

# MARCO Regional Waikato Perception Survey 2010

## Taupo Report

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Prepared for



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# Background

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

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

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

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

1. Environment Waikato – [Environmental awareness, attitudes and actions \(EAAA\) survey](#)  
A triennial<sup>1</sup> 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.

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<sup>1</sup> 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 10<sup>th</sup> June and 20<sup>th</sup> 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%
<b>Total</b>	<b>3,563</b>	<b>100.0%</b>	<b>3,108</b>	<b>100.0%</b>
<b>Response rate</b>	<b>38.3%</b>		<b>37.3%</b>	

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**

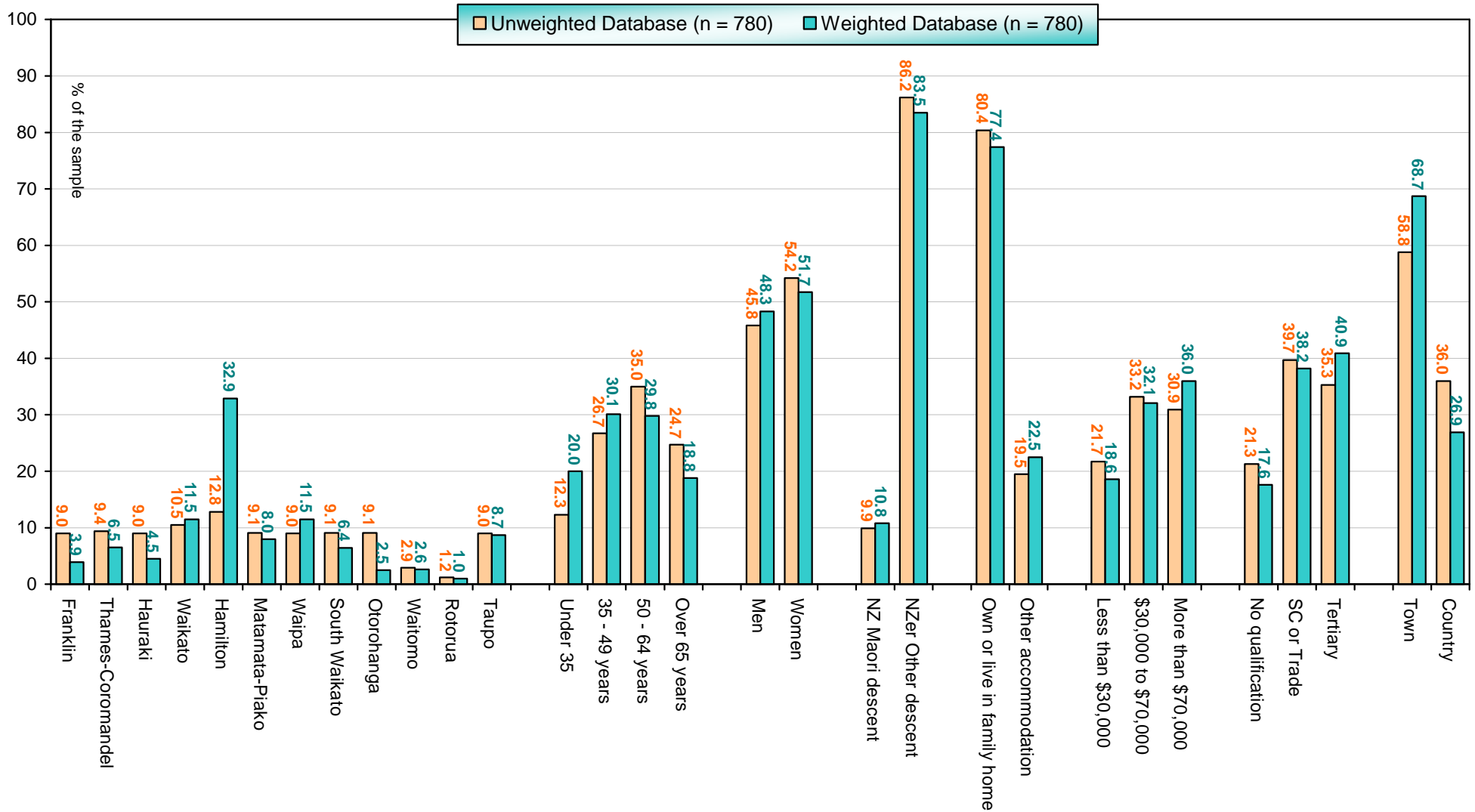
With most random samples, there are subgroups of the population that tend to opt out of participating in surveys e.g. in this survey only 12% of the interviews were with respondents aged 18 to 34 years (versus 20% based on the 2006 census results) as a higher proportion of this age bracket opted out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

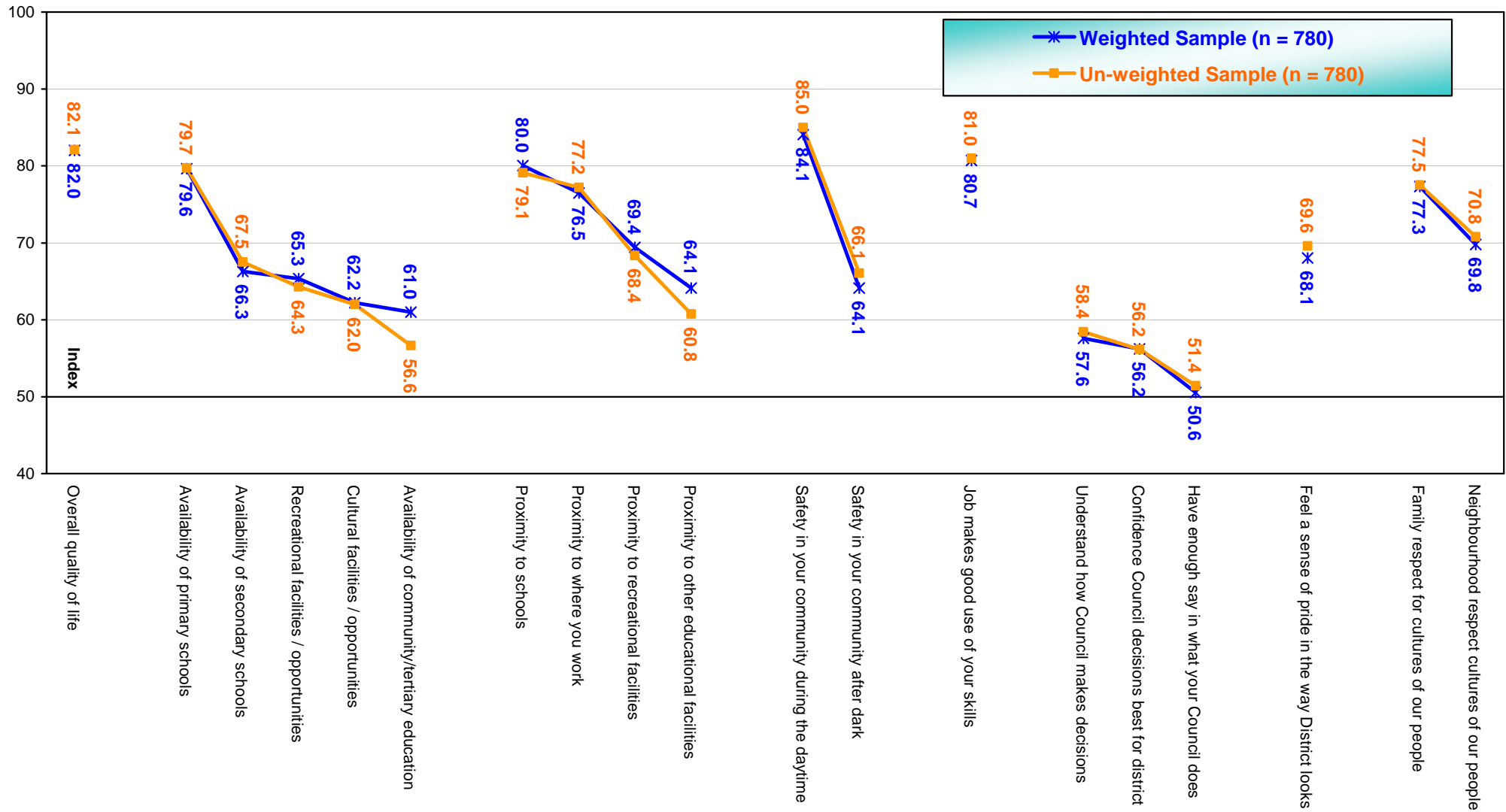
A simple cost effective method of correcting for this imbalance is by data weighting e.g. a weighting is given to ensure the sample reflects the actual population e.g. if 25% of the interviews were with respondents over 65 but we were only expecting 20% in the population, then a data weighting is applied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



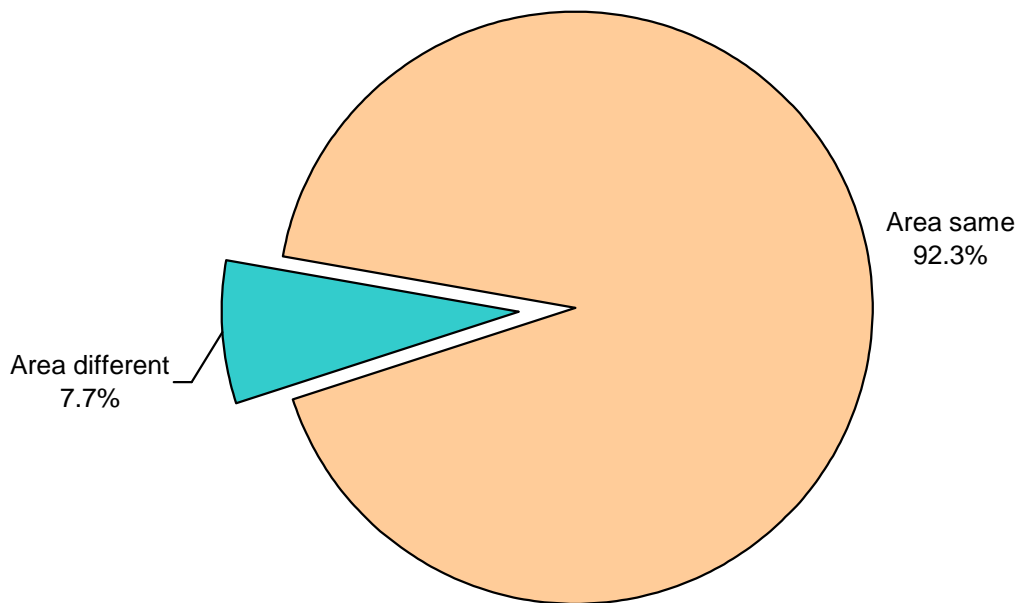
## Telephone Area compared to respondents area

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.

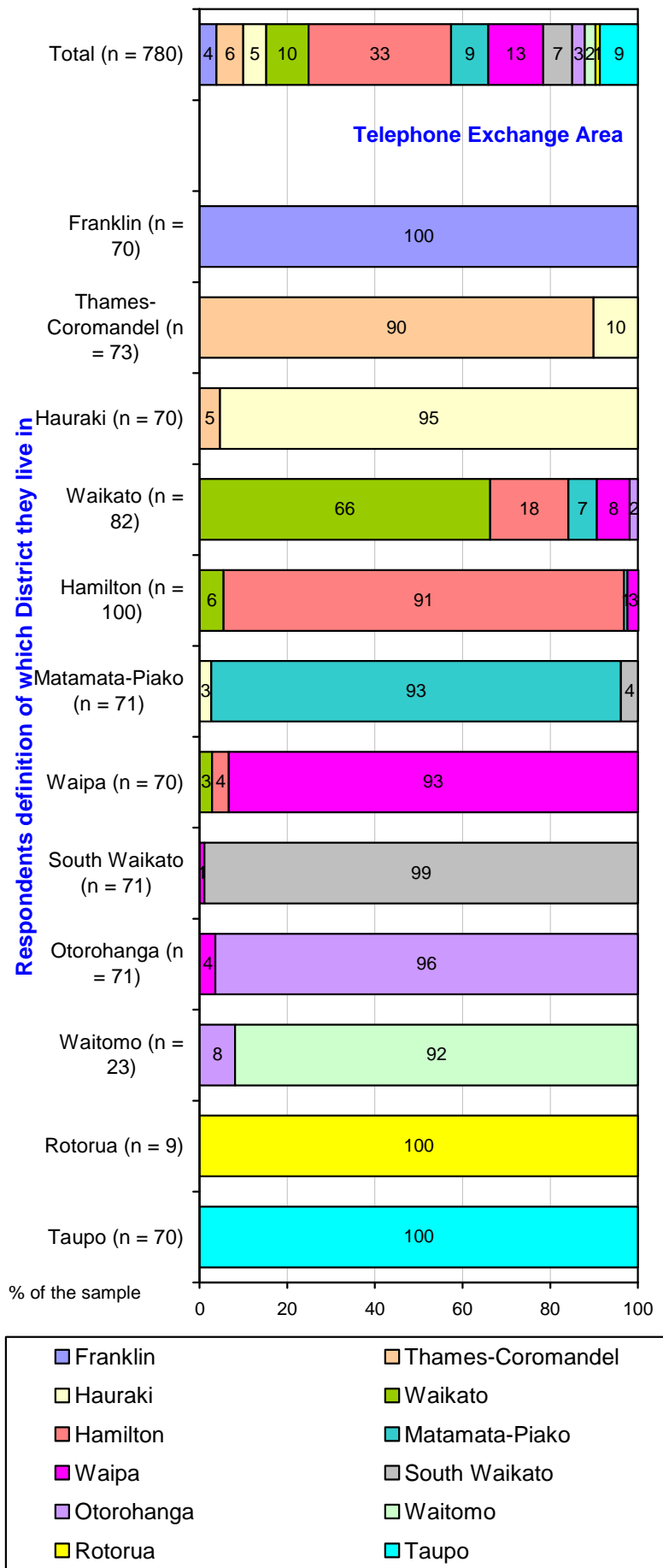
For most districts, the vast majority are from the telephone exchanges for the district that for respondents said they were from. This ranges from 66% for Waikato to 100% for Franklin, Rotorua and Taupo.

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

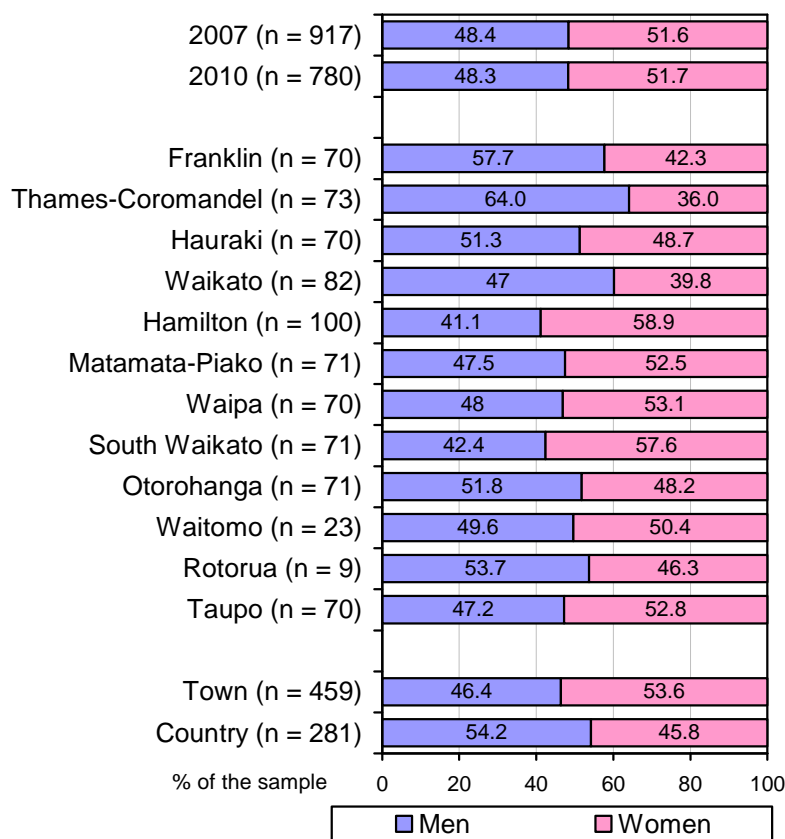
## Gender

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

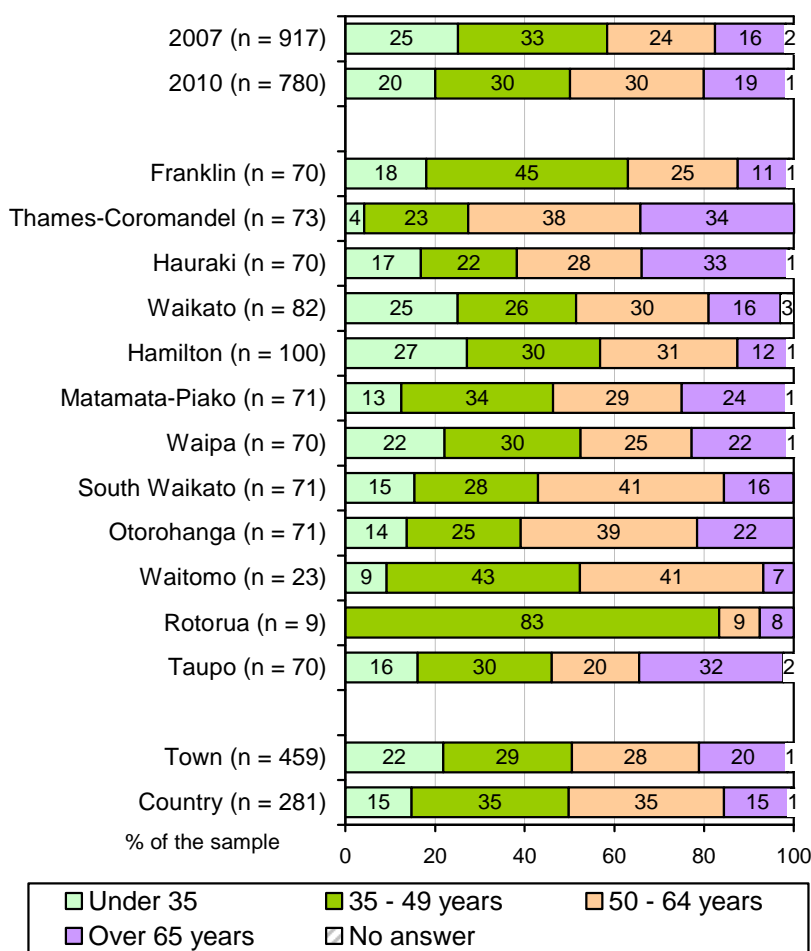
The unweighted sample has a disproportionate number of over 65 year olds, (25% versus 19% in the census). This is caused by more older people living alone and being more available for interviews. This anomaly has been corrected by data weighting.

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**

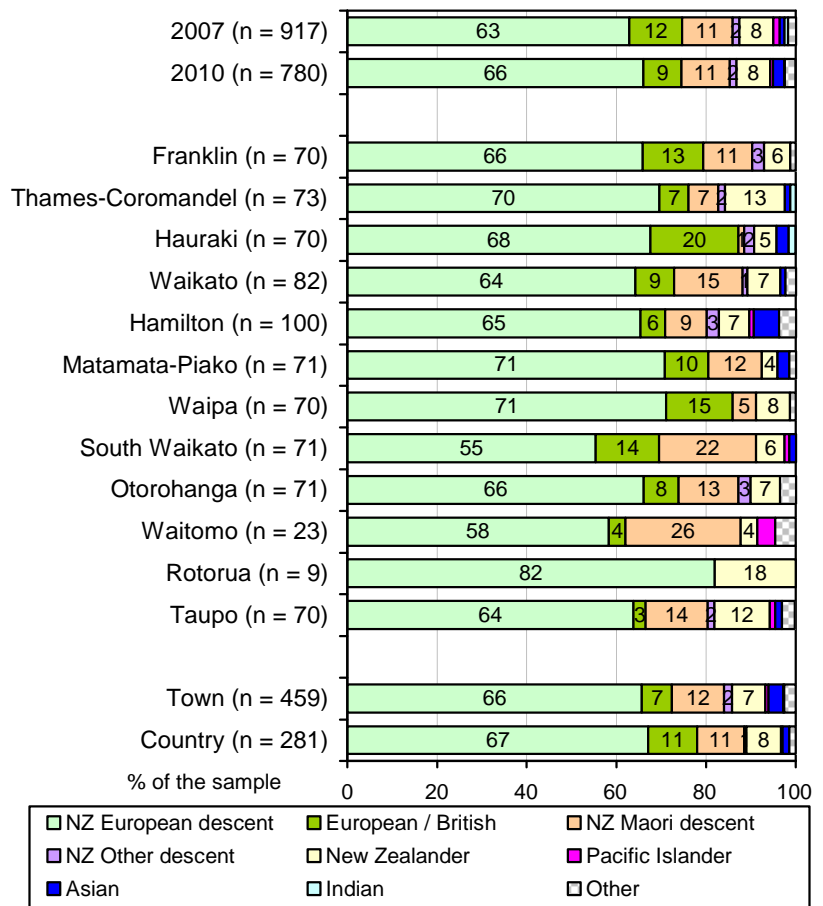
Two thirds of the respondents (66%) identified themselves with being a New Zealander of European descent while 9% identified themselves with being European / British.

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.

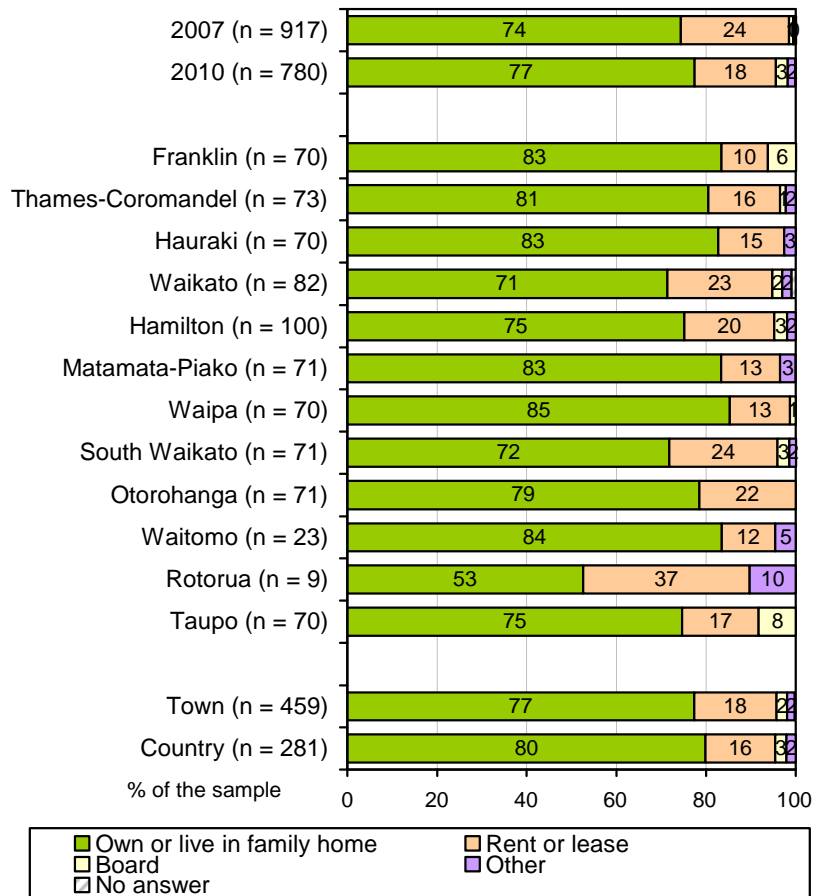


**Home Ownership**

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.

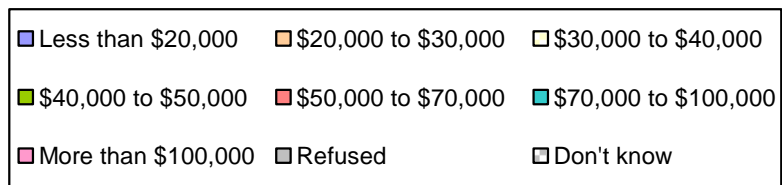
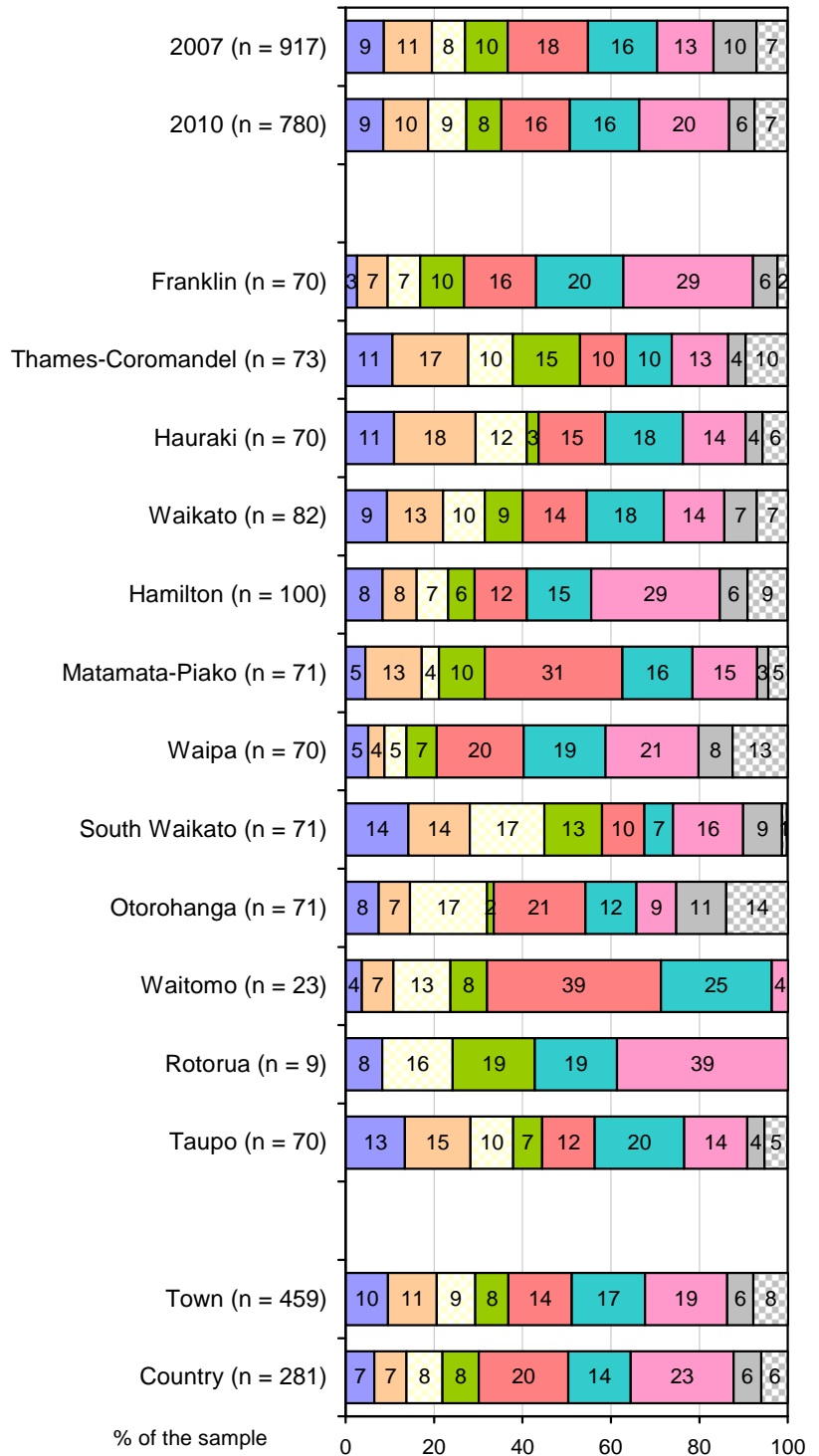
A few respondents (6%) declined to give their household income and 7% said they did not know what it is.

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).



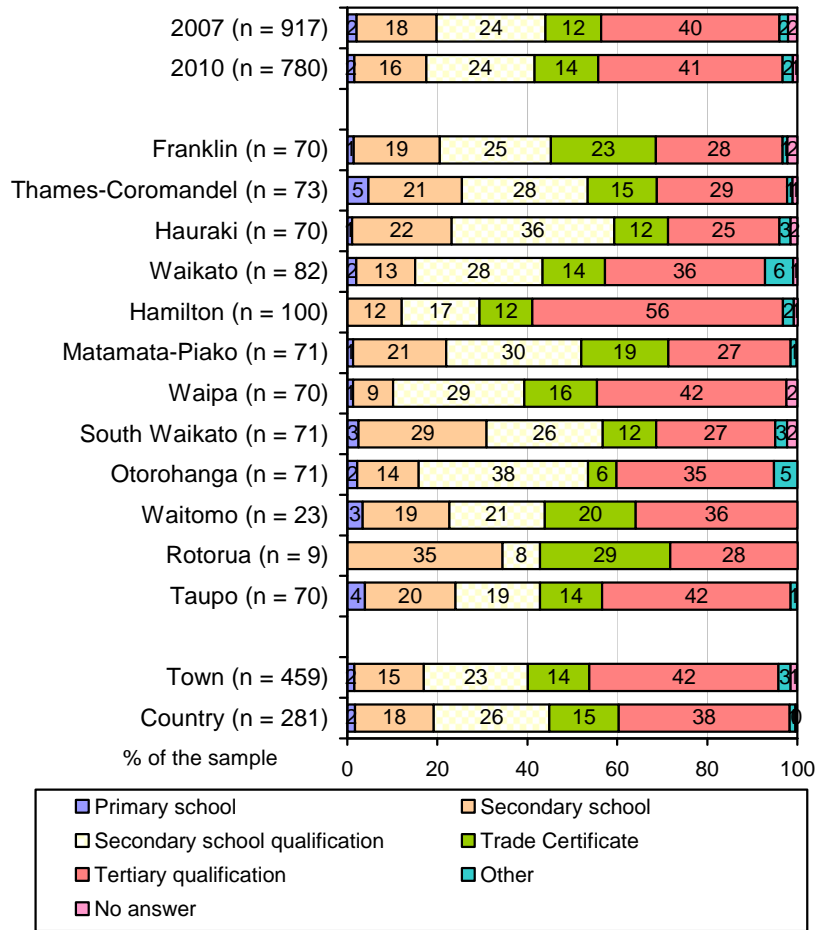
### Highest Education Qualification

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.



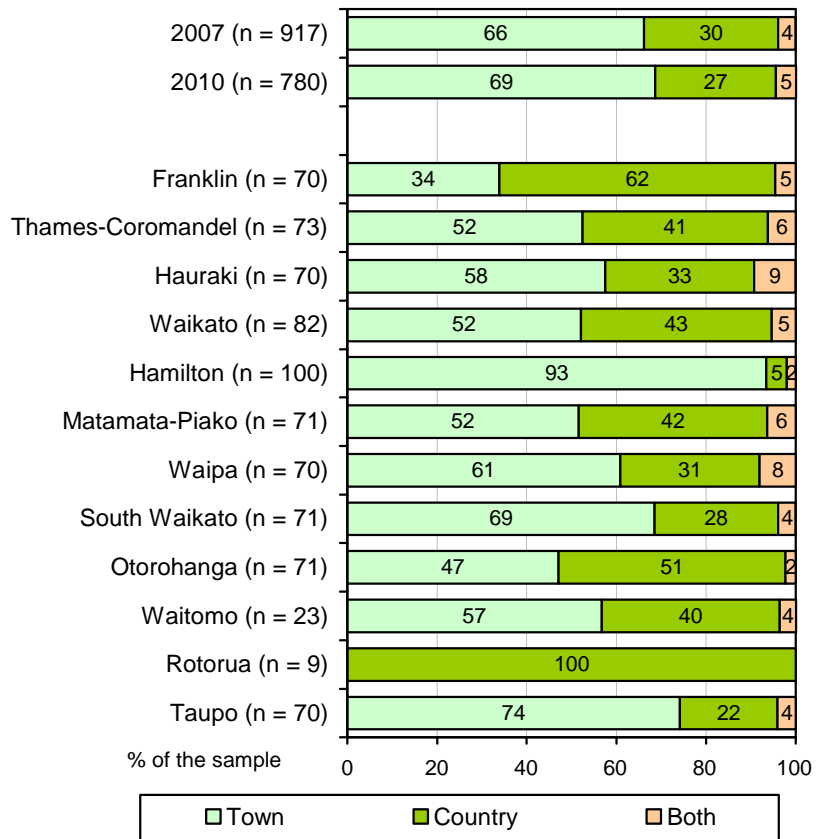
### Town Versus Country

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.

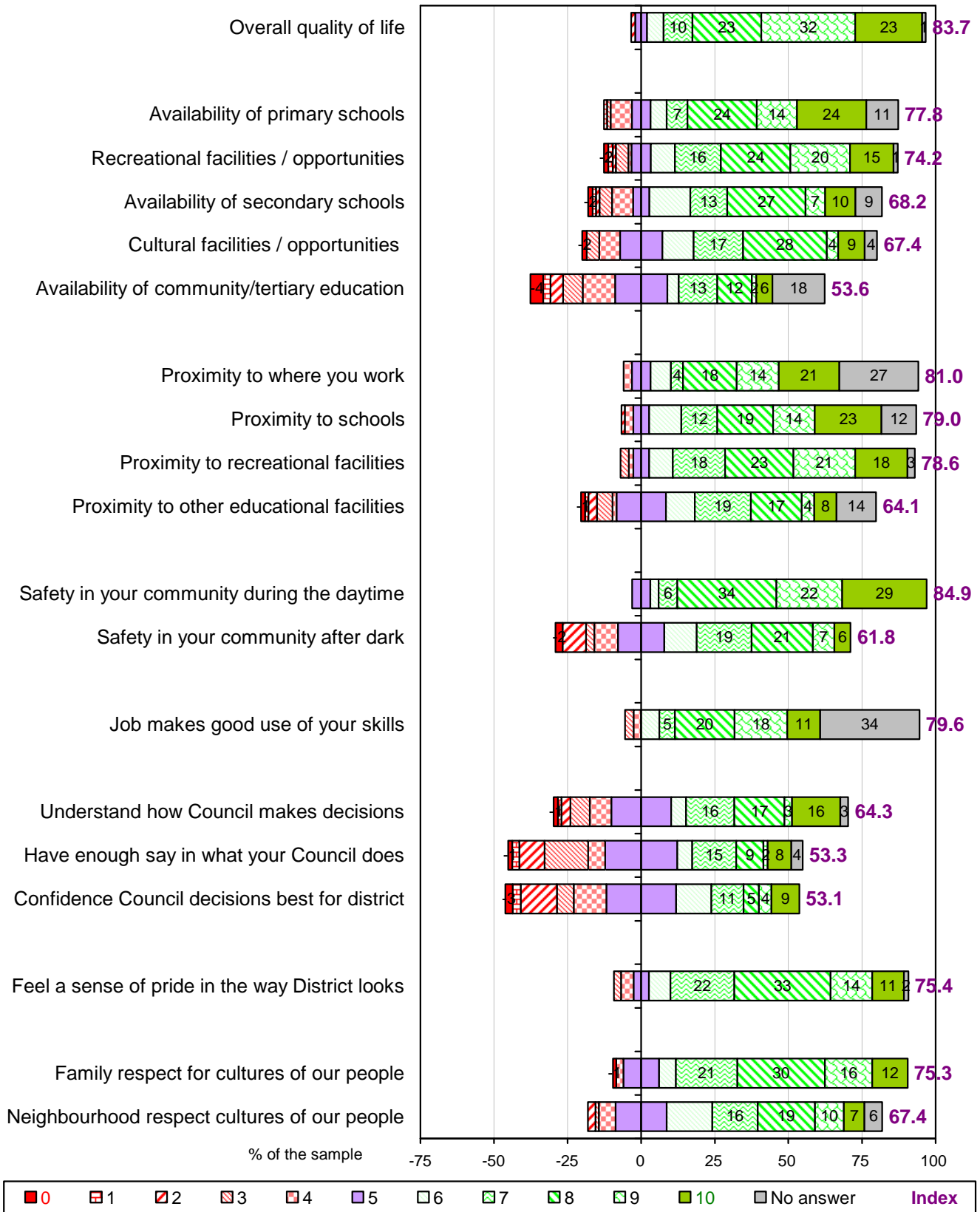
It is interesting that 5% of the respondents from Hamilton felt they lived in the country while 2% felt they lived in both the town and country.

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



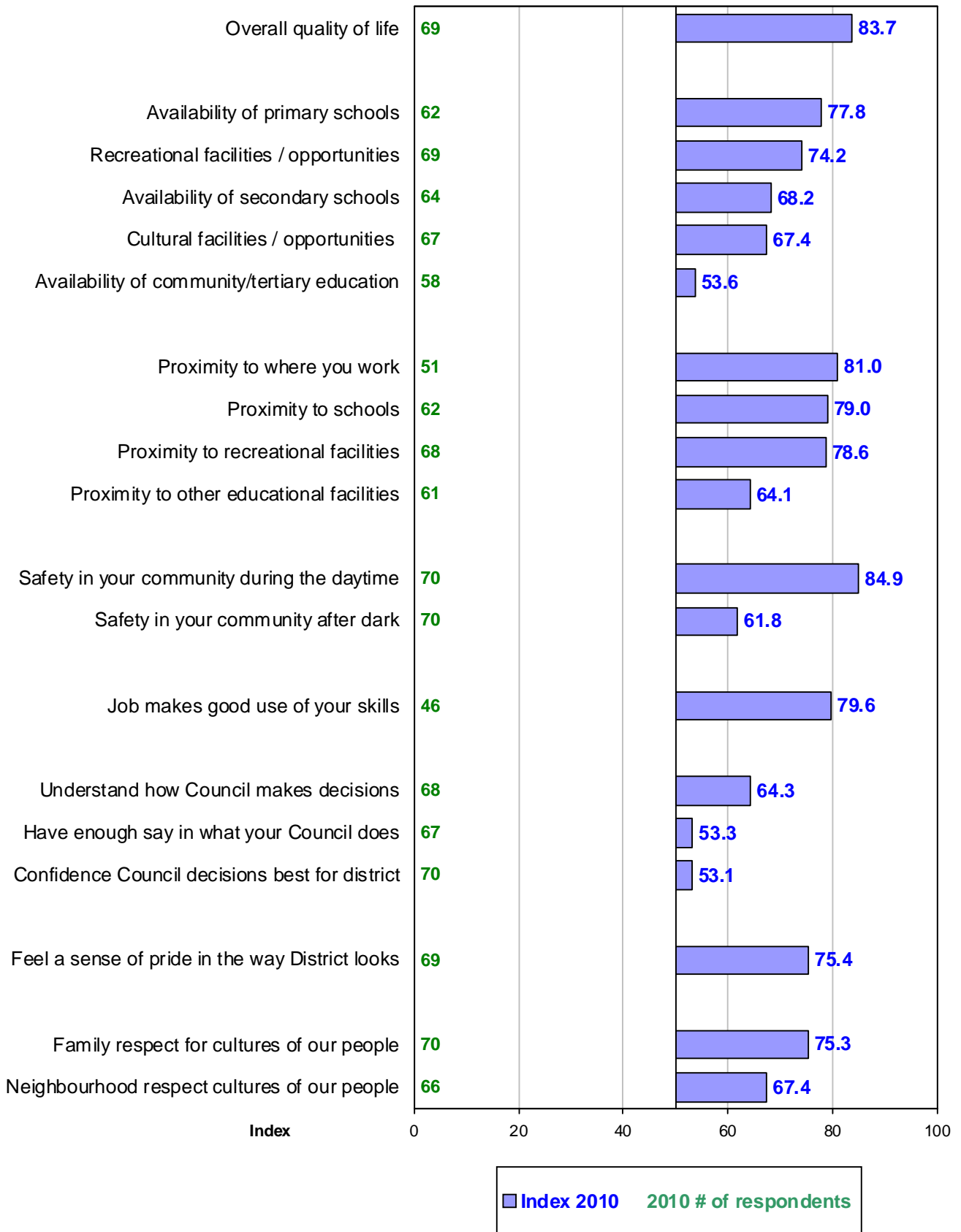
### Summary of Indexes – Taupo District

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



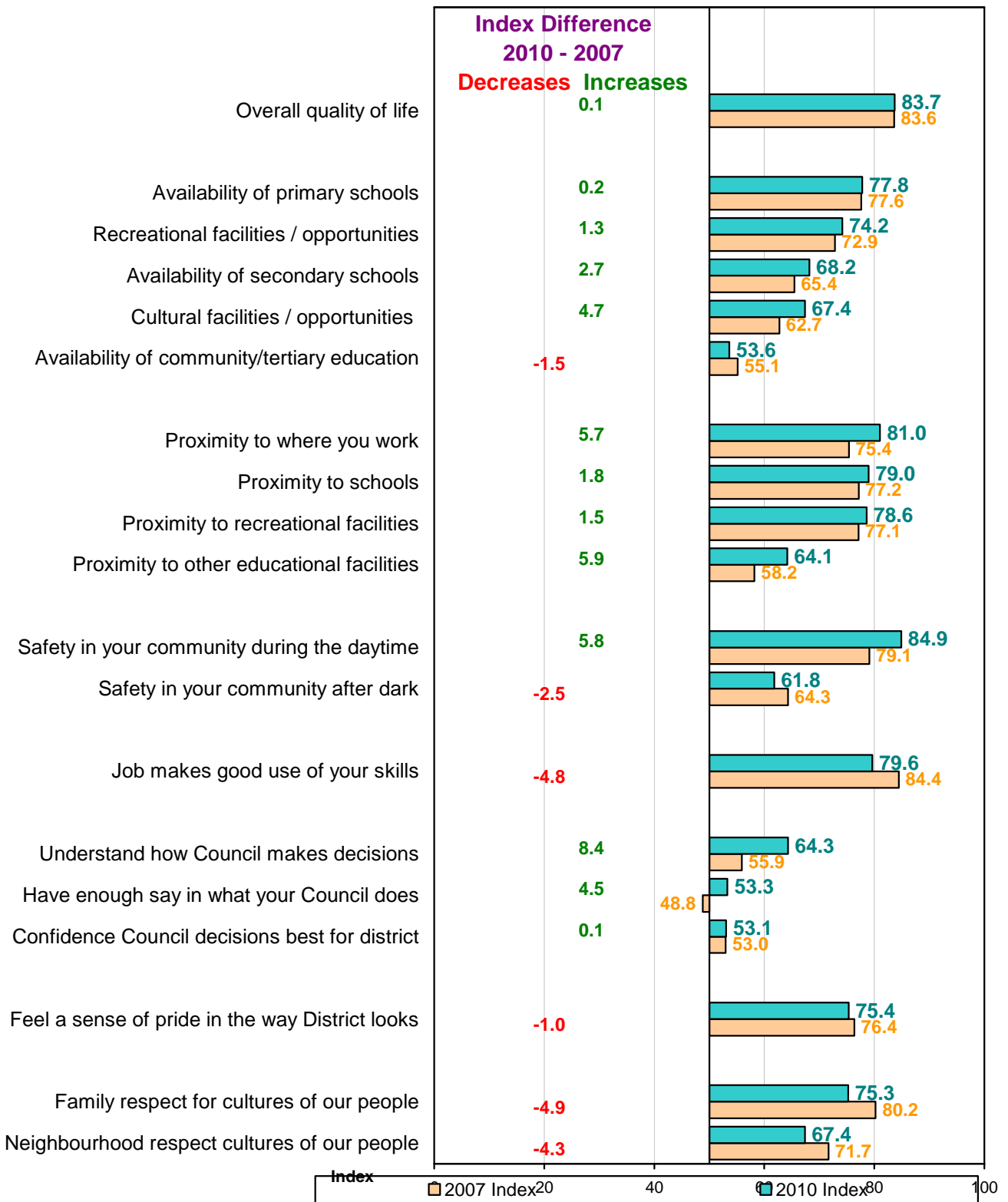
## Indexes – Taupo District

The indexes for Taupo District range from 84.9 for the 'Safety in your community during the daytime' down to an Index of 53.1 for the statement 'Overall, you have confidence that the Council makes decisions that are in the best interests of your district'.



