



*insight and
inspiration*

Colmar Brunton
A Millward Brown Company

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Attention	Craig McKendry
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National survey 2007: Knowledge of, and participation in, local government – Final report

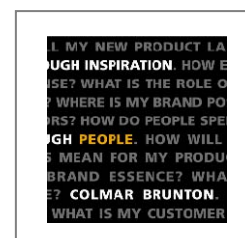


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EXECUTIVE SUMMARY

The Local Government Commission (LGC) has commissioned several pieces of research to gather information concerning how the Local Government Act 2002 and Local Electoral Act 2001 are implemented on a practical level and whether or not they are operating as intended.

This report presents the findings of a survey concerned with knowledge of and participation in local government, and motivations and barriers to voting in the 2007 local elections. In particular, this survey moves beyond awareness of the more 'traditional' services and facilities provided by council, to determine New Zealanders' awareness and understanding of the *wider role* of local government – to promote the overall wellbeing of communities.

A telephone survey of 1035 New Zealanders aged 18+ was conducted from 19 November to 20 December 2007.

Key findings are highlighted below:

Knowledge of local government

- Over half of all New Zealanders aged 18+ (54%) stated they have at least 'some' knowledge of council. However, a significant proportion (45%) feels that they know very little. Nearly a quarter of New Zealanders aged 18+ (22%) are not aware there is a difference between local council and regional council, and 30% have never heard of community boards.
- New Zealanders tend to know more about city or district councils than regional councils or community boards. Five in every ten New Zealanders aged 18+ (22%) have 'a lot' of knowledge of their city/district council, compared to only 14% who have 'a lot' of knowledge of regional councils, and 13% who have 'a lot' of knowledge of community boards.
- Non-voters, those who do not pay rates, and younger New Zealanders have less knowledge than others about all realms of local government.
- One in four New Zealanders aged 18+ (41%) is aware that their council is required to produce a Long Term Council Community Plan, and 31% are aware their council carries out representation reviews.

Awareness of the role of council

- New Zealanders are able to name a wide variety of public services and facilities provided by council. Those that first come to mind are the provision or management of roads and road safety services (19%), water and sanitation services (16%), and rubbish collection and disposal services (15%).
- Ratepayers tend to be more knowledgeable about the role of council than non-ratepayers. On average, ratepayers mention 4.2 council services, compared to non-ratepayers who mention 3.2 services.
- Consistent with previous research (LGNZ ratepayer survey 2006/7), differences are observed between urban and rural residents, and these tend to reflect the services that urban and rural

residents are either more likely to use, or that are more directly relevant to their everyday lives. For example, urban residents are more likely than rural residents to mention parks, gardens, and reserves (35% versus 23% of rural residents) and sports facilities (20% versus 13% of rural residents). Rural residents are more likely to mention water and sanitation services (50% versus 38% of urban residents) and dog control (12% versus 5% of urban residents).

Awareness of the wider role of council

- More than half of all New Zealanders aged 18+ are unaware of the wider purpose of council (55%) - to promote the overall wellbeing of their communities.
- Community wellbeing is most commonly associated with social wellbeing. When asked what 'community wellbeing' means to them, nearly three quarters of New Zealanders aged 18+ describe services that promote the social wellbeing of their community (73%). Fewer New Zealanders think of services that promote environmental wellbeing (34%), economic wellbeing (21%), or cultural wellbeing (15%).
- The majority of New Zealanders (88%) feel it is important that their council promotes the overall wellbeing of their community. Maori voters are significantly more likely than others to feel that the promotion of community wellbeing is very important (77% compared to 60% of non-Maori voters and 54% of all non-voters).
- Views about councils' contributions to community wellbeing are mixed. Forty four percent of New Zealanders are satisfied with their council's contributions, while 21% are dissatisfied and almost one third are neither satisfied nor dissatisfied (31%).
- We asked those who were satisfied or dissatisfied to tell us the reasons for their answer. The main reasons for being satisfied are perceptions that councils do a good job and work hard (33%) and that councils provide good services and facilities (31%). The main reasons for being dissatisfied are perceptions that council does little to promote community wellbeing, or that this work is not visible (36%), perceptions of poor council planning and management (27%), or the belief that some council services and public facilities are inadequate (21%).

Considering the needs of future generations

- Sixty five percent of New Zealanders aged 18+ agree that councils consider the needs of future generations, and 18% disagree.
- We asked respondents to tell us the reasons why they agree or disagree. Main reasons for disagreeing were perceptions that councils only consider short term plans or that they lack long term planning (23%), and that there is a lack of public consultation or community involvement regarding council decisions (13%).
- Reasons for agreeing were less specific, with 43% of those who agree stating that council must consider the needs of future generations or accept responsibility for long term planning. This quite general answer may be an indication that many New Zealanders trust or assume that future generations are *always* considered in *all things* that councils do.

Participation in council decisions

- Around four in every five New Zealanders aged 18+ (82%) feel it is important that they have a say in the decisions of council, and just over two thirds (67%) say they are likely to give their views to council about an issue they feel is important.

- We asked respondents for the reasons they are likely or unlikely to give their views. The main reasons for being likely to provide views to council are a sense that it is important to 'have a say' and participate (49%), concern regarding the impact of council decisions (22%), and that it is important to make council aware of a variety of issues and views (20%).
- The main reasons for being unlikely to provide views to council are apathy or lack of interest (39%) and the perception that giving views will not achieve anything or make a difference (25%).
- The following demographic differences were observed:
 - Older New Zealanders, aged 35 and above are more likely to say they would give their views than those aged 18 to 34 (72% of those aged 35 or above said very/quite likely, compared to 57% of those aged 18 to 34).
 - Those with a combined income over \$50,000 per year are more likely to say they would give their views than those with an income of \$50,000 or less (71% of those with a combined income over \$50,000 said very/quite likely, compared to 64% of those with an income of \$50,000 or less).

Influencing council decisions

- We asked respondents to tell us all the ways that members of the public can influence council. Only 3% stated the public could not influence the decisions their councils make.
- The most common response was writing a letter to council (26%), followed by voting in the local elections (23%). Voters were more likely than non-voters to mention formal processes, such as making a written submission (18% versus 11%), attending formal council meetings (19% versus 11%), and attending or holding public meetings (18% versus 10%).
- We asked respondents how much influence they think a variety of methods can have on council decisions. Voting is perceived to have the greatest influence over council decisions (79% of New Zealanders aged 18+ say voting has at least 'some' influence). Personally meeting with councillors, and attending council and public meetings are perceived to have a similar influence on council decisions, with 69% saying that these methods have a least 'some' influence. Making a written submission is perceived to have the least influence, however 62% do believe that a written submission has at least 'some' influence on council decisions.

Motivations and barriers to voting

Consistent with the post-election survey, those who vote tend to be:

- Older (62% of those age 45+ voted, compared to 39% of 35 to 44 year olds and 16% of 18 to 34 year olds)
- NZ European (49% voted, compared to 35% non-NZ European)
- Living with a partner or spouse (49% voted, compared with 32% of those not living with a partner or spouse).
- Ratepayers (49% of ratepayers voted, compared to just 13% of non-ratepayers). This latter demographic was not explored in the post election survey.
- Consistent with the post-election survey, there is no statistically significant association between voting behaviour and income.

- Also consistent with the recent post-election survey, for voters, their motivations to vote centre around having a say or influencing the outcome of the election (73%) and a sense of democratic duty and responsibility (41%).
- This research also investigated the barriers to voting among those who did not vote. Consistent with the post-election survey, key barriers to voting are apathy or lack of effort (30%) or being too busy and running out of time (21%). Lack of information about candidates (30%) is also a significant barrier, and like the post-election survey, this was reflected in non-voters suggestions for encouraging voting. One quarter of non-voters (25%) suggested that more information be provided about candidates and their policies.

Voting in the local elections vs voting in the general election

- The majority of all respondents (81%) say that they usually vote in the general election. Nearly all those who voted in the recent local elections say that they usually vote in the general election (94%).
- We asked all those who did not vote in the recent local elections for the reasons why they would usually vote in the general election but not the local elections. The main reasons centre around perceptions that central government elections have more impact or are more important (33%) and that there is more awareness and information available about each general election, including information about candidates' policies and key election issues (30%).

CONCLUSIONS

This national survey of voters and non-voters provides insight into New Zealanders' perceptions of council, as well the motivations and barriers to participating in local government.

A significant proportion of New Zealanders feel they have little knowledge of their council. However most are able to name a variety of services or facilities their council provides. Consistent with previous research, when New Zealanders think about what their council does, they tend to describe some of the most visible services and facilities, such as those relating to water sanitation, roads, rubbish collection, and recreation or cultural facilities.

Opportunities exist to increase public awareness of the *wider role* of council, as well as the scope of the term 'community wellbeing'. This research demonstrates that many New Zealanders are currently unaware that their council is required to promote the overall wellbeing of their community. In addition to this, when prompted to consider community wellbeing, a majority of New Zealanders consider the promotion of social wellbeing. Fewer consider other facets of the concept, such as environmental, cultural, or economic wellbeing.

It is noteworthy that the vast majority of New Zealanders feel it is important that council identifies and promotes the wellbeing of their community. If more New Zealanders were aware of the wider role of council, and if the common conception of community wellbeing were widened, a by-product may be an increased perception that the work of council is important and relevant to the lives of everyday New Zealanders.

This survey illustrates that having a say in council decisions is important to New Zealanders, and that many New Zealanders would give their views to council on an issue they feel is important. On the surface, these results may seem at odds with current levels of engagement with local government, and also the difficulty we experienced in getting non-voters to take part in this survey. However these findings may be illustrative of an underlying perception that the decisions made by local government have less impact on the lives of New Zealanders than those made by central government. Indeed, perceptions that 'central government has more of an impact / is more important' were among the key reasons that people gave for voting in the general election but not the recent local elections.

Finally, consistent with the recent post-election survey, many New Zealanders feel that they know little about local government candidates and their policies. This was one of the key barriers to voting in the local elections, and the main suggestion from non-voters for encouraging them to vote next time around. In addition to this, the present survey demonstrates that the availability of information is one of the key reasons why people vote in the general election, but not the recent local elections. It seems that New Zealanders do not feel comfortable voting unless they feel informed about the candidates, their policies, and the issues at hand.

BACKGROUND AND OBJECTIVES

The Local Government Commission (LGC) is carrying out an operational review of the Local Government Act 2002 and Local Electoral Act 2001. Accordingly, the Commission requires information concerning how the Acts are actually implemented on a practical level and whether or not they are operating as intended. As part of this review, the Local Government Commission requires information concerning residents' experiences and perceptions of opportunities to participate in local government decision making. 'Participation' in this context encompasses the following:

- Voting in local elections.
- Directly inputting into local authority decision-making (through, for example, such mechanisms as making written submissions or attending council meetings).

To this end the Local Government Commission contracted Colmar Brunton to undertake three pieces of research aimed at obtaining residents (the public) views and experiences:

- *Post (local) elections survey 2007*: examines voting behaviour of electors (people who were eligible to vote) and the impact of various sources of advertising and other information on voter understanding and behaviour. The survey report is available at www.lgc.govt.nz on the legislative review page.
- *National survey: Knowledge of, and participation in, local government*. The results of that survey form the subject of this report.
- *Interviews and survey of residents (individuals and community groups) who have inputted to council decision*. 24 in-depth interviews, supported by a telephone survey of a further 300. The research report is being compiled at the time of finalising this report and, once again, will ultimately be available on the Local Government Commission's website.

Similarly, the Local Government Commission is interested in gaining an insight into council officers' views of, and experience with, public participation as one input to council decision making. Accordingly in addition to the exploration of this issue the Commission has, or will make directly, the Commission contracted Colmar Brunton to undertake a fourth piece of research being an on-line survey of all New Zealand's local authorities (85 in number). At the time of compiling this report, that survey was yet to be conducted.

This current report (*National survey: Knowledge of, and participation in, local government*) presents the findings of a national survey of voters and non-voters. The survey is concerned with knowledge of council, awareness of the role of council, including the wider role of promoting community wellbeing, and participation in local government, including motivations and barriers to voting.

RESEARCH METHODOLOGY

A national telephone survey of 1035 people aged 18+ was conducted from 19 November to 20 December 2007. Households were randomly selected and, within each household, the person aged 18+ with the next birthday was interviewed.

Quotas were set for voters and non-voters to ensure the final sample was not unduly biased towards voters. Non-voters were particularly difficult to survey. This is perhaps a reflection of their disengagement with local government issues.

Fifty three booster interviews were conducted with Maori to ensure that the final sample of 1035 included at least 150 Maori voters and non-voters.¹

The response to the survey is 19%, and the response to the booster interviews is 8%.² The questionnaire used is appended.

Weighting

In any survey of the general public, certain groups of people tend to be over-surveyed (in particular, older females) while others (in particular, young males) are under-surveyed compared to Statistics New Zealand Census population statistics. This is due to non-response bias and the sampling approach taken in only interviewing one person per household³. To correct for this, it is standard practice to weight⁴ surveys of the general population so that final sample reflects known population characteristics on key demographic variables.

To match national population characteristics, data has been weighted by:

- age and gender (males 18-30, 30-44, 45-59, 60+ and females 18-30, 30-44, 45-59, 60+) according to Statistics New Zealand Census population characteristics,
- ethnicity (Maori, European, Pacific and Asian) according to Statistics New Zealand Census population characteristics,

¹ These booster interviews were conducted because telephone surveys tend to under represent Maori.

² This is a below expect response rate, but is not unreasonable for a random telephone survey of the general public. One reason for the response rate being low is that fieldwork was extended into the weeks leading up to Christmas (when many people are busy or not at home). This was necessary due to difficulty getting non-voters to take part in the survey. Because telephone surveys of the general public (which do not involve working from lists of named people) do not generate high responses rates, there is an increased possibility of significant non-response bias; that is, those who responded to the survey differ in some meaningful way from those who chose not to respond to the survey. The possibility of this has been reduced through quotas (for voters/non-voters) and weighting of the data (by age, gender, and ethnicity as well as voters/non-voters). Weighting is discussed in detail later in the 'research methodology' section.

³ Interviewing one person per household is important to avoid 'cluster' effects which can occur when respondents are known to each other (these would occur if we interviewed two people in the same household).

⁴ A weighting factor is applied to each respondent according to their demographic characteristics. Respondents in demographic groups that have been under-surveyed are given a higher weighting factor while respondents in demographic groups that have been over-surveyed are given a lower weighting factor. The final weighted sample exactly matches Statistics New Zealand Census population data on variables used in the weighting process.

- voter/non-voter characteristics across New Zealand as a whole, according to information provided by the Local Government Commission (a provisional figure of 43.4% voter turnout in the 2007 local elections).

Definition of income

Respondents without partners were asked for their annual personal gross income. Respondents with partners were asked for their joint gross income (ie, the sum of their own personal income and that of their partner). All analyses involving income in this report are based on these definitions.

