

6 October 2022

LGOIMA No. 8140010799
(Please quote this in any correspondence)

By Email: [REDACTED]

Tēnā koe [REDACTED]

Local Government Official Information And Meetings Act 1987
Household Consumption Survey

Thank you for your request dated 12 September 2022 in relation to the recent Household Consumption Survey administered by Live Lightly. The specific details of your request and our response is below.

1. What was the name and purpose of this survey?

Name: Different Dinners Trial

Purpose:

This survey forms part of a broader programme of work looking at how Auckland Council can respond to its commitments to address climate change. In December 2020, Auckland Council launched Tāruke-ā-Tāwhiri: Auckland's Climate Plan, which sets out priorities to reduce emissions by 50% by 2030, net zero emissions by 2050 and prepare for the impacts of climate change.

One of the eight Action Areas in the plan is Food, and Action F4 is:

"A low carbon, resilient, local food system that provides all Aucklanders with access to fresh and healthy food"

The purpose of the survey is to understand more about what types of interventions work best to support willing Aucklanders to make more food choices with a lower carbon impact.

Findings from this research will be transferable to other work focused on supporting community-led climate action.

2. "Target number of completed surveys" is mentioned in img3. What was the target number of completed surveys?

The goal was to have 750 participants complete the survey.

3. **How many completed surveys did Live Lightly receive for this survey. This means any surveys that were completed before the closing date of the survey.**

There are 732 fully completed surveys.

4. **Note the phrase in img3: “Depending on your answers, you may receive a food related giveaway from the Live Lightly team.” Please explain what is meant by this phrase and include in this explanation exactly what criteria was used to determine which participants would receive a giveaway**

There are six different interventions being trialled through the survey to determine what is the most effective way to support Aucklanders, who are willing to participate, to make more food choices with a lower carbon impact.

People’s answers determined whether they were asked all the survey questions and received a giveaway. For example, one of the questions asked if they were open to trying eating one or two more vegetarian dinners per week (full criteria below).

If they got to the end of the survey, they were then randomly allocated to receive a giveaway.

Criteria:

- The person/household eats meat for dinner 5 or more times per week
- The person/household is willing to try eating one or two more vegetarian dinners per week
- The person has agency to influence what the household has for dinner
- The person is not extremely confident in cooking vegetarian meals
- The person does not live alone
- The person generally eats dinner with at least one other person in their household
- The person is interested in taking part once trial has been explained
- The person agrees to completing 2 follow-up surveys over the next 2 months so we can see how they found the interventions
- The person is willing to share their postal address to receive giveaways
- The person is willing to share their mobile number so they can be contacted as required

Additional criteria for foodbag groups:

- The person agrees to redeem their voucher, and place their orders within project timeframes
- The person agrees to use the foodbag for their household only
- The person agrees not to give the voucher away to someone else
- The person agrees to set up a myfoodbag account so that they can redeem their voucher (after they are informed that it is a subscription service, and that they will need to provide their credit / debit card details and postal address to myfoodbag) (Note: they are also told they can cancel it afterwards and we will remind them to do that).

Please note that there is also a standard prize draw that happens for every [People’s Panel survey](#). The People’s Panel was used in order to achieve outreach to a representative sample of Aucklanders. People’s Panel charge the cost of the prizes to the project internally, this cost is noted below.

5. **Was there any participants that did not receive a giveaway?**
 - **For those who did not receive a giveaway please explain why not**

The different interventions involved either one or more of the following:

- A food box
- Recipe booklet
- Text message
- Commitment plan

Only three of the intervention groups received a food box.

6. **Please provide a breakdown of all giveaways by type and price e.g. a \$200 free meal package from My Food Bag or a \$50 voucher from Countdown**

Different Dinners Trial Giveaway Breakdown

Giveaway type	Price
My Food Bag My Plant Power box	\$123 each
Plant Powered Recipe Booklet	\$3.25 each
Different Dinners fridge magnet and meal planner	\$5.25 each
Peoples Panel e-gift voucher prize draw	\$100 each

7. **Please provide a budget breakdown for all costs related to providing the survey. This should include but not be limited to:**
 - **Design costs i.e. pictures, formatting, icons, colouring etc.**

Design work was done in-house. There were no extra costs associated with this.

- **Costs related to the commission of consulting, advisory panels etc.**

No consultants or external advisory panels were commissioned for this survey.

- **Costs related to the giveaways (this includes any amount paid to food providers such as My Food Bag)**

Giveaway	Cost
MyFoodBag vouchers (300 @ \$123ea.)	\$36,970
Plant Powered Recipe Booklet (750)	\$2,625
Different Dinners fridge magnet and meal planner (750)	\$3,937.50
People's Panel e-gift voucher (4)	\$400

- **Costs related to advertising (sending out emails/flyers or putting out billboards, signs etc.)**

No external advertising costs. The cost of staff time sending emails is not captured at the level being requested.

- **Costs relating to intellectual property i.e. photographs, symbols, designs etc.**

No additional costs related to this.

- **Any other costs relating to the survey**

Text message capability: \$1595

Other admin (envelopes, address finder, stickers): \$700

- **Costs budgeted for future work on the survey, such as reports, further consultation etc.**

No additional cost currently budgeted.

- **Please also provide the total cost for providing the survey.**

Total cost for this research trial: \$46,227

The decision by Auckland Council to release the information contained in this response was made by **Rachel Kelleher**, General Manager Environmental Services.

Should you believe Auckland Council has not responded appropriately to your request you have the right to seek a review of the decision from the Ombudsman.

If you have any further queries please contact me on 09 301 0101, quoting LGOIMA No. 8140010799.

Ngā mihi



Fernanda Maciel
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Governance Services