

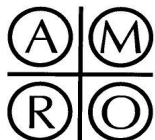


Christchurch Urban Waterways Communication Evaluation September 2009

Executive Summary Report



9 February 2010
Reference: 0909



Level One, 164 Lichfield St, Christchurch 8140
Tel 03 374 9794 ksselway@opinions.co.nz

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Executive Insight



Executive Insight

Introduction

Initial exploratory qualitative research focus groups were conducted in June 2009 to pre-test the campaign communication concepts. Participants requested if there is an issue with waterways they need to be informed of this fact and to be told what they should do to remedy. This research identified visual images, presenting both the issue and solution, had the most impact in terms of communicating about waterway connectivity. The mediums considered most appropriate for carrying these messages had a strong bias towards the back of buses, bus stops and billboards. Environment Canterbury developed the first Christchurch Waterways communication campaign based on evaluation of the initial phase of research, with input and support from Christchurch City Council.

A quantitative exercise* utilising the Opinions Monitor was subsequently completed in June 2009, prior to the launch of the Christchurch Waterways Communication Campaign, to provide an initial benchmark of Christchurch residents attitudes and behaviour in relation to Christchurch's rivers, streams and waterways.

This exercise was repeated post the communication campaign in September 2009 to evaluate awareness of and the impact of the Waterways communication campaign.

The Waterways communication campaign was a small scale campaign over a two month period during July and August 2009, communication channels used were:

- Billboards – Three sites in July, six sites in August 2009
- Print Media – The Press, The Star, Bay Harbour News, Nor'west News, Pegasus Bay News
- Bus interiors
- Radio – MoreFM, Radio Live, KiwiFM
- Posters
- Website
- External Advisory Group.

This report presents the results from the post campaign evaluation. Comparisons have been made where applicable with the findings from the pre campaign benchmark exercise. Where possible, comparisons have also been made with the results from the 2007 River Guardians Research. The results from the research are being used in planning a second advertising and awareness campaign scheduled to run from March to mid-2010.

* The quantitative interviews were completed among a representative sample of 400 Christchurch residents aged 15 and over, in June 2009 pre the communication campaign and September 2009, post the communication campaign.



Executive Insight

Key Results: Waterways Campaign Communication Recall	September 2009 Results Post July – August 2009 Campaign	Context
Recall of at least one Waterways Campaign Communication (Pg 14)	65% recall	Highly respectable level of recall for a campaign of this size and nature.
Recall of seeing or hearing the words: “Christchurch Waterways – Lets Change Our Ways, to Change Our Waterways” (Pg 15)	26% recall	Highly respectable level of recall for a campaign of this size and nature.
‘Everything you drop here, affects every drop here’ - with two photos, one of a drain with rubbish and the other of people punting on the river. (Pg 16)	21% recall	<p>Within the context of attitudes and behaviours towards Christchurch Urban Waterways, the strongest overall message communicated was waterway connectivity and the concept that ‘Everything you drop here, affects every drop here’. This has implications moving forward in terms of communicating about waterway connectedness.</p>
Recall of campaign media (Pg 17)	Recall of Top 3 Campaign Media Newspaper (26%) Billboard (21%) Inside a Bus (6%)	
‘Be careful where you wash your car, you may be cleaning out the rivers’ - with two photos, one of a person washing a car and the other of a sick looking fish. (Pg 18)	27% recall	
Recall of campaign media (Pg 19)	Recall of Top 3 Campaign Media Newspaper (27%) Billboard (8%) Radio (6%) Posters (6%)	
‘If you wash your brushes near a drain, that’s not all you wash up’ - with two photos, one with a person washing paint brushes and the other with a dead fish. (Pg 20)	22% recall	
Recall of campaign media (Pg 21)	Recall of Top 3 Campaign Media Newspaper (15%) Billboard (6%) Inside a Bus (6%)	



Executive Insight (continued)

Key Results: Waterways Campaign Communication Recall (continued)	September 2009 Results Post July – August 2009 Campaign	Context
Recall of the radio advertisement that stated ‘Environment Canterbury reminds you to wash your car on the lawn, dispose of your litter properly and clean your paint brushes in an inside sink. Come on Christchurch, lets change our ways to change our waterways’. (Pg 22)	24% recall	Highly respectable level of recall. The advertisement ran for two weeks on MoreFM, Radio Live and KiwiFM. This finding indicates the use of radio is an effective medium for future dissemination of the waterways connectedness message.
Awareness of the Clean Waterways Website about how best to clean up the Christchurch Waterways, including tips. (Pg 23)	12% aware	The website represents an effective on-going reference resource.

Key Results: Perceptions of Christchurch Rivers, Streams and Waterways Health and Water Quality	September 2009 Results Post July – August 2009 Campaign	Change from Pre-Campaign Survey in June 2009	Change from 2007 River Guardians Survey to June 2009	Context
Perceived health of Christchurch rivers, streams and waterways (Pg 24)	64% not at all/ not very healthy	↑ 7%	Little change	This shift in perception is potentially a result of the campaign messages.
Perceived quality of water in Christchurch rivers, streams and waterways (pg26)	74% poor/ extremely poor/ adequate	↑ 8%	No change	
Perception that water from gutters ends up in Christchurch rivers, streams and waterways (Pg 28)	76% agree/ agree strongly	↑ 7%	n/a	



Executive Insight (continued)

Key Results: Attitudes and Behaviours Towards Rivers, Streams and Waterways in Christchurch	September 2009 Results Post July - August Campaign	Change from Pre-Campaign Survey in June 2009	Change from 2007 River Guardians Survey to June 2009	Context
The Councils should tell us more about how we can better help to improve the health of rivers, streams and waterways in Christchurch (Pg 29)	86% agree/ agree strongly	Little change	n/a	<p>Most expect the Councils to tell them if there is an issue and to inform them of the actions required to remedy.</p> <p>The results indicate overall the campaign has had a positive impact on peoples attitude and behaviour. However, a further shift in attitude and behaviour is needed which will require an ongoing communication campaign.</p>
I am aware of what I can do to improve the health of Christchurch's rivers, streams and waterways (Pg 30)	78% agree/ agree strongly	↑ 18%	n/a	
I could do more to help with keeping the rivers, streams and waterways in Christchurch healthy (Pg 30)	94% agree/ agree strongly	↑ 38%	↓ 13%	
Having very healthy rivers, streams and waterways in Christchurch is really important to me (Pg 30)	86% agree/ agree strongly	↓ 9%	Little change	
I try to do things that will help to keep the rivers, streams and waterways in Christchurch healthy (Pg 31)	53% agree/ agree strongly	↓ 25%	n/a	
I feel positive about taking actions that will help make Christchurch rivers, streams and waterways more healthy (Pg 31)	62% agree/ agree strongly	↓ 22%	Little change	



Introduction



Introduction

Initial exploratory qualitative research focus groups were conducted in June 2009 to pre-test the campaign communication concepts. Participants requested if there is an issue with waterways they need to be informed of this fact and to be told what they should do to remedy. This research identified visual images, presenting both the issue and solution, had the most impact in terms of communicating about waterway connectivity. The mediums considered most appropriate for carrying these messages had a strong bias towards the back of buses, bus stops and billboards. Environment Canterbury developed the first Christchurch Waterways communication campaign based on evaluation of the initial phase of research, with input and support from Christchurch City Council.

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* The quantitative interviews were completed among a representative sample of 400 Christchurch residents aged 15 and over, in June 2009 pre the communication campaign and September 2009, post the communication campaign.

The Opinions Monitor interviewing took place between 12 – 21 June 2009 and 19 – 30 September 2009.



Sample Profile



Sample Profile

In both June and September 2009 the sample (n = 400) was representative of Christchurch City residents in accordance with the 2006 Census in terms of gender, age and ward.