The following income bands were used in this survey: \$20,000 or less, over \$20,000 to \$30,000, over \$30,000 to \$40,000, over \$40,000 to \$50,000, over \$50,000 to \$60,000, over \$60,000 to \$80,000, over \$80,000 to \$100,000, over \$100,000 to \$120,000, over \$120,000 to \$140,000, over \$140,000 to \$160,000, and over \$160,000.

Where results have been analysed by income, we report on statistically significant trends, or on differences observed between those earning a higher or lower income. We do not report on differences that relate to just a single income band.

Definition of ratepayer

To determine ratepayer status, we asked all respondents whether their household pays council rates. This was the preferred approach because we felt that the question “Are you a ratepayer?” may be confusing for those who own their home, but who are not the person responsible for actually paying the council rates bill.

The final sample under-represents non-ratepayers to some degree, with 83% (weighted) of respondents indicating that their household pays council rates. The 2006 Census indicated that 67% of households own or part own the home that they live in. Like non-voters, non-ratepayers are less engaged overall with local government, and are less likely to participate in surveys about council.⁵

Categorisation of responses to open-ended questions

Where questions were completely open-ended (and unprompted), responses are recorded verbatim by interviewers. These responses are then coded into like categories post fieldwork. A specific category is developed when three or more like responses are identified.

⁵The survey findings support this. Ratepayers are less likely to have voted in the recent local elections, they are less knowledgeable about all realms of council, including community boards and council processes, and they are less likely to be aware of the wider role of council.

SAMPLE PROFILES

This section provides a profile of the final sample.

The first table profiles respondents on key demographic variables.

Table 1a: Demographic profile

Demographic variable	(n=1035) %
Gender	
Male	48
Female	52
Age	
18-24 years	15
25-34 years	16
35-44 years	21
45-54 years	20
55-69 years	18
70+ years	11
Ethnic group	
NZ European	57
Maori	14
Pacific	7
Asian	12
Other	12
Income	
\$20,000 or less	15
\$20,001 to \$30,000	12
\$30,001 to \$40,000	12
\$40,001 to \$50,000	11
\$50,001 to \$60,000	8
\$60,001 to \$80,000	12
\$80,001 to \$100,000	7
\$100,001+	15
Ratepayer status	
Ratepayer	83
Non-ratepayer	11
Don't know	8
Partner status	
Partner or spouse	65
No partner/spouse	35

Source: Q1a, and Q7a-g

This table profiles respondents by location.

Table 1b: Location of residence

Location	(n=1035) %
Main city	58
Provincial city/town	15
Rural	26

Source: Call data were used to determine location of residence

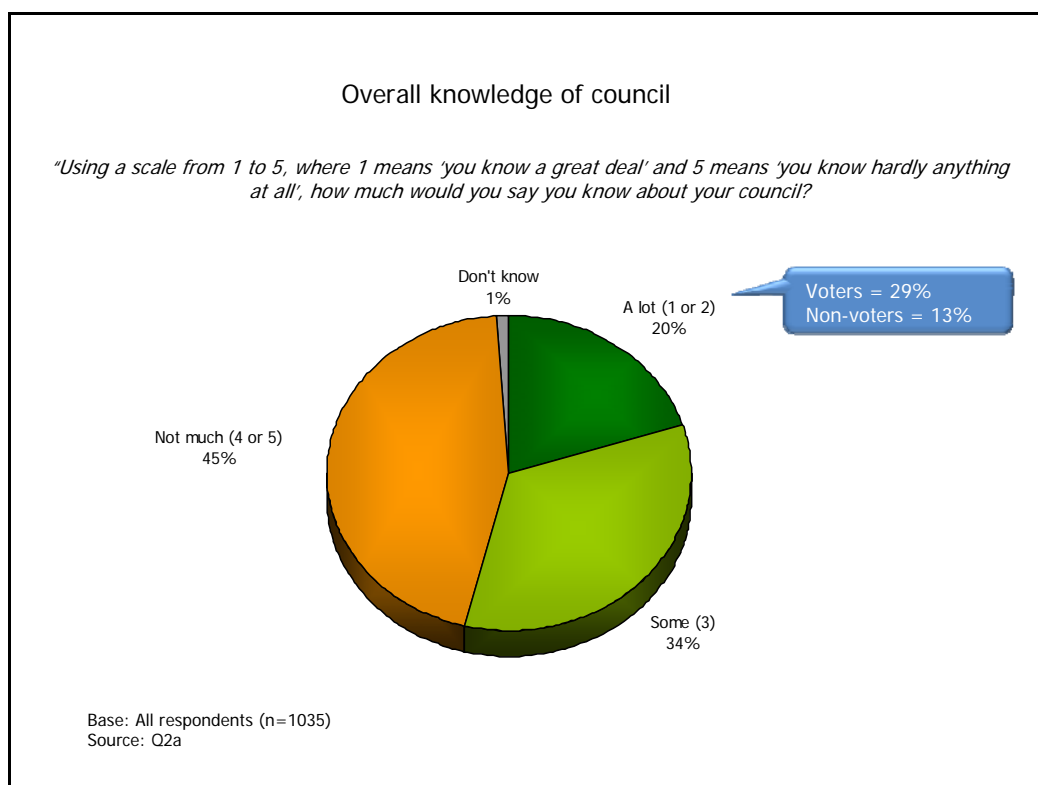
DETAILED FINDINGS

KNOWLEDGE OF LOCAL GOVERNMENT

This section discusses the knowledge that New Zealanders' feel they have about local government overall, and about local council, regional council, and community boards. This section also addresses public awareness of council processes.

Overall knowledge of council

Respondents were asked to rate their overall knowledge of council using a scale from 1 (know a great deal) to 5 (know hardly anything at all). Results are displayed in the chart below. For ease of analysis, responses have been grouped as follows: 1 or 2 (a lot of knowledge), 3 (some knowledge), 4 or 5 (not much knowledge).



The largest proportion of New Zealanders aged 18+ (45%) say they do not know much about their council, and one in five (20%) say they know 'a lot' about their council. Voters are more likely than non-voters to say that they know 'a lot' (29% versus 13%).

Demographic analysis

Those who know a lot about council (ie, a rating of 1 or 2) are more likely to be:

- Ratepayers (23% versus 8% who are not ratepayers)
- 35 years of age or over (25% versus 7% of those aged 18 to 34)
- Those with a combined income over \$50,000 per year (25% versus 16% of those with an income of \$50,000 or less)
- New Zealand European (23% versus 15% non-NZ European)

- Men (25% versus 15% of women).

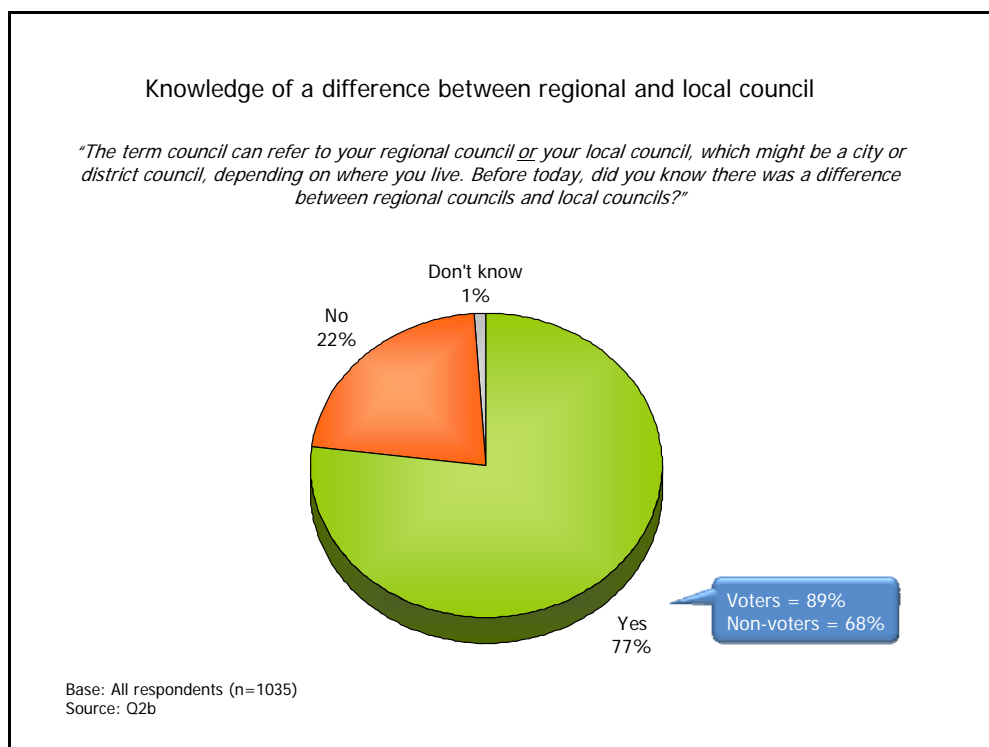
Conversely, those who do not know much about council (ie, a rating of 4 or 5) are more likely to be:

- Non-ratepayers (76% versus 38% of ratepayers)
- Younger New Zealanders, aged 18 to 34 (71% versus 34% of those 35 or over)
- Those with a combined income of \$50,000 or less per year (51% versus 39% of those with an income over \$50,000)
- Asian or Maori (65% of Asian people and 53% of Maori, versus 38% NZ European and 45% Pacific people).

Knowledge of regional and local council

Awareness of a distinction between regional and local council

We sought to gain an understanding of New Zealanders' knowledge of both regional and local council. Firstly, all respondents were asked whether they knew there was a difference between the two.



As can be seen above, more than three quarters (77%) of New Zealanders are aware that there is a difference between regional and local council. Voters are more likely than non-voters to be aware that there is a difference (89% versus 68%).

Just over one in every five New Zealanders (22%) is not aware of a difference between local and regional council.

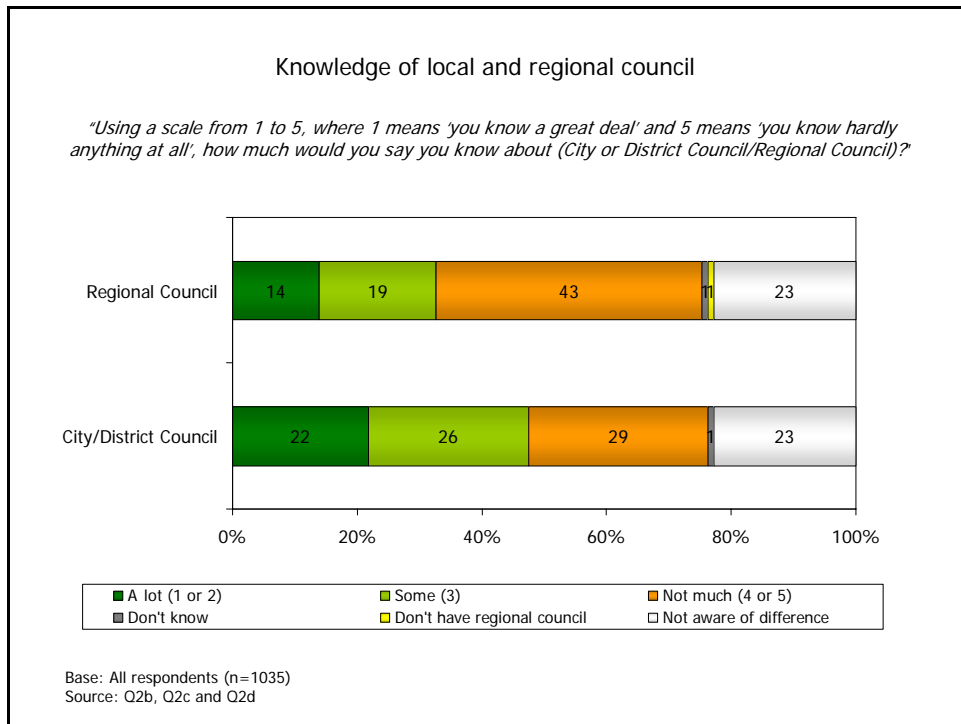
Demographic analysis

Those who are not aware of a difference between regional and local council are more likely to be:

- Non-ratepayers (34% versus 17% of ratepayers)
- Younger New Zealanders, aged 18 to 34 (41% versus 14% of those 35 or over)
- Those with a combined income of \$50,000 or less per year (29% versus 13% of those with an income over \$50,000)
- Asian or Maori (45% of Asian people and 30% of Maori, versus 13% NZ European and 23% of Pacific people).

Knowledge of regional and local council

All respondents aware of a distinction were then asked to rate their own knowledge of regional and local council using a scale from 1 (know a great deal) to 5 (know hardly anything at all). Results for both questions are displayed below.



New Zealanders feel that they know more about local (ie, city or district) council than regional council. Nearly half of New Zealanders aged 18+ (48%) have at least 'some' knowledge of local council (ie, rated their knowledge as 3 or higher), compared to one third (33%) who have at least 'some' knowledge of regional council.

Again, voters have more knowledge of regional and local council than non-voters:

- 46% of voters have at least 'some' knowledge of regional council, compared to 24% of non-voters.
- 65% of voters have at least 'some' knowledge of local council, compared to 35% of non-voters.

Demographic analysis

Those who know 'a lot' about regional council (ie, a rating of 1 or 2) are significantly more likely to be:

- Older New Zealanders, aged 45 or above (20% versus 9% of those 18 to 44)
- Those with a combined income over \$50,000 per year (18% versus 11% with an income of \$50,000 or less)
- Men (18% versus 11% of women)
- Ratepayers (16% versus 9% of non-ratepayers).

There are no significant differences between urban, provincial, and rural residents regarding knowledge of regional council.

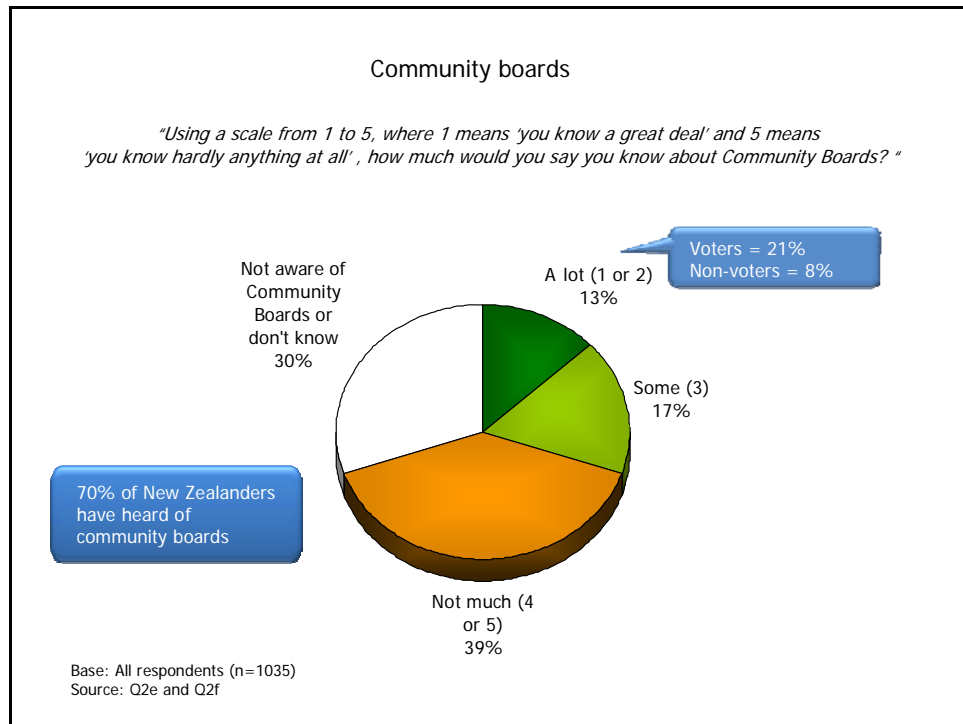
Those who know 'a lot' about local council (ie, a rating of 1 or 2) are significantly more likely to be:

- Older New Zealanders, aged 35 or above (25% versus 13% of those aged 18 to 34)
- Those with a combined income over \$50,000 per year (27% versus 19% with an income of \$50,000 or less)
- Men (27% versus 17% of women)
- Ratepayers (25% versus 8% of non-ratepayers).

