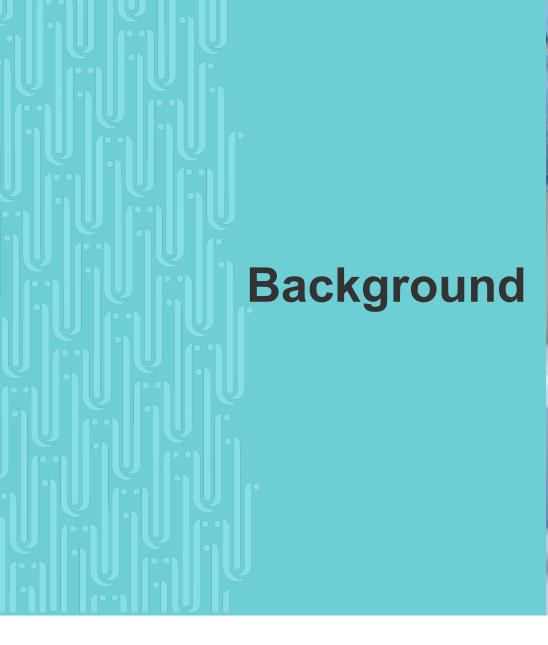






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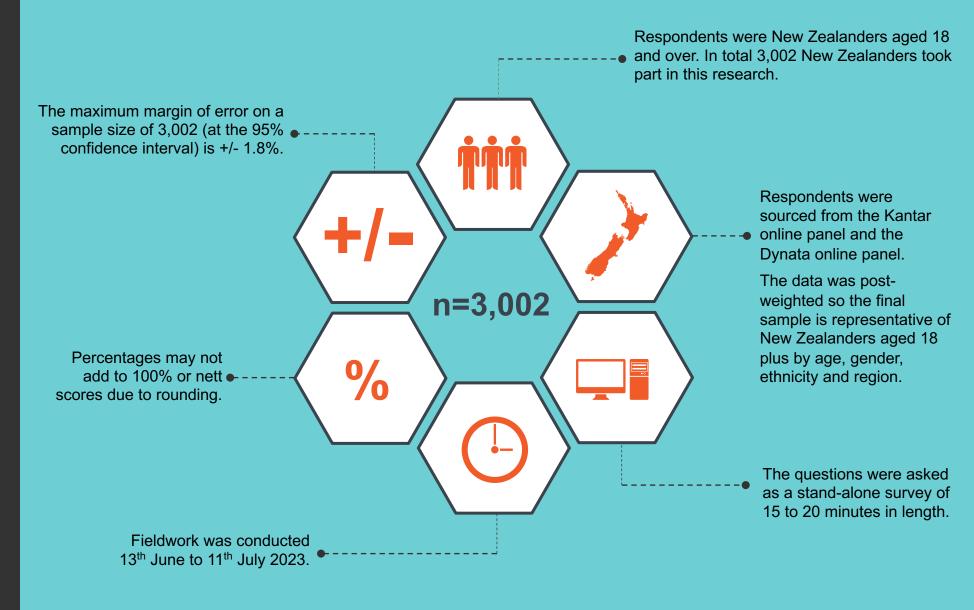
# Te Waihanga commissioned Kantar Public to conduct a survey on what New Zealanders think is fair.

This survey focussed on what respondents think is the fairest way to determine how much households pay towards piped water, electricity and roads.

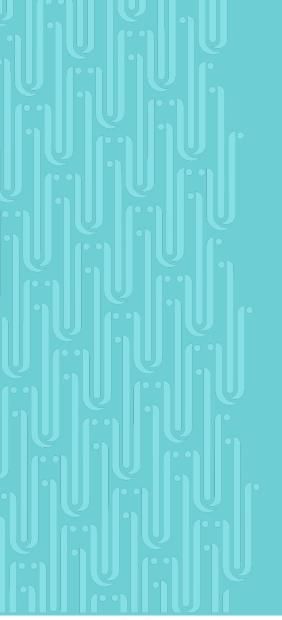
Respondents were asked whether they think it is fair, or not fair, that what households pay for each of the three types of infrastructure differs based on cost to supply, how much of a service the household uses, availability or time of use, and/or household income.



# Method







**Key findings** 









# Agreement is highest that it's fair that what households pay for piped water should be based on how much water they use.

### Cost to supply:

Nearly three in five people (57%) do not think it's fair that what households pay for piped water should be based on the cost to supply piped water to the household. One in three people think this would be fair.

### Usage:

Nearly three in four people (72%) think it's fair that what households pay for piped water should be based on how much water they use and only one in five people do not think this would be fair.

### **Available water supply:**

Three in five people do not think it's fair that what households pay for piped water should be based on the available water supply. Half as many think this would be fair at three in ten.

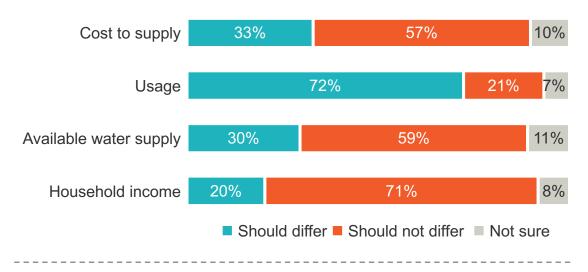
### Income:

Seven in ten people do not think it's fair that what households pay for piped water should be based on household income. Only one in five think this would be fair.

### Willingness to pay more:

When asked if they would be willing to pay a little more for piped water so that lower income households pay less for theirs, two in three people would not be willing to pay a little more and one in four would.

Fairer that the amount households pay for piped water should, or should not, differ by:



Willingness to pay a little more for piped water so that lower income households pay less







# Agreement is highest that it's fair that what households pay for electricity should be based on how much electricity they use.

### Cost to supply:

Nearly three in five people (55%) do not think it's fair that what households pay for electricity should be based on the cost to supply electricity to the household. Nearly two in five (37%) think this would be fair.

### **Usage:**

Three in four people think it's fair that what households pay for electricity should be based on how much electricity they use. Only one in five people do not think this would be fair.

### When used:

Views are almost equally divided on whether it's fair, or not fair, that what households pay for electricity should be based on when they use it. Almost half (47%) do not think this would be fair and 44% think it would be fair.

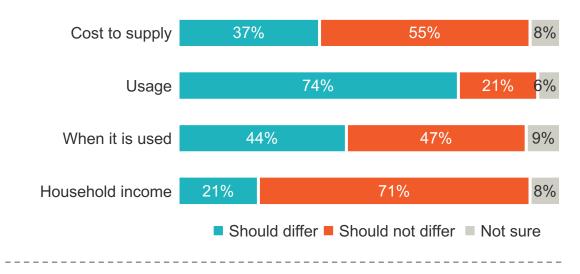
### Income:

Seven in ten people do not think it's fair that what households pay for electricity should be based on household income. Only one in five people think this would be fair.

### Willingness to pay more:

When asked if they would be willing to pay a little more for electricity so that lower income households pay less for theirs, seven in ten people would not be willing to pay a little more and one in four would.

Fairer that the amount households pay for electricity should, or should not, differ by:



Willingness to pay a little more for electricity so that lower income households pay less







More people think it's not fair than think it's fair that what households pay towards roads should be based on the cost to provide roads, road use, when roads are used or income.

### Cost to provide:

Three in five people do not think it's fair that what households pay towards roads should be based on the cost to supply the roads in their local area. Half as many think this would be fair at three in ten.

### Road use:

Nearly three in five people (56%) do not think it's fair that what households pay towards roads should be based on their road use. Of the options considered, this has the highest agreement for being fair at one in three.

### When used:

Nearly two in three people (65%) do not think it's fair that what households pay towards roads should be based on when roads are used. Only one in four people think this would be fair.

