



people's panel



Rates Information Campaign survey

8 August 2012

1 Table of contents

1 Table of contents 2

2 Key findings..... 3

3 Background..... 4

 3.1 Survey background..... 4

 3.2 About the People’s Panel..... 4

 3.3 Methodology..... 4

4 Survey results..... 5

 4.1 Auckland Council performance 5

 4.2 Understanding of Auckland Council rates..... 6

 4.3 Awareness of changes to rates 8

 4.4 Understanding of changes to the rating system 10

 4.5 Campaign channels and formats..... 12

 4.6 Campaign effectiveness 13

 4.7 Potential rates payment methods 19

 4.8 Final comments..... 20

5 How were these results used? 20

Appendix I Questionnaire with tables..... 21

Appendix II Respondent profile 26

2 Key findings

Key findings

- 31% of respondents were satisfied with Auckland Council's overall performance over the past 12 months and 24% were dissatisfied.
- 41% of panellists felt they had a good understanding of how rates are used, 21% felt they had a poor understanding and 36% were neutral.
- 69% knew that Auckland's rating system was changing in July:
 - 55% were aware that properties of similar value and use would be charged a similar amount of rates following the changes.
 - 73% thought that some rates would increase and some would decrease.
 - 59% were aware of the transition adjustment.
 - 24% were aware that there will be no wastewater component included in council rates from July 2012.
- 53% of panellists had seen the council's print and/or online information campaign about the changes to the rating system.
- 11% had heard the radio advertising and 7% had seen the video.
- 22% felt the council's campaign had been effective at informing ratepayers, while 38% felt it had been ineffective and 34% were neutral.
- The information campaign helped 13% of panellists "a lot" and 24% "a little, but there are still things I am not clear about". While 17% already knew about most of the changes, 9% still didn't understand the changes.
- Just under one third of respondents felt the council could mail out information to ratepayers to ensure they received it and were aware of the changes. Nineteen per cent felt the communications should provide specific factual information on the changes facing each household/ratepayer. Some mentioned a number of other communication channels that the council could use, including the media, internet, rates notices, advertising etc.

3 Background

3.1 Survey background

In the past, Auckland's former councils used different methods to set rates, however the new Auckland Council is required by government to develop one Auckland region-wide rating policy. This means that from July 2012, the way rates are calculated for each household will change to one consistent system for the whole region. This will clearly have a significant impact on ratepayers throughout Auckland, and to communicate these changes Auckland Council ran an information campaign about changes to the rates with advertisements, posters, flyers and other information.

This survey was designed to measure People's Panel members' awareness of Auckland Council's campaign to inform residents about changes to the way rates are worked out, understand how much panellists know about these changes, and determine their views on the effectiveness of the campaign.

The following report summarises the key results and comments identified in the survey.

3.2 About the People's Panel

The People's Panel aims to provide an opportunity for Aucklanders to get involved with a range of council issues, giving feedback by regularly completing online surveys and getting involved with focus groups and other activities as needed.

The panel ideally supplements other research, consultation and engagement activities used to provide public perceptions to help inform decision-making processes. Panellists are recruited to be 'typical' members of the public – that is they include members of the public who come from a range of backgrounds and a range of levels of involvement with the council.

At the time of surveying there were 10,602 people registered with the panel, with representation from residents of each local board area and by age group and ethnicity. The People's Panel is not yet representative of the wider Auckland population and further recruitment is under way to improve participation from particular areas, age groups and ethnicities.

For more information about the People's Panel visit www.aucklandcouncil.govt.nz/peoplespanel

3.3 Methodology

This survey was open from Thursday 12 July to Friday 20 July 2012 and one reminder was sent to those who had not completed the survey. In total 3,243 completed surveys were received.

The feedback has been analysed in two ways:

- For the tick box questions, responses to each option have been reported as proportions of the total sample and presented as charts (and tables in the appendix).
- Responses to open-ended questions ranged from one-word answers to lengthy comments with several points and ideas. Key themes from these comments have been identified and ordered by frequency. A selection of comments has been included in the report, to illustrate these themes.

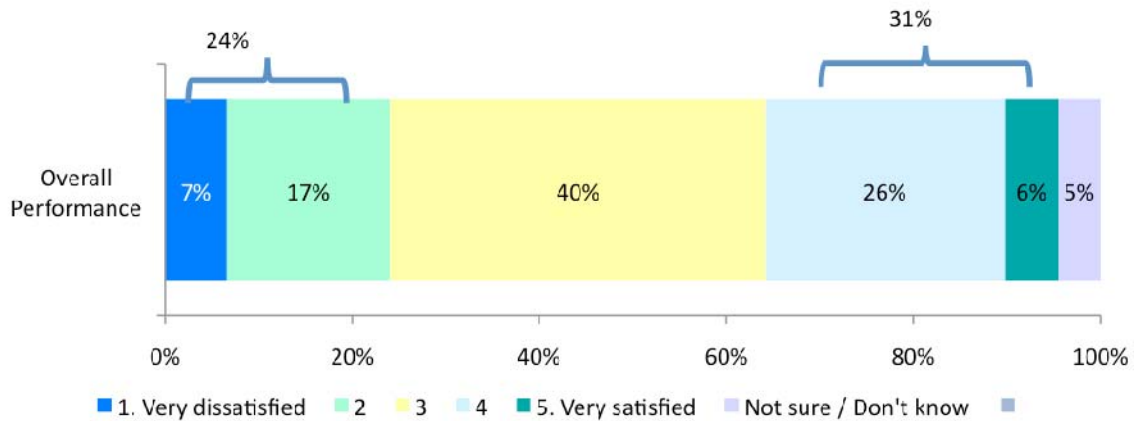
Please note that results in charts and tables presented in this report may not sum to 100% because multiple responses were allowed for some questions and/or as a result of rounding.

4 Survey results

4.1 Auckland Council performance

Firstly, panellists were asked what they thought about Auckland Council and its services. Just under a third of respondents were satisfied with Auckland Council's overall performance, and 24% were dissatisfied.

Q1A How satisfied or dissatisfied are you with the overall performance of Auckland Council over the last 12 months?