There are no significant differences between urban, provincial, and rural residents regarding knowledge of local council.

Awareness and knowledge of community boards

Respondents were asked if they were aware of community boards and how much they know about them. Results for both questions are displayed in the chart below.



Seven in every ten New Zealanders (70%) have heard of community boards. However, relatively few feel that they are knowledgeable about them, with only 13% saying they know 'a lot' about community boards.

Consistent with results presented earlier, voters are more knowledgeable than non-voters about community boards (21% of voters have 'a lot' of knowledge, versus 8% non-voters).

Those who say they have heard of community boards are more knowledgeable overall about their council. Sixty three percent of those who have heard of community boards say they have at least 'some' overall knowledge of their council (ie, a rating of 1 – 3 on the 5-point knowledge scale), compared to just one third (33%) of those who have not heard of community boards.

Demographic analysis

Further demographic analyses reveal that those aware of community boards are more likely to be:

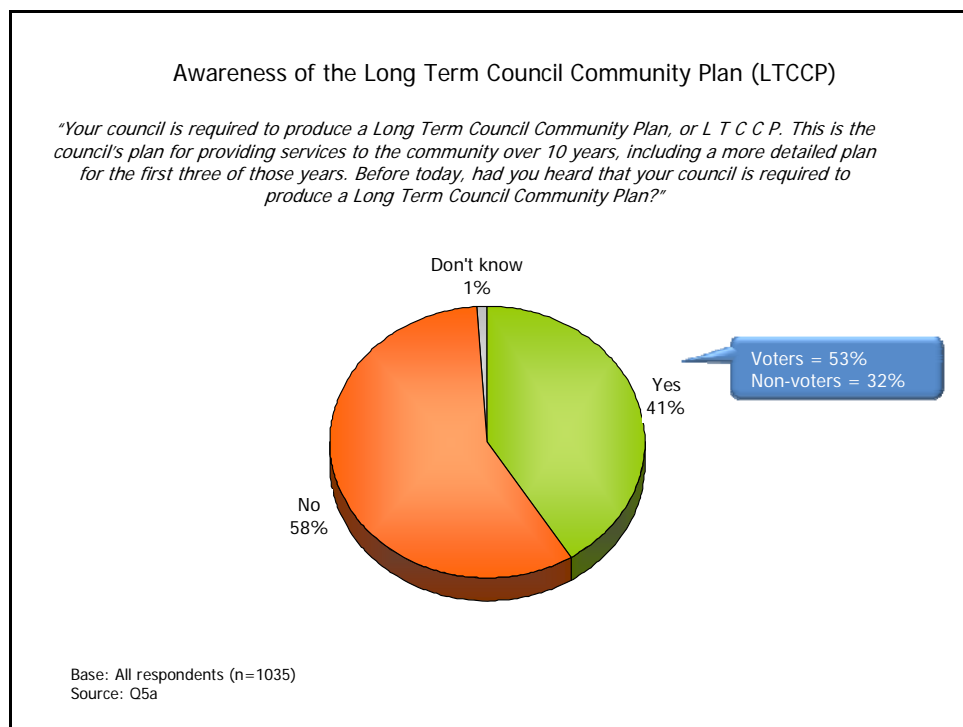
- Older New Zealanders, aged 35 or above (75% versus 59% of those aged 18 to 34)
- Rural residents or those who live in one of New Zealand's main cities (76% of rural residents and 70% of those who live in main cities are aware, versus 59% of those who live in provincial towns or cities)
- Ratepayers (75% versus 37% of non-ratepayers).

Awareness of council processes

This section describes current awareness of two council processes: the Long Term Council Community Plan and the representation review process.

Awareness of the Long Term Council Community Plan (LTCCP)

We described the LTCCP to all respondents and asked if they had heard that their council is required to produce such a plan. Results are shown below.



Four in every ten New Zealanders aged 18+ (41%) are aware that their council is required to produce a LTCCP. Voters are more likely than non-voters to be aware (53% versus 32% of non-voters). Maori non-voters are less likely than other non-voters to be aware (21% versus 34% of other non-voters). However, Maori voters are more likely to be aware than other voters (65% versus 51% of other voters).

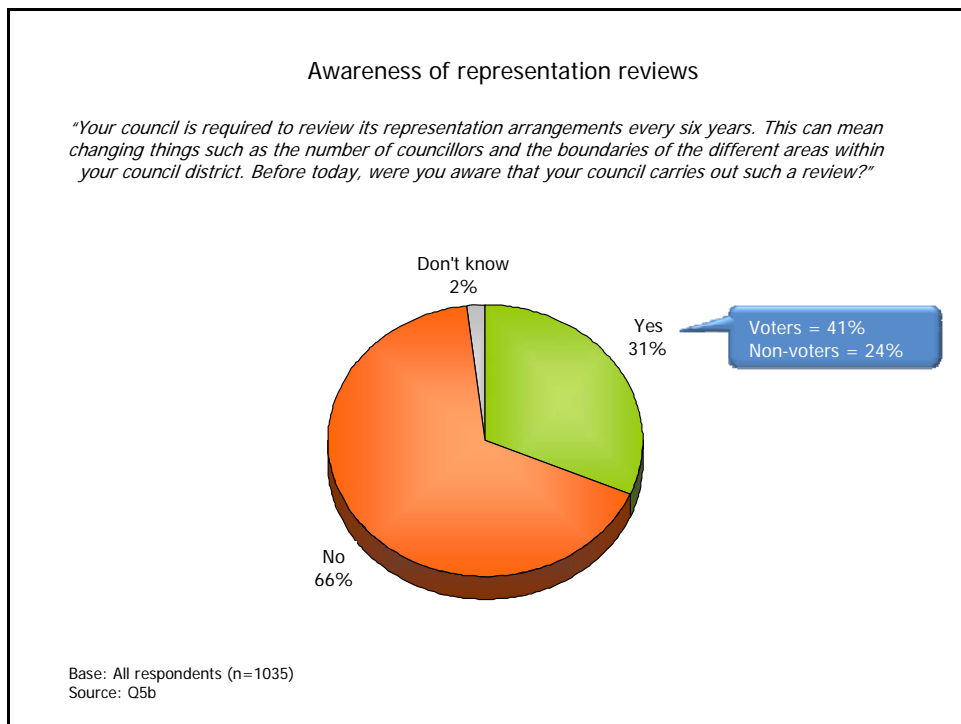
Demographic analysis

In addition to the differential patterns of awareness found between Maori voters and non-voters, the following demographic differences were observed:

- Those more likely to be aware that their council is required to produce a LTCCP are NZ European (52% versus 27% of non-NZ Europeans), rural and provincial residents (49% and 52%, respectively, versus 35% of residents of main cities), ratepayers (46% versus 26% of non-ratepayers), those aged 35 or over (50% versus 21% of those aged 18 to 34), and those with a combined income over \$50,000 per year (54% versus 31% of those with an income of \$50,000 or less).
- Pacific peoples are less likely than others to be aware (14% versus 43% of non-Pacific people are aware). Asian people are less likely than others to be aware (21% versus 44% of non-Asian people are aware).

Awareness of representation reviews

We described the review of representation arrangements to respondents and asked if they had ever heard of representation reviews. Results are shown below.



Three in every ten New Zealanders aged 18+ are aware that their council carries out a representation review (31%). Again, voters are more likely than non-voters to be aware of this process (41% versus 24% of non-voters). In addition, Maori voters are more likely than other voters to be aware of this process (48% versus 39% of non-Maori voters). Unlike the results presented above, there is no difference in awareness between Maori non-voters and other non-voters.

Demographic analysis

The following demographic differences were also observed:

- Those more likely to be aware that their council is required to review its representation arrangements are NZ European (36% versus 25% non-NZ European), older New Zealanders (44% of those aged 45 and above are aware, compared to 25% of those aged 35 to 44, and 16% of those age 18 to 34), rural and provincial residents (38% and 40%, respectively, versus 26% of those in main cities), and ratepayers (35% versus 18% of non-ratepayers),
- Pacific peoples are less likely than others to be aware (10% versus 33% of non-Pacific people are aware). Asian people are less likely than others to be aware (16% versus 34% of non-Asian peoples are aware).

THE ROLE OF COUNCIL

This section examines knowledge of, and views on, the role of council, including the wider role of promoting community wellbeing. It includes respondents' opinions on how well council perform this wider role.

Awareness of what councils do or provide

Without prompting with possible responses, we asked respondents to tell us all the things that councils do or provide. Results are displayed in the table below. Like responses have been grouped into 'nett' categories to highlight general themes. These categories are highlighted in bold print, and give the percentage of respondents who gave at least one of the more details responses that relate to them.

The percentage column on the left presents the percentage of respondents who specified each service or facility as their first mention (ie, their 'top of mind' response). The column on the right presents the percentage of respondents who mentioned each service or facility at any stage while answering the question.

Table 2: What councils do or provide

	First mention (n=1035) %	Total mentions (n=1035) %
Public services	39	71
Water and sanitation (eg sewage and tap water)	16	41
Rubbish collection & disposal (eg tips, recycling facilities, and waste)	15	39
Community and public events (eg Summer Time events, firework displays, etc)	1	11
Public transport (eg buses, trains, pedestrian and cycling initiatives)	2	10
Health protection (eg food safety, street cleaning, and licensing of premises)	1	7
Community safety (eg community patrols)	1	5
Services/community services (non specific)	2	4
General management of town/city	1	4
Biodiversity (eg weed control, protection of native plants)	-	4
Street and road services	22	57
Roads and road safety	19	51
Footpaths and walkways	1	8
Street lighting	2	7
Parking / parking management	1	4
Public facilities	14	54
Parks, gardens, reserves, and open spaces	4	32
Cultural facilities (eg museums, libraries, art galleries)	3	22
Sports facilities (eg swimming pools, parks, grounds)	4	18
Recreational facilities (including playgrounds and zoos)	1	8
Community centres	-	6

Housing (eg council flats)	1	6
Public art (eg sculptures in public places, town decorations)	-	3
Regulation and compliance	5	34
Town planning and environment management	4	29
Dog control (eg registration, micro chipping, animal compliance)	1	7
Compliance / civil by-laws / policies	-	4
Governing of rates / collection of rates	4	13
Economic management and development	-	6
Miscellaneous	2	10
Don't know	12	12

Note: Services mentioned by less than 3% of respondents (in total) are not shown, but these responses are included within each 'nett' category.

Base: All respondents (n=1035)

Source: Q3a

When New Zealanders think about the role of council, they tend to think firstly about the provision and management of roads and road safety (19%), water and sanitation services (16%), and rubbish collection and disposal services (15%).

Overall, New Zealanders are able to name a wide variety of public services and facilities. Seventy one percent mention at least one public service (other than street and road services), and over half mention street or road services (57%) and the provision or upkeep of public facilities (54%). Regulation and compliance (34%), the governing and collection of rates (13%), and economic management and development (6%) were cited less frequently.

Ratepayers tend to be more knowledgeable about the role of council than non-ratepayers.

- Ratepayers provide more responses than non-ratepayers. On average ratepayers mention 4.2 services, compared to non-ratepayers who mention 3.2 services.
- Non-ratepayers were far more likely to be unable to say what council does or provides (37% of non-ratepayers could not name any services, compared to just 6% of ratepayers).

Consistent with previous research (LGNZ ratepayer survey 2006/7), differences were observed between urban and rural residents. These differences reflect the services that urban and rural residents are either more likely to use or that are more directly relevant to their everyday lives.

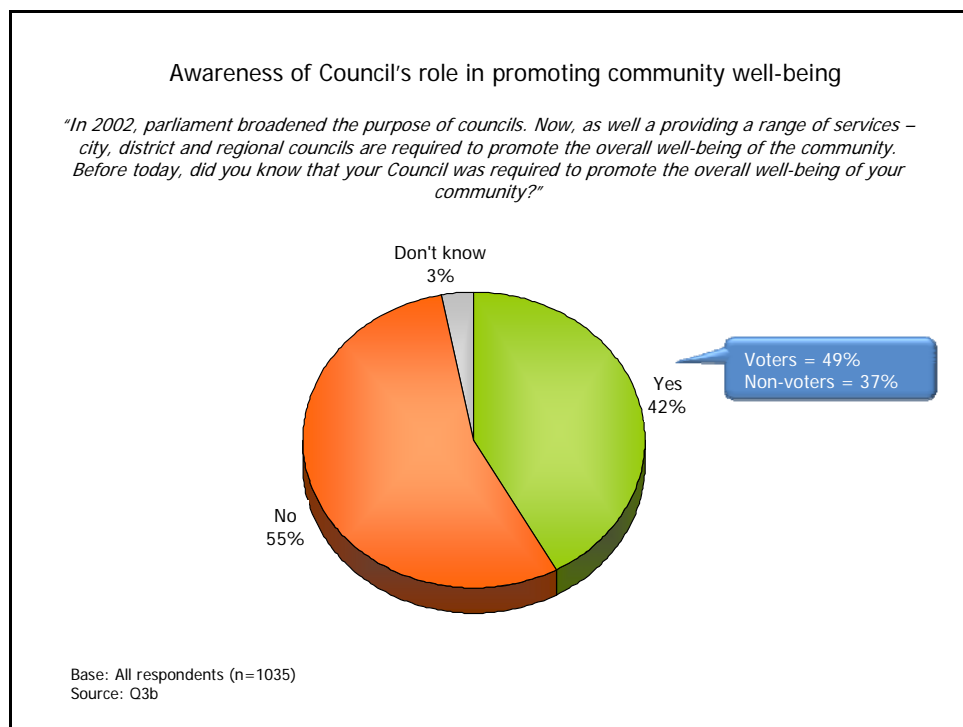
- Urban residents are more likely than rural residents to mention parks, gardens, and reserves (35% versus 23% of rural residents), sports facilities (20% versus 13% of rural residents), community and public events (13% versus 5% of rural residents), public transport (12% versus 2% of rural residents), recreational facilities (9% versus 4% of rural residents), and community safety (5% versus 2% of rural residents).
- Rural residents are more likely to mention water and sanitation services (50% versus 38% of urban residents) and dog control (12% versus 5% of urban residents).

