



# West Coast Combined District Plan Survey

Local Government Commission

June 2018

# Methodology

- Fieldwork was conducted from the 15<sup>th</sup> to the 19<sup>nd</sup> of June 2018.
- The sample of landline phone numbers was randomly generated.
- The total sample size was 610 people 18 years and over. The margin of error for a 50% figure at the 95% confidence level for a sample size of 610 is  $\pm 4\%$ .
- Oversampling was done in Westland to increase accuracy in this smaller area.
- Quotas for age and gender were set in each district based off subnational population estimates from Statistics NZ. Final weighting was performed so the overall results were representative by population across the three districts.

Population vs. sample				
Population is of people over 18 years old from subnational population estimates from Statistics NZ				
	Population	Population as percentage	Sample	Margin of error at 50% figure with 95% confidence
Buller district	8,450	32.9%	206	$\pm 6.9\%$
Grey district	10,460	40.7%	201	$\pm 6.9\%$
Westland district	6,800	26.4%	203	$\pm 6.8\%$
<b>Total</b>	<b>25,710</b>	<b>100%</b>	<b>610</b>	<b><math>\pm 4\%</math></b>

# Methodology (cont.)

- All numbers are shown rounded to zero decimal places.
- This means that the specified totals are not always exactly equal to the sum of the specified sub-totals. The differences are seldom more than 1%.
- For example:  $2.6 + 2.8 = 5.4$ , if rounded to zero decimal places would appear:  $3 + 3 = 5$

# Sample demographics

		Total %	Buller %	Grey %	Westland %
	Base: n=	610	206	201	203
Gender	Male	49	50	47	50
	Female	51	50	53	50
Age	Under 40	29	28	29	30
	40-59	38	38	37	37
	60 Plus	34	34	34	33
Occupation	Full time work	50	44	52	56
	Part-time work	21	21	21	21
	Not working	29	36	26	23
Household income	Less than \$40K	27	32	26	23
	\$40-70K	23	22	24	21
	More than \$70K	41	35	41	48
Dependent children	Yes	33	31	32	39
	No/Unsure	67	69	68	61
Voted in last local body elections	Yes	81	78	81	85
	No/Unsure	19	22	19	15

# Executive summary



# Executive summary


- Overall awareness of the Local Government Commission proposal for a combined West Coast district plan was high, with nearly three quarters of West Coast residents aware (74%).
- The majority of West Coast residents saw each of the three reasons for the combined district plan as good reasons (between 52% and 60% for each reason).
- Less than half saw each of the reasons against the combined district plan as good reasons (between 31% and 40% for each reason)
- Just over half (52%) of West Coast residents supported the proposal for a combined district plan after hearing the reasons for and against.
- Support in the Buller district was lowest (33%), Support in Grey district was 62% and support in Westland was 58%.