Base: Panellists participating in survey n= 3242

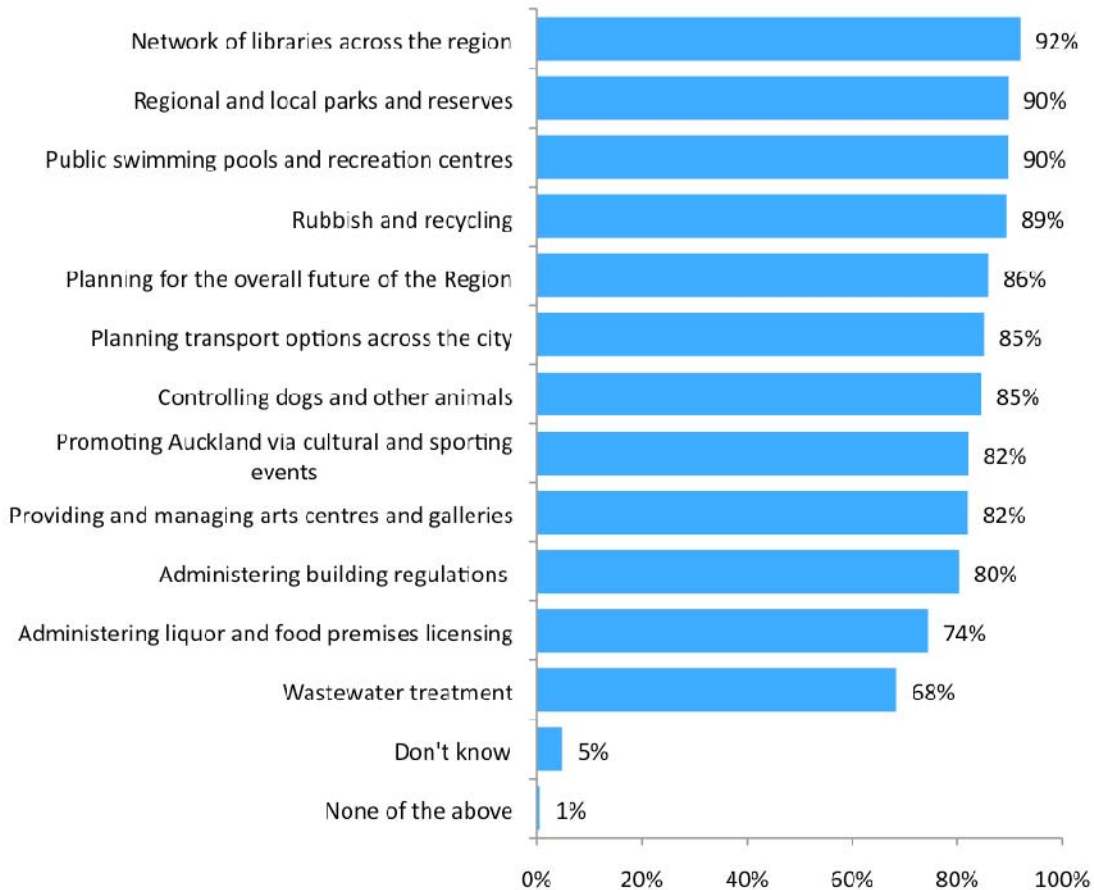
There were some significant differences in perceptions between different segments of People's Panel respondents:

- Ratepayers were significantly less satisfied (30%) than non-ratepayers (42%).
- Those living in central Auckland were significantly more satisfied (37%), while those in the north were less satisfied (24%). Those from other areas had similar levels of satisfaction to the overall result shown above.
- Younger respondents were more satisfied (51% among those aged 24 years or under and 41% among those aged 25 to 34 years, compared with 28% among those aged 55 years or older).

4.2 Understanding of Auckland Council rates

Panellists were then asked about which services were partially or fully funded through Auckland Council rates, and their understanding of how the rates are used. There was very high awareness that libraries, parks, swimming pools and recreation centres are funded through council rates. 41% of panellists felt that they had a good understanding of how rates are used.

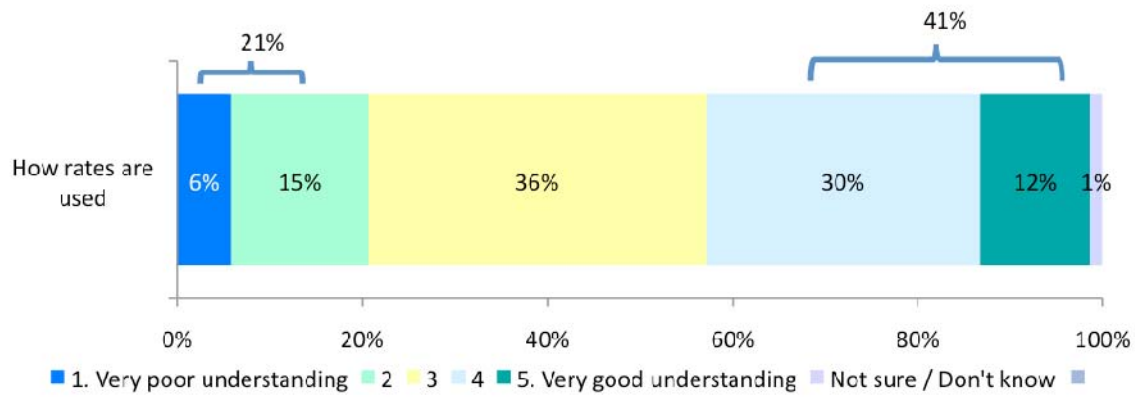
Q1B Do you know which of the following services are partially or fully funded through the Auckland Council rates?



Base: Panellists participating in survey n= 3242

There was very high awareness that libraries, parks, swimming pools and recreation centres are funded through council rates. The vast majority of panellists (at least 80%) were also aware that rubbish, planning, dog control, events, art galleries and building regulation services are funded (at least partially) through council rates. Lower awareness around the funding of wastewater likely reflects variation in the way this was funded in the past by the former councils across the Auckland region. In some of the former councils, wastewater charges were included in rates while in other areas they were paid directly to the water services provider.

Q2A How would you describe your understanding of how Auckland Council's rates are used?



Base: Panellists participating in survey n= 3242

While 41% of panellists felt they had a good understanding of how rates are used, 21% felt they had a poor understanding and 36% were neutral.

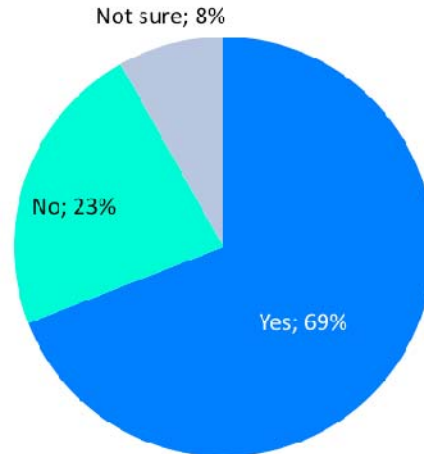
Understanding was highest among:

- ratepayers (45% compared to 24% among non-ratepayers)
- men (49% compared to 36% among women)
- older respondents (55% among those aged 55 years or over, compared to 23% among those aged under 35 years and 34% among those aged 34-44 years)
- Pakeha and Maori (43% and 42% respectively, compared to 27% among Asian respondents and 28% among Pacific Peoples).

4.3 Awareness of changes to rates

Around 7 out of 10 panellists knew about the upcoming changes to the way rates are worked out, and most of these had learnt of the changes through content in printed media (newspapers and *OurAuckland*).

Q2B Do you know that from July 2012 there will be changes to the way Auckland Council's rates are to be worked out?