Urban residents recall a greater number of services than rural residents, although the difference is less pronounced than it is for ratepayers and non-ratepayers. On average urban residents mention 4.1 services, compared to rural residents who mention 3.6 services.

Awareness of the wider role of council

Awareness of council's role in promoting community wellbeing

We asked all respondents if they are aware that their council is required to promote the overall well-being of their community. Results are displayed in the chart below.



More than half of all New Zealanders aged 18+ (55%) are unaware that their council is required to promote the overall wellbeing of their community. Four in every ten (42%) are aware. Again, voters are more likely than non-voters to be aware (49% versus 37%).

Those who have more overall knowledge of council are more likely to be aware that councils are required to promote community wellbeing. Fifty nine percent of those who have 'a lot' of overall knowledge are aware, compared to 48% who have 'some' knowledge, and just 30% who have 'not much' knowledge of council.

Demographic Analysis

Those more likely to be aware of this requirement are:

- Older New Zealanders, aged 35 or above (47% versus 31% of those aged 18 to 34)
- Those with a combined income over \$50,000 per year (47% versus 37% of those with an income of \$50,000 or less)
- Maori (53% versus 40% of non-Maori)
- Rural and provincial residents (49% and 54%, respectively, versus 36% of those in main cities)
- Ratepayers (46% versus 35% of non-ratepayers).

The meaning of community wellbeing for New Zealanders

Without prompting with possible responses, we asked all respondents to tell us what community wellbeing means to them. Responses were recorded verbatim by interviewers, and these responses were then coded into like categories post fieldwork⁶. Categorised responses were then grouped into one of four wellbeings (social, environmental, economic, and cultural). These are highlighted in bold print, and give the percentage of respondents that gave at least one of the more detailed services that relate to them.

Table 3: What community wellbeing means to New Zealanders

	% (n=1035)
Social wellbeing	73
Safety / safer community / security	20
Health / hospitals / clinics / medical centres / rest homes	20
Community services in general / something for the good of all people	9
Policing / neighbourhood watch / crime / law and order	9
Assistance / services for the elderly	8
Sport / leisure / recreational facilities	8
Schools / education / low cost education / kindergartens	7
Transport / public transport / subsidised transport	7
Caring for needy people / addressing poverty / social justice	6
Listening to people / liaising with community	5
Good public facilities / amenities	4
People caring for each other / living in harmony / sense of community	4
Youth initiatives / training / activities / school holiday programmes	4
Keeping public happy / creating a happy place	4
Housing / good / affordable / council housing	4
Services for disabled / people with disabilities	3
Road safety / control boy racers / safe roads / traffic control	3
Environmental wellbeing	34
Well maintained parks / reserves / open spaces / gardens / beaches	12
Promoting a clean environment / no pollution / clean streets / clean air	8
Water supply / good clean water	7
Beautifying area / maintain well presented town / city	6
Efficient removal of rubbish / regular pick-up / recycling	5
Taking care of the environment	5
Maintaining sewage / waste water services / sewage treatment	4
Town planning / building consents / control of subdivisions	3
Economic wellbeing	21
Building roads / footpaths / maintaining of roads	11
Economic benefits / economic opportunities / economic strength / growth	3
Employment / job creation	3

⁶ This is one approach to capturing and analysing responses to open-ended questions. The other approach involves the interviewer assigning a code during the interview using a pre-determined list of categories (an 'other specify' category is usually included to capture unexpected and/or uncommon responses). Both approaches are valid, but the approach used for this question is preferable as it removes any need for interviewers to quickly interpret the response in order to determine which category in the pre-determined list the answer fits into.

Cultural wellbeing	15
Libraries	6
Organise events / festivals / entertainment / sports events	5
Cultural facilities / arts / theatre	4
Don't know	14
Other	13

Note: Services mentioned by less than 3% of respondents are not shown, but these responses are included within each 'nett' wellbeing category.

Base: All respondents (n=1035)

Source: Q3c

Community wellbeing is most commonly associated with social wellbeing. When asked what 'community wellbeing' means for them, nearly three out of every four New Zealanders aged 18+ (73%) describe services that promote the social wellbeing of their community. The most common responses relate to safety and security (20%) and health services (20%).

Just over one third of New Zealanders aged 18+ describe services that promote environmental wellbeing (34%), including the maintenance of open spaces such as parks, reserves, and beaches (12%), the promotion of a clean environment (8%), the provision of clean water (7%), and the maintenance and presentation of the town or city (6%).

Fewer New Zealanders think about services that promote economic wellbeing (21%) or cultural wellbeing (15%).

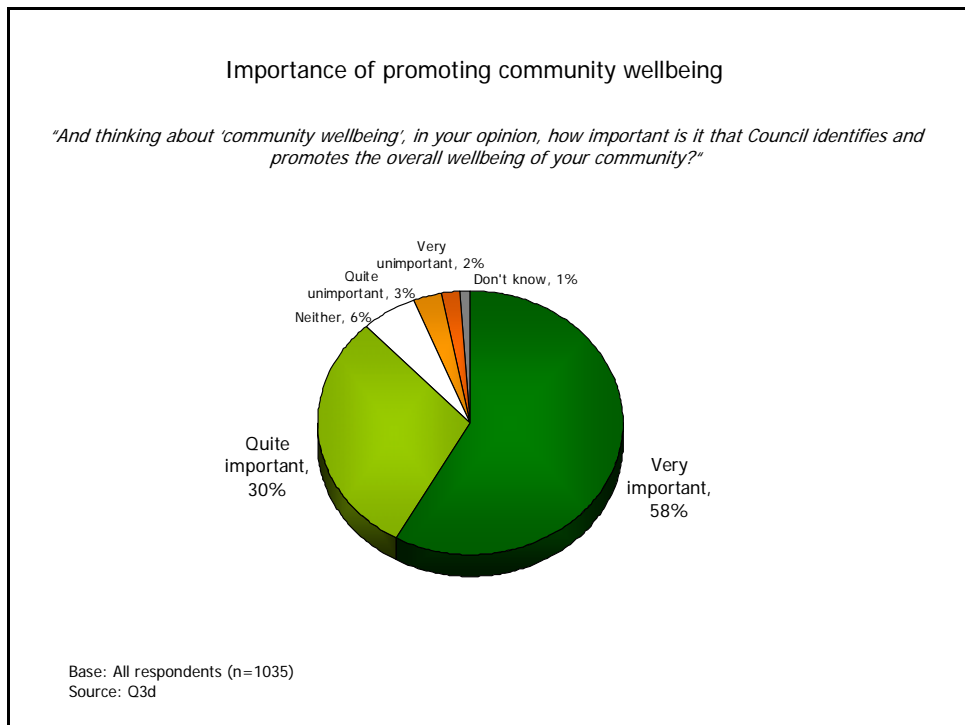
Demographic analysis

The following demographic differences were observed:

- Younger New Zealanders (aged 18-34) are less likely than those aged 35 or over to mention environmental aspects (28% versus 37%) or cultural aspects (7% versus 18%) of community wellbeing.
- Rural residents are more likely than urban residents to mention the economic aspects of community wellbeing (26% versus 19%).
- Ratepayers are more likely than non-ratepayers to consider the social aspects (77% versus 56%) and cultural aspects (17% versus 5%) of community wellbeing.
- Those with a combined income over \$50,000 per year are more likely than those with an income of \$50,000 or less to consider the social aspects (81% versus 61%) or cultural aspects (19% versus 10%) of community wellbeing.
- Women are more likely than men to consider the social aspects of community wellbeing (80% versus 60%).

The importance of promoting community wellbeing

All respondents were then asked to tell us how important it is that their council promotes community wellbeing. It is essential to note that, when respondents were considering community wellbeing, they were considering their own conceptualisation of it, rather than any legislative definition (ie, they were thinking about those things that they mentioned at the previous question). Results are displayed below.



The majority of New Zealanders (88%) feel that it is very or quite important that their council promotes the wellbeing of their community, and more than half (58%) feel that it is very important. There is no overall difference in importance between voters and non-voters. However, Maori voters are significantly more likely to feel that the promotion of community wellbeing is very important (77% compared to 60% of other voters and 54% of all non-voters).

Those who feel that community wellbeing is either quite or very *unimportant* are more likely than others to say that they do not know what community wellbeing means (31% of those who feel that community wellbeing is *unimportant* could not say what community wellbeing means to them at the previous question, compared to just 13% of other respondents).

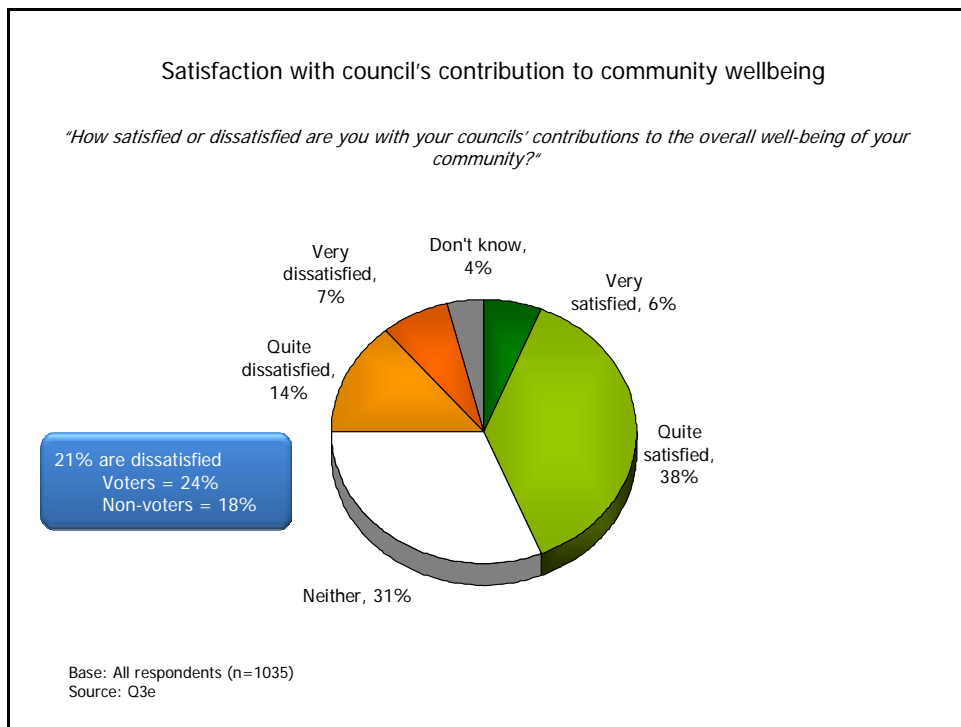
Demographic analysis

Those more likely to feel that their council's promotion of community wellbeing is very important are:

- Those aged 25 or over (61% versus 38% of those aged 18 to 24)
- Rural residents (68% versus 54% of urban residents)
- Women (65% versus 50% of men).

Satisfaction with council's contribution to community wellbeing

All respondents were asked how satisfied or dissatisfied they are with their council's contributions to the wellbeing of their community. Again it is important to note that, when respondents were considering community wellbeing, they were considering their own conceptualisation of it, rather than any legislative definition. Results are presented below.



Views about councils' contributions to community wellbeing are mixed. Forty four percent of New Zealanders are satisfied with their council's contributions, while 21% are dissatisfied and almost one third are neither satisfied nor dissatisfied (31%). Voters are more likely than non-voters to be dissatisfied (24% versus 18%).

Demographic analysis

Those who are quite or very *dissatisfied* are more likely to be:

- Maori (33% versus 18% of non-Maori)
- Rural residents (27% versus 18% of urban residents)
- Older New Zealanders, aged 35 or above (23% versus 16% of those aged 18 to 34).

Those who are quite or very *satisfied* are more likely to be:

- Those with a combined income of \$50,000 or less per year (48% versus 39% of those with an income of \$50,000 or more).

Reasons for being satisfied or dissatisfied with council's contributions to community wellbeing

Without prompting with possible responses, we asked respondents to tell us their reasons for feeling satisfied or dissatisfied with their council's contribution to the wellbeing of their community. Responses were recorded verbatim by interviewers, and these responses were then coded into like categories post fieldwork⁷.

Table 4a: Reasons for being quite or very satisfied

	(n=462) %
They do a good job / work hard	33
Provide good services and facilities	31
Lots of good parks / recreation areas	10
Roads / footpaths	8
Facilities / services / amenities (non-specific)	8
Community events	4
Sewage system / good drainage	3
Libraries	3
Water supply	3
Rubbish collection / recycling	3
Walkways / pathways	3
They consider / care for the community	14
They listen to the people / consult with the people / approachable	6
Have interests of community at heart / care for the community	5
Keep public informed	3
Maintain a clean / attractive environment	13
Attractive / well preserved city / town / area	6
Keep city / community clean / tidy / free of graffiti	6
They keep the community safe	8
They provide a safe environment / I feel safe	6
Good policing / law and order / lower crime rate	4
Good promotion of community and events / services	7
Other	12
Negative comments / reasons for not being <u>very</u> satisfied*	10
Don't know	4

Note: Comments made by less than 3% of respondents are not shown, but these responses are included within each 'nett' category in bold. *Some respondents provided negative comments to explain why they are not 'very satisfied', even though they remain satisfied overall.

Base: All those who feel quite satisfied or very satisfied with their council's contributions to community wellbeing (n=462)

Source: Q3f

⁷ This is one approach to capturing and analysing responses to open-ended questions. The other approach involves the interviewer assigning a code during the interview using a pre-determined list of categories (an 'other specify' category is usually included to capture unexpected and/or uncommon responses). Both approaches are valid, but the approach used for this question is preferable as it removes any need for interviewers to quickly interpret the response in order to determine which category in the pre-determined list the answer fits into.

The key reasons for being satisfied are general perceptions that council does a good job or works hard (33%), and that council provides good services and facilities (31%).

Maori voters are more likely than others to comment that council maintains a clean and attractive environment (27% versus 12% of others).

Demographic analysis

The following differences were observed among those who said quite or very satisfied:

- Younger New Zealanders, aged 18 to 34, are more likely than those aged 35 and above to mention that council keeps the community safe (13% versus 5%) and that council promotes community events and services (14% versus 4%).
- Non-ratepayers are more likely than ratepayers to say that council considers or cares for the community (33% versus 13%).
- Women are more likely than men to mention that council promotes community events and services (12% versus 2%).