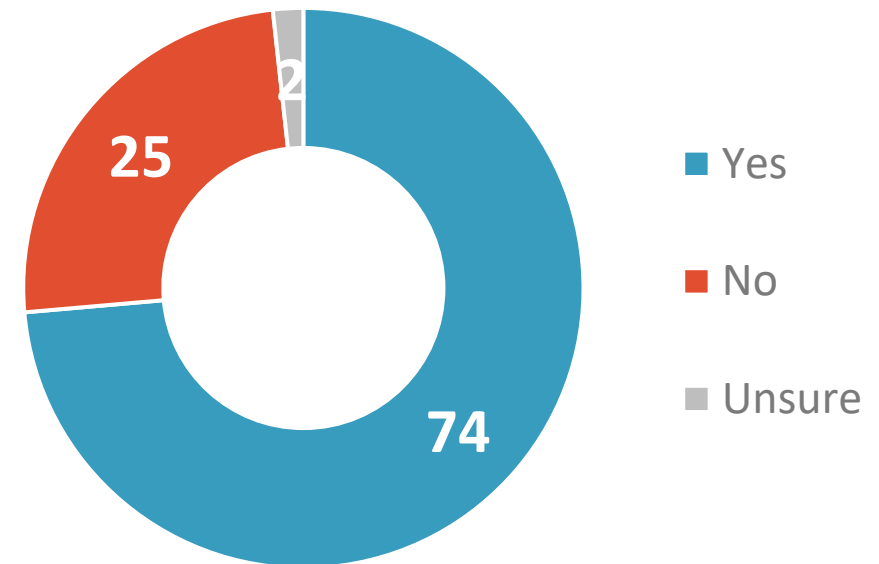
# Draft proposal awareness



# Awareness of the draft proposal

- Almost three quarters (74%) of West Coast residents are aware of the draft proposal recommending a combined West Coast district plan.
- Older respondents (60+) were more likely to be aware of the proposal (89%), as were respondents who said they voted in the 2016 local body elections (80%).

 *Currently, there is a Local Government Commission draft proposal that recommends keeping all four councils separate but sharing a combined West Coast district plan. Prior to this were you aware of the proposal?*



Base: All (n=610)



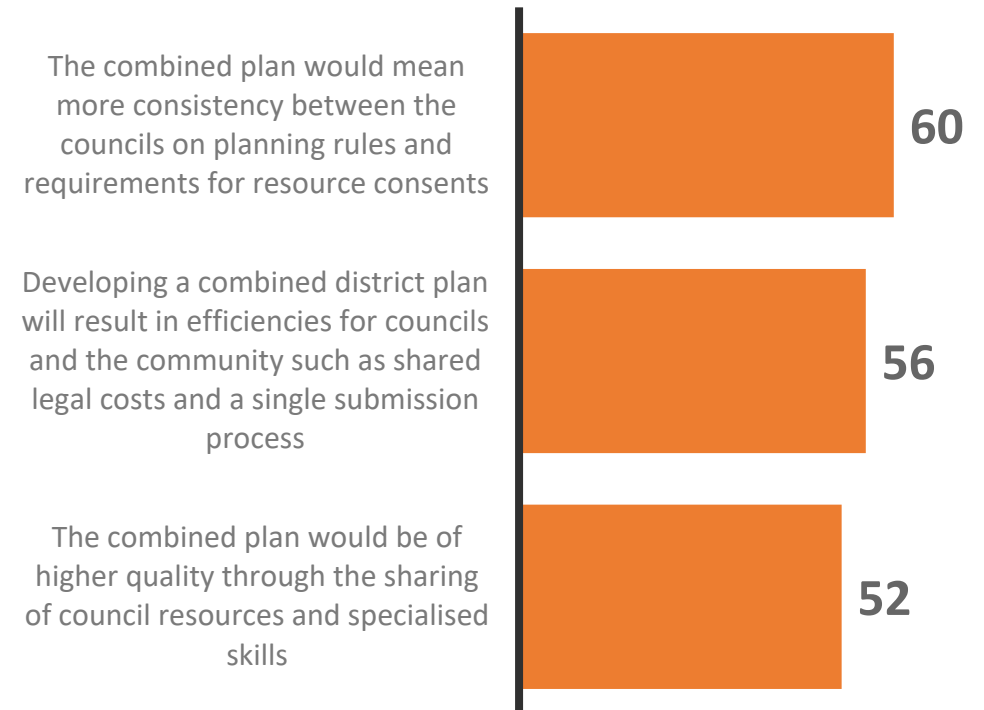
# Reasons for and against combined district plan



# Reasons for having a combined district plan

- The majority of West Coast residents believed all three reasons given for having a combined district plan were good reasons.
- More consistency on planning rules and requirements for resource consents was seen as the best reason of the three (60% saw it as a good reason). Grey district residents were more likely to see this as a good reason (69%).
- Less than half of Buller residents believed each of the three reasons were good reasons for having a combined district plan.

