



Otago Regional Council Community Survey

December 2023

versus

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Overview

Background

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

As part of its ongoing commitment to delivering to the community's expectations, ORC undertakes a survey of residents in the region to explore how it can best engage with residents.

The aims of the survey are:

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

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

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

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

The project was previously completed in 2021 and 2022. This report presents the findings from 2023, which is the third year of data collection.

Method

Data Collection

This work was completed via a quantitative survey utilising a dual-method approach to data collection involving online and telephone interviewing. A total of n=1,102 interviews were completed across the two data collection methods. This year ORC elected to complete a smaller number of interviews than in previous years for cost saving purposes. The sample was structured to be similar to that of previous years with 68% of the sample collected online and the 32% collected via telephone interviewing.

Online Interviewing

The first phase of this work was completed by online interviewing and aimed to capture a breadth of respondents from across the region. This component was completed through a third-party panel provider (Consumer Link) and resulted in a total of n=750 completed surveys. This phase was completed between the 16th of October and the 29th of October.

Telephone Interviewing

The second phase of this work was completed by telephone interviewing through Auckland-based call centre Symphony Research. The telephone interviewing was employed to target areas which were not sufficiently covered in the online phase of this work. This stage resulted in n=352 completed surveys and was undertaken between the 30th of October and the 20th of November 2023. These dates are later than the interviewing in 2021 and 2022 to ensure data collection did not coincide with the 2023 General Election (14th October)*.

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

Sample Breakdown by Data Collection Method

Method	Waitaki	Central Otago	Queenstown Lakes	Dunedin	Clutha	TOTAL	2021	2022
Online interviewing	125	104	104	342	75	750	1,057	1,084
Telephone interviewing	65	86	86	0	115	352	643	616
Total	190	190	190	342	190	1,102	1,700	1,700

**In 2021 online interviewing was completed between the 6th and 30th of September and telephone interviewing was completed between the 27th September and 20th October.
In 2022 online interviewing was completed between 6th September and the 30th of September and telephone interviewing was completed 27th of September and the 22nd of October*

Method

Margin of Error

Margin of error (MOE) is a statistic used to show the amount of random sampling error present in a survey's results. The MOE is particularly relevant when analysing a subset of the data as smaller sample sizes incur a greater MOE. The final sample size for the study was $n=1,102$. This gives a maximum margin of error of $\pm 2.96\%$ at the 95% confidence interval. That is, if the observed result on the total sample of $n=1,102$ is 50% (point of maximum margin of error), then there is a 95% probability that the true answer falls between 47.04% and 52.96%. 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
$n=190$	Waitaki, Central Otago, Clutha, Queenstown Lakes	$\pm 7.1\%$
$n=342$	Dunedin	$\pm 5.3\%$

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

Significance Testing

Significance testing has been applied to the results. This is indicated through green shading. Within the charts and tables the shading indicates if the result for 2023 is significantly higher or lower than the result for 2022. This is indicated through green shading on the 2023 result.

Questionnaire

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

Sample Structure

Key sample metrics by area are shown in the tables below. Comparisons to total results from 2021 and 2022 are shown in the columns to the right of each table. Other sample questions are included in the appendix.

Gender

	Waitaki	Central Otago	Queenstown Lakes	Dunedin	Clutha	TOTAL	2021	2022
Male	41%	48%	43%	55%	43%	47%	52%	41%
Female	59%	52%	57%	45%	57%	53%	48%	59%

Age

	Waitaki	Central Otago	Queenstown Lakes	Dunedin	Clutha	TOTAL	2021	2022
Under 39 years	13%	11%	21%	34%	21%	22%	24%	24%
40-64 years	55%	50%	46%	31%	46%	43%	46%	46%
65+ years	32%	39%	33%	36%	33%	35%	30%	30%

Which of the following best describes you?

Which of the following age groups are you in?

Sample Structure

Ethnicity

	Waitaki	Central Otago	Queenstown Lakes	Dunedin	Clutha	TOTAL	2021	2022
NZ European/ Pākehā	92%	91%	84%	91%	91%	90%	89%	90%
Māori	3%	5%	4%	4%	6%	4%	4%	5%
Pasifika	1%	0%	1%	1%	1%	1%	1%	1%
Asian	1%	1%	7%	4%	2%	3%	4%	3%
Another ethnicity	4%	5%	7%	5%	3%	5%	5%	4%
Prefer not to say	2%	2%	1%	1%	0%	1%	1%	2%

Which of the following best describes you?

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

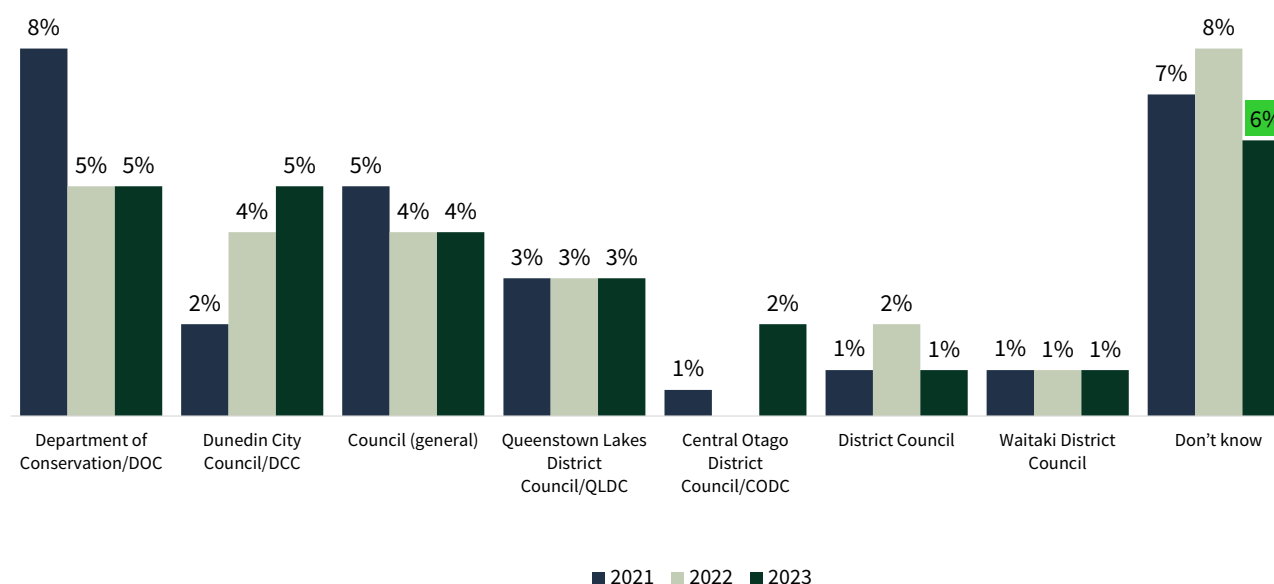


Knowledge

Top of Mind Awareness

Respondents were asked which organisation was responsible for the management of the region's natural resources. Responses were collected verbatim and coded into groups after data collection. This year 75% of respondents correctly name ORC as the organisation responsible for the management of the Otago region's natural resources. This level of awareness has remained consistent since monitoring commenced. Other organisations named by respondents include the Department of Conservation and individual territorial authorities. This year there is a slight decline in the proportion of respondents who do not know which organisation is responsible for the management of the region's natural resources.

Additional items mentioned



75% correctly
named ORC

75% in 2022
75% in 2021

Firstly, which organisation do you understand to be responsible for the management of the Otago region's natural resources?
Base 2021 n=1,700, 2022 n=1,700, 2023 n=1,102
Some respondents mentioned more than one organisation so % will add to more than 100%.
Green shading indicates the 2023 result is significantly higher or lower than the 2022 result.

Top of Mind Awareness

This year awareness of ORC as the organisation responsible for managing the region's natural resources is highest amongst those in Dunedin City and lowest amongst those in Queenstown Lakes and Waitaki. This trend has remained consistent over time, although awareness in Queenstown Lakes has decreased over time. Awareness is typically higher amongst respondents who are older, born in New Zealand, and who pay rates.

Top of mind awareness: by area

	Waitaki	Central Otago	Queenstown Lakes	Dunedin	Clutha
Sample size	190	190	190	342	190
2023	62%	71%	56%	85%	76%
2022	73%	73%	65%	79%	74%
2021	67%	70%	68%	81%	74%

Top of mind awareness: by demographics



Highest awareness amongst those:

Aged 65+ years 90%
 Born in New Zealand 78%
 Pākehā 77%
 Ratepayer 83%
 Older, no children 84%

Lowest awareness amongst those:

Under 39 years 64%
 Not born in New Zealand 60%
 Asian 53%
 Non-ratepayers 51%
 Younger, no children 63%

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

Base 2021 n=1,700, 2022 n=1,700, 2023 n=1,102

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

Green text indicates the 2023 result is significantly higher or lower than the 2022 result.

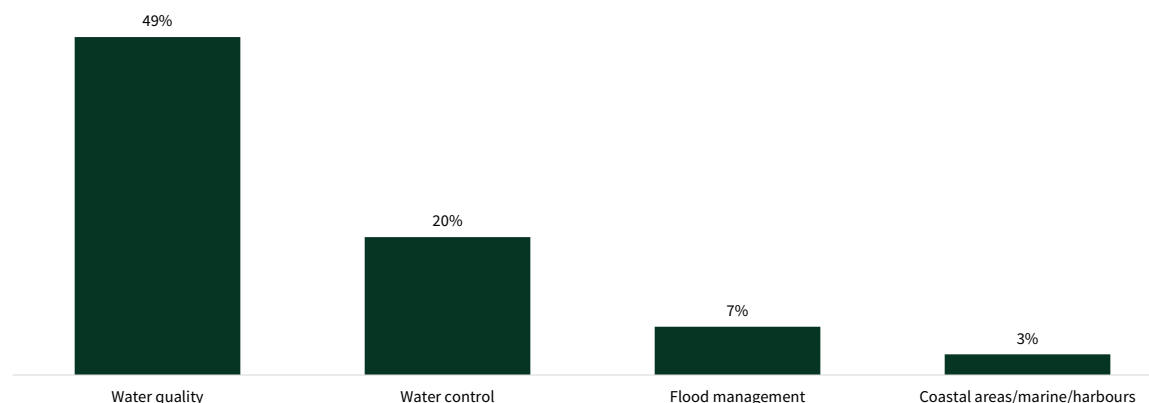
Activity Awareness

Respondents were asked to name the activities ORC undertakes. These responses were recorded verbatim and coded after data collection.

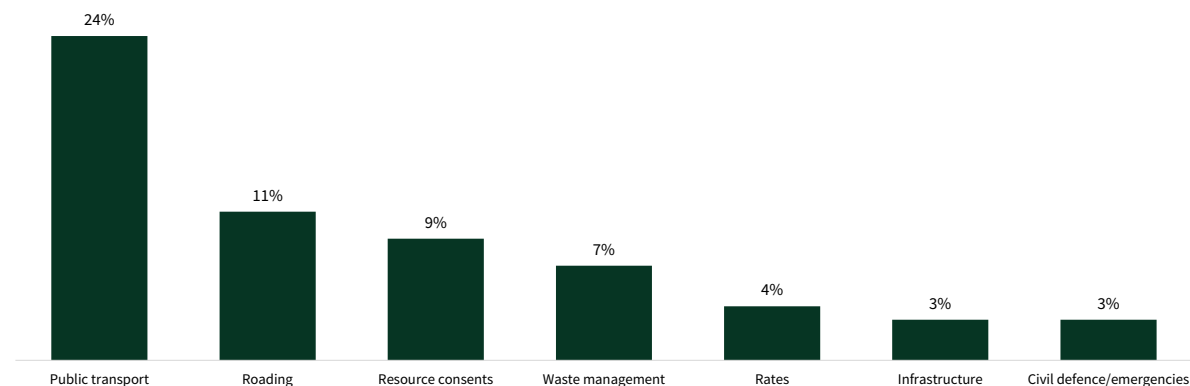
This year, 64% of respondents state that ORC is involved with water within the region, particularly water quality and water control. This has remained consistent year on year.

A total of 43% of respondents associate ORC with operational activities in the region, mostly public transport, roading, and resource consents. The proportion of respondents who associate ORC with these activities has declined significantly since 2022 (currently 43%, a decline of 6% from 49%).

Water: Net 64% (2022 Net 61%, 2021 Net 64%)



Operational: Net 43% (2022 Net 49%, 2021 Net 51%)



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

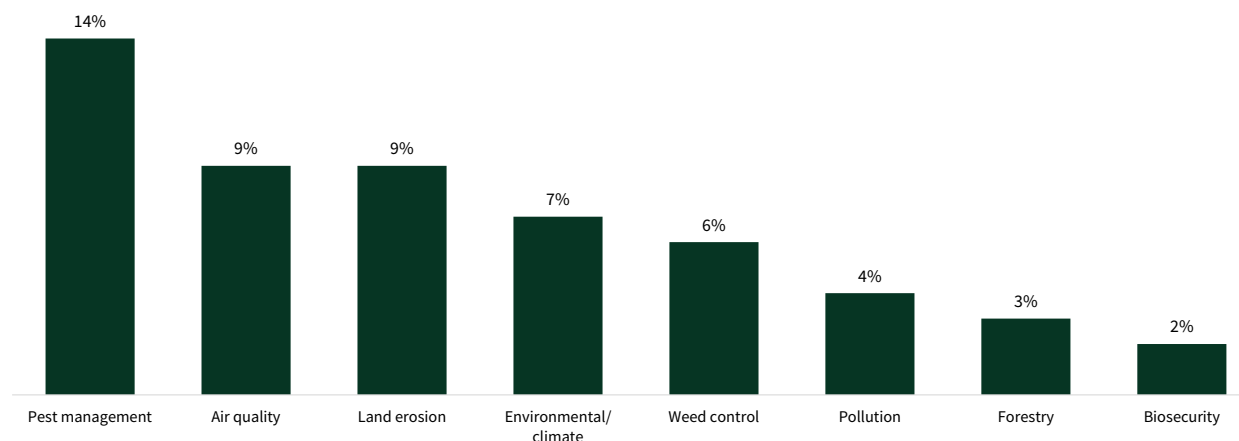
Base 2021 n=1,700, 2022 n=1,700, 2023 n=1,102

Green text indicates the 2023 result is significantly higher or lower than the 2022 result.

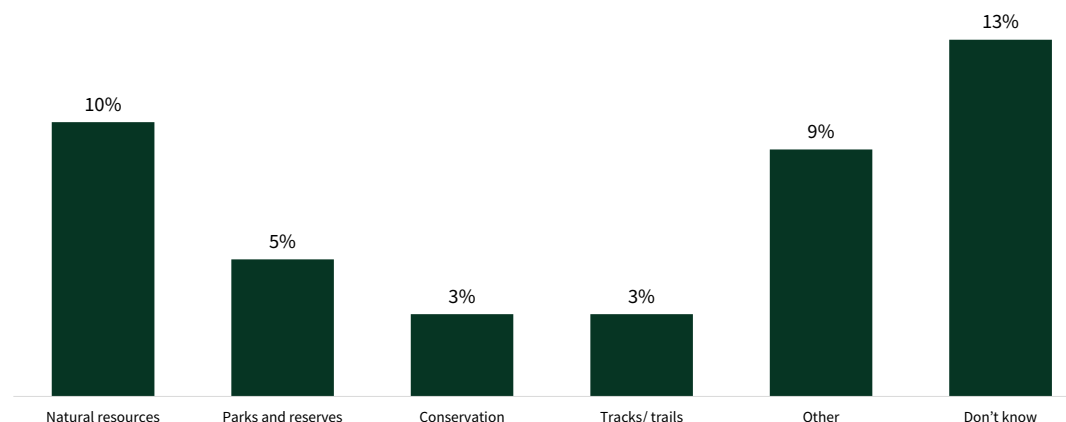
Activity Awareness

Thirty five percent of respondents associate ORC with air and land activities in the region, while 17% of respondents associate ORC with activities relating to the natural environment. Both of these proportions have remained consistent since 2021.

Air and land: Net 35% (2022 Net 38%, 2021 Net 37%)



Natural environment: Net 17% (2022 Net 15%, 2021 Net 15%) & Other



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Base 2021 n=1,700, 2022 n=1,700, 2023 n=1,102

Activity Awareness

Awareness of the activities ORC undertakes is highest amongst respondents from Dunedin and lowest amongst those in Queenstown Lakes. Respondents who are older or who are ratepayers have much higher awareness of a number of ORC undertakes in the region, while younger respondents who are not ratepayers have much lower awareness.

Activity awareness: by area (net)

	Waitaki	Central Otago	Queenstown Lakes	Dunedin	Clutha
<i>Sample size</i>	190	190	190	342	190
Water	56%	71%	58%	67%	61%
Operational	30%	35%	40%	49%	33%
Air and land	32%	41%	31%	36%	32%
Natural environment	17%	20%	21%	16%	12%
Other	16%	12%	12%	5%	22%
Don't know	20%	12%	22%	9%	16%

Activity awareness: by demographics (net)



Water highest amongst those:

65+ years 78%
Pākehā 67%
Ratepayers 70%
Older, no children 75%

Air and land highest amongst:

65+ years 48%
Ratepayers 39%
Older, no children 44%

Operational highest amongst:

65+ years 53%

Natural environment:

No significant differences

Don't know highest amongst:

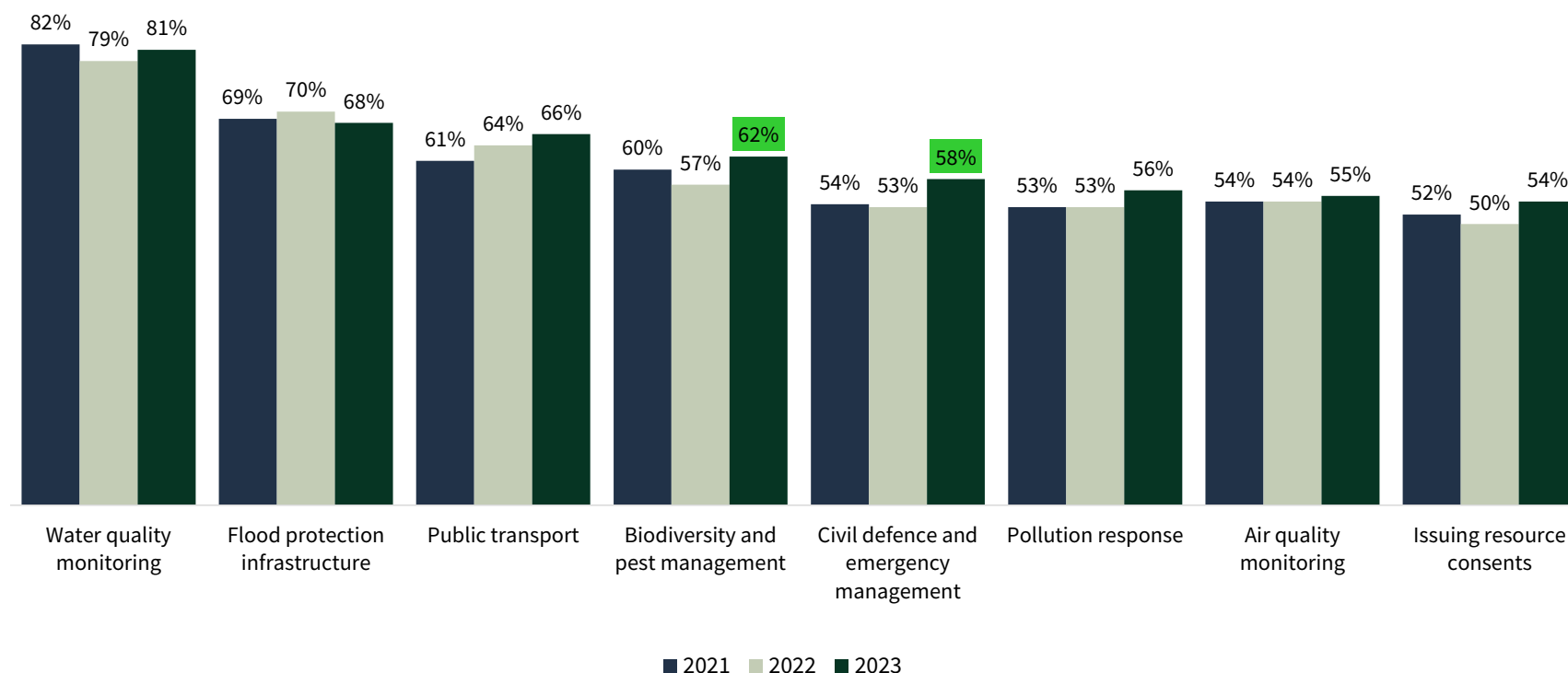
Non-ratepayers 21%
Under 39 years 18%

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 Activity Awareness

Respondents were provided with a list of activities and asked which ones they were aware that ORC undertook. The primary activities that respondents are aware ORC undertake are water quality (81%), flood protection (68%), and public transport (66%). Over time, there has been a steady increase in the proportion of respondents who are aware that ORC is involved in public transport. This year also sees a significant increase in awareness of ORC's involvement in biodiversity and civil defence activities.