Table 4b: Reasons for being quite or very dissatisfied

	(n=193) %
They don't do anything / not visible	36
Don't look after / promote community wellbeing	25
Don't see any work from them / not visible	12
Poor planning / management / processes	27
Waste money / they just spend too much / need to be careful about spending	20
Poor planning / no consideration for the future / lack focus	4
Too many rules and regulations / too much 'red tape' / permits cumbersome	4
Too slow to react / take too long to implement decisions	3
Poor facilities or services	21
Roads / footpaths	6
Rubbish collection / rubbish in public places	5
Amenities for children / youth / young people	4
Parks / gardens / recreational areas	3
Public transport system / public transport too expensive	3
They're not consultative enough	11
High rates / should ease up rates / they demand rate increases	10
Too much crime / violence / vandalism	6
Miscellaneous	25
Tell fibs / don't do what they say	4
Lack of social responsibility / don't care for the poor	4
Lack of concern for the environment / too much pollution	3
Other	14
Positive comments / reason for not being <u>very</u> dissatisfied*	4
Don't know	5

Note: Comments made by less than 3% of respondents are not shown, but these responses are included within each 'nett' category in bold. *Some respondents provided positive comments to explain why they are not 'very dissatisfied', even though they remain dissatisfied overall.

Base: All those who feel quite dissatisfied or very dissatisfied with their council's contributions to community wellbeing (n=193)

Source: Q3f

More than a third of respondents (36%) are dissatisfied because they believe that their council does not promote community wellbeing or because the promotion of community wellbeing is not visible to them. Other key reasons are perceptions of poor planning, management, or processes (27%), and that some services or facilities are inadequate (21%).

Fourteen percent of respondents provided other reasons that could not be grouped meaningfully in like categories. This was not unexpected, given that 'community wellbeing' was a new concept to many respondents. Comments include "...*some of them are just figureheads*", "[dealing with council is] *a nightmare – nothing but stress*", and "*they will spell out what they're doing in the community, but it's small-scale to make everyone feel better*".

Voters are more likely than non-voters to say that council does not promote community wellbeing or that the work they do is not visible (49% versus 24% of non-voters).

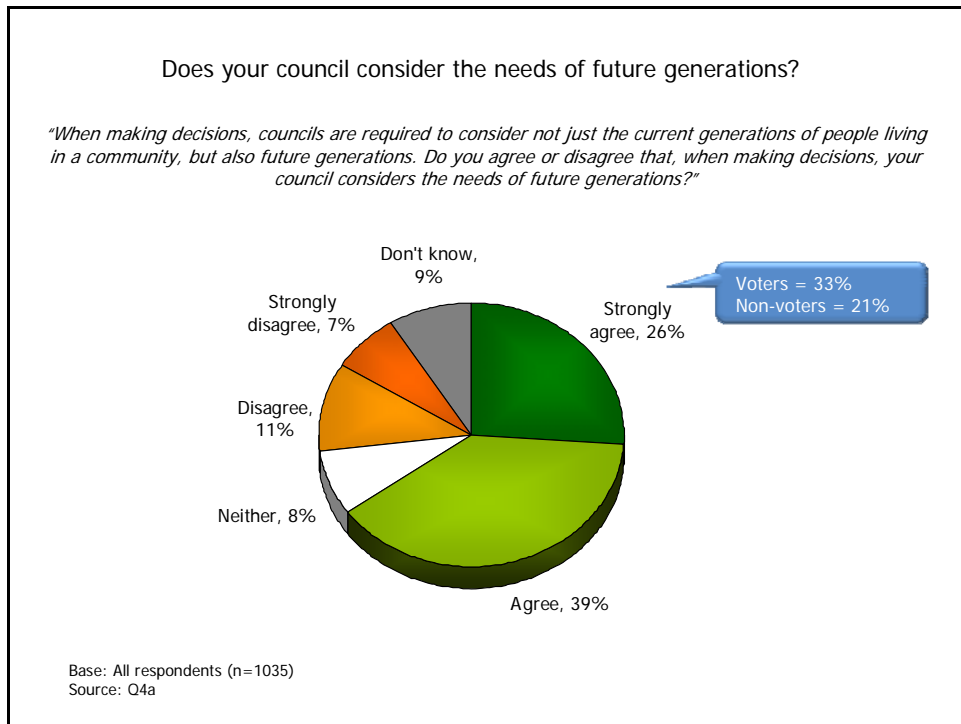
Demographic analysis

The following differences were observed among those who said quite or very dissatisfied:

- Maori are more likely than non-Maori to mention poor facilities and services (42% versus 15% of non-Maori). Maori are less likely than non-Maori to mention poor planning, management, or processes (10% versus 32% of non-Maori).
- NZ Europeans are less likely than non-NZ Europeans to say that council does not promote community wellbeing or that the work they do is not visible (23% versus 47% of non-NZ Europeans).
- Ratepayers are more likely than non-ratepayers to mention poor planning, management, or processes (29% versus 0% of non-ratepayers).
- Those with a combined income over \$50,000 per year are more likely than those with an income of \$50,000 or less to mention too much crime, violence, or vandalism (11% versus 1%).

Considering the needs of future generations

All respondents were asked whether they agree or disagree that, when making decisions, their council considers the needs of future generations. Results are displayed below.



Sixty five percent of New Zealanders aged 18+ agree or strongly agree that their council considers the needs of future generations, compared to only 18% who disagree or strongly disagree. Voters are more likely than non-voters to *strongly* agree (33% versus 21%).

Demographic analysis

Those more likely to disagree that council considers the needs of future generations are:

- Maori (28% versus 16% of non-Maori).
- Rural residents (26% versus 15% of urban residents).
- Those with a combined income over \$50,000 per year (21% versus 15% of those with an income of \$50,000 or less).

Those more likely to agree that council considers the needs of future generations are:

- Elderly New Zealanders, aged 70+ (75% versus 65% of others)
- Urban residents (68% versus 59% of rural residents)
- Those with a combined income of \$50,000 per year or less (70% versus 62% of those with an income over \$50,000 per year).

Reasons for agreeing or disagreeing that council considers the needs of future generations

Without prompting with possible responses, we asked respondents for the reasons that they agree or disagree that council considers the needs of future generations. Responses were recorded verbatim by interviewers, and these responses were then coded into like categories post fieldwork⁸.

Table 5a: Reasons for agreeing that council considers the needs of future generations

	(n=697) %
Must consider future generations / accept responsibility for long term planning	43
Protection of natural assets (eg greenbelt, waterfront, environmental sustainability)	11
They plan for the future of our children / development of young people	8
Provision of essential services / development of infrastructure	8
Good sub-division design / town planning considerations	4
Have developed community services (unspecified)	4
Have ensured provision of physical / sporting / recreational facilities	4
Have planned road systems / improving rail network	3
Other	7
Don't know	6

Note: Comments made by less than 3% of respondents are not shown

Base: All those who agree or strongly agree that council considers the needs to future generations (n=697)

Source: Q4b

Interestingly, a significant proportion of people do not provide concrete examples to explain why they agree. Forty three percent of respondents state that council *must* consider the needs of future generations, or accept responsibility for long term planning. This may be an indication that many New Zealanders simply trust or assume that future generations are *always* considered in *all things* that councils do.

Demographic analysis

The following demographic differences were observed:

- Ratepayers are more likely than non-ratepayers to mention the protection of natural assets (12% versus 3%).
- Older New Zealanders, aged 35 or above, are more likely than those aged 18 to 34 to mention the protection of natural assets (13% versus 5%).
- Women are more likely than men to say that council plans for the future of children (12% versus 5%) and that council has ensured the provision of sporting and recreational facilities (5% versus 2%).
- Men are more likely than women to say that council must consider future generations or accept responsibility for long term planning (49% versus 37%).

⁸ This is one approach to capturing and analysing responses to open-ended questions. The other approach involves the interviewer assigning a code during the interview using a pre-determined list of categories (an 'other specify' category is usually included to capture unexpected and/or uncommon responses). Both approaches are valid, but the approach used for this question is preferable as it removes any need for interviewers to quickly interpret the response in order to determine which category in the pre-determined list the answer fits into.

Table 5b: Reasons for disagreeing that council considers the needs of future generations

	(n=187) %
Only short term plans are considered / lack of long term planning	23
Lack of public consultation / community involvement	13
Lack of provision of essential services / no infrastructure planning	9
Need to provide better facilities for young people / more consideration of young people	8
Need to improve transport facilities and services (road / rail / cycle)	7
Poor town planning and zoning	7
No consideration for needs of certain groups (eg, elderly, disabled, ethnic communities)	6
Basing decisions on financial grounds / business considerations	6
Councillors are self-serving / only seek re-election	5
Need to look after current generation / not responsible for future generations	3
Lack of environmental protection / not concerned about environment	3
Need to provide more sporting facilities	3
Other	10
Don't know	7

Note: Comments made by less than 3% of respondents are not shown

Base: All those who disagree or strongly disagree that council considers the needs to future generations (n=187)

Source: Q4b

The key reasons for disagreeing that council considers the needs of future generations are the perception that councils consider only short term plans or they lack long term focus (23%) and that there is a lack of public consultation or community involvement in council decisions (13%).

Voters are more likely than non-voters to say that council does not consider the needs of certain groups, such as the elderly, disabled, or ethnic communities (13% versus 1% of non-voters).

Demographic analysis

The following demographic differences were observed:

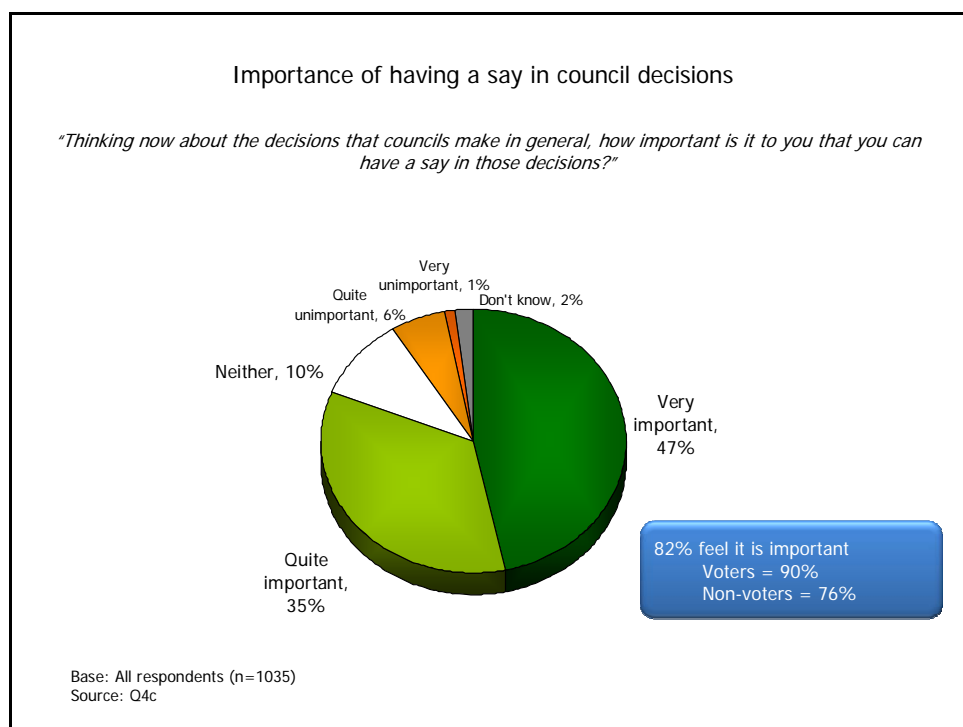
- Elderly New Zealanders, aged 70+, are more likely than others to say that council does not consider the needs of certain groups, such as the elderly, disabled, or ethnic communities (36% versus 4% of other respondents).
- Those from provincial towns or provincial cities are more likely than those from main cities or rural areas to mention a lack of provision of essential services or no infrastructure planning (21% versus 3% of those in main cities and 12% of rural residents).
- Women are more likely than men to say that council needs to provide better facilities for younger people or have more consideration for the needs of young people (14% versus 2% of men).
- Men are more likely than women to say that council considers only short term plans or they lack long term focus (31% versus 17% of women).

PARTICIPATION IN LOCAL GOVERNMENT

Participation in council decision making

The importance of having a say in the decisions of council

We asked all respondents to think about the decisions that councils make and to tell us how important it is that they have a say in those decisions. Results are displayed below.



Around four in every five New Zealanders aged 18+ feel that it is either important or very important that they have a say in the decisions of council (82%). Only 7% feel that it is not important to have a say. As may be expected, voters are more likely than non-voters to say that it is either important or very important that they have a say (90% versus 76% of non-voters).

Demographic analysis

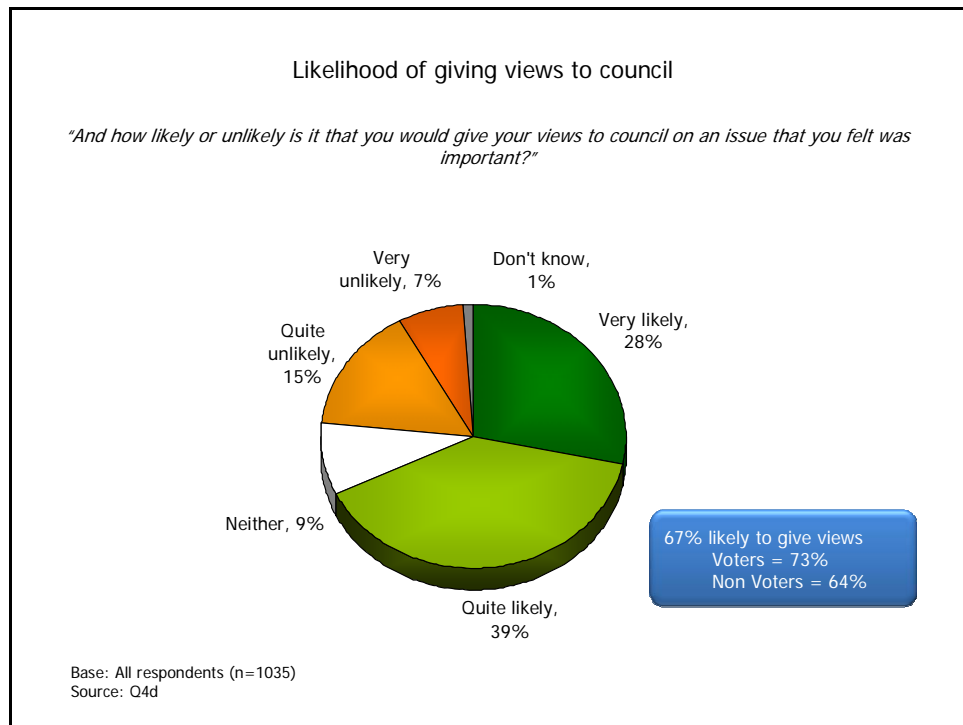
The following demographic differences were observed:

- Those more likely to say it is quite important or very important are Maori (87% versus 81% of non-Maori), ratepayers (84% versus 72% of non-ratepayers), and those aged 35 or over (86% versus 73% of those aged 18 to 34).
- Non-ratepayers are more likely than ratepayers to say it is neither important nor unimportant that they have a say (21% versus 8% of ratepayers).

There were no differences by income and location (urban, provincial or rural).

Likelihood of having a say

We then asked all respondents to tell us how likely or unlikely it is that they would give their views to council on an issue that they felt was important.



Just over two thirds of New Zealanders aged 18+ (67%) say they are quite or very likely to give their views to council about an issue they felt was important. Voters are more likely than non-voters to say they would give their views to council (73% versus 64%).

