



Report
Date 10 May 2005
File CM/01/04/01

Committee Planning and Monitoring Subcommittee
Author Andrew Cutler Strategic Communication Manager

Communication Research

1. Purpose

To update the Subcommittee on progress developing the 2005 communication research questionnaire.

2. Significance of Decision

The matters in this report do not trigger the significance policy of the Council or otherwise trigger section 76(3)(b) of the Local Government Act 2002.

3. Background

Officers reported to the PMS Subcommittee on 1st February 2005 (report 05.7) about plans to undertake two sets of research in 2005:

- Communications research to monitor the outcomes in the communication strategy and specific communications tools such as Elements and the website.
- *Be the Difference* research to measure the impact of the programme after 18 months. A mix of quantitative and qualitative research with members is proposed.

The Subcommittee received the report and noted that it was an appropriate time to undertake the research.

Officers have now developed a final draft of the survey research questionnaire for the evaluation of the communications strategy and wish to give the Subcommittee the opportunity to comment before the survey research begins in late May.

4. Content of the questionnaire

Since the PMS meeting on 1st February officers have worked with TNS Global Research to develop the questionnaire. The questionnaire has been reviewed

by communications and marketing staff from across Greater Wellington and has now reached the stage of a final draft.

During the discussion at the 1st February meeting Councillors asked officers to ensure that the questionnaire was designed so that comparison could be made with previous survey results. Survey research that measured public awareness and perception of Greater Wellington was carried out in December 2000, July 2002 and December 2003. Officers and TNS have worked through these surveys to ensure that where similar issues are being explored, the questions are comparable.

The following table summaries the content of the questionnaire. A copy of the questionnaire is attached.

<p>Section One</p> <p>Awareness of the role of Greater Wellington.</p> <p>Questions 1 - 10</p>	<p>Monitors levels of prompted and unprompted awareness and attitude toward the organisation, its image and its role.</p> <p>Repeats questions from 2000, 2002 and 2003 surveys.</p>
<p>Section Two</p> <p>Environmental awareness, attitudes and behaviours.</p> <p>Questions 11 - 23</p>	<p>Monitors residents perceptions of how environmentally aware and committed they are. Also asks what actions individuals have taken to help the environment, and asks whose role it is to help protect the environment.</p> <p>Questions in this section will be analysed using a research technique called the Conversion Model. The Conversion Model uses the results of these questions to assess behaviour change over time. The Conversion Model was used in the 2003 environmental behaviour survey.</p> <p>Repeats some questions from 2003 Environmental Awareness survey. Some similar questions were asked in 2000.</p>
<p>Section Three</p> <p>Awareness of Greater Wellington's communications.</p> <p>Questions 24 - 41</p>	<p>Monitors awareness of communication tools such as Elements, website, brochures and so on. Asks about perception of the quality of information (content and production) produced by Greater Wellington.</p> <p>Repeats many questions from 2000 and 2002 surveys.</p>
<p>Section Four</p> <p>Demographics</p> <p>Questions 42 - 50</p>	<p>Standard demographic questions that will enable analysis by sub region, age, income, ethnicity, gender.</p>

5. Survey timing and sample

The telephone survey is planned to begin on the 23rd May. The sample will consist of six hundred residents from across the region selected randomly from the telephone directory.

6. Communications

There is nothing in this report that requires external communication at this time.

7. Recommendation

It is recommended that the Committee:

Note the contents of the report.

Agree the appropriateness of the questionnaire (including any changes that may be suggested).

Report prepared by:

Report approved by:

Andrew Cutler
Strategic Communication
Manager

John Allard
Corporate Policy Manager