



**Kaipara Mayor's Taskforce for Economic
Support and Recovery**

Residents Survey Summary Report

April 2020

Introduction

In response to the Covid-19 pandemic and the associated measures implemented in New Zealand over recent months, Council has developed a range of responses, including the Mayor's establishment of a Taskforce for Economic Support and Recovery.

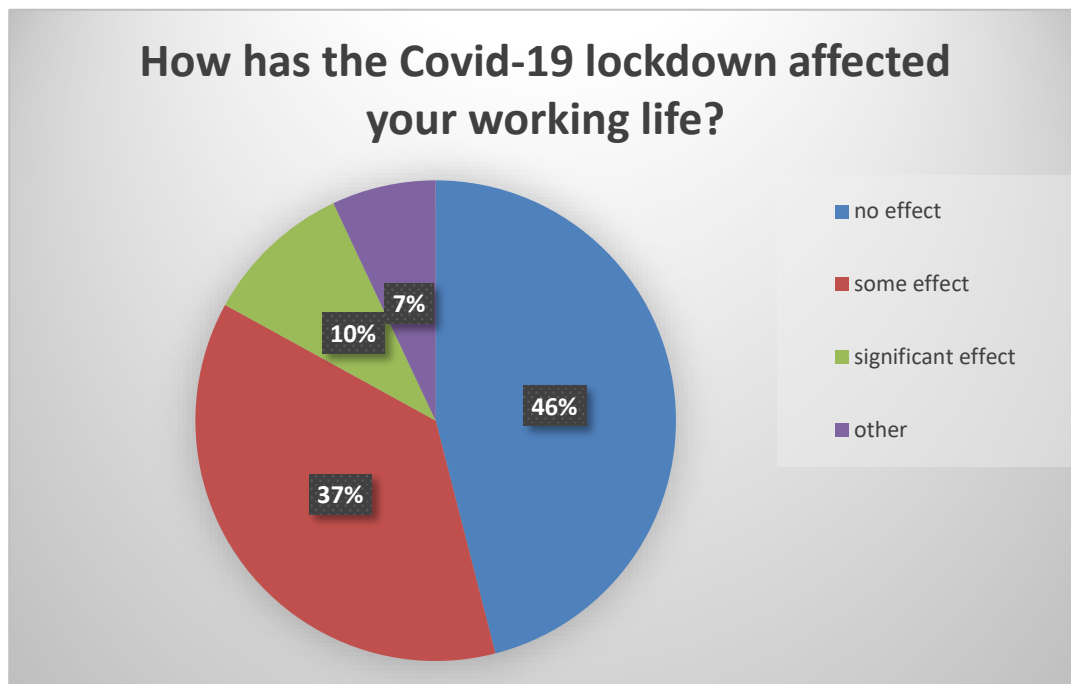
A key component of the Taskforce's toolkit is to understand and analyse the current situation. To this end, a survey questionnaire was distributed to the community for response. The survey was open between Tuesday 21 April and Wednesday 29 April. In total 457 people responded to the survey. This report summarises the survey responses.

Attachment 1 provides the raw data for the 'closed' questions of the survey. In some cases, the totals in the attachment do not match the totals in the report due to further detailed analysis of the 'other' category responses and as a result some responses have been re-allocated to the other categories of the questions.

Attachment 2 summarises the demographic information of the respondents.

Question 1A – To date what have been the effects of the Covid-19 lockdown on your working life?

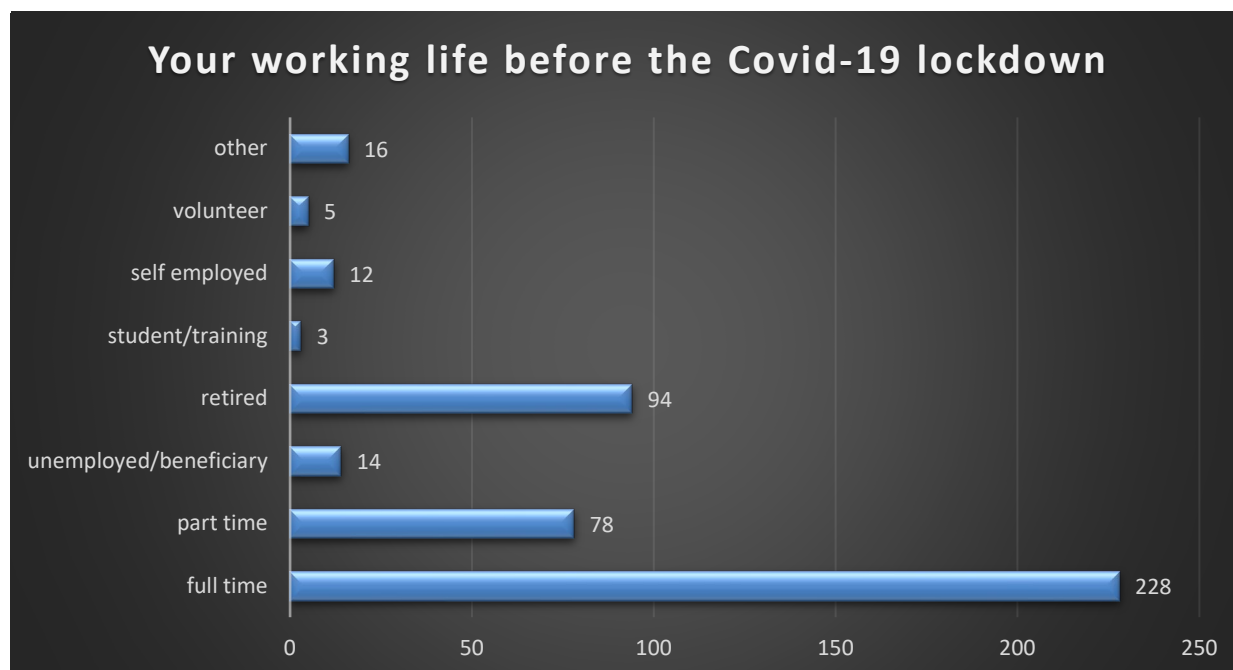
Respondents were also asked to indicate the reason why they have been affected in the way they have, such as whether they are already retired, working in an essential service or a student. Attachment 1 provides the detailed responses for these sub-categories.



Key points:

- 4% have lost or expect to lose their job
- 8% are now working reduced hours
- 11% are on the wage subsidy and are hoping to return to their job after lockdown
- 17% are working from home now
- Over half of respondents who are significantly affected are business owners
- The largest single group of respondents who are not affected is retirees.

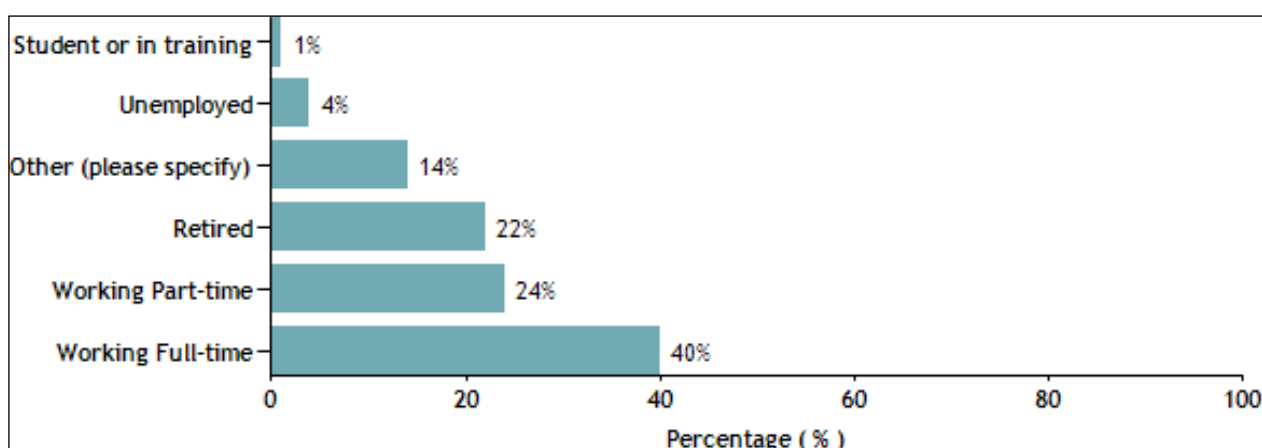
Question 1B – Before the Covid-19 lockdown what would have been the best description of your working life?



Key points:

- 17% working part-time
- 51% working full-time
- 1% unemployed.

Question 1C – After Covid-19 lockdown, or when you return to “normal”, what do you expect to be the best description of your working life?

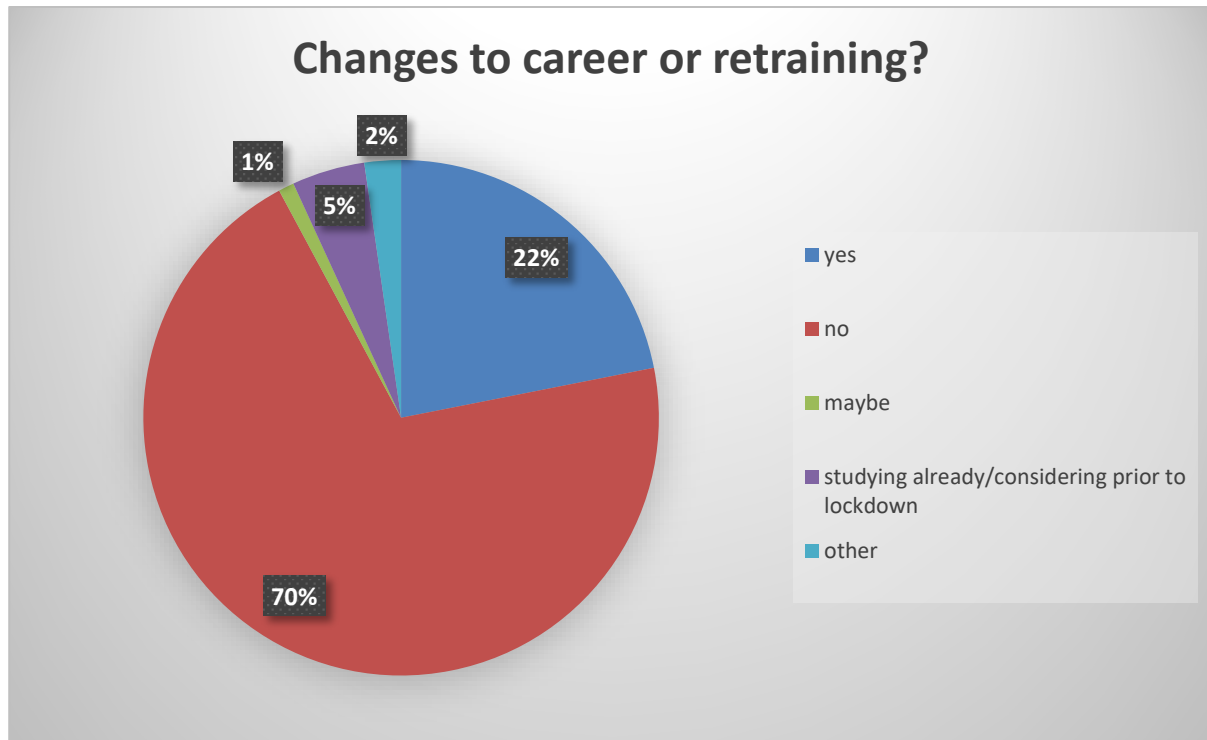


Key points:

- 24% working part-time
- 40% working full-time
- 4% unemployed
- Just over half of the responses in the ‘other’ category indicated the respondent sees no changes after lockdown to their working life, this includes retirees, beneficiaries and volunteers.

These responses indicate that there is an expectation that full-time roles may well become part-time and some are expecting to become unemployed when compared to question 1B. Other commentary included that respondents will be working more to try and save their businesses or earning less due to reduced hours, and 16 of 48 respondents in the 'other' category have indicated they are uncertain about what their future working life will be like.

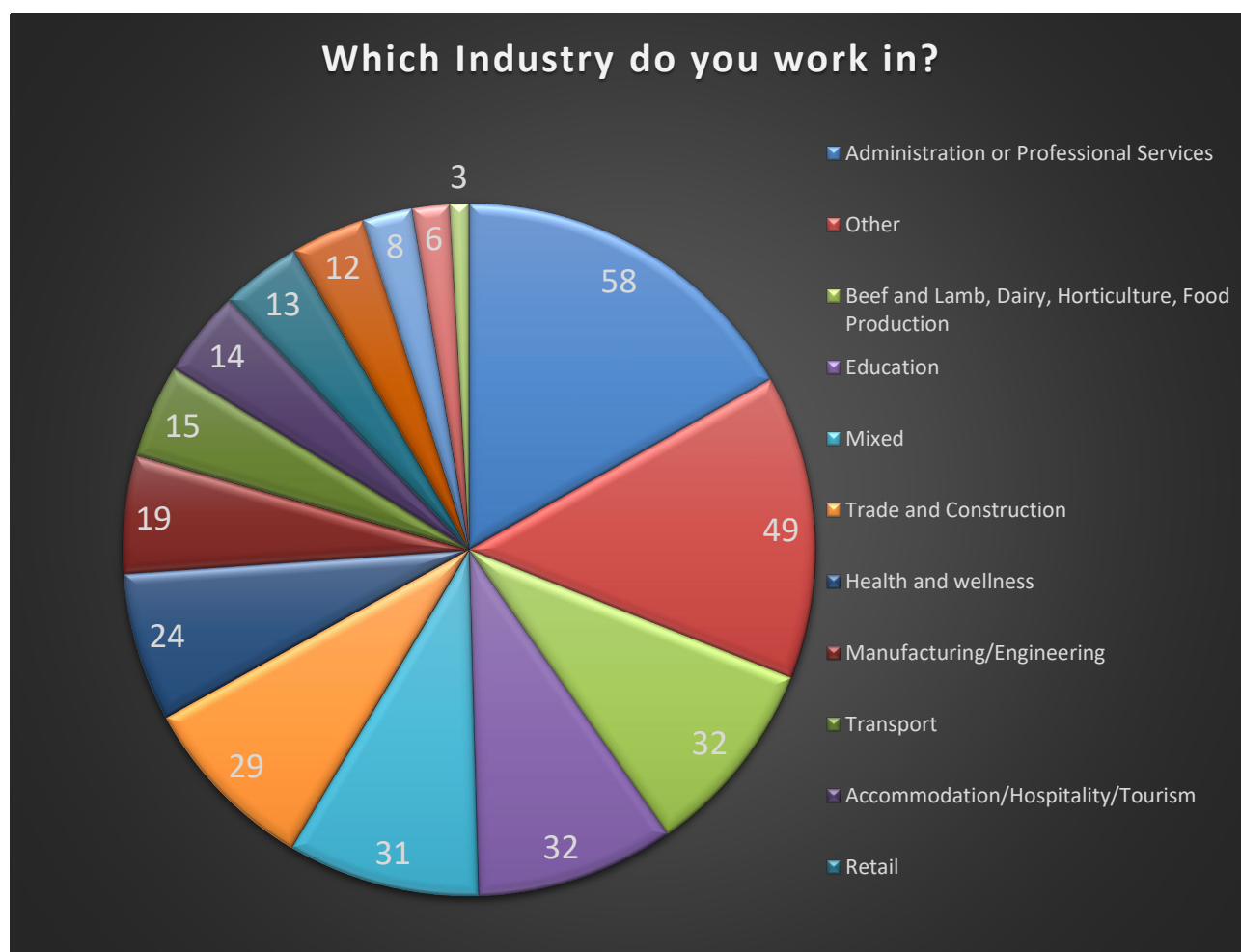
Question 1D – Have you considered any changes of career or retraining opportunities?



Key points:

- Of those that did indicate an interest in retraining or career changes, a wide range of options were listed
- Some comments were from business owners who stated that retraining or career changes just wasn't an option right now.

Question 1E – If you are employed, which is your industry?

**Key points:**

The chart above reflects 345 valid responses to this question. It shows a fairly even spread across the range with a skew to administration and professional services. This does not reflect the spread of employment in Kaipara as provided through Statistics New Zealand or Infometrics.

Question 1F – Is your place of work in the Kaipara District?

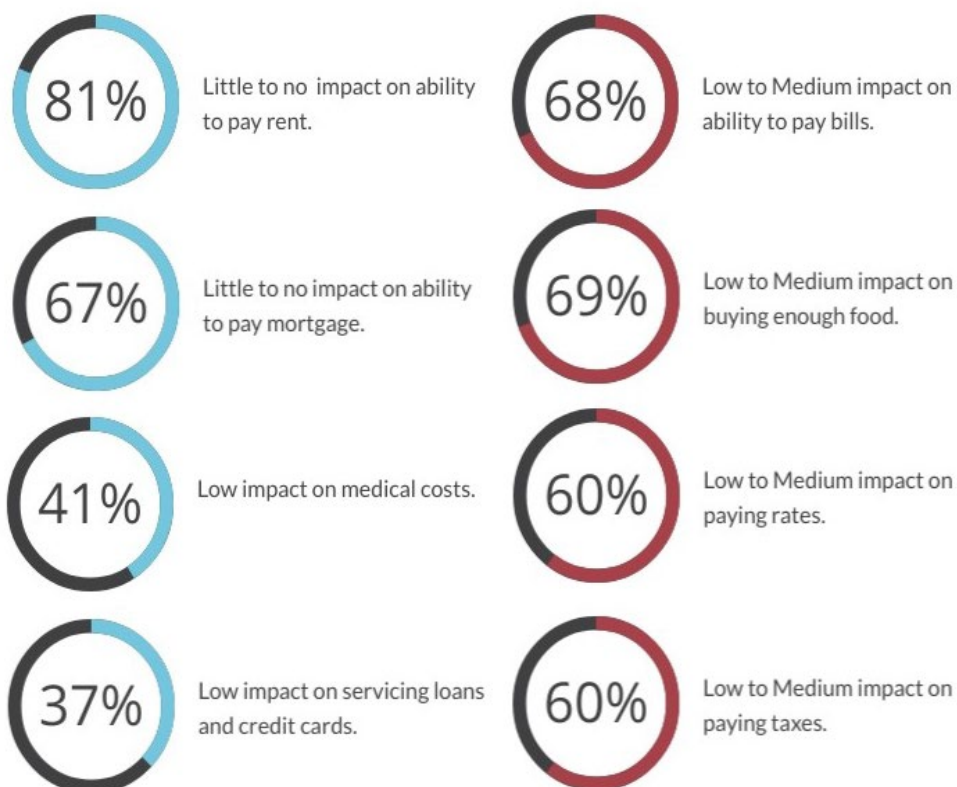
78% Work in Kaipara District.
n=389

**Key points:**

- Three quarters of respondents work in the Kaipara District.

Question 2A – Please rank the level of financial impact that you are currently experiencing.

Respondents were asked this question across the eight categories listed in the diagram below. Detailed responses are provided in Attachment 1.

**Key points:**

- The lowest levels of concern were in the rent, mortgage, medical and transport questions (from 5% for rent through to 9% for transport and medical bills)
- Food, bills, taxes and loans were in the mid-range but still at a lower end (ranging between 12% and 13%)
- Across all categories, a high level of concern ranged from 6% (ability to pay rent) to 16% (ability to pay rates).

Question 2B – What support services have you accessed due to the Covid-19 crisis?**Key points:**

- 60% have not accessed any support services
- 29% have accessed the wage or leave subsidies
- 11% have accessed support from their bank
- 1% have accessed Council rates or payment plans
- 2% have accessed Northland Inc. services
- 8% have accessed webinars.

There may be some correlation between the responses to question 1A in which 46% of respondents have stated their working life has not been impacted by the Covid-19 lockdown.

Question 2C – Please list any other support services you've accessed.