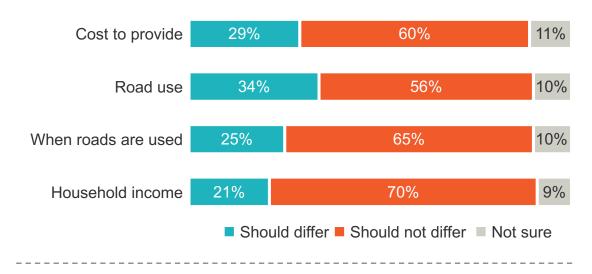
### Income:

Seven in ten people do not think it's fair that what households pay towards roads should be based on household income and only one in five think this would be fair.

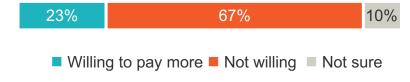
### Willingness to pay more:

When asked if they would be willing to pay a little more towards the cost of roads so that lower income households pay less, two in three people would not be willing to pay a little more and nearly one in four (23%) would.

Fairer that the amount households pay towards roads should, or should not, differ by:



Willingness to pay a little more towards the cost of roads so that lower income households pay less





# Views often differ across the three types of infrastructure but one in four think it's fair to base what households pay on usage for water, electricity and roads.

### **Cost to supply / provide:**

One in four people (24%) think it's fair that what households pay should be based on the cost to supply or provide for both piped water and electricity, 17% for both piped water and roads, and 18% for both electricity and roads.

In total, only 14% of people think it's fair that what households pay should be based on the cost to supply or provide for all three infrastructures.

Almost half (45%) don't think it's fair that what households pay should be based on the cost to supply or provide for any of these infrastructures, or they are unsure.

### **Usage / Road use:**

Three in five people think it's fair that what households pay should be based on usage for both piped water and electricity, 28% for both piped water and roads, and 28% for both electricity and roads.

In total, one in four people think it's fair that what households pay should be based on usage for all three infrastructures.

Only 13% of people don't think it's fair that what households pay should be based on usage for any of these infrastructures, or they are unsure.

### When used / Availability:

One in five people (21%) think it's fair that what households pay should be based on when they use it or availability for both piped water and electricity, 14% for both piped water and roads, and 19% for both electricity and roads.

In total, only 12% of people think it's fair that what households pay should be based on when they use it or availability for all three infrastructures.

Just over two in five (43%) don't think it's fair that what households pay should be based on when they use it or availability for any of these infrastructures, or they are unsure.

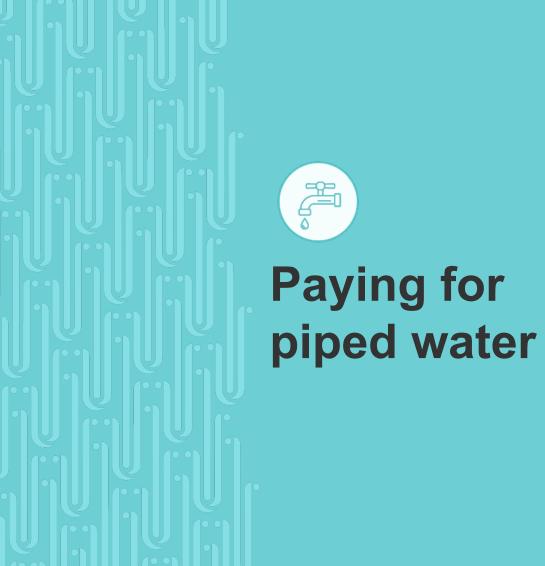
### Household income:

Only 14% of people think it's fair that what households pay should be based on income for both piped water and electricity, 13% for both piped water and roads, and 13% for both electricity and roads.

In total, only one in ten people think it's fair that what households pay should be based on income for all three infrastructures.

Two in three people don't think it's fair that what households pay should be based on income for any of these infrastructures, or they are unsure.





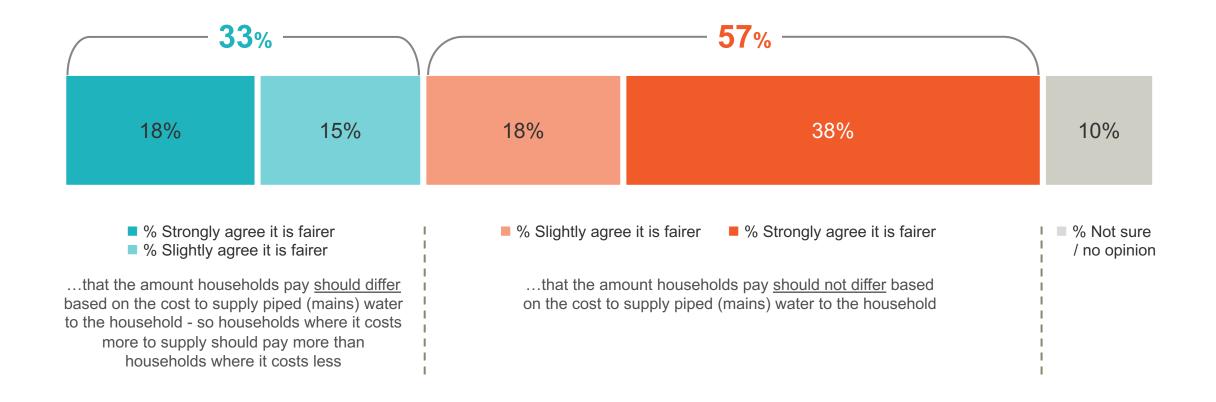






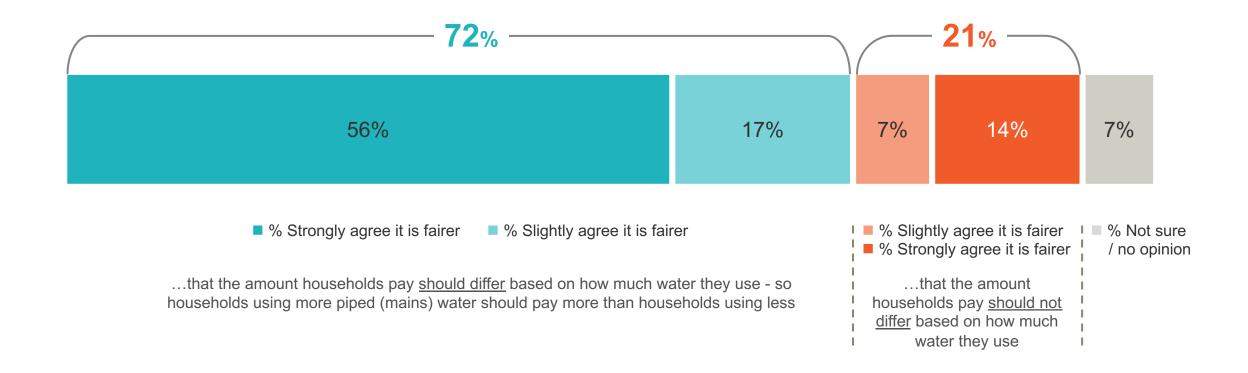


# Nearly three in five people don't think it's fair that what households pay for piped water should be based on the cost to supply.





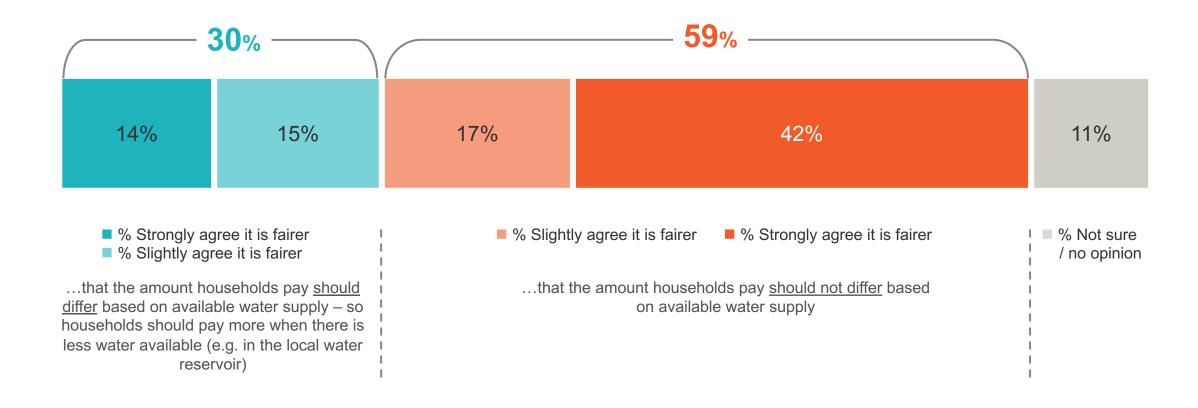
# Nearly three in four people think it's fair that what households pay for piped water should be based on usage.





