



# people's panel



**People's Panel survey – television recycling and end of year wrap up 2012**

**January 2013**

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## 2 Key findings

### Key findings

#### Digital television results:

- On average, panellists had 2.2 TVs per household and 81% had between one and three televisions. While 15% of households had four or more televisions, 4% had none.
- After the results have been corrected to account for demographic differences, 43% of panellists plan to dispose of at least one TV between now and December and on average, panellists plan on disposing of 0.7 televisions per household. 57% of panellists do not plan on disposing of any TVs.
- 46% felt they would have no difficulties taking their TV to a recycle centre, 9% felt they would not be able to take some or all of their TVs to a centre and 15% would need assistance to do so.
- 68% were very interested in using a recycle centre and only 6% felt that they would not be interested in taking their TV/s to a recycle centre.
- 34% felt TV recycling should be free to recyclers (funded by council or government), while 58% felt there should be some level of user charge (from \$2 to \$25).
- A number of participants felt that unless the recycling system was simple and/or free, people would simply put their old TVs on the kerb and wait for someone to pick them up.

#### Peoples Panel end of year review results:

- 64% were satisfied with the way the panel has operated over the past year, but 4% were dissatisfied.
- Participants enjoyed the opportunity to have their say on the future direction of Auckland, contribute to the council's decisions and be involved in the democratic/governance process.
- Most panellists felt they were getting the right amount of email updates, however around a quarter would like more emails regarding results updates and other opportunities to give feedback.
- 48% of panellists had read the survey results and findings reports.
- 38% were satisfied with People's Panel reporting, while 10% were dissatisfied. Among those who had read the reports, 62% were satisfied and 4% were dissatisfied.
- By far the most frequently mentioned suggestion for improving the reports was a request to email participants the results (or at least a brief summary of them). Panellists commented that they did not have time to check the People's Panel website and would like to receive the results via email.
- 46% were likely to recommend the People's Panel to friends and family, while 20% were unlikely to.
- The most frequently mentioned suggestions for encouraging people to join the panel included offering financial incentives and rewards of some kind and promoting the panel through various sources such as media, social media, through community events and gatherings, via email and post and/or through rates notices.
- The most frequently mentioned improvement suggestion for the panel was to provide information on how the results of People's Panel surveys are actually used by the council to inform/change policies and plans. Panellists would like to see both the results of the surveys and a demonstration of what council has done differently as a result.

#### Unitary Plan Online Forum review results

- 43% had visited the forum comments and either posted or read the comments on it.
- 85% enjoyed being able to see and comment on the views of others.
- 69% would participate in another online forum, 23% were not sure and 9% would not participate again.
- 36% thought the forum helped them understand the key issues facing the Unitary Plan, and 27% felt it did not help them.
- 63% felt that seeing the views of others made them think more about the issues that the Unitary Plan is addressing.
- Only 9% thought their own views changed as a result of seeing the opinions of others in the forum while 61% said their views did not change.

### **3 Background**

#### **3.1 Survey background**

The Auckland region changes from analogue television to digital television in December 2013. After December 2013, only televisions able to receive digital signals will work. While, with the right equipment, most TVs are capable of receiving digital television, Auckland Council thinks that many people will take this opportunity to get a new digital TV and so will have one or more older sets that they will want to dispose of. As TVs contain materials which can be recovered, and also contain some materials which can be hazardous if not disposed of appropriately, Auckland Council would like to ensure as many TVs as possible are recycled, rather than being sent to landfill.

This survey was undertaken to help plan this recycling, and find out what panel members are planning to do with any analogue TVs they may have.

In addition, the survey included questions about the People's Panel itself, to evaluate what is working and what can be improved. Members who had taken part in the 2012 Unitary Plan online forum were also asked to give their feedback on the forum

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](http://www.aucklandcouncil.govt.nz/peoplespanel)

#### **3.3 Methodology**

The survey was open from 7 to 14 December 2012 and one reminder was sent to those who had not responded. In total 2,925 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.

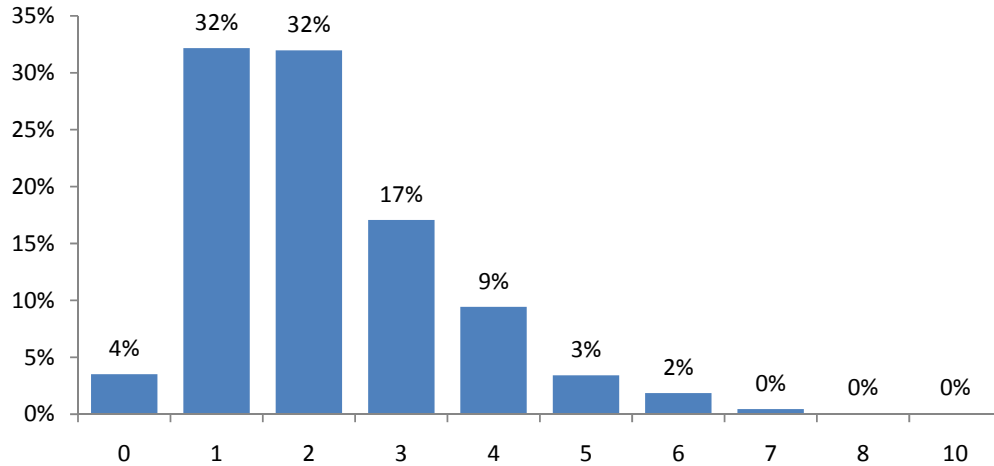
Results in charts and tables presented in this report may not sum to 100% because multiple responses were allowed for some questions and/or as a result of rounding.

## 4 Survey results

### 4.1 TV recycling prior to the changeover to digital TV

Panellists were given some background about the switch to digital television and told “Auckland Council would like to ensure as many TVs as possible are recycled, rather than being sent to landfill. To help us plan this recycling, we would like to find out what you are going to do with any analogue TVs you may have.”

**Q1A How many TVs does your household have? Please include all TVs, including those in sheds, sleepouts, boats, caravans, baches etc, whether they are working or not.**



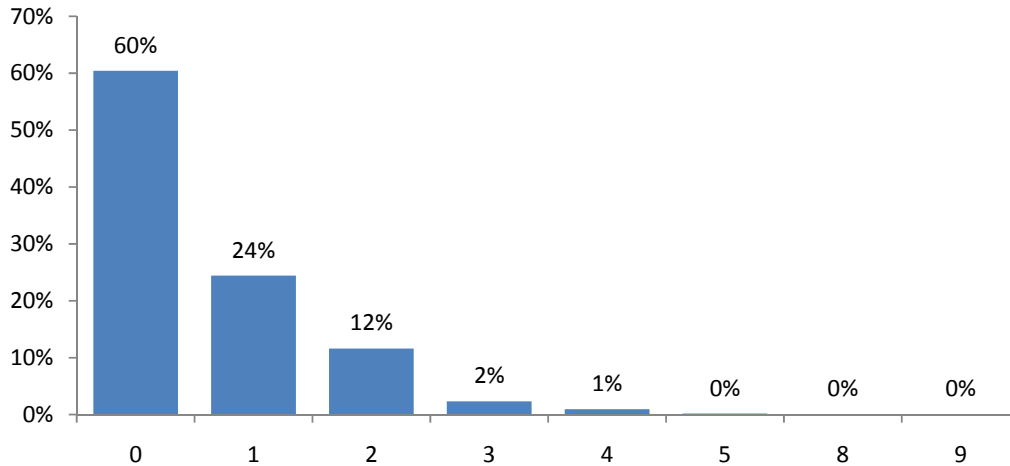
*Base: Panellists participating in survey n=2925.*

On average, panellists had 2.2 TVs per household and 81% had between one and three televisions. While 15% of households had four or more televisions, 4% had none.

There were no significant differences between panellists of different ages or genders, however Pacific Peoples were likely to have more televisions (an average of 2.9, and 38% had four or more TVs).

Panellists were told “You do not have to buy a new digital TV to receive digital television. If you subscribe to a service such as Freeview or Sky, or purchase a special set-top box you should still be able to use your old analogue television. This means that you do not need to replace and dispose of all your old TVs. However we anticipate that many people will want to dispose of old TVs and would like to get some idea of how many that will be.”

**Q2A How many TVs do you think you will be disposing of between now and December 2013 when Auckland region changes to digital television? Please include all TVs, including those in sheds, sleepouts, boats, caravans, baches etc.**



Base: Panellists with TVs n=2822

60% of panellists do not plan on disposing of any TVs between now and December, however 40% plan on disposing of at least one and 4% plan on disposing of three or more. On average, panellists plan on disposing of 0.6 televisions per household.