Gender	Census 2006	June 2009 Survey	September 2009 Survey
Male	48%	48%	48%
Female	52%	52%	52%

Age	Census 2006	June 2009 Survey	September 2009 Survey
15 – 29	27%	26%	27%
30 – 59	51%	52%	51%
60+	22%	22%	22%

Length of time lived in Christchurch	June 2009 Survey	September 2009 Survey
Less than 5 years	8%	8%
5-10 years	11%	10%
More than 10 years	81%	82%

Ward	Census 2006	June 2009 Survey	September 2009 Survey
Burwood/ Pegasus	16%	16%	16%
Fendalton/ Waimairi	15%	15%	15%
Ferrymead/ Hagley	16%	16%	16%
Heathcote/ Spreydon	16%	16%	16%
Papanui/ Shirley	17%	17%	17%
Riccarton/ Wigram	18%	18%	18%
Banks Peninsula	2%	2%	2%



Statistical Margin of Error

The statistical margin of error at a 95% confidence level for different sample sizes in this exercise	Sample Size September 2009 Results Post July - August 2009 Campaign	Maximim Statistical Margin of Error at a 95% Confidence Level
Total Sample	400	± 4.9%
Those who recalled Waterways Campaign communications	258	± 6.1%
'Everything you drop here, affects every drop here' - with two photos, one of a drain with rubbish and the other of people punting on the river – sources of communication	84	± 10.7%
'Be careful where you wash your car, you may be cleaning out the rivers' - with two photos, one of a person washing a car and the other of a sick looking fish – sources of communication	110	± 9.3%
'If you wash your brushes near a drain, that's not all you wash up' - with two photos, one with a person washing paint brushes and the other with a dead fish – sources of communication	87	± 10.5%
Those who recalled Christchurch rivers, streams and waterways related communications	June 2009: 169 September 2009: 159	± 7.5% ± 7.8%

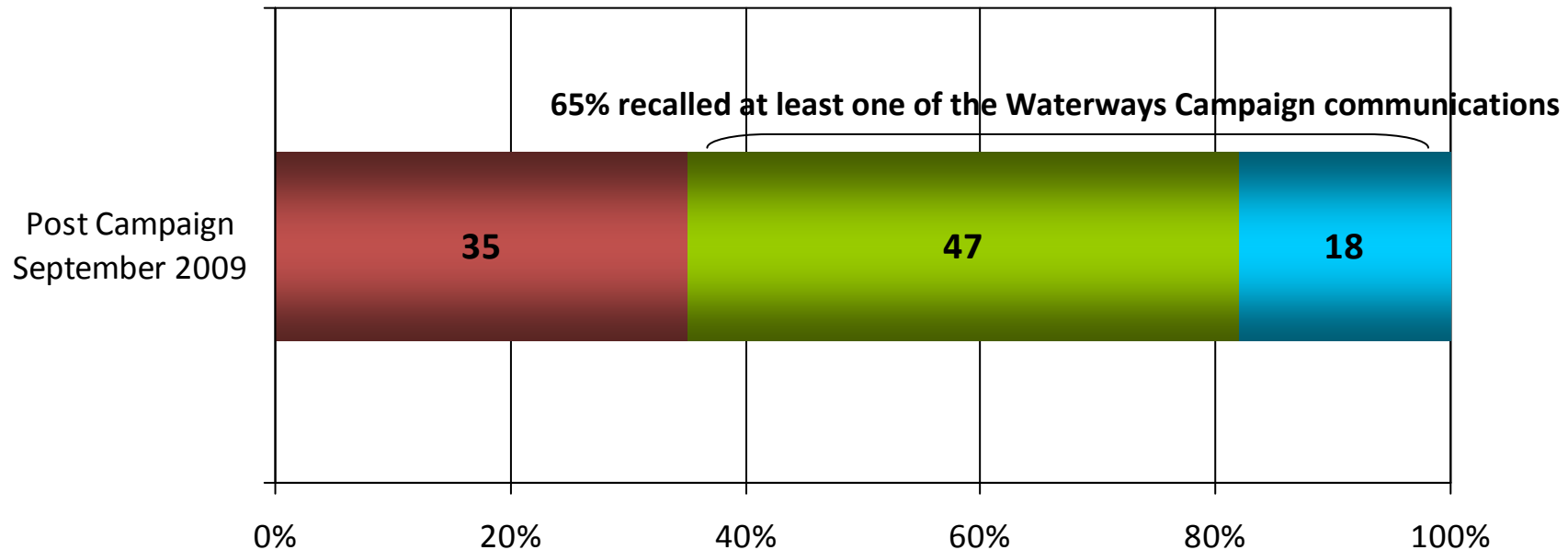


Research Findings



Waterways Campaign Communication - Total Recall

- Did not recall any of the Waterways Campaign communications
- Recalled One or Two of the Waterways Campaign communications
- Recalled Three to Six of the Waterways Campaign communications



Base: Total Sample: September 2009: 400

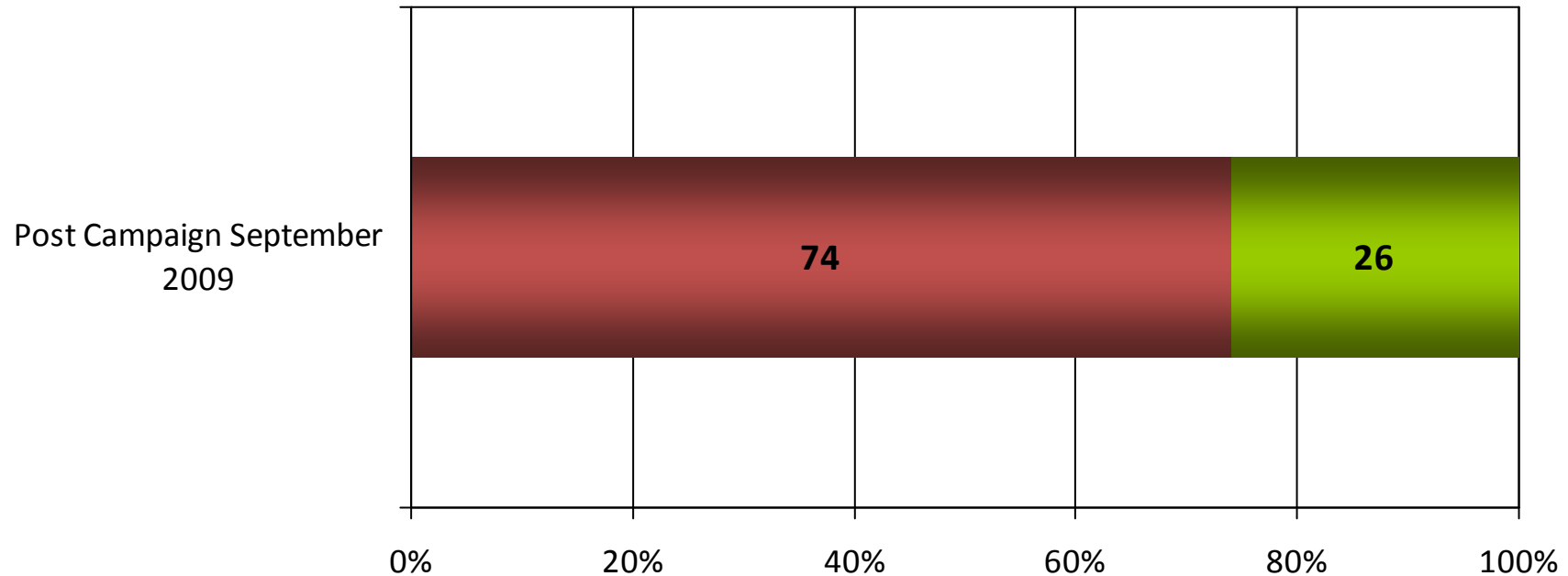
8 The Waterways Campaign communications are appended.



Waterways Campaign Communication

- Recall of the Words: 'Christchurch Waterways – Lets Change Our Ways, To Change Our Waterways'

- Did not recall Waterways Campaign communication lets change our ways
- Recalled Waterways Campaign communication lets change our ways



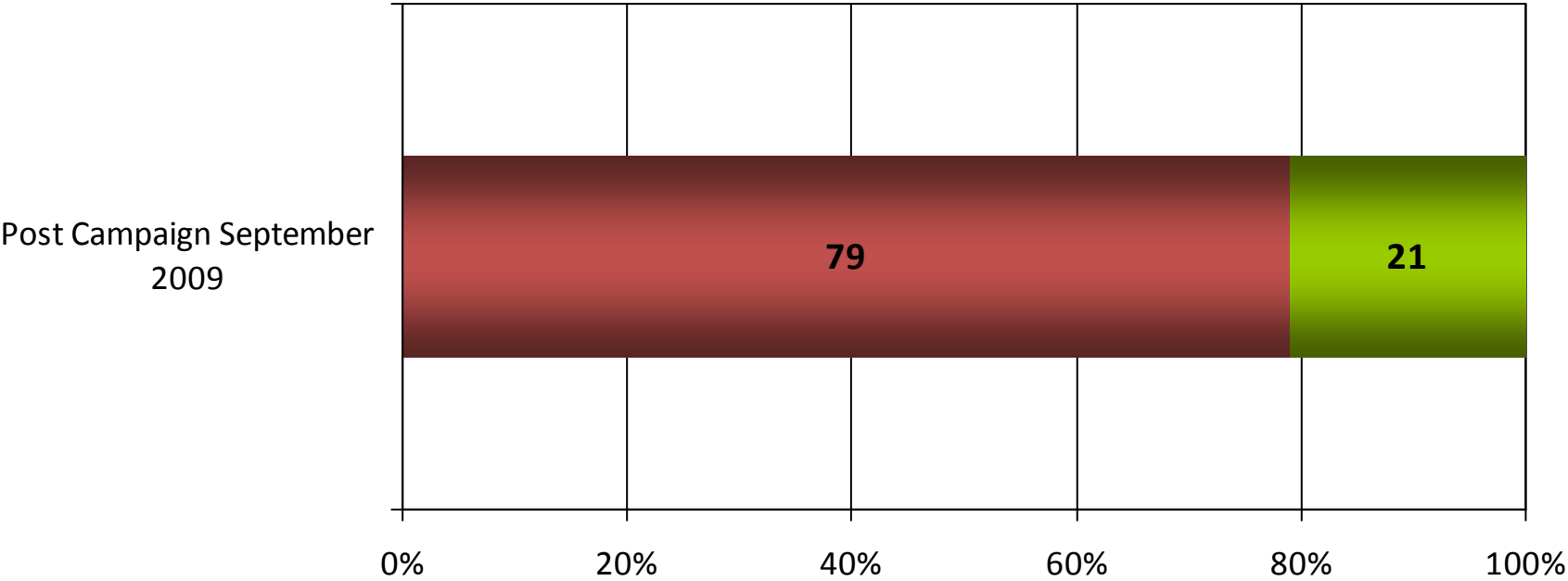
Base: Total Sample: September 2009: 400



Waterways Campaign Communication

- Recall of 'Everything You Drop Here, Affects Every Drop Here'

