



ENVIRONMENTAL AWARENESS SURVEY

2006/07

FINAL REPORT

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1. EXECUTIVE SUMMARY

Introduction

This report presents the results from the 2006/07 Environmental Awareness Survey (EAS). The purpose of this survey is to monitor residents' perceptions and awareness about living in the Auckland Region, aspects of the region's natural and built environment, and perceptions of services provided by the Auckland Regional Council (ARC). This is an ongoing annual survey.

Methodology

This was a telephone survey. The average interview length was 15 minutes and the final sample size was 1,600 regional residents. Results were weighted back to ensure that the distribution of residents by age, gender, ethnicity and location is representative of the region-wide population.

The Auckland Regional Council

Respondents were asked about their knowledge and perceptions of the Auckland Regional Council's role and performance. Responses varied - while 70% felt that the ARC was fulfilling its role in the region 'extremely' to 'quite' well and just over half (56%) supported its role in the region, less than a third (30%) agreed that the ARC gives the public enough say in the decisions that affect them and 43% agreed that they had confidence that the ARC makes decisions that were in the best interests of the region.

Living in the Auckland Region

In line with previous years, 71% stated the Auckland region was either a 'great' or 'good' place in which to live. When asked to rate satisfaction with aspects of their neighbourhood, higher proportions of respondents were satisfied with access to parks and open space (89%), and the look and feel of their neighbourhood (80%), while the lowest proportions were satisfied with availability of public transport (45%).

The EAS included three new questions related to housing this year. While the majority of respondents (93%) agreed that the location of their house or apartment suited their needs, and 89% agreed that the type of house or apartment they were in suited their needs, a smaller proportion (56%) agreed that their housing costs (eg: rent, mortgage, rates, house insurance and maintenance) were affordable.

Environmental Concern

Just under three quarters (73%) of respondents were either 'concerned' or 'very concerned' about the general environment in Auckland. When asked to name the one most important environmental problem, traffic related issues were top of mind (congestion (24%), emissions (12%) and air pollution (12%)). When asked to consider their level of concern for a list of specific issues, air pollution from traffic was of most concern (86% concerned or very concerned), followed closely by water pollution (85%).

Regional Growth Strategy

Similar to previous surveys, just under a third (30%) of respondents had heard of the Regional Growth Strategy. Of these respondents, just under half thought its purpose was to manage or control growth in the Auckland region, and 46% agreed with the strategy.

Emergency Management

Over half (51%) of respondents were 'concerned' or 'very concerned' about the potential of a disaster occurring in the Auckland region in their lifetime. While a large proportion (72%) believed that they have enough information to understand how they can help themselves and their family or household in the event of an emergency, 46% said they had taken no steps to prepare themselves.

Air Quality

Just over a third (37%) felt they had done something to help improve Auckland's air quality in the last six months. Of these 253 people, the largest group (33%) said they had started walking or cycling instead of using their car.

Coastal Development

One in five (21%) respondents felt that there are too many built elements such as sea walls, boat sheds, culverts and houses on Auckland regional coastline. The largest group felt that there was currently a good balance.

Bio-security

In line with previous surveys, just over a third of respondents (35%) knew that plants were banned from sale at garden centres.

Relatively large proportions did not know who was responsible for the removal of gorse or old man's beard from private and public land (43% and 40% respectively). Of those who did provide a response, approximately one quarter felt this was the role of their local Council (24% and 26%).

Heritage

In line with previous surveys, nearly half (45%) of respondents said they knew more about Auckland's historical heritage than they did three years ago and 51% said they knew more about Auckland's natural environment and bio-diversity than they did three years ago.

When asked where they would go to find information on protection, restoration and conservation, 36% stated they would go to their local council, and 32% said they would go to the internet.

Parks

When asked to rate their level of satisfaction with the provision of regional parks in Auckland (the number of parks and their location), the majority (84%) of respondents were 'very satisfied' or 'satisfied'.

2. INTRODUCTION

This report presents the results from the 2006/7 Environmental Awareness Survey (EAS). The purpose of this survey is to monitor residents' perceptions and awareness about living in the Auckland Region, aspects of the region's natural and built environment, and perceptions of services provided by the Auckland Regional Council (ARC). This is an ongoing annual survey.

The survey was first undertaken in 1997 to provide baseline data on environmental attitudes and values, recent experiences of environmental problems and respondents' knowledge of the Auckland Regional Council. The survey has undergone changes in methodology and question wording in each iteration, so results from this years survey may not be directly comparable in every instance.

The interviewing and data coding was undertaken by Gravitas Research and Strategy.

3. METHODOLOGY

Interviewing Process

Similar to previous years the survey was conducted using computer-assisted telephone interviewing (CATI). Potential residential respondents were contacted by members of the Gravitas interviewing team at random from numbers selected from the telephone directory. Interviewers initially made contact with potential respondents during weekday evenings and weekends. However, respondents were given the opportunity to make an appointment for a more convenient time to be called back. Within each household, a respondent was selected at random using a “next birthday” randomisation, with those 18 years and older being eligible for inclusion.

The average interview length was 15 minutes and the final sample size was 1,600.

Quotas

Minimum interviewing quotas have been set by age, gender, ethnicity and location, to provide a sample that broadly reflects the structure and distribution of the Auckland regional population.

While gender and age quotas are based on the distribution of the Auckland regional population, the quotas for location and ethnicity have been adjusted slightly to ensure adequate sample sizes by each territorial authority area and each ethnic group.

The maximum margins of error on the sample sizes are given below:

Maximum margins of error on sample sizes

Sample size	Margin of error (at 95% confidence level)
1,600	± 2.6%
800	± 3.5%

Weighting

While quotas were set to ensure the distribution of respondents interviewed matched as closely as possible to the demographic distribution of the Auckland region population, the results have also been weighted to ensure that the distribution of residents by age, gender, ethnicity and location is representative of the region-wide population.

4. THIS REPORT

Analysis

This report presents overall results for each question and comparisons with previous years.

Analysis of statistically significant differences in responses (eg who was significantly more or less likely than others to answer questions in a certain way) by demographic variables such as age, gender, ethnicity and location (local authorities) has **not** been included in this years report but is available from the Social and Economic Research Team on request.

Open-ended responses

Some of the questions in this year's survey are 'open-ended', that is, the respondent provided a response to an open question. In these instances the interviewer 'codes' the response into themes, using a 'code frame', rather than attempting to write the comment in full. Some caution must be therefore taken with comparison of results to open-ended questions over years as the code-frames may have changed slightly, and interviewers may choose to code responses differently.

The reader will note that results from open-ended questions have been presented in this report as percentages, that is, the percentage of respondents whose comment fell into particular codes (eg '53% health effects').

It should be remembered when reading this report that, to some extent, decisions about coding respondent's comments are subjective and may vary from interviewer to interviewer, so percentages must not be seen as 'exact'. It is suggested that the reader concentrate on the overall proportionality between codes.

Comparison with previous EAS surveys

Where possible, results are compared with the 2000/01, 2003/04, 2004/05 and 2005/06 surveys. In some cases question wording has changed or the scale used is different, and comparison is not possible – this has been noted. Results over time (between this year's and previous year's surveys) have not been tested for statistical significance.

Important Note regarding comparison with 2005/06 survey

In some instances direct comparison of this year's results with those from the 2005/06 survey is not available, as a different scale was used in 2005/06 for those questions that have traditionally been five point scale questions. The middle option 'neither concerned or unconcerned' was suppressed (ie. not read out by interviewers), thereby turning the five point scale into a four point scale. This was an error and will not be repeated.

5. THE AUCKLAND REGIONAL COUNCIL

Awareness of the ARC and support for its role

Questions:

- 1) 'Had you heard of the Auckland Regional Council before I called you?'
- 2) 'From what you know about the Auckland Regional Council overall, would you say that you strongly support, support, neither support nor oppose, oppose, or strongly oppose its role in the region?'

Overall comments:

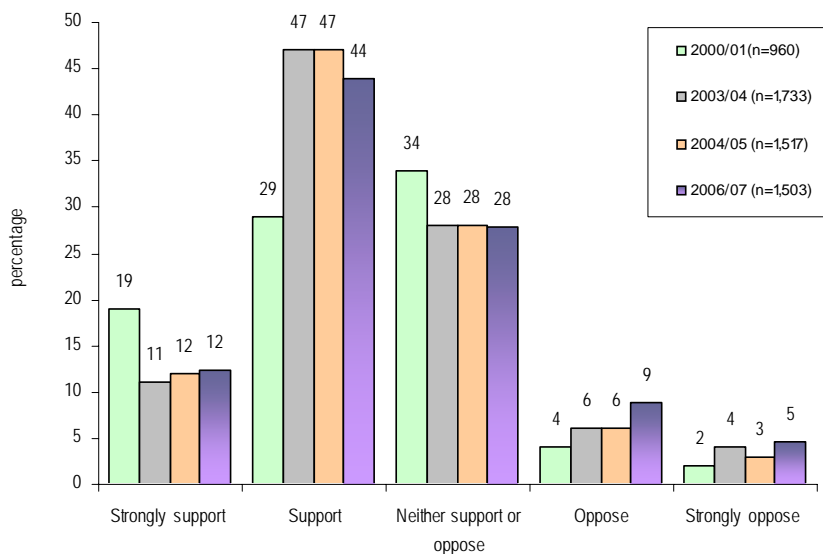
In line with previous surveys, the majority of respondents (94%) stated they had heard of the ARC before they were called.¹

Just over half of the respondents (56%) 'supported' or 'strongly supported' the role of ARC in the region.