There was a slight difference by age, in that 42% of panellists aged 55 years or over plan on disposing of at least one television (average of 0.6 per household) while 35% of those aged 44 years or younger plan on disposing of at least one television (average of 0.5 per household). There were also differences by ethnicity in that Pacific Peoples plan on disposing of an average of 1 TV per household, compared to 0.8 among Maori and Asian participants and 0.6 among Europeans.

These demographic differences, combined with the overall demographic make-up of the survey sample (compared to the Auckland population, the sample has an over-representation of European people and an under-representation of Pacific, Maori and Asian people) mean that the overall average of 0.6 may be slightly different to the actual number of televisions Aucklanders are planning to dispose of. To counter this, and provide a more robust estimate of the potential number of TVs to be disposed of, the results have been demographically corrected, as displayed in the table overleaf.

How many TVs do you think you will be disposing of by Local Board (demographically corrected results)	0	1	2 or more	Average	Sample size
Total sample	57%	24%	19%	0.7	2744
<b>Local Board</b>					
Albert-Eden	48%	31%	21%	0.7	238
Devonport-Takapuna	56%	29%	15%	0.7	145
Franklin	54%	28%	17%	0.7	118
Henderson-Massey	61%	16%	24%	0.7	160
Hibiscus and Bays	66%	26%	8%	0.5	180
Howick	57%	19%	23%	0.8	174
Kaipatiki	46%	32%	22%	0.9	196
Mangere-Otahuhu	58%	25%	17%	0.7	60
Manurewa	61%	27%	12%	0.5	75
Maungakiekie-Tamaki	67%	25%	8%	0.5	126
Orakei	57%	23%	21%	0.7	235
Otara-Papatoetoe	57%	15%	27%	0.9	53
Papakura	44%	35%	20%	0.9	50
Puketapapa	53%	18%	29%	0.8	71
Rodney	59%	25%	16%	0.6	168
Upper Harbour	60%	26%	13%	0.5	77
Waiheke	67%	28%	5%	0.4	51
Waitakere Ranges	67%	20%	13%	0.5	150
Waitemata	56%	32%	12%	0.6	291
Whau	51%	22%	27%	0.9	121

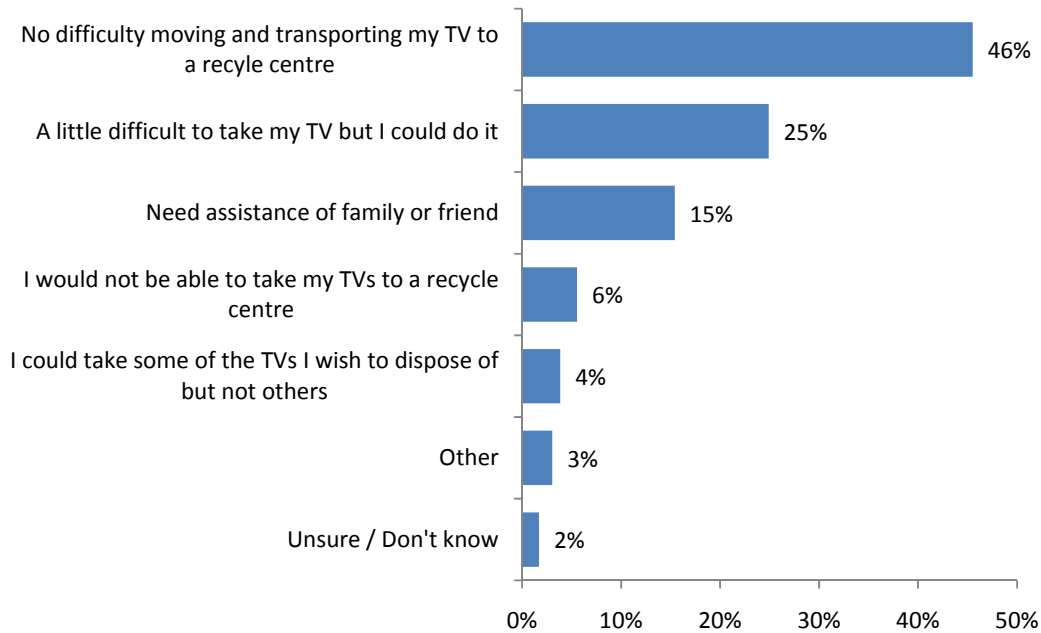
*Demographics from People's Panel registration information – excludes those panellists who have not provided this information*

After the results have been corrected to account for demographic differences, 43% of panellists plan to dispose of at least one TV, and on average, panellists plan on disposing of 0.7 televisions per household.

Results have been broken down by Local Board to give a more detailed picture per area.

Panellists were told: “The Ministry for the Environment and Auckland Council plan to set up recycle centres in many places throughout Auckland where people can drop off the TVs they wish to dispose of.”

**Q3A Thinking about any difficulties you might face moving and transporting your TV/s, how easy it would be for you to take the TVs you wish to dispose of to a recycle centre in your area?**



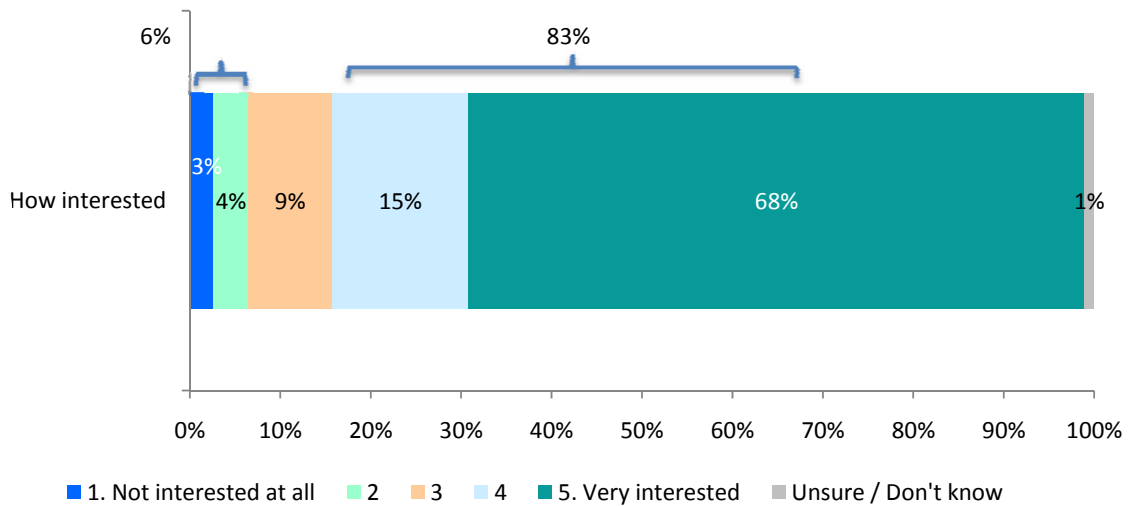
*Base: Panellists who planned to dispose of at least one TV: n =1116.*

While 46% felt they would have no difficulties, 9% felt they would not be able to take some or all of their TVs to a recycle centre and 15% would need assistance to do so.

Men were more likely to say they would have no difficulty (50%) while women were less likely (42%), but women were more likely to need the assistance of friends or family (19% compared to 11% among men). Participants aged 75 years or over also felt they would have more difficulties with 24% needing assistance and 10% saying they would not be able to take TVs to a recycle centre. Pacific People were also more likely to need the assistance of friends and family (23%), but 40% felt they would have no difficulties.



**Q4A How interested are you in being able to take the TVs you wish to dispose of to a drop-off recycle centre in your area (either on your own, with the assistance of others)?**



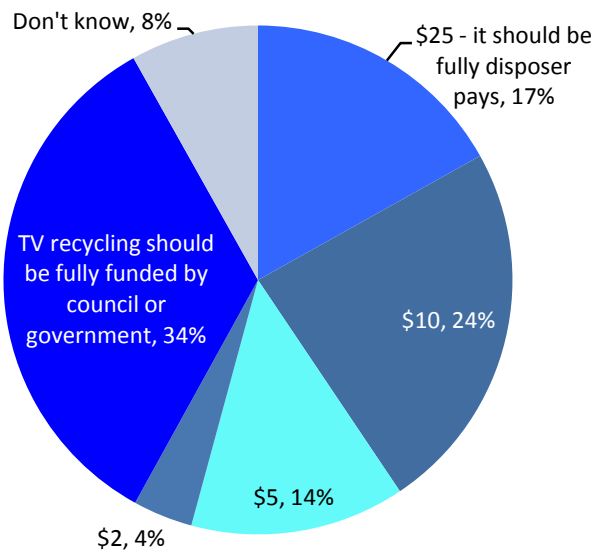
Base: Panellists who were potentially able to take some TVS to a recycle centre: n =1055.

