



2008 Environmental Survey
Prepared for the Hawke's Bay Regional Council
December 2008



Research Objectives

“To ascertain Hawke’s Bay residents’ attitudes towards the environment and to measure public awareness and satisfaction with the Regional Council in regard to its role in ‘safeguarding the environment’”



Detailed Objectives

More detailed objectives include.....

- Identify environmental concerns (regional and national) including attitudes towards air, land, water and coastal resources
- Evaluate attitudes and practices towards the environment
- Ascertain preparation for possible natural disasters
- Measure spontaneous and prompted awareness of HBRC's activities and responsibilities
- Evaluate how residents gather information about HBRC
- Measure interest and involvement in HBRC activities
- Determine content and quality of dealings with HBRC including satisfaction ratings for enquiries and use of ratepayer money
- Prioritise activities that HBRC should apportion more resources to
- Trend analysis with 2005 data



Sample & methodology

- 450 x 10-15 minute telephone surveys with residents living in the four territorial districts entirely within Hawke's Bay (Hastings, Napier, Wairoa, Central Hawke's Bay)
- Respondents sourced from telephone directories using a random sampling technique
- Fieldwork Monday 15th September to Monday 6th October 2008

This research has been analysed to a confidence level of 95%.



Who took part in the survey?

Statistics in this report may not equal 100% due to rounding



District

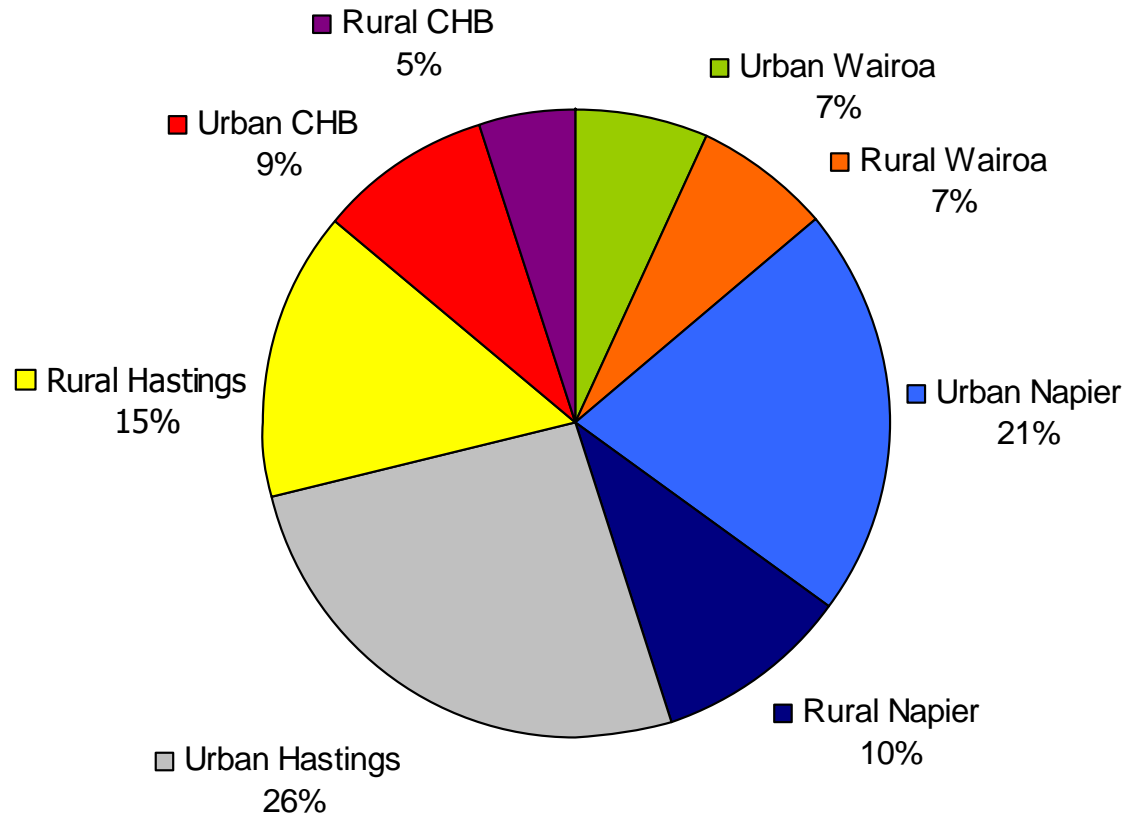
Base = (450)

District **Frequency** **Percent**

Urban Wairoa	30	7%
Rural Wairoa	32	7%
Urban Napier	94	21%
Rural Napier	46	10%
Urban Hastings	119	26%
Rural Hastings	67	15%
Urban CHB	40	9%
Rural CHB	22	5%

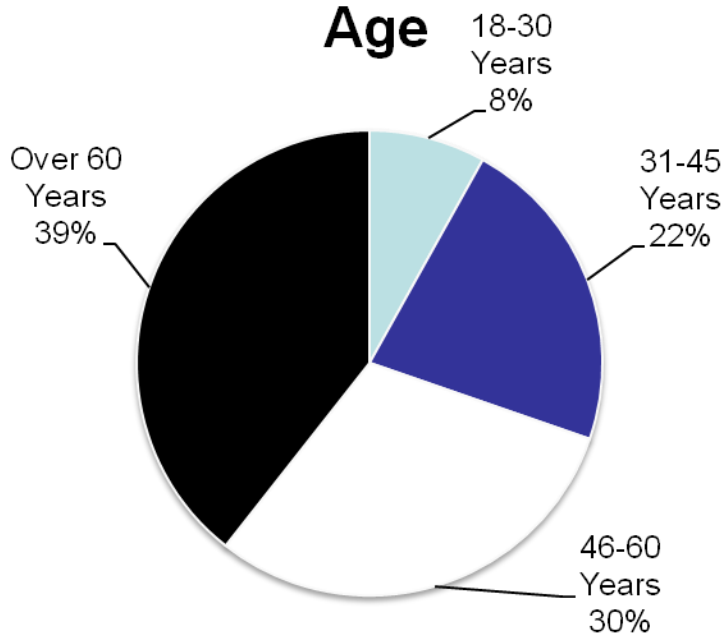
Total **450**

• The district of the respondents is predetermined to ensure geographical spread across the district.





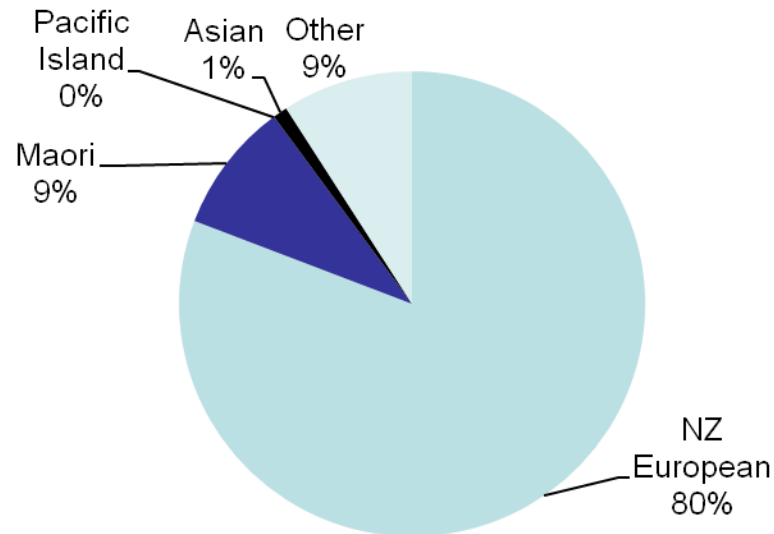
Age



Age [base 450]

18-30 Years	35	8%
31-45 Years	100	22%
46-60 Years	136	30%
Over 60 Years	177	39%
Undisclosed	2	0%

Ethnicity



Ethnicity [base 450]

NZ European	361	80%
Maori	42	9%
Pacific Island	2	0%
Asian	3	1%
Other	42	9%



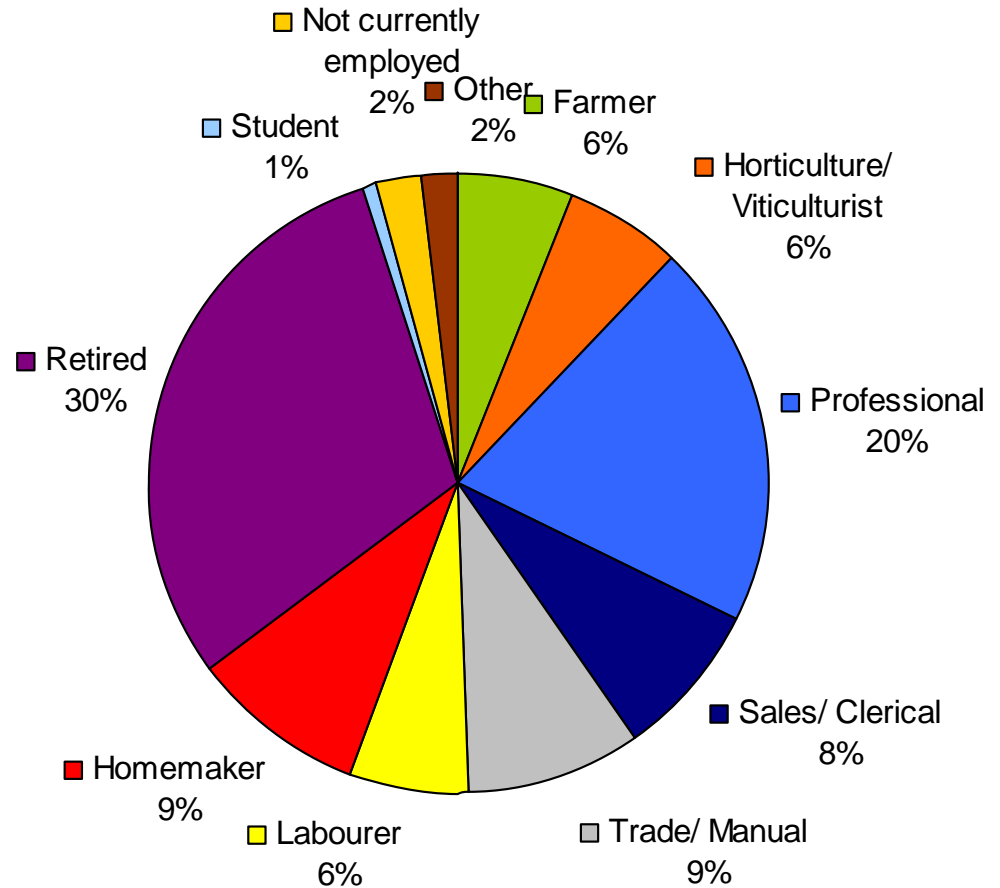
Employment type

Base = (450)

Employment type	Frequency	Percent
Farmer	29	6%
Horticulturist or Viticulturist	26	6%
Professional	92	20%
Sales/ Clerical	38	8%
Trade/ Manual	40	9%
Labourer	27	6%
Homemaker	40	9%
Retired	137	30%
Student	3	1%
Not currently employed	8	2%
Other	10	2%

Total 450

• 55% of respondents were in paid employment, 30% were retired.



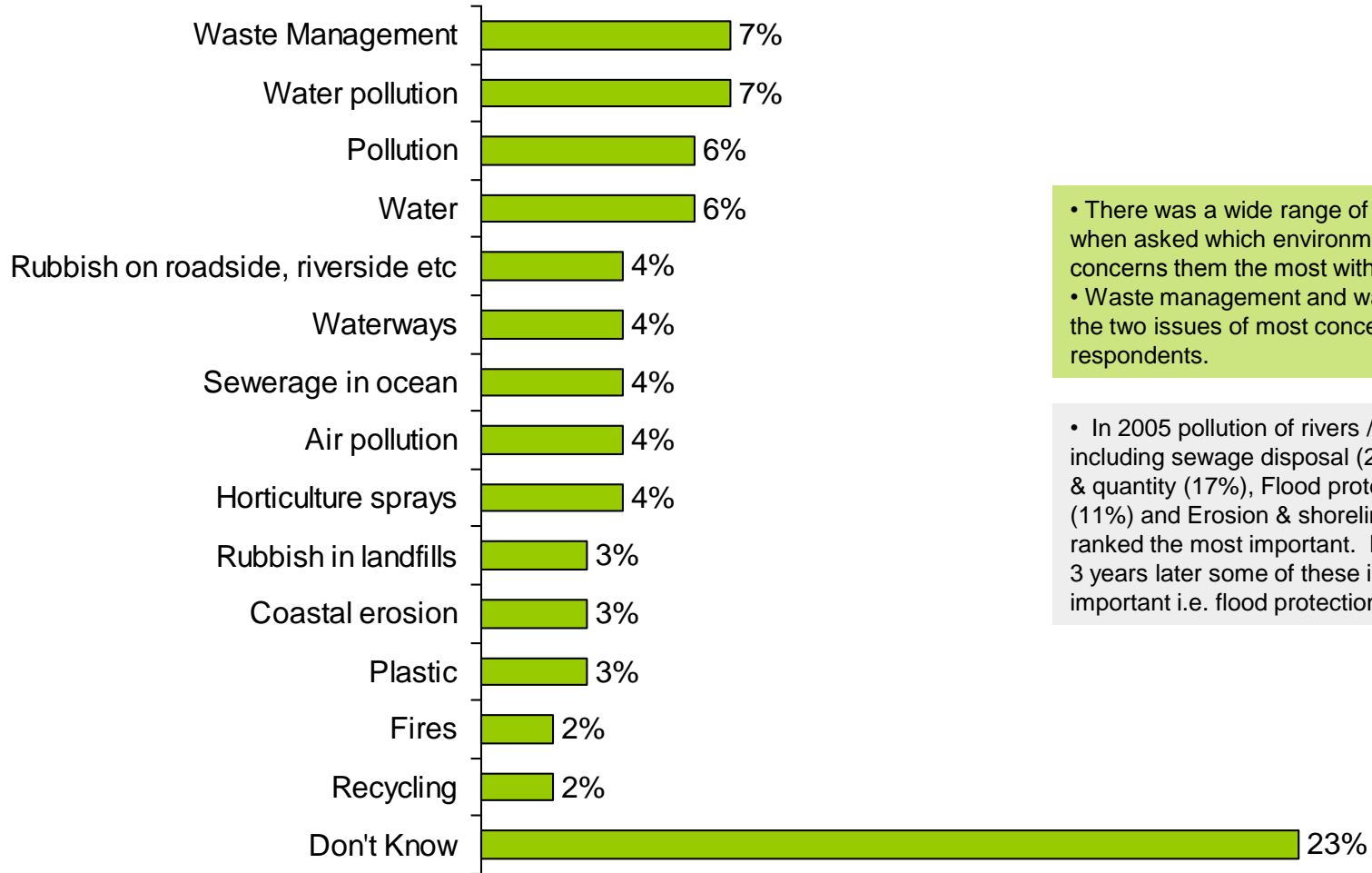


Environmental concerns



Which one environmental issue concerns you most within Hawke's Bay?

Base = (450)



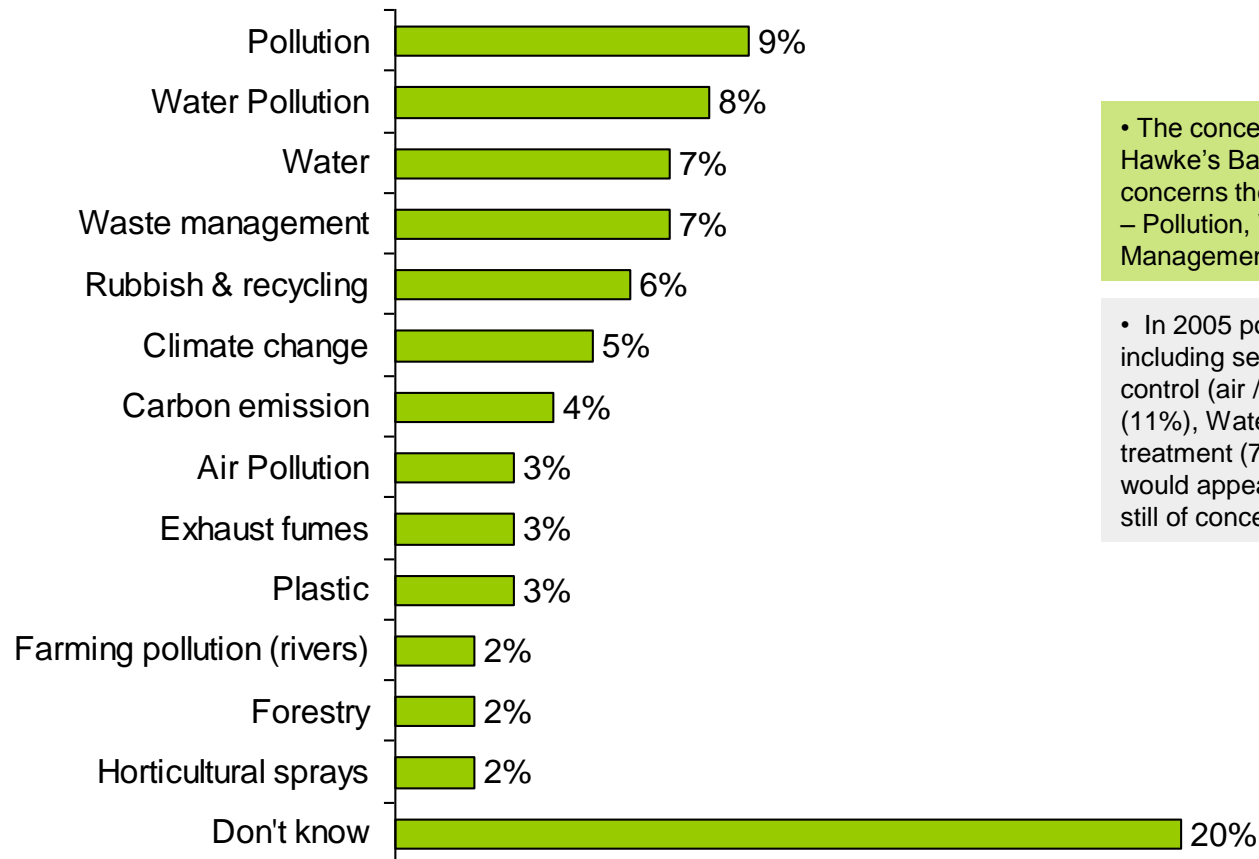
- There was a wide range of responses given when asked which environmental issue concerns them the most within Hawke's Bay.
- Waste management and water pollution were the two issues of most concern to the respondents.

