

HBRC 2017 Residential Survey

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About the survey

- The purpose of this research was to ascertain Hawke's Bay residents' attitudes towards the environment, to measure their awareness and satisfaction with the HBRC in regard to its role, and to identify current and preferred methods of communication with the Council.
- 700 residents, aged 18 years and above, across the Hawke's Bay region were interviewed using three different methods: CATI (n=395, 56.4%), SMS link (n=141, 20.1%), and Facebook link (n=164, 23.4%). Responses were collected during a seven week period beginning at the start of April 2017.
- Respondents were stratified by area, across HBRC's four territorial areas, then statistically weighted by age and gender.
- Data was analysed using a variety of statistical tests. Additional statistical variance control tests between demographic groups (age, gender, area, and data collection method) were also used. Where any differences were identified, they have been mentioned in the findings.
- Where possible, comparison against past researches (conducted in 2013 and 2015) was presented.

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Conclusions

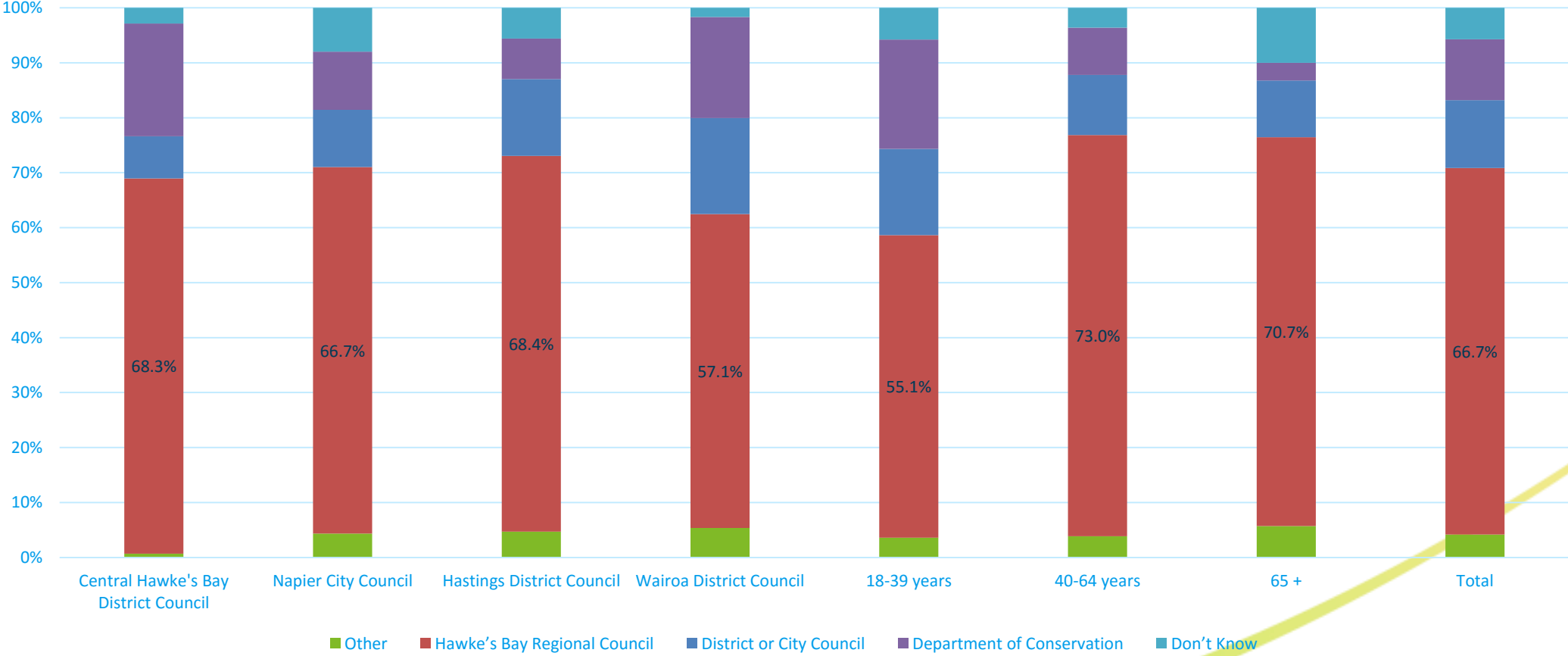
- 2017 survey results showed an increase in the perception of Hawke's Bay Regional Council as the main environmental organisation, with *'Environmental management'* and *'Water management'* as the most frequently cited roles.
- Overall, *'Water'* was the most commonly mentioned environmental issue in Hawke's Bay.
- HBRC services' importance levels remained similar during the last three survey years (2013, 2015 and 2017) with only slight changes. The perceived importance decreased with the largest gaps between 2017 and 2015 for *'Monitoring river and groundwater levels'* and *'Reducing slime and algae'*.
- In 2017, just under half of respondents stated that they received *'acceptable value'* from their HBRC rates. Negative open comments mostly referred to the water situation (*'negative: waterways, water pollution/quality'*) and the HBRC *'do nothing/a little'*.
- The most common suggestions for improvement were *'Improve water quality/management/fix waterways'*, followed by *'Improve communication/tell what they are doing/more visible'*.
- It is possible that the recent water-related events in Hawke's Bay, and their publicity (Havelock North water contamination, the Ruataniwha scheme discussion, and others), have influenced the awareness and level of satisfaction with the HBRC.
- When asked about HBRC communication methods, the most effective way for the HBRC to communicate information was *'Email'*, followed by *'Facebook'* and *'Flyer/letter to home'*. The most mentioned topics of interest were *'Water management/issues'*, *'District planning/development/projects'*, and *'Emergencies/warnings'*.

Section one

Awareness of HBRC and the environment

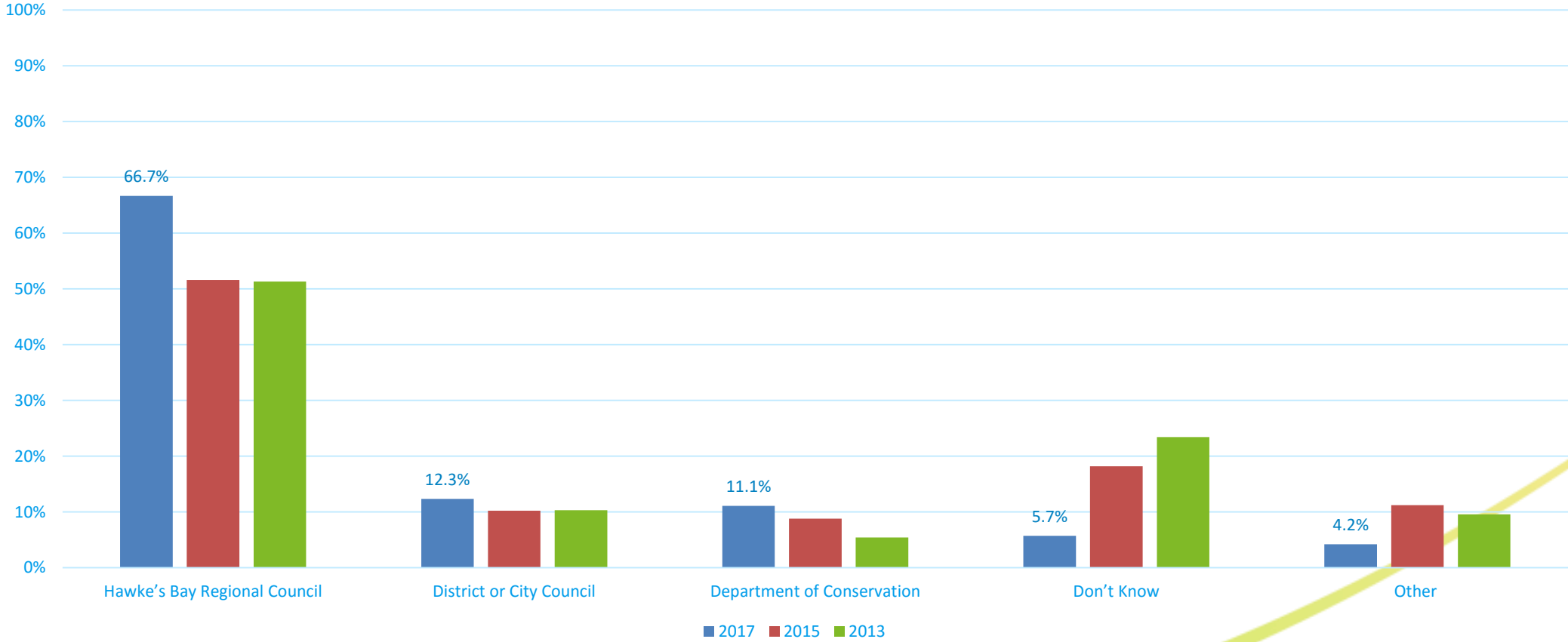
- When asked which main organisation respondents think of regarding the environment in Hawke's Bay, 66.7% stated '*HBRC*'. 2017 survey results showed an increase in Hawke's Bay Regional Council perception as the main environmental organisation (+15.1%).
- Across all respondents the most frequently cited main roles of HBRC were '*Environmental management*' (34.5%), followed by '*Water management*' (32.8%).
- Overall, '*Water*' was the most commonly mentioned environmental issue in Hawke's Bay. More than half of all respondents (61.4%) chose a water-related option ('*Water*', '*Water pollution*' or '*Waterways*') as their top priority.

Hawke's Bay perception of main environmental organisation



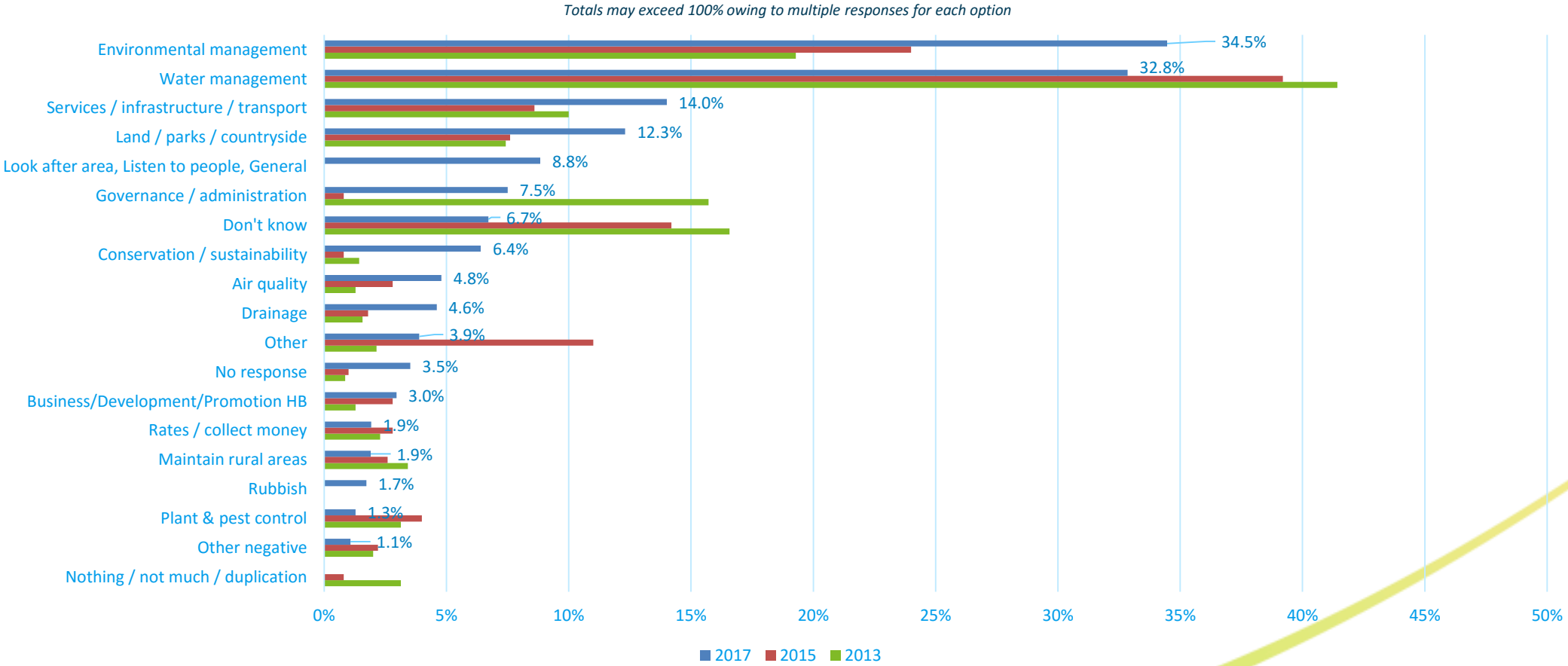
When asked, unprompted, which main organisation respondents think of regarding the environment in Hawke's Bay, 66.7% stated 'HBRC'. There were statistically significant differences between territorial areas and age groups. Fewer younger respondents and Wairoa residents chose 'HBRC' as a main environmental organisation.