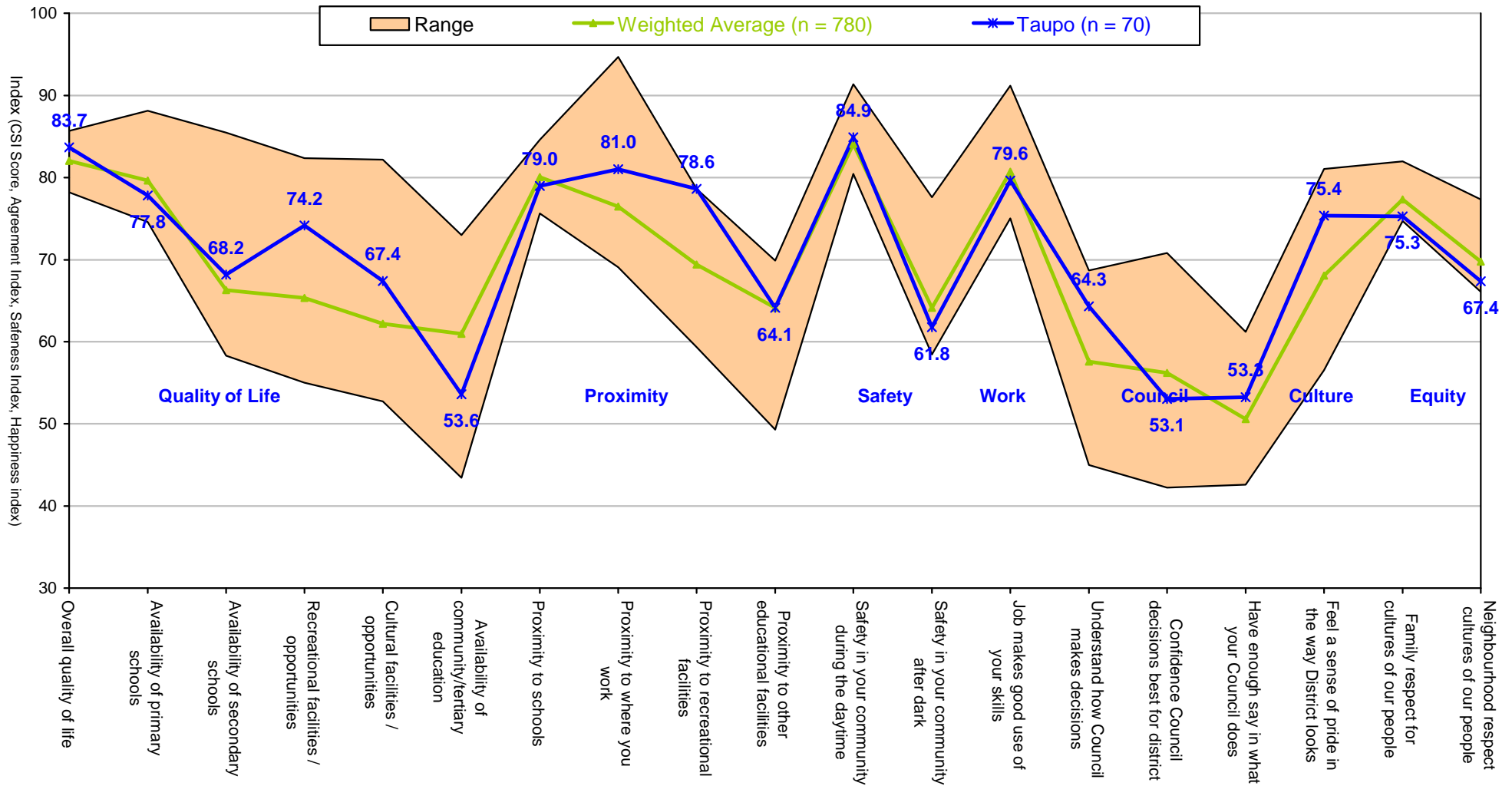
### Taupo District - Comparison to 2007

The following chart compares the 2010 results with 2007. There were 13 increases and 6 decreases in the Indexes. The largest increase was 8.4 points for the statement *Overall, you understand how your Council makes decisions* and 5.9 points for satisfaction with *how close you live to other educational facilities*. The largest decreases were 4.9 points for the statement *your family are knowledgeable and show respect for the many and diverse cultures of the people who live here* and 4.8 points for the statement *Your job makes good use of your skills, training and experience*.



### Taupo District

The chart compares the Indexes (CSI Scores, Agreement Index, Safety Index or Happiness Index) for Taupo against the other districts in the Waikato. This shows that Taupo tends to be rated close to the weighted average of the district for many factors. The highest rated factor is 'Safety in your community during the daytime' (Index 84.9) and the lowest rated is 'Overall, you have confidence that the Council makes decisions that are in the best interests of your district' (Index 53.1).



## Taupo - Summary Tables – Percentages across the Various Scale

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

Area	Type	Factor	Using the scale where 0 to 10, how satisfied are you with .? % rating with a score of <?>												Index
			0	1	2	3	4	5	6	7	8	9	10	No answer	
Quality of Life	Happiness Index	Overall quality of life			1.4			4.0	5.6	9.8	23.4	31.9	22.7	1.2	83.7
Quality of Life	CSI Score	Availability of primary schools		1.1		1.2	7.2	6.3	5.5	7.1	23.5	13.6	23.6	10.8	77.8
Quality of Life	CSI Score	Recreational facilities / opportunities	1.5	1.5	1.1	4.2	1.1	6.6	8.2	15.5	23.7	20.2	14.8	1.4	74.2
Quality of Life	CSI Score	Availability of secondary schools	1.5	1.1	1.2	4.3	7.1	5.5	13.9	12.5	26.6	6.7	10.3	9.0	68.2
Quality of Life	CSI Score	Cultural facilities / opportunities	1.5			4.2	7.1	14.4	10.6	16.8	28.4	3.9	9.0	4.2	67.4
Quality of Life	CSI Score	Availability of community / tertiary education	4.3	2.5	4.3	6.7	10.9	17.7	3.9	13.0	11.8	1.5	5.5	17.7	53.6
Proximity	CSI Score	Proximity to where you work					2.8	6.3	6.9	4.1	18.2	14.4	20.5	26.8	81.0
Proximity	CSI Score	Proximity to schools			1.1		2.9	5.3	11.0	12.1	19.0	14.1	22.7	11.8	79.0
Proximity	CSI Score	Proximity to recreational facilities				2.8	1.5	5.4	8.1	17.7	23.2	21.0	17.7	2.5	78.6
Proximity	CSI Score	Proximity to other educational facilities	1.4	1.1	2.8	5.3	1.4	16.7	9.8	19.1	17.2	4.3	7.5	13.5	64.1
Crime and Safety	Safety index	Safety in your community during the daytime						6.2	2.8	6.4	33.7	22.3	28.6		84.9
Crime and Safety	Safety index	Safety in your community after dark	2.4		8.0	2.7	8.1	15.7	10.9	18.7	20.8	7.3	5.5		61.8
Work opportunities	Agreement Index	Job makes good use of your skills				2.9	2.6		6.2	5.3	20.2	18.0	11.1	33.7	79.6
Council Decision Making	Agreement Index	Understand how Council makes decisions	1.4	1.2	3.1	6.6	7.2	20.3	5.1	16.3	17.1	2.5	16.4	2.7	64.3
Council Decision Making	Agreement Index	Have enough say in what your Council does	1.4	2.4	8.6	14.8	5.7	24.5	5.0	15.0	9.2	1.5	8.0	3.8	53.3

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	Confidence Council decisions best for district	2.5	2.8	12.3	5.7	11.0	23.8	11.9	11.0	5.2	4.3	9.4		53.1
Culture and Identity	Agreement Index	Feel a sense of pride in the way district looks				2.4	4.3	5.2	7.4	21.6	32.7	14.2	10.7	1.5	75.4
Participation and equity	Agreement Index	Family respect for cultures of our people	1.1				2.4	12.1	5.7	20.9	29.7	16.1	12.0		75.3
Participation and equity	Agreement Index	Neighbourhood respect cultures of our people			2.5	1.2	5.7	17.4	15.4	15.5	19.4	9.8	7.0	6.1	67.4

# Main Findings – Taupo

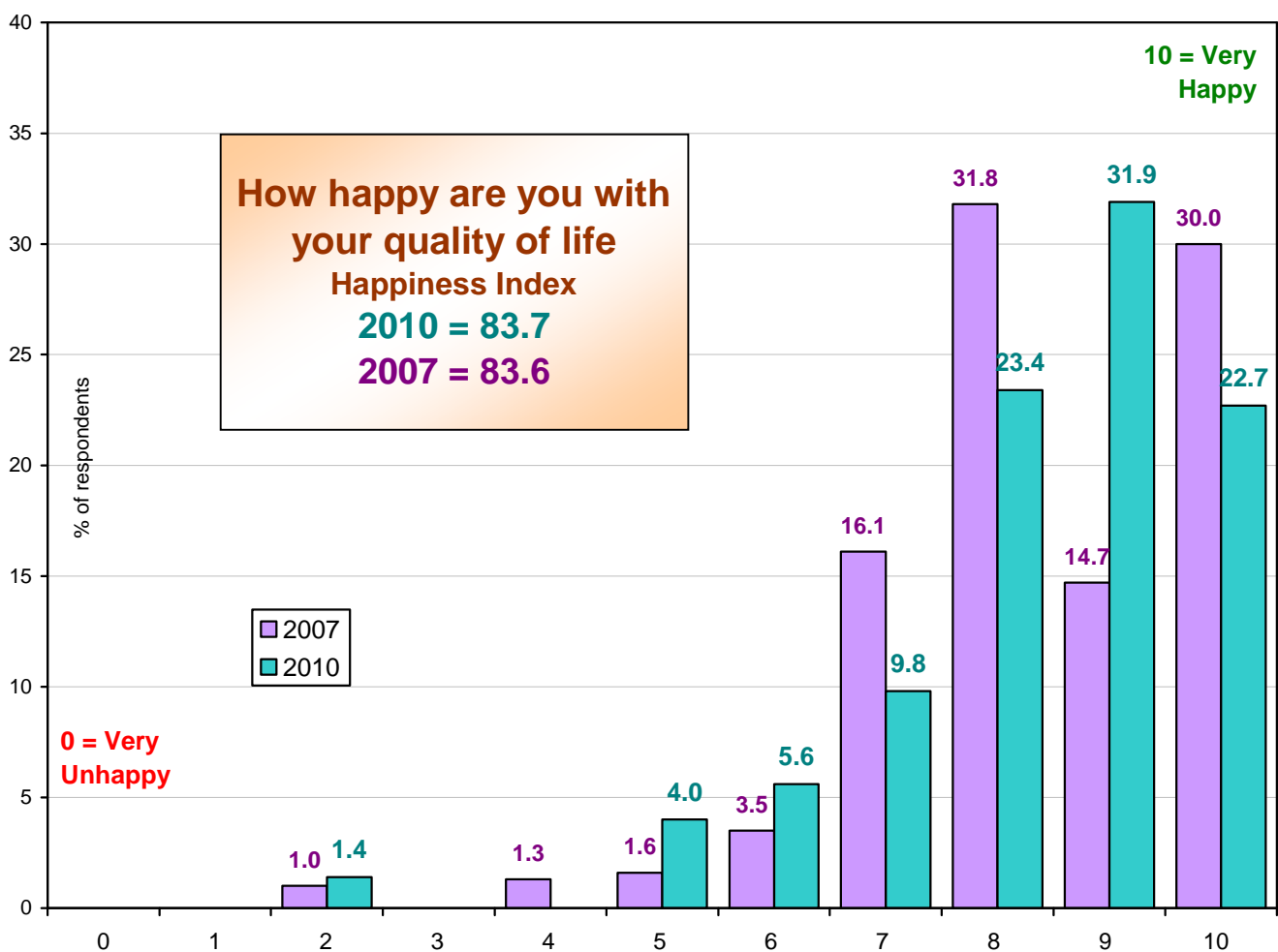
## How happy are you with your Quality of Life

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 (88%) are happy with their ‘Quality of Life’ (Scores 7 – 10). A quarter of the respondents (23%) rated their overall happiness with a score of 10 while 32% rated this with a score of 9. The mode (most frequent value) is a score of 9.

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%) were actually unhappy with their ‘Quality of Life’ (Scores 0 – 3).

The Happiness Index (HI score)<sup>2</sup>, (a weighted score across the happiness scale) for their ‘Quality of Life’ was 83.7. This is virtually unchanged from 2007 and once again this implies the respondents are very happy with their ‘Quality of Life’.



<sup>2</sup> 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)

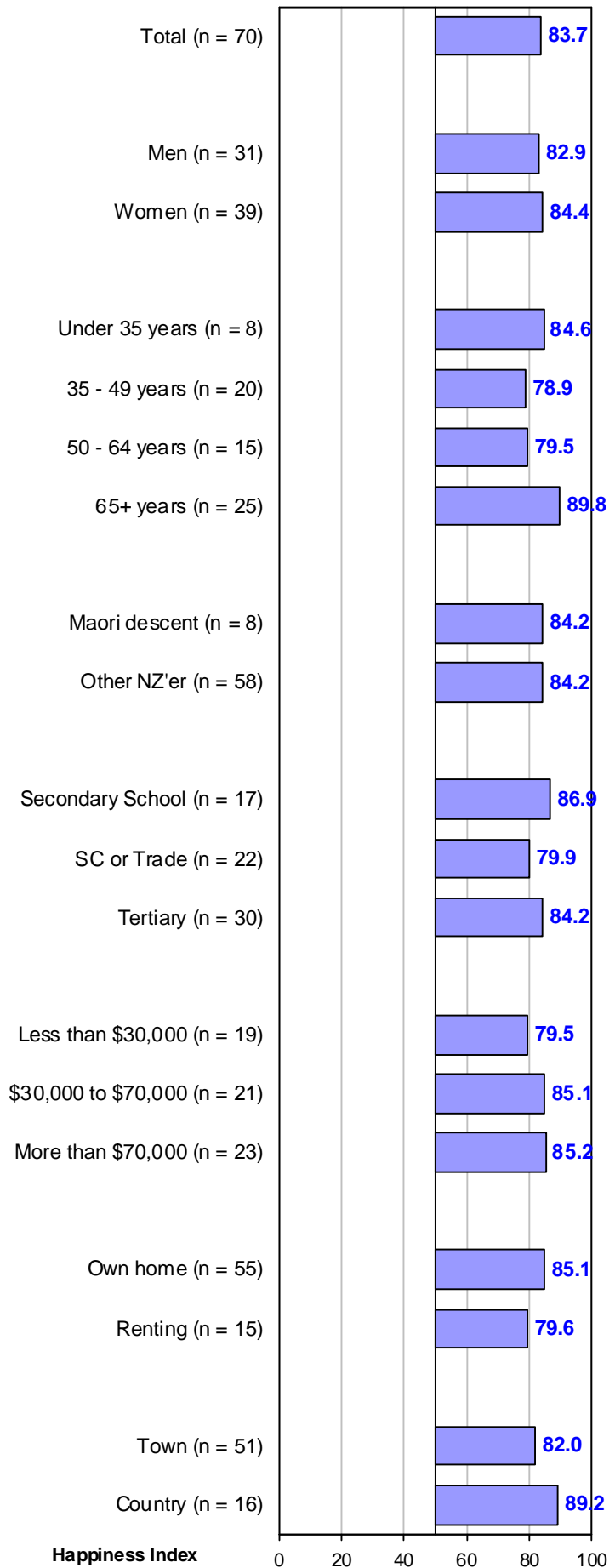


**Happiness with their ‘Quality of Life’ by demographics**

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 over 65 are happier (Happiness Index 89.8) versus a Happiness Index from 78.9 to 84.6 for the other age brackets. Note generally the older the respondent, the higher the level of satisfaction.
- Those with a household income under \$30,000 (Happiness Index 79.5) are less happy with their ‘Quality of Life’ than those in the higher income brackets (Happiness Index 85.1 – 85.2).
- Those who own their own home are happier than those who rent or board (Happiness Index 85.1 and 79.6 respectively).
- Those who live in the country are happier than those who live in town (Happiness Index 89.2 and 82.0 respectively).

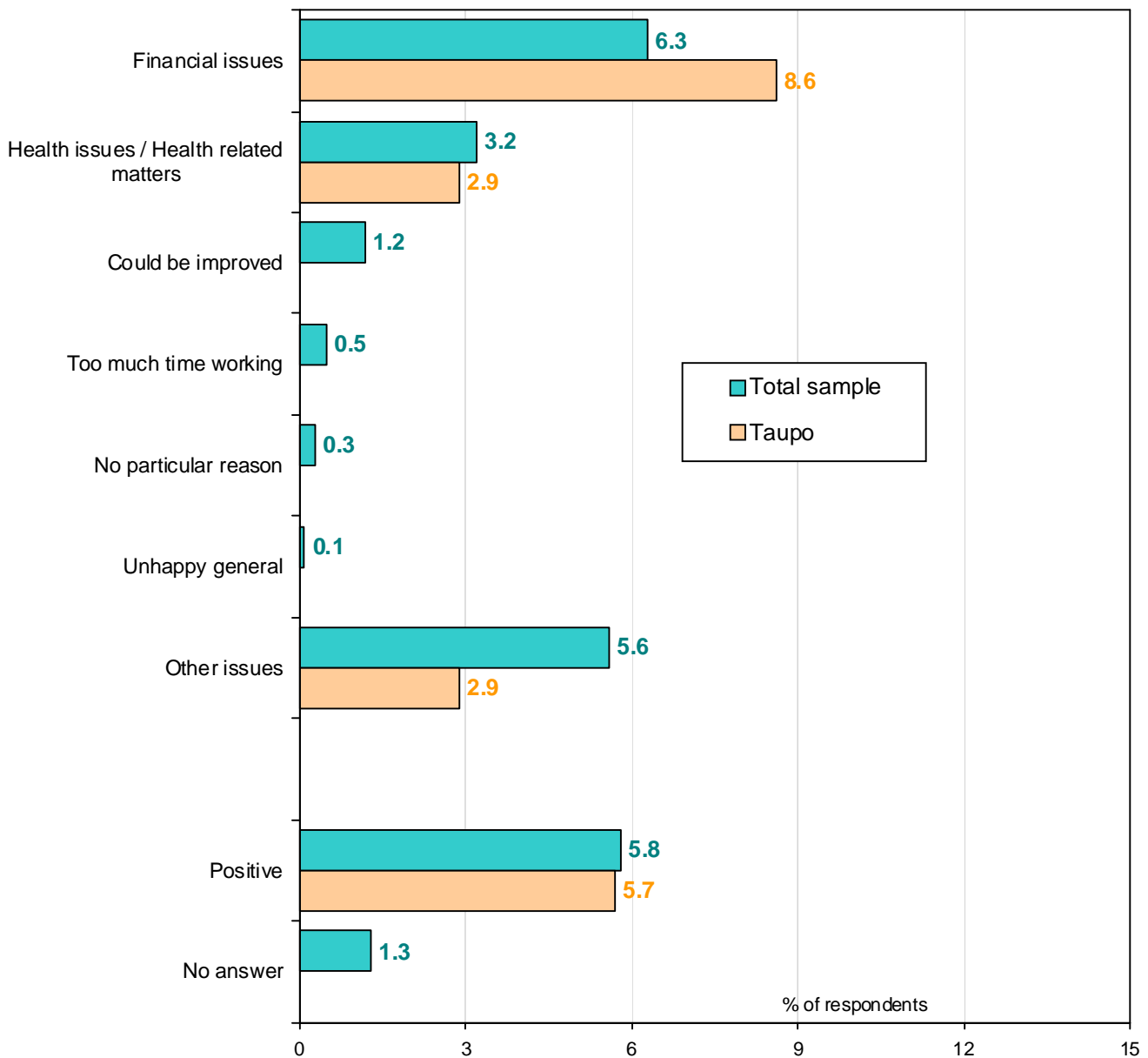


### How happy are you with your Quality of Life: Reasons for feeling this way

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 Taupo, only 14 respondents were less than satisfied (20%) and their responses are similar to the Regional results.



### Why less than very satisfied with Quality of Life

Many respondents who were less than very happy with their 'Quality of Life' had financial issues (8.6% of the sample). These comments included:<sup>3</sup> (HS = Happiness score):

*'Because my money doesn't go as far as I'd like it to.'* (Taupo: HS = 5)

*'Reasonable health but could always do with more money.'* (Taupo: HS = 5)

*'Because we're always trying to make it through to the next pay day'* (Taupo: HS = 6)

*'Just every time I get ahead, something goes up. The more I earn, the more I pay in taxes. Also with the 15% on GST, I won't be able to get a pay rise.'* (Taupo: HS = 6)

*'Cash flow is bad'* (Taupo: HS = 7)

*'More money being taken out of our pocket and less coming in.'* (Taupo: HS = 7)

This was followed by 2.9% of the sample who had health issues or health related matters. This included comments like:

*'My health; I have illness that gives me lack of quality of life.'* (Taupo: HS = 2)

*'Have cancer so it's declining as it were.'* (Taupo: HS = 5)

There was a range of comments from respondents (2.9% of the sample) who had other issues which affected their 'Quality of Life' and these included:

*'Because I've lived in different countries.'* (Taupo: HS = 7)

*'Cause I'm too lazy.'* (Taupo: HS = 7)

A number of respondents (5.7% of the sample) made positive comments about their 'Quality of Life':

*'Living with family makes life pretty good where as if I lived by myself, it wouldn't be as great.'* (Taupo: HS = 6)

*'I'm easily happy. Compared to Asian country, environment Taupo is a very good place to live. The air, the people. I never lock my door and I've lived here for five years and nothing has happened.'* (Taupo: HS = 7)

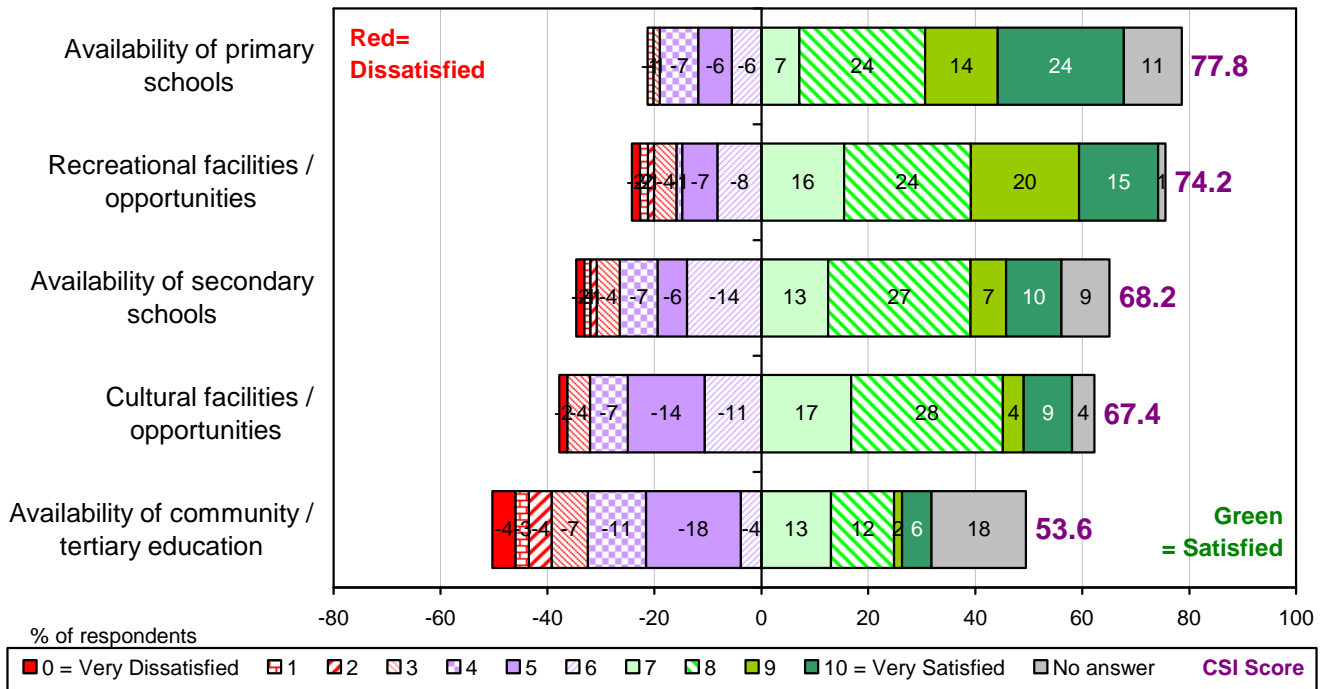
*'There are no great traumas. Average lifestyle.'* (Taupo: HS = 7)

*'Things to do, fishing when I want, happy in myself'* (Taupo: HS = 7)

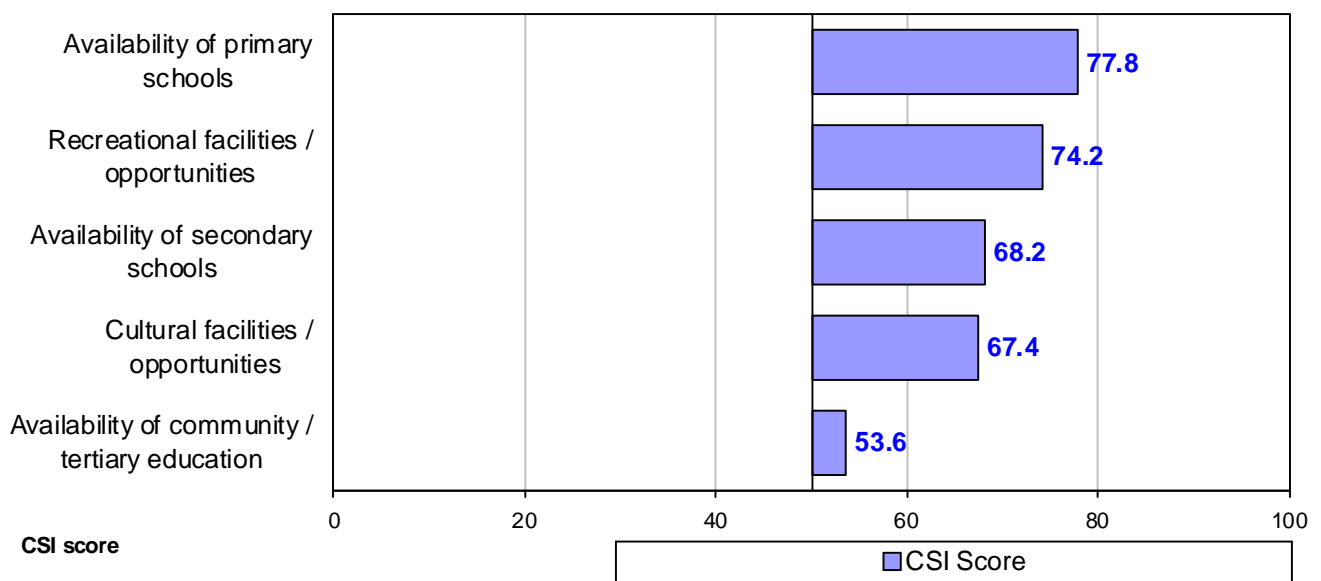
<sup>3</sup> Please note that when verbatim comments cover more than one point these are reported in total to keep comments in perspective. The comments with multiple themes are repeated under each relevant section.

## 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 (74%) are satisfied with the 'recreational facilities and opportunities provided in your area' but this drops to only 32% for the 'availability of community or tertiary education in your area'.



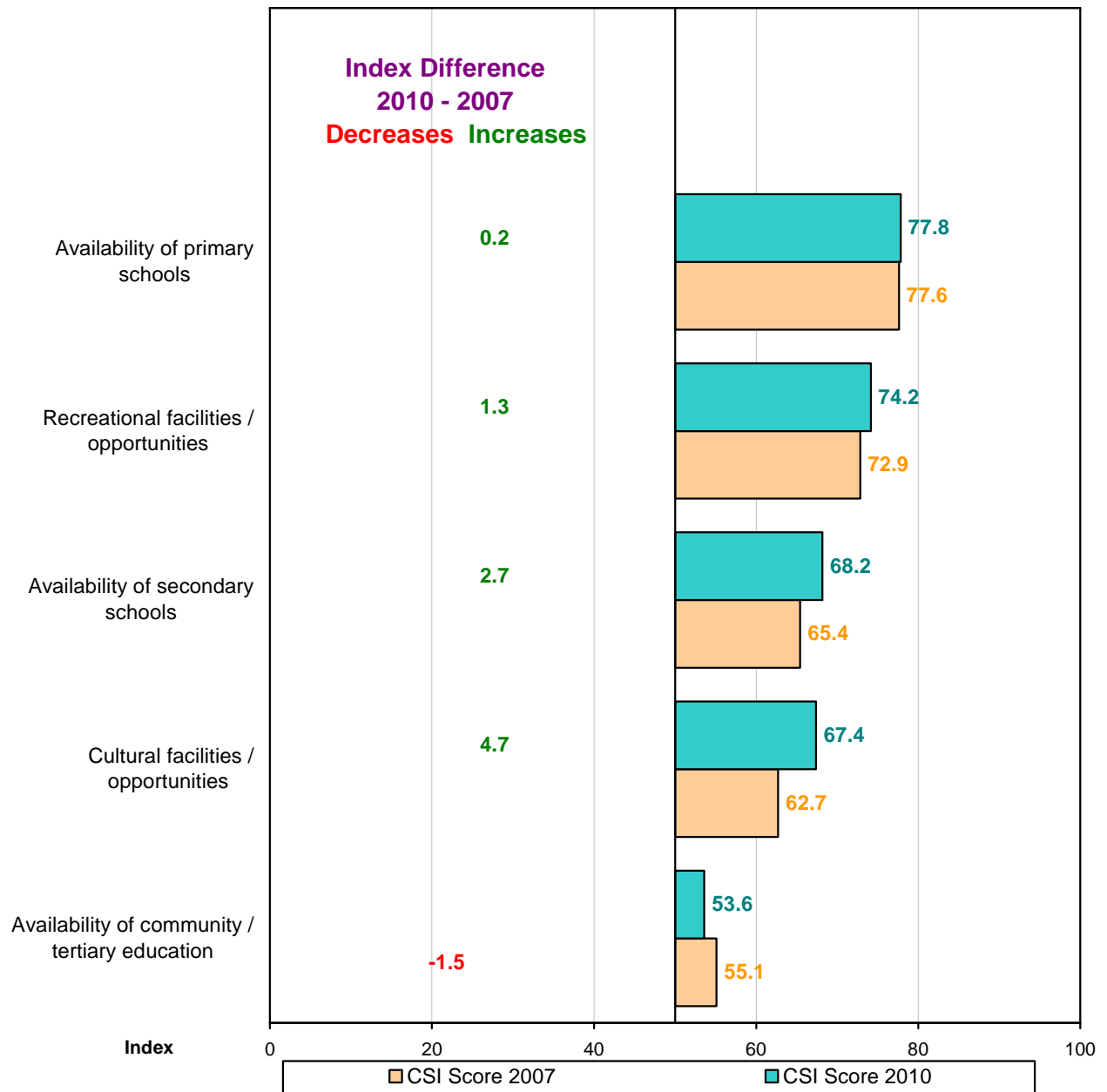
This reflects in the Customer Satisfaction Index (CSI scores)<sup>4</sup>, (a weighted score across the satisfaction scale) which range from a CSI score of 77.8 for the 'availability of primary schools in your area' down to a CSI score of 53.6 for the 'availability of community or tertiary education in your area'. The low CSI scores for most of these factors infer these factors are an issue for respondents.



<sup>4</sup> 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**

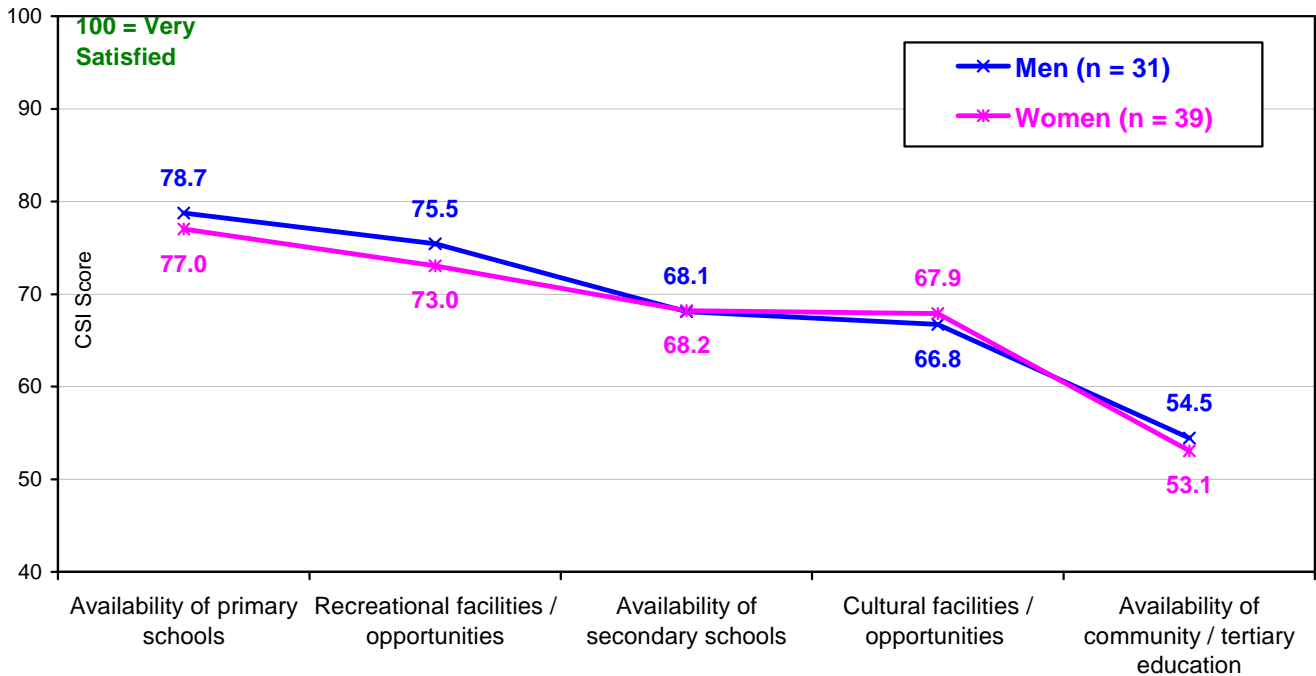
The following chart compares the 2010 results with 2007 for the Quality of Life factors. There were 4 increases and 1 decrease in the Indexes among the Quality of Life factors. The largest increase was 4.7 points for the 'cultural facilities and opportunities provided in your area' (Index 67.4). The largest decrease was 1.5 points for the 'availability of community or tertiary education in your area' (Index 53.6).



### Quality of Life Factors by Gender

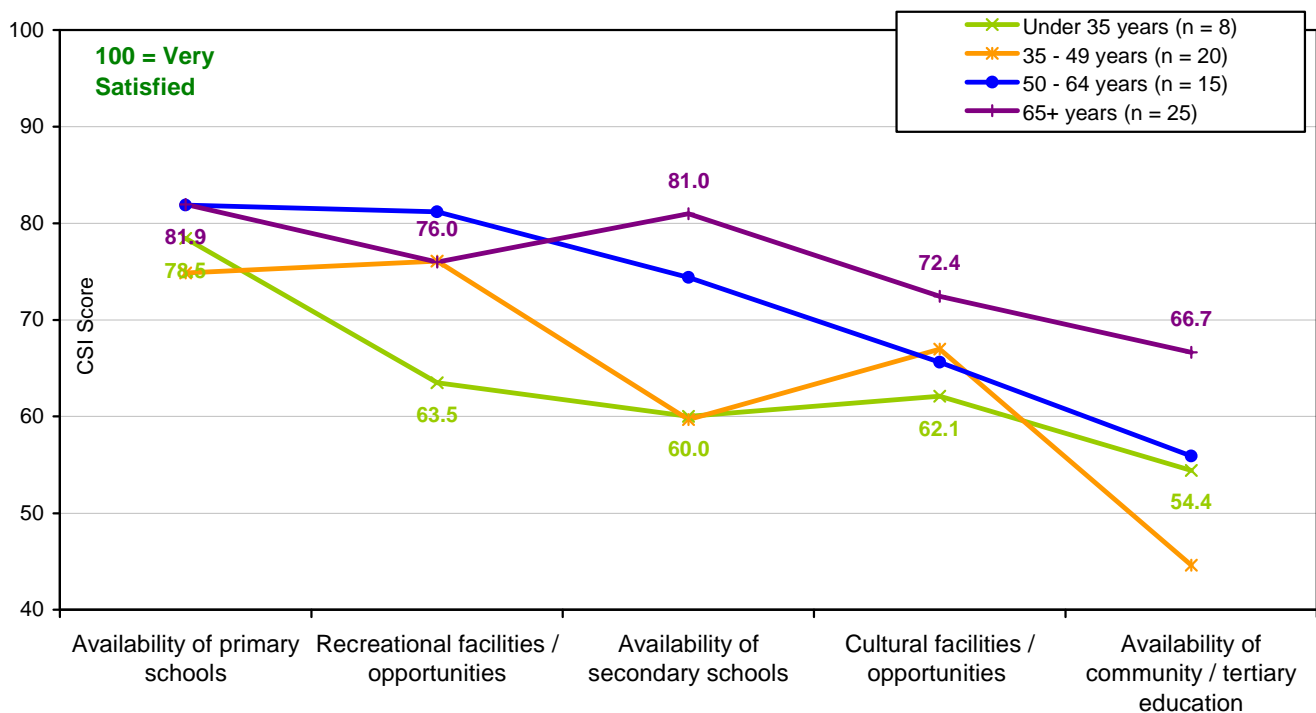
Please note there are small numbers of respondents in many of the subgroups so care is recommended in the interpretation.

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



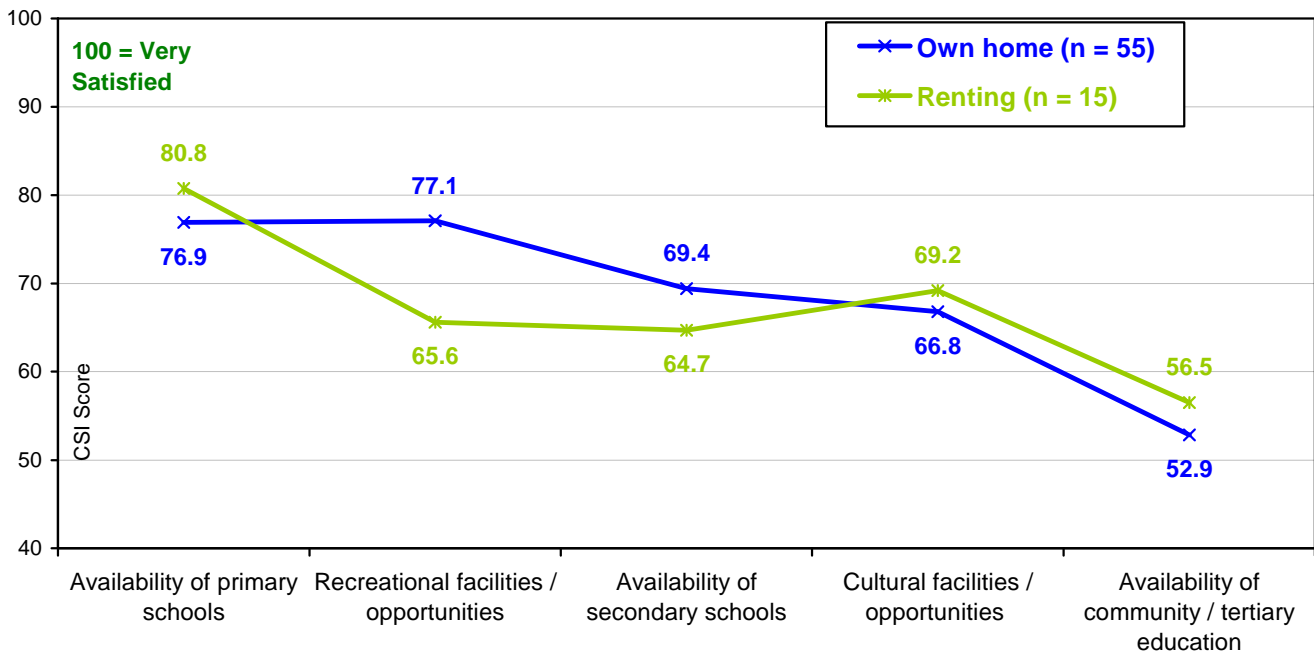
### Quality of Life Factors by Age Grouping

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



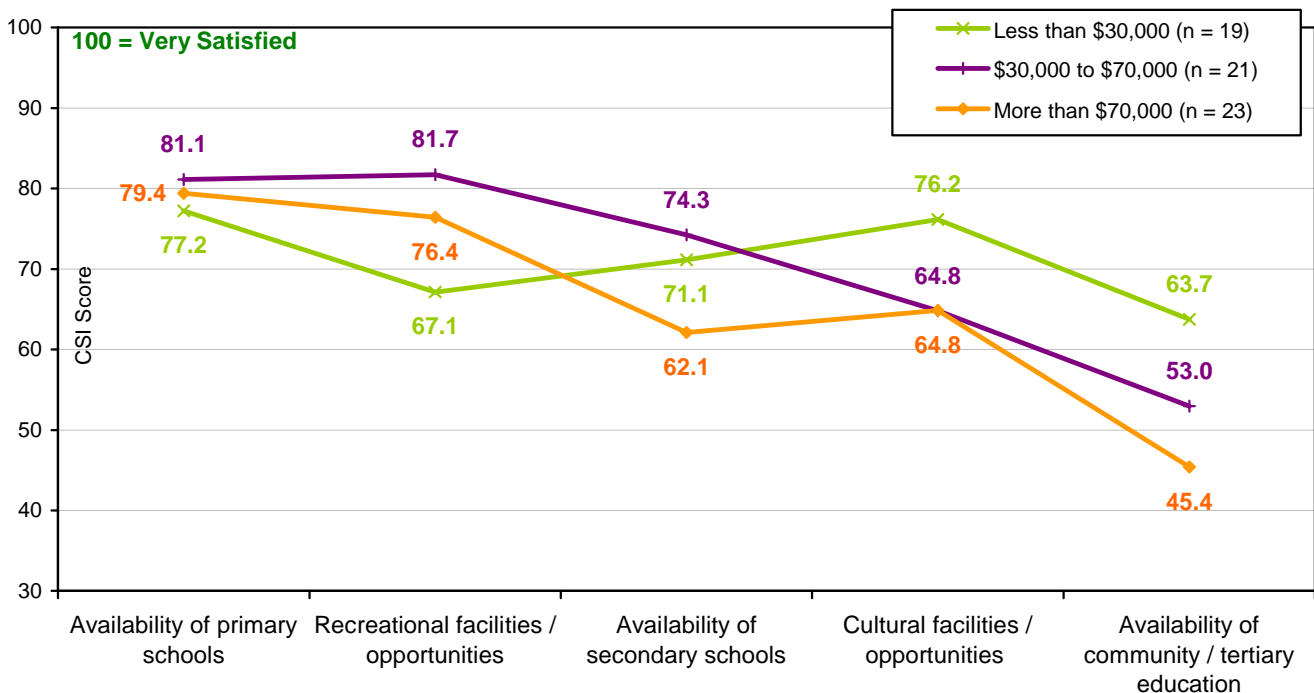
### Quality of Life Factors by Home Ownership

There is some difference in the CSI scores for the Quality of Life factors between those in their own homes and those who are renting or boarding. The difference is greatest (11 points) for the 'recreational facilities and opportunities provided in your area'.



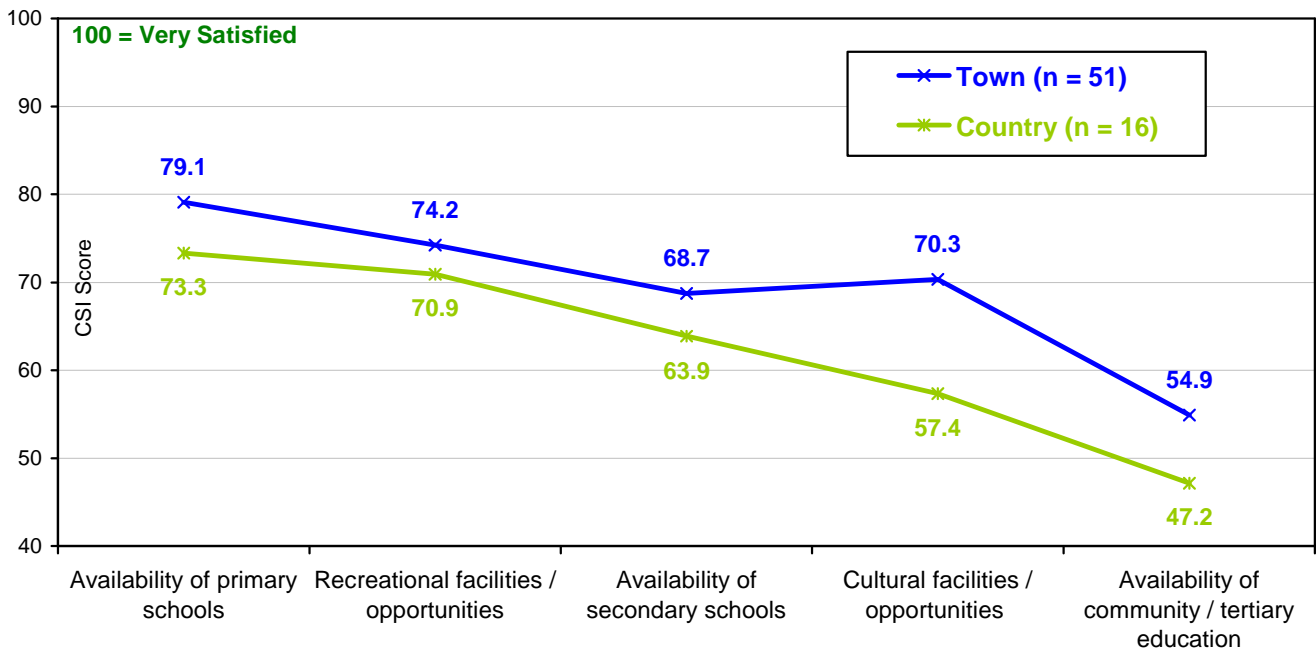
### Quality of Life Factors by Household Income

There is some difference in the CSI scores for the Quality of Life factors based on household income. The difference is greatest (8 points) for the 'availability of community or tertiary education in your area'.