Comparison with previous surveys:

Results from this year's survey are similar to previous years.

Figure 1: Level of support for the ARC's role in the region (%)



Note: This question was asked in 2005/06, however, direct comparison of that year's results is not possible as a different scale was used - the middle option 'neither support or oppose' was suppressed (ie. not read out by interviewers), thereby turning the five point scale into a four point scale.

¹ Responses to this question may be subject to respondent bias, ie, those who had heard of the Auckland Regional Council may have been more inclined to respond to the survey than those who had not heard of the Council.

Question:

'Would you say the ARC is fulfilling its role in the Auckland regional community, exceptionally well, very well, quite well, not too well, not well at all or no opinion?'

Overall comments:

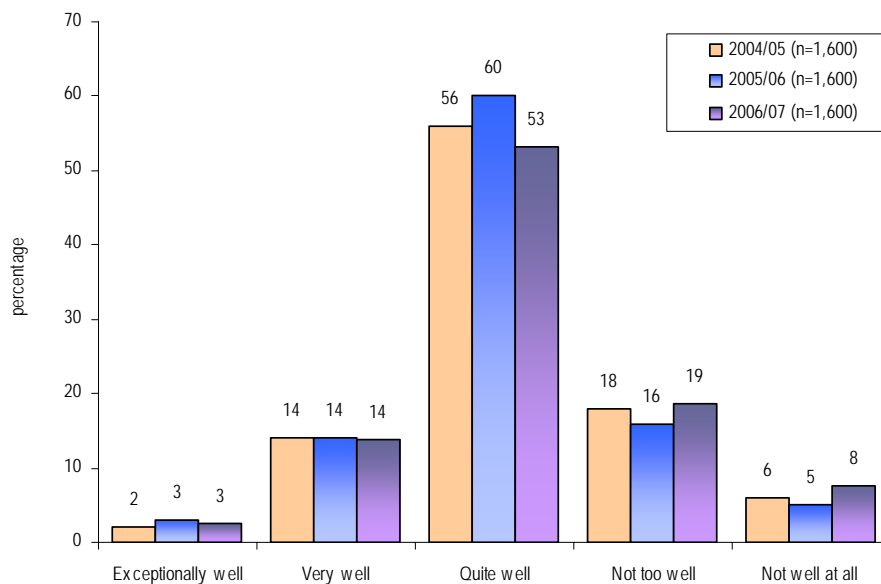
Responses were general favourable with nearly 70% of respondents stating that ARC was fulfilling its role 'exceptionally well', 'very well' or 'quite well'.

Comparison with previous surveys:

Results from this year's survey are similar to previous years.

A slightly higher proportion of respondents rated ARC as doing 'not too well' or 'not well at all' (21% in 2005/06 compared with 27% in 2006/07) (this may not be statistically significant however).

Figure 2: Perceptions of how well ARC is fulfilling its role in the Auckland regional community (%)



Question:

Respondents were asked to rate on a five point scale how strongly they agreed or disagreed with three statements concerning the ARC.

Overall comments:

A third (30%) 'agreed' or 'strongly agreed' that the ARC gave the public enough say in decisions that affect them.

Similar proportions agreed that the ARC gave them opportunities to get involved in issues they care about (42%) and had confidence in the ARC to make decisions that were in the best interests of the region (43%).

It should also be noted that relatively substantial proportions of respondents were neutral (ie: neither agreed nor disagreed) about these statements: 16% neutral that the public has enough say, 20% that the ARC gave them the opportunity to get involved in issues they cared about, and 18% that they had confidence in ARC decision making.

Comparison with previous surveys:

Results are generally similar to previous years.

Figure 3: Percentage of respondents who strongly agreed or agreed (%)

	2003/04 (n=1,955)	2004/05 (n=801)	2006/07 (n=1,600)
The ARC gives the public enough say in the decisions that affect them	26	28	30
The ARC gives me the opportunity to get involved in issues I care about.	37	46	42
Overall, you have confidence that the Auckland Regional Council makes decisions that are in the best interests of the region	-	-	43

Note: These questions were asked in 2005/06, however, direct comparison of those results is not possible as a different scale was used - the middle option 'neither support nor oppose' was suppressed (ie. not read out by interviewers), thereby turning the five point scale into a four point scale.

Awareness of ARC services

Question:

Respondents were asked whether they had ever heard of and used several ARC services, namely: Hazmobile, Pollution Control Hotline and Maxx Regional Transport.

Overall comments:

Awareness of Maxx was highest among respondents with almost half (48%) aware of it.

Nearly a third of respondents had heard of the Hazmobile and the Pollution Hotline (31% and 30% respectively).

Comparison with previous surveys:

There has been a large increase in the proportion who have heard of Maxx (48% in 2006/07 compared to 25% in 2005/06).

Figure 4: Awareness and use of ARC services (%)

	2003/04 (n=1,955)	2004/05 (n=801)	2005/06 (n=800)	2006/07 (n=1,600)
Hazmobile	19	25	30	31
Pollution Control Hotline	35	28	28	30
Maxx Regional Transport	14	16	25	48

6. LIVING IN THE AUCKLAND REGION

Auckland as a place to live

Question:

'Overall, would you say that the Auckland Region is a great place to live, a good place to live, an okay place to live, a not so good place to live or a terrible place to live?'

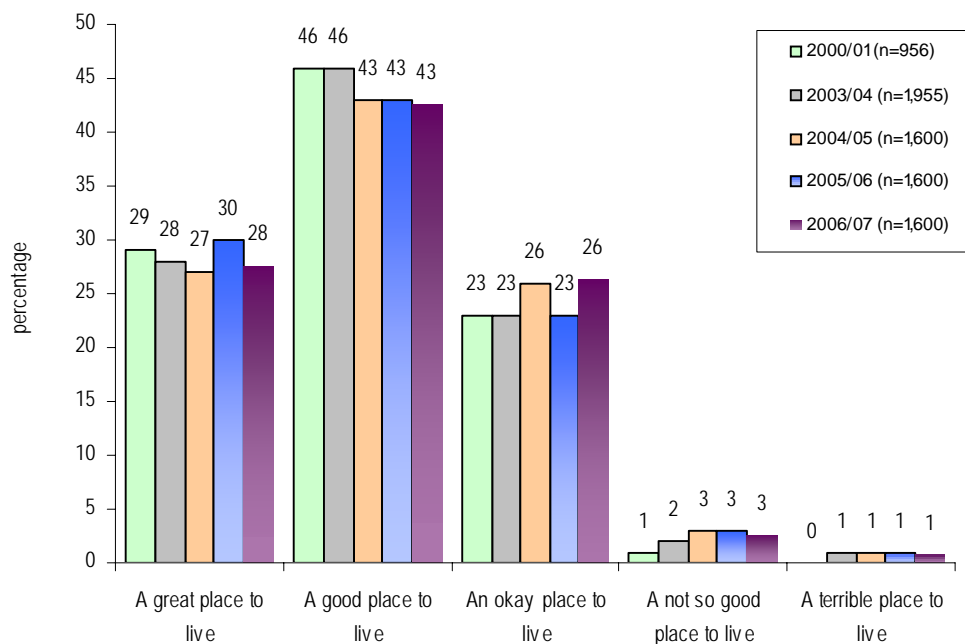
Overall comments:

The majority of respondents (71%) rated Auckland Region as a 'great' or 'good' place to live.

Comparison with previous surveys:

Results are similar to previous years.

Figure 5: Rating of Auckland region as a place to live (%)



Satisfaction with neighbourhood

Question:

Respondents were asked to rate on a five point scale how satisfied or dissatisfied they were with six items related to aspects of their neighbourhood.

Overall comments:

The majority of residents (89%) were 'very satisfied' or 'satisfied' with access to parks and other open space.

Less than half (45%) of respondents were 'very satisfied' or 'satisfied' with the availability of public transport.

Comparison with previous surveys:

Results across previous surveys for some individual questions, such as public transport, are variable from year to year. This may be explained in part to sample selection – that is, a wide variety of people across the region were asked these questions from year to year and we do not know the extent of how much they use or rely on public transport, or what public transport services are available in their area.

However, the overall pattern remains similar across the years, with relatively high proportions rating satisfaction with access to parks and open space and lower proportions rating satisfaction with distance to travel to work or study and availability of public transport.

