



**Waitakere City Council**

*Te Taiao o Waitakere*

## **EcoDay Survey**



**9<sup>th</sup> March 2008**

Provided for

Waitakere City Council

Conducted by



FEEDBACK...WHEN IT REALLY COUNTS!

<b>Survey Title</b>	<b>Eco Day 2008</b>
<b>Sponsor(s)</b>	<ul style="list-style-type: none"> <li>• Survey commissioned by EcoWater, Waitakere City Council</li> <li>• Survey assistance by Public Affairs, Waitakere City Council</li> </ul>
<b>Main objective(s)</b>	<ul style="list-style-type: none"> <li>• To see if residents are reading / understanding EcoWater literature sent out with water rates</li> <li>• To gauge the level of interest in EcoWater sustainability initiatives</li> <li>• To find out what the barriers are to adopting water saving and energy saving devices</li> </ul>
<b>Key finding/ result / outcome</b>	<ul style="list-style-type: none"> <li>• 47% selected they read the newsletters</li> <li>• A higher proportion selected they “read additional information such as water saving promotions sent out with the water bill” (59%). This is a good result for direct mail</li> <li>• Both installing solar water heating and installing a rain tank for indoor use were ranked equally the highest in terms of what initiatives would people like to take. On the other hand they also said they’d only be prepared to spend \$200</li> </ul>
<b>Other outcomes:</b>	<ul style="list-style-type: none"> <li>• Continued to produce the Three Waters newsletter for water bills recipients</li> <li>• Supported climate change unit by facilitating a consumer campaign to promote solar water heating. A brochure was published and competitions and rebates arranged and distributed via water bills</li> <li>• A long term campaign flyer was produced to provide an overview of many different ways to save water around the home</li> <li>• Devised a campaign to save water in the garden which would not cost residents more than \$200</li> </ul>



# Project Summary

## EcoDay Survey Olympic Park, New Lynn

### Project Date

Interviews completed Sunday 9<sup>th</sup> March 2008

### Questionnaire

As per questionnaire authorised by Waitakere City Council

### Sample

Total of 116 Valid Responses  
Respondents approached throughout the EcoDay event 10am – 4pm

### Methodology

Face-to-face interviews carried out via a touch screen tablet system utilising TouchPoll™ software. Respondents were handed the tablet and completed the interview at their own pace or were assisted with completion by TouchPoll interviewing staff. Visitors could also complete the survey via the Counter-top system located within the mobile library bus. This report contains key findings along with gross results and some cross tabulations. Raw data provided separately via excel spreadsheet.

### Results & Analysis

This report contains key findings along with gross results and some cross tabulations. Raw data provided separately via excel spreadsheet.

### Miscellaneous

All information is said to be “from those surveyed”, and represents only the above-described sample. TouchPoll, Inc. or its subsidiaries is not responsible for damages or liability as a direct or indirect result of misinterpretation of data by the client.

Contact TouchPoll Auckland with questions regarding the survey project and/or results.

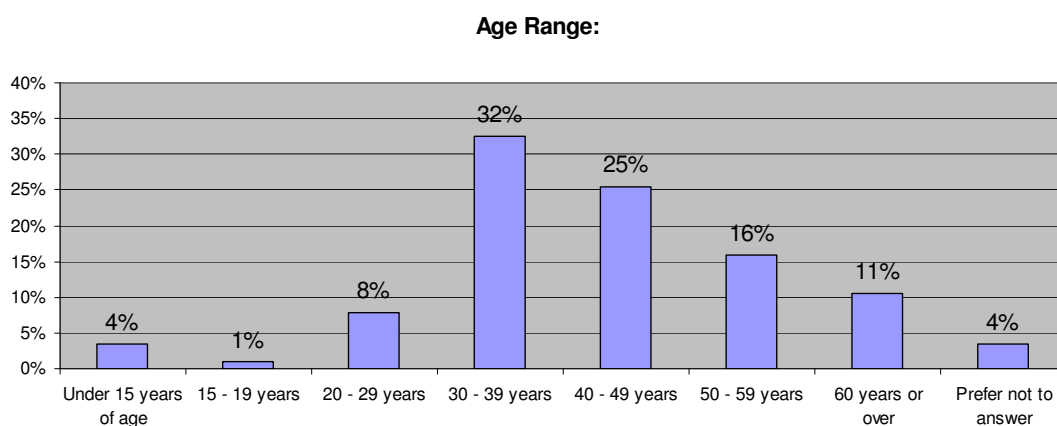
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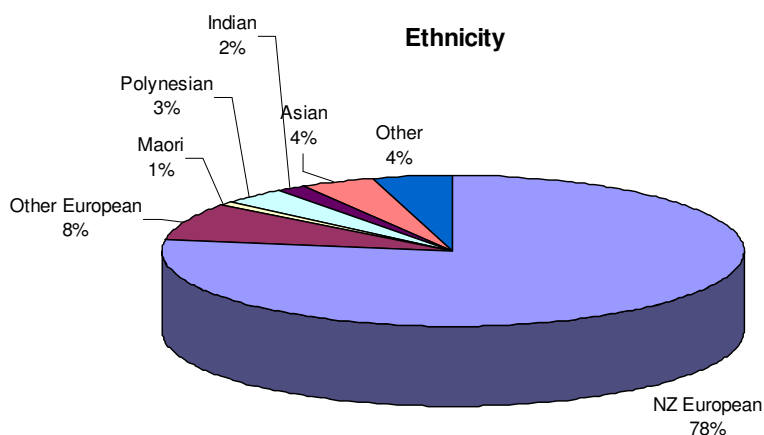
# Key Findings

## Demographics:

- As would be expected the majority of respondents completing the survey were from “Waitakere City” (83%, n=116) out of a total of 139 respondents.
- The survey captured attendee responses from across most suburbs throughout Waitakere City, particularly from “Titirangi” (18%), followed by “New Lynn” (14%) then “Henderson” (11%).
- Slightly more “females” completed the survey (58%) versus “males” (42%).
- The majority of respondents completing the survey were aged between “30 and 49 years” of age (58%).



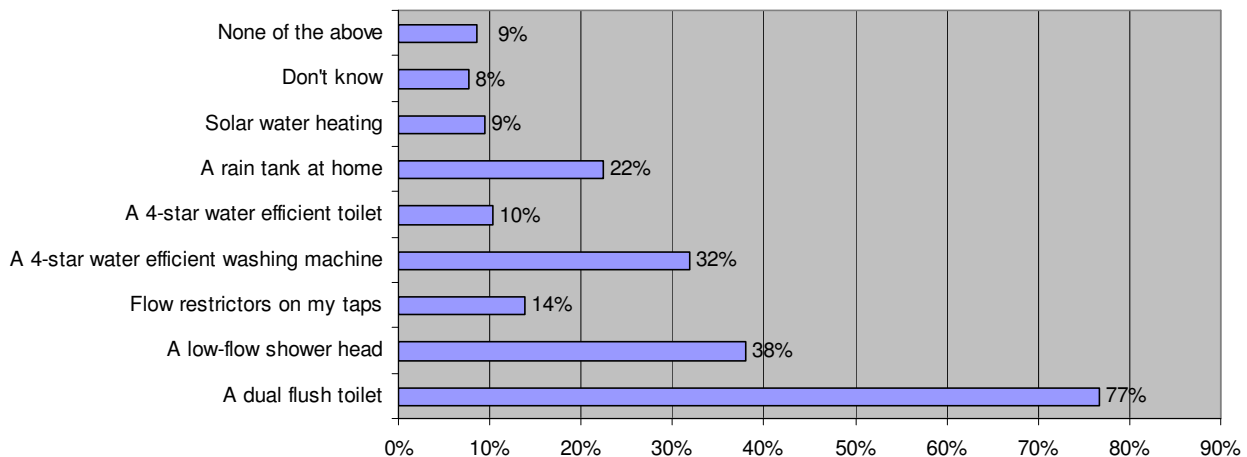
- A large proportion of respondents completing the survey (multi-select) were in “full time employment” (46%) followed equally by “Self employed” (18%) & “Part time” (18%) then Parenting (11%).
- The majority of respondents completing the survey were “NZ European” (78%) followed by “Other European” 8%, then “Asian” (4%), “other” (4%), “Polynesian” (3%)