- In 2005 pollution of rivers / streams / ocean including sewage disposal (20%), Water quality & quantity (17%), Flood protection & drainage (11%) and Erosion & shoreline protection (11%) ranked the most important. It would appear that 3 years later some of these issues are less important i.e. flood protection & erosion.



Which one environmental issue concerns you most New Zealand wide?

Base = (450)



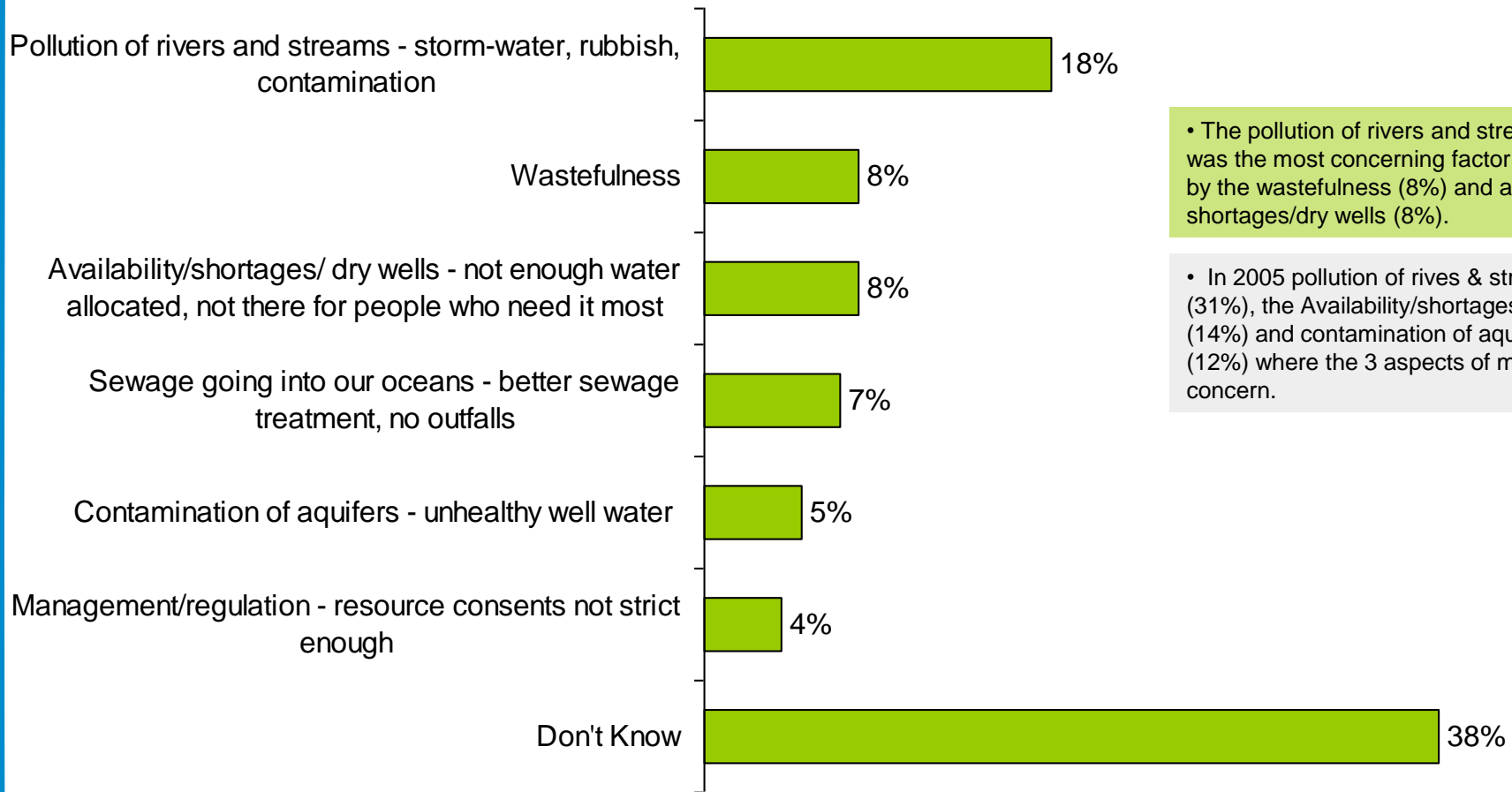
• The concerns Hawke's Bay residents have for Hawke's Bay's environment are the same concerns they have for New Zealand as a whole – Pollution, Water Pollution, Water and Waste Management.

• In 2005 pollution of rivers / streams / ocean including sewage disposal (11%), Pollution control (air / land / cars / industrial processes) (11%), Water Pollution (8%) and Water treatment (7%) ranked the most important. It would appear that 3 years later these issues are still of concern.



In thinking about the region's water, what three aspects of our water resources concerns you the most? Total Responses.

Base = (450)



• The pollution of rivers and streams (18%) was the most concerning factor followed by the wastefulness (8%) and availability/shortages/dry wells (8%).

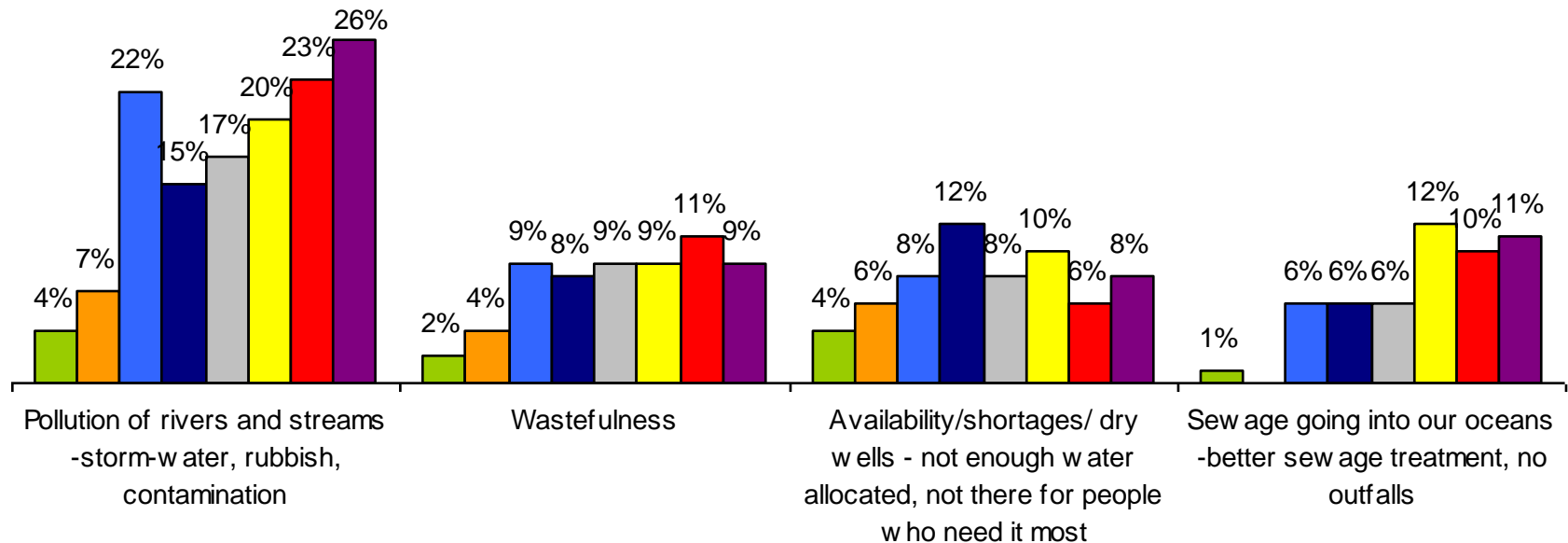
• In 2005 pollution of rives & streams (31%), the Availability/shortages/dry wells (14%) and contamination of aquifers (12%) where the 3 aspects of most concern.



In thinking about the region's water, what aspects of our water resources, concerns you the most by District? Total responses.

Base = Urban Wairoa (30), Rural Wairoa (32), Urban Napier (94), Rural Napier (46), Urban Hastings (119), Rural Hastings (67), Urban CHB (40), Rural CHB (22)

Legend:
■ Urban Wairoa (Green)
■ Rural Wairoa (Orange)
■ Urban Napier (Blue)
■ Rural Napier (Dark Blue)
■ Urban Hastings (Grey)
■ Rural Hastings (Yellow)
■ Urban CHB (Red)
■ Rural CHB (Purple)

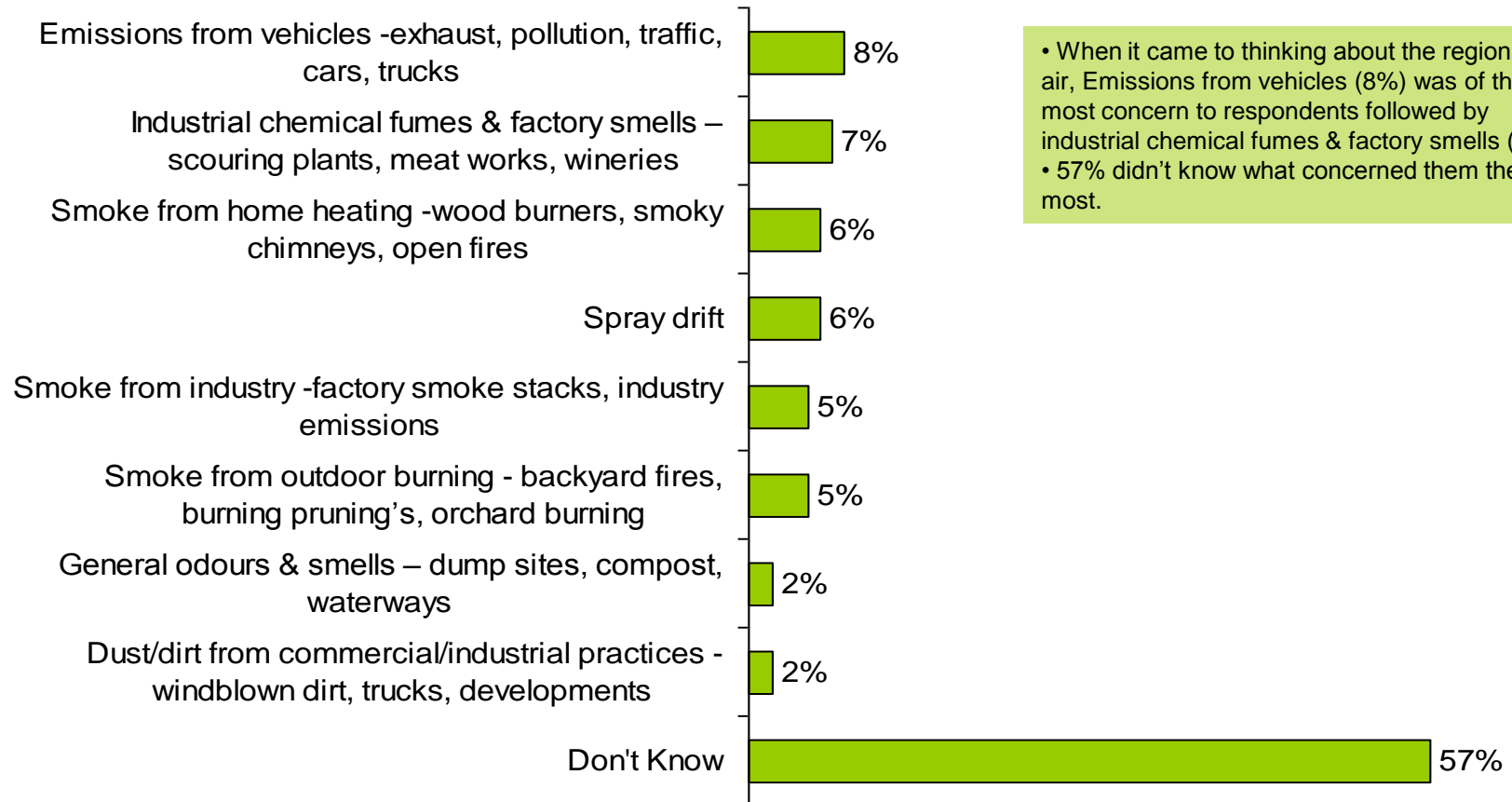


• The district that the respondent was from had no statistically significant influence over the response they gave.
- it could be that concern for pollution of rivers and streams increases the further south in the region...



In thinking about the region's air, what three aspects of our air, concerns you the most? Total responses.

Base = (450)



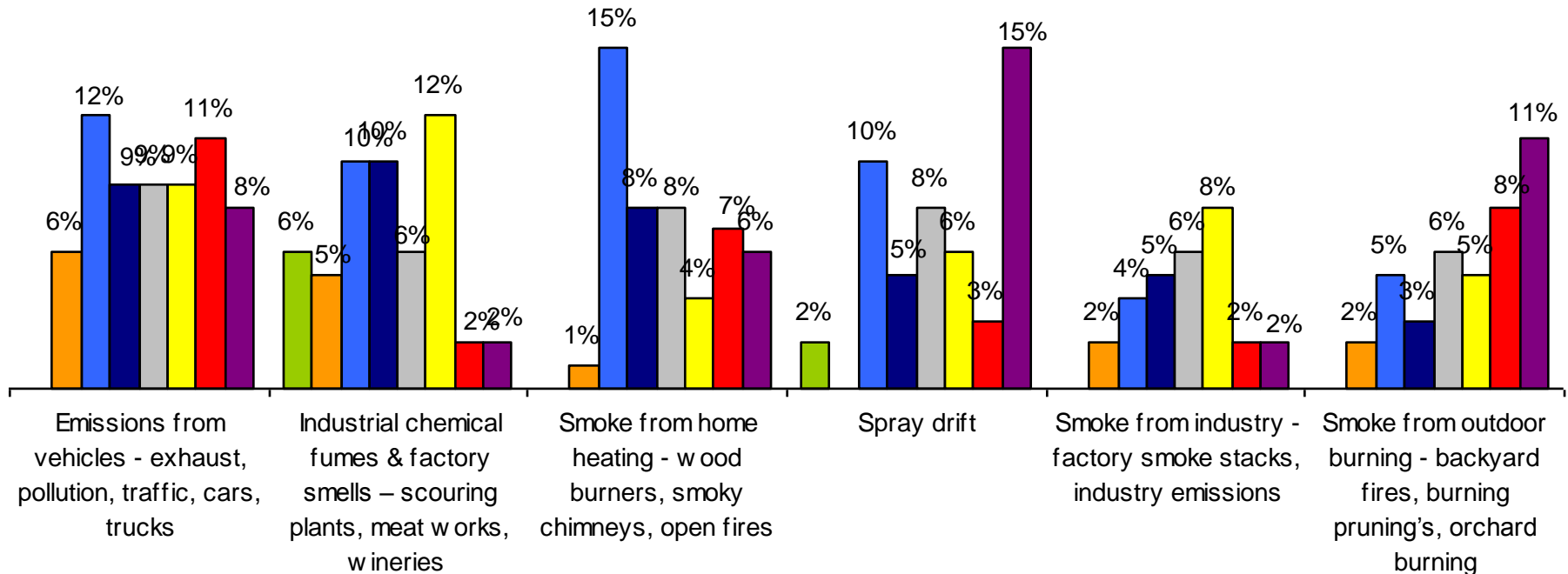
- When it came to thinking about the region's air, Emissions from vehicles (8%) was of the most concern to respondents followed by industrial chemical fumes & factory smells (7%).
- 57% didn't know what concerned them the most.



In thinking about the region's air, what three aspects of our air, concerns you the most by District? Total responses

Base = Urban Wairoa (30), Rural Wairoa (32), Urban Napier (94), Rural Napier (46), Urban Hastings (119), Rural Hastings (67), Urban CHB (40), Rural CHB (22)

■ Urban Wairoa ■ Rural Wairoa ■ Urban Napier ■ Rural Napier
■ Urban Hastings ■ Rural Hastings ■ Urban CHB ■ Rural CHB

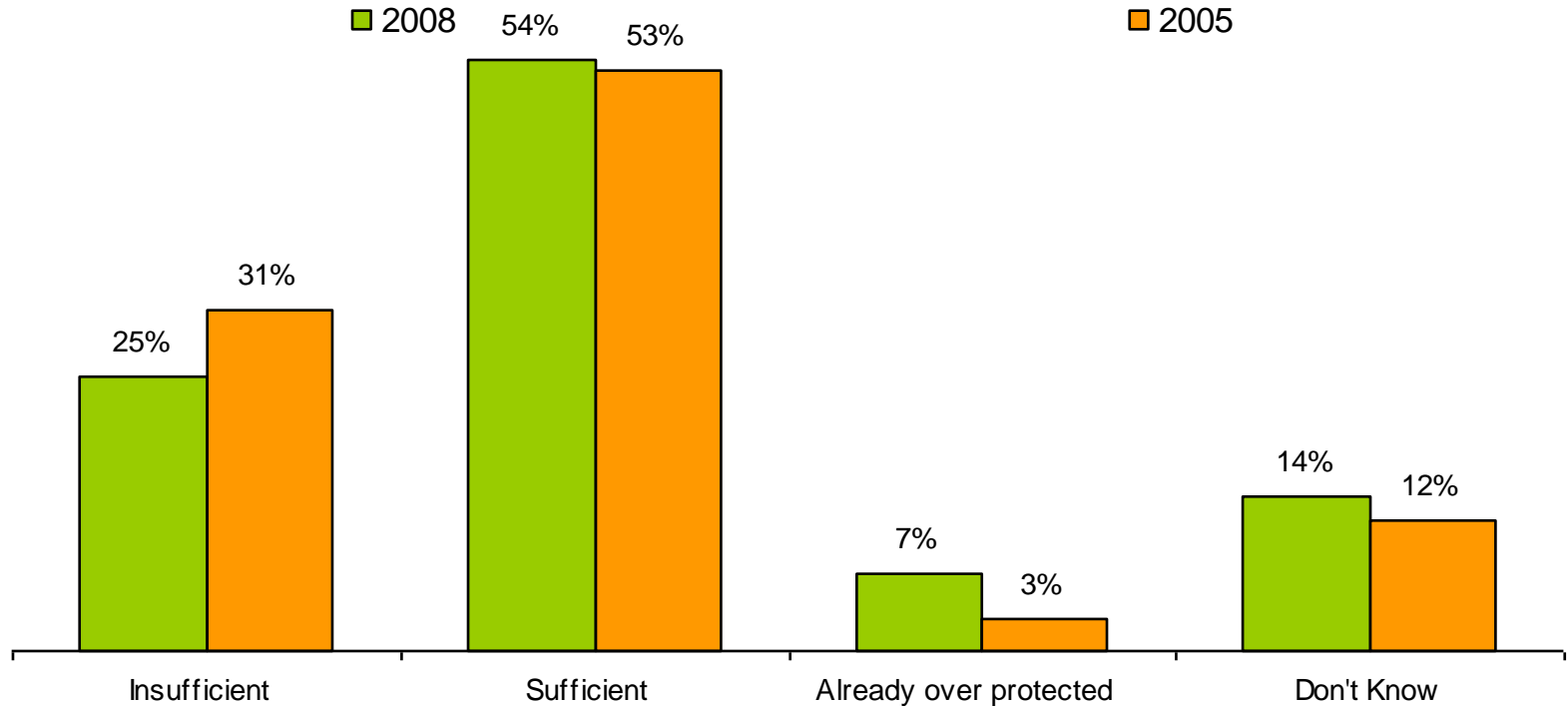


• While there were some variations in the responses given, the area the respondent lived in was not statistically significant when it came to concern for the region's air quality.