Figure 6: Percentage who are 'very satisfied' or 'satisfied' with aspects of their neighbourhood (%)

	2000/01 (n=956)	2003/04 (n=936)	2004/05 (n=799)	2006/07 (n=1,275)
Access to parks and other open space	83	79	93	89
The look and feel of the neighbourhood	71	70	83	80
Noise level in your neighbourhood	-	69	73	75
Quality and style of new buildings in your neighbourhood	-	46	60	60
The distance you have to travel to get to work/study	55	59	63	58
Availability of public transport	43	36	55	45

Note: These questions were asked in 2005/06, however, direct comparison of those results is not possible as a different scale was used - the middle option 'neither support or oppose' was suppressed (ie. not read out by interviewers), thereby turning the five point scale into a four point scale.

Transport in region

Question:

Respondents were asked to rate on a five point scale how satisfied or dissatisfied they were with two items related to transport in the Auckland region.

Overall comments:

While the majority of respondents (86%) 'agreed' or 'strongly agreed' that better public transport would make it easier to get around the region, less than half (43%) felt that more roads would make it easier.

Comparison with previous surveys:

This question was asked in 2005/06, however, direct comparison of those results is not available as a different scale was used - the middle option 'neither concerned or unconcerned' was suppressed (ie. not read out by interviewers), thereby turning the five point scale into a four point scale.

The overall pattern of response was similar however, with the majority of respondents favouring better public transport over roads.

Figure 7: Percentage who agreed or strongly agreed (%)

	2006/07 (n=1,200)
More roads will make it easier to get around Auckland.	43
Better public transport will make it easier to get around Auckland.	86

Changes in the neighbourhood over the last three years

Questions:

- 1) 'Would you say your neighbourhood has improved, stayed the same or got worse over the last three years?' (of those who had lived in the region for three years or more)
- 2) Of those respondents that said that their neighbourhood had improved, they were asked why they said that.

Overall comments:

Over half (52%) of respondents stated that their neighbourhood had stayed the same in the last three years.

Over one third of those respondents who stated that they thought their neighbourhood had improved said that this was to do with improved quality of housing.

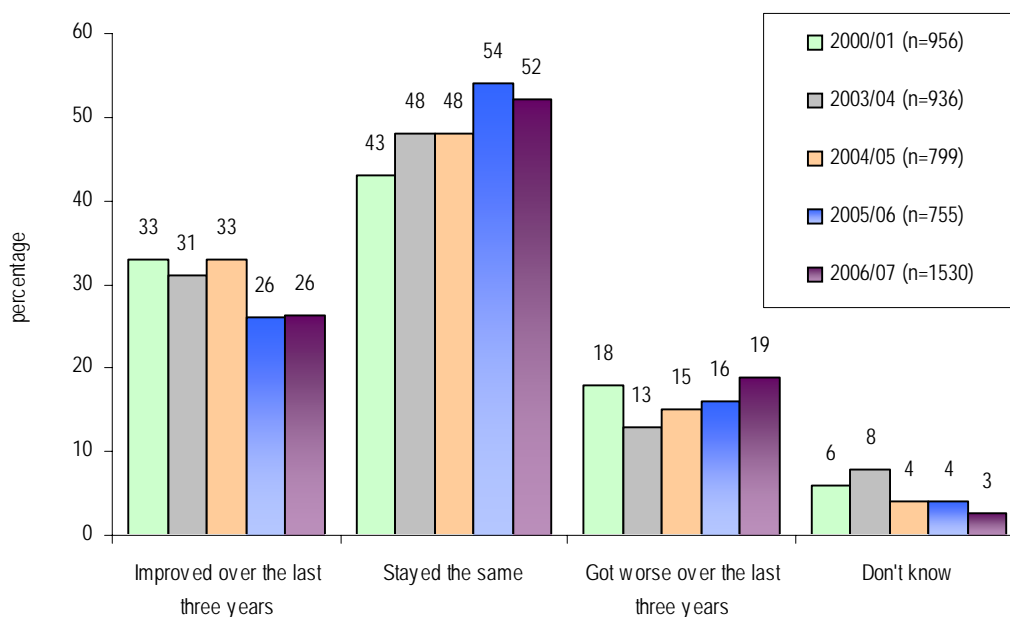
Just less than one quarter of those respondents who stated that they thought their neighbourhood had improved said that this was due to more or improved neighbourhood amenities.

Comparison with previous surveys:

Results are similar to previous surveys, with the largest group stating that their neighbourhood has stayed the same.

Part 2 of this question has not been asked in previous years.

Figure 8: Rating of neighbourhood over past three years (%)



Note: In 2005/06 and 2006/07, this question was only asked of those who had lived in the region for three years or more. Previous surveys asked all respondents.

Figure 9: Reasons that neighbourhood has improved (%)

	2006/07 (n=405)
Improved quality of housing	35
More/improved amenities - shopping centre, supermarket etc	24
Nice neighbours	21
New community centre/new facilities	17
More greenery/improved natural environment/parks	14
Better roading/streets	11

Satisfaction with housing

Question:

Respondents were asked to rate on a five point scale how strongly they agreed or disagreed with three statements about housing costs and apartment living.

Overall comments:

The majority of respondents agreed or strongly agreed that the location of their house suited their needs (93%) and that the type of housing in which they currently lived suited their needs (89%).

Just over half (56%) agreed or strongly agreed that their housing costs were affordable.

Comparison with previous surveys:

These questions were not asked in previous surveys.

Figure 10: Percentage of respondents who agreed or strongly agreed about housing issues (%)

	2006/07 (n=1600)
Your housing costs are affordable (by housing costs I mean things like your rent or mortgage, rates, house insurance and house maintenance)	56
The type of house or apartment that you live in suits your needs and the needs of others in your household	89
The location of your house or apartment suits your needs and the needs of others in your household (by location I mean the general area or neighbourhood you are living in)	93

7. ENVIRONMENTAL CONCERN

Level of concern about the environment

Question:

'How concerned or unconcerned would you say you are about the environment in the Auckland region in general?'

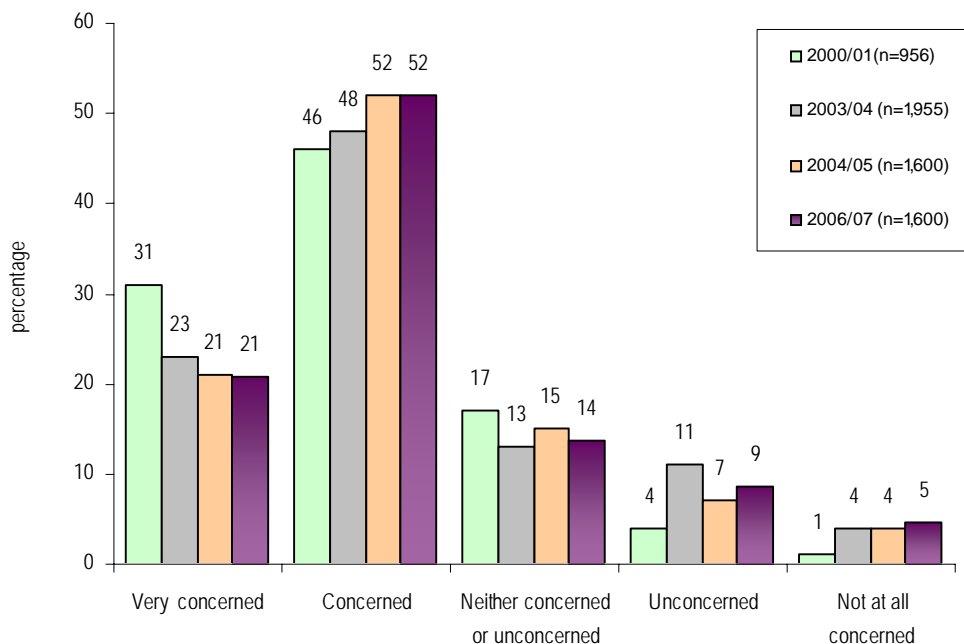
Overall comments:

Respondents were generally concerned about the Auckland region's environment, with close to three quarters (73%) stating that they were either 'concerned' or 'very concerned'.

Comparison with previous surveys:

Results are similar to previous surveys.

Figure 11: Level of concern about the environment in the Auckland Region (%)



Note: These questions were asked in 2005/06, however, direct comparison of those results is not possible as a different scale was used - the middle option 'neither support or oppose' was suppressed (ie. not read out by interviewers), thereby turning the five point scale into a four point scale

Environmental problems in the Auckland region

Question:

(Open-ended) 'In your opinion, what is the most important environmental problem existing in the Auckland region at present?'

Overall comments:

The most frequent response was 'traffic congestion' (24%), followed by the related issues of 'vehicle emissions' (12%) and 'air pollution' (12%).

Comparison with previous surveys:

Traffic congestion remains the most frequent response. There appears to have been a slight increase in the proportion who rated traffic congestion as the most important environmental problem in Auckland, from 19% in 2005/06 to 24% in 2006/07 - however, this may not be significant and caution must be taken when comparing coded open-ended responses across years.

Figure 12: Top five environmental problems in Auckland region (%)

	2005/06 (n=1,600)	2006/07 (n=1,600)
Traffic congestion	19	24
Vehicle emissions or diesel vehicle emissions	14	12
Air pollution	10	12
Waste and rubbish	8	10
Lack of public transport/poor access to public transport	9	4

Concern with environmental problems

Question:

Respondents were asked to rate on a five point scale how concerned or unconcerned they are about nine environmental issues facing the Auckland region and its community.