Prompted activity awareness

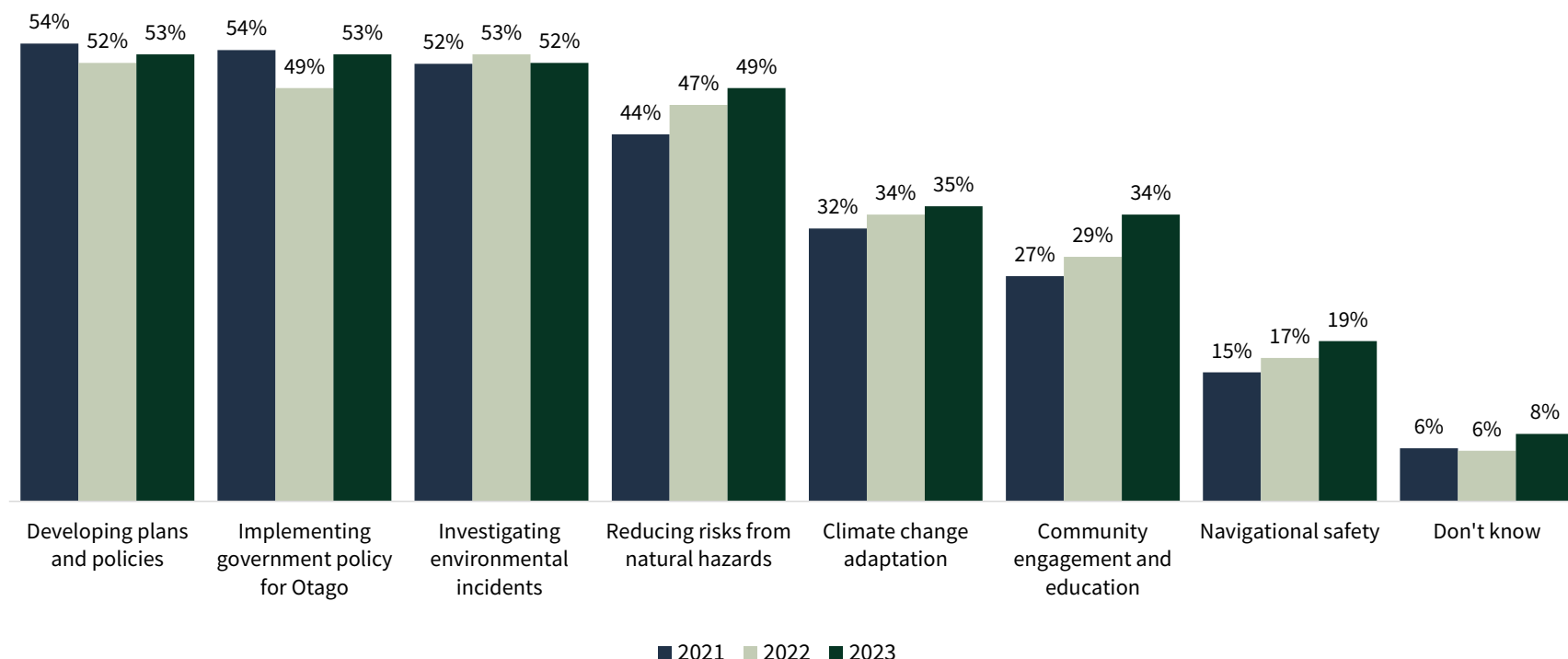


And before this survey, which of the following areas were you aware Otago Regional Council were involved in?
 Base 2021 n=1,700, 2022 n=1,700, 2023 n=1,102
 Green shading indicates the 2023 result is significantly higher or lower than the 2022 result.

Prompted Activity Awareness

Activities respondents are less likely to associate with ORC's work relate to navigational safety (19%), community engagement (34%), and climate change (35%). However, all these areas have seen steady increases in awareness over time, with all now higher than when monitoring commenced.

Prompted activity awareness (continued)



And before this survey, which of the following areas were you aware Otago Regional Council were involved in?
Base 2021 n=1,700, 2022 n=1,700, 2023 n=1,102

Prompted Activity Awareness

Respondents from all districts in the region are equally aware of ORC's involvement in water quality, while respondents from Clutha have higher awareness of ORC's flood protection work. Central Otago respondents have higher awareness of ORC's involvement in pollution response and air quality monitoring. Awareness of ORC's public transport role is highest amongst respondents from Dunedin.

Prompted activity awareness: by area

	Waitaki	Central Otago	Queenstown Lakes	Dunedin	Clutha
<i>Sample size</i>	190	190	342	190	190
Water quality monitoring	79%	85%	82%	79%	87%
Flood protection infrastructure, like stopbanks and drainage schemes	68%	76%	63%	66%	86%
Public transport	45%	52%	60%	76%	52%
Biodiversity and pest management	60%	67%	59%	61%	73%
Civil defence and emergency management	64%	63%	60%	54%	69%
Pollution response	50%	73%	54%	52%	70%
Air quality monitoring	51%	68%	55%	52%	65%
Issuing resource consents	60%	62%	49%	50%	72%

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

Prompted Activity Awareness

Respondents in Central Otago are more likely to be aware of ORC's involvement in policy development and implementation and the investigation of environmental incidents, while those in Dunedin are less likely to be aware of these activities. Clutha respondents are more likely to be aware of the community engagement work ORC undertakes.

Prompted activity awareness (continued): by area

	Waitaki	Central Otago	Queenstown Lakes	Dunedin	Clutha
<i>Sample size</i>	190	190	190	342	190
Developing plans and policies to make sure our resources are managed properly	57%	66%	57%	48%	61%
Taking government policy about managing natural resources and implementing it for Otago	56%	68%	54%	48%	63%
Investigating environmental incidents and making sure people are following the rules	54%	65%	59%	44%	70%
Reducing risks from natural hazards	49%	51%	51%	46%	57%
Climate change adaptation	36%	35%	30%	36%	42%
Community engagement and education	37%	33%	39%	30%	49%
Navigational safety	20%	22%	20%	18%	27%
Don't know	12%	4%	8%	8%	4%

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

Prompted Activity Awareness

As with other awareness measures, respondents who are older and who are ratepayers have the greatest awareness of the roles and activities that ORC undertakes in the region.

Prompted activity awareness: by demographics



Higher awareness of all activities amongst those aged 65+ years except civil defence and emergency management, and community engagement.

Males have greater awareness of most activities except biodiversity and pest management and climate change adaption.

Ratepayers have greater awareness of water quality, flood protection, biodiversity and pest management, pollution response, air quality, implementing government policy, and response investigation.

Those who are older with no children at home were more likely to be aware of water quality, flood protection, biodiversity and pest management, pollution response, air quality, implementing government policy, policy and planning, and response investigation.

No differences in prompted activity awareness across ethnicity.

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

Knowledge Summary

Awareness of ORC has remained consistent for the past three years, with 75% of respondents correctly naming ORC as the organisation responsible for managing the region's natural resources.

ORC is most strongly associated with water-related activities (particularly water quality and monitoring). However, awareness of lesser known activities has consistently increased over time. This includes reducing the risks of natural hazards, climate change adaption, community engagement and education, and maritime safety.

While there are some differences in awareness across the region, demographic variables are the primary determinant of respondent's awareness of ORC. Awareness of both ORC and the roles it undertakes is significantly higher amongst ratepayers and those who are over the age of 65 years. It remains markedly lower amongst non-ratepayers and those under the age of 40 years.

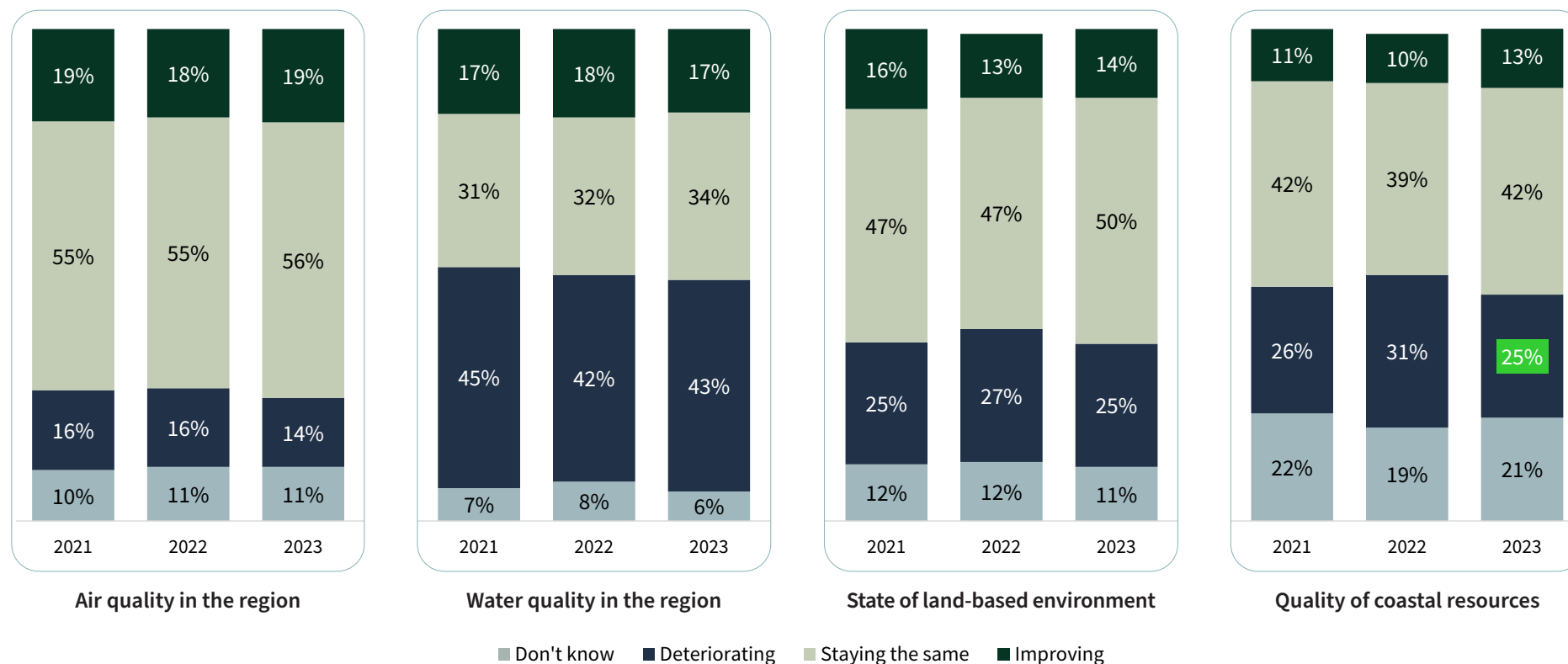


Expectations: Environmental Issues & Delivery

Environmental Change

Respondents were asked about their views on the state of environmental features in the region. For the most part these measures remain unchanged. While a significant proportion of respondents consistently note that water quality in the region is deteriorating, most respondents state that air quality, land-based environments, and coastal resources remain unchanged or are improving. However, this year sees slightly fewer respondents stating that the quality of coastal resources have declined (25%, down from 31% in 2022).

Environmental change



And, for each of the following, do you think each of the following is generally improving, staying the same, or deteriorating in the Otago region?
 Base 2021 n=1,700, 2022 n=1,700
 Green shading indicates the 2023 result is significantly higher or lower than the 2022 result.

Environmental Change

The tables below show the perceptions of environmental degradation amongst different communities over time. These perceptions have remained relatively consistent with water quality the primary concern for most areas. However, respondents in Queenstown Lakes district are more likely to perceive water quality to be in decline this year (54% deteriorating, up from 43% in 2022), while respondents in Central Otago perceive it to be improving (38% deteriorating, down from 48% in 2022).

Environmental change: by area (deteriorating)

Waitaki	2021	2022	2023
<i>Sample size</i>	300	300	190
Air quality in the Otago region	11%	8%	10%
Quality of water in the Otago region's rivers, lakes, and streams	46%	40%	45%
The state of the land-based environment in the Otago region	24%	23%	23%
Quality of coastal resources in the Otago region	29%	38%	32%
Central Otago	2021	2022	2023
<i>Sample size</i>	300	300	190
Air quality in the Otago region	16%	13%	11%
Quality of water in the Otago region's rivers, lakes, and streams	44%	48%	38%
The state of the land-based environment in the Otago region	19%	24%	18%
Quality of coastal resources in the Otago region	11%	19%	12%
Queenstown Lakes	2021	2022	2023
<i>Sample size</i>	340	340	190
Air quality in the Otago region	17%	18%	19%
Quality of water in the Otago region's rivers, lakes, and streams	50%	43%	54%
The state of the land-based environment in the Otago region	32%	26%	34%
Quality of coastal resources in the Otago region	15%	15%	13%

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?
Green text indicates the district's 2023 result is significantly higher or lower than the district's 2022 result.

Environmental Change

There is a steady decline in the proportion of respondents who feel that the water quality in Dunedin is deteriorating, suggesting perceptions are improving in this area (40%, down from 46% in 2021). There is also a decrease in the proportion of Dunedin respondents who state the coastal resources are deteriorating (31%, down from 41% in 2022). In comparison, there is an increase in the proportion of respondents who feel water quality is deteriorating in Clutha District (32%, up from 24% in 2021).

Environmental change: by area (deteriorating)

Dunedin	2021	2022	2023
<i>Sample size</i>	460	460	342
Air quality in the Otago region	17%	18%	14%
Quality of water in the Otago region's rivers, lakes, and streams	46%	43%	40%
The state of the land-based environment in the Otago region	24%	31%	25%
Quality of coastal resources in the Otago region	33%	41%	31%

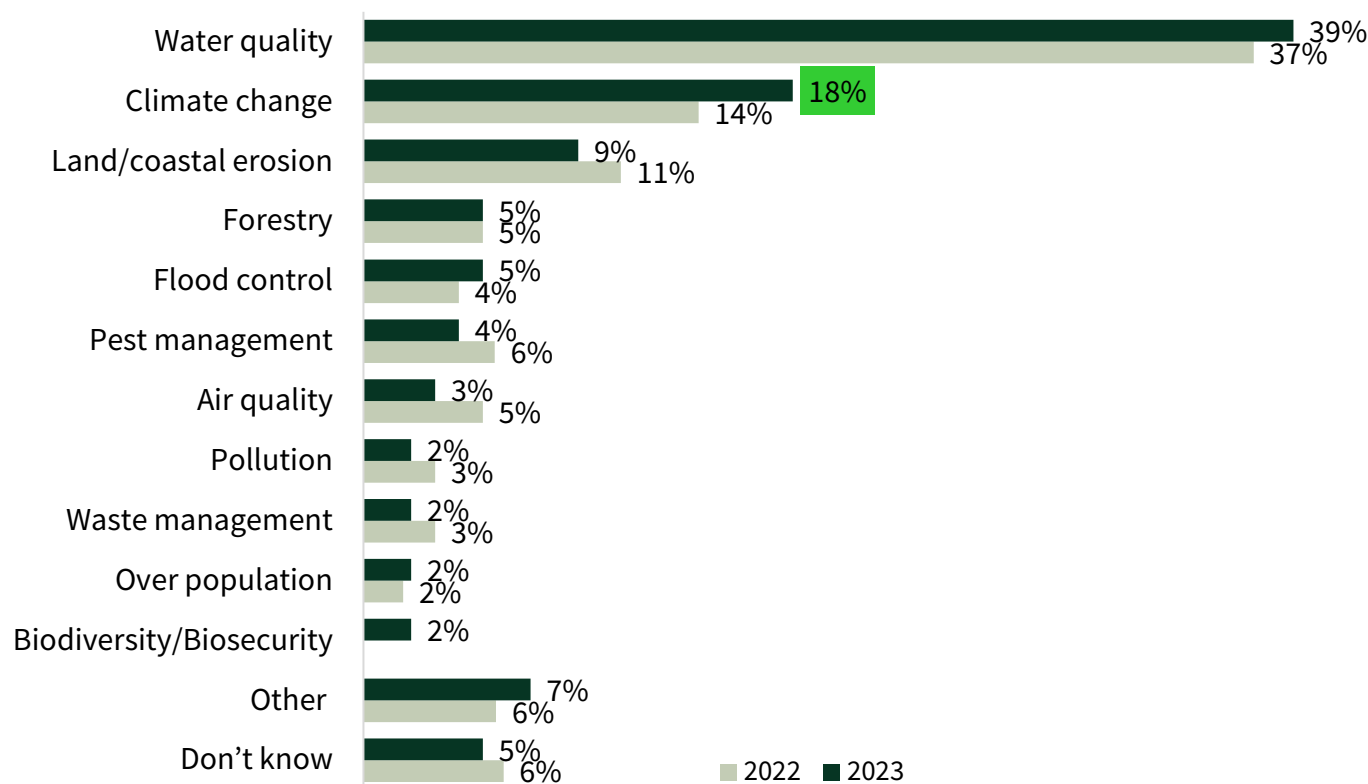
Clutha	2021	2022	2023
<i>Sample size</i>	300	300	190
Air quality in the Otago region	11%	11%	10%
Quality of water in the Otago region's rivers, lakes, and streams	24%	34%	32%
The state of the land-based environment in the Otago region	15%	19%	16%
Quality of coastal resources in the Otago region	18%	18%	20%

*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?
Green text indicates the district's 2023 result is significantly higher or lower than the district's 2022 result.*

Environmental Issues

Respondents were asked what they thought the most important environmental issue facing the region was. Their response was recorded verbatim and coded into categories during data analysis. This year the most important environmental issue is water quality with 39% of respondents mentioning this as a concern. This is followed by climate change (18%), land or coastal erosion (9%), forestry (5%), and flood control (5%). The proportion of respondents who mention climate change as an issue has increased significantly since 2022.

Most important environmental issue



What do you think is the most important environmental issue facing the Otago Region today?
 Base 2022 n=1,700, 2023 n=1,102
 Green shading indicates the 2023 result is significantly higher or lower than the 2022 result.

Environmental Issues

The table below shows the most important environmental issue for different communities over time. Water quality is the most important environmental issue for respondents across all districts in the region. However, the proportion of respondents mentioning water quality significantly increased in importance in Queenstown Lakes this year, but decreased amongst Waitaki respondents, with these from Waitaki more likely to mention land or coastal erosion issues this year.

Most important environmental issue: by area

	Waitaki 2022	Waitaki 2023	Central Otago 2022	Central Otago 2023	Queenstown Lakes 2022	Queenstown Lakes 2023
<i>Sample size</i>	300	190	300	190	340	190
Water quality	49%	38%	44%	47%	39%	47%
Climate change	11%	14%	12%	5%	15%	8%
Land/coastal erosion	7%	22%	9%	3%	10%	0%
Forestry	5%	5%	7%	7%	5%	8%
Flood control	3%	2%	5%	3%	4%	3%
Pest management	2%	2%	3%	8%	3%	6%
Air quality	4%	1%	3%	7%	6%	2%
Pollution	4%	1%	2%	1%	3%	0%
Waste management	3%	0%	2%	0%	3%	2%
Over population	1%	0%	3%	1%	1%	4%

What do you think is the most important environmental issue facing the Otago Region today?
 Green text indicates the district's 2023 result is significantly higher or lower than the district's 2022 result.

Environmental Issues

Perceptions around the most important environmental issue remain relatively similar in Dunedin and Clutha with water quality, climate change, and coastal and land erosion the key issues mentioned by respondents. Climate change has become an increasingly important issue for respondents in Dunedin this year while coastal and land erosion declined in importance amongst respondents from Clutha.

Most important environmental issue: by area

	Dunedin 2022	Dunedin 2023	Clutha 2022	Clutha 2023
Sample size	460	342	300	190
Water quality	34%	35%	30%	35%
Climate change	14%	25%	17%	15%
Land/coastal erosion	12%	13%	11%	3%
Forestry	4%	3%	9%	12%
Flood control	3%	6%	6%	6%
Pest management	8%	3%	4%	4%
Air quality	6%	3%	3%	1%
Pollution	4%	4%	3%	2%
Waste management	2%	2%	5%	1%
Over population	4%	1%	2%	0%

What do you think is the most important environmental issue facing the Otago Region today?
Green text indicates the district's 2023 result is significantly higher or lower than the district's 2022 result.