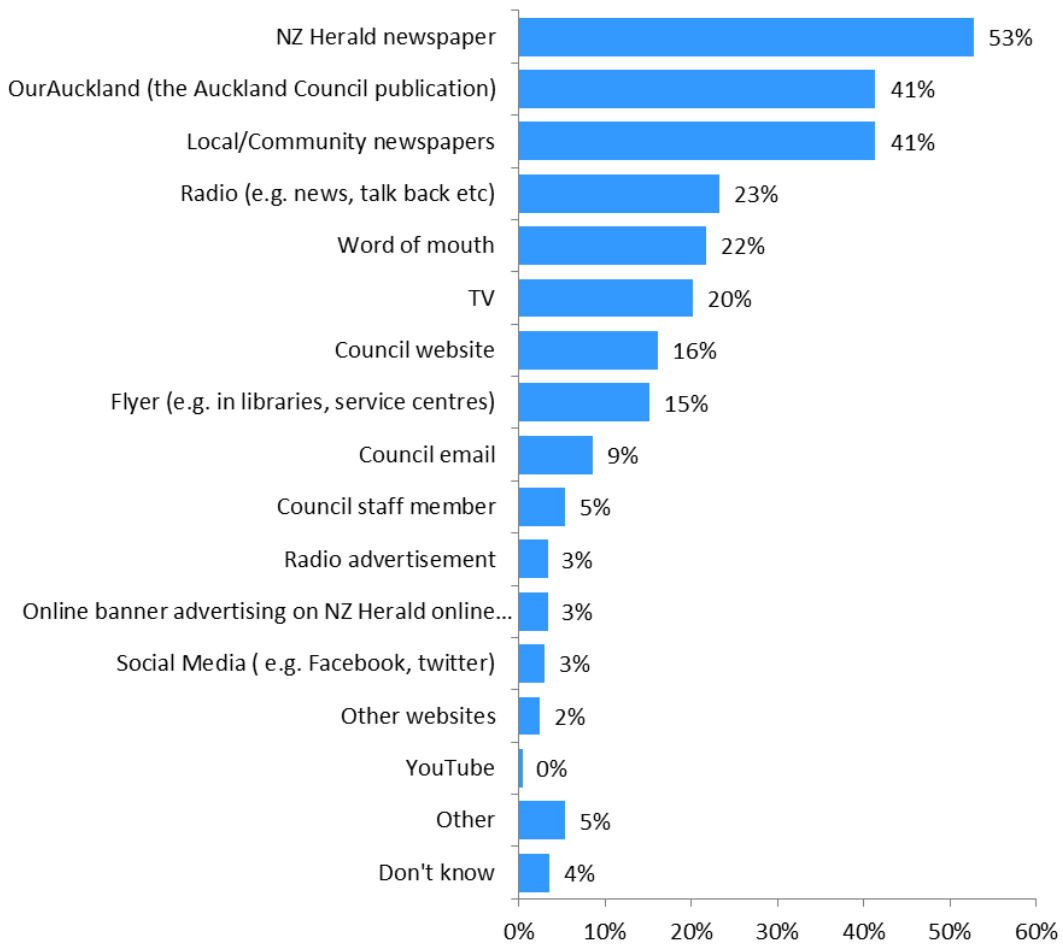
Base: Panellists participating in survey n= 3239

Overall, 69% of respondents knew that Auckland's rating system was changing in July.

Awareness was higher among:

- ratepayers (73% compared to 49% among non-ratepayers)
- those living in north Auckland (74%, compared with 65% among central Auckland residents and 69% among those from other areas)
- men (74% compared to 65% among women)
- older respondents (79% among those aged 55 years or over, compared to 59% among those aged under 35 years and 58% among those aged 34-44 years)
- Pakeha (71%, compared to 56% among Asian respondents and 46% among Pacific Peoples).

Q3A Where did you find out about these changes?



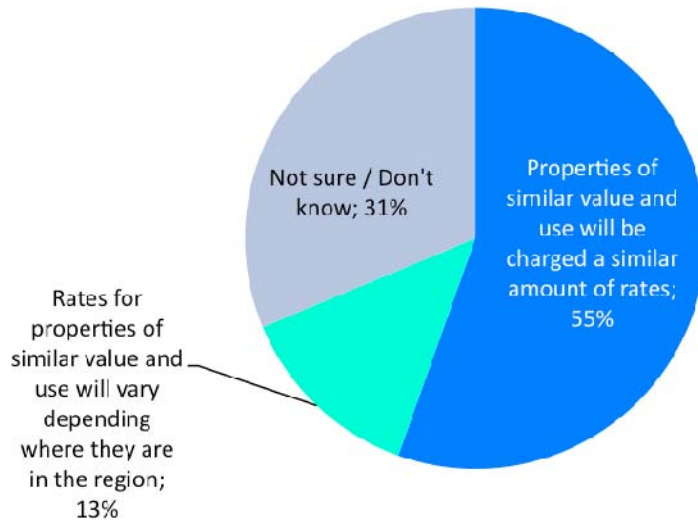
Base: Panellists who answered Yes to Q2B. n= 2237. Note this was a multiple response question, so responses add to more than 100%

The NZ Herald, *OurAuckland* and local or community newspapers were the most frequent ways in which people learnt of the upcoming changes to Auckland’s rating system.

4.4 Understanding of changes to the rating system

Panellists were presented with a series of questions asking them to select the statement which correctly described different features of the rates changes. With the exception of changes to wastewater charges, most respondents correctly identified each of the key changes. However significant numbers either selected an incorrect statement or did not know what the correct statement was. Over three quarters of respondents did not know how wastewater charges would be collected in future.

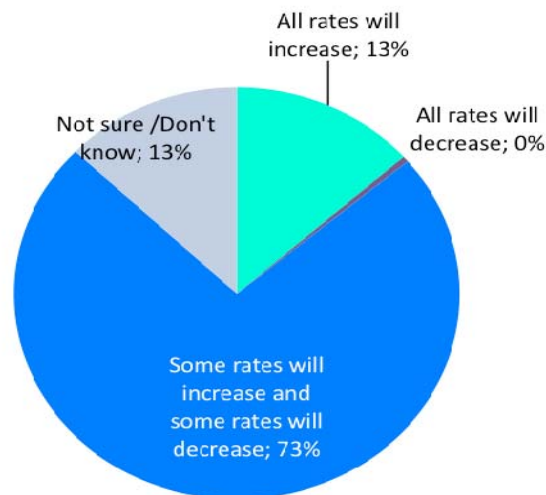
Q4A Which of the following statements best describes the changes that are going to happen?



Base: Panellists participating in survey n= 3241

Just over half (55%) of panellists were aware that properties of similar value and use will be charged a similar amount of rates following the changes. However, 31% were not sure, and 13% felt that rates would differ across different areas of Auckland.

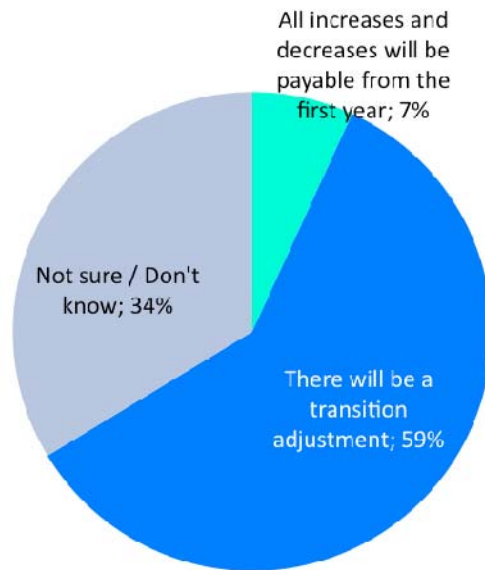
Q4B Which of the following statements best describes how the changes will affect ratepayers?