Over two thirds were very interested in using a recycle centre and 83% were interested. Only 6% felt that they would not be interested in taking their TV/s to a recycle centre.

Asian and Maori participants were less interested (67% and 68% respectively), while those aged 55 years or over were more interested (86%) than those aged 44 years or younger (80%).

Panellists were told “While recycling is the best way to dispose of TVs, the cost of recycling a TV is more than the value of the resources contained within it. Each TV costs around \$25 to recycle after the value of recoverable materials is taken into account. The Ministry for the Environment and Auckland Council may subsidise this cost through public funds (such as rates) but there may also be a charge for each TV you wish to recycle.”

**Q5A How much do you think is a fair price for people to pay towards the cost of recycling each TV they wish to dispose of?**



Base: Panellists participating in survey n=2925.

One third felt TV recycling should be free to recyclers (funded by council or government), while 17% felt it should be fully user pays (\$25 per TV). In total, 58% felt there should be some level of user charge (from \$2 to \$25).

**Q5B Do you have any comments to add regarding the recycling or disposing of old TVs?**

A number of participants felt that unless the recycling system was simple and/or free, people would simply put their old TVs on the kerb and wait for someone to pick them up. As per Q5A, some felt that the service should be free to users (funded by council or government), while others felt that user pays was appropriate to at least some extent.

Do you have any comments to add regarding the recycling or disposing of old TVs?	Number of responses n=858	% of responses
If it's not easy or free to dispose of, people will put them kerbside	484	34%
\$5-\$25 seems reasonable price for disposal/ support partial user pays	166	12%
Central/local govt should fund recycling /wasn't public's choice	164	12%
Manufacturer/retailer should offer recycling service/ pay	163	11%
Recycle the components / some companies already collect for recycling	144	10%
Provide a pick up service, not everyone drives/ inorganic collection	116	8%
Disposal should be free	71	5%
Drop off zones should be easily accessible - schools, libraries etc	66	5%
Inform people of options - freeview box, disposal methods	63	4%
Absorb cost via rates, new TVs, taxes	54	4%
Comments regarding uses for old TVs / parts	54	4%
Disposal should be partially subsidised	47	3%
It is not Councils problem / don't charge the rate payer	46	3%
Recovery of scrap parts should cover recycling cost	31	2%
Comments regarding timing- premature, too late already disposed of	28	2%
Sliding scale contribution depending on financial status, number/size of TVs etc	27	2%
General positive feedback	20	1%
Comments regarding recycling computers/ other electronics	14	1%
Other	48	3%

Selection of comments
<ul style="list-style-type: none"> <li>• <i>“Any charge to dispose of TVs will lead to dumping.”</i></li> <li>• <i>“Honestly - if the govt/council doesn't fund it, a lot of people will just dump them - either in the rubbish or out in parks etc. I'd love to say this wouldn't happen but sadly you see it all the time.”</i></li> <li>• <i>“I think the people who are likely to have the oldest TVs are the same people who are least likely to 1) be able to afford a recycle fee 2) care enough to pay a recycle fee. As a result, I believe charging people to recycle will only result in a high rate of illegal dumping.”</i></li> <li>• <i>“How will you monitor this? People will just leave them in skips or next to charity bins or side of the road if too prohibitive. What about Salvation Army/Charity stores that have been donated having to bear the cost of disposal.”</i></li> <li>• <i>“I expect a charge will result in old TVs being dumped and someone (Council or Govt - that is the community) having to cover the cost of disposal but I would hope the majority would be responsible enough to pay for disposal.”</i></li> </ul>

- *"I like the idea of disposer pays as people need to be aware that every new purchase means an old electronic item needing to be disposed of. I hope that it puts people off a bit constantly buying the latest gadget. However, I realize that this also means that some people just put their TV on the road as they are too stingy to pay the fee."*
- *"I have no problem going to a recycling centre with my TV and I think \$5 is a reasonable price to pay as I am already meeting the situation half way."*
- *"TVs are an unnecessary consumer item (unlike food, water, shelter, clothing, medical care, education etc), the main purpose of which is to deliver advertising and therefore should not be subsidised in any way by people who don't own one."*
- *"Yes, I believe it is the owner's responsibility to pay a fair price for recycling the TV. public funds come thru taxes.....you want 4 new TVs, you dispose of your 4 old TVs = your responsibility. Councils should make it easy with local collection points but not encourage "throw away" attitudes."*
- *"Why on earth should I subsidise someone else's TV recycling? That's the most ludicrous thing I've heard today (so far)!"*
- *"Actually it should be fully funded by those forcing the switchover - don't care who that is. As far as I am concerned I am being forced to trash working equipment because someone does not wish to support it."*
- *"Expecting people to PAY for recycling their equipment when the changes were not their choice. Get real, that is preposterous!!"*

#### **4.1.1 How these results have been used.**

[TV Takeback](#) is a TV recycling programme provided by the Ministry for the Environment to encourage people to recycle their old TV in the lead up to the digitisation of television (1 December for Auckland). Auckland Council will assist the Ministry to create awareness of TV Takeback when it rolls out in the Auckland region later this year.

The Peoples Panel survey has been shared with the Ministry for the Environment and other councils and used to:

- Estimate numbers of TVs that may be collected during TV Takeback. These results have been used as a basis for other areas in NZ as well as Auckland.
- Determine the cost per TV to the customer for recycling through TV Takeback. We asked customer how much they would be willing to pay to recycle a tv and that influenced the decision on what the subsidy would be.
- Identify issues we need to prepare for in planning the TV Takeback roll out in the Auckland region, such as storage (where do we put them), transport logistics and locations of drop off facilities.

TV Takeback is rolling out in phases nationwide, with the Auckland phase planned for mid-2013. Under the scheme a network of drop off points will be running throughout the Auckland region where people can bring their unwanted TVs. The scheme will be subsidised for a limited time.

Auckland Council will support the scheme by:

- assisting the Ministry to create awareness of TV Takeback when it kicks off in the Auckland region
- offering a subsidy, for a limited time, to Aucklanders who take their old TVs to an e-cycle drop off point run by e-waste recycling company RCN.

A number of partners will work with the Ministry to deliver the TV Takeback scheme, including responsible electronic retailers who will be offering TV Takeback collection points nationally from as early as April 2013. To find out more, go to the TV Takeback website: [www.tvtakeback.govt.nz](http://www.tvtakeback.govt.nz)

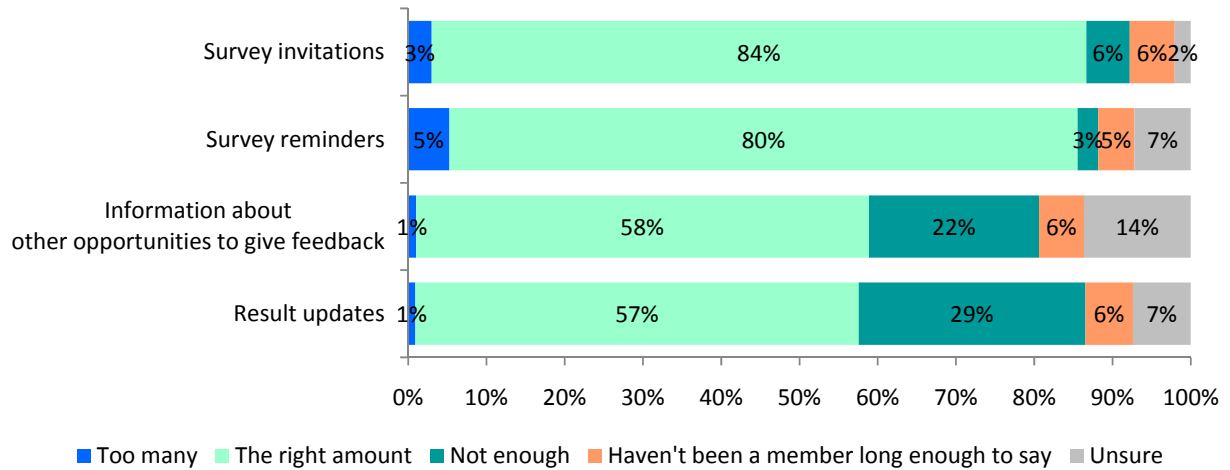
## 4.2 Peoples Panel end of year review

The survey also sought to evaluate the operation of the People’s Panel itself and identify areas that panellists thought should be improved.