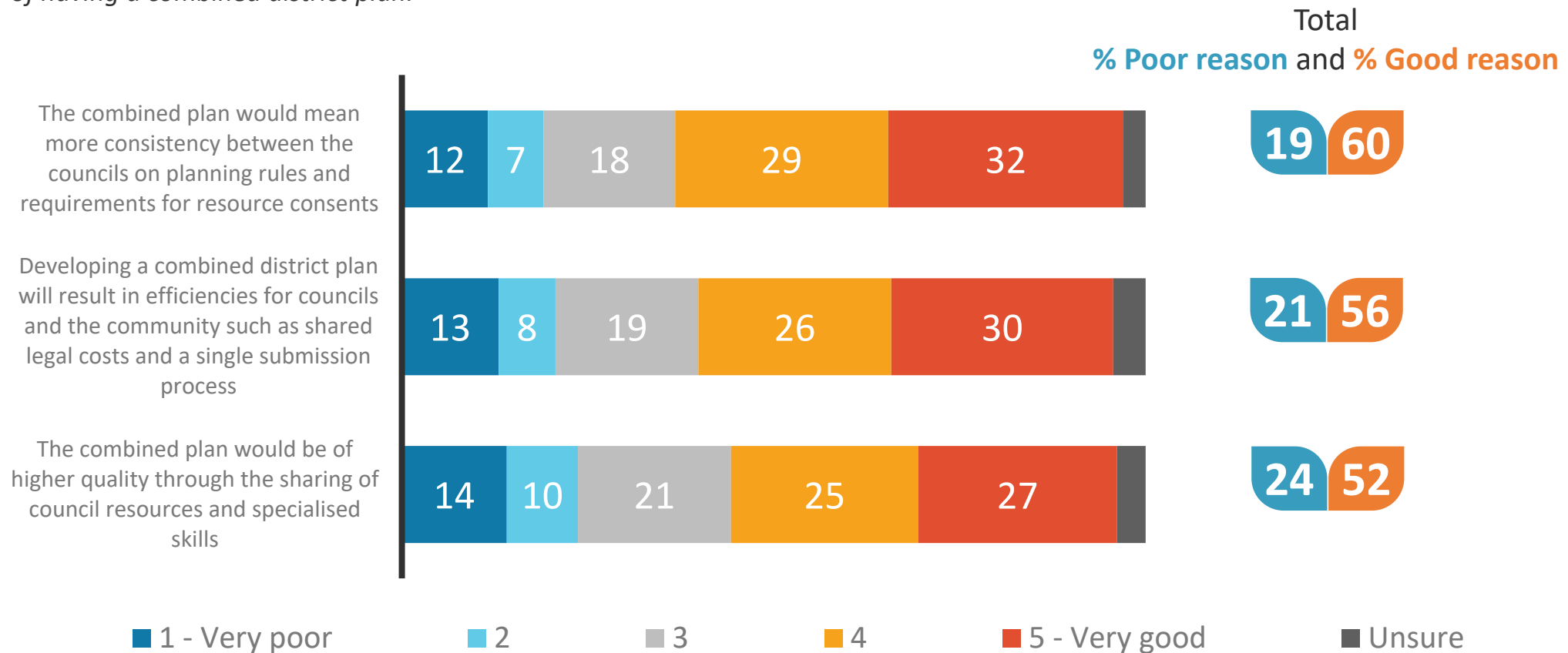
**Q** I'm now going to read three reasons in favour of having a combined district plan. On a scale of 1 to 5 where 1 means it is a very poor reason for being in favour and 5 means it is a very good reason for being in favour, how would you rate the following reasons in favour of having a combined district plan. % **Total good reason (4+5)**



Base: All (n=610)

# Reasons for having a combined draft proposal – full breakdown

*I'm now going to read three reasons in favour of having a combined district plan. On a scale of 1 to 5 where 1 means it is a very poor reason for being in favour and 5 means it is a very good reason for being in favour, how would you rate the following reasons in favour of having a combined district plan.*