Issue Significance

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

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

Water quality 2023 39% (2022 37%)

- **Environmental impact of poor water quality:** The quality of natural water resources was perceived to be inextricably linked to the health of the environment. Aquatic ecosystems rely on clean water for the survival of diverse species and pollution disrupts these ecosystems, leading to the degradation of habitats and loss of biodiversity. Thus, maintaining clean waterways is vital not only for the health of local communities but also for preserving the natural balance and richness of life in local water bodies.
- **Concerns about climate change and scarcity in the future:** Climate change introduces additional complexities to water management, creating droughts in some areas and floods in others. Furthermore, rising sea levels pose a threat to coastal water systems, potentially leading to the contamination of freshwater supplies. These changes affect the availability and quality of water, potentially making it a scarce resource in the future.
- **The impact of agriculture and industry on waterways:** The practices of both agriculture and industry are perceived to play significant roles in water quality. Respondent's note agricultural runoff can pollute waterways and dairy farming waste products can lead to nutrient pollution. Industrial activities can also result in the discharge of harmful substances into water sources. Some respondents note that addressing these sources of pollution will be key to improving water quality, with some calling for stricter regulations and more sustainable practices across these sectors.
- **Economic and recreational implications:** Water quality has significant economic implications for industries such as tourism and fishing. Poor water quality can deter tourists and impair recreational activities, leading to economic losses. Moreover, the costs associated with addressing water pollution and ecological restoration are substantial. As such, investing in water quality is seen as important for both the environment and the economy.
- **Drinking water concerns:** Within water quality some respondents note concerns about drinking water. Potentially this has increased in importance this year with the cryptosporidium outbreak in the Queenstown Lakes area. Although this is outside of ORC's portfolio, the comments have been included below with the primary concerns relating to public health and safety and infrastructure.
- **Public health and safety:** Clean water is perceived as a cornerstone of public health. It is essential not only for drinking but also for various daily activities. The presence of contaminants in water can lead to serious health risks, from acute waterborne diseases to long-term chronic conditions. Ensuring the safety of water sources is crucial for preventing such health hazards and for maintaining the overall well-being of communities.

Issue Significance

- **Infrastructure challenges:** In keeping with the above point, some respondents mention the state of water infrastructure is a critical factor in water quality. Aging pipes, insufficient sewage treatment, and lack of adequate drainage systems contribute to water pollution. Urban areas, particularly those experiencing rapid growth, face significant challenges in managing water resources effectively.

Climate change 2023 18% (2022 14%)

- **Impact on the broader environment:** Climate change's environmental and ecological impact is significant and far reaching. It includes rising water levels and coastal erosion, which pose significant risks to coastal communities and infrastructure in the region. The changing climate also leads to extreme weather events like droughts, floods, and storms, which are perceived to have become more frequent and severe in New Zealand. These changes not only disrupt human activities but also threaten ecosystems, agriculture, and wildlife.
- **The impact on society and the economy:** The societal and economic consequences of climate change are also considered significant and include potential losses due to damaged infrastructure, disrupted agriculture, and the need for extensive adaptation measures. Climate change challenges current land use practices, necessitating a reevaluation of how and where communities interact with their environment. Respondents also note the impact on future generations, as today's decisions will shape the living conditions for years to come.
- **Climate change urgency:** Respondents stress that climate change increasingly needs immediate and effective action to mitigate its impacts. The need for a rapid response is driven by the belief that delaying action only exacerbates the problem and reduces the window of opportunity for meaningful change. Respondents call for a coordinated, comprehensive

approach that includes policy, planning, and community adaptations to ensure a sustainable future.

- **Climate change is a global issue, not simply a regional issue:** At a broader level, respondents note climate change is a global issue, and its implications stretch far beyond any single region's borders. The recognition of this global impact underlines the urgency of addressing climate change, and its effects are seen as necessitating a global response alongside local actions.

Land/coastal erosion 2023 9% (2022 11%)

- **Impact on infrastructure and housing:** Coastal erosion is leading to the loss of homes and infrastructure in the region. This issue extends beyond residential areas, as erosion is also damaging roads and exposing coastal areas. The loss of land not only affects housing but also impacts the usability of large areas of residential land, potentially leading to the displacement of communities.
- **Environmental consequences:** The state of coastal and aquatic resources is crucial for maintaining environmental balance. Coastal erosion can lead to the loss of beaches and natural habitats, affecting local wildlife and native species.
- **Economic and social impact:** The ongoing erosion and its consequences have a direct economic and social impact on residents. The cost of insuring homes against such risks is rising, and the potential long-term costs of addressing the erosion are significant. Furthermore, the erosion is not just a physical loss of land; it also affects people's livelihoods, safety, and quality of life. In some areas the impact is significant, with the encroaching coast threatening to alter the landscape and community life, most notably in Oamaru and South Dunedin.

Issue Significance

Forestry 2023 5% (2022 5%)

- **Environmental degradation:** Many respondents highlight the importance of forestry and land management as an environmental issue due to concerns about environmental degradation. This includes worries about the stability of the land, erosion, and the impact of forestry practices on the natural environment. There is significant apprehension about deforestation, the loss of biodiversity, and the negative effects on water quality in rivers and lakes. These concerns centre around the long-term consequences of land management decisions on the health of ecosystems and the overall wellbeing of the environment.
- **Economic and social impact:** Overcrowding and the potential displacement of natural environments, farmland, and communities are major reasons for considering forestry and land management an important issue. People are worried about how changes in land use can affect communities, particularly in farming areas. There are concerns about the allocation of resources and infrastructure, and how these changes can have social and economic consequences.
- **Pollution concerns:** The role of forestry in contributing to pollution, climate change, and environmental hazards is another significant concern. Respondents point to issues like water pollution and the impact on the environment and climate. They see a connection between land management practices and the worsening of environmental problems.

Flood control 2023 5% (2022 4%)

- **Impact on people their communities:** Floods directly affect people's lives, homes, and communities. Large-scale flooding in populated areas can result in substantial damage to properties and infrastructure, leading to displacement and loss of homes. This concern is heightened amongst

respondents in areas which are prone to heavy rainfall or near rivers that can overflow, threatening to flood towns and residential areas.

- **Economic consequences:** Floods can have a significant economic impact, particularly on businesses and local economies. Flooding affects not only the physical infrastructure but also disrupts commercial activities, leading to financial losses. The cost of repairing flood damage and the rising insurance premiums for properties in flood-prone areas are noted as additional economic burdens.
- **Climate change and increasing weather extremes:** The increasing frequency and intensity of weather events, have made flood control more critical. People recognise that with changes in weather patterns, floods are becoming more common, and existing infrastructure may not be adequate to handle these changes. The need to adapt and strengthen flood control measures to mitigate the worsening damage over time is noted as a concern.

Pest management 2023 4% (2022 6%)

- **Impact on native species:** Pests and invasive species like rabbits, possums, and noxious weeds pose a significant threat to native wildlife and plant species. These invasive species can out-compete native species, leading to a decline in biodiversity. The damage caused by these pests can be particularly harmful to native birds and other wildlife, altering ecosystems and leading to long-term ecological imbalances.
- **Economic and agricultural damage:** Pests and weeds can cause substantial economic harm, especially in agricultural and rural areas. They can ruin crops, vineyards, and other agricultural lands, leading to financial losses for farmers and affecting the livelihoods of those who

Issue Significance

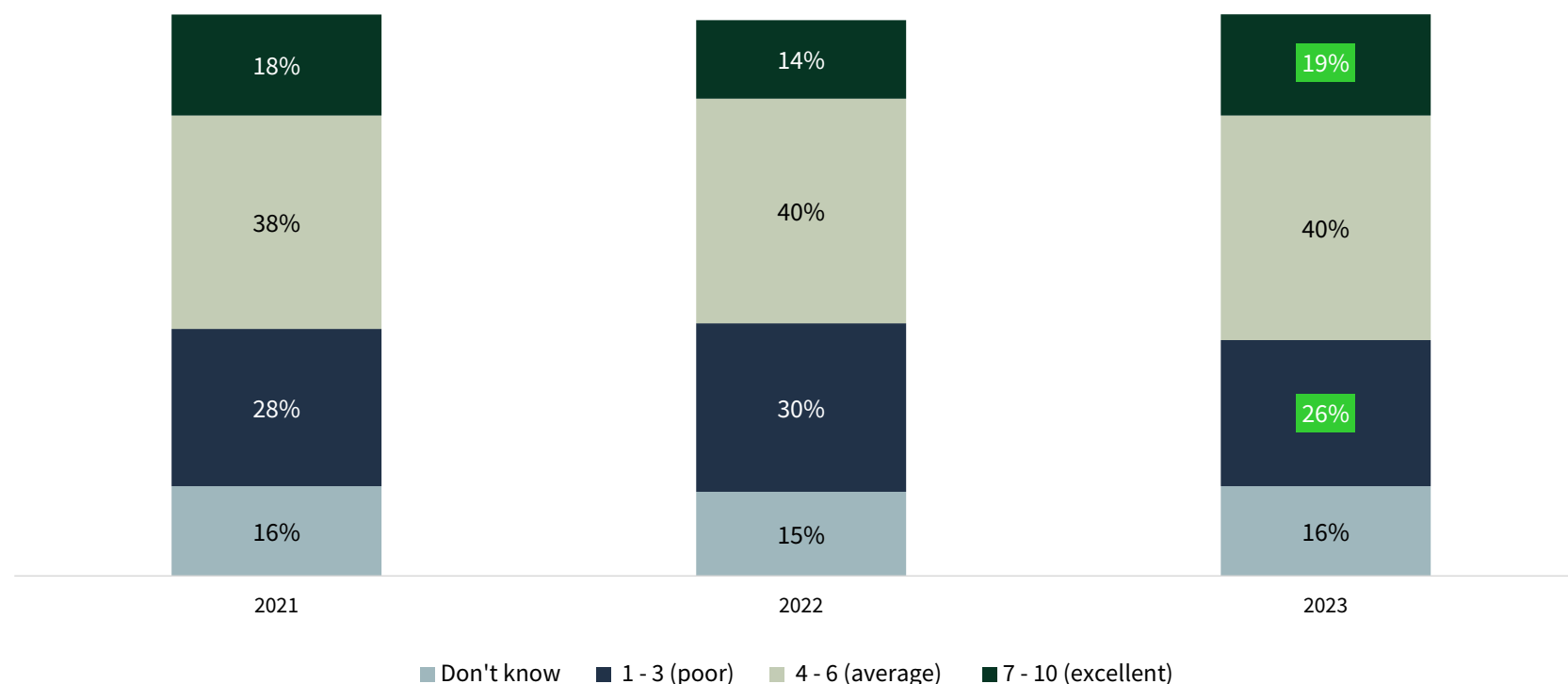
depend on these industries. The destruction of land can also make it unusable for cropping and prone to erosion, further exacerbating the economic impact.

- **Environmental degradation:** The proliferation of pests and weeds can lead to environmental degradation, affecting land quality and leading to issues like erosion and loss of arable land. This degradation can also impact water quality and increase the risk of wildfires in areas with dense weed growth. Additionally, there are concerns about public health and safety, as some pests carry diseases which may pose direct threats to people and property.

Environmental Response

Respondents were asked to provide a rating for ORC's response to the environmental issue they identified. This year 19% of respondents rate ORC's response as excellent, 40% rate it as average, and 26% rate the response poorly. These results show a significant increase (5%) in positive ratings from the 2022 results and a significant decline in poor ratings (down 4%).

Rating of environmental response



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

Base 2021 n=1,663, 2022 n=1,646, 2023 n=1,075

Green shading indicates the 2023 result is significantly higher or lower than the 2022 result.

Environmental Response

The perceptions of the environmental response are highest amongst respondents in Central Otago and lowest amongst respondents in Waitaki. There is a significant increase in the proportion of excellent ratings amongst respondents in Dunedin (19%, an increase of 8% since 2022) and Central Otago (27%, an increase of 15% since 2022) this year.

Rating of environmental response: by area (7–10 ratings)

	Waitaki	Central Otago	Queenstown Lakes	Dunedin	Clutha
<i>Sample size</i>	186	183	188	342	176
2023	14%	27%	17%	19%	17%
2022	16%	12%	20%	11%	17%
2021	20%	21%	17%	17%	24%

*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?
Green text indicates the district's 2023 result is significantly higher or lower than the district's 2022 result.*

Environmental Response

The tables below show respondents' ratings of ORC's response to the environmental issue that respondents identified. This data is compared to the ratings for 2022. This year, strong and improved ratings are seen for ORC's response to water quality issues (20%, an increase of 6% since 2022), climate change (23%, increase of 8% since 2022), and flood control (34%, increase of 28% since 2022). There is also a decrease in the proportion of respondents who provide an average rating for ORC's response to forestry issues in the region (23%, decrease of 16% since 2022).

Rating of response to environmental issue: by issue

	Water quality 2022	Water quality 2023	Climate change 2022	Climate change 2023	Land/coastal erosion 2022	Land/coastal erosion 2023
Sample size	675	461	209	166	146	94
1 - 3 ratings	28%	28%	29%	19%	29%	19%
4 - 6 ratings	41%	40%	40%	37%	40%	48%
7 - 10 ratings	14%	20%	15%	23%	16%	18%
Don't know	16%	12%	16%	22%	15%	14%

	Forestry 2022	Forestry 2023	Flood control 2022	Flood control 2023
Sample size	85	70	57	46
1 - 3 ratings	36%	46%	34%	18%
4 - 6 ratings	39%	23%	54%	45%
7 - 10 ratings	13%	11%	6%	34%
Don't know	12%	20%	7%	3%

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?
Green text indicates the 2023 result is significantly higher or lower than the 2022 result.

Environmental Response

The results for ORC's response to the remaining key environmental issues were similar to those of 2022. However, there is a decline in the negative ratings of ORC's response to pollution (12%, decrease of 26% since 2022) and an indicative increase in average and positive ratings on this issue.

Rating of response to environmental issue: by issue

	Pest management 2022	Pest management 2023	Air quality 2022	Air quality 2023
Sample size	78	46	75	37
1 - 3 ratings	28%	42%	22%	22%
4 - 6 ratings	44%	40%	40%	49%
7 - 10 ratings	9%	8%	20%	12%
Don't know	18%	10%	18%	17%

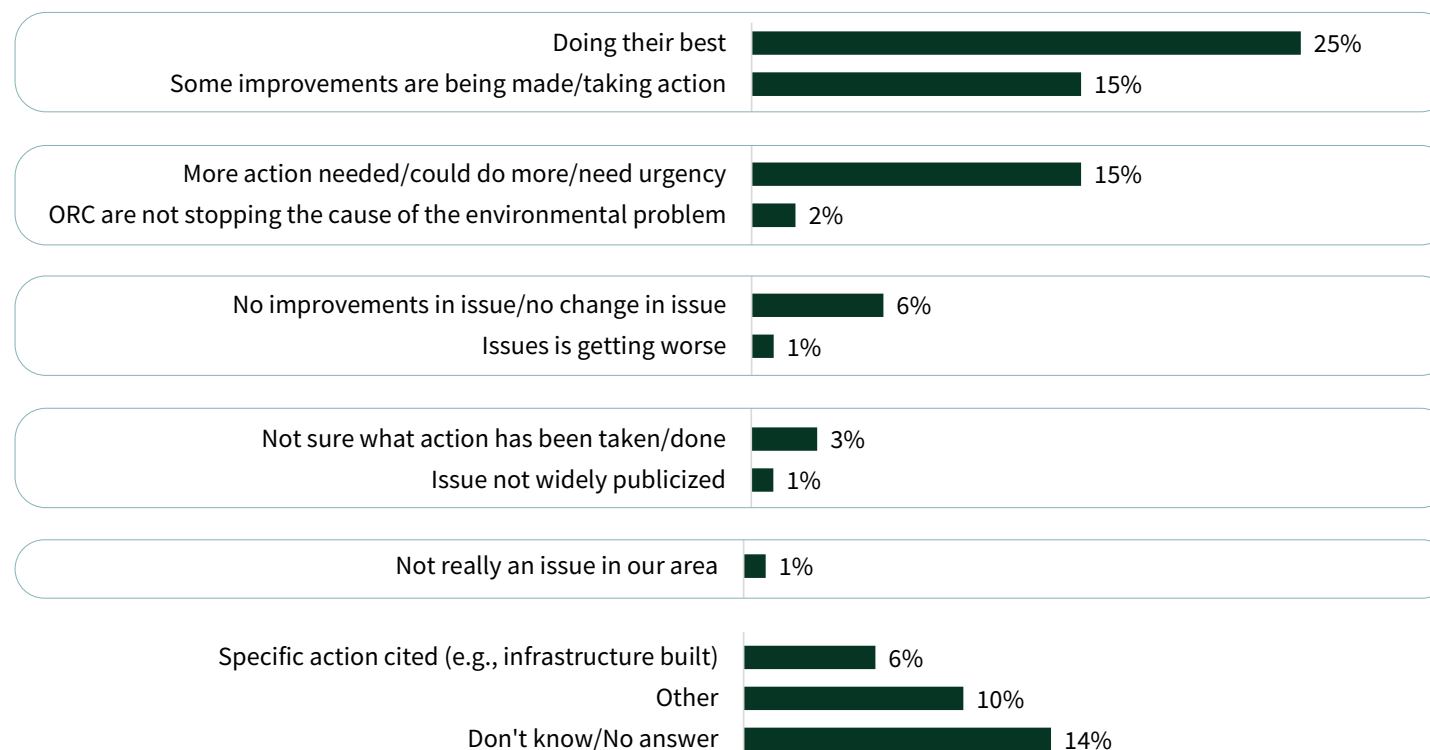
	Pollution 2022	Pollution 2023	Waste management 2022	Waste management 2023
Sample size	50	20	45	17
1 - 3 ratings	38%	12%	26%	31%
4 - 6 ratings	36%	50%	50%	24%
7 - 10 ratings	12%	24%	12%	26%
Don't know	13%	14%	13%	19%

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?
Green text indicates the 2023 result is significantly higher or lower than the 2022 result.

Response: Excellent Ratings

Respondents were asked to provide a reason for the rating they provided of ORC's environmental response. These responses were collected verbatim and grouped into themes during data analysis. Respondents who provided an excellent rating (rating of between 7 and 10 out of 10) note that ORC's actions are positive (40% net) although many still feel the issues are urgent (15%) and there is little improvement in some of the issues (7% net). These results largely reflect the reasons seen in 2022 and 2021.

Reasons for excellent ratings (7–10 ratings)



Net Scores (2022/2021)

Council
action:
40% (46%/49%)

Council
inaction:
18% (22%/19%)

Issue getting
worse
7% (6%/4%)

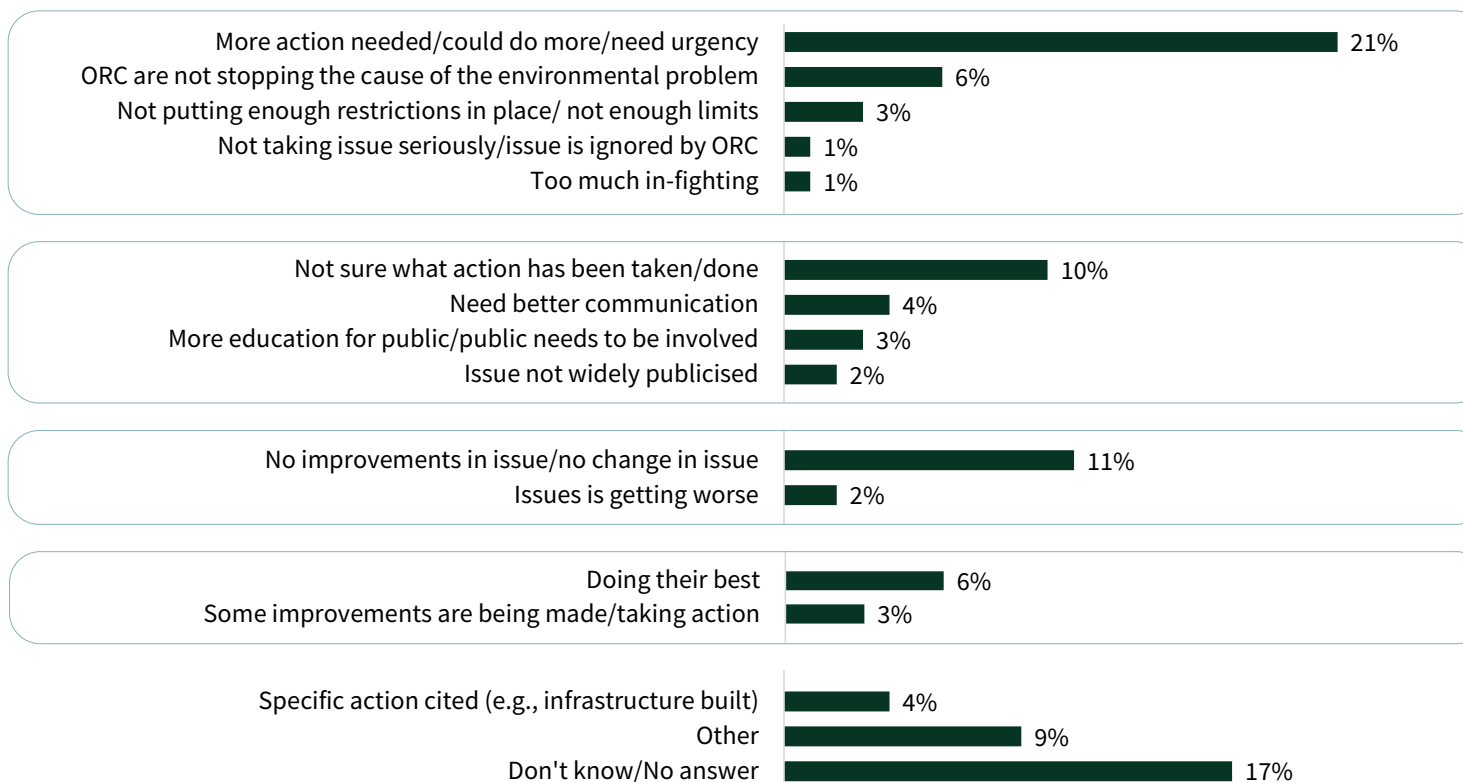
More
education:
6% (3%/8%)

Issue
significance:
1% (1%/2%)

Response: Average Ratings

Respondents who rate ORC's environmental response as average (rating of between 4 and 6 out of 10) feel ORC needs to take greater action (32% net) which is largely driven by the issue's urgency (21%). However, this group also note there is a need for greater education (18% net), and that ORC has taken some actions to resolve the environmental issues (9% net). These results largely reflect the responses seen in 2022 and 2021.

