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NEW ZEALAND WATER CONSUMER SURVEY AND DIGITAL TOOL

ARUP for WaterNZ

Project Location: Auckland



The New Zealand Water Consumer Survey Report and Digital Tool 2017, undertaken by Arup, on behalf of Water New Zealand (Water NZ), provides an accurate gauge of New Zealanders' attitudes towards water and will assist water utilities, councils and government to develop a deeper understanding of consumers' views. This insight will enable them to develop relevant and sustainable policies around water and continue the transition to a customer-centric focus.

The Survey was conducted online in 2017 and received more than 4,500 responses. It was the first ever nationwide survey about consumer's perspectives on water. Undertaken in collaboration with a number of Water NZ's member organisations, it asked respondents to think about a range of important subjects, including drinking water quality, water security, pricing, customer service, waterways, and the future of water in New Zealand. Arup developed a complementary data visualisation tool to enable interested parties to view and interrogate the Survey data (www.waternz.org.nz/watersurvey). This tool makes the captured data both readily accessible and easily understandable. It allows users to review the data by geography and other demographics, enabling in-depth analysis of what consumers think about water.

The benefit of this "first of its kind" tool has already been exhibited at the Water NZ Conference 2017; with Arup facilitating the Consumer Value Forum and delivering the report findings as the keynote presentation. The report and tool have gained significant media attention locally, particularly during the recent Central Government elections and is a useful way to understand the consumer perspective.

Judging & Copyright Statement

This project is an entrant in the 2018 INNOVATE NZ Awards of Excellence competition. The winners will be celebrated at our Awards Gala Dinner on Friday, 3rd August 2018 in Hamilton.

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