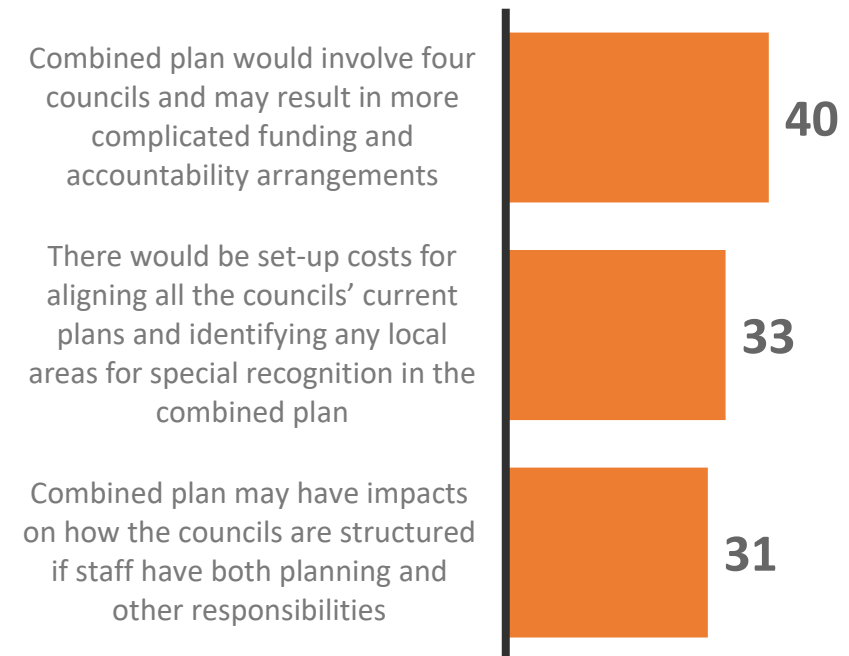


Base: all (n=610)

# Reasons against having a combined district plan

- The reasons against having a combined district plan were generally not as convincing to West Coast residents as the reason for a combined district plan.
- Having a combined district plan which may result in more complicated funding and accountability arrangements was seen as the best reason against the proposal (40% saw this as a good reason).
- Buller residents were generally more convinced by the reasons against than other district residents. However even Buller residents tended to be more convinced by the reasons for than the reasons against the proposed combined district plan.

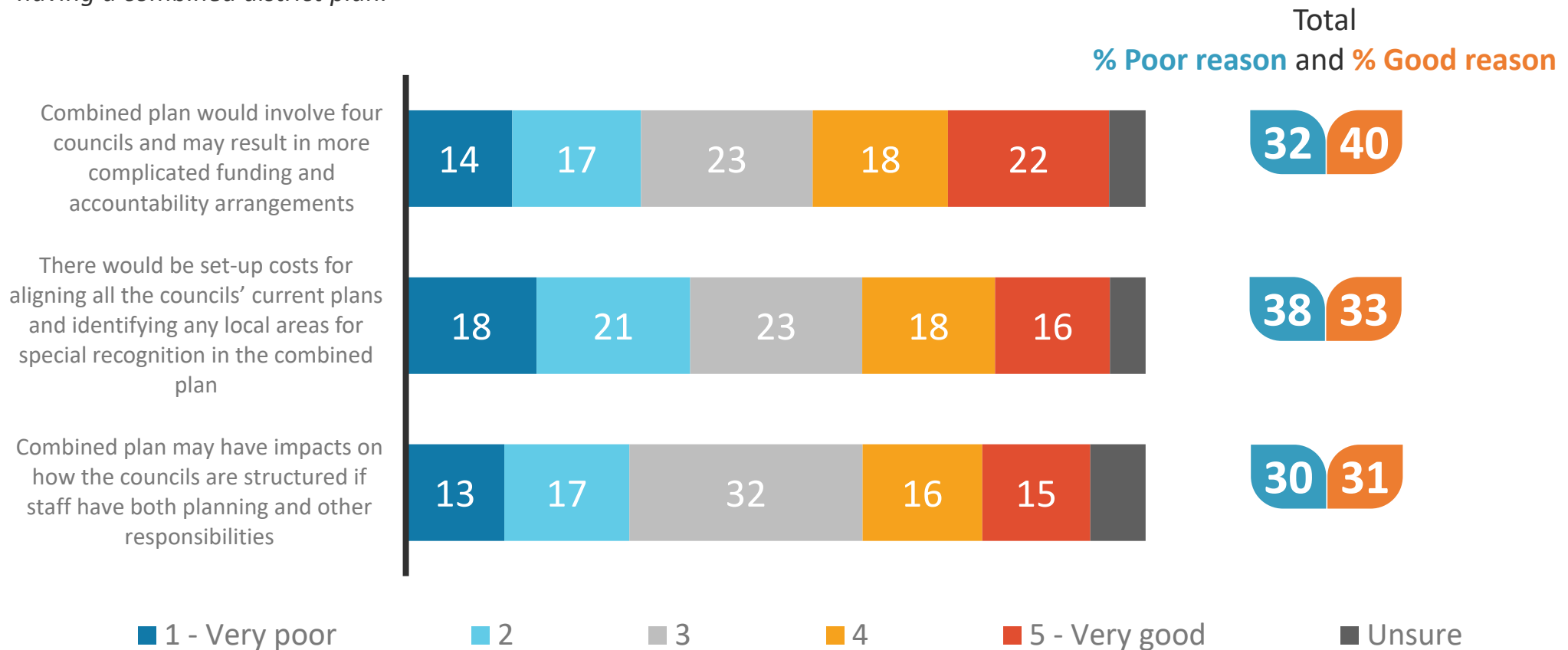
**Q** I'm now going to read three reasons against having a combined district plan. On a scale of 1 to 5 where 1 means it is a very poor reason for being against and 5 means it is a very good reason for being against, how would you rate the following reasons against having a combined district plan. % **Total good reason (4+5)**