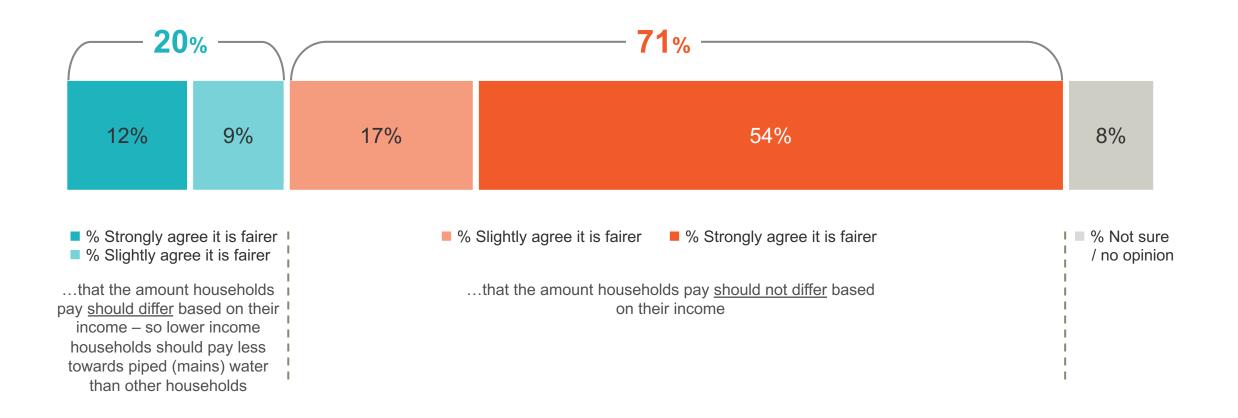


# Three in five people don't think it's fair that what households pay for piped water should be based on the available water supply.





# Seven in ten people don't think it's fair that what households pay for piped water should be based on household income.







# Two in three people would **not be willing** to pay a little more for their piped water so that lower income households could pay less.





### Key differences on what is fair for paying for piped water by gender, age, ethnicity and household size:

### Gender



### Age



### **Ethnicity**



### Household size



Agreement is higher among men than women that it's fair that what households pay for piped water should be based on the cost to supply.

Views are similar between men and women for the fairness of what households pay being based on usage, the available water supply or income.

Agreement is higher among the under 30s, and lower among those aged 60 plus, that it's fair that what households pay for piped water should be based on the cost to supply or on the available water supply.

Agreement is also higher among the under 30s that it's fair that what households pay for piped water should be based on income.

Asian peoples have higher agreement, and NZ European / European have lower agreement, that it's fair that what households pay for piped water should be based on the cost to supply or on the available water supply.

NZ European / European have lower agreement that it's fair that what households pay for piped water should be based on income. Larger households (4 or more people) have higher agreement, and smaller households (1 to 2 people) have lower agreement, that it's fair that what households pay for piped water should be based on the cost to supply.

Agreement is lower among larger households (5 or more people) that it's fair that what households pay for piped water should be based on usage.





# Key differences on what is fair for paying for piped water by household income, region and whether living in a city, town or rural area:

### **Household income**



Lower income households (decile one to four) have higher agreement, and higher income households (decile seven to ten) have lower agreement, that it's fair that what households pay for piped water should be based on income.

Lower income households (decile one to four) have lower agreement that it's fair that what households pay for piped water should be based on the cost to supply or on the available water supply.

### Region



There is no clear trend between people's views of what's fair and the region they live in, although, there are some differences.

Auckland residents have higher agreement that it's fair that what households pay for piped water should be based on the cost to supply.

Gisborne / Hawke's Bay, Wellington and Otago / Southland residents have lower agreement that it's fair that what households pay for piped water should be based on usage.

### City / town / rural



Agreement is higher among those living in a large city (100,000+ people) that it's fair that what households pay for piped water should be based on the cost to supply or on the available water supply.

People living in rural areas or in small towns (<10,000 people) have lower agreement that it's fair that what households pay for piped water should be based on the cost to supply.

Agreement is higher among people living in rural areas that it's fair that what households pay for piped water should be based on usage.







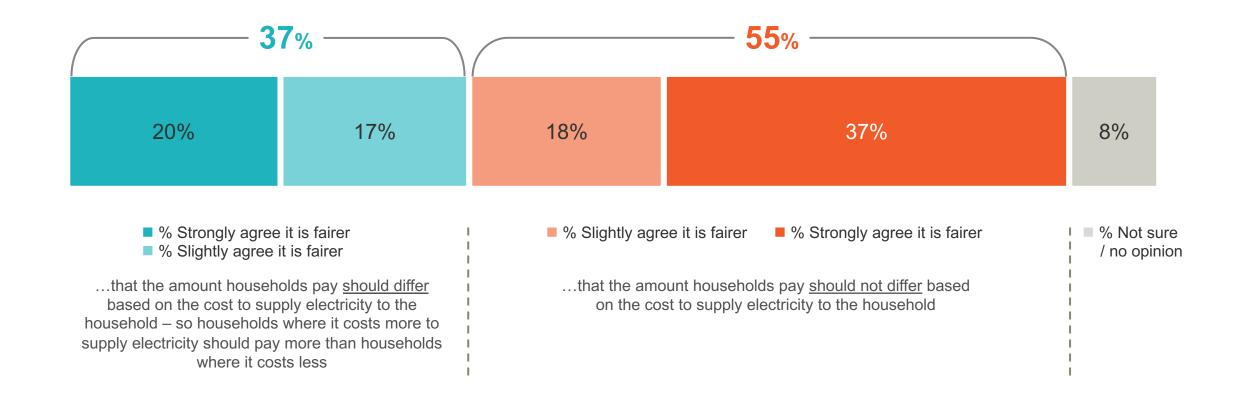






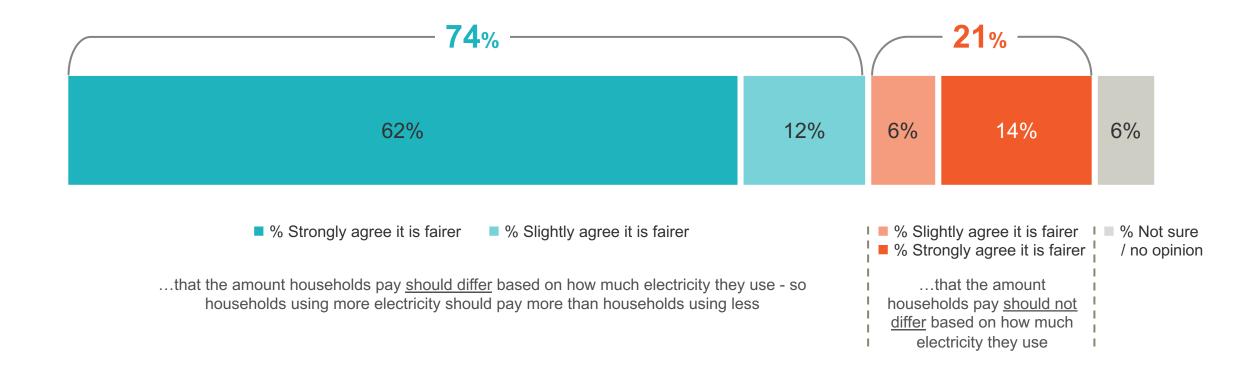


# Nearly three in five people don't think it's fair that what households pay for electricity should be based on the cost to supply.





