



Waitakere City Council

Te Taiao o Waitakere

EcoDay Survey



8th March 2009

Provided for

Waitakere City Council

Conducted by



Survey Title	Eco Day 2009
Sponsor(s)	<ul style="list-style-type: none"> • Survey commissioned by EcoWater, Waitakere City Council • Survey assistance by Public Affairs, Waitakere City Council
Main objective(s)	<ul style="list-style-type: none"> • To see if residents are reading / understanding EcoWater literature sent out with water rates • To gauge the level of interest in EcoWater sustainability initiatives • To find out what the barriers are to adopting water saving and energy saving devices
Key finding / results	<ul style="list-style-type: none"> ▪ Customers continue to prefer to receive info with their water bills rather than through other channels. Next most popular was advertising in newspapers ▪ 60% read additional info with the bills ▪ Solar heating installation was the most interesting sustainability option followed closely by a rain tank but most only want to spend \$200 on water-efficiency products ▪ Those that consider they are very water conscious have increased from 39% to 51% in a year (2008-2009) but are not necessarily doing much about it ▪ 62% would be interested in purchasing a rain barrel within 12 months
Other outcomes:	<ul style="list-style-type: none"> ▪ Continuing to promote water demand management in the newsletters with the water bills ▪ Spreading the messages into families in new ways which are less expensive than advertising (i.e. Water Ambassadors Kids Club) ▪ Continuing to support interest in the community regarding rain tanks by holding information evenings where requested ▪ Endeavouring to obtain better information infiltration and commitment to action from residents by increasing community contact via direct engagement with special interest groups ▪ Working more closely with suppliers of water –efficient products and services to help them spread our messages directly to residents ▪ Future Eco Day surveys will include questions relating to internet channels as there is potential to grow this beyond the current 21% usage



Project Summary

EcoDay Survey Olympic Park, New Lynn

Project Date

Interviews completed Sunday 8th March 2009

Questionnaire

As per questionnaire authorised by Waitakere City Council

Sample

Total of 124 Valid Responses (versus 116 in 2008)
Respondents approached throughout the EcoDay event between 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 covered stand.

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.

Conducted by TouchPoll Auckland
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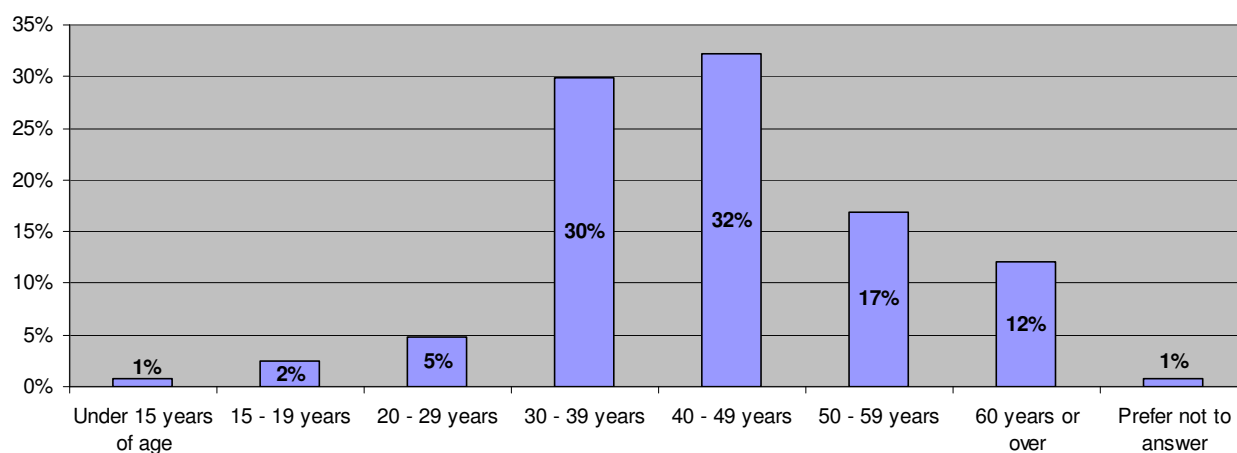


Key Findings

Demographics:

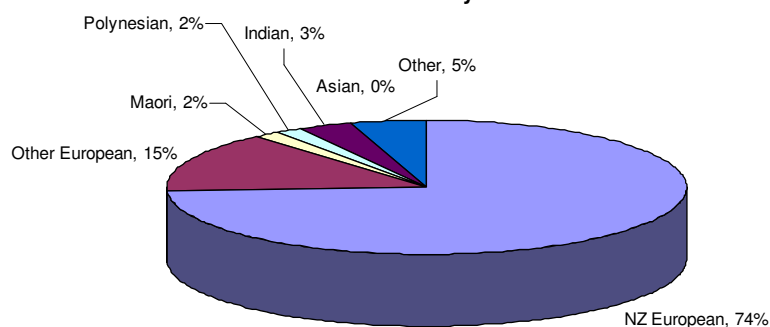
- The majority of respondents completing the survey were from “Waitakere City” (74%, n=124, vs 83%, n=116 in 2008) out of a total of 167 respondents (n=139 in 2008).
- The survey captured attendee responses from across most suburbs throughout Waitakere City, particularly from “Titirangi” (23% vs 18% in 2008), followed by “New Lynn” (13% vs 14% in 2008) then “Glen Eden” (10%) vs “Henderson” (11%) in 2008.
- More “females” completed the survey (60% vs 58% in 2008) versus “males” (40% vs 42% in 2008).
- The majority of respondents completing the survey were aged between “30 and 49 years” of age (62% vs 58% in 2008).