Reasons for average ratings (4–6 ratings)



Net Scores (2022/2021)

Council
inaction:
32% (36%/35%)

More
education:
18% (16%/16%)

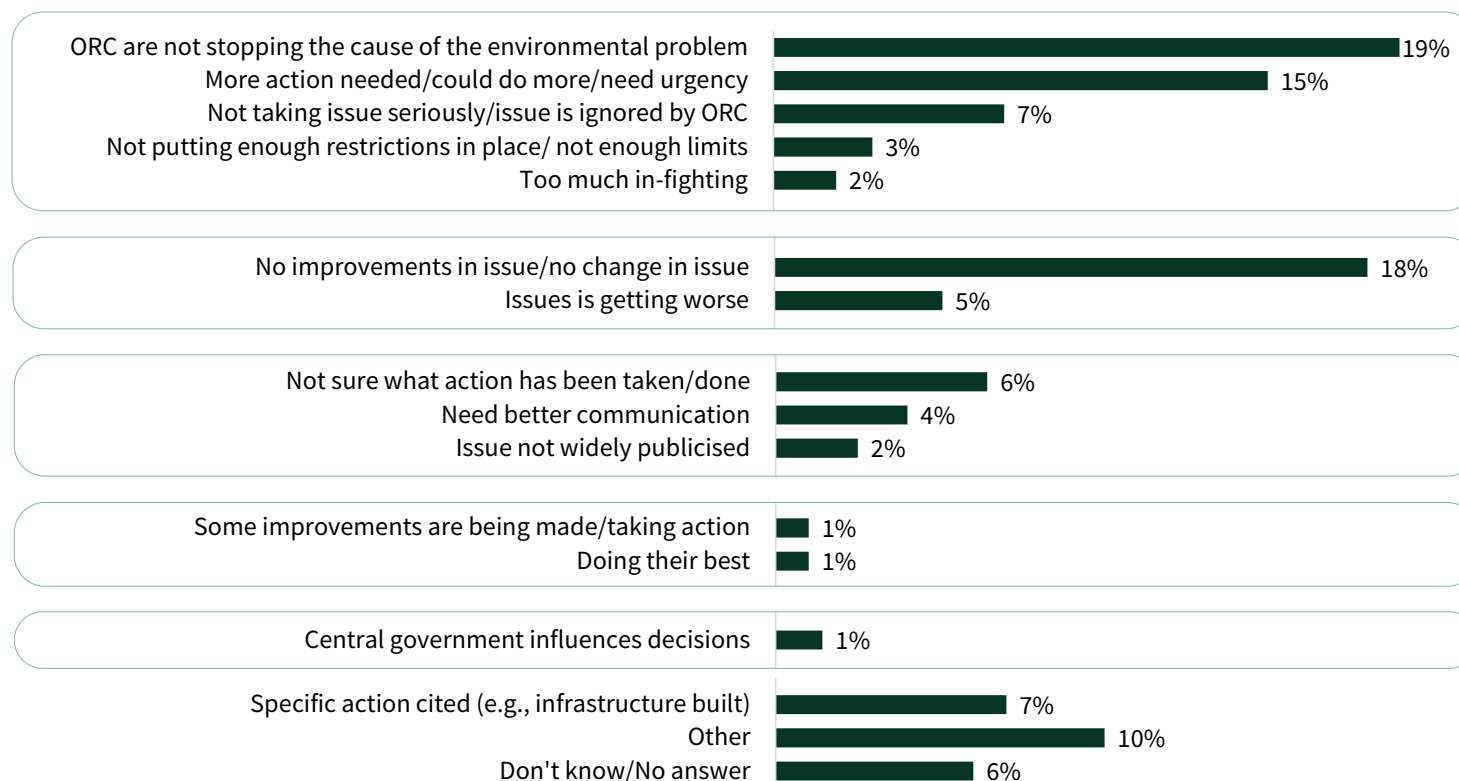
Issue getting
worse:
13% (19%/12%)

Council
action:
9% (10%/13%)

Response: Poor Ratings

Respondents who rate ORC's environmental response poorly (rating of between 1 and 3 out of 10) primarily cite the lack of action from ORC (45% net) as the reason for this rating. This is followed by concerns that the issue is not improved (22% net) and the need for greater education (12% net). There is a significant increase in the proportion of respondents who state that ORC's inaction is the reason for their rating, with a strong focus around not stopping the root cause of the environmental issue (19%).

Reasons for poor ratings (1–3 ratings)



Net Scores (2022/2021)

Council
inaction:
45% (33%/36%)

Issue getting
worse:
22% (32%/21%)

More
education:
12% (9%/14%)

Council action:
2% (2%/1%)

Issue
significance:
1% (1%/7%)

Expectations Summary

Respondents' views of the Otago region's environment have remained similar to those seen in 2021 and 2022. However, there are early indications of a perceived improvement in the quality of coastal resources, with only 25% of respondents stating that this has deteriorated in the past 12 months and slightly fewer respondents noting coastal erosion as the most critical environmental issue overall. However, this issue is keenly noted in Waitaki where coastal erosion is highlighted as a significant concern.

Water quality remains a crucial issue for the region, with 39% of respondents stating it is the region's most critical environmental issue today. This perception is driven by concerns about the environmental impact of poor water quality on the general health of the environment, issues of scarcity in the future, the effects of agricultural practices, and the subsequent economic and recreational implications of declining water quality. Respondents from the Queenstown Lakes district have a heightened awareness of water quality issues. However, this is possibly driven by recent outbreaks in the urban drinking water supply with concerns primarily relating to public safety and infrastructure.

There is increasing concern about climate change this year, with key concerns relating to the impact on the broader environment, the urgency of the issue, and the fact that actions have a global effect, not simply a regional impact. Positively, a more significant number of respondents who state that climate change is a crucial issue for the region rate ORC's response to climate change positively; this year, 23% of respondents provide an excellent rating of ORC's response to climate change, which is an 8% improvement from the 2022 result. Improvement in the rating of ORC's response is also seen for water quality and flood control. However, there is a decline in the views of ORC's response to forestry issues. Interestingly, there seems to be an increasing recognition across all environmental issues that these are not simply ecological, but that they have significant economic and social effects which trickle down to impact all parts of the community.

When looking at reasons for respondent's ratings of ORC's response to environmental issues, there is a strong perception that ORC is taking action on these issues. However, there is a need for greater urgency with these actions. In particular, those who rate ORC's response poorly feel that ORC is not stopping the root cause of the issues and that there needs to be greater environmental change.

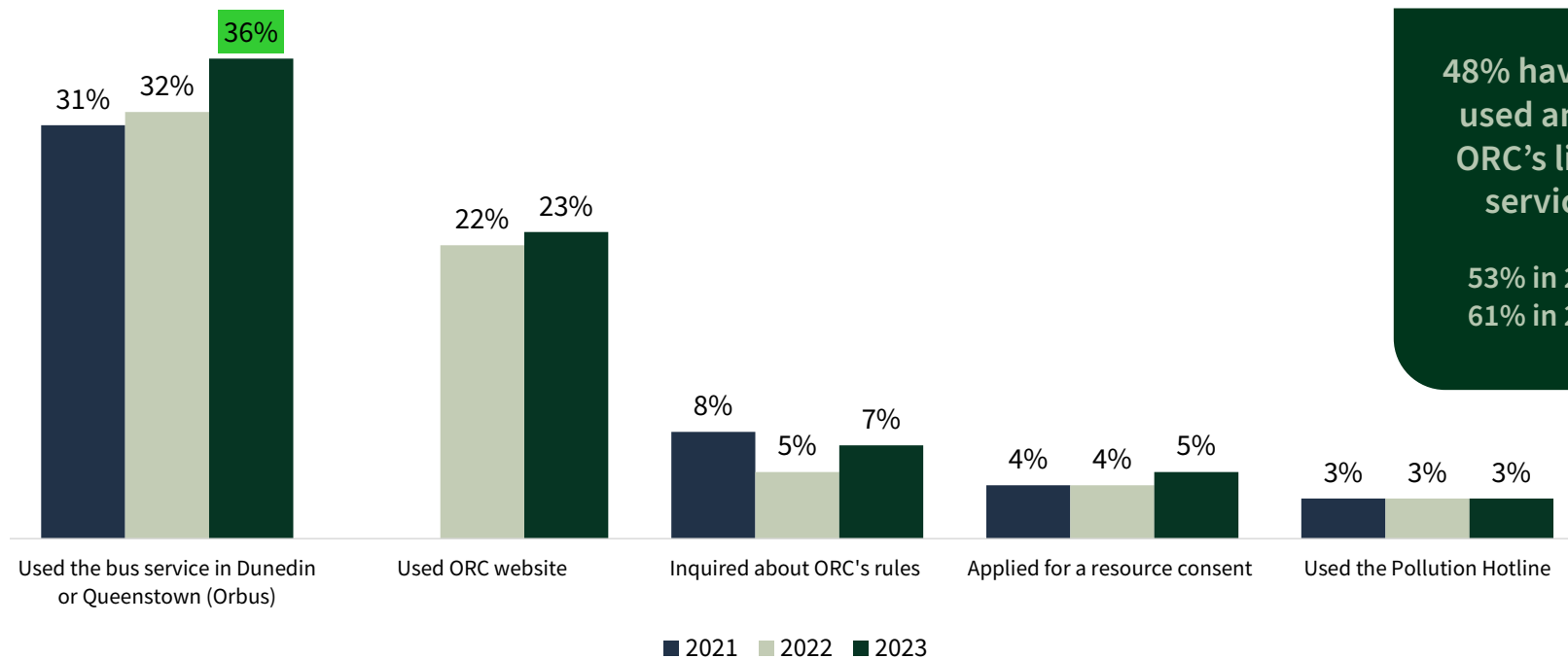


Perceptions: Services

Service Use

Respondents were asked about their use of different services that ORC provides to the community. As with previous years, the most commonly accessed service is the public bus service (36%), followed by using the ORC website (23%), inquiring about ORC's rules (7%), applying for resource consents (5%), or using the pollution hotline (3%). There has been a steady increase in the proportion of respondents who have used the bus service over time, with respondents under 40 years of age and respondents over 65 years of age the most frequent users. There are very few other demographic differences however, website use is highest amongst those aged between 40 and 64 years (29%) and those who identify as Pasifika (73%). Forty eight percent of respondents have not used any of ORC's services, which was a significant decline from 2022 (53%) and 2021 (61%).

Service use



Which, if any, of the following services have you used?

Base 2021 n=1,700, 2022 n=1,700, 2023 n=1,102

Green shading indicates the 2023 result is significantly higher or lower than the 2022 result.

Service Use

The table below shows the services used in different communities over time. Dunedin City and Queenstown Lakes respondents are the most frequent bus users, while respondents from Clutha and Waitaki are the least likely to use any of ORC's services. Usage patterns in different parts of the region remain largely similar year on year, however, respondents from Central Otago engage with a greater number of ORC's services this year than in 2022.

Service use: by area

	Waitaki 2022	Waitaki 2023	Central Otago 2022	Central Otago 2023	Queenstown Lakes 2022	Queenstown Lakes 2023
Sample size	300	190	300	190	340	190
Used the bus service	3%	6%	7%	15%	34%	38%
Used the ORC website	14%	17%	23%	24%	25%	30%
Inquired about ORC's rules	5%	8%	9%	7%	8%	9%
Applied for a resource consent	1%	3%	6%	10%	7%	9%
Used the Pollution Hotline	4%	2%	2%	4%	3%	3%
None	79%	74%	66%	56%	48%	45%

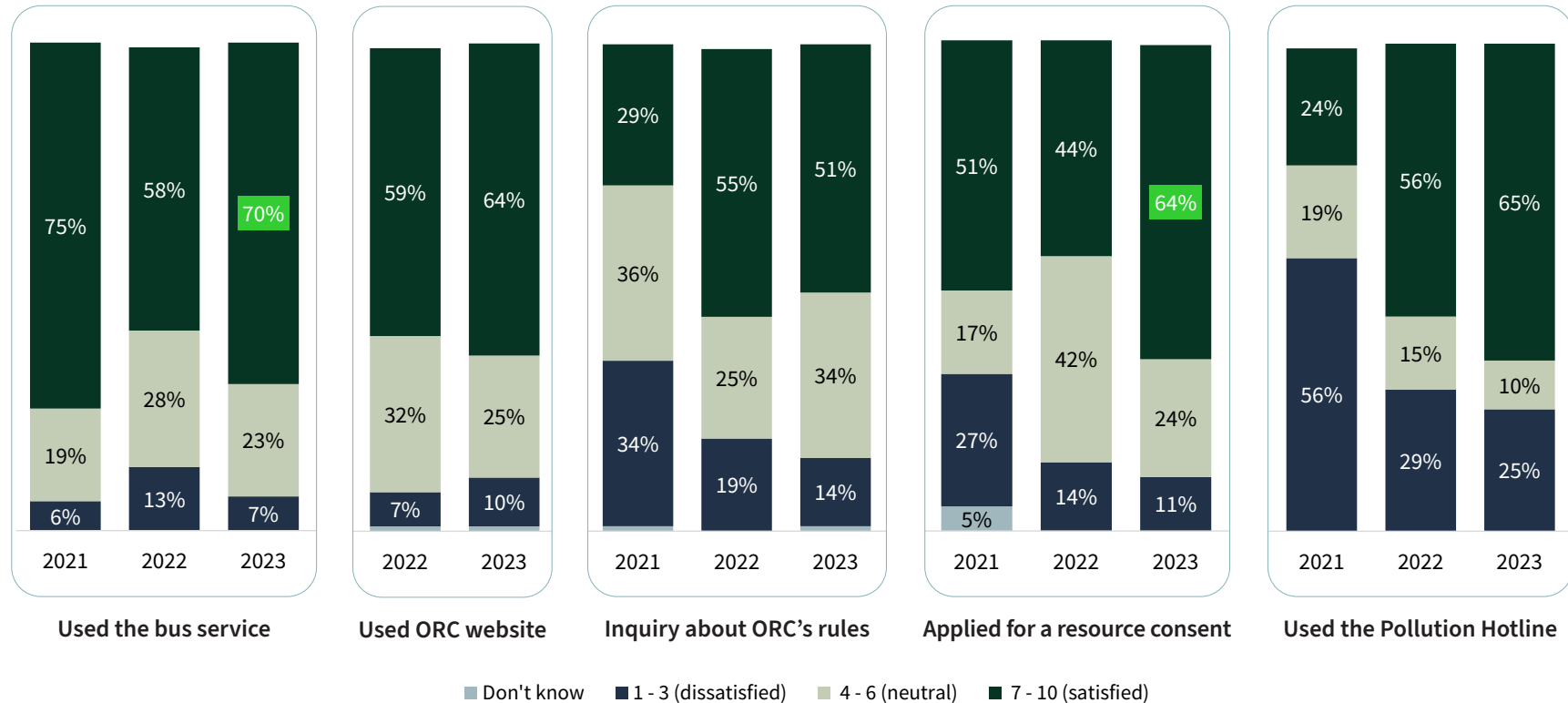
	Dunedin 2022	Dunedin 2023	Clutha 2022	Clutha 2023
Sample size	460	342	300	190
Used the bus service	45%	49%	7%	5%
Used the ORC website	22%	21%	18%	24%
Inquired about ORC's rules	3%	5%	9%	11%
Applied for a resource consent	3%	3%	4%	8%
Used the Pollution Hotline	2%	2%	4%	3%
None	46%	41%	70%	66%

Which, if any, of the following services have you used?
Green text indicates the 2023 result is significantly higher or lower than the 2022 result.

Service Satisfaction

Respondents who had used ORC's services were asked to rate their experience with the service. Positively, nearly all service ratings have increased with the ratings for the bus service and resource consent process showing significant increases from the 2022 results. Furthermore, satisfaction ratings for the website, rule inquiries, and Pollution Hotline use, have all increased since monitoring began in 2021.

Service satisfaction

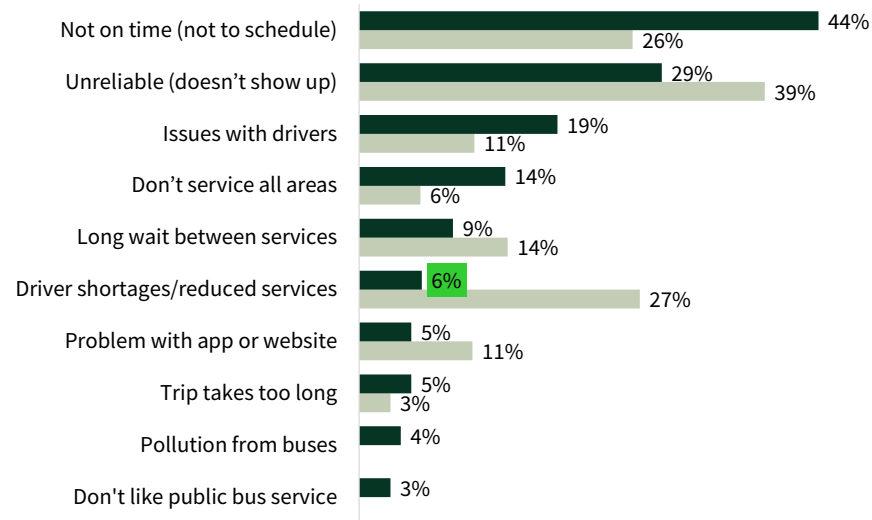


Using a 1 – 10 scale where 1 is extremely dissatisfied and 10 is extremely satisfied, please indicate how satisfied you were with the service you received when you...
 Base: 2021/2022/2023 Used the bus service n=371/363/288; Used the ORC website n=350/234; Inquired about ORC's rules n=154/109/78; Applied for a resource consent n=75/70/58; Used Pollution Hotline n=55/49/31.
 Green shading indicates the service's 2023 result is significantly higher or lower than the service's 2022 result.

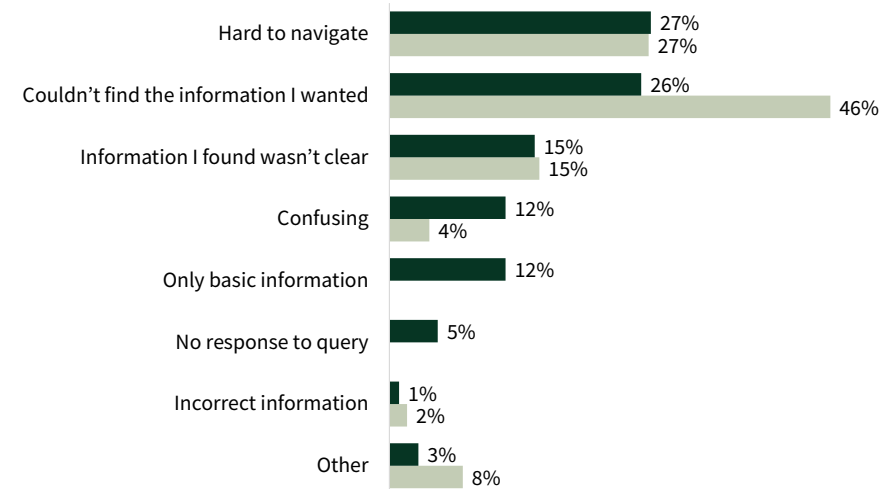
Dissatisfaction with Service

Service users who were dissatisfied were asked about their reasons for dissatisfaction. Their response was recorded verbatim and coded into categories during data analysis. The primary reasons for dissatisfaction with the bus service are that the service does not run to time (44%), the service does not show up (29%), or there is an issue with the driver (19%). However, this year there is a significant decline in the proportion of respondents who note dissatisfaction due to reduced services. Respondents who are dissatisfied with the website note the website is difficult to navigate (27%) and they are unable to find the information they want (26%). There is an increase in the number of respondents who comment on the information on the site with 15% stating it is not clear, 12% stating the site is confusing, and 12% citing the information is too basic for their needs.

