

MARCO Regional Waikato Perception Survey 2010 Matamata – Piako Report

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Prepared for



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Background

In 2007, the Waikato Region undertook a collaborative approach to the identification and monitoring of community outcomes. Choosing Futures Waikato (CFW) was established in 2004 as a collaboration comprising representatives of staff from Environment Waikato, Hamilton City, various district councils from the region, Waikato District Health Board, NZ Police, Ministry of Social Development, and the Department of Internal Affairs.

CFW facilitated the identification of the regional community outcomes for the Waikato Region. In addition, a working group of technical staff from local and central government agencies was formed to develop a framework and processes to monitor and report progress of the region's community outcomes (MARCO), including the selection of suitable indicators.

In 2006 MARCO identified a broad range of measures (approx 190) with a smaller core sets of indicator measures that could be used to measure progress towards the region's community outcomes. Practical realities meant that work focused only on the core set of indicators initially as these alone numbered in excess of 70.

A number of those core indicators (approx 18) were measures that require data to be collected through a survey. In some cases there was an existing survey mechanism in place for the collection of this data, mainly at a regional level/scale, ie:

1. Environment Waikato – [Environmental awareness, attitudes and actions \(EAAA\) survey](#)
A triennial¹ random survey of regions residents with relatively large sample size (n ≅ 1,500) with data able to be disaggregated to a district level (some districts elect to 'boost' their sampling on their districts to give more statistically robust results).
2. The Quality of Live Survey
Undertaken biannually by consortium of the 12 larger city Councils (n=500 each) and the Ministry of Social Development (national non-city sample of n=1,500). For the 2006 survey Environment Waikato purchased additional Waikato region resident interviews (on top of Hamilton City 500 and nominal non-Hamilton sample of MSD sample). This allowed for Waikato region data to be able to be produced (at statistically robust level) for QoL survey questions.

While the data is available for a number of these 'survey based' core indicators at a regional level, data availability in many cases does not extend to the district/city level.

Individual district and city Councils in the region were developing their own monitoring frameworks and mechanisms to collect data to monitor their own sets of community outcomes. A key requirement for community outcome monitoring is the ability to be able to benchmark against different time periods and jurisdictions where measures are common.

¹ The most recent Environment Waikato EAAA was undertaken in 2006. No survey was carried out in 2009, with the next survey planned for 2012.

2007 Survey

Choosing Future Waikato (through MARCO) established the framework for the 2007 survey:

- a) allow for the collection of data for the Waikato region (at a statistically robust level) at a district level for approximately 18 of the 75 core indicators that require data to be collected by way of randomly selected telephone survey
- b) allow flexibility for any district/city Council that wishes to increase the sampling of respondents in its district in order to provide more statistically robust results; and/or
- c) allow additional flexibility for district/city Councils that want to supplement the survey of 'core questions' with questions that relate to the monitoring of local community outcomes.

2010 Survey

The first 'Waikato Regional Perception Survey' was undertaken in May/June 2007. Feedback and evaluation of the 2007 survey was highly supportive for undertaking a similar survey every three years. This report summarises the key findings of the second Waikato Regional Perception Survey.

The 2010 survey was an update of the 2007 project and follows basically the same parameters as 2007:

- a) 800 interviews were completed (70 per TA, except for Rotorua with 30 interviews). However, Hamilton and Thames Coromandel opted to conduct extra interviews at their cost resulting in a total of 918 interviews.
- b) 22 topics were covered with a total of 74 (sub-)questions asked. Questionnaire available from <http://www.choosingfutures.co.nz/Publications/>.

The survey was bulk-funded by CFW. Some councils took up the option (charged separately to each Council) for additional interviews to reduce margins of error and / or to include additional question(s)

Timing of Survey

It was proposed to undertake the survey in June/July 2010. This allowed Councils to pay for the survey in either the 2009/10 or 2010/11 financial year, or to spread the costs over two years.

Deliverables

- a) Regional and district/City reports, including raw data and analysed results
- b) Results and reports published on CFW/MARCO website

Relevance for Councils

- Meets Local Government Act (LGA) requirements for Community Outcomes monitoring and reporting
- Demonstrates collaboration and cost effectiveness of data gathering, analysis and reporting.
- Provides valuable feedback and input into the next full LTCCP 2012-2022.

Recommended sample size

International Research Consultants Ltd (IRC) were asked their opinion as to what would be a recommended sample size.

We stated the sample size is dependent on the value of the decision that was to be made. In 2007, 70 interviews per TLA were completed with 2 exceptions. Thames - Coromandel opted to increase their sample size to 140 interviews while Hamilton opted to increase their sample size to 100 interviews and Rotorua was limited to 30 interviews. In total, 918 interviews were completed.

Similar to 2007, IRC recommended that the sampling methodology needed to be tied to the core objective of the survey. If the principal aim was to support decisions at a Regional level then random sampling across the region would be most appropriate. However, since the primary objective was to assist decision making at an individual TLA level, we recommended geographic quota sampling similar to 2007.

The problem with the quota sample approach across the region is that when these are combined to give a Waikato perspective data weighting is needed to give a true reflection of the population. Since Hamilton is such a dominant population within the region with data weighting, each of Hamilton's 100 respondents has a weighting of approximately 2.7 (e.g. 1 Hamilton interview has the same weight as almost 3 interviews in the rest of the district). However, since most of the use would be at an individual Council level this should not be a major issue. However, due to this distortion, care is recommended in using the Waikato wide results.

For 2010, we recommended a similar core sample of 70 per TLA. However, since Rotorua and Waitomo opted not to partake in this project, IRC recommended limiting the number of interviews for both Rotorua and Waitomo to a sample size similar to what would have been obtained from a regional wide random sample (8 and 21 respectively). The Hamilton sample was bolstered by an additional 30 interviews to reduce the impact on data weighting on the Regional results.

	2006 Census Aged 18 and older	Census %	Random Spread	Minimum 70 Interviews	Actual Sample
Franklin	11409	4.14%	33	70	70
Hamilton	94635	34.31%	274	70	100
Hauraki	12525	4.54%	36	70	70
MPDC	21900	7.94%	64	70	70
Otorohanga	6399	2.32%	19	70	70
Rotorua	2329	0.84%	7	8	8
South Waikato	15336	5.56%	44	70	70
Taupo	23523	8.53%	68	70	70
Thames Coromandel DC	20397	7.40%	59	70	70
Waikato	30387	11.02%	88	70	70
Waipa	30522	11.07%	89	70	70
Waitomo	6450	2.34%	19	21	21
Total	275812	100.00%	800	729	759

Note: DigiPoll completed an extra 21 interviews(780 in total) in some districts where some respondents appeared to be misunderstanding which district they were actually from (specifically the Waikato District)

Methodology

Interview Type

In 2007, a total of 900 respondents from the Waikato Region were interviewed for the Collaborative Community Outcomes Monitoring Survey. All interviews were conducted by telephone. A similar approach was used for this 2010 survey. Similar to 2007, a Hamilton based research company DigiPoll Ltd, handled all the interviewing and this was undertaken between the 10th June and 20th July 2010.

Respondents were selected using DigiPoll's telephone sampling system developed specifically for New Zealand conditions that gives a random sample of the entire population that have telephones.

The Computer Aided Telephone Interviewing (CATI) questionnaire ensured that all respondents were asked all the key questions but then only the respondents from each district were asked questions relevant to their specific district.

Interviewers were briefed in the conduct of the survey, and were subject to a quality check on their interviews as a matter of course. Interviewers did not pressure respondents in any way. People who did not wish to take part in the survey, were politely thanked for their time, and not contacted again.

Sampling Methodology

The sampling method is the same as that used in previous Waikato Region surveys whereby DigiPoll has a telephone sampling system developed specifically for New Zealand conditions that gives a random sample of the entire population that has telephones. Using random digit dialling results in a greater proportion of new listings being included (students etc) which is reflected in the sample's demographics.

Margin of Error

The following table shows the maximum margin of error for the overall sample and for smaller subgroups, at two different confidence levels, 95% and 90%

SAMPLE SIZE	MAXIMUM MARGIN OF ERROR	
	AT 95% CONFIDENCE	AT 90% CONFIDENCE
759	± 3.6%	± 3.0%
100	± 9.8%	± 8.3%
70	± 11.7%	± 9.9%
21	± 21.4%	± 18.0%
9	± 32.7%	± 27.5%

Questionnaire

In 2007, MARCO developed a draft questionnaire based on various similar surveys that had been conducted before, nationally and locally. IRC worked with Environment Waikato to fine tune and coordinate that questionnaire with the councils participating in the survey. DigiPoll then programmed the questionnaire into their computer systems.

The final questionnaire used for the 2007 survey was distributed to each Council for them to review and determine what changes, if any, were required for this round. IRC recommended adding two open questions covering the three main issues of the district and secondly the three main issues that Council should be looking at. It was considered this would help put the answers to the individual measures into perspective

Each Council reviewed the core questionnaire and the non-core specific questions that were used in 2007. Each Council then decided which non-core questions were relevant to them. They were also asked to review the core questions to ensure these were still relevant and to check if there were any information gaps needing new questions.

Each Council's suggestions for change were reviewed and the questionnaire was revised accordingly. This process was repeated until all councils and Environment Waikato had signed off on the questionnaire. The bulk of the survey is unchanged from 2007 but there were a number of new non-core questions added with a few questions used in 2007 no longer being required.

In 2007, the core survey took 14 minutes, on average, to complete. In 2010 with the extra open core questions this resulted in the core survey taking 15.9 minutes.

	Pilot Interviews completed	Additional questions	2010 Additional minutes	2007 Additional minutes	Number of interviews
Core Survey	115		15.9 minutes		
Franklin		0			70
Thames-Coromandel	15	26	7.0	4.7	70
Hauraki		0			70
Waikato		0			70
Hamilton	15	7	1.6		100
Matamata-Piako	7	26	5.8	2.7	70
Waipa	8	17	2.6	2.7	70
South Waikato		0			70
Otorohanga	11	13	3.6		70
Waitomo		0			21
Rotorua		0			8
Taupo		0		1.4	70

Respondent Selection

All respondents were randomly selected, being the person in the household aged 18 years or older, who had the last birthday. No substitutions were made.

Telephone calls were made after 5.00pm on week nights and between 9.00am and 9.00pm at weekends or by appointment at other times of the day. This ensured that the working population was correctly represented.

Call-backs were conducted to ensure that highly mobile people and/or those working unusual hours still had a good chance of being contacted for interviews. DigiPoll's call-back system maximised the chance of capturing all respondents from the Waikato Region.

Processing the information

The detailed data processing was completed by IRC.

Open-ended questions - where the interviewer records what the respondent says instead of selecting a pre-coded answer - were read and coded by our team of experienced coders. The coding was then checked and amended where necessary by Environment Waikato.

Cross-tabulations (comparing the answers of one question against those from other questions e.g. satisfaction by district, age or gender) formed the basis of the survey analysis.

Response Rate

Based on the ratio of effective interviews to refusals, the response rate for the 2010 survey was 37.3% (interviews / interviews + refusals) versus 38.3% in 2007.

Outcomes	2007 # of contacts	2007 %	2010 # of contacts	2010 %
Completed calls	918	25.8%	780	25.1%
Refusals	1,476	41.4%	1,309	42.1%
Hearing Problem	9	0.3%	8	0.3%
Illness	25	0.7%	17	0.5%
Language Barrier	16	0.4%	39	1.3%
Ineligible	133	3.7%	220	7.1%
Computer/Fax/Modem	483	13.6%	20	0.6%
Answering Machine	503	14.1%	715	23.0%
Total	3,563	100.0%	3,108	100.0%
Response rate	38.3%		37.3%	

It is important to understand that there is a degree of self selection in this survey and this has resulted in a higher ratio of some demographic subgroups in the sample i.e. some demographic subgroups decline to participate and this results in a greater percentage of other groups being included: for example more men decline resulting in 57% of the interviews being with women.

Secondly, quotas were used for each area to allow meaningful analysis. The use of quotas results in a higher proportion of respondents than expected in some areas like Otorohanga, Franklin and Hauraki with a lower proportion in others, especially Hamilton. To counteract this effect and to balance out some of the demographic imbalances the results have been weighted across the area to reflect the correct balance. The data weighting means the sample reflects the population of the Waikato Region.

Data weighting

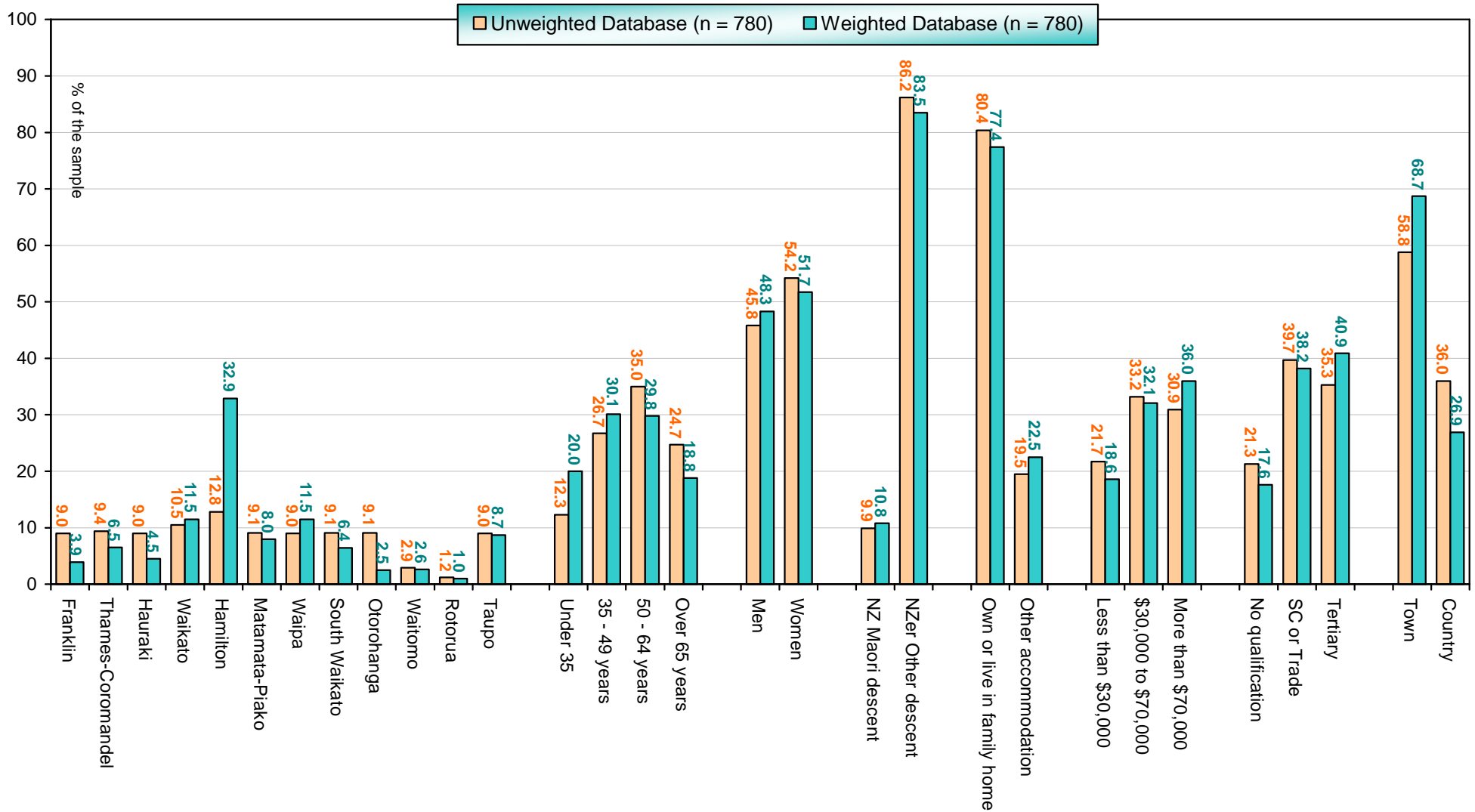
With most random samples, there are subgroups of the population that tend to opt out of participating in surveys e.g. in this survey only 12% of the interviews were with respondents aged 18 to 34 years (versus 20% based on the 2006 census results) as a higher proportion of this age bracket opted out of the survey (refused). Quotas by age and gender can be used, but these generally add a lot of cost with limited increased accuracy, but it makes the data appear more accurate.

With surveys undertaken to reflect the population of a geographic area, it is most important to correctly reflect the geographic spread of the population. Random sampling using quota controls by location, as used by DigiPoll, achieve this aim. This results in the most cost effective but representative sample being selected, but without demographic quotas by area, there are inevitably some imbalances in the demographic mix within each geographic area.

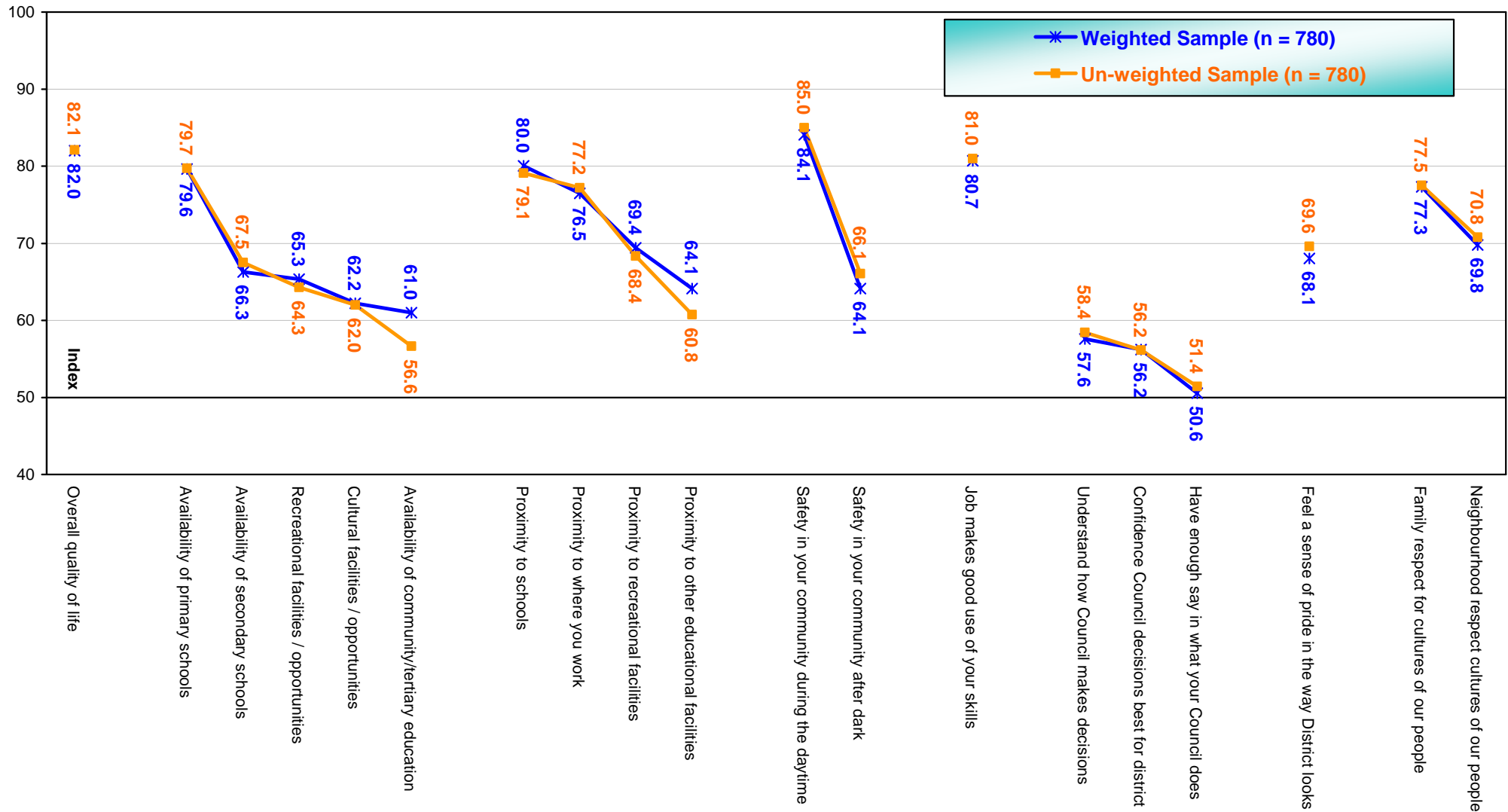
A simple cost effective method of correcting for this imbalance is by data weighting e.g. a weighting is given to ensure the sample reflects the actual population e.g. if 25% of the interviews were with respondents over 65 but we were only expecting 20% in the population, then a data weighting is applied to show the correct split.

The data weighting is calculated by age and gender within the Waikato Region and then weighted by the Council population to reflect the correct geographic make up of the region.

The chart compares the proportion of the sample in each of the demographic subgroups that make up the sample based on the raw data (unweighted) and the weighted sample. This shows that the largest impact of data weighting is respondents from Hamilton versus the rest of the district. The other major variables that data weighting affects are town versus country (impact of Hamilton), the gender, age and income splits.



The data weighting has a modest impact on the Indexes for most of the measured factors. The largest variance in an Index is 4.4 points for the 'availability of community or tertiary education in your area'. This is caused by Hamilton having a major distortion in the weighting and respondents from Hamilton have a different view to those from other districts. Most of the variances are less than 1 point.



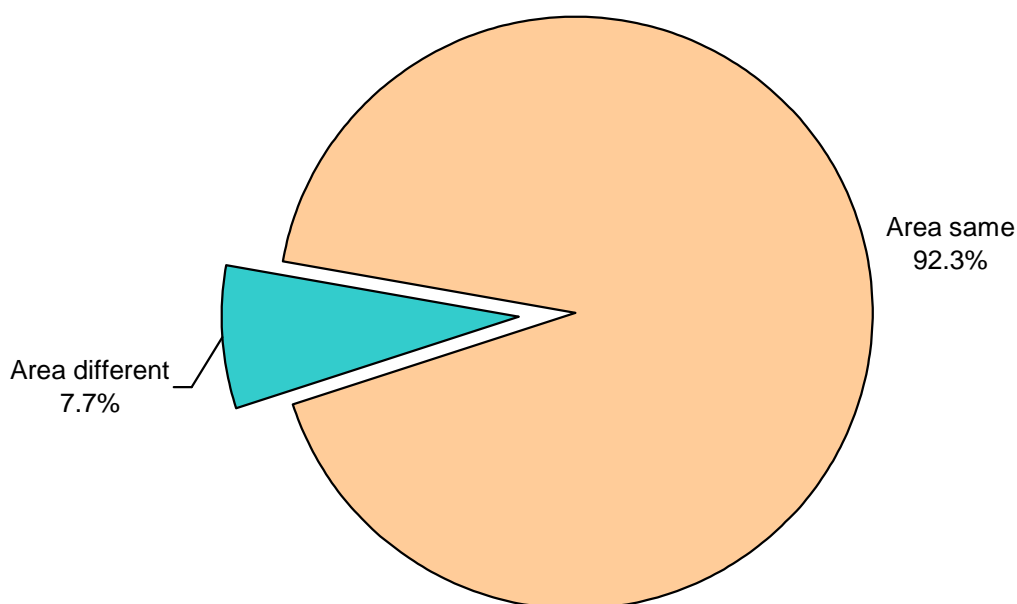
Telephone Area compared to respondents area

The respondents were asked 'Can you tell me which district you live in?'

DigiPoll telephone records can accurately place most telephone numbers into specific telephone exchanges. These exchanges have been mapped to each district.

In this survey the respondents were asked which district they lived in and if this conflicted with where the telephone exchange placed them then they were asked 'Our telephone file shows you as living in the «NAME» district/local Council, can you please confirm which area you live in?'

The vast majority (92%) were in the same areas as the telephone suffix implied. However, after checking, 8% said they lived in a different district to what the exchange showed.



There are a number of reasons for this anomaly to occur. The main anomaly appears to be people stating they live in the Waikato District when the phone records suggest they live in other areas. It seems that many people get confused between the Region and District. However, these respondents were told the Council area the telephone records showed and asked to confirm which area they were from and each confirmed their area. It is possible that respondents do not like to be shown up as being wrong and opted to stay with their first response.

Secondly, the telephone exchange areas do not exactly match the district boundaries and it is possible that this is the cause of some of these anomalies. Thirdly, some people move and get their telephone number redirected to a different location. Fourthly, it is possible we interviewed some people who lived in the Waikato region that were visiting other areas when the call was made e.g. to a holiday home or friends or family places.

It is also possible that some people do not know which district they live in and only stated where they thought they lived. Most of these causes for the discrepancies are legitimate. For this reason we have used the respondents' definition of their district for all analysis in this report. Our logic is that if the respondent thinks they come from a particular district, it would be that district they are thinking about when they answered the questions.

The number of actual interviews in this report does not exactly match the quotas. This is because the quotas were set on the telephone file rather than the respondents answer. However, in most districts this difference is only one or two interviews.

Telephone Area versus Respondent Area

The chart compares the district the respondents said they came from against the district the telephone suffix implies.

This reflects the fact that some people said they were from a different district to what the telephone suffix implied.

This is generally caused by the respondent living on the edge of a town or district and the exchange areas not matching exactly to the district boundaries.

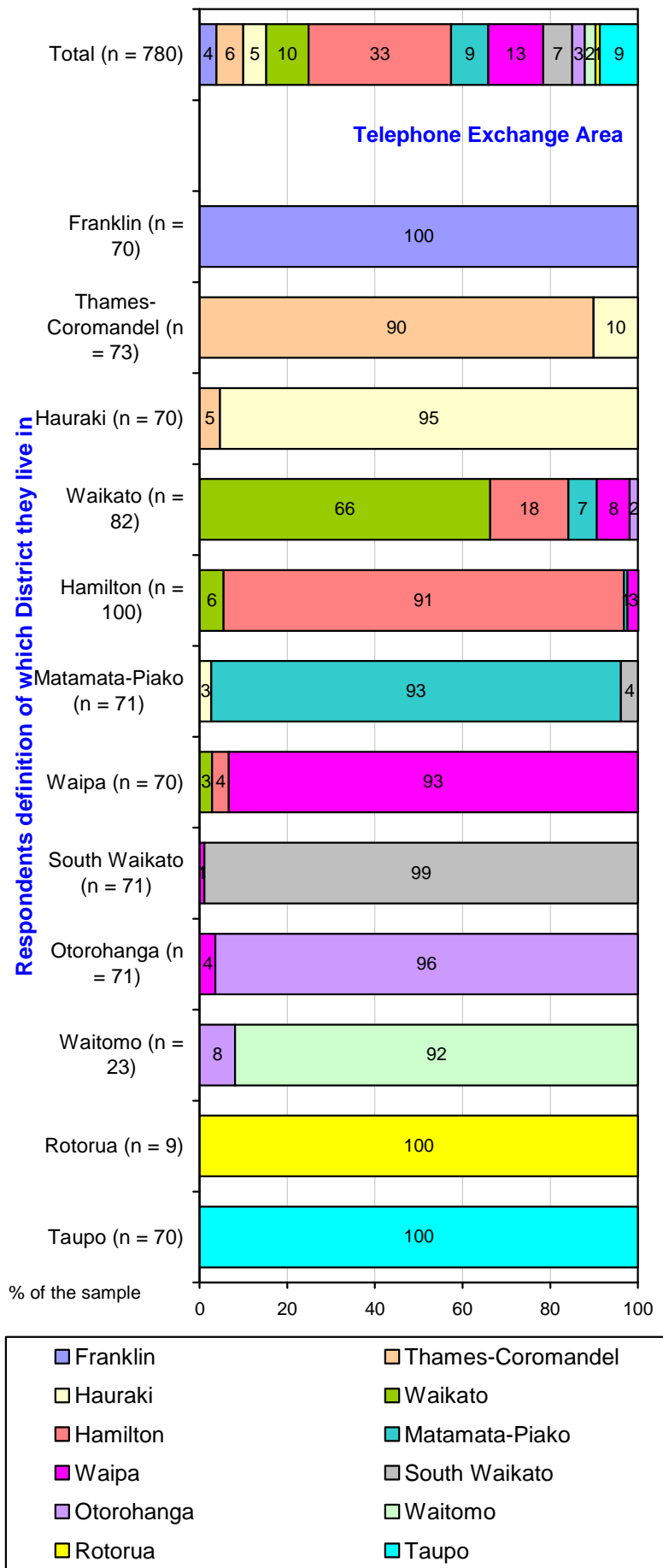
For most districts, the vast majority are from the telephone exchanges for the district that for respondents said they were from. This ranges from 66% for Waikato to 100% for Franklin, Rotorua and Taupo.

Only 90% of respondents who said they were from Thames Coromandel were in the telephone exchanges for Thames Coromandel while 10% were on the Hauraki exchange.

The main discrepancy is for the Waikato district with only two thirds coming from an exchange that covers the Waikato district. However, 18% were on neighbouring Hamilton exchanges while 7% were on Matamata-Piako exchanges and 8% on Waipa exchanges. It is probable these respondents live in areas where the exchange boundaries do not match the district boundaries.

Hamilton had 5 respondents (6%) who were on exchanges for the Waikato District and 3 respondents (1%) from the Waipa District. However, looking at the street addresses for these respondents, most are in the new suburbs on the fringe of the City.

There are a few anomalies in the data set e.g. 2 respondents who said they were from the Waikato District show as being on an exchange from Otorohanga. These may be people visiting other locations e.g. a holiday home or it may be a mistake by the respondent or the interviewer.



Scales and their Interpretation

The questionnaire used a number of measurement scales to understand the respondents' attitudes and satisfaction levels in relation to the various issues discussed. Most scales used an 11 point scale ranging from strong negative to strong positive but with a neutral option. All respondents also had the option of giving a 'don't know' response or not answering any question. The 11 point scale gives respondents an opportunity to define nuances in their level of satisfaction, agreement or value.

Indexes

This report uses Indexes to allow meaningful comparisons across the various demographic sub groups of interest of the scales used. An index is a weighted average score across the scale range. These include:

- The Customer Satisfaction Index (CSI) which converts each respondents answer across the satisfaction scale to a score out of 100. The score is 10 times the average of the individual scores based on the 11 point satisfaction scale 0 = very dissatisfied to 10 = very satisfied.
- The Agreement Index (AI) which converts each respondents answer across the agreement scale to a score out of 100. The score is 10 times the average of the individual scores based on the 11 point satisfaction scale 0 = Strongly Disagree to 10 = Strongly Agree.
- The Safeness Index (SfI) which converts each respondents answer across the safety scale to a score out of 100. The score is 10 times the average of the individual scores based on the 11 point satisfaction scale 0 = Very Unsafe to 10 = Very Safe.
- The Happiness Index (HI) which converts each respondents answer across the happiness scale to a score out of 100. The score is 10 times the average of the individual scores based on the 11 point satisfaction scale 0 = Very Unhappy to 10 = Very Happy.

For the purposes of calculating an Index, the results of such questions are presented as a weighted average (a score out of 100) with the following weights applied.

Index	Satisfaction Scale	Agreement Scale	Safety Scale	Happiness Scale
100	Very Satisfied 10	Strongly Agree 10	Very Safe 10	Very Happy 10
90	9	9	9	9
80	8	8	8	8
70	7	7	7	7
60	6	6	6	6
50	5	Neutral 5	5	5
40	4	4	4	4
30	3	3	3	3
20	2	2	2	2
10	1	1	1	1
0	Very Dissatisfied 0	Strongly Disagree 0	Very Unsafe 0	Very Unhappy 0

Sample Profile

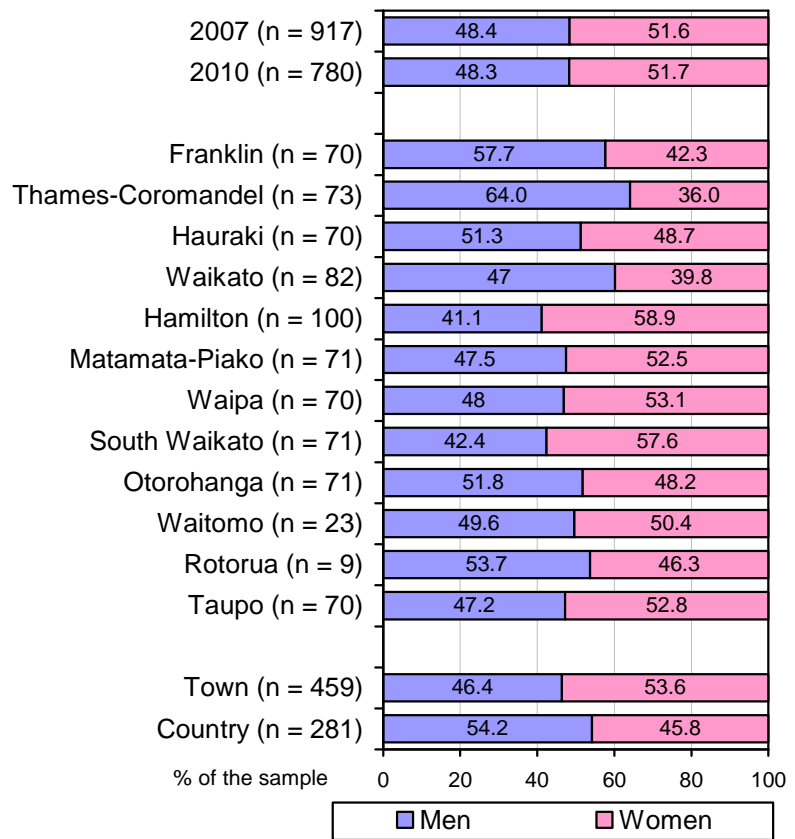
Gender

There was an over representation of female respondents in the survey. Of those surveyed, 54% were women versus 46% men.

Past experience has shown that with local government type issues, there is a higher response rate from women. Consequently, they account for a greater portion of the sample. Similar to 2007, with data weighting, women account for 52% of the sample.

There is some variation in the demographic mix within each TLA but that may reflect the small sample size within each region.

Data weighting has been used to correct the demographic imbalances in the random sample caused by certain sub groups opting out more frequently (e.g. younger respondents / men). Refer methodology section for full explanation.



Age

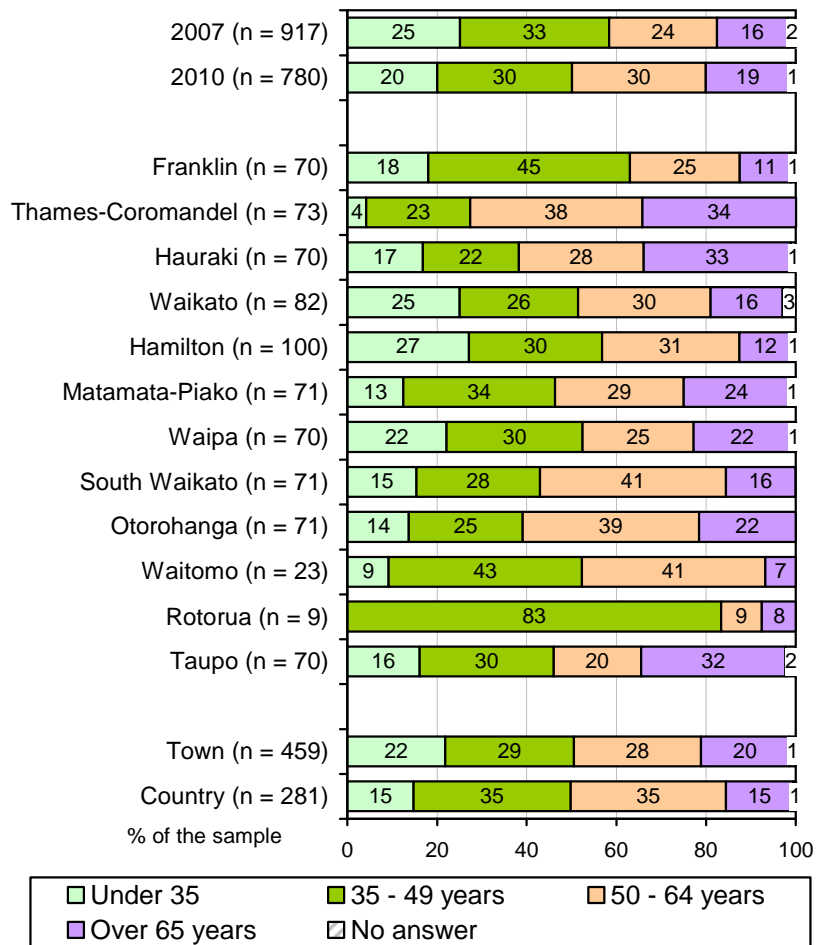
The unweighted sample has a disproportionate number of over 65 year olds, (25% versus 19% in the census). This is caused by more older people living alone and being more available for interviews. This anomaly has been corrected by data weighting.

Only 20% of the sample were aged under 35 while close to a third of the weighted sample, (30%) is aged 35 – 49 years.

A similar proportion of the weighted sample (30%) were aged 50 – 64 years, and the balance were aged in the 65+ age bracket, (19%). A few (1%) did not specify their age.

The results are similar to 2007 although there are fewer aged under 35 and more aged 35 – 49 years this year.

There is some variation by district but that may reflect the small number of interviews.



Ethnicity

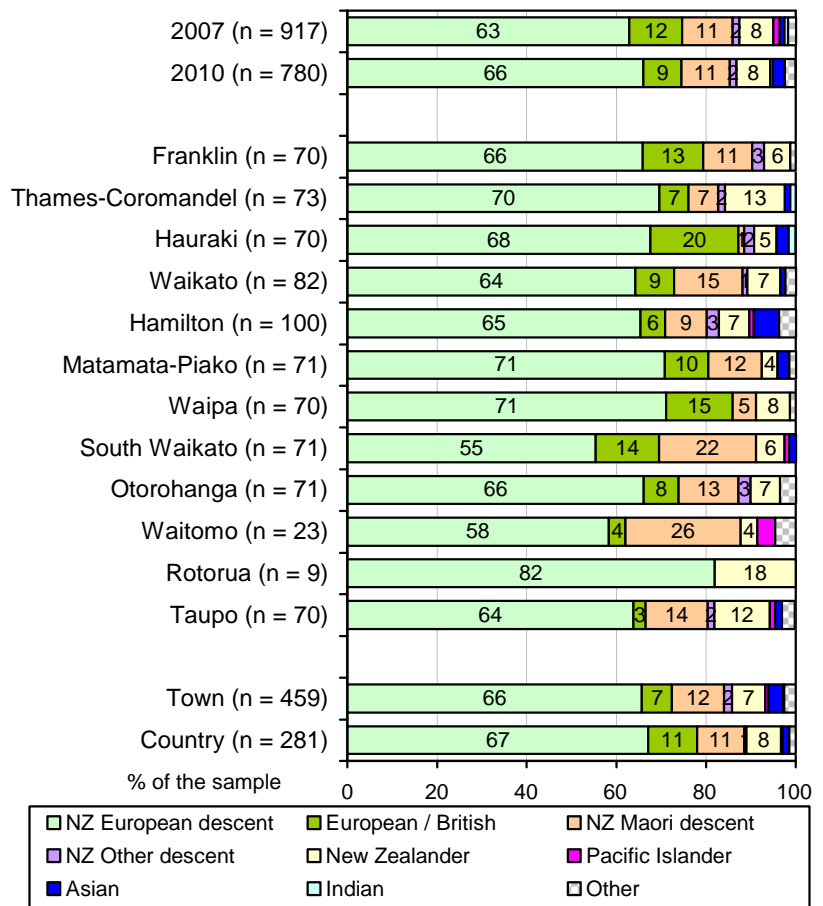
Two thirds of the respondents (66%) identified themselves with being a New Zealander of European descent while 9% identified themselves with being European / British.

A ninth of the sample (11%) identified themselves with being a New Zealander of Maori descent and 2% as a New Zealander of other descent. A further 8% described themselves as a ‘New Zealander’.

There were also small numbers of respondents who identified themselves as Pacific Islanders (0.6%), Asian (2.6%), Indian (0.1%) or of other races (2.3%).

The results are similar to 2007.

There is some variation by district but that may reflect the small number of interviews.

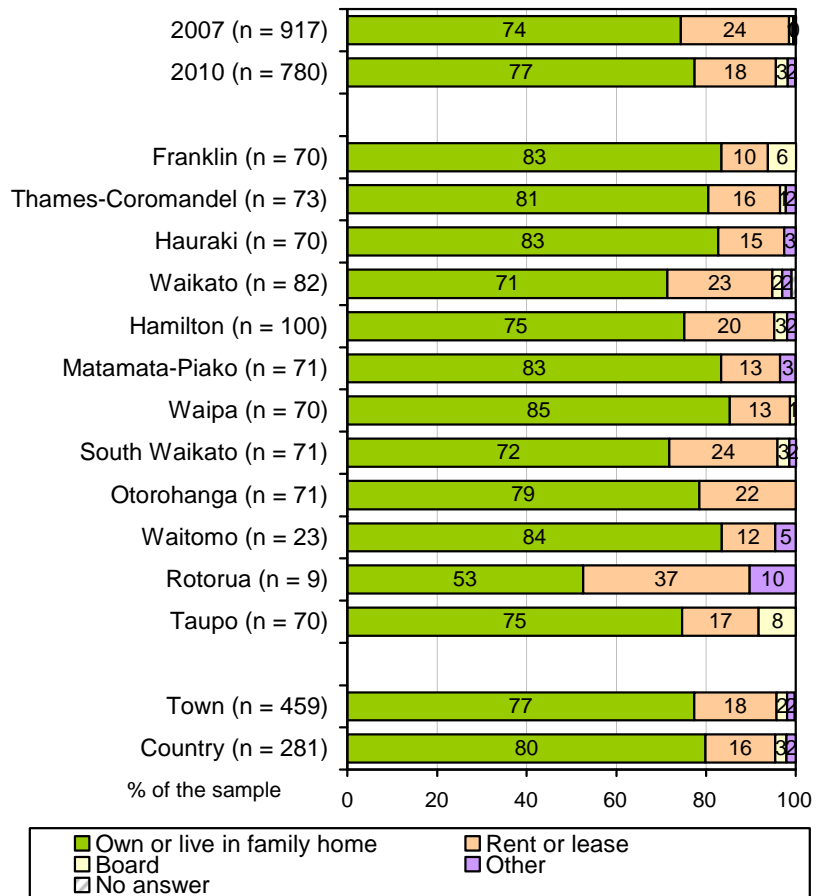


Home Ownership

Three quarters of the respondents, (77%) owned or lived in the family home. A fifth of the sample (18%) said they rented or leased, with the balance stating that they boarded (2.6%) or had some other arrangement (2%) or did not answer this question (0.1%).

There are slightly fewer renters in the 2010 survey and slightly more home owners and boarders

There is some variation by district but that may reflect the small number of interviews.



Household Income

There was a fairly even spread of respondents across the different levels of household income. The split is similar to 2007 although a higher proportion have an income over \$100,000 in 2010.

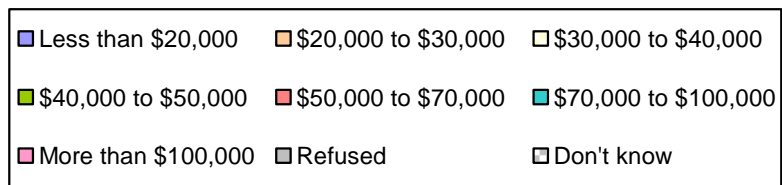
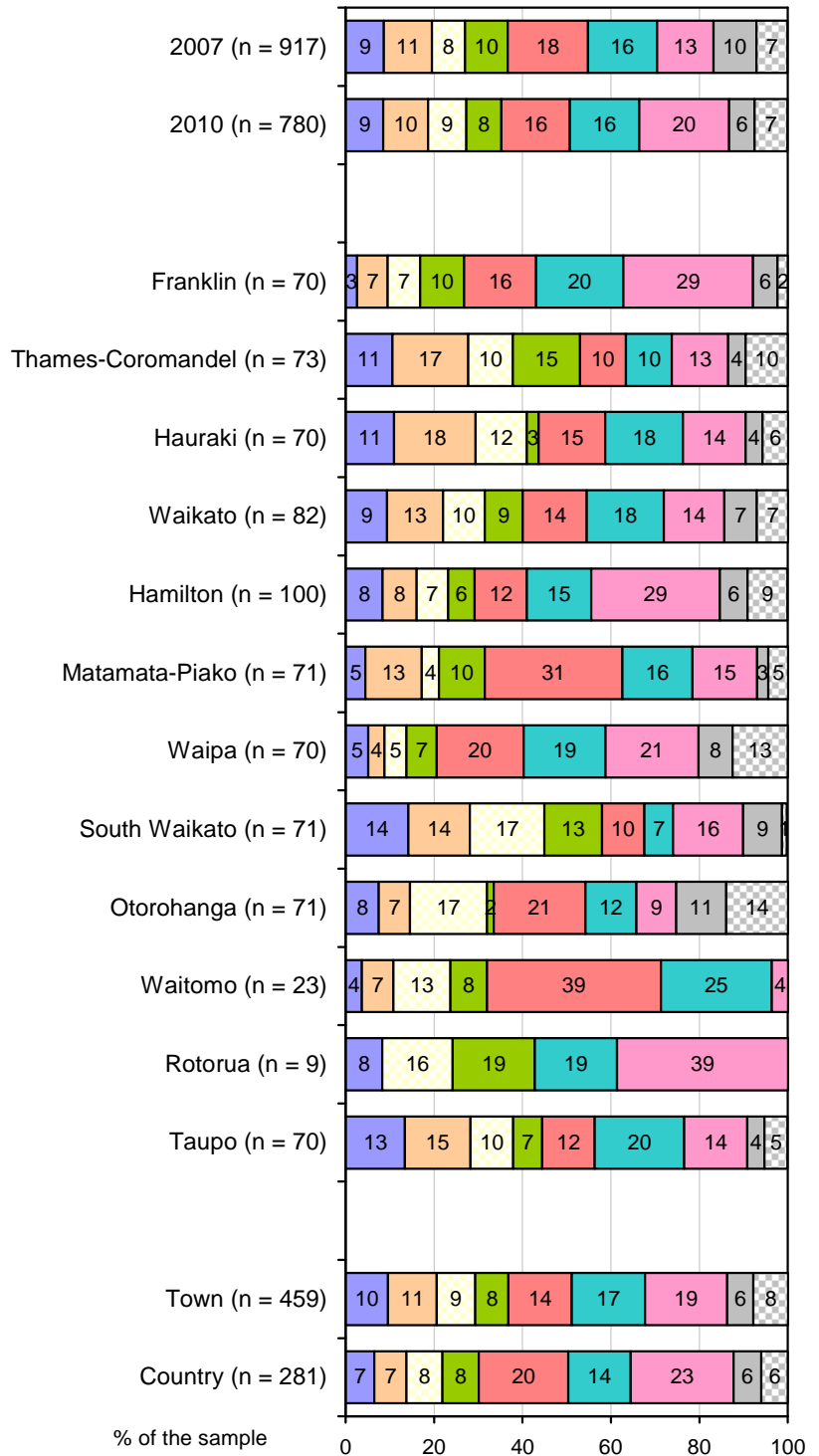
A few respondents (6%) declined to give their household income and 7% said they did not know what it is.

A third of the sample (36%) had a household income of over \$70,000.

At the other end of the scale, a fifth of the sample (19%) had a household income of less than \$30,000.

The remaining 32% had a household income of between \$30,000 and \$70,000.

The spread is similar across the districts but it appears that a higher proportion of those who live in the country (23%) had a household income of over \$100,000 (versus 19% for those from town).



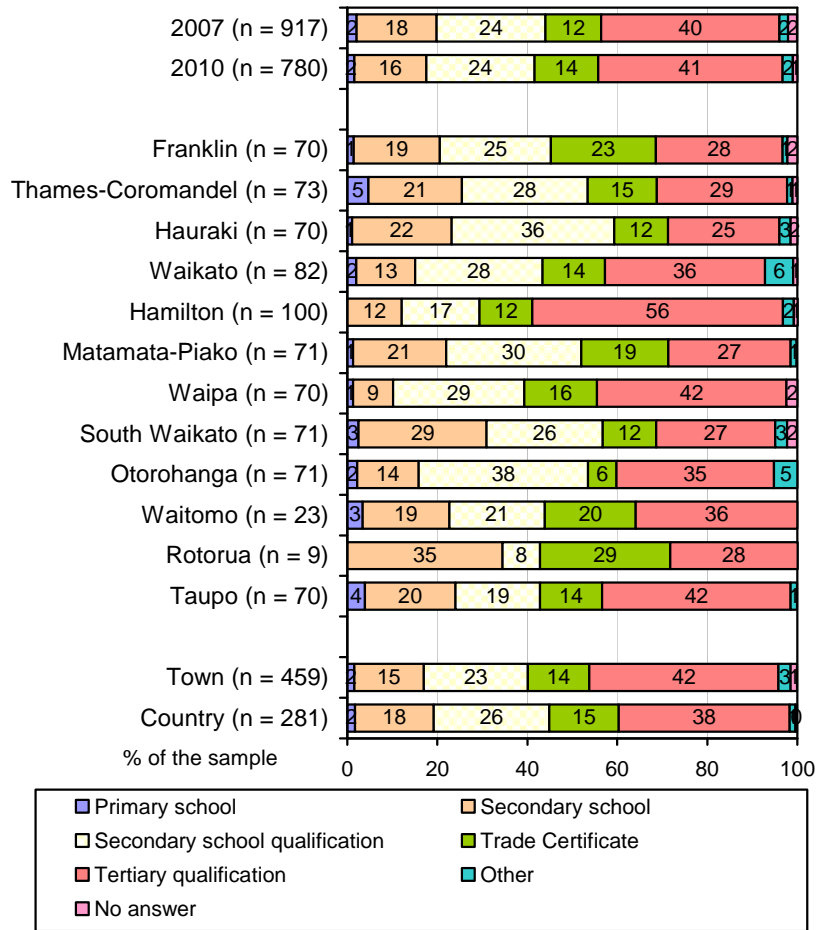
Highest Education Qualification

The largest group stated they were tertiary qualified (40%) but this ranges from 27% for Matamata-Piako to 56% for Hamilton.

A fifth of the sample (18%) only attended primary or secondary school while a quarter of the sample had a secondary school qualification (24%). A seventh of the sample (14%) had trade certificate or similar qualifications.

The results are very similar to those recorded in 2007.

There is some variation across the districts but all have a mix of education qualifications.



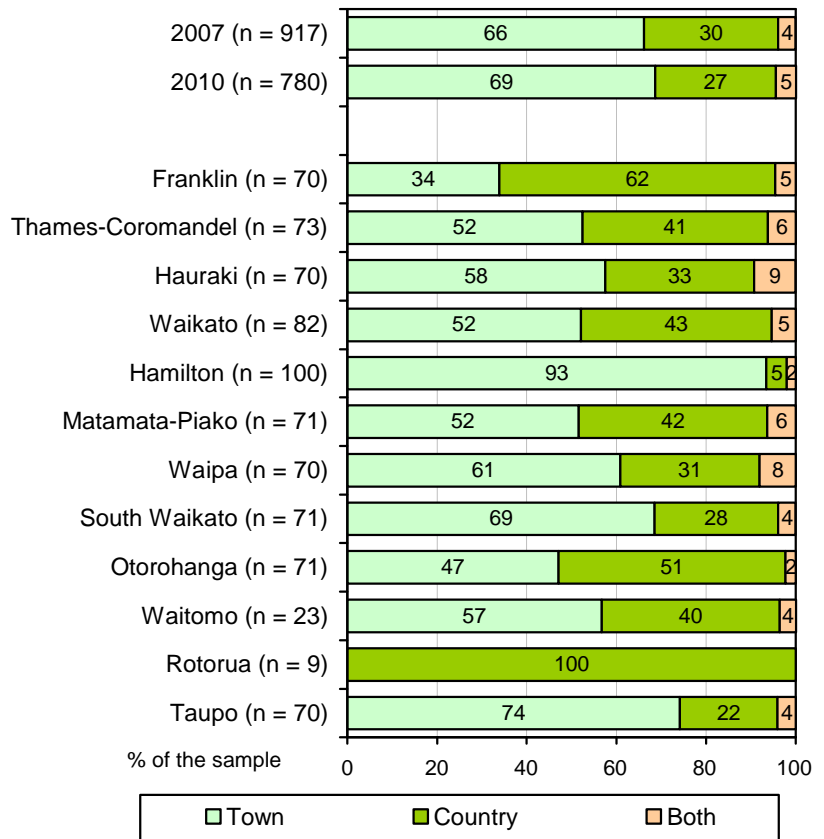
Town Versus Country

Two thirds of the respondents, (69%) lived in town while 27% said they lived in the country. A few respondents (5%) said they lived in both.

The results are very similar to those recorded in 2007.

It is interesting that 5% of the respondents from Hamilton felt they lived in the country while 2% felt they lived in both the town and country.

There is some variation by district and that tends to reflect the urban / rural split.

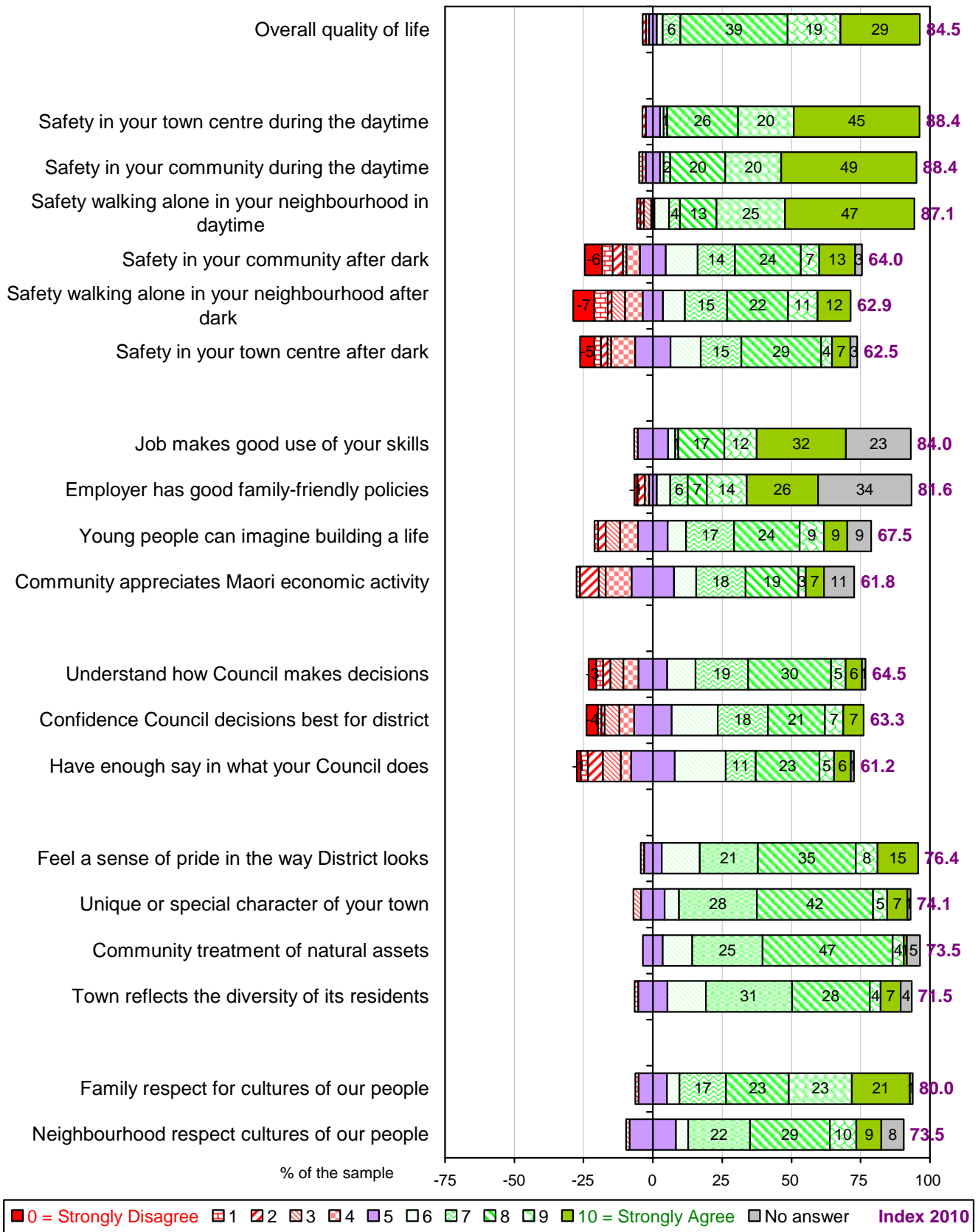


Summary of Indexes – Matamata-Piako District

This project used a mix of scales, some covering the level of satisfaction while others were based on the level of agreement, safety or level of happiness. While the wording on each scale varied, the scales were all 11 points from 0 = very negative to 10 = very positive. The following two charts gives an overview of all the indexes used in the core survey.

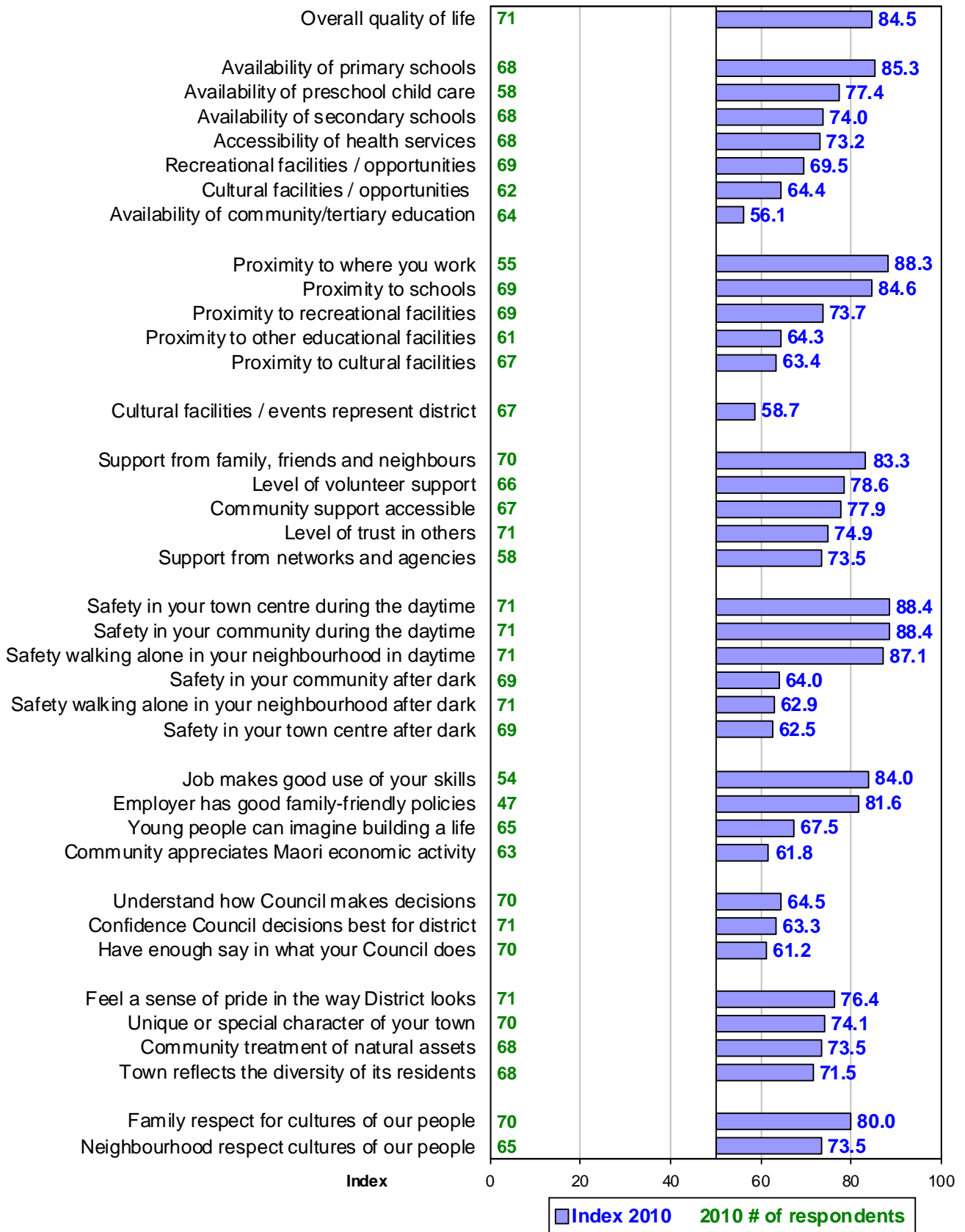


Summary of Indexes – Matamata-Piako District (continued)



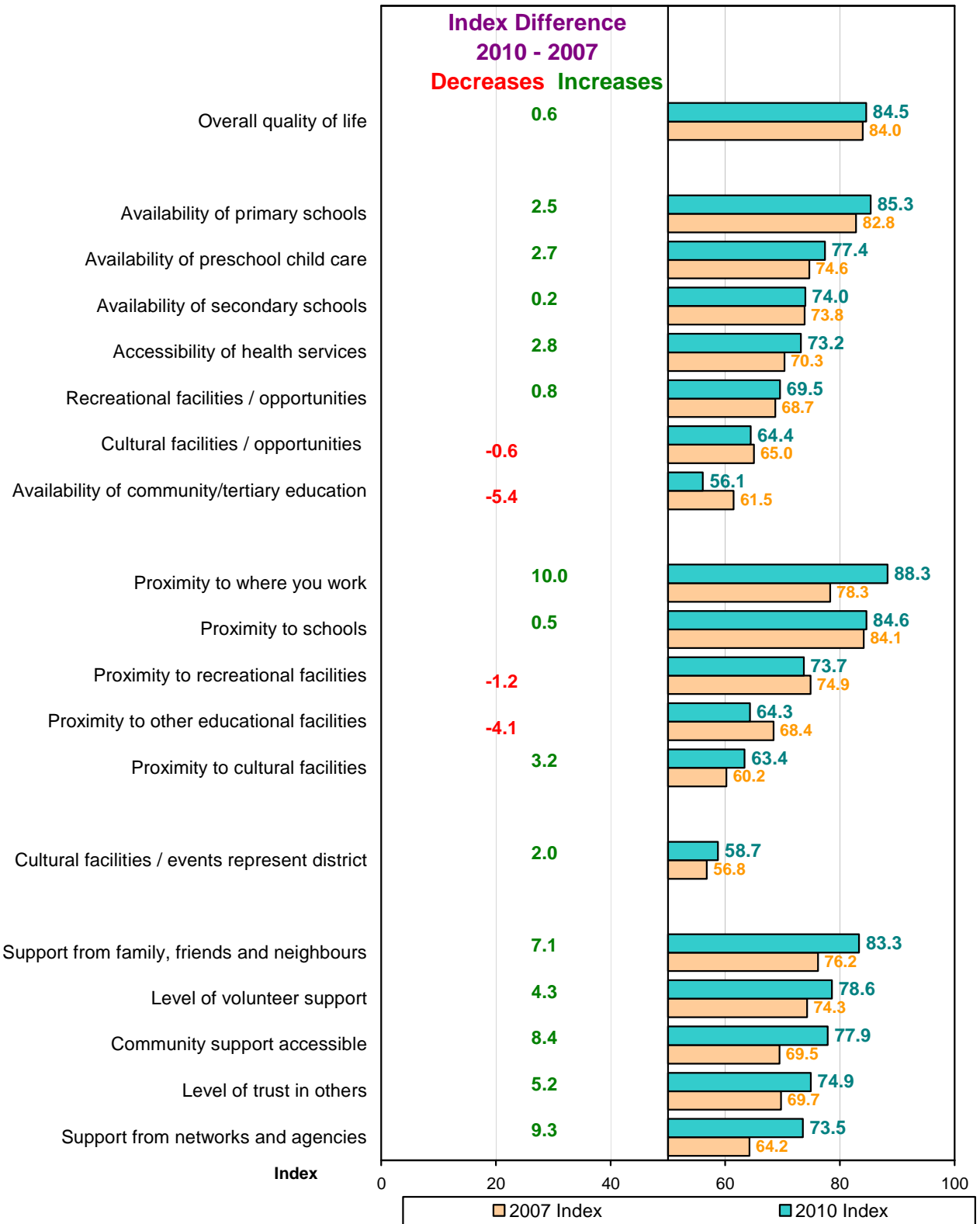
Indexes – Matamata-Piako District

The indexes for Matamata-Piako range from 88.4 for the factors ‘Safety in your town centre during the daytime’ and ‘Safety in your community during the daytime’ down to an Index of 56.1 for the ‘availability of community or tertiary education in your area’.



Matamata-Piako District - Comparison to 2007

The two following charts compare the 2010 results with 2007. There were 22 increases and 16 decreases in the Indexes. The largest increase was 10.8 points for the statement 'You have enough say in what your Council does' and 10.0 points for satisfaction with 'how close you live to where you work'. The largest decreases were 5.7 points for the statement 'Your community understands and appreciates the role that Maori economic activity plays in the districts economic well being' and 5.4 points for satisfaction with 'the availability of community or tertiary education in your area'.



Matamata-Piako District - Comparison to 2007 (continued)



Matamata-Piako - Summary Tables – Percentages across the Various Scale

Percentage of respondents rating each question with scores from 0 to 10

Area	Type	Factor	Using the scale where 0 to 10, how satisfied are you with .? % rating with a score of <?>												Index
			0	1	2	3	4	5	6	7	8	9	10	No answer	
Quality of Life	Happiness Index	Overall quality of life			1.2		1.1	2.8	2.2	6.4	38.7	19.0	28.6		84.5
Quality of Life	CSI Score	Availability of primary schools						2.7	5.9	11.7	19.4	28.8	26.8	4.7	85.3
Quality of Life	CSI Score	Availability of preschool child care					3.0	5.3	7.5	15.8	24.5	13.0	12.2	18.8	77.4
Quality of Life	CSI Score	Availability of secondary schools			1.3		1.2	14.6	7.9	16.5	32.4	11.9	9.7	4.4	74.0
Quality of Life	CSI Score	Accessibility of health services	1.3				1.1	13.8	6.7	28.0	24.3	7.2	12.7	4.9	73.2
Quality of Life	CSI Score	Recreational facilities / opportunities			1.1	2.5	8.1	9.3	17.9	17.1	21.2	10.4	9.8	2.4	69.5
Quality of Life	CSI Score	Cultural facilities / opportunities				4.2	2.6	19.0	23.9	13.8	16.2	1.3	6.3	12.7	64.4
Quality of Life	CSI Score	Availability of community / tertiary education	3.6	1.5	8.3	10.2	6.3	14.1	7.9	10.2	16.8	4.1	7.0	10.0	56.1
Proximity	CSI Score	Proximity to where you work			1.2	2.8		1.1	2.4	2.5	11.5	16.7	39.8	22.0	88.3
Proximity	CSI Score	Proximity to schools			1.3			6.5	2.3	11.5	19.0	23.6	32.2	3.5	84.6
Proximity	CSI Score	Proximity to recreational facilities				1.2		15.8	13.2	18.2	25.9	10.4	13.0	2.3	73.7
Proximity	CSI Score	Proximity to other educational facilities			2.7	5.2	7.9	14.6	12.7	12.9	18.0	5.1	7.4	13.4	64.3
Proximity	CSI Score	Proximity to cultural facilities	1.3		1.1	3.0	10.4	15.2	23.3	13.6	14.4	4.0	8.7	5.1	63.4
Cultural Facilities	Agreement Index	Cultural facilities / events represent district			4.0	12.1	3.7	19.3	14.6	23.8	11.0		5.3	6.2	58.7
Social	CSI Score	Support from family, friends and neighbours				2.3	1.5	4.0	1.3	10.5	31.9	19.3	28.0	1.1	83.3
Social	CSI Score	Level of volunteer support					4.0	4.9	9.1	14.1	29.5	14.1	17.9	6.4	78.6
Social	CSI Score	Community support accessible				1.2		6.3	5.2	22.8	34.9	10.5	13.7	5.4	77.9

The cells highlighted in orange reflect the mode (most common score).

Percentage of respondents rating each question with scores from 0 to 10

Area	Type	Factor	Using the scale where 0 to 10, how satisfied are you with .? % rating with a score of <?>											Index		
			0	1	2	3	4	5	6	7	8	9	10		No answer	
Social	CSI Score	Level of trust in others		1.1			2.7	6.5	10.2	24.1	33.6	11.7	10.1		74.9	
Social	CSI Score	Support from networks and agencies					6.8	7.3	5.2	19.6	28.0	4.0	11.0	18.1	73.5	
Crime and Safety	Safety index	Safety in your town centre during the daytime			1.2				5.1	1.3	1.3	25.5	20.1	45.4	88.4	
Crime and Safety	Safety index	Safety in your community during the daytime		1.2			1.2	5.1	1.3	2.4	19.8	20.3	48.7		88.4	
Crime and Safety	Safety index	Safety walking alone in your neighbourhood in daytime		1.2	1.2	2.7		1.1	5.3	3.9	13.2	24.7	46.7		87.1	
Crime and Safety	Safety index	Safety in your community after dark	6.1	3.9	3.6	1.3	4.9	9.4	11.4	13.5	23.8	6.6	13.0	2.5	64.0	
Crime and Safety	Safety index	Safety walking alone in your neighbourhood after dark	7.4	5.0	1.3	4.9	6.4	7.4	7.9	15.2	22.0	10.6	12.0		62.9	
Crime and Safety	Safety index	Safety in your town centre after dark	5.0	2.4	2.4	1.3	8.7	12.8	10.8	14.7	28.8	3.9	6.7	2.5	62.5	
Work opportunities	Agreement Index	Job makes good use of your skills				1.3			11.0	2.6	1.1	16.6	11.7	32.2	23.4	84.0
Work opportunities	Agreement Index	Employer has good family-friendly policies	1.1		2.7		1.5	2.8	4.9	6.3	6.9	14.4	25.7	33.7	81.6	
Work opportunities	Agreement Index	Young people can imagine building a life		1.3	2.7	5.2	6.5	10.8	6.6	17.3	23.6	8.8	8.5	8.6	67.5	
Work opportunities	Agreement Index	Community appreciates Maori economic activity		1.2	6.7	2.5	9.4	15.3	7.9	17.9	19.0	2.7	6.5	11.0	61.8	
Council Decision Making	Agreement Index	Understand how Council makes decisions	2.7	2.5	2.6	4.7	5.5	10.3	10.2	19.0	29.9	5.3	5.9	1.3	64.5	
Council Decision Making	Agreement Index	Confidence Council decisions best for district	4.0	1.3	1.2	5.3	5.3	13.6	16.6	18.2	20.5	6.6	7.4		63.3	
Council Decision Making	Agreement Index	Have enough say in what your Council does	1.3	2.7	5.3	6.5	3.7	15.7	18.4	10.8	23.0	5.3	6.1	1.1	61.2	

The cells highlighted in orange reflect the mode (most common score).

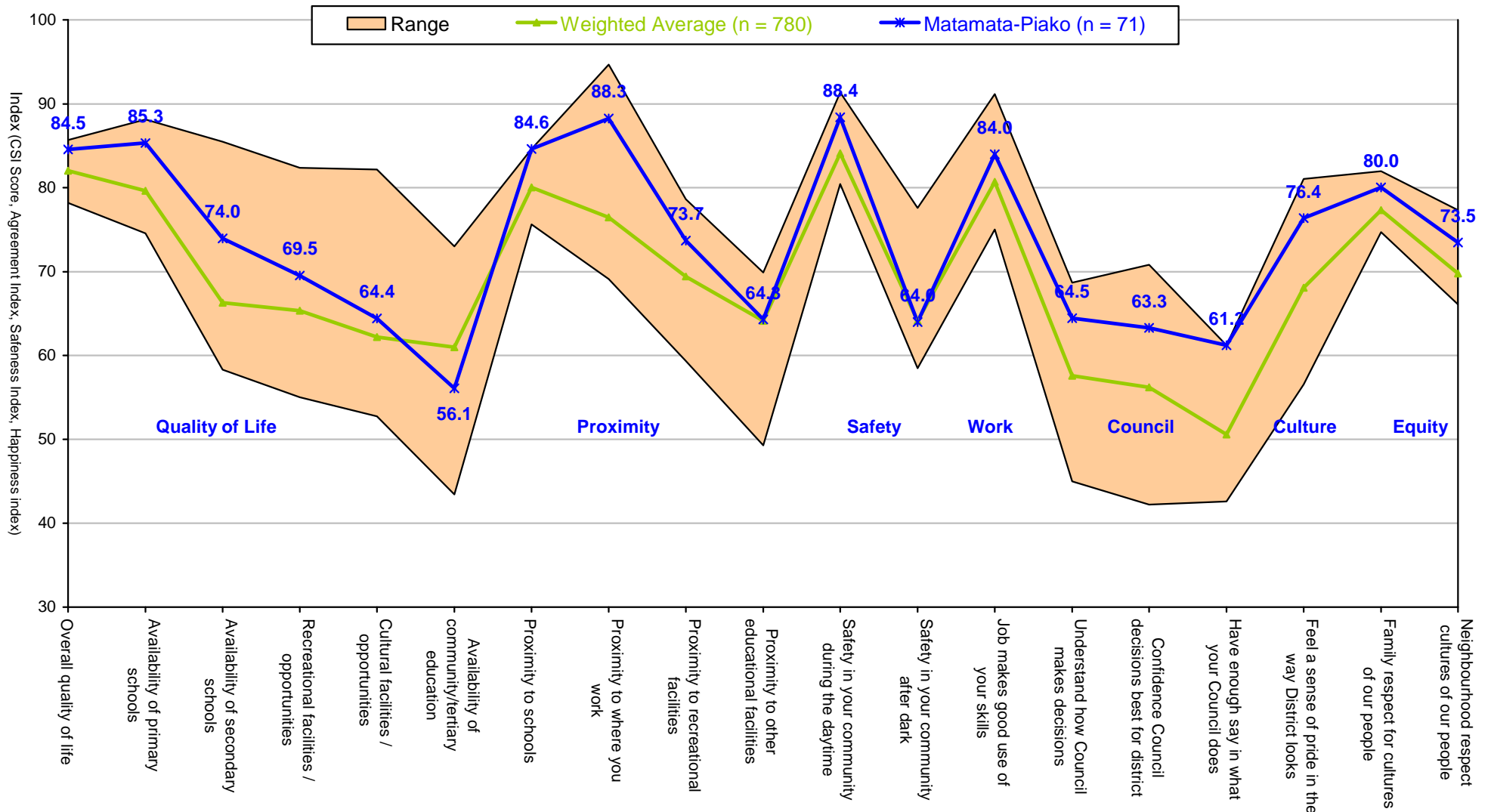
Percentage of respondents rating each question with scores from 0 to 10

Area	Type	Factor	Using the scale where 0 to 10, how satisfied are you with .? % rating with a score of <?>											Index	
			0	1	2	3	4	5	6	7	8	9	10		No answer
Culture and Identity	Agreement Index	Feel a sense of pride in the way district looks				1.2		6.3	13.7	21.0	35.4	7.8	14.6		76.4
Culture and Identity	CSI Score	Unique or special character of your town				2.7		8.6	5.2	28.1	41.9	5.1	7.3	1.1	74.1
Culture and Identity	CSI Score	Community treatment of natural assets						7.2	10.6	25.4	46.9	4.0	1.1	4.8	73.5
Culture and Identity	CSI Score	Town reflects the diversity of its residents		1.3				10.6	13.8	31.1	28.1	3.9	7.2	4.0	71.5
Participation and equity	Agreement Index	Family respect for cultures of our people		1.2				10.1	4.5	16.8	22.7	22.7	20.9	1.1	80.0
Participation and equity	Agreement Index	Neighbourhood respect cultures of our people				1.3		16.7	4.4	22.3	28.8	9.5	9.1	8.0	73.5

The cells highlighted in orange reflect the mode (most common score).