Age Group



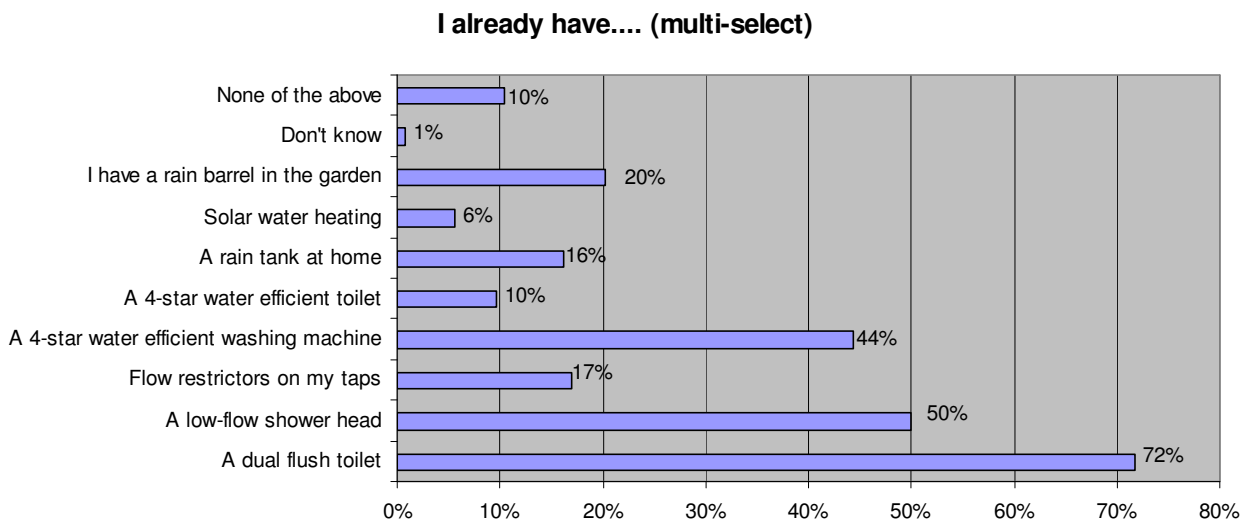
- A slightly large proportion of respondents completing the survey (multi-select) were in “full time employment” (48% vs 46% in 2008) followed equally by “Self employed” (18% vs 18% in 2008) & “Part time” (18% vs 18% in 2008).
- The majority of respondents completing the survey were “NZ European” (74% vs 78% in 2008) followed by “Other European” (15% vs 8% in 2008), then “Other” (5% vs 4% in 2008).

Ethnicity



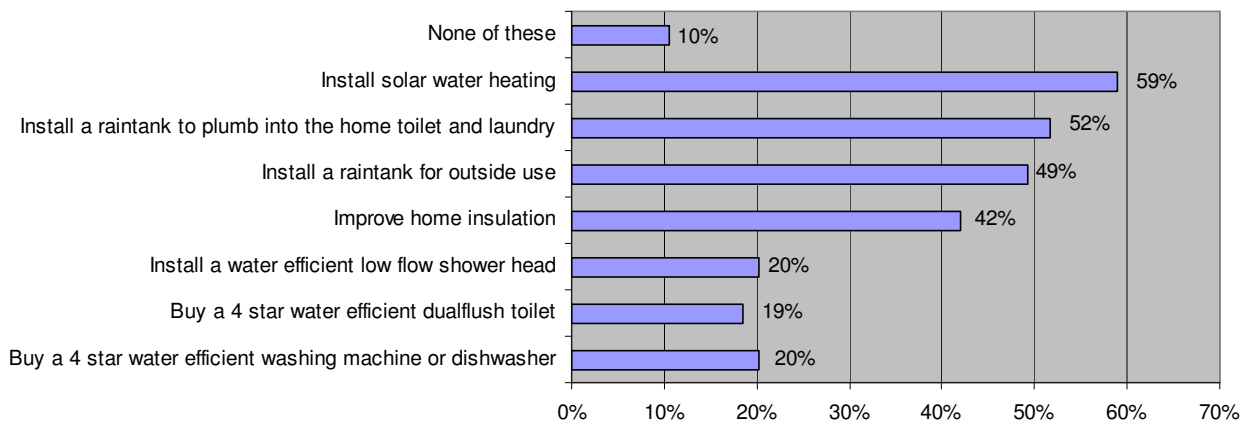
Key Findings:

- With regard to “ThreeWaters newsletters” that comes with the water bill, 45% selected they read the newsletters (vs 47% in 2008).
- In 2009 slightly more respondents selected they “read additional information such as water saving promotions sent out with the water bill” versus 2008 (60% vs 59% in 2008).
- A large proportion of respondents (multi-select) identified they have “a dual flush toilet” (72% vs 77% in 2008), followed by “a low-flow shower head” (50% vs 38% in 2008), then “a 4-star water efficient washing machine (44% vs 32% in 2008). A further 20% “have a rain barrel in the garden”. (NB. This option was new for the 2009 survey)



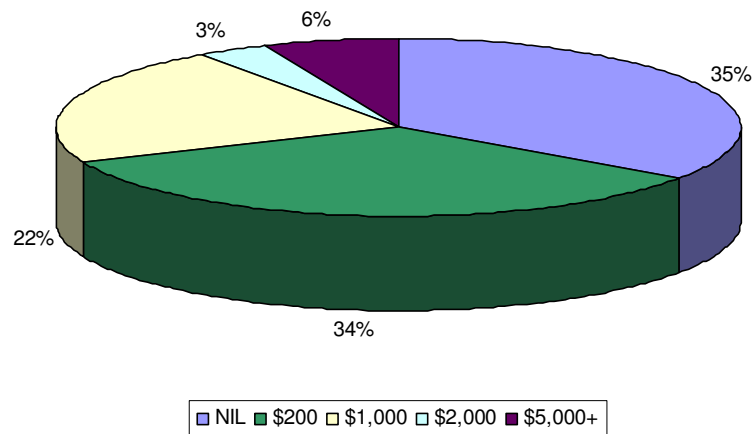
- When asked “which measures would you be interested in actioning for your household?”, “Install solar water heating” rated the highest (59% vs 55% in 2008), “Install a rain tank to plumb into the home toilet and laundry” (52% vs 55% in 2008) and followed by “install a rain tank for outside use” (49% vs 41% in 2008). “Improve home insulation” followed closely with 42%. (NB. This option was new for the 2009 survey)

Which 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 (65%). However, this was a reduction from 71% in 2008). The degree to which they were prepared to invest varied - with 35% selecting "Nil", then 34% selecting "\$200", and 22% selecting "\$1,000", with 6% selected "\$5,000+" and 3% selected "\$2,000".