## Key Findings:

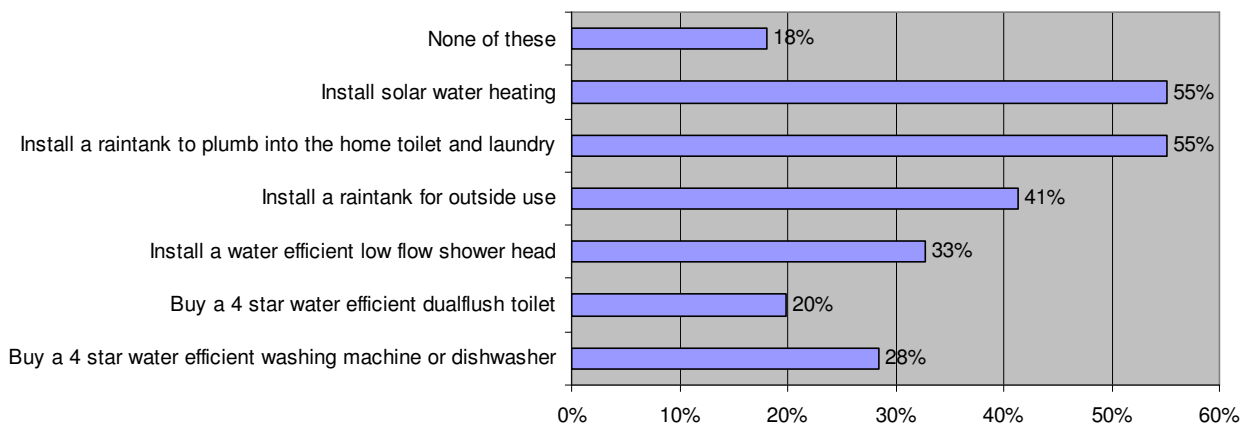
- With regard to “ThreeWaters newsletters” that come with the water bill, 47% selected they read the newsletters.
- A higher proportion selected they “read additional information such as water saving promotions sent out with the water bill” (59%)
- A large proportion of respondents (multi-select) identified they have “a dual flush toilet” (77%), followed by “a low-flow shower head” (38%), then “a 4-star water efficient washing machine (32%) and “a rain tank at home” (22%)

### I already have.... Select all that apply.



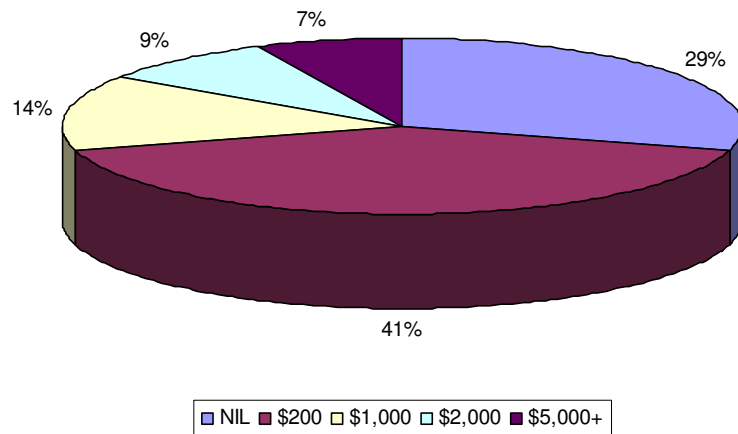
- When asked “which measures would you be interested in actioning for your household?”, “Install a rain tank to plumb into the home toilet and laundry” and “Install solar water heating” rated the highest (both 55%), followed by “install a rain tank for outside use” (41%), then “install a water efficient low flow shower head” (33%)

### Which of these measures would you be interested in actioning for your household? (Multi-select)



- The majority of respondents are likely to invest this year for a water saving action (71%). The degree to which they were prepared to invest varied - with 41% selecting "\$200", 29% selecting "Nil", and 14% selecting "\$1,000", 9% selected "\$2,000" and 7% selected "\$5,000+".

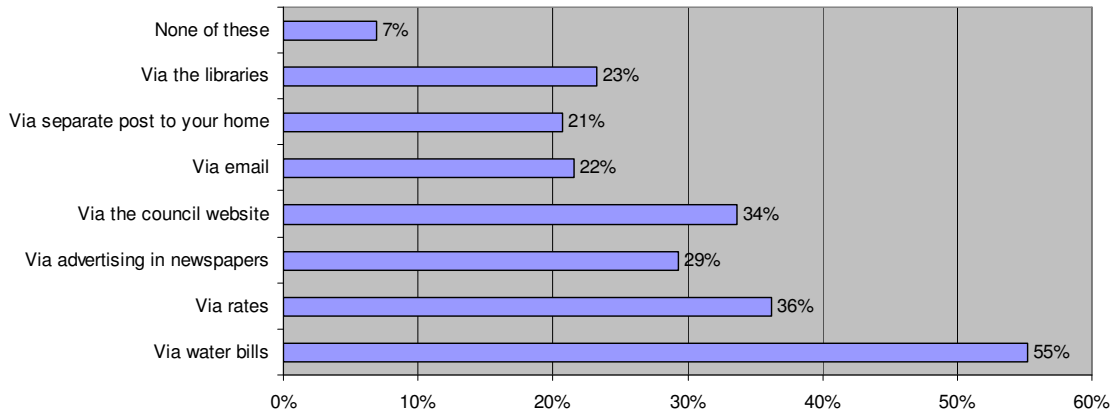
**How much do you think you could invest this year for a water saving action?**



- With regard to "anything preventing you achieving greater water and energy efficiency in your home" 54% selected "Yes".
- When questioned further (unprompted) key themes were apparent, with the primary reason being "money / finances / cost" (n=30), followed by "rental" (n=3) and "time" (n=2).
- These respondents were questioned further and asked "how could Waitakere City Council help remove these barriers" – main responses (unprompted were):
  - "Subsidies / discounts (on equipment and / or rated)" (n=10)
  - "Rebates on equipment" (n=4)
  - "Incentives" (n=4)
  - "Education / make information more readily available" (n=3)