Base: All (n=610)

# Reasons against having a combined draft proposal – full breakdown

**Q** I'm now going to read three reasons against having a combined district plan. On a scale of 1 to 5 where 1 means it is a very poor reason for being against and 5 means it is a very good reason for being against, how would you rate the following reasons against having a combined district plan.




Base: all (n=610)

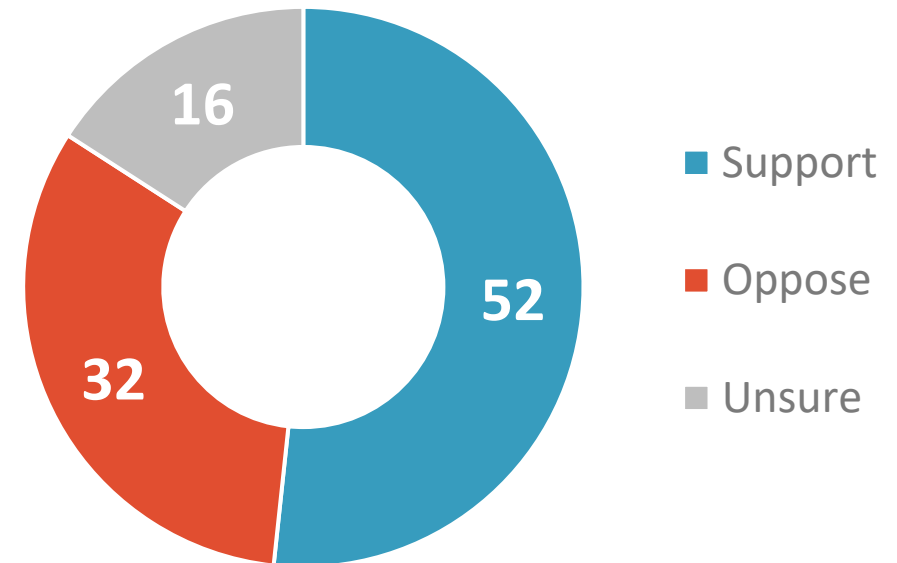
# Support for combined district plan



# Support for the combined district plan

- Just over half (52%) of West Coast residents were in support of the combined district plan after hearing both the reasons for and the reasons against the proposal.
- About a third (32%) were opposed, while 16% were still unsure of their decision.
- Grey District residents were more likely to support the combined district plan (62%), while Buller residents were less likely to support (33%).
- Male respondents were more likely to support than females (57% compared to 46%). As were those in full-time work (60%) and those with over \$70k household income (61%).