Do you believe the level of Regional Council protection of air, water, land and coastal resources is sufficient?

Base = (450)



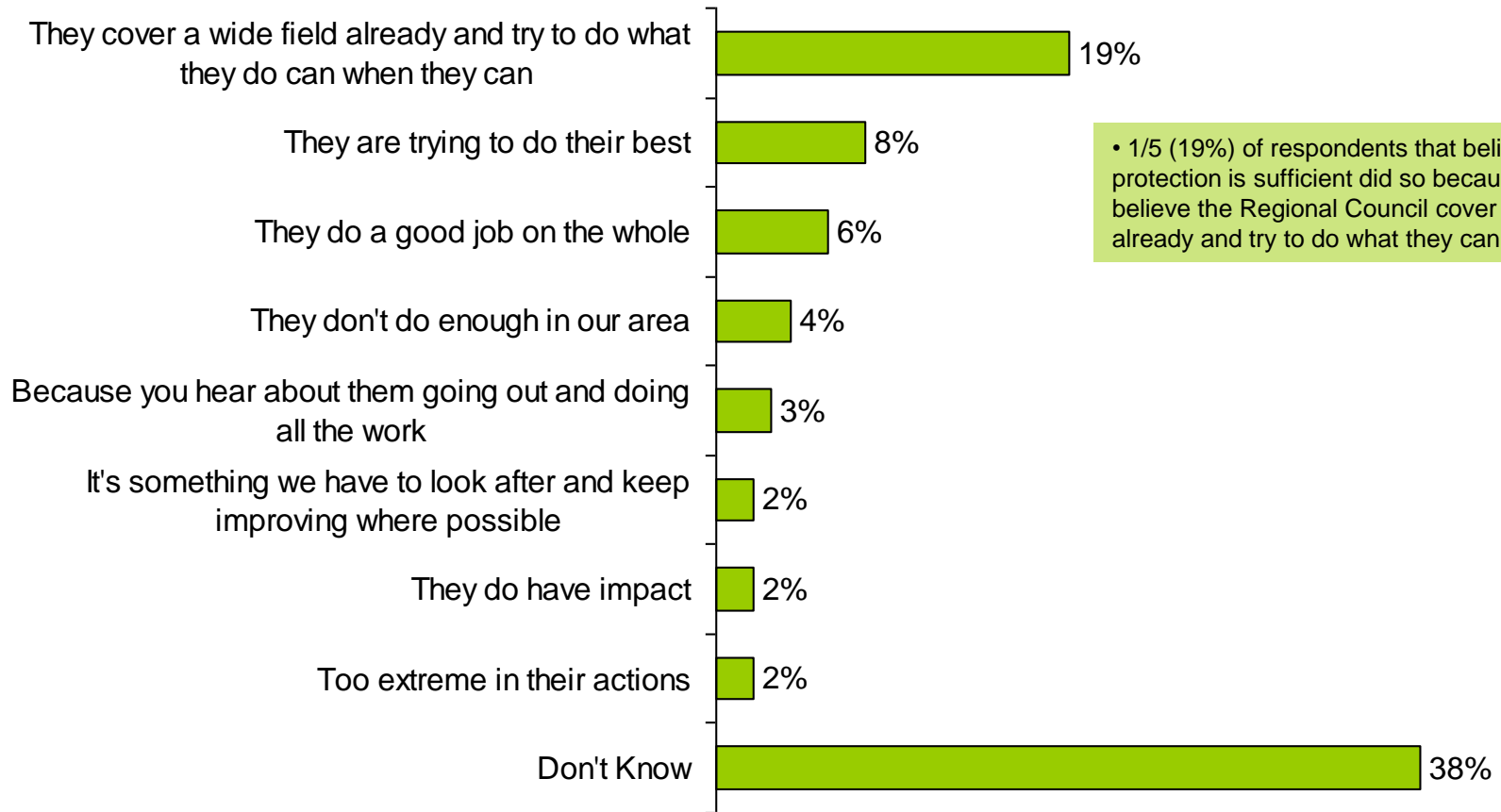
• 61% of respondents felt that the level of Regional Council protection is sufficient or over protected. 25% said it was insufficient.

• Between 2005 and 2008 there has been a shift with 4% more respondents saying the protection of air, water, land and coastal resources are already over protected.



Why is that? Why do you say it is sufficient?

Base = Those that believe the level of Regional Council protection of air, water, land and coastal resources was sufficient (242)

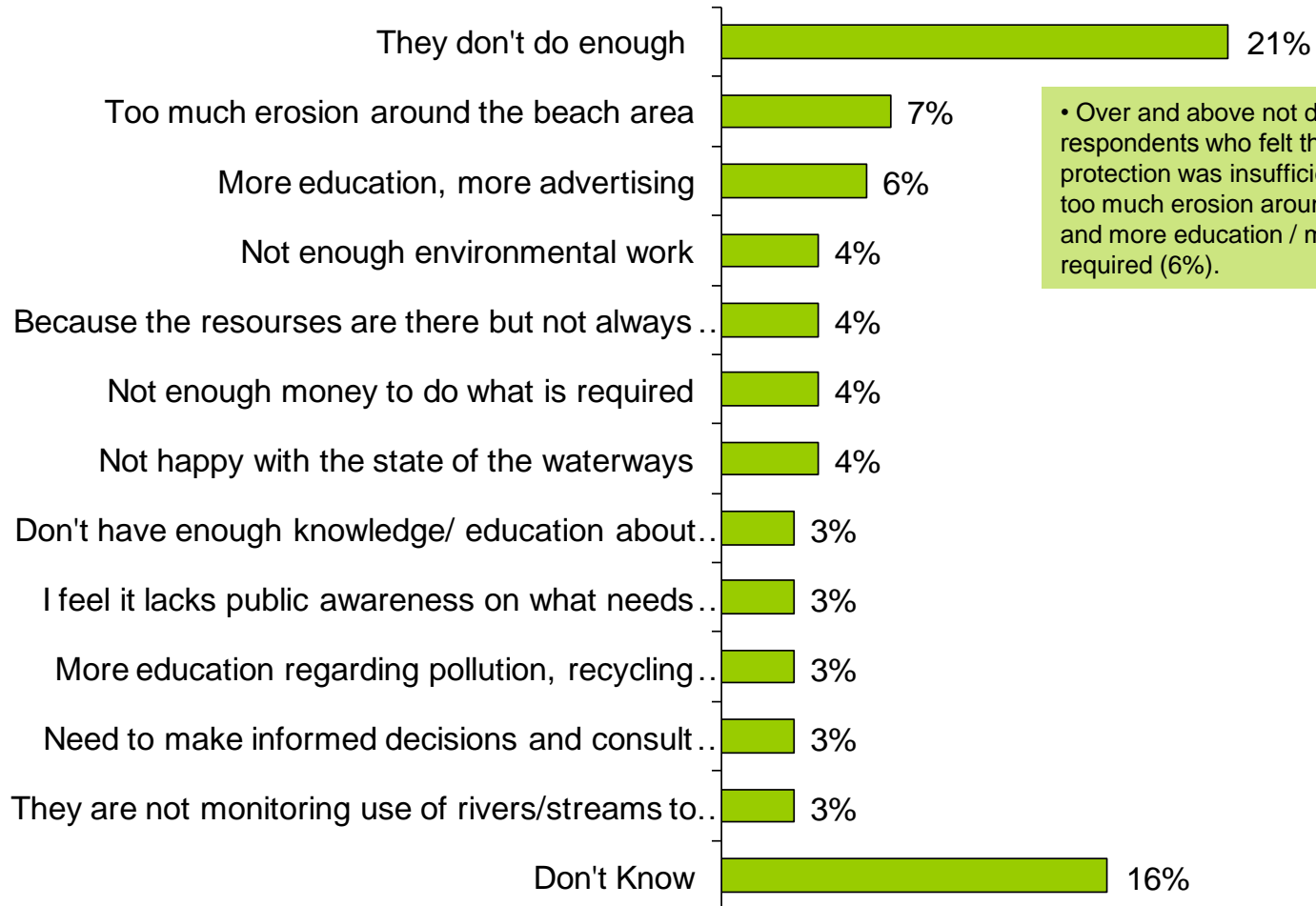


• 1/5 (19%) of respondents that believed the protection is sufficient did so because they believe the Regional Council cover a wide field already and try to do what they can.



Why is that? Why do you say it is insufficient?

Base = Those that believe the level of Regional Council protection of air, water, land and coastal resources was insufficient (113)



• Over and above not doing enough respondents who felt the Regional Council's protection was insufficient was because there is too much erosion around the beach area (7%) and more education / more advertising is required (6%).

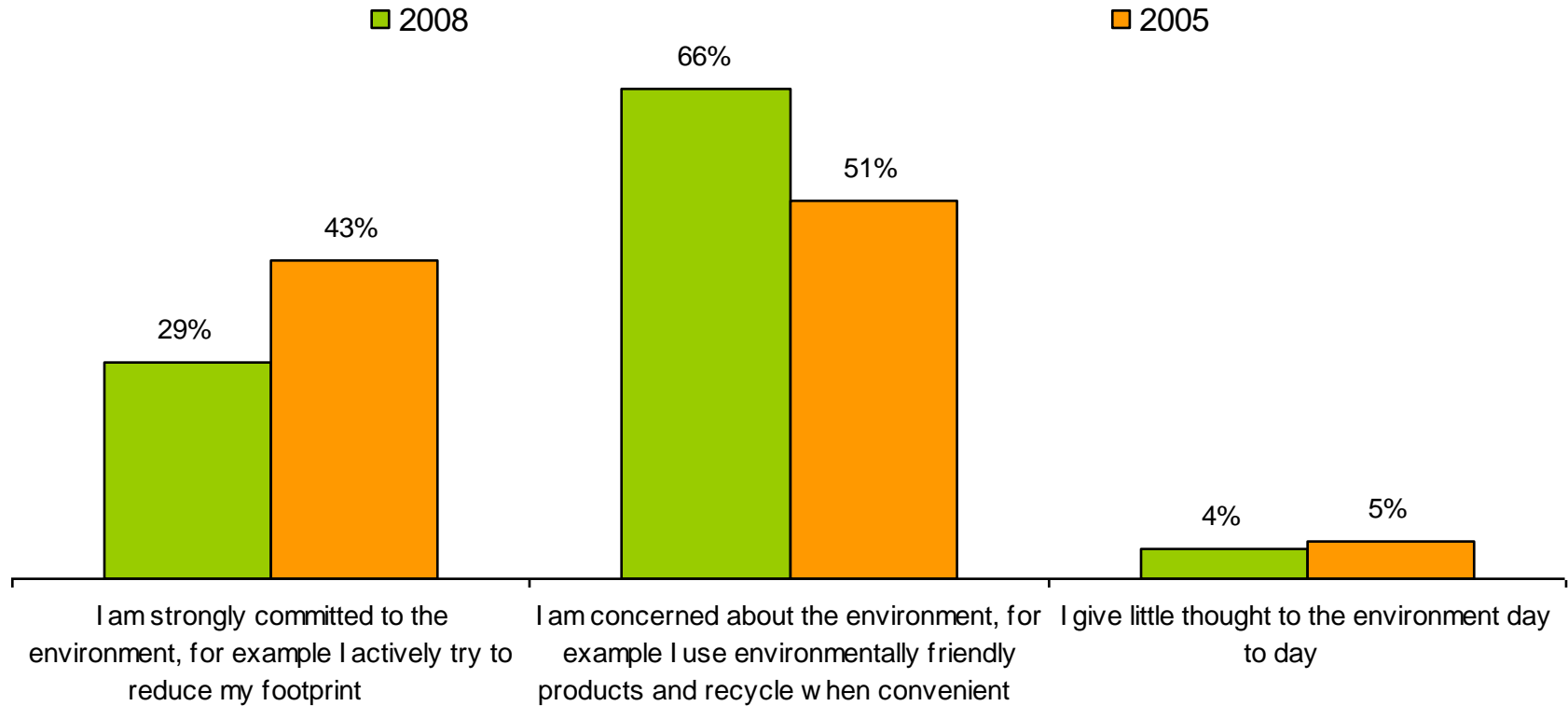


Attitudes towards the environment



Which of the following statements best describes your attitude and practices towards the environment?

Base = (450)



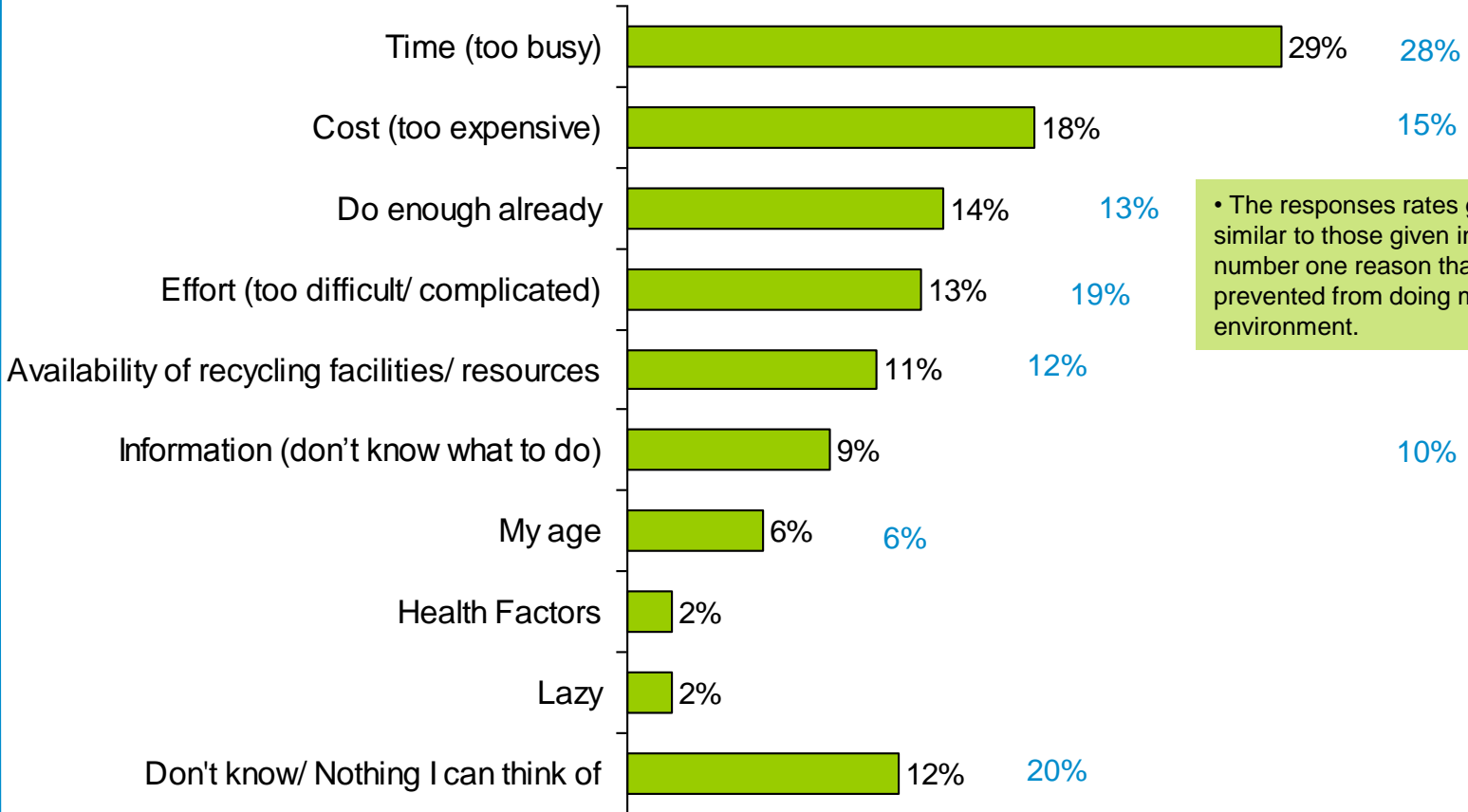
• It is disappointing to see the percentage of respondents that say they are strongly committed to the environment has reduced by 14% from 2005 to 2008. This decline is reflected in the 15% increase of respondents from 2005 to 2008 that said they are just concerned about the environment. This indicates that while respondents are still concerned about the environment there is not the same level of concern in 2008 as there was in 2005.



What factors prevent you from doing more to protect the environment?