Base: Panellists participating in survey n= 3241

Just under three quarters (73%) thought that some rates would increase and some would decrease, but 13% thought that all rates would increase and 13% were not sure.

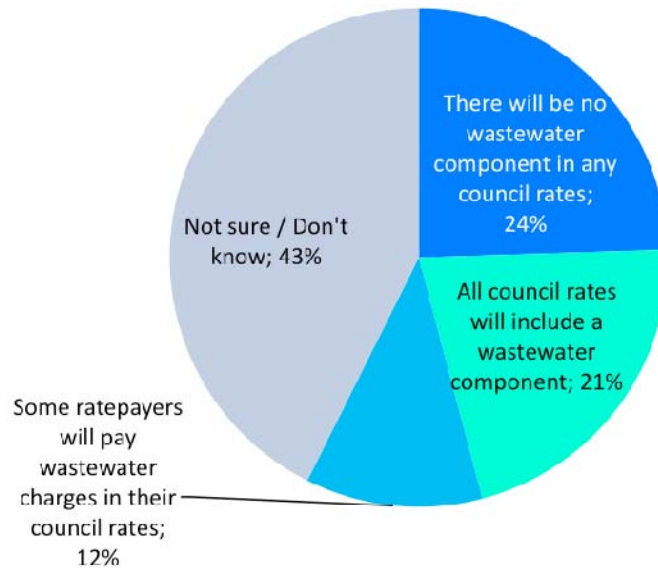
Q4C Which of the following statements best describes how the changes will be implemented?



Base: Panellists participating in survey n= 3241

Just over half (59%) were aware of the transition adjustment, but 34% were not sure and 7% felt that all changes to rates would be payable the first year.

Q4D Which of the following statements best describes how wastewater charges will be collected from July 2012?



Base: Panellists participating in survey n= 3241

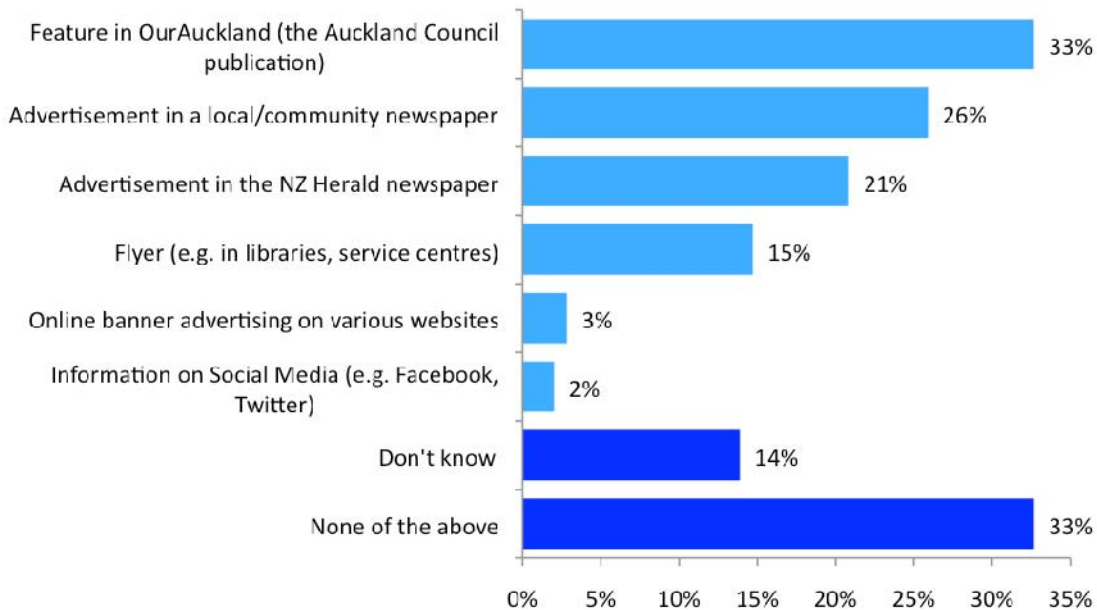
There was some confusion regarding wastewater charges. Just under a quarter (24%) were aware that there will be no wastewater component included in council rates from July 2012. However, 21% felt that all council rates would include wastewater, 12% felt that some rates charges would include wastewater and 43% did not know.

4.5 Campaign channels and formats

Panellists were told “Auckland Council has been running an information campaign about changes to the rates with advertisements, posters flyers and other information material similar to the one displayed below.” Around half of panellists had seen the campaign in at least one of these formats, however only a small proportion had seen or heard the radio and video advertisements.



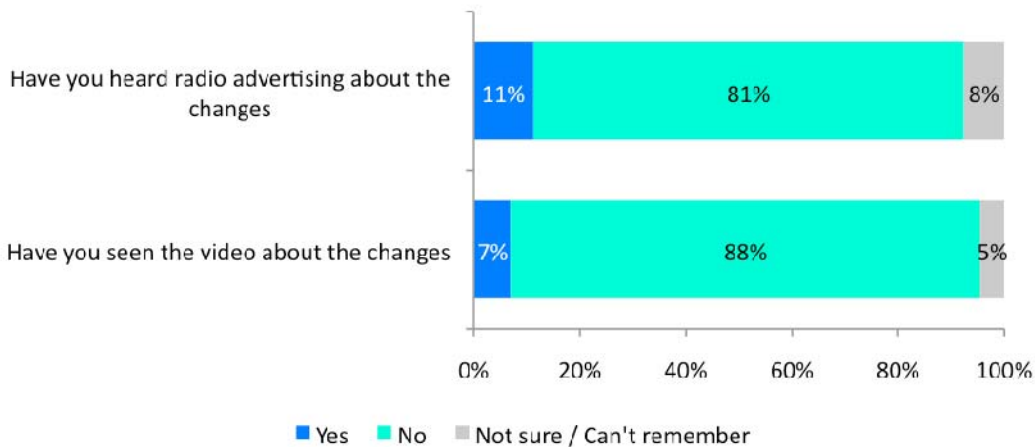
Q6A Have you seen information about the changes to rates in any of the following formats?



Base: Panellists participating in survey n= 3242. Note this was a multiple response question, so responses add to more than 100%

53% of panellists had seen the campaign in at least one of the formats mentioned above, with the *OurAuckland* and local newspaper content being most frequently cited. However, 47% either said they hadn't seen the information in any of the above formats (33%) or said they did not know (14%).

Q7A, 8A Have you heard radio advertising or seen video about changes to Auckland rates?



Base: Panellists participating in survey n= 3242

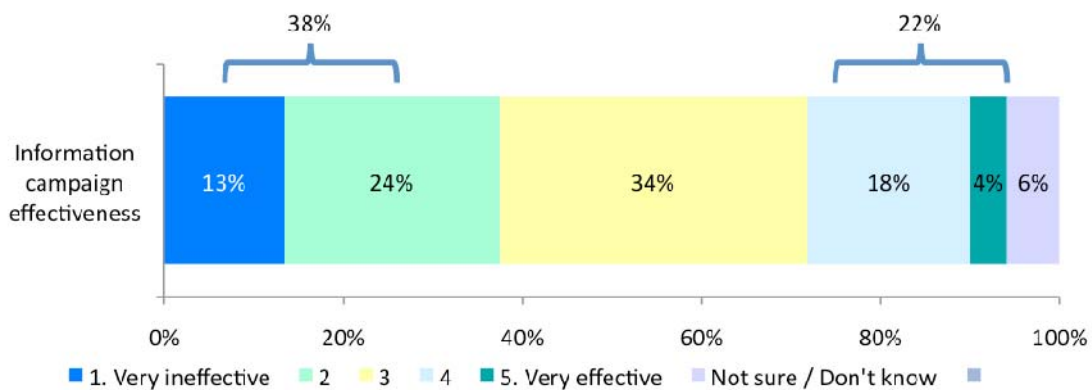
When asked specifically about the radio and video advertisements and information, 11% had heard the radio advertising, and 7% had seen the video.