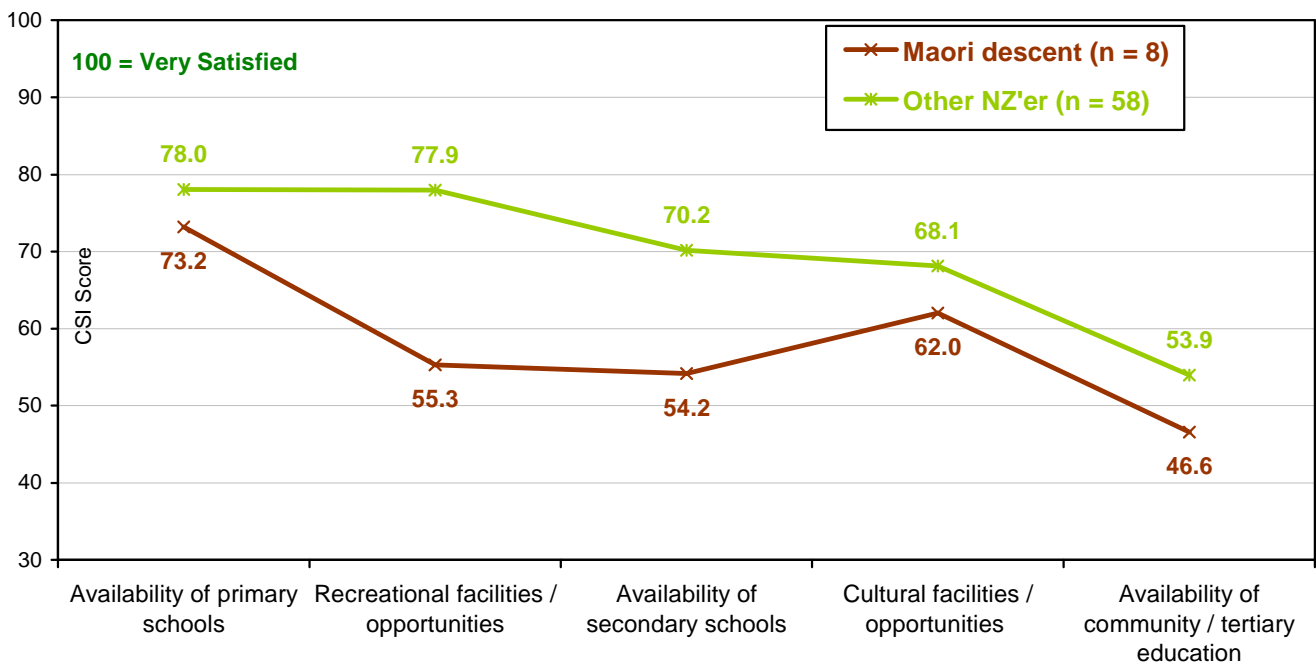
### Quality of Life Factors by Living in Town versus the Country

Those living in town are more satisfied with all of the Quality of Life factors than those living in the country. The difference is greatest (13 points) for the factor *'the cultural facilities and opportunities provided in your area'*.



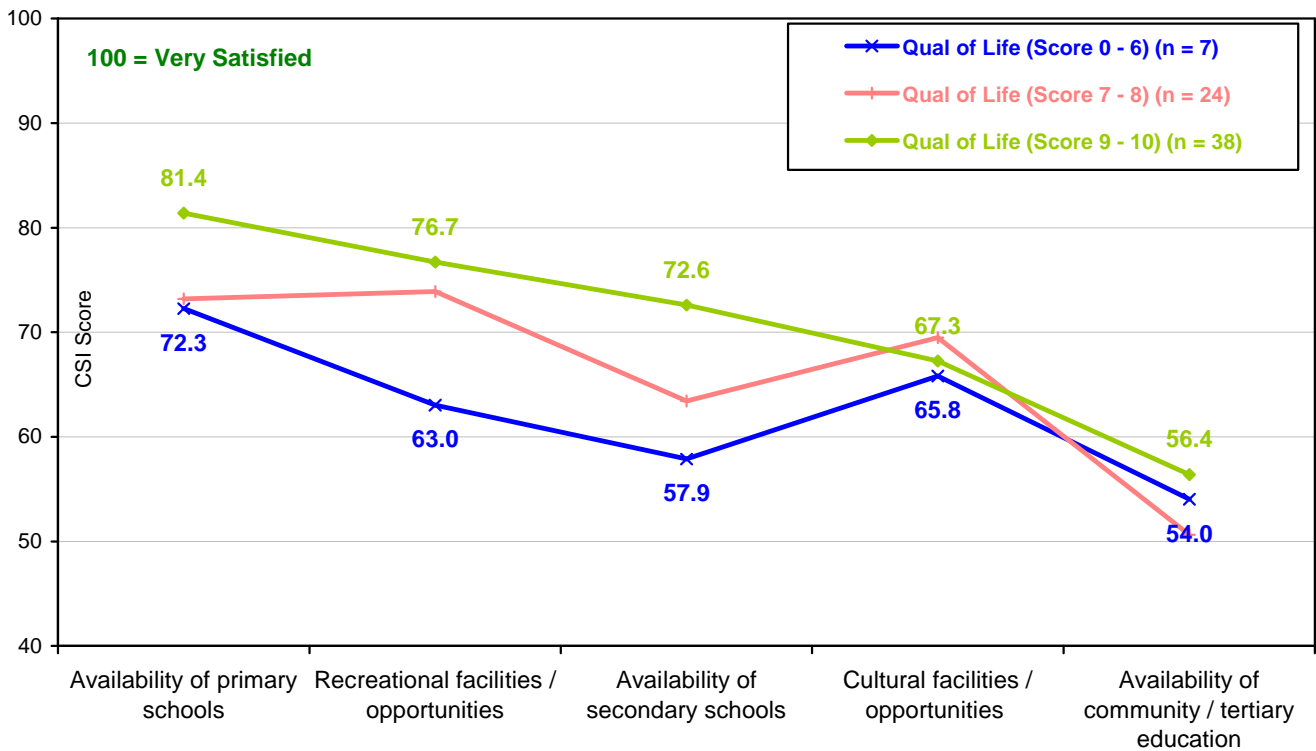
### Quality of Life Factors by Ethnic group identify with

There is greater 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 *'recreational facilities and opportunities provided in your area'* which varies 23 points.



### Quality of Life Factors by Happiness with Quality of Life

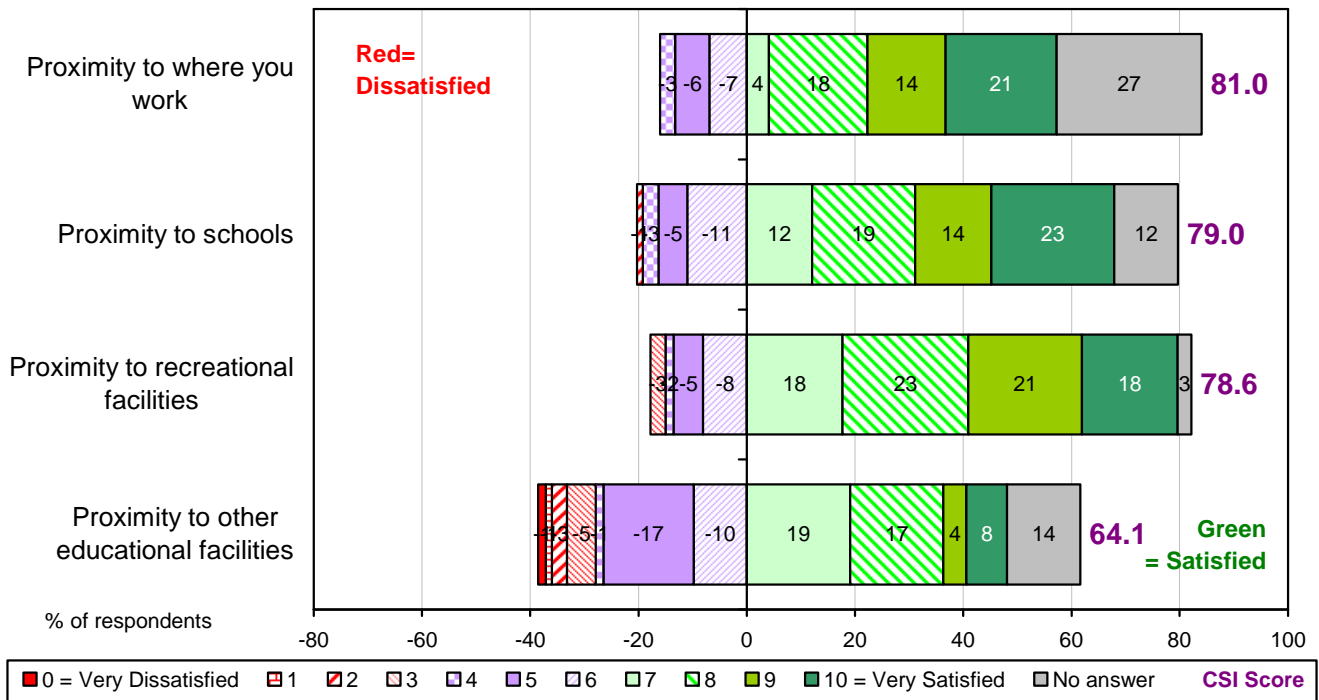
There is some variation in the CSI scores for the Quality of Life factors based on the respondents' satisfaction with their overall Quality of Life. The few who are not happy with their 'Quality of Life' rate most factors much lower than those who are happy.



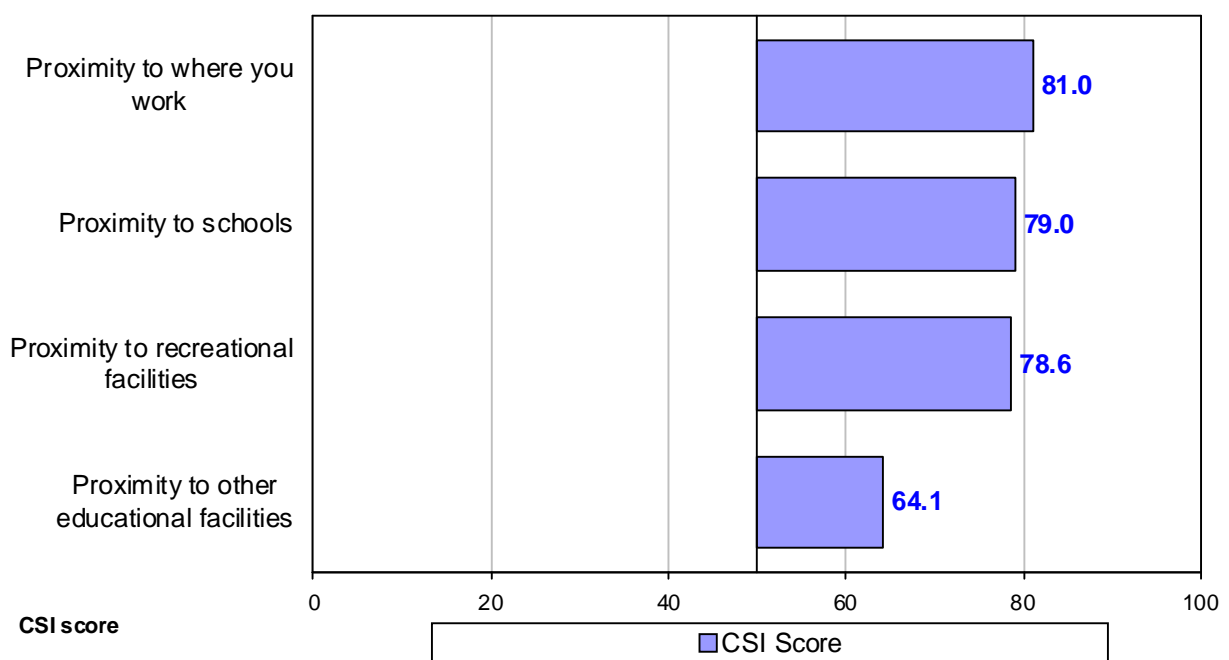
# Proximity Factors

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 (78%) are satisfied with the 'proximity to recreational and leisure facilities' but this drops to 48% for the 'proximity to other educational facilities'.

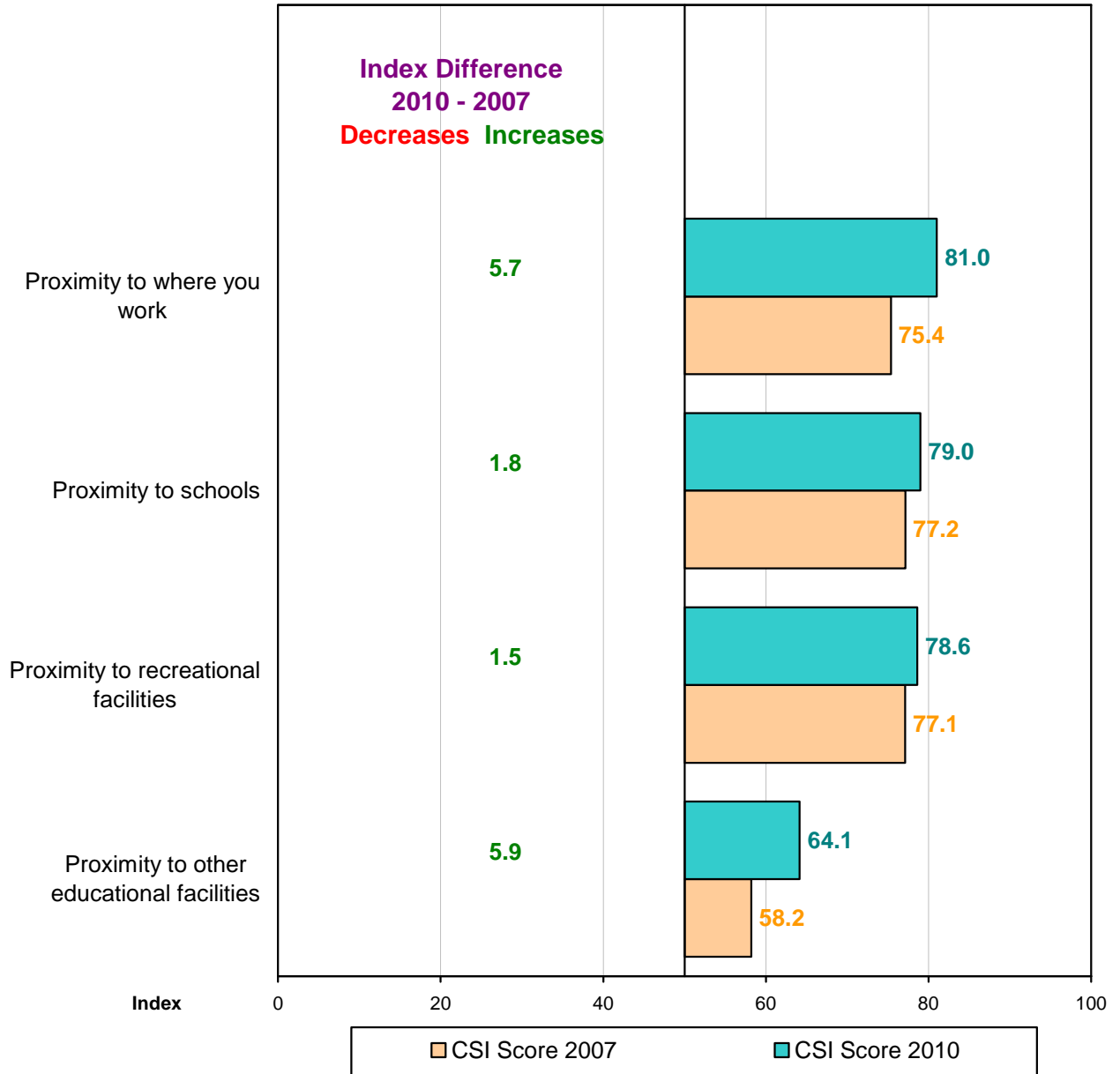


This reflects in the CSI scores which range from a CSI score of 81.0 for the 'proximity to where you work' down to a CSI score of 64.1 for the 'proximity to other educational facilities'. The lower CSI scores for the 'proximity to other educational facilities' show respondents are less satisfied with the proximity of this resource.



**Proximity Factors - Comparison to 2007**

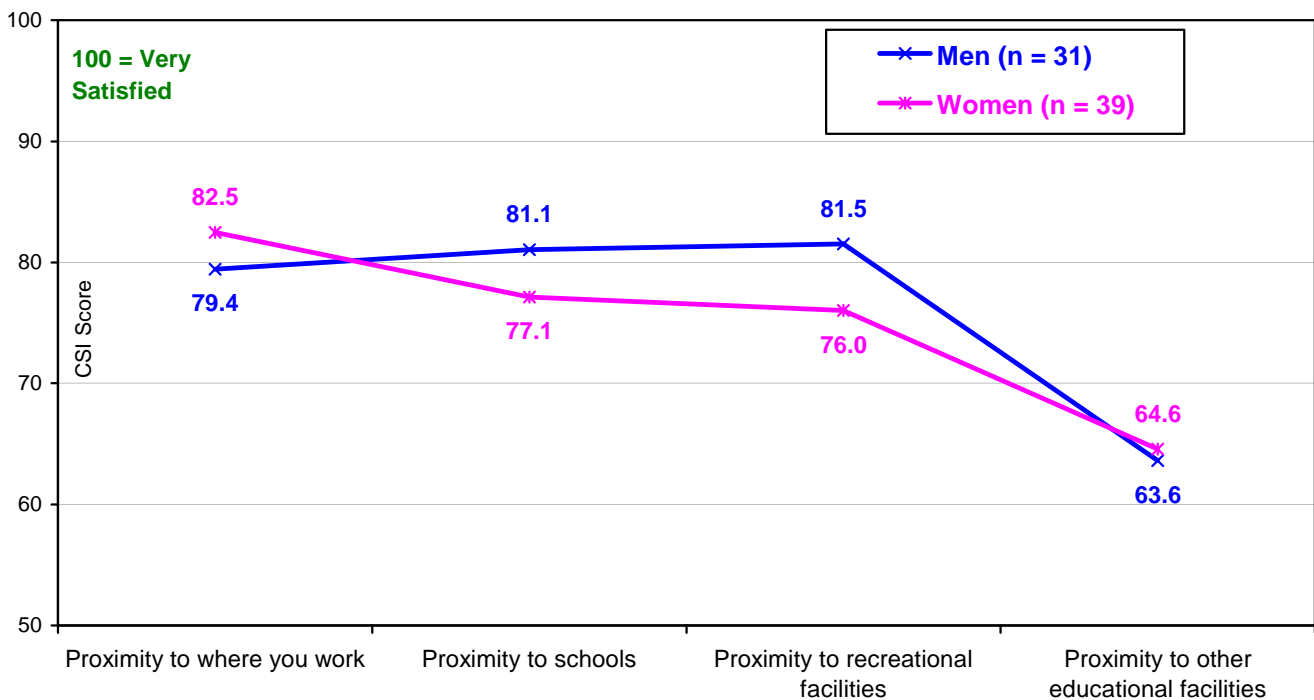
The following chart compares the 2010 results with 2007 for the Proximity factors. There were four increases and no decreases in the Indexes among the Proximity factors. The largest increase was 5.9 points for the 'proximity to other educational facilities' (Index 64.1) followed by an increase of 5.7 points for the 'proximity to where you work' (Index 81.0).



### Proximity Factors by Gender

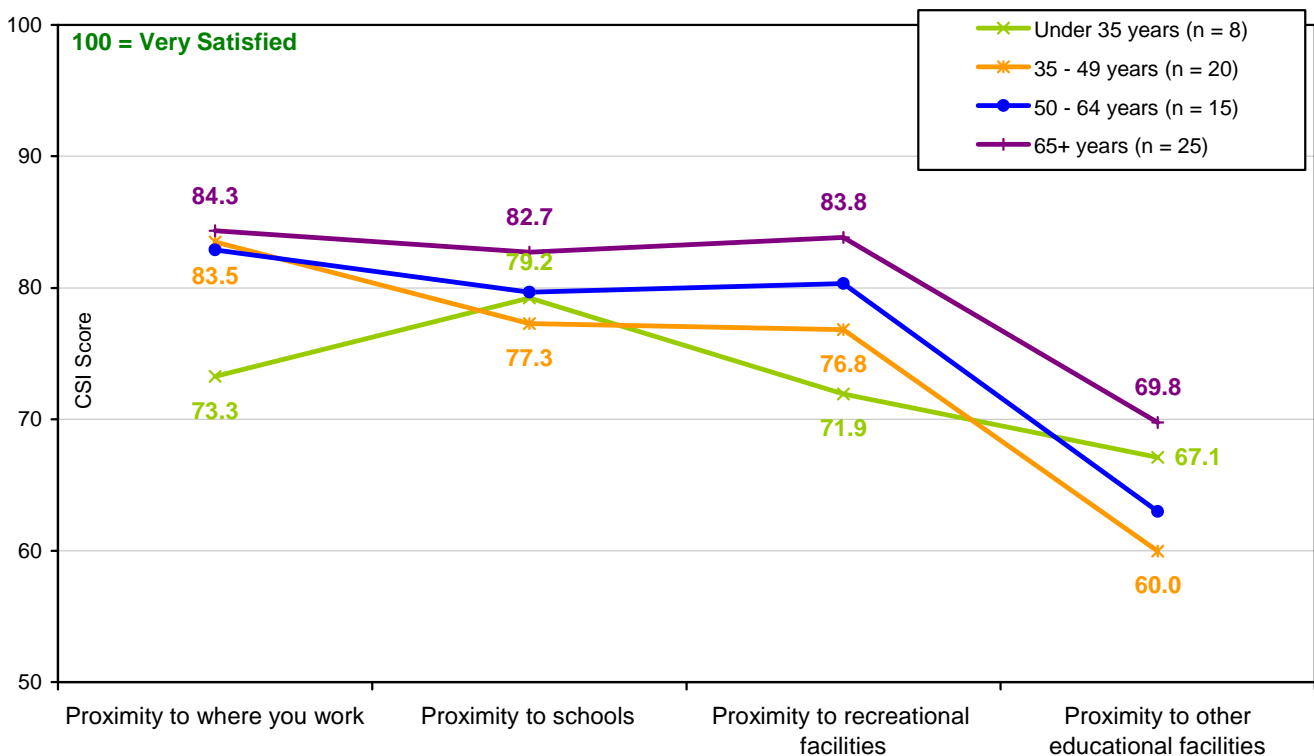
Please note there are small numbers of respondents in many of the subgroups so care is recommended in the interpretation.

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



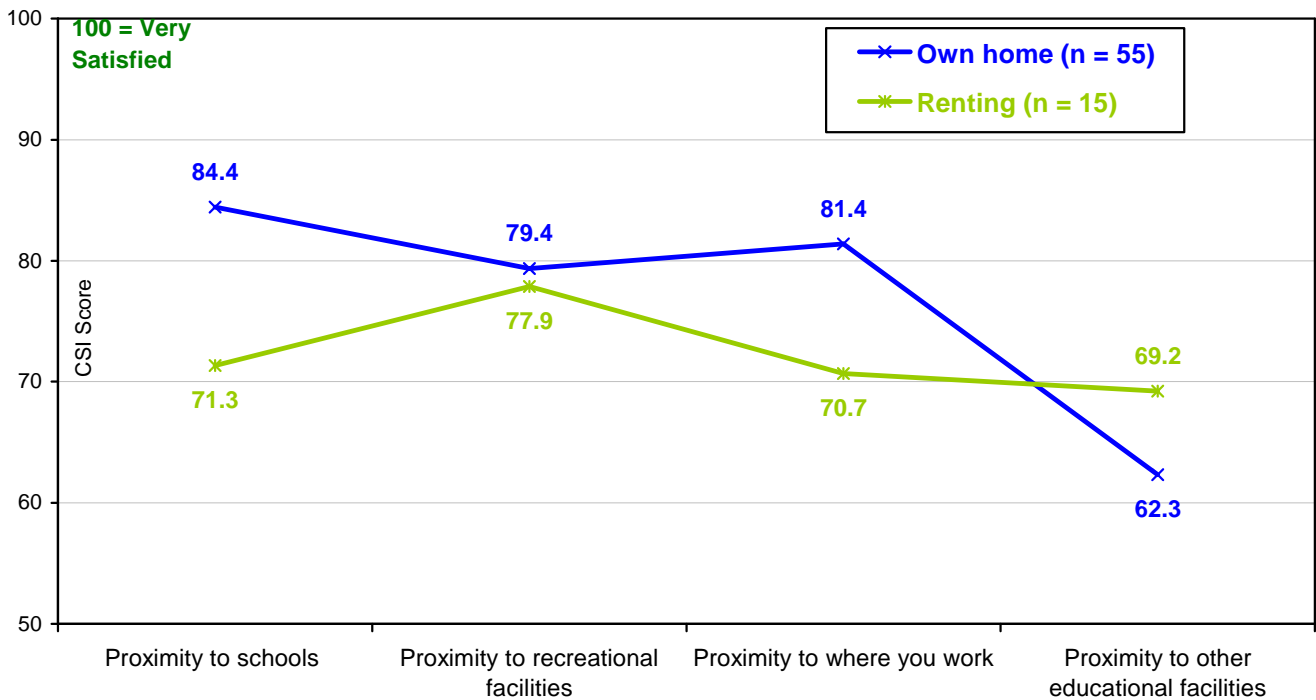
### Proximity Factors by Age Grouping

The CSI scores for the Proximity factors vary by age group with those aged 65+ rating all factors slightly higher than those in the other age brackets.



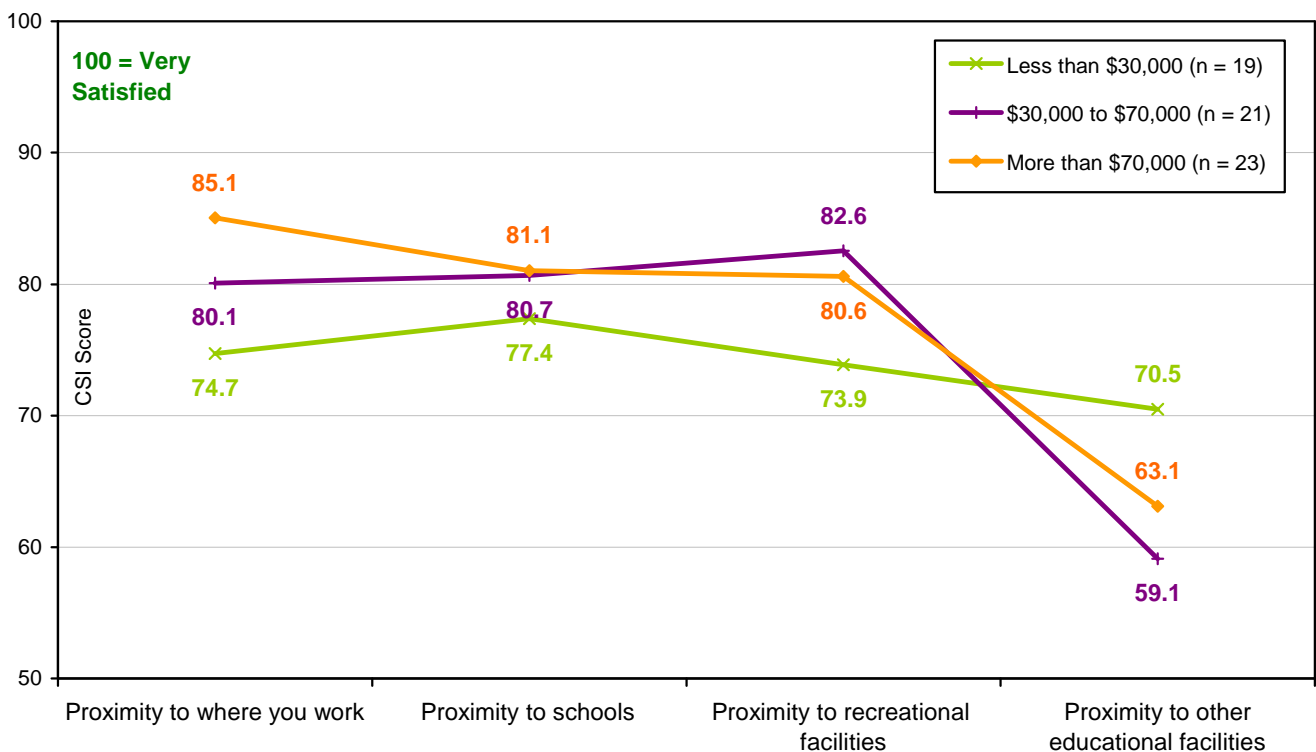
### Proximity Factors by Home Ownership

Those in their own homes are more satisfied than those who are renting or boarding with most of the Proximity factors.



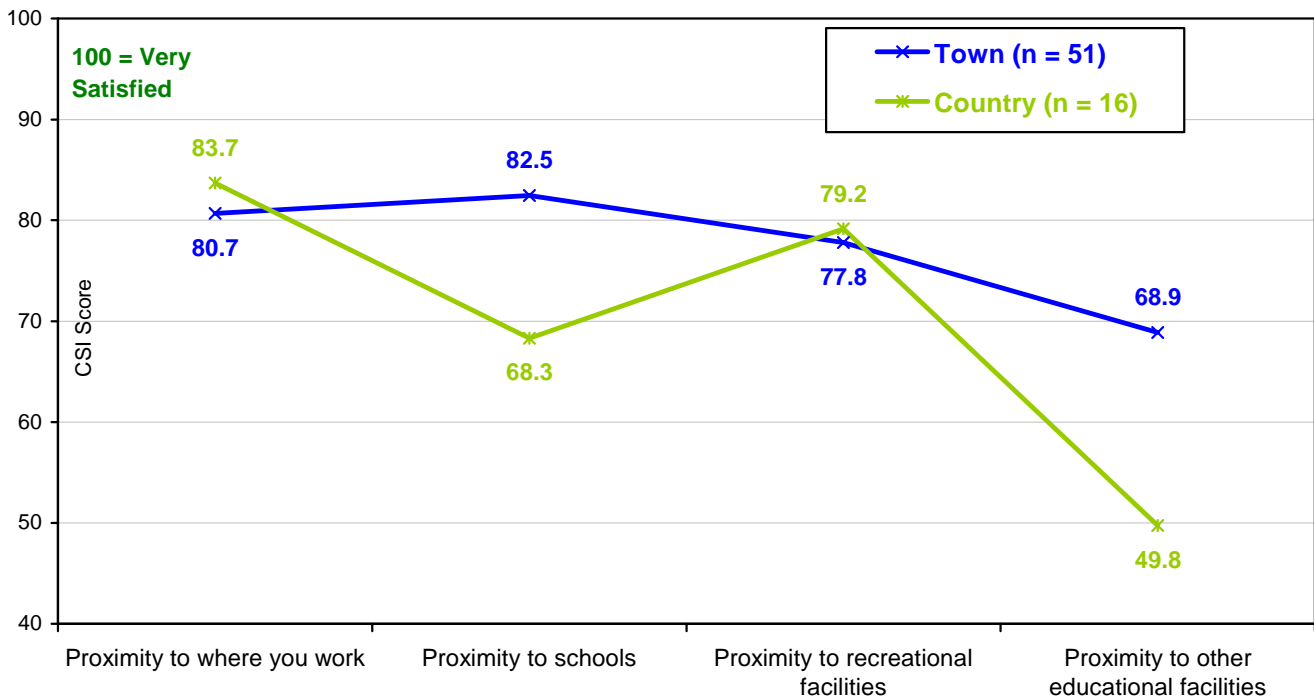
### Proximity Factors by Household Income

There is some variation in the CSI scores for the Proximity factors based on household income with those on the lowest household income generally being the least satisfied.



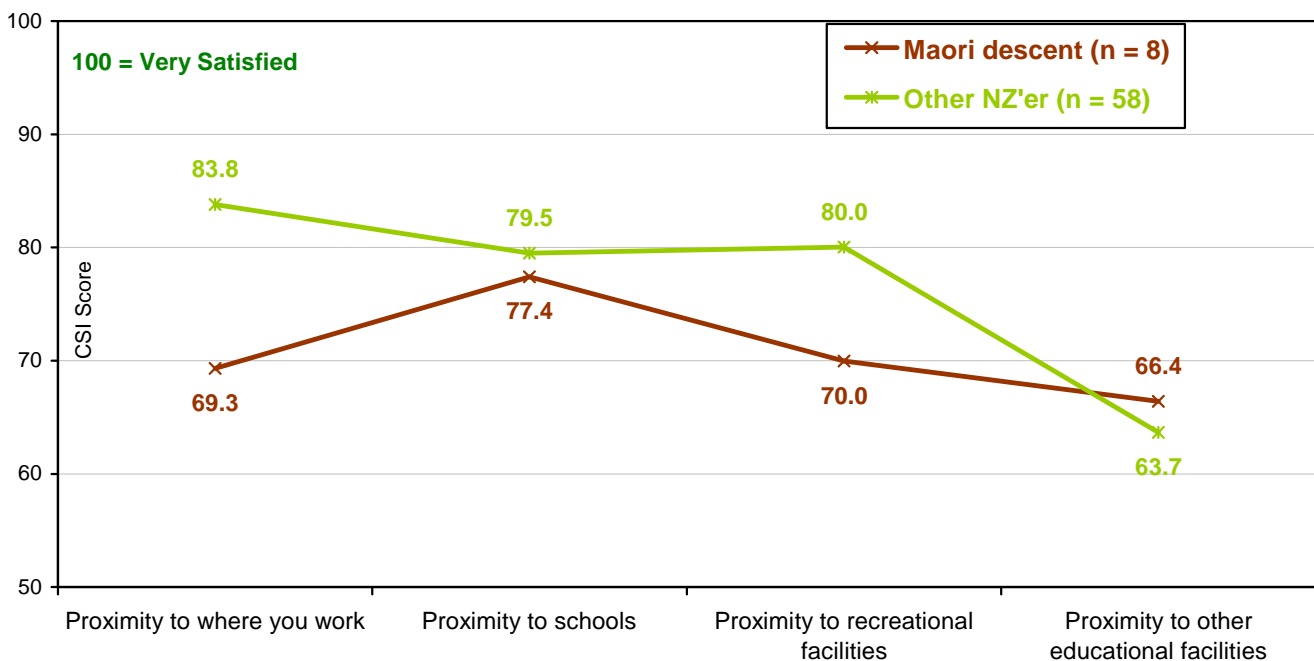
### Proximity Factors by Living in Town versus the Country

There is some difference in the Proximity factors between those living in the country and those living in town but the difference is greatest for the 'proximity to other educational facilities' (19 points) and the 'proximity to schools' (14 points).



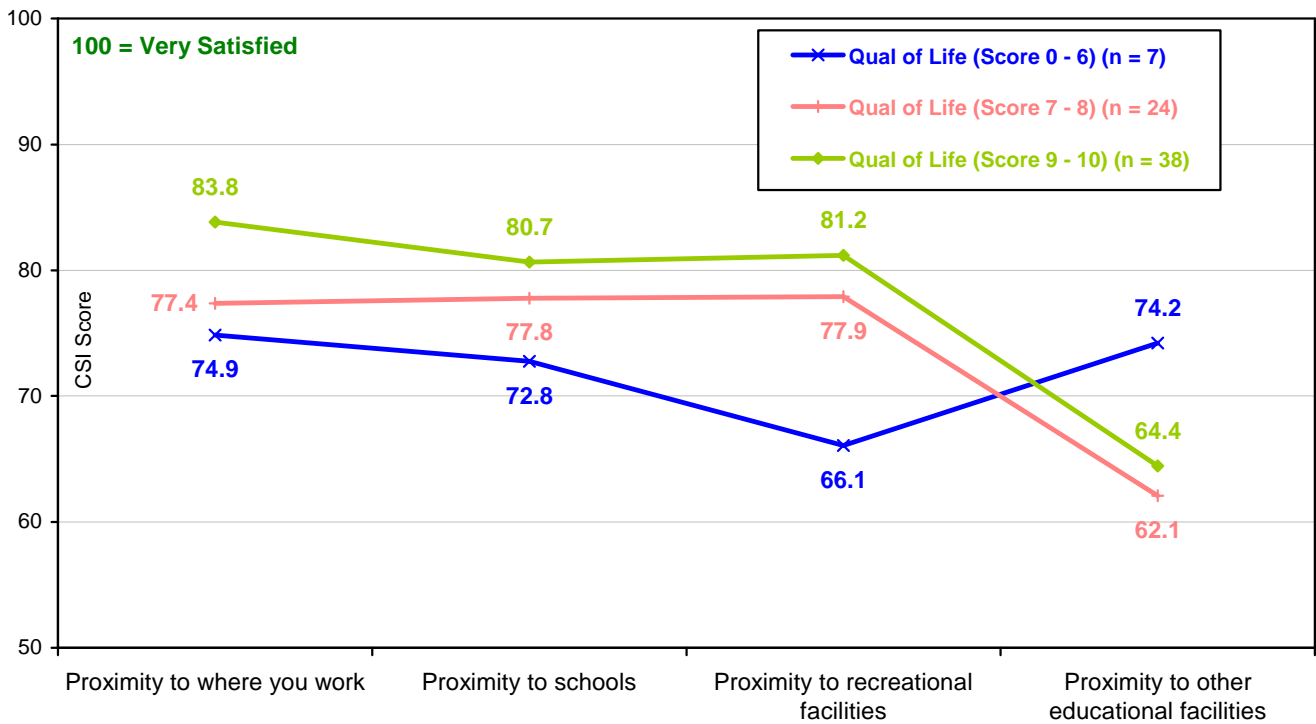
### Proximity Factors by Ethnic group identify with

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 15 points (Maori respondents CSI Score 69.3 versus 83.8)



### Proximity Factors by Happiness with Quality of Life

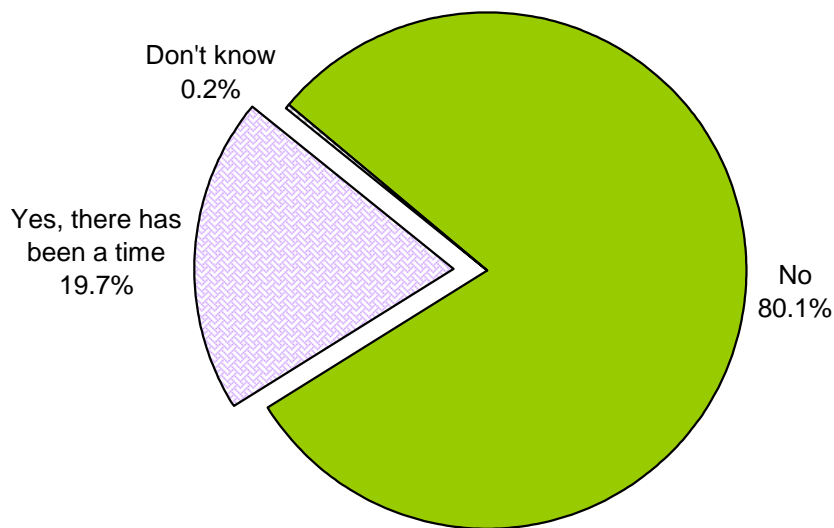
There is some variation on most of the Proximity factors based on how happy the respondent is with their 'Quality of Life'. The few who are not happy with their 'Quality of Life' rate most factors lower than those who are happy.



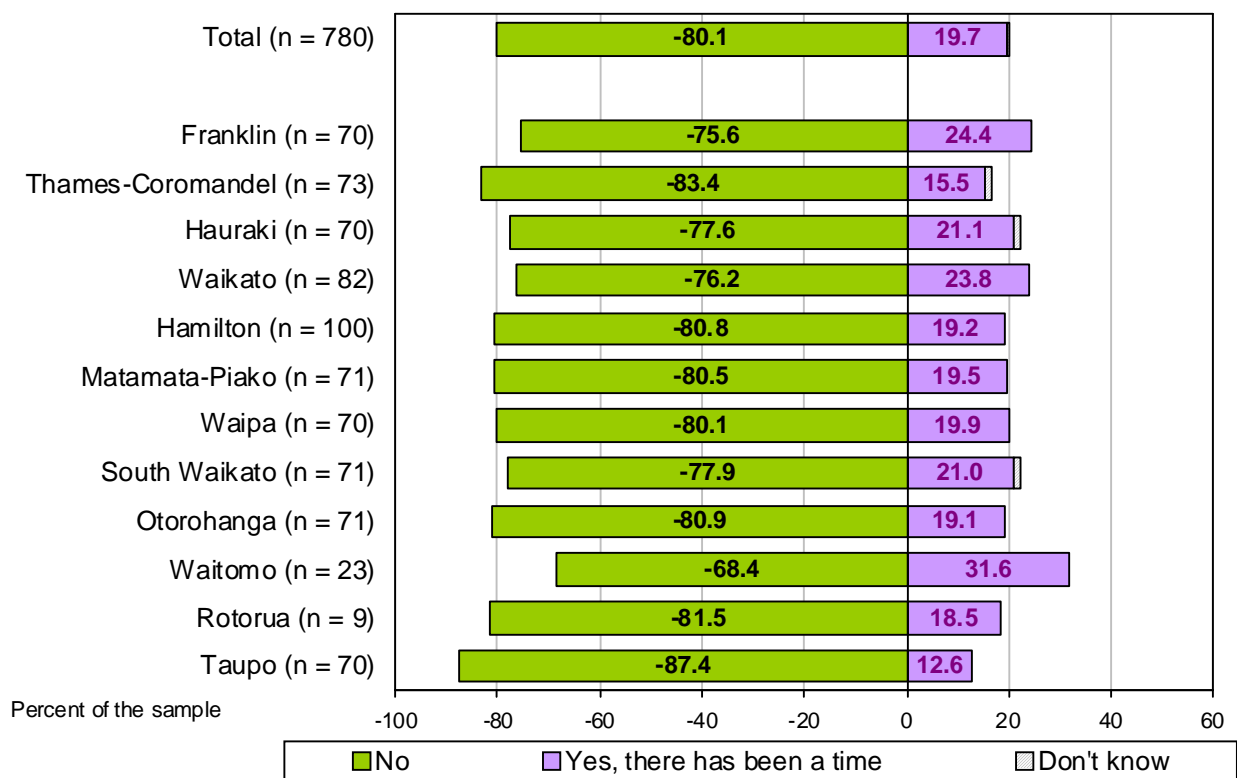
### Barriers to Accessing Health Care

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.



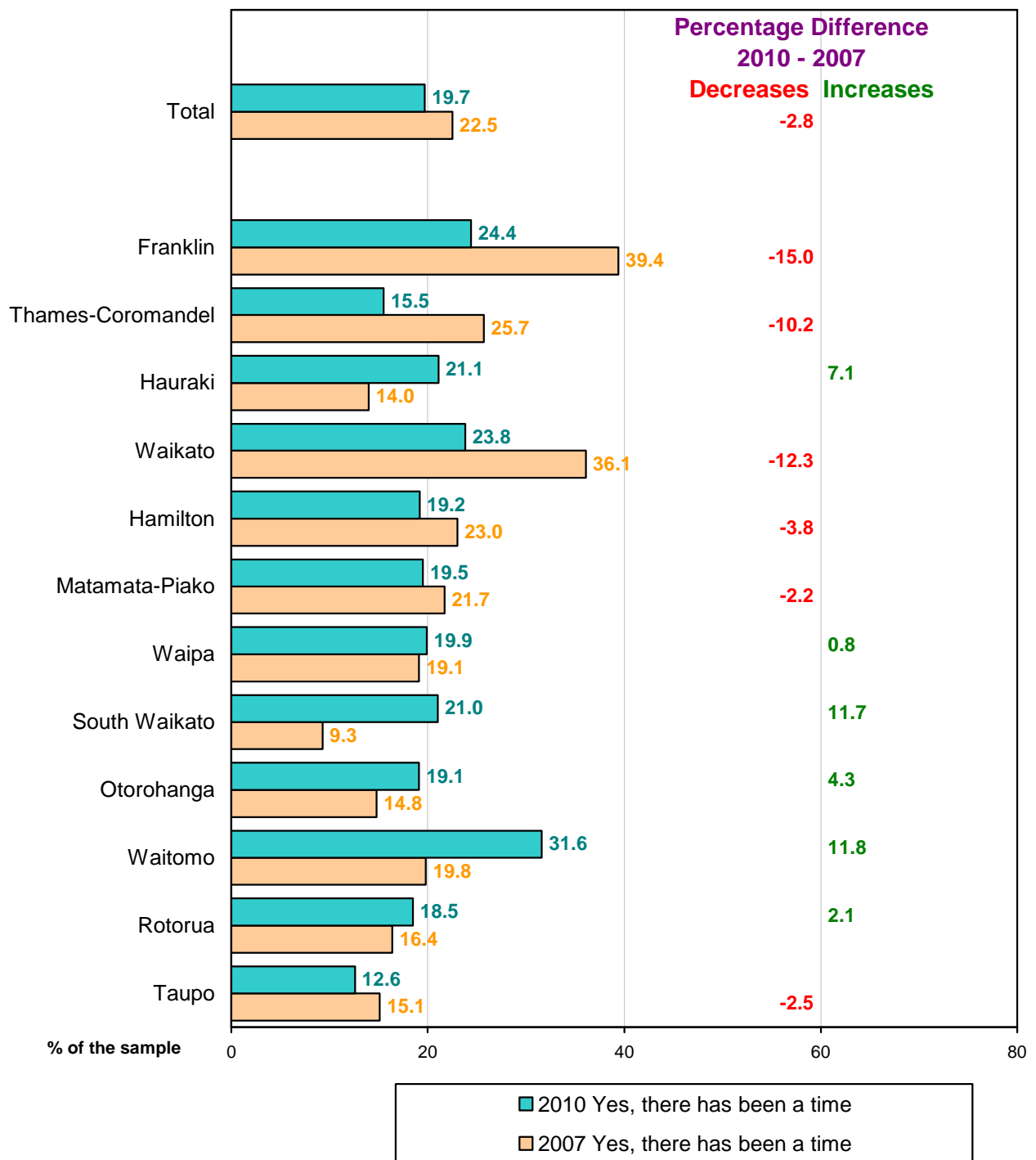
### Barriers to Accessing Health Care - Comparison to 2007

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.