- Did not recall Waterways Campaign communication every drop here
- Recalled Waterways Campaign communication every drop here

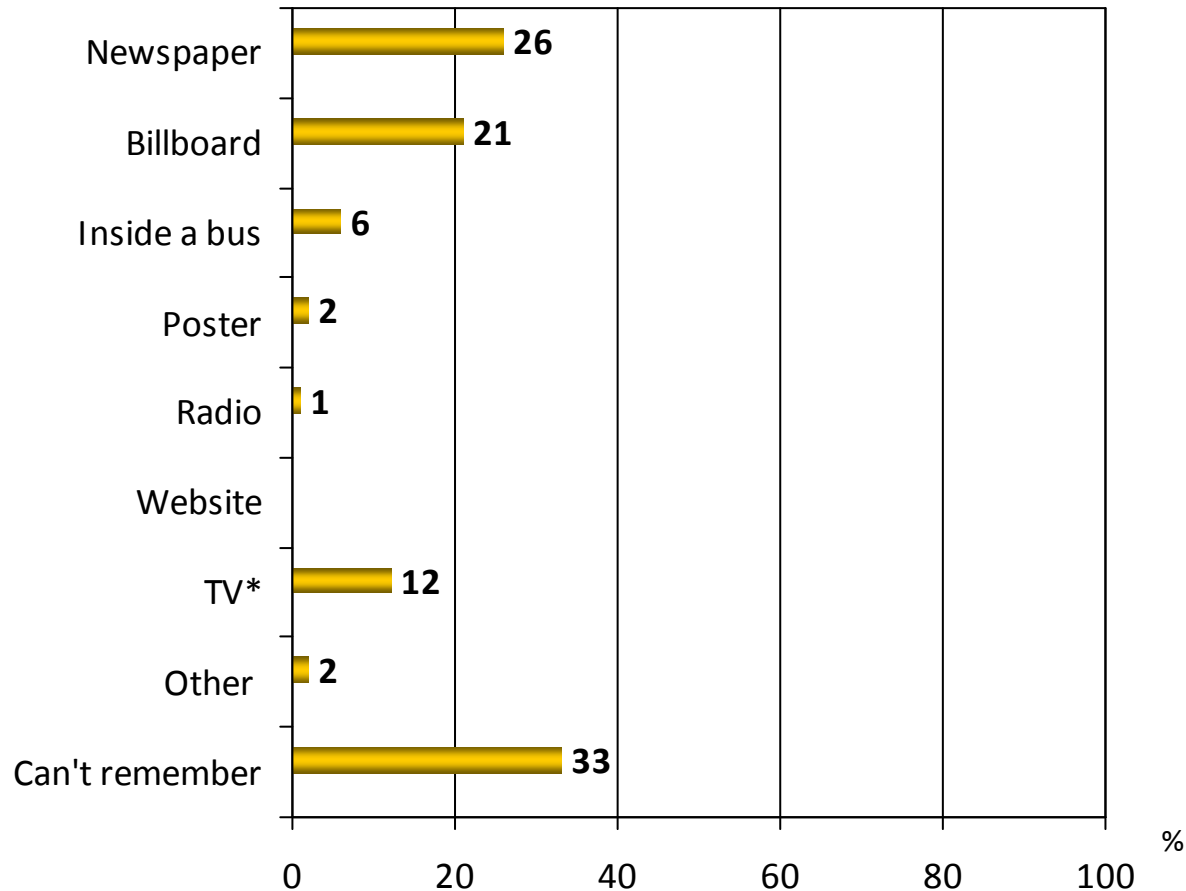


Base: Total Sample: September 2009: 400



Waterways Campaign Communication

- Recall of Source of 'Everything You Drop Here, Affects Every Drop Here'



Base: Those who recalled advertisement: September 2009: 84

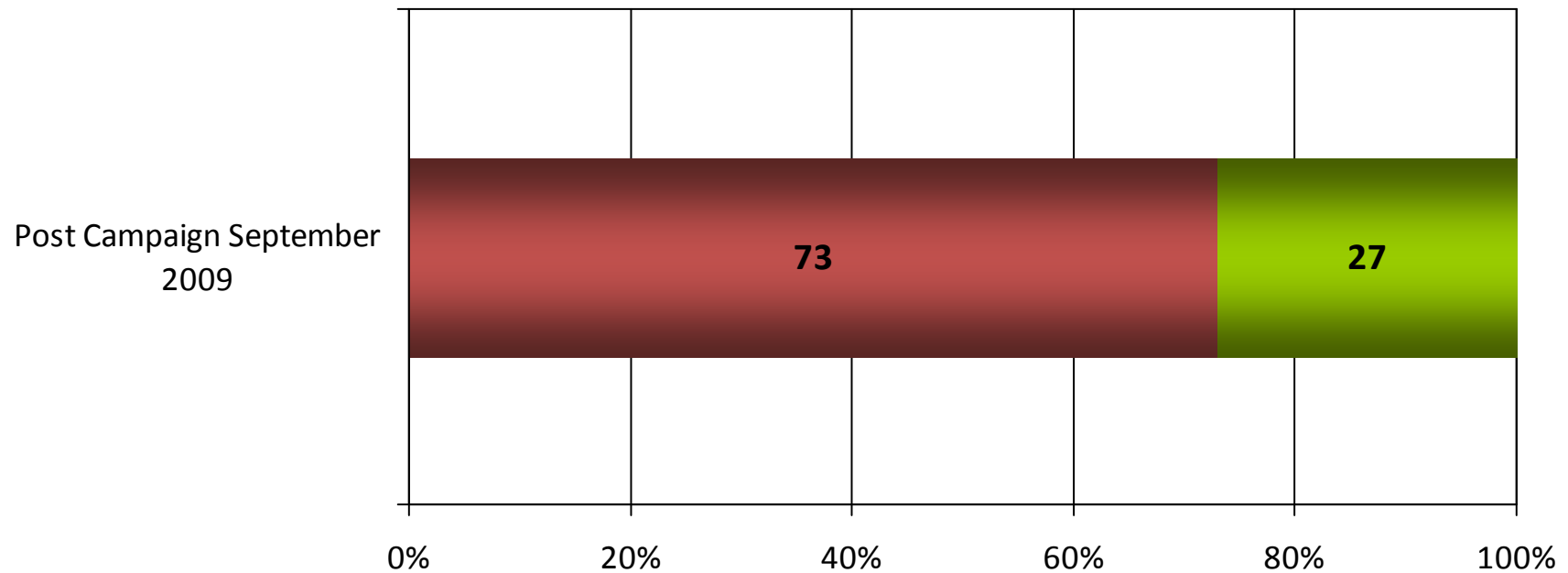
* Although TV was not used for this campaign people will often default to TV if they have trouble remembering where they saw the advertisement.



Waterways Campaign Communication

- Recall of 'Be Careful Where You Wash Your Car, You May Be Cleaning Out The Rivers'

- Did not recall Waterways Campaign communication relating to washing the car
- Recalled Waterways Campaign communication relating to washing the car