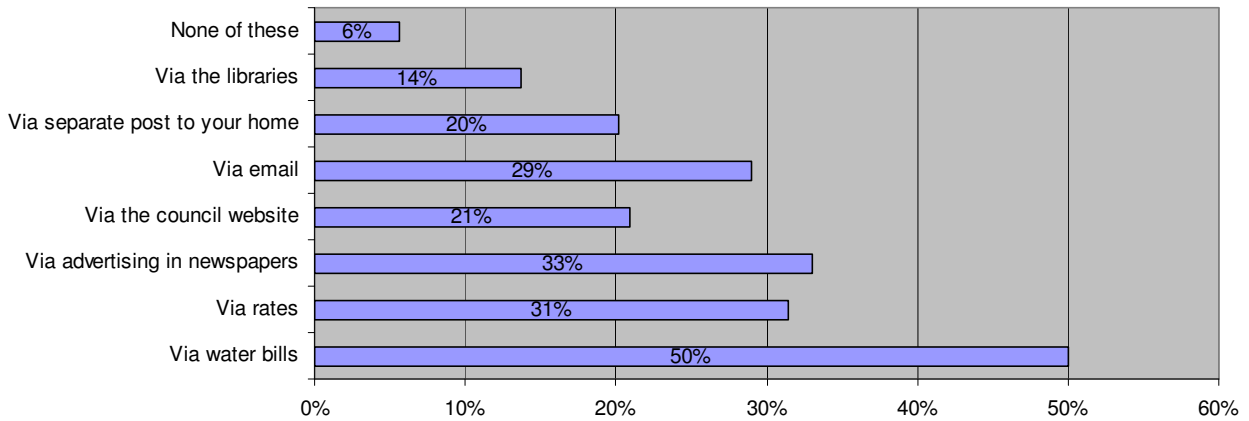
How much do you think you could invest this year for a water saving action?



- With regard to "anything preventing you achieving greater water and energy efficiency in your home" 60% selected "Yes".
 - When questioned further (unprompted) key themes were apparent, with the primary reason being "money / finances / cost" (n=42), followed by "renting" (n=8) and "time" (n=4). These themes were also consistent with results from 2008.
- 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 rates)" (n=7)
 - "Not sure" x 3

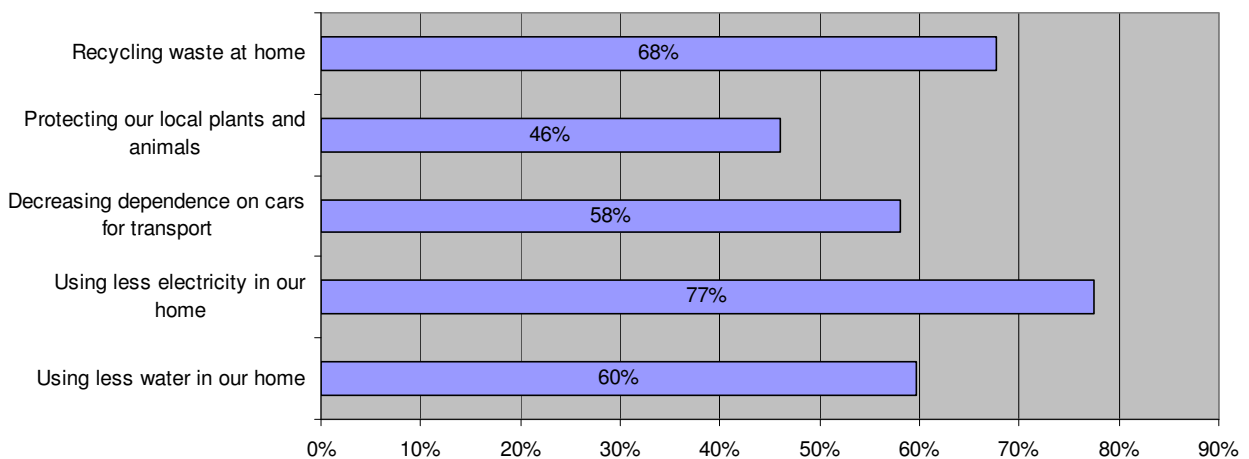
- The majority of respondents would like to be informed about special sustainability options (multi-select) via “water bills” (50% vs 55% in 2008), followed by “advertising in newspapers” (33% vs 29% in 2008), then “rates” (31% vs 36% in 2008) then “email” (29% vs 22% in 2008).

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



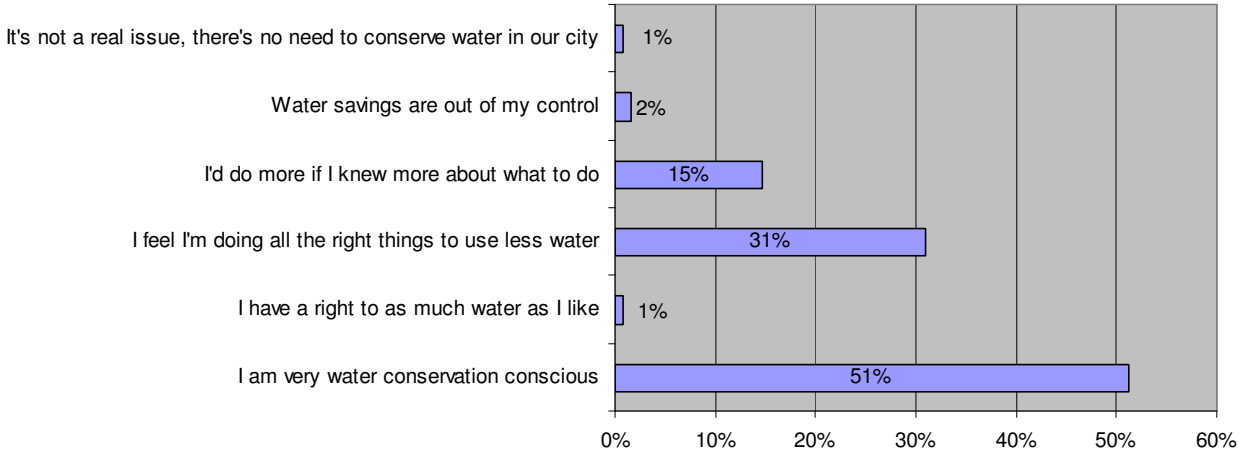
- The three most important issues selected (multi-select up to 3 options) were: “using less electricity in our home (77% vs 69% in 2008) followed by “recycling waste at home” (68% vs 51% in 2008) then “using less water at home” (60% vs 54% in 2008).

