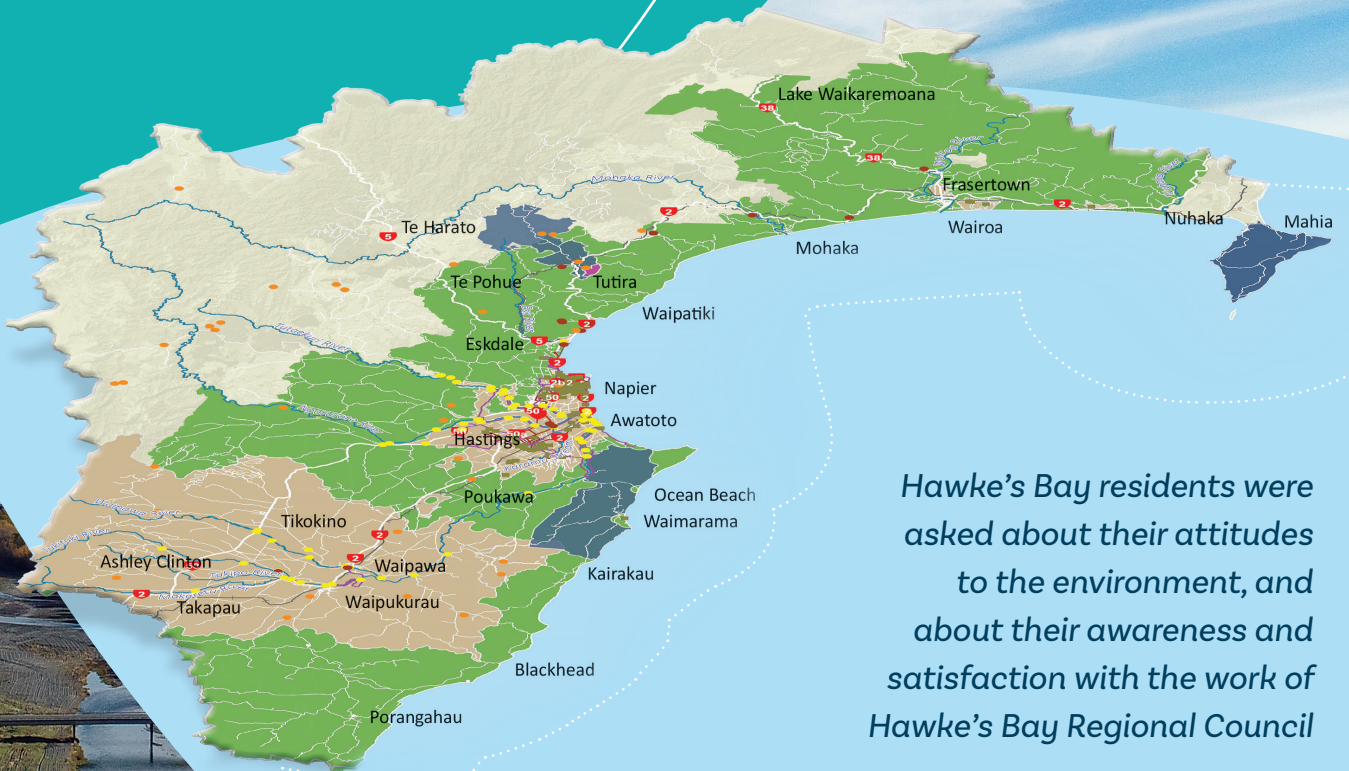


2021 Regional Survey Findings



Hawke's Bay residents were asked about their attitudes to the environment, and about their awareness and satisfaction with the work of Hawke's Bay Regional Council

hbrc.govt.nz, search: #hbrcsurvey



About the 2021 survey

Hawke's Bay residents were asked about their attitudes to the environment, and about their awareness and satisfaction with the work of Hawke's Bay Regional Council. This survey follows previous surveys held every two years. The previous one was in 2019.

