



Myriad Research

ENGAGE - INFORM - EMPOWER



Research Report

Executive Summary

Client: Derwent Estuary Program

Project: Community Survey

May 2013

Executive Summary

The 2007 Community Survey conducted for the Derwent Estuary Program assisted our client with the development of a targeted communications strategy to engage with the general public and key stakeholders to achieve key program objectives.

The 2013 research essentially replicated the 2007 baseline study to assess changes in key indicators relating to the degree of community engagement with the Derwent Estuary and public awareness of the Derwent Estuary Program and its role. The 2013 research also tested awareness of the range of communications currently provided by the Program.

The research was conducted (as in 2007) via telephone survey comprising interviews with a random sample of householders (aged 18 plus) living in Council areas bordering the Estuary, viz Clarence, Hobart, Kingborough, Glenorchy, Brighton and Derwent Valley.

Fieldwork was conducted during May 2013 by the Myriad Research interview team in accordance with the relevant quality assurance and privacy protocols. The total sample of 300 respondents provides statistically robust outcomes for the target population, and indicative outcomes for key segments of that population.

Respondent profile

The table summarises sample distribution across the six Council areas surveyed, with 2007 comparison.

LGA	2013		2007
	Number of respondents	% total sample	% total sample
Clarence	60	20.0	19.5
Hobart	64	21.3	20.0
Kingborough	60	20.0	20.0
Glenorchy	56	18.7	20.5
Brighton	38	12.7	12.0
Derwent Valley	22	7.3	8.0
	300	100.0	100.0

Additional quotas were set to ensure a representative mix for the total sample and across the Council areas with overall profile as follows ...

- 43% male, 57% female
- 30% aged 18 – 39 years, 39% aged 40 – 59 years, 31% aged 60 plus
- 36% of respondents had children under 18 living at home
- 35% were white collar workers (main income earner in household or previous occupation/study profile), 33% grey collar, 32% blue collar

Key research findings

Respondents were first asked what they felt were the main local environmental issues – areas of most concern to their family, lifestyle and day to day living.

- Of the 324 environmental issues nominated by respondents, 77 related to the Derwent Estuary – either directly or relating to water quality generally or sewerage issues – equating to 24% of total environmental issues identified.
- Whilst the total number of environmental issues identified was well below the 2007 level (1.9 issues per respondent on average compared to 1.1 issues per respondent in 2013), the proportion of issues relating to the Derwent Estuary was markedly higher – 24% compared to 19% in 2007.

Respondents were next asked about their level of engagement with the Derwent Estuary over the past 12 months.

- Engagement with the Estuary is significantly higher when compared with 2007, with 83% of respondents now undertaking at least one activity on, in or around the River, compared with 68% in 2007.
- The table summarises the range of activities and highlights the change in activity patterns over the two survey rounds.

	2013	2007
	% total sample	% total sample
swimming	31.0	18.5
boating/sailing/ rowing	31.7	20.0
fishing	29.3	21.5
walking	69.3	47.5
other recreation	19.7	1.5
other activity	10.0	3.0
use for some activity	82.7	68.0
no activity undertaken	17.3	32.0

- As the table shows, all activity types have increased between 2007 and 2013, with the proportion of respondents undertaking *no activity* now around 1 in 6 respondents, compared to close to 1 in 3 respondents in 2007.
- **Walking** is again the most popular activity. Clarence residents are the most likely to use the Estuary for some activity (90% of total respondents), with Derwent Valley and Glenorchy respondents less likely to engage with the Estuary (both around 70%).
- ‘Other activities’ for 2013 show the increase in popularity of **cycling** and **kayaking** as a recreational activity on or around the Derwent Estuary.
- The Report identifies the range of locations in, on and around the Estuary for the nominated activities of swimming, fishing and walking for each Council area.

Respondents were asked to rate the importance of the Derwent Estuary to themselves and their family and to provide reasons for that rating.

- The Estuary continues to be *central* to the quality of life for the people of Greater Hobart, with the degree of importance increasing over the survey timeframe – 83% rating important in 2013, compared with 77% in 2007.
- The Derwent Estuary is most important to householders within the Hobart City Council area – 94% importance rating – and less important to the younger (18 – 39) age demographic with 74% rating important.
- Respondents have provided a range of general and specific reasons underpinning their rating for this question – and in turn a wide range of *insights* into the relevance of the Derwent Estuary to their lifestyle and quality of life.

How do people rate the present health of the Derwent Estuary – and how does it compare with 5 years ago?

- The health of the Derwent Estuary continues to rate 'just OK' – average 2.9 on the 5 point scale (5 = *excellent*, 3 = *OK*, 1 = *poor*) which is marginally below the 2007 average rating of 3.0.
- 20% of respondents give a positive score card to the health of the Estuary in 2013 (rating 4 or 5) compared with 23% in 2007.
- Brighton, and particularly Glenorchy, residents are more likely to rate the present health of the Derwent Estuary lower than residents in other Council areas, with Derwent Valley residents most likely to provide a positive score card.
- Whilst the rating of the present health of the Estuary is marginally down compared with the 2007 result, residents are more likely to be of the view that the Estuary health is better or at least the same as compared with 5 years ago – 77% rating the same or better, above the 73% result for 2007.
- Those in the 60 plus age group have a more positive view of the change in Estuary health over the last 5 years compared with younger respondents – 60% rating better compared with 38% of respondents aged 18 – 39 rating better, and reflecting similar differences in perception across the age groups from the 2007 research.