Bus service



Website use



■ 2022 ■ 2023

You indicated you were dissatisfied [service], why do you say that?

Base 2022/2023: Bus service n=67/28, Base Website n=51/30

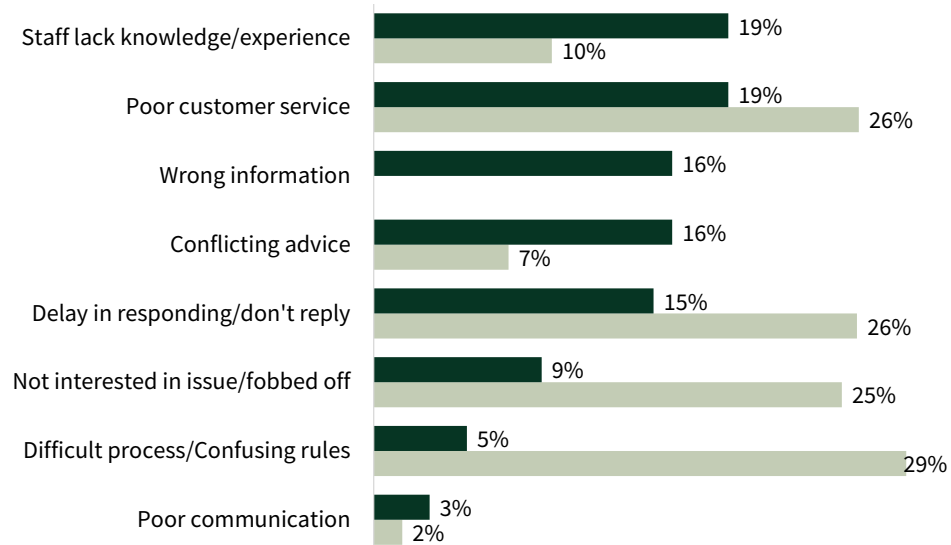
This analysis is based on a 1 - 4 rating.

Green shading indicates the service's 2023 result is significantly higher or lower than the service's 2022 result.

Dissatisfaction with Service

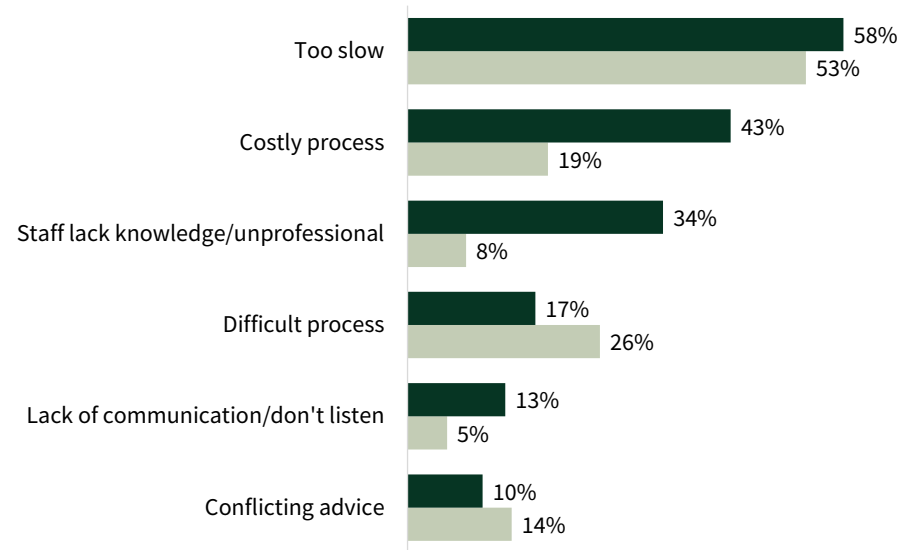
Respondents who are dissatisfied with the service provided for rule inquiries cite a lack of knowledge from the staff (19%), poor customer service (19%), and wrong or conflicting advice (16% each). Respondents who are dissatisfied with the resource consenting process note that the process is too slow (58%), too costly (43%), and staff lack knowledge (34%).

Inquired about ORC's rules



■ 2022 ■ 2023

Resource consent

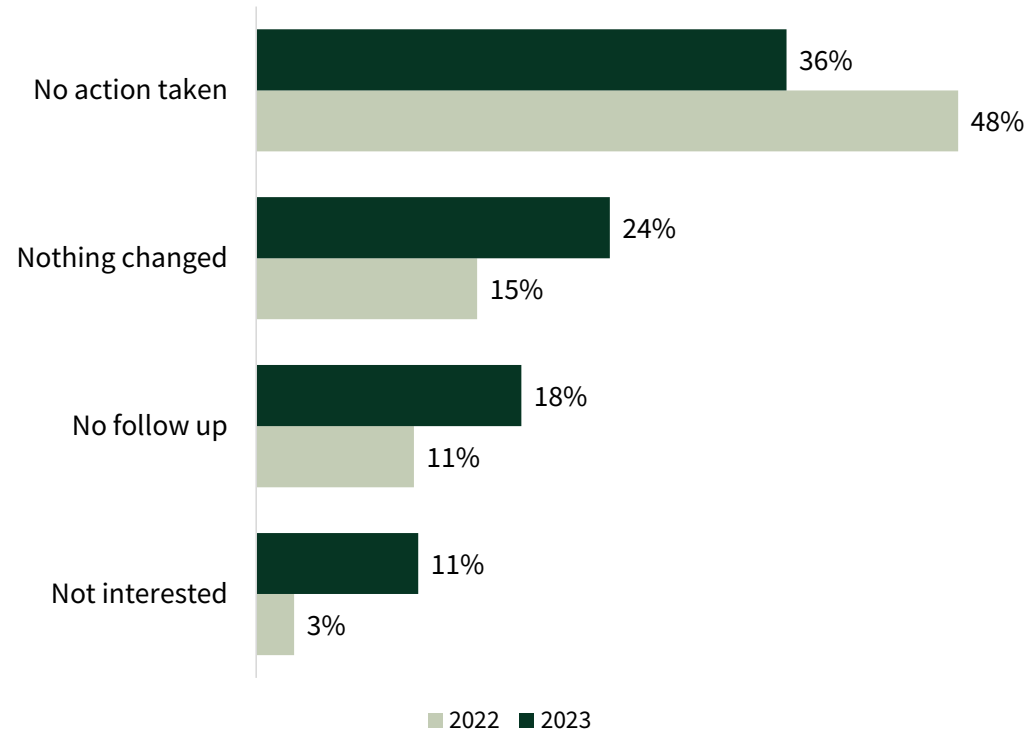


You indicated you were dissatisfied [service], why do you say that?
 Base 2022/2023: Inquiry to ORC rules n=28/16 Resource consent n=19/12

Dissatisfaction with Service

Respondents who are dissatisfied with the service provided for the Pollution Hotline note that no action has been taken regarding their complaint (36%) and that nothing changed (24%) as a result of their reporting.

Pollution Hotline



You indicated you were dissatisfied [service], why do you say that?
Base 2022/2023: Pollution Hotline n=23/11

Service Summary

Use of ORC's services has increased this year, with just under half of respondents not using any ORC services. While service use has increased across the board, there has been a significant increase in the use of the bus this year.

Positively, there are increases in respondents' satisfaction ratings of the services they use. In particular, satisfaction ratings with the bus service have returned to levels seen in 2021, while year-on-year increases are seen for the Pollution Hotline, ORC website, resource consent application, and inquiries about ORC's rules. Most service ratings are the highest they have been at since monitoring began, with dissatisfaction at the lowest levels since monitoring began.

Respondents were asked about their reasons for dissatisfaction with services. Most of the reasons for dissatisfaction with the bus service relate to timing. At the same time, dissatisfied website users could not find the information they were after. Respondents perceive challenges with inquiring about ORC's rules relating to staff knowledge. Dissatisfied respondents also note the resource consent processes could be faster and more efficient, while the main complaint about the Pollution Hotline is the lack of action from the complaint.

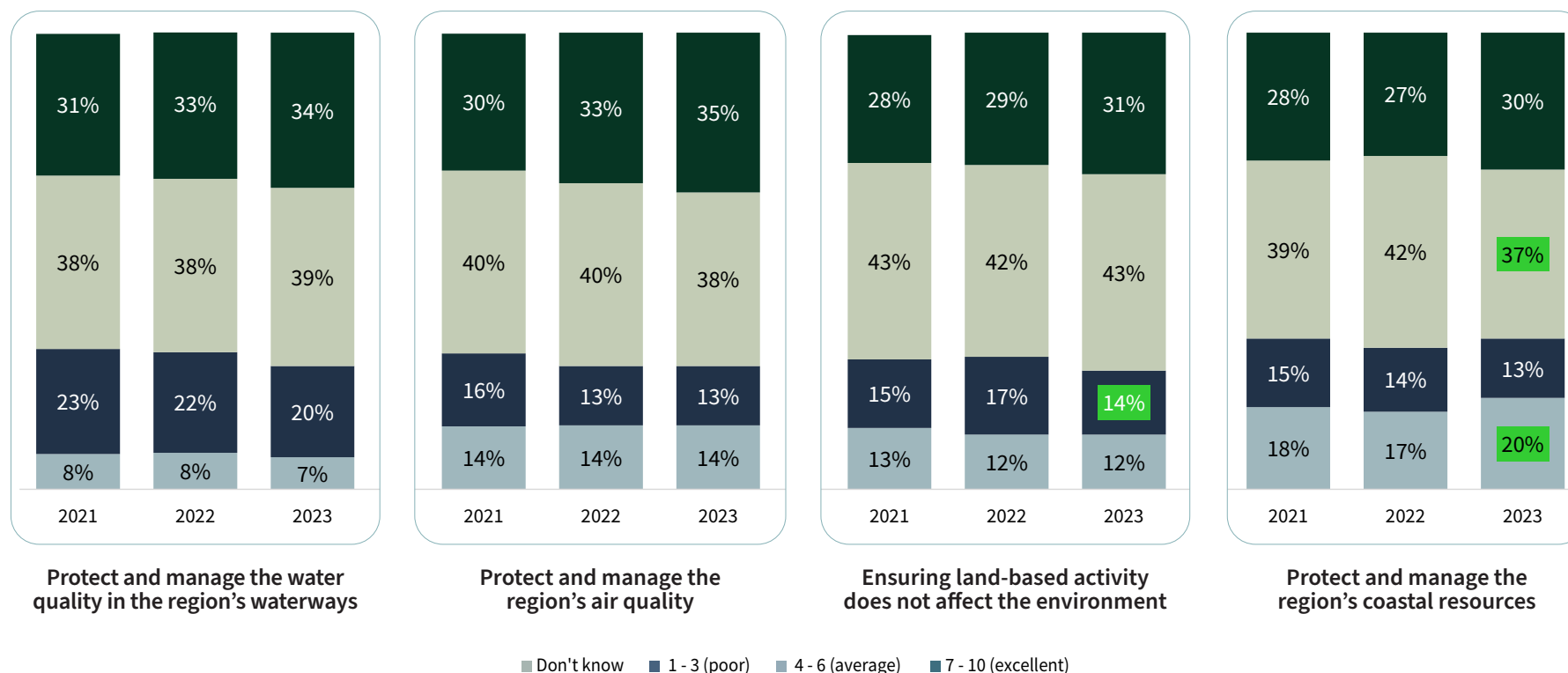


Perceptions: Performance

Perceptions: Performance

Respondents were asked to rate ORC's performance on a range of measures that relate to environmental protection. The measure that respondents provide the highest rating is for protecting and managing the region's air quality (35%), followed by protecting and managing the region's waterways (34%), ensuring land-based activity does not affect the environment (31%), and protecting the region's coastal resources (30%). All measures have seen gradual increases in satisfaction over time.

Performance



And, using the same scale where 1 is extremely poorly and 10 is excellent how well or poorly do you think Otago Regional Council is... Base 2021
 n=1,700, 2022 n=1,700, 2023 n=1,102
 Green shading indicates the 2023 result is significantly higher or lower than the 2022 result.

Perceptions: Performance

The tables below show the ratings for ORC's performance across different districts over time. The results for Waitaki, Dunedin, and Clutha have remained mostly similar to those from 2022. However, ratings for Central Otago for the protection of water quality, land-based activity, and coastal resources have all improved this year. Satisfaction ratings from respondents in Queenstown Lakes for the protection and management of water quality and coastal resources have both declined this year.

Performance: by area (7–10 ratings)

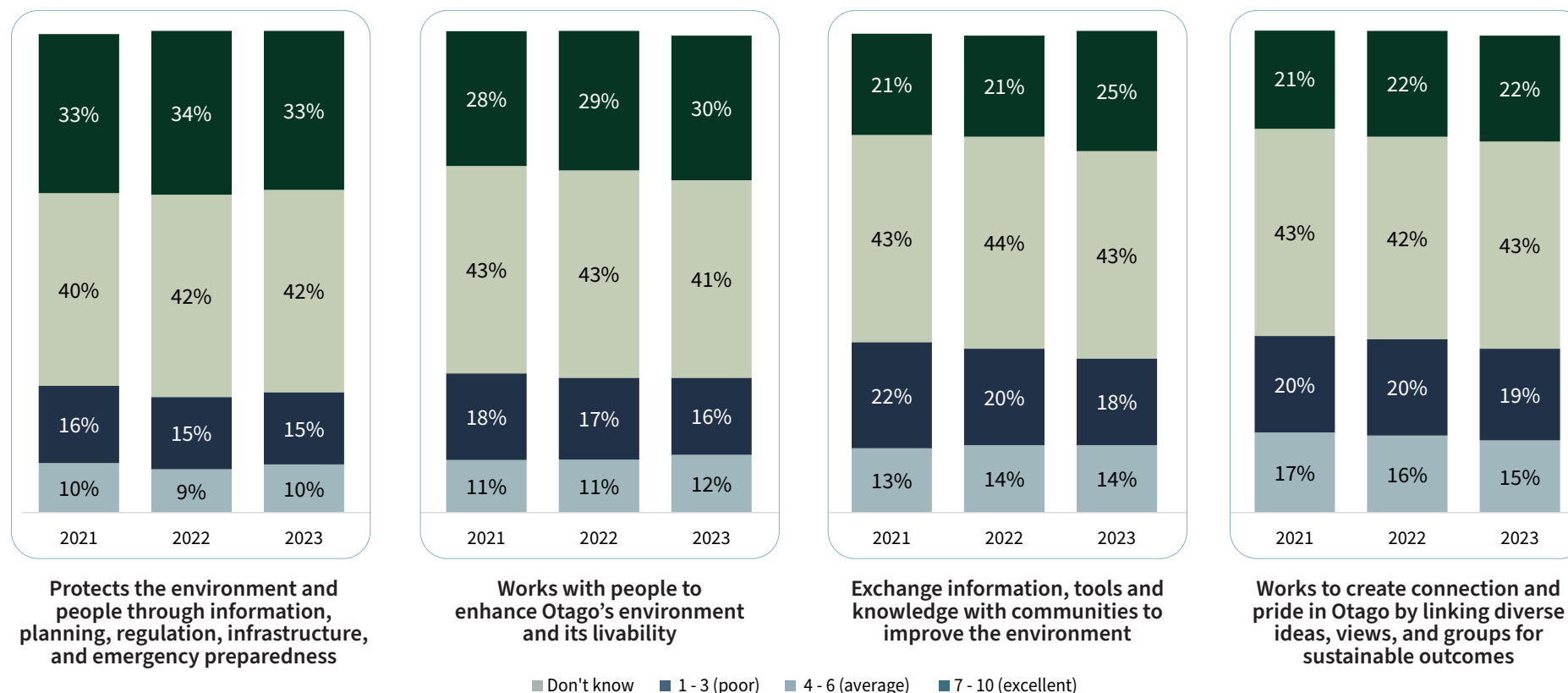
	Waitaki 2022	Waitaki 2023	Central Otago 2022	Central Otago 2023	Queenstown Lakes 2022	Queenstown Lakes 2023
<i>Sample size</i>	300	190	300	190	340	190
Protecting and managing water quality	28%	31%	28%	41%	41%	31%
Protecting and managing air quality	29%	32%	31%	37%	36%	35%
Ensuring land-based activities do not affect the environment	22%	29%	29%	41%	33%	28%
Protecting and managing coastal resources	24%	37%	14%	33%	27%	19%
	Dunedin 2022	Dunedin 2023	Clutha 2022	Clutha 2023		
<i>Sample size</i>	460	342	300	190		
Protecting and managing water quality	31%	35%	33%	33%		
Protecting and managing air quality	32%	36%	38%	35%		
Ensuring land-based activities do not affect the environment	28%	31%	32%	30%		
Protecting and managing coastal resources	30%	33%	29%	32%		

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....
Green text indicates the district's 2023 result is significantly higher or lower than the district's 2022 result.

Perceptions: Delivery

Respondents were asked to rate ORC's delivery of its role in the Otago Region. Respondents provide the highest ratings for ORC's role in protecting the environment and people through information (33%) and working with people to enhance the environment and livability (30%). Slightly lower ratings are afforded to how ORC exchanges information with communities (25%) and how ORC creates connections and pride by linking groups (22%). These ratings have remained consistent since monitoring commenced.

Delivery



I am going to read out a list of statements about the role the Otago Regional Council has in the Otago region. Please indicate how well you think Otago Regional Council delivers on each of these areas using a scale where 1 is extremely poorly and 10 is excellent.
 Base 2021 n=1,700, 2022 n=1,700, 2023 n=1,102

Perceptions: Delivery

The tables below show the ratings for ORC's delivery across different parts of the district over time. Ratings from respondents in Waitaki, Queenstown Lakes, Dunedin, and Clutha remain similar to those from 2022. However, there is an increase in the positive ratings from respondents in Central Otago, particularly for ORC's work protecting the environment and people, making the region livable, and generating connections across the region.

Delivery: by area (7–10 ratings)

	Waitaki 2022	Waitaki 2023	Central Otago 2022	Central Otago 2023	Queenstown Lakes 2022	Queenstown Lakes 2023
<i>Sample size</i>	300	190	300	190	340	190
Protects Otago's environment and people	33%	33%	30%	43%	33%	31%
Works with people to enhance Otago's environment and its livability	25%	26%	25%	34%	32%	30%
Exchanges information, so communities can improve the environment	20%	25%	21%	28%	26%	24%
Works to create connections and pride in the region	17%	23%	15%	24%	24%	16%

	Dunedin 2022	Dunedin 2023	Clutha 2022	Clutha 2023
<i>Sample size</i>	460	342	300	190
Protects Otago's environment and people	34%	32%	37%	35%
Works with people to enhance Otago's environment and its livability	30%	30%	27%	35%
Exchanges information, so communities can improve the environment	19%	25%	22%	24%
Works to create connections and pride in the region	24%	24%	18%	25%

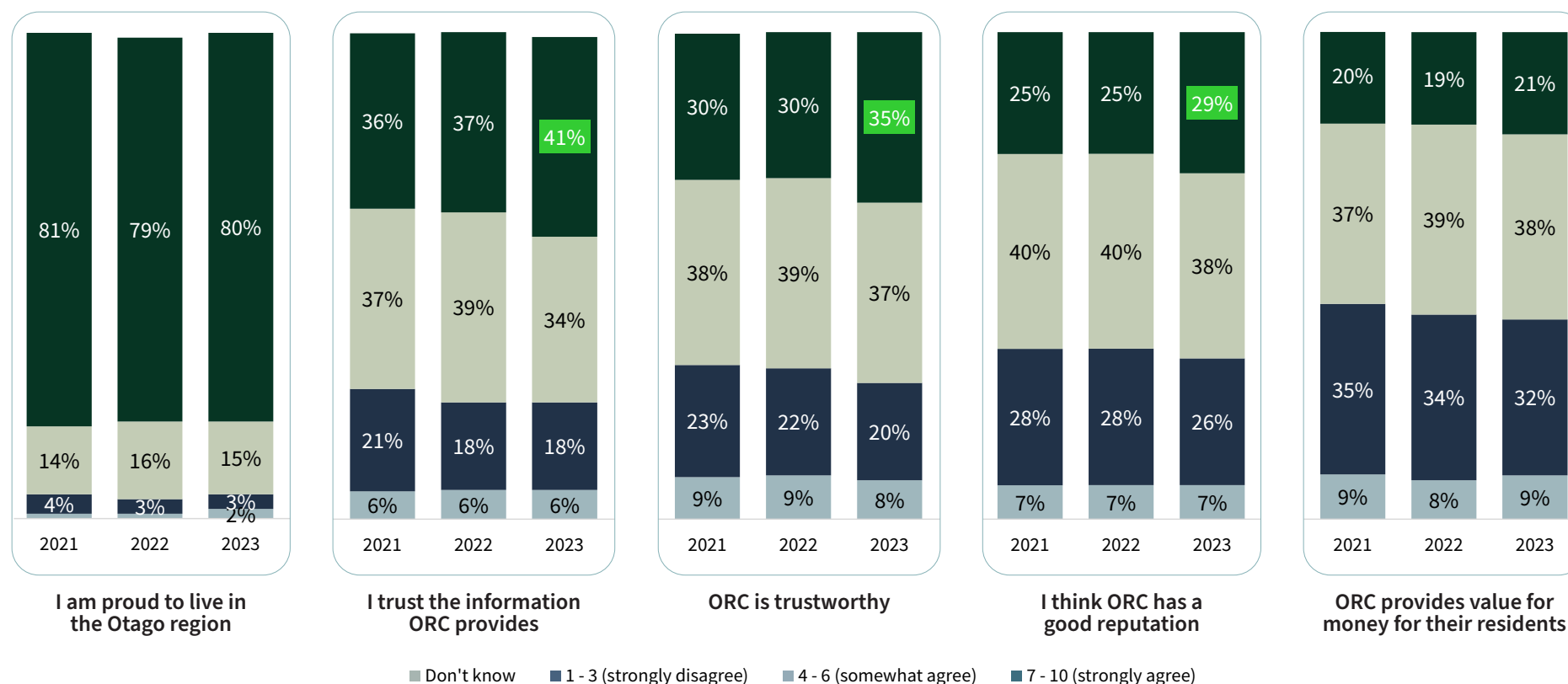
I am going to read out a list of statements about the role the Otago Regional Council has in the Otago region. Please indicate how well you think Otago Regional Council delivers on each of these areas using a scale where 1 is extremely poorly and 10 is excellent.