Hawke's Bay perception of main environmental organisation (by year)



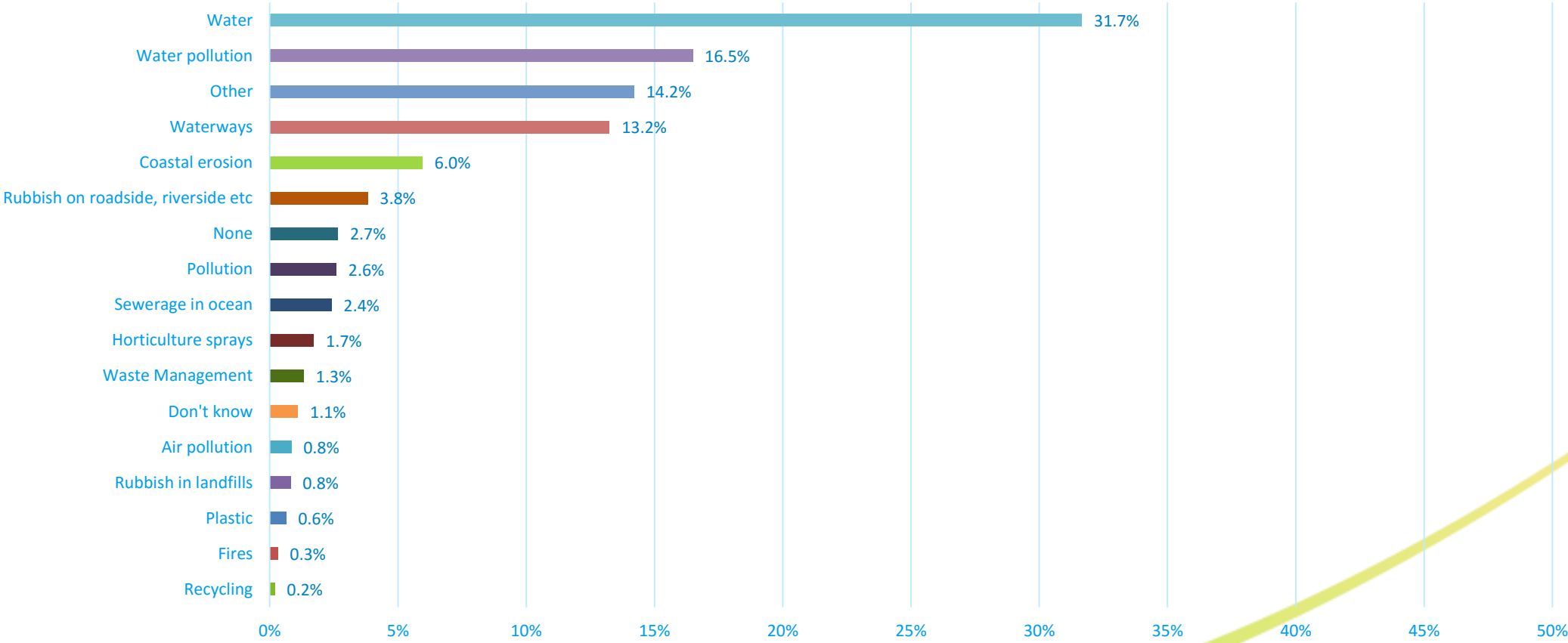
2017 survey results showed an increase in Hawke's Bay Regional Council perception as the main environmental organisation compared to 2013 and 2015 survey years. At the same time there was a decrease in 'Don't know' responses.

Perceived main role(s) of HBRC



Across all respondents, the most frequently cited main roles of HBRC were 'Environmental management' (34.5%), followed by 'Water management' (32.8%). Knowledge of HBRC's role in environmental management has continued to increase. There were no statistically significant differences between the territorial areas and age groups.

Main environmental issue concerns in Hawke’s Bay



Overall, 'Water' was the most commonly mentioned environmental issue in Hawke’s Bay. More than half of all respondents (61.4%) chose a water-related option ('Water', 'Water pollution' or 'Waterways') as their top priority. The 'Issue' option mostly included other comments about water (water quality, drought or building the dam).

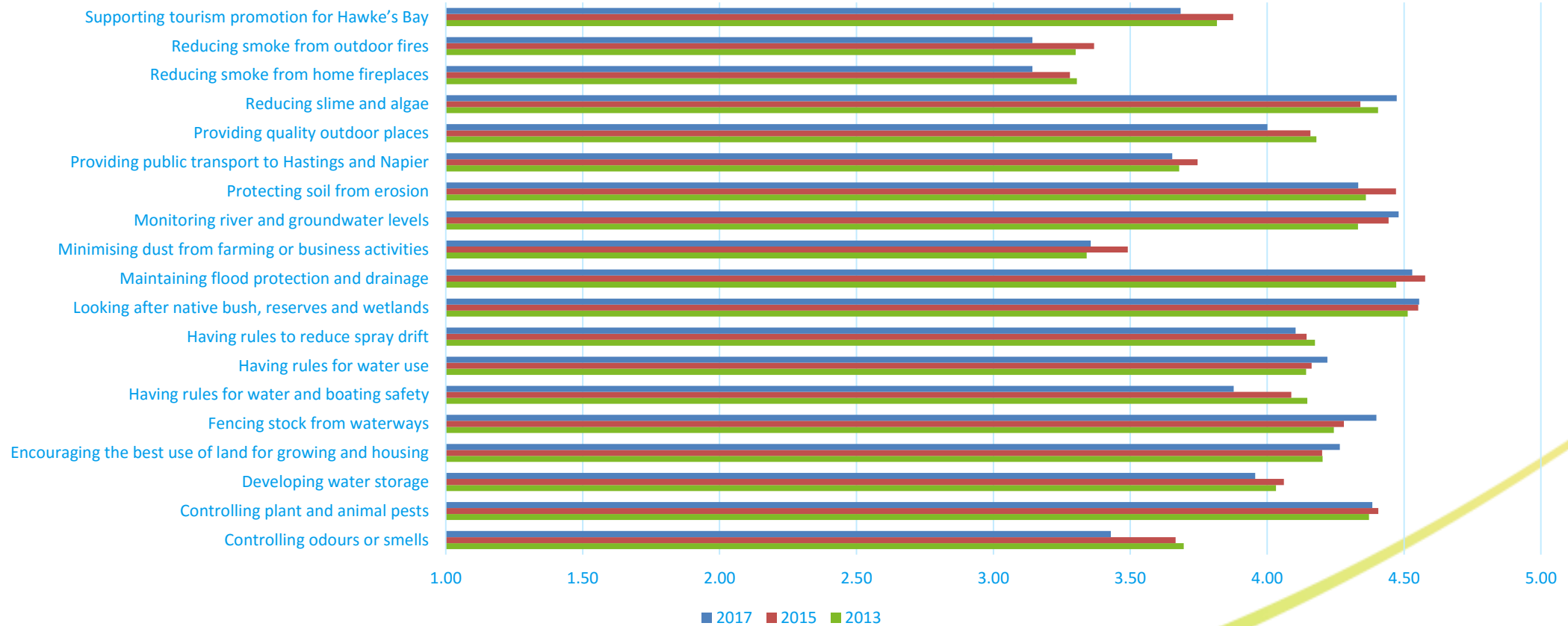
Section two

Importance and satisfaction with HBRC services

- All HBRC services were rated as *'somewhat important'*. Three out of five water-related services showed an ongoing trend for an increase in importance levels: *'monitoring river and groundwater levels'*, *'reducing slime and algae'*, and *'having rules for water use'*.
- Across all respondents, the level of satisfaction with services performance varied from the lowest at 2.68 (*'Reducing slime and algae'*) to the highest at 3.87 (*'Providing outdoor places'*). In 2017, almost all services received a decrease in perceived performance levels. The largest gaps between 2017 and 2015 results were recorded for *'Monitoring river and groundwater levels'* and *'Reducing slime and algae'*.
- With regard to the correlation between importance and performance, the perceived performance levels were lower than perceived importance across all but three services (*'Reducing smoke from outdoor fires'*, *'Reducing smoke from home'*, and *'Investing in regional community assets'*). The largest gaps between importance and performance in 2017 were recorded for *'reducing slime and algae'*, *'fencing stock from waterways'*, and *'monitoring river and groundwater levels'*.

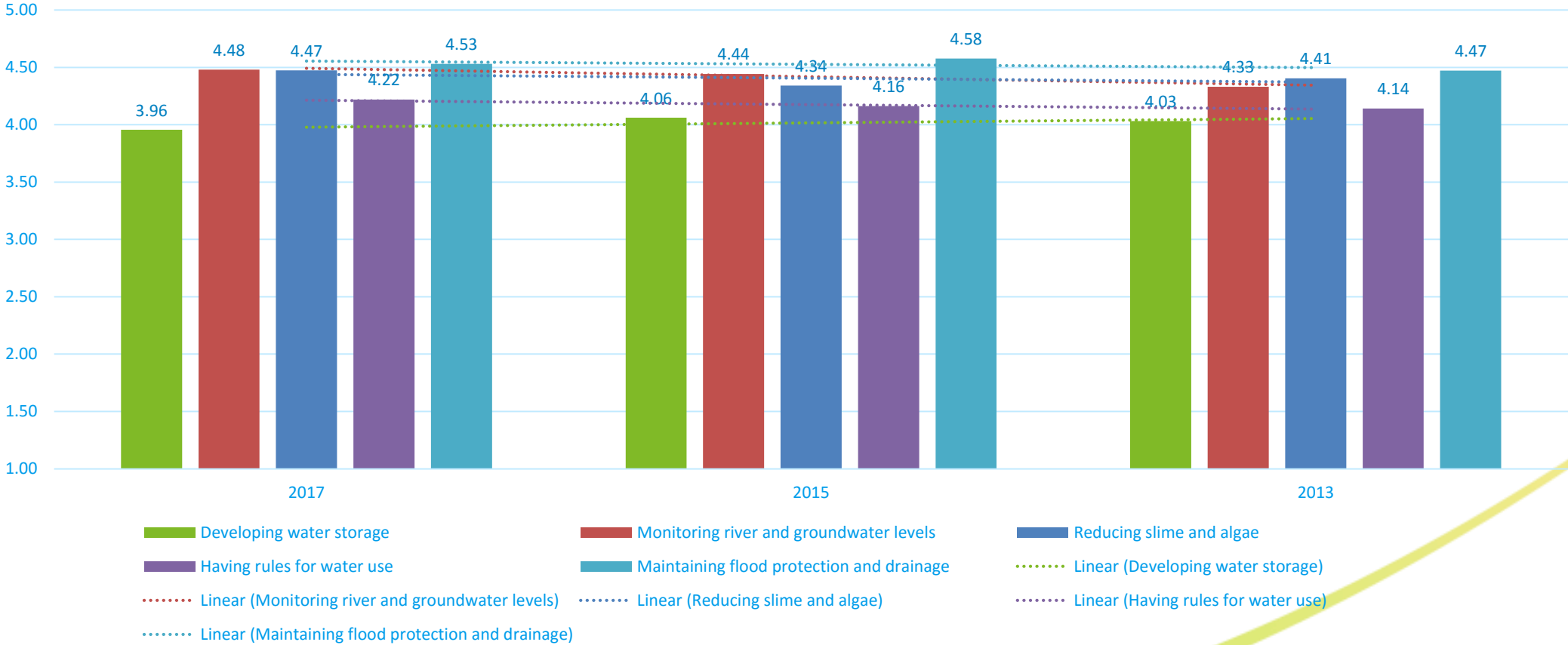
Services importance (by year)

(scale: 1=Very unimportant, 2=Somewhat unimportant 3=Neither important or unimportant, 4=Somewhat important, 5=Very important, N/A excluded)



Levels of HBRC's services importance were similar with the previous survey year. *Note: no comparison is available for 'investing in regional community assets'.

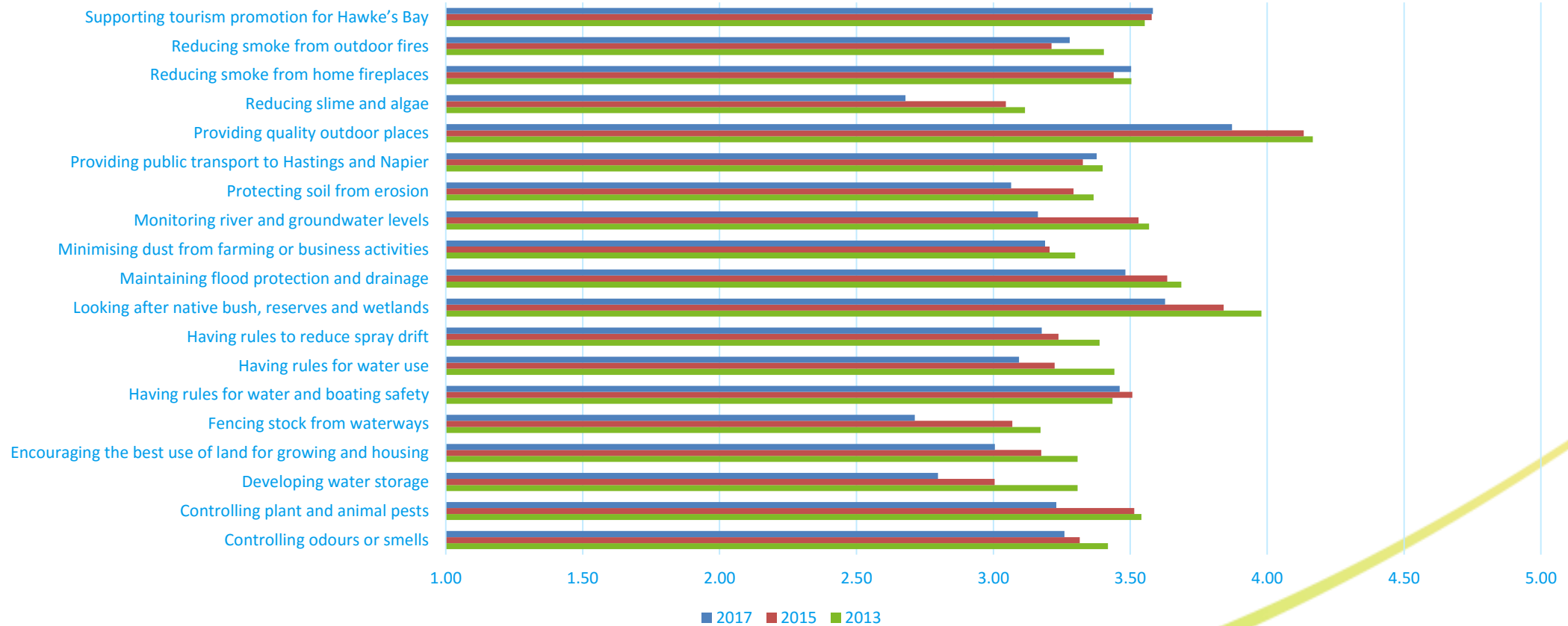
Water services' importance trends



Three out of five water-related services showed an ongoing trend for importance levels increase: 'monitoring river and groundwater levels', 'reducing slime and algae' and 'having rules for water use'.