Respondents were next asked what they felt was the greatest environmental threat to the Derwent Estuary at the moment, and who should be responsible for the protection of the Estuary.

- Most respondents could nominate at least one perceived environmental threat to the Estuary – 88% of the total sample.
- **Industry** was clearly the main perceived current environmental threat to the Estuary – 35% of total mentions.

- Pollution (general), stormwater and sewerage were secondary but significant perceived environmental threats – 19%, 16% and 15% respectively of total mentions. People (*not looking after the Estuary*) were also identified as a current environmental threat – 14% of total mentions.
- Organisations and other groups which should carry responsibility of protecting the Estuary as nominated by respondents is summarised in the table below, with 2007 comparison.

	2013	2007
Organisation/group	% total mentions	% total mentions
State Government	44.7	53.0
Local Government	37.0	27.0
Government - general	13.0	20.0
Community/everyone	24.3	14.5
Federal Government	5.3	7.5
Industry	6.0	1.0
Derwent Estuary Program	0.7	
Other	11.3	

- As the table shows, the State Government is more likely to be regarded as having main responsibility for the protection of the Estuary, but with the role of local Government and the general community increasingly relevant from the viewpoint of respondents.
- The perceived role of the Derwent Estuary Program in this regard reflects the seemingly low profile of the organisation in the public arena – at least in an unprompted sense ...

Respondents were next asked if they had heard of the Derwent Estuary program, when they first about the Program and what they knew of the Program.

- 23% of respondents were aware of the Derwent Estuary Program, markedly up on the 2007 awareness level of just 16%.
- Hobart respondents were most likely to have heard of the Program, Brighton respondents least likely.
- The daily newspaper was the most effective communication channel in this regard – mentioned by 35% of the respondent group. Television was an important secondary source – 18% of sample.
- Most respondents who were aware of the Derwent Estuary Program had some idea of the role and responsibilities of the DEP (in many cases a very good idea).

- Of the 68 respondents who reported awareness of the Program, 59 respondents were able to describe its role with some degree of accuracy, equating to 20% of the total survey sample. This compares well with the 2007 result where the 16% reported awareness level dropped to 7.5% with a reasonably accurate understanding of the role of the DEP. This represents a significant increase in the level of informed community understanding of the DEP's role between 2007 and 2013 – from 7.5% to 20% informed awareness.

The aims and objectives of the Program were explained to all respondents, who were then asked how they thought the local community could become more involved.

- The question (as in 2007) again evoked a strong response from local residents, with just 8% of the survey group having no suggestions in this regard. The range of ideas is detailed within the Report.
- **Clean up days** and **community education** (*in particular awareness of actions*) were the most frequent suggestions put forward by the survey group.

The final series of questions prior to survey demographics related to the current communication collateral provided by the Derwent Estuary Program ...

- Close to 70% of respondents were aware of **water quality advice** about swimming in the Derwent – most likely to be obtained via the daily newspaper (52% of mentions) or signage (33%) along the Estuary.
- Close to 60% of respondents were aware of **seafood safety advice** in relation to the Derwent Estuary – again likely to be via the daily newspaper (47%) with TV and radio also relevant sources of information (26% and 23% respectively). Word of mouth also plays a role in spreading the word regarding seafood safety – 16% of total mentions.
- Most are aware of information about **walking tracks** around the Derwent Estuary – 77% of the total sample. This was likely to be via less structured sources – in particular local knowledge and/or word of mouth. **Council brochures** were also an important information source for local residents in relation to walking tracks.

Discussion

The 2013 research provides a timely snapshot of the community's engagement with the Derwent Estuary – activity patterns, perception of present and on-going health of the River and the areas of most concern in terms of perceived environmental threat to the Derwent Estuary.

The 2013 survey provides direct comparison with the 2007 results in terms of identified **key indicators** and a measure of the *effective reach* of the range of communications provided by the Derwent Estuary Program to the general public.

Whilst unprompted awareness of the **Derwent Estuary Program** is low, prompted (informed) **awareness** has **improved significantly** from the 2007 result, with now 20% of the Greater Hobart population (from the survey results) likely to have a reasonable (or very good) idea of the role of the Program in restoring and protecting the Derwent Estuary in partnership with Government, businesses and the community.

Additionally (and as in 2007) the survey group has provided a comprehensive range of suggestions for **involving the local community** in helping to progress the aim of a clean and healthy Derwent Estuary.

Local residents have indicated their **continuing interest in being involved** with research relating to the Derwent Estuary Program, with 88% of respondents available for further contact in this regard – up from the already positive level of 82% in 2007.

The 2013 Community Survey, in providing quantitative and qualitative feedback from the local community, will continue to inform the development of appropriate and relevant communication strategies and community education in relation to the Derwent Estuary and its central role in the life and lifestyle of the people of Greater Hobart.

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