Those who feel that it is either very or quite important that they have a say in council decisions (from the previous question) are more likely than others to say they would give their views to council. Seventy three percent of those who said it was quite/very important said they are likely to give their views, compared with 53% who said it is neither important nor unimportant, and 34% who said it is quite/very unimportant.

Demographic analysis

The following demographic differences were observed:

- Older New Zealanders, aged 35 and above are more likely to say they would give their views than those aged 18 to 34 (72% of those aged 35 or above said very/quite likely, compared to 57% of those aged 18 to 34).
- Those with a combined income over \$50,000 per year are more likely to say they would give their views than those with an income of \$50,000 or less (71% of those with a combined income over \$50,000 said very/quite likely, compared to 64% of those with an income of \$50,000 or less).

There were no other statistically significant differences by demographic groups.

Reasons why people are likely or unlikely to have a say

Without prompting with possible responses, we asked respondents for the reasons they are likely or unlikely to give their views to council on an issue that they felt was important. Responses were recorded verbatim by interviewers, and these responses were then coded into like categories post fieldwork⁹.

Table 6a: Reasons for being likely to give views to council

	(n=708) %
It's important to have a say / participate / speak up	49
Important to act on strongly held views	23
To have a say about what affects the community / participate in community	16
Important to be heard / have a say / speak up / be involved	5
For change - if you don't do anything nothing will happen	3
If you don't speak up you can't complain	3
Concern about impact of decisions	22
It will impact me	16
Live / work in area / affects area	5
To make council aware of issues and views	20
To comment / inform council about issues	9
Make council aware of opinions / put opinions on record / feedback for decision making	9
Voice my disagreement on specific proposals / decisions	3
My right / responsibility to be heard	5
Democratic process / right to opinion / responsibility	4
Miscellaneous	15
Council are there to serve us / work for us / servants of the people	3
For future generations / for the future	3
Other	9
Reasons for being unlikely / not being <u>very</u> likely*	10
Don't Know	1

Note: Comments made by less than 3% of respondents are not shown, but are included within their respective 'nett' category. *Some respondents provided reasons for not being 'very likely', even though they are likely to give their views overall.

Base: All those who are quite or very likely to give their views to council (n=708)

Source: Q4e

The key reasons for giving views to council are that it is important to have a say or participate (49%). This is followed by concern regarding the impact of decisions (22%) and the importance of making council aware of various issues and viewpoints (20%). Voters are more likely than non-voters to provide comments to the effect that it is important to make council aware of different issues and views (24% versus 16% of non-voters).

⁹ This is one approach to capturing and analysing responses to open-ended questions. The other approach involves the interviewer assigning a code during the interview using a pre-determined list of categories (an 'other specify' category is usually included to capture unexpected and/or uncommon responses). Both approaches are valid, but the approach used for this question is preferable as it removes any need for interviewers to quickly interpret the response in order to determine which category in the pre-determined list the answer fits into.

Demographic analysis

The following demographic differences exist among those who are likely to give their views to council:

- Urban residents are more likely than rural residents to express concern about the impact of council decisions (25% versus 12%), and to comment that it is their right or responsibility to be heard (7% versus 2%).
- Men are more likely than women to express concern about the impact of council decisions (28% versus 17%).
- Those with a combined income over \$50,000 per year are more likely than those with an income of \$50,000 or less to say that it is important to make council aware of various issues and views (23% versus 15%).

Table 6b: Reasons for being unlikely to give views to council

	(n=223) %
Apathy / not interested	39
Can't be bothered / too lazy / too much hassle / leave it others / don't have time	31
Not interested / have no strong views	9
Won't achieve anything / make any difference	25
Council do not listen / do not take us seriously / outcome pre-determined	19
Need numbers to be heard / one person doesn't make a difference	5
I'm elderly / too old / elderly not heard / listened too / input wouldn't matter	3
Perceived process difficulties	10
No easy channel of communication / council not accessible	6
Don't know the process / how to make a submission / speak up	3
Miscellaneous	15
I'm shy / timid / don't like speaking in front of people	4
Other	10
Reasons for being likely / not saying <u>very</u> unlikely*	10
No reason	4
Don't Know	3

Note: Comments made by less than 3% of respondents are not shown, but are included within their respective 'nett' category. *Some respondents provided reasons for not being 'very unlikely', even though they are unlikely to give their views overall.

Base: All those who are quite or very unlikely to give their views to council (n=223)

Source: Q4e

Key reasons for being unlikely to give views to council are apathy or lack of interest (39%) and the perception that giving views will not achieve anything or make a difference (25%). Voters are more likely than non-voters to comment that they are shy, timid, or don't like speaking in front of people (12% versus 0% of non-voters).

Demographic analysis

The following demographic differences exist among those who are unlikely to give their views to council:

- Older New Zealanders (aged 70+) are more likely than others to say that giving views to council will not achieve anything or make a difference (51% versus 20% of others).

- Those who live in one of New Zealand main cities are more likely than provincial or rural residents to say that they can't be bothered or are too lazy (40% versus 18% and 19%, respectively).
- Ratepayers are more likely than non-ratepayers to say that they can't be bothered or are too lazy (34% versus 12%).
- Those with a combined income of \$50,000 or less per year are more likely than those with an income over \$50,000 to say that they can't be bothered or are too lazy (39% versus 17%).
- Women are more likely than men to express apathy about giving views to council (54% versus 26% of men).

Influencing council decision making

How to influence the decisions of council

Without prompting with possible responses, we asked all respondents to list the ways that people can influence the decisions of their council. Results are presented in the table below.

Table 7: Ways to influence the decisions of council

	(n=1035) %
Writing a letter to council	26
By voting in the elections / for a person who shares your views	23
Personally speaking with councillors (not including at formal public meetings)	16
Lobbying / lobby with petitions	15
Attending the formal council meetings (or committee meetings)	14
Making an individual or group submission	14
Attending / holding public or community meetings (not a council organised meeting)	13
Making a phone call to council	11
Protesting / marching / demonstrating	10
Attending public consultation / information meetings organised by council	10
Contacting the media / media campaign / letters to the newspapers / radio / talkback	9
Being heard / more vocal / voicing my opinion	6
Forming groups / initiating an action group / participating in a group	5
Sending an email to council	5
Approaching the community board	4
Can't influence council	3
Other	6
Don't know	14

Note: Comments made by less than 3% of respondents are not shown

Base: All respondents (n=1035)

Source: Q4f

The most common responses were writing a letter to council (26%) and voting in the elections (23%). Fewer New Zealanders suggest more 'active' methods of participation, such as personally speaking with councillors (16%), attending formal council meetings (14%), and attending or holding public meetings (13%). Fourteen percent of New Zealanders mention making a formal submission to council.

Voters were more likely than non-voters to mention making a written submission (18% versus 11%), attending formal council meetings (19% versus 11%), and attending or holding public meetings (18% versus 10%). Non-voters were more likely than voters to say 'don't know' (18% versus 10%).

Only 3% of respondents commented that they can't influence the decisions of council.

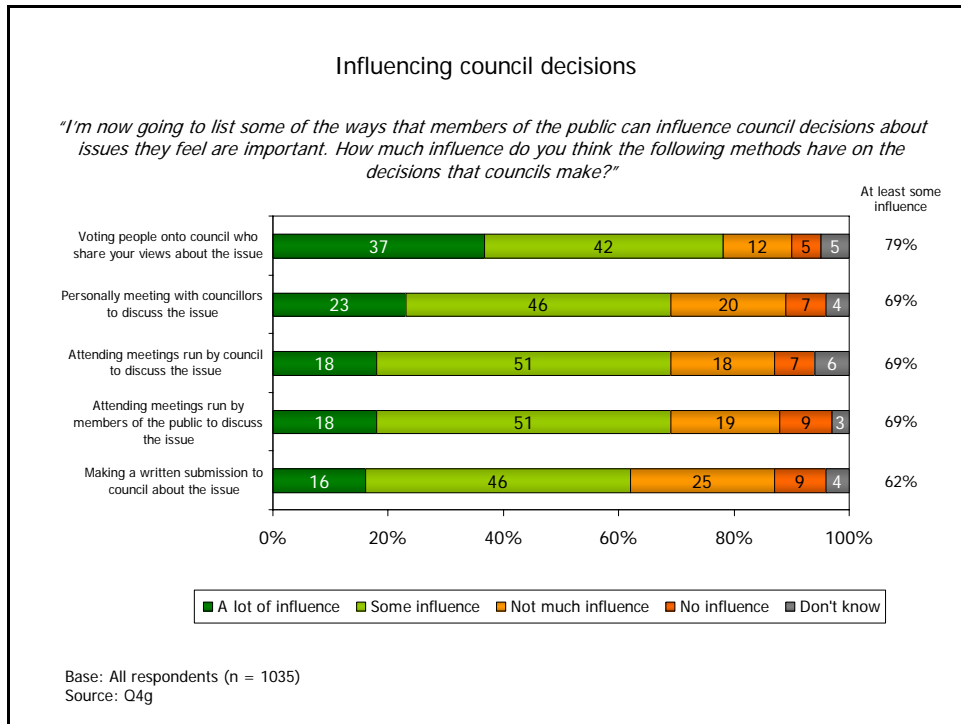
Demographic analysis

- Maori are less likely than non-Maori to mention voting in the elections (12% versus 25% of non-Maori) and writing a letter to council (13% versus 28% of non-Maori). They are more likely than non-Maori to mention contacting the media (13% versus 8% of non-Maori).

- NZ Europeans are more likely than non-NZ Europeans to mention making a submission (19% versus 8%) and writing a letter to council (30% versus 21%). They are less likely than non-NZ Europeans to mention making a phone call to council (8% versus 15%) and sending an email to council (3% versus 7%).
- Urban residents are more likely than rural residents to mention voting (25% versus 16%), making a phone call (12% versus 8%) or writing an email (6% versus 1%), and protesting or demonstrating (11% versus 7%). Rural residents are more likely than urban residents to mention making a submission (19% versus 13%).
- Ratepayers are more likely than non-ratepayers to mention personally speaking with councillors (18% versus 9%) and writing a letter to council (28% versus 19%). Non-ratepayers are more likely than ratepayers to mention attending public consultation meetings (20% versus 9%).
- Older New Zealanders, aged 35 and above are more likely than those aged 18 to 34 to mention making a submission (16% versus 10%), personally speaking with councillors (19% versus 11%), attending formal council meetings (18% versus 7%), and approaching the community board (6% versus 1%). Younger New Zealanders, aged 18 to 34, are more likely to mention lobbying (19% versus 13%) and sending an email (9% versus 3%).
- Those with a combined income over \$50,000 are more likely than those with an income of \$50,000 or less to mention voting (30% versus 17%), making a submission (19% versus 11%), personally speaking with councillors (23% versus 16%), writing a letter to council (32% versus 22%), and approaching the community board (8% versus 1%).

Public perceptions of the most effective way to influence council

We listed five different ways that members of the public can influence the decisions of council, and we asked all respondents to indicate whether they felt each way could have a lot of influence, some influence, not much influence, or no influence at all. The list was presented in a random order to each respondent to avoid bias relating to the order of presentation.



The majority of New Zealanders perceive that each of the five methods would have at least 'some' influence over council decisions. Voting is perceived to have the greatest influence over council decisions (79% say it has at least 'some' influence). Personally meeting with councillors, and attending council and public meetings are perceived to have a similar influence on council decisions, with 69% of the population saying that these methods have at least 'some' influence.

Making a written submission is perceived to have the least influence. However, 62% do believe that a written submission has at least 'some' influence on council decisions.

Demographic analysis

The following demographic differences were observed:

Voting people onto council who share your views about the issue.

- Those more likely to say that voting has at least 'some' influence are NZ European (83% versus 74% of non-NZ Europeans), ratepayers (80% versus 71% of non-ratepayers), women (82% versus 76% of men), and those with a combined income over \$50,000 per year (84% versus 76% of those with an income of \$50,000 or less).
- Pacific people are less likely to say that voting has at least 'some' influence (58% compared to 81% of non-Pacific people).

Personally meeting with councillors to discuss the issue.

- Those more likely to say that personally meeting with councillors has at least 'some' influence are voters (73% versus 63% of non-voters) and those with a combined income over \$80,000 per year (77% versus 68% of those with an income of \$80,000 or less). There was no significant difference between urban and rural respondents.

Attending meetings run by council to discuss the issue.

- Those more likely to say that attending meetings run by council has at least 'some' influence are Maori (81% versus 68% of non-Maori), women (73% versus 65% of men), and younger New Zealanders, aged 18 to 34 (82% versus 63% of those aged 35 or over).

Attending meetings run by members of the public to discuss the issue.

- Those more likely to say that attending meetings run by members of the public at least 'some' influence are Maori (76% versus 68% of non-Maori), women (75% versus 62% of men), and younger New Zealanders, aged 18 to 34 (80% versus 64% of those aged 35 or over).

Making a written submission to council about the issue.

- Those more likely to say that making a written submission has at least 'some' influence are women (65% versus 59% of men).

MOTIVATIONS AND BARRIERS TO VOTING

During fieldwork, quotas were set to ensure that the sample included at least 45% voters and 55% non-voters. The overall (provisional) voter turn-out figure for the 2007 local body elections was 43%. The final survey data was weighted post-fieldwork so that these results are aligned with voter turnout characteristics of the population as a whole.

Consistent with the post-election survey, those who vote tend to be:

- Older (62% of those age 45+ voted, compared to 39% of 35 to 44 year olds and 16% of 18 to 34 year olds)
- NZ European (49% voted, compared to 35% non-NZ European)
- Living with a partner or spouse (49% voted, compared with 32% of those not living with a partner or spouse).
- Ratepayers (49% of ratepayers voted, compared to just 13% of non-ratepayers).¹⁰

Also consistent with the post-election survey, there is no statistically significant association between voting behaviour and income.

Motivations to vote

Without prompting with possible responses, voters were asked for what reasons they voted in the local elections. Responses are provided in the table below.

Table 8: Reasons for voting

	% (n=469)
To have your say / influence outcome	73
To elect the people I wanted / people who share my views	19
Wanted a change / dissatisfied with current council / board	18
To get the right people for the job / people who will do a good job	17
To have my say	17
Can't complain if you haven't voted	14
It's an opportunity to have some influence / make a difference	5
To elect the Mayor / to vote for a new Mayor	3
To reduce rates	2
Happy with current council / board	1
To make sure the community is well served	1
To get new people on board / new thinking	1
Democratic duty / responsibility	41
Duty / democratic duty / responsibility to vote / belief in democracy	25
Important to vote / everybody should vote	13
Right to vote / democratic right	11
Personal interest in politics / candidate	4

¹⁰ The post-election survey did not ask respondents if they were ratepayers.

Interested in local politics / affairs / issues	2
Knew candidate / candidates	2
Miscellaneous	9
Have always voted / would always vote	3
Easy to vote / voting papers were sent to me	1
Other	5
None/no particular reason	1

Base: Voted in recent local elections (n=469)

Source: Q6a

Consistent with the post-election survey, motivations to vote centre around having one's say or influencing the outcome of the election (73%) and a sense of democratic duty and responsibility (41%).

