

Public perception of the draft proposal for Wairarapa District Council and process evaluation

Local Government Commission

Final quantitative report

June 2017



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Summary

The Local Government Commission (the Commission) employed UMR Research to conduct this telephone survey in the Wairarapa to gauge public opinion on the draft proposal for a combined Wairarapa District Council.

There were three main objectives of the survey:

- > Measure the level of support or opposition to the draft proposal for Wairarapa District Council.
- > Measure the level of public engagement in the proposed changes to local government arrangements in the Wairarapa.
- > Measure how the process has been perceived.

The report focuses on the opinions of Carterton, Masterton and South Wairarapa respondents and in places refers to the 2016 report which shared some of the same questions.

1.1 Change

Half of respondents said there needs to be a change in the way local government in the Wairarapa is organised, 17% were unsure and 33% said there does not need to be change. These results were in line with the 2016 survey where 56% said they thought there needed to be change.

50% said there needs to be change in the way local government is organised

Carterton respondents were significantly less likely (36%) than the overall to indicate the need for change, while those who declared 'a lot' or 'a fair amount' of knowledge about local government were more likely to say there is a need for change (60%) compared to those who declared less knowledge (39%).

*60% support combining the three district councils
27% oppose combining the councils*

When asked specifically about the draft proposal 60% said they support a combined Wairarapa District Council, 13% were unsure and 27% oppose the combined council. Masterton respondents were more likely to support the proposal at 67% support, while Carterton respondents were less likely to support at 46%. South Wairarapa was in-between the two at 55% support.

The main reasons given for supporting a combined council was the belief that it would be more efficient, give Wairarapa a stronger, more united voice and that the proposal does not include Wellington.

Conversely, over half of opponents of the combined council said that it would have worse representation and the current councils are working well now. Carterton opponents were particularly concerned that it would be worse for their district, while South Wairarapa respondents were more concerned about worse representation for smaller towns.

The dominant reasons why people were unsure was that they did not know enough about the proposal, while some were still deciding or did not mind either way.

1.2 Engagement

There was a consistent trend throughout the engagement questions that younger respondents were less engaged in the process and local government generally, than their older counterparts.

87% said they were aware of the draft proposal

A clear majority (87%) of all respondents said they were aware of the draft proposal by the Commission.

Seven out of ten respondents who were aware of the proposal first heard about it through the newspapers.

Over three quarters (77%) said a pamphlet mail drop and local newspapers were their most preferred ways to get information on plans for changes to local government in Wairarapa.

48% had read the mailed pamphlet

57% of readers found it useful

16% had read the detailed booklet

66% of readers found it useful

Almost half (48%) of respondents said they read the mailed summary pamphlet on the draft proposal, while 44% said they had not seen it all. Amongst those who had read the pamphlet 57% said they found it useful and 9% said that it was not useful.

At 16%, fewer respondents said they read the detailed booklet that has been available at public places. Three quarters said they had not seen it at all. Amongst those who had read the booklet 66% said they found it useful and 6% said that it was not useful.

Over three quarters (77%) of respondents were aware they could make a submission to the Commission on the draft proposal. This was comprised of 13% who did make a submission and 64% who were aware but did not make one. Masterton respondents were less likely to have made a submission (8% overall).

*13% said they made a submission
64% said they were aware they could but did not*

The two main reasons given for why respondents who were aware they could make a submission but did not, was because they did not have any reason to and that they were too busy.

85% said they would take part in a referendum.

A clear majority (85%) said if a referendum were to take place they would take part, 8% were unsure and 7% said they would not. Age was again correlated as 74% of under 30s said they would take part if a referendum was held.

Knowledge of local government in the Wairarapa was mixed with 51% declaring they know 'a lot' or 'a fair amount'. This was not significantly different from 2016 (up 3%).

51% said they know 'a lot' or 'a fair amount' about local government.

1.3 Performance

Two fifths (40%) of respondents were satisfied with the process the Commission has undertaken, 35% were neutral and 16% said they were dissatisfied.

Dissatisfaction was higher in Carterton (25%).

Those who said they have been closely following the process were more likely to be satisfied (56%) as were those who had read the pamphlet (53%) and the booklet (56%).

40% were satisfied with the Commission's process and 16% were dissatisfied

The main reason given for dissatisfaction was a feeling that there was a lack of information. However, for dissatisfied Carterton respondents, lack of information was secondary to disagreement there should be change in local government at all.

Just under half (47%) of respondents agreed the process has been carried out as fairly as possible. Trust in those organising the process was slightly lower at 42% agreement and a third (34%) said they thought the Commission understands Wairarapa issues and circumstances. However, 15-26% disagreed with those statements and the rest were neutral or unsure.

*The process:
47% agreed it has been fair
(15% disagreed)
42% agreed they trust those organising it
(24% disagreed)
34% agreed the Commission understands
Wairarapa issues (26% disagreed)
28% said they have been closely following it
(45% disagreed)*

Masterton respondents generally had higher agreement for the process being fair, trustworthy and understanding while Carterton respondents had lower agreement.

Just over a quarter (28%) said they had been closely following the process.

Methodology

2.1 Context

The Local Government Commission (the Commission) employed UMR Research to conduct this telephone survey in the Wairarapa to gauge public opinion on the draft proposal for a combined Wairarapa District Council.

There were three main objectives of the survey:

- > Measure the level of support or opposition to the draft proposal for Wairarapa District Council.
- > Measure the level of public engagement in the proposed changes to local government arrangements in the Wairarapa.
- > Measure how the process has been perceived.

The report focuses on the opinions of Carterton, Masterton and South Wairarapa respondents and in places refers to a 2016 report which shared some of the same questions.

In 2016, the Commission ran a telephone survey with UMR in the Wairarapa to gauge public opinion on different options for changes to the structure of local government in the region. The sample size was 500.

On the 15th of March 2017, the Commission released the draft proposal for a combined council in the Wairarapa and called for submissions from the public. Submissions closed on the 3rd of May and hearings began on the 23rd of May.

2.2 UMR

UMR was founded in 1987 and is a full-service market research and evaluation company. UMR has ISO20252 accreditation, the international industry standard for organisations and professionals conducting market, opinion, and social research. UMR has their own call centre which is based in Auckland and ensures they can maintain control and quality over all their research.

UMR has extensive experience in quantitative and qualitative research, and has provided high quality research for a diverse range of public and private clients.

All research and data collection activities carried out by UMR is done so to the high standard required by the ISO standard. The ISO process requires that quality systems are in place for the collection of data and information and that UMR is audited regularly.

2.3 Methodology

Fieldwork was conducted from the 4th to the 10th of May 2017.

All fieldwork was conducted using the Quancept survey system which is a leading Computer Assisted Telephone Interviewing system. The sample of landline phone numbers was randomly generated.

The total sample size was 1000 people 18 years and over. The margin of error for a 50% figure at the 95% confidence level for a sample size of 1000 is +3.1%.

Oversampling was done in Carterton and South Wairarapa Districts to increase accuracy in these smaller areas.

