

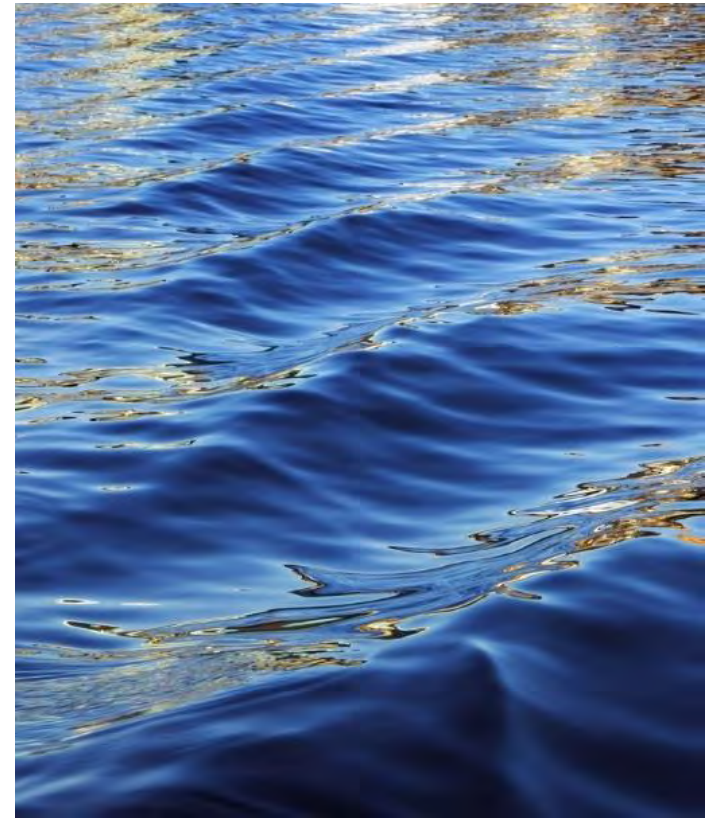


Kapiti Coast District Council

2013 Governance Reform Poll May 2013

Prepared by Dr Virgil Troy © SIL Research 2013

Research is undertaken to the highest possible standards and in accord with the principles detailed in the MRSNZ Code of Practice which is based on the ESOMAR Code of Conduct for Market Research. All research processes, methodologies, technologies and intellectual properties pertaining to this project are copyright and remain the property of SIL Research.



Executive Summary

The Kāpiti Coast District Council (KCDC) commissioned this Governance poll in April 2013. The original poll dates were 8th April-13th May 2013; this was later deferred by KCDC to commence 6th May 2013.

1500 residents aged 18 years and above across the KCDC territorial area were interviewed via a telephone poll over a three week period starting Monday 6th May 2013 and concluding Saturday 25th May 2013. Residents were weighted by age and gender across the KCDC region.

Based on KCDC area population projections of 38,120 residents 20yrs and over and a region wide weighted sample, poll results are reported at a 95% confidence level +/- 2-2.5%.

Status quo vs. single city option summary

- Across all respondents, 54.7% preferred the 'status quo' option and 42.9% preferred the 'single city' option. A further 2.5% stated 'other', with these respondents undecided at that time. Waikanae and Paraparaumu wards were more evenly split whereas Paekakariki/ Raumati and Ōtaki were more inclined to prefer the status quo. Also, males are more evenly split on the issue with women preferring the status quo.

Single city tier preferences and other options summary

- Of those respondents who indicated that they would prefer a move to a 'single city option', 51.0% stated that they would prefer a 'two-tier' council and 44.5% indicated preference to a 'single tier' council. A further 4.5% stated 'other', the majority of which indicating that they were undecided at that time. Of the 29 respondents indicating 'other' responses/ suggestions offered were limited.

Other council structure options summary

- Across all respondents surveyed 78.9% indicated that there was NOT another option they preferred and 21.1% stated that there was. When probed for an explanation, almost half of those stating 'yes' to an 'other' option could not offer one. A statistically significant variation was recorded in response by ward where Ōtaki respondents stated 'yes' slightly more than other wards; age was also a factor with younger respondents indicating more 'No' responses to this question.

Importance of community boards summary

- Across all respondents, almost two thirds (65.4%) stated that community boards are 'very or somewhat important'. A statistically significant variation was also recorded in responses by ward with Ōtaki respondents rating the importance of community boards higher than other wards; also, females rated boards slightly more important than male respondents.

Methodology

- The Kāpiti Coast District Council (KCDC) commissioned this Governance poll in April 2013. The original survey dates were 8th April-13th May. This was later deferred by KCDC to commence 6th May 2013.
- The questionnaire was developed by KCDC in consultation with SIL Research. Once finalised, the questionnaire was tested within KCDC prior to deployment.
- 1500 residents aged 18 years and above across the KCDC territorial area were interviewed via a CATI (Computer Assisted Telephone Interviewing) administered telephone poll over a three week period starting Monday 6th May 2013 and concluding Saturday 25th May 2013.
- Residents were weighted by age and gender across the KCDC region. Residents from Waikanae, Paraparaumu and Paekakariki wards were randomly selected from the Kāpiti white pages and residents from Ōtaki ward were randomly selected from the Manawatu (Levin) white pages and selected back on their 'Ōtaki' coding.

Methodology continued

- Residents Ward, gender and age were verified with the respondents at the commencement of the Poll to ensure weighting targets across the region were met. In the absence of 2013 census population figures, Statistics New Zealand population projections for the KCDC area were used and are presented in the table below:

	Gender counts			Gender % by age group			Gender, age by population			Targeted Sampling		
	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total
20-39yrs	4050	4430	8480	48%	52%	100%	11%	12%	22%	159	174	334
40-64yrs	7910	9060	16970	47%	53%	100%	21%	24%	45%	311	357	668
65+	5580	7090	12670	44%	56%	100%	15%	19%	33%	220	279	499
Total	17540	20580	38120	46%	54%	100%	46%	54%	100%	690	810	1500

- Based on the above age, gender population projections and 1500 poll size, actual demographic characteristics of this poll are presented in the table below as follows:

	Gender counts			Targeted Sampling			Actual			Actual / target difference		
	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total
20-39yrs	4050	4430	8480	159	174	334	158	174	332	-1	0	-2
40-64yrs	7910	9060	16970	311	357	668	311	358	669	0	+1	+1
65+	5580	7090	12670	220	279	499	220	279	499	0	0	0
Total	17540	20580	38120	690	810	1500	689	811	1500	-1	+1	1500

Note: Actual / target difference occur as a result of percentage calculation rounding. These do NOT impact on findings.

Methodology continued

- Respondents were interviewed across KCDC's four wards in the following proportions: Waikanae n= 373, Paraparaumu n=412, Paekakariki / Raumati n=373 and Ōtaki n=342.
- As part of our quality control measures, 10% (n=150) respondents were recalled to verify participation in the survey. No anomalies were found.
- To reduce non response error, all respondents not contactable i.e. no answer or answerphone, were recalled up to four times.
- Based on KCDC area population projections of 38,120 residents 20yrs and over and a region wide weighted sample, poll results are reported at a 95% confidence level +/- 2-2.5%.
- Differences or variations in results by age, gender or area (ward) are discussed only when statistically significant at a .05 level and differences are meaningful.