Interestingly, comments relating to 'having one's say and influencing the outcome' are more diverse than they were in the post-election survey. For example, 5% of voters commented that the election is an opportunity to have influence. It is possible that earlier questions in the survey (specifically those relating to having an influence on council), may have helped respondents to articulate their reasons for voting, therefore providing a greater range of responses to this question.

Demographic analysis

The following demographic differences were observed:

- Voters aged 25 to 44 are more likely than others to say they voted because they wanted a change or were dissatisfied with the current council (32% versus 13% of other voters).
- Voters in rural areas are more likely than voters in urban areas to say they voted because they can't complain if they do not (20% versus 11% of those in urban areas).
- Voters in rural and provincial areas are more likely than voters in urban areas to say that they voted because they wanted to get the right people for the job (24% of rural and provincial voters, versus 11% of those in urban areas).
- Female voters are more likely than male voters to say that it is important to vote and everybody should vote (17% versus 9% male voters).
- Male voters are more likely than female voters to say that they voted because it is their democratic right to vote (16% versus 7% of women voters).
- Voters with a combined income over \$50,000 per year are more likely than those within an income of \$50,000 or less to say that they voted because it is their duty to vote (30% versus 21%), because they wanted to have their say (23% versus 12%), and because they knew candidates personally (6% versus 0%).

Barriers to voting

Respondents who did not vote in local elections were asked for what reason they did not vote. Again, respondents were not given possible answers. Interviewers recorded their responses verbatim and these responses were then coded into like categories post fieldwork¹¹. The results are displayed in the table below.

Table 9: Reasons for not voting

	% (n=566)
Apathy / lack of effort	30
Didn't matter much to me / couldn't be bothered / apathy	19
Forgot about it / forgot to send the voting paper	6
Makes no difference / outcome is the same regardless	5
Laziness	1
Didn't know the candidates / lack of information	30
Didn't know the candidates / who to vote for	25
Didn't know much about election	7
New to the area / out of town / leaving the area	23
Was not around / on holiday / out of town	17
New to the area / just recently moved	5
Leaving the area	1
Too busy / ran out of time	21
Just never got around to it / too busy	14
Ran out of time / didn't put completed voting paper in post in time	8
Not impressed with candidates / candidates' programmes	15
Wasn't impressed with the candidates / no one has a programme worth voting for	15
Doesn't vote / couldn't vote	10
Wasn't eligible to vote / not enrolled to vote	5
I'm against voting / never vote / religious belief	3
Lost voting papers	1
Health issues / sick family / hospital	1
Perceived process / system barriers to voting	6
Didn't receive any voting paper	5
Didn't know how to vote / voting system was confusing	1
No on-line voting option	1
Other	-
Don't know /none	1
No reason / just didn't	2

Base: Did not vote in the recent local elections (n=566)
Source: Q6c

¹¹ This is one approach to capturing and analysing responses to open-ended questions. The other approach involves the interviewer assigning a code during the interview using a pre-determined list of categories (an 'other specify' category is usually included to capture unexpected and/or uncommon responses). Both approaches are valid, but the approach used for this question is preferable as it removes any need for interviewers to quickly interpret the response in order to determine which category in the pre-determined list the answer fits into.

Key reasons for not voting centre around apathy or lack of effort (30%) and a lack of information about candidates (30%). This is largely consistent with the recent post-election survey, with the exception that more respondents in the post-election survey indicated apathy or lack of effort (39% of respondents provided such responses in the post-election survey).

Also in contrast to the post-election survey, 17% of respondents who did not vote said this was because they were not around, were on holiday, or were out of town (only 6% of respondents made such comments in the post-election survey). This is likely to be due to the fact that this survey includes more respondents from urban areas, and that urban residents are more likely to leave the city for holidays. Further analysis reveals that, indeed, urban non-voters are more likely than rural non-voters to say that they did not vote because they were away or on holiday (19% versus 10% of rural non-voters).

Demographic analysis

The following demographic differences were observed:

- Maori non-voters are more likely than other non-voters to say that they didn't vote because they weren't impressed with the candidates (23% versus 14% of other non-voters) and because they never vote or are against voting (8% versus 2% of other non-voters).
- Asian non-voters are more likely than other non-voters to mention perceived process or system barriers to voting (19% versus 4% of other non-voters) or to say that they were too busy to vote (37% versus 13% of other non-voters).
- Rural non-voters are more likely than urban non-voters to say they never vote or are against voting (16% versus 8% of urban voters).
- Ratepayers are more likely than non-ratepayers to say that they didn't vote because they weren't impressed with the candidates (19% versus 2% of non-ratepayers), or because they were too busy or ran out of time (17% versus 5% of non-ratepayers).
- Female non-voters are more likely than male non-voters to say that they did not vote because they were too busy or ran out of time (27% versus 15% of male voters) or that they never vote or are against voting (13% versus 8% of male voters).
- Male non-voters are more likely than female non-voters to say that didn't vote because they weren't impressed with the candidates or their programmes (18% versus 12% of female non-voters) or because of perceived process or system barriers (10% versus 3% of female non-voters).
- Non-voters aged 35 or over are more likely than those aged 18 to 34 to say that they weren't impressed with the candidates or their programmes (22% versus 6%).
- Non-voters with a combined income of more than \$50,000 per year are more likely than those with an income of \$50,000 or less to say they didn't vote due to apathy (35% versus 25%) or that they weren't impressed with the candidates or their programmes (24% versus 8%).

Suggestions for encouraging voting

Respondents who did not vote in the local elections were asked what changes could be made to encourage people to vote. Respondents were not given possible answers. Interviewers recorded their responses verbatim. The responses were then coded into like categories post fieldwork¹². The results are displayed in the table below.

Table 10: Suggestions for encouraging voting

	% (n=566)
More information about the candidates / candidates' policies	25
More background information about candidates	10
Greater understanding of candidates' policies / agendas /goals /issues	10
Meeting the candidates / more public meetings / getting to know candidates	9
More media exposure for candidates / candidates need to advertise more / advertise better	7
Practical enabling factors	19
Need to be able to vote (in country / at home / on electoral roll)	8
Option of on-line voting	4
Have polling booths / somewhere to go to vote / booths like general election	3
More awareness / advertising of closing date	2
Receiving voting papers	2
More / clearer information	17
Send out more information / more interesting information	13
More explanation of system	7
Information needs to be clearer	2
Local candidates / council	10
Candidates I have confidence in / good people / trustworthy	6
More consultation with public / more concerned with local issues	3
Limit number of candidates / have less candidates	1
Suggestions to overcome apathy	9
Personal change /for me to take more interest / pay more attention/ be more organised	6
Need to believe my vote is important / will influence outcomes	2
Make voting compulsory	1
Provide voting incentives	1
Next time I will vote	3
No suggestions / nothing can be done	14
Nothing can be done	10
Too busy to vote / no time	2
I will not vote	2

¹² This is one approach to capturing and analysing responses to open-ended questions. The other approach involves the interviewer assigning a code during the interview using a pre-determined list of categories (an 'other specify' category is usually included to capture unexpected and/or uncommon responses). Both approaches are valid, but the approach used for this question is preferable as it removes any need for interviewers to quickly interpret the response in order to determine which category in the pre-determined list the answer fits into.

Will depend on what happens during the next term	1
Other	8
Don't know	10

Base: Did not vote in local elections (n=566)

Source: Q6f

Consistent with the post-election survey, the main suggestion for getting people to vote is for more information about candidates and their policies to be made available (25%). Eighteen percent of non-voters suggested practical enabling factors such as online voting, having polling booths, and needing to be in the country or at home during the voting period or needing to be enrolled to vote.

However, when compared to the post-election survey, a larger proportion of non-voters suggested providing clearer or more information (16% in this survey, compared to 6% in the post-election survey).

Demographic analysis

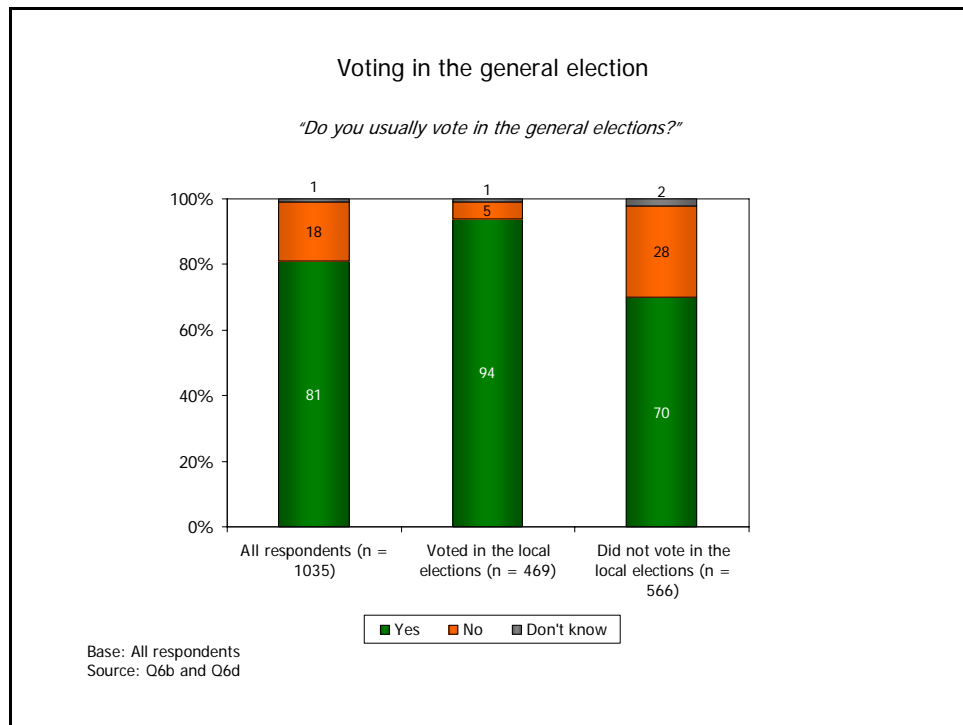
The following demographic differences were observed:

- NZ Europeans are more likely than other non-voters to make no suggestions or say that nothing can be done (20% versus 8% of other non-voters).
- Rural non-voters are more likely than urban non-voters to suggest that information needs to be clearer (5% versus 0% of urban non-voters).
- Male non-voters are more likely than female non-voters to say they will vote next time around (6% versus 1% of female non-voters) and that they need to have more confidence in the candidates (10% versus 2% of female non-voters).
- Younger non-voters (aged 18 to 34) are more likely than those aged 35 or above to request more information or more interesting and creative information (23% versus 4% of non-voters aged 35 or above).

Voting in the local and general elections

Voting in the general election

We asked all respondents whether they usually vote in New Zealand's general election. Results in the chart below are displayed separately for those who did and did not vote in the recent local elections.



The majority of all respondents (81%) say that they usually vote in the general election. Those who voted in the recent local elections are more likely to say they usually vote in the general election than those who did not vote in the recent local elections.

Demographic analysis

The following are sub-group differences that exist among those who did vote in the recent local elections:

- Those voters less likely than others to usually vote in the general election are younger voters aged 18-24 (42% versus 96% other voters), those with a combined income of \$20,000 or less (77% versus 97% of other voters), and Maori (87% versus 95% of non-Maori voters).
- Those voters more likely than others to usually vote in the general election are NZ European (98% versus 86% of non-NZ Europeans).

The following are sub-group differences that exist among those who did not vote in the recent local elections:

- Those non-voters less likely than others to usually vote in the general election are younger non-voters aged 18-24 (32% versus 82% other voters), those with a combined income of \$20,000 or less (32% versus 78% of other voters), rural residents (64% versus 73% of urban residents), and those who are not ratepayers (57% versus 77% of ratepayers).

- Those non-voters more likely than others to usually vote in the general election are those aged 35 or over (87% versus 51% of those aged 18 to 34), those with a combined income over \$50,000 per year (83% versus 61% of those with an income of \$50,000 or less), and NZ Europeans (78% versus 62% of non-NZ Europeans).

Reasons for voting in the general election and not the local elections

We then asked all those who did not vote in the recent local elections for the reasons why they would usually vote in the general election but not the local elections. Respondents were not given possible answers. Interviewers recorded their responses verbatim. The responses were then coded into like categories post fieldwork¹³. Results are shown below.

Table 11: Reasons for voting in the general election but not the local elections

	% (n=445)
Central Government has more of an impact / more important	33
Central government has greater impact on country	14
General election are more important	10
To choose who governs / leads the country	8
To effect change / in government / country	4
Issues impact on my life more	2
More informed about general election	30
General election have more public exposure / advertising	11
More information about candidates / their policies / higher profile	9
More information available (non-specific)	7
Greater awareness of the issues	4
General lack of awareness of local elections	3
Lack of information about local candidates / their policies	2
Less confidence in local candidates as little knowledge about them	2
Normally vote in local elections	20
Normally do vote in all elections (including local)	17
I was away / not in NZ during local elections	4
I just missed voting deadline for local elections	2
General reasons for voting	13
Believe it's important to vote / my responsibility / every vote matters	10
To have a say / to be heard	3
Easier to vote in general election	4
General election held on set day / have polling booths for voting	3
Process much simpler / easier to understand	2
Miscellaneous	11
Voting compulsory / legally required / have to	3
Did not receive voting papers	2
Negative comments about local council	1

¹³ This is one approach to capturing and analysing responses to open-ended questions. The other approach involves the interviewer assigning a code during the interview using a pre-determined list of categories (an 'other specify' category is usually included to capture unexpected and/or uncommon responses). Both approaches are valid, but the approach used for this question is preferable as it removes any need for interviewers to quickly interpret the response in order to determine which category in the pre-determined list the answer fits into.

Other	7
No particular reason	3
Don't Know	2

Base: Those who did not vote in local elections but who usually vote in the general election (n=445)
Source: Q6e

The main reasons for voting in the general election but not the local elections centre around perceptions that central government elections have more impact or are more important (33%), and that there is more information available and awareness about general election, including information about candidates' policies, and key election issues (30%).

One in five respondents (20%) indicated that they normally *would* vote in the local elections.

Demographic analysis

The following demographic differences were observed:

- Those aged 45 or over are more likely than those under 45 to suggest that they would normally vote in the local elections (30% versus 13% of those age under 45).
- Maori are more likely than non-Maori to say that they vote in the general election because it is compulsory (11% versus 2% of non-Maori).
- Men are more likely than women to suggest that central government has more impact or is more important (38% versus 28% of women).

APPENDIX A: QUESTIONNAIRE

NATIONAL SURVEY 2007 36973300

INTERVIEWERS NAME	
DATE	PHONE NUMBER

EMPLOYEE NO.						
INTERVIEW DURATION						

START TIME	FINISH TIME	AUDIT DETAILS
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Initial contact

Good morning/afternoon/evening my name is ... from Colmar Brunton, the research company. I'm doing about a survey about how much say the public has in the decisions that councils make.