This implies that most of those who had heard something about the upcoming changes on the radio (23% of panellists from section 4.3 above), had heard something *other* than the official council radio ad.

4.6 Campaign effectiveness

Panellists were asked about the effectiveness of the information campaign in helping their understanding of the changes to the rating system. Around one-fifth found the council’s campaign effective, while four out of ten panellists found it ineffective. One-third of the ratepayer panellist feel they have a reasonable grasp on the changes.

Q9A How effective do you think the council’s information campaign has been in informing ratepayers about the main features of the changes to the rating system?



Base: Panellists participating in survey n= 3240

Just over a fifth of respondents (22%) felt the council’s campaign had been effective at informing ratepayers, while 38% felt it had been ineffective and 34% were neutral.

The following groups found the campaign more effective:

- ratepayers (24% compared to 17% of non-ratepayers)
- men (26% compared to 20% of women)
- older respondents (32% among those aged 65 years or over, compared to 18% among those aged under 55 years).

Q9B How else could Auckland Council help you understand the changes to rates and how rates are used?

Panellists were asked to comment about what else the council could do to help them understand the changes, and 1089 people did so. Their responses are summarised below.

Just under one third of respondents felt the council could mail out information to ratepayers to ensure they received it and were aware of the changes. Nineteen per cent felt the communications should provide specific factual information on the changes facing each household/ratepayer. Some mentioned a number of other communication channels that the council could use, including the media, internet, rates notices, advertising etc.

Others felt that rates should be calculated transparently, and/or that the council need to improve its cost efficiency and reputation.

How else could Auckland Council help you understand the changes to rates and how rates are used?	Number of responses n=1089	% of responses
Communication via letterbox - mailer, brochure, letter	324	30%
Focus on facts / specific examples of changes for each household	205	19%
Communication via media - newspaper, radio, TV (includes ethnic channels)	151	14%
Communication via internet/ email/ social media	134	12%
Communication via rates bill	126	12%
Rates should be transparent/ relevant to area & facilities	101	9%
Council need to focus on improving their credibility/ budgeting/cost efficiency	80	7%
Feel very uninformed, unaware changes were happening	69	6%
Explain changes to water charges	63	6%
General advertising - billboards, malls, bus stops, library	61	6%
Give ratepayers a chance to have a say	54	5%
General positive - council doing best they can	47	4%
Concern regarding spending on V8 race, art gallery	38	3%
Less spin, less hype, more objective facts about rates and the changes	24	2%
Concern regarding spending on advertising	20	2%
Generally negative comment re council	8	1%
Don't know/ resigned to higher rates/ doesn't affect me	39	4%
Other	33	3%

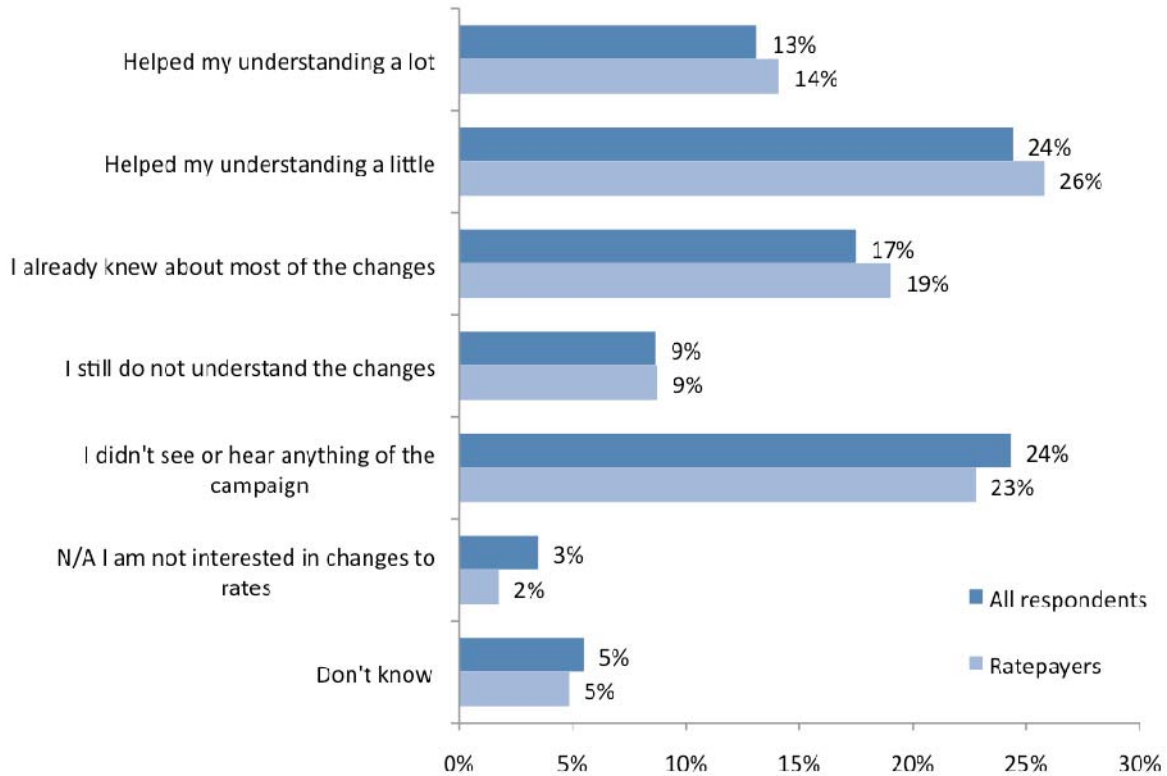
Selection of comments

- *Direct mail drop. A personal letter to each resident.*
- *A clear letter to each ratepayer with detail, no pretty illustrations or hype (which the eye simply skips over). We don't need to hear how wonderfully the job is being done. It could be published quite simply in the local paper and/or in the distributed council paper.*
- *A detailed and easy for all to understand flyer in all letterboxes.*
- *A leaflet in every letterbox, this is the first that I have read, heard or seen about the changes to the rating system.*
- *A letter drop to each house hold or an email campaign-specific to my house NOT a generic FYI..I want the specifics.*
- *A letter sent to all households in each neighbourhood, which explains the changes to rates in the local neighbourhood, and explains why the changes are occurring, and in particular justifies any increases in rates which are above the rate of inflation.*
- *Information I've read is very generalised, understandably, but I really want the specifics as to*

how the changes will affect me.