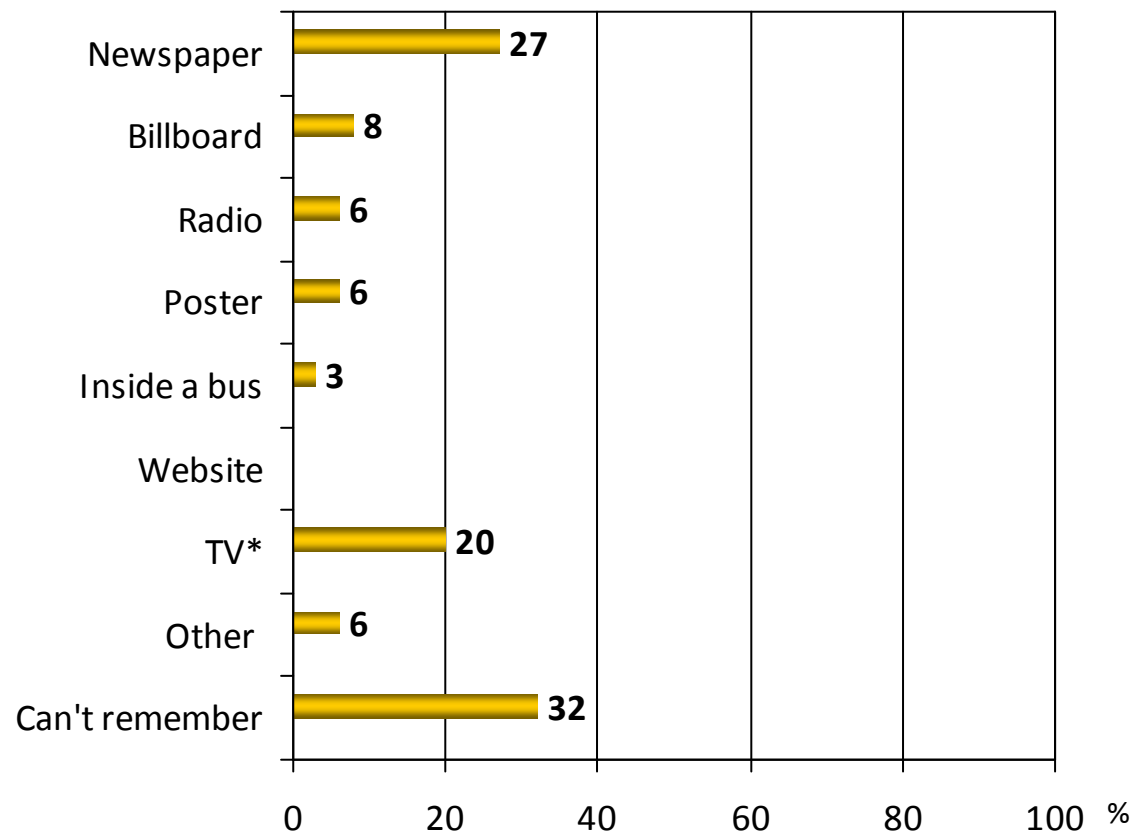


Base: Total Sample: September 2009: 400



Waterways Campaign Communication

- Recall of Source of 'Be Careful Where You Wash Your Car, You May Be Cleaning Out The Rivers'.



Base: Those who recalled advertisement: September 2009: 110

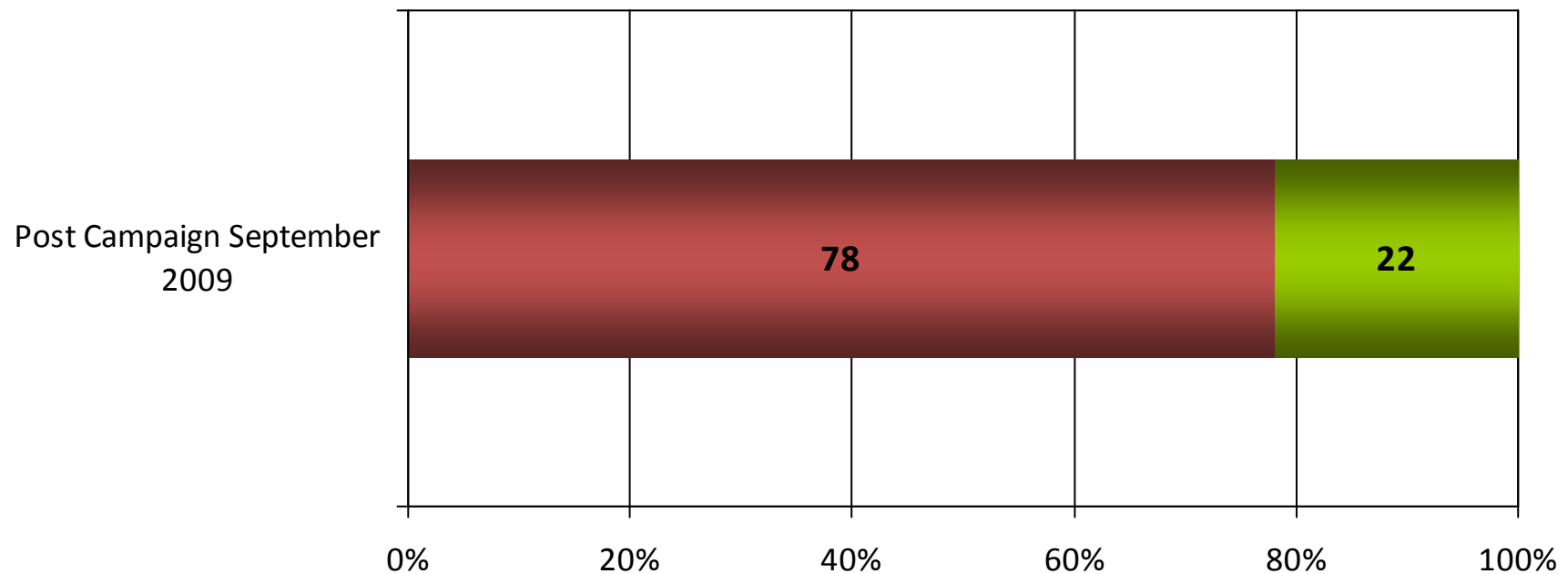
* Although TV was not used for this campaign people will often default to TV if they have trouble remembering where they saw the advertisement.



Waterways Campaign Communication

- Recall of 'If You Wash Your Brushes Near a Drain, That's Not All You Wash Up'

- Did not recall Waterways Campaign communication about paint
- Recalled Waterways Campaign communication about paint

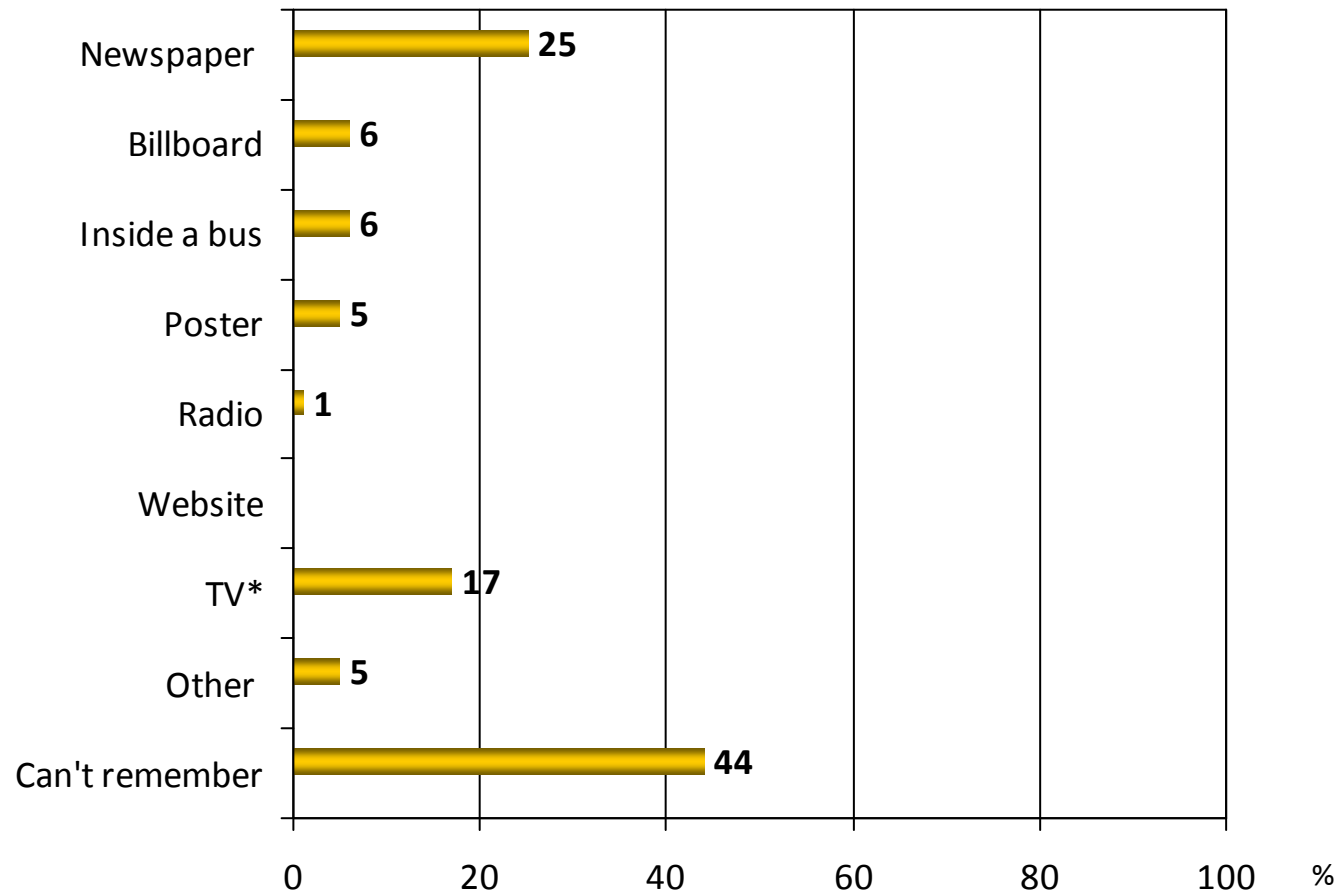


Base: Total Sample: September 2009: 400



Waterways Campaign Communication

- Recall of Source of 'If You Wash Your Brushes Near a Drain, That's Not All You Wash Up'



