTION

This work was completed via a quantitative survey utilising a dual-method approach to data collection which involved online and telephone data collection. A total of 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 1,057 completed surveys. This phase was completed between the 6th and the 30th of September 2021.

Telephone Interviewing

The second phase of interviewing 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 643 completed surveys and was undertaken between the 27th of September and the 29th of October 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 designed to be disproportionate to the district, 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
Online interviewing	152	164	166	460	115	1,057
Telephone interviewing	148	136	174	0	185	643
Total	300	300	340	460	300	1,700

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 to indicate if a result for a given area is statistically greater or lower than the result for all other areas. This is indicated on the tabulated results by an arrow next to the results; an upward arrow (↑) indicates the result is significantly greater, a downward arrow (↓) indicates a result is significantly lower.

QUESTIONNAIRE

The questionnaire was designed in consultation with the council and focused on the core areas of knowledge, perceptions, expectations and engagement. The survey was on average 15 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. Other sample questions are included in the appendix.

GENDER

	Waitaki	Central Otago	Queenstown Lakes	Dunedin	Clutha	TOTAL
Male	53%	52%	47%	58%	49%	52%
Female	47%	48%	53%	42%	51%	48%

Which of the following best describes you?

AGE

	Waitaki	Central Otago	Queenstown Lakes	Dunedin	Clutha	TOTAL
Under 39 years	15%	16%	21%	40%	20%	24%
40-64 years	53%	45%	49%	35%	52%	45%
65+ years	32%	39%	29%	25%	29%	30%

Which of the following age groups are you in?

Sample Structure

ETHNICITY*

	Waitaki	Central Otago	Queenstown Lakes	Dunedin	Clutha	TOTAL
NZ European/ Pākehā	91%	91%	86%	88%	92%	89%
Māori	4%	5%	3%	5%	6%	4%
Pasifika	1%	1%	1%	1%	0%	1%
Asian	2%	2%	5%	6%	1%	4%
Another ethnicity	5%	4%	6%	5%	4%	5%
Prefer not to say	1%	2%	1%	2%	0%	1%

Which of the following best describes you?

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

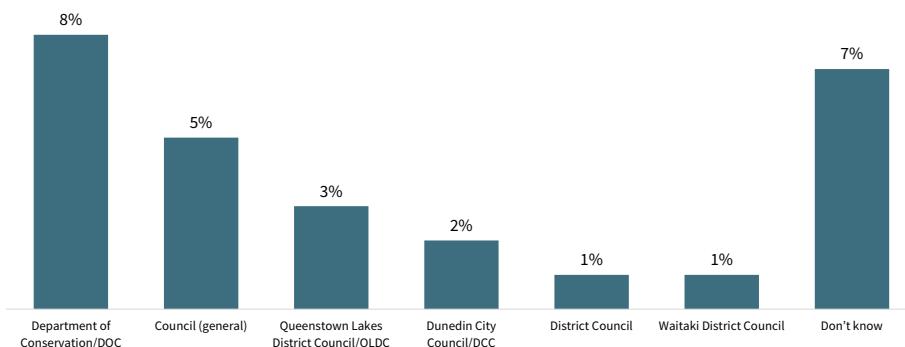


Knowledge

Top of Mind Awareness

Overall 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. The highest level of unprompted awareness was seen in Dunedin (81%) while the lowest level of awareness was observed in Waitaki (67%). All respondents were aware of ORC once prompted.

ADDITIONAL ITEMS MENTIONED



75%
correctly name ORC

Of those unaware,
100% were aware
when prompted

TOP OF MIND AWARENESS BY AREA

	Waitaki	Central Otago	Queenstown Lakes	Dunedin	Clutha
Sample size	300	300	340	460	300
ORC/ Regional Council/ Otago Regional Council	67% ↓	70%	68% ↓	81% ↑	74%
Other	25%	28% ↑	29% ↑	17% ↓	22%
Don't know	15% ↑	8%	11% ↑	3% ↓	11% ↑

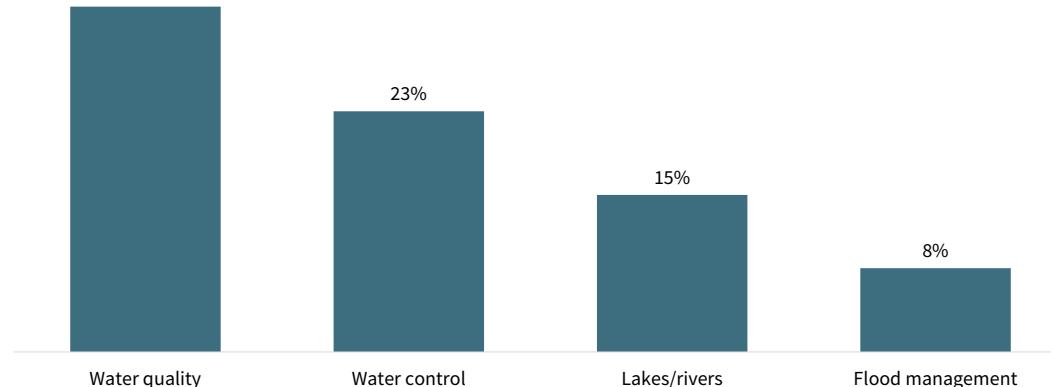
Firstly, which organisation do you understand to be responsible for the management of the Otago region's natural resources? Base n=1,700
*Some respondents mentioned more than one organisation so % will add to more than 100%.

Activity Awareness

Respondents were asked to name the activities that they thought ORC undertook. This was a top of mind response and was categorised after the respondents answered. The majority of respondents mentioned an activity related to water (net 64%) while just over half mentioned an operational issue (51%). This was followed by an activity related to air or land (37%).

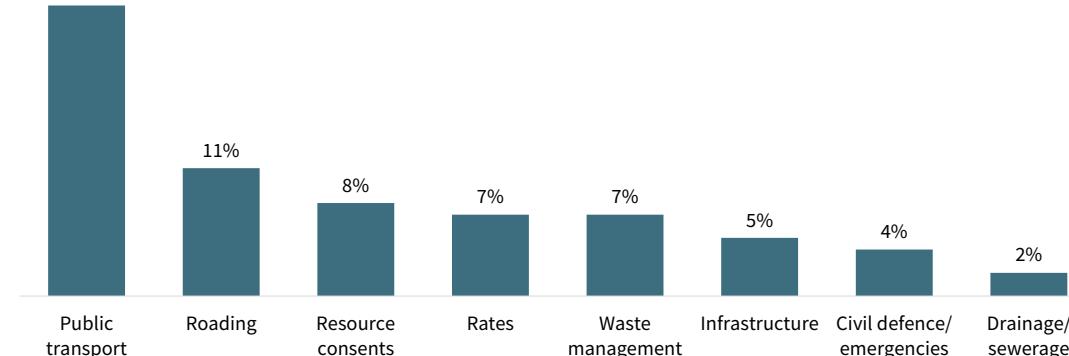
WATER (NET 64%)

33%



OPERATIONAL (51%)

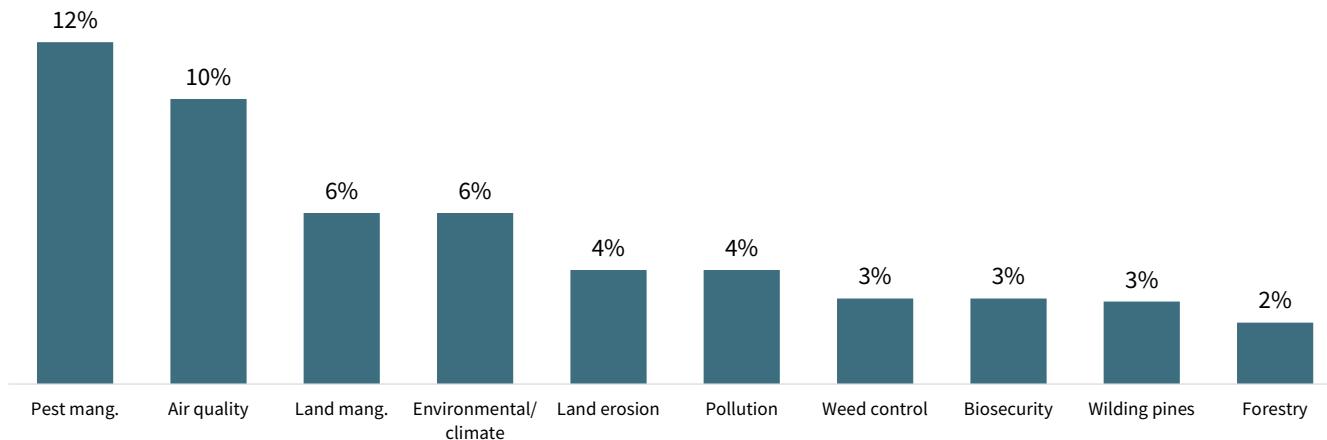
25%



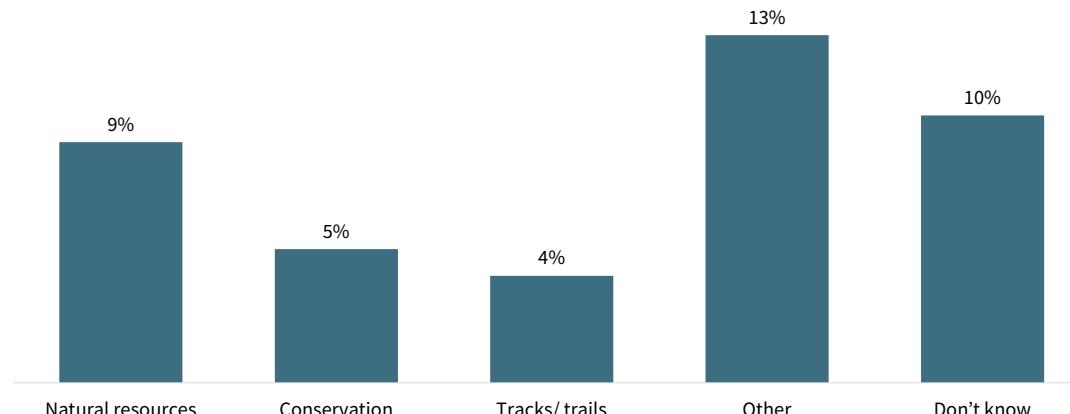
Otago Regional Council is the regional government authority which is responsible for the management of natural resources across the Otago Region including those in Waitaki, Queenstown Lakes, Dunedin, Clutha, and Central Otago districts. Thinking about the work the Otago Regional Council might do, please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

Activity Awareness

AIR AND LAND (NET 37%)



NATURAL ENVIRONMENT (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 n=1,700

Activity Awareness

District level results indicated that there was a high level of awareness that ORC undertook activities related to water. However, respondents from Waitaki, Queenstown Lakes, or Clutha were significantly less likely to mention that ORC undertook activities related to operational issues, while those in Dunedin were significantly more likely to mention operational issues. Waitaki respondents also demonstrated the highest proportion of don't know responses (17%).

ACTIVITY AWARENESS BY AREA (NET)

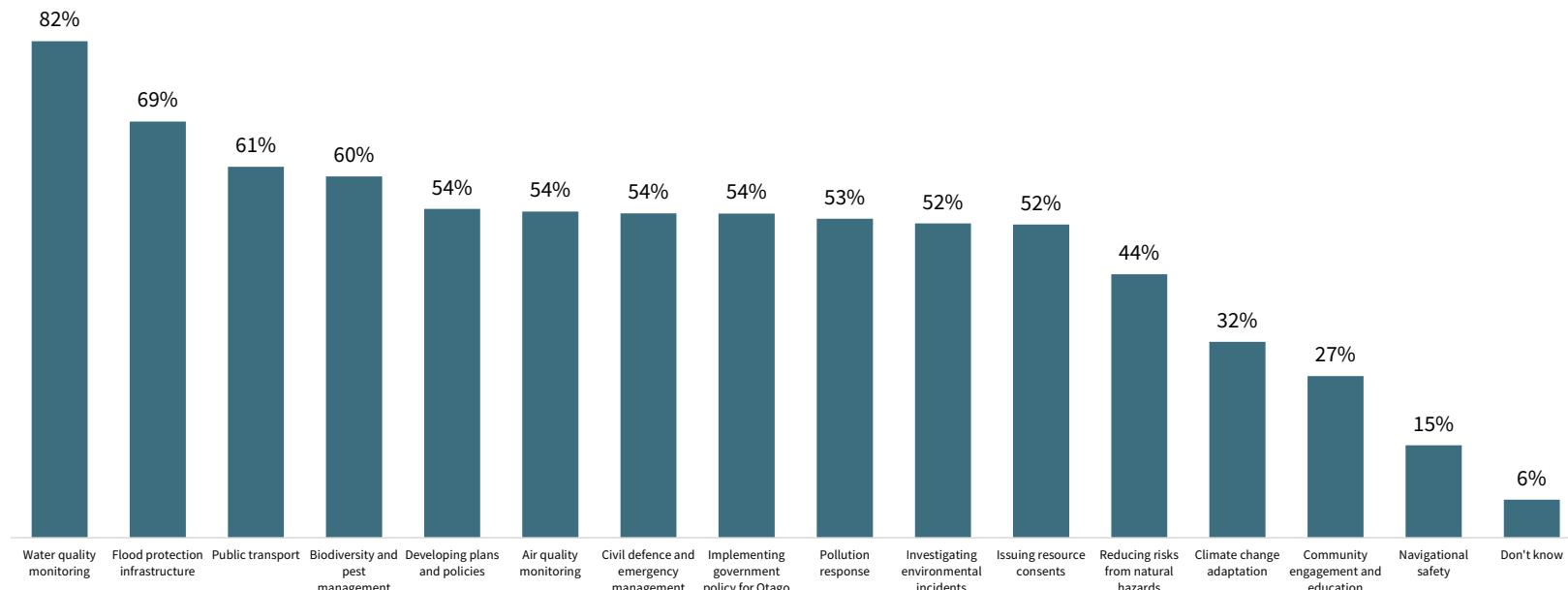
	Waitaki	Central Otago	Queenstown Lakes	Dunedin	Clutha
Sample size	300	300	340	460	300
Water	58%	68%	63%	65%	62%
Air and land	34%	45% ↑	39%	35%	37%
Operational	36% ↓	44%	44% ↓	59% ↑	40% ↓
Natural environment	16%	16%	14%	15%	14%
Other	22% ↑	21% ↑	22% ↑	6% ↓	27% ↑
Don't know	17% ↑	12%	13%	7% ↓	15%

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.

Prompted Awareness

Respondents were provided a list of activities and were asked to identify which ones they were aware that ORC was responsible for. Water quality monitoring (82%) was the activity that respondents were most aware of. This was followed by flood protection (69%), public transport (61%), and biodiversity and pest management (60%). Navigational safety (15%), community engagement and education (27%), and climate change adaption (32%) were the activities that respondents were the least aware of.

PROMPTED AWARENESS



And before this survey, which of the following areas were you aware Otago Regional Council were involved in? Base n=1,700

Prompted Awareness

Respondents in Central Otago and Clutha demonstrated higher levels of awareness across a range of activities while respondents from Dunedin had much lower awareness on nearly all actions except public transport (69% awareness).

TOP 10: PROMPTED AWARENESS

	Waitaki	Central Otago	Queenstown Lakes	Dunedin	Clutha
Sample size	300	300	340	460	300
Water quality monitoring	82%	88% ↑	84%	79% ↓	88% ↑
Flood protection infrastructure, like stopbanks and drainage schemes	67%	73%	64%	68%	84% ↑
Public transport	43% ↓	48% ↓	57%	69% ↑	54% ↓
Biodiversity and pest management	59%	70% ↑	62%	56% ↓	67% ↑
Developing plans and policies to make sure our resources are managed properly	56%	66% ↑	59%	48% ↓	70% ↑
Air quality monitoring	57%	71% ↑	57%	47% ↓	68% ↑
Civil defence and emergency management	52%	59%	53%	51%	67% ↑
Implementing government policy	57%	62% ↑	54%	49% ↓	68% ↑
Pollution response	56%	64% ↑	59% ↑	45% ↓	70% ↑
Investigating environmental incidents	58%	64% ↑	56%	45% ↓	73% ↑

And before this survey, which of the following areas were you aware Otago Regional Council were involved in?

Prompted Awareness

When looking at the items respondents were less aware of, respondents from Clutha and Central Otago had higher levels of awareness across most activities than respondents in other areas.

ALL OTHERS: PROMPTED AWARENESS

	Waitaki	Central Otago	Queenstown Lakes	Dunedin	Clutha
Sample size	300	300	340	460	300
Issuing resource consents	55%	61% ↑	50%	48% ↓	66% ↑
Reducing risks from natural hazards	45%	45%	47%	41% ↓	51% ↑
Climate change adaptation	35%	37%	34%	29% ↓	44% ↑
Community engagement and education	30%	33% ↑	34% ↑	21% ↓	41% ↑
Navigational safety	20%	21% ↑	16%	12% ↓	21% ↑
Don't know	8%	3%	6%	7%	4%

And before this survey, which of the following areas were you aware Otago Regional Council were involved in?

Demographic Analysis

PROMPTED ACTIVITY AWARENESS

- Younger people were less aware of most activities even at a prompted level; 11% were not aware that ORC undertook any of these activities. This is much higher than those in the 40-64 age bracket (4% don't know) or the 65+ age bracket (2% don't know).
- Fifteen percent of Māori respondents were not aware of any of the activities that ORC undertook, 6% for Pākehā and 0% for Pasifika. Ten percent of Asian respondents were not aware of any of the activities that ORC undertakes.
- Rural respondents were more likely to be aware of ORC's involvement in policy and plan development (62%), air quality monitoring (63%), investigating environmental incidences (59%), issuing of resource consents (60%), climate change adaption (39%), and community engagement activities (32%).

TOP OF MIND AWARENESS

- Awareness is much higher amongst males (79%), those aged 40 - 64 years (79%) or those 65+ (88%), Pākehā (78%), those with household incomes over \$120k (86%), and retired respondents (82%).
- Awareness is much lower amongst females (71%), those under 39 years (65%), Asian respondents (56%), and students (45%).



TOP OF MIND ACTIVITY AWARENESS

- Younger people were less aware of water (49%), air and land issues (23%) but have similar awareness to older counterparts for those areas which relate to operational issues (51%) and the natural environment (18%).
- Males had much higher levels of awareness than females about air and land issues (42%).
- Māori respondents have much lower levels of top of mind activity awareness (24% state they don't know any activities ORC undertakes).

Knowledge Summary

1.

Seventy-five percent of respondents were spontaneously aware of ORC. Awareness was highest amongst respondents in Dunedin.

2.

Water related issues were the main activities that respondents most strongly associate with ORC.

3.

Male respondents and older respondents had greater awareness across the board, both of ORC generally and also the activities ORC undertakes.

4.

While Dunedin respondents were more aware of ORC as an organisation, these respondents were less aware of the activities that ORC undertakes.

5.

Respondents from Clutha and Central Otago districts had greater awareness of the activities that ORC undertakes.

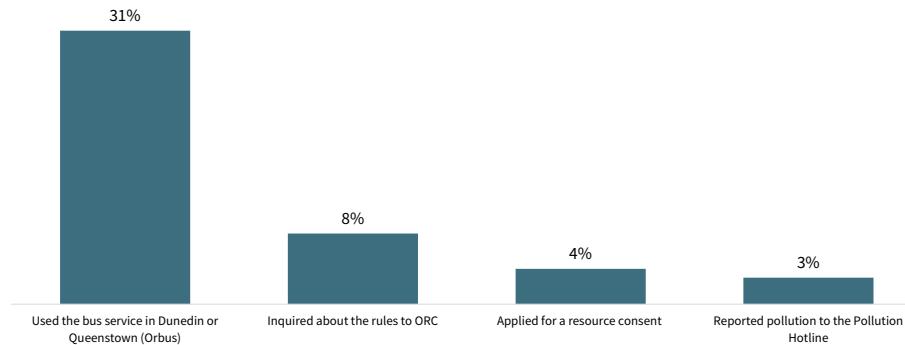


Perceptions

Perceptions: Services

Respondents were asked to identify the ORC services they have used in the past 12 months. Thirty-nine percent of respondents had used at least one service, with the majority (31%) using the bus service. At a lower level 8% had made an inquiry about the rules, 4% had applied for a resource consent, and 3% had used the Pollution Hotline. Respondents from Queenstown Lakes (40%) and Dunedin (41%) were significantly more likely to have used the bus service, while those in Waitaki (86%), Central Otago (77%), and Clutha (78%) were less likely to have used any of these services.

SERVICE USE



61%
have not used
any of ORC's
listed services

SERVICE USE BY AREA

	Waitaki	Central Otago	Queenstown Lakes	Dunedin	Clutha
Sample size	300	300	340	460	300
Used the bus service	3% ↓	8% ↓	40% ↑	41% ↑	6% ↓
Inquired about rules	7%	10%	15% ↑	4% ↓	11%
Applied for a resource consent	3%	7% ↑	8% ↑	2% ↓	4%
Used Pollution Hotline	3%	2%	6% ↑	2% ↓	4%
None	86% ↑	77% ↑	48% ↓	56% ↓	78% ↑

Which, if any, of the following services have you used? Base n=1,700

Demographic Analysis

INQUIRY ABOUT THE RULES

- Those respondents more likely to inquire about the rules were male (10%), aged 40-64 years (10%), living rurally (12%), those with household income over \$120k (12%), or those working full time (10%).



REPORTED POLLUTION TO THE POLLUTION HOTLINE

- No demographic differences noted

BUS SERVICE

- Those more likely to use the bus service were aged under 39 years (36%).