- *A programme on Close Up or Campbell Live would have highlighted the changes for TV watchers.*
- *Better publicity in media that people actually read ie local community magazines.*
- *By using plain English that the ordinary person in the street can relate to. For instance the term "waste management" on the new style bill will not be understood by a lot of ratepayers either a definition should be given with that term or just plain English used i.e rubbish and/or recycling collection service. The transition capping policy should have clear explanation given with the bill.*
- *Can you please make sure that if Remuera's rates are now going to be the same as Papakura rates, that the specifications of the sportsfields, community parks, footpaths and free events are similar. As currently this is NOT the case.*
- *Email or text all Auckland residents directing them to a link to online info. Don't waste money on printing more material and dropping into letterboxes, it juts gets thrown out and contributes to our waste problem. Those who can't be contacted could have info included in their rates demand.*
- *Email would be most convenient and I'd be sure to get it. Cost effective too.*
- *I had no idea at all that this was going on. I knew that the rates would change as the city areas are aligned, but had no idea it is this close. Perhaps some coverage in the Herald, or web-ads would help.*
- *I have seen any info about the rates changes until I watched the video on this survey! Could have added a brochure in the latest rates bill?*
- *I recall reading info with rates bill. That is sufficient. Do not waste money on advertising.*
- *I think most people know and care more about how EFFECTIVE the spending is and how much the rates are.*
- *I think the council is spending more and needs to increase rates for this, there do not seem to be any benefits for most of us living in the suburban areas. My main concern is that rates only increase in accordance with the rate of inflation.*
- *I understand the changes but consider it unfair that we will pay the same rates as Auckland residential and do not even have a light in our street.*
- *I understand the way rates are allocated and some of the ways it is paid for, however, in South Auckland, swimming pools are free and not for the rest of the region, North Shore and Rodney do not benefit from train systems, yet pay for them and this does not seem fair. I believe that the more services in an area, the more rates should be paid.*
- *I would like to hear the council has decided to live within our means and has decided to focus only on essential services and reduce rates. I would also like to hear that the rail lunacy projects mooted have all been dropped.*
- *If the council were to provide better value for money, then I'm sure everyone would be paying more attention.*
- *It doesn't matter what way the council tells us of changes to rates, they always go up in the end. The council needs to curb their spending. I'm glad that the government is beginning to look at council spending. Instead of asking for what council wants, they should look at what people can need and afford.*
- *It will be more helpful to have better information on how rates are used. At present this aspect is covered in a very broad brush way and so one suspects that there will not be sufficient transparency to ensure accountability in the way rates are used.*
- *People know their rates are changing but it is still unclear about Watercare charges*
- *Send me a letter explaining why I am being charged an exorbitant amount for waste water when I am on tank water with no option to hook into town supply and we are a family of two.*

Q10A How did the council rates information campaign help your understanding of the changes to Auckland Council rates?



Base: Panellists participating in survey n= 3240

The information campaign helped 13% of panellists “a lot” and 24% “a little, but there are still things I am not clear about”. While 17% already knew about most of the changes, 9% still don’t understand the changes.

As per figure 10A above, the findings were broadly similar for ratepayers, with 14% saying the campaign helped a lot and 26% saying it helped a little.

Based on these figures, following the campaign, 33% of ratepayer panellists feel they have a reasonable grasp on the changes (those who said they already knew about changes and those whom the information campaign helped a lot), while 57% still require further information (those who said the campaign helped a little but they still don’t understand, those who said they don’t understand and those that did not see the information).

Q10B Are there any aspects of the changes to rates that you are unclear about?

Just under one third of those who commented wanted to know more specific information regarding how the changes would affect them personally, what they would be charged and how this had been calculated. Given the lack of clarity around water charges, a quarter of those who commented would like more information regarding water and wastewater charges.

Similar to section 4.6 above, a number of people expressed concerns regarding the fairness and equitability of rates charges and equivalent services across the region, and/or concerns about council's budgeting, ability to stick to budget and general cost effectiveness.

Are there any aspects of the changes to rates that you are unclear about?	Number of responses n=911	% of responses
Want to know exact charge details/ how it's calculated/ how it affects me personally	275	30%
How do water rates fit in/ wastewater usage/ calculation	218	24%
Concerns about fairness/ equality - why do some pay more than others, affordability, some services not common yet we all pay, etc	177	19%
Concerns about council credibility budgeting/cost overruns	102	11%
Need more information/ re-read literature	99	11%
Concern regarding increase/ super city should reduce rates/rates keep rising/less services	77	8%
All aspects	71	8%
No/ clearer because of Peoples Panel	51	6%
Are rates going up or down/ why some up and some down?	48	5%
Concerns about rubbish/recycling charges	48	5%
Concern about decision making process/rates as a system of funding	30	3%
Feel powerless to change/ Not getting the chance to have a say	23	3%
Timeline for implementation	19	2%
Concern regarding spending on advertising	8	1%
Doesn't affect me	7	1%
Not sure/ don't know	7	1%
Other	36	4%

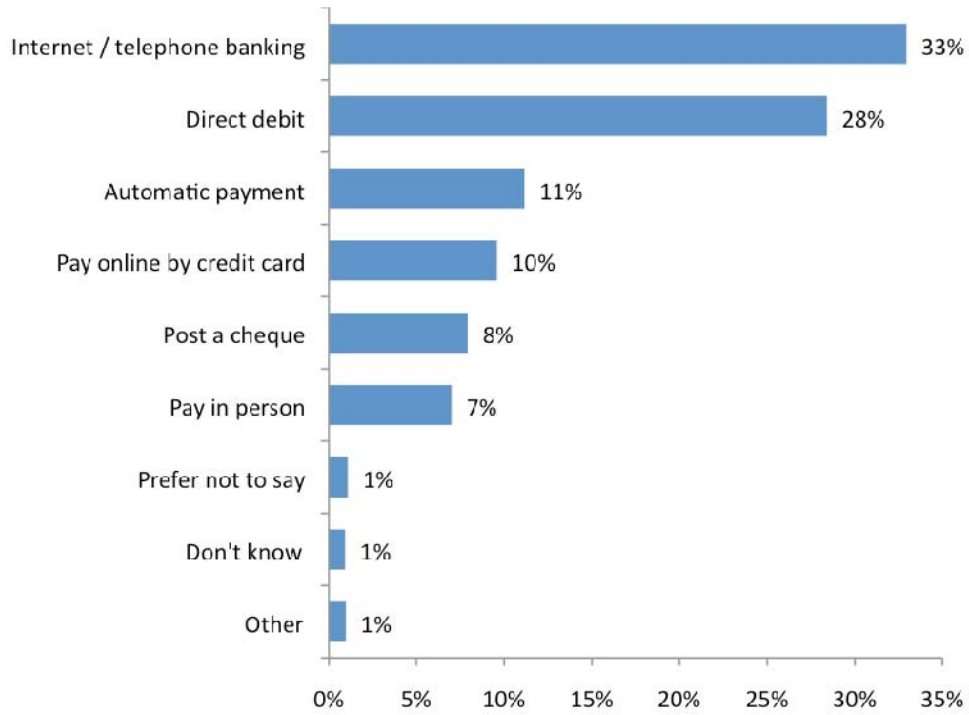
Selection of comments

- *Exact time frames for rates changes. Is there still a \$500 rates rebate for low-income earners?*
- *I don't know what effect they are going to have on me and my family, as I don't know the what the rate is going to be.*
- *Exactly how the transition to higher rates will work. What extra costs we will be paying.*
- *Exactly how they apply to my property in particular, and what the inevitable increases will be in the future.*
- *I don't know what will happen in my area.*
- *I don't really know anything about what criteria they will be using to set rates.*
- *I have a good general idea, but do not know many specifics such as any changes to wastewater charges, or any details about which areas will increase and which will decrease.*
- *I have heard that there are changes to the water charges, but am unsure what these will be or what that's about. Would like to know more about this.*
- *Wastewater and why on earth it is separate from rates. It should be combined and one payment only. This is an expensive and unnecessary duplication - and it is unfair for those who do not have metered water. We are subsidising the rest.*