Base = (450)

2005

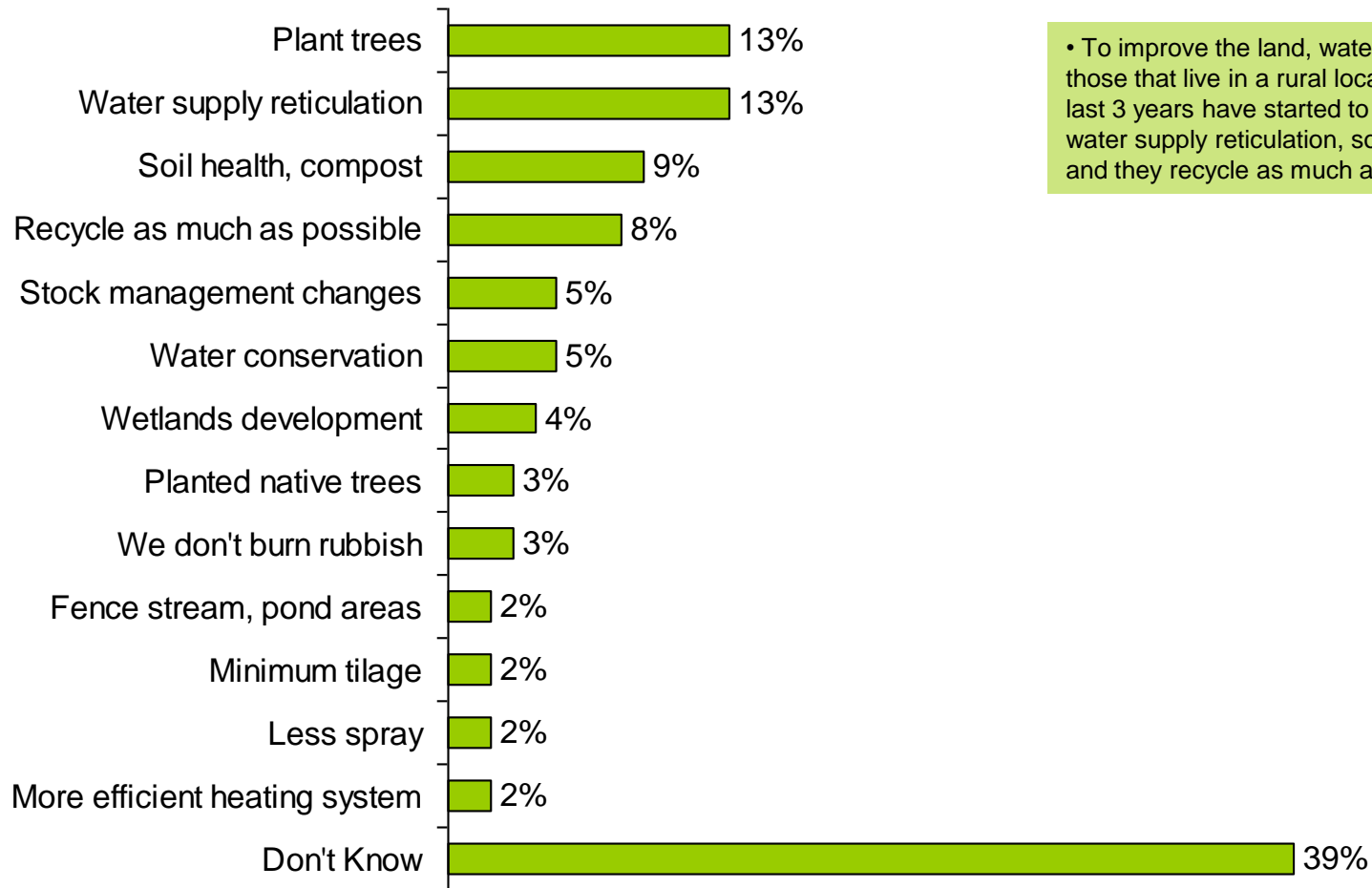


• The responses rates given in 2008 are very similar to those given in 2005. Again time is the number one reason that respondents are prevented from doing more to protect the environment.



RURAL RESPONDENTS- What kind of things do you do now to improve your land, water and air quality that you didn't do three years ago?

Base = Only those respondents that said they live in a RURAL environment (167)

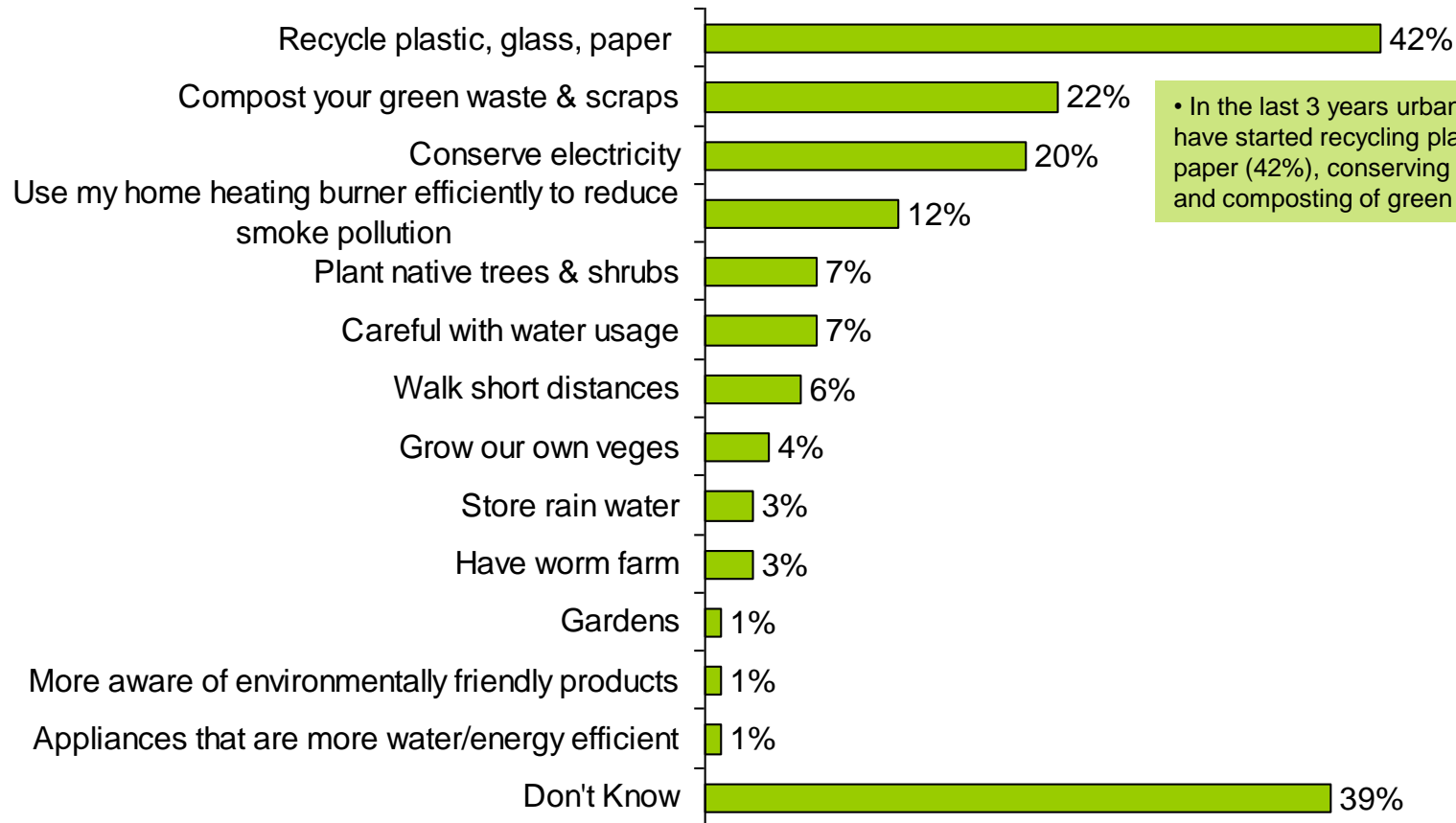


• To improve the land, water and air quality those that live in a rural location said that in the last 3 years have started to plant trees, improve water supply reticulation, soil health-compost and they recycle as much as possible.



URBAN RESPONDENTS- What kind of things do you do around your home to be more environmentally sustainable, and care for your land, water, air that you didn't do three years ago?

Base = Only those respondents that said they live in an URBAN environment (283)



• In the last 3 years urban respondents have started recycling plastic, glass & paper (42%), conserving energy (22%) and composting of green waste (20%).

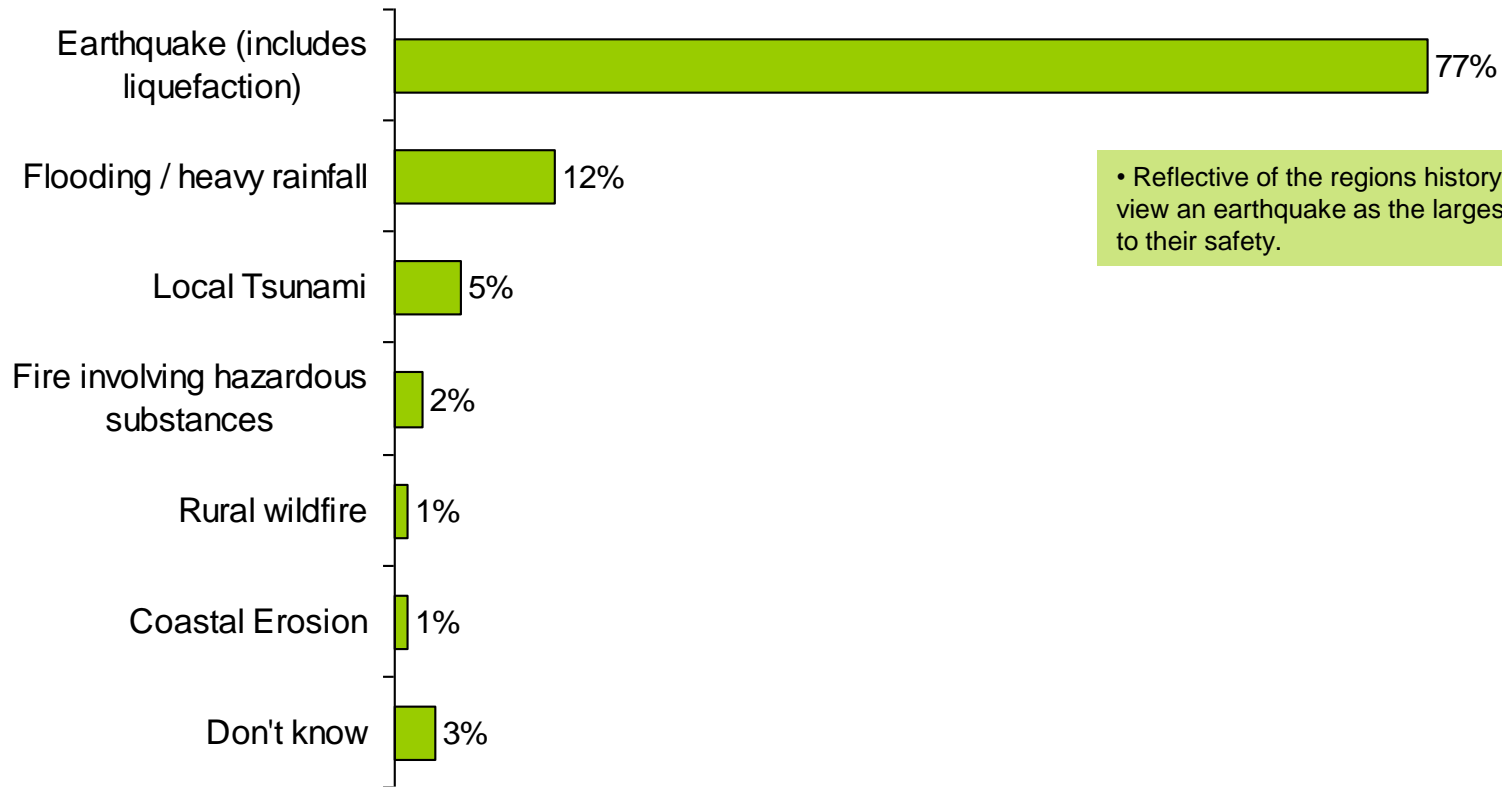


Preparation for natural disasters



What possible three disasters or threats specific to Hawke's Bay cause a concern to your safety or create a risk to your livelihood? 1st Response

Base = (450)

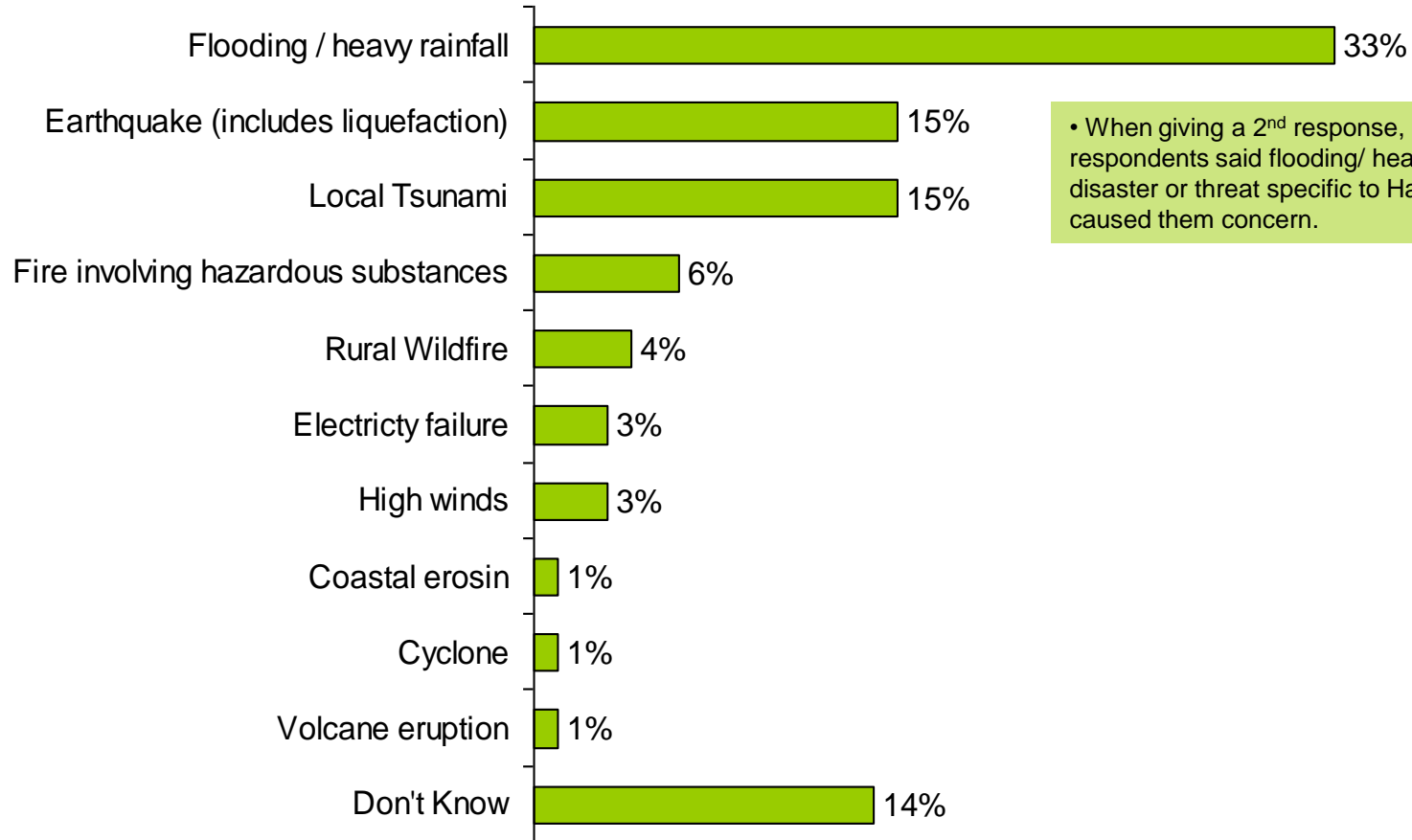


• Reflective of the regions history, respondents view an earthquake as the largest natural threat to their safety.



What possible three disasters or threats specific to Hawke's Bay cause a concern to your safety or create a risk to your livelihood? 2nd Response

Base = (450)

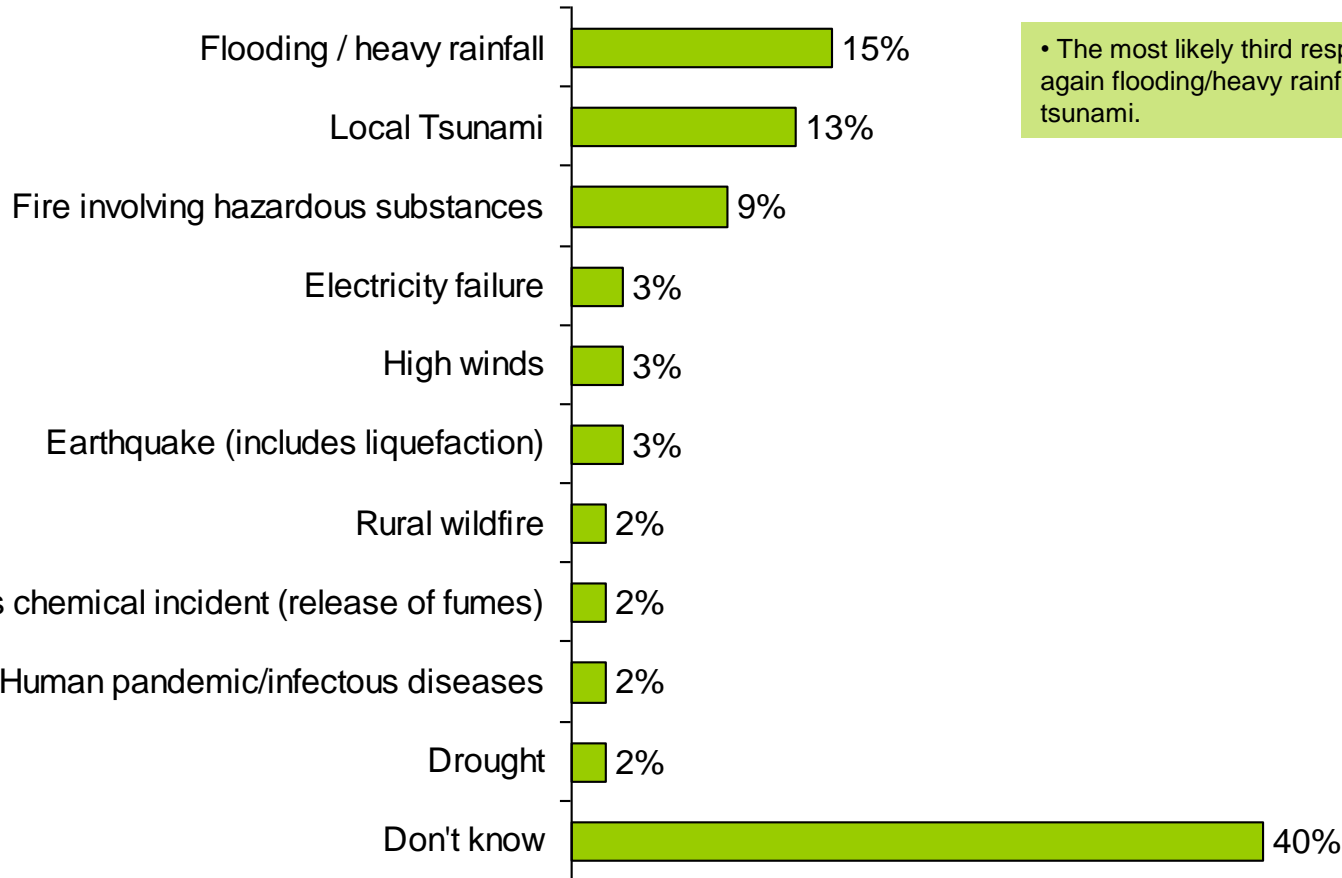


• When giving a 2nd response, 1/3 of respondents said flooding/ heavy rainfall was a disaster or threat specific to Hawke's Bay that caused them concern.