Please select the three most important issues.



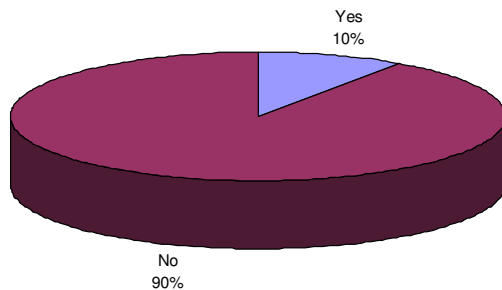
- When asked “which statement best reflects your feelings?” The clear statement was “I am very water conservation conscious” (51% vs 39% in 2008), followed by “I feel I’m doing all the right things to use less water” (31% vs 36% in 2008) then “I’d do more if I knew more about what to do” (15% vs 18% in 2008).

Which statement best reflects your feelings?



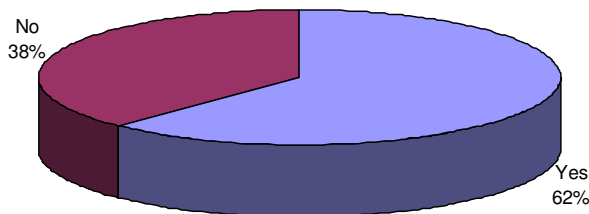
- Respondents were asked “Is it true that if you had to save more water and electricity you’d feel worse off”, the vast majority selected “No” (90% vs 87% in 2008).

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



- 62% selected they would be interested in purchasing a rain barrel within the next 12 months. (NB. this question was not asked in 2008).

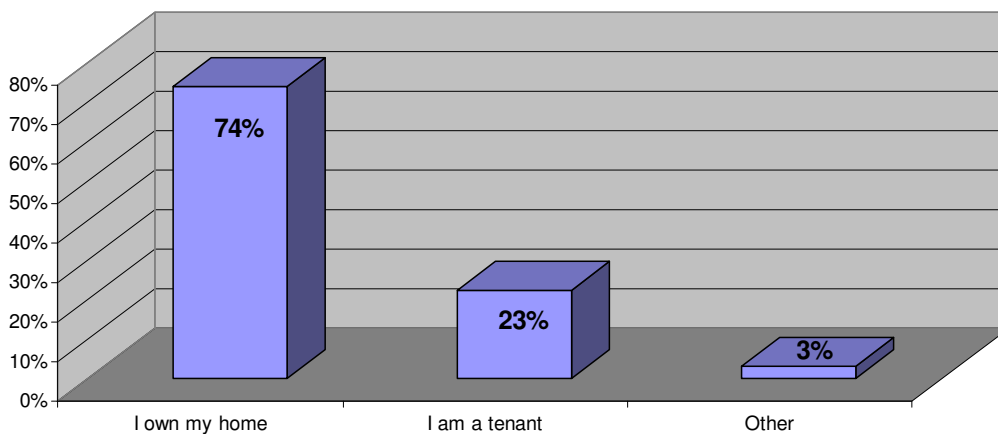
Would you be interested in purchasing a rainbarrel to collect rainwater for your garden within the next 12 months?



- When questioned “can you name the organisers / sponsors of today”, 58% selected “yes”.
(NB. this question was not asked in 2008).
 - Main Organisers / sponsors given (unprompted) were:
 - Waitakere City Council x 50
 - EcoMatters x 14
 - Eco Water x 7
 - Eco Trust x 5
 - Newstalk ZB x 2
 - Sustainable living centre x 2

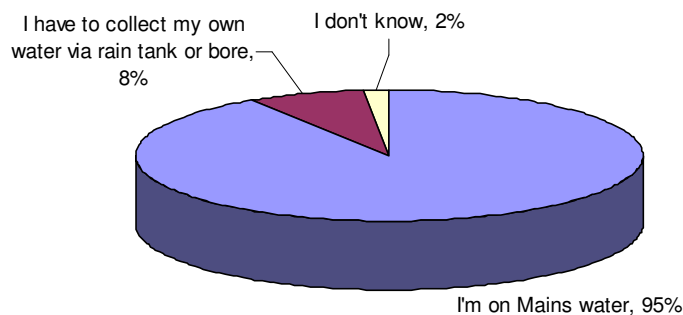
- The majority of respondents completing the survey selected “I own my home” (74% vs 73% in 2008), followed by “I am a tenant” (23% vs 21% in 2008) and “Other” (3% vs 6% in 2008).

Please select which option applies to you?



- Regarding **water supply** (multi-select), 95% (vs 84% in 2008) selected they are “on Mains water”, followed by “I have to collect my own water via rain tank or bore 8% (vs 9% in 2008), and a further 2% (vs 9% in 2008) selected “I don’t know”.

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



Results Summary

Gross Results Report

Q1: Do you live in Waitakere City?

Answers	Responses	Selection Percentage
Yes	124	74.25%
No (Go to Q26)	43	25.75%
Valid Respondents: 167.0	Total Responses: 167	100.00%

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

Answers	Responses	Selection Percentage
Yes	56	45.16%
No	68	54.84%
Valid Respondents: 124.0	Total Responses: 124	100.00%

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

Answers	Responses	Selection Percentage
Yes	74	59.68%
No	50	40.32%
Valid Respondents: 124.0	Total Responses: 124	100.00%

Q4: I already have... (Multi-Select)

Answers	Responses	Respondent Percentage	Selection Percentage
A dual flush toilet	89	71.77%	29.18%
A low-flow shower head	62	50.00%	20.33%
Flow restrictors on my taps	21	16.94%	6.89%
A 4-star water efficient washing machine	55	44.35%	18.03%
A 4-star water efficient toilet	12	9.68%	3.93%
A rain tank at home	20	16.13%	6.56%
Solar water heating	7	5.65%	2.30%
I have a rain barrel in the garden	25	20.16%	8.20%
Don't know	1	.81%	.33%
None of the above	13	10.48%	4.26%
Valid Respondents: 124.0	Total Responses: 305	(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	25	20.16%	7.44%
Buy a 4 star water efficient dualflush toilet	23	18.55%	6.85%
Install a water efficient low flow shower head	25	20.16%	7.44%
Improve home insulation	52	41.94%	15.48%
Install a raintank for outside use	61	49.19%	18.15%
Install a raintank to plumb into the home toilet and laundry	64	51.61%	19.05%
Install solar water heating	73	58.87%	21.73%
None of these	13	10.48%	3.87%
Valid Respondents: 124.0	Total Responses: 336	(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	43	34.68%
\$200	42	33.87%
\$1,000	27	21.77%
\$2,000	4	3.23%
\$5,000+	8	6.45%
Valid Respondents: 124.0	Total Responses: 124	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)	74	59.68%
No	50	40.32%
Valid Respondents: 124.0	Total Responses: 124	100.00%