Quotas for age and gender were set in each district based off 2013 census from Statistics NZ. Final weighting was performed so the overall results were representative by population across the three districts.

Population vs. sample

Population is of people over 18 years old from 2013 census data from Statistics NZ

	Population	Population as percentage	Sample	Margin of error at 50% figure with 95% confidence
Masterton District	17,616	56.5%	400	±4.8%
Carterton District	6,240	20.0%	300	±5.5%
South Wairarapa District	7,326	23.5%	300	±5.5%
Total	31,182	100%	1,000	±3.1%

2.4 Reporting

Unless otherwise specified all differences mentioned in the report are significant to 95% confidence.

Where appropriate, comparisons have been made to the 2016 research.

Note on rounding:

All numbers are shown rounded to zero decimal places.

This means that the specified totals are not always exactly equal to the sum of the specified sub-totals. The differences are seldom more than 1%.

For example: $2.7 + 2.7 = 5.4$, if rounded to zero decimal places would appear: $3 + 3 = 5$.

Draft proposal

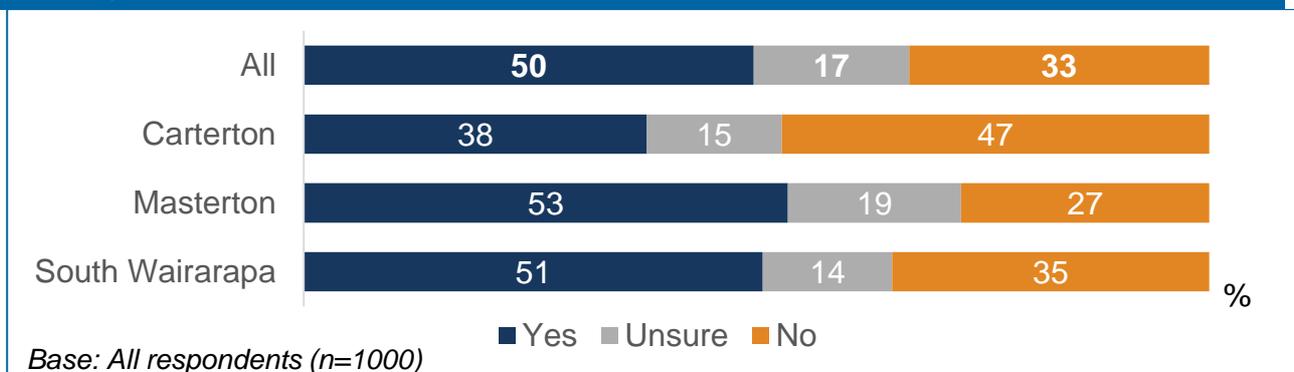
3.1 Change

Half of respondents said there needs to be a change in the way local government is organised in the Wairarapa. This was marginally lower than 2016 survey where 56% said there needs to be change. This year, 17% were unsure and 33% said there does not need to be any change.

- > Carterton respondents were significantly less likely than Masterton and South Wairarapa to want change at 38% (down 8% from 2016).
- > Like the previous year's survey, those who declared high knowledge ('A lot' + 'A fair amount') of local government in the Wairarapa were more likely to think there is a need for change (60%, down 7%) compared to those with less knowledge (39%, down 8%).
- > Younger respondents (under 30) were less likely to say there needs to be change (30%) than their older counter parts (53%).
- > Self-employed respondents were more likely to think there needs to be change (59%).

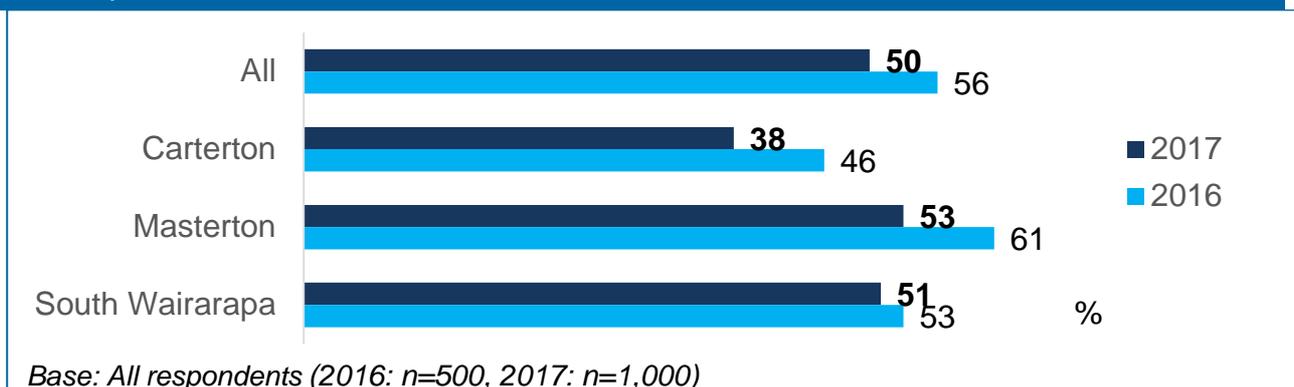
Change the way local government is organised

Do you think there needs to be a change in the way local government is organised in the Wairarapa?



Change the way local government is organised: 2016-2017 comparison

Do you think there needs to be a change in the way local government is organised in the Wairarapa?



3.2 Support or oppose the draft proposal

Three fifths (60%) said they supported combining South Wairarapa, Carterton and Masterton District Councils and forming a Wairarapa District Council. Just over a quarter (27%) opposed the combination and 13% were unsure.

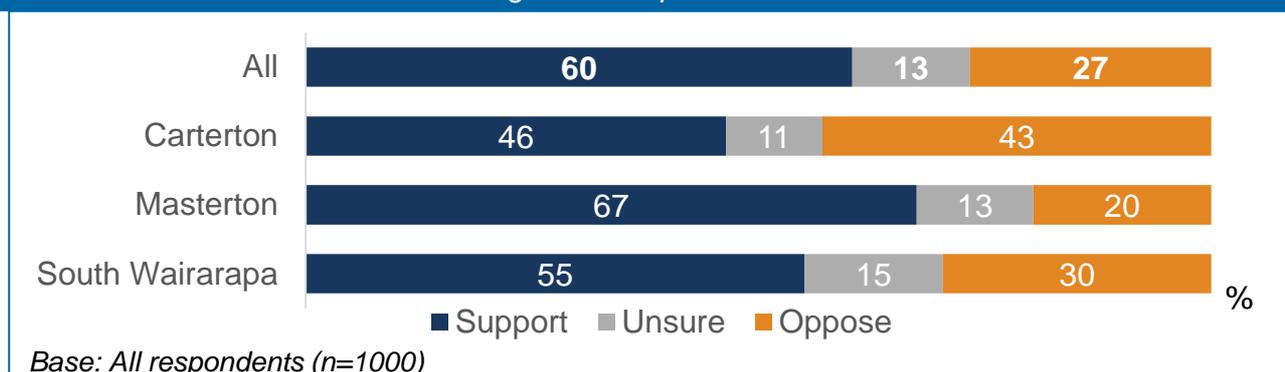
- > Carterton respondents were less likely to support the proposal at 46%, only marginally higher than those opposing (43%). Masterton had higher support at 67%, while South Wairarapa was in-between the other two at 55%.
- > In the 2016 research a similar question (asked on a 1-5 scale) was asked about level of support of combining the three councils and the results show very little change. In 2016, 57% said they support (4+5) the combination, 16% were neutral (3+unsure), and 27% opposed (1+2).
- > Wealthier respondents (household income greater than \$100,000) had higher support of the proposal (68% support; 20% oppose) as did University educated respondents (67%; 22%).
- > Respondents under 30 were more likely to be unsure about their opinion (25%)

If we look at just those who say they would vote in a referendum and who have given an opinion on the proposal either way (n=752), we see that 68% support and 32% oppose the draft proposal.