Environmental factors

- Prior to commencement of this poll, SIL Research identified a range of factors that may impact on residents' responses during polling.
- The first issue was the demographic profile of the Kāpiti Coast area. It is an older population than the New Zealand average, with a median age of 44.3 years compared to the national median age of 35.9 years. There are fewer young people aged 19 years or under, and significantly fewer aged 20-39 with many young people expected to leave for study or work in the cities. There are more 40-64 year olds than the national average and substantially more aged 65 years or more. These residents also have a longer life expectancy than the national average (Kāpiti-Coast-District-Council, 2013c).
- The Kāpiti Coast is a fast growing district and in 2006 over 50% of the population had moved into the District in the previous five years, and the median income also increased during this time. The 2006 Census indicated there is limited ethnic diversity in the region where a large majority of residents classing themselves as European (68%) or as 'New Zealanders' (11%). Māori comprised 15%, Asian ethnic group and Pacific Peoples each 2%, and Middle Eastern, Latin American, African were practically non-existent in the District (Kāpiti-Coast-District-Council, 2013c).
- The second factor that could impact on polling is a number of current Council-related issues that residents may be concerned about in the region. The predominant issue involves coastal management. In 2010 the government's coastal statement required councils to conduct assessments regarding the impact of increased sea levels and storm intensity on their coastlines. The Council completed this and issued its report in August 2012 (Kāpiti-Coast-District-Council, 2013a). The subsequent hazard zoning extended into approximately 1800 properties.
- Other current issues that may impact on polling include the implementation of water meters and water charging which is to come into effect on 1 July 2014. This is part of an overall water loss reduction strategy. Council deemed this necessary to address significant concerns for securing and conserving future water supply. In particular, charging will contribute to improving the water treatment plant and river recharge solutions (Kāpiti-Coast-District-Council, 2013a).
- Two other issues involving public expenditure include local swimming pools and addressing renovation of earthquake-prone buildings. Council has assumed management of the District's swimming pools including the development of the Coastlands Aquatic Centre (construction of the Centre was affected by the collapse of Mainzeal in February), the cost of maintenance and staffing to be absorbed by the Council. Five hundred and fifty (550) buildings have been identified in the Kāpiti region as being earthquake prone and renovating those will be an expensive task if government proposals requiring strengthening of these go ahead. Currently in Kāpiti the Civic Building has been extensively redeveloped and up-graded in relation to Earthquake strengthening and now houses Council staff (Kāpiti-Coast-District-Council, 2013a).
- Any one or a combination of these factors may impact on residents' responses regarding maintaining the current local government structure for the Kāpiti Coast or opting for a single city governance for Hutt Valley, Wellington, Porirua and Kāpiti (possibly including Wairarapa).

Voter turnout at local elections

- When considering the results of this research, it is advisable to take into account trends in voter turnout at local elections across New Zealand.
- In general terms the pattern is one of declining voter turnout (44% New Zealand average), with smaller local authorities showing a higher turnout than larger authorities (54% amongst smaller district councils, compared to 39% for larger city councils); and district councils (49% average) showing a higher turnout than other local authorities (Department-of-Internal-Affairs, 2011; Ministry-of-Social-Development, 2010).
- In terms of demographic trends, those most likely to vote include older people (especially 65+ years), European-New Zealanders, and ratepayers (Department-of-Internal-Affairs, 2011; Office-of-the-Auditor-General, 2012). Voter turnout increases with age and is highest amongst those over 65+ years (Department-of-Internal-Affairs, 2011). Furthermore, a person who votes in one election is more likely to vote in others and vice-versa with voters who miss once, more likely not to vote in future elections (Social-Development, 2010). Therefore as an older person is more likely to vote, they are also more likely to continue voting, and a younger person that is less likely to vote, is also less likely to start voting.
- The Governance Poll undertaken should be considered within the context provided by these trends, particularly those relating to the age of respondents. As the interview team began data collection, the quotas for the older age groups (above 65 years) were completed first and in a very short time frame compared to younger age groups. This was a continuing trend with all older age groups filling up before the younger groups. This cannot singularly be attributable to retired people more likely to be home during the day, as the interview team worked between the hours of 9am-9pm Monday to Sunday to reach a diverse age range of people across wards and the KCDC region.
- Older respondents were also the most willing to complete the poll, indicating the most interest in local governance issues. This is in line with the literature which states voter turnout is more likely amongst older people (particularly over 65+ years) than other age groups and therefore they are more likely to continue turning out to vote.
- In contrast, the 18-39 year age group was more difficult to reach, and those that were contacted were less willing to complete the poll once contact was made. This may indicate more apathy amongst this age group to local governance issues, which again is in line with the above literature indicating voter turnout is less likely amongst younger people and subsequently they are less likely to start voting.

Status quo vs. single city option

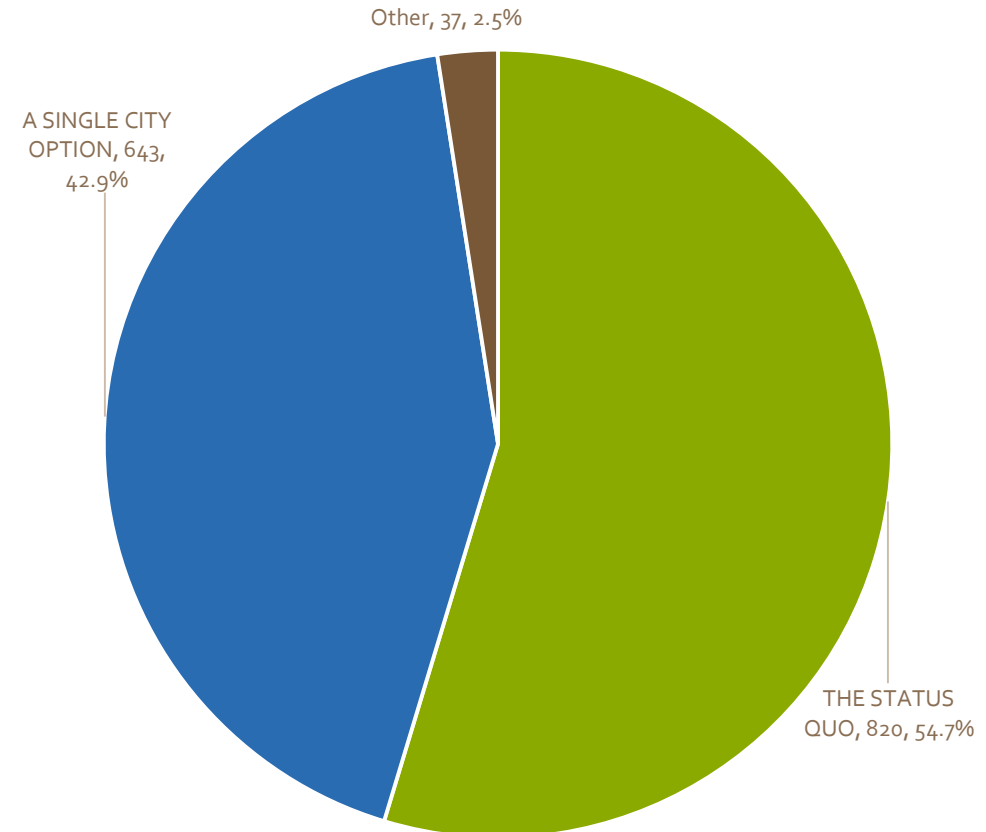
After providing demographic details, all respondents (n=1500) were asked the following question:

- "Kāpiti Coast District Council has asked us to contact you as they want to know the community's view on single city options for local governance in the Wellington region. Firstly, there are two options: (status quo and single city options rotated)
 - *THE STATUS QUO*: where the region has eight city and district councils and one regional council. Kāpiti Coast is one council and is represented by a Mayor, 10 councillors and four community boards.
 - *A SINGLE CITY OPTION*: consisting of Hutt Valley, Wellington, Porirua and Kāpiti. This could be expanded to include the Wairarapa."

Respondents were then asked which they preferred.

An 'Other' option was added in the event a respondent couldn't or refused to choose between 'Single city' or 'Status quo'.