Services performance (by year)

(scale: 1=Very dissatisfied, 2=Somewhat dissatisfied, 3=Neither dissatisfied or satisfied, 4=Somewhat satisfied, 5=Very satisfied, N/A excluded)

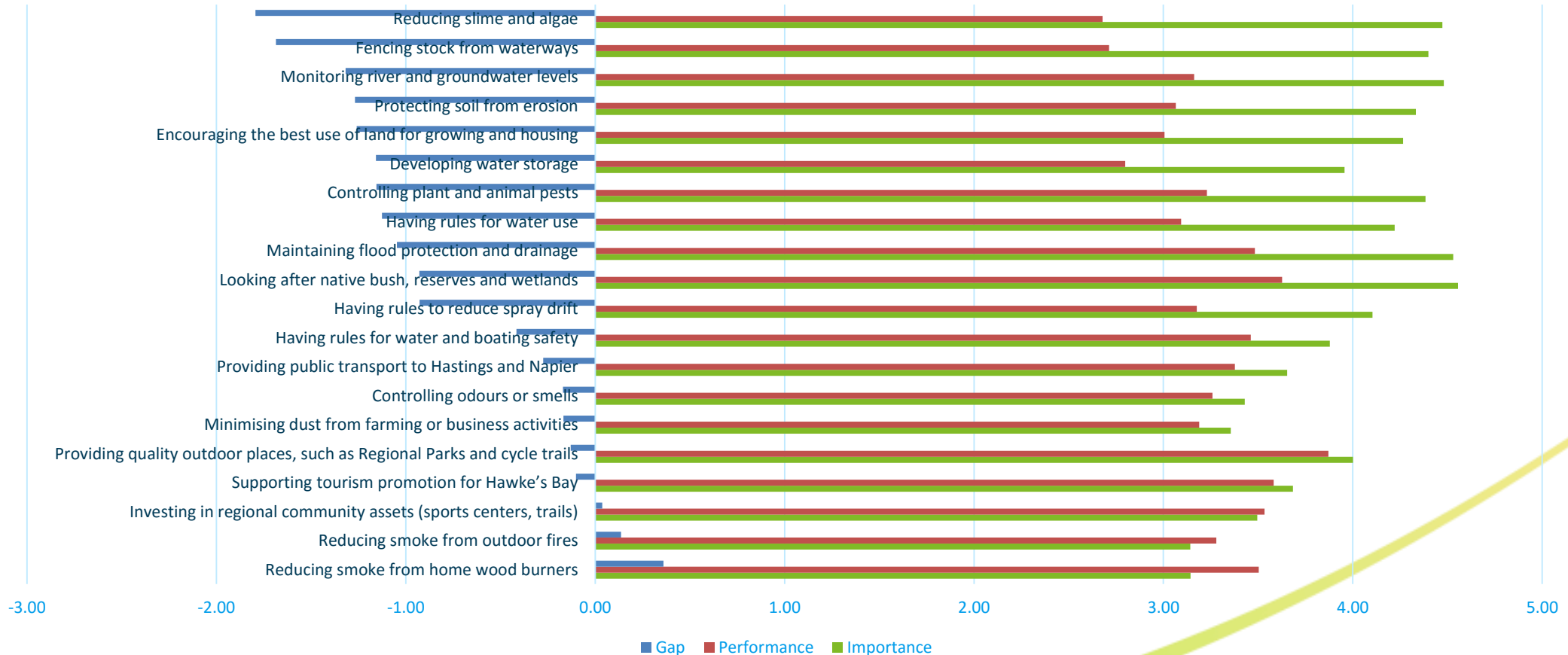


In 2017, almost all services received a decrease in perceived performance levels. The largest gaps between 2017 and 2015 results were recorded for 'Monitoring river and groundwater levels' and 'Reducing slime and algae'. In 2017, across almost all services the 40-64 years old group was the least satisfied. When comparing satisfaction levels across different areas, CHB respondents were the least satisfied with 'Developing water storage'; Napier respondents – with 'Reducing slime and algae'; Hastings respondents – with 'Fencing stock from waterways'; and Wairoa respondents – with 'Protecting soil from erosion'. *Note: no comparison is available for 'investing in regional community assets'.

Services importance and performance 2017

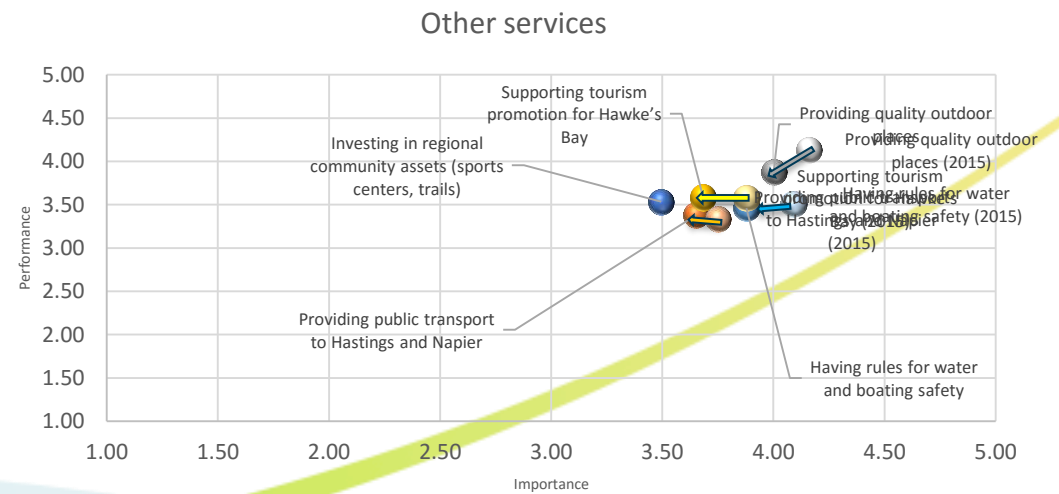
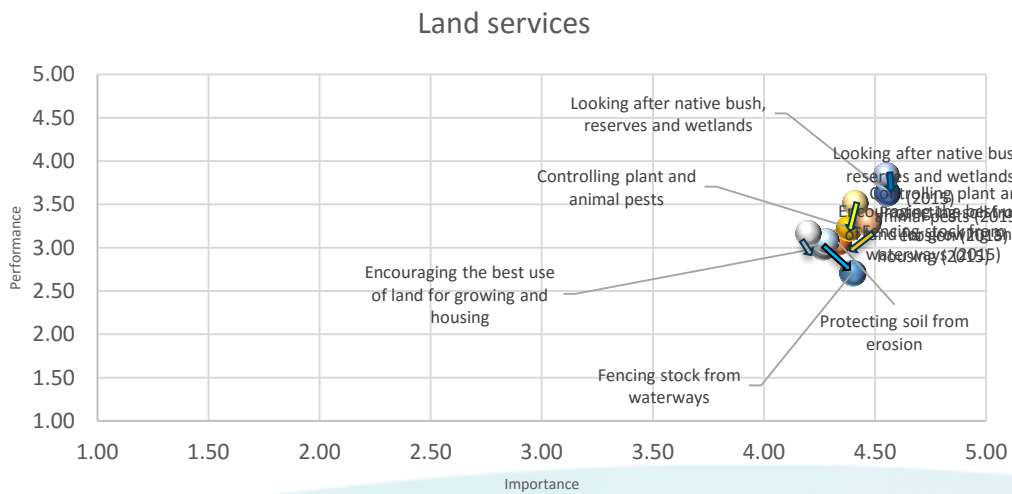
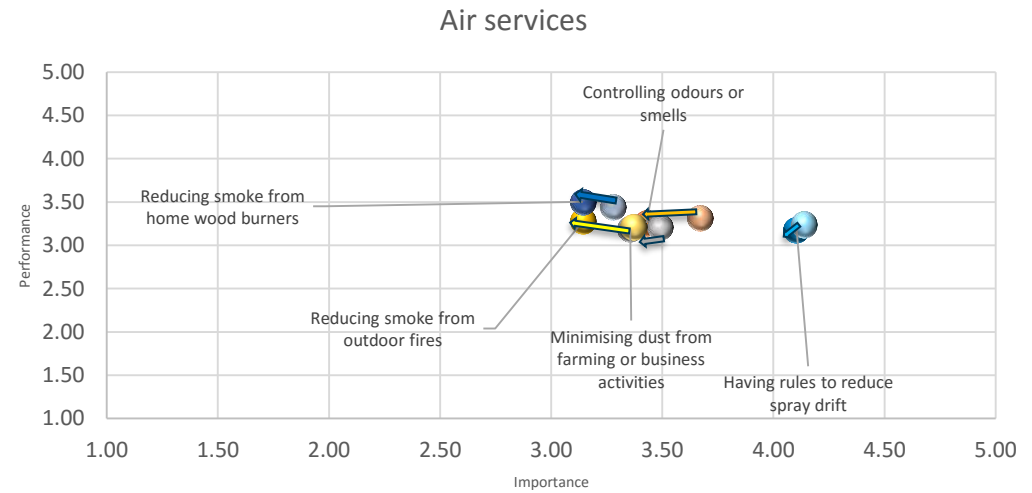
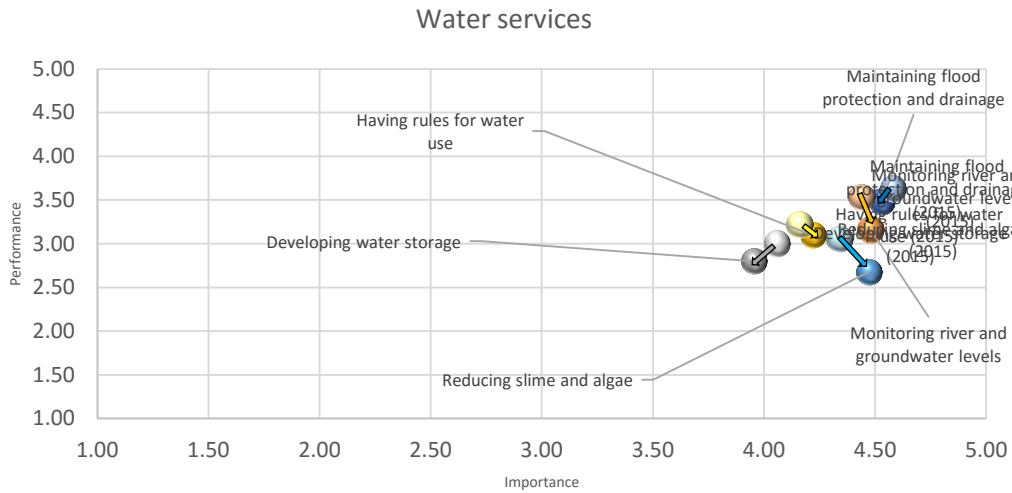
(scale performance: 1=Very dissatisfied, 2=Somewhat dissatisfied, 3=Neither dissatisfied or satisfied, 4=Somewhat satisfied, 5=Very satisfied, N/A excluded)

(scale importance: 1=Very unimportant, 2=Somewhat unimportant 3=Neither important or unimportant, 4=Somewhat important, 5=Very important, N/A excluded)



All HBRC services were rated as 'somewhat important'. With statistical significance, air-related services and other ('Supporting tourism', 'Having rules for water safety', and 'Investing in regional community assets') were more important for Wairoa residents. Across all respondents the level of satisfaction with services performance varied from the lowest at 2.68 ('Reducing slime and algae') to the highest at 3.87 ('Providing outdoor places'). The largest gaps between importance and performance were recorded for 'reducing slime and algae', 'fencing stock from waterways', 'monitoring river and groundwater levels', 'protecting soil from erosion', and 'encouraging the best use of land for growing and housing'.

Services importance vs. performance



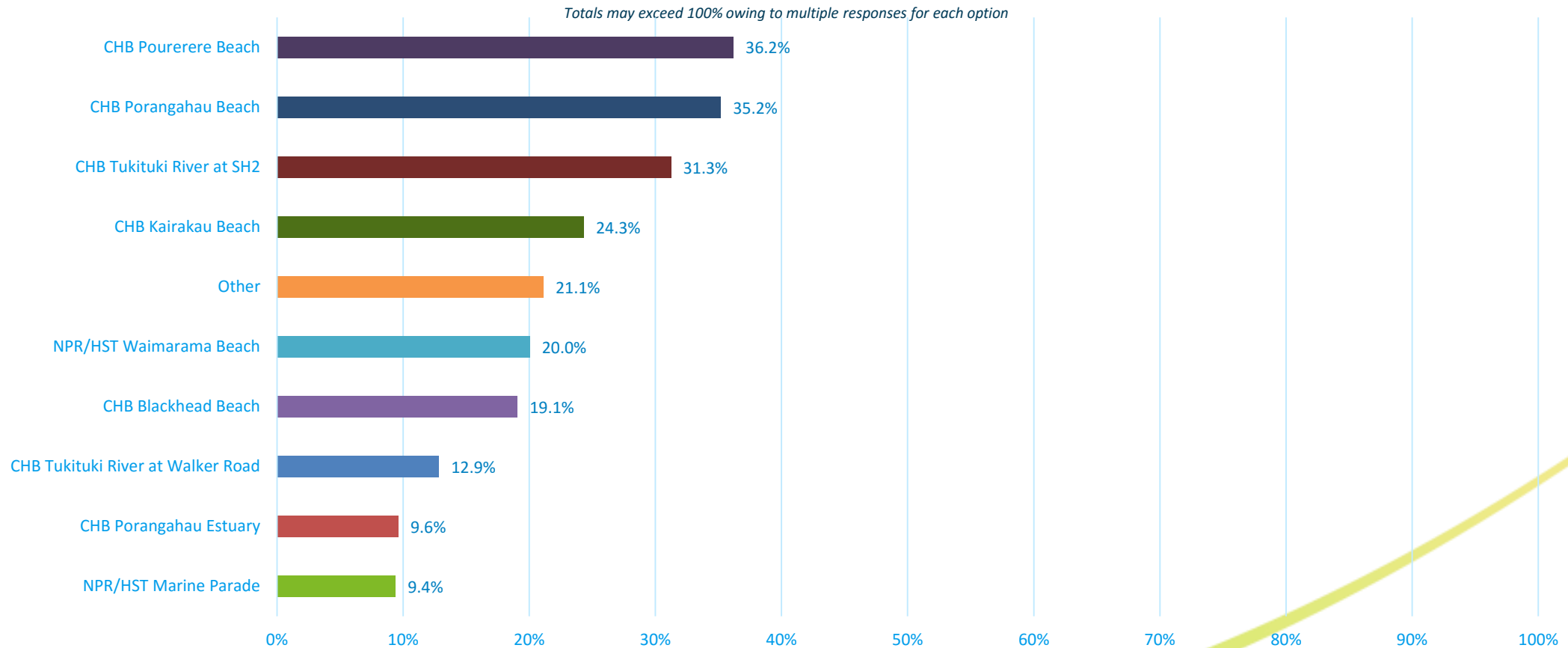
With regard to the correlation between importance and performance, the perceived performance levels were lower than perceived importance across all but three services ('Reducing smoke from outdoor fires', 'Reducing smoke from home' and 'Investing in regional community assets').