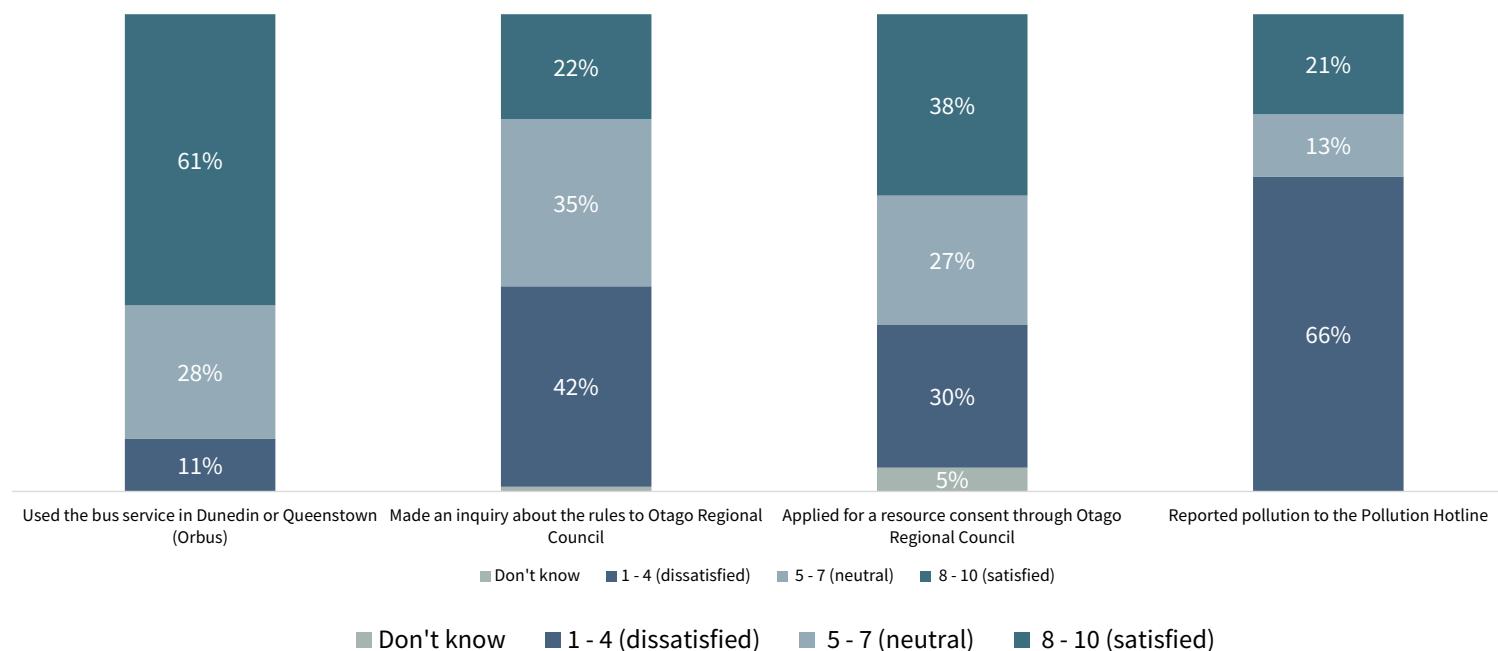
APPLIED FOR A RESOURCE CONSENT

- Those respondents who more likely to apply for a resource consent were male (5%), aged 40-64 (5%), Māori (10%), or those with an income over \$120k (8%).

Perceptions: Services

Respondents who had used the bus service had the highest level of satisfaction with 61% of users rating this service as 8 - 10 out of 10. This was followed by users of the resource consent (38% satisfaction). However, those who have made an inquiry about the rules or who have reported pollution to the pollution hotline provided lower satisfaction ratings (22% and 21% respectively).

SERVICE SATISFACTION

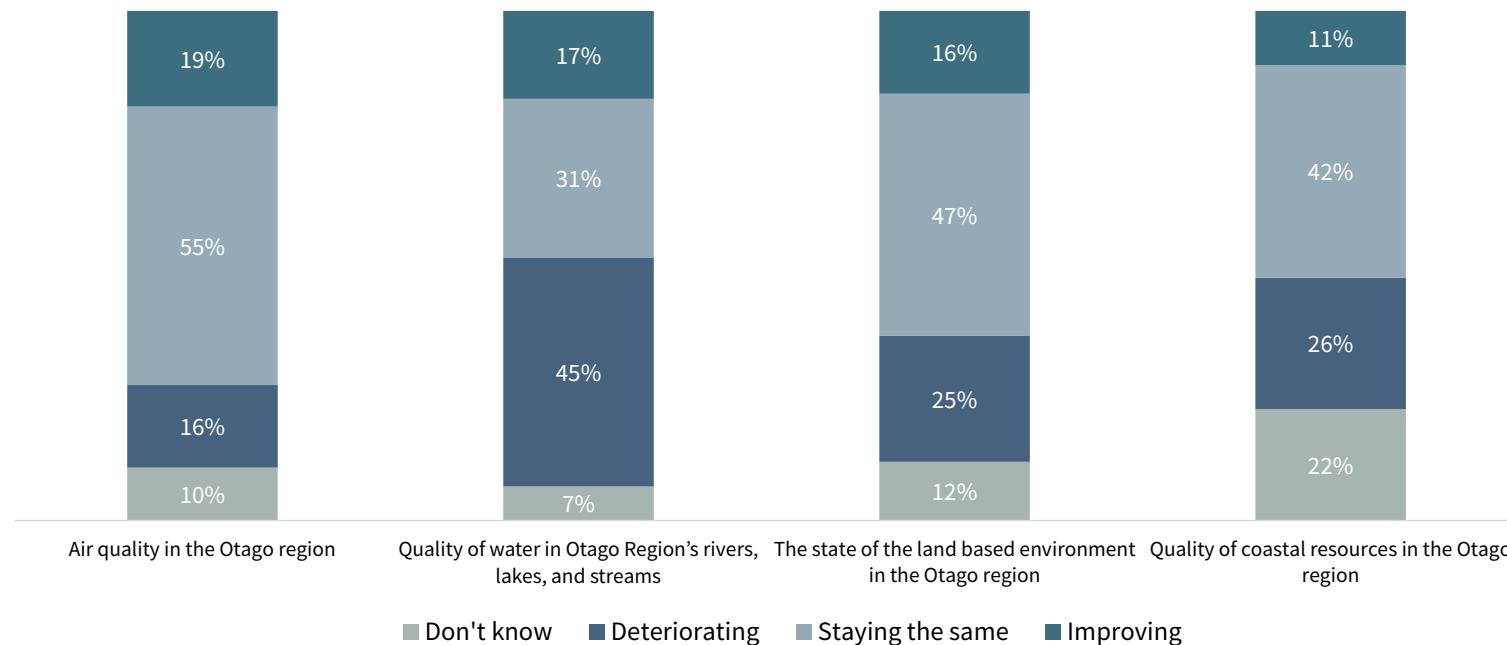


Using a 1 – 10 scale where 1 is extremely dissatisfied and 10 is extremely satisfied, please indicate how satisfied you were with the service you received when you... Base: Used the bus service n=371; Inquiry about ORC rules n=154; Applied for a resource consent n=75; Used Pollution Hotline n=55.

Perceptions: Environment

Respondents were asked about their views on specific elements in the environment and the perceived quality of each of these. The area that respondents felt was improving the most was air quality (19%), this was followed by fresh water quality (17%), land (16%), and coastal resources (11%). However, just over half of respondents felt that the air quality in the region was staying the same and 47% felt that the land quality was similar. A significant proportion of respondents (42%) felt that the coastal resources were staying the same, however 22% of respondents were unsure how to rate this. Fresh water quality was the area where respondents felt that there was the greatest decline, with 45% of respondents indicating that this was deteriorating.

STATE OF ENVIRONMENT

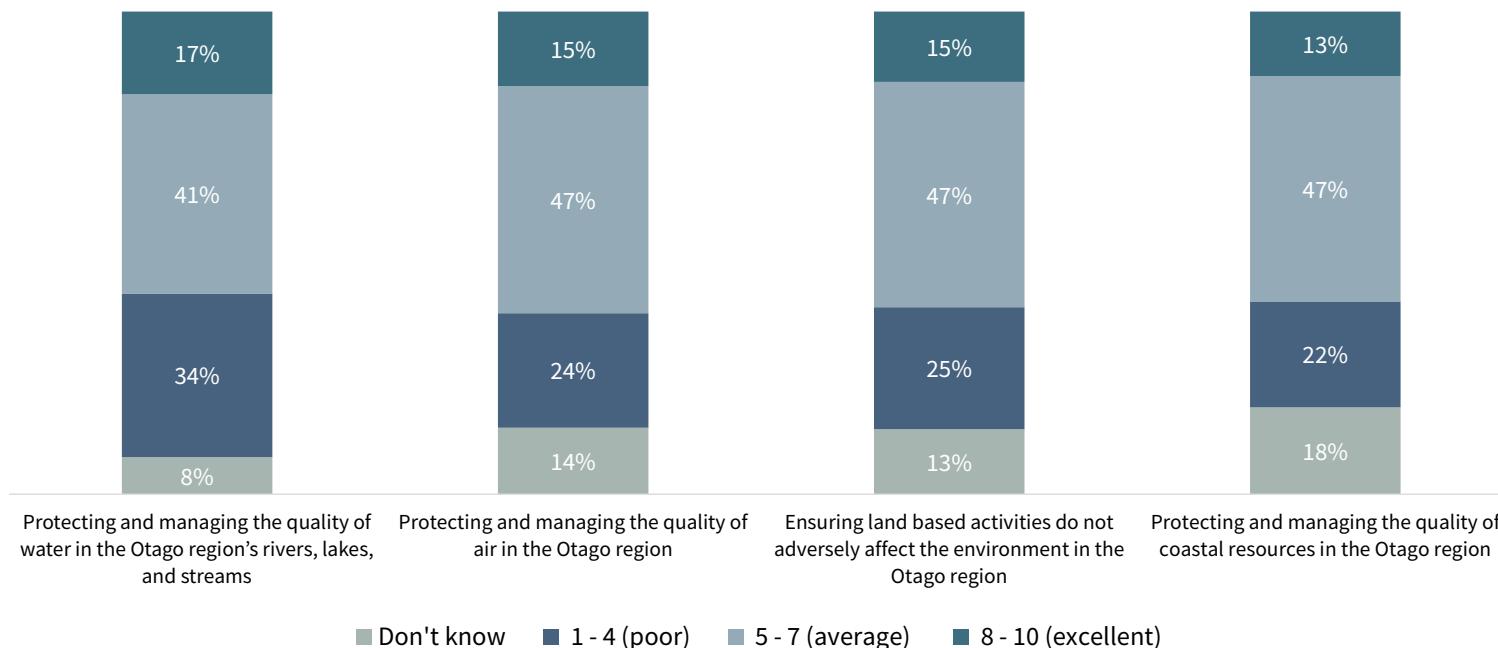


*And, for each of the following, do you think each of the following is generally improving, staying the same, or deteriorating in the Otago region?
Base n=1,700*

Perceptions: Performance

Respondents were asked to rate ORC's performance on some of the areas that ORC work in. The highest rated area was protecting and managing the quality of the water in the Otago region whereby 17% felt that ORC did an excellent job. This was followed by protection of air quality and protection of land (15% each) and then coastal resources (13%). Nearly half of all the responses to this question provided an average rating (5 - 7 out of 10) for air, land and coastal management, with much lower ratings for water quality (34% rated this 1 - 4 out of 10).

PERFORMANCE

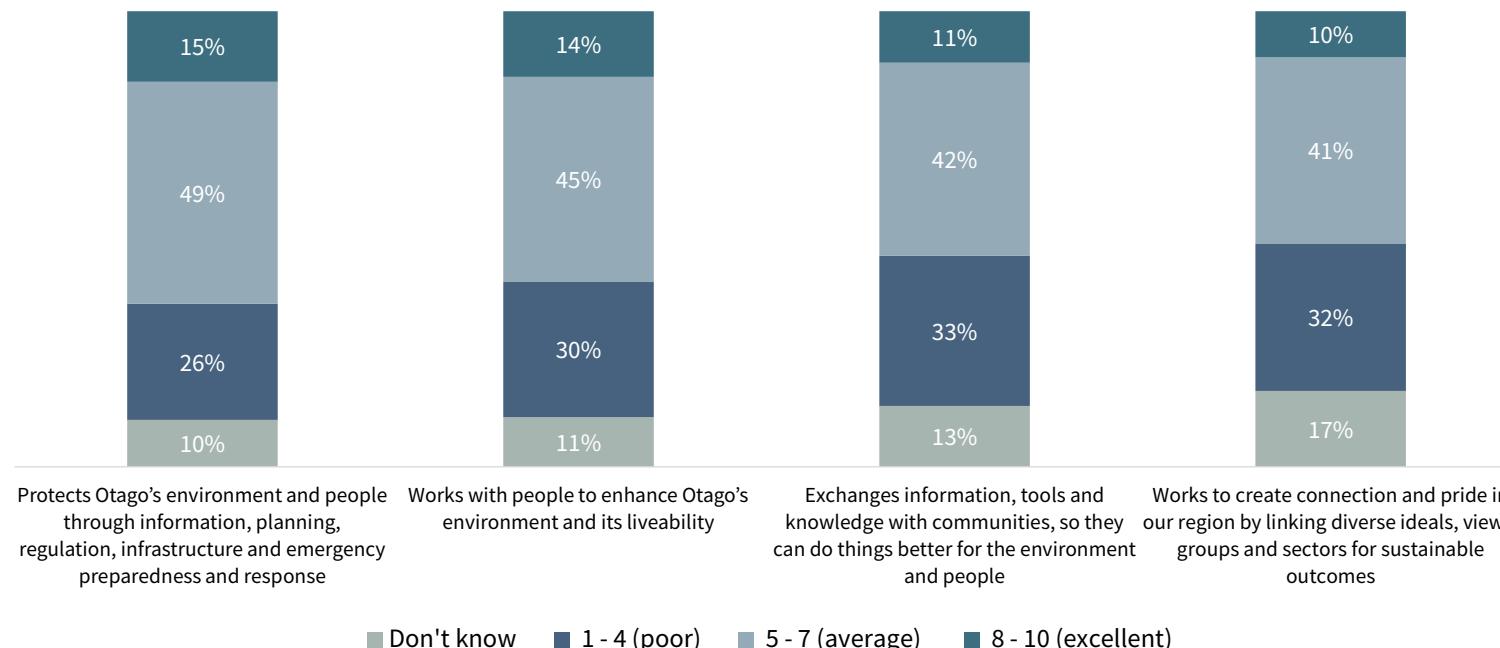


And, using the same scale where 1 is extremely poorly and 10 is excellent how well or poorly do you think Otago Regional Council is... Base n=1,700

Perceptions: Delivery

With regards to delivery, 15% of respondents felt that ORC did an excellent job protecting Otago's environment and people, 14% indicated that they felt ORC worked well to enhance the Otago region's environment and liveability, while 11% felt that ORC provided information to assist communities, and 10% felt that ORC worked to create connections and pride in the region. It should be noted that around 30% of respondents provided a poor rating across these measures.

DELIVERY

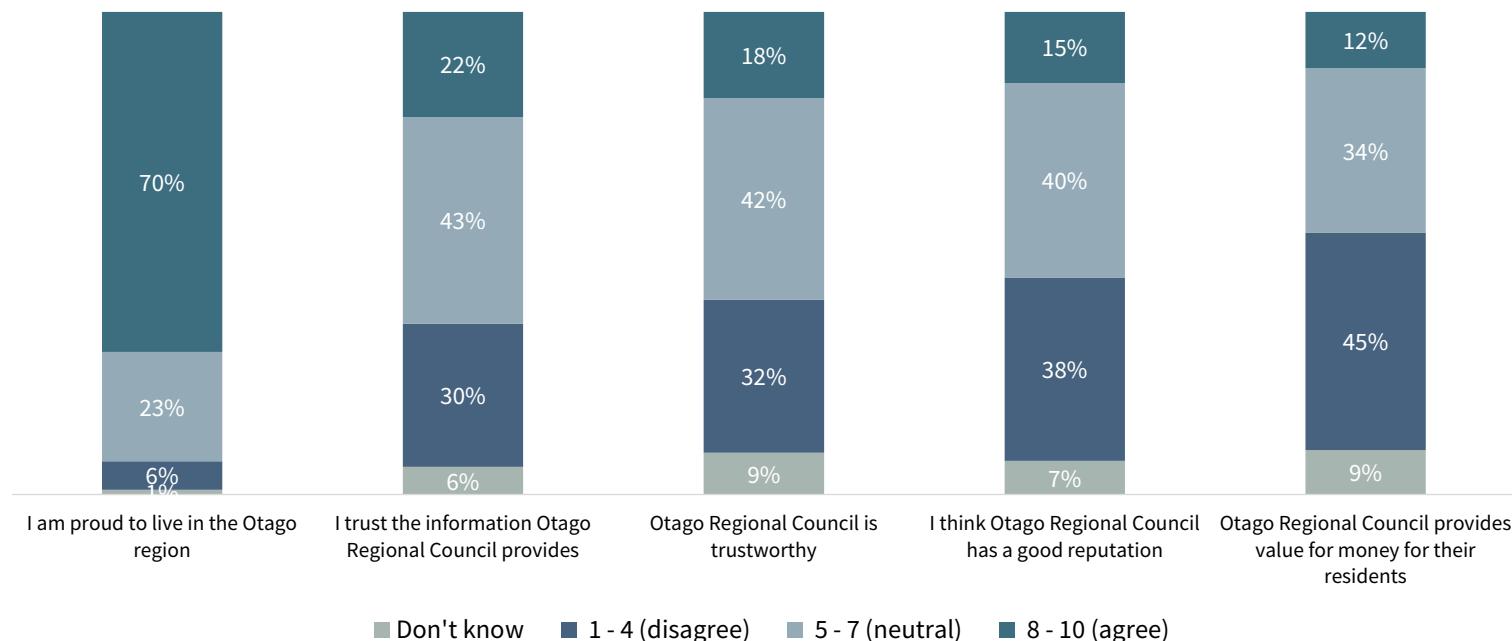


I am going to read out a list of statements about the role the Otago Regional Council has in the Otago region. Please indicate how well you think Otago Regional Council delivers on each of these areas using a scale where 1 is extremely poorly and 10 is excellent.

Perceptions: Reputation

Overall, 70% of respondents indicated that they were proud to live in the Otago region. Lower scores were observed for the measures which look at the ORC's reputation. Twenty-two percent of respondents indicated that they trust the information they received from ORC and 18% felt the council is trustworthy; around one third of respondents disagreed with each of these measures. Fifteen percent of respondents agreed that ORC has a good reputation and 12% agreed that ORC provides value for money for their residents. This measure had the highest level of disagreement.

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 n=1,700

Demographic Analysis

STATE OF ENVIRONMENT

- Males and those over 65 years of age were more likely to think that the state of both the air quality (23%) and the state of the water quality (20%) in the region was improving. Similar results were seen for those over the age of 65 (30% for air and 24% for water).
- Those under the age of 39 years were less likely to feel that the air quality (11%) and the water quality (13%) in the region were improving.
- Pākehā were less likely to think that the state of the coastal resources were improving (9%). In comparison, Asian respondents were more likely to feel that the coastal resources were improving (25%).
- Students were much less likely to feel that the air quality (4%), water quality (5%) or state of the land (5%) were improving.

DELIVERY

- Pākehā respondents provided lower ratings on all delivery elements while Asian respondents provided much higher ratings on all delivery elements.



REPUTATION

- Pākehā respondents were much less likely to rate ORC well with regards to trusting the information they received (20%), being a trustworthy organisation (16%), and having a good reputation (13%).
- In comparisons, Asian respondents were much more likely to rate ORC positively on all these measures (43%, 46%, and 37% respectively).
- Māori respondents provided the lowest rating for trusting ORC (7%).

PERFORMANCE

- Pākehā respondents provided lower ratings on all performance elements while Asian respondents provided much higher ratings on all performance elements.

Area Analysis

STATE OF THE ENVIRONMENT

When looking at the state of the environment, respondents in Dunedin were significantly less likely to indicate that they felt air quality, fresh water quality, and land environments were improving, while those in Clutha District were more likely to indicate they felt these areas were improving. Central Otago respondents were more likely to indicate that they felt the air quality was improving, while those respondents from Queenstown Lakes were more likely to consider the land based environment to be deteriorating. Dunedin respondents were more likely to state that they felt the coastal resources in the Otago region were deteriorating.

PERFORMANCE

There were limited differences between districts with regards to respondents' impressions of ORC's performance in managing and protecting the natural resources in the region with no significant differences observed on any measures.

DELIVERY

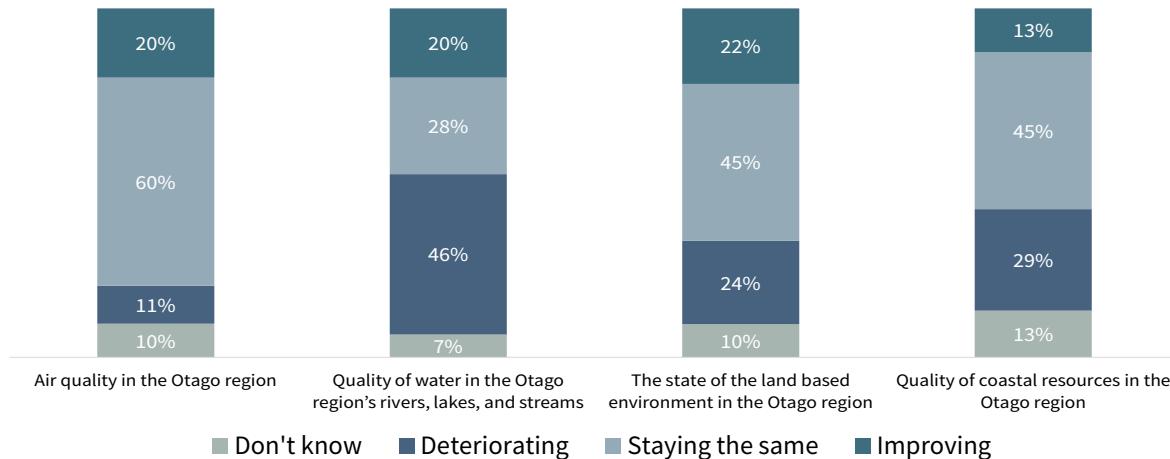
There were limited differences between districts with regards to respondents' impressions of ORC's delivery with no significant differences observed on any measures.