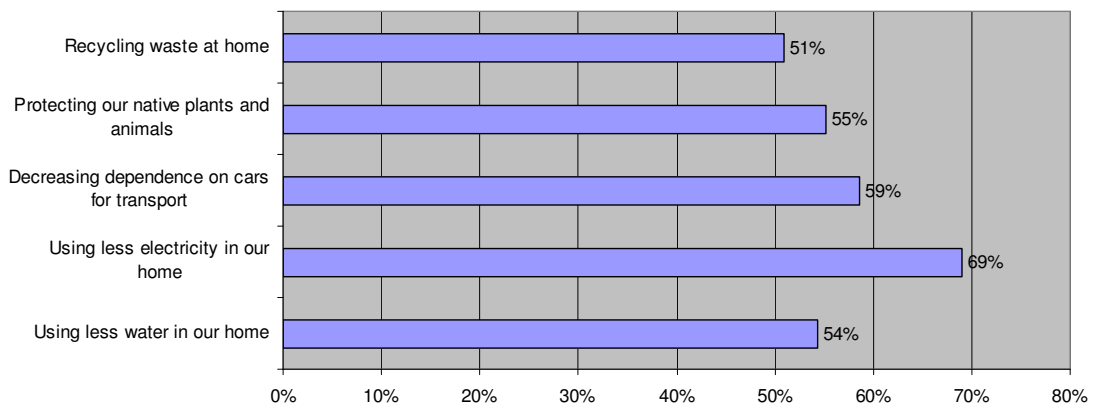
- The majority of respondents would like to be informed about special sustainability options (multi-select) via “water bills” (55%), followed by “rates” (36%) then “council website” (34%)

**How do you like to be informed about special sustainability options? (Multi-select)**



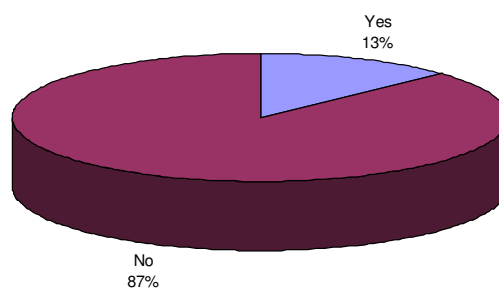
- The three most important issues selected (multi-select up to 3 options) were: “using less electricity in our home (69%) followed by “decreasing dependence on cars for transport” (59%) then “protecting our native plants and animals” (55%)

**Please select the three most important issues?**



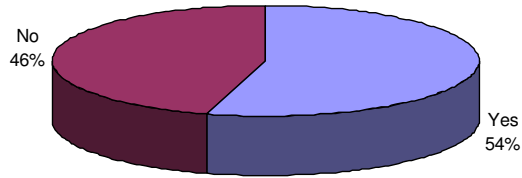
- Respondents were asked “Is it true that if you had to save more water and electricity you’d feel worse off”, the vast majority selected “No” (87%).

**It is true that if you had to save more water and electricity you'd feel worse off?**



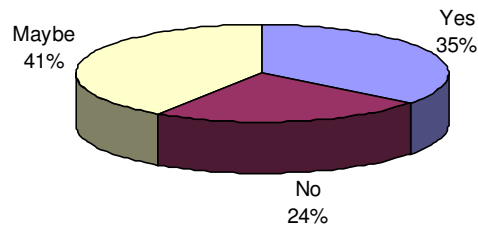
- 54% of respondents watch TV programmes on sustainable living, such as Wasted.

**Do you watch TV programmes on sustainable living, such as Wasted?**



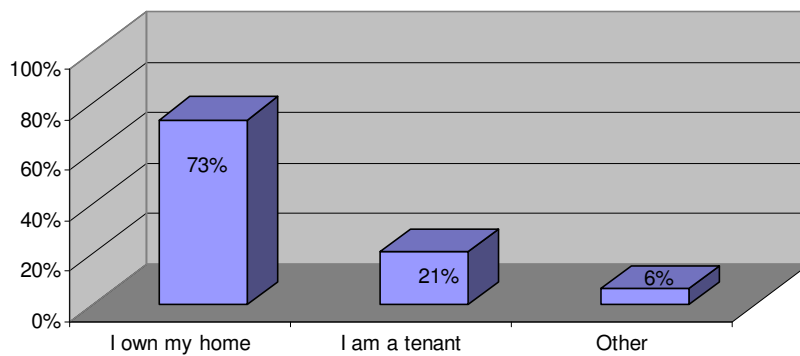
- 35% of respondents said they would use a low interest loan payment with their power or rates bills to take advantage of water conservation technology. A further 41% selected “maybe” and 24% “no”.

**Would you use a low interest loan payment with your power or rates bills to take advantage of water conservation technology?**

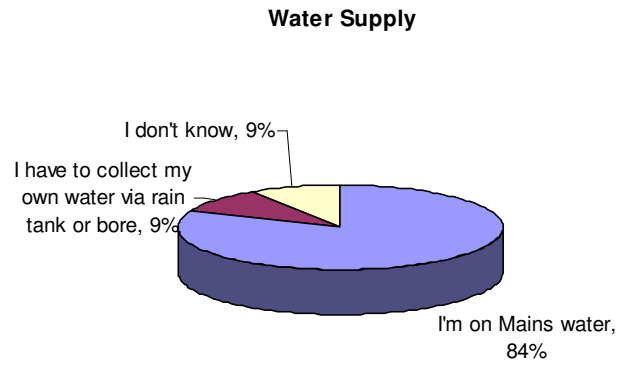


- The majority of respondents completing the survey selected they “own my home” (73%), followed by “I am a tenant” (21%) and “other” (6%).

**Please select which option applies to you?**



- Regarding water supply (multi-select), 84% selected they are “on Mains water”, followed by “I have to collect my own water via rain tank or bore 9%, and a further 9% selected “I don’t know”.



# Results Summary

## Gross Results Report

### Q1: Do you live in Waitakere City?

Answers	Responses	Selection Percentage
Yes (Go to Q2)	116	83.45%
No (Go to Q25)	23	16.55%
Valid Respondents: 139.0	Total Responses: 139	100.00%

### Q2: Do you read the ThreeWaters newsletters that come with your water bill?

Answers	Responses	Selection Percentage
Yes	55	47.41%
No	61	52.59%
Valid Respondents: 116.0	Total Responses: 116	100.00%

### Q3: Do you read additional information such as water saving promotions sent out with your water bill?

Answers	Responses	Selection Percentage
Yes	68	58.62%
No	48	41.38%
Valid Respondents: 116.0	Total Responses: 116	100.00%

### Q4: I already have... Select all that apply.

Answers	Responses	Respondent Percentage	Selection Percentage
A dual flush toilet	89	76.72%	35.04%
A low-flow shower head	44	37.93%	17.32%
Flow restrictors on my taps	16	13.79%	6.30%
A 4-star water efficient washing machine	37	31.90%	14.57%
A 4-star water efficient toilet	12	10.34%	4.72%
A rain tank at home	26	22.41%	10.24%
Solar water heating	11	9.48%	4.33%
Don't know	9	7.76%	3.54%
None of the above	10	8.62%	3.94%
Valid Respondents: 116.0	Total Responses: 254	(May add up to more than 100%)	100.00%

**Q5: Which of these measures would you be interested in actioning for your household?  
(Multi-Select)**

Answers	Responses	Respondent Percentage	Selection Percentage
Buy a 4 star water efficient washing machine or dishwasher	33	28.45%	11.34%
Buy a 4 star water efficient dualflush toilet	23	19.83%	7.90%
Install a water efficient low flow shower head	38	32.76%	13.06%
Install a raintank for outside use	48	41.38%	16.49%
Install a raintank to plumb into the home toilet and laundry	64	55.17%	21.99%
Install solar water heating	64	55.17%	21.99%
None of these	21	18.10%	7.22%
Valid Respondents: 116.0	Total Responses: 291	(May add up to more than 100%)	100.00%