Panellists were told:

“The People’s Panel has now been active for two years. We would like to hear your thoughts on what is working well for the panel and what could be improved.”

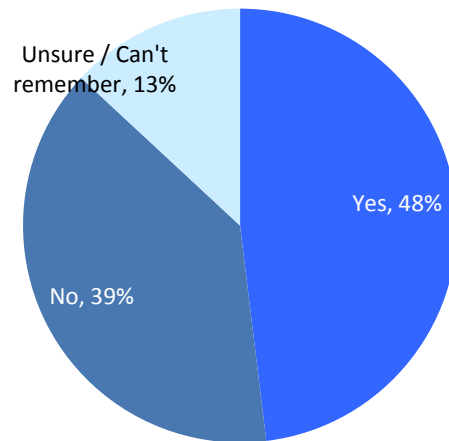
### Q6A For each type of email please tell us if you think you are getting too many, the right amount or not enough



Base: Panellists participating in survey n=2925

Most panellists felt they were getting the right amount of email updates, however around a quarter would like more emails regarding results updates and other opportunities to give feedback.

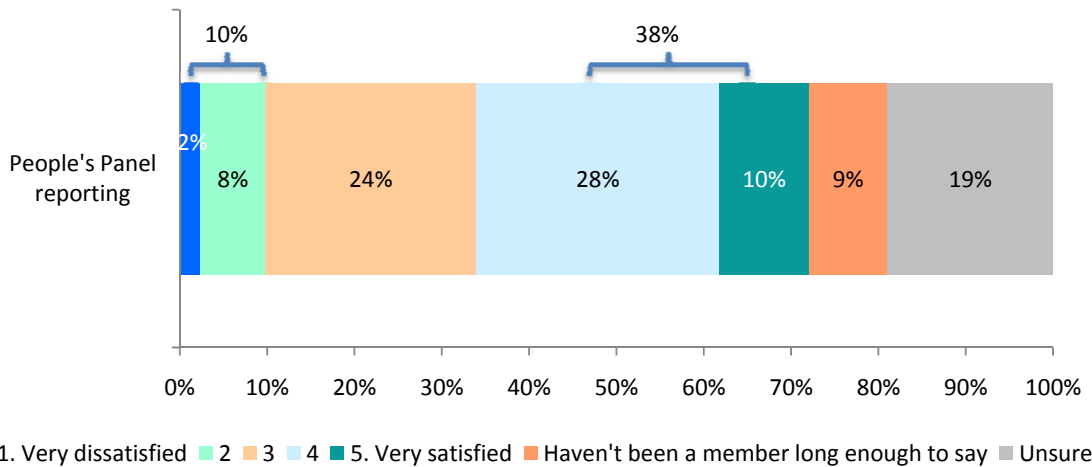
### Q7A Have you ever read any of the key findings or reports of survey results on the People’s Panel webpage?



Base: Panellists participating in survey n=2925

Half of panellists had read the survey results and findings reports.

**Q7B Overall, how satisfied are you with the reporting of People's Panel results?**



Base: Panellists participating in survey n=2925

Just over one third (38%) were satisfied with People’s Panel reporting, while 10% were dissatisfied. 24% were neutral and 28% were unable to say how satisfied they were.

Among those who had read the reports from Q7A, 62% were satisfied and 4% were dissatisfied, while 28% were neutral and 5% could not say.

**Q7C How could we improve the way we report People's Panel results?**

By far the most frequently mentioned suggestion was a request to email participants the results (or at least a brief summary of them). Panellists commented that they did not have time to check the People’s Panel website and would like to receive the results via email. Likewise a number of people commented that they did not know these reports existed, and had not seen them:

*“As a respondent, am I emailed a link to the results page? If so, I can't remember any emails like this. Might be useful, or at least even to email a couple of interesting stats from each result to pique my interest.”*

*“As my time is limited I do not go searching for the People's Panel results. I would prefer they were sent directly to me as a Panel participant - as well as being on the web.”*

*“By giving a short summary of the last survey results when sending out the new survey to avoid the need to go to the website.”*

*“Didn't know where to find the results. There should be a reminder with each new survey where results of previous surveys can be viewed. Even better would be an email alert every time results of a survey are posted. I don't have time to keep looking in-case results have been posted but would be interested to read results when available.”*

*“Email people who have participated in a particular survey to let them know when the results become available. The means of communication you are using to elicit the responses should also be used to advise of reports.”*

*“Didn't know that results were on the web page.”*

*“Cant comment - I have assumed that giving my opinion was required and I haven't thought to follow up on the website.”*

Others would like evidence regarding the impact that the findings were having on council decision-making, strategies and plans

*“It would be interesting to see how survey results are used in the management processes and policies and if indeed any practical changes are introduced that reflect the information gathered. It may also*

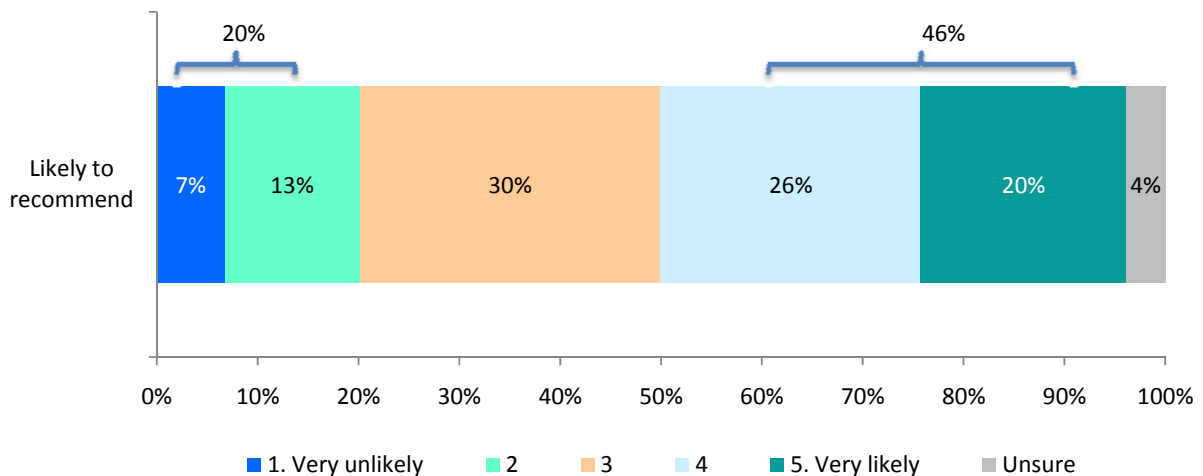
*be useful to involve "panel people" in forwarding ideas and suggestions on how efficiencies and beneficial changes might be introduced in order to assist and broaden the information and experience base available, particularly where qualified experience of participants might be desirable."*

*"Would like to know when and if council has actioned any of the results and if so what decisions have been affected."*

Other suggestions included making the reports and surveys briefer, more direct, more visual or more objective.

Panellists were told "We currently have over 10,500 members of the People's Panel but we would like to encourage more Aucklanders to join so that we can truly represent the Auckland Region."

**8A How likely are you to recommend joining the People's Panel to your family, friends and colleagues?**



Base: Panellists participating in survey n=2925

Just under half (46%) were likely to recommend the People's Panel to friends and family, while 20% were unlikely to. There were no significant differences between members of different demographic groups.