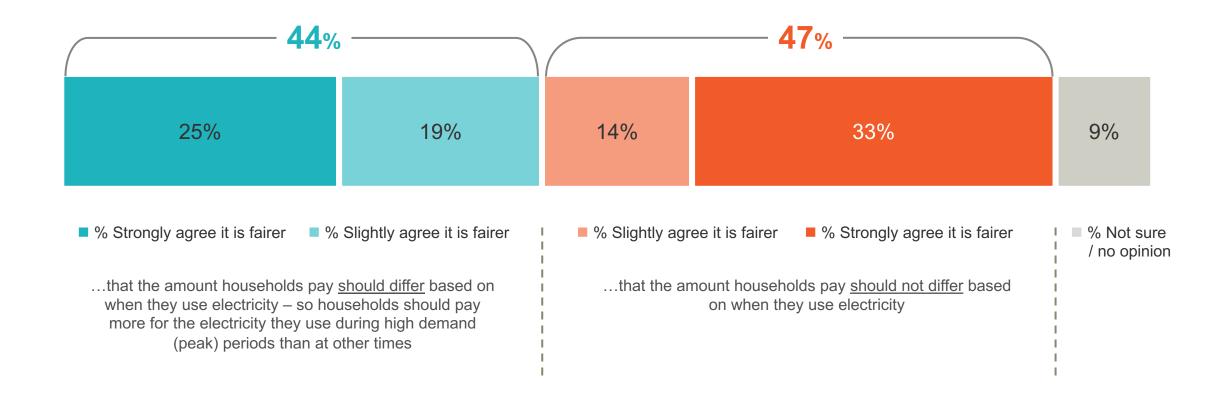
# Three in four people think it's fair that what households pay for electricity should be based on usage.





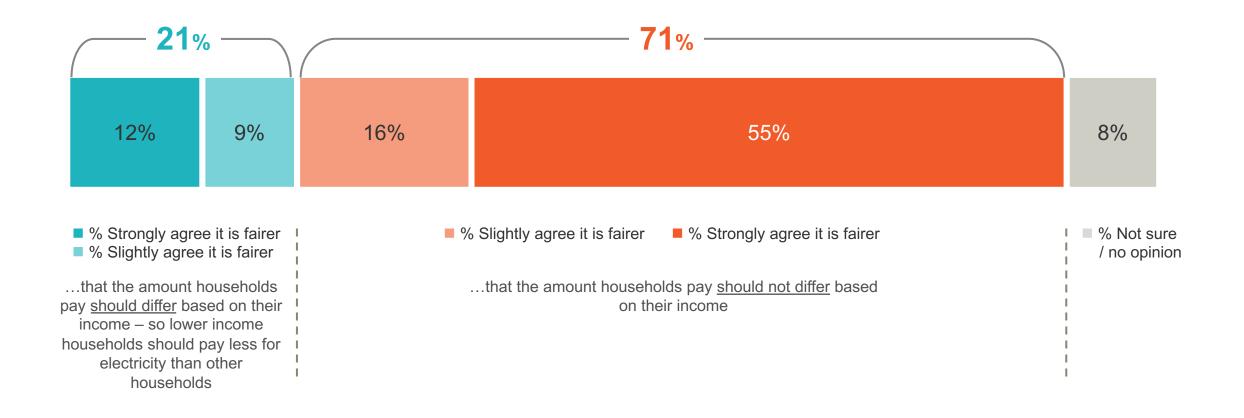


# Views are almost equally divided on whether it's fair, or not fair, that what households pay for electricity should be based on when they use it.





# Seven in ten people don't think it's fair that what households pay for electricity should be based on household income.

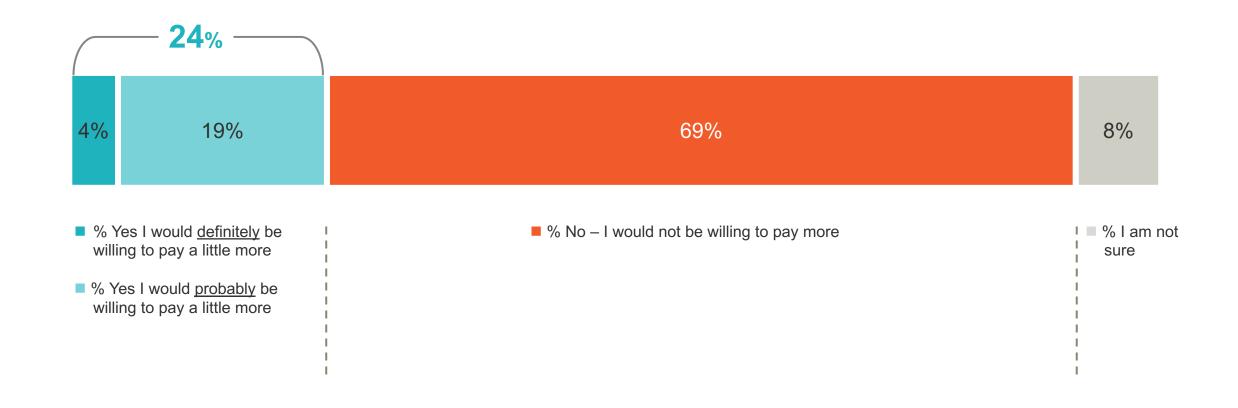




Base: Total respondents n = 3,002



# Seven in ten people would not be willing to pay a little more for their electricity so that lower income households could pay less.





# Key differences on what is fair for paying for electricity by gender, age, ethnicity and household size:

### **Gender**



### Age



### **Ethnicity**



### **Household size**



Agreement is higher among men than women that it's fair that what households pay for electricity should be based on the cost to supply or on when it is used. Agreement is higher among the under 30s that it's fair that what households pay for electricity should be based on the cost to supply or on household income.

People aged 60 plus have the lowest agreement that it's fair that what households pay for electricity should be based on the cost to supply.

Asian peoples and Pacific peoples have higher agreement that it's fair that what households pay should be based on the cost to supply.

Asian peoples also have higher agreement that it's fair that what households pay for electricity should be based on when it is used.

Māori and Pacific peoples have higher agreement, and NZ European / European have lower agreement, that it's fair that what households pay should be based on income.

Larger households (5 or more people) have lower agreement that it's fair that what households pay for electricity should be based on usage.

Smaller households (1 to 2 people) have lower agreement, that it's fair that what households pay for electricity should be based on the cost to supply.







# Key differences on what is fair for paying for electricity by household income, the Winter Energy Payment, region and whether living in a city, town or rural area:

### **Household income**



Winter Energy Payment



### Region



City / town / rural



Low-income households (decile one or two) have higher agreement, and higher income households (decile seven to ten) have lower agreement, that it's fair that what households pay should be based on income.

Agreement is higher among high income households (decile nine and ten), and lower among lower income households (decile one to four), that it's fair that what households pay should be based on when electricity is used.

Agreement is higher among households receiving the Winter Energy Payment that it's fair that what households pay for electricity should be based on income.

Agreement is lower among households receiving the Winter Energy Payment that it's fair that what households pay for electricity should be based on the cost to supply, usage or when it is used.

There is no clear trend between people's views of what's fair and the region they live in, although, there are some differences.

Waikato residents have lower agreement that it's fair that what households pay for electricity should be based on the cost to supply.

Gisborne / Hawke's Bay residents have lower agreement that it's fair that what households pay for electricity should be based on usage or on when it is used.

People living in rural areas have lower agreement that it's fair that what households pay for electricity should be based on the cost to supply.