- *I'd like to know how the changes will affect me and my rates*
- *I'm not clear on how much the wastewater charges will be.*
- *I'm not exactly sure what the effect is going to be on me personally*
- *I understand there is still going to be a one off charge for wastewater. Why is it not all based on what we use? Also why are we not encouraged to use rain water and also grey water for gardening. If there was help in doing this I would be looking at this very closely.*
- *Rates always go up - property values can go up and down. If they go down so should the rates. In business if profits fall shareholder dividends reduce. Council seems to act as if it's income is immune from economic reality.*
- *Still not clear how rates are used and would like to see who in which neighbourhoods/businesses are paying how much in rates. More transparency in the amounts and distributions of rate fees, by whom (generally speaking-no names and addresses of course) and where would ensure knowledge that it is a fair and equitable process.*
- *We are one city and the rates should be same all over going by the value of the properties and a true valuation of properties made and closeness to transport and the value of other services that the council give each house taken into consideration.*
- *When costs for council projects exceed the budget figures who will be accountable?*
- *The reason they are so high and discriminatory. Why items like the V8s and all the other totally unnecessary expenditure (consultants), new hires etc has gone raging ahead during a major recession/depression. There is massive restraint everywhere in the country, except Auckland Council, which continues to spend money.*
- *Where is the \$141m savings being spent? And why the need for a 3.6% average rates increase on top of the \$141m savings? Who is responsible for wasting our money?*
- *Why can't council keep expenses to inflation and stop spending money it hasn't got?*
- *Why don't you stick to your core business and stop wasting MY money on \$100 breakfasts for cyclists. Millions on loss making V8 cars, Millions on the waterfront etc etc Billions on the inner city rail Increasing our debt to an extent the extent that 25 cent in the rates dollar will be spent on interest.*
- *Why the 3.5% increase? It's higher than the cost of living increase. The amalgamation of Auckland's councils was supposed to reduce operating costs dramatically so why the increases?*
- *As someone who does not yet own a house and has never directly paid rates, my knowledge on the system is lacking in general. I assume that many young people are in the same boat as me. It may be prudent to emphasise the importance of rates and how any potential increase will benefit Auckland. Will those expected to pay more receive any proportional benefit?*
- *As stated before, until I get an invoice for rates this year I won't know the impact on me because I have no idea what the "rate" to be applied to the capital value is.... I am assuming there is little change for us as we live in the old Auckland City Council area.*
- *Given that we were promised that amalgamating councils would and indeed should have saved millions of dollars I'm at a loss to understand why we should be having rate increases at all.*

4.7 Potential rates payment methods

Q12A Which of the following means of payment are ratepayers most likely to use for the 2012/2013 rates?



Base: Panellists who pay rates n= 2689

Internet banking and direct debit are the two most common methods of paying rates.

4.8 Final comments

The most frequently mentioned other concerns were about the fairness and equality of the changes to the rating system, council’s credibility, and the level of information available.

Q14A Finally... do you have any other comments about changes to the rating system and how these have been communicated?

Do you have any other comments about changes to the rating system and how these have been communicated?	Number of responses n=896	% of responses
Concerns about fairness/ equality	204	23%
Concerns about council credibility/ budgeting	175	20%
Not enough information available/ need facts	199	22%
Rates increasing, but incomes/ services are not	128	14%
General positive comments	90	10%
Concern about water rates/ wastewater	60	7%
Decrease rates	39	4%
Feel powerless to change/ ratepayers need more input	52	6%
Comments about payments - frequency of, ability for all areas to pay by credit card, prompt discounts	55	6%
General negative comments	53	6%
Comments about other issues - transport, bike friendly, roading	36	4%
Prefer user pays/poll tax/GST/ charge based on number of residents rather than rates based system	32	4%
Concern regarding spending on V8 race, Rugby WC, non core business	54	6%
Keep rates at/near inflation rate	13	1%
Concerns about rubbish/recycling charges	25	3%
Timeline for implementation	10	1%
Don't know/ I'm not a rate payer	14	2%
Comments about survey questions/ slow speed of the online survey engine	9	1%
Other	41	5%

5 How were these results used?

The results of this survey allowed Auckland Council to understand residents’ awareness of the significant changes to the rating system introduced in 2012 and measure the effectiveness the publicity campaign informing the public about these changes. Panel feedback will be used to improve future information campaigns.

Appendix I Questionnaire with tables

Q1A: How satisfied or dissatisfied are you with the overall performance of Auckland Council over the last 12 months?	Number of responses n= 3243	% of responses
1 - Very dissatisfied	213	7%
2	566	17%
Total dissatisfied (1 & 2)	779	24%
3	1304	40%
4	827	26%
5 - Very satisfied	186	6%
Total satisfied (4 & 5)	1013	31%
Unsure / Don't know	146	5%

Base: Panellists participating in survey n= 3143

Q1B Do you know which of the following services are partially or fully funded through the Auckland Council rates? Select as many as apply.	Number of responses n= 3243	% of responses
Rubbish and recycling	2897	89%
Wastewater treatment	2219	68%
Controlling dogs and other animals	2743	85%
Administering liquor and food premises licensing	2412	74%
Administering building regulations (including building consents)	2607	80%
Planning transport options across the city	2760	85%
Planning for the overall future of the Region	2784	86%
Promoting Auckland via cultural and sporting events	2661	82%
Providing and managing arts centres and galleries	2657	82%
Providing public swimming pools and recreation centres	2907	90%
Maintaining regional and local parks and reserves	2909	90%
Maintaining the network of libraries across the region	2986	92%
None of the above	17	1%
Don't know	154	5%

Panellists participating in survey n= 3243. Note this was a multiple response question, so responses add to more than 100%

Q2A How would you describe your understanding of how Auckland Council's rates are used?	Number of responses n= 3239	% of responses
1 - Very poor understanding	190	6%
2	480	15%
Total poor understanding (1 & 2)	670	21%
3	1182	36%
4	959	30%
5 - Very good understanding	383	12%
Total good understanding (4 & 5)	1342	41%
Unsure / Don't know	45	1%

Base: Panellists who completed this question n= 3239

Q2B Do you know that from July 2012 there will be changes to the way Auckland Council's rates are to be worked out?	Number of responses n= 3239	% of responses
Yes	2237	69%
No	738	23%
Not sure	264	8%