Context - What was happening in 2021

- A significant flood event occurred in Napier city in November 2020
- Hawke's Bay, particularly south of Hastings, had remained very dry with extended periods of low rainfall since 2020
- All councils in Aotearoa New Zealand were preparing their significant 'Long Term Plans' and consulting with the public in April-May 2021, including in Hawke's Bay
- The Regional Council was also consulting on Maori Constituencies 22 March - 22 April 2021, and on the formation of a new council-controlled organisation to operate a proposed new food hub called FoodEast from 25 March - 12 April 2021
- The Government announced a review of Local Government on 23 April 2021.

Survey methodology

Data was collected using a mixed method of telephone interviews (353), online (300) and a postal survey (147) of residents across Hawke's Bay

A total number of 800 surveys were used in the analysis: a statistically robust sample with a margin of error of $\pm 5\%$

Responses were collected between 22 March and 6 May 2021

How the survey differed to 2019

- Some questions were introduced relating to the consultation topics in the Regional Council's Long Term Plan process - which was seeking public feedback at the same time as the survey
- Questions about Climate Change were not repeated from 2019
- Some repetitive questions were removed, to keep the survey concise.

OVERALL PERFORMANCE 2021

What we found

82.1%

acceptable to very good

Value for Rates

up from 73.7% in 2019

Areas the Regional Council should focus on for more improvement

- Water security
- Swimmable rivers and streams
- River and groundwater levels and quality
- Controlling plant and animal pests
- Flood control

Residents rated 4+ out of five



Monitor river and groundwater levels and quality



Improve water security



Look after native bush, reserves, and wetlands



Protect communities from flooding



Make rivers and streams more swimmable



1 in 3 Hawke's Bay people contacted the Regional Council in the past year

Of those contacts,

63%

up from 56% in 2019

were satisfied with their experience



Good awareness of the Regional Council's main roles in

- Waterways
- Coastal management
- Flood control

Awareness levels in the community about the difference between Regional Council and city or district council services remain low.



CONTACTING REGIONAL COUNCIL

What we found

1 in 3 Hawke's Bay people contacted us in the past year - **63% were satisfied with their experience**

Who and how people interact with Regional Council is changing:



More people used the phone or visited one of our offices in their most recent contact with us.

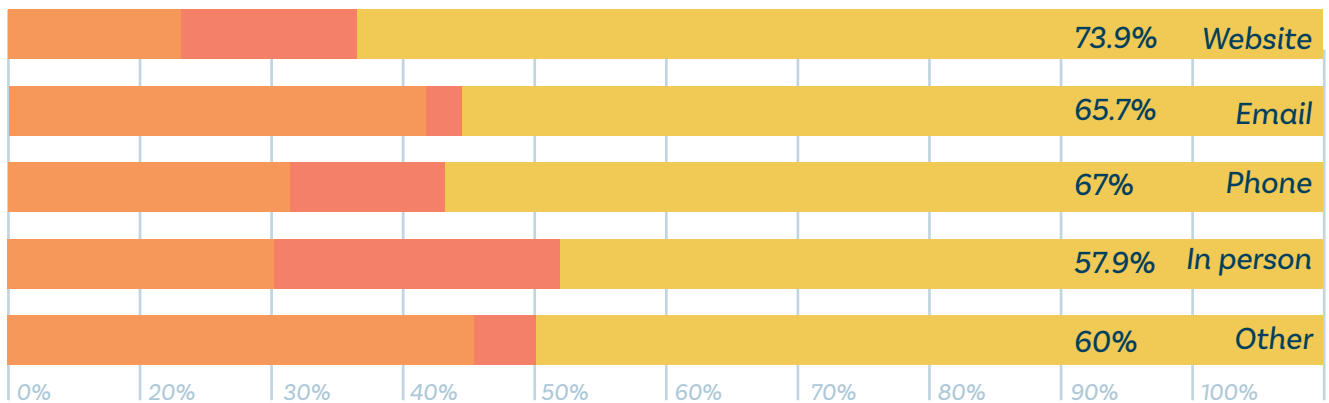


Residents who contacted Regional Council by phone or website were generally more satisfied.