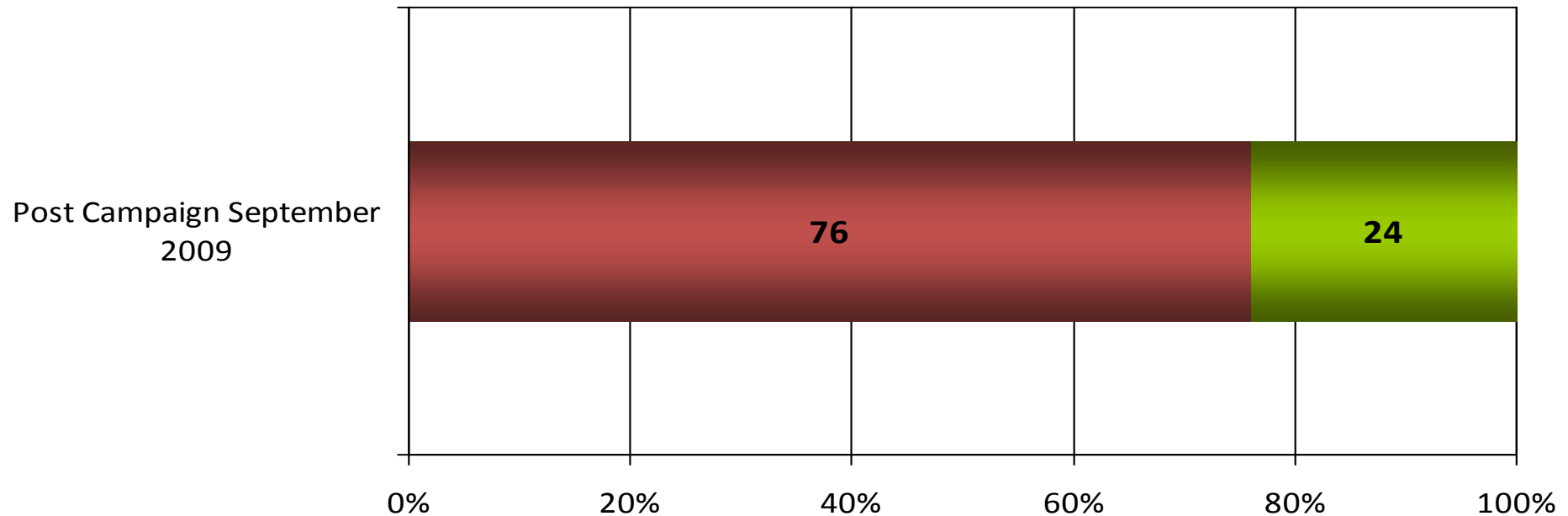
Base: Those who recalled advertisement: September 2009: 87

* Although TV was not used for this campaign people will often default to TV if they have trouble remembering where they saw the advertisement.



Waterways Campaign Communication - Recall of Radio Advertisement

- Did not recall Waterways Campaign communication on the radio
- Recalled Waterways Campaign communication on the radio



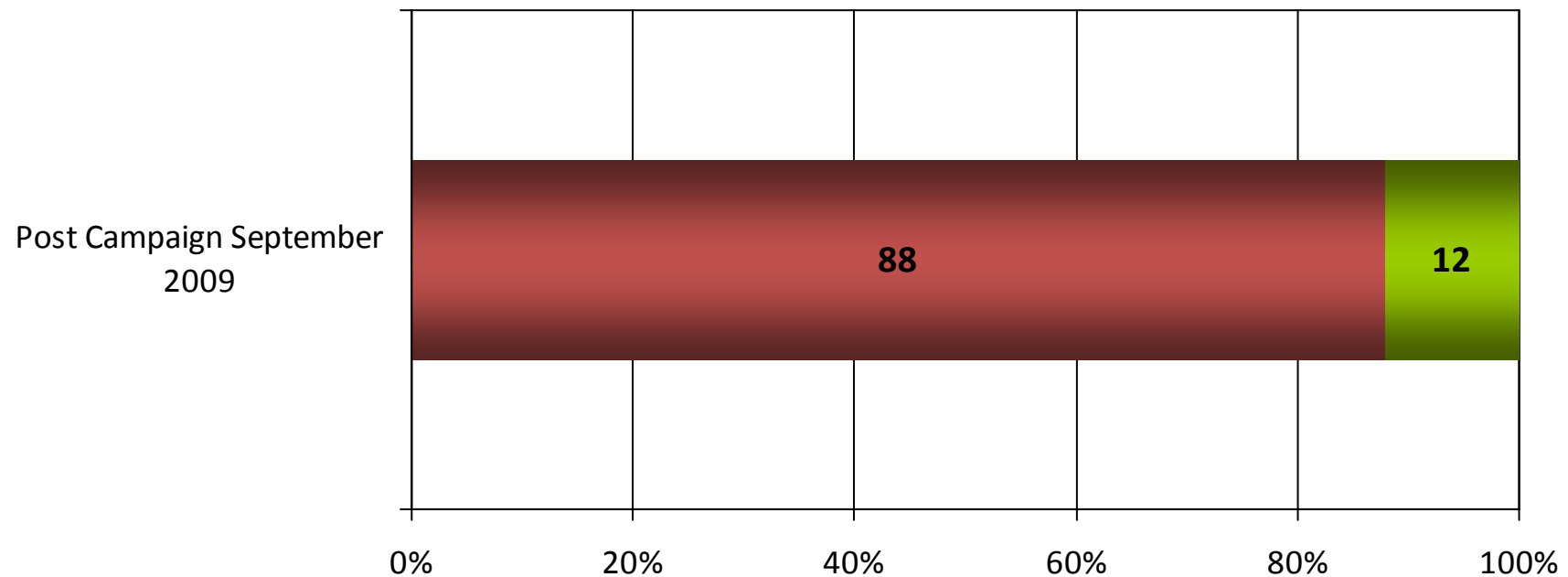
Base: Total Sample: September 2009: 400



Waterways Campaign Communication

- Recall of the Clean Waterways Website About How Best to Clean Up the Christchurch Waterways, Including Tips

- Did not recall Waterways Campaign communication on the web
- Recalled Waterways Campaign communication on the web

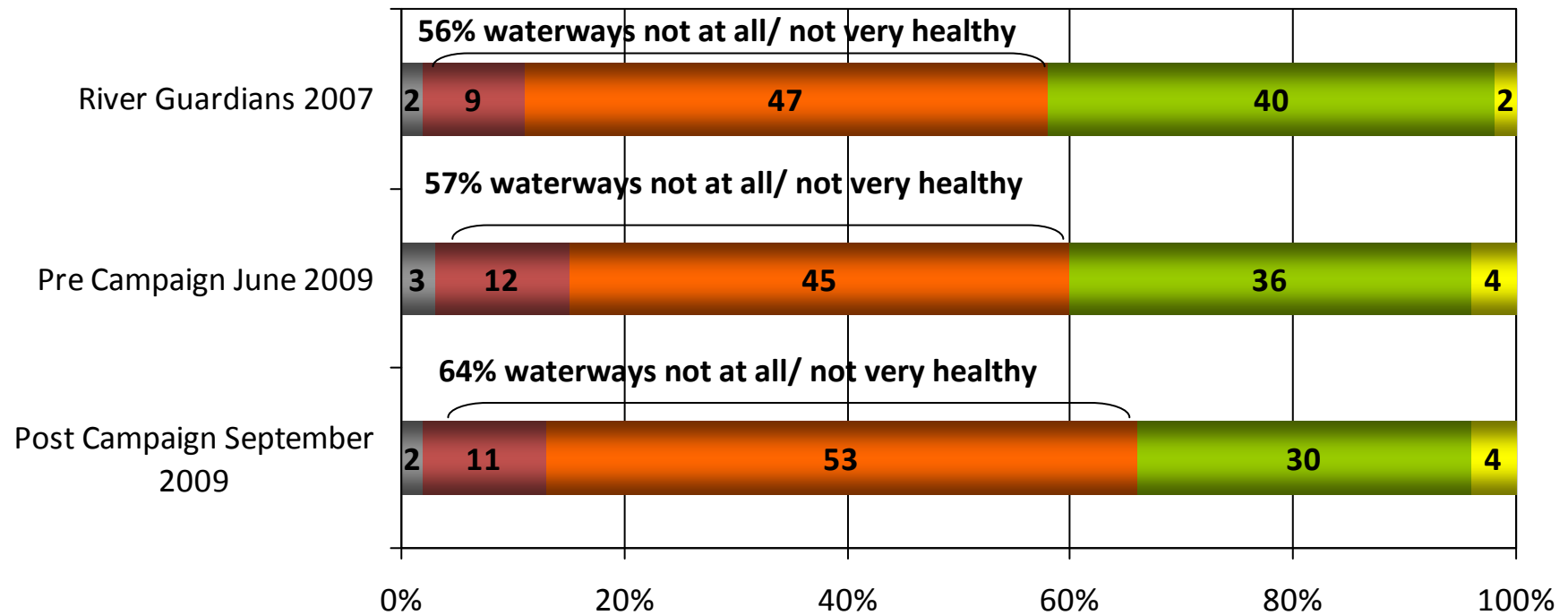


Base: Total Sample: September 2009: 400



Perceptions of Christchurch Rivers, Streams and Waterways Health

Don't know
 Not at all healthy waterways
 Not very healthy waterways
 Quite healthy waterways
 Very healthy waterways