What possible three disasters or threats specific to Hawke's Bay cause a concern to your safety or create a risk to your livelihood? 3rd Response

Base = (450)

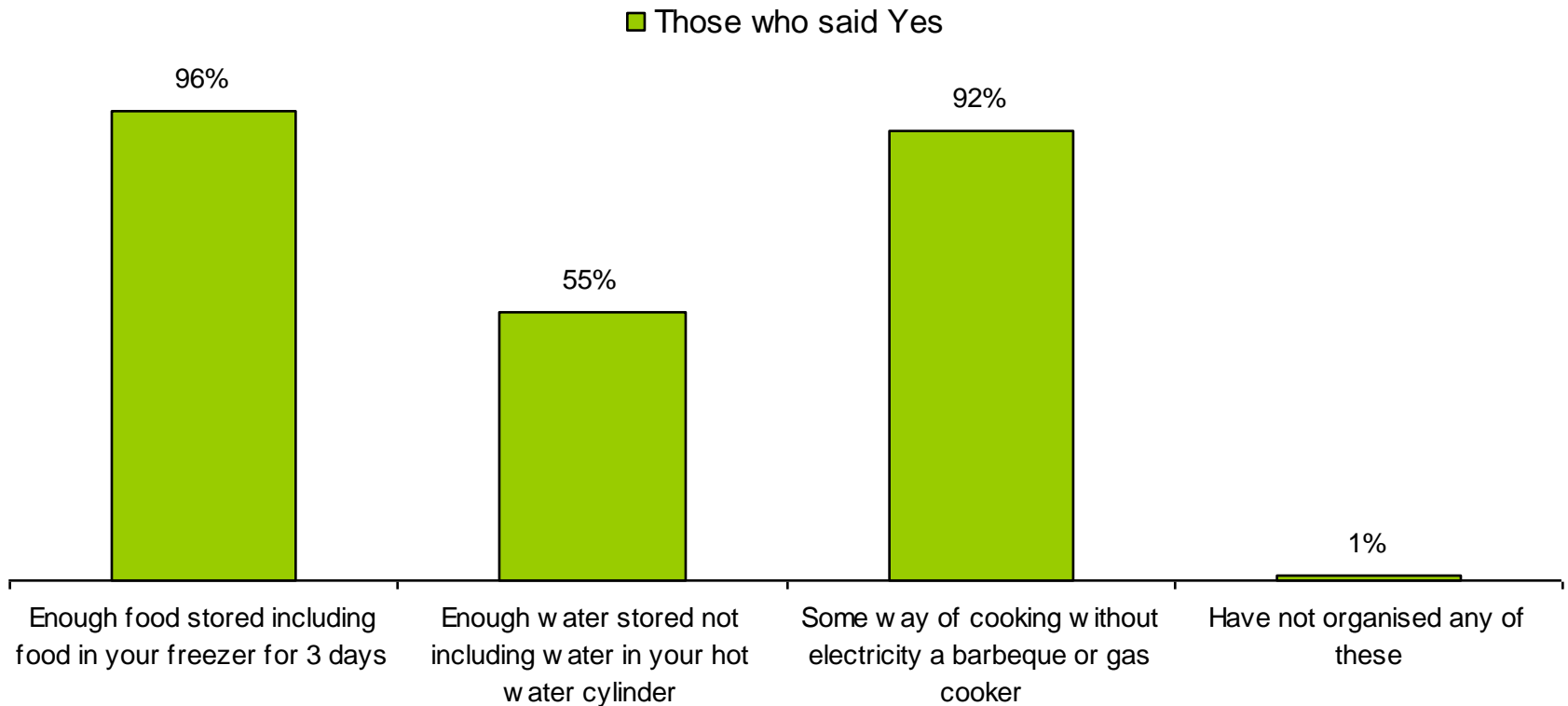


• The most likely third response given was again flooding/heavy rainfall followed by a local tsunami.



In thinking about possible natural hazards, such as earthquakes & floods that could occur in Hawke's Bay, do you & your family have enough of the following to cope for at least 3 days on your own...?

Base = (450)



- Over 9/10 of respondents said they had enough food stored for three days and / or had some way of cooking without electricity a barbeque or gas cooker.
- Just over half (55%) said they had enough water not including the water in their water cylinder.



Awareness and interaction with HBRC



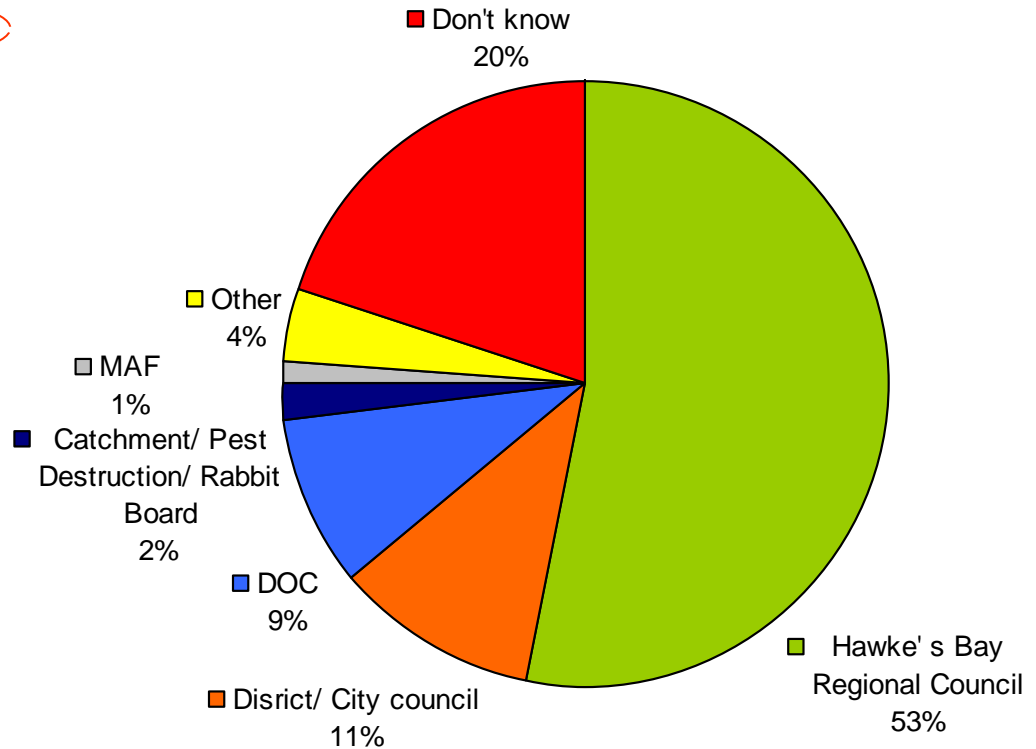
When you think of the following matters: flood protection and drainage, environmental monitoring, animal and plant pest control, or enhancement of air, water and land which one organisation do you think of..?

Base = (450)

Frequency 2008 (%) 2005 (%)

	Frequency	2008 (%)	2005 (%)
Hawke's Bay Regional Council	237	53%	42%
District / City Council	49	11%	12%
Department of Conservation	41	9%	12%
Catchment / Pest Destruction / Rabbit Board	9	2%	2%
MAF	6	1%	1%
Other	19	4%	6%
Don't know	89	20%	25%

Total 450



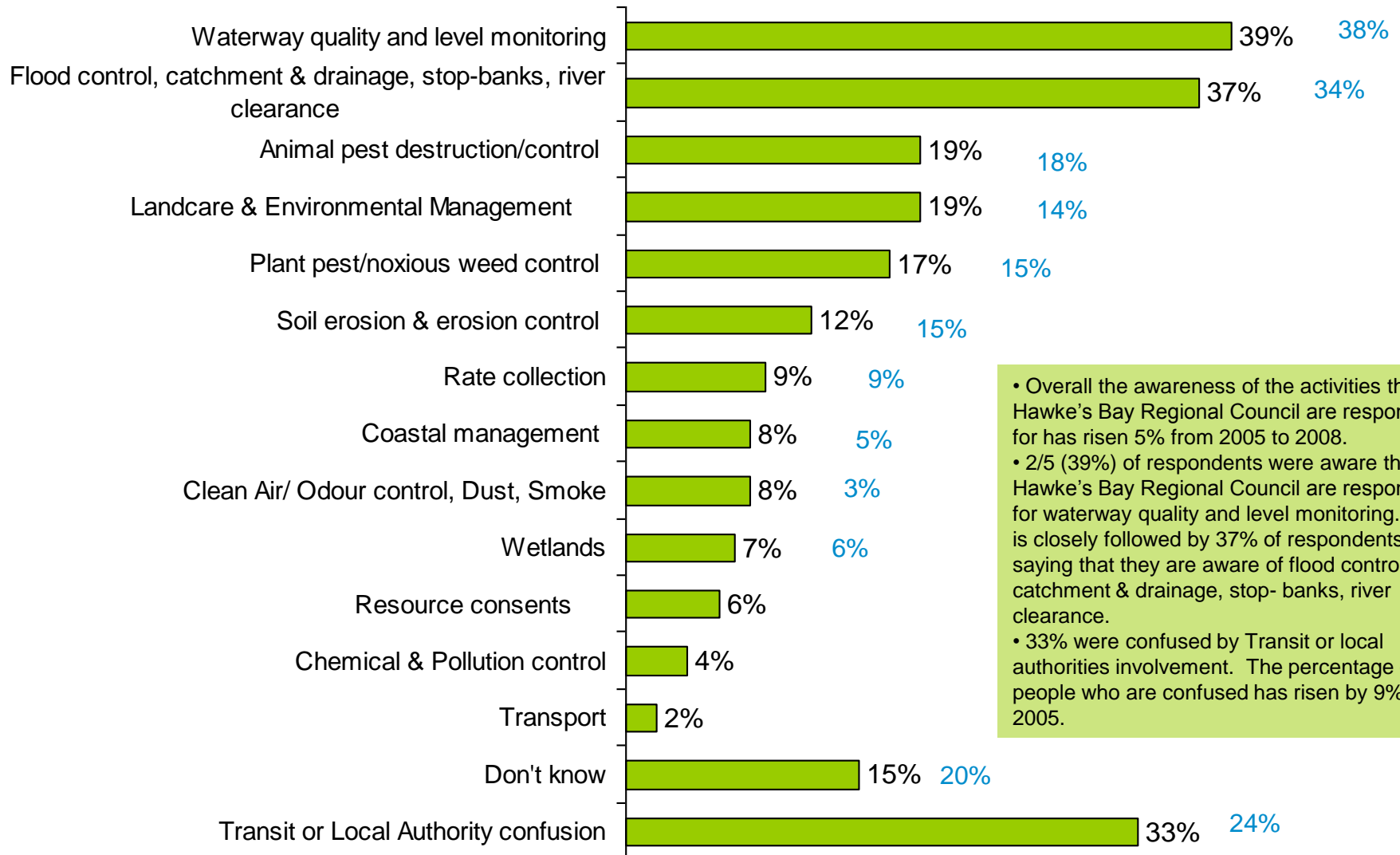
• In 2008 the Hawke's Bay Regional Council remains they main organisation respondents think of when talking about flood protection and drainage, environmental monitoring, animal and plant pest control, or enhancement of air, water and land. This has risen by 11% from 2005 to 2008.



Please tell me what activities you are aware of that the Hawke's Bay Regional Council is responsible for?

Base = (450)

2005

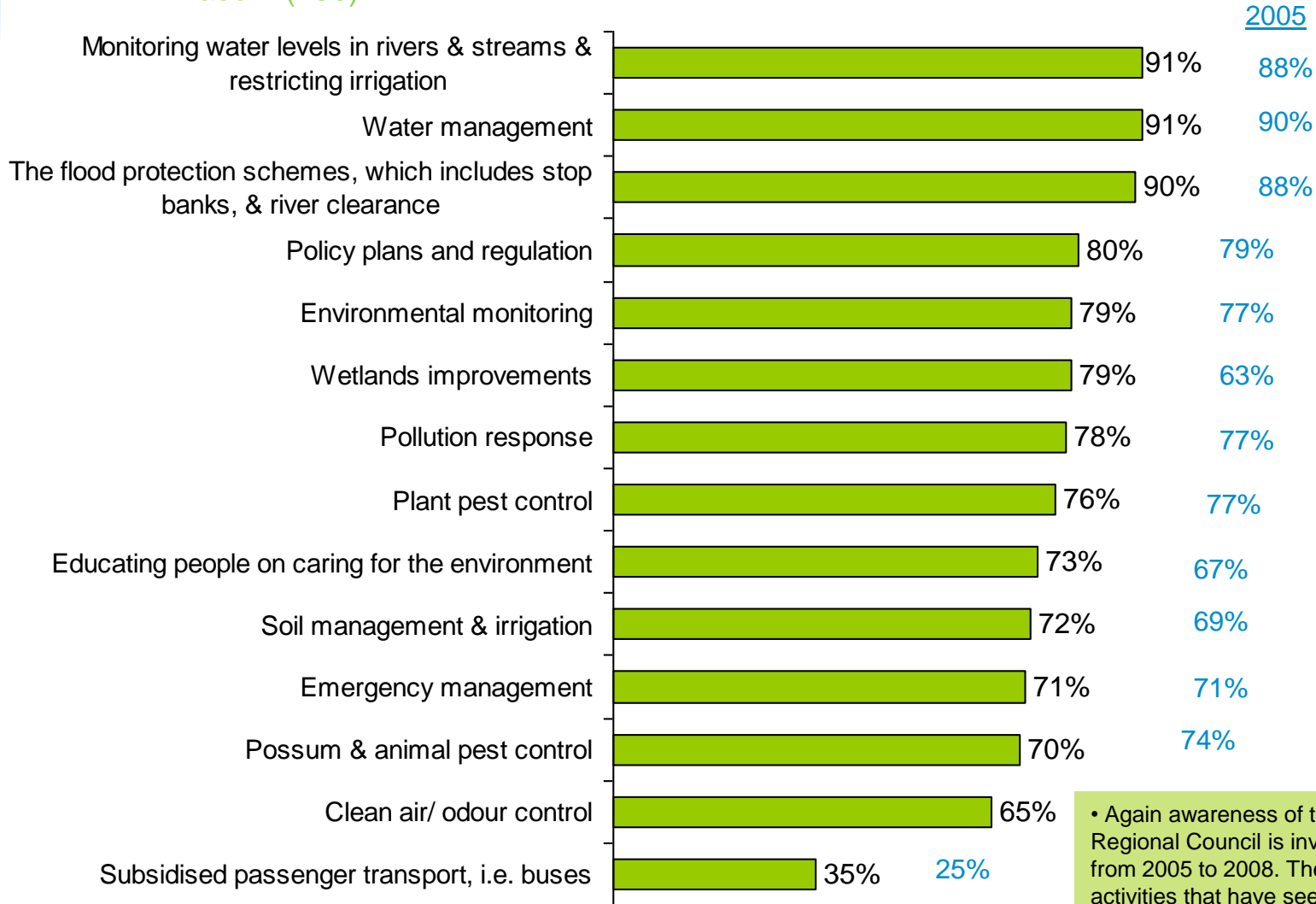


- Overall the awareness of the activities that the Hawke's Bay Regional Council are responsible for has risen 5% from 2005 to 2008.
- 2/5 (39%) of respondents were aware that the Hawke's Bay Regional Council are responsible for waterway quality and level monitoring. This is closely followed by 37% of respondents saying that they are aware of flood control, catchment & drainage, stop-banks, river clearance.
- 33% were confused by Transit or local authorities involvement. The percentage of people who are confused has risen by 9% since 2005.



As far as you are aware, is the Regional Council involved in these activities?

Base = (450)



• Again awareness of the activities the Regional Council is involved in has risen from 2005 to 2008. There are only two activities that have seen a slight reduction in awareness, Plant pest control (1%) and Possum & animal pest control (4%), all other activities have seen a rise from 2005.



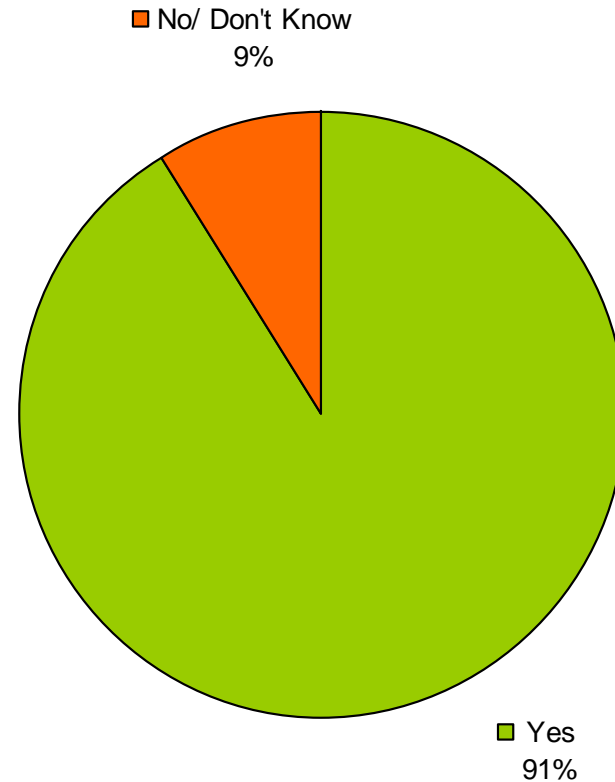
Are you aware you pay rates to the Regional Council?