Matamata-Piako District

The chart compares the Indexes (CSI Scores, Agreement Index, Safety Index or Happiness Index) for Matamata-Piako against the other districts in the Waikato. This shows that Matamata-Piako tends to be rated higher than the weighted average of the district for most factors. The highest rated factor is 'Safety in your community during the daytime' (Index 88.4) and the lowest rated is 'The availability of community or tertiary education in your area' (Index 56.1).



Main Findings – Matamata - Piako

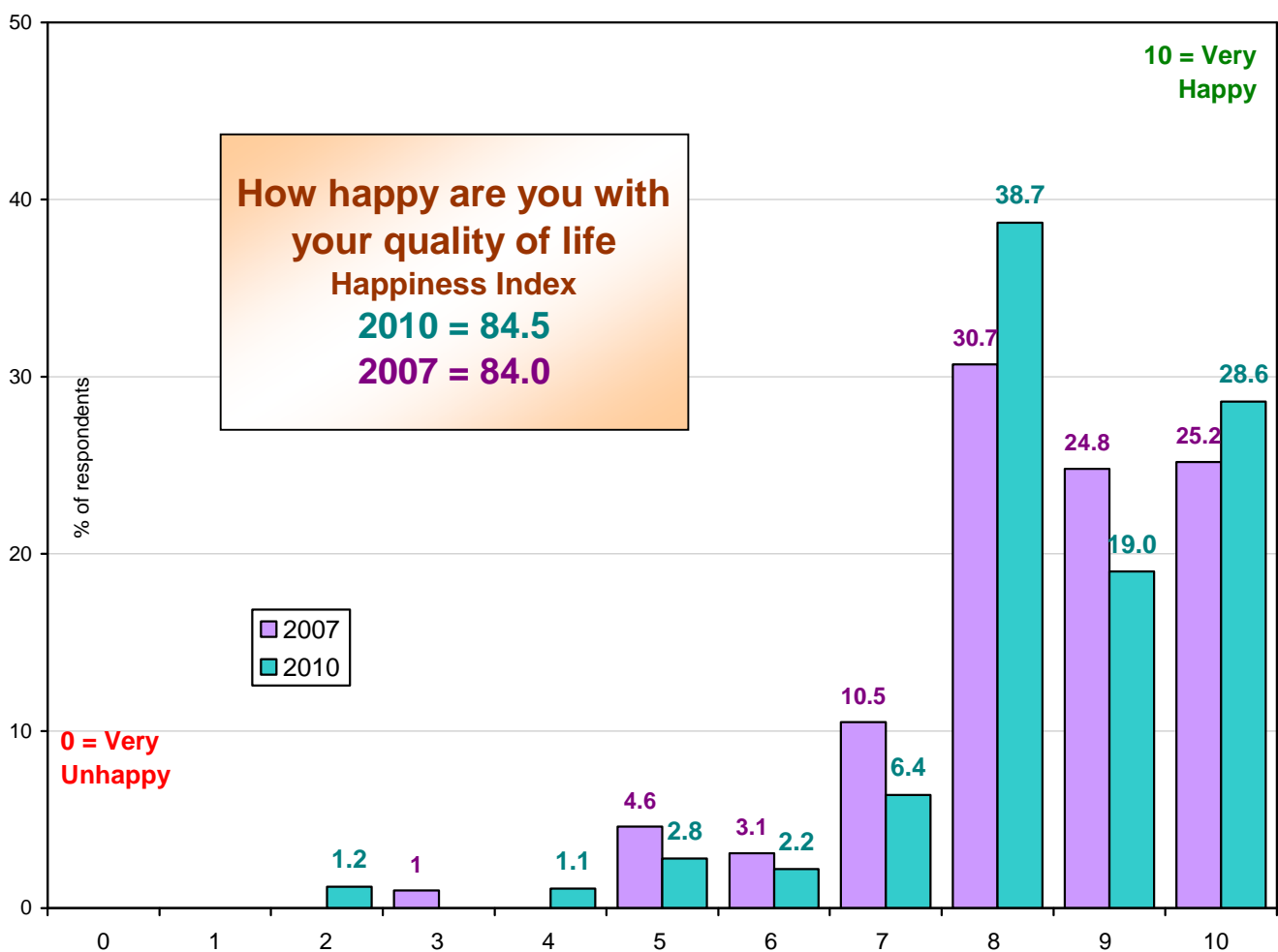
How happy are you with your Quality of Life

The questionnaire measured a number of specific aspects of life in the district before respondents were asked *‘Thinking in general about your Quality of Life and using the scale where 0 = very unhappy and 10 = very happy, how happy are you with your Quality of Life?’*

The vast majority of the respondents (93%) are happy with their ‘Quality of Life’ (scores of 7 – 10). A quarter of the respondents (29%) rated their overall happiness with a score of 10 while 19% rated this with a score of 9. The mode (most frequent value) is a score of 8 (39%).

Less than a tenth of the sample (6%) rated their ‘Quality of Life’ with a score that was neutral (scores 4 – 6). Only one respondent (1%) was actually unhappy with their ‘Quality of Life’ (Scores 0 – 3).

The Happiness Index (HI score)², (a weighted score across the happiness scale) for their ‘Quality of Life’ was 84.5. This is up 0.5 points from 2007 and is again a result that implies the respondents are very happy with their Quality of Life.



² The Happiness Index (HI) converts each respondents answer across the satisfaction scale to a score out of 100. The HI score is 10 times the average individual score based on the 11 point satisfaction scale (0 = very unhappy to 10 = very happy)

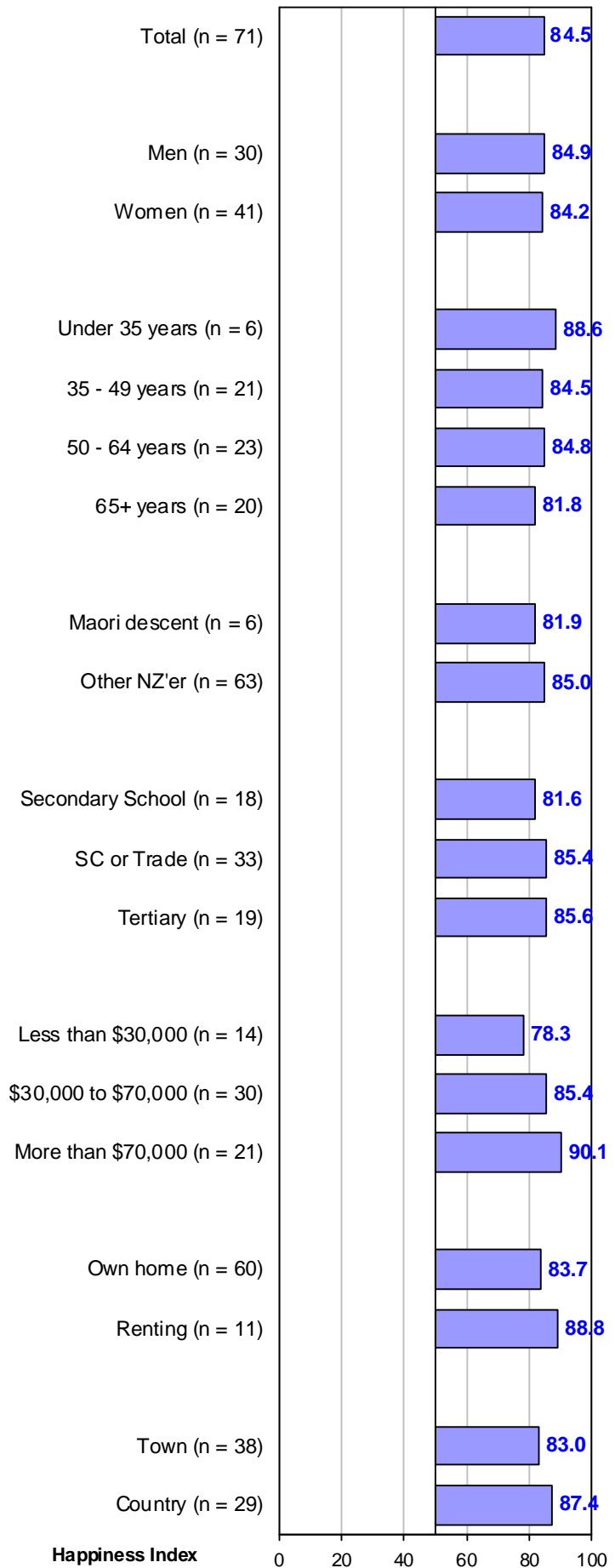
Happiness with their ‘Quality of Life’ by demographics

Please note there are small numbers of respondents in many of the subgroups so care is recommended in the interpretation.

There is a very high level of happiness across the subgroups of interest. However, there are a number of variables which have a significant impact on level of happiness with the respondents’ ‘Quality of Life’. The chart opposite compares these variables.

The variables that appear to have had the greatest impact on the respondents’ happiness with their ‘Quality of Life’ were:

- Those aged under 35 are happier (Happiness Index 88.6) versus a Happiness Index from 81.8 to 84.5 for the other age brackets. This is the opposite pattern to what is normally expected as generally the older the respondent, the higher the level of satisfaction.
- Those with a household income over \$70,000 (Happiness Index 90.1) are happier with their ‘Quality of Life’ than those in the lower income brackets (Happiness Index 78.3 – 85.4).

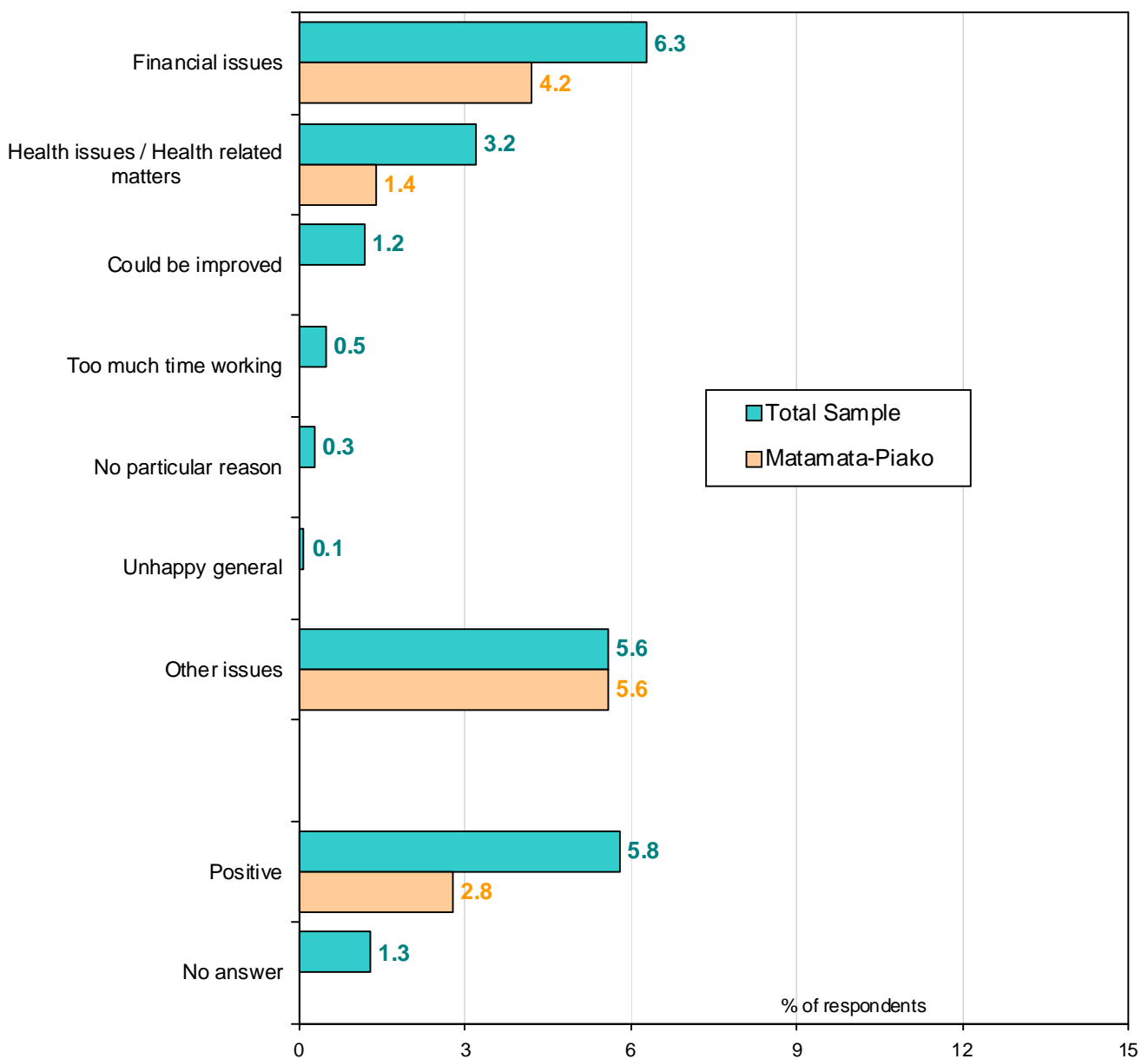


How happy are you with your Quality of Life: Reasons for feeling this way

The respondents were asked 'Thinking in general about your quality of life and using the scale where 0 = very unhappy and 10 = very happy, how happy are you with your quality of life?' Respondents who rated this at 7 or less were then 'Why do you feel this way?' This question was asked as an open question with the answers grouped together for analysis purposes.

For the total Waikato Region, 174 respondents (22.3%) were less than happy with their 'Quality of Life'. These respondents offered a number of explanations for being less than happy. The main theme was to do with financial concerns (mentioned by 6.3% of the sample but 28% of those who are less than happy). Half that number (3%) mentioned health, while 1% said they spent too much time working or that things could be improved. A few (0.3%) had no particular reason to rate their 'Quality of Life' the way they did while a few others appeared to be unhappy in general (0.1%). There were a range of other issues mentioned. A number of respondents (6%) made positive comments and 1% did not answer this question.

For Matamata – Piako, only 10 respondents were less than satisfied (14%) and their responses are similar to the Regional results although there were fewer who mentioned financial concerns (4%) or health issues (1%) and fewer positive comments (3%).



Why less than very satisfied with Quality of Life

Some respondents who were less than very happy with their 'Quality of Life' had financial issues (4.2% of the sample). These respondents comments included:³ (HS = Happiness score):

'It's the GST and ETS scheme.' (Matamata-Piako: HS = 5)

'Due to the economical circumstances of the recession.' (Matamata-Piako: HS = 7)

'You could always have more money' (Matamata-Piako: HS = 7)

This was followed by 1.4% of the sample who had health issues or health related matters:

'I am not well.' (Matamata-Piako: HS = 4)

There was a range of comments from respondents (5.6% of the sample) who had other issues which affected their 'Quality of Life' and these included:

'Am going through a separation' (Matamata-Piako: HS = 2)

'At the moment I'm going through a break up with my partner.' (Matamata-Piako: HS = 5)

'Because I just lost my husband' (Matamata-Piako: HS = 6)

'It's too quiet for me; I prefer a city. It's nice and quiet but no art and music recreations.' (Matamata-Piako: HS = 6)

A number of respondents (2.8% of the sample) made positive comments about their 'Quality of Life':

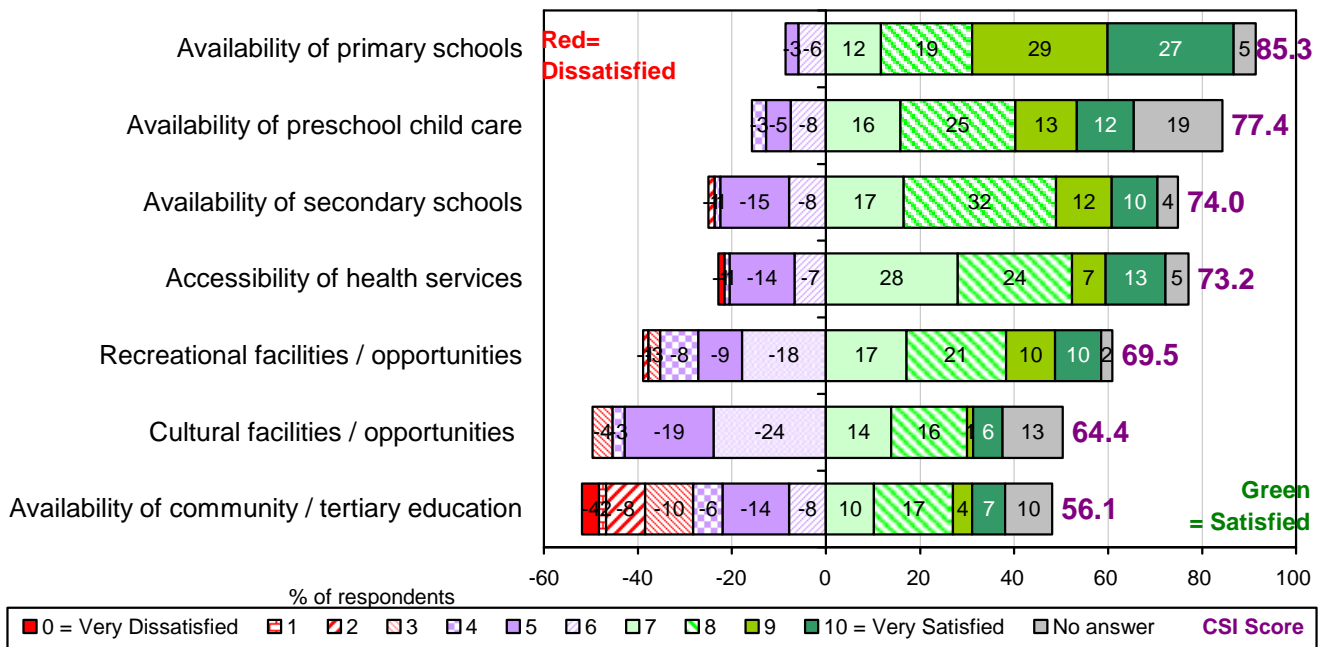
'I'm in my 60s and still doing part time and voluntary work and I do a lot of walking - that's why I like it.' (Matamata-Piako: HS = 7)

'Well on the whole, life is alright' (Matamata-Piako: HS = 7)

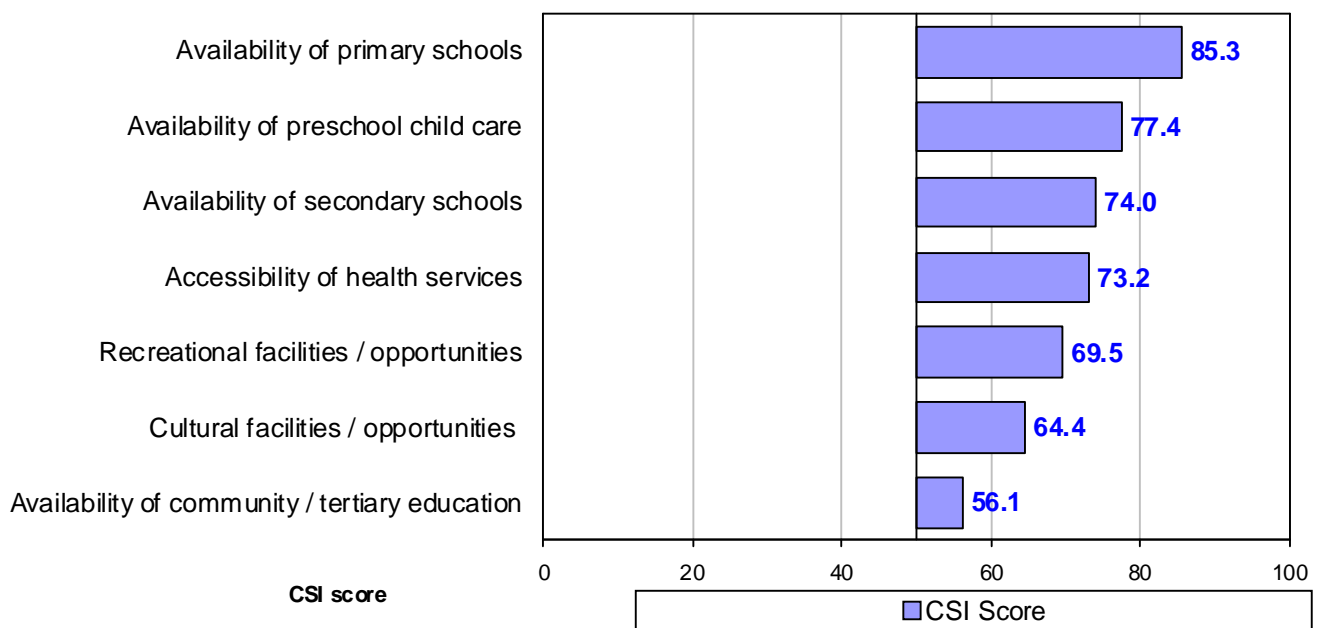
³ Please note that when verbatim comments cover more than one point these are reported in total to keep comments in perspective. The comments with multiple themes are repeated under each relevant section.

Quality of Life Factors

The respondents were asked 'Thinking about the community you live in and the infrastructure available and using the scale where 0 is very dissatisfied to 10 being very satisfied, how satisfied are you with <factor>'.
 There is a large amount of variation in the level of satisfaction with these factors. Over four fifths of the respondents (87%) are satisfied with the 'availability of primary schools in your area' but this drops to 38% for the 'cultural facilities and opportunities provided in your area'.



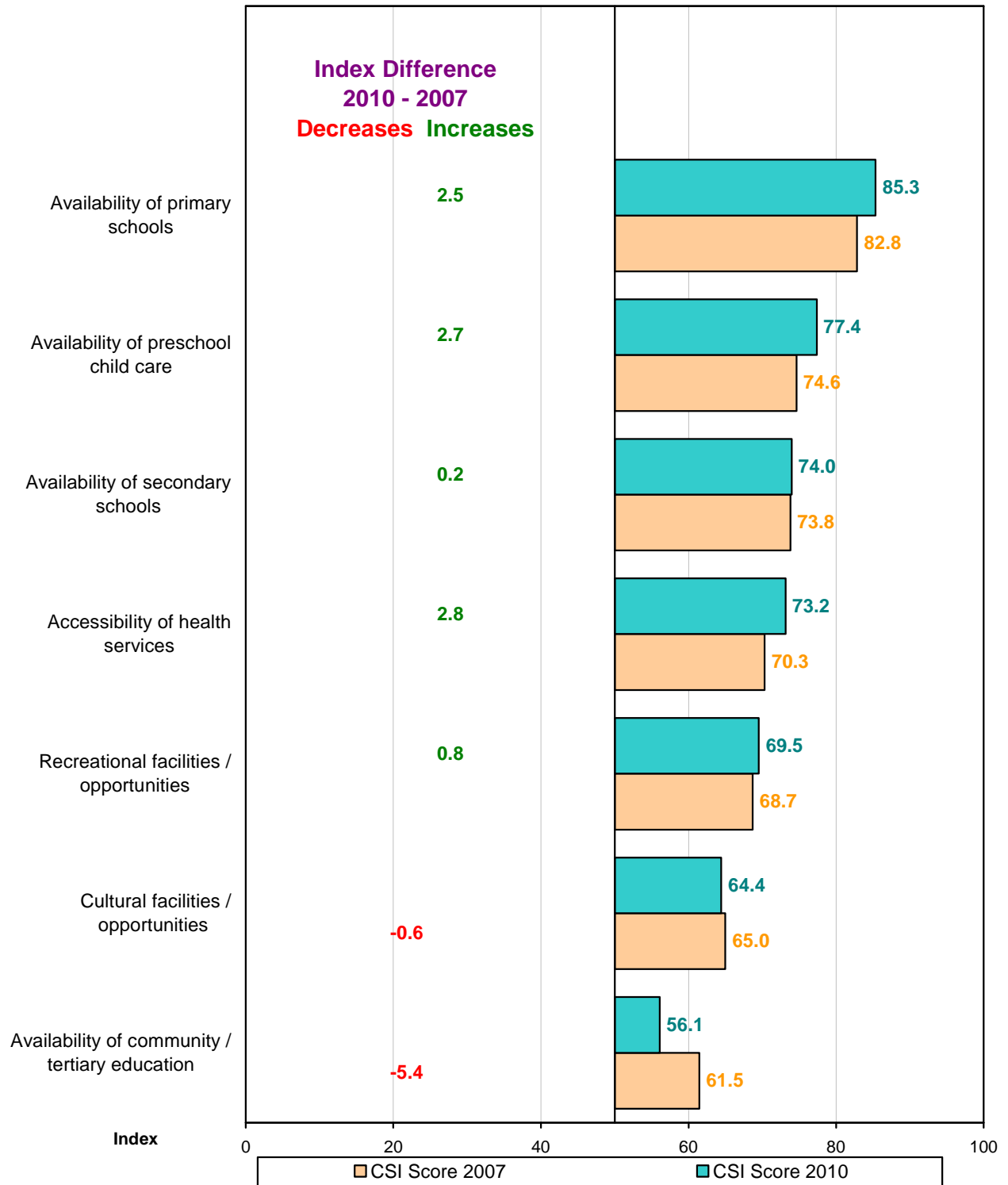
This reflects in the Customer Satisfaction Index (CSI scores)⁴, (a weighted score across the satisfaction scale) which range from a CSI score of 85.3 for the 'availability of primary schools in your area' down to a CSI score of 56.1 for the 'availability of community or tertiary education in your area'. The low CSI scores for some of these factors infer these factors are an issue for respondents.



⁴ The Customer Satisfaction Index (CSI) converts each respondents answer across the satisfaction scale to a score out of 100. The CSI score is 10 times the average individual score based on the 11 point satisfaction scale (0 = very dissatisfied to 10 = very satisfied)

Quality of Life Factors - Comparison to 2007

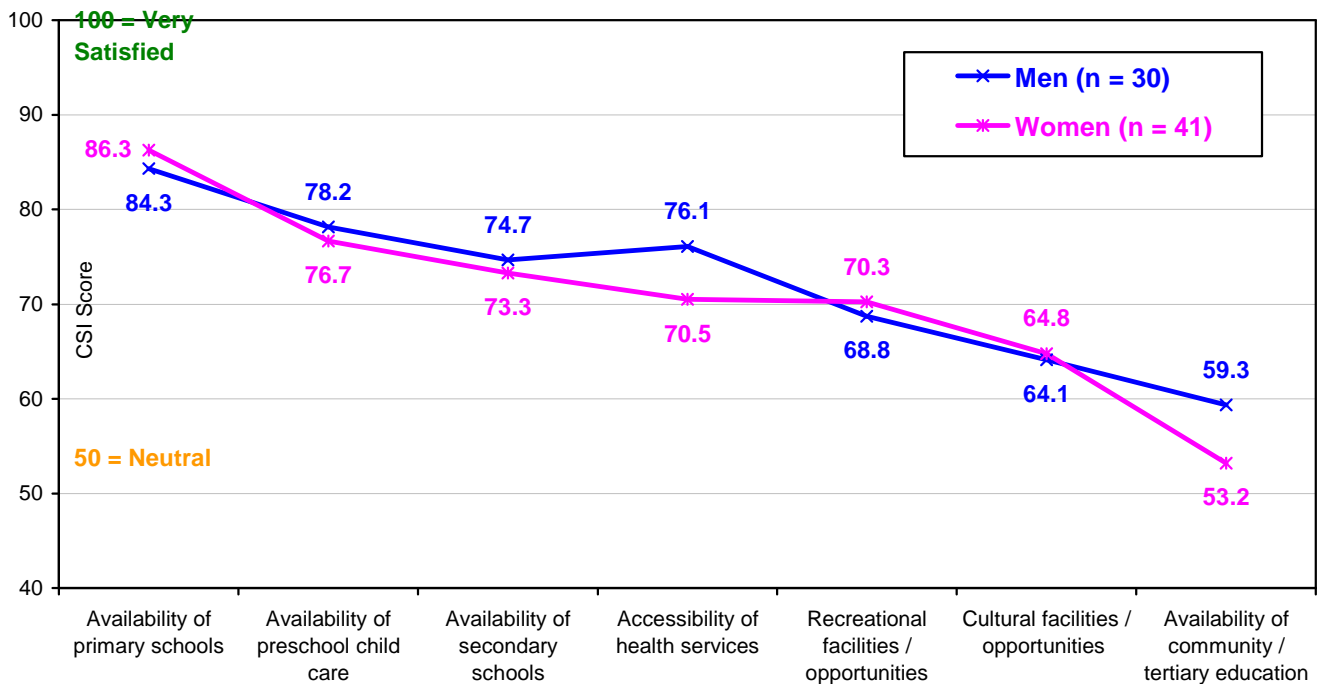
The following chart compares the 2010 results with 2007 for the Quality of Life factors. There were 5 increases and 2 decreases in the Indexes among the Quality of Life factors. The largest increase was 2.8 points for the 'accessibility of health services' (Index 73.2). The largest decrease was 5.4 points for the 'availability of community / tertiary education' (Index 56.1).



Quality of Life Factors by Gender

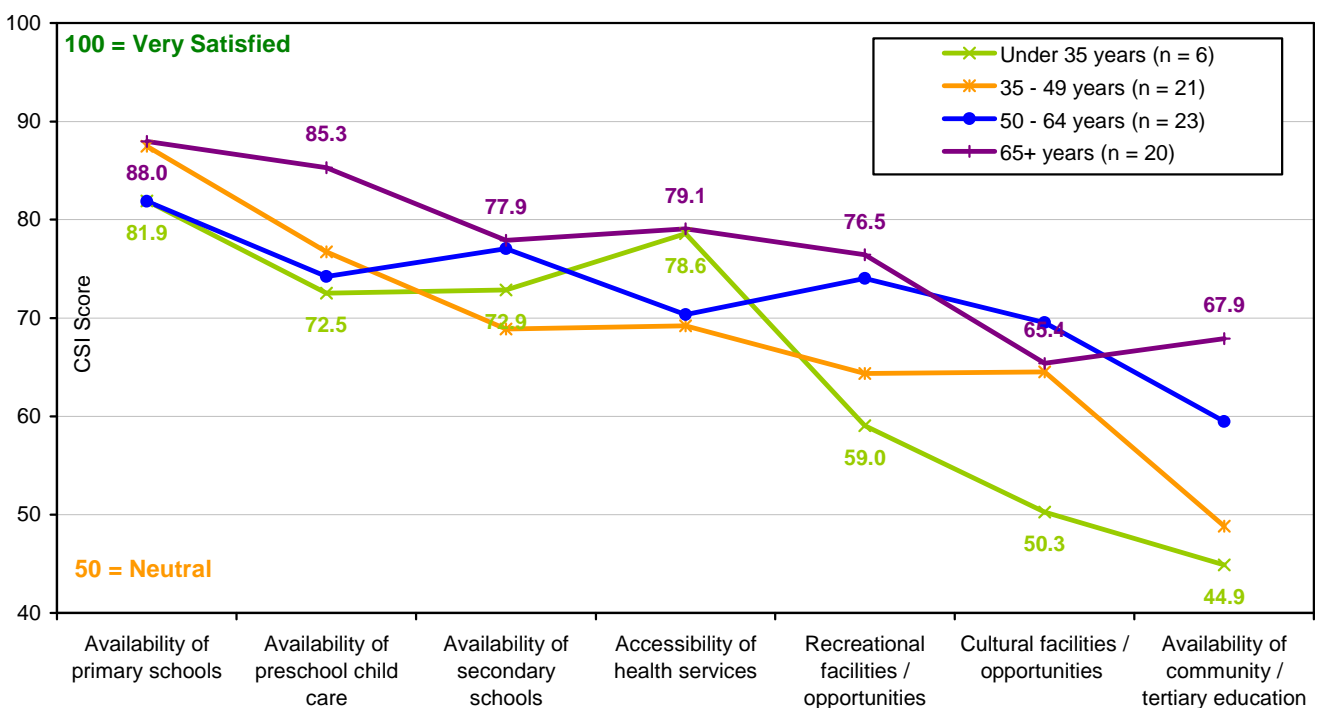
Please note there are small numbers of respondents in many of the subgroups so care is recommended in the interpretation.

There is limited variation in the CSI scores for the Quality of Life factors based on gender.



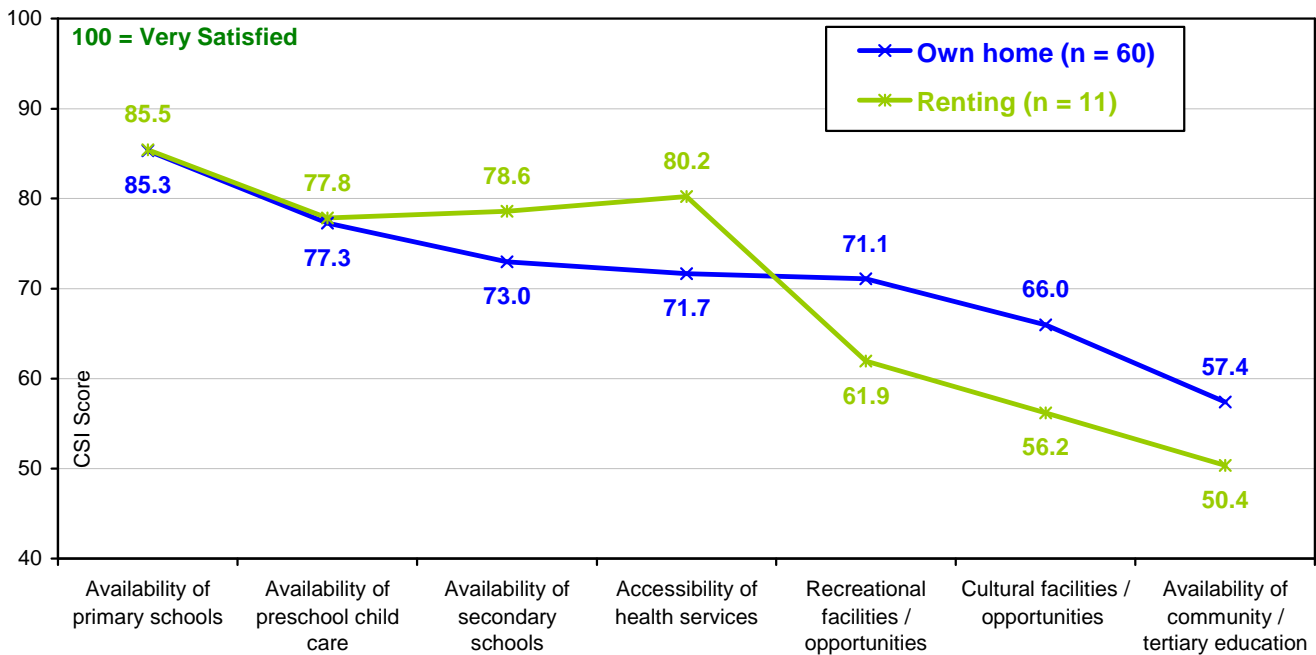
Quality of Life Factors by Age Grouping

The CSI scores for the Quality of Life factors vary by age group and generally those over 65 are the most satisfied. However, it is expected that the older the respondent, the higher the level of satisfaction.



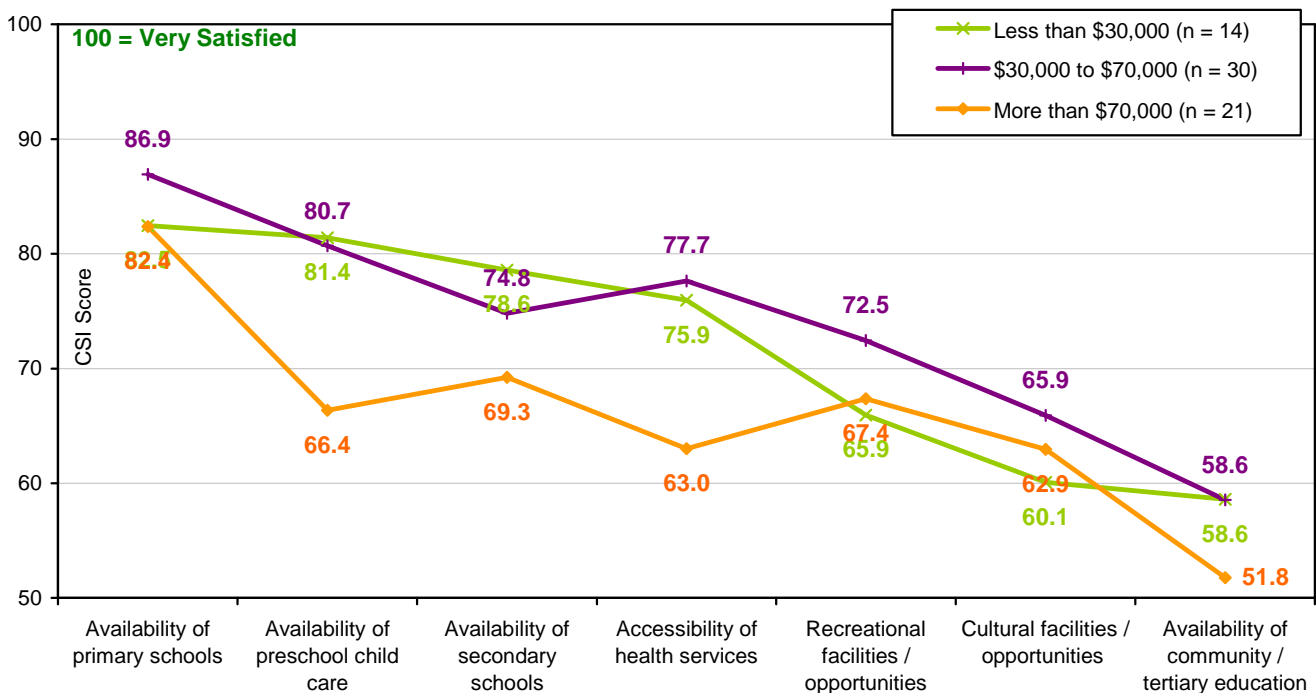
Quality of Life Factors by Home Ownership

There is some variation in the CSI scores for the Quality of Life factors between those who live in their own homes and those who are renting or boarding.



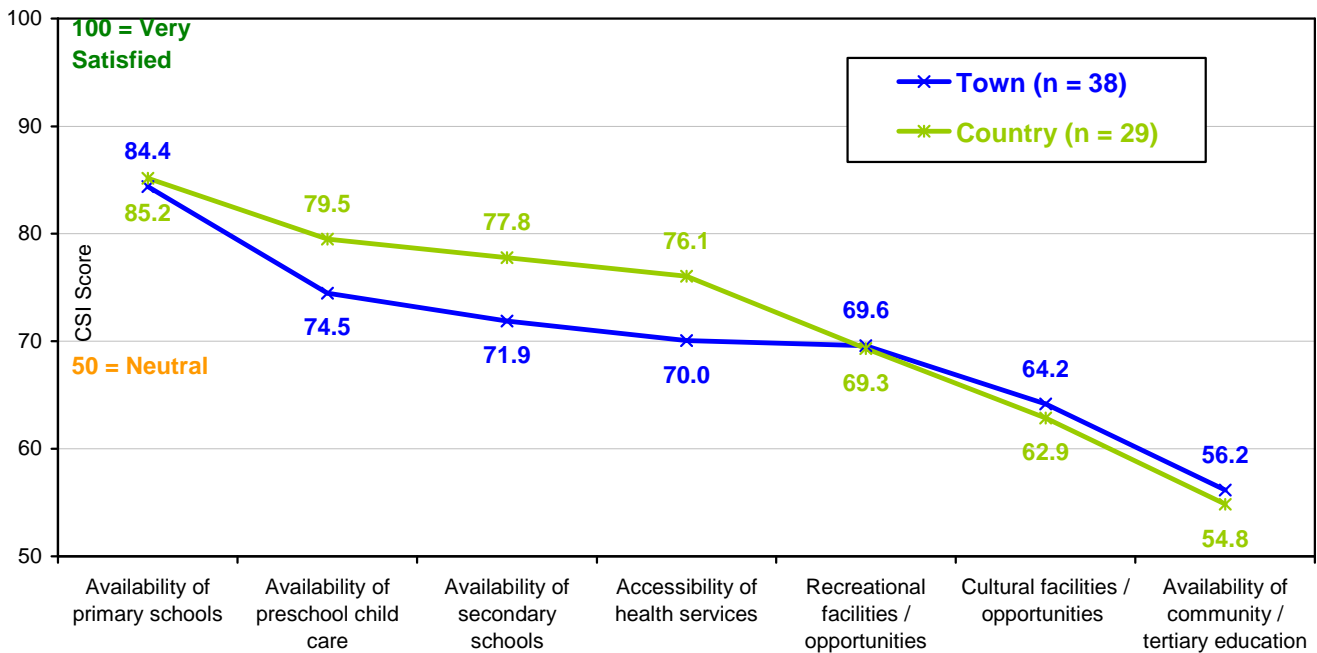
Quality of Life Factors by Household Income

Those from the higher tier of household income tend to be the least satisfied with most of the Quality of Life factors. The largest difference is 14 points for the factor 'the availability of preschool child care in your area'.



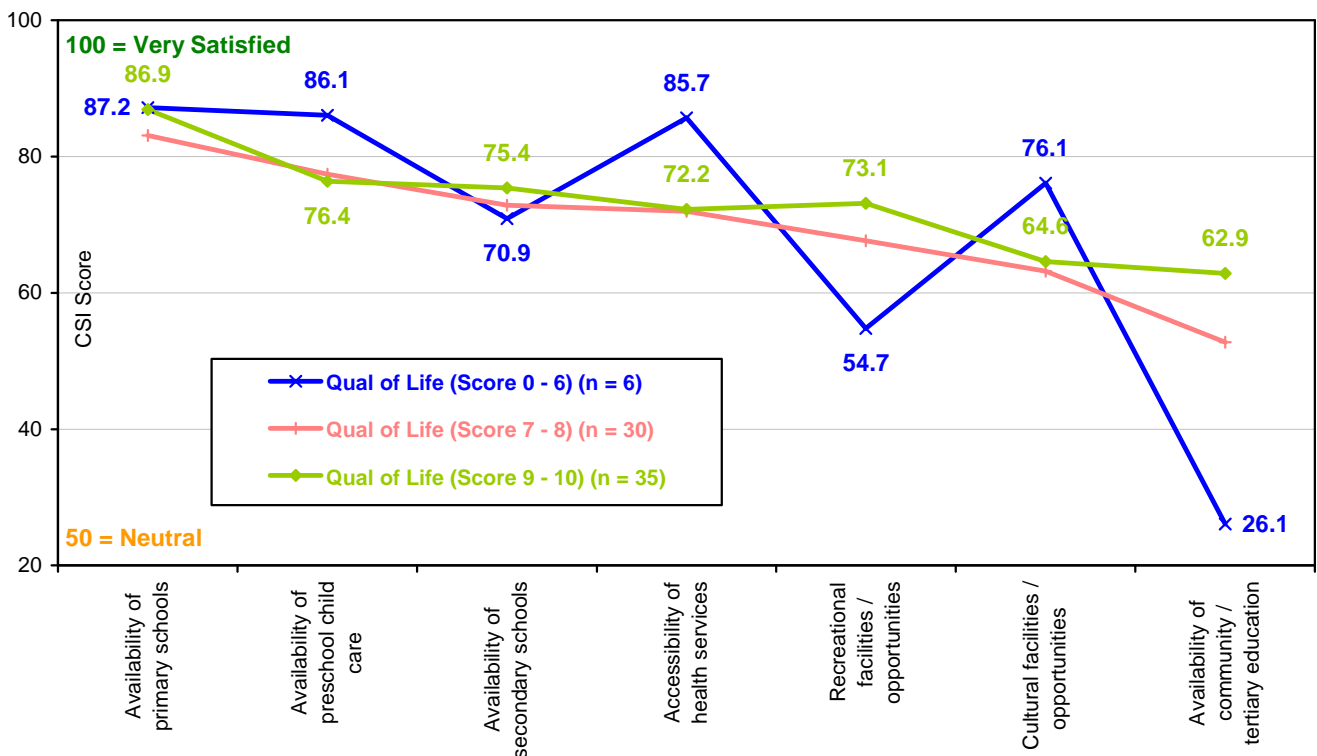
Quality of Life Factors by Living in Town versus the Country

There is limited variation in the CSI scores for the Quality of Life factors between those living in town and those living in the country.



Quality of Life Factors by Happiness with Quality of Life

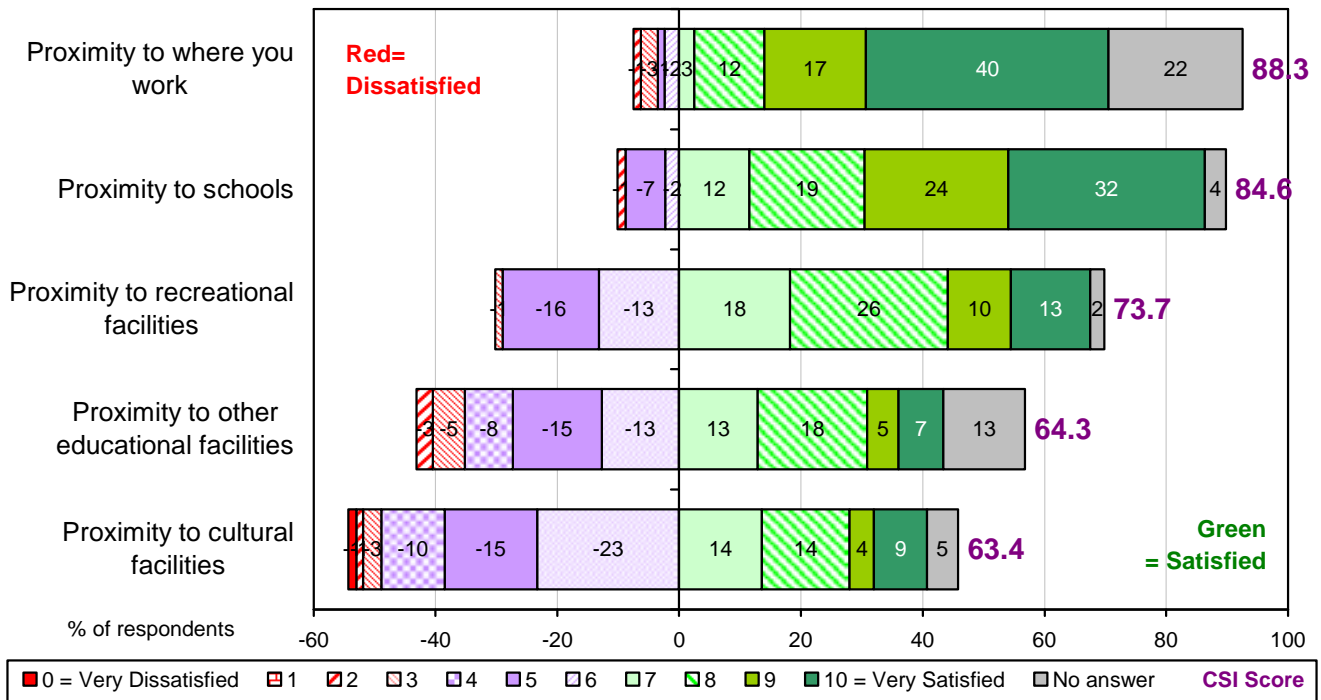
There is greater variation in the CSI scores for the Quality of Life factors based on the respondents' satisfaction with their overall Quality of Life. The few who are not happy with their 'Quality of Life' tend to have a very different opinion to those who are happy with their quality of life.



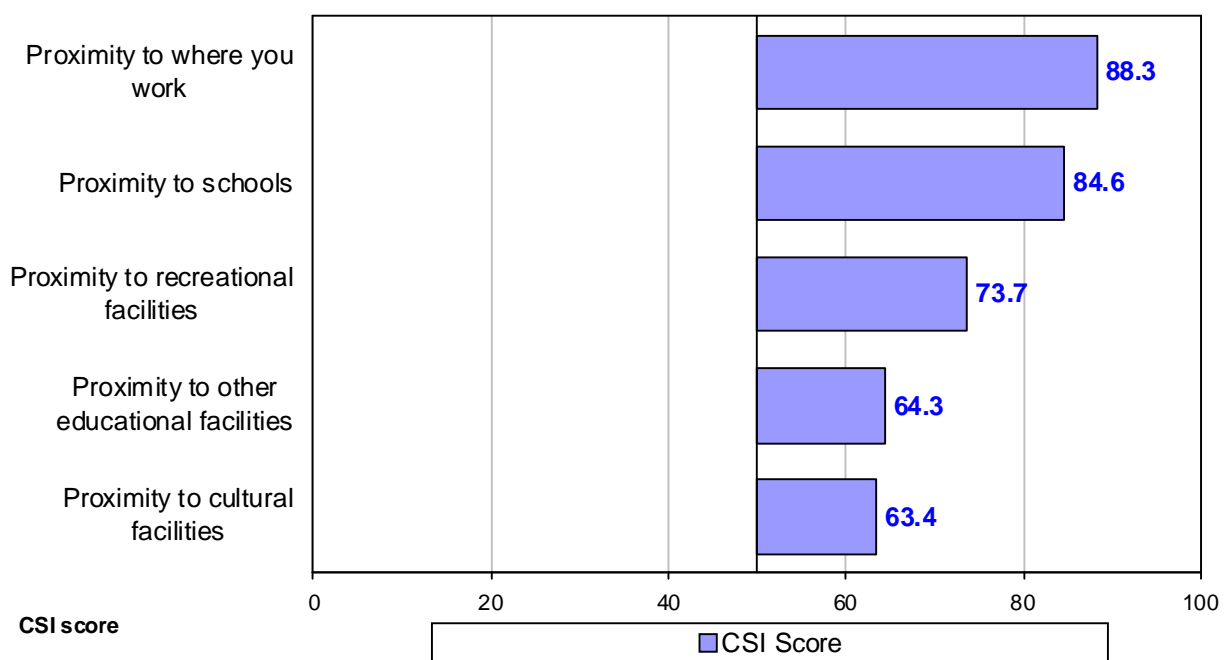
Proximity Factors

The respondents were asked 'The proximity to work, recreational facilities and other community resources varies from place to place. Using the scale where 0 is very dissatisfied to 10 being very satisfied, how satisfied are you with how close you live to each of the following?'

The majority of respondents (86%) are satisfied with the 'proximity to schools' but this drops to 41% for the 'proximity to cultural facilities e.g. museums, marae etc'.

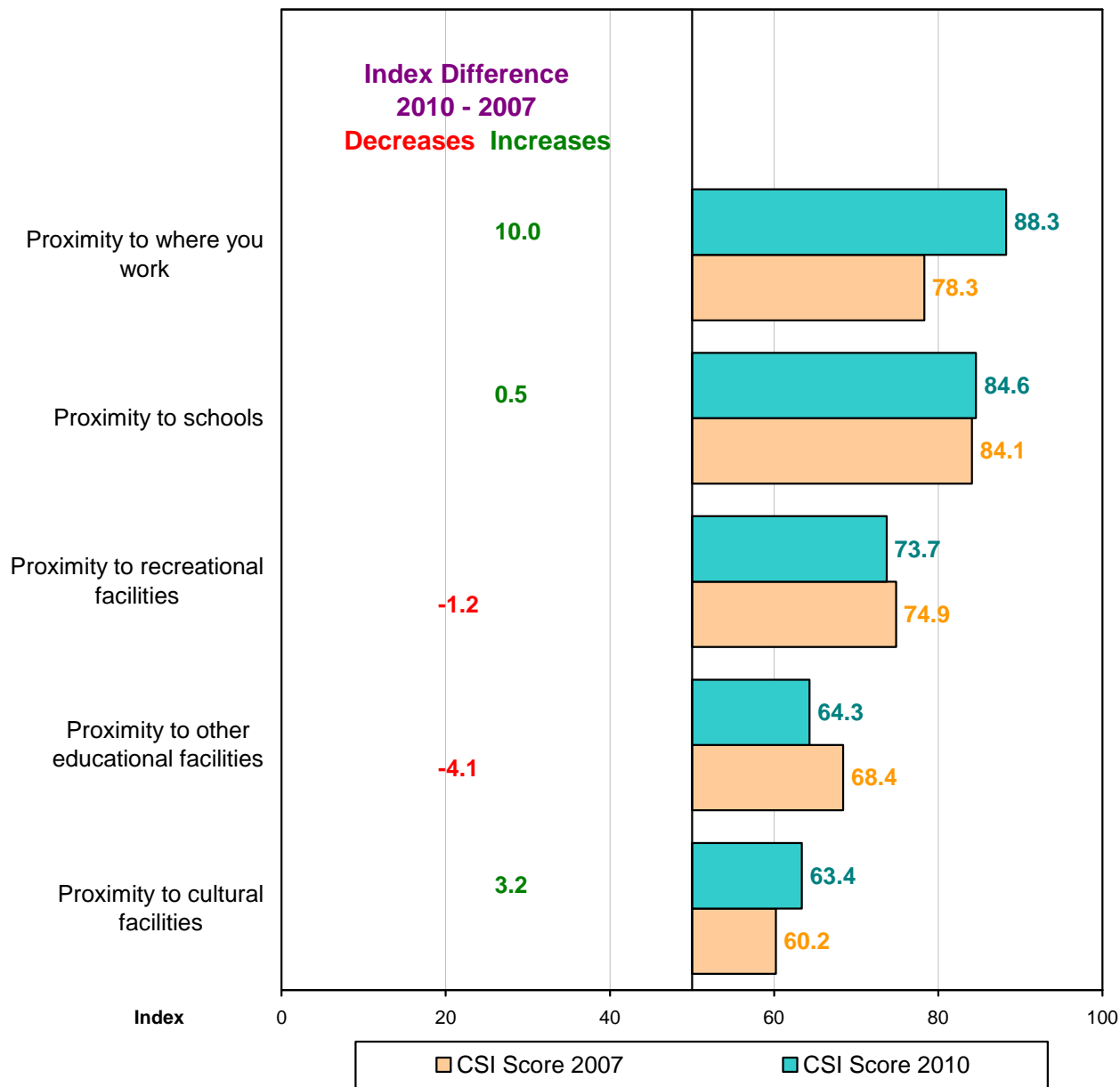


This reflects in the CSI scores which range from a CSI score of 88.3 for the 'proximity to where you work' down to a CSI score of 63.4 for the 'proximity to cultural facilities e.g. museums, marae etc'. The lower CSI scores for the 'proximity to other educational facilities' and the 'proximity to cultural facilities e.g. museums, marae etc' show respondents are less satisfied with the proximity of these resources.



Proximity Factors - Comparison to 2007

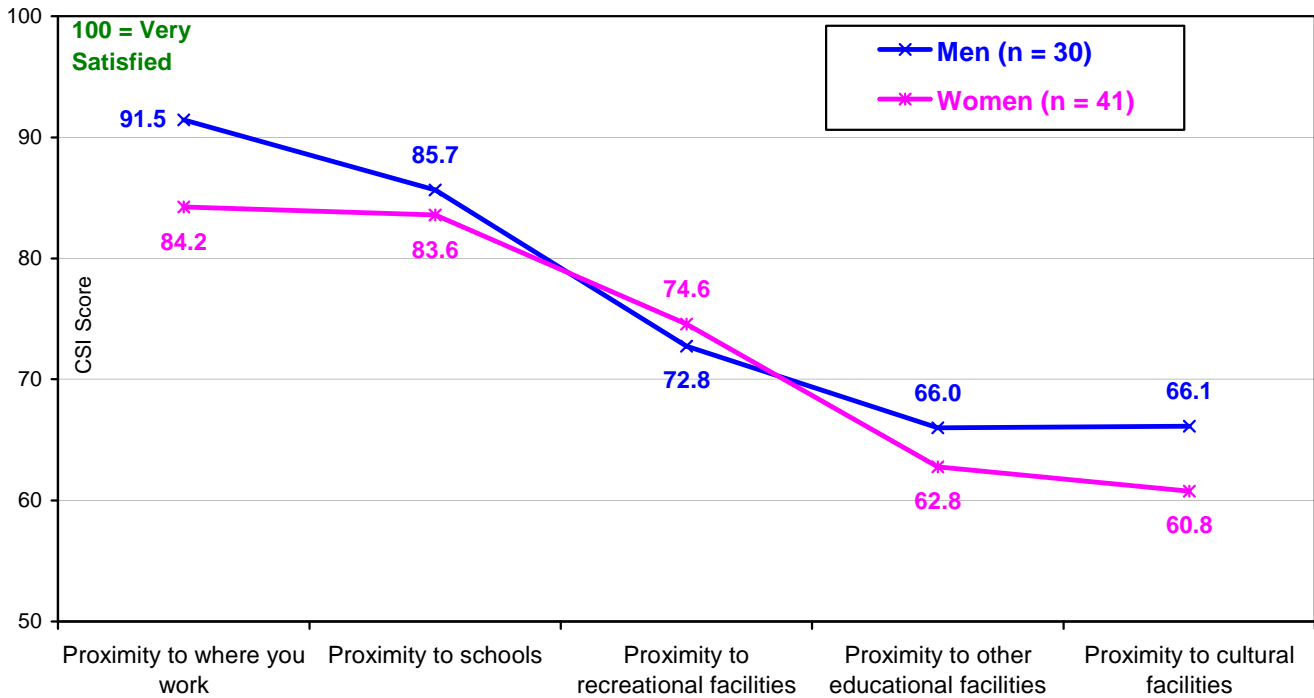
The following chart compares the 2010 results with 2007 for the Proximity factors. There were three increases and 2 decreases in the Indexes among the Proximity factors. The largest increase was 10 points for the 'proximity to where you work' (Index 88.3). The largest decrease was 4.1 points for the 'proximity to other educational facilities' (Index 64.3).



Proximity Factors by Gender

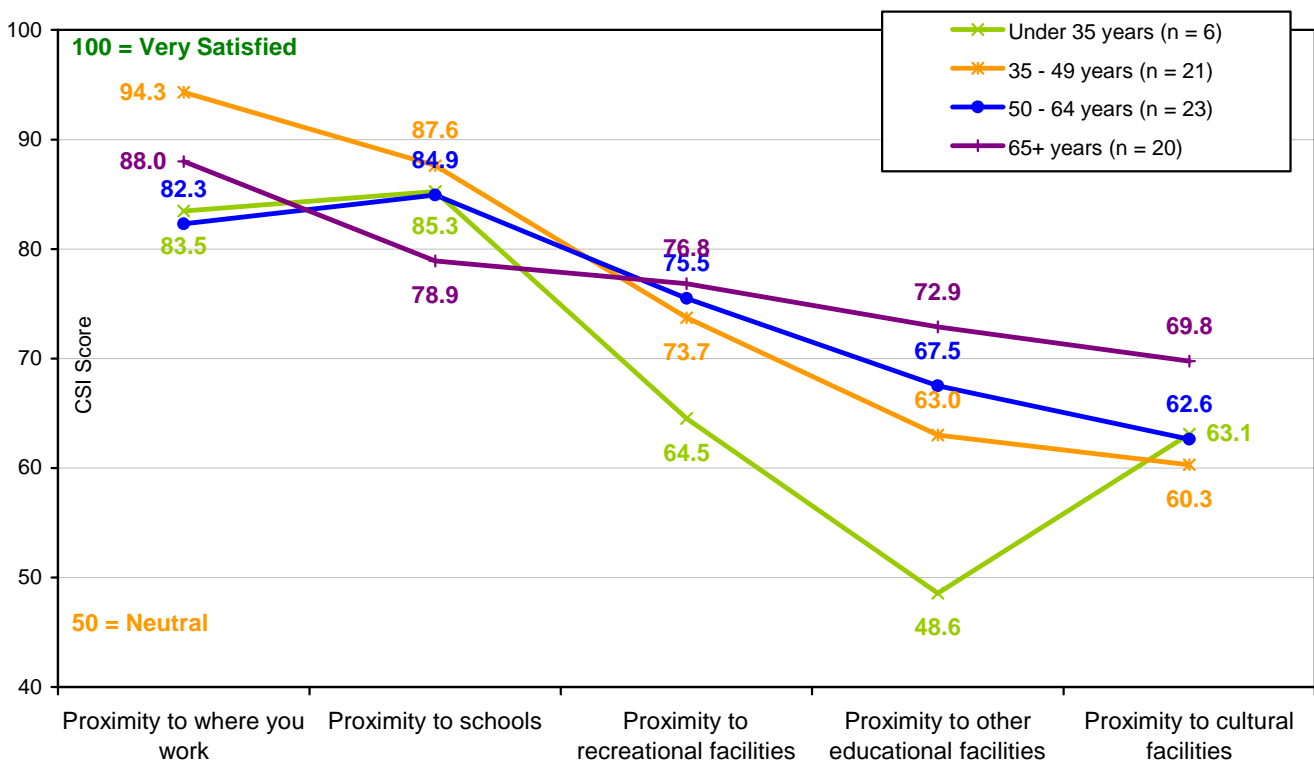
Please note there are small numbers of respondents in many of the subgroups so care is recommended in the interpretation.

There is limited variation in the CSI scores for the Proximity factors based on gender.



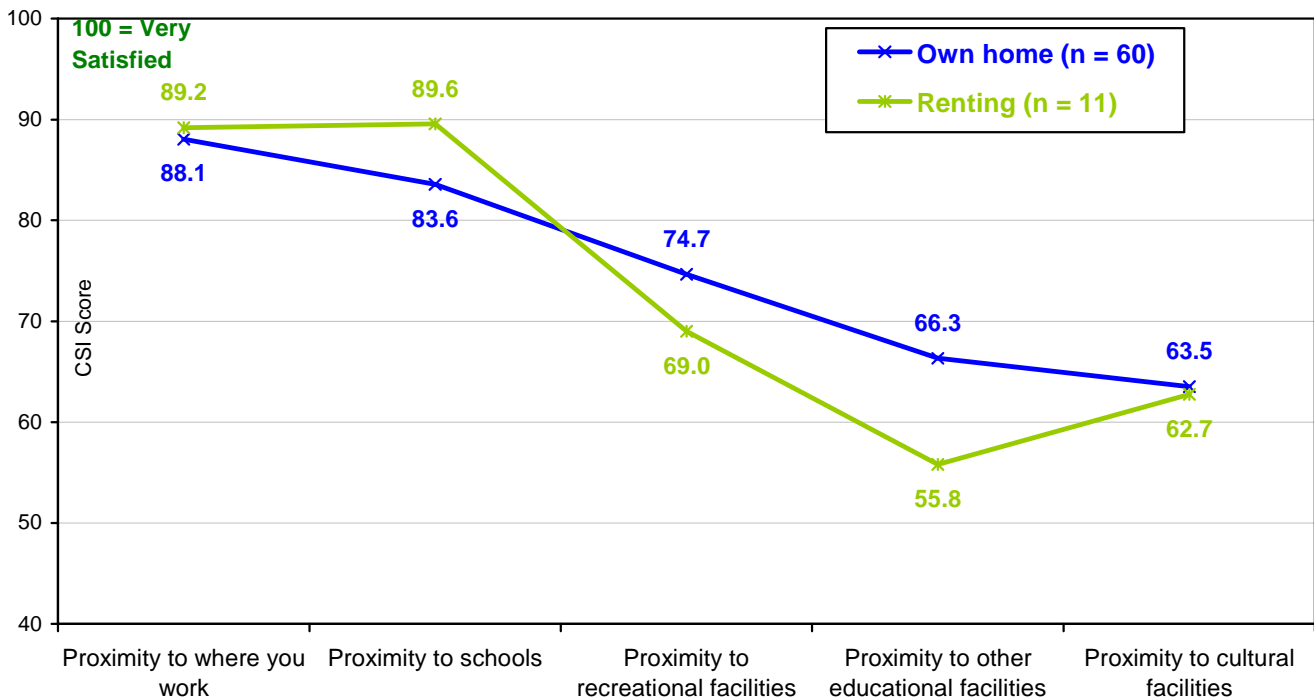
Proximity Factors by Age Grouping

The CSI scores for the Proximity factors vary by age group but there is no consistency in the pattern which infers it is other variables that are causing these differences. The difference is greatest (25 points) for the factor 'proximity to other educational facilities'.



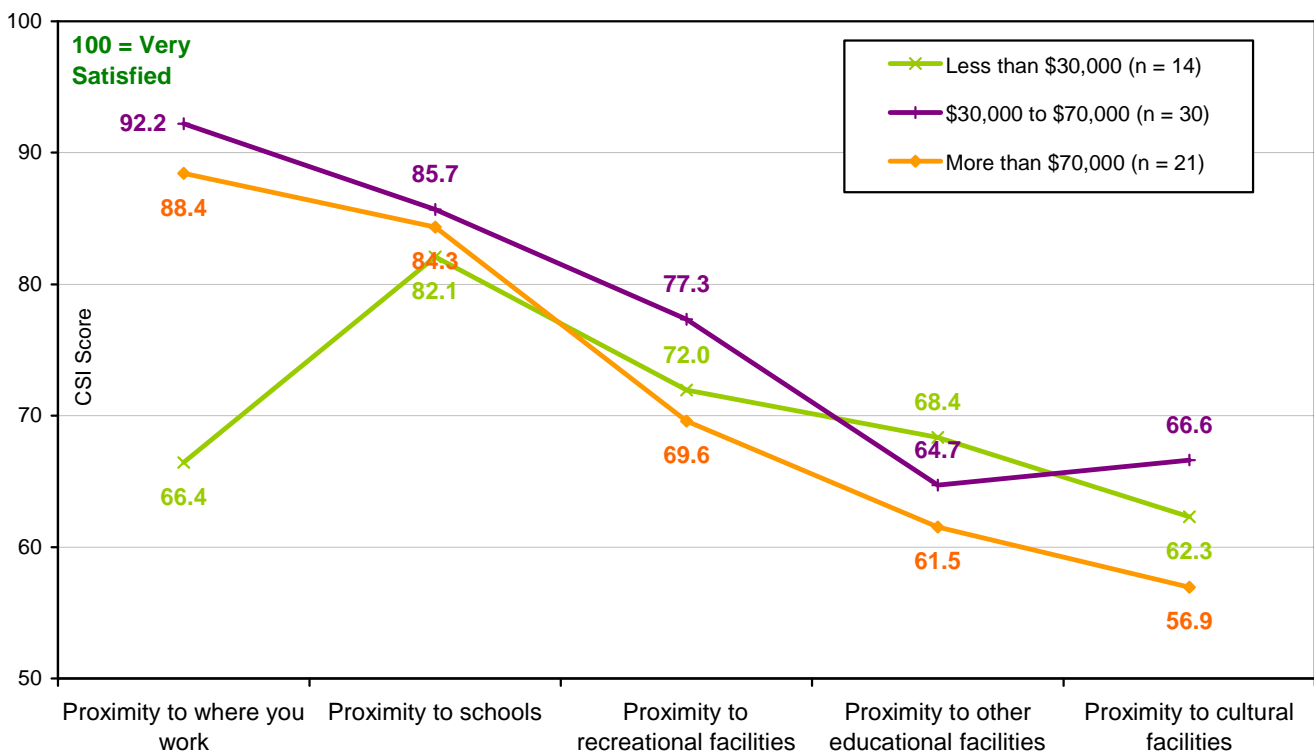
Proximity Factors by Home Ownership

There is some variation in the CSI scores for the Proximity factors between those in their own homes and those who are renting or boarding.



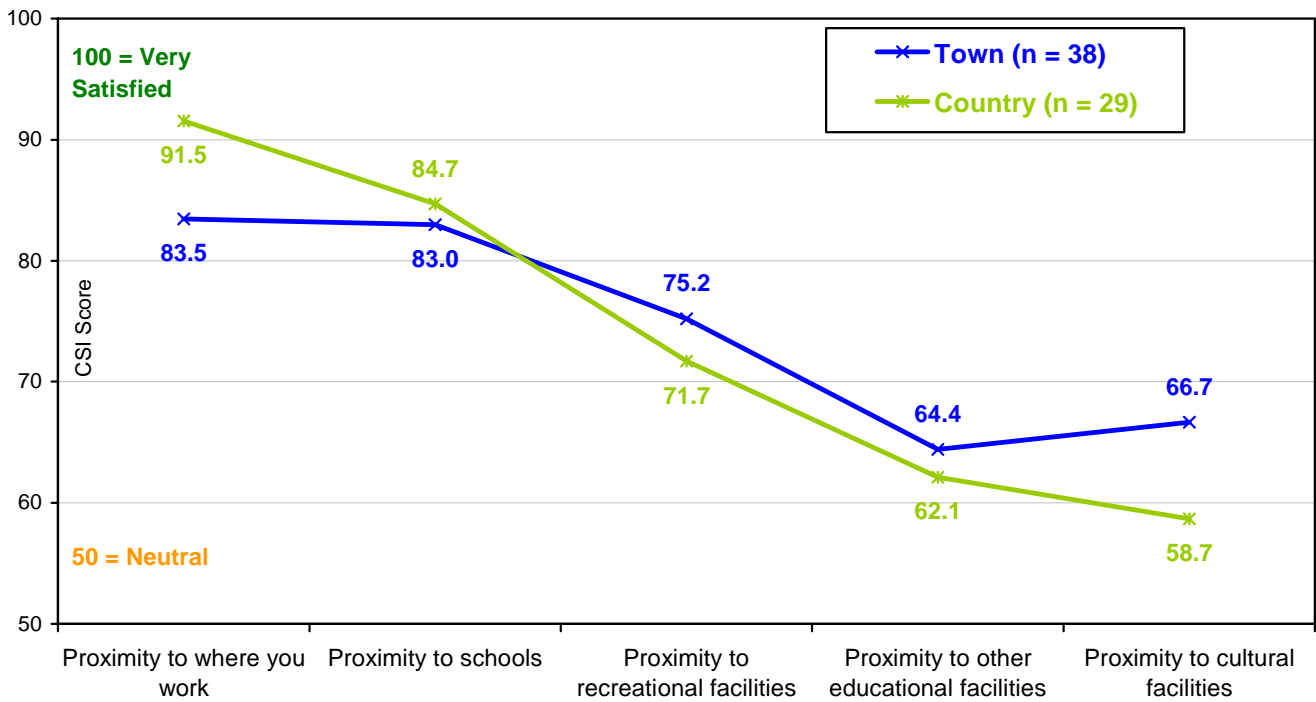
Proximity Factors by Household Income

There is greater variation in the CSI scores for the Proximity factors based on household income. The difference is greatest (26 points) for the 'proximity to where you work'.