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

COST / MONEY / FINANCES X 42
RENTING X 8
TIME X 4
INFORMATION / KNOWLEDGE X 3
INITIAL COST OF SETTING THIS UP X 2
APATHAY BUT I WILL TRY HARDER.
COMMON ROOF
COSTS TO INSTALL SOLAR AS WE NEED NEW CYLINDER TOO
FIXED CHARGES
FLAT MATES
HALLS OF RESIDENCE
I RENT IF I OWND MY OWN HOME IT WOULD BE EASIER
INITIAL SET UP
IS NOT MY OWN HOME HAVE 2 CONVINCED THE LANDLORD
LACK OF MONEY TO BUY A NEW WASHING MACHINE OR OTHER WATER SAVING ITEMS BUT I CAN

TRYTO USE LESS FROM THE TAP ON ROUTINE ACTIVITIES SUCH AS HAVING SHORTER SHOWERS.
LACK OF SUBSIDIES OR TOO EXPENSIVE SYSTEMS
LEAKIE PIPES, OLD HOUSE
LIVE IN A YURT SO HARD TO HEAT AD NOT EASY OPTION FOR LAR HEATER HAVE A STREAM SO WOULD LIKE TO LOOK AT A HYDRO POWER SOLUTION
MANAGEMENT RETIREMENT VILLAGE
MAY MOVE
MY HOUSE IS DFFICULT TO INSULATE
RECYCLE SYSTEM
SOLAR HEATING
STORM WATER PROBLEMS IN STREET
THE FACT THAT WE USE VERY LITTLE WATER NOW.
UPDATNG APPLIANCES AND TANK - FINANCES

Q9: How could Waitakere City Council help remove these barriers? (Then press 'Continue')

SUBSIDISE / SUBSIDY X 7
NOT SURE X 3
A JOB WOULD HELP; FORCE LANDLORD TO RETROFIT.
DISCOUNTS FOR HOUSEHOLDS WHO SAVE WATER
ECOMATTERS IS DOIN ASSESSMENT NEXT THURSDAY, ONE POSSIBL WAY WOULD BE TO GIVE OWNERS INCENTIVE O SUPPORT CHANGES INSTIGATED BY TENANT
ENCOURAGE LANDLORDS TO MAKE CHANGES
FREE LOAN
FREE STUFF
FUND SUPPORT AND LOSE PLANNINGCONSENT FEES FOR ANY IMPROVEMENTS THAT SAFE POWER OR IMPROVE SUSTAINABLE OPTIONS
GIVE ME MONEY
GIVING A REBATE ON MY RATES TO INSTALL SOLAR WATER HEATING AND RAIN TANKS. PERHAPS REPAYABLE IF YOU MOVE HOUSE A SHORT TIME LATER
GREATER SUSIDIES 4 WORKING FOLKS W MEDIUNM INCOME BUT WHO HAVE LITTLE DISPOSIBLE INCOME
I HAVE 2 MOVE
IF INFOR COULD BE BROUGHT TO HOUSEHOLD LEVEL.
INCENTIVES DOLLARS / 2
LOW INTEREST LOANS PAYABLE WITH RATES
LOWER THE RATES STOP SPENDING RATES MONEY ON THE ARTY FRTY THINGS
MORE FINANCIAL HELP FOR INITAL OUTLAY
OFFER AFFORDABLE INCENTIVES TO RESIDENTS
OFFER MORE COST SAVING DISCOUNTS
PAY IT OFF ON MY RATES
POSSIBLY BY SETTING UP A FUNDING SYSTEM THAT ALLOWS FUND-RESTRICTED HOME OWNERS TO BE ABLE TO AFFORD SOLAR PANELS ETC. INSTEAD OF HAVING TO LAN MONEY AND ENDING UP NOT REALLY SAVING AS MUCH AS THEY WOULD LIKE TO.
PROVIDE INTEREST FREE SUBSIDISED FINANCE
PROVIDE SUBSIDISED GREY WATER AND SOLAR SYSTEMS
RATE REBATE

RATES BATE 4 \$ SPENT ON EFFECIENCIES
REBATES AND INCENTIVES
REBATES FOR CERTAIN PRODUCTS
SOME FINANCIAL SUPPORT.
STORM WATER IN KONINI RD
SWAP MARKET PLACE AND COMMUNICATION
TELL THE LANDLORD TO IMPROVE HIS RNING HOUSES
WITH A BLOODY GREAT STICK

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

Answers	Responses	Respondent Percentage	Selection Percentage
Via water bills	62	50.00%	24.51%
Via rates	39	31.45%	15.42%
Via advertising in newspapers	41	33.06%	16.21%
Via the council website	26	20.97%	10.28%
Via email	36	29.03%	14.23%
Via separate post to your home	25	20.16%	9.88%
Via the libraries	17	13.71%	6.72%
None of these	7	5.65%	2.77%
Valid Respondents: 124.0	Total Responses: 253	(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	74	59.68%	19.32%
Using less electricity in our home	96	77.42%	25.07%
Decreasing dependence on cars for transport	72	58.06%	18.80%
Protecting our local plants and animals	57	45.97%	14.88%
Recycling waste at home	84	67.74%	21.93%
Valid Respondents: 124.0	Total Responses: 383	(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	63	50.81%
I have a right to as much water as I like	1	.81%
I feel I'm doing all the right things to use less water	38	30.65%
I'd do more if I knew more about what to do	18	14.52%
Water savings are out of my control	2	1.61%
It's not a real issue, there's no need to conserve water in our city	2	1.61%
Valid Respondents: 124.0	Total Responses: 124	100.00%

Q13: It is true that if you had to save more water and electricity you'd feel worse off?