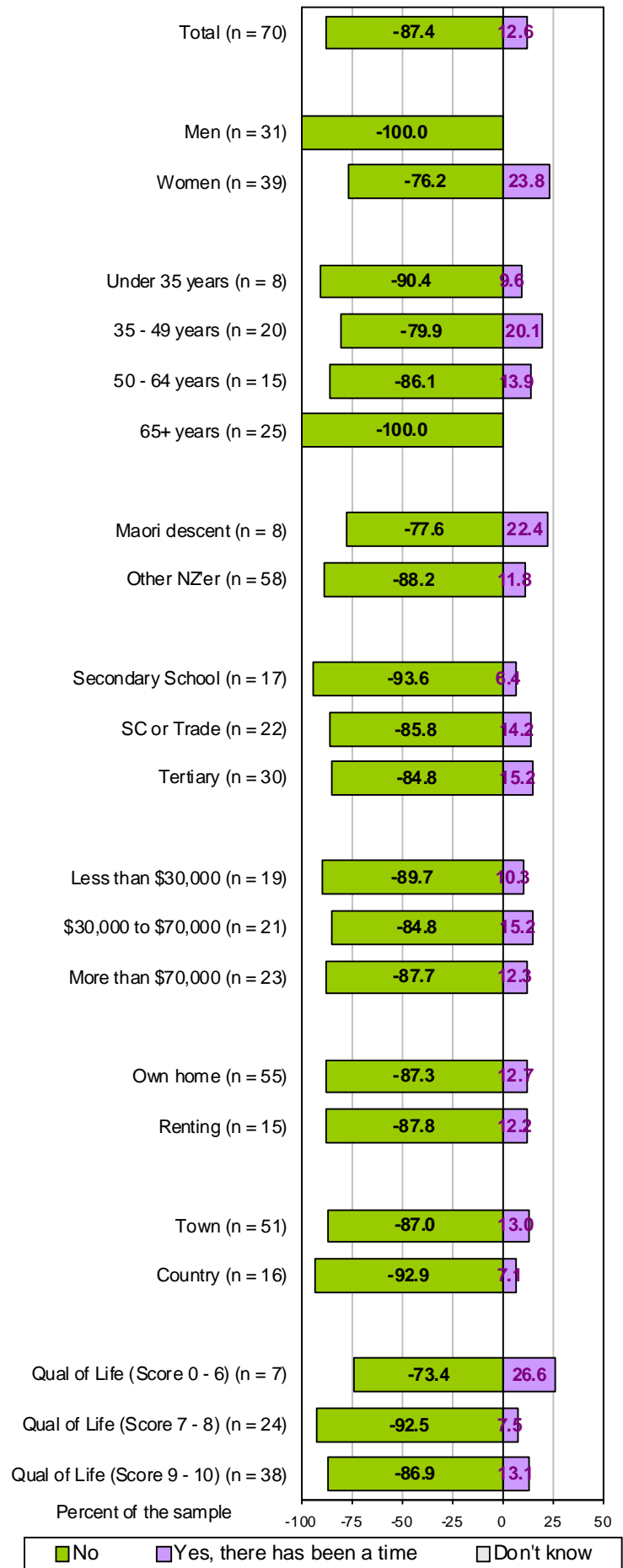
**Barriers to Accessing Health Care by demographics**

**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 (24%) versus 0% for men.
- Those aged over 65 are 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 (0%) versus 10% - 20% for those in the other age brackets.
- Respondents of Maori descent are more likely to say there was a time in the last 12 months when they or a member of their household wanted to go to a GP, but didn’t (22%).
- 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 (27%) versus 8% - 13% for those who are happy with their ‘Quality of Life’.



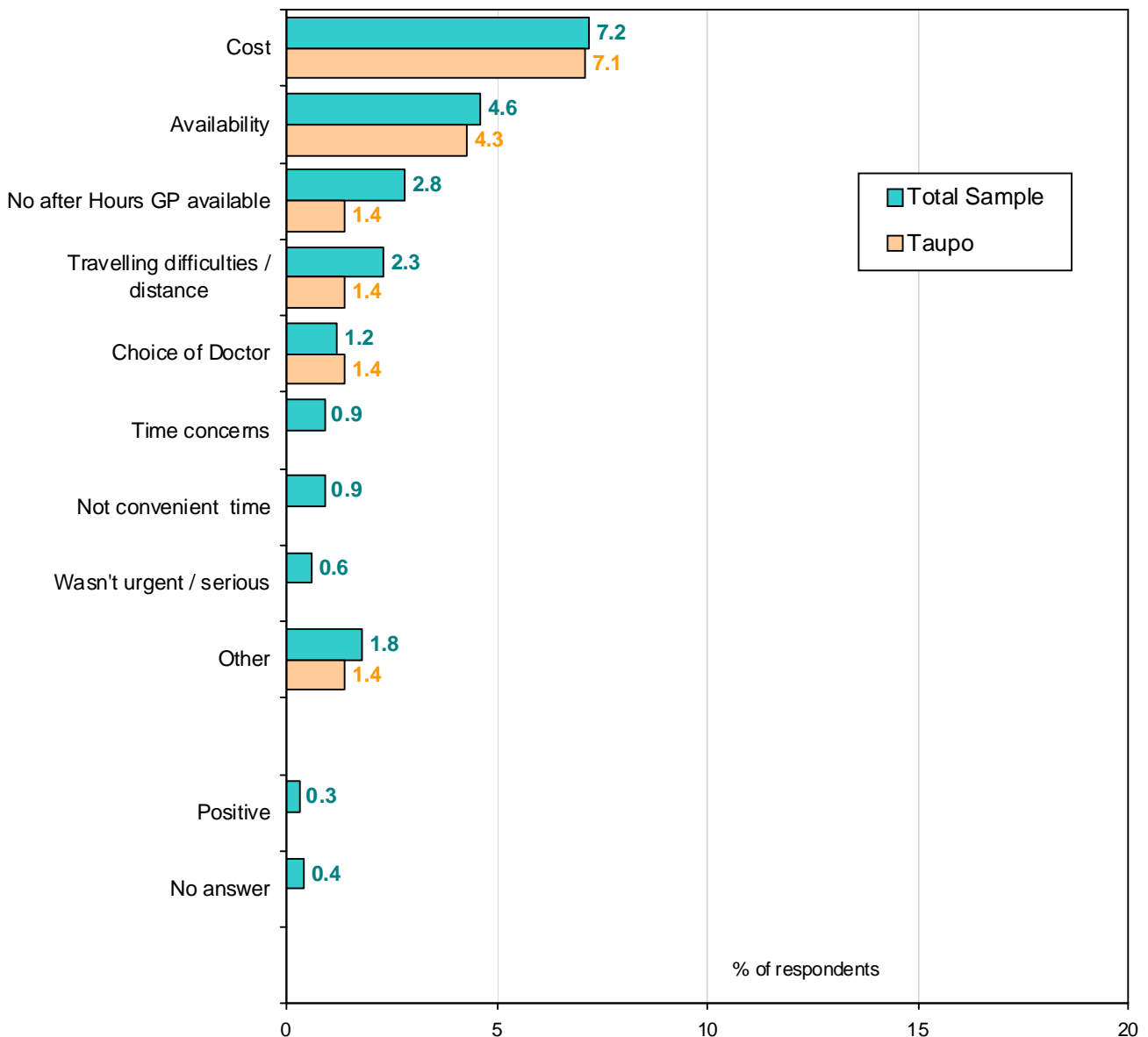
### Why did you or your family not go to the doctor when you wanted to

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 Taupo, 13% of the respondents (n = 9) 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. Taupo respondents reasons were very similar to the Regional sample.



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

An eighth of the sample (12.6%) 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 = 9) who said they had not visited the doctor were asked 'For what reasons did you or your family not go to the doctor when you wanted to?'

This question was asked as an open question with the answers grouped together for analysis purposes. There was a range of responses, with the main theme revolving around cost (7.1% of the sample who said they or a member of their household wanted to go to a GP, but didn't). These comments included:<sup>5</sup>

*'Availability and financial issues.'* (Taupo)  
*'The cost and doctor not available'* (Taupo)  
*'Because the visit was going to cost \$100'* (Taupo)  
*'Financial reasons.'* (Taupo)  
*'Money'* (Taupo)

This was followed by 4.3 of the sample who mentioned availability. This included the following comments:

*'Availability and financial issues.'* (Taupo)  
*'The cost and doctor not available'* (Taupo)  
*'Because it takes nearly 2 days to get an appointment at the doctors because there is only one doctor. And if it is the weekends we have to drive an hour away.'* (Taupo)

One respondent (1.4% of the sample) mentioned the fact they had no after hours GP available as the reason they or a member of their household wanted to go to a GP, but didn't:

*'Because it takes nearly 2 days to get an appointment at the doctors because there is only one doctor. And if it is the weekends we have to drive an hour away.'* (Taupo)

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

*'Transport.'* (Taupo)

Others did not like the choice of doctor (1.4% of the sample).

*'Pretty dissatisfied with doctors.'* (Taupo)

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

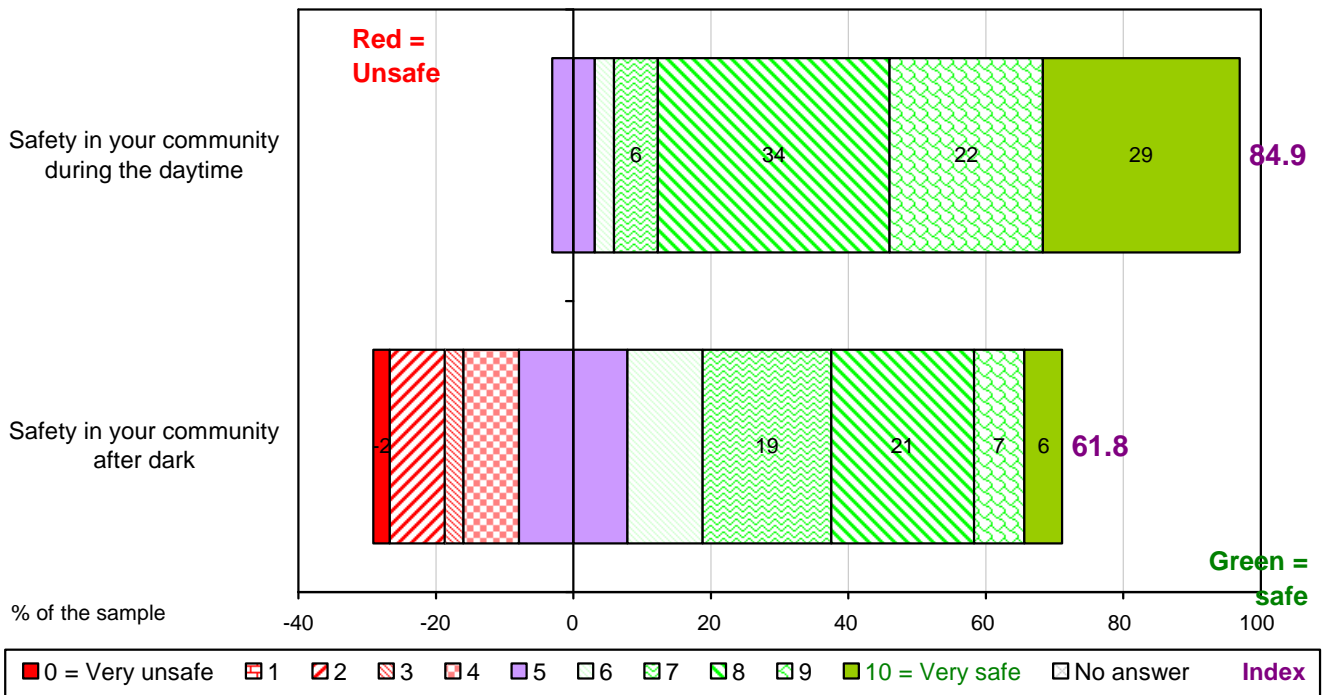
*'Because I'm naughty - I'm a nurse and nurses are terrible patients'* (Taupo)

<sup>5</sup> Please note that when verbatim comments cover more than one point these are reported in total to keep comments in perspective. The comments with multiple themes are repeated under each relevant section.

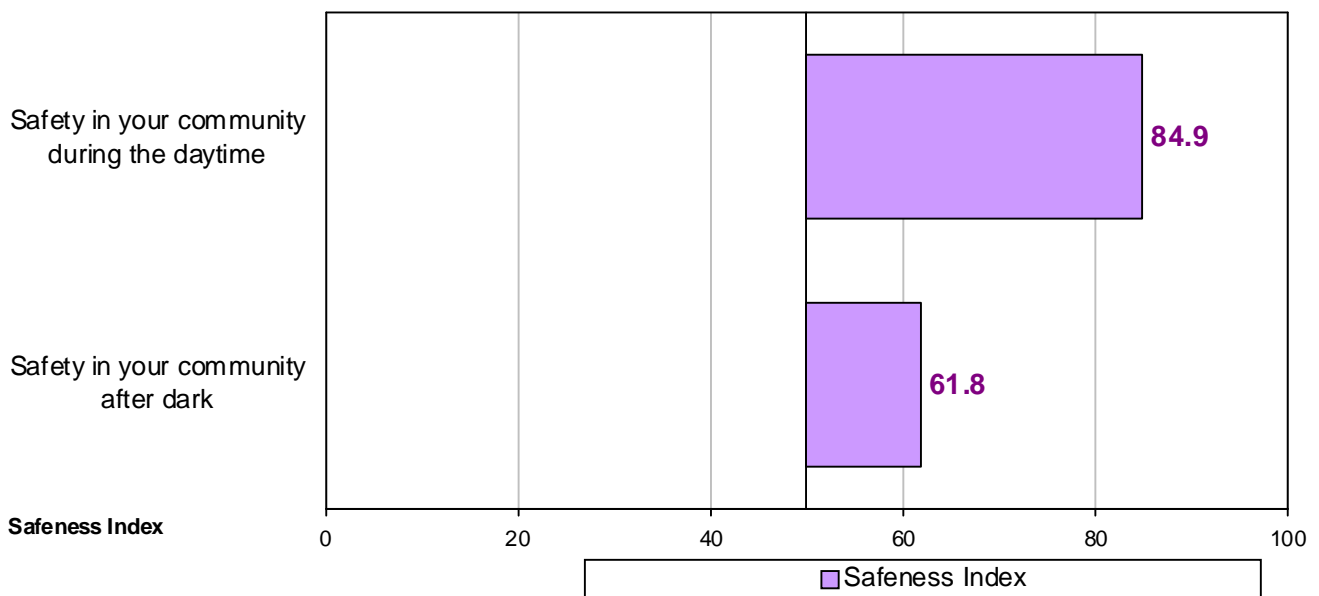
## Safety Factors

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

The vast majority of respondents (94%) felt safe (Scores 6 – 10) with the *'safety in your community during the daytime'* and no respondents (0%) felt unsafe (Scores 0 – 4). Conversely, two thirds of the sample (63%) felt safe (Scores 6 – 10) with the factor *'Safety in your community after dark'* and 21% felt unsafe (Scores 0 – 4).

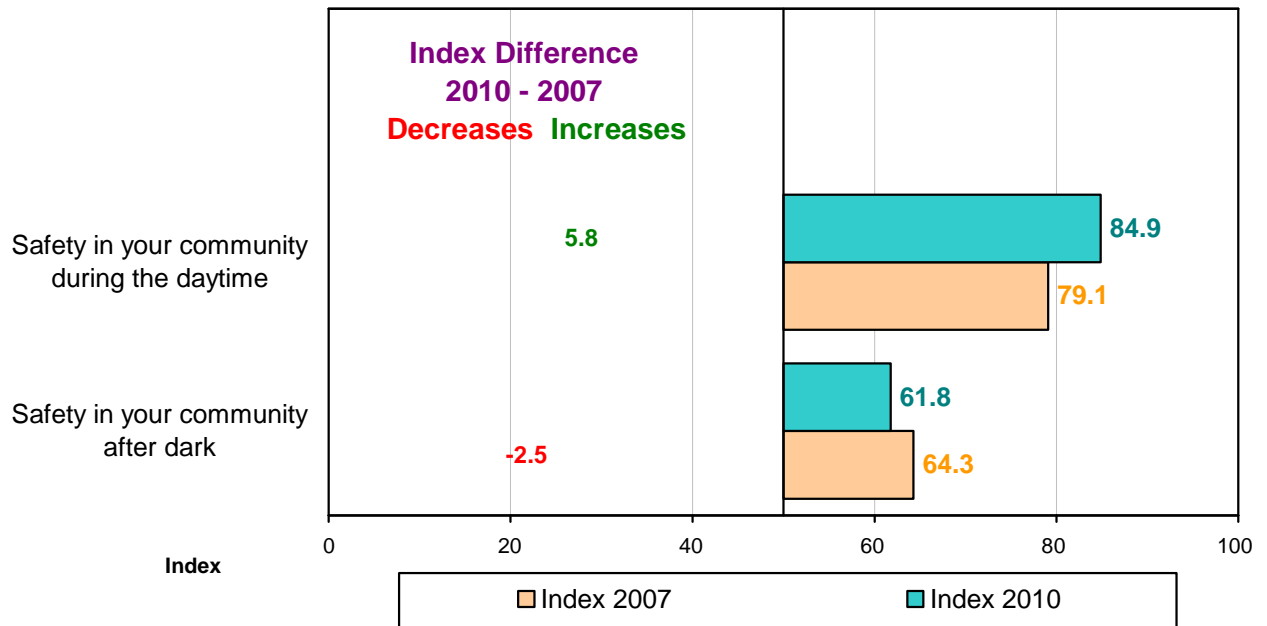


This reflects in the Safeness Index which is 84.9 for the *'Safety in your community during the daytime'* versus 61.8 for the *'Safety in your community after dark'*. The lower Index for the last factor implies that the safety after dark is more of an issue for respondents.



**Safety Factors - Comparison to 2007**

The following chart compares the 2010 results with 2007 for the Safety factors. The factor ‘safety in your community during the daytime’ was up 5.8 points (Index 84.9) while the factor ‘safety in your community after dark’ was down 2.5 points (Index 61.8).



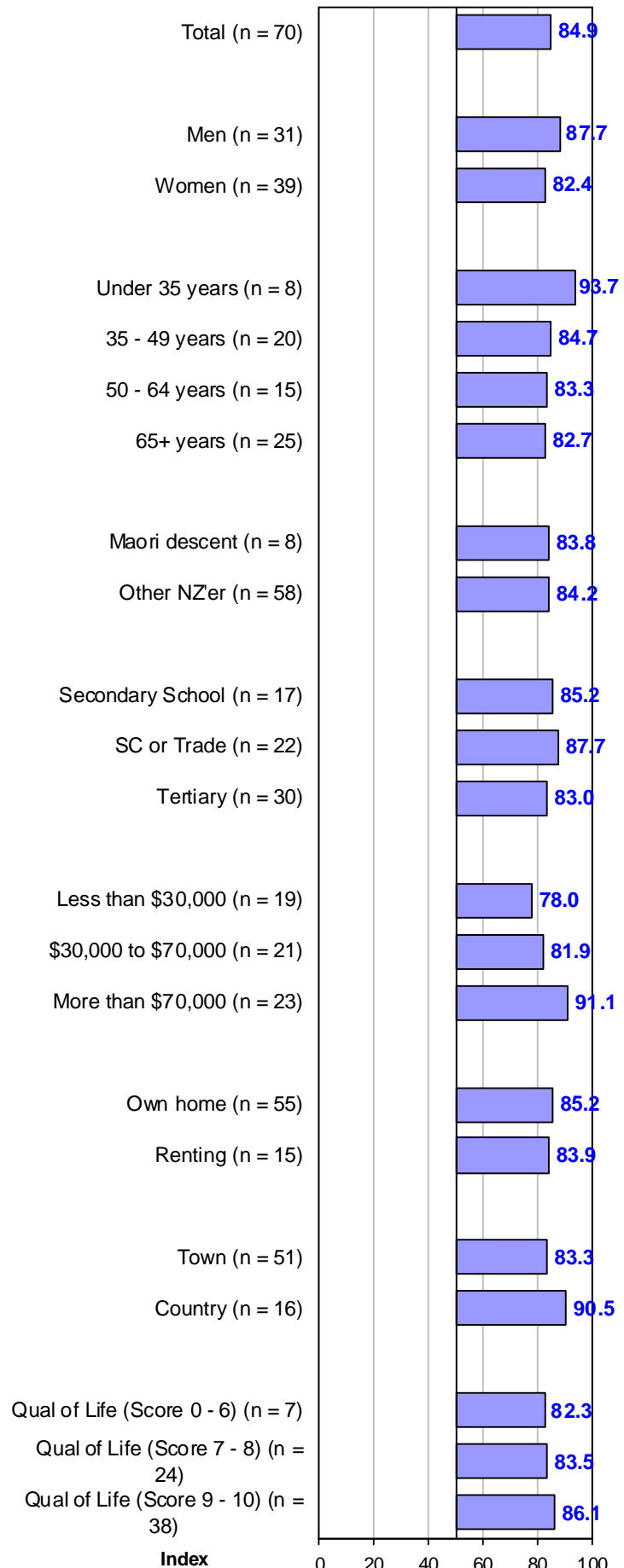
**Safety in your community during the daytime by demographics**

**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 safer (Index 93.7) versus an Index of 82.7 to 84.7 for the other age brackets.
- Those with a household income over \$70,000 feel safer (Index 91.1) versus an Index of 78.0 to 81.9 for the other household income brackets.
- Those who live in the country feel safer (Index 90.5) versus an Index of 83.3 for those who live in town.



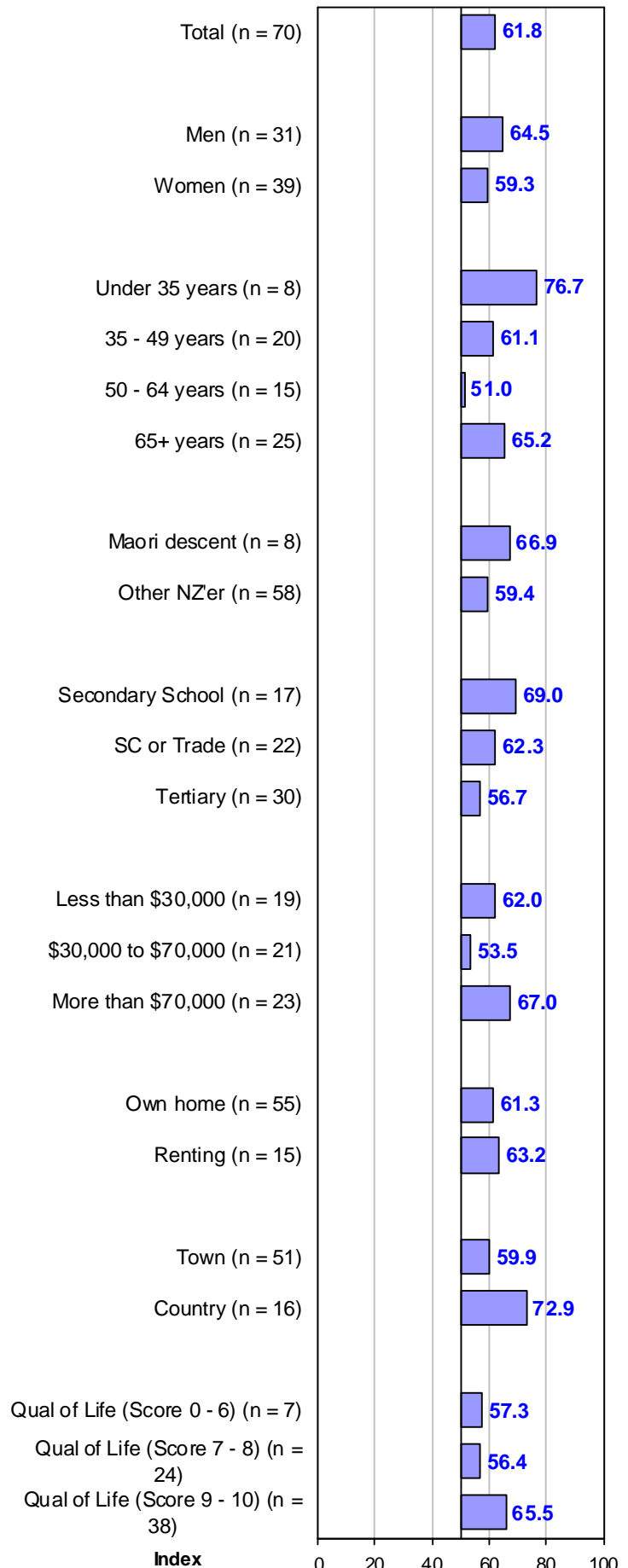
**Safety in your community after dark by demographics**

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

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:

- Men feel safer (Index 64.5) versus an Index of 59.3 for women.
- Those aged under 35 feel safer (Index 76.7) versus an Index of 51.0 to 65.2 for the other age brackets.
- Those with a tertiary qualification feel less safe (Index 56.7).
- Those living in the country (Index 72.9) feel safer than those living in town (Index 59.9)



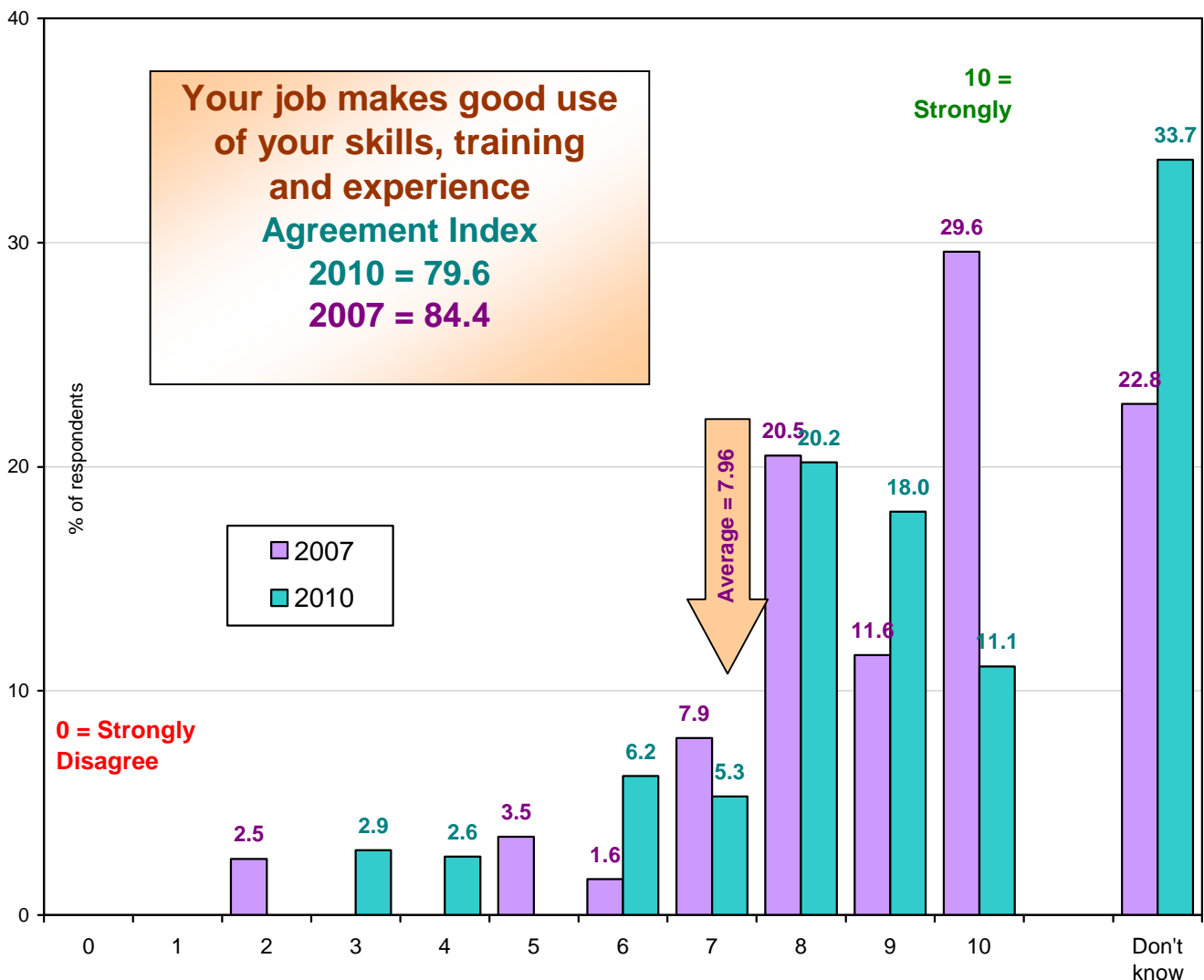
## Work Opportunities

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 (34%) did not answer this question, presumably because they were not working. The majority of the respondents (61%) agreed with the statement 'Your job makes good use of your skills, training and experience' (scores of 6 – 10). A ninth of the respondents (11%) strongly agreed (Score of 10) while 18% rated this with a score of 9. The mode (most frequent value) is a score of 8 (20%).

No respondents (0%) neither agreed nor disagreed with the statement 'Your job makes good use of your skills, training and experience' (Score 5). Only a few respondents (6%) disagreed with the statement 'Your job makes good use of your skills, training and experience' (Scores 0 – 4).

The Agreement Index (AI score)<sup>6</sup>, (a weighted score across the Agreement scale) for 'Your job makes good use of your skills, training and experience' was 79.6. This is down 4.8 points from the 2007 results but this still implies most respondents feel their jobs are making good use of their skills, training and experience.



<sup>6</sup> 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)

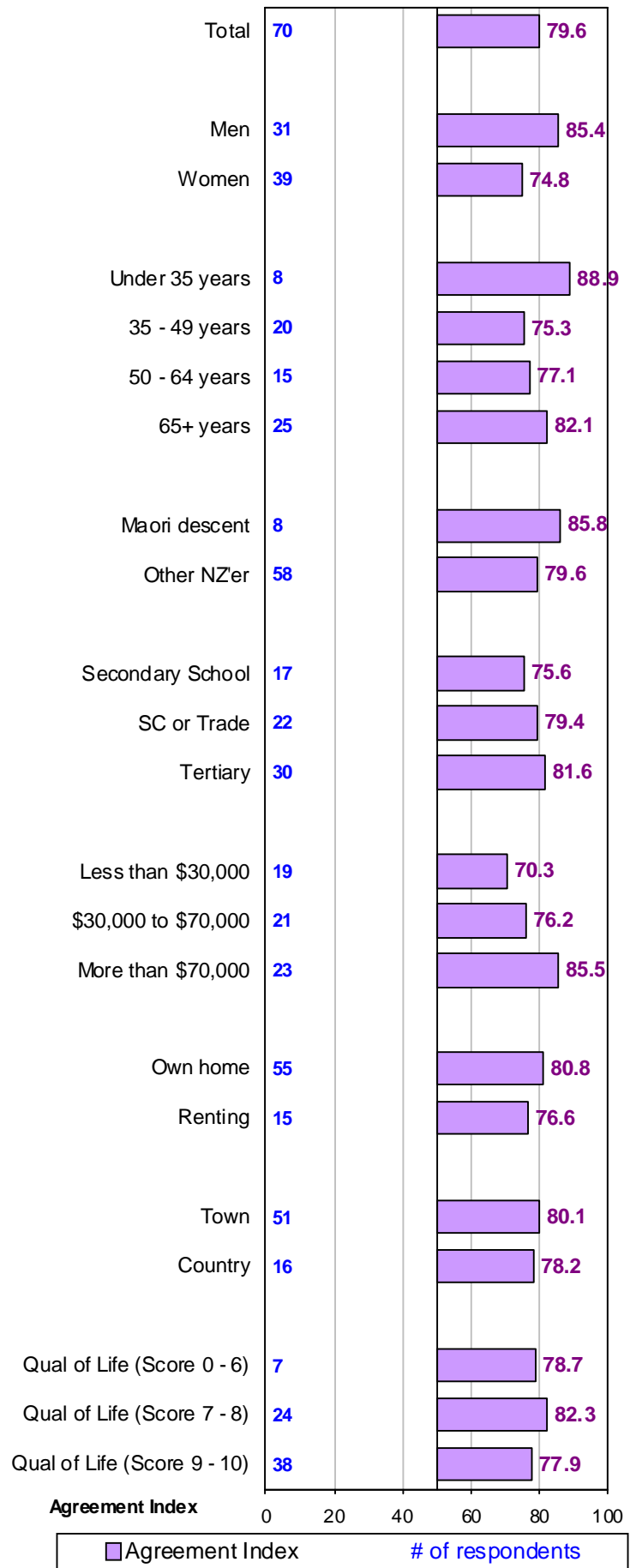
**Agreement with ‘Your job makes good use of your skills, training and experience’ by demographics**

**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 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.

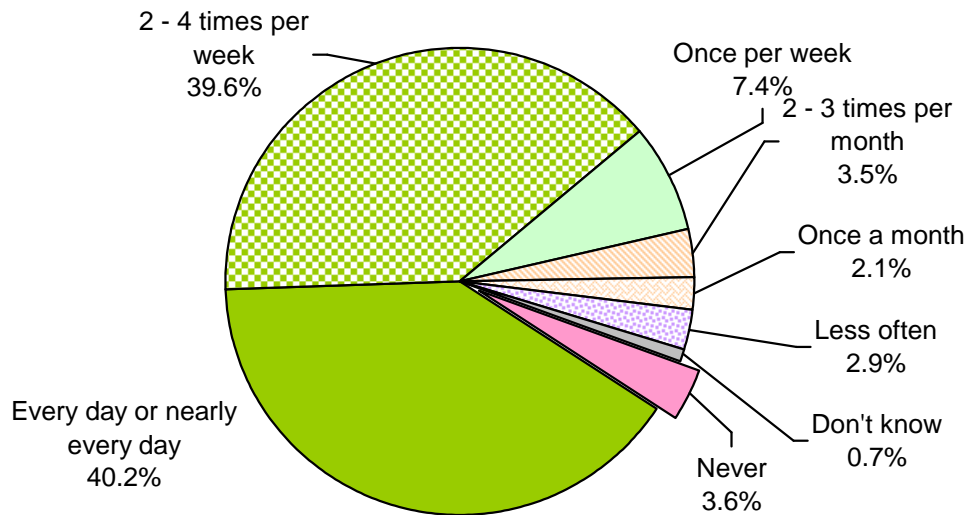
The variables that appear to have had the greatest impact on level of agreement with the statement ‘Your job makes good use of your skills, training and experience’ were:

- Men (Agreement Index 85.4) are more likely to agree with this statement than women (Agreement Index 74.8).
- Those aged under 35 years (Agreement Index 88.9) are more likely to agree with this statement than those in the other age brackets (Agreement Index 75.3 – 82.1).
- Those whose highest educational qualification was attending primary or secondary school (Agreement Index 75.6) are less likely to agree with this statement.
- Respondents of Maori descent (Agreement Index 85.8) are more likely to agree with this statement than other New Zealanders (Agreement Index 79.6).
- Those with a household income under \$30,000 (Agreement Index 70.3) are less likely to agree with this statement than those from the other income streams (Agreement Index 76.2 – 85.5).

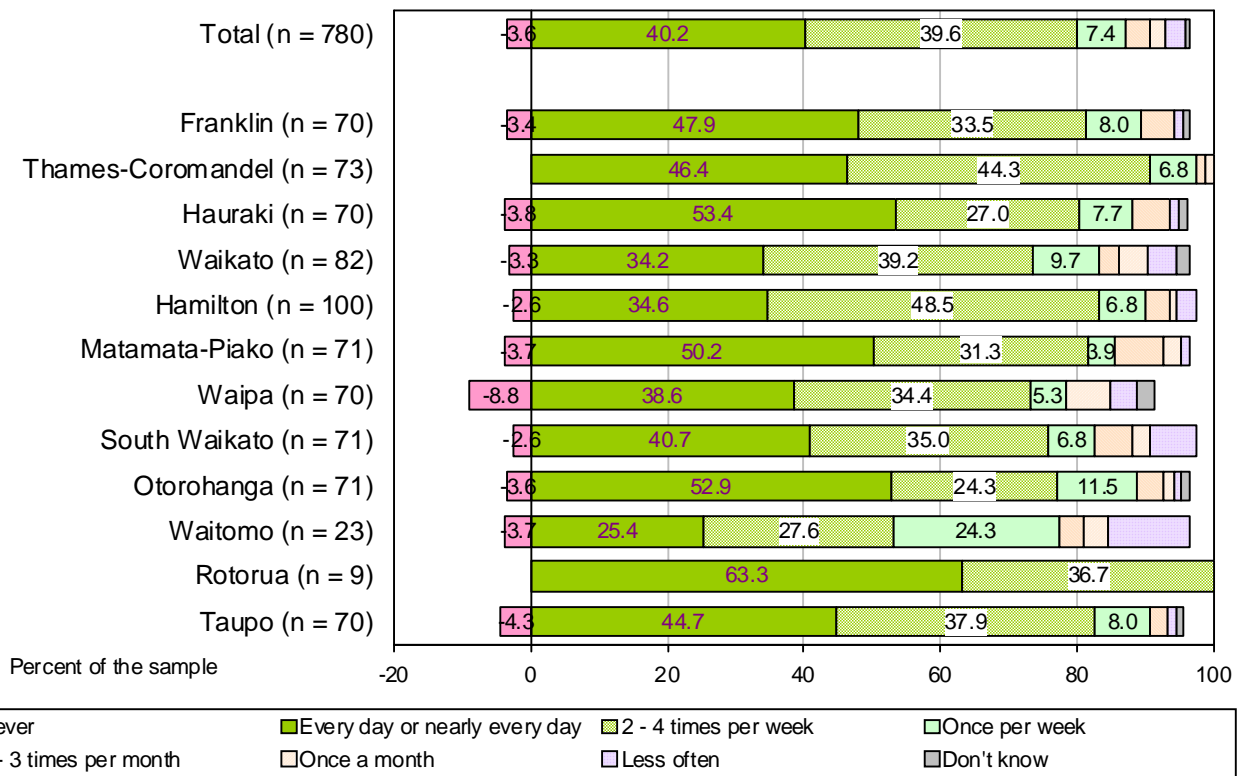


## Participation in Sport and Active Leisure

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.



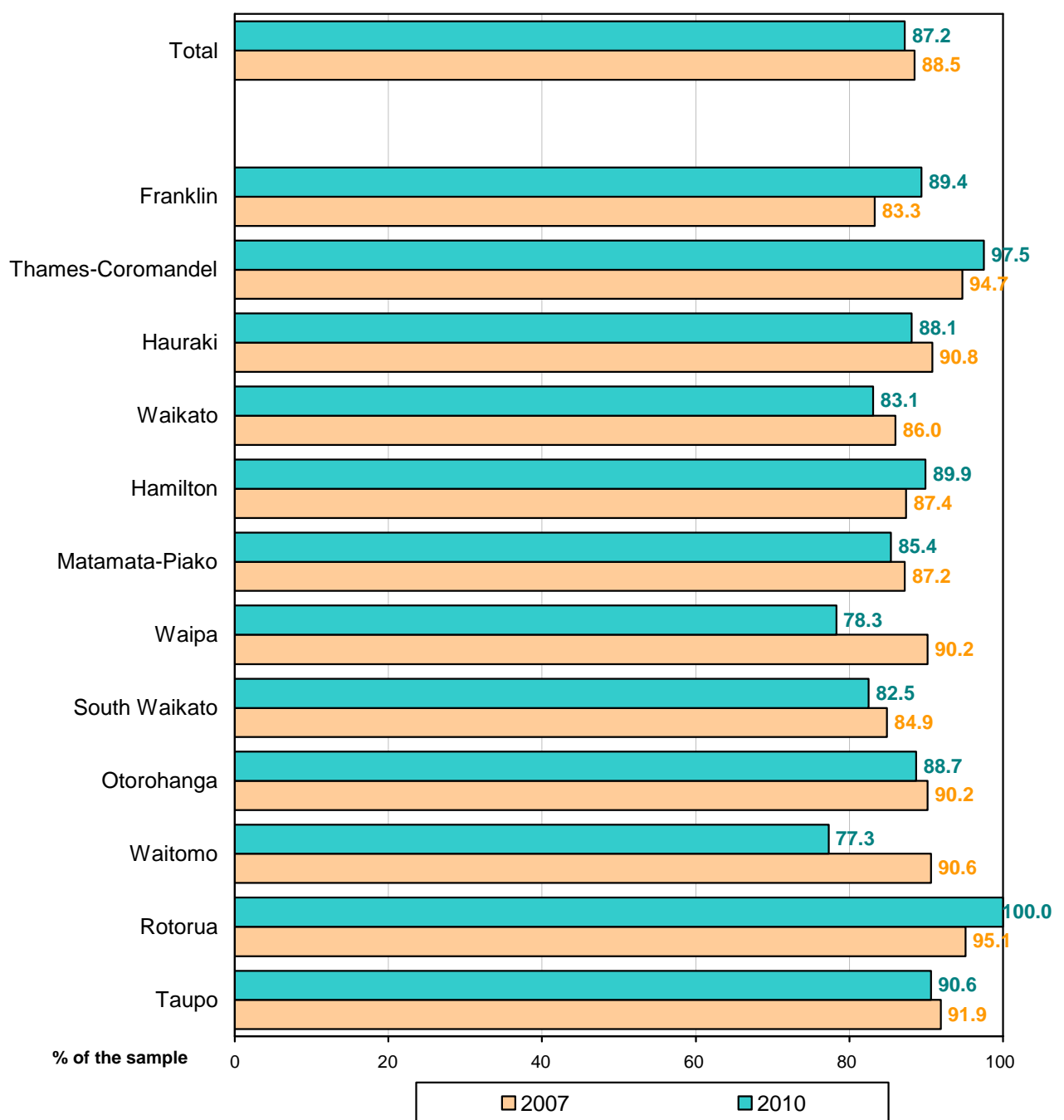
### Participation in Sport and Active Leisure - Comparison to 2007

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.