Base: Panellists who completed this question n= 3239

Q3A Where did you find out about these changes? Select as many as apply.	Number of responses n= 3243	% of responses
Word of mouth	486	22%
Council staff member	121	5%
Council website	360	16%
Council email	192	9%
Flyer (e.g. in libraries, service centres)	340	15%
NZ Herald newspaper	1180	53%
Online banner advertising on NZ Herald online or other websites	75	3%
Local/Community newspapers	925	41%
TV	451	20%
Radio (e.g. news, talk back etc)	520	23%
Radio advertisement	75	3%
OurAuckland (the Auckland Council publication)	925	41%
YouTube	9	0%
Other websites	55	2%
Social Media (e.g. Facebook, twitter)	67	3%
Don't know	79	4%
Other	119	5%

Panellists who answered Yes at Q2B n=2237

Q4A: Which of the following best describes the changes that are going to happen?	Number of responses n= 3241	% of responses
Properties of similar value and use will be charged a similar amount of rates	1797	55%
Rates for properties of similar value and use will vary depending where they are in the region	430	13%
Not sure / Don't know	1014	31%

Base: Panellists who completed this question n= 3241

Q4B: Which of the following best describes how the changes will affect ratepayers	Number of responses n= 3241	% of responses
All rates will increase	436	13%
All rates will decrease	15	0%
Some rates will increase and some rates will decrease	2372	73%
Not sure /Don't know	418	13%

Base: Panellists who completed this question n= 3241

Q4C: Which of the following best describes how the changes will be implemented?	Number of responses n= 3241	% of responses
All increases and decreases will be payable from the first year	222	7%
There will be a transition adjustment	1928	59%
Not sure / Don't know	1091	34%

Base: Panellists who completed this question n= 3241

Q4D: Which of the following best describes how wastewater charges will be collected from July 2012?	Number of responses n= 3241	% of responses
There will be no wastewater component in any council rates	794	24%
All council rates will include a wastewater component	693	21%
Some ratepayers will pay wastewater charges in their council rates	373	12%
Not sure / Don't know	1381	43%

Base: Panellists who completed this question n= 3241

Q6A Have you seen information about the changes to rates in any of the following formats? Select those you have seen.	Number of responses n= 3243	% of responses
Advertisement in the NZ Herald newspaper	676	21%
Flyer (e.g. in libraries, service centres)	477	15%
Advertisement in a local/community newspaper	840	26%
Online banner advertising on various websites	92	3%
Feature in OurAuckland (the Auckland Council publication)	1060	33%
Information on Social Media (e.g. Facebook, Twitter)	65	2%
None of the above	1060	33%
Don't know	450	14%

Panellists participating in survey n= 3243. Note this was a multiple response question, so responses add to more than 100%

Q7A Have you heard radio advertising about the changes to Auckland's rates?	Number of responses n= 3242	% of responses
Yes	366	11%
No	2629	81%
Not sure / Can't remember	247	8%

Base: Panellists who completed this question n= 3242

Q8A Have you seen the video on the changes to rates?	Number of responses n= 3242	% of responses
Yes	230	7%
No	2865	88%
Not sure / Can't remember	147	5%

Base: Panellists who completed this question n= 3242

Q9A: How effective do you think the Council's information campaign has been in informing ratepayers about the main features of the changes to the rating system Rate on a scale of 1-5 where 1=Very ineffective and 5 Very effective	Number of responses n= 3240	% of responses
1 - Very ineffective	433	13%
2	782	24%
Total ineffective (1 & 2)	1215	38%
3	1110	34%
4	589	18%
5 - Very effective	134	4%
Total effective (4 & 5)	723	22%
Unsure / Don't know	192	6%

Base: Panellists who completed this question n= 3240

Q9B How else could Auckland Council help you understand the changes to rates and how rates are used? [Open Comment] See analysis above	Number of responses n=1018
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Base: Panellists who made comments = 1018

Q10A How did the Council information campaign help your understanding of the changes to Auckland Council rates? Select the answer that best applies to you	Number of responses n= 3240	% of responses
Helped my understanding a lot	425	13%
Helped my understanding a little	791	24%
I already knew about most of the changes	566	17%
I still do not understand the changes	281	9%
I didn't see or hear anything of the campaign	788	24%
N/A I am not interested in changes to rates	113	3%
Don't know	178	5%
Other	98	3%

Base: Panellists who completed this question n= 3240

Q10B Are there any aspects of the changes to rates that you are unclear about? Please list them below if there are [Open Comment] See analysis above	Number of responses n=911
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Base: Panellists who made comments = 911

Q11A Do you personally pay rates to Auckland Council (either solely or jointly with another household member, or as a business)? Select one only	Number of responses n= 3242	% of responses
Yes as a residential ratepayer	2509	77%
Yes as a business ratepayer	7	0%
Yes, both residential and business	174	5%
No, I don't personally pay rates	441	14%
I prefer not to say	47	1%
Don't know	18	1%
Other	46	1%

Base: Panellists who completed this question n= 3242

Q12A Which of the following means of payment are you most likely to use for the 2012/2013 rates? Select one only	Number of responses n= 2689	% of responses
Direct debit	764	28%
Automatic payment	300	11%
Internet / telephone banking	886	33%
Pay online by credit card	258	10%
Pay in person	188	7%
Post a cheque	213	8%
Prefer not to say	29	1%
Don't know	25	1%
Other	26	1%

Base: Panellists who said they pay rates to Auckland Council n=2689

Q14A Do you have any other comments about changes to the rating system and how these have been communicated? [Open Comment] See analysis above	Number of responses n=896
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Base: Panellists who made comments = 911

Appendix II Respondent profile

	All respondents n=3123	Percentages (%) n=3123	Statistics NZ Percentages (%) 2006 census data
Gender			
Female	1799	58%	51%
Male	1307	42%	49%
Prefer not to say/Unknown	17	1%	
Age			
15-24 years	93	3%	20%
25-34 years	343	11%	19%
35-44 years	644	21%	21%
45-54 years	648	21%	17%
55-64 years	730	23%	12%
65-74 years	497	16%	7%
75+ years	116	4%	6%
Prefer not to say/Unknown	52	2%	
Ethnicity (Multiple response)			
European	2767	89%	55%
Maori	150	5%	11%
Pacific Peoples	73	2%	15%
Asian	204	7%	18%
Middle Eastern, Latin American, African	40	1%	1%
Other	2	0%	8%
Unknown	54	2%	
Local Board			
Albert-Eden	274	9%	7%
Devonport-Takapuna	160	5%	4%
Franklin	134	4%	4%
Great Barrier	5	0.2%	0.1%
Henderson-Massey	186	6%	8%
Hibiscus and Bays	221	7%	6%
Howick	212	7%	9%
Kaipatiki	207	7%	6%
Mangere-Otahuhu	72	2%	5%
Manurewa	78	2%	6%
Maungakiekie-Tamaki	157	5%	5%
Orakei	235	8%	6%
Otara-Papatoetoe	74	2%	6%
Papakura	57	2%	3%
Puketapapa	68	2%	4%
Rodney	189	6%	4%
Upper Harbour	95	3%	3%
Waiheke	53	2%	1%
Waitakere Ranges	174	6%	3%
Waitemata	315	10%	5%
Whau	154	5%	5%
Other/Unknown	3	0%	-

Demographics from People's Panel registration information