Green text indicates the district's 2023 result is significantly higher or lower than the district's 2022 result.

Perceptions: Reputation

Respondents were asked to indicate how much they agreed with a series of statements about ORC's reputation. As with previous years the attribute with the highest agreement is being proud to live in the Otago region (80%). This year, significant increases in agreement are seen for the information that ORC provides (41%), ORC's trustworthiness (35%), and ORC having a good reputation (29%). The lowest level of agreement is seen for ORC providing value for money for residents however, this is similar to the results for 2021 and 2022.

Reputation



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

Base 2021 n=1,700, 2022 n=1,700, 2023 n=1,102

Green shading indicates the 2023 result is significantly higher or lower than the 2022 result.

Perceptions: Reputation

The table below shows the agreement for the reputation statements by the different districts. The results for this year are similar to those from 2022 for respondents from Waitaki, Queenstown Lakes, Dunedin, and Clutha. However, there are significant increases in agreement across nearly all the measures for respondents from Central Otago.

Reputation: by area (7–10 ratings)

	Waitaki 2022	Waitaki 2023	Central Otago 2022	Central Otago 2023	Queenstown Lakes 2022	Queenstown Lakes 2023
<i>Sample size</i>	300	190	300	190	340	190
I am proud to live in the Otago Region	77%	77%	84%	90%	87%	84%
I trust the information ORC provides	33%	37%	32%	44%	44%	45%
ORC is trustworthy	26%	34%	31%	40%	40%	37%
I think ORC has a good reputation	27%	29%	24%	34%	36%	28%
ORC provides value for money for their residents	16%	15%	18%	26%	23%	20%

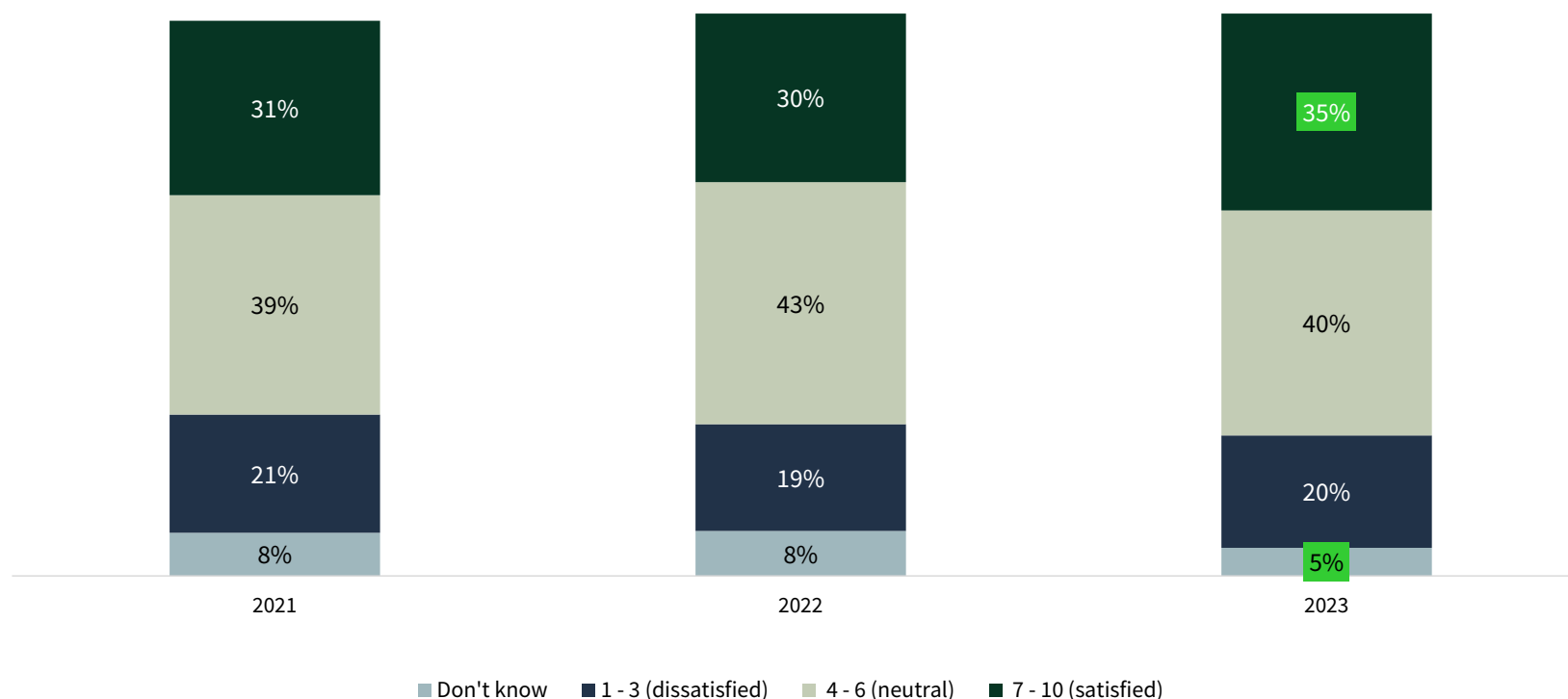
	Dunedin 2022	Dunedin 2023	Clutha 2022	Clutha 2023
<i>Sample size</i>	460	342	300	190
I am proud to live in the Otago Region	75%	78%	82%	79%
I trust the information ORC provides	36%	40%	33%	40%
ORC is trustworthy	27%	34%	31%	32%
I think ORC has a good reputation	20%	28%	27%	33%
ORC provides value for money for their residents	18%	20%	21%	24%

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. Green text indicates the district's 2023 result is significantly higher or lower than the district's 2022 result.

Overall Satisfaction

Respondents were asked to state how satisfied they were with ORC overall. This year 35% of respondents are satisfied with ORC, 40% provide a neutral response, and 20% are dissatisfied. Only 5% are unsure of what rating to provide. This year sees a significant increase in satisfaction with ORC with a 5% raise in satisfaction ratings since the 2022 result.

Overall satisfaction



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

Base 2021 n=1,700, 2022 n=1,700, 2023 n=1,102

Green shading indicates the 2023 result is significantly higher or lower than the 2022 result.

Overall Satisfaction

Satisfaction results for different areas are shown in the table below. Most results are similar to those from 2022, however, there is a significant increase in satisfaction amongst respondents from Central Otago this year with a 10% increase from the 2022 results.

Overall satisfaction: by area (7–10 ratings)

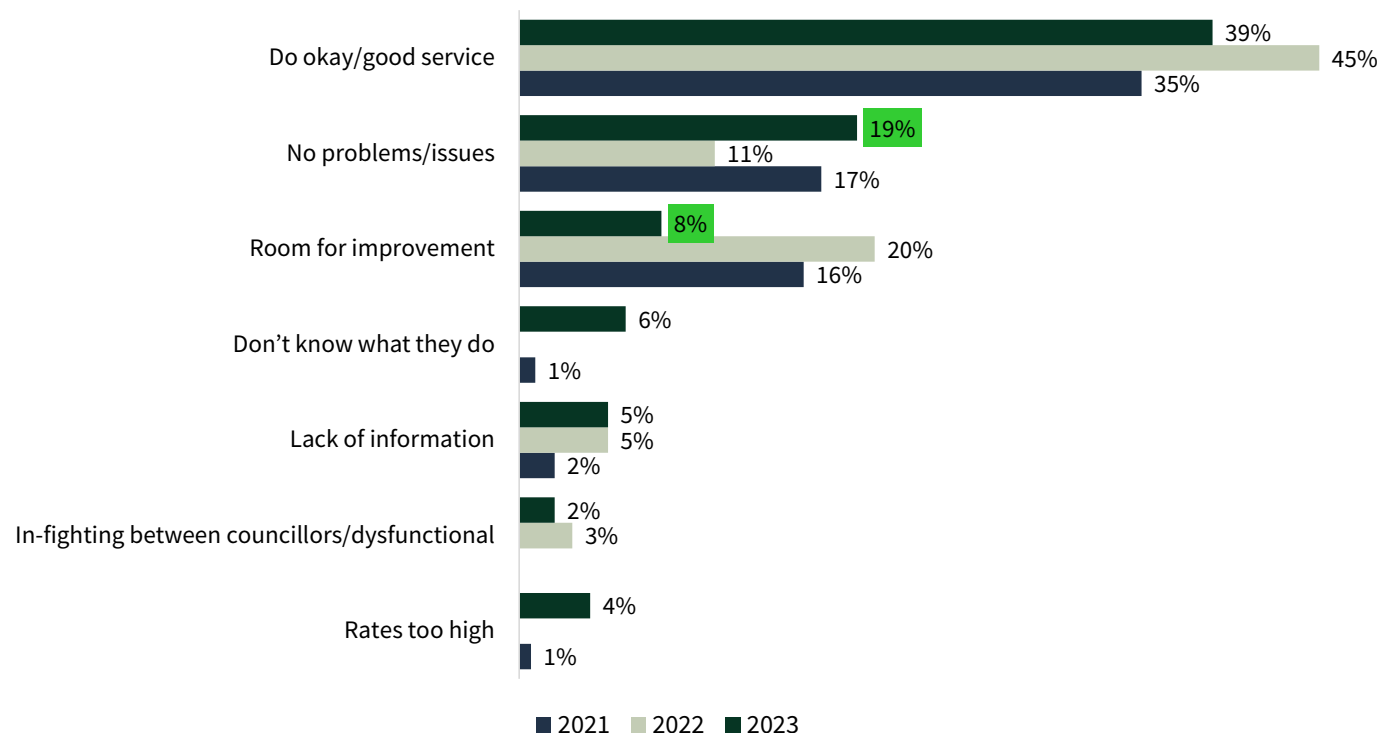
	Waitaki	Central Otago	Queenstown Lakes	Dunedin	Clutha
<i>Sample size</i>	190	190	190	342	190
2023	31%	41%	33%	35%	35%
2022	28%	31%	39%	27%	34%
2021	35%	29%	33%	29%	37%

*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?
Green text indicates the district's 2023 result is significantly higher or lower than the district's 2022 result*

Overall: Satisfied Ratings

Respondents were asked to provide a reason for the satisfaction rating they gave. These responses were recorded verbatim and coded into groups after the data collection was completed. Thirty nine percent of satisfied respondents note that ORC does a good job and there is a significant increase in the proportion of satisfied respondents who state that there are no problems or issues with ORC (now 19%, up from 11% in 2022). Positively, there is also a significant decrease in the proportion of respondents who think there is room for improvement (8%, down from 20% in 2022).

Reasons for satisfied ratings (7–10 ratings)



Why do you say that?

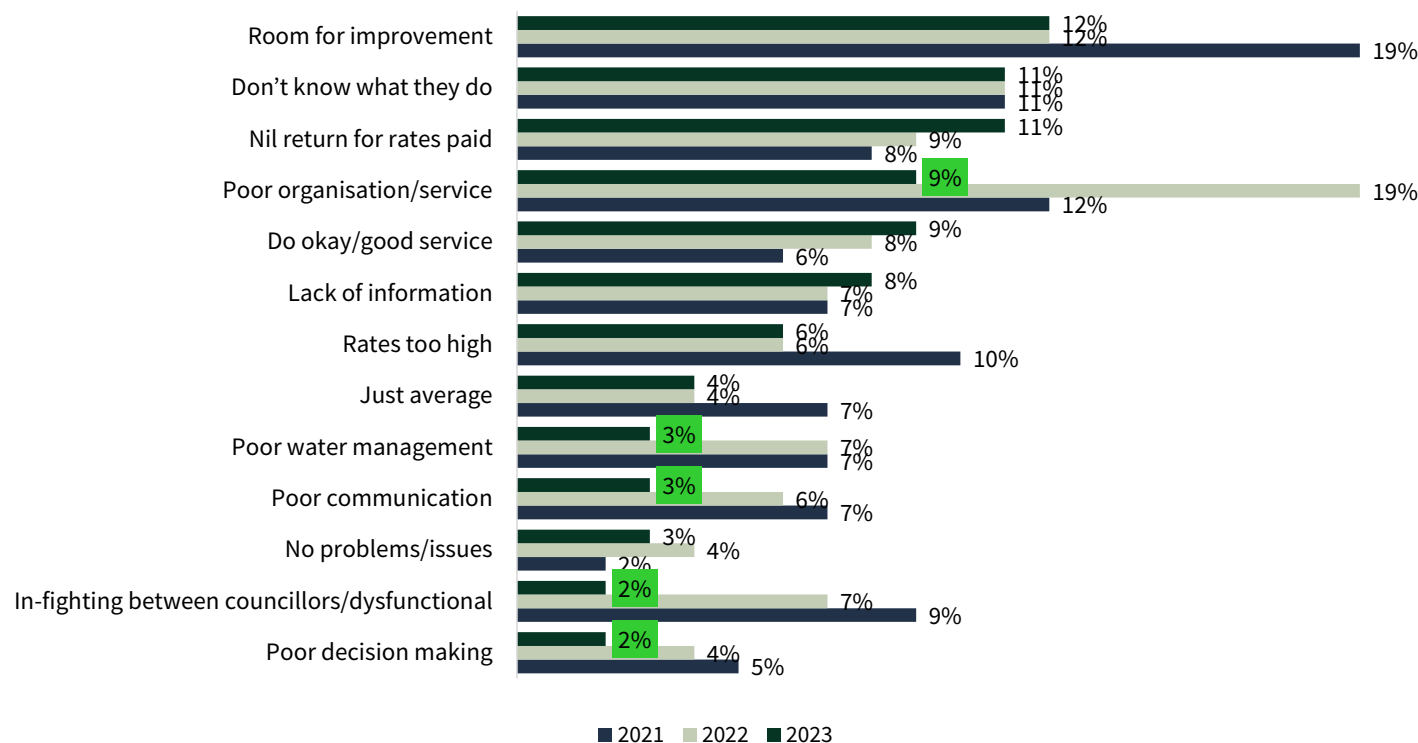
Base 2021 n=539, 2022 n=515 2023 n=369

Green shading indicates the 2023 result is significantly higher or lower than the 2022 result.

Overall: Neutral Ratings

Twelve percent of respondents who provide a neutral rating of ORC's performance state that they feel ORC has room for improvement, while 11% (each) state that they were unsure what ORC does or they feel there is limited return for the rates paid. Positively, there is a decline in some of the negative perceptions around ORC, particularly that ORC is a poor organisation (9%), poor water management (3%), poor communication (3%), in-fighting (2%), and poor decision making (2%).

Reasons for neutral ratings (4–6 ratings)



Why do you say that?

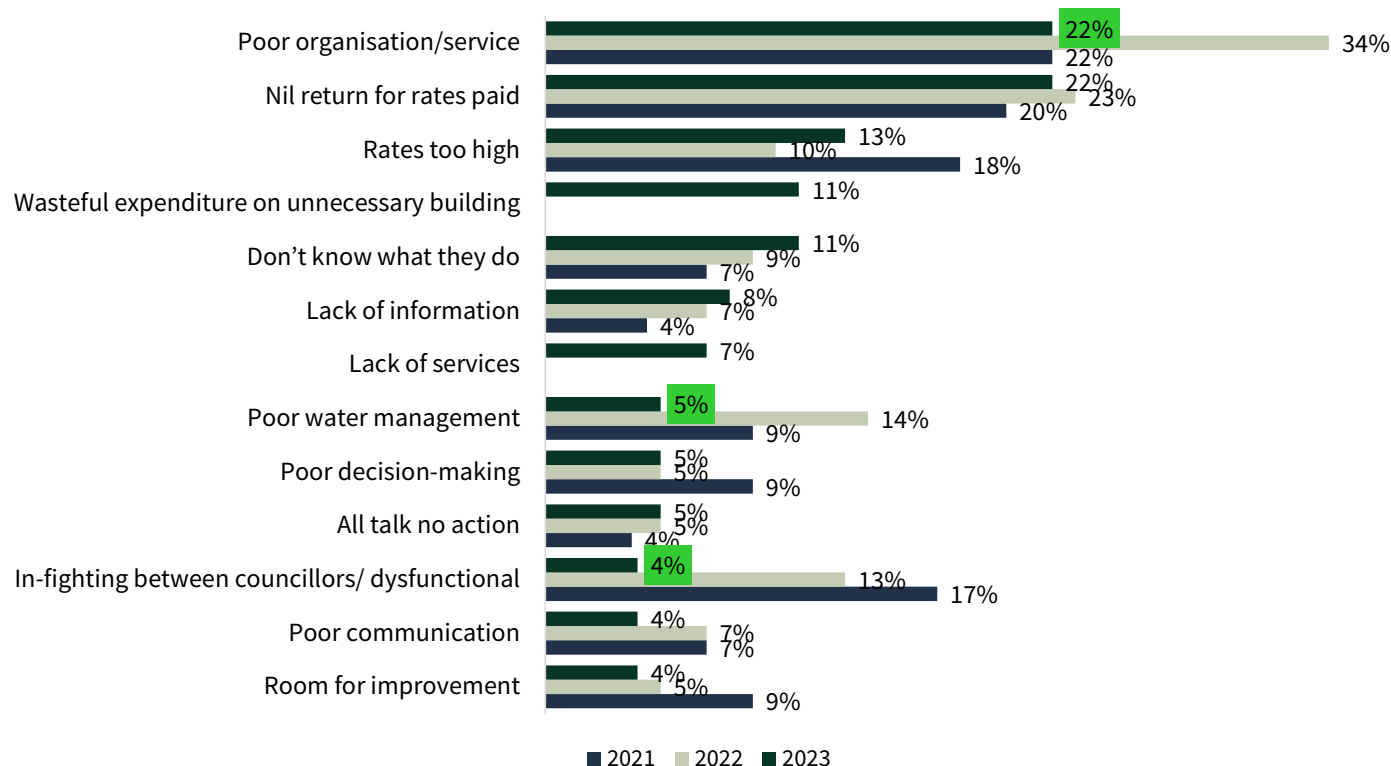
Base 2021 n=683, 2022 n=718 2023 n=459

Green shading indicates the 2023 result is significantly higher or lower than the 2022 result.

Overall: Dissatisfied Ratings

Respondents who are dissatisfied with ORC's performance state ORC is a poor organisation (22%) and there is nil return for the rates paid (22%). This year also sees respondents comment about rates being too high (13%) and wasteful spending on the new ORC building (11%). However, there are significant decreases in reports of poor water management (5%) and in-fighting amongst councillors (4%), and a smaller decrease for poor communication (4%).

Reasons for dissatisfied ratings (1–3 ratings)



Why do you say that?

Base 2021 n=354, 2022 n=327 2023 n=209

Green shading indicates the 2023 result is significantly higher or lower than the 2022 result.

Performance Summary

This year sees stability in performance measures and some improvements in reputation measures.

Respondents' perceptions of ORC's performance regarding environmental protection and management have shown some growth in positive ratings, with the proportion of residents who rate ORC's performance as excellent on several measures, the highest since monitoring began. Management of water quality, effective management of land-based activities, and management of coastal resources have all improved by 2% - 3% over time, while ratings for managing the region's air quality have improved by 5%. These improvements have been mainly seen amongst respondents from the Central Otago district.