REPUTATION

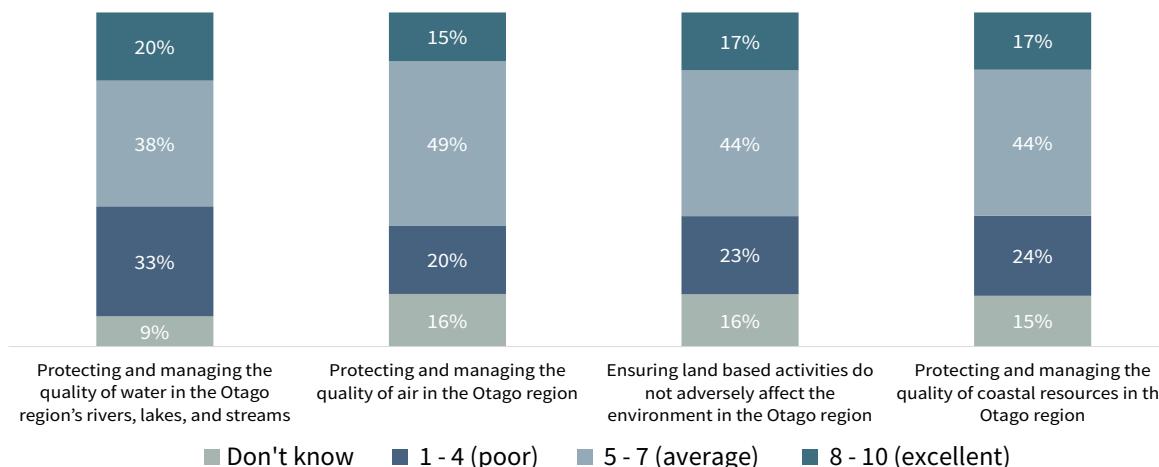
With regards to reputation, respondents from Central Otago District displayed the highest level of pride about living in the Otago region, while those living in Dunedin City appeared to have the lowest level of pride. Respondents from Queenstown Lakes District provided the highest rating for trusting the information that ORC provided and were less likely to rate the council poorly for measures relating to trustworthiness and reputation. Respondents in Waitaki District also provided relatively strong ratings for the council having a good reputation. In comparison, respondents from Dunedin were more likely to rate the council's reputation poorly.