Draft proposal

As you may be aware The Local Government Commission and the councils in the Wairarapa region have worked together on a draft proposal for combining South Wairarapa, Carterton, and Masterton District Councils. This combined council would be called the Wairarapa District Council and would remain separate from the Greater Wellington Regional Council.

Having heard this, do you support or oppose combining South Wairarapa, Carterton, and Masterton District Councils and forming a Wairarapa District Council?



3.3 Reasons for support

Just over half (53%) of those who supported combining the councils said it would lead to greater efficiency through reduced cost, sharing resources and having one appropriately sized council.

The second most cited reason (19%) was that it would give the whole of Wairarapa a stronger more united voice.

The third most frequently mentioned reason (13%) was that the proposal does not include Wellington in the combined council.

Reasons for supporting

Why do you support forming a combined Wairarapa District Council? What are your reasons?

	All %	Carterton %	Masterton %	South Wairarapa %
<i>Base: n=</i>	604	139	270	165
TOTAL: Efficiency	53	51	54	54
<i>More efficient council</i>	19	17	17	26
<i>Population too small for three councils</i>	17	14	19	15
<i>Would reduce cost</i>	11	15	10	9
<i>Working together/Sharing resources</i>	7	6	8	7
Strong Wairarapa voice	19	15	19	21
Proposal doesn't include Wellington	13	15	12	14
Would be better (general)	8	11	10	2
Improve service	3	3	2	4
Consistency	2	4	1	4
Other	2	2	1	2
Unsure	1	1	2	-

Base: Respondents in support of the combined council

Note: Multi-response question, the sum of percentages may add to more than 100%

Top three reasons for support - Quotes

Why do you support forming a combined Wairarapa District Council? What are your reasons?

Efficiency (53%):

- > *“Economy of scale could be obtained. It would reduce replication of stuff in the three places and we would have just one administration.” (Carterton)*
- > *“I think there would be better efficiency and finance, shared serving, unifying the region and having a stronger voice.” (Masterton)*
- > *“Greater ability to pool resources and less repetition of bureaucracy. A greater population representation and a better negotiating position when talking with outside organisations.” (South Wairarapa)*

Strong Wairarapa voice (19%):

- > *“Mainly because we need to look after the Wairarapa as a whole and because we would be pooling all the resources.” (Carterton)*
- > *“That will give us more voting power and create a stronger body.” (Masterton)*
- > *“It is better for the area to work together, the Wairarapa needs unity.” (South Wairarapa)*

Doesn't include Wellington (13%):

- > *‘I support it as long as it stays in the Wairarapa, not if goes under the Wellington Council. We don't need to have these fragmented councils spread across the area.’ (Carterton)*
- > *“Keeping the Wairarapa as a local identity and not part of Wellington, it gives more strength for funding for roads and keeping the local hospital.” (Masterton)*
- > *“Because I prefer it is separate from Wellington. It will strengthen us as a council and we have different problems and shouldn't come under Wellington.” (South Wairarapa)*

3.4 Reasons for opposition

The main reason given for opposing the proposal was the belief it would mean worse representation for the districts (39%). This was given through responses around smaller towns being overlooked, districts being too different, the area being too large and the loss of local voice and identity.

Secondary reasons included that it is working well now (18%), a concern their district won't get the benefits (14%), a lack of evidence and the cost of changing (13%).

- > Opposition from South Wairarapa was particularly concerned about the possibility of smaller towns being over looked (21% vs. 10% overall).
- > Those from Carterton were more likely to feel they would be worse off if the councils merged (24%).

Reasons for opposing

Why do you oppose forming a combined Wairarapa District Council? What are your reasons?

	All %	Carterton %	Masterton %	South Wairarapa %
<i>Base: n=</i>	267	129	79	89
<u>TOTAL: Worse representation</u>	<u>39</u>	<u>38</u>	<u>30</u>	<u>53</u>
<i>Less independence/representation</i>	12	15	9	11
<i>Smaller towns would get overlooked</i>	10	7	5	21
<i>The districts are different</i>	8	8	8	7
<i>Area too large for one</i>	6	4	6	8
<i>Lose local voice/identity</i>	5	6	3	8
Working well now	18	21	19	15
<u>TOTAL: Our district would not get the benefits</u>	<u>14</u>	<u>24</u>	<u>7</u>	<u>13</u>
<i>Paying for other districts problems/debts</i>	9	15	5	6
<i>Would be worse for our district</i>	8	14	3	7
<u>TOTAL: Lack of evidence</u>	<u>13</u>	<u>12</u>	<u>17</u>	<u>7</u>
<i>No evidence of benefit from merging</i>	9	7	12	5
<i>Did not work for other councils</i>	4	6	5	2
Expensive	13	14	14	8
Less efficient	4	4	4	4
Loss of jobs	3	4	3	1
Might lead to combining with Wellington	3	-	5	2
Combined with Wellington preferred	2	2	3	2
Would be worse (general)	2	1	3	-
Don't support but think it should be changed	1	2	-	3
Don't know enough about it	1	-	3	-
It is not what the public want	1	1	-	3
Other	2	2	3	2

Base: Respondents opposed to the combined council

Note: Multi-response question, the sum of percentages may add to more than 100%

Top three reasons for opposition - Quotes

Why do you oppose forming a combined Wairarapa District Council? What are your reasons?

Worse representation (39%):

- > *"I think it only takes one whom maybe too strong and dominate the other small council representatives." (Carterton)*
- > *"Because Wairarapa is a large area and we would run out of voice. Masterton or any regions would get left out. I can't see how the different regions would get a fair amount of representation if it is combined." (Masterton)*
- > *"It is undemocratic and it is being forced upon us. We will lose representation because of Masterton as we are very small." (South Wairarapa)*

Working well now (18%):

- > *"The system is not broken and the new system will not make anything better. It will take an injection of \$22 million and no one is willing to explain how they got that much money." (Carterton)*
- > *"I just think that effectively we are doing well as it is and working well together when and where it is needed." (Masterton)*
- > *"I believe South Wairarapa Council on its own is working very well in solving local problems." (South Wairarapa)*

Our district will not get the benefits (14%):

- > *"I don't think little Carterton needs to have Masterton's debt." (Carterton)*
- > *"It is too one sided, there are no advantages and no savings for us." (Masterton)*
- > *"Because South Wairarapa will be completely swamped by Masterton and their views. South Wairarapa wouldn't have a say." (South Wairarapa)*

3.5 Reasons for being unsure

Two thirds (66%) of those who were unsure about whether they support or oppose the combined council said don't know enough about it to have an informed opinion.