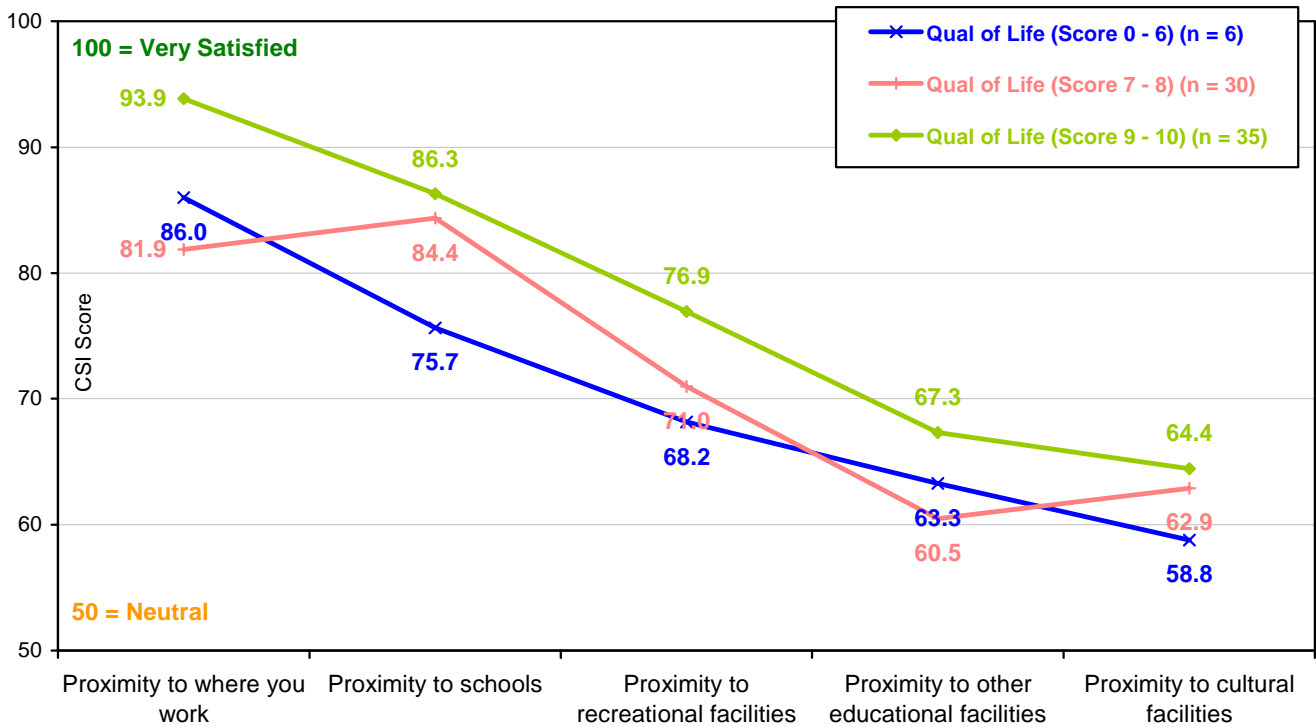
Proximity Factors by Living in Town versus the Country

There is limited difference in the Proximity factors between those living in the country and those living in town.



Proximity Factors by Happiness with Quality of Life

There is some variation on most of the Proximity factors based on how happy the respondent is with their Quality of Life. However, those who are very happy with their 'Quality of Life' rate all of the Proximity factors higher than those who are less happy.



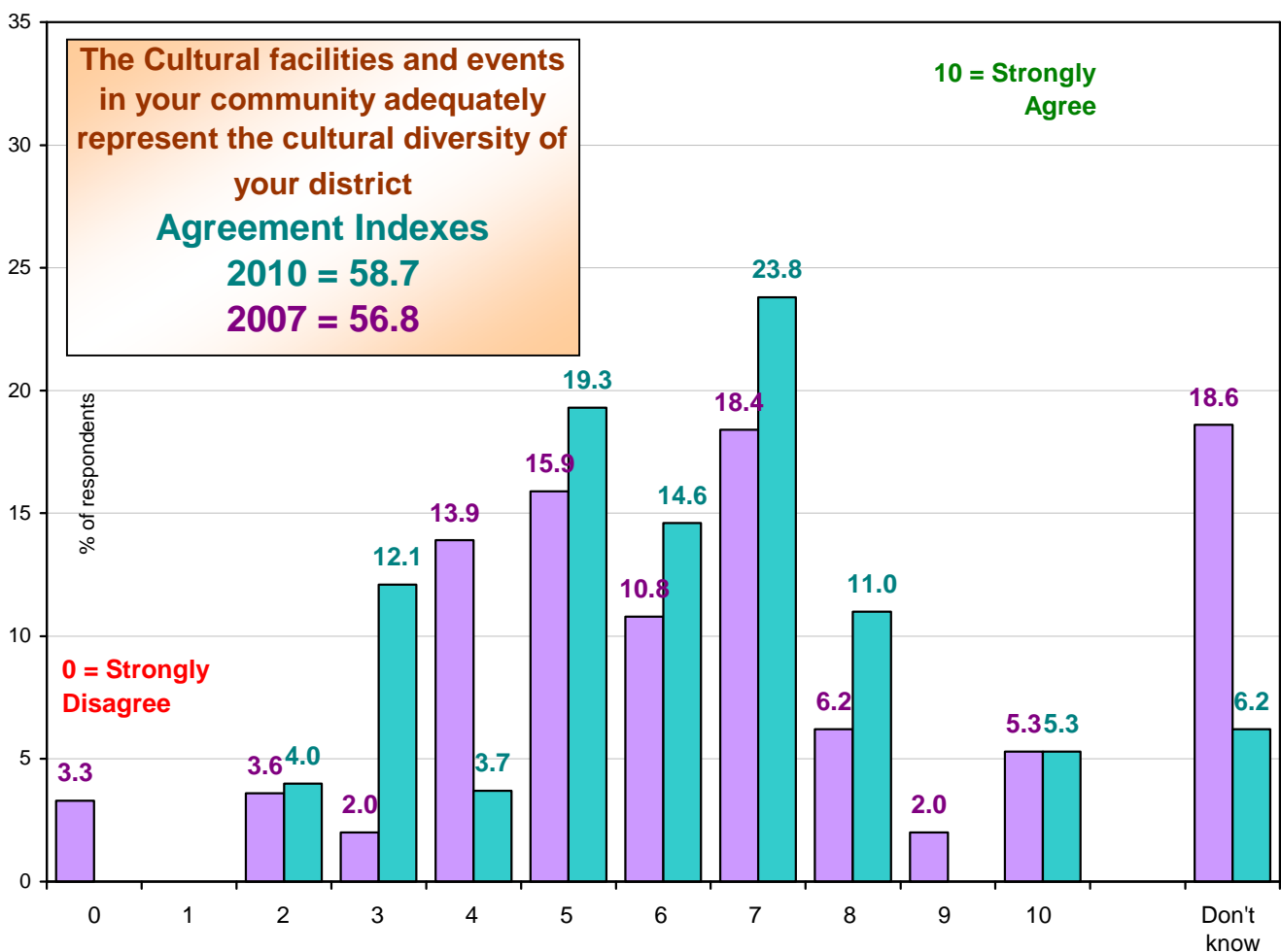
Cultural Facilities

The respondents were asked 'Using the scale where 0 = strongly disagree and 10 = strongly agree, how strongly do you agree or disagree the Cultural facilities and events in your community adequately represent the cultural diversity of your district?'

Less than a tenth of the respondents (6%) did not answer this question versus 19% in 2007. Over half of the respondents (55%) agreed with the statement 'the Cultural facilities and events in your community adequately represent the cultural diversity of your district' (scores of 6 – 10). Only a few respondents (5%) strongly agreed (Score of 10) while 0% rated this with a score of 9. The mode (most frequent value) is a score of 7 (24%).

A fifth of the sample (19%) neither agreed nor disagreed with the statement 'the Cultural facilities and events in your community adequately represent the cultural diversity of your district' (Score 5). A fifth of the respondents (20%) disagreed with the statement (Scores 0 – 4).

The Agreement Index (AI score)⁵, (a weighted score across the Agreement scale) for 'the Cultural facilities and events in your community adequately represent the cultural diversity of your district' was 58.7. This is 1.9 points higher than 2007 but is still a result that implies most respondents neither agree nor disagree with this statement.



⁵ The Agreement Index (AI) converts each respondents answer across the satisfaction scale to a score out of 100. The AI is 10 times the average individual score based on the 11 point satisfaction scale (0 = strongly disagree to 10 = strongly agree)

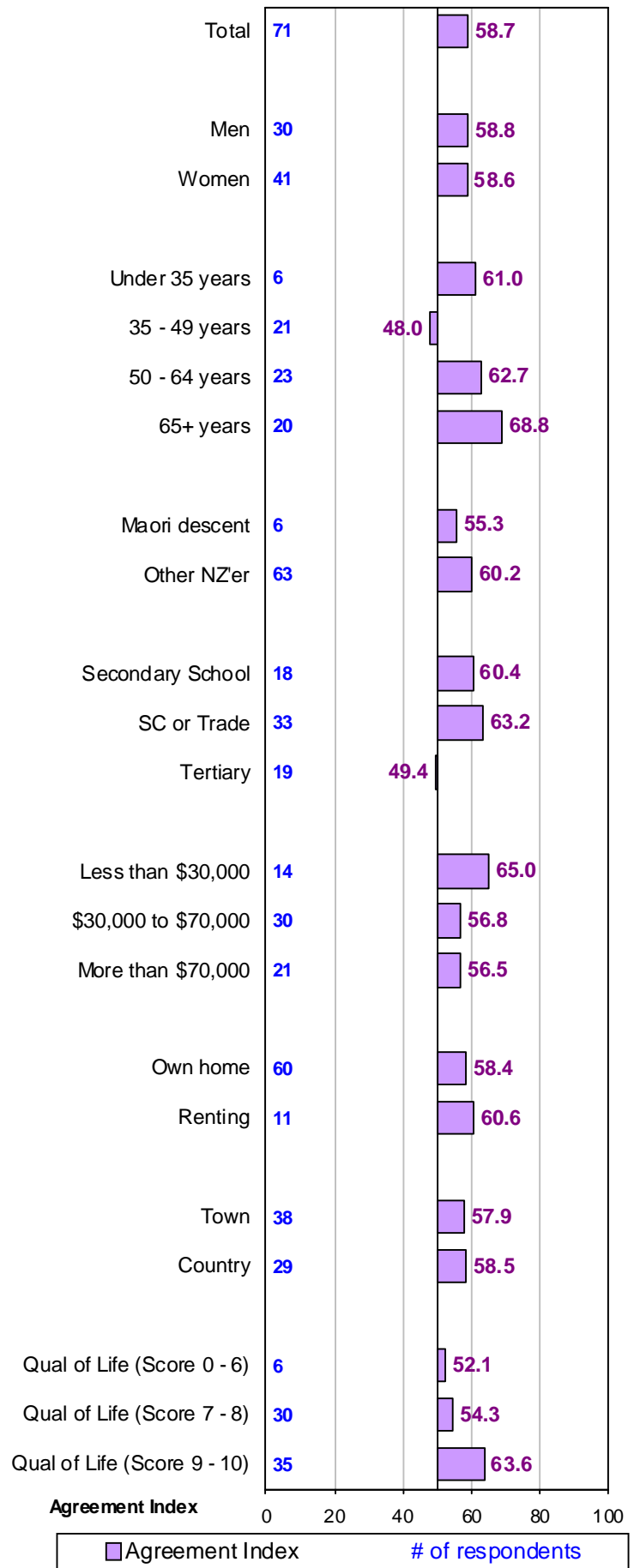
Agreement with ‘the Cultural facilities and events in your community adequately represent the cultural diversity of your district’ by demographics

Please note there are small numbers of respondents in many of the subgroups so care is recommended in the interpretation.

Generally, most of the subgroups reflect modest agreement with the statement ‘the Cultural facilities and events in your community adequately represent the cultural diversity of your district’. However, some subgroups tend to have higher levels of agreement than others. The chart opposite compares these variables.

The variables that appear to have had the greatest impact on level of agreement with the statement ‘the Cultural facilities and events in your community adequately represent the cultural diversity of your district’ were:

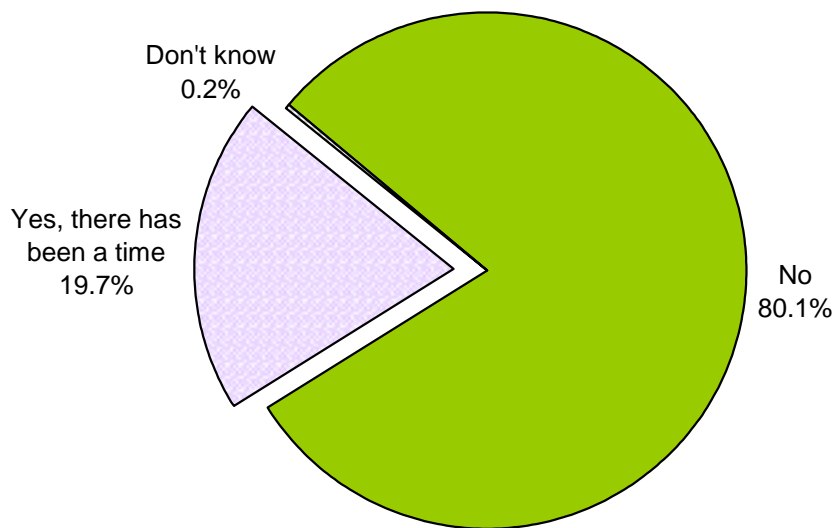
- Those aged over 65 (Agreement Index 68.8) are more likely to agree with this statement than those in the other age brackets (Agreement Index 48.0 – 62.7)
- Those who are tertiary qualified (Agreement Index 49.4) are less likely to agree with this statement.
- Those with a household income under \$30,000 (Agreement Index 65.0) are less likely to agree with this statement than those from the other income streams (Agreement Index 56.5 – 56.8).
- Those who are very happy with their Quality of Life (Agreement Index 63.6) are more likely to agree with this statement than those who are not happy with their Quality of Life (Agreement Index 52.1).



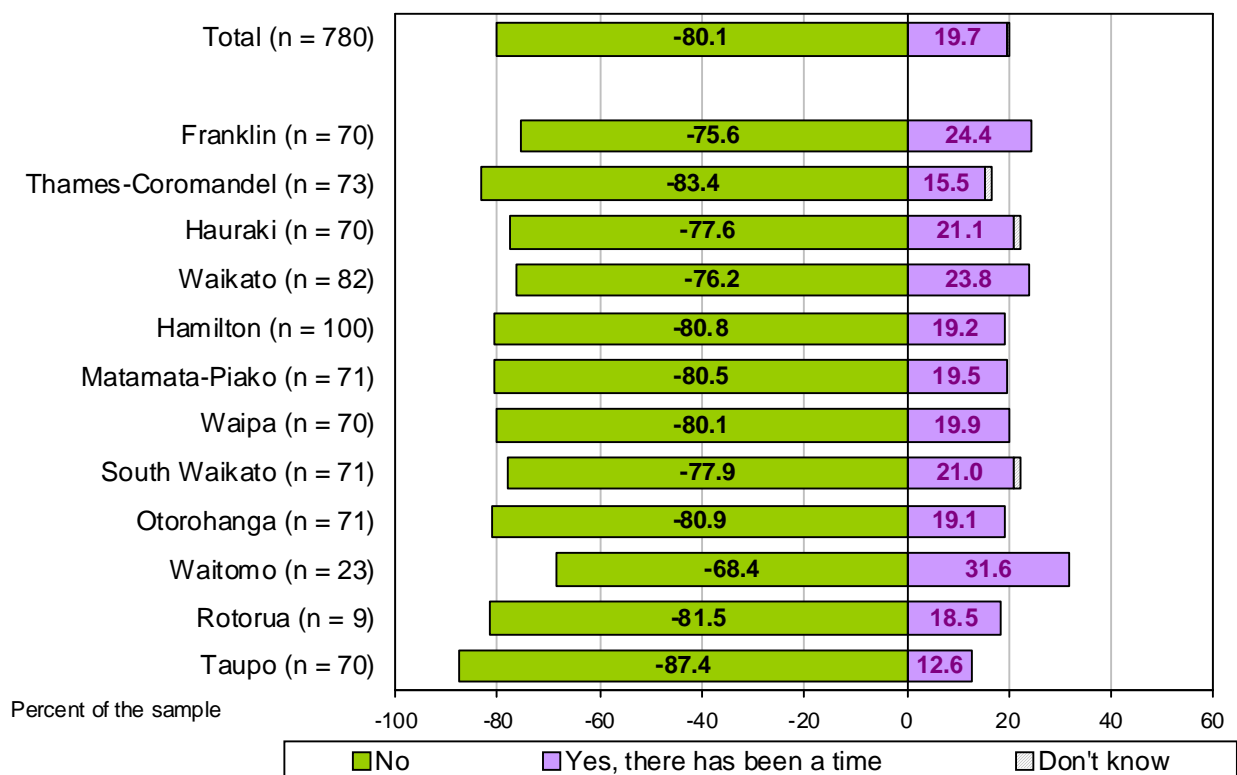
Barriers to Accessing Health Care

The respondents were asked 'Has there been any time in the last 12 months when you or a member of your household wanted to go to a GP, but didn't?' Four fifths of the respondents said there was no time in the last 12 months when they or a member of their household wanted to go to a GP, but didn't.

However, a fifth of the sample (19.7%) said there was a time in the last 12 months when they or a member of their household wanted to go to a GP, but didn't. The remaining respondents (0.2%) did not know if there was a time or not.



There is much variation in the proportion who said there was a time in the last 12 months when they or a member of their household wanted to go to a GP, but didn't. This varies from 12.6% for Taupo and 15.5% for Thames-Coromandel to 31.6% in the Waitomo District and 24.4% in the Franklin District.



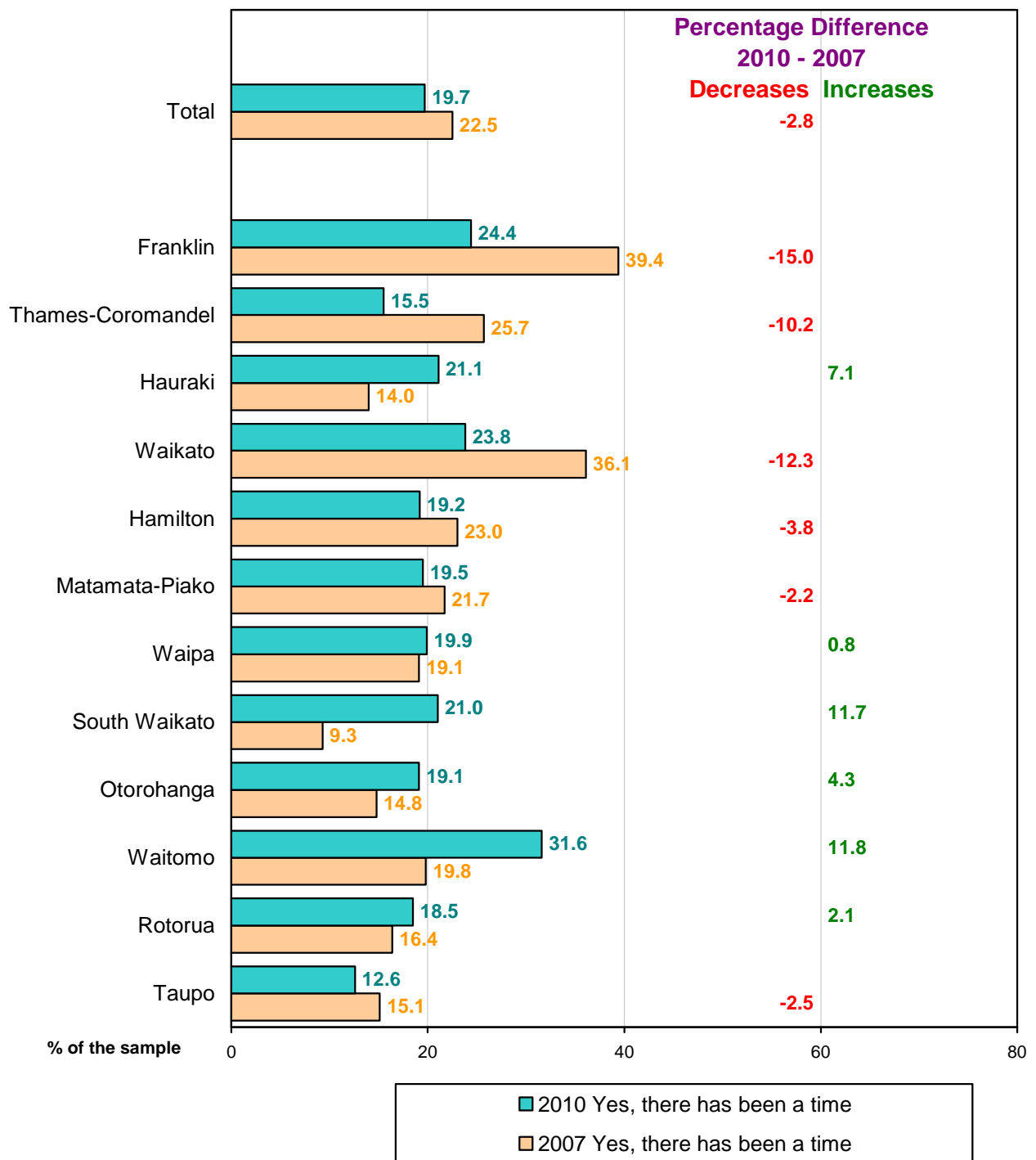
Barriers to Accessing Health Care - Comparison to 2007

The respondents were asked 'Has there been any time in the last 12 months when you or a member of your household wanted to go to a GP, but didn't?'

The following chart compares the 2010 results with 2007 for the percentage who said there was a time in the last 12 months when they or a member of their household wanted to go to a GP, but didn't.

Overall this had decreased 2.8% from 2007. There were 6 increases and 6 decreases in the percentage who said there was a time when they didn't go to a GP. The largest increases were 12% for Waitomo and 12% for South Waikato. The largest decreases were 15% for Franklin and 12% for the Waikato District.

The difference may be caused because of abnormal results in 2007, because of changing demographics or because the situation in relation to accessing GP's has changed since 2007.



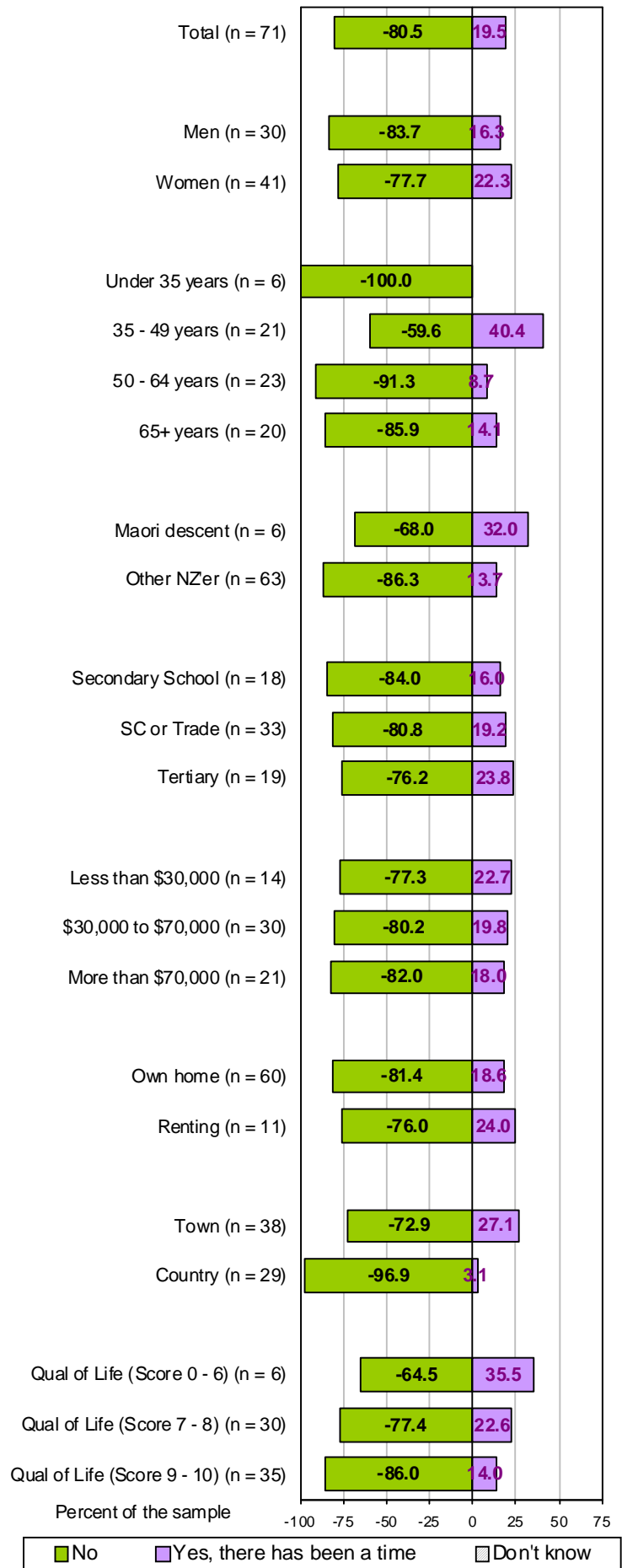
Barriers to Accessing Health Care by demographics

Please note there are small numbers of respondents in many of the subgroups so care is recommended in the interpretation.

There is some variance in the proportion of respondents who said they experienced barriers to health care across the subgroups of interest. The chart opposite compares these variables.

The variables that appear to have had the greatest impact on the proportion who said ‘there was a time in the last 12 months when they or a member of their household wanted to go to a GP, but didn’t’ were:

- Those aged 35 -49 are more likely to say there was a time in the last 12 months when they or a member of their household wanted to go to a GP, but didn’t (40%) versus 0% - 14% for those in the other age brackets.
- Those of Maori descent are more likely to say there was a time in the last 12 months when they or a member of their household wanted to go to a GP, but didn’t (32%) versus 14% for other New Zealanders.
- Those who live in town are more likely to say there was a time in the last 12 months when they or a member of their household wanted to go to a GP, but didn’t (27%) versus 14% - 23% for those who are happy with their Quality of Life.



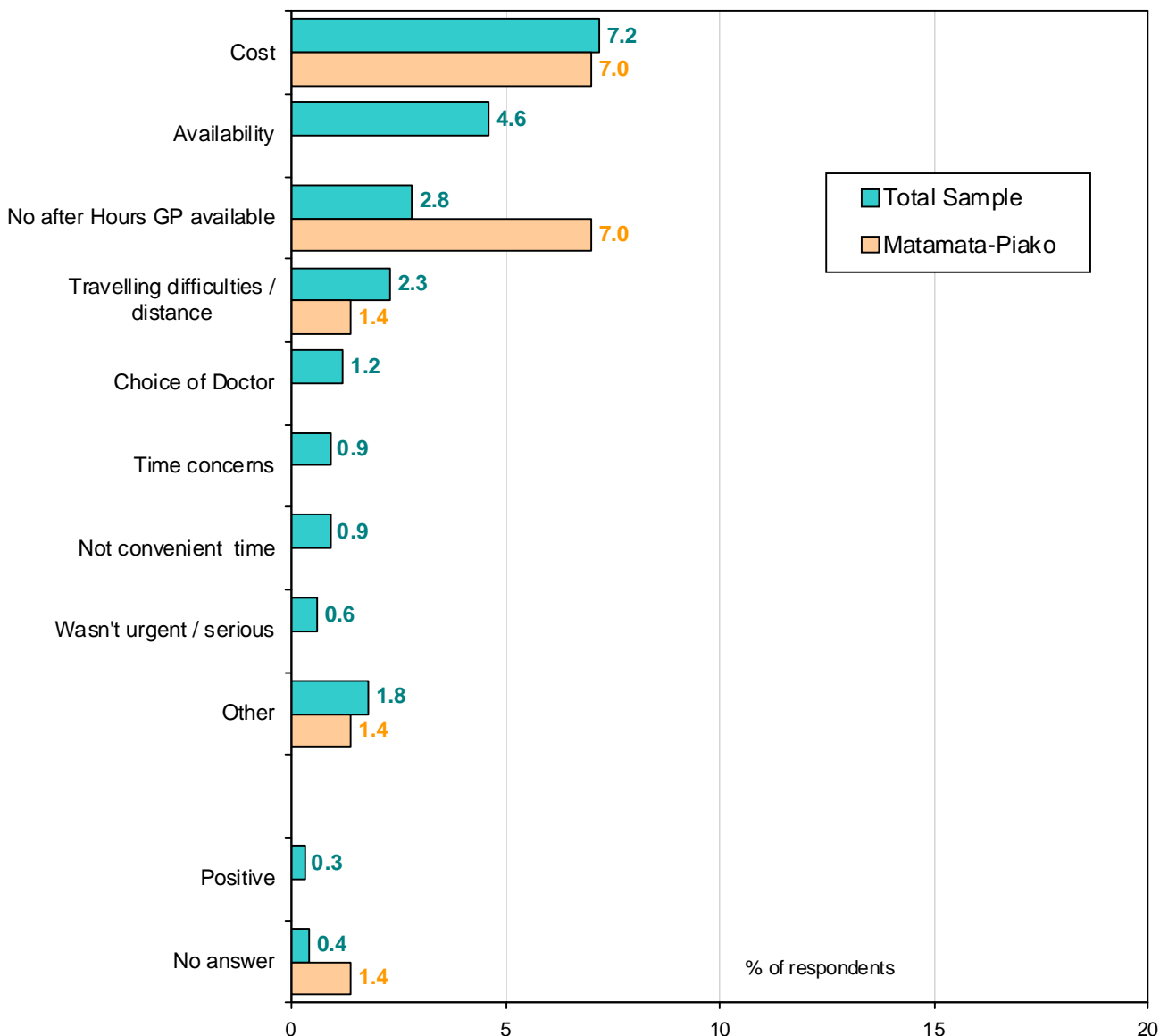
Why did you or your family not go to the doctor when you wanted to

The respondents were asked 'Has there been any time in the last 12 months when you or a member of your household wanted to go to a GP, but didn't?' Four fifths of the respondents said there was no time in the last 12 months when they or a member of their household wanted to go to a GP, but didn't.

For the total Regional sample, a fifth of the respondents (19.7%) said there was a time in the last 12 months when they or a member of their household wanted to go to a GP, but didn't. These respondents (n = 154) who said they had not visited the doctor were asked 'For what reasons did you or your family not go to the doctor when you wanted to?'

This question was asked as an open question with the answers grouped together for analysis purposes. There was a range of responses, with the main themes revolving around cost (7%) and availability (5%). Smaller numbers mentioned the fact they had no after hours GP available (3%), travelling issues (2%) or the choice of doctor (1%). A few did not like the time it took to get an appointment (1%) or not being a convenient time (1%) or said their need was not serious (1%). There was also a range of other comments. The results are very similar to 2007.

For Matamata - Piako, 20% of the respondents (n = 13) said there was a time in the last 12 months when they or a member of their household wanted to go to a GP, but didn't. Matamata - Piako respondents were more likely than the Regional sample to mention the fact they had no after hours GP available (7%) and less likely to mention availability (0%)



Why did you or your family not go to the doctor when you wanted to - Verbatim Comments

Almost a fifth of the sample (19.5%) said there was a time in the last 12 months when they or a member of their household wanted to go to a GP, but didn't. These respondents (n = 13) who said they had not visited the doctor were asked *'For what reasons did you or your family not go to the doctor when you wanted to?'*

This question was asked as an open question with the answers grouped together for analysis purposes. There was a range of responses, with the main theme revolving around cost (7.0% of the sample who said they or a member of their household wanted to go to a GP, but didn't). These respondents' comments included:⁶

'Costs too much' (Matamata-Piako)

'Couldn't afford it' (Matamata-Piako)

'Mainly costs' (Matamata-Piako)

'Most times it's financial.' (Matamata-Piako)

'The cost ' (Matamata-Piako)

A similar number of respondents (7.0% of the sample) mentioned the fact they had no after hours GP available as the reason they or a member of their household wanted to go to a GP, but didn't:

'It was a weekend so we would have had to travel to Hamilton.' (Matamata-Piako)

'It was closed.' (Matamata-Piako)

'There is no GP available in the weekend. No medical centre open in the weekend, have to go to Hamilton.' (Matamata-Piako)

'They weren't open in the weekend' (Matamata-Piako)

'Weren't open' (Matamata-Piako)

One respondent commented on travelling issues (1.4% of the sample).

'It's because of our GP is not in our town. ' (Matamata-Piako)

There was one other comment as to why respondents did not access their GP which included:

'Did not agree with the protocols involved in getting to see the GP' (Matamata-Piako)

⁶ Please note that when verbatim comments cover more than one point these are reported in total to keep comments in perspective. The comments with multiple themes are repeated under each relevant section.

Adult and Community Education

The respondents were asked *'In the past 12 months have you undertaken any education or training?'*

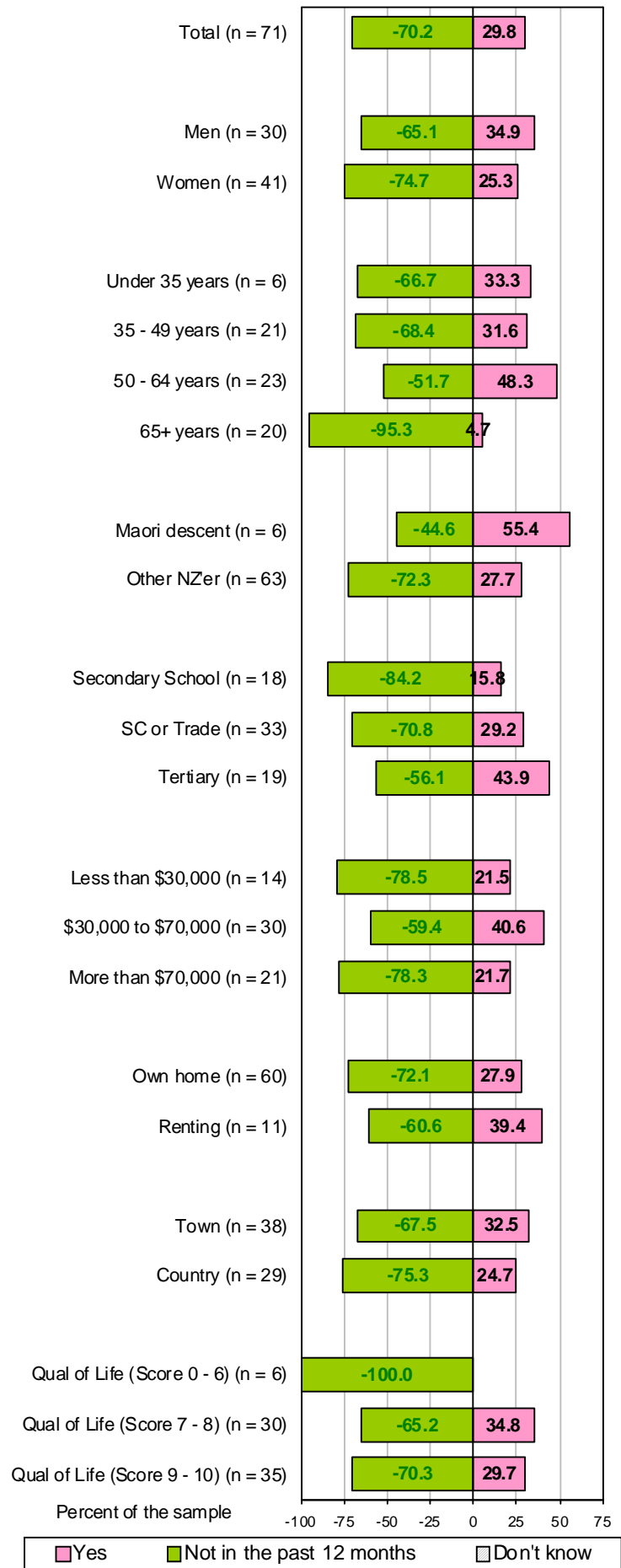
Over two thirds of the respondents (70%) said they had not undertaken some education or training in the last 12 months.

However, over a quarter of the sample (30%) said they had undertaken some education or training in the last 12 months.

There is some variance in the proportion of respondents who said they had undertaken some education or training across the subgroups of interest. The chart opposite compares these variables.

The variables that appear to have had the greatest impact on the proportion who said 'there was a time in the last 12 months when they had undertaken some education or training' were:

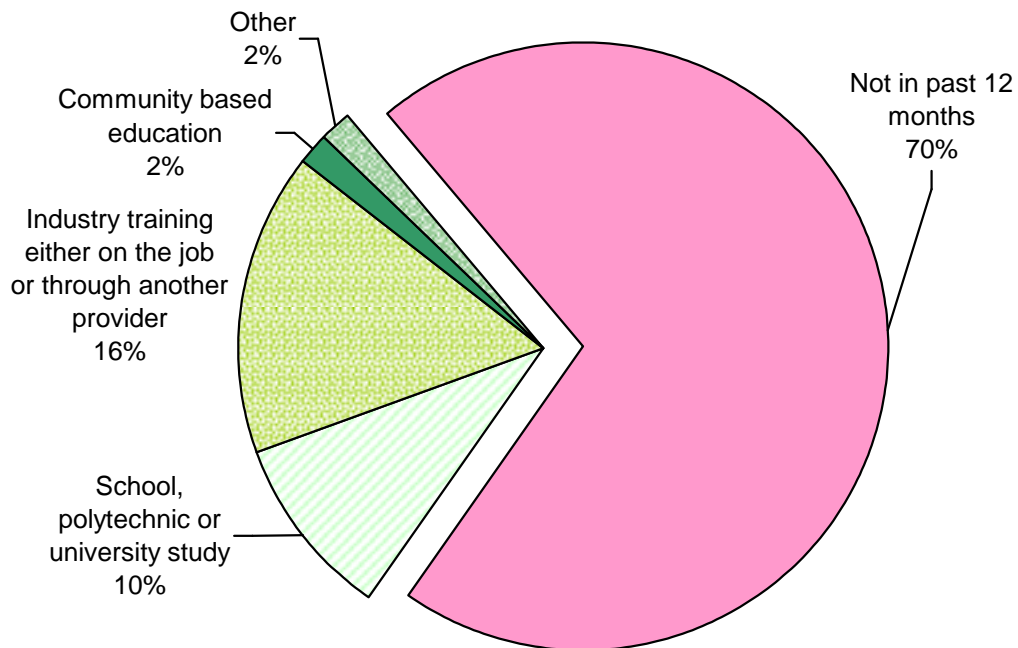
- Men are more likely to say they had undertaken some education or training in the last 12 months (35%) versus 25% for women.
- Those aged over 65 are less likely to say they had undertaken some education or training in the last 12 months (5%) versus 48% for those in the 50 - 64 age bracket.
- Those who are renting are more likely to say they had undertaken some education or training in the last 12 months (39%) versus 28% for those who live in their own home.
- Those with a tertiary qualification are more likely to say they had undertaken some education or training in the last 12 months (44%) versus 16% - 29% for those with less education.
- Those who are not happy with their Quality of Life are slightly less likely to say they had undertaken some education or training in the last 12 months, (0%) versus 30% - 35% for those who are happy with their Quality of Life.



Adult and Community Education

Two thirds of the respondents (70%) said they had not undertaken some education or training in the last 12 months. The respondents who had undertaken some education or training were asked 'What type of education or training was this?'

The largest group (16% of the sample) said their education was industry training either on the job or through another provider. A tenth of the sample (10%) said their education was at school, polytechnic or university study.



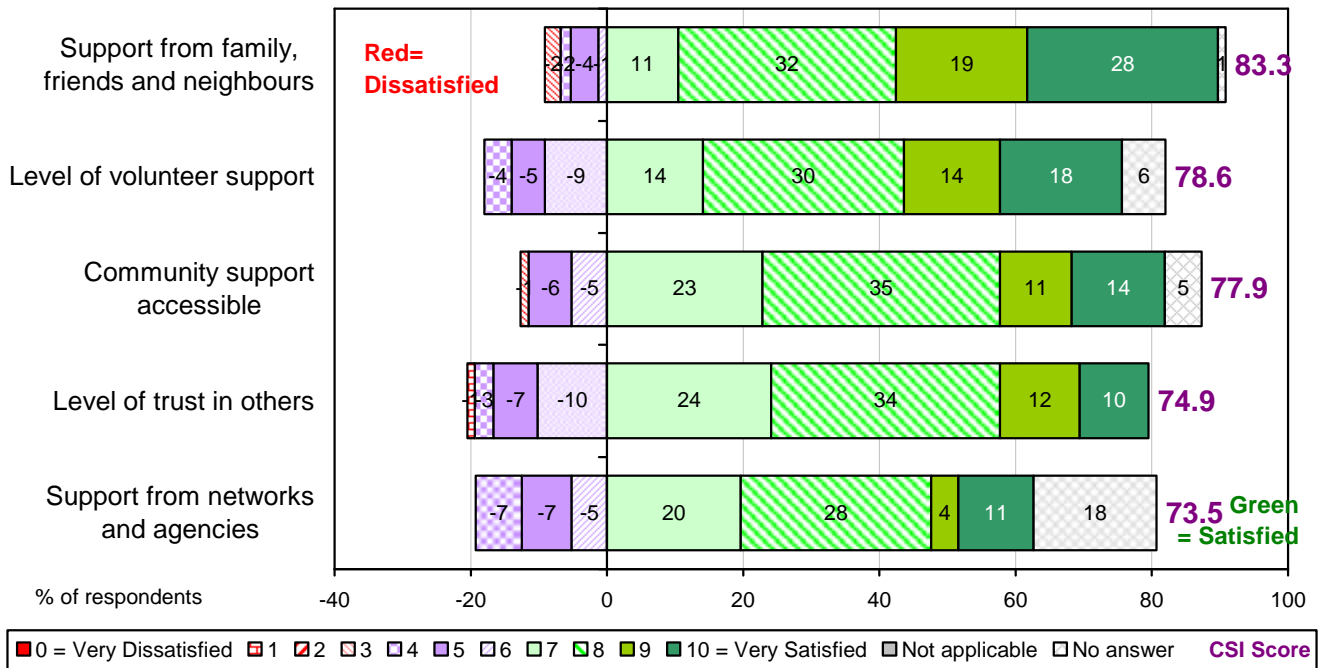
Only a few (2%) said their training was community based education for example arts and crafts or other personal interest course. A couple of respondents said they undertook other types of training. Their comments included:

*Citizens Advice Bureau
First Aid course*

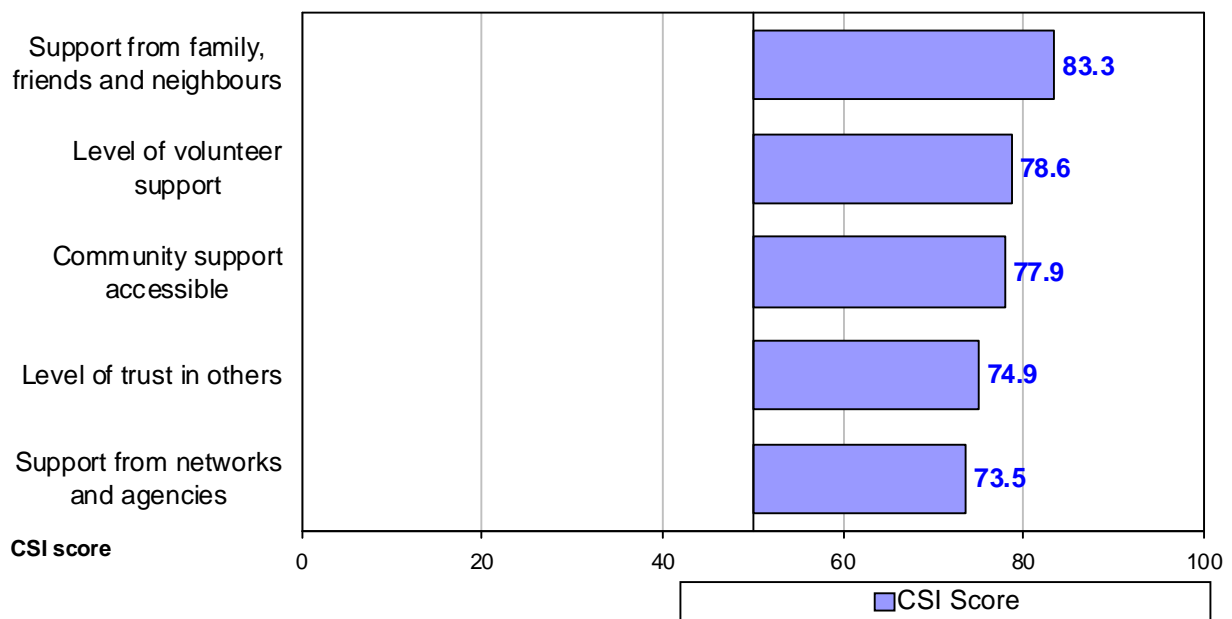
Social Factors

The respondents were asked 'The level of community / social support within a community varies from place to place. Using the scale where 0 is very dissatisfied to 10 being very satisfied, how satisfied are you with each of the following?'

The majority of respondents (90%) are satisfied with the 'support within the community from family, friends and neighbours' but this drops to 63% for the 'support within the community from networks and agencies (e.g. Welfare agencies, Citizens Advice, Drug and Alcohol Advisors etc).'

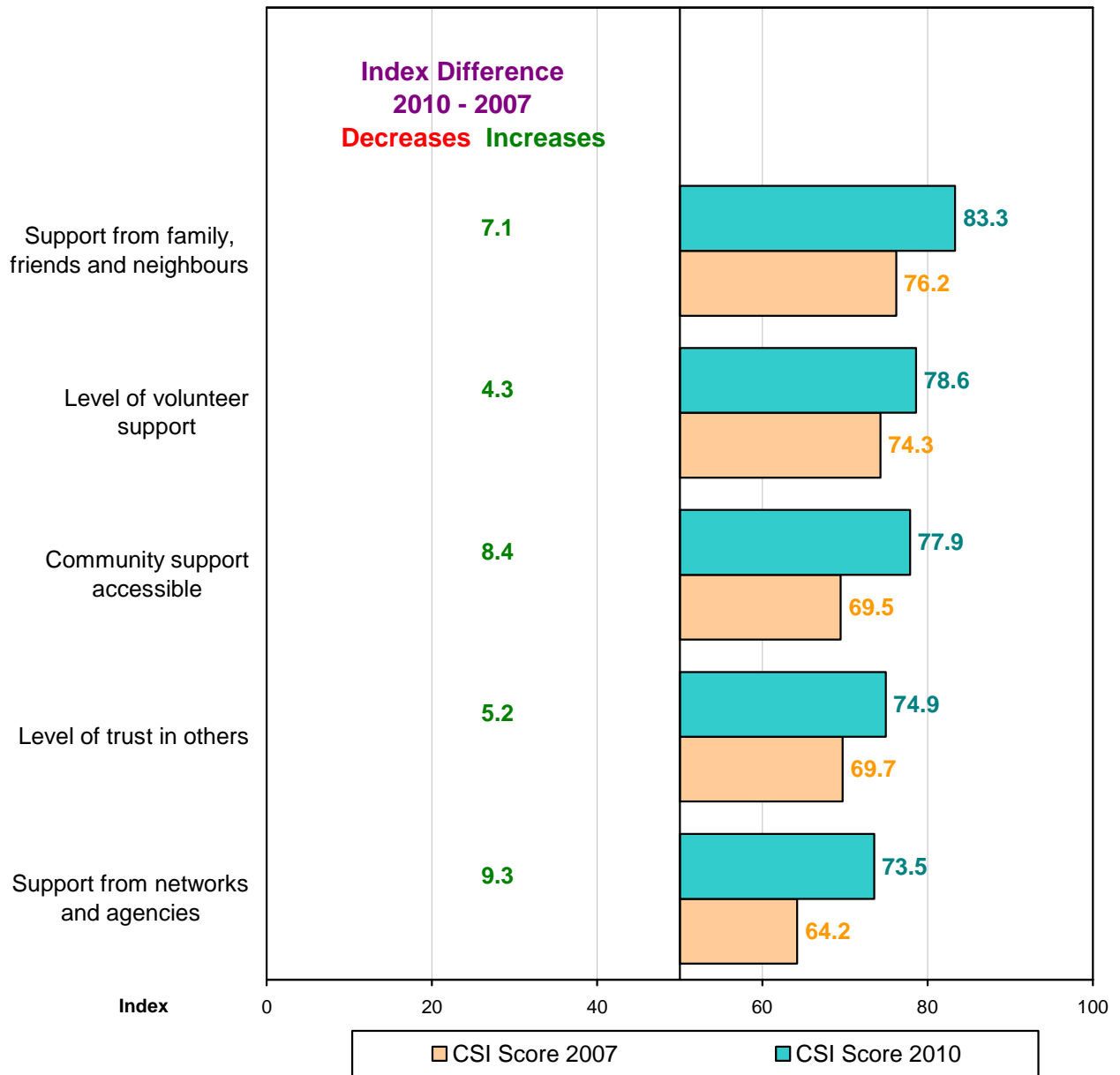


This reflects in the CSI scores which ranges from a CSI score of 83.3 for the 'support within the community from family, friends and neighbours' down to a CSI score of 73.5 for the 'support within the community from networks and agencies'.



Proximity Factors - Comparison to 2007

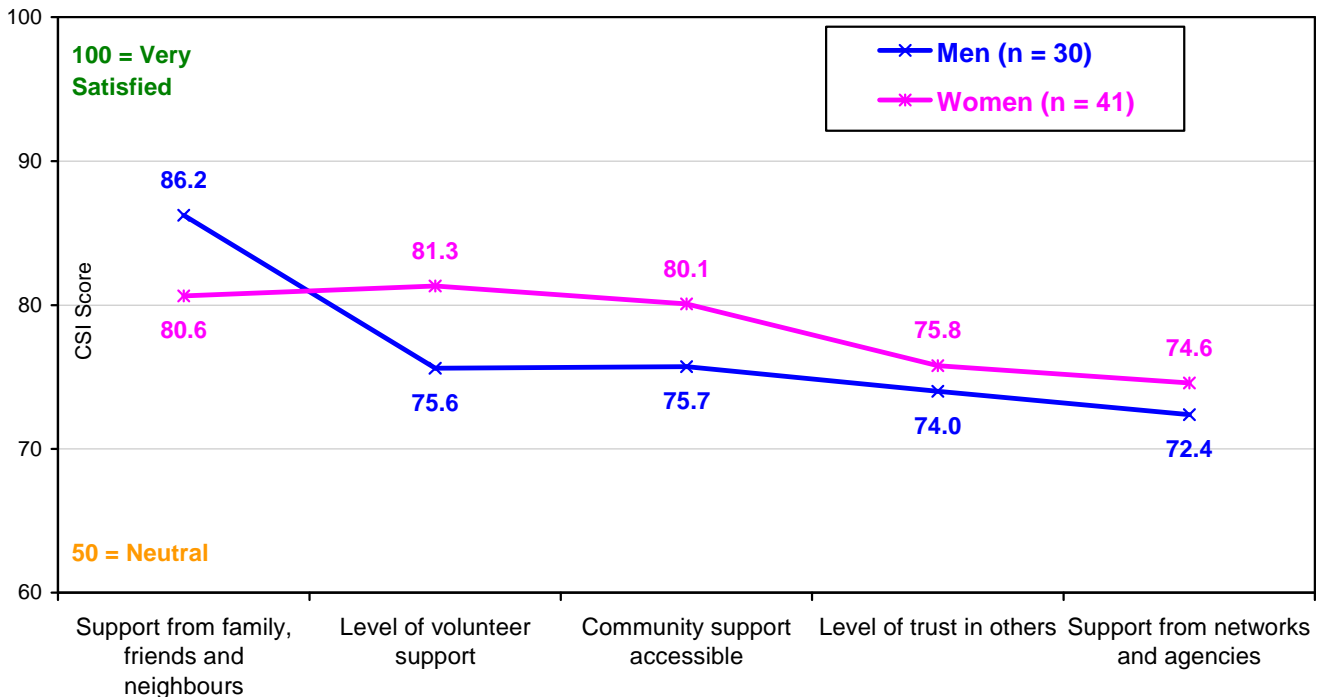
The following chart compares the 2010 results with 2007 for the Proximity factors. There were five increases and no decreases in the Indexes among the Proximity factors. The largest increase was 9 points for the factor the 'support within the community from networks and agencies (e.g. Welfare agencies, Citizens Advice, Drug and Alcohol Advisors etc)' (Index 73.5) followed by an increase of 8.4 points for the 'community support being accessible' (Index 77.9).



Social Factors by Gender

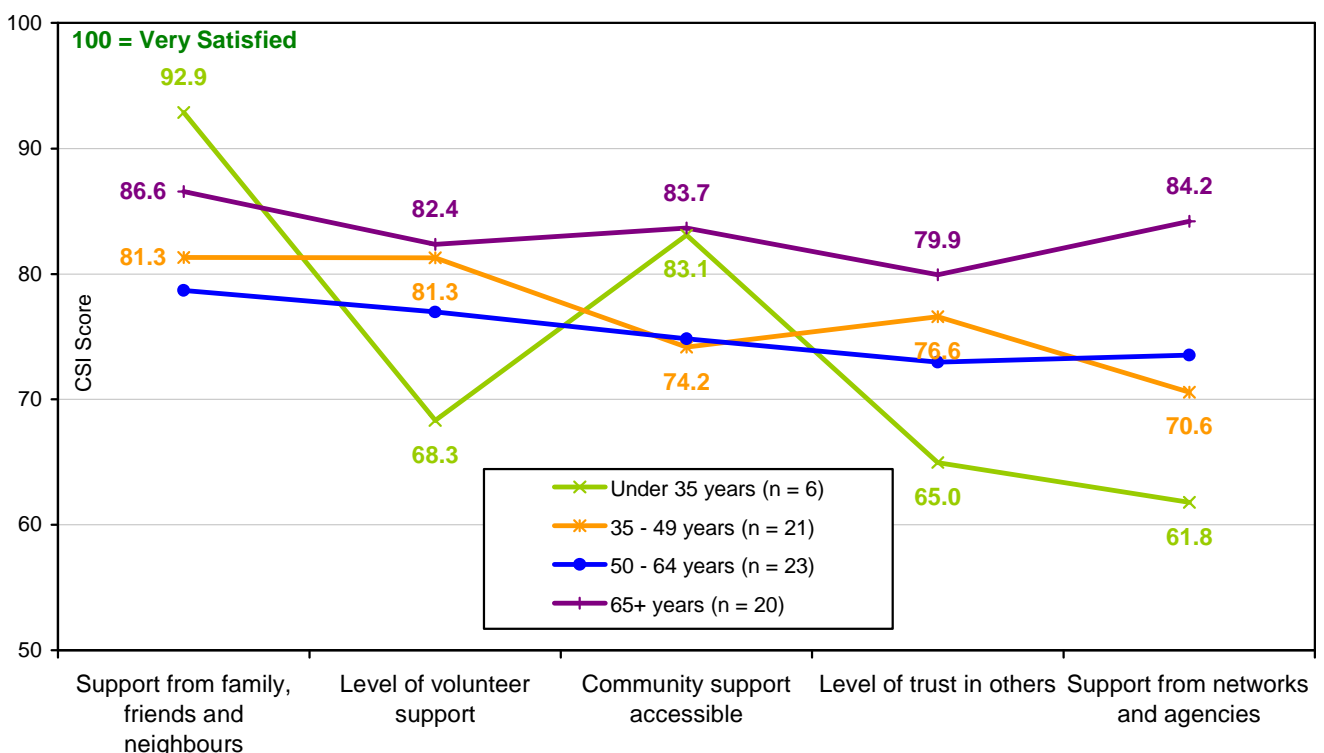
Please note there are small numbers of respondents in many of the subgroups so care is recommended in the interpretation.

There is limited variation in the CSI scores for the Social Factors based on gender but women tend to be more satisfied on most factors.



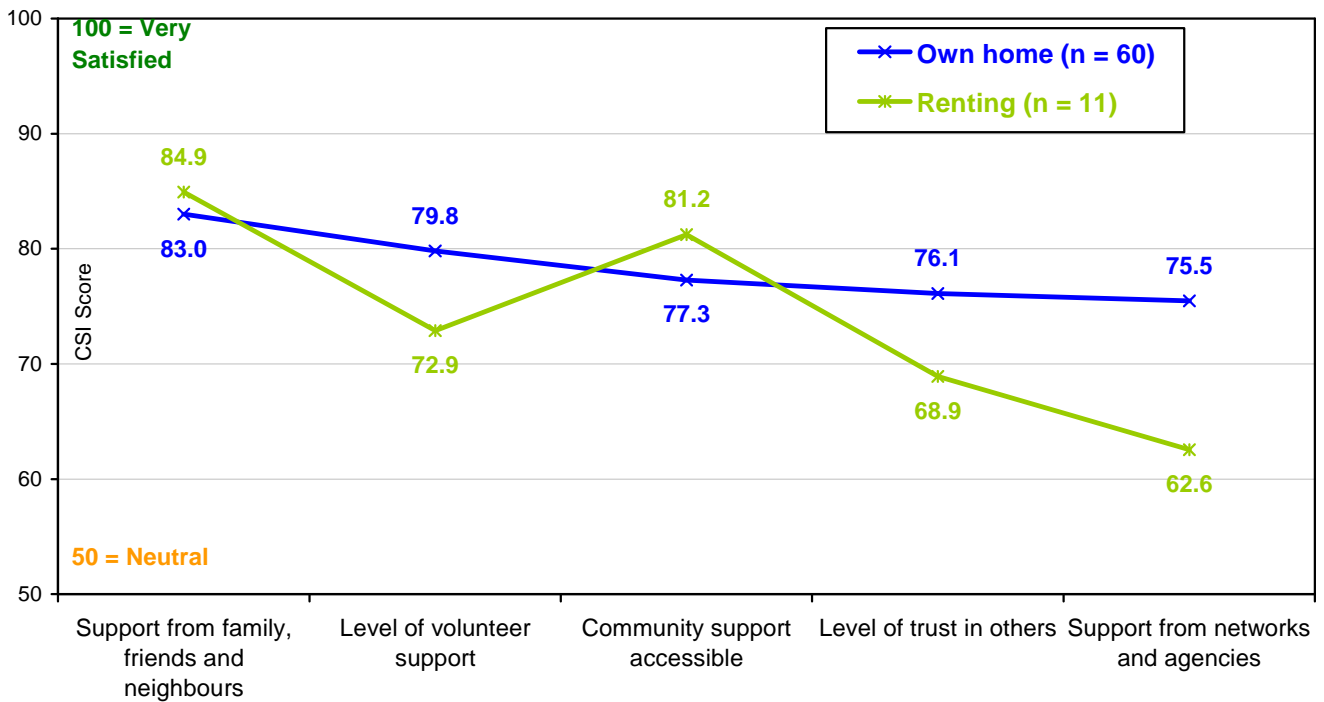
Social Factors by Age Grouping

The CSI scores for the Social Factors vary by age group with those aged 65 plus rating most factors slightly higher than those in the other age brackets.



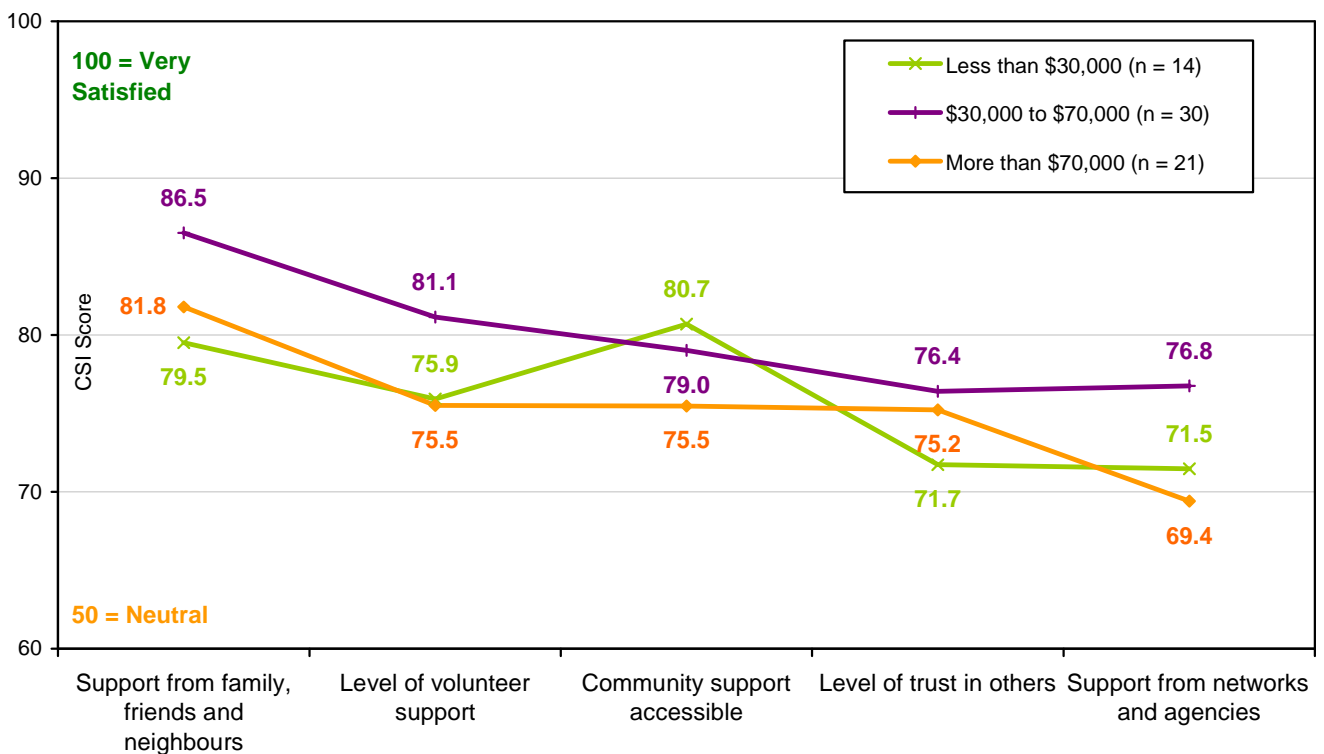
Social Factors by Home Ownership

Those in their own homes are slightly more satisfied than those who are renting or boarding with most of the Social Factors.



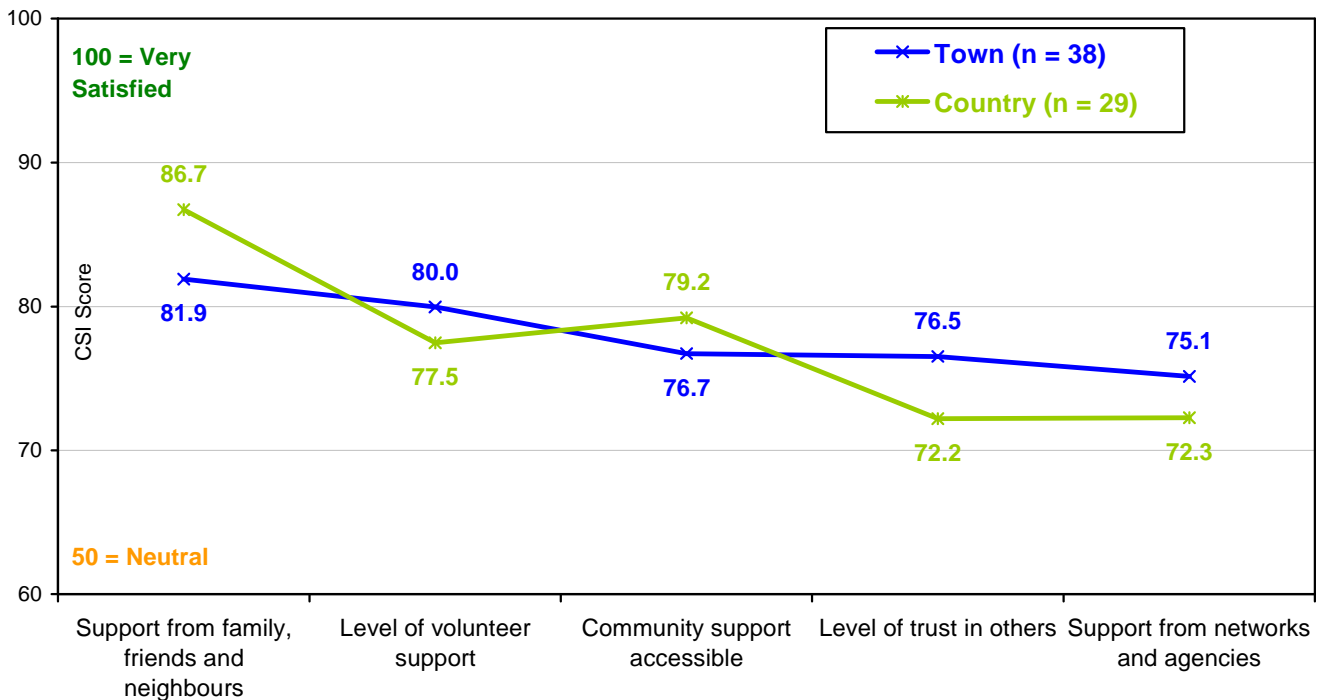
Social Factors by Household Income

There is some variation in the CSI scores for the Quality of Life factors based on household income but there is no pattern so this implies other variables are causing the differences.



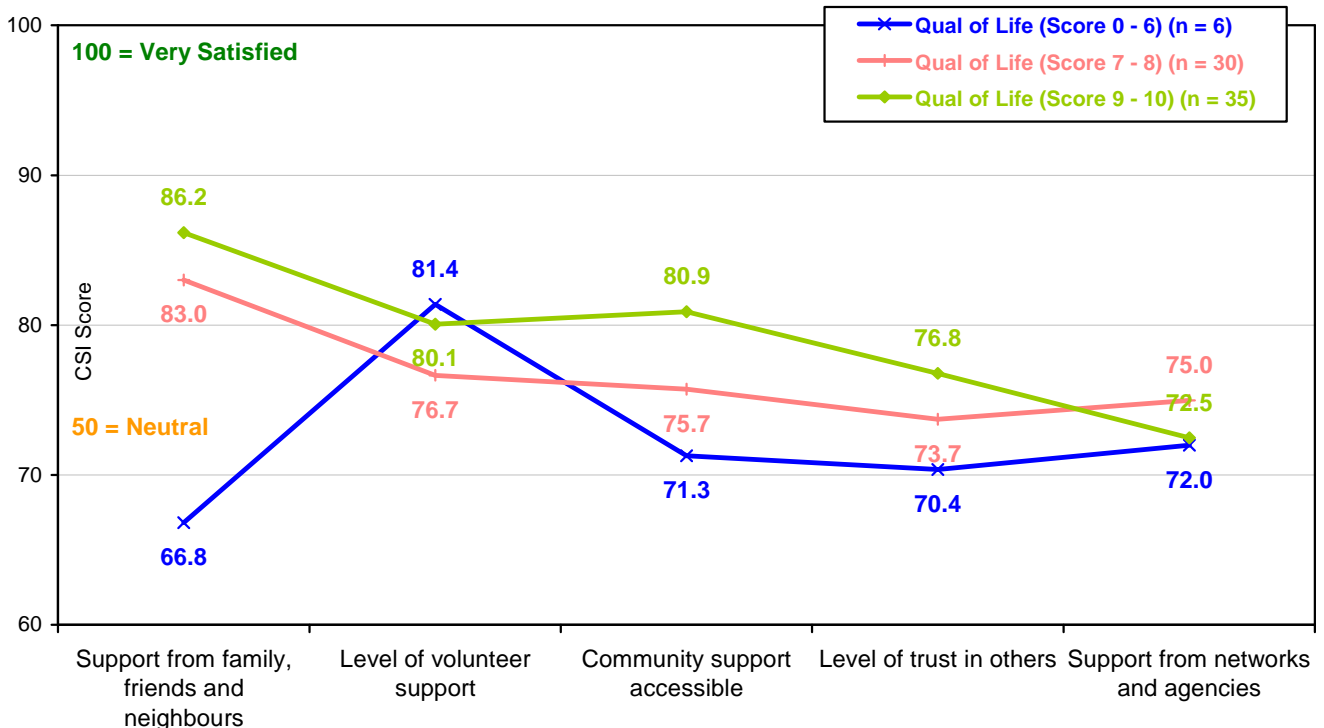
Social Factors by Living in Town versus the Country

There is little difference in the Social Factors between those living in the country and those living in town.



Social Factors by Happiness with Quality of Life

There is much variation on most of the Social Factors based on how happy the respondent is with their Quality of Life. Those who are not happy with their Quality of Life rate all factors except 'the level of volunteer support within your community' much lower than those who are happy.

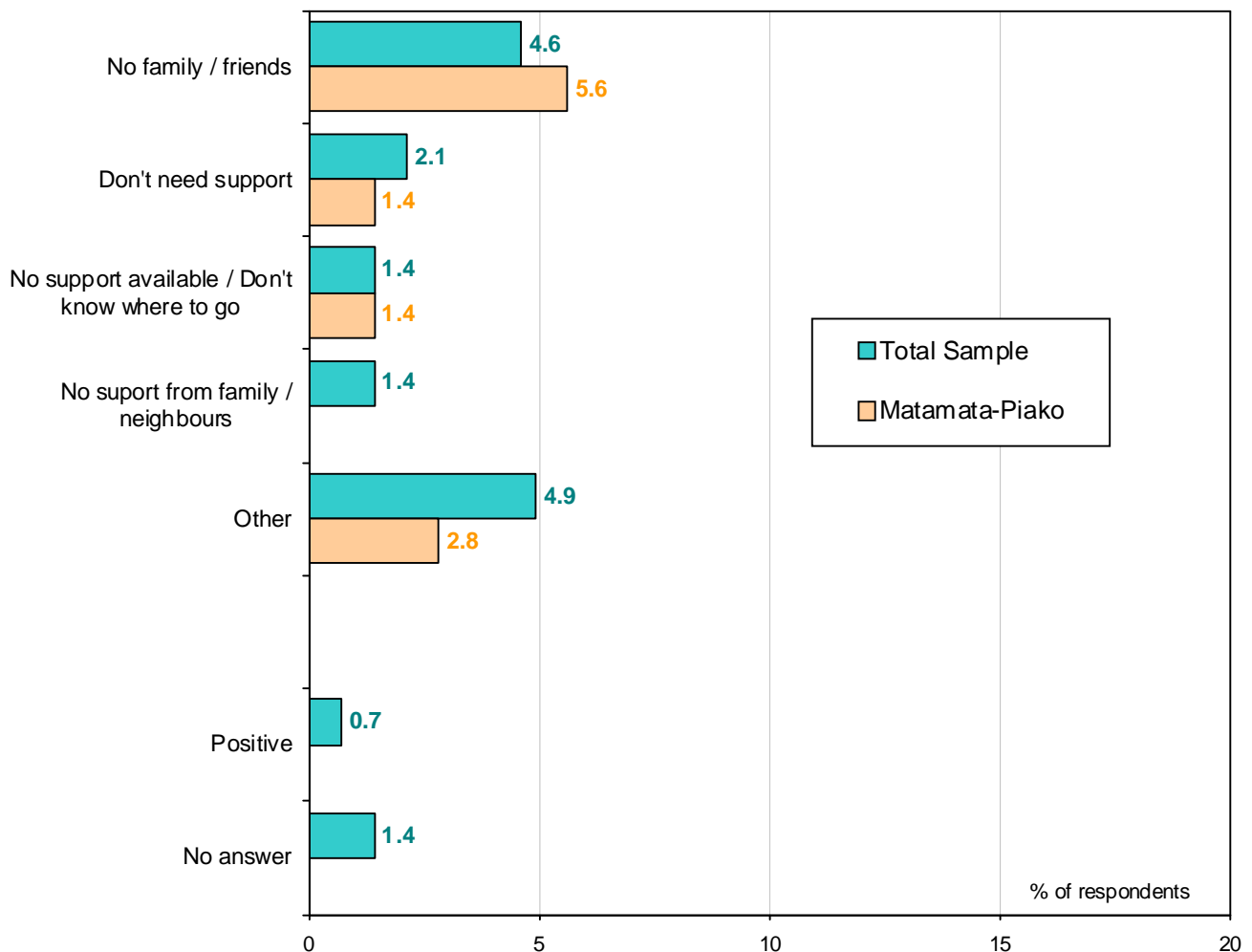


Support within the community from family, friends and neighbours

The respondents were asked ‘The level of community / social support within a community varies from place to place. Using the scale where 0 is very dissatisfied to 10 being very satisfied, how satisfied are you with the support within the community from family, friends and neighbours?’ If any respondent rated this with a score lower than 7 they were then asked ‘Can you tell me why you were not totally satisfied with the support within the community from family, friends and neighbours?’ This question was asked as an open question with the answers grouped together for analysis purposes.

For the Regional sample, 44 respondents (15.4%) were less than satisfied with the support within the community from family, friends and neighbours. These respondents offered a number of explanations for being less than satisfied. The main theme was to do with having no friends or family (mentioned by 4.6% of the sample but 30% of those who are less than satisfied). This was followed by 2% who said they do not need support and 1.4% who mentioned there being no support available or not knowing where to go. A few (0.7%) made positive comments and 1.4% did not answer this question.

Only 7 respondents Matamata – Piako were less than satisfied with the support within the community from family, friends and neighbours. The results for Matamata – Piako are similar to the Regional sample.