**Q6: How much do you think you could invest THIS year for a water saving action?**

Answers	Responses	Selection Percentage
NIL	34	29.31%
\$200	48	41.38%
\$1,000	16	13.79%
\$2,000	10	8.62%
\$5,000+	8	6.90%
Valid Respondents: 116.0	Total Responses: 116	100.00%

**Q7: Is there anything preventing you achieving greater water and energy efficiency in your home?**

Answers	Responses	Selection Percentage
YES (Go to Q8)	63	54.31%
NO	53	45.69%
Valid Respondents: 116.0	Total Responses: 116	100.00%

**Q8: What is preventing you achieving greater water and energy efficiency in your home?**

MONEY / FINANCES / COST x 30
RENTAL x 6
TIME x 3
LACK OF KNOWLEDGE x 2
ALREADY HAVE SEVERAL WATER SAVING DEVICES
EXTREME POVERTY
GLASS EXCESSIVE AMOUNT
HASSEL FOR PERMITS
KIDS
LAZINESS
NEW ROOF REQUIRED WILL LOOK AT THIS NEXT YEAR
NOT MY HOME
PLACE TO PUT WATER TANK

REGULATIONS AFFECTING RAINWATER USE
RENOVATIONS
SHIFTING SOON
TEENAGERS USING LONG SHOWERS FOR EXMPLE. THE PRICE OF WATER AND ONLY GETTING BILLS EVERY SIX MONTHS MAKES IT LESS OF PROBLEM THAN ELECTRICITY. WILL CONSIDER SOLAR HOT WATER IN FUTURE.
WHEN WILL YOU STOP CHARGING PEOPLE \$385 FOR INSTALLING A GREY WATER SYSTEM?

**Q9: How could Waitakere City Council help remove these barriers?**

SUBSIDIES / DISCOUNTS X 10 (ON EQUIPMENT AND / OR RATES)
REBATES ON EQUIPMENT x 4
INCENTIVES x 4
EDUCATION/ MAKE INFORMATION MORE READILY AVAILABLE x 3
FREE EQUIPMENT (WATER TANKS) x 3
DONT KNOW x 2
INCREASE LOW INCOME BRACKET SUPPORT LEVELS
INTEREST FREE LOANS FOR EQUIPMENT
MAKE PERMITS EASYER
MORE HELP FOR HOUSEHOLDERS IN URBAN AREAS WANTING TO USE RAINWATER AS PORTABLE WATER
OFFER VOUCHERS TO ASSIST WITH COSTS
PROMOTE WHAT YOU WILL DO FOR FREE
PROVIDE MORE EASY FUNDING
REDUCEOR REMOVE WATERRATES FOR THE CAREFUL PENSIONERS ACCORDING TO LOW USAGE
SET UP A FUND FOR LANDLORDS
THEY ARE DOING VERY WELL

**Q10: How do you like to be informed about special sustainability options? (Multi-Select)**

Answers	Responses	Respondent Percentage	Selection Percentage
Via water bills	64	55.17%	24.33%
Via rates	42	36.21%	15.97%
Via advertising in newspapers	34	29.31%	12.93%
Via the council website	39	33.62%	14.83%
Via email	25	21.55%	9.51%
Via separate post to your home	24	20.69%	9.13%
Via the libraries	27	23.28%	10.27%
None of these	8	6.90%	3.04%
Valid Respondents: 116.0	Total Responses: 263	(May add up to more than 100%)	100.00%

**Q11: Please select the three MOST important issues.**

Answers	Responses	Respondent Percentage	Selection Percentage
Using less water in our home	63	54.31%	18.86%
Using less electricity in our home	80	68.97%	23.95%
Decreasing dependence on cars for transport	68	58.62%	20.36%
Protecting our native plants and animals	64	55.17%	19.16%
Recycling waste at home	59	50.86%	17.66%
Valid Respondents: 116.0	Total Responses: 334	(May add up to more than 100%)	100.00%

**Q12: Which statement best reflects your feelings? Choose one option only.**

Answers	Responses	Selection Percentage
I am very water conservation conscious	45	38.79%
I have a right to as much water as I like	3	2.59%
I feel I'm doing all the right things to use less water	42	36.21%
I'd do more if I knew more about what to do	21	18.10%
Water savings are out of my control	3	2.59%
It's not a real issue, there's no need to conserve water in our city	2	1.72%
Valid Respondents: 116.0	Total Responses: 116	100.00%

**Q13: Is it true that if you had to save more water and electricity you'd feel worse off?**

Answers	Responses	Selection Percentage
Yes	15	12.93%
No	101	87.07%
Valid Respondents: 116.0	Total Responses: 116	100.00%

**Q14: Do you watch TV programmes on sustainable living, such as Wasted?**

Answers	Responses	Selection Percentage
Yes	63	54.31%
No	53	45.69%
Valid Respondents: 116.0	Total Responses: 116	100.00%

**Q15: Would you use a low interest loan payment with your power or rates bills to take advantage of water conservation technology?**

Answers	Responses	Selection Percentage
Yes	41	35.34%
No	28	24.14%
Maybe	47	40.52%
Valid Respondents: 116.0	Total Responses: 116	100.00%

**Q16: Please select which option below applies to you?**

Answers	Responses	Selection Percentage
I own my home	85	73.28%
I am a tenant	24	20.69%
Other	7	6.03%
Valid Respondents: 116.0	Total Responses: 116	100.00%

**Q17: Please select which option(s) applies to you? (Multi-Select)**

Answers	Responses	Respondent Percentage	Selection Percentage
I'm on Mains water	97	83.62%	81.51%
I have to collect my own water via rain tank or bore	11	9.48%	9.24%
I don't know	11	9.48%	9.24%
Valid Respondents: 116.0	Total Responses: 119	(May add up to more than 100%)	100.00%

**Q18: And finally just a few questions about you. Please select your GENDER:**

Answers	Responses	Selection Percentage
Male	49	42.24%
Female	67	57.76%
Valid Respondents: 116.0	Total Responses: 116	100.00%

**Q19: Which ethnicity do you belong to?**

Answers	Responses	Selection Percentage
NZ European	90	77.59%
Other European	9	7.76%
Maori	1	.86%
Polynesian	4	3.45%
Indian	2	1.72%
Asian	5	4.31%
Other	5	4.31%
Valid Respondents: 116.0	Total Responses: 116	100.00%

**Q20: Please select the letter for the area within Waitakere that you live in or closest to? (e.g. H for Henderson)**

Answers	Responses	Selection Percentage
A – N (Go to Q21)	67	57.76%
O – Z (Go to Q22)	49	42.24%
Valid Respondents: 116.0	Total Responses: 116	100.00%

**Q21: Which area or SUBURB of Waitakere do you live in or closest to?**

Answers	Responses	Selection Percentage
Cornwallis	0	.00%
French Bay	3	4.48%
Glen Eden	9	13.43%
Glendene	1	1.49%
Greenbay	8	11.94%
Henderson	13	19.40%
Herald Island	1	1.49%
Hobsonville	0	.00%
Huia	2	2.99%
Karekare	4	5.97%
Kelston	2	2.99%
Laingholm	2	2.99%
Massey	4	5.97%
New Lynn	16	23.88%
Don't Know / Other	2	2.99%
Valid Respondents: 67.0	Total Responses: 67	100.00%