Answers	Responses	Selection Percentage
Yes	12	9.68%
No	112	90.32%
Valid Respondents: 124.0	Total Responses: 124	100.00%

Q14: Would you be interested in purchasing a rainbarrel to collect rainwater for your garden within the next 12 months?

Answers	Responses	Selection Percentage
Yes	77	62.10%
No	47	37.90%
Valid Respondents: 124.0	Total Responses: 124	100.00%

Q15: Can you name the organisers / sponsors of today?

Answers	Responses	Selection Percentage
Yes (Go to Q16)	72	58.06%
No	52	41.94%
Valid Respondents: 124.0	Total Responses: 124	100.00%

Q16: Please enter the name of the organisers / sponsors. (Then press 'Continue')

WAITAKERE CITY COUNCIL X 50
ECOMATTERS X 14
ECO WATER X 7
ECO TRUST X 5
NEWSTALK ZB X 2
SUSTAINABLE LIVING CENTER X 2
TRUST COUNCIL
ECO WORKS
THE TRUSTS CHARITBLE FOUNDATION
PTS
ECOCITY?
WCC KWB
WAITAKERE CITY COUNCIL GRANTS
WCC KWBT WEEDFREE ECOWATER
AUCKLAND AND NORTH SHORE CITY COUNCILS

Q17: Please select which option below applies to you?

Answers	Responses	Selection Percentage
I own my home	92	74.19%
I am a tenant	28	22.58%
Other	4	3.23%
Valid Respondents: 124.0	Total Responses: 124	100.00%

Q18: Please select which option(s) applies to you? (Multi-Select)

Answers	Responses	Respondent Percentage	Selection Percentage
I'm on Mains water	118	95.16%	90.77%
I have to collect my own water via rain tank or bore	10	8.06%	7.69%
I don't know	2	1.61%	1.54%
Valid Respondents: 124.0	Total Responses: 130	(May add up to more than 100%)	100.00%

Q19: And finally just a few questions about you. Please select your GENDER:

Answers	Responses	Selection Percentage
Male	49	39.52%
Female	75	60.48%
Valid Respondents: 124.0	Total Responses: 124	100.00%

Q20: Which ethnicity do you belong to?

Answers	Responses	Selection Percentage
NZ European	92	74.19%
Other European	18	14.52%
Maori	2	1.61%
Polynesian	2	1.61%
Indian	4	3.23%
Asian	0	.00%
Other	6	4.84%
Valid Respondents: 124.0	Total Responses: 124	100.00%

Q21: 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 Q22)	64	51.61%
O – Z (Go to Q23)	60	48.39%
Valid Respondents: 124.0	Total Responses: 124	100.00%

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

Answers	Responses	Selection Percentage
Cornwallis	0	.00%
French Bay	0	.00%
Glen Eden	12	18.75%
Glendene	0	.00%
Greenbay	5	7.81%
Henderson	9	14.06%
Herald Island	1	1.56%
Hobsonville	3	4.69%
Huia	3	4.69%
Karekare	0	.00%
Kelston	3	4.69%
Laingholm	8	12.50%
Massey	3	4.69%
New Lynn	16	25.00%
Don't Know / Other	1	1.56%
Valid Respondents: 64.0	Total Responses: 64	100.00%

Q23: Which area or SUBURB of Waitakere do you live in or closest to?

Answers	Responses	Selection Percentage
Oratia	2	3.33%
Parau	1	1.67%
Piha	1	1.67%
Ranui	2	3.33%
Royal Heights	2	3.33%
Sunnyvale	1	1.67%
Swanson	4	6.67%
Te Atatu Peninsula	7	11.67%
Te Atatu South	3	5.00%
Titirangi	29	48.33%
Waitatarua	1	1.67%
Waitakere	2	3.33%
West Harbour	3	5.00%
Whenuapai	1	1.67%
Don't Know / Other	1	1.67%
Valid Respondents: 60.0	Total Responses: 60	100.00%

Q24: Please select your AGE GROUP:

Answers	Responses	Selection Percentage
Under 15 years of age	1	.81%
15 - 19 years	3	2.42%
20 - 29 years	6	4.84%
30 - 39 years	37	29.84%
40 - 49 years	40	32.26%
50 - 59 years	21	16.94%
60 years or over	15	12.10%
Prefer not to answer	1	.81%
Valid Respondents: 124.0	Total Responses: 124	100.00%

Q25: What is your primary employment status? (Multi-Select)

Answers	Responses	Respondent Percentage	Selection Percentage
Full time	60	48.39%	45.45%
Self employed	22	17.74%	16.67%
Part time	22	17.74%	16.67%
Student	9	7.26%	6.82%
Retired	6	4.84%	4.55%
Unemployed	3	2.42%	2.27%
Parenting	9	7.26%	6.82%
Casual	1	.81%	.76%
Valid Respondents: 124.0	Total Responses: 132	(May add up to more than 100%)	100.00%

Q26: INFO SCREEN for non Waitakere City residents.

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		Improve home insulation		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%	1	16.7%	0	0.0%	1	16.7%	1	16.7%	1	16.7%	1	16.7%	0	0.0%
15 - 19 years	2	20.0%	0	0.0%	0	0.0%	0	0.0%	3	30.0%	3	30.0%	2	20.0%	0	0.0%
20 - 29 years	1	5.0%	2	10.0%	2	10.0%	4	20.0%	4	20.0%	3	15.0%	4	20.0%	0	0.0%
30 - 39 years	6	6.0%	3	3.0%	9	9.0%	20	20.0%	21	21.0%	20	20.0%	18	18.0%	3	3.0%
40 - 49 years	7	6.9%	7	6.9%	3	3.0%	15	14.9%	17	16.8%	21	20.8%	26	25.7%	5	5.0%
50 - 59 years	5	8.2%	6	9.8%	6	9.8%	8	13.1%	11	18.0%	9	14.8%	14	23.0%	2	3.3%
60 years or over	3	8.1%	4	10.8%	5	13.5%	4	10.8%	4	10.8%	7	18.9%	7	18.9%	3	8.1%
Prefer not to answer	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	100.0%	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	1	100.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
15 - 19 years	0	0.0%	0	0.0%	2	100.0%	0	0.0%	0	0.0%
20 - 29 years	3	60.0%	2	40.0%	0	0.0%	0	0.0%	0	0.0%
30 - 39 years	7	20.6%	13	38.2%	8	23.5%	2	5.9%	4	11.8%
40 - 49 years	15	44.1%	12	35.3%	6	17.6%	0	0.0%	1	2.9%
50 - 59 years	6	31.6%	4	21.1%	7	36.8%	1	5.3%	1	5.3%
60 years or over	7	50.0%	3	21.4%	1	7.1%	1	7.1%	2	14.3%
Prefer not to answer	0	0.0%	0	0.0%	1	100.0%	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	1	100.0%	0	0.0%
15 - 19 years	1	33.3%	2	66.7%
20 - 29 years	4	66.7%	2	33.3%
30 - 39 years	22	59.5%	15	40.5%
40 - 49 years	25	62.5%	15	37.5%
50 - 59 years	12	57.1%	9	42.9%
60 years or over	8	53.3%	7	46.7%
Prefer not to answer	1	100.0%	0	0.0%