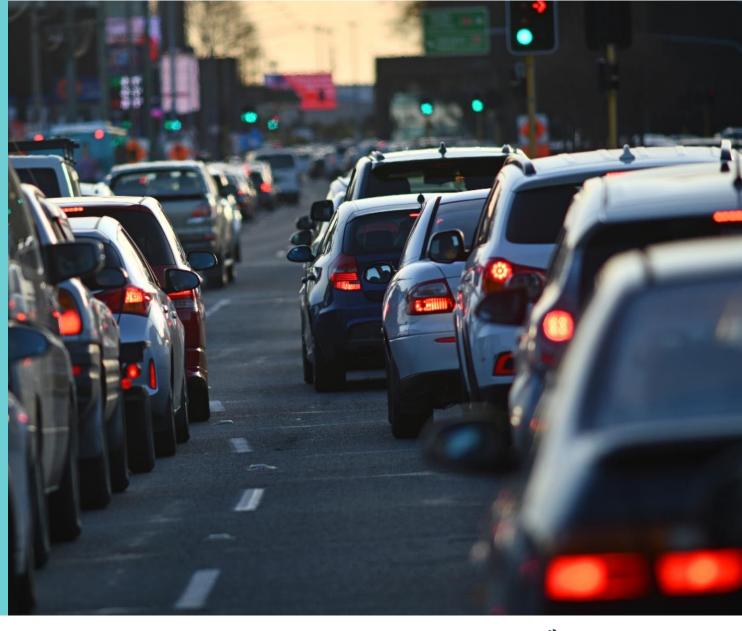








# Paying for roads

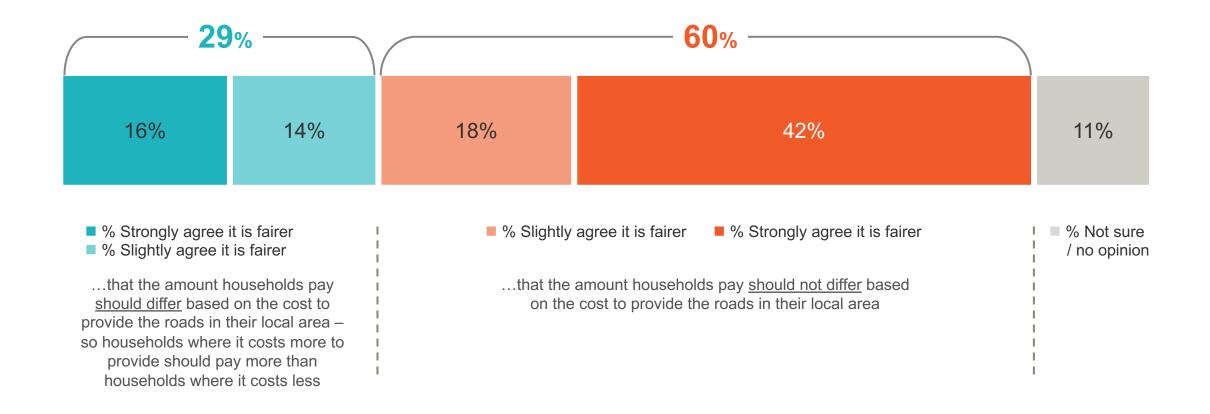






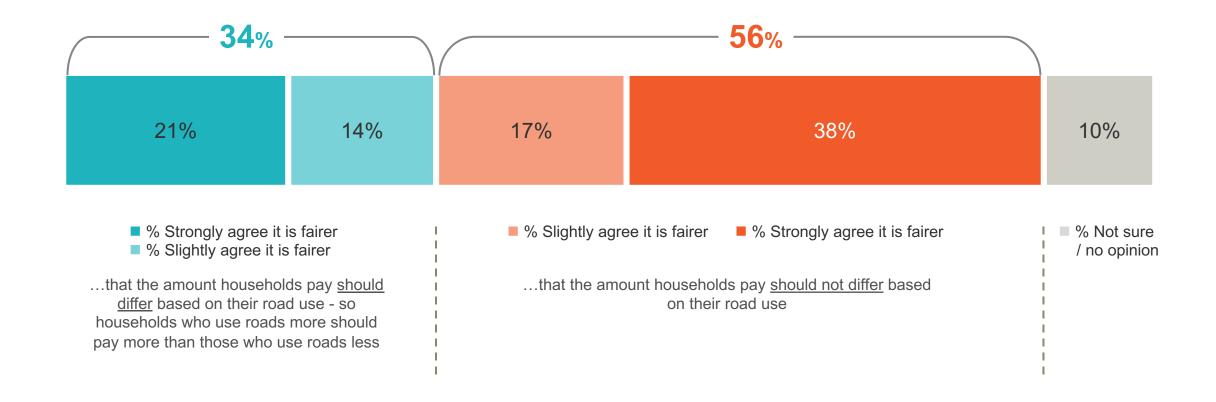


# Three in five people don't think it's fair that what households pay towards roads should be based on the cost to provide the roads in their local area.



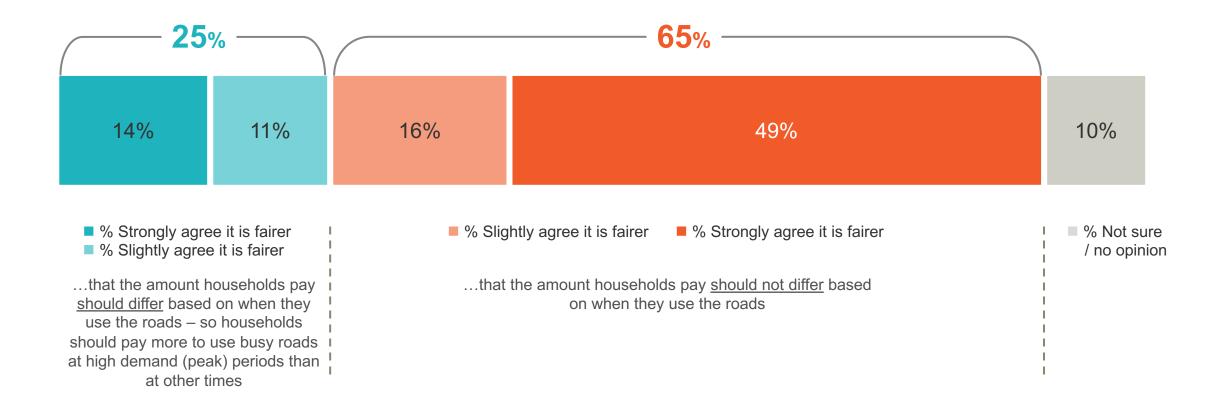


# Nearly three in five people don't think it's fair that what households pay towards roads should be based on their road use.





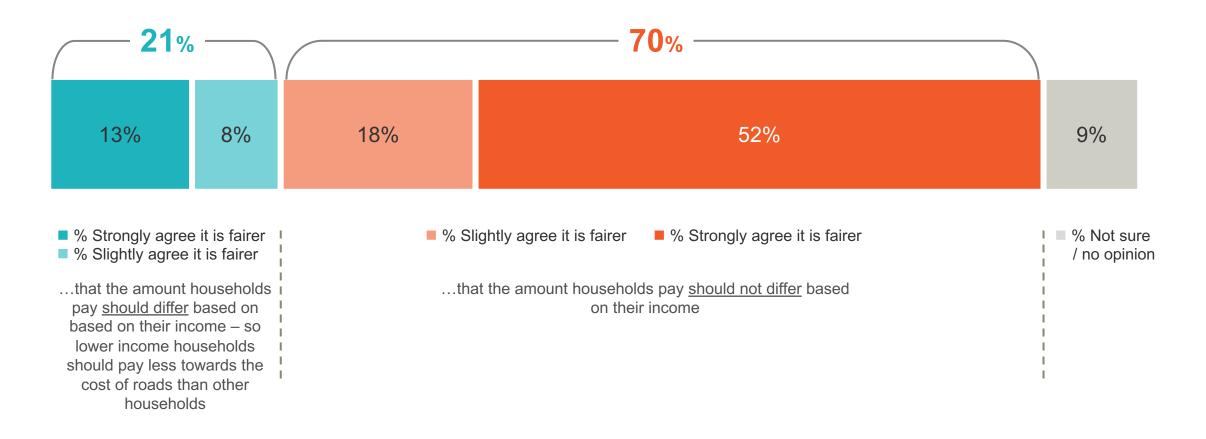
# Nearly two in three people don't think it's fair that what households pay towards roads should be based on when they use the roads.