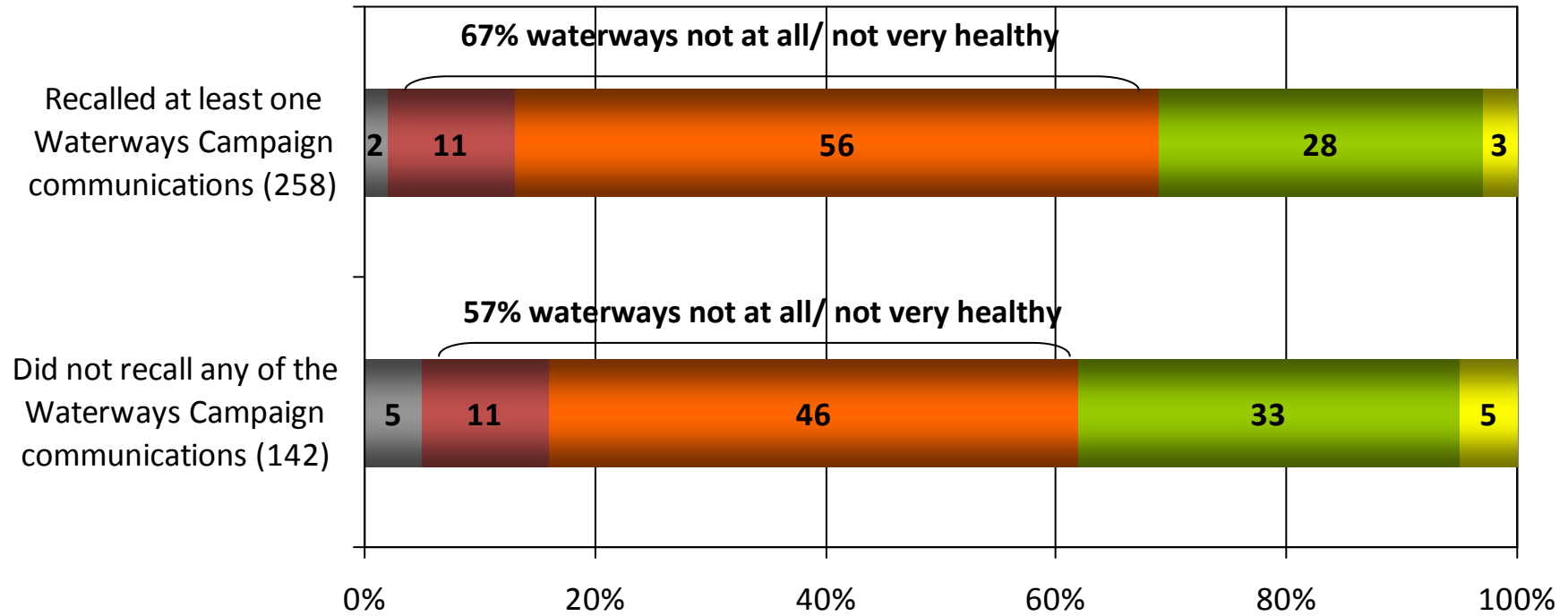


Base: Total Sample: River Guardians 2007: 829, June 2009: 400, September 2009: 400



Perceptions of Christchurch Rivers, Streams and Waterways Health by Recall of Communications

- Don't know
- Not at all healthy waterways
- Not very healthy waterways
- Quite healthy waterways
- Very healthy waterways

