



INTRODUCTION

Good morning/afternoon. My name is from TNS New Zealand, an independent research company.

We are conducting research about the region you live in.

The survey will take about 15 minutes. Your participation would be much appreciated. Are you able to do the survey now or would you prefer us to make an appointment to call you back at a more convenient time?

IF YES CONTINUE, OTHERWISE MAKE APPOINTMENT FOR INTERVIEW.

READ ONLY IF CALL-BACK IS MADE:

May I please speak to..... **(CONTACT NAME)**.

Good morning/afternoon. This is from TNS New Zealand. Thank you for agreeing to participate in this survey.

READ TO EVERYONE:

Please be assured that the answers you give are confidential and will be combined with the responses of others before being reported back.

SCREENER 1

Could I please just check that you are aged 15 years or over.

IF YES – CONTINUE

IF NO – CLOSE WITH THANKS

ARRANGE CALL BACK IF NECESSARY

SECTION ONE: AWARENESS OF THE ROLE OF GREATER WELLINGTON

Q1 Firstly, can you please tell me what your understanding of “sustainability of the Greater Wellington region” is?

That is, what does the term sustainability mean to you?

PROBE FOR CLARIFICATION. PROBE TO NO. RECORD VERBATIM.

Comment [MSOffice1]: Perhaps unprompted codeframe

Q2 What organisations do you associate with the care of the environment in your area?

DO NOT READ OUT. MULTIPLE RESPONSE POSSIBLE. PROBE TO NO.

IF RESPONDENT ANSWERS “the council” ASK “is that REGIONAL, CITY or DISTRICT council”

IF RESPONDENT ANSWERS “Wellington council” ASK “is that Wellington CITY Council or Wellington REGIONAL Council”

Greater Wellington (Regional Council)	01
Wellington City Council	02
Kapiti Coast District Council	03
Upper Hutt City Council	04
Porirua City Council	05
Hutt City Council	06
Masterton District Council	07
Carterton District Council	08
South Wairarapa District Council	09
Department of Conservation	10
Ministry for the Environment	11
Greenpeace	12
None	97
Other (Please specify) _____	98
Don't know (DO NOT READ OUT)	99

Q3 What areas or districts do you understand the term “Greater Wellington” to include?

**DO NOT READ. PROBE TO NO.
ROTATE
MULTIPLE RESPONSE**

Wellington City and suburbs	01
Lower Hutt	02
Upper Hutt	03
Porirua	04
Wairarapa (includes Masterton, Carterton, Featherston, Martinborough, Greytown)	05
Kapiti Coast	06
Other (Please specify) _____	98
Don't know	99

ASK THOSE WHO DID NOT MENTION CODE 01 IN Q2

Q4 Have you heard of the organisation Greater Wellington?

DO NOT READ OUT. SINGLE RESPONSE ONLY.

Yes	1	CONTINUE
No	2	
Don't know	9	GO TO Q6

Q5 IF CODE 01 AT Q2 READ:

You mentioned Greater Wellington just now, can you tell me what Greater Wellington is?

OTHERWISE, READ:

Can you tell me what Greater Wellington is?

IF ASKED, what sort of organisation is Greater Wellington

IF RESPONDENT ANSWERS “the council” ASK “is that REGIONAL, CITY or DISTRICT council”

IF RESPONDENT ANSWERS “Wellington council” ASK “is that Wellington CITY Council or Wellington REGIONAL Council”

The Regional Council	01	GO TO Q7
Wellington City Council	02	CONTINUE
Kapiti Coast District Council	03	
Upper Hutt City Council	04	
Porirua City Council	05	
Hutt City Council	06	
Masterton District Council	07	
Carterton District Council	08	
South Wairarapa District Council	09	
Department of Conservation	10	
Ministry for the Environment	11	
Other (Please specify) _____	98	
Don't know (DO NOT READ OUT)	99	

Q6 Have you heard of Greater Wellington **REGIONAL** Council?

DO NOT READ. SINGLE RESPONSE ONLY.

Yes	1
No	2
Don't know	9

Q7 What does Greater Wellington Regional Council do, that you are aware of?