Section three

Recreational water and regional parks

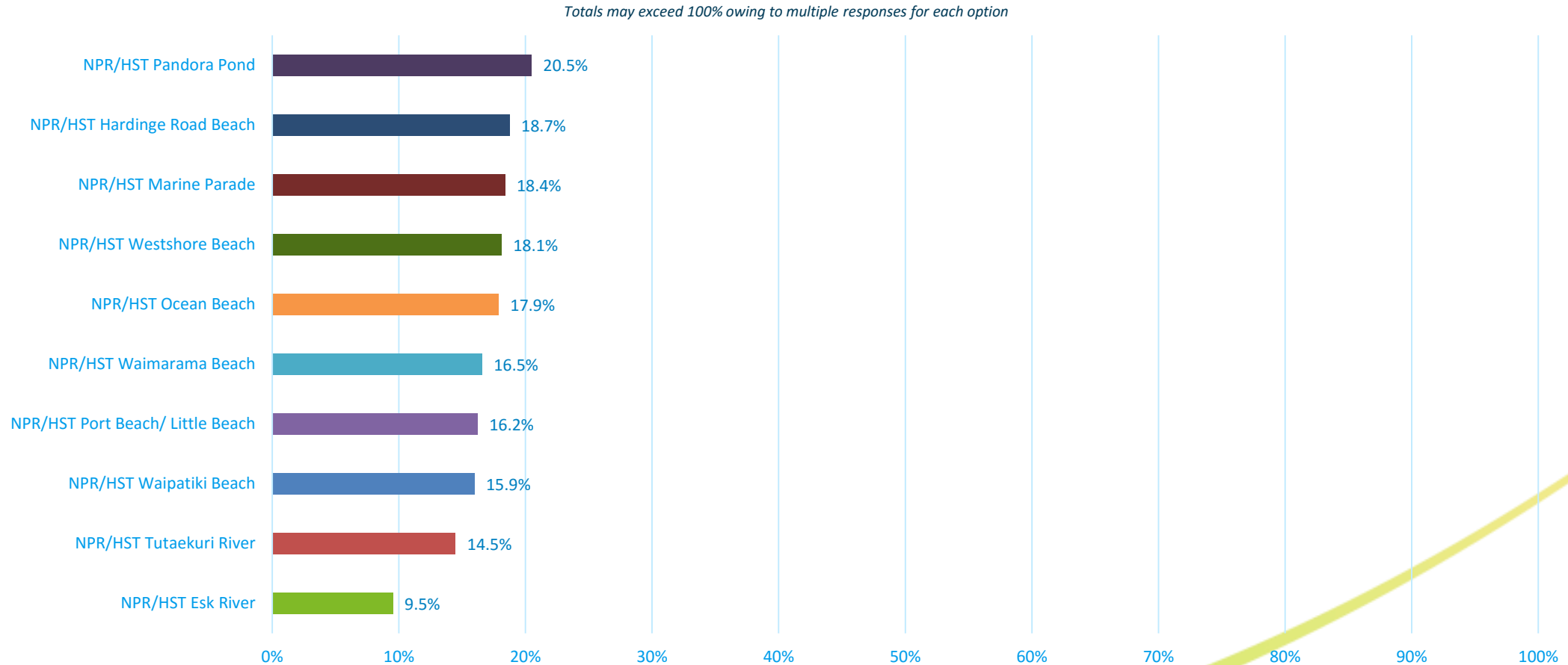
- The most commonly mentioned swimming spots regularly used were: *'Pourerere Beach'* and *'Porangahau Beach'* for Central Hawke's Bay residents; *'Pandora Pond'* for Napier residents; *'Waimarama Beach'* and *'Ocean Beach'* for Hastings residents; *'Mahia Beach'* and *'Wairoa River'* for Wairoa residents.
- Across all respondents *'Tūtira'* (83.3%) was the most and *'River reserves'* (66.3%) were the least well known regional parks managed by HBRC. The 2017 results were consistent with the previous survey year.

Top 10 regularly used open water swimming spots – CHB



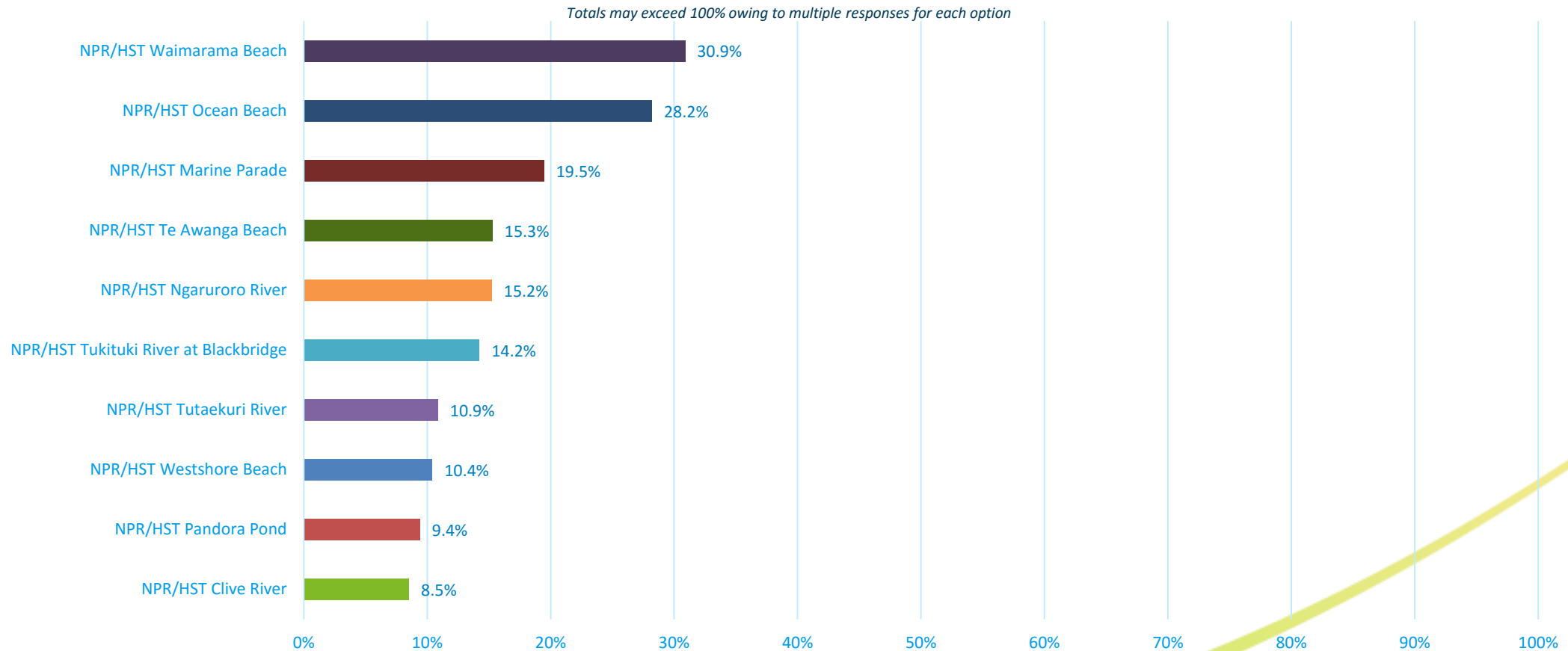
'Pourerere Beach' and 'Porangahau Beach' were the most commonly mentioned swimming spots regularly used by Central Hawke's Bay residents.

Top 10 regularly used open water swimming spots – Napier



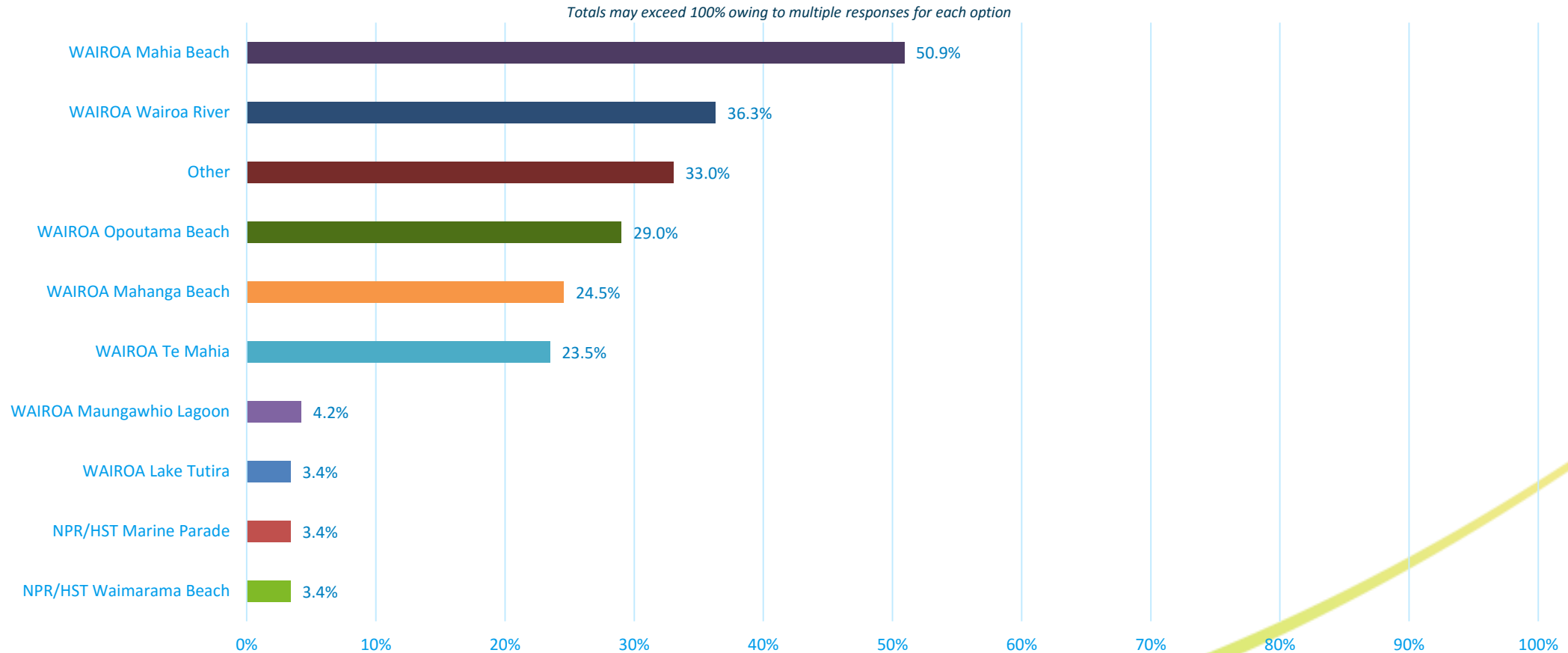
The most mentioned reply from Napier residents about their most regularly used open water swimming spots was 'None'. It was followed by 'Pandora Pond' at 20.5%.

Top 10 regularly used open water swimming spots – Hastings



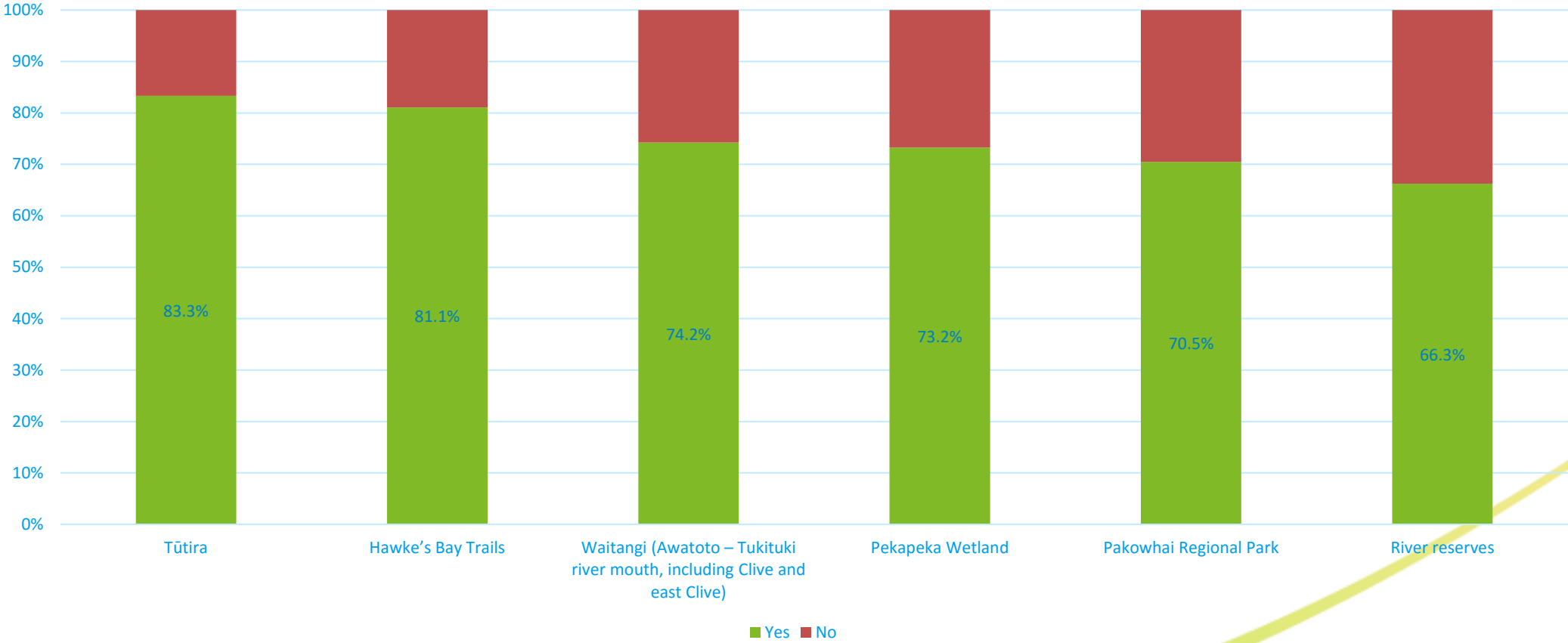
'Waimarama Beach' and 'Ocean Beach' were the most commonly mentioned open water swimming spots regularly used by Hastings residents.

Top 10 regularly used open water swimming spots – Wairoa



Wairoa residents chose 'Mahia Beach' and 'Wairoa River' as their most regularly used open water swimming spots.