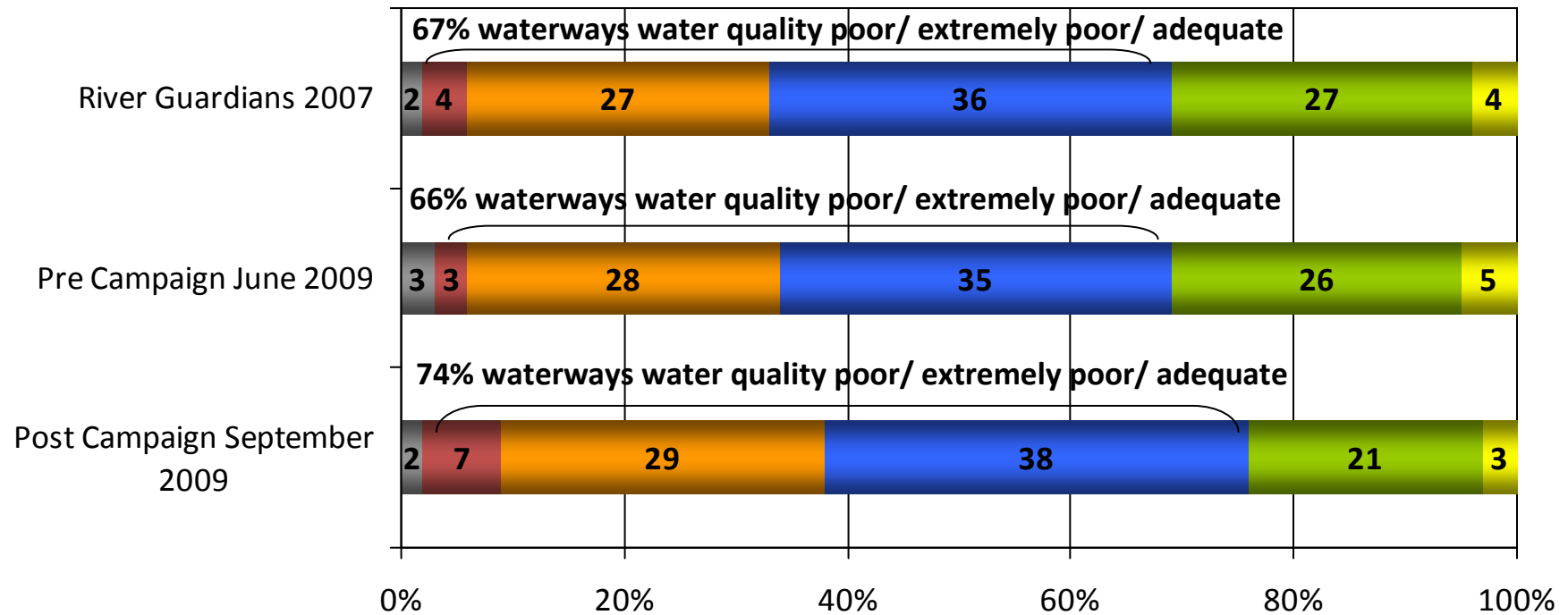


Base: Total Sample: September 2009: 400



Perceived Quality of Water in Christchurch Rivers, Streams and Waterways

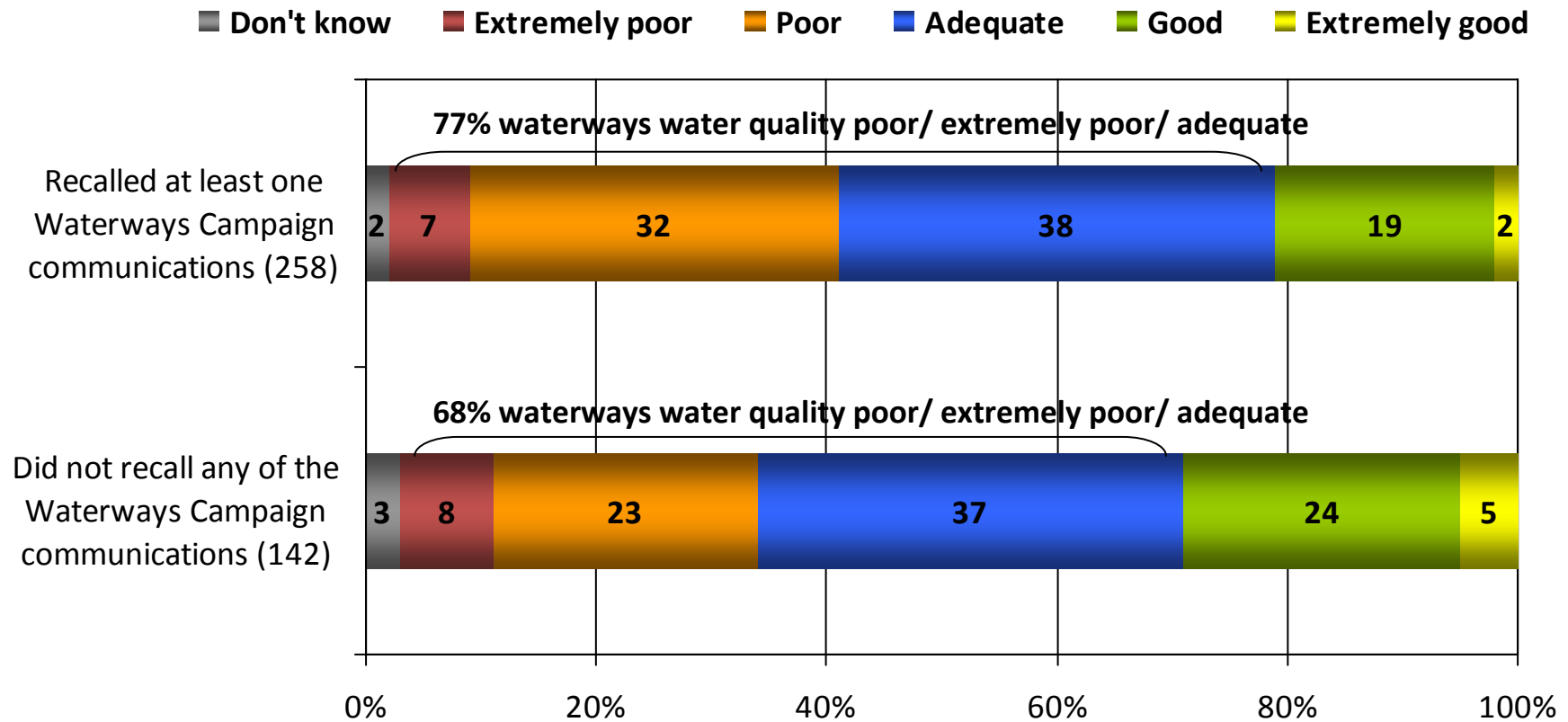
Don't know
 Extremely poor
 Poor
 Adequate
 Good
 Extremely good



Base: Total Sample: River Guardians 2007: 829, June 2009: 400, September 2009: 400



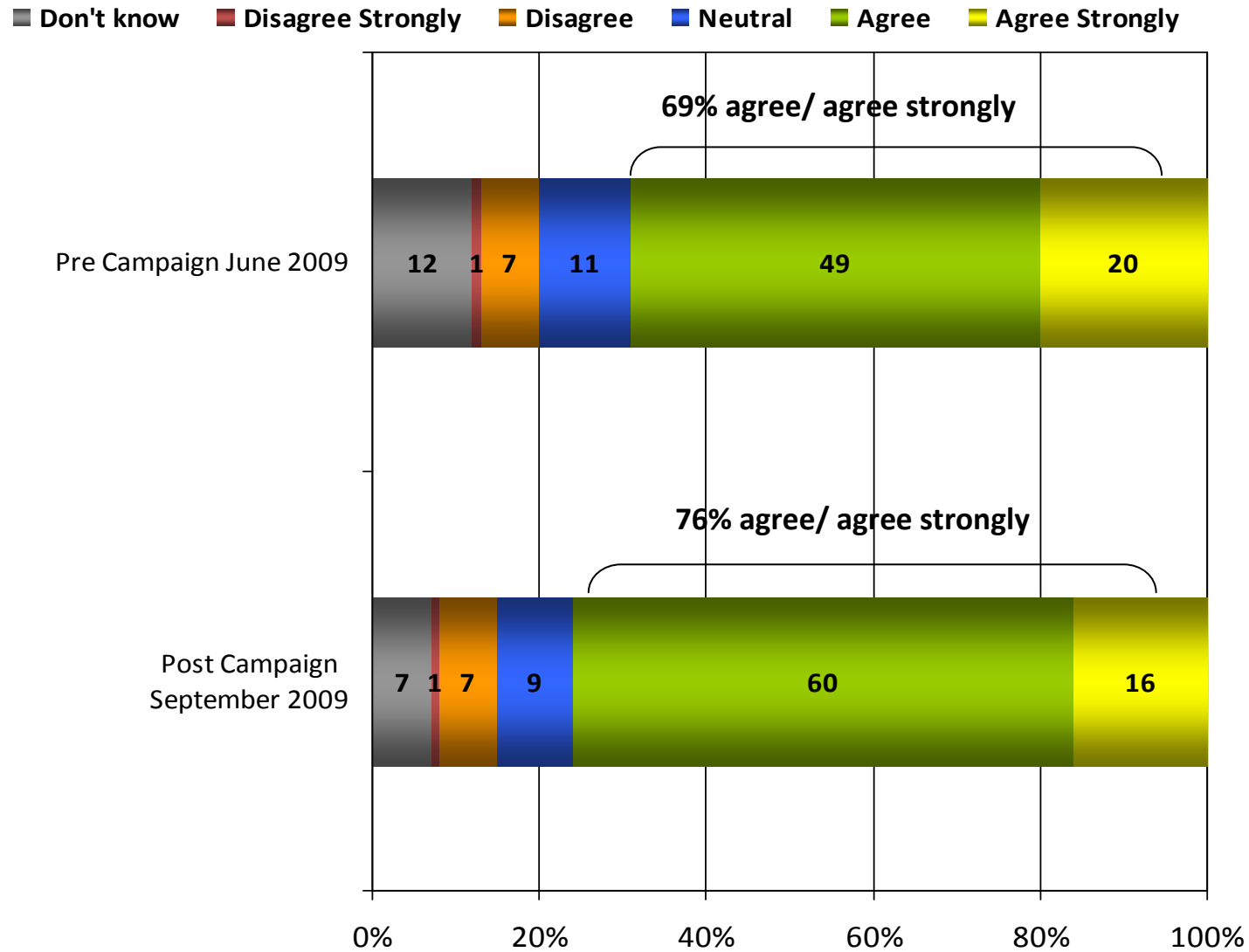
Perceived Quality of Water in Christchurch Rivers, Streams and Waterways by Recall of Waterways Communications



Base: Total Sample: September 2009: 400



Perception that Water from Gutters Ends Up in Christchurch Rivers, Streams and Waterways

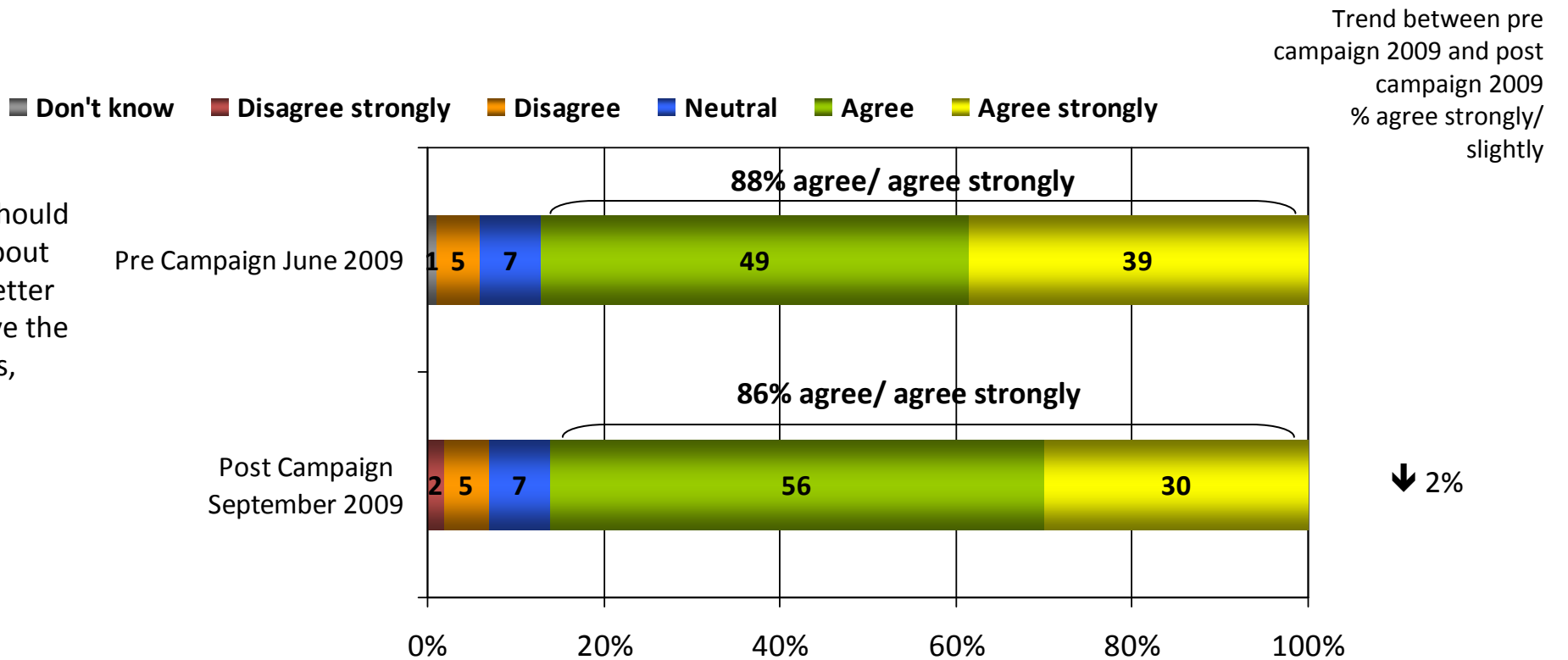


Base: Total Sample: June 2009: 400, September 2009: 400



Perceptions of Council's Role

The Councils should tell us more about how we can better help to improve the health of rivers, streams and waterways in Christchurch