One in ten were still deciding and another 9% said they don't mind either way. However, no uncertain Carterton respondents said they don't mind.

Other reasons included: a concern over the differences between the districts, a belief they have not been provided with enough information and concern that they wouldn't be listened to anyway.

Reasons for being unsure

Why are you unsure about supporting or opposing creating a combined Wairarapa District Council? What are your reasons?

	All %	Carterton %	Masterton %	South Wairarapa %
<i>Base: n=</i>	130	32	51	46
TOTAL: Don't know enough about...	66	68	63	73
<i>It generally</i>	38	32	35	48
<i>Cost</i>	11	17	13	4
<i>Pros and cons</i>	10	9	11	9
<i>The size/structure of combined council</i>	4	-	7	2
<i>The economic impact</i>	1	3	-	-
<i>How the districts will be prioritised</i>	6	6	4	9
<i>How it affects me/my business</i>	1	-	1	2
Still deciding	10	17	11	5
Don't mind either way	9	-	12	8
Concerned about differences between districts	7	7	4	13
Haven't been provided with enough information	3	3	5	-
Won't listen anyway	1	3	1	-
Other	5	3	8	-
refused	-	-	-	2

Base: Respondents opposed to the combined council

Note: Multi-response question, the sum of percentages may add to more than 100%

Top three reasons for being unsure - Quotes

Why are you unsure about supporting or opposing creating a combined Wairarapa District Council? What are your reasons?

Don't know enough about it (66%):

- > *"I don't know everything about it. I know only what is in the newspaper."* (Carterton)
- > *"More info required on the formations. Generally, it's a good idea, provided people keep their jobs."* (Masterton)
- > *"Not enough information. Usually these things have wild costs and what would the savings be? Until we are told where a proposed council would be located and how much it will cost I can't judge."* (South Wairarapa)

Still deciding (10%):

- > *"I haven't formed an opinion yet."* (Carterton)
- > *"I'm still deciding. There is a lot to be taken into consideration."* (Masterton)
- > *"I haven't made up my mind yet with the pros and cons. Looking to balance them out."* (South Wairarapa)

Don't mind either way (9%):

- > *"It doesn't really bother me if the councils combine."* (Masterton)
 - > *"I am not concerned with anything, it doesn't bother me in anyway."* (South Wairarapa)
-

Engagement

Age was a strong factor through all engagement questions. Older respondents consistently declared higher levels of engagement than younger respondents.

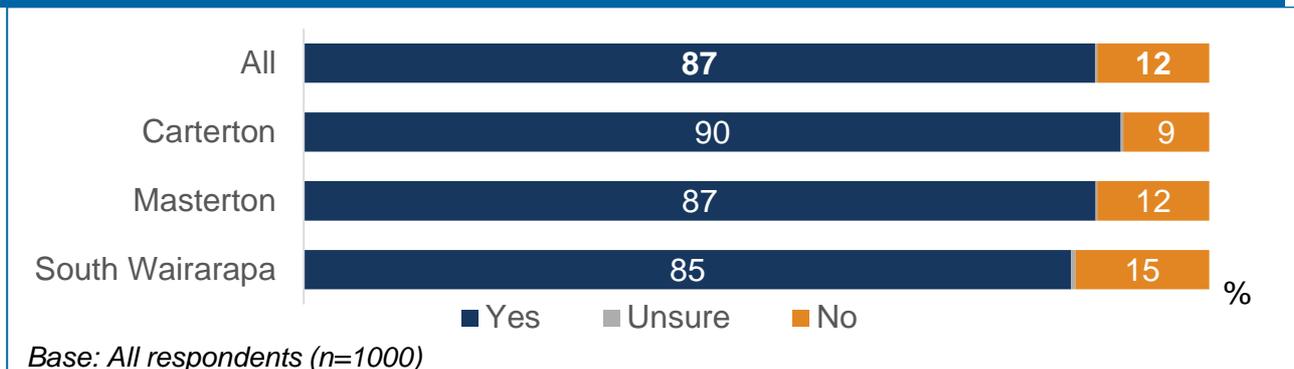
4.1 Awareness

A clear majority (87%) of respondents were aware of the draft proposal.

- > Age was strongly correlated to awareness. Half (50%) of under 30s said they were aware, 84% of 30-44s, 95% of 45-59s and 98% of those 60 years old and over.

Aware of draft proposal

Are you aware that there is a Local Government Commission draft proposal for a new Wairarapa District Council? This proposal recommends combining South Wairarapa, Carterton, and Masterton District Councils



A majority (70%) of those aware of the draft proposal said they heard about it through newspapers. Another 21% said via word of mouth, 13% by a pamphlet mailed to them and 10% through the radio.

Other channels (all less than 5%) included: council or government website, social media/internet, work, proposal document, a public meeting, information stands and email.

- > Younger respondents (under 30) were more likely to have heard it by word of mouth (37%) than their older counterparts. On the other hand, they were less likely to have heard about it via newspapers (41%).
- > Retired respondents were more likely to have mentioned newspapers (79%) and the mailed pamphlet (19%).

Information channel

How did you hear about the work for the draft proposal for a Wairarapa District Council?

	All %	Carterton %	Masterton %	South Wairarapa %
<i>Base: n=</i>	874	267	348	255
Newspapers	70	74	71	65
Word of mouth	21	25	18	26
Mailed a pamphlet	13	12	12	16
Radio ads	10	10	12	8
Via council or government website	4	5	2	6
News	3	2	3	2
Internet/social media	3	1	3	3
Work	3	2	3	3
Picked up the draft proposal document in a public place	2	1	3	1
Public meeting	2	2	1	3
Information stands	2	2	1	3
Email from LGC	1	2	1	1
Other	1	1	-	1
Unsure	2	2	2	2

Base: Respondents who declared awareness of the draft proposal

Note: Multi-response question, the sum of percentages may add to more than 100%

4.2 Channel preference

The two most widely preferred channels of information on plans for changes to local government were via a pamphlet mail drop (42%) or the local newspapers (35%).

- > Younger respondents (under 30) were more likely to prefer to get their information through social media (7%) than their older counterparts.

Preferred Information channel

Which ONE of the following ways would you prefer to get information on plans for changes to local government in Wairarapa?