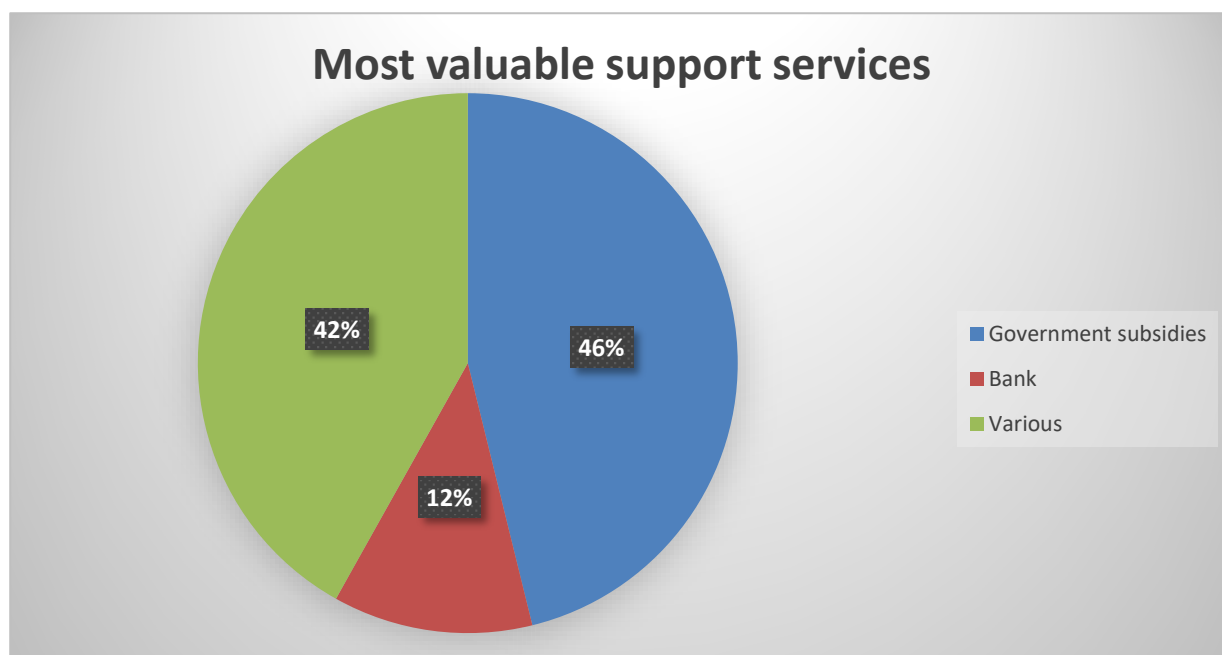
A large majority of respondents did not list any other support services accessed. Of the 37 responses to this question, a small number of business owners commented that they had accessed the wage subsidy for their employees.

Key points:

- There is a lack of awareness of rates relief and payment plans
- There is a lack of awareness of what support is available in general
- Some expressed that the support was difficult to access and the bar too high
- Whanau/ iwi support is having a positive effect
- CDEM support is well received when it is available
- The absence of a mention of the drought was noted.

Question 2D – What support services have you found to be the most valuable to date?

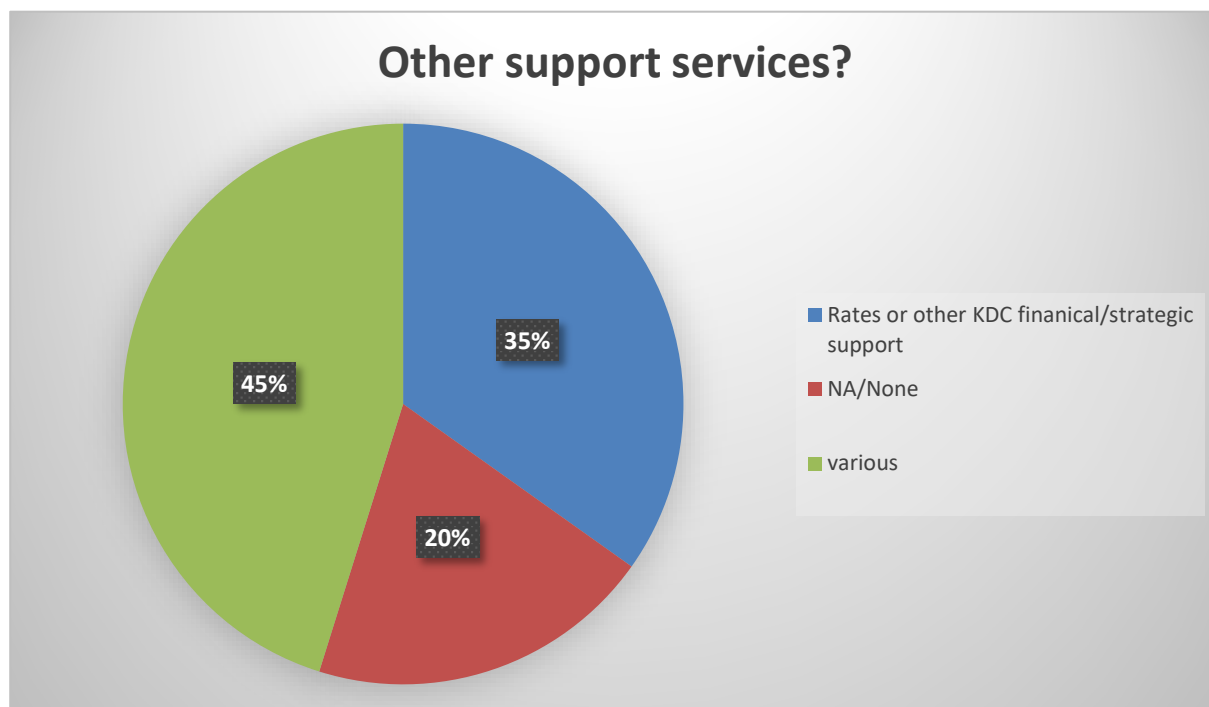
There was a relatively small number (117) of total valid responses to this question.

**Key points:**

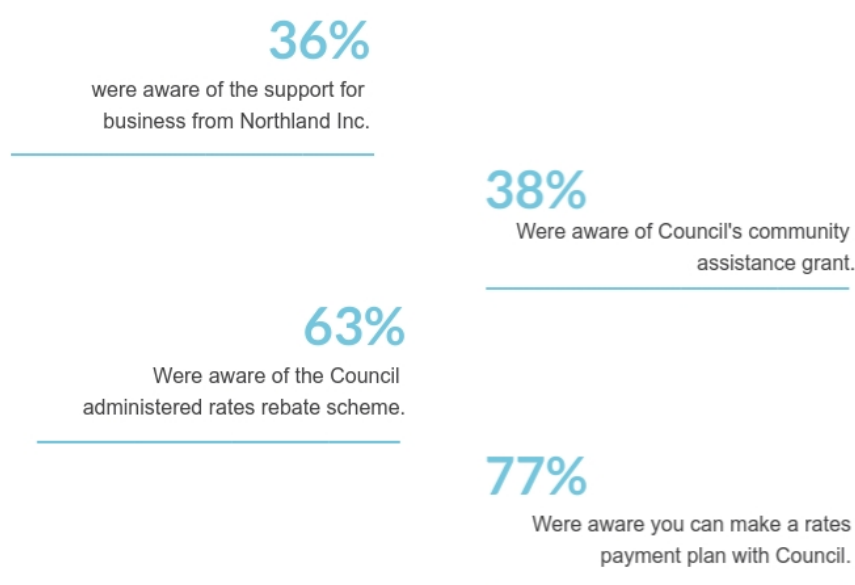
- The various government subsidies have been well received
- Grocery deliveries and neighbourly/whanau support in picking up groceries or assisting in other ways has been important
- The daily government briefings have been important to some
- There is some evidence of industry bodies offering support and advice which has been well-received
- Most support received through the banks has been by way of a mortgage holiday.

Question 2E – What other support services do you think would be helpful at this time.

There was a relatively small number (155) of total valid responses to this question, with the majority of total respondents providing no comment for this question.

**Key points:**

- 54 respondents listed a range of Council support options, primarily rates and consent/licence fee relief/reduction, but also cutting costs (including salaries) and Council's role in providing strategic direction into the future, including better consenting processes
- Themes from the 70 'various' comments included:
 - Better communications from local and central government and agencies needed
 - Well communicated business support options
 - Better access to health services, especially mental health services
 - A local job seeker service
 - Ongoing food deliveries for vulnerable people
 - Support for drought affected farmers
 - Universal basic income
 - Better enforcement of the rules.

Question 2F – Which of these options are you aware of?

Many respondents were aware of and ticked more than one of the four options provided, for a total of 759 responses from 307 respondents. 149 respondents did not answer this question, indicating they were not aware of any of these options.

Question 2G – Any other thoughts or comments?

Of the total 457 respondents to this survey, 317 provided no further comments to this question. Eight respondents expressed their thanks to Kaipara District Council for either undertaking the survey or Council's response to the Covid-19 situation. Of the remaining 131 comments, these were evenly split between requests for Council and other comments.

The majority of comments on Council matters are repeats of the issues already raised in response to other questions and summarised in this report, such as rates relief, speeding up of consenting processes and salary cuts for all Council staff. Comments regarding better and more up-to-date information being provided on Council's webpage.

The comments provided that are not directly related to Kaipara District Council are very broad ranging but include matters such as:

- Support for local businesses is required
- Better communications and information from central government
- Community collaboration and cohesion is important
- Concerns about the drought and the impact on farmers.

