

MARCO Regional Waikato Perception Survey 2010 Otorohanga Report

August 2010

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 \cong 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

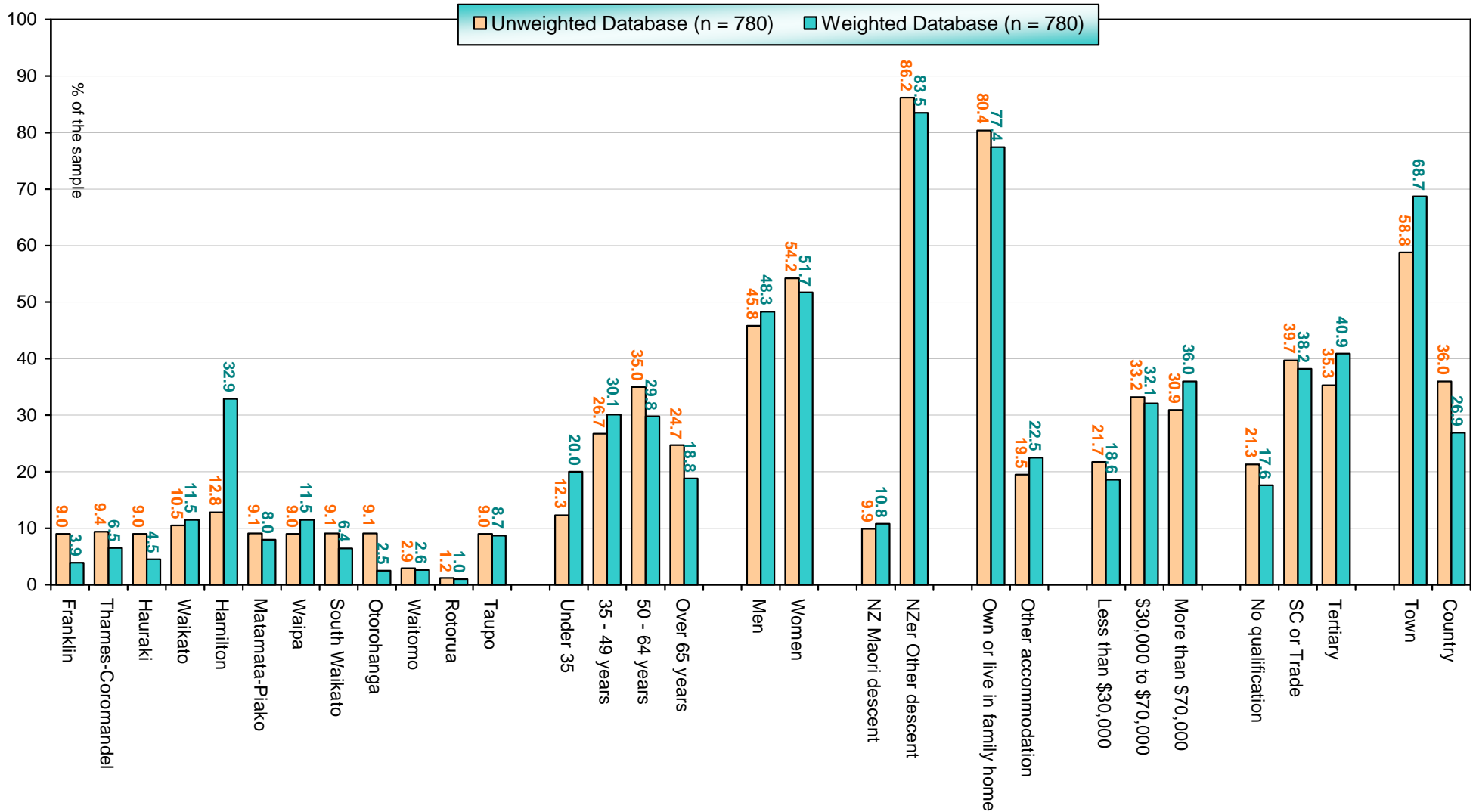
With most random samples, there are subgroups of the population that tend to opt out of participating in surveys e.g. in this survey only 12% of the interviews were with respondents aged 18 to 34 years (versus 20% based on the 2006 census results) as a higher proportion of this age bracket opted out 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.

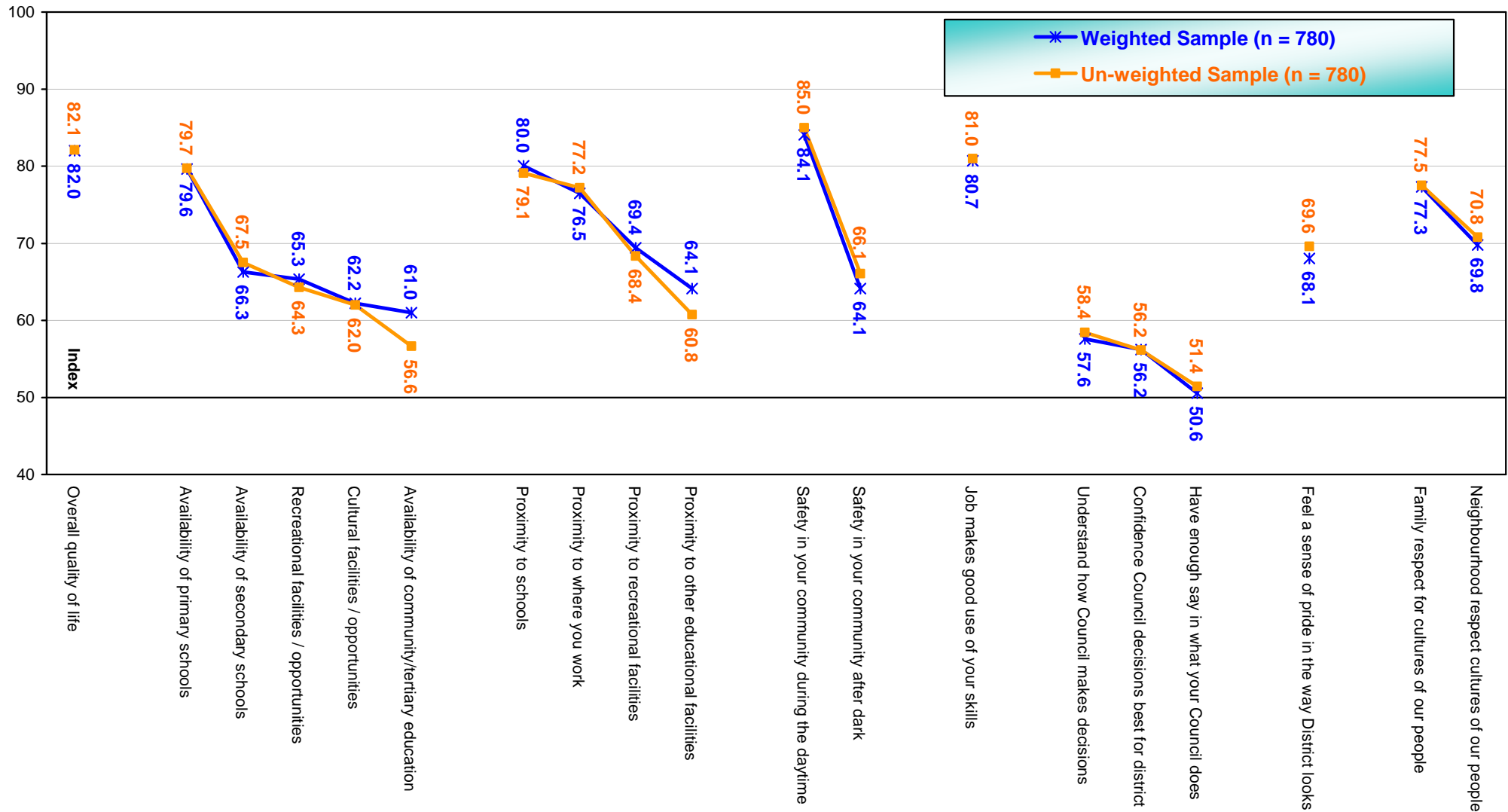
A simple cost effective method of correcting for this imbalance is by data weighting e.g. a weighting is given to ensure the sample reflects the actual population e.g. if 25% of the interviews were with respondents over 65 but we were only expecting 20% in the population, then a data weighting is applied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



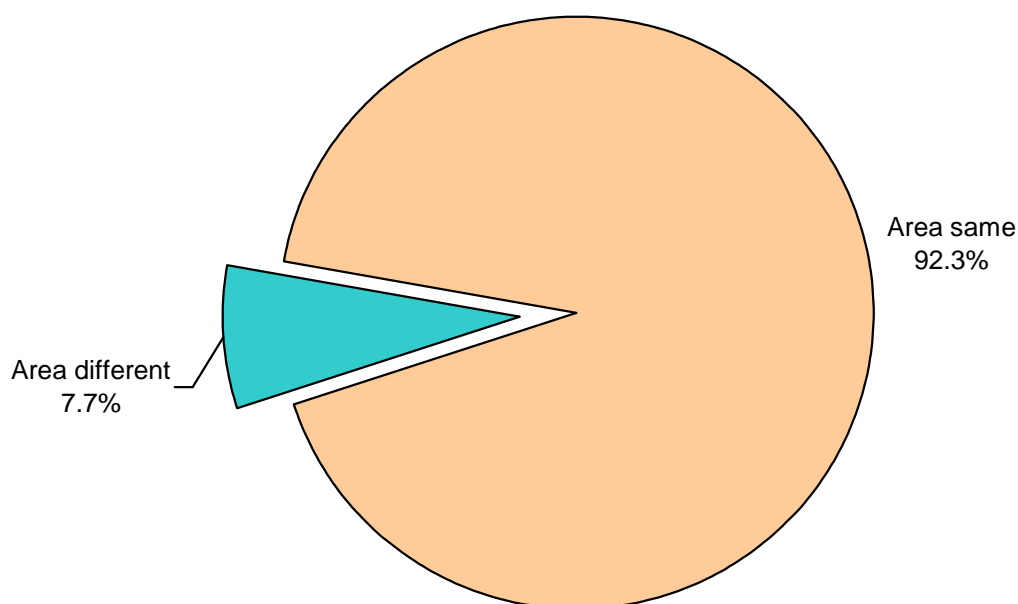
Telephone Area compared to respondents area

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.

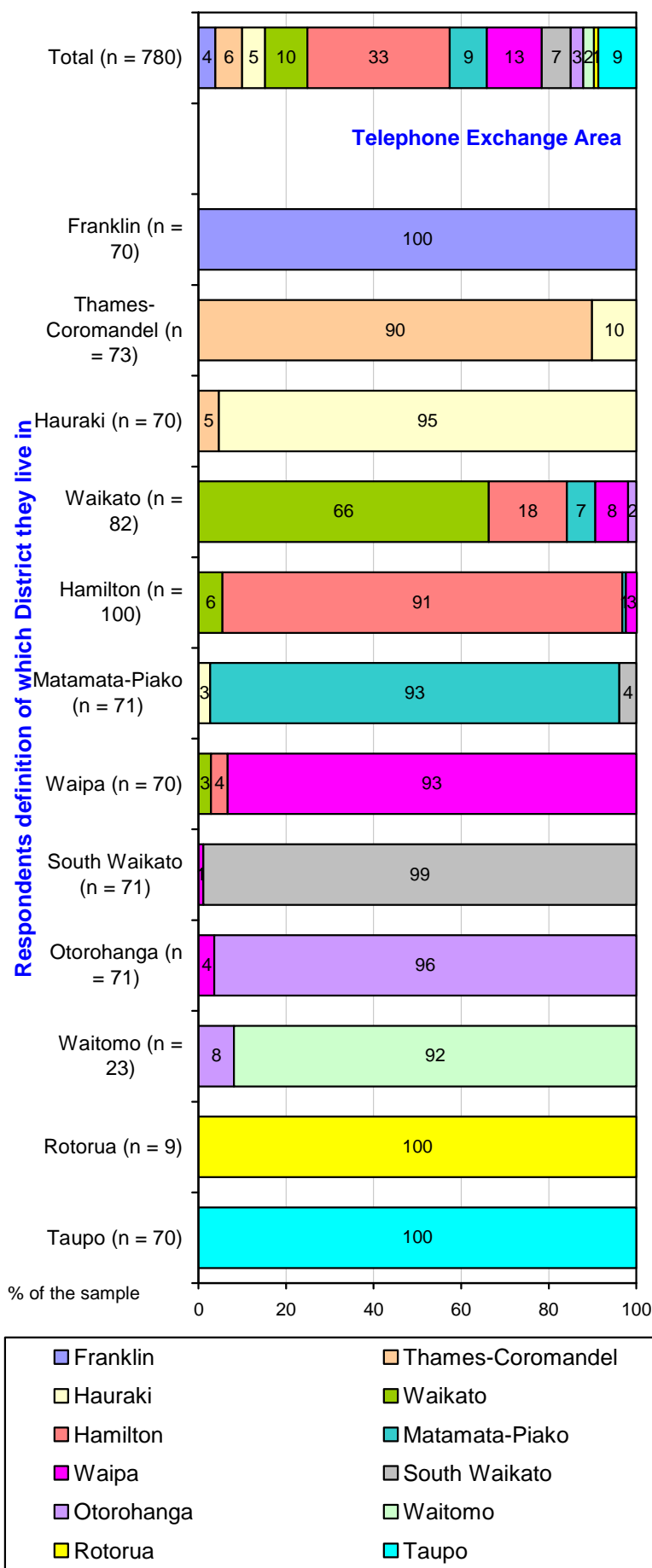
For most districts, the vast majority are from the telephone exchanges for the district that for respondents said they were from. This ranges from 66% for Waikato to 100% for Franklin, Rotorua and Taupo.

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 (Sfl) 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

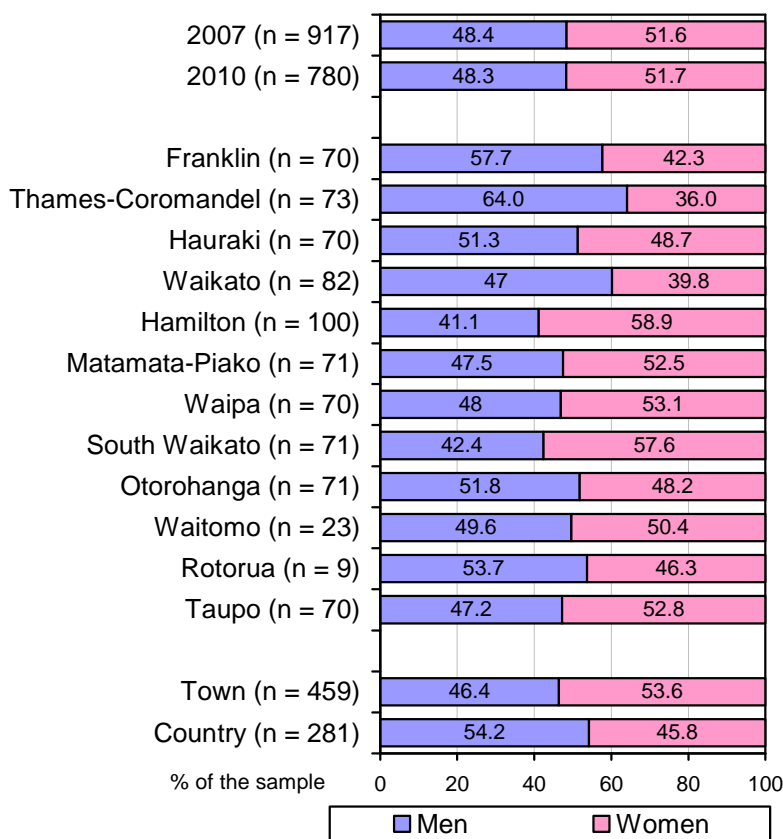
Gender

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

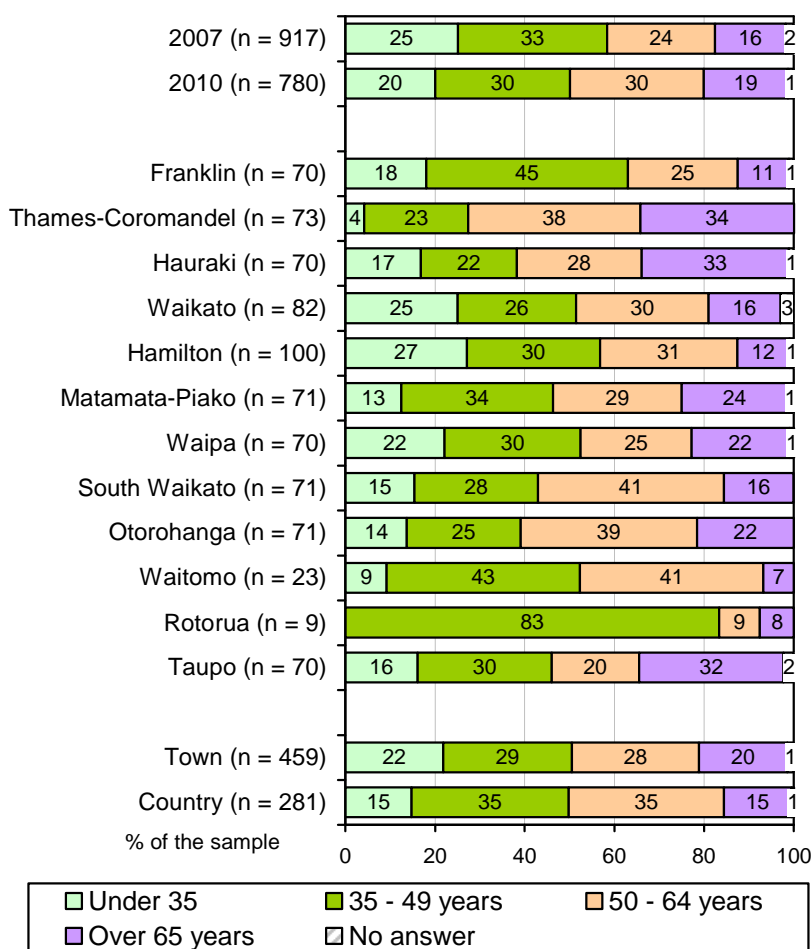
The unweighted sample has a disproportionate number of over 65 year olds, (25% versus 19% in the census). This is caused by more older people living alone and being more available for interviews. This anomaly has been corrected by data weighting.

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

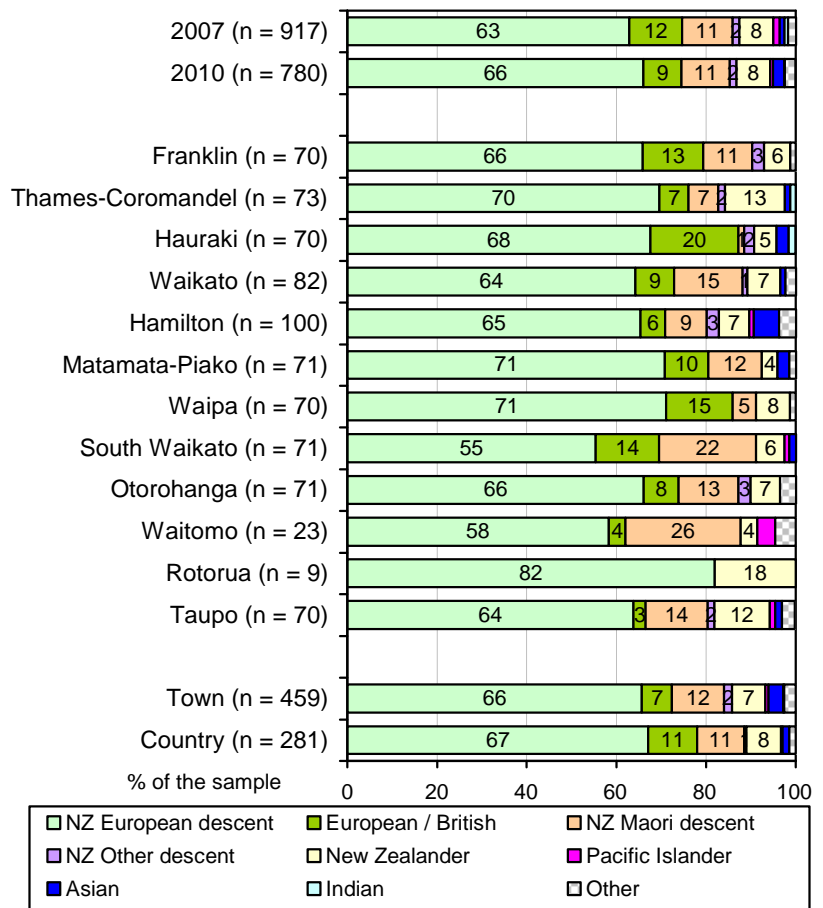
Two thirds of the respondents (66%) identified themselves with being a New Zealander of European descent while 9% identified themselves with being European / British.

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.

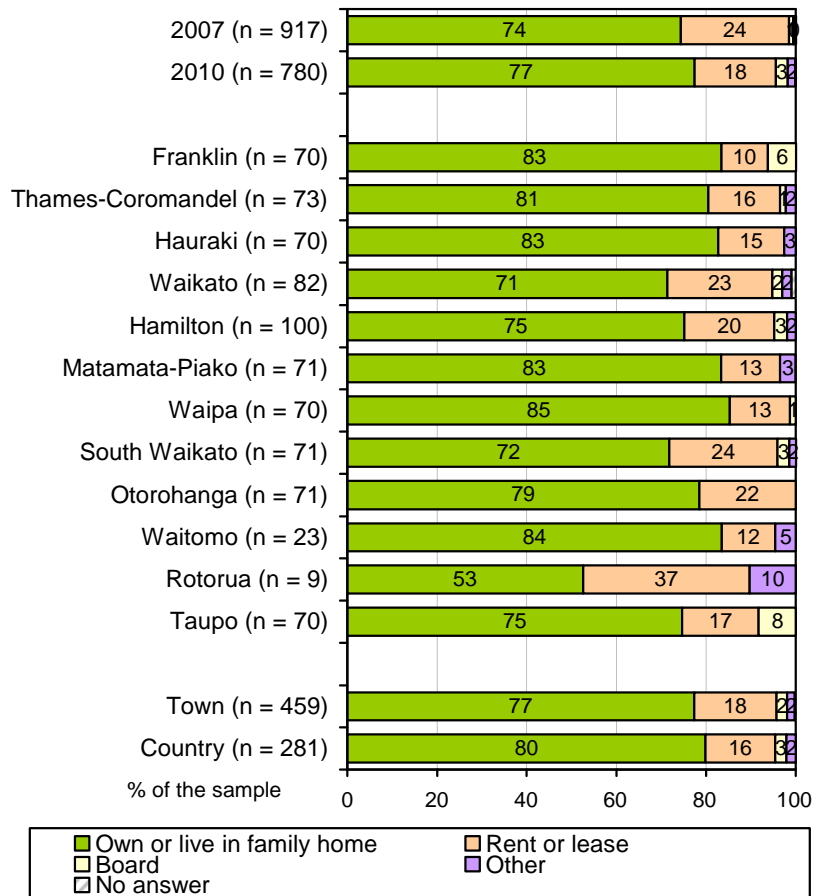


Home Ownership

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.

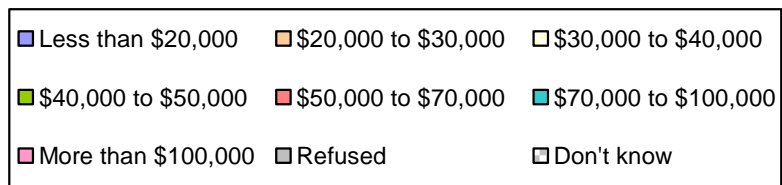
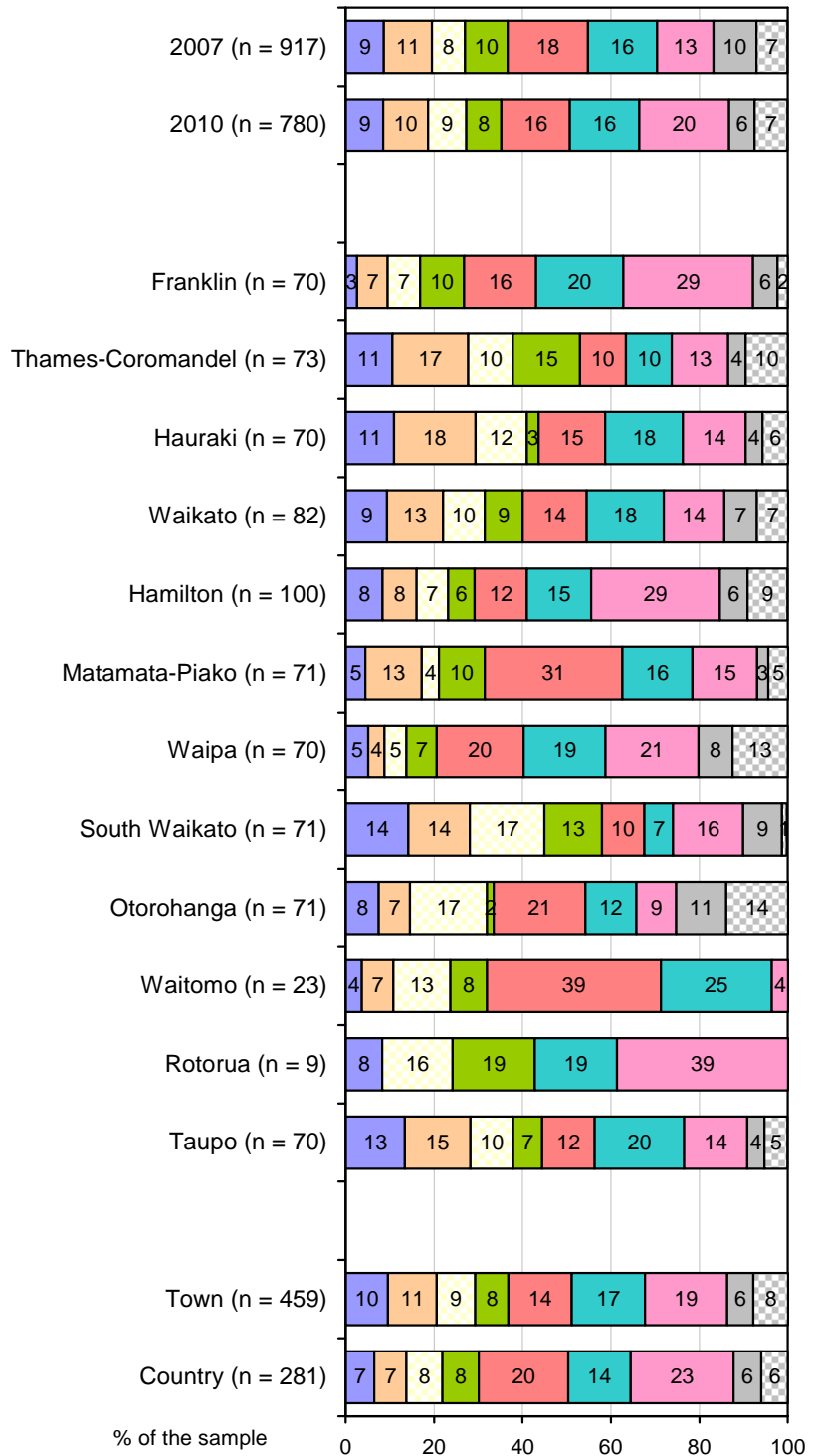
A few respondents (6%) declined to give their household income and 7% said they did not know what it is.

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).



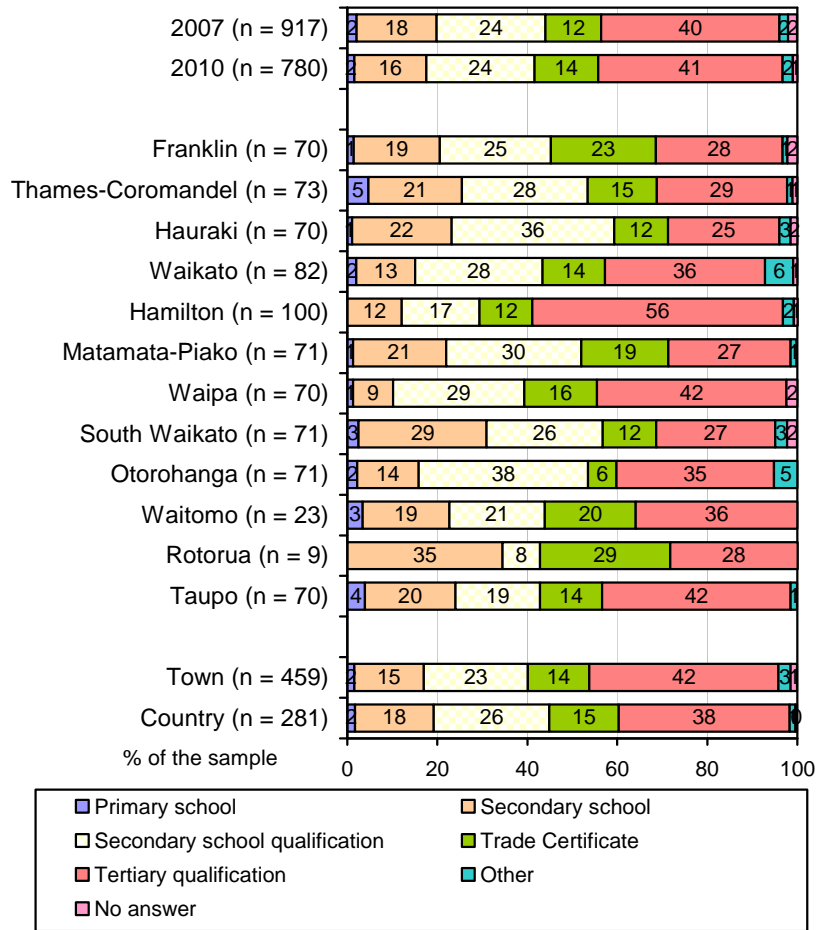
Highest Education Qualification

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.



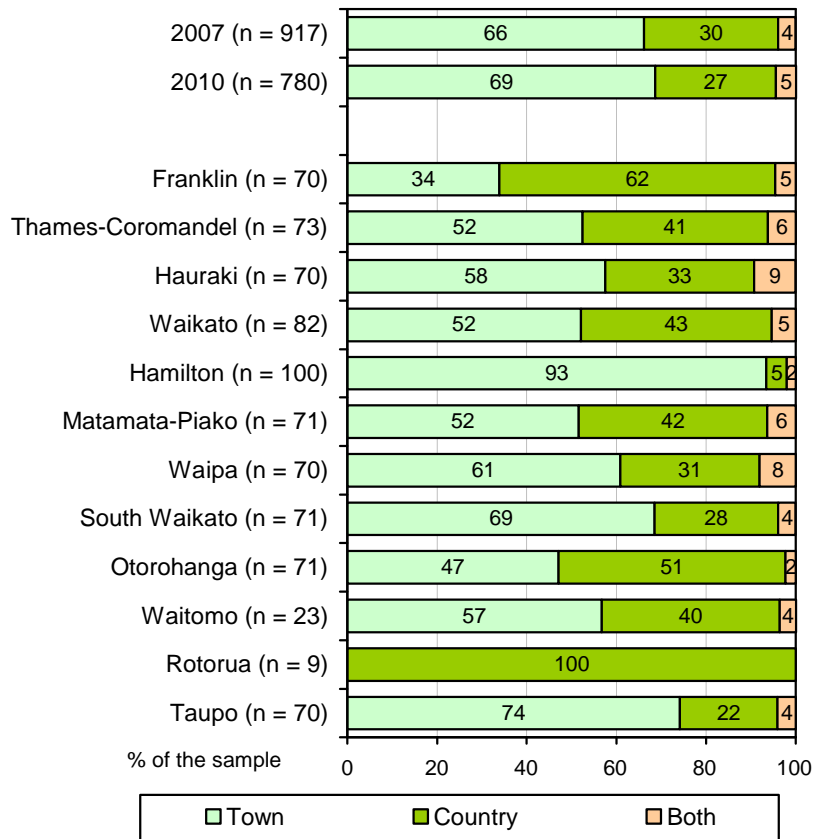
Town Versus Country

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.

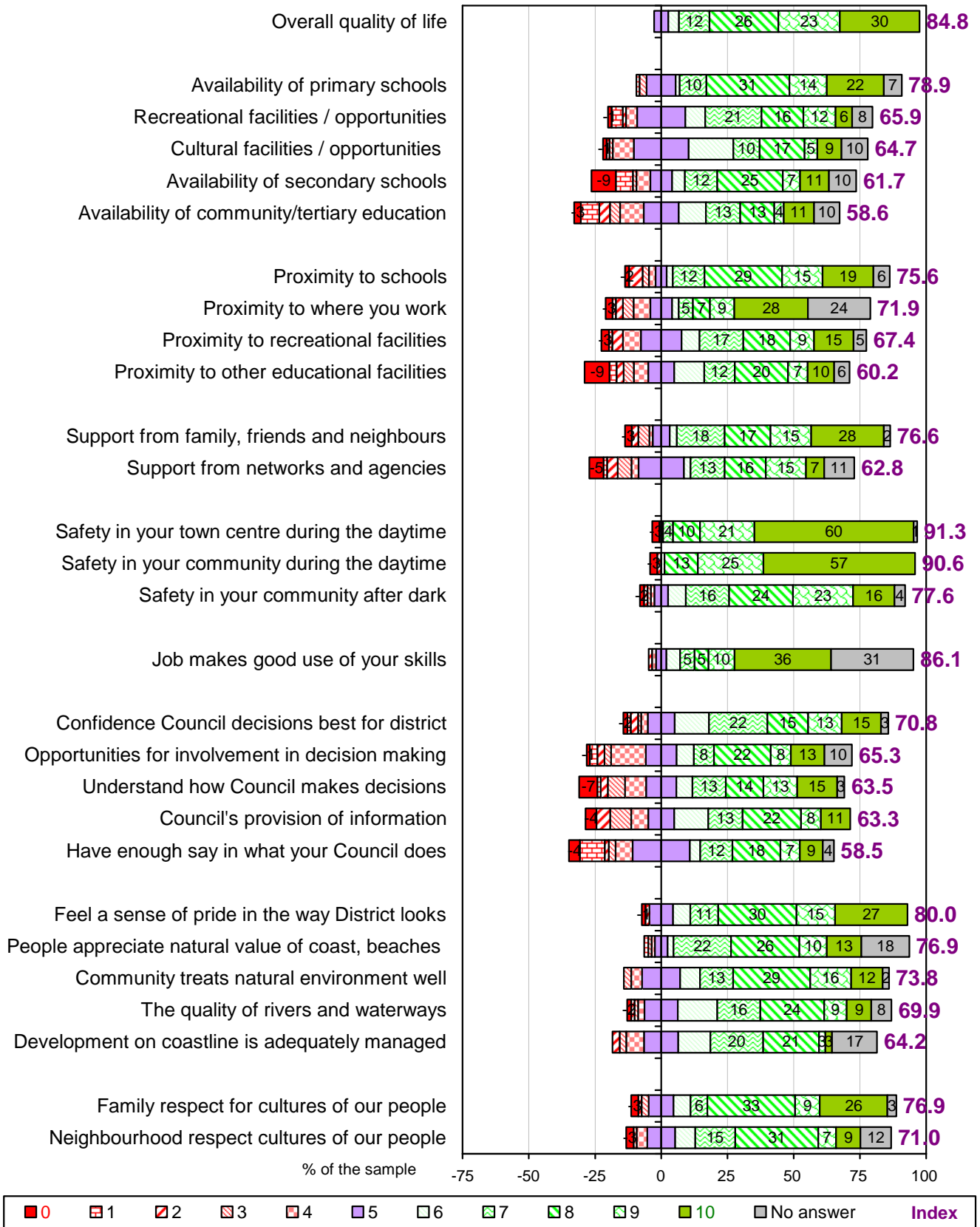
It is interesting that 5% of the respondents from Hamilton felt they lived in the country while 2% felt they lived in both the town and country.

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



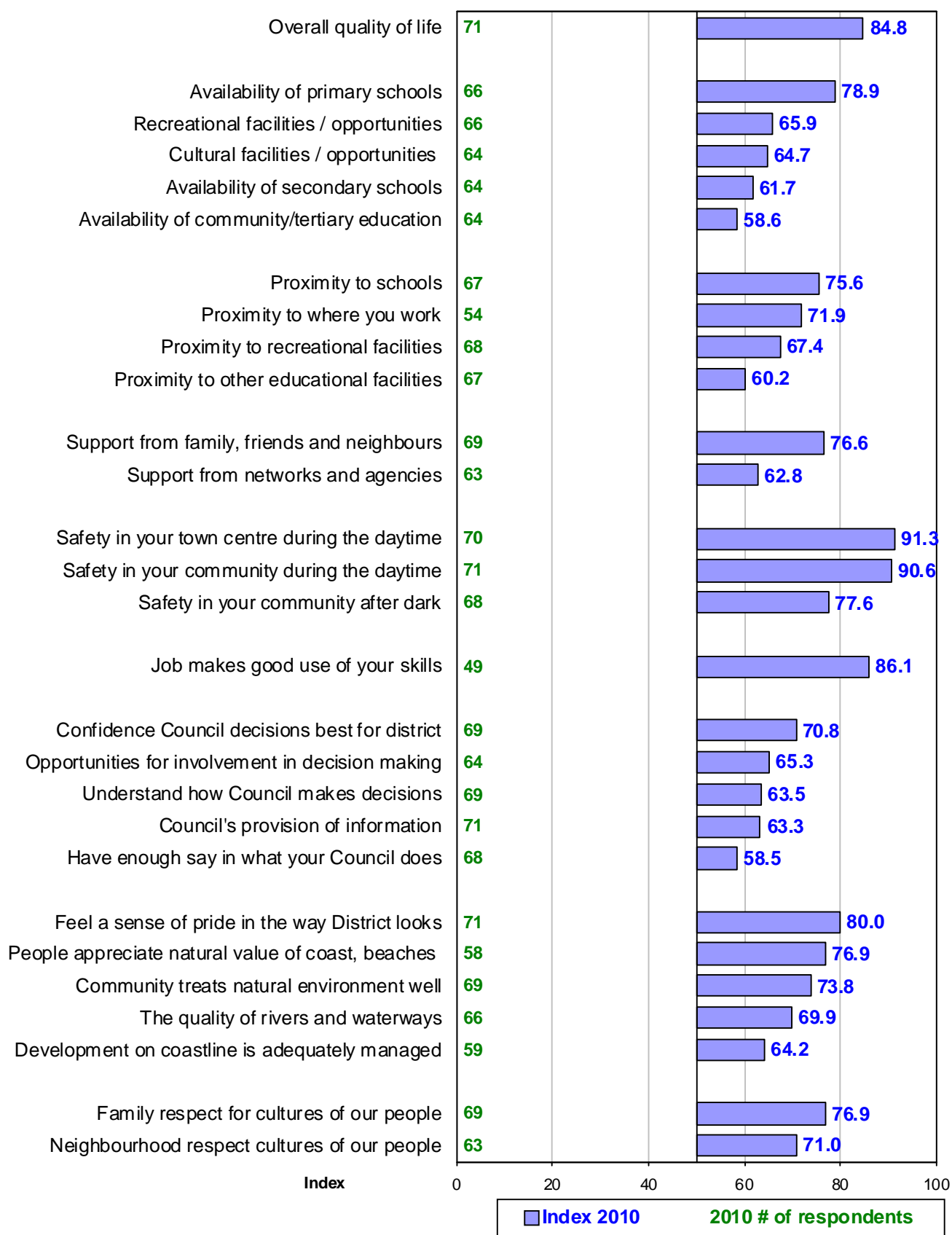
Summary of Indexes – Otorohanga

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.



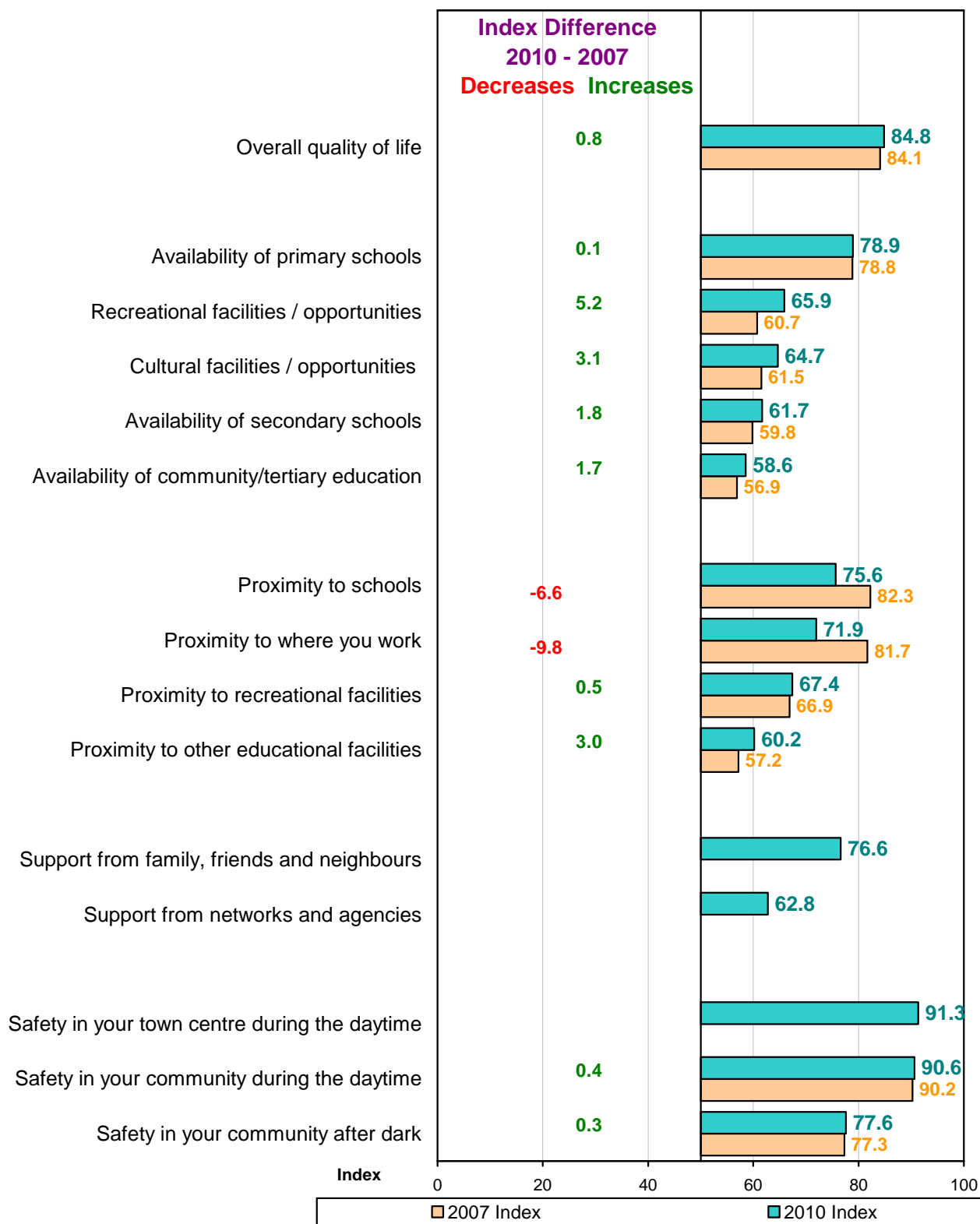
Indexes – Otorohanga

The indexes for Otorohanga range from 91.3 for the ‘Safety in your town centre during the daytime’ down to an Index of 58.5 for the statement ‘You have enough say in what your Council does’.

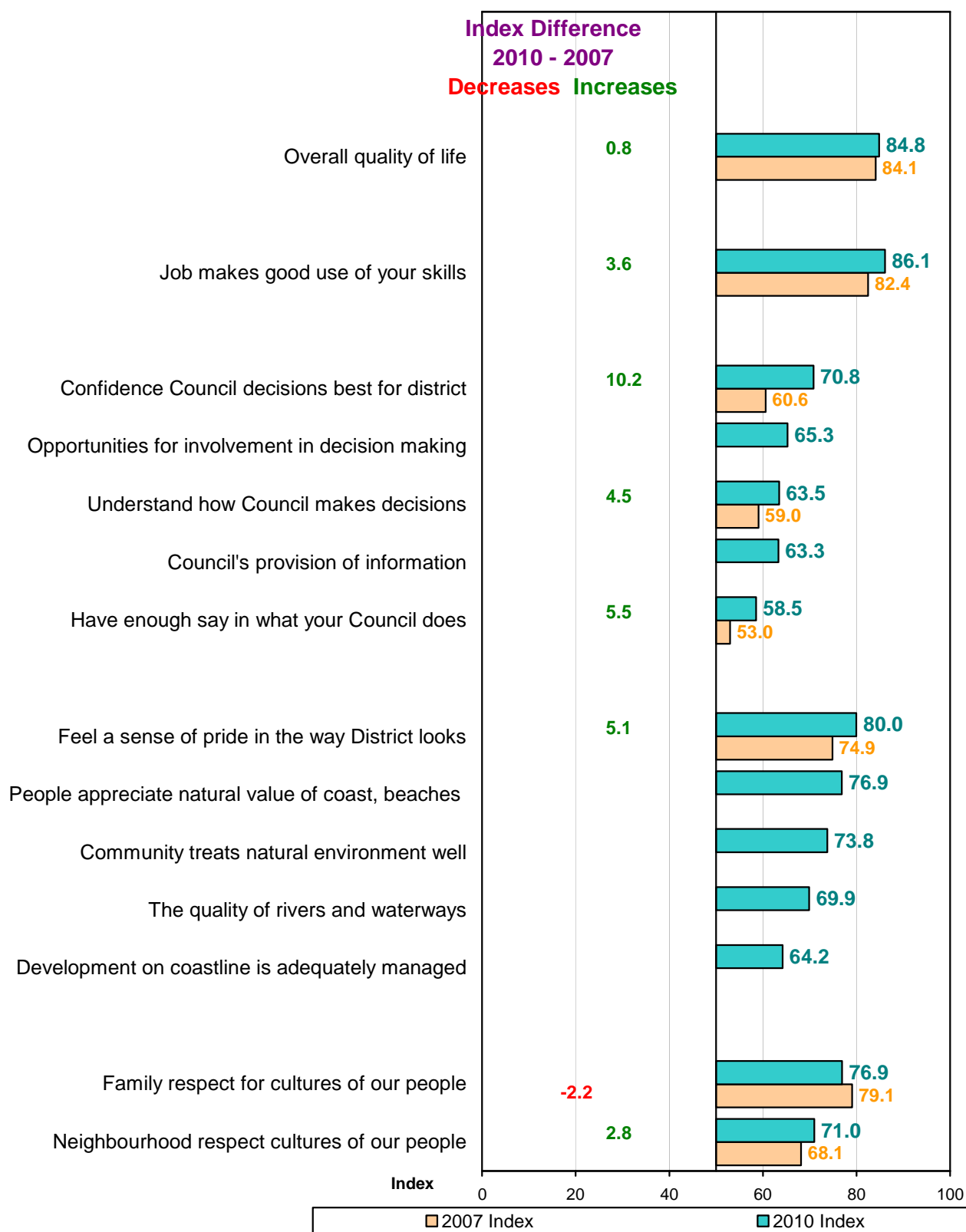


Otorohanga - Comparison to 2007

The two following charts compare Otorohanga’s 2010 results with 2007. There were 16 increases and 3 decreases in the Indexes. The largest increase was 10.2 points for the statement ‘Overall, you have confidence that the Council makes decisions that are in the best interests of your district’ and 5.5 points for the statement ‘You have enough say in what your Council does’. The largest decreases were 9.8 points for satisfaction with ‘how close you live to where you work’ and 6.6 points for satisfaction with ‘how close you live to schools’.

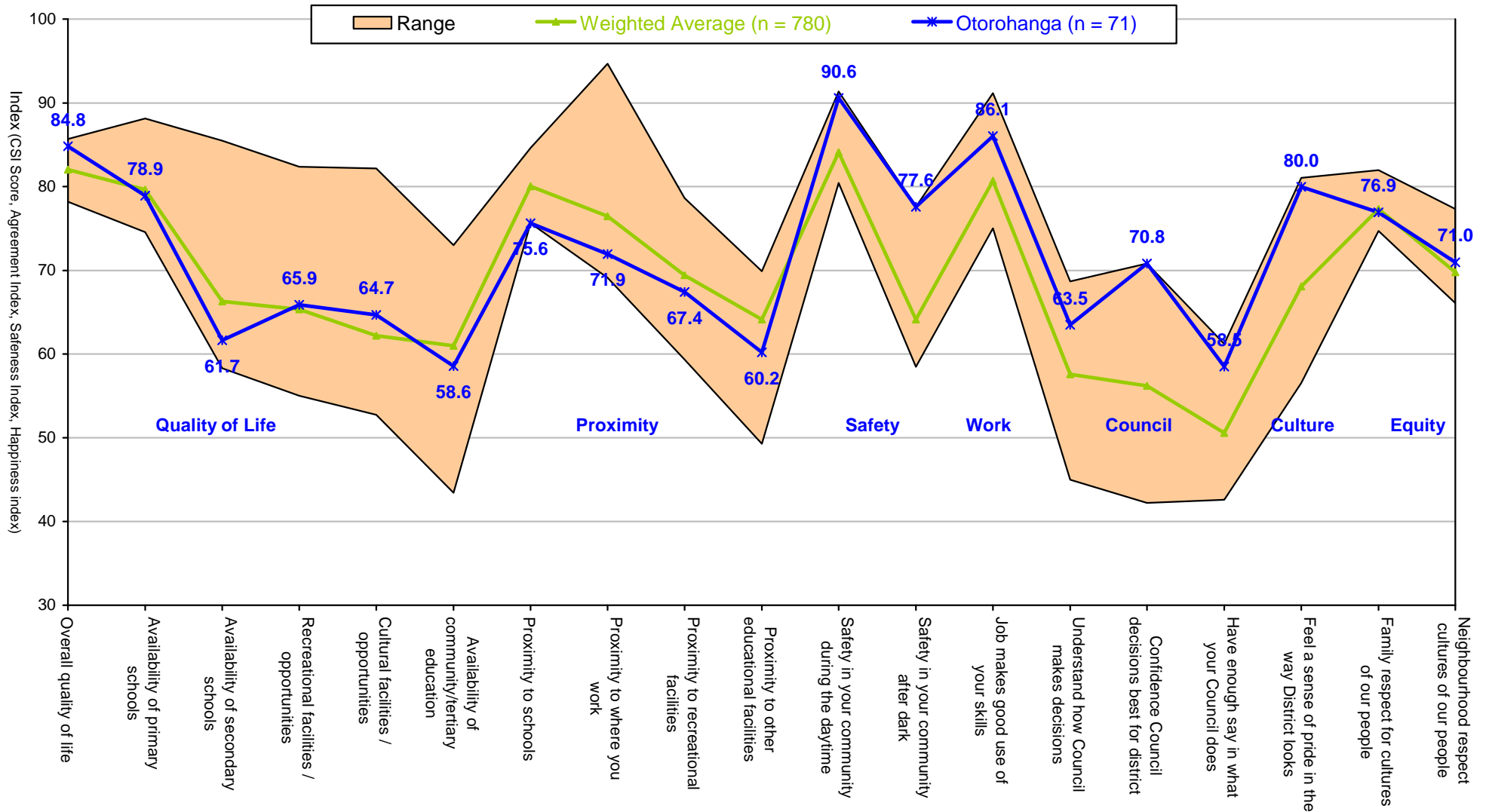


Otorohanga - Comparison to 2007 (continued)



Otorohanga District

The chart compares the Indexes (CSI Scores, Agreement Index, Safety Index or Happiness Index) for Otorohanga against the other districts in the Waikato. This shows that Otorohanga is rated higher than the weighted average of the district for many factors. The highest rated factor is 'Safety in your community during the daytime' (Index 90.6) and the lowest rated is 'Have enough say in what your Council does' (Index 58.5).