**Q22: Which area or SUBURB of Waitakere do you live in or closest to?**

Answers	Responses	Selection Percentage
Oratia	3	6.38%
Parau	2	4.26%
Piha	1	2.13%
Ranui	3	6.38%
Royal Heights	0	.00%
Sunnyvale	2	4.26%
Swanson	1	2.13%
Te Atatu Peninsula	6	12.77%
Te Atatu South	3	6.38%
Titirangi	21	44.68%
Waiatarua	1	2.13%
Waitakere	1	2.13%
West Harbour	0	.00%
Whenuapai	1	2.13%
Don't Know / Other	2	4.26%
Valid Respondents: 47.0	Total Responses: 47	100.00%

**Q23: Please select your AGE GROUP:**

Answers	Responses	Selection Percentage
Under 15 years of age	4	3.51%
15 - 19 years	1	.88%
20 - 29 years	9	7.89%
30 - 39 years	37	32.46%
40 - 49 years	29	25.44%
50 - 59 years	18	15.79%
60 years or over	12	10.53%
Prefer not to answer	4	3.51%
Valid Respondents: 114.0	Total Responses: 114	100.00%

**Q24: What is your primary employment status? (Multi-Select)**

Answers	Responses	Respondent Percentage	Selection Percentage
Full time	53	46.49%	43.44%
Self employed	21	18.42%	17.21%
Part time	21	18.42%	17.21%
Student	2	1.75%	1.64%
Retired	7	6.14%	5.74%
Unemployed	1	.88%	.82%
Parenting	13	11.40%	10.66%
Casual	4	3.51%	3.28%
Valid Respondents: 114.0	Total Responses: 122	(May add up to more than 100%)	100.00%

**Q25: INFO SCREEN for non Waitakere City residents.**

## Cross Tabulations Report

Please select your AGE GROUP:

by

And finally just a few questions about you. Please select your GENDER:

	Male		Female	
<b>Under 15 years of age</b>	2	50.0%,	2	50.0%,
<b>15 - 19 years</b>	1	100.0%,	0	0.0%,
<b>20 - 29 years</b>	4	44.4%,	5	55.6%,
<b>30 - 39 years</b>	17	45.9%,	20	54.1%,
<b>40 - 49 years</b>	9	31.0%,	20	69.0%,
<b>50 - 59 years</b>	9	50.0%,	9	50.0%,
<b>60 years or over</b>	5	41.7%,	7	58.3%,
<b>Prefer not to answer</b>	2	50.0%,	2	50.0%,

Please select your AGE GROUP:

by

What is your primary employment status? (Multi-Select)

	Full time		Self employed		Part time		Student		Retired		Unemployed		Parenting		Casual	
<b>Under 15 years of age</b>	2	50.0%	0	0.0%	1	25.0%	0	0.0%	0	0.0%	0	0.0%	1	25.0%	0	0.0%
<b>15 - 19 years</b>	0	0.0%	1	100.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>20 - 29 years</b>	3	30.0%	2	20.0%	4	40.0%	1	10.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>30 - 39 years</b>	16	39.0%	8	19.5%	7	17.1%	1	2.4%	0	0.0%	0	0.0%	9	22.0%	0	0.0%
<b>40 - 49 years</b>	16	51.6%	4	12.9%	6	19.4%	0	0.0%	0	0.0%	1	3.2%	3	9.7%	1	3.2%
<b>50 - 59 years</b>	11	61.1%	4	22.2%	2	11.1%	0	0.0%	1	5.6%	0	0.0%	0	0.0%	0	0.0%
<b>60 years or over</b>	4	30.8%	1	7.7%	1	7.7%	0	0.0%	6	46.2%	0	0.0%	0	0.0%	1	7.7%
<b>Prefer not to answer</b>	1	25.0%	1	25.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	50.0%

Please select your AGE GROUP:

by

Which ethnicity do you belong to?

	NZ European		Other European		Maori		Polynesian		Indian		Asian		Other	
<b>Under 15 years of age</b>	3	75.0%,	0	0.0%,	0	0.0%,	0	0.0%,	0	0.0%,	0	0.0%,	1	25.0%,
<b>15 - 19 years</b>	1	100.0%,	0	0.0%,	0	0.0%,	0	0.0%,	0	0.0%,	0	0.0%,	0	0.0%,
<b>20 - 29 years</b>	6	66.7%,	0	0.0%,	0	0.0%,	0	0.0%,	1	11.1%,	1	11.1%,	1	11.1%,
<b>30 - 39 years</b>	27	73.0%,	2	5.4%,	1	2.7%,	3	8.1%,	0	0.0%,	3	8.1%,	1	2.7%,
<b>40 - 49 years</b>	22	75.9%,	6	20.7%,	0	0.0%,	0	0.0%,	0	0.0%,	0	0.0%,	1	3.4%,
<b>50 - 59 years</b>	15	83.3%,	0	0.0%,	0	0.0%,	1	5.6%,	1	5.6%,	0	0.0%,	1	5.6%,
<b>60 years or over</b>	11	91.7%,	1	8.3%,	0	0.0%,	0	0.0%,	0	0.0%,	0	0.0%,	0	0.0%,
<b>Prefer not to answer</b>	3	75.0%,	0	0.0%,	0	0.0%,	0	0.0%,	0	0.0%,	1	25.0%,	0	0.0%,

Please select your AGE GROUP:

by

Do you read the ThreeWaters newsletters that come with your water bill?

	Yes		No	
Under 15 years of age	3	75.0%,	1	25.0%,
15 - 19 years	0	0.0%,	1	100.0%,
20 - 29 years	2	22.2%,	7	77.8%,
30 - 39 years	12	32.4%,	25	67.6%,
40 - 49 years	16	55.2%,	13	44.8%,
50 - 59 years	11	61.1%,	7	38.9%,
60 years or over	7	58.3%,	5	41.7%,
Prefer not to answer	3	75.0%,	1	25.0%,

Please select your AGE GROUP:

by

Do you read additional information such as water saving promotions sent out with your water bill?

	Yes		No	
Under 15 years of age	3	75.0%,	1	25.0%,
15 - 19 years	0	0.0%,	1	100.0%,
20 - 29 years	5	55.6%,	4	44.4%,
30 - 39 years	18	48.6%,	19	51.4%,
40 - 49 years	21	72.4%,	8	27.6%,
50 - 59 years	10	55.6%,	8	44.4%,
60 years or over	9	75.0%,	3	25.0%,
Prefer not to answer	1	25.0%,	3	75.0%,

Please select your AGE GROUP:

by

I already have... Select all that apply, then press 'Continue'

	A dual flush toilet		A low-flow shower head		Flow restrictors on my taps		A 4-star water efficient washing machine		A 4-star water efficient toilet		A rain tank at home		Solar water heating		Don't know		None of the above	
Under 15 years of age	3	60.0%	2	40.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
15 - 19 years	1	11.1%	1	11.1%	1	11.1%	1	11.1%	1	11.1%	1	11.1%	1	11.1%	1	11.1%	1	11.1%
20 - 29 years	6	30.0%	2	10.0%	2	10.0%	2	10.0%	2	10.0%	2	10.0%	1	5.0%	1	5.0%	2	10.0%
30 - 39 years	28	38.4%	12	16.4%	4	5.5%	14	19.2%	3	4.1%	7	9.6%	0	0.0%	2	2.7%	3	4.1%
40 - 49 years	23	40.4%	11	19.3%	3	5.3%	8	14.0%	2	3.5%	4	7.0%	2	3.5%	2	3.5%	2	3.5%
50 - 59 years	14	32.6%	7	16.3%	5	11.6%	4	9.3%	1	2.3%	6	14.0%	3	7.0%	1	2.3%	2	4.7%
60 years or over	10	32.3%	6	19.4%	0	0.0%	6	19.4%	2	6.5%	4	12.9%	3	9.7%	0	0.0%	0	0.0%
Prefer not to answer	2	22.2%	2	22.2%	0	0.0%	1	11.1%	0	0.0%	1	11.1%	1	11.1%	2	22.2%	0	0.0%