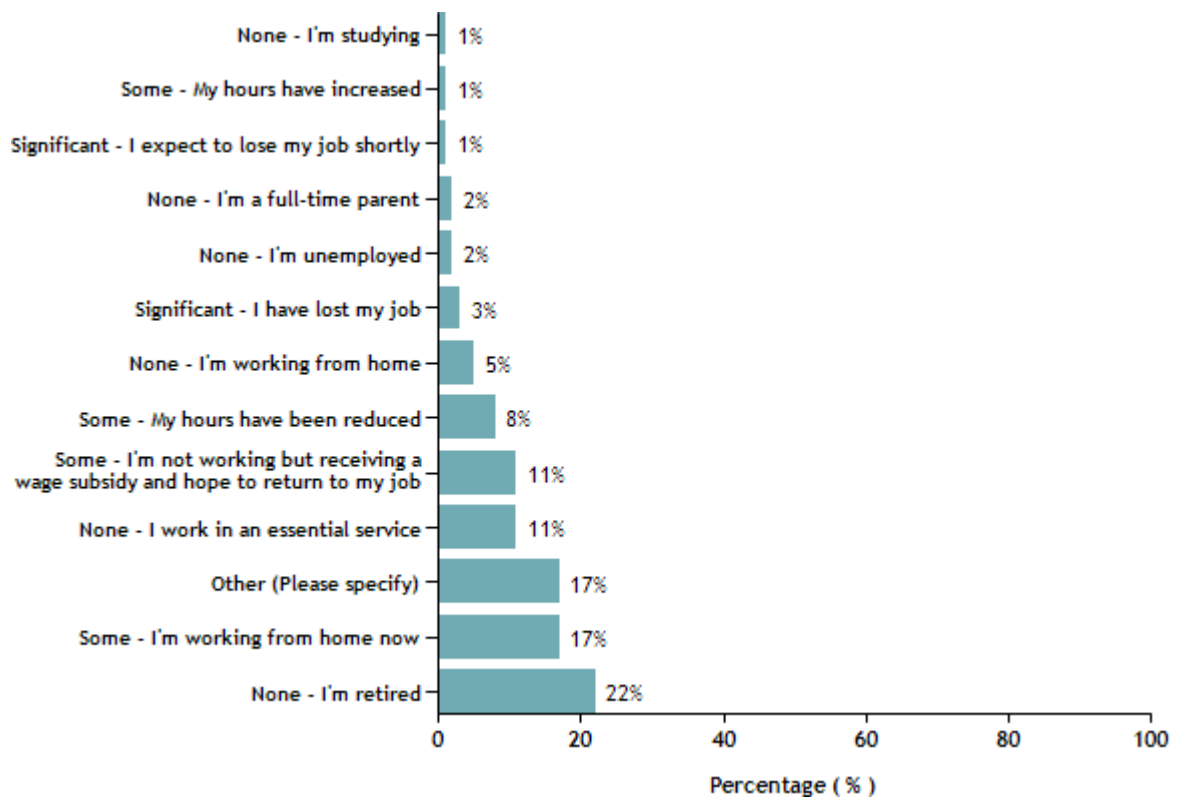
Question 2H – What is the best way for us to keep you informed?

- 59% Council website
- 58% local newspapers
- 57% Council FB page
- 21% local radio stations.

Attachment 1

Mayoral Taskforce Survey – raw data for closed questions

Question 1A To date what have been the effects of the Covid-19 lockdown on your working life: (Please choose the closest one):



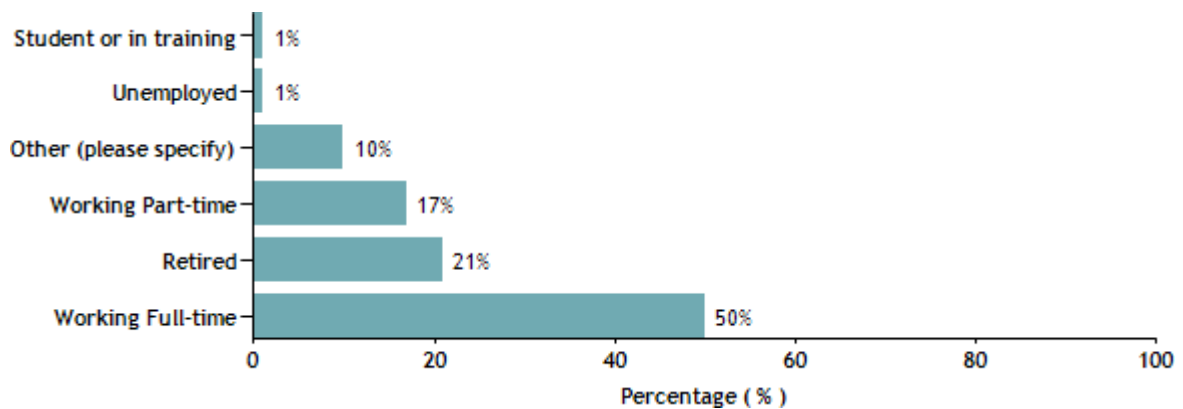
Number of responses to this question 453 (99%)

Total number of responses for this survey 457

Answer	Count	%
None - I'm unemployed	11	2
None - I'm retired	100	22
None - I'm studying	3	1
None - I'm a full-time parent	7	2
None - I work in an essential service	49	11
None - I'm working from home	22	5
Some - My hours have been reduced	37	8
Some - My hours have increased	4	1

Answer	Count	%
Some - I'm working from home now	78	17
Some - I'm not working but receiving a wage subsidy and hope to return to my job	48	11
Significant - I have lost my job	13	3
Significant - I expect to lose my job shortly	5	1
Other (Please specify)	76	17

Question 1B Before the Covid-19 lockdown what would have been the best description of your working life:

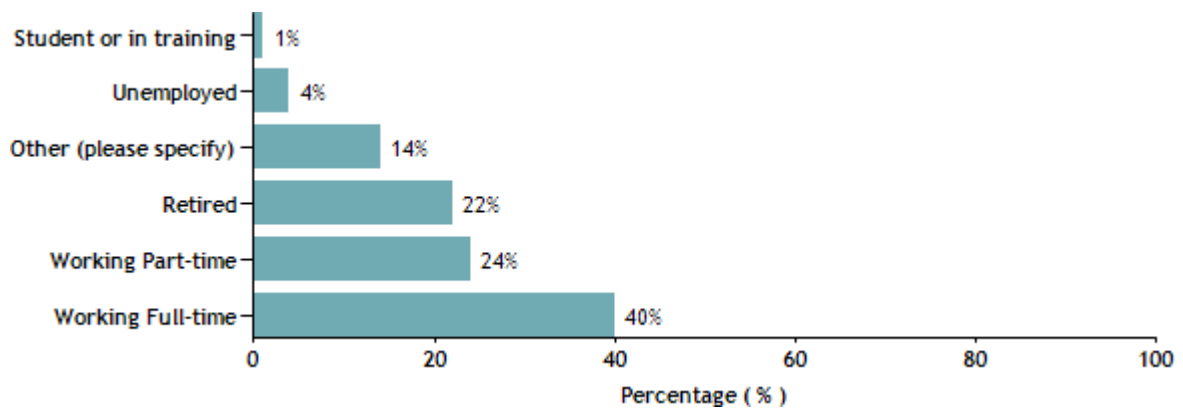


Number of responses to this question 450 (98%)

Total number of responses for this survey 457

Answer	Count	%
Working Full-time	227	50
Working Part-time	75	17
Unemployed	6	1
Retired	93	21
Student or in training	3	1
Other (please specify)	46	10

Question 1C After the Covid-19 lockdown, or when you return to “normal”, what do you expect to be the best description of your working life:

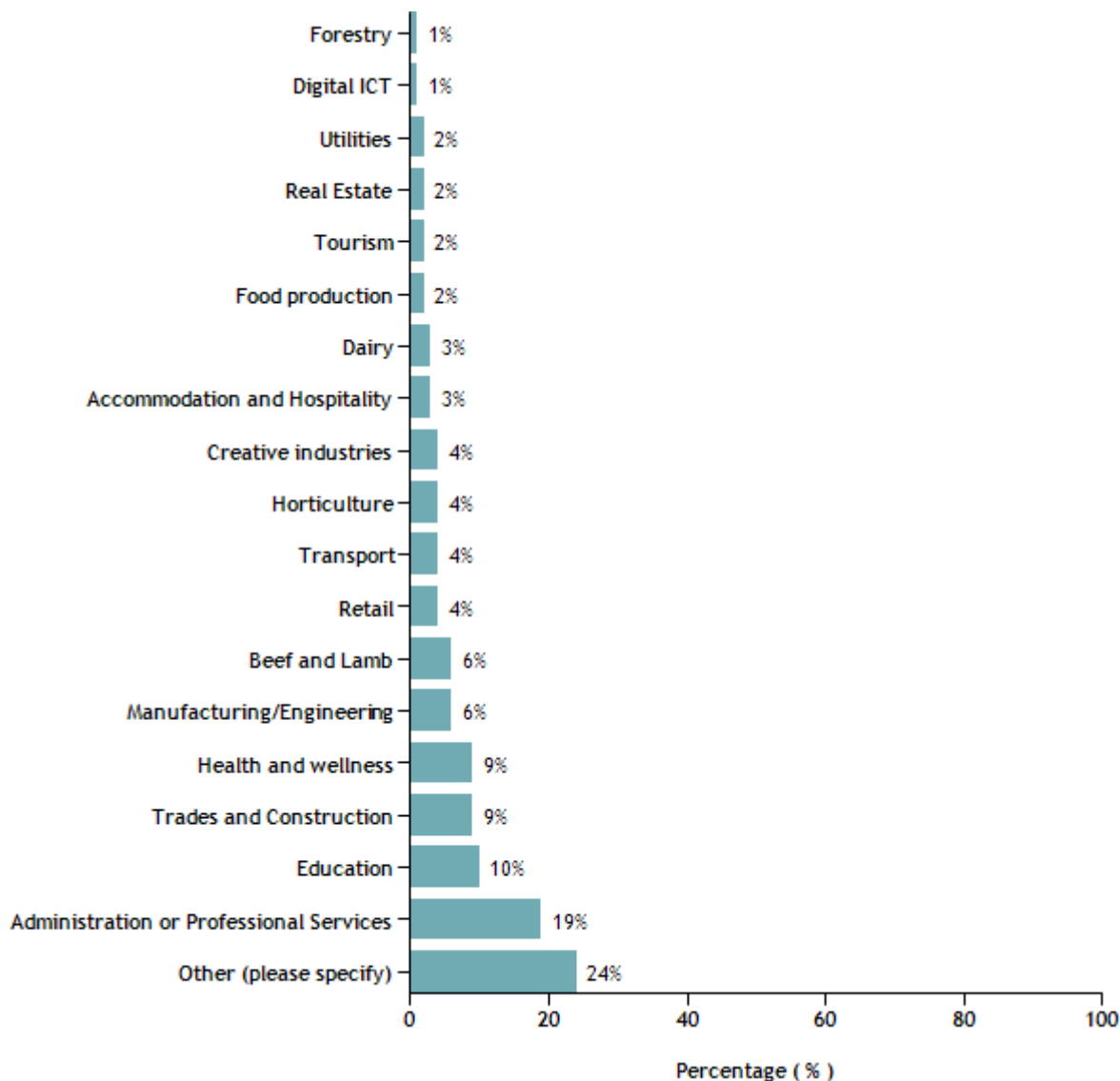


Number of responses to this question 453 (99%)

Total number of responses for this survey 457

Answer	Count	%
Working Full-time	183	40
Working Part-time	108	24
Retired	99	22
Unemployed	16	4
Student or in training	3	1
Other (please specify)	62	14

Question 1E If you are employed, which is your industry?