Overall comments:

In line with the previous question, the highest levels of concern were recorded for air pollution from traffic (86%) and water pollution (85%).

Less than half stated they were concerned or very concerned about air pollution from domestic fires in winter (42%)

Comparison with previous surveys:

This is the first year since 2000/01 that water pollution has not been the highest rated concern.

Figure 13: Percentage of respondents who were 'very concerned' or 'concerned' about specific environment issues (%)

	2000/01 (n=956)	2003/04 (n=1,955)	2004/05 (n=800)	2006/07 (n=840)
Air Pollution from traffic *	-	-	-	86
Water Pollution, including polluted beaches, harbours and streams	90	86	90	85
Loss of native animals and plants	71	71	76	72
Loss of streams and wetlands, bush and forests	68	69	80	72
Effects of infill housing and housing intensification	-	62	71	69
Destruction of important historical heritage sites such as historic buildings and archaeological sites	67	64	70	65
Urban Sprawl	-	45	64	59
Modification of volcanic cones and landscapes	-	52	56	51
Air Pollution from domestic fires in winter *	-	-	-	42

Note: Several of these questions were asked in 2005/06, however, direct comparison of those results is not possible as a different scale was used - the middle option 'neither support or oppose' was suppressed (ie. not read out by interviewers), thereby turning the five point scale into a four point scale.

* Previous surveys asked about 'air pollution' overall. This was split into two questions related to the source of air pollution.

8. REGIONAL GROWTH STRATEGY

Awareness and support for strategy

Question:

'Have you heard of the Auckland Regional Growth Strategy?'

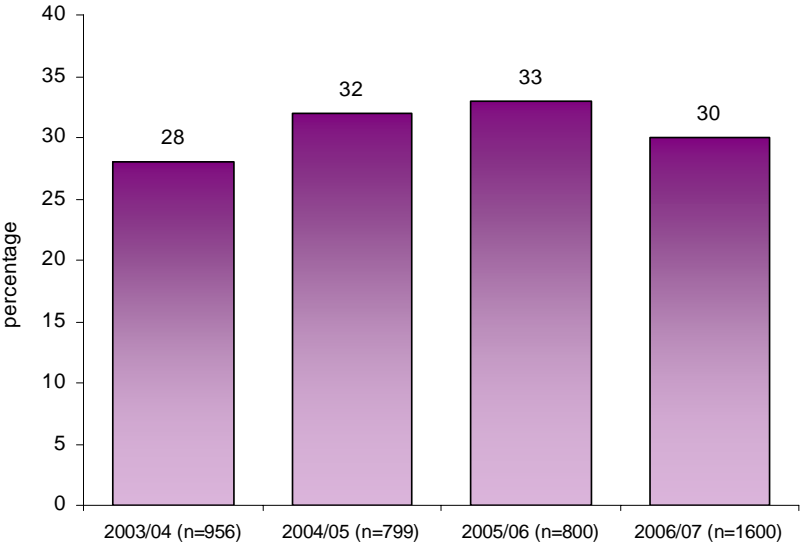
Overall comments:

Just under a third of respondents (30%) had heard of the Regional Growth Strategy.

Comparison with previous surveys:

Levels of awareness have remained steady over the past four years.

Figure 14: Heard of Auckland Regional Growth Strategy (%)



Question:

(Open-ended) 'What do you think the purpose of the Auckland Regional Growth Strategy is?' (of those who had heard of the strategy n=484)

Overall comments:

Just under half (46%) of those who had heard of the RGS thought that its purpose was to manage or control growth within the Auckland region.

One in five (21%) said they did not know.

Over a tenth of respondents (13%) thought the RGS was to provide better overall living environment/better place for living in.

Comparison with previous surveys:

In line with previous surveys, the most frequent response was that the purpose of the strategy is to manage and control growth in the Auckland region. There has been some variability in the proportion that provided this response. Again this may not be significant - caution must be taken when comparing coded open-ended responses across years.

Figure 15: Top five purposes of Regional Growth Strategy (%)

	2003/04 (n=61)	2004/05 (n=253)	2005/06 (n=263)	2006/07 (n=484)
To manage/control growth of the Auckland region	35	45	59	46
To provide a better overall living environment/better place to live in	-	26	14	13
To control/plan for/reduce urban sprawl	3	18	22	12
To develop/support public transport	13	8	11	10
To build/plan for roads/motorways	-	11	10	8
Don't know	22	23	10	21

Note: More than one answer possible, percentages might add up to more than 100.

Question:

'The Regional Growth Strategy seeks to manage future population growth by allowing higher density development in some places and limiting urban sprawl. (By urban sprawl I mean the boundaries of urban areas moving outwards and taking over rural land). Would you say that you strongly agree, agree, neither agree nor disagree, disagree or strongly disagree with the strategy?'

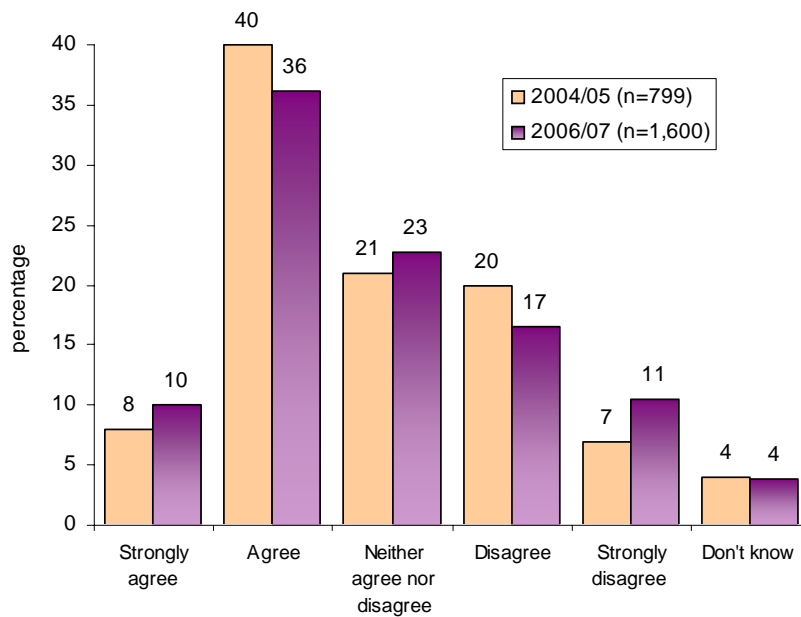
Overall comments:

Just under half of respondents (46%) stated that they 'agree' or 'strongly agree' with the strategy.

Comparison with previous surveys:

Results are similar to previous years.

Figure 16: Levels of support for Regional Growth Strategy (n=1600) (%)



Note: This question was asked in 2005/06, however, direct comparison of those results is not possible as a different scale was used - the middle option 'neither support or oppose' was suppressed (ie. not read out by interviewers), thereby turning the five point scale into a four point scale.

Terrace housing

Question:

Respondents were asked to rate on a five point scale how strongly they agreed or disagreed with the statement 'a terrace house (houses joined side by side) or an apartment might suit me at some stage in the future'.

Overall comments:

A third of respondents strongly agreed or agreed that a terrace house or apartment might suit them at some stage in the future.

Of the 64 respondents who were currently living in terrace houses or apartment units, 77% said that this type of housing suited them at the current time.

Comparison with previous surveys:

There has been a slight decrease in the proportion who agreed that a terrace house would suit them at some stage in the future from 40% in 2004/05 to 33% to 2006/07. It should be noted that there was a slight change to this question in this years survey – this question was only asked of those who do not currently live in a terrace house or apartment.

Figure 17: Percentage of respondents who were 'strongly agreed' or 'agreed' (%)

	2000/01 (n=956)	2003/04 (n=1,955)	2004/05 (n=800)	2006/07 (n=1,104)
A terrace house (houses joined side by side) or an apartment might suit me at some stage in the future.	31	39	40	33

Note: This question was asked in 2005/06, however, direct comparison is not possible as a different scale was used - the middle option 'neither support nor oppose' was suppressed (ie. not read out by interviewers), thereby turning the five point scale into a four point scale.

9. SPECIFIC ISSUES

Emergency management

Question:

'How concerned or unconcerned are you about the potential for natural or manmade disasters in the Auckland region in your lifetime?'