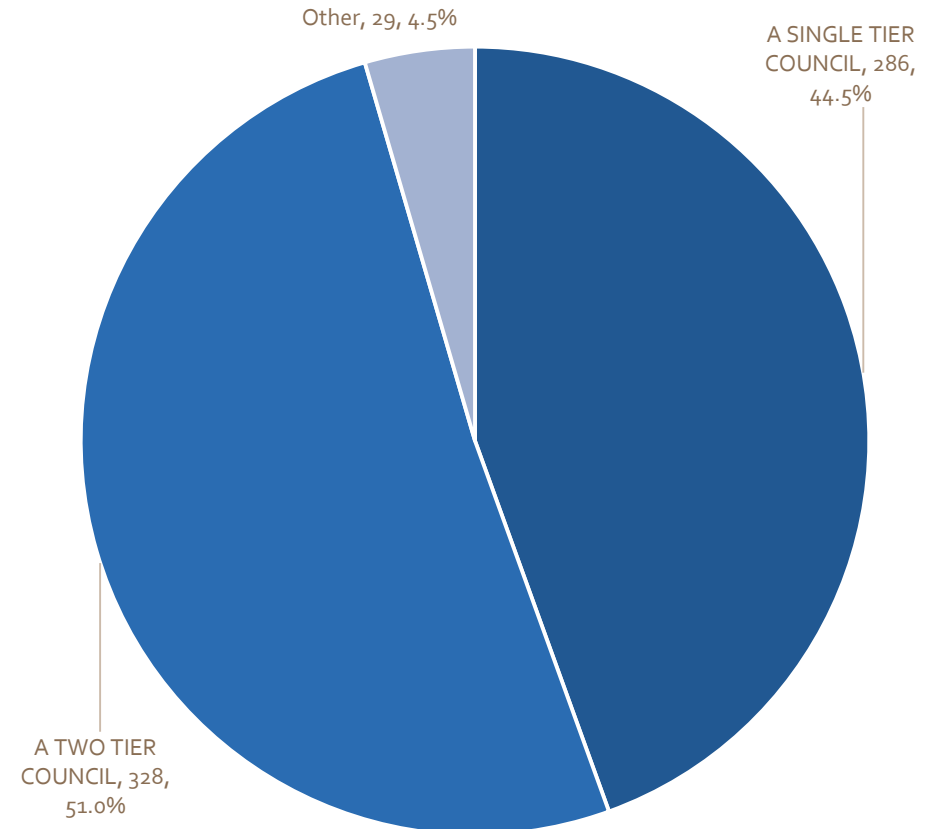
This option was NOT offered as an answer choice and was only used to reflect the level to which indecision or inability to decide was a factor in this poll.



As presented in the chart above: Across all respondents, 54.7% preferred the 'status quo' option and 42.9% preferred the 'single city' option. A further 2.5% stated 'other', with these respondents undecided at that time. Statistically significant variations were observed by respondent ward, gender and age. Waikanae and Paraparaumu were more evenly split whereas Paekakariki/ Raumati and Ōtaki more inclined to prefer the status quo. Also, males are more evenly split on the issue with women preferring the status quo. Ward, gender and age charts for this question are presented in the supplementary findings section.

Single city tier preferences and other options

- Those indicating a Single City option was preferred (n=643) were then presented with the following question:
 - "You mentioned you would prefer a single city. We are consulting on TWO possible structures; they are... (two tier and single tier council options rotated)*
 - A SINGLE TIER COUNCIL consisting of an elected Mayor and 27 or 29 councillors elected by ward. In this option the council CAN choose to have community boards but it is not guaranteed*
 - A TWO TIER COUNCIL consisting of an elected Mayor, a governing council of 19 or 21 councillors elected by ward and a second tier of seven or eight Local Boards one of which would represent Kāpiti. In this option council CANNOT elect to have community boards"*
- Respondents were then asked which option they preferred.
- An 'Other' option was added in the event a respondent couldn't or refused to choose between 'Single Tier' or 'Two Tier Council'.
- This option was NOT offered as an answer choice and was only used to reflect the level to which indecision or inability to decide was a factor in this poll.



Of those respondents who indicated that they would prefer a move to a 'single city option', 51.0% stated that they would prefer a 'two-tier' council and 44.5% indicated preference to a 'single tier' council. A further 4.5% stated 'other', the majority of which indicating that they were undecided at that time. No statistically significant variations by ward, gender or age were observed. Of the 29 respondents indicating 'other' responses/suggestions offered were limited. Ward, gender and age charts and the 29 'other' responses for this question are presented in the supplementary findings section.

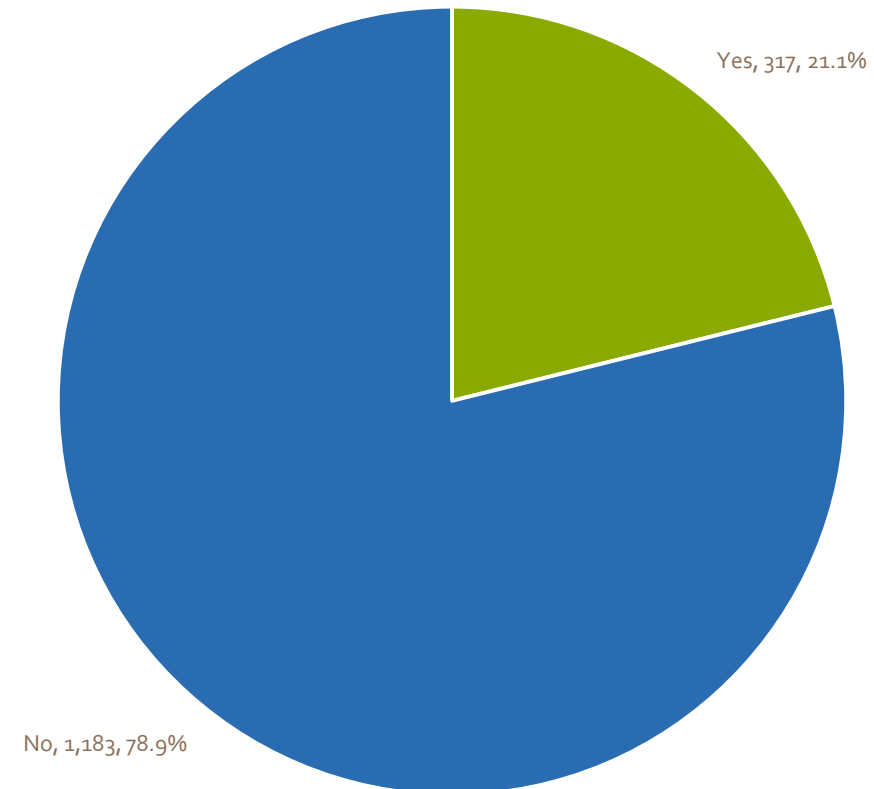
Other council structure options

All respondents (n=1500) were then asked the following:

- *"Is there another option not mentioned that you would prefer?"*

A 'No' or 'Yes' response was recorded.

In the event 'Yes' was selected, respondents were then probed to explain the nature of their choice.



As presented in the chart above: Across all respondents surveyed 78.9% indicated that there was not another option they preferred and 21.1% stated that there was. When probed for an explanation, almost half of those stating 'yes' to an 'other' option could not offer one. A statistically significant variation was recorded in response by ward where Ōtaki respondents stated 'yes' slightly more than other wards; age was also a factor with younger respondents indicating more 'No' responses to this question. Ward, gender and age charts for this question are presented in the supplementary findings section.