Base = (450)

	Frequency	2008 (%)	2005 (%)
Yes	410	91%	86%
No/ Don't Know	40	9%	14%

Total 450

- 91% of respondents were aware that they pay rates to the Regional Council.
- The percentage of respondents being aware they pay rates to the Regional Council has increased 5% since 2005 – more home owners due to the property boom?...





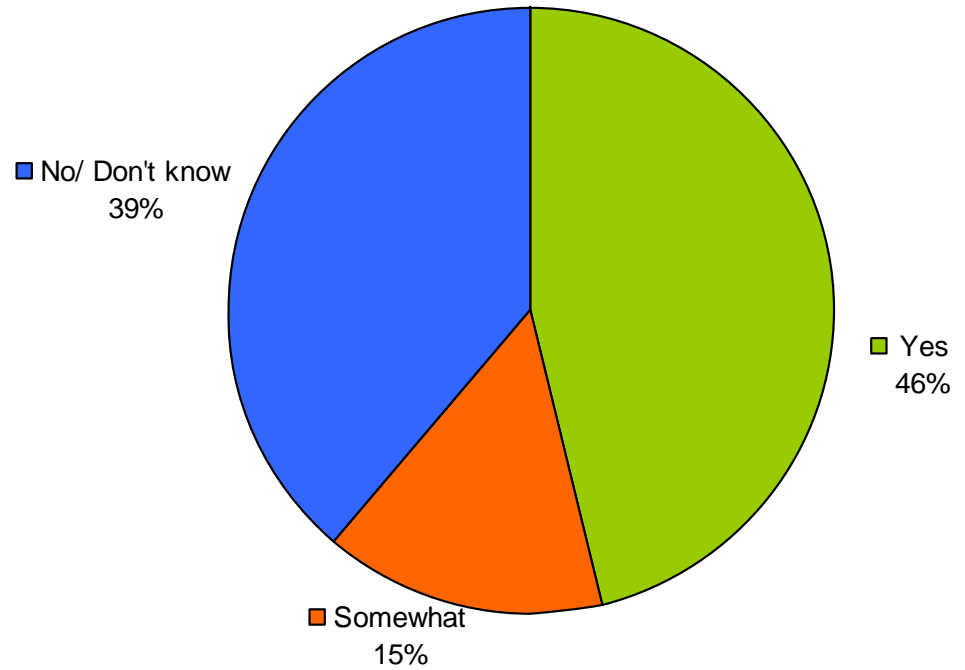
Are you interested in Regional Council activities?

Base = (450)

	Frequency	2008 (%)	2005 (%)
Yes	209	46%	43%
Somewhat	67	15%	26%
No/ Don't know	174	39%	31%

Total 450

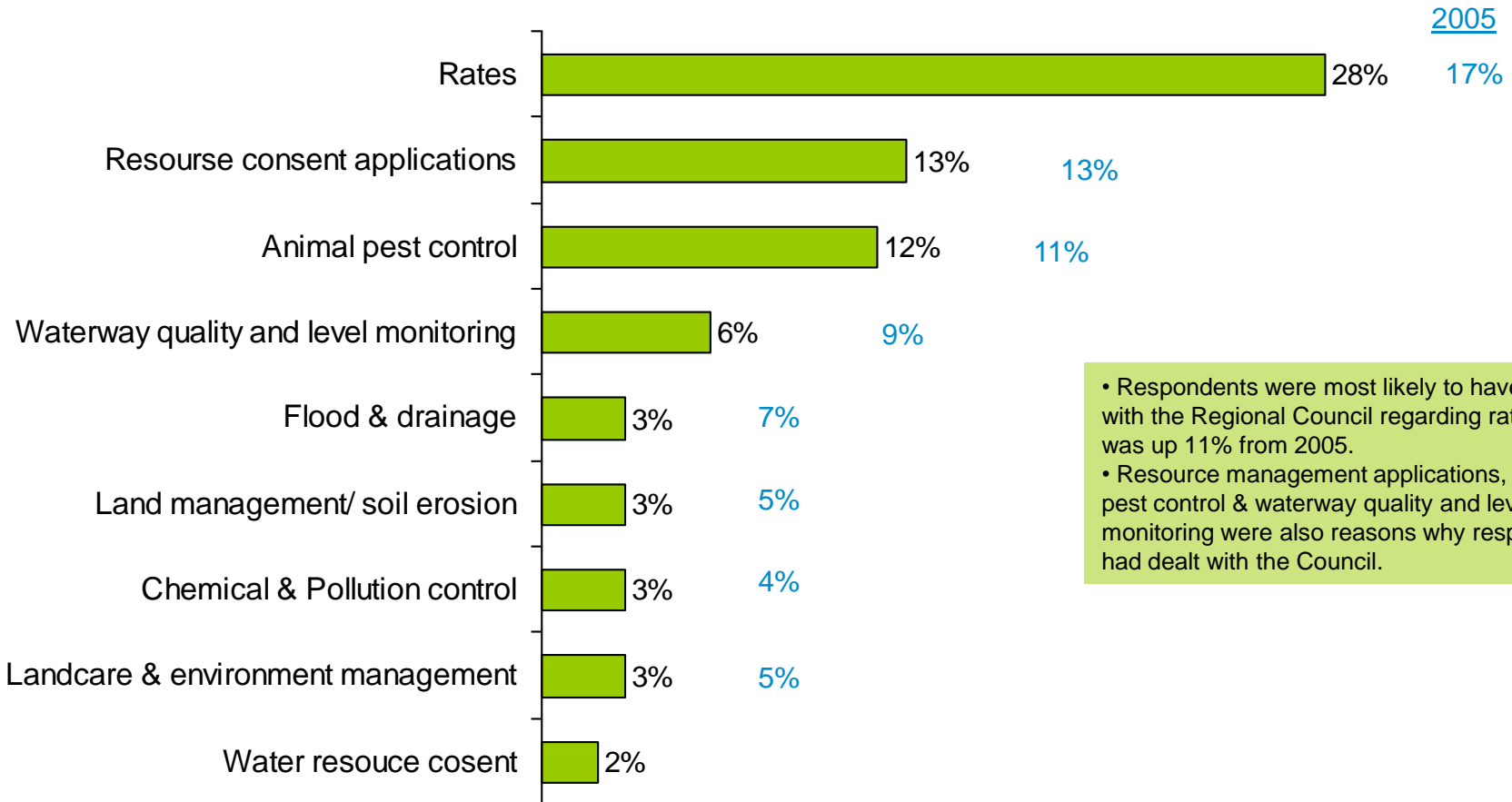
• Just under half the respondents (46%) said that they are interested in the Regional Council activities, this is up 3% from 2005.





What was your most recent dealing with the Regional Council about?

Base = Only those who've had dealings with Regional Council in the last 12 months (160)



- Respondents were most likely to have dealt with the Regional Council regarding rates. This was up 11% from 2005.
- Resource management applications, animal pest control & waterway quality and level monitoring were also reasons why respondents had dealt with the Council.



Do you consider you receive very good value, good value, adequate value, poor value or very poor value for the rates that you pay to the Regional Council?

Base = Only those that pay rates to the Regional Council (410)

Frequency 2008 (%) 2005 (%)

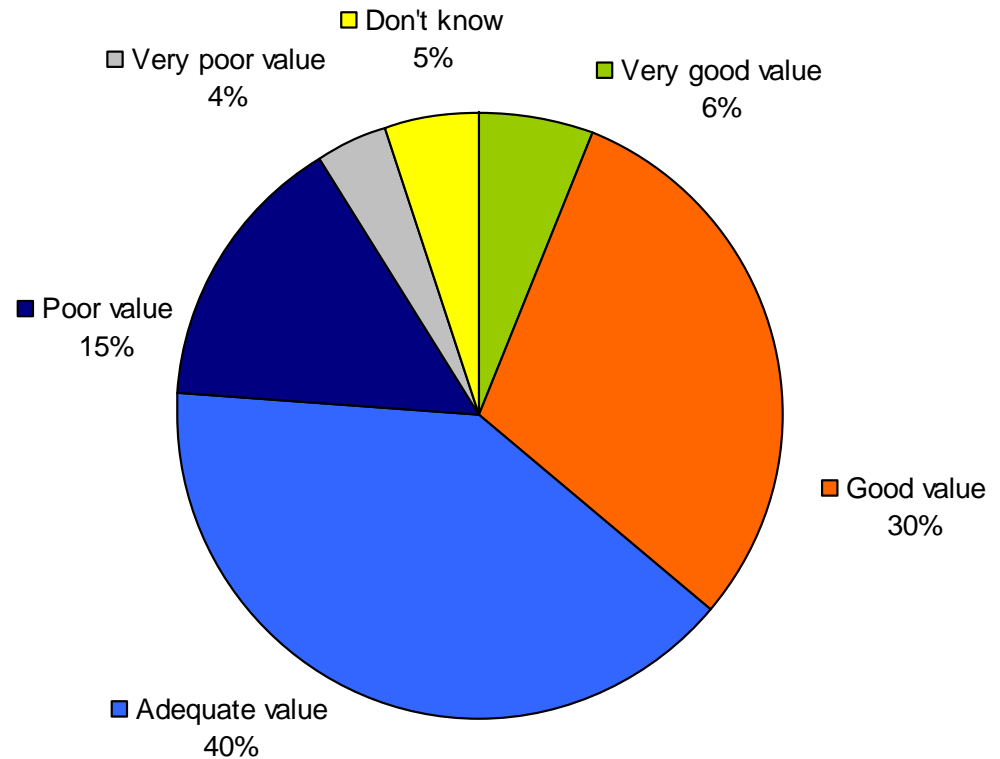
	Frequency	2008 (%)	2005 (%)
Very Good Value	25	6%	7%
Good Value	123	30%	19%
Adequate Value	165	40%	38%
Poor Value	60	15%	16%
Very Poor Value	15	4%	4%
Don't Know	22	5%	16%

Total 410

- 3/4 of respondents believed they receive adequate, good or very good value for the rates they pay to the Regional Council.
- 19% said the value they receive is poor or very poor.

• Mean: (3.21/ 5) where 1= Very poor value and 5= Very good value.

• AGAIN WELL DONE!! Since 2005 the mean has risen from 3.11 to 3.21, the Regional Council is heading in the right direction!!



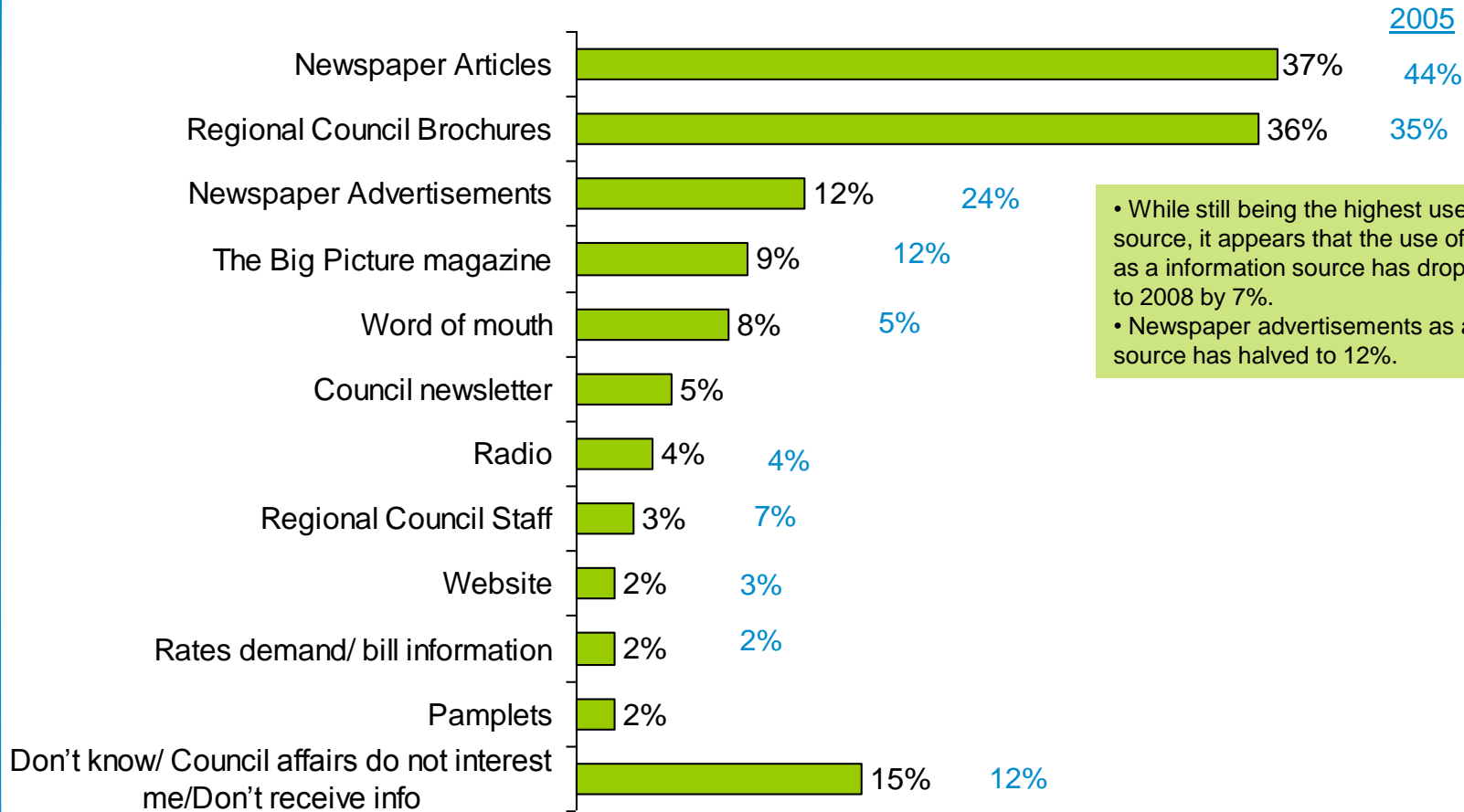


Gathering information about HBRC



By what information sources are you made aware of Regional Council activities?

Base = (450)



- While still being the highest used information source, it appears that the use of newspapers as a information source has dropped from 2005 to 2008 by 7%.
- Newspaper advertisements as an information source has halved to 12%.



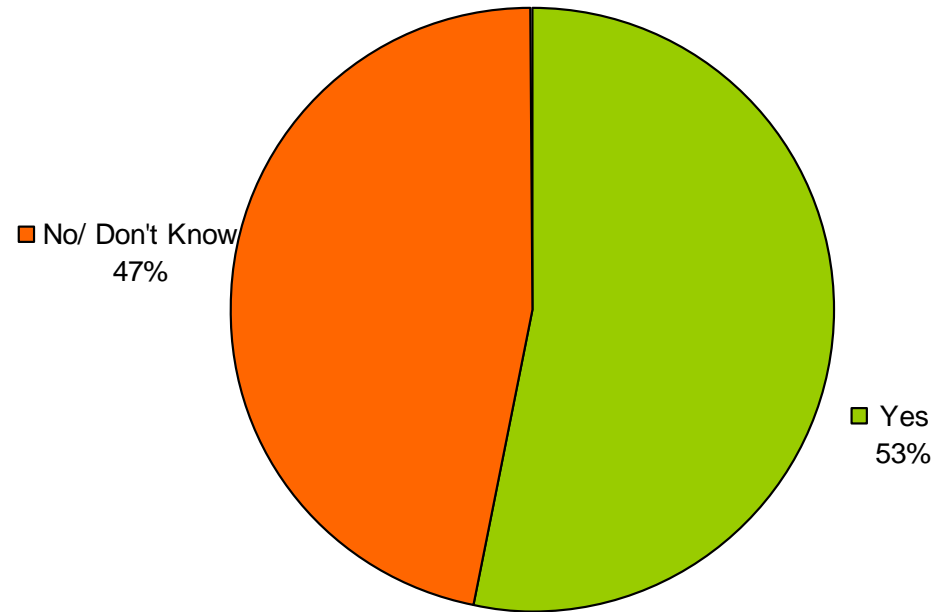
Do you recall receiving a copy of Hawke's Bay Regional Council's newspaper, called 'The Big Picture', delivered to your home four times a year?

Base = Only those that said they were or somewhat were interested in Regional Council activities (276)

	Frequency	2008 (%)	2005 (%)
Yes	146	53%	50%
No/ Don't know	130	47%	50%

Total 276

- Just over half (53%) of respondents that were interested in the Regional Council activities said they can recall receiving a copy of "The Big Picture".
- The percentage of respondents recalling that they receive a copy of "The Big Picture" has increased by 3% since 2005.