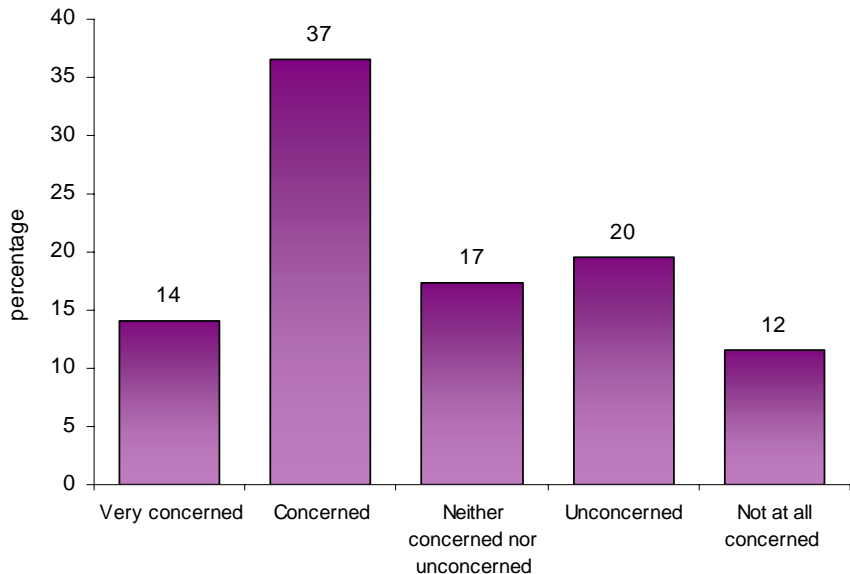
Overall comments:

Half of the respondents to the survey (51%) were 'concerned' or 'very concerned' about the potential for a disaster in the Auckland region in their lifetime.

Comparison with previous surveys:

This question was introduced in 2005/06. However, direct comparison of this year's results is not available as a different scale was used in 2005/06 - the middle option 'neither agree or disagree' was suppressed (ie. not read out by interviewers), thereby turning the five point scale into a four point scale.

Figure 18: Level of concern about the potential for natural or manmade disasters in the Auckland region in respondents lifetime (n=789) (%)



Questions:

- 1) Respondents were asked to rate on a five point scale how strongly they agreed or disagreed that they had enough information to understand how they can help themselves and their family or household in the event of an emergency.
- 2) (Open-ended) 'What steps have you or others in your household taken to prepare yourself and your household for natural or manmade hazards or disasters?'

Overall comments:

Almost three quarters (72%) of respondents believed they have enough information to understand how they can help themselves and their family or their household in the event of an emergency.

Just over half of respondents (51%) stated that they had stored food OR water in case of an emergency.

The largest group (46%) stated that they or others in their household had not done anything to prepare for a natural or manmade hazard or disaster.

Comparison with previous surveys:

This is the first year that these questions were asked.²

Figure 19: Steps taken to prepare for natural or manmade hazards or disasters (n=800) (%)

	2006/07 (n=800)
None	46
Stored food for self (and others in household)	29
Stored water for self (and others in household)	22
Torch	17
First aid kit	13
Radio and batteries	11

Note: More than one answer possible, percentages might add up to more than 100.

² The wording has changed for the first question above. Previous surveys asked respondents to rate on a five point scale whether they agreed or disagreed with the statement 'My family and I/ my household is well prepared to deal with the consequences of natural and man-made hazards'.

Air quality

Questions:

- 1) 'In the last six months, have you personally done anything you considered was helping improve Auckland's air quality?'
- 2) 'What did you do?' (of those who answered yes to question 1) (open-ended)

Overall comments:

Over a third of respondents (37%) considered that they had done something to improve Auckland region's air quality in the last six months.

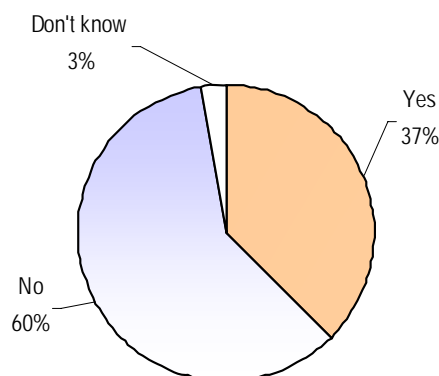
Of those respondents that said yes, 33% stated that they had started walking or cycling instead of using the car.

Comparison with previous surveys:

The proportion of respondents who felt that they had done something to help improve the air quality was similar to last year's survey (32% in 2005/06).

There was a decrease in the proportion who stated they had tuned their car, from 32% in 2005/06 compared to 18% in 2006/07, and an increase in those who said they walked or cycled.

Figure 20: Have you done anything in the last six months that you considered was helping to improve Auckland's air quality? (n=800)



Coastal development

Question:

'Looking at the coastline in the Auckland region, do you think that... '

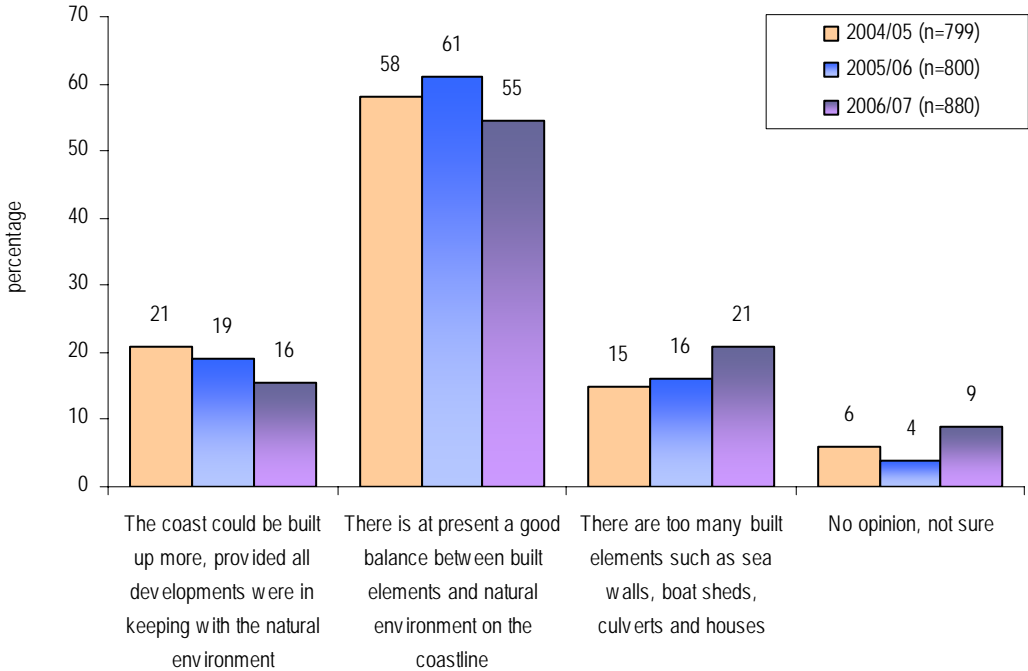
Overall comments:

Over half (55%) felt that there is currently a good balance between built and natural environments on Auckland's coastline.

Comparison with previous surveys:

Results are generally similar to previous surveys. There appears to have been a slight decrease from 2005/06 in the proportion who felt that the coast can be built up more and a corresponding increase in the proportion who state there are too many built elements. These proportions are small though and may not be statistically significant.

Figure 21: Rating of coastline development in Auckland region (%)



Biosecurity

Question:

'Do you know if any plants have been banned from sale at garden centres?'

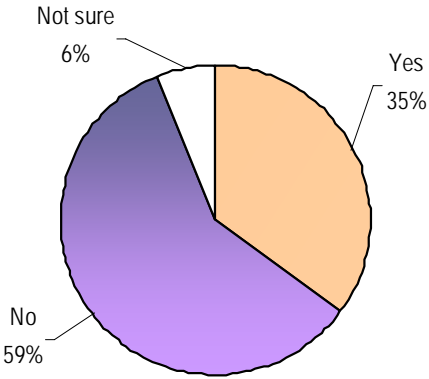
Overall comments:

Just over a third (35%) knew that some plants were banned from sale at garden centres.³

Comparison with previous surveys:

Results from this year's survey are similar to previous surveys (36% stated yes in 2004/05 and 38% in 2005/06).

Figure 22: Awareness that some plants banned for sale at garden centres



³ Respondents were not asked to name these plants.

Question:

(Open-ended) Respondents were asked to state who or what organisation is responsible for removing gorse and old man's beard from both private and public land.

Overall comments:

Relatively large proportions did not know who was responsible for their removal.

The largest group felt that local councils were responsible for removal of gorse and old man's beard, followed by private land owner or occupier.

Comparison with previous surveys

It appears that respondents were slightly less likely to nominate landowners / occupiers than last year. However, this may not be significant and caution must be taken when comparing coded open-ended responses across surveys.

Figure 23: Who is responsible for removing gorse and Old Mans Beard from private or public land? (%)

	Gorse		Old Man's Beard	
	2005/06 (n=800)	2006/07 (n=773)	2005/06 (n=800)	2006/07 (n=773)
Local Council	22	24	28	26
Landowner / Occupier	36	21	29	17
ARC	10	13	16	15
DOC	6	5	11	7
Don't know	35	43	28	40

Note: more than one answer possible, percentages might add to more than 100.

Heritage

Questions:

- 1) 'Do you feel you know more now about Auckland's historical heritage than you did three years ago?' (of those who had lived in the region three years or more)
- 2) 'And do you feel you know more now about Auckland's natural environment and bio-diversity than you did three years ago?' (of those who had lived in the region three years or more)

Overall comments:

About half of respondents said they knew more about Auckland's historical heritage (45%) and natural environment and bio-diversity (51%) than they did three years ago.