	All %	Carterton %	Masterton %	South Wairarapa %
<i>Base: n=</i>	1000	300	400	300
A pamphlet mail drop	42	41	44	40
Local Newspapers	35	36	34	38
The Local Government Commission website	8	10	7	7
A detailed document available to pick up	4	4	4	5
Email	3	2	3	3
Social media	2	-	3	1
Public information stands	2	1	1	2
All methods	1	2	1	2
Online	-	-	1	-
Unsure	1	2	1	1

Base: All Respondents

4.3 Resources - Mailed pamphlet

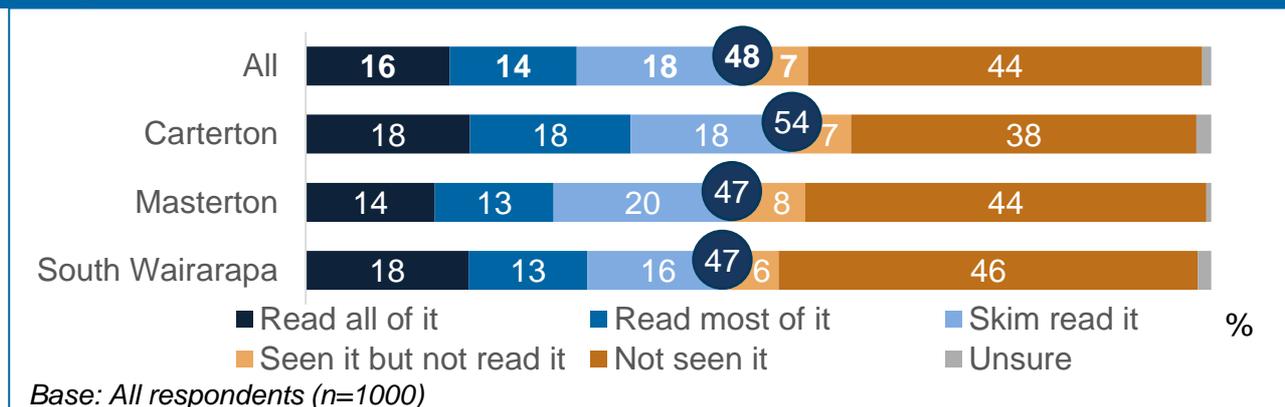
Around half (48%) of respondents said they had read the mailed summary pamphlet. This was made up of 16% who read all of it, 14% most of it and 18% who skim read it. Under half (44%) said they had not seen the pamphlet at all.

- > Indicative results suggest Carterton respondents were more likely (54%) to have read the pamphlet than Masterton and South Wairarapa (47%).
- > Retired (76%) and freehold homeowners (66%) were more likely to have read the pamphlet, while full-time workers (38%), homemakers (37%) and renters (25%) were less likely.

Summary pamphlet engagement

There have been two main items on the draft proposal released by the Local Government Commission. First is a **square pamphlet which was delivered to households in the region and summarises the main points**. Then there is an A4 booklet that has been available at public places which goes into more detail.

Thinking just of the square summary pamphlet that was delivered to households in the region, have you...

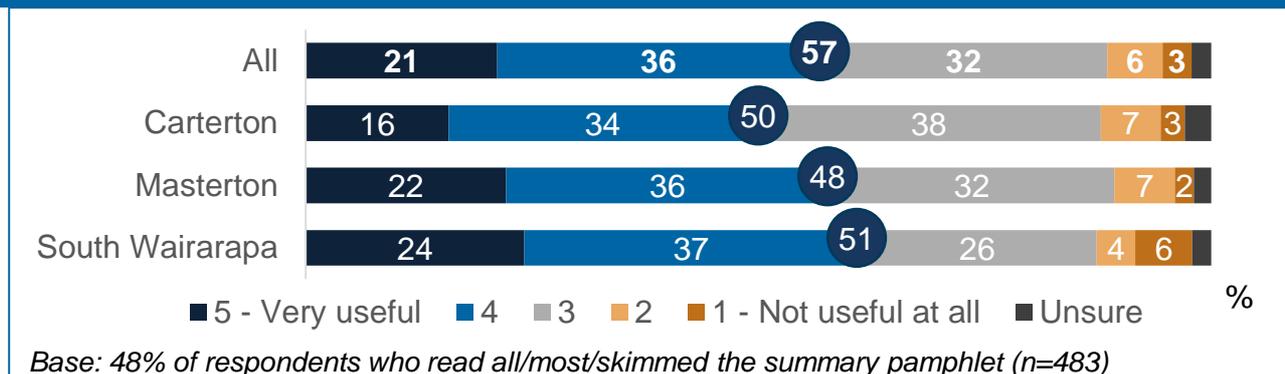


Amongst those who read the pamphlet 57% said they found it useful (4+5, on a 1-5 scale where 1 is not useful at all and 5 is very useful), 32% were neutral (3) and 9% said it was not useful (1+2).

- > Those who read all or most of the pamphlet were more likely to find it useful (67%).

Summary pamphlet usefulness

On a scale of 1 to 5 where 1 is not useful at all and 5 is very useful how useful did you find the pamphlet?



4.4 Resources - Booklet available for pick up

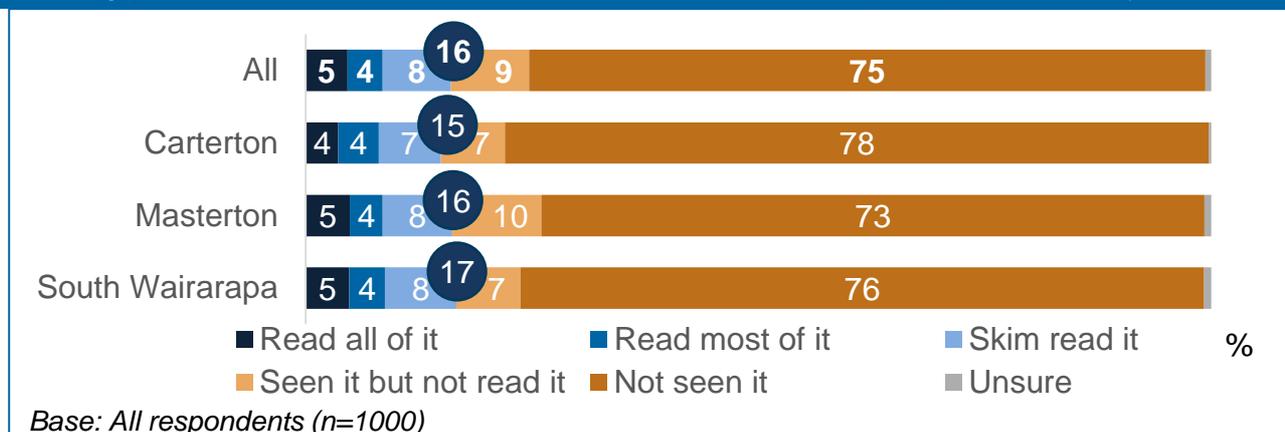
Sixteen percent of respondents said they had read the booklet that was available at public places. This was made up of 5% who read all of it, 4% most of it and 8% who skim read it. Three quarters said they had not seen the booklet at all.

- > Age was a strong factor: 6% of under 30s had read the booklet compared to 26% of those 60 and over.
- > Freehold homeowners were also more likely to read the booklet at 23%.

Booklet engagement

There have been two main items on the draft proposal released by the Local Government Commission. First is a square pamphlet which was delivered to households in the region and summarises the main points. Then there is an **A4 booklet that has been available at public places which goes into more detail.**

Thinking just of the detailed A4 booklet that has been available at public places, have you...