**8B How can we encourage more Aucklanders to join the People's Panel?**

The most frequently mentioned suggestions included offering financial incentives and rewards of some kind and promoting the panel through various sources such as media, social media, through community events and gatherings, via email and post and/or through rates notices:

*"Guess incentives work best with most people. A key is to keep surveys short or people wont be bothered giving up their time."*

*"Offer an incentive (eg win one of 2 \$50 prizes) to existing panel members who invite their family and friends to join."*

*"Quadruple Flybuis for participation. Multi flybuis for introducing someone. A Christmas party where everyone can bring a friend - you can have the friend! Discounts and no arguments from Watercare. Guarantees that everyone wins one of your draws at least once a year ( or every say....10th survey they complete)"*

*"A 10% discount on rates would be a GREAT incentive!!"*

*"Advertise more widely to recruit people - eg use social media, libraries, TV, radio etc."*

*"Have articles in the local newspapers about the surveys, and details of the findings."*

*"Keep mentioning it in Our Auckland and maybe in the rates notices."*

*"Maybe invite members of the people's panel to forward the surveys onto their friends/family?"*

*“Publicise it more in national and local press and on TV. People I talk to don't know it exists generally. Libraries are also a good place. Perhaps a publicity event in local libraries. Press releases about how useful the panel is in helping you make decisions.”*

Some felt that more should be done with the results – such as making them more widely available and providing evidence that the findings were actually being acted upon:

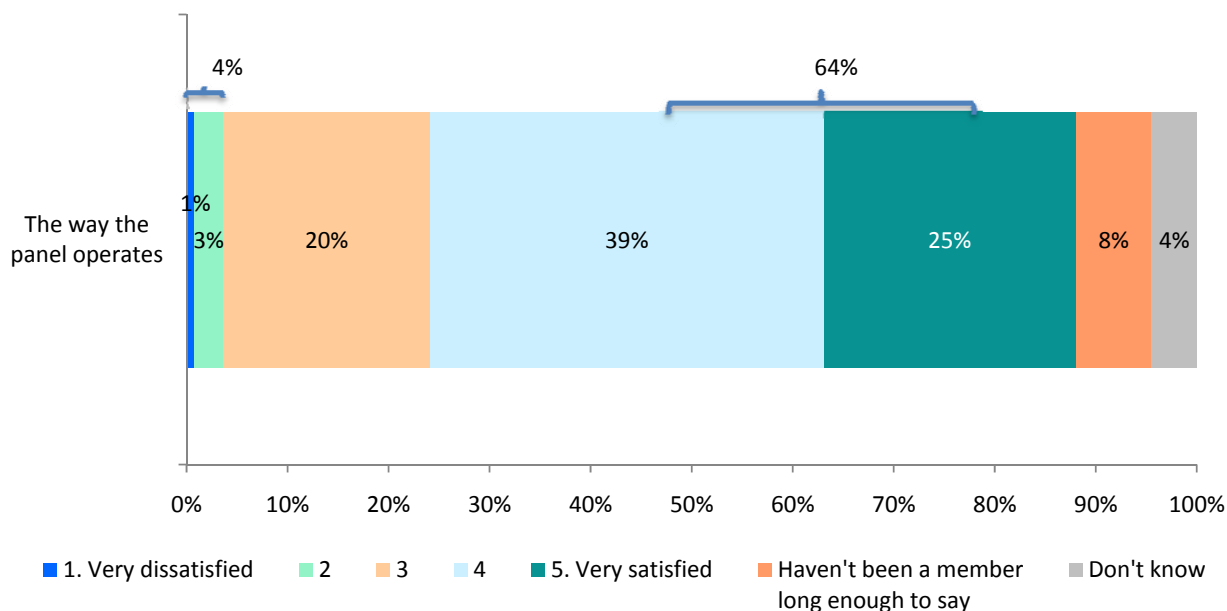
*“By indicating how the results of people's panel influenced the decisions of the council.”*

*“Show the impact that answering these surveys has on policy.”*

*“By indicating somehow that their views are in fact being taken notice of-which I don't believe to be the case. I believe Council have made their minds up and will not change what ever the views of peoples panel members!”*

*“Promote changes that have been made because of the people's panel”*

### Q9A Overall, how you satisfied are you with the way the panel has operated over the past year?



Base: Panellists participating in survey n=2922

Two thirds (64%) were satisfied with the way the panel has operated over the past year, but 4% were dissatisfied. There were no significant differences between members of different demographic groups.

### Q9B What do you like about being part of the People's Panel?

The most frequently mentioned theme was that participants enjoyed the opportunity to have their say on the future direction of Auckland, contribute to the council's decisions and be involved in the democratic/governance process:

*“Feeling that I have a stake in Auckland city and there is opportunity for comment opinion and my own considerations. It's a useful & inclusive way for individuals to participate in civic governance.”*

*“Contributing to making Auckland better.”*

*“The opportunity to feel part of overall decisions about my city.”*

*“I feel I am part of my city by doing this.”*

*“Highly value having the opportunity to give considered feedback on real issues in our environment (in the broadest sense of the term) and its development.”*

*“Having my say & feeling that it matters.”*

*“The idea that I might influence along with others the decisions on policy that might affect me and the people of Auckland. I would like for feedback on how influential the panel as been.”*

*"I hope to be able to contribute to our city in some small way. If our ideas are considered then it is democracy in action."*

*"I actually do enjoy having a chance to add my thoughts. It has made me feel more tuned in and I have recommended to others in my community."*

*"Chance to input into local government decision making."*

*"A chance to voice my opinion and have a say in future plannings."*

*"Feel a little empowered. Develops a sense of community over time, I hope."*

*"A feeling of being able to make a contribution, even if in a small fashion, and being consulted on some quite specific issues in more depth than I've ever been able to before."*

Some liked finding out about council's plans and initiatives and/or how easy and convenient it was to participate, especially compared to other consultation exercises, and that they could fit it in around work without having to attend meetings etc:

*"Ease of access & ability to express views as you see them. Can be done 24/7. Offers multiple input as the topic / flow of information evolves."*

*"The surveys are not too long, and in a simple easy to understand layout, without too much reading."*

*"I get to have an opinion represented without having to physically go to meetings. I like the reporting back - wide range of opinions. Some people think of consequences I hadn't thought of. democracy in action isn't it? I assume the PP holds some sway in decision making..."*

*"Easy means of providing feedback - able to do from home in my own time."*

*"I get to contribute on matters which I care about. I am only one voice, but don't have to find the confidence to stand up in a meeting to have my voice heard, or waste some worker's time in replying to my thoughts and concerns. I like the relative anonymity. In viewing the results, I get to see where others sit on a particular issue, and learn other perspectives which I may not have considered."*

*"Get information about council activities and a chance to have a bit of input."*

*"Finding out more info about the council's priorities."*

*"I get information about things that I wouldn't otherwise hear about, it gives me a sense of inclusion."*

*"Getting some idea of where the council is trying to head."*

Others mentioned the prize draws and winning Zoo passes:

*"Being asked my opinion and having the option of winning a prize."*

*"Being entered into prize draws, survey lengths aren't usually very long, interesting topics."*

*"Having my say, and a chance to win stuff."*

### **Q9C What else can we do to improve the People's Panel?**

In line with comments raised earlier, the most frequently mentioned improvement suggestion was to provide information on how the results of People's Panel surveys are actually used by the council to inform/change policies and plans. Panellists would like to see both the results of the surveys and a demonstration of what council has done differently as a result:

*"Actually prove that someone is listening - genuinely."*

*"Give me a better sense of whether me taking time to comment makes any difference to decisions being made."*

*"Make sure that results of surveys are communicated in a timely way - and where the results are put to use by Council at a later date, let the People's Panel know with an update on how it influenced a decision etc."*

*"Advertise instances of panel results influencing council decisions - i.e. more feedback to members."*

*"Provide evidence of the tangible outcomes that are put in place based on the panel results."*

*"Greater feedback on the Survey Results and what decisions are being taken as a result, e.g. send survey participants links to the results once they are available. Make information on the People Panel more visible on the Council website, i.e. you shouldn't have to click on a menu to find it."*



*“Advertise results in your publications, advise when policy has been guided by responses from Panel - why would one spend even 5 minutes responding to answers to questions on survey if there is no way of assessing effect of answers?? Currently I am considering withdrawing because of lack of info about the relevance of Panel and use of my time in responding to your questions.”*

Other comments included ways to further grow the panel and make it more representative, ways to make the surveys simpler and easier to complete, the need to target surveys to the topics that panellists are interested in, and ways to encourage further engagement (e.g. through online forums, focus groups, face to face meetings etc).

*“Have more questionnaires re everyday things which annoy us e.g. litter and graffiti etc.”*

*“Have surveys about specific projects, such as the rail link around the city, purchasing additional park areas, rate increase, and funding of 'nice to have' projects in using tax payer funds! Things like increase in water costs, higher rates and living costs, then putting on concerts that are disproportionately in one area and not all over the whole area.”*

*“Start inviting feedback on key issues eg Traffic; transport; future of Auckland Harbour bridge; and even more currently important landscape planning and what is happening in Parks & Reserves or Streetworks or whoever is responsible for the trees lining the streets. Some trees are in a dreadful state and very little planting or maintenance appears to be taking place.”*

*“Get more people involved and make sure they are from different socio-economic and ethnic backgrounds.”*

*“Have Ethnic Panels as part of the People's Panel. So there's the main People's Panel, and then there's the Ethnic one as well. I would be interested to know what other Maaori in Tamaki think.”*

*“Make the survey pages mobile friendly! - I've mentioned this for the last year and a bit. The platform used is not great to navigate on, or respond to like I'm doing now on the bus via my iPhone. It is really difficult to respond but I do it because I care. This could also increase response rates.”*

*“Update the survey page with mobile or Smartphone friendly pages. The pages are very awkward to use on a smartphone as they don't resize and I have to keep drilling left and right.”*

There were also a few comments regarding the prizes and the opportunity to win things for taking part:

*“Have a few more prizes eg second place.”*

*“A byline about what some winners of the small prizes, or how many prizes you've given out so far, reassures people that the prizes mentioned are in fact being won and encourages more submissions.”*

#### **4.2.1 How these results have been used**

The results have helped us assess the operation and administration of the People's Panel and identify areas for improvement. One key message was that members would like to know when results of surveys are available on the website and receive some of findings of these surveys by email. As a result we have introduced brief monthly results updates which also highlight some of the other opportunities to have give feedback to council.