Please select your AGE GROUP:

by

Which of these measures would you be interested in actioning for your household? (Multi-Select)

	Buy a 4 star water efficient washing machine or dishwasher		Buy a 4 star water efficient dualflush toilet		Install a water efficient low flow shower head		Install a raintank for outside use		Install a raintank to plumb into the home toilet and laundry		Install solar water heating		None of these	
Under 15 years of age	1	16.7%	0	0.0%	1	16.7%	0	0.0%	3	50.0%	1	16.7%	0	0.0%
15 - 19 years	1	16.7%	1	16.7%	1	16.7%	1	16.7%	1	16.7%	1	16.7%	0	0.0%
20 - 29 years	4	14.8%	2	7.4%	4	14.8%	3	11.1%	5	18.5%	6	22.2%	3	11.1%
30 - 39 years	13	11.3%	11	9.6%	17	14.8%	19	16.5%	28	24.3%	24	20.9%	3	2.6%
40 - 49 years	7	10.9%	3	4.7%	5	7.8%	14	21.9%	13	20.3%	16	25.0%	6	9.4%
50 - 59 years	4	9.8%	3	7.3%	6	14.6%	7	17.1%	7	17.1%	8	19.5%	6	14.6%
60 years or over	2	9.1%	2	9.1%	4	18.2%	2	9.1%	4	18.2%	5	22.7%	3	13.6%
Prefer not to answer	1	14.3%	1	14.3%	0	0.0%	1	14.3%	2	28.6%	2	28.6%	0	0.0%

Please select your AGE GROUP:

by

How much do you think you could invest THIS year for a water saving action?

	NIL		\$200		\$1,000		\$2,000		\$5,000+	
Under 15 years of age	2	50.0%,	0	0.0%,	0	0.0%,	0	0.0%,	2	50.0%,
15 - 19 years	0	0.0%,	0	0.0%,	0	0.0%,	0	0.0%,	1	100.0%,
20 - 29 years	4	44.4%,	4	44.4%,	1	11.1%,	0	0.0%,	0	0.0%,
30 - 39 years	9	24.3%,	17	45.9%,	7	18.9%,	2	5.4%,	2	5.4%,
40 - 49 years	7	24.1%,	15	51.7%,	3	10.3%,	4	13.8%,	0	0.0%,
50 - 59 years	5	27.8%,	6	33.3%,	3	16.7%,	3	16.7%,	1	5.6%,
60 years or over	4	33.3%,	4	33.3%,	2	16.7%,	0	0.0%,	2	16.7%,
Prefer not to answer	2	50.0%,	2	50.0%,	0	0.0%,	0	0.0%,	0	0.0%,

Please select your AGE GROUP:

by

Is there anything preventing you achieving greater water and energy efficiency in your home?

	YES		NO	
Under 15 years of age	4	100.0%,	0	0.0%,
15 - 19 years	1	100.0%,	0	0.0%,
20 - 29 years	7	77.8%,	2	22.2%,
30 - 39 years	20	54.1%,	17	45.9%,
40 - 49 years	10	34.5%,	19	65.5%,
50 - 59 years	11	61.1%,	7	38.9%,
60 years or over	7	58.3%,	5	41.7%,
Prefer not to answer	2	50.0%,	2	50.0%,

Please select your AGE GROUP:

by

How do you like to be informed about special sustainability options? (Multi-Select)

	Via water bills		Via rates		Via advertising in newspapers		Via the council website		Via email		Via separate post to your home		Via the libraries		None of these	
<b>Under 15 years of age</b>	2	50.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	50.0%
<b>15 - 19 years</b>	1	14.3%	1	14.3%	1	14.3%	1	14.3%	1	14.3%	1	14.3%	1	14.3%	0	0.0%
<b>20 - 29 years</b>	5	20.8%	2	8.3%	3	12.5%	6	25.0%	2	8.3%	1	4.2%	4	16.7%	1	4.2%
<b>30 - 39 years</b>	18	20.7%	11	12.6%	16	18.4%	10	11.5%	11	12.6%	12	13.8%	8	9.2%	1	1.1%
<b>40 - 49 years</b>	16	23.9%	13	19.4%	9	13.4%	10	14.9%	5	7.5%	5	7.5%	8	11.9%	1	1.5%
<b>50 - 59 years</b>	13	34.2%	9	23.7%	3	7.9%	5	13.2%	2	5.3%	3	7.9%	2	5.3%	1	2.6%
<b>60 years or over</b>	6	23.1%	5	19.2%	1	3.8%	5	19.2%	4	15.4%	1	3.8%	3	11.5%	1	3.8%
<b>Prefer not to answer</b>	1	14.3%	1	14.3%	1	14.3%	2	28.6%	0	0.0%	0	0.0%	1	14.3%	1	14.3%

Please select your AGE GROUP:

by

Please select the three MOST important issues.

	Using less water in our home		Using less electricity in our home		Decreasing dependence on cars for transport		Protecting our native plants and animals		Recycling waste at home	
<b>Under 15 years of age</b>	2	40.0%	1	20.0%	0	0.0%	1	20.0%	1	20.0%
<b>15 - 19 years</b>	1	100.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>20 - 29 years</b>	5	21.7%	5	21.7%	5	21.7%	6	26.1%	2	8.7%
<b>30 - 39 years</b>	22	18.3%	28	23.3%	29	24.2%	23	19.2%	18	15.0%
<b>40 - 49 years</b>	17	19.1%	19	21.3%	14	15.7%	19	21.3%	20	22.5%
<b>50 - 59 years</b>	12	24.5%	14	28.6%	10	20.4%	5	10.2%	8	16.3%
<b>60 years or over</b>	3	9.1%	10	30.3%	7	21.2%	8	24.2%	5	15.2%
<b>Prefer not to answer</b>	0	0.0%	1	12.5%	2	25.0%	1	12.5%	4	50.0%

Please select your AGE GROUP:

by

Which statement best reflects your feelings? Choose one option only.

	I am very water conservation conscious		I have a right to as much water as I like		I feel I'm doing all the right things to use less water		I'd do more if I knew more about what to do		Water savings are out of my control		It's not a real issue, there's no need to conserve water in our city	
Under 15 years of age	1	25.0%,	1	25.0%,	1	25.0%,	0	0.0%,	0	0.0%,	1	25.0%,
15 - 19 years	0	0.0%,	1	100.0%,	0	0.0%,	0	0.0%,	0	0.0%,	0	0.0%,
20 - 29 years	2	22.2%,	0	0.0%,	5	55.6%,	2	22.2%,	0	0.0%,	0	0.0%,
30 - 39 years	12	32.4%,	0	0.0%,	14	37.8%,	10	27.0%,	1	2.7%,	0	0.0%,
40 - 49 years	11	37.9%,	0	0.0%,	12	41.4%,	5	17.2%,	1	3.4%,	0	0.0%,
50 - 59 years	10	55.6%,	1	5.6%,	6	33.3%,	1	5.6%,	0	0.0%,	0	0.0%,
60 years or over	7	58.3%,	0	0.0%,	2	16.7%,	3	25.0%,	0	0.0%,	0	0.0%,
Prefer not to answer	1	25.0%,	0	0.0%,	1	25.0%,	0	0.0%,	1	25.0%,	1	25.0%,

Please select your AGE GROUP:

by

It is true that if you had to save more water and electricity you'd feel worse off?