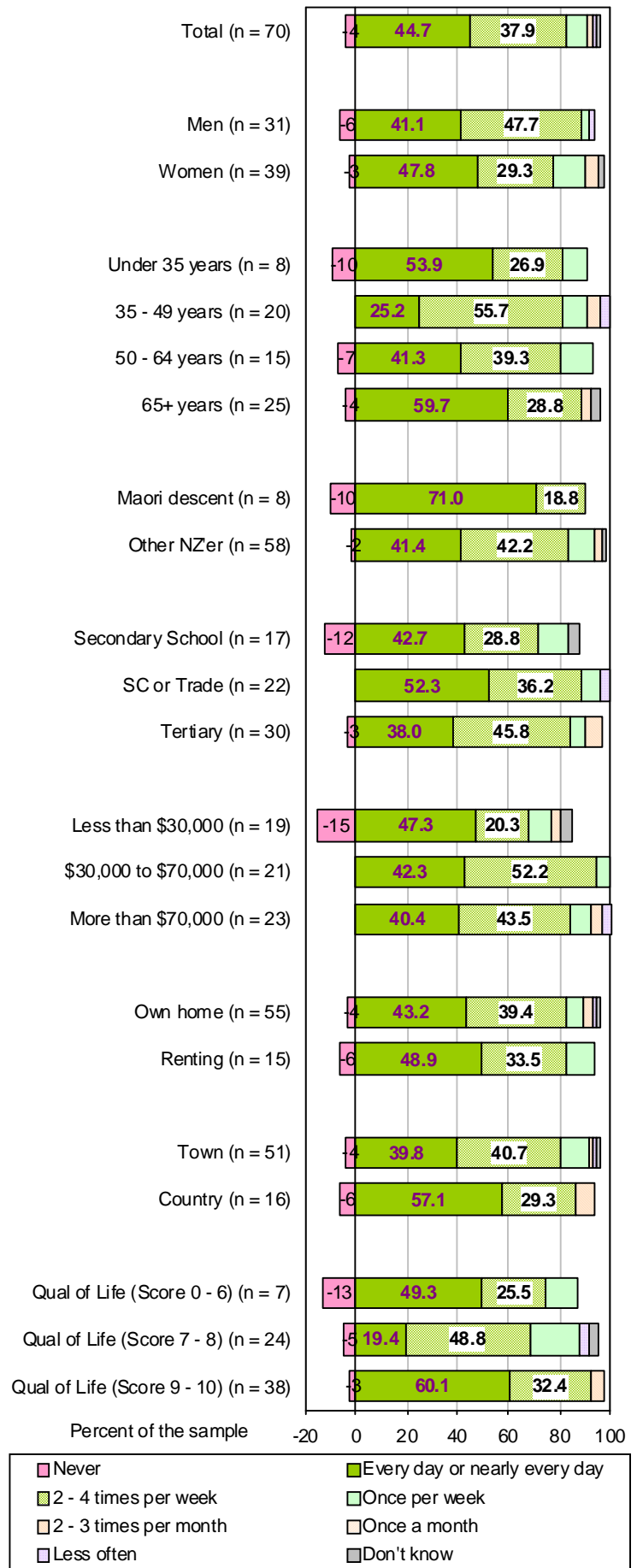
The results are similar to 2007 although there are some larger differences for some districts like Waipa and Waitomo. The differences may be caused by abnormal results in 2007, because of changing demographics or because the situation in relation to exercise has changed since 2007.



**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.**

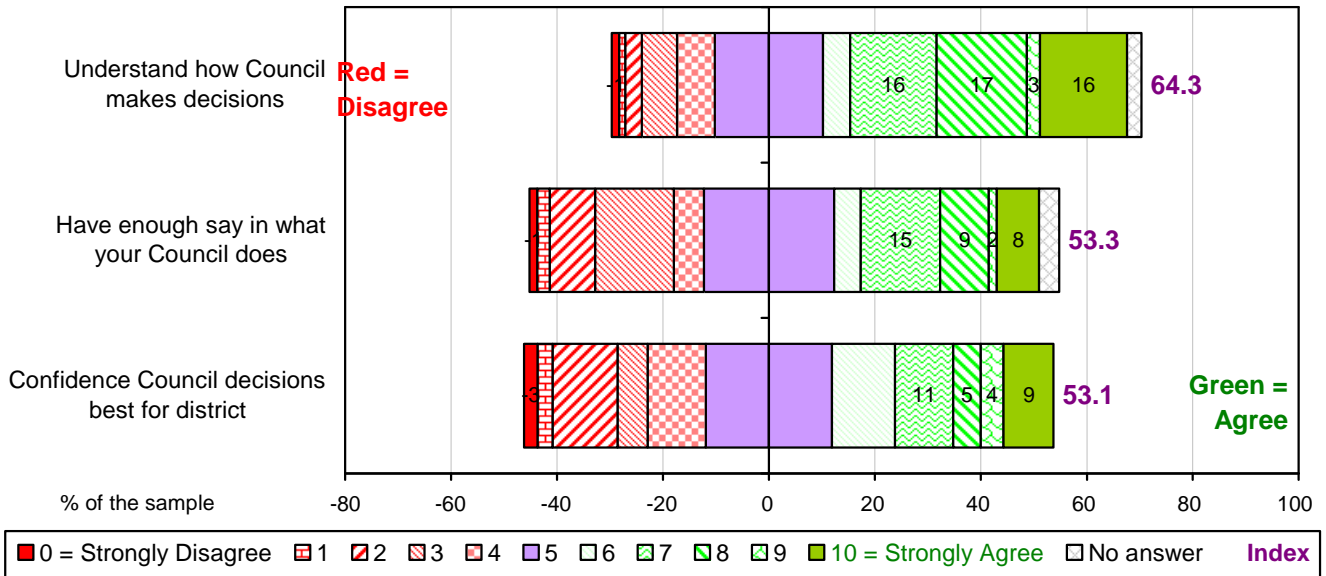
There is limited variance across the subgroups of interest in the proportion of respondents who said they exercised for 30 minutes or more. The chart opposite compares these variables.



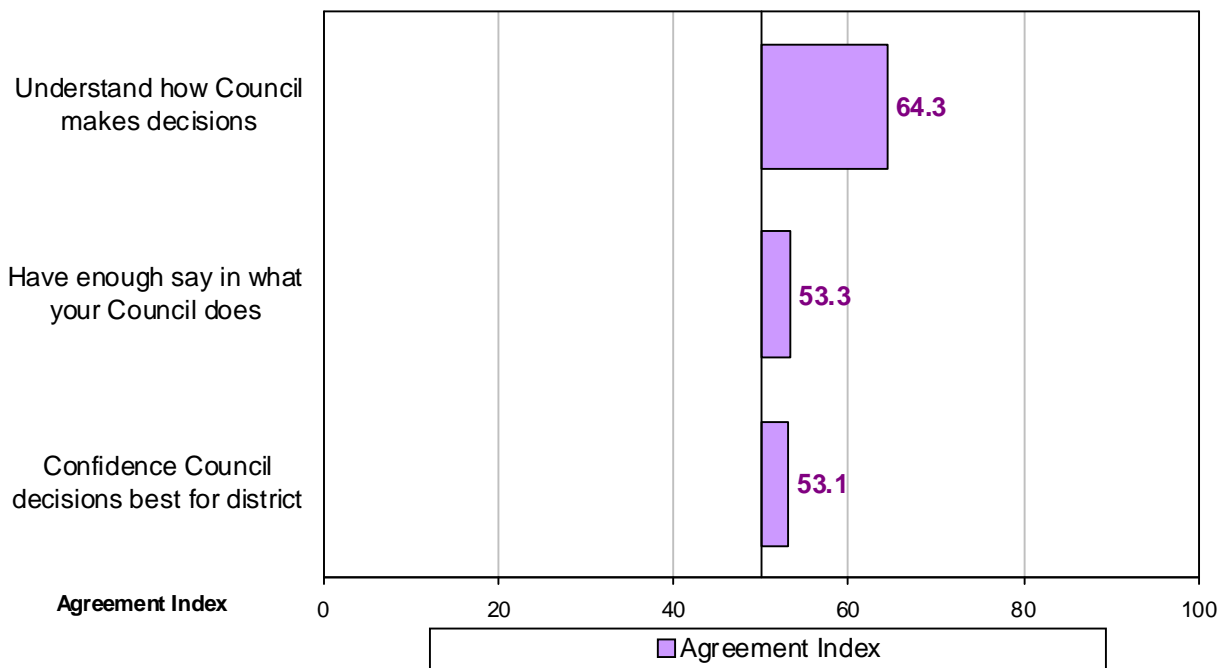
### Council Decision Making Factors

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.'

Half of the respondents (57%) agreed (scores 6-10) with the statement 'Overall, you understand how your Council makes decisions' but this drops to 39% for the statement 'You have enough say in what your Council does'. Between 20% and 34% disagreed with each statement (scores 0 – 4).

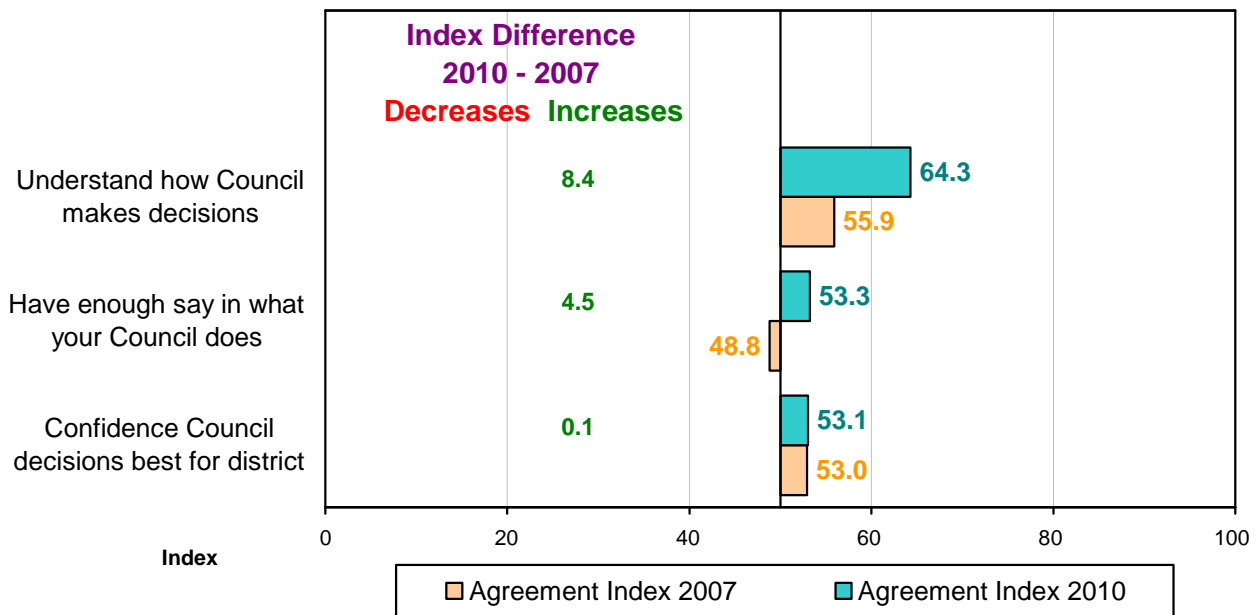


This reflects in the Agreement Index which is 64.3 for the statement 'Overall, you understand how your Council makes decisions' versus an Agreement Index of 53.3 for the statement 'You have enough say in what your Council does' and an Agreement Index of 53.1 for the statement 'Overall, you have confidence that the Council makes decisions that are in the best interests of your district'.



### Council Decision Making Factors - Comparison to 2007

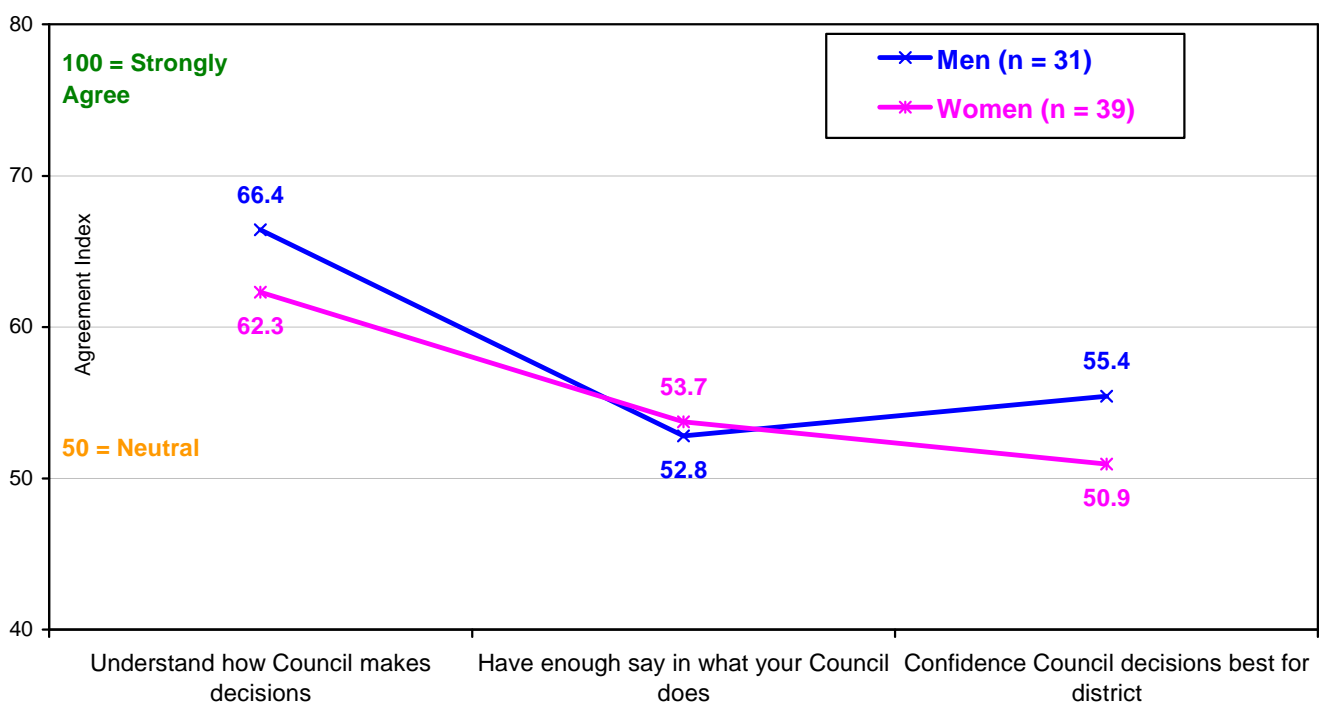
The following chart compares the 2010 results with 2007 for the Council Decision Making factors. There were 3 increases and no decreases in the Indexes among the Council Decision Making factors. The factor ‘Overall, you understand how your Council makes decisions’ was up 8.4 points (Index 64.3) while the factor ‘You have enough say in what your Council does’ was up 4.5 points (Index 53.3). The factor ‘Overall, you have confidence that the Council makes decisions that are in the best interests of your district’ was almost unchanged, up 0.1 points to an Index of 53.1.



### Council Decision Making Factors by Gender

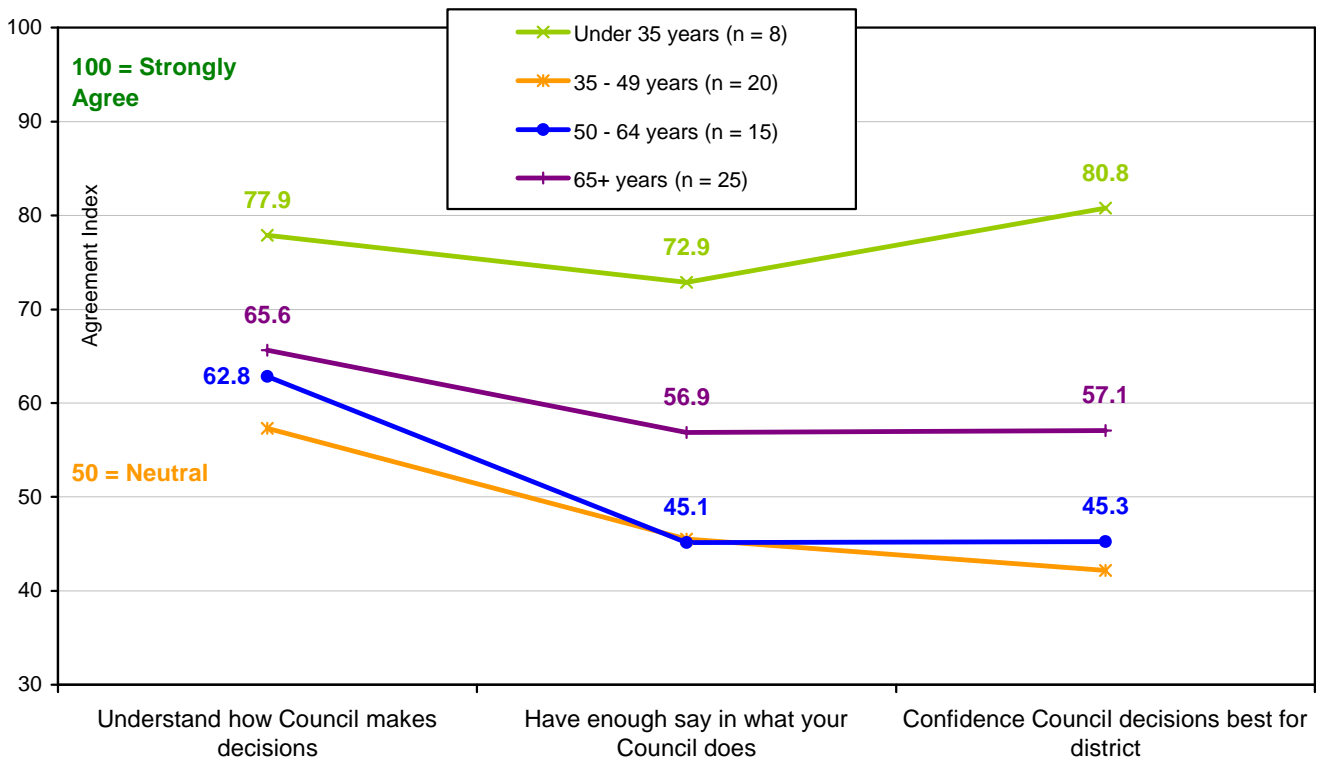
**Please note there are small numbers of respondents in many of the subgroups so care is recommended in the interpretation.**

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



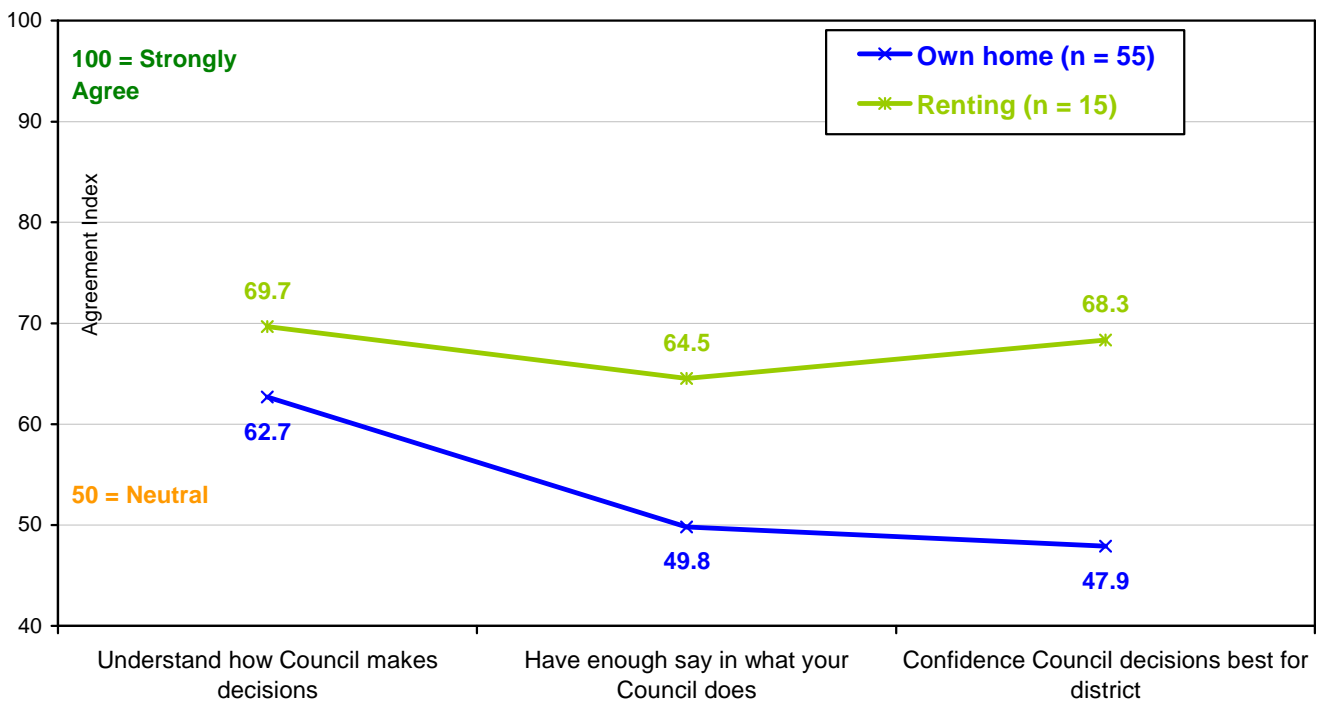
### Council Decision Making Factors by Age Grouping

The Agreement Index for the Council Decision Making factors varies by age group with the few respondents aged under 35 agreeing more strongly with each statement.



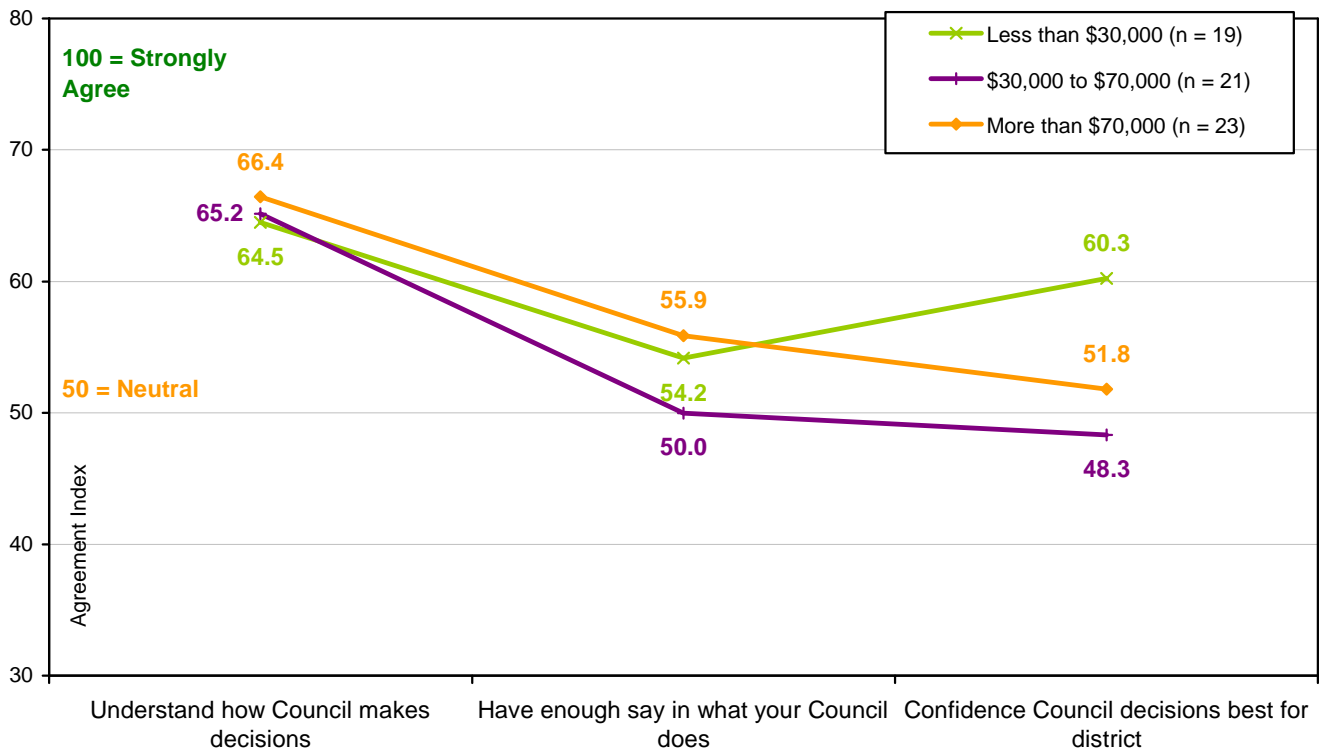
### Council Decision Making Factors by Home Ownership

Those in their own homes are less likely than those who rent or board to agree with all statements. The difference is greatest (20 points) for the statement 'Overall, you have confidence that the Council makes decisions that are in the best interests of your district'.



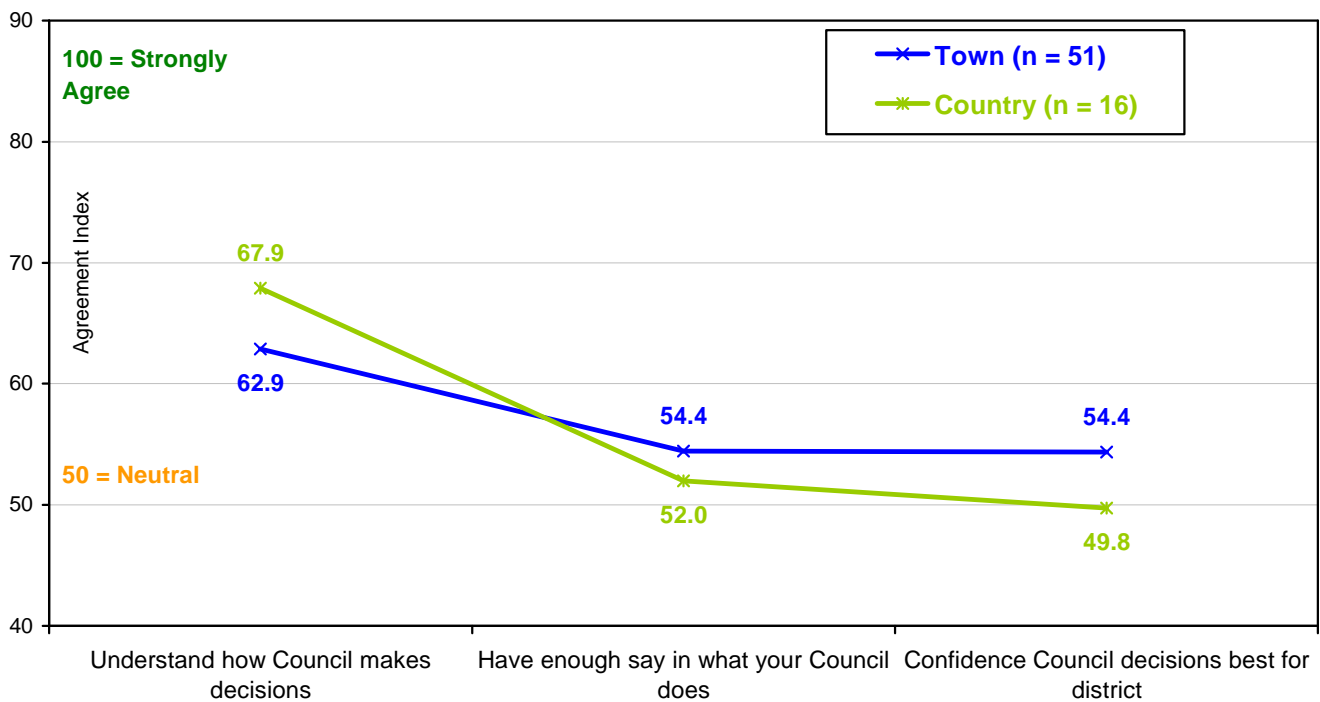
### Council Decision Making Factors by Household Income

There is some variation in the level of agreement with these statements based on household income but the difference is greater (12 points) for the statement ‘Overall, you have confidence that the Council makes decisions that are in the best interests of your district’.



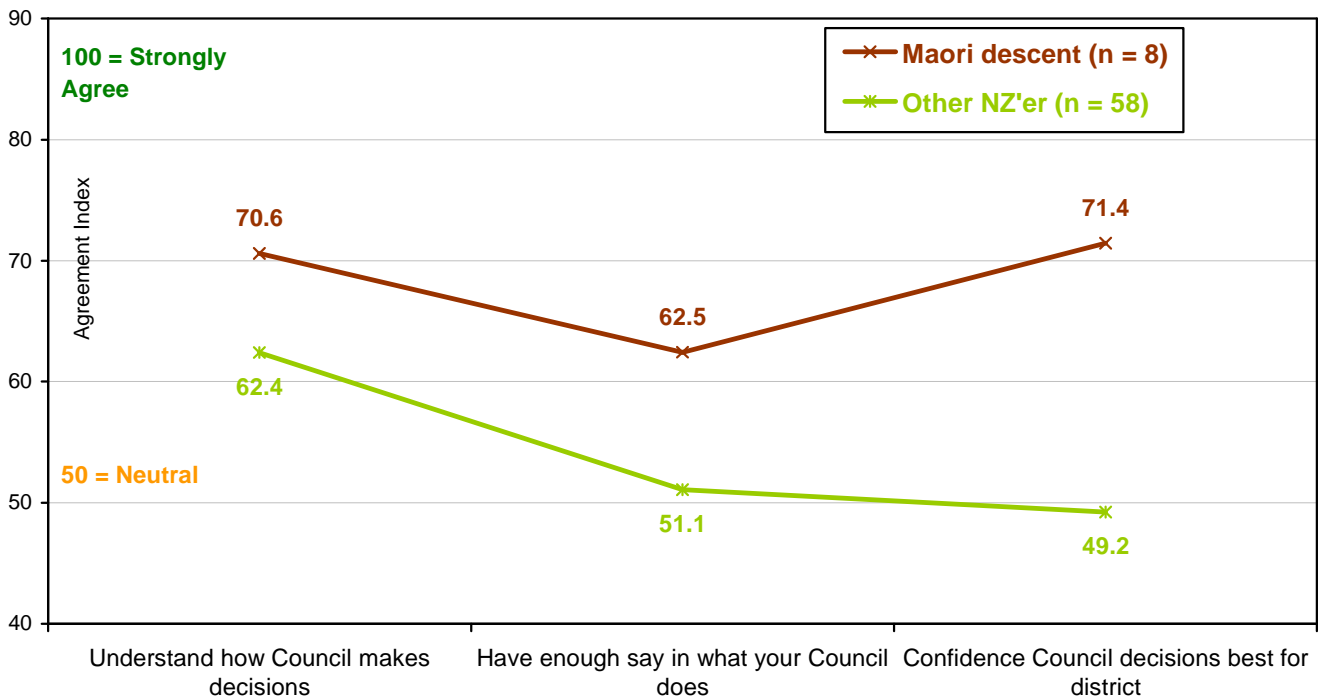
### Council Decision Making Factors by Living in Town versus the Country

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



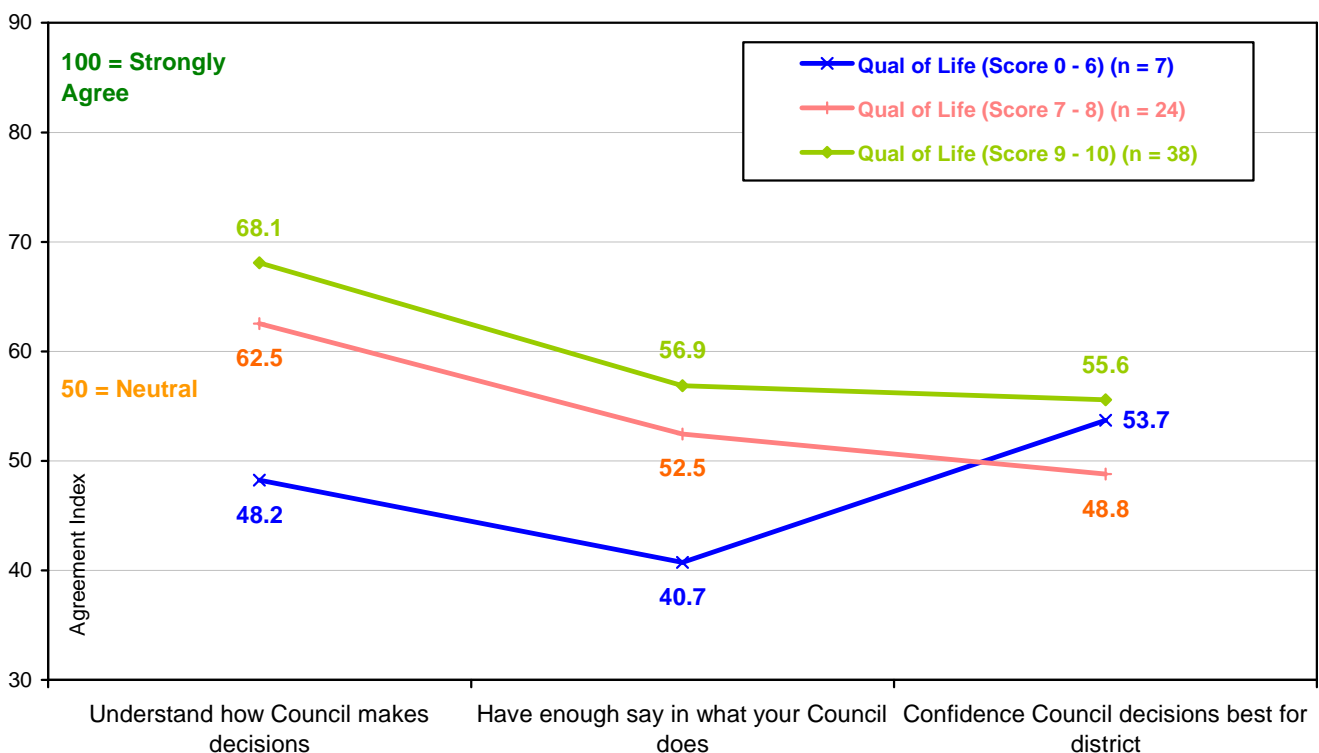
### Council Decision Making Factors by Ethnic group identify with

There is some variation in most of the Council Decision Making factors between those who identify themselves as Maori and other New Zealanders. Those of Maori descent tend to agree more strongly than other New Zealanders.



### Council Decision Making Factors by Happiness with Quality of Life

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



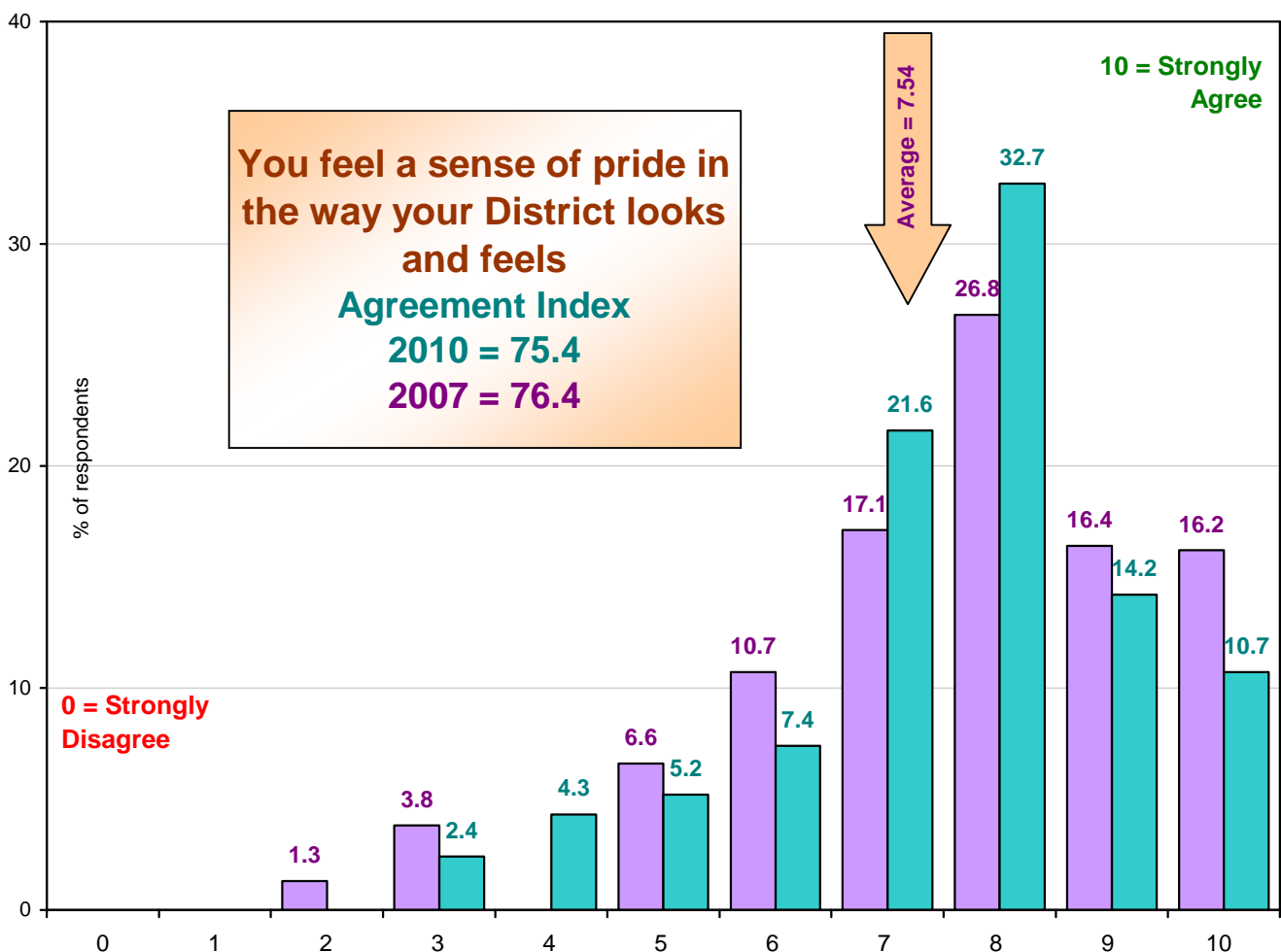
## Sense of Pride

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?'

The vast majority of the Taupo respondents (87%) agreed with the statement 'You feel a sense of pride in the way your district looks and feels' (scores of 6 – 10). A ninth of the respondents (11%) strongly agreed (Score of 10) while 14% rated this with a score of 9. The mode (most frequent value) is a score of 8 (33%).

Less than a tenth of the sample (5%) 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 (7%) 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)<sup>7</sup>, (a weighted score across the Agreement scale) for 'You feel a sense of pride in the way your district looks and feels' was 75.4. This is down 1.0 points from 2007 but this still implies most respondents feel a sense of pride in their district.



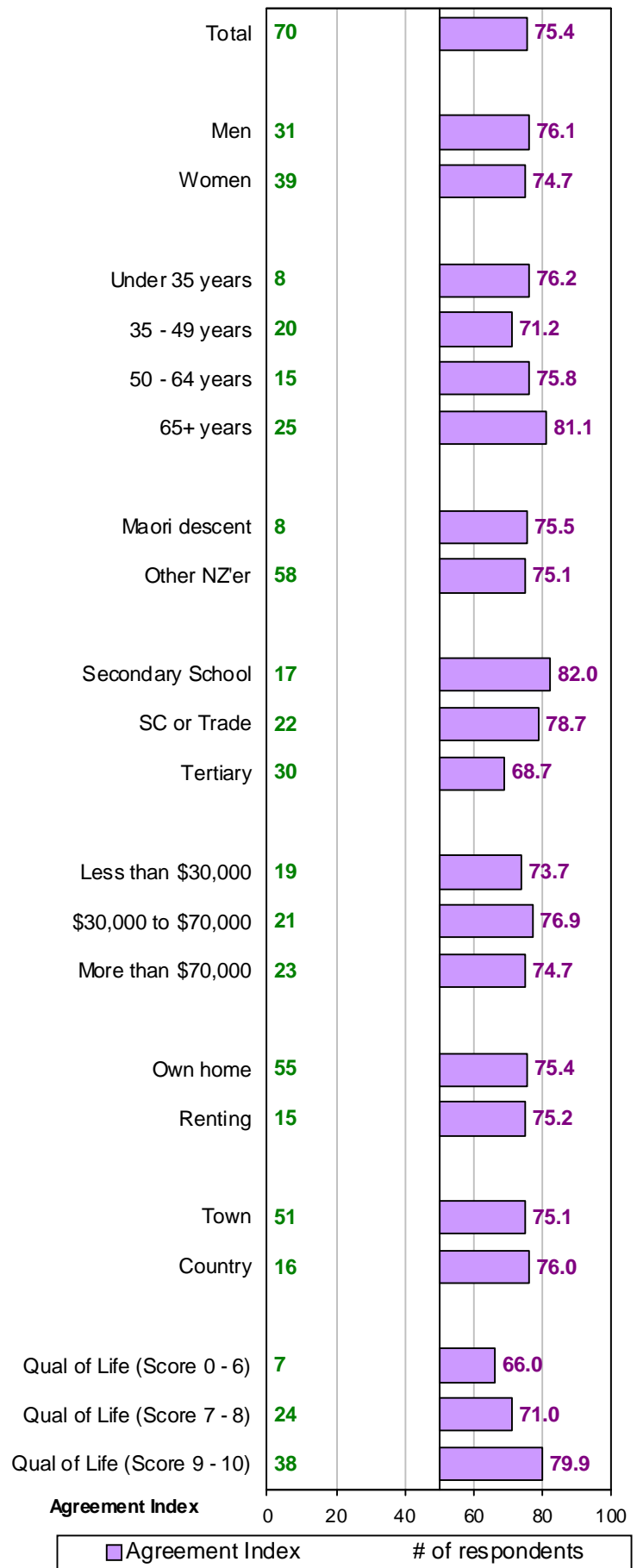
<sup>7</sup> The Agreement Index (AI) converts each respondents answer across the satisfaction scale to a score out of 100. The AI is 10 times the average individual score based on the 11 point satisfaction scale (0 = strongly disagree to 10 = strongly agree)

**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 65 or older (Agreement Index 81.1) are more likely to agree with this statement than those from the other age brackets (Agreement Index 71.2 – 75.8).
- Those who have a tertiary qualification (Agreement Index 68.7) are less likely to agree with this statement.
- Those who are very happy with their ‘Quality of Life’ (Agreement Index 79.9) are more likely to agree with this statement than those who are not happy with their ‘Quality of Life’ (Agreement Index 66.0).

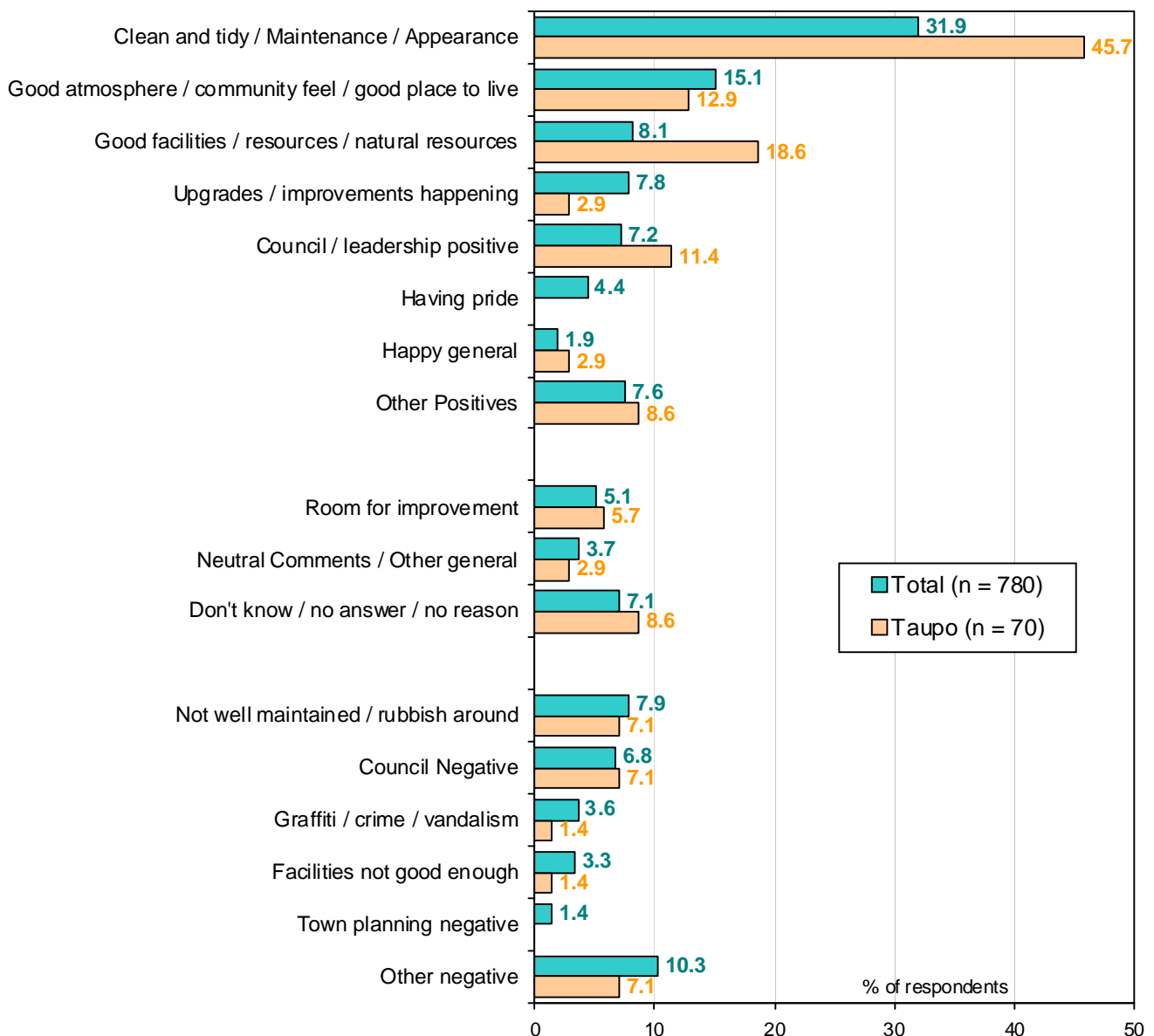


### Sense of pride in the way district looks and feels: Verbatim Comments

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 (7.9%), 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 Taupo although there are more comments about their district being clean and tidy or about the appearance of the district (46%) and the area having good natural resources or facilities (19%).