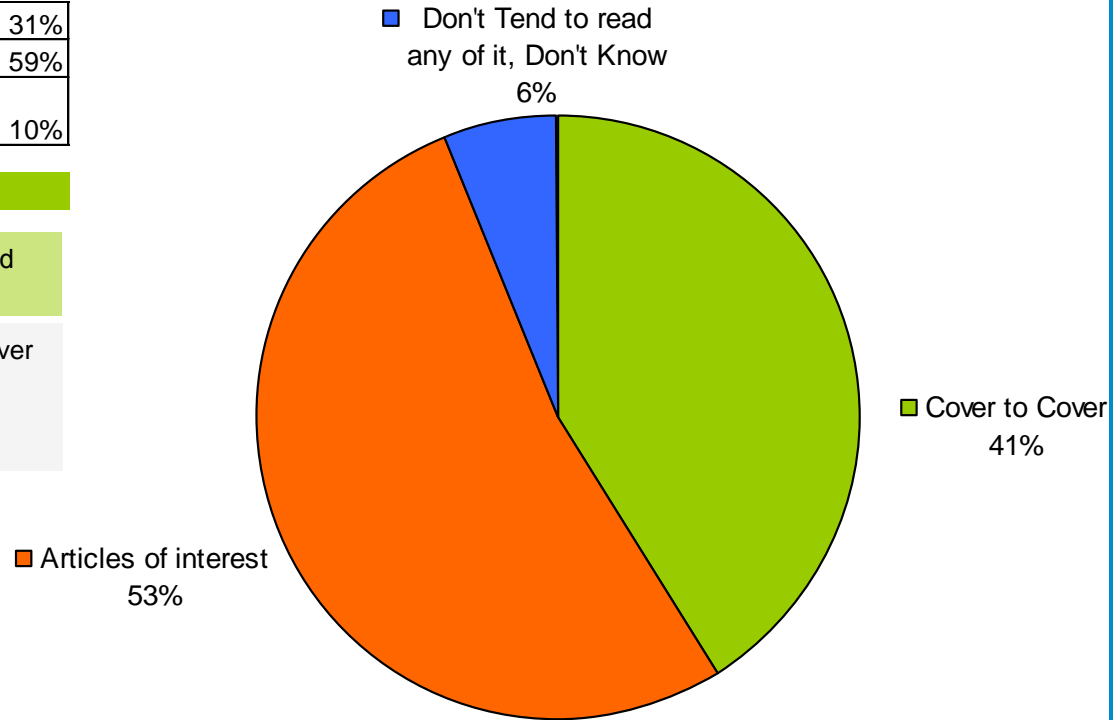
Do you most often read The Big Picture cover to cover, articles of interest or you don't tend to read any of it?

Base = Only those who recall receiving a copy of "The Big Picture" (146)

	Frequency	2008 (%)	2005 (%)
Cover to cover	60	41%	31%
Articles of interest	77	53%	59%
Don't tend to read any of it, Don't Know	9	6%	10%

Total 146

- 41% of those that can recall receiving "The Big Picture" said they read the it cover to cover,
- Since 2005 the percentage of people reading it cover to cover has increased 10% and there are 4% less respondents say they don't tend to read any of it.





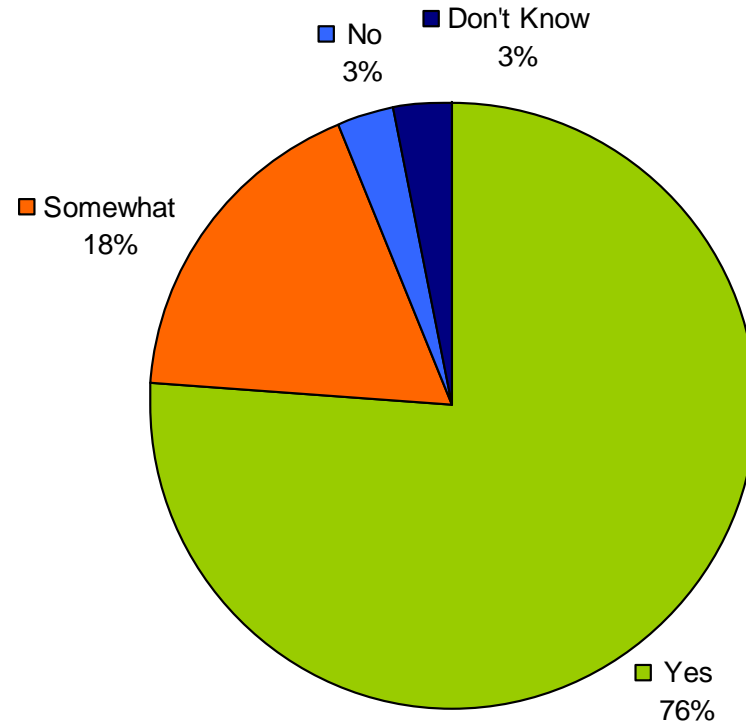
On the whole, would you say The Big Picture is useful, relevant and interesting?

Base = Only those who recall receiving a copy of "The Big Picture" (146)

	Frequency	2008 (%)	2005 (%)
Yes	111	76%	71%
Somewhat	26	18%	19%
No	5	3%	4%
Don't Know	4	3%	6%

Total 146

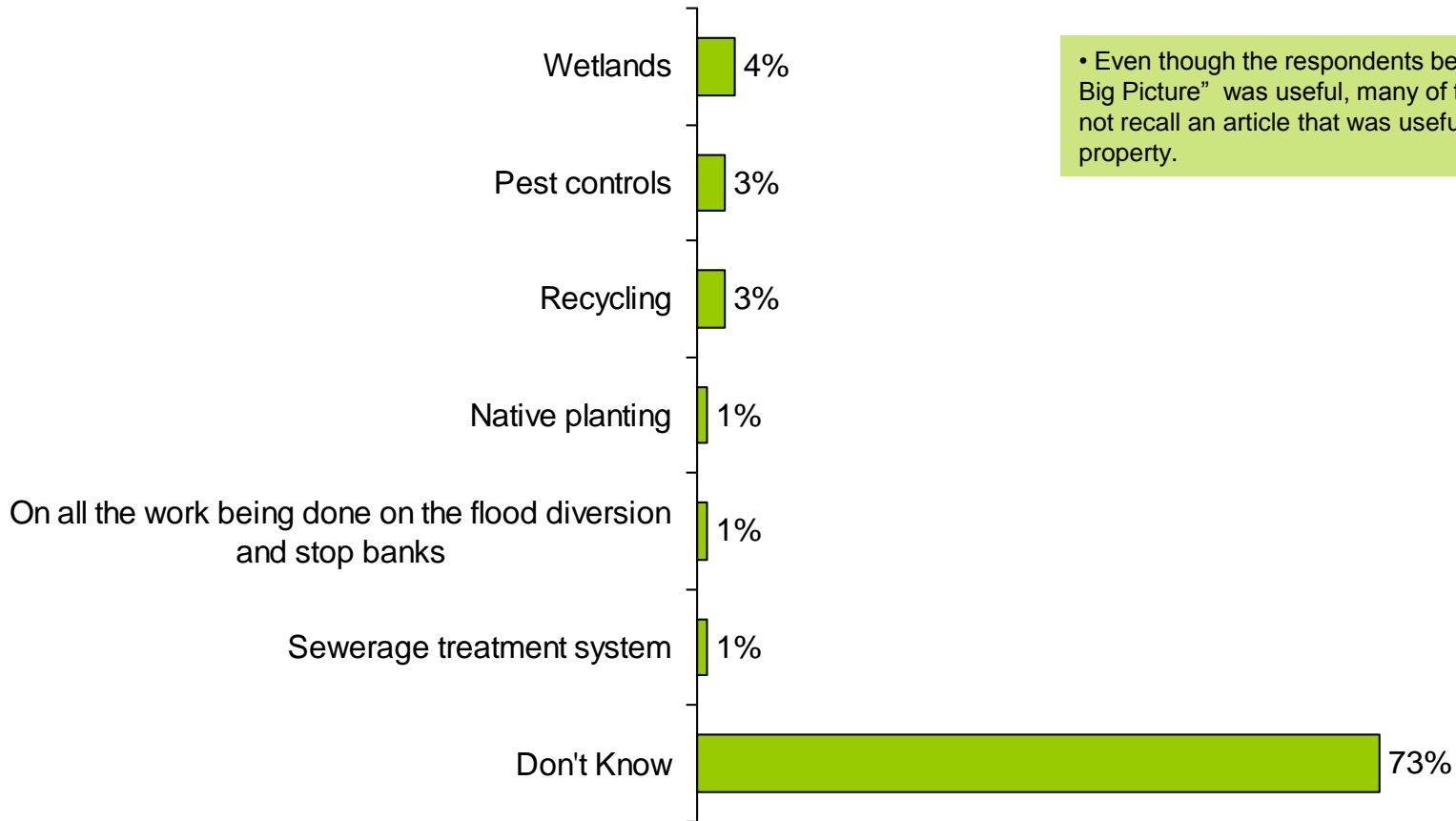
- 94% of those who recall receiving a copy of "The Big Picture" said it was or was somewhat useful.
- 5% more respondents in 2008 say The Big Picture is useful, relevant and interesting.





Can you tell me an article that you have read from “The Big Picture” that was very useful or worthwhile to you or to your property?

Base = Only those who recall receiving a copy of “The Big Picture” (146)



• Even though the respondents believed “The Big Picture” was useful, many of them could not recall an article that was useful for their property.



Content and quality of dealings with HBRC – how satisfied are residents?



In the last 12 months, how often would you have had direct dealings or contact with Regional Council staff?

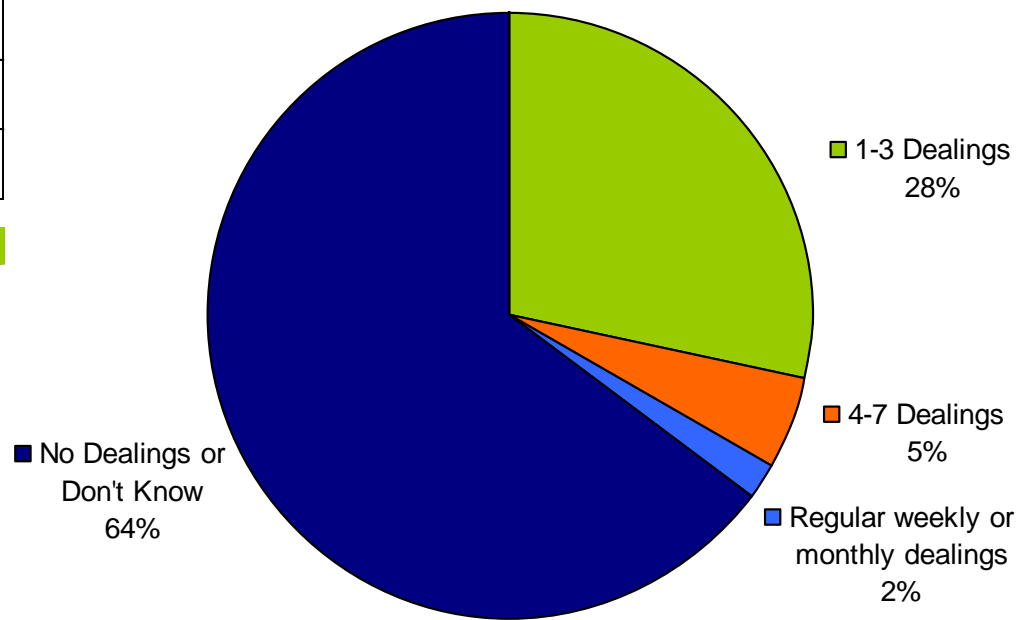
Base = (450)

	Frequency	2008 (%)	2005 (%)
1-3 Dealings	128	28%	24%
4-7 Dealings	23	5%	4%
Regular weekly or monthly dealings	9	2%	3%
No Dealings or Don't know	290	64%	69%

Total 450

• The majority of respondents (64%) said they haven't had any dealings with the Regional Council in the last 12 months. 28% said they have had between 1-3 dealings with Regional Council staff.

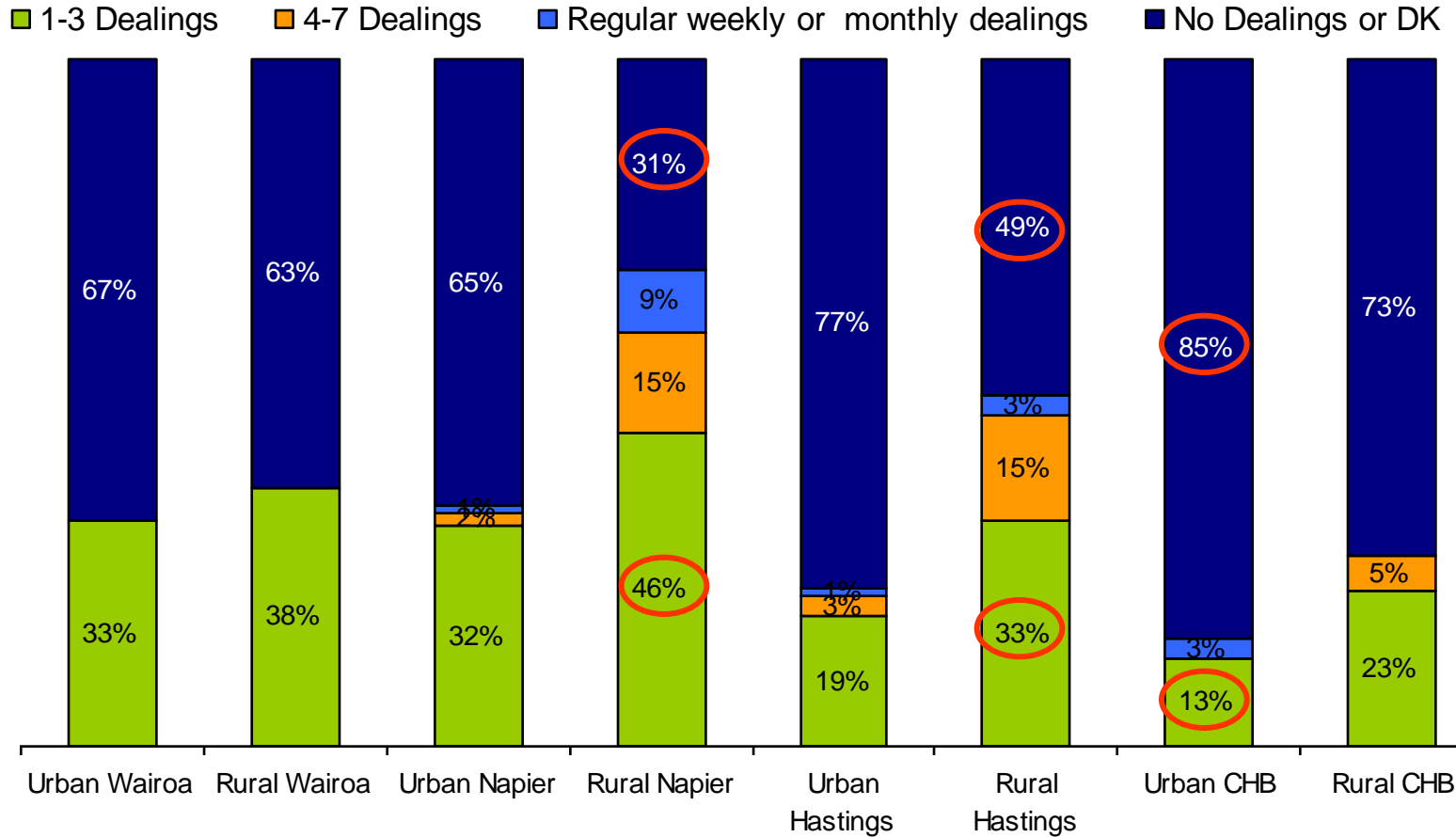
• The percentage of respondents having dealings or contact with the Regional Council has increased 5% since 2005.





In the last 12 months, how often would you have had direct dealings or contact with Regional Council staff by District?

Base = Urban Wairoa (30), Rural Wairoa (32), Urban Napier(94), Rural Napier (46), Urban Hastings (119), Rural Hastings (67), Urban CHB (40), Rural CHB (22)



• Respondents from Rural Napier and Rural Hastings were the most likely to have had dealings with the Hawke's Bay Regional Council. Respondents from Urban CHB were the least likely.



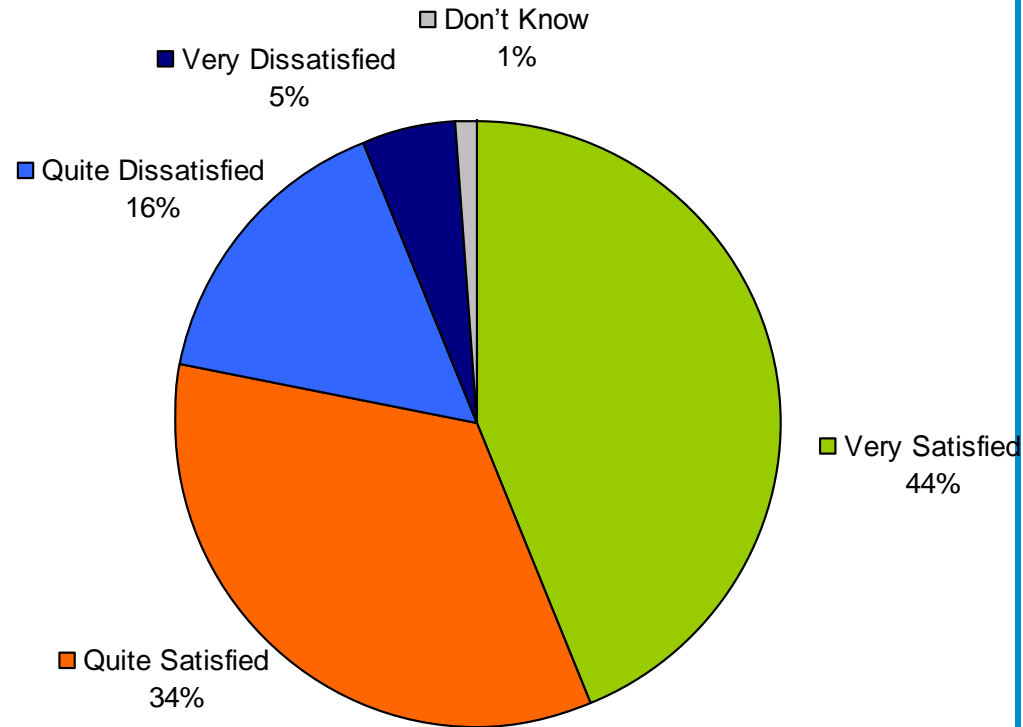
Overall, how satisfied or dissatisfied were you with the way the Regional Council dealt with this matter or inquiry?