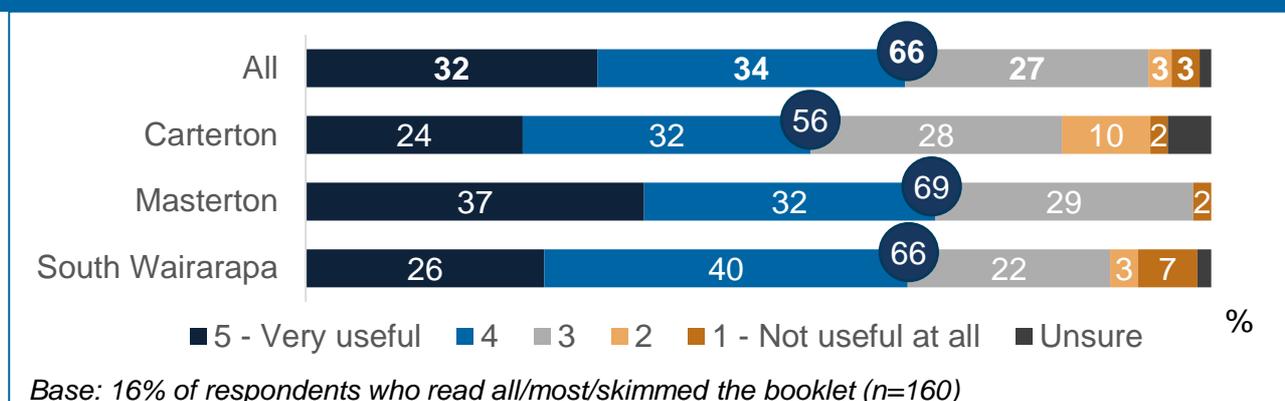


Amongst those who read the booklet 66% said they found it useful, 27% were neutral and 6% said it was not useful.

- > Amongst those who read all or most of the booklet 78% said it was useful.

Booklet usefulness

On a scale of 1 to 5 where 1 is not useful at all and 5 is very useful how useful did you find the booklet?



4.5 Submissions

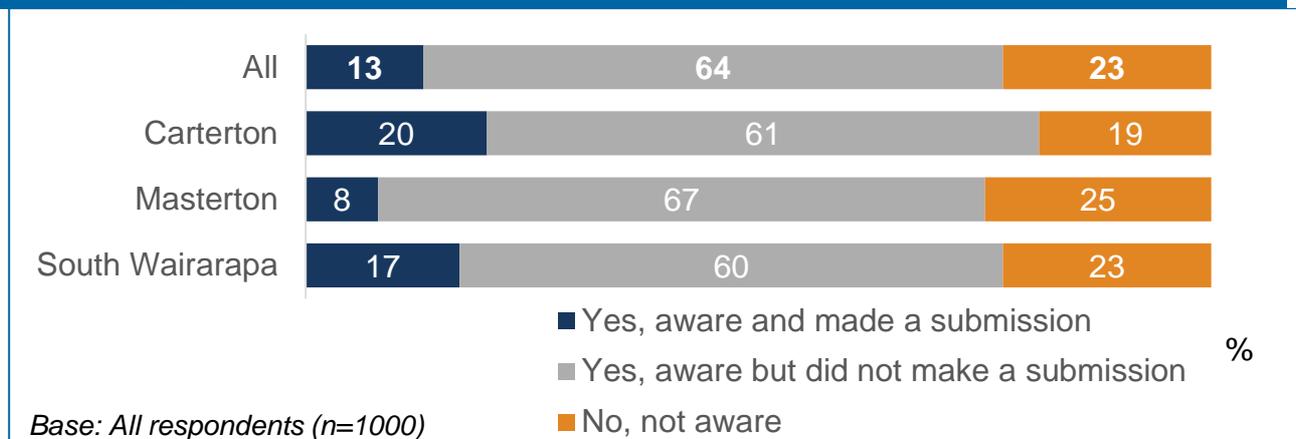
More than three-quarters (77%) of respondents were aware they could make a submission to the Commission on the draft proposal. This was made up of 13% who were aware and did make a submission and 64% who were aware but did not make one.

- > Respondents from Carterton (20%) and South Wairarapa (17%) were more likely to have made a submission than Masterton respondents (8%).
- > Age was strongly correlated to awareness. About a third (35%) of under 30s said they were aware, 68% of 30-44s, 85% of 45-59s and 93% of those 60 years old and over.
- > Self-employed respondents were also more likely to be aware of the submission process at 85%.
- > Supporters of the draft proposal were less likely to have made a submission (9%), than those who oppose it (26%).

Submission

Were you aware you could make a submission to the Local Government Commission on the draft proposal for the combined Wairarapa District Council?

IF YES: Did you make a submission?



The main reason given for why respondents who were aware they could make a submission but did not, was they did not have a reason to make one (37%), followed closely by people who said they were too busy or unable to do so (30%).

Secondary reasons were not knowing enough about it (11%) and a belief their submission would have no effect (8%).

Reason for not making a submission

<i>Why didn't you make a submission?</i>				
	All %	Carterton %	Masterton %	South Wairarapa %
<i>Base: n=</i>	637	183	268	180
TOTAL: Don't have reason to	37	35	38	35
<i>Didn't feel strongly about it/not interested</i>	16	18	16	15
<i>Don't have reason to (general)</i>	8	6	9	4
<i>In favour of it</i>	7	7	7	6
<i>Didn't want to</i>	5	3	5	7
<i>Won't affect me</i>	1	-	1	3
Too busy/unable	30	33	29	30
Don't know enough about it	11	11	11	13
Don't think submissions will have any effect	8	8	7	8
Forgot	3	4	2	5
Because of my age	2	-	2	2
Other people would make submissions	2	1	2	2
Not sure whether to support or oppose	2	1	2	1
Not sure how to make a submission	1	1	2	-
Other	2	1	2	1
Unsure	3	5	3	4

Base: 64% of respondents who were aware of the submissions but did not make one

Note: Multi-response question, the sum of percentages may add to more than 100%

Top three reasons for not making a submission - Quotes

Why didn't you make a submission?