Otorohanga - 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							5.3	4.0	11.5	26.0	23.2	30.1		84.8
Quality of Life	CSI Score	Availability of primary schools		1.2		2.7		10.9	1.5	10.0	31.4	14.1	21.6	6.7		78.9
Quality of Life	CSI Score	Recreational facilities / opportunities	1.3	4.2	1.3		4.2	18.2	7.5	21.3	15.7	12.2	6.3	7.7		65.9
Quality of Life	CSI Score	Cultural facilities / opportunities	1.3		1.1	1.3	7.9	20.7	16.8	10.0	16.9	4.8	9.1	10.0		64.7
Quality of Life	CSI Score	Availability of secondary schools	9.1	6.5		1.3	5.3	8.2	4.9	12.1	24.8	6.5	10.9	10.3		61.7
Quality of Life	CSI Score	Availability of community / tertiary education	2.5	6.9	4.0	3.8	9.0	13.1	10.2	13.0	12.9	3.6	11.4	9.6		58.6
Proximity	CSI Score	Proximity to schools	1.5		5.1	2.5	2.5	4.2	2.3	11.9	29.4	15.2	19.2	6.2		75.6
Proximity	CSI Score	Proximity to where you work	2.6	1.2	2.7	4.0	6.4	8.2	2.5	5.3	6.5	9.2	27.7	23.7		71.9
Proximity	CSI Score	Proximity to recreational facilities	2.8	1.3	4.0		6.8	15.3	6.7	16.6	17.7	9.0	14.9	4.8		67.4
Proximity	CSI Score	Proximity to other educational facilities	9.3	2.7	2.7	3.8	5.5	9.8	11.3	11.6	20.1	7.3	10.1	5.8		60.2
Social	CSI Score	Support from family, friends and neighbours	2.5		2.5	4.2	1.3	6.3	2.7	18.0	17.4	15.3	27.5	2.4		76.6
Social	CSI Score	Support from networks and agencies	5.3	1.3	4.0	5.2	2.7	17.1	2.5	12.8	15.6	15.1	6.9	11.4		62.8
Crime and Safety	Safety index	Safety in your town centre during the daytime	2.7					1.3		3.8	10.1	20.6	60.1	1.3		91.3
Crime and Safety	Safety index	Safety in your community during the daytime	2.7		1.5				1.3		12.5	24.8	57.2			90.6
Crime and Safety	Safety index	Safety in your community after dark	1.5		1.3	1.3	1.3	5.1	6.7	16.3	24.1	22.7	15.6	4.0		77.6

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	
Work opportunities	Agreement Index	Job makes good use of your skills			1.2		1.5	4.0	5.2	5.3	5.3	9.9	36.4	31.1	86.1
Council Decision Making	Agreement Index	Confidence Council decisions best for district	1.5	1.3	2.7	1.2	2.5	10.1	12.9	22.1	15.3	12.7	14.9	2.8	70.8
Council Decision Making	CSI Score	Opportunities for involvement in decision making	1.2	2.7	2.7	2.5	13.2	11.5	6.5	7.6	21.5	7.6	12.6	10.4	65.3
Council Decision Making	Agreement Index	Understand how Council makes decisions	6.8	1.3	2.7	6.5	8.0	11.4	6.0	12.7	14.2	12.7	15.1	2.7	63.5
Council Decision Making	CSI Score	Council's provision of information	4.0		5.2	7.9	6.5	9.8	12.8	13.0	22.0	7.6	11.1		63.3
Council Decision Making	Agreement Index	Have enough say in what your Council does	4.1	9.3	1.5	2.6	6.5	21.6	3.9	12.2	18.1	7.3	8.7	4.2	58.5
Culture and Identity	Agreement Index	Feel a sense of pride in the way district looks	1.3		1.5			8.9	6.5	10.5	29.5	14.6	27.3		80.0
Culture and Identity	CSI Score	People appreciate natural value of coast, beaches		1.5		1.2	1.3	4.8	2.3	21.6	25.8	10.4	13.1	18.0	76.9
Culture and Identity	CSI Score	Community treats natural environment well				2.7	4.2	14.3	7.4	12.5	29.1	15.5	11.9	2.4	73.8
Culture and Identity	CSI Score	The quality of rivers and waterways	1.5		1.3	1.3	2.5	12.6	14.8	16.3	24.1	8.5	9.3	7.6	69.9
Culture and Identity	CSI Score	Development on coastline is adequately managed			2.7	2.5	6.7	13.0	12.0	20.0	21.0	2.5	2.5	17.0	64.2
Participation and equity	Agreement Index	Family respect for cultures of our people	2.7		1.3	2.7		9.3	6.4	6.3	33.1	9.3	25.6	3.3	76.9
Participation and equity	Agreement Index	Neighbourhood respect cultures of our people	2.7			1.2	4.0	10.5	7.5	15.1	31.4	6.7	9.2	11.6	71.0

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

Main Findings – Otorohanga

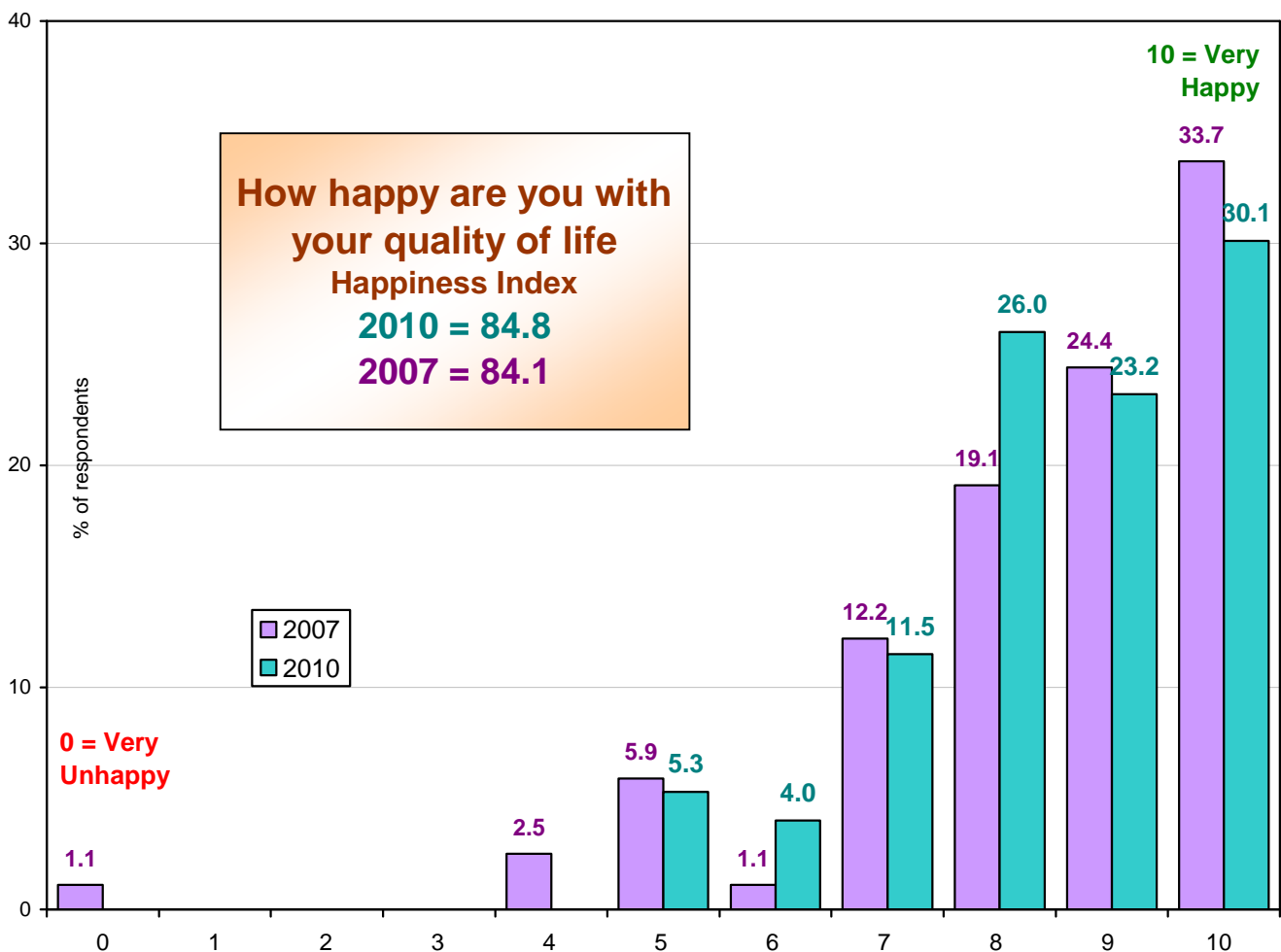
How happy are you with your Quality of Life

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 (91%) are happy with their ‘Quality of Life’ (scores of 7 – 10). A third of the respondents (30%) rated their overall happiness with a score of 10 while 23% rated this with a score of 9. The mode (most frequent value) is a score of 10.

An eleventh of the respondents (9%) rated their ‘Quality of Life’ with a score that was neutral (scores 4 – 6). No respondents (0%) 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 84.8. This is 0.7 points higher than 2007 and again this is a result that implies the respondents are very happy with their ‘Quality of Life’.



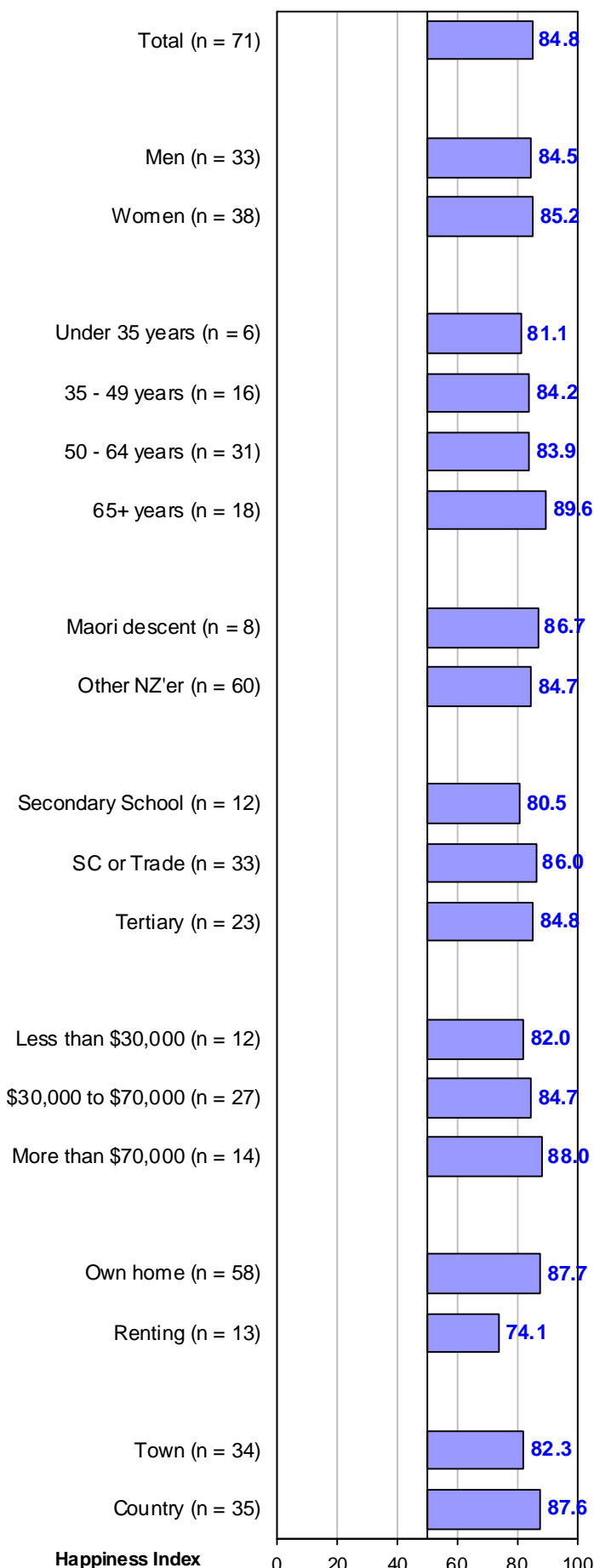
² The Happiness Index (HI) converts each respondents answer across the satisfaction scale to a score out of 100. The HI score is 10 times the average individual score based on the 11 point satisfaction scale (0 = very unhappy to 10 = very happy)

Happiness with their 'Quality of Life' by demographics

There is a very high level of happiness across the subgroups of interest. However, there are a number of variables which have an 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 65 or older are happier with their 'Quality of Life' (Happiness Index 89.6) versus a Happiness Index from 81.1 to 84.2 for the other age brackets. Note generally the older the respondent, the higher the level of satisfaction.
- Those who live in their own home are more happy than those who rent or board (Happiness Index 87.7 and 74.1 respectively).
- Those with a household income over \$70,000 (Happiness Index 88.0) are happier with their 'Quality of Life' than those in the lower income brackets (Happiness Index 82.0 and 84.7).

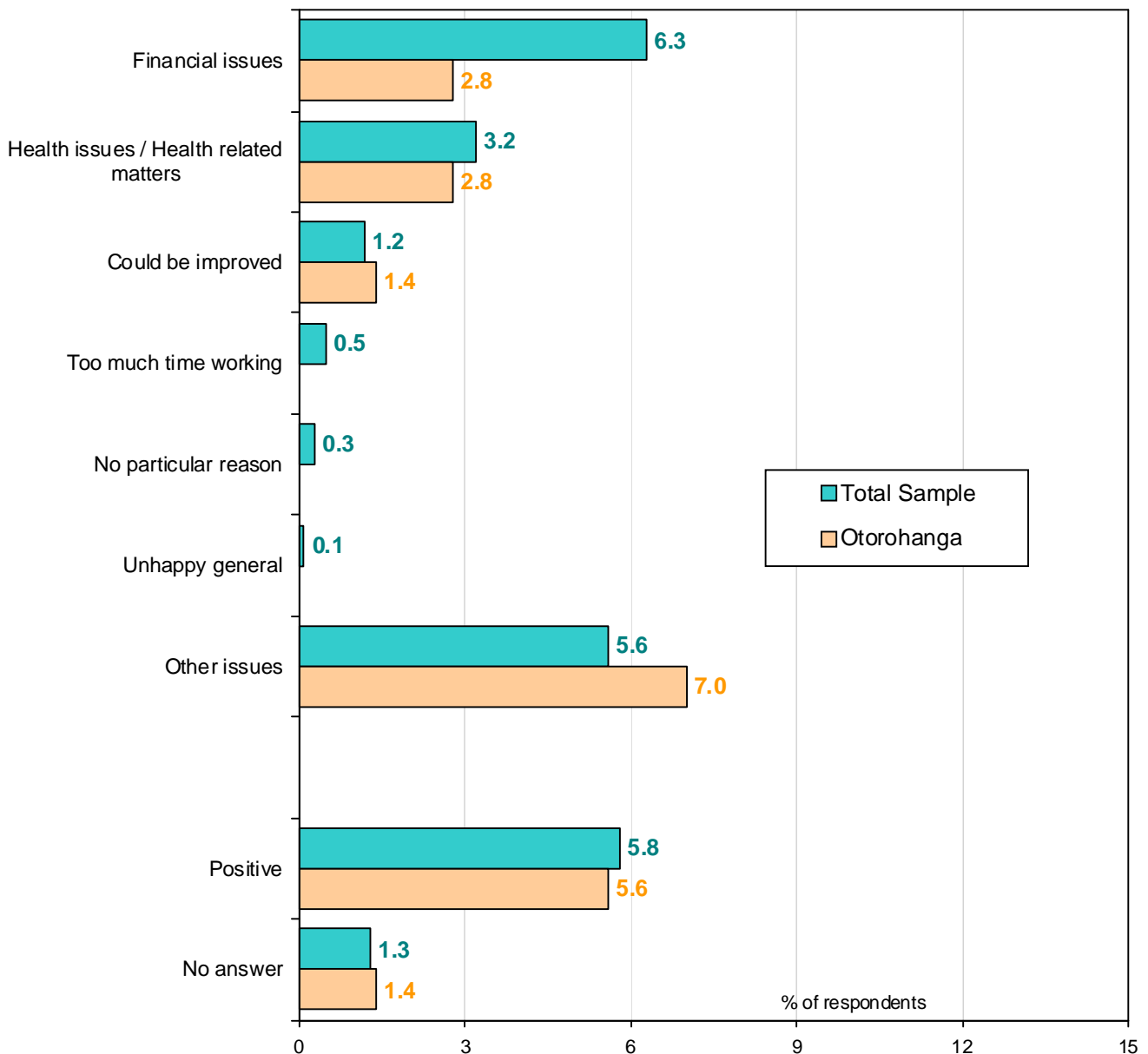


How happy are you with your Quality of Life: Reasons for feeling this way

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?’ The respondents who rated this at 7 or less were then asked ‘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 was a range of other issues mentioned. A number of respondents (6%) made positive comments and 1% did not answer this question.

For Otorohanga, only 14 respondents were less than satisfied (20%) and their responses are similar to the Regional results although fewer mentioned financial concerns (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 (2.8% of the sample). These comments included:³ (HS = Happiness score):

'Could always do with more money' (Otorohanga: HS = 6)

'Just through my personal financial circumstances' (Otorohanga: HS = 7)

This was followed by 2.8% of the sample who had health issues or health related matters. This included these comments:

'Because when it comes to going for medical issues with the hospitals, it's bad news' (Otorohanga: HS = 5)

'I s'pose it is my inability to do things I used to do; things are harder to do these days' (Otorohanga: HS = 7)

One respondent (1.4% of the sample) felt their 'Quality of Life' could be better with the following comment:

'Because there is always room for improvement. Also the weather is terrible' (Otorohanga: HS = 7)

There was a range of comments from respondents who had other issues which affected their 'Quality of Life' and these included:

'Been through a bereavement' (Otorohanga: HS = 5)

'Sometimes I want to say something but they don't want to listen (majority of people)' (Otorohanga: HS = 5)

'I had a bad childhood' (Otorohanga: HS = 6)

'Because there is always room for improvement. Also the weather is terrible' (Otorohanga: HS = 7)

'Getting used of the social society as I used to live in America; it is quite different, Take time to learn how it works' (Otorohanga: HS = 7)

A number of respondents (5.6% of the sample) made positive comments about their 'Quality of Life':

'Have enough income to live comfortably by' (Otorohanga: HS = 7)

'Self employed, set our own destiny; live in a community where we look after each other' (Otorohanga: HS = 7)

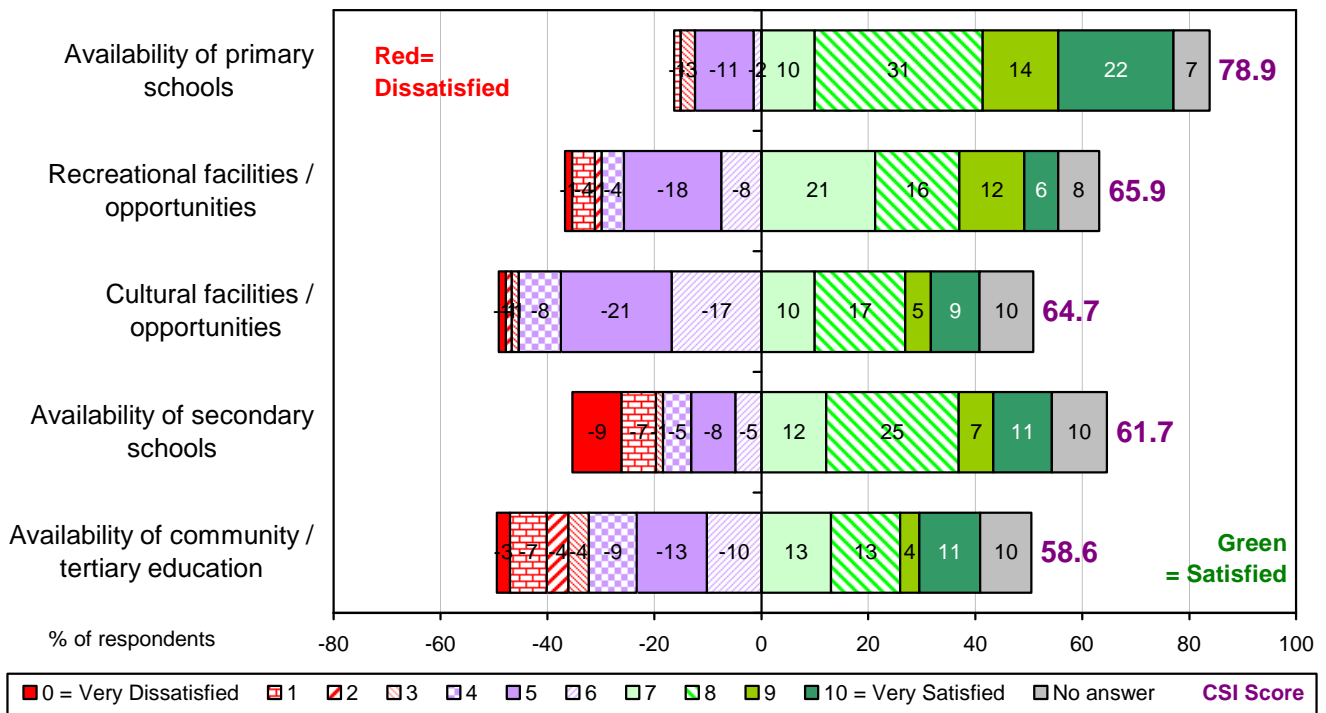
'We have created a lifestyle that is good for my family and myself' (Otorohanga: HS = 7)

'Well, I have got no problems and everything is going pretty right' (Otorohanga: HS = 7)

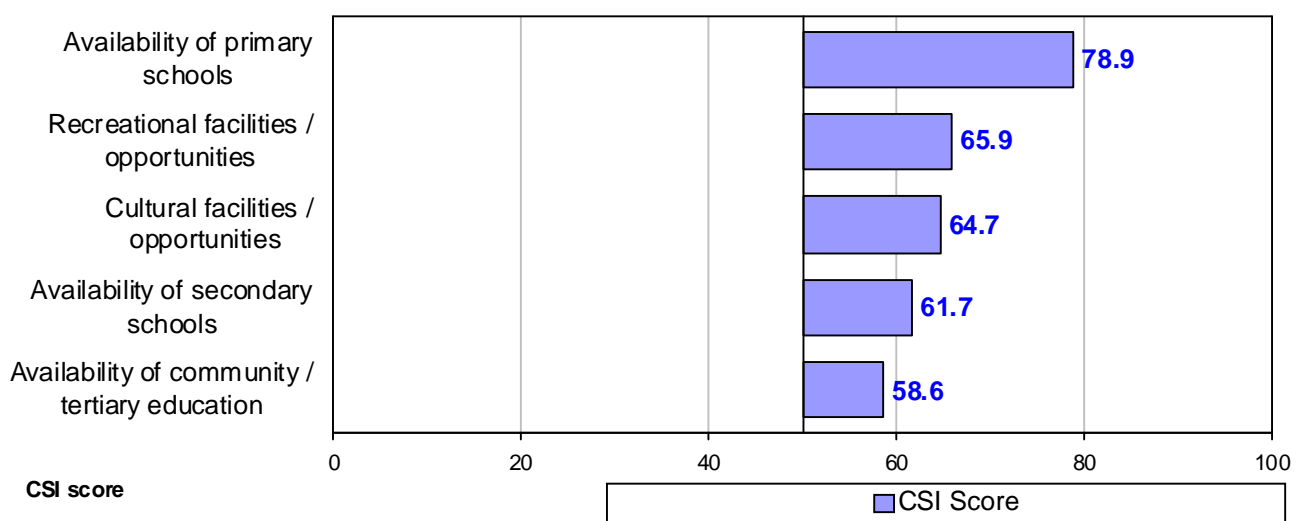
³ Please note that when verbatim comments cover more than one point these are reported in total to keep comments in perspective. The comments with multiple themes are repeated under each relevant section.

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. Three quarters of the respondents (77%) are satisfied with the 'availability of primary schools in your area' but this drops to 41% for the 'cultural facilities and opportunities provided in your area' and the 'availability of community or tertiary education in your area'



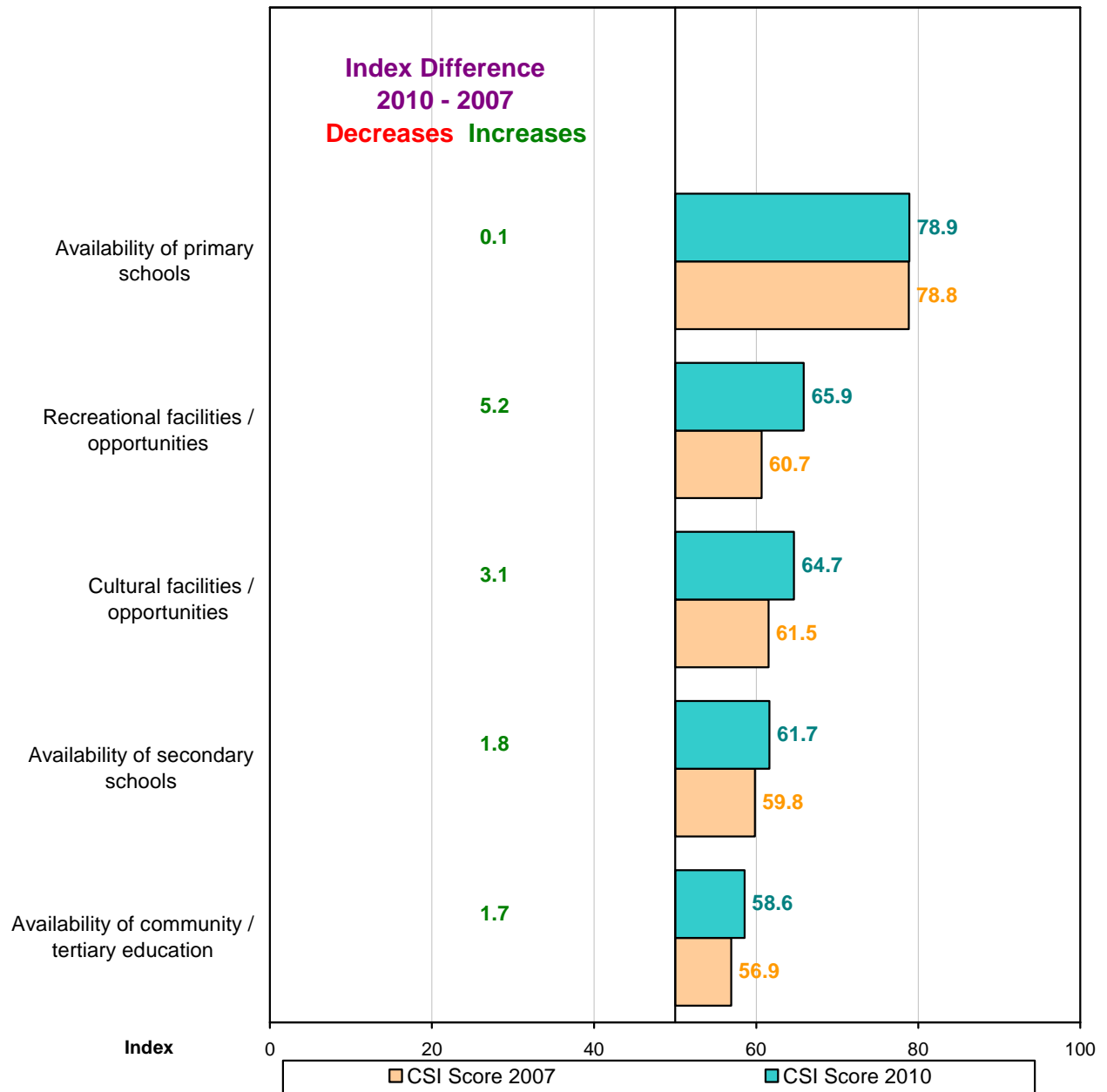
This reflects in the Customer Satisfaction Index (CSI scores)⁴, (a weighted score across the satisfaction scale) which range from a CSI score of 78.9 for the 'availability of primary schools in your area' down to a CSI score of 58.6 for the 'availability of community or tertiary education in your area'. The low CSI scores for most 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

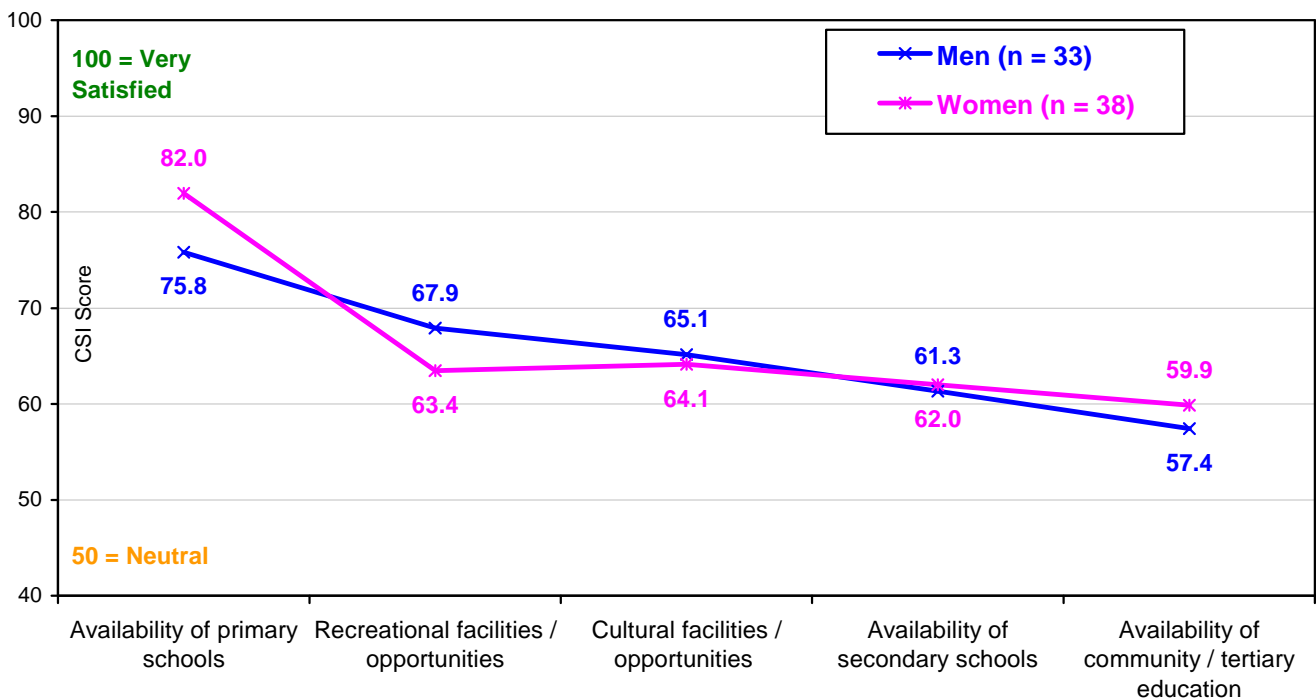
The following chart compares the 2010 results with 2007 for the Quality of Life factors. There were five increases and no decreases in the Indexes among the Quality of Life factors. The largest increase was 5.2 points for the 'recreational facilities and opportunities provided in your area' (Index 65.9), followed by an increase of 3.1 points for the 'cultural facilities and opportunities provided in your area' (Index 64.7).



Quality of Life Factors by Gender

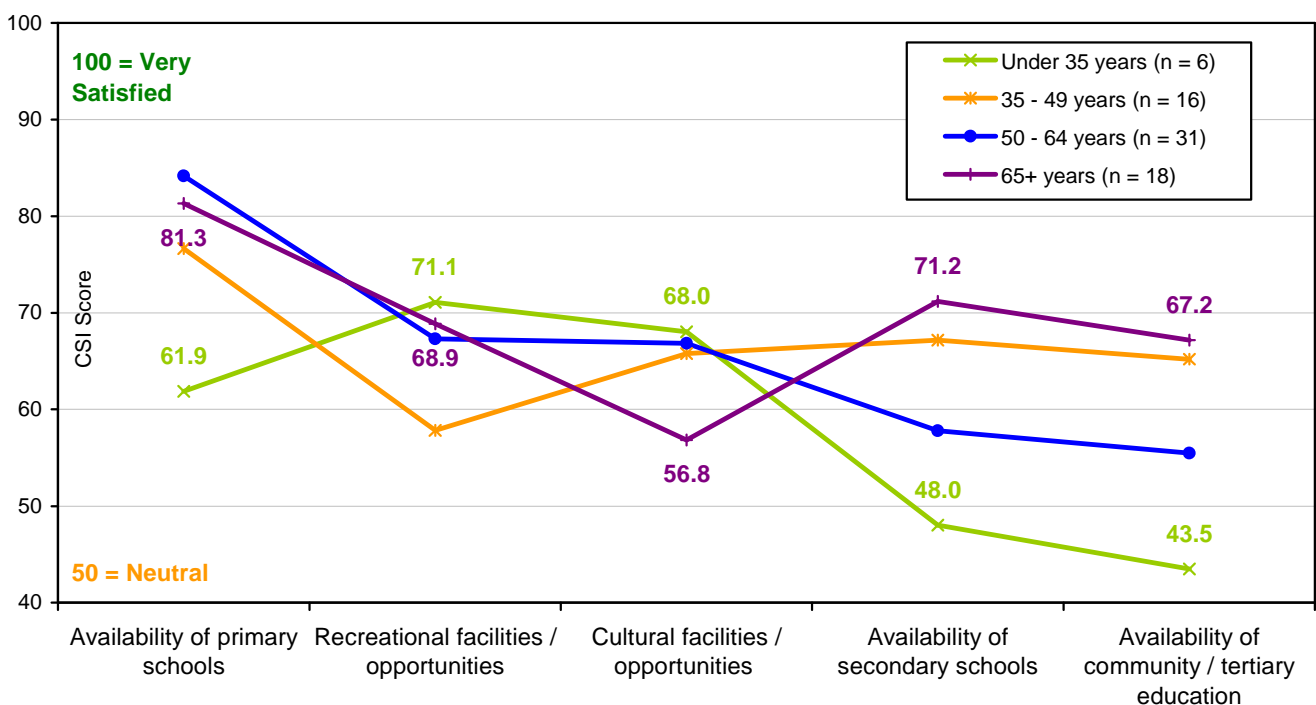
Please note there are small numbers of respondents in many of the subgroups so care is recommended in the interpretation.

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



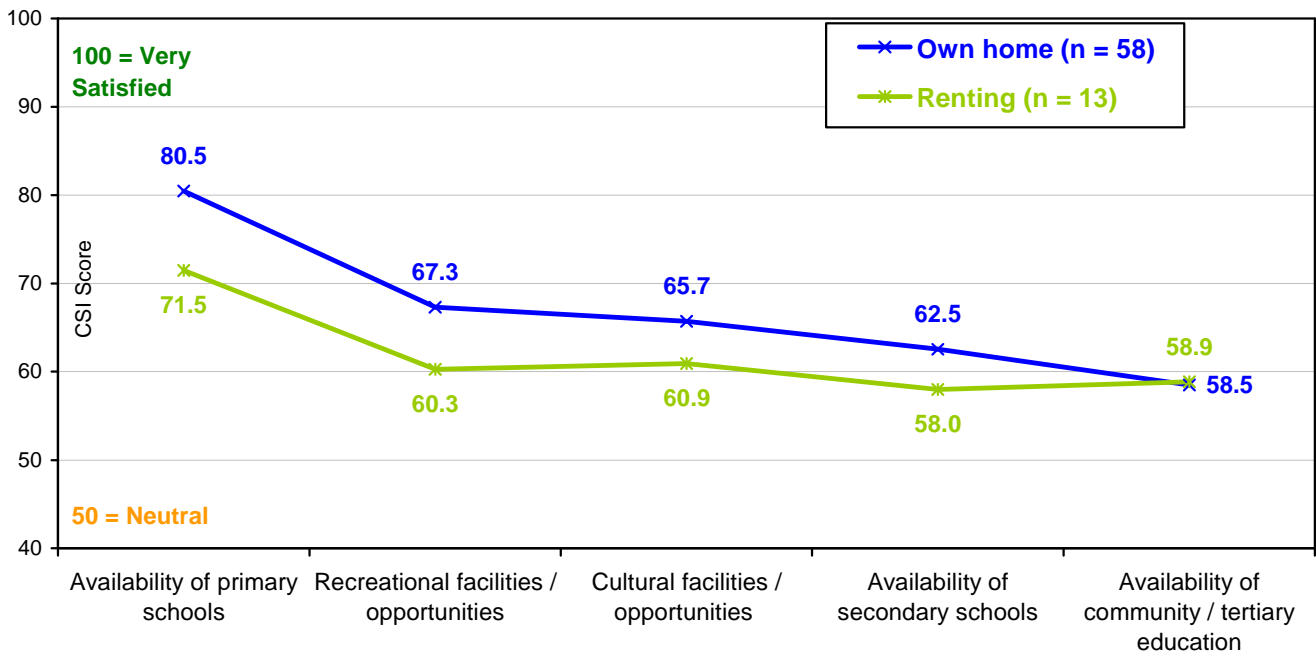
Quality of Life Factors by Age Grouping

The CSI scores for the Proximity factors vary by age but there is little pattern in the results which implies it is other variables that are causing the differences.



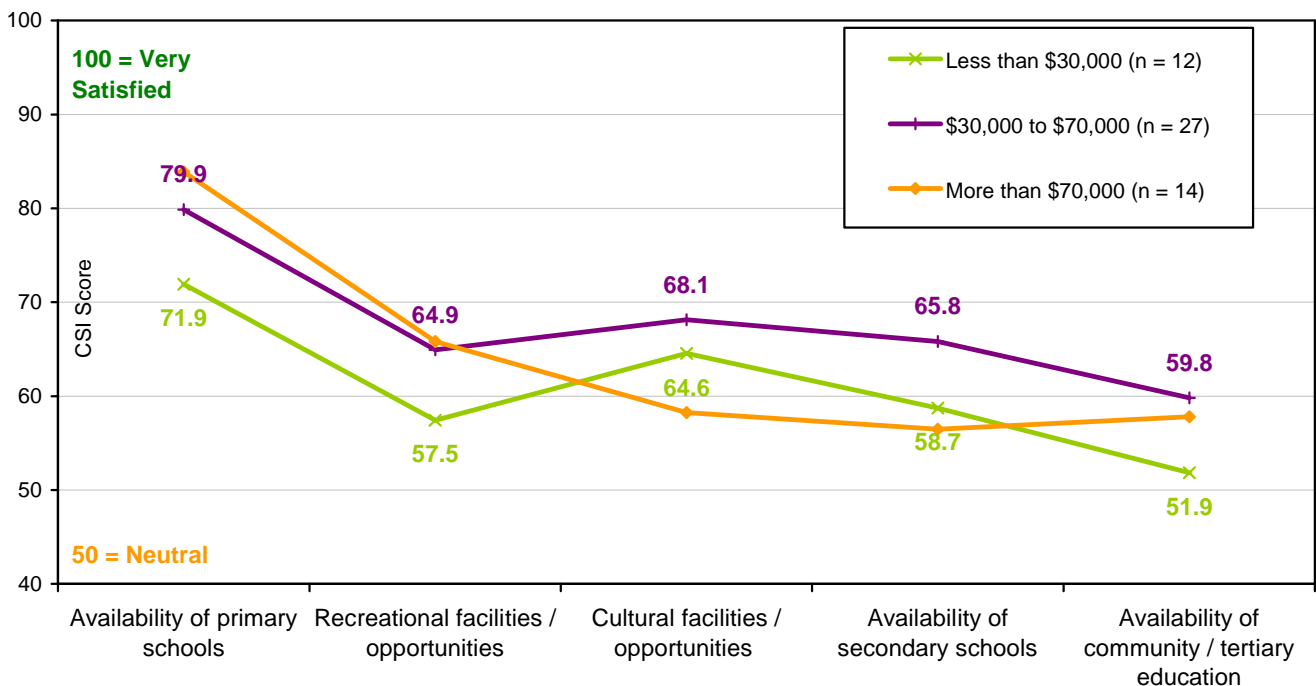
Quality of Life Factors by Home Ownership

Those in their own homes are slightly more satisfied with most of the Quality of Life factors than those who are renting or boarding. The difference is greatest (9 points) for the factor *'the availability of primary schools in your area'*.



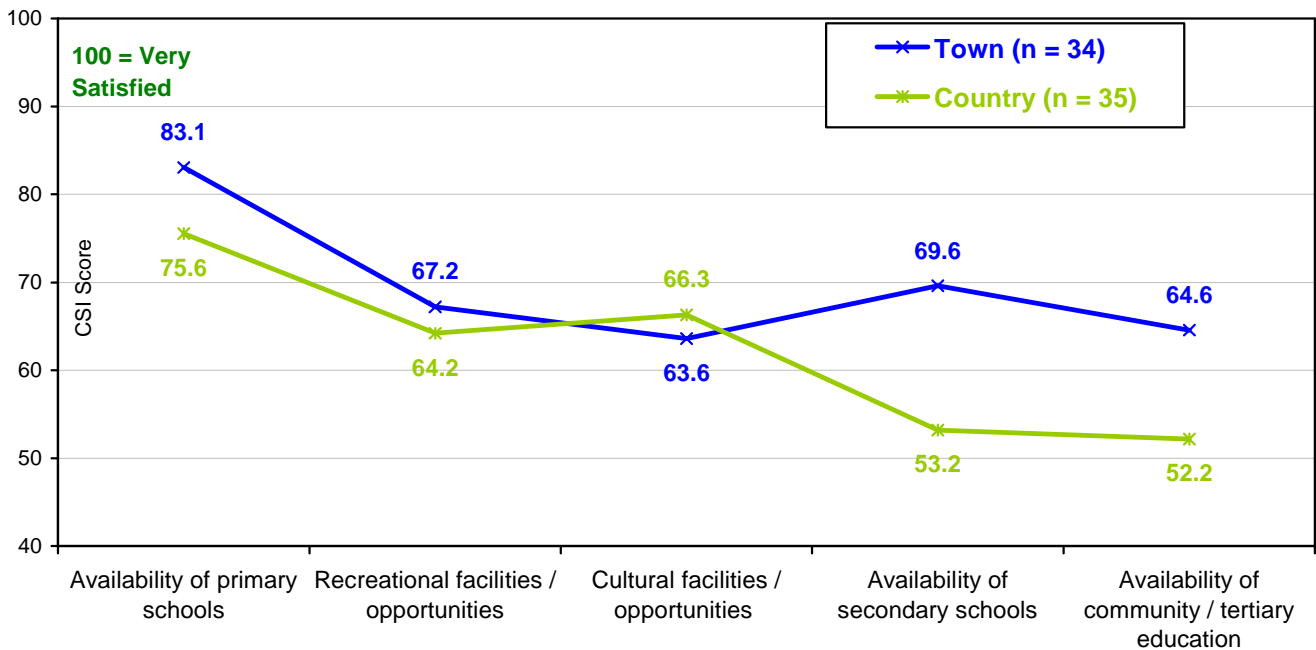
Quality of Life Factors by Household Income

Those with the lowest household income tend to be the least satisfied with most of the Quality of Life factors.



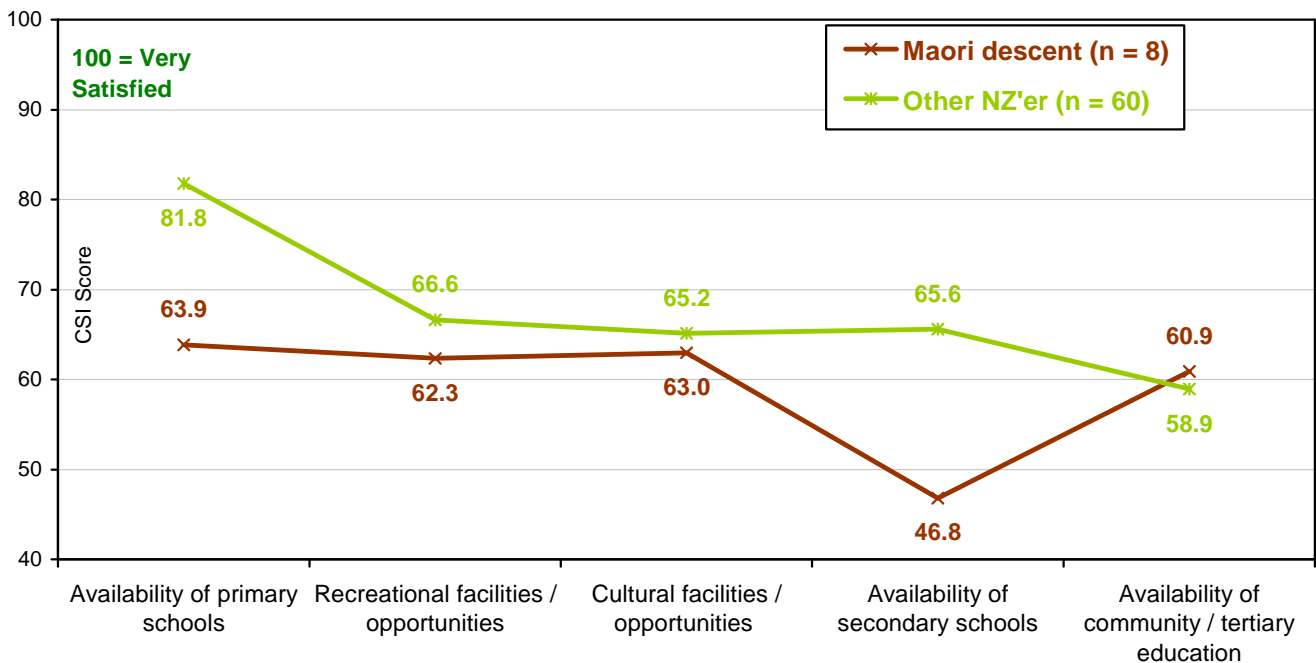
Quality of Life Factors by Living in Town versus the Country

There is some difference in satisfaction with the Quality of Life factors between those who are living in the country and those from town. The difference is greatest (13 points) for the 'availability of secondary schools in your area'.



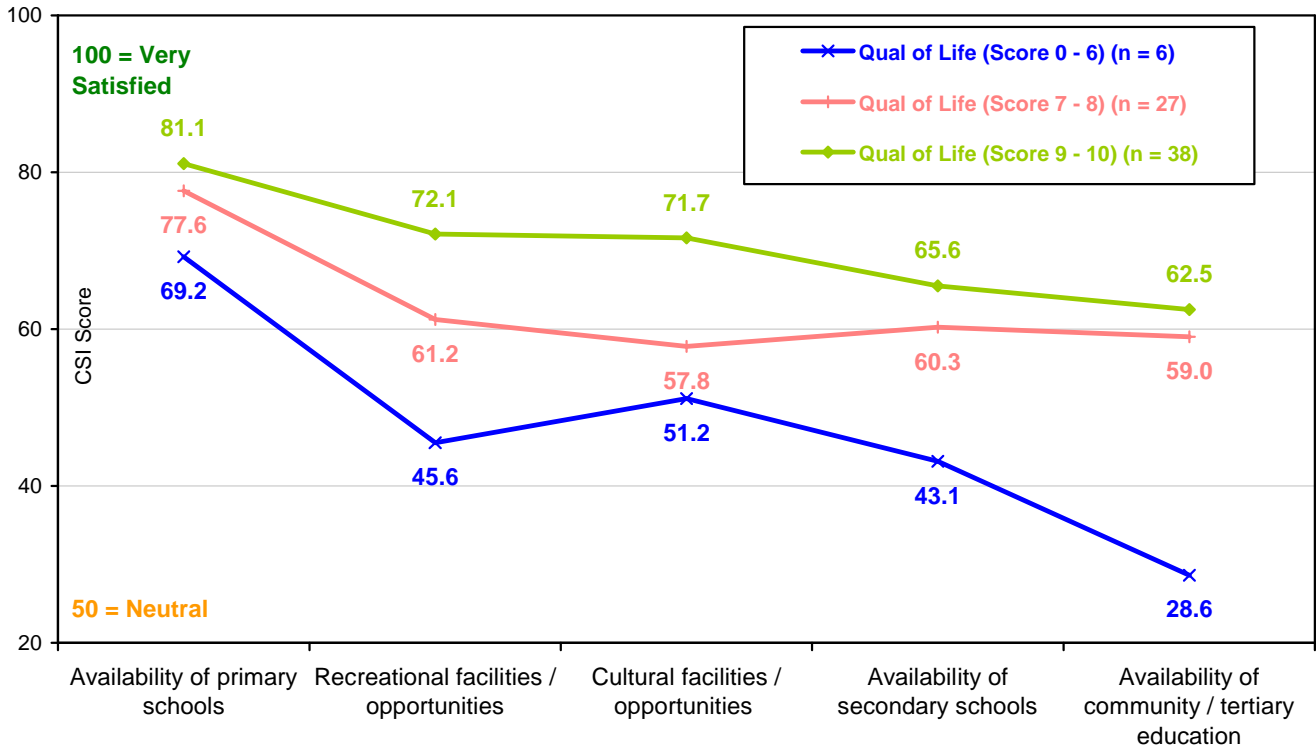
Quality of Life Factors by Ethnic group identify with

There is some variation in the Quality of Life factors between those who identify themselves as Maori and other New Zealanders. The largest difference is in the CSI scores for the 'availability of secondary schools in your area' which varies 19 points.



Quality of Life Factors by Happiness with Quality of Life

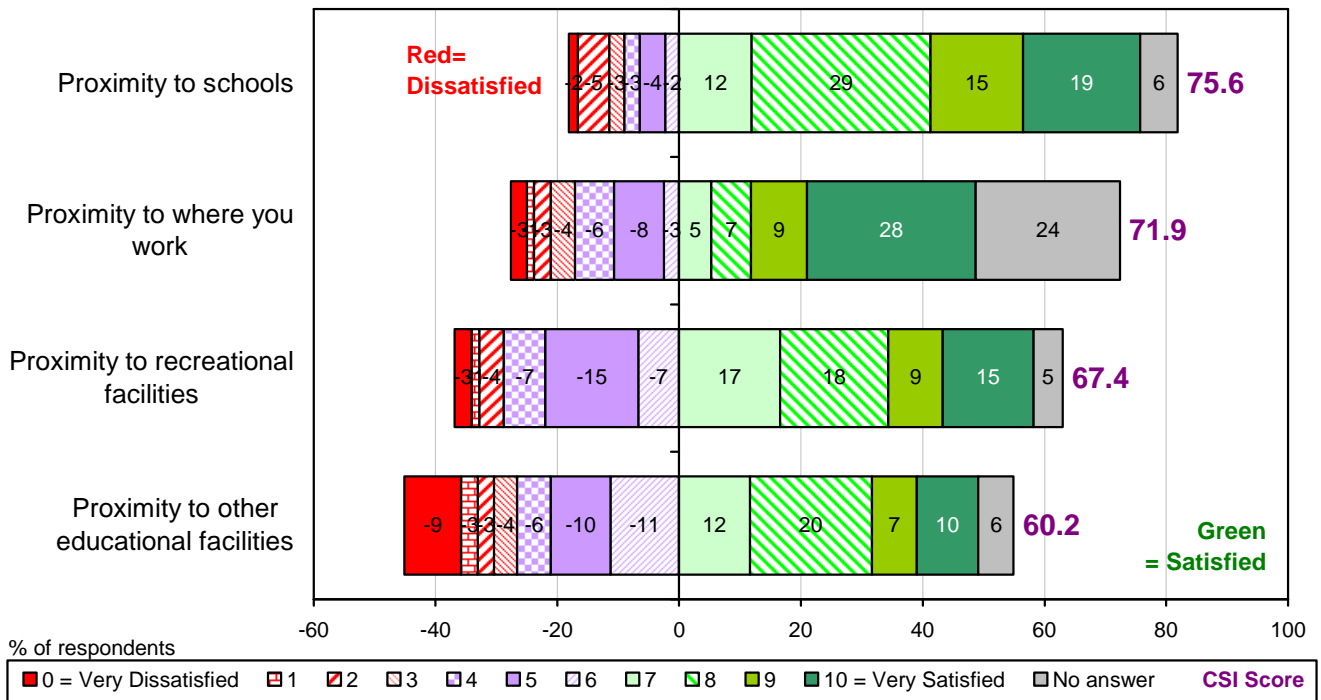
There is some variation on most of the Proximity factors based on how happy the respondent is with their 'Quality of Life'. Generally, those who are not happy with their 'Quality of Life' rate all factors lower. The variation appears to be greatest in the CSI scores for the 'availability of community or tertiary education in your area' which varies 34 points.