## Positive comments

Many respondents made positive comments about the appearance of their district, including it being kept clean and tidy and well maintained (45.7% of the sample). These respondents comments included:<sup>8</sup>

*'The park department knows what they're doing. Upkeep is good.'* (Taupo: Agreement Level = 10)

*'I think the town always has nice gardens and is clean and has lots of nice green spaces and all is nicely maintained'* (Taupo: Agreement Level = 10)

*'I just went on a tour with the Council and everything looked good and in working order.'* (Taupo: Agreement Level = 10)

*'Taupo is just pretty place to live. Really nice place. Just the feeling'* (Taupo: Agreement Level = 9)

*'Because it is a nice town - it is kept neat with nice people; it is a nice place to live.'* (Taupo: Agreement Level = 9)

*'The way the Council looks after the area; the cleanliness and gardens and the views of the mountains.'* (Taupo: Agreement Level = 9)

*'The Council puts a lot of work in gardens and so on'* (Taupo: Agreement Level = 9)

*'The town looks very neat and tidy; very enthusiastic with events going on.'* (Taupo: Agreement Level = 9)

*'It's just neat and tidy and well looked after.'* (Taupo: Agreement Level = 9)

*'It does look neat and tidy, there's not a lot of litter around, we make an effort to keep lake clean'* (Taupo: Agreement Level = 9)

*'Cleanliness.'* (Taupo: Agreement Level = 9)

*'The gardens are kept nicely, good community spirit.'* (Taupo: Agreement Level = 8)

*'Because I think we're quite progressive and have some lovely recreation areas and the town's really tidy. The decisions made are for the good of Taupo'* (Taupo: Agreement Level = 8)

*'I think we are well looked after. I believe it is beautiful. The Council does a good job maintaining roads and berms. I feel the footpaths could be better, the overgrowth grows over the path and I am not sure who is responsible for that.'* (Taupo: Agreement Level = 8)

*'We live in an attractive area and the Council does a good job of keeping the district clean and well groomed, look after flowers and streets.'*

*They do a good job of keeping us tidy'* (Taupo: Agreement Level = 8)

*'Cause everything looks good and the Council keeps everything nice and neat and tidy.'* (Taupo: Agreement Level = 8)

*'Town looks nice, looking tidy, lots of tracks and activities to do outdoors'* (Taupo: Agreement Level = 8)

*'Makes it look busy and attractive in general, makes it inviting'* (Taupo: Agreement Level = 8)

*'Live in a good area. Keep it looking nice. Attracting tourists.'* (Taupo: Agreement Level = 8)

*'I think we have some lovely gardens in Taupo; keep the place very tidy.'* (Taupo: Agreement Level = 8)

*'I think it's a well kept town. The park and flower beds are always kept looking nice'* (Taupo: Agreement Level = 8)

*'Everything is tidy and well maintained.'* (Taupo: Agreement Level = 8)

*'Cause I think Taupo is well presented. When you come into Taupo it looks well presented.'* (Taupo: Agreement Level = 8)

*'Because it's clean and pretty.'* (Taupo: Agreement Level = 8)

<sup>8</sup> 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.

*'Aesthetically pleasing, a very picturesque place.  
The gardens are lovely.'* (Taupo: Agreement Level = 8)

*'Council makes place clean and tidy'* (Taupo: Agreement Level = 7)

*'Just that it is tidy and clean and has nice facilities.'* (Taupo: Agreement Level = 7)

*'Having the lake and the mountains. Also just being a neat  
and tidy town.'* (Taupo: Agreement Level = 7)

*'I think we are very aware of our parks. The majority want Taupo to look great. However some don't  
and will often leave areas untidy.'* (Taupo: Agreement Level = 7)

*'Very attractive place.'* (Taupo: Agreement Level = 6)

*'I think we have very clean streets and our gardens look nice.'* (Taupo: Agreement Level = 6)

*'It looks good. The trees and gardens in the town are nice. But there is empty places by the shops  
and supermarkets. It's terrible.'* (Taupo: Agreement Level = 5)

A number commented on the great facilities and resources in the district including natural resources, (mentioned by 18.6% of the sample).

*'I like the mall.'* (Taupo: Agreement Level = 10)

*'The way the Council looks after the area; the cleanliness and gardens and  
the views of the mountains.'* (Taupo: Agreement Level = 9)

*'I think that Taupo has a lot to offer people. It has sport recreational facilities, friendly people towards  
tourists and a nice clean green friendly atmosphere.'* (Taupo: Agreement Level = 9)

*'Because I think we're quite progressive and have some lovely recreation areas and the town's really  
tidy. The decisions made are for the good of Taupo'* (Taupo: Agreement Level = 8)

*'Town looks nice, looking tidy, lots of tracks and activities  
to do outdoors'* (Taupo: Agreement Level = 8)

*'The natural environment, like the mountains and the lake and the bush.'*  
(Taupo: Agreement Level = 8)

*'I just think we have lots of opportunities like recreational.'* (Taupo: Agreement Level = 8)

*'Just that it is tidy and clean and has nice facilities.'* (Taupo: Agreement Level = 7)

*'Having the lake and the mountains. Also just being a neat  
and tidy town.'* (Taupo: Agreement Level = 7)

*'We are central to other regions; we have great recreational facilities,  
great outdoor opportunities'* (Taupo: Agreement Level = 7)

*'I really like the environment, the lake and mountains, the location and events in the community like  
Iron Man.'* (Taupo: Agreement Level = 7)

*'Taupo's natural beauty. The lake, the mountains and the compactness of the town.  
Surrounded by hills.'* (Taupo: Agreement Level = 7)

*'Just because of the natural beauty of Taupo. The scenery.'* (Taupo: Agreement Level = 7)

This was followed by 12.9% 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:

*'There is still room for improvement but because of our focus on green things and a preference for a simple layout; we have a good community. Also we must not waste resources by setting too high a cost that people cannot buy them.'* (Taupo: Agreement Level = 10)

*'Just the way we all help each other out. Neighbours all help each other out.'* (Taupo: Agreement Level = 10)

*'Taupo is just pretty place to live. Really nice place. Just the feeling'* (Taupo: Agreement Level = 9)

*'Because it is a nice town - it is kept neat with nice people; it is a nice place to live.'* (Taupo: Agreement Level = 9)

*'I think that Taupo has a lot to offer people. It has sport recreational facilities, friendly people towards tourists and a nice clean green friendly atmosphere.'* (Taupo: Agreement Level = 9)

*'The gardens are kept nicely, good community spirit.'* (Taupo: Agreement Level = 8)

*'Taupo is a nice and safe place. It could have a little bit of work done.'* (Taupo: Agreement Level = 8)

*'Taupo has a unique feel because it is not a city, Council doesn't have to spend as much money on the things that we don't need, but overall we are doing alright'* (Taupo: Agreement Level = 8)

*'It has still got a small town feel (community feeling).'* (Taupo: Agreement Level = 7)

Some respondents (11.4%) made positive comments about their Council that included:

*'The park department knows what they're doing. Upkeep is good.'* (Taupo: Agreement Level = 10)

*'The way the Council looks after the area; the cleanliness and gardens and the views of the mountains.'* (Taupo: Agreement Level = 9)

*'The Council puts a lot of work in gardens and so on'* (Taupo: Agreement Level = 9)

*'Because I think we're quite progressive and have some lovely recreation areas and the town's really tidy. The decisions made are for the good of Taupo'* (Taupo: Agreement Level = 8)

*'I think we are well looked after. I believe it is beautiful. The Council does a good job maintaining roads and berms. I feel the footpaths could be better, the overgrowth grows over the path and I am not sure who is responsible for that.'* (Taupo: Agreement Level = 8)

*'We live in an attractive area and the Council does a good job of keeping the district clean and well groomed, look after flowers and streets.*

*They do a good job of keeping us tidy'* (Taupo: Agreement Level = 8)

*'Cause everything looks good and the Council keeps everything nice and neat and tidy.'* (Taupo: Agreement Level = 8)

*'Council makes place clean and tidy'* (Taupo: Agreement Level = 7)

A number of respondents (2.9%) felt pride because of the improvements and upgrades happening in their district:

*'They are putting a bypass in which will free up our town, which I think is pretty sweet.'* (Taupo: Agreement Level = 10)

*'Because it's all on the improve; it's all getting better. The playgrounds and gardens have all been upgraded'* (Taupo: Agreement Level = 8)

Other respondents felt happy in general with their district (2.9%) and their comments included:

*'I think for a small town it's ok.'* (Taupo: Agreement Level = 8)

*'Because it's just the area itself'* (Taupo: Agreement Level = 8)

This was followed by 8.6% who made other positive comments as to why they felt pride in their district. This included comments like:

*'The town looks very neat and tidy; very enthusiastic with events going on.'* (Taupo: Agreement Level = 9)

*'Well, everything.'* (Taupo: Agreement Level = 9)

*'Taupo is a nice and safe place. It could have a little bit of work done.'* (Taupo: Agreement Level = 8)

*'We are central to other regions; we have great recreational facilities, great outdoor opportunities'* (Taupo: Agreement Level = 7)

*'I really like the environment, the lake and mountains, the location and events in the community like Iron Man.'* (Taupo: Agreement Level = 7)

*'It is a popular area to visit for holidays.'* (Taupo: Agreement Level = 6)

### Neutral comments

There were also several respondents (5.7%) who felt there was room for improvement in the district and they made the following comments:

*'There is still room for improvement but because of our focus on green things and a preference for a simple layout; we have a good community. Also we must not waste resources by setting too high a cost that people cannot buy them.'* (Taupo: Agreement Level = 10)

*'I think we are well looked after. I believe it is beautiful. The Council does a good job maintaining roads and berms. I feel the footpaths could be better, the overgrowth grows over the path and I am not sure who is responsible for that.'* (Taupo: Agreement Level = 8)

*'Taupo is a nice and safe place. It could have a little bit of work done.'* (Taupo: Agreement Level = 8)

*'Cause they need to do a lot more work around the place'* (Taupo: Agreement Level = 6)

This was followed by 2.9% who made neutral or other comments about the sense of pride in their district. This included the following comments:

*'It could never be perfect. Got tourists and stuff around.'* (Taupo: Agreement Level = 7)

*'Because of the mentality of the people here.'* (Taupo: Agreement Level = 4)

## Negative comments

There was a range of negative comments from respondents about their district not being well maintained and the fact that there was rubbish around (made by 7.1% of the sample). This included:

*'I think we are very aware of our parks. The majority want Taupo to look great. However some don't and will often leave areas untidy.'* (Taupo: Agreement Level = 7)

*'Well there's certain areas that are pretty untidy.  
We should have bigger penalties for graffiti.'* (Taupo: Agreement Level = 7)

*'Rubbish around the streets, spend too much on other things.'* (Taupo: Agreement Level = 5)

*'I think there is a great deal of rubbish and it is not tidy'* (Taupo: Agreement Level = 5)

*'It's not looked after properly e.g. rubbish in the main town centre.'* (Taupo: Agreement Level = 4)

This was followed by 7.1% of the sample who made negative comments about the Council in their district and these included:

*'Taupo has a unique feel because it is not a city, Council doesn't have to spend as much money on the things that we don't need, but overall we are doing alright'* (Taupo: Agreement Level = 8)

*'Could be a little more proactive, could be more forward thinking '* (Taupo: Agreement Level = 7)

*'Rubbish around the streets, spend too much on other things.'* (Taupo: Agreement Level = 5)

*'Taupo wants to move Council buildings down to the lake and have come up against opposition and aren't listening despite there being nothing wrong with the current buildings. Also the racetrack cost ratepayers and there are not any races anymore.'* (Taupo: Agreement Level = 3)

*'Lack of consultation.'* (Taupo: Agreement Level = 3)

There was one comment from a respondent about graffiti (1.4%):

*'Well there's certain areas that are pretty untidy. We should have bigger penalties for graffiti.'* (Taupo: Agreement Level = 7)

This was followed by 1.4% who felt the facilities available were not good enough in their district. This included:

*'Lots of chairs over the wide pavements so it's difficult to walk around. They put a limit on parking time for people.'* (Taupo: Agreement Level = 8)

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

*'There is still room for improvement but because of our focus on green things and a preference for a simple layout; we have a good community. Also we must not waste resources by setting too high a cost that people cannot buy them.'* (Taupo: Agreement Level = 10)

*'Well it's a critical mess; the service we are getting.  
It's tangata whenua'* (Taupo: Agreement Level = 9)

*'Considered ranking it higher but the oak trees make such a mess around the town and do damage to the roads and pathways.'* (Taupo: Agreement Level = 7)

*'It looks good. The trees and gardens in the town are nice. But there is empty places by the shops and supermarkets. It's terrible.'* (Taupo: Agreement Level = 5)

*'Taupo wants to move Council buildings down to the lake and have come up against opposition and aren't listening despite there being nothing wrong with the current buildings. Also the racetrack cost ratepayers and there are not any races anymore.'* (Taupo: Agreement Level = 3)

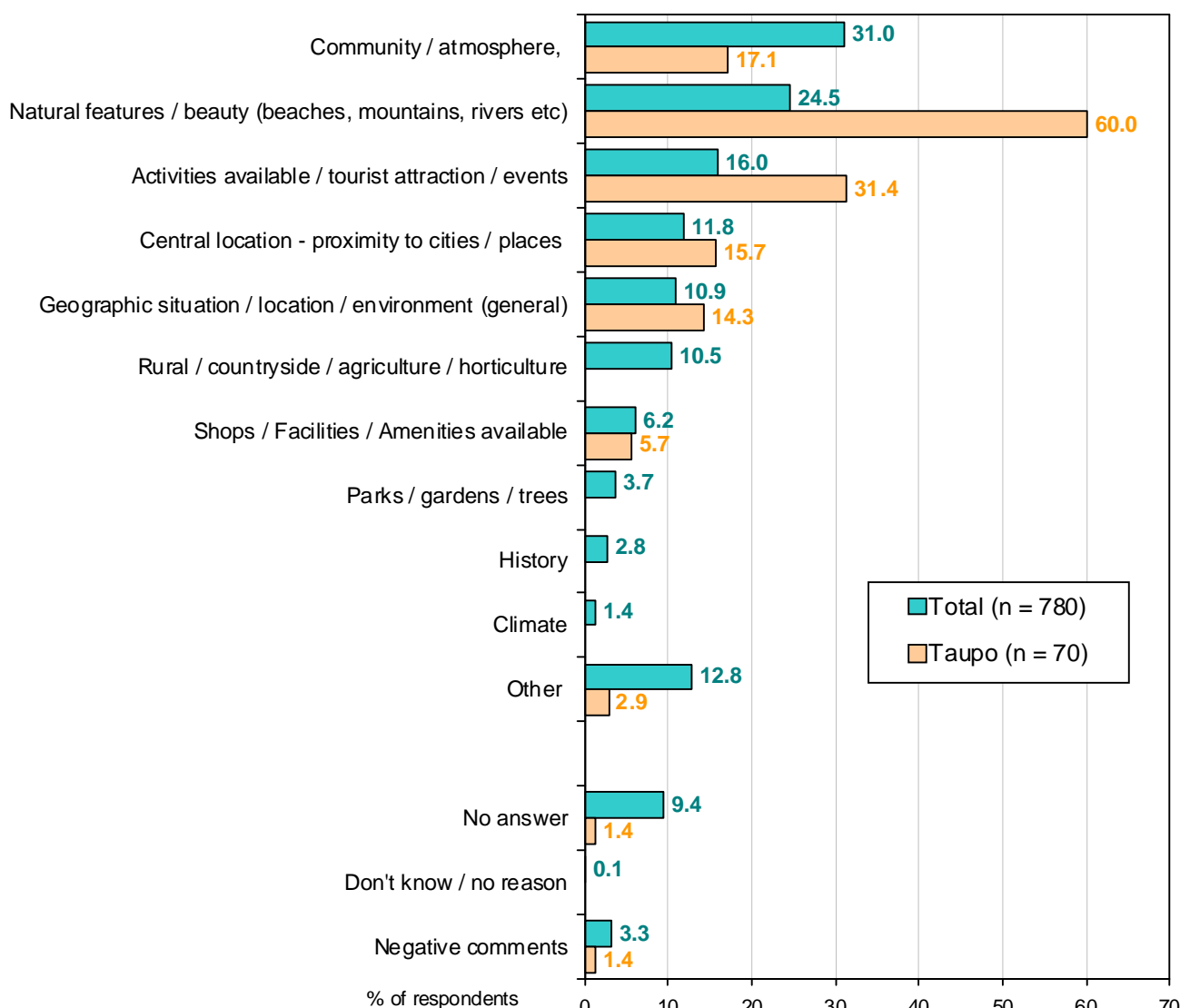
## What makes your district unique or special

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 Taupo, more respondents mentioned the natural resources like beaches, rivers or mountains or natural beauty (60%) or the activities, events or tourist attractions (31%) while fewer mentioned the atmosphere or sense of community in the district (17%) or the agriculture, horticulture or the rural feel of the area (0%).



## Reasons why the district is unique or special

Most respondents (60.0%) felt it was the districts natural beauty and landscape that made it so special and offered comments that included:<sup>9</sup>

*'The people in it. The environment or geography, the lake, the mountains and the fishing and hunting. Just general recreational facilities.'* (Taupo)

*'The lake, the Taupo Lake and the people.'* (Taupo)

*'The lake. The community.'* (Taupo)

*'Where I live, near the lake.'* (Taupo)

*'I guess the proximity to the mountains, the opportunities to outdoor activities, boating, sailing, tramping, skiing, close to good fun activities, great scenery'* (Taupo)

*'It's pretty central to Auckland, the beaches and lots to do'* (Taupo)

*'The lake is the main thing and the skiing in Ruapehu. Sports events they hold here like cycling; running draws in big crowds and the situation is very central; right in the middle.'* (Taupo)

*'It's a tourist attraction with the lakes and mountains and it's central.'* (Taupo)

*'Beautiful lake. There are only 2 weekends with nothing on, which means higher prices for locals.'* (Taupo)

*'The lake and mountains; lots of sporting activities'* (Taupo)

*'That it's such a tourist town, along with our mountain and lake'* (Taupo)

*'Locations like mountains, lakes and outdoor activities.'* (Taupo)

*'Lake Taupo, the general landscape, mountains, snow capped mountains in the winter and the recreational opportunities year round.'* (Taupo)

*'Its lake, mountains, mountain biking tracks. Thermal pools.'* (Taupo)

*'The scenery and the location'* (Taupo)

*'The lake. Also being central North Island we are in the middle of everything.'* (Taupo)

*'The physical aspect of the area. Also the little boutique shopping areas.'* (Taupo)

*'The lovely lake.'* (Taupo)

*'The Lake Taupo and the snow on the mountains.'* (Taupo)

*'Lake and the view'* (Taupo)

*'I believe that the native birds, the bush and the lake adds uniqueness to the area and it is very special to me. The bush is native, native birds and the lake is fabulous. I love living here.'* (Taupo)

*'The natural environment.'* (Taupo)

*'The river and the mountain.'* (Taupo)

*'The mountains'* (Taupo)

*'The mountain and the lake.'* (Taupo)

*'The lake. The mountains.'* (Taupo)

*'The lake.'* (Taupo) (x6)

*'The lake and the mountains'* (Taupo)

*'The Lake and mountains.'* (Taupo)

*'Lake Taupo and Ruapehu'* (Taupo)

*'Lake Taupo'* (Taupo)

*'Environment for example, the lake and mountains'* (Taupo)

*'Because we have the semi alpine and have the lake and mountains.'* (Taupo)

<sup>9</sup> 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 scenery.' (Taupo)*

*'The scenery' (Taupo)*

*'Scenic views.' (Taupo)*

*'Location, the mountains and the lake.' (Taupo)*

Many commented on the activities available or tourist attractions in the district and other special events which take place, (mentioned by 31.4% of the sample).

*'The people in it. The environment or geography, the lake, the mountains and the fishing and hunting. Just general recreational facilities.' (Taupo)*

*'We are the top town in New Zealand. Lake Taupo. The buzz from going into town; it always feels like something's happening.' (Taupo)*

*'Well it's special for its environmental position, central to everything like recreational' (Taupo)*

*'I guess the proximity to the mountains, the opportunities to outdoor activities, boating, sailing, tramping, skiing, close to good fun activities, great scenery' (Taupo)*

*'It's pretty central to Auckland, the beaches and lots to do' (Taupo)*

*'The lake is the main thing and the skiing in Ruapehu. Sports events they hold here like cycling; running draws in big crowds and the situation is very central; right in the middle.' (Taupo)*

*'It's a tourist attraction with the lakes and mountains and it's central.' (Taupo)*

*'Beautiful lake. There are only 2 weekends with nothing on, which means higher prices for locals.' (Taupo)*

*'The lake and mountains; lots of sporting activities' (Taupo)*

*'That it's such a tourist town, along with our mountain and lake' (Taupo)*

*'Locations like mountains, lakes and outdoor activities.' (Taupo)*

*'Lake Taupo, the general landscape, mountains, snow capped mountains in the winter and the recreational opportunities year round.' (Taupo)*

*'Its lake, mountains, mountain biking tracks. Thermal pools.' (Taupo)*

*'See previous comment (We are central to other regions; we have great recreational facilities, great outdoor opportunities)' (Taupo)*

*'Taupo has so many sporting events in the town and weekend activities for families and children. Close to the snow and the water' (Taupo)*

*'We are event centre of New Zealand, for all sporting activities etc' (Taupo)*

*'Tourist kind of area that offers many special tourist like activities that you won't get in many other districts.' (Taupo)*

*'Tourism' (Taupo)*

*'The trout. Also the fact that it is close to the ski field and the Tongariro Crossing.' (Taupo)*

*'Many outdoor activities available.' (Taupo)*

*'Lots of events happening' (Taupo)*

*'All the events we have here, Iron Man etc.' (Taupo)*

Other respondents felt the atmosphere or community around them made their district unique (17.1%). These respondents comments included:<sup>10</sup>

*'The people in it. The environment or geography, the lake, the mountains and the fishing and hunting. Just general recreational facilities.'* (Taupo)

*'Its fabulous settings and great amenities and wonderful community spirit.'* (Taupo)

*'We are the top town in New Zealand. Lake Taupo. The buzz from going into town; it always feels like something's happening.'* (Taupo)

*'The lake, the Taupo Lake and the people.'* (Taupo)

*'The lake. The community.'* (Taupo)

*'What you put into it and the community you live in. Also having a voice and using it.'* (Taupo)

*'The way we pull together as a community.'* (Taupo)

*'The place I live is really safe. In my streets, most of them are holiday houses, not many people live here.'* (Taupo)

*'The people and the characteristics of the place.'* (Taupo)

*'The fact that we can raise volunteers to work at about any event that takes place in Taupo; people are interested in what is happening.'* (Taupo)

*'It's the people.'* (Taupo)

*'It is a go ahead place; a nice holiday place'* (Taupo)

A number of respondents (15.7%) felt it was the central location and the proximity to other centres that made the district unique:

*'Well it's special for its environmental position, central to everything like recreational'* (Taupo)

*'I guess the proximity to the mountains, the opportunities to outdoor activities, boating, sailing, tramping, skiing, close to good fun activities, great scenery'* (Taupo)

*'It's pretty central to Auckland, the beaches and lots to do'* (Taupo)

*'The lake is the main thing and the skiing in Ruapehu. Sports events they hold here like cycling; running draws in big crowds and the situation is very central; right in the middle.'* (Taupo)

*'It's a tourist attraction with the lakes and mountains and it's central.'* (Taupo)

*'See previous comment (We are central to other regions; we have great recreational facilities, great outdoor opportunities)'* (Taupo)

*'Taupo has so many sporting events in the town and weekend activities for families and children. Close to the snow and the water'* (Taupo)

*'The scenery and the location'* (Taupo)

*'The lake. Also being central North Island we are in the middle of everything.'* (Taupo)

*'Location, the mountains and the lake.'* (Taupo)

*'Its central location.'* (Taupo)

<sup>10</sup> 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.

This was followed by 14.3% who mentioned the geographic situation or location. This included the following comments:

*'The people in it. The environment or geography, the lake, the mountains and the fishing and hunting. Just general recreational facilities.'* (Taupo)

*'Its fabulous settings and great amenities and wonderful community spirit.'* (Taupo)

*'Well it's special for its environmental position, central to everything like recreational'* (Taupo)

*'Where I live, near the lake.'* (Taupo)

*'Location, facilities available '* (Taupo)

*'Location and environment surroundings.'* (Taupo)

*'The outdoors'* (Taupo)

*'Where we are'* (Taupo)

*'The geography'* (Taupo)

*'Location'* (Taupo)

This was followed by 5.7% of the sample who mentioned the facilities and amenities available. This included:

*'Its fabulous settings and great amenities and wonderful community spirit.'* (Taupo)

*'Location, facilities available '* (Taupo)

*'The lake and mountains; lots of sporting activities'* (Taupo)

*'The physical aspect of the area. Also the little boutique shopping areas.'* (Taupo)

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

*'What you put into it and the community you live in. Also having a voice and using it.'* (Taupo)

*'It is special to me purely because this is where my family is from.'* (Taupo)

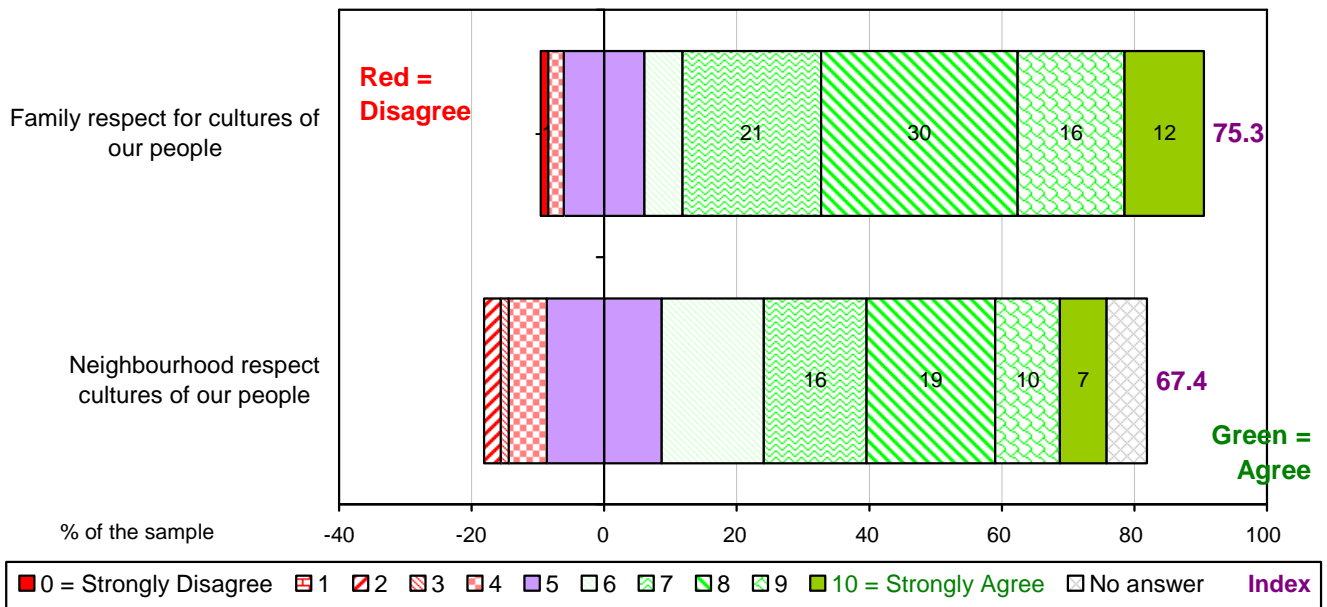
There was one negative comment from a respondent which included:

*'Beautiful lake. There are only 2 weekends with nothing on, which means higher prices for locals.'* (Taupo)

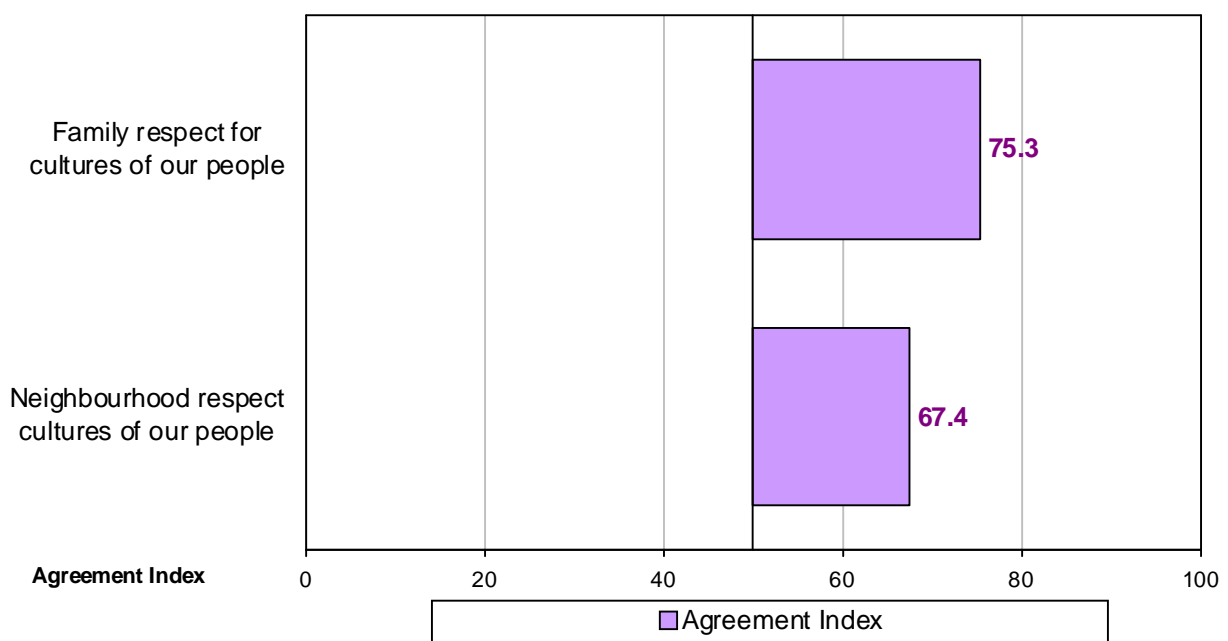
## Participation and Equity Factors

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 (84%) 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 4% 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 9% disagreed (Scores 0 – 4).

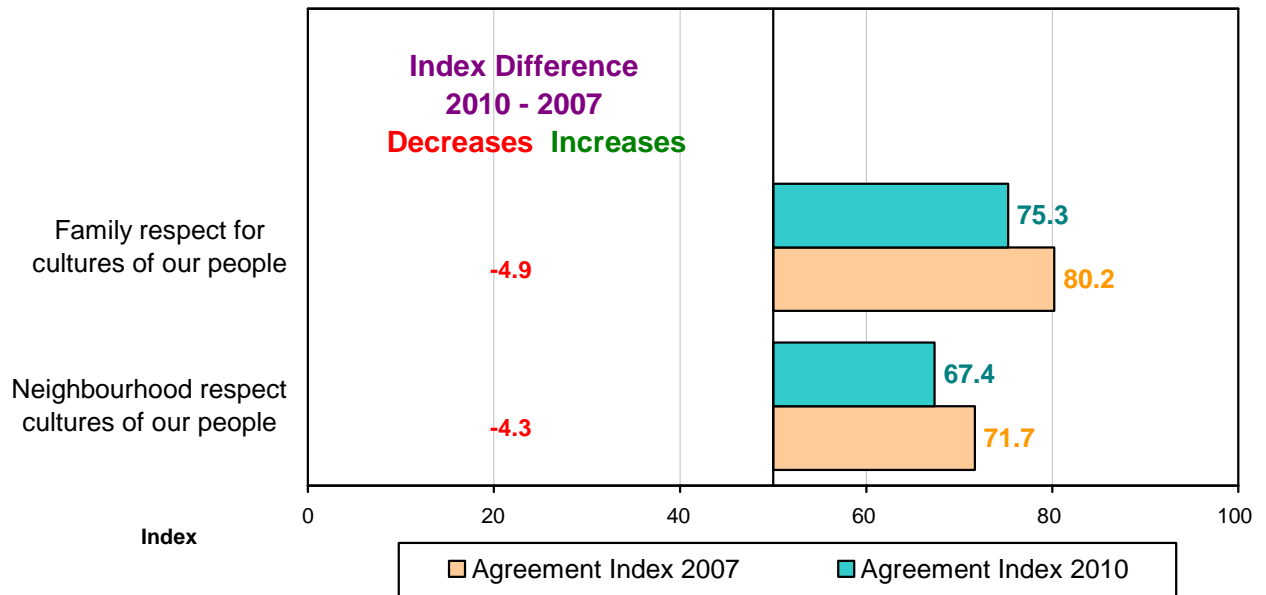


This reflects in the Agreement Index which is 75.3 for the statement 'Your family are knowledgeable and show respect for the many and diverse cultures of the people who live here' versus 67.4 for the statement 'Your neighbourhood are knowledgeable and show respect for the many and diverse cultures of 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 4.9 points from 2007 (Index 75.3) while the factor ‘Your neighbourhood are knowledgeable and show respect for the many and diverse cultures of the people who live here’ was down 4.3 points (Index 67.4).



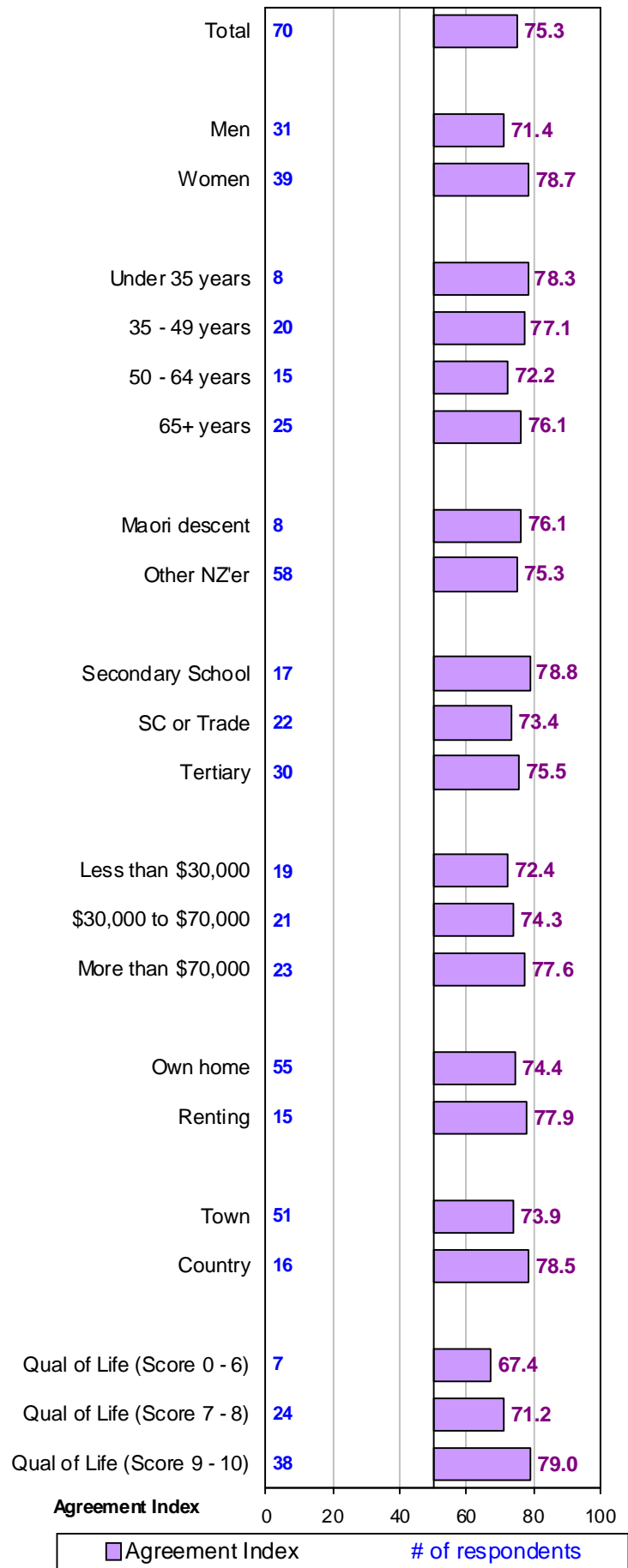
**Agreement with ‘Your family are knowledgeable and show respect for the many and diverse cultures of the people who live here’ by demographics**

**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 71.4) are less likely to agree with this statement than women (Agreement Index 78.7).
- Those with a household income over \$70,000 (Agreement Index 77.6) are more likely to agree with this statement than those in the other income streams (Agreement Index 72.4 – 74.3).
- Those who are very happy with their ‘Quality of Life’ (Agreement Index 79.0) are more likely to agree with this statement than those who are not happy with their ‘Quality of Life’ (Agreement Index 67.4).



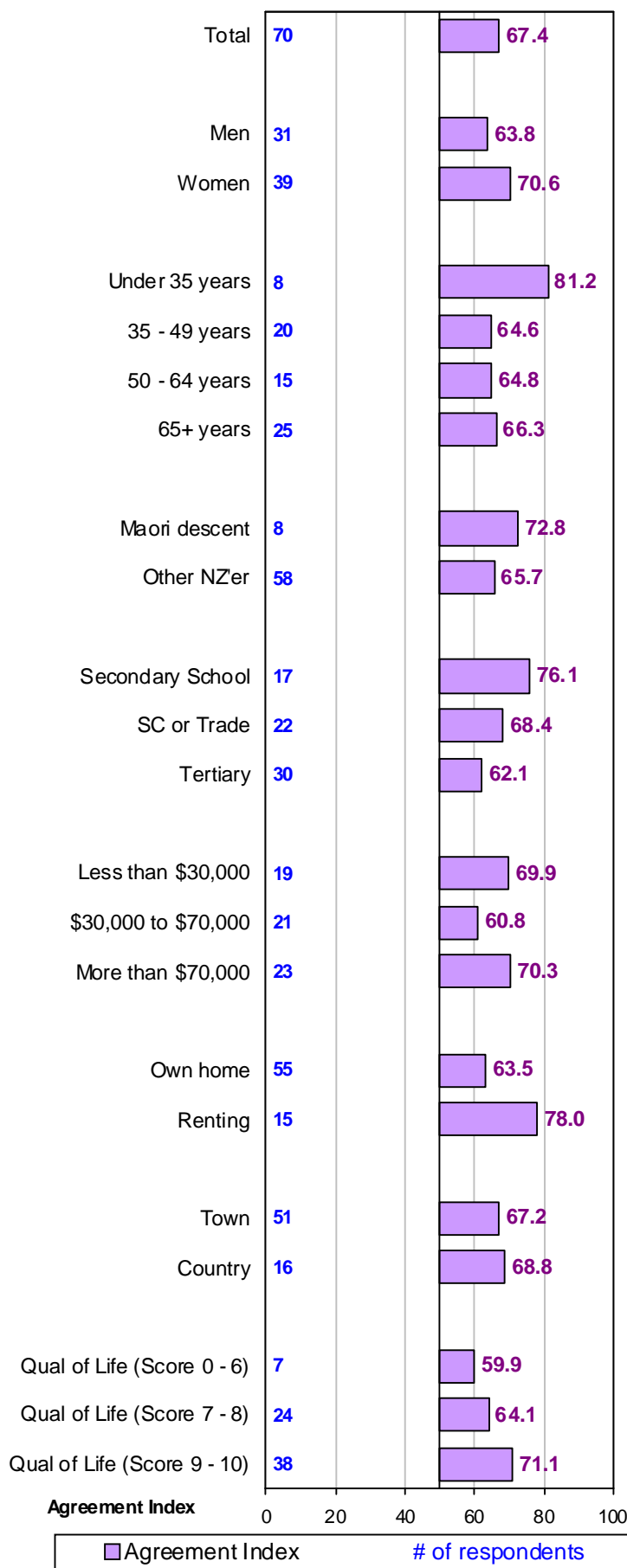
**Agreement with ‘Your neighbourhood are knowledgeable and show respect for the many and diverse cultures of the people who live here’ by demographics**

**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:

- Women (Agreement Index 70.6) are more likely to agree with this statement than men (Agreement Index 63.8).
- Those aged under 35 years (Agreement Index 81.2) are more likely to agree with this statement than those in the other age brackets (Agreement Index 64.6 – 66.3).
- Those with a tertiary qualification (Agreement Index 62.1) are less likely to agree with this statement.
- Those with a household income between \$30,000 - \$70,000 (Agreement Index 60.8) are less likely to agree with this statement than those in the other income streams (Agreement Index 69.9 – 70.3).
- Those who live in their own home (Agreement Index 63.5) are less likely to agree with this statement than those who rent or board (Agreement Index 78.0).
- Those who are very happy with their ‘Quality of Life’ (Agreement Index 71.1) are more likely to agree with this statement than those who are not happy with their ‘Quality of Life’ (Agreement Index 59.9).



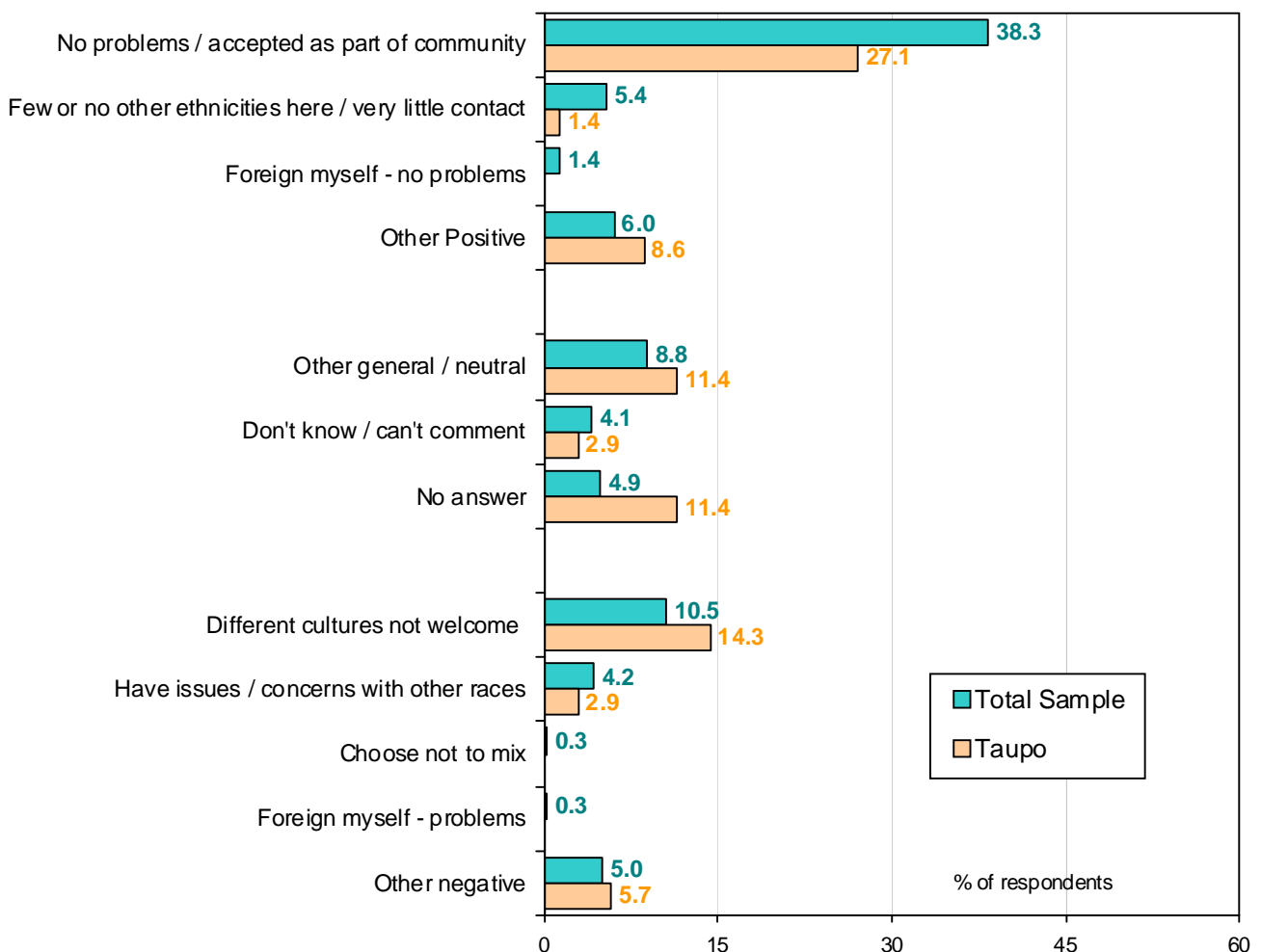
## Respect for the cultures of the people who live here: Verbatim comments

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

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

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

The results are similar for Taupo although fewer respondents (27%) felt there were no cultural problems and that people were accepted as part of the community.