# Seven in ten people don't think it's fair that what households pay towards roads should be based on household income.





Base: Total respondents n = 3,002



# Two in three people would not be willing to pay a little more towards the cost of roads so that lower income people could pay less.





# Key differences on what is fair for paying towards roads by gender, age, ethnicity and household size:

### **Gender**



### Age



### **Ethnicity**



### Household size



Agreement is higher among men than women that it's fair that what households pay towards roads should be based on the cost to provide local roads, on road use or on when roads are used.

Agreement is higher among the under 30s that it's fair that what households pay towards roads should be based on the cost to provide local roads, when roads are used or on income.

Agreement is lower among those aged 60 plus that it's fair that what households pay should be based on the cost to provide local roads. Agreement is lower among those aged 50 plus that it's fair to be based on income.

Asian peoples have higher agreement that it's fair that what households pay should be based on the cost to provide local roads, on road use or on when roads are used.

Māori have higher agreement that it's fair that what households pay towards roads should be based on income.

NZ European / European have lower agreement that it's fair that what households pay towards roads should be based on the cost to provide local roads or on income.

Smaller households (1 to 2 people) have lower agreement that it's fair that what households pay towards roads should be based on the cost to provide local roads or on income.





Key differences on what is fair for paying for towards roads by household income, region, whether living in a city, town or rural area, and the number of household vehicles:

### **Household income**



Low-income households (decile one or two) have lower agreement that it's fair that what households pay should be based on the cost to provide local roads or on road use.

Agreement is lower among lower income households (decile one to four) that it's fair that what households pay should be based on when roads are used.

Agreement is higher among high income households (decile nine and ten) that it's fair that what households pay should be based on road use, and lower that it's fair for income.

### Region



There is no clear trend between people's views of what's fair and the region they live in, although, there are some differences.

Agreement is higher among Auckland residents, and lower among Waikato, Gisborne / Hawke's Bay and Canterbury residents, that it's fair that what households pay should be based on when roads are used.

Agreement is lower among Gisborne / Hawke's Bay and Otago / Southland residents that it's fair that what households pay should be based on road use.

### City / town / rural



### **Number of vehicles**



Agreement is higher among those living in a large city (100,000+ people) that it's fair that what households pay towards roads should be based on road use or on when roads are used.

People living in rural areas or small towns (< 10,000 people) have lower agreement that it's fair that what households pay should be based on the cost to provide local roads.

There is no clear trend between people's views of what's fair and the number of vehicles available for use in their household.





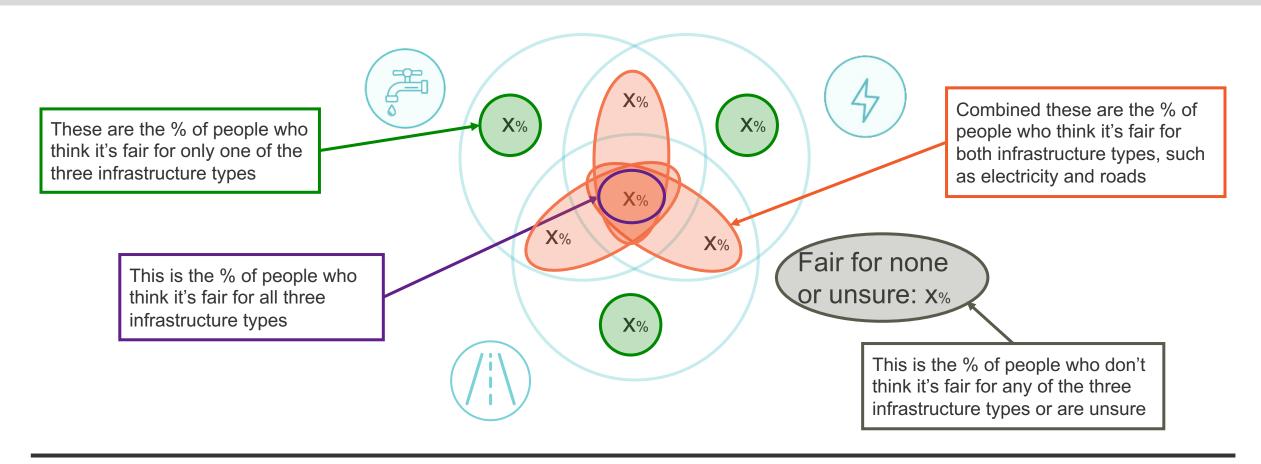
Comparing views of fairness across different types of infrastructure





# The below is used in this section to show the cross-over in agreement for what people think is fair across the three types of infastructure.

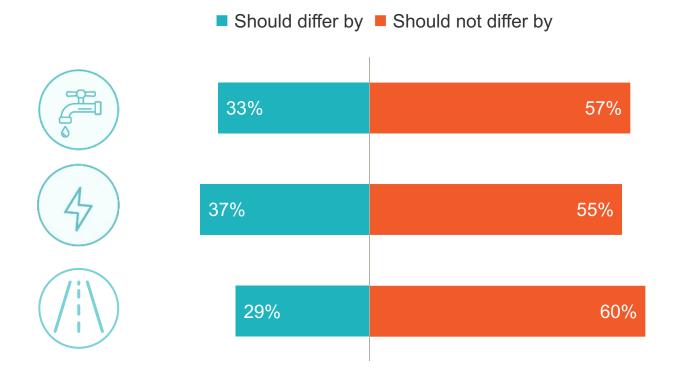
The diagram shows the % of people who think it's fair for all three infrastructure types, combinations of two infrastructure types, only one of the three infrastructure types and the % of people who don't think it is fair for any of the three infrastructure types or are unsure.

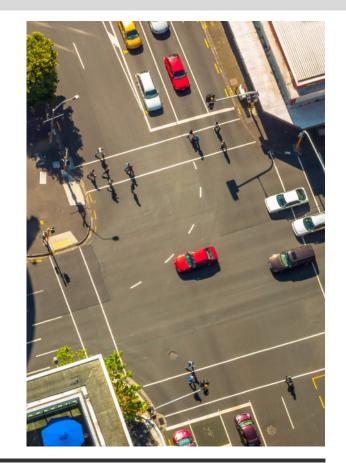


## Views on whether it's fair that what households pay should, or should not, be based on the cost to supply or provide are similar for the three types of infrastructure.

Respondents were asked whether they agreed it was fairer that the amount households pay towards piped water, electricity and roads should differ, or should not differ, based on the cost to supply or provide.

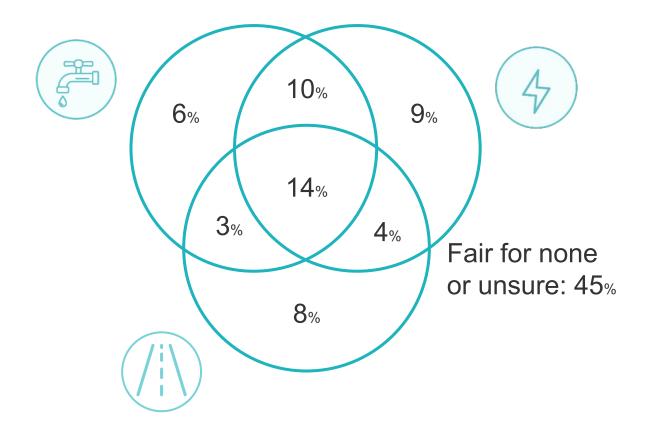
Fairer that the amount households pay should, or should not, differ by the cost to supply or provide: (1)





### Almost half don't think it's fair, or are unsure, that what households pay should be based on the cost to supply or provide for piped water, electricity or roads.