Don't have reason to (37%):

- > "I'm not strongly bent either way. Vaguely for retaining the status quo but not strong enough of an opinion to motivate me to make a submission." (Carterton)
- > "I didn't feel like I had to interfere at this point and I had nothing to say." (Masterton)
- > "I am not involved enough and not interested." (South Wairarapa)

Too busy/unable (30%):

- > "I'm too busy and too tired from working hard." (Carterton)
- > "Because I have been busy and my husband has been sent to the hospital twice." (Masterton)
- > "Probably because I'm too damn busy." (South Wairarapa)

Don't know enough about it (11%):

- > "I don't know enough and don't have much to say." (Carterton)
- > "I think I need more information to decide." (Masterton)
- > "I don't have enough knowledge that would make a really good submission. You have to be here for a while." (South Wairarapa)

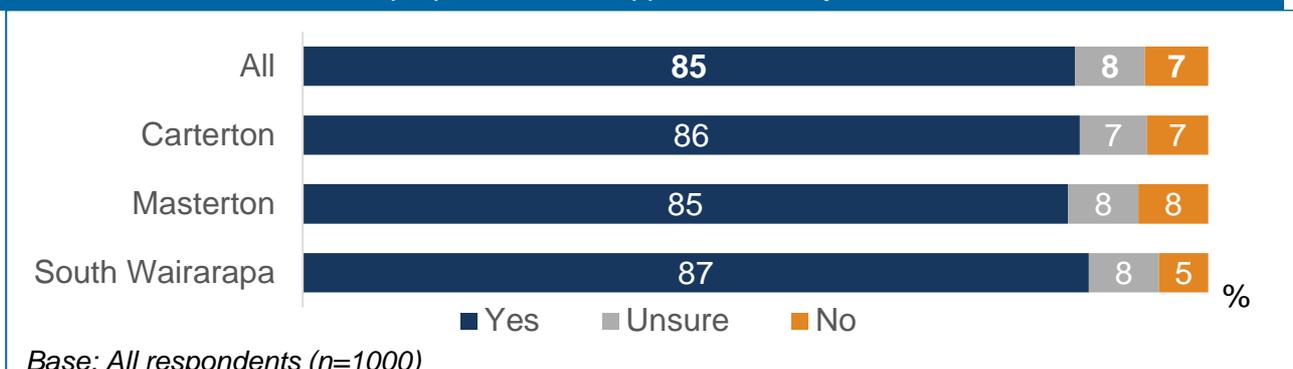
4.6 Referendum

The clear majority said they would take part in a referendum if one were to take place (85%).

- > Younger respondents (under 30) were slightly less likely at 74%.

Referendum

If the draft proposal for the combined Wairarapa District Council is finalised, anyone may petition for a local referendum on the proposal. If this happened would you vote in the referendum?



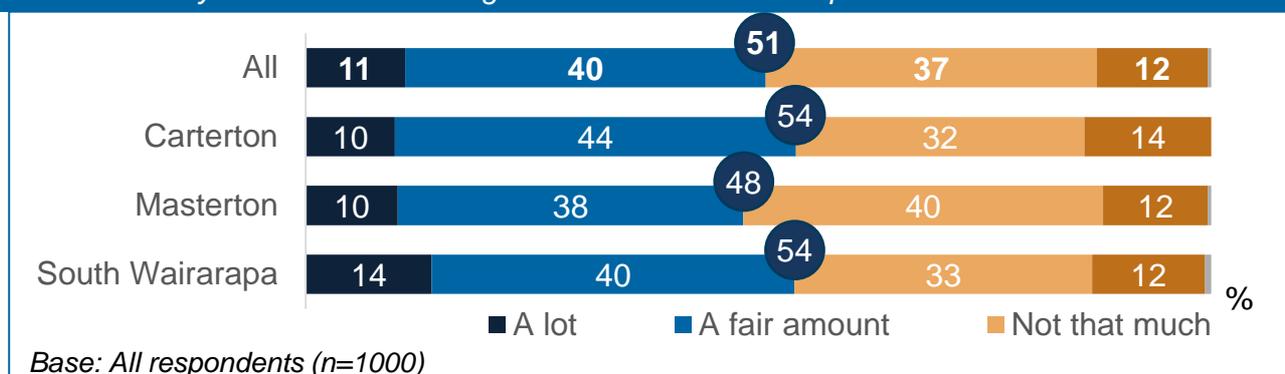
4.7 Knowledge

Half (51%) of respondents said they knew 'a lot' or 'a fair amount' about local government in the Wairarapa, this was almost identical to the results in the 2016 survey (48%).

- > Amongst younger respondents (under 30), 14% said they had a high level of knowledge, while their older counterparts declared 57% high knowledge.
- > Males (56%), those in households with income over \$100,000 (60%), university educated (60%) and self-employed (61%) respondents all declared higher levels of knowledge than the overall.

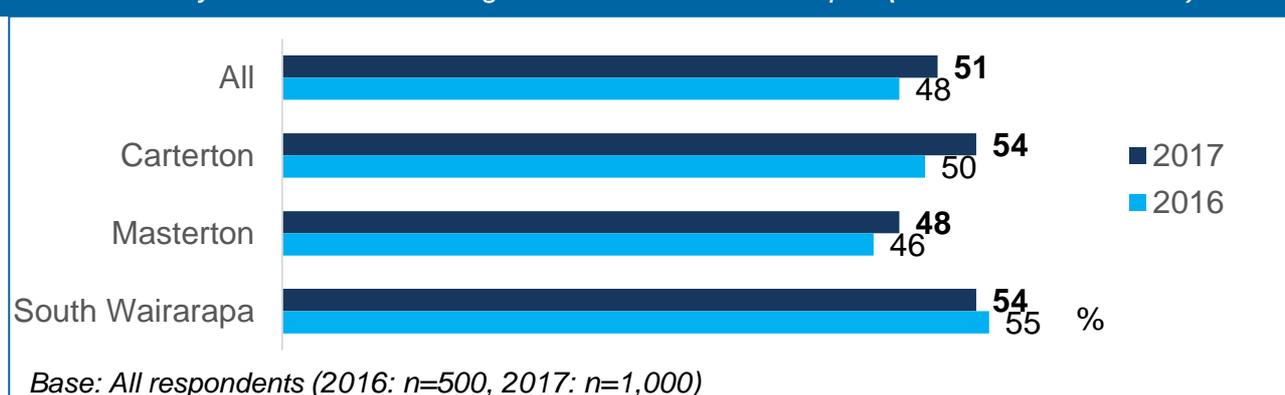
Declared knowledge of local government

How much do you know about local government in the Wairarapa?



Declared knowledge of local government: 2016-2017 comparison

How much do you know about local government in the Wairarapa? (A lot + A fair amount)



Performance

5.1 Overall

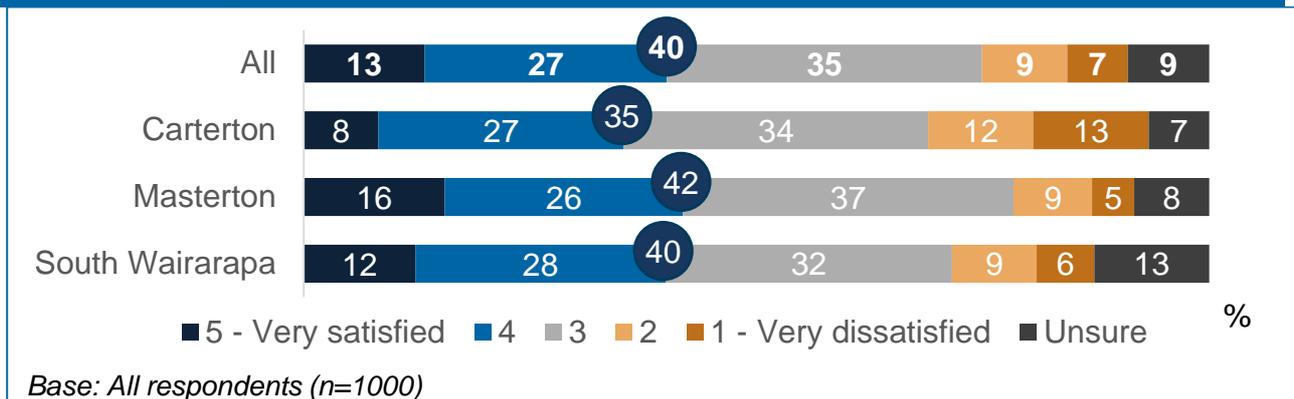
Two fifths (40%) of respondents were satisfied (4+5, on a 1-5 scale where 1 is very dissatisfied and 5 is very satisfied) with the process the Commission has undertaken. A further 35% were neutral (3), while 16% said they were dissatisfied (1+2).