Comparison with previous surveys:

Results are similar to previous surveys.

Figure 24: Do you feel you know more now about Auckland's historical heritage than you did three years ago? (n=760)

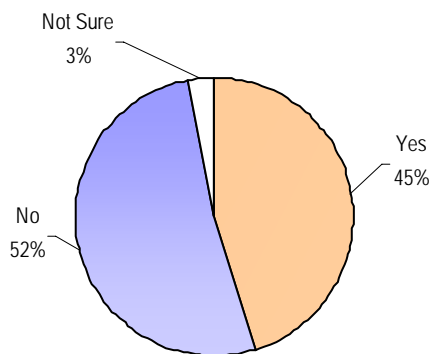
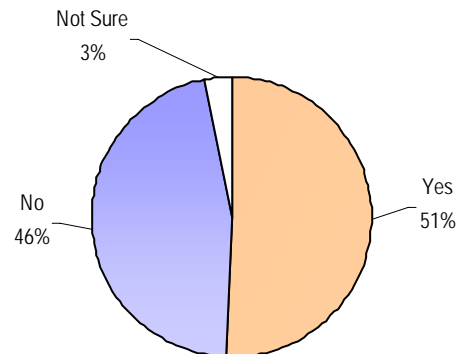


Figure 25: Do you feel you know more now about Auckland's natural environment and bio-diversity than you did three years ago? (n=760)



Note: These questions were only asked of those who have lived in the region three years or more

Question:

Respondents were asked whether they had undertaken a variety of natural heritage related actions on their own land in the last three years. ⁴

Overall comments:

Almost half of the respondents (40%) had planted native vegetations in the last three years.⁵

A substantial proportion (40%) had also undertaken animal pest and weed control in the last three years.

Almost half (41%) had not undertaken any of these activities.⁶

Comparison with previous surveys:

Results are similar to previous surveys.

Figure 26: Percentage who had undertaken each action on their land in last three years (%)

	2004/05 (n=799)	2005/06 (n=800)	2006/07 (n=800)
Planting native vegetations	46	45	40
Animal pest and weed control	43	41	40
Fencing natural areas such as bush, wetland forest or stream. (This does not include garden fencing)	6	5	6
Formal or legal protection of the land	5	5	8
Protecting a historic place or structure	4	5	5
None of these	38	40	41

Note: More than one answer possible, percentages might add up to more than 100

⁴ The survey did not ask whether people actually own any land, and if so how much land they own. It also did not ask whether this land is in the Auckland region.

⁵ The survey did not ask whether this was on their land or as part of an organised event.

⁶ This may be because they do not have access to, or any land.

Question:

(Open-ended) 'Where would you go to find information on natural area protection and restoration, and historic heritage conservation in the Auckland Region?'

Overall comments:

Over half of respondents would ask either their local and/or the regional council for information on protection, restoration and conservation.

Nearly a third of respondents (32%) would look on the internet for information.

Comparison with previous surveys:

It is interesting to note that smaller proportions of respondents answered in all response categories when compared to last years survey – the most marked decrease was in the proportion who said they would go to their local council, from 52% in 2005/06 to 36% this year.

Figure 27: Top five places respondents would go to find information on protection, restoration and conservation (%)

	2005/06 (n=800)	2006/07 (n=798)
Your local Council	52	36
Internet	33	32
Library	27	22
Auckland Regional Council	27	18
Department of Conservation (DoC)	10	5
Don't know	10	14

Note: Answers are unprompted

More than one answer possible, percentages might add up to more than 100

Parks

Questions:

- 1) 'Are you aware that the ARC manages a network of large scale parks in the Auckland region?'
- 2) 'And how satisfied or dissatisfied would you say you are with the provision of regional parks in Auckland? (By provision I mean the number of parks and their location around the region).'

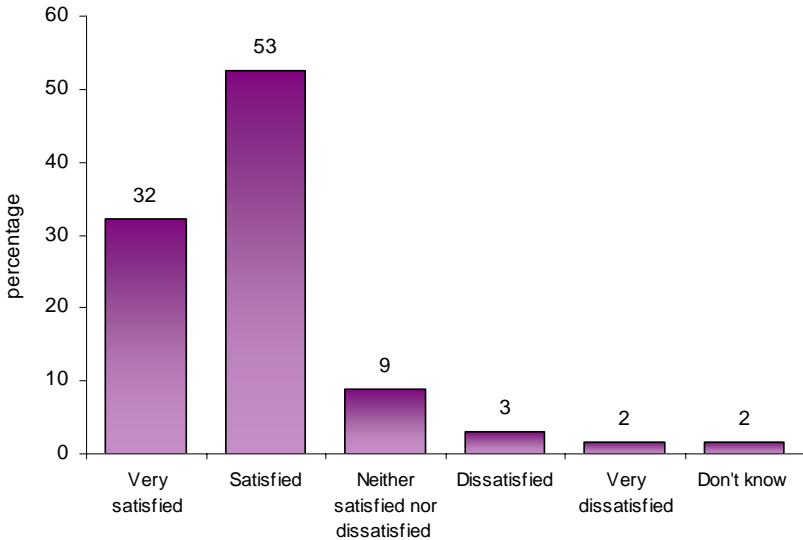
Overall comments:

The majority of respondents (85%) were aware of the ARC's network of parks.
The majority (84%) were also very satisfied or satisfied with provision of regional parks.

Comparison with previous surveys:

This question was introduced in 2005/06. However, direct comparison is not available as a different scale was used in 2005/06 - the middle option 'neither agree nor disagree' was suppressed (ie. not read out by interviewers), thereby turning the five point scale into a four point scale. In line with this year, the 2005/06 survey recorded high levels of satisfaction.

Figure 28: Satisfaction with regional parks in the Auckland region (%) (n=790)



10. SAMPLE CHARACTERISTICS

Care was taken when completing the interviews to talk to a representative sample across the region. This was achieved by filling quotas of certain demographic variables. As it is not possible to achieve adequate representation by quotas alone, the results presented in this report have also been 'weighted' in order to more accurately represent the Auckland regional population (using 2001 Census data).

The tables below show both unweighted and weighted figures.

Location	Interviews conducted		Weighted distribution	
	n	%	n	%
Rodney District	110	7	110	7
North Shore City	240	15	240	15
Waitakere City	210	13	210	13
Auckland City	497	30	490	31
Manukau City	390	24	350	22
Papakura/Franklin District	200	12	200	13
Total	1647	100	1600	100

Ethnicity	Interviews conducted		Weighted distribution	
	n	%	n	%
NZ European/other	982	60	935	58
Maori	162	10	161	10
Pacific Island	217	13	208	13
Asian	277	17	274	17
Other	9	0	22	1
Total	1647	100	1600	100

Age group	Interviews conducted		Weighted distribution	
	n	%	n	%
16 to 24 years	232	15	232	15
25 to 49 years	846	51	823	51
50 to 64 years	351	21	330	21
65 years and over+	218	13	215	13
Total	1647	100	1600	100

Household Income	Interviews conducted		Weighted distribution	
	n	%	n	%
\$0-\$19,999	97	6	95	6
\$20,000-\$29,999	144	9	140	9
\$30,000-\$49,999	277	17	268	17
\$50,000-\$69,999	303	18	294	18
\$70,000-\$99,999	298	18	291	18
\$100,000-\$149,999	253	15	245	15
\$150,000-\$199,999	65	4	62	4
\$200,000+	66	4	63	4
Refused/Don't know	144	9	140	9
Total	1647	100	1600	100

Type of dwelling	Interviews conducted		Weighted distribution	
	n	%	n	%
Lifestyle block or farm homestead	112	7	110	7
Stand alone house on a section	1232	75	1193	75
Town house or cluster housing (incl. Brick and tile flats, duplexes, cross leases)	199	12	196	12
Terraced house (houses side by side)	37	2	36	2
Low rise apartment block (2-7 storeys)	45	3	43	3
High rise apartment block (over 7 storeys)	8	1	8	1
Mixed use block (where there is residential and commercial in same building)	5	0	5	0
Other	9	0	9	0
Total	1647	100	1600	100

Length of time lived in Auckland region	Interviews conducted		Weighted distribution	
	n	%	n	%
Less than one year	24	1	23	1
One year or more but less than three	48	3	46	3
Three years or more but less than five	117	7	116	7
Five to ten years	246	15	247	15
More than ten years	1212	74	1168	74
Total	1647	100	1600	100

APPENDIX 1 – Questionnaire

AUCKLAND REGIONAL COUNCIL

ENVIRONMENTAL AWARENESS SURVEY 2006/07

Good afternoon/evening, my name is.....from Gravitas Research. We are conducting a survey on behalf of the Auckland Regional Council about how people feel about life in the Auckland region. To make sure we talk to a wide range of people in the survey, I need to speak to the person in the household 18 years or over and whose birthday is next.

Re introduce if necessary. If person is unavailable, arrange callback.