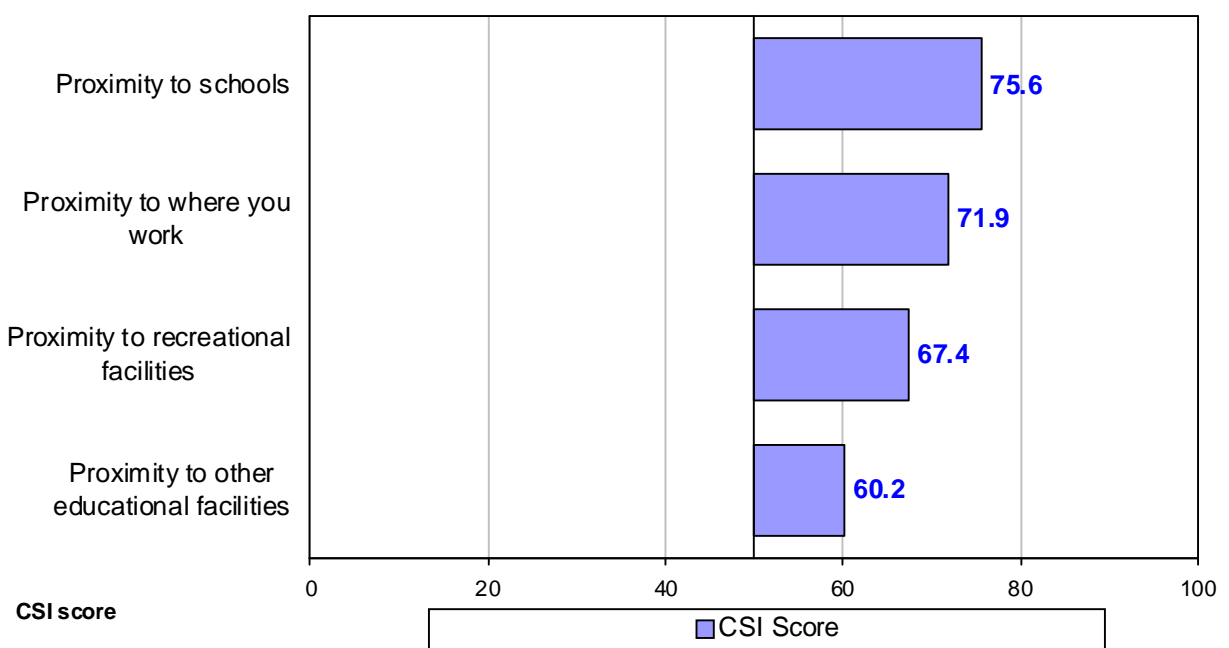
Proximity Factors

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?'

Three quarters of the respondents (76%) are satisfied with the 'proximity to schools' but this drops to 49% for the 'proximity to other educational facilities' and the 'proximity to where you work'.

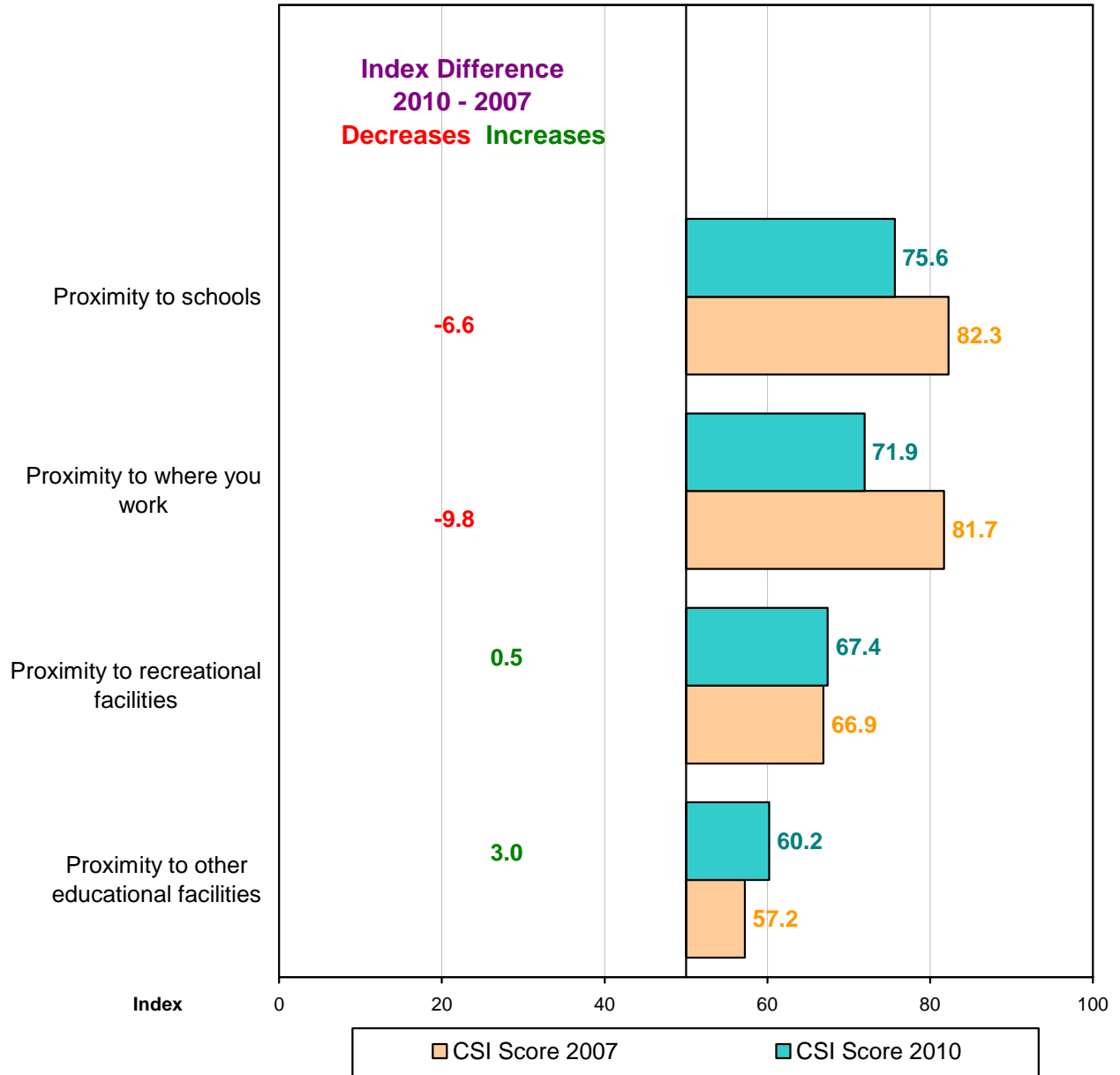


This reflects in the CSI scores which range from a CSI score of 75.6 for the 'proximity to schools' down to a CSI score of 60.2 for the 'proximity to other educational facilities'. The lower CSI scores for the 'proximity to other educational facilities' and the 'proximity to recreational and leisure facilities' show respondents are less satisfied with the proximity of these resources.



Proximity Factors - Comparison to 2007

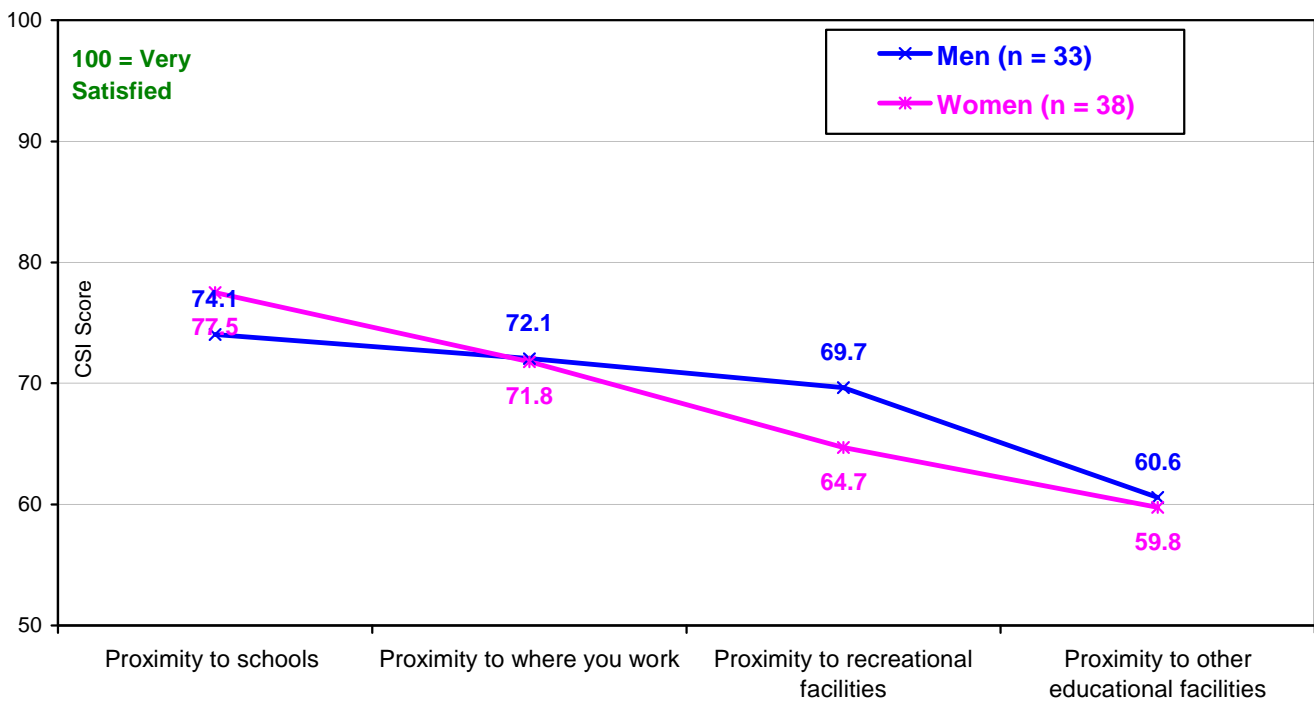
The following chart compares the 2010 results with 2007 for the Proximity factors. There were two increases and two decreases in the Indexes among the Proximity factors. The largest increase was 3.0 points for the 'proximity to other educational facilities' (Index 60.2). The largest decrease was 9.8 points for the 'proximity to where you work' (Index 71.9).



Proximity Factors by Gender

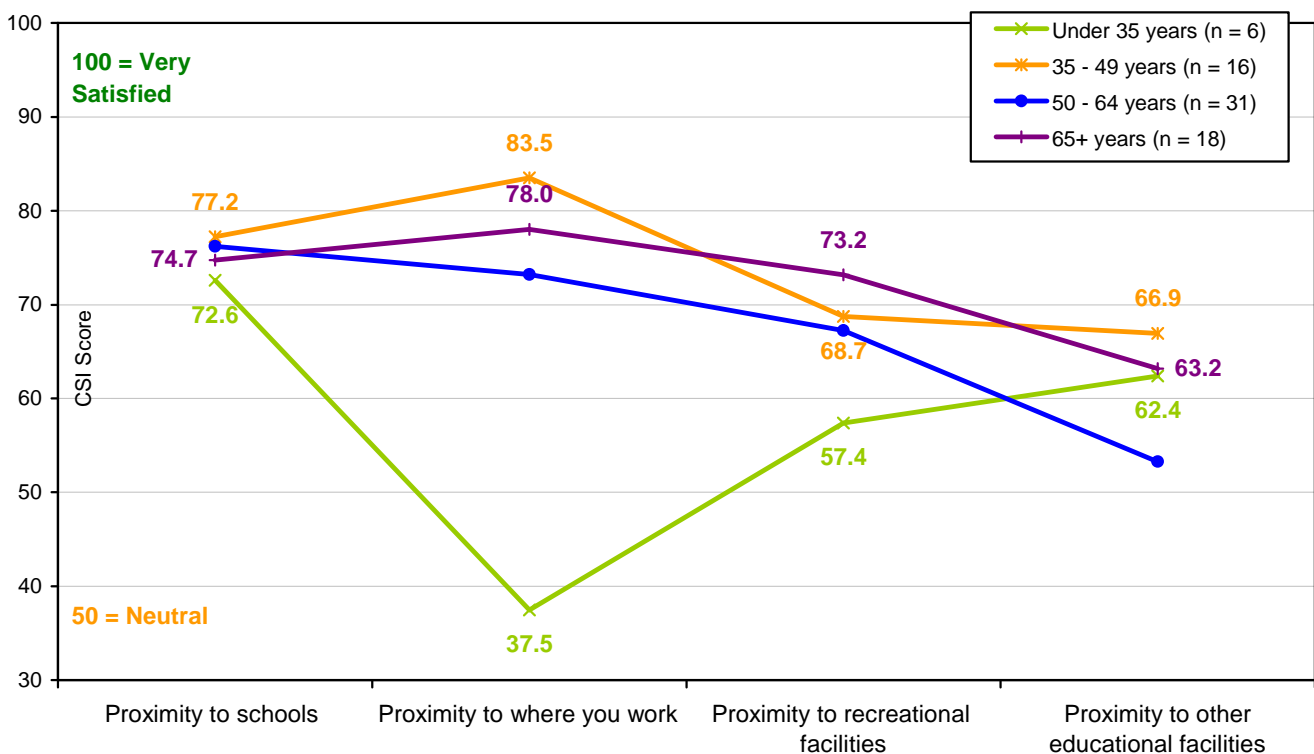
Please note there are small numbers of respondents in many of the subgroups so care is recommended in the interpretation.

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



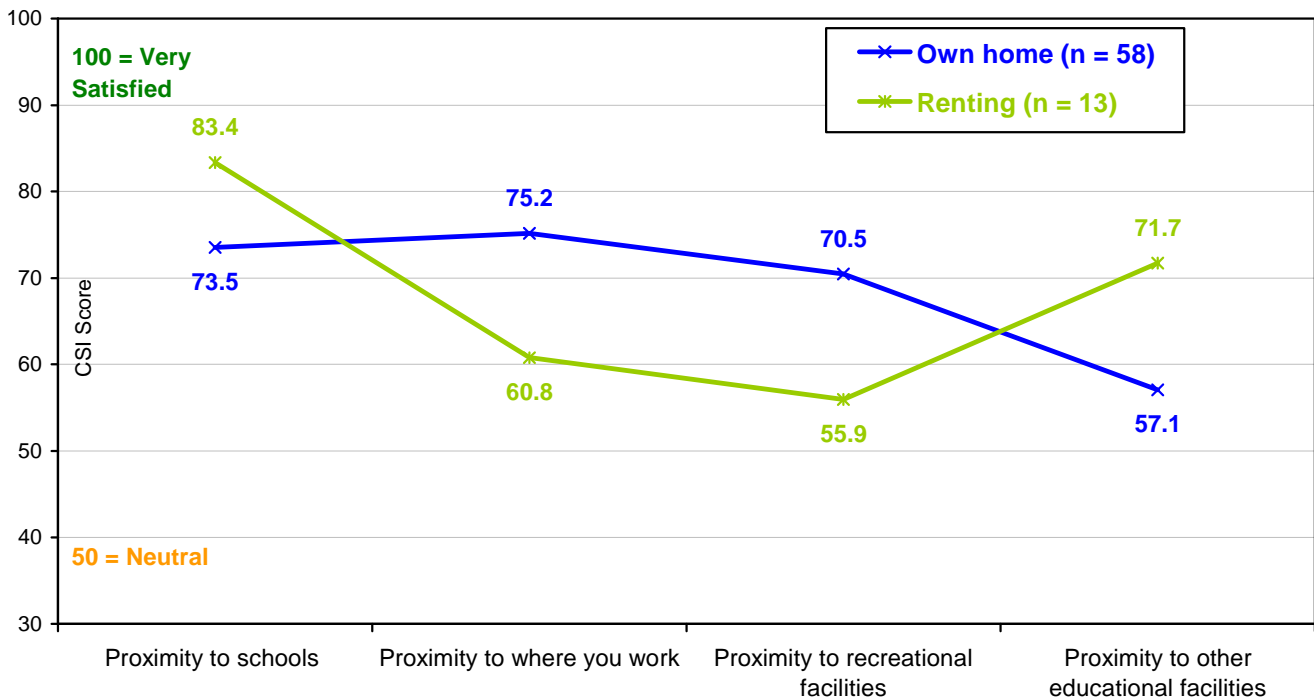
Proximity Factors by Age Grouping

There is greater variation in the CSI scores for the Proximity factors based on age and the few aged under 35 are much less satisfied with the 'proximity to where you work'.



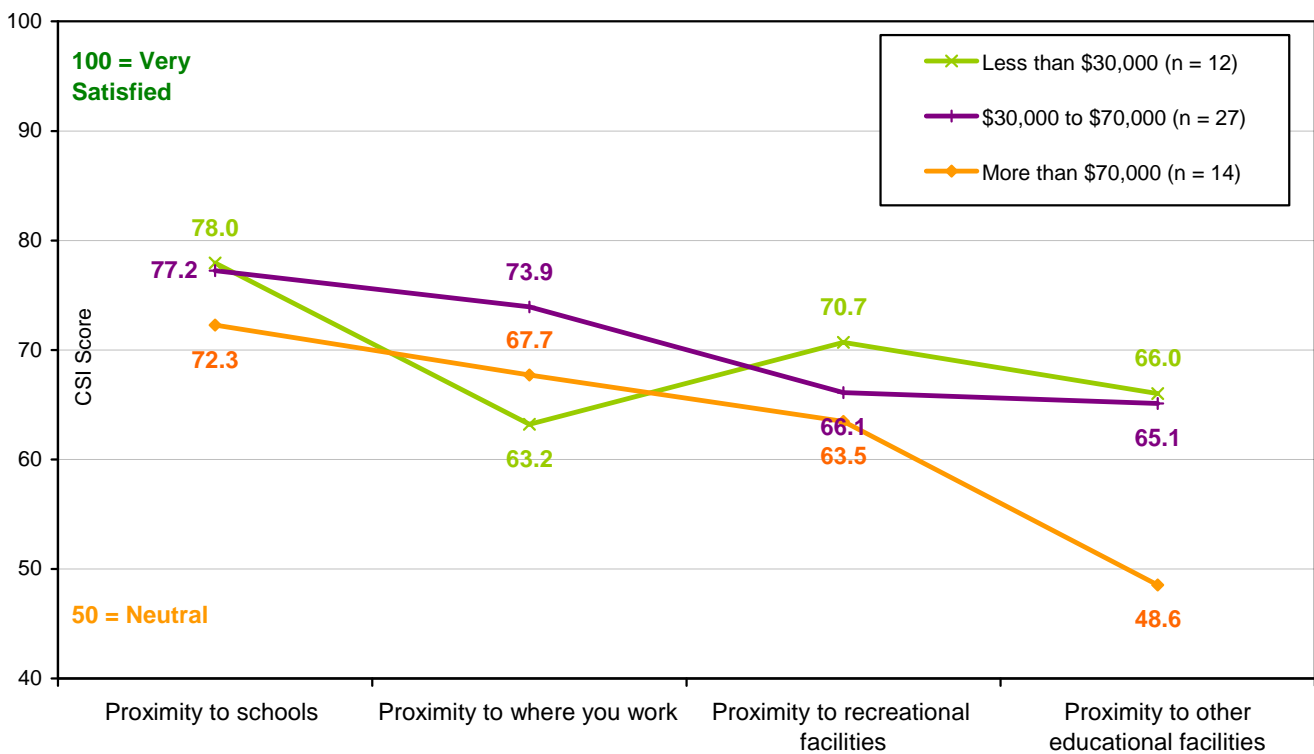
Proximity Factors by Home Ownership

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.



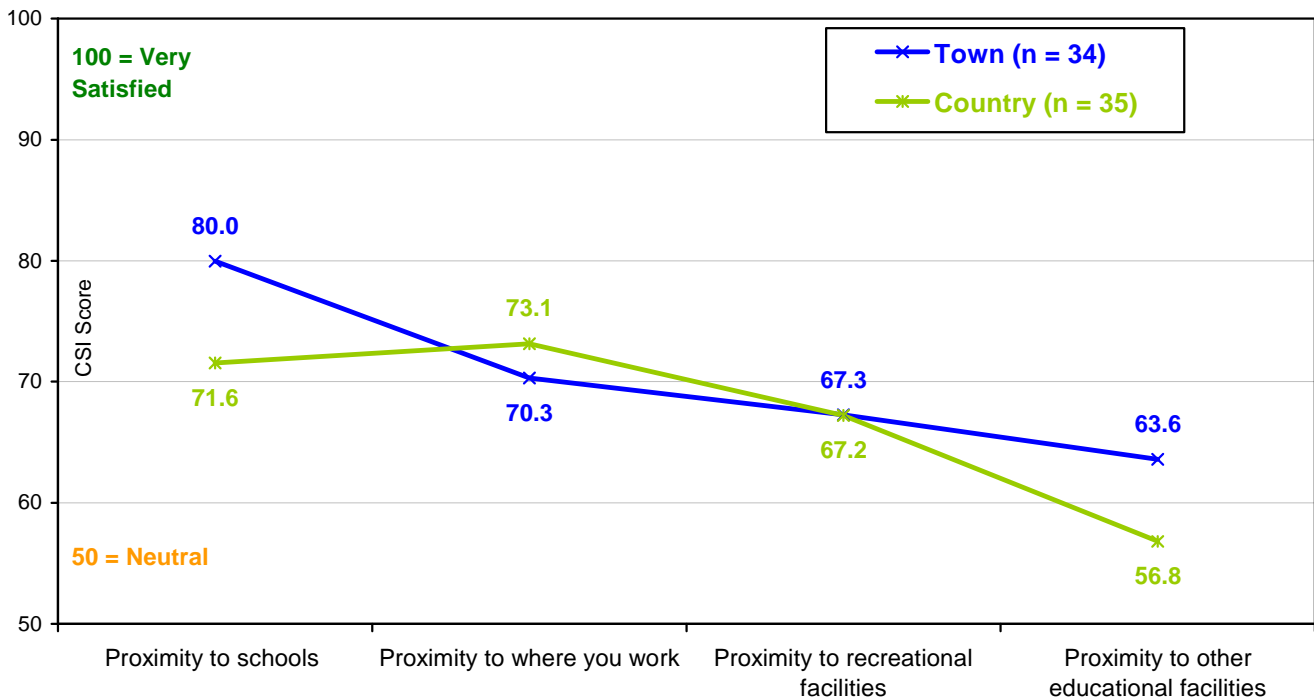
Proximity Factors by Household Income

There is some variation in the CSI scores for the Proximity factors based on household income. The greatest difference is 17 points for the 'proximity to other educational facilities'



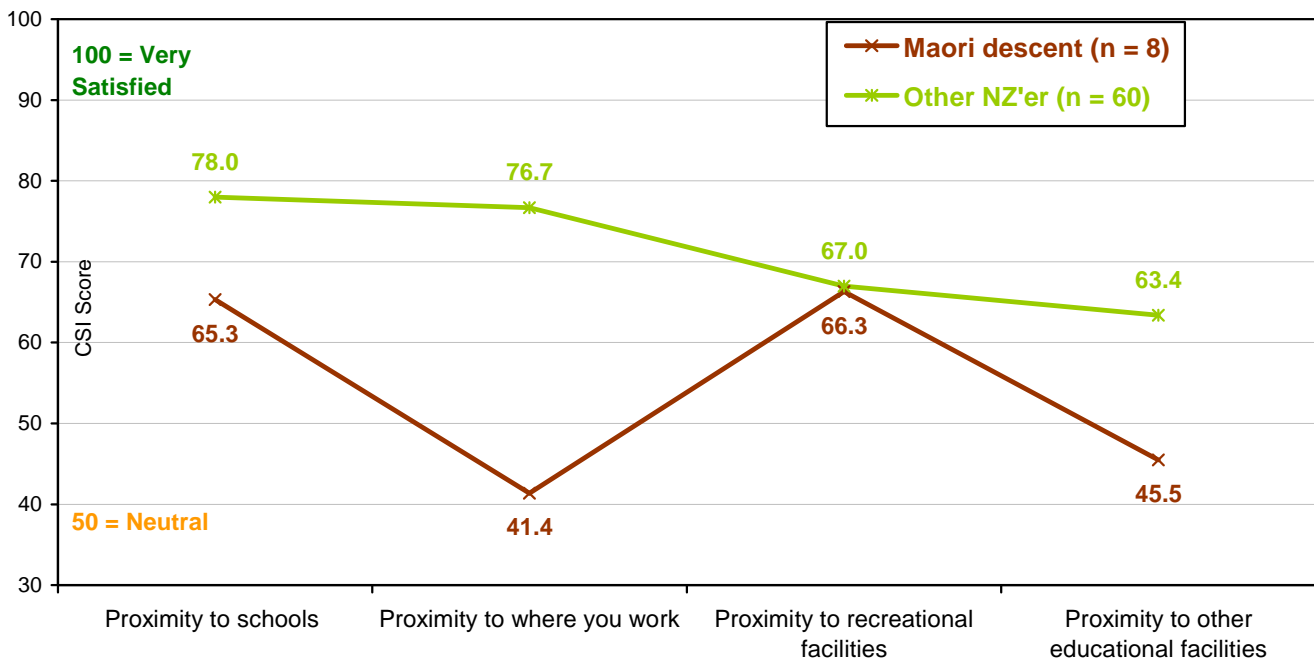
Proximity Factors by Living in Town versus the Country

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



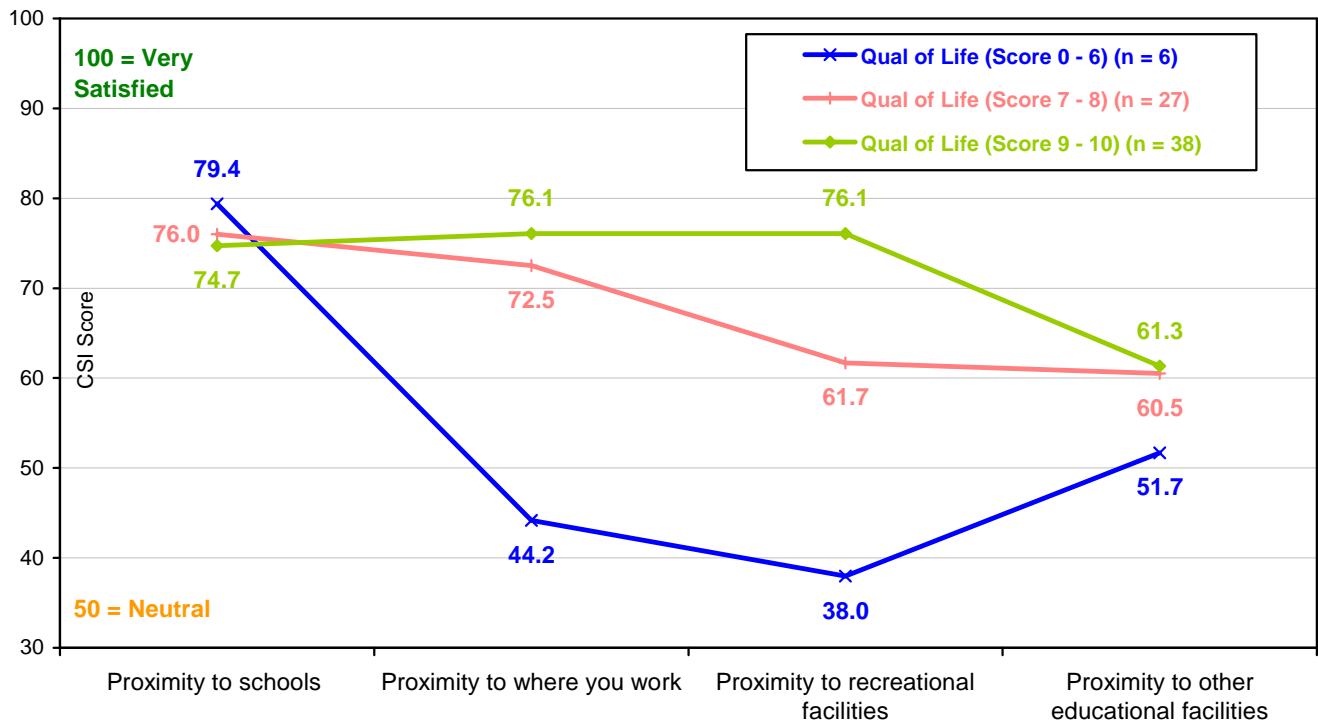
Proximity Factors by Ethnic group identify with

There is some 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 35 points (Maori respondents CSI Score 41.4 versus 76.7)



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'. The few who are not happy with their 'Quality of Life' rate most factors much lower than those who are happy with their 'Quality of Life'.



Social Factors

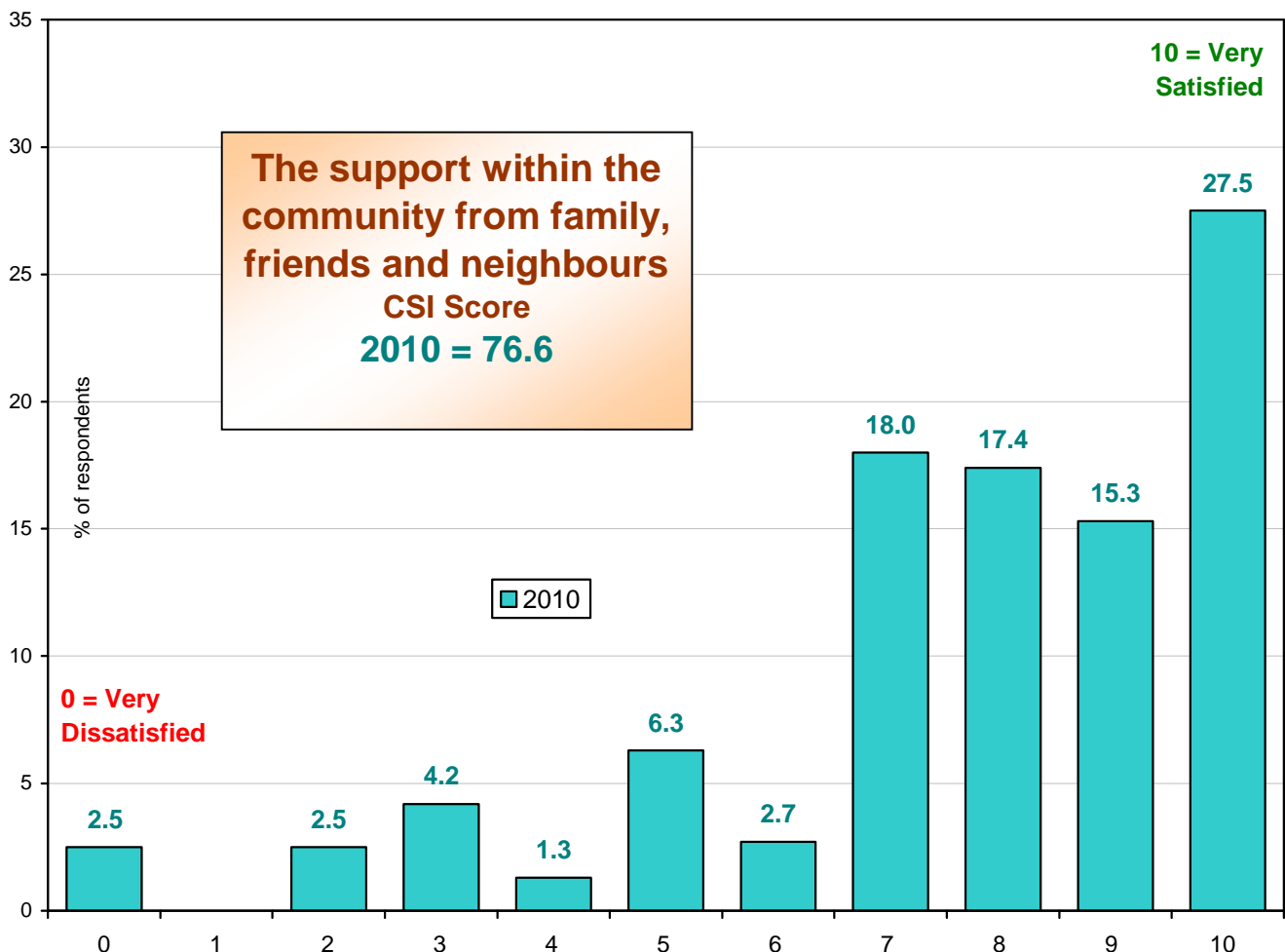
The support within the community from family, friends and neighbours

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?'*

Four fifths of the respondents (78%) are satisfied with *'the support within the community from family, friends and neighbours'* (scores of 7 – 10). A quarter of the respondents (28%) are very satisfied (score of 10) while 15% rated this with a score of 9. The mode (most frequent value) is a score of 10.

A tenth of the respondents (10%) rated *'the support within the community from family, friends and neighbours'* with a score that was neutral (scores 4 – 6). An eleventh of the respondents (9%) were actually dissatisfied with *'the support within the community from family, friends and neighbours'* (Scores 0 – 3).

The CSI score⁵, (a weighted score across the satisfaction scale) for *'the support within the community from family, friends and neighbours'* was 76.6. This is a result that implies the respondents are satisfied with the support within the community from family, friends and neighbours.



⁵ The CSI Score 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)

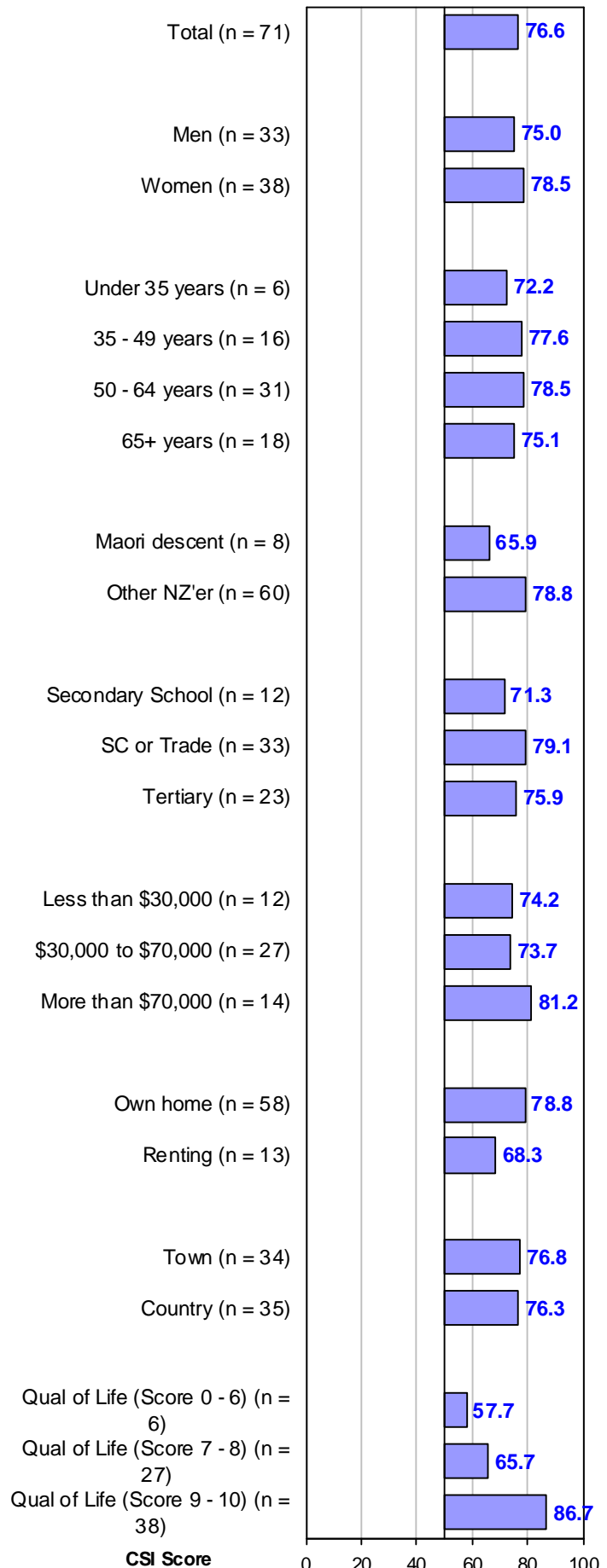
Satisfaction with ‘the support within the community from family, friends and neighbours’ by demographics

There is a reasonably high level of satisfaction across the subgroups of interest.

There are a number of variables which have an impact on level of satisfaction with ‘the support within the community from family, friends and neighbours’. The chart opposite compares these variables.

The variables that appear to have had the greatest impact on the respondents’ satisfaction with ‘the support within the community from family, friends and neighbours’ were:

- Respondents of Maori descent (CSI Score 65.9) are much less satisfied than New Zealanders of other ethnic backgrounds (CSI Score 78.8)
- Those who live in their own home are more satisfied than those who rent or board (CSI Score 78.8 and 68.3 respectively).
- Those who are very happy with their ‘Quality of Life’ (CSI Score 86.7) are more satisfied than those who are not as happy with their ‘Quality of Life’ (CSI Score 57.7 – 65.7).

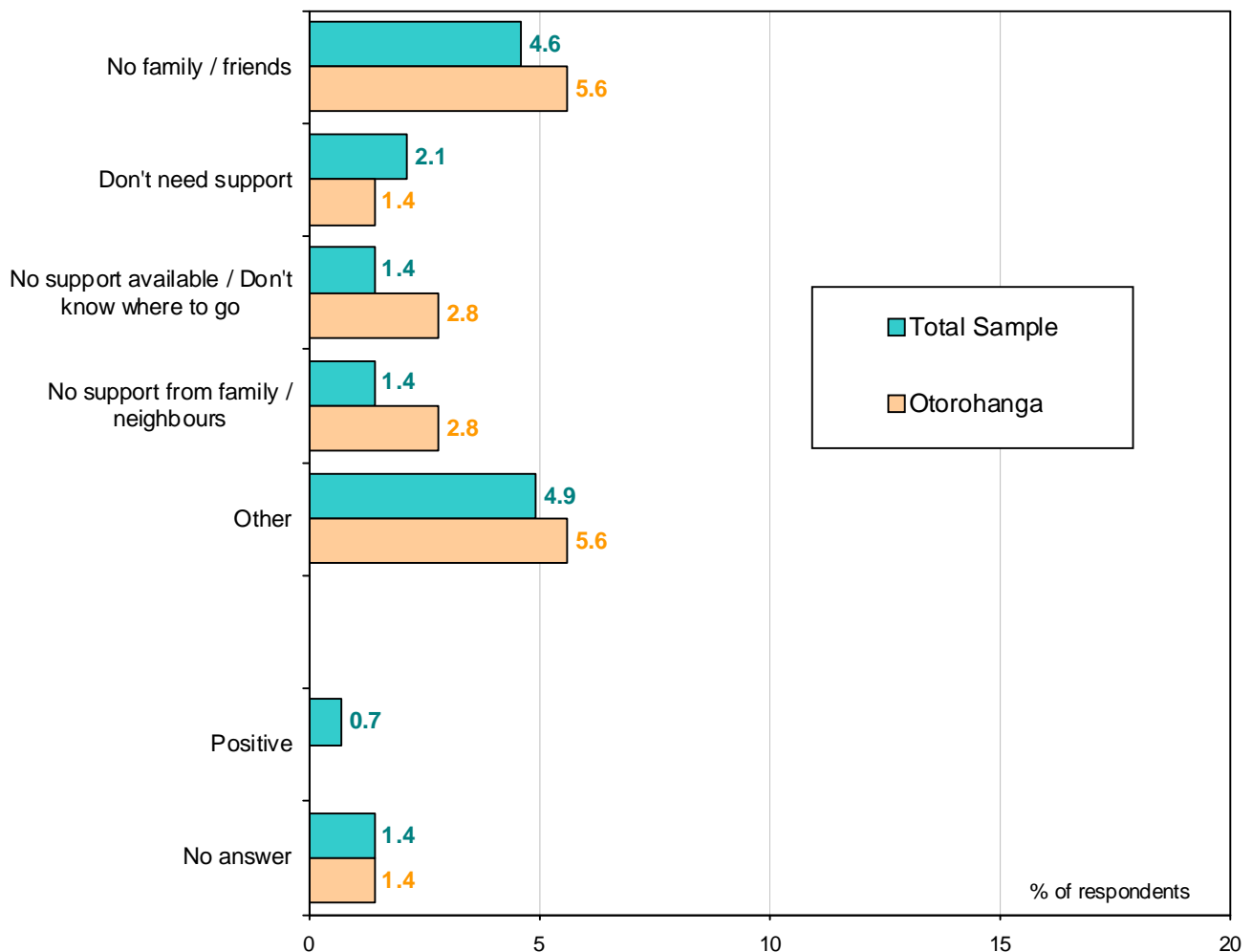


Support within the community from family, friends and neighbours

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 Waikato Region, 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 14 respondents (20%) from Otorohanga were less than satisfied with the support within the community from family, friends and neighbours. The responses from Otorohanga are similar to the total 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):⁶

'We are elderly and don't really know anyone in our community; they tend to be more younger people now' (Otorohanga: SS = 0)

'Don't have family that live nearby; don't get on well with the neighbours and friends don't live around this area' (Otorohanga: SS = 3)

'Nobody really helps us out. Everyone sticks to themselves' (Otorohanga: SS = 3)

'No family or friends in the area. Neighbours do their own thing' (Otorohanga: SS = 5)

A number commented on getting no support from family / neighbours (mentioned by 2.8% of the sample).

'Because no one pulls in together much, it's a bit like in the city where you don't know your next door neighbour' (Otorohanga: SS = 2)

'People don't know each other as well as they used to, not the same social life' (Otorohanga: SS = 5)

A number of respondents commented that it was not readily available or they did not know where to go for support (2.8% of the sample)

'There is really not that much available within our area' (Otorohanga: SS = 5)

'Because they don't really service the rural community, are more available for the town' (Otorohanga: SS = 6)

A number of respondents (1.4% of the sample) felt that they did not need any support:

'Well I just moved here from Auckland and I'm a hermit at the moment and I just keep to myself. I have some mates here but I'm just trying to deal with my own problems by myself' (Otorohanga: SS = 5)

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:

'Because I live on my own and nobody checks up on you' (Otorohanga: SS = 0)

'Attitude if you're not a local, some people don't make me feel welcome' (Otorohanga: SS = 2)

'Live in the country, difficult to get to us' (Otorohanga: SS = 4)

'Just probably the distance and the small district we live in that is not developed in Otorohanga' (Otorohanga: SS = 5)

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.

The support within the community from networks and agencies

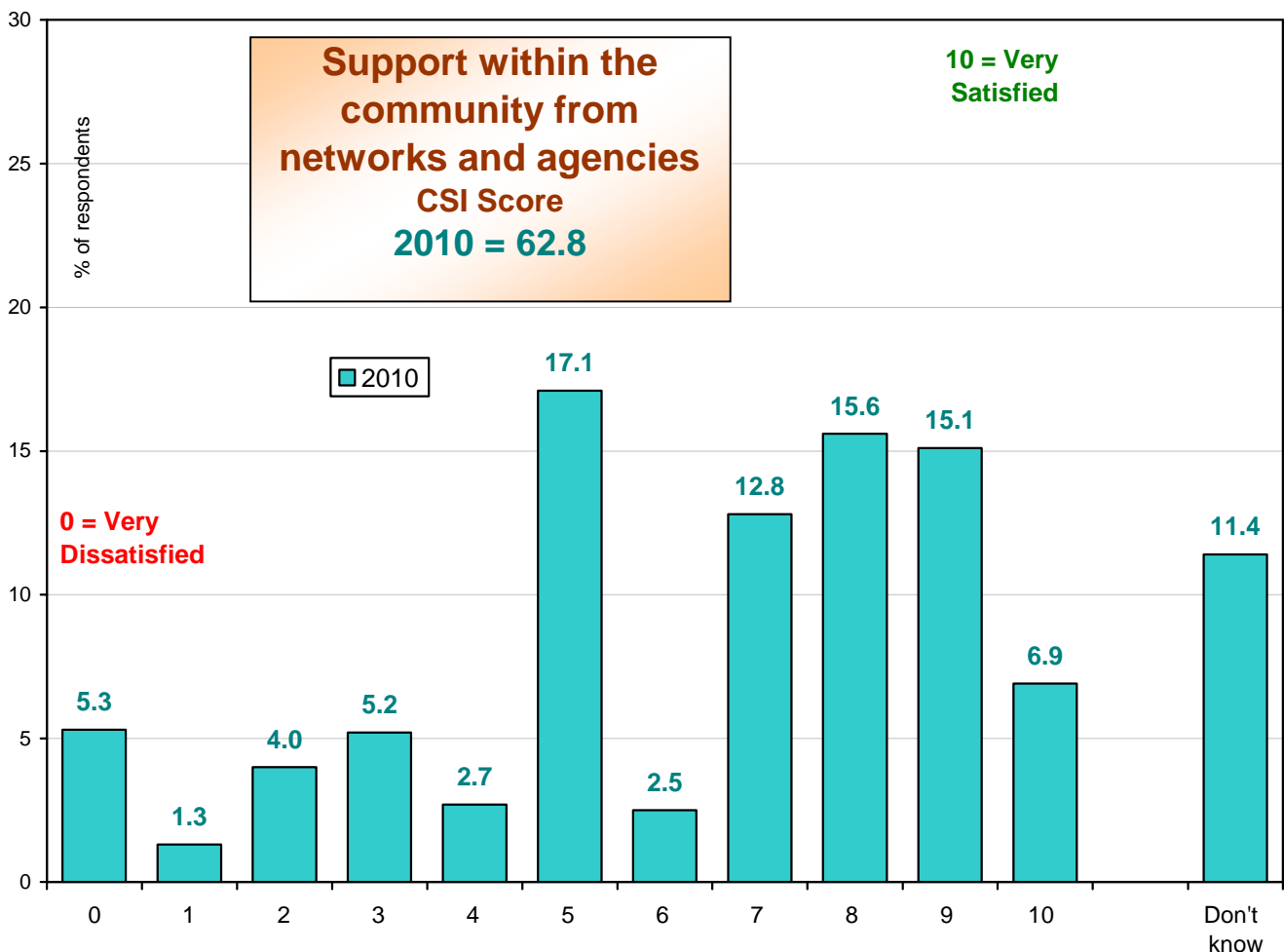
The respondents were asked ‘The level of community / social support within a community varies from place to place. Using the scale where 0 is very dissatisfied to 10 being very satisfied, how satisfied are you with the support within the community from networks and agencies (e.g. Welfare agencies, Citizens Advice, Drug and Alcohol Advisors etc)?’

A ninth of the sample (11%) did not answer this question, presumably because they did not know enough about the support networks and agencies.

Half of the respondents (51%) are satisfied with ‘the support within the community from networks and agencies’ (scores of 7 – 10). Only a few respondents (7%) are very satisfied (score of 10) while 15% rated this with a score of 9. The mode (most frequent value) is a score of 5 (17%).

A fifth of the respondents (22%) rated ‘the support within the community from networks and agencies’ with a score that was neutral (scores 4 – 6). A sixth of the respondents (16%) were actually dissatisfied with ‘the support within the community from networks and agencies’ (Scores 0 – 3).

The CSI score⁷, (a weighted score across the satisfaction scale) for ‘the Support within the community from networks and agencies (e.g. Welfare agencies, Citizens Advice, Drug and Alcohol Advisors etc)’ was 62.8. This is a result that implies the respondents are expecting better support from networks and agencies.



⁷ The CSI Score 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)

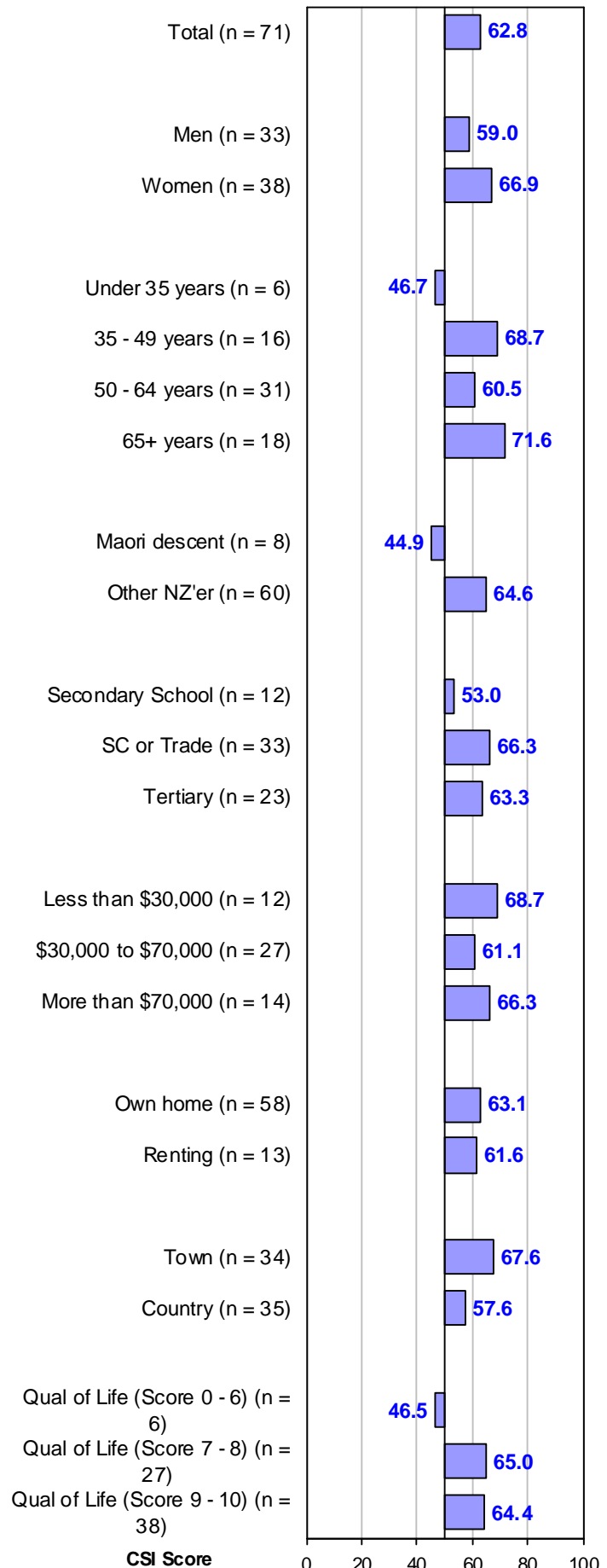
Satisfaction with the ‘support within the community from networks and agencies’ by demographics

There is a reasonably high level of satisfaction across the subgroups of interest.

There are a number of variables which have an impact on level of satisfaction with the ‘support within the community from networks and agencies (e.g. Welfare agencies, Citizens Advice, Drug and Alcohol Advisors etc)’. The chart opposite compares these variables.

The variables that appear to have had the greatest impact on the respondents’ satisfaction with ‘the support within the community from networks and agencies’ were:

- Men (CSI Score 59) are less satisfied than women (CSI Score 66.9)
- Respondents aged under 35 (CSI Score 46.7) are less satisfied than those in the other age brackets (CSI Score 60.5 – 71.6)
- Respondents of Maori descent (CSI Score 44.9) are much less satisfied than New Zealanders of other ethnic backgrounds (CSI Score 64.6)
- Those who live in town are more satisfied than those who live in the country (CSI Score 67.6 and 57.6 respectively).
- Those who are not happy with their ‘Quality of Life’ (CSI Score 46.5) are less satisfied than those who are happy with their ‘Quality of Life’ (CSI Score 64.4 – 65.0).



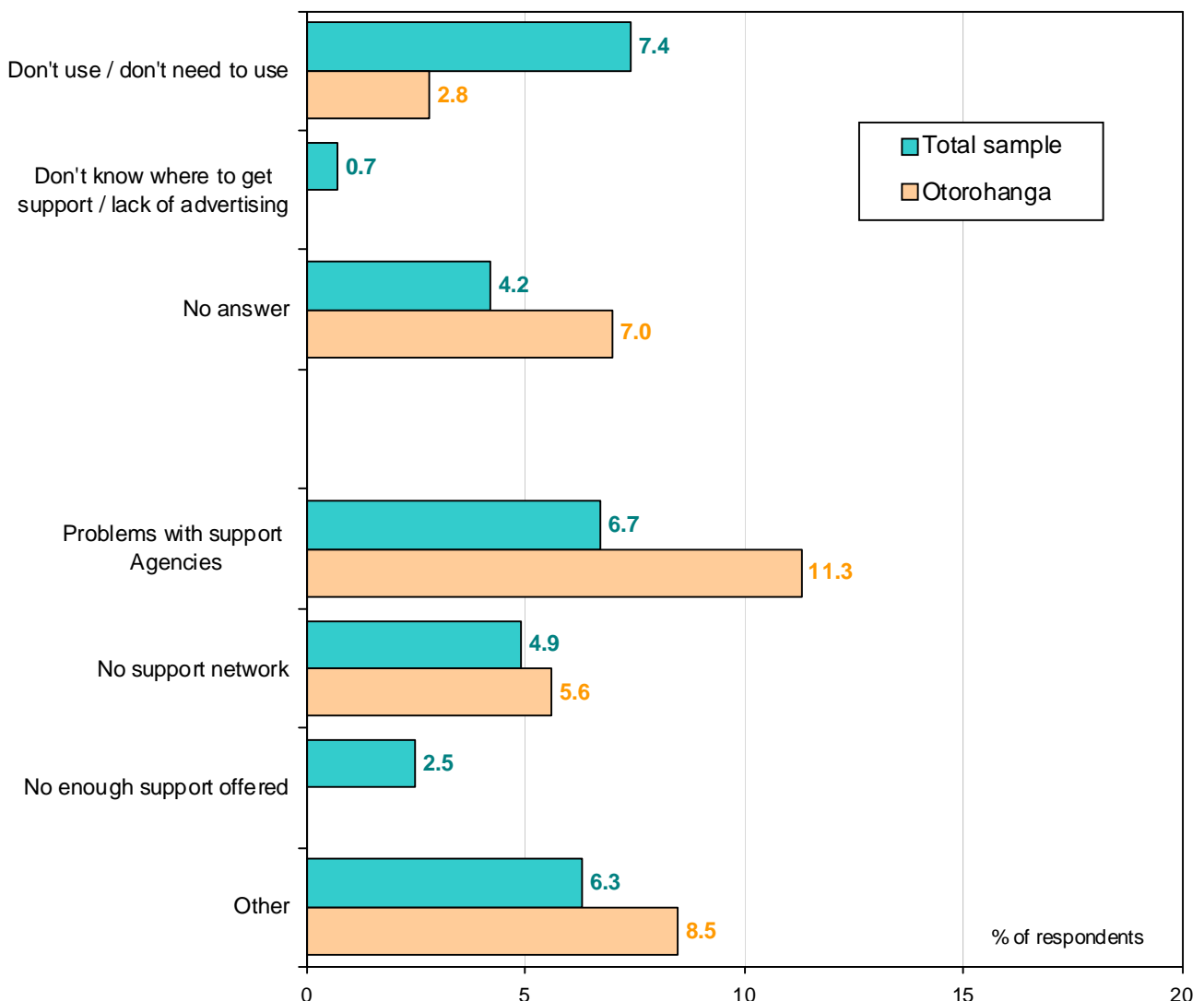
Support within the community from networks and agencies

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.