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	
Under 15 years of age	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	100.0%
15 - 19 years	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	40.0%	1	20.0%	1	20.0%	1	20.0%
20 - 29 years	1	9.1%	0	0.0%	2	18.2%	1	9.1%	4	36.4%	2	18.2%	1	9.1%	0	0.0%
30 - 39 years	14	19.7%	10	14.1%	13	18.3%	6	8.5%	12	16.9%	11	15.5%	3	4.2%	2	2.8%
40 - 49 years	24	27.0%	14	15.7%	14	15.7%	11	12.4%	12	13.5%	7	7.9%	6	6.7%	1	1.1%
50 - 59 years	12	26.7%	8	17.8%	8	17.8%	5	11.1%	5	11.1%	3	6.7%	3	6.7%	1	2.2%
60 years or over	11	36.7%	7	23.3%	4	13.3%	3	10.0%	1	3.3%	1	3.3%	3	10.0%	0	0.0%
Prefer not to answer	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	100.0%

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 local plants and animals		Recycling waste at home	
Under 15 years of age	1	33.3%	0	0.0%	1	33.3%	1	33.3%	0	0.0%
15 - 19 years	1	12.5%	3	37.5%	1	12.5%	2	25.0%	1	12.5%
20 - 29 years	2	11.1%	5	27.8%	3	16.7%	3	16.7%	5	27.8%
30 - 39 years	20	17.7%	30	26.5%	22	19.5%	17	15.0%	24	21.2%
40 - 49 years	26	20.8%	33	26.4%	22	17.6%	17	13.6%	27	21.6%
50 - 59 years	14	20.6%	15	22.1%	13	19.1%	10	14.7%	16	23.5%
60 years or over	10	21.7%	10	21.7%	10	21.7%	6	13.0%	10	21.7%
Prefer not to answer	0	0.0%	0	0.0%	0	0.0%	1	50.0%	1	50.0%

Please select your AGE GROUP:

by

Which statement best reflects your feelings?

	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	0	0.0%	0	0.0%	1	100.0%	0	0.0%	0	0.0%	0	0.0%
15 - 19 years	1	33.3%	0	0.0%	2	66.7%	0	0.0%	0	0.0%	0	0.0%
20 - 29 years	1	16.7%	0	0.0%	3	50.0%	1	16.7%	0	0.0%	1	16.7%
30 - 39 years	11	29.7%	1	2.7%	15	40.5%	9	24.3%	1	2.7%	0	0.0%
40 - 49 years	25	62.5%	0	0.0%	11	27.5%	3	7.5%	1	2.5%	0	0.0%
50 - 59 years	10	50.0%	0	0.0%	5	25.0%	5	25.0%	0	0.0%	0	0.0%
60 years or over	14	93.3%	0	0.0%	1	6.7%	0	0.0%	0	0.0%	0	0.0%
Prefer not to answer	1	100.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

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	0	0.0%,	1	100.0%,
15 - 19 years	1	33.3%,	2	66.7%,
20 - 29 years	1	16.7%,	5	83.3%,
30 - 39 years	3	8.1%,	34	91.9%,
40 - 49 years	4	10.0%,	36	90.0%,
50 - 59 years	3	14.3%,	18	85.7%,
60 years or over	0	0.0%,	15	100.0%,
Prefer not to answer	0	0.0%,	1	100.0%,

Please select your AGE GROUP:

by

Would you be interested in purchasing a rainbarrel to collect rainwater for your garden within the next 12 months?

	Yes		No	
Under 15 years of age	1	100.0%,	0	0.0%,
15 - 19 years	1	33.3%,	2	66.7%,
20 - 29 years	3	50.0%,	3	50.0%,
30 - 39 years	23	62.2%,	14	37.8%,
40 - 49 years	25	62.5%,	15	37.5%,
50 - 59 years	18	85.7%,	3	14.3%,
60 years or over	6	40.0%,	9	60.0%,
Prefer not to answer	0	0.0%,	1	100.0%,

Please select your AGE GROUP:

by

Can you name the organisers / sponsors of today?

	Yes		No	
Under 15 years of age	0	0.0%,	1	100.0%,
15 - 19 years	1	33.3%,	2	66.7%,
20 - 29 years	0	0.0%,	6	100.0%,
30 - 39 years	17	45.9%,	20	54.1%,
40 - 49 years	28	70.0%,	12	30.0%,
50 - 59 years	13	61.9%,	8	38.1%,
60 years or over	12	80.0%,	3	20.0%,
Prefer not to answer	1	100.0%,	0	0.0%,

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	0	0.0%,	1	100.0%,	0	0.0%,
15 - 19 years	3	100.0%,	0	0.0%,	0	0.0%,
20 - 29 years	2	33.3%,	4	66.7%,	0	0.0%,
30 - 39 years	22	59.5%,	13	35.1%,	2	5.4%,
40 - 49 years	35	87.5%,	3	7.5%,	2	5.0%,
50 - 59 years	17	81.0%,	4	19.0%,	0	0.0%,
60 years or over	12	80.0%,	3	20.0%,	0	0.0%,
Prefer not to answer	1	100.0%,	0	0.0%,	0	0.0%,

Please select your AGE GROUP:

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	
Under 15 years of age	1	100.0%	0	0.0%	0	0.0%
15 - 19 years	2	66.7%	0	0.0%	1	33.3%
20 - 29 years	5	83.3%	0	0.0%	1	16.7%
30 - 39 years	35	89.7%	4	10.3%	0	0.0%
40 - 49 years	38	88.4%	5	11.6%	0	0.0%
50 - 59 years	21	100.0%	0	0.0%	0	0.0%
60 years or over	15	93.8%	1	6.2%	0	0.0%
Prefer not to answer	1	100.0%	0	0.0%	0	0.0%

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	88	89.8%	9	9.2%	1	1.0%
I am a tenant	26	92.9%	1	3.6%	1	3.6%
Other	4	100.0%	0	0.0%	0	0.0%

Please select which option below applies to you?