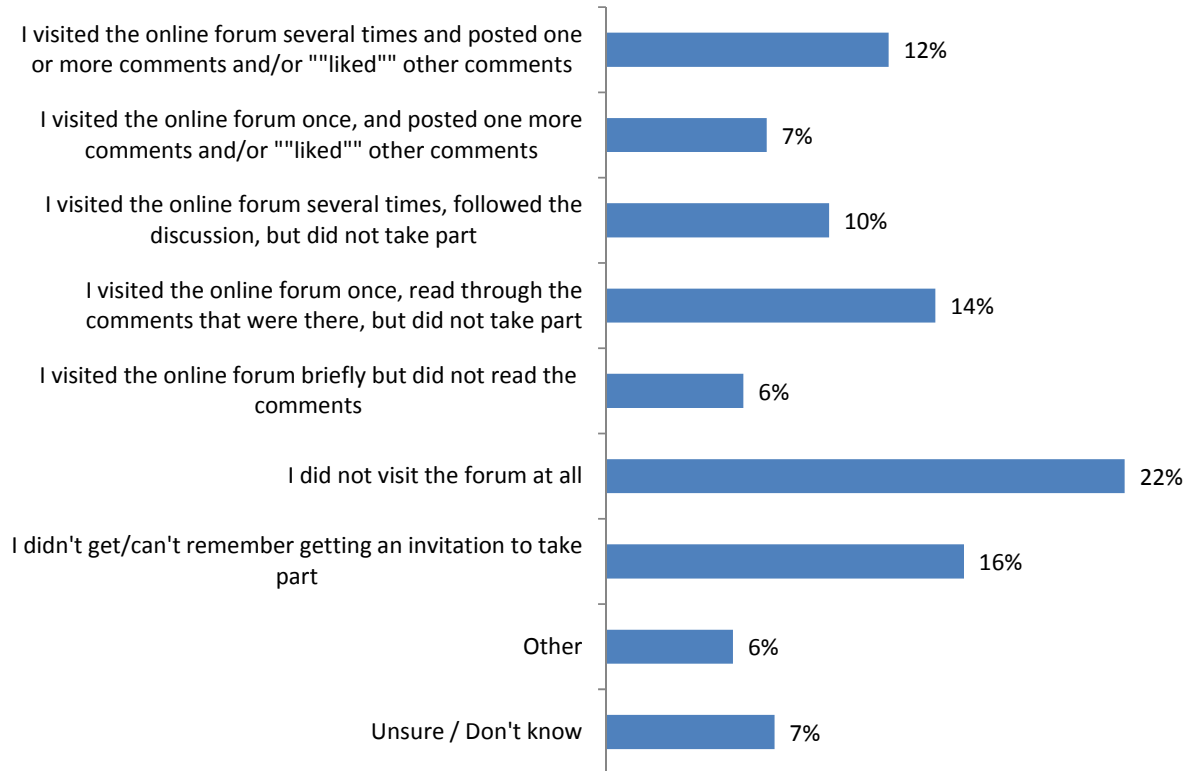
### 4.3 Unitary Plan online forum

The final survey section aimed to get feedback from survey participants who had previously said they would like to take part in an online forum on the Unitary Plan held in 25 October- 7 November 2012. The forum set out to provide an innovative, interactive way for Aucklanders to discuss key directions and proposals being considered early on in the development of Auckland’s Unitary Plan. Unlike online surveys, where individual responses remain confidential, the online forum encouraged participants to read and respond to the comments of others.

Panellists were asked if they had taken part in the forum and to give their thoughts on how it went

#### Q10A Did you take part or visit the online forum while it was open?

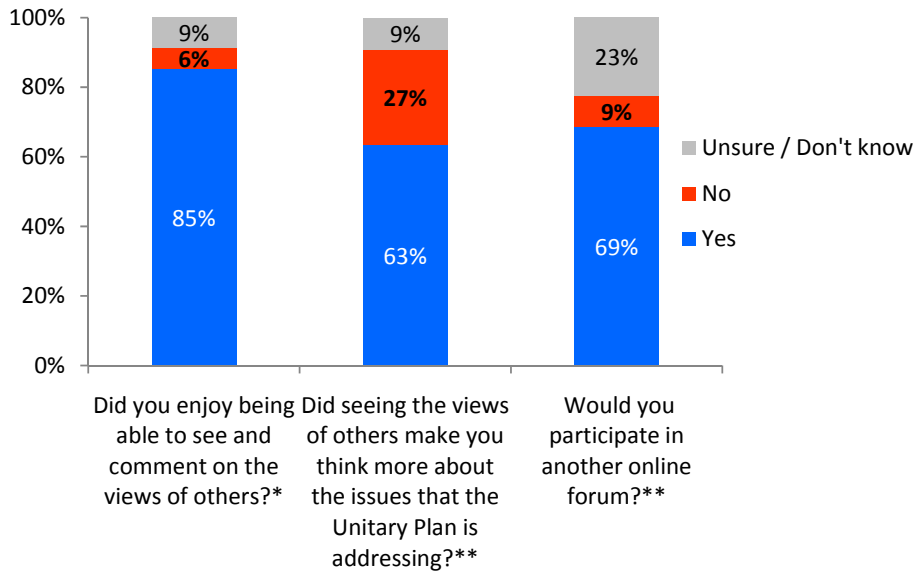
Which of the following best describes you?



*Base: Survey participants who had previously said they were interested in participating in the Unitary Plan online forum n=889*

Almost 20% of those who had previously said they were interested in the forum had visited the forum and posted or “liked” at least one comment. A further 24% had visited the forum, read the comments of others but had not posted any of their own.

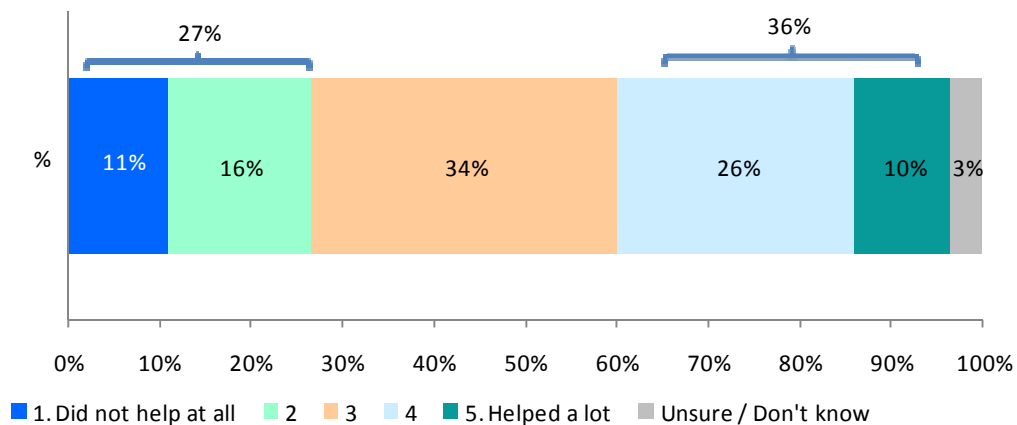
**What did participants think of the Unitary Plan online forum?**



**Base:** \* Panellists who had posted comments on the forum n=171\*\* Panellists who had posted and/or read comments n=262

Most of those who actively participated in the forum by posting or “liking” comments enjoyed being able to see and comment on the views of others. A smaller number (63%) said that reading the views made them think more about the issues the Unitary Plan is address . This group also included less active participants who read comments but did not post any themselves. Almost 70% of those who had posted and or read comments thought they would participate in another online forum.