In total, 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 Otorohanga, 24 respondents (34%) were less than satisfied with the support within the community from networks and agencies. The Otorohanga results are similar to the total regional sample although they mentioned there being problems with support agencies more often (11%) and they mentioned they don’t use or don’t need to use these services less often (3%).



Reasons for being less than satisfied

Many respondents had problems or issues with the support agencies (11.3% of the sample). This included comments like:

'We are fairly heavily involved in our local school. And we have children with behavioural issues. It's a 16-month wait for special education support unless you go private, but a lot of people here can't afford it. My son has learning disabilities, and we had to go to Auckland to see someone (we spent nearly \$1000), because there's no child education psychologists in the Waikato' (Otorohanga: SS = 0)

'Because things I've had to deal with in the past, they never done anything, Winz as well I'm talking about too' (Otorohanga: SS = 0)

'We have too many of them coming from the top level of Council and they have their own little groups. It's like dealing with a secret society. They are wasting money! The Council are pieces of shit e.g. Council using private property for sewerage. Goes straight into the river and Environmental Waikato know about it' (Otorohanga: SS = 2)

'So far away, don't appear to have time to help them because they don't want to come out to us' (Otorohanga: SS = 2)

'Because they're so far out, it seems like they don't seem to care' (Otorohanga: SS = 2)

'The distance and availability' (Otorohanga: SS = 3)

'I don't have much to do with those agencies and the time that I had I haven't been satisfied with the service given by the people' (Otorohanga: SS = 5)

'The lack of transport for public' (Otorohanga: SS = 5)

This was followed by several respondents who felt there was no support within the community from networks and agencies (5.6% of the sample). These respondents commented:

'Because they don't have them here except for citizens advice. It boils down to lack of government funding' (Otorohanga: SS = 3)

'There's not intensive back up' (Otorohanga: SS = 4)

'Not really anything out here like that, that I know of' (Otorohanga: SS = 5)

'No drug and alcohol advisors and Winz in Otorohanga at all' (Otorohanga: SS = 6)

A number of respondents commented that they had no need to use the agencies for support, (mentioned by 2.8% of the sample).

'Haven't had anything to do with them' (Otorohanga: SS = 4)

'I don't have much to do with those agencies and the time that I had I haven't been satisfied with the service given by the people' (Otorohanga: SS = 5)

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 the following comments:

'I'm not happy with it' (Otorohanga: SS = 0)

'We live in a rural area, it is difficult to get to us' (Otorohanga: SS = 3)

'Sheer distance to get to them, no public transport' (Otorohanga: SS = 3)

'Possibly I'm new to the area and I'm white but it's all black down here' (Otorohanga: SS = 5)

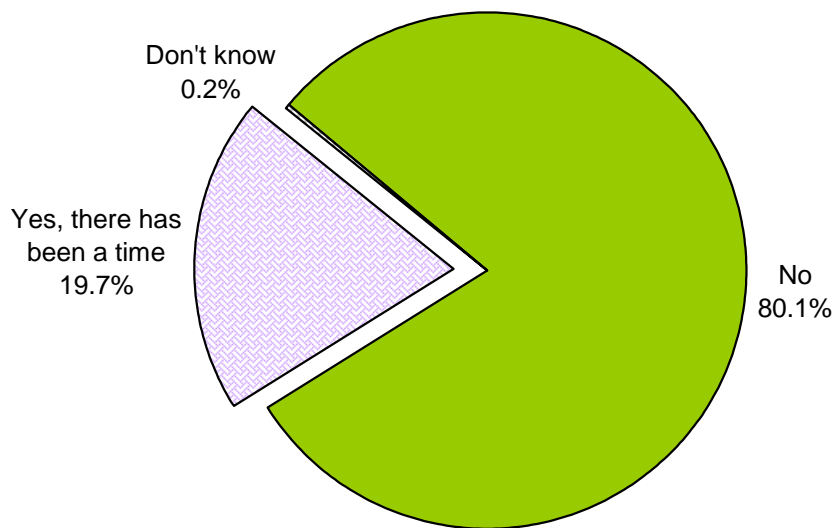
'Don't know much about that' (Otorohanga: SS = 5)

'Citizens' advice is here if you need them' (Otorohanga: SS = 5)

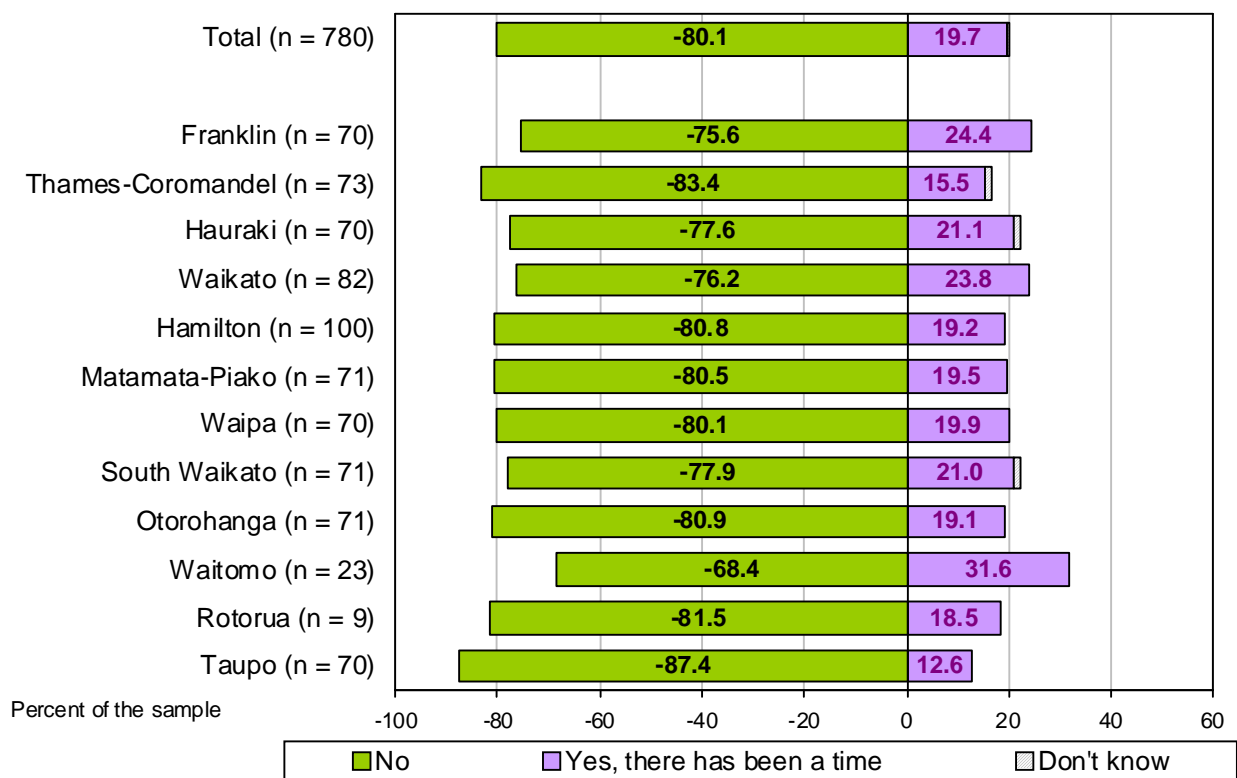
Barriers to Accessing Health Care

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.



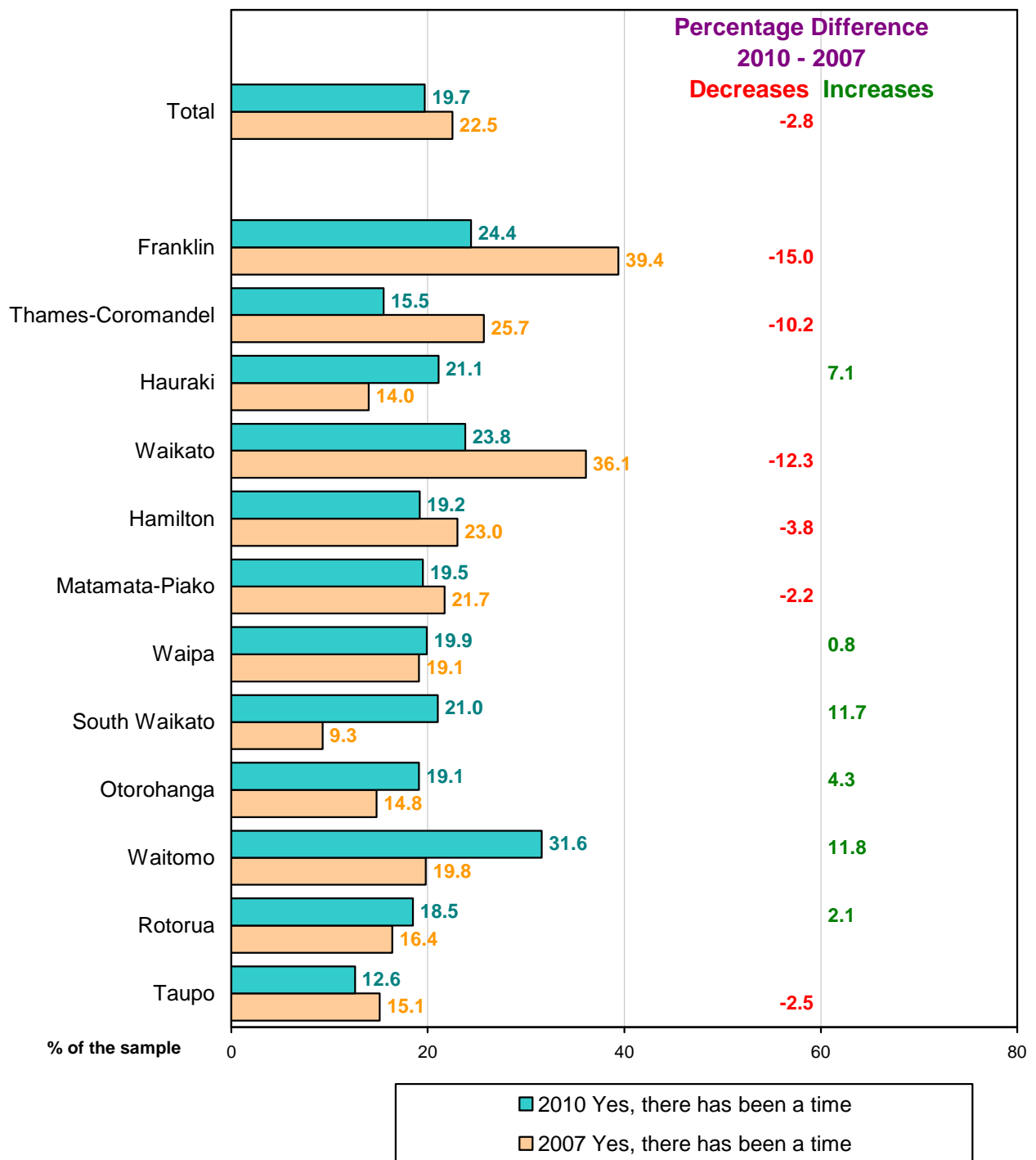
Barriers to Accessing Health Care - Comparison to 2007

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.



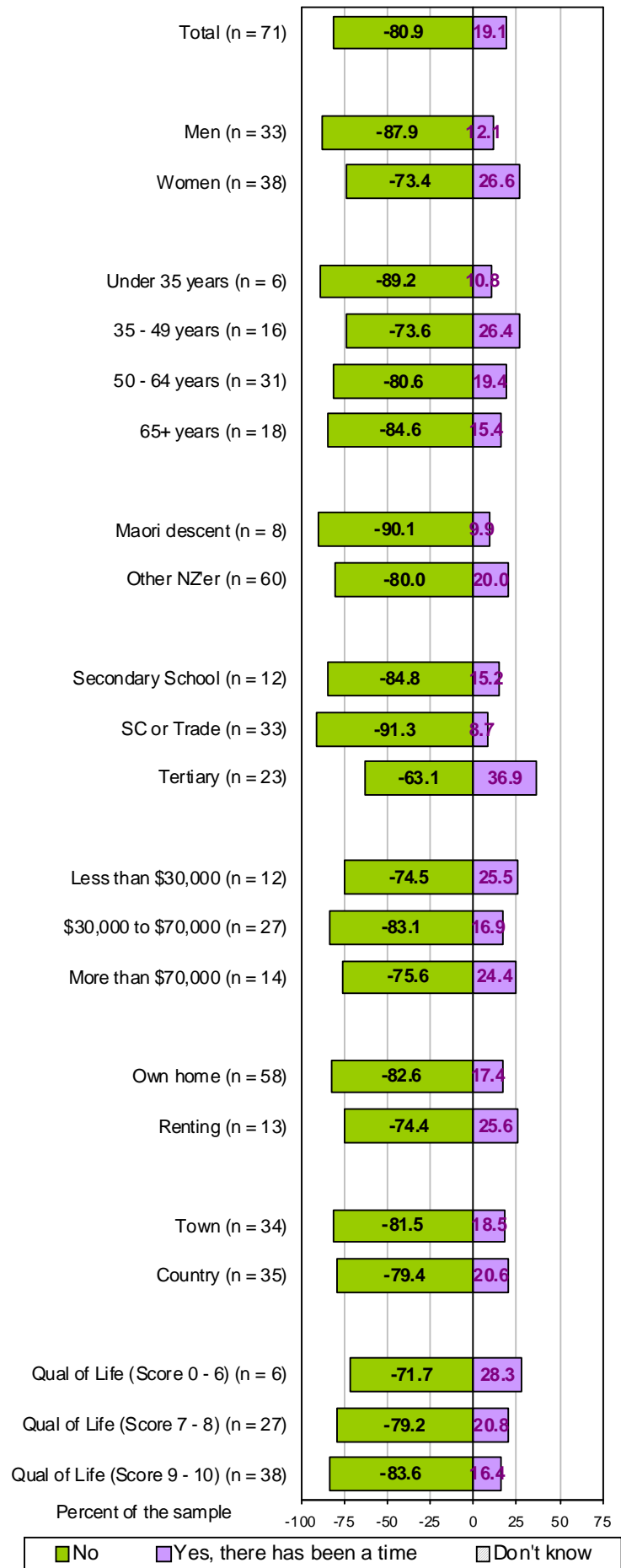
Barriers to Accessing Health Care by demographics

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:

- Women 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 12% for men.
- 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 (26%) versus 11% - 19% for those in the other age brackets.
- Those with a tertiary qualification 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 (37%).
- Those who are not happy with their ‘Quality of Life’ 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 (28%) versus 16% - 21% for those who are happy with their ‘Quality of Life’.



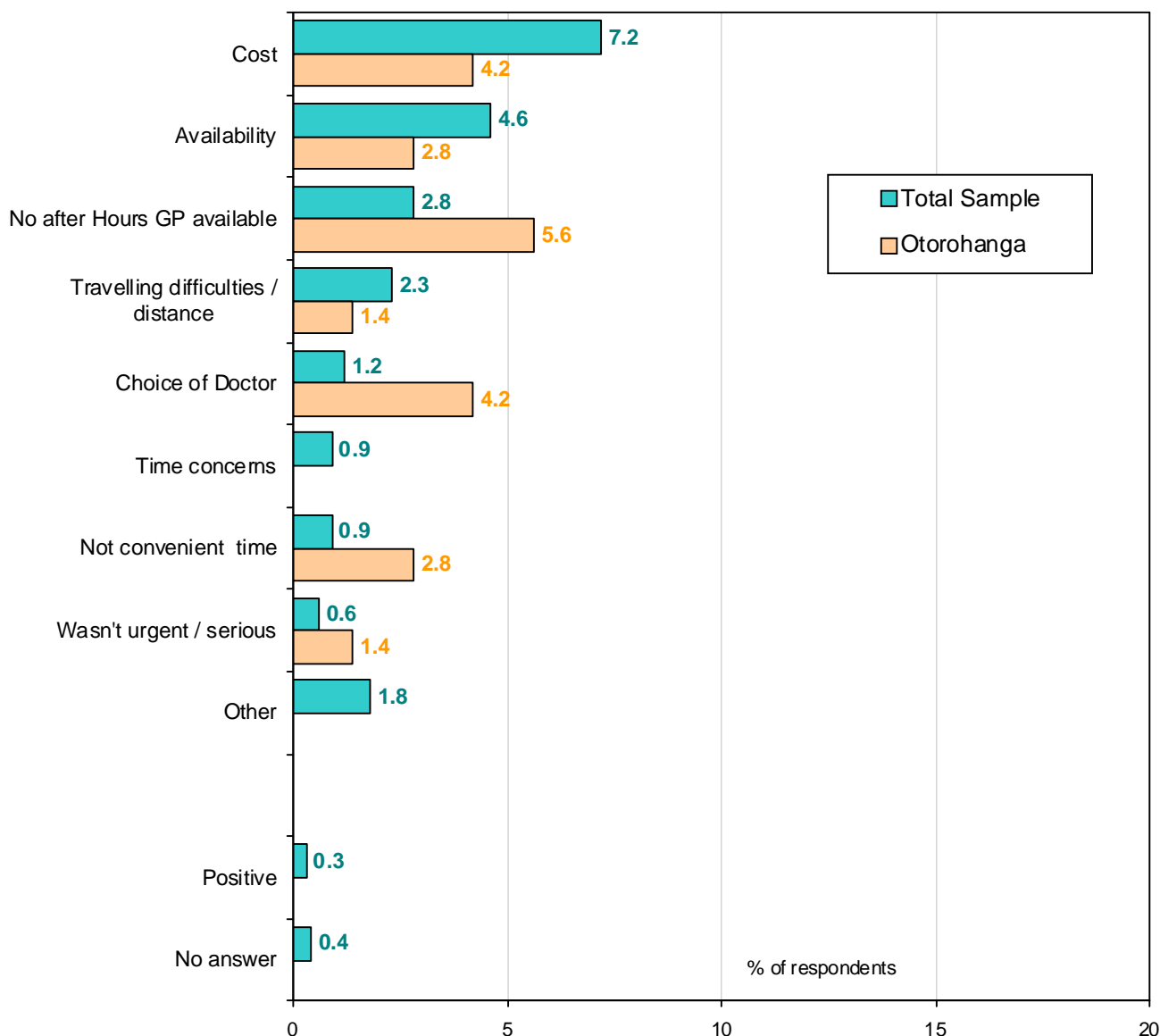
Why did you or your family not go to the doctor when you wanted to

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 Otorohanga, 19% of the respondents (n = 14) 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. Otorohanga respondents were more likely than the Regional sample to mention the fact they had no after hours GP available (6%) or choice of doctor (4%) and less likely to mention cost (4%).



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

Almost a fifth of the sample (19.1%) 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 = 14) 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 the fact they had no after hours GP available mentioned by 5.6% of the sample:⁸

'Down here always has relieving doctors, that is locums, and they don't do after hours, we have to go all the way to Hamilton' (Otorohanga)

'Facility not staffed on the weekends' (Otorohanga)

'It was the weekend and no one was on duty. I had to travel up to Waikato Hospital in an ambulance' (Otorohanga)

'No weekend doctors, have to call an ambulance or go to Hamilton, not night doctors at 6pm' (Otorohanga)

Others did not like the choice of doctor (4.2% of the sample).

'Down here always has relieving doctors, that is locums, and they don't do after hours, we have to go all the way to Hamilton' (Otorohanga)

'They are changing the doctors all the time and we don't get to see any other doctor (our own doctor) .And because I didn't feel I was sick enough' (Otorohanga)

'I used to be on injections fortnightly and I wasn't happy with the Doctors doing it; having bad reactions to the way they were giving my injections. The Doctor realised the nurse had the wrong needle. I don't trust them' (Otorohanga)

Some respondents mentioned cost (4.2% of the sample who said they or a member of their household wanted to go to a GP, but didn't). These comments included

'Cost' (Otorohanga)

'Cost money' (Otorohanga)

'Finance' (Otorohanga)

This was followed by 2.8% of the sample who mentioned availability. This included:

'It's just the local service is very understaffed' (Otorohanga)

'No doctor available' (Otorohanga)

Two respondents (2.8% of the sample) said it was not a convenient time and commented:

'Couldn't get an appointment when I wanted one' (Otorohanga)

'We live a bit out of the way so the availability for when we go to the doctors are not there' (Otorohanga)

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.

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

'Distance - too far away. It's an hour and 10 minutes away' (Otorohanga)

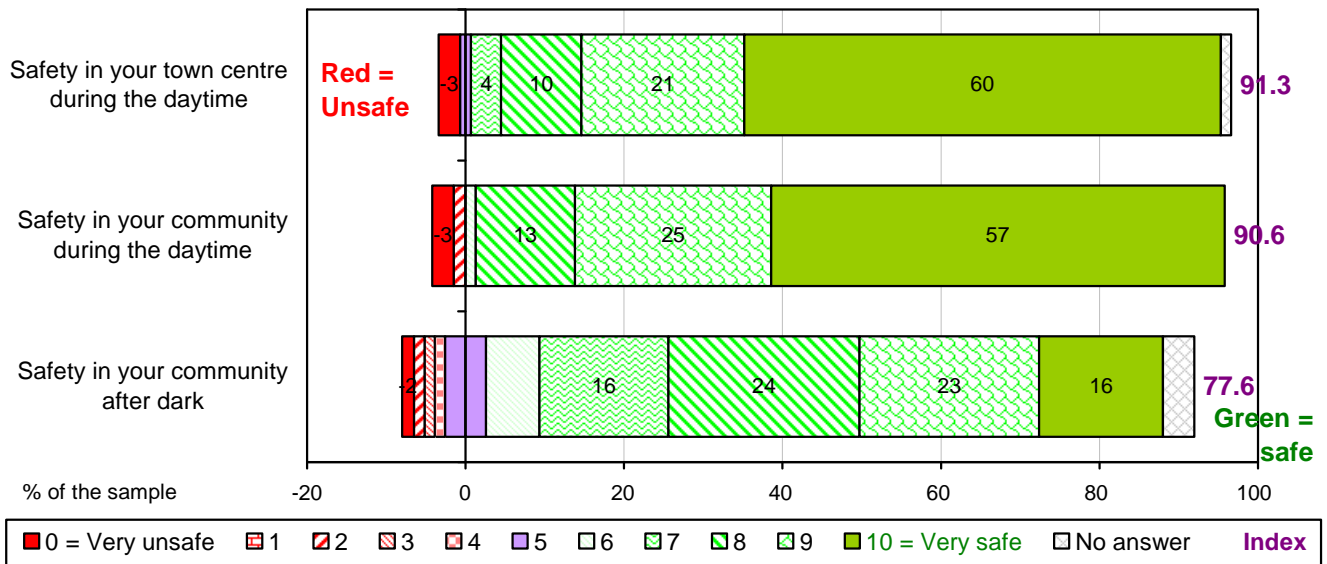
Others commented that it was not urgent or serious (1.4% of the sample) with the following comment:

'They are changing the doctors all the time and we don't get to see any other doctor (our own doctor) .And because I didn't feel I was sick enough' (Otorohanga)

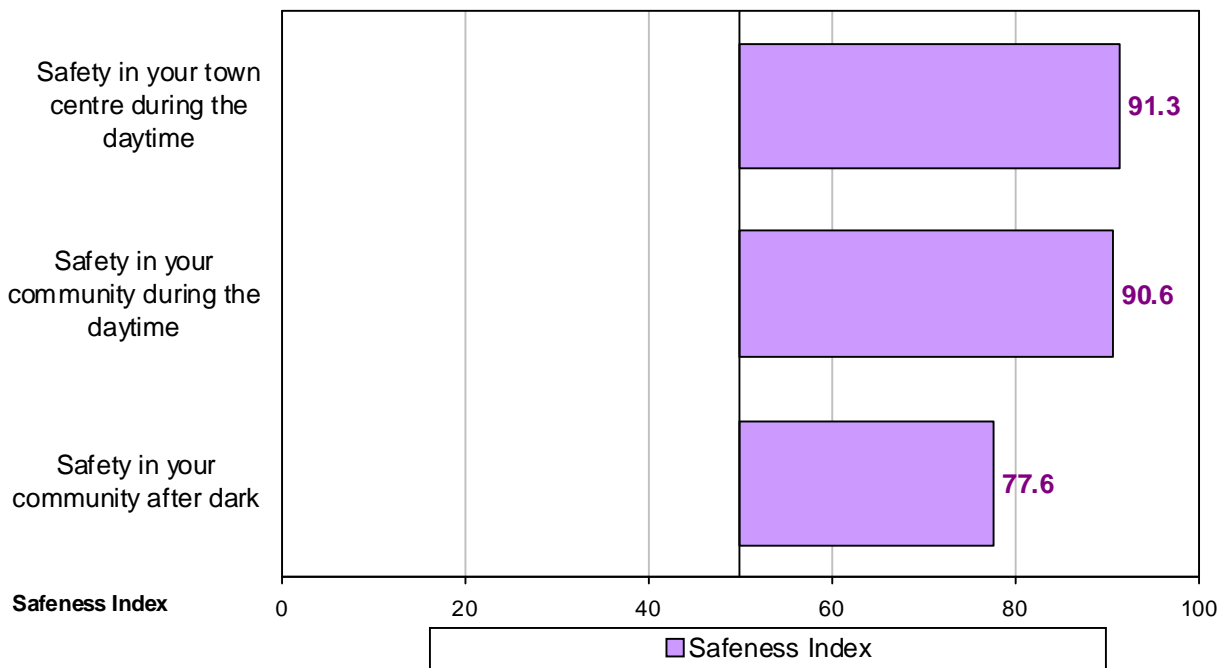
Safety Factors

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 vast majority of respondents (96%) felt safe (Scores 6 – 10) with the factor 'Safety in your community during the daytime' and only 4% felt unsafe (Scores 0 – 4). Conversely, four fifths of the sample (85%) felt safe (Scores 6 – 10) with the factor 'Safety in your community after dark' and 5% felt unsafe (Scores 0 – 4).

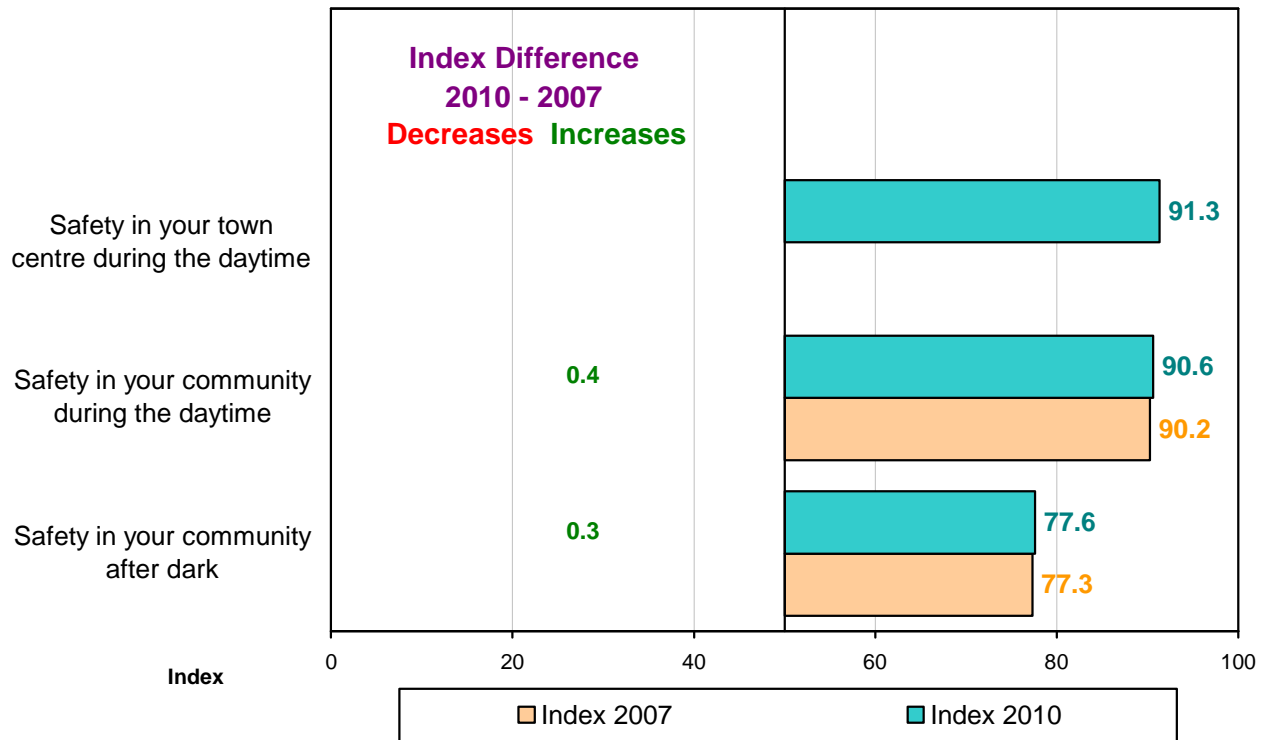


This reflects in the Safeness Index which is 91.3 for the 'Safety in your town centre during the daytime' versus 77.6 for the 'Safety in your community after dark'. The lower Index for the latter factor implies that the safety after dark is more of an issue for respondents.



Safety Factors - Comparison to 2007

The following chart compares the 2010 results with 2007 for the Safety factors. There were 2 increases and no decreases in the Indexes among the Safety factors. The factor 'safety in your community during the daytime' was up 0.4 points (Index 90.6) while the factor 'safety in your community after dark' was up 0.3 points (Index 77.6). The factor 'safety in your town centre during the daytime' was included for the first time this year (Index 91.3)



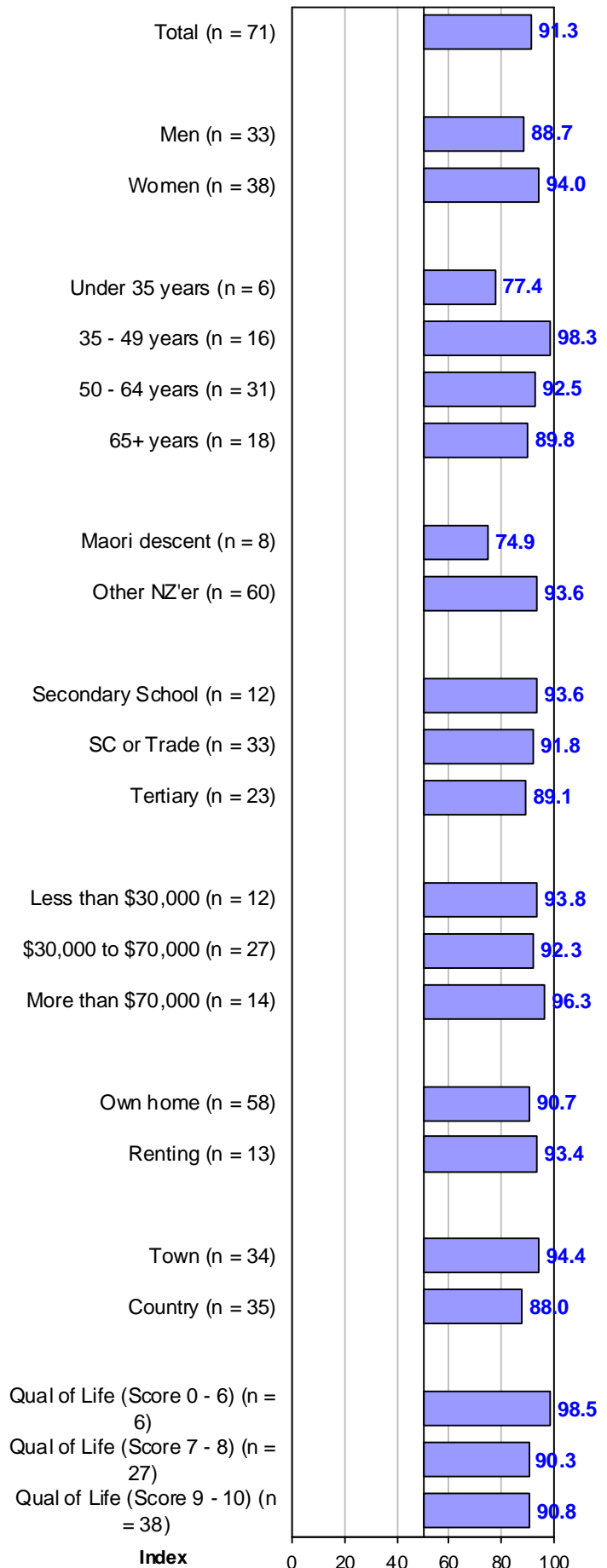
Safety in your town centre during the daytime by demographics

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 feeling safe in their town centre during the daytime across the subgroups of interest. However, there are a number of variables which have an impact on how safe the respondent feels in their town centre during the daytime. The chart opposite compares these variables.

There is limited variation between the variables. The variables that appear to have had the greatest impact on the respondents' feeling of safe in their town centre during the daytime were:

- Those aged under 35 feel less safe (Index 77.4) versus an Index of 89.8 to 98.3 for the other age brackets.
- Those of Maori descent (Index 74.9) feel less safe than other New Zealanders (Index 93.6)
- Those who live in town (Index 94.4) feel safer than those who live in the country (Index 88.0).
- Those who are not happy with their 'Quality of Life' feel safer (Index 98.5) versus an Index 90.3 – 90.8 for the other subgroups.



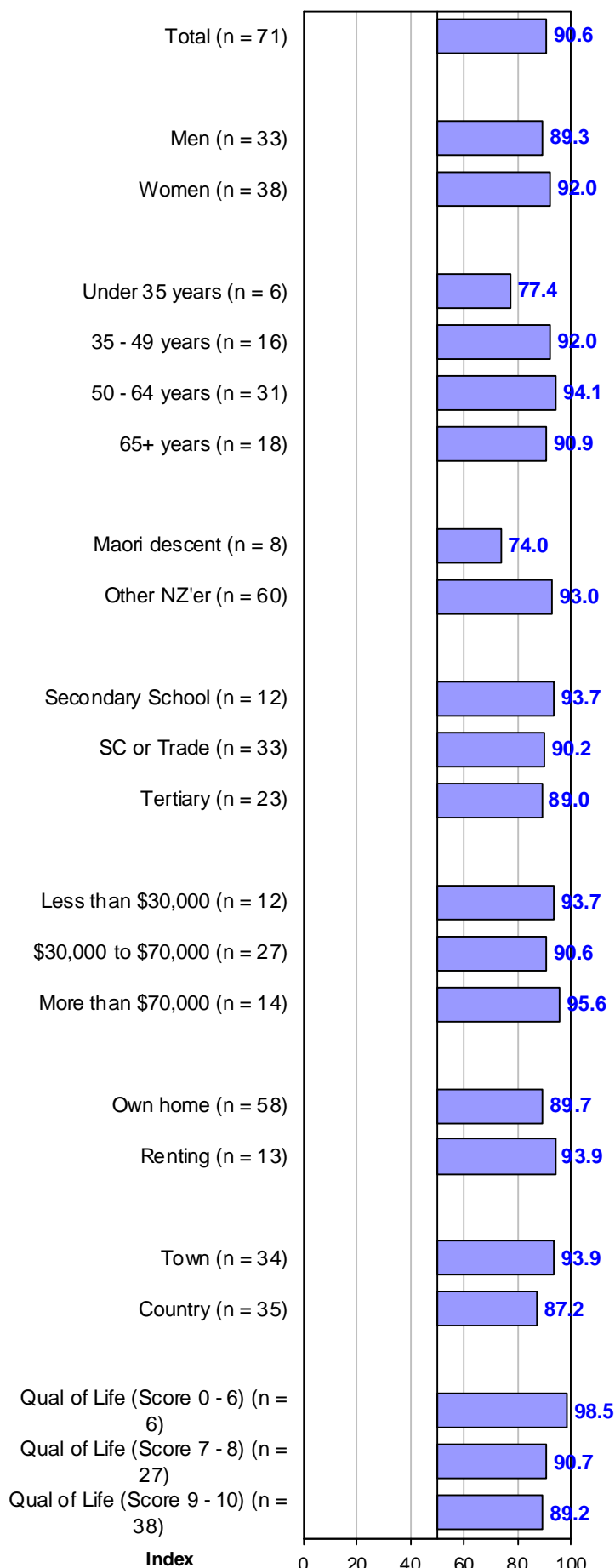
Safety in your community during the daytime by demographics

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 feeling safe across the subgroups of interest. However, there are a number of variables which have an impact on how safe the respondent feels in their community during the daytime. The chart opposite compares these variables.

There is limited variation between the variables. The variables that appear to have had the greatest impact on the respondents’ feeling of safety in their community during the daytime were:

- Those aged under 35 feel less safe (Index 77.4) versus an Index of 90.9 to 94.1 for the other age brackets.
- Those of Maori descent (Index 74.0) feel less safe than other New Zealanders (Index 93.0)
- Those who live in town (Index 93.9) feel safer than those who live in the country (Index 87.2).
- Those who are not happy with their ‘Quality of Life’ feel safer (Index 98.5) versus an Index 89.2 – 90.7 for the other subgroups
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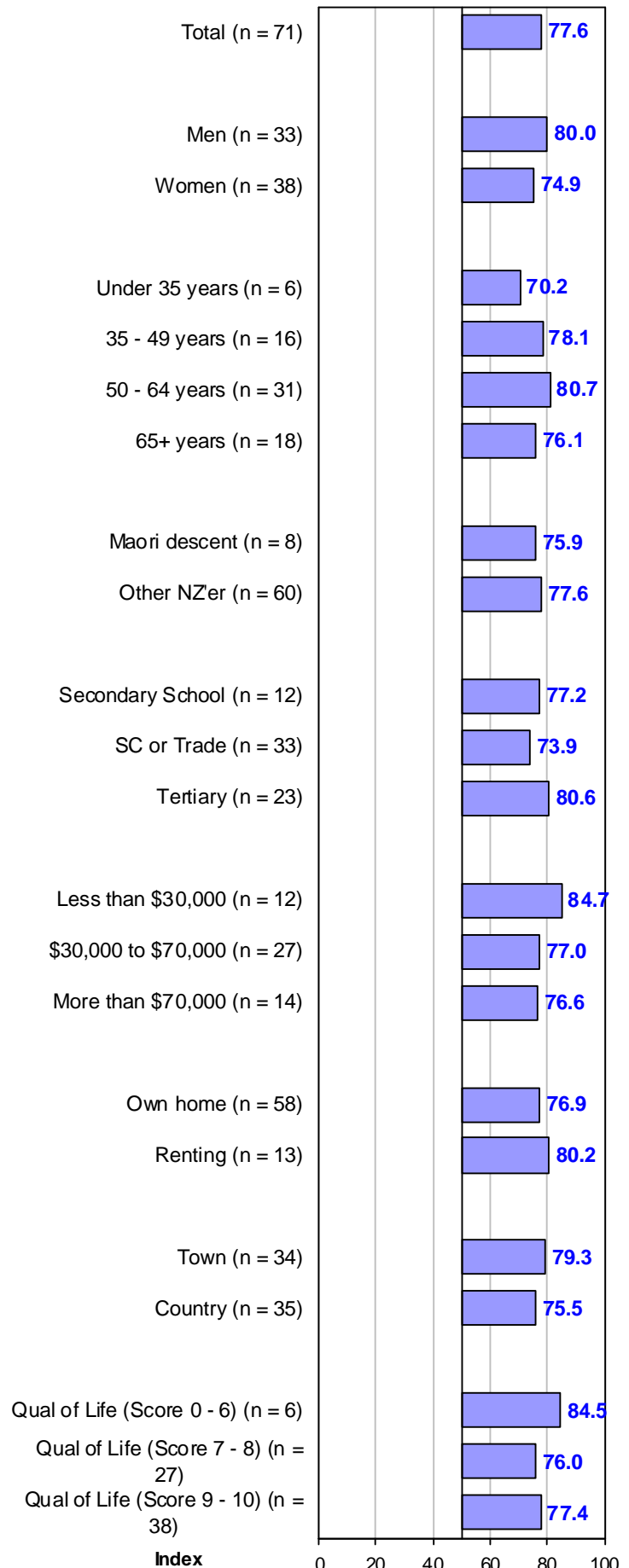


Safety in your community after dark by demographics

There are a number of variables which have an impact on how safe the respondent feels in their community after dark. The chart opposite compares these variables.

The variables that appear to have had the greatest impact on the respondents' feeling of safety in their community after dark were:

- Women (Index 74.9) feel less safe than men (Index 80.0)
- Those aged under 35 feel less safe after dark (Index 70.2) versus an Index 76.1 to 80.7 for the other age brackets.
- Those with a household income under \$30,000 feel safer in their community after dark (Index 84.7) versus an Index 76.6 to 77.0 for the other income brackets.
- Those who are not happy with their 'Quality of Life' feel safer (Index 84.5) versus an Index 76.0 – 77.4 for the other subgroups.



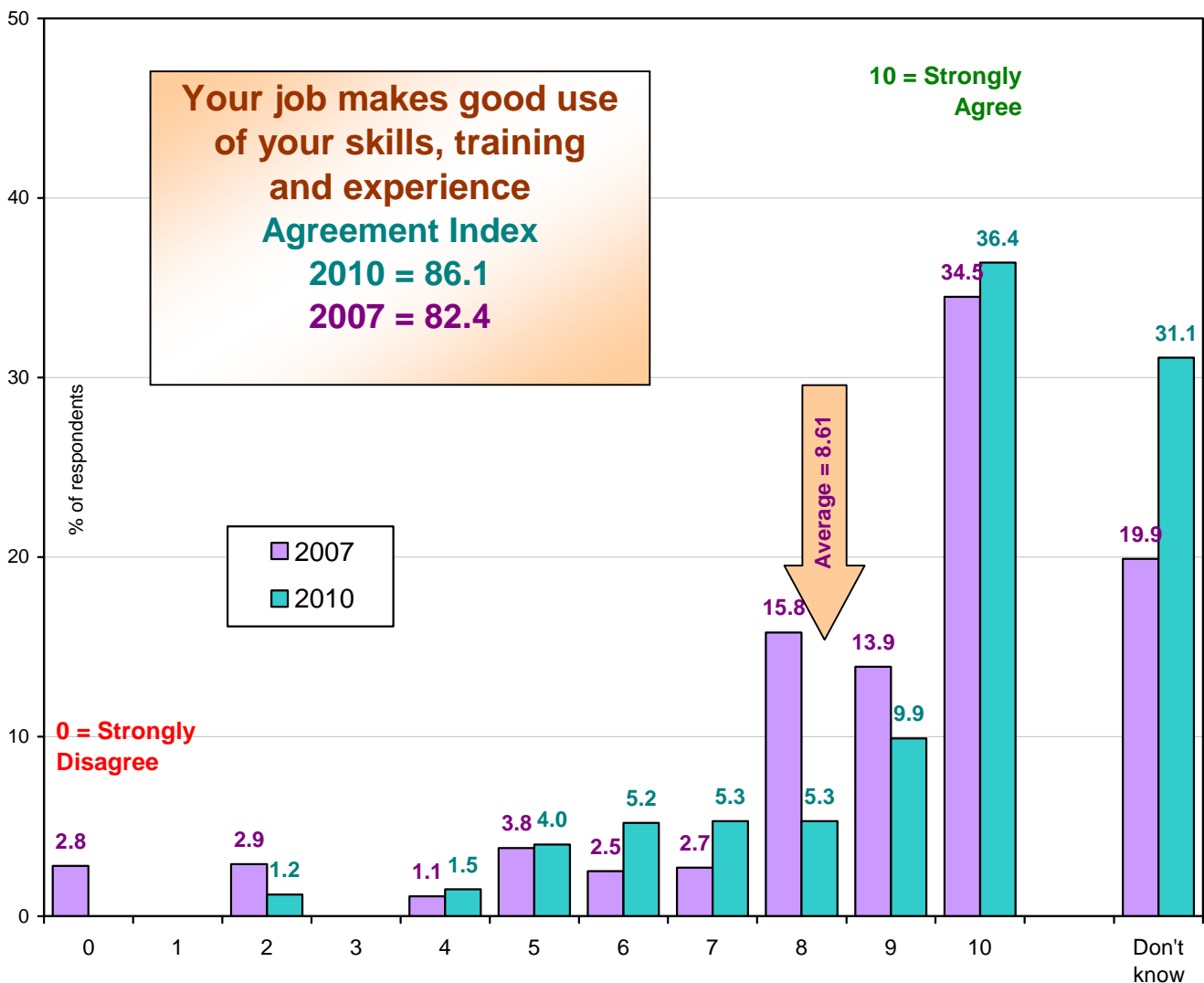
Work Opportunities

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 third of the respondents (31%) did not answer this question, presumably because they were not working. Two thirds of the respondents (62%) agreed with the statement 'Your job makes good use of your skills, training and experience' (scores of 6 – 10). A third of the respondents (36%) strongly agreed (Score of 10) while 10% rated this with a score of 9. The mode (most frequent value) is a score of 10.

Only 4% 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 (1%) disagreed with the statement 'Your job makes good use of your skills, training and experience' (Scores 0 – 4).

The Agreement Index (AI score)⁹, (a weighted score across the Agreement scale) for 'Your job makes good use of your skills, training and experience' was 86.1. This is up 3.7 points from 2007 and once again the result implies most respondents feel their jobs are making good use of their skills, training and experience.



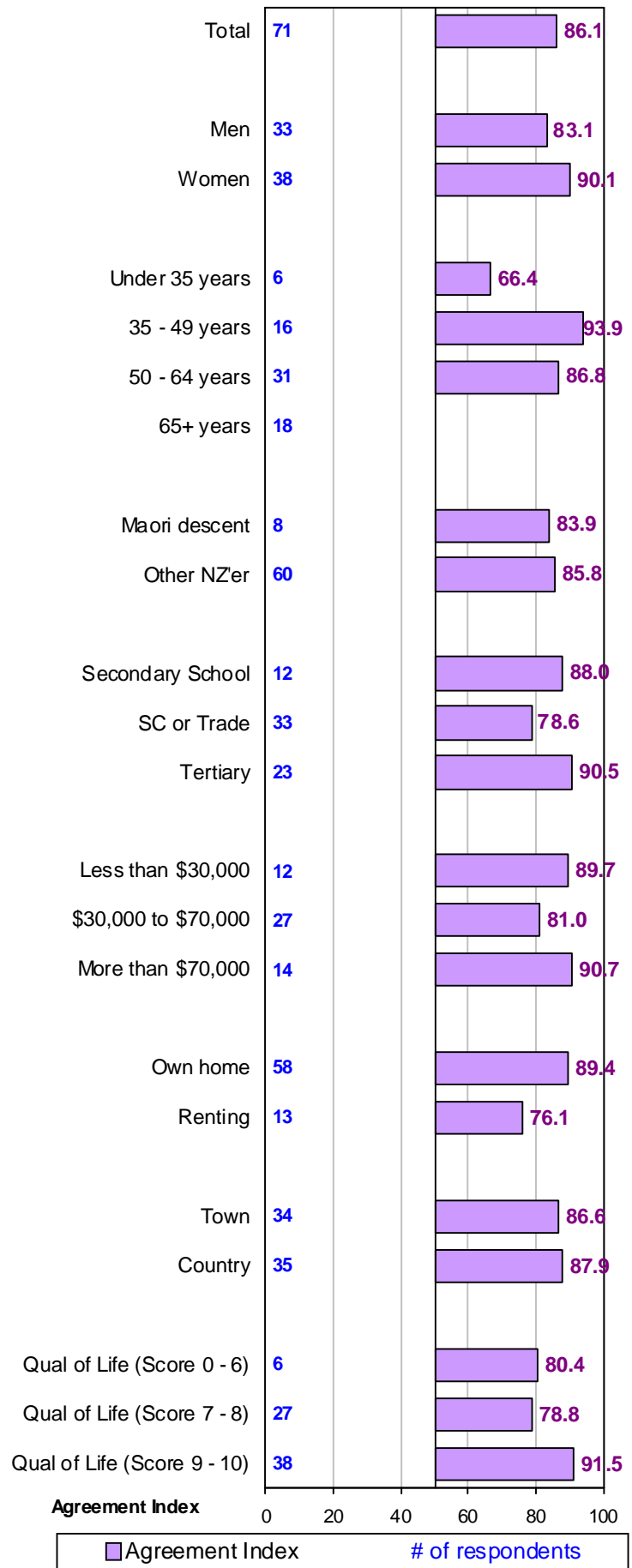
⁹ The Agreement Index (AI) converts each respondents answer across the satisfaction scale to a score out of 100. The AI is 10 times the average individual score based on the 11 point satisfaction scale (0 = strongly disagree to 10 = strongly agree)

Agreement with ‘Your job makes good use of your skills, training and experience’ by demographics

Generally, most of the subgroups agree with the statement ‘Your job makes good use of your skills, training and experience’. However, some subgroups tend to have higher levels of agreement than others. The chart opposite compares these variables.

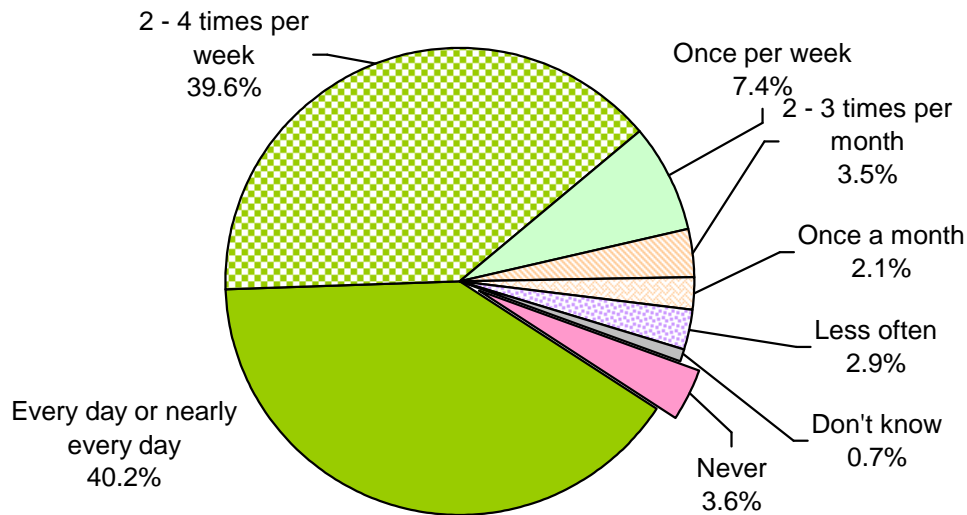
The variables that appear to have had the greatest impact on level of agreement with the statement ‘Your job makes good use of your skills, training and experience’ were:

- Those aged under 35 (Agreement Index 66.4) are less likely to agree with this statement than those in the other age brackets (Agreement Index 86.8 – 93.9).
- Those who live in their own home (Agreement Index 89.4) are more likely to agree with this statement than those who rent or board (Agreement Index 76.1)
- Those who are very happy with their ‘Quality of Life’ (Agreement Index 91.5) are more likely to agree with this statement than those who are less happy with their ‘Quality of Life’ (Agreement Index 78.8 – 80.4).