Reasons for being less than satisfied

Several respondents (5.6% of the sample) commented that they had no family or friends to give them support and offered comments that included (SS = satisfaction score):⁷

'There just isn't any. Neighbours don't talk' (Matamata-Piako: SS = 3)

'Only moved there in April; haven't made many friends yet, difficult to make friends; no family over here' (Matamata-Piako: SS = 4)

'Don't know, really know any of them ' (Matamata-Piako: SS = 5)

'I don't have any family in the area, and don't have friends living in the area' (Matamata-Piako: SS = 5)

One respondent (1.4% of the sample) felt that they did not need any support:

'Because I haven't used it yet' (Matamata-Piako: SS = 6)

Another respondent commented that it was not readily available or they did not know where to go for support (1.4% of the sample)

'There just isn't any. Neighbours don't talk' (Matamata-Piako: SS = 3)

There was a range of other comments from respondents who gave a less than totally satisfied score for the support they received and these included:

'I don't have a lot of contact with them' (Matamata-Piako: SS = 3)

'So spread out' (Matamata-Piako: SS = 5)

⁷ Please note that when verbatim comments cover more than one point these are reported in total to keep comments in perspective. The comments with multiple themes are repeated under each relevant section.

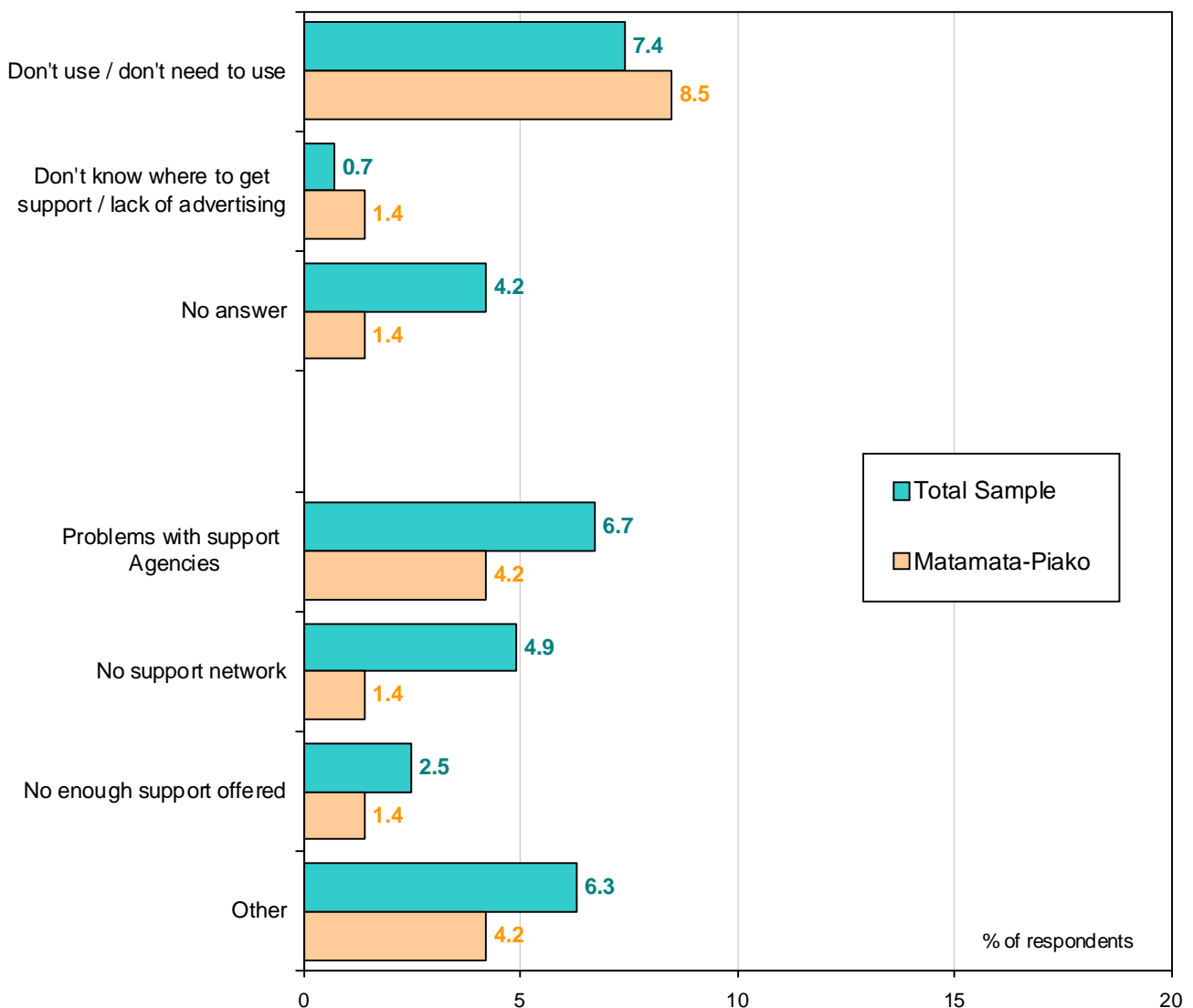
Support within the community from networks and agencies

The respondents were asked ‘The level of community / social support within a community varies from place to place. Using the scale where 0 is very dissatisfied to 10 being very satisfied, how satisfied are you with the Support within the community from networks and agencies (e.g. Welfare agencies, Citizens Advice, Drug and Alcohol Advisors etc?)’ If any respondent rated this with a score lower than 7 they were then asked ‘Can you tell me why you were not totally satisfied with the Support within the community from networks and agencies (e.g. Welfare agencies, Citizens Advice, Drug and Alcohol Advisors etc)?’ This question was asked as an open question with the answers grouped together for analysis purposes.

For the Regional sample, 86 respondents (30.2%) were less than satisfied with the support within the community from networks and agencies. These respondents offered a number of explanations for being less than satisfied. The main theme was to do with there being problems with support agencies (mentioned by 7% of the sample but 22% of those who are less than satisfied). This was followed by those who mentioned no support network (5%) while others did not think enough support was offered (3%).

A number of respondents (7%) said they don’t use or don’t need to use these services while 1% mentioned they don’t know where to get support or a lack of advertising and a number of respondents (4%) did not answer this question. There was a range of other comments.

For Matamata – Piako, 14 respondents (19%) were less than satisfied with the support within the community from networks and agencies. The Matamata – Piako results are similar to the total regional sample although they mentioned no support network (1%) less often.



Reasons for being less than satisfied

A number of respondents commented that they had no need to use the agencies for support, (mentioned by 8.5% of the sample).

'Haven't used any of them so do not know' (Matamata-Piako: SS = 4)

'Because I haven't needed to need them so I have no idea.' (Matamata-Piako: SS = 4)

'Never gone there so don't know what it's like' (Matamata-Piako: SS = 5)

'I do not use those agencies but being in a rural area those who do need these agencies sometimes have to walk. To town it would be about 10 kms and then get bus to Morrinsville. I have known of people who have walked to Morrinsville. Even school buses have been changed and bus companies do not seem to want it to work connecting buses.' (Matamata-Piako: SS = 5)

'Probably because I haven't really used them, so wouldn't really know.' (Matamata-Piako: SS = 6)

'Have not used them.' (Matamata-Piako: SS = 6)

A few respondents had problems or issues with the support agencies (4.2% of the sample). This included the following comments:

'Had to deal with Winz for my daughter and they weren't good and then had to deal with another community support and they were good' (Matamata-Piako: SS = 4)

'Whenever you go and see the welfare agency it seems to take a long time to do anything.' (Matamata-Piako: SS = 4)

'They all seem to be run by local' (Matamata-Piako: SS = 6)

This was followed by a respondent who felt there was no support within the community from networks and agencies (1.4% of the sample):

'Well I guess because we're out of town, so they're a little bit reluctant to come out into rural areas' (Matamata-Piako: SS = 5)

One respondent (1.4% of the sample) felt there was not enough support offered:

'Not enough of them' (Matamata-Piako: SS = 5)

Again, one respondent (1.4% of the sample) felt that the agencies were not advertised well enough or they were not sure where to go for support and offered comments that included:

'Sometimes those services are not well advertised locally' (Matamata-Piako: SS = 6)

This was followed by a range of comments from respondents who gave other reasons for giving a less than totally satisfied score with the amount of support given through agencies. This included comments like:

'Had to deal with Winz for my daughter and they weren't good and then had to deal with another community support and they were good' (Matamata-Piako: SS = 4)

'It's hard to tell, I suppose people don't know if you need help' (Matamata-Piako: SS = 5)

'I do not use those agencies but being in a rural area those who do need these agencies sometimes have to walk. To town it would be about 10 kms and then get bus to Morrinsville. I have known of people who have walked to Morrinsville. Even school buses have been changed and bus companies do not seem to want it to work connecting buses.' (Matamata-Piako: SS = 5)

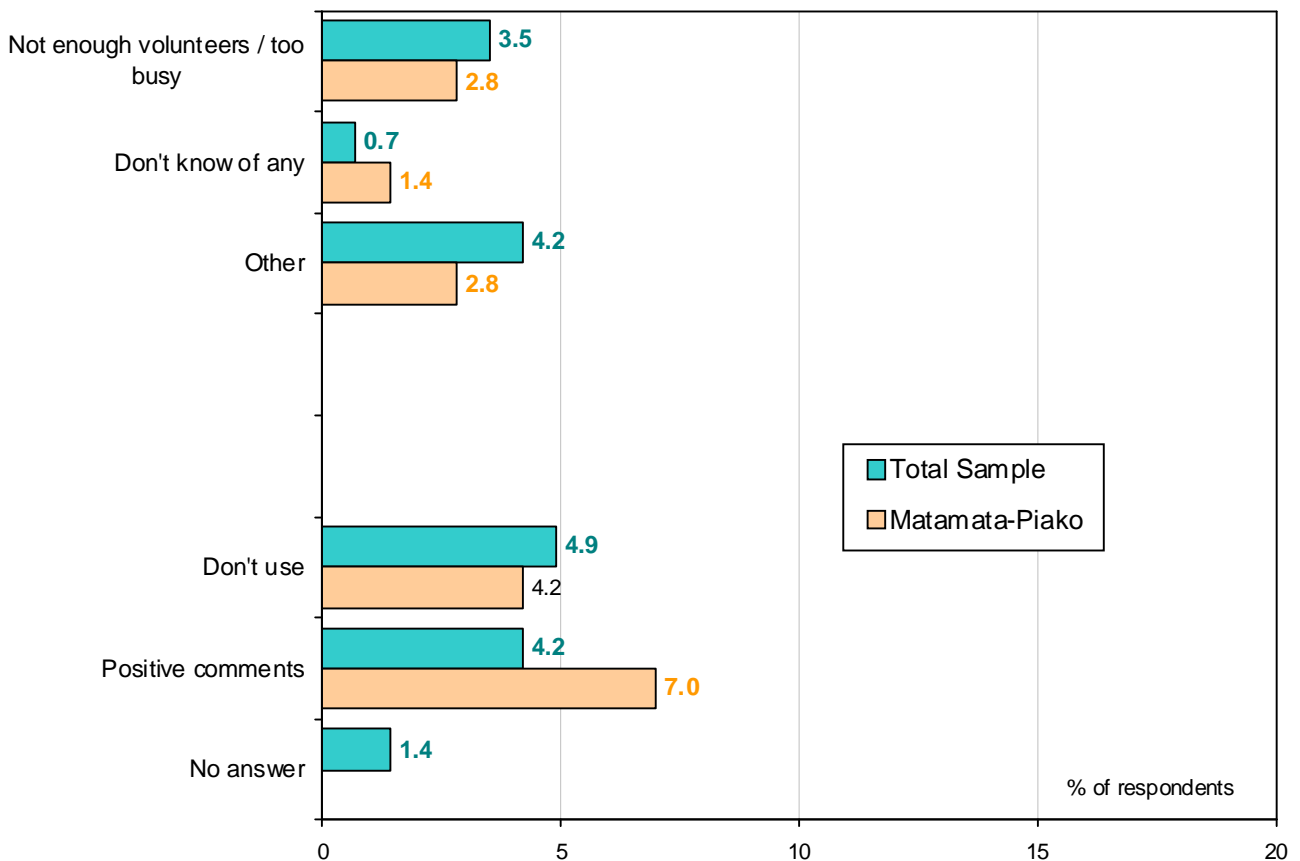
The level of volunteer support within your community

The respondents were asked ‘The level of community / social support within a community varies from place to place. Using the scale where 0 is very dissatisfied to 10 being very satisfied, how satisfied are you with the level of volunteer support within your community?’ If any respondent rated this with a score lower than 7 they were then asked ‘Can you tell me why you were not totally satisfied with the level of volunteer support within your community?’ This question was asked as an open question with the answers grouped together for analysis purposes.

For the Regional sample, 25 respondents (17.4%) were less than satisfied with the level of volunteer support within their community. These respondents offered a number of explanations for being less than satisfied. The main theme was to do with there not being enough volunteers or the fact that they are too busy (mentioned by 4% of the sample but 20% of those who are less than satisfied). A few (1%) mentioned they did not know of any volunteers. There was a range of other comments.

A number of respondents mentioned they did not use these services (5%) or made positive comments (4%) and did not answer this question (1%).

Only 12 respondents (18%) from Matamata – Piako were less than satisfied with the level of volunteer support within their community. The results from Matamata – Piako are similar to the regional sample.



Why not totally satisfied with amount of volunteers in community

Several respondents commented that they did not use the services (4.2% of the sample) with these comments: ⁸ (SS = satisfaction score):

'Never gone there so don't know what it's like' (Matamata-Piako: SS = 5)

'Because I haven't used it yet' (Matamata-Piako: SS = 6)

'I have not accessed volunteer support so I can't really give an opinion' (Matamata-Piako: SS = 6)

Two respondents felt that there were not enough volunteers (2.8% of the sample). These respondents comments included:

'Well I just know that the ambulance, they always need volunteers.' (Matamata-Piako: SS = 4)

'It's only the oldies that do it these days; we need more of that' (Matamata-Piako: SS = 5)

This was followed by 1.4% of the subgroup who didn't know of any voluntary support in the community. This included:

'Haven't seen any.' (Matamata-Piako: SS = 4)

A number of respondents had other reasons for being less than totally satisfied with the voluntary support in the community, (mentioned by 2.8% of the sample).

'Helping the elderly who need care or people who need transport, to go shopping like buses.' (Matamata-Piako: SS = 5)

'I suppose you don't really see that much of it happening, but we have kids down at the primary and lots of volunteer work happens there' (Matamata-Piako: SS = 6)

Five respondents (7.0% of the sample) made positive comments about the level of volunteer support within their community.

'The volunteer support is quite good, most of time' (Matamata-Piako: SS = 5)

'I suppose you don't really see that much of it happening, but we have kids down at the primary and lots of volunteer work happens there' (Matamata-Piako: SS = 6)

'Seems to be pretty good.' (Matamata-Piako: SS = 6)

'That's ok' (Matamata-Piako: SS = 6)

'There is a lot of volunteers but I am not involved' (Matamata-Piako: SS = 6)

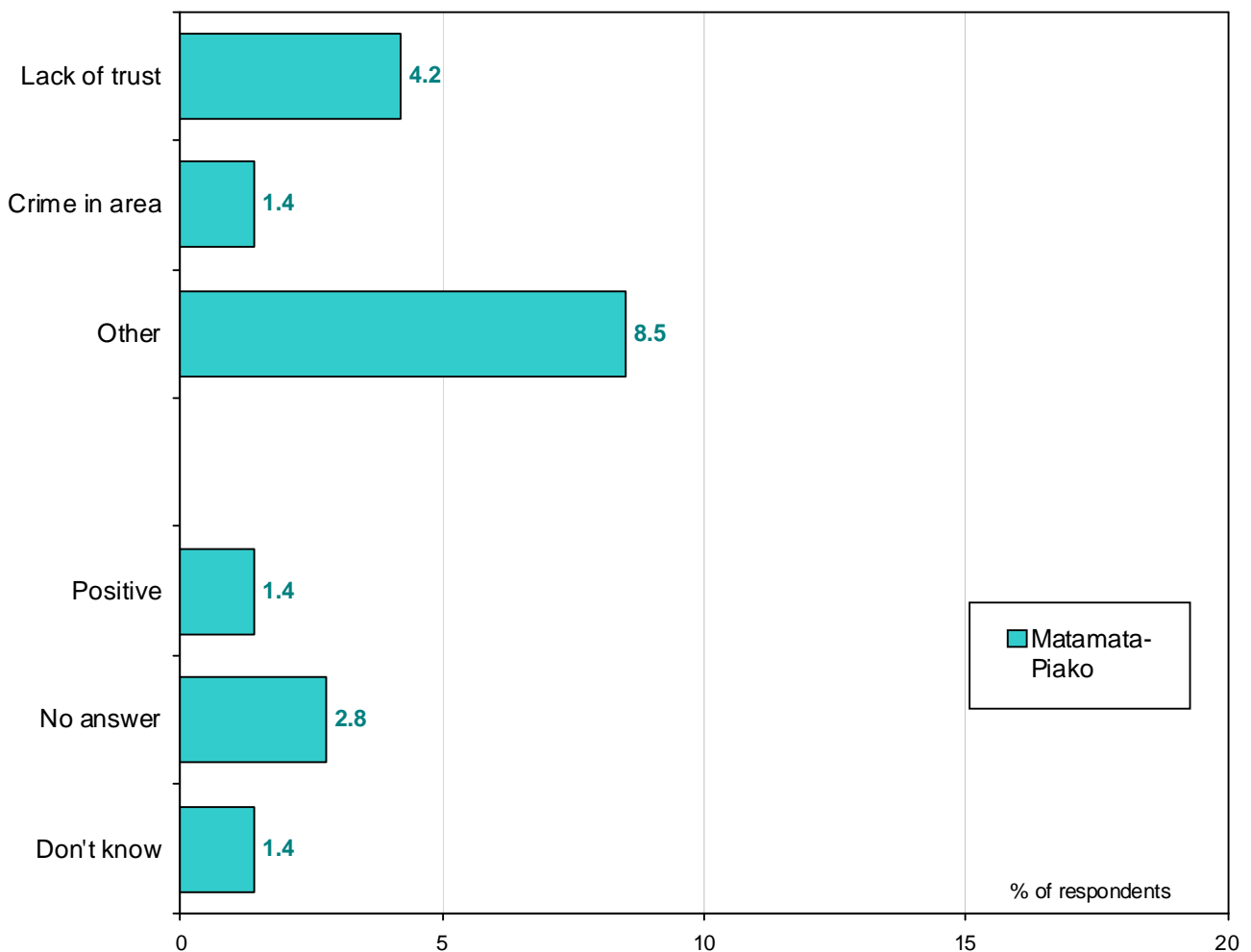
⁸ Please note that when verbatim comments cover more than one point these are reported in total to keep comments in perspective. The comments with multiple themes are repeated under each relevant section.

Your level of trust in others in your community

The respondents were asked ‘The level of community / social support within a community varies from place to place. Using the scale where 0 is very dissatisfied to 10 being very satisfied, how satisfied are you with your level of trust in others in your community?’ If any respondent rated this with a score lower than 7 they were then asked ‘Can you tell me why you were not totally satisfied with your level of trust in others in your community?’ This question was asked as an open question with the answers grouped together for analysis purposes.

In total, 14 respondents (19.7%) were less than satisfied with their level of trust in others in their community. These respondents offered a number of explanations for being less than satisfied. The main theme was to do with lack of trust (mentioned by 4% of the sample but 21% of those who are less than satisfied). The other main theme was crime in the area (1%). There was also a range of other comments.

A few made positive comments (1%) while others did not know why they were less than satisfied (1%) or did not answer this question (3%).



Reasons for being less than totally satisfied with level of trust in others in the community

Some respondents made general comments about not trusting people in the community (4.2% or 21% of the subgroup). These respondents comments included:⁹ (SS = satisfaction score):

'They promise things and never do it such as Council member and don't listen to what people want.' (Matamata-Piako: SS = 1)

'I think today that people are more shallow than what they used to be' (Matamata-Piako: SS = 5)

'I think that there are too many people who think they know your business and breach confidentiality' (Matamata-Piako: SS = 6)

This was followed by (1.4% or 7% of the subgroup) who mentioned the level of crime in their area. They commented:

'Just been robbed.' (Matamata-Piako: SS = 4)

One respondent made a positive comment although their score had been less than satisfied with the level of trust in the community.

'It's quite good, if someone gets burgled in the community everyone looks out for them, just in our little community of Walton' (Matamata-Piako: SS = 6)

A number made other comments as to why their scores showed they were less than satisfied with the level of trust in the community:

'Reliability of the community.' (Matamata-Piako: SS = 5)

'What I do is harness racing, anyone outside circle is alright, but other competitors are not friendly' (Matamata-Piako: SS = 5)

'Because I haven't used it yet' (Matamata-Piako: SS = 6)

'Cause I am new ' (Matamata-Piako: SS = 6)

'Don't know them all ' (Matamata-Piako: SS = 6)

'Haven't had any experience about that. ' (Matamata-Piako: SS = 6)

One respondent didn't know why they were not totally satisfied with the level of trust in the community and two others did not answer

'Never gone there so don't know what it's like' (Matamata-Piako: SS = 5)

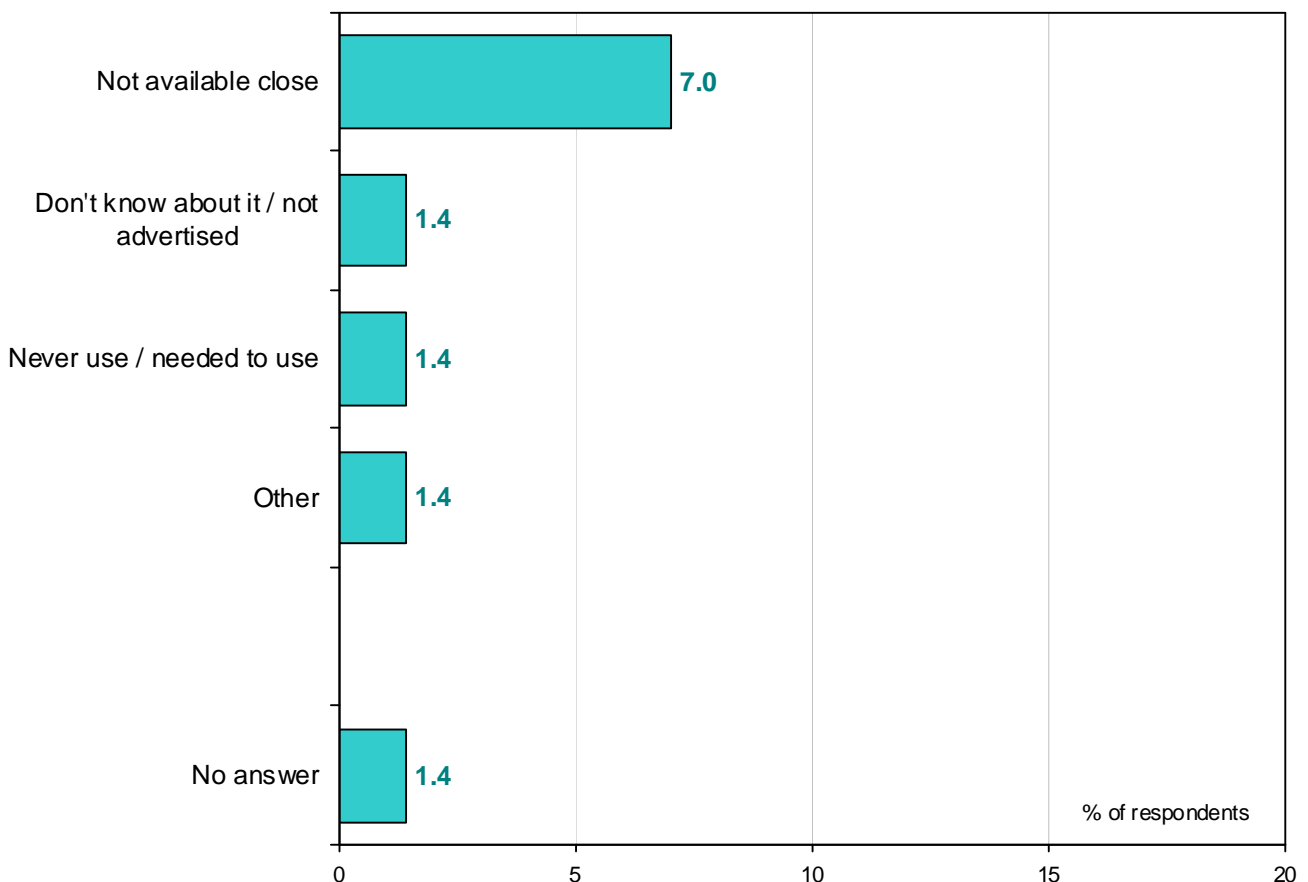
⁹ Please note that when verbatim comments cover more than one point these are reported in total to keep comments in perspective. The comments with multiple themes are repeated under each relevant section.

Community support being accessible: Reasons for feeling this way

The respondents were asked ‘The level of community / social support within a community varies from place to place. Using the scale where 0 is very dissatisfied to 10 being very satisfied, how satisfied are you with Community support being accessible?’ If any respondent rated this with a score lower than 7 they were then asked ‘Can you tell me why you were not totally satisfied with Community support being accessible?’ This question was asked as an open question with the answers grouped together for analysis purposes.

In total, 9 respondents from Matamata-Piako (12.7%) were less than satisfied with Community support being accessible. These respondents offered a number of explanations for being less than satisfied. The main theme was because it was not available close to the respondent (mentioned by 7% of the sample but 56% of those who are less than satisfied). A few other respondents did not know about it (1%) or mentioned they never need to use these services (1%)

There was also a range of other comments and 1% did not answer this question.



Reason for not being totally satisfied

The majority of respondents who were less than satisfied with the community support being accessible felt that there was none available close to them (7.0% or 56% of subgroup). This included comments like:¹⁰ (SS = satisfaction score):

*'I think that in a small community like ours,
there is not many facilities available' (Matamata-Piako: SS = 3)*

'It's just a small town, limited support.' (Matamata-Piako: SS = 5)

'So spread out, can't get to it' (Matamata-Piako: SS = 5)

*'Because I think you have to go out of town to get some things such as specialists, medical facilities,
support groups.' (Matamata-Piako: SS = 6)*

'Very little community support here anyway. It's not a big town' (Matamata-Piako: SS = 6)

One respondent did not know about the community support available or felt it was not advertised very well (1.4% or 11% of subgroup). This comment is as follows:

*'Not always readily advertised as to where it is available and whether it is available or not.'
(Matamata-Piako: SS = 5)*

One respondent felt they didn't need to use it, (mentioned by 1.4% or 11% of subgroup).

'Never gone there so don't know what it's like' (Matamata-Piako: SS = 5)

One other reason for not being totally satisfied with the accessibility of support in their area was mentioned with this comment:

'They could do better, some things are okay' (Matamata-Piako: SS = 5)

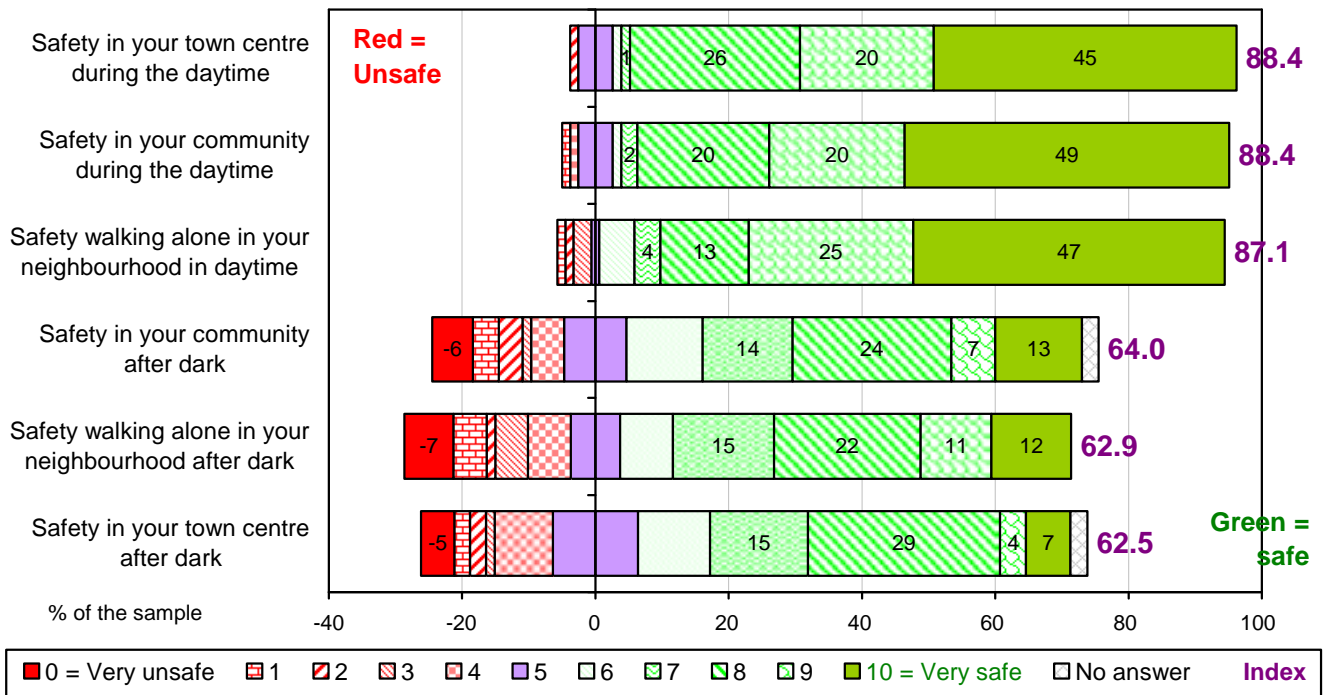
One respondent did not answer this question.

¹⁰ Please note that when verbatim comments cover more than one point these are reported in total to keep comments in perspective. The comments with multiple themes are repeated under each relevant section.

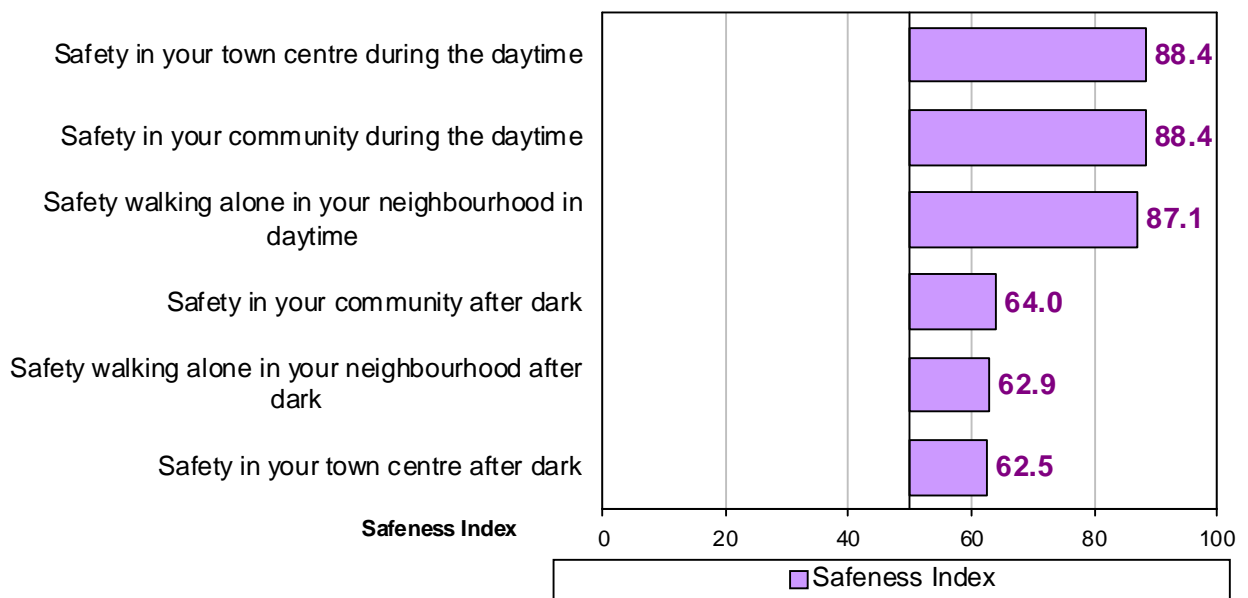
Safety Factors

The respondents were asked 'Thinking now about issues of crime and safety, and using a scale where 0 = very unsafe and 10 = very safe; please tell me how safe or unsafe you would feel in the following situations'.

The majority of respondents (93% - 94%) felt safe (Scores 6 – 10) with the three daytime factors and no respondents felt unsafe (Scores 0 – 4). Conversely, two thirds of the sample (65%) felt safe (Scores 6 – 10) with the factor 'Safety in your town centre after dark' and 20% felt unsafe (Scores 0 – 4).

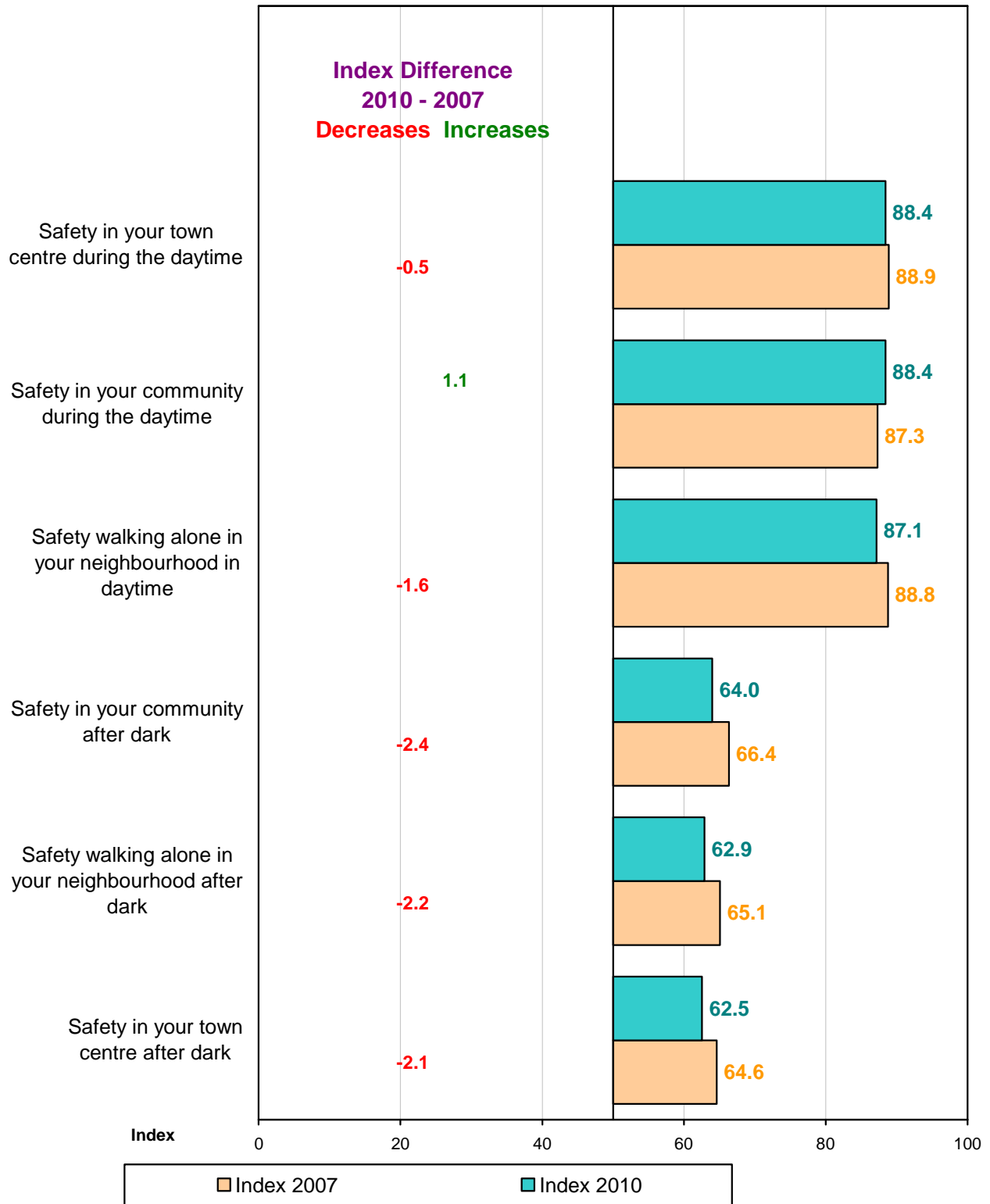


This reflects in the Safeness Index which is 88.4 for the 'Safety in your town centre during the daytime' and 88.4 for the 'Safety in your community during the daytime' versus 62.5 for the 'Safety in your town centre after dark'. The lower Index for the factors related to after dark implies that the safety after dark is more of an issue for respondents.



Safety Factors - Comparison to 2007

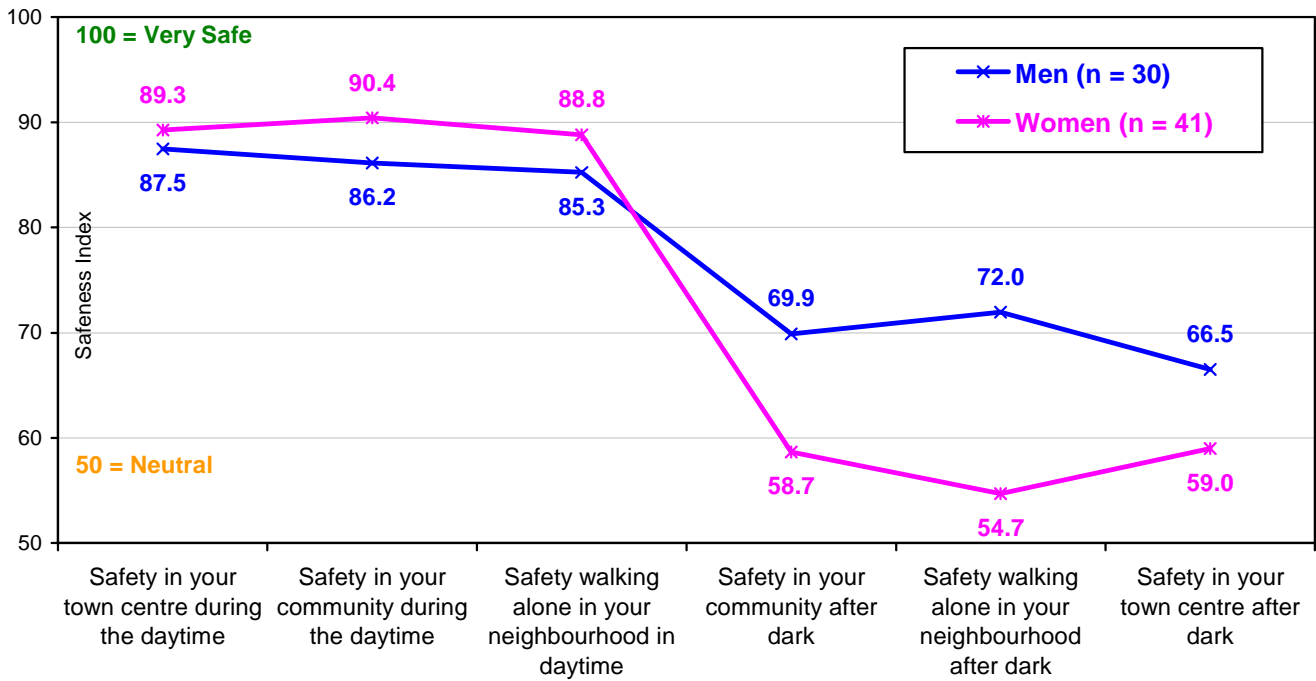
The following chart compares the 2010 results with 2007 for the Safety factors. There was 1 increase and 5 decreases in the Indexes among the Safety factors. The increase was of 1.1 points for the factor 'safety in your community during the daytime' (Index 88.4) while the largest decrease was 2.4 points for the factor 'safety in your community after dark' (Index 64.0).



Safety Factors by Gender

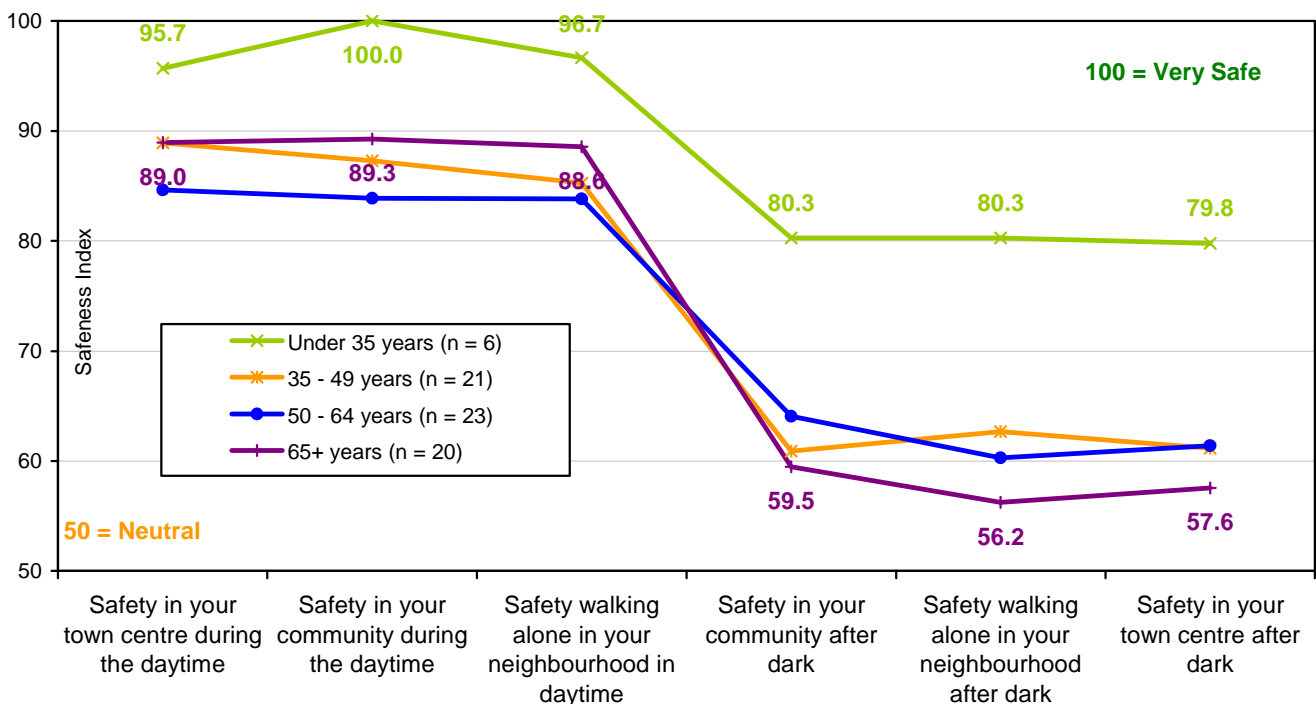
Please note there are small numbers of respondents in many of the subgroups so care is recommended in the interpretation.

There is some variation in the Safety factors based on gender. Women feel as safe as men do during the day but less safe after dark. The largest difference is 17 points for the factor 'Safety walking alone in your local neighbourhood after dark'.



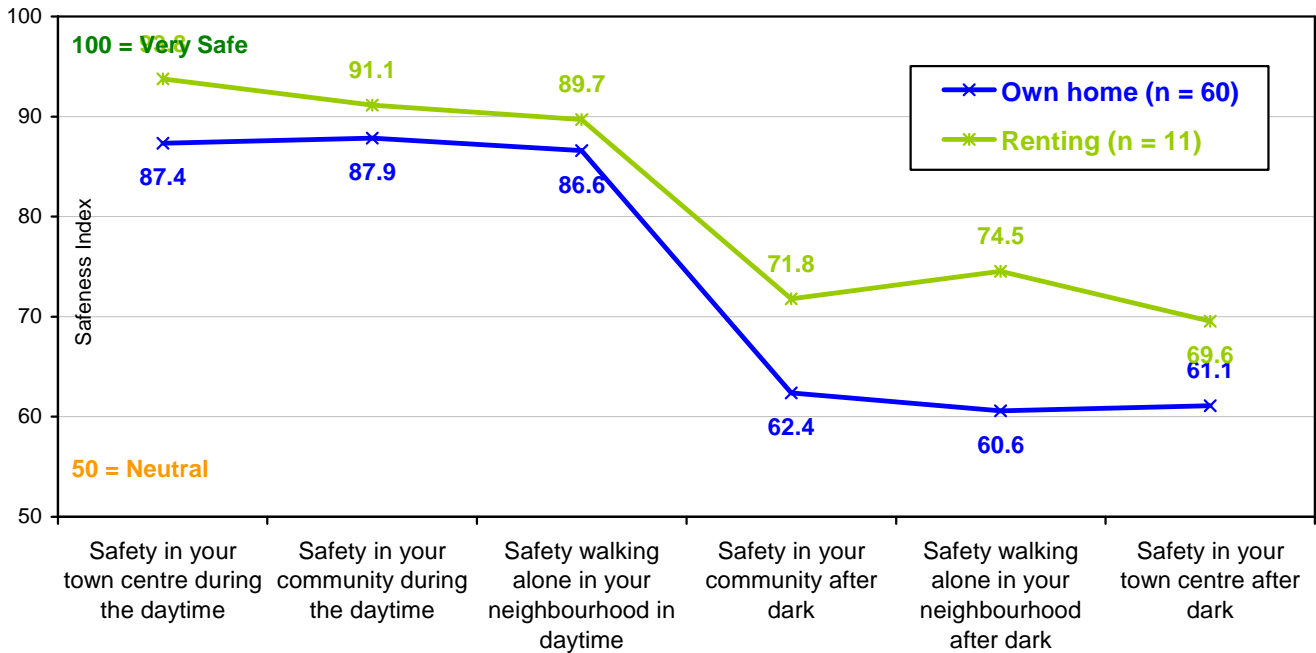
Safety Factors by Age Grouping

There is some difference in the level of safety for most of the age brackets but it appears that the few under 35 year olds feel safer and the over 65's the least safe in the measured areas after dark.



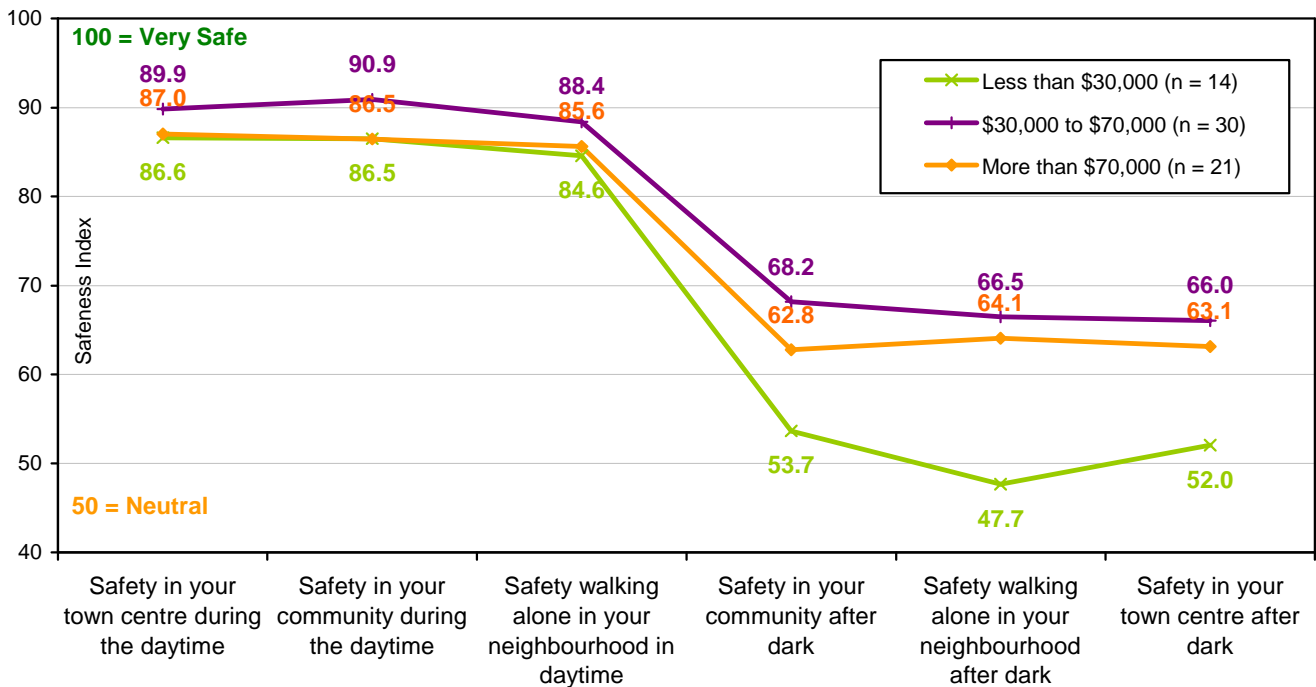
Safety Factors by Home Ownership

There is some variation in feeling of safety based on home ownership versus renting. Those in their own home feel as safe as those renting during the day but less safe after dark. The largest difference is 14 points for the factor ‘Safety walking alone in your local neighbourhood after dark’.



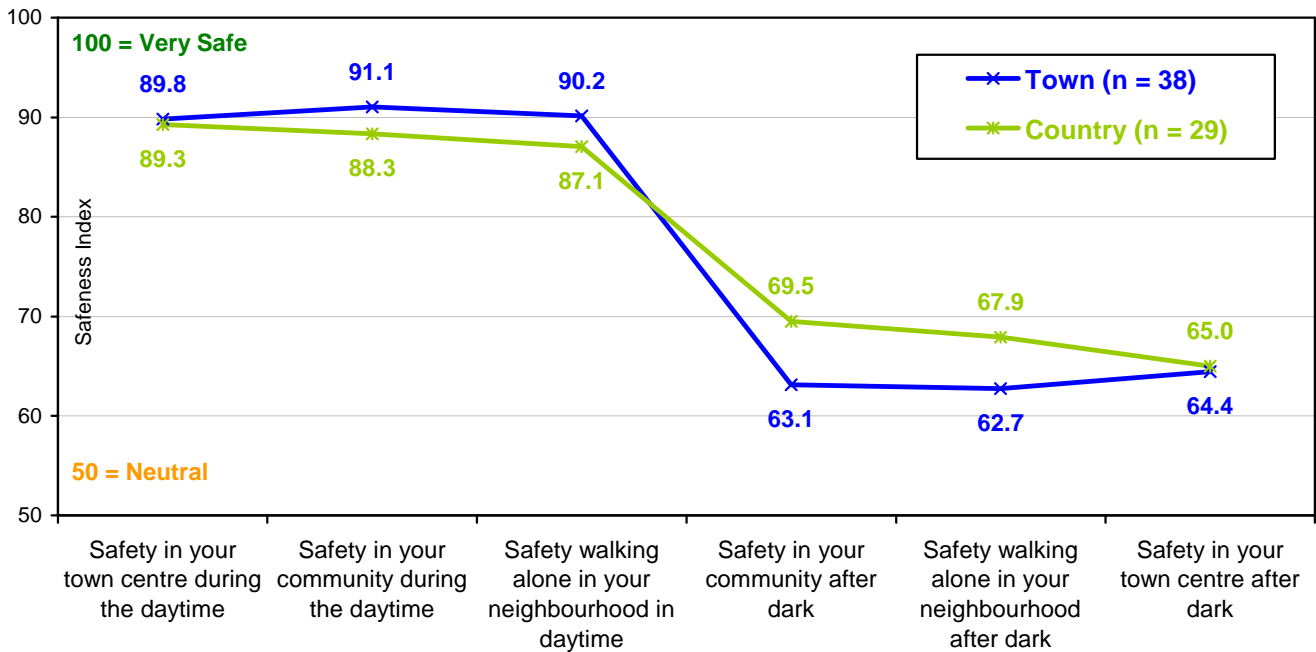
Safety Factors by Household Income

Those from the lower household income bracket tend to feel the least safe with all of the safety factors after dark but this reflects the fact there are more over 65 year olds in this income bracket.



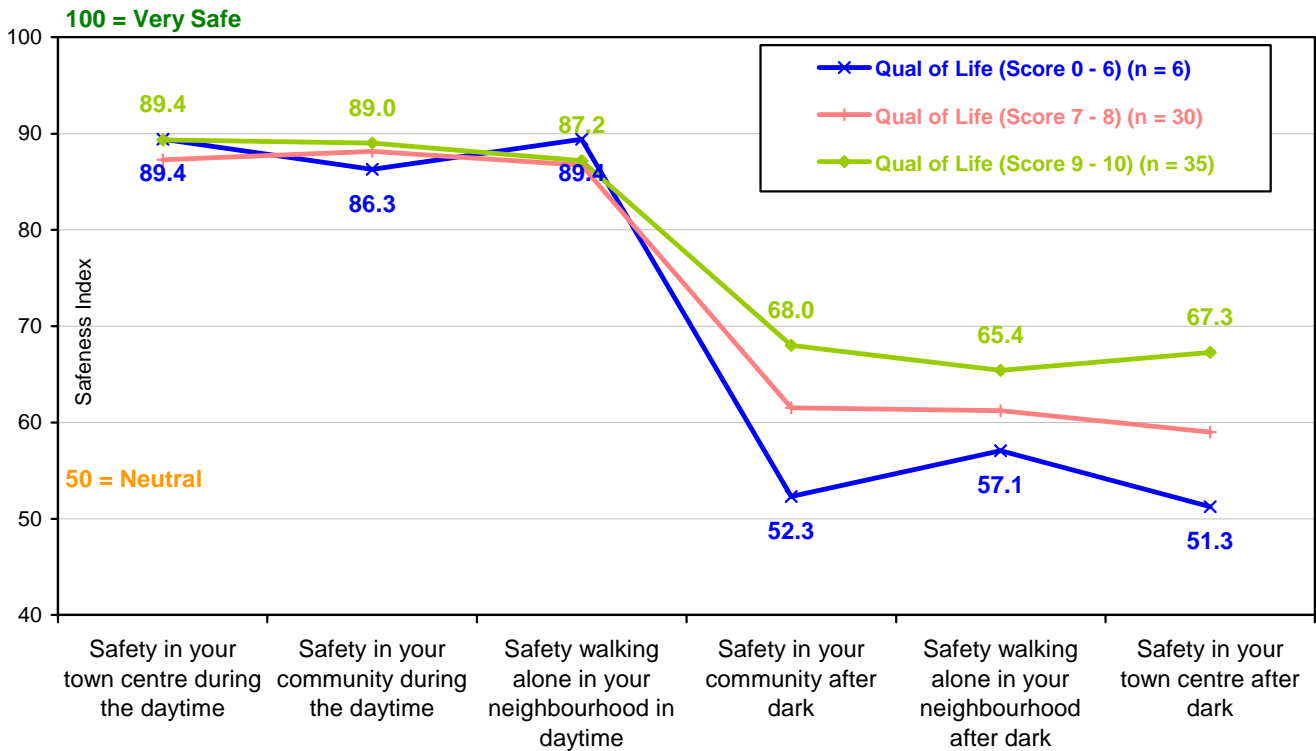
Safety Factors by Living in Town versus the Country

There is little difference in the feeling of safety based on living in town or living in the country.



Safety Factors by Happiness with Quality of Life

There is some variation in the rating for the Safety factors based on the respondents’ satisfaction with their overall Quality of Life. Those who are not happy with their overall Quality of Life rate all of the safety factors after dark lower than those who are very happy with their overall Quality of Life.



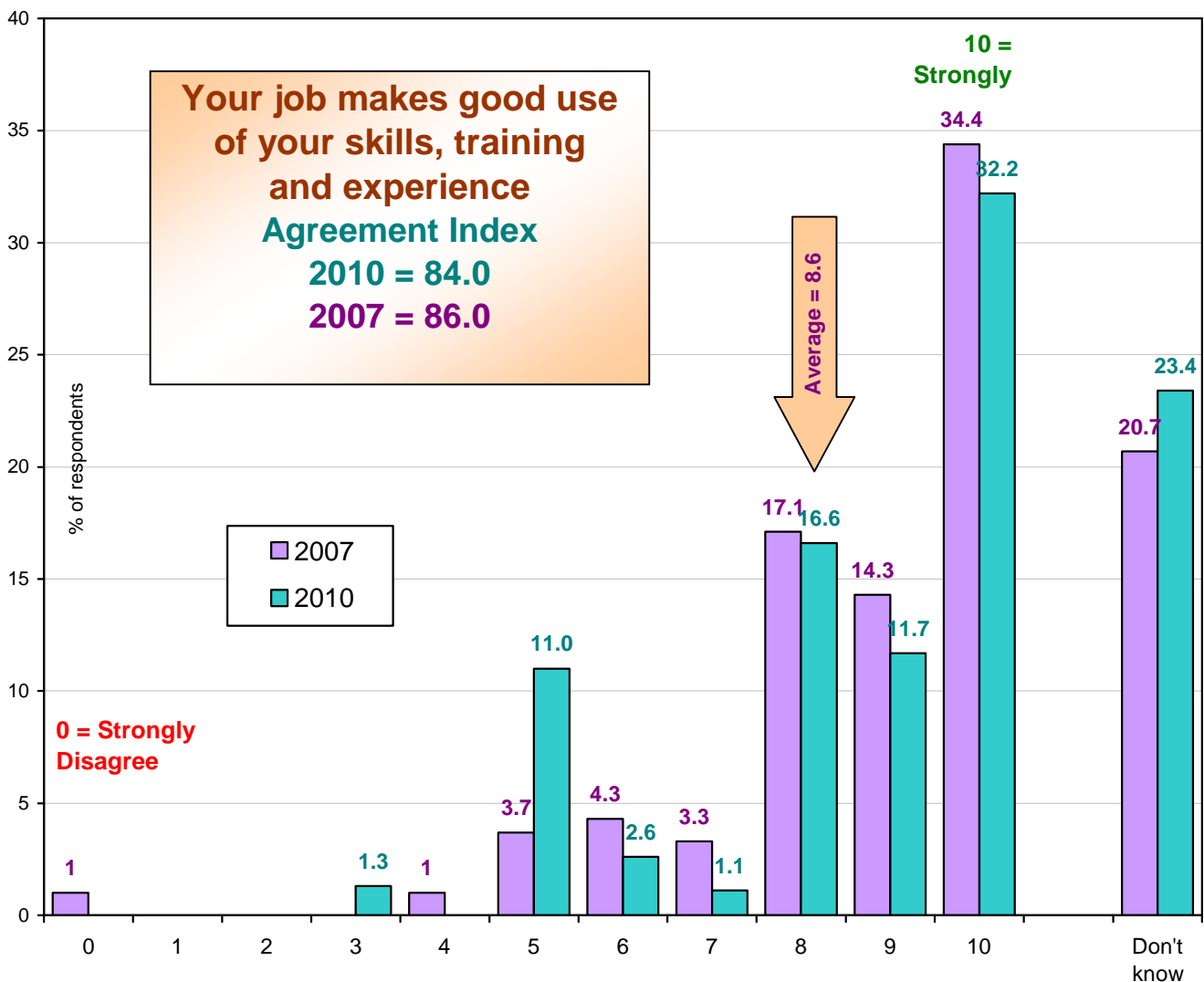
Work Opportunities

The respondents were asked 'Using the scale where 0 = strongly disagree and 10 = strongly agree, how strongly do you agree or disagree with your job makes good use of your skills, training and experience?'

A quarter of the respondents (23%) did not answer this question, presumably because they were not working. Two thirds of the respondents (64%) agreed with the statement 'Your job makes good use of your skills, training and experience' (scores of 6 – 10). A third of the respondents (32%) strongly agreed (Score of 10) while 12% rated this with a score of 9. The mode (most frequent value) is a score of 10.

A ninth of the sample (11%) neither agreed nor disagreed with the statement 'Your job makes good use of your skills, training and experience' (Score 5). Only a couple of respondents (1%) disagreed with the statement 'Your job makes good use of your skills, training and experience' (Scores 0 – 4).

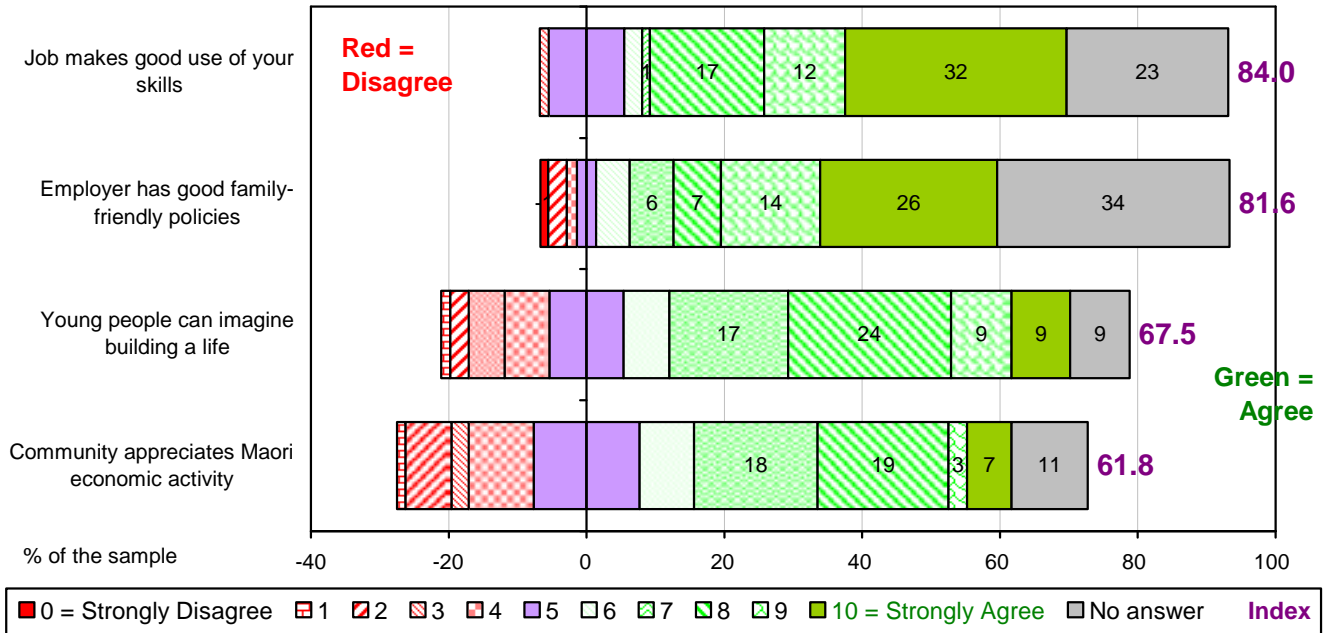
The Agreement Index (AI score)¹¹, (a weighted score across the Agreement scale) for 'Your job makes good use of your skills, training and experience' was 84.0. This is a decrease of 2.0 points from 2007 but this still implies most respondents feel their jobs are making good use of their skills, training and experience.



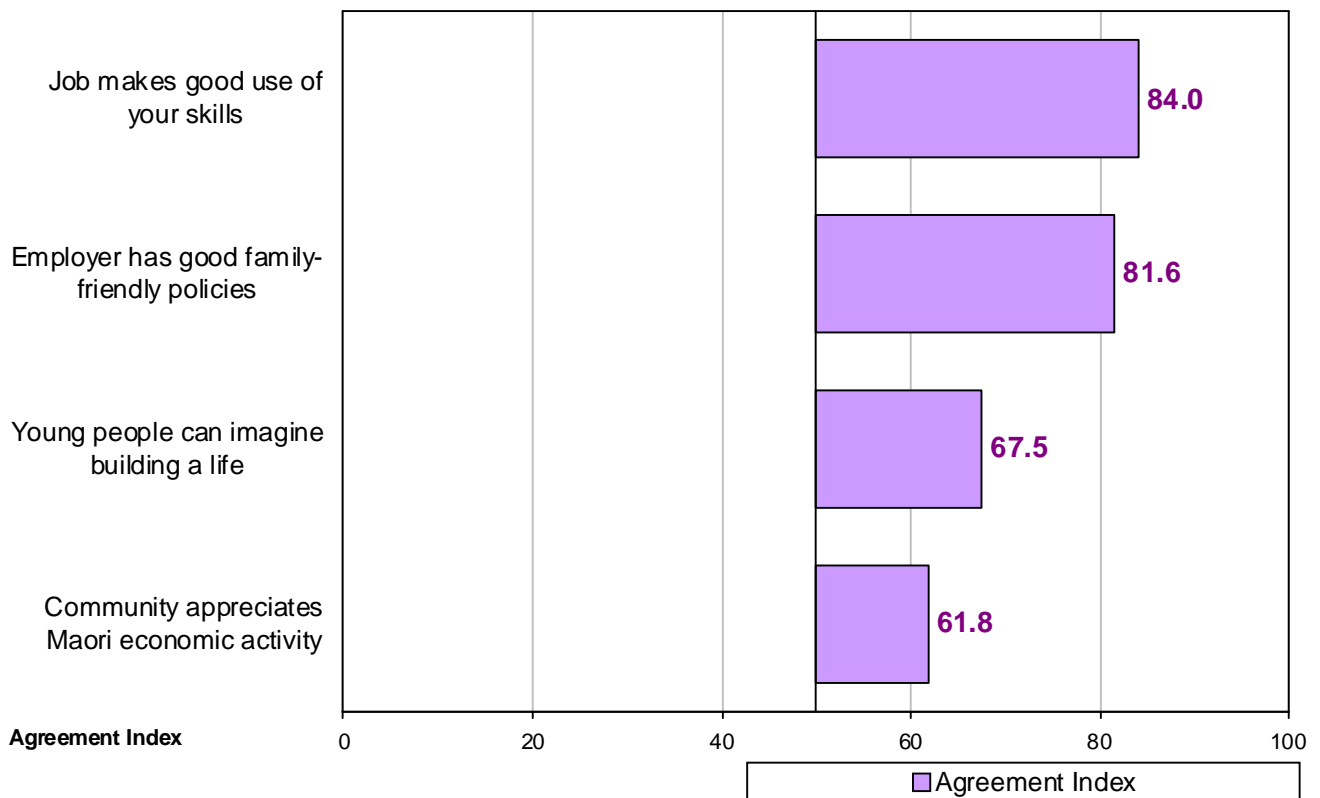
¹¹ The Agreement Index (AI) converts each respondents answer across the satisfaction scale to a score out of 100. The AI is 10 times the average individual score based on the 11 point satisfaction scale (0 = strongly disagree to 10 = strongly agree)

The respondents were asked 'Using the scale where 0 = strongly disagree and 10 = strongly agree, how strongly do you agree or disagree with <....>?'

Two thirds of the respondents (65%) agreed (Scores 6 – 10) with the statement 'Your community is a place where young people can imagine building a life' while 16% disagreed (Scores 0 – 4). Conversely, just over half of the sample (54%) agreed with the statement 'Your community understands and appreciates the role that Maori economic activity plays in the districts economic well being' and 20% disagreed (Scores 0 – 4).

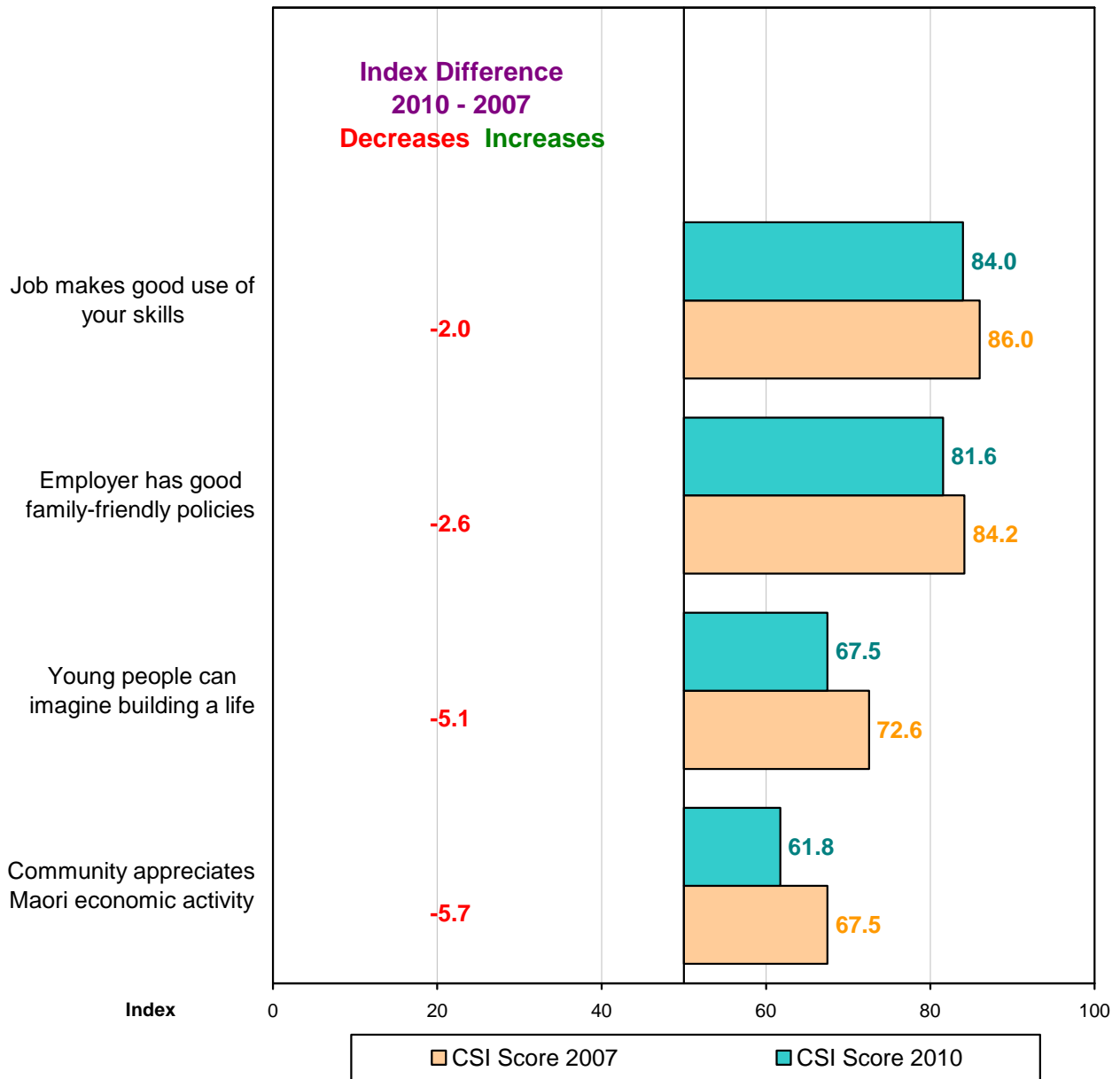


This reflects in the Agreement Index which is 84.0 for 'your job makes good use of your skills, training and experience' versus 61.8 for the statement 'Your community understands and appreciates the role that Maori economic activity plays in the districts economic well being'.



Work Opportunity Factors - Comparison to 2007

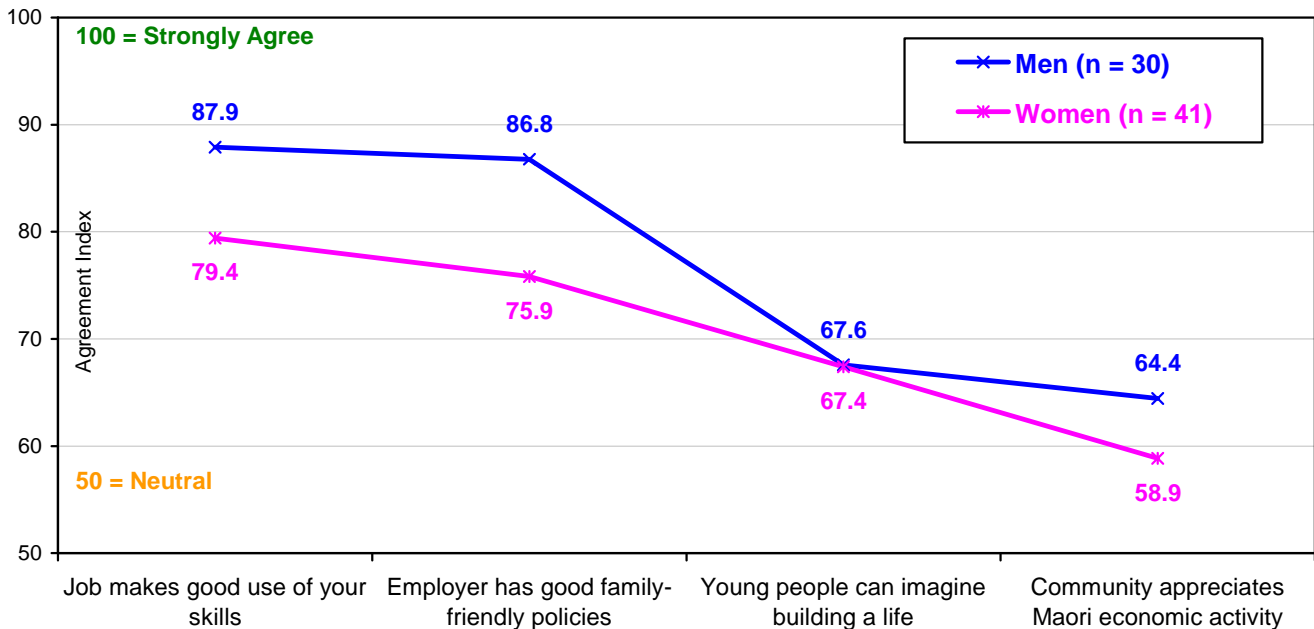
The following chart compares the 2010 results with 2007 for the Proximity factors. There were four decreases and no increases in the Indexes among the Work opportunity factors. The largest decrease was 5.7 points for the factor the 'Your community understands and appreciates the role that Maori economic activity plays in the districts economic well being' (Index 61.8) followed by a decrease of 5.1 points for the 'Your community is a place where young people can imagine building a life' (Index 67.5).