Base = Only those that have had dealings with the Regional Council in the last 12 months (160)

	Frequency	2008 (%)	2005 (%)
Very Satisfied	70	44%	37%
Quite Satisfied	55	34%	39%
Quite Dissatisfied	25	16%	13%
Very Dissatisfied	8	5%	6%
Don't Know	2	1%	6%

Total 160

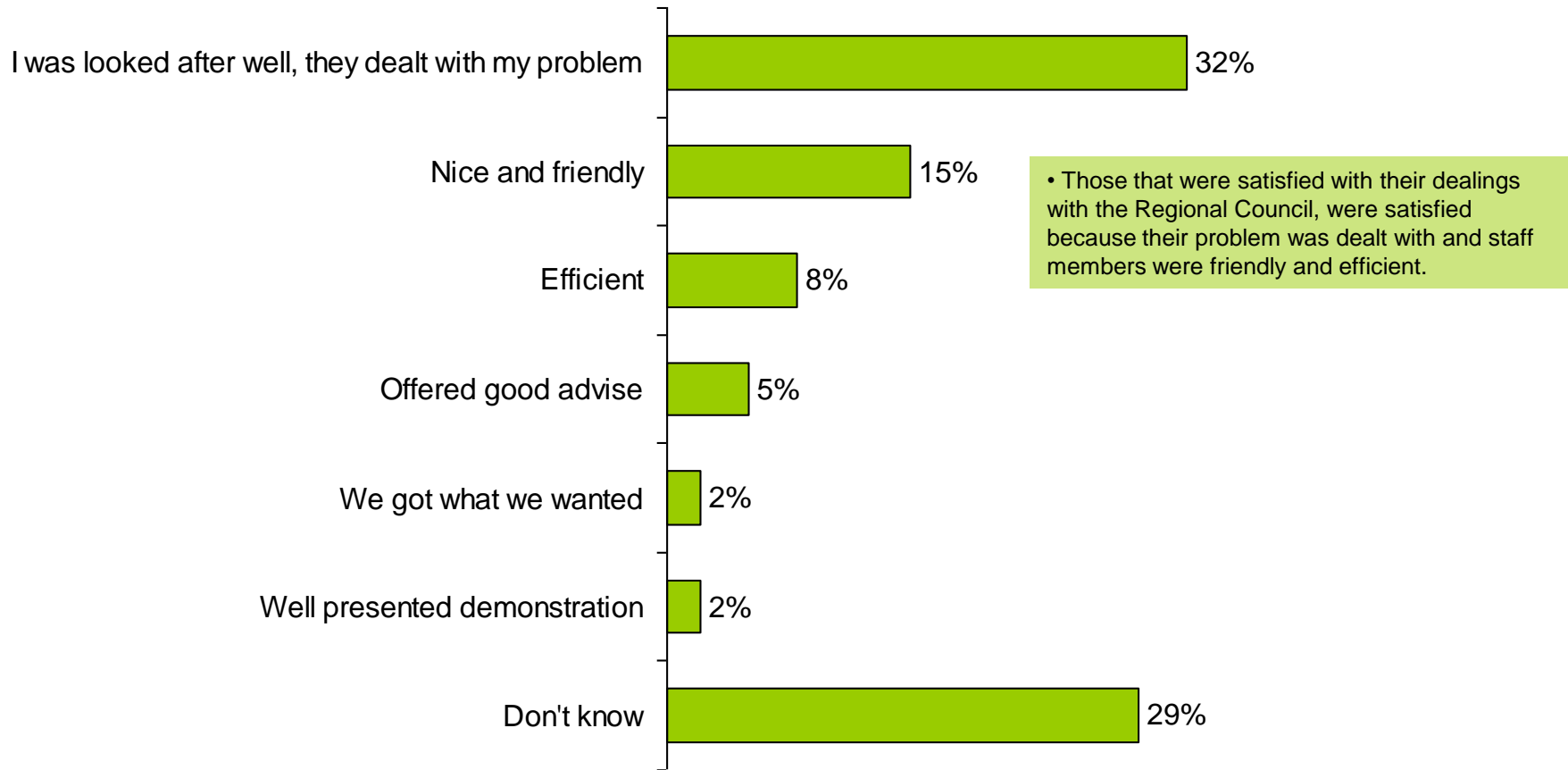
- Almost 4/5 (78%) of respondents said that they were quite or very satisfied with their direct dealings with the Regional Council.
- 21% were quite or very dissatisfied.
- Mean: (3.18/ 4) where 1= Very dissatisfied and 4= Very satisfied.
- WELL DONE!! Since 2005 the percentage of respondents saying they were very satisfied increased 7% and the mean rose from 3.14 to 3.18.





Why is that? Why did you say you were satisfied?

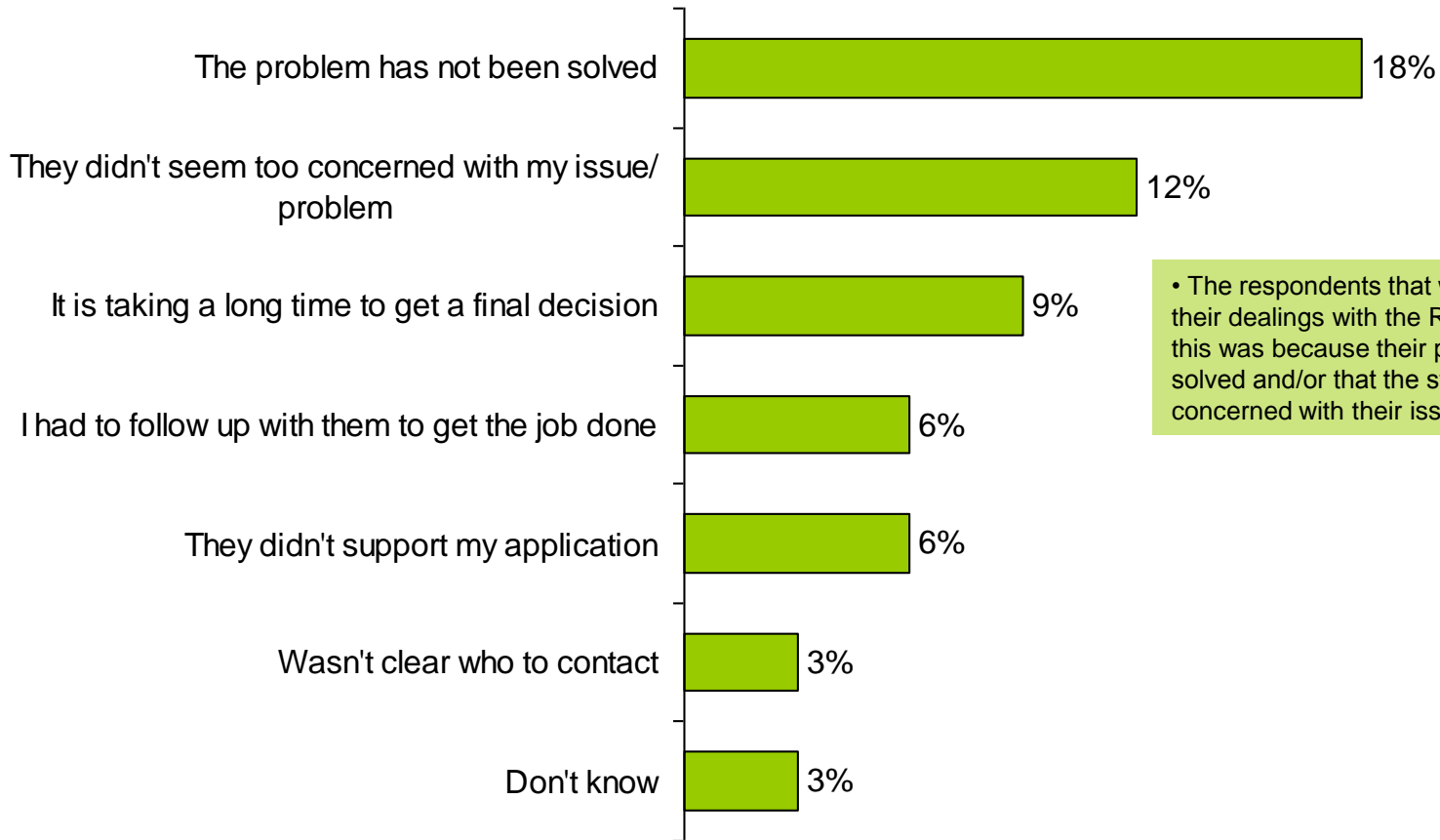
Base = Those who were very or quite satisfied (125)





Why is that? Why do you say you were dissatisfied?

Base = Those who were very or quite dissatisfied (33)



• The respondents that weren't satisfied with their dealings with the Regional Council said this was because their problem hadn't been solved and/or that the staff didn't seem concerned with their issue.



Why is that? Why do you say you receive very good, good or adequate value?

Base = Only those who said: very good, good and adequate value (313)



• The main reasons why respondents say they were satisfied with the value they received for their rates were because they have no reason to complain, the Regional Council do a good job with the resources they have and/or the rates seem like a fair price.



Why is that? Why do you say very poor or poor value?

Base = Only those who said: very poor or poor value (75) or 19%



• Those that were dissatisfied with the value they receive for their rates were most likely to say they were dissatisfied with the lack of information about where their money goes and /or because they have to pay two lots of rates and they're not sure what they get for their money.

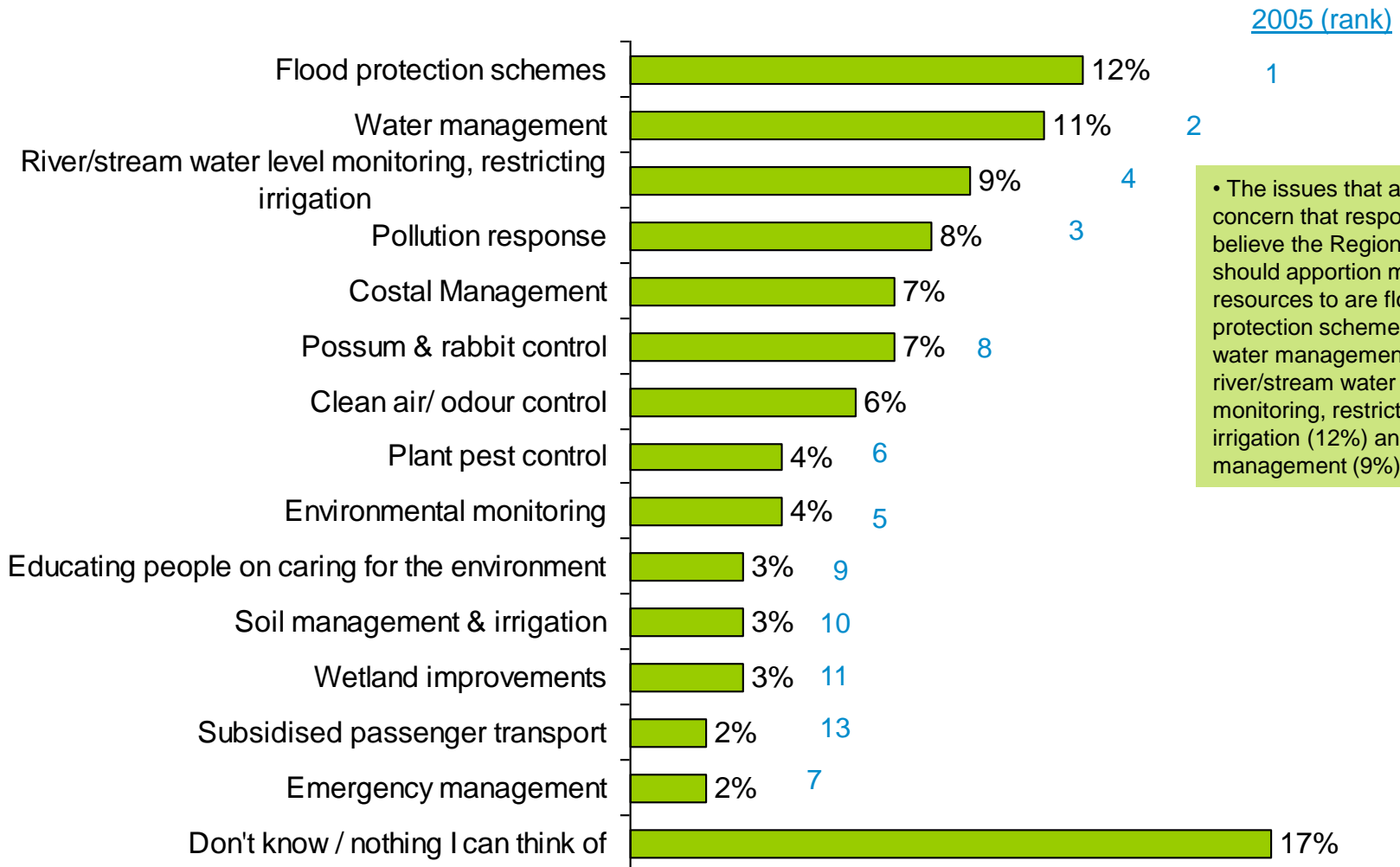


Prioritising resources and activities



Thinking of Regional Council activities, which three issues are the most important to you, and you believe the Regional Council should apportion more resources to? Total responses.

Base = (450)

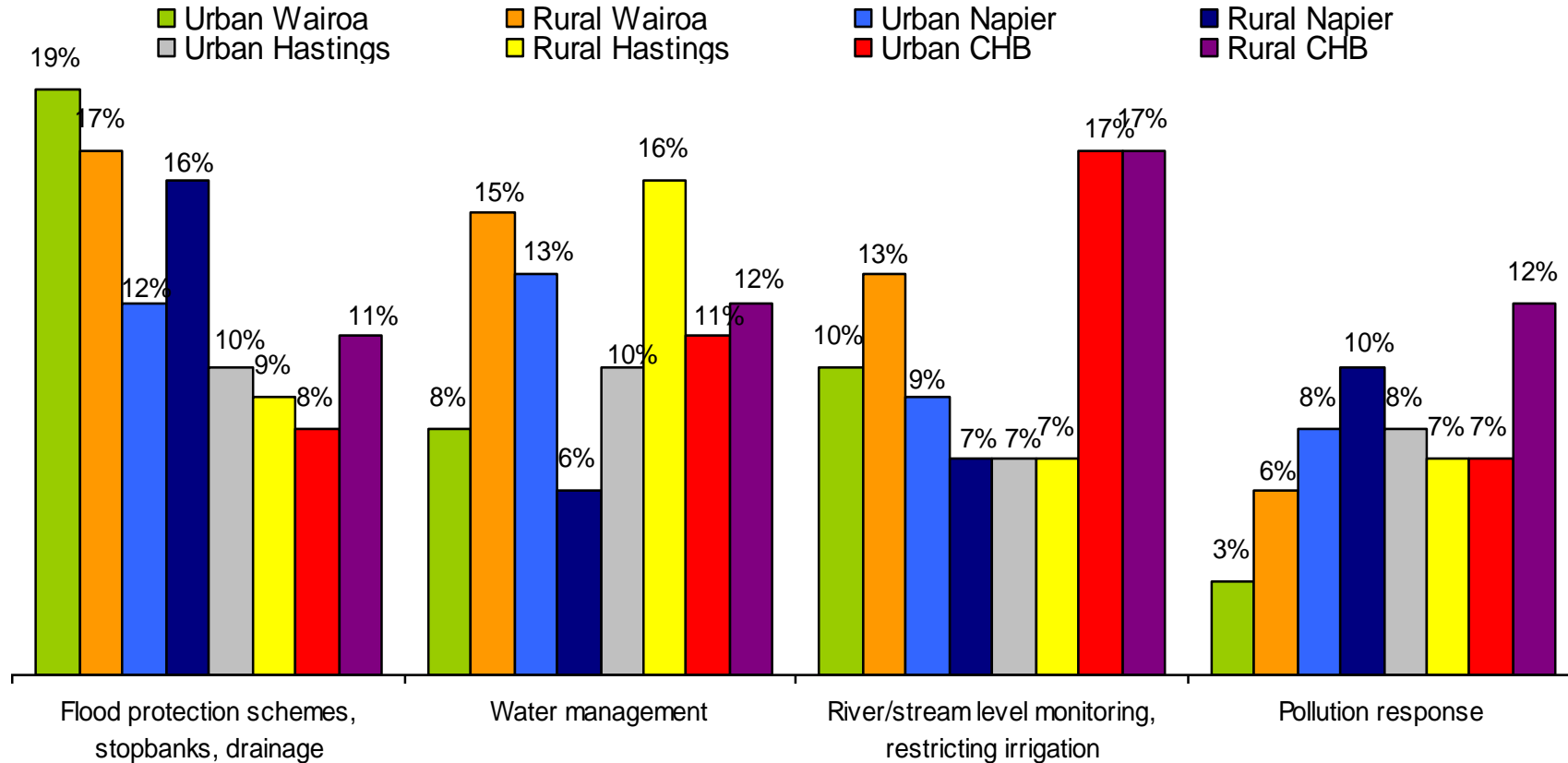


• The issues that are of most concern that respondents believe the Regional Council should apportion more resources to are flood protection schemes (23%), water management (17%), river/stream water level monitoring, restricting irrigation (12%) and coastal management (9%).



Which three issues are the most important to you, and you believe the Regional Council should apportion more resources to? Total responses by District?

Base = Urban Wairoa (30), Rural Wairoa (32), Urban Napier (94), Rural Napier (46), Urban Hastings (119), Rural Hastings (67), Urban CHB (40), Rural CHB (22)



• While the results aren't statistically significant it is interesting to see the regional influence on where respondents believe the Regional Council should apportion more resources to.



Recommendations

Keep the good work! Since 2005...

- Awareness of the Regional Council's role has increased 11%
- Prompted awareness of the majority of Regional Council activities has increased
- 7% more of those who have had dealings with the Regional Council are very satisfied
- The percentage people saying the Regional Council offers good or very good value has increased 10%

Let's celebrate!!

The initiatives both rural and urban residents have taken in the last 3 years have been significant and this needs to be recognised. Celebrating real-life examples of 'ordinary' people will not only provide further encouragement for the do-ers but also those who are yet to do.



Recommendations

Communication

Keep up 'The Big Picture' as it provides an important role. Vary the topic and style of the articles to help ensure it appeals to all stakeholders, whatever their age.

Avoid reliance on The Big Picture or newspaper articles and advertising – the appeal of the newspaper as a primary information source is declining over time. As with all industries and organisations, the Regional Council must consider using a range of integrated media to get 'cut through' for its messages.

Provide solutions. Stakeholders have identified different causes of concern whether that be in general, or in relation to what they can do within their own fence line, i.e. recycling facilities for agrecovery.

Promote the value of the Regional Council and ensure that activity is framed in the context of results or expected results.



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