## 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 (27.1% of the sample). These comments included:<sup>11</sup>

*'Because we have had to become ok of the kids that come in and both of my children are respectful of people from a different race' (Taupo)*

*'The neighbourhood support group I belong to has a diverse group of people and we all support each other' (Taupo)*

*'I have never seen any discrimination. ' (Taupo)*

*'Within the community we have Chinese, French, Canadian; we get along very well.' (Taupo)*

*'We live close to a small shopping centre which has many cultures and everyone gets along' (Taupo)*

*'We just accept people for who they are' (Taupo)*

*'We have diverse nationalities in my local community and they has been no negative incidences to suggest they are not accepted.' (Taupo)*

*'There's no strife that I've come across' (Taupo)*

*'Taupo is quite central; we get a fluctuation of people from different cultures. We get to interact with a lot of interesting people.' (Taupo)*

*'Spend a lot of time at different cultures restaurants; all races seem to live in harmony, no obvious tension' (Taupo)*

*'Probably because they live all around and they have been for many years. Well you know them.' (Taupo)*

*'My children know a lot of mixed races, and they are all very friendly. The local school has a lot of cultures' (Taupo)*

*'Cause they are respectful people' (Taupo)*

*'We've travelled a lot and respect other cultures.' (Taupo)*

*'We have a lot of different people in our community, diverse cultures in the preschool programs and they are warmly welcomed.' (Taupo)*

*'My children interact with a lot of multi-cultural friends. Neighbours interact and they are multi-cultures. Same with children.' (Taupo)*

*'Because we are nice, friendly community.' (Taupo)*

*'There are all sorts of different races in our neighbourhood and we all get along.' (Taupo)*

*'Different cultures just get along.' (Taupo)*

Some respondents (14.3% of the sample) felt different cultures were not being welcomed in the community by some people. This included the following comments:

*'We live in a low socio-economic area, and there's a lot of people who are not sensitive to anyone except themselves.' (Taupo)*

*'Small town minded. They haven't been out of the town and country so they wouldn't have a clue.' (Taupo)*

<sup>11</sup> 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.

*'Wife is an Asian who often gets taunted by locals.'* (Taupo)  
*'Just the people who live in this area aren't interested really in the other cultures.'* (Taupo)  
*'I say that some people are egocentric and ego-cultural. I believe that they think they live in a mono-cultural manner.'* (Taupo)

*'They're not overly welcoming some people; they are little bit stand offish'* (Taupo)  
*'Some people seem to be intolerant of people from different cultures.'* (Taupo)  
*'A lot of teenagers, culture of their own and don't seem to respect much at the moment'* (Taupo)  
*'I don't think that the younger community respects the other cultures'* (Taupo)  
*'Because I don't know that Taupo people like to have different cultures here. I feel there is a bit of negativity towards other cultures coming in as there isn't a lot of other cultures here. It's pretty hard because of prejudice.'* (Taupo)

Some respondents (11.4% of the sample) made other general comments or were neutral about the mix of races:

*'Well I do live in a prominently Maori area next to a marae'* (Taupo)  
*'Middle classed white and rich New Zealanders '* (Taupo)  
*'Attitudes of some people'* (Taupo)  
*'Through education in the great ways of the world.'* (Taupo)

*'Tangatawhenua, when you hold 85 percent of the basin, your culture's something to be proud of'* (Taupo)  
*'I'm an immigrant myself; we have to go on with it.'* (Taupo)  
*'I respect other people's beliefs and religions, and I would expect them to respect my own.'* (Taupo)  
*'Way we are'* (Taupo)

A number of respondents (8.6% of the sample) made other positive comments about the diverse ethnicities in the community and offered comments that included:

*'Because as a teacher I teach a diverse type of cultures and I am very inclusive.'* (Taupo)  
*'I make good friends with the neighbours.'* (Taupo)  
*'Because we have Multi-cultural (International) Days in Turangi.'* (Taupo)

*'I suppose it's all part of our education, it's brought us along thinking better'* (Taupo)  
*'As I say, my wife is born overseas and as far as I know, we've never received any disrespect for that and my children are of 2 ethnicities and they haven't been shown any discrimination'* (Taupo)  
*'I live on my own in a unit and we all care for each other.'* (Taupo)

There were other comments from respondents who had issues or concerns with other races (2.9% of the sample) and these included:

*'We are NZ people; should not be bringing new cultures in.'* (Taupo)  
*'Immigration criteria not adhered too'* (Taupo)

This was followed by 1.4% 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:

*'Taupo doesn't have a whole lot of different cultures like Hamilton, Auckland and Tauranga and as a result, it's hard to gauge the level of acceptance'* (Taupo)

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

*'Don't think the people are particularly interested in people's cultures and customs.'* (Taupo)

*'Intolerance.'* (Taupo)

*'Just generally most people have their own opinions and blame certain races for certain things'* (Taupo)

*'Just think for some of the nationalities or people that live here; there is such a range that people don't have the time to get to know them all'* (Taupo)

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

*'Because I don't discuss their feelings and views on that topic.'* (Taupo)

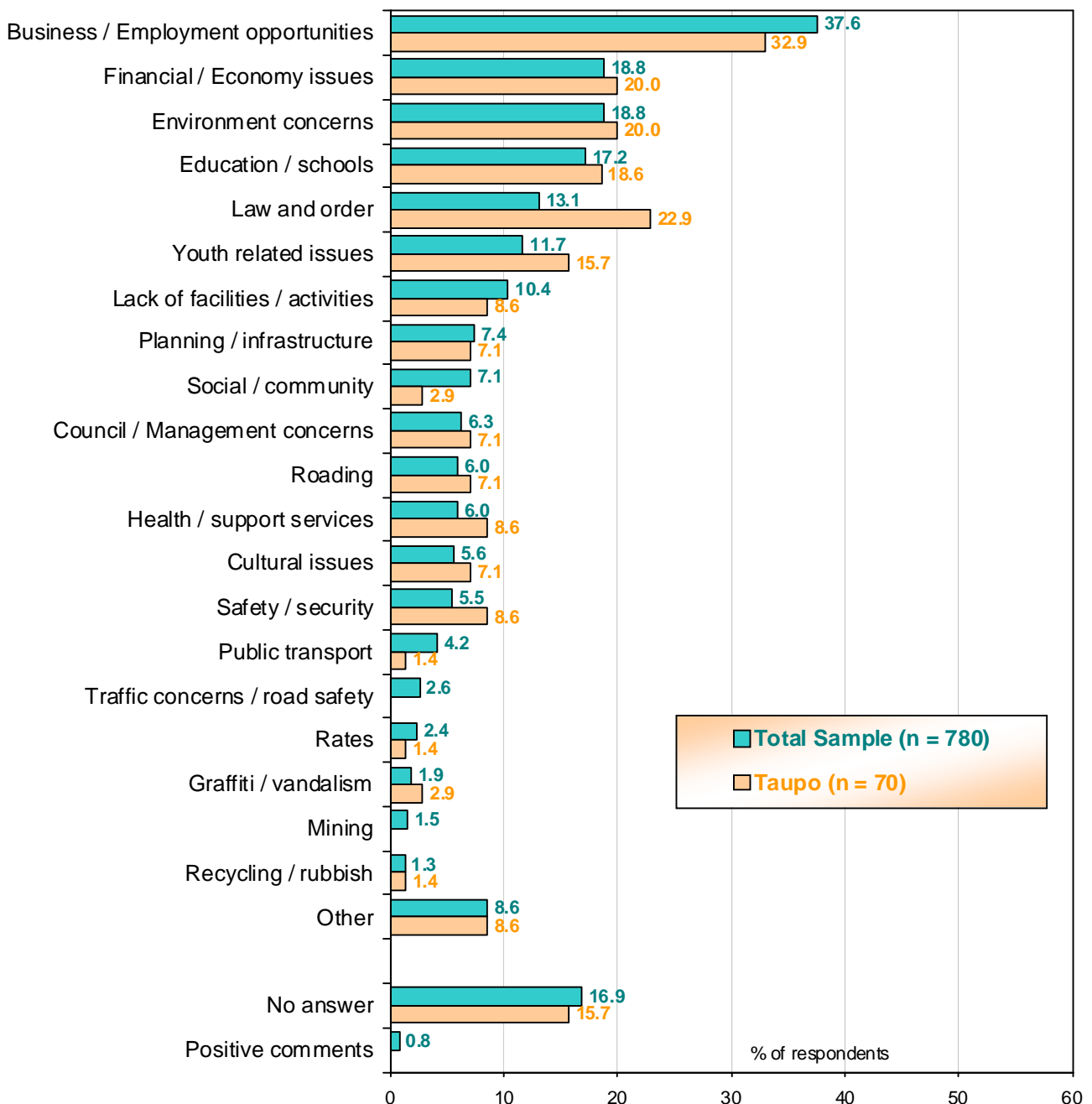
*'I would like to think they would but you just don't know'* (Taupo)

## 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 are similar for Taupo although more respondents from Taupo mentioned issues in relation to law and order (23%) and youth related issues (16%) and fewer mentioned employment opportunities or attracting business to the district (33%).



## The Important Issues in the community included the following comments:

### **Business / Employment opportunities: 32.9%**

The most common theme related to encouraging business into the area and creating employment opportunities being an important issue. These comments included <sup>12</sup>.

*'Attracting new business; Revitalising Taupo town centre; Infrastructure provision' (Taupo)*

*'The gangs in the area; Lack of jobs; Not enough interaction with the youth, more things for the youth to do.' (Taupo)*

*'Forestry; Tourism; Recreation' (Taupo)*

*'Work; And sport' (Taupo)*

*'Economic. More jobs for younger people; River pollution and the lake' (Taupo)*

*'Employment. We are lucky in the fact that we have a bypass being built at the moment, that will bring money in the short term but not sure what will happen in the future' (Taupo)*

*'Environment; Business; Tertiary education.' (Taupo)*

*'Unemployment; Good access to hospitalisation (medical services) it's not that we are poorly served but need better access; Crime, as a result of people being unemployed members of the community and the quality of educational opportunities of young people' (Taupo)*

*'Tourism, I think we need to promote it even more;*

*Educating the local people that tourism is such a big thing here' (Taupo)*

*'Unemployment; Uneducated' (Taupo)*

*'Safety; Cleaning up the water; Promoting work' (Taupo)*

*'Environment. Business; Health - low socio-economic area here' (Taupo)*

*'Jobs; Environment' (Taupo)*

*'Jobs; Environmental' (Taupo)*

*'Lack of work for young people; Vandalism and petty theft; Children wandering the street. Teenage youth.' (Taupo)*

*'High level employment; you have to go the big cities to obtain high paying jobs; I believe crime is an issue and they should be providing alternatives' (Taupo)*

*'Jobs - there's no work for young people; High rates - rates should be lower; The lines company - too expensive.' (Taupo)*

*'Creating more jobs for young local people' (Taupo)*

*'Continuing employment for its citizens, the ones that want to work anyway; Leadership by regional and central government; An understanding of the importance of agriculture to the economy.' (Taupo)*

*'Job opportunities, better utilisation of resources' (Taupo)*

*'Lack of work' (Taupo)*

*'More jobs' (Taupo)*

*'Not enough work' (Taupo)*

<sup>12</sup> 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.

**Law and Order: 22.9%**

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

*'The gangs in the area; Lack of jobs; Not enough interaction with the youth, more things for the youth to do.'* (Taupo)

*'Health - not enough facilities for people who fall through the gaps; Crime, a lot of crime'* (Taupo)

*'Unemployment; Good access to hospitalisation (medical services) it's not that we are poorly served but need better access; Crime, as a result of people being unemployed members of the community and the quality of educational opportunities of young people'* (Taupo)

*'Lack of work for young people; Vandalism and petty theft; Children wandering the street. Teenage youth.'* (Taupo)

*'High level employment; you have to go the big cities to obtain high paying jobs; I believe crime is an issue and they should be providing alternatives'* (Taupo)

*'Cultural safety. We have pockets of cultural groups that cause issues at night; Money, things need to be more affordable'* (Taupo)

*'Foreigners; Crime; Also the population will triple in summer which is not very good for a local as prices will rise.'* (Taupo)

*'Tertiary education, it is a problem because it means our kids are going away. It would be nice to have something closer; Crime is on the rise, we've had a few murders and beat ups; We're a bit worried about the lake, whether it's actually been damaged by the use of it and such.'* (Taupo)

*'Crime such as burglaries; Perhaps not enough secondary level education; Health care service at the hospital.'* (Taupo)

*'Education; Health; Policing.'* (Taupo)

*'Looking after the environment would be a big one; Health system should be looked at; we are a big distance from major hospitals; Also keeping crime to a minimum.'* (Taupo)

*'Overpopulation i.e. too many people in the area; Keeping the lake and surrounding areas clean and tidy; Rising crime level due to the use of 'P''* (Taupo)

*'Petty crime. Kids are going around and wrecking gardens and light vandalism'* (Taupo)

*'Rubbish/refuse left by visiting peoples. Crime, lawlessness, gangs left to roam free. Alcohol and drugs'* (Taupo)

*'Crime rate, youth crime'* (Taupo)

*'Council spending too much money on new buildings in these hard times; Keep the crime rate down'* (Taupo)

**Financial / Economy issues: 20.0%**

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

*'Town centre - a lot of the businesses are struggling (are not getting the support that they need); Activities for kids to do when it's a rainy day'* (Taupo)

*'Economic. More jobs for younger people; River pollution and the lake'* (Taupo)

*'Employment. We are lucky in the fact that we have a bypass being built at the moment, that will bring money in the short term but not sure what will happen in the future'* (Taupo)

*'Keeping the lake clean; Education for older children that are not high achievers; The East Taupo arterial bypass, could take money away from businesses, may become issue and may not.'* (Taupo)

*'Economic; Education; Security'* (Taupo)

*'Economic; More tertiary education' (Taupo)*  
*'Schooling, especially in the southern end of the lake for preschool and primary schools; Economic issues' (Taupo)*  
*'Environmental - pollution; That's all apart from security and general financial aspects' (Taupo)*  
*'Cultural safety. We have pockets of cultural groups that cause issues at night; Money, things need to be more affordable' (Taupo)*  
*'Foreigners; Crime; Also the population will triple in summer which is not very good for a local as prices will rise.' (Taupo)*

*'The Council has problems with their grandiose plans, where it is being built in a place that is unsuitable; Economic issue with the arterial bypass' (Taupo)*  
*'Social issues, community; Income; The cost of living.' (Taupo)*  
*'Economic' (Taupo)*

*'I think there is an issue that the lower socioeconomic groups do not have enough money; I feel there are signs of poverty in the area and I am concerned about others' (Taupo)*

### **Environmental concerns: 20.0%**

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

*'Moving the Council into the centre of town; There has been a 1080 poison drop; Keeping the lake clean.' (Taupo)*  
*'Economic. More jobs for younger people; River pollution and the lake' (Taupo)*  
*'Environment; Business; Tertiary education.' (Taupo)*  
*'Safety; Cleaning up the water; Promoting work' (Taupo)*  
*'Environment. Business; Health - low socio-economic area here' (Taupo)*

*'Jobs; Environment' (Taupo)*  
*'Jobs; Environmental' (Taupo)*

*'Keeping the lake clean; Education for older children that are not high achievers; The East Taupo arterial bypass, could take money away from businesses, may become issue and may not.' (Taupo)*  
*'Environmental - pollution; That's all apart from security and general financial aspects' (Taupo)*  
*'Tertiary education, it is a problem because it means our kids are going away. It would be nice to have something closer; Crime is on the rise, we've had a few murders and beat ups; We're a bit worried about the lake, whether it's actually been damaged by the use of it and such.' (Taupo)*

*'Environment, effluent runoff from dairy companies; There is too much water draining for hydro power; Education cultural/economic minority groups are missing out on education and therefore jobs because the teachers can't handle the kids.' (Taupo)*  
*'Looking after the environment would be a big one; Health system should be looked at; we are a big distance from major hospitals; Also keeping crime to a minimum.' (Taupo)*  
*'Overpopulation i.e. too many people in the area; Keeping the lake and surrounding areas clean and tidy; Rising crime level due to the use of 'P' (Taupo)*  
*'Environmental; Cultural' (Taupo)*

**Education / Schools: 18.6%**

Slightly fewer mentioned education as one of their main issues with these comments:.

*'Environment; Business; Tertiary education.' (Taupo)*

*'Unemployment; Good access to hospitalisation (medical services) it's not that we are poorly served but need better access; Crime, as a result of people being unemployed members of the community and the quality of educational opportunities of young people' (Taupo)*

*'Tourism, I think we need to promote it even more;  
Educating the local people that tourism is such a big thing here' (Taupo)*

*'Unemployment; Uneducated' (Taupo)*

*'Keeping the lake clean; Education for older children that are not high achievers; The East Taupo arterial bypass, could take money away from businesses, may become issue and may not.' (Taupo)*

*'Economic; Education; Security' (Taupo)*

*'Economic; More tertiary education' (Taupo)*

*'Schooling, especially in the southern end of the lake for preschool and primary schools; Economic issues' (Taupo)*

*'Tertiary education, it is a problem because it means our kids are going away. It would be nice to have something closer; Crime is on the rise, we've had a few murders and beat ups; We're a bit worried about the lake, whether it's actually been damaged by the use of it and such.' (Taupo)*

*'Environment, effluent runoff from dairy companies; There is too much water draining for hydro power; Education cultural/economic minority groups are missing out on education and therefore jobs because the teachers can't handle the kids.' (Taupo)*

*'Crime such as burglaries; Perhaps not enough secondary level education;  
Health care service at the hospital.' (Taupo)*

*'Education; Health; Policing.' (Taupo)*

*'Need more education with young people ; More respect' (Taupo)*

**Youth related issues: 15.7%**

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

*'The gangs in the area; Lack of jobs; Not enough interaction with the youth,  
more things for the youth to do.' (Taupo)*

*'Town centre - a lot of the businesses are struggling (are not getting the support that they need);  
Activities for kids to do when it's a rainy day' (Taupo)*

*'Safer communities e.g. having pubs in residential areas, lack of discipline in schools; Cultural issues; there is a lot of gang members around the area who are very unpleasant; it's a growing concern; Giving something for teenagers and kids to do.' (Taupo)*

*'Economic. More jobs for younger people; River pollution and the lake' (Taupo)*

*'Lack of work for young people; Vandalism and petty theft;  
Children wandering the street. Teenage youth.' (Taupo)*

*'Jobs - there's no work for young people; High rates - rates should be lower; The lines company - too expensive.' (Taupo)*

*'Creating more jobs for young local people' (Taupo)*

*'Need more education with young people ; More respect' (Taupo)*

*'Petty crime. Kids are going around and wrecking gardens and light vandalism' (Taupo)*

*'Rubbish/refuse left by visiting peoples. Crime, lawlessness, gangs left to roam free.  
Alcohol and drugs' (Taupo)*

*'Crime rate, youth crime' (Taupo)*

**Lack of Facilities / Activities: 8.6%**

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

*'The gangs in the area; Lack of jobs; Not enough interaction with the youth, more things for the youth to do.'* (Taupo)  
*'Forestry; Tourism; Recreation'* (Taupo)  
*'Work; And sport'* (Taupo)

*'Town centre - a lot of the businesses are struggling (are not getting the support that they need); Activities for kids to do when it's a rainy day'* (Taupo)

*'Health - not enough facilities for people who fall through the gaps; Crime, a lot of crime'* (Taupo)  
*'Safer communities e.g. having pubs in residential areas, lack of discipline in schools; Cultural issues; there is a lot of gang members around the area who are very unpleasant; it's a growing concern; Giving something for teenagers and kids to do.'* (Taupo)

**Health / Support services: 8.6%**

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

*'Health - not enough facilities for people who fall through the gaps; Crime, a lot of crime'* (Taupo)  
*'Unemployment; Good access to hospitalisation (medical services) it's not that we are poorly served but need better access; Crime, as a result of people being unemployed members of the community and the quality of educational opportunities of young people'* (Taupo)  
*'Environment. Business; Health - low socio-economic area here'* (Taupo)

*'Crime such as burglaries; Perhaps not enough secondary level education; Health care service at the hospital.'* (Taupo)  
*'Education; Health; Policing.'* (Taupo)

*'Looking after the environment would be a big one; Health system should be looked at; we are a big distance from major hospitals; Also keeping crime to a minimum.'* (Taupo)

**Safety / security: 8.6%**

A number of respondents commented on safety / security as an issue. These comments included:

*'Safer communities e.g. having pubs in residential areas, lack of discipline in schools; Cultural issues; there is a lot of gang members around the area who are very unpleasant; it's a growing concern; Giving something for teenagers and kids to do.'* (Taupo)

*'Safety; Cleaning up the water; Promoting work'* (Taupo)  
*'Economic; Education; Security'* (Taupo)

*'Environmental - pollution; That's all apart from security and general financial aspects'* (Taupo)

*'How it's unsafe'* (Taupo)

*'Safety'* (Taupo)

**Planning / Infrastructure: 7.1%**

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

*'Attracting new business; Revitalising Taupo town centre; Infrastructure provision' (Taupo)*

*'The money Environment Waikato waste is shocking.*

*They are putting a bypass road through here and the money they waste is incredible for what it could be done for; The District Council wants to put a new building in the domain and I think that is a waste and the Council building should not be there' (Taupo)*

*'Moving the Council into the centre of town; There has been a 1080 poison drop; Keeping the lake clean.' (Taupo)*

*'The relocation of State Highway One will take a lot of business away from the town; The relocation of the District Council; they want to put it on the local reserve, causing a lot of controversy' (Taupo)*

*'There is a bypass being built through the town and they haven't done a very good job; the bypass is too small in some areas; They also want to move the Council buildings down in the main domain and that may ruin iron man contests and other events' (Taupo)*

**Council / Management concerns: 7.1%**

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

*'The money Environment Waikato waste is shocking. They are putting a bypass road through here and the money they waste is incredible for what it could be done for;*

*The District Council wants to put a new building in the domain and I think that is a waste and the Council building should not be there' (Taupo)*

*'Continuing employment for its citizens, the ones that want to work anyway; Leadership by regional and central government; An understanding of the importance of agriculture to the economy.' (Taupo)*

*'The Council has problems with their grandiose plans, where it is being built in a place that is unsuitable; Economic issue with the arterial bypass' (Taupo)*

*'Council spending too much money on new buildings in these hard times; Keep the crime rate down' (Taupo)*

*'The Council going ahead with things that we've asked them not to do.' (Taupo)*

**Roading: 7.1%**

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

*'The relocation of State Highway One will take a lot of business away from the town; The relocation of the District Council; they want to put it on the local reserve, causing a lot of controversy' (Taupo)*

*'There is a bypass being built through the town and they haven't done a very good job; the bypass is too small in some areas; They also want to move the Council buildings down in the main domain and that may ruin iron man contests and other events' (Taupo)*

*'Keeping the lake clean; Education for older children that are not high achievers; The East Taupo arterial bypass, could take money away from businesses, may become issue and may not.' (Taupo)*

*'The Council has problems with their grandiose plans, where it is being built in a place that is unsuitable; Economic issue with the arterial bypass' (Taupo)*

*'Roading. The quality of roads. The rough and uneven surfaces' (Taupo)*

**Cultural issues: 7.1%**

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

*'Safer communities e.g. having pubs in residential areas, lack of discipline in schools; Cultural issues; there is a lot of gang members around the area who are very unpleasant; it's a growing concern; Giving something for teenagers and kids to do.'* (Taupo)

*'Cultural safety. We have pockets of cultural groups that cause issues at night; Money, things need to be more affordable'* (Taupo)

*'Foreigners; Crime; Also the population will triple in summer which is not very good for a local as prices will rise.'* (Taupo)

*'Environmental; Cultural'* (Taupo)

*'Culture. I think there are so many diverse cultures and different cultures so respect each one; Social issues. The problems that are associated with families such as family violence'* (Taupo)

**Social / Community: 2.9%**

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

*'Social issues, community; Income; The cost of living.'* (Taupo)

*'Culture. I think there are so many diverse cultures and different cultures so respect each one; Social issues. The problems that are associated with families such as family violence'* (Taupo)

**Graffiti / Vandalism: 2.9%**

A number of respondents commented on vandalism as a main issue in the community. These comments included:

*'Lack of work for young people; Vandalism and petty theft; Children wandering the street. Teenage youth.'* (Taupo)

*'Petty crime. Kids are going around and wrecking gardens and light vandalism'* (Taupo)

**Public Transport: 1.4%**

Public transport was mentioned as one of the 3 main issues:

*'Public transport options for people to get to town'* (Taupo)

**Rates: 1.4%**

Rates was an issue for one respondent and their comment includes:

*'Jobs - there's no work for young people; High rates - rates should be lower; The lines company - too expensive.'* (Taupo)

**Recycling / Rubbish: 1.4%**

Recycling or rubbish collections were mentioned by one respondent as a main issue with this comment.

*'Rubbish/refuse left by visiting peoples. Crime, lawlessness, gangs left to roam free. Alcohol and drugs'* (Taupo)

**Other: 8.6%**

A range of other issues or concerns were mentioned:

*'Attracting new business; Revitalising Taupo town centre; Infrastructure provision' (Taupo)*

*'Forestry; Tourism; Recreation' (Taupo)*

*'Tourism, I think we need to promote it even more;*

*Educating the local people that tourism is such a big thing here' (Taupo)*

*'Jobs - there's no work for young people; High rates - rates should be lower;*

*The lines company - too expensive.' (Taupo)*

*'Job opportunities, better utilisation of resources' (Taupo)*

*'Overpopulation i.e. too many people in the area; Keeping the lake and surrounding areas clean and tidy; Rising crime level due to the use of 'P" (Taupo)*

**No answer: 15.7%**

A number of respondents did not answer the question.

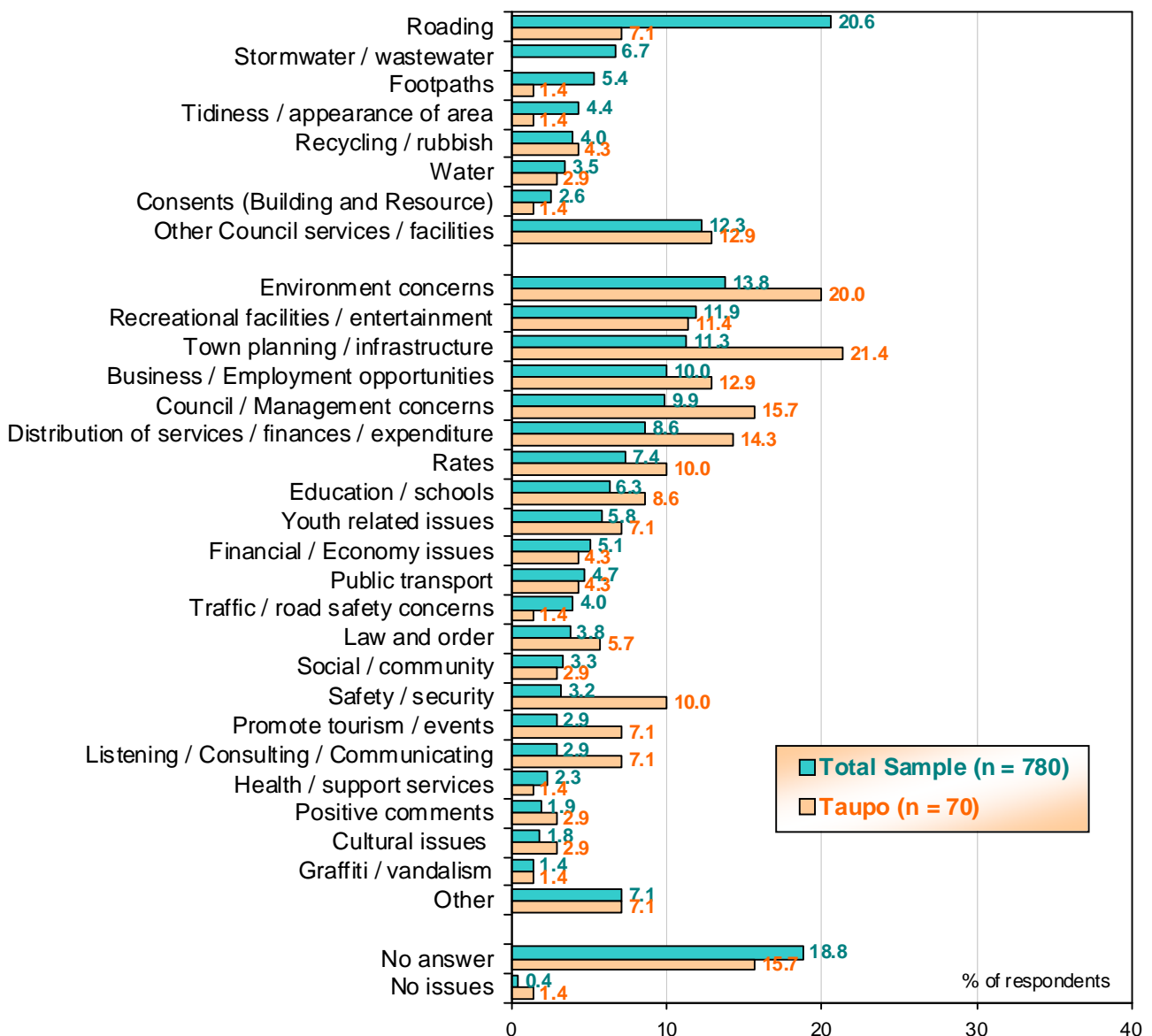
## Three biggest issues Council should be looking at

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 are similar for Taupo although more respondents from Taupo mentioned environmental concerns (20%), town planning or infrastructure (21%) Council or Management concerns (16%), concerns about the distribution of finances and expenditure to various services (14%) and safety and security (10%). Conversely, fewer respondents mentioned roading (7%), stormwater or wastewater (0%), or footpaths (1%).



## The Important Issues for Council included the following comments:

### **Roading: 7.1%.**

One of the most common themes related to roads or roading being an important issue. The comments included <sup>13</sup>.

*'More traffic lights and better access from Acacia Bay to town' (Taupo)*  
*'They need to look to the future; it is a fast growing town;*  
*Bypass needs to be looked at again. Council buildings will be an issue if moved;*  
*Also the Council needs to look more into what the people want.' (Taupo)*  
*'Road condition and lay outs in Taupo town centre are not good;*  
*Education; making sure there are enough good quality teachers in our schools' (Taupo)*  
*'Roundabout; built roundabouts but too small, now they dug them all out;*  
*To replace them making them bigger; Freedom camping - I'm not happy about it. I don't think the*  
*rules should be softened.' (Taupo)*  
*'Building this new road is a big thing at the present time' (Taupo)*

### **Recycling / Rubbish: 4.3%**

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

*'Responsibility of the recycling; Cleaning and keeping the lake clean' (Taupo)*  
*'Trying to keep rates in line with inflation; keeping things running such as rubbish; don't have*  
*grandiose ideas about new buildings' (Taupo)*  
*'Keeping on top of the graffiti and rubbish collection' (Taupo)*

### **Water: 2.9%**

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

*'Water quality' (Taupo)*  
*'The lake; Water quality and deforestation;*  
*Parking is an issue; would like to see more parking spaces.' (Taupo)*

### **Footpaths: 1.4%**

One respondent felt footpaths were an issue for them and their comment includes:

*'I think they should clear the footpaths of overgrowth' (Taupo)*

### **Tidiness or appearance of area: 1.4%**

The appearance of the area was an issue for another respondent with a comment that included:

*'Tourism, attracting tourists; Keeping a high standard of cleanliness in the town;*  
*Not spending too much ratepayer's money.' (Taupo)*

<sup>13</sup> 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.

**Consents – Building and Resource: 1.4%**

One of the respondents mentioned building and resource consents as an issue. This comment included:

*'Local resources - how to best support local community;  
Boat ramps and boating facilities; Resource management.'* (Taupo)

**Other Council services / facilities: 12.9%**

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

*'More traffic lights and better access from Acacia Bay to town'* (Taupo)

*'Looking after the town and not themselves. The upkeep of the town. They're too busy trying to build things that are not necessary. They don't listen to the general public. They will do what they think fit and not what the town people think fit; Get rid of the Council and start all over again'* (Taupo)

*'Listening to the people, the ratepayers; The roading needs to be improved;  
Tourism needs a bit of a boost also'* (Taupo)

*'Local resources - how to best support local community;  
Boat ramps and boating facilities; Resource management.'* (Taupo)

*'The lake; Water quality and deforestation; Parking is an issue;  
would like to see more parking spaces.'* (Taupo)

*'I think to have a real review on their sub communities, cultural landscaping; Maintain the reserves, poor Council as they have no basic caretaker to take care of them'* (Taupo)

*'Providing better tourist facilities; Maintaining existing parkland;  
Shift Council offices out of town, off prime land.'* (Taupo)

*'Safety; Dog control; Promotion of tourism.'* (Taupo)

*'Burning in the open'* (Taupo)

**Town Planning / Infrastructure: 21.4%**

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

*'Providing better tourist facilities; Maintaining existing parkland;  
Shift Council offices out of town, off prime land.'* (Taupo)

*'They need to look to the future; it is a fast growing town;  
Bypass needs to be looked at again. Council buildings will be an issue if moved;  
Also the Council needs to look more into what the people want.'* (Taupo)

*'More forward planning for district development, not leaving gaps where the community and business meet; Making sure to ask people for their opinions on general planning as it affects the future of the community'* (Taupo)

*'Should stop selling / building on the parts in the reserve - main drag in town; Tongariro Street; Clean up the water - the lake and the rivers coming into it'* (Taupo)

*'Caring for the environment, they should do everything to preserve the lake and river; Their desire to build large buildings in public areas, when the public don't want it'* (Taupo)

*'Infrastructure - making sure the facilities are there for the community; More open in their decision-making; More accountability for the spending of their money.'* (Taupo)

*'Leisure grounds and playgrounds. They need looking at, just to make sure that there are enough around in new places being developed; Respect what the people of the town want'* (Taupo)

- 'Controlling rates expenditure; Managing their funding better.  
Have a lot of money coming in because of a government grant; Building their new offices in an industrial area, not a green area' (Taupo)*
- 'Rate demands; Inflation; Job opportunities, industrialisation' (Taupo)*
- 'New District Council building. Financial side of things worry me - who is going to pay for it? Overspend; too dear to live here; They should be quite happy to stay with current District Council building. Look after the people who are here, for the rates they have to pay. Most people are retirees so for them to be paying \$2000 per year for a small area is getting up to Auckland prices' (Taupo)*
- 'Trying to keep rates in line with inflation; keeping things running such as rubbish; don't have grandiose ideas about new buildings' (Taupo)*
- 'Schooling, particularly the south of the lake for preschools and primary school; Economic growth; Residential planning with consideration to environmental constraints' (Taupo)*
- 'Diverting traffic so that it comes into Taupo so small business does not suffer; Council centres can be moved to lakefront. Although they do not need to be as grand as proposed; Taupo needs to look to the future and expand.' (Taupo)*
- 'Currently we have got a fairly lively debate about where Council should place their new building' (Taupo)*
- 'Rebuild the Council buildings' (Taupo)*

### **Environment concerns: 20.0%**

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

- 'The lake; Water quality and deforestation; Parking is an issue; would like to see more parking spaces.' (Taupo)*
- 'I think to have a real review on their sub communities, cultural landscaping; Maintain the reserves, poor Council as they have no basic caretaker to take care of them' (Taupo)*
- 'Harsher penalties for pollution in the lake; They need to be doing something for the kids that are roaming the streets; more power needs to be given to the truancy officer. Stricter laws for the selling of alcohol; places are selling to minors, penalties need to be harsher.' (Taupo)*
- 'Sometimes the Council sit themselves up on a pedestal and spend money on their own working conditions and facilities i.e. the new cultural centre in town; The outlet stream from Wairakei Geothermal station dumps a lot of toxic water back into the Waikato' (Taupo)*
- 'Should stop selling / building on the parts in the reserve - main drag in town; Tongariro Street; Clean up the water - the lake and the rivers coming into it' (Taupo)*
- 'Caring for the environment, they should do everything to preserve the lake and river; Their desire to build large buildings in public areas, when the public don't want it' (Taupo)*
- 'Protecting the environment. Working with businesses and supporting them; Working with the tertiary providers to expand' (Taupo)*
- 'The water quality of the lake ; Local employment ; Education opportunities for our children. ' (Taupo)*
- 'Jobs; Environmental' (Taupo)*
- 'Pollution; The way the Council spend their money; need to make sure it's good for the community' (Taupo)*
- 'Tertiary education, it is a problem because it means our kids are going away. It would be nice to have something closer; Crime is on the rise; we've had a few murders and beat ups; We're a bit worried about the lake, whether it's actually been damaged by the use of it and such.' (Taupo)*
- 'Water quality; Bio diversity ; Public transport provisioning' (Taupo)*
- 'Responsibility of the recycling; Cleaning and keeping the lake clean' (Taupo)*

*'Pollution into Lake Taupo; They also gave the okay for all the trees to be cut down between Taupo to Rotorua and turned them into dairy farms; Also sewerage is being leaked into the Waikato River.'* (Taupo)

### **Council / Management concerns: 15.7%**

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

*'Looking after the town and not themselves. The upkeep of the town. They're too busy trying to build things that are not necessary. They don't listen to the general public. They will do what they think fit and not what the town people think fit; Get rid of the Council and start all over again'* (Taupo)

*'I think to have a real review on their sub communities, cultural landscaping; Maintain the reserves, poor Council as they have no basic caretaker to take care of them'* (Taupo)

*'They need to look to the future; it is a fast growing town; Bypass needs to be looked at again. Council buildings will be an issue if moved; Also the Council needs to look more into what the people want.'* (Taupo)

*'More forward planning for district development, not leaving gaps where the community and business meet; Making sure to ask people for their opinions on general planning as it affects the future of the community'* (Taupo)

*'Keeping the tourists coming to the town centre; Keeping the public informed on things happening in Taupo; Making sure they using a variety of businesses, not using the same businesses over and over again'* (Taupo)

*'Sometimes the Council sit themselves up on a pedestal and spend money on their own working conditions and facilities i.e. the new cultural centre in town; The outlet stream from Wairakei Geothermal station dumps a lot of toxic water back into the Waikato'* (Taupo)

*'Infrastructure - making sure the facilities are there for the community; More open in their decision-making; More accountability for the spending of their money.'* (Taupo)

*'Leisure grounds and playgrounds. They need looking at, just to make sure that there are enough around in new places being developed; Respect what the people of the town want'* (Taupo)

*'Controlling rates expenditure; Managing their funding better. Have a lot of money coming in because of a government grant; Building their new offices in an industrial area, not a green area'* (Taupo)

*'Council already does a pretty good job. Really can't think of anything; Although the Council needs to be careful about their handling of the campervans in the area; Also feel that Environment Waikato and local Council rates should be combined. Council also needs to listen to locals more.'* (Taupo)

*'Council does things that they ask them not to'* (Taupo)

### **Distribution of Services / Finances / Expenditure: 14.3%**

The next main theme related to the uneven spread of the services provided between the different areas or the fact that the money is being unwisely spent. These comments included:

*'Local resources - how to best support local community; Boat ramps and boating facilities; Resource management.'* (Taupo)

*'Sometimes the Council sit themselves up on a pedestal and spend money on their own working conditions and facilities i.e. the new cultural centre in town; The outlet stream from Wairakei Geothermal station dumps a lot of toxic water back into the Waikato'* (Taupo)

*'Pollution; The way the Council spend their money; need to make sure it's good for the community'* (Taupo)

*'Infrastructure - making sure the facilities are there for the community; More open in their decision-making; More accountability for the spending of their money.'* (Taupo)

*'Rural people are sometimes forgotten about; Providing events for kids so that they stay out of trouble' (Taupo)*  
*'Controlling rates expenditure; Managing their funding better. Have a lot of money coming in because of a government grant; Building their new offices in an industrial area, not a green area' (Taupo)*  
*'New District Council building. Financial side of things worry me - who is going to pay for it? Overspend; too dear to live here; They should be quite happy to stay with current District Council building. Look after the people who are here, for the rates they have to pay. Most people are retirees so for them to be paying \$2000 per year for a small area is getting up to Auckland prices' (Taupo)*

*'Maintaining the expenditure. Rates should be kept to a minimum' (Taupo)*  
*'Security; The cost of activities; The equability of funds for Turangi.' (Taupo)*  
*'Tourism, attracting tourists; Keeping a high standard of cleanliness in the town; Not spending too much ratepayer's money.' (Taupo)*

### **Business / Employment opportunities 12.9%**

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

*'Keeping the tourists coming to the town centre; Keeping the public informed on things happening in Taupo; Making sure they using a variety of businesses, not using the same businesses over and over again' (Taupo)*  
*'Protecting the environment. Working with businesses and supporting them; Working with the tertiary providers to expand' (Taupo)*  
*'The water quality of the lake ; Local employment ; Education opportunities for our children. ' (Taupo)*  
*'Jobs; Environmental' (Taupo)*

*'Looking at the youth and opportunities for them and more things to do; More jobs and businesses e.g. Warehouse, Farmers' (Taupo)*  
*'Rate demands; Inflation; Job opportunities, industrialisation' (Taupo)*  
*'Providing a safe area for its citizens, a crime free place; Providing an environment in which businesses can thrive; Lower rates' (Taupo)*  
*'Attracting business to Taupo; Support the efforts of organisers of youth affairs; Control the rates, keep them low.' (Taupo)*  
*'Transport. I think Taupo needs more buses; I think shops should open for longer times' (Taupo)*

### **Lack of Recreational facilities / Entertainment: 11.4%**

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

*'Local resources - how to best support local community; Boat ramps and boating facilities; Resource management.' (Taupo)*  
*'Providing better tourist facilities; Maintaining existing parkland; Shift Council offices out of town, off prime land.' (Taupo)*  
*'Harsher penalties for pollution in the lake; They need to be doing something for the kids that are roaming the streets; more power needs to be given to the truancy officer. Stricter laws for the selling of alcohol; places are selling to minors, penalties need to be harsher.' (Taupo)*  
*'Infrastructure - making sure the facilities are there for the community; More open in their decision-making; More accountability for the spending of their money.' (Taupo)*

*'Leisure grounds and playgrounds. They need looking at, just to make sure that there are enough around in new places being developed; Respect what the people of the town want' (Taupo)*

*'Looking at the youth and opportunities for them and more things to do;  
More jobs and businesses e.g. Warehouse, Farmers' (Taupo)*

*'Rural people are sometimes forgotten about;  
Providing events for kids so that they stay out of trouble' (Taupo)*

*'Cultural safety. We have pockets of cultural groups that cause issues at night; Money, things need to be more affordable; Having something for the teenage kids to do in Taupo' (Taupo)*

### **Rates: 10.0%**

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

*'Council already does a pretty good job. Really can't think of anything; Although the Council needs to be careful about their handling of the campervans in the area; Also feel that Environment Waikato and local Council rates should be combined. Council also needs to listen to locals more.' (Taupo)*

*'Rate demands; Inflation; Job opportunities, industrialisation' (Taupo)*

*'Trying to keep rates in line with inflation; keeping things running such as rubbish; don't have grandiose ideas about new buildings' (Taupo)*

*'Providing a safe area for its citizens, a crime free place; Providing an environment in which businesses can thrive; Lower rates' (Taupo)*

*'Attracting business to Taupo; Support the efforts of organisers of youth affairs;  
Control the rates, keep them low.' (Taupo)*

*'Maintaining the expenditure. Rates should be kept to a minimum' (Taupo)*

*'Keeping rates lower; Transport' (Taupo)*

### **Safety / security: 10.0%**

A number of respondents commented on safety / security as an issue. These comments included:

*'Safety; Dog control; Promotion of tourism.' (Taupo)*

*'Cultural safety. We have pockets of cultural groups that cause issues at night; Money, things need to be more affordable; Having something for the teenage kids to do in Taupo' (Taupo)*

*'Providing a safe area for its citizens, a crime free place; Providing an environment in which businesses can thrive; Lower rates' (Taupo)*

*'Security; The cost of activities; The equability of funds for Turangi.' (Taupo)*

*'Safer communities e.g. having pubs in residential areas, lack of discipline in schools; Cultural issues, there is a lot of gang members around the area who are very unpleasant, it's a growing concern; Giving something for teenagers and kids to do.' (Taupo)*

*'Crime and safety in the area' (Taupo)*

*'Safety' (Taupo)*

**Education / Schools: 8.6%**

Slightly fewer mentioned education but it was still one of the 3 main issues mentioned for some with these comments:

*'Road condition and lay outs in Taupo town centre are not good; Education; making sure there are enough good quality teachers in our schools' (Taupo)*

*'Protecting the environment. Working with businesses and supporting them; Working with the tertiary providers to expand' (Taupo)*

*'The water quality of the lake ; Local employment ; Education opportunities for our children. ' (Taupo)*

*'Tertiary education, it is a problem because it means our kids are going away. It would be nice to have something closer; Crime is on the rise; we've had a few murders and beat ups; We're a bit worried about the lake, whether it's actually been damaged by the use of it and such.' (Taupo)*

*'Schooling, particularly the south of the lake for preschools and primary school; Economic growth; Residential planning with consideration to environmental constraints' (Taupo)*

*'Health at the hospital; The schooling one again' (Taupo)*

**Youth related issues: 7.1%**

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

*'Harsher penalties for pollution in the lake; They need to be doing something for the kids that are roaming the streets; more power needs to be given to the truancy officer. Stricter laws for the selling of alcohol; places are selling to minors, penalties need to be harsher.' (Taupo)*

*'Looking at the youth and opportunities for them and more things to do; More jobs and businesses e.g. Warehouse, Farmers' (Taupo)*

*'Rural people are sometimes forgotten about; Providing events for kids so that they stay out of trouble' (Taupo)*

*'Cultural safety. We have pockets of cultural groups that cause issues at night; Money, things need to be more affordable; Having something for the teenage kids to do in Taupo' (Taupo)*

*'Safer communities e.g. having pubs in residential areas, lack of discipline in schools; Cultural issues, there is a lot of gang members around the area who are very unpleasant, it's a growing concern; Giving something for teenagers and kids to do.' (Taupo)*

**Promoting Tourism / Events: 7.1%**

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

*'Listening to the people, the ratepayers; The roading needs to be improved; Tourism needs a bit of a boost also' (Taupo)*

*'Providing better tourist facilities; Maintaining existing parkland; Shift Council offices out of town, off prime land.' (Taupo)*

*'Safety; Dog control; Promotion of tourism.' (Taupo)*

*'Keeping the tourists coming to the town centre; Keeping the public informed on things happening in Taupo; Making sure they using a variety of businesses, not using the same businesses over and over again' (Taupo)*

*'Tourism, attracting tourists; Keeping a high standard of cleanliness in the town; Not spending too much ratepayer's money.' (Taupo)*

**Listening / Consulting / Communicating: 7.1%**

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

*'Looking after the town and not themselves. The upkeep of the town. They're too busy trying to build things that are not necessary. They don't listen to the general public. They will do what they think fit and not what the town people think fit; Get rid of the Council and start all over again' (Taupo)*

*'Listening to the people, the ratepayers; The roading needs to be improved; Tourism needs a bit of a boost also' (Taupo)*

*'They need to look to the future; it is a fast growing town; Bypass needs to be looked at again. Council buildings will be an issue if moved; Also the Council needs to look more into what the people want.' (Taupo)*

*'More forward planning for district development, not leaving gaps where the community and business meet; Making sure to ask people for their opinions on general planning as it affects the future of the community' (Taupo)*

*'Keeping the tourists coming to the town centre; Keeping the public informed on things happening in Taupo; Making sure they using a variety of businesses, not using the same businesses over and over again' (Taupo)*

**Law and Order: 5.7%**

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

*'Tertiary education, it is a problem because it means our kids are going away. It would be nice to have something closer; Crime is on the rise; we've had a few murders and beat ups; We're a bit worried about the lake, whether it's actually been damaged by the use of it and such.' (Taupo)*

*'Providing a safe area for its citizens, a crime free place; Providing an environment in which businesses can thrive; Lower rates' (Taupo)*

*'Safer communities e.g. having pubs in residential areas, lack of discipline in schools; Cultural issues, there is a lot of gang members around the area who are very unpleasant, it's a growing concern; Giving something for teenagers and kids to do.' (Taupo)*

*'Crime and safety in the area' (Taupo)*

**Financial / Economy issues: 4.3%**

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

*'Cultural safety. We have pockets of cultural groups that cause issues at night; Money, things need to be more affordable; Having something for the teenage kids to do in Taupo' (Taupo)*

*'Security; The cost of activities; The equability of funds for Turangi.' (Taupo)*

*'Social services; Community and cost of living' (Taupo)*

**Public Transport: 4.3%**

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

*'Water quality; Bio diversity ; Public transport provisioning' (Taupo)*

*'Keeping rates lower; Transport' (Taupo)*

*'Transport. I think Taupo needs more buses; I think shops should open for longer times' (Taupo)*

**Social / Community: 2.9%**

Social or community concerns were a main issue for two respondents with these comments:

*'Attracting business to Taupo; Support the efforts of organisers of youth affairs;  
Control the rates, keep them low.'* (Taupo)

*'Social services; Community and cost of living'* (Taupo)

**Cultural issues: 2.9%**

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

*'Cultural safety. We have pockets of cultural groups that cause issues at night; Money, things need to be more affordable; Having something for the teenage kids to do in Taupo'* (Taupo)

*'Safer communities e.g. having pubs in residential areas, lack of discipline in schools; Cultural issues, there is a lot of gang members around the area who are very unpleasant, it's a growing concern; Giving something for teenagers and kids to do.'* (Taupo)

**Graffiti / Vandalism: 1.4%**

One respondent commented on graffiti as a main issue in the community:

*'Keeping on top of the graffiti and rubbish collection'* (Taupo)

**Traffic concerns / Road safety: 1.4%**

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

*'Diverting traffic so that it comes into Taupo so small business does not suffer; Council centres can be moved to lakefront. Although they do not need to be as grand as proposed; Taupo needs to look to the future and expand.'* (Taupo)

**Health / Support services: 1.4%**

A number of the respondents mentioned health or support services as an issue:

*'Health at the hospital; The schooling one again'* (Taupo)

**Positive Comments: 2.9%**

A number of the respondents made positive comments. These comments included:

*'Council already does a pretty good job. Really can't think of anything; Although the Council needs to be careful about their handling of the campervans in the area; Also feel that Environment Waikato and local Council rates should be combined. Council also needs to listen to locals more.'* (Taupo)

*'I think they have it pretty well under control'* (Taupo)

**No issues: 1.4%**

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

*'Nothing'* (Taupo)

**Other: 7.1%**

A range of other issues or concerns were mentioned:

*'Roundabout; built roundabouts but too small, now they dug them all out;  
To replace them making them bigger; Freedom camping - I'm not happy about it.  
I don't think the rules should be softened.'* (Taupo)

*'Harsher penalties for pollution in the lake; They need to be doing something for the kids that are  
roaming the streets; more power needs to be given to the truancy officer. Stricter laws for the selling  
of alcohol; places are selling to minors, penalties need to be harsher.'* (Taupo)

*'Council already does a pretty good job. Really can't think of anything; Although the Council needs to  
be careful about their handling of the campervans in the area; Also feel that Environment Waikato  
and local Council rates should be combined. Council also needs to listen to locals more.'* (Taupo)

*'Safer communities e.g. having pubs in residential areas, lack of discipline in schools; Cultural  
issues, there is a lot of gang members around the area who are very unpleasant, it's a growing  
concern; Giving something for teenagers and kids to do.'* (Taupo)

*'Transport. I think Taupo needs more buses; I think shops should open for longer times'* (Taupo)

**No answer: 15.7%**

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)<sup>14</sup>, (a weighted score across the happiness scale) for their 'Quality of Life' was 82.0. This is down 0.6 points from 2007 but once again, the result implies the respondents are very happy with their Quality of Life.