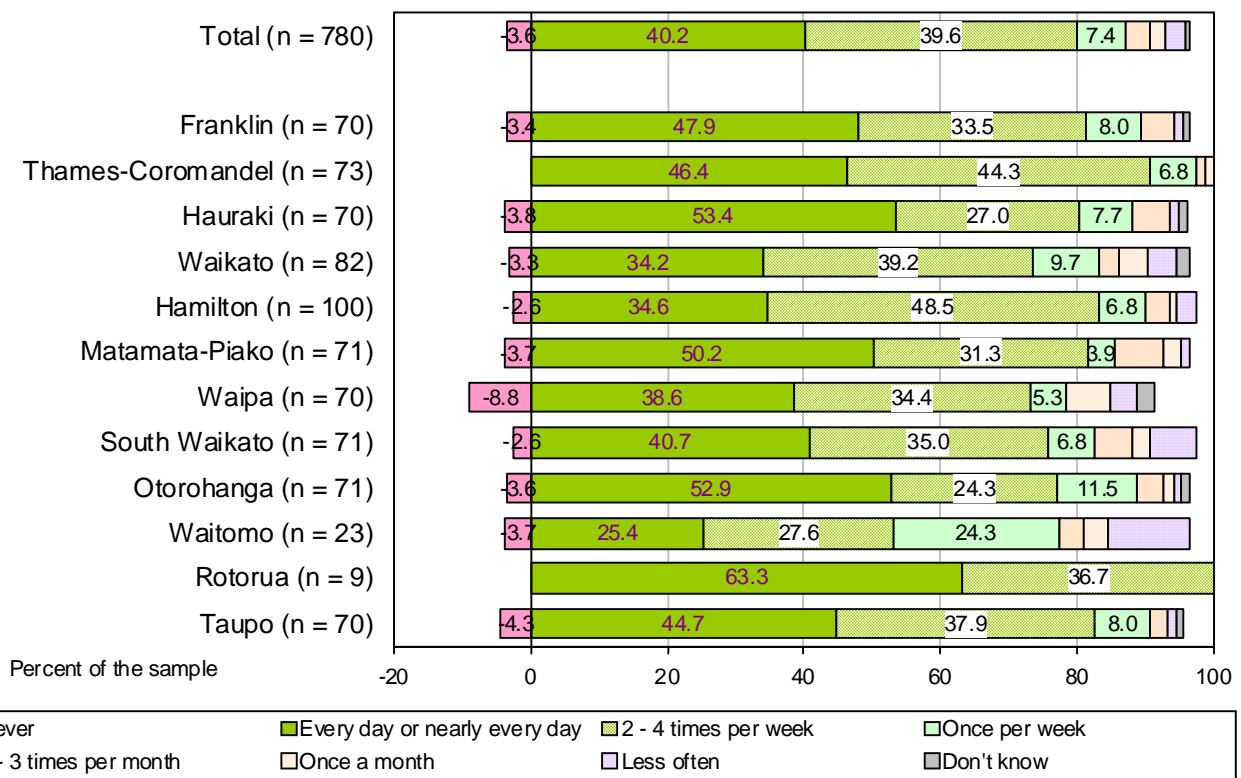


Participation in Sport and Active Leisure

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.



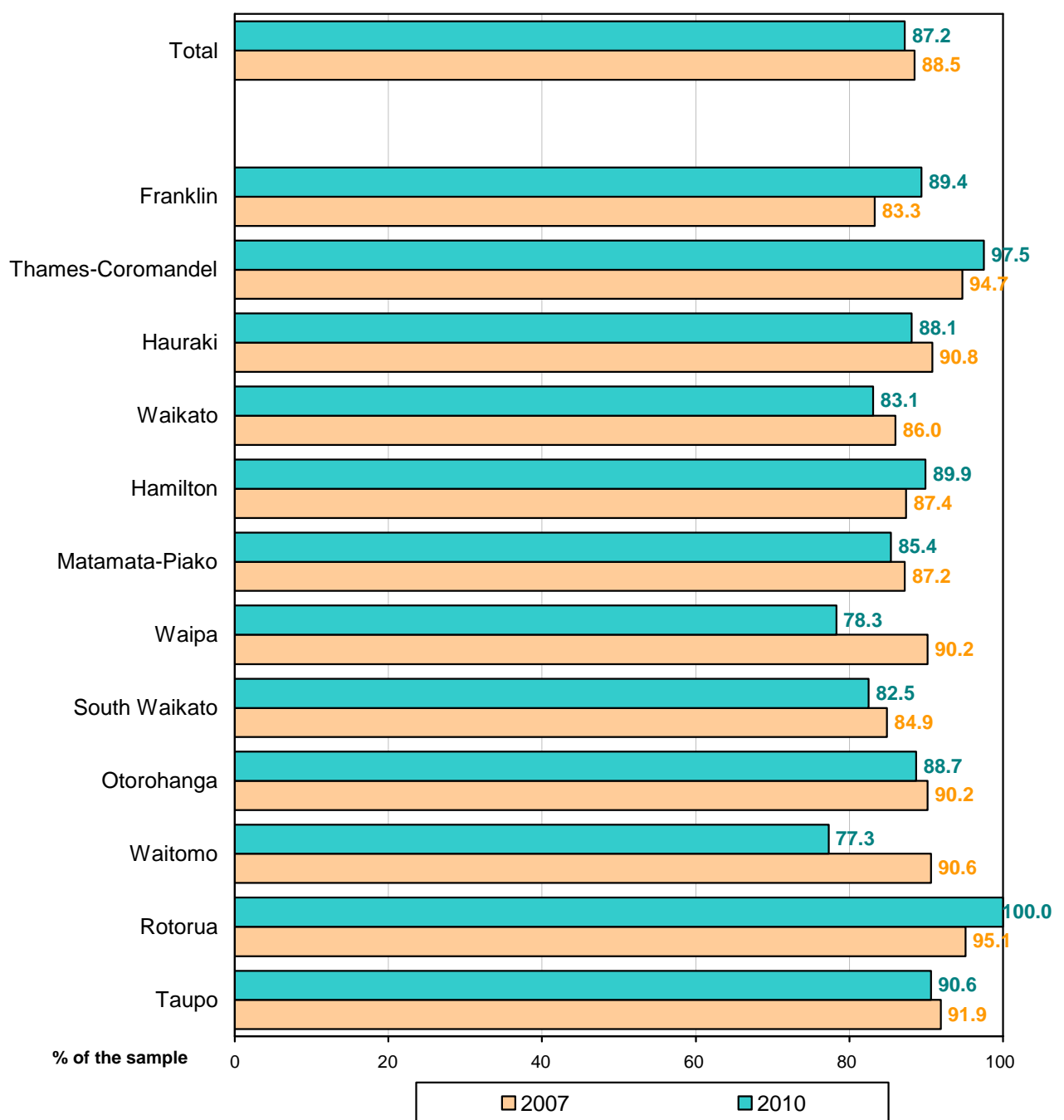
Participation in Sport and Active Leisure - Comparison to 2007

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.

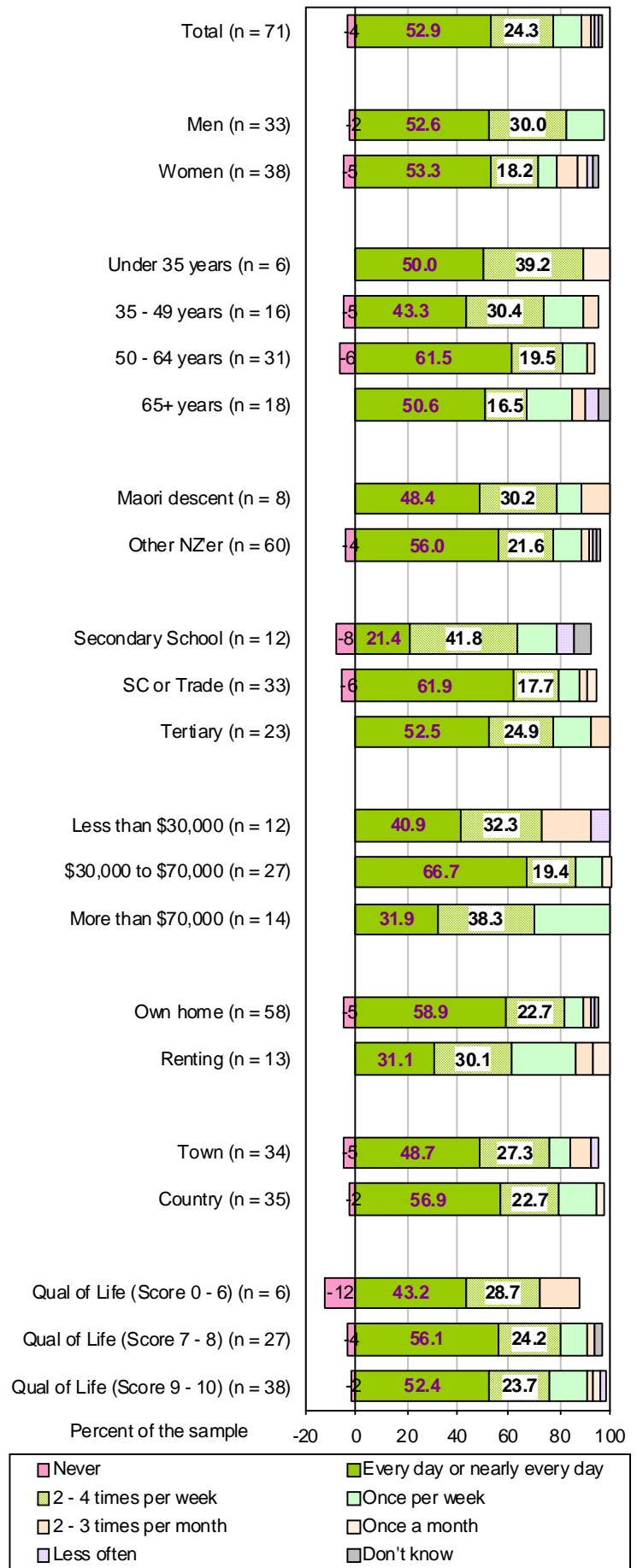
The results are similar to 2007 although there are some larger differences for some districts like Waipa and Waitomo. The differences may be caused by abnormal results in 2007, because of changing demographics or because the situation in relation to exercise has changed since 2007.



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.

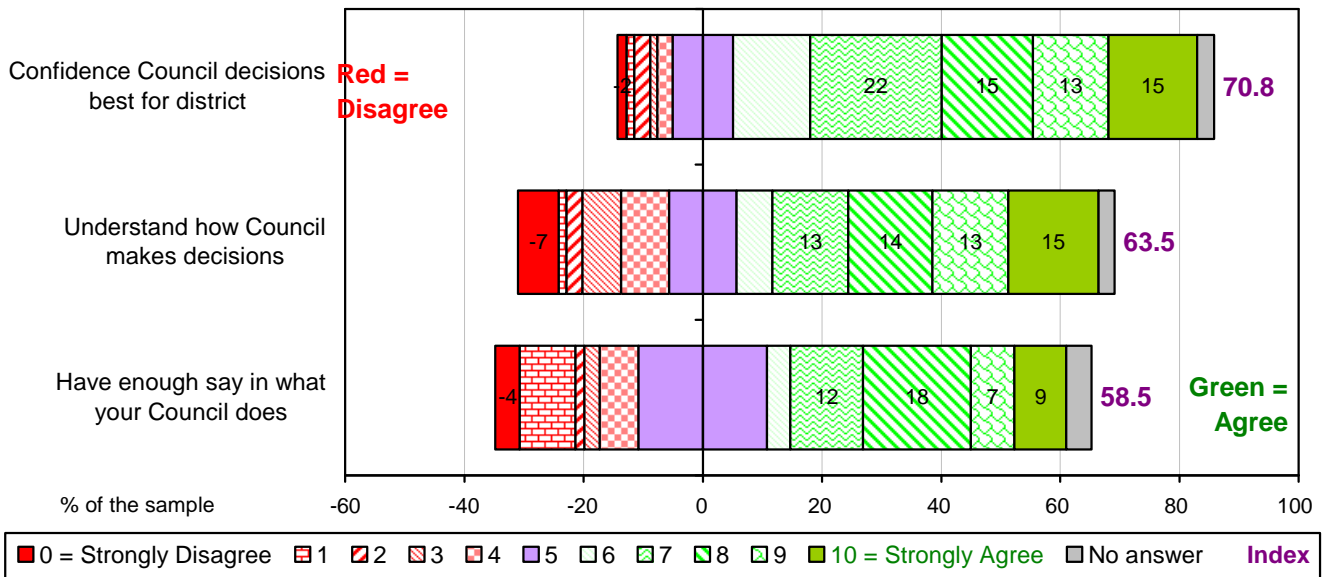
There is limited variance across the subgroups of interest in the proportion of respondents who said they exercised for 30 minutes or more. The chart opposite compares these variables.



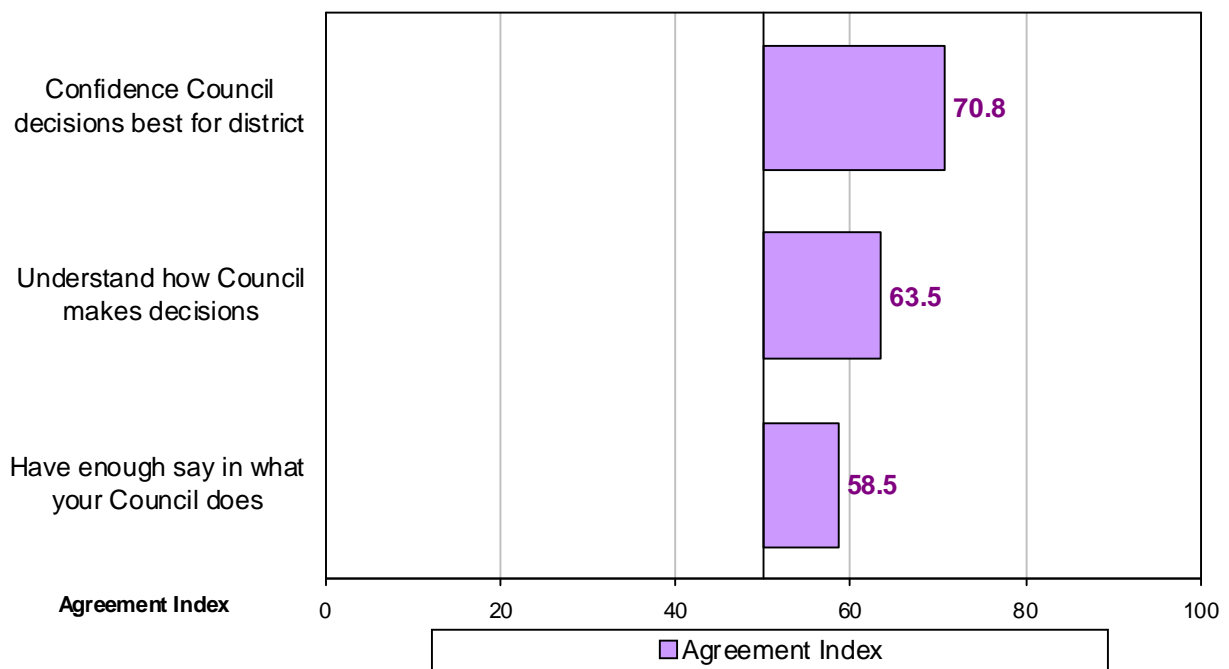
Council Decision Making Factors

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'

Three quarters of the respondents (78%) 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 50% for the statement 'You have enough say in what your Council does'. Between 9% and 25% of the respondents disagreed with each statement (scores 0 – 4).

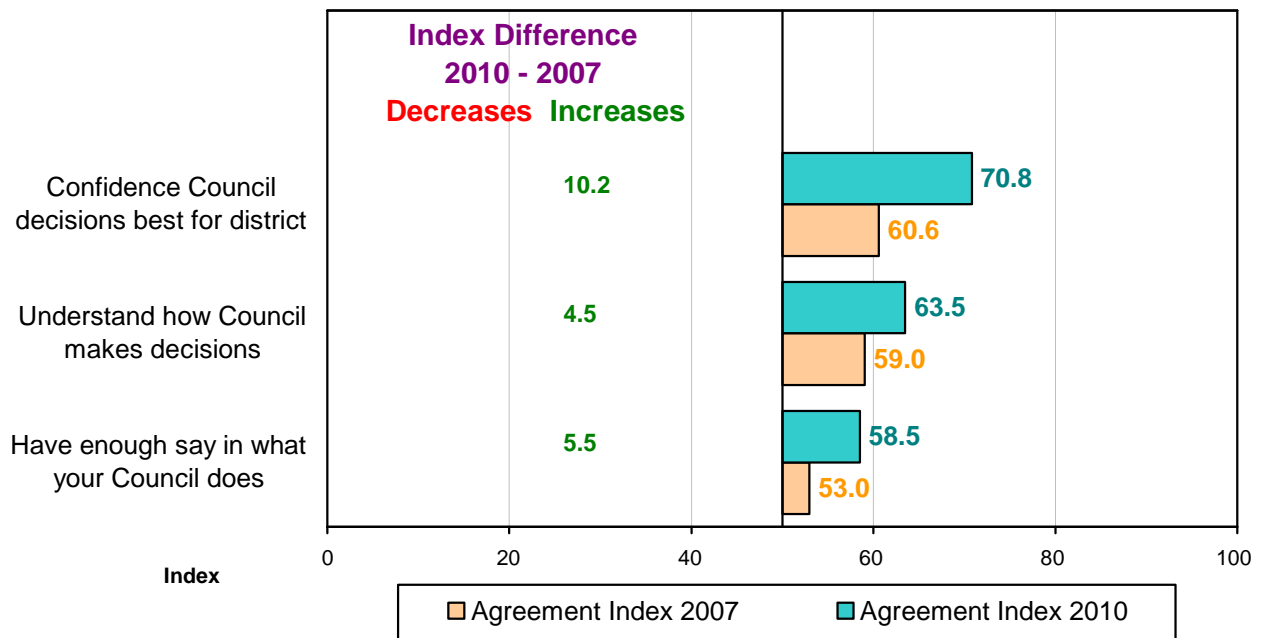


This reflects in the Agreement Index which is 70.8 for the statement 'Overall, you have confidence that the Council makes decisions that are in the best interests of your district' down to an Agreement Index of 58.5 for the statement 'You have enough say in what your Council does'.



Council Decision Making Factors - Comparison to 2007

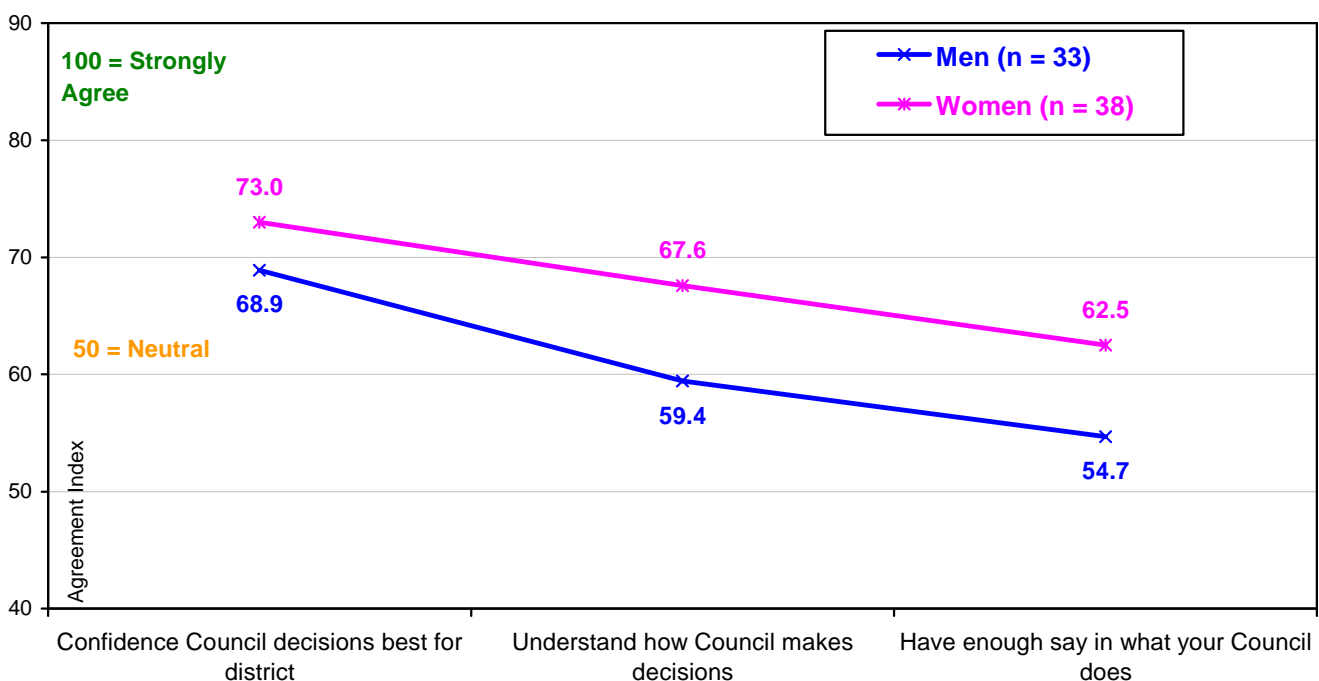
The following chart compares the 2010 results with 2007 for the Council Decision Making factors. There were 3 increases and no decreases in the Indexes among the Council Decision Making factors. The factor 'Overall, you have confidence that the Council makes decisions that are in the best interests of your district' was up 10.2 points (Index 70.8). The factor 'You have enough say in what your Council does' was up 5.5 points (Index 58.5) while the factor 'Overall, you understand how your Council makes decisions' was up 4.5 points (Index 63.5).



Council Decision Making Factors by Gender

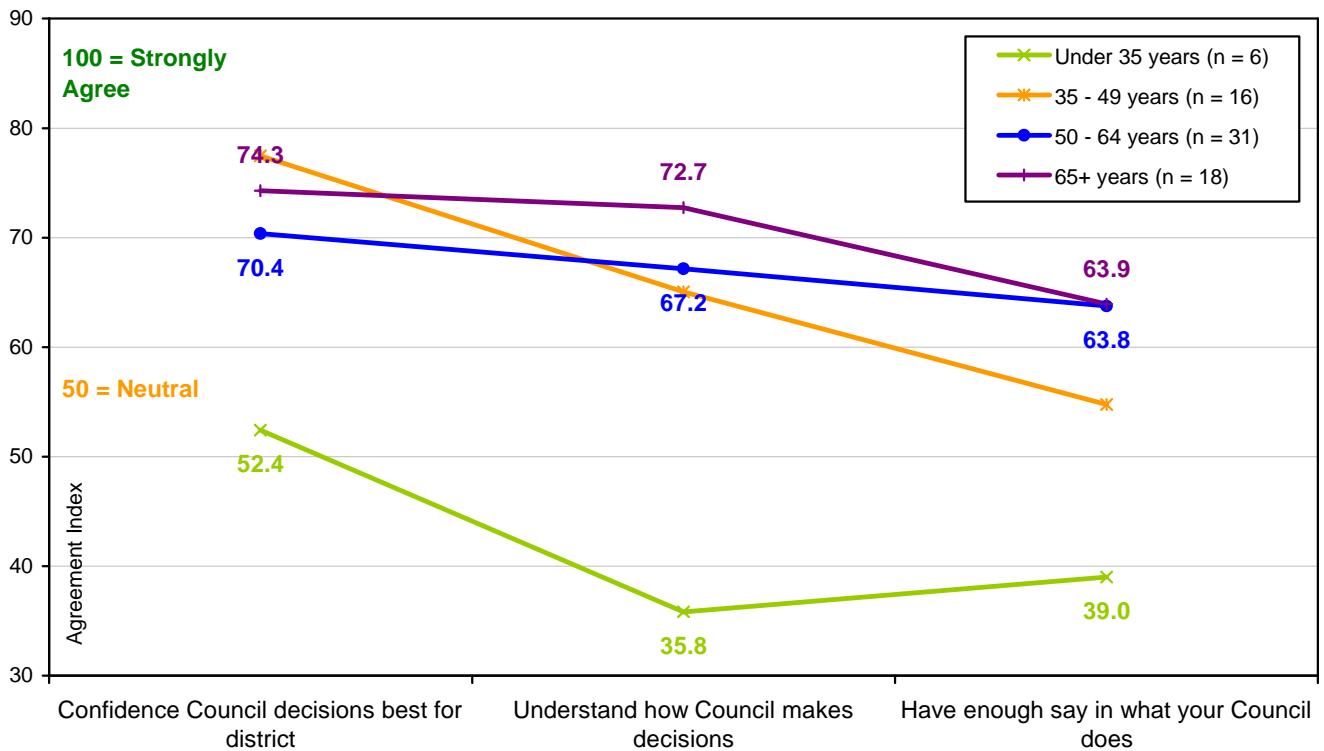
Please note there are small numbers of respondents in many of the subgroups so care is recommended in the interpretation.

There is some variation in the Agreement Index for the Council Decision Making factors based on gender. Women agree more strongly with each statement.



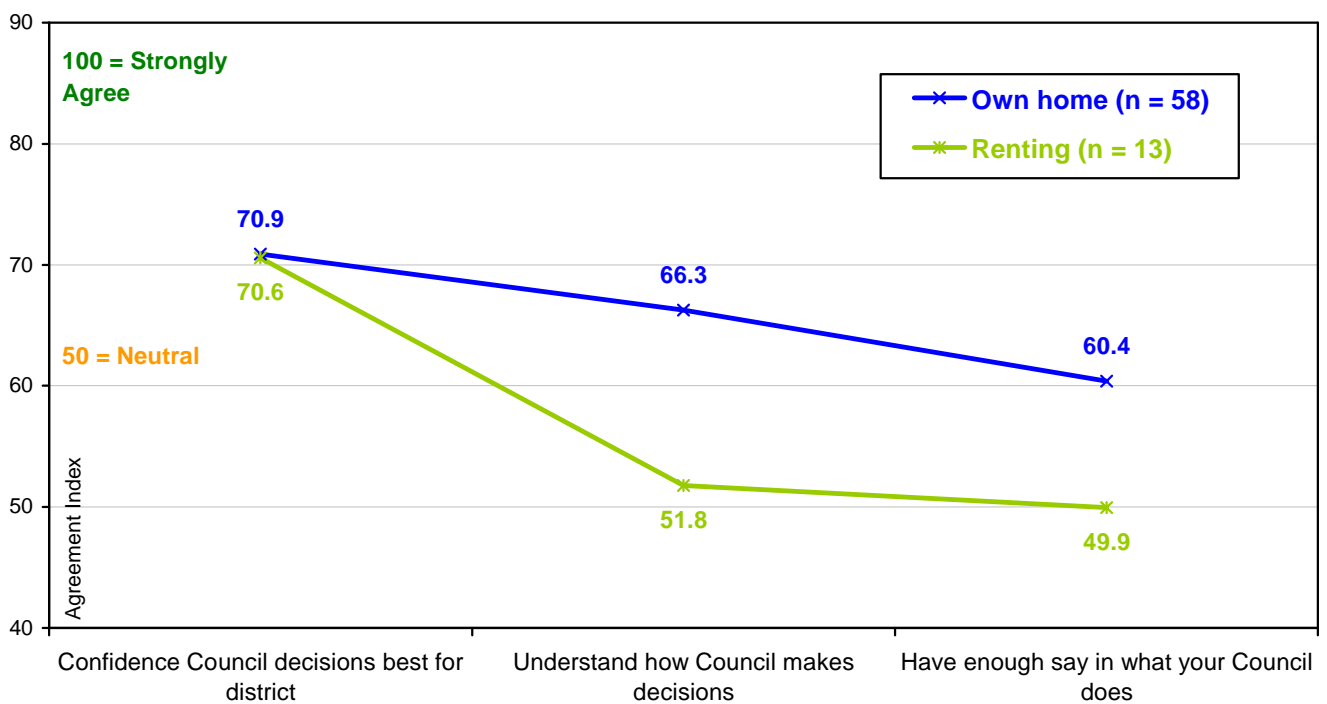
Council Decision Making Factors by Age Grouping

The Agreement Index for the Council Decision Making factors varies by age group with those aged under 35 having weaker agreement with all statements. The greatest variation is in the statement ‘Overall, you understand how your Council makes decisions’.



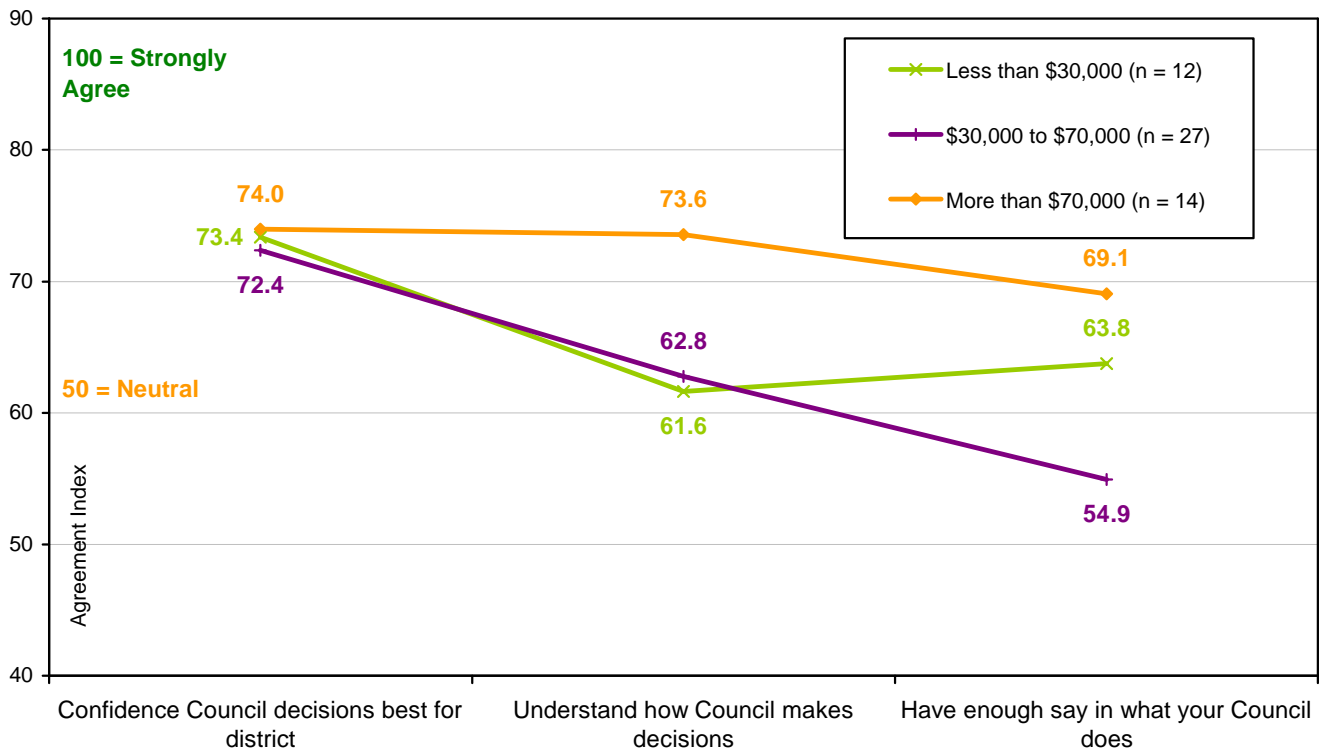
Council Decision Making Factors by Home Ownership

Those in their own homes are more likely to agree with all of the Council Decision Making factors.



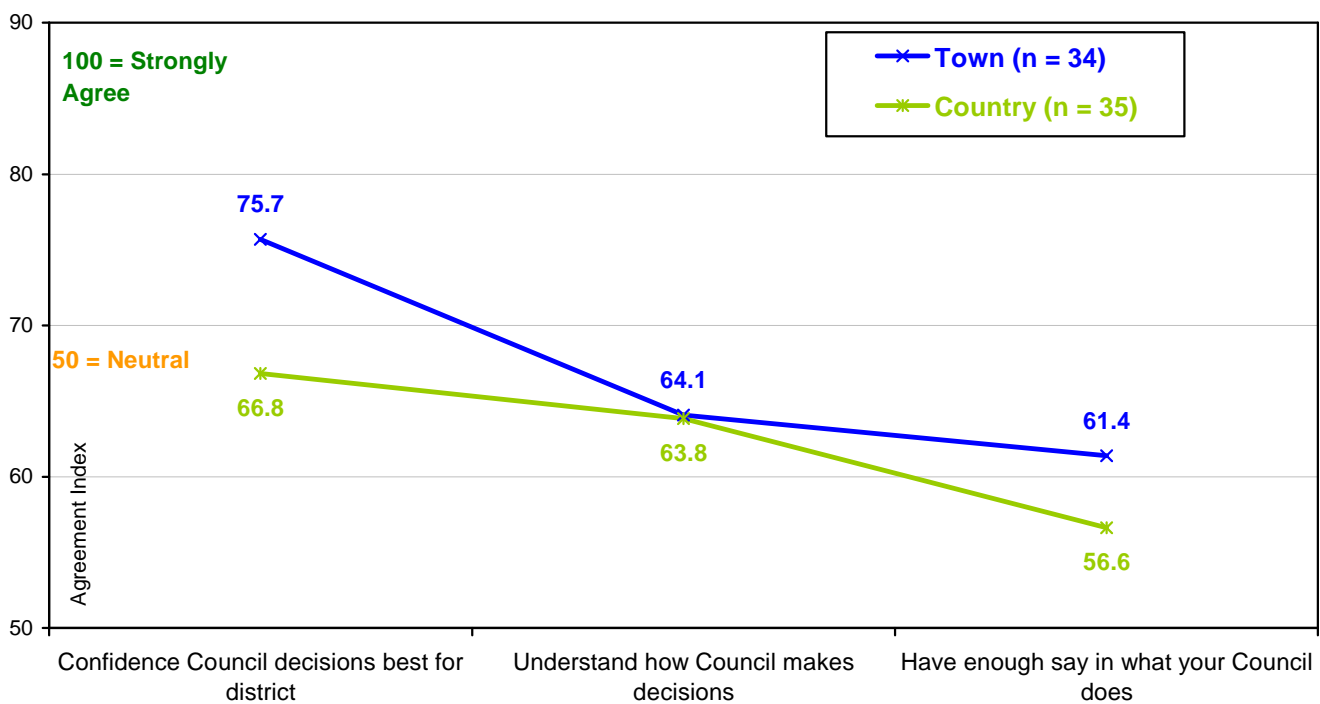
Council Decision Making Factors by Household Income

There is some variation in the level of agreement with these factors based on household income with this being greatest for the statement 'you have enough say in what your Council does'.



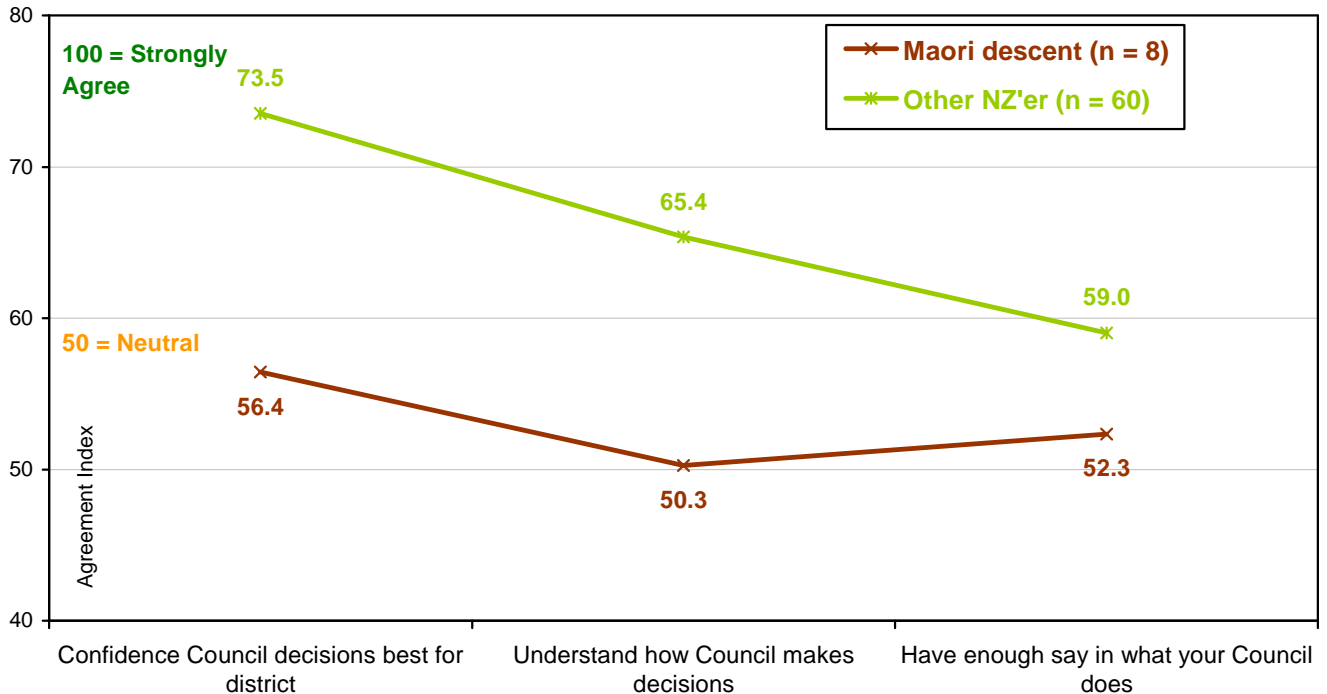
Council Decision Making Factors by Living in Town versus the Country

There is some difference in the level of agreement with each of the Council Decision Making statements between those who live in town and those who live in the country.



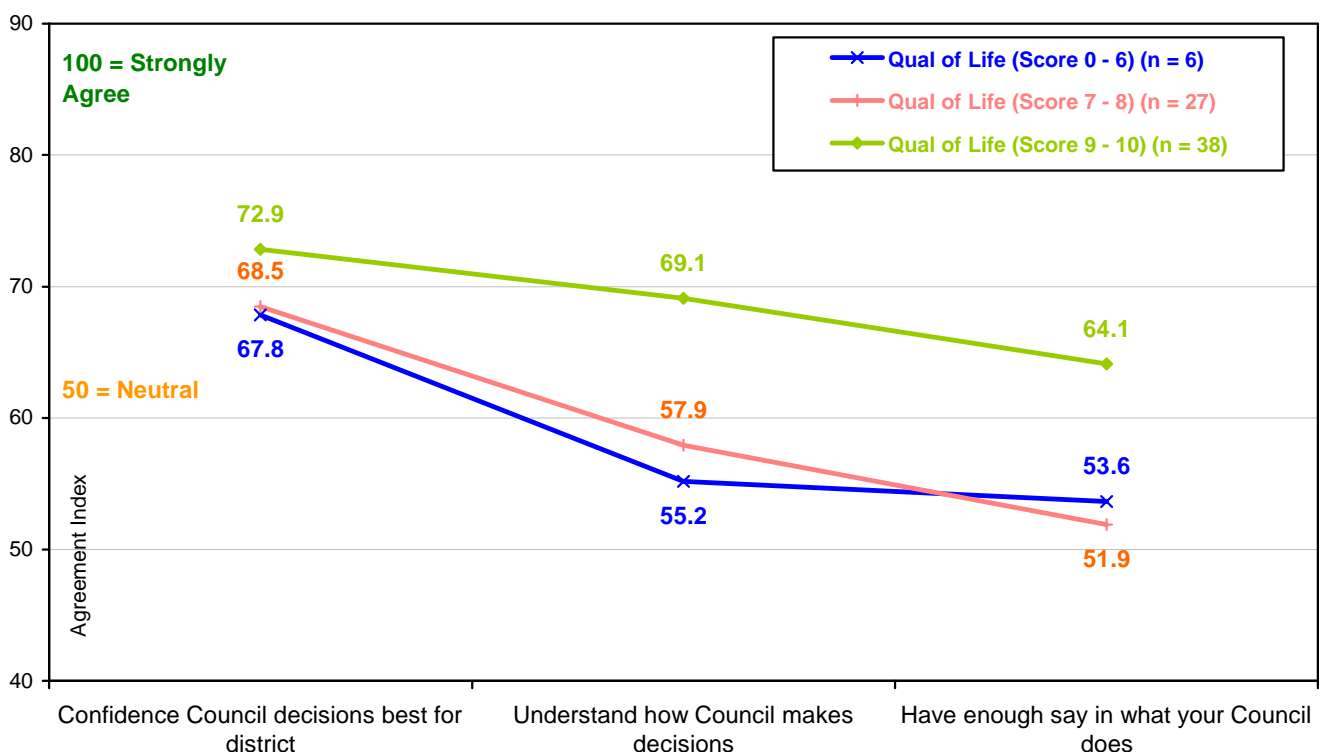
Council Decision Making Factors by Ethnic group identify with

There is some variation in most of the Council Decision Making factors between those who identify themselves as Maori and other New Zealanders. The largest difference is in the Agreement Index for the statement 'Overall, you have confidence that the Council makes decisions that are in the best interests of your district' which varies 17 points.



Council Decision Making Factors by Happiness with Quality of Life

Those who are very happy with their 'Quality of Life' (scores of 0 - 6) are the most likely to agree with each of the Council Decision Making statements.



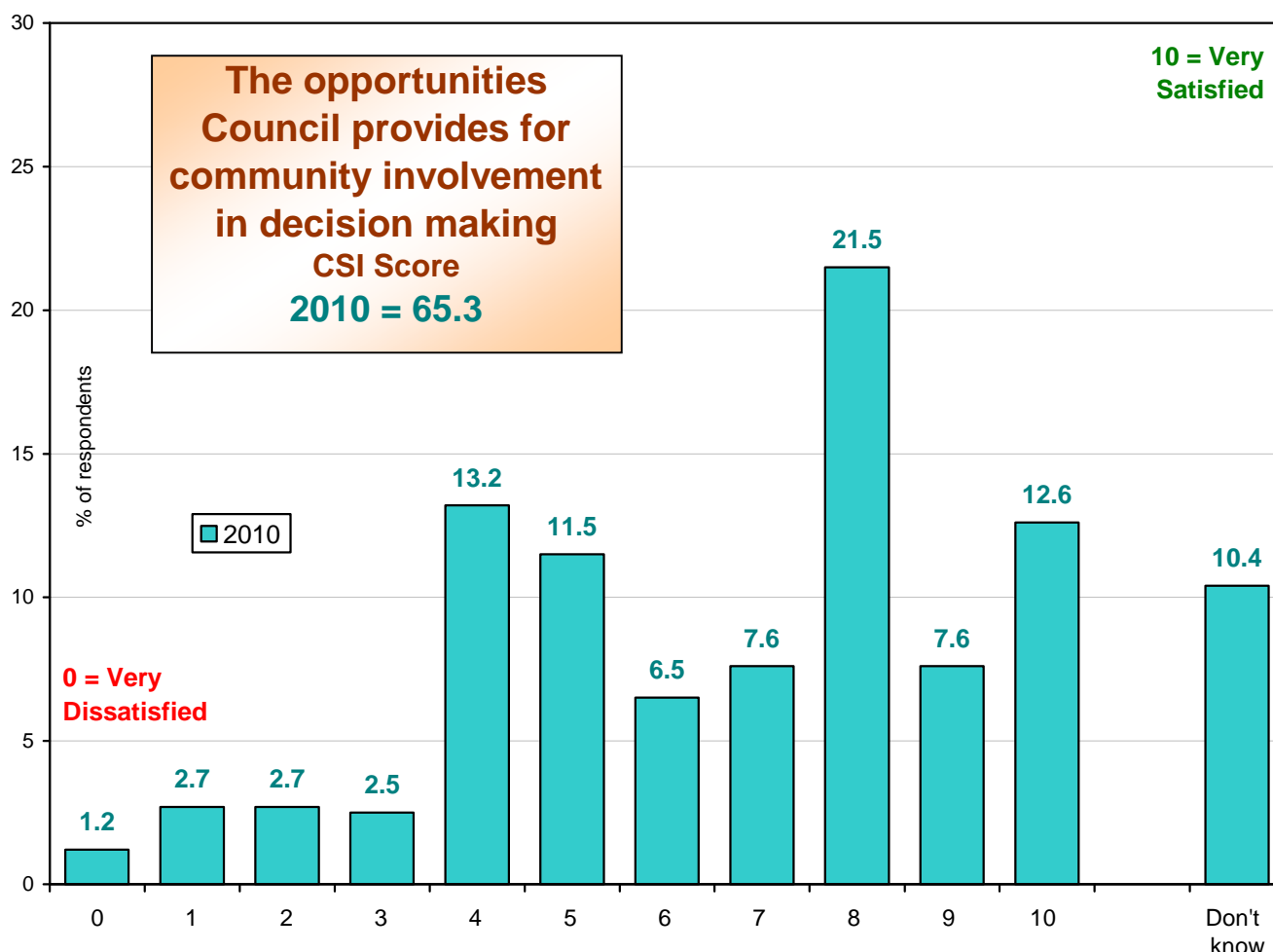
Opportunities for involvement in decision making

The respondents were asked '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)?'

Half of the respondents (49%) are satisfied with 'the opportunities Council provides for community involvement in decision making' (scores of 7 – 10). An eighth of the respondents (13%) are very satisfied (score of 10) while 8% rated this with a score of 9. The mode (most frequent value) is a score of 8 (22%).

A third of the respondents (31%) rated 'the opportunities Council provides for community involvement in decision making' with a score that was neutral (scores 4 – 6). An eleventh of the respondents (9%) were actually dissatisfied with 'the opportunities Council provides for community involvement in decision making' (Scores 0 – 3).

The CSI score¹⁰, (a weighted score across the satisfaction scale) for 'the opportunities Council provides for community involvement in decision making' was 65.3. This result implies the respondents are expecting greater opportunities for community involvement in decision making.



¹⁰ The CSI Score 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)

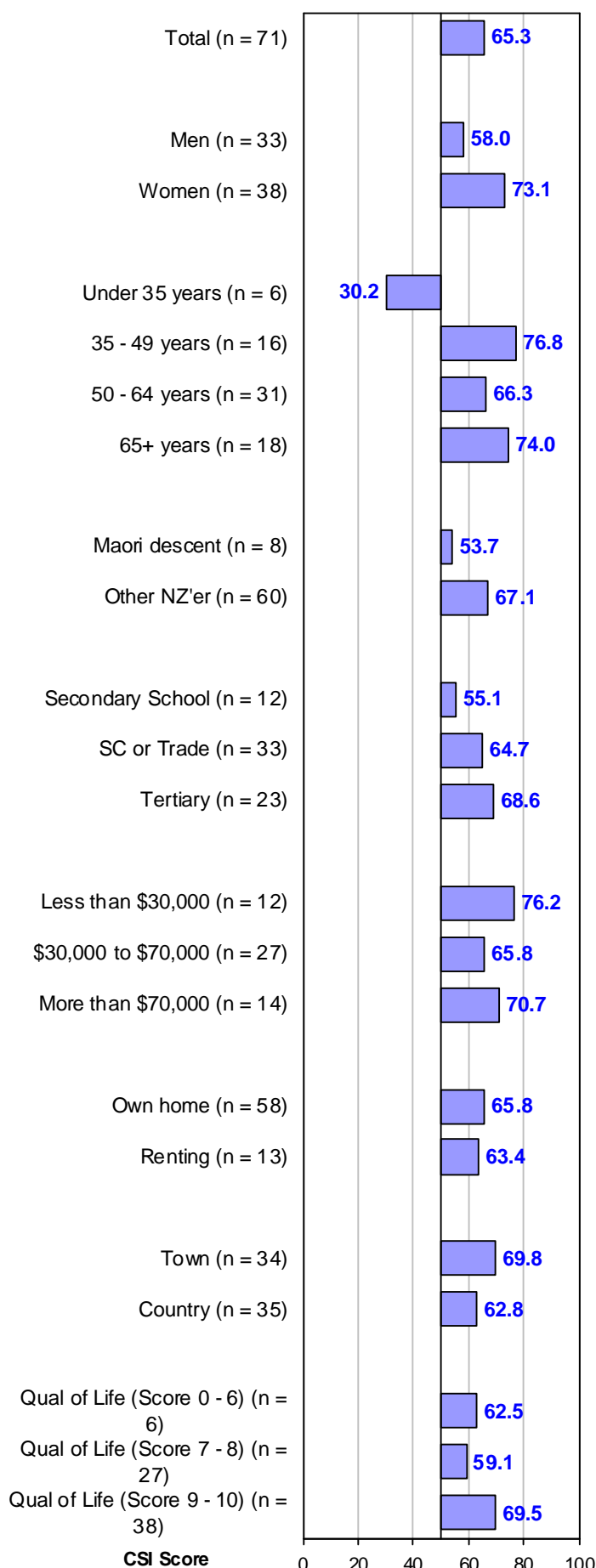
Satisfaction with ‘the opportunities Council provides for community involvement in decision making’ by demographics

There are only modest levels of satisfaction across the subgroups of interest.

There are a number of variables which have an impact on level of satisfaction with ‘the opportunities Council provides for community involvement in decision making’. The chart opposite compares these variables.

The variables that appear to have had the greatest impact on the respondents’ satisfaction with ‘the opportunities Council provides for community involvement in decision making’ were:

- Women (CSI Score 73.1) are much more satisfied than men (CSI Score 58.0)
- Respondents aged under 35 (CSI Score 30.2) are much less satisfied than those in the other age brackets (CSI Score 66.3 – 76.8)
- Respondents of Maori descent (CSI Score 53.7) are much less satisfied than New Zealanders of other ethnic backgrounds (CSI Score 67.1)
- Respondents with a tertiary qualification (CSI Score 68.6) are much more satisfied
- Those who live in town are more satisfied than those who live in the country (CSI Score 69.8 and 62.8 respectively).

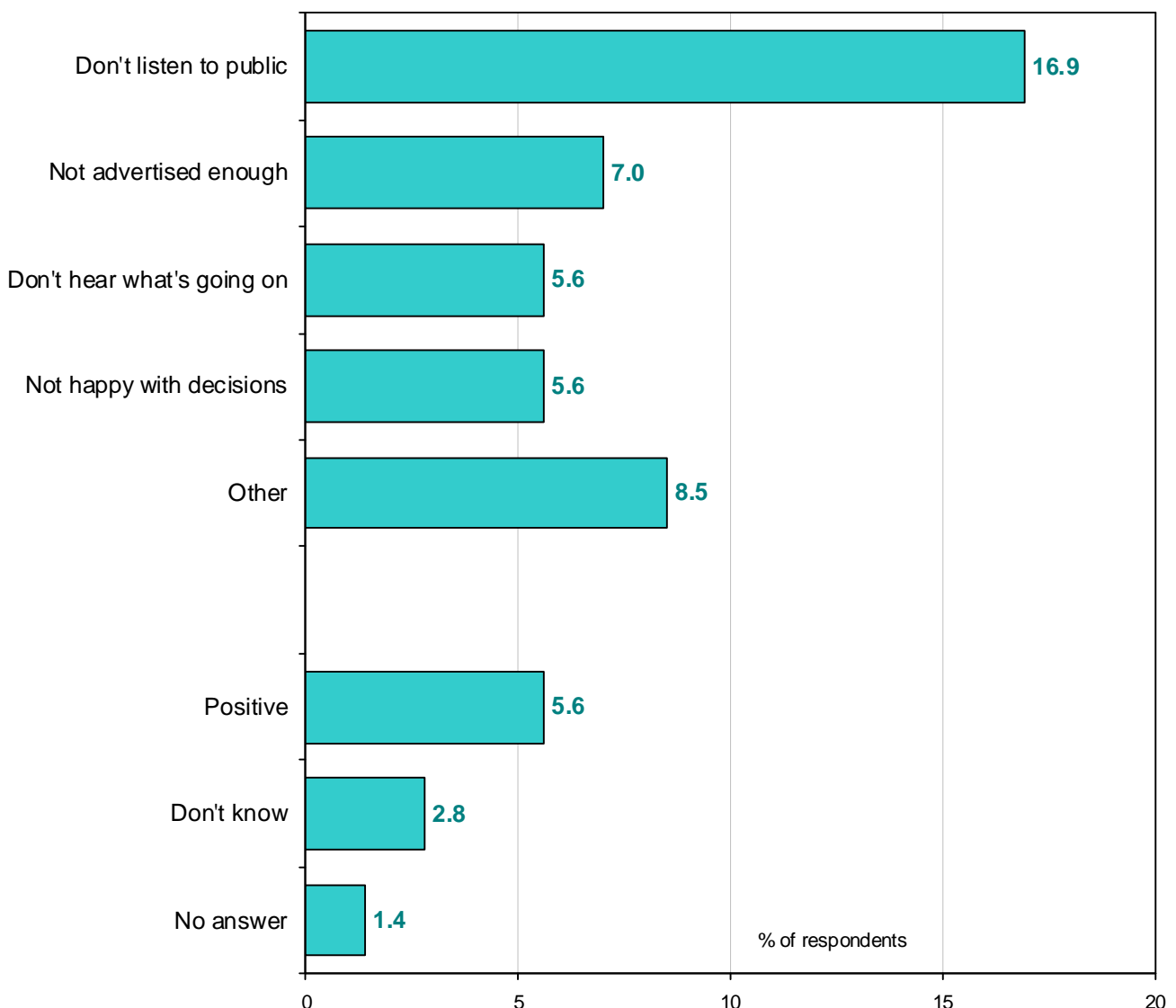


Opportunities for involvement in decision making - why

The respondents were asked '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)? Respondents who were less than satisfied (Scores 0 – 7) were then asked 'Why do you feel this way?'