Regional parks awareness



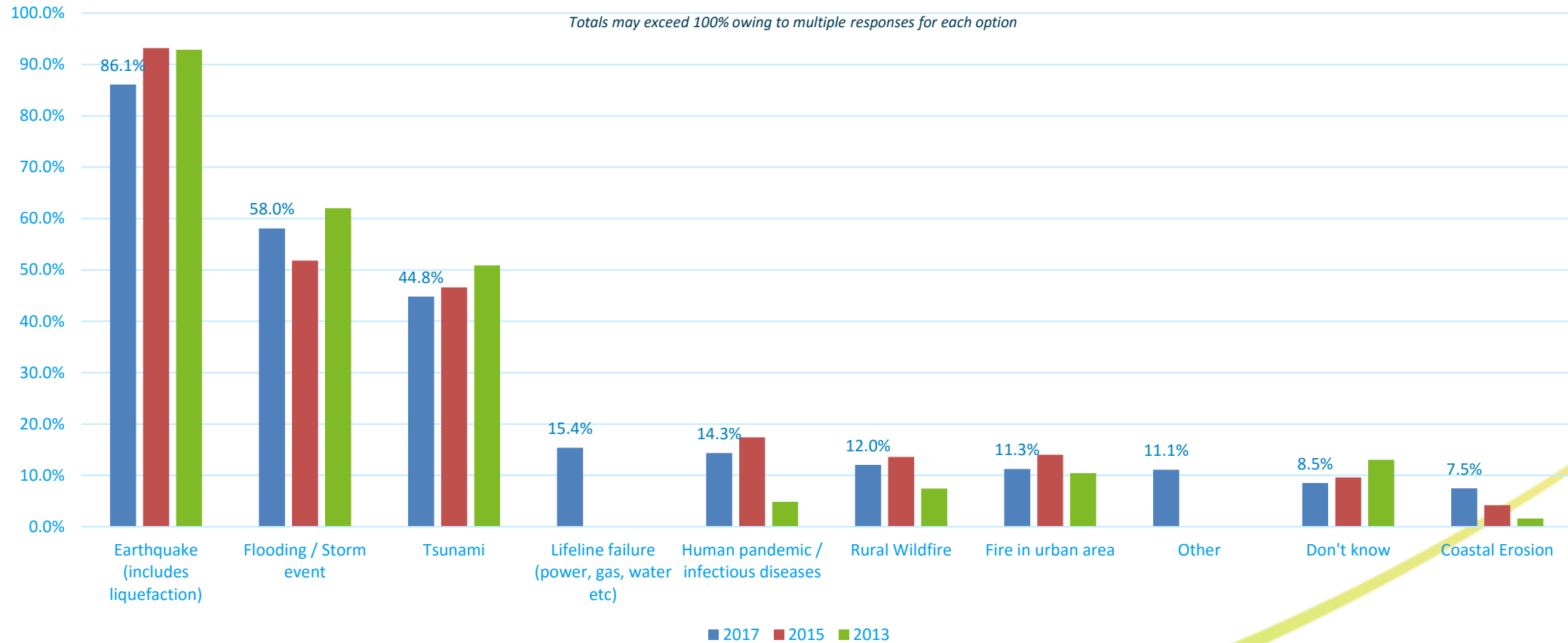
Across all respondents 'Tūtira' (83.3%) was the most and 'River reserves' (66.3%) were the least well known regional parks managed by HBRC. The 2017 results were consistent with the previous survey year.

Section four

Civil Defence emergency preparedness

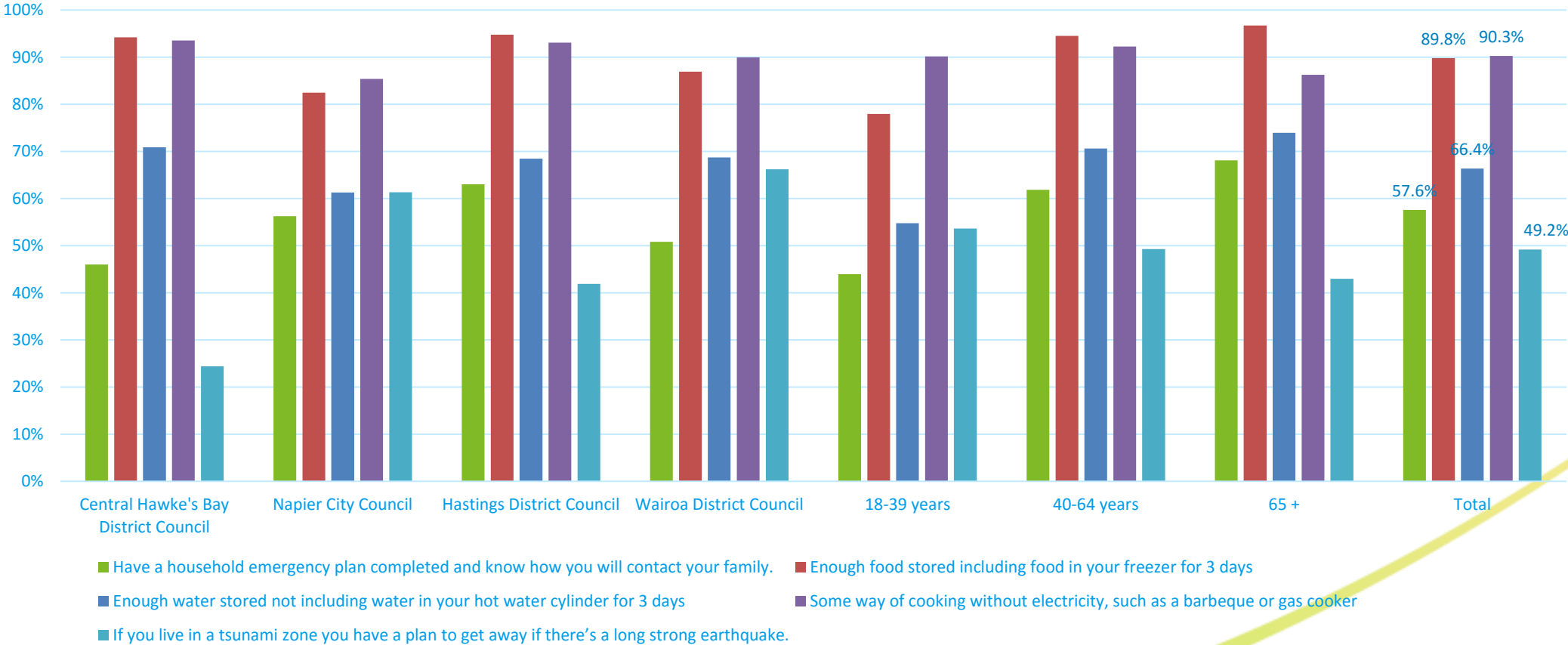
- The threat or disaster of the highest concern for respondents was *'Earthquake'* at 86.1%, followed by *'Flooding/Storm event'* at 58.0%, and *'Tsunami'* at 44.8%.
- Across all respondents, high provision levels and emergency preparedness were recorded. The results of household emergency plan and preparedness were similar across the last three survey years.

Top three possible disaster/threats in Hawke's Bay



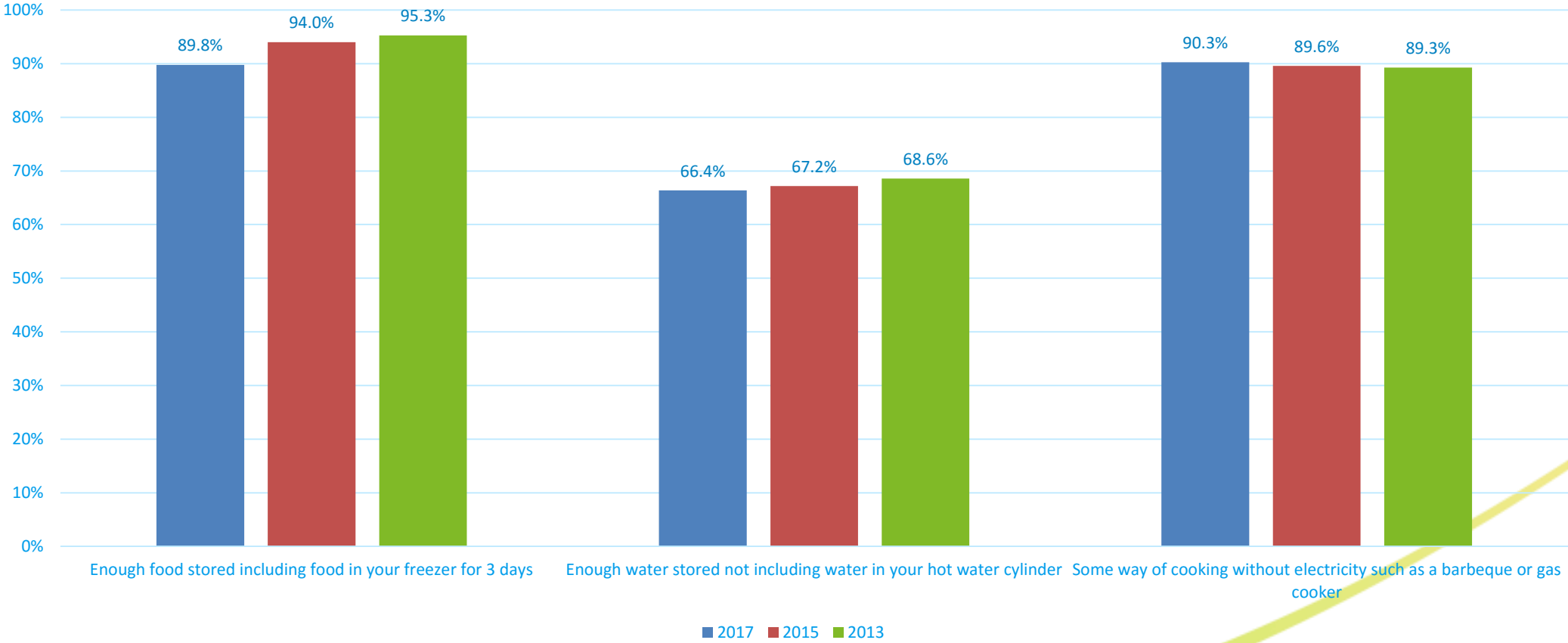
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Household emergency plan and preparedness



Across all respondents, high provision levels were recorded with 90.3% having 'some way of cooking without electricity', followed by 'enough food stored for 3 days' at 89.8%. The percentage of respondents who had 'enough water stored' was lower, with 66.4% stating they did. More than a half of all respondents (57.6%) had a 'household emergency plan' in the event of emergency. Only 49.2% of respondents that lived in a tsunami zone indicated they 'have a plan to get away if there is a long strong earthquake'.

Household emergency plan and preparedness (by year)



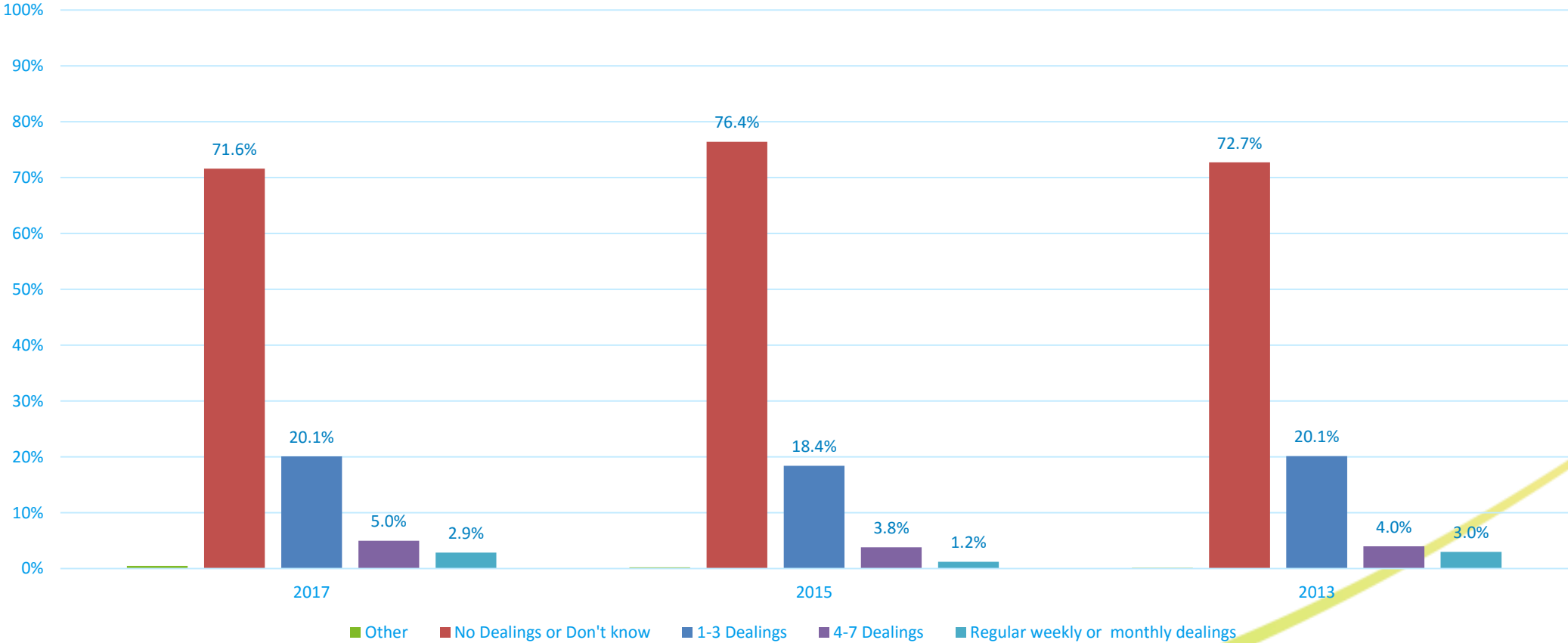
The results of household emergency plan and preparedness were similar across last three survey years.