 *Having heard these reasons do you support or oppose the proposal for one combined West Coast district plan?*



*Base: All (n=610)*

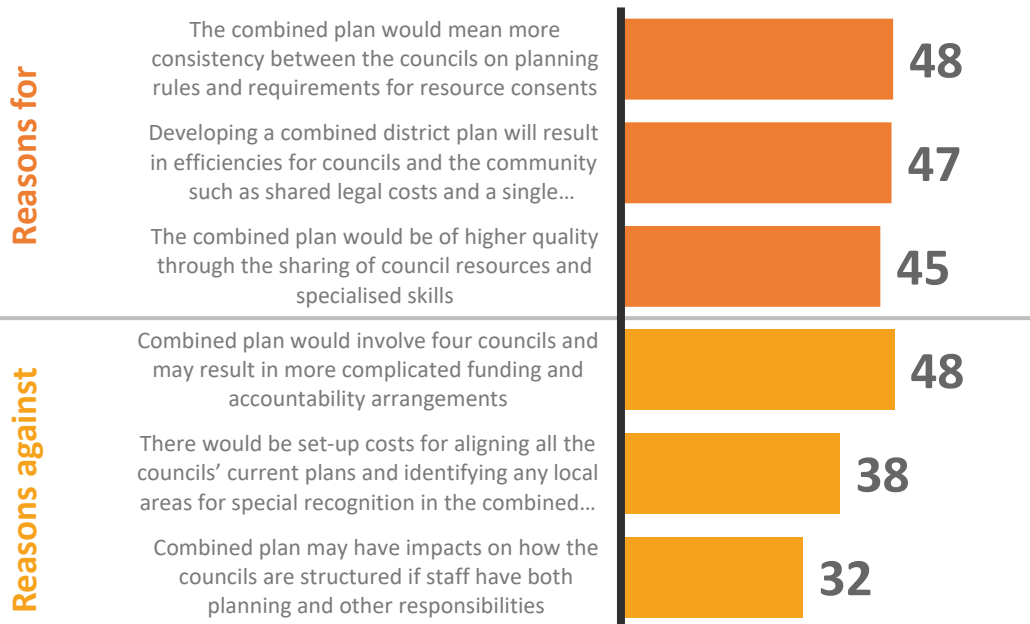
# District breakdowns



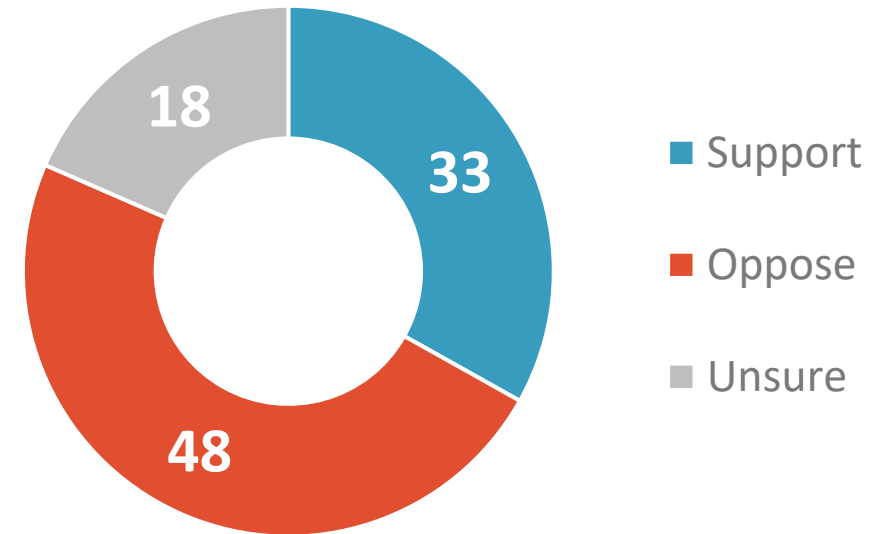


# Buller district breakdown

How would you rate the following reasons [for/against] having a combined district plan. % Total good reason (4+5)