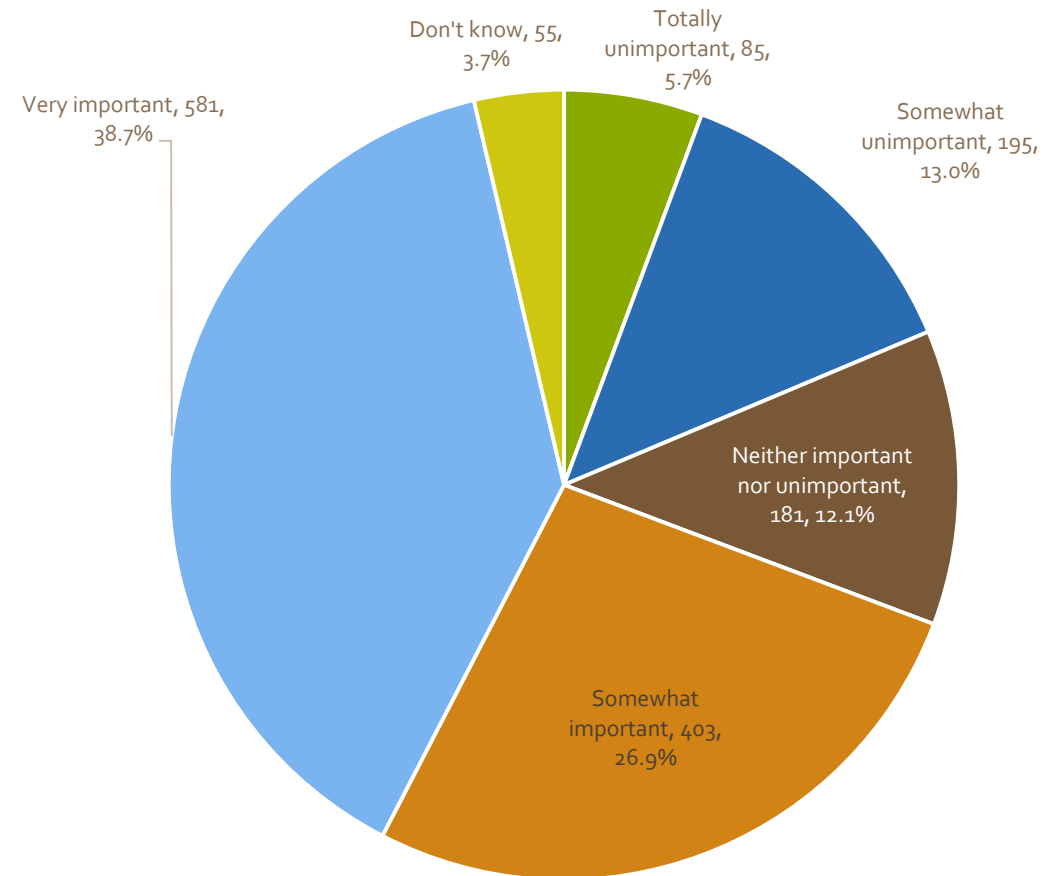
Importance of community boards

Lastly, all respondents (n=1500) were asked the following question:

- "You may be aware that *NEITHER* single city option *GUARANTEES* community boards. In light of this, how important are community boards to you using this scale (read scale)
 - Totally unimportant
 - Somewhat unimportant
 - Neither important nor unimportant
 - Somewhat important
 - Very important"

'Don't know' was not offered as an answer option but was included in the event respondents could not choose between the options presented in the 5 point likert scale.

Only 55 respondents (3.7%) were unable to provide a rating option regarding the importance of community boards.



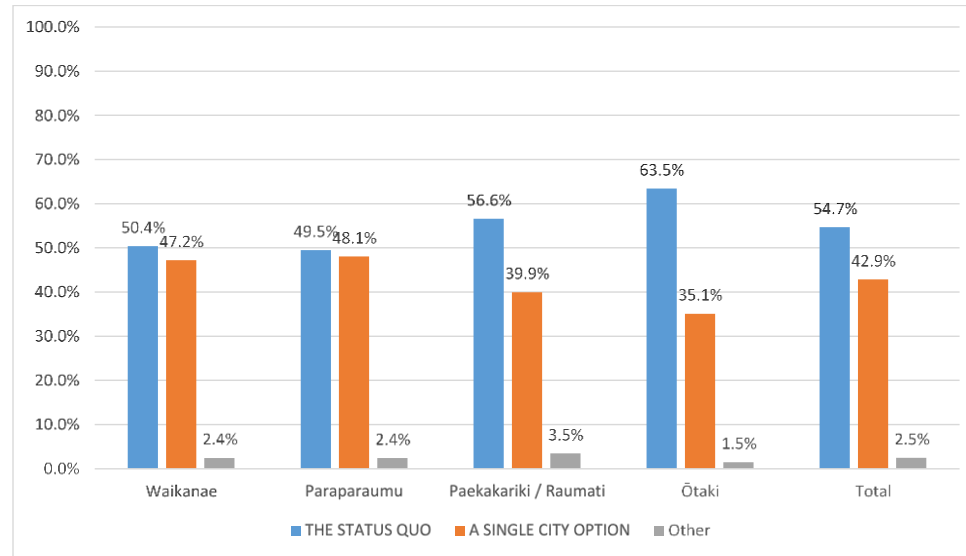
As presented in the chart above: Across all respondents, almost two thirds (65.4%) stated that community boards are 'very or somewhat important'. A statistically significant variation was also recorded in responses by ward with Ōtaki respondents rating the importance of community boards higher than other wards; also, females rated boards slightly more important than male respondents. Ward, gender and age charts for this question are presented in the supplementary findings section.

Supplementary charts



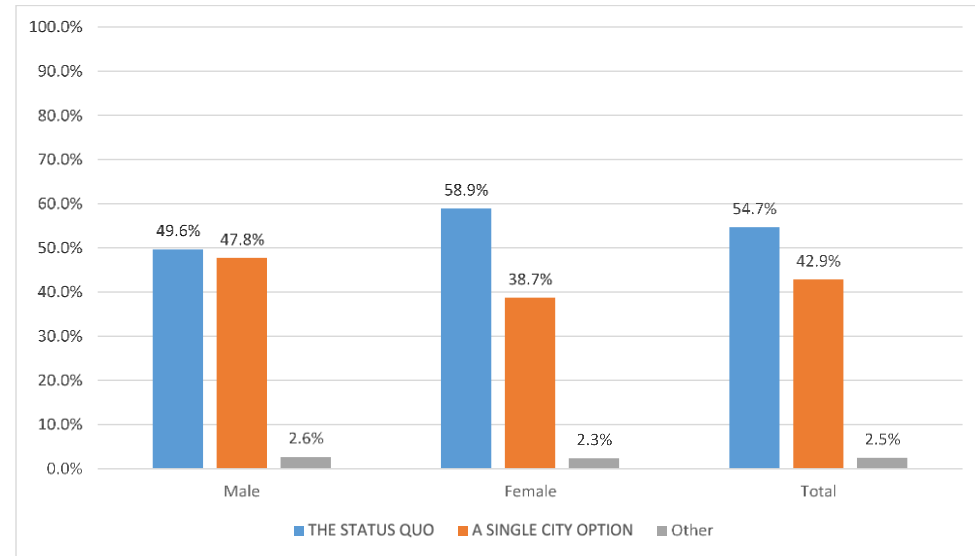
Status quo vs. single city option

STATUS QUO VS. SINGLE CITY OPTION by ward



(n=1500)

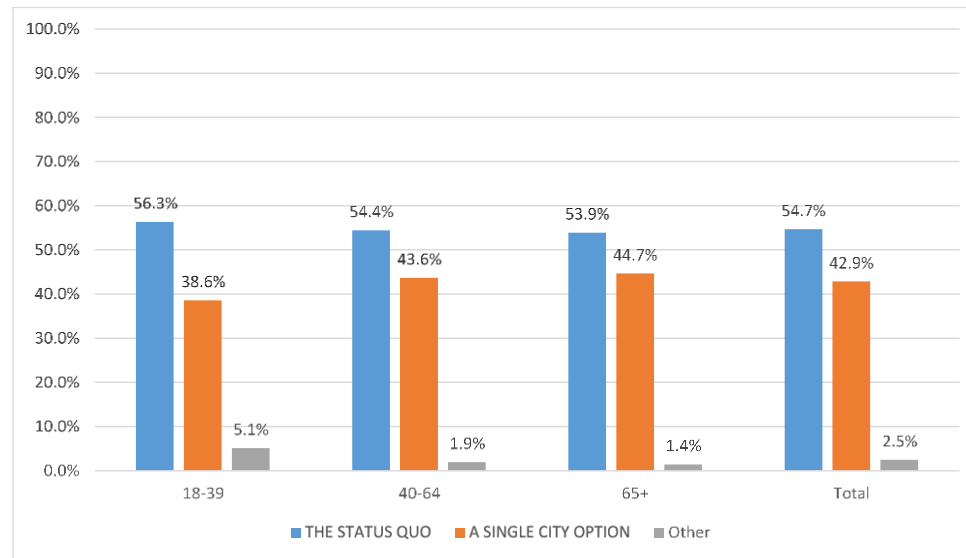
STATUS QUO VS. SINGLE CITY OPTION by gender