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 local plants and animals		Recycling waste at home	
I own my home	55	19.4%	74	26.1%	52	18.4%	42	14.8%	60	21.2%
I am a tenant	18	20.9%	20	23.3%	16	18.6%	12	14.0%	20	23.3%
Other	1	7.1%	2	14.3%	4	28.6%	3	21.4%	4	28.6%

Please select which option below applies to you?
by
Which statement best reflects your feelings?

	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	48	52.7%	0	0.0%	31	34.1%	11	12.1%	0	0.0%	1	1.1%
I am a tenant	12	42.9%	1	3.6%	6	21.4%	7	25.0%	2	7.1%	0	0.0%
Other	3	75.0%	0	0.0%	1	25.0%	0	0.0%	0	0.0%	0	0.0%

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	
I own my home	53	27.2%	35	17.9%	30	15.4%	20	10.3%	25	12.8%	12	6.2%	15	7.7%	5	2.6%
I am a tenant	8	16.7%	2	4.2%	9	18.8%	5	10.4%	10	20.8%	10	20.8%	2	4.2%	2	4.2%
Other	1	10.0%	2	20.0%	2	20.0%	1	10.0%	1	10.0%	3	30.0%	0	0.0%	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+	
I own my home	30	46.9%	33	51.6%	1	1.6%	0	0.0%	0	0.0%
I am a tenant	13	61.9%	8	38.1%	0	0.0%	0	0.0%	0	0.0%
Other	0	0.0%	1	100.0%	0	0.0%	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		Improve home insulation		Install a raintank for outside use		Install a raintank to plumb into the home toilet and laundry		Install solar water heating		None of these	
I own my home	22	8.6%	16	6.3%	20	7.8%	36	14.1%	46	18.0%	51	20.0%	57	22.4%	7	2.7%
I am a tenant	3	4.3%	6	8.7%	3	4.3%	15	21.7%	13	18.8%	10	14.5%	13	18.8%	6	8.7%
Other	0	0.0%	1	8.3%	2	16.7%	1	8.3%	2	16.7%	3	25.0%	3	25.0%	0	0.0%

Please select which option below applies to you?

by

I already have... (Multi-Select)

	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		I have a rain barrel in the garden		Don't know		None of the above	
I own my home	68	27.3%	49	19.7%	18	7.2%	46	18.5%	11	4.4%	19	7.6%	7	2.8%	23	9.2%	0	0.0%	8	3.2%
I am a tenant	19	40.4%	11	23.4%	2	4.3%	7	14.9%	1	2.1%	1	2.1%	0	0.0%	0	0.0%	1	2.1%	5	10.6%
Other	2	22.2%	2	22.2%	1	11.1%	2	22.2%	0	0.0%	0	0.0%	0	0.0%	2	22.2%	0	0.0%	0	0.0%

Please select which option below applies to you?

by

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

	Yes		No	
I own my home	50	54.3%,	42	45.7%,
I am a tenant	5	17.9%,	23	82.1%,
Other	1	25.0%,	3	75.0%,

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	
I own my home	62	67.4%,	30	32.6%,
I am a tenant	10	35.7%,	18	64.3%,
Other	2	50.0%,	2	50.0%,

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 Q26)

2. **Do you read the ThreeWaters newsletters that come with your water bill?**
 - a. Yes
 - b. No

3. **Do you read additional information, such as water saving promotions, sent out with your water bill?**
 - 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. I have a rainbarrel in the garden
 - i. Don't know
 - j. 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. Improve home insulation
 - e. Install a raintank for outside use
 - f. Install a raintank to plumb into the home toilet and laundry
 - g. Install solar water heating
 - h. None of these

6. **How much do you think you could invest THIS year 2009 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’)**
 - a. Via water bills
 - b. Via rates
 - c. Via advertising in newspapers

- d. Via the council website
- e. Via email
- f. Via separate post to your home
- g. Via the libraries
- h. None of these

11. Please select the three MOST important issues – then press ‘Continue’

- a. Using less water in our home
- b. Using less electricity in our home
- c. Decreasing dependence on cars for transport
- d. Protecting our local plants and animals
- e. Recycling waste at home

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

- a. I am very water conservation conscious
- b. I have a right to as much water as I like
- c. I feel I’m doing all the right things to use less water
- d. I’d do more if I knew more about what to do
- e. Water savings are out of my control
- f. 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?

- a. Yes
- b. No

14. Would you be interested in purchasing a rainbarrel to collect rainwater for your garden within the next 12 months?

- a. Yes
- b. No

15. Can you name the organisers / sponsors of today?

- a. Yes (Go to Q16)
- b. No

16. Please enter the name of the organisers / sponsors – then press ‘Continue’

17. Please select which option below applies to you?

- a. I own my home
- b. I am a tenant
- c. Other

18. Please select which option(s) applies to you? (Select all that apply then press ‘Continue’)

- a. I’m on Mains water
- b. I have to collect my own water via rain tank or bore
- c. I don’t know

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

- 1. Female
- 2. Male

20. Which ethnicity do you belong to?

- a. NZ European
- b. Other European
- c. Maori
- d. Polynesian
- e. Indian
- f. Asian
- g. Other

**21. 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 Q22](#))
- 2. O – Z ([Go to Q23](#))

22. 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

23. 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. Waitarua
12. Waitakere
13. West Harbour
14. Whenuapai
15. Don't know / Other

24. 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

25. 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

Q26. 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