CODE FIRST MENTIONED

Q7b Is there anything else Greater Wellington Regional Council does that you are aware of?

PROBE TO NO. MULTIPLE RESPONSE

	Q7 First Mentioned	Q7b Others Mentioned
Planning and resource management	01	01
Harbour management and safety	02	02
Co-ordination of Civil Defence, and managing emergencies	03	03
Pollution control	04	04
Co-ordination and funding of public transport	05	05
Ridewell – train and bus timetables	06	06
Transport planning	07	07
Water supply, including collection, treatment and delivery of drinking water	08	08
Water conservation	09	09
Maintenance of water quality in our streams and coasts	10	10
Control of pests, such as possums and rabbits	11	11
Control of noxious plants, such as old man's beard and boneseed	12	12
Flood protection, planning and stopbanks	13	13
Managing parks, forests recreation areas and trails	14	14
Sewage disposal/sewerage systems	15	15
Rubbish collection	16	16
Environmental education	17	17
Advocating on behalf of the Wellington Region	18	18
Funding the WestpacTrust stadium	19	19
Be the Difference Programme	20	20
Other (Please specify) _____	98	98
Don't know DO NOT READ	99	99

Q9 Overall, how well do you think Greater Wellington Regional Council is fulfilling its role in the greater Wellington community? Would you say they are doing...?

READ OUT. SINGLE RESPONSE ONLY.

Extremely well	1
Very well	2
Quite well	3
Not too well	4
Not well at all	5
Don't know DO NOT READ	9

Q10 Is your overall idea or image of Greater Wellington Regional Council...?

READ OUT. SINGLE RESPONSE ONLY.

Very favourable	1
Favourable	2
No feeling either way	3
Not favourable	4
Not at all favourable	5
Don't know DO NOT READ	9

SECTION TWO: ENVIRONMENTAL AWARENESS, ATTITUDES AND BEHAVIOUR

I am now going to ask you a few questions on the environment.

- Q11** In general, how much would you say you know about the overall condition of the environment in the Greater Wellington region?

READ OUT. SINGLE RESPONSE ONLY.

A lot	1
A fair amount	2
Not that much	3
Hardly anything	4
Don't know (DO NOT READ)	9

- Q12** Can you please tell me whether you think you personally can do anything to make a positive difference to the environment in the Greater Wellington region?

DO NOT READ. SINGLE RESPONSE ONLY.

Yes	1
No	2

- Q13** Are you currently doing anything personally to make a positive difference to the environment in the Greater Wellington region?

DO NOT READ. SINGLE RESPONSE ONLY.

Yes	1	CONTINUE
No	2	GO TO Q16

Q14 We know there are lots of things people can do to help the environment. However, we are interested in knowing whether people have been involved in some specific activities.

Can you please tell me whether you have been involved in any of the following activities in the last twelve months?

**READ OUT
ROTATE**

Involved in an environmental cause or organisation on a regular basis	1	2	9	GO TO Q16
Contributed money to an environmental cause or organisation	1	2	9	
Taken part in one-off organised environmental actions (e.g. beach clean-up)	1	2	9	CONTINUE

Q15 You mentioned you have taken part in one-off organised environmental actions, can you please tell me what these were?

DO NOT READ. MULTIPLE RESPONSE.

Tree planting	1
Beach clean up	2
Volunteer guiding (e.g. Karori Wildlife Sanctuary)	3
Other (Please specify) _____	7
Don't know (DO NOT READ)	9

Q16 We all know that different people have different lifestyles. I am going to read out three types of lifestyles and I would like you to tell me what your general attitude or impression is of each type of lifestyle. Just give me a number from 1 to 7, where 1 means you feel extremely negative and 7 means that you feel extremely positive about that type of lifestyle. How positive or negative do you feel about...?

READ OUT STATEMENTS

A lifestyle where you consider the environment in almost everything you do	1	2	3	4	5	6	7	9
A lifestyle in which you consider the environment only when it's reasonable or practical to do so	1	2	3	4	5	6	7	9
A lifestyle which doesn't consider the environment	1	2	3	4	5	6	7	9

Q17 Now I'd like you to think of your own day-to-day lifestyle and then tell me which of the following **best** describes your **current** lifestyle.