(n=1500)

Status quo vs. single city option

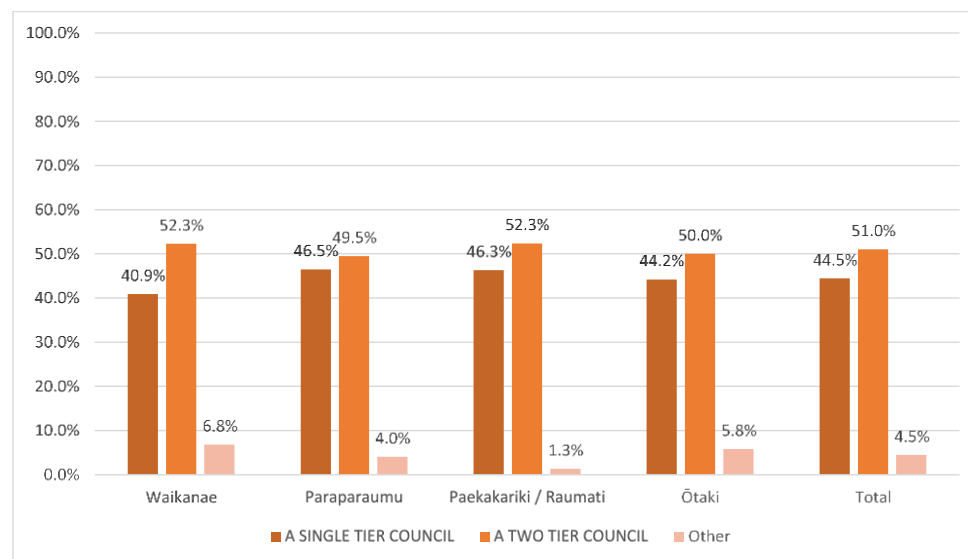
STATUS QUO VS. SINGLE CITY OPTION by age



(n=1500)

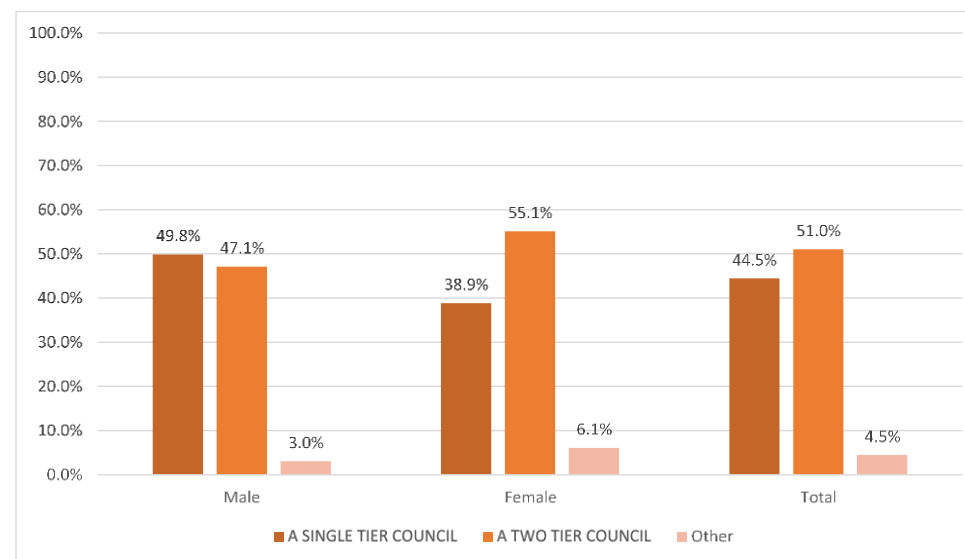
Single city tier preferences and other options

SINGLE CITY TIER PREFERENCES AND OTHER OPTIONS by ward



(n=643)

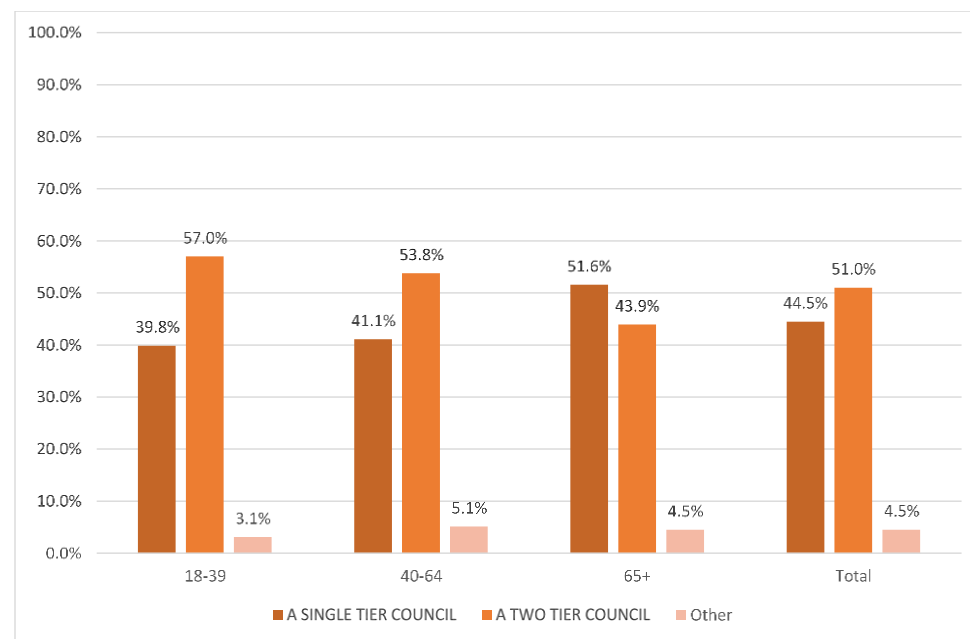
SINGLE CITY TIER PREFERENCES AND OTHER OPTIONS by gender



(n=643)

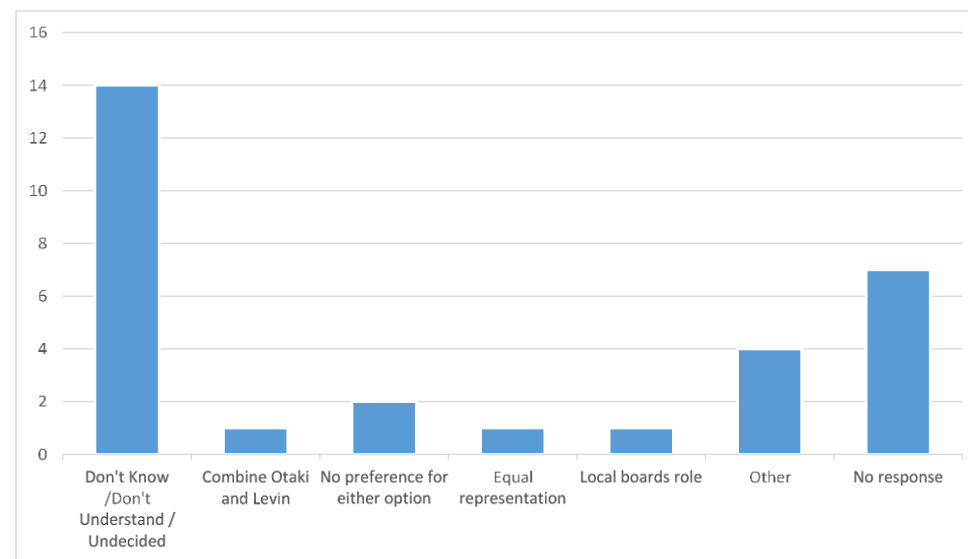
Single city tier preferences and other options

SINGLE CITY TIER PREFERENCES AND OTHER OPTIONS by age



(n=643)

SINGLE CITY TIER PREFERENCES AND OTHER OPTIONS 'other' responses.

