

ATTACHMENT E: Auckland Council's 2016 research on community perceptions about air quality and home heating issues

Auckland Council's 2016 research on air quality and home heating sought Aucklanders' views and experience of the following issues:

- perceptions of Auckland's air quality
- home heating choices and changes made
- opportunities for moving to lower emissions home heating options and barriers to change
- how the council could encourage households to change to cleaner heating options, through: financial assistance programmes; targeted communications; or further air quality measures that may be developed in the future.

The council's 2016 research comprised both qualitative research and quantitative research, as outlined in Table E1.

Table E1: Research methodology

The qualitative research

The qualitative research was completed during April 2016 by Big Picture – Marketing Strategy & Research Ltd.

There were six focus groups, each comprising 6-9 participants, as follows:

- three groups of homeowners: one group had made changes to their home insulation and/or home heating; two groups had not
- two groups of landlords: one group had made changes to their properties' home insulation and/or home heating; one group had not
- one group of tenants.

The quantitative research

The quantitative research was based on a survey of Auckland Council's People's Panel.

- The survey was conducted June 2016
- There were 4465 respondents
- The People's Panel respondents are from a panel of 25,000 people:
 - The Panel is not currently representative of Auckland's population
 - The sample was over-represented by older people and Europeans, but the survey results were not weighted (although that option was explored)
- The results can be compared to earlier research completed by the council:
 - The 2012 People's Panel Air Quality survey - directly comparable
 - The 2012 RIMU Home Heating survey - indicative comparisons
- The June 2016 People's Panel survey included new questions about home insulation and financial assistance programmes for homeowners.