May I please speak to the person in your home who is 18 or over and has the next birthday?

RE-INTRODUCE IF SPEAKING TO A NEW PERSON

This will take 10 minutes to complete, depending on your answers. Can I run through this with you now?

IF NECESSARY: We are doing this survey for the Local Government Commission, who are reviewing the rules by which councils operate.

MAKE APPOINTMENT IF NECESSARY

THANK RESPONDENT AND TERMINATE INTERVIEW IF RESPONDENT NOT WILLING TO CONTINUE

Introductory/screening questions

Thank you for agreeing to take part. Firstly, we need to interview a range of people for this survey, so I just have some questions to check that we're interviewing a good range.

Q1a Which of these ethnic groups do you fit into. You can be in more than one. Are you..?

READ OUT. CODE ALL MENTIONS.

Maori	1
NZ European / Pakeha	2
Other European	3
Samoan	4
Cook Islander/ Cook Island Maori	5
Tongan	6
Niuean	7
Chinese	8
Indian	9
Other (SPECIFY)	10
DO NOT READ Refused	11

QUOTA CHECK

IF QUOTA FULL, CLOSE WITH: Thank you for answering that question, but we have already interviewed enough people in your ethnic group, so that is the only question I have. Thank you very much for your time today.

Q1b Local elections were recently held in your area. These included elections for the Mayor, councillors, and the District Health Board. Did you vote in the recent local elections?

IF NECESSARY: We want to interview both people who voted in these elections and people who did not vote.

CODE ONE ONLY

Yes	1
No	2

QUOTA CHECK

IF QUOTA FULL, CLOSE WITH: We have already interviewed enough people who **[INSERT: voted / did not vote]** in the election, so those were the only questions I have. Thank you very much for your time today.

Great, thank you. All our calls are recorded for training purposes, but no one will be able to identify you from your answers.

DO NOT PAUSE. CONTINUE TO NEXT SCREEN UNLESS RESPONDENT IS CONCERNED

IF NECESSARY: The purpose of the recording is to check that I have conducted the survey correctly.

IF NECESSARY: All recordings are stored securely and can only be accessed by authorised staff.

Knowledge of Council

Q2a I would like begin by getting an overall idea of how much you know about councils.

So using a scale from 1 to 5, where 1 means 'you know a great deal' and 5 means 'you know hardly anything at all', how much would you say you know about your council?

CODE ONE ONLY.

You know a great deal	1
	2
	3
	4
You know hardly anything at all	5
Don't know	6

Q2b The term council can refer to your regional council or your local council, which might be a city or district council, depending on where you live.

Before today, did you know there was a difference between regional councils and local councils?

CODE ONE ONLY.

Yes	1
No	2
Don't know	3

GO TO Q2e

GO TO Q2e

Q2c Now I'm going to ask you about your city or district council.

Using the same scale where 1 means 'you know a great deal' and 5 means 'you know hardly anything at all', how much would you say you know about your city or district council?

CODE ONE ONLY.

You know a great deal	1
	2
	3
	4
You know hardly anything at all	5
Don't know	6

Q2d Now I'm going to ask about regional councils.

Using the same scale, how much would you say you know about regional councils?

CODE ONE ONLY. REPEAT SCALE IF NEEDED.

You know a great deal	1
	2
	3
	4
You know hardly anything at all	5
Do not have a regional council	6
Don't know	7

Q2e Some areas have a Community Board. Its members are elected by the community as part of the local elections. Before today, had you heard of Community Boards?
CODE ONE ONLY.

Yes	1
No	2
Don't know	3

GO TO Q3a
GO TO Q3a

Q2f And using the same scale, how much would you say you know about Community Boards?
CODE ONE ONLY. REPEAT SCALE IF NESCESSARY.

You know a great deal	1
	2
	3
	4
You know hardly anything at all	5
Don't know	6

Role of council

Q3a Now can you please tell me, what are all the things that your councils do or provide?
DO NOT READ. PROBE TO NO.

CODE FIRST MENTION IN COL A (CODE ONE ONLY) AND ALL SUBSEQUENT MENTIONS IN COL B.

CORE SERVICES	COL A	COL B
Cultural facilities (eg museums, libraries, art galleries)	1	1
Health protection (eg street cleaning, food safety and licensing of premises)	2	2
Roads and road safety	3	3
Rubbish collection & disposal (eg tips, recycling facilities, and waste)	4	4
Sports facilities (eg swimming pools, parks and grounds)	5	5
Town planning and Environmental management (zoning, building consents, new developments, resource management)	6	6
Water and sanitation (eg sewage and tap water)	7	7
OTHER SERVICES		
Biodiversity (eg weed control, protection of native plants)	8	8
Brothels and prostitution control/regulation	9	9
Civil defence and emergency management	10	10
Community centres	11	11
Community and public events (eg wearable arts, Pasifika festival, fireworks displays, or summertime programmes, etc)	12	12
Community safety (eg, community patrols)	13	13
Dog control (eg registration, microchipping, animal impounding)	14	14
Economic development (eg promoting the town and its services, attracting new investment)	15	15
Footpaths and walkways	16	16
Gaming control (eg compliance with licensing requirements)	17	17
Housing (eg council flats)	18	18
Navigational safety (harbour master)	19	19
Noise control	20	20
Parks, gardens, reserves, and open spaces	21	21
Public transport (eg buses, trains, pedestrian & cycling initiatives)	22	22
Public art (eg sculptures in public places, town decorations)	23	23
Recreational facilities (including playgrounds and zoos)	24	24
Street lighting	25	25
Tourism services & promotion (eg encouraging tourism)	26	26
Other (SPECIFY)	27	27
Don't know	28	
SINGLE CODE No others (only mentions one service)		28

GO TO Q3b

Q3b In 2002, parliament broadened the purpose of councils. Now, as well as providing a range of services – city, district and regional councils are required to promote the overall well-being of the community.

Before today, did you know that your Council was required to promote the overall well-being of your community?

CODE ONE ONLY.

Yes	1
No	2
Don't know	3

Q3c 'Community well-being' can mean different things to different people. When I say 'Community well-being' what things come to mind?

PROBE TO NO/CLARIFY

Q3d And thinking about 'community well-being', in your opinion, how important is it that Council identifies and promotes the overall well-being of your community? Is it...

READ OUT. CODE ONE ONLY.

Very important	1
Quite important	2
Neither important nor unimportant	3
Quite unimportant	4
Very unimportant	5
DO NOT READ Don't know	6

Q3e How satisfied or dissatisfied are you with your Councils' contributions to the overall well-being of your community? Are you...

READ OUT. CODE ONE ONLY.

Very satisfied	1
Quite satisfied	2
Neither satisfied nor dissatisfied	3
Quite dissatisfied	4
Very dissatisfied	5
DO NOT READ Don't know	6

GO TO Q4a

Q3f For what reasons are you [**INSERT ANSWER FROM Q3e**]? **CLARIFY.**

Council decisions

- Q4a When making decisions, councils are required to consider not just the current generations of people living in a community, but also future generations.

Do you agree or disagree that, when making decisions, your council considers the needs of future generations. **PROMPT:** Do you strongly agree/disagree or just agree/disagree?

CODE ONE ONLY.

Strongly agree	1
Agree	2
Neither agree nor disagree	3
Disagree	4
Strongly disagree	5
Don't know	6

GO TO Q4c

- Q4b For what reasons do you [**INSERT ANSWER FROM Q4a**]?
CLARIFY.

- Q4c Thinking now about the decisions that councils make in general, how important is it to you that you can have a say in those decisions? Is it...

READ OUT. CODE ONE ONLY.

Very important	1
Quite important	2
Neither important nor unimportant	3
Quite unimportant	4
Very unimportant	5
DO NOT READ Don't know	6

- Q4d And how likely or unlikely is it that you would give your views to council on an issue that you felt was important? Would you say that it is...

READ OUT. CODE ONE ONLY.

Very likely	1
Quite likely	2
Neither likely nor unlikely	3
Quite unlikely	4
Very unlikely	5
DO NOT READ Don't know	6

GO TO Q4f

GO TO Q4f

- Q4e For what reasons is it [**INSERT: LIKELY / UNLIKELY**]?
CLARIFY.

Q4f And still thinking about the decisions that councils make, can you tell me, what are the ways that people can influence the decisions of their council?

DO NOT READ. PROBE TO NO. CODE EACH MENTIONED

IF RESPONDENT SAYS "ATTEND MEETINGS", PROBE: What kind of meetings?

By voting in the elections/for a person who shares views	1
Making a submission (can be as an individual or group)	2
Approaching the Community Board	3
Standing for council	4
Personally speaking with councillors (not including at formal public meetings or forums)	5
Writing a letter to council	6
Making a phone call to council	7
ATTEND MEETINGS	
Attending the formal council meetings (or committee meetings)	8
Attending public consultation/information meetings organised by the Council	9
Attending/holding public or community meetings (not a council organised meeting)	10
Other (SPECIFY)	11
SINGLE CODE Can't influence council	12
SINGLE CODE Don't know	13

Q4g I'm now going to list some of the ways that members of the public can influence council decisions about issues they feel are important. How much influence do you think the following methods have on the decisions that councils make?

Please choose from a lot of influence, some influence, not much influence, or no influence at all.

Firstly... **INSERT STATEMENT**

Next... **INSERT STATEMENT**

RANDOMISE. CODE ONE ONLY FOR EACH STATEMENT. REPEAT SCALE ONLY IF NECESSARY.

	A lot of influence	Some influence	Not much influence	No influence at all	DO NOT READ Don't know
i) Voting people onto council who share your views about the issue	1	2	3	4	5
ii) Making a written submission to council about the issue	1	2	3	4	5
iii) Attending meetings run by council to discuss the issue	1	2	3	4	5
iv) Personally meeting with councillors to discuss the issue	1	2	3	4	5
v) Attending meetings run by members of the public or interest groups about the issue	1	2	3	4	5

Awareness of specific processes

- Q5a Your Council is required to produce a Long Term Council Community Plan, or L T C C P. This is the Council's plan for providing services to the community over 10 years, including a more detailed plan for the first three of those years.

Before today, had you heard that your Council is required to produce a Long Term Council Community Plan?

CODE ONE ONLY.

Yes	1
No	2
Don't know	3

- Q5b Your Council is also required to review its representation arrangements every six years. This can mean changing things such as the number of councillors and the boundaries of the different areas within your council district.

Before today, were you aware that your Council carries out such a review?

CODE ONE ONLY.

Yes	1
No	2
Don't know	3

Voting

ASK Q6a IF CODE 1 AT Q1b, OTHERWISE GO TO Q6c

- Q6a You said that you voted in the recent local elections. For what reasons did you vote in the local elections? **PROMPT:** Anything else?

DO NOT READ. PROBE TO NO. CODE EACH MENTIONED.

Can't complain if you haven't voted	1
Duty/democratic duty/responsibility to vote/belief in democracy	2
Easy to vote/voting papers were sent to me	3
Important to vote/everybody should vote	4
Interested in local politics/affairs/issues	5
Right to vote/democratic right	6
To elect the people I wanted/people who share my views	7
To get the right people for the job/people who will do a good job	8
To have my say	9
Wanted a change/dissatisfied with current Council/Board	10
Happy with current Council/Board	11
Other (SPECIFY)	12
SINGLE CODE None/no particular reason	13
SINGLE CODE Don't know	14

- Q6b Do you usually vote in the general elections?

CODE ONE ONLY.

Yes	1
No	2
Don't know	3

GO TO Q7a
GO TO Q7a
GO TO Q7a

Q6c You said that you did not vote in the recent local elections. For what reasons did you not vote?
PROBE TO NO/CLARIFY.

Q6d Do you usually vote in the general elections?
CODE ONE ONLY.

Yes	1
No	2
Don't know	3

GO TO Q6f
GO TO Q6f

Q6e For what reasons would you vote in the general elections, but not the local elections?
CLARIFY.

Q6f What could be changed, or what would need to be different, for you to vote in the local elections next time around, in 2010?
PROBE TO NO/CLARIFY.

IF NOTHING ENTER 96
IF DON'T KNOW ENTER 99

Demographics

So that we can understand the views of different people, I have a few background questions.

Q7a **CODE GENDER**

Male	1
Female	2

Q7b First of all, which of the following age groups do you fall into?
READ OUT. CODE ONE ONLY.

18 to 19 years	1
20 to 24 years	2
25 to 29 years	3
30 to 34 years	4
35 to 44 years	5
45 to 49 years	6
50 to 55 years	7
55 to 59 years	8
60 to 69 years	9
70+ years	10
DO NOT READ Refused	11

Q7c Can you please tell me how many people aged 18 years of age and over live in your household, including yourself?
WRITE IN TOTAL NUMBER AGED 18 YEARS AND OVER
IF REFUSED ENTER 999

Q7d Does your household pay council rates?

CODE ONLY ONLY.

IF NECESSARY: Property owners pay rates to the council.

Yes	1
No	2
Don't know	3

Q7e Do you live with a partner or spouse?

CODE ONE ONLY.

Yes	1
No	2
Don't know	3
Refused	4

GO TO Q7g

Q7f Which of the following best describes your total **personal** annual income from all sources before tax? **IF NECESSARY:** Before tax is gross

READ OUT. CODE ONE ONLY.

\$20,000 or less	1
Over \$20,000 to \$30,000	2
Over \$30,000 to \$40,000	3
Over \$40,000 to \$50,000	4
Over \$50,000 to \$60,000	5
Over \$60,000 to \$80,000	6
Over \$80,000 to \$100,000	7
Over \$100,000 to \$120,000	8
Over \$120,000 to \$140,000	9
Over \$140,000 to \$160,000	10
Over \$160,000	11
DO NOT READ: Refused	12
DO NOT READ: Don't know	13

CLOSE

Q7g And which of the following best describes the **combined** annual income of you and your partner, from all sources, before tax? **IF NECESSARY:** Before tax is gross

READ OUT. CODE ONE ONLY.

\$20,000 or less	1
Over \$20,000 to \$30,000	2
Over \$30,000 to \$40,000	3
Over \$40,000 to \$50,000	4
Over \$50,000 to \$60,000	5
Over \$60,000 to \$80,000	6
Over \$80,000 to \$100,000	7
Over \$100,000 to \$120,000	8
Over \$120,000 to \$140,000	9
Over \$140,000 to \$160,000	10
Over \$160,000	11
DO NOT READ: Refused	12
DO NOT READ: Don't know	13

Close

That is the end of the survey. Thank you very much for your time. My name is ... from Colmar Brunton, and we were conducting this survey for the Local Government Commission. If you have any questions please feel free to call my supervisor.

GIVE RESPONDENT SUPERVISOR'S NAME AND PHONE NUMBER IF REQUESTED

INTERVIEWER DECLARATION:

'I certify that I have conducted this interview in accordance with the guidelines set out in the Market Research Society Code of Practice and in accordance with the instructions from Consumer Link. I have thoroughly checked the questionnaire and it is complete in all respects.'

Yes	1
No	2