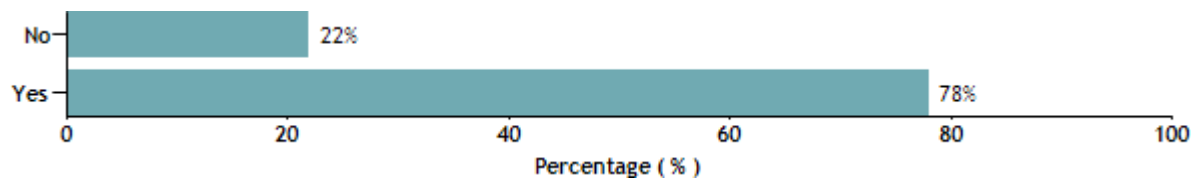
Number of responses to this question 360 (79%)

Total number of responses for this survey 457

Answer	Count %	
Dairy	12	3
Beef and Lamb	20	6
Horticulture	15	4
Retail	16	4
Real Estate	8	2
Manufacturing/Engineering	20	6
Forestry	3	1
Administration or Professional Services	69	19
Health and wellness	32	9

Answer	Count %	
Education	37	10
Transport	15	4
Accommodation and Hospitality	12	3
Tourism	8	2
Trades and Construction	32	9
Food production	9	3
Digital ICT	3	1
Creative industries	13	4
Utilities	6	2
Other (please specify)	87	24

Question 1F Is your place of work in the Kaipara District?



Number of responses to this question 389 (85%)

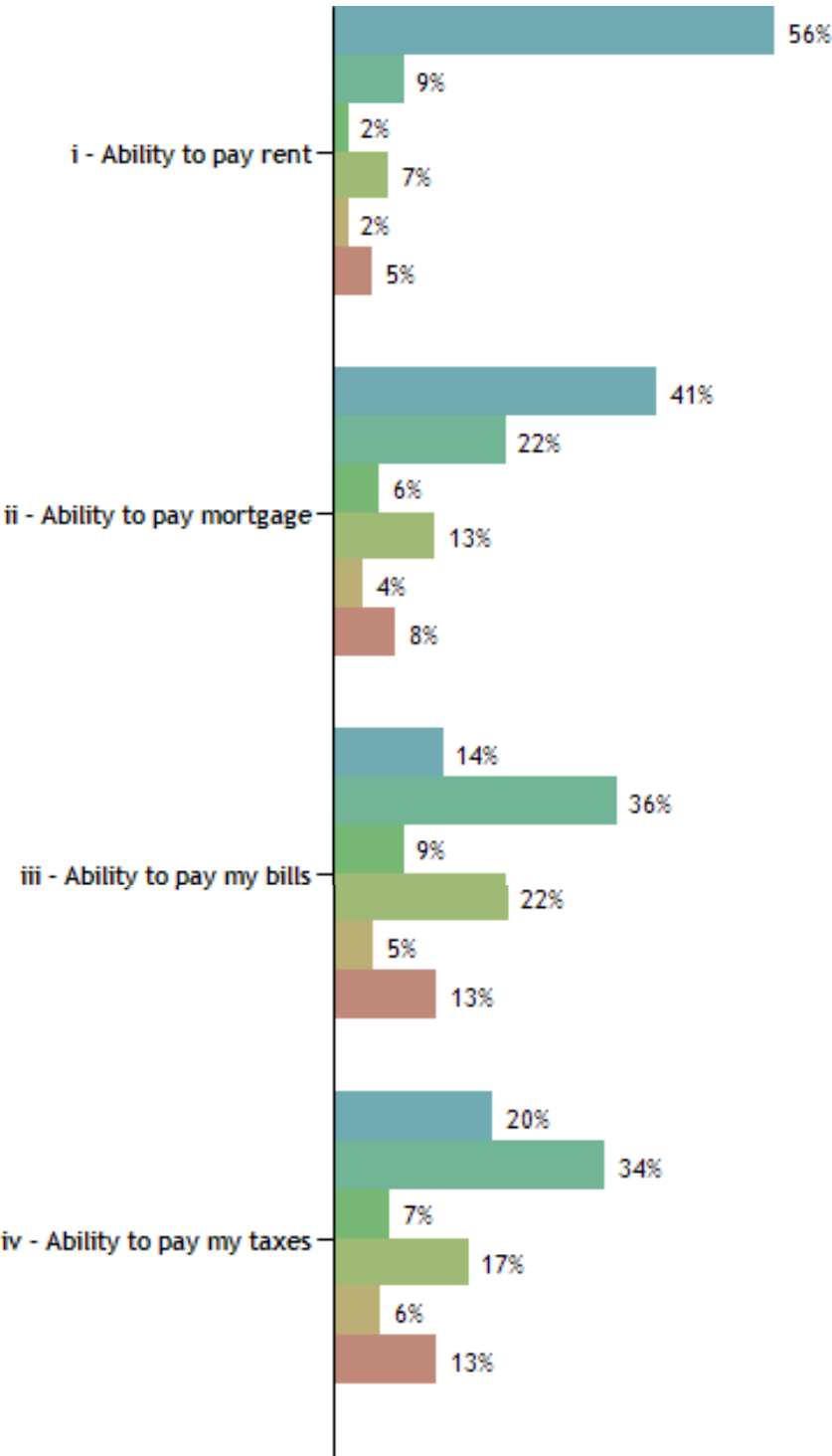
Total number of responses for this survey 457

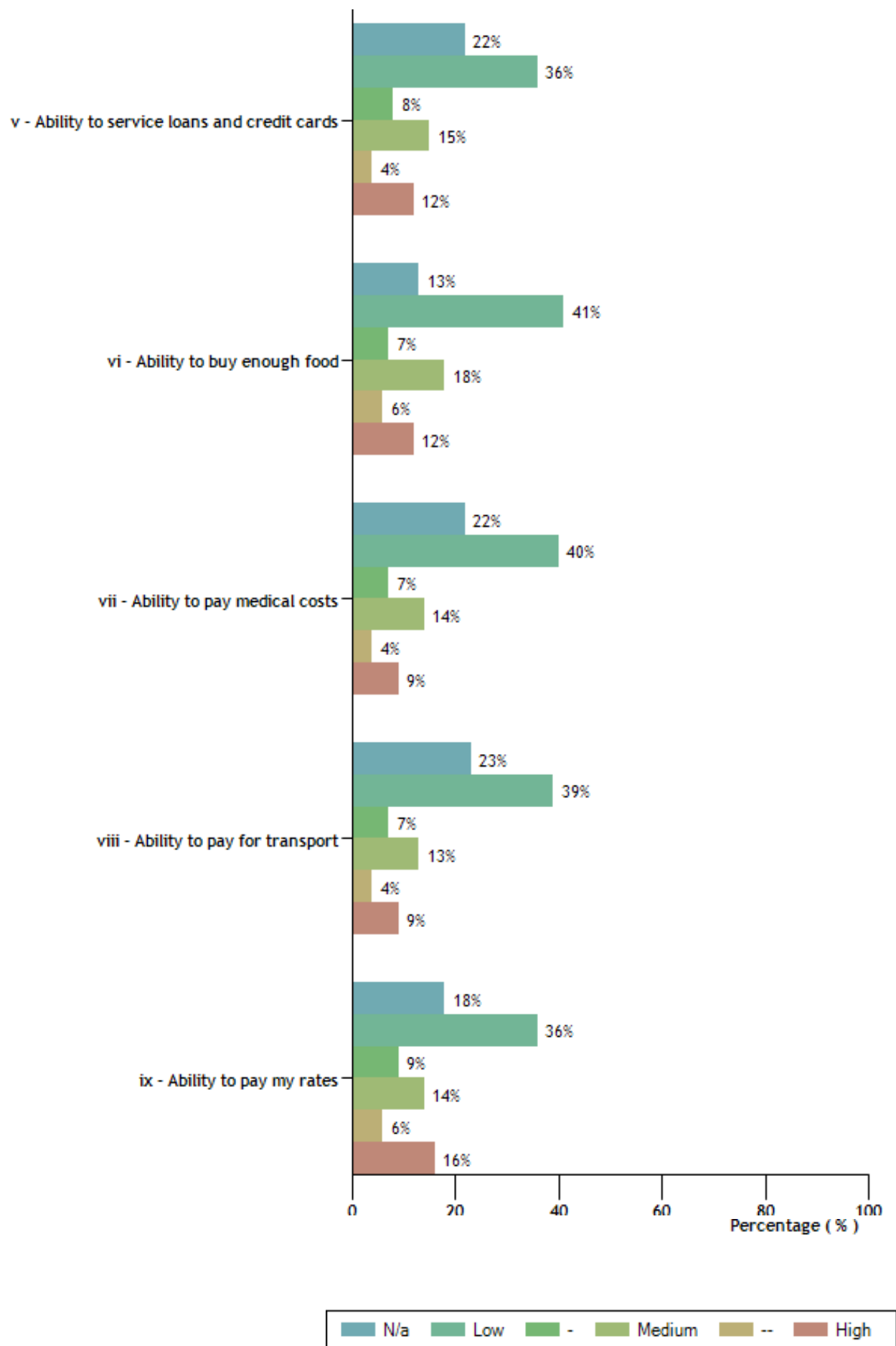
Answer Count %

Yes 302 78

No 87 22

Question 2A Please rank the level of financial impact that you are currently experiencing;