Work Opportunity Factors by Gender

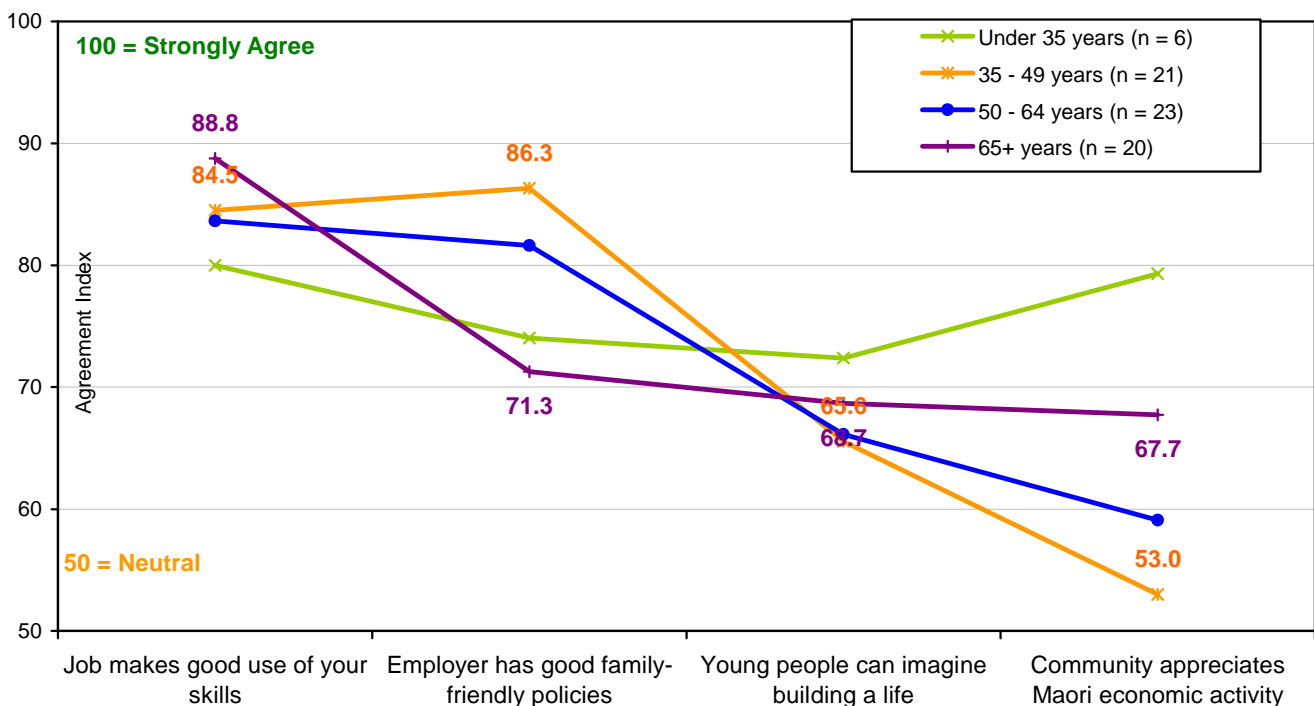
Please note there are small numbers of respondents in many of the subgroups so care is recommended in the interpretation.

There is some variation in the Work Opportunity factors based on gender. Men tend to have stronger agreement with most of these factors. The largest difference is 10 points for the factor 'Your employer has good family-friendly policies e.g. policies like child care, bereavement leave etc that consider the needs of your family'.



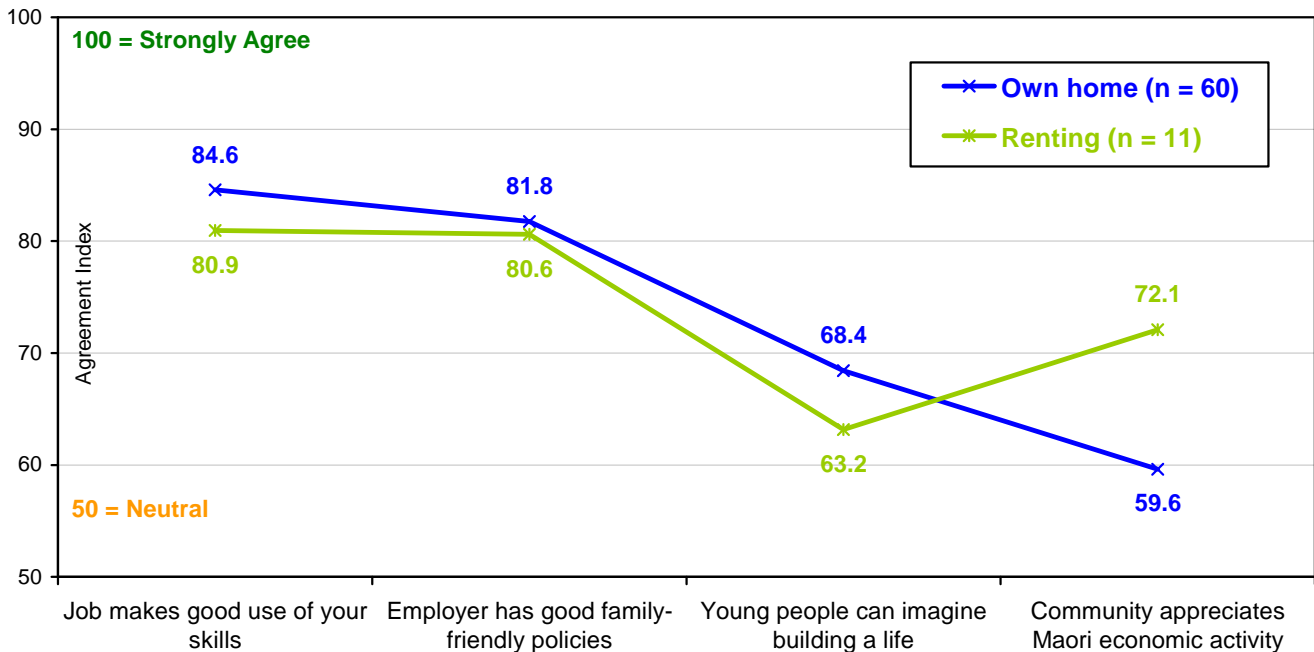
Work Opportunity Factors by Age Grouping

There is some difference in the level of agreement with the Work Opportunity factors for most age groups but there is little pattern in the results which infers it could be other variables that are influencing these results.



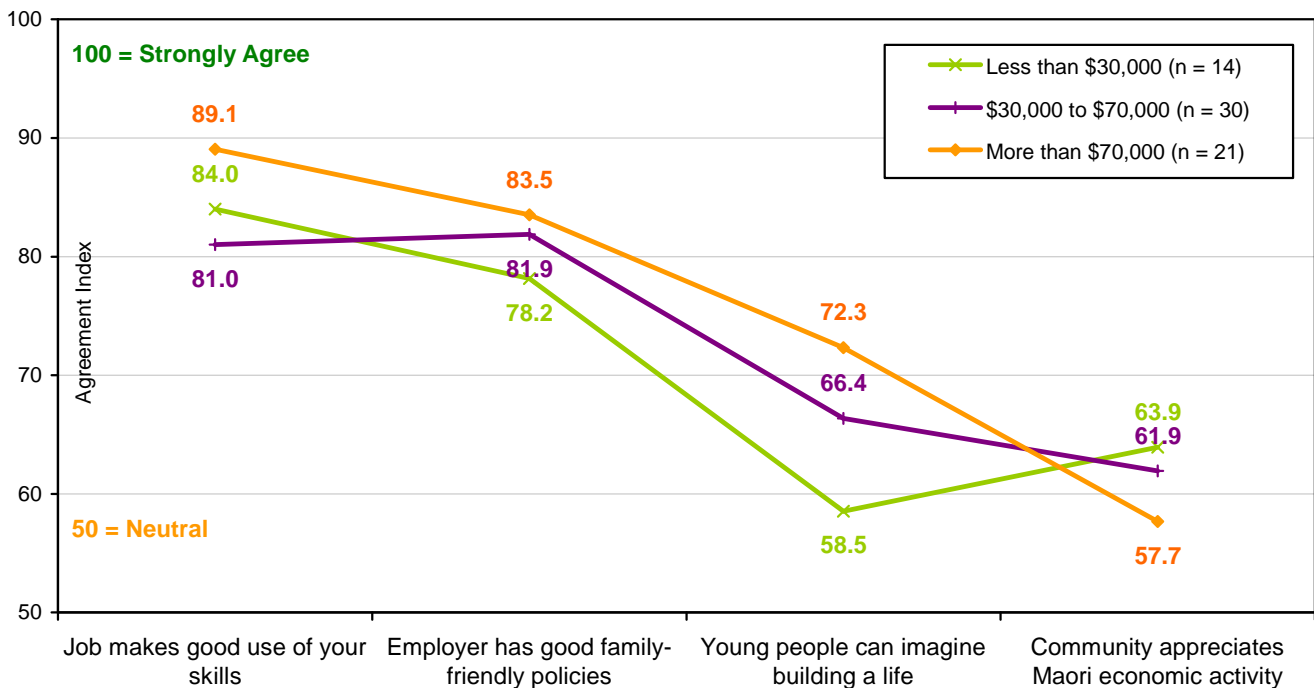
Work Opportunity Factors by Home Ownership

There is limited difference in the level of agreement with the Work Opportunity factors based on home ownership versus renting. The difference is greatest (13 points) for the statement 'Your community understands and appreciates the role that Maori economic activity plays in the districts economic well being'.



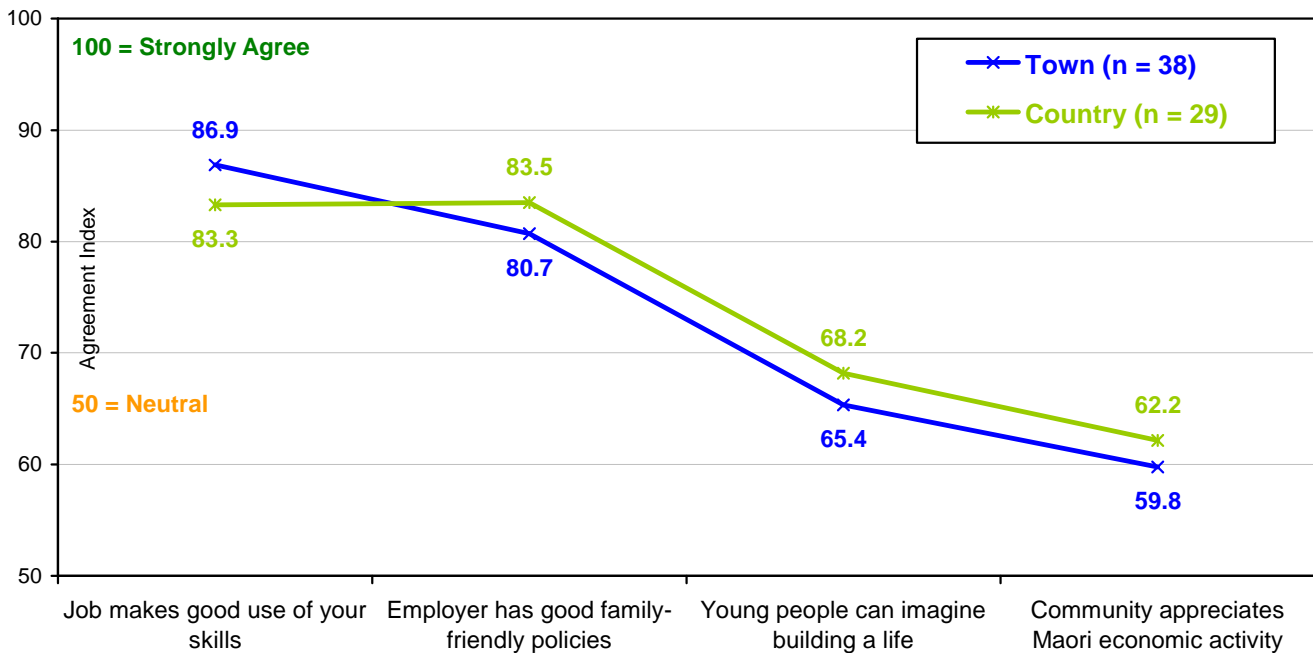
Work Opportunity Factors by Household Income

Those with the highest household income tend to have stronger agreement with most of the Work Opportunity factors.



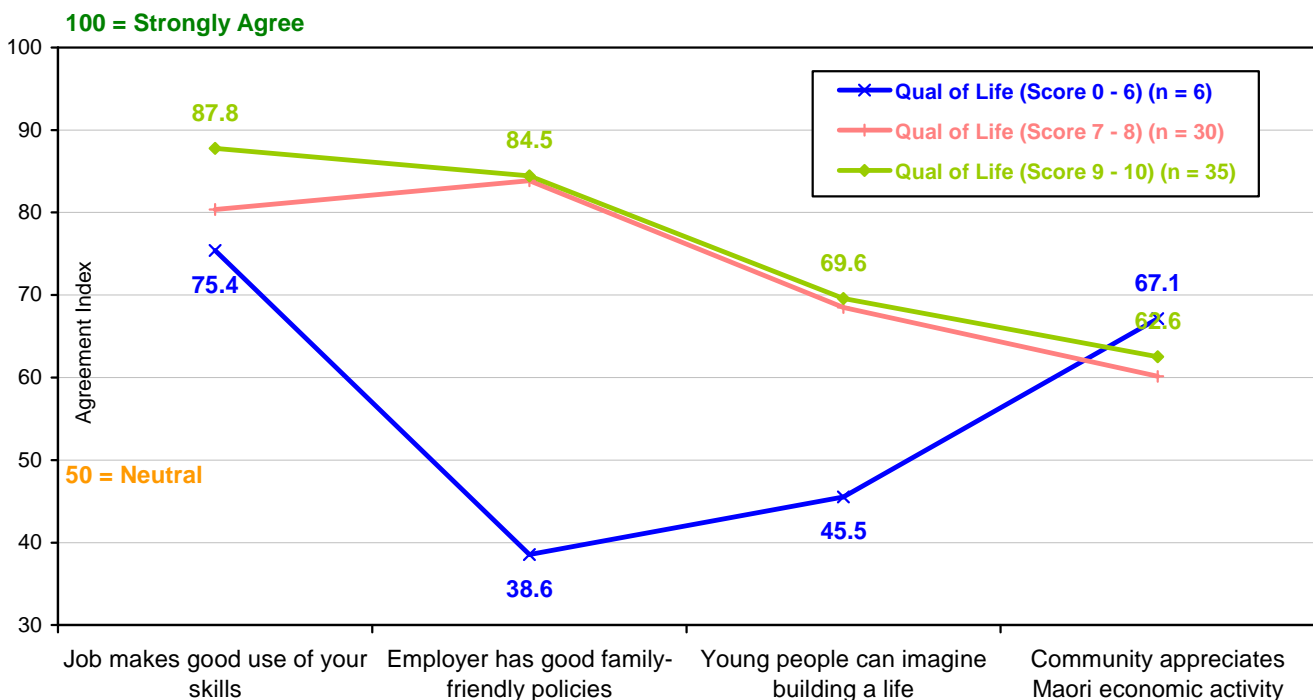
Work Opportunity Factors by Living in Town versus the Country

There is little variation in the Work Opportunity factors between those living in town and those living in the country.



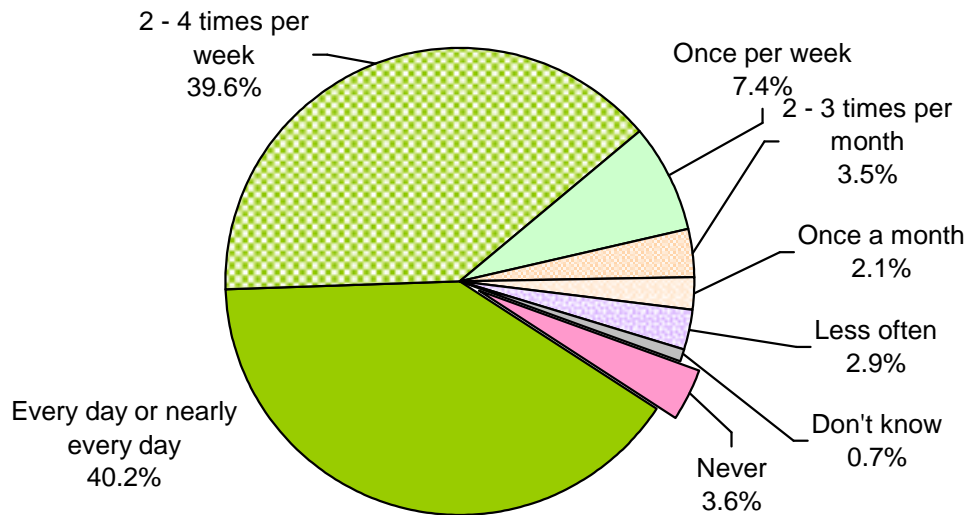
Work Opportunity Factors by Happiness with Quality of Life

There is much variation in the level of agreement with the Work Opportunity factors based on the respondents' satisfaction with their overall Quality of Life. Those who are not happy with their overall Quality of Life rate some of the Work Opportunity factors considerably lower than those who are very happy with their overall Quality of Life. The difference is greatest (46 points) for the factor 'Your employer has good family-friendly policies e.g. policies like child care, bereavement leave etc that consider the needs of your family'.

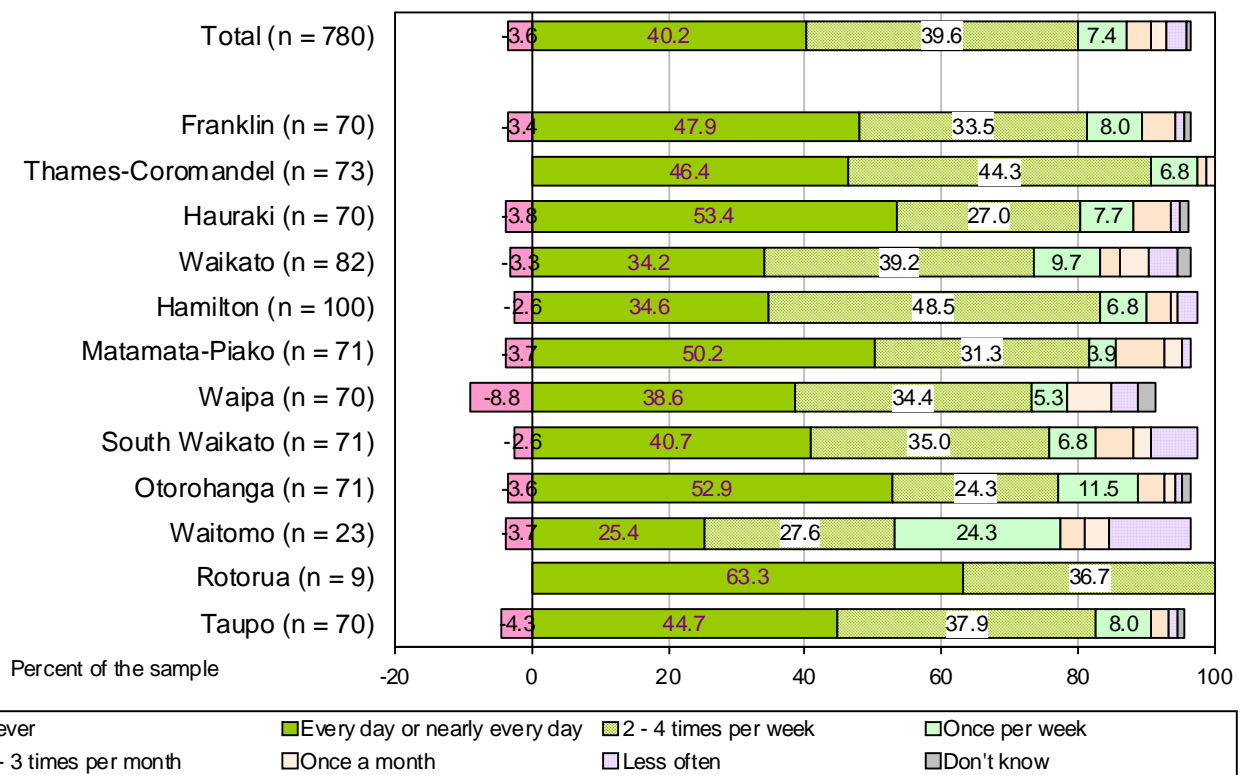


Participation in Sport and Active Leisure

The respondents were asked 'Now a question about exercise and other physical activities. By that I mean activity that increases your heart rate or breathing for 30 minutes or more. This might include brisk walking, running and gardening. How often do you do this kind of activity for 30 minutes or more?' The largest group, (40%) said they exercised for 30 minutes or more every day while 40% said they did this 2 to 4 times per week and 7% said they did this weekly. Only 4% of the sample said they exercised for 30 minutes or more 2 – 3 times per month and 2% did this monthly while 3% did this less often. Only 4% of the respondents said they never exercised for 30 minutes or more and the remaining 1% did not know how often they did this level of exercise.



There is limited variation in frequency of exercising for 30 minutes or more based on the district the respondent was from. Only a minority of respondents from each district never exercise, this varies from 0% in Rotorua and Thames-Coromandel up to 9% in Waipa. The proportion that exercise at least weekly ranges from 100% in Rotorua down to 77% in Waitomo.



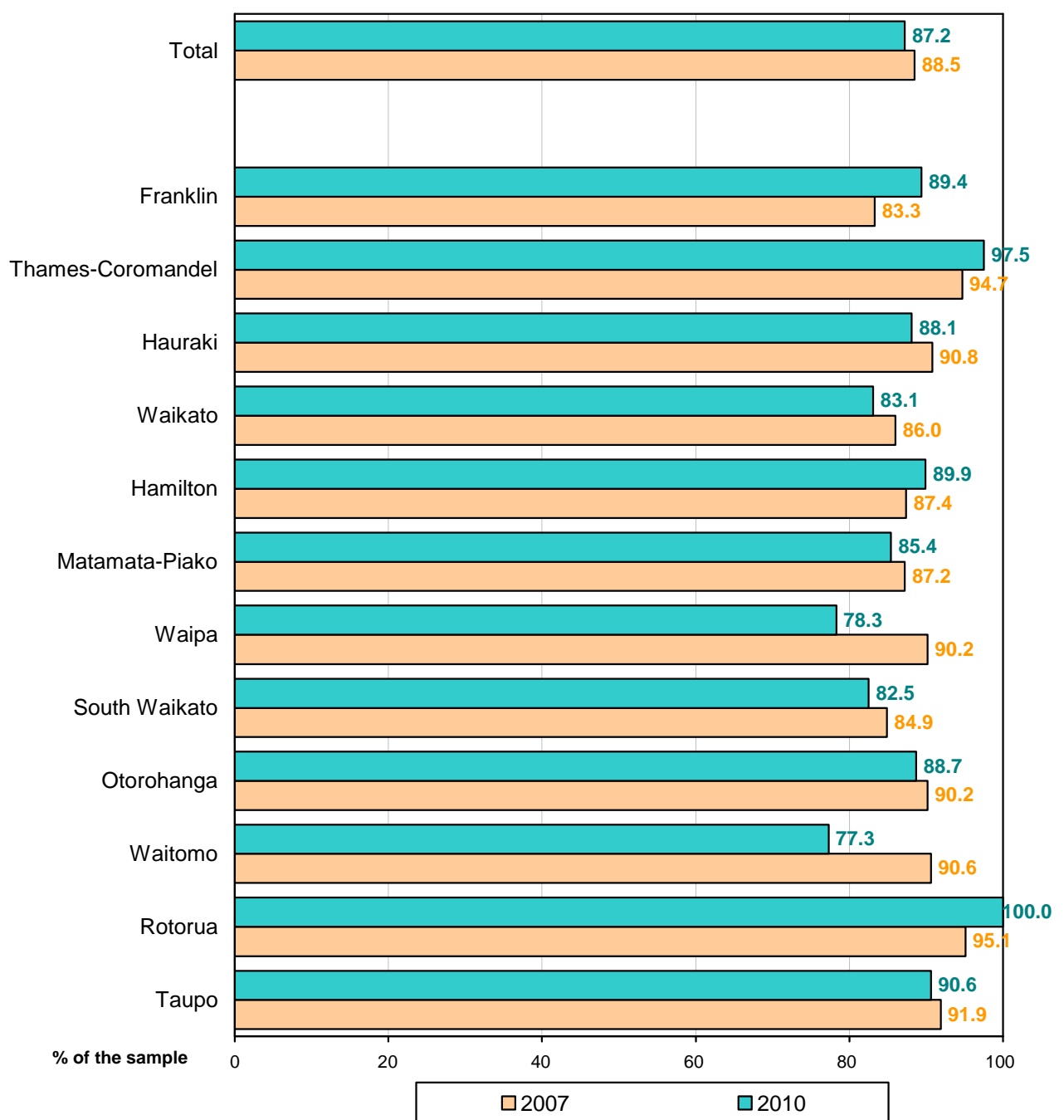
Participation in Sport and Active Leisure - Comparison to 2007

The respondents were asked 'Now a question about exercise and other physical activities. By that I mean activity that increases your heart rate or breathing for 30 minutes or more. This might include brisk walking, running and gardening. How often do you do this kind of activity for 30 minutes or more?'

The following chart focuses on the proportion of respondents who exercised for 30 minutes or more at least once per week (the sum of those who exercised every day or nearly every day, 2 - 4 times per week and once per week).

The vast majority of respondents from each district exercised at least once per week. This ranges from 100% for the few from Rotorua and 98% for those from Thames-Coromandel down to 77% in Waitomo. The variance by area may be caused by demographic differences in the samples.

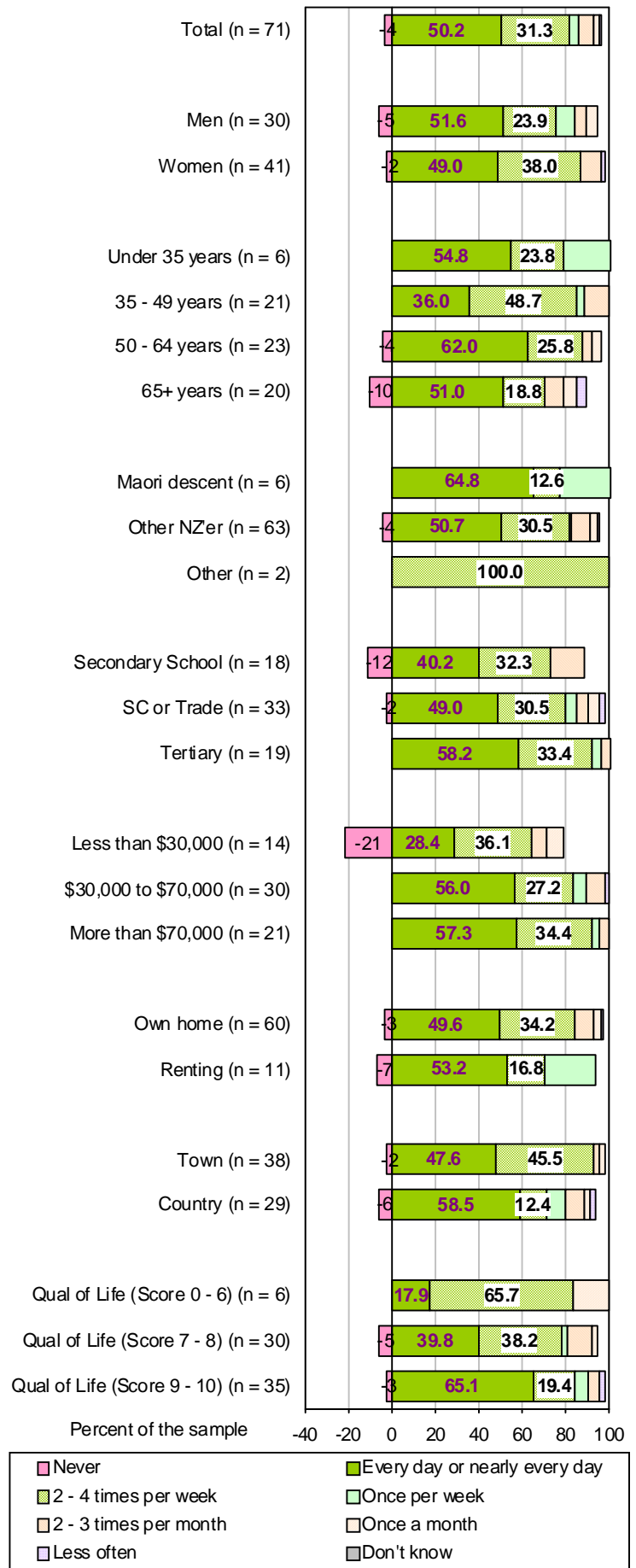
The results are similar to 2007 although there are some larger differences for some districts like Waipa and Waitomo. The differences may be caused by abnormal results in 2007, because of changing demographics or because the situation in relation to exercise has changed since 2007.



Participation in Sport and Active Leisure by demographics

Please note there are small numbers of respondents in many of the subgroups so care is recommended in the interpretation.

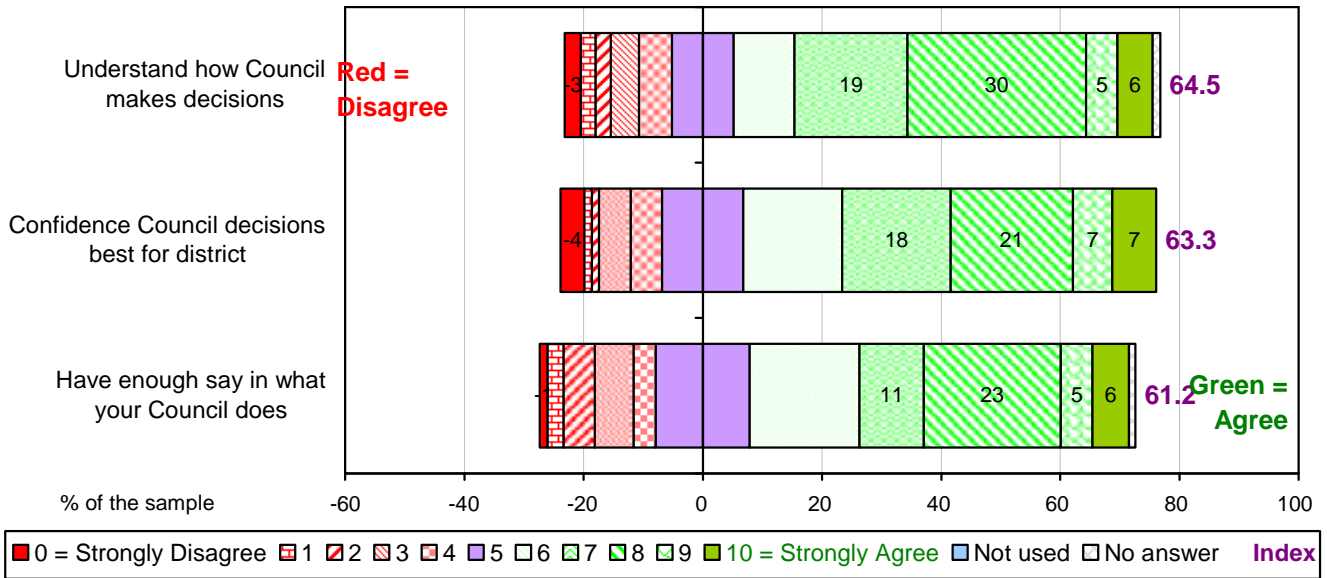
There is limited variance across the subgroups of interest in the proportion of respondents who said they exercised for 30 minutes or more. The chart opposite compares these variables.



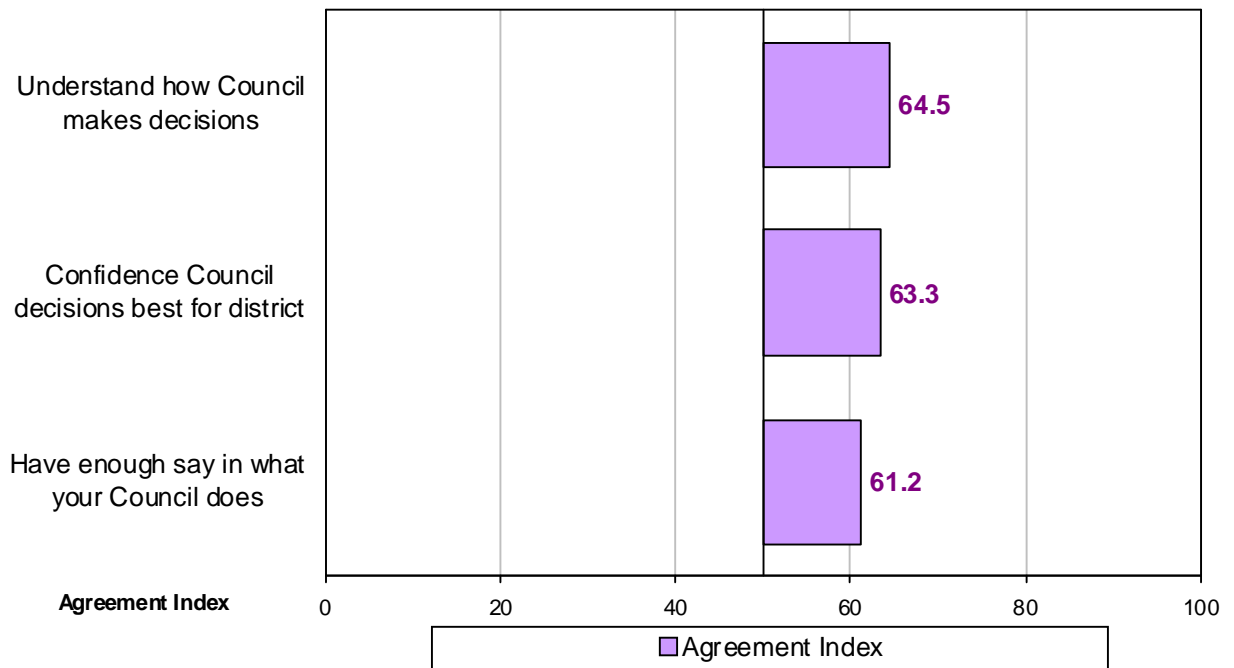
Council Decision Making Factors

The respondents were asked 'We are interested in understanding your views on the role of your local Council. For each of the following statements can you please tell if you agree or disagree using the scale where 0 = Strongly Disagree and 10 is Strongly Agree.'

Over two thirds of the respondents (70%) agreed (scores 6-10) with the statement 'Overall, you understand how your Council makes decisions' but this drops to 64% for the statement 'You have enough say in what your Council does'. Between 17% and 20% disagreed with each statement (scores 0 – 4).

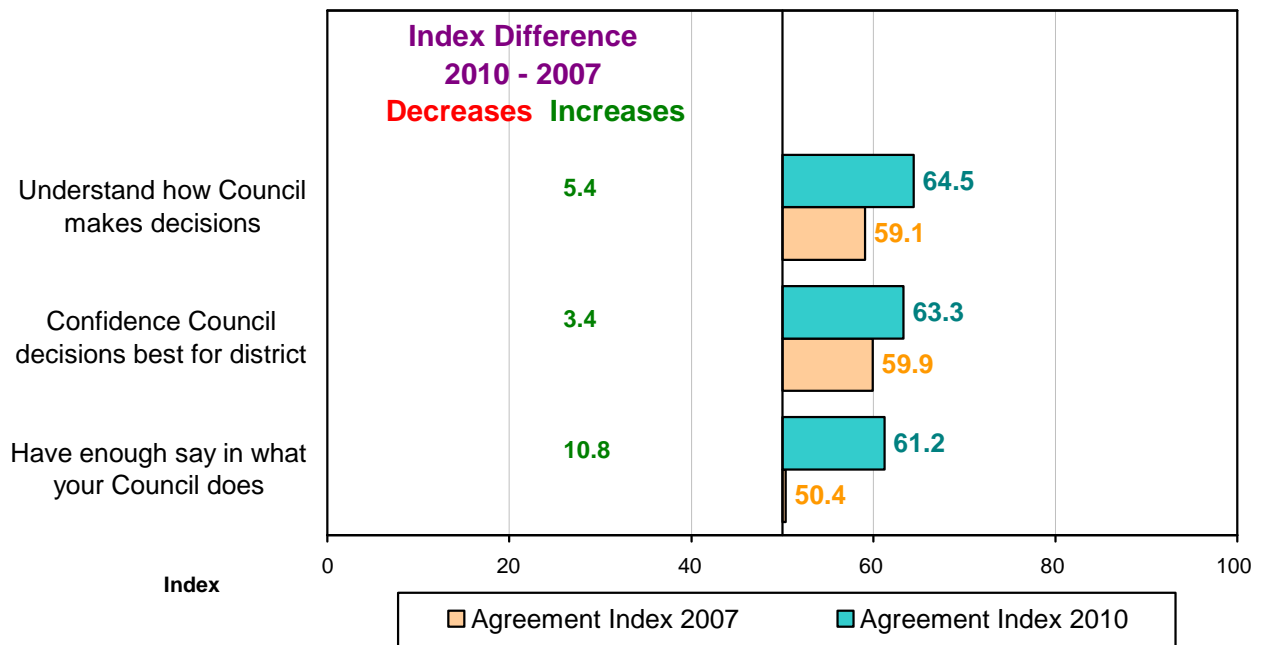


This reflects in the Agreement Index which is 64.5 for the statement 'Overall, you understand how your Council makes decisions' down to an Agreement Index of 61.2 for the statement 'You have enough say in what your Council does'.



Council Decision Making Factors - Comparison to 2007

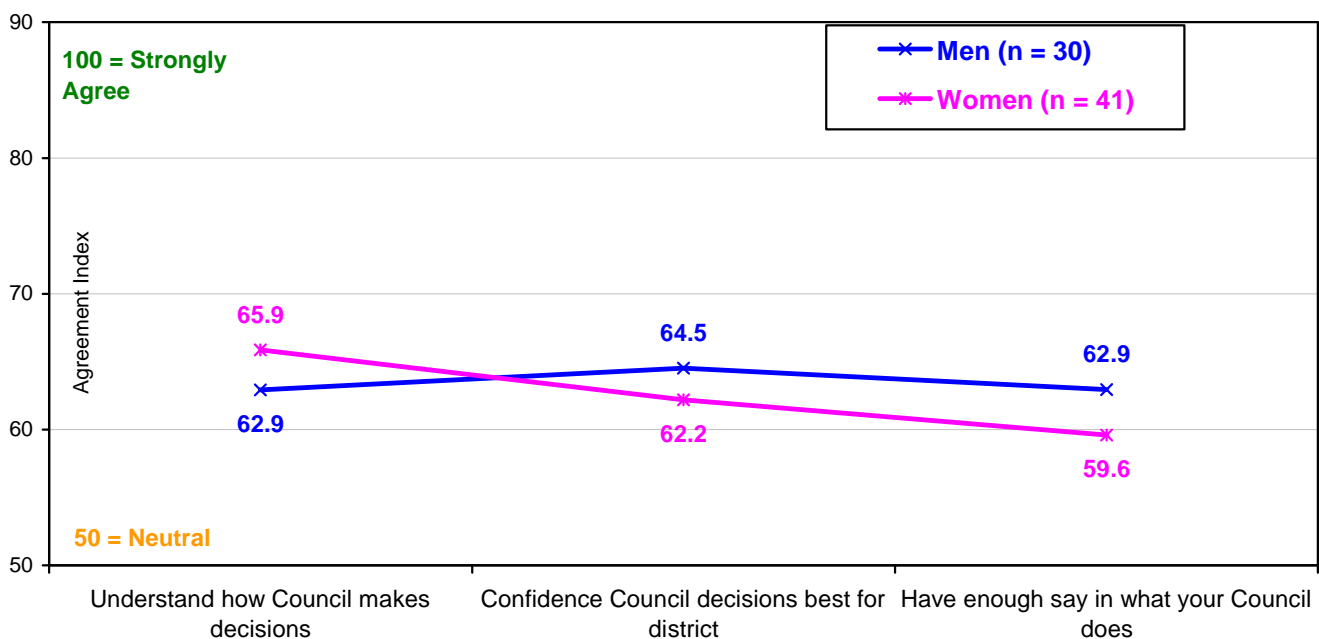
The following chart compares the 2010 results with 2007 for the Council Decision Making factors. There were 3 increases in the Indexes among the Council Decision Making factors. The factor 'You have enough say in what your Council does' was up 10.8 points (Index 61.2). The factor 'Overall, you understand how your Council makes decisions' was up 5.4 points (Index 64.5) while the factor 'Overall, you have confidence that the Council makes decisions that are in the best interests of your district' was up 3.4 points (Index 63.3).



Council Decision Making Factors by Gender

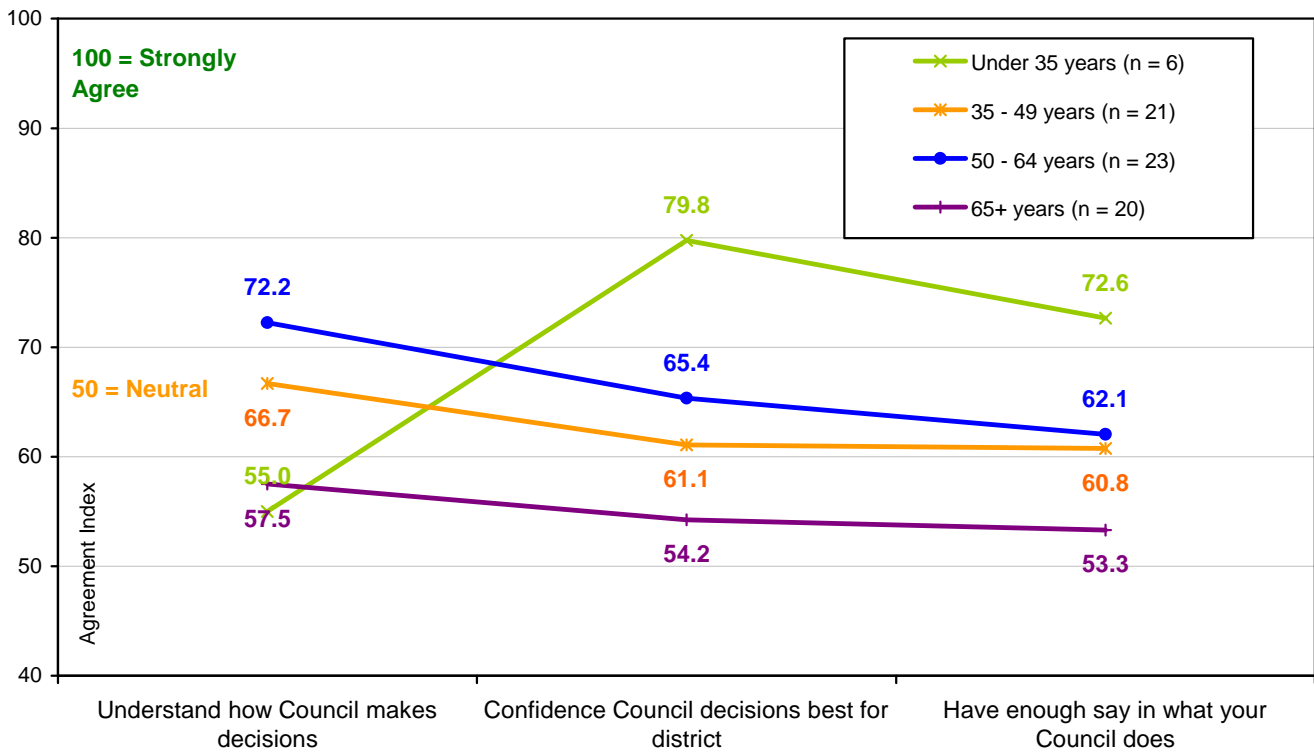
Please note there are small numbers of respondents in many of the subgroups so care is recommended in the interpretation.

There is limited variation in the Agreement Index for the Council Decision Making factors based on gender.



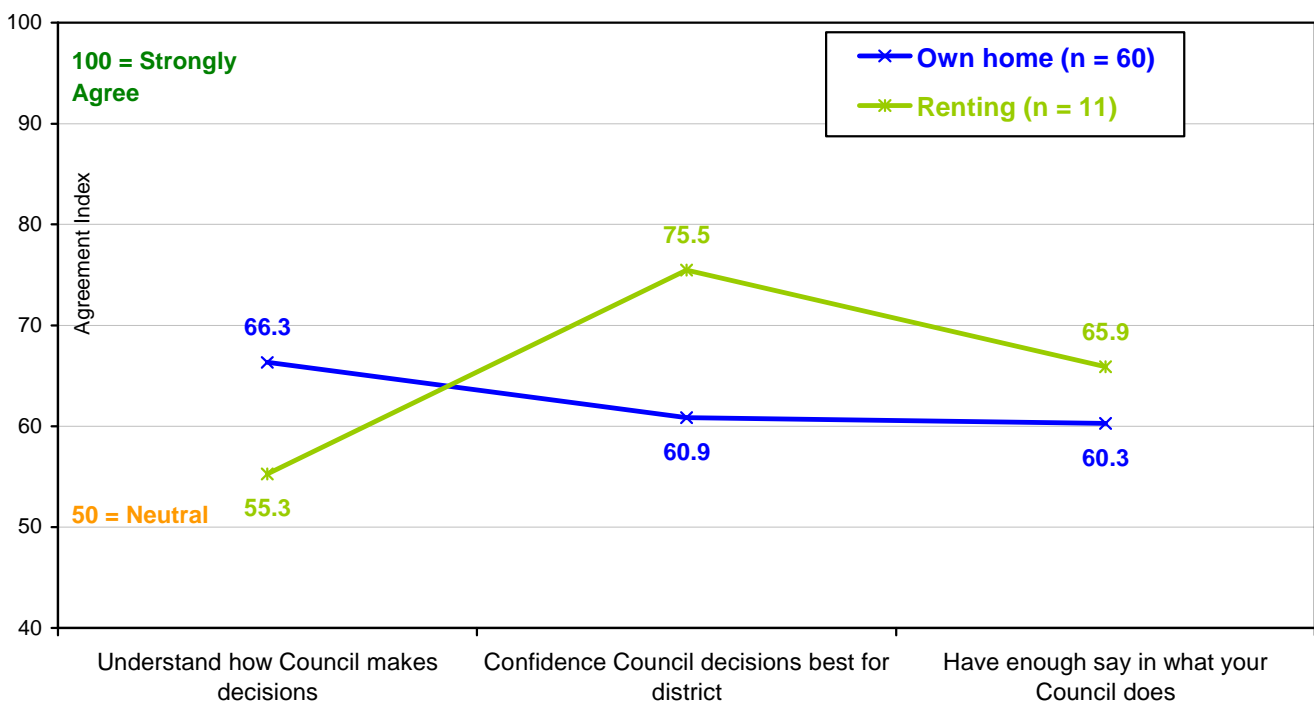
Council Decision Making Factors by Age Grouping

The Agreement Index for the Council Decision Making factors varies by age group with the 65+ age group agreeing less than the other three age brackets for most factors.



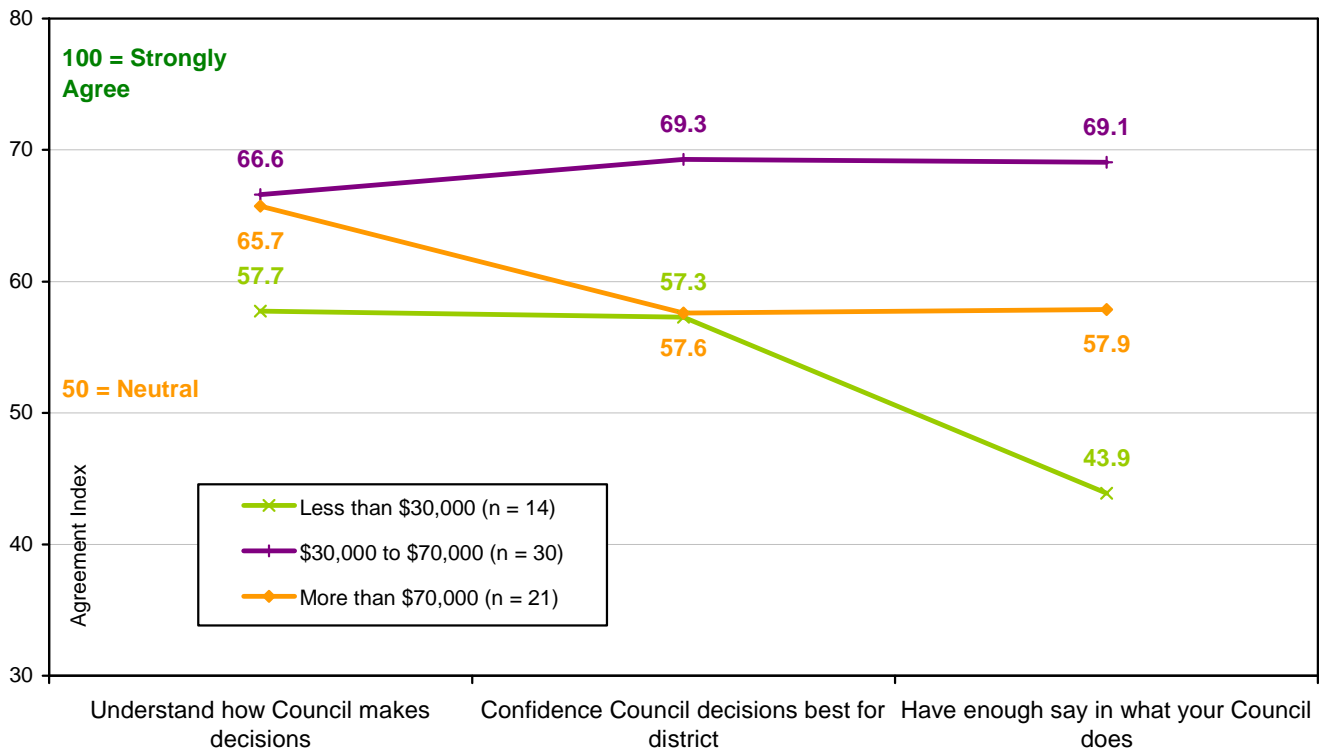
Council Decision Making Factors by Home Ownership

Those who are renting are more likely to agree with the statement 'Overall, you have confidence that the Council makes decisions that are in the best interests of your district' than those who live in their own homes.



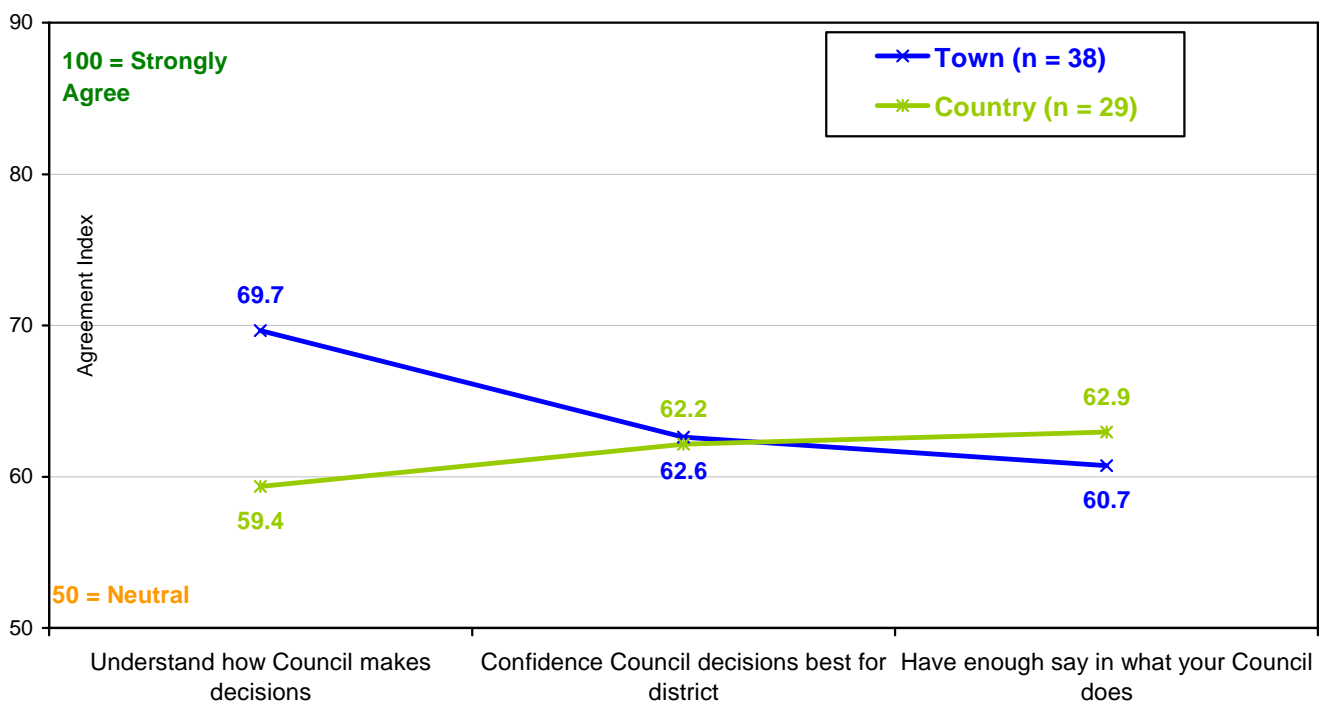
Council Decision Making Factors by Household Income

There is much variation in the level of agreement based on household income with the difference being greatest for the statement 'You have enough say in what your Council does'.



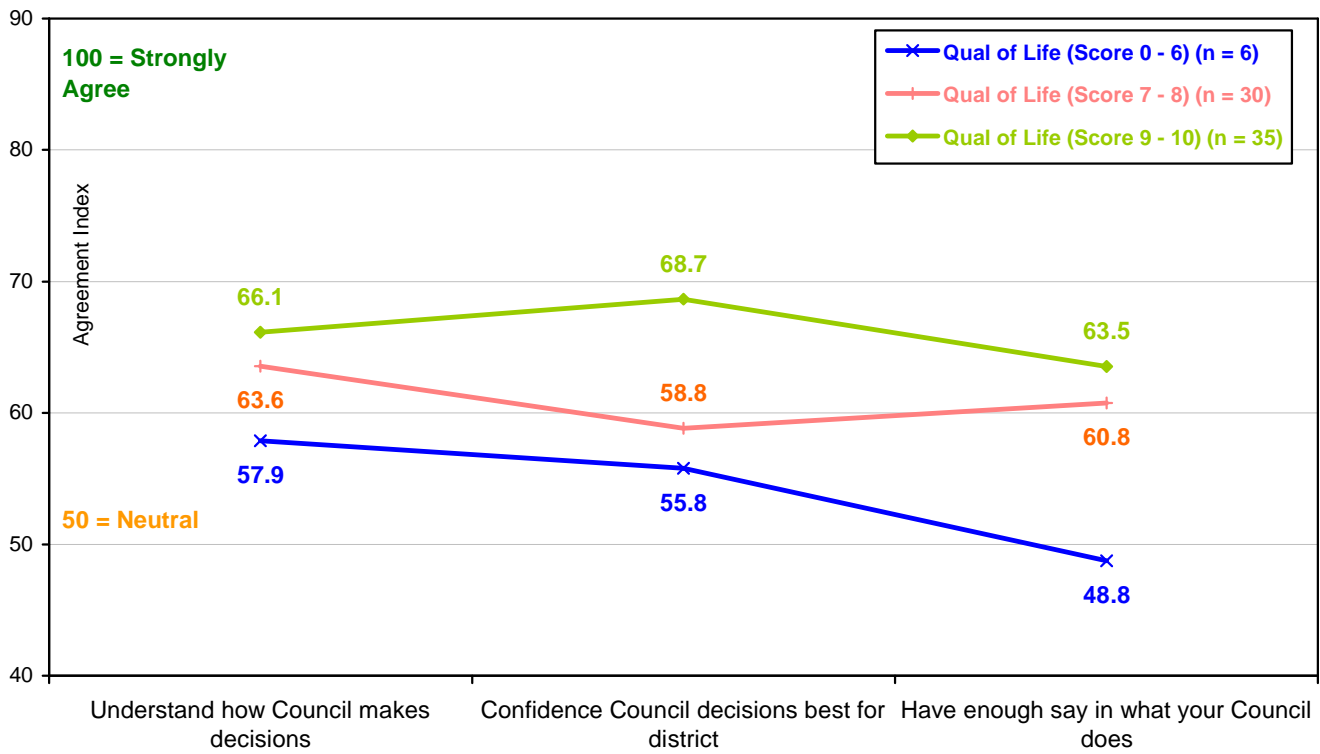
Council Decision Making Factors by Living in Town versus the Country

There is some variation in the Agreement Index for the Council Decision Making factors between those who live in the country and those who live in town.



Council Decision Making Factors by Happiness with Quality of Life

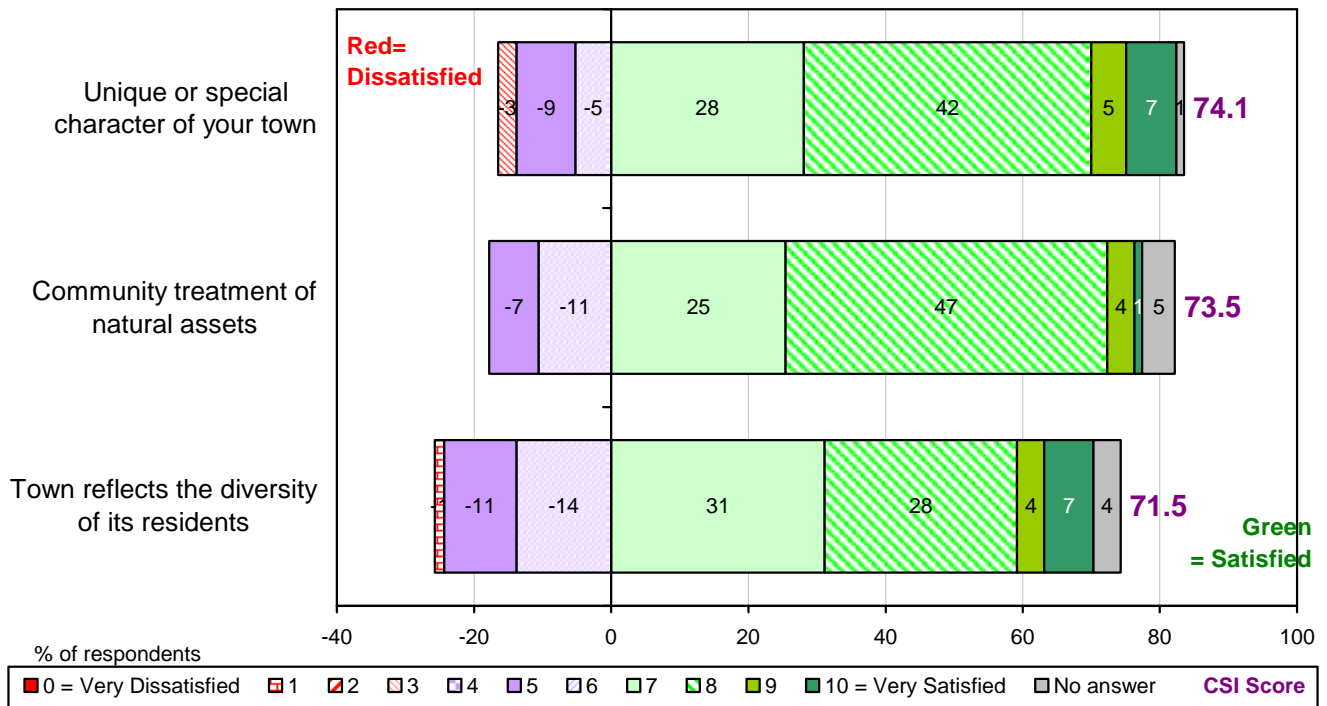
Those who are not happy with their Quality of Life (scores of 0 - 6) are less likely to agree with each of the Council Decision Making statements.



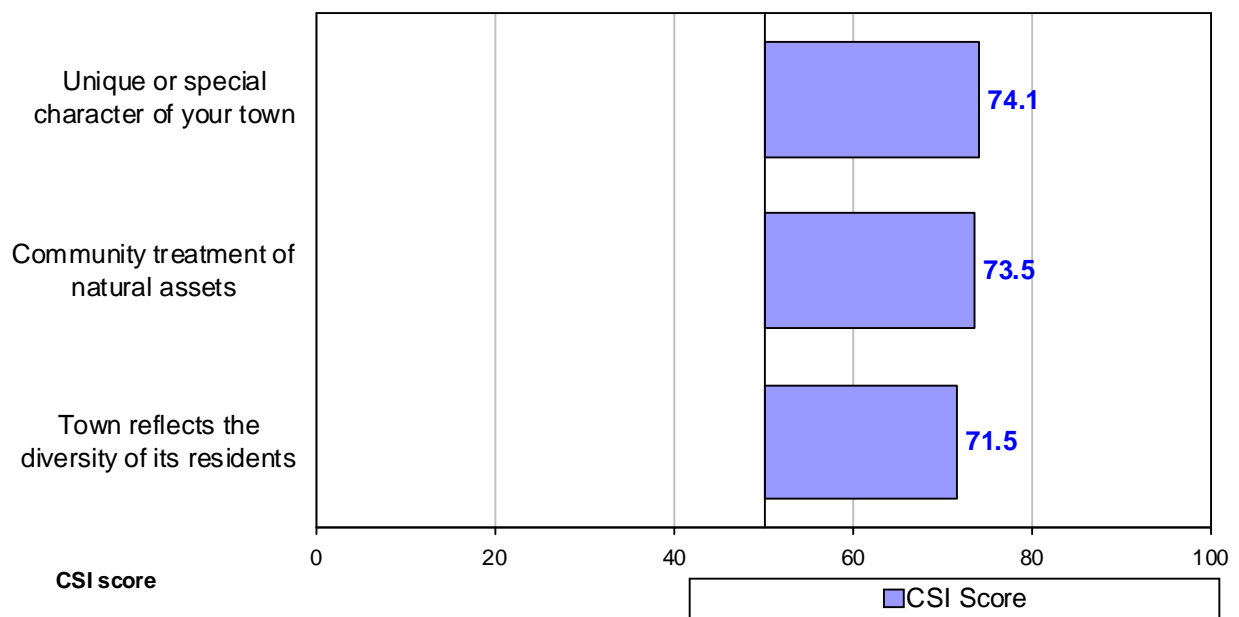
Environmental Factors

The respondents were asked 'Thinking about the environment you live in and using the same scale where 0 is very dissatisfied to 10 being very satisfied, how satisfied are you with <...>?'

The majority of respondents (88%) are satisfied with the 'community treatment of your districts natural assets (e.g. rivers, bush, coast or beaches) but this drops to 84% for the 'appearance of your town reflecting the diversity of its residents'.

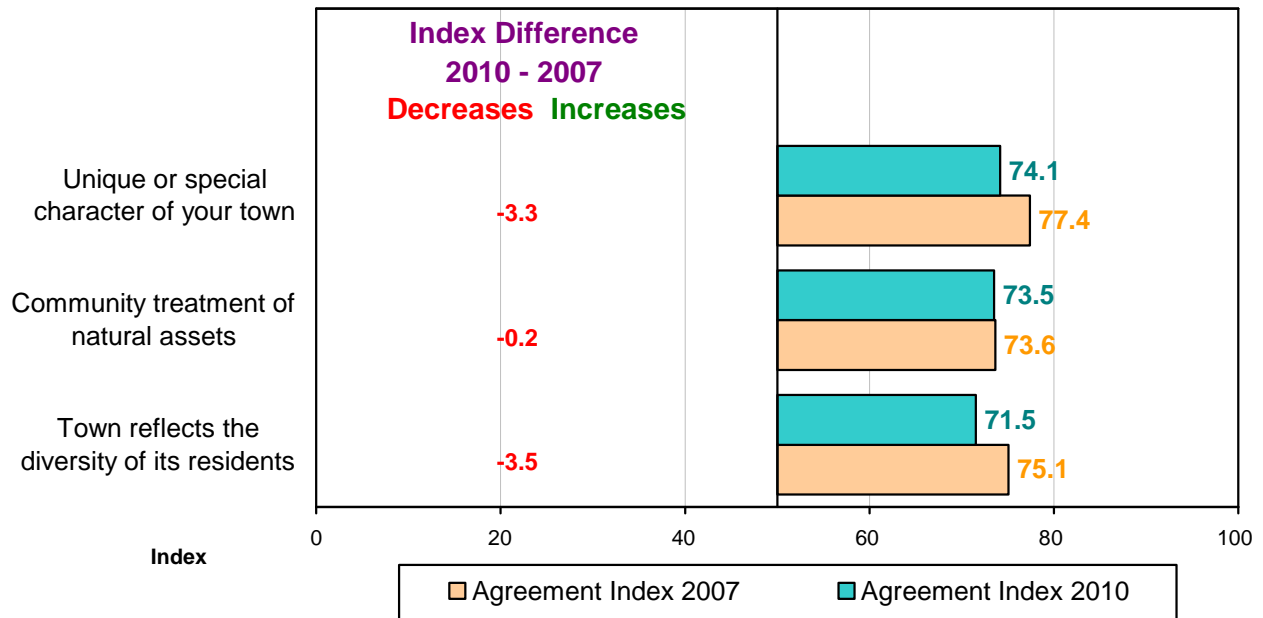


This reflects in the CSI scores which ranges from a CSI score of 74.1 for the 'unique or special character of your town' down to a CSI score of 71.5 for the 'appearance of your town reflecting the diversity of its residents'.



Environmental Factors - Comparison to 2007

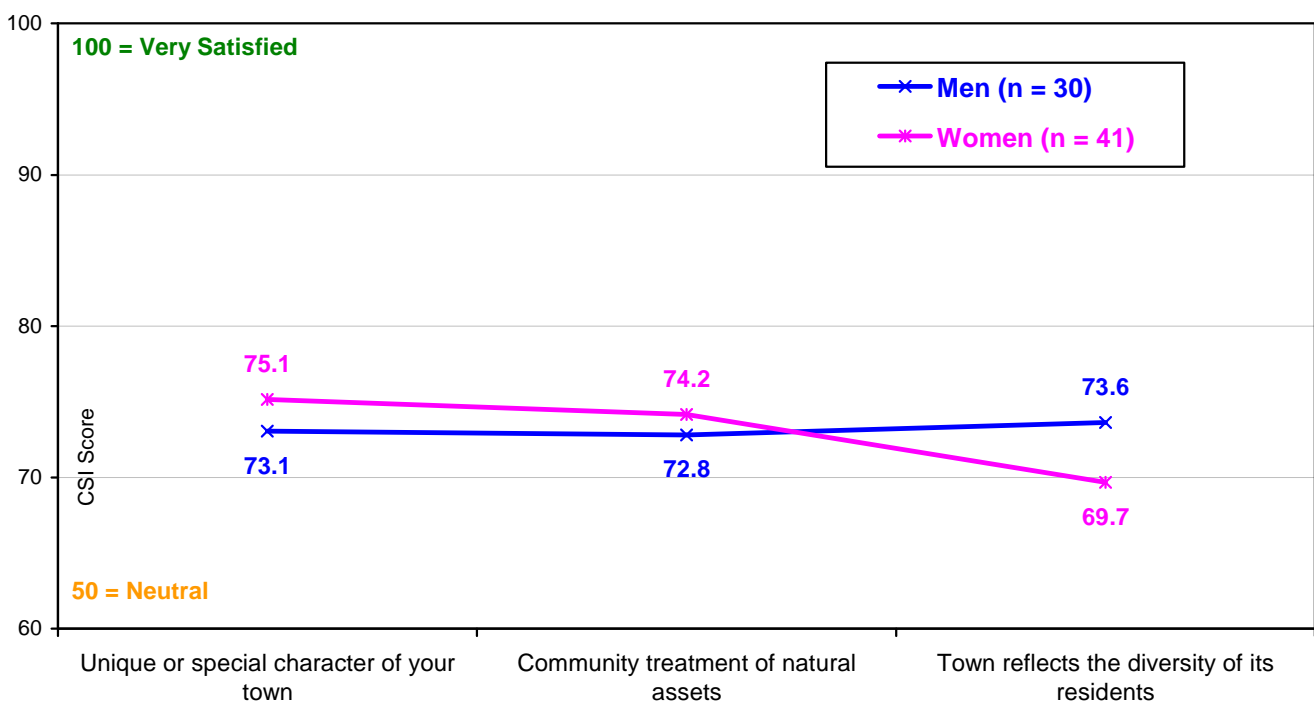
The following chart compares the 2010 results with 2007 for the Environmental factors. There were 3 decreases in the Indexes among the Environmental factors. The factor 'the appearance of your town reflecting the diversity of its residents' was down 3.5 points (Index 71.5). The factor 'the unique or special character of your town' was down 3.3 points (Index 74.1) while the factor 'the community treatment of your districts natural assets (e.g. rivers, bush, coast or beaches)' was down 0.2 points (Index 73.5).



Environmental Factors by Gender

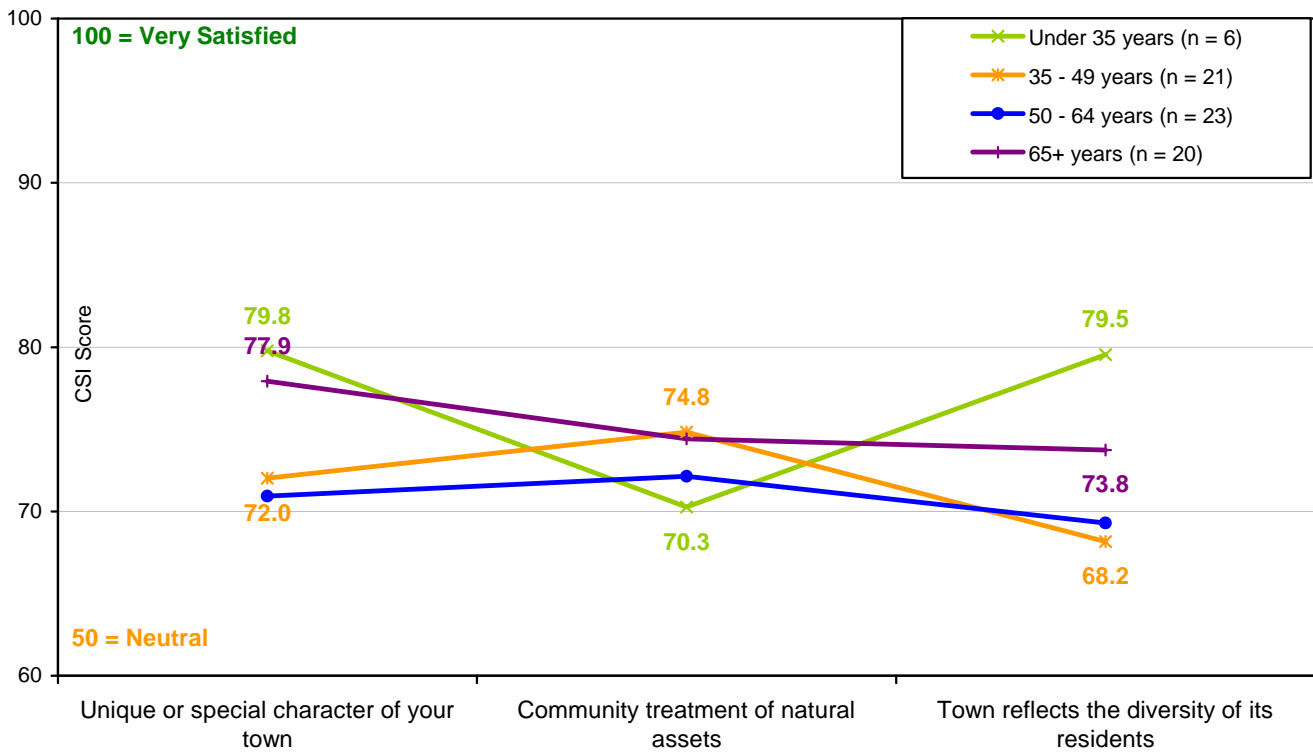
Please note there are small numbers of respondents in many of the subgroups so care is recommended in the interpretation.

There is little variation in the CSI scores for the Environmental Factors based on gender.