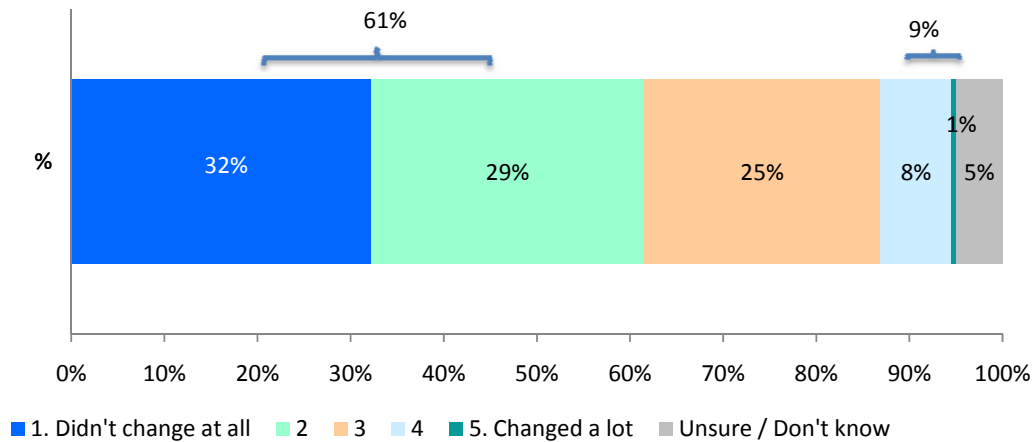
**Q11A To what extent did the online forum help you to understand the key issues facing the Unitary Plan?**



**Base:** Panellists who had posted and/or read comments n=262

Over a third (36%) of those who had posted and/or read comments said the forum helped them to understand the key issues facing the Unitary plan – just over a quarter (27%) did not find it helpful.

**Q12A To what extent do you think your own view changed as a result of seeing the opinions of others in the forum?**

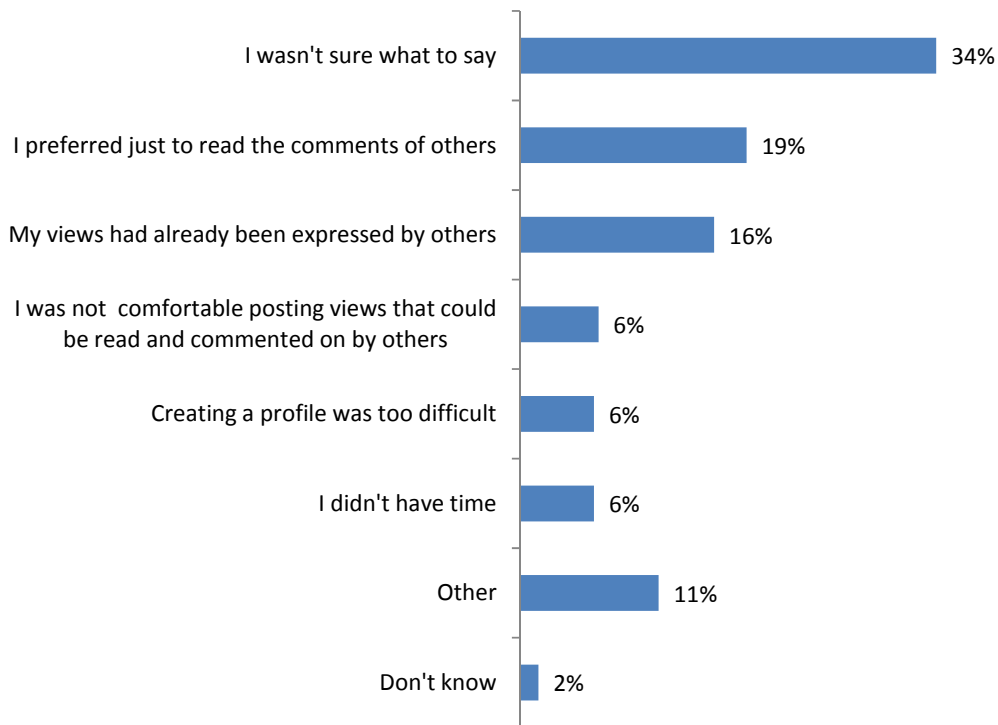


Base: Panellists who had posted and/or read comments n=262

Although participants generally were positive about the online forum few (9%) thought their own views had changed as a result of taking part.

The number of people who visited the forum without giving their own opinion was higher than the number of those who actively participated. These people were asked why they did not post or "like" a comment?

**Q14A What is the main reason you did not post a comment or 'like' another contributor's comment on the online forum?**



Base: Panellists who had read comments on the forum but did not post their own comment=262

A third (34%) said they were not sure what to say while 19% preferred to read the comments of others. 16% thought their views had already been expressed.

**Those who had taken part in the forum were asked to give their impressions of the forum and make suggestions for improvements.**

Most panellists found the forum easy to access although a few said the sign up process was too difficult. Many valued another avenue to have their say and enjoyed the diversity of opinions expressed and the chance to interact with others. A few did not enjoy the open and broad nature of the discussion, felt the conversation was dominated by those with fixed points of view or became too argumentative. Opinion was divided on the extent of moderation – some wanted more – some thought the moderators too heavy handed. .

*[I liked the] opportunity to put a point of view that hasn't been framed by a narrow question. People obviously had thought deeply about some of the issues. Council hopefully took notice of their comments.*

*A great chance to test ones own views and see how the rest either challenge or support your thoughts.*

*Great to see what other people think.*

*The diverse range of opinions even if some of them were "off the wall"*

Some participants felt the forum should have been open to for longer and more reminders about it sent. Another suggestion was to have regionally based forums – as different areas would have different issues. Some participants expressed their concern that the council had already made up their minds and would not take notice of opinions expressed in the forum. Others suggested improvements to the forum software.

*The day I visited - was all to do with metropolitan areas - didn't feel involved Maybe need a 'districts forum' as well.*

*Having only one aspect would make it more focused discussion. Running the three concurrently was too hard to follow and people inevitably dropped out or duplicated their views in each.*

*To get more diverse comment specific content would have to be limited to perhaps three comments per individual.*

*Change the look of it somehow so that the task of scrolling through all of the comments doesn't seem quite so arduous.*

**4.3.1 How these results have been used**

Feedback from those who took part in the online forum has informed the design and moderation of the second Unitary Plan online forum - open March – May 2013

**Appendix I Questionnaire with tables**

Q1A: How many TVs does your household have?	Number of responses n=2925	% of responses
0	103	4%
1	941	32%
2	935	32%
3	499	17%
4	276	9%
5	100	3%
6	54	2%
7	13	0%
8	2	0%
10	2	0%

Base: Panellists participating in survey n= 2925

Q2A How many TVs do you think you will be disposing of to a recycle centre in your area?	Number of responses n=2822	% of responses
0	1705	60%
1	689	24%
2	328	12%
3	66	2%
4	27	1%
5	5	0%
8	1	0%
9	1	0%

Base: Panellists with 1 or more TVs in their household n=2822

Q3A How easy it would be for you to take the TVs you wish to dispose of to a recycle centre in your area?	Number of responses n=1116	% of responses
I would have no difficulty moving and transporting my TV/s to a recycle centre.	508	46%
I might find it a little difficult to take my TV/s to a recycle centre, but I could do it	278	25%
I would need the assistance of family or friends to take my TVs to a recycle centre	172	15%
I could take some of the TVs I wish to dispose of to a recycle centre, but not others	43	4%
I would not be able to take my TV/s to a recycle centre	62	6%
Other	34	3%
Unsure/Don't know	19	2%

Base: Panellists who plan to dispose of 1 or more TVs n=1116

Q4A How interested are you in being able to take the TVs you wish to dispose of to a drop-off recycle centre in your area?	Number of responses n=2925	% of responses
1. Not interested at all	28	3%
2	40	4%
Total not interested (1&2)	68	7%
3	98	9%
4	159	15%
5. Very interested	719	68%
Total interested (4 & 5)	878	83%
Unsure/Don't know	11	1%

Panellists able to dispose of their TVs n= 1055

Q5A How much do you think is a fair price for people to pay towards the cost of recycling each TV they wish to dispose of?	Number of responses n=1055	% of responses
\$25 - it should be fully disposer pays	494	17%
\$10	693	24%
\$5	399	14%
\$2	111	4%
TV recycling should be fully funded by council or government	990	34%
Unsure/Don't know	238	8%

Base: Panellists participating in survey n= 2925

Q5B Do you have any comments to add regarding the recycling or disposing of old TVs? Open	Number of responses n=1176	% of responses 40%
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### People's Panel Questions