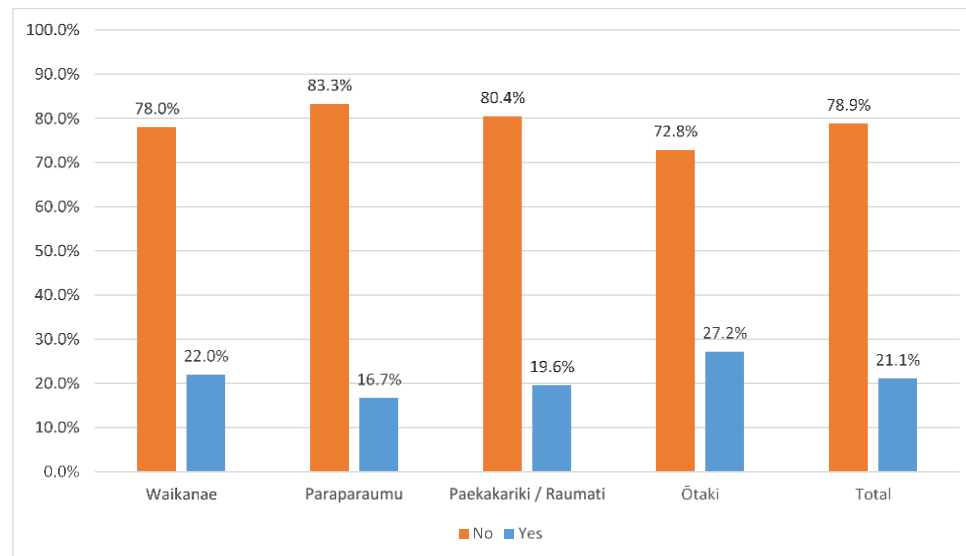


(n=29*)

*Note: Very small sample size (n=29)

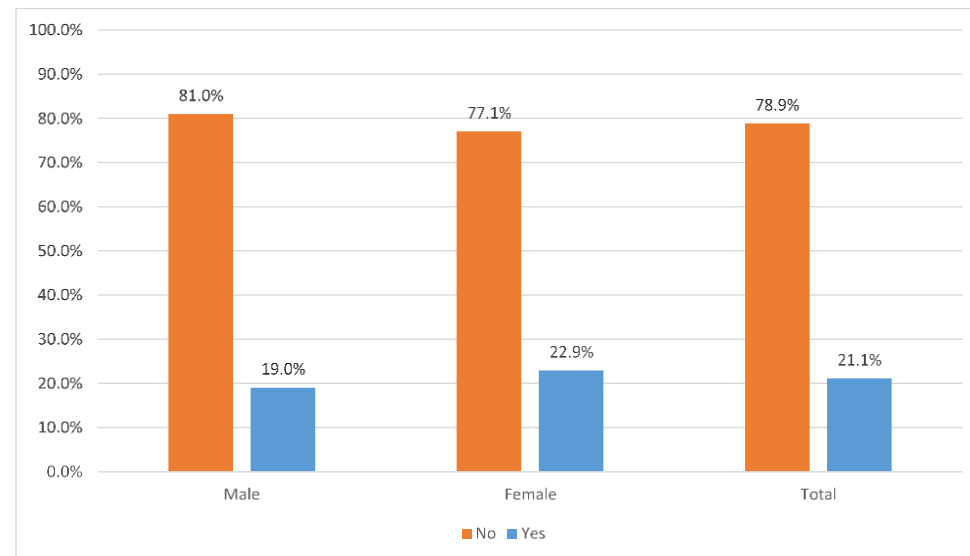
Other council structure options

OTHER COUNCIL STRUCTURE OPTIONS by ward



(n=1500)

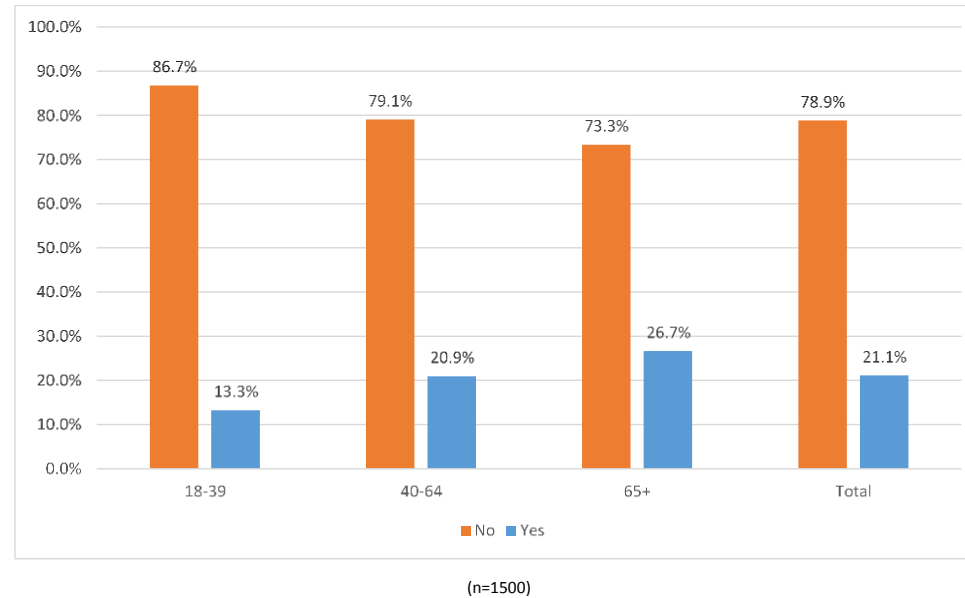
OTHER COUNCIL STRUCTURE OPTIONS by gender



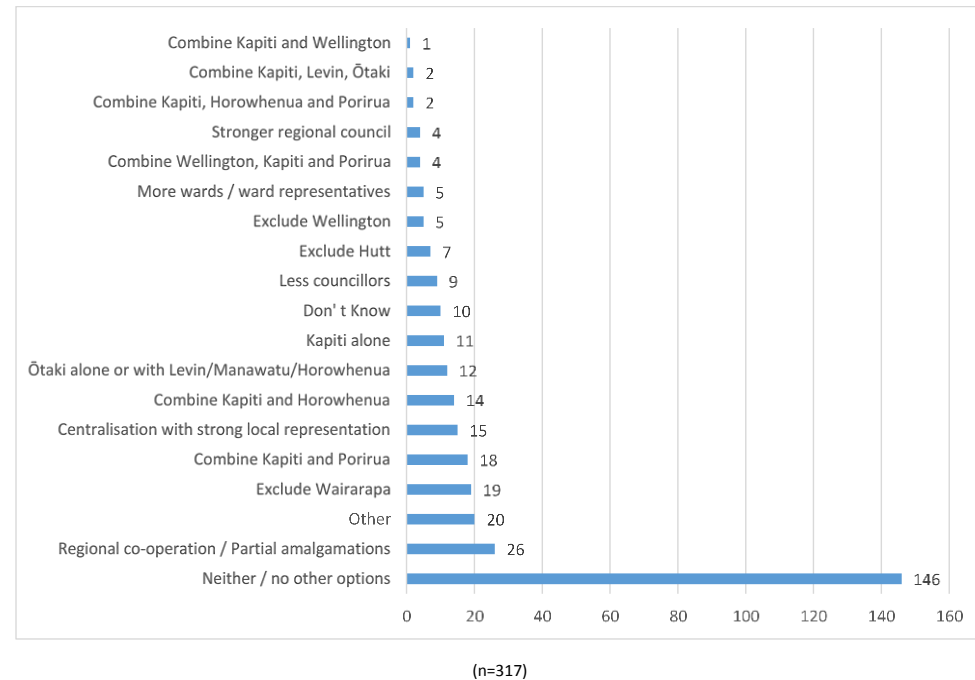
(n=1500)