- > Dissatisfaction was higher in Carterton at 25%.
- > Those who have been closely following the process (56%), think there needs to be change (49%) and have a high level of knowledge about the local government (49%) were all more likely to be satisfied with the process.
- > People who had read the pamphlet (53%) and those who read the booklet (56%) were also more satisfied.
- > Respondents who said they oppose the proposal were more likely to be dissatisfied (35%) than satisfied (28%) with the process.

Summary pamphlet usefulness

The Local Government Commission has been working with the councils over the past four years about the future of the local government in the Wairarapa. During this time, they have sought feedback from the public to narrow down the different options. The draft proposal was released earlier this year and the public was invited to make submissions before a decision is made on finalising the proposal.

On a scale of 1 to 5 where 1 means very dissatisfied and 5 means very satisfied, how satisfied are you with the process the Local Government Commission has undertaken?



When asked why respondents were dissatisfied with the process just under half (45%) said they lacked enough information, 17% said they disagreed with the idea there needs to be change and another 17% felt they were being pushed into change.

Other reasons (all less than 10%) include: a feeling the public hasn't been listened to, dishonesty in the information, cost of the process, the amount of time it has taken and concern over disagreement within the councils

- > Dissatisfied Carterton respondents were more likely to say their disagreement with the change is their reason for being dissatisfied (33%) over a lack of information (26%).

Reasons for dissatisfaction

<i>What are your main reasons for being dissatisfied with the process?</i>				
	All %	Carterton %	Masterton %	South Wairarapa %
<i>Base: n=</i>	161	72	52	48
<u>TOTAL: Lack of information</u>	45	26	56	49
<i>Lack of information seen/heard by me</i>	28	8	38	35
<i>Lack of information given</i>	17	15	21	13
<i>Lack of details available</i>	4	5	3	5
<u>TOTAL: Disagree with change</u>	17	33	10	8
<i>Don't want change</i>	7	14	4	3
<i>Don't agree with it/ not going to work</i>	8	16	5	3
<i>Was no reason to start process</i>	4	9	1	2
Being pushed into it/ do what they want	17	20	14	17
Not listening to the public	9	7	11	8
Dishonesty/bias/don't trust the information	8	12	4	9
Expensive process	4	4	4	2
Process is taking too long/unorganised	3	4	4	-
Need time to think/hard to understand	3	1	4	2
Little agreement among councils	2	5	1	-
Process has been rushed	2	2	-	4
Unsure	3	1	4	5

Base: 16% of respondents who were dissatisfied with process

Note: Multi-response question, the sum of percentages may add to more than 100%

Top three reasons for dissatisfaction with progress - Quotes

What are your main reasons for being dissatisfied with the process?

Lack of information (45%):

- > *"I don't think they are very informative, we don't actually know what is going on. A pamphlet doesn't really cut it." (Carterton)*
- > *"The information I received through the mail was brief, they could have explained more about what they are doing." (Masterton)*
- > *"No justification for the proposal. The factual information is missing and some information provided is incorrect. There is no recognition of geographical and cultural diversity of the Wairarapa." (South Wairarapa)*

Disagree with change (17%):

- > *"I think that the amalgamation would not work well here, the smaller units are working good here." (Carterton)*
- > *"I don't think that there was sufficient reason to begin the process in the first place." (Masterton)*
- > *"If it's not broke don't fix it. Everything is going good and at least here I can go talk to the mayor, but if this happens I cannot go all the way to Masterton. They are wasting a lot of money." (South Wairarapa)*

Being pushed into it/ do what they want (17%):

- > *"They had a meeting but we didn't get the full account of what it was about and they are pushing their own agenda." (Carterton)*
 - > *"I think they have already decided, at the end of the day they will say to people we have come up with this decision." (Masterton)*
 - > *"It feels like they are forcing it on us." (South Wairarapa)*
-

5.2 Statement testing

Just under half (47%) of all respondents agreed (4+5, on a 1-5 scale where 1 means strongly disagree and 5 strongly agree) that the process has been carried out as fairly as possible, 38% were either neutral (3) or unsure and 15% disagreed (1+2). Trust of those organising the process was slightly lower at 42% agreement and 24% disagreement.

- > A third (34%) said they thought the Commission understands Wairarapa issues and circumstances and a quarter (26%) said they did not think this was the case.
- > Masterton respondents gave generally more positive responses for the process being fair (50%), trustworthy (46%) and understanding (38%). While Carterton respondents tended to have lower agreement (40%, 32% and 28% respectively).

Just over a quarter (28%) said they had been closely following the process and under half (45%) said they had not been. There was marginally higher agreement amongst Carterton respondents (33%).

- > Age was strongly correlated, 47% of people 60 and over and only 7% of under 30s agreed they were following the process closely.

Statement testing

Now on a scale of 1 to 5 where 1 means strongly disagree and 5 means strongly agree how much do you disagree or agree with the following statements:



Statement testing by district

Now on a scale of 1 to 5 where 1 means strongly disagree and 5 means strongly agree how much do you disagree or agree with the following statements: **(AGREE 4+5)**

	All %	Carterton %	Masterton %	South Wairarapa %
<i>Base: n=</i>	1000	300	400	300
The process has been carried out as fairly as possible	47	40	50	46
I trust those organising the process	42	32	46	40
The Local Government Commission understands Wairarapa issues and circumstances	34	28	38	30
I have been closely following the process	28	33	27	27

Base: All Respondents

Demographics

Sample make-up

	Total	Carterton	Masterton	South Wairarapa
<i>Base: n=</i>	1000	300	400	300
Gender	%	%	%	%
Female	48	49	47	49
Male	52	52	53	51
Age	%	%	%	%
Under 30	14	13	16	12
30-44	22	24	22	23
45-59	29	30	28	29
60 Plus	35	35	34	36
Occupation (multi-response permitted)	%	%	%	%
I am retired	26	27	27	23
I am currently studying full-time	3	4	3	2
I am self-employed	25	27	21	32
I am in full-time paid work	46	41	46	48
I am in part-time paid work	20	19	19	21
I am a Homemaker	37	39	37	34
Household income	%	%	%	%
Less than \$50K	33	33	34	31
\$50-100K	31	33	31	29
More than \$100K	22	23	19	29
Refused	14	10	16	11
Housing	%	%	%	%
Renting	21	19	22	21
I own my home freehold	42	45	43	40
I own my home with a mortgage	36	36	35	39

Base: All Respondents