Q6 For each type of email please tell us if you think you are getting too many, the right amount or not enough	Too many		The right amount		Not enough		Haven't been a member long enough to say		Unsure	
	n	%	n	%	n	%	n	%	n	%
Survey invitations	88	3%	2447	84%	162	6%	168	6%	60	2%
Survey reminders	154	5%	2348	80%	77	3%	135	5%	211	7%
Result updates	27	1%	1657	57%	847	29%	178	6%	216	7%
Information about other opportunities to give feedback	29	1%	1693	58%	636	22%	168	6%	399	14%

Base: Panellists participating in survey n= 2925

Q7A Have you ever read any of the key findings or reports of survey results on the People Panel website	Number of responses n=2925	% of responses
Yes	1406	48%
No	1136	39%
Unsure/Don't know	383	13%

Base: Panellists participating in survey n= 2925

Q7A Overall how satisfied are you with the reporting of People Panel results	Number of responses n=2925	% of responses
1. Very dissatisfied	68	2%
2	220	8%
<b>Total dissatisfied (1 &amp; 2)</b>	<b>288</b>	<b>10%</b>
3	704	24%
4	816	28%
5. Very satisfied I	299	10%
<b>Total satisfied (4 &amp; 5)</b>	<b>1115</b>	<b>38%</b>
Haven't been a member long enough to say	264	9%
Unsure / Can't remember	554	19%

Base: Panellists participating in survey n= 2925

Q5B How can we encourage more Aucklanders to join the Peoples Panel?	Number of responses n=1362	% of responses 47%
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Q8A How likely are you to recommend joining the People Panel to your family, friends and colleagues?	Number of responses n=2925	% of responses
1. Very unlikely	197	7%
2	391	13%
<b>Total unlikely (1 &amp; 2)</b>	<b>588</b>	<b>20%</b>
3	873	30%
4	755	26%
5. Very likely	596	20%
<b>Total likely (4 &amp; 5)</b>	<b>1351</b>	<b>46%</b>
Unsure / Can't remember	113	4%

Base: Panellists participating in survey n= 2925

Q9A Overall how satisfied are you with the reporting of People Panel results	Number of responses n=2923	% of responses
1. Very dissatisfied	22	1%
2	85	3%
<b>Total dissatisfied (1 &amp; 2)</b>	<b>107</b>	<b>4%</b>
3	597	20%
4	1139	39%
5. Very satisfied I	729	25%
<b>Total satisfied (4 &amp; 5)</b>	<b>1868</b>	<b>64%</b>
Haven't been a member long enough to say	220	8%
Unsure / Can't remember	130	4%

Base: Panellists participating in survey n= 2923

Q9B What do you like about being part of the People's Panel?	Number of responses n=1921	% of responses 66%
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Base: Panellists participating in survey n= 2923



Q9C What else can we do to improve the People's Panel?'	Number of responses n=908	% of responses 31%
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Base: Panellists participating in survey n= 2923

### Online Forum Questions

Q10A Did you take part or visit the online forum while it was open?	Number of responses n=889	% of responses
I visited the online forum several times and posted one or more comments and/or ""liked"" other comments	109	12%
I visited the online forum once, and posted one more comments and/or ""liked"" other comments	62	7%
I visited the online forum several times, followed the discussion, but did not take part	86	10%
I visited the online forum once, read through the comments that were there, but did not take part	127	14%
I visited the online forum briefly but did not read the comments	53	6%
I did not visit the forum at all	200	22%
I didn't get/can't remember getting an invitation to take part	138	16%
Other	49	6%
Unsure / Don't know	65	7%

Base: Panellists who had previously expressed an interest in taking part in the Unitary Plan Online Forum n=889

Q11A To what extent did the online forum help you to understand the key issues facing the Unitary Plan?	Number of responses n=382	% of responses
1. Did not help at all	42	11%
2	60	16%
Total did not help (1&2)	102	27%
3	128	34%
4	99	26%
5. Helped a lot	40	10%
Total helped (4&5)	139	36%
Unsure / Don't know	13	3%

Panellists who had posted and/or read comments on the forum n=382

Q11B Did you enjoy being able to see and comment on the views of others?	Number of responses n=171	% of responses
Yes	146	85%
No	10	6%
Unsure/Don't know	15	9%

Panellists who had posted comments on the forum n=171

Q11C Did seeing the views of others make you think more about the issues that the Unitary Plan is addressing?	Number of responses n=382	% of responses
Yes	242	63%
No	105	27%
Unsure/Don't know	35	9%

Panellists who had posted and/or read comments on the forum n=382

Q12A To what extent do you think your own view changed as a result of seeing the opinions of others in the forum?	Number of responses n=382	% of responses
1. Didn't change at all	123	32%
2	112	29%
Total didn't change (1&2)	235	62%
3	97	25%
4	29	8%
5. Changed a lot	2	1%
Total changed (4&5)	31	8%
Unsure / Don't know	19	5%

*Panellists who had posted and/or read comments on the forum n=382*

Q 12B Do you have any comments to make on range of the views expressed - for example do you think they reflected the diversity of opinion on these issues?`	Number of responses n=142	% of responses 37%

Q12C How could we have encouraged more debate on the online forum?	Number of responses n=130	% of responses 34%

*Panellists who had posted and/or read comments on the forum n=382*

Q13A What did you like most about the online forum?	Number of responses n=178	% of responses 47%

*Panellists who had posted and/or read comments on the forum n=382*

Q13B What improvements could we make to the online forum?	Number of responses n=123	% of responses 32%

*Panellists who had posted and/or read comments on the forum n=382*

Q13C Would you participate in another online forum?	Number of responses n=382	% of responses
Yes	262	69%
No	34	9%
Unsure/Don't know	86	23%

*Panellists who had posted and/or read comments on the forum n=382*

<b>Q14A What is the main reason you did not post a comment or 'like' another contributor's comment on the online forum?</b>	<b>Number of responses n=264</b>	<b>% of responses</b>
I wasn't sure what to say	16	34%
I preferred just to read the comments of others	17	19%
My views had already been expressed by others	42	16%
I was not comfortable posting views that could be read and commented on by others	49	6%
Creating a profile was too difficult	90	6%
I didn't have time	16	6%
Other	30	11%
Don't know	4	2%

*Panellists who visited the forum but did not post comments n=264*

<b>Q14B What would encourage you to participate in a similar online forum in the future?</b>	<b>Number of responses n=235</b>	<b>% of responses 89%%</b>
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*Panellists who visited the forum but did not post comments n=264*

<b>Q14C Do you have any other comments to make on the online forum?</b>	<b>Number of responses n=123</b>	<b>% of responses 32%</b>
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*Panellists who had posted and/or read comments on the forum n=382*

**Appendix II Respondent profile**

	All respondents n=2655	Percentages (%) n=2655	Statistics NZ Percentages (%) 2006 census data
<b>Gender</b>			
Female	1700	58%	51%
Male	1214	42%	49%
Prefer not to say/Unknown	11	0.4%	
<b>Age</b>			
15-24 years	83	3%	20%
25-34 years	334	11%	19%
35-44 years	619	21%	21%
45-54 years	603	21%	17%
55-64 years	667	23%	12%
65-74 years	474	16%	7%
75+ years	107	4%	6%
Prefer not to say/Unknown	38	1%	
<b>Ethnicity (Multiple response)</b>			
European	2627	90%	55%
Māori	114	4%	11%
Pacific Peoples	61	2%	15%
Asian	161	6%	18%
Middle Eastern, Latin American, African	28	1%	1%
Other	1	0%	8%
Unknown	66	2%	
<b>Local Board</b>			
Albert-Eden	253	9%	7%
Devonport-Takapuna	154	5%	4%
Franklin	128	4%	4%
Great Barrier	5	0%	0.1%
Henderson-Massey	174	6%	8%
Hibiscus and Bays	185	6%	6%
Howick	182	6%	9%
Kaipatiki	205	7%	6%
Mangere-Otahuhu	64	2%	5%
Manurewa	75	3%	6%
Maungakiekie-Tamaki	135	5%	5%
Orakei	247	8%	6%
Otara-Papatoetoe	54	2%	6%
Papakura	51	2%	3%
Puketapapa	75	3%	4%
Rodney	179	6%	4%
Upper Harbour	80	3%	3%
Waiheke	58	2%	1%
Waitakere Ranges	162	6%	3%
Waitemata	325	11%	5%
Whau	127	4%	5%
Other/Unknown	7	0%	-

*Demographics from People's Panel registration information*