READ OUT. SINGLE RESPONSE ONLY.

A lifestyle where you consider the environment in almost everything you do	1
A lifestyle in which you consider the environment only when it's reasonable or practical to do so	2
A lifestyle which doesn't consider the environment	3

Q18 And how satisfied are you with that lifestyle choice? Please use a scale from 1 to 10, where a score of 1 means you feel your current lifestyle choice is completely unsatisfactory, and a score of 10 means it is perfect in every way.

SINGLE RESPONSE ONLY

01	02	03	04	05	06	07	08	09	10	99

Q19 Thinking about the most important decision you have ever made and bearing that in mind, could you now tell me how important the environment is to you? Is it...

READ OUT. SINGLE RESPONSE ONLY.

Extremely important	1
Very important	2
Quite important	3
Slightly important	4
Not important at all	5

Q20 I would like you to think about your current lifestyle with regard to the environment and tell me which of the following statements best describes you.

READ OUT. SINGLE RESPONSE ONLY.

I can think of many good reasons to continue with my current lifestyle, and no reason to change	1
I can think of many good reasons to continue with my current lifestyle, but also many reasons to change	2
I can think of few good reasons to continue my current lifestyle, and many reasons to change	3

Now thinking more generally about **who** should have a role in protecting the environment...

Q21 To what extent do you think the following groups or entities should have a role in protecting the environment?

Using a scale of 1 to 5 where 1 is to a very great extent and 5 is not at all.

**READ OUT
ROTATE
REPEAT SCALE IF NECESSARY**

	1	2	3	4	5	9
Individuals	1	2	3	4	5	9
Households	1	2	3	4	5	9
Industry	1	2	3	4	5	9
Schools	1	2	3	4	5	9
Community groups such as "take care"	1	2	3	4	5	9
Local Government	1	2	3	4	5	9
Central Government	1	2	3	4	5	9

Q22 To what extent do you think that Greater Wellington Regional Council should support the following groups to protect the environment in the Wellington region?

Using a scale of 1 to 5 where 1 is to a very great extent and 5 is not at all.

**READ OUT
ROTATE
REPEAT SCALE IF NECESSARY**

Individuals	1	2	3	4	5	9
Households	1	2	3	4	5	9
Industry	1	2	3	4	5	9
Schools	1	2	3	4	5	9
Community groups such as "take care"	1	2	3	4	5	9

SECTION THREE: AWARENESS OF GREATER WELLINGTON REGIONAL COUNCIL'S COMMUNICATIONS

Q24 The Greater Wellington Regional Council has six main areas of responsibility. These are bulk water supply, regional transport, regional parks and forests, promoting sustainable land management, including controlling plant and animal pests, environment management and flood protection.

In the last 12 months, have you seen, read or heard any information about Greater Wellington Regional Council?

DO NOT READ. SINGLE RESPONSE ONLY.

Yes	1	CONTINUE
No	2	GO TO Q27
Don't know	9	

Q25 Where have you seen, read or heard information about Greater Wellington Regional Council?

IF NEWSPAPER: Do you recall which newspaper that was?

PROBE TO NO. MULTIPLE RESPONSE

DO NOT READ OUT

The Dominion Post	01
Wairarapa Times Age	03
The Wellingtonian	04
Greater Wellington Regional Council "Elements" newspaper	05
"The Rural Services Newsletter"	06
Local or community newspapers	07
The internet PROBE: IS THIS THE GREATER WELLINGTON WEBSITE OR ANOTHER WEBSITE	08
Greater Wellington Regional Council website	09
Brochure that comes out with the rates	10
Brochure/information from public place such as library or café	11
On buses and trains	12
Signage/Park signage	13
Television	14
Radio	15
Other people/hearsay	16
Be the Difference Programme	17
Others (please specify) _____	98
Don't know	99

Q26 Overall, how would you rate the quality of the information you have seen from Greater Wellington Regional Council?

Again, using a 5 point scale, where 1 is very poor and 5 is excellent.

DO NOT READ. SINGLE RESPONSE ONLY.