Base: Total Sample: June 2009: 400, September 2009: 400



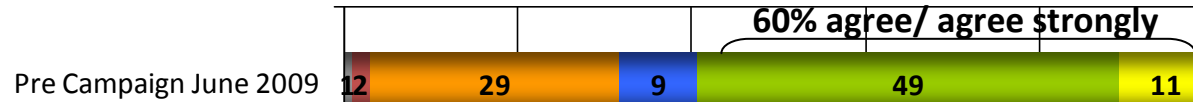
Attitudes Towards Improving Health of Rivers, Streams and Waterways in Christchurch

Trend between 2007 and pre campaign 2009 Trend between pre campaign 2009 and post campaign 2009

Bar 1 Don't know Disagree strongly Disagree Neutral Agree Agree strongly

% agree strongly/ slightly

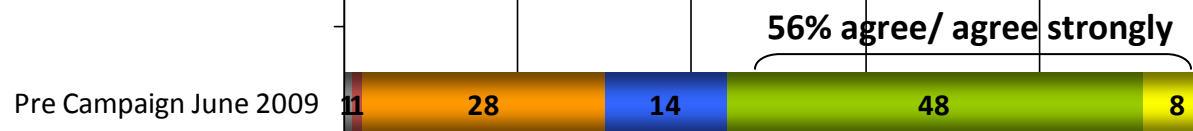
I am aware of what I can do to improve the health of Christchurch's rivers, streams and waterways



n/a

↑ 18%

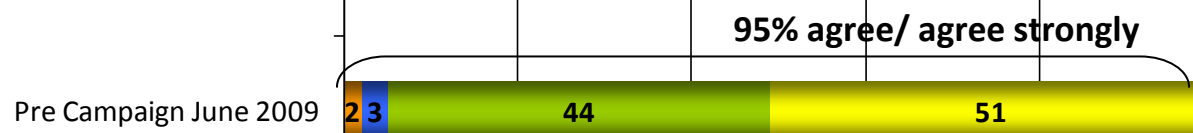
I could do more to help with keeping the rivers, streams and waterways in Christchurch healthy



↓ 13%

↑ 38%

Having very healthy rivers, streams and waterways in Christchurch is really important to me



↑ 1%

↓ 9%

0% 20% 40% 60% 80% 100%

Base: Total Sample: June 2009: 400, September 2009: 400



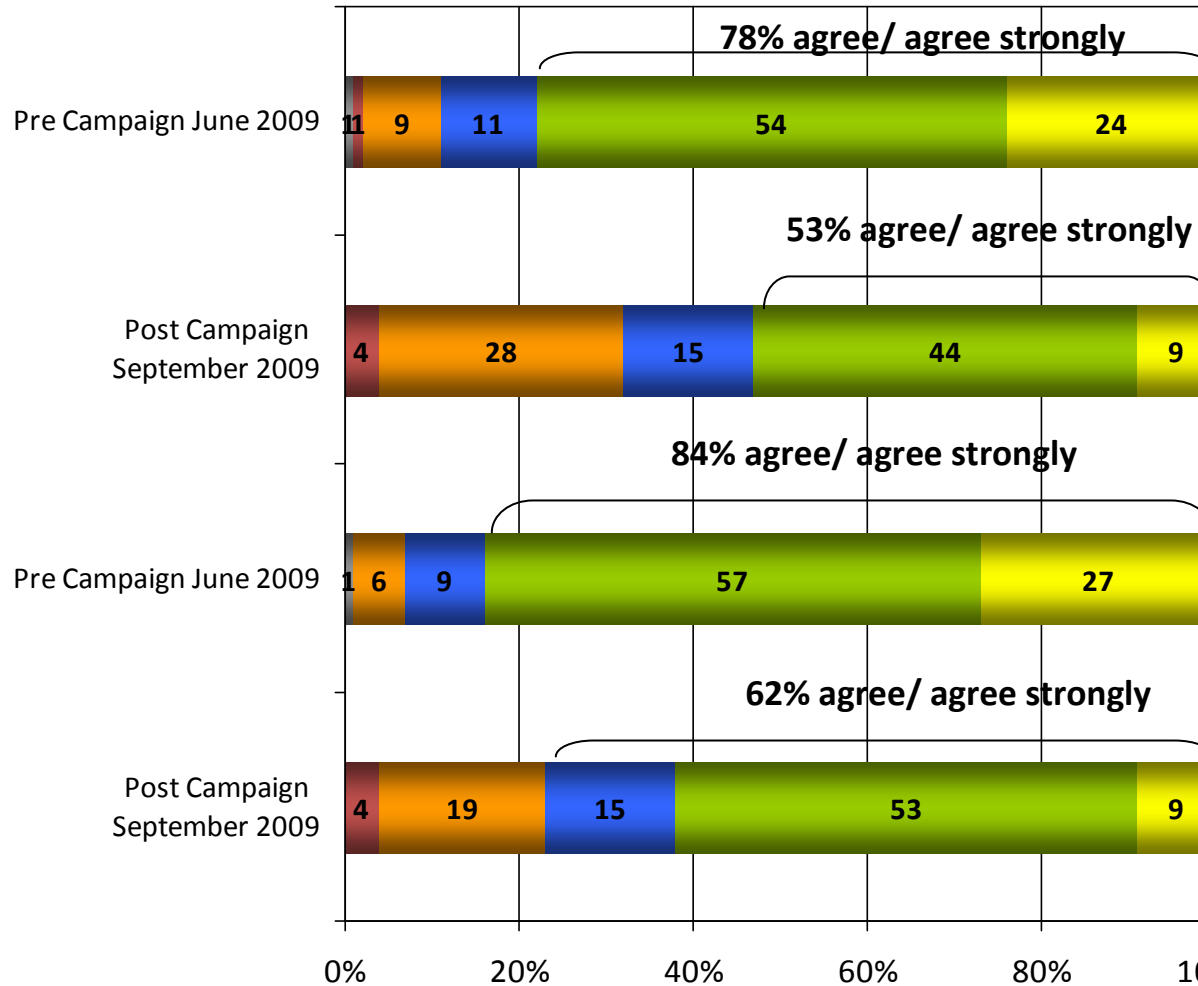
Attitudes Towards Improving Health of Rivers, Streams and Waterways in Christchurch

Trend between 2007 and pre campaign 2009 Trend between pre campaign 2009 and post campaign 2009

■ Don't know ■ Disagree strongly ■ Disagree ■ Neutral ■ Agree ■ Agree strongly

% agree strongly/ slightly

I try to do things that will help keep the rivers, streams and waterways in Christchurch healthy



Base: Total Sample: June 2009: 400, September 2009: 400



Appendix I: Waterways Campaign Communications



Be careful where you wash the car

you may be cleaning out the rivers



When dirty water is poured down stormwater drains, the dirt and chemicals contribute to the pollution of our waterways. Water washing from roads and down drains is carried through a network of pipes, straight into the Avon, Heathcote and Styx rivers and then into the sea. So when you wash your car, wash it on grass or take it to your local car wash. It makes a real difference to our waterways.

Christchurch Waterways. Let's change our ways, to change our waterways.

Christchurch
City Council



123 1000 4 10 00

Toi tū te marae o Tangaroa. Toi tū te marae o Tāne. Toi tū te iwi. *If we look after the waters and land around us, we will be looked after in turn.*

cleanwaterways.org.nz



Everything you drop here

affects every drop here



When it rains, our stormwater system takes the rainwater from roofs, driveways, parks, streets and swales. The rainwater washes dropped litter down stormwater drains. That litter is carried through a network of pipes, straight into the Avon, Heathcote and Styx rivers and into the sea. Disposing of litter properly takes no effort, but it makes a big difference to our waterways.

Christchurch Waterways. Let's change our ways, to change our waterways.

Christchurch
City Council

Environment
Canterbury
Your regional council

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Toi tū te marae o Tangaroa. Toi tū te marae o Tāne. Toi tū te iwi. *If we look after the waters and land around us, we will be looked after in turn.*

cleanwaterways.org.nz



If you wash your brushes near a drain

that's not all you wash up



Washing paint brushes into stormwater drains contributes to the pollution of our waterways. The paint chemicals are carried through a network of pipes, straight into the Avon, Heathcote and Styx rivers and then into the sea. Play your part – make sure your paint doesn't pollute our waterways. Visit our website to get tips on how to dispose of paint properly. It's one way you can help keep our waterways clean.

Christchurch Waterways. Let's change our ways, to change our waterways.

Christchurch
City Council



**Environment
Canterbury**
Your regional council

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cleanwaterways.org.nz