Waitaki: Perceptions

STATE OF ENVIRONMENT

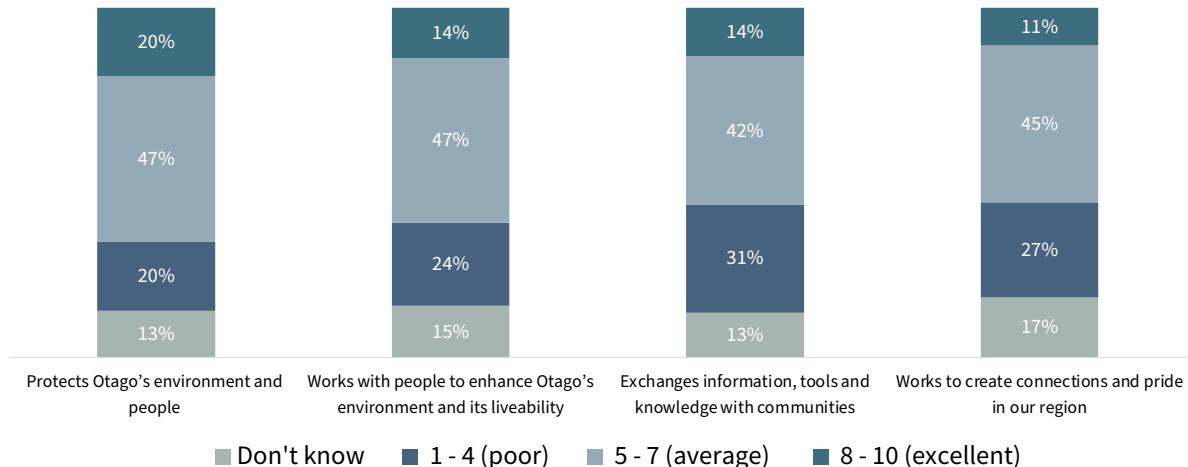


PERFORMANCE

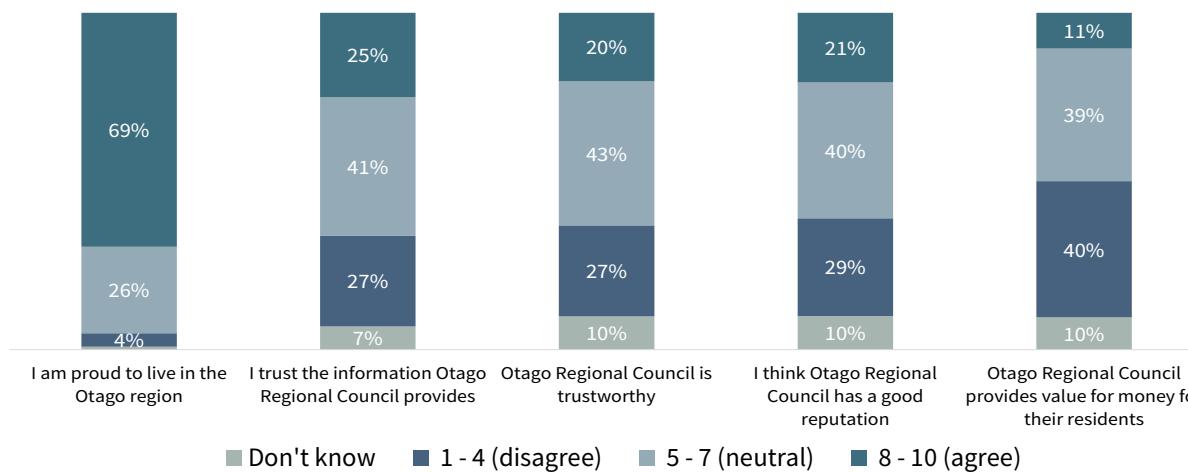


Waitaki: Perceptions

DELIVERY

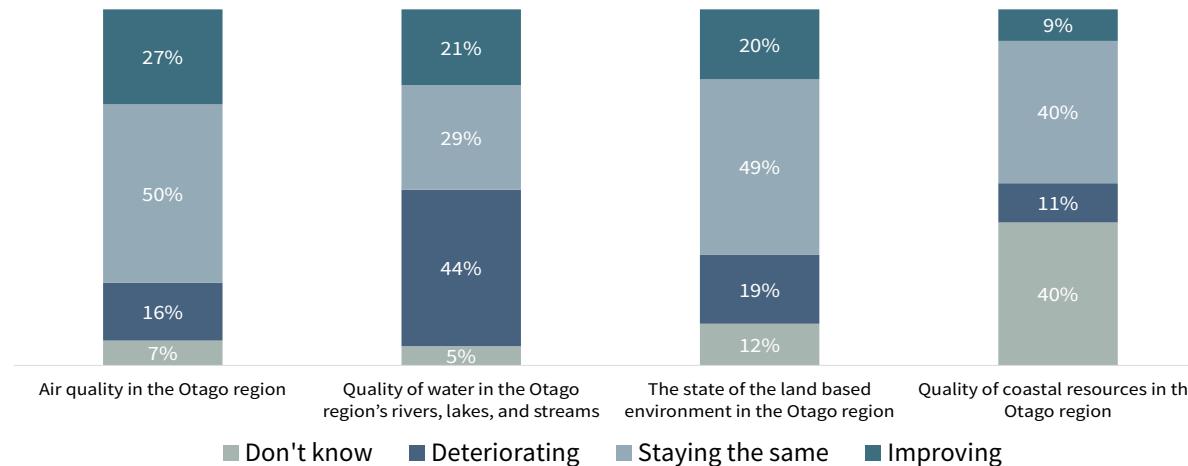


REPUTATION

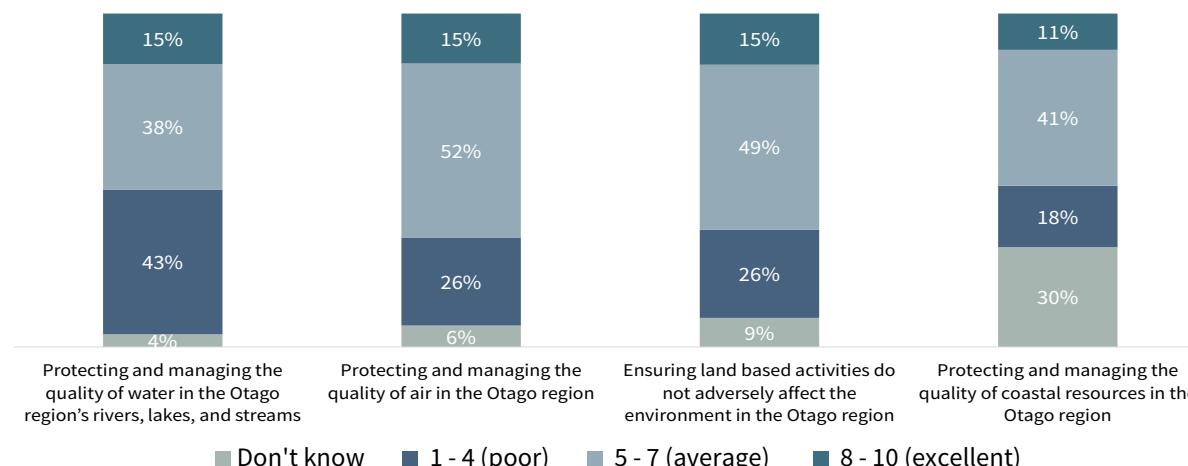


Central Otago: Perceptions

STATE OF ENVIRONMENT

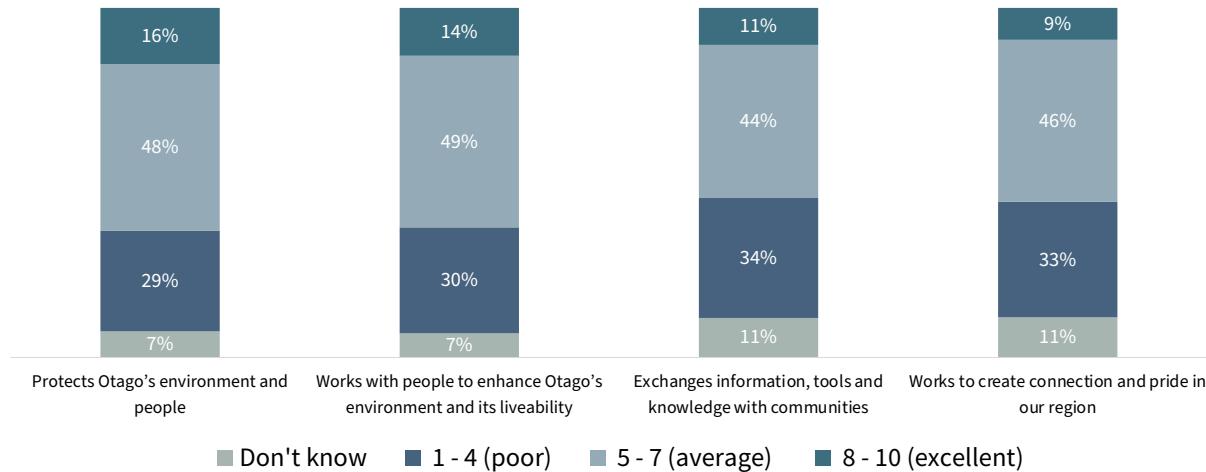


PERFORMANCE

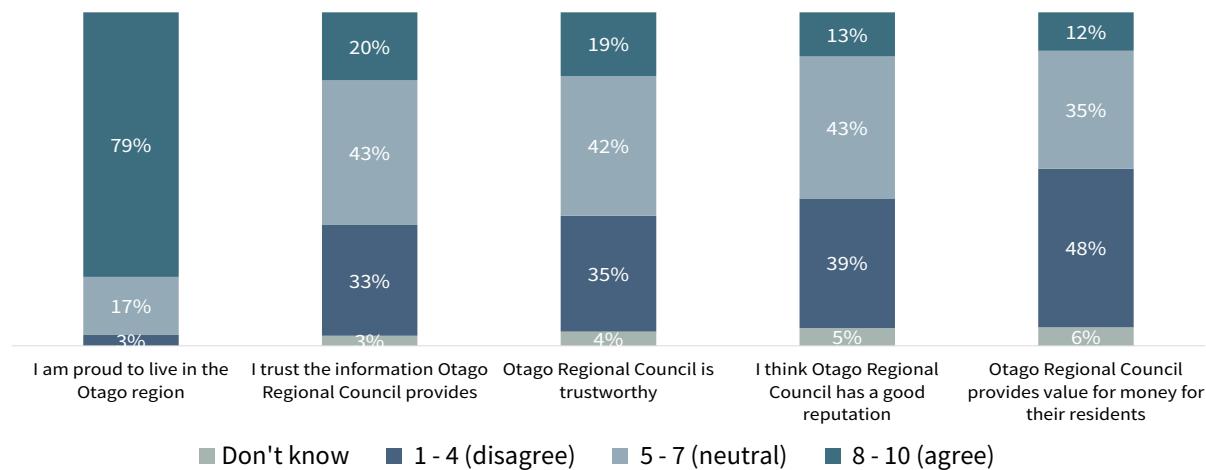


Central Otago: Perceptions

DELIVERY

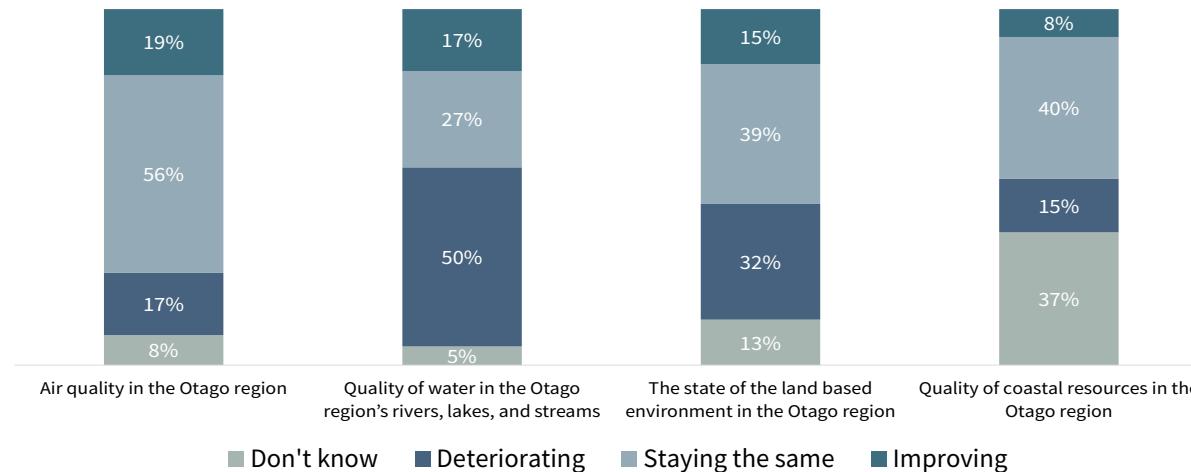


REPUTATION

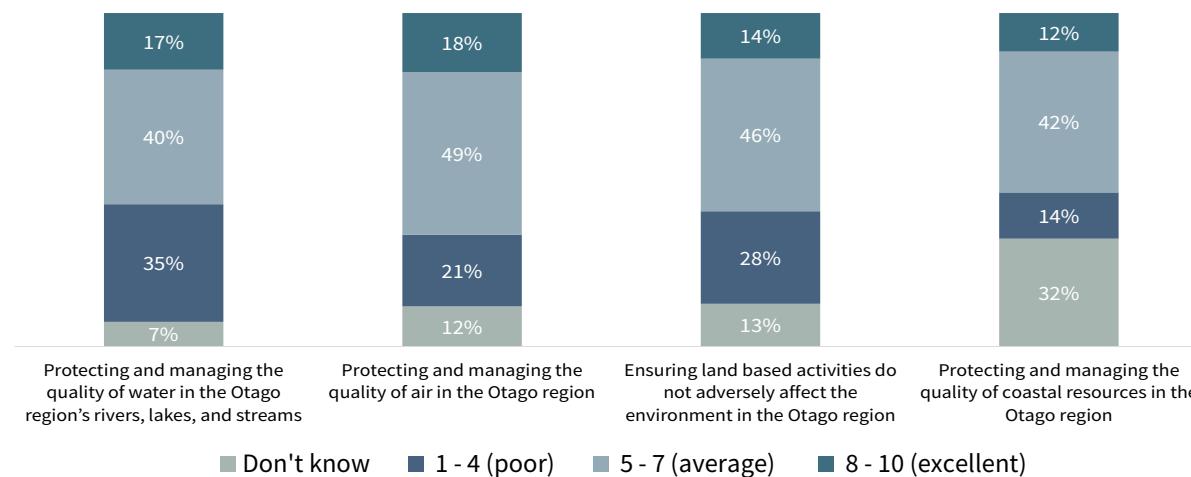


Queenstown Lakes: Perceptions

STATE OF ENVIRONMENT

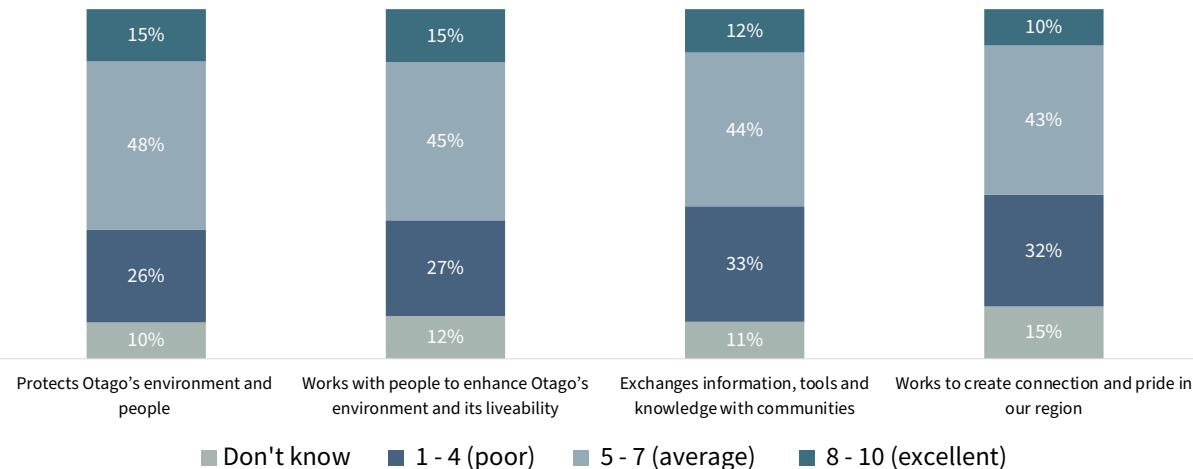


PERFORMANCE

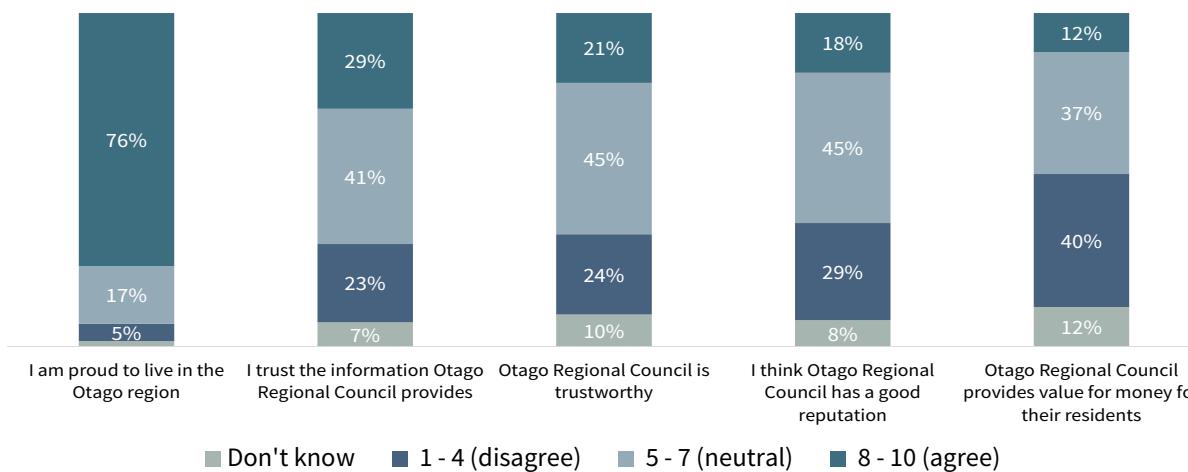


Queenstown Lakes: Perceptions

DELIVERY

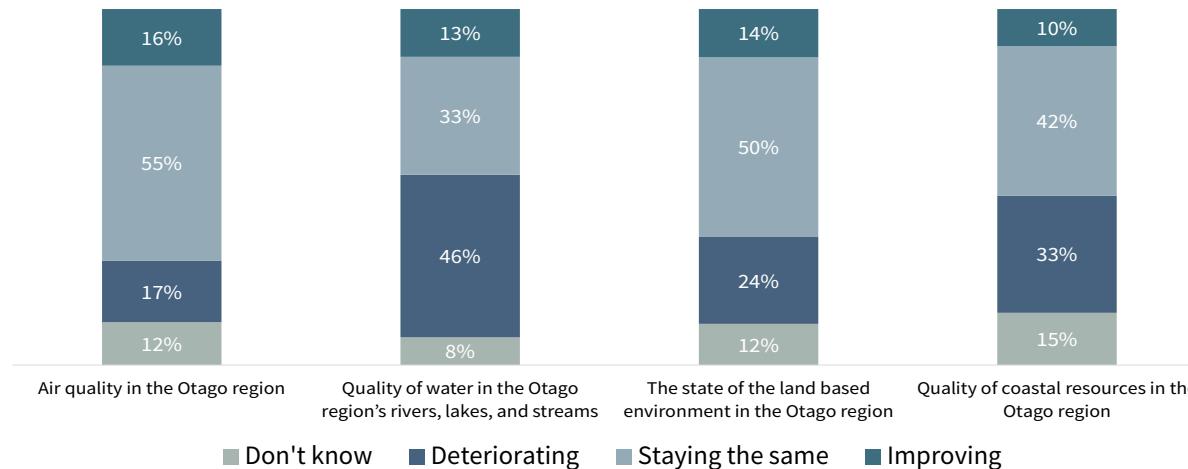


REPUTATION

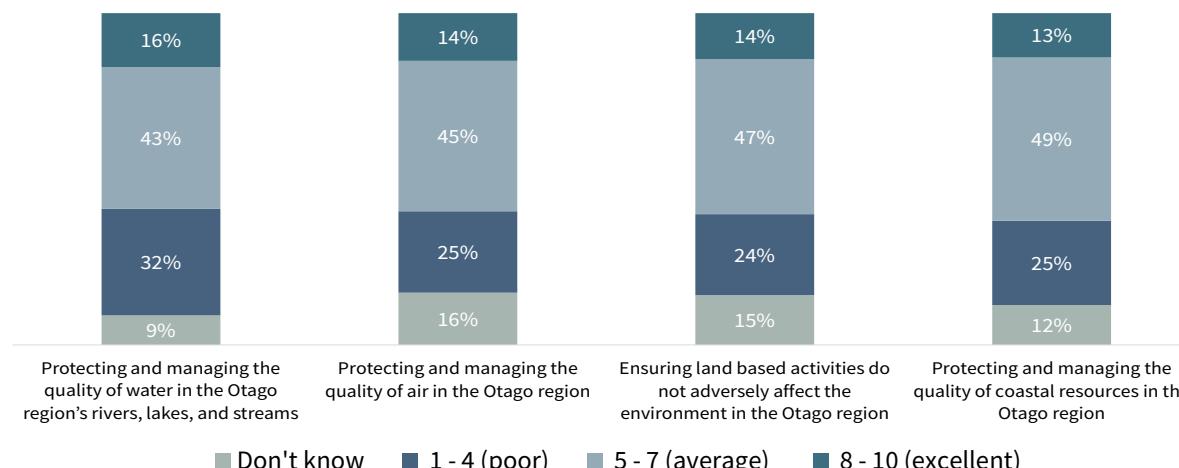


Dunedin: Perceptions

STATE OF ENVIRONMENT

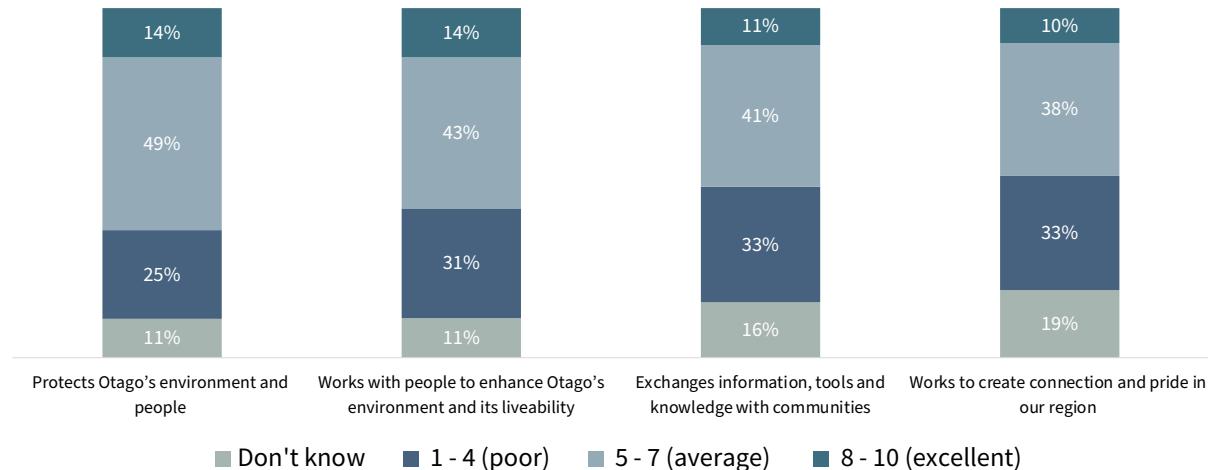


PERFORMANCE

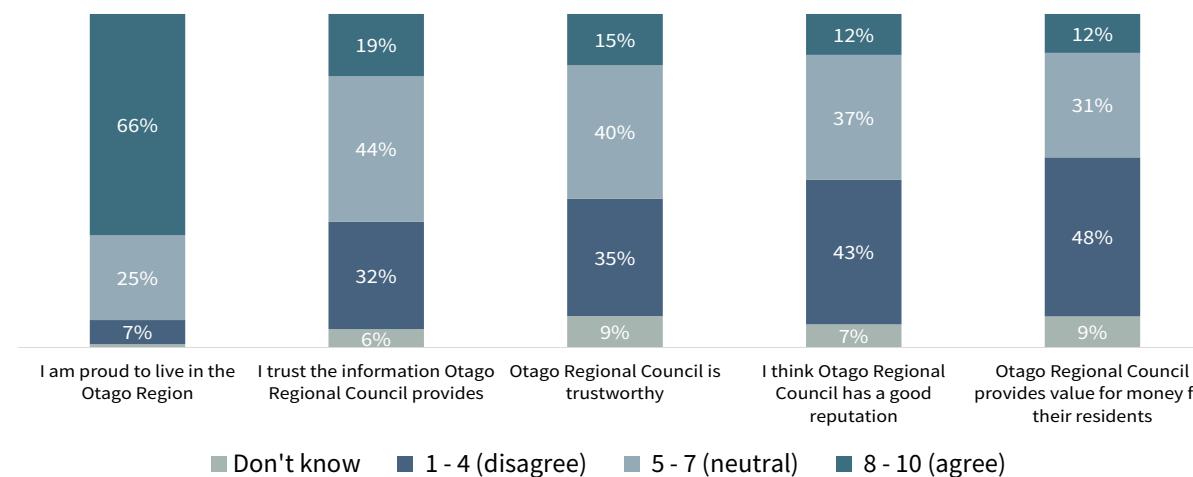


Dunedin: Perceptions

DELIVERY

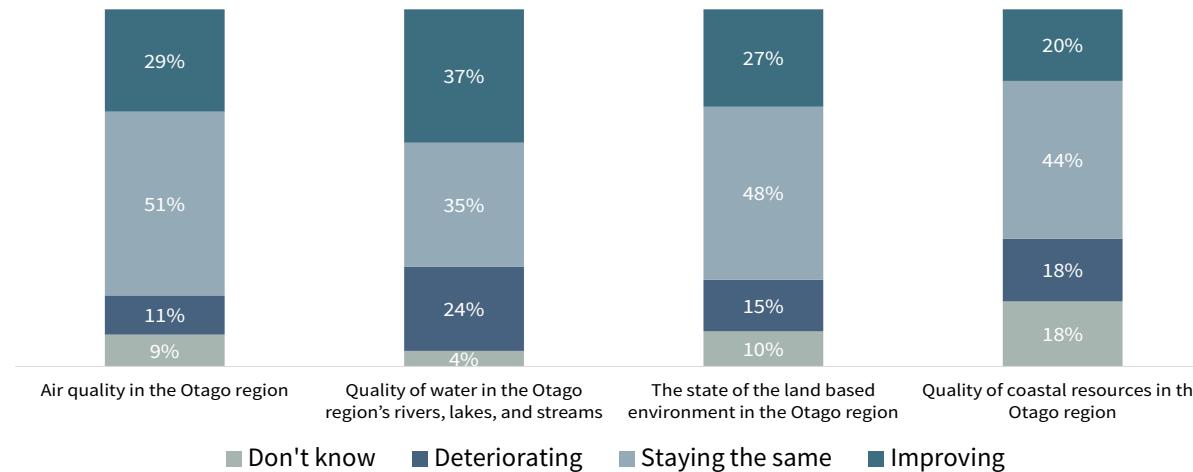


REPUTATION

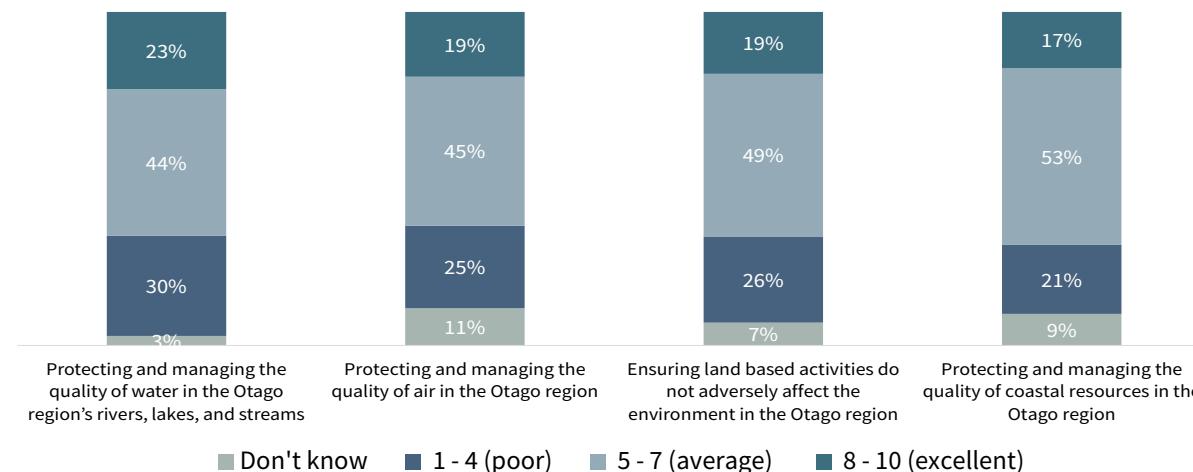


Clutha: Perceptions

STATE OF ENVIRONMENT

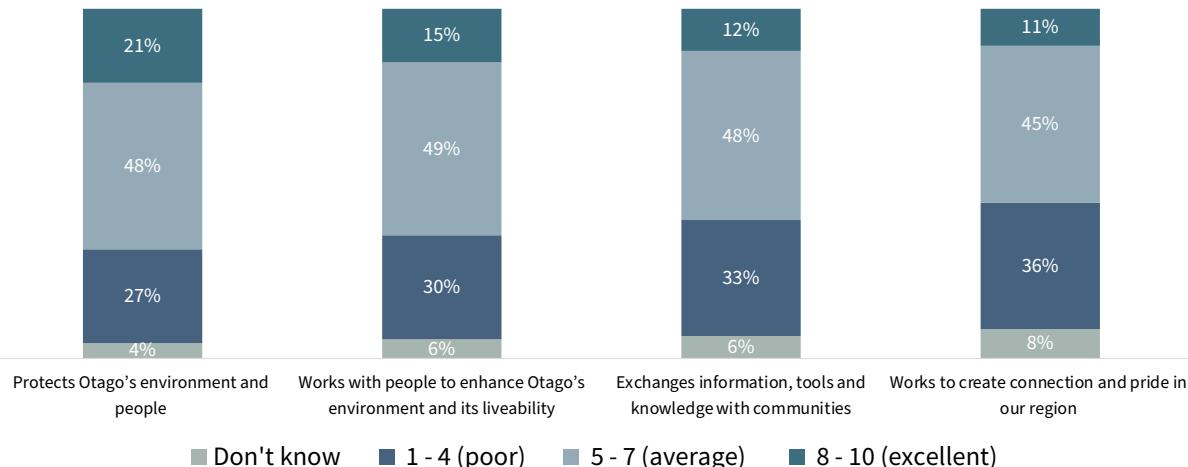


PERFORMANCE

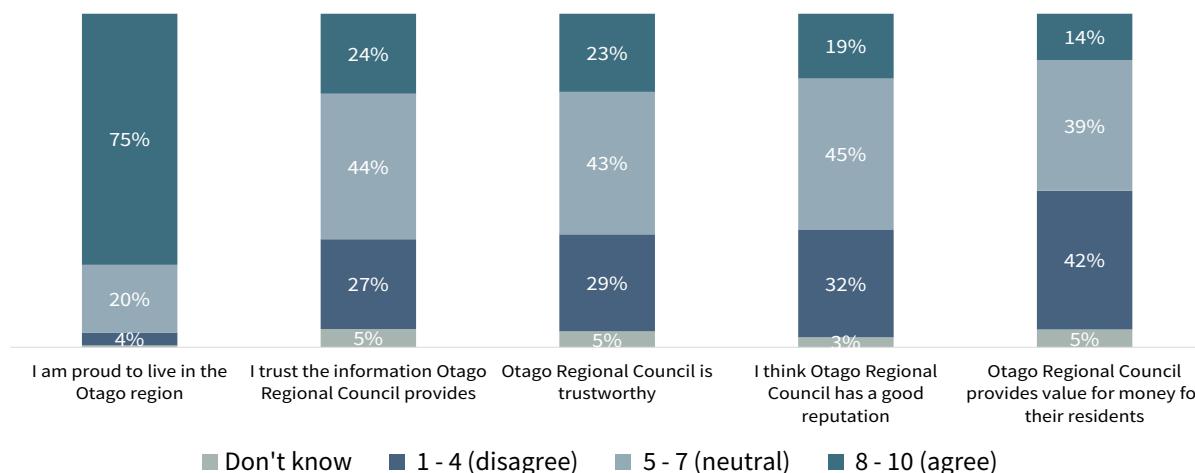


Clutha: Perceptions

DELIVERY

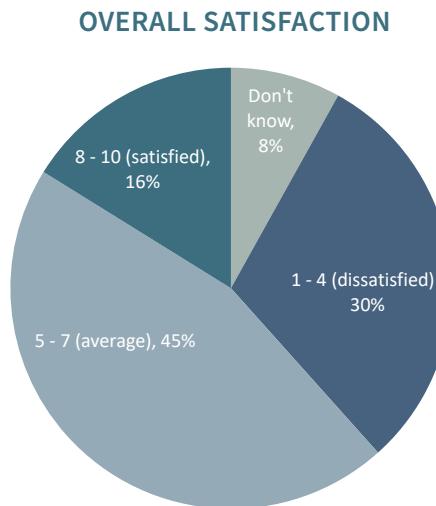


REPUTATION



Overall Satisfaction

Respondents were asked to provide an overall satisfaction rating for how well ORC services the region as a whole. Across these responses, 16% indicated they were satisfied (8-10 out of 10), 45% provided an average rating (5 - 7 out of 10), and 30% provided a dissatisfied rating (1 - 4 out of 10). Eight percent were unsure how to respond. The distribution of satisfaction responses appeared similar across the different districts with no significant differences noted.



"I think by having a top heavy bureaucracy they're missing the point they are supposed to be employed by the public to help us make decisions and they're asking for more money and they don't seem to be addressing the real issues which bother the average New Zealander."
– Waitaki Resident

OVERALL SATISFACTION BY AREA

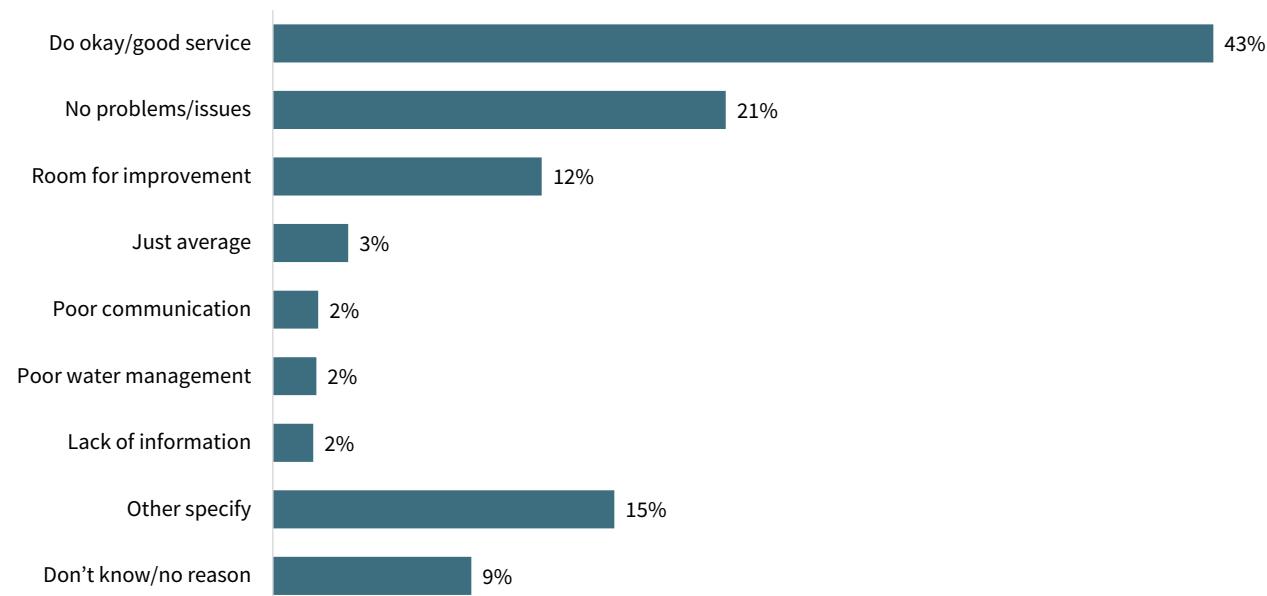
	Waitaki	Central Otago	Queenstown Lakes	Dunedin	Clutha
Sample size	300	300	340	460	300
8 - 10 (satisfied)	19%	16%	17%	15%	19%
5 - 7 (average)	44%	48%	50%	42%	48%
1 - 4 (dissatisfied)	27%	31%	26%	33%	28%
Don't know	10%	5%	7%	9%	5%

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 n=1,700

Satisfied Ratings

Respondents were asked why they provided the satisfaction rating they had given. The majority of those who were satisfied with ORC indicated that ORC provided a good service (43%) and that they had no problems or issues with the council (21%). However, 12% of these respondents indicated that there was some room for improvement.

REASONS FOR SATISFIED RATINGS



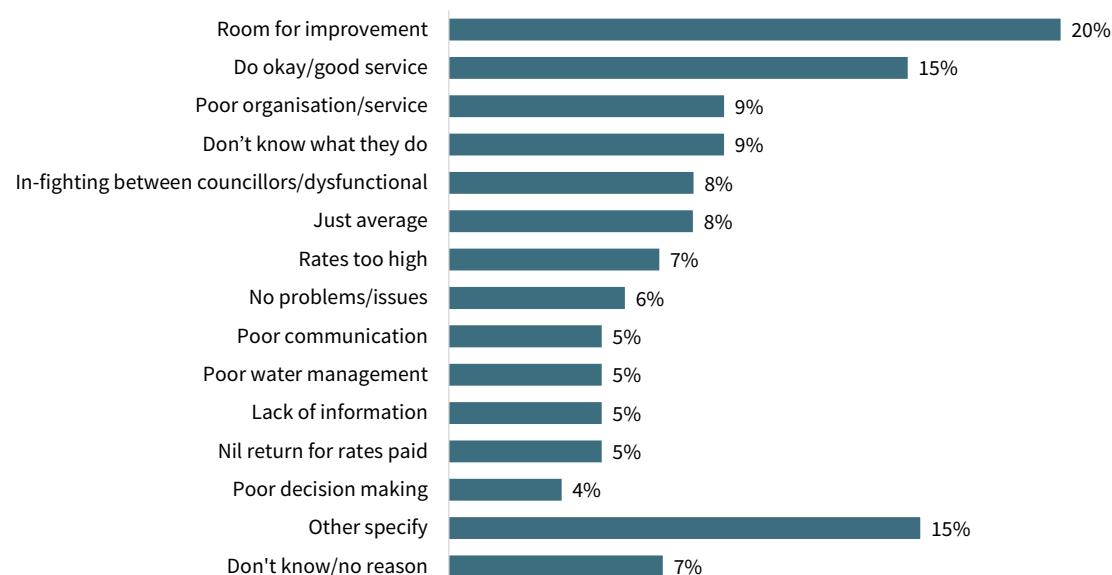
"Consultation processes are thorough and helpful considering how complicated and time consuming things like the RMA can be" – Dunedin Resident

Why do you say that? Base n=268

Average Ratings

Respondents who provided an average rating felt that there was room for improvement at ORC (20%), that ORC was a poor organisation (9%), or that they were unsure what the council did (9%). At a slightly lower level, 8% of respondents noted the in-fighting amongst councillors and/or that the performance was 'just average'. A further 7% felt that the rates were too high while 5% noted a lack in communication. However, 15% of these respondents noted that the council provided a good service and a further 6% indicated that they had no issues with the council.