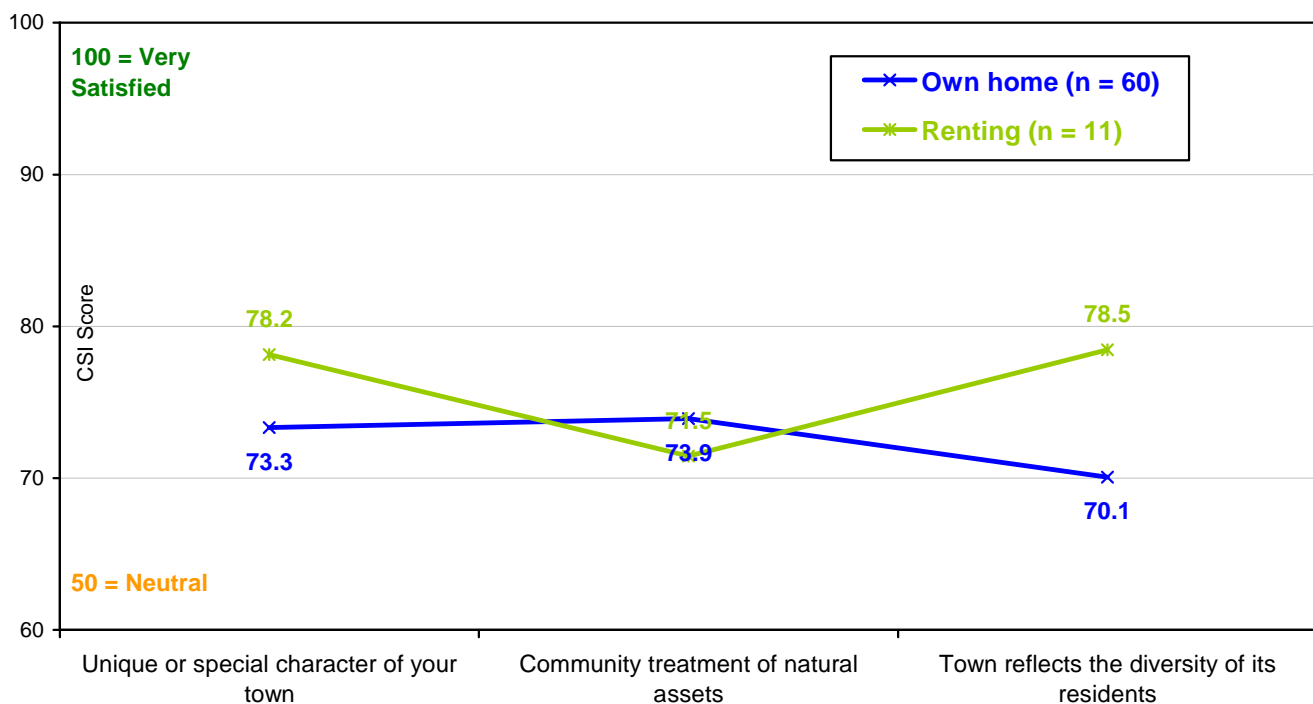
Environmental Factors by Age Grouping

The CSI scores for the Environmental Factors vary by age group with those aged under 35 rating most factors slightly higher than those in the other age brackets.



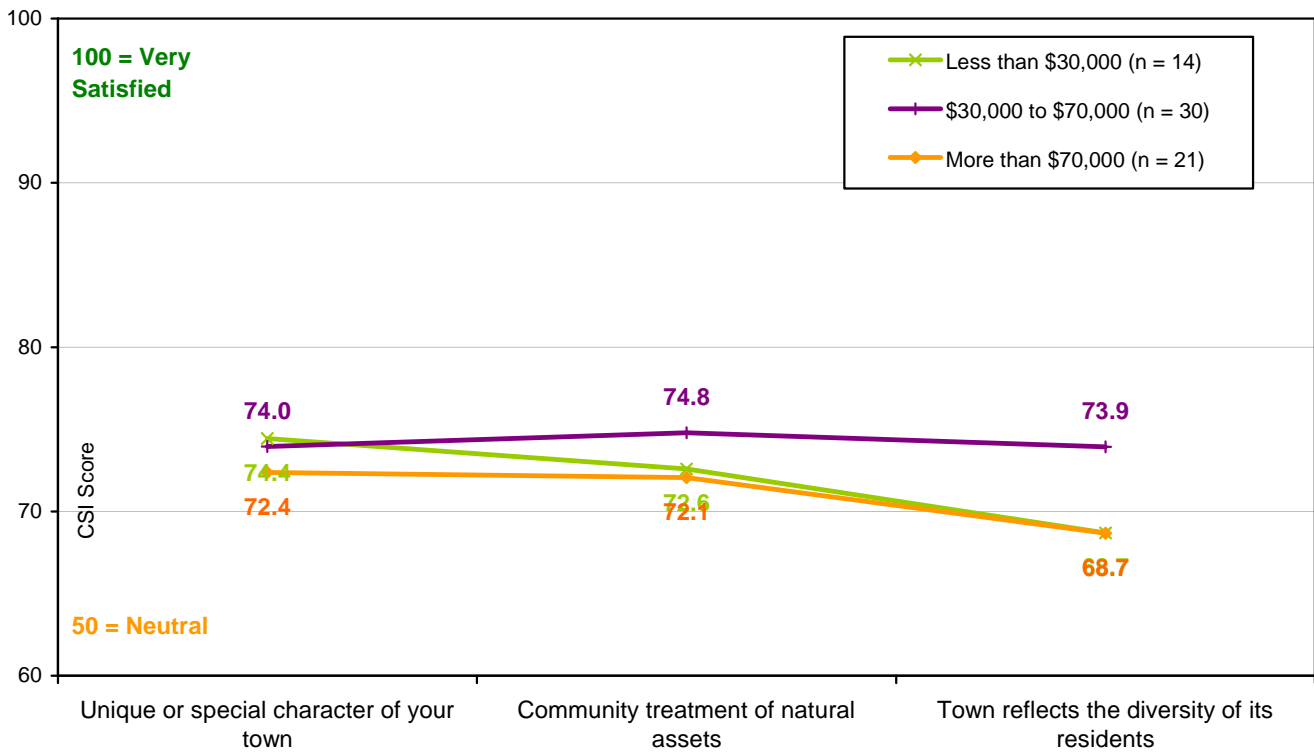
Environmental Factors by Home Ownership

There is some variation in the CSI scores for the Environmental Factors between those in their own homes and those who are renting or boarding.



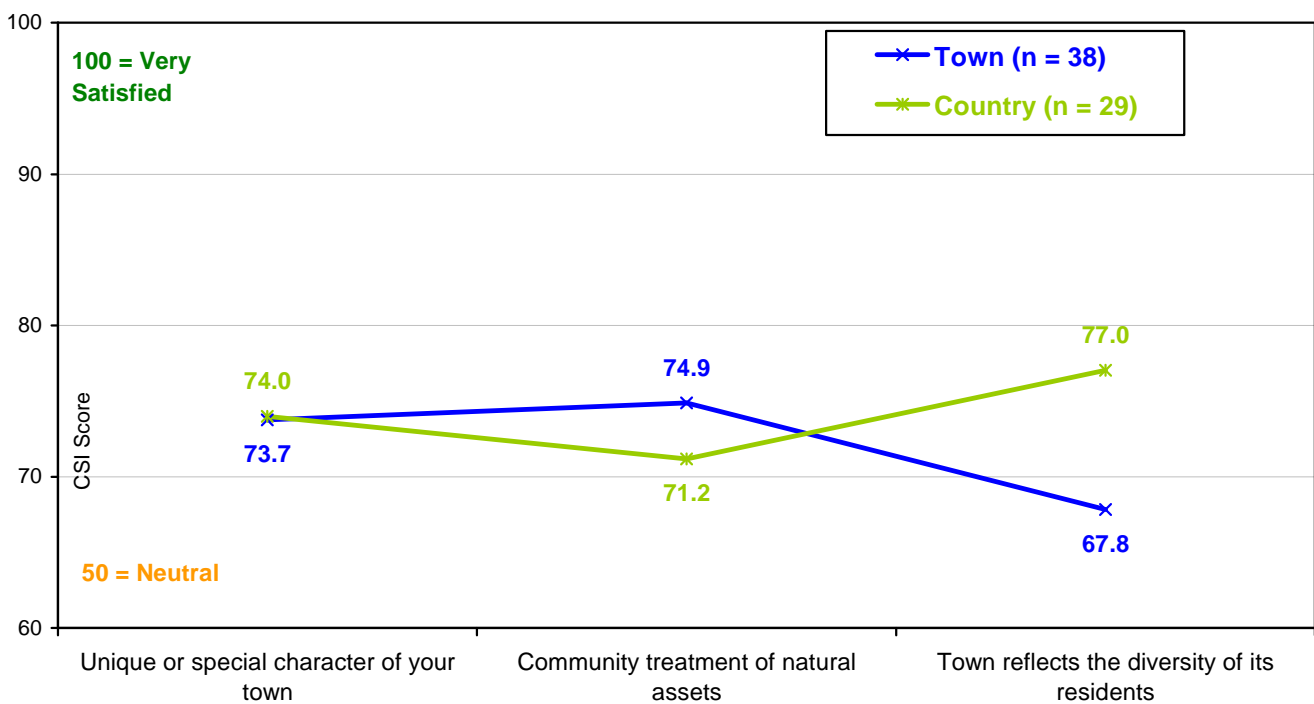
Environmental Factors by Household Income

There is little variation in the CSI scores for the Quality of Life factors based on household income with those in the middle income bracket rating most factors the highest.



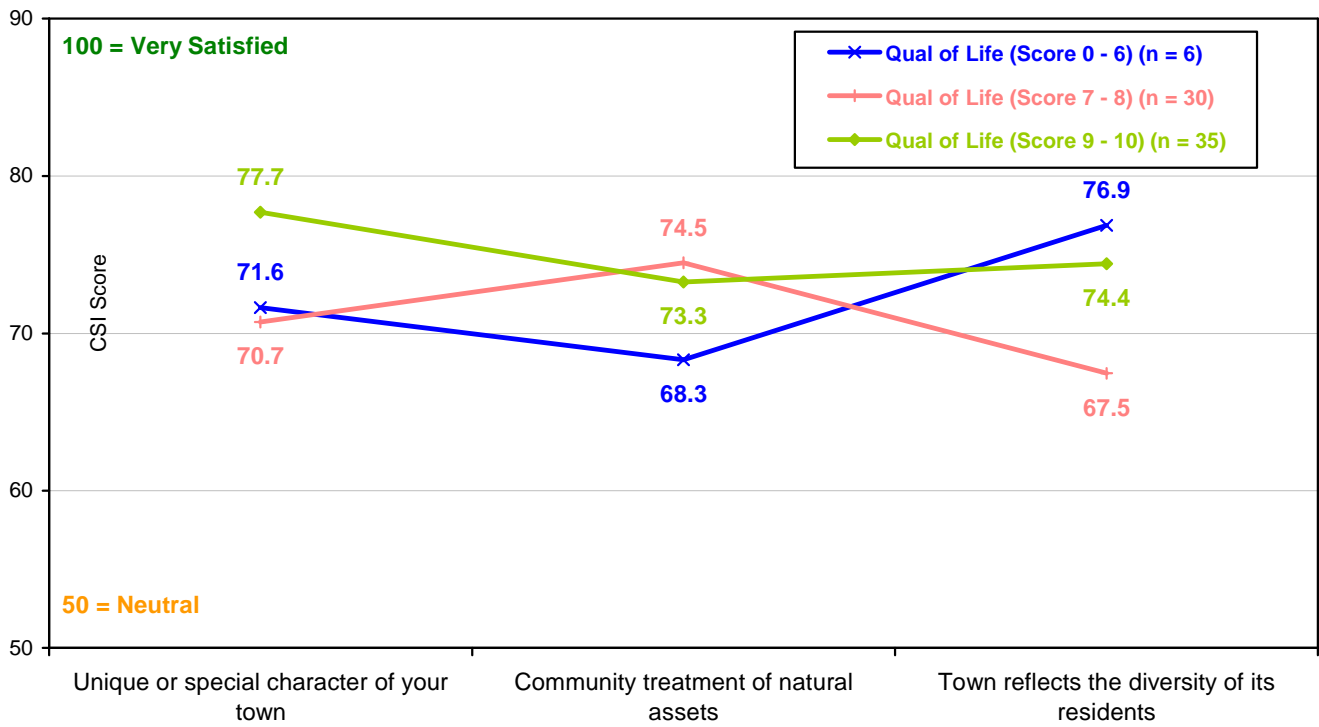
Environmental Factors by Living in Town versus the Country

There is limited difference in the Environmental Factors between those living in the country and those living in town.



Environmental Factors by Happiness with Quality of Life

There is some variation on most of the Environmental Factors based on how happy the respondent is with their Quality of Life.



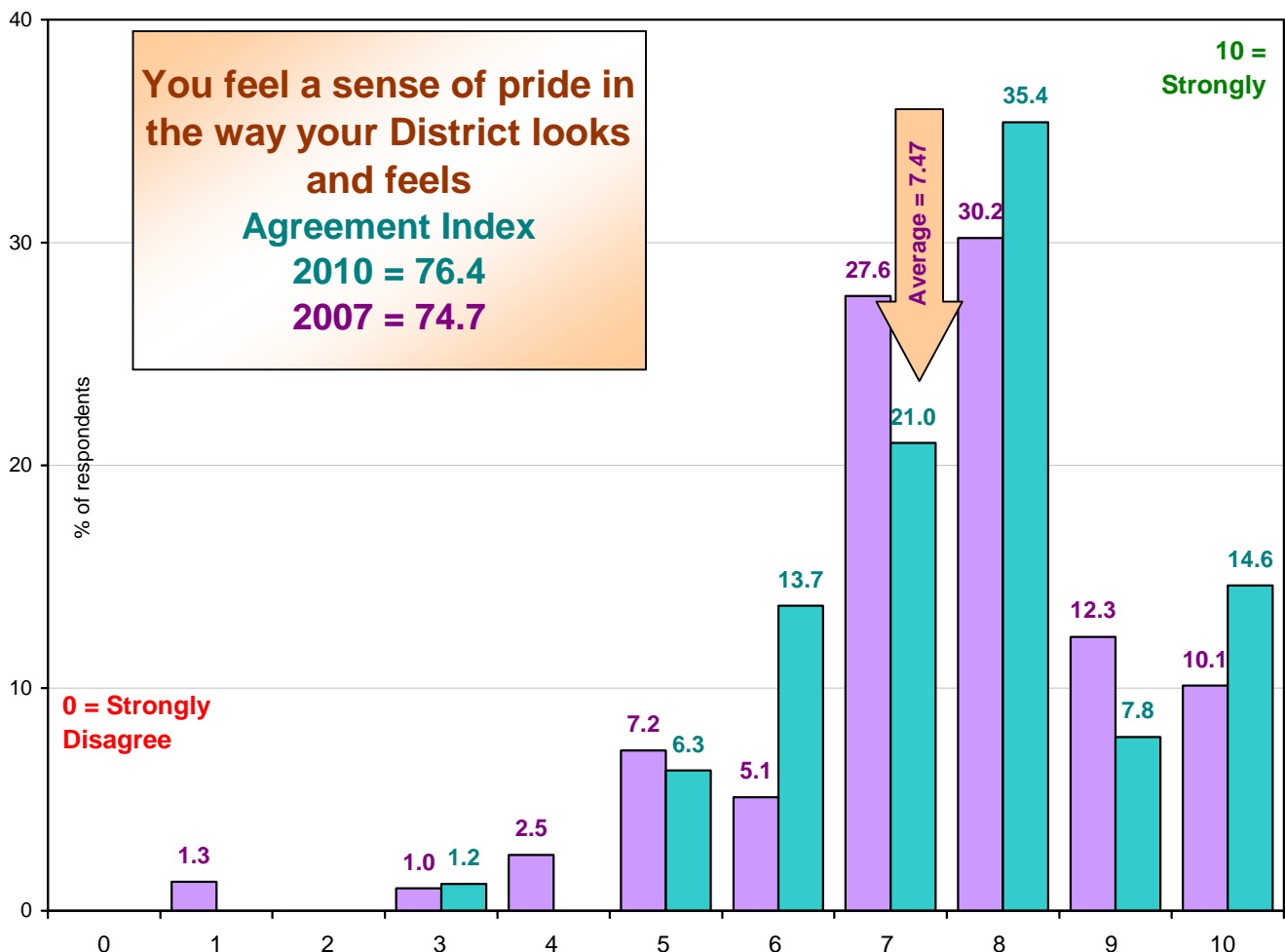
Sense of Pride

The respondents were asked 'Using the scale where 0 = strongly disagree and 10 = strongly agree, how strongly do you agree or disagree with you feel a sense of pride in the way your district looks and feels?'

The vast majority of the Matamata – Piako respondents (93%) agreed with the statement 'you feel a sense of pride in the way your district looks and feels' (scores of 6 – 10). A seventh of the respondents (15%) strongly agreed (Score of 10) while 8% rated this with a score of 9. The mode (most frequent value) is a score of 8 (35%).

Less than a tenth of the sample (6%) neither agreed nor disagreed with the statement 'You feel a sense of pride in the way your district looks and feels' (Score 5). Only a few respondents (1%) disagreed with the statement 'You feel a sense of pride in the way your district looks and feels' (Scores 0 – 4).

The Agreement Index (AI score)¹², (a weighted score across the Agreement scale) for 'You feel a sense of pride in the way your district looks and feels' was 76.4. This is an increase of 1.7 points from 2007 and once again this is a result that implies most respondents feel a sense of pride in their district.



¹² The Agreement Index (AI) converts each respondents answer across the satisfaction scale to a score out of 100. The AI is 10 times the average individual score based on the 11 point satisfaction scale (0 = strongly disagree to 10 = strongly agree)

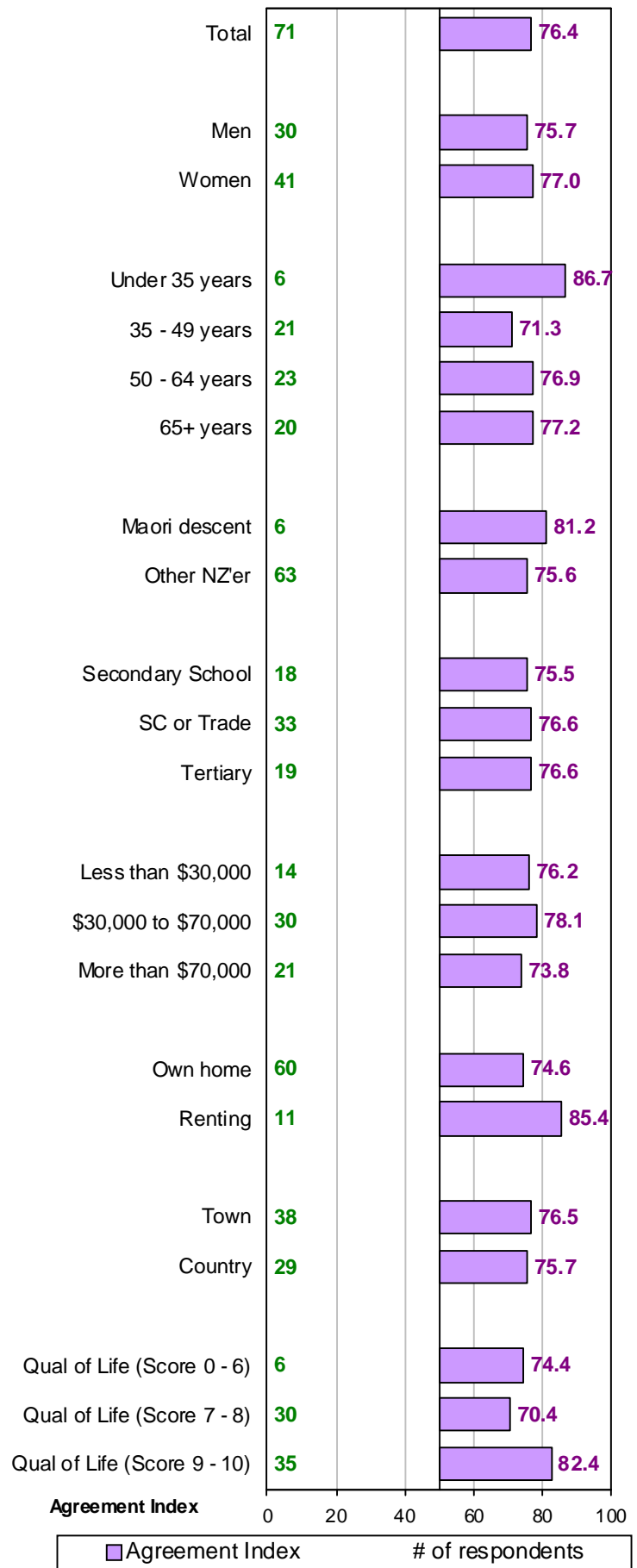
Agreement with ‘You feel a sense of pride in the way your district looks and feels’ by demographics

Please note there are small numbers of respondents in many of the subgroups so care is recommended in the interpretation.

Generally, most of the subgroups agree with the statement ‘You feel a sense of pride in the way your district looks and feels’. However, some subgroups tend to have higher levels of agreement than others. The chart opposite compares these variables.

The variables that appear to have had the greatest impact on level of agreement with the statement ‘You feel a sense of pride in the way your district looks and feels’ were:

- Those aged under 35 (Agreement Index 86.7) are more likely to agree with this statement than those from the other age brackets (Agreement Index 71.3 – 77.2).
- Those who own their own home (Agreement Index 74.6) are less likely to agree with this statement than those who rent or board (Agreement Index 85.4).
- Those who are very happy with their Quality of Life (Agreement Index 82.4) are more likely to agree with this statement than those who are less happy with their Quality of Life (Agreement Index 70.4 – 74.4).

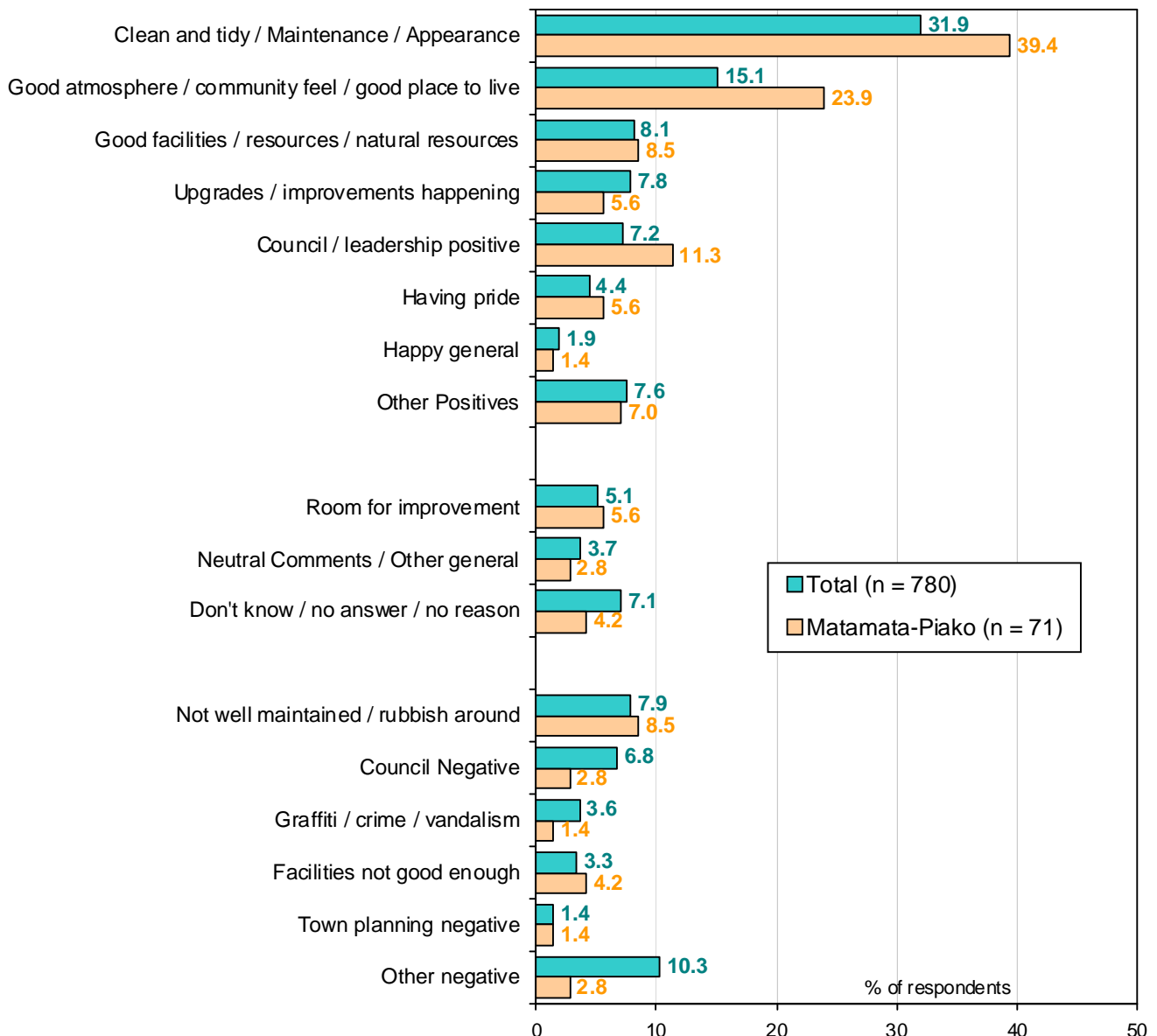


Sense of pride in the way district looks and feels: Verbatim Comments

The respondents were asked 'Using the same scale where 0 = strongly disagree and 10 = strongly agree, how strongly do you agree or disagree the statement 'You feel a sense of pride in the way your district looks and feels?' They were then asked 'What is the ONE main reason for saying this?' This question was asked as an open question with the answers grouped together for analysis purposes.

For the total Waikato Region, there was a range of responses, with some respondents offering positive reasons for agreeing strongly with the statement while others offered reasons for giving a lower score. The main positive comments evolved around their district being clean and tidy or about the appearance of the district (31.9%), having a good atmosphere or being a good place to live (15.1%), the area having good natural resources or facilities (8.1%), the upgrades or improvements happening (7.8%) or positive comments about the Council (7.2%). The main negative comments had to do with concerns about the place not being well maintained (7.9%), concerns about the Council (6.8%), or concerns about graffiti, crime and vandalism (3.6%). Others offered neutral comments (4%) did not know (7%) or thought there was room for improvement (5%). The results are very similar to 2007.

The results are similar for Matamata - Piako although there are more comments about their district being clean and tidy or about the appearance of the district (39%), and having a good atmosphere or being a good place to live (24%) and less negative comments (3%).



Positive comments

Many respondents made positive comments about the appearance of their district, including it being kept clean and tidy and well maintained (39.4% of the sample). These respondents comments included:

'Nice and tidy, well planned, new car park at Countdown. Like a Hub in the Waikato; needs McDonalds or a Burger King' (Matamata-Piako: Agreement Level = 10)

'Well I'm quite happy with the way everything looks, we have nice gardens.' (Matamata-Piako: Agreement Level = 10)

'They're always keeping the gardens lovely, very, very good. I do appreciate people that do gardens' (Matamata-Piako: Agreement Level = 10)

'Really like the way the town is kept, the gardens and the entire look of the place ' (Matamata-Piako: Agreement Level = 10)

'It's clean, the gardens, the streets are clean' (Matamata-Piako: Agreement Level = 10)

'It always looks nice. Just nice and tidy all the time; no rubbish around.' (Matamata-Piako: Agreement Level = 10)

'Have a lovely community; everything is kept up to date; looks nice.' (Matamata-Piako: Agreement Level = 9)

'The general look of the place like the streets, parks and the gardens. They spent a lot of time making sure the walkways are safe. ' (Matamata-Piako: Agreement Level = 9)

'The houses and gardens are always nice and neat so is the town and clean as well ' (Matamata-Piako: Agreement Level = 9)

'We take pride in the fact that we promote our natural resources and I feel that Matamata has taken advantage of things like Hobbiton and the racing community. And we make our town look pretty. And of the course, there's lovely people in our shops.' (Matamata-Piako: Agreement Level = 8)

'Well it all looks tidy and attractive, it's a good clean community' (Matamata-Piako: Agreement Level = 8)

'It's just a nice place to live and the community works well together' (Matamata-Piako: Agreement Level = 8)

'Everything is run well and pretty tidy and a nice environment' (Matamata-Piako: Agreement Level = 8)

'Because of the landscaping that's been done in the main street.' (Matamata-Piako: Agreement Level = 8)

'People take pride in their properties; they are tidy and well kept by the Council.' (Matamata-Piako: Agreement Level = 8)

'Pretty well maintained.' (Matamata-Piako: Agreement Level = 8)

'Nice looking area, always tidy, well looked after and maintained. The Council's gardens here are superb.' (Matamata-Piako: Agreement Level = 8)

'It's very nice, kept very nice.' (Matamata-Piako: Agreement Level = 8)

'All the gardens are kept tidy.' (Matamata-Piako: Agreement Level = 8)

'Because they do present the main street well, and they have done a lot of work on the main street and preserving the history.' (Matamata-Piako: Agreement Level = 7)

'We have a very tidy and clean little town.' (Matamata-Piako: Agreement Level = 7)

'Think it is a nice community that is well kept, looks nice, lots of nice gardens, well set out and clean and tidy, not much graffiti. ' (Matamata-Piako: Agreement Level = 7)

'The trees and garden are well maintained. ' (Matamata-Piako: Agreement Level = 7)

'I think the three towns in the Matamata/Piako District, they are always well presented, islands etc. I think they maintain the area well.' (Matamata-Piako: Agreement Level = 7)

'I suppose if you drive through it's an attractive looking area and it's an attractive rural area with cows and horses and pastures and the towns clean and tidy and it looks like a fairly well off area.'
(Matamata-Piako: Agreement Level = 7)

'Reasonably presentable.' (Matamata-Piako: Agreement Level = 6)

'Looks nice, clean.' (Matamata-Piako: Agreement Level = 6)

'Because it a nice town, has nice trees and parks and is fairly tidy.'
(Matamata-Piako: Agreement Level = 6)

This was followed by 23.9% of the sample who mentioned a good atmosphere or community feel about the place or that it was a good place to live. This included the following comments:

'We have a Council that is responsive and it has always been a nice town to live in' (Matamata-Piako: Agreement Level = 10)

'Well because it's true, it's all true, it's a very, very wonderful place to live. We've got it all. There's a good library, a community house where people go for their troubles, 2 medical centres, ambulance service, fire service, everything's here. There's a very good public relations office where you can go and have your problems sorted out. I went to them because I'm giving a talk to Probus about where I grew up and I just feel there's lots of support here.' (Matamata-Piako: Agreement Level = 10)

'Small community, friendly' (Matamata-Piako: Agreement Level = 10)

'It is a small country town and it is farmed based.' (Matamata-Piako: Agreement Level = 10)

'Have a lovely community; everything is kept up to date; looks nice.'
(Matamata-Piako: Agreement Level = 9)

'This is a friendly town; the position is good' (Matamata-Piako: Agreement Level = 9)

'It's a nice place to live. It's very quiet and peaceful and friendly people.'
(Matamata-Piako: Agreement Level = 9)

'We take pride in the fact that we promote our natural resources and I feel that Matamata has taken advantage of things like Hobbiton and the racing community. And we make our town look pretty. And of the course, there's lovely people in our shops.' (Matamata-Piako: Agreement Level = 8)

'Well it all looks tidy and attractive, it's a good clean community'
(Matamata-Piako: Agreement Level = 8)

'It's just a nice place to live and the community works well together'
(Matamata-Piako: Agreement Level = 8)

'There are nice people in the area which are all very friendly'
(Matamata-Piako: Agreement Level = 8)

'I've always like Matamata - I've lived here since I was four. It has a thriving industry; it treats it's citizens well. Nice place to be.' (Matamata-Piako: Agreement Level = 8)

'It's a nice place to live, the community' (Matamata-Piako: Agreement Level = 8)

'I just think it's quite a nice area' (Matamata-Piako: Agreement Level = 8)

'I believe that being a rural community, it is a very tight-knit community; is well looked after. The Council promotes tourism of Mt Te Aroha, the hot pools, walking tracks and cycling tracks up the Mountain. This helps the whole area.' (Matamata-Piako: Agreement Level = 7)

'Well around here we had an old school and they sold it and made a good functional centre. It's good around here. I live in a place called Waihou.' (Matamata-Piako: Agreement Level = 7)

'Quite a peaceful environment and also not much activity for us in the town.' (Matamata-Piako: Agreement Level = 7)

Some respondents (11.3%) made positive comments about their Council / Council services that included:

'Nice and tidy, well planned, new car park at Countdown. Like a Hub in the Waikato; needs McDonalds or a Burger King' (Matamata-Piako: Agreement Level = 10)

'We have a Council that is responsive and it has always been a nice town to live in' (Matamata-Piako: Agreement Level = 10)

'The general look of the place like the streets, parks and the gardens. They spent a lot of time making sure the walkways are safe.' (Matamata-Piako: Agreement Level = 9)

'Everything is run well and pretty tidy and a nice environment' (Matamata-Piako: Agreement Level = 8)

'They are genuine and I think they are doing a good job apart from one thing - the Art Gallery' (Matamata-Piako: Agreement Level = 8)

'The Council is fiscally wise' (Matamata-Piako: Agreement Level = 8)

'I believe that being a rural community, it is a very tight-knit community; is well looked after. The Council promotes tourism of Mt Te Aroha, the hot pools, walking tracks and cycling tracks up the Mountain. This helps the whole area.' (Matamata-Piako: Agreement Level = 7)

'They do some good things. Proud of the way it looks' (Matamata-Piako: Agreement Level = 6)

A number commented on the great facilities and resources in the district including natural resources, (mentioned by 8.5% of the sample).

'Nice and tidy, well planned, new car park at Countdown. Like a Hub in the Waikato; needs McDonalds or a Burger King' (Matamata-Piako: Agreement Level = 10)

'Well because it's true, it's all true, it's a very, very wonderful place to live. We've got it all. There's a good library, a community house where people go for their troubles, 2 medical centres, ambulance service, fire service, everything's here. There's a very good public relations office where you can go and have your problems sorted out. I went to them because I'm giving a talk to Probus about where I grew up and I just feel there's lots of support here.' (Matamata-Piako: Agreement Level = 10)

'We take pride in the fact that we promote our natural resources and I feel that Matamata has taken advantage of things like Hobbiton and the racing community. And we make our town look pretty. And of the course, there's lovely people in our shops.' (Matamata-Piako: Agreement Level = 8)

'I think that the people in the district are proud of the area. There is quite a lot to do in the area' (Matamata-Piako: Agreement Level = 8)

'Well around here we had an old school and they sold it and made a good functional centre. It's good around here. I live in a place called Waihou.' (Matamata-Piako: Agreement Level = 7)

'They have a lot of activities in the area.' (Matamata-Piako: Agreement Level = 6)

A number of respondents (5.6%) were proud because of the improvements and upgrades happening in their district:

'Because of the landscaping that's been done in the main street.' (Matamata-Piako: Agreement Level = 8)

'I've grown up here my whole life; in the last 5 years it's really upgraded; lots of businesses have moved in' (Matamata-Piako: Agreement Level = 8)

'Because they do present the main street well, and they have done a lot of work on the main street and preserving the history.' (Matamata-Piako: Agreement Level = 7)

'Because the town centre has really improved a lot over the past few years. The shops are full and the view of the main street is a lot better' (Matamata-Piako: Agreement Level = 7)

This was followed by 5.6% of the sample who mentioned a general pride in their district:

'There's a lot of community pride; it's a small town and it falls together pretty good.'
(Matamata-Piako: Agreement Level = 9)

'People take pride in their properties; they are tidy and well kept by the Council.' (Matamata-Piako: Agreement Level = 8)

'I think that the people in the district are proud of the area. There is quite a lot to do in the area'
(Matamata-Piako: Agreement Level = 8)

'They do some good things. Proud of the way it looks' (Matamata-Piako: Agreement Level = 6)

One respondent felt happy in general with the district (1.4%) and the comment included:

'I don't know. I just love the area as I have moved from South Auckland and it's a change.'
(Matamata-Piako: Agreement Level = 10)

This was followed by 7.0% who made other positive comments as to why they felt pride in their district. This included these comments:

'This is a friendly town; the position is good' (Matamata-Piako: Agreement Level = 9)

'General impression of how others react in the town' (Matamata-Piako: Agreement Level = 8)

'Just immigrated; huge improvement compared to Europe, way of living improved, more space' (Matamata-Piako: Agreement Level = 7)

'Because I think that people do try.' (Matamata-Piako: Agreement Level = 6)

'I'm in rural area, better roads in the rural ' (Matamata-Piako: Agreement Level = 5)

Neutral comments

There were also several respondents (5.6% of the sample) who felt there was room for improvement in the district and they made the following comments:

'I think that the district could be presented slightly better in terms of entrances to the town and upkeep and maintenance.' (Matamata-Piako: Agreement Level = 8)

'There is room for improvement e.g. better public toilet facilities, welcoming signs coming into the town; retail sector can't expand because of industrial growth'
(Matamata-Piako: Agreement Level = 6)

'There's just a lot of things the Council could do here for our children; there's not much to offer the young people here apart from drinking. They need more to offer the kids to keep them out of trouble.' (Matamata-Piako: Agreement Level = 6)

'They could do more to keep the community looking better' (Matamata-Piako: Agreement Level = 5)

This was followed by 2.8% who made neutral or other comments about the sense of pride in their district. This included:

'It tries to look as attractive as it can. It looks like a normal New Zealand small town. I don't really know.' (Matamata-Piako: Agreement Level = 6)

'It is my home town.' (Matamata-Piako: Agreement Level = 6)

Negative comments

There was a range of negative comments from respondents about their district not being well maintained and the fact that there was rubbish around (made by 8.5% of the sample). This included the following comments:

'I think that the district could be presented slightly better in terms of entrances to the town and upkeep and maintenance.' (Matamata-Piako: Agreement Level = 8)

'Could be a lot more done like the parks, roadsides, streets could be more tidier.' (Matamata-Piako: Agreement Level = 8)

'Some untidiness in the CBD area. Not always keeping gardens well maintained.'
(Matamata-Piako: Agreement Level = 7)

'A lot more rubbish could be picked up around the place; also graffiti could be cleaned up.'
(Matamata-Piako: Agreement Level = 6)

'I don't think the main centre is clean and maintained properly'
(Matamata-Piako: Agreement Level = 5)

'Years ago they used to have rubbish bins everywhere, now there's less bins and more rubbish'
(Matamata-Piako: Agreement Level = 3)

This was followed by 4.2% who felt there were not enough facilities available or those available were not good enough in their district. These comments included:

'There could be better quality toilets.' (Matamata-Piako: Agreement Level = 8)

'There is room for improvement e.g. better public toilet facilities, welcoming signs coming into the town; retail sector can't expand because of industrial growth'
(Matamata-Piako: Agreement Level = 6)

'There's just a lot of things the Council could do here for our children; there's not much to offer the young people here apart from drinking. They need more to offer the kids to keep them out of trouble.' (Matamata-Piako: Agreement Level = 6)

This was followed by 2.8% of respondents who made negative comments about the Council in their district and these included:

'Don't agree with everything the Council does, but we get a variety of letters and notices, and they have enough offices open as a ratepayer.' (Matamata-Piako: Agreement Level = 8)

'Mainly cos I don't feel they take everybody into account; it's like it's a select few' (Matamata-Piako: Agreement Level = 7)

There was one comment about the amount of graffiti, crime or vandalism in their district (1.4%):

'A lot more rubbish could be picked up around the place; also graffiti could be cleaned up.'
(Matamata-Piako: Agreement Level = 6)

There was a negative comment about the town planning (1.4%):

'There is room for improvement e.g. better public toilet facilities, welcoming signs coming into the town; retail sector can't expand because of industrial growth' (Matamata-Piako: Agreement Level = 6)

There were other comments as to why people did not have total pride in their district and these included:

'Nice and tidy, well planned, new car park at Countdown. Like a Hub in the Waikato; needs McDonalds or a Burger King' (Matamata-Piako: Agreement Level = 10)

'There's just a lot of things the Council could do here for our children; there's not much to offer the young people here apart from drinking. They need more to offer the kids to keep them out of trouble.' (Matamata-Piako: Agreement Level = 6)

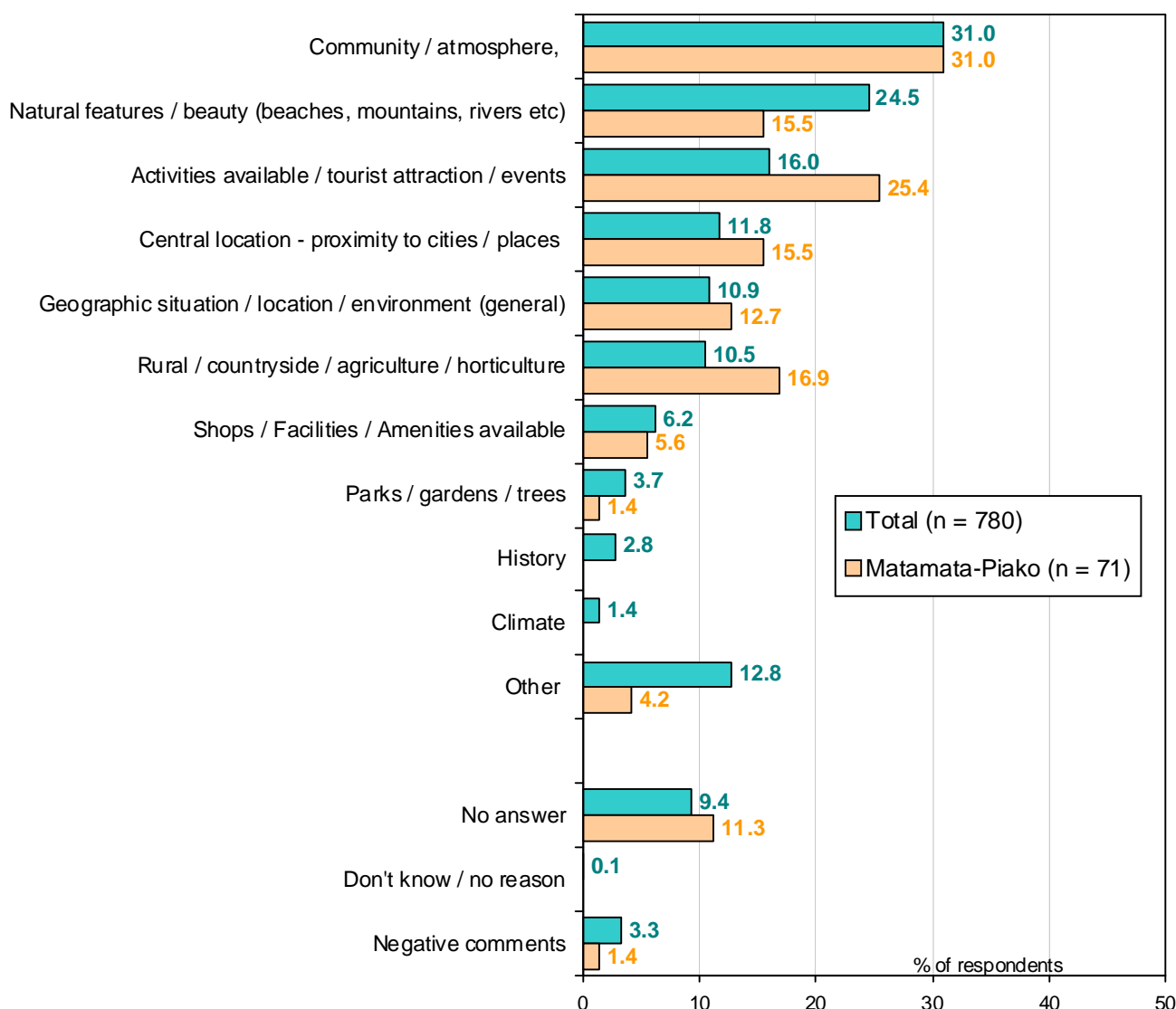
What makes your district unique or special

The respondents were asked *‘What do you think makes your district unique or special?’* This question was asked as an open question with the answers grouped together for analysis purposes.

For the Waikato Region, the main theme was to do with the atmosphere or sense of community in the district (31%). Others commented on the natural resources like beaches, rivers or mountains or natural beauty (25%). A smaller number (16%) thought the activities, events or tourist attractions made their district unique while 12% commented on the proximity to cities or their central location. A similar number mentioned the geographic location or situation of the district made it unique (11%). A tenth of the sample (11%) mentioned agriculture or horticulture or the rural feel of the area made their district unique while for others it was facilities and amenities (6%) or parks and gardens (4%) or the history (3%). There was a range of other suggestions.

A number of respondents did not answer this question (9%) and a few did not know what made their district unique (1%). There was also a range of negative suggestions as to what made their district unique (3%).

For Matamata – Piako, more respondents mentioned the activities, events or tourist attractions (25%) or agriculture or horticulture or the rural feel of the area (17%) and fewer mentioned the natural resources like beaches, rivers or mountains or natural beauty (16%).



Reasons why the district is unique or special

Many respondents felt the atmosphere or community around them made their district unique (31.0%). These respondents comments included:¹³

'We're central, we are self supporting, there's no need to go to a big city to do our shopping, we have access to the Kaimai Range for tramping, not far from the beach, so it's central and I feel it's safe as anywhere for living for older people, or for anybody.' (Matamata-Piako)

'It is a country town/area, and the council/community really build on the flavour of that. They market the country atmosphere.' (Matamata-Piako)

'The people make it and the scenery and everything like that, the mountain which is pretty good.' (Matamata-Piako)

'Our mountain, the river that runs through, the community itself.' (Matamata-Piako)

'I suppose the people, and where we're situated in the North Island; we're very central.' (Matamata-Piako)

'Central location, general tidiness and appearance.' (Matamata-Piako)

'Nice living area, rural, lots of open spaces' (Matamata-Piako)

'It's not populated and this town is good for dairy farming.' (Matamata-Piako)

'Centre of the farming industry and is reflected in the people who are here' (Matamata-Piako)

'Small country town and no major influences from outside and remains its rural setting.' (Matamata-Piako)

'Because it's a small town and everything is quite close and handy' (Matamata-Piako)

'It has diversity; it has character; it has good local industries' (Matamata-Piako)

'The people who live here enjoy living here' (Matamata-Piako)

'The friendliness of the people.' (Matamata-Piako)

'The community caring.' (Matamata-Piako)

'That it's not overly commercial' (Matamata-Piako)

'Partly the people who live here. Quite friendly. People stop and speak to strangers.' (Matamata-Piako)

'Nice clean, well maintained landscape and cityscape' (Matamata-Piako)

'It's a different race in the town, it's not a very judgemental town like it did when I was little; it doesn't matter what race you are here at the moment.' (Matamata-Piako)

'It just seems to be a safe, clean environment' (Matamata-Piako)

'I think it's the community, the people in it.'

'We have people from really young to elderly.' (Matamata-Piako)

'Friendliness of people; they go out of their way to help' (Matamata-Piako)

A number commented on the activities available or tourist attractions in the district and other special events which take place, (mentioned by 25.4% of the sample).

'It's the heartland to dairying and horse racing. There is money here, and I think everyone benefits from it. It attracts overseas people to the lakes, rivers, fishing. Tourists come to see a country town.' (Matamata-Piako)

'We have got a lot of nice walks, have lots of natural resources, have Hobbiton and have the racing industry.' (Matamata-Piako)

'There are mountain bush walkways, hot water pools and spas in Te Aroha; there are other things to do.' (Matamata-Piako)

¹³ Please note that when verbatim comments cover more than one point these are reported in total to keep comments in perspective. The comments with multiple themes are repeated under each relevant section.

'The hot springs and Mt Te Aroha' (Matamata-Piako)
'I believe that Mount Te Aroha and the hot pools are unique
and special to this area.' (Matamata-Piako)

'It's pretty in the summer and we've got lots of walks to go on in the mountains. It's good for the
middle-aged but I don't know so much about the youngies.' (Matamata-Piako)

'The breeding of racehorses and the attraction of Hobbiton' (Matamata-Piako)

'Just got so much, a lot of different sporting things,
nice walks through town, magnolia groves.' (Matamata-Piako)

'Particularly the Hobbiton thing, and certainly that's what most younger generations
think of when you say where's NZ, they wouldn't think dairy town or racehorses.

The hot pools and the thermal activity.' (Matamata-Piako)

'We have Hobbiton and the whole town got behind this.' (Matamata-Piako)

'The whole town rides on the Hobbiton thing, but there is a lot of outdoors stuff you can do e.g.
hunting, fishing, bush walks, motocross' (Matamata-Piako)

'The tourist Hobbiton place ' (Matamata-Piako)

'The home of the race course - a nice little town.' (Matamata-Piako)

'The Hobbiton out there ' (Matamata-Piako)

'The Hobbiton in town. ' (Matamata-Piako)

'That Hobbit thing.' (Matamata-Piako)

'It had that movie made here, Lord of the Rings' (Matamata-Piako)

'Because we have the Hobbits here isn't it.' (Matamata-Piako)

This was followed by 16.9% of the sample who mentioned the agricultural or horticultural aspect of the district. This included the following comments:

'Nice living area, rural, lots of open spaces' (Matamata-Piako)

'It's not populated and this town is good for dairy farming. ' (Matamata-Piako)

'Centre of the farming industry and is reflected in the people who are here' (Matamata-Piako)

'Small country town and no major influences from outside and
remains its rural setting.' (Matamata-Piako)

'Probably the countryside, the Kaimais. The horse and farming industries.' (Matamata-Piako)

'A rural township but has has dairy and a lot of horses.' (Matamata-Piako)

'It's the heartland to dairying and horse racing. There is money here,
and I think everyone benefits from it. It attracts overseas people to the lakes, rivers, fishing.

Tourists come to see a country town.' (Matamata-Piako)

'The breeding of racehorses and the attraction of Hobbiton' (Matamata-Piako)

'The dairy industry and the farming community.' (Matamata-Piako)

'Lots of cows' (Matamata-Piako)

'Its unique ability to grow lots of grass for the breeding of racehorses, the high production of dairy
farming and the high yield of crops.' (Matamata-Piako)

'It's a major farming community' (Matamata-Piako)

Some respondents (15.5%) felt it was the districts natural beauty and landscape that made it so special and offered comments that included:

'We're central, we are self supporting, there's no need to go to a big city to do our shopping, we have access to the Kaimai Range for tramping, not far from the beach, so it's central and I feel it's safe as anywhere for living for older people, or for anybody.' (Matamata-Piako)

'The people make it and the scenery and everything like that, the mountain which is pretty good.' (Matamata-Piako)

'Our mountain, the river that runs through, the community itself.' (Matamata-Piako)

'It's the heartland to dairying and horse racing. There is money here, and I think everyone benefits from it. It attracts overseas people to the lakes, rivers, fishing. Tourists come to see a country town.' (Matamata-Piako)

'We have got a lot of nice walks, have lots of natural resources, have Hobbiton and have the racing industry.' (Matamata-Piako)

'There are mountain bush walkways, hot water pools and spas in Te Aroha; there are other things to do.' (Matamata-Piako)

'The hot springs and Mt Te Aroha' (Matamata-Piako)

'I believe that Mount Te Aroha and the hot pools are unique and special to this area.' (Matamata-Piako)

'It's pretty in the summer and we've got lots of walks to go on in the mountains. It's good for the middle-aged but I don't know so much about the youngies.' (Matamata-Piako)

'Its mountain' (Matamata-Piako)

'The mountains.' (Matamata-Piako)

A number of respondents (15.5%) felt it was the central location and the proximity to other centres that made the district unique:

'We're central, we are self supporting, there's no need to go to a big city to do our shopping, we have access to the Kaimai Range for tramping, not far from the beach, so it's central and I feel it's safe as anywhere for living for older people, or for anybody.' (Matamata-Piako)

'I suppose the people, and where we're situated in the North Island; we're very central.' (Matamata-Piako)

'Central location, general tidiness and appearance.' (Matamata-Piako)

'Its positions, its location, nothing is less than two hours away' (Matamata-Piako)

'It's handy to lot of places like for shopping and entertainment.' (Matamata-Piako)

'Small country town, crossroads to major cities' (Matamata-Piako)

'The location at the foot of the mountain and where it is in location to other towns.' (Matamata-Piako)

'It is central to the coasts and other major centres' (Matamata-Piako)

'We are quite lucky as that we are close to every facility' (Matamata-Piako)

'It's central to go to different places, not too far to travel' (Matamata-Piako)

'It is very central for people to get to places.' (Matamata-Piako)

This was followed by 12.7% who mentioned the geographic situation or location. This included:

'We're central, we are self supporting, there's no need to go to a big city to do our shopping, we have access to the Kaimai Range for tramping, not far from the beach, so it's central and I feel it's safe as anywhere for living for older people, or for anybody.' (Matamata-Piako)

'It is a country town/area, and the council/community really build on the flavour of that. They market the country atmosphere.' (Matamata-Piako)

'Its positions, its location, nothing is less than two hours away' (Matamata-Piako)
'Probably the countryside, the Kaimais. The horse and farming industries.' (Matamata-Piako)
'A rural township but has dairy and a lot of horses.' (Matamata-Piako)
'The locality, it has everything we want' (Matamata-Piako)

'Its isolation' (Matamata-Piako)
'Wide open spaces, breath of fresh air.' (Matamata-Piako)
'Where it is ' (Matamata-Piako)

This was followed by 5.6% of the sample who mentioned the facilities and amenities available. This included these comments:

'Because it's a small town and everything is quite close and handy' (Matamata-Piako)
'The locality, it has everything we want' (Matamata-Piako)
'It's handy to lot of places like for shopping and entertainment.' (Matamata-Piako)
'Well we've got a pub around the corner that's unique, it's just a nice place to live' (Matamata-Piako)

Another respondent commented on the parks, gardens and trees in the area being a unique feature (1.4%) with this comment:

*'Just got so much, a lot of different sporting things,
nice walks through town, magnolia groves.'* (Matamata-Piako)

There was a range of other comments from respondents and these included:

'We're central, we are self supporting, there's no need to go to a big city to do our shopping, we have access to the Kaimai Range for tramping, not far from the beach, so it's central and I feel it's safe as anywhere for living for older people, or for anybody.' (Matamata-Piako)
'It has diversity; it has character; it has good local industries' (Matamata-Piako)
'The sporting achievements.' (Matamata-Piako)

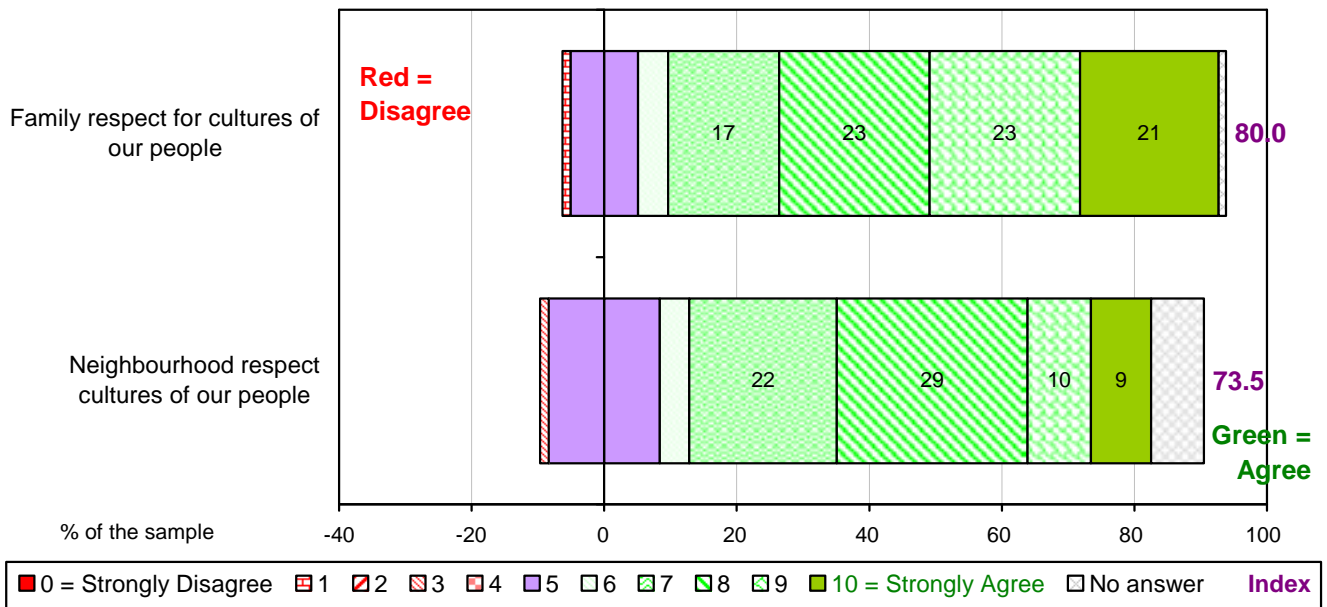
One respondent made a negative comment:

'Nothing; it's just an ordinary Waikato town.' (Matamata-Piako)

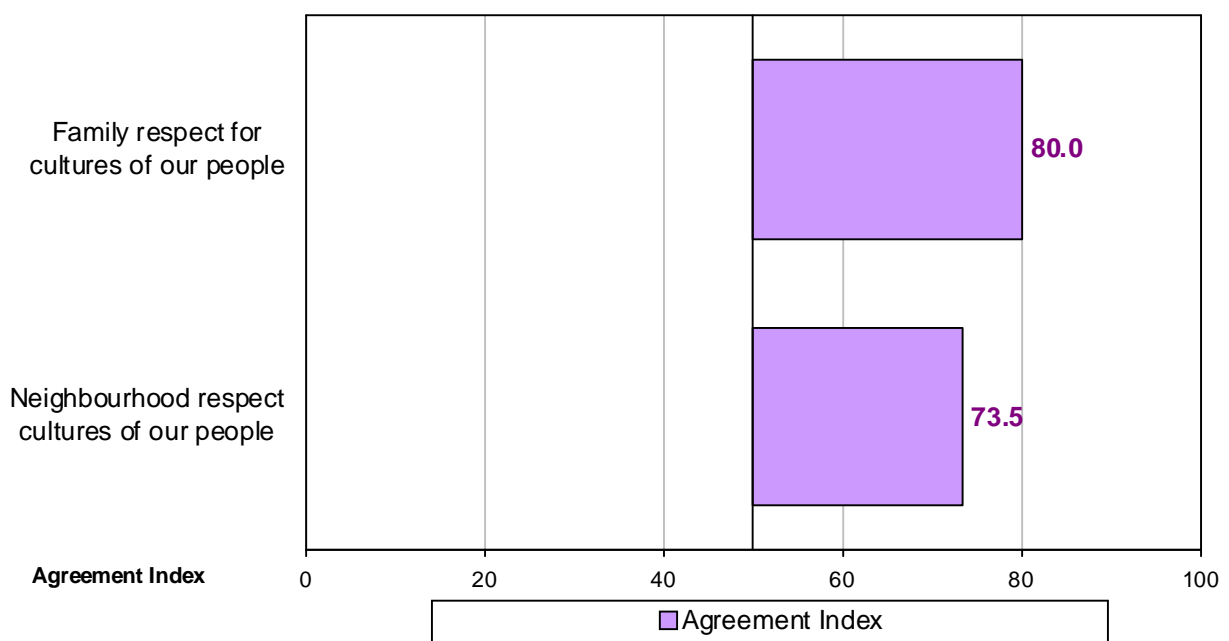
Participation and Equity Factors

The respondents were asked 'New Zealand is becoming home for an increasing number of people from different countries with different lifestyles and cultures. Using the scale where 0 = strongly disagree and 10 = strongly agree, how strongly do you agree or disagree with <statement>?'

Over four fifths of the respondents (88%) agreed (Scores 6 – 10) with the statement 'Your family are knowledgeable and show respect for the many and diverse cultures of the people who live here' and only 1% disagreed with this (Scores 0 – 4). Conversely, three quarters of the sample (74%) agreed (Scores 6 – 10) with the statement 'Your neighbourhood are knowledgeable and show respect for the many and diverse cultures of the people who live here' and 1% disagreed (Scores 0 – 4).

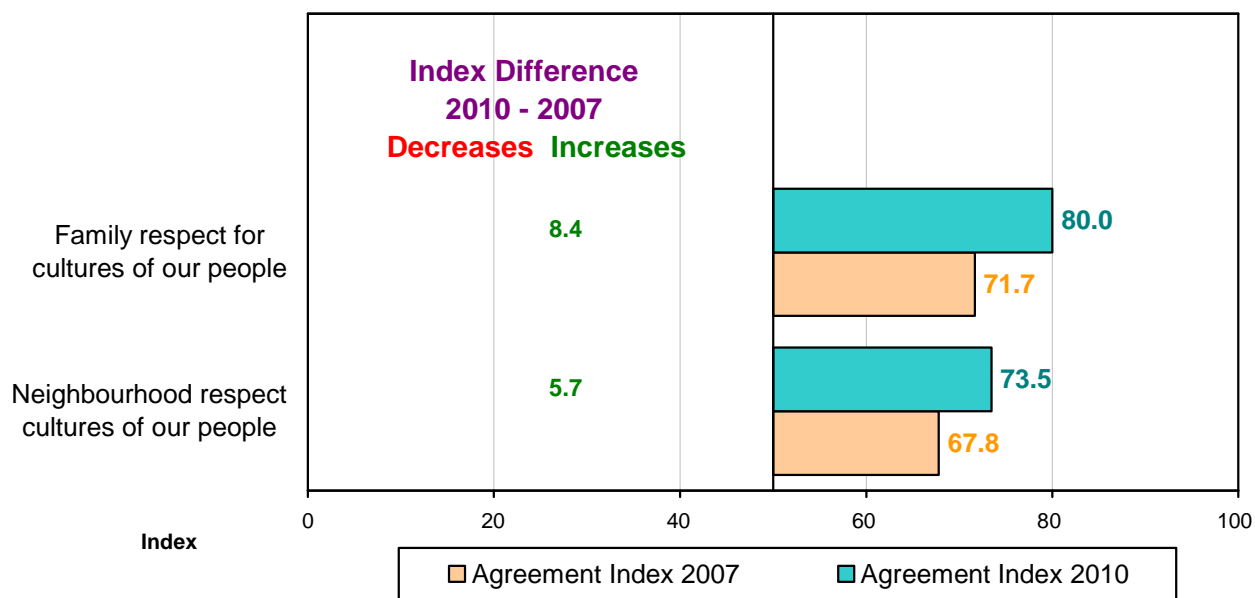


This reflects in the Agreement Index which is 80.0 for the statement 'Your family are knowledgeable and show respect for the many and diverse cultures of the people who live here' versus 73.5 for the statement 'Your neighbourhood are knowledgeable and show respect for the many and diverse cultures of the people who live here'.



Participation and Equity Factors - Comparison to 2007

The following chart compares the 2010 results with 2007 for the Participation and Equity factors. The factor ‘Your family are knowledgeable and show respect for the many and diverse cultures of the people who live here’ was up 8.4 points from 2007 (Index 80.0) while the factor ‘Your neighbourhood are knowledgeable and show respect for the many and diverse cultures of the people who live here’ was up 5.7 points (Index 73.5).



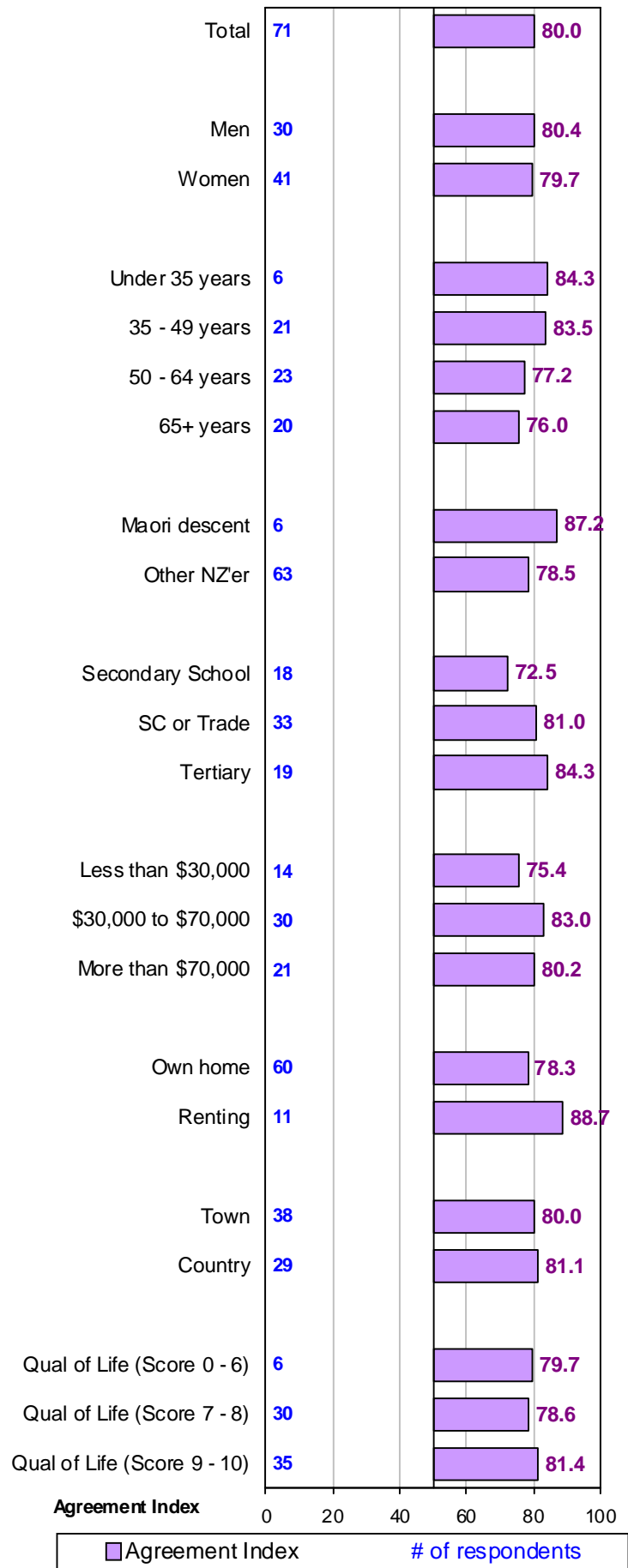
Agreement with ‘Your family are knowledgeable and show respect for the many and diverse cultures of the people who live here’ by demographics

Please note there are small numbers of respondents in many of the subgroups so care is recommended in the interpretation.

Generally, most of the subgroups agree with the statement ‘Your family are knowledgeable and show respect for the many and diverse cultures of the people who live here’. However, some subgroups tend to have higher levels of agreement than others. The chart opposite compares these variables.

The variables that appear to have had the greatest impact on level of agreement with the statement ‘Your family are knowledgeable and show respect for the many and diverse cultures of the people who live here’ were:

- Those aged under 35 years (Agreement Index 84.3) are more likely to agree with this statement than those in the other age brackets (Agreement Index 76.0 – 83.5).
- Respondents of Maori descent (Agreement Index 87.2) are more likely to agree with this statement than other New Zealanders (Agreement Index 78.5).



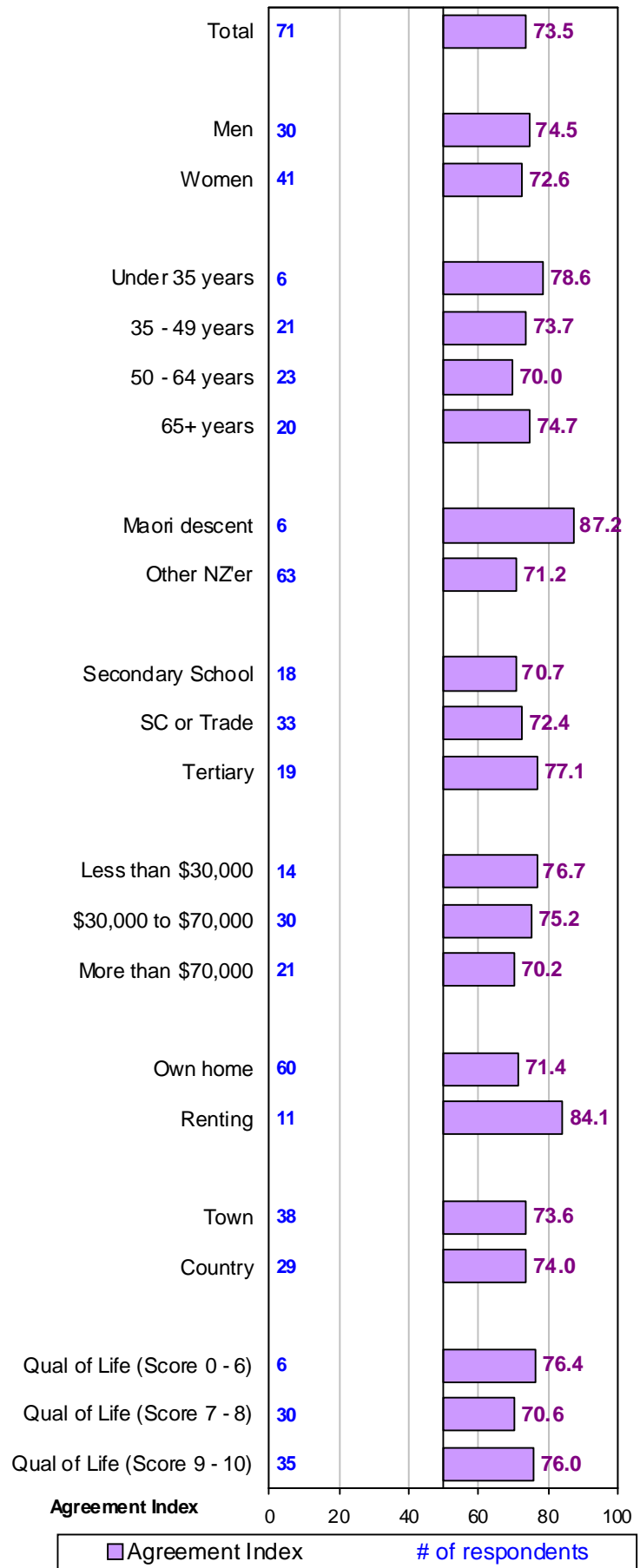
Agreement with ‘Your neighbourhood are knowledgeable and show respect for the many and diverse cultures of the people who live here’ by demographics

Please note there are small numbers of respondents in many of the subgroups so care is recommended in the interpretation.

Generally, most of the subgroups agree with the statement ‘Your neighbourhood are knowledgeable and show respect for the many and diverse cultures of the people who live here’. However, some subgroups tend to have higher levels of agreement than others. The chart opposite compares these variables.

The variables that appear to have had the greatest impact on level of agreement with the statement ‘Your neighbourhood are knowledgeable and show respect for the many and diverse cultures of the people who live here’ were:

- Those aged under 35 years (Agreement Index 78.6) are more likely to agree with this statement than those in the other age brackets (Agreement Index 70.0 – 74.7).
- Respondents of Maori descent (Agreement Index 87.2) are more likely to agree with this statement than other New Zealanders (Agreement Index 71.2).
- Those who live in their own home (Agreement Index 71.4) are less likely to agree with this statement than those who rent or board (Agreement Index 84.1).
- Those with a household income under \$30,000 (Agreement Index 76.7) are more likely to agree with this statement than those in the other income streams (Agreement Index 70.2 – 75.2).



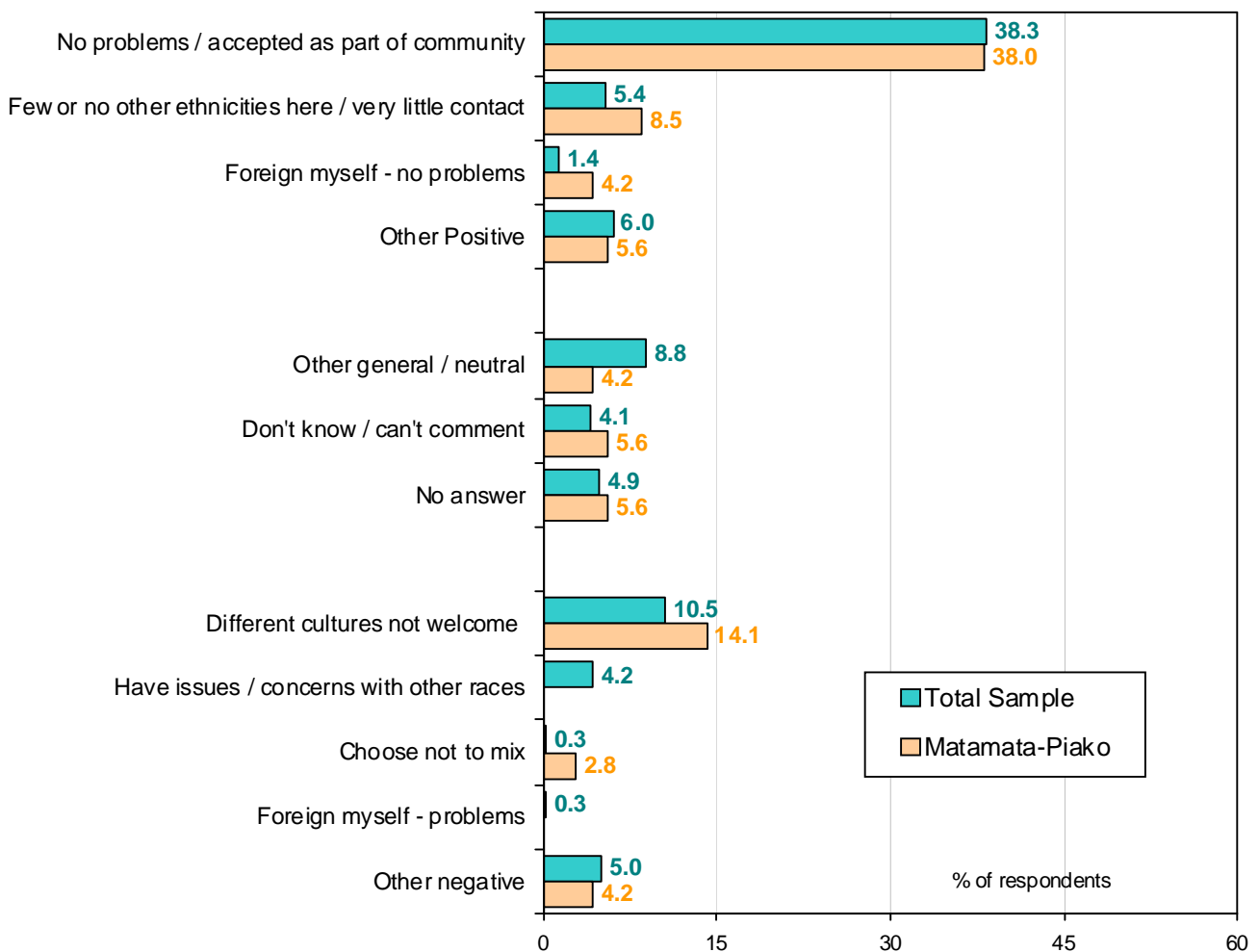
Respect for the cultures of the people who live here: Verbatim comments

The respondents were asked ‘New Zealand is becoming home for an increasing number of people from different countries with different lifestyles and cultures. Using the scale where 0 = strongly disagree and 10 = strongly agree, how strongly do you agree or disagree with <Your family are knowledgeable and show respect for the many and diverse cultures of the people who live here>; < Your neighbourhood are knowledgeable and show respect for the many and diverse cultures of the people who live here>?’ If the respondents rated either of these questions with scores that reflected with agreement (Scores 7 – 10) or disagreement (scores 0 – 3) they were asked ‘For what reasons do you say that?’ This question was asked as an open question with the answers grouped together for analysis purposes.