Other council structure options

OTHER COUNCIL STRUCTURE OPTIONS by age

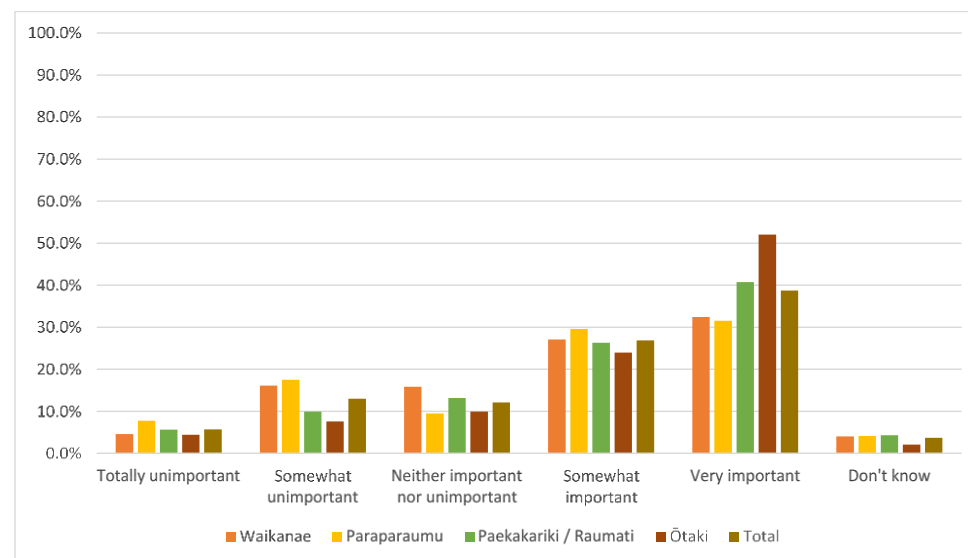


OTHER COUNCIL STRUCTURE OPTIONS 'other' preferences.



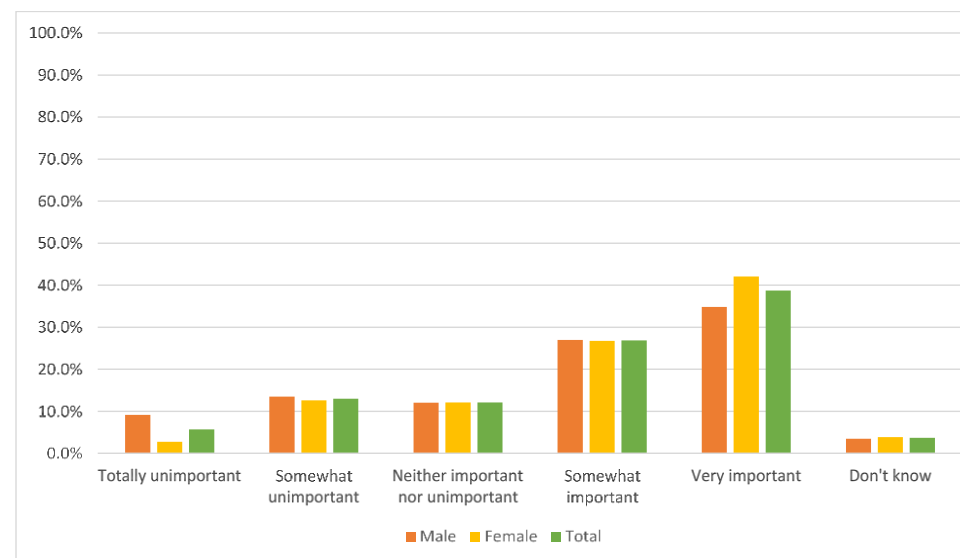
Importance of community boards

IMPORTANCE OF COMMUNITY BOARDS by ward



(n=1500)

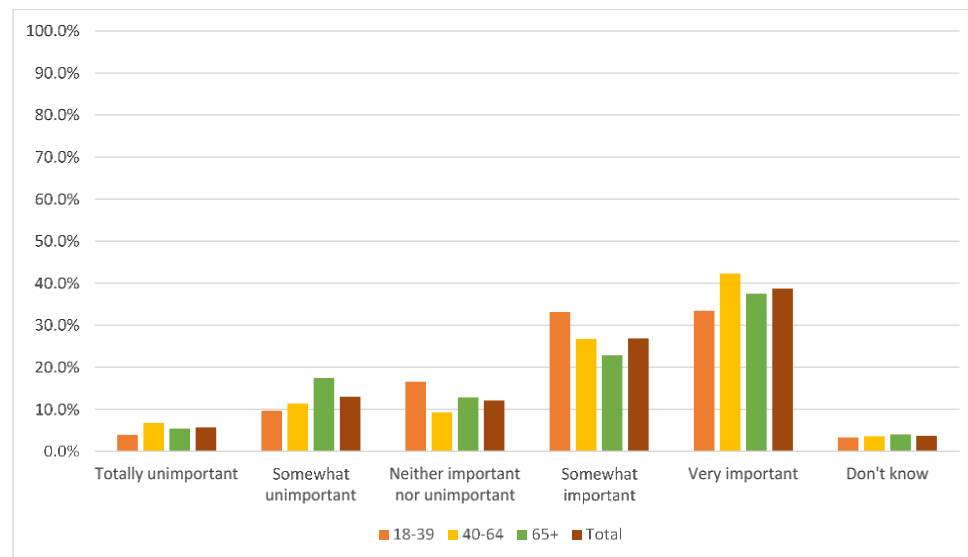
IMPORTANCE OF COMMUNITY BOARDS by gender



(n=1500)

Importance of community boards

IMPORTANCE OF COMMUNITY BOARDS by age



(n=1500)

Supplementary tables



Status quo vs. single city option

STATUS QUO VS. SINGLE CITY OPTION crosstabs

			Status quo vs. Single city			
			THE STATUS QUO	A SINGLE CITY OPTION	Other	Total
Gender	Male	Row N %	49.6%	47.8%	2.6%	100.0%
	Female	Row N %	58.9%	38.7%	2.3%	100.0%
Ward	Waikanae	Row N %	50.4%	47.2%	2.4%	100.0%
	Paraparaumu	Row N %	49.5%	48.1%	2.4%	100.0%
	Paekakariki / Raumati	Row N %	56.6%	39.9%	3.5%	100.0%
	Ōtaki	Row N %	63.5%	35.1%	1.5%	100.0%
Age	18-39	Row N %	56.3%	38.6%	5.1%	100.0%
	40-64	Row N %	54.4%	43.6%	1.9%	100.0%
	65+	Row N %	53.9%	44.7%	1.4%	100.0%
Total		Row N %	54.7%	42.9%	2.5%	100.0%
Gender	Male	Count	342	329	18	689
	Female	Count	478	314	19	811
Ward	Waikanae	Count	188	176	9	373
	Paraparaumu	Count	204	198	10	412
	Paekakariki / Raumati	Count	211	149	13	373
	Ōtaki	Count	217	120	5	342
Age	18-39	Count	187	128	17	332
	40-64	Count	364	292	13	669
	65+	Count	269	223	7	499
Total		Count	820	643	37	1,500