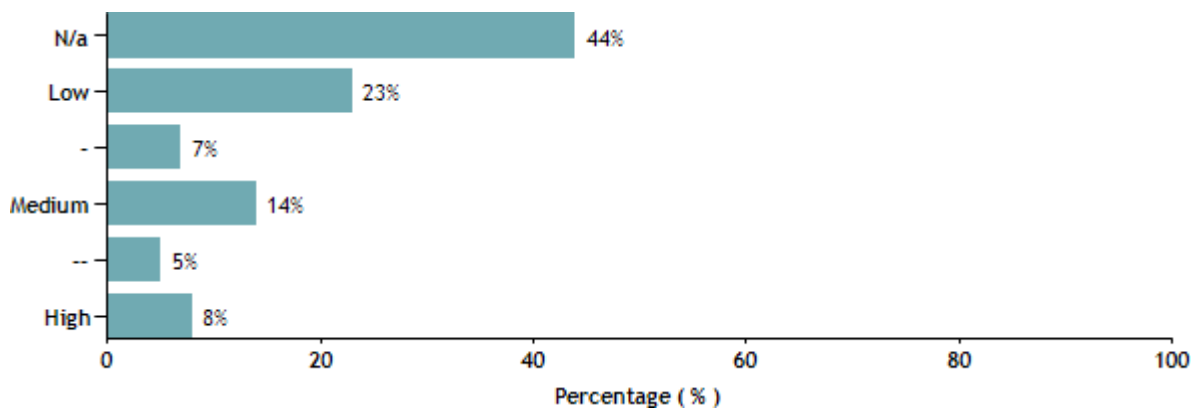
Number of responses to this question 446 (98%)

Total number of responses for this survey 457

Risk Level	Percentage (%)
N/a	69%
Low	12%
-	3%
Medium	8%
--	2%
High	6%

2A(ii) Please rank the level of financial impact that you are currently experiencing;

- - Ability to pay mortgage



Number of responses to this question 425 (93%)

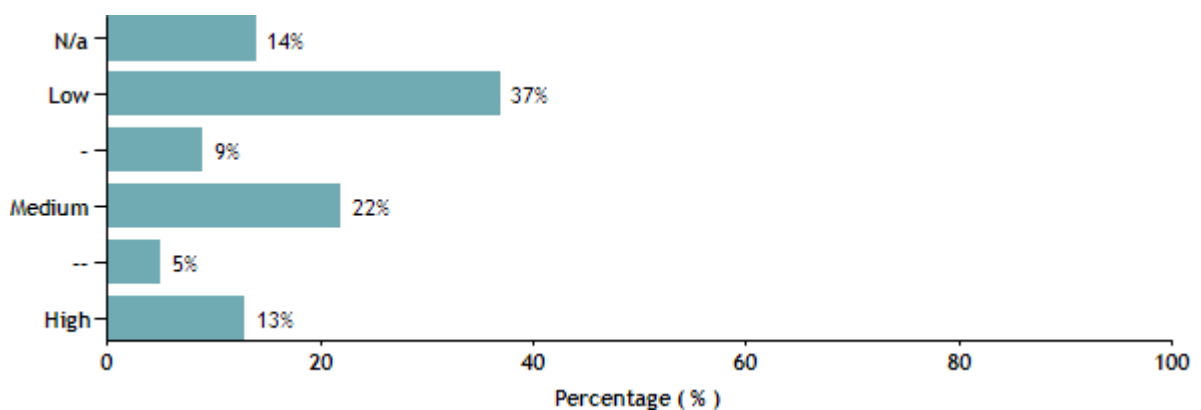
Total number of responses for this survey 457

Answer Count %

N/a	185	44
Low	98	23
-	28	7
Medium	58	14
--	20	5
High	36	8

2A(iii) Please rank the level of financial impact that you are currently experiencing;

- - Ability to pay my bills



Number of responses to this question 441 (96%)

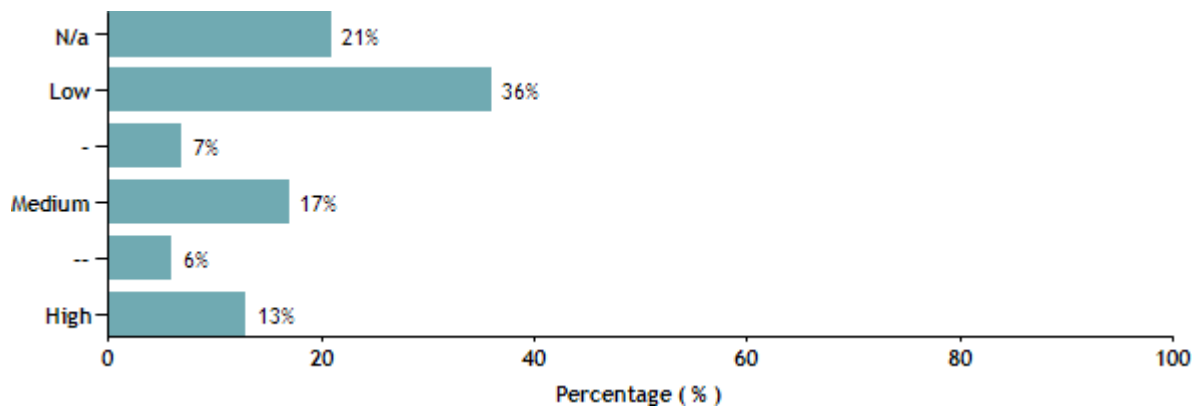
Total number of responses for this survey 457

Answer Count %

N/a	61	14
Low	161	37
-	39	9
Medium	98	22
--	24	5
High	58	13

2A(iv) Please rank the level of financial impact that you are currently experiencing;

- - Ability to pay my taxes



Number of responses to this question 427 (93%)

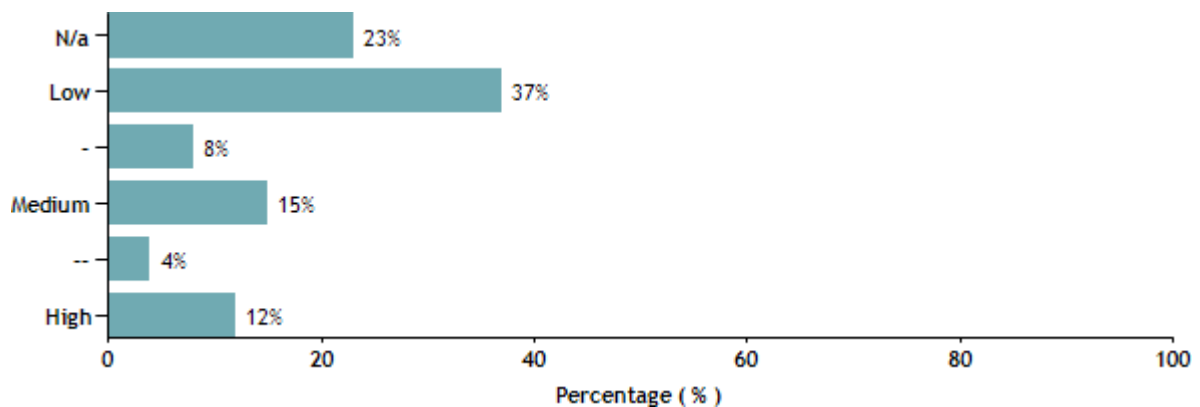
Total number of responses for this survey 457

Answer Count %

N/a	88	21
Low	153	36
-	29	7
Medium	74	17
--	26	6
High	57	13

2A(v) Please rank the level of financial impact that you are currently experiencing;

- - Ability to service loans and credit cards



Number of responses to this question 432 (95%)

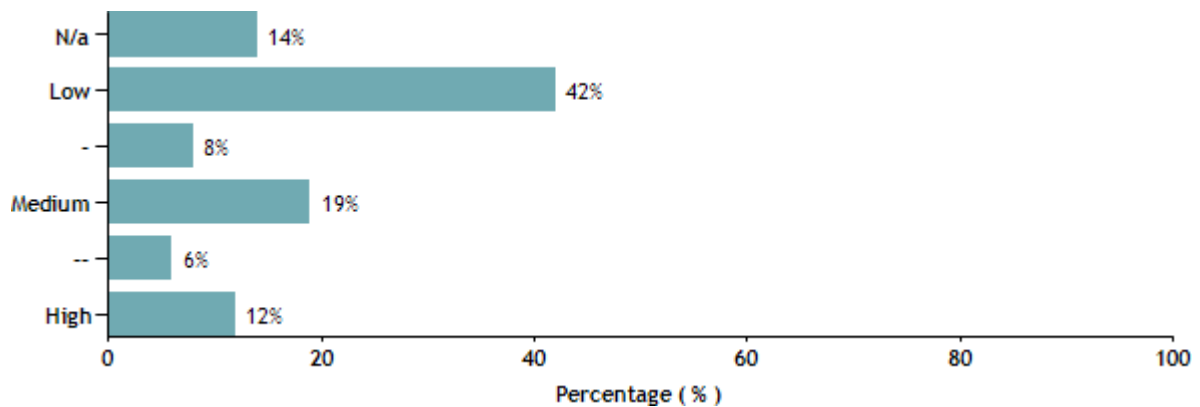
Total number of responses for this survey 457

Answer Count %

N/a	99	23
Low	161	37
-	34	8
Medium	65	15
--	19	4
High	54	13

2A(vi) Please rank the level of financial impact that you are currently experiencing;

- ♦ - Ability to buy enough food



Number of responses to this question 437 (96%)