For the Regional sample, there was a range of responses, with some respondents offering positive reasons for agreeing strongly with the statement while others offered reasons for giving a lower score. The main positive comments evolved around feeling there were no cultural problems and that people were accepted as part of the community (38%). Others commented that they have few other ethnicities in their town, (5%), or said they were foreign themselves and had no problems. Others offered neutral comments (9%), did not know or could not comment (4%) or did not answer this question (5%).

Some respondents felt that different cultures were not welcomed by the community (11%) while a few (4%) had issues with other races or choose not to mix (0.3%). A small number of respondents said they were foreign themselves and had some problems. The results are very similar to 2007.

The results are similar for Matamata – Piako.



Respect for the cultures of the people who live here: Verbatim comments

Some people who were satisfied with one aspect e.g. 'their family being knowledgeable and show respect for the many and diverse cultures of the people who live here' but dissatisfied with the other aspect (e.g. their community being knowledgeable and show respect for the many and diverse cultures of the people who live here' often commented on the positive aspect but a few did the opposite.

Other ethnicities accepted and respected in community

Many respondents felt there were no problems with other races being accepted into the community (38.0% of the sample). These respondents comments included:¹⁴

*'They can't just be bad Maoris; nothing wrong with them;
my best mates are Maori' (Matamata-Piako)*

'Just how I've been involved, they have wanted to be involved. People go out of their way to show us where they come from.' (Matamata-Piako)

'We employ various types of immigrants.' (Matamata-Piako)

'There is all sorts of nationalities at my kids primary school and everyone fits in and because it's such a close knit community; everyone gets along' (Matamata-Piako)

'Haven't heard anyone being critical towards other cultures. Accepting.' (Matamata-Piako)

*'For the simple reason that I get along with everyone.
As long as they abide by the law, we tolerate them.'* (Matamata-Piako)

'At school we have a lot of different cultures and they are always welcomed' (Matamata-Piako)

'You've got to respect them whether they are different or not; they got to live.' (Matamata-Piako)

'Where I live there are many different people around and are all welcome in the area and are part of community' (Matamata-Piako)

'Well I'm not racist and everyone deserves a go as long as they abide by NZ law' (Matamata-Piako)

'We haven't got a lot of ethnic people in amata. We have a lot of Asians and Maoris but not a lot of others. Do many food service jobs. They're here and are conscientious about their jobs. We hear grumblings but we bear it. It's good that they come here because it makes us appreciate our country - we are very lucky. Welfare system here is good - but not the main reason they come here. Different points of view are very good for us.' (Matamata-Piako)

'We have quite a few South Africans on staff and we have learnt quite a bit about their culture. We have also had Scottish, South American, Canadian and English.' (Matamata-Piako)

'The people are assimilated here very well.' (Matamata-Piako)

'The family and the district are understanding of all cultures and races.' (Matamata-Piako)

'People are welcomed and accepted.' (Matamata-Piako)

'People are very approachable and easy to talk with and they involve in community.' (Matamata-Piako)

'I think they have integrated well into the town. In businesses and schools they have fitted in with no problems.' (Matamata-Piako)

'Haven't heard any problems around and all are accepted in the community.' (Matamata-Piako)

'All the races seem to get on together' (Matamata-Piako)

'Most of our neighbours are involved in horse breeding and therefore interact with overseas visitors frequently' (Matamata-Piako)

¹⁴ Please note that when verbatim comments cover more than one point these are reported in total to keep comments in perspective. The comments with multiple themes are repeated under each relevant section.

'Everyone is friends with everyone and we all are different races.' (Matamata-Piako)
'Because just in my working life I see it all the time. Also in this township, we have a lot of diversity (Dutch, Asian, Maori) and we get along.' (Matamata-Piako)
'Well I've never come across the opposite.' (Matamata-Piako)

'We get a lot of cultures around and we always try our best to make them feel welcome.' (Matamata-Piako)

'I think all the people I have contact with are happy to welcome new people in' (Matamata-Piako)
'Everyone is friendly with all cultures' (Matamata-Piako)

'Because I'm Maori and my neighbours on all sides of me are Pakeha but we all get on and we all look after each other on the street. Yeah, we all look after each other here which is good because I can leave my house unlocked and no one will rip me off.' (Matamata-Piako)

Some respondents (14.1% of the sample) felt different cultures were not being welcomed in the community by some people. This included the following comments:

'Rural areas tend to be more conservative and more anti, and we'd have less cultural diversity in a rural area than in a town. And less acceptance of it, may not see another Western face in Auckland, but here you'd look at a dark skinned person walking down the street because they'd stand out, also the Matamata district is used as a stop off point with buses full of Asians to use free public toilets and don't spend money here. Use Korean restaurant in Waharoa instead of shops here as it opens especially for buses.' (Matamata-Piako)

'Some do and some don't; some are ignorant' (Matamata-Piako)

'Some people embrace and some other people don't.' (Matamata-Piako)

'Don't think where I live are very accepting ' (Matamata-Piako)

'Well there are some which aren't satisfied that there are too many here.' (Matamata-Piako)

'I think there is a slight racial tension, a feeling there specifically between Maori and Pakeha' (Matamata-Piako)

'Some people are a little bit conservative' (Matamata-Piako)

'I guess it's an aging population that's not understanding of other cultures.' (Matamata-Piako)

'People who have been here longer have a certain degree of liking or disliking for some cultures ' (Matamata-Piako)

'Not everybody is acceptive as you'd like, that happens in every town' (Matamata-Piako)

Some respondents (8.8% and 10% of the subgroup) made other general comments or were neutral about the mix of races:

'The area that I live in has many older people' (Matamata-Piako)

'Two neighbours, both aren't from New Zealand.' (Matamata-Piako)

'There's always room for improvement.' (Matamata-Piako)

This was followed by 8.5% of the sample who mentioned that they had few or no people of other ethnicities in the area so had very little contact. This included these comments:

'I live on a farm; not a lot of different cultures in this rural area. But in town Ingham's Chicken employs a large number of Asians who tend not to mix with people in the community and mix amongst themselves' (Matamata-Piako)

'Rural areas tend to be more conservative and more anti, and we'd have less cultural diversity in a rural area than in a town. And less acceptance of it, may not see another Western face in Auckland, but here you'd look at a dark skinned person walking down the street because they'd stand out, also the Matamata district is used as a stop off point with buses full of Asians to use free public toilets and don't spend money here. Use Korean restaurant in Waharoa instead of shops here as it opens especially for buses' (Matamata-Piako)

'It's a farming community, not very diverse. The awareness isn't there as much' (Matamata-Piako)

'We've only got one sort of culture that live here' (Matamata-Piako)

'I just think that there's not a lot of different nationalities; they are quite a minority so I believe that the community does not need to make a change as there are not many of them here' (Matamata-Piako)

'We do interact with many different cultures regularly' (Matamata-Piako)

A number of respondents (5.6% of the sample) made other positive comments about the diverse ethnicities in the community offered comments that included:

'Some do and some don't; some are ignorant' (Matamata-Piako)

'Some people embrace and some other people don't.' (Matamata-Piako)

'Because of different foreign children at school - ESOL students at school.' (Matamata-Piako)

'If people come from other countries, you should be nice to them and treat them the way you treat anyone else.' (Matamata-Piako)

A number commented on being foreign themselves and had no problems being accepted into the community (mentioned by 4.2% of the sample).

'We are from England; there's South Africans down the road and another culture as well.' (Matamata-Piako)

'Come from South Africa where race is an issue; not like that here. Everyone just gets along ' (Matamata-Piako)

'We are from South Africa. We are from a different culture. We feel very welcome in our community. We have people supporting us and enquiring after us.' (Matamata-Piako)

Two respondents (2.8%) felt others chose not to mix with them:

'I live on a farm; not a lot of different cultures in this rural area. But in town Ingham's Chicken employs a large number of Asians who tend not to mix with people in the community and mix amongst themselves. ' (Matamata-Piako)

'Because they don't mix with other races of people' (Matamata-Piako)

There was a range of other negative comments from respondents about the ethnic mix in their community:

'I don't think we do enough for the Maori community' (Matamata-Piako)

'I don't think a lot of people understand all the different cultures that are here' (Matamata-Piako)

'There is always going to be a percentage that don't understand.' (Matamata-Piako)

Some respondents did not know whether people of other races were accepted as part of the community or felt they couldn't comment whereas others did not answer the question:

'Because I haven't discussed that with my neighbours.' (Matamata-Piako)

'I've got mixed feelings about that; I can't answer that question' (Matamata-Piako)

'I don't know what they think' (Matamata-Piako)

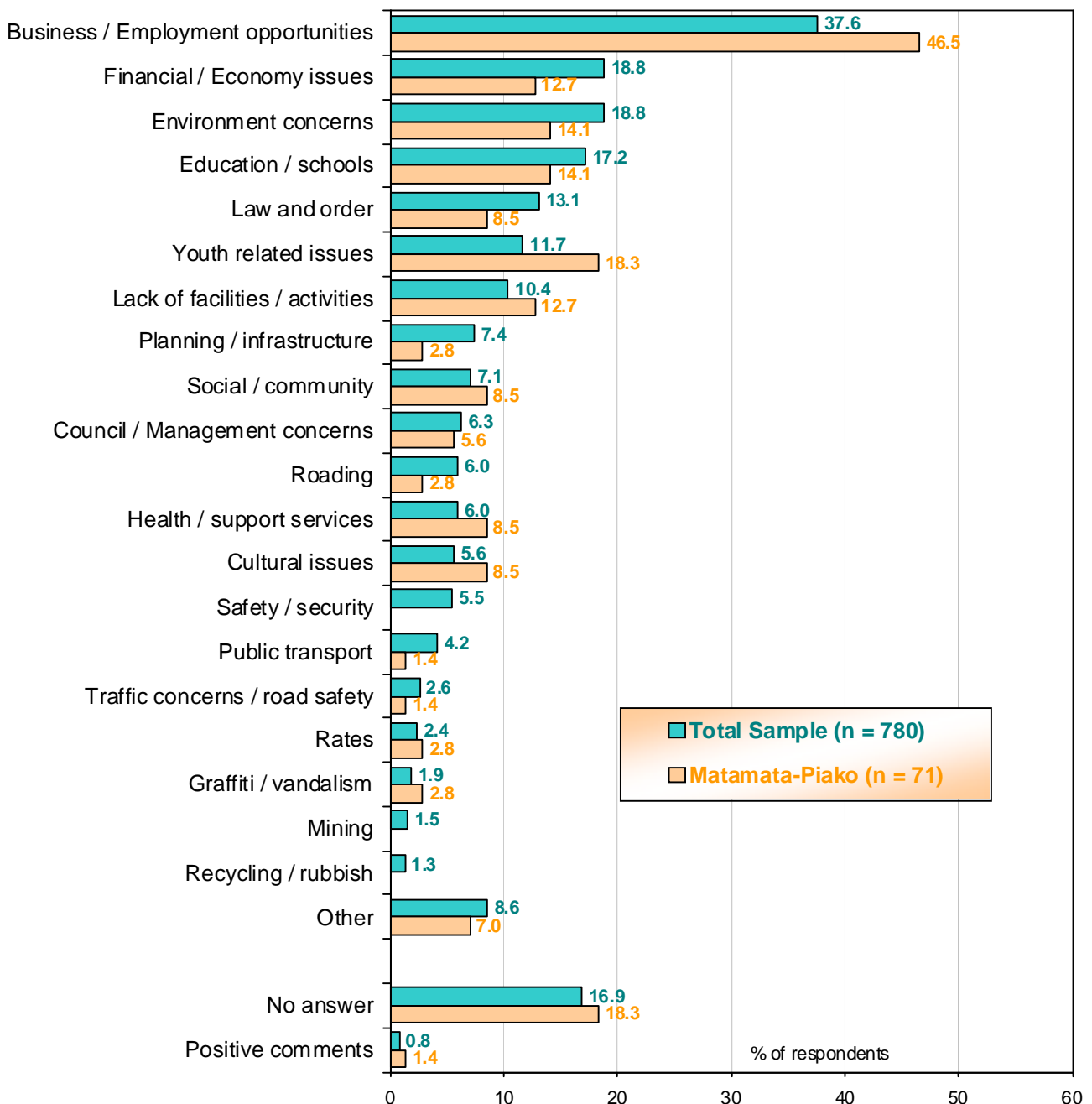
'Haven't talked to enough of the community to find out their views on that ' (Matamata-Piako)

Three biggest issues for your district

Respondents were asked 'Thinking of the issues of your district, (issues such as social issues like education, safety and community, cultural issues, environmental issues or economic issues such as business, jobs and money) what do you think are your areas three biggest issues?' This question was asked as an open question with the answers grouped together for analysis purposes.

For the total Regional Sample there was a range of responses, with the main comments covering employment opportunities or attracting business to the district (38%). The second main issue covers Financial or Economic issues (19%) and environmental concerns (19%) followed by education (17%) and law and order (13%). An eighth of the sample (12%) mentioned youth related issues, while 10% mentioned the lack of facilities or activities. There was a wide range of other themes mentioned by smaller groups of respondents.

A higher proportion of respondents from Matamata - Piako mentioned employment opportunities or attracting business to the district (47%) or youth related issues (18%), while fewer mentioned financial or economic issues (13%), environmental issues (14%) and law and order (9%).



The Important Issues in the community included the following comments:

Business / Employment opportunities: 46.5%

The most common theme related to encouraging business into the area and creating employment opportunities particularly for young people being an important issue. These comments included ¹⁵.

'Unemployment, people have found it hard with the recession; Social recreation for teenagers. Nothing here for teenagers to do; Medical care on weekends.' (Matamata-Piako)

'Something for the teenagers; Money and not all businesses are not doing so well' (Matamata-Piako)

'Environmental, with the farms; Cultural, because of such a small minority; it's kept under the carpet a bit I think; Educational, the fact that we don't have a polytech, no tertiary education and people have to go somewhere else and money wise that could leave underclass people that don't have jobs.' (Matamata-Piako)

'Might not be any available jobs for when our kids get older and schooling for when they get older (Tertiary); End up having to travel for sports' (Matamata-Piako)

'Job opportunities for younger people; Debt level amongst farmers' (Matamata-Piako)

'Education; Availability of jobs for youth; Quality of education locally for tertiary students.' (Matamata-Piako)

'There are some racial issues; Lack of employment; A gap between rich and poor when it comes to education' (Matamata-Piako)

'Employment; Education and health' (Matamata-Piako)

'Education; Unemployment; Everything pretty good' (Matamata-Piako)

'Continuation of employment; The environment, in terms of farmers and the environment, (water quality mainly); Roothing, improving the quality of roading.' (Matamata-Piako)

'Jobs, environmental issues like pollution and Council; Bus transport and cleaning drains' (Matamata-Piako)

'Jobs; Environment; Social issues - families that need help' (Matamata-Piako)

'Environment; Jobs; Cultural issues' (Matamata-Piako)

'Employment; Environmental issues' (Matamata-Piako)

'Social issues such as youth crime, burglary; Unemployment' (Matamata-Piako)

'Job provision, we gotta attract industries to this area; Holding our educated people; Too much crime' (Matamata-Piako)

'The unemployment and crime creeping up' (Matamata-Piako)

'Employment, school leavers trying to get in to the work force; Cost involved in the political side of things is way too high, they need to bring the cost of things down' (Matamata-Piako)

'Jobs; Retaining youth in area; Health services' (Matamata-Piako)

'Employment, hardly any employment; Respect that students have for teachers in schools is very poor' (Matamata-Piako)

'Jobs - Council now restricts everything to having a qualification. Building consents; Certified people complicate things; makes things more expensive harder for young people to build their own homes' (Matamata-Piako)

'A lack of jobs; Cultural issues' (Matamata-Piako)

'Limited jobs; In need of a health service' (Matamata-Piako)

'Jobs' (Matamata-Piako)

'Certain amount of unemployment. Town has a lot of retired people. Not enough work for young people, they have to move town' (Matamata-Piako)

¹⁵ Please note that when verbatim comments cover more than one point these are reported in total to keep comments in perspective. The comments with multiple themes are repeated under each relevant section.

'Employment' (Matamata-Piako)
 'Employment (the lack of)' (Matamata-Piako)
 'Employment' (Matamata-Piako)
 'Employment. Hard for people to find employment' (Matamata-Piako)

'Jobs' (Matamata-Piako)
 'Jobs, lack of jobs' (Matamata-Piako)
 'Lack of development such as industrial' (Matamata-Piako)
 'More employment for local Maori' (Matamata-Piako)

Youth related issues: 18.3%

The next main issue related to youth. This was mentioned by several respondents and mainly concerned keeping them off the street and occupied. Their comments included:

'Unemployment, people have found it hard with the recession; Social recreation for teenagers. Nothing here for teenagers to do; Medical care on weekends.' (Matamata-Piako)

'Provide a lot more to entertain the younger people. There is not a lot for younger people so they get bored and become troublesome; New swimming pool. Replacing the old one rather than letting it fall apart. I personally think they should build a new one' (Matamata-Piako)

'Social issues - more effort with the younger people and giving them something to do' (Matamata-Piako)

'I feel like the age groups of, sort of 10-12 up to 18, have got very little to do in town. I think they need to motivate them on the fun things kids enjoy these days but within the community not individual; they need stimulation' (Matamata-Piako)

'Job opportunities for younger people; Debt level amongst farmers' (Matamata-Piako)

'Education; Availability of jobs for youth; Quality of education locally for tertiary students.' (Matamata-Piako)

'Social issues such as youth crime, burglary; Unemployment' (Matamata-Piako)

'Employment, school leavers trying to get in to the work force; Cost involved in the political side of things is way too high, they need to bring the cost of things down' (Matamata-Piako)

'Jobs; Retaining youth in area; Health services' (Matamata-Piako)

'Employment, hardly any employment; Respect that students have for teachers in schools is very poor' (Matamata-Piako)

'Opportunities for young people; Social inequity and long term economic planning for the town' (Matamata-Piako)

'Drugs, a lot of teenagers around here do drugs, any sort of drugs; It's all more to do with teenagers really, the graffiti here is bad, and all the young ones around here have their own tagging thing going on; Alcohol, where I see a lot of families on the beers every day of the week just about, when they really can't afford to when their kids are waiting to be fed; it's not fair on the children.' (Matamata-Piako)

'It does have an issue with young folk that need leadership. The youth on the street that doesn't have jobs and need to be re-focused' (Matamata-Piako)

Education / Schools: 14.1%

Slightly fewer mentioned education or lack of schools in the area with these comments:.

'Environmental, with the farms; Cultural, because of such a small minority; it's kept under the carpet a bit I think; Educational, the fact that we don't have a polytech, no tertiary education and people have to go somewhere else and money wise that could leave underclass people that don't have jobs.' (Matamata-Piako)

'Might not be any available jobs for when our kids get older and schooling for when they get older (Tertiary); End up having to travel for sports' (Matamata-Piako)

'Access to tertiary education; Full disability support services, getting access to services like in Hamilton or Tauranga; Nothing here for the young people to do, no movies, no youth group thingy' (Matamata-Piako)

'Education; Availability of jobs for youth; Quality of education locally for tertiary students.' (Matamata-Piako)

'There are some racial issues; Lack of employment; A gap between rich and poor when it comes to education' (Matamata-Piako)

'Employment; Education and health' (Matamata-Piako)

'Education; Unemployment; Everything pretty good' (Matamata-Piako)

'Education; Money' (Matamata-Piako)

'Lack of tertiary; Limited quality early childhood care' (Matamata-Piako)

'School - don't use the local one (poor quality)' (Matamata-Piako)

Environmental concerns: 14.1%

Many respondents had concerns to do with the environment and the comments are as follows:

'Environmental, with the farms; Cultural, because of such a small minority; it's kept under the carpet a bit I think; Educational, the fact that we don't have a polytech, no tertiary education and people have to go somewhere else and money wise that could leave underclass people that don't have jobs.' (Matamata-Piako)

'Continuation of employment; The environment, in terms of farmers and the environment, (water quality mainly); Roothing, improving the quality of roading.' (Matamata-Piako)

'Jobs, environmental issues like pollution and Council; Bus transport and cleaning drains' (Matamata-Piako)

'Jobs; Environment; Social issues - families that need help' (Matamata-Piako)

'Environment; Jobs; Cultural issues' (Matamata-Piako)

'Employment; Environmental issues' (Matamata-Piako)

'Managing the dairy and agricultural side. If not managed well it overflows to the rest of us. Environmental things bother me if not managed - water run off, emissions from farms, dairy factories etc. Has to be treated well and looked after. If not, then it will not produce; Socially, Matamata is not switched on. In terms of market days - in comparison to Cambridge they have a market day that goes through the entire town whereas Matamata only has one that occurs in the school. There are not a lot of community projects. Dip out a little bit; I do some work for the Salvation Army. I think the old people are not catered for. I do housework for them, but a lot of them are housebound and they have to rely on others to get from 'a to b'. I think they should have something like that lady that did a trolley run for people in an old folk's home - just comes around with a trolley to them and makes it easier for them to get the things that they need.' (Matamata-Piako)

'Cultural and environmental' (Matamata-Piako)

'Cleaning up the Waihou River' (Matamata-Piako)

'The river could be better maintained' (Matamata-Piako)

Financial / Economy issues: 12.7%

The next main theme related to financial concerns and the state of the economy. These comments included:

'Unemployment, people have found it hard with the recession; Social recreation for teenagers. Nothing here for teenagers to do; Medical care on weekends.' (Matamata-Piako)

'Something for the teenagers; Money and not all businesses are not doing so well' (Matamata-Piako)

'Job opportunities for younger people; Debt level amongst farmers' (Matamata-Piako)

'Education; Money' (Matamata-Piako)

'Opportunities for young people; Social inequity and long term economic planning for the town' (Matamata-Piako)

'The Council forgets that the money they collect, that they get comes from us little people; Our rates come from ordinary people and we are suffering under the recession; The increases in GST and other expenses make it very hard to pay our ordinary bills, let alone our rates.' (Matamata-Piako)

'Culturals are not very acceptable in the area; Money issue with the people' (Matamata-Piako)

'Economic issue' (Matamata-Piako)

'Economic issues' (Matamata-Piako)

Lack of Facilities / Activities: 12.7%

The lack of facilities or activities in the area was mentioned by several respondents as an issue with comments that included:

'Stormwater issues in the town itself; Some traffic congestion; Need an indoor sporting facility and an all weather full sized hockey field (it is multipurpose)' (Matamata-Piako)

'Unemployment, people have found it hard with the recession; Social recreation for teenagers. Nothing here for teenagers to do; Medical care on weekends.' (Matamata-Piako)

'Something for the teenagers; Money and not all businesses are not doing so well' (Matamata-Piako)

'Environmental, with the farms; Cultural, because of such a small minority; it's kept under the carpet a bit I think; Educational, the fact that we don't have a polytech, no tertiary education and people have to go somewhere else and money wise that could leave underclass people that don't have jobs.' (Matamata-Piako)

'Might not be any available jobs for when our kids get older and schooling for when they get older (Tertiary); End up having to travel for sports' (Matamata-Piako)

'Access to tertiary education; Full disability support services, getting access to services like in Hamilton or Tauranga; Nothing here for the young people to do, no movies, no youth group thingy' (Matamata-Piako)

'Provide a lot more to entertain the younger people. There is not a lot for younger people so they get bored and become troublesome; New swimming pool. Replacing the old one rather than letting it fall apart. I personally think they should build a new one' (Matamata-Piako)

'Social issues - more effort with the younger people and giving them something to do' (Matamata-Piako)

'I feel like the age groups of, sort of 10-12 up to 18, have got very little to do in town. I think they need to motivate them on the fun things kids enjoy these days but within the community not individual; they need stimulation' (Matamata-Piako)

Law and Order: 8.5%

A number of respondents commented on the law and order related issues with comments that included:

'Provide a lot more to entertain the younger people. There is not a lot for younger people so they get bored and become troublesome; New swimming pool. Replacing the old one rather than letting it fall apart. I personally think they should build a new one' (Matamata-Piako)

'Social issues such as youth crime, burglary; Unemployment' (Matamata-Piako)

'Job provision, we gotta attract industries to this area; Holding our educated people; Too much crime' (Matamata-Piako)

'The unemployment and crime creeping up' (Matamata-Piako)

'Drugs, a lot of teenagers around here do drugs, any sort of drugs; It's all more to do with teenagers really, the graffiti here is bad, and all the young ones around here have their own tagging thing going on; Alcohol, where I see a lot of families on the beers every day of the week just about, when they really can't afford to when their kids are waiting to be fed; it's not fair on the children.' (Matamata-Piako)

'I believe crime in general and in this area, small things are happening then these people move out into the larger areas, cities ; Nothing major has happened yet' (Matamata-Piako)

Social / Community: 8.5%

Social or community concerns were a main concern for many respondents with these comments:

'Social issues - more effort with the younger people and giving them something to do' (Matamata-Piako)

'Jobs; Environment; Social issues - families that need help' (Matamata-Piako)

'Social issues such as youth crime, burglary; Unemployment' (Matamata-Piako)

'Opportunities for young people; Social inequity and long term economic planning for the town' (Matamata-Piako)

'Managing the dairy and agricultural side. If not managed well it overflows to the rest of us. Environmental things bother me if not managed - water run off, emissions from farms, dairy factories etc. Has to be treated well and looked after. If not, then it will not produce; Socially, Matamata is not switched on. In terms of market days - in comparison to Cambridge they have a market day that goes through the entire town whereas Matamata only has one that occurs in the school. There are not a lot of community projects. Dip out a little bit; I do some work for the Salvation Army. I think the old people are not catered for. I do housework for them, but a lot of them are housebound and they have to rely on others to get from 'a to b'. I think they should have something like that lady that did a trolley run for people in an old folk's home - just comes around with a trolley to them and makes it easier for them to get the things that they need.' (Matamata-Piako)

'Drugs, a lot of teenagers around here do drugs, any sort of drugs; It's all more to do with teenagers really, the graffiti here is bad, and all the young ones around here have their own tagging thing going on; Alcohol, where I see a lot of families on the beers every day of the week just about, when they really can't afford to when their kids are waiting to be fed; it's not fair on the children.' (Matamata-Piako)

Health / Support services: 8.5%

A number of the respondents mentioned health or support services as an issue. These comments included:

'No medical care in weekends; Better footpaths in the town; Proper pedestrian crossings in the main street so people feel safe on them. Only have humps in Thames Street.' (Matamata-Piako)

'Unemployment, people have found it hard with the recession; Social recreation for teenagers. Nothing here for teenagers to do; Medical care on weekends.' (Matamata-Piako)

'Access to tertiary education; Full disability support services, getting access to services like in Hamilton or Tauranga; Nothing here for the young people to do, no movies, no youth group thingy' (Matamata-Piako)

'Employment; Education and health' (Matamata-Piako)

'Jobs; Retaining youth in area; Health services' (Matamata-Piako)

'Limited jobs; In need of a health service' (Matamata-Piako)

Cultural issues: 8.5%

Several respondents mentioned cultural issues as a concern with these comments:

'Environmental, with the farms; Cultural, because of such a small minority; it's kept under the carpet a bit I think; Educational, the fact that we don't have a polytech, no tertiary education and people have to go somewhere else and money wise that could leave underclass people that don't have jobs.' (Matamata-Piako)

'There are some racial issues; Lack of employment; A gap between rich and poor when it comes to education' (Matamata-Piako)

'Environment; Jobs; Cultural issues' (Matamata-Piako)

'A lack of jobs; Cultural issues' (Matamata-Piako)

'Culturals are not very acceptable in the area; Money issue with the people' (Matamata-Piako)

'Cultural and environmental' (Matamata-Piako)

Council / Management concerns: 5.6%

A number of respondents commented on Council or management concerns as an issue. These comments included:

*'Jobs, environmental issues like pollution and Council;
Bus transport and cleaning drains' (Matamata-Piako)*

'Employment, school leavers trying to get in to the work force; Cost involved in the political side of things is way too high, they need to bring the cost of things down' (Matamata-Piako)

'Jobs - Council now restricts everything to having a qualification.

Building consents; Certified people complicate things; makes things more expensive harder for young people to build their own homes' (Matamata-Piako)

'The Council forgets that the money they collect, that they get comes from us little people; Our rates come from ordinary people and we are suffering under the recession; The increases in GST and other expenses make it very hard to pay our ordinary bills, let alone our rates.' (Matamata-Piako)

Planning / Infrastructure: 2.8%

A number of the respondents mentioned planning or infrastructure issues as one of their main concerns. These comments included:

'Stormwater issues in the town itself; Some traffic congestion; Need an indoor sporting facility and an all weather full sized hockey field (it is multipurpose)' (Matamata-Piako)

'No medical care in weekends; Better footpaths in the town; Proper pedestrian crossings in the main street so people feel safe on them. Only have humps in Thames Street.' (Matamata-Piako)

Roading: 2.8%

The next most common theme related to roads or roading being an important issue. These comments included:

'No medical care in weekends; Better footpaths in the town; Proper pedestrian crossings in the main street so people feel safe on them. Only have humps in Thames Street.' (Matamata-Piako)

'Continuation of employment; The environment, in terms of farmers and the environment, (water quality mainly); Roding, improving the quality of roading.' (Matamata-Piako)

Rates: 2.8%

Some respondents felt rates was an issue for them and their comments include:

'The Council forgets that the money they collect, that they get comes from us little people; Our rates come from ordinary people and we are suffering under the recession; The increases in GST and other expenses make it very hard to pay our ordinary bills, let alone our rates.' (Matamata-Piako)

'The cost of rates' (Matamata-Piako)

Graffiti / Vandalism: 2.8%

A number of respondents commented on graffiti or vandalism as a main issue in the community. These comments included:

'Drugs, a lot of teenagers around here do drugs, any sort of drugs; It's all more to do with teenagers really, the graffiti here is bad, and all the young ones around here have their own tagging thing going on; Alcohol, where I see a lot of families on the beers every day of the week just about, when they really can't afford to when their kids are waiting to be fed; it's not fair on the children.' (Matamata-Piako)

'People riding on footpaths on the bicycles; Graffiti' (Matamata-Piako)

Public Transport: 1.4%

Public transport was mentioned by one respondent as one of their 3 main issues.

'Jobs, environmental issues like pollution and Council; Bus transport and cleaning drains' (Matamata-Piako)

Traffic concerns / Road safety: 1.4%

Another respondent mentioned traffic concerns or road safety as an issue. This comment included:

'Stormwater issues in the town itself; Some traffic congestion; Need an indoor sporting facility and an all weather full sized hockey field (it is multipurpose)' (Matamata-Piako)

Positive Comments: 1.4%

One respondent made a positive comment. This comment included:

'Education; Unemployment; Everything pretty good' (Matamata-Piako)

Other: 7.0%

A range of other issues or concerns were mentioned:

'Jobs, environmental issues like pollution and Council; Bus transport and cleaning drains' (Matamata-Piako)

'Jobs - Council now restricts everything to having a qualification. Building consents; Certified people complicate things; makes things more expensive harder for young people to build their own homes' (Matamata-Piako)

'People riding on footpaths on the bicycles; Graffiti' (Matamata-Piako)

'Farming – it's a very big dairy area; Horse racing because it's where you find all the wealthy folks' (Matamata-Piako)

'People worry about rate rise but you can't have progress without the rates' (Matamata-Piako)

No answer: 18.3%

A number of respondents did not answer the question.

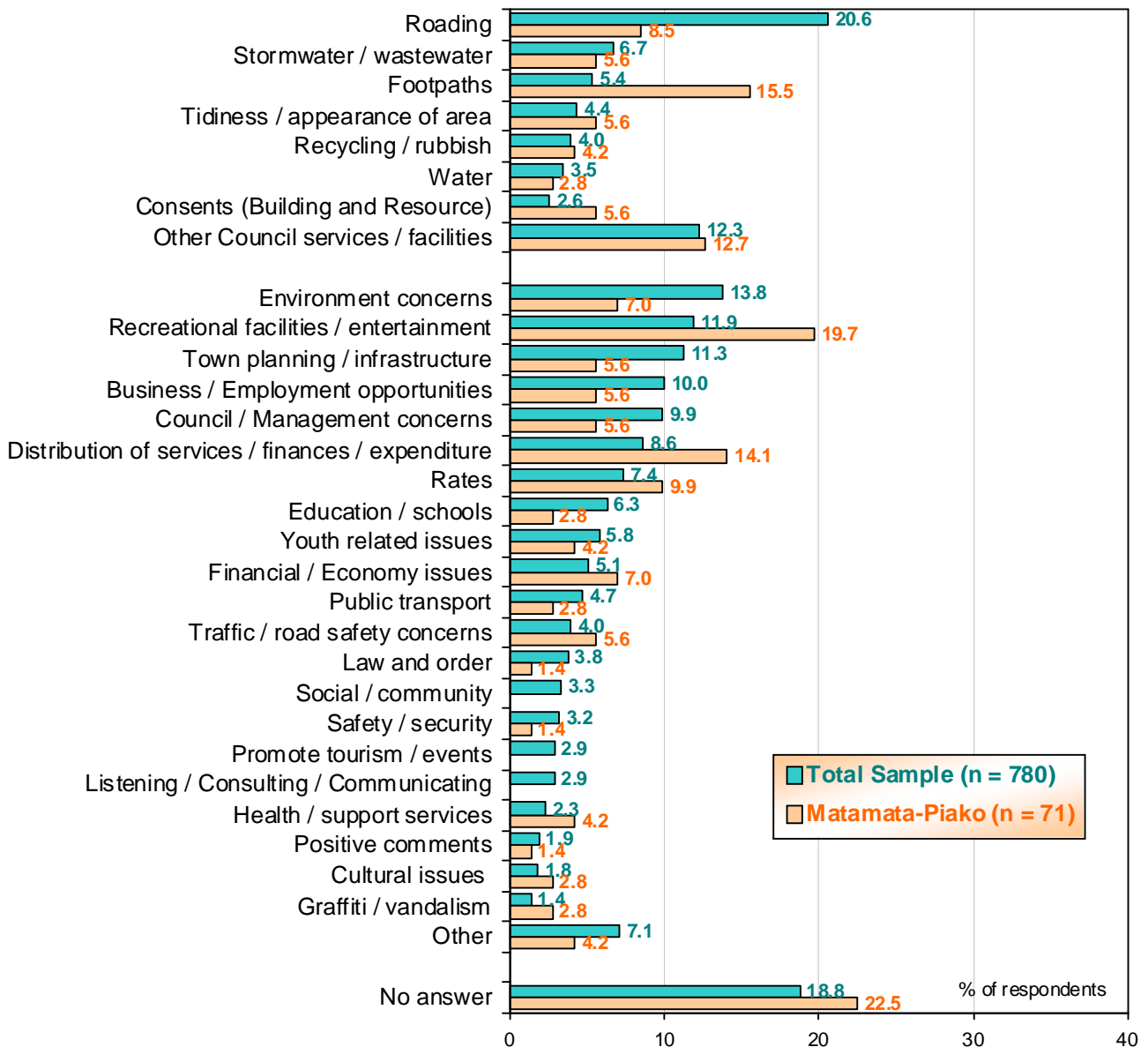
Three biggest issues Council should be looking at

Respondents were then asked 'Now focusing only on the areas that your Council is responsible for what in your opinion, are the three main issues that Council should be looking at?' This question was asked as an open question with the answers grouped together for analysis purposes.

For the total Regional sample there many respondents mentioned specific Council activities like roading (21%), stormwater or wastewater (7%), footpaths (5%), the appearance of the place (4%) and recycling or refuse collection (4%).

The other main themes covered environmental concerns (14%), the need for recreational facilities or entertainment (12%) and town planning or infrastructure (11%). A tenth of the sample (10%) mentioned creating employment opportunities, while 10% mentioned Council or Management concerns, 9% raised concerns about the distribution of finances and expenditure to various services or concerns about rates (7%). There was also a wide range of other themes mentioned by smaller groups of respondents.

A higher proportion of respondents from Matamata - Piako mentioned the need for recreational facilities or entertainment (20%), footpaths (16%) or raised concerns about the distribution of finances and expenditure (14%), with fewer mentioning roading (9%), environmental concerns (7%) or town planning or infrastructure (6%).



The Important Issues for Council included the following comments:

Footpaths: 15.5%

One of the most common themes were footpaths and their comments include: ¹⁶

*'Footpaths, people trip over them. Trees - cut them down and don't replace them;
Transport - no buses; Care centres for people who have dementia and health
for people who are 24/7 looking after someone' (Matamata-Piako)*

*'The footpaths in the area need repairing e.g. trees lifting the paths; Tree leaves need to be cleared
regularly during winter; CBD parking needs to be upgraded, Rawhiti and Arawa St intersection
needs to be upgraded re visibility' (Matamata-Piako)*

*'No medical care in weekends; Better footpaths in the town; Proper pedestrian crossings in the main
street so people feel safe on them. Only have humps in Thames Street.' (Matamata-Piako)*

*'Fixing some of the footpaths; I've slipped a couple of times;
Street lighting; Graffiti' (Matamata-Piako)*

*'Footpaths need more upkeep; Drainage needs more attention especially
when the leaves are falling' (Matamata-Piako)*

*'They need to do bit around the town, footpath and drainage mainly in the Matamata town centre
area; On Burwood Road, no footpaths on one side of the road' (Matamata-Piako)*

*'Paths, so that everyone doesn't fall over; they put in these nice cobblestones
and all these little old ladies fall over, they just get their shoes caught in them;
Water issues as in drainage' (Matamata-Piako)*

*'Social events for teens, just to keep them off the streets and out of trouble; The state of the
footpaths. The elderly can't walk well and bad footpaths just make it worse' (Matamata-Piako)*

'The safety of the footpaths; The graffiti' (Matamata-Piako)

*'Looking after the footpaths in general. They are very uneven,
I have a mobility scooter and it's awful to ride on' (Matamata-Piako)*

'Updating the footpaths, have roots growing under footpaths and need ripping out' (Matamata-Piako)

Roading: 8.5%

Another common theme related to roads or roading being an important issue. The comments included

*'Keeping community toilets clean and tidy; Rubbish collection is getting too expensive for most
people; The quality of roading needs to be improved and not just
resealing the same road over and over again' (Matamata-Piako)*

'Roading; The speeding up of building permits and lowering red tape' (Matamata-Piako)

*'Roading - improvements in the general areas;
Environment - waste disposal, upgrades in general' (Matamata-Piako)*

*'I believe that they should keep the rates down; some of the roads are breaking down; The Council
should do it properly the first time. I believe the Council should be more prudent where they spend
their money. For example too many company vehicles' (Matamata-Piako)*

'Town development, city centre, residential development, roading, bypasses' (Matamata-Piako)

'Roading, I think in this area we need a bypass because too much traffic in town' (Matamata-Piako)

¹⁶ Please note that when verbatim comments cover more than one point these are reported in total to keep comments in perspective. The comments with multiple themes are repeated under each relevant section.

Stormwater / Wastewater: 5.6%

Several respondents mentioned stormwater or wastewater issues in the area with these comments:

'Footpaths need more upkeep; Drainage needs more attention especially when the leaves are falling' (Matamata-Piako)

'They need to do bit around the town, footpath and drainage mainly in the Matamata town centre area; On Burwood Road, no footpaths on one side of the road' (Matamata-Piako)

'Paths, so that everyone doesn't fall over; they put in these nice cobblestones and all these little old ladies fall over, they just get their shoes caught in them; Water issues as in drainage' (Matamata-Piako)

'See previous comment (Stormwater issues in the town itself. Some traffic congestion. Need an indoor sporting facility and an all weather full sized hockey field (it is multipurpose))' (Matamata-Piako)

Tidiness or appearance of area: 5.6%

The appearance of the area was an issue for some respondents with comments that included:

'The footpaths in the area need repairing e.g. trees lifting the paths; Tree leaves need to be cleared regularly during winter; CBD parking needs to be upgraded, Rawhiti and Arawa St intersection needs to be upgraded re visibility' (Matamata-Piako)

'Having substantial recreational activities for teenagers; General tidiness around CBD area; Security and safety of property late at night.' (Matamata-Piako)

'How the town centre looks - needs to be updated and supporting the new businesses in the town' (Matamata-Piako)

'Business Associations need to liven the place up a bit; Fees are creeping up all the time. No particular fees, just fees in general. Wasn't something we had to worry about. When we pay our rates why do we have to pay environment rates as well?' (Matamata-Piako)

Consents – Building and Resource: 5.6%

A number of the respondents mentioned building and resource consents as an issue. These comments included:

'Roading; The speeding up of building permits and lowering red tape' (Matamata-Piako)

'Bureaucracy; Red tape; Cutting down with costs re subdivisions.' (Matamata-Piako)

'There are probably a lot of areas they should be looking at. For us the major thing is building permits and public transport ' (Matamata-Piako)

'Building consents; Difficulty of getting codes of compliance' (Matamata-Piako)

Recycling / Rubbish: 4.2%

Recycling or rubbish collections were mentioned by some respondents as a main issue with these comments.

'Keeping community toilets clean and tidy; Rubbish collection is getting too expensive for most people; The quality of roading needs to be improved and not just resealing the same road over and over again' (Matamata-Piako)

'The flooding around here, it's bad.; Maybe changing from Council rubbish bags to normal rubbish bags, they're too expensive and you get 52 a year but that's not enough, most people use more than one bag; Trees that are planted on your section on the edge, how you can't cut them back or anything even if they are in your eyesight and block your view, like my neighbours got one and I can never see out of my driveway.' (Matamata-Piako)

'Roading - improvements in the general areas; Environment - waste disposal, upgrades in general' (Matamata-Piako)

Water: 2.8%

Some respondents mentioned water as an issue that Council should be looking at with these comments:

'Water quality (drinking water); Healthcare and education through secondary school; Parking in town.' (Matamata-Piako)

'Spending their money more wisely; they seem to be spending more money on an art gallery rather than what the town would benefit from. Very few people want the art gallery.'

The people who voted said they didn't want the art gallery but nothing was taken any notice of; Upgrade the reservoir or increase the size of the reservoir because we are starting to run out of water in the summer' (Matamata-Piako)

Other Council services / facilities: 12.7%

The next theme related to issues with other Council services or facilities. These comments included:

'Water quality (drinking water); Healthcare and education through secondary school; Parking in town.' (Matamata-Piako)

'Keeping community toilets clean and tidy; Rubbish collection is getting too expensive for most people; The quality of roading needs to be improved and not just resealing the same road over and over again' (Matamata-Piako)

'Footpaths, people trip over them. Trees - cut them down and don't replace them; Transport - no buses; Care centres for people who have dementia and health for people who are 24/7 looking after someone' (Matamata-Piako)

'The footpaths in the area need repairing e.g. trees lifting the paths; Tree leaves need to be cleared regularly during winter; CBD parking needs to be upgraded, Rawhiti and Arawa St intersection needs to be upgraded re visibility' (Matamata-Piako)

'No medical care in weekends; Better footpaths in the town; Proper pedestrian crossings in the main street so people feel safe on them. Only have humps in Thames Street.' (Matamata-Piako)

'Fixing some of the footpaths; I've slipped a couple of times; Street lighting; Graffiti' (Matamata-Piako)

'The flooding around here, it's bad.; Maybe changing from Council rubbish bags to normal rubbish bags, they're too expensive and you get 52 a year but that's not enough, most people use more than one bag; Trees that are planted on your section on the edge, how you can't cut them back or anything even if they are in your eyesight and block your view, like my neighbours got one and I can never see out of my driveway.' (Matamata-Piako)

'Maintaining the tracks, on like the Department of Conservation has the top part of the Kaimai Ranges but the Council looks after the part around the lower part and I would like to see them maintain the tracks that are there' (Matamata-Piako)

'Replace the toilet on the main road in Waihou' (Matamata-Piako)

Lack of Recreational facilities / Entertainment: 19.7%

The lack of facilities or entertainment in the area was mentioned by many respondents as an issue with comments that included:

'See previous comment (Stormwater issues in the town itself. Some traffic congestion. Need an indoor sporting facility and an all weather full sized hockey field (it is multipurpose))' (Matamata-Piako)

'Social events for teens, just to keep them off the streets and out of trouble; The state of the footpaths. The elderly can't walk well and bad footpaths just make it worse' (Matamata-Piako)

'The Council should be looking at environmental issues such as rivers and streams - pollution issues; Recreational areas for children in this particular area' (Matamata-Piako)

'More recreational facilities and developing the town centre like infrastructure' (Matamata-Piako)

'Teenage problem; something for them to do because it causes crimes; Helping the small businesses out. Can't think of another one' (Matamata-Piako)

'More affordable housing; Medical costs from should be looked at as they vary from town to town; Look at activities for youth' (Matamata-Piako)

'Greater provisions for cyclists; Financial issues providing everything for the community that needs to be provided' (Matamata-Piako)

'Cultural - getting behind more community things that happen, understanding it better; Young people need to be channelled' (Matamata-Piako)

'Having substantial recreational activities for teenagers; General tidiness around CBD area; Security and safety of property late at night.' (Matamata-Piako)

'Safety on the streets; Community facilities' (Matamata-Piako)

'Swimming pools - we need an indoor swimming pool for the public; An indoor recreation centre - gymnastics/basketball area. And no velodrome in the domain; I believe they should put it in the industrial area or another location.' (Matamata-Piako)

'I don't think the playgrounds are very good, not enough of them' (Matamata-Piako)

'I feel that Te Aroha could do with the gondola and I feel that the Council has never been behind this since day one' (Matamata-Piako)

'Sporting facilities (swimming pools, sports fields, soccer fields)' (Matamata-Piako)

Distribution of Services / Finances / Expenditure: 14.1%

The next main theme related to the uneven spread of the services provided between the different areas or the fact that the money is being unwisely spent. These comments included:

'I believe that they should keep the rates down; some of the roads are breaking down; The Council should do it properly the first time. I believe the Council should be more prudent where they spend their money. For example too many company vehicles' (Matamata-Piako)

'Spending their money more wisely; they seem to be spending more money on an art gallery rather than what the town would benefit from. Very few people want the art gallery.

The people who voted said they didn't want the art gallery but nothing was taken any notice of; Upgrade the reservoir or increase the size of the reservoir because we are starting to run out of water in the summer' (Matamata-Piako)

'Reducing costs of running Councils. Stop dipping in the till themselves and give back the credit cards that they keep using. Things that the credit cards get used on should be covered by their own wages' (Matamata-Piako)

'Development of the domain; Sometimes Council resources are stretched between 3 towns' (Matamata-Piako)

'Reducing rates; Reducing expenditure however that would be hard' (Matamata-Piako)

'Keeping rates where they are and being fiscally prudent' (Matamata-Piako)

'Rates are an issue, keeping a lid on the costs; don't let them get out of hand' (Matamata-Piako)

'How they spent the ratepayers money' (Matamata-Piako)

'Stop spending money; better money management' (Matamata-Piako)

'They should be reinvesting the money that is taken out of the area in rates proportionally back into that area, instead of it being reinvested into other towns or areas in the rateable district' (Matamata-Piako)

Rates: 9.9%

Some respondents felt rates were an issue for them and their comments include:

'I believe that they should keep the rates down; some of the roads are breaking down; The Council should do it properly the first time. I believe the Council should be more prudent where they spend their money. For example too many company vehicles' (Matamata-Piako)

'Reducing rates; Reducing expenditure however that would be hard' (Matamata-Piako)

'Keeping rates where they are and being fiscally prudent' (Matamata-Piako)

'Rates are an issue, keeping a lid on the costs; don't let them get out of hand' (Matamata-Piako)

'Business Associations need to liven the place up a bit; Fees are creeping up all the time. No particular fees, just fees in general. Wasn't something we had to worry about. When we pay our rates why do we have to pay environment rates as well?' (Matamata-Piako)

'Keeping the rates down' (Matamata-Piako)

'Lower rates, make it more affordable' (Matamata-Piako)

Environment concerns: 7.0%

Other respondents had concerns to do with the environment and the comments are as follows:

'The flooding around here, it's bad.; Maybe changing from Council rubbish bags to normal rubbish bags, they're too expensive and you get 52 a year but that's not enough, most people use more than one bag; Trees that are planted on your section on the edge, how you can't cut them back or anything even if they are in your eyesight and block your view, like my neighbours got one and I can never see out of my driveway.' (Matamata-Piako)

'Roding - improvements in the general areas;

Environment - waste disposal, upgrades in general' (Matamata-Piako)

'Water quality (drinking water); Healthcare and education through secondary school; Parking in town.' (Matamata-Piako)

'The Council should be looking at environmental issues such as rivers and streams - pollution issues; Recreational areas for children in this particular area' (Matamata-Piako)

'Water, in the bigger arena of, should all houses have to have water tanks, availability of it and saving it; Speaking as a dairy farmer, environment. We have a big proportion of the population and I wonder how everyone would pass with pollution and effluent disposal.

I know they have helicopters flying over but that's all random; The whole historical Maori issue, e.g. I know that the European families send kids to Hinuera Primary because they know there are no Maori families there and they see that as traditional rural values and kids won't have to do kapa haka etc. On other hand with total immersion at Waharoa School, they found it hard to integrate when they get to High School' (Matamata-Piako)

Financial / Economy issues: 7.0%

The next theme related to financial concerns and the state of the economy. These comments included:

'Keeping community toilets clean and tidy; Rubbish collection is getting too expensive for most people; The quality of roading needs to be improved and not just resealing the same road over and over again' (Matamata-Piako)

'Teenage problem; something for them to do because it causes crimes; Helping the small businesses out. Can't think of another one' (Matamata-Piako)

'More affordable housing; Medical costs from should be looked at as they vary from town to town; Look at activities for youth' (Matamata-Piako)

'Greater provisions for cyclists; Financial issues providing everything for the community that needs to be provided' (Matamata-Piako)

'Business Associations need to liven the place up a bit; Fees are creeping up all the time. No particular fees, just fees in general. Wasn't something we had to worry about. When we pay our rates why do we have to pay environment rates as well?' (Matamata-Piako)

Town Planning / Infrastructure: 5.6%

A number of the sample mentioned planning or infrastructure issues as one of their main concerns. These comments included:

'Town development, city centre, residential development, roading, bypasses' (Matamata-Piako)

'Bureaucracy; Red tape; Cutting down with costs re subdivisions.' (Matamata-Piako)

'More recreational facilities and developing the town centre like infrastructure' (Matamata-Piako)

'Development of the domain; Sometimes Council resources are stretched between 3 towns' (Matamata-Piako)

Business / Employment opportunities 5.6%

The next most common theme related to encouraging business into the area and creating employment opportunities particularly for young people. The comments included

'How the town centre looks - needs to be updated and supporting the new businesses in the town' (Matamata-Piako)

'Encourage more industry to the town; Proper industry. Employment; Things have been taken away from the town, large employment taken away. Initiative to develop other things. More shops available for clothing.' (Matamata-Piako)

'Employment. Just hardly any of it and it's hard to find' (Matamata-Piako)

'Provide more retail development for smaller businesses' (Matamata-Piako)

Council / Management concerns: 5.6%

A number of respondents commented on Council or management concerns as an issue. These comments included:

'I believe that they should keep the rates down; some of the roads are breaking down; The Council should do it properly the first time. I believe the Council should be more prudent where they spend their money. For example too many company vehicles' (Matamata-Piako)

'Spending their money more wisely; they seem to be spending more money on an art gallery rather than what the town would benefit from. Very few people want the art gallery.

The people who voted said they didn't want the art gallery but nothing was taken any notice of; Upgrade the reservoir or increase the size of the reservoir because we are starting to run out of water in the summer' (Matamata-Piako)

'Bureaucracy; Red tape; Cutting down with costs re subdivisions.' (Matamata-Piako)

'Reducing costs of running Councils. Stop dipping in the till themselves and give back the credit cards that they keep using. Things that the credit cards get used on should be covered by their own wages' (Matamata-Piako)

Traffic concerns / Road safety: 5.6%

A number of respondents mentioned traffic concerns or road safety as an issue. These comments included:

'The footpaths in the area need repairing e.g. trees lifting the paths; Tree leaves need to be cleared regularly during winter; CBD parking needs to be upgraded, Rawhiti and Arawa St intersection needs to be upgraded re visibility' (Matamata-Piako)

'Roading, I think in this area we need a bypass because too much traffic in town' (Matamata-Piako)
'See previous comment (Stormwater issues in the town itself.
Some traffic congestion. Need an indoor sporting facility and an all weather full sized hockey field (it is multipurpose))' (Matamata-Piako)
'Safety on the streets; Community facilities' (Matamata-Piako)

Youth related issues: 4.2%

The next issue related to youth. This was mainly concerning keeping them off the street because of the trouble they were getting into. Their comments included:

'Social events for teens, just to keep them off the streets and out of trouble; The state of the footpaths. The elderly can't walk well and bad footpaths just make it worse' (Matamata-Piako)
'Teenage problem; something for them to do because it causes crimes; Helping the small businesses out. Can't think of another one' (Matamata-Piako)
'Cultural - getting behind more community things that happen, understanding it better; Young people need to be channelled' (Matamata-Piako)

Health / Support services: 4.2%

A number of the respondents mentioned health or support services as an issue. These comments included:

'Footpaths, people trip over them. Trees - cut them down and don't replace them;
Transport - no buses; Care centres for people who have dementia and health for people who are 24/7 looking after someone' (Matamata-Piako)
'No medical care in weekends; Better footpaths in the town; Proper pedestrian crossings in the main street so people feel safe on them. Only have humps in Thames Street.' (Matamata-Piako)
'Water quality (drinking water); Healthcare and education through secondary school; Parking in town.' (Matamata-Piako)

Education / Schools: 2.8%

Slightly fewer mentioned education or lack of schools in the area but it was still one of the 3 main issues mentioned for some with these comments:.

'Water quality (drinking water); Healthcare and education through secondary school; Parking in town.' (Matamata-Piako)
'Water, in the bigger arena of, should all houses have to have water tanks, availability of it and saving it; Speaking as a dairy farmer, environment. We have a big proportion of the population and I wonder how everyone would pass with pollution and effluent disposal. I know they have helicopters flying over but that's all random; The whole historical Maori issue, e.g. I know that the European families send kids to Hinuera Primary because they know there are no Maori families there and they see that as traditional rural values and kids won't have to do kapahaka etc. On other hand with total immersion at Waharoa School, they found it hard to integrate when they get to High School' (Matamata-Piako)

Public Transport: 2.8%

Public transport was mentioned by a number of respondents as one of their 3 main issues.

*'Footpaths, people trip over them. Trees - cut them down and don't replace them;
Transport - no buses; Care centres for people who have dementia and health for
people who are 24/7 looking after someone' (Matamata-Piako)*

*'There are probably a lot of areas they should be looking at. For us the major thing is building
permits and public transport ' (Matamata-Piako)*

Cultural issues: 2.8%

Some respondents mentioned cultural issues as a concern with these comments:

*'Water, in the bigger arena of, should all houses have to have water tanks, availability of it and
saving it; Speaking as a dairy farmer, environment. We have a big proportion of the population and I
wonder how everyone would pass with pollution and effluent disposal. I know they have helicopters
flying over but that's all random; The whole historical Maori issue, e.g. I know that the European
families send kids to Hinuera Primary because they know there are no Maori families there and they
see that as traditional rural values and kids won't have to do kapahaka etc.*

*On other hand with total immersion at Waharoa School, they found it hard to integrate when they
get to High School' (Matamata-Piako)*

*'Cultural - getting behind more community things that happen, understanding it better;
Young people need to be channelled' (Matamata-Piako)*

Graffiti / Vandalism: 2.8%

A number of respondents commented on graffiti or vandalism as a main issue in the community. These comments included:

*'Fixing some of the footpaths; I've slipped a couple of times;
Street lighting; Graffiti' (Matamata-Piako)*

'The safety of the footpaths; The graffiti ' (Matamata-Piako)

Law and Order: 1.4%

One respondent commented on law and order related issues such as crime with this comment:

*'Teenage problem; something for them to do because it causes crimes; Helping the small
businesses out. Can't think of another one' (Matamata-Piako)*

Safety / security: 1.4%

One respondent commented on safety / security as an issue:

*'Having substantial recreational activities for teenagers; General tidiness around CBD area; Security
and safety of property late at night.' (Matamata-Piako)*

Positive Comments: 1.4%

There was one positive comment. This comment included:

'I don't think they are doing too bad of a job' (Matamata-Piako)

Other: 4.2%

A range of other issues or concerns were mentioned:

*'More affordable housing; Medical costs from should be looked at as they vary from town to town;
Look at activities for youth' (Matamata-Piako)*

*'Greater provisions for cyclists; Financial issues providing everything for the community that needs
to be provided' (Matamata-Piako)*

*'Swimming pools - we need an indoor swimming pool for the public; An indoor recreation centre -
gymnastics/basketball area. And no velodrome in the domain; I believe they should put it in the
industrial area or another location.' (Matamata-Piako)*

No answer: 22.5%

A number of respondents did not answer the question.

Waikato Regional Overview

The following summarises the key findings of the 780 interviews included in the Collaborative Community Outcomes Monitoring Survey for the Waikato Region.

The interviewing was undertaken based on 70 interviews per TLA but the sample for Hamilton was increased to 100 interviews. Also the number of interviews for both Rotorua and Waitomo were limited to a sample size similar to what would have been obtained from a regional wide random sample of 800 respondents (8 and 21 interviews respectively)

Data weighting

With most random samples, there are subgroups of the population that tend to opt out of participating in surveys e.g. in this survey only 12% of the interviews were with respondents aged 18 to 34 years (versus 20% based on the 2006 census results) as a higher proportion of this age bracket opted out of the survey (refused). The data weighting is calculated by age and gender within the Waikato Region and then weighted by the Council population to reflect the correct geographic make up of the region.

Important Note: Data weighting has been used to correct the imbalances in the random sample caused by certain subgroups opting out more frequently (e.g. younger respondents / men). While overall the impact is small, this change does have a significant effect on a few results for the Waikato Region. Refer methodology section for detail.

Survey Overview

Similar to 2007 the survey shows that generally the respondents from across the Waikato are happy with their Quality of Life but there are some issues among small subgroups throughout the Region. The newly added questions on the three main issues show that employment opportunities or attracting business to the district; financial or economic issues, environmental concerns, education and law and order are the main issues but these vary from district to district.

The three main issues Council should focus on covered a variety of specific Council activities like roading, stormwater or wastewater, footpaths, the appearance of the place and recycling or refuse collection. The other main themes covered environmental concerns, the need for recreational facilities or entertainment and town planning or infrastructure.

In general, the results are very similar to 2007 which infers that the measurement process has been reasonably consistent but it also infers that on a Waikato wide basis, little has changed since 2007.

Happiness with Quality of Life

The respondents were asked *'Thinking in general about your Quality of Life and using the scale where 0 = very unhappy and 10 = very happy, how happy are you with your Quality of Life?'* Similar to 2007, the vast majority of the respondents (88%) are happy with their 'Quality of Life' (scores of 7 – 10). A fifth of the respondents (22%) rated their overall satisfaction with a score of 10 while 22% rated this with a score of 9. The mode (most frequent value) is a score of 8 (33%).

A tenth of the sample (10%) rated their 'Quality of Life' with a score that was neutral (scores 4 – 6). Only a few respondents (1.2%) were actually dissatisfied with their 'Quality of Life' (Scores 0 – 3). The Happiness Index (HI score)¹⁷, (a weighted score across the happiness scale) for their 'Quality of Life' was 82.0. This is down 0.6 points from 2007 but once again, the result implies the respondents are very happy with their Quality of Life.

Happiness with 'their Quality of Life' by district

¹⁷ The Happiness Index (HI) converts each respondents answer across the scale to a score out of 100. The index is 10 times the average individual score based on the 11 point happiness scale (0 = very unhappy to 10 = very happy)

There is some variation in the Quality of Life based on where the respondent is from. The vast majority of each area are happy but those from Waipa appear the most happy. Conversely, it seems that a slightly higher proportion of those from Waitomo (3%) are unhappy with their Quality of Life.

This reflects in the Happiness Index with those from Waipa (Happiness Index 85.7) and Otorohanga (Happiness Index 84.8) being the most happy with their Quality of Life although all scores reflect respondents are happy with their Quality of Life.

There were an equal number of increases and decreases in the Indexes compared to 2007 among the individual districts. The largest increase was 3.7 points for Franklin (Index 80.8). The largest decreases were 6.9 points for Waitomo (Index 80.1) and 6.0 points for South Waikato (Index 78.2).

The variables that appear to have had the greatest impact on the respondents' happiness with their 'Quality of Life' were:

- Those aged over 65 are significantly happier with their Quality of Life (Happiness Index 86.5) versus a Happiness Index from 79.4 to 83.5 for the other age brackets. Note generally the older the respondent, the higher the level of satisfaction.
- Those who described their ethnicity as New Zealanders of European descent or New Zealanders of 'Other' descent were significantly happier with their 'Quality of Life' (Happiness Index of 82.6 versus 76.9 for Other ethnic backgrounds).
- Those with a household income over \$70,000 (Happiness Index 84.8) are significantly happier with their 'Quality of Life' than those with household income under \$30,000 (Happiness Index 75.6).
- Those who own their own home are significantly happier than those who rent or board (Happiness Index 82.8 and 79.3) respectively.

In total, 174 respondents (22.3%) were less than happy with their Quality of Life. These respondents offered a number of explanations for being less than happy. The main theme was to do with financial concerns (mentioned by 6.3% of the sample but 28% of those who are less than happy). Half that number (3%) mentioned health, while 1% said they spent too much time working or that things could be improved.

A few (0.3%) had no particular reason to rate their Quality of Life the way they did while a few others appeared to be unhappy in general (0.1%). There was a range of other issues mentioned. A number of respondents (6%) made positive comments and 1% did not answer this question. The results are similar to 2007 but there are slightly more comments of a financial nature.

Quality of Life Factors

The respondents were asked *'Thinking about the community you live in and the infrastructure available and using the scale where 0 is very dissatisfied to 10 being very satisfied, how satisfied are you with <factor>?'* There is a large amount of variation in the level of satisfaction with these factors. The majority of respondents (76%) are satisfied with the *'availability of primary schools in your area'* but this drops to only 43% for the *'availability of community or tertiary education in your area'*.

This reflects in the Customer Satisfaction Index (CSI scores)¹⁸, (a weighted score across the satisfaction scale) which range from a CSI score of 79.6 for the *'availability of primary schools in your area'* down to a CSI score of 61.0 for the *'availability of community or tertiary education in your area'*. The low CSI scores infer most of these factors are an issue for respondents.

There were 3 increases and 2 decreases in the Indexes compared to 2007 among the Quality of Life factors. The largest increase was 1.5 points for the *'availability of primary schools in your area'* (Index 79.6). The largest decrease was 1.4 points for the *'availability of community or tertiary education in your area'* (Index 61.0).

Quality of Life Factors by Location

¹⁸ The Customer Satisfaction Index (CSI) converts each respondents answer across the satisfaction scale to a score out of 100. The CSI score is 10 times the average individual score based on the 11 point satisfaction scale (0 = very dissatisfied to 10 = very satisfied)

The CSI scores for the Quality of Life factors vary by location but the variance for the *'availability of primary schools in your area'* is small compared to the variance in the *'availability of community or tertiary education in your area'*. Hamilton is understandably rated the highest for this factor (CSI score 73.0) while Franklin is rated the lowest (CSI score 43.4).

The CSI scores for the Quality of Life factors vary by age group with those aged under 50 rating all factors significantly lower than those aged 65 or over. However, it is generally expected that the older the respondent, the higher the level of satisfaction. It seems that the *'availability of secondary schools in your area'* is more of an issue with those with school aged children (under 50 years) while the *'availability of community or tertiary education in your area'* and the *'cultural facilities and opportunities provided in your area'* is an issue for all age brackets.

Those who live in town are more satisfied with most of the Quality of Life factors than those who are living in the country. The largest difference is in the CSI scores for the *'availability of community or tertiary education in your area'*.

There is some variation in the Quality of Life factors between those who identify themselves as Maori descent and other New Zealanders. The largest difference is in the CSI scores for the *'availability of community or tertiary education in your area'* which varies 8.6 points.

Those who are happy with their Quality of Life (scores of 9 or 10) are the most satisfied with most of the Quality of Life factors. Those who are **not** happy with their Quality of Life (scores of 0 or 6) are the least satisfied with all the Quality of Life factors. The variation appears to be greatest in the CSI scores for the *'recreational facilities and opportunities provided in your area'* which varies 10.9 points.

Proximity Factors

The respondents were asked *'The proximity to work, recreational facilities and other community resources varies from place to place. Using the scale where 0 is very dissatisfied to 10 being very satisfied, how satisfied are you with how close you live to each of the following?'* The majority of respondents (72%) are satisfied with the *'proximity to schools'* but this drops to only 47% for the *'proximity to other educational facilities'*.

This reflects in the CSI scores which range from a CSI score of 80.0 for the *'proximity to schools'* down to a CSI score of 64.1 for the *'proximity to other educational facilities'*. The lower CSI scores for the *'proximity to other educational facilities'* and the *'proximity to recreational and leisure facilities'* show respondents are less satisfied with the proximity of these resources.

There were 2 increases and 2 decreases in the Indexes among the Proximity factors. The largest increase was 0.6 points for the *'proximity to other educational facilities'* (Index 64.1). The largest decrease was 2.0 points for the *'proximity to where you work'* (Index 76.5).

Proximity Factors by Location

The CSI scores for the Proximity factors vary by location but excluding the few from Rotorua, the variance is greatest for the *'proximity to other educational facilities'*. Thames – Coromandel and Franklin respondents are the least satisfied with this factor (CSI score 43.4 and 46.3 respectively).

The CSI scores for the Proximity factors vary by age group with those aged 65 or older rating most factors significantly higher than those in the younger age brackets. However, it is generally expected that the older the respondent, the higher the level of satisfaction.

Those who live in town are more satisfied than those who are living in the country with all the Proximity factors except for the *'proximity to where you work'*.

There is limited variation in most of the Proximity factors between those who identify themselves as Maori and other New Zealanders. The largest difference is in the CSI scores for the *'proximity to where you work'* which varies 7.9 points.

Those who are happy with their Quality of Life (scores of 9 or 10) are the most satisfied with all the Proximity factors. Those who are **not** happy with their Quality of Life (scores of 0 or 6) are the least satisfied with all the Proximity factors. The variation appears to be greatest in the CSI scores for the *'proximity to where you work'* which varies 13.4 points.

Barriers to Accessing Health Care

The respondents were asked *'Has there been any time in the last 12 months when you or a member of your household wanted to go to a GP, but didn't?'* Four fifths of the respondents said there was no time in the last 12 months when they or a member of their household wanted to go to a GP, but didn't. However, a fifth of the sample (19.7%) said there was a time in the last 12 months when they or a member of their household wanted to go to a GP, but didn't.

The variables that appear to have the greatest impact on the proportion who said 'there was a time in the last 12 months when they or a member of their household wanted to go to a GP, but didn't' were:

- Women are significantly more likely to say there was a time in the last 12 months when they or a member of their household wanted to go to a GP, but didn't (23%) versus 16% for men.
- Those aged over 65 are significantly less likely to say there was a time in the last 12 months when they or a member of their household wanted to go to a GP, but didn't (12%) versus 23% for those aged under 35 years.
- Those of Maori descent were significantly more likely to say there was a time in the last 12 months when they or a member of their household wanted to go to a GP, but didn't (26%) versus 19% for those who identify themselves as New Zealanders of other ethnic descent.
- Those with a household income over \$70,000 appear less likely to say there was a time in the last 12 months when they or a member of their household wanted to go to a GP, but didn't (18%).
- Those who rated their Quality of Life with a score of 0 to 6 are significantly more likely to say there was a time in the last 12 months when they or a member of their household wanted to go to a GP, but didn't (38%) versus 16% for those who rated their Quality of Life with a score of 9 or 10.

The following chart compares the 2010 results with 2007 for the percentage who said there was a time in the last 12 months when they or a member of their household wanted to go to a GP, but didn't. Overall this had decreased 2.8% from 2007. There were 6 increases and 6 decreases in the percentage who said there was a time when they didn't go to a GP. The largest increases were 12% for Waitomo and 12% for South Waikato. The largest decreases were 15% for Franklin and 12% for the Waikato District.

The difference may be caused because of abnormal results in 2007, because of changing demographics or because the situation in relation to accessing GP's has changed since 2007.

The respondents (n = 187) who said they had not visited the doctor were asked *'For what reasons did you or your family not go to the doctor when you wanted to?'* This question was asked as an open question with the answers grouped together for analysis purposes.

There was a range of responses, with the main themes revolving around cost (7%) and availability (5%). Smaller numbers mentioned the fact they had no after hours GP available (3%) travelling issues (2%) or the choice of doctor (1.2%). A few did not like the time it took to get an appointment (0.9%), it not being a convenient time (0.9%) or because it was not that serious or urgent (0.6%). There was also a range of other comments. The results for 2010 are very similar to the 2007 results.

Safety Factors

Respondents were asked *'Thinking now about issues of crime and safety, and using a scale where 0 = very unsafe and 10 = very safe; please tell me how safe or unsafe you would feel in the following situations'*. The majority of respondents (93%) felt safe (Scores 6 – 10) with the factor *'Safety in your community during the daytime'* and only 3% felt unsafe (Scores 0 – 4). Conversely two thirds (64%) felt safe (Scores 6 – 10) with the factor *'Safety in your community after dark'* and 21% felt unsafe (Scores 0 – 4).

This reflects in the Safeness Index which is 84.1 for the *'Safety in your community during the daytime'* versus 64.1 for the *'Safety in your community after dark'*. The lower Index for the latter factor implies that the safety after dark is more of an issue for respondents.

There was 1 increase and 1 decrease in the Indexes among the Safety factors. The factor *'safety in your community during the daytime'* (Index 84.1) was up 1.3 points while the factor *'safety in your community after dark'* (Index 64.1) was down 0.7 points.

Safety Factors by Location

The Safeness Index for the Safety factors varies by location but it seems that Thames-Coromandel and Otorohanga are rated the highest for both factors. Hamilton and the South Waikato District are rated the lowest for 'safety in your community after dark' (Index 58.5 and 59.8 respectively). Hamilton is rated the lowest for the 'safety in your community during the daytime' (Index 80.4).

Those with the lowest household income rate both the Safety factors the lowest. This group rates the 'safety in your community during the daytime' with an Index of 78.6 versus an Index of 87.1 for those with a household income over \$70,000 p.a. In a similar fashion, those with a household income under \$30,000 p.a. rate the 'Safety in your community after dark' with an Index of 58.6 versus 67.7 for those with a household income over \$70,000 p.a.

Those who live in the country feel significantly safer in their community during the day or at night versus those who live in town.

Those who are happy with their Quality of Life (scores of 9 or 10) feel safer with both of the Safety factors. Those who are **not** happy with their Quality of Life (scores of 0 or 6) feel the least safe, especially the factor 'Safety in your community during the daytime' which has an index of 77.0.

Work Opportunities

The respondents were asked 'Using the scale where 0 = strongly disagree and 10 = strongly agree, how strongly do you agree or disagree with your job makes good use of your skills, training and experience?'

A quarter of the respondents (24%) did not answer this question, presumably because they were not working. Two thirds of the respondents (66%) agreed with the statement 'Your job makes good use of your skills, training and experience' (scores of 6 – 10). A fifth of the respondents (21%) strongly agreed (Score of 10) while 16% rated this with a score of 9. The mode (most frequent value) is a score of 10.

Only 5% of the sample neither agreed nor disagreed with the statement 'Your job makes good use of your skills, training and experience' (Score 5). Only a few respondents (5%) disagreed with the statement 'Your job makes good use of your skills, training and experience' (Scores 0 – 4).

The Agreement Index (AI score)¹⁹, (a weighted score across the Agreement scale) for 'Your job makes good use of your skills, training and experience' was 80.7. This is down 0.7 points from 2007 but is still a result that implies most respondents feel their jobs are making good use of their skills, training and experience.