Respondents were asked whether they agreed it was fairer that the amount households pay towards piped water, electricity and roads should differ, or should not differ, based on the cost to supply or provide. The below shows the cross-over in agreement that it's fair across the three types of infrastructure.



One in four people think it's fair that what households pay should be based on the cost to supply or provide for only one of the three infrastructure types; being 6% for piped water, 9% for electricity and 8% for roads.

One in four people (24%) think it's fair that what households pay should be based on the cost to supply or provide for both piped water and electricity, 17% for both piped water and roads, and 18% for both electricity and roads.

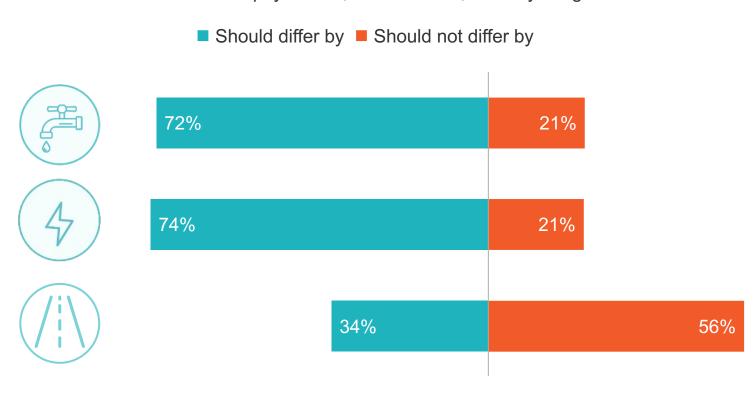
In total, only 14% of people think it's fair that what households pay should be based on the cost to supply or provide for all three infrastructure types.

Almost half (45%) don't think it's fair that what households pay should be based on the cost to supply or provide for any of these infrastructure types, or they are unsure.

## Approximately twice as many people think it's fair that what households pay should be based on usage for piped water or electricity as they do for roads.

Respondents were asked whether they agreed it was fairer that the amount households pay towards piped water, electricity and roads should differ, or should not differ, based on usage or road use.

Fairer that the amount households pay should, or should not, differ by usage or road use: (1)

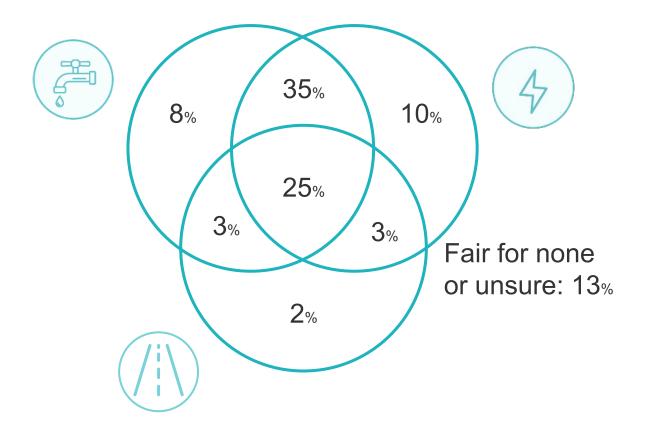






### One in four people think it's fair that what households pay should be based on usage for piped water, electricity and roads.

Respondents were asked whether they agreed it was fairer that the amount households pay towards piped water, electricity and roads should differ, or should not differ, based on usage or road use. The below shows the cross-over in agreement that it's fair across the three types of infrastructure.



One in five people think it's fair that what households pay should be based on usage for only one of the three infrastructure types; being 8% for piped water, 10% for electricity and 2% for roads.

Three in five people think it's fair that what households pay should be based on usage for both piped water and electricity, 28% for both piped water and roads, and 28% for both electricity and roads.

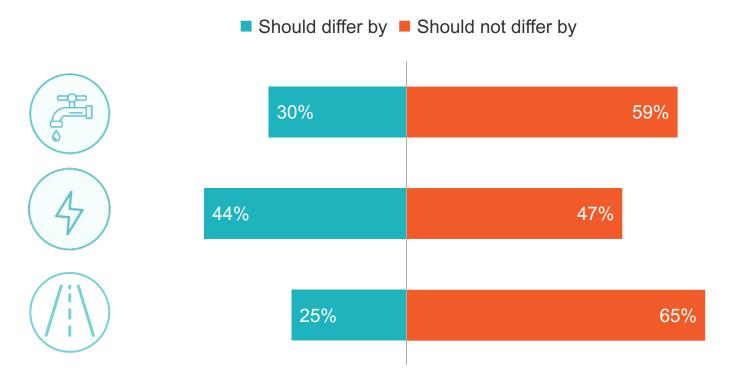
In total, one in four people think it's fair that what households pay should be based on usage for all three infrastructure types.

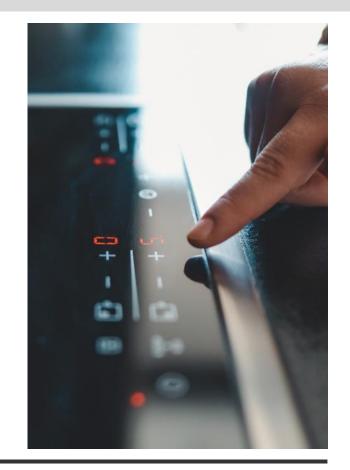
Only 13% of people don't think it's fair that what households pay should be based on usage for any of these infrastructure types, or they are unsure.

### Agreement is higher that it's fair that what households pay should be based on availability or when used for electricity than it is for piped water or roads.

Respondents were asked whether they agreed it was fairer that the amount households pay towards piped water, electricity and roads should differ, or should not differ, based on water availability or when electricity or roads are used.

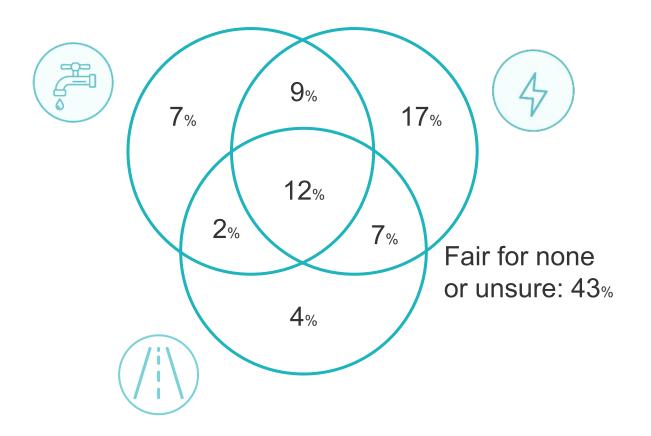
Fairer that the amount households pay should, or should not, differ by availability or when used: (1)





## Slightly over two in five people don't think it's fair that what households pay should be based on availability or when used for piped water, electricity or roads.

Respondents were asked whether they agreed it was fairer that the amount households pay towards piped water, electricity and roads should differ, or should not differ, based on availability or when used. The below shows the cross-over in agreement that it's fair across the three types of infrastructure.



Just over one in four people (28%) think it's fair that what households pay should be based on when used or availability for only one of the three infrastructure types; being 7% for piped water, 17% for electricity and 4% for roads.

One in five people (21%) think it's fair that what households pay should be based on when used or availability for both piped water and electricity, 14% for both piped water and roads, and 19% for both electricity and roads.