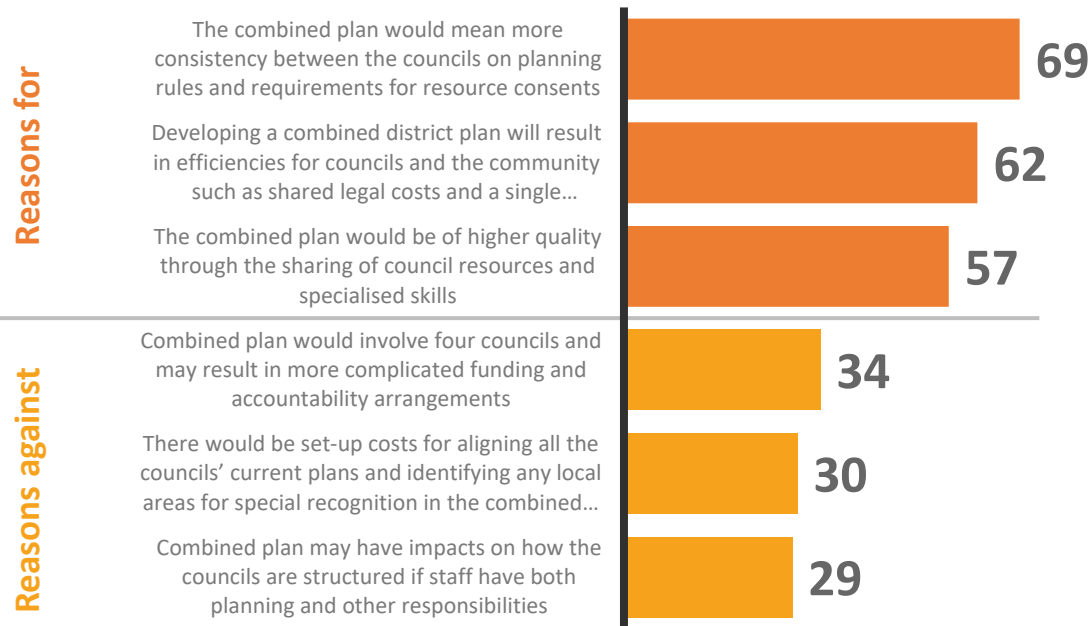
Having heard these reasons do you support or oppose the proposal for one combined West Coast district plan?



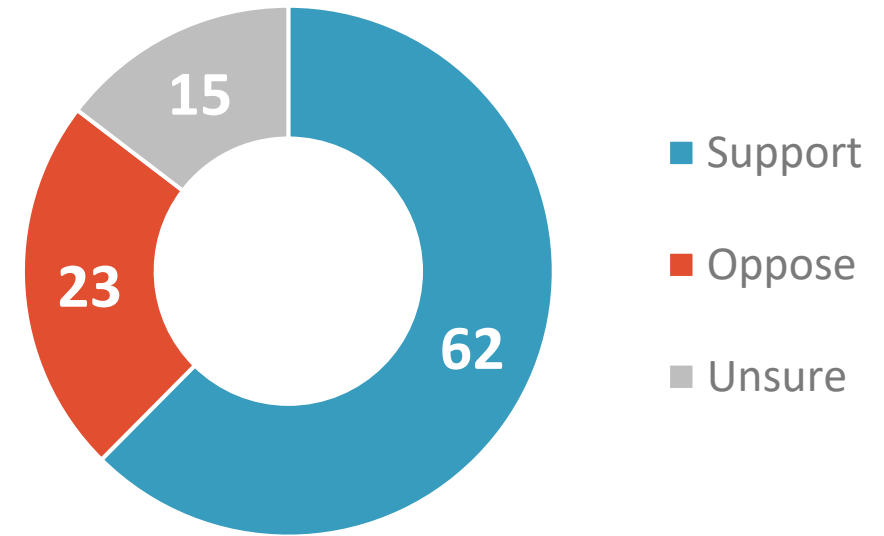
Base: Buller District respondents (n=206)

# Grey district breakdown

How would you rate the following reasons [for/against] having a combined district plan. % Total good reason (4+5)