The variables that appear to have had the greatest impact on level of agreement with the statement 'Your job makes good use of your skills, training and experience' were:

- Those with a household income over \$70,000 (Agreement Index 83.5) are significantly more likely to agree with this statement than those in the lower income brackets (Agreement Index 75.2 and 79.2).
- Those with a tertiary qualification (Agreement Index 81.2) are significantly more likely to agree with this statement than those with less formal education (Agreement Index 79.3 and 80.5).
- Those who rated their Quality of Life with a score of 9 or 10 (Agreement Index 85.4) are significantly more likely to agree with this statement than those who rated their Quality of Life with a score of 0 to 6 (Agreement Index 69.0).

The majority of the respondents from each area agree with the statement 'Your job makes good use of your skills, training and experience'. Those from Waikato, South Waikato and Waitomo appear more likely to disagree (7%, 9% and 12% respectively) versus 4.6% overall.

The following chart compares the 2010 results with 2007 for the question 'Using the scale where 0 = strongly disagree and 10 = strongly agree, how strongly do you agree or disagree with your job makes good use of your skills, training and experience?'

¹⁹ The Agreement Index (AI) converts each respondents answer across the satisfaction scale to a score out of 100. The AI is 10 times the average individual score based on the 11 point satisfaction scale (0 = strongly disagree to 10 = strongly agree)

There were 7 increases and 5 decreases in the Indexes compared to 2007 among the individual districts. Excluding the few from Rotorua, the largest increase was 4.8 points for Hauraki (Index 84.0). The largest decrease was 9.0 points for South Waikato (Index 75.0).

Participation in Sport and Active Leisure

The respondents were asked *'Now a question about exercise and other physical activities. By that I mean activity that increases your heart rate or breathing for 30 minutes or more. This might include brisk walking, running and gardening. How often do you do this kind of activity for 30 minutes or more?'* The largest group, (40%) said they exercised for 30 minutes or more every day while 40% said they did this 2 to 4 times per week and 7% said they did this weekly. Only 4% of the sample said they exercised for 30 minutes or more 2 – 3 times per month and 2% did this monthly while 3% did this less often. Only 4% of the respondents said they never exercised for 30 minutes or more and the remaining 1% did not know how often they did this level of exercise.

Those significantly more likely to never exercise for 30 minutes or more included:

- Those aged over 65 (6%) versus 0% - 4% for the other age brackets.
- Those with a household income under \$30,000 (8%) versus 1% - 3% in the other income streams.

There is limited variation in frequency of exercising for 30 minutes or more based on the district the respondent was from. Only a minority of respondents from each district never exercise, this varies from 0% in Rotorua and Thames-Coromandel up to 9% in Waipa. The proportion that exercise at least weekly ranges from 100% in Rotorua down to 77% in Waitomo.

The following chart focuses on the proportion of respondents who exercised for 30 minutes or more at least once per week (the sum of those who exercised every day or nearly every day, 2 - 4 times per week and once per week). The vast majority of respondents from each district exercised at least once per week. This ranges from 100% for the few from Rotorua and 98% for those from Thames-Coromandel down to 77% in Waitomo. The variance by area may be caused by demographic differences in the samples.

The results are similar to 2007 although there are some larger differences for some districts like Waipa and Waitomo. The differences may be caused by abnormal results in 2007, because of changing demographics or because the situation in relation to exercise has changed since 2007.

Council Decision Making Factors

The respondents were asked *'We are interested in understanding your views on the role of your local Council. For each of the following statements can you please tell if you agree or disagree using the scale where 0 = Strongly Disagree and 10 is Strongly Agree.'* Over half of the respondents (52%) agreed (scores 6-10) with the statement *'Overall, you have confidence that the Council makes decisions that are in the best interests of your district'* but this drops to only 47% for the statement *'You have enough say in what your Council does'*. Between 26% and 37% disagreed with each statement (scores 0 – 4).

The Agreement Index ranged from 57.6 for the statement *'Overall, you understand how your Council makes decisions'* down to 50.6 for the statement *'You have enough say in what your Council does'*. The factor *'Overall, you understand how your Council makes decisions'* (Index 57.6) was up 2.4 points from 2007 while the factor *'You have enough say in what your Council does'* (Index 50.6) was up 3.1 points.

Council Decision Making Factors by Location

The Agreement Index for the Council Decision Making factors vary by location but the variance is greatest for the statement *'Overall, you have confidence that the Council makes decisions that are in the best interests of your district'*. Thames-Coromandel respondents agree less with this statement (Index 42.2).

Those who are happy with their Quality of Life (scores of 9 or 10) are the most likely to agree with each of the Council Decision Making statements. Those who are **not** happy with their Quality of Life (scores of 0 or 6) are the least likely to agree with each of the Council Decision Making statements.

Sense of Pride

The respondents were asked *'Using the scale where 0 = strongly disagree and 10 = strongly agree, how strongly do you agree or disagree with you feel a sense of pride in the way your district looks and feels?'*

Three quarters of the respondents (75%) agreed with the statement *'You feel a sense of pride in the way your district looks and feels'* (scores of 6 – 10). A tenth of the respondents (9%) strongly agreed (Score of 10) while 7% rated this with a score of 9. The mode (most frequent value) is a score of 7 (25%).

A seventh of the sample (15%) neither agreed nor disagreed with the statement *'You feel a sense of pride in the way your district looks and feels'* (Score 5). A tenth of the respondents (10%) disagreed with the statement *'You feel a sense of pride in the way your district looks and feels'* (Scores 0 – 4).

The Agreement Index (AI score)²⁰, (a weighted score across the Agreement scale) for *'You feel a sense of pride in the way your district looks and feels'* was 68.1. This is 2 points lower than 2007 but once again it is a result that implies most respondents feel a sense of pride in their district.

The variables that appear to have had the greatest impact on level of agreement with the statement *'You feel a sense of pride in the way your district looks and feels'* were:

- The older the respondent, the greater the level of agreement.
- Those with a tertiary qualification (Agreement Index 65.9) are significantly less likely to agree with this statement than those with less formal education (Agreement Index 69.3 and 70.4).
- The higher the household income, the lower the level of agreement with this statement.
- Those who rated their Quality of Life with a score of 9 or 10 (Agreement Index 71.9) are significantly more likely to agree with this statement than those who rated their Quality of Life with a score of 0 to 6 (Agreement Index 61.8).

There is much variation in the level of agreement with the statement *'You feel a sense of pride in the way your district looks and feels'* based on where the respondent is from. The majority of each area agree with this statement but the few from Rotorua most strongly agree. Conversely, it seems that a slightly higher proportion of those from Waitomo (27%) and the Waikato (22%) disagreed with this.

This reflects in the Agreement Index with those from Rotorua (Index 81.0) and Otorohanga (Index 80.0) agreeing most strongly with the statement *'You feel a sense of pride in the way your district looks and feels'*. Those from Waitomo (Index 56.6) and the Waikato District (Index 59.4) agree the least strongly.

There were 4 increases and 8 decreases in the Indexes compared to 2007 for this statement among the individual districts. The largest increase was 13.9 points for the few respondents from Rotorua (Index 81.0) followed by a 5.1 point increase for Otorohanga (Index 80.0). The largest decreases were 11.2 points for Waikato (Index 59.4) and 9.3 points for Waitomo (Index 56.6).

The respondents were asked *'Using the same scale where 0 = strongly disagree and 10 = strongly agree, how strongly do you agree or disagree the statement "You feel a sense of pride in the way your district looks and feels?"'* They were then asked *'What is the ONE main reason for saying this?'* This question was asked as an open question with the answers grouped together for analysis purposes.

There was a range of responses, with some respondents offering positive reasons for agreeing strongly with the statement while others offered reasons for giving a lower score. The main positive comments evolved around their district being clean and tidy or about the appearance of the district (31.8%), having a good atmosphere or being a good place to live (15.1%), the area having good natural resources or facilities (8.2%), the upgrades or improvements happening (7.7%) or positive comments about the Council (7.2%). The main negative comments had to do with concerns about the place not being well maintained (7.9%), concerns about the Council (6.9%), or concerns about graffiti, crime and vandalism (3.6%). Others offered neutral comments (4%) did not know (7%) or thought there was room for improvement (5%). The results are very similar to 2007.

²⁰ The Agreement Index (AI) converts each respondents answer across the satisfaction scale to a score out of 100. The AI is 10 times the average individual score based on the 11 point satisfaction scale (0 = strongly disagree to 10 = strongly agree)

What makes your district unique or special

The respondents were asked *'What do you think makes your district unique or special?'* This question was asked as an open question with the answers grouped together for analysis purposes.

The main theme was to do with the atmosphere or sense of community in the district (31%). Others commented on the natural resources like beaches, rivers or mountains or natural beauty (25%). A smaller number (16%) thought the activities, events or tourist attractions made their district unique (12%) while 12% commented on the proximity to cities or their central location. A similar number mentioned the geographic location or situation of the district made it unique (11%).

A tenth of the sample (11%) mentioned agriculture or horticulture or the rural feel of the area making their district unique while for others it was facilities and amenities (6%) or parks and gardens (4%) or the history (3%), There was a range of other suggestions.

A number of respondents did not answer this question (9%) and a few did not know what made their district unique (1%). There was also a range of negative suggestions as to what made their district unique (3%). Apart from the coding change, the results are very similar to 2007.

Participation and Equity Factors

The respondents were asked *'New Zealand is becoming home for an increasing number of people from different countries with different lifestyles and cultures. Using the scale where 0 = strongly disagree and 10 = strongly agree, how strongly do you agree or disagree with <statement>?'* Four fifths of the respondents (82%) agreed (Scores 6 – 10) with the statement *'Your family are knowledgeable and show respect for the many and diverse cultures of the people who live here'* and only 5% disagreed with this (Scores 0 – 4). Conversely, two thirds of the sample (67%) agreed (Scores 6 – 10) with the statement *'Your neighbourhood are knowledgeable and show respect for the many and diverse cultures of the people who live here'* and 7% disagreed (Scores 0 – 4). The factor *'Your family are knowledgeable and show respect for the many and diverse cultures of the people who live here'* (Index 77.3) was up 0.9 points while the factor *'Your neighbourhood are knowledgeable and show respect for the many and diverse cultures of the people who live here'* (Index 69.8) was down 0.2 points.

Participation and Equity Factors by Location

The Agreement Index for the Participation and Equity factors varies by location but all areas tend to agree that their family is doing a better job than their community in showing respect for the many and diverse cultures of the people who live here. There is limited variation in the ratings for the statement *'Your family are knowledgeable and show respect for the many and diverse cultures of the people who live here'* (Index 74.7 to 82.0). Waikato District, Hamilton and Waitomo are rated the lowest for *'Your neighbourhood are knowledgeable and show respect for the many and diverse cultures of the people who live here'* (Index 66.1, 67.6 and 67.3 respectively).

Three biggest issues for your district

Respondents were asked *'Thinking of the issues of your district, (issues such as social issues like education, safety and community, cultural issues, environmental issues or economic issues such as business, jobs and money) what do you think are your areas three biggest issues?'* This question was asked as an open question with the answers grouped together for analysis purposes.

There was a range of responses, with the main comments covering employment opportunities or attracting business to the district (38%). The second main issue covers financial or economic issues (19%) and environmental concerns (19%), followed by education (17%) and law and order (13%). An eighth of the sample (12%) mentioned youth related issues, while 10% mentioned the lack of facilities or activities. There was a wide range of other themes mentioned by smaller groups of respondents.

Three biggest issues Council should be looking at

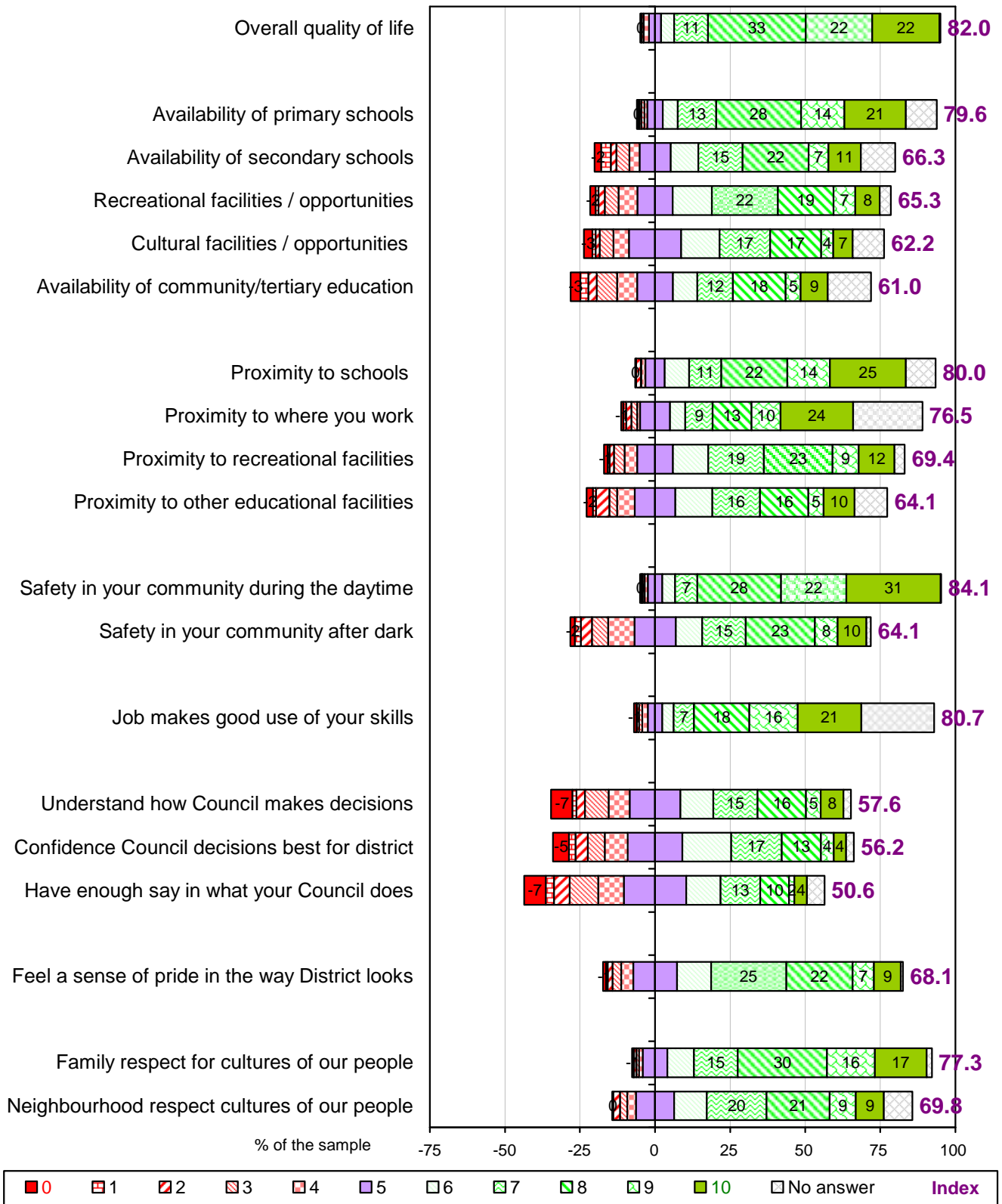
Respondents were then asked *'Now focusing only on the areas that your Council is responsible for what in your opinion, are the three main issues that Council should be looking at?'* This question was asked as an open question with the answers grouped together for analysis purposes.

Many respondents mentioned specific Council activities like roading (21%), stormwater or wastewater (7%), footpaths (5%), the appearance of the place (4%) and recycling or refuse collection (4%).

The other main themes covered environmental concerns (14%), the need for recreational facilities or entertainment (12%) and town planning or infrastructure (11%). A tenth of the sample (10%) mentioned creating employment opportunities, while 10% mentioned Council or Management concerns, 9% raised concerns about the distribution of finances and expenditure to various services or concerns about rates (7%). There was also a wide range of other themes mentioned by smaller groups of respondents.

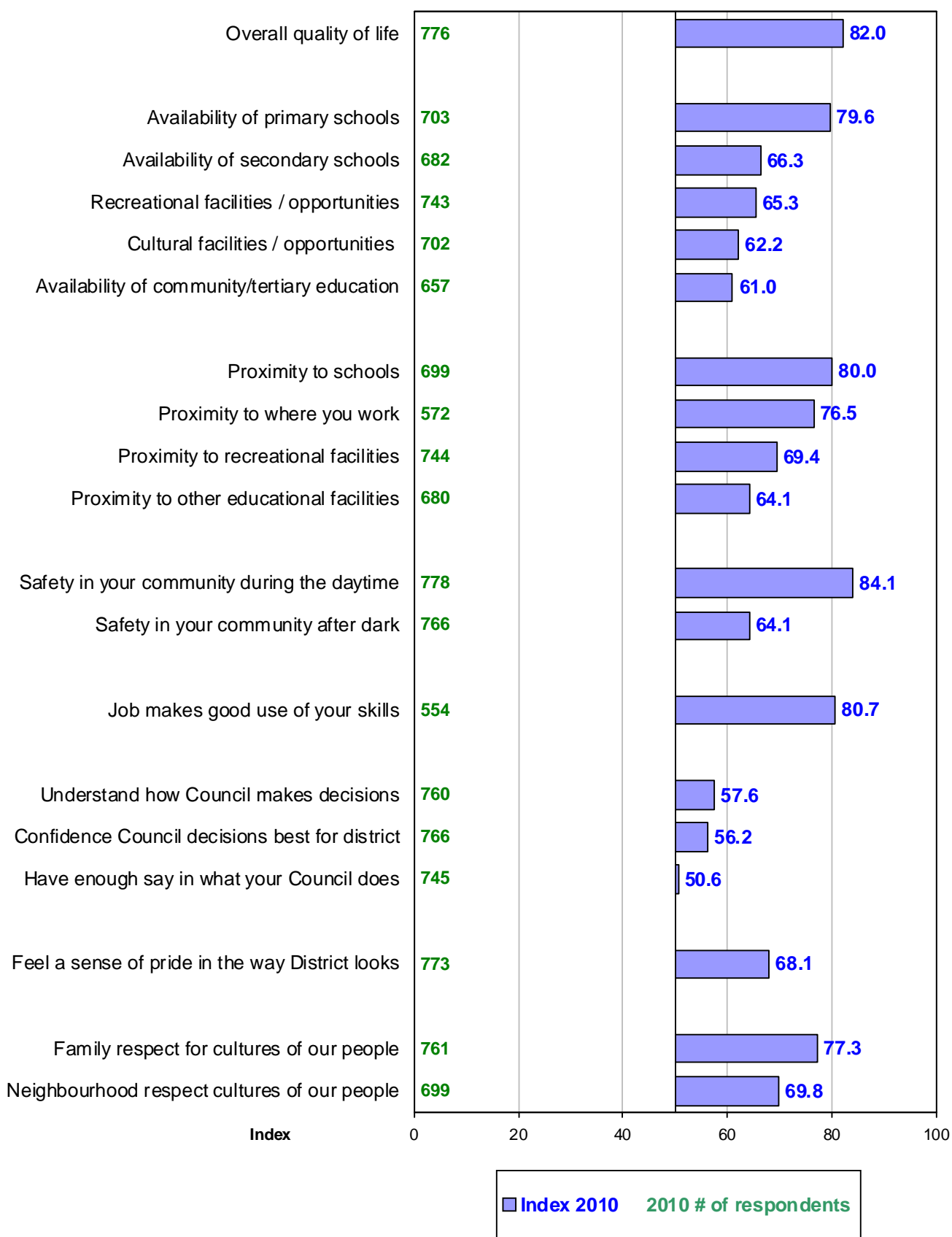
Summary of Indexes – Waikato Region

This project used a mix of scales, some covering the level of satisfaction while others were based on the level of agreement, safety or level of happiness. While the wording on each scale varied, the scales were all 11 points from 0 = very negative to 10 = very positive. The following gives an overview of all the indexes used in the core survey.



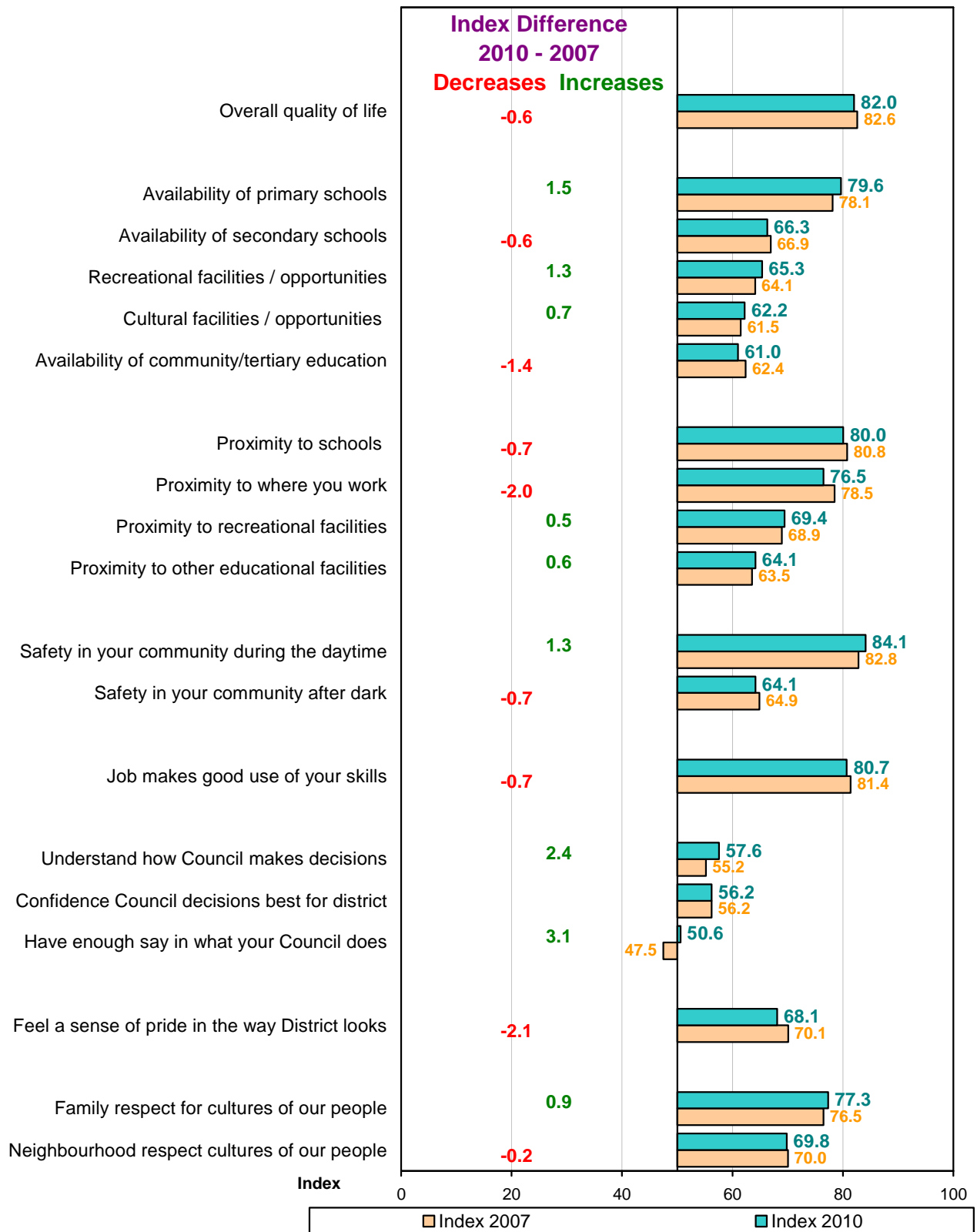
Indexes – Waikato Region

The indexes range from 84.1 for the ‘Safety in your community during the daytime’ down to an Index of 50.6 for the factor ‘You have enough say in what your Council does’.



Waikato Region - Comparison to 2007

The following chart compares the 2010 results with 2007. There were an equal number of increases and decreases in the Indexes (9 each). The largest increase was 3.1 points for the statement 'You have enough say in what your Council does'. The largest decreases were 2.1 points for the statement 'You feel a sense of pride in the way your district looks and feels' and 2.0 points for satisfaction with 'how close you live to where you work'.



Waikato Region - Summary Tables – Percentages across the Various Scale

Percentage of respondents rating each question with scores from 0 to 10

Area	Type	Factor	Using the scale where 0 to 10, how satisfied are you with .? % rating with a score of <?>												Index
			0	1	2	3	4	5	6	7	8	9	10	No answer	
Quality of Life	Happiness Index	Overall quality of life	0.3	0.1	0.6	0.1	1.8	4.0	4.4	11.2	32.6	22.1	22.4	0.3	82.0
Quality of Life	CSI Score	Availability of primary schools	0.4	0.6	0.6	0.9	1.0	5.2	5.0	12.7	28.4	14.3	20.5	10.3	79.6
Quality of Life	CSI Score	Availability of secondary schools	2.2	3.1	1.9	4.3	3.4	10.3	9.2	14.7	22.1	6.5	10.8	11.5	66.3
Quality of Life	CSI Score	Recreational facilities / opportunities	1.8	1.0	2.1	4.5	6.3	11.7	13.0	22.0	18.5	7.3	8.1	3.7	65.3
Quality of Life	CSI Score	Cultural facilities / opportunities	2.9	1.0	1.4	4.5	5.2	17.4	12.8	16.8	17.0	4.0	6.5	10.5	62.2
Quality of Life	CSI Score	Availability of community / tertiary education	3.2	2.7	2.8	6.7	6.7	12.0	8.1	11.8	17.6	5.0	9.0	14.4	61.0
Proximity	CSI Score	Proximity to schools	0.2	0.1	1.5	0.2	1.4	6.4	8.2	10.6	22.1	14.1	25.3	9.9	80.0
Proximity	CSI Score	Proximity to where you work	0.7	1.0	1.7	1.9	1.0	9.9	5.1	9.0	13.0	9.7	24.1	23.1	76.5
Proximity	CSI Score	Proximity to recreational facilities	1.2	0.6	1.5	3.5	4.2	11.9	11.7	18.5	22.9	8.7	11.9	3.4	69.4
Proximity	CSI Score	Proximity to other educational facilities	2.1	1.1	4.3	2.6	5.9	13.6	12.2	15.9	16.2	5.0	10.3	10.9	64.1
Crime and Safety	Safety index	Safety in your community during the daytime	0.4	0.2	0.3	0.6	1.1	4.7	4.3	7.4	27.9	21.7	31.4	0.1	84.1
Crime and Safety	Safety index	Safety in your community after dark	1.5	2.0	3.7	5.3	8.8	13.8	8.8	14.5	23.0	7.6	9.6	1.4	64.1
Work opportunities	Agreement Index	Job makes good use of your skills	0.8	0.1	0.8	1.0	1.9	4.8	3.8	6.8	18.4	16.1	21.2	24.2	80.7
Council Decision Making	Agreement Index	Understand how Council makes decisions	7.1	1.3	2.9	7.8	7.0	17.0	10.9	14.7	16.2	4.8	7.6	2.5	57.6
Council Decision Making	Agreement Index	Confidence Council decisions best for district	5.3	2.2	4.1	5.7	7.6	18.1	16.2	16.9	13.0	4.3	4.1	2.6	56.2

The cells highlighted in orange reflect the mode (most common score).

Percentage of respondents rating each question with scores from 0 to 10

Area	Type	Factor	Using the scale where 0 to 10, how satisfied are you with .? % rating with a score of <?>												Index
			0	1	2	3	4	5	6	7	8	9	10	No answer	
Council Decision Making	Agreement Index	Have enough say in what your Council does	7.2	2.7	5.3	9.5	8.5	20.8	11.4	13.2	9.6	1.8	4.2	5.8	50.6
Culture and Identity	Agreement Index	Feel a sense of pride in the way district looks	0.9	0.6	1.6	2.9	4.0	14.6	11.3	25.1	22.1	7.1	8.9	0.8	68.1
Participation and equity	Agreement Index	Family respect for cultures of our people	0.6	0.1	0.8	0.9	1.2	8.2	8.9	14.5	29.7	16.0	17.2	1.8	77.3
Participation and equity	Agreement Index	Neighbourhood respect cultures of our people	0.3		2.3	2.4	2.9	12.8	10.9	19.8	21.0	8.7	9.4	9.4	69.8

The cells highlighted in orange reflect the mode (most common score).

Tables of Core Indexes by Council

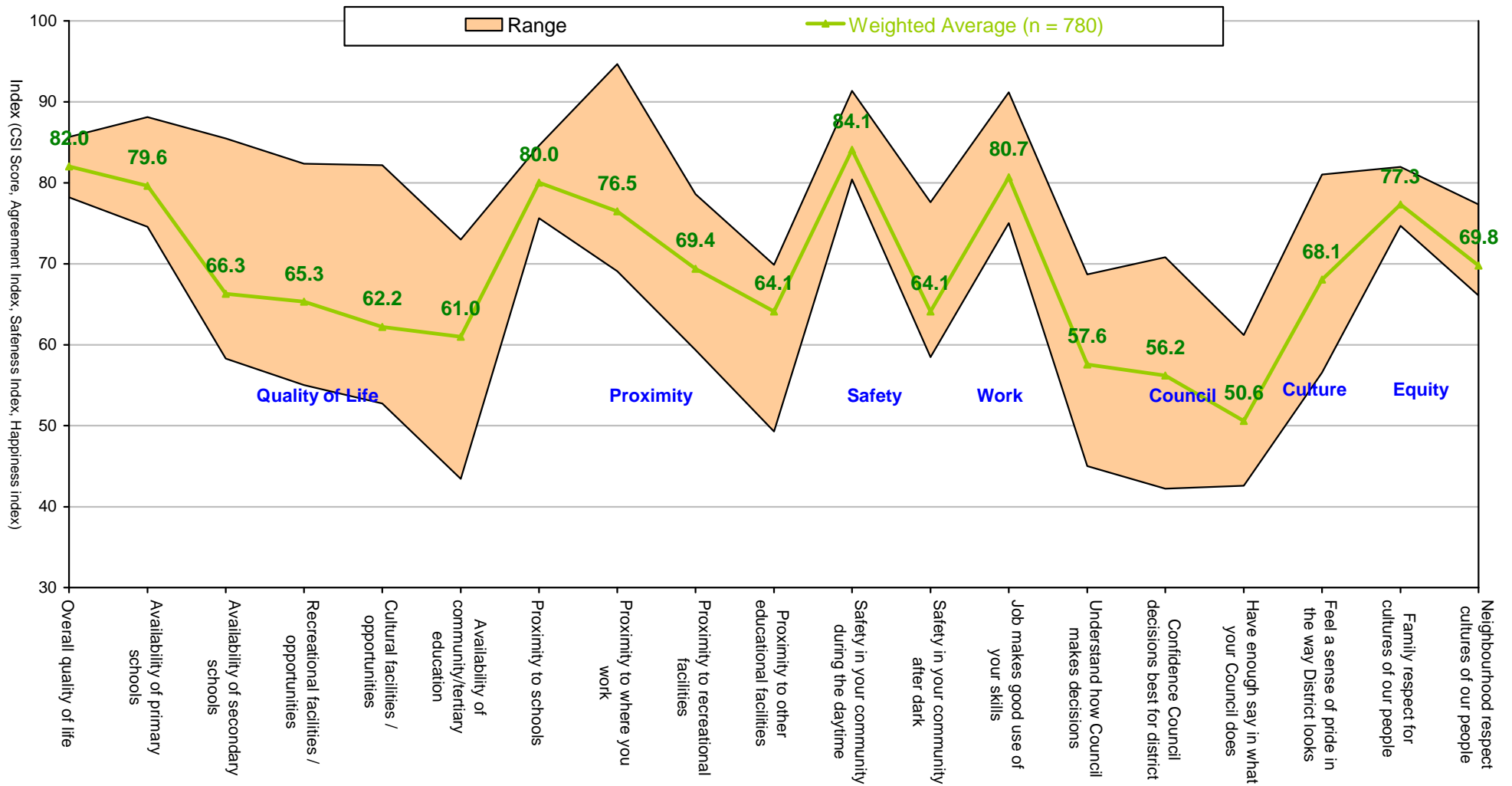
The following table compares the Indexes (CSI Scores, Agreement Index, Safety Index or Happiness Index) for the factors in the core survey. The cells highlighted in green are the districts with the highest index and those highlighted in pink highlight the district with the lowest index.

	Franklin	Thames-Coromandel	Hauraki	Waikato	Hamilton	Matamata-Piako	Waipa	South Waikato	Otorohanga	Waitomo	Rotorua	Taupo	Maximum	Minimum	Range	Weighted Average
Number of interviews	70	73	70	82	100	71	70	71	71	23	9	70				780
Overall Quality of Life	80.8	84.0	79.3	80.6	81.0	84.5	85.7	78.2	84.8	80.1	81.9	83.7	85.7	78.2	7.5	82.0
Availability of primary schools	78.3	76.2	83.5	78.5	80.4	85.3	79.5	74.6	78.9	78.2	88.2	77.8	88.2	74.6	13.6	79.6
Availability of secondary schools	58.3	63.7	75.4	62.2	63.7	74.0	68.6	68.6	61.7	66.3	85.5	68.2	85.5	58.3	27.2	66.3
Recreational facilities / opportunities	55.5	59.0	59.1	59.2	67.8	69.5	67.9	59.6	65.9	55.0	82.4	74.2	82.4	55.0	27.3	65.3
Cultural facilities / opportunities	52.8	56.0	58.3	57.9	62.0	64.4	64.5	66.9	64.7	65.8	82.2	67.4	82.2	52.8	29.4	62.2
Availability of community/tertiary education	43.4	46.3	51.4	58.7	73.0	56.1	60.5	52.1	58.6	52.9	70.9	53.6	73.0	43.4	29.6	61.0
Proximity to schools	76.7	78.8	80.0	76.6	81.1	84.6	81.3	78.6	75.6	81.0	80.8	79.0	84.6	75.6	9.0	80.0
Proximity to where you work	72.2	80.5	76.0	69.1	75.4	88.3	73.3	79.2	71.9	75.7	94.7	81.0	94.7	69.1	25.6	76.5
Proximity to recreational facilities	59.4	67.0	62.4	64.5	70.4	73.7	73.1	64.0	67.4	63.5	74.9	78.6	78.6	59.4	19.3	69.4
Proximity to other educational facilities	49.3	49.8	55.2	62.5	69.9	64.3	65.9	62.1	60.2	63.9	68.0	64.1	69.9	49.3	20.6	64.1
Safety in your community during the daytime	83.9	91.4	86.2	82.0	80.4	88.4	87.5	81.9	90.6	84.2	88.5	84.9	91.4	80.4	11.0	84.1
Safety in your community after dark	67.1	75.8	68.5	65.5	58.5	64.0	70.4	59.8	77.6	64.8	72.7	61.8	77.6	58.5	19.1	64.1

	Franklin	Thames-Coromandel	Hauraki	Waikato	Hamilton	Matamata-Piako	Waipa	South Waikato	Otorohanga	Waitomo	Rotorua	Taupo	Maximum	Minimum	Range	Weighted Average
Number of interviews	70	73	70	82	100	71	70	71	71	23	9	70				780
Your job makes good use of your skills, training and experience	80.9	83.6	84.0	76.3	79.8	84.0	85.0	75.0	86.1	78.1	91.2	79.6	91.2	75.0	16.2	80.7
Overall, you understand how your Council makes decisions	50.4	52.0	59.5	54.7	57.6	64.5	56.6	56.7	63.5	45.0	68.7	64.3	68.7	45.0	23.7	57.6
Overall, you have confidence that the Council makes decisions that are in the best interests of your district	52.7	42.2	61.5	54.4	57.7	63.3	58.3	54.3	70.8	44.4	64.4	53.1	70.8	42.2	28.6	56.2
You have enough say in what your Council does	42.8	44.9	52.3	48.0	49.2	61.2	51.2	52.1	58.5	42.6	57.5	53.3	61.2	42.6	18.6	50.6
You feel a sense of pride in the way your district looks and feels	64.1	69.6	68.0	59.4	65.7	76.4	73.5	64.4	80.0	56.6	81.0	75.4	81.0	56.6	24.5	68.1
Your family are knowledgeable and show respect for the many and diverse cultures of the people who live here	77.2	76.9	77.3	74.7	76.5	80.0	79.4	80.6	76.9	82.0	80.0	75.3	82.0	74.7	7.2	77.3
Your neighbourhood are knowledgeable and show respect for the many and diverse cultures of the people who live here	70.6	75.1	72.9	66.1	67.6	73.5	73.0	72.1	71.0	67.3	77.3	67.4	77.3	66.1	11.3	69.8
Maximum	83.9	91.4	86.2	82.0	81.1	88.4	87.5	81.9	90.6	84.2	94.7	84.9				84.1
Minimum	42.8	42.2	51.4	48.0	49.2	56.1	51.2	52.1	58.5	42.6	57.5	53.1				50.6
Range	41.1	49.2	34.8	34.0	32.0	32.3	36.3	29.8	32.1	41.6	37.2	31.8				33.5

Waikato Region

The following table compares the Indexes (CSI Scores, Agreement Index, Safety Index or Happiness Index) for all the districts in the Waikato. The chart shows the range of scores with the orange shaded area stretching from the lowest index to the highest index. The greatest range is in the factor 'The availability of community or tertiary education in your area' (Index range from 43.4 to 73.0) and the smallest range is for 'Your family are knowledgeable and show respect for the many and diverse cultures of the people who live here' (Index range from 66.1 to 77.3)



Overview – Realigned district after November 2010

The following table compares the Indexes (CSI Scores, Agreement Index, Safety Index or Happiness Index) for the factors in the core survey based on the respondents classification of district but realigned to reflect the district after November 2010. The cells highlighted in green is the district with the highest index and those highlighted in pink highlight the district with the lowest index.

	Franklin	Thames-Coromandel	Hauraki	Waikato	Hamilton	Matamata-Piako	Waipa	South Waikato	Otorohanga	Waitomo	Rotorua	Taupo	Maximum	Minimum	Range	Weighted Average
Number of interviews	0	73	80	142	100	71	70	71	71	23	9	70				780
Overall Quality of Life		84.0	78.9	80.8	81.0	84.5	85.7	78.2	84.8	80.1	81.9	83.7	85.7	78.2	7.5	82.0
Availability of primary schools		76.2	83.8	78.2	80.4	85.3	79.5	74.6	78.9	78.2	88.2	77.8	88.2	74.6	13.6	79.6
Availability of secondary schools		63.7	74.1	61.1	63.7	74.0	68.6	68.6	61.7	66.3	85.5	68.2	85.5	61.1	24.4	66.3
Recreational facilities / opportunities		59.0	58.0	58.6	67.8	69.5	67.9	59.6	65.9	55.0	82.4	74.2	82.4	55.0	27.3	65.3
Cultural facilities / opportunities		56.0	58.2	56.6	62.0	64.4	64.5	66.9	64.7	65.8	82.2	67.4	82.2	56.0	26.2	62.2
Availability of community/tertiary education		46.3	51.1	54.9	73.0	56.1	60.5	52.1	58.6	52.9	70.9	53.6	73.0	46.3	26.7	61.0
Proximity to schools		78.8	79.4	76.7	81.1	84.6	81.3	78.6	75.6	81.0	80.8	79.0	84.6	75.6	9.0	80.0
Proximity to where you work		80.5	76.0	69.7	75.4	88.3	73.3	79.2	71.9	75.7	94.7	81.0	94.7	69.7	25.0	76.5
Proximity to recreational facilities		67.0	61.8	63.5	70.4	73.7	73.1	64.0	67.4	63.5	74.9	78.6	78.6	61.8	16.9	69.4
Proximity to other educational facilities		49.8	55.1	59.5	69.9	64.3	65.9	62.1	60.2	63.9	68.0	64.1	69.9	49.8	20.1	64.1
Safety in your community during the daytime		91.4	86.1	82.4	80.4	88.4	87.5	81.9	90.6	84.2	88.5	84.9	91.4	80.4	11.0	84.1
Safety in your community after dark		75.8	68.6	65.8	58.5	64.0	70.4	59.8	77.6	64.8	72.7	61.8	77.6	58.5	19.1	64.1

	Franklin	Thames-Coromandel	Hauraki	Waikato	Hamilton	Matamata-Piako	Waipa	South Waikato	Otorohanga	Waitomo	Rotorua	Taupo	Maximum	Minimum	Range	Weighted Average
Number of interviews	0	73	80	142	100	71	70	71	71	23	9	70				780
Your job makes good use of your skills, training and experience		83.6	82.6	77.8	79.8	84.0	85.0	75.0	86.1	78.1	91.2	79.6	91.2	75.0	16.2	80.7
Overall, you understand how your Council makes decisions		52.0	59.3	53.4	57.6	64.5	56.6	56.7	63.5	45.0	68.7	64.3	68.7	45.0	23.7	57.6
Overall, you have confidence that the Council makes decisions that are in the best interests of your district		42.2	60.5	54.0	57.7	63.3	58.3	54.3	70.8	44.4	64.4	53.1	70.8	42.2	28.6	56.2
You have enough say in what your Council does		44.9	50.9	46.9	49.2	61.2	51.2	52.1	58.5	42.6	57.5	53.3	61.2	42.6	18.6	50.6
You feel a sense of pride in the way your district looks and feels		69.6	67.1	60.6	65.7	76.4	73.5	64.4	80.0	56.6	81.0	75.4	81.0	56.6	24.5	68.1
Your family are knowledgeable and show respect for the many and diverse cultures of the people who live here		76.9	78.7	74.8	76.5	80.0	79.4	80.6	76.9	82.0	80.0	75.3	82.0	74.8	7.1	77.3
Your neighbourhood are knowledgeable and show respect for the many and diverse cultures of the people who live here		75.1	73.3	66.9	67.6	73.5	73.0	72.1	71.0	67.3	77.3	67.4	77.3	66.9	10.4	69.8
Maximum	0.0	91.4	86.1	82.4	81.1	88.4	89.4	81.9	91.3	84.2	94.7	84.9				89.2
Minimum	0.0	41.2	50.9	46.9	49.2	56.1	51.2	52.1	58.5	42.6	57.5	53.1				41.2
Range	0.0	50.2	35.2	35.5	32.0	32.3	38.1	29.8	32.8	41.6	37.2	31.8				48.0

Appendix

Questionnaire

JOB DESCRIPTION: Collaborative Community Outcomes Monitoring Survey - Waikato Region

QX Good morning/afternoon. My name is XXX from XYZ, the market research company. We are conducting a survey in conjunction with your local and regional council, Environment Waikato about community perceptions in your area. This information will assist your council and other agencies to better coordinate their resources

QX The person I need to speak to is the person (male or female) who usually lives in your house, who is at least 18 years old and who had the last birthday. Who would that be?

RECORD NAME: _____ ASK TO SPEAK TO HIM / HER.

REINTRODUCE IF NECESSARY

The survey will only take 10 – 15 minutes.

INTERVIEWER NOTE: ADJUST TIME PROMISE IF ACTUAL INTERVIEWS ARE TAKING LONGER

QY Would you have time now or would you prefer me to call back at a more convenient time?

RECORD TIME TO CALL BACK: _____

QZ Can you tell me which district you live in? (Circle one only - If necessary: ask for nearest town and identify district using your map) (READ if necessary)

AREA BY REGION		
Franklin-----01	Thames-Coromandel - 02	Hauraki ----- 03
Waikato ----- 04	Hamilton ----- 05	Matamata-Piako06
Waipa ----- 07	South Waikato ----- 08	Otorohanga----- 09
Waitomo ----- 10	Rotorua ----- 11	Taupo ----- 12

QZa If in Franklin, or Rotorua – Need to ascertain if they are part of the Environment Waikato Area. Are you in the Environment Waikato Region?

Yes ----- 1

No ----- 2 → Thank and terminate

Don't know----- 3 → Thank and terminate

QZb If in Franklin area – When the Auckland Super City boundaries change in November 2010 will the area you live become part of the Waikato or Hauraki Districts?.

Waikato District ----- 1

Hauraki District ----- 2

Don't know----- 3

REINTRODUCE IF NECESSARY:
INTERVIEWER RECORD START TIME

Each area to select the non core questions that are to be asked (questions not highlighted in green – before all non core questions there is a grid and each area is to decide whether their respondents will be asked each non core question. Each question either needs a ✓ or a × e.g.

	Franklin	Thames-Coromandel	Hauraki	Waikato	Hamilton	Matamata-Piako	Waipa	South Waikato	Otorohanga	Waitomo	Rotorua	Taupo
Q1A	×	×	×	×	✓	✓	×	×	×	×	×	✓
Q1B	✓	✓	×	×	✓	✓	×	×	×	×	×	×
Q1C	CORE QUESTION – ASK ALL											
Q1D	CORE QUESTION – ASK ALL											

QUALITY OF LIFE

	Franklin	Thames-Coromandel	Hauraki	Waikato	Hamilton	Matamata-Piako	Waipa	South Waikato	Otorohanga	Waitomo	Rotorua	Taupo
Q1A	×	✓	×	×	×	×	×	×	×	×	×	×
Q1B	×	✓	×	×	×	×	✓	×	×	×	×	×
Q1C	CORE QUESTION – ASK ALL											
Q1D	CORE QUESTION – ASK ALL											
Q1E	×	×	×	×	×	×	✓	×	×	×	×	×
Q1F	×	×	×	×	×	×	✓	×	×	×	×	×
Q1G	×	✓	×	×	×	×	✓	×	×	×	×	×
Q1H	×	✓	×	×	×	✓	✓	×	×	×	×	×
Q1I	×	×	×	×	×	✓	✓	×	×	×	×	×
Q1J	CORE QUESTION – ASK ALL											
Q1K	CORE QUESTION – ASK ALL											
Q1L	CORE QUESTION – ASK ALL											
Q1P	×	✓	×	×	×	×	×	×	×	×	×	×

Q1. Thinking about the community you live in and the infrastructure available and using the scale where 0 is very dissatisfied to 10 being very satisfied, how satisfied are you with <...>? (ROTATE STATEMENTS. SINGLE RESPONSE FOR EACH.) (CIRCLE ONE ONLY)

		Very Dissatisfied										Neutral		Very Satisfied		Don't Know NA/ DK
		0	1	2	3	4	5	6	7	8	9	10				
A	The general infrastructure in your area e.g. roads, water, stormwater, waste water etc	0	1	2	3	4	5	6	7	8	9	10	99			
B	The essential services provided in your area e.g. power, telecommunications and broadband	0	1	2	3	4	5	6	7	8	9	10	99			
C	The cultural facilities and opportunities provided in your area	0	1	2	3	4	5	6	7	8	9	10	99			
D	The recreational facilities and opportunities provided in your area	0	1	2	3	4	5	6	7	8	9	10	99			
E	The amount of residential development in your area	0	1	2	3	4	5	6	7	8	9	10	99			
F	The amount of business or commercial development in your area e.g. new businesses or shops	0	1	2	3	4	5	6	7	8	9	10	99			
G	The range of health services provided in your area	0	1	2	3	4	5	6	7	8	9	10	99			
H	The accessibility of health services in your area	0	1	2	3	4	5	6	7	8	9	10	99			
I	The availability of pre-school child care in your area	0	1	2	3	4	5	6	7	8	9	10	99			
J	The availability of primary schools in your area	0	1	2	3	4	5	6	7	8	9	10	99			
K	The availability of secondary schools in your area	0	1	2	3	4	5	6	7	8	9	10	99			
L	The availability of community or tertiary education in your area	0	1	2	3	4	5	6	7	8	9	10	99			
P	The availability of employment opportunities in your area	0	1	2	3	4	5	6	7	8	9	10	99			

	Franklin	Thames-Coromandel	Hauraki	Waikato	Hamilton	Matamata-Piako	Waipa	South Waikato	Otorohanga	Waitomo	Rotorua	Taupo
Q2A	CORE QUESTION – ASK ALL											
Q2B	CORE QUESTION – ASK ALL											
Q2C	CORE QUESTION – ASK ALL											
Q2D	CORE QUESTION – ASK ALL											
Q2e	x	✓	x	x	x	✓	x	x	x	x	x	x

Proximity to Work, Study, Recreation

Q2. The proximity to work, recreational facilities and other community resources varies from place to place. Using the scale where 0 is very dissatisfied to 10 being very satisfied, how satisfied are you with how close you live to each of the following? (CIRCLE ONE ONLY) ... **(IF ANY QUESTIONS ARE NOT APPLICABLE TO RESPONDENT CIRCLE DON'T KNOW)**

		Very Dissatisfied											Very Satisfied		Don't Know
		Neutral											NA/DK		
		0	1	2	3	4	5	6	7	8	9	10			
A	To where you work	0	1	2	3	4	5	6	7	8	9	10	99		
B	To schools	0	1	2	3	4	5	6	7	8	9	10	99		
C	To other educational facilities	0	1	2	3	4	5	6	7	8	9	10	99		
D	To recreational and leisure facilities	0	1	2	3	4	5	6	7	8	9	10	99		
E	To cultural facilities e.g. museums, maraes etc	0	1	2	3	4	5	6	7	8	9	10	99		

Satisfaction with Cultural Facilities Provided

	Franklin	Thames-Coromandel	Hauraki	Waikato	Hamilton	Matamata-Piako	Waipa	South Waikato	Otorohanga	Waitomo	Rotorua	Taupo
Q3A	x	✓	x	x	x	✓	x	x	x	x	x	x
Q3B	x	✓	x	x	x	x	✓	x	x	x	x	x

Q3 We are interested in understanding your views on the Cultural facilities and events within your district. For each of the following statements can you please tell if you agree or disagree using the scale where 0 = Strongly Disagree and 10 is Strongly Agree. (ROTATE STATEMENTS. SINGLE RESPONSE FOR EACH.) (IF ASKED "WHAT DO YOU MEAN BY 'CULTURAL EVENTS'?" ⇨ REPLY "BASED ON YOUR OWN OPINION OF WHAT 'CULTURAL EVENTS' MEANS")

		Strongly Disagree										Strongly Agree		Don't Know
		Neutral											DK	
		0	1	2	3	4	5	6	7	8	9	10		
A	The Cultural facilities and events in your community adequately represent the cultural diversity of your district	0	1	2	3	4	5	6	7	8	9	10	99	
B	Your district does a good job of protecting and valuing the history of the area	0	1	2	3	4	5	6	7	8	9	10	99	

Satisfaction with Events Provided

	Franklin	Thames-Coromandel	Hauraki	Waikato	Hamilton	Matamata-Piako	Waipa	South Waikato	Otorohanga	Waitomo	Rotorua	Taupo
Q3aC	x	x	x	x	✓	x	x	x	x	x	x	x
Q3aD	x	x	x	x	✓	x	x	x	x	x	x	x

Q3a Thinking now about Events in general in your area and using the same scale where 0 = Strongly Disagree and 10 is Strongly Agree, can you please tell if you agree or disagree with the following statements. (ROTATE STATEMENTS. SINGLE RESPONSE FOR EACH.)

		Strongly Disagree										Neutral		Strongly Agree		Don't Know
		0	1	2	3	4	5	6	7	8	9	10	DK			
C	The type of events currently been promoted within the city are appropriate for Hamilton	0	1	2	3	4	5	6	7	8	9	10	99			
D	Events currently held in the city play on our strengths as a city e.g. the river, natural history, cultural history, heritage and identity	0	1	2	3	4	5	6	7	8	9	10	99			

Barriers to Accessing Health Care (from Big Cities Quality of Life Survey 2004)

Q4 Has there been any time in the last 12 months when you or a member of your household wanted to go to a GP, but didn't? (Don't read out. Single response.)

- Yes – there has been a time when wanted to go to doctor but didn't--- 1
- No----- 2 → Go to Q6
- Don't know----- 3 → Go to Q6

Q5 IF Q4 = 1 (YES) For what reasons did you or your family not go to the doctor when you wanted to? Probe: What other reasons?

	Franklin	Thames-Coromandel	Hauraki	Waikato	Hamilton	Matamata-Piako	Waipa	South Waikato	Otorohanga	Waitomo	Rotorua	Taupo
Q6	x	✓	x	x	x	✓	x	x	x	x	x	x
Q7	x	✓	x	x	x	✓	x	x	x	x	x	x

Adult and Community Education

- Q6 In the past 12 months have **you** undertaken any education or training?
 Yes ----- 1
 Not in past 12 months ----- 2 →Go to Q8
 Don't know----- 3 →Go to Q8

- Q7 What type of education or training was this?
 School, polytechnic or university study----- 1
 Industry training either on the job or through another provider----- 2
 Community based education for example arts and crafts
 or other personal interest course ----- 3
 Other (please specify) _____ 4

Social

	Franklin	Thames-Coromandel	Hauraki	Waikato	Hamilton	Matamata-Piako	Waipa	South Waikato	Otorohanga	Waitomo	Rotorua	Taupo
Q8A	x	✓	x	x	x	✓	✓	x	✓	x	x	x
Q8B	x	✓	x	x	x	✓	✓	x	✓	x	x	x
Q8C	x	✓	x	x	x	✓	x	x	x	x	x	x
Q8D	x	x	x	x	x	✓	x	x	x	x	x	x
Q8E	x	x	x	x	x	✓	x	x	x	x	x	x

- Q8. The level of community / social support within a community varies from place to place. Using the scale where 0 is very dissatisfied to 10 being very satisfied, how satisfied are you with each of the following?

		Very Dissatisfied											Neutral		Very Satisfied		Don't Know DK
		0											3		6		
		0	1	2	3	4	5	6	7	8	9	10	9	10			
A	Support within the community from family, friends and neighbours	0	1	2	3	4	5	6	7	8	9	10	99				
B	Support within the community from networks and agencies (e.g. Welfare agencies, Citizens Advice, Drug and Alcohol Advisors etc)	0	1	2	3	4	5	6	7	8	9	10	99				
C	The level of volunteer support within your community	0	1	2	3	4	5	6	7	8	9	10	99				
D	Your level of trust in others in your community	0	1	2	3	4	5	6	7	8	9	10	99				
E	Community support being accessible	0	1	2	3	4	5	6	7	8	9	10	99				

Q9. (PROGRAMME WRITTEN TO ONLY ASK FOR THOSE SERVICES IF RATED AS LOWER THAN 7) IF ANY RATED LOWER THAN 7 – OTHER WISE SKIP Can you tell me why you were not totally satisfied with <facility>?

		If SS less than 7 ask Why you were not totally satisfied with this <Facility>
A	Support within the community from family, friends and neighbours	
B	Support within the community from networks and agencies (e.g. Welfare agencies, Citizens Advice, Drug and Alcohol Advisors etc)	
C	The level of volunteer support within your community	
D	The level of trust of others in your community	
E	Community support being accessible	

Perceptions of Safety (from Big Cities Quality of Life Survey 2004 & 2006/New Zealand National Survey of Crime Victims 2001)

	Franklin	Thames-Coromandel	Hauraki	Waikato	Hamilton	Matamata-Piako	Waipa	South Waikato	Otorohanga	Waitomo	Rotorua	Taupo
Q11A	CORE QUESTION – ASK ALL											
Q11B	CORE QUESTION – ASK ALL											
Q11D	x	x	x	x	x	✓	x	x	x	x	x	x
Q11E	x	x	x	x	x	✓	✓	x	✓	x	x	x
Q11G	x	x	x	x	x	✓	x	x	x	x	x	x
Q11H	x	x	x	x	x	✓	✓	x	x	x	x	x

Q11 Thinking now about issues of crime and safety, and using a scale where 0 = very unsafe and 10 = very safe; please tell me how safe or unsafe you would feel in the following situations...? (ROTATE STATEMENTS. READ OUT. SINGLE RESPONSE PER ITEM.)

		Very Unsafe										Very Safe	Don't Know
		0	1	2	3	4	5	6	7	8	9	10	DK
A	In your community during the daytime	0	1	2	3	4	5	6	7	8	9	10	99
B	In your community after dark	0	1	2	3	4	5	6	7	8	9	10	99
D	Walking alone in your local neighbourhood during the daytime	0	1	2	3	4	5	6	7	8	9	10	99
E	In your town centre during the daytime	0	1	2	3	4	5	6	7	8	9	10	99
G	Walking alone in your local neighbourhood after dark	0	1	2	3	4	5	6	7	8	9	10	99
H	In your town centre after dark	0	1	2	3	4	5	6	7	8	9	10	99

Work Opportunities Matching Skills (from Big Cities Quality of Life Survey 2004)

	Franklin	Thames-Coromandel	Hauraki	Waikato	Hamilton	Matamata-Piako	Waipa	South Waikato	Otorohanga	Waitomo	Rotorua	Taupo
Q12A	CORE QUESTION – ASK ALL											
Q12B	x	✓	x	x	x	x	x	x	x	x	x	x
Q12C	x	x	x	x	x	✓	x	x	x	x	x	x
Q12D	x	✓	x	x	x	✓	x	x	x	x	x	x
Q12F	x	x	x	x	x	✓	✓	x	x	x	x	x

Q12 Using the scale where 0 = strongly disagree and 10 = strongly agree, how strongly do you agree or disagree with <....>? **(IF ANY QUESTIONS ARE NOT APPLICABLE TO RESPONDENT CIRCLE DON'T KNOW)**

		Strongly Disagree										Neutral		Strongly Agree		Don't Know NA/ DK
		0	1	2	3	4	5	6	7	8	9	10				
A	Your job makes good use of your skills, training and experience	0	1	2	3	4	5	6	7	8	9	10	99			
B	You have a good work / life balance in your life	0	1	2	3	4	5	6	7	8	9	10	99			
C	Your employer has good family-friendly policies e.g. policies like child care, bereavement leave etc that consider the needs of you and your family	0	1	2	3	4	5	6	7	8	9	10	99			
D	Your community is a place where young people can imagine building a life	0	1	2	3	4	5	6	7	8	9	10	99			
F	Your community understands and appreciates the role that Maori economic activity plays in the district's economic well being	0	1	2	3	4	5	6	7	8	9	10	99			

	Franklin	Thames-Coromandel	Hauraki	Waikato	Hamilton	Matamata-Piako	Waipa	South Waikato	Otorohanga	Waitomo	Rotorua	Taupo
Q13a	CORE QUESTION – ASK ALL											
Q13b	x	x	x	x	✓	x	x	x	x	x	x	x
Q13c	x	x	x	x	✓	x	x	x	x	x	x	x
Q13d	x	x	x	x	✓	x	x	x	x	x	x	x

Participation in Sport and Active Leisure (from New Zealand Sport and Physical Activity Surveys/Big Cities Quality of Life Survey 2004)

Q13a Now a question about exercise and other physical activities. By that I mean activity that increases your heart rate or breathing for 30 minutes or more. This might include brisk walking, running and gardening. How often do you do this kind of activity for 30 minutes or more?

(Read out. Single response.)

- Every day or nearly every day----- 1
- 2 - 4 times a week ----- 2
- Once a week ----- 3
- 2 - 3 times a month ----- 4
- Once a month----- 5
- Less often----- 6
- Never ----- 7
- (Don't read) Don't know ----- 8

Q13b Over the last six months has there been a time that you've wanted to do some form of physical activity but were not able to due to either access or affordability issues?

- Yes – wanted to do some physical activity but were not able to due to either access or affordability issues----- 1 →Go to Q13c
- No----- 2 →Go to Q14
- Don't know----- 3 →Go to Q14

Q13c IF Q13B = 1 (YES) What what was the activity you were not able to due to either access or affordability issues?

Q13d IF Q13B = 1 (YES) What barrier(s) did you encounter e.g. access, cost, time, motivation, couldn't convince others to get involved etc? Probe: What other reasons?

SUSTAINABLE ECONOMY

Confidence in Council Decision Making (from Big Cities Quality of Life Survey 2004 & 2006)

Q14 We are interested in understanding your views on the role of your local Council. For each of the following statements can you please tell if you agree or disagree using the scale where 0 = Strongly Disagree and 10 is Strongly Agree. (ROTATE STATEMENTS. SINGLE RESPONSE FOR EACH.)

		Strongly Disagree										Neutral		Strongly Agree		Don't Know
		0	1	2	3	4	5	6	7	8	9	10	DK			
A	Overall, you understand how your Council makes decisions	0	1	2	3	4	5	6	7	8	9	10	99			
B	You have enough say in what your Council does	0	1	2	3	4	5	6	7	8	9	10	99			
C	Overall, you have confidence that the Council makes decisions that are in the best interests of your district	0	1	2	3	4	5	6	7	8	9	10	99			

	Franklin	Thames-Coromandel	Hauraki	Waikato	Hamilton	Matamata-Piako	Waipa	South Waikato	Otorohanga	Waitomo	Rotorua	Taupo
Q14M	x	x	x	x	x	x	x	x	✓	x	x	x
Q14N	x	x	x	x	x	x	x	x	✓	x	x	x
Q14O	x	x	x	x	x	x	x	x	✓	x	x	x

Q14M Council tries to ensure that the community has meaningful input into decision making on significant Council projects, processes and policy. Using a scale where 0 = very dissatisfied and 10 = very satisfied, how would you rate the opportunities Council provides for community involvement in decision making (e.g. making submissions to draft plans, involvement in working parties etc)?

Very Dissatisfied	Neutral						Very Satisfied	Don't know			
0	1	2	3	4	5	6	7	8	9	10	99
IF 7 OR LESS ⇩							IF MORE THAN 7 GO TO Q14O			GO TO Q14O	

Q14N IF **Q14M** RATED AT 7 OR LESS Why do you feel this way?

Q14O Council tries to ensure that it provides adequate information to the community about its services, facilities, projects and plans. Using the same scale where 0 = very dissatisfied and 10 = very satisfied, how do you rate Council’s provision of this type of information?

Very Dissatisfied		Neutral						Very Satisfied		Don't know	
0	1	2	3	4	5	6	7	8	9	10	99

CULTURE AND IDENTITY

Sense of Pride in the Way the district Looks and Feels (from Big Cities Quality of Life Survey 2004 & 2006)

Q15 Using the same scale where 0 = strongly disagree and 10 = strongly agree, how strongly do you agree or disagree with the statement “You feel a sense of pride in the way your district looks and feels?”

Strongly Disagree		Neutral						Strongly Agree		Don't know	
0	1	2	3	4	5	6	7	8	9	10	99

Q16 What is the ONE main reason for saying this?? PROBE IF SAY BEAUTIFUL/ATTRACTIVE/PRETTY DISTRICT ASK: WHAT MAKES IT BEAUTIFUL/ATTRACTIVE/PRETTY? IF SAY LOVE/LIKE DISTRICT ASK: WHAT MAKES YOU LOVE/LIKE IT? IF SAY IT’S A GREAT PLACE ASK: WHAT MAKES IT A GREAT PLACE? IF SAY COMPARES WELL WITH OTHER DISTRICTS ASK: WHAT MAKES IT COMPARE WELL?

	Franklin	Thames-Coromandel	Hauraki	Waikato	Hamilton	Matamata-Piako	Waipa	South Waikato	Otorohanga	Waitomo	Rotorua	Taupo
Q17A	x	✓	x	x	x	x	x	x	✓	x	x	x
Q17B	x	✓	x	x	x	x	✓	x	✓	x	x	x
Q17C	x	✓	x	x	x	✓	x	x	x	x	x	x
Q17E	x	✓	x	x	x	✓	✓	x	x	x	x	x
Q17F	x	x	x	x	x	✓	x	x	x	x	x	x
Q17G	x	✓	x	x	x	x	x	x	x	x	x	x
Q17H	x	✓	x	x	x	x	✓	x	x	x	x	x
Q17I	x	✓	x	x	x	x	x	x	✓	x	x	x
Q17J	x	x	x	x	x	x	x	x	✓	x	x	x

Q17. Thinking about the environment you live in and using the same scale where 0 is very dissatisfied to 10 being very satisfied, how satisfied are you with <...>? (ROTATE STATEMENTS. SINGLE RESPONSE FOR EACH.) (CIRCLE ONE ONLY)

		Very Dissatisfied											Neutral											Very Satisfied											Don't Know DK
		0			1			2			3			4			5			6			7			8			9			10			
		0	1	2	3	4	5	6	7	8	9	10	0	1	2	3	4	5	6	7	8	9	10	0	1	2	3	4	5	6	7	8	9	10	
A	People appreciate the natural value of your coast, beaches	0	1	2	3	4	5	6	7	8	9	10	0	1	2	3	4	5	6	7	8	9	10	0	1	2	3	4	5	6	7	8	9	10	99
B	The quality of your rivers and waterways	0	1	2	3	4	5	6	7	8	9	10	0	1	2	3	4	5	6	7	8	9	10	0	1	2	3	4	5	6	7	8	9	10	99
C	The community treatment of your districts natural assets (e.g. rivers, bush, coast or beaches)	0	1	2	3	4	5	6	7	8	9	10	0	1	2	3	4	5	6	7	8	9	10	0	1	2	3	4	5	6	7	8	9	10	99
E	The unique or special character of your town	0	1	2	3	4	5	6	7	8	9	10	0	1	2	3	4	5	6	7	8	9	10	0	1	2	3	4	5	6	7	8	9	10	99
F	The appearance of your town reflecting the diversity of its residents	0	1	2	3	4	5	6	7	8	9	10	0	1	2	3	4	5	6	7	8	9	10	0	1	2	3	4	5	6	7	8	9	10	99
G	That your community values the uniqueness of the Peninsula	0	1	2	3	4	5	6	7	8	9	10	0	1	2	3	4	5	6	7	8	9	10	0	1	2	3	4	5	6	7	8	9	10	99
H	The level of protection given to special landscape features	0	1	2	3	4	5	6	7	8	9	10	0	1	2	3	4	5	6	7	8	9	10	0	1	2	3	4	5	6	7	8	9	10	99
I	That the impact from development on the coastline is adequately managed and minimised	0	1	2	3	4	5	6	7	8	9	10	0	1	2	3	4	5	6	7	8	9	10	0	1	2	3	4	5	6	7	8	9	10	99
J	That your community treats the natural environment of the district well	0	1	2	3	4	5	6	7	8	9	10	0	1	2	3	4	5	6	7	8	9	10	0	1	2	3	4	5	6	7	8	9	10	99

	Franklin	Thames-Coromandel	Hauraki	Waikato	Hamilton	Matamata-Piako	Waipa	South Waikato	Otorohanga	Waitomo	Rotorua	Taupo
Q17L	x	✓	x	x	x	x	x	x	x	x	x	x

Q17L Thinking about the environment you live in and using the scale where 0 = strongly disagree and 10 = strongly agree, how strongly do you agree or disagree with the statement “access to the coast is more important than enhancing the natural character of the coastal environment e.g. protecting the sand dunes”. Read out. Single response.)

		Strongly Disagree											Neutral											Strongly Agree											Don't Know DK
		0			1			2			3			4			5			6			7			8			9			10			
		0	1	2	3	4	5	6	7	8	9	10	0	1	2	3	4	5	6	7	8	9	10	0	1	2	3	4	5	6	7	8	9	10	
L	Access to the coast is more important than enhancing the natural character of the coastal environment e.g. protecting the sand dunes	0	1	2	3	4	5	6	7	8	9	10	0	1	2	3	4	5	6	7	8	9	10	0	1	2	3	4	5	6	7	8	9	10	99

Q18 What do you think makes your district unique or special?

PARTICIPATION AND EQUITY

Perception of Effect of Increased Diversity upon the Community (from Big Cities Quality of Life Survey 2004 & 2006)

Q19 New Zealand is becoming home for an increasing number of people from different countries with different lifestyles and cultures. Using the scale where 0 = strongly disagree and 10 = strongly agree, how strongly do you agree or disagree with <....>? ...(Read out. Single response.)?

		Strongly Disagree		Neutral						Strongly Agree		Don't Know	
		0	1	2	3	4	5	6	7	8	9	10	DK
A	Your family are knowledgeable and show respect for the many and diverse cultures of the people who live here	0	1	2	3	4	5	6	7	8	9	10	99
B	Your neighbourhood are knowledgeable and show respect for the many and diverse cultures of the people who live here	0	1	2	3	4	5	6	7	8	9	10	99

Q20 IF A OR B = DISAGREE (SCORES 0 – 3) OR AGREE (SCORES 7 – 10), ASK:
For what reasons do you say that? PROMPT: WHAT OTHER REASONS?

Q21 Thinking in general about your quality of life and using the scale where 0 = very unhappy and 10 = very happy, how happy are you with your quality of life?

Very Happy		Neutral						Very Unhappy		Don't know	
0	1	2	3	4	5	6	7	8	9	10	99
IF 7 OR LESS							IF MORE THAN 7			GO TO	
↙							GO TO Q22A			Q22A	

Q21a IF Q21 RATED AT 7 OR LESS Why do you feel this way?

	Franklin	Thames-Coromandel	Hauraki	Waikato	Hamilton	Matamata-Piako	Waipa	South Waikato	Otorohanga	Waitomo	Rotorua	Taupo
Q22A	x	x	x	x	✓	x	x	x	x	x	x	x
Q22B	x	x	x	x	✓	x	x	x	x	x	x	x

Growth and development

Q22A It is estimated an extra 36,000 homes will need to be built to house an extra 86,000 people by 2044. Using a scale where 0 = no intervention (let the market decide) and 10 = full intervention (Council planning decides) how much involvement should Council have in guiding how and where future housing growth takes place within the city?

No Intervention										Full Intervention	Don't know
0	1	2	3	4	5	6	7	8	9	10	99

Green Technologies

Q22B Thinking about Green technologies and using the scale where 0 = strongly disagree and 10 = strongly agree, how strongly do you agree or disagree with the statement “It’s important for Council to proactively encourage building designs and technologies which help conserve resources and reduce our impact on the natural environment?” ...(Read out. Single response.)

		Strongly Disagree		Neutral						Strongly Agree		Don't Know	
		0	1	2	3	4	5	6	7	8	9	10	DK
B	It's important for Council to proactively encourage building designs and technologies which help conserve resources and reduce our impact on the natural environment	0	1	2	3	4	5	6	7	8	9	10	99

	Franklin	Thames-Coromandel	Hauraki	Waikato	Hamilton	Matamata-Piako	Waipa	South Waikato	Otorohanga	Waitomo	Rotorua	Taupo
Q22c	x	x	x	x	x	x	x	x	✓	x	x	x
Q22d	x	x	x	x	x	x	x	x	✓	x	x	x

Civil Defence

Q22C Thinking now about Civil Defence, does your household have a survival kit or ready access to items for one (i.e. torch, candles, matches, radio, batteries, tinned food, a first aid kit etc)?

Survival Kit-----1 Access to items----- 2

DON'T READ OUT ----	Neither ----- 3
---------------------	-----------------

Q22D Does your household have an emergency plan (e.g. knowing who to contact, where to get help etc)?

Yes -----1 No----- 2

	Franklin	Thames-Coromandel	Hauraki	Waikato	Hamilton	Matamata-Piako	Waipa	South Waikato	Otorohanga	Waitomo	Rotorua	Taupo
Q22E	CORE QUESTION – ASK ALL											
Q22F	CORE QUESTION – ASK ALL											

Q22E Thinking of the issues of your district, (issues such as social issues like education, safety and community, cultural issues, environmental issues or economic issues such as business, jobs and money) what do you think are your areas three biggest issues?

Q22F Now focussing only on the areas that your Council is responsible for what in your opinion, are the three main issues that Council should be looking at?

(PLEASE PROBE FULLY IDENTIFYING THE ACTUAL ISSUE E.G. IF ROAD CONGESTION FIND OUT WHAT ROADS, TIMES OF DAY ETC)

Q23 Finally, we wish to obtain some information about people participating in the survey to make sure we get a representative cross section of the community. Can you tell me what year you were born?

RECORD YEAR _____

DO NOT READ OUT Refused ----- 9
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Q24 Interviewer CIRCLE ONE ONLY

Male ----- 1 Female ----- 2

Q25 Which ethnic group do you identify yourself with? (Circle one)

NZ of Maori descent----- 1 NZ of European descent----- 2
 NZ of other descent -----3 European / British ----- 4
 Pacific Islander -----5 Asian ----- 6
 Indian -----7 Don't read out – New Zealander ----- 8
 Others (specify) ----- 9

Q26 What type of accommodation do you live in? (CIRCLE ONE ONLY)

Own or live in family home ----- 1
 Rent or lease -----2
 Board -----3
 Other (SPECIFY) -----4
 DO NOT READ OUT: REFUSED -----5

Q27 Remembering the results of this survey are completely confidential, can you tell me which of these categories best matches the total annual income of your whole household before tax? (CIRCLE ONE)

Less than \$20,000----- 1 \$20,000 to \$30,000 -----2
 \$30,000 to \$40,000----- 3 \$40,000 to \$50,000 -----4
 \$50,000 to \$70,000----- 5 \$70,000 to \$100,000-----6
 More than \$100,000----- 7
 DO NOT READ OUT: REFUSED-----8
 DON'T KNOW-----9

Q28 What is your highest educational qualification? (Read out again if necessary, circle one)

Primary school ----- 1
 Secondary school ----- 2
 Secondary school qualification -----3
 Trade Certificate-----4
 Tertiary qualification -----5
 Other (specify) -----6
 DO NOT READ OUT: REFUSED-----9

Q29 Do you live in a town or city or in a rural area?

Town / City ----- 1 Rural-----2 Both-----3

Q30 Can you tell me where you live so that I can code your area?

Q31 To allow us to analyse the data by district within the Waikato, can you please tell us the nearest intersection to your property?

First Road		Second Road	
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Thank you very much for your time. The information that you gave us will be used to help your Council to focus on the issues which are important to the people of your district.

If you have any questions about this research, you are welcome to ring our office, on 07 859 2808. My name is Xxx, and the company name is Digipoll Ltd. **(REPEAT IF NECESSARY)**