Satisfaction by contact method

Disatisfied In the middle Satisfied



CORE SERVICES AND IMPORTANT ISSUES

What we found

Residents think the most important issues the Regional Council should be working on are:

1. Rivers and groundwater levels and quality
2. Native bush, reserves and wetlands
3. Reducing spray drift and dust
4. Access to quality outdoor places

Six areas of work first measured in 2019 showed improvement in how we performed:

Protecting the region's biodiversity	3.1	→	3.0
Overseeing environmental performance of farmers and growers	2.8	→	3.0
Overseeing environment performance of other HB councils	2.7	→	3.0
Improving water quality in Tukituki catchment	2.5	→	2.9
Protecting the Ahuriri estuary	2.7	→	2.9

VALUES FROM RATES

What we found

Six Regional Council services statistically contribute to the communities feelings of 'value for money' from rates:

Overseeing the environmental performance of local councils.
Support tourism promotion for Hawke's Bay. **Control plant and animal pests.** **Create and enforce rules for water use and quality.**
Protect soil from erosion and encourage sustainable farming practices. **Improving water quality in Lake Tūtira.**



Email is the most preferred way to get communication from Regional Council



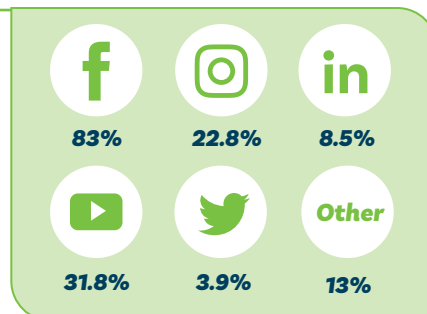
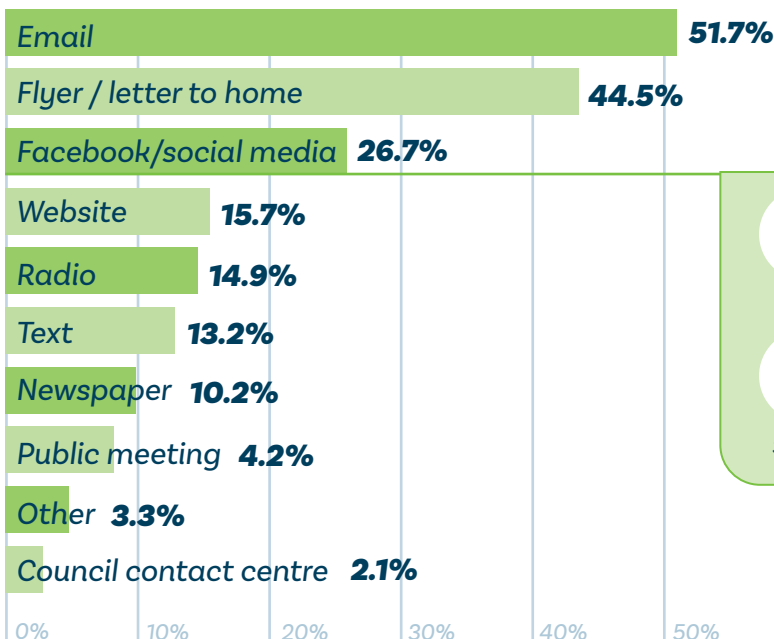
Flyer or letter to home was the second most preferred option, most preferred by those aged 65+



Facebook continued to be the most used digital platform, and most used by younger residents aged 18-39

COMMUNICATION

What we found



Who did the survey?



Ethnicity	Gender	Age	District	Property ownership	Live in city or rural area
New Zealand European 663 83%	Female 415 52%	18-39 257 32%	Wairoa District 42 5%	Own 697 87%	Urban 621 78%
Maori 105 13%	Male 385 48%	40-64 347 43%	Hastings District 386 48%	Rent 76 9%	Rural 157 20%
Other (aggregated) 84 10%		65+ 196 25%	Napier City 298 37%	Other 13 2%	Other 22 3%
			Central Hawke's Bay 74 9%	Rather not say 14 2%	

About our surveys

Hawke's Bay Regional Council carries out a resident survey every two years. All of the survey results are available online at hbrc.govt.nz, search: #hbrcsurvey

If you have any questions about the survey, contact the Regional Council and ask to speak to the Communications team.

hbrc.govt.nz



TE KAUNIHERA Ā-ROHE O TE MATAU-A-MĀUI