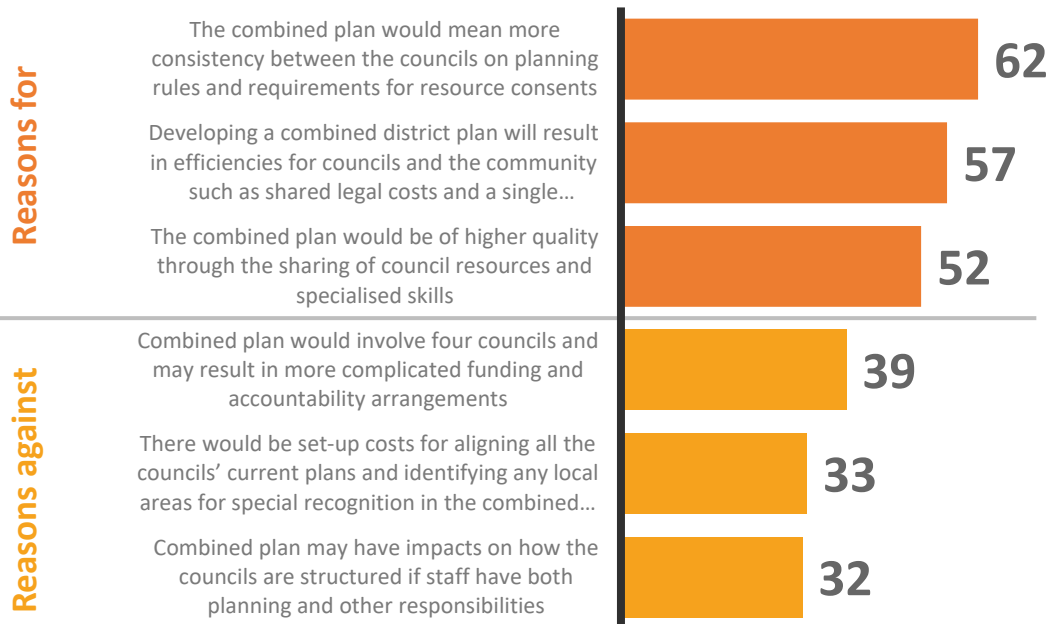
Having heard these reasons do you support or oppose the proposal for one combined West Coast district plan?



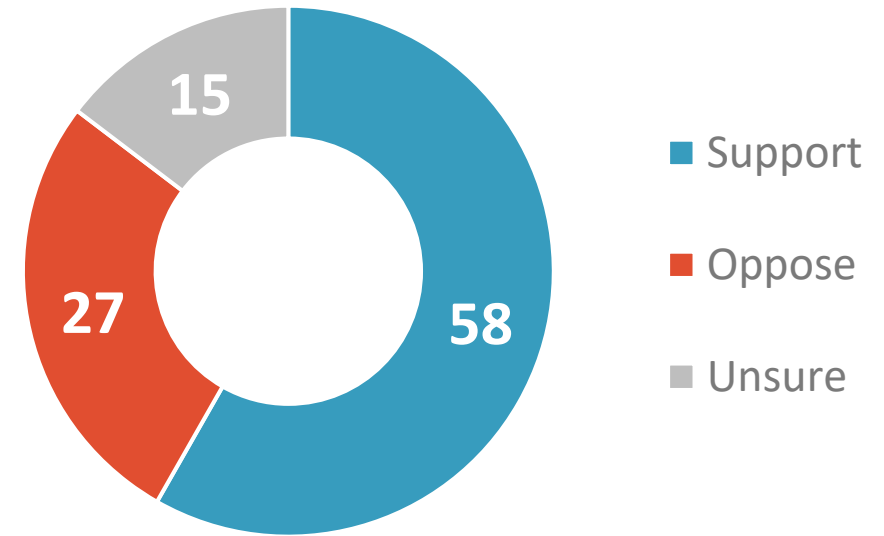
Base: Grey District respondents (n=201)

# Westland district breakdown

How would you rate the following reasons [for/against] having a combined district plan. % **Total good reason (4+5)**



Having heard these reasons do you support or oppose the proposal for one combined West Coast district plan?



Base: Westland District respondents (n=203)