Section five

Dealing with HBRC

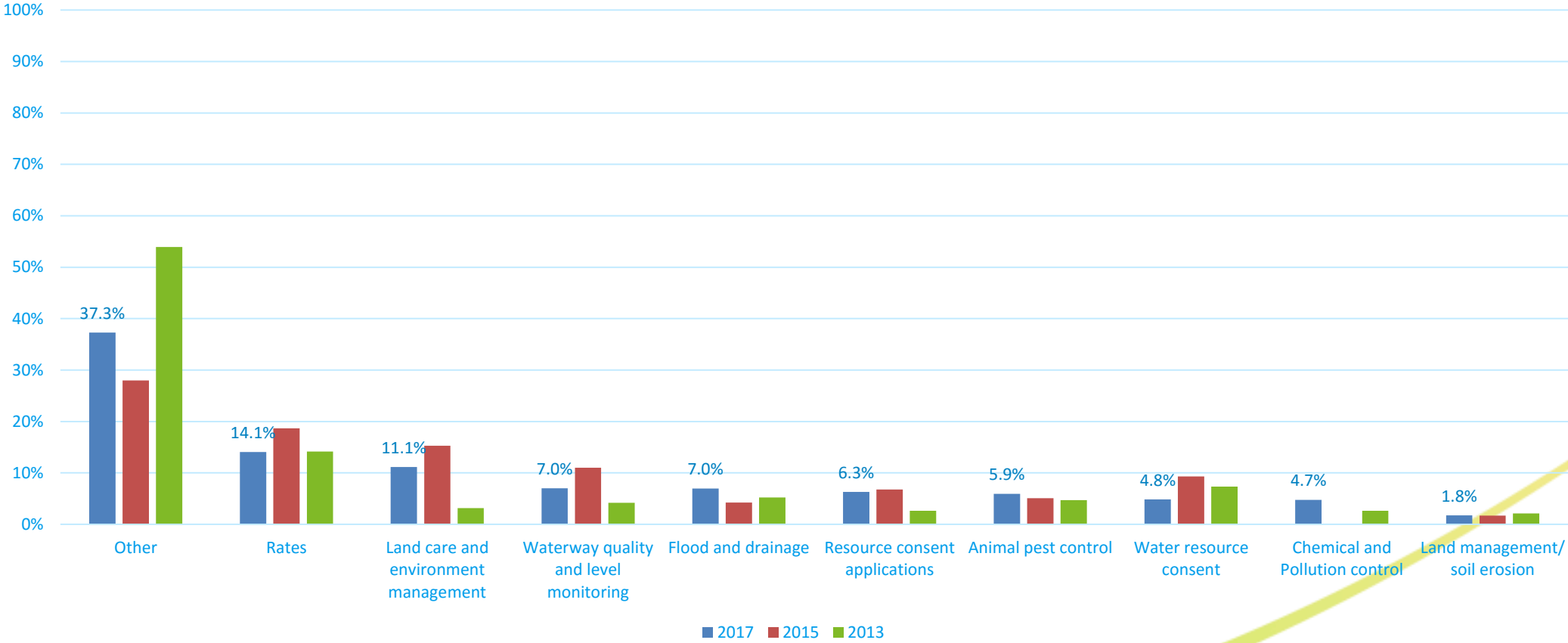
- Across all respondents, most (71.6%) had *'No dealing or Don't know'* with HBRC in the last 12 months.
- Of those respondents who said they had a direct dealing or contact with HBRC in the past 12 months, the most cited purposes after *'Other'* were *'Rates'* at 14.1% and *'Land care and environment management'* at 11.1%. 59.4% of respondents were *'somewhat'* to *'very satisfied'* with the way it was dealt with. The most mentioned reasons for overall dissatisfaction were *'Problem was not solved'* and *'Too long/slow'*.

Contact with HBRC in past 12 months



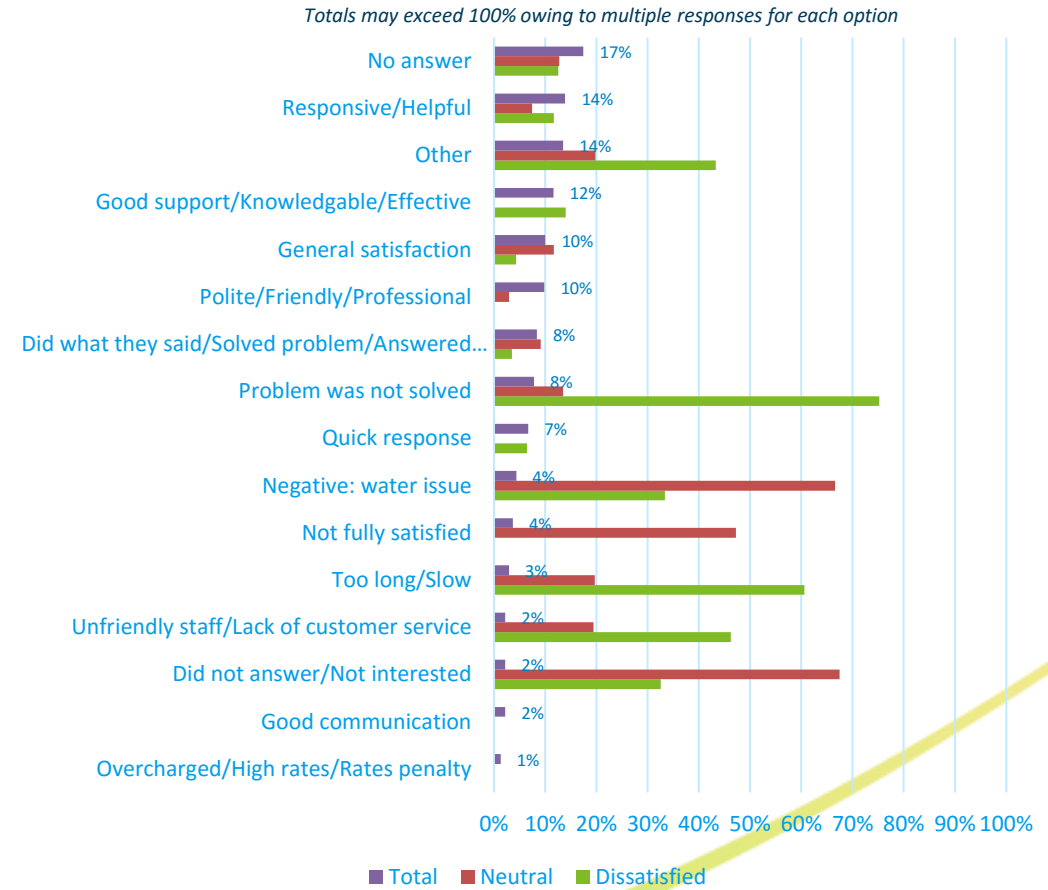
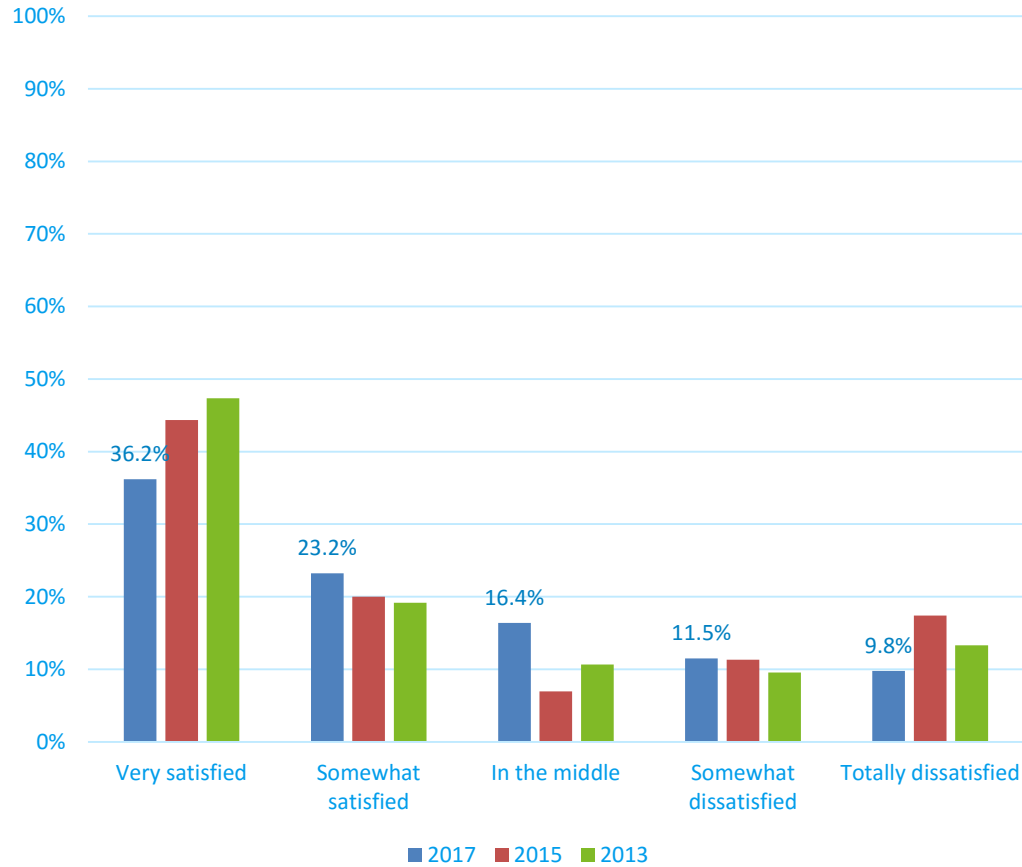
Across all respondents, most (71.6%) had 'No dealing or Don't know' with HBRC in the last 12 months. The 2017 results were similar to the previous survey year (76.4%). There were no statistically significant differences between groups.

Most recent dealing with the HBRC



Of those respondents who said they had a direct dealing or contact with HBRC in the past 12 months, the most cited purpose was 'Other'. This was followed by 'Rates' at 14.1% and 'Land care and environment management' at 11.1%. The results were similar across different survey years.

Satisfaction with the way the HBRC dealt with the matter



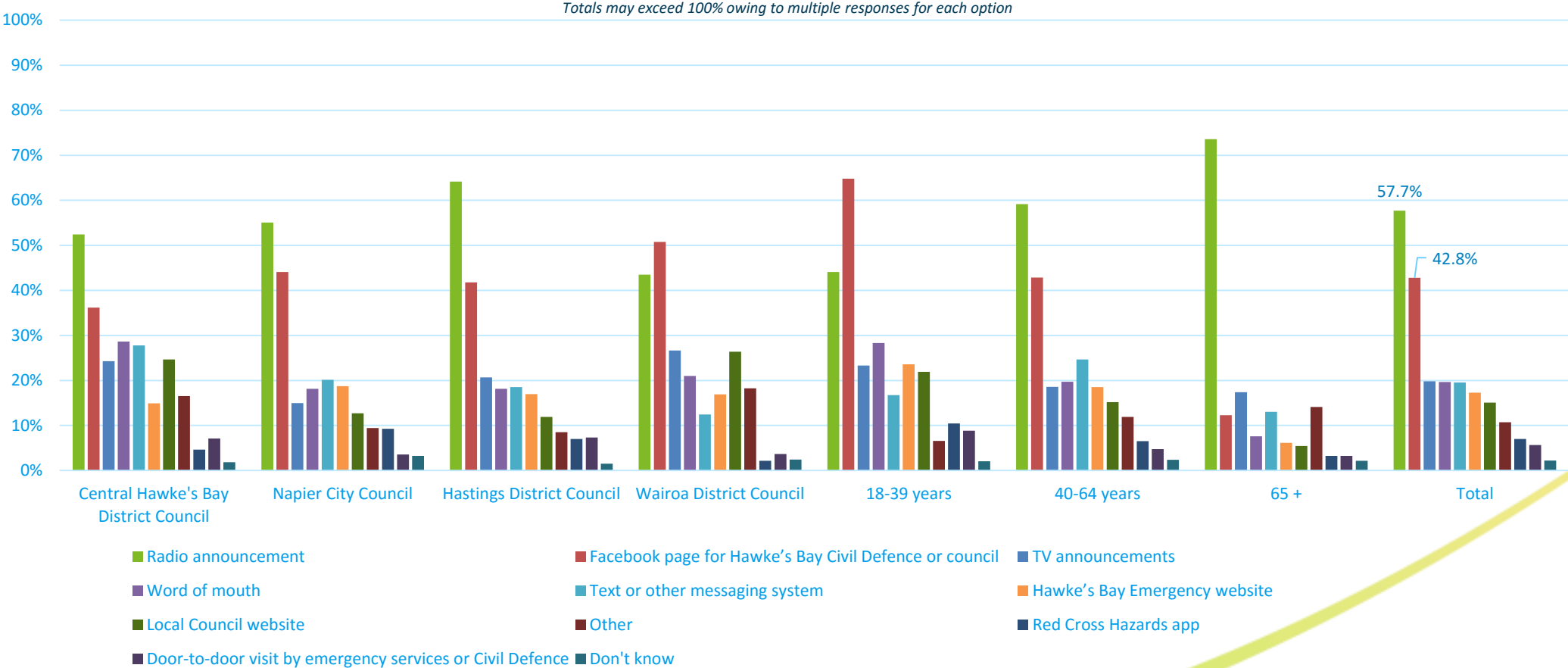
Of those respondents who had a direct dealing or contact with HBRC in the past 12 months, 59.4% were 'somewhat' to 'very satisfied' with the way it was dealt with. Although the aggregated satisfaction level was lower in 2017 compared to 2015 results (64.3%), the overall percentage of those who were 'dissatisfied' was also smaller (it can be explained with the increase in 'neutral' responses). The most mentioned reasons for overall dissatisfaction were 'Problem was not solved' and 'Too long/slow'.

Section six

HBRC communication

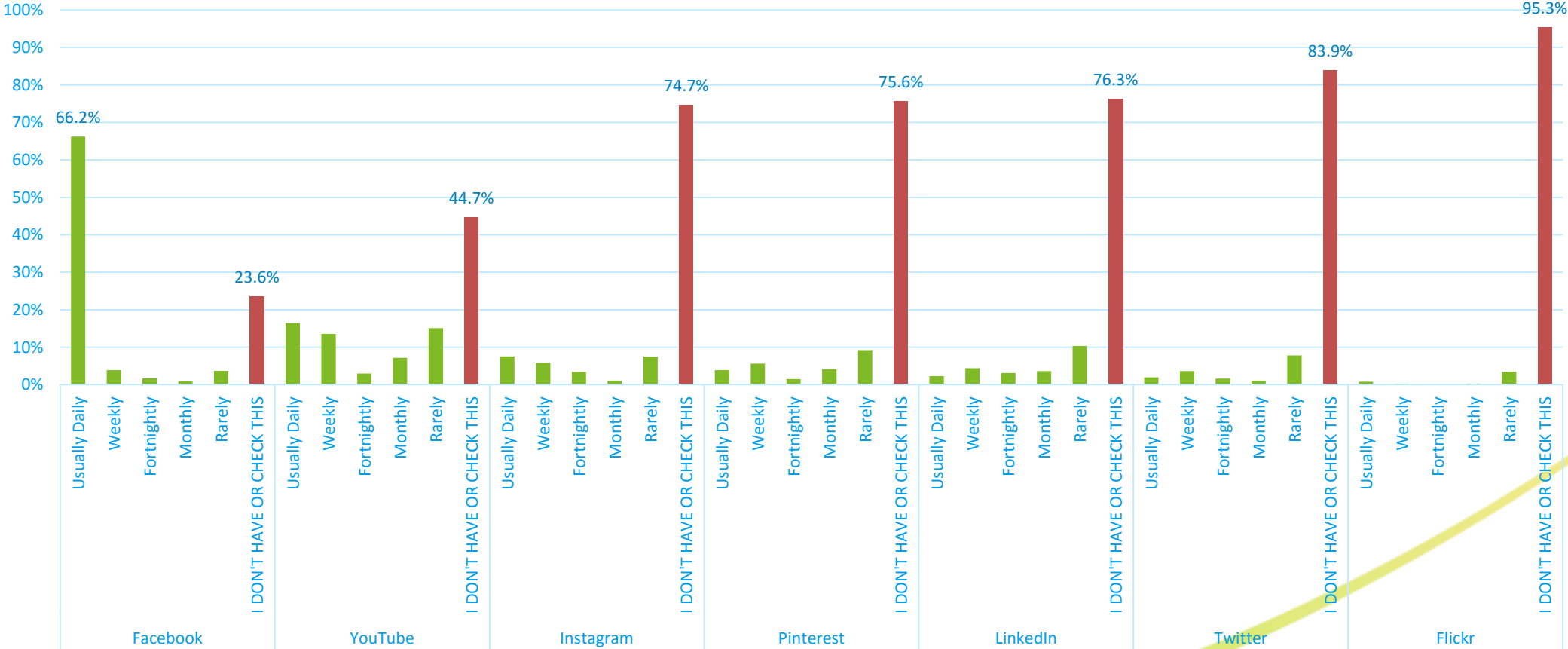
- In 2017, the most cited source of HBRC related information was *'Radio announcement'* at 57.7%, followed by *'Facebook'* at 42.8%.
- Across all Social Media channels, *'Facebook'* had the highest usage figures with more than half of all respondents checking it daily.
- Across all respondents, the most effective way for the HBRC to communicate information was *'Email'* at 49.0%, followed by *'Facebook'* at 40.2% and *'Flyer/letter to home'* at 35.5%.
- The most mentioned topics of interest were *'Water management/issues'*, *'District planning/development/projects'*, and *'Emergencies/warnings'*.