Total number of responses for this survey 457

Answer Count %

N/a 60 14

Low 184 42

- 33 8

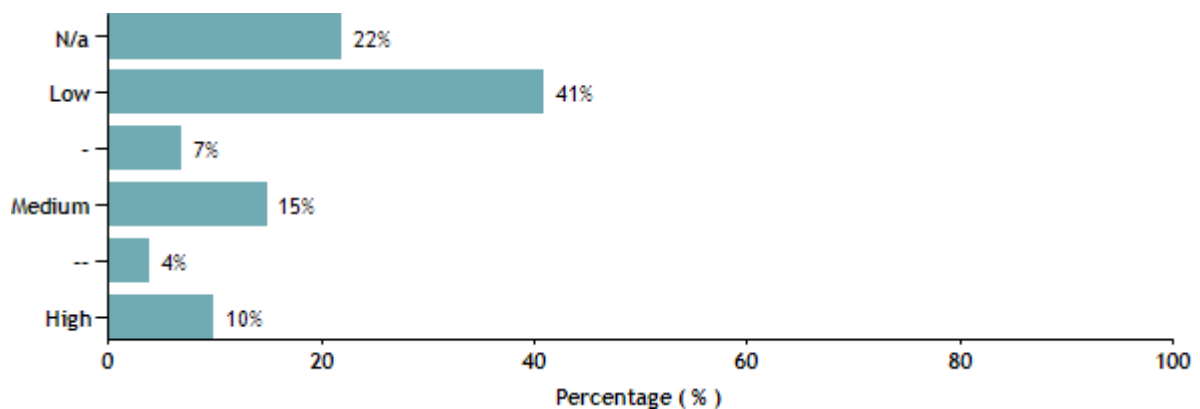
Medium 82 19

-- 25 6

High 53 12

2A(vii) Please rank the level of financial impact that you are currently experiencing;

- ♦ - Ability to pay medical costs



Number of responses to this question 431 (94%)

Total number of responses for this survey 457

Answer Count %

N/a 96 22

Low 178 41

- 32 7

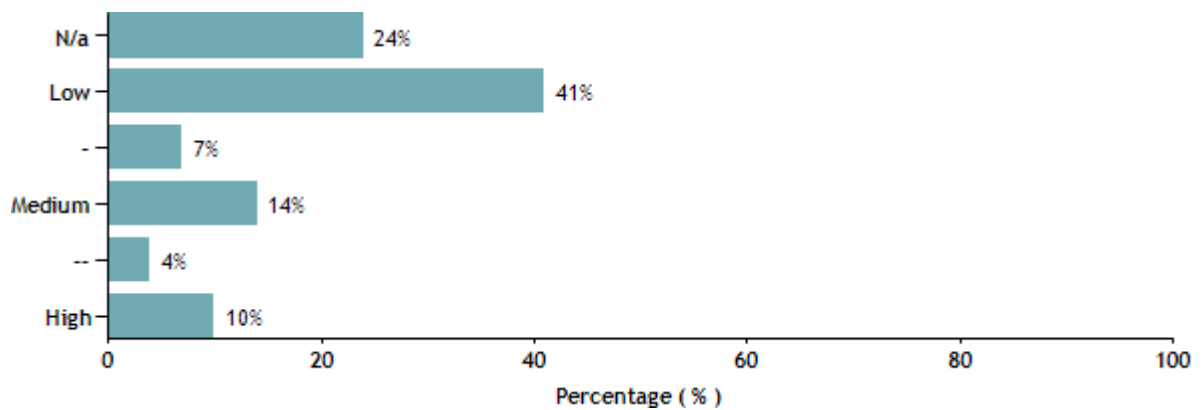
Medium 64 15

-- 19 4

High 42 10

2A(viii) Please rank the level of financial impact that you are currently experiencing;

- Ability to pay for transport



Number of responses to this question 424 (93%)

Total number of responses for this survey 457

Answer Count %

N/a 102 24

Low 172 41

- 30 7

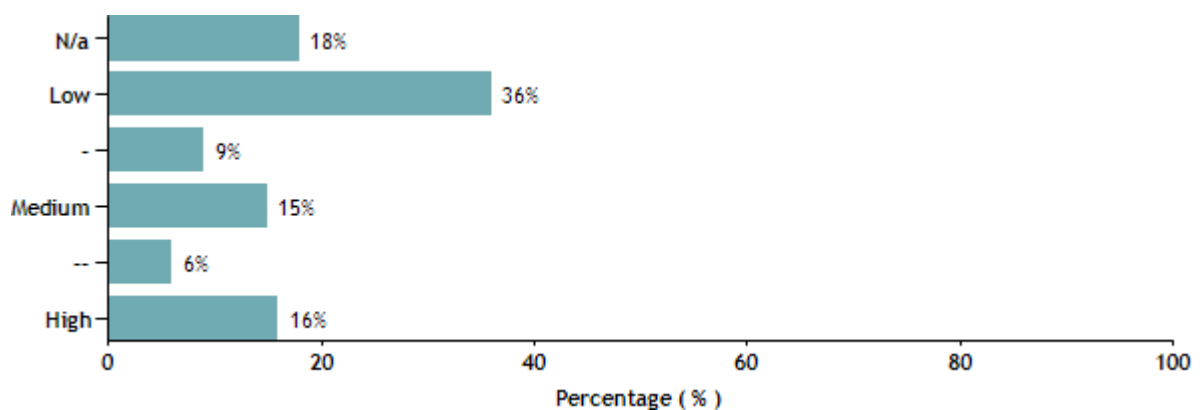
Medium 59 14

-- 19 4

High 42 10

2A(ix) Please rank the level of financial impact that you are currently experiencing;

- Ability to pay my rates



Number of responses to this question 439 (96%)

Total number of responses for this survey 457

Answer Count %

N/a 80 18

Low 160 36

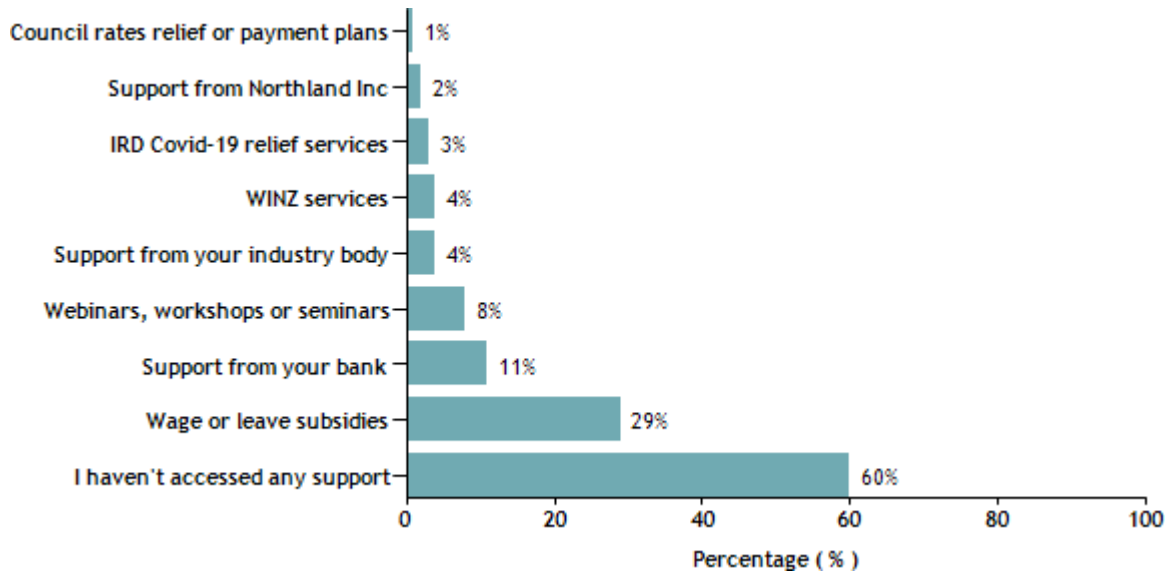
- 38 9

Medium 64 15

-- 27 6

High 70 16

Question 2B What support services have you accessed due to the Covid-19 crisis?

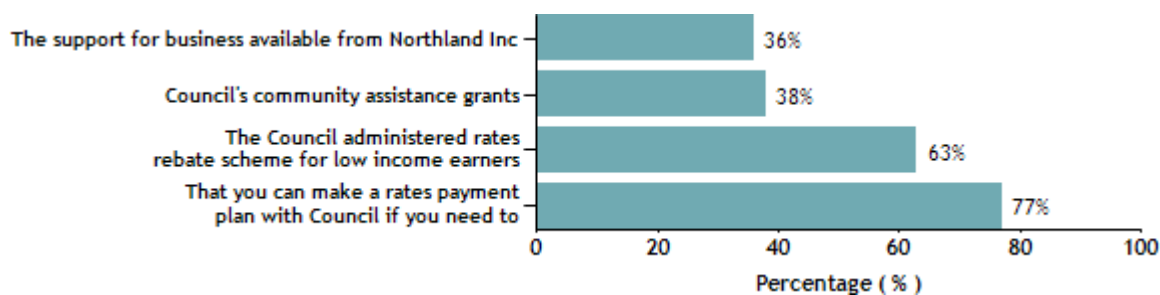


Number of responses to this question 437 (96%)

Total number of responses for this survey 457

Answer	Count	%
Wage or leave subsidies	128	29
WINZ services	16	4
Council rates relief or payment plans	3	1
Support from your bank	46	11
IRD Covid-19 relief services	12	3
Webinars, workshops or seminars	37	8
Support from Northland Inc	8	2
Support from your industry body	16	4
I haven't accessed any support	263	60

Question 2F Which of these options are you aware of?



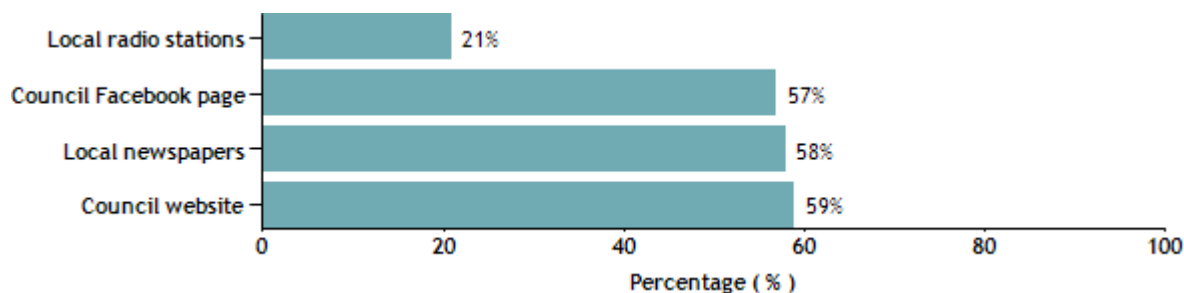
Number of responses to this question 307 (67%)

Total number of responses for this survey 457

Answer	Count	%
That you can make a rates payment plan with Council if you need to	237	77
The Council administered rates rebate scheme for low income earners	193	63
Council's community assistance grants	117	38
The support for business available from Northland Inc	112	36

Question 2H

What is the best way for us to keep you informed (please select as many as you like)?