Single city tier preferences and other options

SINGLE CITY TIER PREFERENCES AND OTHER OPTIONS crosstabs

			Single vs. two tier			
			A SINGLE TIER COUNCIL	A TWO TIER COUNCIL	Other	Total
Gender	Male	Row N %	49.8%	47.1%	3.0%	100.0%
	Female	Row N %	38.9%	55.1%	6.1%	100.0%
Ward	Waikanae	Row N %	40.9%	52.3%	6.8%	100.0%
	Paraparaumu	Row N %	46.5%	49.5%	4.0%	100.0%
	Paekakariki / Raumati	Row N %	46.3%	52.3%	1.3%	100.0%
	Ōtaki	Row N %	44.2%	50.0%	5.8%	100.0%
Age	18-39	Row N %	39.8%	57.0%	3.1%	100.0%
	40-64	Row N %	41.1%	53.8%	5.1%	100.0%
	65+	Row N %	51.6%	43.9%	4.5%	100.0%
Total		Row N %	44.5%	51.0%	4.5%	100.0%
Gender	Male	Count	164	155	10	329
	Female	Count	122	173	19	314
Ward	Waikanae	Count	72	92	12	176
	Paraparaumu	Count	92	98	8	198
	Paekakariki / Raumati	Count	69	78	2	149
	Ōtaki	Count	53	60	7	120
Age	18-39	Count	51	73	4	128
	40-64	Count	120	157	15	292
	65+	Count	115	98	10	223
Total		Count	286	328	29	643

Single city tier other options

SINGLE CITY OTHER OPTIONS crosstabs

			Don't Know /Don't Understand / Undecided	Combine Ōtaki and Levin	No preference for either option	Equal representati on	Wellington as co- ordinator of others	Local boards role	Other	No response	Total
Gender	Male	Row N %	20.0%	0.0%	10.0%	0.0%	0.0%	0.0%	10.0%	60.0%	100.0%
	Female	Row N %	63.2%	5.3%	5.3%	5.3%	0.0%	5.3%	15.8%	5.3%	100.0%
Ward	Waikanae	Row N %	25.0%	0.0%	8.3%	8.3%	0.0%	0.0%	16.7%	41.7%	100.0%
	Paraparaumu	Row N %	87.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	12.5%	100.0%
	Paekakariki / Raumati	Row N %	50.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	50.0%	100.0%
	Ōtaki	Row N %	42.9%	14.3%	14.3%	0.0%	0.0%	14.3%	28.6%	0.0%	100.0%
Age	18-39	Row N %	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%
	40-64	Row N %	33.3%	6.7%	0.0%	0.0%	0.0%	6.7%	13.3%	46.7%	100.0%
	65+	Row N %	50.0%	0.0%	20.0%	10.0%	0.0%	0.0%	20.0%	0.0%	100.0%
	Total	Row N %	48.3%	3.4%	6.9%	3.4%	0.0%	3.4%	13.8%	24.1%	100.0%
Gender	Male	Count	2	0	1	0	0	0	1	6	10
	Female	Count	12	1	1	1	0	1	3	1	19
Ward	Waikanae	Count	3	0	1	1	0	0	2	5	12
	Paraparaumu	Count	7	0	0	0	0	0	0	1	8
	Paekakariki / Raumati	Count	1	0	0	0	0	0	0	1	2
	Ōtaki	Count	3	1	1	0	0	1	2	0	7
Age	18-39	Count	4	0	0	0	0	0	0	0	4
	40-64	Count	5	1	0	0	0	1	2	7	15
	65+	Count	5	0	2	1	0	0	2	0	10
	Total	Count	14	1	2	1	0	1	4	7	29

**Note: Very small sample size (n=29)*

Other council structure options

OTHER COUNCIL STRUCTURE OPTIONS crosstabs

			Other options		
			Yes	No	Total
Gender	Male	Row N %	19.0%	81.0%	100.0%
	Female	Row N %	22.9%	77.1%	100.0%
Ward	Waikanae	Row N %	22.0%	78.0%	100.0%
	Paraparaumu	Row N %	16.7%	83.3%	100.0%
	Paekakariki / Raumati	Row N %	19.6%	80.4%	100.0%
	Ōtaki	Row N %	27.2%	72.8%	100.0%
Age	18-39	Row N %	13.3%	86.7%	100.0%
	40-64	Row N %	20.9%	79.1%	100.0%
	65+	Row N %	26.7%	73.3%	100.0%
	Total	Row N %	21.1%	78.9%	100.0%
Gender	Male	Count	131	558	689
	Female	Count	186	625	811
Ward	Waikanae	Count	82	291	373
	Paraparaumu	Count	69	343	412
	Paekakariki / Raumati	Count	73	300	373
	Ōtaki	Count	93	249	342
Age	18-39	Count	44	288	332
	40-64	Count	140	529	669
	65+	Count	133	366	499
	Total	Count	317	1,183	1,500

Importance of community boards

IMPORTANCE OF COMMUNITY BOARDS crosstabs

			Importance of community boards						
			Totally unimportant	Somewhat unimportant	Neither important nor unimportant	Somewhat important	Very important	Don't know	Total
Gender	Male	Row N %	9.1%	13.5%	12.0%	27.0%	34.8%	3.5%	100.0%
	Female	Row N %	2.7%	12.6%	12.1%	26.8%	42.0%	3.8%	100.0%
Ward	Waikanae	Row N %	4.6%	16.1%	15.8%	27.1%	32.4%	4.0%	100.0%
	Paraparaumu	Row N %	7.8%	17.5%	9.5%	29.6%	31.6%	4.1%	100.0%
	Paekakariki / Raumati	Row N %	5.6%	9.9%	13.1%	26.3%	40.8%	4.3%	100.0%
	Ōtaki	Row N %	4.4%	7.6%	9.9%	24.0%	52.0%	2.0%	100.0%
Age	18-39	Row N %	3.9%	9.6%	16.6%	33.1%	33.4%	3.3%	100.0%
	40-64	Row N %	6.7%	11.4%	9.3%	26.8%	42.3%	3.6%	100.0%
	65+	Row N %	5.4%	17.4%	12.8%	22.8%	37.5%	4.0%	100.0%
Total		Row N %	5.7%	13.0%	12.1%	26.9%	38.7%	3.7%	100.0%
Gender	Male	Count	63	93	83	186	240	24	689
	Female	Count	22	102	98	217	341	31	811
Ward	Waikanae	Count	17	60	59	101	121	15	373
	Paraparaumu	Count	32	72	39	122	130	17	412
	Paekakariki / Raumati	Count	21	37	49	98	152	16	373
	Ōtaki	Count	15	26	34	82	178	7	342
Age	18-39	Count	13	32	55	110	111	11	332
	40-64	Count	45	76	62	179	283	24	669
	65+	Count	27	87	64	114	187	20	499
Total		Count	85	195	181	403	581	55	1,500

Important Information

Market Research Society of New Zealand [MRSNZ] Code of Practice

- SIL Research is a member of the MRSNZ and therefore is obliged to comply with the MRSNZ Code of Practice. A copy of the Code is available from the Executive Secretary or the Complaints Officer of the Society.
- Confidentiality
 - Reports and other records relevant to a Market Research project and provided by the Researcher shall normally be for use solely by the Client and the Client's consultants or advisers.
- Research Information
 - Article 25 of the MRSNZ Code states:
 - The research technique and methods used in a Marketing Research project do not become the property of the Client, who has no exclusive right to their use.
 - Marketing research proposals, discussion papers and quotations, unless these have been paid for by the client, remain the property of the Researcher.
 - They must not be disclosed by the Client to any third party, other than to a consultant working for a Client on that project. In particular, they must not be used by the Client to influence proposals or cost quotations from other researchers.
- Publication of a Research Project
 - Article 31 of the MRSNZ Code states:
 - Where a client publishes any of the findings of a research project the client has a responsibility to ensure these are not misleading. The Researcher must be consulted and agree in advance to the form and content for publication. Where this does not happen the Researcher is entitled to:
 - Refuse permission for their name to be quoted in connection with the published findings
 - Publish the appropriate details of the project
 - Correct any misleading aspects of the published presentation of the findings
- Electronic Copies
 - Electronic copies of reports, presentations, proposals and other documents must not be altered or amended if that document is still identified as a SIL Research document. The authorised original of all electronic copies and hard copies derived from these are held to be that retained by SIL Research.