Just under half the respondents (47%, n = 33) were less than satisfied with the opportunities Council provides for community involvement in decision making. 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 the perception Council do not listen to the public (17%). Smaller numbers mentioned the fact this is not advertised enough (7%), they don't hear what is going on (6%) or they are not happy with the decisions (6%). There was also a range of other comments.

Some respondents made positive comments (6%) or did not know (3%) or did not answer this question (1%).



The main reasons for feeling less than satisfied with the opportunities for community involvement in decision making provided by Council were that Council don't listen to public/go ahead regardless (16.9% of the sample with equates to 36% of the subgroup):

'More of the Environment Waikato information gets through than local Council. The local Council needs to put more information out for the public. Also while putting information out they need to have some form of community input' (Otorohanga: SS = 4)

'Because I feel that we live in a rural area and there is too much subdivision happening all the time and we get no say in it' (Otorohanga: SS = 4)

'I'm on the Business Association. We battle with Council over issues such as proposals for roading. Due to them not consulting the Business Association we have lost 8 car parks' (Otorohanga: SS = 4)

'They are a law to themselves; they have a vision and they do not want to listen to anything else' (Otorohanga: SS = 4)

'When you do have an opinion, it's generally ignored' (Otorohanga: SS = 4)

'Because it just all seems to go on without input from community members. I don't personally ever see what's going on' (Otorohanga: SS = 5)

'Hard to know how these guys operate, decision making lacks consultation' (Otorohanga: SS = 5)

'There is a lot of things that have happened over the years that they haven't involved people in' (Otorohanga: SS = 5)

'They often make decisions without necessary output' (Otorohanga: SS = 5)

'Well, we have approached Council in the past and they have just pushed us under the map and we've lost confidence' (Otorohanga: SS = 5)

'They do advertise what they are doing but do they listen or do they have preconceived ideas?' (Otorohanga: SS = 6)

'They do ask for people's involvement but not everyone is in favour and not all agree with the final decision' (Otorohanga: SS = 6)

Some respondents felt that they don't let people know what is going on or advertise the opportunities enough (mentioned by 7.0% of respondents or 15% of the subgroup)

'They only advertise in the paper once when most people see one paper out of four. Two weeks of local paper' (Otorohanga: SS = 1)

'More of the Environment Waikato information gets through than local Council. The local Council needs to put more information out for the public. Also while putting information out they need to have some form of community input' (Otorohanga: SS = 4)

'Haven't had any notification of those who sat the meetings and the services' (Otorohanga: SS = 4)

'Well I don't have a lot to do with anything, I don't read the paper or anything like that. I would like to be notified through other means' (Otorohanga: SS = 5)

'Because there's not enough publicity' (Otorohanga: SS = 6)

Others suggested they did not hear what was going on (5.6% mention or 12% of the subgroup):

'They don't notify us of any decisions they make in that area' (Otorohanga: SS = 0)

'Never had anything from the Council saying we're going to do this and going to do that' (Otorohanga: SS = 2)

'I think a lot of things happen and nobody knows about it' (Otorohanga: SS = 3)

'Because it just all seems to go on without input from community members. I don't personally ever see what's going on' (Otorohanga: SS = 5)

Others commented they were not happy with the decisions being made (5.6% mention or 12% of the subgroup) with the following comments:

'It doesn't matter whether you agree or not, that's what they're gonna do anyway. Referendums or not. It's a waste of time and money' (Otorohanga: SS = 3)

'Because I feel that we live in a rural area and there is too much subdivision happening all the time and we get no say in it' (Otorohanga: SS = 4)

'I'm on the Business Association. We battle with Council over issues such as proposals for roading. Due to them not consulting the Business Association we have lost 8 car parks' (Otorohanga: SS = 4)

'They do ask for people's involvement but not everyone is in favour and not all agree with the final decision' (Otorohanga: SS = 6)

Other comments were offered in response to opportunities of involvement in decision making as follows:

'Because the town really lacks the support for sport and community involvement in fitness area; everyone is going to other towns because there isn't enough coaches, as funding was taken away' (Otorohanga: SS = 4)

'Because they listen to the whingers too much. The noisy minority get their say and not everyone else' (Otorohanga: SS = 5)

'Don't seem to have many meetings; when they are held, they are over 50 minutes away from our house' (Otorohanga: SS = 5)

'I have been in a situation regarding fire hydrants in the roads out here for 26 years. It only got fixed once I contacted Transit NZ in Wellington' (Otorohanga: SS = 6)

'My husband is in the community board' (Otorohanga: SS = 6)

'Because sometimes Council makes things seem better than what they are' (Otorohanga: SS = 7)

Four positive comments were offered

'Advertise a lot, sending out yearly review of what they're going to do with the peoples money' (Otorohanga: SS = 7)

'Because meetings are advertised, you can go to community meetings if you want to have an input. And also, you can always ring the Council and tell them what you think' (Otorohanga: SS = 7)

'I think we have a real proactive Council; they're there for the town and the people and the whole wider community' (Otorohanga: SS = 7)

'The Mayor is very good and there are a few members that listen to the public' (Otorohanga: SS = 7)

Two respondents didn't know why they were less than satisfied and one respondent did not answer the question:

'I have no idea' (Otorohanga: SS = 4)

'Only lived in country for four years and haven't looked into the decision making of the Council' (Otorohanga: SS = 5)

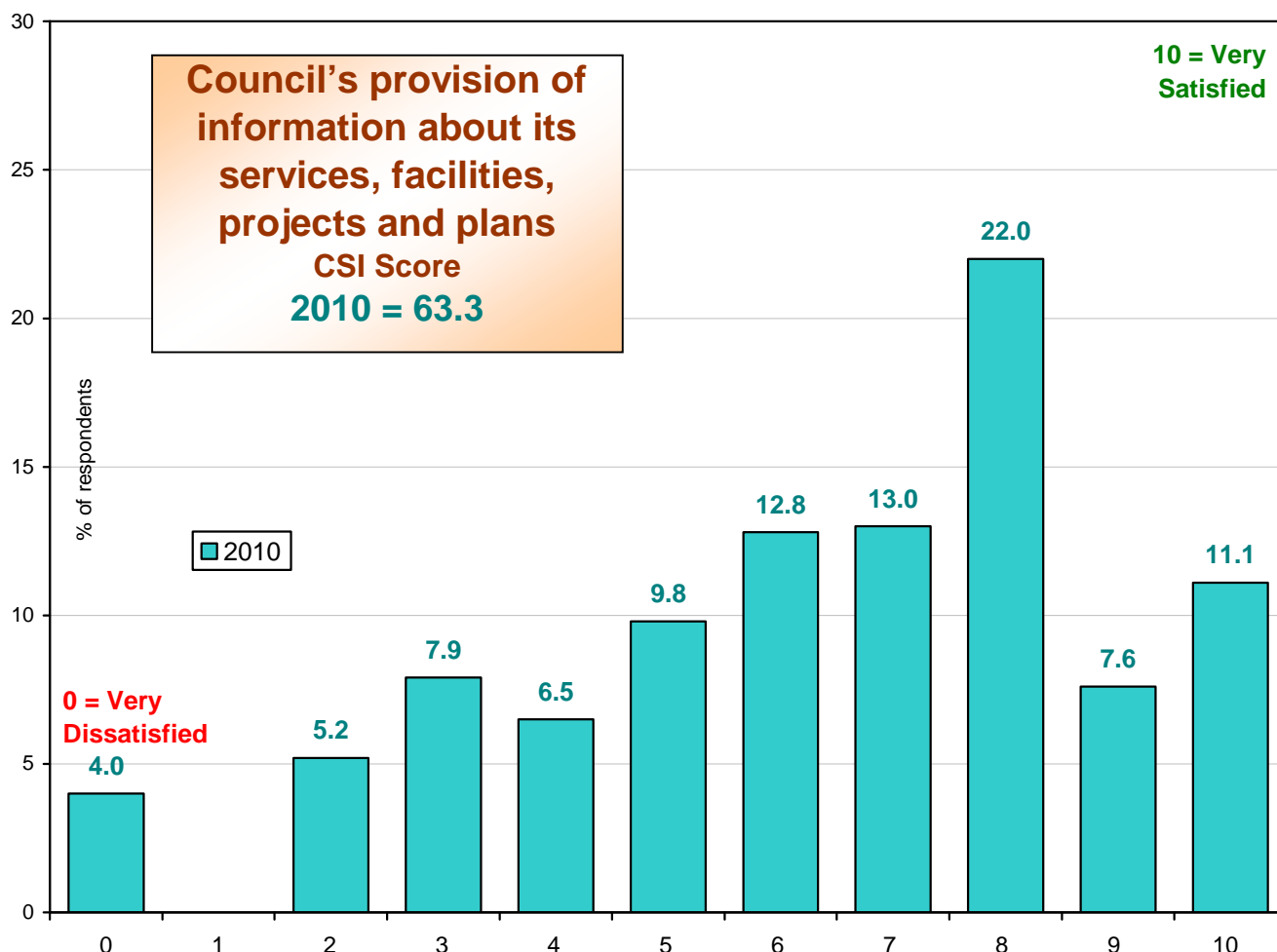
Council’s provision of information

The respondents were asked ‘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?’

Half of the respondents (54%) are satisfied with ‘Council’s provision of information about its services, facilities, projects and plans’ (scores of 7 – 10). A ninth of the respondents (11%) are very satisfied (score of 10) while 8% rated this with a score of 9. The mode (most frequent value) is a score of 8 (22%).

Over a quarter of the respondents (29%) rated ‘Council’s provision of information about its services, facilities, projects and plans’ with a score that was neutral (scores 4 – 6). A sixth of the respondents (17%) were actually dissatisfied with ‘Council’s provision of information about its services, facilities, projects and plans’ (Scores 0 – 3).

The CSI score¹¹, (a weighted score across the satisfaction scale) for ‘Council’s provision of information about its services, facilities, projects and plans’ was 63.3. This result implies the respondents are expecting more from Council in relation to its provision of information about its services, facilities, projects and plans.



¹¹ The CSI Score 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)

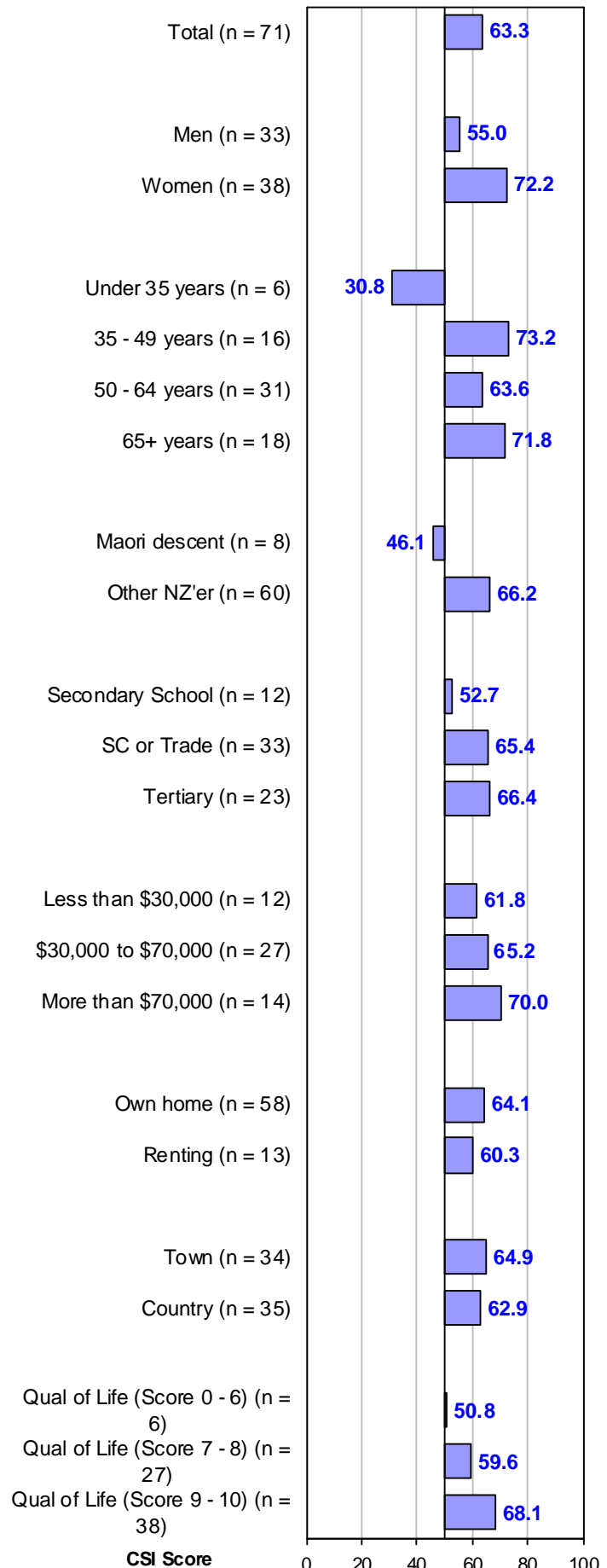
Satisfaction with ‘Council’s provision of information about its services, facilities, projects and plans’ by demographics

There are only modest levels of satisfaction across the subgroups of interest.

There are a number of variables which have an impact on level of satisfaction with ‘Council’s provision of information about its services, facilities, projects and plans’. The chart opposite compares these variables.

The variables that appear to have had the greatest impact on the respondents’ satisfaction with ‘Council’s provision of information about its services, facilities, projects and plans’ were:

- Women (CSI Score 72.2) are much more satisfied than men (CSI Score 55.0)
- Respondents aged under 35 (CSI Score 30.8) are much less satisfied than those in the other age brackets (CSI Score 63.6 – 73.2)
- Respondents of Maori descent (CSI Score 46.1) are much less satisfied than New Zealanders of other ethnic backgrounds (CSI Score 66.2)
- Those who are very happy with their ‘Quality of Life’ (CSI Score 68.1) are more satisfied than those who less happy with their ‘Quality of Life’ (CSI Score 50.8 - 59.6).



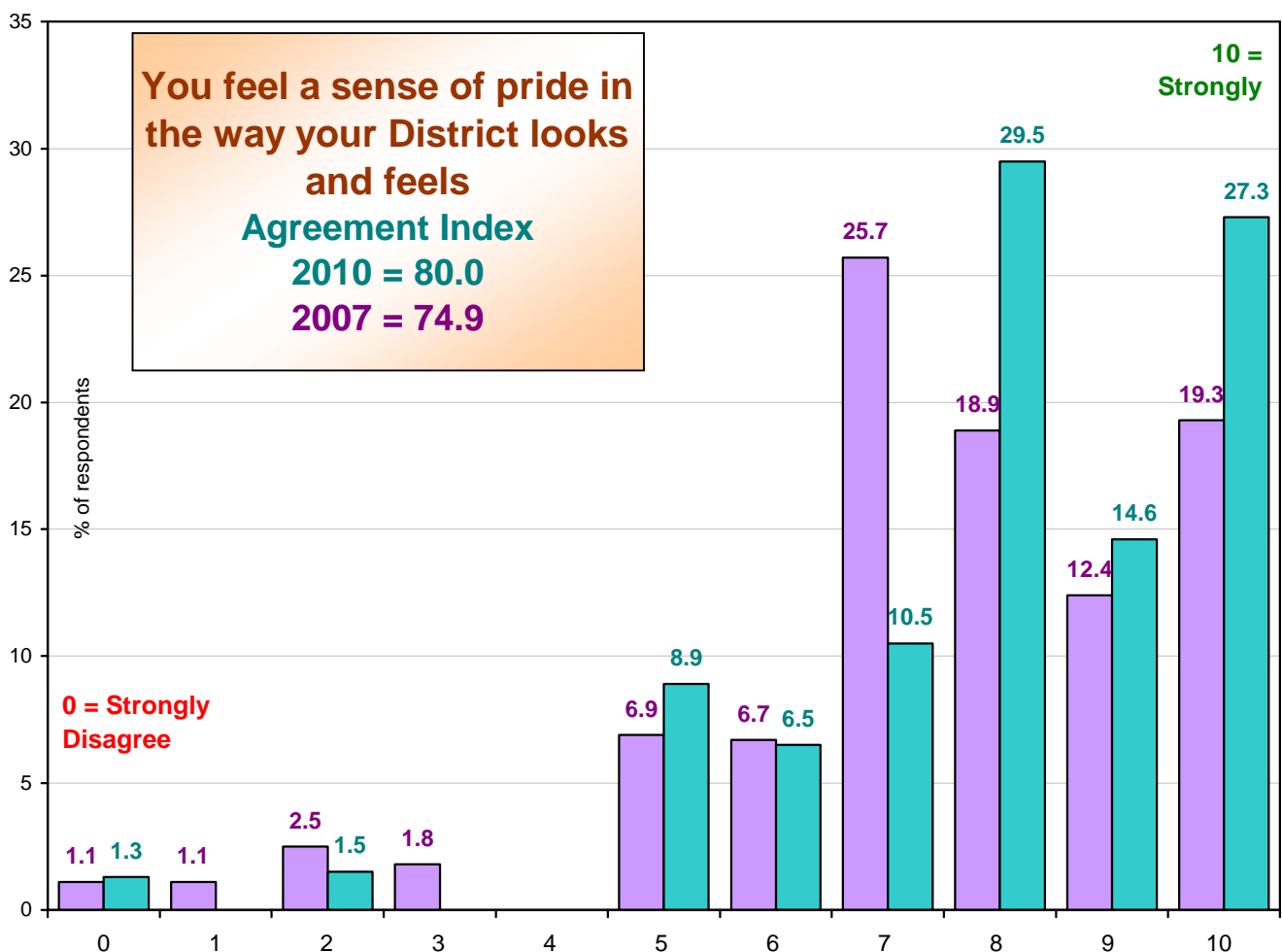
Sense of Pride

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?'

Over four fifths of the Otorohanga respondents (88%) agreed with the statement 'You feel a sense of pride in the way your district looks and feels' (scores of 6 – 10). A quarter of the respondents (27%) strongly agreed (Score of 10) while 15% rated this with a score of 9. The mode (most frequent value) is a score of 8 (30%).

Less than a tenth of the sample (9%) 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 (3%) 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 80.0. This is 5.1 points higher than 2007 and this is again a result that implies most respondents feel a sense of pride in their district.



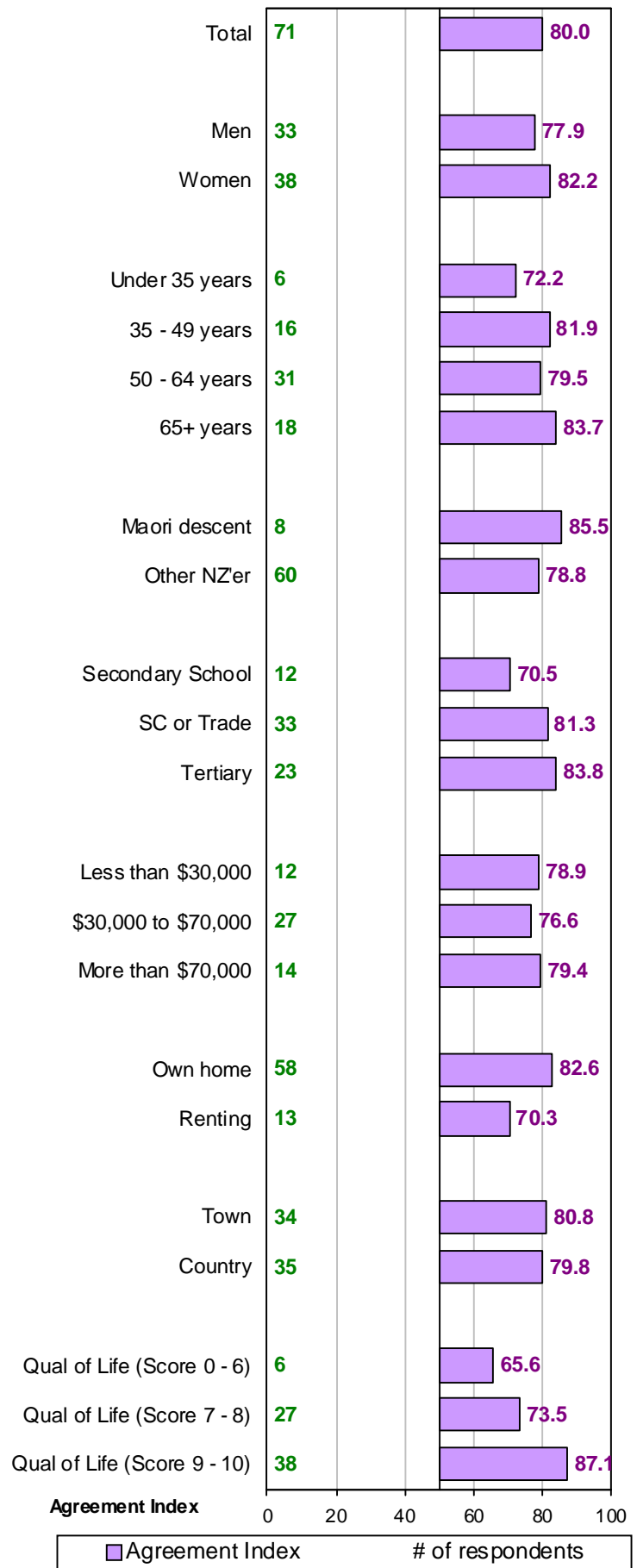
¹² The Agreement Index (AI) converts each respondents answer across the satisfaction scale to a score out of 100. The AI is 10 times the average individual score based on the 11 point satisfaction scale (0 = strongly disagree to 10 = strongly agree)

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

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 over 65 (Agreement Index 83.7) are more likely to agree with this statement than those from the younger age brackets (Agreement Index 72.2 - 79.5).
- Those of Maori descent (Agreement Index 85.5) are more likely to agree with this statement than other New Zealanders (Agreement Index 78.8).
- Those with a tertiary qualification (Agreement Index 83.8) are more likely to agree with this statement.
- Those who live in their own home (Agreement Index 82.6) are more likely to agree with this statement than those who are renting or boarding (Agreement Index 70.3).
- Those who are very happy with their ‘Quality of Life’ (Agreement Index 87.1) are more likely to agree with this statement than those who are not happy with their ‘Quality of Life’ (Agreement Index 65.6).

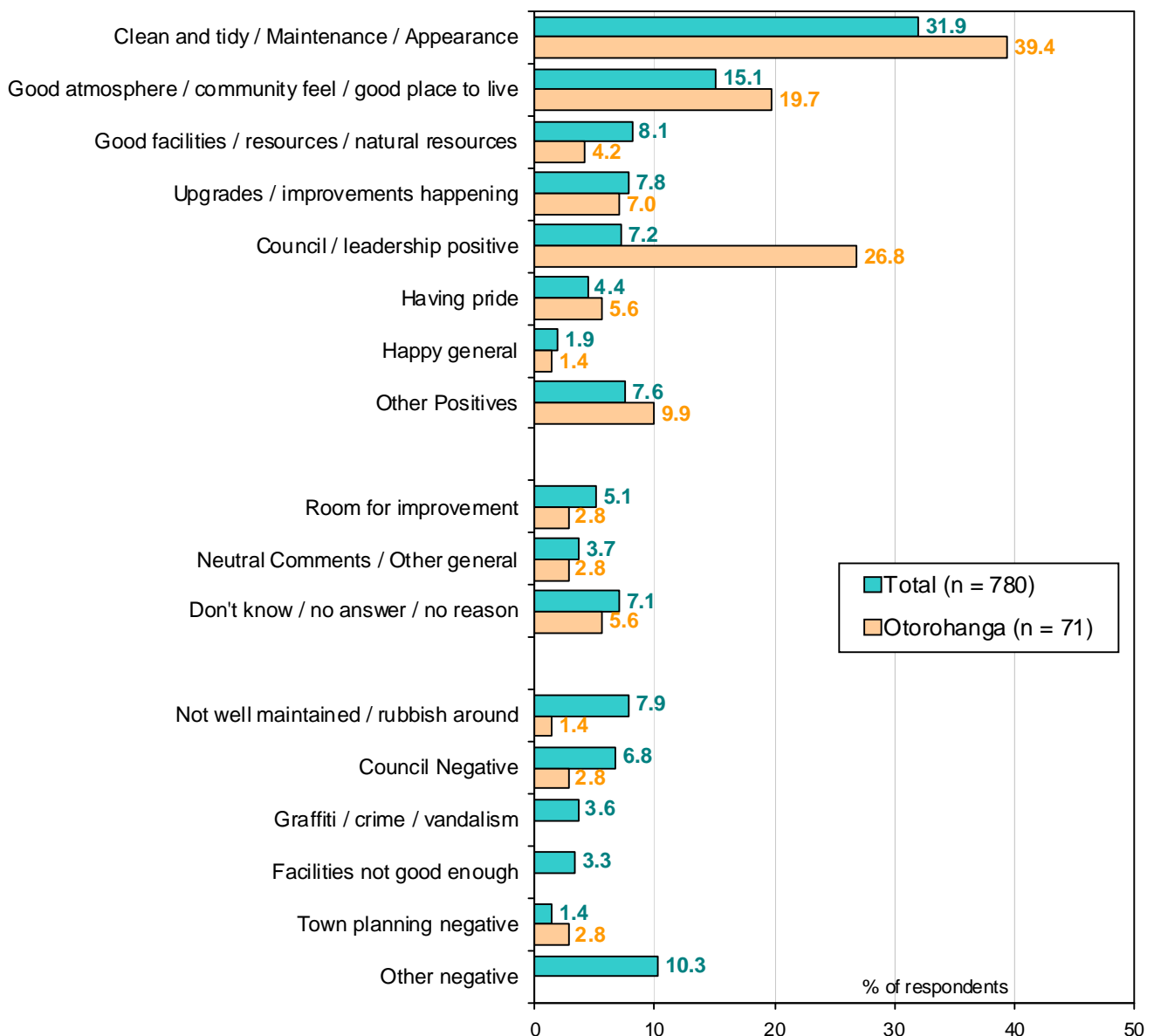


Sense of pride in the way district looks and feels: Verbatim Comments

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 (32%), having a good atmosphere or being a good place to live (15%), the area having good natural resources or facilities (8%), the upgrades or improvements happening (8%) or positive comments about the Council (7%). The main negative comments had to do with concerns about the place not being well maintained (8%), concerns about the Council (7%), or concerns about graffiti, crime and vandalism (4%). 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 Otorohanga, although there are more comments about their district being clean and tidy or about the appearance of the district (39%), and more positive comments about the Council (27%).



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%). These respondents comments included:¹³:

'The people are friendly. It's beautiful, their flower baskets, the history; it's clean and tidy. The projects they have' (Otorohanga: Agreement Level = 10)

'The place is kept very tidy and safe with security; we have the kiwiana thing in town' (Otorohanga: Agreement Level = 10)

'The town is kept tidy and clean and graffiti is cleaned up quickly' (Otorohanga: Agreement Level = 10)

'The main street looks good and tidy' (Otorohanga: Agreement Level = 10)

'The main street has beautiful murals and beautiful hanging baskets, a very attractive town. Everything is nice' (Otorohanga: Agreement Level = 10)

'Kept nice and tidy. No graffiti in town' (Otorohanga: Agreement Level = 10)

'I go to Hamilton sometimes, and people always say we live in a beautiful place with hanging baskets and such' (Otorohanga: Agreement Level = 10)

'Always cleaning up, always seeing people on the roads cleaning' (Otorohanga: Agreement Level = 10)

'It's a lovely little town with no graffiti or vandalism and friendly people' (Otorohanga: Agreement Level = 9)

'The Council has really tidied up the town in terms of making it more unique and tidying up the low-socio houses' (Otorohanga: Agreement Level = 9)

'No tagging, town looks good, people are employed' (Otorohanga: Agreement Level = 9)

'We are a small, beautiful town that is looked after by many groups in the town' (Otorohanga: Agreement Level = 9)

'There is a litter lady that picks up litter everyday, makes the town very clean and tidy' (Otorohanga: Agreement Level = 9)

'Very clean town and the project of hanging baskets. A lot of good businesses. Main street looks good, not much graffiti. Council gets rid of it fast!

Overall it's a nice town, good community spirit' (Otorohanga: Agreement Level = 8)

'Probably the feel of the community. It looks presentable' (Otorohanga: Agreement Level = 8)

'It's a district that looks after itself and the Council takes care of well' (Otorohanga: Agreement Level = 8)

'Very clean, most people are prideful also' (Otorohanga: Agreement Level = 8)

'We have a band who are very good. We also have hanging baskets along the streets which are kept well. We also have nice gardens near the pedestrian crossings. The town just looks quite attractive' (Otorohanga: Agreement Level = 8)

'They keep the gardens and side of the road looking reasonable and tidy' (Otorohanga: Agreement Level = 8)

'I like the probes, it is neat and tidy' (Otorohanga: Agreement Level = 8)

'Because it does look nice' (Otorohanga: Agreement Level = 8)

'Always tidy' (Otorohanga: Agreement Level = 8)

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.

'Because the Council does make a lot of effort into making the town and surrounding area tidy and well maintained' (Otorohanga: Agreement Level = 7)

'It is quite a nice area where we are' (Otorohanga: Agreement Level = 7)

'I think our town does look nice; our roads are all pretty good' (Otorohanga: Agreement Level = 7)

'Because they made the good efforts to make the town tidy' (Otorohanga: Agreement Level = 7)

'It looks and feels ok in my opinion. I don't think that there are a lot of things that the Council does that I can complain about. When you're travelling through the district it looks good' (Otorohanga: Agreement Level = 6)

'Town looks reasonably tidy' (Otorohanga: Agreement Level = 5)

Some respondents (26.8%) made positive comments about their Council that included:

'Well we have a wonderful Mayor and community. They have really gone ahead with a lot of things, we have been very fortunate. People who have lived here for a while usually retire here because it's such a friendly place' (Otorohanga: Agreement Level = 10)

'We have got a motivated Mayor. He looks after the young people' (Otorohanga: Agreement Level = 10)

'Our Mayor is so good; leads the Council/town well' (Otorohanga: Agreement Level = 10)

'I take pride in my work, in keeping my area clean and tidy' (Otorohanga: Agreement Level = 10)

'Because we have the best Mayor in New Zealand' (Otorohanga: Agreement Level = 10)

'A good leadership, I mean we had good purpose for our leadership' (Otorohanga: Agreement Level = 10)

'The Council has really tidied up the town in terms of making it more unique and tidying up the low-socio houses' (Otorohanga: Agreement Level = 9)

'The Council and people get in behind and help out the young people with Wintec in the community' (Otorohanga: Agreement Level = 9)

'I know them all, I know how they think and feel' (Otorohanga: Agreement Level = 9)

'I am very aware what happens in the Council and the facilities they provide and the physical appearance and how the community is involved; we are aware of what is going on' (Otorohanga: Agreement Level = 9)

'Very clean town and the project of hanging baskets. A lot of good businesses. Main street looks good, not much graffiti. Council gets rid of it fast! Overall it's a nice town, good community spirit' (Otorohanga: Agreement Level = 8)

'It's a district that looks after itself and the Council takes care of well' (Otorohanga: Agreement Level = 8)

'We have a good Mayor; we all work together' (Otorohanga: Agreement Level = 8)

'Because the Mayor is more outgoing and has a vision' (Otorohanga: Agreement Level = 8)

'Because the Council does make a lot of effort into making the town and surrounding area tidy and well maintained' (Otorohanga: Agreement Level = 7)

'The Council is small enough to be in contact with everyone' (Otorohanga: Agreement Level = 7)

'It looks and feels ok in my opinion. I don't think that there are a lot of things that the Council does that I can complain about. When you're travelling through the district it looks good' (Otorohanga: Agreement Level = 6)

'I have a good understanding of what they do because my husband is on the community board' (Otorohanga: Agreement Level = 6)

'Because one part of our town community board makes our town look good and the other half do some things that are absolutely ridiculous' (Otorohanga: Agreement Level = 5)

This was followed by 19.7% 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:

'The people are friendly. It's beautiful, their flower baskets, the history; it's clean and tidy. The projects they have' (Otorohanga: Agreement Level = 10)

'Well we have a wonderful Mayor and community. They have really gone ahead with a lot of things, we have been very fortunate. People who have lived here for a while usually retire here because it's such a friendly place' (Otorohanga: Agreement Level = 10)

'Watch them develop and the community being involved in the development of the community' (Otorohanga: Agreement Level = 10)

'Otorohanga is a feel good place; everyone seems chilled out' (Otorohanga: Agreement Level = 10)

'It's easy to live here; it's a small township and a close community' (Otorohanga: Agreement Level = 10)

'Excellent people in the community. People are very community minded' (Otorohanga: Agreement Level = 10)

'It's a lovely little town with no graffiti or vandalism and friendly people' (Otorohanga: Agreement Level = 9)

'Just an awesome place. No traffic lights, safe town, good community spirit, lots of sporting events and activities, everyone is positive' (Otorohanga: Agreement Level = 9)

'Very clean town and the project of hanging baskets. A lot of good businesses. Main street looks good, not much graffiti. Council gets rid of it fast! Overall it's a nice town, good community spirit' (Otorohanga: Agreement Level = 8)

'Probably the feel of the community. It looks presentable' (Otorohanga: Agreement Level = 8)

'We have a good Mayor; we all work together' (Otorohanga: Agreement Level = 8)

'We've got a good district; the towns nice' (Otorohanga: Agreement Level = 8)

'It's a good community to live in' (Otorohanga: Agreement Level = 8)

'Because it is a small and isolated community. Isolated community does many things that bigger communities don't do. For example we had 15 people in the St Johns local fire like doctors etc for a person who just collapsed behind the door' (Otorohanga: Agreement Level = 8)

A number of respondents (7.0%) were proud because of the improvements and upgrades happening in their district:

'The people are friendly. It's beautiful, their flower baskets, the history; it's clean and tidy. The projects they have' (Otorohanga: Agreement Level = 10)

'Well the water supply here was terrible but the Council improved it. The Mayor of Otorohanga had met with the youth to help them to keep out of trouble by putting recreation things in like basketball hoops and dance groups for youth' (Otorohanga: Agreement Level = 10)

'Pretty proud of Otorohanga and how far the little town it is has come' (Otorohanga: Agreement Level = 9)

'Lately the Council made a point of trying to make the place look nicer to businesses coming in. They changed the concrete, redid the park and put lovely lights up' (Otorohanga: Agreement Level = 8)

'Because they've done a fabulous job in upgrading the city centre' (Otorohanga: Agreement Level = 8)

This was followed by 5.6% who mentioned a general pride in their district. This included:

'Pretty proud of Otorohanga and how far the little town it is has come'
(Otorohanga: Agreement Level = 9)

'Very clean, most people are prideful also' (Otorohanga: Agreement Level = 8)

'Because the town does take pride in itself and how everything is going'
(Otorohanga: Agreement Level = 8)

*'Takes pride in our town, but there are a few things
they can sort themselves out in'* (Otorohanga: Agreement Level = 7)

A number of respondents commented on the great facilities and resources in the district including natural resources, (mentioned by 4.2% of the sample).

'Well the water supply here was terrible but the Council improved it. The Mayor of Otorohanga had met with the youth to help them to keep out of trouble by putting recreation things in like basketball hoops and dance groups for youth' (Otorohanga: Agreement Level = 10)

'Kawhia moana, Kawhia kai, Kawhia tangata' (Otorohanga: Agreement Level = 10)

'Just an awesome place. No traffic lights, safe town, good community spirit, lots of sporting events and activities, everyone is positive' (Otorohanga: Agreement Level = 9)

Other respondents felt happy in general with their district (1.4%) and their comments included:

*'Everyone I know seems reasonably happy with it. There is a bit of controversy with some of the projects where I think it didn't need doing. I voted them in there so they choose; I've made my decision to leave it up to them.
I'm not prepared to go there myself'* (Otorohanga: Agreement Level = 8)

This was followed by 9.9% who made other positive comments as to why they felt pride in their district. This included these comments:

*'The place is kept very tidy and safe with security;
we have the kiwiana thing in town'* (Otorohanga: Agreement Level = 10)

'No tagging, town looks good, people are employed' (Otorohanga: Agreement Level = 9)

'Just an awesome place. No traffic lights, safe town, good community spirit, lots of sporting events and activities, everyone is positive' (Otorohanga: Agreement Level = 9)

'The Council and people get in behind and help out the young people with Wintec in the community' (Otorohanga: Agreement Level = 9)

'We have a band who are very good. We also have hanging baskets along the streets which are kept well. We also have nice gardens near the pedestrian crossings. The town just looks quite attractive' (Otorohanga: Agreement Level = 8)

'The kiwiana concept of the town' (Otorohanga: Agreement Level = 8)

'Because Council has not had its own way on everything' (Otorohanga: Agreement Level = 8)

Neutral comments

There were also several respondents (2.8%) who felt there was room for improvement in the district and they made the following comments:

'Takes pride in our town, but there are a few things they can sort themselves out in' (Otorohanga: Agreement Level = 7)

'Probably we could have a bit more money spent out here; we're a bit isolated' (Otorohanga: Agreement Level = 7)

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

'Town looks true to cultural values' (Otorohanga: Agreement Level = 7)

'From things I have read in the paper and things the area has done over the years' (Otorohanga: Agreement Level = 6)

Negative comments

There was a range of negative comments from respondents about the Council in their district (mentioned by 2.8% of the sample) and these included:

'Because one part of our town community board makes our town look good and the other half do some things that are absolutely ridiculous' (Otorohanga: Agreement Level = 5)

'The Council's bloody hopeless' (Otorohanga: Agreement Level = 2)

There was a range of negative comments from respondents about the town planning (2.8%) and these included:

'Well housing and stuff is quite poor as you (enter) in the town e.g. just the houses visual image brings down the standard' (Otorohanga: Agreement Level = 5)

'Just the way they have done certain situations, houses put where they shouldn't be. Building where they shouldn't be' (Otorohanga: Agreement Level = 0)

This was followed by 1.4% of the sample who made comments about their district not being well maintained and the fact that there was rubbish around. This included:

'The general housekeeping is poor e.g. lawn mowing, rubbish on side of the road' (Otorohanga: Agreement Level = 5)

Other respondents either didn't know why they weren't totally proud of their district, or they did not give a reason.

'Don't have much to do with Council so don't know much about that' (Otorohanga: Agreement Level = 6)

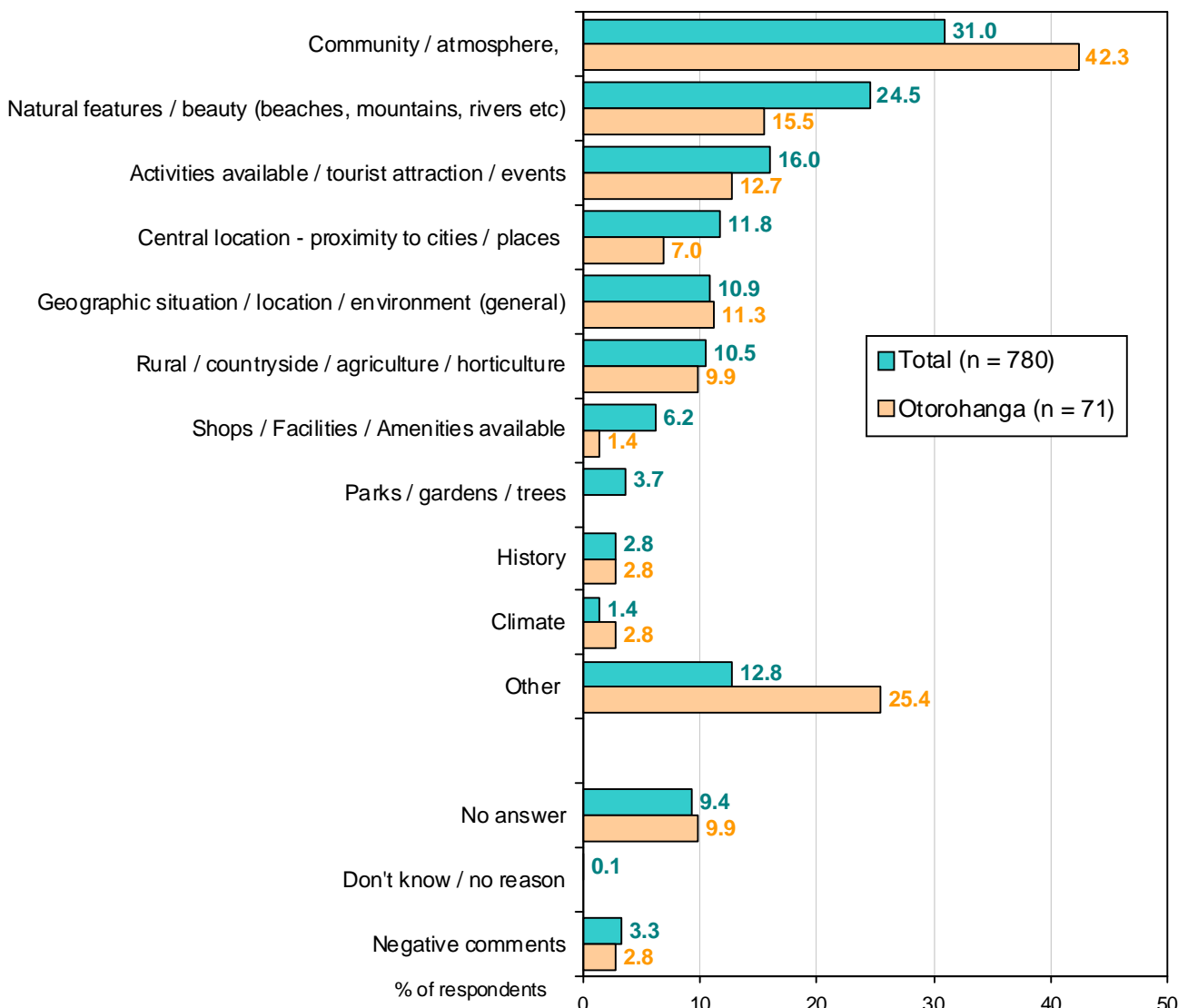
What makes your district unique or special

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 Otorohanga, more respondents mentioned the atmosphere or sense of community in the district (42%) while 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 (42.3%). These respondents comments included:¹⁴

'The people who live here and the location' (Otorohanga)

'That they're friendly, supportive. It's a country town' (Otorohanga)

'The flowers in the main street, sense of kiwiana and a lot of activities that go on in the community. A lot of comments from people who enjoy the flowers' (Otorohanga)

'Probably it's a bit like going back in time out here; we're isolated and a bit unique with the lovely harbour' (Otorohanga)

'A nice friendly place and a good farming area and not far from the main centres' (Otorohanga)

'The size. Not too big or small. Location. Less than 2 hours from Rotorua and Taupo.

People are very good' (Otorohanga)

'Its positive attitude; it's an easy distance to other places' (Otorohanga)

'That we are a rural community' (Otorohanga)

'It is a good rural community that are actually involved in the environment and aware of it' (Otorohanga)

'It's got a good climate, regular rain fall generally. And the people that live here' (Otorohanga)

'Small town, good Council and good Mayor' (Otorohanga)

'I think we have a really good unemployment rate and it's quite a tidy town' (Otorohanga)

'They've got good community spirit and a very friendly town' (Otorohanga)

'The way we all look after each other I suppose' (Otorohanga)

'The people. They are a good bunch of people that are community minded' (Otorohanga)

'The people' (Otorohanga)

'The people that live in it' (Otorohanga)

'The closeness of the community, far away from the rat race' (Otorohanga)

'Still have very much of a country/community feel and people are very warm and friendly' (Otorohanga)

'Pirongia is a growing place; it is a nice area to live in' (Otorohanga)

'Just the neighbourhood; they are very good' (Otorohanga)

'It's home. Familiarity, it's comfortable' (Otorohanga)

'It's a small community, a well knit community.

We don't have any great diversity in what we do ' (Otorohanga)

'It's a nice friendly place to be, it's safe' (Otorohanga)

'It's a community that cares' (Otorohanga)

'It just is, it's a nice place to live' (Otorohanga)

'It hasn't been overdeveloped' (Otorohanga)

'I think the people' (Otorohanga)

'I think the friendliness of the people in the community; strangers who stop in the town seem to find that the people are friendly' (Otorohanga)

'I know that our community we got has a lot of people volunteering to do a lot of work' (Otorohanga)

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.

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

'Probably it's a bit like going back in time out here; we're isolated and a bit unique with the lovely harbour' (Otorohanga)

'Mainly the physical attributes in the district, like the Waitomo Caves. The pride in the town' (Otorohanga)

'Its position, because we have the Waitomo Caves, we have Kawhia. We have the Kiwi House and we are only an hours drive from Hamilton' (Otorohanga)

'The Hot Water Beach, and fishing off the wharf' (Otorohanga)

'The Mayor. The Kiwi House, Waitomo Caves, kiwiana' (Otorohanga)

'We have the Kiwi House, the kiwiana theme I suppose. Close to Waitomo Caves ' (Otorohanga)

'We have got the Waitomo Caves; they are just down the road and it brings in a lot of tourists, also the Kiwi House' (Otorohanga)

'Not far from the Waitomo Caves which is good from a tourist point of view' (Otorohanga)

'The Pirongia Mountains' (Otorohanga)

'On the coast' (Otorohanga)

'Natural beauty' (Otorohanga)

A number commented on the activities available or tourist attractions in the district and other special events which take place, (mentioned by 12.7%):

'The flowers in the main street, sense of kiwiana and a lot of activities that go on in the community. A lot of comments from people who enjoy the flowers' (Otorohanga)

'Mainly the physical attributes in the district, like the Waitomo Caves. The pride in the town' (Otorohanga)

'The Hot Water Beach, and fishing off the wharf' (Otorohanga)

'The Mayor. The Kiwi House, Waitomo Caves, kiwiana' (Otorohanga)

'We have the Kiwi House, the kiwiana theme I suppose. Close to Waitomo Caves ' (Otorohanga)

'We have got the Waitomo Caves; they are just down the road and it brings in a lot of tourists, also the Kiwi House' (Otorohanga)

'Not far from the Waitomo Caves which is good from a tourist point of view' (Otorohanga)

'We are very kiwiana, and are very proud of this, and we are also starting to get behind youth education' (Otorohanga)

'The Tainui waka' (Otorohanga)

This was followed by 11.3% who mentioned the geographic situation or location. This included the following comments:

'The people who live here and the location' (Otorohanga)

'That they're friendly, supportive. It's a country town' (Otorohanga)

'Mainly the physical attributes in the district, like the Waitomo Caves. The pride in the town' (Otorohanga)

'Its position, because we have the Waitomo Caves, we have Kawhia. We have the Kiwi House and we are only an hours drive from Hamilton' (Otorohanga)

'Well we are a nice rural area at the foot of the mountain and are close to Hamilton and the beach and we have to look after these coastal areas' (Otorohanga)

'Because it is geographical; also the characteristics and the climate' (Otorohanga)
'It goes from coastal to mainland' (Otorohanga)
'Area is on three harbours of the east coast and unpopulated with beautiful mountains, Beaches quite undeveloped, heaps of native bush' (Otorohanga)

This was followed by 9.9% of respondents who mentioned the agricultural or horticultural aspect of the district. This included the following comments:

'A nice friendly place and a good farming area and not far from the main centres' (Otorohanga)
'That we are a rural community' (Otorohanga)
'It is a good rural community that are actually involved in the environment and aware of it' (Otorohanga)
'Well we are a nice rural area at the foot of the mountain and are close to Hamilton and the beach and we have to look after these coastal areas' (Otorohanga)

'It's not unique; it's a normal small rural town' (Otorohanga)
'Being rural, nice and peaceful place' (Otorohanga)
'Just that it is rural and it's not busy (haven't got people everywhere)' (Otorohanga)

A number of respondents (7.0%) felt it was the central location and the proximity to other centres that made the district unique:

'A nice friendly place and a good farming area and not far from the main centres' (Otorohanga)
'The size. Not too big or small. Location. Less than 2 hours from Rotorua and Taupo. People are very good' (Otorohanga)
'Its positive attitude; it's an easy distance to other places' (Otorohanga)

'Its position, because we have the Waitomo Caves, we have Kawhia. We have the Kiwi House and we are only an hours drive from Hamilton' (Otorohanga)
'Well we are a nice rural area at the foot of the mountain and are close to Hamilton and the beach and we have to look after these coastal areas' (Otorohanga)

There were some comments from respondents who felt the history of the area made it unique (2.8%) and these included:

'The Maori history' (Otorohanga)
'It has significant cultural heritage' (Otorohanga)

Climate was mentioned as a reason for the district being unique by 2.8% of the sample with the following comments:

'It's got a good climate, regular rain fall generally. And the people that live here' (Otorohanga)
'Because it is geographical; also the characteristics and the climate' (Otorohanga)

This was followed by 1.4% of respondents who mentioned the facilities and amenities available. This included:

'The Hot Water Beach, and fishing off the wharf' (Otorohanga)

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

*'Plenty of sporting and community activity, sense of individuality,
The flowers in the main street, sense of kiwiana and a lot of activities that go on in the community. A
lot of comments from people who enjoy the flowers' (Otorohanga)*

'Small town, good Council and good Mayor' (Otorohanga)

'I think we have a really good unemployment rate and it's quite a tidy town' (Otorohanga)

'The Mayor. The Kiwi House, Waitomo Caves, kiwiana' (Otorohanga)

'We have the Kiwi House, the kiwiana theme I suppose. Close to Waitomo Caves ' (Otorohanga)

*'We are very kiwiana, and are very proud of this,
and we are also starting to get behind youth education' (Otorohanga)*

*'All the kiwiana around town, flower baskets around town,
The gateway support for college students' (Otorohanga)*

*'The town is kept very clean and tidy. Rubbish is always removed on time.
Footpaths are kept tidy' (Otorohanga)*

'The lack of unemployment' (Otorohanga)

'That we can talk to our Council even though living in a small community' (Otorohanga)

*'Most people do appreciate the coast and beaches
but there is a small element that don't' (Otorohanga)*

'I think that everybody's district is special' (Otorohanga)

'Have good drivers and getting the young into Wintec' (Otorohanga)

*'About half of the Kawhia is Maori Lease section so it keeps out the developer because it has too
many owners. This is what makes Kawhia special' (Otorohanga)*

'We're the kiwiana town' (Otorohanga)

'That they are proud of their kiwiana heritage' (Otorohanga)

'Kiwiana ' (Otorohanga)

'We have good soil' (Otorohanga)

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

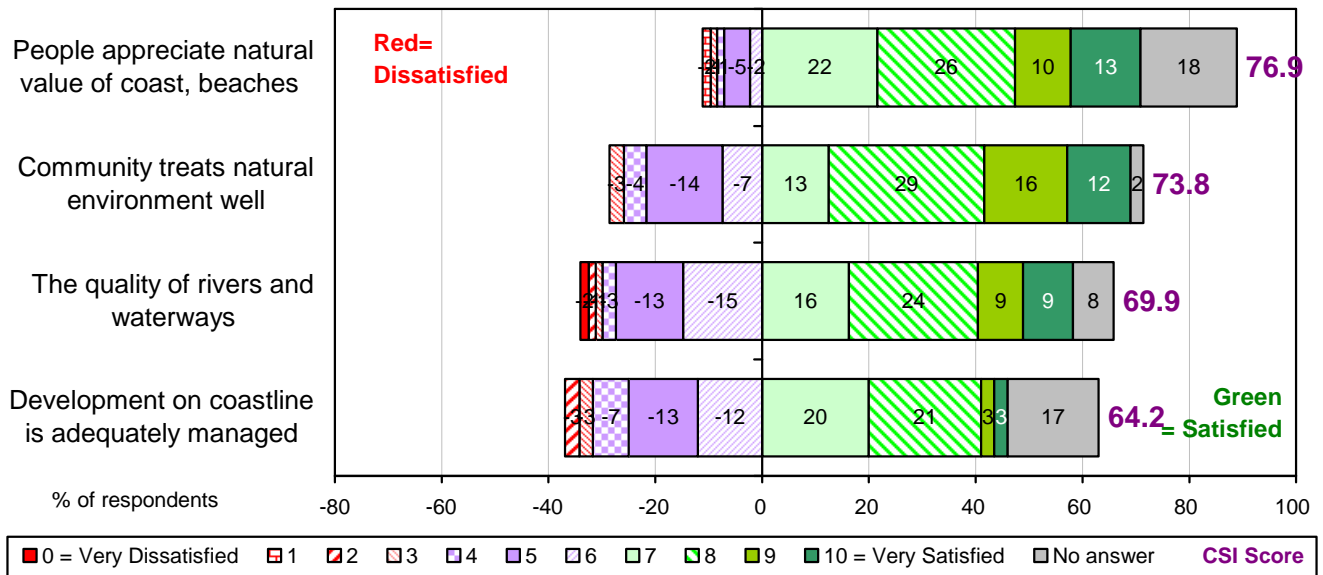
'It's not unique; it's a normal small rural town' (Otorohanga)

'Not much at this stage, needs more input from Council and Environment Waikato' (Otorohanga)

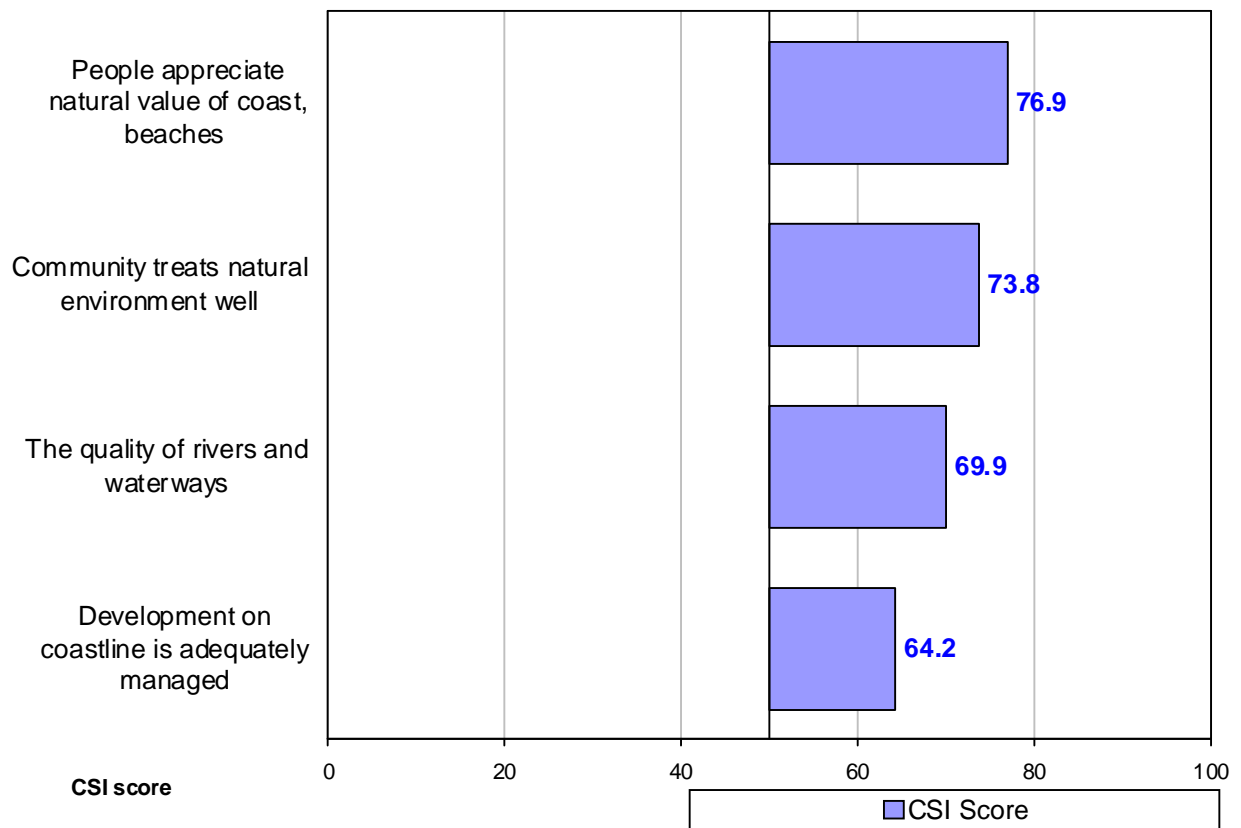
Environmental Factors

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 (71%) are satisfied with the factor 'people appreciate the natural value of your coast, beaches' but this drops to 46% for the factor 'that the impact from development on the coastline is adequately managed and minimised'.