Excellent	1
Very good	2
Neither/nor	3
Poor	4
Very poor	5
Don't know (DO NOT READ)	9

Q27 There is a range of information Greater Wellington could provide to Wellington residents. This information could be sent to residents – or made available (for example on the Greater Wellington website).

Could you please tell me whether you think the following types of information should be either sent, made available to Wellington residents or both?

**READ OUT
ROTATE**

Comment [MSOffice2]: Take out if no time

Information explaining what Greater Wellington Regional Council rates are spent on	01	02	03
Information explaining the functions of Greater Wellington Regional Council	01	02	03
Information educating the public about environmental matters	01	02	03
Information promoting aspects of the Wellington region	01	02	03
Information about <i>Regional parks</i>	01	02	03
Information about things that affect your local community	01	02	03
Information about your Regional Councillor	01	02	03
Information about how Greater Wellington Regional Council contributes to the Wellington region	01	02	03

IF Q25=05, GO TO Q29

Q28 Do you recall seeing Greater Wellington Regional Council's quarterly newspaper "Elements" in the last 12 months?

DO NOT READ. SINGLE RESPONSE ONLY.

Yes	1	CONTINUE
No	2	GO TO Q33
Don't know	9	

Q29 Have you read "Elements" in the last 12 months?

DO NOT READ. SINGLE RESPONSE ONLY.

Yes	01
No	02
Don't know	99

Q30 How often do you read "Elements"?

READ OUT. SINGLE RESPONSE ONLY.

Every time it is issued	01
Often	02
Sometimes	03
Occasionally	04
Don't know DO NOT READ	99

Q31 Do you usually....

READ OUT. SINGLE RESPONSE ONLY.

Have a good look through it	01
Read or browse some of it	02
Have a quick look through it	03
Don't know DO NOT READ	99

Q32 How would you rate "Elements" in the following areas (again, using a 5 point scale, where 1 is very poor and 5 is excellent).

**READ OUT
SINGLE RESPONSE ONLY
ROTATE**

	1	2	3	4	5	9
Relevant	1	2	3	4	5	9
Visually attractive	1	2	3	4	5	9
Easy to read	1	2	3	4	5	9
Interesting	1	2	3	4	5	9
Informative	1	2	3	4	5	9

Q33 What, if any, information would you like to have from Greater Wellington Regional Council about its activities?

**DO NOT READ
MULTIPLE RESPONSE**

To find out about Greater Wellington Regional Council	01
Greater Wellington Regional Council news and notices	02
Greater Wellington events	03
As a forum to post my opinions/thoughts/comments	04
To find Greater Wellington Regional Council publications	05
To find Greater Wellington Regional Council contact details	06
Greater Wellington Regional Council job vacancies	07
Bus and train timetables	08
Greater Wellington Regional Council meeting agendas and reports	09
To find out about Greater Wellington Regional Councils services	10
To find out about councillors and committees	11
Monitoring information e.g. on beach quality, river levels	12
To find out about regional parks	13
Emergency information such as road closures, heavy rainfall warnings or river levels	14
Other (please specify) _____	98
Don't know	99

Q34 Have you ever used or visited Greater Wellington Regional Council's website (www.gw.govt.nz)?

DO NOT READ. SINGLE RESPONSE ONLY.

Yes	1	CONTINUE GO TO Q41
No	2	
Don't know	9	

Q35 How many times have you used or visited the Regional Council's website?

READ OUT. SINGLE RESPONSE ONLY.

Once	1
Twice	2
Three to four times	3
Five to ten times	4
Eleven times or more	5
Other (Please specify) _____	7
Don't know DO NOT READ	9

Q36 How would you rate Greater Wellington's website in the following areas (again, using a 5 point scale, where 1 is excellent and 5 is very poor):

**READ OUT
SINGLE RESPONSE ONLY
ROTATE**

Relevant	1	2	3	4	5	9
Visually attractive	1	2	3	4	5	9
Easy to navigate (find the information I need)	1	2	3	4	5	9
Useful	1	2	3	4	5	9

Q37 What did/do you use Greater Wellington Regional Council's website for?

DO NOT READ. MULTIPLE RESPONSE.