HBRC related issue information source



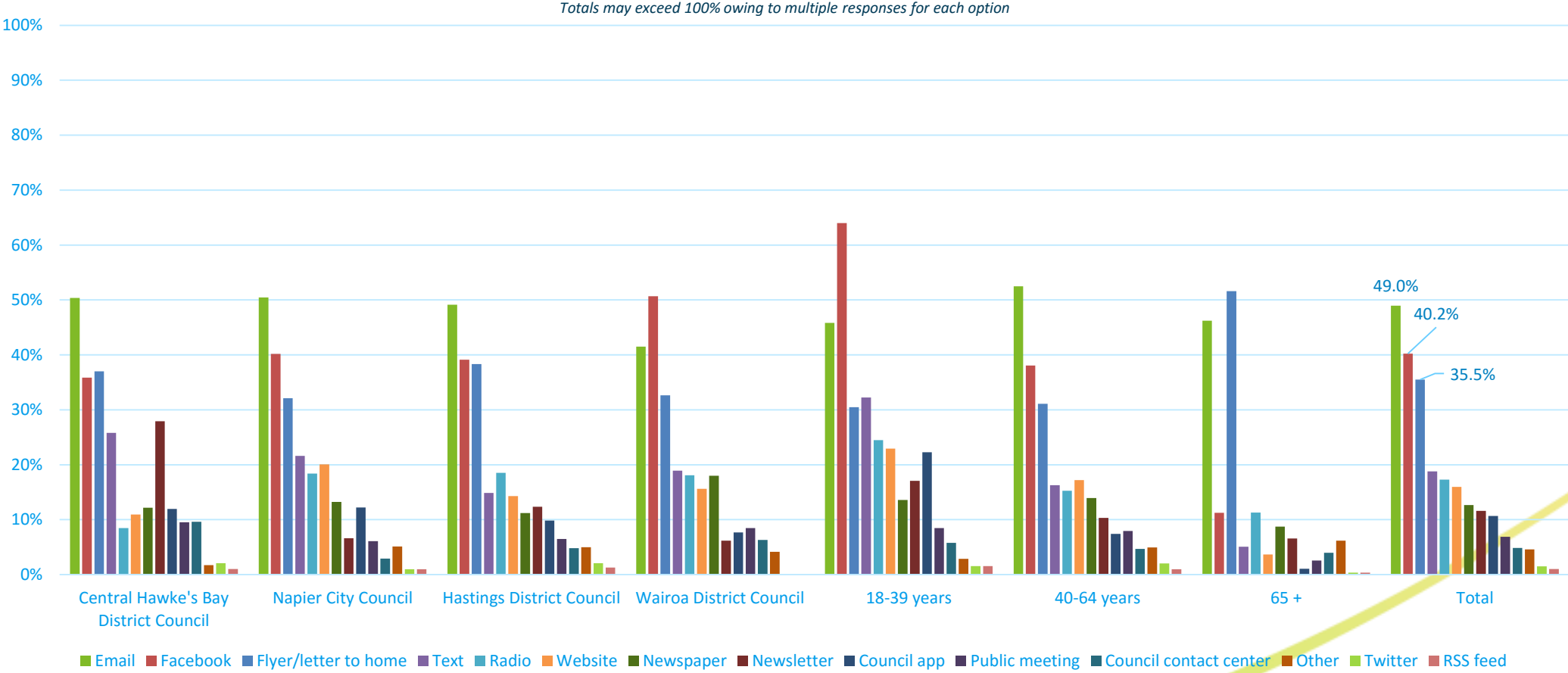
In 2017, the most cited source of HBRC related information was 'Radio announcement' at 57.7%, followed by 'Facebook' at 42.8%. There were statistically significant differences between area and age groups. 'Facebook' was the most mentioned source of information across younger respondents and Wairoa residents. Due to question response changes in 2017, there were no year comparisons available.

Social Media usage



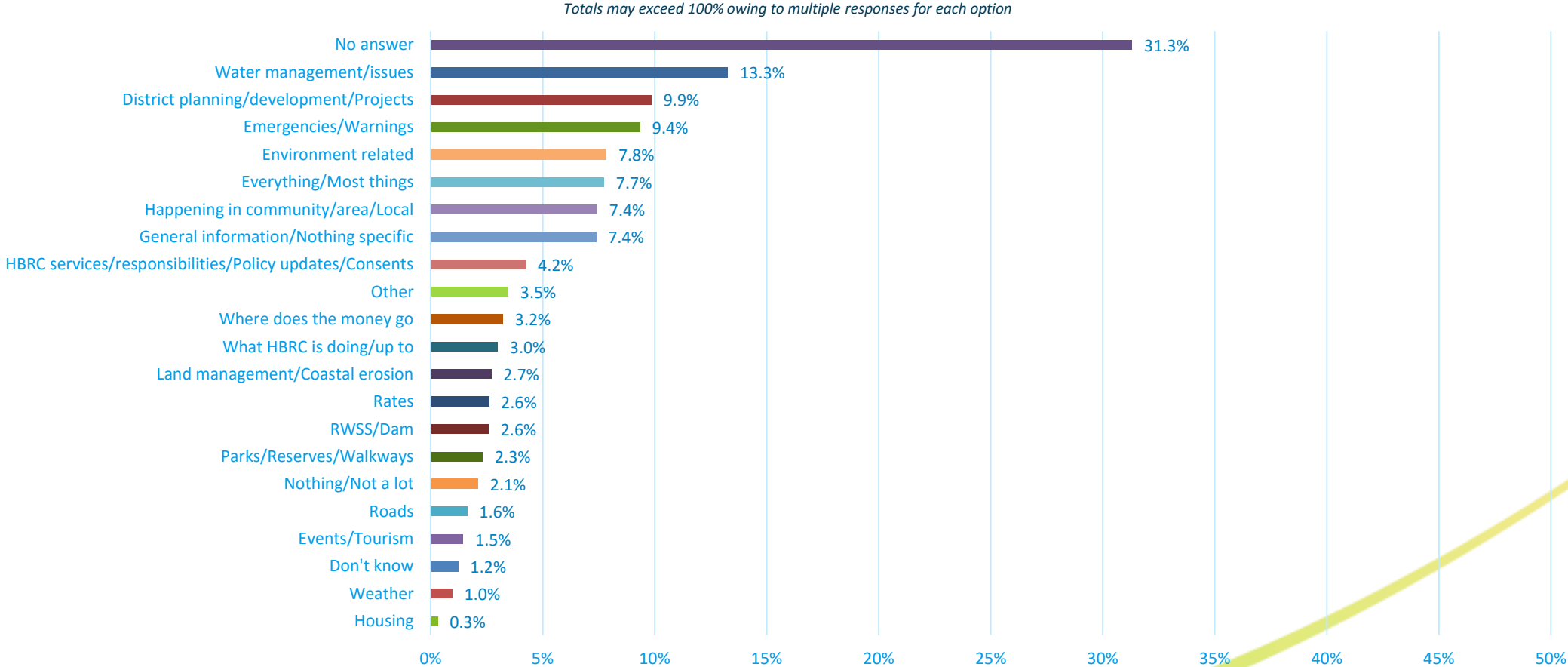
Across all Social Media channels, 'Facebook' had the highest usage figures with more than half of all respondents checking it daily. 18-39 years old respondents showed a higher percent of daily 'Facebook' usage.

Best ways for HBRC to communicate



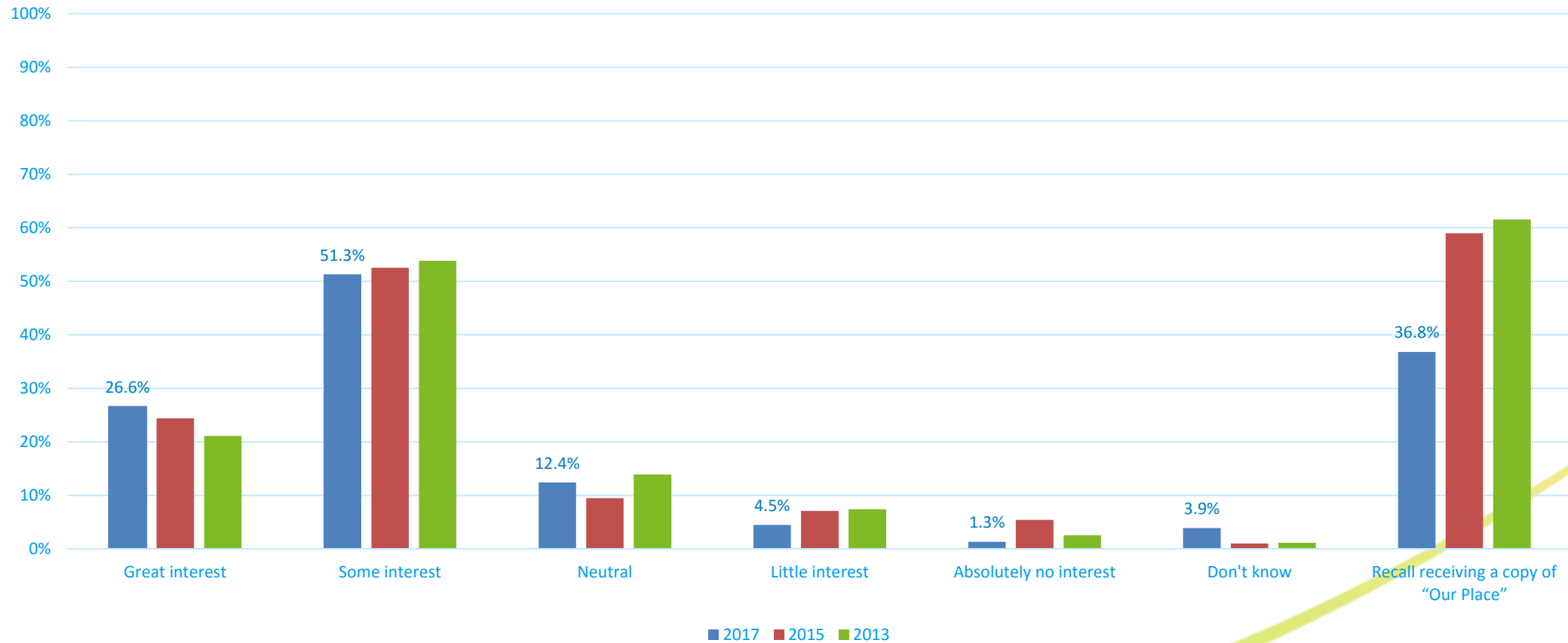
Across all respondents, the most effective way for the HBRC to communicate information was 'Email' at 49.0%, followed by 'Facebook' at 40.2%, and 'Flyer/letter to home' at 35.5%. Again, there were some statistically significant differences between area and age groups. 18-39 years old respondents and Wairoa residents preferred 'Facebook' to other methods.

Information of interest



When asked about what information would be of interest, 31.3% of respondents did not provide any answer. The most mentioned topics of interest were 'Water management/issues', 'District planning/development/projects', and 'Emergencies/warnings'.