There is limited change in the results regarding ORC's delivery, with excellent results sitting between 22% and 33% across the different measures. These scores have remained consistent since monitoring began, with the highest ratings afforded to ORC's work on environmental protection through information, planning, and regulation (33%).

There are significant improvements in ORC's reputation measures, with three of the five measures significantly higher than previous years. In particular, increases are seen in providing information, being trustworthy, and having a good reputation. Again, these increases are seen most significantly amongst respondents from the Central Otago district.

Overall satisfaction is significantly higher than in 2022 and is the highest since monitoring commenced. Notable decreases are seen in negative mentions of ORC's performance, particularly around ORC being a poor organisation, lacking communication, and reports of dysfunctional in-fighting amongst councillors.

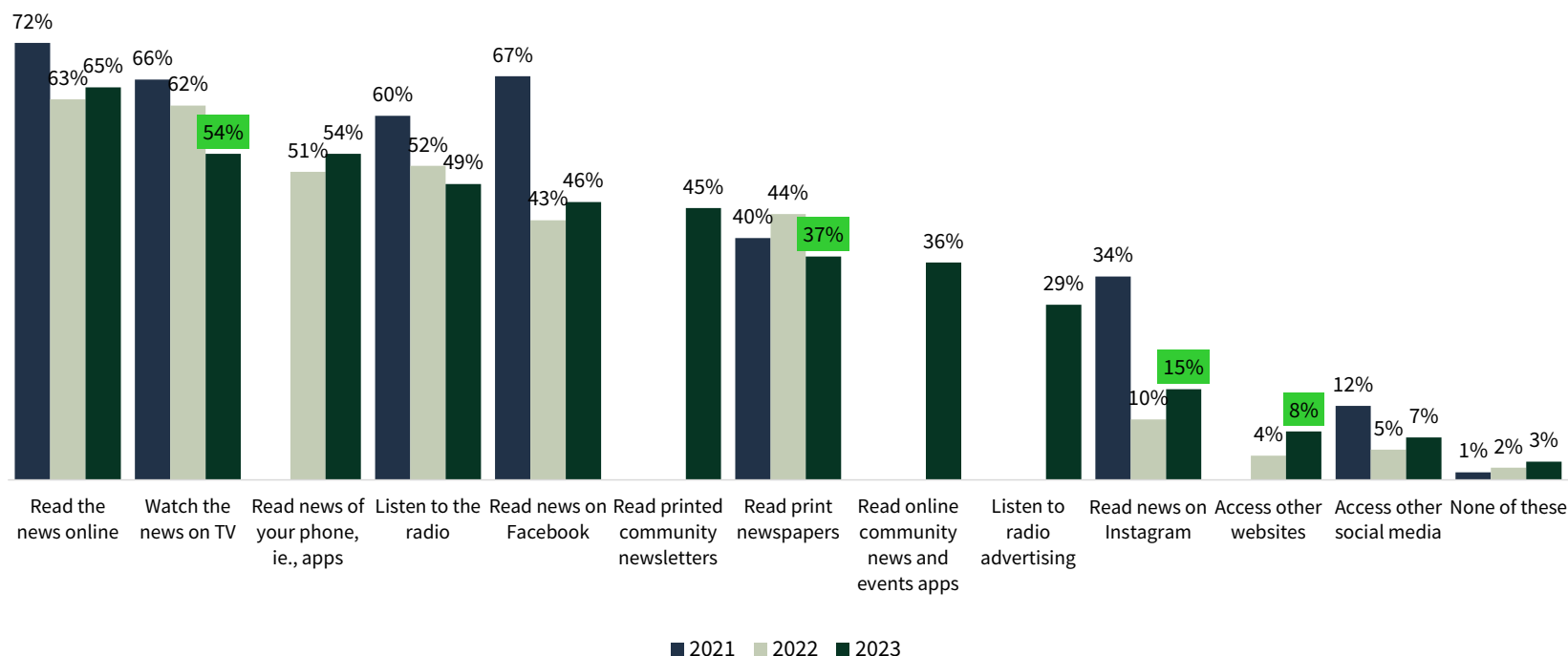


Engagement

Media Accessed

Respondents were provided a list of ways to access news media and asked which ones they regularly undertook. The most common source of news from the listed options is reading news online (65%), followed by watching news on television or reading news on a phone (54% each). In new options this year, 36% of respondents note that they read online community news and events apps and 29% state they listen to radio advertising. This year sees decreases in the proportion of people who watch the news on television or who read print newspapers, and an increase of people who access news via Instagram.

Media accessed regularly



Which of the following do you regularly do?
 Base 2021 n=1,700, 2022 n=1,700, 2023 n=1,102
 New codes added in 2023, questions wording changed in 2022.
 Green shading indicates the 2023 result is significantly higher or lower than the 2022 result.

Demographic Analysis

The table below shows the media patterns for different demographic groups. Younger respondents are more likely to use social media to access news, while those aged between 40 and 64 years are more engaged with community news. Traditional media forms (radio, television news, and printed newspapers) are still preferred by older respondents although, around one third of respondents in this age group will use app based solutions for their news.

Media accessed regularly: by demographics

	Male	Female	Under 39	40–64	65+	Ratepayer	Non Ratepayer
<i>Sample size</i>	520	582	240	479	383	884	195
Read the news online	64%	66%	67%	66%	60%	66%	64%
Read news on your phone (e.g., news apps)	49%	60%	62%	54%	42%	55%	53%
Watch the news on TV	60%	48%	30%	62%	84%	60%	35%
Listen to the radio news	55%	43%	37%	52%	63%	55%	32%
Read news on Facebook	34%	59%	61%	41%	28%	44%	56%
Read printed community newsletters	51%	40%	28%	49%	71%	49%	34%
Read print newspapers	46%	28%	20%	37%	68%	42%	23%
Read online community news and events apps	33%	39%	33%	42%	31%	39%	30%
Listen to radio advertising	28%	30%	28%	33%	22%	31%	23%
Read news on Instagram	10%	20%	26%	11%	3%	12%	23%
Access other websites (please specify)	10%	6%	8%	8%	11%	8%	8%
Access other social media	9%	5%	8%	6%	7%	7%	8%
None of these	4%	3%	5%	3%	1%	2%	7%

Which of the following do you regularly do?

Area Analysis

The table below shows the media patterns across different districts within the region. While media use is broadly consistent across the districts, a few nuances are worth noting. Respondents from the Central Otago and Clutha districts are more likely to read community newspapers and have a higher readership of print newspapers. At the same time, both measures are lower amongst respondents from Dunedin. Respondents from the Queenstown Lakes district are more likely to read online community newspapers, while those in Dunedin are less likely to do so. The use of traditional media channels (TV news and radio news) is also higher amongst respondents from Clutha while reading the news online is much lower amongst respondents in this area.

Media accessed regularly: by district

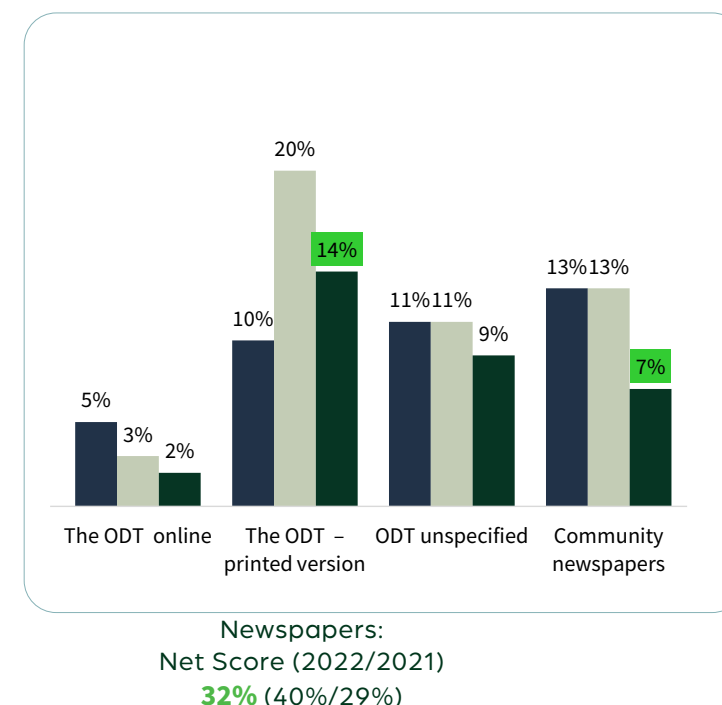
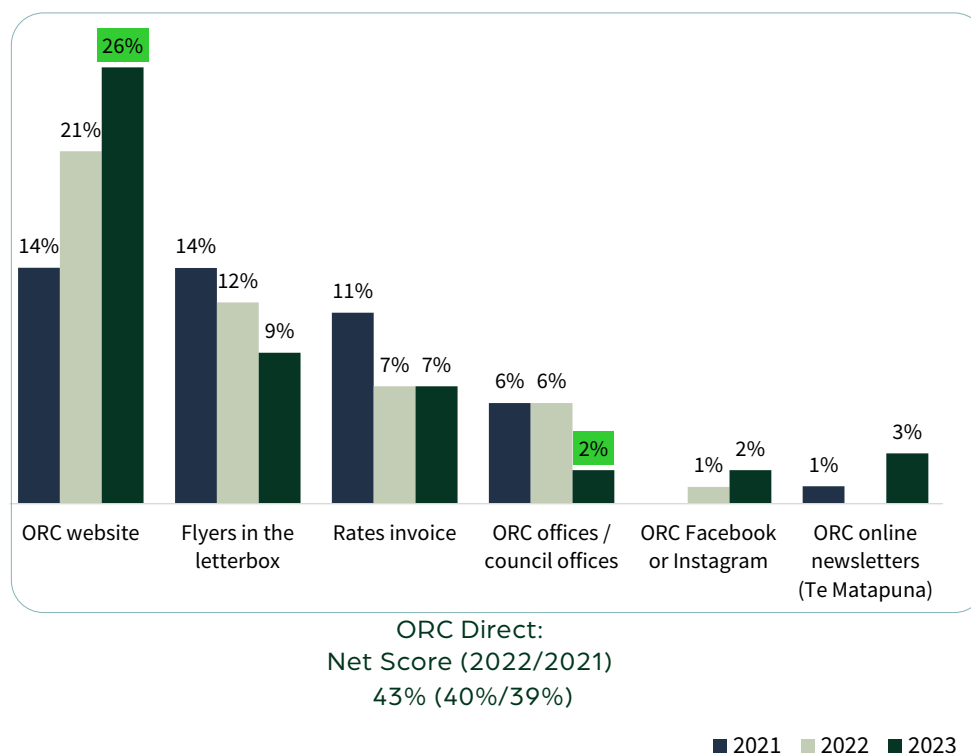
	Waitaki	Central Otago	Queenstown Lakes	Dunedin	Clutha
<i>Sample size</i>	190	190	190	342	190
Read the news online	59%	60%	67%	67%	54%
Read news on your phone (e.g., news apps)	46%	58%	59%	53%	55%
Watch the news on TV	61%	64%	54%	49%	66%
Listen to the radio news	47%	47%	48%	48%	61%
Read news on Facebook	42%	38%	46%	48%	53%
Read printed community newsletters	49%	60%	54%	36%	62%
Read print newspapers	45%	51%	38%	30%	55%
Read online community news and events apps	39%	38%	47%	31%	38%
Listen to radio advertising	28%	23%	34%	27%	38%
Read news on Instagram	12%	13%	19%	15%	16%
Access other websites (please specify)	9%	13%	9%	7%	8%
Access other social media	4%	5%	11%	7%	4%
None of these	4%	2%	4%	3%	3%

Which of the following do you regularly do?

Information About ORC

Respondents were asked the main areas they get their news about ORC from. Responses to this question are recorded verbatim and coded into groups after data collection. This year sees an increase in the proportion of respondents who source their information about ORC directly from ORC, particularly in the use of the website. However, there is a decline in the number of respondents who source information from ORC offices. There is a significant decrease in the proportion of respondents who source their information from ODT.

Where information about ORC is sourced from

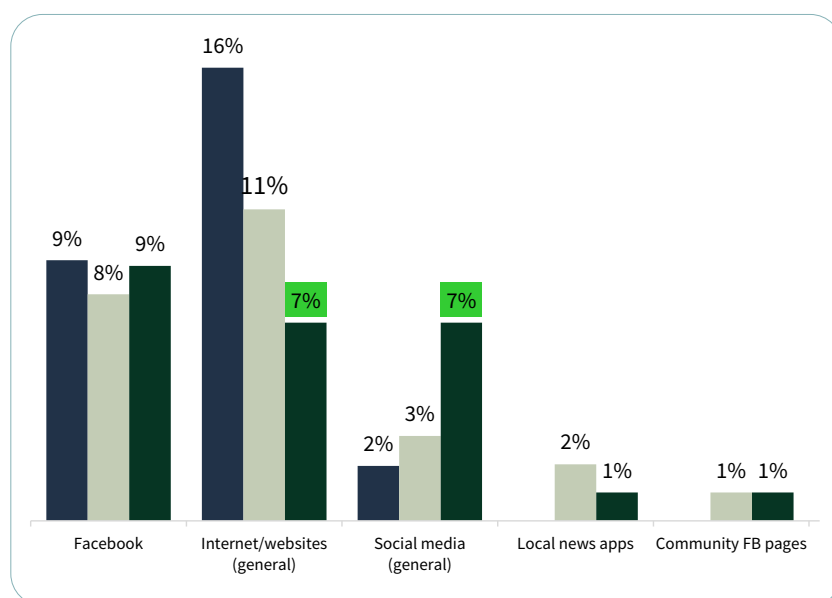


Please list all the places and people you get information about Otago Regional Council from?
Base 2021 n=1,700, 2022 n=1,700, 2023 n=1,102
Green shading or text indicates the 2023 result is significantly higher or lower than the 2022 result.

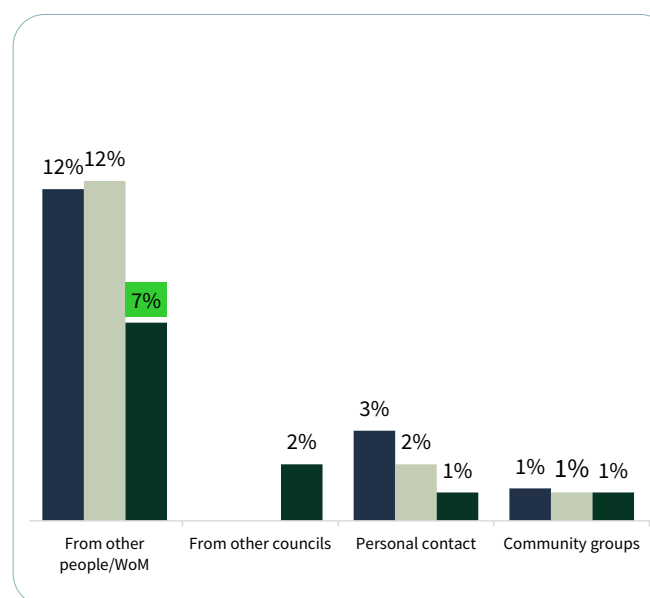
Information About ORC

This year sees consistency in respondents' use of online or personal channels to source information about ORC. In the online space, there are steady declines over time in the use of Facebook and general Internet searches, and an increase in use of social media generally. A similar decline is also seen for traditional media sources (radio and television).

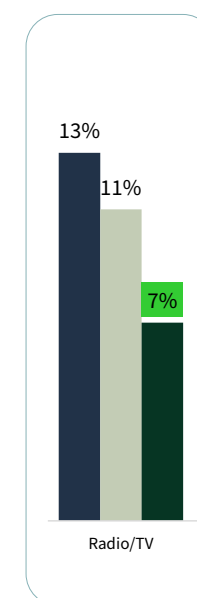
Where information about ORC is sourced from



Online & Social:
Net Score (2022/2021)
24% (26%/27%)



Other People/Personal Contact:
Net Score (2022/2021)
10% (15%/16%)



News General:
Net Score
(2022/2021)
7% (11%/19%)

■ 2021 ■ 2022 ■ 2023

Please list all the places and people you get information about Otago Regional Council from?
Base 2021 n=1,700, 2022 n=1,700, 2023 n=1,102
Green shading or text indicates the 2023 result is significantly higher or lower than the 2022 result.

Demographic Analysis

The table below shows where respondents source their information about ORC from based on their demographic group. Younger respondents or non-ratepayers are more likely to source information about ORC from online or social media sources, while older respondents and male respondents are more likely to use traditional media sources such as television or newspapers.

Where information about ORC is sourced from: by demographics (net scores)

	Male	Female	Under 39	40–64	65+	Ratepayer	Non Ratepayer
<i>Sample size</i>	520	582	240	479	383	884	195
ORC direct	36%	49%	47%	40%	40%	47%	31%
Newspapers	39%	27%	22%	31%	55%	36%	20%
Online and social	17%	30%	32%	19%	17%	19%	39%
Other people/personal contact	7%	14%	11%	10%	9%	9%	12%
News general	10%	5%	2%	9%	14%	8%	5%

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

Area Analysis

The table below shows where respondents source their information about ORC based on their district. The most common place respondents source their information about ORC is directly from ORC, irrespective of their district. Respondents from Queenstown Lakes are slightly more likely to use newspapers and online and social channels. In contrast, respondents from Clutha are less likely to get their information about ORC from newspapers. Although not shown below, respondents from Clutha are much more likely than other districts to get information about ORC via ORC flyers or postal mail.

Where information about ORC is sourced from: by district (net scores)

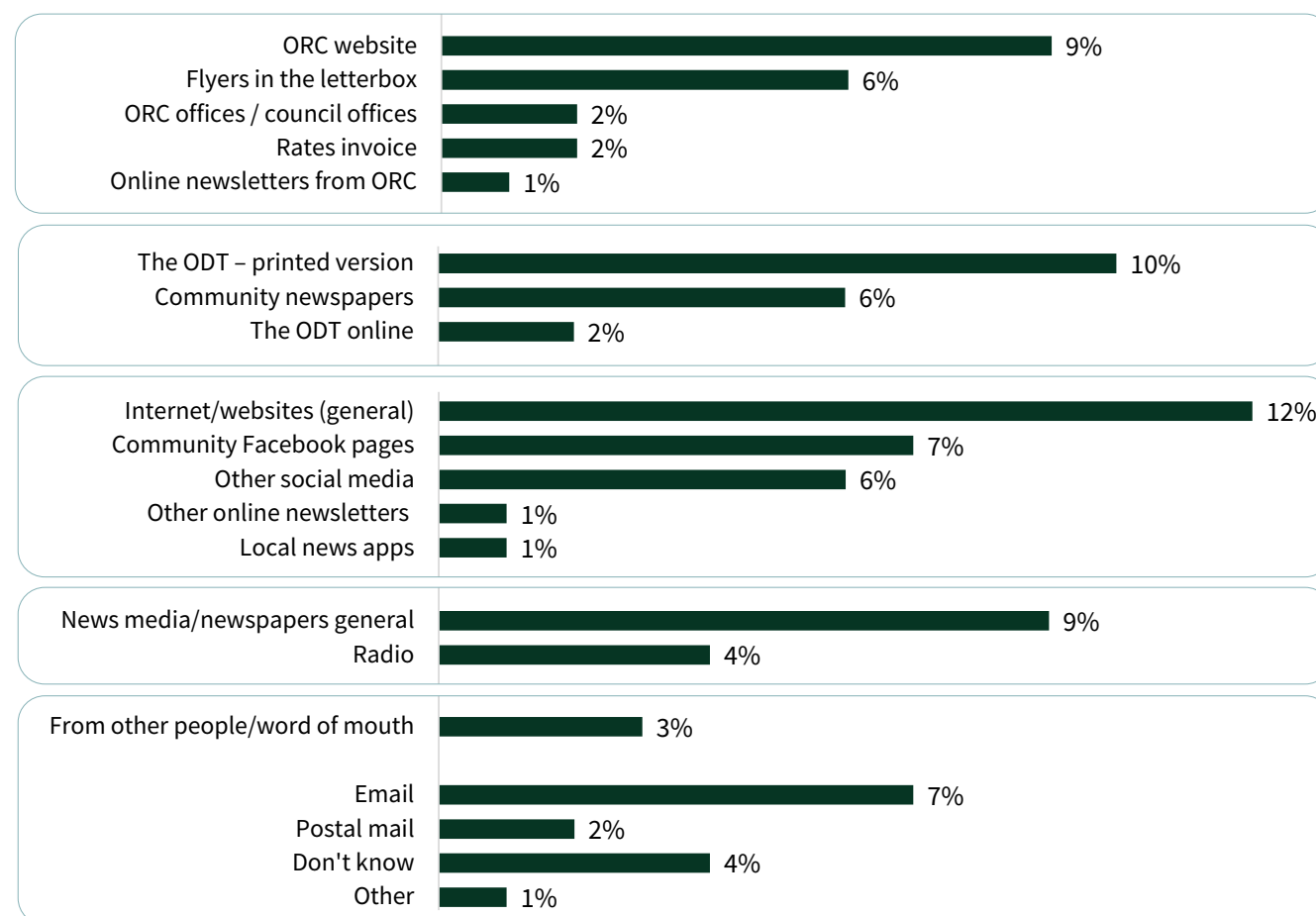
	Waitaki	Central Otago	Queenstown Lakes	Dunedin	Clutha
<i>Sample size</i>	190	190	190	342	190
ORC direct	41%	42%	36%	45%	43%
Newspapers	30%	34%	36%	33%	15%
Online and social	23%	26%	28%	24%	20%
Other people/personal contact	11%	14%	16%	13%	12%
News general	9%	8%	8%	9%	7%

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

Preferred Information Source

With regards to preference of source, the majority of respondents would prefer to receive information about ORC via an online source, with a decreasing proportion preferring to receive this information via newspapers.