To find out about Greater Wellington Regional Council	01
Greater Wellington Regional Council news and notices	02
Greater Wellington events	03
As a forum to post my opinions/thoughts/comments	04
To find Greater Wellington Regional Council publications	05
To find Greater Wellington Regional Council contact details	06
Greater Wellington Regional Council job vacancies	07
Bus and train timetables	08
Greater Wellington Regional Council meeting agendas and reports	09
To find out about Greater Wellington Regional Councils services	10
To find out about councillors and committees	11
Monitoring information e.g. on beach quality, river levels	12
To find out about regional parks	13
Emergency information such as road closures, heavy rainfall warnings or river levels	14
Other (please specify) _____	98
Don't know	99

Q38 How would you like to receive information from Greater Wellington Regional Council?

DO NOT READ OUT. MULTIPLE RESPONSE.

Radio advertising	01
Television advertising	02
Greater Wellington Regional Council publications	03
Newspaper	04
Brochures or booklets	05
Magazines	06
Greater Wellington Regional Council website	07
Greater Wellington Regional Council "Elements" newspaper	08
Via email	09
Text message	10
Be the Difference programme	11
Others (please specify) _____	98
Don't know	99

IF MENTIONED CODE 11 AT Q38 SKIP TO Q40

Q39 Have you heard of 'Be the Difference'?

DO NOT READ. SINGLE RESPONSE ONLY.

Yes	1	CONTINUE
No	2	GO TO Q42
Don't know	9	

IF MENTIONED CODE 11 AT Q38 ASK:

You mentioned "Be the Difference" before can you please tell me what 'Be the Difference' is

OTHERWISE ASK:

Q40 What is 'Be the Difference'?

Q41 Are you a member of 'Be the Difference'?

DO NOT READ. SINGLE RESPONSE ONLY.

Yes	1
No	2
Don't know	9

SECTION FIVE: DEMOGRAPHICS

I am now going to ask some questions about you to make sure we have included a good cross section of people living in the Greater Wellington region in our survey. All of your responses will be combined with others so your individual answers will not be identifiable.

Q42 Did you vote in the 2004 Wellington local and regional council elections?

DO NOT READ. SINGLE RESPONSE ONLY.

Yes	1
No	2
Don't know	9

Q46 Which of the following areas would you say you live in?

READ OUT. SINGLE RESPONSE ONLY.

Kapiti	01
Porirua	02
Upper Hutt	03
Lower Hutt	04
Central Wellington City and suburbs	05
Wairarapa (Includes Masterton, Carterton, Featherston, Martinborough, Greytown)	07
Other (DON'T READ)	97
Refused (DON'T READ)	98

Q47 Which of the following age brackets do you fit into:

READ OUT. SINGLE RESPONSE ONLY.

15 years	01
16-19 years	02
20-24 years	03
25-34 years	04
35-44years	05
45-54 years	06
55-64 years	07
65 years plus	08
Refused (DON'T READ)	97

Q48 Which of the following ethnic groups do you most closely associate yourself with?

READ OUT. MULTIPLE RESPONSE POSSIBLE.

New Zealand European	1
Maori	2
Pacific	3
Asian	4
Other (please specify) (DON'T READ)	7

Refused (DON'T READ)	9

Q49 Which of the following types of homes best describes the property you live in?

READ OUT. SINGLE RESPONSE ONLY.

A farm	1
Lifestyle block (e.g. a standalone house on a very large, or semi-rural section)	2
Standalone house with a section	3
Standalone house with little or no section	4
Town house (i.e. developments where housing is positioned close together, sharing amenities such as driveways)	5
Apartment	6
Refused (DON'T READ)	9
Don't know (DON'T READ)	9

Q50 Which of the following represents your household's income per year before tax?

READ OUT. SINGLE RESPONSE ONLY.

Under \$15,000	1
\$15,001-\$20,000	2
\$20,001-\$25,000	3
\$25,001-\$40,000	4
\$40,001-\$60,000	5
\$60,001-\$100,000	6
\$100,001 +	7
Refused (DON'T READ)	9

RESPONDENT RECORD:

Q51 Gender

Male	1
Female	2