	Yes		No	
Under 15 years of age	3	75.0%,	1	25.0%,
15 - 19 years	0	0.0%,	1	100.0%,
20 - 29 years	3	33.3%,	6	66.7%,
30 - 39 years	3	8.1%,	34	91.9%,
40 - 49 years	3	10.3%,	26	89.7%,
50 - 59 years	3	16.7%,	15	83.3%,
60 years or over	0	0.0%,	12	100.0%,
Prefer not to answer	0	0.0%,	4	100.0%,

Please select your AGE GROUP:

by

Do you watch TV programmes on sustainable living, such as Wasted?

	Yes		No	
Under 15 years of age	3	75.0%,	1	25.0%,
15 - 19 years	1	100.0%,	0	0.0%,
20 - 29 years	5	55.6%,	4	44.4%,
30 - 39 years	24	64.9%,	13	35.1%,
40 - 49 years	18	62.1%,	11	37.9%,
50 - 59 years	6	33.3%,	12	66.7%,
60 years or over	3	25.0%,	9	75.0%,
Prefer not to answer	1	25.0%,	3	75.0%,

Please select your AGE GROUP:

by

Would you use a low interest loan payment with your power or rates bills to take advantage of water conservation technology?

	Yes		No		Maybe	
Under 15 years of age	2	50.0%,	1	25.0%,	1	25.0%,
15 - 19 years	0	0.0%,	0	0.0%,	1	100.0%,
20 - 29 years	4	44.4%,	2	22.2%,	3	33.3%,
30 - 39 years	14	37.8%,	5	13.5%,	18	48.6%,
40 - 49 years	11	37.9%,	6	20.7%,	12	41.4%,
50 - 59 years	8	44.4%,	6	33.3%,	4	22.2%,
60 years or over	0	0.0%,	7	58.3%,	5	41.7%,
Prefer not to answer	0	0.0%,	1	25.0%,	3	75.0%,

Please select your AGE GROUP:

by

Please select which option below applies to you ?

	I own my home		I am a tenant		Other	
Under 15 years of age	1	25.0%,	2	50.0%,	1	25.0%,
15 - 19 years	1	100.0%,	0	0.0%,	0	0.0%,
20 - 29 years	3	33.3%,	5	55.6%,	1	11.1%,
30 - 39 years	22	59.5%,	11	29.7%,	4	10.8%,
40 - 49 years	27	93.1%,	2	6.9%,	0	0.0%,
50 - 59 years	15	83.3%,	3	16.7%,	0	0.0%,
60 years or over	12	100.0%,	0	0.0%,	0	0.0%,
Prefer not to answer	2	50.0%,	1	25.0%,	1	25.0%,

Please select your AGE GROUP:

by

Please select which option(s) applies to you? Select all that apply then press 'Continue'

	I'm on Mains water		I have to collect my own water via rain tank or bore		I don't know	
Under 15 years of age	2	50.0%	1	25.0%	1	25.0%
15 - 19 years	0	0.0%	0	0.0%	1	100.0%
20 - 29 years	6	60.0%	1	10.0%	3	30.0%
30 - 39 years	32	86.5%	1	2.7%	4	10.8%
40 - 49 years	28	93.3%	2	6.7%	0	0.0%
50 - 59 years	15	78.9%	3	15.8%	1	5.3%
60 years or over	10	83.3%	2	16.7%	0	0.0%
Prefer not to answer	3	75.0%	0	0.0%	1	25.0%

Please select which option below applies to you ?

by

Please select which option(s) applies to you? (Multi-Select)

	I'm on Mains water		I have to collect my own water via rain tank or bore		I don't know	
I own my home	77	87.5%	9	10.2%	2	2.3%
I am a tenant	18	75.0%	1	4.2%	5	20.8%
Other	2	28.6%	1	14.3%	4	57.1%

Please select which option below applies to you ?

by

Do you watch TV programmes on sustainable living, such as Wasted?

	Yes		No	
I own my home	47	55.3%	38	44.7%
I am a tenant	11	45.8%	13	54.2%
Other	5	71.4%	2	28.6%

Please select which option below applies to you ?

by

Which statement best reflects your feelings? Choose one option only.

	I am very water conservation conscious		I have a right to as much water as I like		I feel I'm doing all the right things to use less water		I'd do more if I knew more about what to do		Water savings are out of my control		It's not a real issue, there's no need to conserve water in our city	
I own my home	35	41.2%	2	2.4%	32	37.6%	15	17.6%	1	1.2%	0	0.0%
I am a tenant	9	37.5%	0	0.0%	9	37.5%	4	16.7%	1	4.2%	1	4.2%
Other	1	14.3%	1	14.3%	1	14.3%	2	28.6%	1	14.3%	1	14.3%

Please select which option below applies to you ?

by

Please select the three MOST important issues, then press 'Continue'

	Using less water in our home		Using less electricity in our home		Decreasing dependence on cars for transport		Protecting our native plants and animals		Recycling waste at home	
I own my home	45	18.4%	61	25.0%	48	19.7%	46	18.9%	44	18.0%
I am a tenant	13	17.3%	16	21.3%	17	22.7%	16	21.3%	13	17.3%
Other	5	33.3%	3	20.0%	3	20.0%	2	13.3%	2	13.3%

Please select which option below applies to you ?

by

How do you like to be informed about special sustainability options? (Multi-select)

	Via water bills		Via rates		Via advertising in newspapers		Via the council website		Via email		Via separate post to your home		Via the libraries		None of these	
<b>I own my home</b>	53	27.2%	38	19.5%	20	10.3%	28	14.4%	18	9.2%	18	9.2%	18	9.2%	2	1.0%
<b>I am a tenant</b>	7	12.5%	3	5.4%	12	21.4%	8	14.3%	7	12.5%	5	8.9%	8	14.3%	6	10.7%
<b>Other</b>	4	33.3%	1	8.3%	2	16.7%	3	25.0%	0	0.0%	1	8.3%	1	8.3%	0	0.0%

Please select which option below applies to you ?

by

How much do you think you could invest THIS year for a water saving action?