REASONS FOR AVERAGE RATINGS



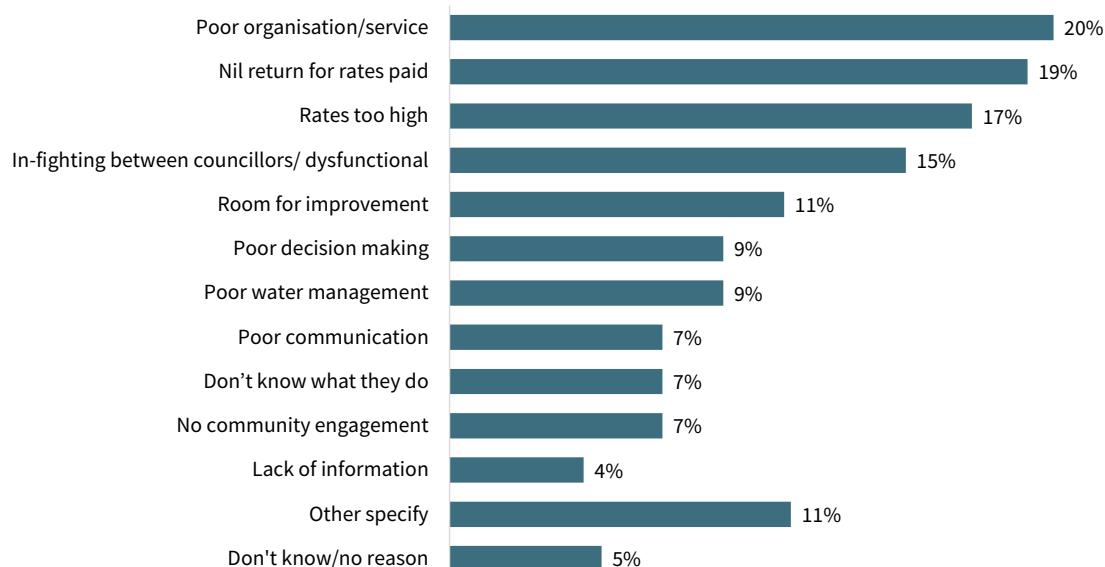
"ORC does not seem very engaged in my area. I reached out to the council once and received a poor response. Water and air are very important, but very little visible work is being done around that." – Clutha Resident

Why do you say that? Base n=782

Dissatisfied Ratings

Respondents who provided a dissatisfied rating indicated that they felt the council was a poor organisation (20%), they there was little return for their rates (19%), and that their rates were too high (17%). Fifteen percent of these respondents noted the in-fighting between the councillors and 11% noted that there was room for improvement.

REASONS FOR DISSATISFIED RATINGS



"In North Otago we pay a large amount of ever increasing rates to the ORC but see little progress or development in regards to the things that are needed in our area."
- Waitaki Resident

Why do you say that? Base n=508

Satisfaction Analysis

When looking across the different levels of satisfaction, some differences between the responses provided around the different levels of satisfaction were observed.

Those who were satisfied with ORC were much less likely to be Pākehā, and were much more likely to be Asian. This group were also more likely to indicate that they felt that all the environmental areas are improving and that ORC has responded to environmental issues very well (40%). Satisfied respondents were higher users of Internet based resources (24%) and lower users of traditional media (15%). This group appeared to base their positive opinion on ORC's performance due to the fact that, for the most part, they see very few issues with the region's environment with comments typically as follows:

"We have areas where they could improve. But overall I think they are doing a pretty good job." - Clutha Resident

Respondents who provided average satisfaction ratings included a significant number of responses which demonstrated a lack of awareness in terms of the role that ORC has. It is also interesting to note a number of comments within this group which related to needing improvements in areas that were outside of ORC's remit, particularly community based facilities, roads, and waste, suggesting a lack of awareness amongst this audience which possibly leads to a misinformed "average rating". While it was clear that some respondents were confused between local and regional entities, others within this satisfaction band were very clear about which council they were rating, with comments relating to specific improvements.

"I think they could do better, I'm frustrated my rates increased I haven't seen an overall improvement in my area, my awa is currently in the ORC's hands for consent for the new tip...they are spending money on new office buildings. I have, however, noticed they check the water quality of our awa regularly." - Dunedin Resident

Those respondents who provided a low satisfaction were much less likely to say that the environmental areas in Otago were improving and 76% felt that ORC has responded to environmental issues poorly. This group were more likely to indicate that they do not get any information about ORC (13%) and were higher users of traditional media (22%). This group appeared to be concerned with spend related issues and perceptions of value for money received for their rates paid with comments commonly referencing the lack of return despite increasing rates. Further to this, those who were dissatisfied with the council also indicated that they were unhappy with how the council has functioned generally and this appears to have heavily influenced their ratings of ORC's delivery.

"ORC rates keep rising, while very little change for the good is evident. In-fighting and extravagant spending does nothing to promote confidence in the organisation as a whole." - Dunedin Resident

Perceptions Summary

1.

There is a high level of service satisfaction with public transport amongst users, however satisfaction is lower with other services.

2.

Dunedin residents have poorer views of the council's reputation with respondents from Queenstown Lakes rating this area the highest.

3.

The majority of respondents rate ORC's delivery and management of environmental resources average or poorly.

4.

Overall satisfaction is relatively low with one third of respondents dissatisfied with ORC. This appears to be driven by perceptions of poor value for rates and also the poor functioning of the council.

5.

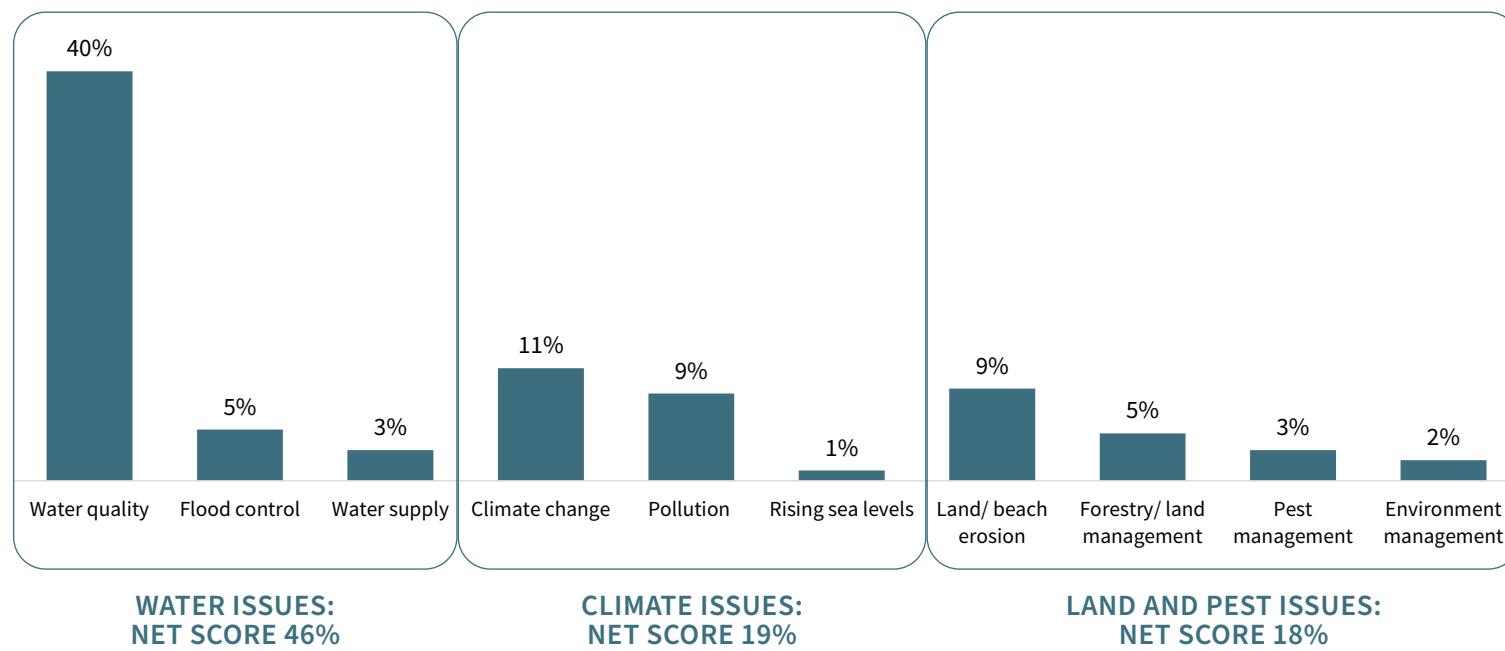
Clear confusion amongst respondents as to the role the council has is seen particularly amongst those who provide average satisfaction ratings.

Expectations

Environmental Issues

Respondents were asked to identify the most important environmental issue facing the Otago region. At an overall level, 46% of respondents mentioned an issue with water, predominantly driven by water quality. Nineteen percent noted an issue relating to climate and 18% mentioned issues which related to land and pests. Although not shown below, 7% of respondents were unsure how to answer this question.

MOST SIGNIFICANT ENVIRONMENTAL ISSUE (TOP THREE AREAS)

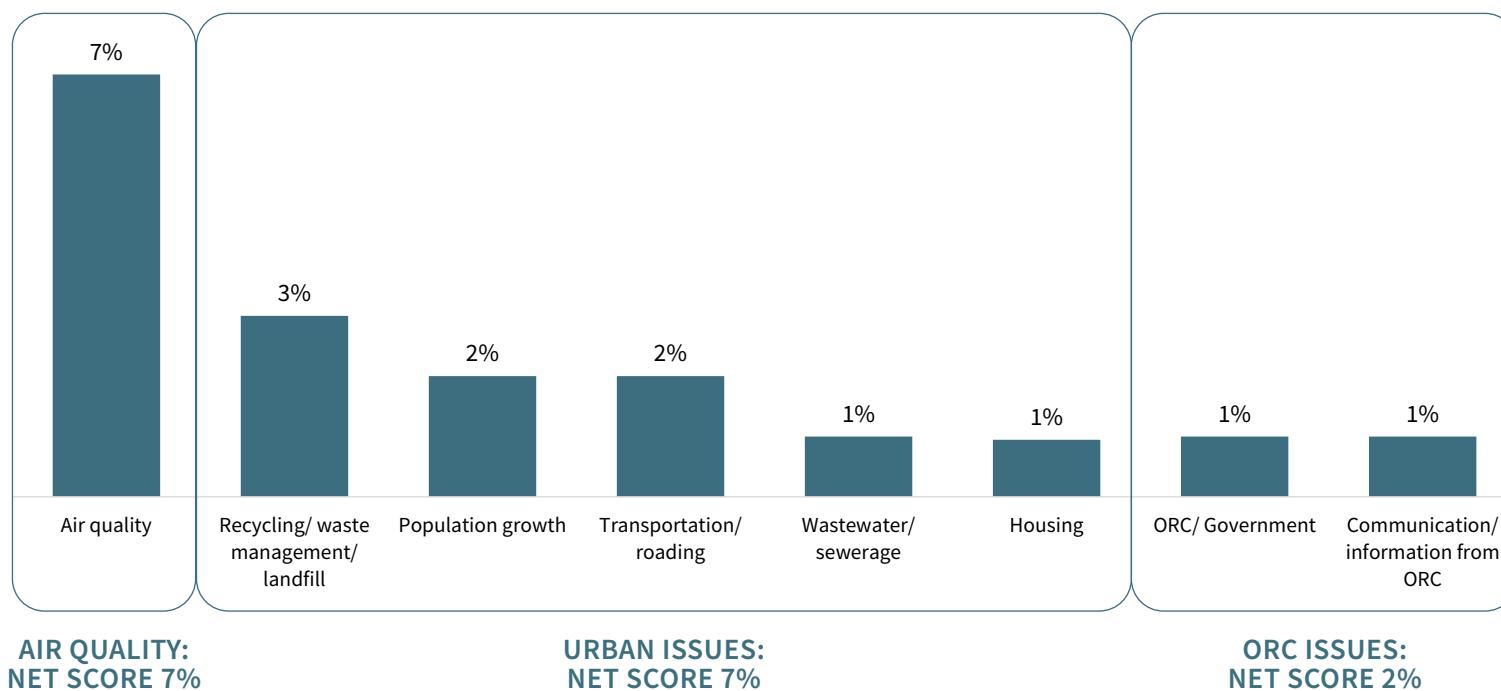


What do you think is the most important environmental issue facing the Otago Region today? Base n=1,700

Environmental Issues

At a lower level, 7% of respondents felt that air quality was the most significant environmental issue facing the region, while 7% mentioned an issue relating to urban living. Two percent of respondents mentioned an issue related to ORC.

MOST SIGNIFICANT ENVIRONMENTAL ISSUE (ALL OTHER AREAS)



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

Environmental Issues

Differences were observed across the districts with regards to the most important environmental issue for the Otago region. Respondents from Central Otago were more likely to state water issues (60%) and were less likely to state issues relating to climate (9%). The opposite pattern of responding was observed for Dunedin respondents who were more likely to state that climate issues were important (24%) and had a lower focus on water issues (42%). Respondents from Queenstown Lakes were less likely to mention climate issues (14%) and had a heavier focus on issues relating to urban development (10%).

MOST IMPORTANT ENVIRONMENTAL ISSUE BY AREA (NET RESULTS)

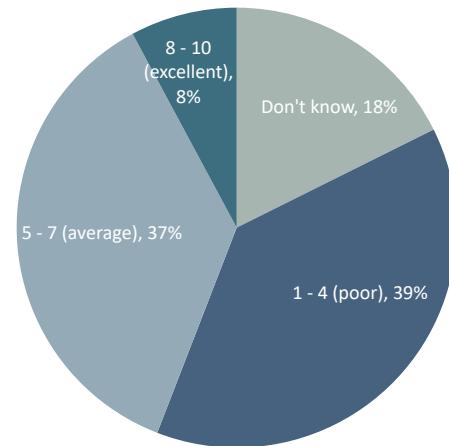
	Waitaki	Central Otago	Queenstown Lakes	Dunedin	Clutha
Sample size	300	300	340	460	300
Water issues	49%	60% ↑	51%	42% ↓	48%
Climate issues	13%	9% ↓	14% ↓	24% ↑	12% ↓
Land and pest issues	22%	13%	15%	20%	16%
Air issues	3% ↓	7%	6%	8%	6%
Urban issues	5%	4%	10% ↑	6%	4%
ORC issues	1%	1%	1%	2%	3%
Other	22% ↑	20% ↑	27% ↑	3% ↓	29% ↑
Don't know	7%	8%	3% ↓	8%	7%

What do you think is the most important environmental issue facing the Otago Region today?

Environmental Response

Respondents were asked to rate ORC's response to the environmental issue they noted on a scale of 1 - 10. Thirty-nine percent of respondents rated ORC's response as poor (rating of 1 - 4 out of 10), 37% rated the response as average (5 - 7 out of 10), and 8% rated the response as excellent (8 - 10 out of 10). Eighteen percent were unsure how to respond to this question. Responses were similar across districts, although Dunedin respondents were more likely to be unsure how to respond than other areas.

SATISFACTION WITH RESPONSE TO ISSUE



"There are some areas where there is difficulty to remedy the issues, the vast percentage they are doing well hence it reduces the score to 7 or 75% instead of a perfect 100%"
Clutha Resident

SATISFACTION WITH RESPONSE TO ISSUE BY AREA

	Waitaki	Central Otago	Queenstown Lakes	Dunedin	Clutha
Sample size	300	300	340	460	300
8 - 10 (excellent)	8%	9%	10%	7%	13%
5 - 7 (average)	42%	40%	34%	37%	36%
1 - 4 (poor)	38%	44%	43%	36%	37%
Don't know	12%	7% ↓	14%	20% ↑	14%

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 n=1,663

Environmental Response

When ORC's response is looked at by the environmental issue, it appears that those respondents who stated that a water issue was the most pressing environmental issue were more likely to rate ORC's response poorly (44%). The highest rating comes from those respondents who stated that climate issues were the most significant issue, with 9% satisfaction.

SATISFACTION WITH RESPONSE TO ENVIRONMENTAL ISSUE BY ISSUE (NET)

	Water	Climate	Land and Pest	Air	Urban	ORC
Sample size	849	252	292	109	97	15
8 - 10 (excellent)	8%	9%	7%	8%	8%	2%
5 - 7 (average)	39%	41%	36%	50%	33%	33%
1 - 4 (poor)	44% ↑	32%	43%	34%	40%	40%
Don't know	9% ↓	18%	14%	8%	19%	25%

What do you think is the most important environmental issue facing the Otago Region today?

Demographic Analysis

ISSUES OF CONCERN

- Younger respondents were more likely to mention that climate issues (24%) were an area of concern, and were less likely to note water issues (37%) as concerning.
- Respondents aged 40-64 were more likely to mention water issues (53%) as an area of concern.
- Asian respondents were less likely to note water issues (30%) and were more likely to state that they did not know what the most important environmental issue was (18%).
- Students were more likely to mention climate issues as an area of concern, particularly rising sea levels (7%).
- Urban residents were more likely to mention rising sea levels (2%) and land and beach erosion (10%).



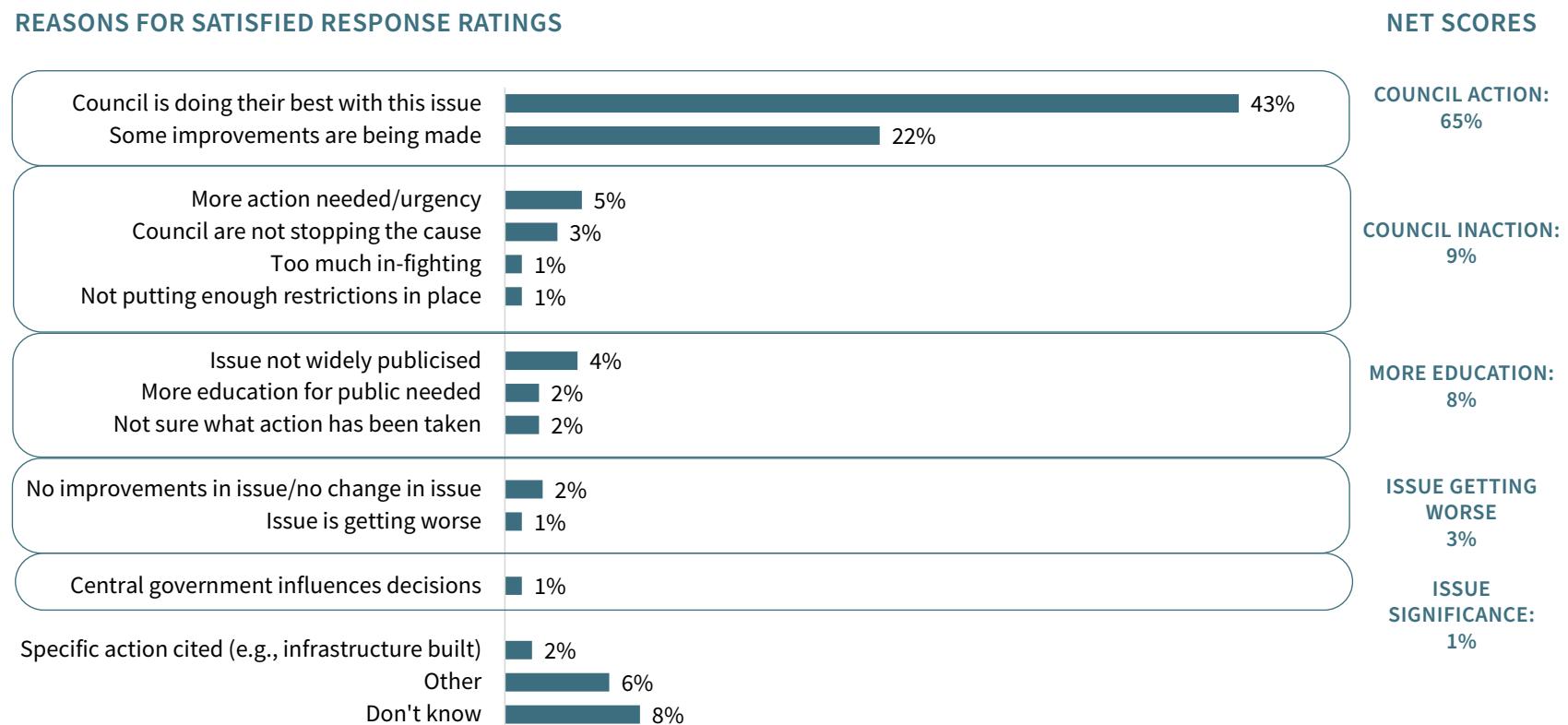
SATISFACTION WITH THE RESPONSE

- Females were less likely to know how to rate ORC's response to the environmental issue they mentioned (21%).
- Respondents under the age of 39 years were less likely to rate ORC's response poorly (33%) and were more likely to state that they didn't know how to rate ORC's response (21%).
- Pākehā respondents were less likely to rate ORC's response to the environment issue as excellent (7%), and were more likely to rate the response poorly (40%). Māori respondents were more likely to state that they don't know how to rate ORC's response (30%), while Pacific and Asian respondents were more likely to rate ORC's response as excellent (49% and 21% respectively).

Response: Excellent Ratings

Respondents were asked to provide a reason for the ratings they had given about ORC's response to the environmental issue. Those who said ORC's response was excellent (rating of 8 - 10 out of 10) stated that they felt that the council was doing the best they could with the issue (43%) and that some improvements in the issue had been made (22%). However, these respondents also noted that there was some inactivity on the environmental issue (net 9% of responses) and that more education is needed (net 8% responses).