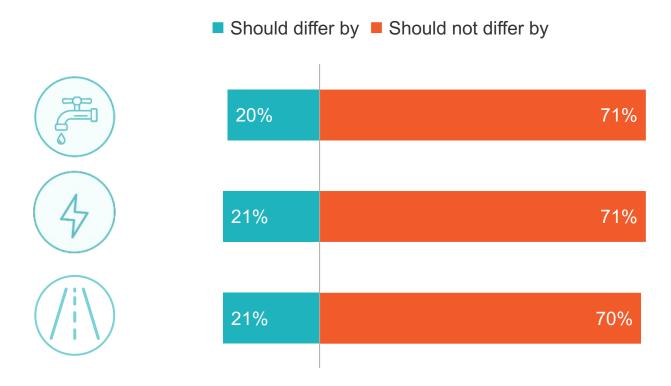
In total, only 12% of people think it's fair that what households pay should be based on when used or availability for all three infrastructure types.

Slightly over two in five people (43%) don't think it's fair that what households pay should be based on when used or availability for any of these infrastructure types, or they are unsure.

#### Views on whether it's fair that what households pay should, or should not, be based on household income are similar for the three types of infrastructure.

Respondents were asked whether they agreed it was fairer that the amount households pay towards piped water, electricity and roads should differ, or should not differ, based on household income.

Fairer that the amount households pay should, or should not, differ by household income: (1)

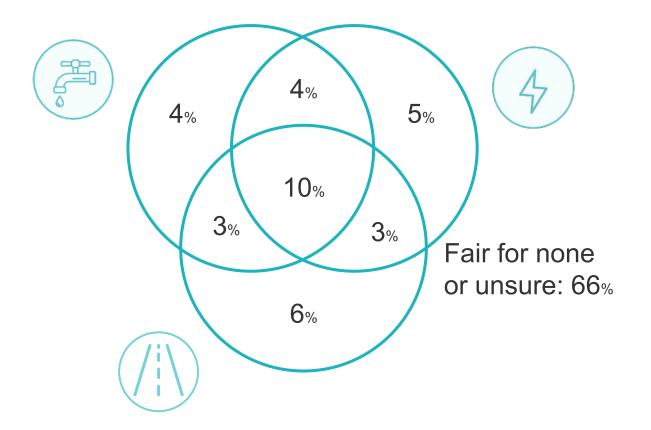






#### Two in three people don't think it's fair that what households pay should be based on household income for piped water, electricity or roads.

Respondents were asked whether they agreed it was fairer that the amount households pay towards piped water, electricity and roads should differ, or should not differ, based on household income. The below shows the cross-over in agreement that it's fair across the three types of infrastructure.



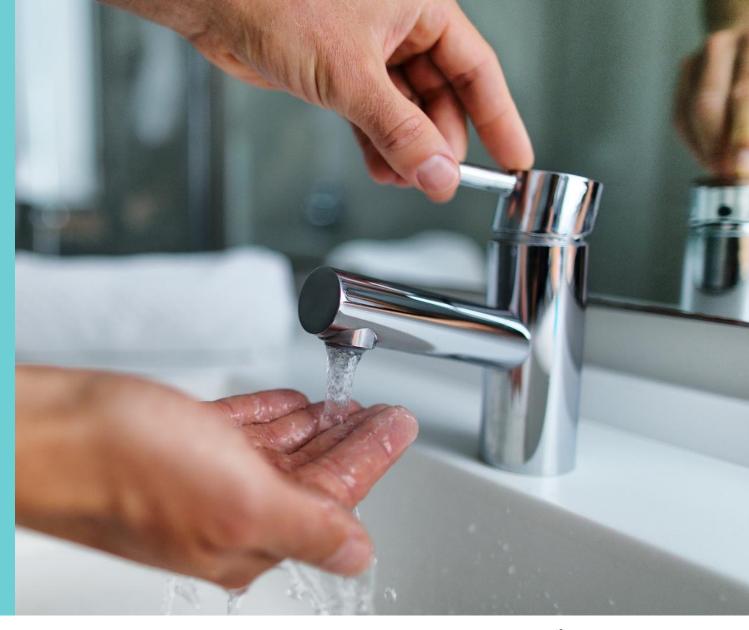
Fifteen percent think it's fair that what households pay should be based on household income for only one of the three infrastructure types; being 4% for piped water, 5% for electricity and 6% for roads.

Only 14% of people think it's fair that what households pay should be based on income for both piped water and electricity, 13% for both piped water and roads, and 13% for both electricity and roads.

In total, only one in ten people think it's fair that what households pay should be based on income for all three infrastructure types.

Two in three people don't think it's fair that what households pay should be based on income for any of these infrastructure types, or they are unsure.

# **Appendix:** Respondent profile







#### The respondent profile (1 of 3)

		Unweighted	Weighted
Gender	Male	50%	49%
	Female	50%	51%
	Gender diverse	< 0.5%	< 0.5%
Age	18 to 19 years	4%	4%
	29 to 29 years	19%	18%
	30 to 39 years	17%	17%
	40 to 49 years	18%	17%
	50 to 59 years	17%	17%
	60 to 69 years	13%	14%
	70 plus years	12%	13%
Ethnicity	NZ European / European	74%	71%
	Māori	14%	13%
	Pacific peoples	6%	6%
	Asian peoples	16%	15%
	New Zealander / Kiwi	1%	1%
	Another ethnic group	1%	2%
Base		3,002	

		Unweighted	Weighted
Household size	One	11%	11%
	Two	33%	33%
	Three	21%	20%
	Four	21%	20%
	Five	9%	10%
	Six or more	5%	5%
Household structure	Single, living alone	11%	11%
	Group flatting	6%	6%
	Couple, no children living at home	29%	30%
	Household with mainly pre-school aged children	10%	10%
	Household with mainly school aged children	25%	24%
	Household with mainly adult children	13%	13%
	Extended family (more than 2 generations)	5%	5%
	Other	1%	1%
Base		3,002	



#### The respondent profile (2 of 3)

		Unweighted	Weighted
Employment status	Full-time in paid work (30+ hours per week)	56%	55%
	Part-time in paid work (<30 hours per week)	14%	14%
	Full-time unpaid work (30+ hours per week)	1%	1%
	Part-time unpaid work (<30 hours per week)	2%	2%
	Looking for work or unemployed	2%	2%
	Secondary school student	1%	1%
	Full-time student (not at secondary school)	3%	3%
	Part-time student (not at secondary school)	1%	1%
	Looking after home and family	5%	5%
	Retired	18%	19%
	Beneficiary	4%	4%
	Other	<0.5%	<0.5%
Base		3,002	

		Unweighted	Weighted
Household income decile	Decile one or two	19%	20%
	Decile three or four	17%	17%
	Decile five or six	21%	21%
	Decile seven or eight	22%	22%
	Decide nine or ten	21%	20%
Household member with limited ability to carry out everyday activities	Yes	20%	20%
	No	77%	77%
	I prefer not to say	3%	3%
Base		3,002	



#### The respondent profile (3 of 3)

		Unweighted	Weighted
Region	Northland	4%	4%
	Auckland	33%	33%
	Waikato	10%	10%
	Bay of Plenty	6%	6%
	Gisborne / East Coast	1%	1%
	Hawke's Bay	3%	3%
	Taranaki	2%	2%
	Manawatu-Whanganui	5%	5%
	Wellington	11%	11%
	Tasman	1%	1%
	Nelson	1%	1%
	Marlborough	1%	1%
	West Coast	1%	1%
	Canterbury	13%	13%
	Otago	5%	5%
	Southland	2%	2%
Base		3,002	

		Unweighted	Weighted
Urban / Rural	A large city (100,000+ people)	52%	51%
	A medium sized city (30,000 to 100, 000 people)	14%	13%
	A large town (10,000 to 30,000 people)	11%	10%
	A small town (less than 10,000 people)	10%	9%
	A rural area	13%	16%
Distance to closest town if live rural	15 minutes or less	5%	7%
	16 to 30 minutes	6%	7%
	More than 30 minutes	2%	3%
Base		3,002	