	NIL		\$200		\$1,000		\$2,000		\$5,000+	
<b>I own my home</b>	21	24.7%	35	41.2%	14	16.5%	9	10.6%	6	7.1%
<b>I am a tenant</b>	11	45.8%	10	41.7%	0	0.0%	1	4.2%	2	8.3%
<b>Other</b>	2	28.6%	3	42.9%	2	28.6%	0	0.0%	0	0.0%

Please select which option below applies to you?

by

Which of these measures would you be interested in actioning for your household? (Multi-select)

	Buy a 4 star water efficient washing machine or dishwasher		Buy a 4 star water efficient dualflush toilet		Install a water efficient low flow shower head		Install a raintank for outside use		Install a raintank to plumb into the home toilet and laundry		Install solar water heating		None of these	
<b>I own my home</b>	21	10.3%	15	7.4%	23	11.3%	36	17.6%	48	23.5%	46	22.5%	15	7.4%
<b>I am a tenant</b>	9	12.2%	8	10.8%	12	16.2%	11	14.9%	15	20.3%	15	20.3%	4	5.4%
<b>Other</b>	3	23.1%	0	0.0%	3	23.1%	1	7.7%	1	7.7%	3	23.1%	2	15.4%

Please select which option below applies to you ?

by

I already have... Select all that apply, then press 'Continue'

	A dual flush toilet		A low-flow shower head		Flow restrictors on my taps		A 4-star water efficient washing machine		A 4-star water efficient toilet		A rain tank at home		Solar water heating		Don't know		None of the above	
<b>I own my home</b>	68	34.2%	35	17.6%	13	6.5%	31	15.6%	10	5.0%	21	10.6%	10	5.0%	4	2.0%	7	3.5%
<b>I am a tenant</b>	16	37.2%	6	14.0%	3	7.0%	5	11.6%	1	2.3%	4	9.3%	1	2.3%	4	9.3%	3	7.0%
<b>Other</b>	5	41.7%	3	25.0%	0	0.0%	1	8.3%	1	8.3%	1	8.3%	0	0.0%	1	8.3%	0	0.0%

Please select which option below applies to you?

by

Do you read additional information such as water saving promotions sent out with your water bill?

	Yes		No	
<b>I own my home</b>	59	69.4%,	26	30.6%,
<b>I am a tenant</b>	6	25.0%,	18	75.0%,
<b>Other</b>	3	42.9%,	4	57.1%,

Please select which option below applies to you?

by

Do you read the ThreeWaters newsletters that come with your water bill?

	Yes		No	
<b>I own my home</b>	47	55.3%,	38	44.7%,
<b>I am a tenant</b>	5	20.8%,	19	79.2%,
<b>Other</b>	3	42.9%,	4	57.1%,

## **Finalised Survey**

**START SCREEN: We value your feedback, please take a couple of minutes to complete our anonymous survey.....**

1. **Do you live in Waitakere City?**
  - a. Yes (Go to Q2)
  - b. No (Go to Q25)
  
2. **Do you read the ThreeWaters newsletters that come with your water bill? *Show 2-3 newsletters***
  - a. Yes
  - b. No
  
3. **Do you read additional information, such as water saving promotions, sent out with your water bill? *Show 2-3 promos***
  - a. Yes
  - b. No
  
4. **I already have... (Select all that apply to you – then press ‘Continue’)**
  - a. I have a dual-flush toilet
  - b. I have a low-flow shower head
  - c. I have flow restrictors on my taps
  - d. I have a 4-star water efficient washing machine
  - e. I have a 4-star water efficient toilet
  - f. I have a rain tank at home
  - g. I have solar water heating
  - h. Don't know
  - i. None of the above
  
5. **Which of these measures would you be interested in actioning for your household: (Select all that apply then press ‘Continue’)**
  - a. Buy a 4 star water efficient washing machine or dishwasher
  - b. Buy a 4 star water-efficient dualflush toilet
  - c. Install a water-efficient low-flow shower head
  - d. Install a raintank for outside use
  - e. Install a raintank to plumb into the home toilet and laundry
  - f. Install solar water heating
  - g. None of these
  
6. **How much do you think you could invest THIS year 2008 to implement a water-saving action (select which level applies to you)**
  - a. Nil
  - b. \$200
  - c. \$1,000
  - d. \$2,000
  - e. \$5,000+
  
7. **Is there anything preventing you achieving greater water and energy efficiency in your home?**
  - a. Yes (Go to Q8)
  - b. No (Go to Q10)
  
8. **What is preventing you achieving greater water and energy efficiency in your home? (Then press ‘Continue’) via verbatim keyboard *then go to Q9***
  
9. **How could Waitakere City Council help remove these barriers? Then press ‘Continue’  
*Via Verbatim keyboard Then go to Q10***

- 10. How do you like to be informed about special water and energy efficiency options? (Select all that apply then press 'Continue')**
- Via water bills
  - Via rates
  - Via advertising in newspapers
  - Via the council website
  - Via email
  - Via separate post to your home
  - Via the libraries
  - None of these
- 11. Please select the three MOST important issues – then press 'Continue'**
- Using less water in our home
  - Using less electricity in our home
  - Decreasing dependence on cars for transport
  - Protecting our native plants and animals
  - Recycling waste at home
- 12. Which statement best reflects your feelings? Choose one option only.**
- I am very water conservation conscious
  - I have a right to as much water as I like
  - I feel I'm doing all the right things to use less water
  - I'd do more if I knew more about what to do
  - Water savings are out of my control
  - It's not a real issue, there's no need to conserve water in our city
- 13. Is it true that if you had to save more water and electricity you'd feel worse off?**
- Yes
  - No
- 14. Do you watch TV programmes on sustainable living, such as Wasted?**
- Yes
  - No
- 15. Would you use a low interest loan payable with your power or rates bills to take advantage of water conservation technology?**
- Yes
  - No
  - Maybe
- 16. Please select which option below applies to you?**
- I own my home
  - I am a tenant
  - Other
- 17. Please select which option(s) applies to you? (Select all that apply then press 'Continue')**
- I'm on Mains water
  - I have to collect my own water via rain tank or bore
  - I don't know
- 18. And finally just a few questions about you. Please select your GENDER:**
- Female
  - Male
- 19. Which ethnicity do you belong to?**
- NZ European
  - Other European
  - Maori
  - Polynesian
  - Indian
  - Asian
  - Other

**20. Please select the letter for the area within Waitakere that you live in or closest to?****(e.g. H for Henderson)**

1. A – N ([Go to Q21](#))
2. O – Z ([Go to Q22](#))

**21. Which area or SUBURB of Waitakere do you live in or closest to?**

1. Cornwallis
2. French Bay
3. Glen Eden
4. Glendene
5. Greenbay
6. Henderson
7. Herald Island
8. Hobsonville
9. Huia
10. Karekare
11. Kelston
12. Laingholm
13. Massey
14. New Lynn
15. Don't know / Other

**22. Which area or SUBURB of Waitakere do you live in or closest to?**

1. Oratia
2. Parau
3. Piha
4. Ranui
5. Royal Heights
6. Sunnyvale
7. Swanson
8. Te Atatu Peninsula
9. Te Atatu South
10. Titirangi
11. Waiatarua
12. Waitakere
13. West Harbour
14. Whenuapai
15. Don't know / Other

**23. Please select your AGE GROUP:**

1. Under 15 years of age
2. 15 – 19 years
3. 20 – 29 years
4. 30 – 39 years
5. 40 – 49 years
6. 50 – 59 years
7. 60 years or over
8. Prefer not to answer

**24. What is your primary employment status? Select all that apply, then press 'Continue'**

1. Full time
2. Self employed
3. Part time
4. Student
5. Retired
6. Unemployed
7. Parenting
8. Casual *All go to end of survey*

[For non Waitakere City Residents](#)

INFO SCREEN

**Q25. Thank you for your interest providing feedback, however we are only surveying Waitakere City residents today.** Please press 'Continue' to exit this survey.

**Thank You Screen**

Thank you for participating in our survey