## Happiness with 'their Quality of Life' by district

<sup>14</sup> The Happiness Index (HI) converts each respondents answer across the scale to a score out of 100. The index is 10 times the average individual score based on the 11 point happiness scale (0 = very unhappy to 10 = very happy)

There is some variation in the Quality of Life based on where the respondent is from. The vast majority of each area are happy but those from Waipa appear the most happy. Conversely, it seems that a slightly higher proportion of those from Waitomo (3%) are unhappy with their Quality of Life.

This reflects in the Happiness Index with those from Waipa (Happiness Index 85.7) and Otorohanga (Happiness Index 84.8) being the most happy with their Quality of Life although all scores reflect respondents are happy with their Quality of Life.

There were an equal number of increases and decreases in the Indexes compared to 2007 among the individual districts. The largest increase was 3.7 points for Franklin (Index 80.8). The largest decreases were 6.9 points for Waitomo (Index 80.1) and 6.0 points for South Waikato (Index 78.2).

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

- Those aged over 65 are significantly happier with their Quality of Life (Happiness Index 86.5) versus a Happiness Index from 79.4 to 83.5 for the other age brackets. Note generally the older the respondent, the higher the level of satisfaction.
- Those who described their ethnicity as New Zealanders of European descent or New Zealanders of 'Other' descent were significantly happier with their 'Quality of Life' (Happiness Index of 82.6 versus 76.9 for Other ethnic backgrounds).
- Those with a household income over \$70,000 (Happiness Index 84.8) are significantly happier with their 'Quality of Life' than those with household income under \$30,000 (Happiness Index 75.6).
- Those who own their own home are significantly happier than those who rent or board (Happiness Index 82.8 and 79.3) respectively.

In total, 174 respondents (22.3%) were less than happy with their Quality of Life. These respondents offered a number of explanations for being less than happy. The main theme was to do with financial concerns (mentioned by 6.3% of the sample but 28% of those who are less than happy). Half that number (3%) mentioned health, while 1% said they spent too much time working or that things could be improved.

A few (0.3%) had no particular reason to rate their Quality of Life the way they did while a few others appeared to be unhappy in general (0.1%). There was a range of other issues mentioned. A number of respondents (6%) made positive comments and 1% did not answer this question. The results are similar to 2007 but there are slightly more comments of a financial nature.

## Quality of Life Factors

The respondents were asked *'Thinking about the community you live in and the infrastructure available and using the scale where 0 is very dissatisfied to 10 being very satisfied, how satisfied are you with <factor>?'* There is a large amount of variation in the level of satisfaction with these factors. The majority of respondents (76%) are satisfied with the *'availability of primary schools in your area'* but this drops to only 43% for the *'availability of community or tertiary education in your area'*.

This reflects in the Customer Satisfaction Index (CSI scores)<sup>15</sup>, (a weighted score across the satisfaction scale) which range from a CSI score of 79.6 for the *'availability of primary schools in your area'* down to a CSI score of 61.0 for the *'availability of community or tertiary education in your area'*. The low CSI scores infer most of these factors are an issue for respondents.

There were 3 increases and 2 decreases in the Indexes compared to 2007 among the Quality of Life factors. The largest increase was 1.5 points for the *'availability of primary schools in your area'* (Index 79.6). The largest decrease was 1.4 points for the *'availability of community or tertiary education in your area'* (Index 61.0).

## Quality of Life Factors by Location

<sup>15</sup> The Customer Satisfaction Index (CSI) converts each respondents answer across the satisfaction scale to a score out of 100. The CSI score is 10 times the average individual score based on the 11 point satisfaction scale (0 = very dissatisfied to 10 = very satisfied)

The CSI scores for the Quality of Life factors vary by location but the variance for the *'availability of primary schools in your area'* is small compared to the variance in the *'availability of community or tertiary education in your area'*. Hamilton is understandably rated the highest for this factor (CSI score 73.0) while Franklin is rated the lowest (CSI score 43.4).

The CSI scores for the Quality of Life factors vary by age group with those aged under 50 rating all factors significantly lower than those aged 65 or over. However, it is generally expected that the older the respondent, the higher the level of satisfaction. It seems that the *'availability of secondary schools in your area'* is more of an issue with those with school aged children (under 50 years) while the *'availability of community or tertiary education in your area'* and the *'cultural facilities and opportunities provided in your area'* is an issue for all age brackets.

Those who live in town are more satisfied with most of the Quality of Life factors than those who are living in the country. The largest difference is in the CSI scores for the *'availability of community or tertiary education in your area'*.

There is some variation in the Quality of Life factors between those who identify themselves as Maori descent and other New Zealanders. The largest difference is in the CSI scores for the *'availability of community or tertiary education in your area'* which varies 8.6 points.

Those who are happy with their Quality of Life (scores of 9 or 10) are the most satisfied with most of the Quality of Life factors. Those who are **not** happy with their Quality of Life (scores of 0 or 6) are the least satisfied with all the Quality of Life factors. The variation appears to be greatest in the CSI scores for the *'recreational facilities and opportunities provided in your area'* which varies 10.9 points.

## Proximity Factors

The respondents were asked *'The proximity to work, recreational facilities and other community resources varies from place to place. Using the scale where 0 is very dissatisfied to 10 being very satisfied, how satisfied are you with how close you live to each of the following?'* The majority of respondents (72%) are satisfied with the *'proximity to schools'* but this drops to only 47% for the *'proximity to other educational facilities'*.

This reflects in the CSI scores which range from a CSI score of 80.0 for the *'proximity to schools'* down to a CSI score of 64.1 for the *'proximity to other educational facilities'*. The lower CSI scores for the *'proximity to other educational facilities'* and the *'proximity to recreational and leisure facilities'* show respondents are less satisfied with the proximity of these resources.

There were 2 increases and 2 decreases in the Indexes among the Proximity factors. The largest increase was 0.6 points for the *'proximity to other educational facilities'* (Index 64.1). The largest decrease was 2.0 points for the *'proximity to where you work'* (Index 76.5).

## Proximity Factors by Location

The CSI scores for the Proximity factors vary by location but excluding the few from Rotorua, the variance is greatest for the *'proximity to other educational facilities'*. Thames – Coromandel and Franklin respondents are the least satisfied with this factor (CSI score 43.4 and 46.3 respectively).

The CSI scores for the Proximity factors vary by age group with those aged 65 or older rating most factors significantly higher than those in the younger age brackets. However, it is generally expected that the older the respondent, the higher the level of satisfaction.

Those who live in town are more satisfied than those who are living in the country with all the Proximity factors except for the *'proximity to where you work'*.

There is limited variation in most of the Proximity factors between those who identify themselves as Maori and other New Zealanders. The largest difference is in the CSI scores for the *'proximity to where you work'* which varies 7.9 points.

Those who are happy with their Quality of Life (scores of 9 or 10) are the most satisfied with all the Proximity factors. Those who are **not** happy with their Quality of Life (scores of 0 or 6) are the least satisfied with all the Proximity factors. The variation appears to be greatest in the CSI scores for the *'proximity to where you work'* which varies 13.4 points.

## Barriers to Accessing Health Care

The respondents were asked *'Has there been any time in the last 12 months when you or a member of your household wanted to go to a GP, but didn't?'* Four fifths of the respondents said there was no time in the last 12 months when they or a member of their household wanted to go to a GP, but didn't. However, a fifth of the sample (19.7%) said there was a time in the last 12 months when they or a member of their household wanted to go to a GP, but didn't.

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

- Women are significantly more likely to say there was a time in the last 12 months when they or a member of their household wanted to go to a GP, but didn't (23%) versus 16% for men.
- Those aged over 65 are significantly less likely to say there was a time in the last 12 months when they or a member of their household wanted to go to a GP, but didn't (12%) versus 23% for those aged under 35 years.
- Those of Maori descent were significantly more likely to say there was a time in the last 12 months when they or a member of their household wanted to go to a GP, but didn't (26%) versus 19% for those who identify themselves as New Zealanders of other ethnic descent.
- Those with a household income over \$70,000 appear less likely to say there was a time in the last 12 months when they or a member of their household wanted to go to a GP, but didn't (18%).
- Those who rated their Quality of Life with a score of 0 to 6 are significantly more likely to say there was a time in the last 12 months when they or a member of their household wanted to go to a GP, but didn't (38%) versus 16% for those who rated their Quality of Life with a score of 9 or 10.

The following chart compares the 2010 results with 2007 for the percentage who said there was a time in the last 12 months when they or a member of their household wanted to go to a GP, but didn't. Overall this had decreased 2.8% from 2007. There were 6 increases and 6 decreases in the percentage who said there was a time when they didn't go to a GP. The largest increases were 12% for Waitomo and 12% for South Waikato. The largest decreases were 15% for Franklin and 12% for the Waikato District.

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

The respondents (n = 187) who said they had not visited the doctor were asked *'For what reasons did you or your family not go to the doctor when you wanted to?'* This question was asked as an open question with the answers grouped together for analysis purposes.

There was a range of responses, with the main themes revolving around cost (7%) and availability (5%). Smaller numbers mentioned the fact they had no after hours GP available (3%) travelling issues (2%) or the choice of doctor (1.2%). A few did not like the time it took to get an appointment (0.9%), it not being a convenient time (0.9%) or because it was not that serious or urgent (0.6%). There was also a range of other comments. The results for 2010 are very similar to the 2007 results.

## Safety Factors

Respondents were asked *'Thinking now about issues of crime and safety, and using a scale where 0 = very unsafe and 10 = very safe; please tell me how safe or unsafe you would feel in the following situations'*. The majority of respondents (93%) felt safe (Scores 6 – 10) with the factor *'Safety in your community during the daytime'* and only 3% felt unsafe (Scores 0 – 4). Conversely two thirds (64%) felt safe (Scores 6 – 10) with the factor *'Safety in your community after dark'* and 21% felt unsafe (Scores 0 – 4).

This reflects in the Safeness Index which is 84.1 for the *'Safety in your community during the daytime'* versus 64.1 for the *'Safety in your community after dark'*. The lower Index for the latter factor implies that the safety after dark is more of an issue for respondents.

There was 1 increase and 1 decrease in the Indexes among the Safety factors. The factor *'safety in your community during the daytime'* (Index 84.1) was up 1.3 points while the factor *'safety in your community after dark'* (Index 64.1) was down 0.7 points.

## Safety Factors by Location

The Safeness Index for the Safety factors varies by location but it seems that Thames-Coromandel and Otorohanga are rated the highest for both factors. Hamilton and the South Waikato District are rated the lowest for 'safety in your community after dark' (Index 58.5 and 59.8 respectively). Hamilton is rated the lowest for the 'safety in your community during the daytime' (Index 80.4).

Those with the lowest household income rate both the Safety factors the lowest. This group rates the 'safety in your community during the daytime' with an Index of 78.6 versus an Index of 87.1 for those with a household income over \$70,000 p.a. In a similar fashion, those with a household income under \$30,000 p.a. rate the 'Safety in your community after dark' with an Index of 58.6 versus 67.7 for those with a household income over \$70,000 p.a.

Those who live in the country feel significantly safer in their community during the day or at night versus those who live in town.

Those who are happy with their Quality of Life (scores of 9 or 10) feel safer with both of the Safety factors. Those who are **not** happy with their Quality of Life (scores of 0 or 6) feel the least safe, especially the factor 'Safety in your community during the daytime' which has an index of 77.0.

## Work Opportunities

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

A quarter of the respondents (24%) did not answer this question, presumably because they were not working. Two thirds of the respondents (66%) agreed with the statement 'Your job makes good use of your skills, training and experience' (scores of 6 – 10). A fifth of the respondents (21%) strongly agreed (Score of 10) while 16% rated this with a score of 9. The mode (most frequent value) is a score of 10.

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

The Agreement Index (AI score)<sup>16</sup>, (a weighted score across the Agreement scale) for 'Your job makes good use of your skills, training and experience' was 80.7. This is down 0.7 points from 2007 but is still a result that implies most respondents feel their jobs are making good use of their skills, training and experience.

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

- Those with a household income over \$70,000 (Agreement Index 83.5) are significantly more likely to agree with this statement than those in the lower income brackets (Agreement Index 75.2 and 79.2).
- Those with a tertiary qualification (Agreement Index 81.2) are significantly more likely to agree with this statement than those with less formal education (Agreement Index 79.3 and 80.5).
- Those who rated their Quality of Life with a score of 9 or 10 (Agreement Index 85.4) are significantly more likely to agree with this statement than those who rated their Quality of Life with a score of 0 to 6 (Agreement Index 69.0).

The majority of the respondents from each area agree with the statement 'Your job makes good use of your skills, training and experience'. Those from Waikato, South Waikato and Waitomo appear more likely to disagree (7%, 9% and 12% respectively) versus 4.6% overall.

The following chart compares the 2010 results with 2007 for the question 'Using the scale where 0 = strongly disagree and 10 = strongly agree, how strongly do you agree or disagree with your job makes good use of your skills, training and experience?'

<sup>16</sup> The Agreement Index (AI) converts each respondents answer across the satisfaction scale to a score out of 100. The AI is 10 times the average individual score based on the 11 point satisfaction scale (0 = strongly disagree to 10 = strongly agree)

There were 7 increases and 5 decreases in the Indexes compared to 2007 among the individual districts. Excluding the few from Rotorua, the largest increase was 4.8 points for Hauraki (Index 84.0). The largest decrease was 9.0 points for South Waikato (Index 75.0).

### Participation in Sport and Active Leisure

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

Those significantly more likely to never exercise for 30 minutes or more included:

- Those aged over 65 (6%) versus 0% - 4% for the other age brackets.
- Those with a household income under \$30,000 (8%) versus 1% - 3% in the other income streams.

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

The following chart focuses on the proportion of respondents who exercised for 30 minutes or more at least once per week (the sum of those who exercised every day or nearly every day, 2 - 4 times per week and once per week). The vast majority of respondents from each district exercised at least once per week. This ranges from 100% for the few from Rotorua and 98% for those from Thames-Coromandel down to 77% in Waitomo. The variance by area may be caused by demographic differences in the samples.

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

### Council Decision Making Factors

The respondents were asked *'We are interested in understanding your views on the role of your local Council. For each of the following statements can you please tell if you agree or disagree using the scale where 0 = Strongly Disagree and 10 is Strongly Agree.'* Over half of the respondents (52%) agreed (scores 6-10) with the statement *'Overall, you have confidence that the Council makes decisions that are in the best interests of your district'* but this drops to only 47% for the statement *'You have enough say in what your Council does'*. Between 26% and 37% disagreed with each statement (scores 0 – 4).

The Agreement Index ranged from 57.6 for the statement *'Overall, you understand how your Council makes decisions'* down to 50.6 for the statement *'You have enough say in what your Council does'*. The factor *'Overall, you understand how your Council makes decisions'* (Index 57.6) was up 2.4 points from 2007 while the factor *'You have enough say in what your Council does'* (Index 50.6) was up 3.1 points.

### Council Decision Making Factors by Location

The Agreement Index for the Council Decision Making factors vary by location but the variance is greatest for the statement *'Overall, you have confidence that the Council makes decisions that are in the best interests of your district'*. Thames-Coromandel respondents agree less with this statement (Index 42.2).

Those who are happy with their Quality of Life (scores of 9 or 10) are the most likely to agree with each of the Council Decision Making statements. Those who are **not** happy with their Quality of Life (scores of 0 or 6) are the least likely to agree with each of the Council Decision Making statements.

## Sense of Pride

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

Three quarters of the respondents (75%) agreed with the statement *'You feel a sense of pride in the way your district looks and feels'* (scores of 6 – 10). A tenth of the respondents (9%) strongly agreed (Score of 10) while 7% rated this with a score of 9. The mode (most frequent value) is a score of 7 (25%).

A seventh of the sample (15%) neither agreed nor disagreed with the statement *'You feel a sense of pride in the way your district looks and feels'* (Score 5). A tenth of the respondents (10%) disagreed with the statement *'You feel a sense of pride in the way your district looks and feels'* (Scores 0 – 4).

The Agreement Index (AI score)<sup>17</sup>, (a weighted score across the Agreement scale) for *'You feel a sense of pride in the way your district looks and feels'* was 68.1. This is 2 points lower than 2007 but once again it is a result that implies most respondents feel a sense of pride in their district.

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

- The older the respondent, the greater the level of agreement.
- Those with a tertiary qualification (Agreement Index 65.9) are significantly less likely to agree with this statement than those with less formal education (Agreement Index 69.3 and 70.4).
- The higher the household income, the lower the level of agreement with this statement.
- Those who rated their Quality of Life with a score of 9 or 10 (Agreement Index 71.9) are significantly more likely to agree with this statement than those who rated their Quality of Life with a score of 0 to 6 (Agreement Index 61.8).

There is much variation in the level of agreement with the statement *'You feel a sense of pride in the way your district looks and feels'* based on where the respondent is from. The majority of each area agree with this statement but the few from Rotorua most strongly agree. Conversely, it seems that a slightly higher proportion of those from Waitomo (27%) and the Waikato (22%) disagreed with this.

This reflects in the Agreement Index with those from Rotorua (Index 81.0) and Otorohanga (Index 80.0) agreeing most strongly with the statement *'You feel a sense of pride in the way your district looks and feels'*. Those from Waitomo (Index 56.6) and the Waikato District (Index 59.4) agree the least strongly.

There were 4 increases and 8 decreases in the Indexes compared to 2007 for this statement among the individual districts. The largest increase was 13.9 points for the few respondents from Rotorua (Index 81.0) followed by a 5.1 point increase for Otorohanga (Index 80.0). The largest decreases were 11.2 points for Waikato (Index 59.4) and 9.3 points for Waitomo (Index 56.6).

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

There was a range of responses, with some respondents offering positive reasons for agreeing strongly with the statement while others offered reasons for giving a lower score. The main positive comments evolved around their district being clean and tidy or about the appearance of the district (31.8%), having a good atmosphere or being a good place to live (15.1%), the area having good natural resources or facilities (8.2%), the upgrades or improvements happening (7.7%) or positive comments about the Council (7.2%). The main negative comments had to do with concerns about the place not being well maintained (7.9%), concerns about the Council (6.9%), or concerns about graffiti, crime and vandalism (3.6%). Others offered neutral comments (4%) did not know (7%) or thought there was room for improvement (5%). The results are very similar to 2007.

<sup>17</sup> The Agreement Index (AI) converts each respondents answer across the satisfaction scale to a score out of 100. The AI is 10 times the average individual score based on the 11 point satisfaction scale (0 = strongly disagree to 10 = strongly agree)

## What makes your district unique or special

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

The main theme was to do with the atmosphere or sense of community in the district (31%). Others commented on the natural resources like beaches, rivers or mountains or natural beauty (25%). A smaller number (16%) thought the activities, events or tourist attractions made their district unique (12%) while 12% commented on the proximity to cities or their central location. A similar number mentioned the geographic location or situation of the district made it unique (11%).

A tenth of the sample (11%) mentioned agriculture or horticulture or the rural feel of the area making their district unique while for others it was facilities and amenities (6%) or parks and gardens (4%) or the history (3%), There was a range of other suggestions.

A number of respondents did not answer this question (9%) and a few did not know what made their district unique (1%). There was also a range of negative suggestions as to what made their district unique (3%). Apart from the coding change, the results are very similar to 2007.

## Participation and Equity Factors

The respondents were asked *'New Zealand is becoming home for an increasing number of people from different countries with different lifestyles and cultures. Using the scale where 0 = strongly disagree and 10 = strongly agree, how strongly do you agree or disagree with <statement>?'* Four fifths of the respondents (82%) agreed (Scores 6 – 10) with the statement *'Your family are knowledgeable and show respect for the many and diverse cultures of the people who live here'* and only 5% disagreed with this (Scores 0 – 4). Conversely, two thirds of the sample (67%) agreed (Scores 6 – 10) with the statement *'Your neighbourhood are knowledgeable and show respect for the many and diverse cultures of the people who live here'* and 7% disagreed (Scores 0 – 4). The factor *'Your family are knowledgeable and show respect for the many and diverse cultures of the people who live here'* (Index 77.3) was up 0.9 points while the factor *'Your neighbourhood are knowledgeable and show respect for the many and diverse cultures of the people who live here'* (Index 69.8) was down 0.2 points.

## Participation and Equity Factors by Location

The Agreement Index for the Participation and Equity factors varies by location but all areas tend to agree that their family is doing a better job than their community in showing respect for the many and diverse cultures of the people who live here. There is limited variation in the ratings for the statement *'Your family are knowledgeable and show respect for the many and diverse cultures of the people who live here'* (Index 74.7 to 82.0). Waikato District, Hamilton and Waitomo are rated the lowest for *'Your neighbourhood are knowledgeable and show respect for the many and diverse cultures of the people who live here'* (Index 66.1, 67.6 and 67.3 respectively).

## Three biggest issues for your district

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

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

## Three biggest issues Council should be looking at

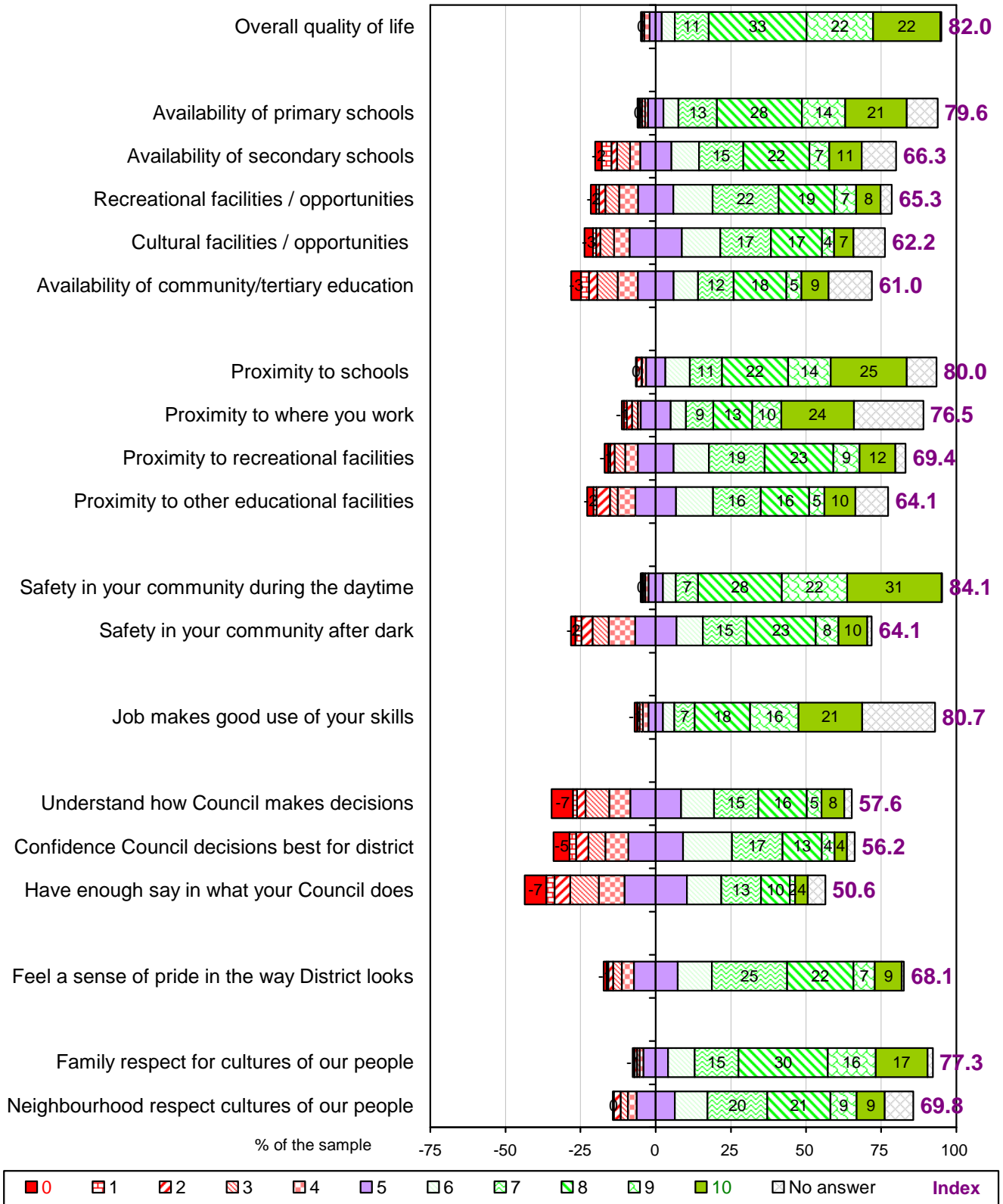
Respondents were then asked *'Now focusing only on the areas that your Council is responsible for what in your opinion, are the three main issues that Council should be looking at?'* This question was asked as an open question with the answers grouped together for analysis purposes.

Many respondents mentioned specific Council activities like roading (21%), stormwater or wastewater (7%), footpaths (5%), the appearance of the place (4%) and recycling or refuse collection (4%).

The other main themes covered environmental concerns (14%), the need for recreational facilities or entertainment (12%) and town planning or infrastructure (11%). A tenth of the sample (10%) mentioned creating employment opportunities, while 10% mentioned Council or Management concerns, 9% raised concerns about the distribution of finances and expenditure to various services or concerns about rates (7%). There was also a wide range of other themes mentioned by smaller groups of respondents.

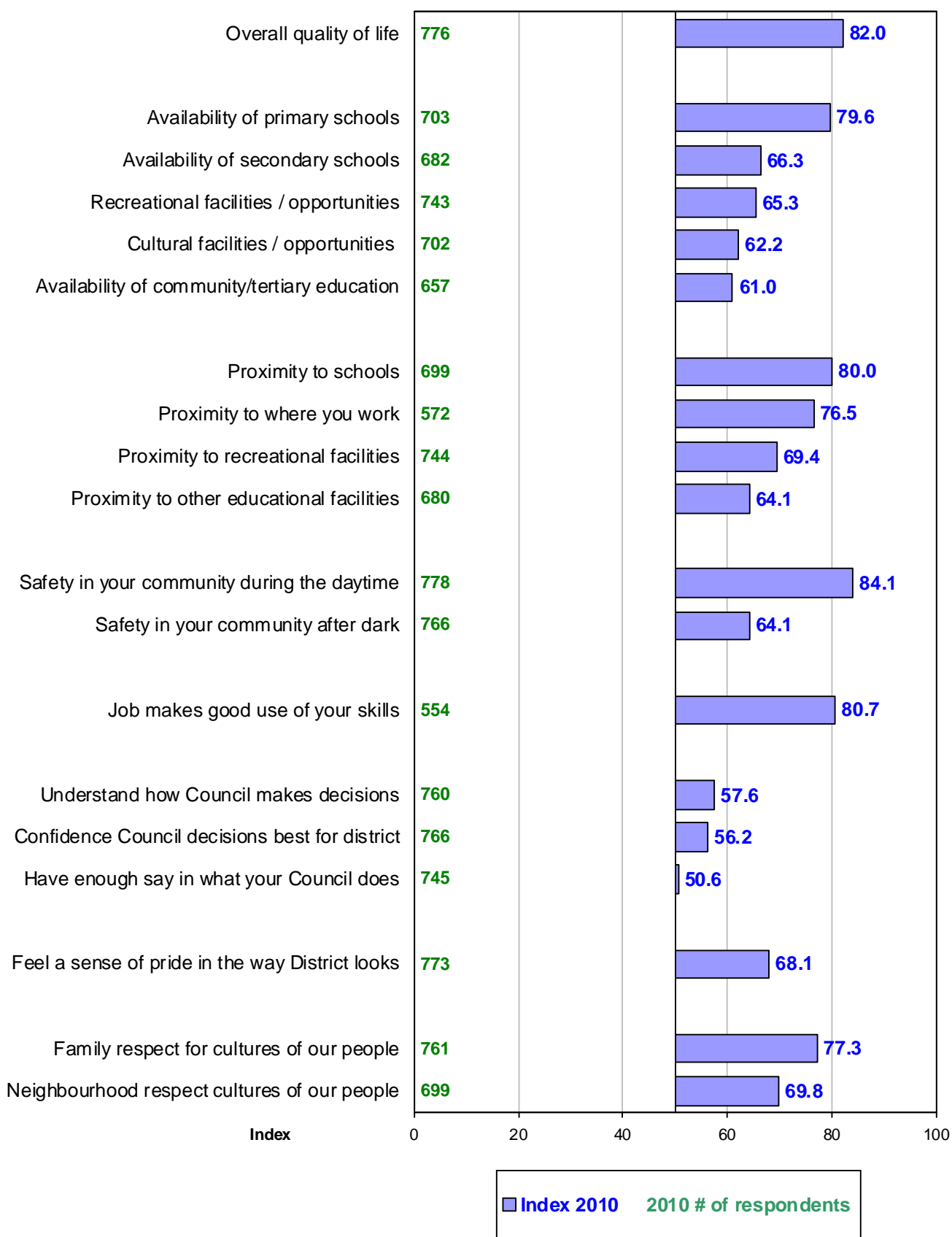
### Summary of Indexes – Waikato Region

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



### Indexes – Waikato Region

The indexes range from 84.1 for the ‘Safety in your community during the daytime’ down to an Index of 50.6 for the factor ‘You have enough say in what your Council does’.



### Waikato Region - Comparison to 2007

The following chart compares the 2010 results with 2007. There were an equal number of increases and decreases in the Indexes (9 each). The largest increase was 3.1 points for the statement 'You have enough say in what your Council does'. The largest decreases were 2.1 points for the statement 'You feel a sense of pride in the way your district looks and feels' and 2.0 points for satisfaction with 'how close you live to where you work'.



**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

### Tables of Core Indexes by Council

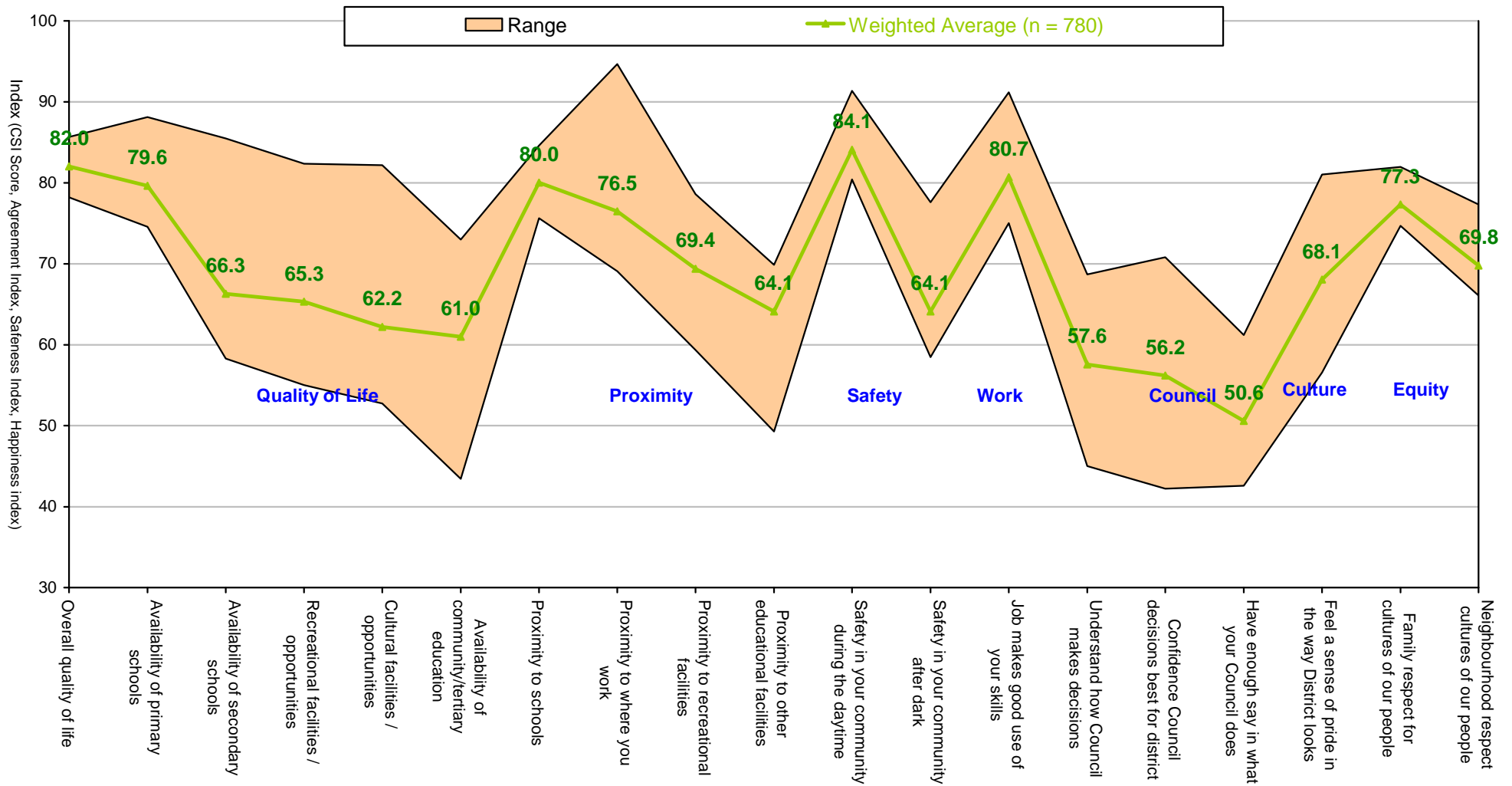
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	Franklin	Thames-Coromandel	Hauraki	Waikato	Hamilton	Matamata-Piako	Waipa	South Waikato	Otorohanga	Waitomo	Rotorua	Taupo	Maximum	Minimum	Range	Weighted Average
Number of interviews	70	73	70	82	100	71	70	71	71	23	9	70				780
Overall Quality of Life	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

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## 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	NA/DK		
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	DK		
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 NA/ DK
		0	1	2	3	4	5	6	7	8	9	10				
A	Your job makes good use of your skills, training and experience	0	1	2	3	4	5	6	7	8	9	10	99			
B	You have a good work / life balance in your life	0	1	2	3	4	5	6	7	8	9	10	99			
C	Your employer has good family-friendly policies e.g. policies like child care, bereavement leave etc that consider the needs of you and your family	0	1	2	3	4	5	6	7	8	9	10	99			
D	Your community is a place where young people can imagine building a life	0	1	2	3	4	5	6	7	8	9	10	99			
F	Your community understands and appreciates the role that Maori economic activity plays in the district's economic well being	0	1	2	3	4	5	6	7	8	9	10	99			

	Franklin	Thames-Coromandel	Hauraki	Waikato	Hamilton	Matamata-Piako	Waipa	South Waikato	Otorohanga	Waitomo	Rotorua	Taupo
Q13a	CORE QUESTION – ASK ALL											
Q13b	x	x	x	x	✓	x	x	x	x	x	x	x
Q13c	x	x	x	x	✓	x	x	x	x	x	x	x
Q13d	x	x	x	x	✓	x	x	x	x	x	x	x

**Participation in Sport and Active Leisure (from New Zealand Sport and Physical Activity Surveys/Big Cities Quality of Life Survey 2004)**

**Q13a** Now a question about exercise and other physical activities. By that I mean activity that increases your heart rate or breathing for 30 minutes or more. This might include brisk walking, running and gardening. How often do you do this kind of activity for 30 minutes or more?

(Read out. Single response.)

- Every day or nearly every day----- 1
- 2 - 4 times a week ----- 2
- Once a week ----- 3
- 2 - 3 times a month ----- 4
- Once a month----- 5
- Less often----- 6
- Never ----- 7
- (Don't read) Don't know ----- 8

**Q13b** Over the last six months has there been a time that you've wanted to do some form of physical activity but were not able to due to either access or affordability issues?

- Yes – wanted to do some physical activity but were not able to due to either access or affordability issues----- 1 →Go to Q13c
- No----- 2 →Go to Q14
- Don't know----- 3 →Go to Q14

**Q13c** **IF Q13B = 1 (YES)** What what was the activity you were not able to due to either access or affordability issues?

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**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?

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**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?

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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		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	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	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	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	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	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	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	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	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	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?

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**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?

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**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?

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	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
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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)

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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 \_\_\_\_\_

<b>DO NOT READ OUT</b> Refused----- 9
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**Q24 Interviewer CIRCLE ONE ONLY**

Male ----- 1 Female ----- 2

**Q25 Which ethnic group do you identify yourself with? (Circle one)**

NZ of Maori descent----- 1 NZ of European descent----- 2  
 NZ of other descent ----- 3 European / British ----- 4  
 Pacific Islander ----- 5 Asian ----- 6  
 Indian ----- 7 Don't read out – New Zealander ----- 8  
 Others (specify) ----- 9

**Q26 What type of accommodation do you live in? (CIRCLE ONE ONLY)**

Own or live in family home ----- 1  
 Rent or lease ----- 2  
 Board ----- 3  
 Other (SPECIFY) ----- 4  
 DO NOT READ OUT: REFUSED ----- 5

**Q27 Remembering the results of this survey are completely confidential, can you tell me which of these categories best matches the total annual income of your whole household before tax? (CIRCLE ONE)**

Less than \$20,000----- 1 \$20,000 to \$30,000 ----- 2  
 \$30,000 to \$40,000----- 3 \$40,000 to \$50,000 ----- 4  
 \$50,000 to \$70,000----- 5 \$70,000 to \$100,000----- 6  
 More than \$100,000----- 7  
 DO NOT READ OUT: REFUSED----- 8  
 DON'T KNOW----- 9

**Q28 What is your highest educational qualification? (Read out again if necessary, circle one)**

Primary school ----- 1  
 Secondary school ----- 2  
 Secondary school qualification ----- 3  
 Trade Certificate ----- 4  
 Tertiary qualification ----- 5  
 Other (specify) ----- 6  
 DO NOT READ OUT: REFUSED----- 9

**Q29 Do you live in a town or city or in a rural area?**

Town / City ----- 1 Rural----- 2 Both----- 3

**Q30 Can you tell me where you live so that I can code your area?**

\_\_\_\_\_

**Q31** To allow us to analyse the data by district within the Waikato, can you please tell us the nearest intersection to your property?

First Road		Second Road	
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Thank you very much for your time. The information that you gave us will be used to help your Council to focus on the issues which are important to the people of your district.

If you have any questions about this research, you are welcome to ring our office, on 07 859 2808. My name is Xxx, and the company name is Digipoll Ltd. **(REPEAT IF NECESSARY)**