Preferred information source for ORC content



Net Scores 2023 (2022/2021)

ORC direct:
21% (19%/16%)

Newspapers:
18% (25% /11%)

Online and social:
27% (19%/26%)

News general:
10% (9%/6%)

Other people/
personal contact:
3% (4%/6%)

Demographic Analysis

Female respondents and younger respondents are more likely to prefer online and social sources for information about ORC, whereas male respondents preferred general news sources and older respondents prefer newspapers.

Preferred information source for ORC content: by demographics (net scores)

	Male	Female	Under 39	40–64	65+	Ratepayer	Non Ratepayer
<i>Sample size</i>	520	582	240	479	383	884	195
ORC direct	19%	23%	25%	19%	17%	21%	23%
Newspapers	23%	14%	10%	21%	28%	20%	12%
Online and social	17%	35%	36%	26%	15%	25%	35%
News general	15%	6%	6%	8%	20%	12%	4%
Other people/personal contact	2%	4%	4%	3%	1%	2%	5%

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

Area Analysis

The table below shows respondents' preferred channels for information about ORC. The primary channel that respondents prefer is directly from ORC, and online or social channels follow this. Online and social channels are particularly popular amongst Central Otago; although not shown within the scores below, Central Otago respondents have the greatest preference for local news apps, 8%, which drives up the online and social net score. Although not part of the net score analysis, it is interesting that Clutha respondents show the greatest preference for email communication from ORC.

Preferred information source for ORC content: by district (net scores)

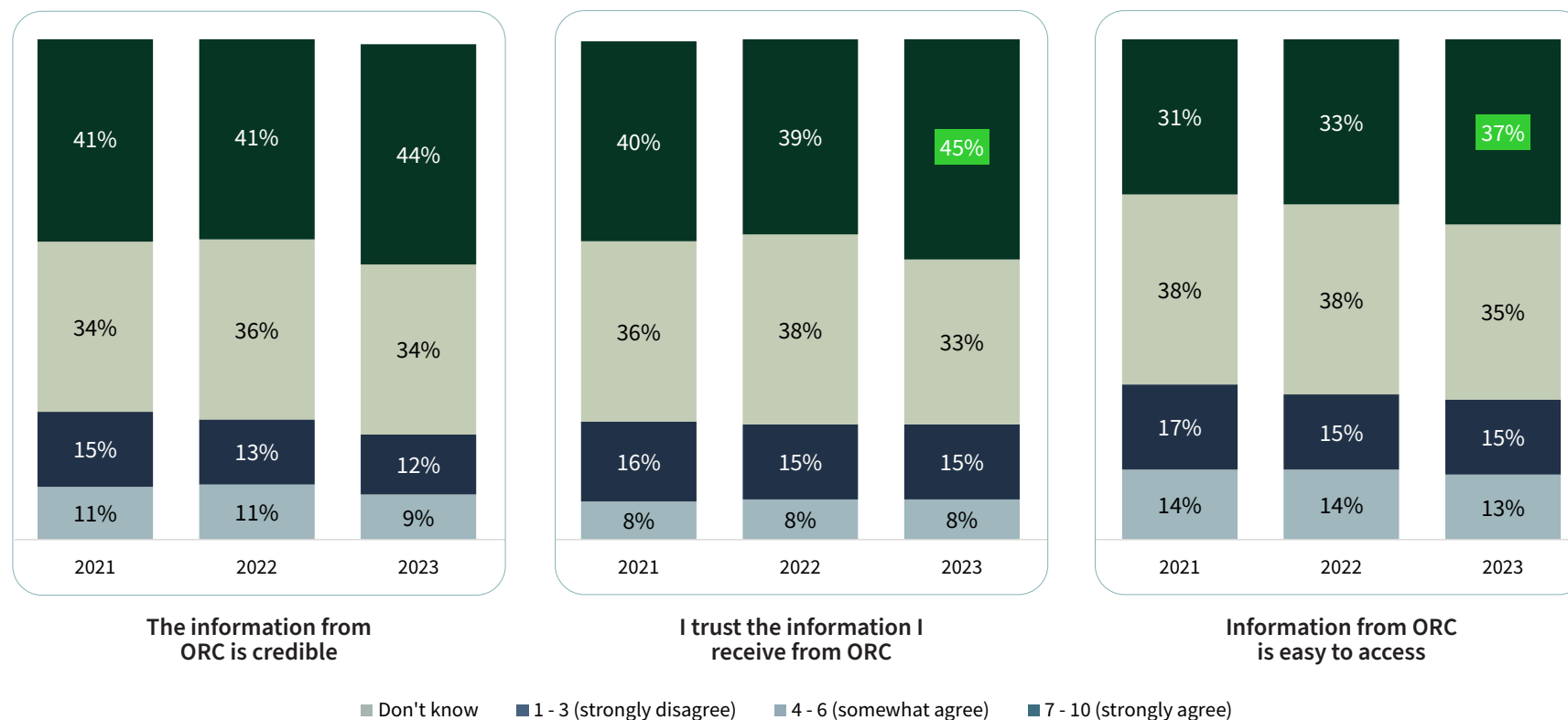
	Waitaki	Central Otago	Queenstown Lakes	Dunedin	Clutha
<i>Sample size</i>	190	190	190	342	190
ORC direct	18%	15%	15%	23%	20%
Newspapers	14%	21%	23%	18%	8%
Online and social	28%	33%	29%	27%	20%
News general	14%	12%	3%	11%	7%
Other people/personal contact	3%	0%	3%	3%	4%

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

Information from ORC

Respondents were asked how much they agreed with a series of statements about the information that ORC provides. This year sees increases in the positive ratings for all measures, with the largest increase seen for the trustworthiness of the information (45%, now 6% higher than 2022). Agreement that the information from ORC is credible (44%) and easy to access (37%) increased 3% and 4% respectively.

Rating of information from ORC

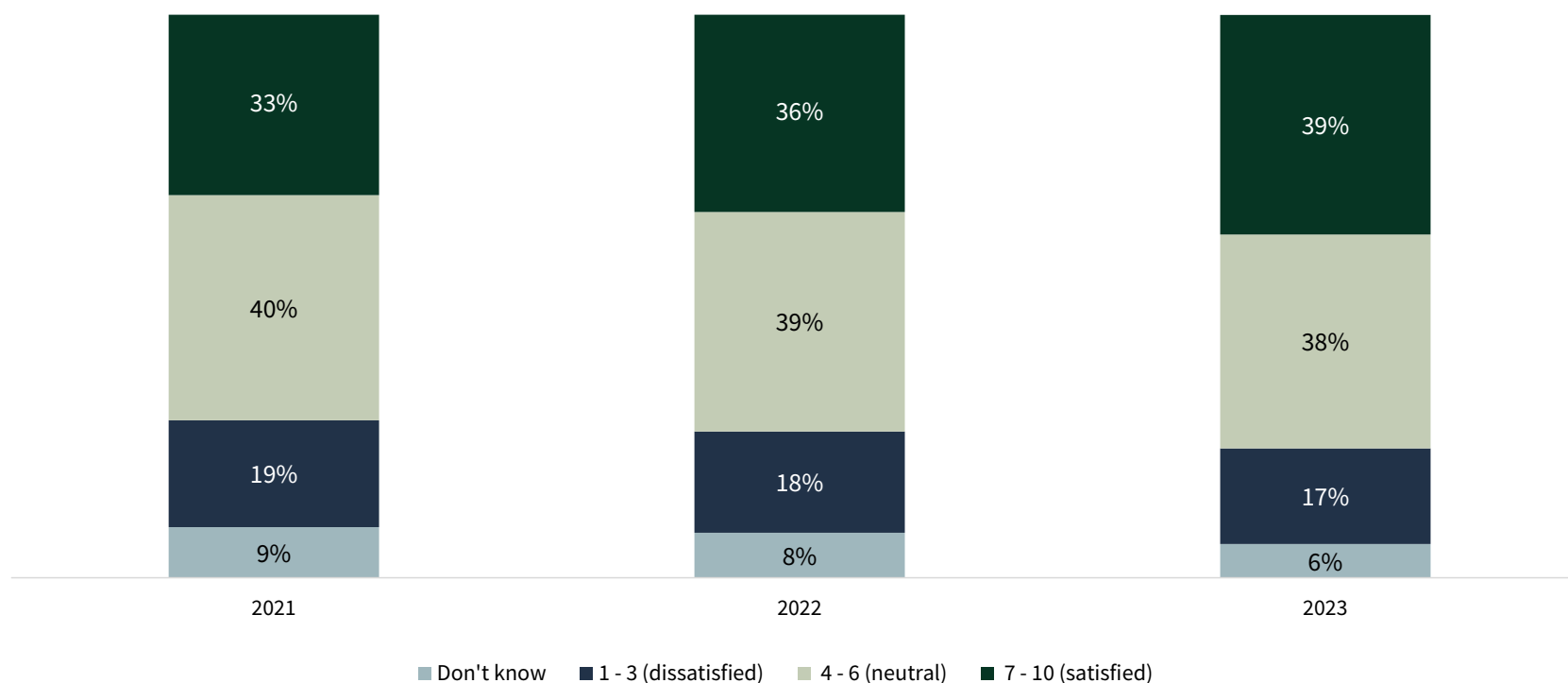


Using a 1 – 10 scale where 1 is strongly disagree and 10 is strongly agree, please rate how much you agree with each of the following statements about the information you receive from Otago Regional Council from?
 Base 2021 n=1,700, 2022 n=1,700, 2023 n=1,102
 Green shading indicates the 2023 result is significantly higher or lower than the 2022 result.

Satisfaction with Information

Respondents were asked how satisfied they were with the information they received from ORC overall. Thirty nine percent of respondents are satisfied with the information, 38% provide a neutral rating, and 17% are dissatisfied. This year sees a continued increase in the proportion of respondents who are satisfied with the information they receive, with satisfaction at the highest level since monitoring commenced.

Overall satisfaction with information from ORC



*Using a 1 – 10 scale where 1 is very dissatisfied and 10 is very satisfied, overall how satisfied are you with the information you receive from Otago Regional Council?
Base 2021 n=1,700, 2022 n=1,700, 2023 n=1,102*

Demographic Analysis

There were no significant demographic differences between the results with regards to respondents' satisfaction with the information they receive from ORC. However, indicatively non-ratepayers and respondents who are younger are more likely to be satisfied with the information they receive from ORC.

Information from ORC: by demographics (7 – 10 ratings)

	Male	Female	Under 39	40–64	65+	Ratepayer	Non Ratepayer
<i>Sample size</i>	520	582	240	479	383	884	195
The information from ORC is credible	44%	44%	44%	45%	43%	45%	43%
I trust the information I receive from ORC	47%	42%	45%	45%	44%	44%	46%
Information from ORC is easy to access	37%	37%	39%	36%	35%	36%	41%
Overall satisfaction	37%	39%	41%	37%	37%	37%	43%

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.

Engagement Summary

This year sees some changes in the media respondents' access, along with declines in traditional news media sources. While there is a continued decline in the use of television for news media, sources such as apps or Instagram are increasingly accessed for news content.

Positively, more information about ORC is sourced from ORC directly, with less content sourced from newspapers. However, online and social media are the preferred channels for information about ORC. In saying this, media consumption is strongly correlated with age, with younger respondents preferring online and digital approaches and older respondents continuing to choose traditional sources.

Perceptions of ORC's information provision increased this year and results are now at the highest level they have been since monitoring commenced. Overall satisfaction with the information ORC provides increased from last year and is now 6% higher than when monitoring started in 2021.



Concluding Comments

Concluding Comments

Summary of results

This year's survey shows consistent public awareness of ORC and an expanding understanding of ORC's role. Awareness of ORC's role in managing natural resources remains steady at 75%, with a continued strong association with water-related activities. Interestingly, there is growing recognition of the ORC's involvement in less prominent areas such as natural hazard risk reduction, climate change adaptation, community engagement, and maritime safety. Awareness levels vary across demographics, with higher awareness among ratepayers and those over 65 years of age. At the same time, awareness is notably lower among non-ratepayers and those under 40 years of age. This has been a consistent trend throughout the monitoring period.

Residents' views of the region's environment largely remain similar to previous years. However, this year sees a slight positive shift in the perception of the quality of coastal resources. Water quality remains a significant concern, mostly driven by its critical role in the broader ecosystem. However, respondents also note the role water quality plays in agricultural, economic, and recreational activities, with some respondents expressing concern about future water scarcity.

Climate change engagement increased this year, with 18% of respondents noting that this is an important issue for the region. Positively, 23% of respondents who feel this is a critical issue for the region rate ORC's response to it as excellent, marking an 8% improvement from 2022.

Overall, respondents perceive ORC's response to environmental issues as improving, with a more significant proportion rating the council's action positively and fewer rating it poorly. However, despite these increases, there is still a call for more urgency and effectiveness, especially in addressing root causes. Indeed it seems that over time there has been an increase in the responses about issue urgency, and a broader understanding of the economic and social effect of environmental management.

This year has seen an increase in respondents' use of ORC services, particularly the bus service, with improved satisfaction ratings across nearly all services. With regards to key performance measures for service provision, there have been small but steady improvements over time, with most measures now sitting between two and five percent higher than when monitoring commenced.

Delivery metrics have remained stable. However, ORC's reputation measures have improved significantly this year, particularly in providing information, trustworthiness, and overall reputation. Overall satisfaction with ORC is now the highest it has been since monitoring began.

Engagement data shows a shift in media consumption, with declines in traditional news sources and an increase in digital and online channels, especially among younger respondents. ORC's information provision has notably improved, reaching its highest satisfaction since the survey's inception. It indicates adaptation to changing communication preferences and a successful effort to enhance public engagement and ORC's overall reputation.

Concluding Comments

Recommendations

Based on the above findings, we recommend that ORC consider the following points when looking at future engagement strategies. These points can assist ORC in continuing to improve its services and reputation, effectively manage the region's natural resources, and meet its community's evolving needs and expectations.

Continued focus on water quality and climate change initiatives

The importance of concentrating on water quality and climate change should be considered, given their direct impact on public health, biodiversity, and the overall sustainability of the Otago region. By prioritising these environmental issues, ORC would align with its core responsibility of natural resource management and directly address residents' primary environmental concerns.

While there is an improved focus on these issues, there is also a sense of urgency about how and when these points are being tackled. Communicating the impacts of any initiatives that ORC has undertaken, e.g., improved ecological health of water bodies, enhanced habitat preservation, or robust adaptation to climate-related challenges, are likely to be positively received by Otago residents.

Targeted communication and engagement strategies

Effective communication is crucial for ensuring the public is well-informed and supportive of the ORC's initiatives. By tailoring communication strategies to the diverse preferences of different demographic groups, ORC can continue to enhance public engagement and awareness.

Although the online landscape has many options for tailoring communication, it will be essential to match the type of content with the most appropriate channel, while also ensuring suitable tone and messaging. Developing key metrics to track the engagement of different channels may help to ORC understand successful criteria for each online channel, and refine how and when additional channels are used to maximize reach and impact.

However, ORC should remain cognizant of the role of traditional media and face-to-face approaches in a communications strategy. Building community engagement through educational programs, workshops, and participatory events can enhance awareness and support for ORC's initiatives. Such approaches are particularly relevant in climate change adaptation and natural hazard risk reduction, where residents can play a tangible role in their communities.

Continue to improve public transport

Public transportation is a vital component of sustainable urban development, and the increasing general satisfaction with ORC's bus service presents an opportunity to build on this positive perception. Enhancing the efficiency, reliability, and coverage of public transportation services is crucial for reducing traffic congestion, lowering emissions, and providing equitable mobility access. While this service is no longer hampered by the driver shortages of 2022, building better reliability into the service would be beneficial for continuing to boost patronage.

Concluding Comments

Improve efficiency in service delivery

The efficiency of ORC's service delivery is directly linked to public perception of the council's effectiveness. Improving processes like resource consent applications and inquiries can significantly enhance the public's experience and satisfaction. Streamlining processes and introducing more digital solutions for applications and inquiries may help to improve the user experience and overall efficiency, leading to quicker resolutions and enhancing ORC's reputation for responsiveness and competence. This improvement in service efficiency is not just about administrative efficacy; it's about building public confidence in ORC's ability to manage environmental and administrative responsibilities effectively.



Appendices

Weighting Proportions

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

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

Gender	Census %
Male	49%
Female	51%

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

Questionnaire

INTRODUCTION

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

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

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

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

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

SCREENERS

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

1. Yes
2. No - thank and close

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

1. Yes - thank and close
2. No

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

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

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

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

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

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

And which of the following best describes you? CHECK QUOTAS

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

SECTION 1: KNOWLEDGE

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

Record all mentions

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

1B: Have you heard of Otago Regional Council?

1. Yes
2. No
3. Not sure

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

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

Record all mentions

Questionnaire

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

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

Read out, select as many as applicable

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

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

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

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

Randomise row order

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

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

Randomise row order

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

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

Randomise row order

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

Questionnaire

SECTION TWO: PERCEPTIONS

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

Read out, randomise options

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

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

Ask for all selected at 2A,

Randomise row order

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

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

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

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

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

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

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

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

Randomise row order

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

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

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

2E: Why do you say that?

Do not read out, code all mentions

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

Questionnaire

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

SECTION THREE: EXPECTATIONS

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

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

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

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

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

3C: Why do you say that?

SECTION FOUR: ENGAGEMENT

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

Randomise codes, read out

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

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

Do not read out, code all mentions

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

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

Do not read out, code all mentions

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

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

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

Insert options selected at 4B

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

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

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

Randomise statements

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

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

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

Questionnaire

SECTION FIVE: DEMOGRAPHICS

5A: The final few questions are just to make sure we get a good cross section of people.

Which of the following best describes your household situation?

Read out, single response

1. Young single, living alone
2. Group flatting together
3. Young couple, no children
4. Family, mainly pre-school children
5. Family, school children
6. Family, adult children
7. Middle aged couple/ single person
8. Older couple/ single person
9. Boarding or similar
10. Prefer not to say

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

Read out, single response

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

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

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

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

Read out, multi choice

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

10. Other, please specify _____

11. Prefer not to say

5E: Which of the following best describes you?

Read out, multi choice

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

5F: Where you born in New Zealand?

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

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

Read out, multi choice

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

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

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

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

Sample Structure

Employment

	Waitaki	Central Otago	Queenstown Lakes	Dunedin	Clutha	TOTAL	2021	2022
Full time paid work	38%	42%	53%	44%	44%	44%	47%	46%
Part time paid work	21%	17%	13%	14%	17%	16%	20%	18%
Caring for children (unpaid)	5%	3%	4%	4%	4%	4%	3%	4%
Volunteer work	5%	5%	6%	3%	6%	5%	4%	6%
Not currently in paid employment	4%	3%	4%	4%	6%	4%	4%	4%
Student	2%	1%	2%	5% ↑	1%	2%	3%	3%
Retired	30%	36%	28%	31%	31%	31%	25%	26%
Other	2%	1%	0%	3%	2%	2%	1%	2%
Prefer not to say	2%	1%	1%	1%	2%	1%	1%	1%

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

Sample Structure

Household Situation

	Waitaki	Central Otago	Queenstown Lakes	Dunedin	Clutha	TOTAL	2021	2022
Young, no children	4%	9%	14%	12%	8%	10%	13%	11%
Family	32%	27%	32%	38%	41%	34%	35%	34%
Older, no children	62%	61%	52%	47%	49%	53%	50%	53%
Other	1%	2%	1%	1%	0%	1%	2%	2%

Which of the following best describes your household situation?

Ratepayer

	Waitaki	Central Otago	Queenstown Lakes	Dunedin	Clutha	TOTAL	2021	2022
Ratepayer	80%	83%	75%	79%	85%	80%	80%	80%
Non-ratepayer	18%	14%	22%	19%	14%	18%	18%	18%
Prefer not to say	2%	4%	3%	2%	1%	2%	1%	2%

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

versus