If needed: The interview will take approximately 15 minutes. I can assure you that all views given are kept completely confidential.

Just to let you know, during the course of this interview, my supervisor may listen in to check the quality of my interviewing.

Confirm Location

1	Waitakere City	n= 210
2	Franklin District	n= 100
3	Rodney District	n= 110
4	Auckland City	n= 490
5	North Shore City	n= 240
6	Papakura	n= 100
7	Manukau City	n= 350

QA To make sure we speak to a cross-section of people, can I ask which of the following best describes your age group?

(Read out. Single response)

1.	18-24 years	n=232
2.	25-49 years	n=823
3.	50-64 years	n=330
4.	65 + years	n=215
5.	(Don't read out) Don't know	Thank and close
6.	(Don't read out) Refused to answer	Thank and close

QB In order to ensure we speak to a representative group of people in the region, could you please tell me what ethnic group you belong to?

(Read out if necessary. Single response)

- | | | |
|----|--|---------------|
| 1. | New Zealand European/Pakeha | n= 935 |
| 2. | Maori | n= 161 |
| 3. | Pacific Peoples | n= 208 |
| 4. | Asian (includes Indian, Chinese, Korean etc) | n= 274 |
| 5. | Other European (includes Australian, South African, British, American etc) | |

Include in NZ European/Pakeha quota

- | | | |
|----|---|------------------------|
| 6. | Other (Specify) | n= 22 |
| 7. | (Don't read out) Don't know | Thank and close |
| 8. | (Don't read out) Refused to answer | Thank and close |

Check quotas

Code: 1	Male	n= 765
2	Female	n= 835

Check quotas

QC How long have you lived in the Auckland Region?

Interviewer: This is total time lived in Region in lifetime

If needed: The Auckland Region extends from Wellsford in the north to the Bombay Hills in the south.

(Read out if necessary. Single response)

1. Less than one year
2. One year or more, but less than three
3. Three years or more, but less than five
4. Five to ten years
5. More than ten years
6. **(Don't read out)** Don't know
7. **(Don't read out)** Refused to answer

Ask all respondents:

QD What type of dwelling do you currently live in?

(Read out. Single response)

1. Town house or cluster housing (incl. Brick and tile flats, duplexes, cross leases)
2. Terraced house (houses side by side)
3. Low rise apartment block (2-7 storeys)
4. High rise apartment block (over 7 storeys)
5. Mixed use block (where there is residential and commercial in same building)

6. Lifestyle block or farm homestead
7. Stand alone house on a section
8. Other (**Specify**)
9. Don't know

Throughout this survey, I am going to be talking about the Auckland region. The Auckland region extends from Wellsford in the north to the Bombay Hills in the south.

1. VALUES

Ask all respondents:

Q1 Overall, would you say the Auckland Region is...

(Rotate codeframe – either 1 to 5 or 5 to 1. Read out. Single response)

1. A great place to live
2. A good place to live
3. An okay place to live
4. A not so good place to live
5. A terrible place to live
6. (**Don't read out**) Don't know/Not sure

2. ENVIRONMENTAL CONCERN

Thinking about how you feel about the environment in the Auckland region.

Ask all respondents:

Q2 Overall, how concerned or unconcerned would you say you are about the environment in the Auckland region in general? Would you say you are...

(Rotate code frame – either 1 to 5 or 5 to 1. Read out. Single response)

- 1 Very concerned
- 2 Concerned
- 3 Neither concerned nor unconcerned
- 4 Not concerned
- 5 Not at all concerned
- 6 (**Don't read**) Don't know

Ask all respondents:

Q3 In your opinion, what is the most important environmental problem existing in the Auckland region at present?

Ask of all respondents. Select random of five to be asked of each respondent (minimum sample size of n=800 for each question):

Q4 I would like you to tell me how concerned or unconcerned you are about each of the following issues that face the Auckland Region and its community. Thinking about ...in the Auckland region, would you say you are:

Rotate and read out. Single response for each

- Loss of native plants and animals
- Water pollution, including polluted beaches, harbours and streams
- Loss of streams and wetlands, bush and forests
- Urban sprawl – by that I mean, the boundaries of urban areas moving outwards and taking over rural land
- Effects of infill housing and housing intensification (**If needed:** By infill housing, I mean putting additional houses on a section). (**If needed:** By housing intensification I mean increasing the number of people that can live on a piece of land by building apartments or terraced housing)
- Air pollution from traffic
- Air pollution from domestic fires in winter
- Destruction of important heritage sites such as historic buildings and archaeological sites
- Modification of volcanic cones and landscapes **If needed:** For example, through quarrying

(Rotate codeframe – either 1 to 5 or 5 to 1. Read out. Single response for each)

1. Very concerned
2. Concerned
3. Neither concerned nor unconcerned
4. Not concerned
5. Not at all concerned
6. **(Don't read out)** Don't know

Ask of all respondents. Select random of six to be asked of each respondent (minimum sample size of n=800 for each question):

Q5 Now I am going to read out a series of statements and I would like you to tell me how strongly you agree or disagree with each. Would you say you

(Rotate codeframe – either 1 to 5 or 5 to 1. Read out).

1. Strongly agree
2. Agree
3. Neither agree nor disagree
4. Disagree
5. Strongly disagree
6. **(Don't read out)** Don't know

that ...

Rotate and read out. Single response for each

- More roads will make it easier to get around Auckland.
- I have enough information to understand how I can help myself and my family or household in the event of an emergency
- Better public transport will make it easier to get around Auckland
- **If don't live in a terraced house, low-rise apartment or high-rise apartment, ask:** A terrace house (houses joined side by side) or an apartment might suit me at some stage in the future
- **If live in a terraced house, low-rise apartment or high-rise apartment, ask:** A terrace house or an apartments suits me at the moment
- The ARC gives the public enough say in the decision that affect them
- The ARC gives me the opportunity to get involved in issues I care about
- Overall, you have confidence that the Auckland Regional Council makes decisions that are in the best interests of the region.

3. INTENSIFICATION:

I now would like to ask you a range of questions related to different aspects of the natural and manmade environment.

Ask of random selection of n=800 respondents.

Q6 Firstly, I want to ask you about some aspects of your neighbourhood. How satisfied or dissatisfied would you say you are with:

Rotate and read out. Single response for each

- The look and feel of the neighbourhood
- Access to parks and other open space
- Availability of public transport
- The distance you have to travel to get to work/study
- Quality and style of new buildings in your neighbourhood
- Noise level in your neighbourhood

Would you say you are:

(Rotate codeframe – either 1 to 5 or 5 to 1. Read out. Single response)

1. Very satisfied
2. Satisfied
3. Neither satisfied nor dissatisfied
4. Dissatisfied
5. Very dissatisfied
6. **(Don't read out)** Don't know
7. **(Don't read out)** Not applicable

Ask of all respondents:

Skip if haven't lived in Auckland region for three years or more

Q7a Would you say your neighbourhood has

(Rotate codeframe – either 1 to 3 or 3 to 1. Read out. Single response)

1. Improved over the last three years
2. Stayed the same **Skip to Q8**
3. Got worse over the last three years
4. **(Don't read out)** Don't know **Skip to Q8**

If answered "improved" in Q7a, ask:

Q7b Why do you say that?

(Don't read out. Multiple response. Probe "What other reasons?")

1. Better rubbish/recycling collection
2. Less crime/violence/gangs
3. Less graffiti
4. Better dog control
5. Less water pollution
6. Less air pollution
7. Less traffic congestion
8. Nice neighbours
9. New community centre / new facilities
10. Improved quality of housing
11. More/improved amenities – shopping centre, supermarket etc.
12. Other **(Please state)**
13. Don't know

If answered "got worse" in Q7a, ask:

Q7c. Why do you say that?

(Don't read out. Multiple response. Probe: "What other reasons?")

1. Increase in graffiti
2. Increase in crime/violence/gangs
3. Increase in litter/rubbish
4. Neighbours less caring
5. Noisy neighbours
6. Poor dog control
7. More water pollution
8. More air pollution
9. Traffic congestion
10. Other **(Please state)**
11. Don't know

4. REGIONAL GROWTH STRATEGY

Thinking about the growth of the Auckland region.

Ask of all respondents

Q8 Have you heard of the Auckland Regional Growth Strategy?

(Don't read out. Single response)

1. Yes
2. No
3. Not sure

If yes to Q8, then ask Q9. Else, go to Q10

Q9 What do you think is the purpose of the Auckland Regional Growth Strategy?

(Don't read out. Multiple response. Probe for clarity if necessary)

1. To manage/control growth of the Auckland region
2. To protect the natural environment
3. To develop/support public transport
4. To control/plan for/reduce urban sprawl
5. To provide a better overall living environment/better place for living in
6. To provide a wider range of housing choices and developments
7. To help businesses grow and expand/to provide land for businesses
8. To build / plan for roads/motorways
9. To ensure there are enough parks and 'green space' for Aucklanders
10. Other (**Specify**)
11. Don't know

Ask of all respondents

Q10 The Regional Growth Strategy seeks to manage future population growth by allowing higher density development in some places and limiting urban sprawl. Would you say that you?