REASONS FOR SATISFIED RESPONSE RATINGS

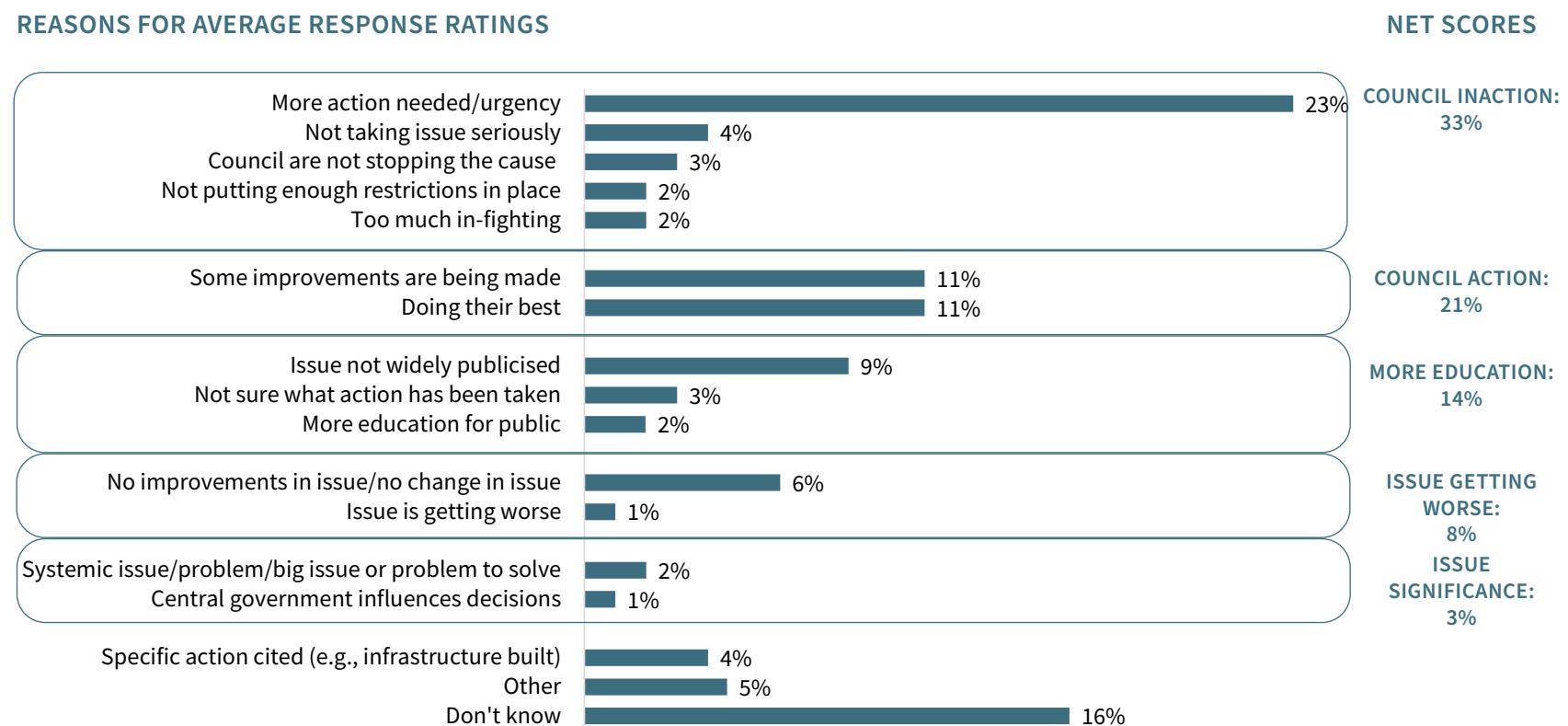


Why do you say that? Base n=115

Response: Average Ratings

Those respondents who provided an average rating (5 - 7 out of 10) indicated that while they felt ORC had taken some steps to improving the issue (net 21% council action), council still need to act with greater urgency and take more action (net 33%). Fourteen percent (net) of these respondents noted that there needed to be more education on the issues and 8% (net) noted that there was a decline in the issue.

REASONS FOR AVERAGE RESPONSE RATINGS

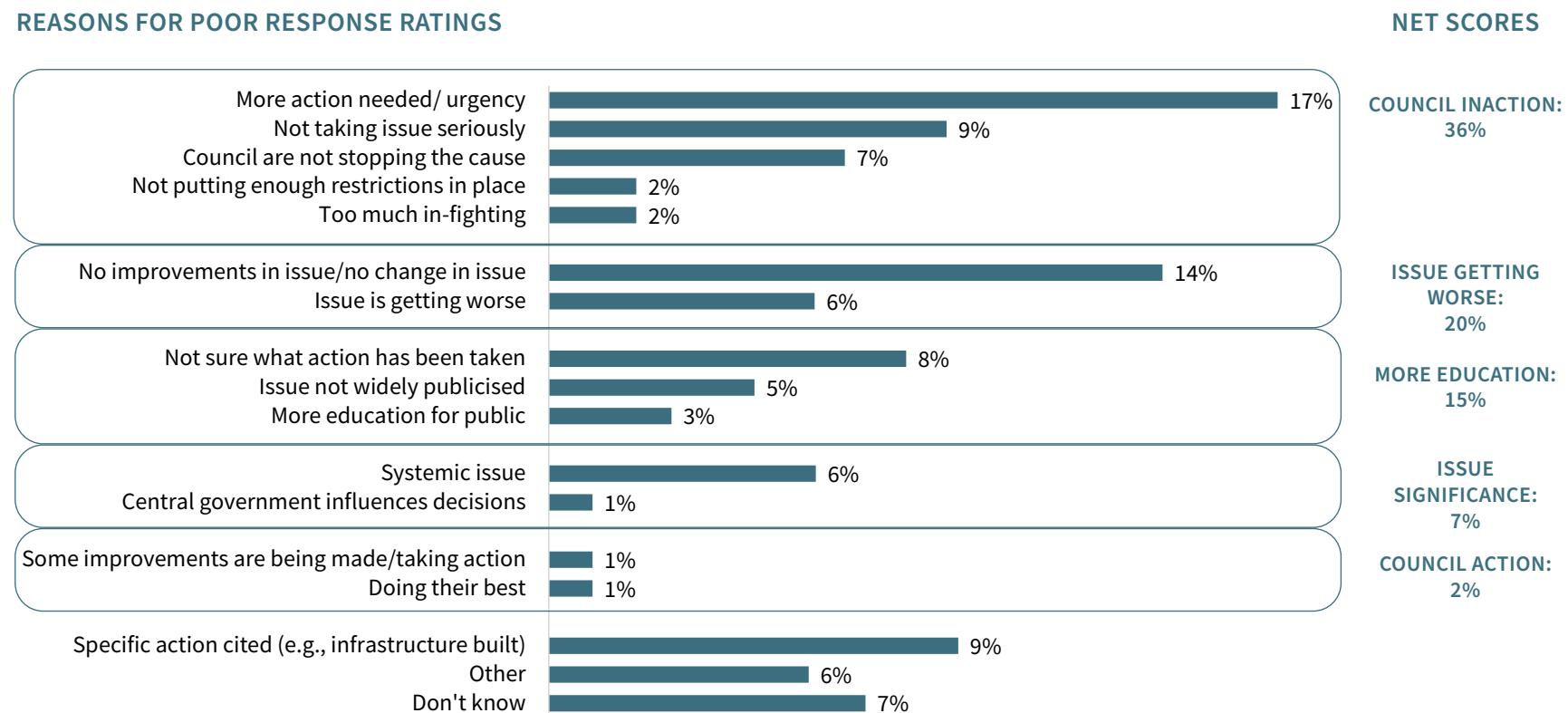


Why do you say that? Base n=532

Response: Poor Ratings

Respondents who rated ORC's response to the environmental issue poorly stated that council inactivity was the primary reason for their rating (net 36%) and that they felt the issue was getting worse (net 20%). Fifteen percent of respondents noted that there needed to be greater education about the issue. Interestingly, 7% indicated that the environmental issues they spoke of were significant in nature, and that solutions were potentially broader than just at a local level.

REASONS FOR POOR RESPONSE RATINGS



Why do you say that? Base n=561

Response: By Issue

The table below shows the environmental issue (top row) by the reason a respondent provided this rating. While this does not show the rating respondents provided, some patterns can be observed. Across all issues the primary reason a respondent provided a given rating was due to council inactivity, this was particularly noted for issues which related to water, land and pests, or urban issues. Respondents who noted climate change as an issue were more likely to state that there needs to be more education needed around this issue (23%), and were slightly less likely to mention a specific action (3%).

REASON FOR RESPONSE TO THE ENVIRONMENTAL ISSUE BY ISSUE (NET)

	Water	Climate	Land and Pest	Air	Urban	ORC
Sample size	849	252	292	109	97	15
Council inaction	35%	26%	32%	25%	36%	21%
Council action	18%	18%	18%	15%	9%	11%
Issue is getting worse	16%	11%	14%	19%	9%	8%
More education needed	11%	23% ↑	14%	19%	6%	4%
Issue significance	4%	1%	7%	4%	9%	2%
Specific action cited	7%	3%	5%	4%	8%	0%
Don't know	7% ↓	16%	9%	11%	12%	64% ↑

What do you think is the most important environmental issue facing the Otago Region today?

Expectations Summary

1.

Water issues were considered to be the most significant environmental issue for the Otago region.

2.

Urban issues were particularly relevant to those in areas with population pressures while climate based issues were mentioned by younger respondents.

3.

ORC's response to issues across the board is considered relatively poor, however there was recognition that some issues were significant and that ORC was not the primary entity responsible for these solutions.

4.

Those who were satisfied with the response that ORC has made to the environmental issue mentioned that ORC were doing their best to solve the issue and there had been some improvements.

5.

Lack of action and not taking the issue seriously are considered the main reasons for dissatisfaction with ORC's response to the issue.

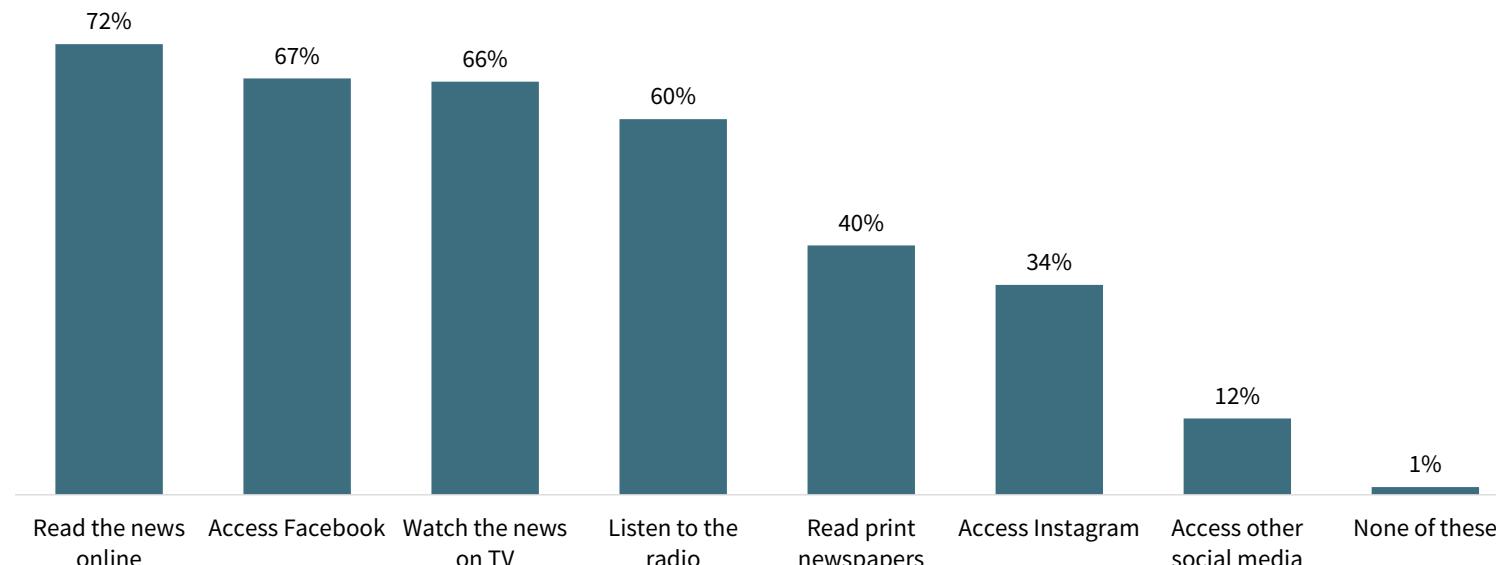


Engagement

Media Accessed

The most common media accessed by respondents was online news (72%), this was followed by Facebook (67%), TV news (66%), and listening to the radio (60%). Only 1% of respondents did not access media in any of these ways.

MEDIA ACCESSED REGULARLY



Which of the following do you regularly do? Base n=1,700

Media Accessed

When looking at area differences in media access, the results demonstrated that Dunedin residents were more likely to access online news (76%) and Instagram (37%) while respondents from more rural areas demonstrated a higher use of printed newspaper and TV news.

MEDIA ACCESSED REGULARLY

	Waitaki	Central Otago	Queenstown Lakes	Dunedin	Clutha
Sample size	300	300	340	460	300
Read the news online	58% ↓	65% ↓	77%	76% ↑	60% ↓
Access Facebook	65%	61%	66%	69%	64%
Watch the news on TV	75% ↑	70%	64%	64%	75% ↑
Listen to the radio	61%	66%	62%	58%	63%
Read print newspapers	54% ↑	52% ↑	46%	32% ↓	54% ↑
Access Instagram	20% ↓	23% ↓	39%	37% ↑	23% ↓
Access other social media	9%	13%	15%	11%	13%
None of these	2%	1%	1%	1%	1%

Which of the following do you regularly do?

Demographic Analysis

There were significant differences observed across demographic groups with regards to media access; for ease these have been shown in the tables below rather than in a graphic format.

Respondents under the age of 39 were far more likely to read news online (77%), access Facebook (82%), access Instagram (58%), or to access other social media channels (18%), predominantly Tik Tok, Snapchat, or Twitter. Respondents aged 40-64 years were more likely to watch the news on TV (74%) and to listen to the radio (65%). Respondents aged 65+ were more likely to watch the news on TV (89%) and to read print newspapers (73%).



MEDIA ACCESSED REGULARLY

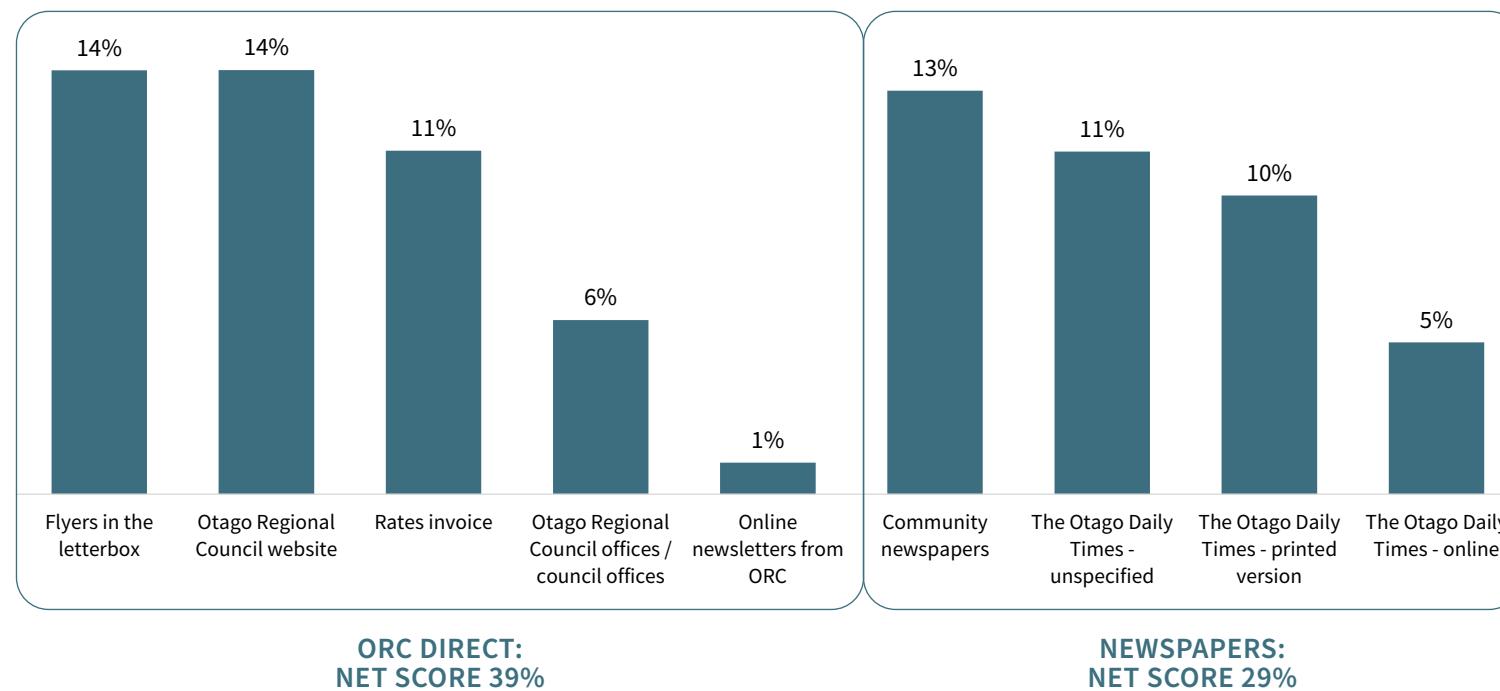
	Male	Female	Under 39	40-64	65+	Pākehā	Māori	Pasifika	Asian
Sample size	889	811	412	773	515	1518	76	12	60
Read the news online	70%	75%	77% ↑	74%	61% ↓	72%	89% ↑	89%	79%
Access Facebook	55% ↓	79% ↑	82% ↑	67%	37% ↓	67%	73%	25% ↓	70%
Watch the news on TV	72% ↑	61% ↓	47% ↓	74% ↑	89% ↑	68% ↑	64%	72%	50% ↓
Listen to the radio	64% ↑	57% ↓	53% ↓	65% ↑	65%	62% ↑	73%	81%	34% ↓
Read print newspapers	49% ↑	32% ↓	20% ↓	43%	73% ↑	42% ↑	41%	33%	13% ↓
Access Instagram	23% ↓	44% ↑	58% ↑	24% ↓	4% ↓	33%	53% ↑	55%	35%
Access other social media	13%	11%	18% ↑	9% ↓	6% ↓	12%	25% ↑	7%	20%
None of these	1%	1%	2%	1%	1%	1%	0%	0%	1%

Which of the following do you regularly do?

Information About ORC

When looking at information specifically about ORC, 39% of respondents accessed information directly from ORC publications with the most common being letterbox flyers or the website (both 14%). Twenty-nine percent accessed information about ORC from newspapers, with the most common form being community newspapers (13%). A net 19% of respondents accessed information about ORC from the Otago Daily Times in some form (not shown below). Twelve percent of respondents do not get any information from ORC.

WHERE INFORMATION ABOUT ORC IS SOURCED FROM

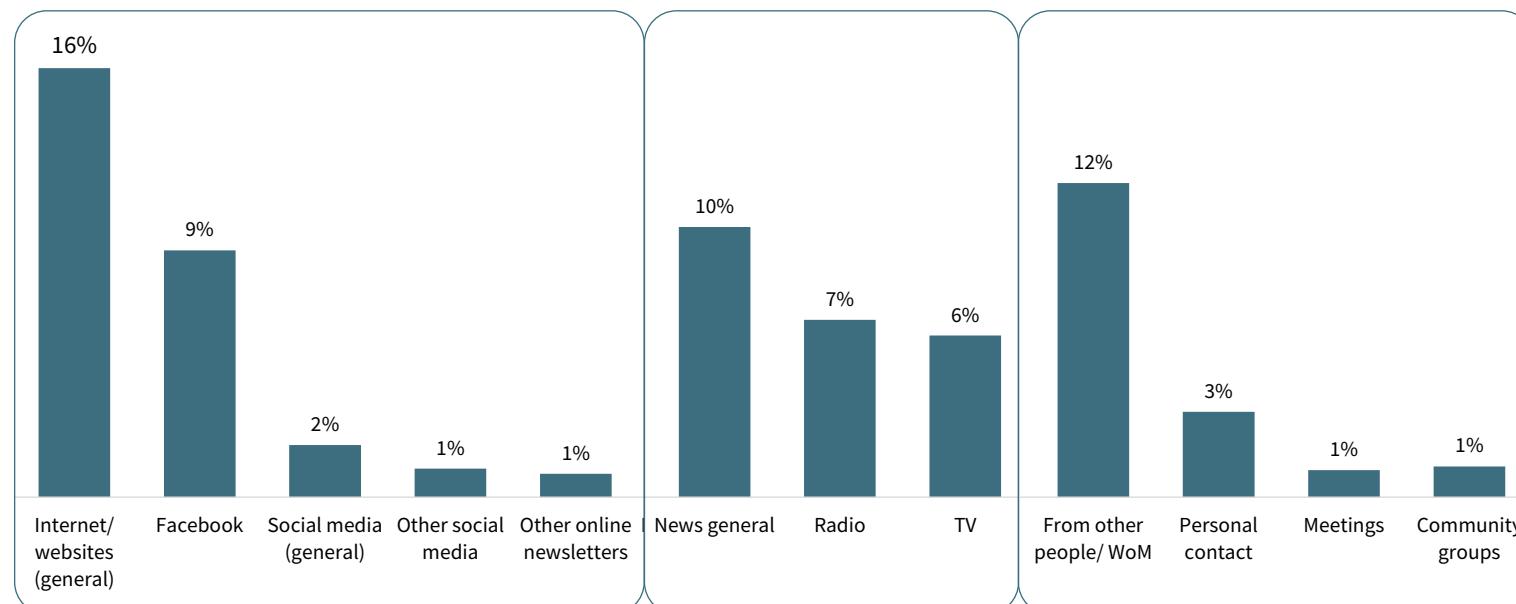


Please list all the places and people you get information about Otago Regional Council from? Base n=1,700

Information About ORC

When looking at other areas that information about ORC was sourced from, 27% of respondents used some form of online and social media. At a lower level, 19% used some form of traditional news media and 16% sourced information about ORC from other people or 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

Information About ORC

With regards to area differences, information directly from ORC appeared to be the primary place where most respondents sourced information about ORC from. The only exception to this was respondents from Central Otago who predominantly sourced information from newspapers. Dunedin respondents were also more likely to use traditional news media (24%) while Queenstown Lakes residents were less likely to do so (10%). Waitaki residents were less likely to look for content about ORC via online or social media channels (19%).