Number of responses to this question 431 (94%)

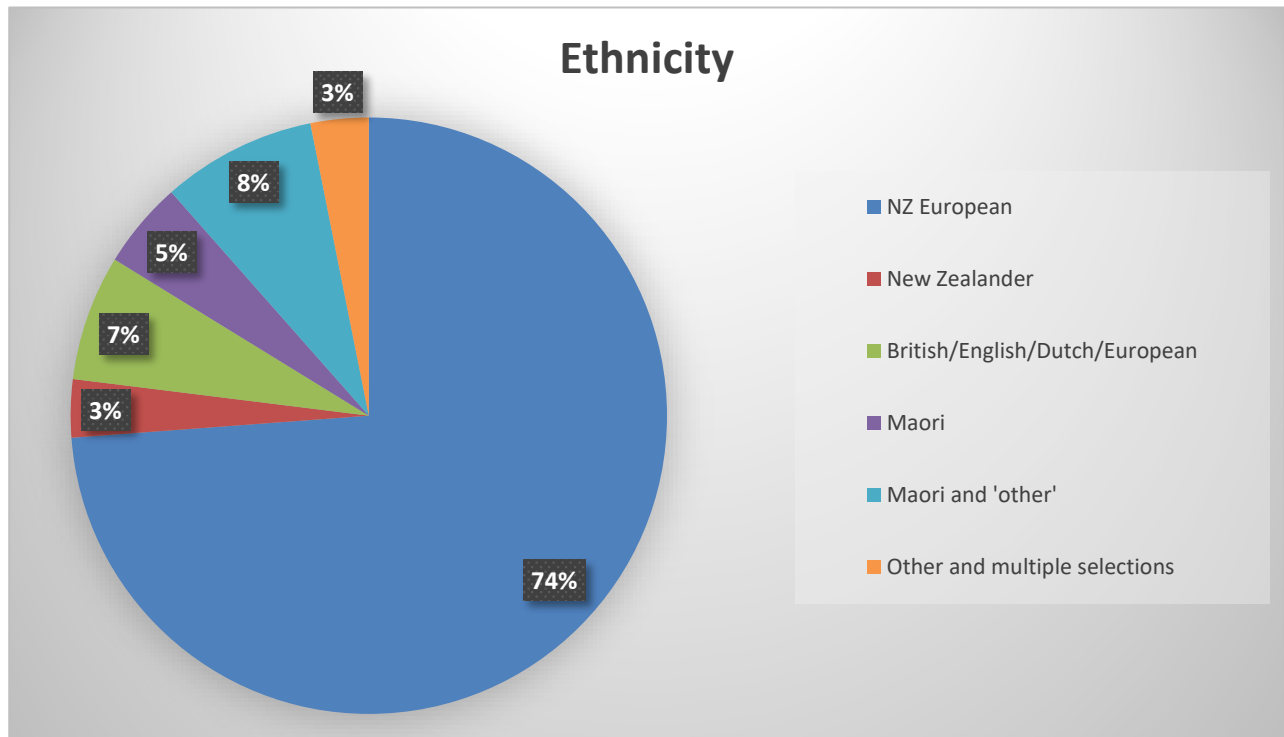
Total number of responses for this survey 457

Answer	Count	%
Council website	254	59
Council Facebook page	244	57
Local newspapers	251	58
Local radio stations	90	21

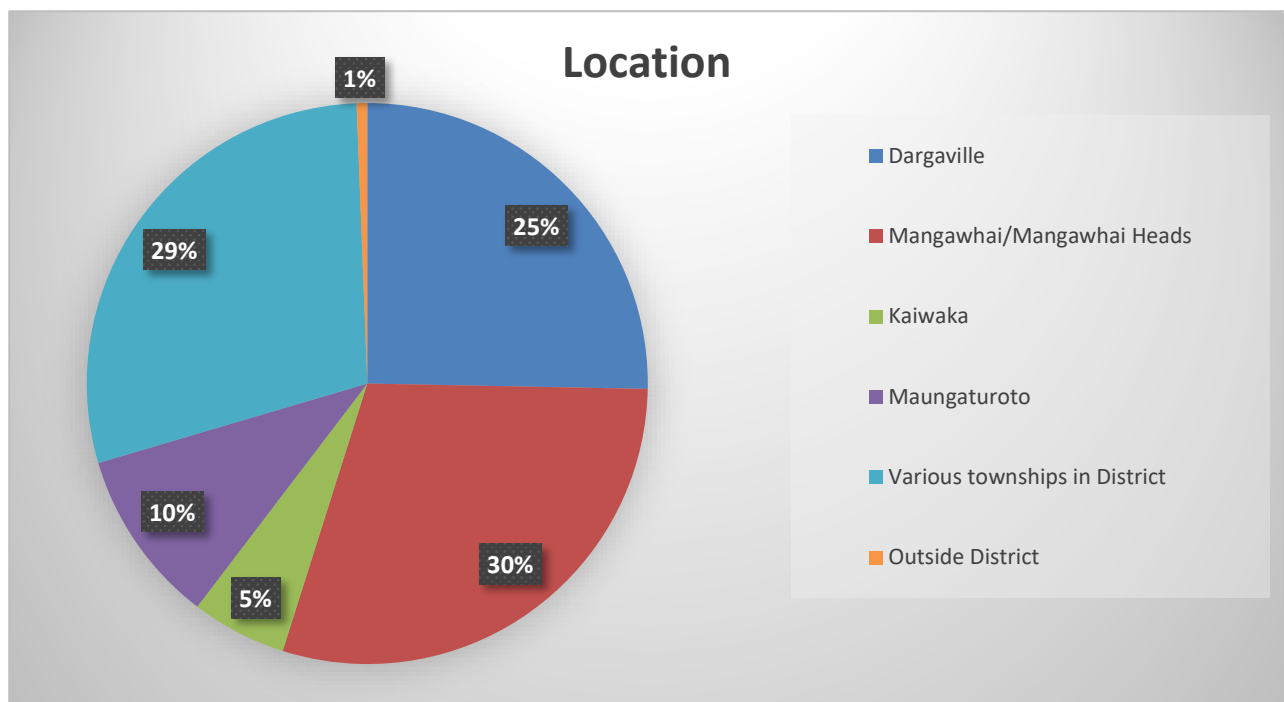
Attachment 2

Respondent Demographics

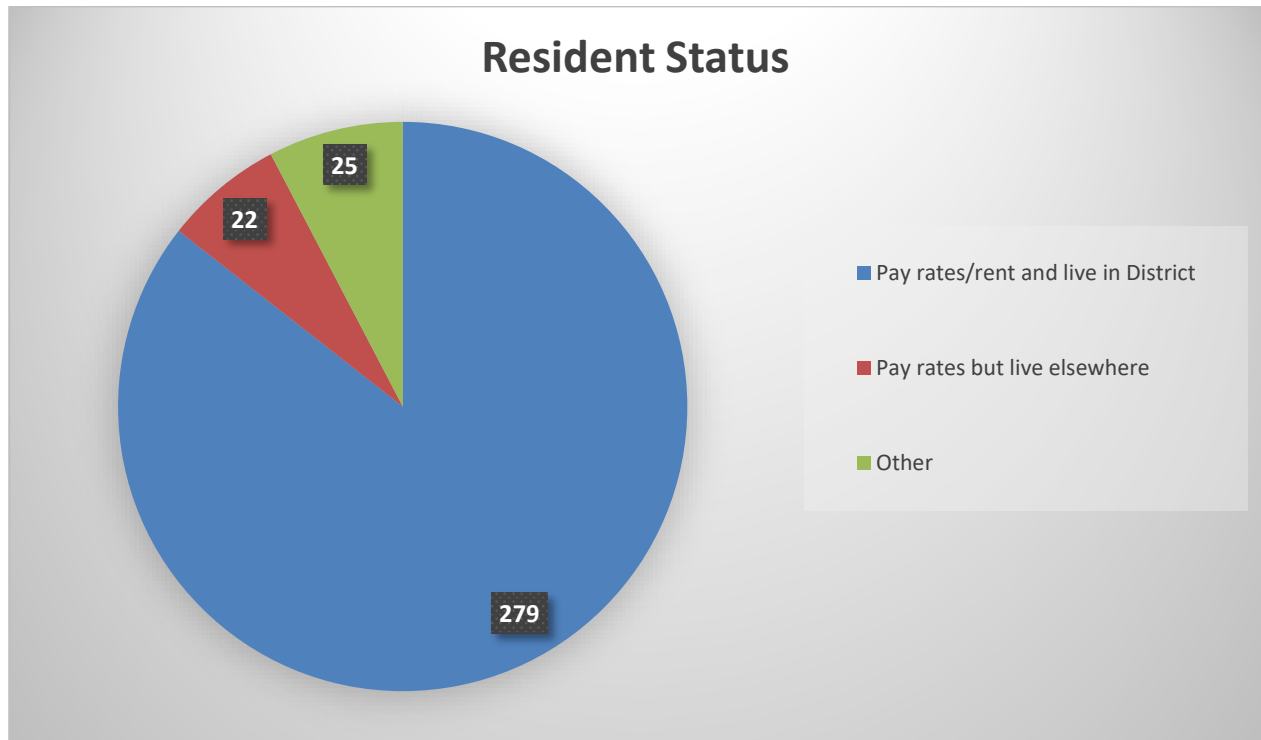
1. Ethnicity (191 responses)



2. Location (346 responses)



3. Resident Status (327 responses)



4. Age (327 responses)