If needed: By urban sprawl, I mean the boundaries of urban areas moving outwards and taking over rural land

(Rotate codeframe – either 1 to 5 or 5 to 1. Read out. Single response)

1. Strongly agree with this Strategy
2. Agree
3. Neither agree nor disagree
4. Disagree
5. Strongly disagree with this Strategy
6. *(Don't read out)* Don't know – No opinion

5. HOUSING

This next section is about the house or apartment where you currently live.

Q11. I am going to read out a few statements about your housing situation and I would like you to tell me how strongly you agree or disagree with each. Would you say you

(Rotate codeframe – either 1 to 5 or 5 to 1. Read out).

1. Strongly agree
2. Agree
3. Neither agree nor disagree
4. Disagree
5. Strongly disagree
6. ***(Don't read out)*** Don't know

that:

(Rotate and read out)

- your housing costs are affordable. By housing costs I mean things like your rent or mortgage, rates, house insurance, and house maintenance.
- the type of house or apartment that you live in suits your needs and the needs of others in your household
- the location of your house or apartment suits your needs and the needs of others in your household By location, I mean the general area or neighbourhood you are living in

6. EMERGENCY MANAGEMENT

Ask this section of random selection of n=800 respondents.

Q12. How concerned or unconcerned are you about the potential for natural or manmade disasters in the Auckland region in your lifetime? Would you say you are:

(Rotate codeframe – either 1 to 5 or 5 to 1. Read out. Single response for each)

1. Very concerned
2. Concerned
3. Neither concerned nor unconcerned
4. Not concerned
5. Not at all concerned
6. ***(Don't read out)*** Don't know

Q13. What steps have you or others in your household taken to prepare yourself and your household for natural or manmade hazards or disasters? ***If needed:*** By hazards or disasters, I mean major events that happen that may pose a risk to people and their property.

(Don't read out. Multiple response)

1. Stored water for self (and others in household)
2. Stored food for self (and others in household)
3. Radio and batteries
4. Torch
5. First aid kit
6. Stored important documents together
7. Made an emergency plan for contacting household members
8. Essential medicines
9. Emergency supplies for pets
10. Protective clothing (gloves, sturdy shoes)
11. Emergency blankets/sleeping bags
12. Plastic bags and buckets
13. Face and dust masks
14. Hygiene needs (eg soap)
15. Portable cooker
16. Baby supplies
17. None
18. Don't know

7. AIR QUALITY

Thinking about the quality of the air in the Auckland region.

Ask this section of random selection of n=800 respondents.

Q14 In the last six months, have you personally done anything that you considered was helping improve Auckland's air quality?

(Don't read out. Single response)

1. Yes
2. No **Skip to Q16**
3. Don't know **Skip to Q16**

If yes:

Q15 What did you do?

(Don't read out. Multiple response. Probe for clarity if necessary)

1. Tuned car regularly
2. Stopped using open fireplace
3. Decided to go with gas fire
4. Joined Big Clean Up or air quality group
5. Stopped burning garden waste
6. Changed to a gas fire or a heat pump
7. Started walking, cycling instead of using the car
8. Started taking public transport instead of using the car
9. Carpooled with another driver
10. Planted trees
11. Other **(Specify)**

8. COASTAL

Ask this section of random selection of n=800 respondents.

Q16 Looking at the coastline in the Auckland region, do you think that....

(Rotate codeframe – either 1 to 3 or 3 to 1. Read out. Single response)

1. The coast could be built up more, provided all developments were in keeping with the natural environment
2. There is at present a good balance between built elements and natural environment on the coastline
3. There are too many built elements such as sea walls, boat sheds, culverts and houses
4. **(Don't read out)** No opinion, not sure

9. BIOSECURITY

Ask this section of random selection of n=800 respondents.

Thinking about protecting our native plants and animals.

Q17 Do you know if any plants have been banned from sale at garden centres?

(Don't read out. Single response)

1. Yes
2. No
3. Not sure

Q18. Who or what organisation is responsible for removing ... *insert pest from list below* from both private and public land? .

Rotate and read out pests. Don't read out organisations. Multiple response for each:

- gorse ***If needed:*** Gorse is a green spiky weed that invades pastoral land, forests and other natural habitats.
 - the noxious weed, Old Man's Beard ***If needed:*** Old Man's Beard is a woody, climbing plant which has small white flowers between December and May. It forms a thick blanket that kills other plants and trees and is a serious threat to the native forest.
1. Auckland Regional Council
 2. Local Council
 3. Department of Conservation
 4. Landowner/land occupier
 5. Private pest controller
 6. Animal control/SPCA
 7. Other (***Please state***)
 8. Don't know
 9. Don't know what this pest is/never heard of this

10. HERITAGE

Ask this section of random selection of n=800 respondents.

Thinking about looking after the natural and historical heritage of Auckland.

Ask of those living in Auckland Region for three years or more:

Q19 Do you feel you know more now about the Auckland region's historical heritage than you did three years ago?

(Don't read out. Single response)

1. Yes
2. No
3. Not sure

Ask of those living in Auckland Region for three years or more:

Q20 And do you feel you know more now about the Auckland region's natural environment and bio-diversity than you did three years ago?

(Don't read out. Single response)

1. Yes
2. No
3. Not sure

Q21 In the last three years, have you undertaken any of the following on your own land?

(Read out. Multiple response)

1. Planting native vegetations
2. Fencing natural areas such as bush, wetland forest or stream. This doesn't include garden fencing
3. Formal or legal protection of the land
4. Animal pest and weed control
5. Protecting a historic place or structure
6. ***(Don't read out)*** None of these

Q22 Where would you go to find information on natural area protection, restoration, and historic heritage conservation in the Auckland Region?

(Don't read out. Multiple response. Probe for clarity if necessary)

1. Department of Conservation (DOC)
2. Ministry of Agriculture and Forestry
3. Auckland Regional Council
4. Your local Council
5. New Zealand Historic Places Trust
6. Internet
7. Library
8. Citizen's Advice Bureau
9. Other ***(Specify)***
10. Don't know
11. Would never seek this kind of information

11. PARKS

Ask this section of random selection of n=800 respondents.

Now just a quick question about parks in the Auckland region.

Q23. Are you aware that Auckland Regional Council manages a network of large scale parks in the Auckland region?

Don't read out. Single response

1. Yes
2. No
3. Don't know

Q24. The Auckland Regional Council Parks network is made up of 25 different parks throughout the Auckland region. These parks are large pieces of land which have recreational, historic and ecological value. How satisfied or dissatisfied would you say you are with the provision of regional parks in Auckland. By provision I mean the number of parks and their location around the region. Would you say you are:

(Read out. Single response)

1. Very satisfied
2. Satisfied
3. Neither satisfied or dissatisfied
4. Dissatisfied
5. Very dissatisfied
6. *(Don't read out)* Don't know

12. PERFORMANCE

These next questions are about the Auckland Regional Council.

Ask of all respondents:

Q25 Had you heard of the Auckland Regional Council before I called you?

(Don't read out. Single response)

1. Yes
2. No **To Q27**
3. Not sure **To Q27**

Ask of all respondents:

Q26 From what you know about the Auckland Regional Council overall, would you say that you:

(Rotate codeframe – either 1 to 5 or 5 to 1. Read out. Single response)

1. Strongly support its role in the region
2. Support
3. Neither support or oppose
4. Oppose
5. Strongly oppose its role in the region
6. ***(Don't read out)*** Don't know

Ask of all respondents:

Q27 The Auckland Regional Council's responsibilities include regional planning for growth and transport, managing regional parks, protecting Auckland's heritage, its coastlines, water and air quality. Given its function, would you say that the ARC is fulfilling its role in the Auckland regional community ...?

(Rotate codeframe – either 1 to 5 or 5 to 1). Read out. Single response)

1. Exceptionally well
2. Very well
3. Quite well
4. Not too well
5. Not well at all
6. ***(Don't read out)*** No opinion

13. ARC SERVICES

Ask of all respondents:

Q28 Have you ever heard of...

Rotate and read out. Single response for each.

- The Hazmobile
- Maxx Regional Transport
- The Pollution control hotline

1. Yes
2. No
3. Don't know

14. DEMOGRAPHICS

Finally I just have one question about your household. This is just to ensure that we have a good cross-section of people in the survey.

Ask of all respondents:

Q29. Which best describes your household's annual income before tax?

(Read out. Single response).

1. Less than \$20,000 per year
2. Between \$20,001 and \$30,000 per year
3. Between \$30,001 and \$50,000 per year
4. Between \$50,001 and \$70,000 per year
5. Between \$70,001 and \$100,000 per year
6. Between \$100,001 and \$150,000 per year
7. Between \$150,001 and \$200,000 per year
8. More than \$200,000 per year
9. ***(Don't read)*** Refused
10. ***(Don't read)*** Don't know

Those are all the questions I have. Thank you for your time today. In case you missed it, my name is from Gravitas Research. If you have any questions regarding this survey, you can contact Monica Ludolph on 0508 RESEARCH. Thanks again for your time. Good bye.