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

	Waitaki	Central Otago	Queenstown Lakes	Dunedin	Clutha
Sample size	300	300	340	460	300
ORC direct	41%	38%	37%	39%	41%
Newspapers	26%	42% ↑	30%	27%	28%
Online and social	19% ↓	23%	30%	29%	21%
Traditional news media	14%	17%	10% ↓	24% ↑	14%
Other people/personal contact	14%	18%	19%	14%	21%
I don't get any information from ORC	13%	8%	12%	12%	10%

Please list all the places and people you get information about Otago Regional Council from?

Demographic Analysis

Respondents aged 40-64 years were more likely to get information directly from ORC (44%), while those over the age of 65 were more likely to get information about ORC from newspapers (45%) or traditional news media (33%). Younger respondents were more likely to access this information online and through social media (36%), as were female respondents (31%).



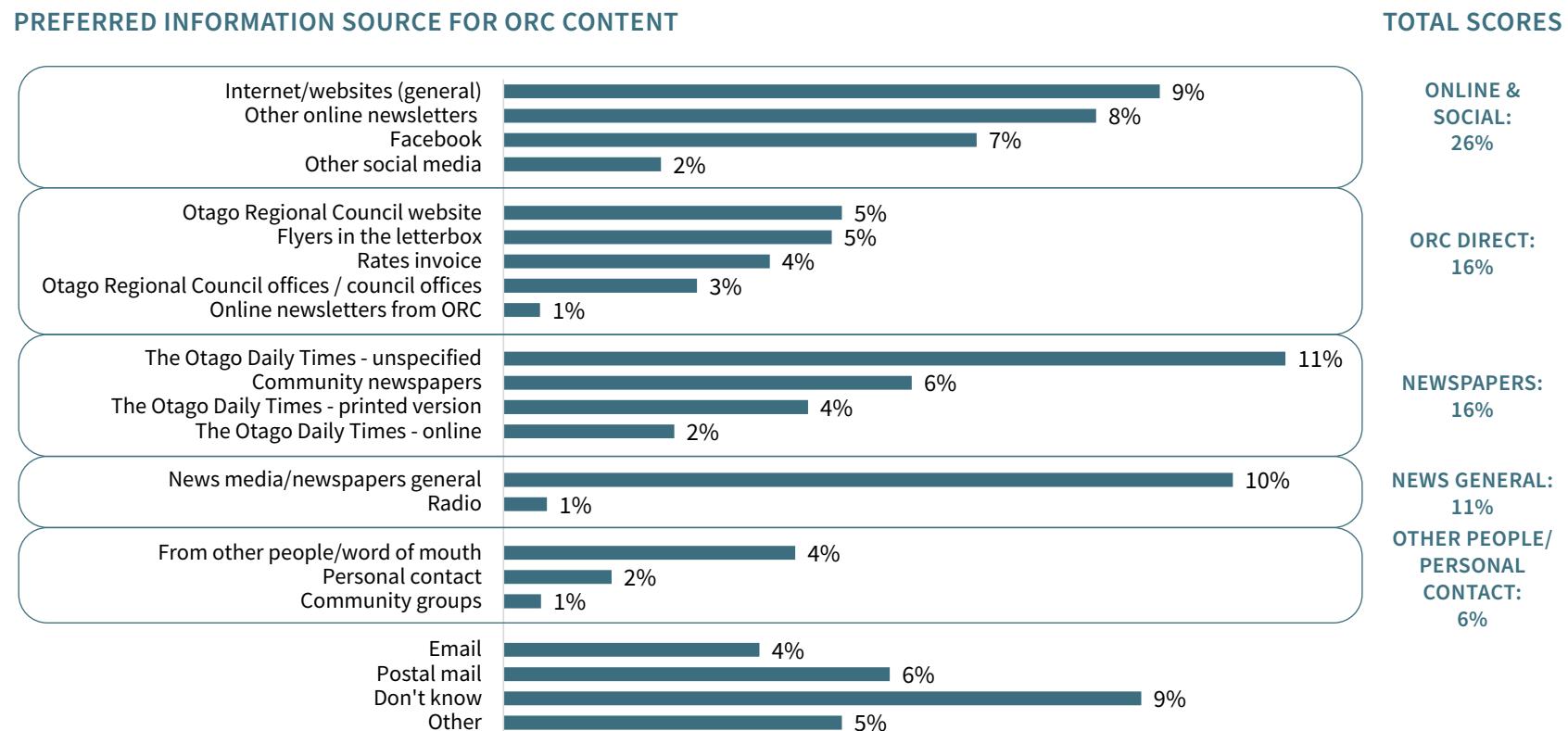
WHERE INFORMATION ABOUT ORC IS SOURCED FROM (NET SCORES)

	Male	Female	Under 39	40-64	65+	Pākehā	Māori	Pasifika	Asian
Sample size	889	811	412	773	515	1518	76	12	60
ORC direct	37%	40%	36%	44% ↑	34%	39%	35%	56%	42%
Newspapers	29%	28%	22% ↓	29%	45% ↑	30%	28%	22%	18%
Online and social	23% ↓	31% ↑	36% ↑	26%	11% ↓	26%	35%	28%	40%
Traditional news media	23% ↑	15% ↓	14% ↓	16%	33% ↑	20%	23%	17%	12%
Other people/personal contact	14%	17%	18%	13%	16%	16%	15%	9%	12%
I don't get any information from ORC	11%	12%	15%	11%	7% ↓	11%	10%	9%	11%

Please list all the places and people you get information about Otago Regional Council from?

Preferred Information Source

When asked which information source they preferred to get information about ORC from, respondents noted that online sources and social media were their preferred options (total 26%), particularly websites (9%) and online newsletters (8%). It is interesting to note that 10% also mentioned a direct contact either via postal mail or email (both spontaneous mentions).



Which of these is your most preferred form of receiving information from Otago Regional Council? Base n=1578

Preferred Information Source

When preferences were addressed by area, respondents from Central Otago held a greater preference for newspapers (27%) while respondents from Waitaki prefer to receive information from ORC directly (24%). Respondents from Dunedin have a stronger preference for online and social media (29%) and also traditional news media (14%). Respondents from Clutha also prefer to get information directly from ORC (26%) alongside from other people or through personal contact (12%).

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

	Waitaki	Central Otago	Queenstown Lakes	Dunedin	Clutha
Sample size	300	300	340	460	300
Online and social	18%	20%	27%	29% ↑	14% ↓
ORC direct	24% ↑	14%	19%	13% ↓	26% ↑
Newspapers	12%	27% ↑	16%	15%	13%
News general	9%	8%	6% ↓	14% ↑	7%
Other people/personal contact	8%	7%	9%	5% ↓	12% ↑

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

Demographic Analysis

PREFERRED SOURCE OF INFORMATION FOR ORC

Female respondents and those aged under 39 years were more likely to prefer to receive information about ORC from online or social media channels (30% and 37% respectively). Older respondents showed a greater preference for information from newspapers (28%) and the news in general (22%).



PREFERRED INFORMATION SOURCE FOR ORC CONTENT (TOTAL SCORES)

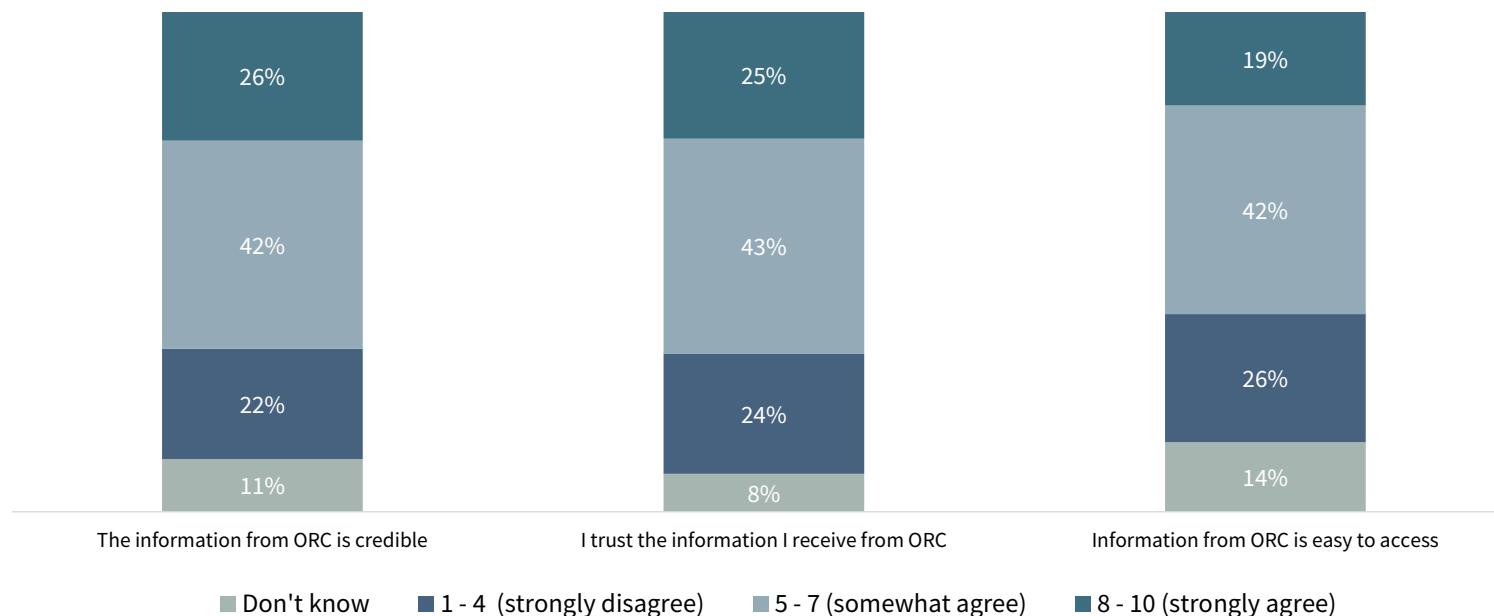
	Male	Female	Under 39	40-64	65+	Pākehā	Māori	Pasifika	Asian
Sample size	889	811	412	773	515	1518	76	12	60
Online and social	21% ↓	30% ↑	37% ↑	24%	8% ↓	24% ↓	36%	24%	45% ↑
ORC direct	17%	15%	15%	18%	15%	16%	17%	34%	18%
Newspapers	19%	13%	12%	15%	28% ↑	17%	18%	25%	11%
News general	13%	9%	6% ↓	11%	22% ↑	12%	5%	0%	7%
Other people/ personal contact	7%	5%	8%	5%	6%	7%	3%	0%	4%

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

Information from ORC

Respondents were asked to rate statements about the information they received from ORC on a 1 - 10 scale. With this, 26% of respondents strongly agreed that the information from ORC was credible and 25% strongly agreed that they trusted it. Nineteen percent of respondents felt that the information from ORC was easy to access. Just over 40% of respondents indicated that they somewhat agreed with each of these statements.

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 n=1,700

Information from ORC

Respondents from Dunedin were less likely to indicate strong agreement with all of the statements provided, while respondents from Queenstown Lakes were more likely to agree that they trusted the information they received from ORC (31%).

INFORMATION PERCEPTIONS BY AREA (8 - 10 SCORES)

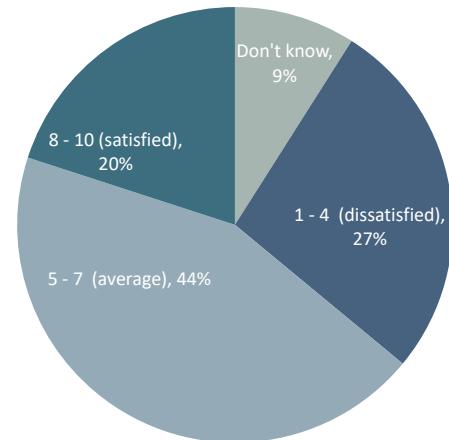
	Waitaki	Central Otago	Queenstown Lakes	Dunedin	Clutha
Sample size	300	300	340	460	300
The information from Otago Regional Council is credible	31%	27%	30%	22% ↓	32%
I trust the information I receive from Otago Regional Council	31%	26%	31% ↑	22% ↓	27%
Information from Otago Regional Council is easy to access	23%	21%	21%	16% ↓	24%

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.

Satisfaction with Information

Overall, 20% of respondents indicated they were satisfied with the information they received from ORC, 44% rated their satisfaction with the information as average and 27% indicated they were dissatisfied with the information they have received from ORC. Ratings of information were similar across the region.

SATISFACTION WITH INFORMATION FROM ORC



"I know there are studies going on but again no information goes to the general public keeping them aware of findings or progress" – Central Otago resident

SATISFACTION WITH INFORMATION FROM ORC BY AREA

	Waitaki	Central Otago	Queenstown Lakes	Dunedin	Clutha
Sample size	300	300	340	460	300
8 - 10 (excellent)	22%	21%	22%	19%	25%
5 - 7 (average)	47%	45%	46%	42%	44%
1 - 4 (poor)	24%	29%	23%	28%	25%
Don't know	7%	4%	9%	10%	5%

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 n=1,700

Engagement Summary

1.

Online readership of news is high with nearly ¾ of respondents indicating they do this regularly.

2.

Unsurprisingly younger respondents have a greater affinity with online information sources, with 82% using Facebook and 58% using Instagram. However, traditional media, particularly newspapers, continue to have their place in communication particularly with older respondents.

3.

Currently information from ORC is largely sourced directly from ORC or traditional news media, however preferred forms of information indicate a shift towards online.

4.

Online sources are preferred to other forms of media for receiving information from ORC, particularly that which is direct to residents, e.g., online newsletters.

5.

The majority of respondents rated their satisfaction with ORC's information (64%) above 5 out of 10.

Environmental Attitudes (NEP)

New Ecological Paradigm

NEP Overview and Use

There are several ways of measuring people's attitudes to the environment. One of these ways is the New Ecological Paradigm (NEP) which was developed in 1978*. This approach involves asking respondents a series of questions which, when combined, reflect different environmental attitudes.

The questions were designed to reflect a social paradigm approach whereby humans see themselves separated from their environment and superior to other organisms. The level of agreement/disagreement with a given statement denotes the extent to which a respondent aligns with this value proposition.

The questions involved in the NEP are:

1. The balance of nature is very delicate and easily upset (Strongly agree: Pro-ecological)
2. Modifying the environment for human use seldom causes serious problems (Strongly disagree: Pro-ecological)
3. Plants and animals exist primarily to be used by humans (Strongly disagree: Pro-ecological)
4. The earth is like a box with only limited room and resources (Strongly agree: Pro-ecological)
5. There are limits to economic growth even for developed countries like ours (Strongly agree: Pro-ecological)
6. Humans are meant to rule over the rest of nature. (Strongly disagree: Pro-ecological)

Respondents' answers are collated across these questions with the sum of their responses determining if a person holds a pro, mid, or anti ecological attitude.

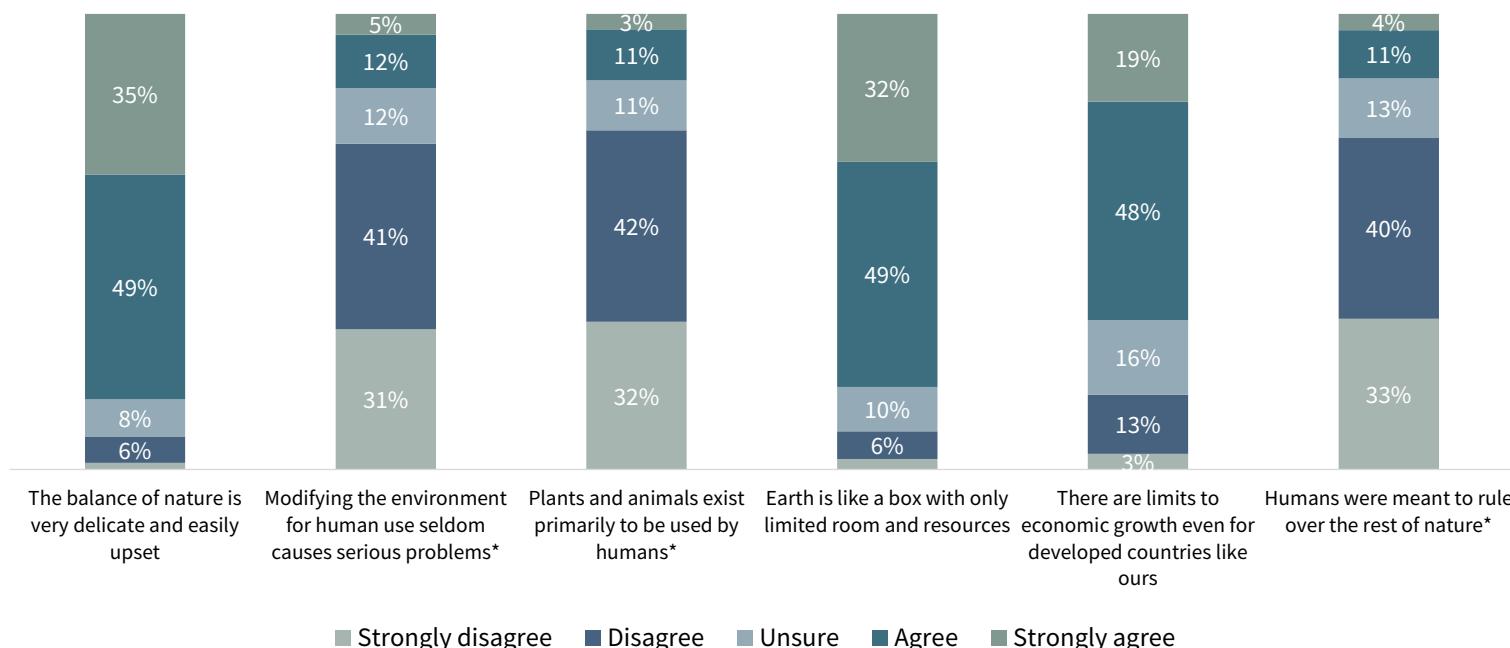
These questions were included in this survey to understand the attitudes that people in Otago hold towards the environment. The findings from this section of the survey are provided.

*RE Dunlap and K van Liere (1978) "The New Environmental Paradigm: a proposed measuring instrument and preliminary results" *Journal of Environmental Education* 9, 10-19.

Raw Data

To create the NEP scale, respondents were asked a series of 6 statements and asked to indicate their response on a 5-point scale from strongly agree to strongly disagree. The results for the formative NEP question is shown below. These results were then combined to calculate the NEP score.

RAW RESULTS FOR NEP SCORES

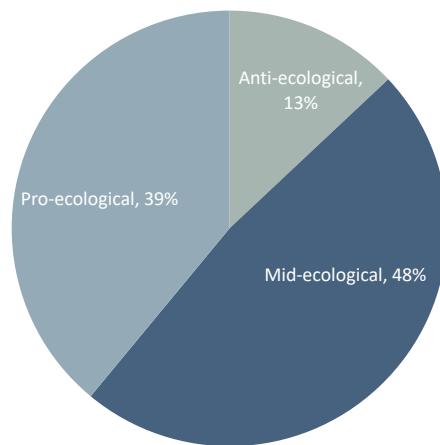


**Polarity of statement is reversed, meaning that a pro-ecological attitude would strongly disagree with this statement. Here are some statements about the relationships between human beings and the environment. Even though the statements might sound a bit 'different', these are used worldwide as a measure of environment. Please indicate how much you agree or disagree with each statement? Base n=1,700*

NEP Groupings

Overall, 39% of respondents have a pro-ecological attitude, while 48% hold a mid-ecological attitude. Only 13% hold an anti-ecological attitude. Results for the NEP groups were fairly similar across the different areas, however respondents from Clutha were slightly more likely to hold a mid-ecological attitude and slightly less likely to hold a pro-ecological attitude. Profiles of the different NEP groupings are shown on the following pages

NEP GROUPINGS



NEP GROUPINGS BY AREA

	Waitaki	Central Otago	Queenstown Lakes	Dunedin	Clutha
Sample size	300	300	340	460	300
Anti-ecological	13%	12%	10%	14%	15%
Mid-ecological	51%	49%	45%	46%	56% ↑
Pro-ecological	36%	39%	45%	39%	28% ↓

Here are some statements about the relationships between human beings and the environment. Even though the statements might sound a bit 'different', these are used worldwide as a measure of environment. Please indicate how much you agree or disagree with each statement?

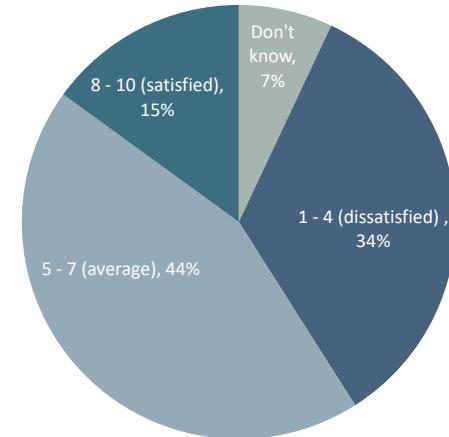
Pro-ecological

Respondents who were pro-ecological were more likely to be female (58%) and were more likely to be part of an environmental advocacy group (7%). These respondents were less likely to reside in Clutha District (5%).

Pro-ecological respondents were much more likely to know who ORC were (81% top of mind awareness) and were also more likely to know what ORC were responsible for (72% top of mind awareness of water and 45% top of mind awareness of air and land responsibilities). These respondents were particularly aware of ORC's role in pest management (16%) and were more likely to know prompted awareness of biodiversity and pest management (67%).

Respondents who were pro-ecological were more likely to think that all aspects of the Otago environment were deteriorating (22% air quality, 56% water quality, 36% land environment, 31% coastal resources). They were also more likely to state that ORC has done a poor job of protecting water quality (40%), managing air quality (29%), and/or protecting the land environment (32%). This group also provided lower ratings for their overall satisfaction with how ORC is delivering to the region overall (chart to the right). The dissatisfaction ratings amongst this group were driven by views of ORC being a poor organisation (27%), fighting between councillors (18%), rates being too high (14%), and/or limited return for the rates paid (13%). Average perceptions were driven by views that there is room for improvement (22%) while positive views were driven by perceptions of ORC providing a good service (43%).