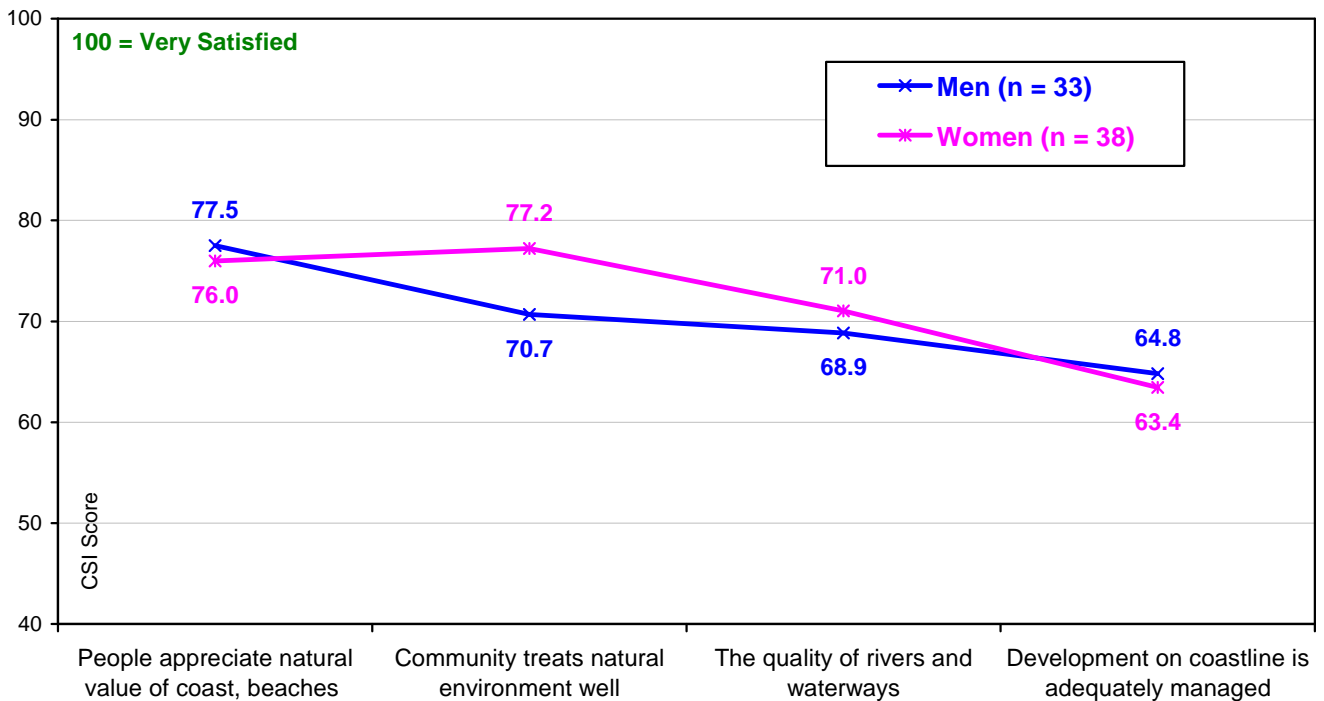
This reflects in the CSI scores which ranges from a CSI score of 76.9 for the factor 'people appreciate the natural value of your coast, beaches' down to a CSI score of 64.2 for the factor 'that the impact from development on the coastline is adequately managed and minimised'.



Environmental Factors by Gender

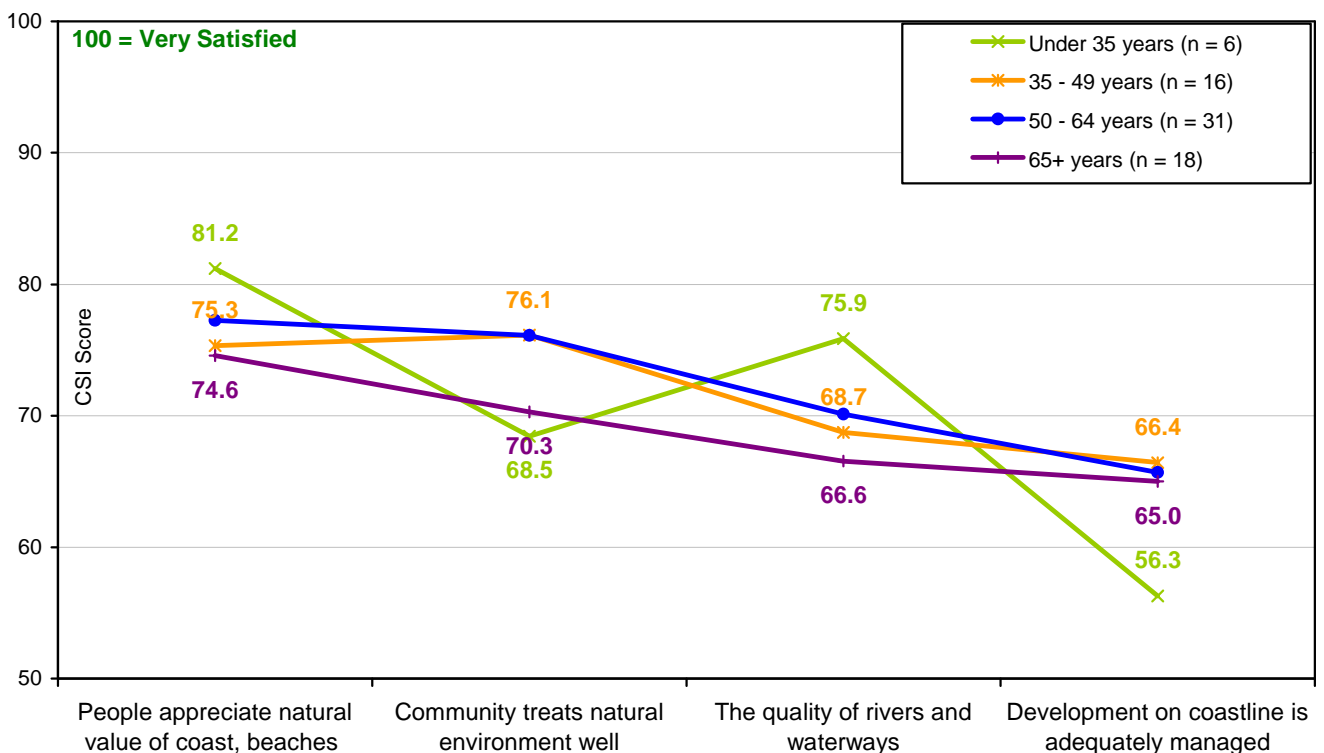
Please note there are small numbers of respondents in many of the subgroups so care is recommended in the interpretation.

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



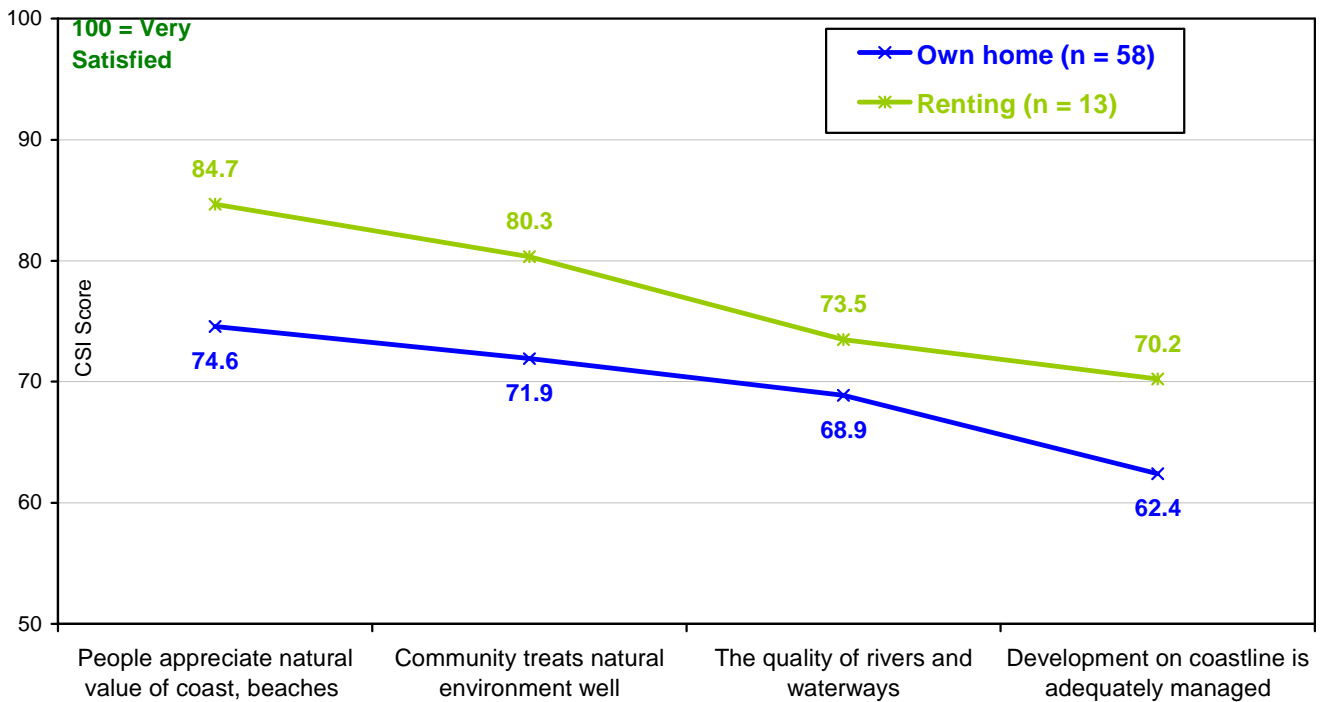
Environmental Factors by Age Grouping

The CSI scores for the Environmental Factors vary little by age group but those aged 65 or older are less satisfied with most factors than those in the 35 – 64 age brackets.



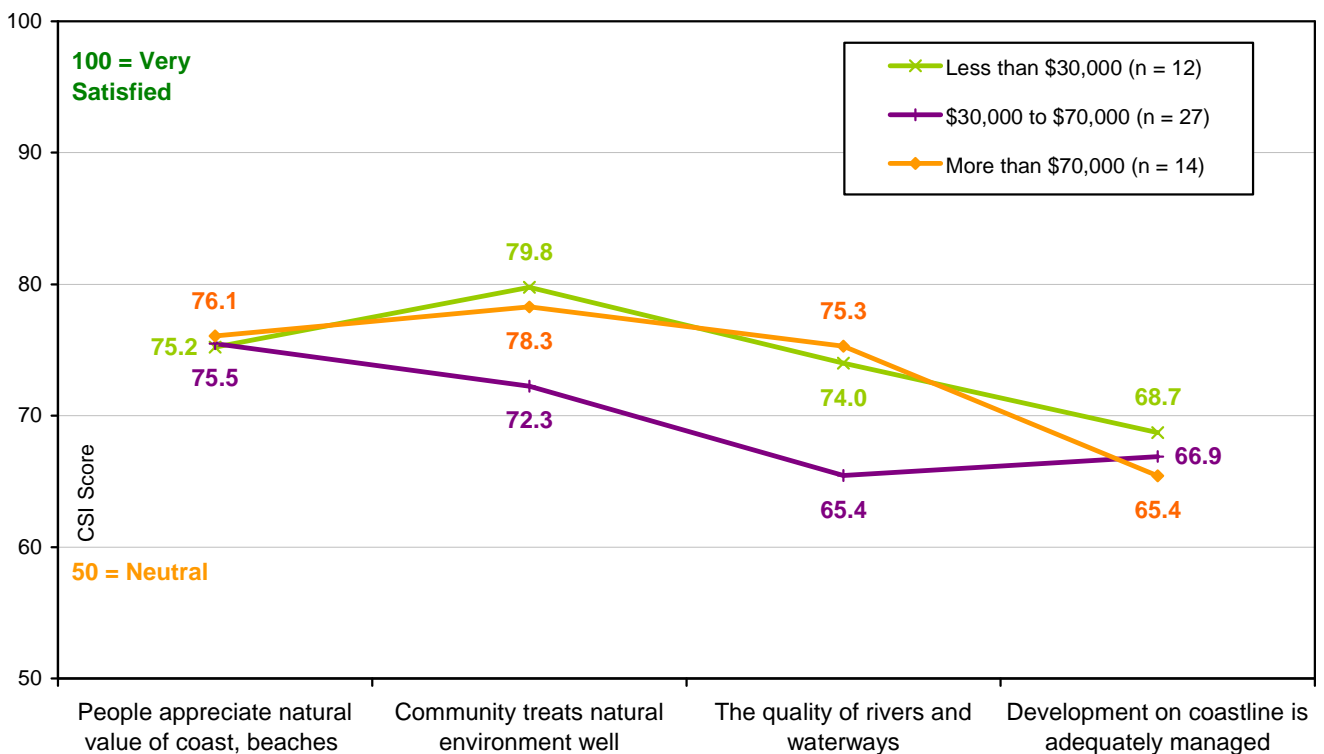
Environmental Factors by Home Ownership

Those in their own homes are less satisfied than those who are renting or boarding with all of the Environmental Factors.



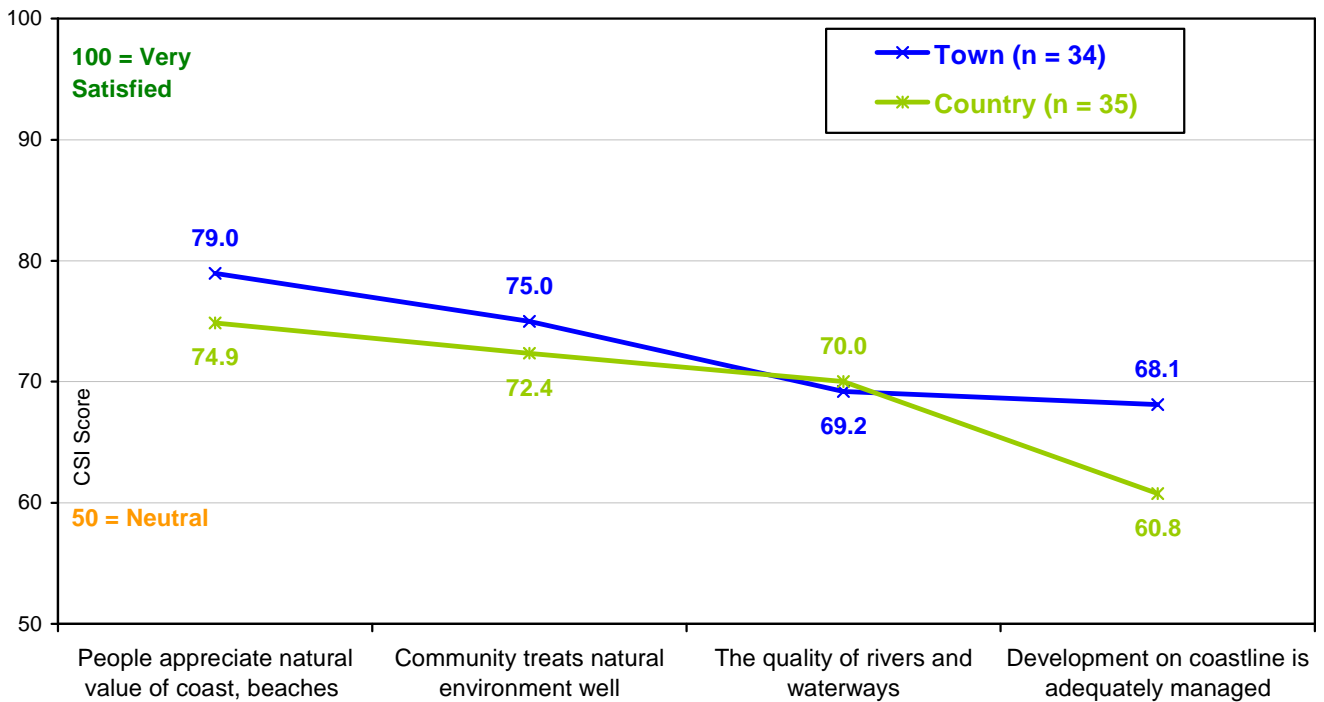
Environmental Factors by Household Income

There is greater variation in the CSI scores for the Quality of Life factors based on household income with those from the middle income brackets generally being least satisfied.



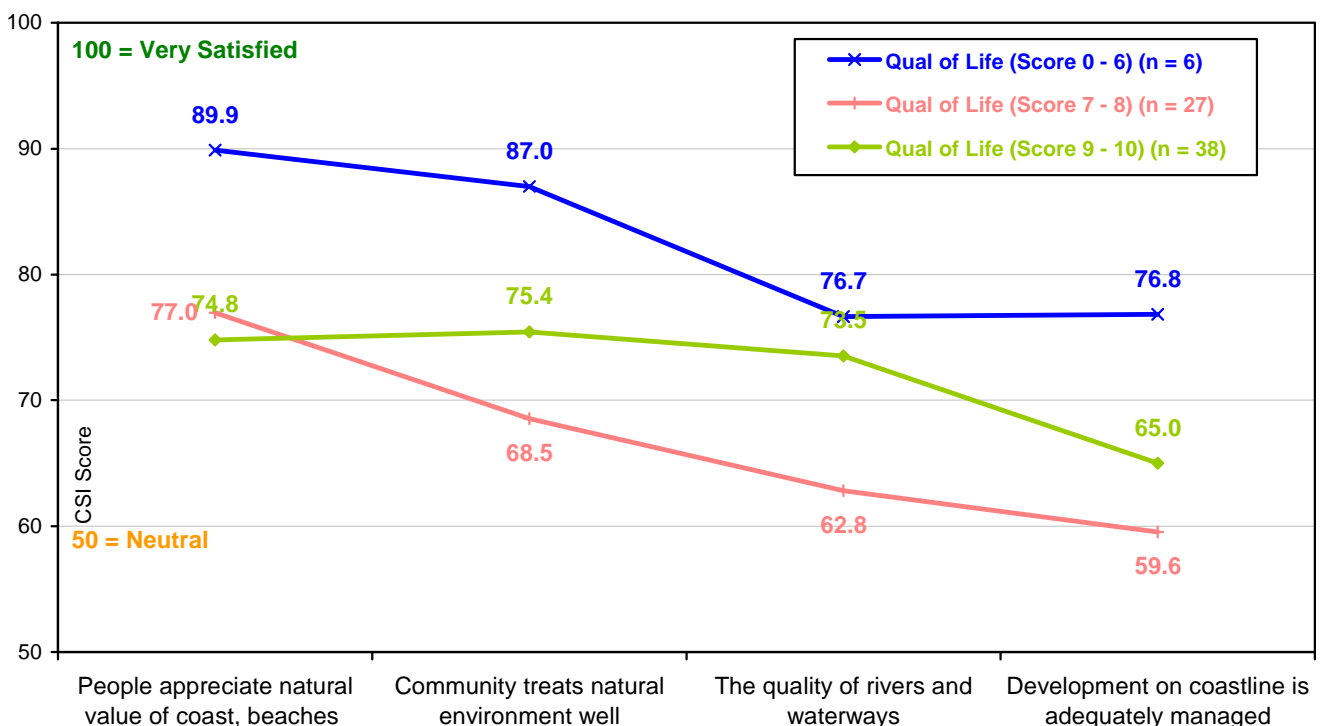
Environmental Factors by Living in Town versus the Country

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

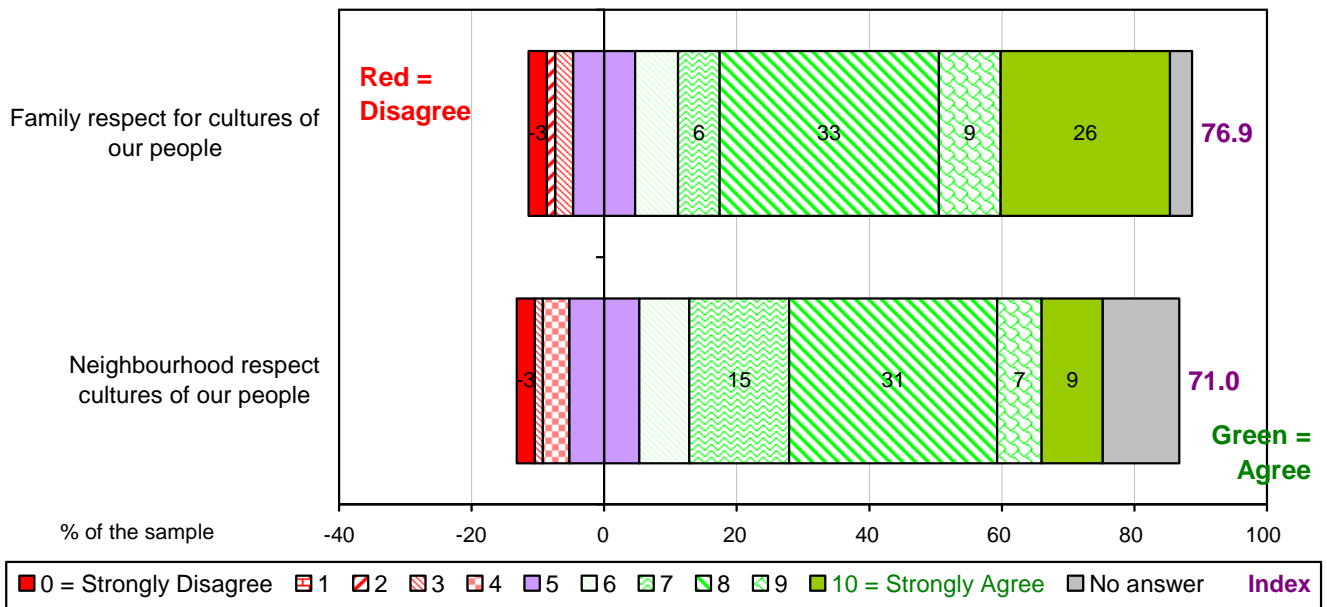
There is greater variation on most of the Environmental Factors based on how happy the respondent is with their 'Quality of Life'. Those who are not happy with their 'Quality of Life' rate all factors higher than those who are happy.



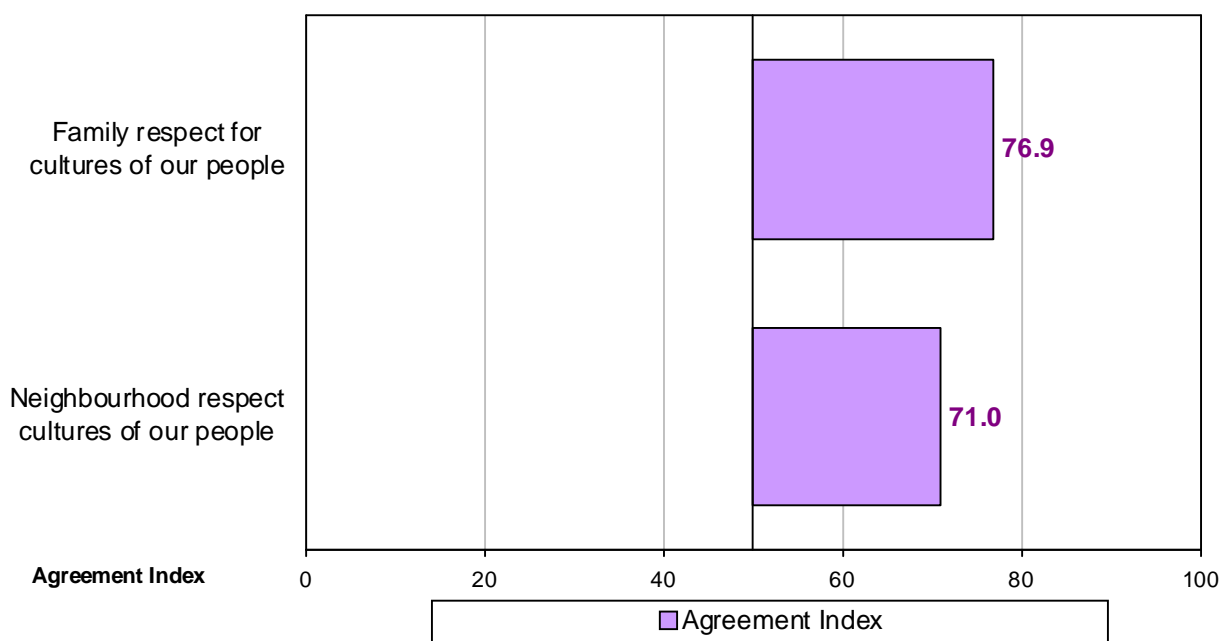
Participation and Equity Factors

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 (81%) 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 7% disagreed with this (Scores 0 – 4). Conversely, two thirds of the sample (70%) 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 8% disagreed (Scores 0 – 4).

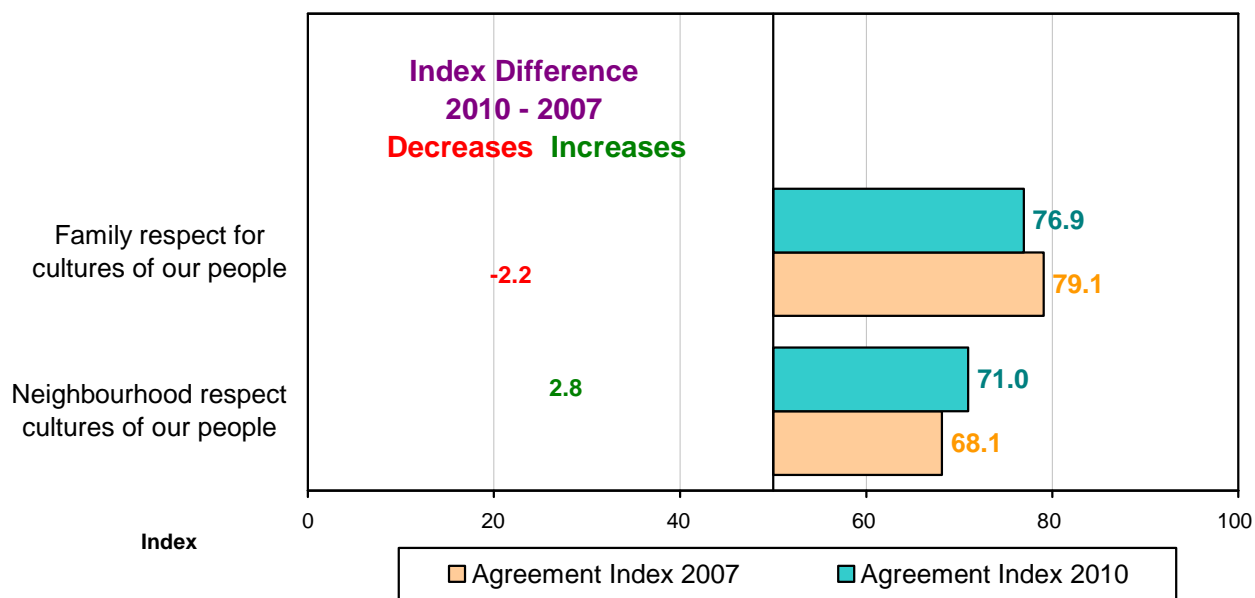


This reflects in the Agreement Index which is 76.9 for the statement 'Your family are knowledgeable and show respect for the many and diverse cultures of the people who live here' versus 71.0 for the statement 'Your neighbourhood are knowledgeable and show respect for the many and diverse cultures of 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 down 2.2 points from 2007 (Index 76.9) while the factor ‘Your neighbourhood are knowledgeable and show respect for the many and diverse cultures of the people who live here’ was up 2.8 points (Index 71.0).



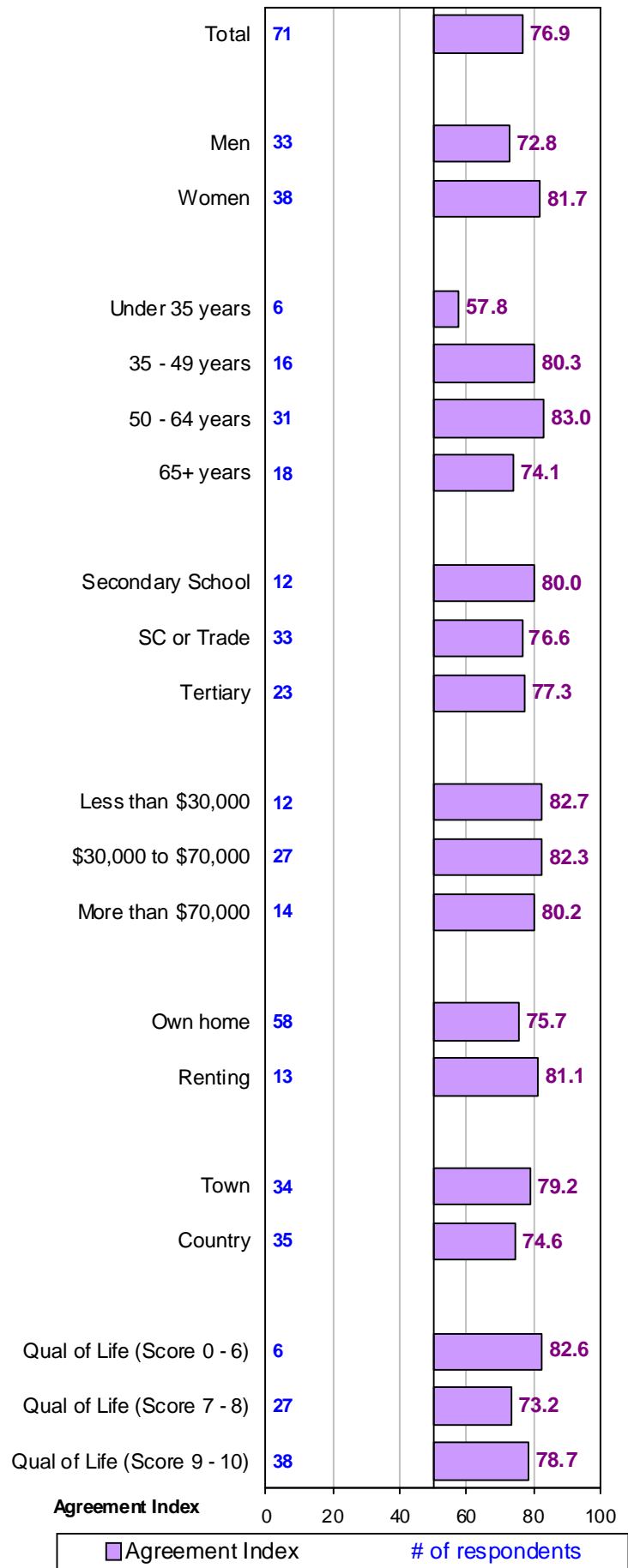
Agreement with ‘Your family are knowledgeable and show respect for the many and diverse cultures of the people who live here’ by demographics

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:

- Men (Agreement Index 72.8) are less likely to agree with this statement than women (Agreement Index 81.7).
- Those aged under 35 years (Agreement Index 57.8) are less likely to agree with this statement than those in the other age brackets (Agreement Index 74.1 – 83.0).



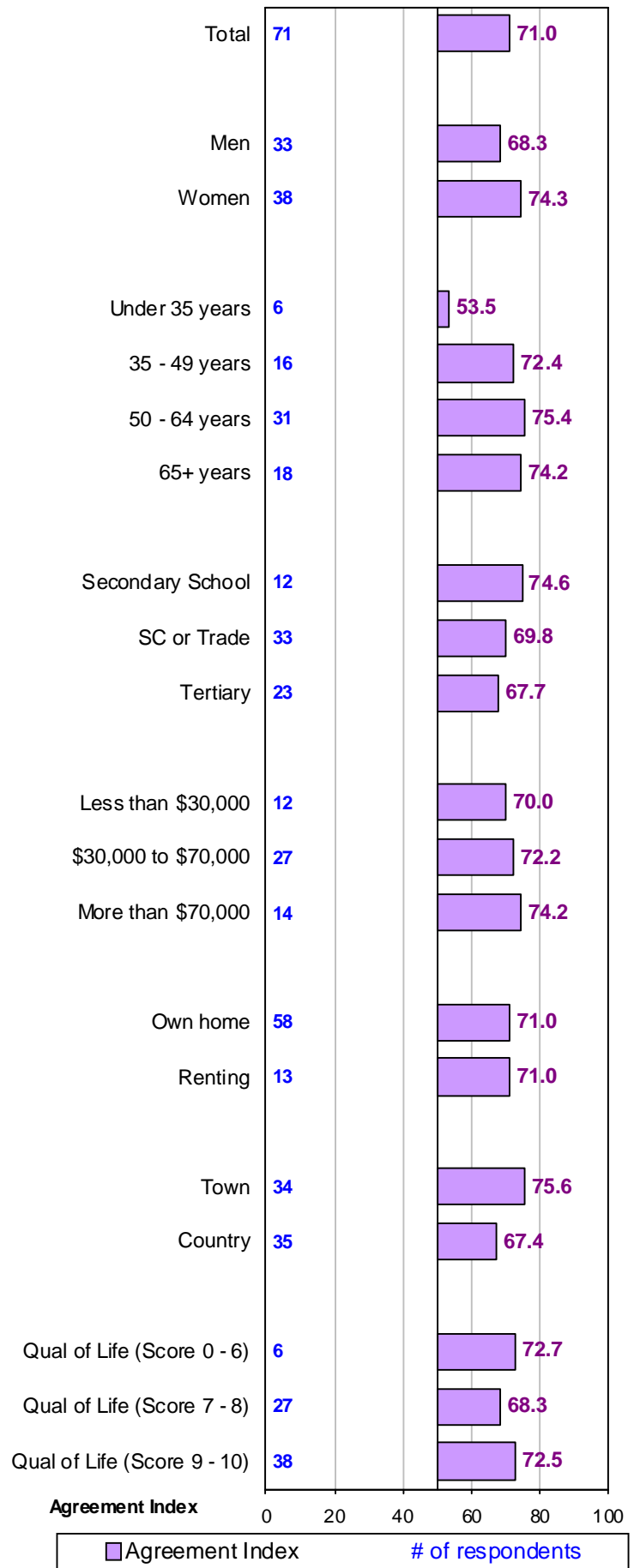
Agreement with ‘Your neighbourhood are knowledgeable and show respect for the many and diverse cultures of the people who live here’ by demographics

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 53.5) are less likely to agree with this statement than those in the other age brackets (Agreement Index 72.4 -75.4).
- Those who live in town (Agreement Index 75.6) are more likely to agree with this statement than those who live in the country (Agreement Index 67.4).
- Those with a tertiary qualification (Agreement Index 67.7) are less likely to agree with this statement.



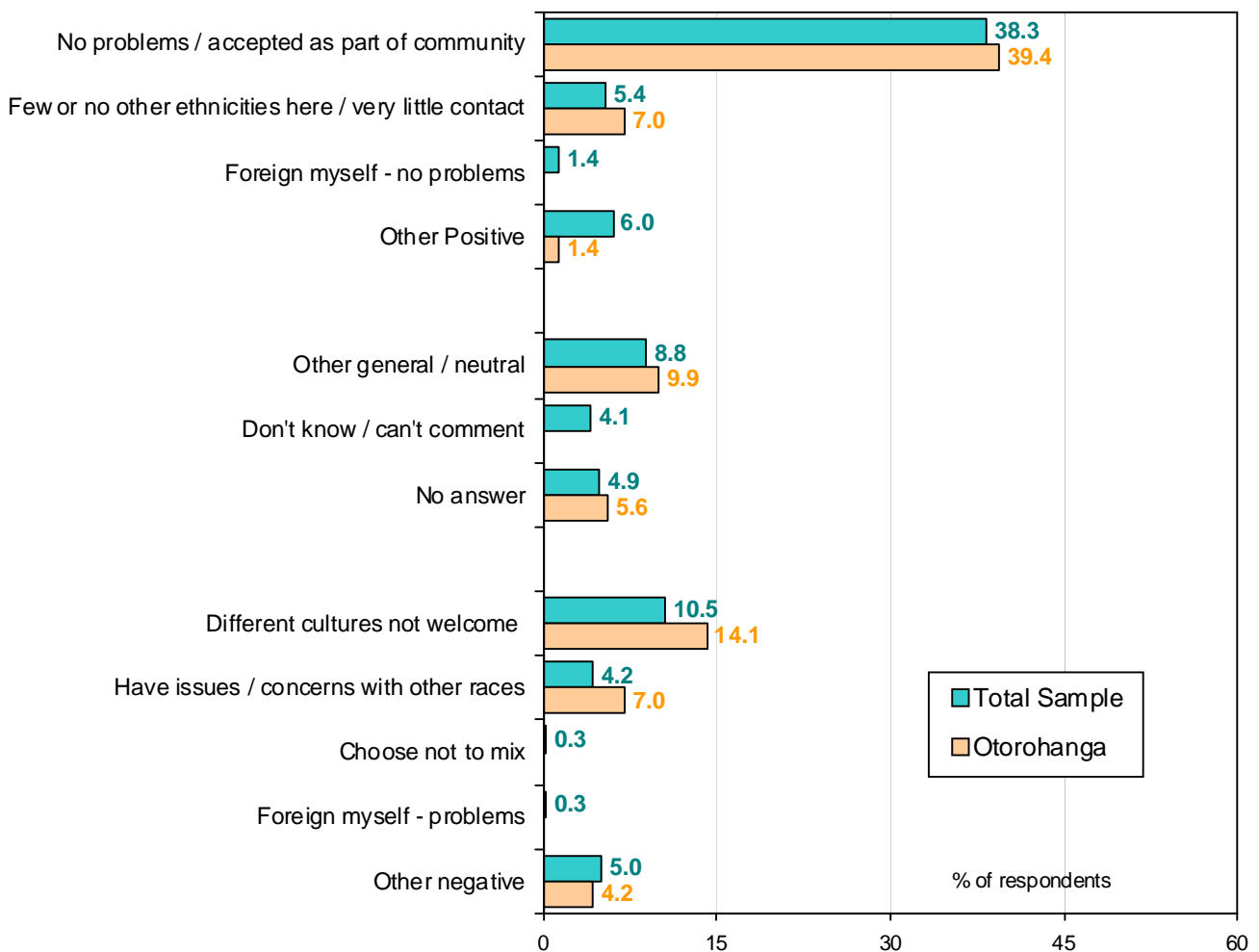
Respect for the cultures of the people who live here: Verbatim comments

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 for Otorohanga are very similar to the regional sample.



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 (39.4% of the sample). These comments included:¹⁵

'There are not many different races in this area. Just have not seen any problems' (Otorohanga)

'My family has met many different cultures; we are a little more open-minded than other people in our community' (Otorohanga)

'There are multiple races live here and we get on very well' (Otorohanga)

'Because in general, people are quite caring and considerate and culture is not a factor in being that' (Otorohanga)

'We do all sort of treat everyone the same' (Otorohanga)

'Most people are respectful. People come here and stay. They become part of the community' (Otorohanga)

'We all come here at one stage or another. So you got to respect other people' (Otorohanga)

'They get on well with them and it's all friendly. I don't know of any racial problems' (Otorohanga)

'There is a general acceptance for all cultures in this town' (Otorohanga)

'There doesn't seem to be any complaints about the person being of a different culture and that. It's just part of the town' (Otorohanga)

'The people that have moved into this district over the years have fitted in quite well' (Otorohanga)

'The majority of the residents are Maori and so we have a great understanding of that. They are very friendly. We live together and we work together' (Otorohanga)

'Probably personal reasons because of my respect for others, and I haven't seen anything that makes me think people in the neighbourhood feel differently' (Otorohanga)

'Oh because we have all grown up together and we just accept everybody from where they are' (Otorohanga)

'More my attitude but I haven't come across anyone who is disrespectful to other cultures' (Otorohanga)

'It's just my personal view; it's a bit hard to speak for everyone else; they seem to have a good attitude to everyone' (Otorohanga)

'Everybody seems to be accepted' (Otorohanga)

'Because we have a high ratio of different people in different groups and yet we all get along' (Otorohanga)

'Because we are a small town, you can't afford to be racist; the community doesn't like people that are racist' (Otorohanga)

'Because it's a fairly close community; everyone supports each other' (Otorohanga)

'We've got quite an integrated community and we all get on really well' (Otorohanga)

'Never heard of any problem at all with anyone of any ethnicity' (Otorohanga)

'I live in a diverse neighbourhood and we all get along' (Otorohanga)

'We have experience and a reciprocal attitude' (Otorohanga)

'Neighbours are all the same culture, so we all get along' (Otorohanga)

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.

'Group of friends are open minded; acceptable of all groups' (Otorohanga)
'Everybody is friendly and everyone looks after each other' (Otorohanga)
'Because have mixed community and we get along very well and respect each other ' (Otorohanga)

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:

'My family has met many different cultures; we are a little more open-minded than other people in our community' (Otorohanga)
'Host people from other countries. Talk to local and they ignore them cause they aren't a local' (Otorohanga)
'There is a large population of local Maori who are not open to outsiders. Especially the younger ones' (Otorohanga)
'We are quite well travelled and we have experienced the different environment and a lot of the local community are quite insular' (Otorohanga)
'There are few people who disrespect the fact that people are from different countries and culture' (Otorohanga)

'The area we live in is multi-cultured and only a few people struggle with the different cultures in the area' (Otorohanga)
'Well we've always got an element of advice from people so there's always a few people who won't be that way' (Otorohanga)
'We're never gonna get everybody to accept and there's always going to be racism' (Otorohanga)
'They don't all accept immigrants' (Otorohanga)
'Well there is racism that does go on' (Otorohanga)

Some respondents (9.9% of the sample) made other general comments or were neutral about the mix of races:

'The way of human nature' (Otorohanga)
'Comments said when you're around' (Otorohanga)
'Comments from several of my neighbours' (Otorohanga)
'Well all my friends wouldn't be disrespectful if the other cultures were respectful back; it's a two way thing' (Otorohanga)

'We are a small community' (Otorohanga)
'Because I'm married to a lady from the Philippines and work with immigrants' (Otorohanga)
'Well because I know people' (Otorohanga)

This was followed by 7.0% 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:

'There are not many different races in this area. Just have not seen any problems' (Otorohanga)
'There aren't that many diverse cultures around us' (Otorohanga)
'It wouldn't be more than that. Vastly populated area. No foreign people. Well aware of them though' (Otorohanga)
'I live in the country; don't have any foreigners that live around us' (Otorohanga)
'Because I'm not mixing with the people enough to see what is going on with the town' (Otorohanga)

There were comments from respondents who had issues or concerns with other races (7.0% of the sample) and these included:

'They stick to themselves' (Otorohanga)

'Lack of pride and respect in themselves' (Otorohanga)

'They do respect them and they should do the same back' (Otorohanga)

'Some behaviour is not acceptable to my standards. Like scruffiness, not clean in their housing areas and some crime comes with different cultures' (Otorohanga)

'Probably because others think that they aren't conforming to the New Zealand way of life' (Otorohanga)

One respondent (1.4% of the sample) had another comment about the diverse ethnicities in the community that included:

'Living in town that has a population of half Maori and half European makes you aware, and you take awareness with you wherever you go' (Otorohanga)

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

'Because it's been owned land for ages and so that's why we haven't mixed' (Otorohanga)

'I think that in a farming community, we have the option for employing lots of overseas people but I think the people don't show respect for this' (Otorohanga)

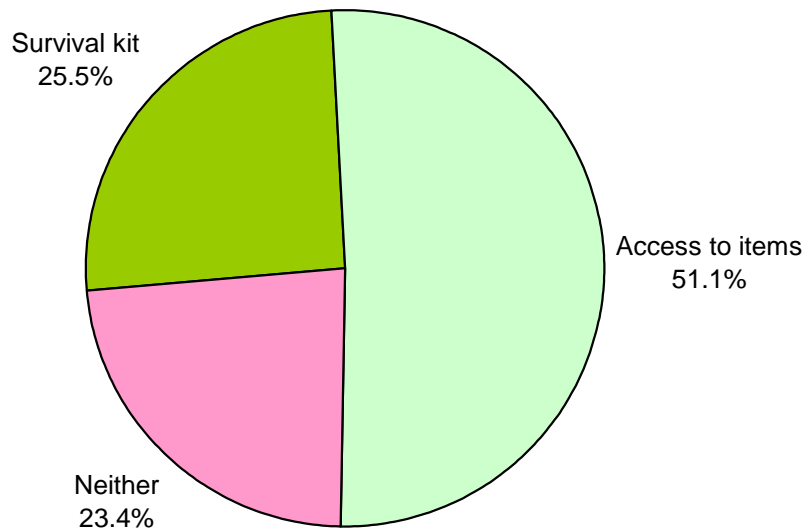
'A lot of people don't want change' (Otorohanga)

Civil Defence

The respondents were asked *'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)?'*

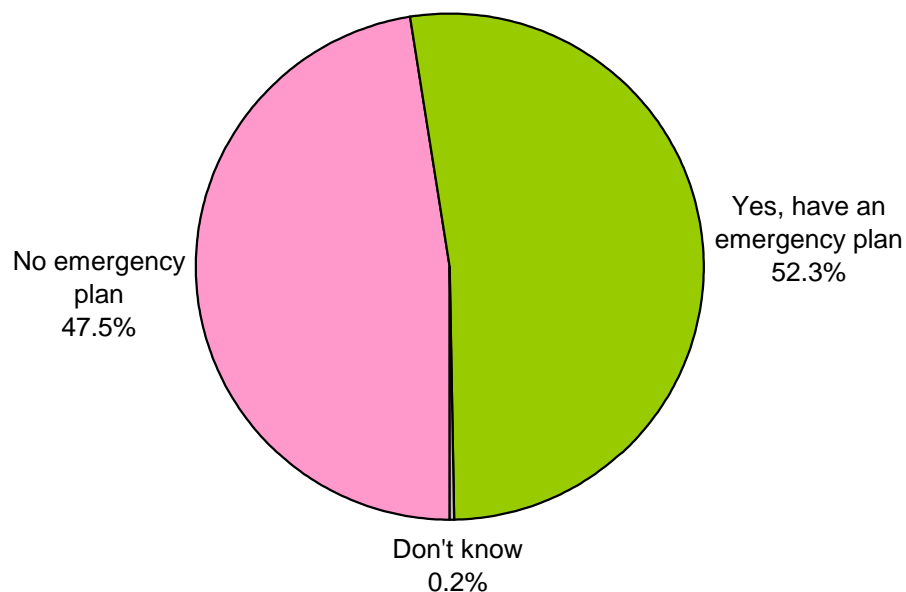
A quarter of the respondents (26%) said they had a survival kit (i.e. torch, candles, matches, radio batteries, tinned food, a first aid kit etc). Half the sample (51%) said they had the items to make a survival kit.

However, a quarter of the sample (23%) said their household did not have a survival kit or ready access to items for one.



The respondents were then asked *'Does your household have an emergency plan (e.g. knowing who to contact, where to get help etc)?'* Just over half the respondents (52%) said their household had an emergency plan e.g. knowing who to contact, where to get help etc.

However, just under half of the sample (48%) said their household did not have an emergency plan. The remaining respondents (0.2%) did not know if they had an emergency plan or not.



Survival kits by demographics

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

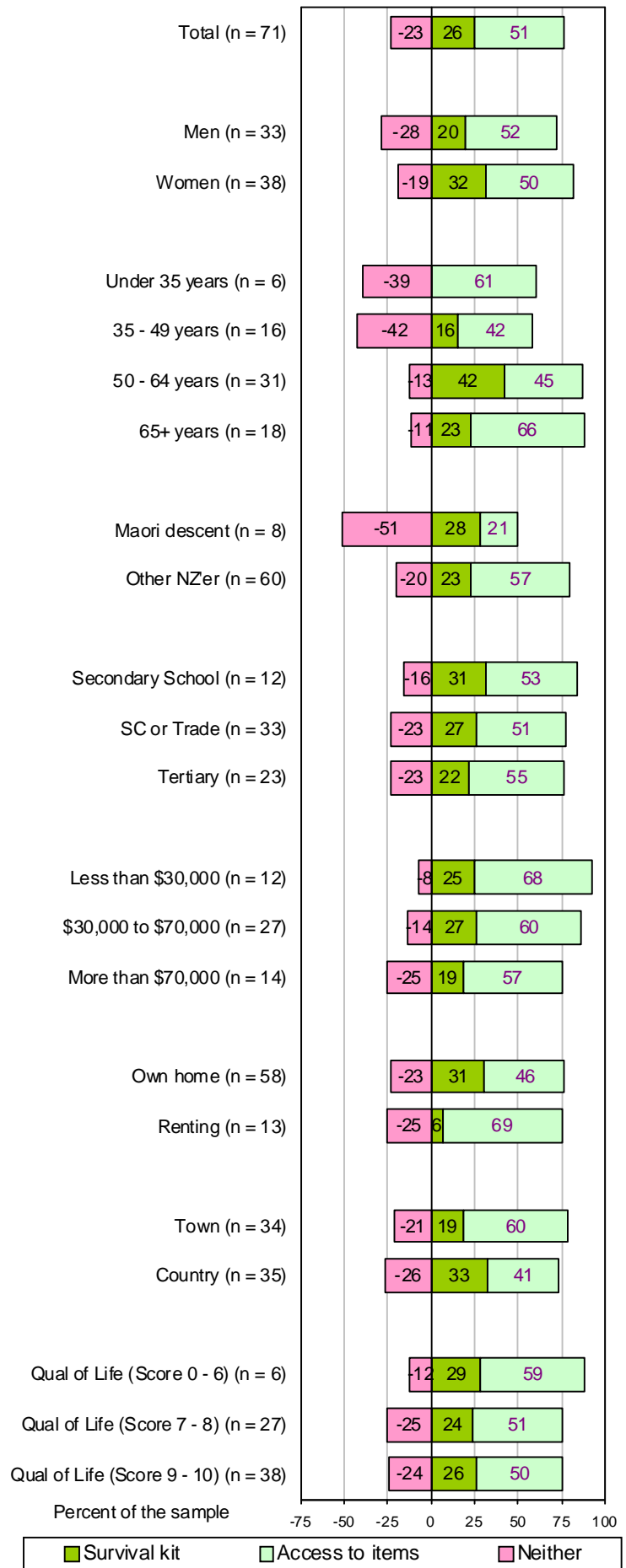
The respondents were asked *‘Thinking now about Civil Defence, does your household have a survival kit or ready access to items for one (i.e. torch, candles, matches, radio, batteries, tinned food, a first aid kit etc)?’*

A quarter of the respondents (26%) said they had a survival kit and half the sample (51%) said they had the items to make a survival kit. However, a quarter of the sample (23%) said their household did not have a survival kit or ready access to items for one.