“Our Place” magazine recollection and content rating



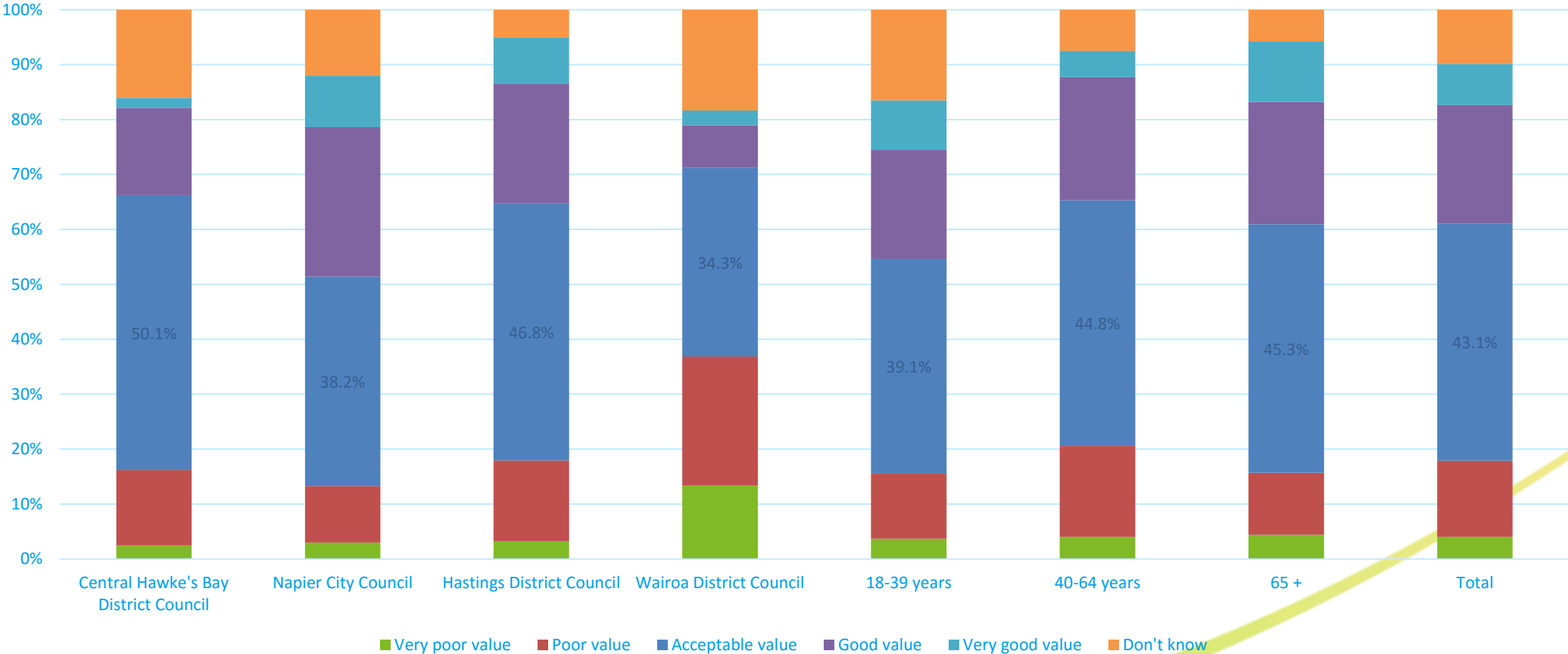
Overall, 36.8% of all respondents recalled receiving “Our Place” at their home. Across all respondents who recalled receiving a copy of “Our place” newsletter in the paper, 51.3% stated the content was of ‘some interest’ to them. *Note: The “Our Place” delivery method has changed since 2015 survey year, thus the percent of recollection difference between years was not representative.

Section seven

Final thoughts

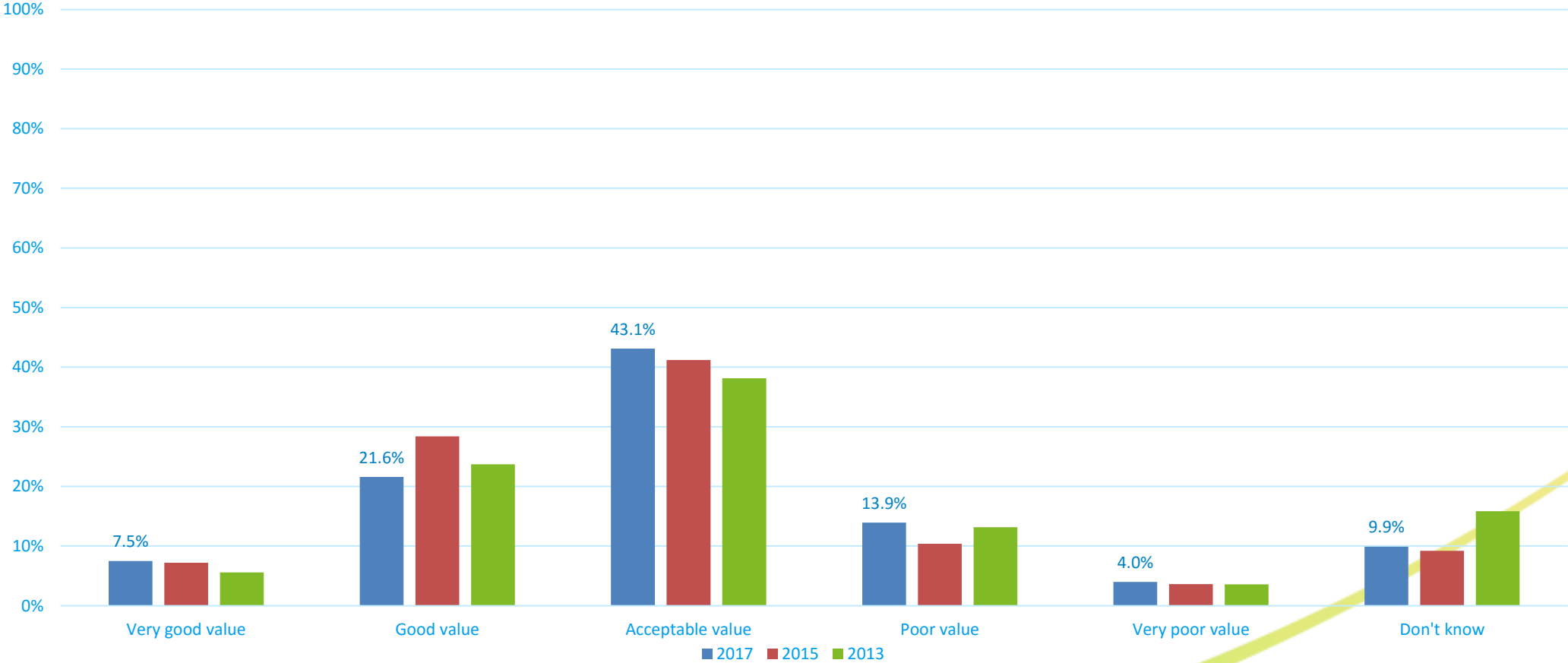
- Across all respondents, 43.1% stated they received '*acceptable value*' from their HBRC rates. When compared by year, the satisfaction with the perceived value of services from HBRC rates was similar.
- In 2017, the most common reasons given for poor value of services ratings were '*negative: do nothing/a little*' and '*negative: waterways, water pollution/quality*'.
- The HBRC Net Promoter Score was very low at -61.3%, meaning that there were more respondents who would not speak favourably about Regional Council. This is the first time it is being used here.
- When asked what one thing HBRC could do to improve its NPS rating, the most common suggestions were '*Improve water quality/management/fix waterways*' at 15.5%, followed by '*Improve communication/tell what they are doing/more visible*' at 14.8%.

Perceived value of services from HBRC rates



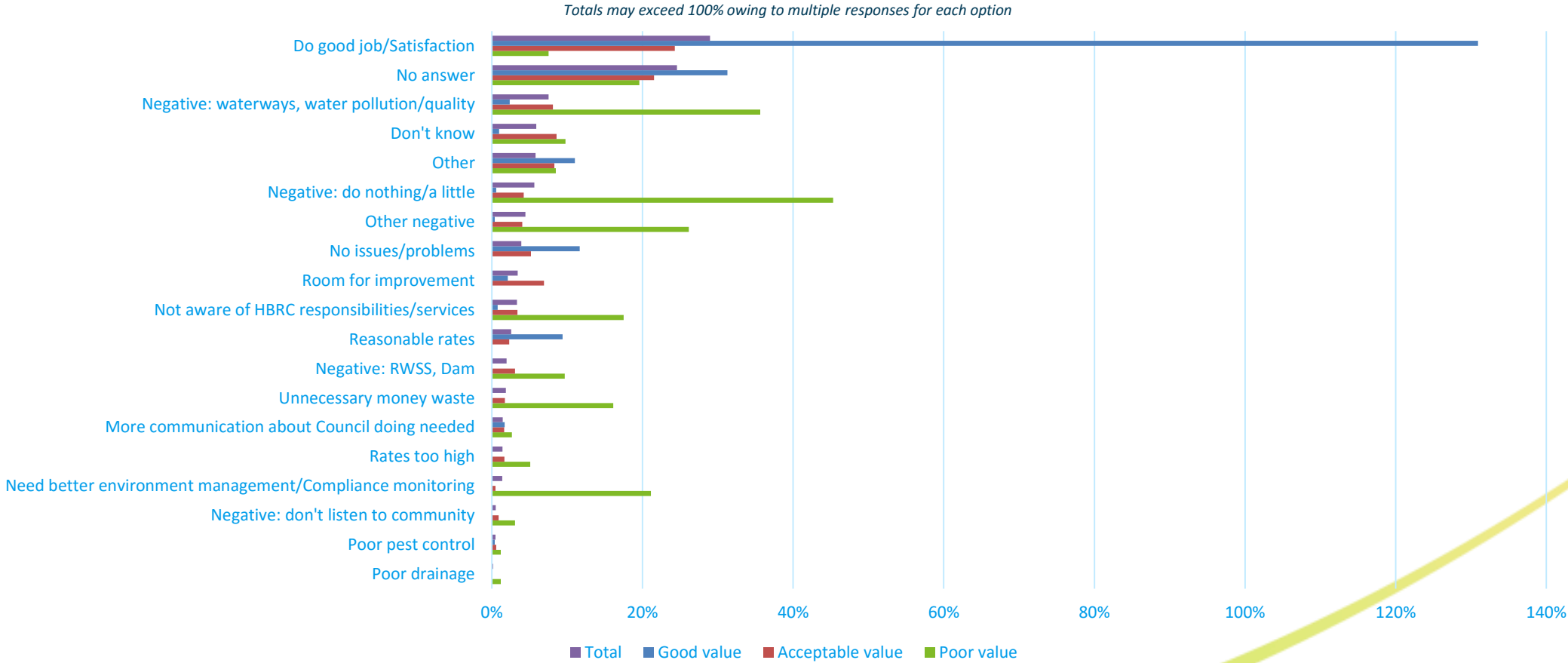
Across all respondents, 43.1% stated they received 'acceptable value' from their HBRC rates. A further 21.6% said they received 'good value' and 7.5% 'very good value'. Wairoa residents were the least satisfied group in 2017.

Perceived value of services from HBRC rates (by year)



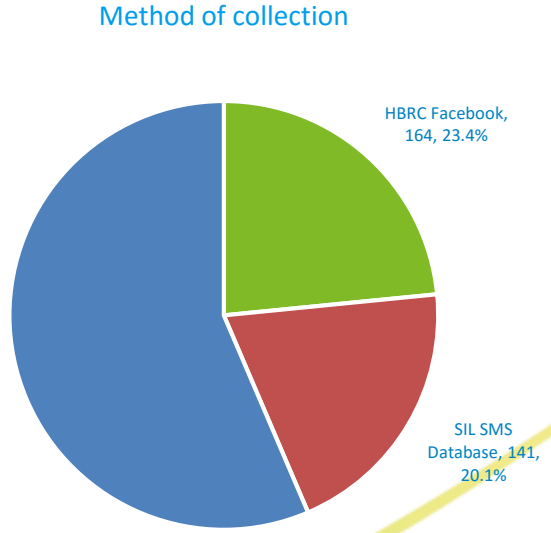
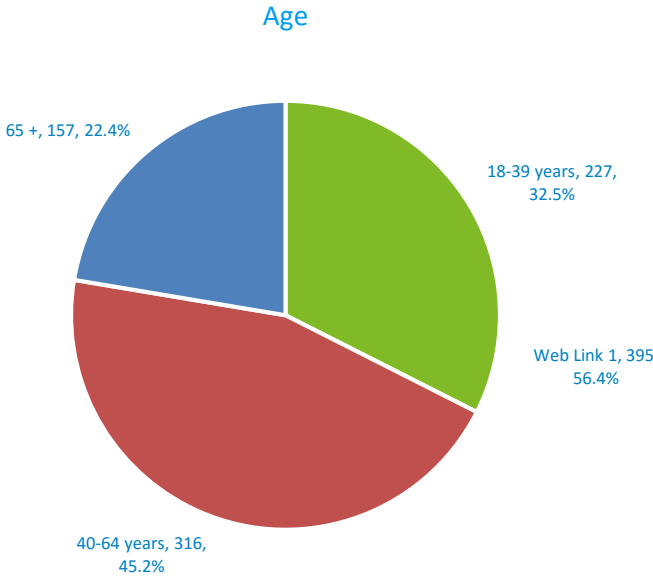
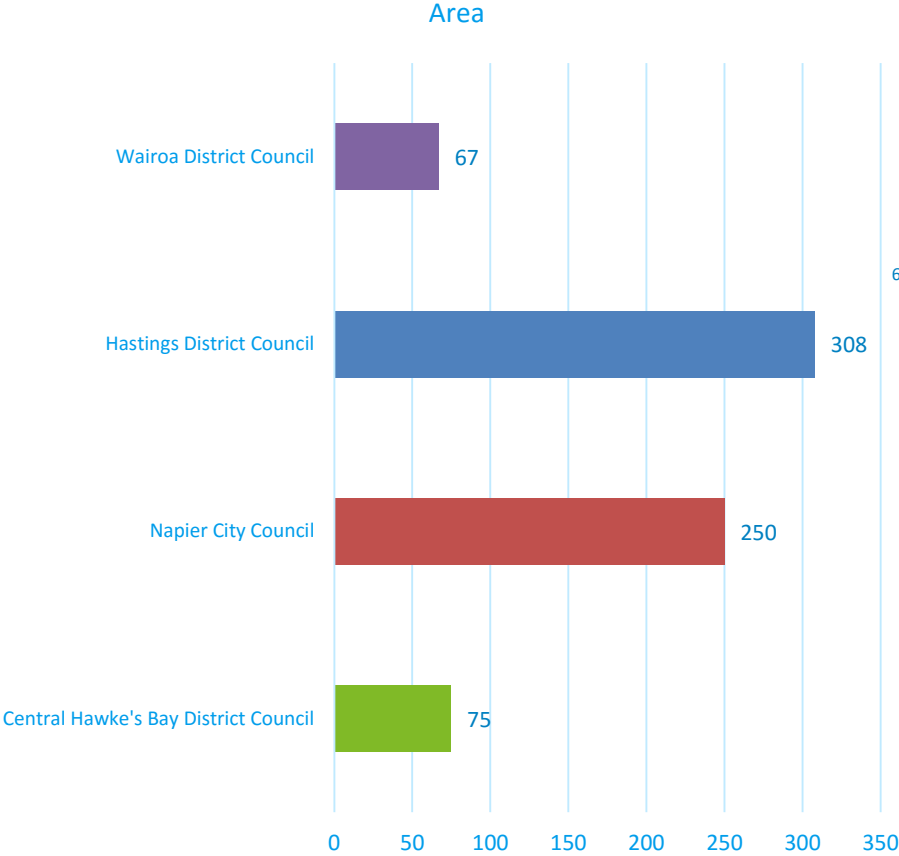
When compared by year, the satisfaction with the perceived value of services from HBRC rates was very close. However, a slight decrease was noticed for 'good value', as well as a 'poor value' increase.

Reasons for value of services ratings



In 2017, the most common reasons given for poor value of services ratings were 'negative: do nothing/a little' and 'negative: waterways, water pollution/quality'.

Demographics



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