PRO-ECOLOGICAL PERCEPTIONS OF ORC



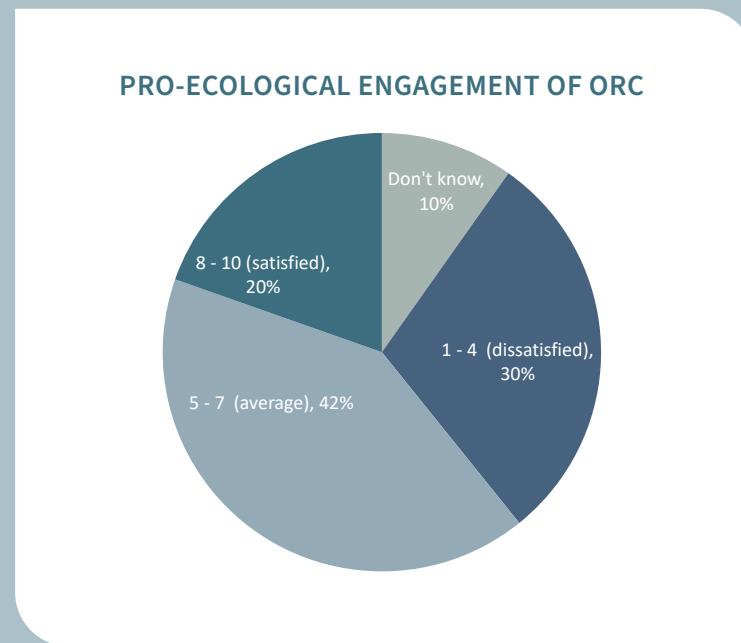
Pro-ecological

With regards to key environmental issues, 49% of these respondents mentioned an issue related to water while 25% noted an issue related to climate change (25%) and 21% noted land or pest issues. This group appeared to be particularly concerned with climate change (16%), but appeared less concerned about recycling/waste management (1%) or less likely to state that they don't know what environmental issues are facing the region (3%). In terms of responding, this audience are more likely to feel that ORC have responded poorly to environmental issues at hand (45%), and this is primarily driven by a perceived lack of activity from council (39%).

When looking at media consumption and engagement pro-ecological respondents displayed a higher use of alternative social media with 36% using Instagram and 14% using other forms of social media. This group have the lowest readership of print newspapers (38%). Forty percent of pro-ecological respondents gain their information about ORC directly from ORC and 34% used newspapers with a high proportion of online newspaper readership. Overall, 20% of pro-ecological respondents were satisfied with the information they received from ORC.

"I grew up in rural North Otago and my parents still live there. We've seen the land degradation and water quality plummeting over that time and nobody cares. Reports are ignored, pollution is ignored, it's criminal. The rivers we would swim in now barely exist and what's left is foul. The grass is green now but the rivers look dead."

- Dunedin Resident



Mid-ecological

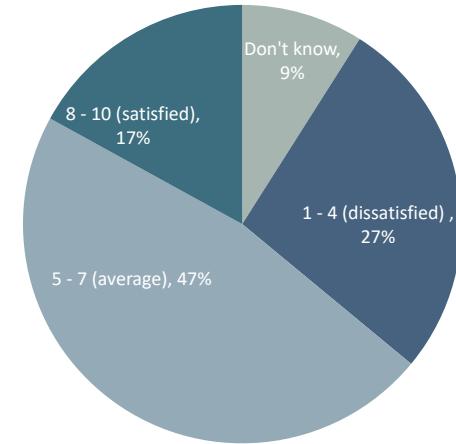
Respondents who held mid-ecological attitudes to the environment were an even mix of genders and 90% were not part of an environmental group. These respondents were also more likely to reside in Clutha District (8%).

Unprompted awareness of ORC amongst this group is on par with the total response, however 62% of mid-ecological respondents were aware that ORC was responsible for water related issues, 52% noted that ORC were responsible for an operational issue, and 34% mentioned ORC's responsibility for air related issues.

This group were less likely to think that elements of the Otago environment were deteriorating (13% thought air quality was deteriorating, 40% thought water quality was deteriorating, and 18% felt that land environment was deteriorating), all of which are significantly lower than the responses provided by other groups. However, this group were also not convinced that these elements have improved either with similar ratings for improvement scores as other groups. These respondents are less likely to disagree that ORC were doing a poor job on protecting water quality (29%), air quality (18%), and/or protecting the land environment (20%), but do not rate ORC's overall performance any differently to other groups (chart shown to the right).

Mid-ecological respondents' reasons for dissatisfaction with ORC's performance were driven by range of issues including a high level of rates (22%), limited return for rates (20%), perceptions of a poor organisation generally (16%), and in-fighting at the council (14%).

MID-ECOLOGICAL PERCEPTIONS OF ORC



Mid-ecological

Average performance ratings were driven by suggesting there is room for improvement (19%) while positive ratings were driven by perceptions of ORC providing a good service (42%).

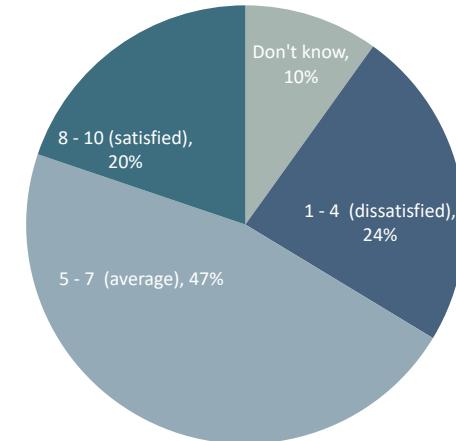
When looking at the most important environmental issue facing the Otago region, mid-ecological respondents predominantly mentioned an issue related to water (47%), climate change (15%), or land and pest issues (18%). Seven percent of these respondents were unsure what the most pressing environmental issue is for the region. Mid-ecological respondents were more likely to feel that ORC have responded poorly to these environmental issues (33%) with the main concerns relating to the council's inactivity (27%) and a lack of information (14%).

Mid-ecological respondents have broad media consumption patterns. This group have the highest readership of print newspapers (42%), highest radio listenership (63%), greatest TV viewership (69%), and were the greatest users of Facebook (69%). Forty percent of mid-ecological respondents source information directly from ORC, with 20% of these respondents satisfied with the information they receive.

"The lack of response to didymo is just indicative of the slow response to maintaining and improving water quality across the region. With increasing population in the lakes district it is so very important that farm run off and town run off, boating pollution and fishing, the re-introduction of unwanted aquatic pests is managed along with some good monitoring and that's just for water resources, then there is appropriate land use and air quality!"

- Central Otago Resident

MID-ECOLOGICAL ENGAGEMENT OF ORC



Anti-ecological

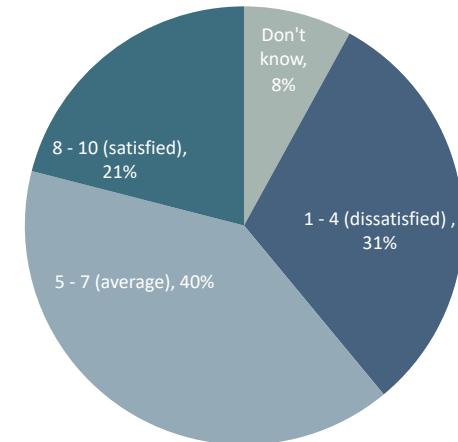
Respondents who were classified as anti-ecological were more likely to be male (62%) and were much less likely to be a rate payer (65% were ratepayers and 35% were non-ratepayers). Anti-ecological respondents were also less likely to be Pākehā (74%) and were more likely to be of Asian descent (13%).

This group of respondents were much less likely to be aware of ORC, with only 67% of anti-ecological respondents aware of ORC at an unprompted level. Anti-ecological respondents were less likely to be aware that ORC were responsible for water quality in the region (48%) particularly water quality in rivers and lakes (6%). This group were also less likely to be aware that ORC are responsible for air and land issues (25%).

Mid-ecological respondents were more likely to say that the water quality in rivers, lakes and streams has improved (25%), the land based environment has improved (26%), and coastal areas have improved (19%). This group have much lower pride with regards to living in the Otago region; 14% strongly disagree with this statement and only 59% agree that they are proud to live in Otago.

This group displayed the highest level of satisfaction with how ORC services the region with 21% of anti-ecological respondents rating this as 8- 10 out of 10. Positive views were driven by perceptions that the organisation provides a good service (48%) and having no issues (17%). Dissatisfaction ratings were largely driven by the view that rates were too high (33%).

ANTI-ECOLOGICAL PERCEPTIONS OF ORC

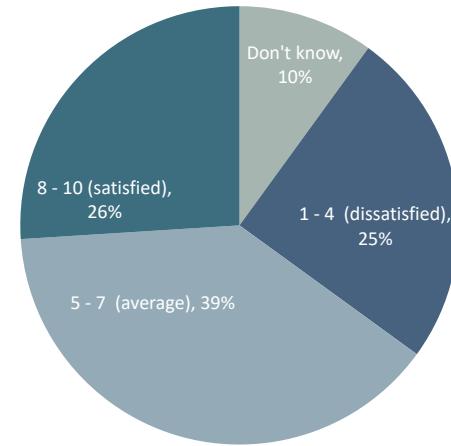


Anti-ecological

When looking at environmental issues facing the region 36% of anti-ecological respondents mentioned water issues, however there was a lesser focus on water quality than in other groups (28%) with other water issues taking greater precedence. Following this, 13% mentioned climate change and 11% mentioned a land or pest issue. At a lower level 8% of these respondents mentioned urban issues. This group were more likely to state that they don't know what the most important environmental issue facing the region was (17%). This group were more likely to state that ORC had responded well to Otago's environmental issues (17%) despite the lower awareness of the organisation overall.

This group have lower usage of alternative social media channels (24% used Instagram and 7% used other social media) and were less likely to get any information from ORC (18%) or to get information directly from ORC (31%). This group's primary source of information was the internet/websites (15%) or Facebook (13%), with Facebook their preferred channel for information. This group displayed much higher ratings for the information they receive from ORC with 26% rating this as 8 - 10 out of 10.

ANTI-ECOLOGICAL ENGAGEMENT OF ORC



"A lot of people are having too much say and it's very easy to make submissions when it doesn't cost anything with no regard for the people it does cost. – Central Otago Resident"

NEP Summary

1.

Across the three NEP groups there are very few differences regarding their perceptions of the council and the council's reputation, i.e. elements of trust and delivery against regional outcomes.

2.

Attitudes between the groups tend to diverge with regards to the relative importance that is placed on different environmental issues and how well each group feels ORC are delivering against these.

3.

Anti-ecological respondents appear somewhat disengaged with the environment and the wider implications of environmental deficits, i.e., appear somewhat apathetic and don't think anything is really "that wrong".

4.

Mid-ecological respondents appear slightly unsure of the environmental issues at play, possibly driven by varying or mis-information i.e., they know something is wrong, but they are unsure of the drivers or how to fix this.

5.

Pro-ecological respondents were highly engaged and appear to be advocates of the environment. This group look at the bigger picture context and see more urgency with regards to environmental issues.

6.

Media differences are important for communication with different groups, particularly given the breadth of channels that mid-ecological respondents access information from.

Concluding Comments

Concluding Comments

When looking across the findings it appears that there is strong awareness of ORC, but only a high level of understanding about the role and responsibilities ORC have in the region. Seventy-five percent of respondents were aware that ORC was the entity that manages the natural resources. In terms of top-of-mind responses, ORC was most strongly associated with water issues (64%), followed by operational issues (51%), and air and land issues (37%). A similar pattern of responding was seen at an unprompted level, where water quality monitoring (82%), flood protection (69%), public transport (61%), and biodiversity and pest management (60%) were the primary mentions.

Use of nearly all of ORC's services beyond public transport was relatively low, suggesting generally low engagement with the council beyond the transportation service. Just over 30% of respondents had used the public bus service, and this service had the highest level of satisfaction (61%). Reporting of a pollution issue to the Pollution Hotline had both the lowest level of use (3%) and the lowest level of satisfaction (21%).

There is strong sentiment that the natural environment is declining, particularly in the water space. Respondents noted the most significant decline in water quality (45%). This was followed by land-based environment (25%) and coastal resources (26%), while air quality was largely perceived to have remained the same (55%). These concerns were also reflected in the areas that respondents felt were the greatest issues for the region, whereby water issues were the primary concern, particularly water quality (40%). This was followed by climate related issues (19%).

"We found a large amount of household rubbish that had been dumped on the edge of the Balclutha River and reported it to police. When the police rang us to update us on the matter we were told that neither the Otago Regional Council or Clutha District Council were prepared to prosecute. This explains why people keep doing it!!!!" – Clutha Resident

Concluding Comments

ORC's response to environmental issues was rated poorly with only 8% indicating they were satisfied with how ORC has responded to a given issue, with the majority rating this as either average (37%) or poor (39%). It was concerning to note that respondents reported it is lack of action from the council which largely leads to poorer ratings. Regardless of whether this finding represents a true lack of action, or simply a lack of awareness of actions that have been taken, this presents a significant issue in terms of perceptions of the council.

When looking at perceptions of ORC generally, it is interesting to note that there are particularly high levels of negative ratings for the reputation measures (negative ratings range from 30% to 45%) and for the delivery ratings (negative ratings range from 26% to 33%), with the lowest satisfaction accorded to the value for money ratings (45%).

Additionally, only 16% of respondents were satisfied with how ORC services the region, while 45% provided an average rating and 30% rated ORC's performance poorly. As with other ratings, poorer ratings appeared to be driven by perceptions of poor service provision and subsequent limited return for any rates paid, perceptions which were likely to be amplified when coupled with perceptions of inactivity on key environmental issues.

With regards to information, 20% of respondents were satisfied with the information that they receive from ORC with around 40% of respondents providing average ratings for information credibility, trustworthiness, and access.

"They are all talk. Doubled our rates for what, because nothing actually ever happens apart from dysfunctional meetings where very little, if anything, gets done apart from a lot of talk."
– Central Otago Resident

Concluding Comments

Positively it appeared that a significant amount of information about ORC is sourced directly from ORC (39%). Although moving forward, there may need to be a greater focus on online channels, the role of traditional media will still need to be carefully considered with ODT and newspapers in general the preferred approaches to engagement. This point is particularly relevant in rural communities where community newspapers also play a significant part in maintaining local awareness.

Looking ahead the following points should be considered when addressing community perceptions and engagement:

- **Develop clear links to the environment and the role that ORC plays in this.** While respondents were aware of ORC there appeared to be a confusion with the role that ORC plays, beyond water, with misinformation evident. There needs to be clarity around what this council does and how it differs to district councils, particularly for respondents in urban areas who appear to have limited engagement with the council.
- **Communicate the actions that have been taken with regards to environmental protection.** One of the largest and most concerning issues relates to perceptions of council's inactivity. While this perception is likely linked to the above point regarding lower awareness of the council, there is also suggestions that the council have ignored key environmental issues. Coupled with an increasing rates rise, this is likely to be affecting perceptions of the council generally.

"You don't see them coming around the river. You don't see them about, coming to inspect anything, only if there's a complaint. Lack of monitoring it. Lack of ongoing consultation with the community." – Clutha Resident

Concluding Comments

- **Broaden the use of communication channels.**
Positively, many respondents gained information about ORC directly from ORC, however there also appears to be an opportunity to develop this further as access to information from ORC received the lowest rating amongst all communication and engagement measures. Options for direct online communication via newsletters or feature columns in other newsletters should be considered as these appeared to be a preferred channel amongst respondents. In saying this, the role of printed publications, particularly within rural areas needs to be maintained with any online channels developed in conjunction.
- **Address or manage perceptions of in-fighting amongst councillors.** Across the responses, there was an underlying tone regarding a perception of dysfunction and protagonist behaviour amongst councillors. While robust and thoughtful debate is generally positive within a local government setting, poor behaviour and aggressive comments generally cause residents to question the ability of elected members and the council in general. A lack of perceived unity within council will exacerbate any other negative perceptions of the council and undermine any good work or decisions which are made.

"I am not aware of what actual involvement they have, it could be a communication issue from them, I listen to news, I get few things in the mail and it's not too relevant to me." – Queenstown Lakes Resident

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%

Sample Structure

EMPLOYMENT

	Waitaki	Central Otago	Queenstown Lakes	Dunedin	Clutha	TOTAL
Full time paid work	40%	43%	50%	51%	46%	47%
Part time paid work	23%	17%	22%	16%	23%	20%
Caring for children (unpaid)	4%	2%	3%	4%	2%	3%
Volunteer work	4%	3%	5%	3%	6%	4%
Not currently in paid employment	5%	5%	2%	4%	5%	4%
Student	3%	2%	2%	7%	2%	3%
Retired	28%	31%	22%	21%	23%	25%
Other	2%	1%	1%	1%	1%	1%
Prefer not to say	1%	1%	1%	1%	2%	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
Young, no children	7%	7%	16%	20%	8%	13%
Family	35%	30%	34%	36%	40%	35%
Older, no children	56%	59%	49%	42%	48%	50%
Other	2%	3%	1%	2%	3%	2%

Which of the following best describes your household situation?

RATEPAYER

	Waitaki	Central Otago	Queenstown Lakes	Dunedin	Clutha	TOTAL
Ratepayer	82%	83%	79%	75%	86%	80%
Non-ratepayer	16%	17%	20%	24%	13%	18%
Prefer not to say	2%	1%	1%	2%	1%	1%

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

Activity Awareness

WATER	Waitaki	Central Otago	Queenstown Lakes	Dunedin	Clutha
Sample size	300	300	340	460	300
Water quality	32%	38%	38%	30%	32%
Water control	28%	29% ↑	26%	18% ↓	30% ↑
Lakes/rivers	12%	15%	10% ↓	18% ↑	11%
Flood management	6%	7%	4% ↓	10%	16% ↑

AIR AND LAND	Waitaki	Central Otago	Queenstown Lakes	Dunedin	Clutha
Sample size	300	300	340	460	300
Pest management	10%	20% ↑	15%	9% ↓	12%
Air quality	10%	13%	12%	8%	10%
Land management	3%	6%	3% ↓	8% ↑	4%
Environmental/climate	4%	6%	4%	7%	3%
Land erosion	7%	6%	4%	3%	6%
Pollution	2%	7%	5%	4%	5%
Weed control	4%	6%	6% ↑	1% ↓	5%
Biosecurity	3%	2%	5%	3%	2%
Wilding pines	3%	5%	2%	2%	3%
Forestry	2%	1%	3%	2%	2%

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.

Activity Awareness

OPERATIONAL

	Waitaki	Central Otago	Queenstown Lakes	Dunedin	Clutha
Sample size	300	300	340	460	300
Public transport	10% ↓	15% ↓	17% ↓	35% ↑	14% ↓
Roading	11%	12%	11%	12%	8%
Resource consents	8%	8%	6%	8%	9%
Waste management	5%	9%	9%	6%	5%
Rates	7%	6%	7%	8%	5%
Infrastructure	4%	5%	6%	5%	6%
Civil defence/emergencies	3%	2%	4%	4%	6%
Drainage/sewerage	1%	3%	1%	3%	2%

NATURAL ENVIRONMENT

	Waitaki	Central Otago	Queenstown Lakes	Dunedin	Clutha
Sample size	300	300	340	460	300
Natural resources	10%	8%	7%	9%	9%
Conservation	10% ↑	4%	6%	4%	6%
Tracks/trails	4%	6%	4%	3%	2%

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.

Information About ORC

ORC

	Waitaki	Central Otago	Queenstown Lakes	Dunedin	Clutha
Sample size	300	300	340	460	300
Flyers in the letterbox	14%	13%	12%	14%	19%
Otago Regional Council website	10%	12%	12%	17% ↑	9%
Rates invoice	16%	10%	13%	10%	12%
Otago Regional Council offices / council offices	5%	7%	5%	6%	7%
Online newsletters from ORC	3% ↑	3% ↑	1%	0%	1%

NEWSPAPERS

	Waitaki	Central Otago	Queenstown Lakes	Dunedin	Clutha
Sample size	300	300	340	460	300
Community newspapers	16%	32% ↑	20% ↑	6% ↓	21% ↑
The Otago Daily Times unspecified	7%	12%	7%	13%	6%
The Otago Daily Times printed version	15% ↑	17% ↑	11%	6% ↓	18% ↑
The Otago Daily Times online	7%	6%	6%	4%	8%

Please list all the places and people you get information about Otago Regional Council from?

Information About ORC

ONLINE AND SOCIAL MEDIA

	Waitaki	Central Otago	Queenstown Lakes	Dunedin	Clutha
Sample size	300	300	340	460	300
Internet/websites (general)	8% ↓	13%	14%	20% ↑	8% ↓
Facebook	9%	7%	14% ↑	8%	9%
Social media (general)	1%	1%	2%	2%	1%
Other social media	1%	2%	3% ↑	0% ↓	3% ↑
Other online newsletters	2%	1%	2%	0%	1%
Drainage/sewerage	1%	3%	1%	3%	2%

NEWS

	Waitaki	Central Otago	Queenstown Lakes	Dunedin	Clutha
Sample size	300	300	340	460	300
News general	8%	8%	4% ↓	13% ↑	7%
Radio	4%	10%	3% ↓	8% ↑	4%
TV	3%	4%	4%	8% ↑	5%

Please list all the places and people you get information about Otago Regional Council from?

Information About ORC

OTHER PEOPLE/PERSONAL CONTACT

	Waitaki	Central Otago	Queenstown Lakes	Dunedin	Clutha
Sample size	300	300	340	460	300
From other people/word of mouth	10%	14%	10%	12%	16%
Personal contact	3%	4%	7% ↑	1% ↓	6% ↑
Meetings	2%	2%	2%	0%	1%
Community groups	2%	2%	1%	1%	1%

Please list all the places and people you get information about Otago Regional Council from?



Ph 07 856 7090 | versus.co.nz