There is some variance in the proportion of respondents who said they had a survival kit or the items to make one across the subgroups of interest. The chart opposite compares these variables.

The subgroups that were more likely to say they did not have a survival kit or the items to make one were:

- Those aged under 50 (39% - 42%).
- Those of Maori descent (51%)



Emergency plans by demographics

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

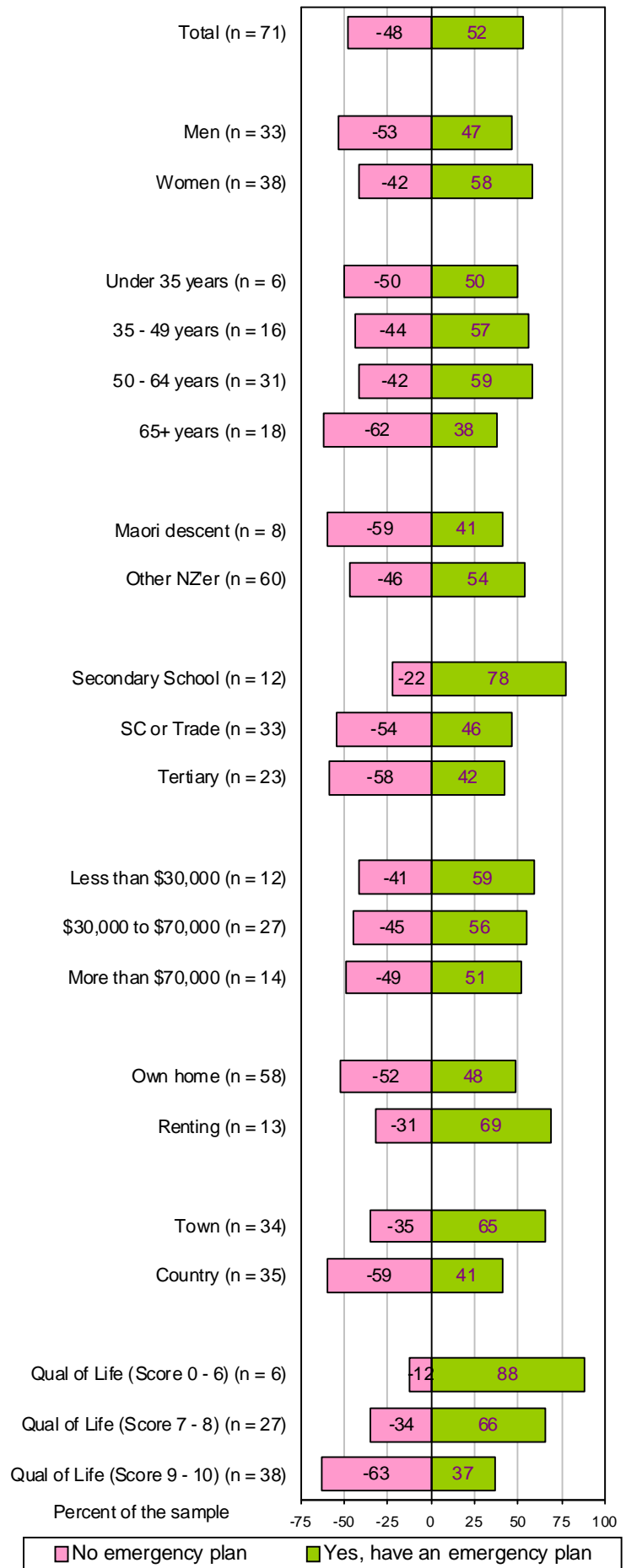
The respondents were then asked ‘Does your household have an emergency plan (e.g. knowing who to contact, where to get help etc)?’

Just over half the respondents (52%) said their household had an emergency plan while just under half of the sample (48%) did not have an emergency plan.

There is some variance in the proportion of respondents who said they had an emergency plan across the subgroups of interest. The chart opposite compares these variables.

The subgroups that were more likely to say they did not have an emergency plan were:

- Men (53%)
- Those aged 65 or more (62%)
- Those with a tertiary qualification (58%).
- Those who own their own home (52%).
- Those who live in the country (59%).
- Those who are very happy with their ‘Quality of Life’ (63%)

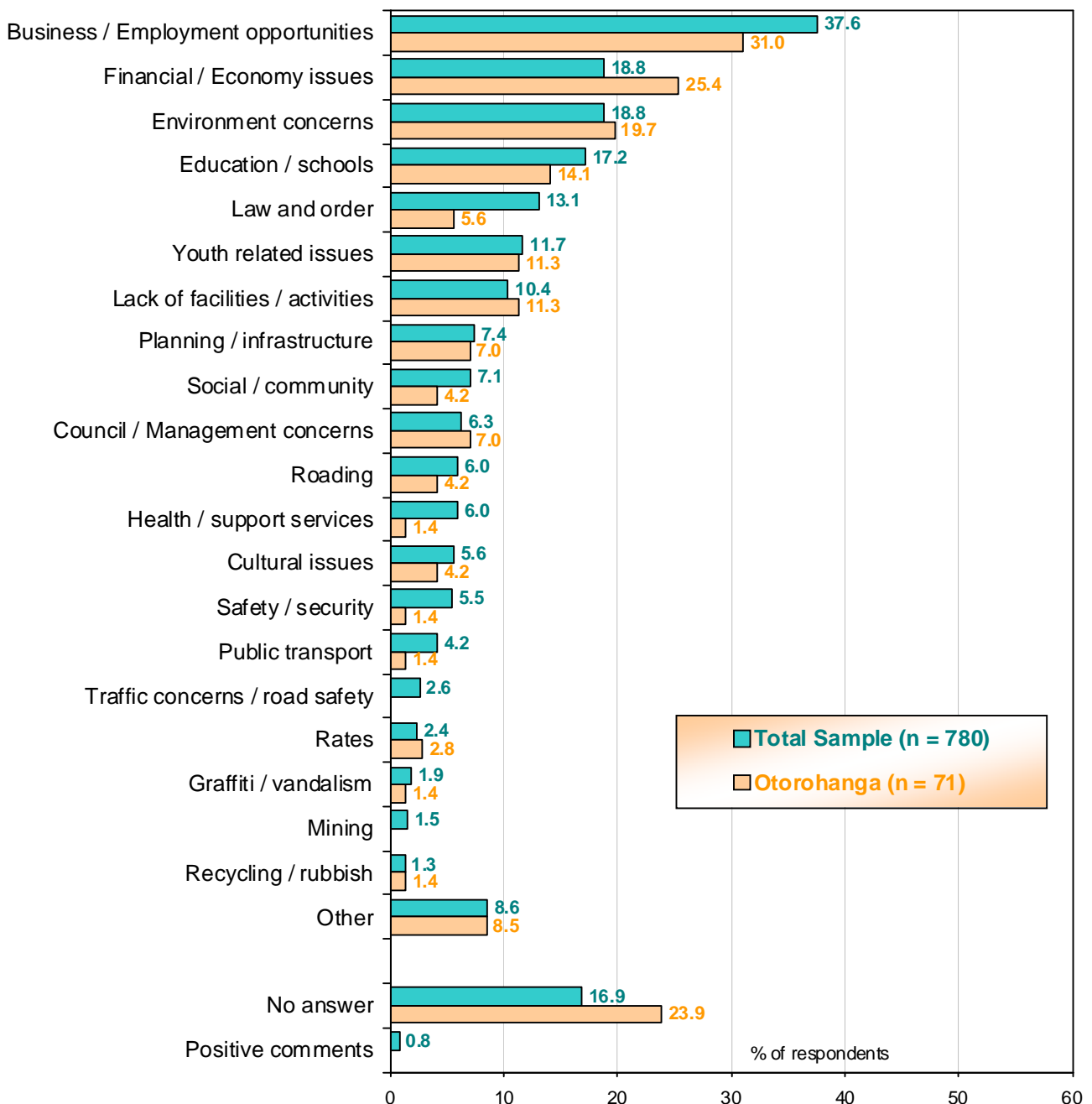


Three biggest issues for your district

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.

The results for Otorohanga are very similar to the regional sample although more respondents from Otorohanga mentioned financial or economic issues (25%) and fewer mentioned employment opportunities or attracting business to the district (31%) or law and order (6%).



The Important Issues in the community included the following comments:

Business / Employment opportunities: 31.0%

The most common theme related to encouraging business into the area and creating employment opportunities being an important issue. These comments included ¹⁶.

- 'Very rural; Very small towns; More expansion, variety of businesses' (Otorohanga)*
- 'Lack of employment for the pre-retirement people because I couldn't find a job; Planning of future subdivisions needs to be thought out' (Otorohanga)*
- 'Education because we live in the country you have diminishing roles in your school and big pressure coming from the ministry of education. We lose services and activities like bus services; Lack of work for our young people. Secondary and tertiary education - young people don't seem to access tertiary services or paid jobs' (Otorohanga)*
- 'Employment of school leavers, nothing to do at weekends' (Otorohanga)*
- 'Unemployment in the community; Outdoor recreational opportunities need to be provided for teenagers' (Otorohanga)*
- 'Lack of support from Council. Lacking a wide enough range of businesses (e.g. minigolf, shoe shop); Too many Council funded organisations going round in circles' (Otorohanga)*
- 'Money and jobs; The environment; Education' (Otorohanga)*
- 'They really need to look at ways to retain people in the community i.e. jobs; Maori land lease prices have increased dramatically, making it unaffordable to live there' (Otorohanga)*
- 'Small population so we are paying high rates to the Council; The roading although we don't have a population to pay for the roads; Access to jobs and education for young people' (Otorohanga)*
- 'Education; Lack of business (some shops don't open)' (Otorohanga)*
- 'Jobs; Lack of public transport to public facilities; Protection of seashore' (Otorohanga)*
- 'Unemployment; Young people; Drugs and alcohol' (Otorohanga)*
- 'Unemployment; Youth crime' (Otorohanga)*
- 'Employment; Health; Security' (Otorohanga)*
- 'Everybody telling us how to run our own lives; employment for the young and early retirement for the old' (Otorohanga)*
- 'Employment; Caring for the elderly; more community involvement for the elderly' (Otorohanga)*
- 'Employment' (Otorohanga)*
- 'Jobs' (Otorohanga)*
- 'Little business growth' (Otorohanga)*
- 'The main street businesses, would like to see more business turn over in the main street' (Otorohanga)*
- 'Unemployment' (Otorohanga)*
- 'Vocational issues' (Otorohanga)*

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.

Financial / Economy issues: 25.4%

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

'Economic, closed mindedness of the farmers; don't want to hear about anything, e.g. where to dump rubbish, legally putting animals in places so they can kill them. Development' (Otorohanga)

'Ongoing maintenance of crime. Police support around the town; Ongoing support with recreational cultural activities; More funding for all activities' (Otorohanga)

'Money and jobs; The environment; Education' (Otorohanga)

'They really need to look at ways to retain people in the community i.e. jobs; Maori land lease prices have increased dramatically, making it unaffordable to live there' (Otorohanga)

'Environment; Education; Economic' (Otorohanga)

'Education; Emergency; And money' (Otorohanga)

'Schooling; Economics' (Otorohanga)

'Keeping the waterways clean; Crime is increasing; the community is more vigilant than they used to be; The overall cost of living has increased for a lot of people' (Otorohanga)

'Economic - a large amount of people are on low income. Environment issues - water pollution; Farming and carbon footprints. Social issue - low social economic area' (Otorohanga)

'Social issue ; Economic issue and environmental issue' (Otorohanga)

'Money; Culture; Environment' (Otorohanga)

'The rising cost of services and rates' (Otorohanga)

'Money as far as district planning goes and impingements imposed on us from central government' (Otorohanga)

'Pricing of sheep farming products; ' (Otorohanga)

'Decent pay economic issues' (Otorohanga)

'Economic issue' (Otorohanga)

'I mean at the moment, economic issue' (Otorohanga)

'More money in going into the area, it's not a high income area' (Otorohanga)

Environmental concerns: 19.7%

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

'We should concentrate on environment. There are lots of dairy farming in rural areas that need to keep in check; Subdivisions of the rural areas to be handled properly' (Otorohanga)

'Money and jobs; The environment; Education' (Otorohanga)

'Jobs; Lack of public transport to public facilities; Protection of seashore' (Otorohanga)

'Environment; Education; Economic' (Otorohanga)

'Keeping the waterways clean; Crime is increasing; the community is more vigilant than they used to be; The overall cost of living has increased for a lot of people' (Otorohanga)

'Economic - a large amount of people are on low income. Environment issues - water pollution; Farming and carbon footprints. Social issue - low social economic area' (Otorohanga)

'Social issue ; Economic issue and environmental issue' (Otorohanga)

'Money; Culture; Environment' (Otorohanga)

'Cultural issues; Environmental issues; And the state of education' (Otorohanga)

'Environmental; Educational' (Otorohanga)

*'Need to look at the rivers and the pollution going into them;
We have a good with recycle centre' (Otorohanga)*
'1080 drops seem to kill everything' (Otorohanga)
'Limited to the supply of water' (Otorohanga)
*'The culture of the coast; The pollution coming into the harbours;
They don't want to change the way it looks' (Otorohanga)*

Education / Schools: 14.1%

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

*'Maintaining access; Maintaining electricity network;
Making sure the rural areas are maintained by regular school bus' (Otorohanga)*
'Education because we live in the country you have diminishing roles in your school and big pressure coming from the ministry of education. We lose services and activities like bus services; Lack of work for our young people. Secondary and tertiary education - young people don't seem to access tertiary services or paid jobs' (Otorohanga)
'Money and jobs; The environment; Education' (Otorohanga)
'Small population so we are paying high rates to the Council; The roading although we don't have a population to pay for the roads; Access to jobs and education for young people' (Otorohanga)
'Education; Lack of business (some shops don't open)' (Otorohanga)

'Environment; Education; Economic' (Otorohanga)
'Education; Emergency; And money' (Otorohanga)
'Schooling; Economics' (Otorohanga)
'Cultural issues; Environmental issues; And the state of education' (Otorohanga)
'Environmental; Educational' (Otorohanga)

Lack of Facilities / Activities: 11.3%

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

'Very rural; Very small towns; More expansion, variety of businesses' (Otorohanga)
'Education because we live in the country you have diminishing roles in your school and big pressure coming from the ministry of education. We lose services and activities like bus services; Lack of work for our young people. Secondary and tertiary education - young people don't seem to access tertiary services or paid jobs' (Otorohanga)
'Employment of school leavers, nothing to do at weekends' (Otorohanga)
'Unemployment in the community; Outdoor recreational opportunities need to be provided for teenagers' (Otorohanga)

'Lack of support from Council. Lacking a wide enough range of businesses (e.g. minigolf, shoe shop); Too many Council funded organisations going round in circles' (Otorohanga)
'Ongoing maintenance of crime. Police support around the town; Ongoing support with recreational cultural activities; More funding for all activities' (Otorohanga)
'More facilities and programs for both young and old i.e. recreational; A vandalism problem during the holidays; Stop trucks using the main street' (Otorohanga)
'Young people don't have enough things for them to do, no movie theatres etc' (Otorohanga)

Youth related issues: 11.3%

The next main issue related to youth. The comments included:

'Education because we live in the country you have diminishing roles in your school and big pressure coming from the ministry of education. We lose services and activities like bus services; Lack of work for our young people. Secondary and tertiary education - young people don't seem to access tertiary services or paid jobs' (Otorohanga)

'Employment of school leavers, nothing to do at weekends' (Otorohanga)

'Unemployment in the community;

Outdoor recreational opportunities need to be provided for teenagers' (Otorohanga)

'Young people don't have enough things for them to do, no movie theatres etc' (Otorohanga)

'Small population so we are paying high rates to the Council; The roading although we don't have a population to pay for the roads; Access to jobs and education for young people' (Otorohanga)

'Unemployment; Young people; Drugs and alcohol' (Otorohanga)

'Unemployment; Youth crime' (Otorohanga)

'Everybody telling us how to run our own lives; employment for the young and early retirement for the old' (Otorohanga)

Planning / Infrastructure: 7.0%

A number of the respondents mentioned planning or infrastructure issues as one of their main concerns. These comments included:

'Very rural; Very small towns; More expansion, variety of businesses' (Otorohanga)

'Lack of employment for the pre-retirement people because I couldn't find a job; Planning of future subdivisions needs to be thought out' (Otorohanga)

'Economic, closed mindedness of the farmers; don't want to hear about anything, e.g. where to dump rubbish, legally putting animals in places so they can kill them. Development' (Otorohanga)

'Maintaining access; Maintaining electricity network; Making sure the rural areas are maintained by regular school bus' (Otorohanga)

'We should concentrate on environment. There are lots of dairy farming in rural areas that need to keep in check; Subdivisions of the rural areas to be handled properly' (Otorohanga)

Council / Management concerns: 7.0%

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

'Lack of support from Council. Lacking a wide enough range of businesses (e.g. minigolf, shoe shop); Too many Council funded organisations going round in circles' (Otorohanga)

'Money as far as district planning goes and impingements imposed on us from central government' (Otorohanga)

'Lack of communication; Distance' (Otorohanga)

'Environment Waikato has too much say and too much power' (Otorohanga)

'We are a small district, reasonably financially well off and we would hate to be forced to join other Councils. At the same time, we have got to be careful not to become part of Hamilton as we are our own district' (Otorohanga)

Law and Order: 5.6%

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

'Ongoing maintenance of crime. Police support around the town; Ongoing support with recreational cultural activities; More funding for all activities' (Otorohanga)

'Unemployment; Young people; Drugs and alcohol' (Otorohanga)

'Unemployment; Youth crime' (Otorohanga)

'Keeping the waterways clean; Crime is increasing; the community is more vigilant than they used to be; The overall cost of living has increased for a lot of people' (Otorohanga)

Social / Community: 4.2%

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

'Employment; Caring for the elderly; more community involvement for the elderly' (Otorohanga)

'Economic - a large amount of people are on low income. Environment issues - water pollution; Farming and carbon footprints. Social issue - low social economic area' (Otorohanga)

'Social issue ; Economic issue and environmental issue' (Otorohanga)

Roading: 4.2%

The next most common theme related to roads or roading being an important issue. These comments included:

'More facilities and programs for both young and old i.e. recreational; A vandalism problem during the holidays; Stop trucks using the main street' (Otorohanga)

'Small population so we are paying high rates to the Council; The roading although we don't have a population to pay for the roads; Access to jobs and education for young people' (Otorohanga)

'Roading and roading. I am having issues with Transit at the moment; I want them to remove a couple of trees and they won't because they are blocking the sunlight to my house' (Otorohanga)

Cultural issues: 4.2%

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

'Money; Culture; Environment' (Otorohanga)

'Cultural issues; Environmental issues; And the state of education' (Otorohanga)

'Cultural' (Otorohanga)

Rates: 2.8%

Some respondents felt rates was an issue for them and their comments include:

'Small population so we are paying high rates to the Council; The roading although we don't have a population to pay for the roads; Access to jobs and education for young people' (Otorohanga)

'The rising cost of services and rates' (Otorohanga)

Recycling / Rubbish: 1.4%

Recycling or rubbish collections were mentioned by one respondent as a main issue:

*'Need to look at the rivers and the pollution going into them;
We have a good with recycle centre' (Otorohanga)*

Health / Support services: 1.4%

One respondent mentioned health as an issue and this included:

'Employment; Health; Security' (Otorohanga)

Safety / security: 1.4%

Another respondent commented on safety / security as an issue:

'Employment; Health; Security' (Otorohanga)

Public Transport: 1.4%

Public transport was mentioned by a respondent as one of their 3 main issues.

'Jobs; Lack of public transport to public facilities; Protection of seashore' (Otorohanga)

Graffiti / Vandalism: 1.4%

Vandalism was a main issue in the community for one respondent:

'More facilities and programs for both young and old i.e. recreational; A vandalism problem during the holidays; Stop trucks using the main street' (Otorohanga)

Other: 8.5%

A range of other issues or concerns were mentioned:

'Economic, closed mindedness of the farmers; don't want to hear about anything, e.g. where to dump rubbish, legally putting animals in places so they can kill them. Development' (Otorohanga)

'Maintaining access; Maintaining electricity network; Making sure the rural areas are maintained by regular school bus' (Otorohanga)

'Everybody telling us how to run our own lives; employment for the young and early retirement for the old' (Otorohanga)

'Education; Emergency; And money' (Otorohanga)

'Lack of communication; Distance' (Otorohanga)

'Retaining the service we have got. Increase the number of the permanent residents against bach owners; Emergency communications (cell phone service)' (Otorohanga)

No answer: 23.9%

A number of respondents did not answer the question.

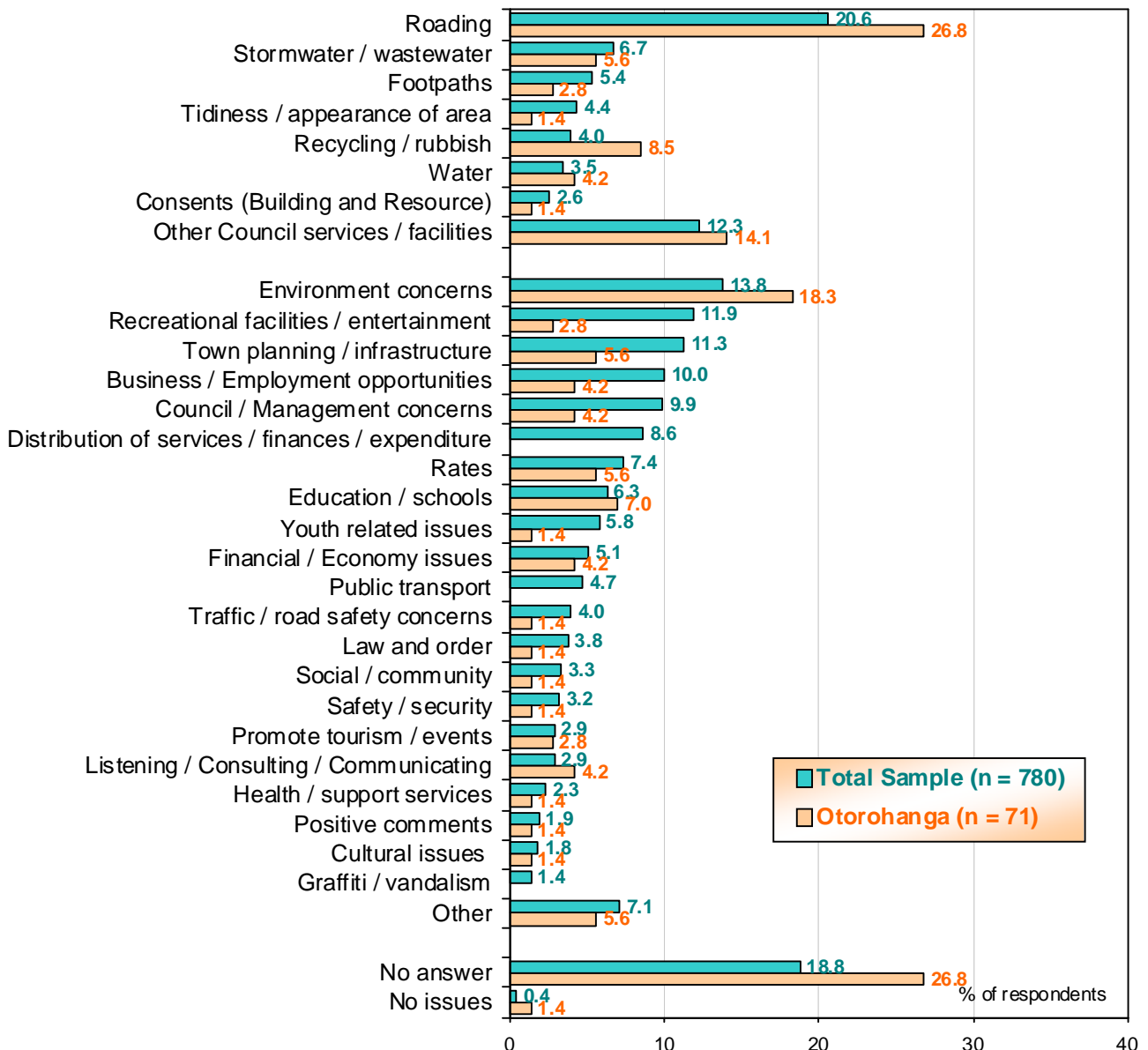
Three biggest issues Council should be looking at

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.

The results for Otorohanga are very similar to the regional sample although more respondents from Otorohanga mentioned roading (27%) and environmental concerns (18%) and fewer mentioned the need for recreational facilities or entertainment (3%) town planning or infrastructure (6%) creating employment opportunities (4%) and Council or Management concerns (4%).



The Important Issues for Council included the following comments:

Roading: 26.8%

The most common theme related to roads or roading being an important issue. The comments included:¹⁷.

*'Protecting the environment; Proper maintenance of the roads, especially in rural area;
No adequate facilities for rubbish collection on Kawhia Road.*

The hours of depot to dump rubbish are not convenient' (Otorohanga)

'Improve road maintenance, better street lighting.

More reliable, better rubbish collection' (Otorohanga)

'They need to continue to address libraries actively and support them; Roading - continue to maintain it up and also the general infrastructure; Support eco and adventure tourism' (Otorohanga)

*'Sewerage; Upgrade the water supply and our roading to Raglan should be fixed
(the one that fell in the river)' (Otorohanga)*

'Keeping roads in good order; water and sewage up to scratch' (Otorohanga)

'Roading; And footpaths; And water being a minor issue' (Otorohanga)

*'The waterways and keeping them clean; Keeping the state of the roads in good repair in general;
Try and look at more cultural activities for specifically the teenagers' (Otorohanga)*

'Roading; People's rights; The environment' (Otorohanga)

*'They need to be looking after the rivers and waterways. Rivers have effluent draining into them ;
The roads need upgrading' (Otorohanga)*

*'They should be looking at roading because we are getting some very big highways going through
our district and our town has to be moving ahead and we have to make sure the district
does not subdivide too much land so it doesn't become too tricky to farm' (Otorohanga)*

*'Roading network was maintained and improved; Ensuring land is available for development; Not
charging the ratepayers too much' (Otorohanga)*

*'Roads in my area; Creating a better awareness for farm drivers coming out of the farm
and turning into the farm' (Otorohanga)*

'Roads - better road maintenance; Fixing and upgrading our roads' (Otorohanga)

'Roading - upgrading the roads in general' (Otorohanga)

'Roading- A lot of the rural roads need updating out here' (Otorohanga)

'Roading needs looking at' (Otorohanga)

'Roading (fixing roads)' (Otorohanga)

'Roads' (Otorohanga)

'Telling Transit to get their act together' (Otorohanga)

Recycling / Rubbish: 8.5%

Recycling or rubbish collections were mentioned by some respondents as a main issue with these comments.

*'Protecting the environment; Proper maintenance of the roads, especially in rural area;
No adequate facilities for rubbish collection on Kawhia Road.*

The hours of depot to dump rubbish are not convenient' (Otorohanga)

'Improve road maintenance, better street lighting.

More reliable, better rubbish collection' (Otorohanga)

'Waste management and the rates we pay are too high and need to be lowered' (Otorohanga)

¹⁷ 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.

'Rubbish dump, many people don't use it; Trying to help the people that do want to promote tourism. Educating people of other cultures' (Otorohanga)
'More recycling bins in the community' (Otorohanga)
'See a rubbish collection (where we are, there isn't one)' (Otorohanga)

Stormwater / Wastewater: 5.6%

Several respondents mentioned stormwater or wastewater issues in the area with these comments:

'Being more helpful to new businesses; Helping the residential market develop; Tidying up their parks and reserves and the stormwater drain' (Otorohanga)
'Upgrading of the sewerage facilities; More parking in town' (Otorohanga)
'Sewerage; Upgrade the water supply and our roading to Raglan should be fixed (the one that fell in the river)' (Otorohanga)
'Keeping roads in good order; water and sewage up to scratch' (Otorohanga)

Water: 4.2%

Some respondents mentioned water as an issue that Council should be looking at with these comments:

'Sewerage; Upgrade the water supply and our roading to Raglan should be fixed (the one that fell in the river)' (Otorohanga)
'Keeping roads in good order; water and sewage up to scratch' (Otorohanga)
'Roading; And footpaths; And water being a minor issue' (Otorohanga)

Footpaths: 2.8%

Some respondents felt footpaths were an issue for them and their comments include:

'Roading; And footpaths; And water being a minor issue' (Otorohanga)
'Footpaths in town need to be looked at; more for kids to do after school and weekends' (Otorohanga)

Tidiness or appearance of area: 1.4%

The appearance of the area was an issue for one respondent:

'Upkeep of the town; Security within the town during the night' (Otorohanga)

Consents – Building and Resource: 1.4%

Another respondent mentioned building and resource consents as an issue:

'Consent costs too high' (Otorohanga)

Other Council services / facilities: 14.1%

The next theme related to issues with other Council services or facilities. These comments included:

*'Protecting the environment; Proper maintenance of the roads, especially in rural area;
No adequate facilities for rubbish collection on Kawhia Road.
The hours of depot to dump rubbish are not convenient'* (Otorohanga)

*'Improve road maintenance, better street lighting.
More reliable, better rubbish collection'* (Otorohanga)

'They need to continue to address libraries actively and support them; Roothing - continue to maintain it up and also the general infrastructure; Support eco and adventure tourism' (Otorohanga)

'Being more helpful to new businesses; Helping the residential market develop; Tiding up their parks and reserves and the stormwater drain' (Otorohanga)

'Upgrading of the sewerage facilities; More parking in town' (Otorohanga)

'Listening to their small ward areas; Slow to react to things that need to be done, for example slips on side roads; The library service could be better (only open five hours a week)' (Otorohanga)

'I think they should be looking at keeping the rivers clean; they aren't good at all. People are putting bad stuff into the rivers and the Council should deal with it; Pollution, lots of pollution from different companies and the Council won't do anything about it. This is the main problem. Even the windows around town are very hard to keep clean because of the timber treatment plant. I don't know why they aren't doing anything about it. I have tried to talk to the Council lots of times and they won't do anything about it.'; They have got a cattle truck wash depot right in the middle of town and it really smells; the Council says they can't smell it' (Otorohanga)

'A bit more coastal development and opening up areas for homes for housing opportunities' (Otorohanga)

'Just maybe parking is a problem at some kindergartens and the medical centre' (Otorohanga)

'Keeping car parks in the main street' (Otorohanga)

Environment concerns: 18.3%

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

*'Protecting the environment; Proper maintenance of the roads, especially in rural area;
No adequate facilities for rubbish collection on Kawhia Road. The hours of depot to dump rubbish are not convenient'* (Otorohanga)

'I think they should be looking at keeping the rivers clean; they aren't good at all. People are putting bad stuff into the rivers and the Council should deal with it; Pollution, lots of pollution from different companies and the Council won't do anything about it. This is the main problem. Even the windows around town are very hard to keep clean because of the timber treatment plant. I don't know why they aren't doing anything about it. I have tried to talk to the Council lots of times and they won't do anything about it.'; They have got a cattle truck wash depot right in the middle of town and it really smells; the Council says they can't smell it' (Otorohanga)

*'The waterways and keeping them clean; Keeping the state of the roads in good repair in general;
Try and look at more cultural activities for specifically the teenagers'* (Otorohanga)

'Roading; People's rights; The environment' (Otorohanga)

*'They need to be looking after the rivers and waterways. Rivers have effluent draining into them ;
The roads need upgrading'* (Otorohanga)

'They should be looking at roading because we are getting some very big highways going through our district and our town has to be moving ahead and we have to make sure the district does not subdivide too much land so it doesn't become too tricky to farm' (Otorohanga)

*'Water; Environmental issues and making sure they look after the beaches;
Working in with the local community'* (Otorohanga)

'The subdivision - development on farm land; Aotea waterways - the Council haven't informed Aotea residents about what is going on; the waterways have been breaking down the sea wall and there is inadequate sea walls. The Council are saying people can't develop their properties and instead they should sort out the sea wall' (Otorohanga)

'Environmental; Educational; Social' (Otorohanga)
'They need to keep caring for our environment and continue to minimise crime' (Otorohanga)
'Roads congestion and checking the environment is up to better standard' (Otorohanga)
'Environment; Not too many issues' (Otorohanga)
'Environment because the environment is what everyone has to live in surrounded by rivers ongoing problems of keeping the rivers clean' (Otorohanga)

Education / Schools: 7.0%

Others mentioned education or lack of schools in the area with these comments:

'Environmental; Educational; Social' (Otorohanga)
'Education; how they teach it. Practical first and then into theory but it's the other way now. All my life I have worked hard but never got much pay and it's been like that most my life which is very disappointing; Younger generation having good pay' (Otorohanga)
'Rubbish dump, many people don't use it; Trying to help the people that do want to promote tourism. Educating people of other cultures' (Otorohanga)
'Education - making sure all children go to school' (Otorohanga)
'Build more tertiary schools' (Otorohanga)

Town Planning / Infrastructure: 5.6%

A number of the sample mentioned planning or infrastructure issues as one of their main concerns. These comments included:

'Being more helpful to new businesses; Helping the residential market develop; Tidying up their parks and reserves and the stormwater drain' (Otorohanga)
'A bit more coastal development and opening up areas for homes for housing opportunities' (Otorohanga)
'Roading network was maintained and improved; Ensuring land is available for development; Not charging the ratepayers too much' (Otorohanga)
'The subdivision - development on farm land; Aotea waterways - the Council haven't informed Aotea residents about what is going on; the waterways have been breaking down the sea wall and there is inadequate sea walls. The Council are saying people can't develop their properties and instead they should sort out the sea wall' (Otorohanga)

Rates: 5.6%

Some respondents felt rates were an issue for them and their comments include:

'Roading network was maintained and improved; Ensuring land is available for development; Not charging the ratepayers too much' (Otorohanga)
'Waste management and the rates we pay are too high and need to be lowered' (Otorohanga)
'Stop increasing rates; They need to look at things in a different light. Stabilise rates with a 5 year rate' (Otorohanga)
'Reduce the rates' (Otorohanga)

Business / Employment opportunities 4.2%

The next most common theme related to encouraging business into the area and creating employment opportunities. The comments included:

- 'Being more helpful to new businesses; Helping the residential market develop; Tiding up their parks and reserves and the stormwater drain' (Otorohanga)*
- 'See previous comment (They really need to look at ways to retain people in the community i.e. jobs. Maori land lease prices have increased dramatically, making it unaffordable to live there)' (Otorohanga)*
- 'The employment' (Otorohanga)*

Council / Management concerns: 4.2%

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

- 'Water; Environmental issues and making sure they look after the beaches; Working in with the local community' (Otorohanga)*
- 'The subdivision - development on farm land; Aotea waterways - the Council haven't informed Aotea residents about what is going on; the waterways have been breaking down the sea wall and there is inadequate sea walls. The Council are saying people can't develop their properties and instead they should sort out the sea wall' (Otorohanga)*
- 'They should employ people who know what they're doing, they should be "squeaky clean" before they starting quoting anything about what I'm allowed to do i.e. what's good for the goose is good for the gander' (Otorohanga)*

Financial / Economy issues: 4.2%

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

- 'Consent costs too high' (Otorohanga)*
- 'See previous comment (They really need to look at ways to retain people in the community i.e. jobs. Maori land lease prices have increased dramatically, making it unaffordable to live there)' (Otorohanga)*
- 'Education; how they teach it. Practical first and then into theory but it's the other way now. All my life I have worked hard but never got much pay and it's been like that most my life which is very disappointing; Younger generation having good pay' (Otorohanga)*

Listening / Consulting / Communicating: 4.2%

Keeping the lines of communication open with the Council was an issue for some respondents. These comments included:

- 'Listening to their small ward areas; Slow to react to things that need to be done, for example slips on side roads; The library service could be better (only open five hours a week)' (Otorohanga)*
- 'Water; Environmental issues and making sure they look after the beaches; Working in with the local community' (Otorohanga)*
- 'Ignoring the people of the village (don't notify them)' (Otorohanga)*

Lack of Recreational facilities / Entertainment: 2.8%

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

'The waterways and keeping them clean; Keeping the state of the roads in good repair in general; Try and look at more cultural activities for specifically the teenagers' (Otorohanga)

'Footpaths in town need to be looked at; more for kids to do after school and weekends' (Otorohanga)

Promoting Tourism / Events: 2.8%

A number of the respondents mentioned promoting tourism or events. These comments included:

'They need to continue to address libraries actively and support them; Roading - continue to maintain it up and also the general infrastructure; Support eco and adventure tourism' (Otorohanga)

'Rubbish dump, many people don't use it; Trying to help the people that do want to promote tourism. Educating people of other cultures' (Otorohanga)

Youth related issues: 1.4%

The next issue related to youth and was concerning activities to keep them occupied. Their comments included:

'The waterways and keeping them clean; Keeping the state of the roads in good repair in general; Try and look at more cultural activities for specifically the teenagers' (Otorohanga)

Traffic concerns / Road safety: 1.4%

One respondent mentioned traffic concerns or road safety as an issue. This comment included:

'Roads congestion and checking the environment is up to better standard' (Otorohanga)

Law and Order: 1.4%

Another respondent commented on law and order related issues such as crime:

'They need to keep caring for our environment and continue to minimise crime' (Otorohanga)

Social / Community: 1.4%

Social concerns were a main issue for one respondent:

'Environmental; Educational; Social' (Otorohanga)

Safety / security: 1.4%

One respondent commented on safety / security as an issue:

'Upkeep of the town; Security within the town during the night' (Otorohanga)

Health / Support services: 1.4%

One respondent mentioned health or support services as an issue for them. This comment included:

'Just maybe parking is a problem at some kindergartens and the medical centre' (Otorohanga)

Cultural issues: 1.4%

One respondent mentioned cultural issues as a concern with this comment:

*'Rubbish dump, many people don't use it; Trying to help the people that do want to promote tourism.
Educating people of other cultures' (Otorohanga)*

Positive Comments: 1.4%

One of the respondents made a positive comment.

'Happy with what they are doing' (Otorohanga)

No issues: 0.4%

One respondent felt there were no issues for them with this comment:

'There is no major issues' (Otorohanga)

Other: 5.6%

A range of other issues or concerns were mentioned:

'Roading; People's rights; The environment' (Otorohanga)
*'Roads in my area; Creating a better awareness for farm drivers coming out
of the farm and turning into the farm' (Otorohanga)*
'Upkeep of the town; Security within the town during the night' (Otorohanga)
'Mangaitanga' (Otorohanga)

No answer: 26.8%

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)¹⁸, (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.

¹⁸ 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)

Happiness with 'their Quality of Life' by district

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)¹⁹, (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).

¹⁹ 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 by Location

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)²⁰, (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.

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)

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?'*

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)²¹, (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

²¹ 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)

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.

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

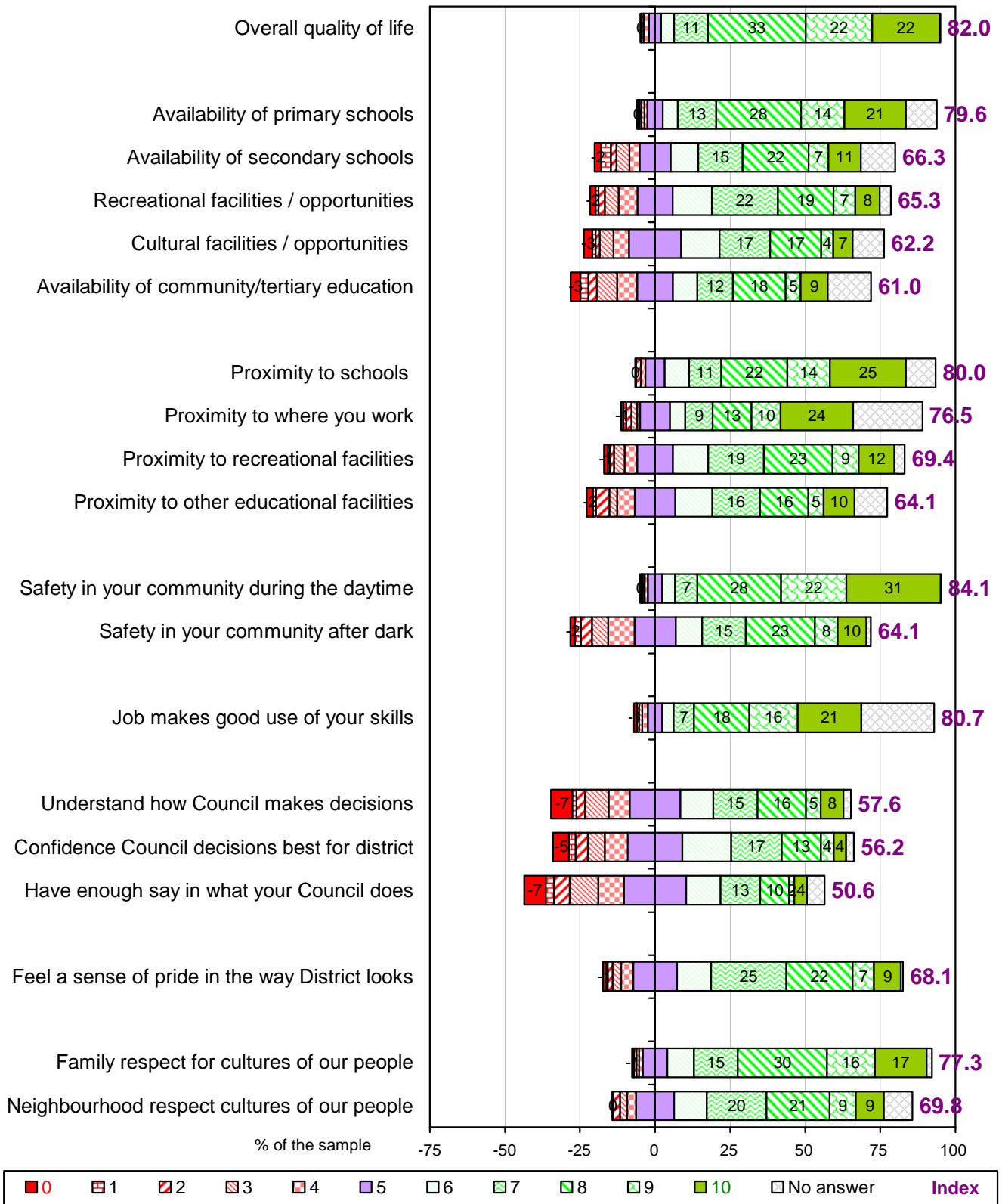
Respondents were then asked *'Now focusing only on the areas that your Council is responsible for what in your opinion, are the three main issues that Council should be looking at?'* This question was asked as an open question with the answers grouped together for analysis purposes.

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.

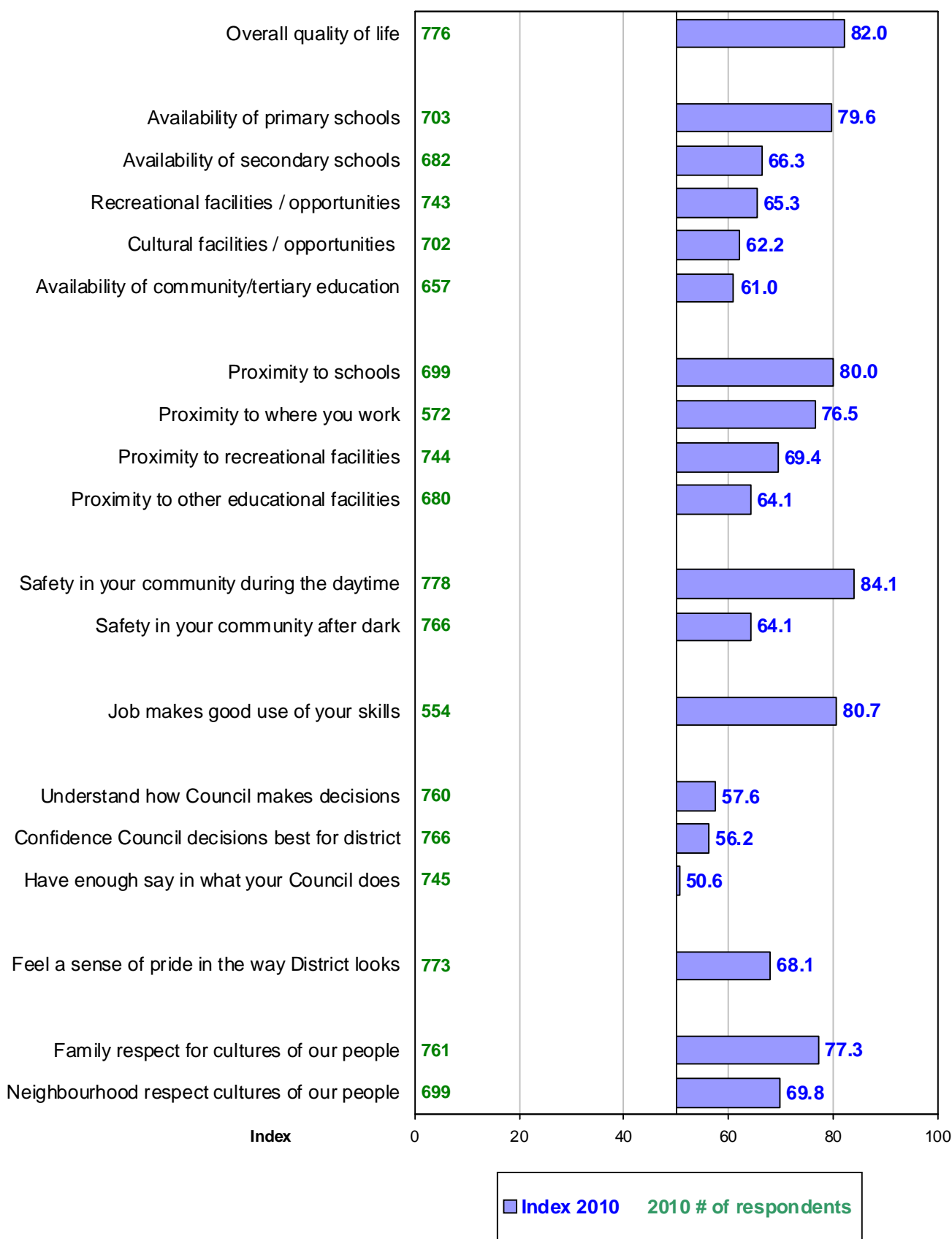
Summary of Indexes – Waikato Region

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

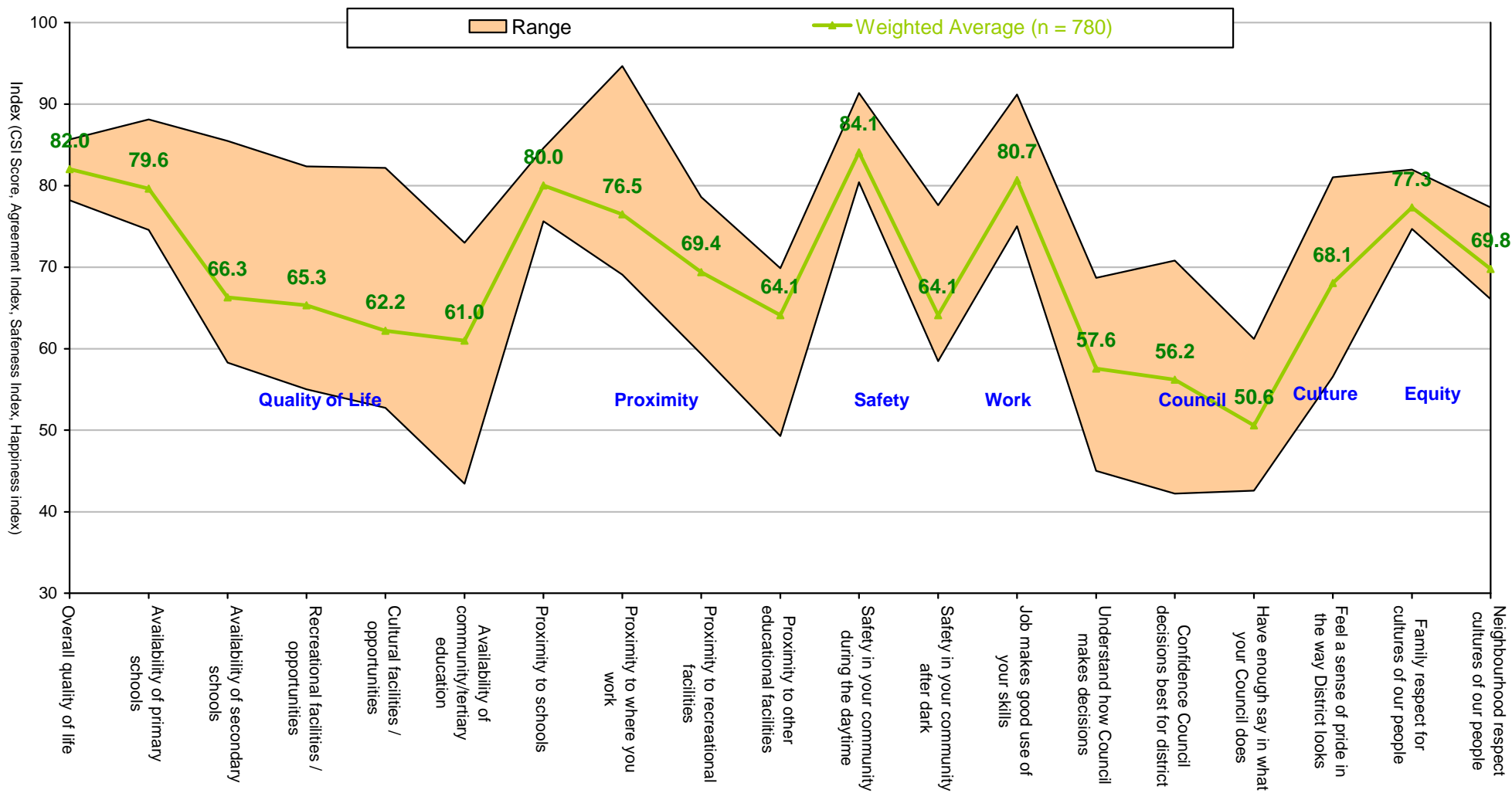
The following table compares the Indexes (CSI Scores, Agreement Index, Safety Index or Happiness Index) for the factors in the core survey. The cells highlighted in green are the districts with the highest index and those highlighted in pink highlight the district with the lowest index.

	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
		0	1	2	3	4	5	6	7	8	9	10	9	10	NA/DK	
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 DK
		0	1	2	3	4	5	6	7	8	9	10				
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	3	6	6	9	
A	Support within the community from family, friends and neighbours	0	1	2	3	4	5	6	7	8	9	10	3	6	6	9	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	3	6	6	9	99
C	The level of volunteer support within your community	0	1	2	3	4	5	6	7	8	9	10	3	6	6	9	99
D	Your level of trust in others in your community	0	1	2	3	4	5	6	7	8	9	10	3	6	6	9	99
E	Community support being accessible	0	1	2	3	4	5	6	7	8	9	10	3	6	6	9	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
		0	1	2	3	4	5	6	7	8	9	10	NA/DK			
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

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)